

Link-Leap Presents:

WanderPaw

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1. Title of the Project

- Inspired by the series "Wonder Pets", WanderPaw aims to help wandering animals without a home. **WanderPaw** is an application that mainly focuses on the adoption of pets. This would help shelters with difficulty finding pet lovers to adopt their pets, struggling pet owners willing to place their pets up for adoption, and individuals who would love to have a new pet by adopting one.

2. Short description of the project answering the following:

a. ***What is the project about (target problem to solve and target audience)?***

Hundreds of dogs on death row made major headlines in 2020. The country's stray cat and dog population is rapidly increasing as a result of street breeding and unintended pregnancies. Perez stated in an Enriquez (2022) report that the Philippines currently has roughly 13 million strays. Given this, there are pounds and shelters where they can be rescued and kept off the streets. Yet, those programs and facilities have some shortcomings. To keep dogs off the streets, they must maintain operational costs, staff salaries, financing for the feeding program, veterinary care, and adequate space. When all these are taken into account—as per Ong Ki's (2022) report—it is lawful for city pounds to euthanize unclaimed dogs. Although Perez claims that some dogs are shot, some die of starvation, and others have their bodies deteriorate due to unclean living conditions (para. 6).

On that account, a program to persuade and link individuals to shelters and pounds or animals in need of help is instrumental. A mobile application featuring profiles of animals for adoption, their certain characteristics, and a few criteria for adopters will be facile in reaching the public and finding suitable owners.

b. ***How will the audience use it?***

Using the application has portions that can be categorized into two perspectives, which are: for struggling owners, pounds, and/or shelters, and adopters.

General:

1. Creation of account via email (and providing full name and password)
2. Log-in
 - 2.a. If the user forgot his/her/their account, there is a reset password feature on the Log-in page.
3. After logging in, the user will be asked to enable location data to use the application. After permission, the user will be directed to the Home/Feed tab.



For struggling owners, pounds, and/or shelters:

1. In the Profile tab, create a profile for animal adoption (with the animal photo, information about the animal, location, reason, requirements for the adopter, etc.)
2. If the animal has found a home, the user is able to delete the animal profile indicating availability for adoption.

For adopter/s:

1. In the Home/Feed tab, animal profile cards will display. If the current profile on the user's screen is not the pet he/she/they is looking for, swipe left.
2. If the current profile on the user's screen piqued his/her/their interest, swipe right. This will direct the user to complete background/information concerning the animal.
 - 2.a. If the user wants to consider this pet but has not fully made a decision, the user can bookmark the profile.
 - 2.b. If the user is fully ready and secured with pursuing to home the pet, the user can message the current caretaker through the message button.
3. If the user wants to review bookmarked profiles, return to the Profile tab and click the bookmark button. Users can review each profile again. On the other hand, the user is also able to remove bookmarked profiles he/she/they concluded will not be suitable pets.
4. If the user wants to take action regarding his/her/their account, switch to the Profile tab. The settings button will appear. In Settings, users are free to modify or take certain actions regarding Profile, Account, and Security and Privacy sub-tabs.
 - 4.a. In the Profile sub-tab, the user is able to edit his/her/their display name and profile photo.
 - 4.b. In the Account sub-tab, the user is allowed to log out or delete his/her/their account permanently.
 - 4.c. In Security and Privacy sub-tab, the user is permitted to modify his/her/their account email address and account password.
5. In the Messages tab, users are able to check or review new and previous messages/conversations with other users regarding pet adoption.

c. How will the audience benefit from it?

This will allow more animals to be re-homed, including those from shelters, pounds, and even struggling citizens. In reality, most commercial pet businesses get their puppies from puppy mills. Female dogs are frequently kept in cruel conditions in pet stores, where they have litter after litter of puppies. Puppies in pet stores are separated from their moms at a young age and shipped to dealers.



Shelters and rescue groups, on the other hand, go to great lengths to ensure that their animals are well cared for. A specialist will deal with any problems a shelter animal may have transitioning to a new home, such as an aversion to cats or an inability to get along with other dogs, way before the dog departs the shelter. Most shelter animals are already housetrained and can understand simple orders and decorum. This project will provide a venue for highlighting the benefits of adopting to prospective adopters and help organizations or normal citizens to re-home animals currently in their custody.

d. *How will the community benefit from it?*

When stray animals do not receive veterinary care, they are more likely to carry a variety of hazardous parasites and illnesses such as rabies, which can have far-reaching consequences for an entire community. More than one animal is saved by making animal adoption more systematic. When more animals are adopted, there is more room for other animals to be rescued. Hence, this project genuinely supports the 'Adopt, don't shop' campaign.

e. *How will other applications benefit from it?*

Other pet-related apps, such as pet stores, pet grooming services, and veterinary clinics, can be included in the project. This integration can give a unified system for pet owners who want to access a variety of pet-related services.

3. Target UN SDG Principle (select appropriately)

For SDG 15: Life on Land. This project will try to prevent overpopulation by providing a public linking platform. More adoptions, more strays rescued. Strays will no longer have to scavenge garbage for food, and the environment will be tidier, with no major public health concern or source of likely zoonotic diseases such as viruses, salmonella, and parasites.

For SDG 3: Good Health and SDG 11: Well-being and Sustainable Cities and Communities. As a primary defense mechanism, some strays may express or behave aggressively, biting people and other animals. This program will enable more rescues and prevent the propagation of rabies through animal bites, as well as fewer road accidents caused by animals.

For SDG 17: Partnership for the Goals. The programmers will reach out to pounds and/or shelters for collaboration to implement the cycle of systematic adoption and opportunity for future rescues.

4. Proposed Timeline of Development (Gantt Chart and calendar)

(Picture)

Figure 1. Gantt Chart for Mobile App Development (Detailed Version)

Figure 1 above illustrates the detailed view of the Gantt Chart, specifically for this project. The app development will start on March 29, 2023, and is expected to be launched on July 19, 2023, with the app going under regular maintenance after its launch. The development of this project is divided into several tasks, with each of them having its own expected duration of days that the developers will work on a specific task.

Task	Start Date	End Date	Duration (Days)
Initial Stage	March 29, 2023	April 12, 2023	14
Structure	April 11, 2023	May 24, 2023	43
Pre-Development Stage	April 4, 2023	May 17, 2023	43
Development Stage	May 24, 2023	July 6, 2023	43
Quality Assurance	July 1, 2023	July 12, 2023	12
Monetization	July 13, 2023	July 16, 2023	3
Launching and Maintenance	July 15, 2023	July 19, 2023	4

Figure 2. Overall View of the Project Timeline

Figure 2 shows the overall view of the timeline for this app development which was categorized into 7 parts from the Level 1 of the Work Breakdown Structure of WanderPaw: the Initial Stage, the Structure, the Pre-Development Stage, the Development Stage, the Quality Assurance, the Monetization, and the Launching and Maintenance. The figure also shows the starting date, end date, and duration (in terms of days) for each part.

The compilation of the overall and in-detailed timeline of the project, along with a clearer view of both of the Gantt charts can be accessed with this link: [WanderPaw Gantt Chart.xlsx](#)

5. Budget (source of budget)

Since the programmers will collaborate with shelters and pounds for the same advocacy, no expenses are expected. As per technological tools, the programmers have not identified any that need fund allocation.

However, if funds are needed while developing the app, the source of the budget will be coming from personal savings.

6. Basic program flow chart (user side)

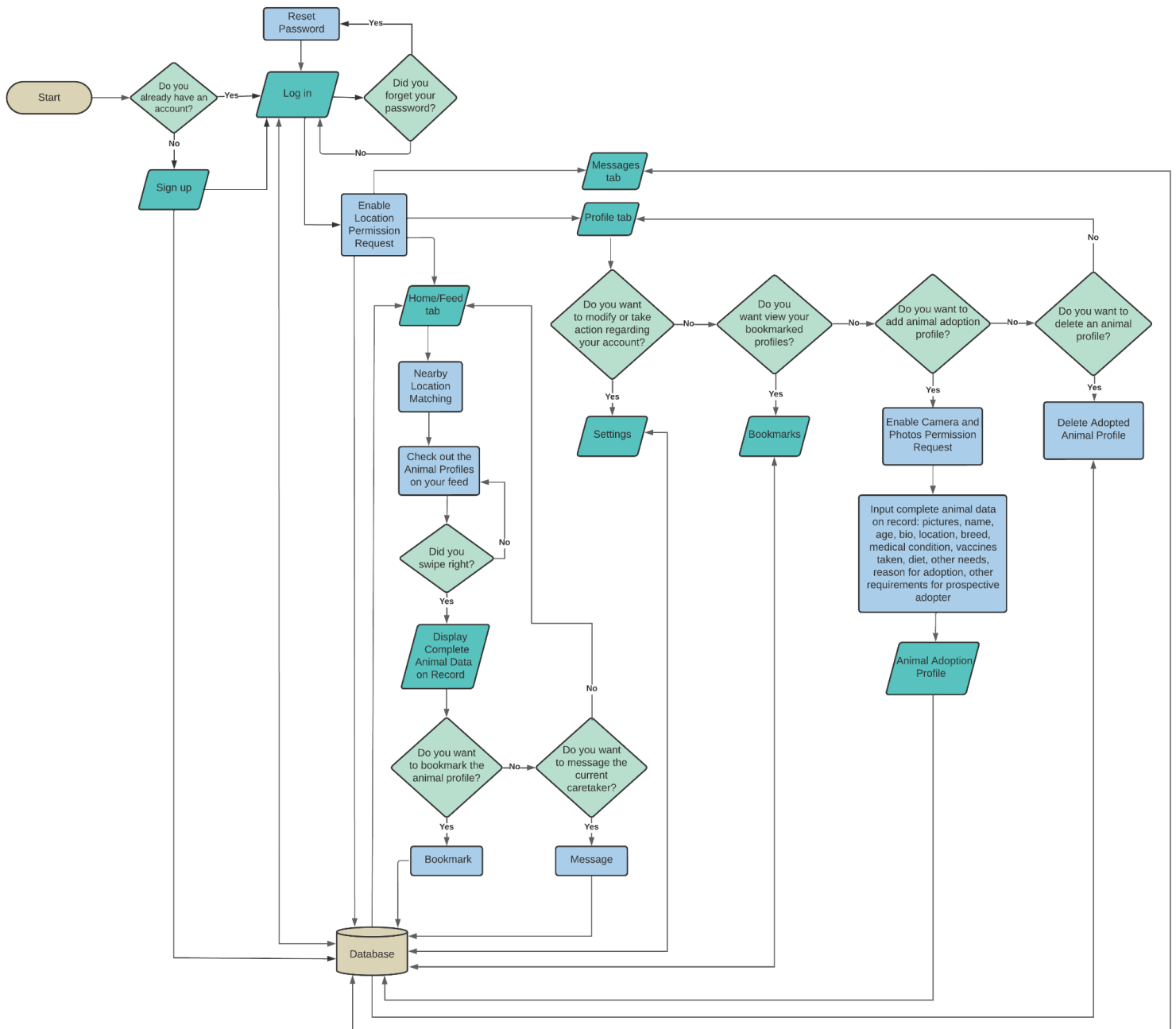


Figure 3. Application's Flowchart (User's Side)

To view the flowchart in better quality and to see each component, the reader can access it with this link: [WanderPaw Gantt Chart.xlsx](#)



7. Plan for monetization (search how apps are monetized)

The programmers would utilize advertisements specifically interstitial, video, and/or playable ads. The following ads will appear after the calculated number of profiles swiped. With this, users' momentum will strategically not be ruined and these ads will retain more to users than typical banner ads. Video ads are also considered for they are engaging. While playable ads can get users more hooked and convince them to download the advertised application by experiencing its gameplay briefly. Since the decided options of advertisements are full-screen coverage, the chances of engagement are higher. More engagements mean more revenues. With cost models, developers are still navigating which is better between cost per mille and cost per click to earn with this mobile application. The launching will also include some social media channels and certain Facebook Groups/Communities that support the project's advocacy.

8. References and other important information

Enriquez, M. (2022, November 3). Partners, not pounds: There is more to animal

welfare than rounding up strays. *Philstar.Com*.

<https://www.philstar.com/headlines/2022/11/03/2221272/partners-not-pounds-there-more-animal-welfare-rounding-strays>

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Manila Bulletin. Retrieved April 11, 2023, from

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