



An app for people looking for
that fuzzy someone.

design by AARON BENJAMIN

There are

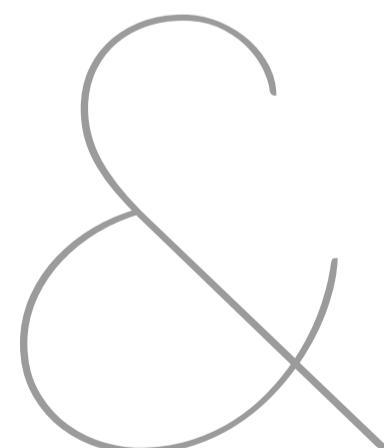
13,600

companion animal shelters in the USA

THAT HOUSE

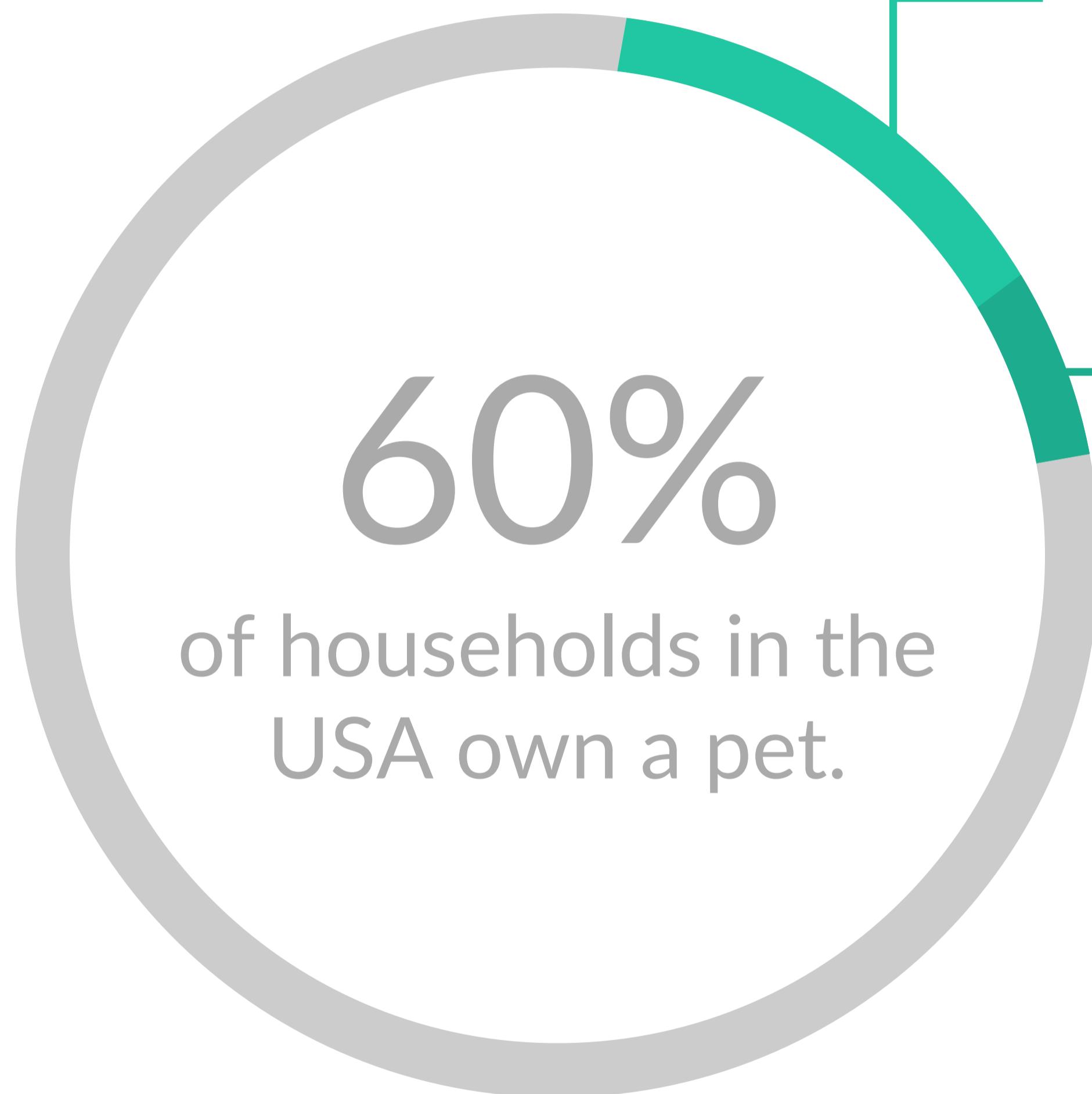
3.9 MILLION

Dogs



3.7 MILLION

Cats



29%
of them were
adopted from a
shelter.

20%
of those adopted
pets are returned
to the shelter.

-- Animals are returned to the shelter largely due to:

- Breed mix-up
- Gender mix-up
- Lifestyle
- Property destruction
- Personality mismatch
- Conflicts with other pets
- Conflicts with children
- Cost
- Medical reasons

GOALS

1. Grow the number of adopted shelter animals
2. Decrease the rate of returned animals
3. Set expectations for pet care
4. Facilitate longer lasting pet relationships

PROBLEM

The most common reasons pets find their way into shelters are misinformation and poor matching. Methods of finding a pet both online and offline rely on the pet-seeker's personal taste and knowledge about the animals they're looking for. There isn't currently an effective way to facilitate a two-way match between animal and household.

SOLUTION

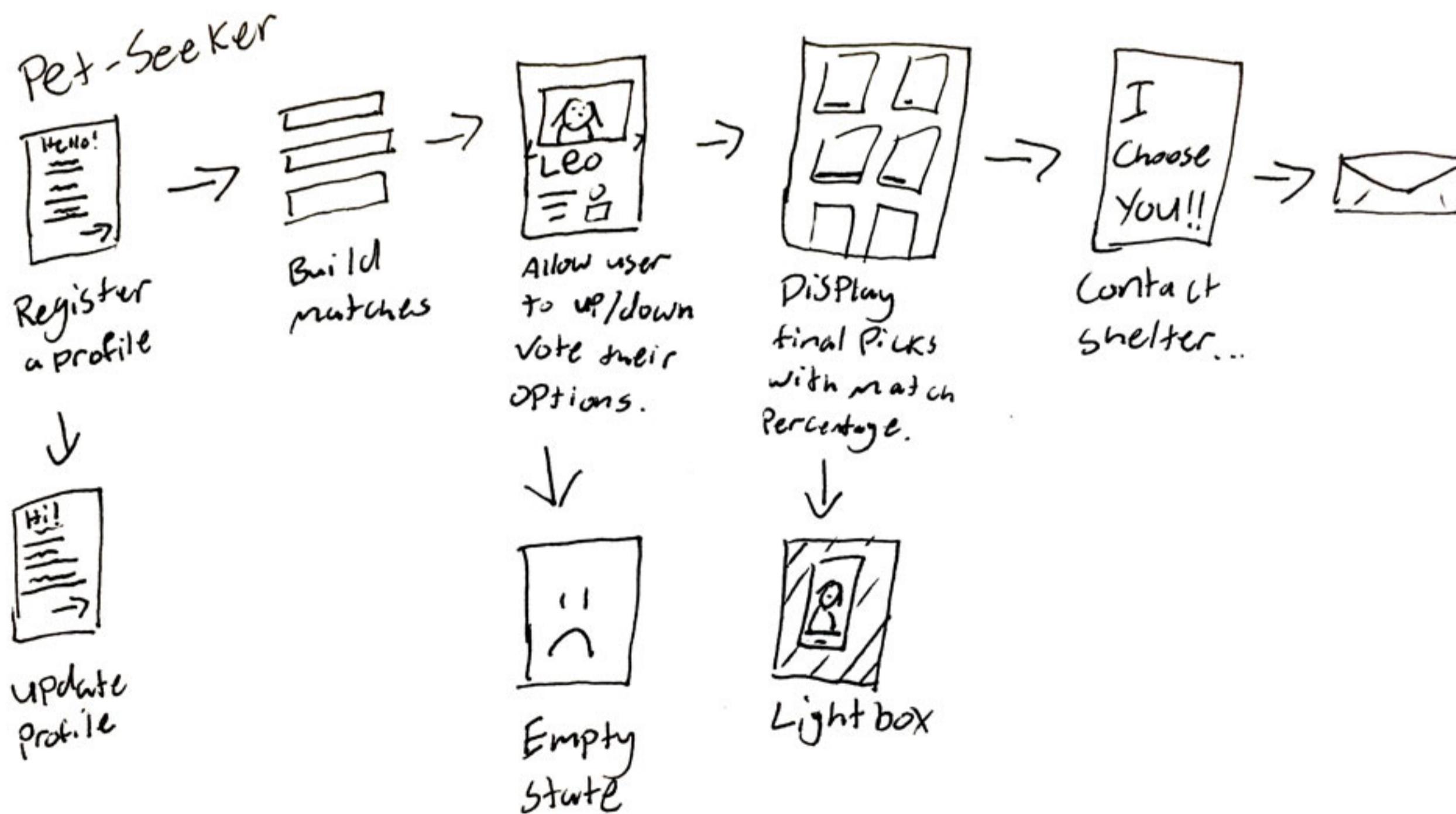
Design a data-driven product that helps match people with pets based on matching attributes proven to result in longer-lasting relationships.

- By removing some decision points from the pet selection process, we can offer an easier choice based on results that are more likely to result in success.
- Collecting data from users can help the app learn how to make better recommendations.
- Research shows that most pets are selected based on appearance, age, breed, and health. Creating a voting experience using these attributes out of a pool of pre-selected candidates still allows the user to make some choices.



MVP Features

- Human profile creation
- Pet information validation
- Human-to-animal matching
- Online pet listing crawler
- Contact between pet-seeker and shelter
- Voting process



Set up a profile

Users are asked questions that will help match them to the right animal.



First name

First name
John Sm

← My home...

What do you live in?

A House

Who do you live with?

ADULTS KIDS PETS

1 ↕ 0 ↕ 0 ↕

Do you have a yard?

Sure do! Nope.

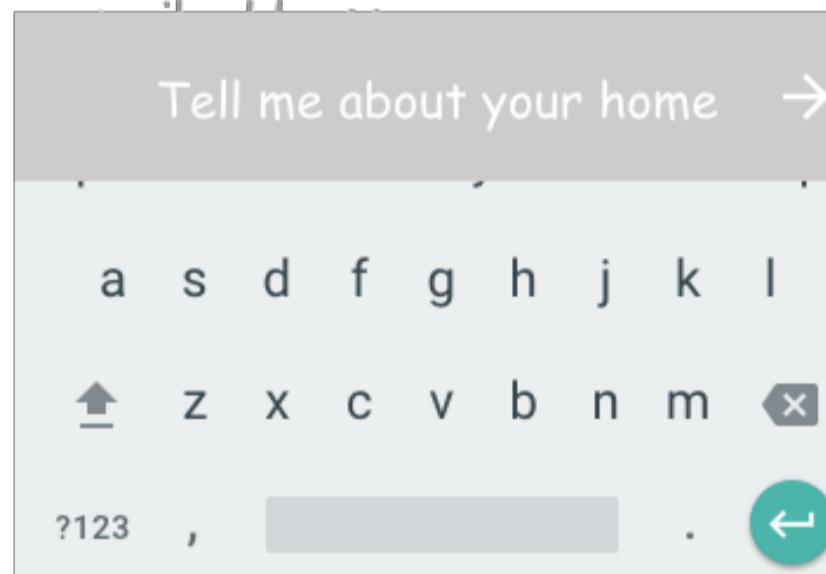
Are pets allowed on the furniture?

Of course. Nope.

Last name

Last name

email address



Age
18 years old

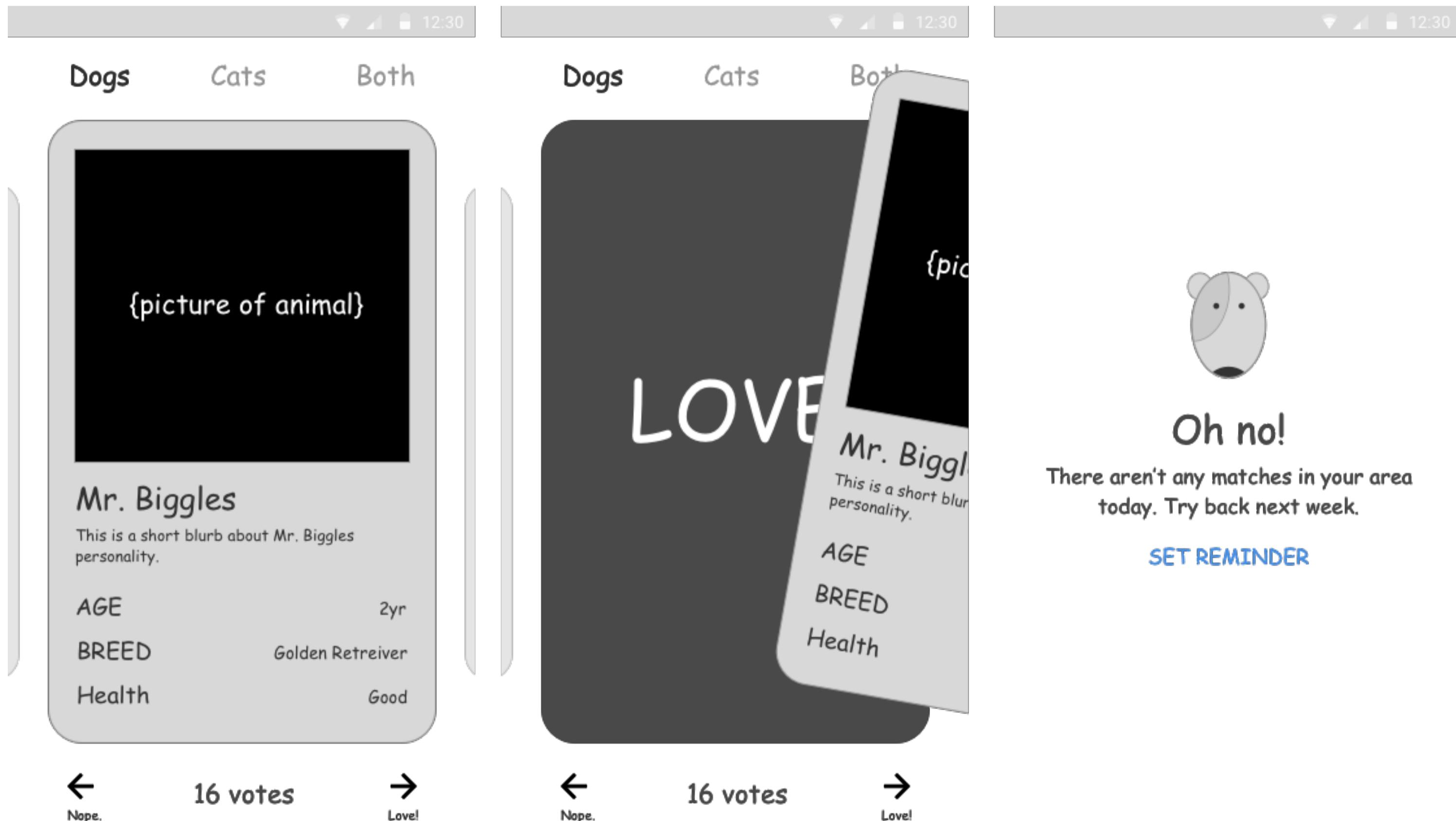
Tell me more about you →

Show me something fuzzy... →

Tell me about your home →

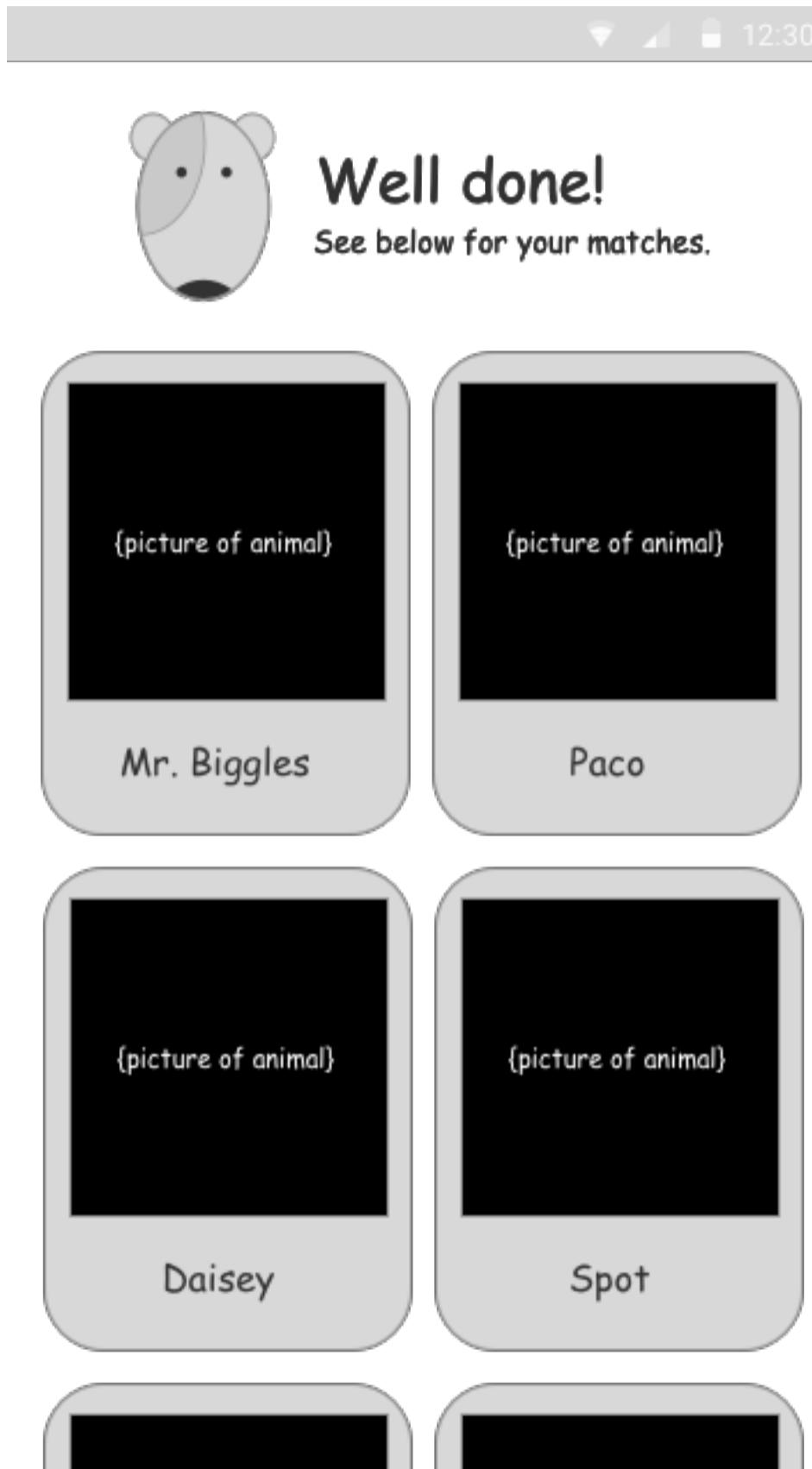
Vote for your faves

The user is asked to swipe left or right depending on whether they like or dislike the current suggestion.



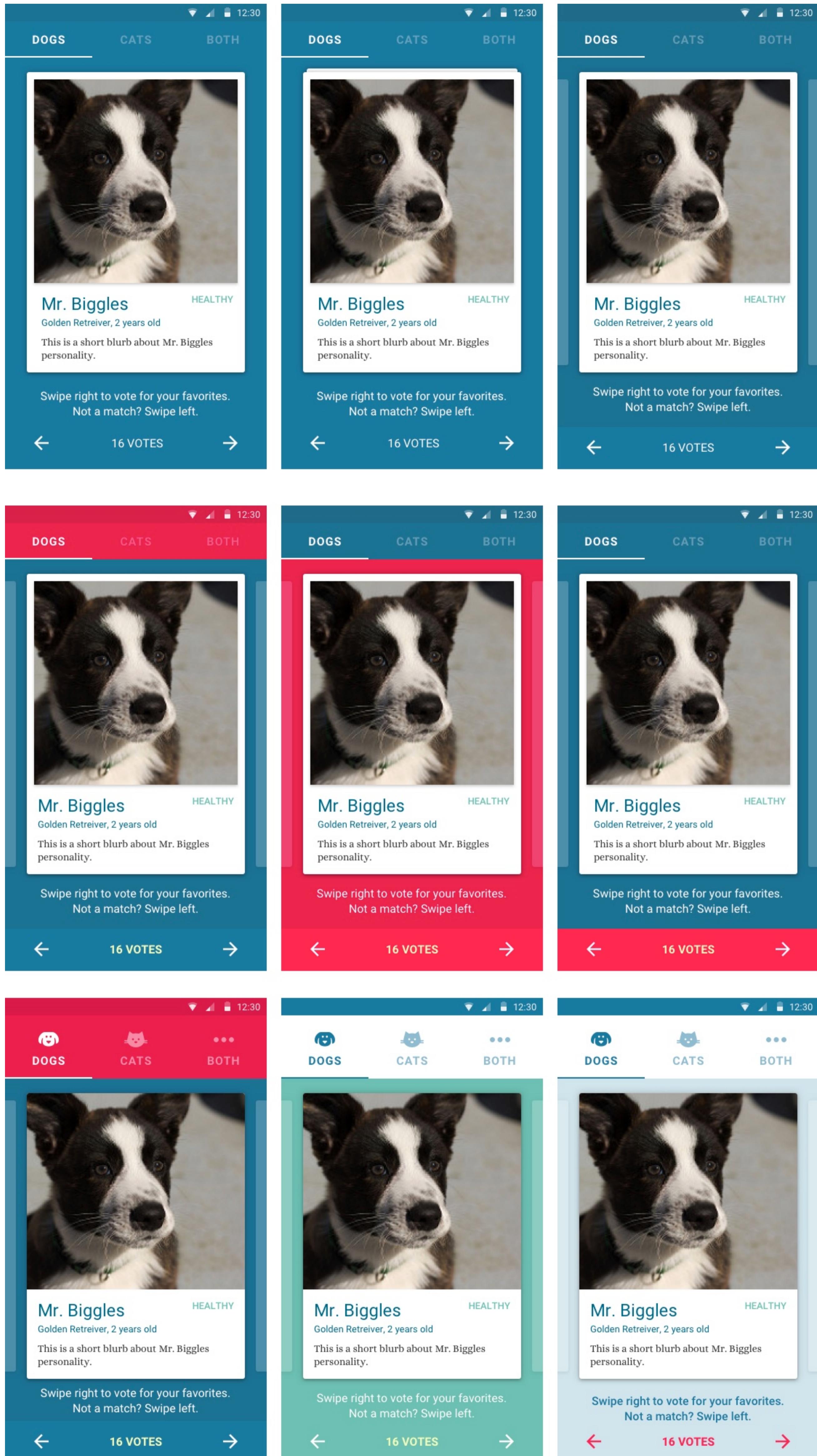
Reach out to the shelter

After the user votes on their top selections, they can contact the shelter to schedule a meeting with each animal.



Style

Based on the Google Material Design guidelines, I explored different treatments of the UI to ensure the app felt familiar and easy to use.



Mocks

Welcome
Answer a few questions to get started.

First name _____
Last name _____
Email address _____
Password _____
Age 18

NEXT →

My home
What type of residence do you live in?
A house
Who do you live with?
 Other people
 Kids
 Other pets
Do you have a yard?
 Sure do
 Nope
Are pets allowed on the furniture?
 Yes
 Nope

NEXT →

About me
What is your lifestyle like?
 Very active
 Somewhat active
 Couch potato
Do you have pet-related allergies?
 Yes
 No
How often do you travel?
 Often
 Sometimes
 Never
Have you owned a pet before?
 Yes
 No
How much free-time do you have each day?
 A lot
 Some
 None

Swipe right to vote for your favorites.
Not a match? Swipe left.

Mr. Biggles
Mixed Breed, 2 years old
HEALTHY
Mr. Biggles enjoys long walks... anywhere you go.

16 VOTES

DOGS CATS

Welcome
Answer a few questions to get started.

First name Jo
Last name _____
Email address _____

NEXT →

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ⌂
?123 , . ⌂

LET'S GO →

Swipe right to vote for your favorites.
Not a match? Swipe left.

Mr. Biggles
Mixed Breed, 2 years old
HEALTHY
Mr. Biggles enjoys long walks... anywhere you go.

16 VOTES

DOGS CATS

Welcome
Answer a few questions to get started.

First name Jon
Last name Snow
Email address winteriscoming@iknownothing.com

NEXT →

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ⌂
?123 , . ⌂

Swipe right to vote for your favorites.
Not a match? Swipe left.

Jon Snow
winteriscoming@iknownothing.com

Edit Profile
Feedback
Help

Mr. Biggles
Mixed Breed, 2 years old
HEALTHY
Mr. Biggles enjoys long walks... anywhere you go.

SHELTER
Atlanta Humane Society
1565 Mansell Rd, Alpharetta, GA 30009

Map showing Atlanta Humane Society - Mansell Campus location.

GENDER Male
ALTERED Yes
SIZE Medium

Mr. Biggles
Mixed Breed, 2 years old
HEALTHY
Mr. Biggles enjoys long walks... anywhere you go.

SHELTER
Atlanta Humane Society
1565 Mansell Rd, Alpharetta, GA 30009

Map showing Atlanta Humane Society - Mansell Campus location.

GENDER Male
ALTERED Yes
SIZE Medium

Select your matches to contact their shelters for more info.

Mr. Biggles
Mixed Breed, 2 years old
Ali
Mixed Breed, 2 years old
Airabell
Mixed Breed, 2 years old
Alice
Mixed Breed, 2 years old
Aja
Mixed Breed, 2 years old
Allie
Mixed Breed, 2 years old

Mr. Biggles
Mixed Breed, 2 years old
HEALTHY
Mr. Biggles enjoys long walks... anywhere you go.

SHELTER
Atlanta Humane Society
1565 Mansell Rd, Alpharetta, GA 30009

Map showing Atlanta Humane Society - Mansell Campus location.

GENDER Male
ALTERED Yes
SIZE Medium

Mr. Biggles
Mixed Breed, 2 years old
HEALTHY
Mr. Biggles enjoys long walks... anywhere you go.

SHELTER
Atlanta Humane Society
1565 Mansell Rd, Alpharetta, GA 30009

Map showing Atlanta Humane Society - Mansell Campus location.

GENDER Male
ALTERED Yes
SIZE Medium

Select your matches to contact their shelters for more info.

Mr. Biggles
Mixed Breed, 2 years old
Ali
Mixed Breed, 2 years old
Airabell
Mixed Breed, 2 years old
Alice
Mixed Breed, 2 years old
Aja
Mixed Breed, 2 years old
Allie
Mixed Breed, 2 years old

Testing...1, 2, 3



*Even the youngest participant was able to pick
a furry friend.*

Check out prototypes, animations, and more of the design process, online at...

secret-project.site44.com

Password:

8xET3eHe