



ONLINE RESEARCH

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When our group picked the "Digital Substitution" case, we discovered firstly, that there might be a need for an online tutor with video lessons and an online pet recommendation. However, since there are already educational websites such as [Khan Academy](#) and [Ucha se](#), we decided that a pet recommendator might be a good solution.

Also, we discovered that some people don't treat their pets correctly or that they don't pay enough attention to their needs. By far, the most shocking fact is that according to the European Union about 100 million animals are in shelters in Europe (<https://www.esdaw-eu.eu/the-stray-dogs-in-europe.html>).

Furthermore, according to "[Four Paws](#)", the most common reason why people leave their pet in shelter is the time factor. In other words, soon after getting their pet, they realize that they don't have the physical chance to pay enough attention to the animal.

The second most common reason for leaving your pet is that people lack experience and knowledge about the needs of their pet.

The third reason is the fact that animal's health and age. Sometimes pets also get sick which can lead to additional veterinarian costs and people prefer not to deal with this.

This is why we did some further research to find out how people would perceive the idea of an online pet recommendation.

For this purpose, we made a survey thanks to which we found out that an idea for an online pet recommendation would be more than welcome to be developed because:

- People will get the necessary direction to choose the right animal for their lifestyle. Therefore, they will make an educated choice.
- They will know how to treat the animal in the best possible way.
- People will not spend money on the wrong pet.
- The number of animals in shelters will be reduced as a result of the above 3 benefits.

RESOURCES

<https://www.khanacademy.org/> – Khan Academy

<https://ucha.se/> - Ucha Se

<https://www.esdaw-eu.eu/the-stray-dogs-in-europe.html> - ESDAW - EU

<https://www.four-paws.org/our-stories/publications-guides/the-top-9-reasons-why-people-give-up-their-pets> - Four Paws