

Forever PETS: Sabrina White and Jade Kirkham

Elevator Pitch: If you are looking for the right pet and don't have time to go from shelter to shelter, this app makes it easy to find the dog you're looking for and schedule a time to meet and play with your new furry friend.

Assumptions, I am assuming:

1. People who are looking to expand their family.
2. People are looking for companionship.
3. People are looking to find dogs for their kids.
4. People have difficult times finding the right dog.

PROBLEM STATEMENT:

Identify what types of people have a hard time finding the right dog

Identify the primary concerns in regards to pet adoption

SURVEY DESIGN: GOOGLE FORM QUESTIONS:

1. Do you want to own a pet?
2. What are you looking for in your forever pet?
3. How many pets have you owned previously?
4. What price range are you looking for when purchasing your pet?
5. What barriers have you encountered when adopting an animal?
6. Are you looking to adopt more than one pet?
7. Do you or a family member have any allergies to fur or hair?
8. How many pets do you currently own?
9. Have you researched pet care? (if not, I would provide a pet care link)

ANALYSIS & REPORTING RESULTS:

1. Learned many people want to get pets, people who want pets have previously owned pets,  $\frac{1}{3}$  of our responses have not researched pet care.
2. That only a third of our responses had researched pet care, even though they have previously owned animals. Some are willing to still adopt if their family members or themselves have allergies to the animal.
3. Worrying about adopting a bad pet, that is not well suited for them and their behavior

