

## Peho – Your Pet’s Second Home

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### Abstract

The exponential growth of pet ownership in urban regions, coupled with increasingly demanding professional lifestyles, has created a critical gap in accessible, reliable, and transparent short-term pet care solutions. Existing alternatives remain largely informal, fragmented, and lack the structural accountability modern pet owners require. This paper presents Peho – Your Pet’s Second Home, a comprehensive, market-ready digital platform engineered to bridge the trust deficit between pet owners and verified caretakers through technology-driven service orchestration.

Peho delivers an integrated ecosystem comprising intelligent caretaker discovery, sessionbased booking architecture, real-time bidirectional communication, systematic daily care task tracking, and reputation-driven accountability mechanisms. The platform employs a cross-platform mobile architecture using React Native for iOS and Android delivery, combined with a high-performance FastAPI backend featuring WebSocket-enabled realtime communication. Structured session workflows ensure transparent pricing, standardized care protocols, and verifiable service execution, addressing critical deficiencies in informal pet care markets.

This paper further documents Peho’s market research methodology, demand validation outcomes, and multi-dimensional feasibility analysis encompassing technical, operational, economic, and legal perspectives. By formalizing pet care interactions within a trust-centric digital marketplace, Peho demonstrates readiness for immediate market deployment and a scalable growth trajectory tailored to modern urban pet owners.