■ Pawrio – UX Research Report

Problem Statement

Pet lovers want to adopt dogs or cats, but current platforms feel transactional and lack guidance, emotional storytelling, and care support. They need a platform that balances trust, simplicity, and empathy.

Target Audience

Primary: Young adults (18–35), families, and pet lovers interested in adopting.
Secondary: Donors, NGOs, and veterinarians.

User Goals

• Easily browse and adopt a dog or cat
• Feel connected emotionally through pet profiles
• Support adoption centers with donations
• Access care guidance & book vet appointments
• Simple and secure login

User Pain Points

• Complicated adoption steps
• Lack of trustworthy info about pets
• No easy way to donate
• Scattered care resources

Design Principles

• Trustworthy → clear info, NGO partnerships
• Emotional → photos, stories of pets
• Seamless → easy navigation, minimal steps
• Accessible → mobile-first, responsive design

User Flow

1. Home Hero Page → Discover adoption, donation, care
2. Adopt Page → Filter cats/dogs → View profiles → Start adoption process
3. Donate Page → Choose cause → Payment options
4. Care + Vet Booking → Articles, tips, booking vet
5. Login Page → Register / Sign in → Save progress