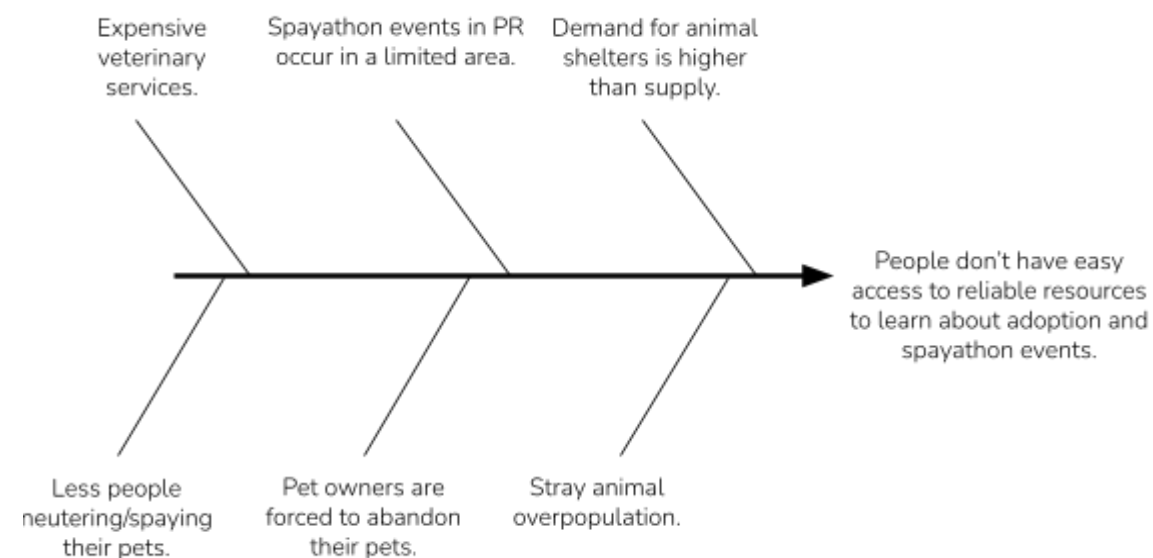


**Problem Background**

- The island of Puerto Rico faces an overpopulation of stray animals.
- Events like Spayathon for Puerto Rico, a collaboration between the Government and the Colegio Médico de Veterinarios de Puerto Rico (CMVPR), only happen in the metropolitan area. Hence, leaving out a large portion of the population.

**Target**

The goal to be achieved is to efficiently spread news to the entire island regarding events hosted by veterinarians that offer free or discounted sterilization and vaccination services; thereby contributing to the effort to decrease the rates at which the stray pet overpopulation is growing. The idea is to have a sole resource dedicated to spreading the word in efforts to help stray animals and pet owners on the island.

**Causes****Countermeasures**

- Announcements regarding spaying/neutering and vaccination events hosted by veterinarians will be continuously uploaded.
- Allow users to contribute their own posts - intended for veterinarians to offer their services and users to post pets up for adoption.

**Check/Evaluate**

- In order to measure the success of the platform, attendees to events promoted by the platform will be surveyed at the event and asked how they found out about the event. Furthermore, the survey will ask the attendees' town of origin to measure how well our platform is reaching people from all around the island.
- An increase in adoptions through the platform will indicate that animals that need homes are finding homes.
- Vaccination and spay events offered in an area other than the metropolitan area and promoted on the platform will indicate that the platform is reaching the target audience and achieving the goal of creating islandwide awareness and accessibility of these events.
- In the case that the countermeasures put in place do not counteract the causes, the intended audience will not have engaged with the platform and user activity will be low.

**Act/Standardize**

- To ensure the project continues to work as intended, levels of average user activity, such as sharing their own posts in regards to adoptions, should remain continuous. The creators' collaboration with veterinarians to create awareness about adoption, spaying, and vaccination events through promotions on the platform should also remain continuous.
- To keep users engaged, implementation of an email subscription service will be available to notify users of new events or posts of interest.
- The concepts planted can be applied to other impactful social issues that need awareness.