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Description automatically generated]()

Date:4.9.2019

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| 1.Goal | What do you know of the target group?  Used references (source and validation) | Global age:18+  Work environment: Any  Family status: Married/With Children Mostly  Location / region(s):USA  Stereotypical personality:  Caring, Seeking Love and attention  Used references:  <https://theshelterpetproject.org/adoptpurelove/>  <https://www.facebook.com/pg/Adoptapetcom/reviews/> |
| Target group long-term purpose with this product / service / problem etc?  Used references (source and validation) | Purpose:  More people choosing to adopt a pet from an animal shelter rather than a breeder. Thus free up more space in the animal shelters so that less animals are euthanized there due to circumstances.  Used references:  <https://theshelterpetproject.org/about-our-campaign/> |

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| 2.Do | What actions are required to get the target group use/access to your solution? | Target group actions:  To download the app. Play through the game and finally click on our website link to access more information. |
| What investments (time, money, social and personal data) are required to get access to your solution?  Used references (source and validation) | Target group investments:  The download data for the app and the time needed to go through the game is required and it is optional if afterwards you go to the website and give your information as to get notified about the campaign on different platforms |

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| 3.See | What media and/or communication channels connect the target group the current product / service / problem etc?  Used references (source and validation) | Channels towards Target group:  It connects with people on a personal level where it triggers their desire to help a soul in need. Usually this can be shocking information that they receive through the television or news website about the rising problem of pet homelessness.  Or it can be people from Facebook, Instagram, Whatsapp, Twitter etc. that share the information about the campaign to spread awareness.  Used references: <https://theshelterpetproject.org/> |
| What type of material/media/products/information is the target group using? (think communities, site, media, events, adds etc)  Used references (source and validation) | Target group used channels:  Social media websites: Facebook, Twitter, Whatsapp etc.  Sites for pet adoption or pet clinics.  Pet adoption social events on Facebook and more.  Used references: |
| What do other media and/or channels communicate/demo/display/use from the current products / service/problem? (public awareness of opinion, style, objects, characters, references etc)  Used references (source and validation) | Channels communicating about the current situation:  Television, news websites display the problem of stray dogs overpopulation. Also the newspaper. And show the lack of public and government attention to the rising problem.  Used references: <https://www.aspca.org/animal-homelessness/shelter-intake-and-surrender/pet-statistics> |

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| 4.Say | What does the target group tell others on the current product / service / problem?  References (source and validation) | They say:  The problem is more severe than expected by the general public. The services that for now solve the problem are slow with administration and often too much of a trouble, with the chance of getting scammed, to take them up. There is a big risk of not receiving your adopted pet but also paying a high tax for it.  Used references:  <https://broadwaybarks.wordpress.com/2016/09/14/top-10-animal-homelessness-facts/>  Survey for the General opinion documented by Valentin Georgiev. |
| What do or could they (indirectly) say on the product / service / problem?  Used references (source and validation) | They intent:  Not enough attention is given to the rising problem by the public. The institutions are too overcrowded and poorly funded.  Used references:  <https://www.petmate.com/homeless-animals-what-can-you-do-/article/a10026> |

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| 5.Do | What are they doing (daily life) with the current products / service/problem? (watch, read, discuss, enjoy, play etc)?  Used references (source and validation) | Daily routine with products / service/problem: They search for a pet because-they want to give a gift to their kid, they have recently lost their own pet, they want someone to take care for. The problem with the current service is long wait time for a response from the campaign, financial problems in transportation for picking up the puppy or for taxes for adoption. Some people where even declined a pet due to old age and possibility that the pet outlives the owner.  Used references:  <https://www.facebook.com/pg/Adoptapetcom/reviews/> |
| What kind of behaviour is shown by the target group?  Used references (source and validation) | introvert (1) – extrovert (9) :  Loyal (10) – Changeful (0) :  Analytical (3) – creative (7) :  Passive (3) – Active (7):  Friendly (8) – Aggressive / powerful (2):  Soloist (0) – Team player / social (10):  Used references: <https://twitter.com/hashtag/adoptapetcom?src=hash> |

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| 6.Hear | What do they hear from other media on the current products / service/problem??  Used references (source and validation) | Hear from other media:  The steps for adopting a pet are simple and everyone can do them and to keep on trying to solve their problems (if there are any) with the foster family of the pet or to try a different campaign or website and to be patient for a response.  Used references:  https://www.theshelterpetproject.org  <https://www.facebook.com/pg/Adoptapetcom/reviews/> |
| What do they hear from other people (friends, family, non-fans) on the current products / service/problem?  Used references (source and validation) | Hear from other poeple:  That they would always recommend people to adopt a pet from an animal shelter rather than from a breeder.  That they would volunteer for the cause for stray animals but are personally occupied and so they can only spread awareness. They would love to give some financial supports to those institutions but for now are short on cash.  Used references:  Survey Performed by Valentin Georgiev on Public opinion about the stray animals problem. |

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| 7.Pains | What are their fears, frustration and anxieties on the current products / service/problem?  Used references (source and validation) | fears, frustration and anxieties:  Lack of response. Emotional investment in to something that has little chance of success. Financial problems, medical bills if they receive an ill pet. Possibility that they will pay the fees to the foster home for the pet adoption but they will get scammed and not receive the animal.  The fact that there are so many animals in need of help or a loving family and they can not help them.  Used references: <https://www.facebook.com/pg/Adoptapetcom/reviews/> |
|  | What cause these fears, frustration and anxieties?  Used references (source and validation) | Causes:  Poor reviews in their websites from other or personal user experiences. Statistics read from websites or heard from Tv or radio.  Used references: <https://www.onegreenplanet.org/animalsandnature/12-alarming-facts-about-pet-homelessness/> |

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| 7.Gains | What are their wants, needs, hopes and dreams on the current products / service/problem?  Used references (source and validation) | wants, needs, hopes and dreams:  The hopes that they can help solve the problem of stray dogs and nullify the number of animals euthanized per year. To help an animal in need and to give it a chance for a better life.  Used references: |