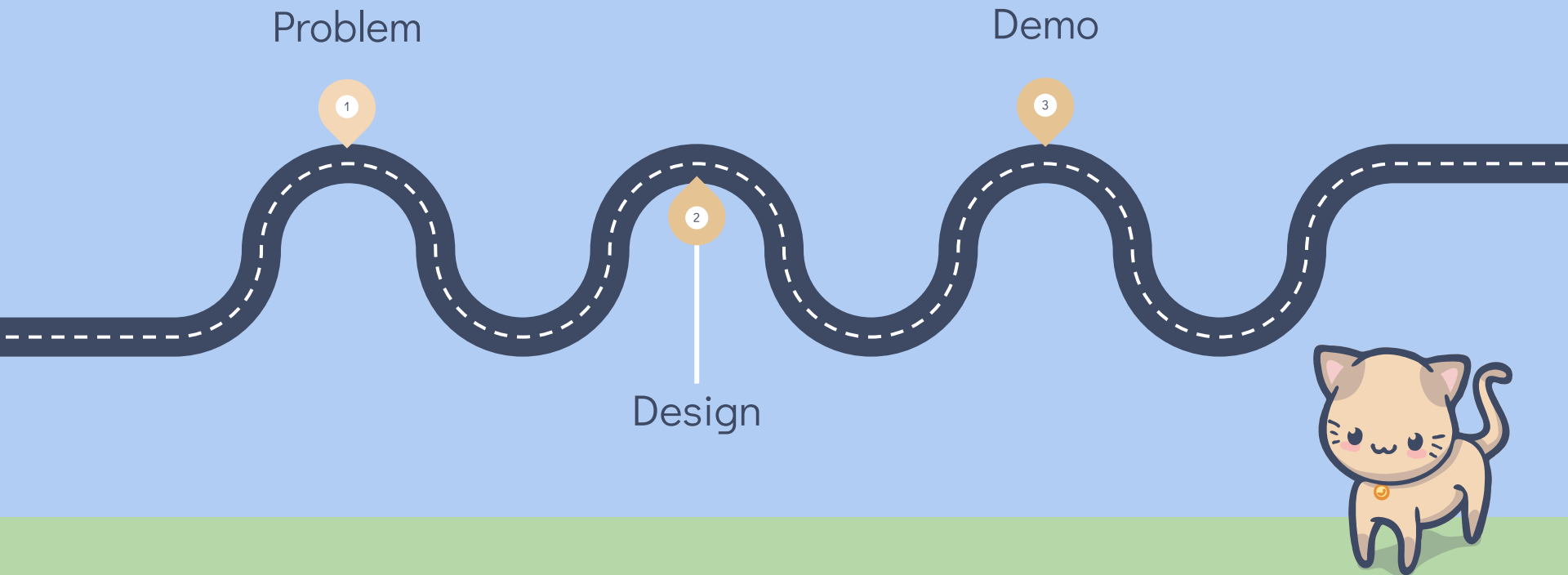


Adoptability with Petfinder

By Melody, Vicky, Justin



Framework of Presentation

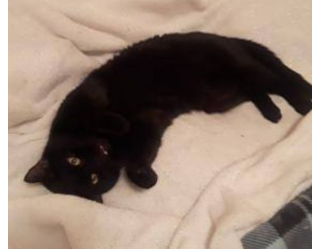


The problem...



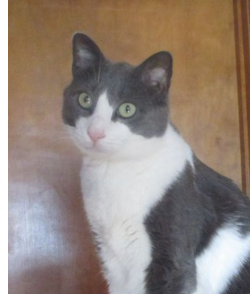
Writing Style is Subjective

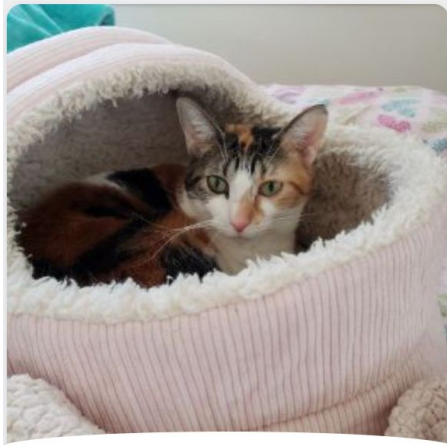
Velvet is a very sweet cat who is spayed, combo tested negative, and updated on vaccines.



Foster

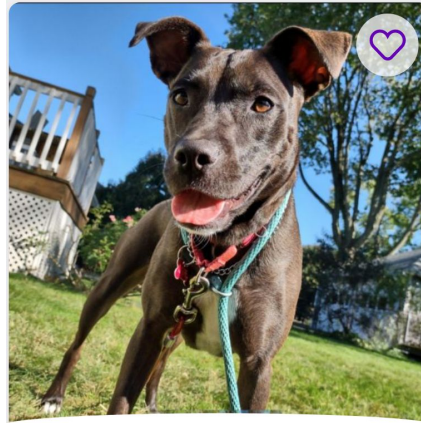
Is he a lapcat? ABSOLUTELY - WHEN HE WANTS YOUR LAP, HE'LL MARCH RIGHT IN.





Cali

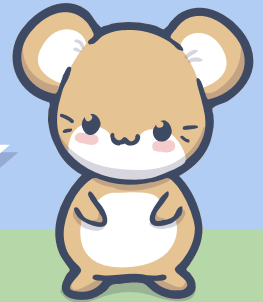
VS



Santini

Adult • Pit Bull Terrier & Labrador Retri...
2 miles away

Different pet → Different target market → ...SAME listing author?



Domain Situation

- No guiding tools
- No guidelines
- Subjective quality control
- Pet's future depends on the writer



POWERED BY  PURINA

petfinder



Search Terrier, Kitten, etc.

Find your new
best friend

Browse pets from our network of over 11,500
shelters and rescues.



Dogs



Cats



Meet Marley

Are you looking for an affectionate and easy-going cat? Well, look no further because Marley may be the perfect cat for you!

Marley is a big, soft, and cuddly girl who will sit on your lap in the mornings while you're drinking coffee or enjoying some downtime in the evenings. She isn't super playful but loves lounging in the sun. She is a mild-mannered and carefree girl.



Petfinder's Data

- Adopted listings were archived
- Dates of status changes

```
{  
  "animal": {  
    "id": 124,  
    "organization_id": "NJ333",  
    "url": "https://www.petfinder.com/cat/ne  
124/nj/jersey-city/nj333-petfinder-test-account/?ref  
_id=d7e3700b-2e07-11e9-b3f3-0800275f82b1",  
    "type": "Cat",
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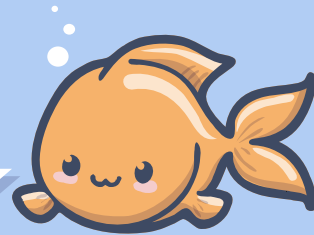


The Strat.



“*Knowing information about **what ads pull the most**, and concentrating on those traits*

- **Laura**
Head of *Sweet Souls Rescue*



(not what Laura looks like)

Main Goal

Create a visualization that shows rescues what *they can do* to help get their animal adopted.

- Show the listings adopted the fastest
- Given inherent traits (e.g. species)
- Which traits would be useful to change? (e.g. spaying/neutering)



Task Abstraction



Discover

- Find new knowledge
- Lowest adoption times



Browse

- Filter based on an animal's characteristics
- Looking at a subset of data based on traits



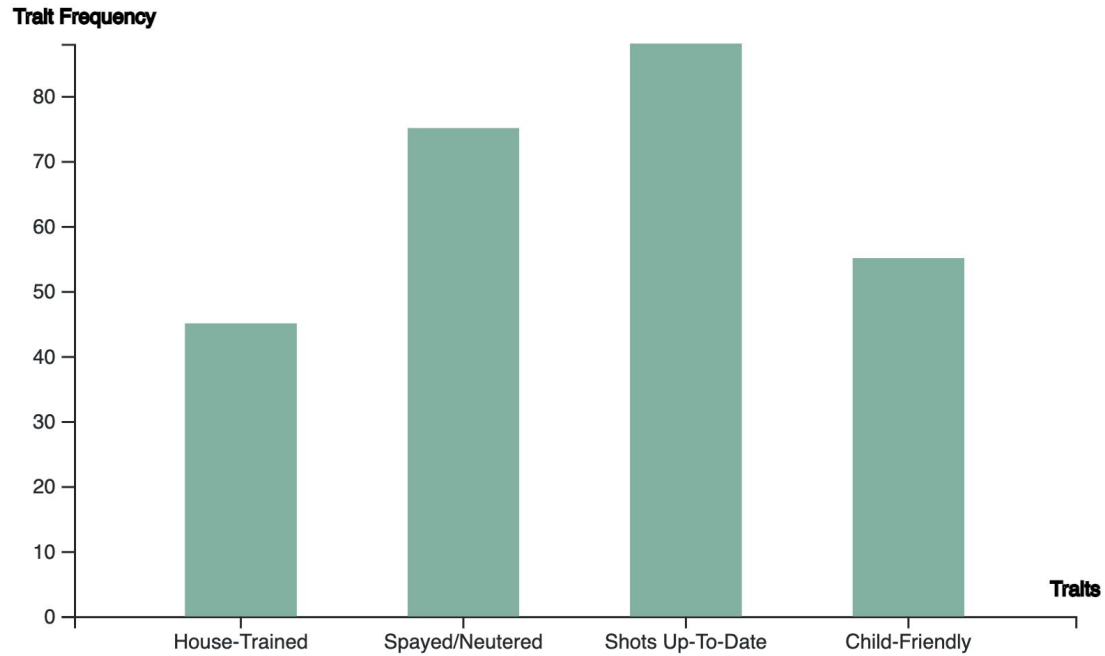
Identify

- Return specific references

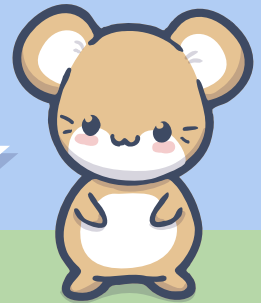
Summarize

- Overview of most common traits





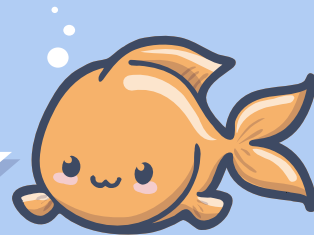
Marks: Bars, Channels: horizontal and vertical axes, height of bars



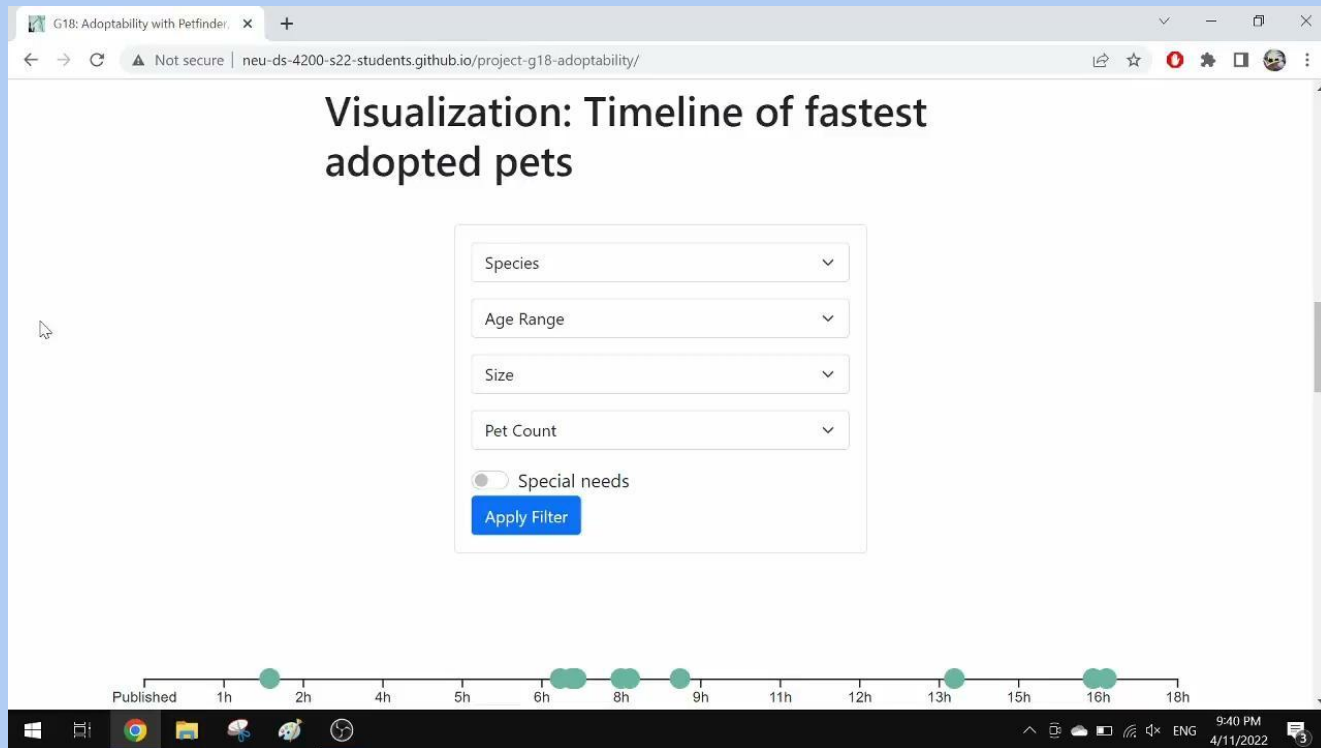
Encodings in our Visualization



- Best format for showing time to adoption
- Marks: interactive circles
- Channel: Horizontal position



Interactions in our Visualization



Conclusion

Rescue volunteer **users** want **data-based** recommendations.

We developed an **interactive** dashboard for **specific** needs

1

2

3

We **designed** visualizations that addressed their **needs**



Questions?



Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs from Petfinder

