**Pet Care & Adoption Management App**

**Problem Statement**

Animal shelters and pet adoption centres often face challenges such as:

* Lack of centralized pet and adopter data.
* Manual tracking of adoption requests and pet health records.
* Difficulty in monitoring vaccinations and medical history.
* Limited visibility into adoption rates and available pets.
* No automated communication with potential adopters.

This leads to missed adoption opportunities, poor pet health tracking, and inefficient shelter management.

Therefore, a **Salesforce CRM solution** is needed to digitize pet records, streamline the adoption process, and provide actionable insights to shelters and adopters.

**Objectives**

1. To centralize pet and adopter data in Salesforce.
2. To automate adoption request capture and status tracking.
3. To maintain vaccination and medical history of pets.
4. To provide real-time dashboards on available pets, adoption rates, and health tracking.
5. To improve adopter engagement through automated reminders and notifications.

**Use Cases**

1. **Pet Management**: Register pets with details like type, breed, age, health status, and vaccination schedule.
2. **Adopter Management**: Maintain adopter records with contact details and adoption history.
3. **Adoption Process**: Track adoption stages (Available → Reserved → Adopted) and update automatically.
4. **Health Tracking**: Record vaccinations, medical visits, and overdue health checks.
5. **Reporting & Dashboards**: Number of pets available by type, adoption success rate, vaccination status reports.

**Stakeholder Analysis**

* **Animal Shelter Staff**: Need centralized pet records, adoption tracking, and health updates.
* **Adopters**: Want clear adoption process, reminders, and easy updates about pet status.
* **Veterinarians**: Need access to vaccination and medical records for timely check-ups.
* **Admins/Managers**: Require dashboards to monitor adoption rates, shelter performance, and pet welfare.

**Business Process Mapping (Before Salesforce)**

* Pet details recorded manually → No central system.
* Adoption requests tracked on paper or spreadsheets → Delays in processing.
* Vaccination/health history often misplaced → Pets miss critical medical checks.
* Reports prepared manually → Time-consuming and error-prone.

**Industry-Specific Use Case Analysis (Pet Care & Adoption)**

* Similar to **healthcare CRM**: tracking vaccination schedules like patient medical records.
* Similar to **real estate CRM**: pets matched with adopters like properties matched with buyers.
* Similar to **education CRM**: adopters’ history tracked like student admissions.