



PRODUCT CANVAS AGGIELAND HUMANE SOCIETY

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Mays Business School
Texas A&M University



Goals: To enhance animal welfare and protect animals from being destroyed by providing them shelter with the help of donators or volunteers and sponsors.

Metrics

- 1.Reduced the percentage of kill rates.
- 2. Increased donation and volunteering funding

Business Value

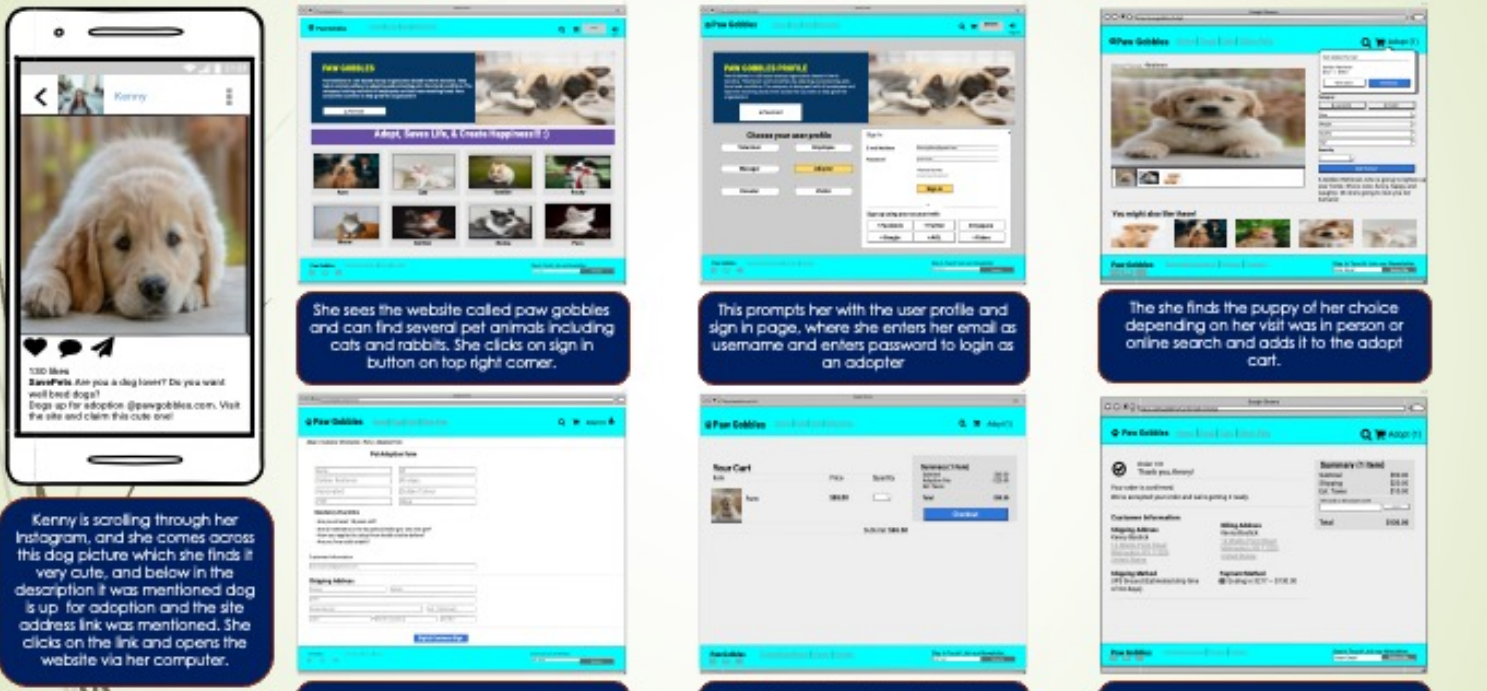
The business value has to increase proportionally to adoption rates and more funding.

Customer segments

Adopters
Donators
Managers
Volunteers
Interns

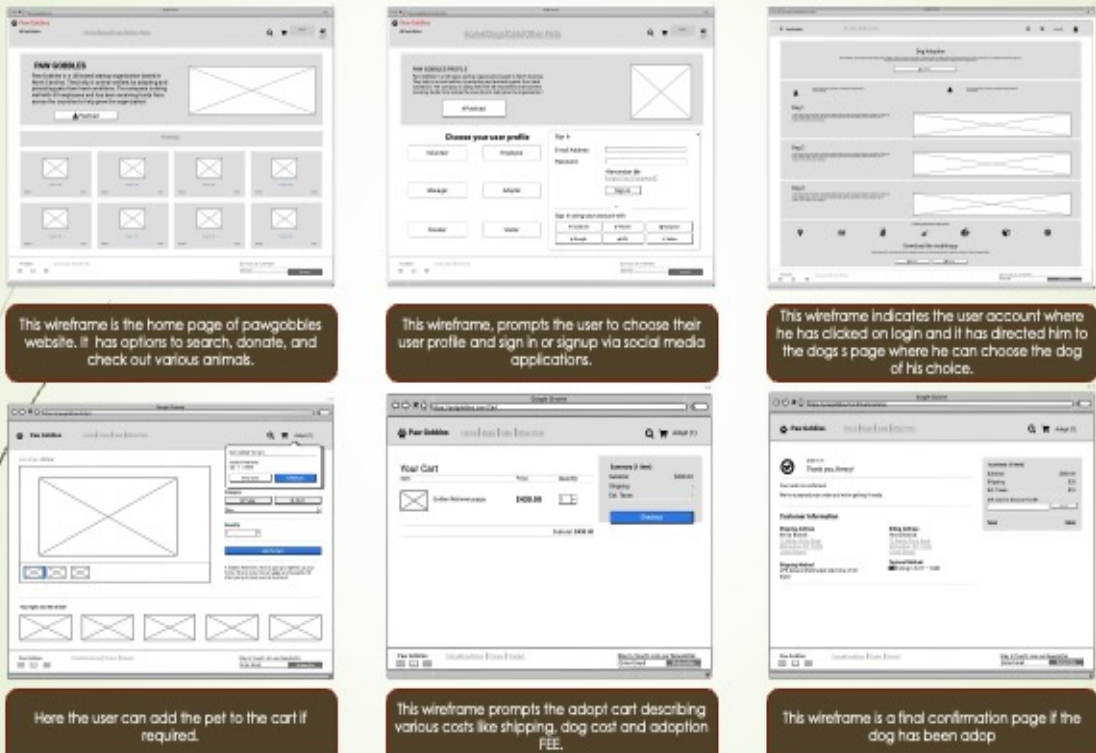
| | | |
|--|--|--|
|  Elena Gilbert, 23 Volunteer |  Kenny Wade, 31 Adopter |  George Jordan, 38 IT Manager |
| Introduction: A very humble person who has immense loves for animals. Always wanted to open a pet adoption center but didn't have enough financial support. A person who is elated on providing social service and animal welfare. | Introduction: An IT engineer hailing from North Carolina, who is a lovely wife of her husband Peter and a mother of two children, James and Bob. A person who cherishes every moment of her life and loves to travel the world. | Introduction: An MBA graduate from UIUC with 12 years of professional expertise in enterprise business development. An independent mother of two children, who has immense love for animals and owns a pet named Aura back at home. |
| Needs and Goals: <ul style="list-style-type: none">➤ To save and protect wildlife and animals.➤ To volunteer and gain expertise in animal veterinary.➤ To pursue veterinary science and contribute toward animal science. | Needs and Goals: <ul style="list-style-type: none">➤ Own a dog and fulfill her childhood dreams.➤ To have a dog to safe-guard her home from thieves and other reptiles.➤ To help in spreading pet adoption awareness among people via social media. | Needs and Goals: <ul style="list-style-type: none">➤ To enhance the business development at Paw Gobbles.➤ To help co-ordinate and manage employees, pets and other resources of the organization.➤ To bring funds from various organizations. |

Story Board



The storyboard illustrates the user journey for the Paw Gobbles website. It starts with a user (Kenny) scrolling through Instagram and finding a dog picture. The user then visits the Paw Gobbles website, where they see the user profile and sign in page. The user enters their email as the username and enters their password to log in as an adopter. The user then finds a puppy of their choice and adds it to the adopt cart. The website prompts the user to fill the adoption form with customer details. After filling the form, the website directs the user to the cart portal where they can enter shipping address. The final confirmation page is shown after payment is done.

Wire frames



The wireframes show the layout of the Paw Gobbles website. The first wireframe is the home page, which includes a search bar, a list of animals, and a sign-up button. The second wireframe is the user profile page, which includes a user profile card and a list of animals. The third wireframe is the adoption form, which includes a form to fill out the adoption details. The fourth wireframe is the adoption confirmation page, which includes a confirmation message and a list of animals.

EPIC 1

This epic for aggie humane society is to manage adoptions, various types of volunteers, employees, donations, scheduling, events, and integrate with their backend accounting system.

| | |
|-----------|---|
| Feature 1 | Create a link that takes the visitor to a Google form where they may express their interest in pet adoption, volunteering, interning, or donating. This Google form will extract data and load it to the website's CRM database and log all user information. |
| Feature 2 | Develop an automated software tool, such as an applicant tracking system (ATS), that scans the applications of interns and volunteers and matches their skills to the job requirements, allowing them to be filtered for recruitment. |
| Feature 3 | Update new employee schedules, such as interns and volunteers, in Excel by changing existing staff schedules and integrating it with technologies like Workday to auto-update time schedules. |
| Feature 4 | Document and create videos or ppts of training courses and post them to the website. New employee registration on the employee portal must auto-schedule easy and elegant training. |
| Feature 5 | An online adoption campaigns to be scheduled quarterly with advertisements and poster to enhance pet adoption amongst people. |
| Feature 6 | A tracking system like excel sheet to record the information about the adopter and the pet along with date and shipping cost and details. |
| Feature 7 | Integrate UPI and online payments with the accounting system |

Paw Gobbles Use case diagram



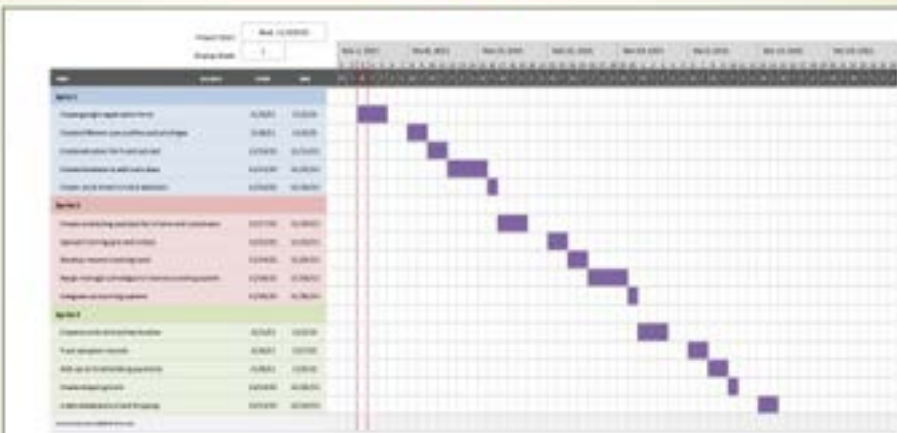
Sprint 1

| Feature ID | User Story | Acceptance Criteria | Priority | Estimated days |
|------------|--|---|----------|----------------|
| 1 | 1.1 As an adopter I should be able to login via the web portal or phone portal and fill in the registration form by signing in or signing up. | 1. Create a web portal with UI asking for users' email, password, and giving "forget password" options in case the user forgets the password. 2. Alternatively, there should be an option to sign up via any of the social media options such as google, Facebook, Instagram and so on. | High | 4 |
| 1 | 1.2 As a volunteer I should be able to login and select my user profile as volunteer and get privileges to access pet portals and upload images. | 1. Create a user profile option for different users, one of them being the volunteer so that different privileges can be assigned from the back-end system. 2. Create an UX for the volunteer to upload images of pets and add biography for each pet by describing their characteristics. | High | 5 |
| 1 | 1.3 As a manager I should be able to track all adopter and manager user accounts | 1. Create a user profile option for manager and assign admin privileges. 2. Give access to the CRM database and accounting database to access user data and track funds. | Medium | 4 |

Sprint 2

| Feature ID | User Story | Acceptance Criteria | Priority | Estimated days |
|------------|---|---|----------|----------------|
| 2 | 2.1 As an adopter I should be able to fill the adoption form online and make payments via UPI payments as well. | 1. Add the pet to cart and be able to fill the online adoption form. 2. Make payments online by adding credit card or via net banking. | High | 5 |
| 2 | 2.2 As a volunteer I should be able to fill in adoption form in the staff section. | 1. Assign volunteer user privileges to the user and give staff section permission to fill in the adoption form. | High | 5 |
| 2 | 2.3 As a manager I should be able to schedule or organize online adoption events. | 1. Create posters and advertisement to publish online adoption events and schedule it at the requested dates. | Medium | 4 |

Gant Chart



PAW GOBBLES

Goals: To enhance animal welfare and protect animals from being destroyed by providing them shelter with the help of donators or volunteers and sponsors.

Metrics




- 1.Reduced the percentage of kill rates.
2. Increased donation and volunteering funding

Business Value

The business value has to increase proportionally to adoption rates and more funding.

Customer segements

Adopters
Donators
Managers
Volunteers
Interns

| | | |
|--|---|--|
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| <p>Elena Gilbert, 23 Volunteer</p> | <p>Kenny Wade, 31 Adopter</p> | <p>George Jordan, 38 IT Manager</p> |
| <p><u>Introduction:</u></p> <p>A very humble person who has immense loves for animals. Always wanted to open a pet adoption center but didn’t have enough financial support. A person who is elated on providing social service and animal welfare.</p> | <p><u>Introduction:</u></p> <p>An IT engineer hailing from North Carolina, who is a lovely wife of her husband Peter and a mother of two children, James and Bob. A person who cherishes every moment of her life and loves to travel the world.</p> | <p><u>Introduction:</u></p> <p>An MBA graduate from UIUC with 12 years of professional expertise in enterprise business development. An independent mother of two children, who has immense love for animals and owns a pet named Aura back at home.</p> |
| <p><u>Needs and Goals:</u></p> <ul style="list-style-type: none"> ➤ To save and protect wildlife and animals. ➤ To volunteer and gain expertise in animal veterinary. ➤ To pursue veterinary science and contribute toward animal science | <p><u>Needs and Goals:</u></p> <ul style="list-style-type: none"> ➤ Own a dog and fulfill her childhood dreams. ➤ To have a dog to safe-guard her home from thieves and other reptiles. ➤ To help in spreading pet adoption awareness among people via social media. | <p><u>Needs and Goals:</u></p> <ul style="list-style-type: none"> ➤ To enhance the business development at Paw Gobbles. ➤ To help co-ordinate and manage employees, pets and other resources of the organization. ➤ Tobring funds from various organizations. |



"I wish to go to the dog's paradise, not man's,"

Elena Gilbert, 23

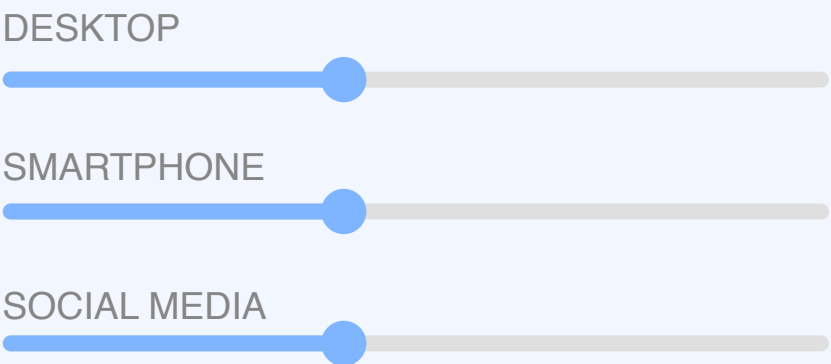
Volunteer

| | |
|------------|---------------------------|
| MARRIED | No |
| KIDS | Dogs |
| EDUCATION | College Degree in Finance |
| OCCUPATION | Student |
| LOCATION | North Carolina |

Bio or Scenario

A very humble person who has immense loves for animals. Always wanted to open a pet adoption center but didn’t have enough financial support. A person who is elated on providing social service and animal welfare.

Technology



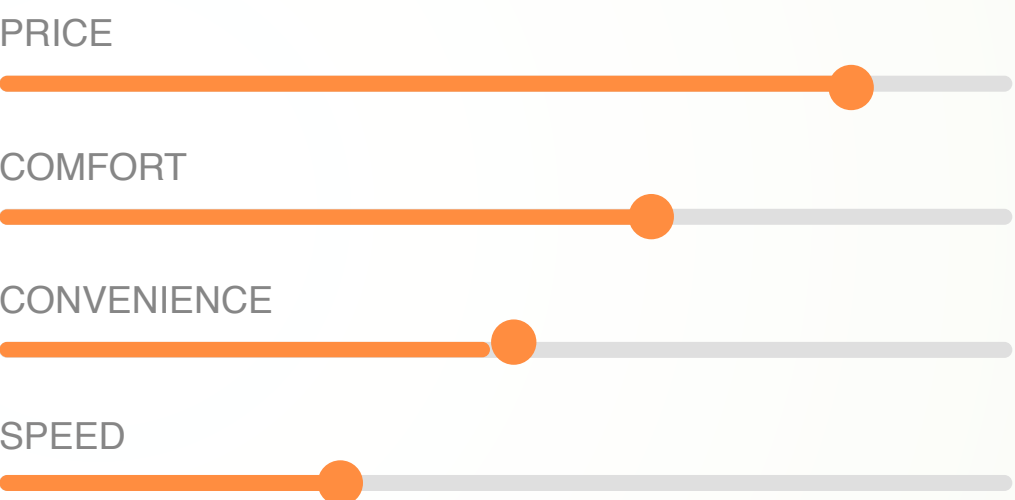
Goals

- To save and protect wildlife and animals.
- To volunteer and gain expertise in animal veterinary.
- To pursue veterinary science and contribute toward animal science.

Frustrations

- Lack of interest to work
- To confused with her choices

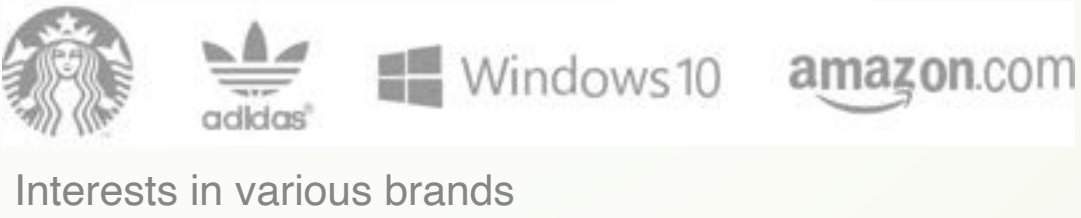
Motivations



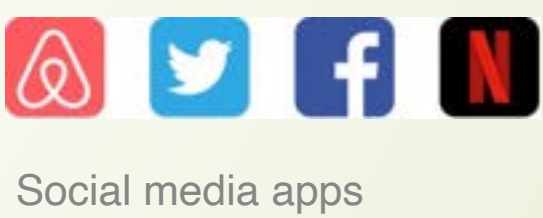
Personality



Brands



Software & Apps



ANALYTICAL

CARING

INTELLIGENT

CAUTIOUS



"I've felt the deepest, purest love—the love of God, truly, I suppose that's what God's love feels like—come from your dog through the years."

Goals

- Own a dog and fulfill her childhood dreams.
- To have a dog to safe-guard her home from thieves and other reptiles.
- To help in spreading pet adoption awareness among people via social media.

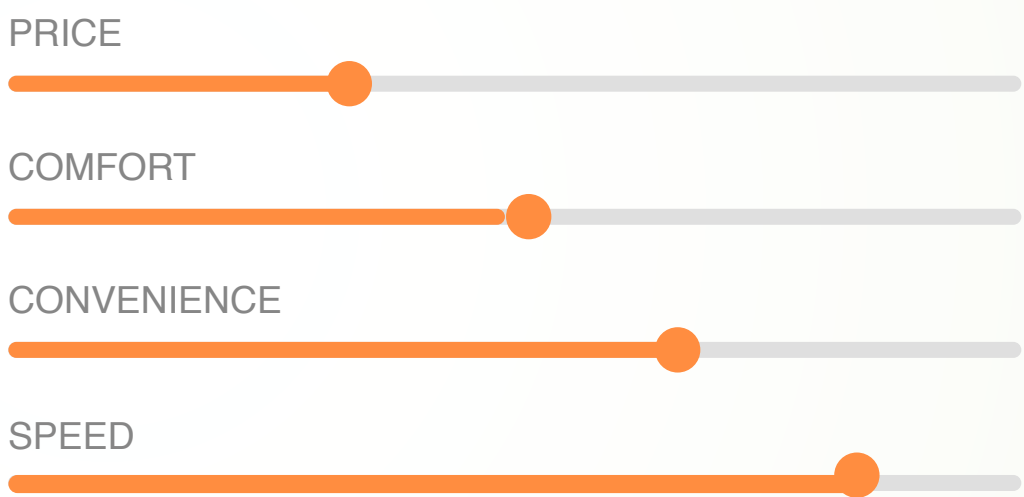
Frustrations

- Extravagant in spending money
- Very stubborn

Bio or Scenario

An IT engineer hailing from North Carolina, who is a lovely wife of her husband Peter and a mother of two children, James and Bob. A person who cherishes every moment of her life and loves to travel the world.

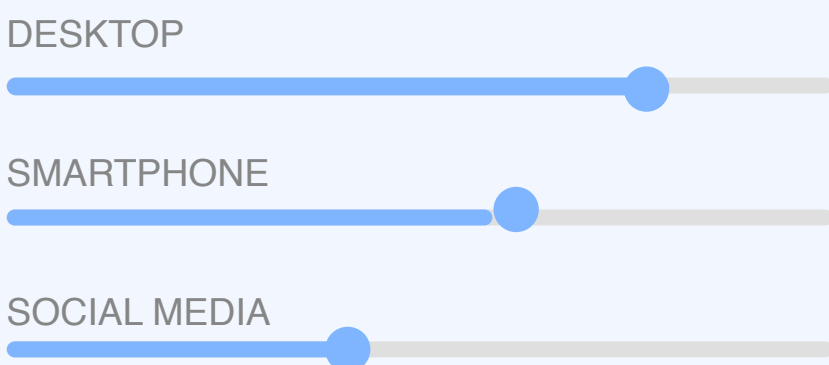
Motivations







Personality



Technology

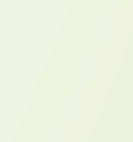





Brands



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Software & Apps



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Kenny Wade, 31

Adopter

| | |
|------------|-------------------------------|
| MARRIED | Yes |
| KIDS | James 5, Bob 7 |
| EDUCATION | College Degree in Engineering |
| OCCUPATION | IT Engineer at HPE |
| LOCATION | Texas |

ANALYTICAL

CARING

INTELLIGENT

CAUTIOUS



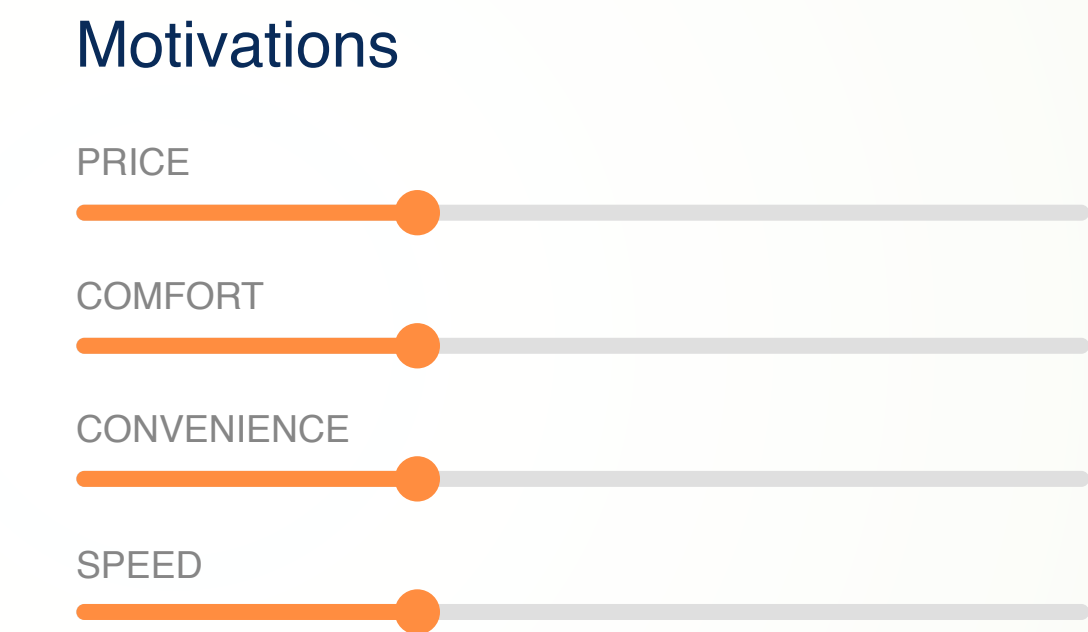
"Our dogs have such brief lives with us, and they spend the most of them waiting for us to return home each day."

- ### Goals
- To enhance the business development at PawGobbles.
 - To help co-ordinate and manage employees, pets and other resources of the organization.
 - To bring funds from various organizations.





- ### Frustrations
- Short temper
 - Risk Management

Bio or Scenario

An MBA graduate from UIUC with 12 years of professional expertise in enterprise business development. An independent mother of two children, who has immense love for animals and owns a pet named Aura back at home.







Brands



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Software & Apps



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

George Jordan, 38

IT Manager

| | |
|------------|------------------|
| MARRIED | Yes |
| KIDS | Sarah 3, Jamy 10 |
| EDUCATION | MBA, UIUC |
| OCCUPATION | IT Manager |
| LOCATION | San Francisco |

ANALYTICAL

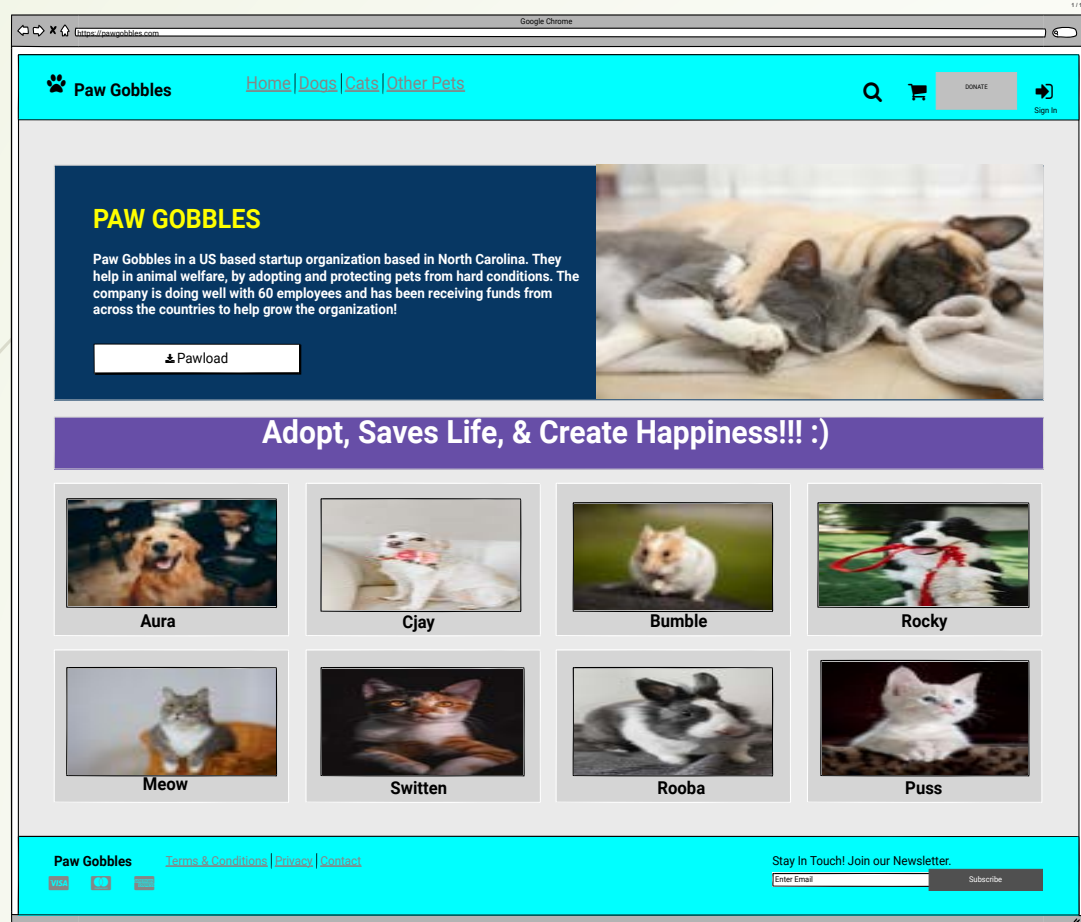
CARING

INTELLIGENT

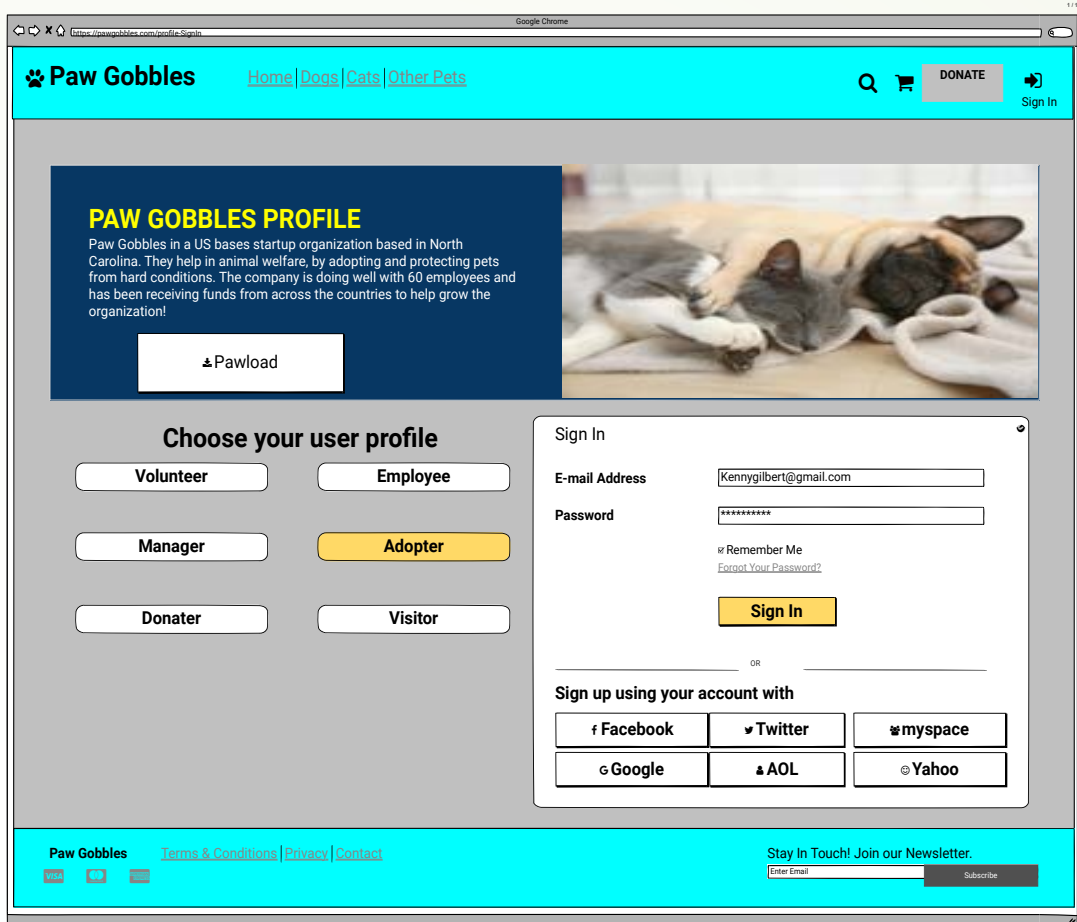
CAUTIOUS

Story Board

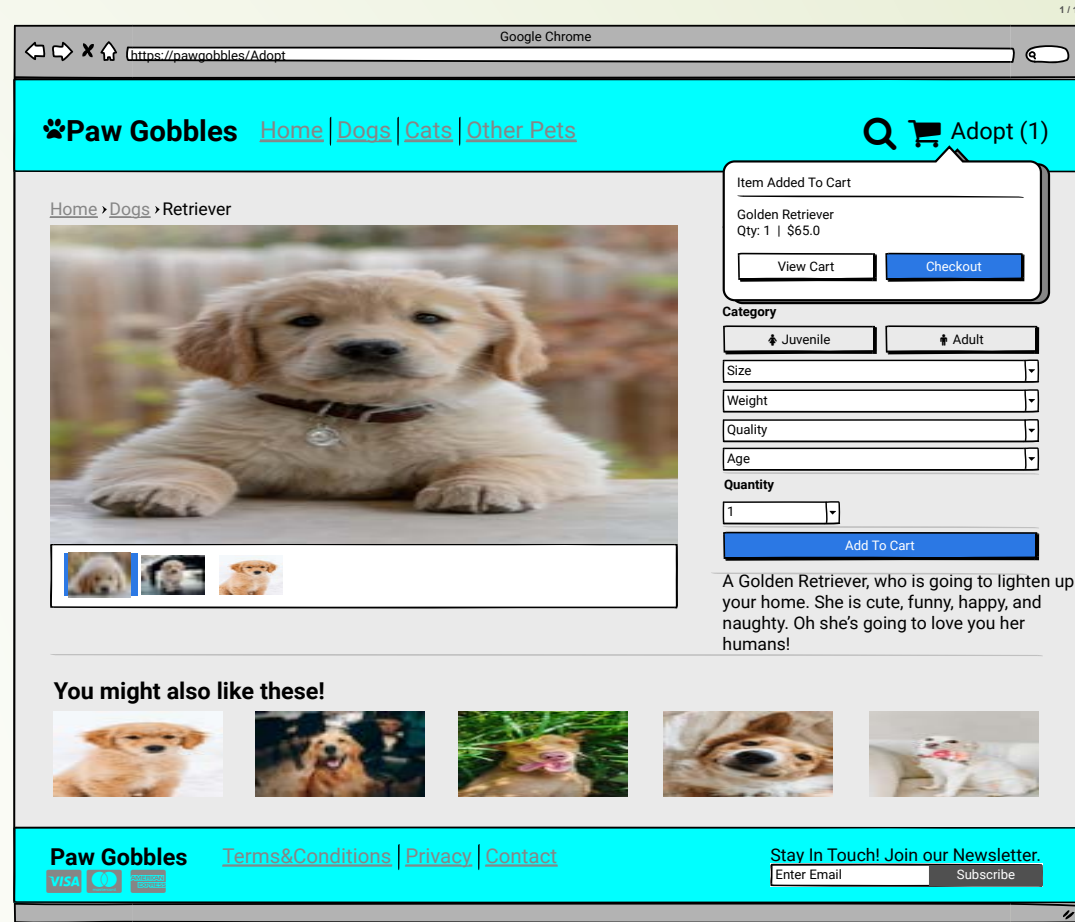
1 / 1



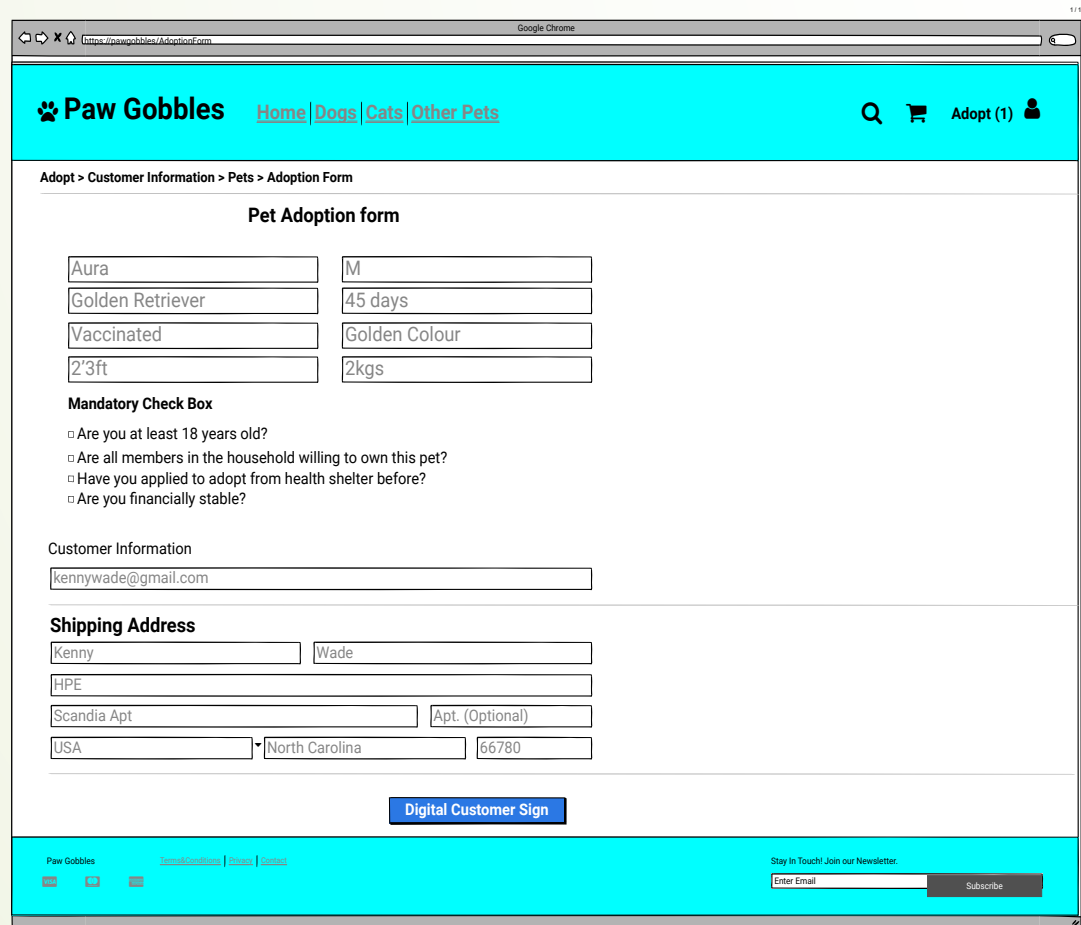
She sees the website called paw gobbles and can find several pet animals including cats and rabbits. She clicks on sign in button on top right corner.



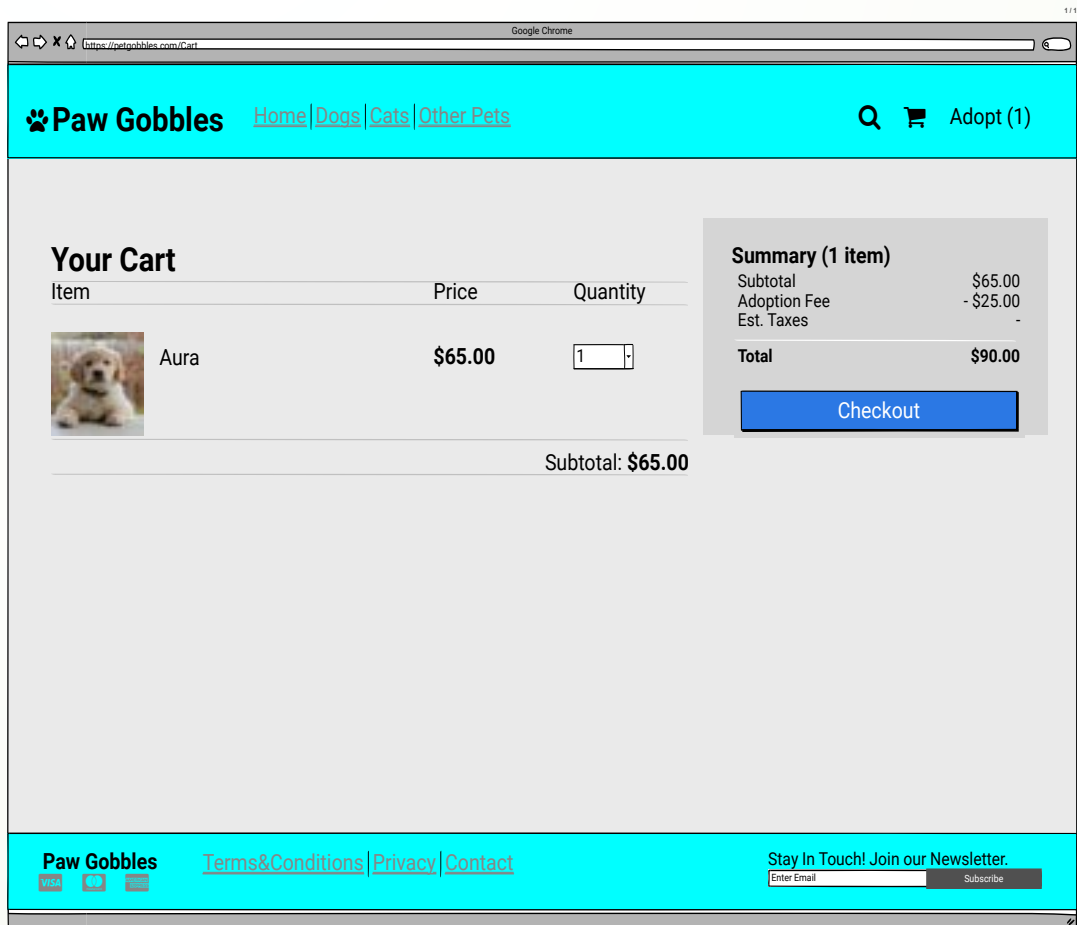
This prompts her with the user profile and sign in page, where she enters her email as username and enters password to login as an adopter



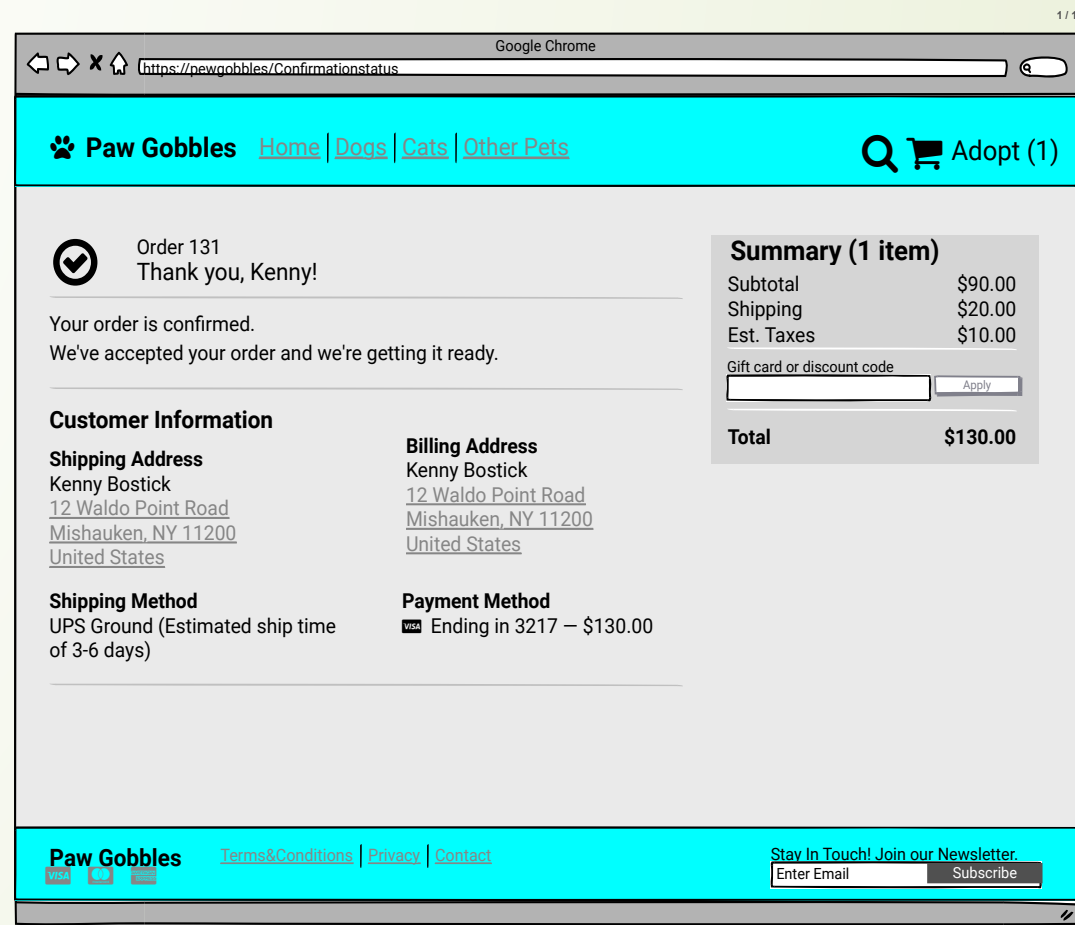
The she finds the puppy of her choice depending on her visit was in person or online search and adds it to the adopt cart.



The website immediately prompts her with the adoption form to filling the customer details.

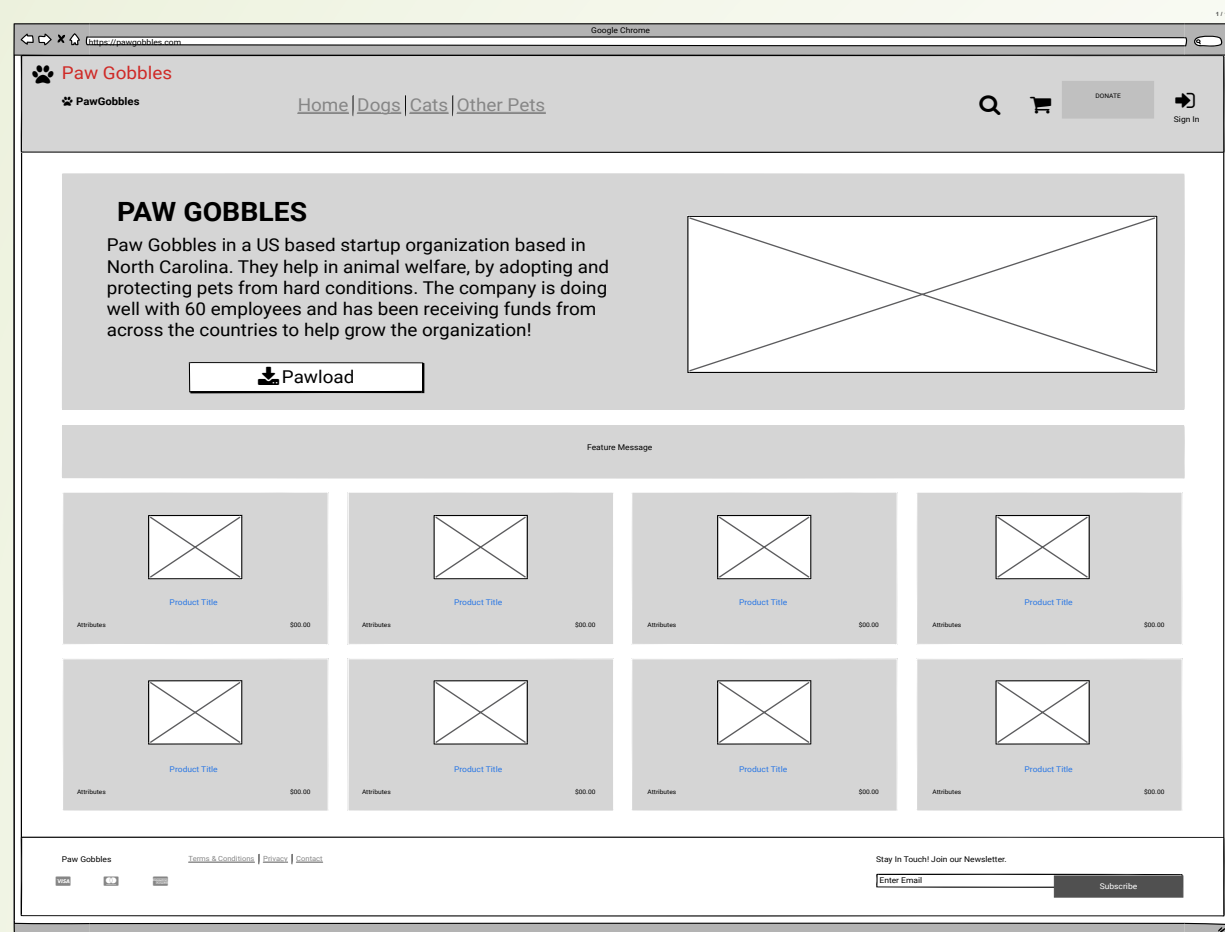


After filling the form, the website directs Kenny to the cart portal where the customer can enter shipping address in case, they want the pet to be delivered.

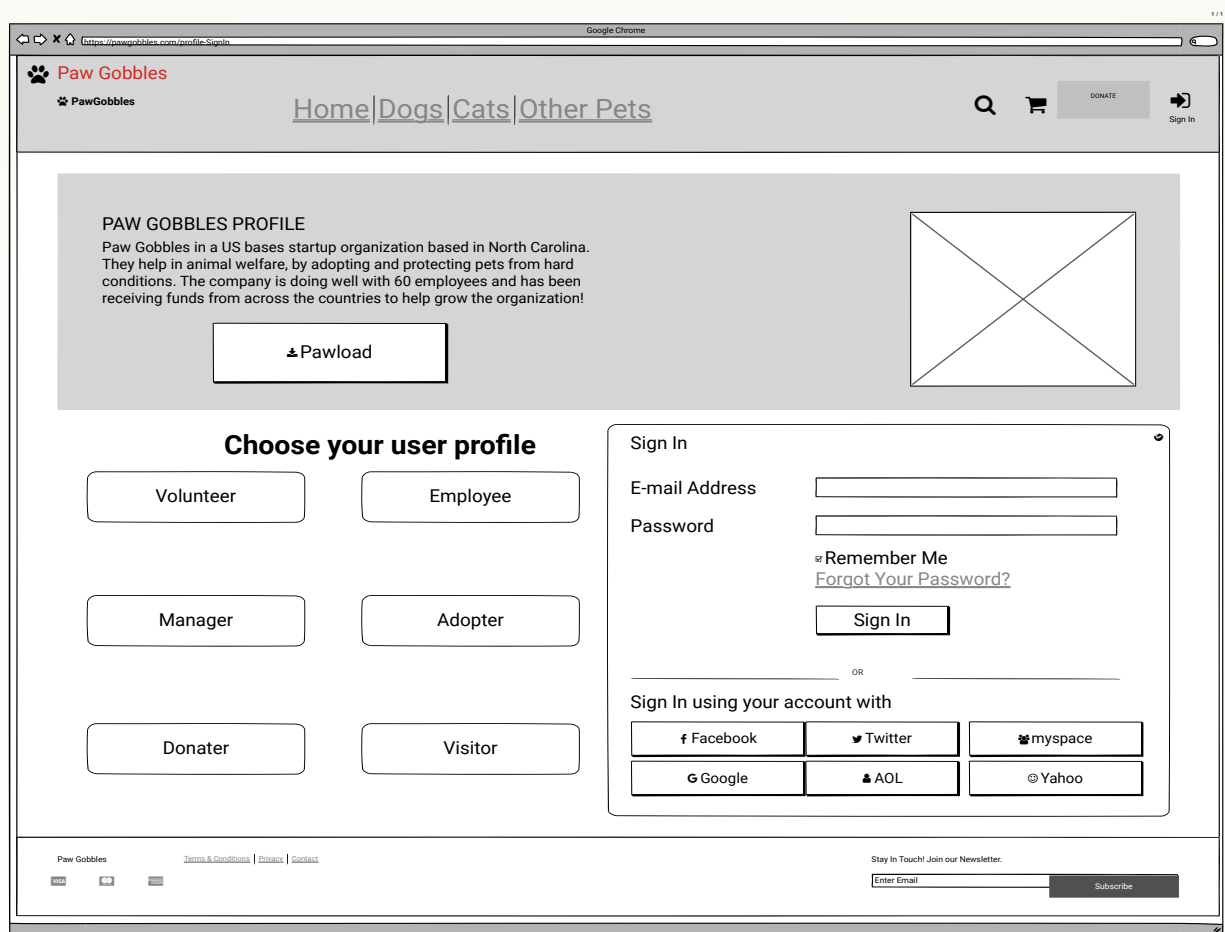


This is the final confirmation page after payment is done.

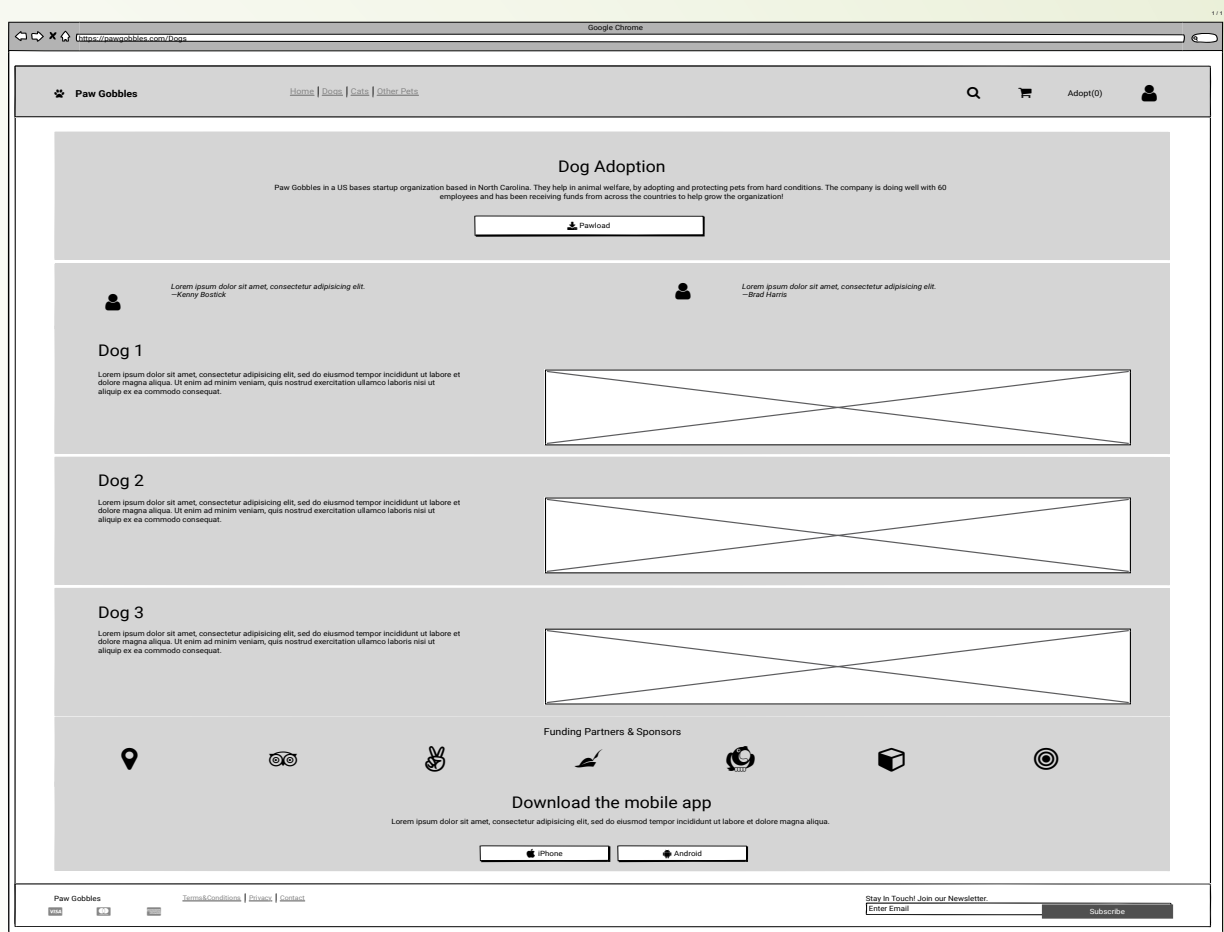
Wire frames



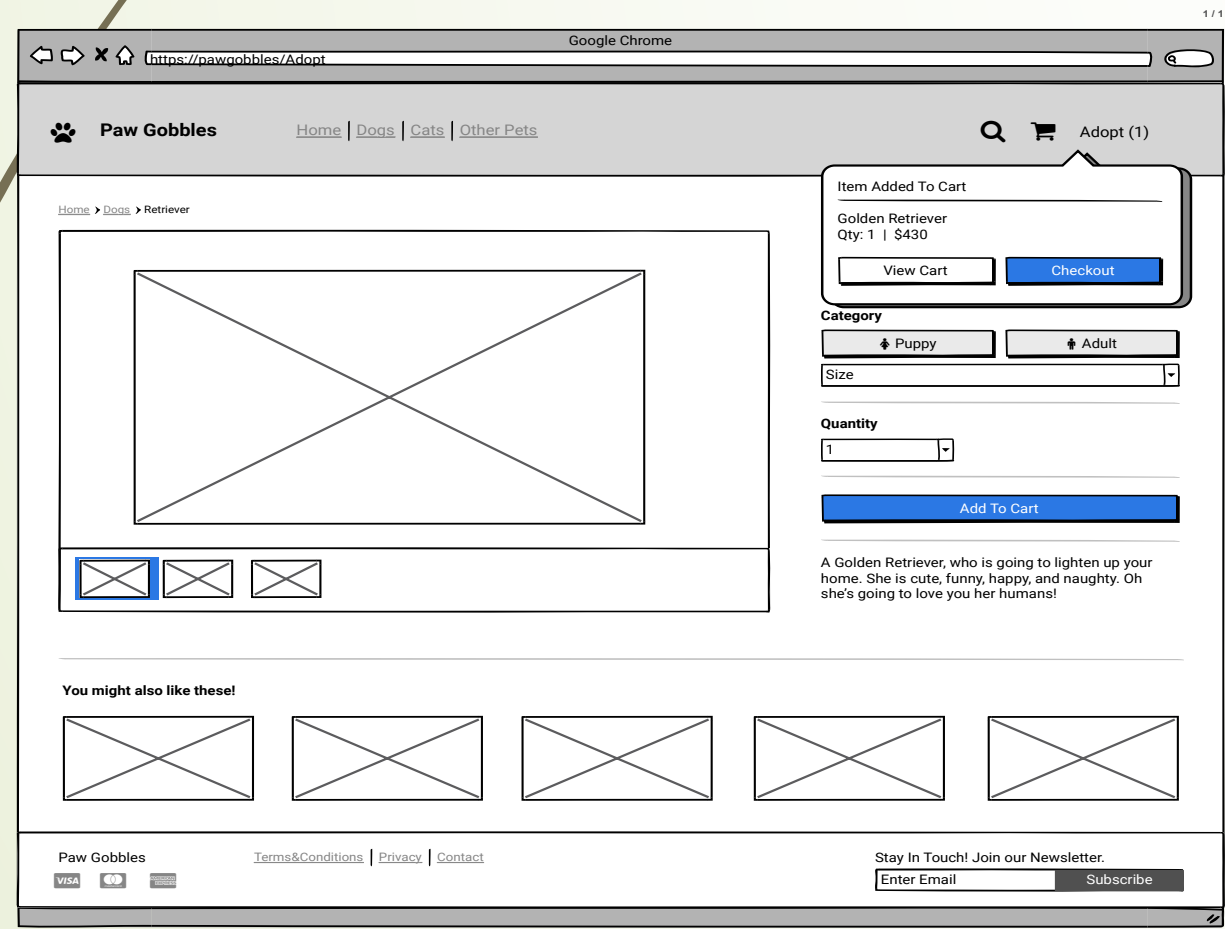
This wireframe is the home page of pawgobbles website. It has options to search, donate, and check out various animals.



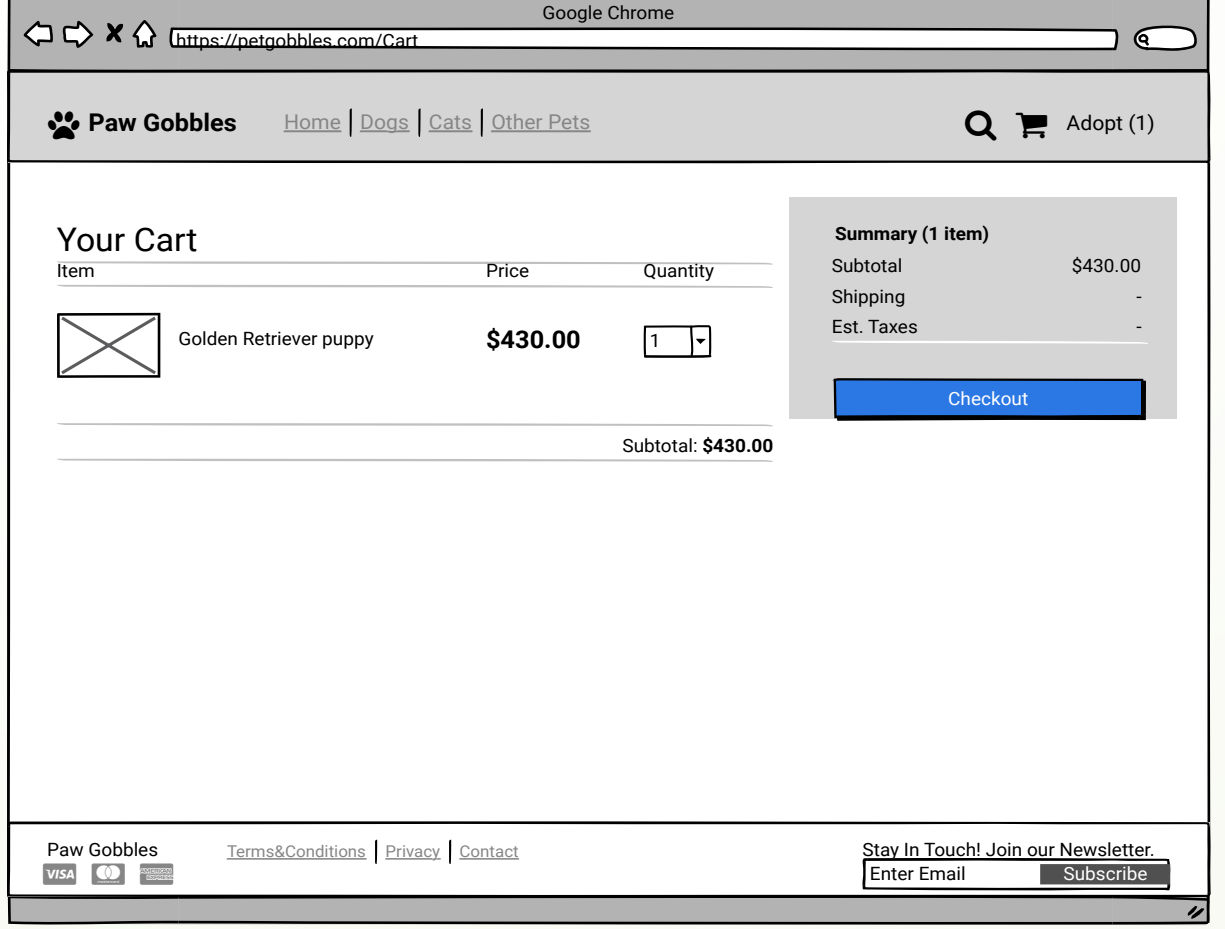
This wireframe, prompts the user to choose their user profile and sign in or signup via social media applications.



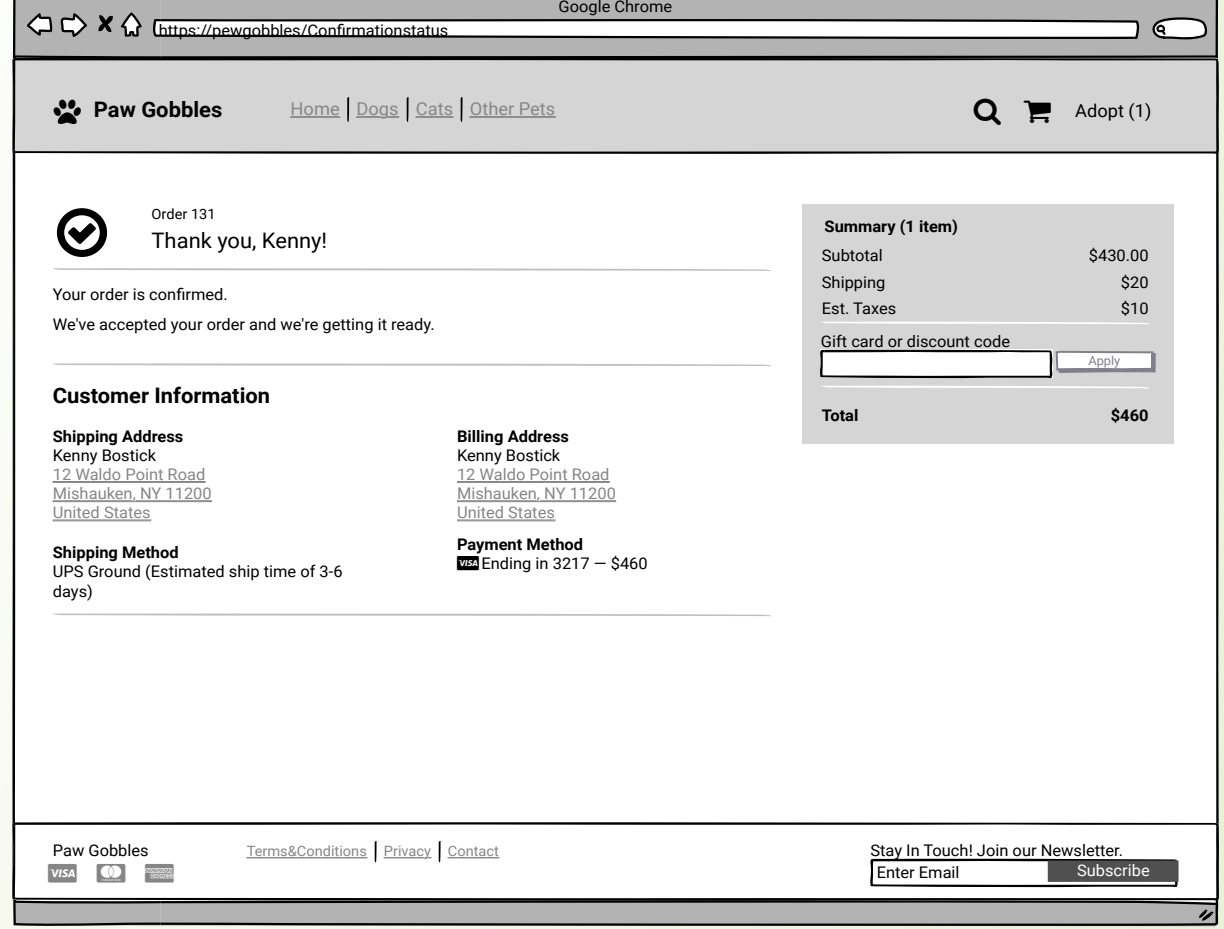
This wireframe indicates the user account where he has clicked on login and it has directed him to the dogs s page where he can choose the dog of his choice.



Here the user can add the pet to the cart if required.

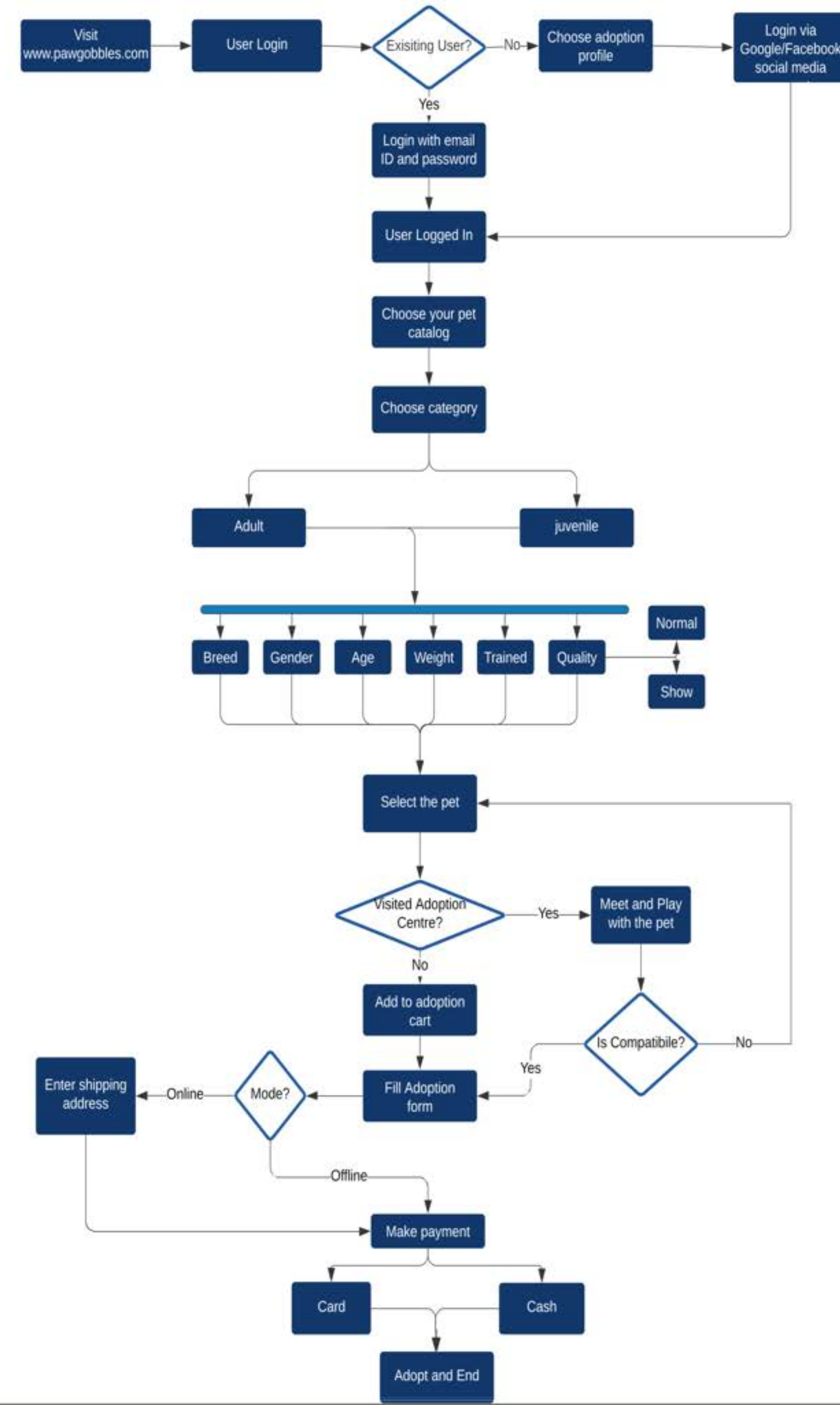


This wireframe prompts the adopt cart describing various costs like shipping, dog cost and adoption FEE.



This wireframe is a final confirmation page if the dog has been adop

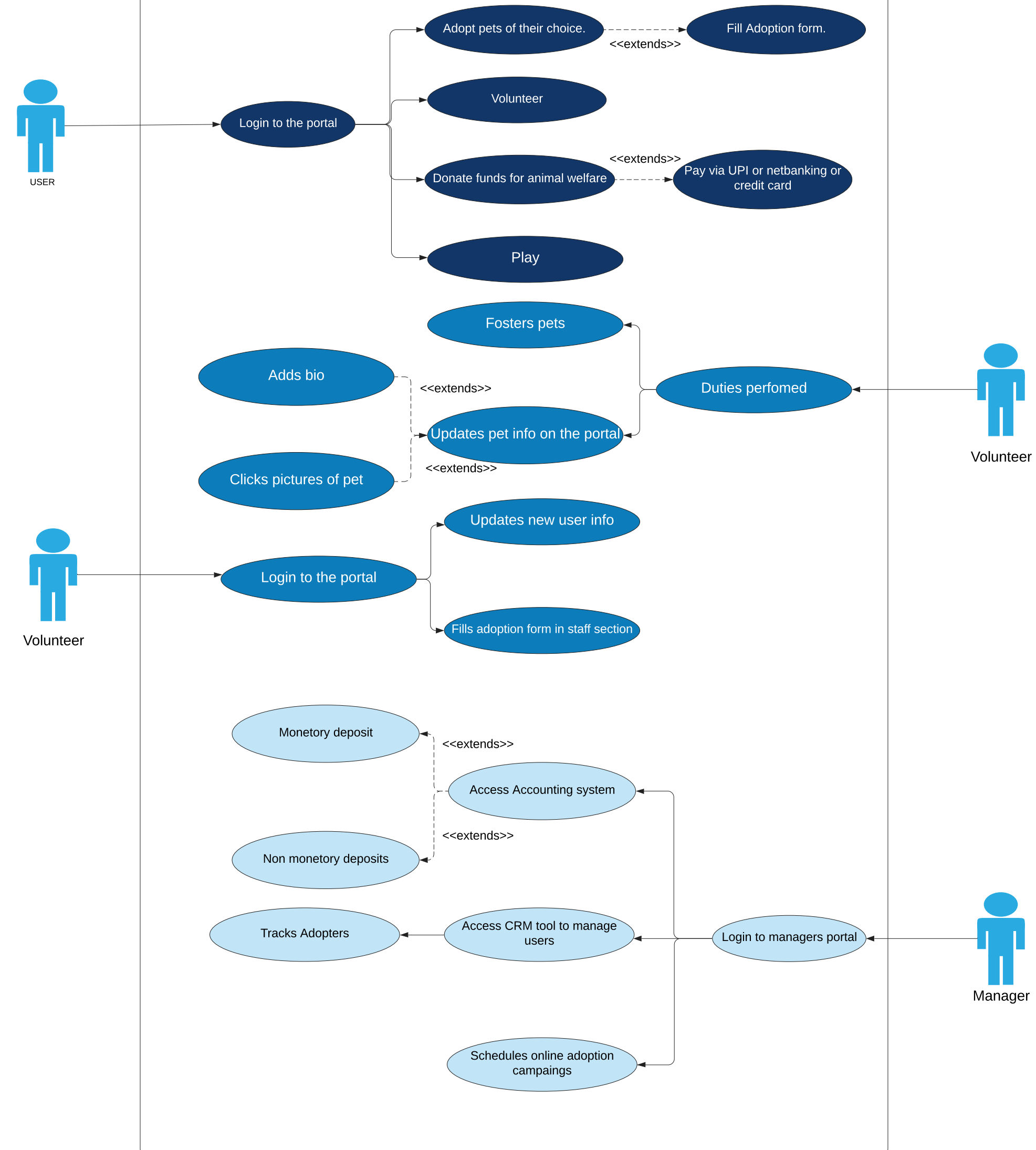
ADOPTION WORKFLOW



EPIC 1

This epic for aggie humane society is to manage adoptions, various types of volunteers, employees, donations, scheduling, events, and integrate with their backend accounting system.

| | |
|-----------|---|
| Feature 1 | Create a link that takes the visitor to a Google form where they may express their interest in pet adoption, volunteering, interning, or donating. This Google form will extract data and load it to the website's CRM database and log all user information. |
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| Feature 3 | Update new employee schedules, such as interns and volunteers, in Excel by changing existing staff schedules and integrating it with technologies like Workday to auto-update time schedules. |
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| Feature 5 | An online adoption campaigns to be scheduled quarterly with advertisements and poster to enhance pet adoption amongst people. |
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| Feature 7 | Integrate UPI and online payments with the accounting system |



Sprint 1

| Feature ID | User Story | Acceptance Criteria | Priority | Estimated days |
|------------|---|--|----------|----------------|
| 1 | 1.1 As an adopter I should be able to login via the web portal or phone portal and fill in the registration form by signing in or signing up. | ^{1.} 1. Create a web portal with UI asking for users' email, password, and giving "forget password" options in case the user forgets the password. 2. Alternatively, there should be an option to sign up via any of the social media options such as google, Facebook, Instagram and so on. | High | 4 |
| 1 | 1.2 As a volunteer I should be able to login and select my user profile as volunteer and get privileges to access pet portals and upload images. | 1. Create a user profile option for different users, one of them being the volunteer so that different privileges can be assigned from the back-end system. 2. Create an UX for the volunteer to upload images of pets and add biography for each pet by describing their characteristics. | High | 5 |
| 1 | 1.3 As a manager I should be able to track all adopter and manager user accounts | ^{1.} 1. Create a user profile option for manager and assign admin privileges. 2. Give access to the CRM database and accounting database to access user data and track funds. | Medium | 4 |

Sprint 2

| Feature ID | User Story | Acceptance Criteria | Priority | Estimated days |
|------------|--|---|----------|----------------|
| 2 | 2.1 As an adopter I should be able to fill the adoption form online and make payments via UPI payments as well. | ^{1.} 1. Add the pet to cart and be able to fill the online adoption form. 2. Make payments online by adding credit card or via net banking. | High | 5 |
| 2 | 2.2 As a volunteer I should be able able to fill in adoption form in the staff section. | 1. Assign volunteer user privileges to the user and give staff section permission to fill in the adoption form. | High | 5 |
| 2 | 2.3 As a manager I should be able to schedule or organize online adoption events. | ^{1.} 1. Create posters and advertisement to publish online adoption events and schedule it at the requested dates. | Medium | 4 |

Gant Chart

| | | |
|----------------|----------------|--|
| Project Start: | Wed, 11/3/2021 | |
| Display Week: | 1 | |

[illegible]