

Stage 2: Idea and Interaction Wireflows

# Rescue Care Platform

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# Research Findings

**“I prefer dogs over humans sometimes”**

– Joyce, an interviewee who has several rescued animals and volunteers for the SPCA



We conducted **30 minute interviews with 7 people**, some who adopted from breeders, 2 who adopted rescues and one who also volunteers for the SPCA.

Common reasons people **adopt pets**: companionship, love for animals, and practice in taking care of something

Common **issues** pet owners face: health, hygiene, and **behavioral** issues from their pets

**“Not everyone can comfortably communicate with other people but with pets they can express themselves easier”**

– Kaylie, an interviewee that has bought and adopted pets in the past



# Research Findings

**“I have heard that rescued animals  
don’t live as long because of their  
trauma but i’m not sure how true it is”**

- Jim, an interviewee that previously bought his dog from a breeder

Common **research methods**: Google searches, looking at different organizations' websites, Facebook groups for help and advice, and word of mouth

Common reason people prefer to **buy instead of adopt**: Hygiene reasons, pets from breeders are easier to train and the perceived image of a pure breed vs rescued animals

Common **concerns with rescued animals**: potential health issues, time and financial commitment to take care of rescued animals



# Research Findings

**“It was really hard to find a new owner and the process took a lengthy time when I already had a tight deadline (moving into her new place)”**

- Rachel, an interviewee who had to surrender her guinea pigs due to relocation

Why people prefer to **adopt instead of buy**:  
Price, moral aspect of breeder (unethical practices)

Some respondents are a part of **online communities** for pet owners in order to gain insights, tips, and stories on how to better care for their pets.

Respondents found online information sufficient but preferred hearing **stories from experienced pet owners** they know (to gather specific information).

**Why people surrender** their pets:

- Relocation: Leaving the country / new place doesn't allow pets
- They couldn't care for the pet anymore once Covid ended
- Pet was bought as a gift then they couldn't take care of them



# Natalie & Pepper

## Age

28 years old

## Introduction

Natalie has been looking to adopt a pet into her apartment. After doing extensive research and preparing their home, they took the leap and welcomed their first rescued dog, Pepper into their life.

Natalie understands the importance of providing a safe and loving environment for Pepper, and they are committed to making the adoption a success.

## Goals:

- Create an environment that supports Pepper's healing and growth
- Gain a rewarding relationship with her new furry companion

## Needs:

- Be a part of a community that have experience taking care of rescued dogs in order to gain insights specifically on behavioral issues that Natalie might be experiencing with Pepper right now.
- A reliable and comprehensive resource that covers a wide range of topics, including potential challenges they may not anticipate.

## Frustrations:

- There is a lack of specific information about owning a rescued dog.
- Pet owners facing particular challenges require tailored guidance or may struggle to locate the specific information they require.



Persona #2

Secondary user

# Joe

## Age

25 years old

## Introduction

Joe is a caring individual who has always been fond of animals, particularly dogs. He is drawn to the idea of adopting a rescued dog and providing them with a second chance at a loving home.

While he is excited about the idea of having a new pet that he can interact with daily, he is still on the fence about adopting a rescue dog as he has heard that rescued animals tend to have health issues.

## Goals:

- Wants companionship in his daily life
- Interested in gaining practical experience by caring for a pet

## Needs:

- Valuable insights and valuable resources that can be obtained from communities that have experience in caring for rescued dogs.
- Reassurance that he can handle the issues that come with rescued animals.

## Frustrations:

- Concerned with time commitment and financial responsibilities for caring for rescued animals with potential health conditions.



# Sarah

## Age

34 years old

## Introduction

Sarah is a compassionate and dedicated individual who spends her free time volunteering at an animal shelter. She is passionate about helping abandoned dogs find loving homes.

While she finds fulfillment in her volunteer work, Sarah also experiences moments of frustration due to the challenges she encounters at the shelter. Despite this, she remains committed to making a positive impact in the lives of these animals.

## Goals:

- Wants to assist new and current pet owners with their furry companion
- Aims to provide abandoned animals with the care, attention they need to increase their chances of adoption

## Needs:

- A medium for Sarah to assist pets and their owners in need of help beyond the constraints of the SPCA.
- A tool to raise awareness in the community about the benefits of adopting shelter dogs and the importance of responsible pet ownership.

## Frustrations:

- Unable to address all inquiries and surrender requests for animals via the SPCA portal in a timely manner.
- The SPCA is limited by its funding, which relies on donations, thus restricting their capacity.

**How might we enhance the journey of pet owners who are new to caring for a rescued dog, addressing the distinct challenges they encounter along the way?**

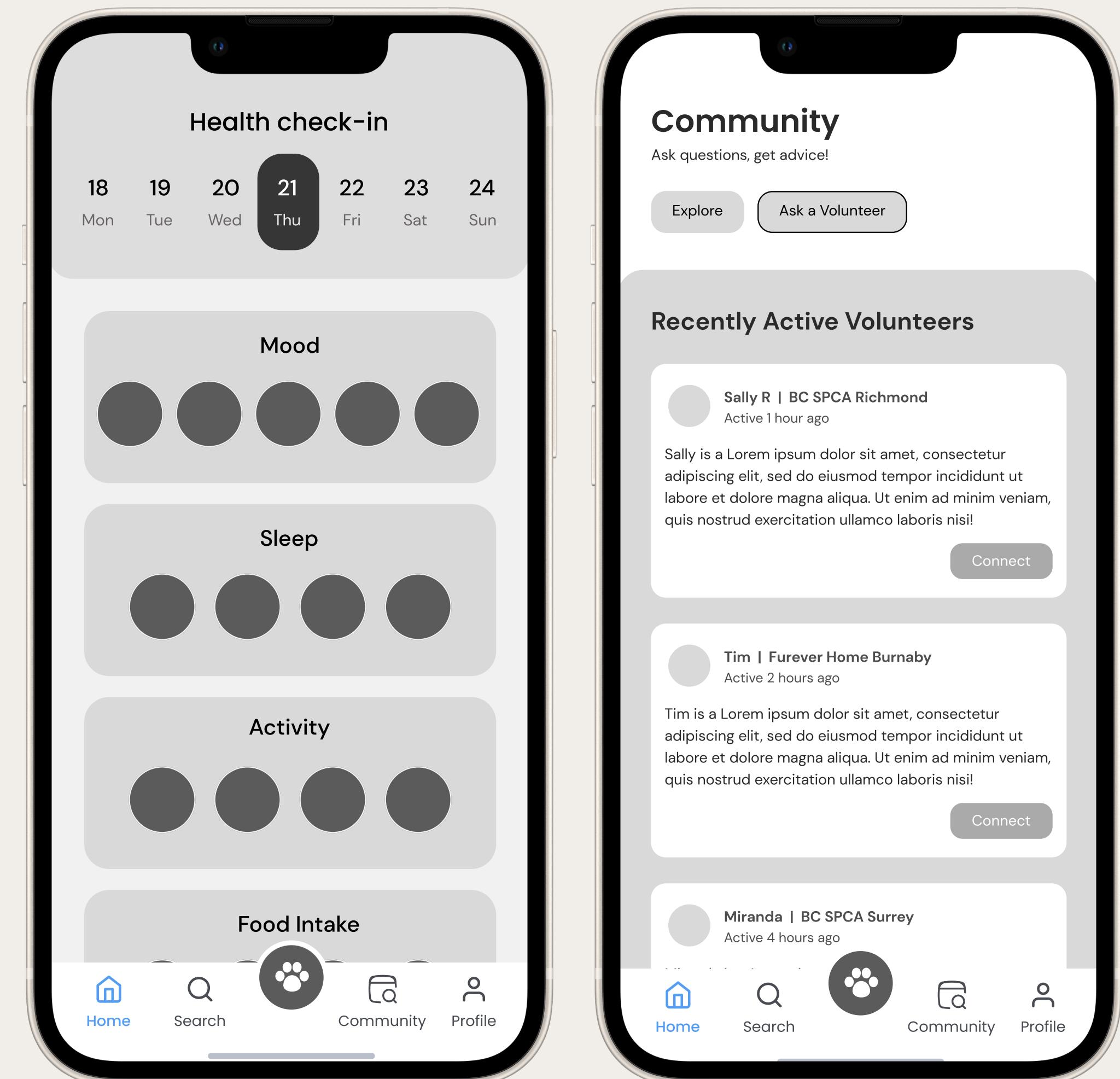


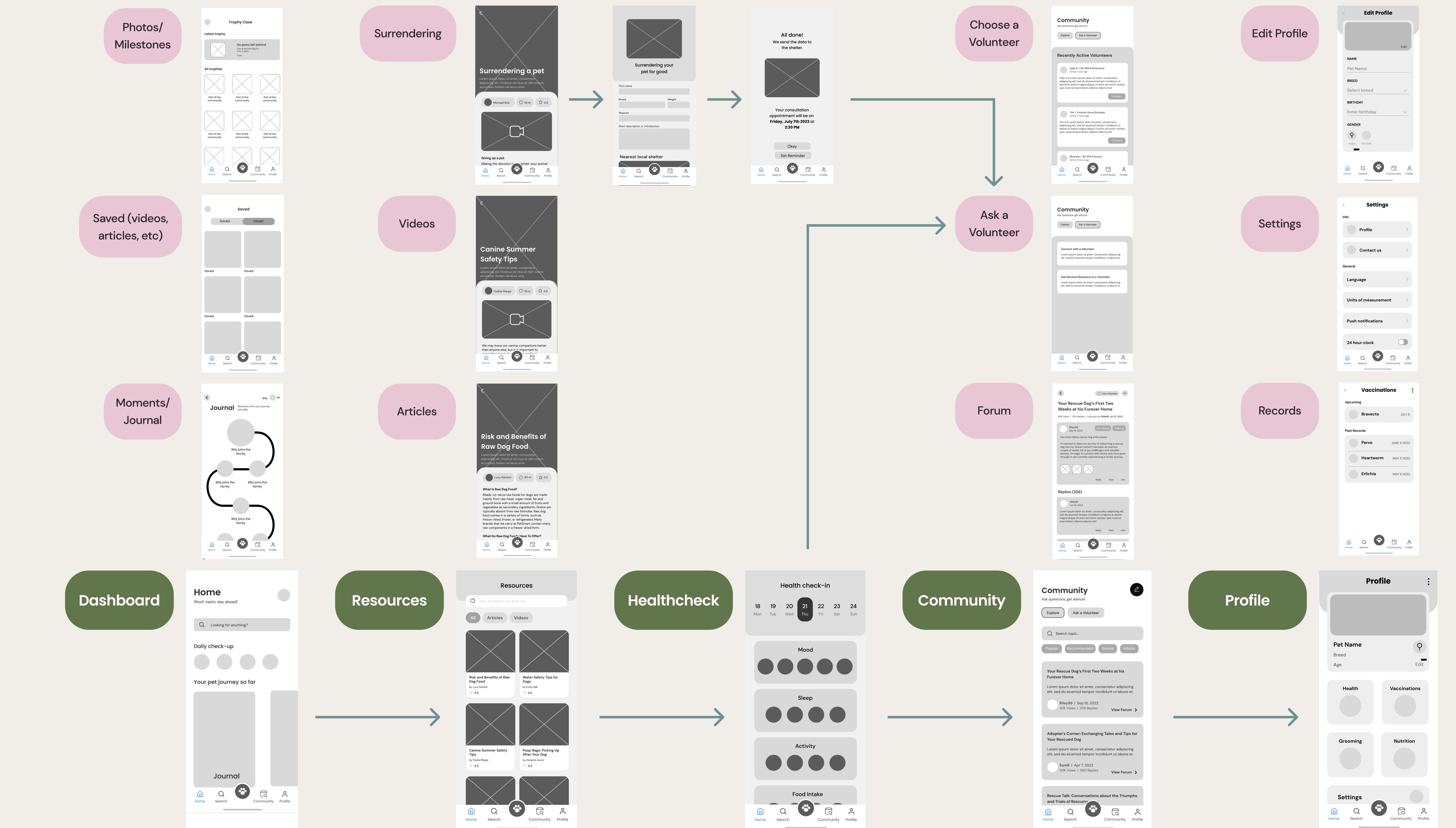
# Pet Care for Rescued Animal

**FurEverHome** is a mobile application dedicated to support pet owners with rescued dogs, that aims to create a **nurturing environment** for both the owner and pet. The goal is to **ensure that every rescued animal** receives the love, care, and attention they deserve.

## Core features:

- **Daily health check-in** to keep track of the health and well-being of the pets
- **Community forum** for users to connect and seek advice on various aspects of pet care with a live chat to connect with volunteers
- **A resources page** with articles covering topics such as fostering guides for new pet owners and the **process of surrendering animals**



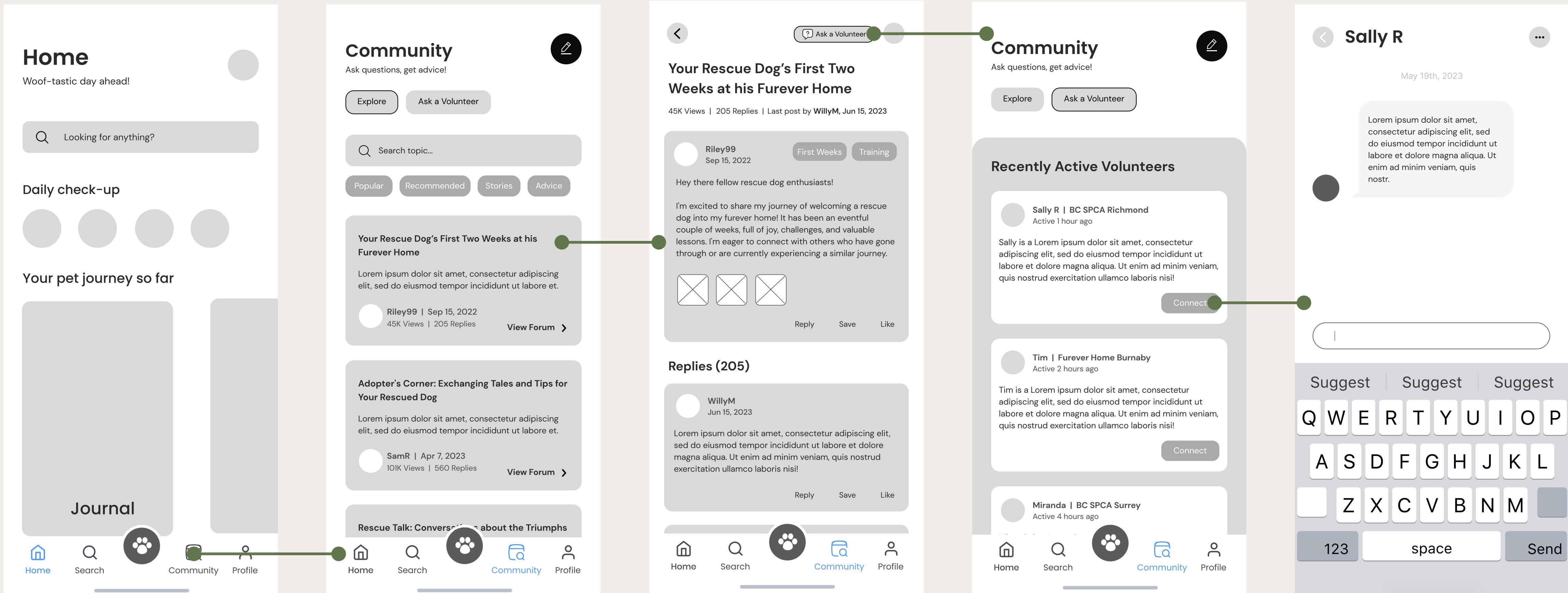




**Natalie**  
Age: 28

### Scenario:

After adopting Pepper, Natalie faced a challenging situation as Pepper arrived home, constantly wailing and shaking due to fear. Natalie felt helpless and unsure about how to assist Pepper. To find solutions, Natalie turned to the app for guidance and support.



# The journey of a new rescued pet owner in finding help for her dog



Natalie  
Age: 28

## Scenario

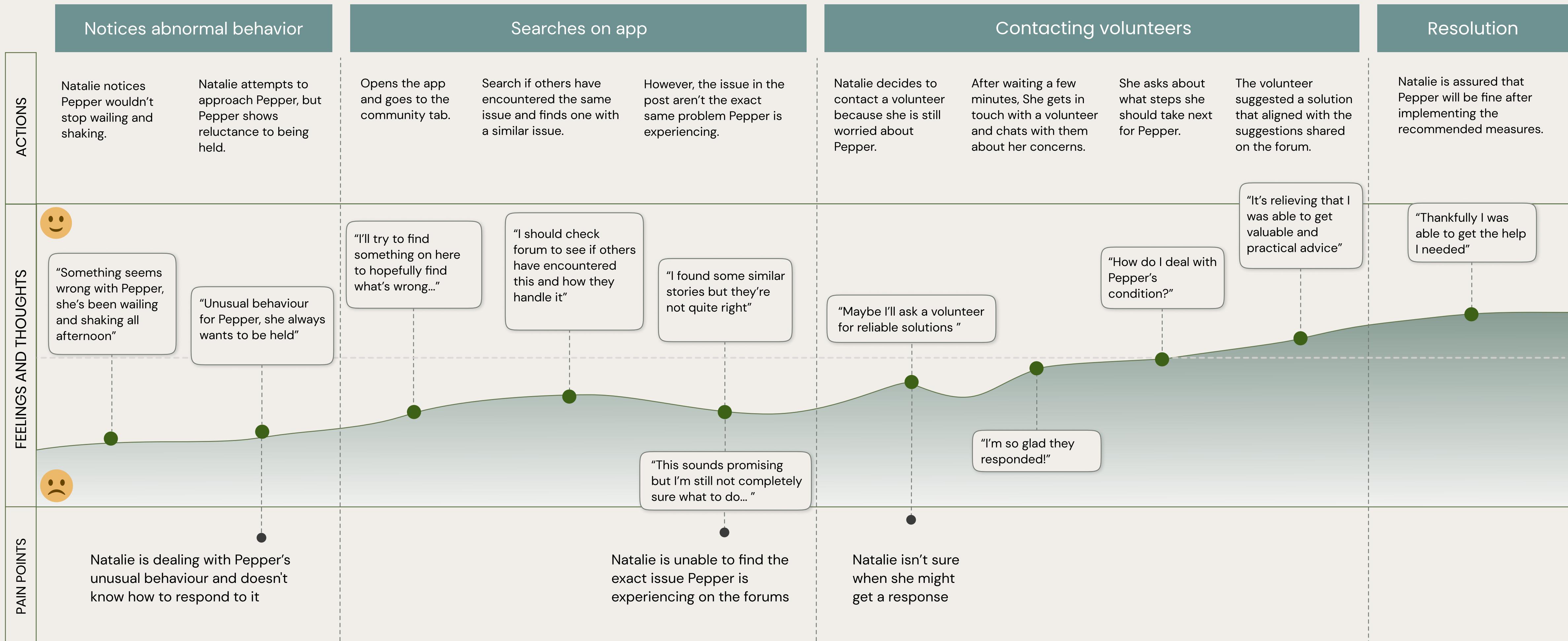
Natalie just adopted Pepper. When she brought Pepper home, she would not stop wailing and shaking. Pepper was very fearful of everything and Natalie didn't know what to do and how to help her.

## Goals

Natalie wants to quickly find out how to help Pepper in her distressed state.

## Expectations

To figure out the reason why Pepper is wailing and shaking in order to calm her down and if she needs to bring her to a vet.



# References

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