



# Pawfect Match

## Group 6 Project 3

*Riya Sachdeva – 2022411*

*Rohak Kansal – 2022412*

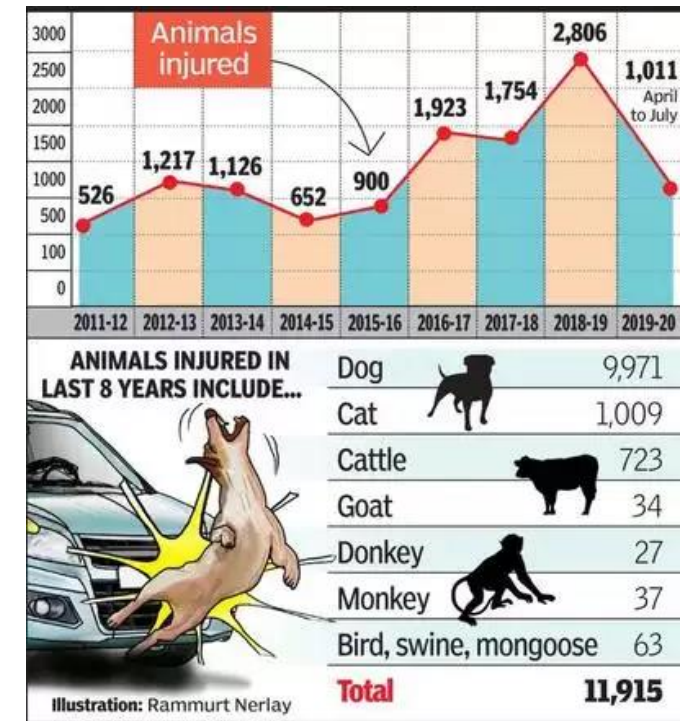
*Rohan Beriwal – 2022413*

*Rohan Devgon – 2022414*

*Rohan Indora – 2022415*

# Problem Statement – Pet Rescue App

- Despite the presence and active efforts of many dedicated NGOs, there is no shortage of abandoned, injured, aggressive, or non-neutered stray animals on the streets.
  - Our aim is to provide a common platform to volunteers, animal rescuers, potential foster parents, housing societies, veterinarians, NGOs, and other stakeholders for coordinating rescue operations, providing shelter and medical facilities to the animals, adopting them, etc.*
- India's overall (all pets wanted, cared for, and welcome) score on the State of Pet Homelessness Index is 2.4 (out of 10).
  - It is very low compared to USA's 6.4, UK's 7, and Germany's 8.6. There are nearly 8 crore homeless animals in the country (including 6.2 crore street dogs and 91 lakh street cats) and 88 lakh street animals in shelter homes.*
- Due to lack of behavioral awareness about stray pets people in India prefer buying luxury breeds of dogs and cats instead of adopting from shelters. Relinquishment levels are also high in India (50%) as compared to the global level (28%).
  - Despite the high percentage of diseased dogs (rabies, TVT, and fleas/ticks) in India, prompt veterinary care is unavailable, especially for strays.*
- A research by the National Center for Biotechnology Information shows that high early life mortality in free-ranging dogs is largely influenced by humans (63%). "Only 32% of the total mortality was by natural causes and for 5% of total mortality there were no reliable records. The remaining 63% of the total mortality was influenced directly (accidents/ poisoning/ beatings) or indirectly (taken away from the population) by humans."



# Motivation – Pet Rescue App

- A few weeks ago, a student of IIIT-D posted the picture of an injured dog found near Govindpuri Metro Station on the WhatsApp group, asking people for phone numbers of NGOs that could rescue the dog.
- As it was late in the evening, most NGOs he contacted were unavailable, and it was a long time before the dog was taken to a shelter.
- The unnecessary delay and hassle could've been avoided had there been an app that connected people to the local NGOs.
- This event that drove us to choose this project.



# Empathy Map

## NGO WORKER

### Thinks

- Housing societies are going to dump stray animals in shelters instead of taking responsibility for them
- What if I am at home when the emergency alarm rings? I don't have a car. How will I save the animal?

### Does

- Uploads cute pictures of animals in the shelter in hope of getting them adopted
- Gets connected with fellow animal lovers in the locality
- Takes care of animals in the shelter
- Organizes regular Vet visits

### Feels

- Sad; more people want to abandon animals than adopt them
- Hopes the app will attract funding and adopters

### Says

- Society waale kehte hain stray dogs ko le jaao. Kahan rakhe hum? Jagah hi nahi hai.
- We're trying our best, but without enough money our capacity is limited.
- How can people abandon such cute creatures?

## RWA PRESIDENT

### Thinks

- I just want dogs to leave the premises
- Doesn't want to waste money on animals

### Does

- Puts all the stray dogs in the society up for adoption
- Gets the animals sterilized so that their population doesn't increase
- Chairs a resident meeting to discuss solutions for the dog problem
- Walks with a wooden cane in case a dog tries to attack her/ gets aggressive

### Feels

- Annoyed with daily complaints about dogs
- Prioritizes residents' safety
- Confused about penalizing people that feed dogs or not
- Frustrated with fights between animal lovers and other residents

### Says

- Dogs ne pareshan karke rakha hai
- Children are scared to play in the park
- Hum society ka fund dogs pe spend nahi kar sakte

# Empathy Map (contd..)

## COMMUNITY MEMBER / LOCAL

### Thinks

- I would've helped more if I had the money and resources to do so.
- I have collected nearly 4 Starbucks coupons. I'll take my girlfriend there on her birthday.

### Says

- People need to be more sensitive towards animals
- I wish these dogs find a loving home
- It's going to be difficult for animals to survive winters
- Kitna unfair hai ki pet dogs ke wardrobe pe itna kharcha hota hai, jabki street dogs ko koi khana khilane ko taiyaar nahi hai

### Does

- Shares badges earned on social media
- Gives leftover food to animals
- Learns first aid to help injured animals
- Reports sick animals using the app
- Volunteers in local shelters to play with animals

### Feels

- Happy to get discount coupons
- Worried about animals living on the street in cold weather
- Gets scared when animals act aggressive

## FOSTER PARENT

### Thinks

- I will only adopt abandoned luxury breeds from shelters.
- There are no trusted sources to find animals to foster
- It's difficult to choose one animal when they all look so cute.
- What if the animal is not able to adjust in my small apartment?

### Feels

- I want to keep a pet but I'm not sure if I'm ready for the responsibility
- Worried about diseases carried by strays

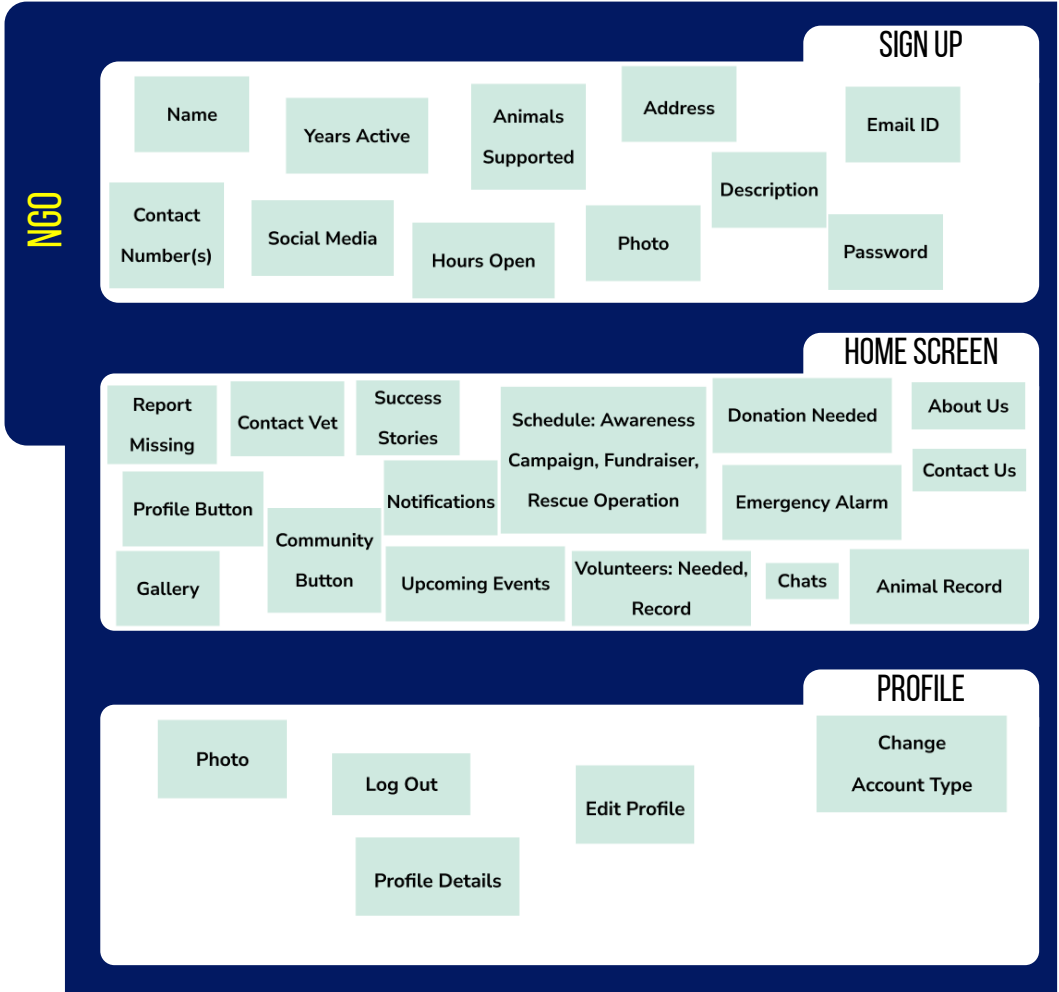
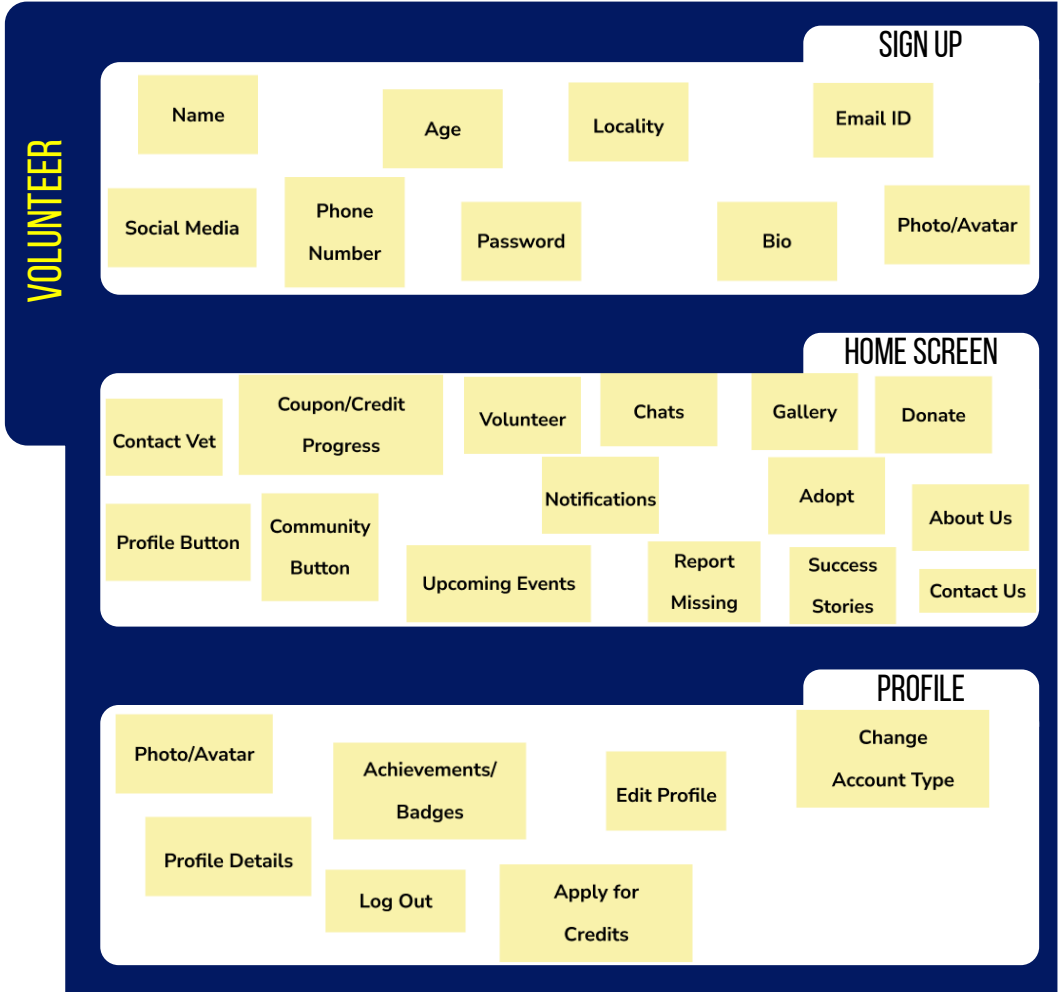
### Does

- Browses animals available in shelters and pet shops
- Maintains a long list of pet names to choose from
- Looks for cute and aesthetic pet accessories

### Says

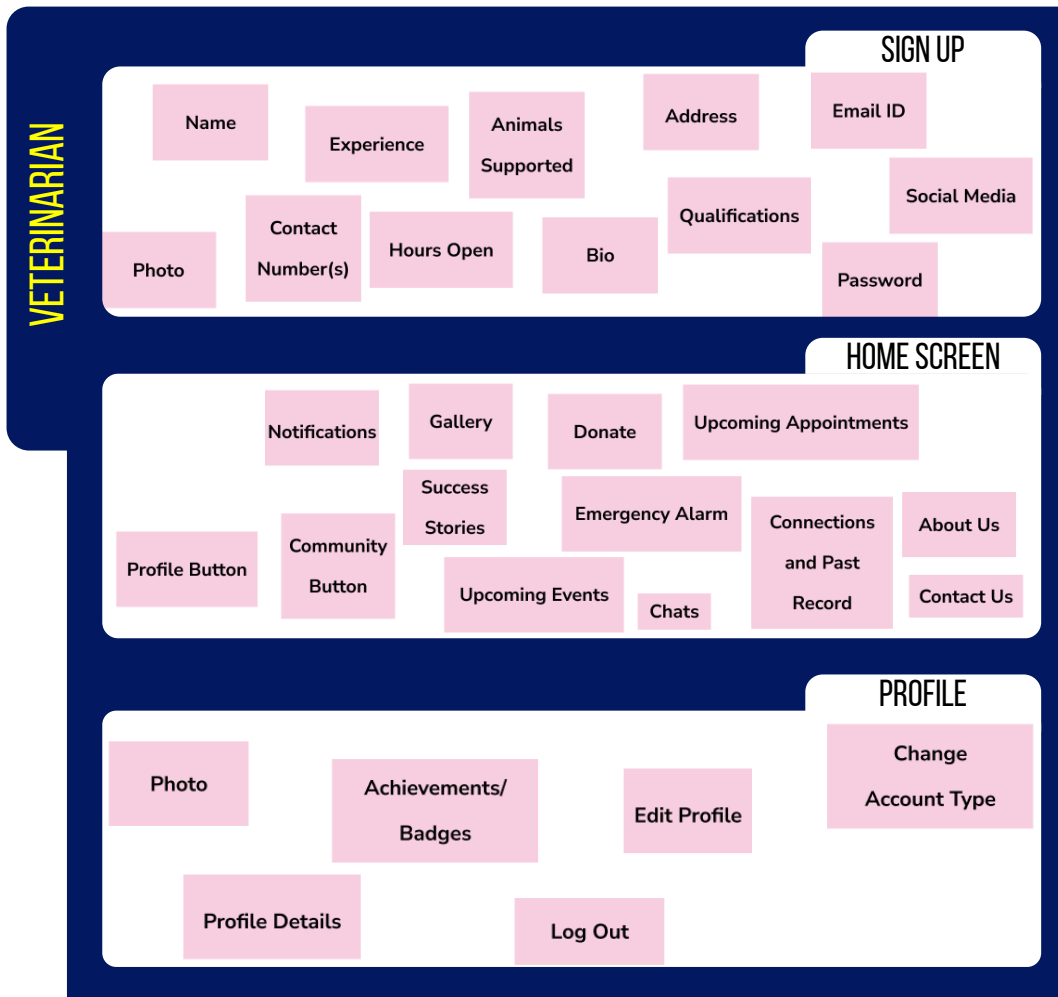
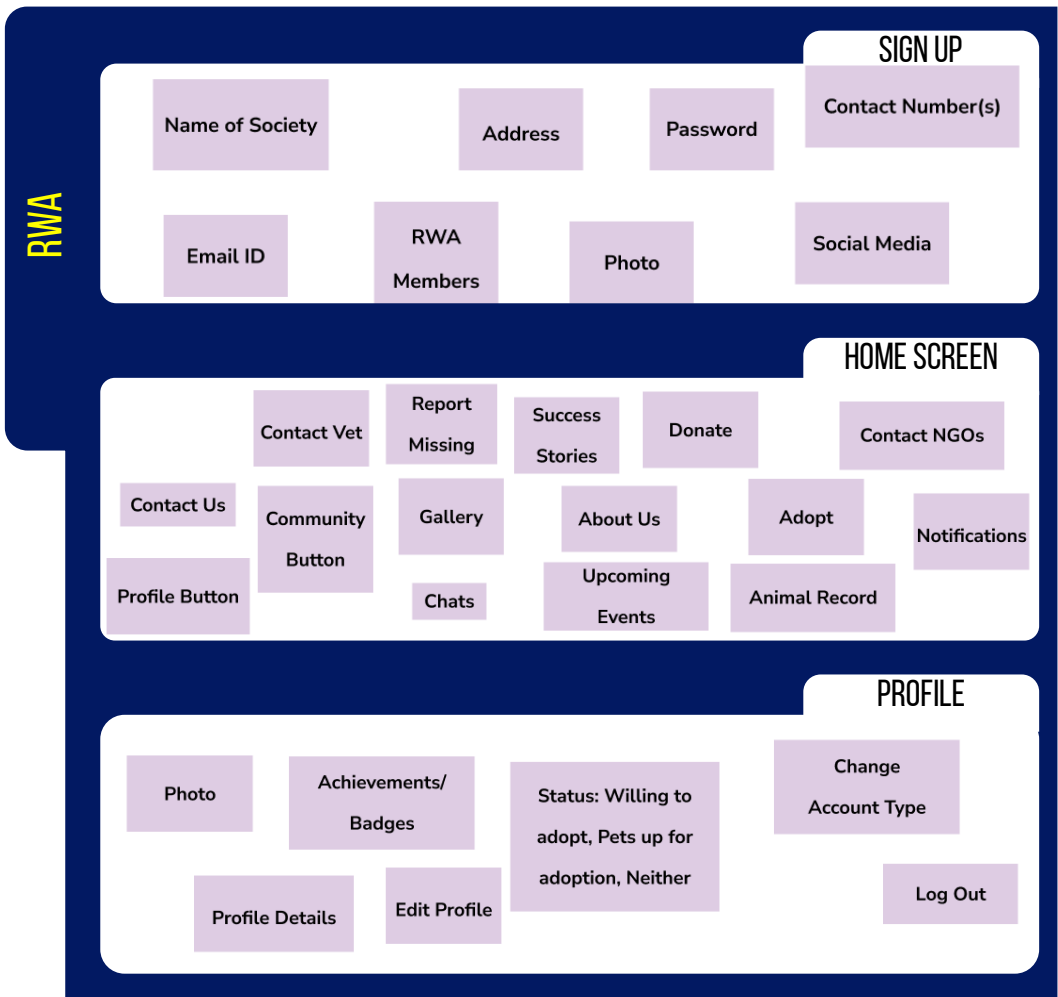
- Everyone should adopt stray animals
- Animals love everyone unconditionally
- Owning a pet is a huge responsibility
- Pets become a part of the family

# Account Types

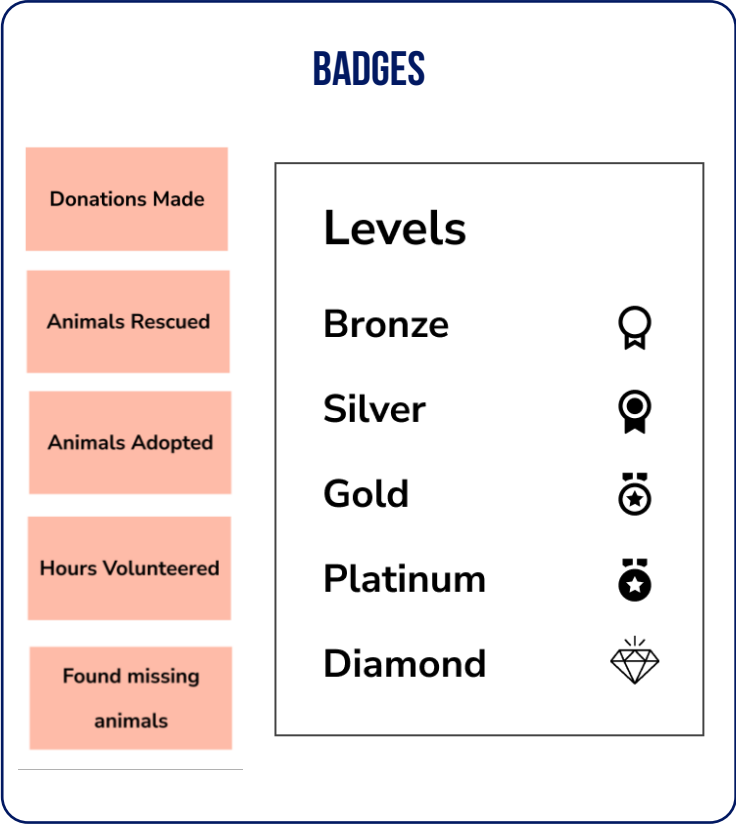




# Account Types (contd..)

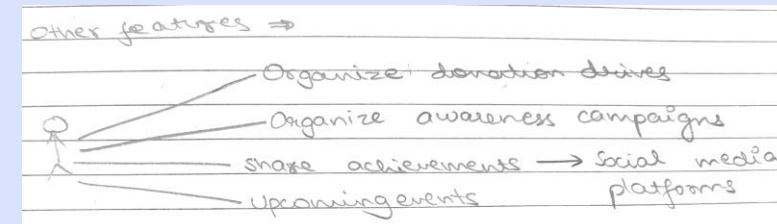
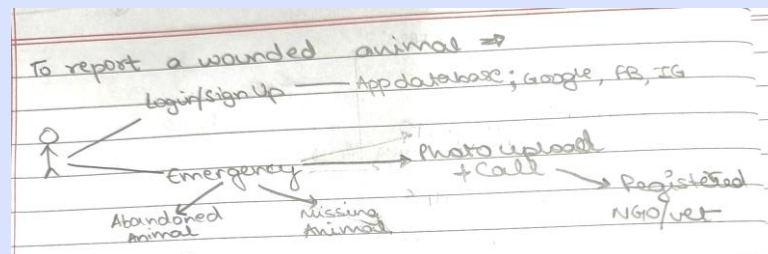
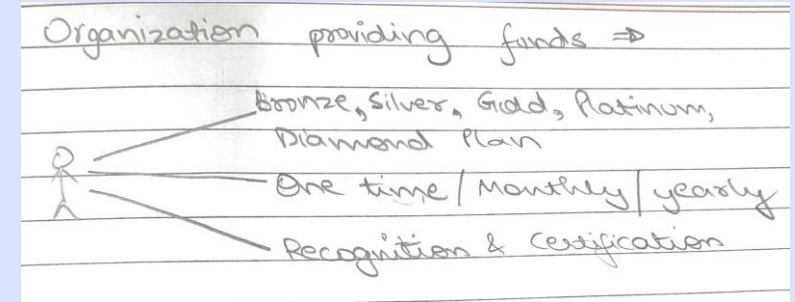
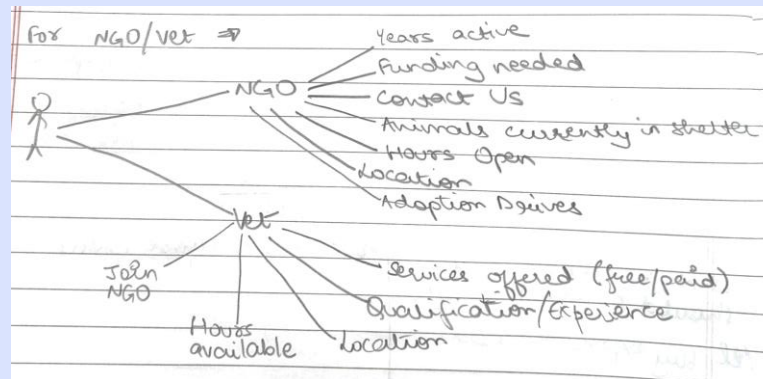
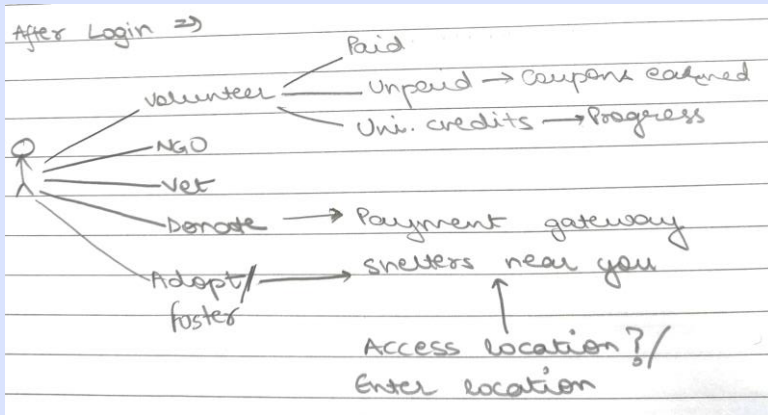
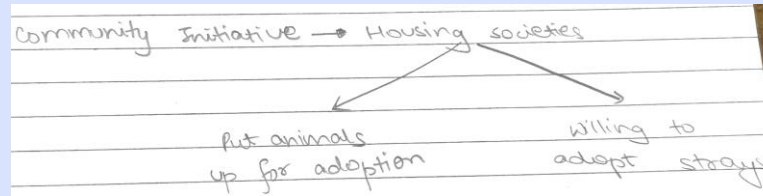
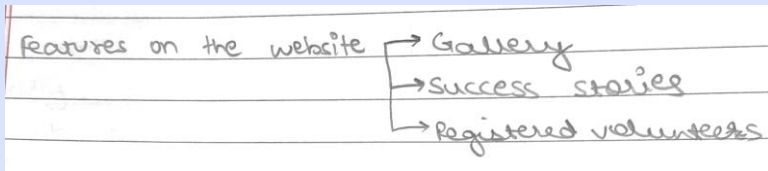


# Account Types (contd..)

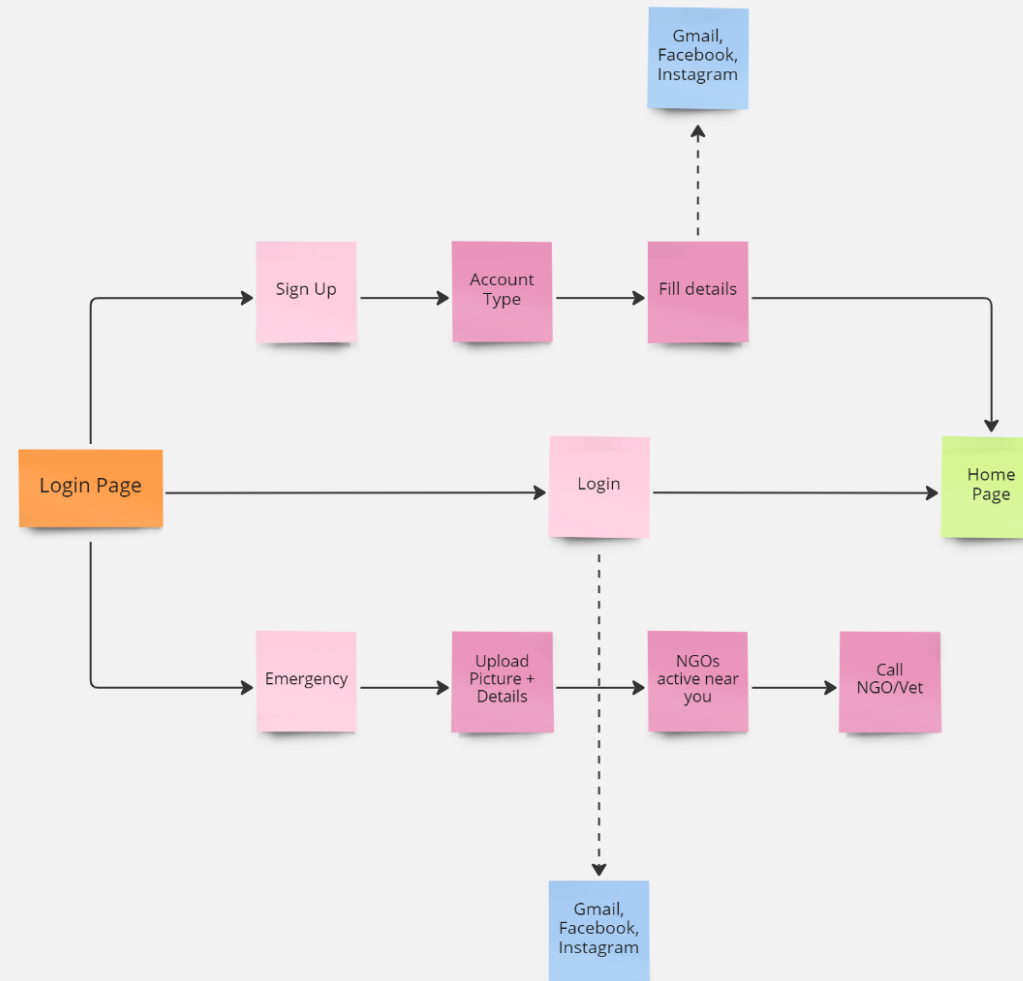




# Use Case Diagram – Initial Sketches

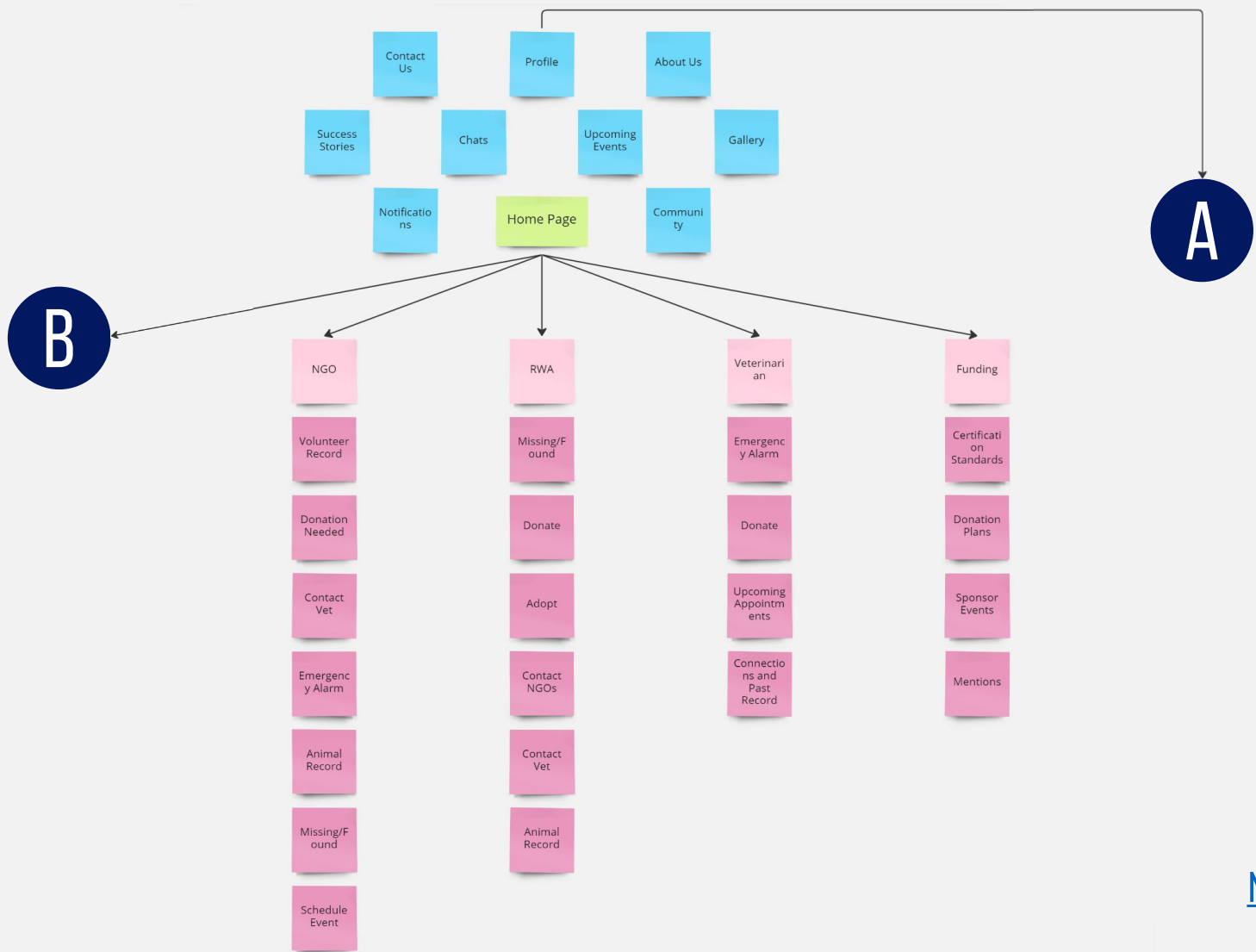


# Use Case Diagram



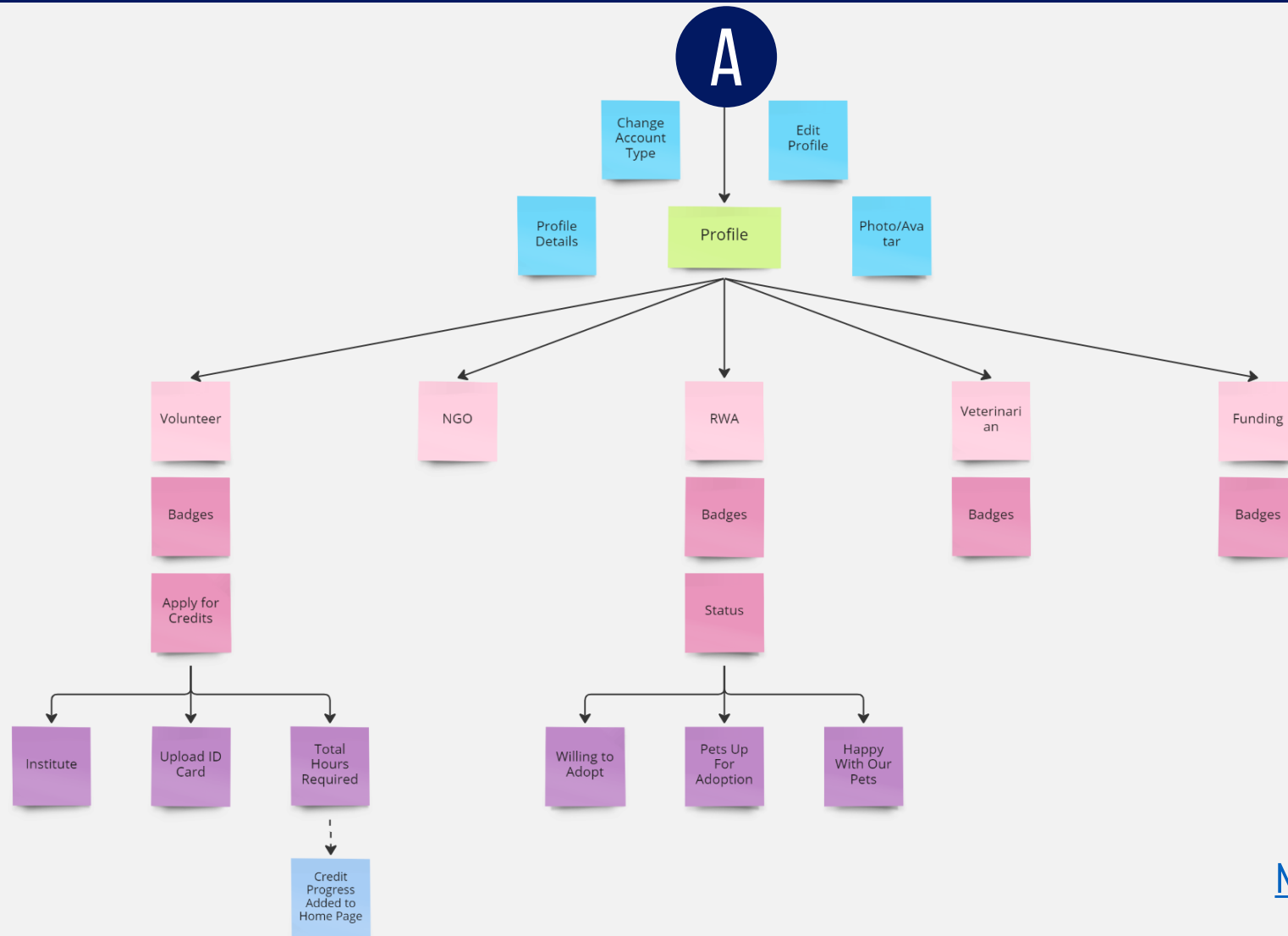
[MIRO PAGE LINK](#)

# Use Case Diagram (contd..)



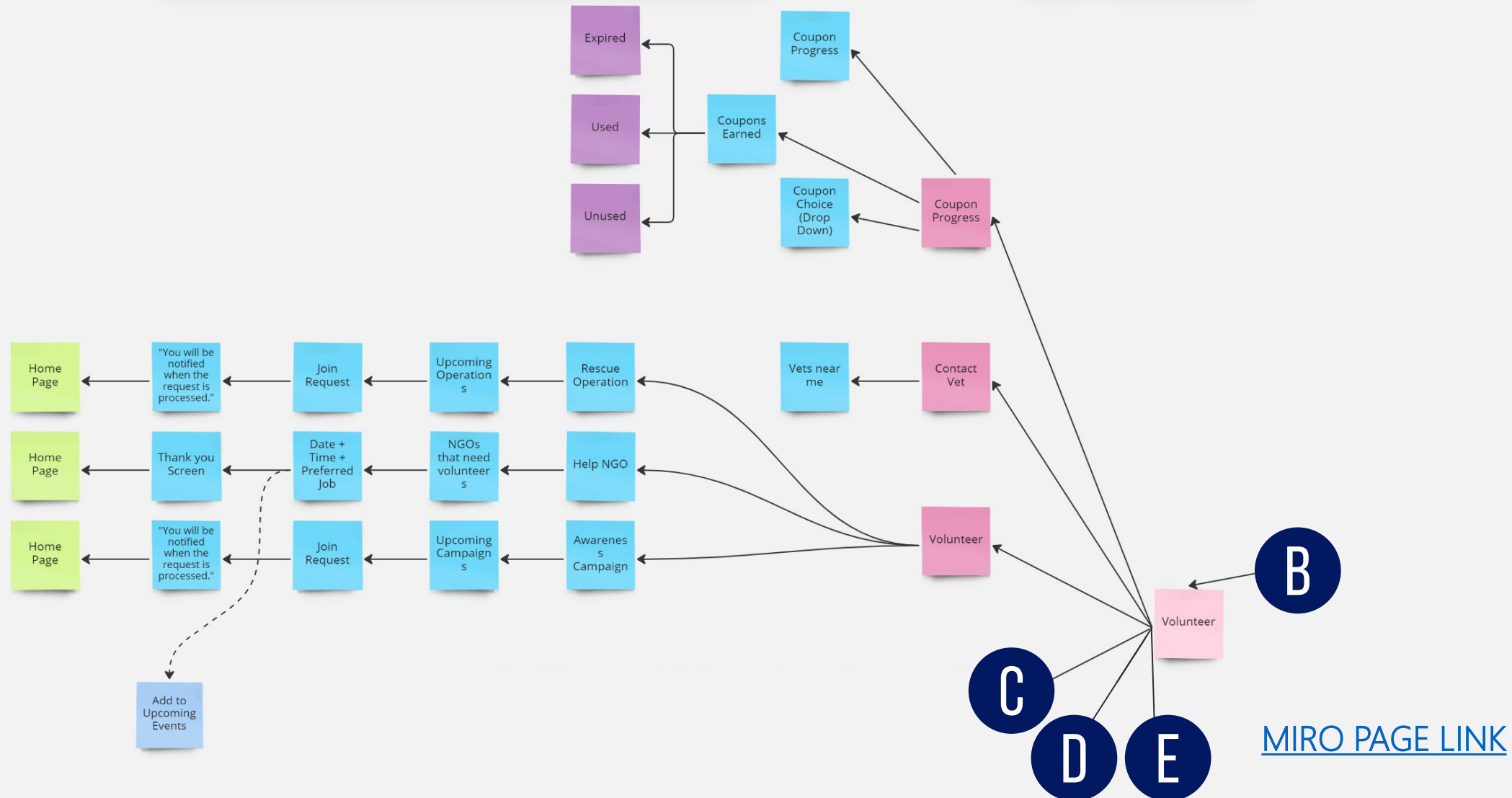
[MIRO PAGE LINK](#)

# Use Case Diagram (contd..)

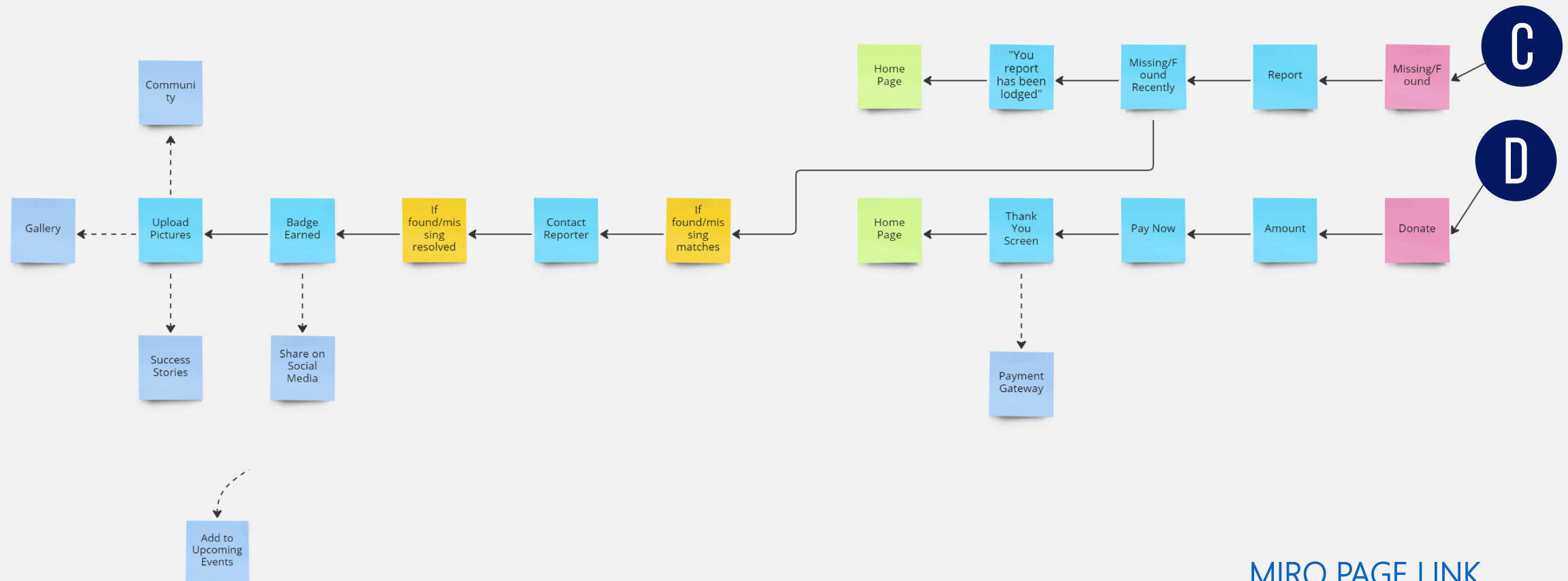


[MIRO PAGE LINK](#)

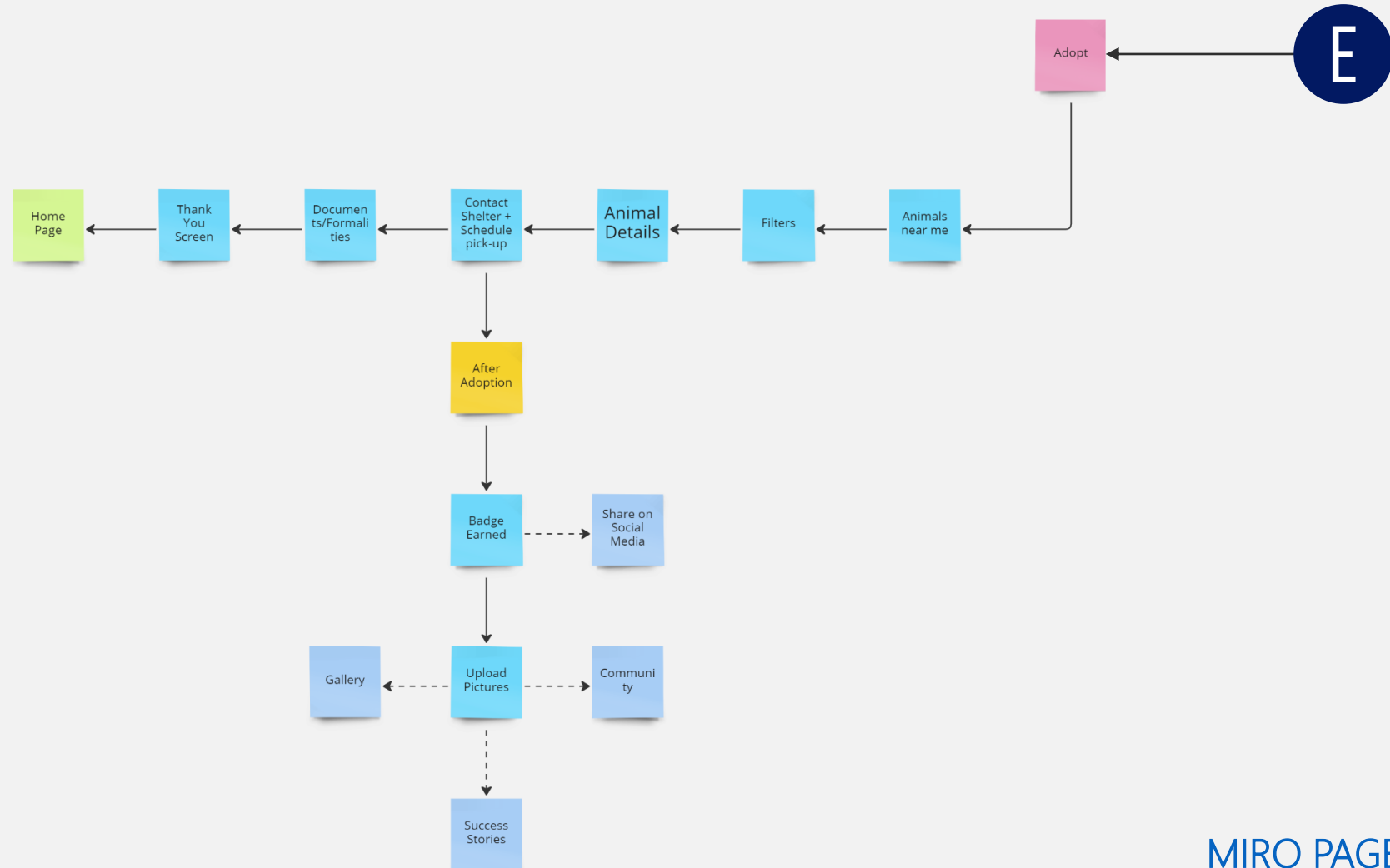
## Use Case Diagram (contd..)



# Use Case Diagram (contd..)



# Use Case Diagram (contd..)



[MIRO PAGE LINK](#)



# Stakeholders Identified

---



**1.**  
NGOs



**2.**  
LOCAL PEOPLE

- Potential Volunteers
- Foster parents
- People that report wounded/sick animals
- Missing/Found pets
- Students (University credits)



**3.**  
RWAs  
of housing societies



**4.**  
VETERINARIANS



**5.**  
COMPANIES  
that provide funding



**6.**  
PETA  
People for the Ethical  
Treatment of Animals

# Interview: NGO Worker

---

## ROLES

Takes care of animals in the shelter

- Food/Water
- Bath
- Play/Exercise

Organises monthly vet visits

- Infections/Diseases
- Vaccination
- Sterilization

## CHALLENGES

Overcrowding of animals

- Quick spread of diseases

Shortage of money

- Need ambulances to transport sick animals

Shortage of workers

- Only 1 known vet; he overcharges for services

## REQUIREMENTS/ EXPECTATIONS

Frequent adoption drives

- Raise awareness in the community to adopt/foster strays

Connect to funding or donation providers

Connect to other vets in the locality

# Interview: RWA President

---

## ROLES

Day-to-day affairs of housing society

## CHALLENGES

Daily complaints of dogs  
(barking, chasing, biting)

Dogs don't get food;  
become aggressive

Dogs recently had 9 kids;

Children are scared; don't  
play in the evenings

Conflict b/w dog lovers and  
people against feeding them

## REQUIREMENTS/ EXPECTATIONS

Contact with local vets to  
sterilize, vaccinate dogs

Get them adopted, relocated  
if possible

Raise awareness among  
people so that they  
contribute money for food  
and shelter of strays

Someone who can train  
dogs to be friendly

# Interview: Veterinarian

---

## ROLES

Treats sick/wounded animals

Vaccinates and sterilizes animals

Performs dental, ophthalmic and orthopedic surgeries

## CHALLENGES

Unable to reach wounded animals on time

- Narrated an incident in which a stray passed away due to absence of timely medical care

People in the community don't know about available vets

## REQUIREMENTS/ EXPECTATIONS


Unable to reach wounded animals on time

Narrated an incident in which a stray passed away due to absence of timely medical care

People in the community don't know about available vets

# PERSONAS & SCENARIOS

NAME	PERSONALITY TYPE
Aditya Trivedi	Artisan



### Background

Aditya is a working professional and a dog enthusiast. He and his friends are actively involved in social work and animal rescue. He is the foster parent of two stray dogs, Max and Bruno.

He prefers an app that is quick & easy to use. Everything needs to be visual, ie. high-quality images with short descriptions and clear calls to action.

### Goals

- To remove the stigma against adopting stray animals
- To be able to communicate with NGOs to find and organize rescue operations that can fit in his schedule
- To make profiles of animals on a dedicated platform in hopes of getting them adopted

### Demographic

♂ Male 27 years

📍 Bengaluru

Single

Young Professional

### Scenario

Aditya gets a call from his friend, a local NGO owner, seeking his help in transporting 5 injured dogs to the veterinary hospital in the adjacent city. Aditya has an important meeting on the same day, and unfortunately has to cancel.

He gets late in getting home that day. By the time he reaches, it is past his dogs' walking time, and he notices they've soiled the carpet.

### Motivations (for user retention)

- Earning discount coupons on completing certain hours of community work
- Getting to play with animals to de-stress after work
- A regular supply of animal pictures to upload on his social media accounts; increase in followers
- Being able to connect with people willing to take care of his dogs when he needs to go for business trips

### Frustrations

- It is difficult for him to find time in his busy schedule to dedicate to animals
- Many fellow animal lovers prefer buying expensive luxury breeds instead of adopting local stray animals in need of shelter and care
- Unable to locate dog-sitters for his pets in his area when he needs to go for business trips

### Hobbies and Interests

- Hanging out with his friends after work
- Clicking aesthetic pictures of animals and uploading them on social media

### Quote

“All of the animals except for man know that the principle business of life is to enjoy it.”

NAME	PERSONALITY TYPE
Parakram Gupta	Idealist



### Background

Mr. Gupta is a retired accountant who decided to establish an NGO for the rehabilitation of stray animals and birds. He feels a deep sense of attachment and responsibility towards animals because they helped him recover from the loss of his wife. He is a gentle and kind man who loves spending time with the animals in his shelter and believes they all deserve loving and caring homes.

We need to ensure that our ideals are in line with his values. He should feel the satisfaction of helping animals when using our app. Personal communication will be a better way of earning his trust as opposed to a strategic business approach.

### Demographic

♂ Male 61 years

📍 India

Widowed

NGO Head

### Goals

- To sensitize people towards the poor state of stray and abandoned animals
- To organize adoption drives to rehome healthy animals
- To raise funds to buy ambulances to rescue animals in need as soon as possible
- To expand his NGO to accommodate as many animals as possible
- To install appropriate equipment and facilities to house a wider variety of animals, eg: cattle, parrots, pigeons, etc.
- To advertise the NGO to attract more full-time workers and volunteers

### Motivations (for user retention)

- Watching success stories of sick and wounded animals recovering and finding caring homes
- Being able to locate sick animals in real time and rescue them
- Connecting with fellow animal lovers during campaigns and adoption drives
- Finding vets in the area willing to offer regular services at discounted rates

### Frustrations

- Shortage of funds for the smooth functioning of the NGO
- Unable to reach animals in need on time due to lack of information and resources
- Shortage of volunteers. Not enough adopters; overcrowding of the shelter
- Quick spread of diseases due to overcrowding
- Cruelty towards animals:
  - People treat their pets as accessories instead of living beings
  - People respond to unruly behavior by animals with aggression instead of trying to understand them

### Scenario

It's 9 pm, and Mr. Gupta is watching the news when the report of a car accident on the highway is aired. He notices two dogs were also hit by the vehicles and got injured, but none of the paramedics were paying attention to them. He quickly gets in his car and drives to the site of the accident. On the way, he calls all the vet clinics he knows in the hope that someone will be available at this hour, but is unsuccessful. He reaches the accident site, locates the animals who are lying motionless on the side of the road, and rushes over. Due to lack of equipment and medical knowledge, he is unable to do anything other than offering them water. He puts their heads in his lap and watches helplessly as the light light leaves their eyes. This incident leaves him shocked and broken.

### Hobbies and Interests

- Feeding, bathing, and playing with animals
- Gardening
- Watching old movies and documentaries
- Watching news

### Quote

“Animals are such agreeable friends – they ask no questions; they pass no criticisms.”

# PERSONAS & SCENARIOS

NAME

Ankita Mittal

PERSONALITY TYPE

Guardian



Background

Ankita is a homemaker and mother of two. She devotes her free time to taking care of the day to do affairs of the housing society she resides in.  
She is usually wary of new products and services. We need to provide her detailed information about how our app solves the problem at hand. We also need to develop her trust by involving her and other community members in the development process from the very beginning.

Goals

- To send the dogs to a shelter as soon as possible
- To encourage people to contribute money to arrange food for dogs so that they don't bite people in the meantime
- To establish a safe place for children to play without the fear of being attacked by stray animals
- To get the animals neutered and vaccinated so that they don't breed or spread diseases

Demographic

Female

43

years

Delhi

Married

RWA President

Scenario

It's 5 pm and children can be seen frolicking about the park. Out of nowhere, an aggressive stray dog enters and starts running after a young child. Ankita and some other adults rush to rescue him but cannot calm the dog down. Children start crying and screaming and soon whole park erupts into chaos. The situation is brought under control by the watchman, who beats the dog with a stick and chases it out of the park. Luckily, no one is bitten, but it is a close call.

Motivations (for user retention)

- Regular and subsidized vaccination and sterilization drives
- Workshops and events organized in the society to promote harmony between people and animals
- Reduction in the number of stray animals due to some getting adopted

Hobbies and Interests

- Baking
- Playing badminton with her children

Quote

“

Sometimes the easiest way to solve a problem is to stop participating in the problem.

”

Frustrations


- Inaction of the municipality regarding uncontrolled breeding of stray animals in the locality
- Anxiety and fear in the minds of children and adults alike
- Lack of information regarding authorities/services to contact for proper vaccination and sterilization of animals
- Unending complaints about dogs acting aggressive and harming residents
- Lack of mutual respect between humans and animals, absence of harmony and codependence

NAME

Aaradhya Sen

PERSONALITY TYPE

Rational



Background

Aaradhya is a young student preparing to get into a veterinary college. She has had a deep affection for animals since she was a young child. She feeds the stray animals in her colony everyday and hopes to adopt some once she is financially stable.  
  
The best strategy to convince her that our app is an effective solution to the problem at hand is to let her use it and see for herself.

Goals

- To become a skilled and successful veterinarian
- To rescue and treat as many animals as possible
- To connect with fellow animal lovers in the locality
- To find animal shelters nearby that require volunteers

Demographic

Female

18

years

Mumbai

Single

Aspiring Veterinarian

Scenario

When returning from her coaching class, Aaradhya sees a puppy on the side of the road, shivering from cold. She picks him up, wraps him in her scarf, and clicks his picture to circulate on her friends' WhatsApp group. She asks people for contact numbers of NGOs and shelters nearby. She receives 3 contacts in one hour, only to find out that one is not operational and another is unavailable. The third phone number fortunately works, but she has to wait for another hour before the puppy is safely rescued.

Motivations (for user retention)

- She is glad to see the positive impact of regular sensitization campaigns:
  - More people are willing to treat animals with care and feed them
  - Less clashes with RWA and resident body
- She is able to join rescue operations near her and experience the joy of being able to save animals firsthand
- She will be able to submit hours worked at shelters to earn university credits

Quote

“

The greatness of a nation and its moral progress can be judged by the way its animals are treated.

”

Frustrations

- Veterinary hospitals are few and far in between; the one nearest to her house is 30 kms away
- She is not equipped to treat an injured animal beyond providing first aid
- Regular clashes with other residents of the colony that dislike animals
- She is not allowed to bring animals home
- Her pocket money is insufficient to feed all animals in the locality

Hobbies and Interests

- Pet-sitting for her friends and neighbours
- Visiting cat cafes and dog shelters
- Reading research papers on animal behaviour

# Solution Statement – Pet Rescue App

## Components

- *There will be an option on the home page to upload the picture, location and other details of an abandoned stray animal. There will also be an emergency contact option for people in need of immediate assistance.*
- *People will be able to register themselves as volunteers and dedicate a few hours weekly to rescue operations, treatment of animals, etc.*
- *NGOs, vets and people willing to foster/adopt animals will be connected on one integrated interface and be able to communicate with each other.*
- *People will be able to report missing animals and seek help in finding them.*

## Salient Features

- *We will create a system of badges to provide recognition to companies that fund our cause. The badges will set a standard that companies can boast on their website and products.*
- *Volunteers will be able to earn discount coupons for working a certain number of hours. For that, we can partner up with chains like Starbucks, Chaayos, Domino's etc.*
- *We will collaborate with universities to introduce an option for students to earn Community Work credits by volunteering through the app.*
- *Recognition (badges) earned by people/companies contributing to the cause will be accepted on resumes, LinkedIn and other social media.*
- *We will regularly organise workshops in various localities to reduce the stigma associated with stray animals and to drive a culture of ownership, and also to increase the user base.*
- *We will conduct frequent vaccination and sterilisation campaigns, which will reduce the number of strays on the streets in the long run.*

## Limitations

- *We'll set up the app for a city initially, but we'll have to continuously expand the active user base in order for the app to remain relevant.*
- *If there aren't enough people in a locality willing to adopt healthy stray animals, NGOs won't be able to help other wounded ones due to lack of funds and the app will become ineffective.*



# Scope, Challenges and Future Plans

---

- The main function of this app is to provide an integrated platform to NGOs, vets, animal lovers, aspiring foster parents, and donation providers.
- Our aim is to popularize the app in the local community as much as possible so that the goal of providing prompt help to stray animals in need can be achieved. We will have to develop an active and engaged user base.
- We hope to attract significant fractions of companies' CSR funds.
- We hope to sensitize people towards the difficulties faced by stray animals, encourage them to spare money, food, blankets, medication, etc., and foster an environment of harmony and mutual respect.
- Once we establish an adequate user base in a test locality, we aim to collaborate with national and international organizations like PETA, Blue Cross of India, Animal Welfare Board of India, IFAW, RSPCA, etc.
- We will collaborate with pet accessory sellers, and enable them to do targeted advertisements to the local animal lover community.

A blue-tinted background image showing a tabby cat lying down on the left and a pug dog sitting upright on the right, both on a light-colored surface. The text is overlaid on the left side of the image.

# Low Fidelity Design

[Link to Low-Fi design](#)

A blue-tinted background image showing a tabby cat lying down on the left and a pug dog sitting upright on the right, both resting on a light-colored surface, possibly a table or a large cushion. The overall tone is dark blue.

# High Fidelity Design

[Link to High-Fi design](#)



# User Testing and Evaluation

[Link to User Testing](#)

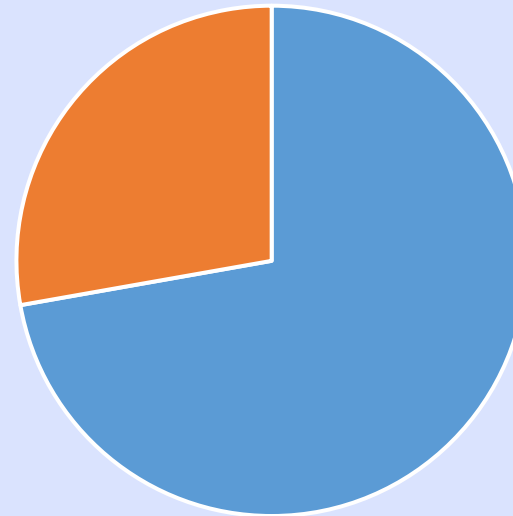
---

Are you an animal lover?



■ Yes ■ No

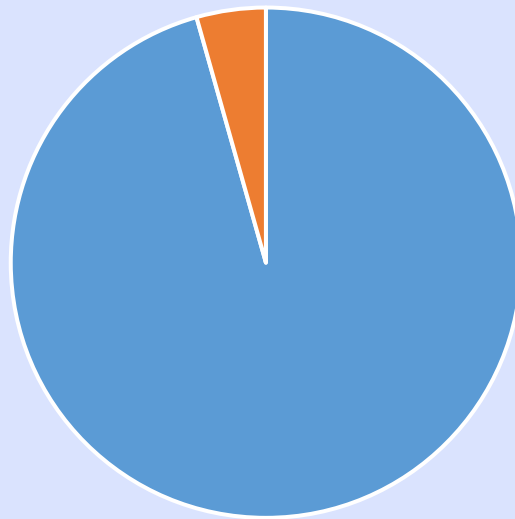
Have you ever been in a situation in which you wanted to help an animal but didn't know whom to contact?



■ Yes ■ No

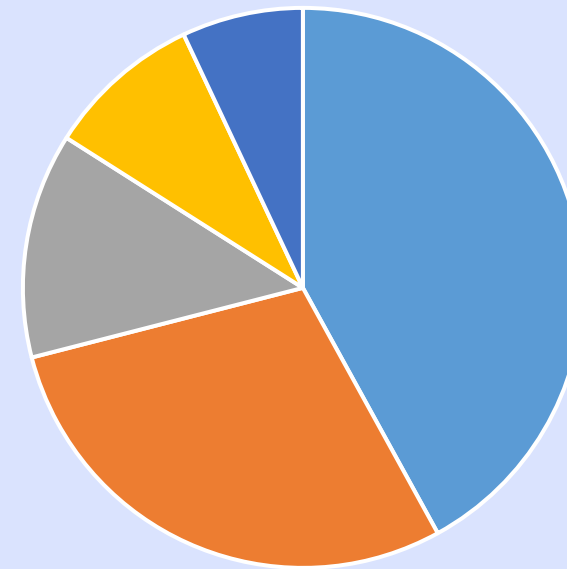
---

Are you anxious about finding NGOs to complete your Community Work Credits?



■ Yes ■ No

How did the design make you feel?



■ Happy ■ Calm ■ Confused ■ Annoyed ■ Uncomfortable

---

# Learnings and Reflection

---

## Riya Sachdeva

- I developed the sense of identifying a good and a bad design. Before working on this project, I never paid attention to the interface of the applications I used, but now, it is often the only thing I notice. It feels like I have developed a new worldview.
- While talking to the stakeholders of my application, I realized they had a wide spectrum of problems that I hadn't thought of in my initial analysis.
- Dividing the users into 4 broad personas helped me break the problem down into small parts, and also allowed me to view the app from the perspective of different kinds of users.



---

# Learnings and Reflection

---

## Riya Sachdeva

- The initial sketches of my plan for the app now look really rudimentary. Over the course of my design journey, I realized that most of the elements in my initial plans were not implementable. They went through multiple brainstorming sessions before turning into the final product.
- During the final user evaluation, it was humbling to learn that the app still had many loopholes and areas of improvement; the process of re-evaluation and brainstorming never really stops.
- Designing user flow diagrams helped me create a clear picture of the app, which drastically quickened the prototyping process (even though the user flow diagrams themselves went through numerous changes).
- The repeated design and evaluation processes allowed me to really get a feel of the double diamond of design.

---

# Learnings and Reflection

---

## Rohak Kansal

- While designing the app, we learned about the various hurdles and difficulties UX/UI designers come across while designing an app. Like how due to various users preferring different ideologies of designs, designers have to weigh their options and make it so that the large majority of users are happy.
- Furthermore, designers also have to cleverly design apps so that they make intuitive sense and deliver the most amount of information to the user without overwhelming their senses in the process, preventing them from being cluttered.

---

# Learnings and Reflection

---

## Rohan Devgon

- During the course of this project we learned how to design web pages and use Miro and Figma. It allowed us to explore new opportunities and ways to help stray animals and connect them with NGOs and potential owners.
- Furthermore, working in a group allowed us to tackle more complex problems and gave us a chance to delegate roles and responsibilities and share diverse perspectives.

---

# Learnings and Reflection

---

## Rohan Indora

- The project's duration taught us how to make app interfaces and prototypes using platforms like Figma, and Miro. During this process, we also discovered websites like Behance, FontAwesome, Mapify and UnDraw, which provides us with basic elements needed for making these prototypes.

# Contributions

---

Riya Sachdeva – The entire project

Rohak Kansal, Rohan Beriwal, Rohan Devgon, Rohan Indora – First Draft of Hi-Fi, Learnings and Reflection

A blue-tinted photograph of a tabby cat and a pug dog sitting on a table. The cat is on the left, lying down, and the dog is on the right, sitting upright. The text "Thank you" is overlaid on the left side of the image.

# Thank you