

# **PET ADOPTION APP**

**Authors:**

Karina Frasco

Tina Elling

Rosa Sanchez

Rahul Janardhanan

Michelle Wu

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# **Executing Our Research Plan**

## ***System Concept Statement:***

“Adopt a Paw” is an app that will educate and guide 1st-time pet owners through the process of adopting a new pet. A successful experience for both pet owners and the pet will allow for better-matched adoptions and better-educated pet owner. The bond that will be created between the pet owner and the pet will allow them to have a real home with the care and attention they need. The system will pull information from local shelters that will provide bios, stories, and medical information about pets that are up for adoption. The app will consist of several sections to help educate the user on the responsibilities, cost, and care for their new pet. This app will facilitate the ability to match the user with a pet that fits their personality, lifestyle, and also have an area for the user to understand the process of adopting a new pet. The issue of stray animals seems to be getting worse, it’s goal for this app is to educate people, help them understand the responsibilities and challenges of being a good pet owner, to lower the chance of abandonment, and help those abandoned animals be adopted into good homes.

## ***Guiding Research Questions:***

- What motivations are driving the decision to own a pet?
- What misconceptions do users have about owning a pet?
- Does the user understand the responsibilities of being a pet owner (puppy through adult; healthy and sick), and care for the pet? (Vet, health, food, training, and etc.)
- Does the user understand the cost (upfront and lifetime of pet), and does their lifestyle accommodate with owning a pet?
- Will the user and family (if applicable) be able to adjust to a new pet or understand the adjustments?

## ***Test Plan & Materials:***

### **Materials-**

- Guiding Questions
- Interviewers
- First-Time Pet Owners

## Test Plan-

While conducting interviews, we had to obtain results differently, and spoke to various people that are first-time pet users, and would like to take care of a pet that has been abandoned and that is in need of a home. Our goal is to obtain all information about how first-time pet owners think about the pet adoption process, and their perspective of how they should be taking care of their pet. What were the precautions that they were to take, and long term effects of any additional; costs for a vet, food, shelter, clothes, and etc. might affect them. We made these interviewers think outside the box for them to realize if they were ready and capable of taking care of an abandoned pet and become a first time pet owner.

<b>5 participants: Interview Questions for 1<sup>st</sup> Time Potential Pet Owners</b>	
<b>Participant 1:</b> Male, married, 3 children under 10, homeowner, Chicago suburbs	
<b>Q: What motivations are driving your decisions to own a pet?</b>	
A: My children want a pet because they see other families with dogs and think it's easy to have a pet.	
<b>Q: Why would you adopt versus buying from a pet store or breeder?</b>	
A: Some of our friends that have dogs have rescued them and my children see the commercials on TV about abandoned dogs.	
<b>Q: Can you tell me what you think the costs are of owning a pet? (Upfront and lifetime of pet) Would you like to learn more and if so how would you go about doing that?</b>	
A:	
1. At least over \$1000 a year but not really sure what is needed	
2. I'd look online or I'd expect the adoption place/shelter to have some information	
3. Cost associated with certain breeds like those that have to be groomed	
<b>Q: How does your current lifestyle accommodate owning a pet?</b>	
A: Right now it doesn't with all the children's activities both of us working full time it causes me to pause about getting a dog but I think we'd make whatever adjustments we need too.	
<b>Q: Does the user understand the adoption process?</b>	
A: No, just go there and ask questions.	

### 5 participants: Interview Questions for 1<sup>st</sup> Time Potential Pet Owners

**Participant 2:** Male, single, no children, apartment, Chicago city

**Q: What motivations are driving your decisions to own a pet?**

A: Companionship, get to hang out with the dog

**Q: Why would you adopt versus buying from a pet store or breeder?**

A: I feel like it's giving back, taking care of an unwanted dog that needs a home

**Q: Can you tell me what you think the costs are of owning a pet? (Upfront and lifetime of pet) Would you like to learn more and if so how would you go about doing that?**

A:

1. Not sure but maybe \$10k over lifetime depending on if they get sick.

2. I'd google it to find average costs and fees

**Q: How does your current lifestyle accommodate owning a pet?**

A: Not sure, have some concerns about not being home enough to spend time with dog or when I go on vacation but I'd figure it out

**Q: Does the user understand the adoption process?**

A: No idea, would google it

### 5 participants: Interview Questions for 1<sup>st</sup> Time Potential Pet Owners

**Participant 3:** Jennifer Williams (DePaul Student), Human Interaction Major, Female- Chicago 23 years old

**Q: What motivations are driving your decisions to own a pet?**

A: I share an apartment with my friend and we both love dogs. I am excited to adopt one and have taken some time to look up and talk to friends who have dogs.

**Q: How will you and your family (if applicable) be able to adjust to a new pet or understand the adjustments?**

A: I live with my friend and she is fine with me adopting a dog. She is supported where she will help to feed my dog when I am not home. But since I am adopting I will be mainly responsible to feed and take care of my pet. She has a family dog in her parents' home so she is excited about us having a dog in our apartment.

**Q: Can you tell me what you think the costs are of owning a pet? (Upfront and lifetime of pet) Would you like to learn more and if so how would you go about doing that?**

A: I am not sure about this I would have to research before I actually adopt. I do feel like starting point would be 100 dollars per month.

**Q: How does your current lifestyle accommodate owning a pet?**

A: My friend and I go to school full time but we work and we have a flexible schedule that there is always someone at home.

**Q: Does the user understand the adoption process?**

A: I have an idea of the process. I would have to ask about this more when I go looking at shelters.

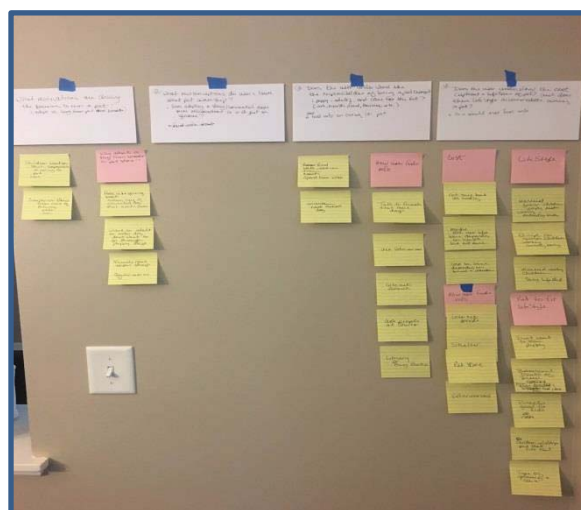
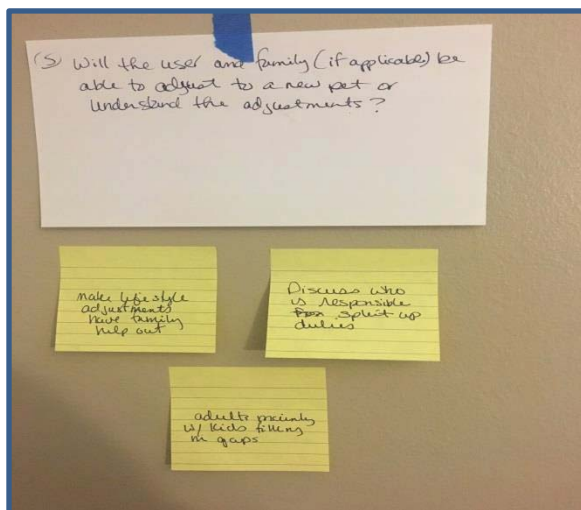
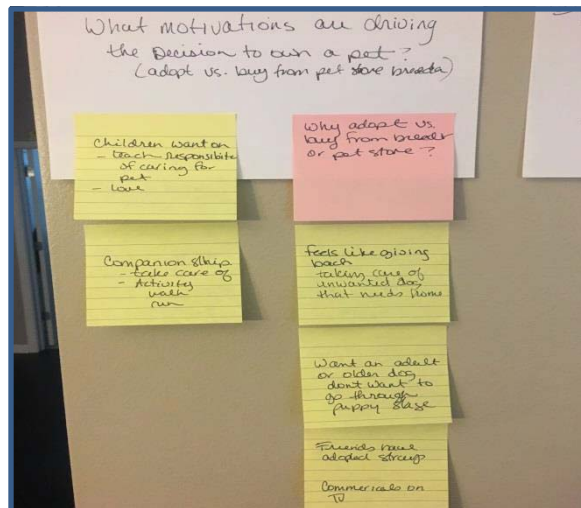
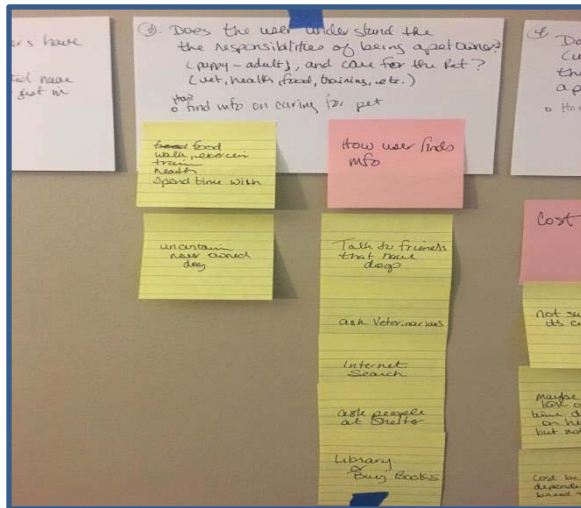
<b>5 participants: Interview Questions for 1<sup>st</sup> Time Potential Pet Owners</b>	
<b>Participant 4:</b> Dwayne Orlando (DePaul Student), Philosophy Major(phD), Male_26 yrs	
<b>Q:</b> What motivations are driving your decisions to own a pet?	
A:	I want to reduce my work stress and share my issues in funny way.
<b>Q:</b> Why would you adopt versus buying from a pet store or breeder?	
A:	You cannot buy love, but adopt a pet with less money. We can find the most suitable dog in pet store.
<b>Q:</b> Can you tell me what you think the costs are of owning a pet? (Upfront and lifetime of pet) Would you like to learn more and if so how would you go about doing that?	
A:	It should be more than \$500, but I am not sure what will be the exact costs. I would rather go to pet store and know more information
<b>Q:</b> How does your current lifestyle accommodate owning a pet?	
A:	I am staying alone. Most of the time I will be at home studying something. I would leave my pet to pet care when I am out.
<b>Q:</b> Does the user understand the adoption process?	
A:	Not that much.

<b>5 participants: Interview Questions for 1<sup>st</sup> Time Potential Pet Owners</b>	
<b>Participant 5:</b> Male, age 27, working and lives at home	
<b>Q:</b> What motivations are driving your decisions to own a pet?	
A:	Driven by the desire to make connections with other species.
<b>Q:</b> Why would you adopt versus buying from a pet store or breeder?	
A:	Adopting a pet can save it from euthanasia. If more people adopted pets instead of buying them, the number of euthanized animals could be reduced.
<b>Q:</b> Can you tell me what you think the costs are of owning a pet? (Upfront and lifetime of pet) Would you like to learn more and if so how would you go about doing that?	
A:	Currently no clues about the costs. I would like to learn systematically from some websites.
<b>Q:</b> How does your current lifestyle accommodate owning a pet?	
A:	I Just met and keep feeding two wild cats for two months at my construction site where I'm working at, so that I can take care of them during the spare time at work. But I usually disappear at night.
<b>Q:</b> Does the user understand the adoption process?	
A:	I'm not familiar with the process. Never done this before.

## Analyze:

Raw data from the interviews were collected from the five participants and synthesized using the guiding research questions. An affinity chart was created and each response was evaluated and put into one of the five research questions categories. Sub sections and branches were created when responses were related and relevant to the initial guiding questions.

**Affinity Diagram/Chart:** Below are the images created to synthesize the raw data.



1. Does the user understand the cost (upfront + lifetime - off pet) and does their life-style accommodate owning a pet?

a. How would user find info

Cost	LifeStyle	Pet to Match LifeStyle
Not many bank the cost	manages grown children empty nest lonely nursing baby	Don't want to think dogging
Maybe lost over life time, especially on health but not sure	Single 40 grown children work socializing	Robustness & lived 10 years Proven with children with other dogs
Cost too much disruption or hard to maintain	divorced working children living together	Chances good for kids or
How user finds info		Be children's ally put that out there
LifeStyle specific		Type of person owner
Shelter		
Pet store		
Veterinarians		

## **Reporting Results**

### ***Quantitative / Qualitative Analyses:***

#### **Approach and Methods-**

In order to determine how much knowledge, the user had relating to pet ownership and adoptions we conducted a series of semi-structured interviews using a small sample of the population. In total five participants were interviewed ranging from a various background but all having a common theme of being a first-time pet owner who was looking to adopt. Questions were focused on their motivations for wanting to adopt a pet, they type of lifestyle they had and how it would accommodate a pet, the various cost associated with owning a pet, and their knowledge of how to properly care for a pet. Additional questions were asked to find out how they would go about finding information on the above subject matter. Most said they would Google it, ask the shelter, ask friends, or ask the veterinarian.

#### **Main Findings-**

##### ***1.- Why they want a dog***

Most want one for companionship and to care for them or to help teach their children how to be responsible for someone besides them.

##### ***2.- Life Style***

All the participants interviewed stated they have a busy lifestyle that might not accommodate having a dog but it would be something to figure out after they got the dog. The participants said it would be an adjustment that would be worked out with other family members, if applicable.

##### ***3.- Owner and Pet Match***

In junction to life style, all participants had ideas about the criteria when selecting a new dog. Two participants were not looking to start with a puppy as they felt it was too much work and said they'd rather have an adult/older dog. They indicated that they'd like to know more about the breed as far as ease of training, behavioral issues, grooming, interaction with children, other people and other animals. It was also mentioned that if someone in the household had specific allergies they'd like to know what type of dog they could get.



#### **4.- Care**

When it came to care, most knew they needed to feed, walk, take to the vet, and train but they all seemed unsure but said they'd look to others and the web to help them figure it out. They approached the challenges in the same manner referring to friends, web, veterinarian or shelter to find their answers.

**NOTE:** Questions about training the dog such as housebreaking, walking on a leash, crating, barking, chewing, and behaving around children, guest, and other pets. This would have been a good opportunity to discover insights into this area.

#### **5.- Cost**

This was another area that participants had little knowledge and felt that they be able to figure it out. Most guessed or gave a number and when asked how they would investigate it they stated again that they'd ask friends or veterinarian, surf the web, or ask someone at the shelter.

**NOTE:** Questions about their thoughts regarding cost associated with supplies for dog, training classes, grooming, fencing the yard if needed, or boarding the dog or a dog sitter. This would have been an opportunity to investigate the financial aspect and how it would play into the decision of becoming a pet owner.

## Insights & Models: User insights: (Personas (3))

### Mary Beth

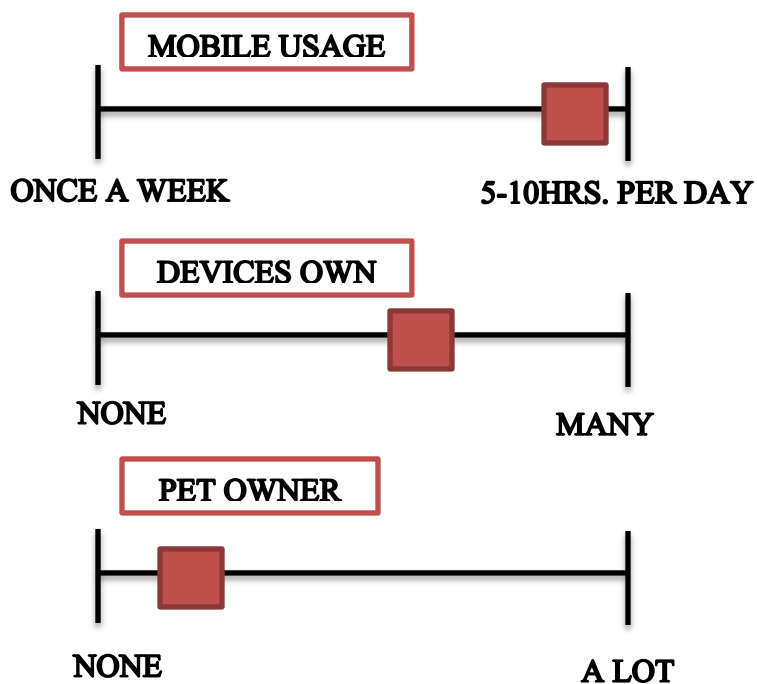


*"I need an app that is fast, easy to use, and all about pets! I want to be a pet owner!"*

#### Personal Description

Mary Beth is an undergrad at DePaul in her second year of College, and is an animal lover, which she is seeking to be a pet owner. But she is unaware of any apps that are best to help in order for her to adopt one.

#### **Behaviors**



#### Demographics

Age: 21

Education: Undergrad Medicine

Location: Chicago, IL

Gender: Female

#### Technological

Mary Beth owns a laptop and uses it all the time for in class assignments. She also, owns a smartphone which she is a tech savvy.

#### Roles

Mary Beth is an undergrad student in medicine, and would like to become a vet someday. She is currently a full-time student at DePaul University, in Chicago, IL. In her spare time she feels lonely, and would love to have a companionship to share her adventures with.

#### Desires

Mary Beth is constantly searching in the web to obtain a pet, but the requirements are too high, and she doesn't have any experience with owning a pet either. She is very frustrated and doesn't know which way is best to own or adopt a pet within her circumstances. She wishes there would be an easier way to adopt a pet within her needs, and have a healthy pet by her side.

## Paul

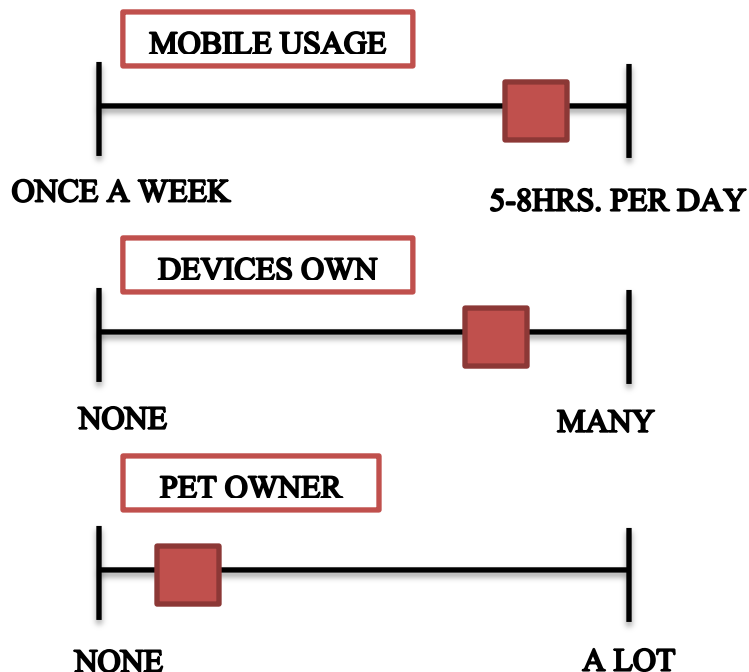


*“Growing up I never had a pet. I’d like to experience having one and for my children to have that experience too”*

### Personal Description

Paul has decided that he’d like to adopt a family pet. He’s looking for app that has information related to cost, care and finding a pet that is good with children who have specific needs.

### **Behaviors**



### Demographics

Age: 43  
Education: College Grad  
Location: Chicago, IL  
Gender: Male  
Marital Status: Married, 3 kids  
Residence: Home Owner

### Technological

Paul owns several devices from laptops, iPads, and smartphones. He and his family are intermediate to advanced users.

### Roles

With having three children in elementary school and activities nights and weekends, Paul is concerned about the cost of owning a pet, having enough time to spend and care for the pet, and being able to house train the pet. He’s looking for information to help make the decision on getting a new pet.

### Desires

Since Paul has never owned a pet he’s looking for the right pet for his family and their needs. He also wants his children to grow up with a pet but must find one that will be suitable with his child that has allergies.

# Audrey



## Demographics

Age: 21

Education: Senior College Student (Bachelor's Degree)

Location: Chicago, IL

## Technological

Audrey uses her technology devices for everything. Audrey uses her apps on her phone and she owns at least 4 technology devices.

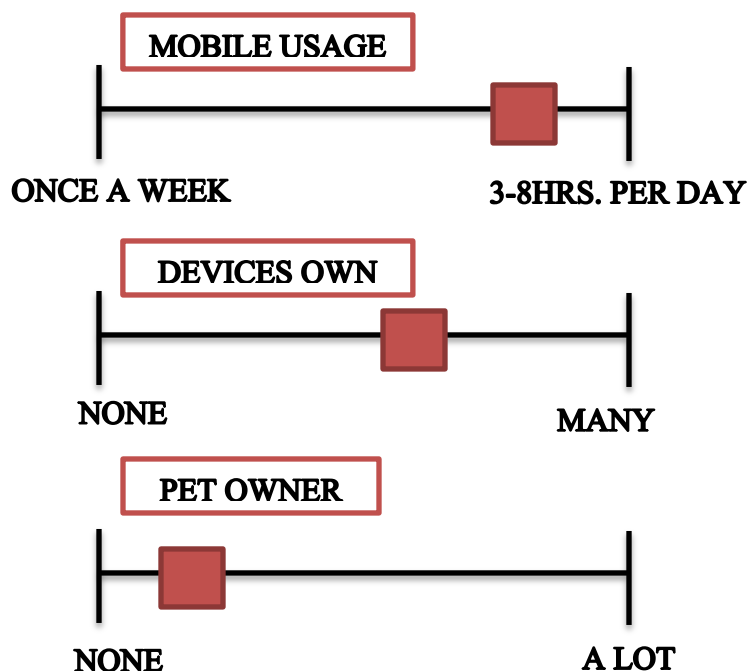
## Personal Description

Audrey is a senior college student that works part time and she is applying for full time jobs now that she is graduating. She is moving on her own and feels lonely she feels that she wants to adopt a dog for company and feels ready to take care of a pet.

## Roles

Audrey works at an office job. She is finishing college and she does not go out that much. She likes to stay in and spends time on the internet. She lives far from home and this will be her first time leaving alone. She feels like a dog would make a good friend.

## Behaviors



## Desires

Audrey wants an app that she can use to adopt a dog. She would like to have information about the pros and cons to adopting a puppy and an adult dog. She would like to know about what is unsafe for dogs to eat and not let them do.

### *Task insights:*

#### **Usage Scenario First Time Pet Owner**

Paul wants to adopt a pet for his family since he never had one growing up and would like his children to learn how to care for a pet. He has several concerns about being a new pet owner such as the type of pet to get that fits his family's growing lifestyle, the right accommodations for the pet, and the cost of adopting and owning a pet. He decides to use a pet app on his mobile phone to help with his research. Upon opening the app, he notices several links that might be useful to help him make a decision. He starts with researching the type of pet and eventually finds one he likes which he believes will be good for his family. As he begins the reviewing the pet, he discovers this pet might not work out due to high costs and not being suitable for children. He goes back into the app to look for something that will help match his family/live style to a pet but his search only shows profiles of pets (**A1**). He also wants to understand the costs associated with the matched pet. As he investigates further he finds a section of FAQ's that has some information about cost but nothing about matching a pet to his family's lifestyle and needs (**A2**). He found information on the adoption process but after looking over the information still has questions (**A3**). Although the app was useful, he needs more detailed information and prompts like to guide him through the process.

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**[A1]** The inability to fill out a form that can help narrow the user's family's lifestyle and needs in order to match a pet to them causes the user to shift through pets that may not be suitable.

**[A2]** This only gives the user a general view of costs and is not able to pull in information related to a specific pet that would give a more detailed analysis of the cost.

**[A3]** The user has no place to find general/quick Q & A related to the adoption process. A section with that information might answer many without having to make connect with shelter.

## **Design Scenario First Time Pet Owner**

Paul wants to adopt a pet for his family since he never had one growing up and would like his children to learn how to care for a pet. He has several concerns about being a new pet owner such as the type of pet to get that fits his family's growing lifestyle, the right accommodations for the pet, and the cost of adopting and owning a pet. He decides to use a pet app on his mobile phone to help with his research. One of his main goals is to find a pet that will fit his family's lifestyle, is children friendly, and be allergy friendly since one of his children has specific allergies. Upon opening the app, he notices several links on the main page that might be useful to help him make a decision. He starts with the "Pet Lifestyle Match" and is brought to a questionnaire that he will need to fill out. The form has a range of various questions that will help match a pet to his family's lifestyle and needs. When Paul finishes the form he submits it and the results are returned. The results show a number of eligible pets that meet his requirements. After viewing each pet, Paul has an option to create a profile. This will allow him to add a pet to his favorites for later access. Next Paul wants to find out more about the cost and care of the pets he picked. On the main page he finds "Pet Costs" and "Pet Care". In that section he finds he has the ability to select a pet from his favorites, answer a few questions about cost and care, and submit the form. The results show him general information, specific care and cost for that pet. He sees it also has links to learn more about each subject. Finally, the app offers information about adoption costs and process along with FAQs and online/downloadable forms. Paul is pleased with his experience using the app and now has the confidence and knowledge to become a first-time pet owner.

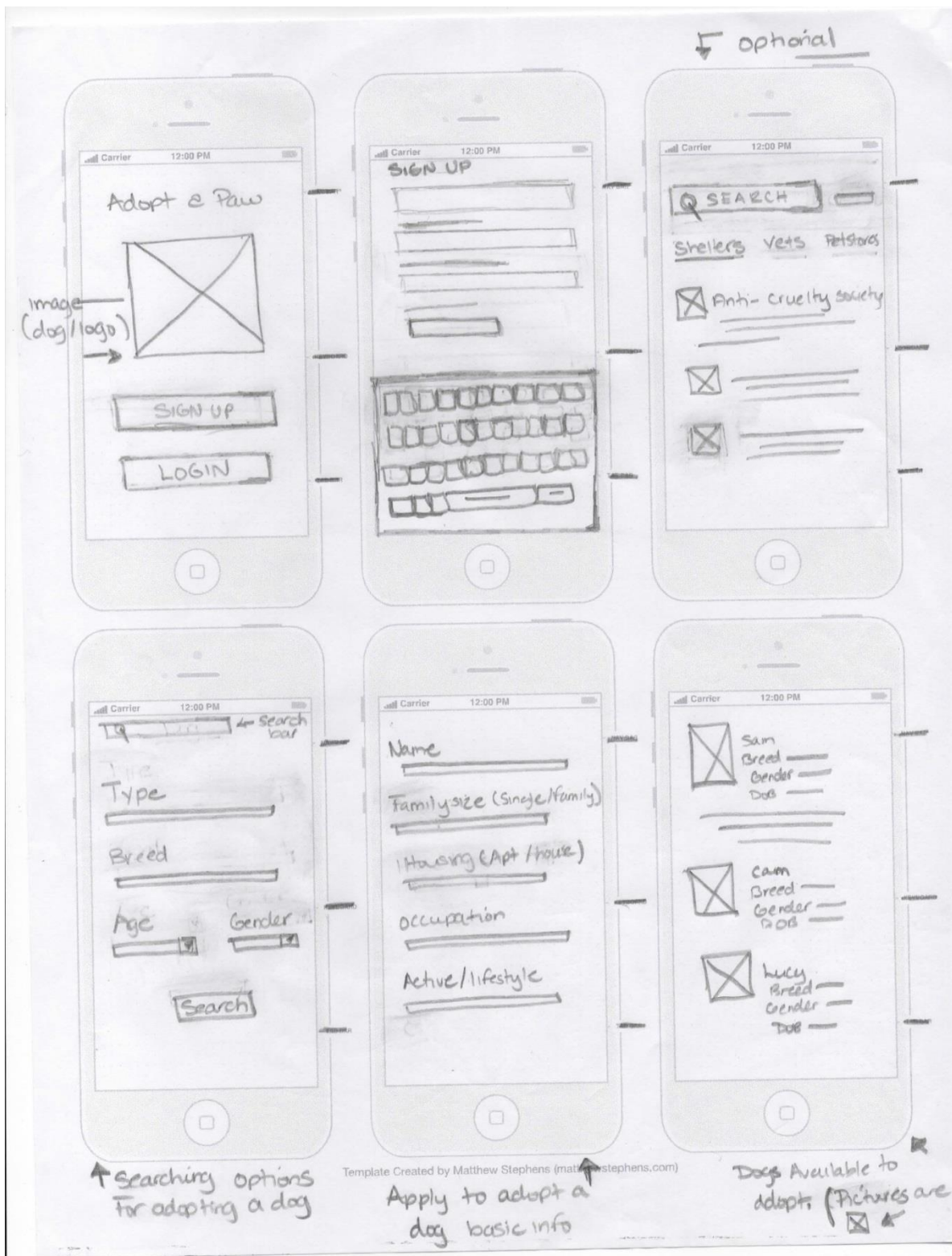
## Use Case: First Time Pet Owner

*This is using the Design Scenario but broken down into a more readable format.*

User Intention	System Responsibility
First-time pet owner: uses app to find information about adoption, type, cost, and care of pet	Opens app and displays initial content
First-time pet owner: Scans main page and chooses pet match	Opens and displays chosen page
First-time pet owner: enters information in form	Display form; Request information from form; Request pet match in data base; Send results back
First-time pet owner: Reviews matched pets and creates a profile to save pets profile	Display form; Request information to create profile; Send results back
First-time pet owner: Marks pets to his favorites	Add pets to favorites
First-time pet owner: View cost and care of saved favorite pets	Opens and displays chosen page
First-time pet owner: Selects pet from favorites, fills out form	Request selected pet; Request information from form; Send results back
First-time pet owner: Selects pet adoption page	Opens and displays chosen page
First-time pet owner: Selects online application	Display form; Request information from form; Send results back
First-time pet owner: Select print form	Send request to printer

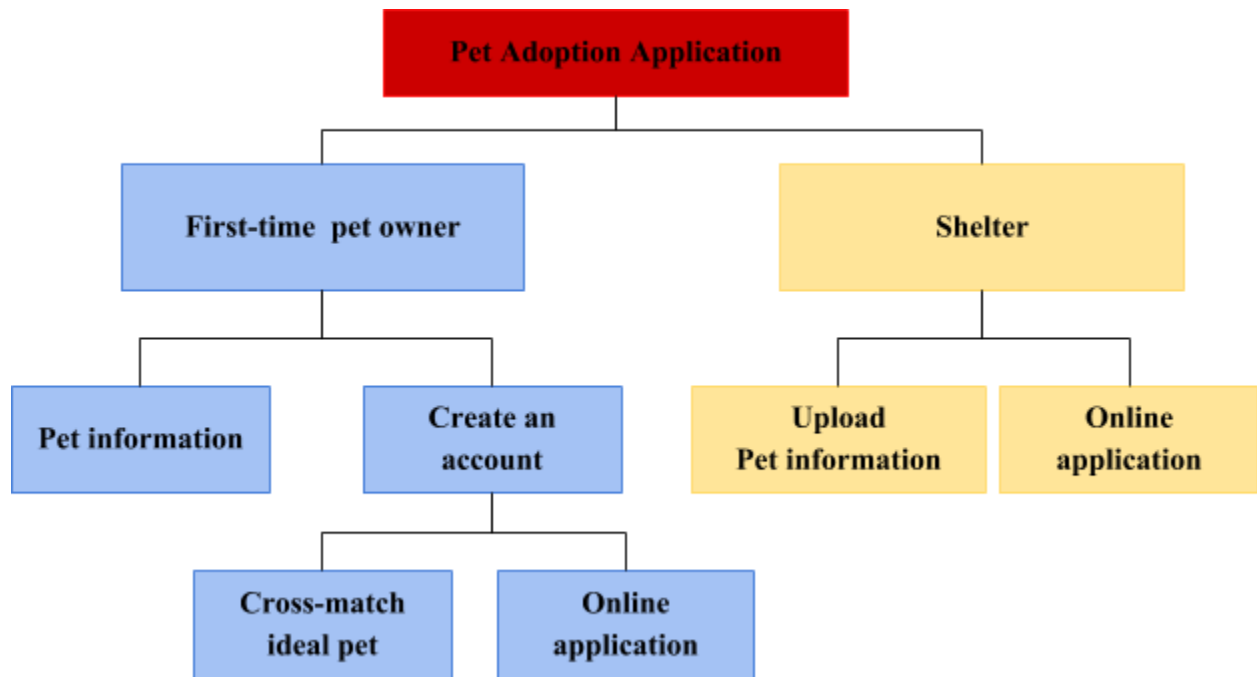


***Low-Fidelity Sketch:***





***Hierarchical Task Inventory Diagram:***



## **Discuss Any Insights That Will Impact Your Design**

### ***System Concept Statement:***

After doing our research we came to a conclusion that “Adopt a Paw” is a good fit for all first-time users that will want to be a first-time pet owner. Due to these users that are not familiar with the pet adoption process, or any of the risks that they might be dealing with in the near future. This app will allow first-time users be informed of all the process that there is, how to take care of a pet, what requirements does this user need to have, and how much will be the cost of their pet in the long term. A successful experience for both pet owners and the pet will allow for better-matched adoptions and a well-educated pet owner. The bond that will be created between the pet owner and the pet will allow them to have a real home with the care and attention they need. The system will pull information from local shelters that will provide bios, stories, and medical information about pets that are up for adoption. The app will consist of several sections to help educate the user on the responsibilities, cost, and care for their new pet. This app will facilitate the ability to match the user with a pet that fits their personality and lifestyle. The goal for this app is to educate people, and help them understand the responsibilities and challenges of being a good pet owner; this will lower the chance of pet abandonment, and help those abandoned animals be adopted into good homes.

### ***5 User Stories:***

- 1.-** As a student, I need a user-friendly app, so that I can be able to adopt a pet easier.
- 2.-** As a first-time pet owner, I want to find shelter's, so that I can adopt a pet within my neighborhood.
- 3.-** As a first-time pet owner, I want to match a pet with my/families lifestyle, so that I can provide the pet with a good home.
- 4.-** As a first-time pet owner, I need to understand the cost associated with owning a pet, so that I can be better prepared financially.
- 5.-** As a first-time pet owner, I need to understand how to care for my pet and the challenges of being a pet owner, so that I can help reduce the number of unwanted pets due to lack of knowledge.