



NOVA SCHOOL OF
SCIENCE & TECHNOLOGY

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TOGO

Stage 1: Project Proposal



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Problem Context

During the COVID-19 pandemic, there was a surge in pet adoptions as people found themselves with increased time at home, often in solitude, and recognized both the opportunity and companionship that a pet could provide. However, as individuals gradually resumed their regular routines, some now face challenges in providing proper care for their pets, either due to changed circumstances or a lack of support. This situation places them in a difficult position where, unless they can secure new homes for their pets, there is a risk of leaving them increasingly isolated or, in severe cases, abandoned.

The main problem that comes from this is that there is a very high number of pets up for adoption and only a small amount is getting adopted. On top of this, anyone who wishes to adopt is presented with a huge number of options available in different locations, making it feel overwhelming to find a pet that suits them and their lifestyle. The same also happens in adoption websites.

Even after the adoption process, owning a pet entails numerous challenges and demands various commitments, which can initially feel overwhelming. Additionally, the unpredictability of life, as exemplified by the COVID-19 pandemic, underscores the importance of ensuring that pet owners receive the necessary support to provide the best possible conditions for their beloved companions.

All that was mentioned above already seems challenging enough by itself, but it only applies to dogs and cats, all other types of pets feel completely neglected in those aspects. Many of them live for long periods of time and require specific care, yet they have nowhere near as much support and assistance as the two most common ones.

Target Users

Our target users will be anyone who:

- Is looking to adopt a new companion.
- Has the need to look for a new home for either their own pet or a lost one.
- Already owns a pet and requires assistance.

Project Goal

Our goal is to build a platform where we can make the adoption process a lot simpler and make finding your perfect companion feel a lot more personal. We don't want users to feel overwhelmed by the number of options so we want to create a way in which to aid them in making their decision, to achieve that we will be taking a more dynamic and personalized approach in which we aim to match the user with potential pets without relying exclusively on filters and simply listing all options.

To also aid in this process, we will be profiling each user, who chooses to answer a simple quiz, which based on their answers they will be suggested pets more appropriate to them.

We want users to have full support on our website so we will be implementing both a Pet Sitting section, with a verification and rating systems, and a Help Forum, a messaging system will also be implemented to support both functionalities.

Competition

From our research we were able to find three websites who offer similar functionalities to ours at a national level:

- “*Adopta-me*”, this seemed to be the most popular adoption platform, but seems to be lacking in terms of interface, the way the information is displayed is not very appealing and seems to be lacking making it harder for the user to make their decision.
- “Petify”, at first glance this seems like a more appealing website but once we start navigating it, we notice that there is an excess of information, and it ends up being more of a distraction than helpful to the user.

Both these options have a major flaw in our opinion, since there is a high number of pets posted for adoption every day and they are listed based on publish date, the user is required to scroll through several listings until they reach the older ones, making it much less likely those will be adopted.

They are also mostly focused on dogs and cats, while we want to also include any other types of pets.

- “Trustedhousesitters”, one of the issues we found in this application is that it’s difficult to distinguish between the various services, and it’s not exclusively focused on pets.

None of these options include neither a Help Forum nor a personalized profiler.