# Project: Phase 1 – Project Selection and Preliminary Analysis

#### Statement of the Project and Project Sponsor

**Project Title:** PetStarz Integrated Management System

**Project Sponsor:** April Shymko, Founder and CEO of "PetStarz"

**About the Organization:**

PetStarz is an innovative startup with a laser focus on transforming the pet industry through a groundbreaking Software-as-a-Service (SaaS) online platform. The organization's central mission is to bring about positive, systemic change by offering a comprehensive, digital solution that addresses multiple facets of pet ownership. Specifically, PetStarz has identified four domains that are integral to its operational framework:

1. Ethical Pet Sourcing: The platform seeks to facilitate an informed and responsible choice for potential pet owners by listing pets sourced through ethical means.
2. Supplier Verification: Acting as a bridge between users and a network of verified suppliers—which includes breeders, shelters, and rescue organizations—the platform emphasizes credibility and humane practices.
3. Fraudulent Practice Reporting: Committed to maintaining a high level of integrity within the industry, PetStarz incorporates a mechanism allowing users to report unethical or fraudulent activities. This acts as a self-regulating feature to uphold standards within the platform.
4. Information Dissemination: A cornerstone of the PetStarz platform is its dedicated space for educational content and research. This aims to ensure that pet owners are well-informed and equipped with the knowledge required for responsible pet care.

Designed to be intuitive, user-friendly, and reliable, the platform includes the core values of trust, ethical sourcing, pet welfare, user empowerment, and community support. The ultimate vision is not just to offer a service, but to cultivate a harmonious ecosystem that emphasizes the welfare of pets while empowering users. This aligns with the organization's long-term strategic objectives and offers a scalable solution adaptable to future industry challenges and user needs.

**Current System Description:**

As of now, PetStarz is in a foundational stage, operating on a basic digital platform that serves as a preliminary step towards achieving its ambitious and visionary goals. This platform is designed to become a one-stop solution for a local community of pet enthusiasts. However, it's important to note that several crucial elements are still in the planning or conceptual phase, yet concrete implementation. While the platform provides a skeleton structure that aligns with the company's vision of revolutionizing pet ownership and sourcing, it currently falls short in offering the full range of features and functionalities envisioned. The platform lays the groundwork but hasn't yet reached its full potential, which is essential for meeting the diverse and specific needs of pet lovers.

Room for Improvement:

**Proposed Solution:**

The "PetStarz Integrated Management System" will include the following features:

1. Unified Pet Listings: In this project, one of the primary features is to build an all-inclusive database covering a variety of pets. This includes canines, felines, and other more exotic animals for adoption or foster. The aim is to provide an advanced and user-friendly search functionality that allows users to sift through listings based on specific criteria like species, breed, age, and location. The addition of a 'Foster Database' extends the scope of the system by listing pets available for temporary care, thus adding an alternative option for users who may not be looking for a long-term commitment but still want to engage with the pet community.
2. Supplier Network: The next step in this project is to develop a Supplier Network feature. This will facilitate a direct link between end-users and a vast, validated network of suppliers, which include breeders, rescue organizations, and shelters. Rigorous validation protocols will be built into the platform to ensure that all suppliers meet the standard of ethical behavior and care for the animals. Additionally, this feature will allow shelters and breeders to create, customize, and manage their own profile pages on the platform, giving users multiple touchpoints to gather information.
3. Fraud Reporting Mechanism with Digital Web Form: A key feature of the project is a Fraud Reporting Mechanism, where a digital web form on the platform allows users to report unethical or suspicious activities. This form simplifies the reporting process by collecting details like the complaint's nature and involved parties. It enhances the platform's commitment to ethical sourcing and integrity. This feature aims to promote transparency and trust within the pet adoption ecosystem, ensuring a safer environment for all users.
4. Research Hub: This part will not only serve as a repository of curated articles and guidelines but also feature a Q&A database. The latter is designed to function as an interactive FAQ platform that supports user queries. Users can post their questions regarding pet laws, ethical supplier selection, or general pet care, which could be addressed by experts in the field like veterinarians. This feature enhances the platform's usability, offering immediate, reliable information for users seeking to make informed decisions related to pet ownership.
5. Community Engagement: It is a significant aspect of this project. Features such as interactive forums and discussion boards are planned. A 'Lost & Found' section will provide a community-driven platform to help locate lost pets. A dedicated 'Events Page' will also be designed to allow stakeholders like shelters and breeders to announce upcoming events, thus facilitating community interactions and knowledge-sharing.