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# Research on the Strategy of Digital Services in the Adoption Scene of Pet Shelters

Shelters are mainly established out of love in the name of individuals or a few people. Due to the limited time, energy, and money of the managers themselves, they cannot effectively maintain the status quo for a long time. In terms of supplies, pets, adoption, etc. The information management experience is not good; on the other hand, most adopters still hold a negative attitude towards the adoption method for reasons such as private security, channel credibility, and pet health. The intervention of digital services can effectively solve their problems in information management, resource allocation, trust building, etc., and improve pet adoption's success rate, indirectly alleviating stray pets' social problems. Therefore, based on the current development dilemma of shelters and the social background of pet adoption, this paper adopts a mixed quantitative and qualitative research method and summarizes the core pain points of pet adoption in the shelter scene at the current stage through relevant tools of service design, and puts forward a discussion on digitalization. The design strategy and principles of the service in the shelter scenario are of great significance to the digital transformation of the shelter.

According to incomplete statistics, at least 600 million stray pets worldwide exist. Among them, the number of stray pets in China accounts for about 50 million, and the data is still increasing. Its sources are mainly abandoned by breeders and wild breeding. Stray pets have brought a series of problems to society, including aggressive behavior, nuisance, urban sanitation, epidemics, etc. Therefore, alleviating the problem of stray pets is urgent. Currently, the means to control the number of stray pets mainly include: promulgation of laws and regulations, registration of pets and breeders, additional taxes, education and guidance of breeders, promotion of sterilization programs, treatment and rescue of stray pets, etc.; It also includes extreme treatment methods such as euthanasia and shooting. The organizations involved include the government, shelters, pet agencies, etc. Among them, the pet shelter, as a voluntary public welfare organization, has assumed part of its social responsibilities—rescuing and adopting these stray pets and helping them find adopters as much as possible. However, due to the limitations of the person in charge in terms of time, energy, and economic level, it is not easy to effectively maintain the status quo for a long time. At the same time, based on the soundness of China's legal policies and the current development of relief shelters, the lack of professional guarantees and extra support makes it difficult for these spontaneous non-governmental organizations to survive. On the one hand, the shelter has poor experience in managing and disseminating materials and pet information. On the other hand, due to factors such as expected cost deviation, channel reliability, pet health, and breed, most adopters have low acceptance and trust in adoption channels and even give up halfway through the adoption, which will lead to the saturation of the number of pets in the shelter. Therefore, improving the public's willingness to accept pet adoption, reducing failed adoption experiences, and increasing the retention rate after adoption are essential means to solve the problem of adoption at shelters and are also the research purpose of this paper.

Adoption is usually not the first choice for people. Research shows that the desire for a purebred pet is one of the most common reasons for not adopting from a shelter or rescue . In

addition, characteristics such as age, breed, quantity, and neutering status of pets are vital factors affecting adopters' decisions. At the same time, the professional level of the person in charge and the help provided during and after the

adoption process are also important influencing factors. Some studies have also investigated the reasons for adoption failures. Although there are many reasons for adoption failure, including pet aggression, poor relationship with children, personality defects, physical diseases, etc., they can all be attributed to poor decision-making before adoption and high expected cost. There is considerable uncertainty about the consequences of pet ownership, which can lead to perceived costs to adopters exceeding real benefits, resulting in animals being abandoned or returned. Suppose adopters obtain more information about pets before adoption. In that case, they can obtain more services and guarantees after adoption (such as: designing some mechanisms to screen adopters, knowing about future responsibilities in advance, providing obedience training guidance, Consulting services after adoption, etc.), some of these problems are likely to be resolved (mainly including adoption acceptance, adoption success rate, and postadoption retention rate).

Digital services use the Internet, big data, artificial intelligence, blockchain, and other new-generation information technologies to significantly improve organizations' productivity and efficiency and ensure the overall image and service quality. The current digital services for pet adoption mainly focus on the early and middle stages of the adoption process. Wu et al. tried to optimize the current social assistance system for stray animals through technical means (big data, artificial intelligence, etc.). Allison created an app that allows adopters to match their favorite pets according to their preferences. The purpose is to simplify the adoption process and provide more convenience for stray animals. Da et al. added an AI virtual pet module to the pet adoption application, which allows users to assess the risks and challenges of raising in advance. In addition to paying attention to the service experience before and during adoption, pet retention after adoption and cultivating the breeder's sense of responsibility are equally important. At the same time, digital adoption services usually include the following problems: channels are scattered and lack credibility (mainly attached to small programs or mainstream social platforms for information dissemination), adopters worry about information security and pet health, etc.

The focus of this article is to take the adoption scene of a pet shelter as an example and propose a design strategy that includes digital services. Before that, it is necessary to obtain honest user feedback in this scenario. First of all, the questionnaire survey is the first step in the research, and the purpose is to understand people's fundamental views on pets. Secondly, this paper uses natural observation and semi-structured interviews as the primary method to conduct in-depth understanding with relevant professionals and extracts keywords from the dialogue, laying the foundation for the subsequent strategy. Then, summarize and integrate the previous quantitative and qualitative research contents and present them through Persona and User Journey Maps. Finally, use the case analysis method to sort out the functions of some representative solutions and provide a reference for strategy research.

In this survey, 295 questionnaires were distributed through the online platform, and the number of valid questionnaires was finally determined to be 244 after screening according to the time of filling in the answers and the identity of the breeder. The results show that female breeders account for a large proportion (about 73%), mainly young people aged 18 – 25 (about 81%), and the average monthly expenditure of pets is between 0 – 600 yuan (about 92%). Sickness and

nursing care (about 86%) and foster care (about 60%) are the two areas that breeders worry about the most. Disease (about 72%), loss (about 58%), and training (about 52%) are the main factors that annoy breeders. Playing with pets (about 93%), petting pets with friends (about 50%), and sharing pet content on social platforms (about 43%) are the main behaviors that make breeders happy. (As shown in Fig. 1, only the primary data are shown in the figure).

Naturalistic observations and interviews aim to develop a deep understanding of user needs. We visited eight pet institutions (including two shelters, three pet stores, and three pet hospitals). We conducted a semi-structured interview of about 30 min with each relevant person in charge (from basic personal information, institution operations, breeder/customer situation, and made a brief record (mainly in the form of photography and memorandum) with the prior consent of the interviewee. Only some critical statements are shown in the text (Table 2). The main reasons users hold negative attitudes towards keeping or adopting pets include concerns about pet health, lack of online services, low credibility of the platform, and ambiguity in the adoption process. The existing problems of the shelters include inconvenient information management, troublesome regular return visits, and low adoption success rate. According to the interviewees' point of view, if we want to solve the problem of stray pets, we need to start from the source (such as the improvement of national laws, the attention of the local government, etc.) and rely on the efforts of a few people is not a long-term solution. From a strategic perspective, improving the quality of breeders and doing an excellent job of disease prevention and health protection after pet breeding are essential means to improve the adoption and retention rates.

We constructed Persona of adopters and shelter leaders using the previous questionnaire survey and field investigation. Persona is an effective tool to outline target users, connect user appeals and design direction, and can represent the primary audience and target group of the product. The adopter is described as a young woman working in the city and living a fast-paced life. Since she lives alone in an apartment, she wants a pet to accompany her to relieve loneliness. The demand is that she does not want to keep pet cubs because it takes more energy to take care of them. She weakly understands adoption channels and does not understand the adoption process, so she thinks it is unreliable. The person in charge is generalized as a middle-aged woman who has her own business and, at the same time, takes care of the stray pets at the shelter. Her motivation for setting up shelters is to wish them all a good home out of compassion and respect. The shelter's daily expenses mainly rely on personal finances, but as the number of pets increases, it often receives material donations from all over the country. The shelter's biggest problem is the difficulty of adoption and the constant adoption of new pets, increasing pressure on the institution.

We conduct functional analysis on four online products related to pet adoption as the basis for follow-up strategy research. It is worth learning that. First, some platforms use the method of step donation to convert daily behaviors into real value (pet food, etc.), allowing everyone to participate in it; second, the adoption process is relatively complete, the display of pet information is relatively comprehensive, and it is easy for adopters to understand the situation quickly. At the same time, the following problems are also found: 1. The functions are mainly concentrated before and during adoption, and there are almost no functions after adoption; 2. The user groups after adoption are scattered, leading to a lack of contact and interaction between all parties involved; 3. Lack of incentives Mechanism (currently, there is only photo-taking and clock-in, mainly used for follow-up visits to shelters); 4. The display of pet information is relatively simple, with only the most basic graphic introduction; 5. Shelters cannot efficiently manage pet information and item

resources.

We envision a service platform that integrates pet adoption and security. The platform is mainly based on mobile applications. Borrowing digital means, combined with business promotion, public welfare activities, consulting services, joint brand names, etc., to open up the possibility of cooperation between shelters and other pet industries to alleviate the shelter's adoption dilemma. While helping the adopter to become a qualified breeder, it also provides care and protection for pets to prevent secondary wandering.

Based on the previous research content, we refined the problems in the adoption process into 11 phrases(7 related to breeders, four related to shelters) and listed the corresponding design strategies (one question may correspond to multiple strategies, there is no order of these strategies, they only represent the diversity of solutions). A detailed description of the policy content is as follows.

B1. The mismatch between perceived and actual costs is mainly reflected in the fact that adopters, especially novices, have high expectations for adoption and do not regard it as a process that requires patience. In this regard, we provide two strategies for reference. 1. Inform the adopter in advance of the responsibilities, requirements, and risks of raising pets, including but not limited to written agreements, dynamic images, virtual pet raising, etc.; 2. Display as much information about pets as possible, including but not limited to names, Gender, age, breed, body type, personalities, etc.

B2. Most rescue centers are private organizations, so the adoption process is not standardized, making adopters feel unreliable. The solution here is to simplify the process (such as five steps: find your favorite pet, consult the details, make an appointment, confirm the adoption, and accept a return visit)so that the adopter can understand roughly what to do at each stage.

B3. For young people who want to adopt their first pet, the preparation work before raising is difficult. The first strategy is to cooperate with the brand to provide adopters with simple feeding kits (such as small bags of food, traction ropes, food bowls, etc.) to help them transition to the initial stage of adoption and, at the same time, expand brand awareness; the second strategy is to provide training for novices Courses can specifically include both theoretical study and practical operation. For non-novice adopters, they need to complete the course before they can adopt pets smoothly.

B4. Encourage users' enthusiasm for raising pets and guide them to become qualified breeders through growth mechanisms (such as points, achievements, service exchange, etc.).

B5. Disease prevention and health after pet adoption are vital. In this regard, first, we can cooperate with major brands to launch food care, insurance, and other services to ensure the life of pets after adoption; second, update pet knowledge from time to time (released by the official or in cooperation with professionals), and A question and answer library is formed based on big data for subsequent users to find similar questions.

B6. Considering users' needs for daily management of pets, it is recommended to set up related functions in the application (such as: reminding users of key dates, storing beautiful moments with pets, etc.). B7. Extend the adoption process to a longer period after adoption, relying on the platform to launch some functions and services to meet user needs (refer to B4, B5, B6). The benefits of doing so include: enhancing the communication between users who have something in common, improving users' trust and stickiness to the platform, and being more likely to recommend others for adoption, etc.

R1. Because the shelter is located far away from the city and is usually mostly privately operated, the spread of adoption information is limited. Therefore, we can use brand traffic to carry out commercial cooperation with it, improve the information dissemination efficiency of the shelter, and establish a good image for the brand. Similarly, we can give full play to the dissemination power of adopters, volunteers, and related pet organizations to help spread adoption information.

R2. On the one hand, it is necessary to ensure the standardization and transparency of the adoption process, and on the other hand, it is necessary to strengthen the dissemination and deepen of the concept of adoption in order to increase the success rate of adoption. The "adoption success" here also includes the retention of pets after adoption. At the same time, pet appearance is an important factor affecting adoption (conclusions come from literature research).

R3. Shelters face equipment, materials, pets, and other information management. Therefore, it is recommended to integrate and design these contents through the application program to reduce the management burden of the shelter.

R4. Ensure the ownership of pets by setting the cooling-off period for adoption, identity transfer, and other functions to prevent secondary homelessness. At the same time, leave room for each adopter to consider (for example, it is impossible to continue rising due to actual conditions).

We found a few points to pay attention to through the discussion and research of these strategies. 1. Some strategies may increase the adoption threshold and the difficulty of adoption. The relationship between the two needs to be balanced in the specific implementation process. 2. We view post-adoption as a more critical stage in the adoption process to ensure pet retention. Through in-depth research and insight into the pet shelter, we also conceived its future development direction and business model. The short-term plan is to spread the concept of adoption as the guide, expand the influence of the shelter, and implement the digital transformation of the adoption process (essential functions are prioritized). The long-term plan is to extend the service of shelters to pet hospitals, pet stores, and other industry scenarios, increase the breadth and depth of cooperation, promote win-win results for all parties, and alleviate the social problems of stray pets to a certain extent. During the interview, one person in charge of the shelter mentioned that because the shelter is located in a suburban area, he had thought of developing this place into a team-building activity base or an outdoor activity place and launched a series of pet-related services. This plan is a long-term, high-quality idea, but it still requires the joint efforts of all members of society to realize the excellent vision step by step.

This research explores the digital transformation strategy of adoption services in the shelter scene. We draw the following conclusions through quantitative and qualitative mixed research methods: 1. Allow users to obtain more information (risks, responsibilities, and requirements) before adopting; 2. Pay attention to pet protection and service support after adoption; 3. Consider the actual needs of shelters; 4. Give full play to the strengths of other pet industries to form a mutually beneficial and win-win situation. Implementing these strategies is still challenging, as they are closely related to complex factors such as local laws, policies, and social concepts. In addition, due to the influence of practical factors, the project still has many deficiencies. For example, there are deviations in the information (age) of the user groups participating in the questionnaire and certain geographical limitations in the selection of cases. The specific design content (function and service) is our future deepening direction.

# 宠物收容所领养场景中的数字化服务策略研究

收容所主要是以个人或少数人的名义出于爱而建立的。由于管理者自身的时间、精力和金钱有限，他们无法长期有效地维持现状。在用品、宠物、领养等方面。信息管理经验不好；另一方面，大多数收养人出于个人安全、渠道可信度、宠物健康等原因，仍然对收养方式持否定态度。数字化服务的介入可以有效解决他们在信息管理、资源配置、信任建立等方面的问题，提高宠物收养的成功率，间接缓解流浪宠物的社会问题。因此本文基于当前收容所的发展困境和宠物领养的社会背景，采用定量与定性混合研究的方法，通过服务设计的相关工具，总结了现阶段收容所场景中宠物领养的核心痛点，并提出了数字化的相关探讨。收容所场景下的服务设计策略和原则对收容所的数字化转型具有重要意义。

据不完全统计，全世界至少有 6 亿只流浪宠物。其中，中国流浪宠物数量约为 5000 万只，且数据还在不断增加。其来源主要被育种者和野生育种者遗弃。流浪宠物给社会带来了一系列问题，包括攻击性行为、滋扰、城市卫生、流行病等。因此，缓解流浪宠物问题迫在眉睫。目前控制流浪宠物数量的手段主要有：颁布法律法规、对宠物和饲养者进行登记、加征税费、对饲养者进行教育指导、推广绝育方案、对流浪宠物进行治疗和救助等；还包括安乐死、射杀等极端的处理方式。涉及的组织包括政府、收容所、宠物机构等。其中，宠物收容所作为一个自愿性的公益组织，承担了一部分社会责任——救助和收养这些流浪宠物，并帮助它们尽可能多地找到收养者。但是，由于负责人在时间、精力、经济水平等方面的限制，要想长期有效地维持现状并不容易。同时，基于中国法律政策的健全和目前救助场所的发展，缺乏专业的保障和额外的支持使得这些自发的非政府组织难以生存。一方面，收容所在管理和传播材料和宠物信息方面经验不足。另一方面，由于预期成本偏差、渠道可靠性、宠物健康、品种等因素，大多数收养人对收养渠道的接受度和信任度较低，甚至在收养过程中中途放弃，这将导致收容所宠物数量饱和。因此，提高公众接受宠物收养的意愿，减少失败的收养经历，提高收养后的保留率是解决收容所收养问题的必要手段，也是本文的研究目的。

领养通常不是人们的第一选择。研究表明，对纯种宠物的渴望是不从收容所或救援机构收养宠物的最常见原因之一。此外，宠物的年龄、品种、数量、绝育状况等特征也是影响收养人决策的重要因素。同时，负责人的专业水平以及收养过程中和收养后所提供的帮助也是重要的影响因素。一些研究也调查了收养失败的原因。虽然导致收养失败的原因有很多，包括宠物攻击、与孩子关系不佳、性格缺陷、身体疾病等，但都可以归结为收养前决策不当和预期成本过高。饲养宠物的后果存在相当大的不确定性，这可能导致收养人的感知成本超过实际收益，从而导致动物被遗弃或归还。假设收养人在收养宠物之前获得了更多关于宠物的信息。这样，他们在收养后可以获得更多的服务和保障(如：设计一些筛选收养人的机制，提前了解未来的责任，提供服从训练指导，收养后咨询服务等)，其中的一些问题(主要包括收养接受度，收养成功率，收养后保留率)就有可能得到解决。

数字服务利用互联网、大数据、人工智能、区块链等新一代信息技术，显著提高组织的生产力和效率，保证整体形象和服务质量。目前宠物收养的数字化服务主要集中在收养过程的前期和中期，Wu 等人试图通过技术手段(大数据、人工智能等)来优化现有的流浪动物社会救助体系。艾利森开发了一款应用程序，允许收养者根据自己的喜好来匹配他们最喜欢的宠物。目的是简化领养流程，为流浪动物提供更多便利。Da 等人在宠物收养应用中增加了 AI 虚拟宠物模块，允许用户提前评估饲养的风险和挑战。除了注重收养前和收养过程中的服务体验外，收养后的宠物保留和培养饲养者的责任感也同样重要。同时，数字化收养服务通常存在以下问题：渠道分散，缺乏可信度(主要依附于小程序或主流社交平台进行信息传

播), 收养人担心信息安全和宠物健康等问题。

本文的重点是以宠物收容所的领养场景为例, 提出包括数字服务在内的设计策略。在此之前, 有必要在这一场景中获取真实的用户反馈。首先, 问卷调查是研究的第一步, 目的是了解人们对宠物的基本看法。其次, 本文以自然观察和半结构式访谈为主要方法, 与相关专业人士进行深入了解, 并从对话中提取关键词, 为后续策略的制定奠定基础。然后, 总结整合前期定量和定性研究内容并通过角色扮演和用户旅程地图进行呈现。最后, 运用案例分析法, 理出些具有代表性的解决方案的功能, 为战略研究提供参考。

本次调查通过网络平台共发放问卷 295 份, 根据填写答案的时间和饲养者的身份进行筛选, 最终确定有效问卷数为 244 份。结果显示, 女性饲养者占较大比例(约 73%), 以 18-25 岁的年轻人为主(约 81%), 宠物月平均支出在 0-600 元之间(约 92%)。疾病与护理(约 86%)和寄养(约 60%)是饲养者最担心的两个方面。疾病(约 72%)、丢失(约 58%)和训练(约 52%)是令饲养者烦恼的主要因素。与宠物玩耍(约 93%)、与朋友抚摸宠物(约 50%)和在社交平台上分享宠物内容(约 43%)是让饲养者感到高兴的主要行为。

自然观察和访谈旨在深入了解用户需求。我们走访了八家宠物机构(包括两家收容所、三家宠物店和三家宠物医院)。我们对每位相关负责人进行了约 30 分钟的半结构化访谈(从个人基本信息、机构运营、饲养者/客户情况等方面)并在事先征得受访者同意的情况下做了简要记录(主要以摄影和备忘录的形式)。文中只列出了一些关键性陈述(表 2)。用户对饲养或领养宠物持消极态度的主要原因包括对宠物健康的担忧、缺乏在线服务、平台可信度低以及领养过程中的模糊性。收容所目前存在的问题包括信息管理不便、定期回访麻烦、领养成功率低等。受访者认为, 要解决流浪宠物问题, 需要从源头抓起(如国家法律的完善、地方政府的重视等), 仅靠少数人的努力并非长久之计。从战略的角度来看, 提高饲养者的素质, 做好宠物饲养后的疾病预防和健康保护工作, 是提高宠物领养率和保留率的必要手段。

通过前期的问卷调查和实地考察, 我们构建了领养者和庇护所负责人的角色形象。角色是勾勒目标用户、连接用户诉求和设计方向的有效工具, 能够代表产品的主要受众和目标群体。采用者被描述为在城市工作、生活节奏快的年轻女性。由于她一个人住在公寓里, 她希望有一只宠物陪伴她, 以排解寂。她的需求是不想养宠物幼崽, 因为照顾它们需要花费更多精力。她对领养渠道了解甚少, 对领养过程不了解, 认为不可靠。负责人被概括为一位中年女性, 她有自己的生意, 同时还要照顾收容所里的流浪宠物。她建立收容所的动机是出于同情和尊重, 希望它们都能有一个好的归宿。收容所的日常开支主要依靠个人经济, 但随着宠物数量的增加, 收容所经常会收到来自全国各地的物资捐赠。收容所最大的问题是领养困难, 不断有新的宠物被领养, 增加了机构的压力。

我们对四种与宠物领养相关的在线产品进行了功能分析, 作为后续策略研究的基础(表 3)。值得借鉴的是首先, 部分平台采用阶梯捐赠的方式, 将日常行为转化为实际价值(宠物食品等), 让人人参与其中; 其次, 领养流程相对完整, 宠物信息展示相对全面, 便于领养者快速了解情况。同时, 也发现了以下问题: 1. 功能主要集中在领养前和领养中, 领养后的功能几乎没有; 2. 领养后的用户群体比较分散, 导致参与各方缺乏联系和互动; 3. 缺乏激励机制(目前只有拍照和打卡, 主要用于收容所的后续回访); 4. 宠物信息展示比较简单, 只有最基本的图文介绍; 5. 收容所不能有效管理宠物信息和物品资源。

我们设想一个集宠物收养和安全于一体的服务平台。该平台以移动端应用为主, 借助数字化手段, 结合商业推广、公益活动、咨询服务、联合品牌等方式, 开辟收容所与其他宠物行业合作的可能性, 缓解收容所的领养困境。在帮助收养者成为一名合格的饲养员的同时, 它也为宠物提供照顾和保护, 以防止二次流浪。

在前期研究内容的基础上, 我们将领养过程中的问题细化为 11 个短语(7 个与饲养者有关, 4 个与收容所有关), 并列出了相应的设计策略(一个问题可能对应多个策略, 这些策略



没有先后顺序，只代表解决方案的多样性)。政策内容的详细说明如下。

B1. 感知成本与实际成本不匹配，主要体现在采用者，尤其是新手，对采用抱有很高的期望，并不认为这是一个需要耐心的过程。在这方面，我们提供两种策略供参考。1. 提前告知领养者饲养宠物的责任、要求和风险，包括但不限于书面协议、动态图片、虚拟宠物饲养等；2. 尽可能多地展示宠物信息，包括但不限于名称、性别、年龄、品种、体型、性格等。

B2. 大部分救助中心都是民间组织，领养流程不规范，让领养者觉得不靠谱解决的办法就是简化流程(比如五个步骤：寻找心仪的宠物、咨询详情、预约时间、确认领养、接受回访)，让领养者大致了解每个阶段该做什么。

B3. 对于想要领养第一只宠物的年轻人来说，饲养前的准备工作是比较困难的。第一种策略是与品牌合作，为领养者提供简单的喂养工具包(如小袋食物牵引绳、食盆等)，帮助他们过渡到领养初期，同时扩大品牌知名度；第二种策略是为新手提供培训课程具体可以包括理论学习和实际操作两部分。对于非新手领养者来说，他们需要在完成课程后才能顺利领养宠物。

B4. 鼓励用户饲养宠物的热情，通过成长机制(如积分、成就、服务兑换等)引导用户成为合格的饲养员。

B5. 宠物领养后的疾病预防和健康至关重要。在这方面，一是可以与各大品牌合作，推出食护、保险等服务，保障宠物领养后的生活，二是不定期更新宠物知识(官方发布或与专业人士合作)，并基于大数据形成问答库，供后续用户查找类似问题。

B6. 考虑到用户对宠物日常管理的需求，建议在应用程序中设置相关功能(如：提醒用户重要日期、存储与宠物相处的美好时光等)。

B7. 将采用过程延长至采用后的较长时间，依托平台推出一些功能和服务以满足用户需求(参考 B4、B5、B6)。这样做的好处包括：加强有共同点的用户之间的交流，提高用户对平台的信任度和粘性，以及更有可能推荐他人采用等。

R1. 由于收容所远离城市，且多为私人经营，领养信息传播有限。因此，我们可以利用品牌流量与其开展商业合作，提高收容所的信息传播效率，树立良好的品牌形象。同样，我们也可以充分发挥领养人、志愿者、相关宠物组织的传播力量，帮助领养信息的传播。

R2. 一方面要保证领养过程的规范化和透明化，另一方面要加强领养理念的传播和深化，提高领养的成功率。这里的“领养成功率”还包括领养后宠物的留存率。同时，宠物的外观也是影响领养的重要因素(结论来自文献研究)。

R3. 避难所面临着设备、物资、宠物等信息管理。因此，建议通过应用程序综合设计这些内容，以减轻避难所的管理负担。

R4. 通过设置领养冷静期、身份转移等功能，确保宠物的所有权，防止二次无家可归。同时，为每个领养者留出考虑余地(例如，因实际情况无法继续上涨)。

通过对这些战略的讨论和研究，我们发现有几点值得注意。1. 有些策略可能会提高采用门槛，增加采用难度。在具体实施过程中，需要平衡两者之间的关系 2. 我们认为领养后是领养过程中确保宠物保留率的一个更为关键的阶段。

通过对宠物收容所的深入研究和洞察，我们还构思了其未来的发展方向和商业模式。短期计划是传播以领养为导向的理念，扩大收容所的影响力实施领养流程的数字化改造(基本功能优先)。长期计划是将收容所的服务延伸到宠物医院、宠物店等行业场景，增加合作的广度和深度，促进多方共赢在一定程度上缓解流浪宠物的社会问题。在采访过程中，一位收容所的负责人提到，由于收容所地处郊区，他曾想过将这里开发成团队建设活动基地或户外活动场所，推出一系列与宠物相关的服务。这个计划是一个长远的、高质量的构想，但还需要全社会的共同努力，才能一步步实现美好的愿景。

本研究探讨收容所场景中收养服务的数字化转型策略。通过定量和定性混合的研究方

法，我们得出以下结论：允许用户在采用之前获得更多的信息(风险、责任和需求)；2. 注意收养后的宠物保护和服务支持；3. 考虑住所的实际需要；4. 充分发挥其他宠物行业的优势，形成互利共赢的局面。实施这些战略仍然具有挑战性，因为它们与当地法律、政策和社会观念等复杂因素密切相关。此外，由于实际因素的影响，本项目还有很多不足之处。例如，参与问卷调查的用户群体的信息(年龄)存在偏差，案例的选择存在一定的地域限制。具体的设计内容(功能和服务)是我们未来深化的方向。