

# SPOT.COM

## REUNITING HUMANS WITH THEIR BEST FRIENDS



# Team 2

## CSS 370

### Project Report

- Parker Amundsen ([parkera13@gmail.com](mailto:parkera13@gmail.com))
- Chris Janousek ([janouc@uw.edu](mailto:janouc@uw.edu))
- John Neigel ([jneigel@uw.edu](mailto:jneigel@uw.edu))
- Aidar Kurmanbek-Uulu ([kurmanbek.aidar@gmail.com](mailto:kurmanbek.aidar@gmail.com))

## Table of Content

Executive Summary	4
The Problem:	5
Current Solutions:	5
Spot!:	6
Why this is a good solution:	6
Our Sponsors (How we got to this solution):	7
Our Target Market:	8
Canvassing the Market:	9
How We Will Gain Customers?:	9
How We Will Measure Success?:	10
What Are The Costs?	11
Cost	11
Revenue	12
How will we get to the MVP?:	12
What are Some of the Risks?	13
Architecture:	13
Our Target Users:	16
Spot Scenarios:	19
Story Telling:	20
Wire framing the Customer Experience:	22
Mapping Spot.com	26
Activities on Spot.com	27
System in Context:	28
The Domain of Spot:	29
Financial Justification:	30
Diagramming Use Cases:	31

Use Cases Expanded:	32
UC:1 Registering A Pet with Spot.com	32
UC:2 Reporting a Lost Pet	32
UC:3 Reporting a Pet Sighting	33
Users Stated Requirements:	34
A Robust Look at Reporting:	41
System Sequence of Reporting:	42

## Executive Summary

Americans own a large number of animals as pets, and they frequently get lost. Animals such as dogs have become an important part of the family. Reuniting lost animals with their owners is the problem Spot is looking to solve. Current solutions are expensive, require a collar to remain on the animal, or require special equipment to contact the owner (microchips). Spot is a web application that allows animal owners to create a profile for their animals. If an animal is lost, the owner can report their pet as missing. This will allow any passersby to take a photo or description of the lost animal. Using photo recognition software and location information, the lost animal can be matched with an animal sighting. This would allow the finder to come in contact with the owner.

The idea for Spot came from attempting to solve the problem of lost animals. Image recognition became the engine for this solution after receiving feedback from stakeholders. These stakeholders included animal owners and technology experts. Spot can become a business by utilizing revenue streams that include add revenue, premium service revenues, and having a fee to use our reward service that is optional to the users. The reward service allows pet owners to reward their lost animals finders. Spot is a web application that will use the industry standard MVC (Model View Controller) design pattern. After developing the MVC and because Spot needs users for the service to be effective we will target specific urban areas to gain attention.

### The Problem:

Many American families own pets, the likelihood of an animal escaping the owner and running away at some point in the animals life is high. These runaway animals can be very difficult to connect back with the owner. For many of these animals have become one with the family, reconnecting them needs to be a top priority.

### Current Solutions:

There are existing proposed solutions for the problem discussed above. Currently there are different types of collars that help to identify the owner. In recent years GPS collars have been developed to be able to track the lost animal. Lastly, many dogs are microchipped, this allows animal shelters to identify the owner. These solutions all have their drawbacks. If a collar falls off the animal it has no value. Additionally, the information on collars need to be updated if the owner moves or changes their contact information. Moreover, while GPS collars are effective if the collar remains on the animal, they are expensive. Microchipping is only useful if the lost pet ends up in a shelter that has a microchip scanner, this is not something that your average bystander has access to. Lastly, microchipping and traditional collars require a bystander to capture the animal to be able to read either the collar or the microchip. Capturing a runaway dog can often be very difficult and many pedestrians will not go out of their way to do so.

### Spot!:

Spot is proposing something different. Anyone should easily be able to find the owner of a lost animal. Spot is an online application that uses image recognition to match a photo with a lost animal in our database. All the owner has to do is create a profile of their animal and report their animal as lost. Bystanders who see a lost animal can snap a photo from a distance and identify the owner. If taking a photo is not an option, a search can be made with a description of the animals filtering and displaying any possible matches. We came to this solution through research and communication with stakeholders (dog owners). It is important that anyone with a phone has the ability to contact the owner of a lost animal and return them to their family. This will increase the likelihood of a reconnection.

### Why this is a good solution:

Through our market research, we have determined that it was important to make Spot as low commitment as possible for dog finders for the product to be effective. Dog finders would be much less likely to use our service if it required downloading an application or signing up and creating a profile with Spot. So in our implementation we will have a web application suited primarily for mobile use. This is so no application has to be downloaded. Moreover, finders will not have to create an account, simply upload a photo of the animal you see while allowing location services and Spot does the rest. This product will also be effective because when an animal gets lost they are often frightened. Many animals will run from a dog finder or even be

aggressive. Spot allows owner identification from a safe distance. A collar required that a lost dog be captured, decreasing the chance of identifying the owner while putting the dog finder at risk. A scenario we had to account for that was raised by our stakeholders is “What if I my dog runs away and I don't have an account created for it?”. Spot is constantly working, even when you don't have an account. Anyone who finds a dog will have the ability to report a dog sighting and post a photo. This will allow someone who creates an account after the dog is lost to match the provided photos with the photos of the latest sightings. They can then contact the poster of the sighting for more information. Lastly, the service will be very affordable for the dog owners and free for the dog finders making entry into the service much easier.

#### Our Sponsors (How we got to this solution):

Our primary sponsor was Nichole Richards, is an animal lover, owner, and advocate. She was able to give constructive feedback on our early proposals and give additional ideas. To assure we were moving in the right direction with our solution we frequently contacted numerous other dog owners and consulted with technology expert Mark Kochanski. Additional research was needed to see what other solutions were on the market. With the combination of potential customer feedback, consulting with technology experts and market research we came up with Spot as the solution.

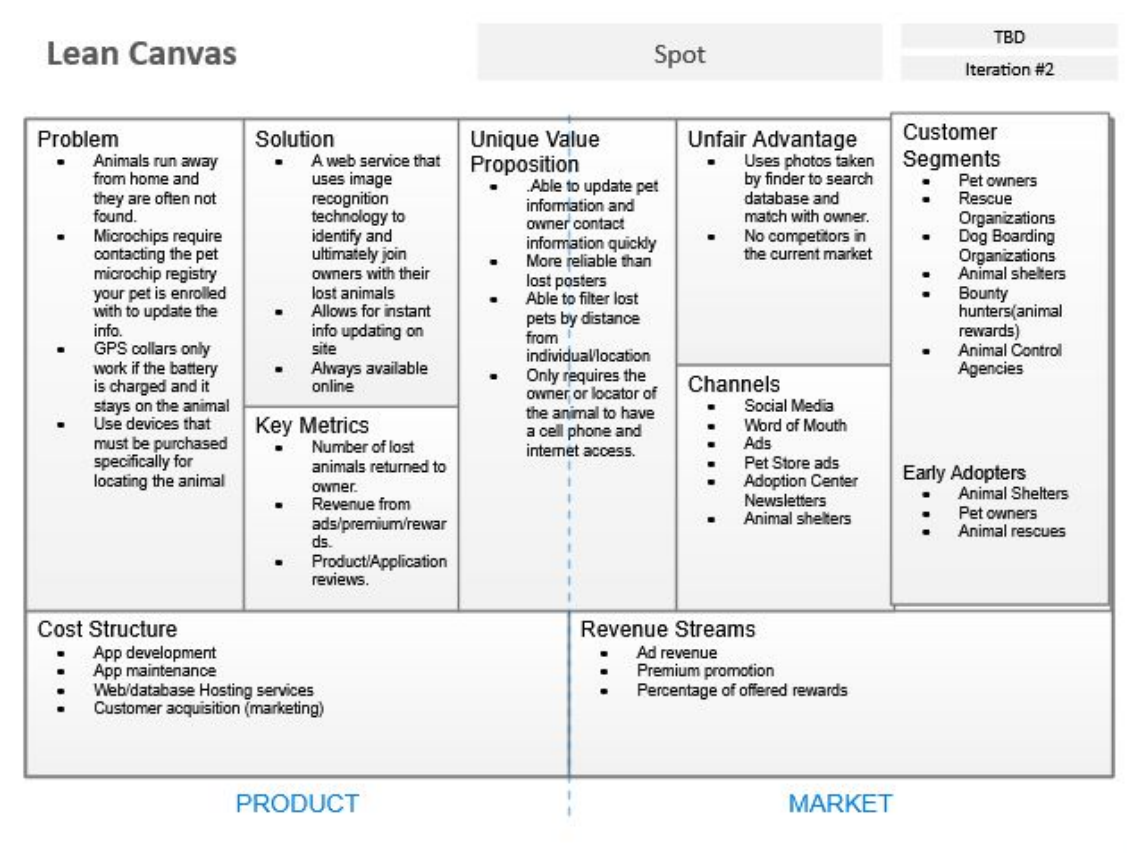


## Our Target Market:

Spot is a service that can appeal to the masses. According to the AVMA (American veterinary medical association) between dog and cats there are over 130,000,000 pets in the United States. Anyone who cares about their animals would be interested in this service.

Additionally, anyone who has lost animals in the past would also be more likely to use Spot. For the product to be effective we will target pet heavy urban areas initially to gain as many users in a tight area as possible. This is to remain an effective service while Spot is still in the initial growth phases.

## Canvassing the Market:



## How We Will Gain Customers?:

Initially, we will market to social media, offering free trials for the premium services as well as incentives for recommending other users. This is with the hope we can capitalize on word of mouth marketing. Additionally, we will pay for ad space on common pet shopping stores and websites, like Petco and PetSmart. Another channel of market awareness will be partnering with adoption services, animal boarding services, and animal shelters. We would negotiate deals with these adoption services to create a profile for each pet that comes through. Moreover, Spot will be offering a free trial to new pet adopters.

---



**LAURA PALMER**

"I WANT TO KEEP  
MY DOG MOLLY  
SAFE"

**PERSONAL SUMMARY**

AGE: 58  
WORK: Insurance Agent  
FAMILY: Married, 2 Children  
LOCATION: Kirkland, WA  
**ARCHETYPE: Dog Owner**

**BIO**

Laura works as an Insurance Agent  
for a large company based in

**PERSONALITY**

- Extrovert
- Analytical
- Loyal
- Mostly Active
- Organized
- Practical
- Protective
- Hardworking

**PREFERRED CHANNELS**

- Traditional Ads
- Mobile
- Google Chrome
- E-mail

**GOALS**

- To be able post to broad network space that her dog is lost
- To get notified when someone finds Molly

### How We Will Measure Success?:

The mission of Spot is to reconnect lost owners with their families. So a key metric to measure the effectiveness of our service will be how many lost animals we are able to reconnect. Additionally, Spot will need to make enough money to serve our customers as the problem evolves and technologies improves. So we will also be measuring success with the amount of ad revenue, and premium service revenue. Lastly, we need to know we are making a service that is easy to use and serves its purpose, there is no better way to test this than with the reviews that customers leave on our website.

### What Are The Costs?

The costs of Spot will be the initial building of the application. This is primarily the salaries of the developers. Additionally, there may be some software that we will be using developed by another company, like the photo recognition software. We will have to factor this into the expenses. Marketing will be a constant expense, this is mainly through ad space and potentially sponsorships and partnerships with other companies and influencers. Expenses also include will be the hosting services, this is needed to support the large volume of users Spot will eventually see. To continue to support our users we will have to maintain the application appropriately, similar to the initial development cost, this is mainly the salaries of the developers.

### **Below is a Project justification cost and revenue analysis:**

Web hosting: Roughly \$70 a month \* 12 = \$840 per year

Database hosting: \$200 a month \* 12 = \$2400 per year

Dev/Maintenance costs: \$107,287 per dev per year

Add revenue \$0.15 per view \* assume 1000 views a day = \$150 per day \* 365 = \$54750

Sell user info \$0.20 per user \* assume 1000000 at the end of the year = \$200,000

Premium post promotions \$2 \* assume 1% of 1,000,000 (10,000) users a week per year \* 52 = \$ 1,040,000

Fee for holding reward \$1 \* assume 1% of 1,000,000 (10,000) users a week per year \* 52 = \$520,000

### **Cost**

method	Amount per month	total
Web hosting	\$70	\$840
Database hosting	\$200 - ish	\$2400
Dev/Maintenance costs	-	\$107,000 X4 = \$428000
		\$431240

### **Revenue**

At 1,000,000 people at one year

Category	Amount	total
Add revenue	\$0.15 per user	\$54750
User info	\$0.20	\$200,000
Premium	\$2 per purchase(1%)	\$1,040,000
Reward fee	\$1 per transaction(1%)	\$520,000
		\$1,814,750

Profit \$1,814,750 - \$431,240 = \$1,383,510

### **How will we get to the MVP?:**

After viewing similar products websites, and getting requirements from our stakeholders we have constructed several wireframes for the key pages of the site. With the use of our LO FI wireframes and with collaboration with UX designers we will construct a Spot web application with only the essential features. These essential features might include:

- Creating/updating a profile
- Viewing lost dog listings
- Reporting a dog sighting

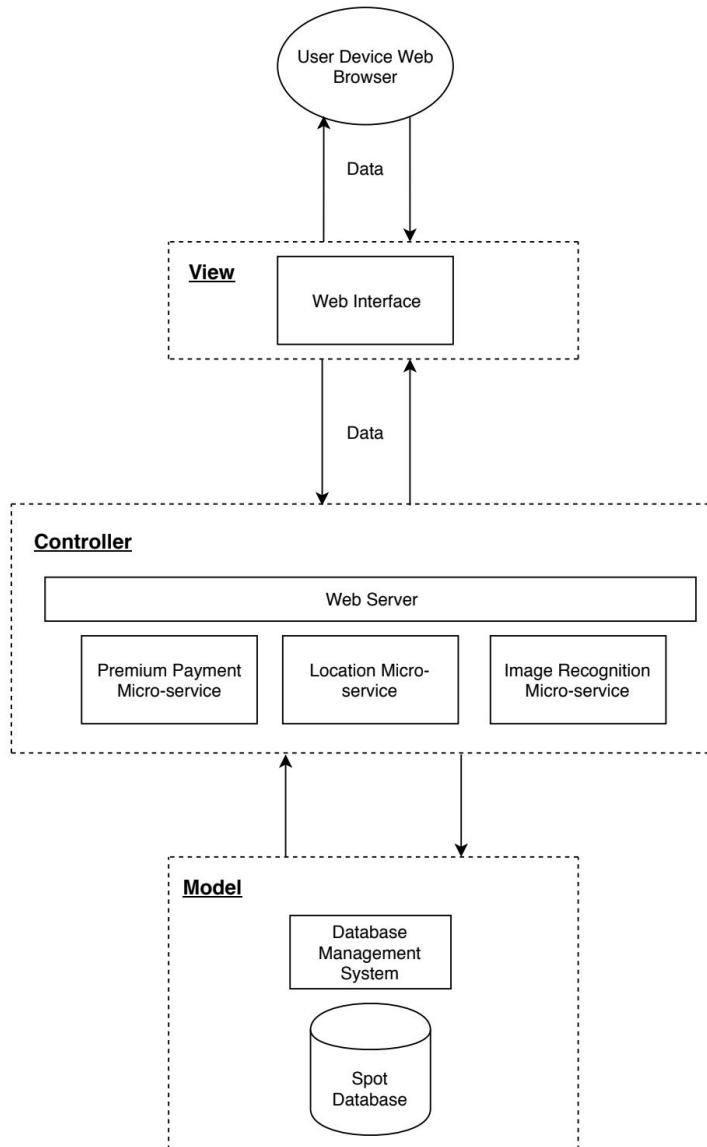
This will be implemented following the architectural diagrams we have provided in this proposal. During our research we compiled 50 expected requirements, using this we will choose which features are needed in the MVP. According to the Kano model it is important to include excitors, these are the features that make the product unique, in our case it is the image recognition feature. So we will need this to be included in the first iterations of the MVP even if it can be refined as we release additional updates.

### What are Some of the Risks?

In order for our service to be effective we will be using some personal information. This presents a risk of privacy breaches. Additionally, we will be providing a way for the finder of the lost animal to receive a reward if their contributions to a reunion of a lost animal and its family. Something that we as a provider of this service must insure is that there is little incentive for people to steal animals only to return them for reward. Moreover, Spot has to have users in order to be effective, the initial adoption period needs to go well if there is any hope of gaining traction and reaching the volume we are hoping for. Some additional concerns include, security of private information. The type of private information that would be observed are users names, emails, phone numbers, and locations. To prevent this we will ensure that there is a way to contact the owner of the lost animal ONLY through our service this can be either through rerouting emails or rerouting phone calls. We will start using something similar to what craigslist currently has. We will look to potentially having a built in messaging service after gaining more users and feedback.

### Architecture:

For our architecture we have decided to use the MVC (model view controller) design pattern. Because this is a web application the browser will be responsible for the view component of the design pattern. The browser will interpret the view data passed from a web server that is part of the controller. Also part of the controller are the microservices that spot will be using. One microservice handles the premium payments as well as the rewards that can be offered to potential dog finders. location microservices that processes all of the other locations relative from the user locations. Additionally, we have an image recognition microservice that matches photos taken by dog finders with lost dog listings. The controller component communicates with the database for spot that is part of the model. The database will store all of the profile information including photos of the animals and additional user information the database will also include location information.



### Conclusion:

Finding lost animals is a problem that almost all pet owners will have to deal with at some point in their lives. We believe that Spot will be the solution, as our product gains users we will it will become more effective. As accessible as Spot will be, we anticipate that we will see favorable results in the metrics we use to measure success and rapid growth as a business and s a solution.

## Our Target Users:



### LAURA PALMER

"I WANT TO KEEP  
MY DOG MOLLY  
SAFE"

#### PERSONAL SUMMARY

AGE: 58  
WORK: Insurance Agent  
FAMILY: Married, 2 Children  
LOCATION: Kirkland, WA  
ARCHETYPE: Dog Owner

#### BIO

Laura works as an Insurance Agent for a large company based in Greater Seattle Area. Laura has a busy schedule during the weekdays. She has recently adopted a dog with the history of abuse from Seattle Humane Society and named her Molly. Molly can get scared of any strangers approaching the property and might run away. Laura is anxious that one day when she is at work, Molly will escape and never return back. She spent hours of researching the pet-tracking collars and other solutions of locating pets. All of them require GPS collars or some scanning device functionality. Laura is still unsure whether GPS collar is viable solution as it requires battery and might stop functioning without constant charge.



#### PERSONALITY

- Extrovert
- Analytical
- Loyal
- Mostly Active
- Organized
- Practical
- Protective
- Hardworking



#### PREFERRED CHANNELS

- Traditional Ads
- Mobile
- Google Chrome
- E-mail



#### GOALS

- To be able post to broad network space that her dog is lost
- To get notified when someone finds Molly



#### FRUSTRATIONS

- GPS pet collars need constant charge
- Too much time spent looking for a product
- Not terribly tech savvy - doesn't like the process of setting things up
- Doesn't trust microchips as it requires scanning device



#### MOTIVATIONS

- Price
- Ease of use
- Any solution without buying GPS collars
- Trustworthy service
- Having a single place where owners can post their lost pets





## CHARLIE SHEPHERD

"THE DOGS AT MY  
BUSINESS ARE LIKE  
A FAMILY TO ME"

### PERSONAL SUMMARY

AGE: 34

WORK: Dog Boarding Business

FAMILY: Married, 1 Child

LOCATION: Bellevue, WA

ARCHETYPE: Caregiver

### BIO

Charlie opened his own dog boarding business three years ago. It has become his full-time job that pays the bills and he cares a lot about the public image of his business. New dogs that come for boarding sometimes are anxious in new environment, and Charlie is worried that one day someone's dog will escape the premises. His family's main income depends on his business and Charlie is looking to invest in reliable solution that he can trust. His ideal solution would not require to have a tracking collar as dogs already come for boarding with their own collars. Putting anything on people's pets make the owners uncomfortable and Charlie is frustrated that he can't find other options.



### PERSONALITY

- Curious
- Confident
- Tech Savvy
- Active
- Intellectual
- Attentive
- Realistic
- Observant



### PREFERRED CHANNELS

- Mobile
- Business E-Mail
- Firefox
- Flyers



### GOALS

- To invest in affordable and reliable service to retrieve lost animals
- To find the solution that does not require a wearable collar



### FRUSTRATIONS

- Putting collar on customer's pets makes them feel uncomfortable
- Most of the pet tracking collars stop working after first couple months of use
- He can't find anything that does not require wearing some kind of tracking device



### MOTIVATIONS

- Affordable
- Reliable 24/7
- Collar-free solution
- Ease of use
- Must be able to use the service on mobile device and report back to his customers



## FELIX GARFIELD

"I WANT TO HELP  
PEOPLE IN MY  
TOWN FIND THEIR  
PETS"

### PERSONAL SUMMARY

AGE: 68

WORK: Retired Social Worker

FAMILY: Single, No Children

LOCATION: Kent, WA

ARCHETYPE: Retired Senior

### BIO

Felix lives alone in small apartment complex. He now has more free time as he recently retired from 42 years of dedicated work in social pedagogy academic discipline. His work made him to be always concerned about individuals, families, groups and communities in an effort to enhance social functioning and overall well-being. Felix wants to use his retirement time to locate lost pets and reunite them with their families. Felix believes that this activity will make him physically active and rewarding from the feeling that he still cares about his town and people who live in it.



### PERSONALITY

- Introvert
- Direct
- Slow
- Impulsive
- Punctual
- Caring
- Observant
- Mystical
- Artistic



### PREFERRED CHANNELS

- Newspaper
- TV ads
- Traditional Mail
- People



### GOALS

- To have technology that will assist him in his pet finding activity
- Felix receives a pension and has other expenses to make ends meet. Therefore, the service must be affordable



### FRUSTRATIONS

- He does not know any services that can be utilized to help finding pets
- He only has his smartphone with 4G internet and does not want to buy additional gadgets to locate pets



### MOTIVATIONS

- Utilize existing mobile technology
- Not too expensive
- Have senior discount if there are fees
- Ease of use in terms of setup/app/locate

## Spot Scenarios:

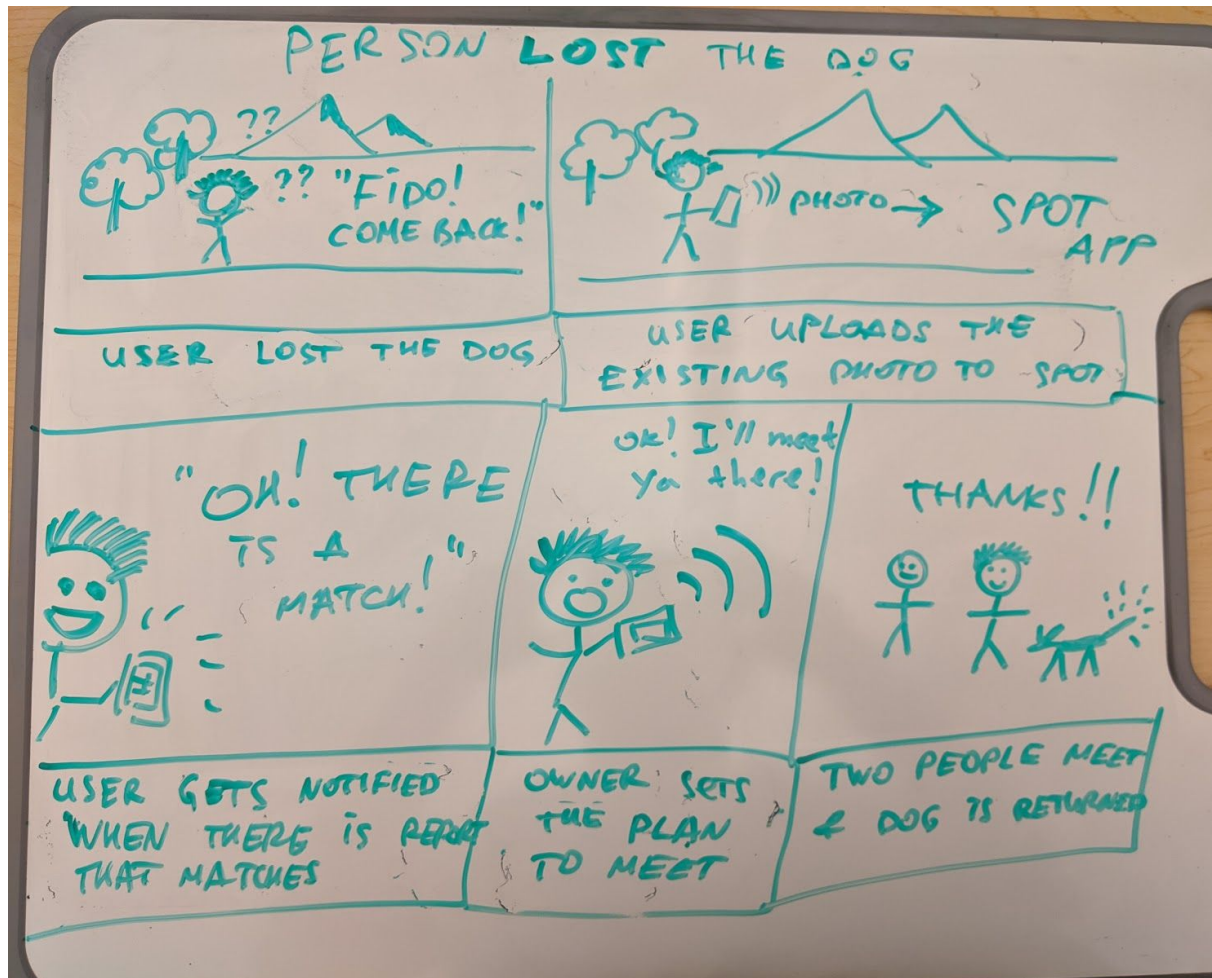
### **Scenario #1**

Laura Palmer is a very busy professional insurance agent. During the weekdays Laura is away from her dog Molly for much of the day and worries throughout the day that Molly may have gotten out. One day last week, Laura's worries came true, and Molly had gotten out through a hole in the fence. Laura didn't have any tracking device on Molly, because she thinks inserted chips are cruel, and collar devices are expensive to purchase and require expensive subscriptions. Laura was distraught and searching for a way to find Molly without a tracking device. Fortunately she found a link to "Spot.com". She created a profile on the website and selected the option to report a lost animal. Laura uploaded a recent photograph she had taken of Molly and typed in Molly's breed, color, and approximate weight. After reporting, Laura created a profile so she could receive notifications if someone sighted Molly. Within 30 minutes, Laura received a call from someone named Joe said he was currently watching Molly near the Sammamish river park in Bothell. Laura told Joe that Molly was very friendly, and asked him if he would play with her while Laura drove to meet him. Joe agreed and Laura started driving. Upon arriving, Molly was playing happily with Joe, and Laura was overjoyed at recovering her best animal friend. Laura was very happy with her experience with Spot. She was particularly happy with how the app walked her through the process of posting her first time and the affordable \$20 it cost to give Molly a priority listing on the app. Laura doesn't worry as much now, because she knows she has an inexpensive means to locating Molly if she should get loose again.

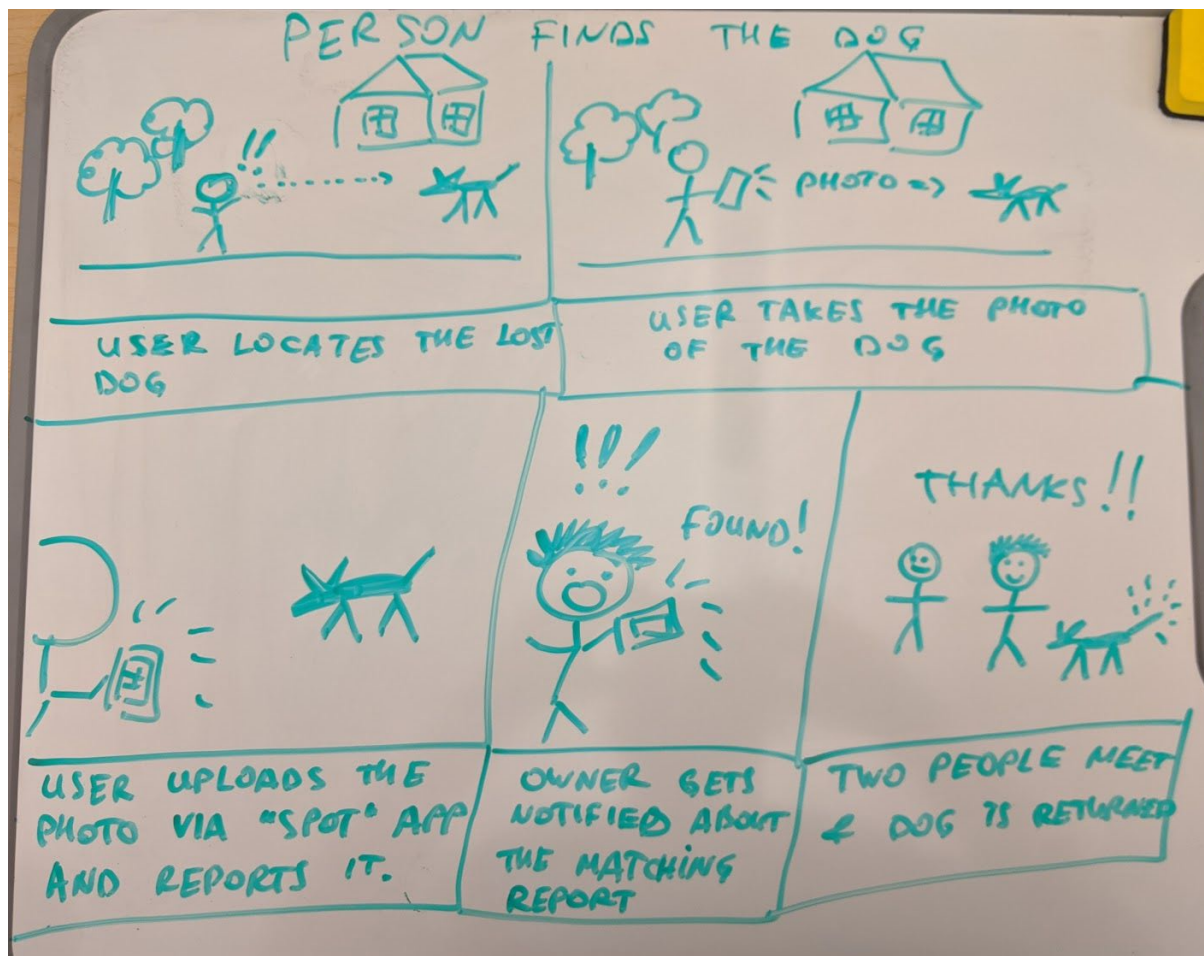
### **Scenario #2**

Charlie Shepherd owns a house in a quiet suburb of Mill Creek, WA. Charlie and most of his neighbors own and love dogs. At a recent neighborhood meeting, Charlie and his fellow neighbors decided it would be a good idea to create profiles on the new app "Spot". With its neighbor alert feature his neighbors would be notified if his dog Francis went missing. No later than a week went by when he received a notification from the spot app that his neighbors chihuahua Tyson got loose. Charlie went outside to have a look around by going on a walk. The notification had just gone out, so chances were good Tyson was still in the area. Approximately two blocks away Charlie saw Tyson sniffing a fire hydrant. Charlie took a quick photo and called out to Tyson. Tyson, aside from having a tendency to nip at ears, was friendly enough. The dog ran over to Charlie and was happy to be picked up. Charlie sent his owner a notification and soon returned the dog to his owner. Charlie was happy to help, and was reassured that if the spot app could help his neighbor, it could certainly help him.

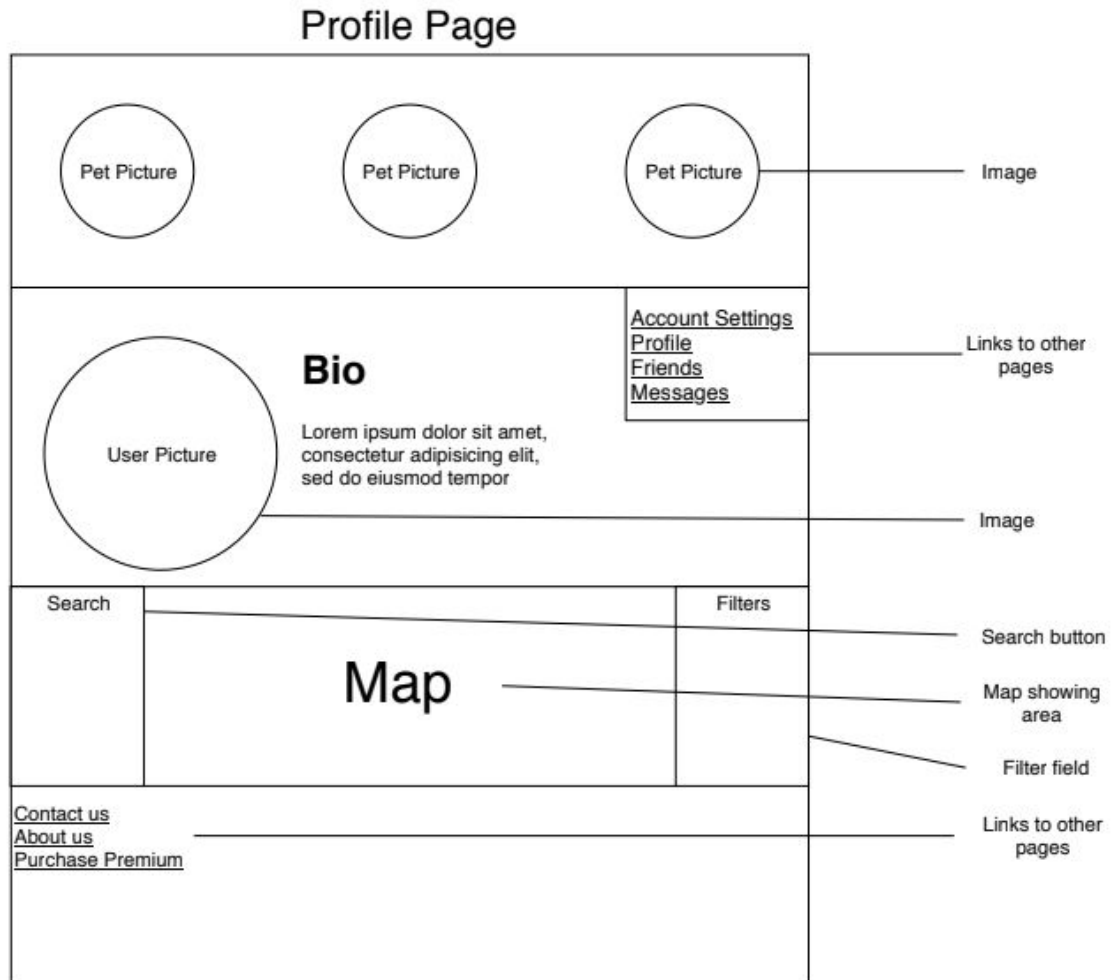
Story Telling:







## Wire framing the Customer Experience:



## Pet Profile Page

The diagram illustrates a Pet Profile Page layout. At the top left is a large circle labeled "Pet Picture". To its right is the "Name" field, followed by an "Info:" label. Below the "Pet Picture" are six small circles, with the last one connected to the "Photo selectors" label. To the left of the "Shots" box are four stacked boxes: "Weight", "Breed", "Color", and "Distinct markings", all connected to the "Pet physical descriptors" label. The "Shots" box is connected to the "Pet shot information" label. Below the "Shots" box is the "Last Seen Location" label. To the right of "Last Seen Location" is the "Missing?" label followed by a radio button, which is connected to the "Missing Radio button" label. The bottom section of the page is a large rectangle labeled "Map". At the very bottom, there are three links: "Contact us", "About us", and "Donate" on the left, and "Purchase Premium" on the right.

Pet Picture

Name

Info:

Photo selectors

Pet physical descriptors

Weight

Breed

Color

Distinct markings

Shots

Pet shot information

Last Seen Location

Missing? ☐

Missing Radio button

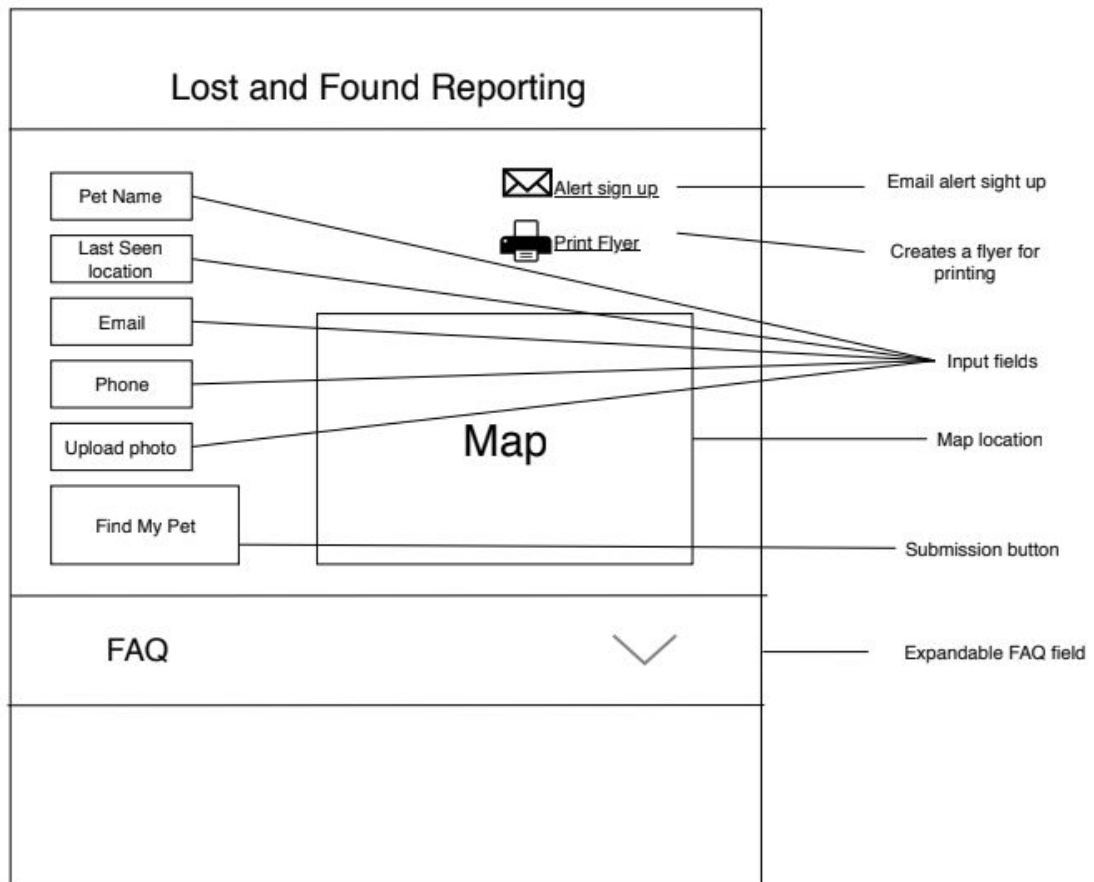
Map

[Contact us](#)

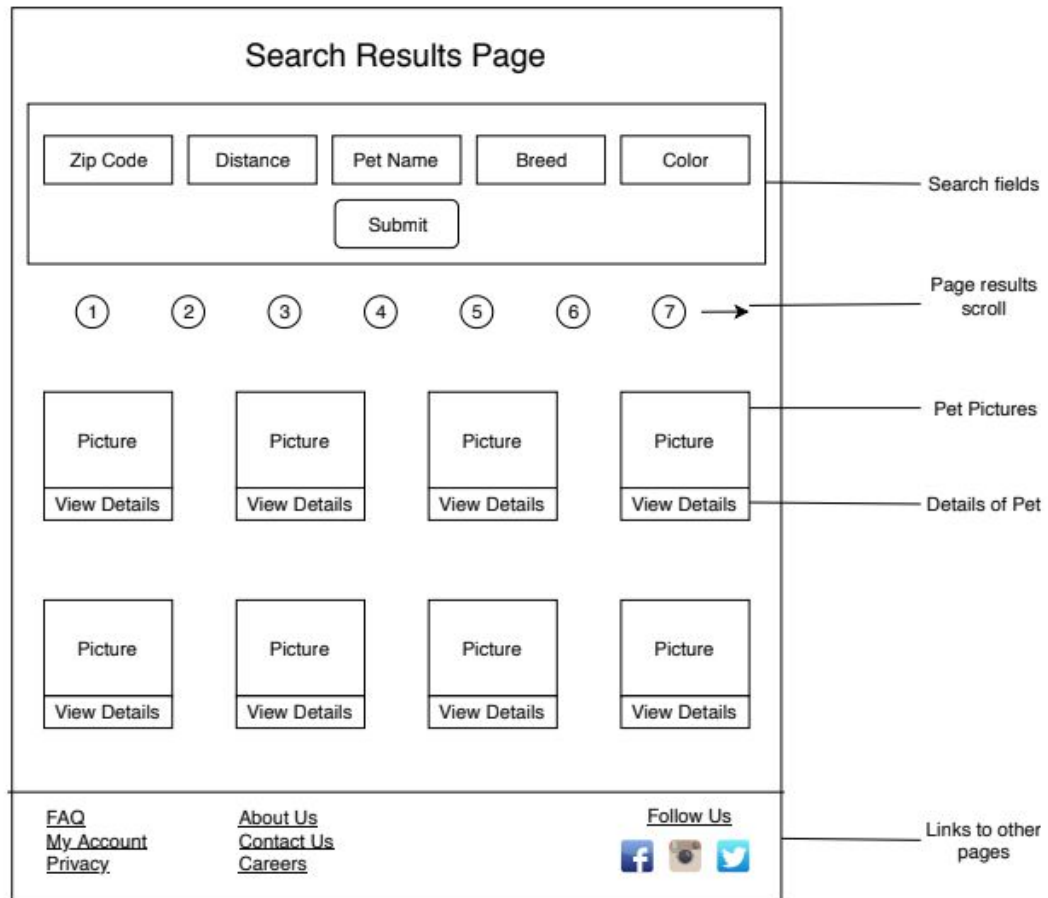
[About us](#)

[Donate](#)

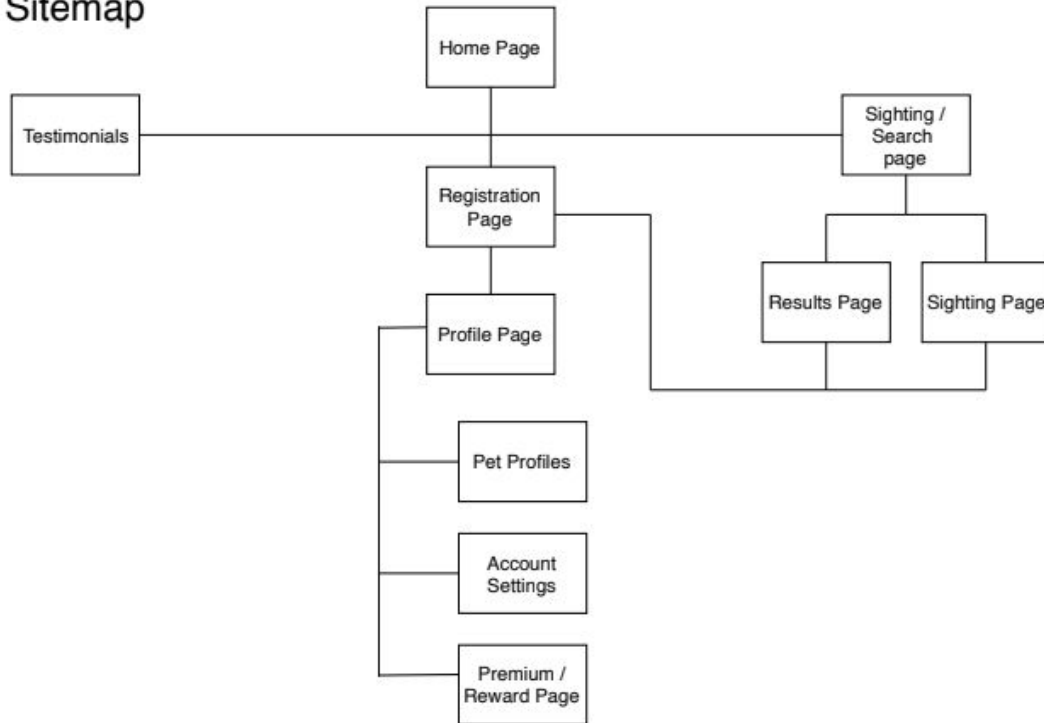
[Purchase Premium](#)



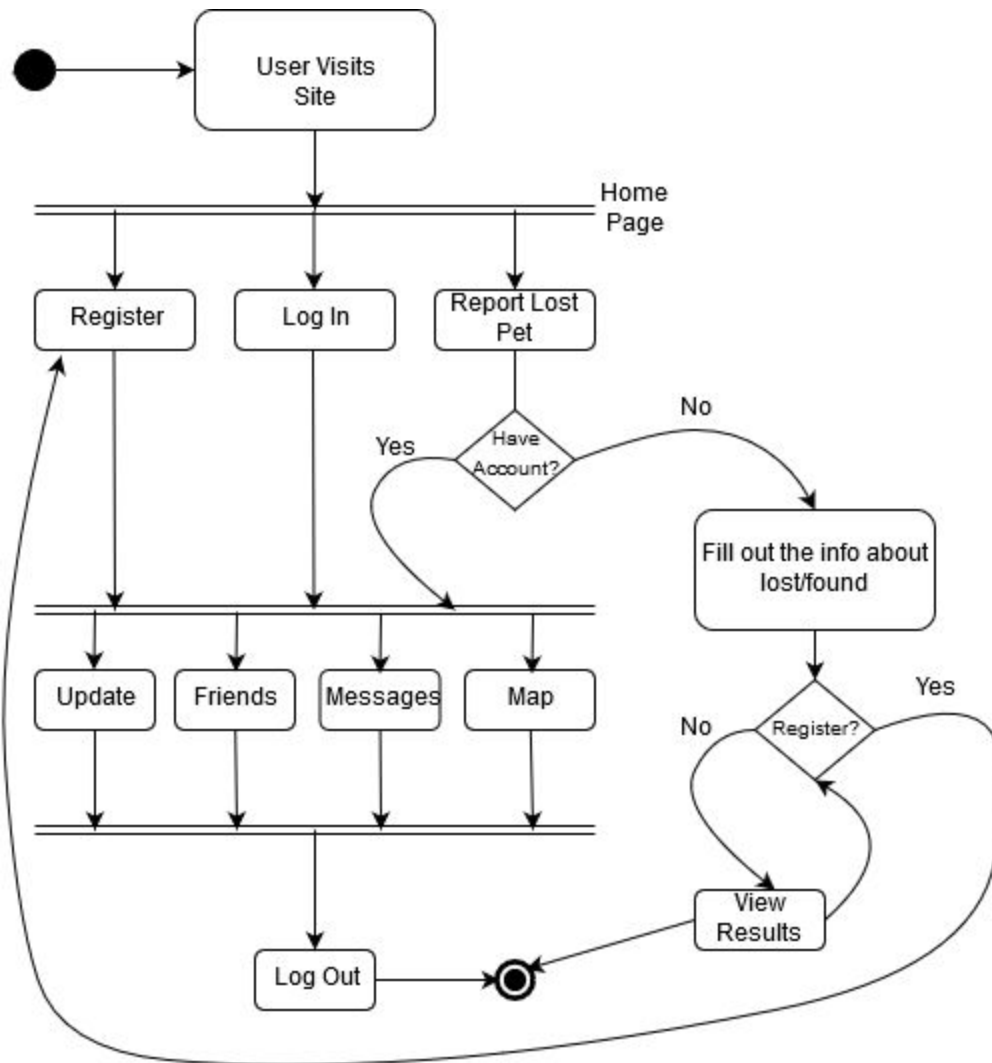




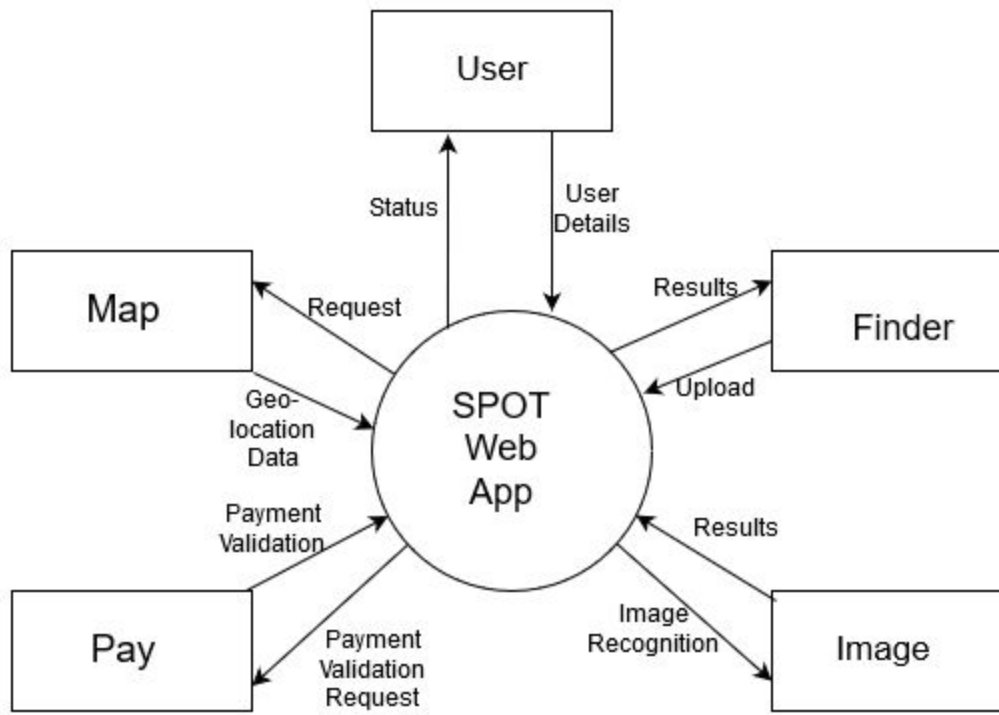
## Sitemap



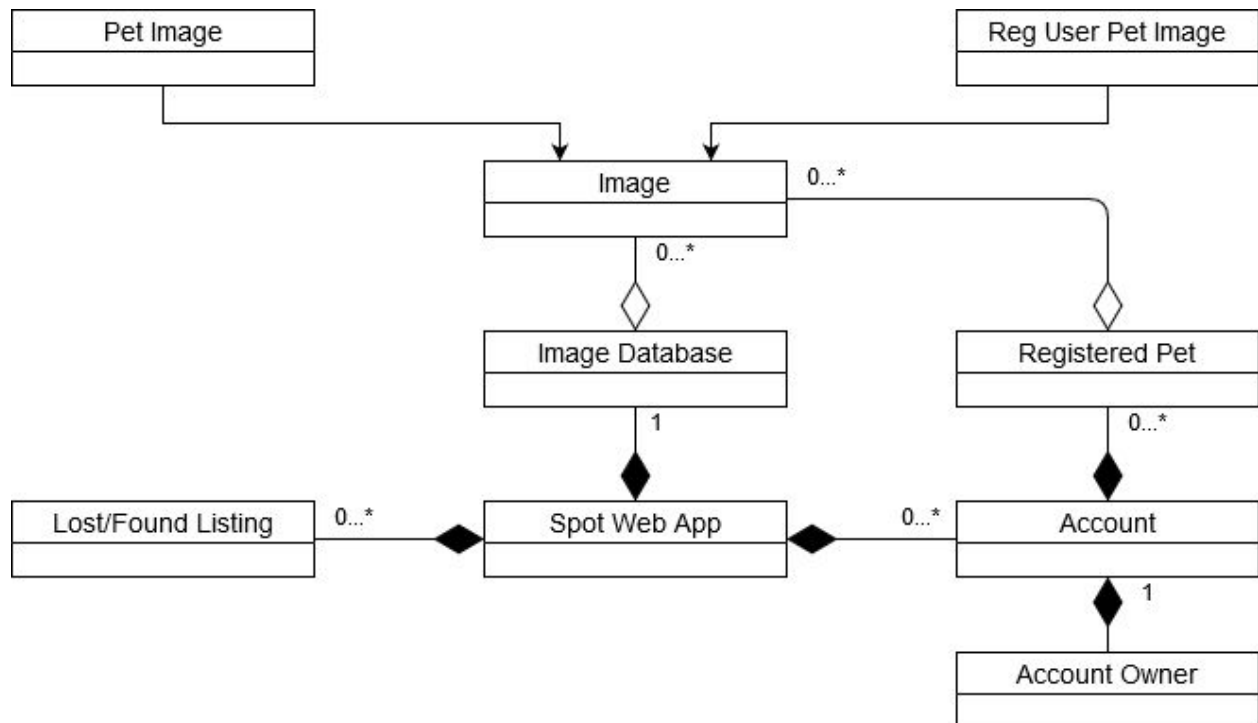
## Activities on Spot.com



System in Context:



### The Domain of Spot:



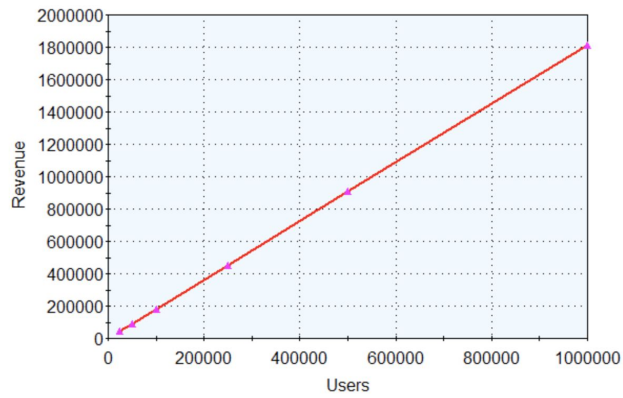
### Financial Justification:

#### **Cost**

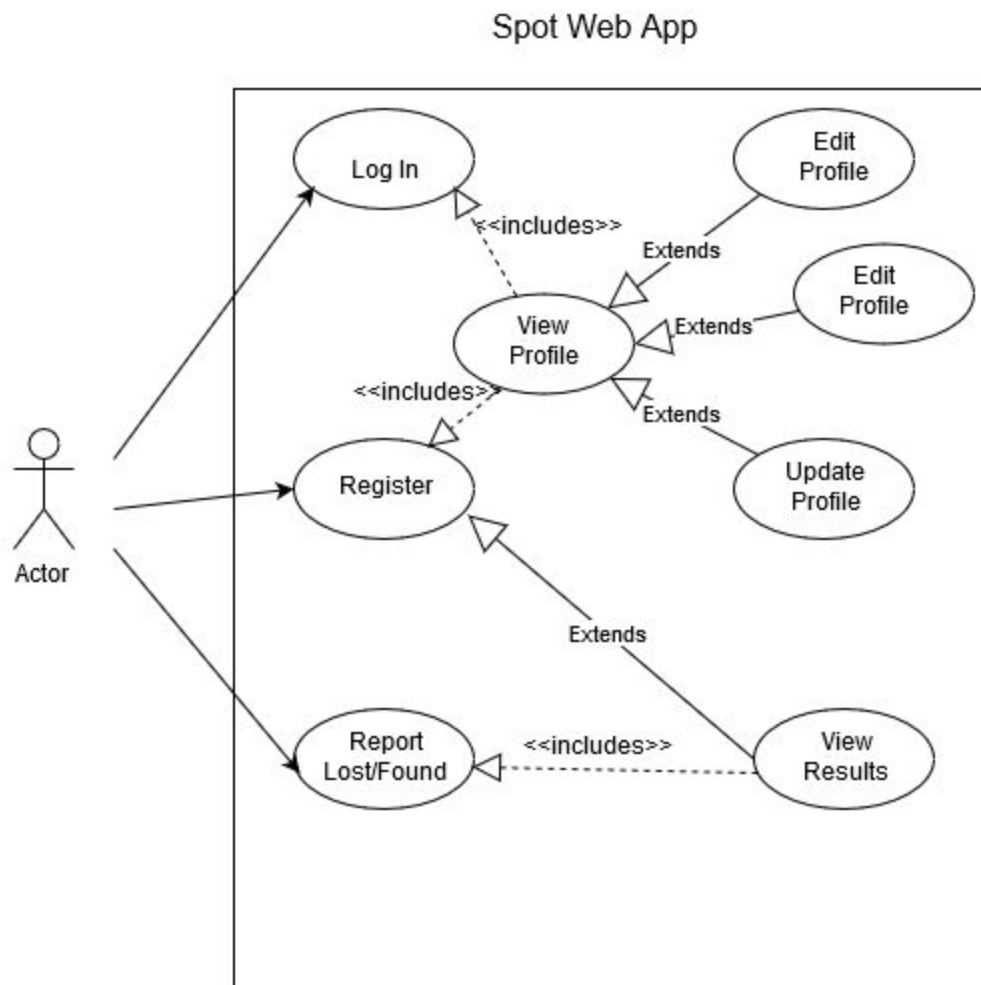
	Amount per month	Amount per year
Web hosting	\$70	\$840
Database hosting	\$200	\$2400
Dev/Maintenance costs	\$35666.67	\$428000
total	\$35936.67	\$431240

#### **Revenue**

Number of Users	125,000	250,000	500,000	1,000,000
Add revenue(\$0.15 per user view)	\$18,750	\$37,500	\$75,000	\$150,000
User info(\$0.20 per user)	\$25,000	\$50,000	\$100,000	\$200,000
Premium(\$2 per purchase)*	\$130,000	\$260,000	\$520,000	\$1,040,000
Reward fee(\$1 per transaction)*	\$65,000	\$130,000	\$260,000	\$520,000
Total	\$238,750	\$477,500**	\$955,000	\$1,910,000
* Assumes 1% of user base participates ** Break even point				



### Diagramming Use Cases:



## Use Cases Expanded:

### UC:1 Registering A Pet with Spot.com

Preconditions: User has registered and validated an account through email.

Post Conditions: User's pet is now registered with and displayed on their profile page.

1. User inputs email and chosen password at the login screen.
2. System retrieves account information from the database.
  - a. If account is validated, the user is redirected to personal profile page. (continue to 3)
  - b. If account is not validated, display email and/or password error.
3. User clicks the link for "Account Settings" and is redirected to the settings page.
4. User scrolls through the list of editable account details and clicks the link for "Add a Pet".
5. System loads the information panel for pet details to be filled out by the user.
6. User fills out their pet's information including Name, breed, color patterns, age, and any identification numbers associated with the animal such as collar number.
7. User clicks the "Browse Device" in the section with heading "Upload a Picture of your Pet".
8. User navigates through local files and selects the desired picture file.
9. User then selects "Add Pet".
  - a. If the addition of pet to user profile is successful, display a success message. (continue to 10)
  - b. If addition failed, display error message or prompt user if mandatory information blocks are blank.
10. System returns user to Settings Page.
11. User selects Button to return to profile page.
12. System displays user's profile page.
13. User sees their pet listed with picture at the top of their profile page and is satisfied.

### UC:2 Reporting a Lost Pet

Preconditions: User has lost a pet and the pet is registered with the user's account.

Post Conditions: The aforementioned pet is now reported as lost in the Spot database.

1. User inputs email and chosen password at the login screen.
2. System retrieves account information from the database.
  - a. If account is validated, the user is redirected to personal profile page. (continue to 3)
  - b. If account is not validated, display email and/or password error.
3. User clicks their registered pet's picture at the top of their profile.
4. System redirects the user to the pet's profile page.
5. User clicks the option "Report This Pet Lost".
6. System displays the Reporting information panel.
7. User fills out reporting information such as time last seen, location of last seen, and indicates a reward for return.
8. User clicks the button "Report".
  - a. If the report is successful, display a success message. (continue to 9)



- b. If addition failed, display error message or prompt user if mandatory information blocks are blank.
9. System updates pet as missing in database and begins attempting matching sequence with pet sightings after the time last seen.
10. Reporting panel disappears and pet profile page is reloaded with new banner indicating the pet is currently reported missing and a new button to report pet recovered.

### UC:3 Reporting a Pet Sighting

Preconditions: The finder(person user) has taken a photo of the sighted pet or can describe the pet's visual attributes.

Post Conditions: Pet sighting is reported to the Spot database and matching is attempted with currently reported lost pets.

1. Finder browses to Spot.com.
2. Finder clicks the option "Report Pet Sighting".
3. System loads the Sighting Report Panel.
4. Finder fills in the information blocks about the sighting including time seen, location seen, description of pet.
5. Finder clicks the "Browse Device" in the section with heading "Upload a picture of the pet you saw".
6. Finder navigates through local files and selects the desired picture file.
7. Finder clicks the "Report" button.
  - a. If the report is successful, display a success message. (continue to 8)
  - b. If addition failed, display error message or prompt user if mandatory information blocks are blank.
8. Reporting panel disappears and a thank you message is displayed by the system to the user.
9. System takes new report and attempts matching with currently missing pets in the database for the local area.

### Users Stated Requirements:

ID	Theme	As a...	I want to...	So that...	Additional Notes	Priority	Status
1	Profile	Pet Owner	Post my missing animals pictures	A finder can identify my animal		1	Not started
2	Map	Pet Owner	Show on a map my animals last known location	A finder in that area can be on the lookout for my animal		2	Not started
3	Contact	Pet Owner	Have a way for a potential pet finder to contact me	I can coordinate with pet finder to retrieve my pet		1	Not started
4	Contact /Privacy	Pet Owner	Have the ability to be contacted without just anyone having access to my contact information	I don't receive spam messages		2	Not started
5	Visibility	Pet Owner	Be able to prioritize my posting	Increase the chance or more people seeing my post so I can get my animal back quicker		2	Not started
6	Profile	Pet Owner	Remove my pet missing listing	People aren't looking for my animal or contacting me accidentally		1	Not started

7	Profile	Pet Owner	Be able to remove my profile from the site	My information is no longer on the app		2	Not started
8	Monetary	Pet Owner	Post that a reward is being offered for the return of my animal	Motivated people will search for my animal leading to its quick return		3	Not started
9	Contact	Pet Owner	Receive notifications immediately if someone messages me	I can quickly recover my animal		1	Not started
10	Profile/Contact	Pet Owner	Be able to update my contact information	If I change my phone number or email I can be contacted		1	Not started
11	Profile	Pet Owner	Add new pictures of my animal	There is an increased chance that my animal is identified		1	Not started
12	Social	Pet Owner	Notify my neighbors of my animals disappearance	They know to keep an eye out for my animal and hopefully get my animal back to me quicker		3	Not started
13	Search	Pet Finder	upload photos of an animal I have found	I can be connected to the owner		2	Not started
14	Social	Pet Owner	Share my pets profile with friends and family	they can assist in finding my lost pet		3	Not started

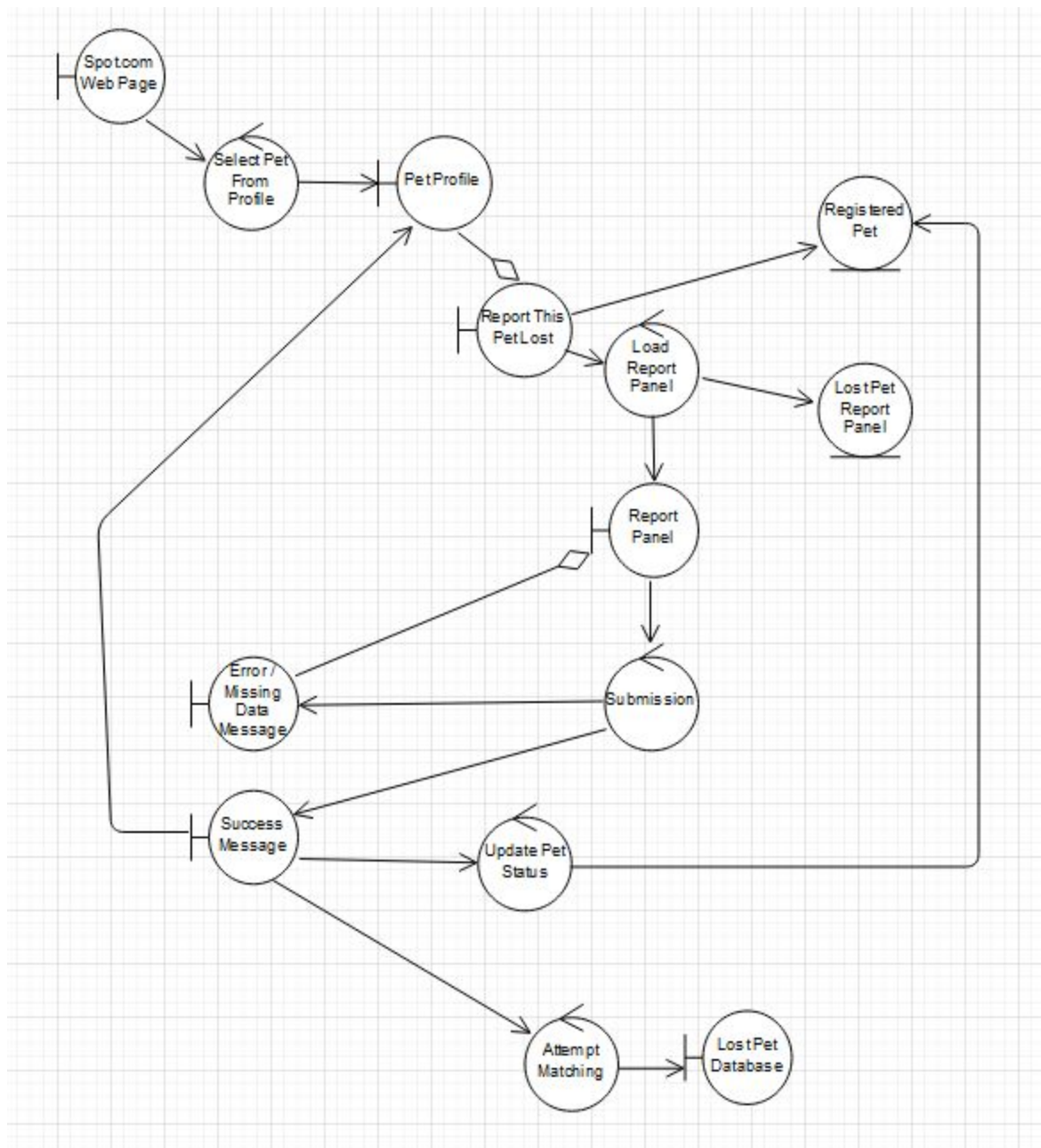
15	Search	Pet Finder	See profiles of lost dogs in my location	I can keep an eye out for lost animals.		1	Not started
16	Contact	Pet Finder	Be able to contact found animals pet owner	Coordinate with pet owner to return their pet		1	Not started
17	Social	Pet Owner	see reviews/testimonials of Spot	I can feel confident in my decision to use this service.		4	Not started
18	Contact	Pet Owner	be notified when someone has reported a sighting of my animal	I can arrive to the location as soon as possible to increase my chances of finding my pet.		1	Not started
19	Social	Friend of the pet owner	be able to see a dog profile and location listing without creating an account	I can assist in finding my friends pet without having to commit to the Spot service.		3	Not started
20	Usability	Pet Owner	be able to ask question or view an FAQ	I don't get discouraged from using the site because I couldn't figure out how it works		2	Not started
21	Usability	Pet Owner	be able to use Spot on multiple platforms	I can use whatever device is near me to manage my account.		1	Not started
22	Profile	Pet Owner	be able to remove my contact information from the service	I don't receive spam messages when my dog is not lost.		1	Not started

23	Search	Pet Finder	be able to use a photo of the lost pet taken from a distance for matching	I don't have to get too close to the lost animal.		4	Not started
24	Profile	Pet Owner	be able to list additional contacts for notification	when someone finds my animal and if I am not available the finder can contact a close friend of family member.		3	Not started
25	Contact /Map	Pet Finder	be able to share my current location with the owner if I have the lost pet in my possession	I don't have to describe my location over the phone.		2	Not started
26	Search	Pet Finder	be able to search for lost dog listings without using a photo	If I no longer can see the dog I can use my memory to identify it.		1	Not started
27	Profile	Pet Owner	be able to add new pet profiles if I get a new pet	I can have an account for my pet if it ever becomes lost.		1	Not started
28	Profile	Pet Owner	be able to remove a pet profile	if I no longer own the pet I do not receive calls of additional information about the pet.		1	Not started
29	Search	Pet Finder	be able to search by the name on the dog tag	I can return the pet to the owner.		1	Not started
30	Search	Pet Finder	be able to sort through lost dogs using search filters like dog size and dog color	so that I can quickly find the owner of the lost dog.		1	Not started

31	Monetary	Pet Finder	be able to receive a reward for finding a lost animal	I can be rewarded for the time spent returning a lost animal to the owner.		3	Not started
32	Monetary	Pet Owner	be able to donate to Spot	Spot can continue to help lost animals find their homes.		2	Not started
33	Social	Pet Owner	be able to recommend Spot to a friend	my friends can find their animals if they ever get lost.		1	Not started
34	Profile	Pet Owner	Be able to list physical descriptors of my dog	There is more than a photo used to aid the finder.		1	Not started
35	Profile	Pet Finder	Be able to see other physical descriptors of the lost animal	So if the uploaded picture isn't clear, I can have other means of identification.		1	Not started
36	Profile	Pet Owner	Be able to post other missing animal species.	I can report my cat missing if she gets lost.		2	Not started
37	Profile/Map	Pet Owner / Pet Finder	Be able to see an event history of an animal.	I can follow easier where a pet has been.		4	Not started
38	Profile	Account Holder	be able to upload multiple pictures of my pets	there is more than one picture to aid the finder.		1	Not started

39	Profile/ Search	Pet Finder	be able to see what vaccinations a pet has had	So I can avoid pets that aren't vaccinated.		1	Not started
40	Profile	Account Holder	be able to change my address on my profile	I can update my information if I move.		1	Not started
41	Map	Pet Finder	be able to drop a pin on the map	when I find a pet away from any landmarks, I can still show the owner where I am.		2	Not started
42	Profile/ Search	Pet Finder	be able to flag a pet as dangerous	if I am bitten, I can create a warning to other finders.		1	Not started
43	Usability	Account Holder	be able to access my account from my mobile device or my personal computer	I can make changes to my account on a full keyboard, where it is easier to type.		1	Not started
44	Contact	Pet finder	be able to video call the potential owner of a found pet through the app.	See a live video of their pet to aid in identification.		4	Not started
45	Contact /Map	Pet Owner	Be able to get directions to my pet finders location	I can easily meet with them to recover my pet.		2	Not started

### A Robust Look at Reporting:





### System Sequence of Reporting:

