

PURRFECT PARENTS

Getting first-time feline adopters adoption ready!

PROBLEM AREA

Many first-time cat owners adopt **without fully understanding** the daily care needs their feline companions require. This **lack of preparation** makes them **struggle** with daily tasks.

66%

First-time cat parents experienced **overwhelming changes in their daily routine** within the **initial weeks of adoption**.

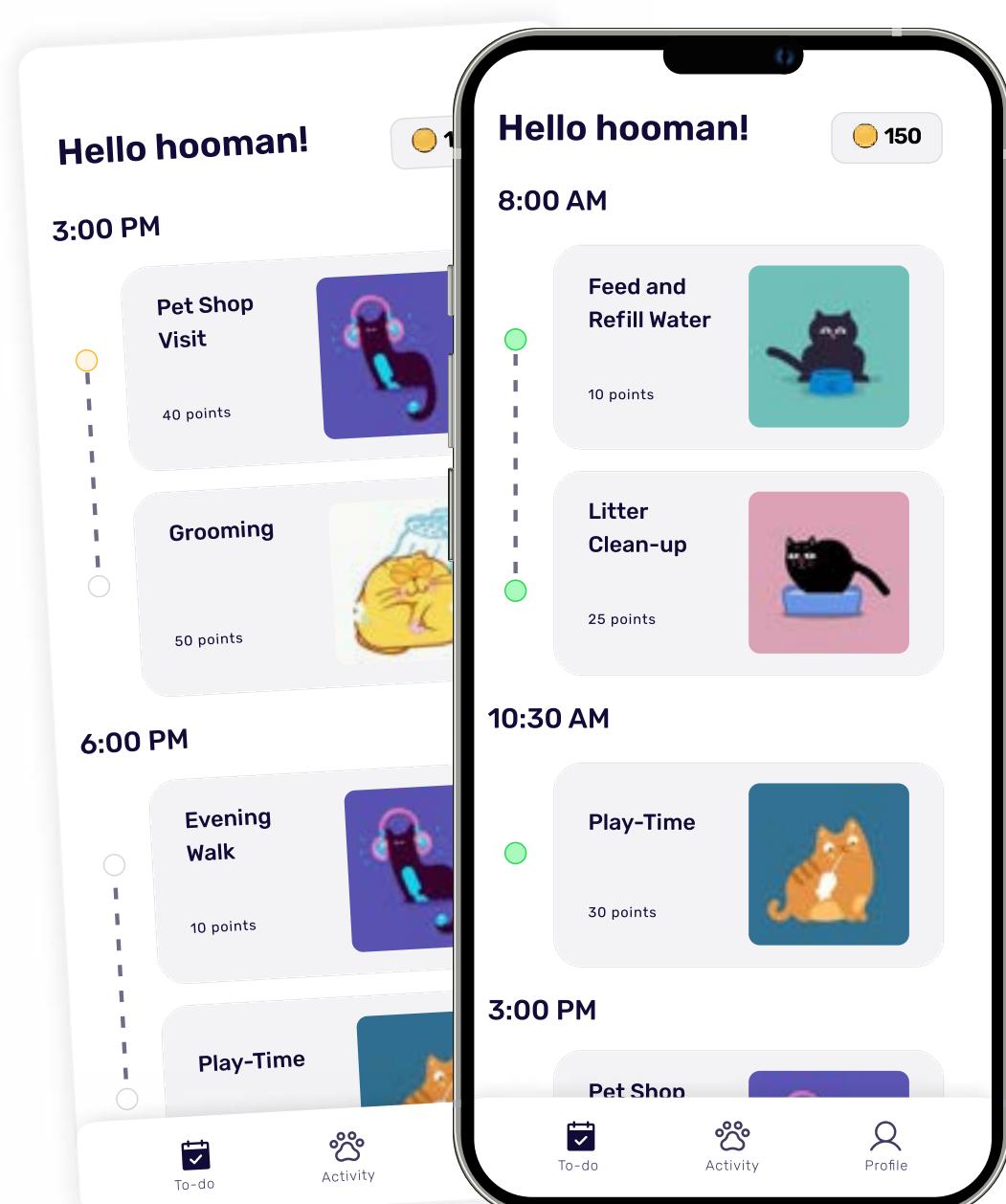
HOW MIGHT WE?

Before adopting a cat, help feline to-be parents aware of the **routine** by debunking the **assumptions** and bridging the gap between **unpreparedness** and **eagerness** to adopt.

80%

Out of every 10 users, 8 believe that cats are **low-maintenance** pets, **assuming** they **don't require outings or playtime** like dogs.

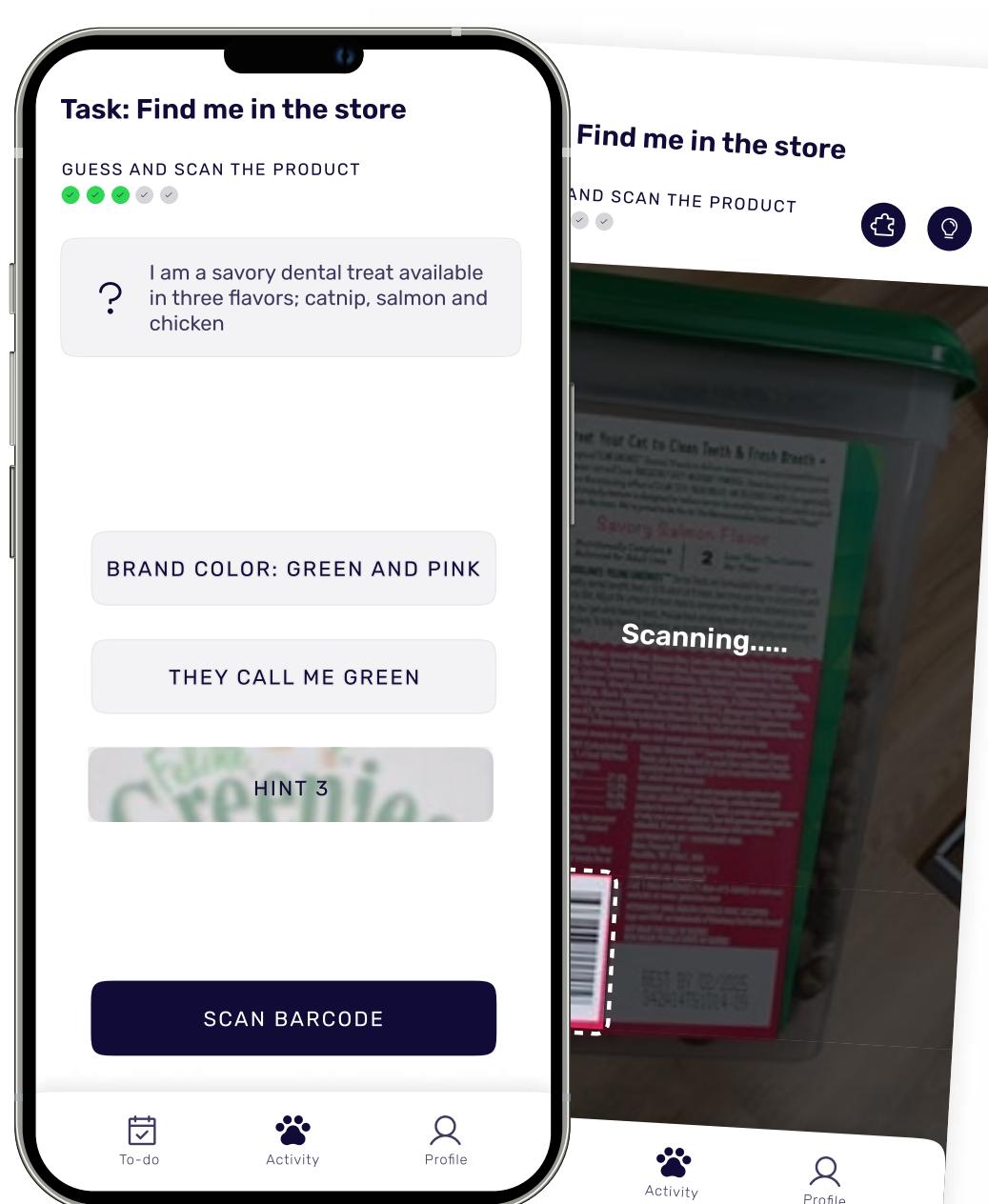
DESIGN HIGHLIGHTS



Routine

DAILY TO-DO LIST

After syncing their calendars during onboarding, users will receive personalized daily to-do lists, guiding them through cat-care tasks from morning to evening.



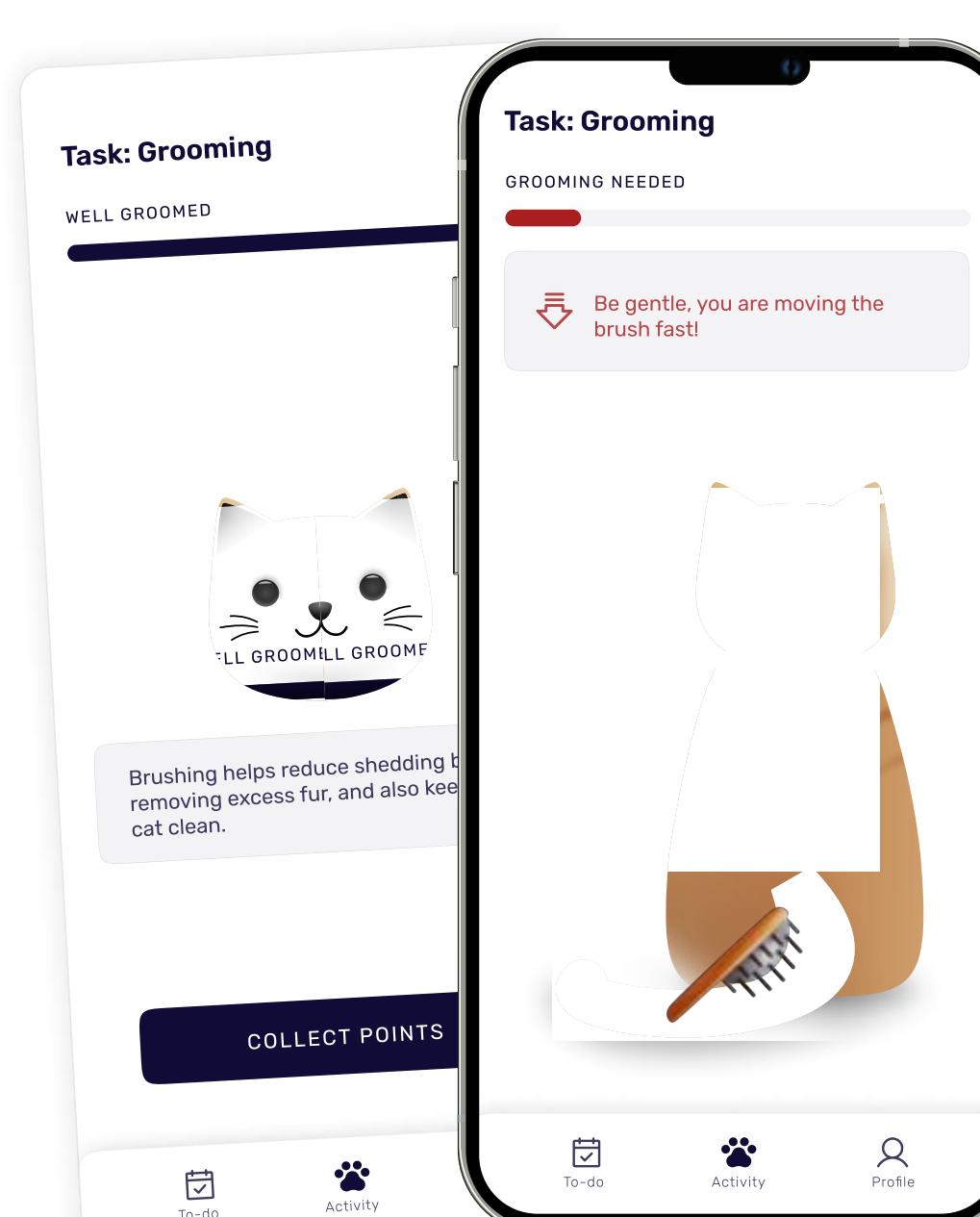
Routine

PHYSICAL TASKS

Users perform tasks within a pet store to familiarize themselves with a variety of available pet products.

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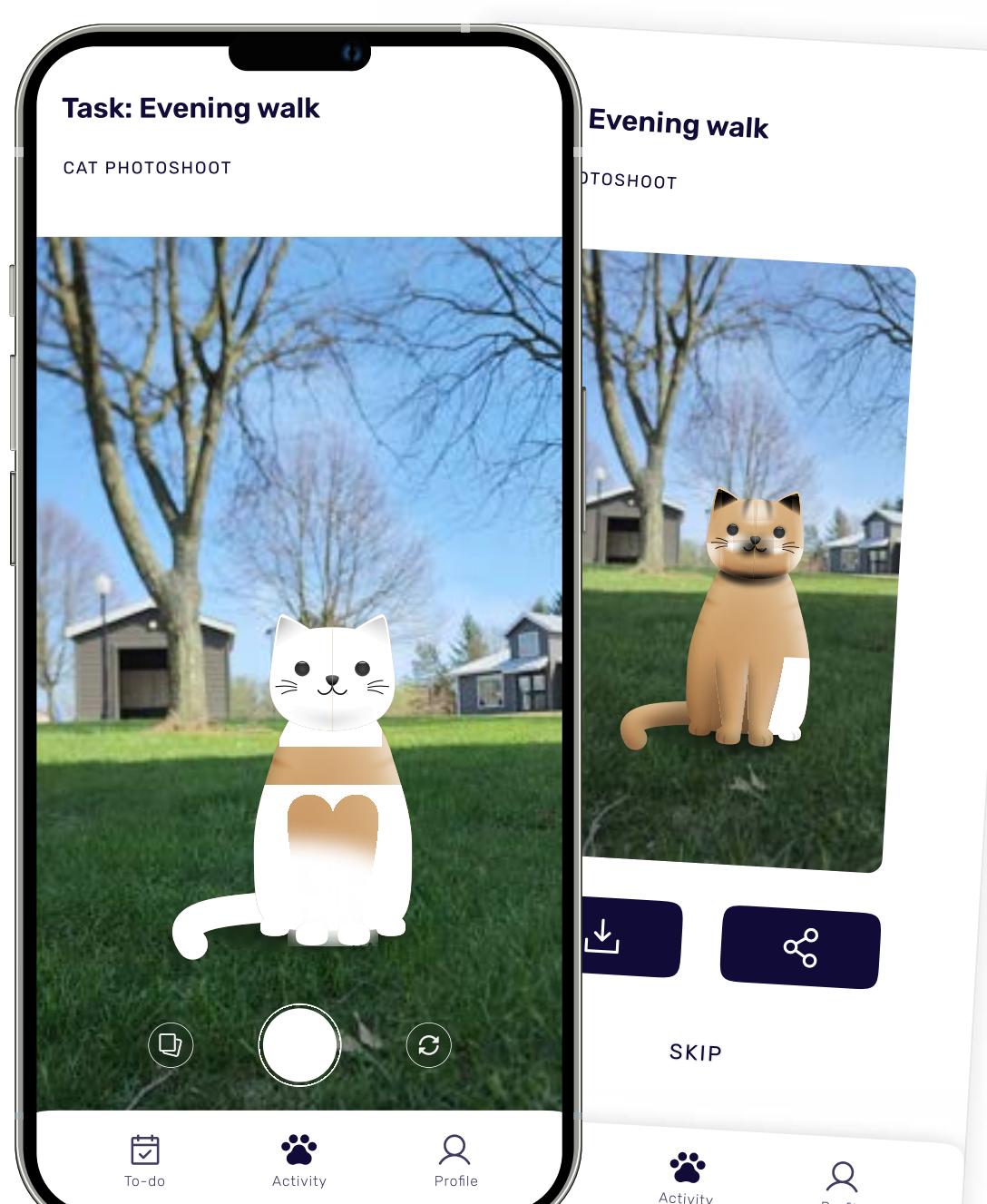
I want to adopt a cat but I don't know if I will be able to take care, even though they are low maintenance. I never had one before!



Assumptions

ACTIVITIES

Users engage in daily cat-care activities such as feeding, grooming, and maintaining cat hygiene, gaining valuable insights into the essential care needs of felines.

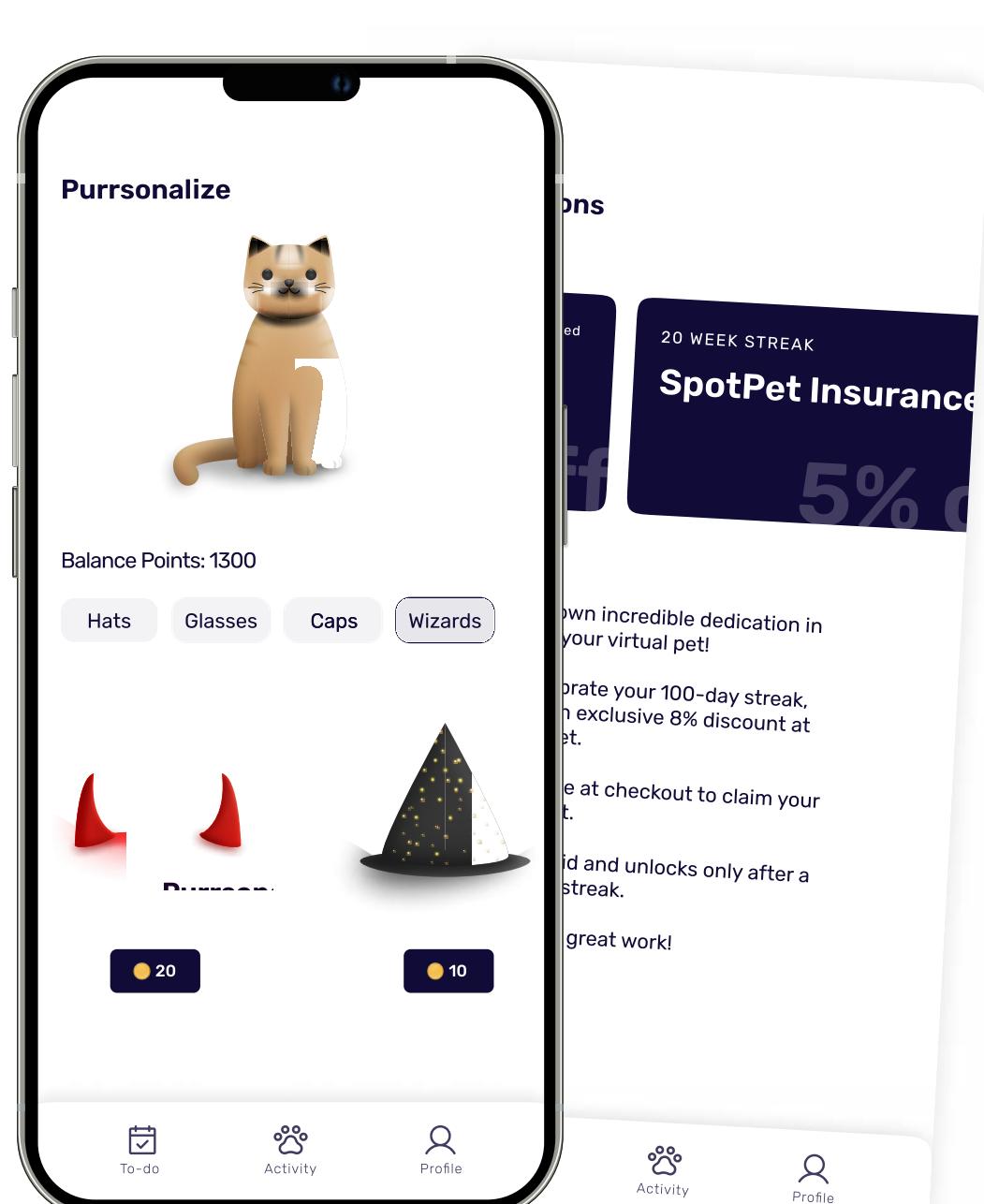


Unpreparedness

Assumptions

PHYSICAL TASKS

Users visit nearby outing spots and photoshoot their virtual cat to complete the task, emphasizing that the outing needs for cats and other pets are similar.



Eagerness

STREAKS, POINTS AND DISCOUNTS

Users can utilize earned points and streaks to redeem goodies and unlock discount coupons.

