



AFFINITY MAP

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4 MAIN GROUPS

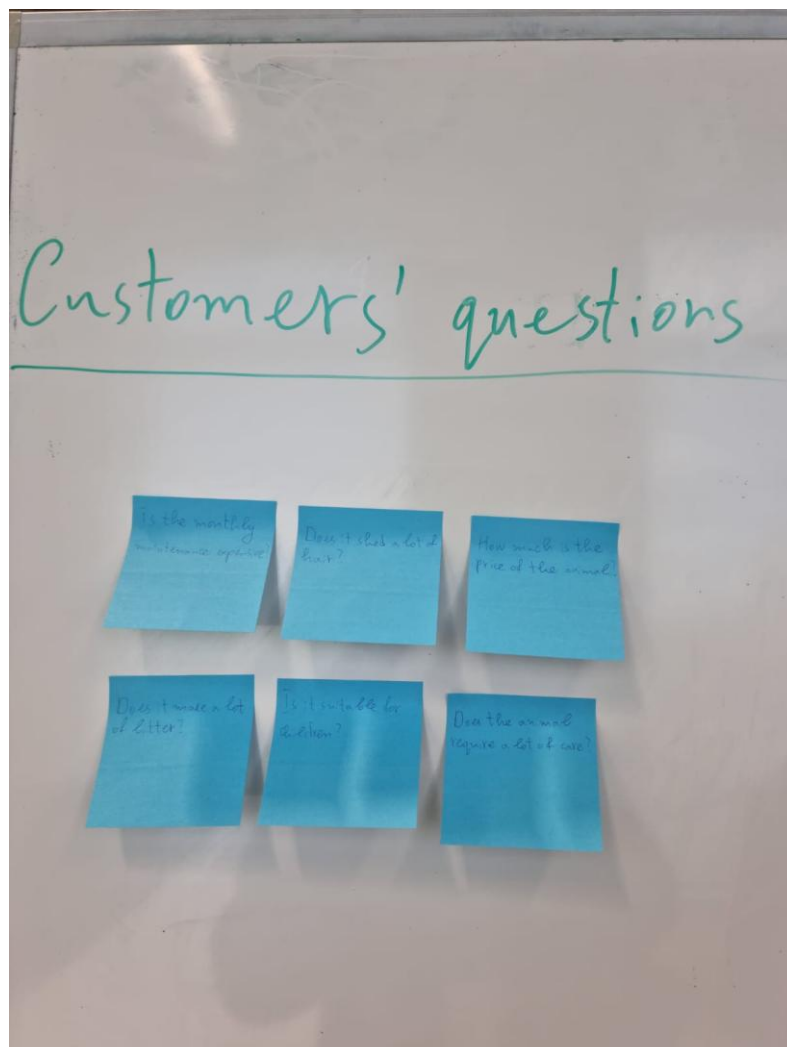
After the interviews, we applied the Affinity Map method in order to obtain a better picture of the insights that we got from the interviews. We identified 4 main groups of topics that are covered in both interviews. These are:

- Customers' questions that are mostly related to the experience that they may have with the animal,
- Reasons for buying a pet
- Things to consider before buying a pet
- Others

CONCLUSION

In the end, we can conclude that the idea of a pet recommendator is beneficial since *"it will predict the right type and breed of an animal for the person and thus will make the owners and the pet truly happy. On the other hand, it will reduce animals in the shelters, because many people when they get a pet, after a while, they realize that it is not suitable for their needs."* Therefore, we will prevent people from making a wrong choice and not spending money on the right animal.

Furthermore, people should get a breed that is suitable for their lifestyle so that they will be able to take the necessary care for the animal. Each breed is specific (for instance, some of them require more walking)



Reasons for buying a pet

People get a pet as a gift

Sometimes a boyfriend buys a pet for his girlfriend as a token of his love for her

People like the pet of their friend and they get one as a result

Almost any animal can be a pet so there is alot of animals to choose from.

Things to consider before buying a pet

Shedding and allergies are a very important aspect of choosing a animal

Like owning is another aspect of a pet that should be highlighted

Birds can live for a super long time and can be a big commitment

Some animals are more independent than others, animals are more independent are more independent are more independent

Do you have a phobia of birds?

Different dogs have require different amounts of attention

Does the noise of the animal will bother you?

Do you have time to walk the animal?

Do you want it in a cage or not?

Will you take care of the animal in a house or an apartment?

Other

A pet recommender
is useful for people
looking for pets

40% of the clients
have asked me what
type of pet is right for
them

Very often people
are not familiar with
the pet's needs