**Vision**

With these insights in mind, I determined the high level goals of the new app. All subsequent steps will be based on the following ideas:

* The main goal is to find the**right match between potential adopter and pet**. The app is supposed to imitate the role of the shelter worker by figuring out their current situation, hopes and wishes and then presenting them with a choice of matching pets
* In order to convince potential adopters to choose animal shelters over breeders or to strength this existing preference, it’s key to **educate about the shelters and their advantages**.
* The third goal is to make it as easy and comfortable as possible for the potential adopters to actually **go to a shelter and visit the dogs**.

To determine which topics should be included in the questionnaire, I conducted informal brainstorming sessions with shelter workers to hear more about what kind of questions they usually ask. These primarily included:

* Type of pet
* Experience with owning pets and dogs in particular
* Current living situation
* Work situation / time available
* Potential excluding factors (children and/or other animals)
* Hopes and expectations (e.g. kind of activities or specific breed)

For the app in this design exercise, the goal is to present a range of suitable pets, sorted by match, where the user can learn more about their stories and personalities.