**Pet Pairing App**

**Idea:**

Pet adoption can be overwhelming to many potential adopters. First time adopters may need guidance on type of pet and breed compatible with their living arrangements and lifestyle, while experienced owners may need guidance on finding pets that are compatible with their own pets. To help navigate this uncertainty, I am creating an app that will match users with animals that fit their criteria and lifestyle, helping simplify their pet search with a recommended pet list curated to their attributes/needs.

**Targeted Audience:**

App will provide value to both first time pet owners needing guidance to begin their search and/or undecided on pet type/breed, and existing pet owners looking for an additional pet that will be compatible with their own pets.

**Data requirements:**

API: Petfinder [Petfinder API Support Documentation | Petfinder](https://www.petfinder.com/developers/v2/docs/)

Potential datapoints: Available pets -> animal type, breed, age, weight, location, behavioral attributes

**Implementation:**

Create a questionnaire asking simple questions to potential pet adopters on the type of pet they’re looking for. Questions may include:

* Pet type
* First time or experienced owner
* Amount of pets in household
* Lifestyle type (active, relaxed)
* House size (small, medium, large)
* Zip code

Database Schema Mapping:

First step will be to secure all desired API endpoints to begin mapping out database schema. Schema likely to include owner table and pet table joined together with a behavioral model table.

Challenges:

A potential challenge will be mapping out behavioral attributes (active, relaxed, owner gender exclusions if animal doesn’t do well with certain genders) as keywords from pet description will be used to build a behavioral model and evaluating based on user’s behavioral model.

User Flow:

If new user:

1. Pet Match Homepage
2. Pet Questionnaire question page (new page for each question)
3. User will see a curated “recommended pets near you” list (10-20) of pets that closely match behavioral profile.
4. User will have option to view each pet’s profile page, retake questionnaire or create a new account to save recommendations

If existing user:

1. Pet Match Homepage
2. User login page
3. User will see a curated “recommended pets near you” list (10-20) of pets that closely match behavioral profile.
4. User will have option to view each pet’s profile page, or retake questionnaire

Additional considerations:

User will be able to create an account to save their behavioral model and edit questionnaire answers to see revised pet list results. Additionally, pet list results will adjust when refreshed to factor in newly added pets to Petfinder database and to exclude newly adopted pets removed from database.