**Business Case: Pet Care and Adoption Platform- Hearts & Paws**

**Introduction**

| **Business Case Conceptual Structure** | **Definitions** |
| --- | --- |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenues; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Team No: 4**

**Application Name: Hearts & Paws**

*Business case should be documented by completing the table below (Answers column).*

| **Category** | **BC Section** | **Questions** | **Answers** |
| --- | --- | --- | --- |
| WHAT? | **Product Overview** | *Give a brief description of the proposed software product.* | A platform that connects pet owners with pet care services and enables shelters to list pets for adoption. |
| **Value Propositions** | What Customer business needs are we satisfying? | * Easy pet care service booking. * A structured adoption process. * Secure and seamless payments. |
| What value do we add to the Customers? | * Enhances accessibility to pet services. * Offers a centralized adoption platform. * Provides a trusted transaction system. |
| **Type of Business Model** | What type of a business model do we adopt? | Subscription & Commission Model, including advertisement revenue and donations. |
| **Key Resources** | What Key Resources do our value propositions require? | * A dedicated development team. * **Cloud-based technology infrastructure.** * **Secure payment integrations.** |
| What are our Distribution Channels? | * **Website and mobile app.** * **Digital and social media marketing.** * **Strategic partnerships.** |
| **Technology** | What technology will we use to build the product? | Front-end technology: **React.js, Flutter.**  Back-end technology: **Node.js, MongoDB/PostgreSQL.** |
| Is it a mobile or desktop application? | **The platform is available on desktop.** |
| **Known Prototypes** | What are the known prototypes of your product? | List of Prototypes: **Platforms like Rover, Petfinder, and Wag! provide partial solutions, while ours integrates both pet services and adoption.** |
| WHO? | **External Customers** | Who are our Customers? | * Pet owners. * Animal shelters and rescue organizations. * Pet care service providers. |
| **External Suppliers** | Who are our Suppliers?  *Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.* | * Grooming and training service providers. * Animal shelters. * Advertisers.   \* Yes, it integrates with payment gateways and advertising networks. |
| **Internal Stakeholders** | Who are our internal Stakeholders?  *Do we need a product development group?*  *Do we need a sales group?*  *Do we need a finance group (accounts payable, receivable)?*  *Do we need a customer support team?*  *Do we need an advertising management group?* | * Developers * Product Managers * QA teams * Finance and marketing teams.   \* Yes, for platform maintenance and upgrades. \* No, as digital channels drive growth.  \* Yes, to handle transactions and revenue streams.  \* Yes, to assist users and resolve issues.  \* Yes, to manage and optimize ad revenue. |
| WHY? | **Expected Benefits to the Customer** | Why do we believe our new product will be better than those already existing on the market? | **Key Features:**   * **User Authentication:** Secure user accounts with authentication for a seamless and safe login experience. * **Pet Adoption Management:** Users can add detailed information about pets, including images, descriptions, and adoption status. Admins have the authority to oversee and manage all pet listings. * **Donation Campaigns:** Users can initiate donation campaigns to contribute to the welfare of pets. Integration with payment gateways to ensure secure and efficient donation processing. * **Responsive Support:** Exceptional customer support for adopters, shelters, and donors to ensure a positive user experience. * Ability to connect directly with animal welfare organizations. |
| Why the Customers would want to use our system? | **For Adopters:**   * 1. **Seamless Pet Discovery:** Easily find pets based on breed, age, size, and location filters.   2. **Personalized User Experience:** Save favorites to wish lists and track adoption requests.   3. **Simplified Adoption Process:** Submit and manage adoption requests directly through the platform without lengthy manual procedures.   4. **Transparency:** Detailed information on each pet, including health and vaccination status, helps adopters make informed decisions. * **For Shelters:**   1. **Efficient Pet Management:** Easily list, update, and manage pet information with administrative tools.   2. **Adoption Request Tracking:** Track and respond to adoption requests in real time.   3. **Reporting Tools:** Access adoption statistics and donation campaign performance metrics.   4. **Fundraising Support:** Launch and manage donation campaigns seamlessly. * **For Donors:**   1. **Secure and Transparent Donations:** Contribute securely through payment integration.   2. **Impact Tracking:** View the progress and outcomes of donation campaigns.   3. **Support for Animal Welfare:** Directly contribute to shelters and rescue organizations making a positive difference. |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system use scenario for the External Customers? | * **Pet Owners**:   + Create an account and set up pet profiles.   + Search and book pet care services (grooming, walking, vet visits).   + Browse pet adoption listings, connect with shelters, and apply for adoptions.   + Make donations to support pet welfare. * **Pet Care Service Providers**:   + Register their business and list available services.   + Accept and manage bookings and payments.   + Communicate with customers regarding appointments. * **Animal Shelters & Rescue Organizations**:   + List adoptable pets with detailed profiles and images.   + Receive and manage adoption applications.   + Track donations and support campaigns.   **Main System Use Scenario for External Customers**   1. A pet owner logs in and searches for a dog groomer nearby. 2. They book an appointment, make an online payment, and receive a confirmation. 3. After the service, they leave a review and receive recommendations for future bookings. 4. Later, they browse adoptable pets, apply for adoption, and connect with a shelter. 5. They donate to a pet welfare campaign through the platform. |
| What is the main system use scenario for the Internal Users? | **Admin Users** (Platform Owners/Managers)   * Monitor user activity, adoption requests, and service bookings. * Verify pet service providers and shelters. * Manage platform-wide settings, including payments and policies. * Oversee donation campaigns and distribute funds appropriately. |
| **Revenue Generation, Revenue Streams** | How will we make money?  *Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.* | * Subscription fees from service providers. * Transaction fees on service bookings. * Advertisement revenue. * Donation-based fundraising |