**Happy Tails Dog Rescue**

Finding loving homes for our furry companions.

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| **Context** |
| Each year throughout the United States, approximately 3.1 million dogs are surrendered or abandoned in animal shelters, of which 390,000 are euthanized. The number of dogs that are euthanized has steadily declined, however, thanks in part to the increase of dogs being adopted into loving homes. Approximately 2 million dogs are adopted every year, but that still has not made up for the influx of dogs that are filling shelters to capacity.  About 44% of households in the U.S. own a dog, yet only 23% of dogs are adopted from shelters and rescue organizations. Even worse, 1 in 10 pets who are adopted are returned to the shelter within six months. There are many reasons why dogs may be returned after adoption, but oftentimes it is due to the new owners being unprepared and overwhelmed by the responsibility of not only dog ownership, but the additional needs of rescue dogs who may have more behavioral issues.  There is a huge untapped market of potential dog owners who could adopt a rescue dog instead of shopping for a puppy, and there are opportunities to support new and potential dog parents with online resources. |

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| **Purpose** |
| Our mission is to match our adoptable rescue dogs with their forever family by showcasing our dogs on our website, gathering information from visitors who are interested in adopting, and providing online resources for new and potential dog parents. |

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| **Target Audience** |
| Our target audience is geared towards dog-loving people of all ages who are looking to adopt a rescue dog. We hope to encourage visitors to understand the responsibilities of dog ownership and to provide online resources to help new dog parents. |

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| **Visitors' Motivations and Goals** |
| Our visitors will likely be dog lovers who are interested in adopting a dog that fits their lifestyle. Visitor goals may include browsing our adoptable dogs, submitting an adoption application, or accessing our blog for tips on how to care for your rescue dog. |

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| **Information Requirements** |
| 1. Potential dog parents would be able to search for adoptable dogs based on what they’re looking for in a dog, such as breed, dog size, energy level, if they’re good with kids, etc. 2. Potential dog parents would be able to read the requirements for adoption and be able to submit an application. 3. Potential and new dog parents can browse our online resources for tips on how to best care for your rescue dog. |

**References**

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