

*Checkpoint 3*



# **Hopeful Tail Trust**

## MVP PRESENTATION

**TEACHER: NGUYỄN TRẦN LÊ THANH**

# TEAM MEMBER

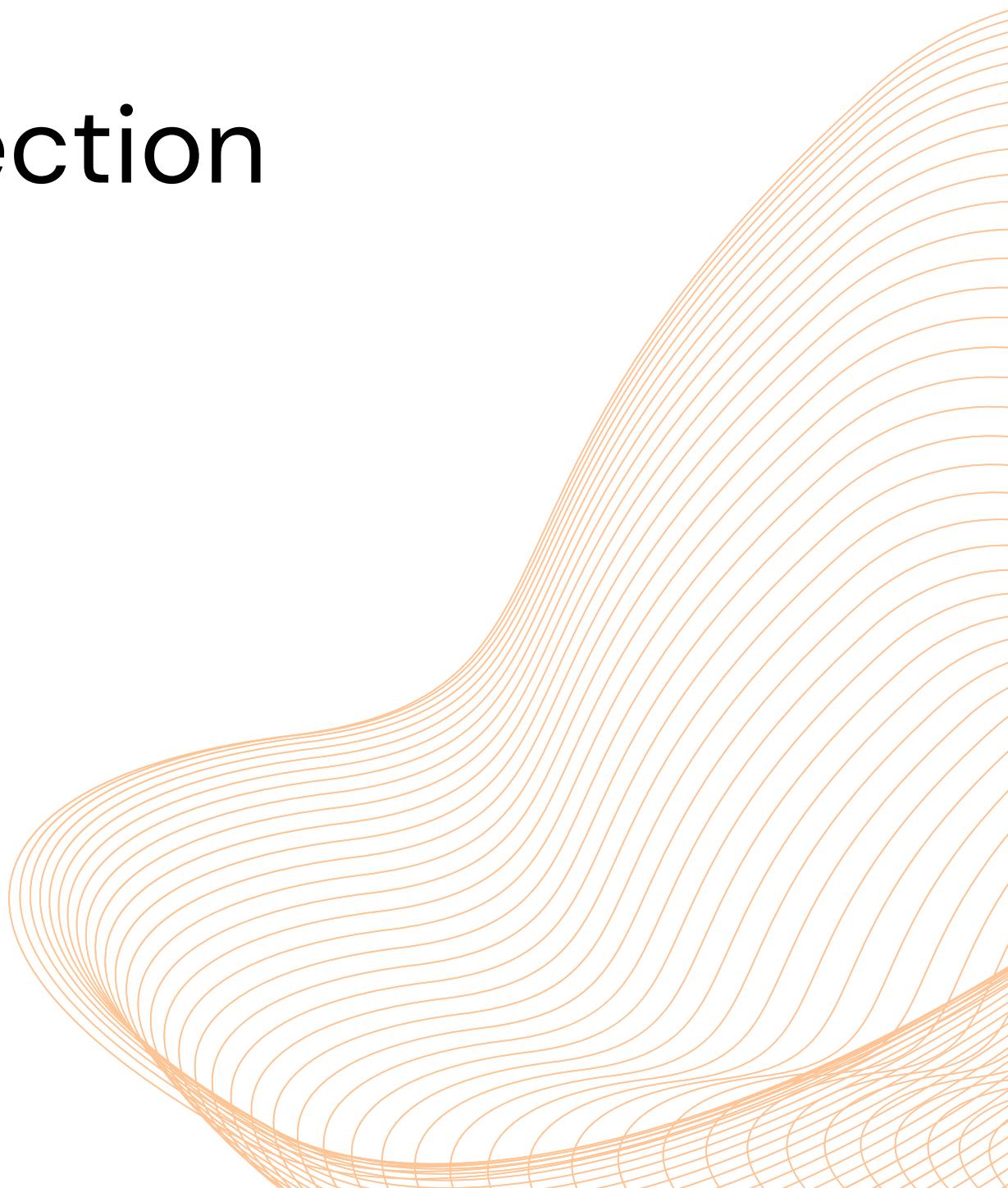
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- **Cao Huynh Anh Kiet:** *Software Engineering* – CEO
- **Do Tran Lam:** *Software Engineering* – CTO
- **Nguyen Phuong Linh:** *Digital Marketing* – CFO
- **Phan Quynh Huong:** *Digital Marketing* – CMO
- **Nguyen Thu Hoai:** *Graphic Design* – Designer
- **Tran Quoc Minh:** *Graphic Design* – Designer

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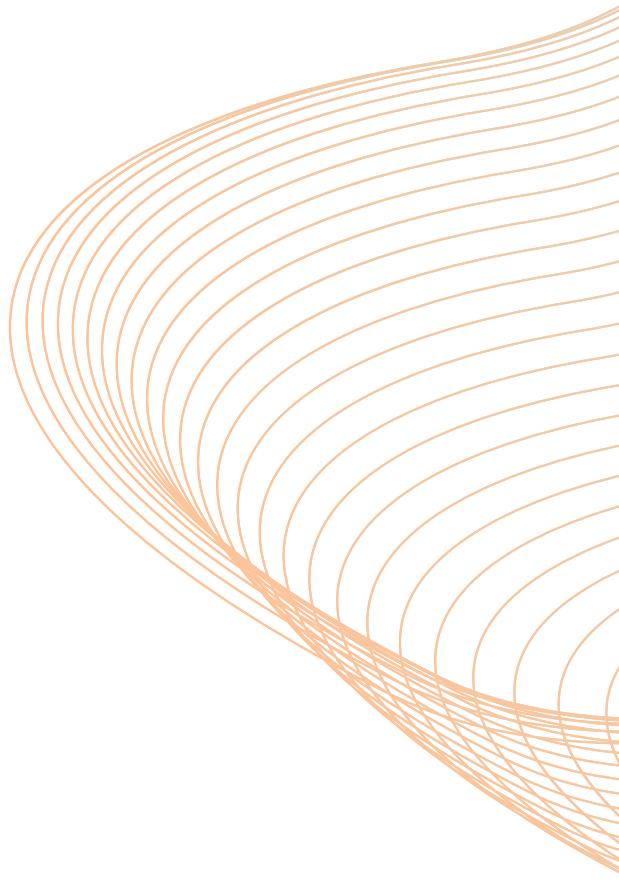
- Minimum Viable Product Section
- User's Feedback Section
- Pivot Or Persovere Section
- MVP Demonstration



# PART 1

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## MINIMUM VIABLE PRODUCT SECTION



# USES

## PRODUCT MANAGEMENT SYSTEM

- Product portfolio
- Manage adopted pets

## SEARCH AND FILTER FUNCTIONALITY

- Search
- Information filtering

## PET PROFILE MANAGEMENT SYSTEM

- Pet profile
- Update profile

## USER REGISTRATION AND LOGIN

- Register an account
- Log in and manage your account

# USES

## USER INTERACTION SYSTEM

- Reviews and feedback

## CONTENT MANAGEMENT SYSTEM

- Article management
- Page management

## CUSTOMER SUPPORT SYSTEM

- Live chat
- Frequently Asked Questions (FAQ)
- Support via email and phone

## ANALYTICS AND REPORTING SYSTEM

- Performance tracking

## SECURITY AND DATA PROTECTION

- Data encrypt
- Regulatory compliance

# SPECS

## PAGE LOAD TIME

- Under 3 seconds for the whole website.
- Risk: Delay due to Network connection.

## SEARCH AND FILTER FUNCTIONALITY

- Search for pet products: ideal time is about 3–5 seconds.
- Filter product or pet information: ideal time is about 3–5 seconds.

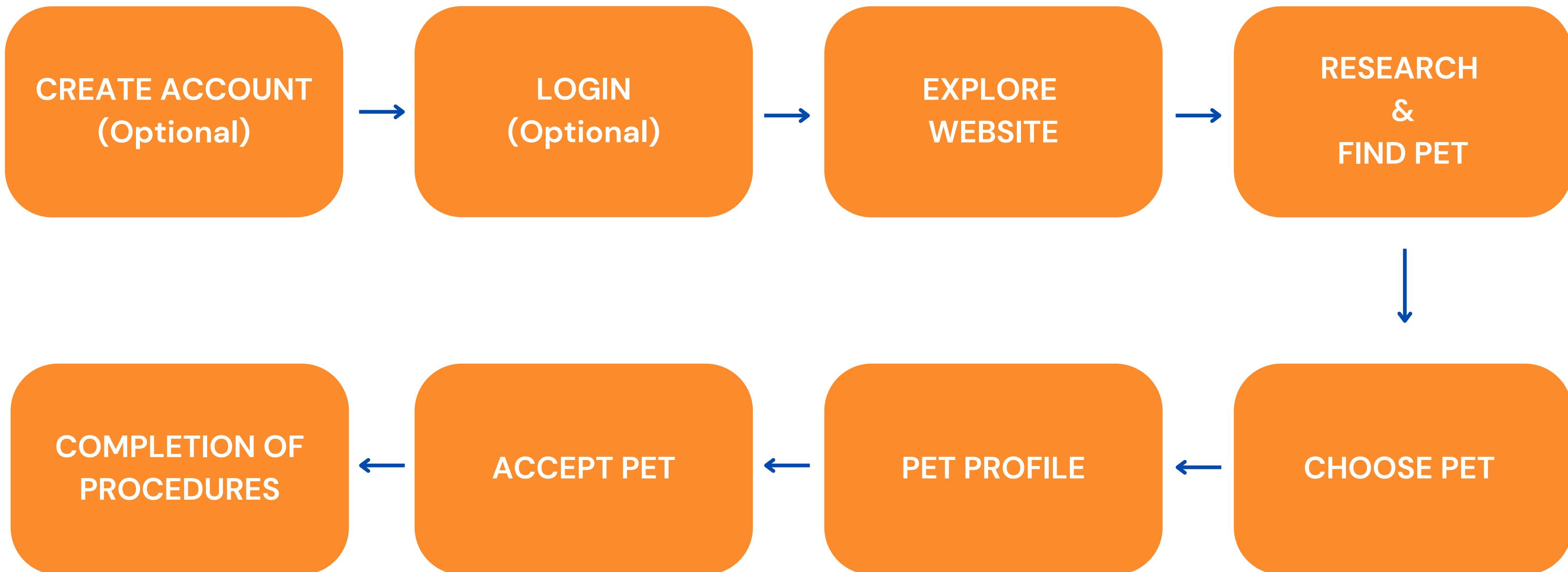
## PET MANAGEMENT

- Update pet profile for about 5 seconds
- Upload pictures of pet: about 5 seconds

## User Interaction

- Feedback: process about 3 seconds

# INTERFACE



# PACKAGING

## Products and services

- Will be deployed on the web
- Will be developed into app applications later
- There will be additional features such as scheduling, ...

# PRICE

## A NON-PROFIT WEBSITE

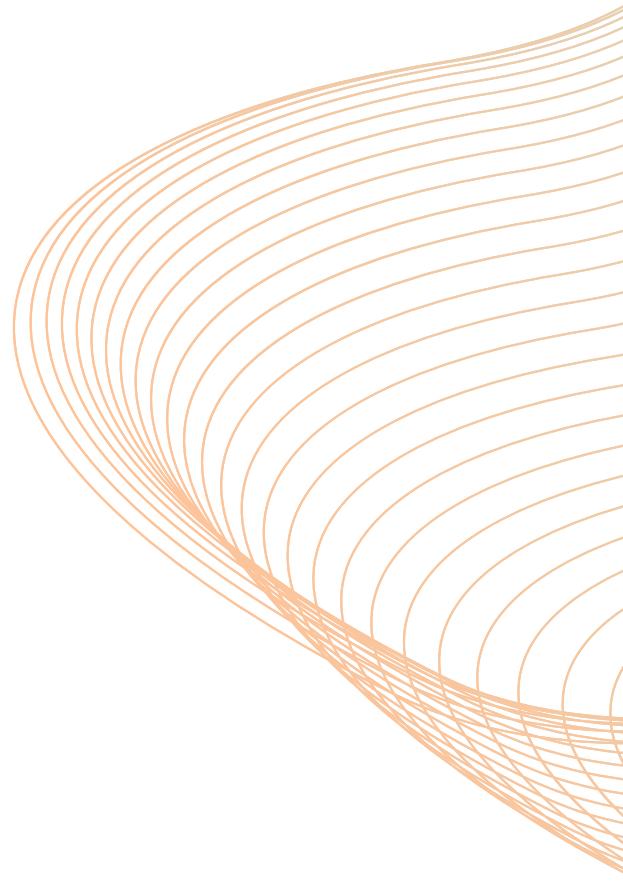
- Everyone can access, post, and adopt (**totally free**)
- In addition, if this website brings **useful value** to the community, we'd love to receive support from individuals and organizations

We will talk more about **support and special features** in the **figma** section.

# PART 2

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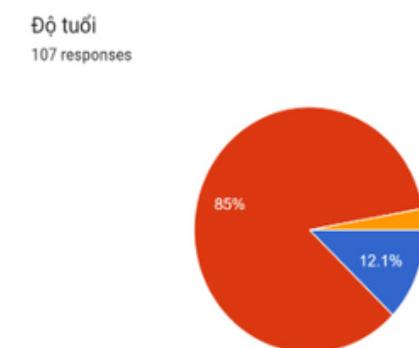
## USER FEEDBACK



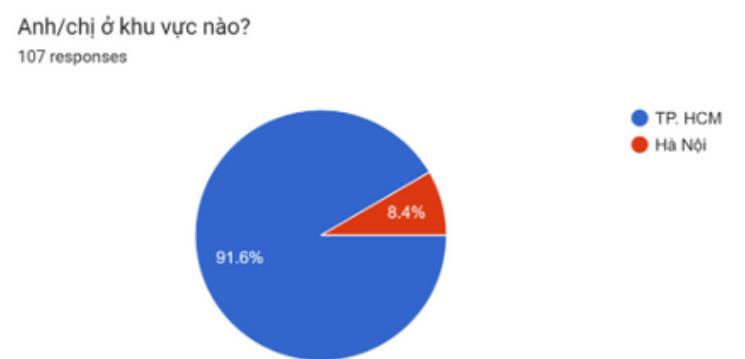
# ANALYZE

## WEB VALUATION

- Community project, non-profit.
- Humanitarianism, positive impact with society.
- Supported by organization, community.
- Improve awareness.



## CUSTOMER SEGMENTATION



## MARKET PAIN

- Check up pet after adopted.
- Overcrowding at animal rescue stations.

## SOLUTION

- Providing tools to follow up and guide pet care after adoption.
- Seeking for adoption.
- Providing financial for animal rescue station.

GOALS	SPECIFIC	MEASURABLE	ACHIEVABLE	REALISTIC	TIMEBOUND
BUILD A TRUSTWORTHY COMMUNITY PLATFORM/SERVICE	Attract customer to know about the project, connect with rescue stations in Ho Chi Minh City; Increase recognition and reputation on social networking sites	Attract 10-15 reputable organizations/businesses and individuals interested in the project	The goal can be achieved if good communication is done during the first period of operation; Create a positive image with the community	website for the community, bringing good benefits to society, so it is easy to build trust	The first 4-6 months of the project
ENSURING TRANSPARENCY AND EFFICIENCY	Ensure transparency in activities of receiving, caring for and finding new owners for pets; Transparency in financial activities including receipt and allocation of revenues from contributions	Statistics on transparency indicators such as quarterly financial reports, monthly performance assessments, number of positive feedback from users	Completely feasible with a commitment to transparency from the management team	Our website has a financial management team and is always open to all customers interested in allocating operating capital.	Throughout the operation
ENHANCE COMMUNICATION AND INFORMATION SHARING	Use popular media channels to share information and stories about the humanity our web brings	Number of articles is about 2-3 articles/week; about 2 videos on platforms; The number of shares and reach on media channels increases every month	Achieved if successful cooperation with participating parties, good communication campaign, attractive content	During the early stages of the project, this goal was always one of our top priorities	Most active in the first 6 months
BUILD A PARTNER NETWORK	Connect and cooperate with organizations and individuals interested in animal welfare; Connect with animal rescue stations and adopt	Cooperate with at least 10/25 rescue stations in Ho Chi Minh City in the first phase of the project; connect and complete the goal of 100-200 adopters in the first 6 months of the website	Feasible if there is initiative and positivity in finding and connecting with partners	It is a bit difficult in the early stages, but with the good intentions that the project brings, we will find partners with the same goals.	Actively active in the first 6 months

# IMPORTANT METRICS

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## 1. SEARCH AND FILTER FUNCTIONALITY:

- SEARCH FOR PET PRODUCTS: IDEAL TIME IS ABOUT 3-5 SECONDS.
- FILTER PRODUCT OR PET INFORMATION: IDEAL TIME IS ABOUT 3-5 SECONDS.

## 2. PET PROFILE MANAGEMENT SYSTEM:

- UPDATE PET PROFILE: IDEAL TIME IS ABOUT 5 SECONDS.
- DOWNLOAD IMAGES AND PET INFORMATION: IDEAL TIME IS ABOUT 5 SECONDS.

## 3. PROCESS FOR FINDING AND ADOPTING PETS:

- SEARCH FOR PETS: UNDER 2 SECONDS
- FILTER PET INFORMATION: UNDER 2 SECONDS
- VIEW DETAILED INFORMATION AND UPDATE PROFILE: UNDER 3 SECONDS
- ADOPTION REGISTRATION: UNDER 3 SECONDS

## **2.3. COLLECT & ANALYSE MVP FEEDBACK**

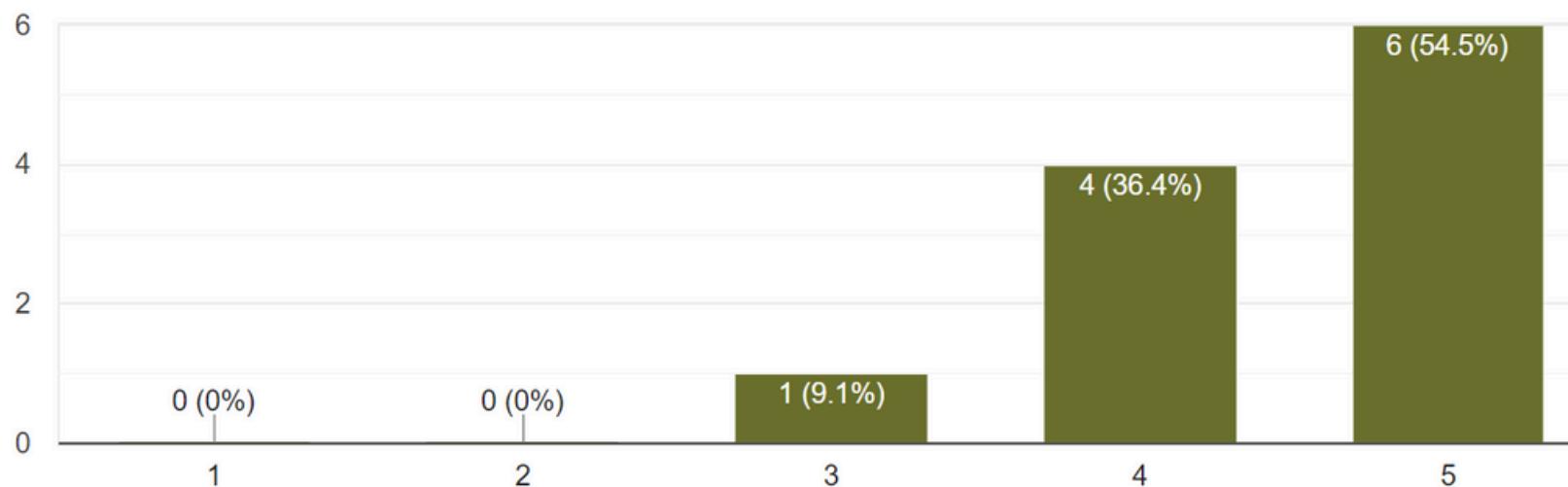
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**USE SURVEY TO  
GATHER FEEDBACK  
ABOUT YOUR MVP**

# USE SURVEY TO GATHER FEEDBACK ABOUT MVP

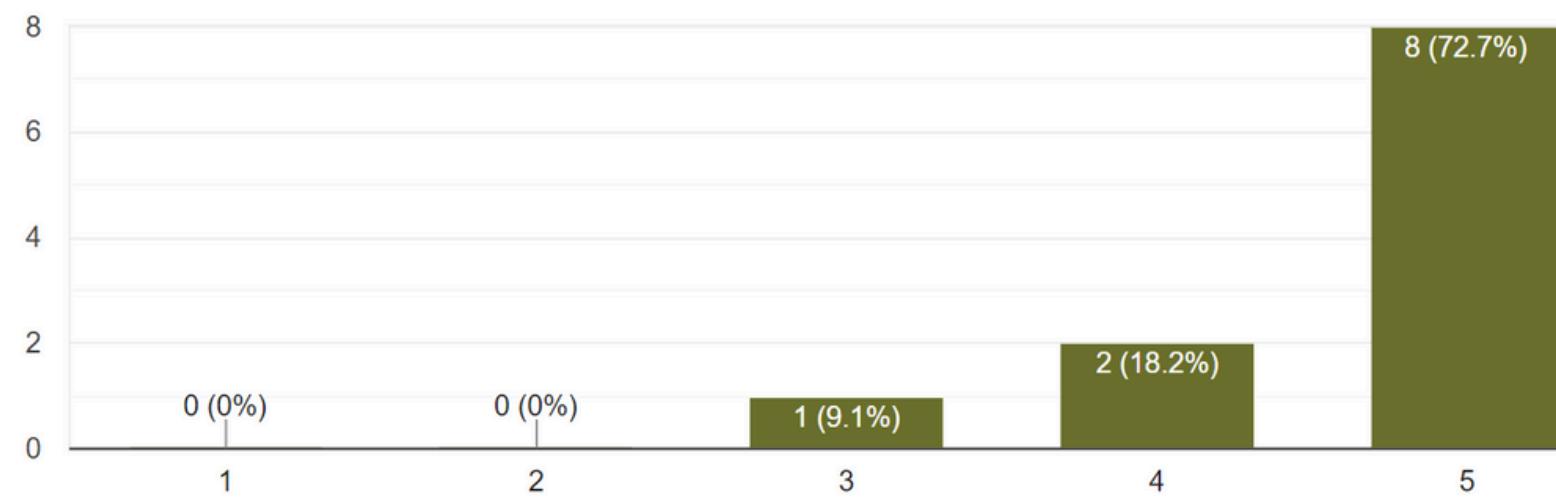
Cung cấp danh mục quản lý thú cưng nhận nuôi: Theo dõi số lượng thú cưng đã được nhận nuôi và chưa được nhận.

11 responses



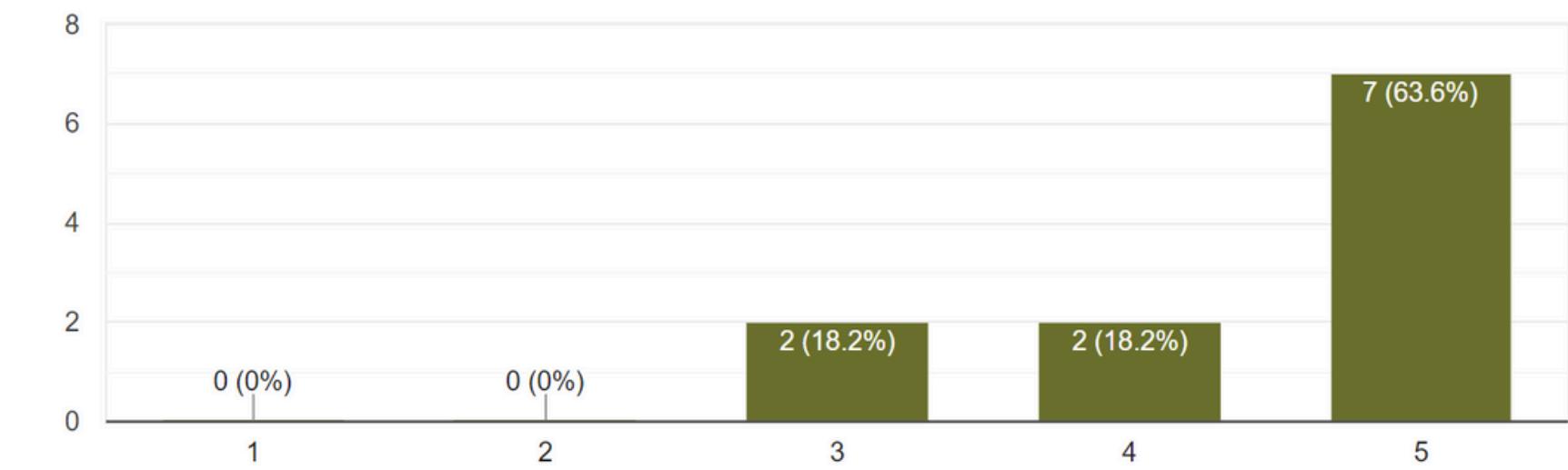
Quản lý thông tin chi tiết về thú cưng như tên, tuổi, loài, sức khỏe, hình ảnh, cho phép người quản lý cập nhật thông tin và tình trạng nhận nuôi của thú cưng.

11 responses



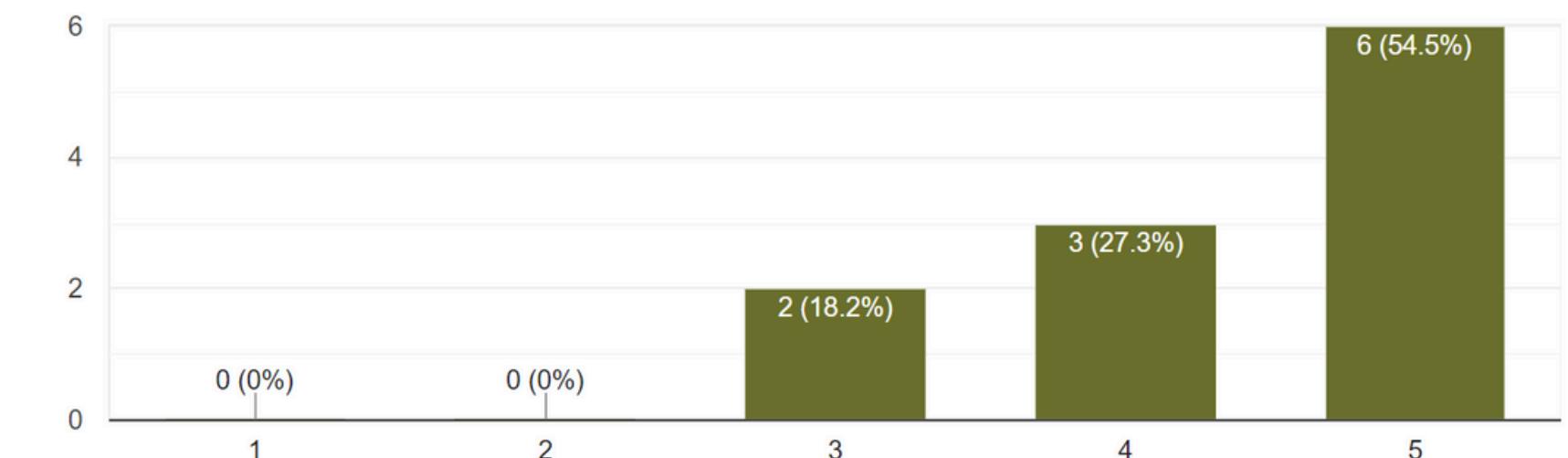
Đăng nhập và quản lý tài khoản: Cho phép người dùng đăng nhập, quản lý thông tin cá nhân và theo dõi quá trình nhận nuôi thú cưng.

11 responses



Tạo và quản lý các bài viết blog về chăm sóc thú cưng và các nội dung liên quan.

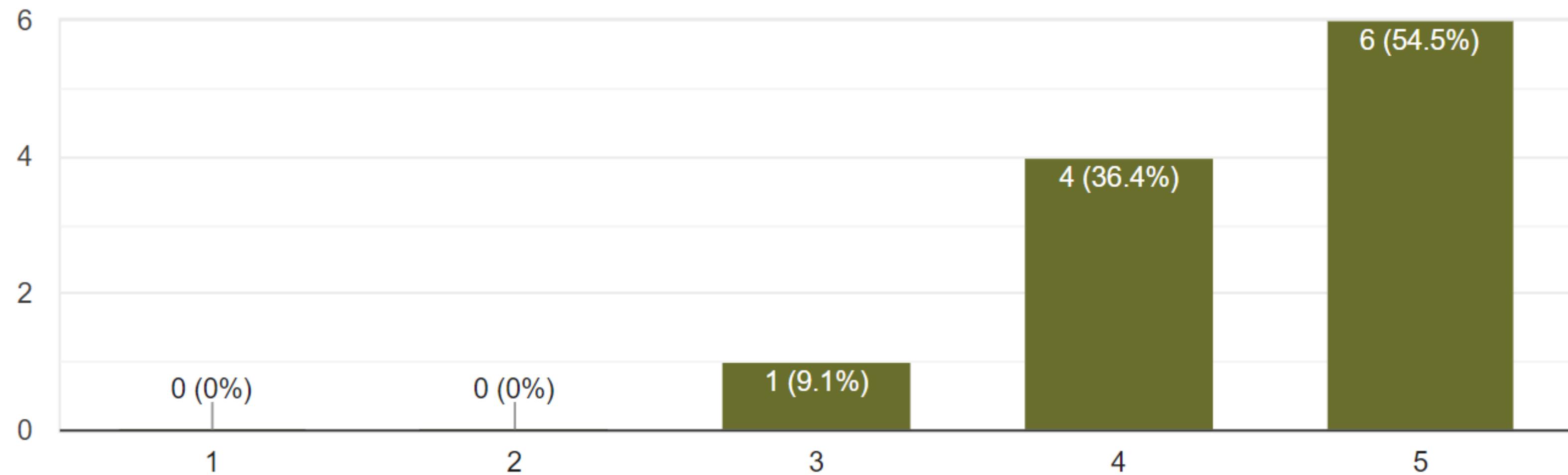
11 responses



## USE SURVEY TO GATHER FEEDBACK ABOUT MVP

Trò chuyện trực tiếp: Tích hợp chat trực tiếp để hỗ trợ khách hàng nhanh chóng; Cung cấp một trang FAQ với các câu hỏi và trả lời thông thường, thông tin liên hệ hỗ trợ khách hàng qua email và số điện thoại.

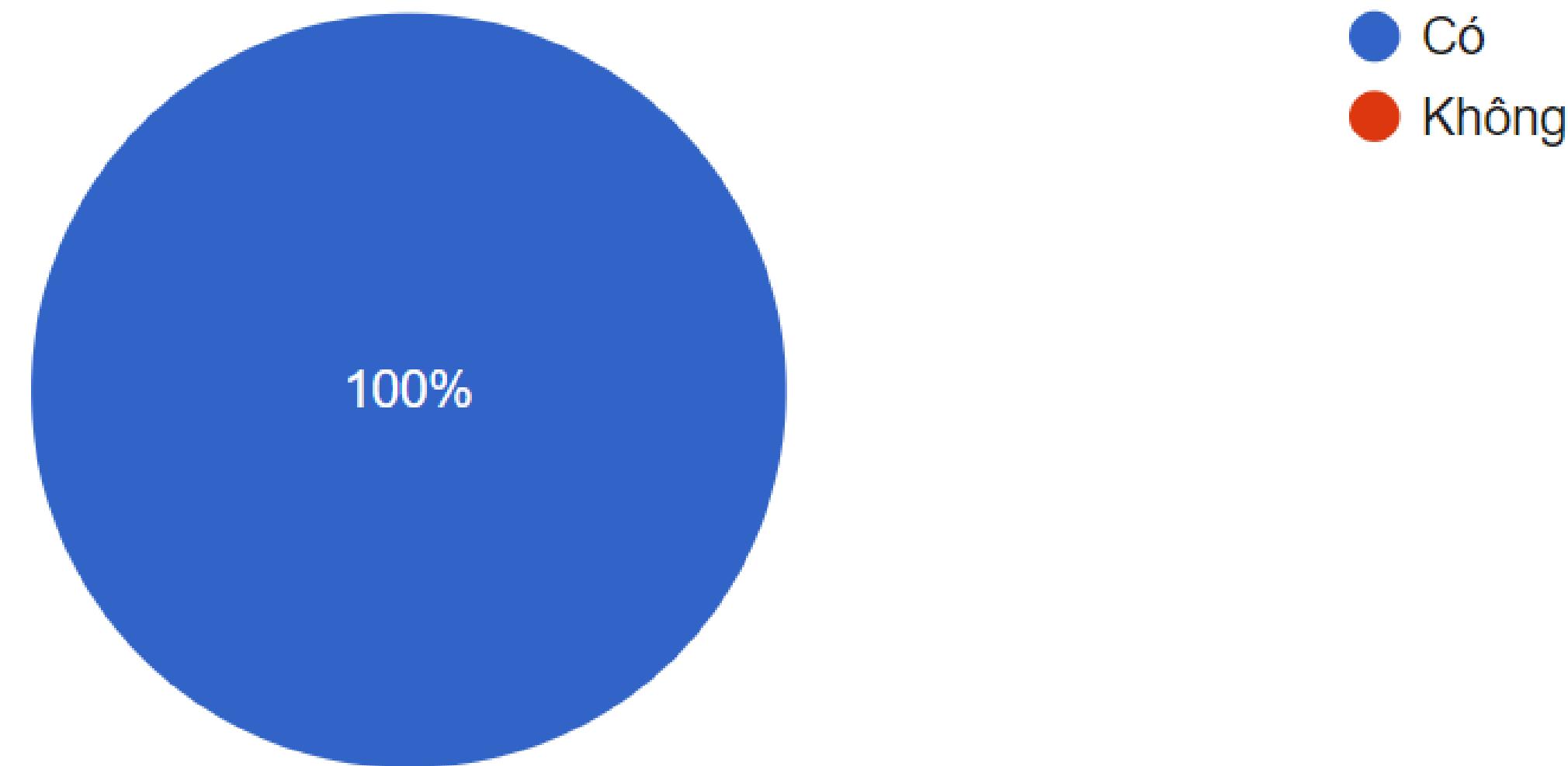
11 responses



## USE SURVEY TO GATHER FEEDBACK ABOUT YOUR MVP

Nếu web chúng mình bán thêm các sản phẩm cho chó mèo, doanh thu dùng làm từ thiện thì các bạn có ủng hộ không?

20 responses



# COLLECT & ANALYSE MVP FEEDBACK

A small survey was conducted to get customer opinions  
The majority of the survey's participants strongly gave us a scale of 5  
(strongly agree) to the listed categories

## 1. Received comments from survey

- Share a few more articles about abandoned pets
- Provide some additional nutrition and treats for your pet
- Information about the places we adopt...

=> *Overcome shortcomings and add features to meet customer needs*

## 2. More products will be opened up to sell

- These profits will be used for **charity**
- With **100% support** from survey participants, it can be seen that people are very interested in this project

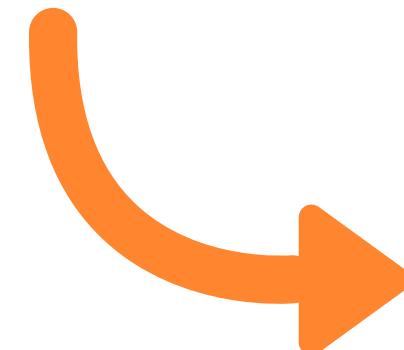
# PART 3

## PERSOVERE SECTION

## MVP DEMONSTRATION

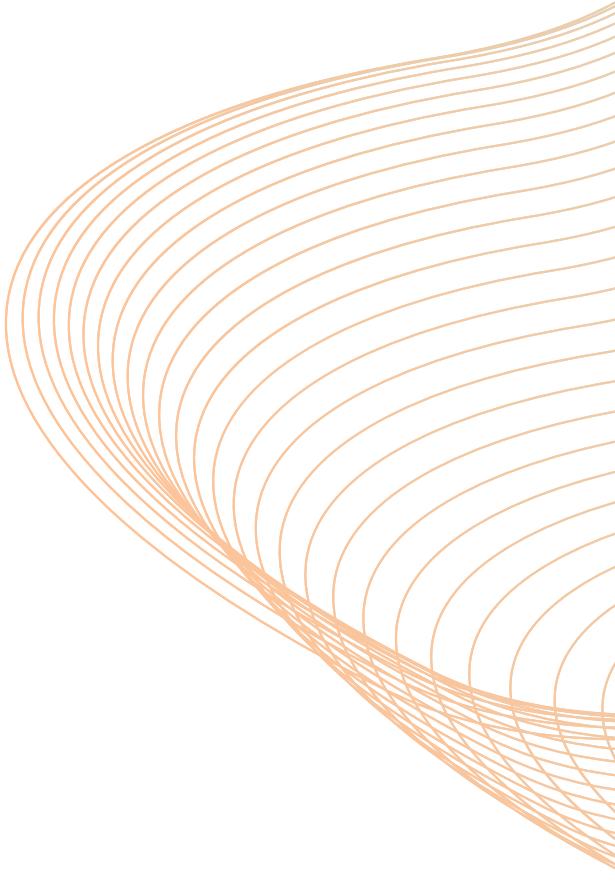
**There will be a few items added, and the project will continue after everyone's suggestions:**

- Develop additional sales items
- Provide nutrition
- Provide information about pet care facilities

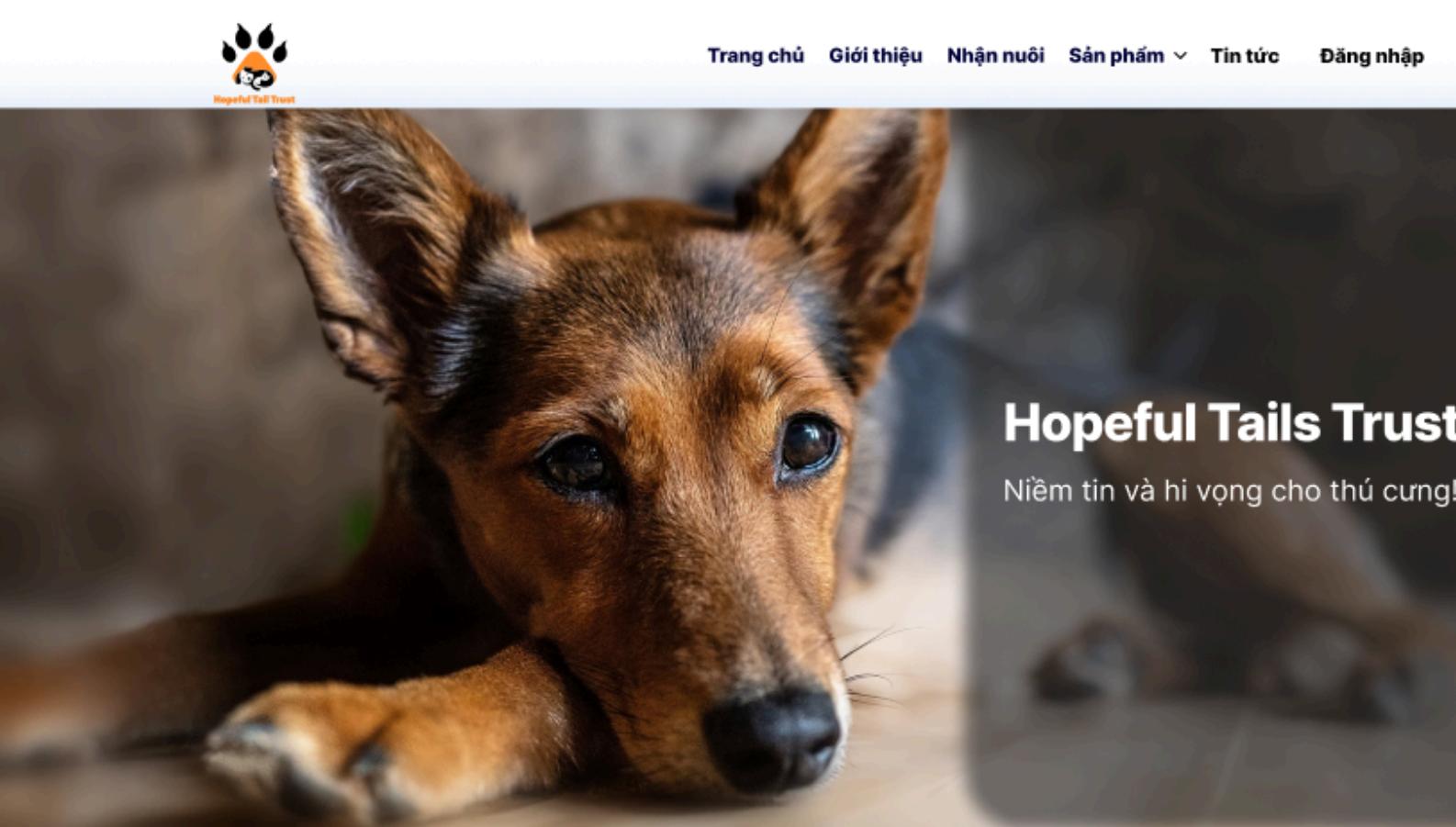


 After further development according to user comments, it is necessary to continuously update and improve, adding new features; Collect comments from users.





# MVP Demonstration

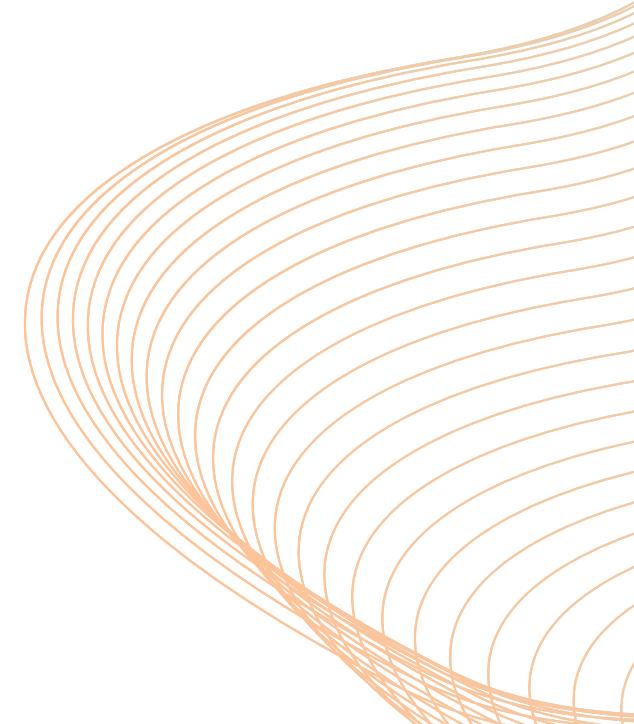
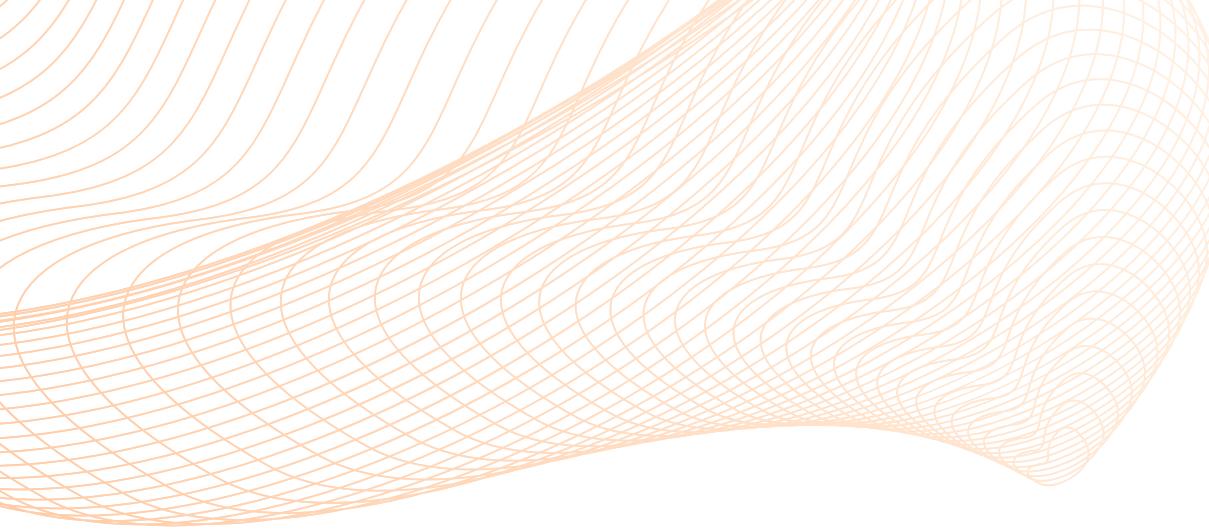


## Giới thiệu

Hopeful Tails Trust được xây dựng dựa trên tiêu chí cung thông tin khổng lồ và hoàn toàn miễn phí về vấn đề xung quanh động vật, đặc biệt là thú cưng, cụ thể là vấn đề thú cưng bị bỏ rơi, các thực phẩm dinh dưỡng dành cho thú cưng, cách chăm sóc và điều trị bệnh cho chó mèo,... Tất cả những thông tin tại Hopeful Tails Trust được sưu tầm và tham khảo từ nhiều nguồn khác nhau có chọn lọc, bên cạnh đó còn là trải nghiệm thực tế của chúng tôi trong quá trình nuôi thú cưng để đem đến cho mọi người những thông tin chính xác và hữu ích nhất.

[Chi tiết](#)





# THANKS FOR LISTENING