

CAT CONNECT

Assignment 02

SEBA SS 25

Group 16

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Personas

Shelter's Persona

City Cat Home - Animal Shelter



Motivation

Mission	<div style="width: 75%;">█</div>
Efficiency	<div style="width: 70%;">█</div>
Fear (of under-adoption)	<div style="width: 60%;">█</div>

Goals

- Find more loving homes for cats
- Build stronger trust with adopters
- Use tools that save time and effort
- Attract more volunteers and community support

Bio

City Cat Home is a local, nonprofit animal shelter dedicated to rescuing, caring for, and rehoming stray and abandoned cats. Run by a small team and a group of committed volunteers, the shelter operates with limited resources and high demand. They are looking for simple, reliable tools to manage cat listings, streamline the adoption process, and connect more of their cats with responsible, loving adopters in the community.

Established since: 2015
Location: Munich
Type: Nonprofit animal shelter
Size: 5 staff, 20 active volunteers, 40+ cats in care

Seeking Visibility Nonprofit
Mission-Driven

Private Seller's Persona

Lena Schmidt - Private Cat Seller



Motivation

Trust	<div style="width: 80%;">█</div>
Clarity	<div style="width: 75%;">█</div>
Convenience	<div style="width: 65%;">█</div>

Goals

- Sell her kitten responsibly
- Connect with a trustworthy buyer
- Keep the process clear and safe
- Avoid misunderstandings or scams

Bio

Lena is a 42-year-old office administrator who recently found herself needing to sell a kitten due to unexpected personal circumstances. She's not a breeder and has never sold a pet before, but she's determined to do it right. Caring and responsible, Lena wants a platform that makes the process safe, clear, and respectful—helping her find a trustworthy buyer who will treat the kitten with love.

Age: 42
Work: Office Administrator
Family: Married, 2 children
Location: Berlin
Type: One-time private seller

Practical Selective
Caring

Cat Lover's Persona

Isabella Fernández -Cat Lover



"Finding a kitten should feel exciting, not overwhelming."

Age: 26
Work: Junior Graphic Designer
Family: Single
Location: Ingolstadt
Type: First-time Pet Seeker

Curious Hopeful
In need of guidance

Motivation

Companionship	<div style="width: 80%;"></div>
Community	<div style="width: 70%;"></div>
Simplicity	<div style="width: 60%;"></div>

Goals

- Find a healthy, friendly kitten that suits her lifestyle
- Learn what to prepare before bringing a cat home
- Avoid scams or irresponsible sellers

Bio

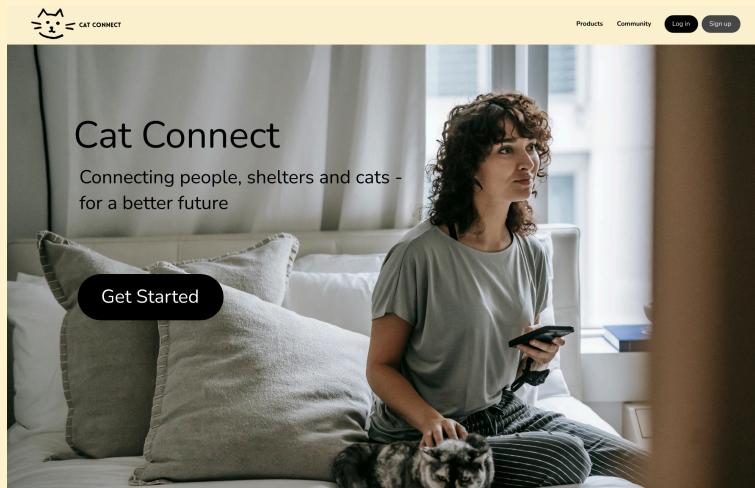
Isabella just graduated from university and recently started her first full-time job. Having settled into a stable routine, she's ready to bring a kitten into her life as a companion. This would be her first pet, so she wants to make a thoughtful, informed decision. She's researching both adoption and buying, and is looking for a platform that feels trustworthy, beginner-friendly, and emotionally supportive.

Frustrations

- Worried about hidden costs or unhealthy kittens
- Has no experience with the adoption or pet purchase process
- Listings feel cold or impersonal

Customer Journey & Mockups

1. Homepage – Cat Connect: Connecting people, shelters and cats



Isabella lands on the homepage after searching for “kitten adoption near me.” The calm design and friendly tone instantly make her feel safe and welcome. She clicks “Get Started,” curious to explore adoption options, especially as a first-time pet owner looking for trust and guidance.

Lena is looking for a responsible way to rehome a kitten. Seeing the homepage message “connecting people, shelters and cats” reassures her that this platform isn’t just for breeders. She clicks “Get Started,” hoping for an easier and safer way to find a good match.

The homepage tagline resonates deeply with the shelter’s mission. One team member from **City Cat Home** clicks “Get Started,” seeing a potential partner to help reduce admin burden and better connect with caring adopters.

2. Registration Page – Welcome to CatConnect

Name or Organization
Email
Password
Confirm Password

I want to adopt a cat
 I want to list a cat

Sign Up

Already have an account? **Log In**

• By signing up, you agree to our Terms and Conditions.
• For any questions or concerns, please contact catconnect@gmail.com.

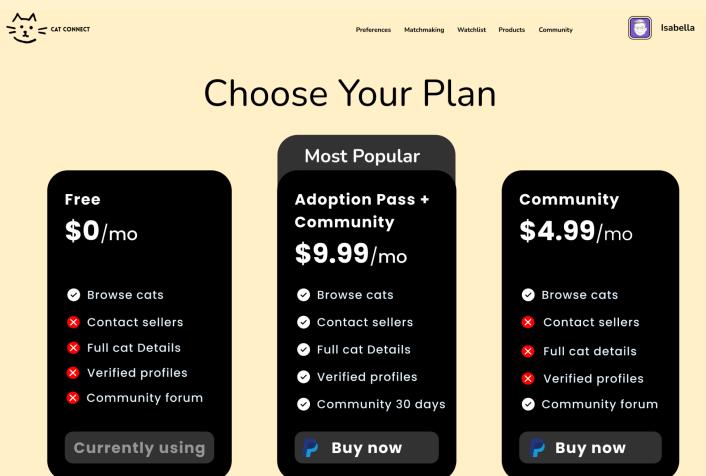
Isabella selects “I want to adopt a cat.” The sign-up form is clean and quick — just her name, email, and a password. She appreciates the clarity and simplicity. No complex terms or pet jargon. The verification promise at the bottom (“By signing up, you agree...”) adds a layer of safety.

Lena selects “I want to list a cat.” She feels relieved seeing that it’s okay to list as an individual and not just as a shelter. She fills in her name and email, hoping the platform will guide her from here. The two-option role selector gives her confidence she’s not alone.

A staff member signs up under “I want to list a cat” on behalf of **City Cat Home**. They use the shelter’s name for the “Name or Organization” field. They’re pleased that nonprofit accounts are accepted upfront, with no complicated validation yet required to start.

3. Subscription Page – Choose Your Plan

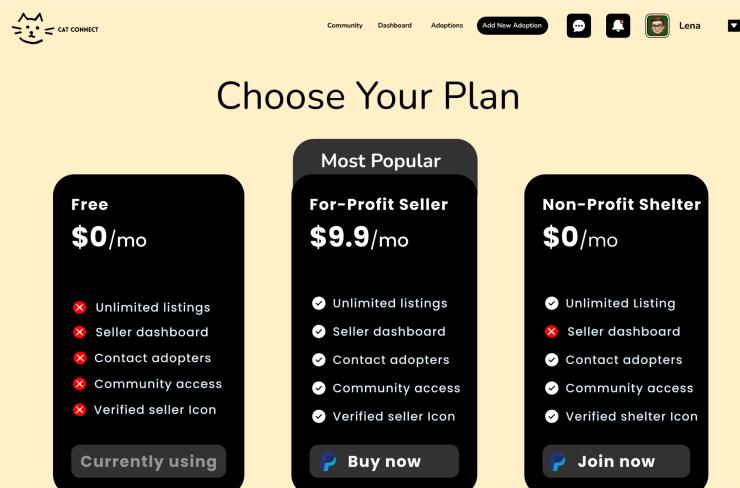
After browsing cat profiles and deciding she wants full access and community features,



Isabella selects the **Adoption Pass + Community** plan for \$9.99/month. She clicks **Buy Now**, and is immediately redirected to the familiar PayPal login interface. Since PayPal is the only supported payment method on CatConnect, she appreciates the simplicity — no card details needed, just a quick login to approve payment.

Lena selects the **For-Profit Seller plan** (€9.90/month). When she clicks **Buy Now**, she’s taken straight to PayPal’s secure payment screen to complete the transaction. The platform’s exclusive use of PayPal reassures her — it feels safe, fast, and doesn’t require entering payment info manually.

City Cat Home selects **Non-Profit Shelter** (\$0/month). The “Join Now” button takes them forward without any immediate



payment — just clear next steps. They're happy that the platform honors nonprofit work and doesn't make them justify their mission with upfront fees.

4. Buyer Journey

4.1. Profile Page

The screenshot shows the 'Your Profile' section of the CAT CONNECT app. At the top, there's a navigation bar with links for Preferences, Matchmaking, Watchlist, Products, and Community. To the right of the navigation is a user icon labeled 'Isabella' with a dropdown arrow. Below the navigation is a banner stating 'Your current subscription is: Adoption Pass + Community' with a 'Manage Subscription' button. The main content area is titled 'Personal Details' and features a placeholder image for a profile picture. Below the image, the name 'Isabella Fernández' is displayed, followed by email ('E-Mail') and phone number fields ('Phone Number'). There are 'Edit' and 'Update Profile' buttons, and a red-outlined 'Delete Profile' button at the bottom. The background of the profile page has a yellow-to-white gradient.

Coming from the subscription-selection flow (**Products**), Isabella lands on **Your Profile**. The first element she notices is a slim banner confirming that she is currently on the “Adoption Pass + Community” plan, accompanied by a single **Manage Subscription** button that lets her upgrade, downgrade, or cancel.

The centre of the card holds her basic details. Tapping the small **Edit** link beneath the grey avatar circle opens a file picker so she can upload a friendly photo; once saved, the picture becomes visible to sellers/ shelters she messages. Two text fields show her email (pre-filled) and an optional phone number. Pressing **Update Profile** persists any changes and briefly confirms success.

If Isabella decides to leave the platform altogether, a red-outlined **Delete Profile** button opens a confirmation dialog; on approval, her account, watchlist, chats, and subscription are wiped.

This lightweight step gives Isabella confidence that she controls her personal data before she proceeds to set her cat preferences.

4.2. Preferences

From her profile Isabella moves to **Preferences**, the step that tells the system what kind of cat to look for.

The form asks first for a ZIP code which is the only required field because distance sorting depends on it. Every other control is optional: **Location** (free-text; required so matches can be ordered by distance), **Travel radius** (single-select drop-down (25 km / 50 km / 100 km / any)), **Shelters only** (yes/no toggle), **Age range** (multi-select drop-down (kitten, young,

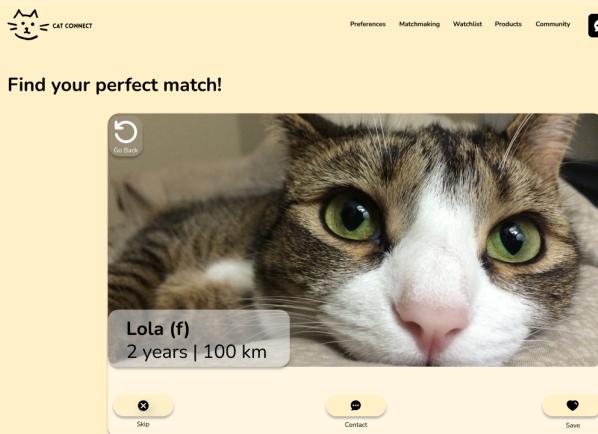


adult, senior)), **Gender** (single-select (any, female, male)), **Is Castrated** (yes/no toggle), **Colour** (multi-select drop-down that turns choices into removable chips), **Allergy-friendly** (yes/no toggle), **Adoption fee** (two numeric boxes for minimum and maximum), **Health** (single-select (healthy, special-needs, both)).

The screenshot shows a form titled "Tell us your purr-preferences" with a sub-instruction: "Share your preferences so we can find your perfect match! You do not need to fill out every field. If you don't have a particular preference leave it blank." The form includes fields for Location (text input), Travel Radius (dropdown), Shelters only (checkbox), Age Range (dropdown), Gender (dropdown), Is Castrated (checkbox), Colour (dropdown), Allergy-friendly (checkbox), Adoption Fee (range input), and Health (dropdown). A "Reset Preferences" button is at the top right, and a "Find your match" button is at the bottom right.

Each change is stored immediately in her user preference record (update on existing row or insert on first visit). Clicking **Reset preferences** clears her previously saved preferences and reloads the page with the default values, giving her a quick way to start over. When she selects **Find your match** the client validates that a ZIP code exists, sends the current preference set to the backend, and redirects to **Matchmaking** with the filters encoded in the query.

4.3. Matchmaking



A semi-transparent badge in the lower left shows the essentials—name, sex, age, and distance. Touching that badge opens up the full cat profile and information about the seller/shelter including their ratings from previous adoptions handled on CatConnect.

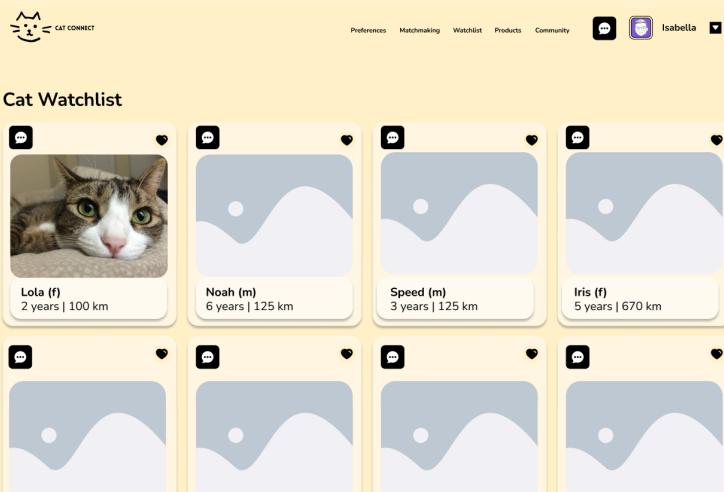
Directly beneath the photo an action bar offers three choices. **Skip ✖** dismisses the current card and loads the next cat. **Save ❤** adds the cat to Isabella's watchlist and then—just like Skip—brings in the next candidate. **Contact 💬** opens a new chat with the seller or shelter,

After Isabella confirms her filters the client redirects to **Matchmaking** and pulls the first batch of cats ranked by her preferences, so Isabella sees her best candidates first and rarely needs more than a few swipes to fall in love.

The new screen stays deliberately minimal: a single, edge-to-edge photo fills most of the viewport, while a

pre-filled with the cat's name, and takes Isabella straight to the messaging view. The **Go Back** arrow in the top-left restores the cat she just passed if she changes her mind.

4.4. Watchlist



With a handful of favourites in mind, Isabella heads to **Watchlist** to see them all at once. Each cat appears as a tidy card that echoes the photo and badge she remembers from swiping, making it simple without scrolling through long profiles. A quick tap on any card re-opens the full listing so she can reread health notes, glance at the shelter's rating, or start a chat straight from there by clicking on the **message icon**. If a cat no longer feels like a match, tapping the **little heart** in the top right corner drops it from the list and closes the gap. Whenever the Watchlist empties, a friendly illustration nudges her back to Matchmaking, turning a moment of indecision into an invitation to keep exploring.

5. Admin Journey

5.1. Profile Page (Manage Listings)

On the admin side, private sellers and animal shelters create their profile first before they can add & manage cat adoptions. The profile of a seller includes listings & contact information. It's the central hub for managing their appearance on the platform. Users like Lena Schmidt are shown with fields such as name, email and phone number. Listings appear in a watchlist style with brief summaries and editing features (add, edit & delete) of each cat profile. Over Personal Details, the user can also manage their

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subscription mode. The status of the user's subscription is shown, and the user can go back to the subscription page by clicking **Manage Subscription**. Scrolling down the page, sellers & shelters can take a brief look at the adoption summaries to know how many of their adoptions are open, pending or completed under "Admin Details". If the user wishes to receive more information & data towards their published adoptions, they can click on the button **View Dashboard** to go to the dashboard site. After making some changes in the profile (for example, Lena changed her email address to lena.brezel@tum.de), the user must click on **Update Profile** to save the changes. If Lena decides to quit our platform, she simply needs to click on the button **Delete Profile**. She will receive a question whether she really wants to quit and we would list the features that she would miss if she would decide to quit CatConnect (like when the user wants to cancel a subscription). After Lena clicks on yes, her profile gets deleted.

5.2. Listing Page

When a seller or shelter admin decides to create a new adoption list, he/she needs to be on the Listing Page (Admin) to create a cat profile for the adoption. By clicking **Add New Adoption** on the Navigation Bar, admin users can immediately create a new cat profile. A cat profile contains fields for the cat's name, a photo, profile description, gender, age, breed, color, health status and more. The information on the right side of the profile is important for our matchmaking system as it is matched with the buyer's preferences. The layout is clean and straightforward which helps users to navigate the form without confusion. After filling out the profile with information, the user can click on **Save Profile** to save the information or click on **Publish** to bring the profile online.

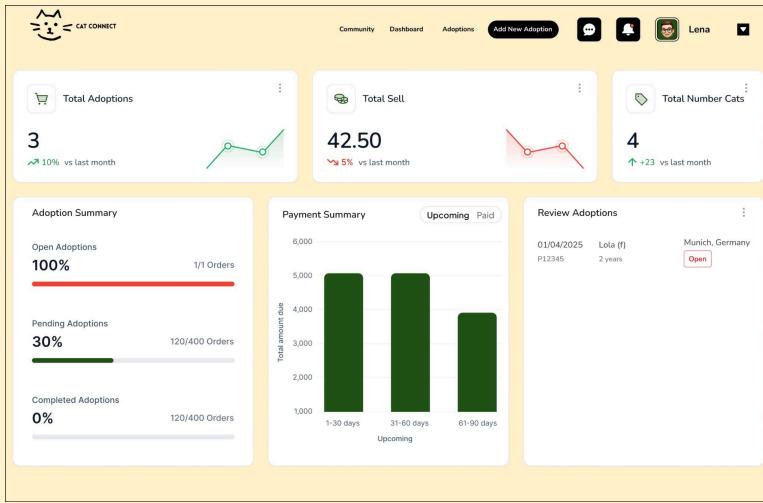
However, as user progress, they may notice the "**<< Back**" button. This becomes important if they change their mind or need to return to the dashboard to review something. Once the profile is filled out, the user can click on **Save Profile** to save the information or click on **Publish** to bring the profile online. After publishing a profile, the user receives information through the next page that the listing was successfully created.

5.3. Seller Dashboard



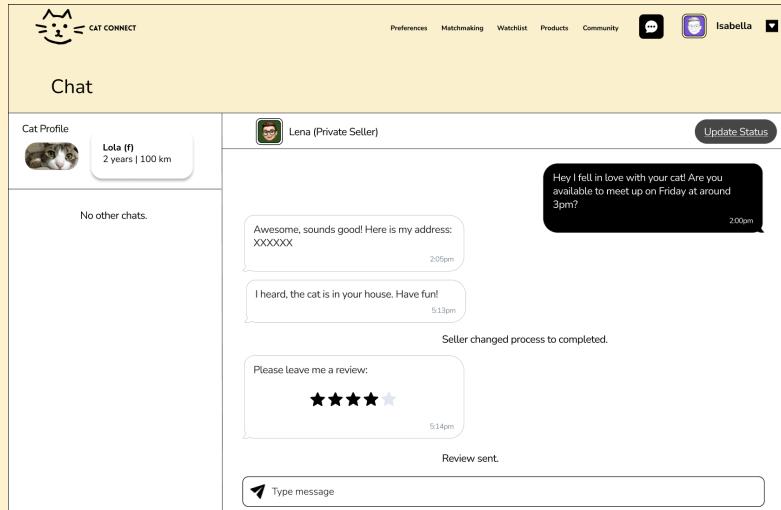
The user journey on the Seller Dashboard starts with an overview of key performance indicators. Upon landing on the page, sellers or shelters immediately see metrics such as total adoptions, total sales (this is only for private sellers as shelters don't make money out

of adoptions), number of listed cats and monthly comparisons. This snapshot helps them evaluate how their listings are performing and if there's any recent progress.



view individual adoption entries, complete with cat names, ages and current statuses. This layer provides depth and supports operational monitoring. Despite the valuable overview, the user journey here is largely read-only. Sellers cannot take direct action such as updating an adoption status or reviewing payment activities on their own.

6. Messaging Page



After Isabella found a cat she fell in love with, she entered the chat page to communicate directly with the seller. Here, she could confirm meeting details, exchange information, and move the adoption process forward. The left panel displays key details about the cat, keeping important context at hand. During the conversation, the seller can

update the process status (**Update Status**), and the system provides automatic progress notifications. Once the adoption is complete, Isabella can leave a review directly in the chat without navigating away. To protect user privacy and keep the platform clean, the conversation will be automatically deleted 30 days after the adoption is finalized, ensuring a streamlined and secure experience.

7. Community Forum

The screenshot shows the CAT CONNECT community forum. At the top, there's a navigation bar with 'CAT CONNECT' logo, 'Products', 'Community', and user profile icons for 'Lena'. Below the navigation is a section titled 'News in the Community' featuring three posts:

- Jennifer • 1 week ago**: I saved a cat from the tree - what should I do next? (36 Views, 15 Likes, 42 comments)
- Clara • 1 week ago**: Huhu - any cat owners from Brazil in Munich? (79 Views, 33 Likes, 40 comments)
- Kourtney • 3 weeks ago**: my husband has a cat allergy, but i don't want to give my cat away (14 Views, 3 Likes, 0 comments)

To the right of the posts is a sidebar with a text input field 'Let's share what's going on your mind...', a 'Create Post' button, and a 'Manage My Posts' button. Below these are sections for 'Meetups' and 'Events':

- FEB 7**: Cat Runaway Competition (Online, Worldwide)
- FEB 3**: Cat Exchange Meetup (On Site, More Work)
- FEB 5**: Meetup Q&A Cat Caretaking (Part Time, Remote, Worldwide)

After successfully purchasing access to the community, the user enters a dynamic space where they can browse posts from other cat lovers, including shared experiences, care tips, adoption stories etc. The central feed highlights trending or recent posts, each showing key info like author, content preview, likes, comments, and views. On the right, users can quickly create new posts or manage their existing ones, encouraging active participation. Below that, upcoming events—both online and in-person—are listed to help users connect beyond the platform. This setup fosters meaningful interaction, knowledge sharing, and a strong sense of belonging within the cat-loving community.



Conceptual Data Model

