

Approximately 6.5 million dogs and 100 million cats are returned to their owners each year nationwide.

Shelters have different missions and goals, management policies, staffing constraints, budgets and resources from hospitals, kennels, laboratories or breeding facilities – for which most small-animal herd health management protocols were developed.

Some of the biggest challenges are faced by open admission shelters that must accept all animals regardless of capacity to care for them, resulting in high turnover and population density problems not faced by other facilities that can limit admission, test for diseases, set quarantines and the like. So they need to find someone who accept to adopt the pets on the other hand there many people who don't know how they can adopt a pet from shelter or there some other people who think it's not good to adopt a pet from shelter because its culture has not been explained to them so far.

Initial Assumptions

- There are some users do not trust shelters' atmosphere or how to care animals.
- There is a lack of constant access to animals' detailed information.

- To provide reliable information
- To simplify and facilitate the
- To help users find their pet b
- To make a good relationship

- of the exercise and gathered some information. I asked myself some questions:

 - Why people are not adopting?
 - What are people imagining about the dogs that have been kept in shelter?
 - Why people can't find time to adopt?
 - What's wrong with the service?

Research

For this case study I used secondary research.

 - Secondary research
 - Semi-structured interview
 - Competitive analysis

1. Finding the problem

Before I start solving anything, I need to understand the problem. I will do secondary research to understand the problem better.

- of two steps
- 1. Break it down
- 2. Reconstruct

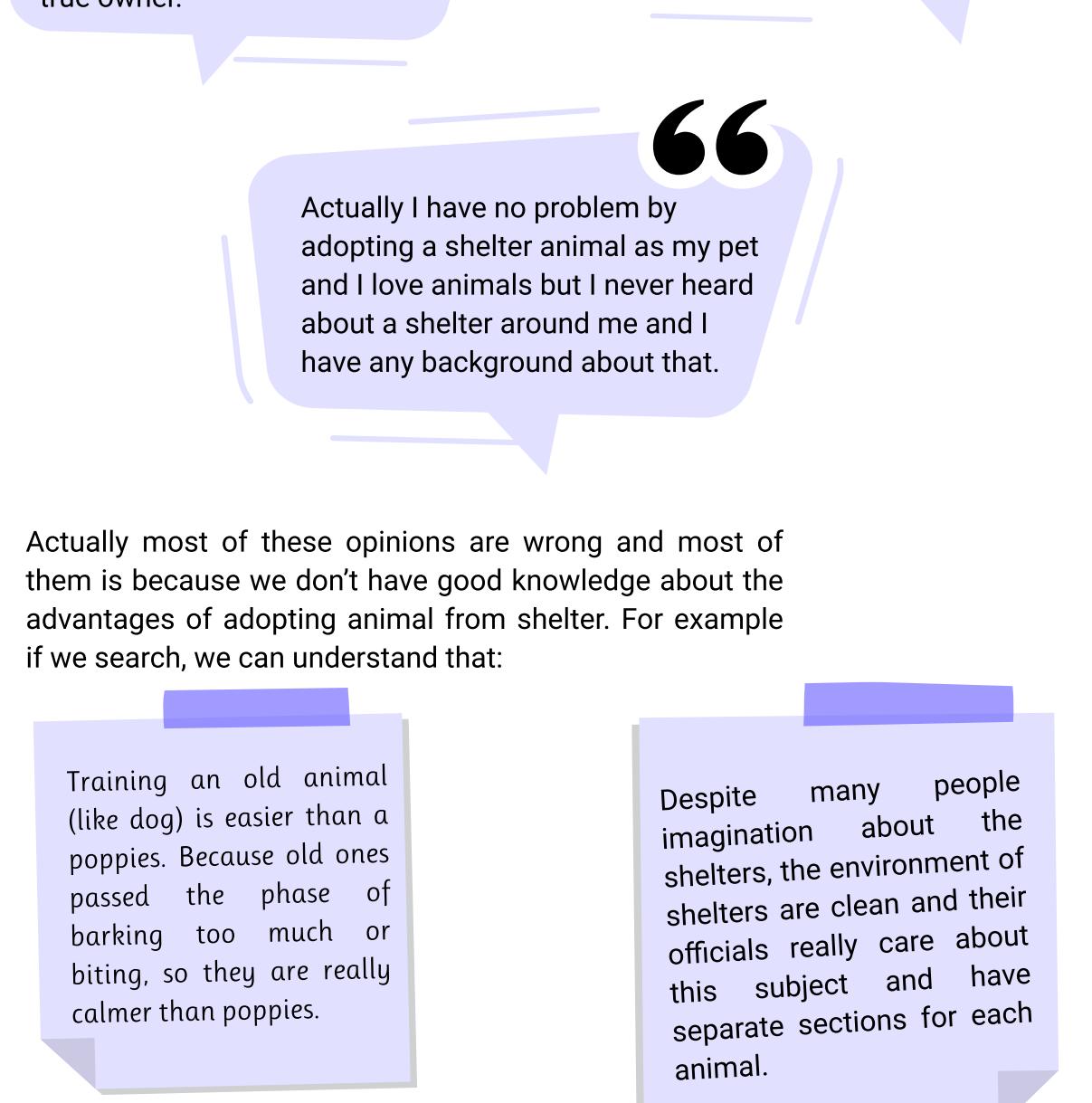
Ok, lets do it.

We want to:

- to adopt

- so it causes that about every year.
So, why people don't discovered people adopting animal from opinions:

Honestly I scare to adopt



is that you can save your money. Because medical costs will be higher when you buy a pet from shop but if you adopt a pet from shelter it will be cheaper.

- ## 2. Solving Problem



Now, it's time to decide to consider a mission for our project based on what I researched and discovered until now and it's:

Create an experience to get more animals adopted from shelters.

For this mission I want to define 3 goals:

 1. Help adopters to find a pet that fit their lifestyle.
 2. Help people to change their mind about the shelters and trust them.
 3. Introduce the advantages of shelters for people who want a pet

1. Business Problem

What problem does the business have that you are trying to solve?

- The user does not trust the atmosphere in the shelter
- The shelters do not provide enough information about their organizational culture and each animal
- Medical history of each animal is very important to user but s don't give these information automatically
- The culture of keeping shelter animals never expand or advertise from shelters.

<p>6. Hypotheses</p> <p>Combine the assumptions from 2, 3, 4 & 5 into the following hypothesis statement: “We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature].”</p> <ul style="list-style-type: none"> I believe that if the user could find an animal that suits with her/his needs and lifestyle, she/he adopt that animal as a pet. I believe that if the user could see all detail information about the animal like photos, video, medical information and etc., she/he can trust that shelter and will adopt the animal as a pet. 	<p>7. What's the most important thing we need to learn first?</p> <p>For each hypothesis from Box 6, identify its riskiest assumptions. Then determine the riskiest one right now. This is the assumption that will cause the entire idea to fail if it's wrong.</p> <ul style="list-style-type: none"> If a user does not have enough confidence in the online space to buy a pet If the user mentality towards shelters is not positive and 	<p>8. What's the least amount of work we need to do to learn the next most important thing?</p> <p>Design experiments to learn as fast as you can whether your riskiest assumption is true or false.</p> <ul style="list-style-type: none"> Interview Competitors analysis
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3. Competitor Analysis

To gain better understanding of the existing products in market, I conducted a competitive analysis and market research based on SWOT analysis method.

- | Competitor Analysis |  Fetch |  Petadoption |  Petfinder Adoptable Pets |  Adopt Me |
|---------------------|--|--|--|--|
| User Rating | 4.2 ★ | 3.5 ★ | 4.2 ★ | 3.5 ★ |
| | <ul style="list-style-type: none"> - Friendly UI - Provided pets' category - Provided pets' photos - Provided location map | <ul style="list-style-type: none"> - Good branding - Advanced search - Provided pets' photos - Provided like feature | <ul style="list-style-type: none"> - Friendly UI - Provided pets' category - Provided pets' photos - Provided location map | <ul style="list-style-type: none"> - Friendly UI - Provided pets' category - Provided pets' photos - Provided location map |

- Not biography for all pets
- Not pets health history
- Loading time is long
- Limited search filters
- Adoption procedure not contained
- Not contains features like

		- Map and location is not provided - confusing process		
<h2>Summary Of Findings</h2>				
<p>Based on my research on competitor analysis I find out that most of pet adoption apps are not fresh and their content are too summarized. So we need an app that be more user friendly. It means that by now we know our user's needs and based on that we need an app with a complete advanced search function that contain more detailed filters to help our users find a matches pet and also help them to compare the pets to have a good pet adoption experience.</p>				
<h2>4. User Survey</h2>				

4.1 Quantitative skills

filters in our platform is important.
And about 90% of users prefer to use mobile phone when using the service.

An Empathy Map is just one tool that can help us empathize and synthesize our observations from the research phase, and draw out unexpected insights about our user's needs.



Asked one of her colleagues that has pet about what way is good to have a pet, buying or buying? and she said about how important her daughter is for her and want the right pet based on their lifestyle.

Emma Adams
32 years old

WHAT DOES SHE FEEL?

She feel confused, and feels the pressure of having to make a decision on the spot.

She wishes there was a platform or application for shelters that provided complete and detailed information about animals as well as their health condition, because it is very difficult to find shelter, and on the other hand, there is no accurate information about animals that live there also I don't know which dog I can keep as pet based on our lifestyle.



yard. Her daughter Emily, like to have a home and Emma heard about animal shelters so she is excited to adopt dogs but not sure what kind would fit to her needs.

Needs

- An online platform or app that helps raise awareness and solve details about adopting animals specially animals' medical history.
- Painlessly find a right pet for my lifestyle.
- Tools that help me to filter the suitable pets based on our lifestyle.

7. User Journey Map				
Awareness	Research	Contact	Process	Bring Home
<ul style="list-style-type: none">Heared different news from her family or her friendsKnow that a pet can be very good for her daughterThere is a mental conflict as to whether taking care of an animal can be good or buying it	<ul style="list-style-type: none">Browsing online to read more about shelters that are exist around the town.Searching for a website or an app that give more information about the situation of animals that live there.Read about others experience in social media	<ul style="list-style-type: none">Go to a shelter to visit animalsAsking the owner of shelter about animals' situation, life style and their health historyVisit different animals and try to get close to them, touch and play with them to see how they actCompare them to petshop's pet to decide adopt one of them or not	<ul style="list-style-type: none">Request the necessary forms for adoption from the shelter ownerMake an appointmentGive the pet adoption	<ul style="list-style-type: none">Search and ask about different training waysNeeds some information about health care and its foodFear of how to deal with a pet and get along with its own lifestyle

