# FindMyPet - Business Requirements Document (BRD)

## Document Information

* **Document Title:** Business Requirements Document
* **Project Name:** FindMyPet
* **Date:** May 11, 2025
* **Version:** 1.0

## Executive Summary

FindMyPet is a web application designed to help pet owners find their lost pets or allow people who find lost pets to connect with their owners. The platform provides a user-friendly interface for creating, managing, and searching pet listings with geolocation capabilities. This document outlines the business requirements, stakeholder needs, and success criteria for the FindMyPet platform.

## Business Background

### Problem Statement

The loss of a pet is a traumatic experience for pet owners, and traditional methods of searching (paper flyers, local community boards) have limited reach. There is a need for a centralized digital platform where pet owners can quickly report lost pets, providing essential information and reaching a wider audience for assistance.

### Business Objectives

1. Provide a platform to help reunite lost pets with their owners
2. Create a community-focused application to increase pet recovery rates
3. Offer additional services that support the pet owner community
4. Generate revenue through advertisements and premium services

### Market Opportunity

According to the American Humane Association, approximately 10 million pets are lost each year in the United States. A platform that can increase recovery rates even by a small percentage would provide significant value to pet owners and the community.

## Stakeholders

### Primary Stakeholders

* Pet owners who have lost their pets
* People who have found lost pets
* Animal shelters and rescue organizations

### Secondary Stakeholders

* Veterinary clinics
* Pet care service providers
* Local animal control departments
* Pet product retailers

## Business Requirements

### Functional Requirements

1. **User Management**
   * User registration and authentication system
   * User profile management
   * User roles (regular users, administrators)
2. **Pet Listings**
   * Create, edit, and delete pet listings
   * Search and filter functionality for pet listings
   * Status management (missing, found, reunited)
   * Pet details including type, breed, color, age, and other identifiable features
3. **Location Services**
   * Map-based visualization of pet locations
   * Geolocation for marking last seen location
   * Distance-based search functionality
4. **Communication**
   * Direct messaging between users
   * Comment system on pet listings
   * Contact information sharing options
   * Notifications for relevant updates
5. **Content Management**
   * Photo uploads for pet listings
   * User-generated content moderation
   * Information pages and help resources

### Non-Functional Requirements

1. **Usability**
   * Intuitive, mobile-responsive design
   * Accessibility compliance
   * Multi-language support (future enhancement)
2. **Performance**
   * Fast page loading times
   * Responsive user interface
   * Support for simultaneous users
3. **Security**
   * Data privacy protection
   * Secure user authentication
   * Protection against common web vulnerabilities
4. **Reliability**
   * System availability (99.9% uptime)
   * Data backup and recovery procedures
   * Error handling and system stability

## Business Use Cases

### Use Case 1: Reporting a Lost Pet

A pet owner can create an account, log in, and create a detailed listing for their lost pet, including description, photos, last seen location, and contact information.

### Use Case 2: Reporting a Found Pet

A person who finds a lost pet can create a listing with details and photos of the found pet, allowing owners to search and potentially identify their missing pet.

### Use Case 3: Searching for Lost/Found Pets

Users can search through listings using filters such as pet type, location, date, and other characteristics to find potential matches.

### Use Case 4: Connecting Pet Owners with Finders

When a potential match is identified, the platform facilitates communication between the pet owner and finder to verify and arrange for reunion.

## Success Criteria

### Business Metrics

1. Number of successfully reunited pets
2. User growth and retention rates
3. Geographic coverage
4. Average time to pet recovery
5. User satisfaction ratings

### Technical Metrics

1. Platform uptime and availability
2. System performance under load
3. Search accuracy and relevance
4. Mobile vs. desktop usage statistics
5. Feature utilization rates

## Constraints and Assumptions

### Constraints

1. Initial launch limited to specific geographic regions
2. Budget limitations for marketing and customer acquisition
3. Regulatory considerations for personal data handling
4. Technical infrastructure limitations

### Assumptions

1. Users have basic internet/mobile device proficiency
2. Pet owners are willing to use digital platforms in crisis situations
3. Community members are willing to assist in pet recovery efforts
4. Local animal services will cooperate with the platform

## Future Considerations

1. **Expansion of Services**
   * Pet microchip registration integration
   * Partnership with local animal shelters
   * Premium features for paid subscribers
   * Mobile app development
2. **Revenue Opportunities**
   * Sponsored listings
   * Targeted advertisements for pet services
   * Affiliate marketing with pet supply retailers
   * Premium membership tiers
3. **Community Building**
   * Pet care forums and educational content
   * Local volunteer networks for search assistance
   * Community events and awareness campaigns

## Approval

This document requires review and approval from key stakeholders before proceeding with the technical requirements and development phases.

| Stakeholder | Role | Signature | Date |
| --- | --- | --- | --- |
| [Name] | Project Sponsor |  |  |
| [Name] | Business Analyst |  |  |
| [Name] | Technical Lead |  |  |
| [Name] | UX Designer |  |  |