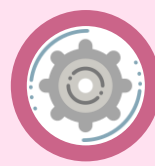## Iterative Prototype

- We want to attract a larger number of audience, and a web-based application would attract more pet owners in the pet communities to using it. Hence we have implemented the idea into a website so that it is widely available to more people.

Problem Ideation

- Pet owners may not always be available to take care of their pets.
- Existing pet hotel services are too expensive.
- Many experienced pet owners available but hard to reach them.

Solution Ideation

- A platform that matches pet owners who require and offer pet-sitting services.
- Integration of social media to entice more pet owners to use the application, to make the searching of pet-sitting services easier.
- Help users establish trust in other users, so that pet owners can leave their pets with other users on our platform.
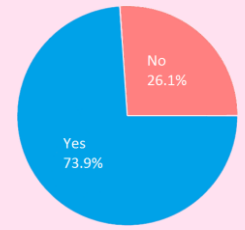
SPAWTS

a guardian for your pet

User Study

- Our target audience we identified were current or ex pet owners. The reason was that people that have not owned pets before are inexperienced and incapable of caring for someone else's pet.
- Surveys that target pet owners or used-to-be pet owners in the general population.

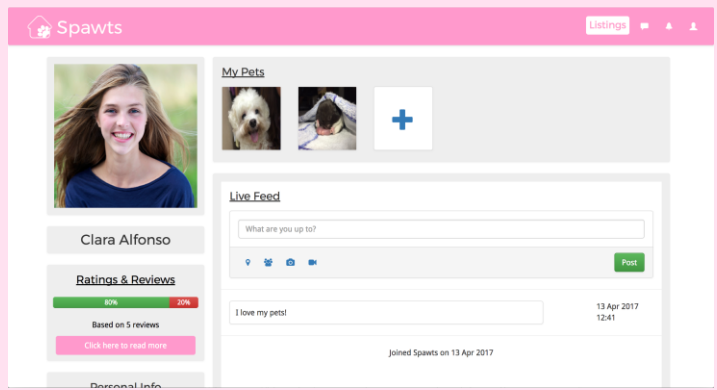*Figure: Would you use social platform for pet-sitting services ?*

No 26.1%

Yes 73.9%

Task Design

- **Create a profile -** Users and their pets can have an online presence on our platform.
- **Create a listing -** Post a job request on Spawts for potential pet-sitters to spawt them.
- **Find and accept listings -** Browse through job listings posted by pet owners in need to find the most suitable job.
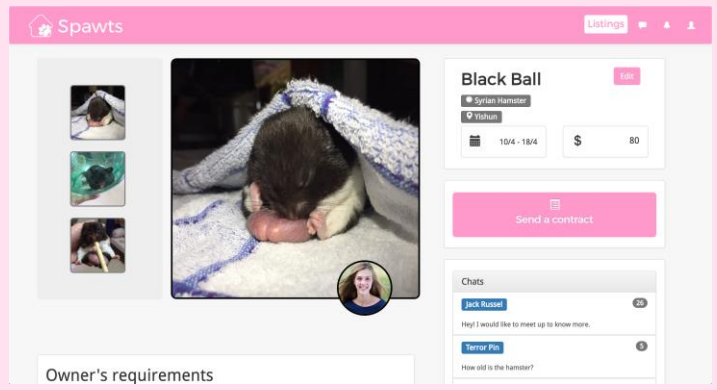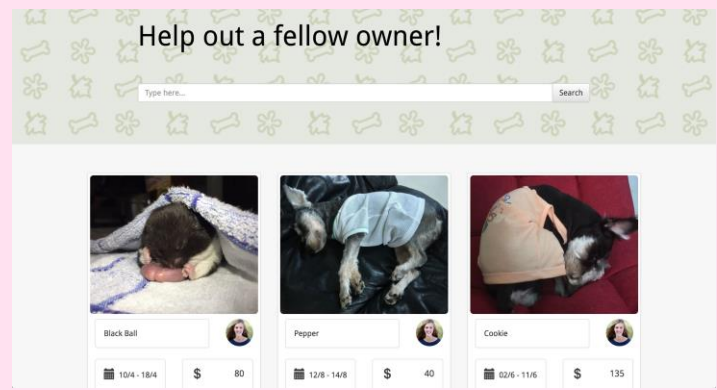
Develop Personas

- To better understand the target audience, we came up with personas so we can empathise with the audience.
- Pet owners who are looking for pet-sitting services.
- Pet owners who want to provide pet-sitting services.

Create a profile

Create a listing

Find and accept a listing