Paw Frame

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Version 1.0.0

Summary of Project

Every year, over 1,000 animals in King County are at risk of euthanasia due to overcrowded shelters and low adoption rates. Our app addresses this issue by increasing public awareness and providing a seamless experience for potential adopters. Leveraging King County's open data, we ensure real-time access to available animals, encouraging quicker adoptions. With a user-friendly design, this cross-platform tool aims to boost adoption rates by 20%, giving abandoned animals a second chance at life.

Project Analysis

Value Proposition

The current King County pet adoption website offers limited filters and a grid-based UI that can make navigation difficult. These constraints reduce the likelihood of users finding suitable pets quickly, potentially prolonging an animal's stay at the shelter.

By creating a more engaging and streamlined platform that enables users to "match" with animals based on preferences, this app addresses key pain points for both shelters and potential adopters. Shelters will benefit from increased adoption rates, and users will enjoy a smoother, more personalized experience.

Primary Purpose

The primary purpose of the project is to increase the adoption rates of abandoned animals in King County by offering a user-friendly and engaging platform that connects potential adopters with pets more efficiently than traditional shelter websites.

Target Audience

The target audience includes residents of King County who are interested in adopting pets, with a focus on tech-savvy individuals and families looking for a more modern, intuitive way to browse available animals. This demographic is likely to appreciate the ease of use, mobile accessibility, and interactive nature of the application. We aim to reach this audience through social media campaigns, partnerships with local shelters, and promotion via King County's public services.

Success Criteria

Success will be measured through several key performance indicators (KPIs):

- **Adoption Rates**: An increase in the number of animals adopted from King County shelters.
- **User Engagement**: High levels of user interaction with the app, such as swiping through profiles and saving potential matches.
- **User Satisfaction**: Positive feedback from adopters regarding the app's ease of use and ability to help them find the right pet.
- **Shelter Impact**: A reduction in the time animals spend in shelters before being adopted.

Competitor Analysis

Our app's focuses on simplicity and a better user experience through a swipe-card interaction interface. Existing platforms, such as the King County pet adoption website, suffer from limited filtering options and a cumbersome grid layout. Competitors like Petfinder offer broader search functionalities , allowing users to browse a wide range of government data, but suffer from similar UI limitations due to the grid layout.

Strengths:

- Easy-to-use, familiar interface.
- Focused on local animals from King County.
- Cross-platform functionality.

Weaknesses:

- Limited to King County, restricting the geographic area.
- Dependency on the accuracy and availability of King County's open data, which may not always be up-to-date.
- Lack of a large user base initially, which could hinder adoption and visibility compared to well-established competitors.

Monetization Model

While the initial goal is to promote pet adoption without monetization, the app could potentially include:

- **In-app Donations**: Partnering with local shelters to allow users to donate directly through the app.

Initial Design

The MVP will include:

- A user-friendly swipe interface for browsing adoptable animals.
- Basic filters (species, age, size).
- Pet profiles with photos and descriptions.
- Real-time data synchronization with the King County open data set.
- Cross-platform support for heterogeneous mobile devices.

Scope and Limitations

- Initial release will be focused solely on King County animals.
- Limited filtering options in the MVP, but expandable in future iterations, using ML.

UI/UX Design

The app will be designed to be intuitive and visually engaging. Key elements include:

- A swipe-card interface to easily browse animals.
- Clean, mobile-first design for quick navigation.
- Large, high-quality images of the animals.
- Simple filters (species, age, size) for ease of use.

Technical Architecture

(What are the necessary components to support an MVP? Data structures? Storage considerations? Web/cloud interactions? Be sure to put in some thoughts as to how to measure your success here. Call out dependencies on 3rd party services/APIs here, too)

Components to support MVP:

- **Data Structures**: Pet data(JSON) from the King County open data set, organized by key attributes (species, age, sex, etc.).
- **Storage Considerations**: Integration with cloud-based databases for real-time updates and local caching for offline use.
- **Web/Cloud Interactions**: Regular synchronization with King County's open data to ensure up-to-date information.
- **3rd-Party Dependencies**: Utilization of APIs from King County Open Data and potentially cloud services for storage and user authentication.

Challenges and Open Questions

Challenges:

- **Data Accuracy**: Ensuring that the open data provided by King County is always accurate and up-to-date.
- **Notifications**: Letting users know when the King County open data is updated, including any updates in the adoption process.
- **Performance**: Optimizing performance on mobile devices with large data sets.

Open Questions:

- Should we consider adding features like notifications for new animals that match user preferences?
- How can we best integrate user feedback into the development process to improve the app over time?