



Contents

Contents

- Application Description
- Core Features
- Extra Features
- Target Users/Demographic
- Value of Our Application for Users
- Project Worthwhile
- Competitors
- SWOT Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats



Application Description

Application Description

- A user with an account can:
 - Adopt a pet
 - Find a new home for their pet
- Pets can be searched according to advanced filters in the site.
- The details of pets can be conveniently acquired from the pet's detail page.
- User can add favorite pets in favorite list.
- UI is very user friendly.
- Users can manage their account very easily.



Core Features

Core Features

- Landing Page
 - Explanation of how the website works
 - Search bar to search for different pets
- Pet List/Search Page
 - List of search results, filtered by user
 - Sorted by oldest or newest additions
 - Ability to favorite different pets

Core Features (cont.)

- Individual Pet Page
 - Displays an individual pet profile (photos, info, etc.)
 - Lists questions from users and answers from owner
 - Ability to favorite pet
- User Profile
 - Displays user information and settings
 - User can update their settings and info (password, email)
 - User can add pet profiles to their profile
 - User can delete their own profile

Core Features (cont.)

- Favorite List
 - Only available for authenticated users
 - List of favorite pets for each user
 - Sorted by oldest or newest addition



Extra Features

Extra Features

- Admin Page
 - This page would give the user administrative access of the page to manage all the posts and users on the website.
- Chat Communicator
 - Chat feature that will allow adopters to chat with the owners.
- Report
 - A report button which a user can use to report a particular user for inappropriate behavior.

Extra Features (cont.)

- Miscellaneous
 - A feedback option for adopter to provide review for the user.
 - A location tracking for the adopter to locate the pet
 - A video feature to communicate with the user virtually
 - Various posts notification would be sent to users for adopting of various pets



Target Users / Demographic

Target Users / Demographic

- Owner looking to find their pet a new home.
- A person looking to adopt a pet.
- Users that have specific requirements that they are looking for.
- Users that want to cut time short and have a more efficient experience with searching.
- According to reports by AVMA, in 2018, 57% of American households have at least one pet.

Value of Our Application for Users

Value of Our Application for Users

- Help to find the perfect pet according to their choice.
- No need to go to pet stores to adopt pets. With our application, it will make their life much easier, and they can simply find the type of pet they need and can adopt them so it will save time & travelling cost of users.
- Users don't have to worry about extra pets if they have, they can easily donate to others from this website.
- Users will find/search all types of pet at one place so they will not need to look for various resources.



Project Worthwhile

Project Worthwhile

- According to the 2019-2020 National Pet Owners Survey, about 85 million American families (or 67%) own some kind of pet. These little creatures are part of the family and each year, American families across the country grow a little bit bigger each year.
- Two out of every three American homes includes a pet.
- Pet ownership has increased 20% since 1988.
- US is the biggest market for pets.
- Pet's business is more profitable in the US.



Competitors

Competitors

- Adopt a Pet
- ASPCA
- Dogtime
- Best Friends
- Dogsblog



SWOT Analysis



Strengths

Strengths

- Large Target Demographic.
- Understandable/Robust Accessibility.
- High Long-Term Value.



Weaknesses

Weaknesses

- Lack of recognition
- Lack of budget
- Lack of business connections



Opportunities

Opportunities

- Very profitable in good locations and busy areas
- Greater reach for adoption
- Developing interest from people with no pets



Threats

Threats

- Competition with local pet stores and existing company
- More fake users than genuine users
- High costs of pet's food
- Economic crisis

That's The End!

- Thanks For Listening!

