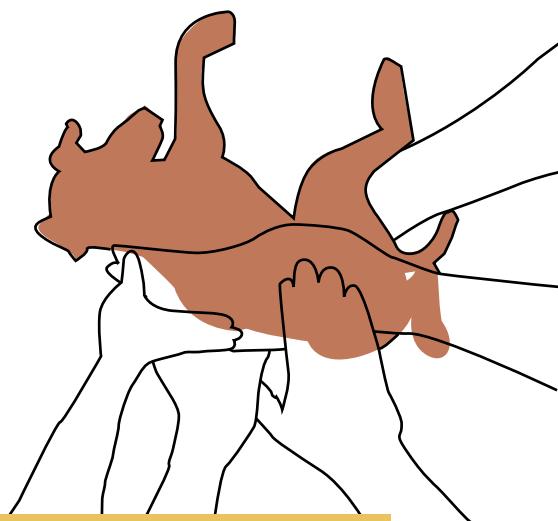


Team Earth
Project 2
WMDD



DUSTY PAWS

Rescue, Save, Love

Anmoldeep Kaur | Manpreet Kaur | Tejaswini Kalyan Kumar |
Jaskaranvir Deogan | Shubham Verma | Parminder Singh

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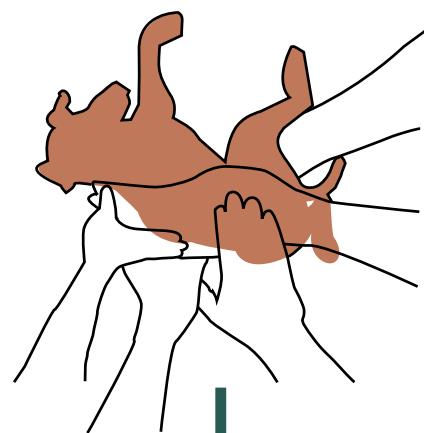
About Dusty Paws

 Project Overview

 Main Features

 Business Plan

 Competitors



Problem

There are more than 200 million stray dogs worldwide, according to the World Health Organization. The American Society for the Prevention of Cruelty to Animals estimates about 3.3 million dogs enter U.S. animal shelters every year.

Which country has the most stray animals?

India alone is home to an estimated 30 million street dogs and has the world's highest rate of human deaths from rabies.

We investigate the number of unsheltered stray animals loitering India's streets. There are around **6.2 crore** stray dogs and **91 lakh** street cats in India, with 77 per cent of the country's population saying they see a stray dog at least once a week, according to a new report.

Solution

We know that people want to help them, but they hesitate to just because either they are busy, or they don't want to be involved. Therefore, to tempt them we want to create a platform for people and NGO and local stores (part of a reward program) to connect with each other which in result benefit the animal.



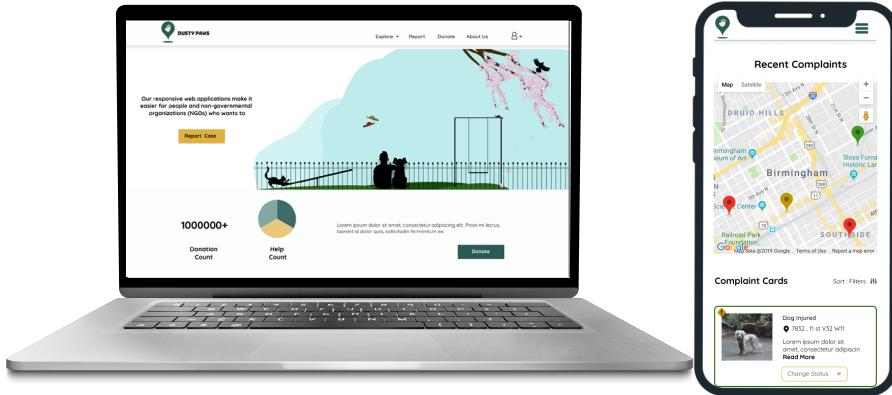
Dusty paws is an web application mainly focused on helpinge stray animals who got injured or are suffering from different environmental effects due to lack of care and hospitality



Our application can save them with your help.

Have a soft heart for littel ones?

Step ahead resuce them Your small donationa can make a huge difference.
A penny to end starving.



Report

User can just follow few simple steps to report case for help of Stray animals using the Map to provide accurate information about the location.



Rewards

By reporting with accurate information user can earn rewards and redeem them to buy event tickets or local store coupons.



Priority

User can set the priority for the reported case so that in case of emergency help to those animals can be provided at the first.



Donate

Users can find local Non Profit organizations that works for animal welfare to donate to. Dusty Paws acts as an interface to redirect user to specific NGO's donation portal.

Main Features

Business Plan

Opportunity

Lack of dedicated platform to connect local public to organization that works for animal welfare if they want to help stray animals. So, dusty paws creates an opportunity as a business to act as an interface among local people and NGO's to help stray animals for have better living environment.

Target Market

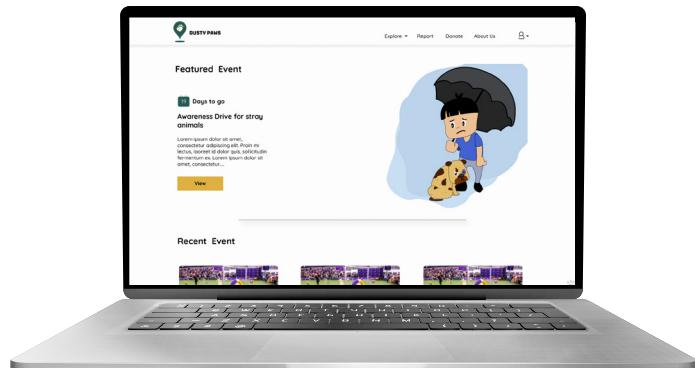
We specifically want to target the Indian market because the major problem lies in that country and since the market is huge therefore, we tend to expand rapidly in both helping and financial terms.

For Business plans:

1. Revenue is a percentage of every transaction
2. Freemium Model (Can report for assistance), (Want to earn Rewards) Join by Subscription
3. Recurring Subscription Payments.

Pricing model

- 1) 1% of every transaction done on our website.
- 2) Selling platform subscription to NGOs at a reasonable rate.

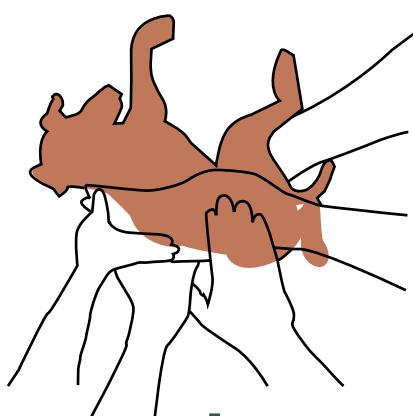


Competitors

	Priority Based Help	Earn Rewards	Stay Anonymous
BCSPCA SPEAKING FOR ANIMALS	✗	✗	✓
	✗	✗	✗
	✗	✗	✗
 DUSTY PAWS	✓	✓	✓

Project Timeline and Tech Stack

- 📍 Design Schedule
- 📍 Development Schedule
- 📍 Data Model
- 📍 System Architecture
- 📍 Technology Usage



Design Schedule

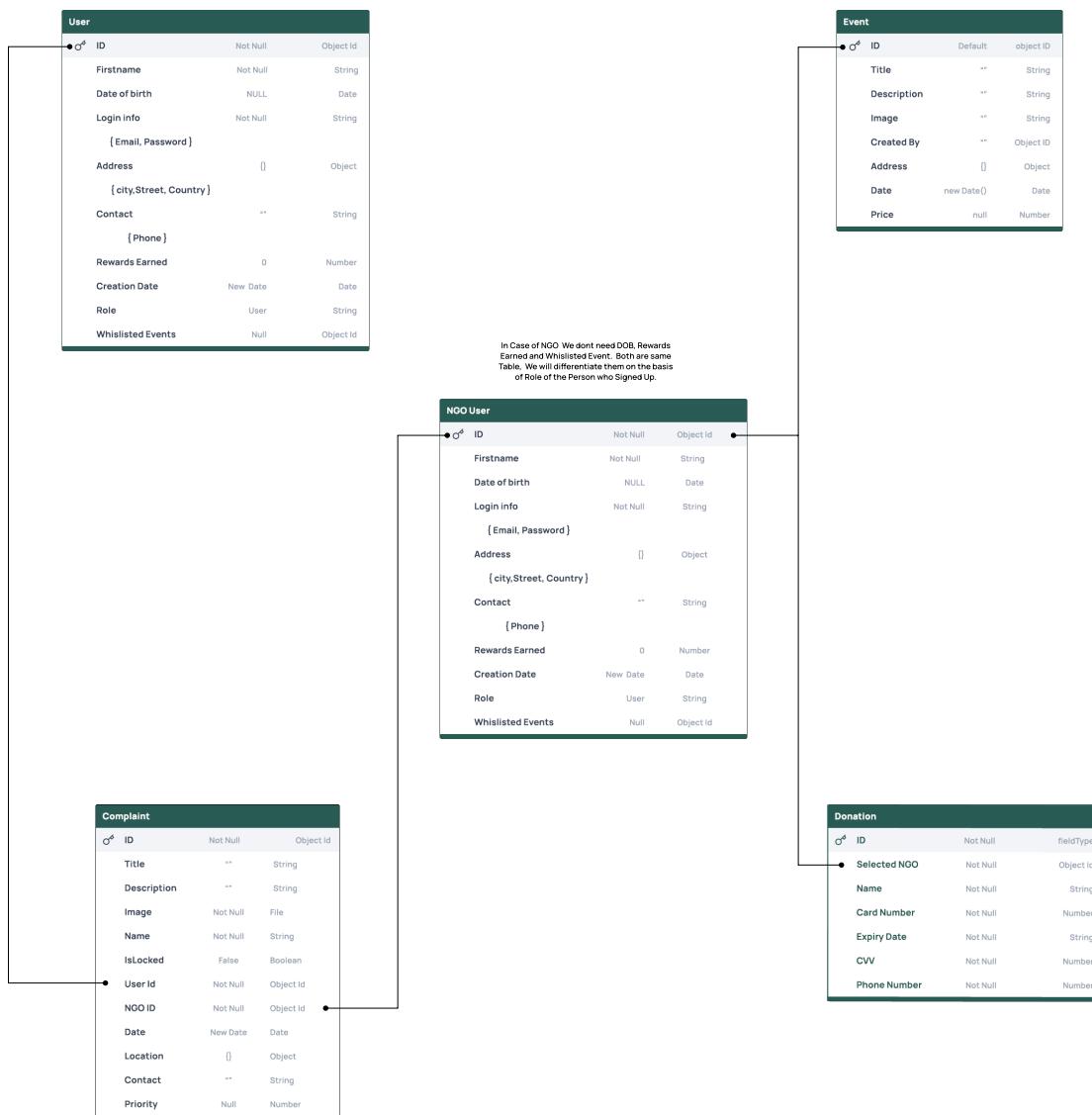
Week 1		Research on Project Idea and Concept
Week 2		User Surveys/User stories/Perposal Draft/ User Flow
Week 3		Wireframes (Low Fidelity Version 1)
Week 4		Wireframes Revision
Week 5		Brand Identity/ UI kit/ Icons
Week 6		Mockups
Week 7		Mockups (Revision) / Prototyping
Week 8		Proposal Draft
Week 9		Social Media Assets
Week 10		Proposal Design
Week 11		Presentation Script and Slide Deck
Week 12/ 13		FINAL DESIGN and App images

Development Schedule

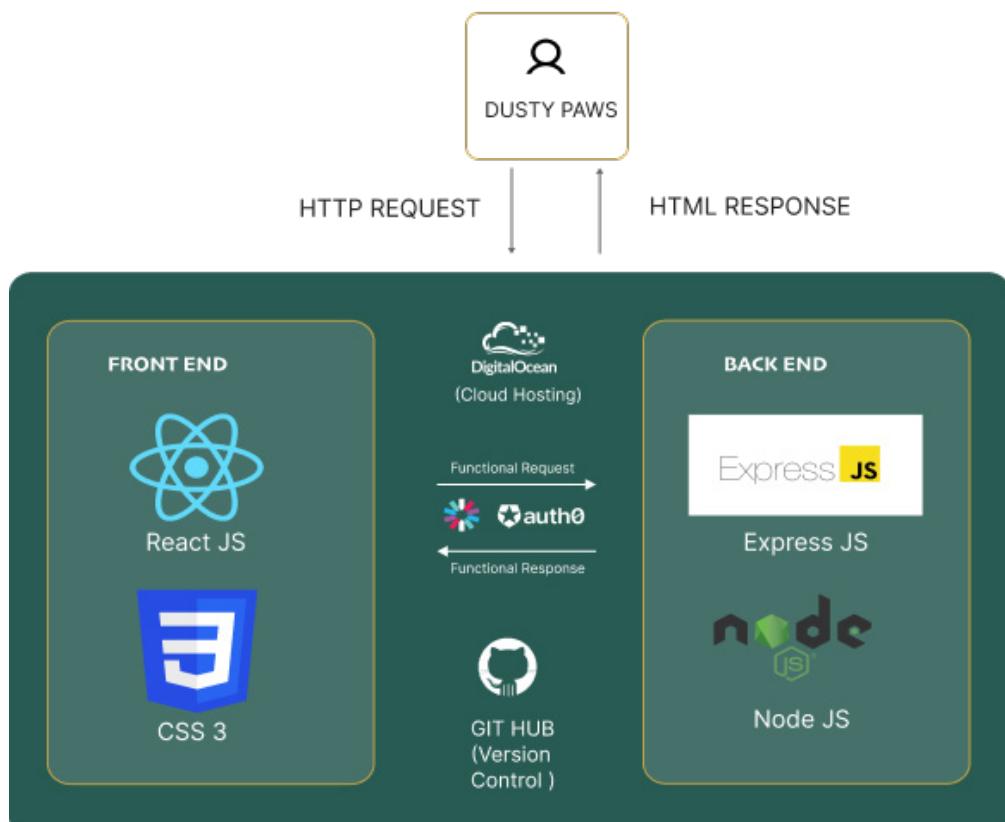
Week 1	Research on Project Idea and Concept
Week 2	Project Tech Plan / System Architecture
Week 3	Data Model / Git Hub Repo
Week 4	Git Repo Current activities (Screen Recording)
Week 5	URL Request/ Back-End Configuration
Week 6	Development (Front Interface) continues / Issue Tracking
Week 7	Development Front-End continues / Back-End integration
Week 8	Alpha Bug Bash Report
Week 9	User Acceptance Test
Week 10	Beta Bug Bash Report
Week 11	Issue Tracker (RAID) Report / Mock Presentation
Week 12/ 13	PRESENTATION

Data Model

Dusty Paws is using Mongo Db with our own implemented API's. Here is structure of our database schema using user , event , ngo user, complaint, donation as main tables. Where, primary key is used to make data easily managable and keep track of duplicacy.



System Architecture



Technology Usage

Design



Development

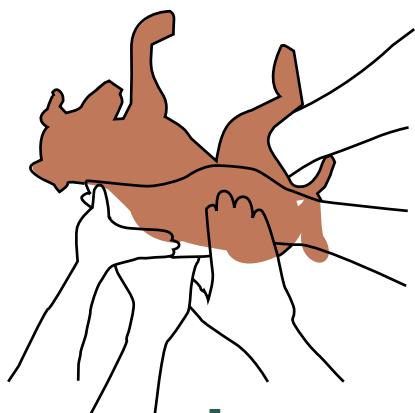


Communication and Task Management

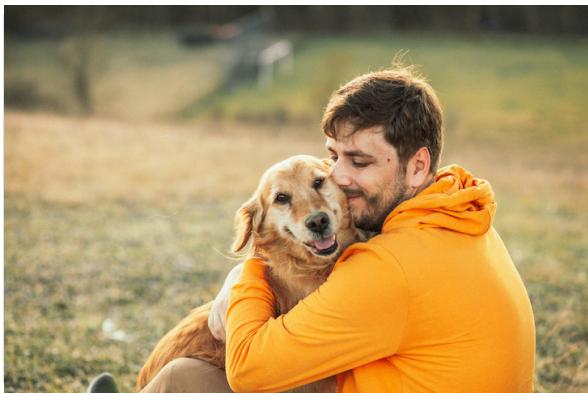


Design Process

-  User Persona
-  User Flow Diagram
-  Wireframes
-  Brand
-  User Interface Kit
-  Mock Ups



User Persona



Zabih Khan

Bio

- Age: 37
- Status: Single
- Location: India
- Education: Computer Engineer
- Occupation: Animal Activist

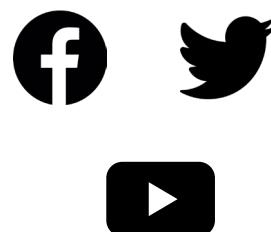
Interests

- Reading Book
- Animal Lover
- New technologies
- Shopping
- Using social media

Goals

- Help animals to have better living environment
- Raise donations and awareness for animal care
- Motivate people to help animals.

Frequently Used Platforms



Frustrations

- Lack of dedicated link among animals welfare firms and locals
- Difficulty to Prioritize and manage requests over phone calls.
- No platform to motivate people to donate and help stray animals.

User Persona



Bio

- Age: 22
- Status: Single
- Location: India
- Education: Business Management
- Student

Interests

- Shopping
- Using social media
- Pet Lover

Goals

- Help animals to have better living environment
- Having an easier way to help animals and join events.
- Easy to use platform to report cases for animal help.

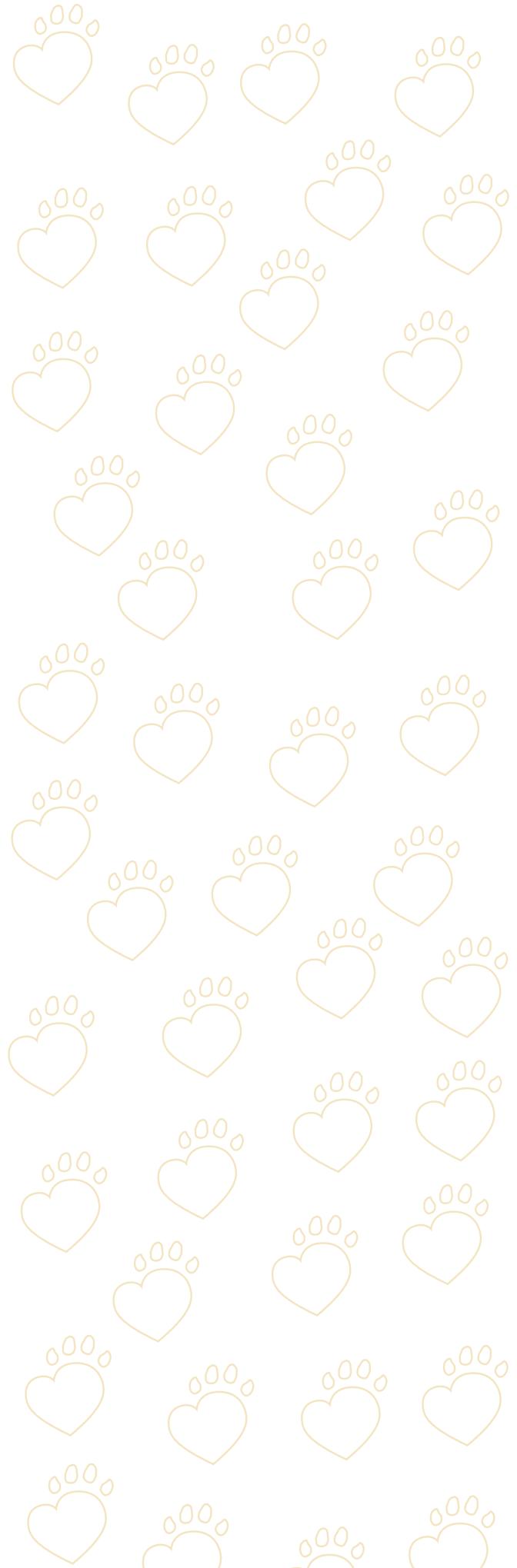
Frequently Used Platforms



Frustrations

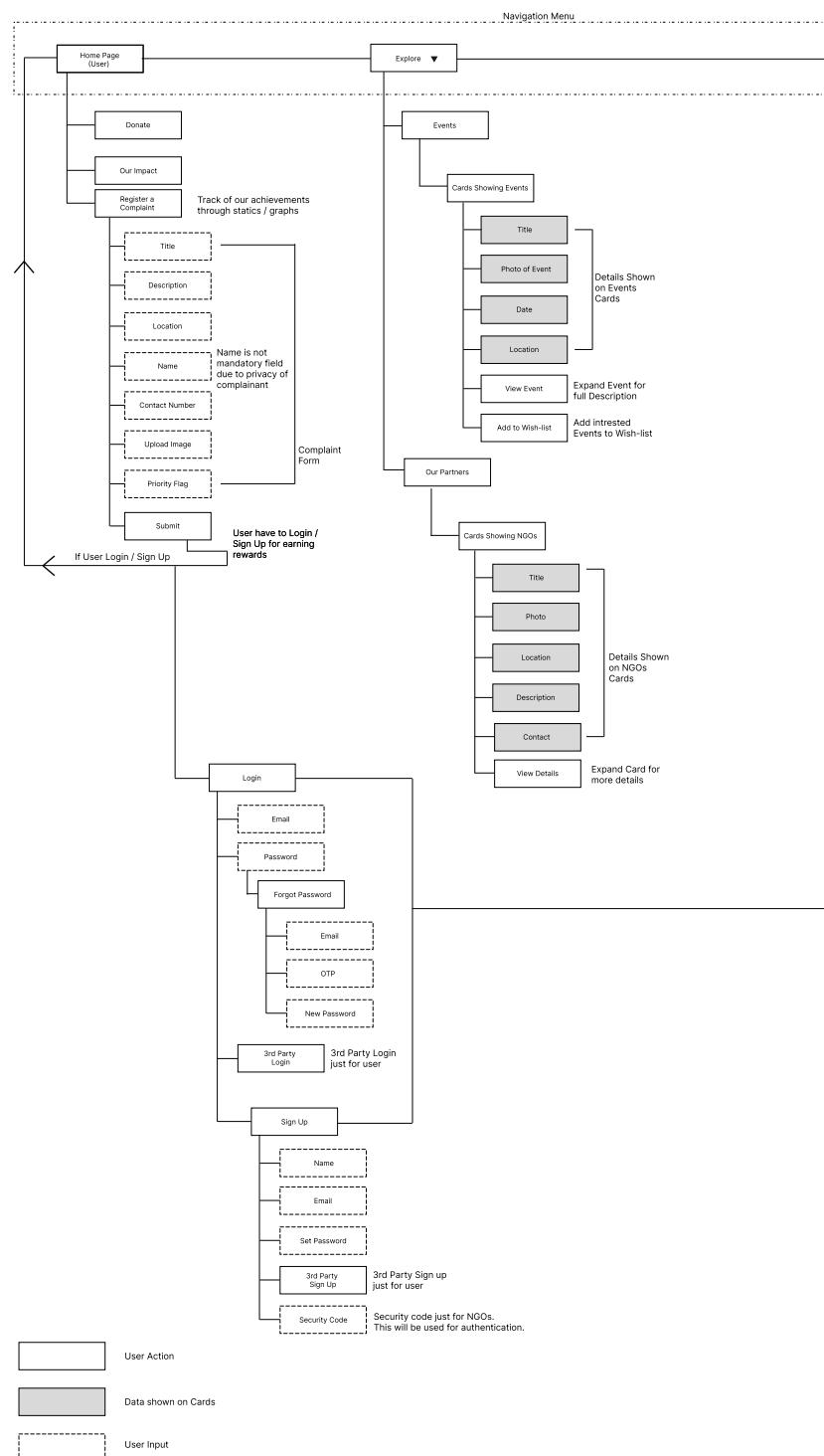
- Having problem with finding accurate contact to help animals.
- Waste too much time to reach and find nearby acting bodies for animal welfare.

User Flow and Wireframes

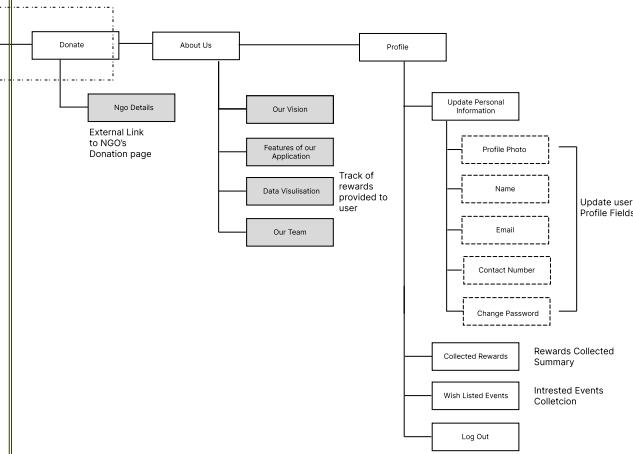


User Flow

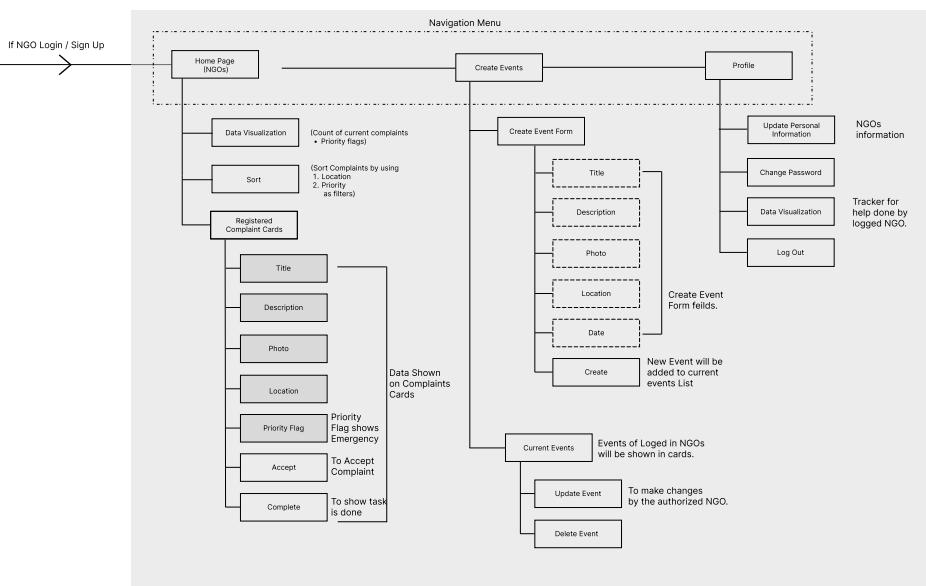
User Interface



DUSTY PAWS



NGOs Interface



Wireframes

DUSTY PAWS

Explore ▾ Report Donate About Us ⌂

Report Case

Donation Count **Reports Count**

Donate

Our Features

Report Case

Title *

Description *

Upload Image *

Name Set Anonymous

Location * Use Map 

Contact Number *

Priority Flag * 

Submit

Want to collect rewards ?
[LOG IN / SIGN UP](#)

Join Our Newsletter

Enter your Email

@ Dusty Paws

Report Case

Donation Count **Help Count**

Donate

Our Features

Report Case

Title

Description

Upload Image

Name Set Anonymous

Location Use Map 

Contact Number

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Submit

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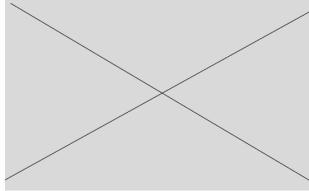
Enter your Email

@ Dusty Paws

DUSTY PAWS

Explore ▾ Report Donate About Us

Featured Event



 Days to go

Awareness Drive for stray animals

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mi lectus, llorem id dolor quis, sollicitudin fermentum ex. Lorem ipsum dolor sit amet, consectetur...

[View](#)

Recent Event



India Animal Health Summit & Awards 2022 

The Summit provides a platform for discussing the broad national scenario in the animal health sector...



India Animal Health Summit & Awards 2022 

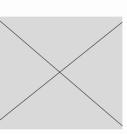
The Summit provides a platform for discussing the broad national scenario in the animal health sector...



India Animal Health Summit & Awards 2022 

The Summit provides a platform for discussing the broad national scenario in the animal health sector...

Featured Event



 Days to go

Event Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mi lectus, llorem id dolor quis, sollicitudin fermentum ex. Lorem ipsum dolor sit amet, consectetur...

[View](#)

Recent Events



India Animal Health Summit & Awards 2022 

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[Event Details](#)

DUSTY PAWS

Explore ▾ Report Donate About Us

Featured Event



 Days to go

Awareness Drive for stray animals

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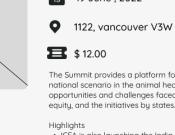
[View](#)

Recent Event



India Animal Health Summit & Awards 2022 

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India Animal Health Summit & Awards 2022 

The Summit provides a platform for discussing the broad national scenario in the animal health sector...



India Animal Health Summit & Awards 2022 

The Summit provides a platform for discussing the broad national scenario in the animal health sector...

Featured Event



 Days to go

India Animal Health Summit & Awards

 19 June , 2022
 1122, vancouver V3W 122
 \$ 12.00

The Summit provides a platform for discussing the broad national scenario in the animal health sector, the scope and opportunities and challenges faced, the issues of access and equity, and the initiatives by states.

Highlights:

- DPA is also launching the India Animal Health Forum
- Releasing Animal Health Yearbook 2022
- Presenting the Animal Health Leadership Awards 2022

[Add to Wishlist](#) [Book Event](#)

India Animal Health Summit & Awards 2022 

The Summit provides a platform for discussing the broad national scenario in the animal health sector...

[Event Details](#)

Make a Difference by Donating Today

Lore ipsum dolor sit amet, consectetur adipiscing elit. Pron mi lectus, looreet id dolor.....



People For Animal

We are dedicated to help stray animals across India. We are providing our service across 20 states...

Donate



Sanjay Gandhi Animal Care

We save stray animals and also help people to adopt them

Donate



People For Animal

We are dedicated to help stray animals across India. We are providing our service across 20 states...

Donate



Sanjay Gandhi Animal Care

We save stray animals and also help people to adopt them

Donate

Load More

**Make a Difference by
Donating Today**

Lore ipsum dolor sit amet, consectetur adipiscing elit. Pron mi lectus, looreet id dolor.....



Sanjay Gandhi Animal Care

We save stray animals and also help people to adopt them

Donate



Sanjay Gandhi Animal Care

We save stray animals and also help people to adopt them

Donate



Sanjay Gandhi Animal Care

We save stray animals and also help people to adopt them

Donate

Load More

@ Dusty Paws

Test Username



About

Contact Information

Username : testusername123454
Phone Number : +91 667787776
Email : owner@gmail.com
Address : 1222 122 street, Vancouver BC

Basic Information

Date of Birth : 11 May 1998
Gender : Male

Security and Privacy

Update Password : New Password

Update

Rewards Tracker



Current Rewards Count : 100 pts

Report Case

Wishlisted Events

Event Name 

Event Name 

Event Name 

View Events

Reported Cases

Event Name 

Event Name 

Event Name 

View All

Rewards Tracker



Current Rewards Count : 100 pts

Report Case

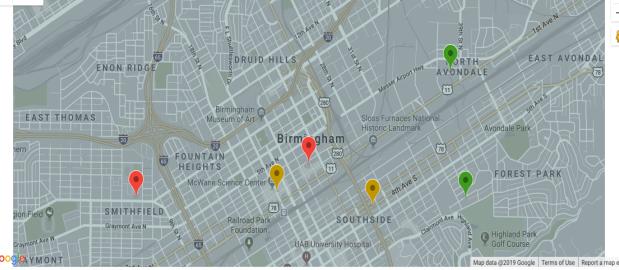
Wishlisted Events

DUSTY PAWS

Create Event

Recent Complaints

Map Satellite



Birmingham, Alabama map showing various neighborhoods like East Thomas, Enon Ridge, Druid Hills, Fountain Heights, Smithfield, Southside, and Forest Park. Several green and red location markers are scattered across the city, indicating recent complaints.

Map data ©2019 Google | Terms of Use | Report a map error

Complaints Cards

Sort : Filters ⓘ

 Dog Injured

📍 7832, 11 st V32 W11

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent mi lectus, luctet id dolor quis, sollicitudin fermentum ex. ... id dolor quis, sollicitudin fermentum ex. ...

[Read More](#) [Change Status](#)

 Dog Injured

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[Read More](#) [Change Status](#)

Recent Complaints

Sort : Filters ⓘ

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[Read More](#) [Change Status](#)

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[Read More](#) [Change Status](#)

DUSTY PAWS

Create Event

Create Event

Title *

Description *

Upload Image *

Event Date

Location * [Use Map](#)

Time

Ticket Price

[Submit](#)

Events



India Animal Health Summit and Awards 2022

The Summit provides a platform for discussing the broad national scenario in the animal health sector scenario in the animal health sector..

[Edit](#) [Delete](#)



India Animal Health Summit and Awards 2022

The Summit provides a platform for discussing the broad national scenario in the animal health sector scenario in the animal health sector..

[Edit](#) [Delete](#)



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[Edit](#) [Delete](#)

DUSTY PAWS

Recent Complaints

Map Satellite



Recent Complaints

Sort : Filters ⓘ

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[Read More](#) [Change Status](#)

DUSTY PAWS

Create Event

Title

Description

Upload Image

Event Date

Location [Use Map](#)

Time

Ticket Price

[Submit](#)

Events

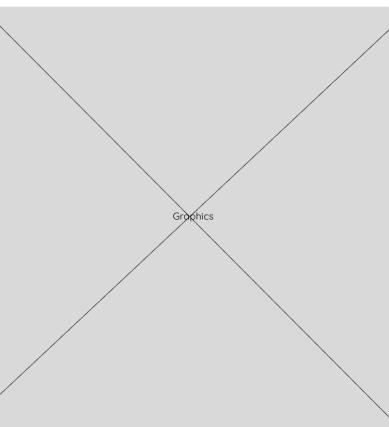


India Animal Health Summit and Awards 2022

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[Edit](#) [Delete](#)



 Graphics

Welcome to Dusty Paws

LOG IN

Email

Password

[Forgot Password?](#)

LOG IN

New to Dusty Paws? [Sign Up](#)

Welcome to Dusty Paws

LOG IN

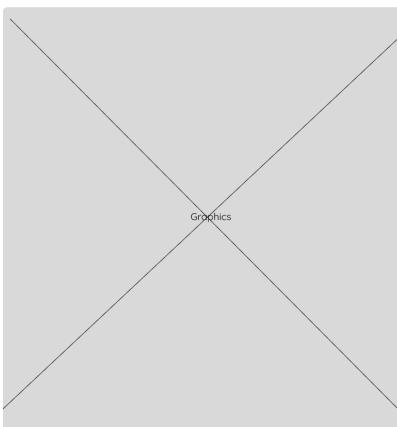
Email

Password

[Forgot Password?](#)

LOG IN

New to Dusty Paws? [Sign Up Here](#)

 Graphics

Welcome to Dusty Paws

SIGN UP

Username

Email

Password

SIGN UP

[Are you NGO User? Sign Up Here](#)

[Already a User? Log In](#)

Welcome to Dusty Paws

SIGN UP

Username

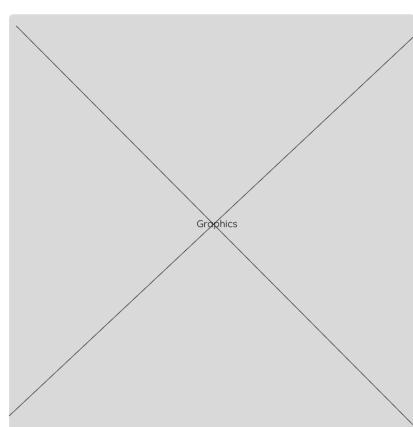
Email

Password

SIGN UP

[Are you NGO User? Sign Up Here](#)

[Already a User? Log In](#)

 Graphics

Welcome to Dusty Paws

SIGN UP

Username

Email

Password

Security Key

SIGN UP

[Are you New User? Sign Up Here](#)

[Already a User? Log In](#)

Welcome to Dusty Paws

SIGN UP

Username

Email

Password

Security Key

SIGN UP

[Are you New User? Sign Up Here](#)

[Already a User? Log In](#)

Brand Identity And UI Kit



Brand

As the name of our website application is "Dusty Paws" and the most identifiable element of our brand's name is PAW(s), we came up with a Paw symbol formed with a heart shape that signifies love for animals

and is embedded in a location pin like illustration to support our idea of rescuing animals at any location for our Brand Identity (Logo).



Primary Logo



Vertical Logo



Logo



Favicon



Black and White Version



Grid Layout

Do's and Don'ts



Do's

- Use a logo with black text against a light background.
- Use only logo if need to add on small space



Don'ts

- Used on the image as background.
- Stretched to change the height.

User Interface Kit

Color



Primary Color : Safety , Growth, Harmony, Freshness



Secondary Color : Creativity and Diversity



Shades of Greyscale

Dark Used as Text Colors

Light Used as Background Colors



Shades of Red

Used for Flag (Report/Priority) as well as Alert messages

Typography

Quicksand Regular

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
1234567890 ! @ # \$ % ^ & * ()

Quicksand Medium

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
1234567890 ! @ # \$ % ^ & * ()

Quicksand Bold

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
1234567890 ! @ # \$ % ^ & * ()

Quicksand is having a nice X-height that enhances its overall readability along with fine round stroked characters that make it more friendly and approachable for peoples of all age groups.

Buttons



Primary Button



Secondary Buttons

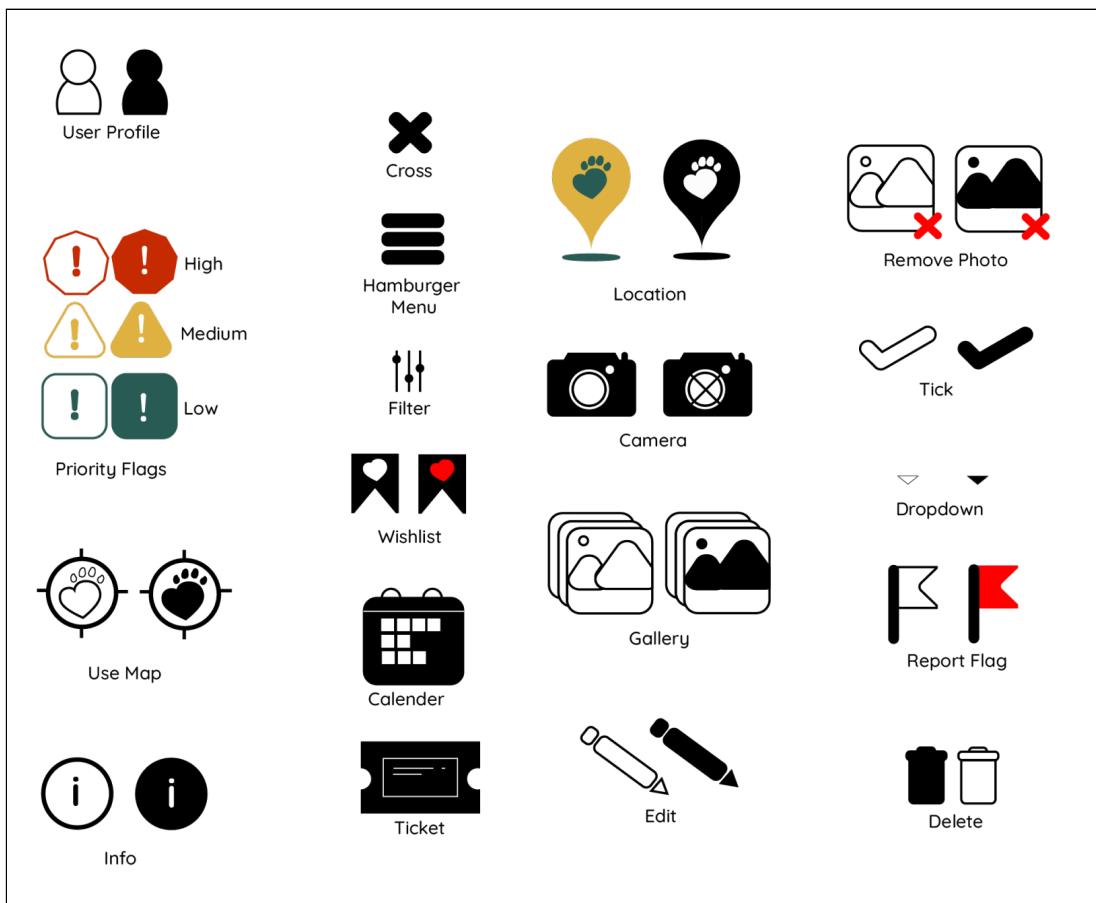


Disabled Buttons

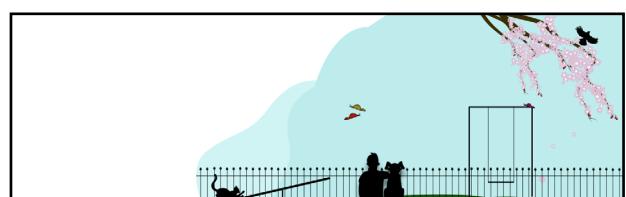
Icons

Using the idea of our selected font and brand identity we came up with icons having fine round curves to make our overall design more reliable and creative. We are

using mostly stroked icons in our design to make it look uniform. However, few filled icons are used to enhance the overall hierarchy of design.



Illustrations



Mock Ups

DUSTY PAWS

Our responsive web applications make it easier for people and non-governmental organizations (NGOs) who wants to

Report Case

1000000+
Donation Count

1000000+
Help Count

Report Case

Explore Report Donate About Us

Our Features

- Earn Rewards and get recognized on basis of information provided by the user.
- Register Complaints according to there Priority of assistance required
- Earn Rewards and get recognized on basis of information provided by the user.

WHY US ?

Report Case

Title *

Description *

Upload Image *

Name Set Anonymous

Location * Use Map

Contact Number *

Priority Flag *

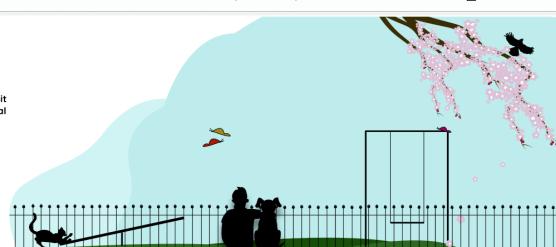
Submit

Want to collect rewards ?
[LOG IN / SIGN UP](#)

Join Our Newsletter

Enter your Email

@ Dusty Paws



Our responsive web applications make it easier for people and non-governmental organizations (NGOs) who wants to

Report Case

1000000+
Donation Count

1000000+
Help Count

Report Case

Our Features

- Register Complaints according to there Priority of assistance required
- Earn Rewards and get recognized on basis of information provided by the user.
- Earn Rewards and get recognized on basis of information provided by the user.

Report Case

Title

Description

Upload Image

Name Set Anonymous

Location Use Map

Contact Number

Priority Flag

Submit

Want to collect rewards ?
[LOG IN / SIGN UP](#)

Join Our Newsletter

Enter your Email

@ Dusty Paws



Featured Event

19 Days to go

Awareness Drive for stray animals

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent mi lectus, laoreet id dolor quis, sollicitudin fermentum ex. Lorem ipsum dolor sit amet, consectetur....

View



Featured Event



12 Days to go

Event Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent mi lectus, laoreet id dolor quis, sollicitudin fermentum ex. Lorem ipsum dolor sit amet, consectetur....

View

Recent Event



India Animal Health Summit and Awards 2022

The Summit provides a platform for discussing the broad national scenario in the animal health sector...

Event Details



India Animal Health Summit and Awards 2022

The Summit provides a platform for discussing the broad national scenario in the animal health sector...

Event Details



India Animal Health Summit and Awards 2022

The Summit provides a platform for discussing the broad national scenario in the animal health sector...

Event Details



Recent Events



India Animal Health Summit and Awards 2022

The Summit provides a platform for discussing the broad national scenario in the animal health sector...

Event Details



India Animal Health Summit and Awards 2022

The Summit provides a platform for discussing the broad national scenario in the animal health sector...

Event Details

Upcoming Week





DUSTY PAWS

Test Username



Rewards Tracker

Current Rewards Count : 100 pts

Report Case

Wishlisted Events

Event Name

Event Name

Event Name

Event Name

View Events

Reported Cases

Event Name

Event Name

Event Name

Event Name

View All

Basic Information
Date of Birth : 11 May 1998
Gender : Male

Security and Privacy
Update Password : New Password

Update

@ Dusty Paws

Test Username



About

Contact Information
Username : testusername123456
Phone Number : +91 7778778778
Email : owner@gmail.com
Address : 123 123 street, Vancouver BC

Basic Information
Date of Birth : 11 May 1998
Gender : Male

Security and Privacy
Update Password : New Password

Update

Rewards Tracker

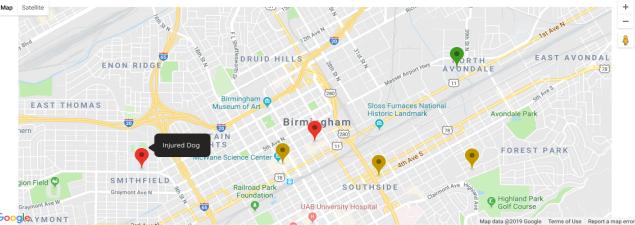
Current Rewards Count : 100 pts

DUSTY PAWS

Create Event 

Recent Complaints

Map Satellite



Recent Complaints

Complaints Cards

- Dog Injured**  Located at 7832, 11 st V32 wtt
Read More
- Dog Injured**  Located at 7832, 11 st V32 wtt
Read More
- Dog Injured**  Located at 7832, 11 st V32 wtt
Read More

Sort : Filters 

Location 

Priority Flags  Emergency  Emergency  Emergency

Status  Active  Accepted  Flagged  Completed 

DUSTY PAWS

Recent Complaints



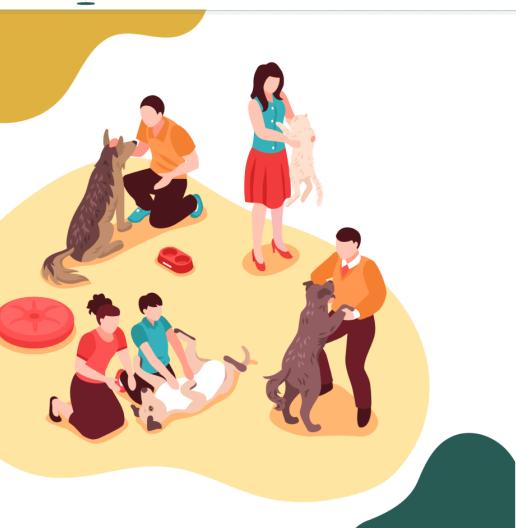
Recent Complaints

Complaint Cards Sort : Filters 

- Dog Injured**  Located at 7832, 11 st V32 wtt
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mi
lectus, luctus id dolor quis, sollicitudin fermentum ex. ...
Read More 
- Dog Injured**  Located at 7832, 11 st V32 wtt
Lorem ipsum dolor sit amet, consectetur adipiscing
Read More 
- Dog Injured**  Located at 7832, 11 st V32 wtt
Lorem ipsum dolor sit amet, consectetur adipiscing
Read More 

DUSTY PAWS

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Email

Password  Forget Password?

LOG IN

New to Dusty Paws? [Sign Up](#)

Welcome to Dusty Paws

LOG IN

Email

Password  Invalid Password

[Forgot Password?](#)

LOG IN

New to Dusty Paws? [Sign Up Here](#)

Welcome to Dusty Paws

SIGN UP

Username

Email

Password 

Security Key

SIGN UP

Are you New User? [Sign Up Here](#)

Already a User? [Log In](#)

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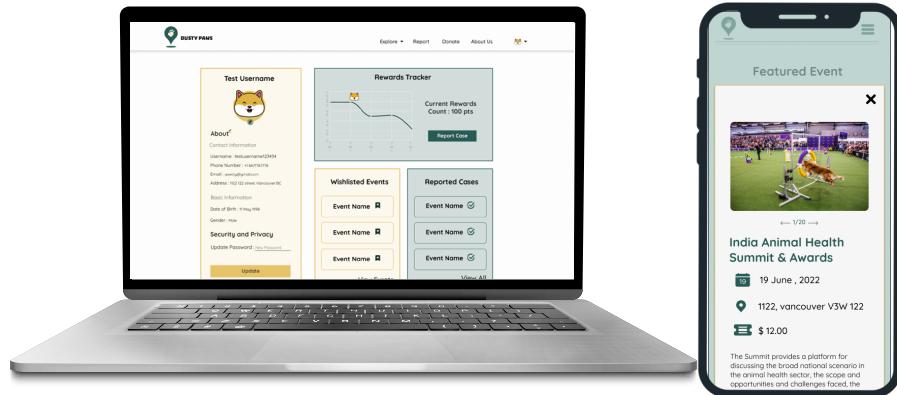
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References

