



TRƯỜNG ĐẠI HỌC FPT

FPT UNIVERSITY - CAMPUS HO CHI MINH

CheckPoint 3

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Course: Experiential Entrepreneurship 1(EXE101)

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I. Minimum Viable Product

1.1 Uses

1.1.1 What applications should the proposed product or service be able to perform?

Product Management System

Product categories: Manage your pet list with detailed information describing the pet's health status, photos, and whether the pet is still available. This directory helps customers easily find the pet they want to adopt

Manage adopted pets: Track the number of adopted and unadopted pets.

Search and Filter Functionality

Search: Supports quick search for pets and selects the desired pets.

Filter information: Allows users to filter search results based on criteria such as species, size, ...

Pet Profile Management System

Pet profile: Manage detailed pet information such as name, age, type, health, image.

Update profile: Allows the manager to update the pet's information and status and whether the pet has been adopted or not.

User Registration and Login

Account registration: Allows users to register an account via email and password.

Login and manage account: Allows users to log in, manage personal information and track the status of adopted pets.

User Interaction System

Allows users to post reviews and feedback about pets and adoption experiences.

Content Management System

Post management: Create and manage blog posts about pet care, pet adoption guides, and related content.

Page management: Manage other content pages on the website such as introduction page, contact page, ...

Customer Support System

Live chat: Integrate live chat for quick customer support.

Frequently Asked Questions (FAQ): Provides a common FAQ and response page.

Support via email and phone: customers will leave support contact information via email and phone number.

Analytics and Reporting System

Track performance: Use analytics tools like Google Analytics to track traffic, user behavior, and sales.

Security and Data Protection

Data encryption: Use SSL/TLS to protect data transmitted between user and server.

Regulatory Compliance: Ensure compliance with personal data protection regulations such as GDPR (if applicable).

1.2 Specs

1.2.1 At what level of performance should the product or service be able to operate?

To determine the necessary performance items for the website, we need some information to be able to determine such as:

Page Load Time

The ideal goal is under 3 seconds for both the website and subpages, which can be delayed for about 7-8 sec

Search and Filter Functionality

Users need a tool to quickly and accurately search and filter information about pets based on criteria such as species, age, fur color, condition, etc.

Search for pet products: ideal time is about 3-5 seconds.

Filter product or pet information: ideal time is about 3-5 seconds.

Pet Profile Management System

Update pet profile: ideal time is about 5 seconds.

Download images and pet information: ideal time is about 5 seconds.

Shopping process (from product selection to order confirmation)

Choose product: Under 1 second

Add to cart: Under 1 second

Check cart and checkout: 5 - 10 seconds

Order confirmation: Under 2 seconds

Total time: 8 - 14 seconds

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

Total time: Under 10 seconds

User Interaction

Post reviews and feedback: ideal time is about 3 seconds.

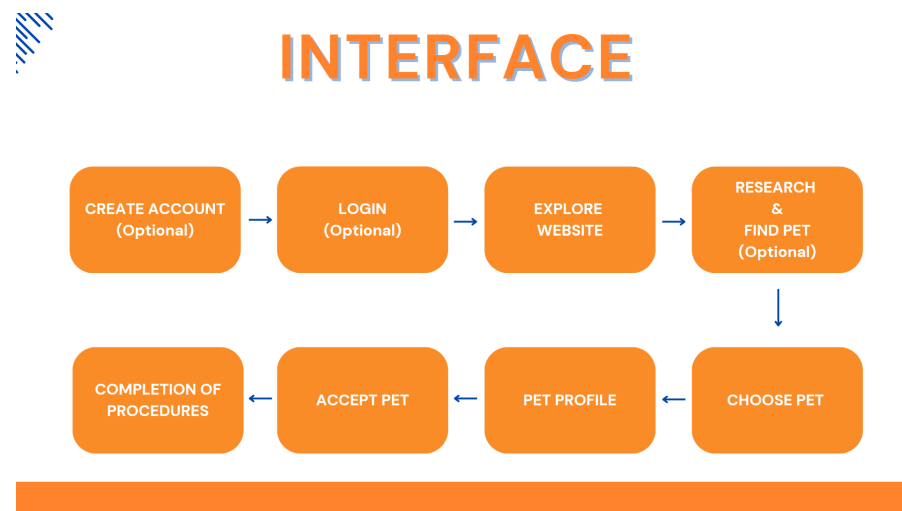
1.3 Interface

1.3.1 How should the customer use the product, services, or web page? How complex should the user interface be?

Customers will use the product in web form from the home page and can operate on subpages.

The interface is user-friendly, so it is necessary to design a UI (user interface) that is not too complicated and a user experience (UX) that is simple, intuitive and friendly to easily perform tasks such as searching. Product search, adoption, product management and payment, etc.

About interface



Step 1: Create a login account

Step 2: Log in

Step 3: Take to the home page

Step 4: Search for a pet you want to adopt

Step 5: Choose

Step 6: View pet information (health status, gender, etc.)

Step 7: If you want to adopt, agree to choose

Step 8: Complete the procedures

1.4 Packaging

1.4.1 In what form should the product appear? Physical? Mobile? Footprint? Size and weight? If a service, should it be offered at a physical location? If an experience, how should a customer engage with it? If food, does it have a shelf life or an expiration date to consider?

Product category: Website (Web-based platform): The main product is an online website, allowing users to access from computers or mobile devices. This helps reach more users and easily update information about animals for adoption.

Online Presence : Websites and mobile applications do not require physical space, but require servers and hosting services to operate. They will be designed to handle large traffic volumes and keep user information secure.

Data size: Stored data includes images, detailed information about each animal, user information, and educational resources. Storage capacity needs to be managed effectively for websites and applications to run smoothly.

Rescue Center: If needed, users can be encouraged to visit to meet the animals directly before adopting them at rescue centers that cooperate with the Website. The website will provide detailed information about the address and opening hours of this center. Products and services will be deployed virtually on the web, there are many different ways of support besides adoption such as donating supplies or a small amount of money, donating money is not only possible through direct donations, but also through products (a part of profits can be deducted to support dogs - cats and rescue shelters).

1.5. Price

1.5.1. Given the above, what is a competitive price for the product or service?

This is a non-profit website so everyone can access, post, and adopt completely free of charge. In addition, if anyone feels this is a useful website, brings value to the community and wants to contribute, we would love to receive support from individuals and organizations.

1.6. Support

Support in monitoring and instructions on how to care for dogs and cats after adoption if you do not have experience.

Support in contacting reputable veterinary centers in Ho Chi Minh City at reasonable costs in case dogs and cats have health problems after adoption.

1.6.1. What standard level of service and support does the customer consider superior in its industry?

Tools to help customers choose the right pets for them

The website has software to help customers find and filter pets that suit their personal preferences and needs. Provide detailed and accurate information including images, information about health status and species. This helps adopters have a clearer view of the animal they care about

Post-adoption support

Provides post-adoption support to ensure pets and adopters are well integrated. This may include check-in calls, photo and video emails, or online consultations.

1.7. Special Features

1.7.1. Are there any other features-rechargeability, waterproofing, hardened packaging, recyclability, multiple languages, and so on? What features would confer on the product or service an immediate perceived advantage over competitive offerings?

Our website is planning to develop a project that allows customers who want to adopt abandoned dogs and cats but do not meet the conditions such as space, time not allowed, no experience,... By donating

food and monthly living expenses for the animal you adopt, this amount will be transferred directly to the rescue station where the animal you adopted and raised them for you.

=> This is a meaningful project, closely related to the original goal of the website. No organizations or rescue stations have implemented it yet, so we believe it will attract many participants.

II. Users Feedback

2.1. Define your goals (20 People)

2.1.1. Goals should be aligned with your value proposition, customer segments, market pain & solution.

Value proposition: The goal is to meet the financial resources to operate by building a partner network, developing features that make it easy for users to use and consistent with user reviews. Help promote the project more widely because this is a community project, so in terms of communication, it needs to be known by as many people as possible, but it must also ensure transparency and effectiveness.

Customer segment: Focuses on young people aged 18 - 25 years old, loves animals and lives mainly in Ho Chi Minh city. Knowing about the homeless pet project is mainly through social networking sites (Facebook, Tiktok,...).

Market problem: Monitor the pet's condition after adoption to see if it is being cared for and guaranteed to be safe. And overcrowding at animal shelters.

Website solution: Provide tools to help track and guide pet care after adoption. Help find new adopters, provide financial support for animal rescue stations, and link adoption stations to expand the scope of activities.

2.1.2. Make sure your goals are SMART: specific, measurable, achievable, realistic, and timely.

	S	M	A	R	T
Build a trustworthy community platform/service.	Attract organizations and individuals 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. 90% of people after accessing and participating in the website's activities will completely trust what the website brings.	The goal can be achieved if good communication is done during the initial period of operation; Create a positive image with the community	The website always operates with the purpose of being a social project according to what was built from the beginning, so it will be easy to build trust for customers and partners.	To build trust in the community takes about 1 year
Ensuring transparency and efficiency	Ensure transparency in activities of receiving, caring for and finding new owners for pets;	Statistics on transparency indicators such as quarterly financial reports, monthly performance assessments, and	Completely feasible with a commitment to transparency from the management team.	Our website has a financial management team and is open to all customers interested in allocating	Deploy continuously throughout the website's operation.

	Transparency in financial activities including receipt and allocation of revenues from contributions.	number of positive feedback from users.		operating capital.	
Enhance communication and information sharing.	Use popular media channels to share information and success stories about helping homeless pets.	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, about 500N people know the website in the first 6 months and 100N-200N people visit the website.	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."	Always make and innovate, keep up with trends
Build a partner network.	Connect and cooperate with organizations and individuals interested in animal welfare, connect with animal rescue stations and adopters.	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.	The first phase is a bit difficult, but with the good intentions that the project brings, we will find partners with the same goals.	About the first 6 months of the project.
Develop appropriate features and utilities based on customer reviews.	Listen and absorb opinions from customers to constantly improve the website, bringing good benefits to the community.	The number of users, visits, and reviews based on features used from the beginning are always maintained at a high level.	Achievable through collaboration with developers and technology experts.	Make sure the website is always useful, attractive and attracts users in both content and value.	During the website's operation.
Ensuring sustainability brings good values to the community.	Develop financial and human resource plans to maintain long-term	Search and increase the amount of funding and user satisfaction through periodic surveys.	Achievable through rigorous financial planning and continuous	Very important to ensure the sustainable development of the project.	During the website's operation.

	operations, continuously evaluate and improve services. Maintain the original humanity and good values of the website.		service improvement.		
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2.2. Choose & define your metrics

2.2.1. Metrics: Quantitative indicators that reflect the performance and behavior of your MVP and your customers.

The main website and subpages need to have a page load time of less than 4 seconds, with a delay of about 7-8 seconds allowed due to the influence of transmission lines and network factors.

The function of searching and filtering information about pets needs to take less than 3-5 seconds.

Updating your pet profile and downloading images and information takes less than 5 seconds.

Adding products to the cart and confirming the order takes less than 2 seconds.

The payment process should take less than 5-10 seconds.

Posting reviews and user feedback takes under 3 seconds.

2.2.2. Common types: acquisition (how many customers visit or sign up), activation (how many complete a desired action), retention (how many come back), revenue (how much money generated or saved), and referral (how many recommend or share on social media), etc.

Ensure the website operates stably 99.9% of the time.

There is a mechanism to back up data and restore the system in case of problems.

Handle errors in a user-friendly manner, without errors or crashes.

2.3. Collect & Analyse MVP Feedback

2.3.1. Use in-person interview (with note to be submitted) or survey (Google Forms or Qualtrics) to gather feedback about your MVP

2.3.2. Analyze the data & give insights

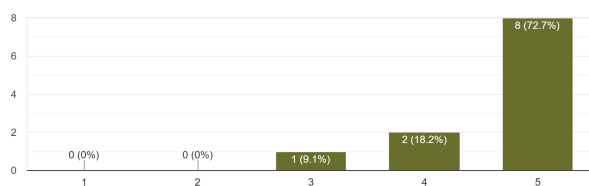
About the Web: The team conducted a small survey to get customer opinions about existing web features and make changes to meet customer needs.

This is a website for the community and for the community, requiring user management and identification; Chat feature is needed to exchange information; We need to spread the message of humanity to many people.

With the service categories mentioned in part one, we surveyed based on a scale of 1-5. The majority of survey participants strongly agreed and gave a scale of 5 (strongly agree) to the listed categories. show.

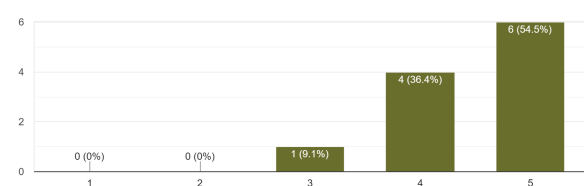
Quản lý thông tin chi tiết về thú cưng như tên, tuổi, loài, sức khỏe, hình ảnh, cho phép người quản lý cập nhật thông tin và tình trạng nhận nuôi của thú cưng.

11 responses

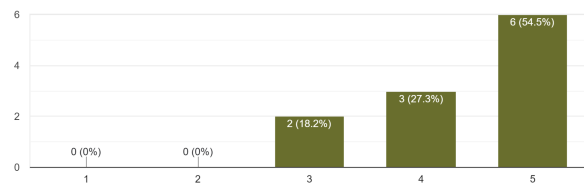


Cung cấp danh mục quản lý thú cưng nhận nuôi: Theo dõi số lượng thú cưng đã được nhận nuôi và chưa được nhận.

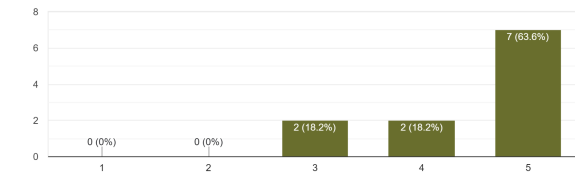
11 responses



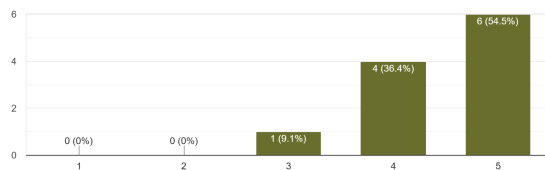
Tạo và quản lý các bài viết blog về chăm sóc thú cưng và các nội dung liên quan.
11 responses



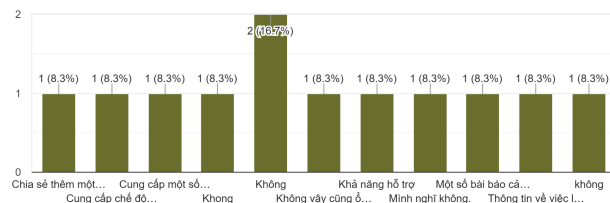
Đăng nhập và quản lý tài khoản: Cho phép người dùng đăng nhập, quản lý thông tin cá nhân và theo dõi quá trình nhận nuôi thú cưng.
11 responses



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 ...n hệ hỗ trợ khách hàng qua email và số điện thoại.
11 responses



Bạn có mong muốn Web chúng mình cung cấp gì thêm không?
12 responses



Taking feedback from survey participants about what they would like the website to provide more, we received many comments such as:

Share a few more articles about abandoned pets

Provide some additional nutrition and treats for your pet

Information about the places we adopt...

=> From the above opinions, our team has also overcome shortcomings and added features on the website to meet customer needs.

Benefits of the web:

Fast access

Easy-to-use interface

Easily check your pet's condition

Control customer information

Difficulties of the web:

Resources are limited

There is little content left

2.4. Pivot (change direction and try something new) or Persevere (continue with your current product and strategy)

2.4.1. Based on MVP feedback, decide to pivot or persevere current MVP and give reasons for the decision.

Based on the survey and comments above, the team decided to add some more items and the project will continue after everyone's input:

Develop more sales, profits from these sales will be deducted to support 5%-10% for dogs and cats.

=> The project will have changes in some features as well as additional functions.

III. Pivot or Persevere Minimum Viable Product

3.1. Complete AFTER finishing Users Feedback section.

After users respond, the website will have the following main pages:

Home page: Where subpages and functions can be operated.

Introduction page: A place to chat about the project, carrying messages such as what was the project created for? It also talks about future development directions and goals.

Adoption page: The page will display adopted pet information (name, species, health status,...) and options such as: adoption, support. The page also provides images of adopted dogs and cats so users can evaluate the effectiveness of the project.

Product page: The page will display products and note that each product will have 5% - 10% of profits deducted to support the protection and support of homeless animals. .

News page: This will be a page that compiles articles about animal support work as well as animal protection projects and is updated regularly.

Administration page: Used to manage dog and cat information, product data as well as revenue achieved.

3.2. If the team chooses to pivot , state the changes.

If the team chooses to persevere , state the supporting customer feedback:

After surveying and interviewing professionals, we have made additions and changes to better suit the project as well as its development and operation process. In the product section, the project will use part of the profits from selling pet-related products (food, toys, etc.) to support the project as well as support centers. different activities. And the reason for this change lies in the issue of funding.

Through interviews and surveys, the lack of funding is quite serious in rescue camps, making the project model difficult. Can work for a long time.

3.2.1. Uses

After users respond, the website will have the following main functions for users to interact with:

Product Management System: Product categories: Manage your pet list with detailed information describing the pet's health status, photos, and whether the pet is still available. This directory helps customers easily find the pet they want to adopt. Manage adopted pets: Track the number of adopted and unadopted pets.

Search and Filter Functionality: Search: Supports quick search for pets and selects the desired pets.

Filter information: Allows users to filter search results based on criteria such as species, size, ...

Pet Profile Management System: Pet profile: Manage detailed pet information such as name, age, type, health, image. Update profile: Allows the manager to update the pet's information and status and whether the pet has been adopted or not.

User Registration and Login: Account registration: Allows users to register an account via email and password. Login and manage account: Allows users to log in, manage personal information and track the status of adopted pets.

User Interaction System: Allows users to post reviews and feedback about pets and adoption experiences.

Content Management System: Post management: Create and manage blog posts about pet care, pet adoption guides, and related content. Page management: Manage other content pages on the website such as introduction page, contact page, ...

News page and blogs: The page provides news about dog and cat protection activities, and information about rescue stations in cities. Providing pet care and feeding methods for individuals adopting dogs and cats.

Customer Support System: Live chat: Integrate live chat for quick customer support.

Frequently Asked Questions (FAQ): Provides a common FAQ and response page.

Support via email and phone: customers will leave support contact information via email and phone number.

Analytics and Reporting System: Track performance: Use analytics tools like Google Analytics to track traffic, user behavior, and sales.

Security and Data Protection: Data encryption: Use SSL/TLS to protect data transmitted between user and server. Regulatory Compliance: Ensure compliance with personal data protection regulations such as GDPR (if applicable).

3.2.2. Specs

Based on requirements and surveys, the project has reformatted the parameters as follows:

The website needs to load the home page in less than 3 seconds, complete the process in 8-14 seconds, search and adopt pets in less than 10 seconds, with search, filter, profile update functions, processing, etc. User interaction in about 1-10 seconds.

3.2.3. Interface

Adding news so that users can learn more about projects and information on care, as well as provide contact methods for animal rescue centers to get support as quickly as possible.

For the pet adoption screen: add the "donate" feature. This feature will help individuals contribute their efforts to these homeless pets instead of adopting them (targeting individuals who do not have the time and space to adopt pets) by supporting monthly food and living expenses for the animals they sponsor. This money will be transferred directly to the rescue station where the animal you sponsor is cared for on your behalf.

3.2.4. Packaging

Regarding the project interface, the old interface is still used, because this is a simple interface and users can operate on functions as well as grasp the necessary information that the project brings.

3.2.5. Price

Because it is still a non-profit project, the price will not be mentioned because the website was created to support so that everyone can contribute to reducing the situation of homeless dogs and cats. In addition, if anyone feels This is a useful website that brings value to the community and if you want to contribute, we would love to receive support from individuals and organizations.

3.2.6. Support

Support sections will remain the same: Support monitoring and instructions on how to care for dogs and cats after adoption if you do not have experience.

Support in contacting reputable veterinary centers in Ho Chi Minh City at reasonable costs in case dogs and cats have health problems after adoption.

3.2.7. Special Features

After the survey, there are a number of new functions added and updated: News function: Helps provide the fastest news about projects because it is continuously updated, helping people find and understand the importance of projects, as well as providing stations for veterinary medicine, animal support places so that users can search quickly.

An additional function is a chatbox that will answer frequently asked questions so that users can be supported without the need for an admin or manager.

4.Demonstrate Latest MVP Version Digitally

4.1. Tools (not limited to): InvisionApp, Figma, MarvelApp, etc.

<https://www.figma.com/design/ubhKzw1UUYQ2eNILIJlyYe/EXE101?node-id=0-1&t=uZs5wCp3pT2avbnK-1>

