CHAPTER I

INTRODUCTION

1.1 Background of the Entrepreneurship and Innovation Program

Pet ownership in Indonesia has grown significantly in recent years, reflecting broader socio-economic growth, urbanization, and evolving cultural attitudes toward companion animals. Approximately 67% of Indonesian households own pets, contributing to a national pet market valued at USD 2.29 billion in 2023 and projected to reach USD 5.88 billion by 2033, with a compound annual growth rate (CAGR) of 9.5% (Jakarta Pet Expo, 2024). This rapid expansion, particularly within the pet food and health industry, indicates a shift toward pet humanization, where animals are increasingly regarded as family members whose wellbeing warrants sustained financial and emotional investment. As a result, pet care is increasingly positioned not only as a personal responsibility but also as an emerging lifestyle-oriented sector with growing economic and entrepreneurial potential.

Despite this growth, preventable health issues related to nutritional imbalance and sedentary lifestyles remain prevalent among companion animals. More than 40% of cats and dogs worldwide are estimated to be overweight or obese (Mars, 2020), a condition associated with reduced lifespan and increased risk of chronic diseases such as diabetes and arthritis. These health concerns are often influenced by excessive caloric intake, limited activity monitoring, and the absence of integrated health management practices. Preventing such conditions therefore requires consistent monitoring of both dietary intake and physical activity, yet many pet owners lack practical tools to support these preventive practices in their daily routines.

At the same time, transparency in pet food labeling has become a significant consumer concern. Nutrition plays a crucial role in immune function, metabolic health, and longevity (Villaverde & Chandler, 2022), yet feeding decisions are frequently made under conditions of informational asymmetry. A

2025 international survey involving more than 800 pet parents found that 88% consider accurate labeling important, yet 58% believe pet food labels are misleading (Flores, 2025). Additionally, 31% reported confusion regarding nutritional claims and 29% struggled to interpret ingredient lists. These findings indicate that although pet owners care deeply about their pets' health, many lack accessible tools that help them understand ingredient transparency, caloric density, and nutritional balance across various feeding options such as kibble, wet food, raw diets, or homemade meals.

In everyday situations, feeding decisions are often made quickly during activities such as purchasing pet food or preparing meals, leaving pet owners with limited time to analyze complex ingredient information. Combined with busy daily schedules, this makes consistent monitoring of feeding portions and nutritional quality difficult to maintain. These repeated small choices may gradually contribute to long-term health problems such as obesity or nutritional imbalance. This highlights the need for a practical and accessible solution that helps pet owners make informed feeding decisions while monitoring their pets' nutritional health.

In response to these challenges, PetoBowl was developed as a holistic pet nutrition and fitness mobile application for cats and dogs in Indonesia. A mobile platform enables pet owners to access nutritional information and monitor their pets' dietary intake in real time during everyday activities such as purchasing or feeding pet food. This approach aligns with Indonesia's digital landscape, where smartphones are the primary gateway to digital services, with approximately 187.7 million active users in 2025 (Agne, 2025), and a digital economy projected to exceed USD 130 billion (International Trade Administration, 2025). By integrating nutritional evaluation and pet health monitoring within a single platform, PetoBowl aims to support more informed and preventive pet care practices.

1.2 Problem Formulation of the Entrepreneurship and Innovation Program

Based on the background that has been presented, the following core issues are identified:

1. Many Indonesian pet owners still struggle to make informed feeding decisions due to limited understanding of pet food labels, nutritional claims, and balanced diet principles, which may lead to preventable health issues.
2. There is a lack of an integrated and structured digital platform that guides pet owners in managing nutrition and preventive health effectively.

Therefore, the main research question in this Entrepreneurship and Innovation Report is formulated as follows: "How to design the UI/UX of the Petobowl Mobile Application as a business lead?"

1.3 Scope and Limitations of the Entrepreneurship and Innovation Program

This Entrepreneurship & Innovation Program Report focuses on the UI/UX design and initial business development strategy of the PetoBowl mobile application as a business initiative within the digital pet health and wellness sector. The discussion is limited to the conceptualization, design process, user experience strategy, and early-stage business positioning of the application, rather than full technical deployment or long-term operational management. The primary object of design is the PetoBowl mobile application interface and user journey, including features such as user and pet profiling, personalized feeding and calorie recommendations, ingredient transparency scanning, nutritional information display, activity and weight tracking, and educational content structuring, all organized into an integrated user-centered system that supports informed feeding decisions and preventive pet health monitoring. The target market consists of cat and/or dog owners aged 22–40 from the Gen Z and Millennial demographic who live in the Greater Jakarta area (Jabodetabek), include both men and women, and belong to middle-upper to upper socioeconomic segments (SES A–B), a group characterized by strong digital engagement, purchasing power, and high awareness of pet health and wellbeing.

1.4 Purpose and Objectives of the Entrepreneurship and Innovation Program

Based on the formulated research problem, the purpose of this Entrepreneurship & Innovation Program is designing the User Interface of the Petobowl mobile application as a business lead.

1.5 Benefits of Implementing the Entrepreneurship and Innovation Program

The implementation The implementation of the Entrepreneurship & Innovation Program through the development of the PetoBowl application is expected to provide various benefits for multiple stakeholders, as follows:

1. **For the Author**

This program offers practical experience in applying UI/UX design within an entrepreneurial context. It strengthens analytical thinking in identifying market opportunities, improves problem-solving through Human-Centered Design methods, and develops skills in project management, teamwork, and strategic business planning for digital startups.

2. **For the Community and Other Parties**

PetoBowl is expected to support Indonesian cat and dog owners by providing accessible and personalized nutritional guidance. The platform helps first-time pet owners understand safe feeding practices while offering experienced owners tools for more structured nutrition management, ultimately contributing to improved pet health awareness and reducing risks associated with misinformation.

3. **For the University**

This project can serve as a reference for students interested in entrepreneurship, digital product design, and technology-based startups. It demonstrates how UI/UX design can function as both a design and strategic business tool while supporting the university's commitment to

innovation and student entrepreneurship through the PRO-STEP program.

1.6 The Timeline and Procedural Description of the Entrepreneurship and Innovation Program

Based on the timeline provided in the PROSTEP Program Guidebook for Visual Communication Design Students, the following table contains the description and procedures of the Entrepreneurship & Innovation Program:

Table 1.1 PROSTEP Entrepreneurship and Innovation Program Timeline

Date	Week	Agenda	Description
10 November 2025		PRO-STEP Cluster Socialization	PRO-STEP Cluster Socialization (Onsite – Lecture Theatre
19 – 23 January 2026		Course Registration (KRS)	my.umn.ac.id
28 – 29 January 2026		KRS - Add/Drop Period	my.umn.ac.id
10 November – 1 December 2025		PRO-STEP Registration Period	1. Registration through the Merdeka website. 2. Submit LoA (Letter of Acceptance) to obtain PRO-STEP 02. 3. LoA can be downloaded from: bit.ly/PRO-STEP_GSL25-26 → select your PRO-STEP folder → Folder 01 (LoA). 4. Without PRO-STEP 02, you will not be registered as a PRO-STEP participant and cannot proceed to the next stage.
8 December 2025		PRO-STEP Selection Announcement - Stage 1	Announcement of selection results (Accepted/Revision Required).
12 December 2025		Submit Revised PRO-STEP Proposal	Submit via OneDrive Form no later than 17:00.
16 December 2025		Final PRO-STEP Admission Announcement	Final decision (Accepted/Rejected).
2 February 2026	1	START	Beginning of program.
2 February – 6 March 2026	1 – 5	Mentoring Period - Phase 1	PRO-STEP mentoring period (Complete Supervisor & Advisor Daily Task and Counselling Meetings).
9 – 13 March 2026	6	PRO-STEP Evaluation 1	1. Evaluation period conducted individually. 2. Participants must meet prerequisites.

			3. Submit Evaluation 1 report via PRO-STEP website ("upload file" menu). 4. Participants MUST inform Internal & External Supervisors to input grades into PRO-STEP website. 5. Daily tasks may still be submitted during this period.
30 March – 11 April 2026	Midterm	Midterm Exam (UTS)	Regular semester midterm exams (non PRO-STEP).
16 March – 22 May 2026	7 – 12	Mentoring Period - Phase 2	PRO-STEP mentoring period (Complete Supervisor & Advisor Daily Task and Counselling Meetings).
18 – 29 May 2026	14	PRO-STEP Evaluation 2	1. Individual evaluation period. 2. Participants must meet prerequisites. 3. Submit Evaluation 2 report via PRO-STEP website ("upload file" menu). 4. Participants MUST inform Internal & External Supervisors to input grades into PRO-STEP website.
25 – 26 May 2026	-	Evaluation 2 Defense Document Check	1. Internal Supervisor checks structure, content, title, and completeness of the Defense Report before registration. 2. Ensure the report follows the official template and academic/administrative requirements are fulfilled.
2 – 13 June 2026	Final Exam	Final Exam (UAS)	Regular semester final exams (non PRO-STEP).
28 May 2026	-	Deadline for Evaluation 2 Defense Registration	Final registration deadline at 17:00.
2 – 3 June 2026	-	Evaluation 2 Defense (Sidang)	1. Offline defense session. 2. Schedule announced via student email and Line Group. 3. Detailed procedures explained in the next chapter of the guidebook.
9 – 10 June 2026	-	Revision & Final Report Approval Submission	1. Submit revised report with official signatures from the Examination Board. 2. Revision and approval process follows Board instructions. 3. Manage revision timeline carefully.
Deadline for Submission of Final Report of PRO-STEP Cluster Hearing			1. Check individual deadline on PRO-STEP website. 2. Revision & approval deadline is ONLY 2 WEEKS after the Evaluation 2 Defense date. 3. Example: If defense is 10 July → final submission deadline is 24 July at 17:00. 4. If documents are incomplete, FSD Coordinator/Admin will contact the

	student via Internal Supervisor and student email.

During the implementation of the PRO-STEP Entrepreneurship & Innovation Program, the author followed each stage according to the timeline established in the PRO-STEP Program Guidebook. The process began with the PRO-STEP cluster socialization session, which introduced students to the available program pathways and requirements. After completing course registration (KRS), the author registered for the PRO-STEP program through the website and prepared the initial proposal for the team's business concept. Once accepted into the program, the author participated in the mentoring phases, which involved regular consultations with the internal supervisor, completing daily task reports, and developing the business concept, design strategy, and supporting analyses for the PetoBowl mobile application. These activities provided practical experience in translating a conceptual idea into a structured entrepreneurial project while receiving continuous academic guidance throughout the program period.