

FURRIFY: Social Media Platform for Pet Community

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Abstract - This research paper delves into the utilization of digital platforms, particularly websites, by pet non-governmental organizations (NGOs) to amplify their social impact in promoting animal welfare and advocacy. Through a combination of onsite visitations, website analysis, and case studies of prominent pet NGOs, this research explores the key features and functionalities that aim to recognize our society's need for an interactive and easy-to-adopt "Pet-oriented" community.

Furrify is a website-based pet community that acts as a social network for pet owners that subdues the absence of a major digital platform for animal welfare. With the guidance of an NGO named 'Save Speechless Organization' (SSO) and dedicated research, Furrify is developed as a social project that works as a medium to help improve the harsh conditions of stray animals and focuses on digitizing the services provided by SSO.

Keywords: NGO, Furrify, Save Speechless Organization.

I. INTRODUCTION

The never-ending increase of social media obsession and pet lovers can be observed in this time of digitized world [5]. The worsening conditions of stray animals are extremely alarming as they are constantly overlooked while the world moves towards development [1]. Whilst multiple different websites exist, they suffer from disorganized content, outdated information, and only a little focus on specific aspects of animal welfare [6]. As well as, there is a huge absence of reliable information on pet care, nutrition, and healthcare facilities. Also, stray animals suffer from drastic and harsh conditions due to lots of factors

like weather, food, etc [1]. Many governmental and non-governmental organizations have come up with ways to help stray animals but the lack of effective promotion decreases the efficiency in achieving set goals.

To create a medium to achieve the set goals of an NGO and gain support from the public, a fully functioning website with entertainment features, informative features, live events, etc., that concerns the normal public is an effective attempt. This website facilitates pet adoption and rescue efforts by featuring profiles of animals in need of homes, featuring adoption drives, and connecting prospective adopters with SSO. Particularly, the easy-to-use features clubbed in one UI have made it possible to make a significant difference in drastic conditions of strays.

By offering insights into the evolving landscape of digital activism within the pet welfare sector, this research paper aims to inform pet NGOs, digital marketers, and policy makers about the potential of websites as powerful tools for driving social change and fostering a more compassionate society towards animals [4]. Through strategic harnessing of digital platforms, pet NGOs can amplify their voices, mobilize resources, and effect meaningful change in the lives of animals and communities worldwide. Public eye requires a medium to achieve and understand animal welfare. Furrify focuses on clubbing all the required features that interests a common social media user, and utilizes the effect to gain attention towards the betterment of needy strays. Whilst as captivating as it is to a social media user, a person with a general need as to locating better options of medical care, grooming, etc., for their pets will open the

grounds to promotion themselves without deliberation. Hence, the prominence of this research paper is on the importance of technology in digitizing the social services towards stray animals.

II. LITERATURE SURVEY

The rise of social media has revolutionized how people connect and share information [11]. In recent years, there has been a growing trend towards social media platforms tailored to specific interests and communities, including pet owners. These platforms offer a unique space for pet enthusiasts to connect, share, and seek advice from like-minded individuals. This literature review explores the key features and benefits of social media websites designed for pet owners, focusing on a hypothetical platform that integrates various functionalities.

Social media has revolutionized pet animal welfare campaigns and initiatives by providing a platform to reach a broader audience, engage supporters, and facilitate fundraising. It enables organizations to rapidly spread awareness, generate support, and even go viral, amplifying their impact. Social media also revolutionizes volunteerism and crowdsourcing in animal welfare, making coordinating rescue efforts, and finding missing pets, and connecting with potential adopters easier. Additionally, it serves as a powerful educational tool, raising awareness about responsible pet ownership, adoption, and animal welfare issues, leading to positive behavioural changes [9]. Moreover, social media platforms provide a space for networking, collaboration, and sharing best practices among animal welfare organizations, enhancing the effectiveness of campaigns and initiatives [10].

Pet ownership among older adults has been recognized for its numerous benefits, including providing a sense of safety and companionship. Research indicates that caring for a pet positively influences mood and motivates older adults to engage in daily activities, contributing to their overall well-being. The human-animal bond formed through pet ownership is deemed important for pets and pet lover's well-being, as pets are often considered family members, providing companionship and a sense of purpose.

Existing Websites

Pet Community: The Pet Community caters to the pet owner and animal lover community, providing platforms for sharing photos, and videos, and providing pet food products. Pet Community is an online website dedicated to serving pet owners and

enthusiasts. Users can create profiles for their pets, share photos, and interact with the community to make new friends and showcase their pets' personalities [12].

Samy & Mury's Pet FBI: Pet FBI is a non-profit, free information agency reporting lost and found animals. Our platform supports reporting lost or found animals, checking our national database for matches, and receiving alerts. Guidance and advice on retrieving lost pets are provided, including specific steps for lost dogs, cats, and other pets. Pet FBI still has opportunities to help support our mission, including donating, signing up for alerts, and volunteering [13].

Stray Buddy: Stray Buddy is a platform that promotes harmony between humans and dogs in society. The process is based on international standards and testing standards. It supports self-government by local leaders to control the population and free people in their territory. A community without puppies, without rabies, and without cruelty has many benefits for people and animals. It reduces resident stress and improves dog health [14].

Wellness Pet Food: The Wellness Pet Food offers a complete and balanced range of foods for dogs and cats carefully designed to support the Five Marks of Health. Its products include dry and wet foods, mixes and ingredients, snacks, snacks, meals and accessories [15].

Feature	Samy & Mury's Pet Community	The pet community	Stray Buddy	PetFBI	Wellness Pet Food	Furrify
Create profile	✓	✗	✓	✓	✓	✓
Upload Photos	✓	✗	✗	✗	✓	✓
Upload Videos	✗	✗	✗	✗	✗	✓
Like, Comment	✓	✗	✗	✗	✓	✓
Nearby vet Surgeon	✗	✓	✗	✓	✗	✓
Breeding stores	✗	✓	✗	✗	✗	✓
Lost and found	✗	✗	✓	✓	✗	✓
SAC (Stray Animals Connect)	✗	✗	✓	✗	✗	✓
Privacy & User authentication	✓	✓	✗	✓	✓	✓

Table 1: Comparison of similar application with Furrify

"Furrify" is also a social media platform for pet owners, it's clear that there are similarities in terms of the core functionality however, these services are offered separately across different platforms. In contrast, Furrify aims to provide all these features in one platform, it allows users to create profiles for their pets, share photos and videos, and connect with other pet owners, much like the existing apps. Furrify includes features like event listings, and a focus on spreading awareness about stray animals, which differentiates it from the existing apps. These additional features make Furrify a more comprehensive platform for pet owners, offering not just a social networking experience but also a platform for advocacy and community engagement. Research indicates that caring for a pet positively influences mood and motivates older adults to engage in daily activities, contributing to their overall well-being [10].

III. METHODOLOGY AND MODEL SPECIFICATIONS

Our main goal is to create a space for pet lovers to connect and share information about animal care & provide our society with an interactive and easy-to-adapt "Pet Oriented" community. Existing websites often suffer from disorganized content, outdated information, and a limited focus on specific aspects of animal welfare.

Users have the ability to share or upload various different types of content such as photos and many more things about pets [7]. An 'access control scheme' site is contemplated as the distribution of information and provides privacy [5]. These access controls authenticate users by verifying login credentials, including usernames, passwords, and verification PIN or OTP to activate their account or profile. Furrify has SPF (Sender Policy Framework) which is a basic multi-factor authentication technology that validates if an email is sent from an authorized IP address or not. Users will be able to use the platform after his/her email id is verified by the system. As per comparison with other platforms or sites, our platform provides well-integrated and organized multiple features as required in developing a digital pet community application.

1. Create Profile, Share, Like, Comment
2. Follow New pet owners by adding them as a friends
3. Hold secure privacy of users
4. Easily find the breeding stores
5. Real-time location of veterinary surgeons
6. Lost & Found section

7. Stray Animal Care (SAC) section

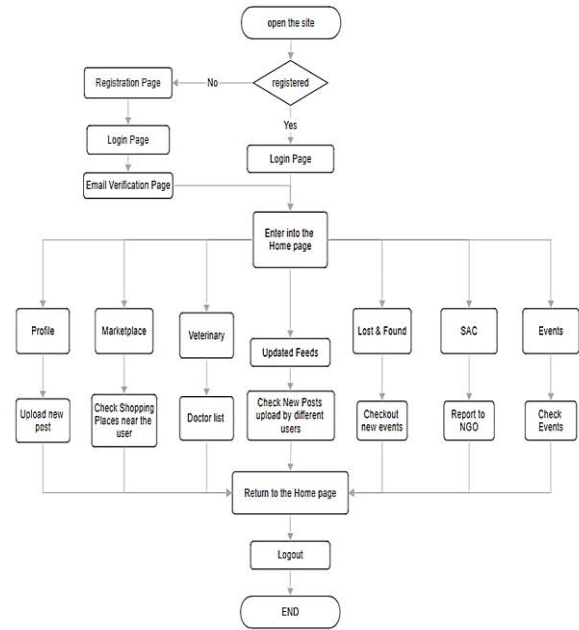


Fig 1: Flowchart

As shown in Fig 1, it is the flowchart of the working site which explains how all the pages are integrated together and how all the pages are accessible easily to the user.

There are many important features that help in the expansion and evolution of the platform. Some of these features are:

Marketplace: On Furrify's marketplace, users can search for a variety of products and services [9]. The platform uses geolocation technology to provide users with a curated list of shopping options near their location, making it easy for users to find and support local businesses that suit their pet's needs. This feature enhances the overall pet ownership experience by providing easy access to essentials, grooming services, training plans, and more.

Veterinary & Doctor List: Furrify provides a comprehensive directory of veterinarians, clinics, and hospitals [7]. Users can access detailed information about each provider, including areas of expertise, contact information, opening hours, and user reviews, along with the location of the clinics. This allows owners to make informed decisions about their pet's health needs by searching for appropriate doctors and veterinarians.

Lost & Found & New Events: Furrify's lost and found feature allows users to report lost or found animals, by sharing detailed descriptions, and work

with the community to facilitate shared experiences. Users can also get notified about upcoming animal-related events, including adoption events, fundraisers, educational seminars, and awareness initiatives. These shows encourage community participation, cooperation, and collaboration to promote animal welfare and support.

Stray Animals Connect & Reporting to NGO: Users can post their pet-related opinions, concerns or questions directly through Furrify. The platform encourages communication with partner NGOs Save Speechless Organization (SSO), enabling rapid responses and interventions to help animals in need. This allows users to support rescue efforts, promote the responsibilities of pet owners, and raise awareness of the problem of homeless animals in many communities.

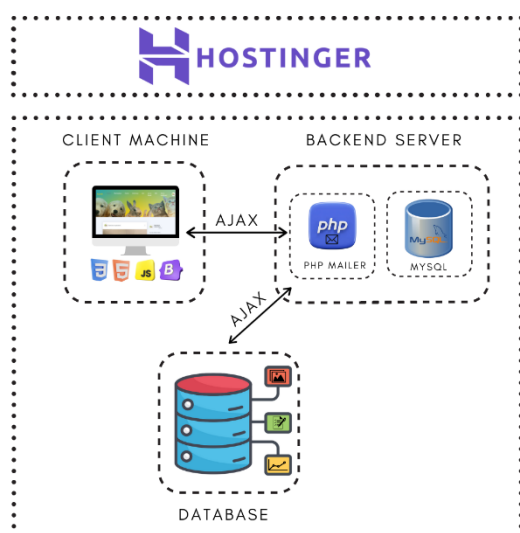


Fig 2: Overall Architecture

Fig 2 shows the overall architecture of Furrify. Furrify is built using many coding languages. For its frontend we have proposed HTML, CSS, JavaScript, and Bootstrap, to create a basic friendly user interface as per user convenience.

At first glance, users would be able to use the platform without having any difficulties. The design and structure is user friendly. To make it dynamic, we have used PHP and MySQL in the backend where PHP controls all the functions and programs of the platform. These functions are used to authenticate all the parameters throughout starting from the register page to setting up the user profile. Usernames or emails are restricted to one person's profile. While editing a profile, functions restrict the user from uploading their

profile pic more than 2.5MB. These functions are also used to shuffle the post as per user following and follower i.e. a newly created user would not be able to see other users' posts as users have to follow each other to watch other's posts. AJAX connects both the frontend and backend together with the database to fetch and receive all the data. AJAX helps in creating flow throughout the operations that facilitates efficiency between fetching the data and also while retrieving it. All the user's data are stored in the MySQL database which contains multiple tables such as follow, like, comment, user info, etc. These tables are linked with each other through one primary key named user_id that helps us to store the specific data as per the user's id.

IV. CONCLUSION

The platform explores how animal NGOs use digital platforms to expand their social impact, focusing on Furrify and the Save Speechless Organization (SSO). Digitalization of animal services is important to solve the problem of stray animals and increase the responsibility of animal owners. Furrify is a comprehensive platform that not only provides a social network for pet owners but also engages in advocacy, community engagement, and education. Furrify has successfully created a strong and interactive "pet-oriented" community with new features like Stray Animals Connect, lost and Found, Veterinary Connect, and Events sections.

SSO's curriculum further emphasizes the role of digital platforms in helping rescue, improve animal welfare, and raise awareness of animal welfare. Through the use of technology, SSOs can reach a wider audience, engage supporters, and better collaborate with other organizations. This highlights the importance of digital platforms in increasing the effectiveness and impact of animal NGOs, ultimately benefiting animals and communities.

Overall, our research shows the need for more interactive and user-friendly digital platforms in animal agriculture. By harnessing the power of technology, animal NGOs can expand their social impact and create compassion for animals. The success of Furrify and SSO demonstrates the potential of digital platforms to create positive change in animal welfare and advocacy.

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