INDIVIDUAL PROJECT PROPOSAL   **PLAY IT FORWARD**

Business Case (What it is):

Play It Forward will be a website for a subscription service that provides a monthly mystery box full of toys for dogs and cats. Once the subscribers have tested the products, they have 3 options.

1. Return the "rented" toy to Play It Forward for cleaning and redistributing.
2. Keep the Cat or Dog's new favorite toy and pay via the Play It Forward Website.
3. Extra option: The subscriber can include an additional toy they already own to exchange for a discount code for 15% off their next Play It Forward Mystery box.

The Motivation (Why it is needed/Who will be using it):

This idea is inspired by the Rotating Closet Idea in which people who want to declutter their closet subscribe to a Rotating Closet that will help them save space and money by renting clothes rather than buying expensive clothes they might "fall out of love" with almost inevitably. It is a great idea for those who do not want to bother with selecting and maintaining items but love the fun and novelty of wearing new clothes. The motivation for Play It Forward is to provide the same service for beloved pets and reduce the stress of clutter. The extra option to trade a toy for a discount code will add even more variety to the product collection.

Play It Forward is perfect for cat and dog owners who may be struggling to keep their pets engaged during playtime or don't know what toys they are missing out on. As a pet owner myself, I know how easy it is to amass drawers full of unwanted pet toys that would be better suited for other pets. For example, some pets desperately need a wide variety of chew toys for their dental health and they could be getting them through this service from cats that prefer to have their teeth brushed and have zero interest in such toys.

Features/Management:

- Create an account (using Google's sign in API)
  - Form will ask for first name, last name, address, type(s) of pet: dog or cat
- Personalize toy preferences. Users will be navigated to a set preferences page and select the checkboxes. Data will be sent by JavaScript's post method.
  - Example of categories: hunting/fetching, kneading, massagers, dispensing toys, etc.
- Mystery box items will be generated by an algorithm that will add up to 5 items to an array Mystery box.
- By default, all users will be matched with all toys. Preferences will filter out toys that are not wanted.
- Data will be stored in arrays
  - "Old" array contains all items of the user's past and current boxes.
  - "Yes" array is the default array containing all items. It will have all items user has not received before: "Yes" array - "Old" array + "No" array.
  - Items will be moved to "No" array if user does not prefer the item or item is the "Extra Option #3 from Business Case.
- This project will likely use HTML, JavaScript, SQL, and Google Sign-in API

Icon is from icons8: "pets" – color, Retrieved from: https://icons8.com/icons/set/pets