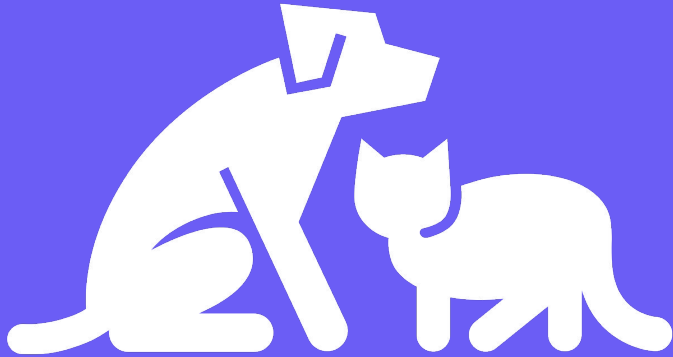# PawsReturn

Gabriela Ayala
UI/UX Winter 2023

User Needs

PawsReturn

- Most pet search done through social media

- No centralized app / database

- Difficult to establish contact with pet owner

- Limited knowledge of available resources

Animal Lover Anne

PawsReturn

52 years old - Retired

Goals

- Values her family and local community
- Involve more people to donate and volunteer with the local animal rescue organization

Frustrations

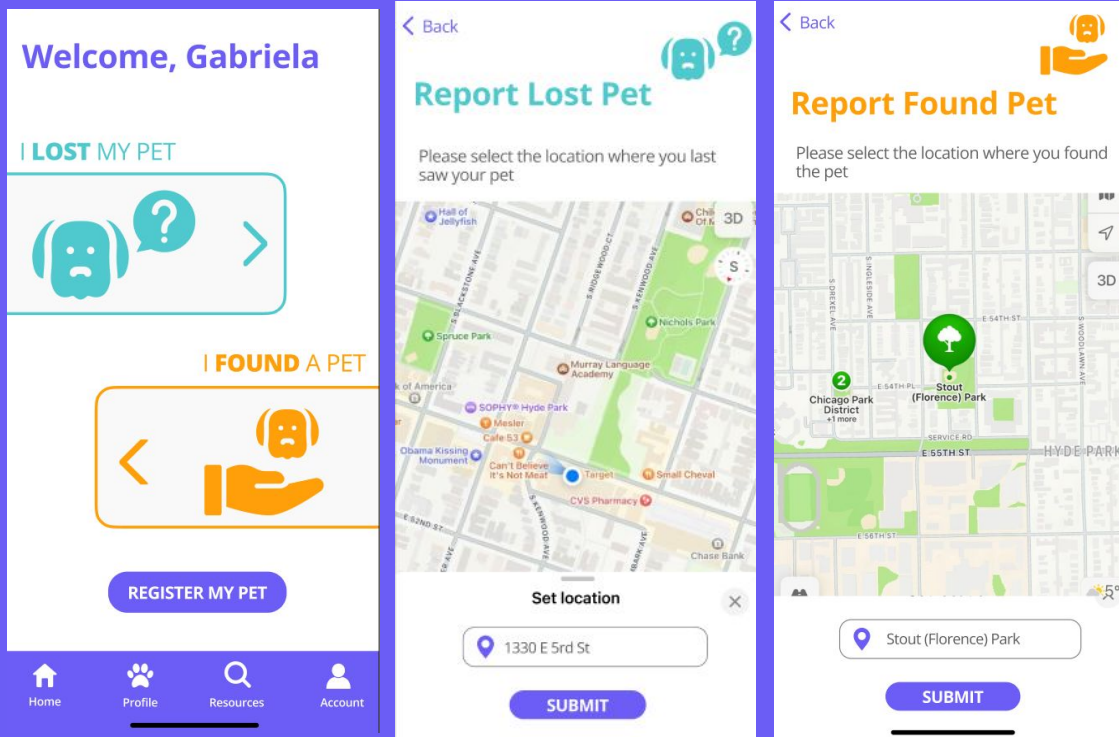- Has two dogs and considers them part of the family

- In the local shelter, most animals don't have microchips or a collar to help identify them, making it very difficult to locate the owners a
- Lost her family dog when she was young and it was devastating. Since then she keeps track of pet resources available

Two Types of Users

PawsReturn

Welcome, Gabriela

I **LOST** MY PET

>

I **FOUND** A PET

<

REGISTER MY PET

🏠 Home 🐾 Profile 🔍 Resources 👤 Account

< Back

Report Lost Pet

Please select the location where you last saw your pet

Set location ✕

📍 1330 E 5rd St

SUBMIT

< Back

Report Found Pet

Please select the location where you found the pet

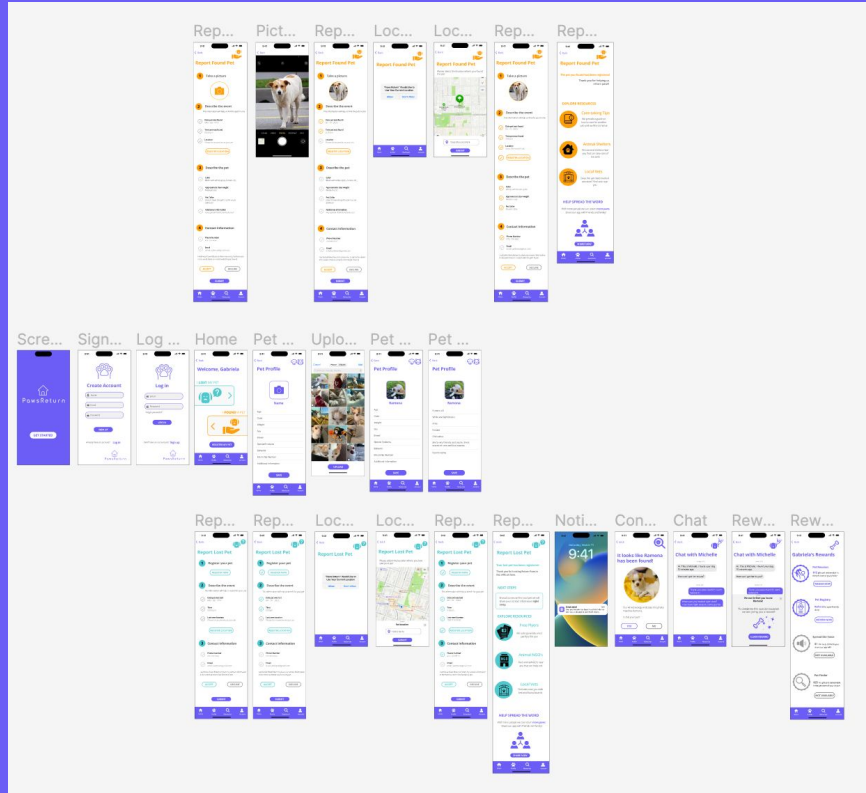📍 Stout (Florence) Park

SUBMIT

- Different user flows for someone who lost a pet vs. someone who found one

- Pet profile

- Report found / lost form

- Explore resources: local shelters, guides, flyer generator

Prototype v1 Link

Facilitating Contact

PawsReturn

- Need for notifications when a pet has been matched

- Verify found pet

- *Security & ease* - enable in-app chat with person who found pet

- Rewards to enable retention

Further Growth

PawsReturn

- Automatic flyer generator with option to print
- Send alert to registered users
- Browse photos of other lost pets
- Monetize with pet shop products, ie. pet collar, location devices
- Increase referral system to expand reach: rewards, partnerships, etc.

PawsReturn

Demo Time

See Prototype v2