# Overview

We were contacted by ADMC (Australian Dog Matching Company) which specialises in matching and connecting surrendered dogs to new owners. ADMC wants to rehome dogs in an inclusive manner within Australian capital cities. They hope to widen and deepen knowledge about surrendered dogs while securing donations from the public. Below are specifics to the ADMC request.

## Client Background

Established in 2022 the ADMC is a new company focused on providing knowledge in matching surrendered dogs to an owner in Australian capital cities. They are 10% local government funded to provide dog displacement information for town planning for dog parks and shelters. ADMC hope to educate the general public via a website to secure the remainder of their funding.

ADMC have no web presence apart from a “under construction” website at domain <https://www.admc.org.au/> but have a general email at info@admc.org.au. Currently, ADMC do their matching via word-of-mouth and flyers but wish to become web enabled.

## Goals

To build a simple to use and free website that collects information via the user and matches them with a surrendered dog. To also have a donations page to encourage funding toward surrendered dogs and a statistics page to show dog rehoming and encourage community participation.

## Scope

A website with an Info page describing ADMC and the process of matching and adopting a dog. Also, a Search page with a form that posts to a server collecting data and returning a result displayed to the user. Adopt and Surrender pages with forms that register dogs and people in the matching process. A Statistics page for all users to view dog anonymised rehoming information to encourage the community to participate. A Donations page accepting credit card and PayPal. A Contact Us page for ADMC to provide email, Facebook, and Instagram links. Lastly a navigation bar linking the above pages.

## Target Audience

The proposed ADMC website should cater towards Australians across all ages and gender. They will be concentrated in major capital cities of Australia and have fast access to the internet over NBN. Devices will vary from desktop, tablet, to smart phone and the language will be English only. Users will be of mixed technical background, so the website must be simply presented and easy to use, which is summarised in Table 1.

|  |  |
| --- | --- |
| Audience Feature | Value |
| Age | 7-80yo |
| Gender | 50/50 male/female |
| Technical Background | Mixed Low to High |
| Location of Use | Australian Capital Cities |
| Access to devices | Desktop, tablet, smartphone |
| Connectivity speed | NBN/4-5G |
| Need for service | Information about dog rehoming |
| Language spoken | English |

Table 1 – Target Audience

## Requirements

To be successful the website must satisfy the User, Functional, Non-Functional, and Business Requirements in Table 2.

|  |  |  |  |
| --- | --- | --- | --- |
| Id | Requirement | Value | Type |
| 1 | Info page | Information on the matching service | User |
| 2 | Surrender form | Able to register to surrender a dog via a web form | User |
| 3 | Adopt form | Able to register to adopt a dog via a web form | User |
| 4 | Search form | Able to search for a certain dog via a web form | User |
| 5 | Donate page | Able to donate via Credit Card or PayPal to support surrendered dogs | User |
| 6 | View Statistic page | Able to view static Dog Statistic pages for all to see and ADMC to update manually via backend | User |
| 7 | Device Support | Modern Desktop, tablet, smartphone browsers running HTML5 | Functional |
| 8 | Interaction Support | Support touch and hover and | Functional |
| 9 | Accessibility for service | To support  [Web Accessibility Initiative (WAI)](https://www.w3.org/standards/webdesign/accessibility#wai) | Functional |
| 10 | Quality of Service | To be up 7am-7pm AEST every day, with other times up excepting maintenance. | Non functional |
| 11 | Free service | No paywall to view or register sightings or information about animals | Non functional |
| 12 | Implementation | Simple enough to be developed by 1 1621ICT developer and static content to be lifted out of current flyers provided by 1 ADMC member. | Non functional |
| 13 | Social Media | Linkable to social media and encourages donation | Business  Requirements |
| 14 | Inclusivity | Allows young and old of all background, gender, and ability to interact | Business  Requirements |
| 15 | Language | Supports English | Business  Requirements |

Table 2 – Requirements

## Development Activities and Time Estimates

Time and budget for development activities is as per Table 3. We assume Student Developer is charged at AUD 250 per day and that ADMC team member interaction is free. As we can see in Table 3 it will cost roughly A$10k and take 35 days or 7 weeks. We assume a 10% development contingency in this quote.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Activity | Who | Type | Cost (AUD) | Estimate | Milestone | Milestone  Date (T)  & cumulative cost |
| Setup social media (Instagram, Facebook) | ADMC | Advertising | $0 | 1 day |  |  |
| Develop About static ADMC and Contact Us page | Student Developer,  ADMC team member | Labour | $500 | 2 days | About Us | T+3 ($500) |
| Rent cloud database and server | Student Developer | Computer equipment | $1200/year | 1 day |  |  |
| SEO Integration (google adwords) | Student Developer | Software | $1000/year | 1 day |  |  |
| Rent third-party payment processor | Student Developer, ADMC team member | Software | $550/year | 2 days |  |  |
| Implement donations page | Student Developer | Labour | $250 | 1 day | About Us  +Donation  +google ad word | T+8 ($3500) |
| Write Statistic page | Student Developer | Labour | $3500 | 14 days | About Us  +Donation  +google ad word +Statistics | T+22 ($7000) |
| User Testing | Student Developer, ADMC team member + 5 people from young, old, visually impaired backgrounds target audience | Labour | $1000 | 2 days |  |  |
| Bug Fix | Student Developer, ADMC team member | Labour | $1250 | 5days |  | T+29 ($9250) |
| 10% Contingency Development | Student Developer | Labour | $925 | 3 days |  |  |
| Market to public via existing channels | ADMC team member | Advertising | $0 | 3 days |  | T+35 ($10,175) |

Table 3 – Work Breakdown Structure (WBS)