

- PetTinder interfaces
- ▼ Login
  - Game
- ▼ Adoption Seeker
  - Informs us that they are specifically using the game to filter for pets
  - Could potentially open up options to filter their search by restrictions (e.g. kid-friendly, no other pets, etc)
  - Language selection (can be done at iOS store?)
- ▼ Welcome Tour
  - Object of swiping
  - How to share before swiping
- ▼ What happens when you Love a pet
  - You donate 10¢ to \$1 (a choice in your Settings) toward that shelter
  - You can see the pet's details
  - It goes into your Love list
  - Your "Love" list details
  - Sharing a pet from your Love list
  - What happens when your Pet is adopted
  - First 10 Loves free — then subscribe
  - Adoption Seeker Next (for those that chose Adoption Seeker mode)
- ▼ Adoption Seeker mode Welcome:
  - Why we don't let you exclude different kinds of pets (why you must look at them all)
 

Because sometimes what hits your heart, what you actually need, is different than what you initially believe, even when you do your research
  - Where to find the links for Adoption guides on our app
  - What to expect when Adopting
 

The general process for adopting pets, and a brief list of questions to ask yourself/your family
  - How to filter amongst your chosen pets once you have a Loved list
- ▼ About Pet Tinder
  - App Store policy is in-app purchases for charity go to PayPal, ApplePay, or other transaction service - the app is downloadable for free
- ▼ Charitable connection - PayPal; who distributes the money
  - Make sure your PayPal payment address and email are correct for your charitable receipt
  - Monthly subscribers accumulate a charitable donation receipt
  - Sharing = caring — incentive to share one pet profile = 1 free Love

- Our About page - to our website - quarterly reports about users' charity in aggregate
- Animal adoption guides - outlinks to webpages on the topic
- ▼ Privacy / Tracking policy:
  - Location = to show a variety of pets and shelters over a regional area; only upon login to the app, not background
  - Social = we don't aggregate the adoption donations for specific pets, only the shelters they're in. Social tracking allows us to see which pets get promoted.
  - We may notice when a friend of yours downloads and creates an account due to your share. We don't track your friend connections in app. (We aren't a people-matching service)  
(Future may change if in-app social linking helps mobilize pet adoption events that could change?)
  - General usage data - times of day, # swipes, shares,
  - At login - basic demographic info from social profiles
- ▼ Game Interface
  - Localization: where they are, within 500 km or 320 miles  
so that further-flung pets get an opportunity for sponsorship and adoption
  - Import pet profile - Pictures of pets (1-4 or whatever on their profile in Petfinder)
  - Name of pet
  - Share button to share before swiping (to Messenger and/or SMS)
- ▼ Swipe left = dismiss pet
  - Swipe down or other setting: recycle pet for future session?
  - Swipe right = instantly see the pet's profile information, location, shelter, "donates money," and saves to Loved list.
- ▼ When subscription balance is spent:
  - in-app extra donation - one-time increase or increase monthly
  - offer user to share one / one more opportunity to Love ("free publicity" - second list in background of unsponsored pets?); else
- ▼ Super-Sponsor - Loved Pet - a button that links to the shelter's own (if defined) donation page. Reason: they get it instantly, and can have the PetID being sponsored
  - We give them a Sponsor badge for their effort
- ▼ Game backend
  - Import of API from PetFinder
  - Future: Import of API from any other pet engine
  - Save of list of Loved pets
- ▼ Two types of tags on Pets that could be a challenge
  - petID from PetFinder

- Pro-company sponsorship
- Individual gamer sponsor
- Star for fostering - don't need a data table, only text search
- Connections to connect (email, phone, website clickable recognition in pet profiles) and share via iOS

Assumption here: that iOS recognizes all app data of phone, links - for example, in Instagram posts, you cannot click any link that was dropped. It is harder to repurpose Instagram photos and commentary

- ▼ Share to Social (via iOS) also includes text preamble that includes pertinent @PetTinder social account and the link to download the app
  - Share gets logged - so we have data for each share from in app
- Future feature option: "Notify regarding Foster program" where the app can identify Foster opportunities by the word being part of a pet's profile or the shelter's basic info. IF user chooses option, eligible pets get a star
- "Donates money" = increments down their subscription balance by the amount they put in settings
- When in a given month they do NOT use up their subscription balance, the balance is then applied to pets saved in their Love list, starting with the oldest-saved pet first.
- Notification to top up balance or change plan when balance = 20¢
- User tracking: how much they play; ratio of dismissed to Likes, location displacements that change territory (e.g. >50 km)...shares
- ▼ User Options
  - ▼ Login with one Social account; Linked their other Social profiles (like Instagram) for future logins
 

Assists with promoting the app?

    - Facebook/Messenger
    - Twitter
    - Pinterest
    - Instagram
    - Whatsapp
  - Subscription level: \$5/month \$10/month
  - Notify when I can Foster this pet (you always can sponsor!)
  - Go to [change] PayPal / other payment service to pay (reminders when not automatic)
  - Amount of donation bar: 10¢ 15¢ 20¢ 25¢ 40¢ 50¢ 75¢ \$1
  - (Not obvious) Suspend or Delete account
- ▼ "Pro" accounts

- ▼ Shelters are a **\*\*channel\*\*** to get users, not necessarily a market segment
  - No present plan for in-app messaging, because shelters have to dedicate resources to user communication and many of them are not at the social media level to respond to users as users may wish - keep it simple
- ▼ Business accounts:
  - ▼ Like regular user accounts, except that
    - through a subscription, when they Love a pet, they sponsor a pet for that month, for a bigger amount of money - e.g. \$5
    - Sponsorship means when the pet is Loved by another user, the pets' details get a Sponsor badge listing the company account sponsoring the pet (e.g. "Bob's Landscaping," or "Hopital Veterinaire Vimont")
    - The company account becomes visible with a list of the pets they have sponsored that month
    - Pets that are dismissed recycle; as do Loved pets whose sponsorship expires after one month
- ▼ Other concerns/Needs technical and otherwise:
  - Host server - stores what?
  - Serverless is possible - Amazon Web Services
  - Promotion material - our social accounts, landing page
- ▼ Business Partnerships  
and "Exit" strategy
  - PetFinder company
  - Similar adoption promotion services with profiles
  - PetFinder Foundation for quarterly dissemination of aggregated donations
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