

	Feature Name	Description	Research supporting it
P1: Must-Have	Interactive Map w/ Smart Filters	Users can search for dog-friendly parks and trails based on crowd levels, off-leash areas, water access, terrain type, and shade availability.	User interviews and Competitive analysis
	Crowd Meter	Provides real-time and historical data on peak and off-peak times, helping users find less crowded spaces.	User interviews
	Water and Shade Finder	Highlights parks and trails with lakes, ponds, streams, dog fountains, and shaded areas for comfort in warm weather.	User interviews and Observational research
	Custom Recommendations	Suggests outdoor spaces based on a dog's energy level, temperament, age, and user preferences.	User Interviews, Survey responses and Competitive analysis
	User-Generated Reviews and Photos	Allows dog owners to share insights on trail conditions, safety, and amenities in real-time.	User interviews and Competitive analysis
	Trail and Park Condition Reports	Users can report hazards, icy trails, or park closures to keep the community informed.	User interviews and Observational research
P2: Nice to have	Off-Leash Area Locator	Identifies designated off-leash spaces while providing safety guidelines and user ratings.	Competitive analysis
	Sidewalk and Walkability Map	Displays pedestrian-friendly routes for safer and more accessible neighborhood walks.	Competitive analysis
	Dog Activity & Fitness Tracking	Integrated with wearables (like smart watches) to allow owners to log walks/hikes which could help them track their pup's fitness over time.	User interviews
	Emergency Vet & First Aid Resources	Having quick access to nearby emergency vets, first aid tips, and poison control numbers could be a useful safety net.	User interviews
P3: Surprising and delightful	Dog-Friendly Business Locator (Cafes, Restaurants, Hotels, & Stores)	This feature could expand the app's utility beyond outdoor spaces, making it a go-to resource for all dog-friendly activities.	User interviews
	Social Meetups & Dog Playdates	Offering scheduled meetups or matching based on dog personality (ex: energy level, play style) could improve socialization experiences.	User Interviews
	Seasonal & Weather-Based Recommendations	An algorithm that suggests locations based on current weather conditions could help owners make informed decisions.	User interviews and Competitive analysis
P4: Can come later	Community Q&A & Discussion Forums	A built-in forum could foster a strong community and user engagement, creating a more interactive experience.	User interviews and Competitive analysis
	Gamification & Reward System for Exploring New Places	Encouraging users to visit new locations or contribute reviews/photos in exchange for badges or perks could drive app engagement.	Competitor analysis