

# Salesforce Pet Adoption Tracker

## Phase 1: Problem Understanding & Industry Analysis

### 1. Problem Statement

Animal shelters and NGOs often rely on manual processes such as spreadsheets, paper forms, and phone calls to manage pet adoption. This leads to:

Inefficient tracking of pets available for adoption.

Difficulty in managing adopter information and adoption requests.

Lack of timely communication between shelters and adopters.

Manual and time-consuming report generation for management.

These inefficiencies reduce adoption rates, increase shelter workload, and delay pets from finding permanent homes.

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### 2. Requirement Gathering

Animal shelters and NGOs face challenges in managing pet adoption processes manually (spreadsheets, paper forms, phone calls).

#### Key requirements identified:

- Track pets available for adoption with details (age, breed, health, status).
- Manage adopter information and adoption requests.
- Automate communication (confirmation, approval, follow-up emails).
- Monitor adoption trends with reports and dashboards.

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### 3. Stakeholder Analysis

Stakeholder	Role/Interest	Needs
Shelter Admin	Manages pets & adoption process	Simple system to register pets, assign status, generate reports
Potential Adopter	Adopts a pet	Easy adoption request submission, timely updates
Shelter Volunteer	Supports adoption events	Access to pet/adopter info, helps coordinate follow-ups

Stakeholder	Role/Interest	Needs
Management/NGO Board	Oversees operations	Reports on adoption success rate, animal welfare metrics

#### 4. Business Process Mapping

##### Current Process (Manual):

1. Shelter registers pets in spreadsheets.
2. Adopters call/email to inquire.
3. Volunteers manually track requests.
4. Approvals communicated via phone/email.
5. Reports prepared manually.

##### Proposed Salesforce Process:

1. Shelter staff create **Pet records** in Salesforce.
2. Adopters submit **Adoption Requests**.
3. Automated workflows update pet status & notify adopters.
4. Reports & dashboards provide **real-time adoption insights**.

#### 5. Industry-specific Use Case Analysis

- **Animal Welfare / NGOs:** Need centralized adoption management.
- **Pet Shelters:** Require streamlined processes to reduce waiting times for animals.
- **Nonprofit Sector:** Leverage Salesforce Nonprofit Cloud features to track donors, volunteers, and adopters.
- **Community Impact:** Improves pet adoption rates, reduces abandoned pets, enhances animal welfare.

#### 6. AppExchange Exploration

Explored existing Salesforce AppExchange solutions such as **Nonprofit Success Pack (NPSP)** and **Shelter Management apps**.

##### Findings:

- Many are **complex and enterprise-level**, not suitable for small shelters.
- Most focus on **donor management**, not the adoption process.