Part 1: Personas

Persona 1: John Carter

About:
First time pet adopter

Age : 26

Job: Marketing Specialist ($87K)

Tech Proficiency: Moderate (comfortable with web apps but not tech-savvy)

Event Attributes:

John Carter prefers structured pet adoption events, such as workshops, Q&A panels, and meet-and-greets, attending in-person only on weekends while favoring virtual sessions due to his busy schedule. He engages most with expert-led discussions, values digital resources for later review, and prefers event reminders via email or mobile notifications.

Event Influencers:

John Carter is influenced by structured events with expert-led discussions, clear scheduling, and virtual options that fit his busy lifestyle. He is more likely to attend if there are adoption incentives, pet compatibility guidance, interactive elements, and positive reviews from past attendees.

Motivations:

John likes balancing a demanding job with a desire for personal growth and stability. He is motivated by a need for structure in his daily routine, a sense of accomplishment in learning new skills, and meaningful connections in both his personal and professional life.

Core Needs:

John Carter's core needs revolve around maintaining a balanced lifestyle, optimizing his time efficiently, and having access to clear, reliable information for decision-making. He values convenience, structured guidance, and tools that help him streamline tasks without adding unnecessary complexity.

Pain Points:

- Overwhelmed by too many options when making important decisions.
- Struggles with time management due to a demanding work schedule.

- Prefers structured, step-by-step guidance rather than vague or open-ended instructions.
- Finds it difficult to engage in social activities due to work commitments.
- Values efficiency but dislikes overly complex or time-consuming processes.
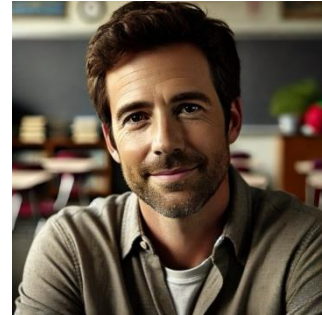
Persona 2: Michael Dallas

About:
Third-time pet adopter

Age: 32

Job: School Teacher ($47K)

Tech Proficiency: None (struggles with basic technology)

Event Attributes:
Prefers in-person, community-driven adoption events like open houses and meet-and-greets. Avoids virtual options. Appreciates printed materials and simple explanations. Prefers phone call or mail reminders over digital notifications.

Event Influencers:
Drawn to warm, welcoming environments with hands-on pet interactions. More likely to attend if events have clear guidance, on-site support, and minimal paperwork. Trusts word-of-mouth recommendations and real-life adoption success stories.

Motivations:
Seeks companionship and enjoys caring for animals. Values being part of a community. Motivated by past positive adoption experiences and a desire to provide a loving home.

Core Needs:
Michael's core needs revolve around simplicity, clarity, and a personal touch in the adoption process. He values face-to-face interactions, hands-on guidance, and accessible, non-digital resources. He prefers adoption experiences that are straightforward, with minimal reliance on technology.

Pain Points:
- Struggles with online forms, digital resources, and technology-heavy adoption processes.

- Finds it frustrating when events are overly structured or require too much planning.
- Prefers in-person guidance over virtual options or automated responses.
- Dislikes impersonal experiences, such as automated emails or chatbots.
- Has limited financial flexibility, making affordability an important factor in pet adoption decisions.

Persona 3: Emily Chen

About:
College student living at home, looking for an emotional support pet

Age: 20

Job: Part-time Barista ($18K) / Full-time Student

Tech Proficiency: High (frequent social media user, comfortable with mobile apps and online research)

Event Attributes:

Emily prefers in-person adoption events where she can interact with pets before deciding. She enjoys casual, walk-in events at shelters or pop-up adoption fairs and values student-friendly adoption days with discounted fees, flexible adoption policies, and educational sessions on pet care. She relies on the website to check event details, RSVP, and receive reminders via email or mobile notifications.

Event Influencers:

Emily is influenced by hands-on pet interactions, adoption incentives for students, and peer recommendations. She trusts websites with detailed pet profiles, reviews from previous adopters, and expert advice on pet care. A well-designed, mobile-friendly site increases her likelihood of attending an event.

Motivations:

Emily wants an emotional support pet to help manage school-related stress and improve her mental well-being. She seeks a pet that is affectionate, easy to care for, and compatible with her home life. She also wants to prove to her parents that she is responsible enough to care for a pet.

Core Needs:

- In-person interaction with pets before adopting
- A user-friendly website that allows her to filter pets based on lifestyle compatibility
- Detailed pet profiles with temperament, history, and care requirements
- An adoption process tracker so she knows what to expect
- Online chat support to answer questions before attending an event
- Mobile accessibility since she primarily browses on her phone

Pain Points:

- Overwhelmed by too many pet options and needs better search filters
- Confusing or outdated pet profiles that lack key details like temperament and health status
- Frustration with websites that aren't mobile-friendly or take too long to load
- Difficulty finding clear information about student discounts and adoption fees
- Lack of event reminders causing her to miss important dates
- Struggles balancing pet care with school and work and needs clear post-adoption support

Persona 4: Von Lindenthal

Biographic Information:

- Name: Von Lindenthal

- Age: 42

- Occupation: IT Cyber Security Consultant

- Household: Lives with his partner and two children in a suburban home

- Hobbies: Hiking, reading, volunteering at local shelters

Background & Motivation:
Von Lindenthal is a tech-savvy professional who enjoys solving problems and streamlining

processes. He has a strong ethical stance on animal welfare and believes in adopting pets rather than buying them. His family has been considering adopting a pet for the past year, and he is particularly interested in finding a hypoallergenic dog due to his child's allergies. Being an IT consultant, he appreciates well-designed, intuitive online systems that make the adoption process smooth and informative.

Technology Usage:

- Frequently uses mobile and web applications for work and personal tasks
- Prefers platforms with seamless navigation and clear information
- Comfortable with advanced search filters and online application processes

Goals & Needs:

- A well-structured, user-friendly pet adoption platform
- Clear and transparent pet profiles with health, temperament, and suitability for families
- Efficient search filters to find the right pet quickly
- A streamlined adoption process with real-time status updates
- Easy communication with shelter staff for follow-up questions

Part 2: Requirements

Functional Requirements

- The web application must display a list of adoptable dogs and/or cats with pictures and basic information.
- Users must fill out an online adoption questionnaire before they can select a pet.
- The questionnaire responses must be reviewed and approved by PAO management before the user can proceed.
- The system must display contact information for the adoption center.
- The system must allow approved adopters to select a desired pet.
- If multiple users request the same pet, PAO management must be able to review and select who may adopt the pet.
- The application must have a login screen to protect access to the system.
- The system must include an FAQ section and step-by-step adoption guides.
- A user registration screen is optional but may be implemented.
- All user input must be validated before being processed to prevent security vulnerabilities.
- The system must display each pet's health status and adoption fees on their profile.
- The system must provide resources and articles on pet care that users can access after adoption.
- The system must allow users to save pet profiles to view later.
- The system must send event reminders via email or mobile notifications to registered users.
- The system must allow users to filter pets by characteristics like size, breed, or temperament.
- The system must allow users to save pet profiles to view later.
- The system must allow users to fill out and submit adoption paperwork digitally on both desktop and mobile devices.
- The system must enable users to browse detailed pet profiles with personality traits and care needs.
- The system must have a user dashboard where adopters can track their adoption progress.

Non-Functional Requirements

- The system should be secure, preventing unauthorized access to adoption processes.
- The web app should be responsive and user-friendly, ensuring smooth navigation on both desktop and mobile devices.
- The application should be scalable, allowing PAO to add more pets and process multiple adoption requests efficiently.
- The system must be mobile-responsive, ensuring a smooth experience on smartphones and tablets.

- The system must store user preferences securely and prevent unauthorized access to personal data.
- The website must be accessible, following WCAG guidelines to support users with disabilities.

Part 3: Scenarios

Michael Dallas

Scenario: Michael Adopts a Pet Through the System

Michael arrives at the adoption center on a Saturday morning, eager to find a new pet. He prefers in-person interactions, so he walks up to the front desk rather than using the website.

The volunteer at the desk asks if he has already created an adoption profile online. Michael explains that he is not good with technology, so the volunteer assists him in filling out a paper form with basic details—his home environment, pet preferences, and experience with animals.

After submitting the form, Michael is guided to a meet-and-greet area where he can interact with several adoptable pets. A staff member reviews his preferences and recommends a calm, older Labrador named Buddy. Michael spends time playing with Buddy and feels a strong connection.

Michael decides he wants to adopt Buddy. The adoption counselor walks him through the necessary paperwork, explaining everything clearly. Since he dislikes digital processes, the counselor prints the forms for him to sign instead of requiring an online submission.

Once the paperwork is completed, Michael is informed about the next steps—vaccination records, initial supplies, and a post-adoption follow-up. He is relieved that he does not have to track everything online, as the center provides him with a physical folder containing all necessary documents.

As he prepares to leave, Michael receives a call from a staff member confirming that Buddy's records and microchip details have been updated. The adoption center also offers a phone support line he can call if he has any questions.

Michael drives home with Buddy, grateful that the process was simple, personal, and stress-free.

Emily Chen

Scenario: Emily Attends an In-Person Adoption Event

Emily Chen, a 20-year-old college student living at home, has been thinking about adopting a pet. She prefers attending in-person events where she can interact directly with pets and adoption counselors. After finding an adoption fair listed on the Pet Adoption Website, she registers for the event online, receiving a confirmation email with event details, reminders,

and a link to the FAQs section. The website's simple interface and clear information help her feel prepared and organized.

On the day of the event, Emily arrives at the adoption center and skips the registration line, as her details are already saved in the system. She heads straight to the meet-and-greet area where she spends time interacting with a few pets. After bonding with a playful terrier named Max, Emily feels confident in her choice and decides to adopt him. She completes the adoption paperwork via a tablet provided by the center, which syncs with her online account for easy access and tracking.

Emily leaves the adoption center with Max, knowing that the Pet Adoption Website will continue to support her. The streamlined process and integration between the website and in-person process make the adoption experience easy, efficient, and stress-free for Emily.

John Carter

Scenario: John using the pet adoption website

John Carter has been considering adopting a pet but feels overwhelmed by the process. After a long workday, he decides to visit the Pet Adoption Website to see the options. The homepage presents a Find Your Perfect Pet quiz, which immediately appeals to him since he prefers structured decision-making. He answers questions about his living space, work schedule, and experience level with pets.

The quiz results suggest a few pets that match his lifestyle, and he checks out one to view more details. The pet's profile provides clear adoption fees, health status, and care requirements, which helps him feel confident about the process. Still unsure, he checks the FAQ section, where he finds a step-by-step guide on the adoption process and a list of documents required, which saves him time and effort.

Wanting to make sure he is making the right choice, John registers for a virtual Q&A session with an expert, scheduled for the weekend. The website sends him an email confirmation with a calendar invite, which he appreciates since it keeps it organized. Satisfied with the experience, he bookmarks the pet's profile, knowing he has all the information to make a decision whenever he is ready to move forward.

Von Lindenthal

Scenario: Family Dinner

After dinner, Von Lindenthal sits in his living room with a tablet, browsing a pet adoption website. His family has been considering adopting a dog, and he is determined to find a hypoallergenic breed that suits their needs. Using advanced filters, he narrows his search to child-friendly, hypoallergenic dogs nearby. He appreciates the detailed pet profiles, which include health history, temperament descriptions, and compatibility information. One particular listing—a friendly Goldendoodle named Milo—catches his attention, featuring photos and a short video of Milo interacting with children.

Excited by the possibility, Von Lindenthal clicks the 'Adopt Now' button and fills out the online application. The process is straightforward, and he quickly submits the necessary information. He receives an instant confirmation email and, over the next few days, keeps an eye on his inbox. Soon, he gets a notification from the shelter inviting him to schedule a meet-and-greet with Milo. He quickly books an appointment through the website's scheduling system.

On the day of the visit, Von Lindenthal and his family arrive at the shelter, eager to meet Milo. The dog greets them warmly, and his children immediately take a liking to him. After a successful interaction and assurance from the shelter staff, Von Lindenthal finalizes the adoption. A week later, Milo is happily settled into their home, bringing joy to the entire family. He reflects on how seamless and efficient the adoption process was, appreciating the platform that made it all possible.

Part 4: User Stories

1. As a college student, I want to register for in-person adoption events directly on the website.
2. As a pet adopter, I want to view a pet's health status and adoption fees before making a decision.
3. As a new pet owner, I want to access resources and articles on pet care after adoption.
4. As a busy professional, I want to receive event reminders via email or mobile notifications.
5. As a tech-savvy user, I want to complete adoption paperwork digitally on my phone or tablet.
6. As a pet adopter, I want to browse detailed pet profiles to learn about their personality and care needs.
7. As a returning user, I want to track my adoption progress through my account dashboard.
8. As a first-time adopter, I want to read FAQs and step-by-step guides on the adoption process to understand what to expect.
9. As a college student, I want to view event dates and times to plan my visit accordingly.
10. As a pet adopter, I want to filter pets by specific characteristics like size, breed, or temperament.
11. As a returning user, I want to save my favorite pet profiles to revisit them later.
12. As a pet adopter, I want to get detailed contact information for the adoption center to ask questions or schedule appointments.

13. "As a parent looking to adopt, I need a way to filter pets based on allergy-friendliness, temperament, and family compatibility so that I can find the perfect companion for my household."

14. "I also need clear, detailed profiles with photos and videos, along with a streamlined adoption process that provides timely updates on my application status, ensuring a smooth experience from start to finish."

Part 5: Feature List

1. **Event Reminder Notifications**: This feature sends timely reminders about upcoming adoption events via email or mobile notifications. It ensures users like John Carter, who have busy schedules, never miss an important event. The reminders keep them on track and help manage their time effectively, reducing the risk of forgetting or missing registration deadlines.

2. **Pet Filtering & Compatibility Search**: Users can filter pets based on specific preferences such as size, temperament, care requirements, and compatibility with their lifestyle. This feature helps users like Emily Chen, who is looking for an emotional support pet, easily find pets that suit her living situation and emotional needs. It streamlines the process by presenting a curated list of pets to help users make informed decisions.

3. **Mobile-Friendly Pet Profile Viewing**: This feature ensures pet profiles are optimized for mobile devices, allowing users like Emily, who primarily browse on their phones, to view detailed pet information such as temperament, health status, and care requirements. The responsive design ensures users can access this information conveniently, even while on the go.

4. **Event RSVP & Check-In**: The system allows users to RSVP for adoption events directly through the website, offering confirmations and the option to add the event to their calendar. For users like Michael Dallas, who prefer in-person events and non-digital communication, this feature provides event registration and reminders via phone calls or physical mail, making it easier to attend events.

5. **Adoption Process Tracker**: This feature provides users like John Carter with a visual tracker of where they are in the adoption process, from application submission to pet pickup. The tracker ensures users know what to expect at each stage, helping them stay organized and confident throughout the process, particularly when dealing with a major decision like pet adoption.