**Project Overview/Proposal**

Group members:

* Mariam Abbas
* Samir Bu Jawde
* Ibrahim Harmoush
* Alaa Khanafer
* Elias Kiami
* Mariam Slim

# **Introduction:**

We intend to design and develop a website (“*HappyPaws*”) where people can buy pet items and adopt pets. This platform's goal is to connect animal lovers with shelters in order to facilitate adoption and find homes for all stray animals. It will also serve as a platform for clients to purchase everything they need for their pets from nearby stores in one place, making adoption simpler than before.

The website will be divided into 2 categories:

* The first is for pet adoption, and shelters will be able to upload pictures and descriptions of the different pets they have for adoption with a small description for each. Once a person wants to adopt an animal, they can book an appointment with the shelter through the website. And there will also be a feature for people to donate money to shelters.
* The second part of the website will be a platform for shops selling animal related products such as pet food, toys, and clothes to post their products and sell them to pet owners straight from our website.

In this project, we will be focusing on making a user-friendly interface, with features designed to make it simple and fast for the user, such as filtered search, suggestions, and trending pages. Once a user logs in as a customer, there will be two tabs available, each will direct the user to a different part of the website — the shelter for adoption, and the shop for buying items. In addition, we will be designing the website to be compatible on both smartphones and desktops. The back end of the website will be designed for the website owner to have access to all the analytics and information related to user, shelter, and shop accounts. In the login page, the user has to choose one of following categories in order to get access to the website (customer, shelter, pet shop).

# **Personas:**

**1- Customer:**

Layla is a 22-year-old political science major who is an animal lover. She recently moved to an apartment with her friends, and they are looking to adopt a house cat. Due to their conflicting schedules, they have not found the time to go looking for the cat they want in different shelters. Using the website “HappyPaws”, they can browse different shelters from the comfort of their own home and find the perfect cat. Once they book an appointment and finalize the adoption, they can shop for all the accessories they need such as cat food, toys, and small beds.  
  
**2- Shelter:**

Johnny is a 45-year-old shelter manager who has a degree in Veterinary medicine, and he dedicates all his time to saving stray pets. He has been facing problems with reaching potential adopters, and his shelter is full with no capacity for more pets. In addition, he has been running low on funds, and is unable to care for his pets anymore. By joining the website “HappyPaws” as a shelter owner, he can reach his intended audience easily, and find homes for the pets. He can also benefit from benevolent people who want to help financially.

**3- Shop:**

Mounir is a pet shop accessories owner with a master's in business administration. His shop offers high quality pet accessories and local made pet food. His shop is in the countryside where he lives with his family, and due to that he has been struggling to find new customers. “HappyPaws” would advertise his products directly to the people who might benefit from the items he is selling.

**4- Admin:**

Alice is a recent computer science graduate, and she wants to become an entrepreneur for a website to help connect shelters and animal lovers. She will be commissioning our team to create a website for her and make it easy to follow up on website activities, analytics, and updates.

# **Features:**

## **1 - Administration:**

1. Log in as administrator:

The admin will have login credentials to be able to access the back end.

1. Approve shelter/shop:

Shelters and shops need approval by the admin to be able to open an account.

1. Customer support chatbot:

This feature is for customers to solve any technical problems with the administrator.

1. Upload FAQ:

FAQs are important for the admin to be able to address frequently asked questions in one convenient place so that everyone can benefit from others questions.

1. Moderate:

Includes removing users/ posts- change permissions/ resetting password.

1. Analytics:

This tab will contain all relevant information such as adoption rates, monthly sales, and the number of registered users, shops, and shelters.

1. Mailing list:

* All registered emails will be compiled into one list for the admin to be able to send frequent updates and announcements. We might divide the list into customers’ emails, shelters’ emails and pet shops’ emails in case a certain email is addressed to a specific category.

## **2- Customers:**

1. Sign up:

Allow users to create an account with a valid email and password.

1. Login:

Allow customers to access their accounts and reset forgotten passwords through his email.

1. Settings:

Display relevant settings such as language, notifications, currency, (light/dark mode) …

1. View/Edit Profile:

Display customer’s picture, name, and bio.

Allow customer to change his picture and bio only.

Allow customer to access and modify fav list.

1. Browse:

This tab will have suggested breeds, accessories, featured items, and recently viewed items.

1. Search:

Search for shelters, pets, accessories, and an option to filter searches (location, price, type of items for shops/items; location, species, breed, age for shelters/pets)

1. Check for details:

Check details of pet, item.

1. Adopt a pet:

Schedule a meeting with the shelter to adopt a pet.

1. Rate / Review:

Leave a rating for items and shelters.  
View other users’ ratings.

1. Payment options:

Pay for purchased store items (credit card or cash on delivery).

1. Donate:

Allow users to donate to shelters of their choice.

1. Contact support:

Ask support for help or technical questions using the help button.

1. Contact pet shop/shelter:

Contact shops and shelters for additional information/ questions/ inquiries…  
Reply to shops and shelters when contacted.

1. Sponsor a pet:

Allow customer to pay a monthly fee for a shelter to take care of a specific animal indefinitely.

1. Foster a pet:

Allow customer to take care of a pet in their homes for a short period of time, until the pet is adopted.

1. Upload info about lost pets:

Allow users to upload information about a pet they lost or found. Information may include photos, description, location, etc.

1. Shop for pets’ food, toys, other items…:

Buy pets related items from shops using the website.

1. FAQs:

Access FAQ section added.

1. Add to favorite (fav pets, fav shelter…):

Access and modify fav list.

1. Pets’ health info:

Access information posted about pets’ health conditions by shelters to know how to take care of a pet.

1. Vets’ availability:

Check shelters’ vets’ availabilities and take appointments.

1. Sharing on other platforms (social media):

Option to share information and reviews on social media.

1. Gamification:

Rewards users with points, badges, and discounts for completing certain actions, such as adopting a pet, leaving a review, or donating to a shelter.

## **3- Pet Shops:**

1. Request for authentication (apply for verification):

Allow pet shops owners to apply for verification.

1. Log in:

Allow pet shops owners to log in with their own credentials.

1. Create profile:

Allow pet shop owners to create their profile and customize their name and photo.

1. Shop page customization:

Allow pet shop owners to customize the look of their shop page.

1. Add information to shop page:

Enable pet shop owners to add relevant information, such as contact details, location and available accessories.

1. Inventory:

Allow pet shop owners to manage their inventories and add their assets on the shopping page.

1. Manage orders:

Allow pet shop owner to receive orders via an automated email notification with the specified location, price, item, and contact information.

1. Item details:

Allow pet shop owners to add details to each item based on price, food, item for a specific breed, toys.

## **4- Shelters:**

1. Request for authentication (apply for verification and vetting):

Allow shelters to apply for verification and vetting to ensure credibility.

1. Log in:

Allow the shelters to access their accounts securely.

1. Page customization:

Allow shelters to customize the look of their shop page.

1. Add information to welcoming page:

Enable shelters to add relevant information, such as contact details, location, available pets, available vets and adoption process.

1. Add pet health information:

Add articles to help pet lovers learn more about each species life style, health information, etc.

1. Categorize pets:

Provide options for shelters to categorize pets based on species, breed, age, etc., for easier navigation and search.

1. Fundraising:

Allow shelters to raise funds to support their operations and care for animals.

1. Manage booked appointments:

This feature enables shelters to manage scheduled appointments with customers who are willing to adopt a pet.

1. Post pets to adopt:

Allow shelters to post profiles and details of pets available for adoption to attract potential adopters.

1. Post pets’ details:

Help shelters to share detailed information about pets, including photos, descriptions, and adoption requirements.

1. Contact adopters about their experiences:

Allow shelters to follow up with adopters to gather feedback and share adoption success stories.