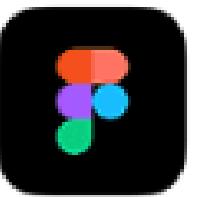


AdoptaStray

“Unconditional love is as close as your nearest shelter”

Tools Used



The screenshot shows a login interface with fields for 'EMAIL' and 'PASSWORD', a red 'LOGIN' button, and a 'FORGOT' link. A red banner at the bottom reads 'FOUND AN ABANDONED ANIMAL'. Below it is a small image of a person petting a dog. A 'Canva Link' button is overlaid on the top right.

The screenshot displays a map with several location markers. Labels include 'Your Current Location', 'D-Mart', 'Tawa Fry', 'Raffle Bistro', 'SUPERTECH ECO VILLAGE-1', and 'Purvanchal'. A search bar at the bottom asks 'Not your current address?' and lists options like 'your city mall', 'Sector-16, Noida, Gautam Buddha Nagar', 'Charmi chauk', 'Hanuman mandir', and 'Eco Village society, Greater Noida West'.

Welcome to AdoptaStray

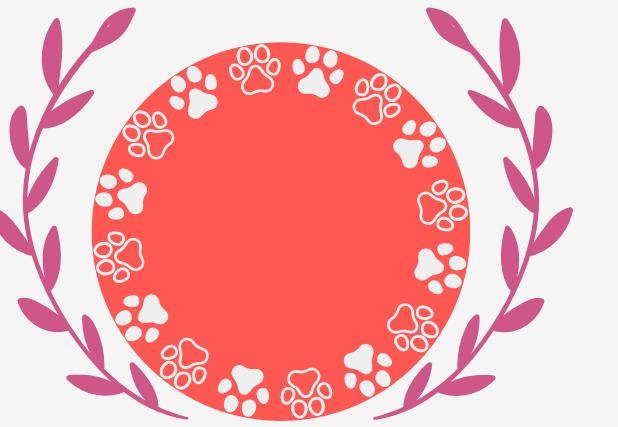
“ Adoptastray is a platform that promotes the welfare of stray animals. We connect animal shelters in a locality, provide them with a platform to put up their animals for adoption and provide verified information regarding pets' health status.”



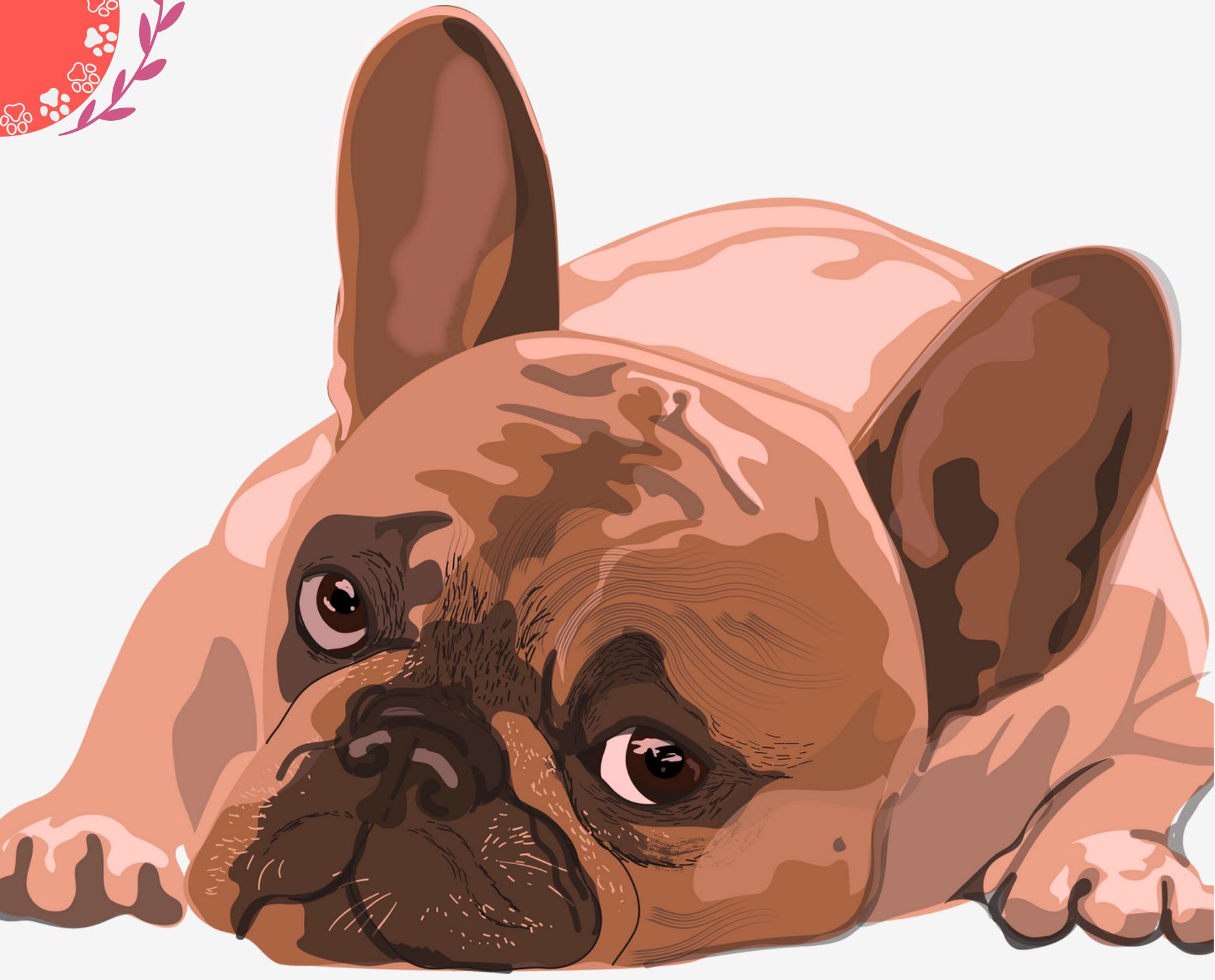
Our Vision



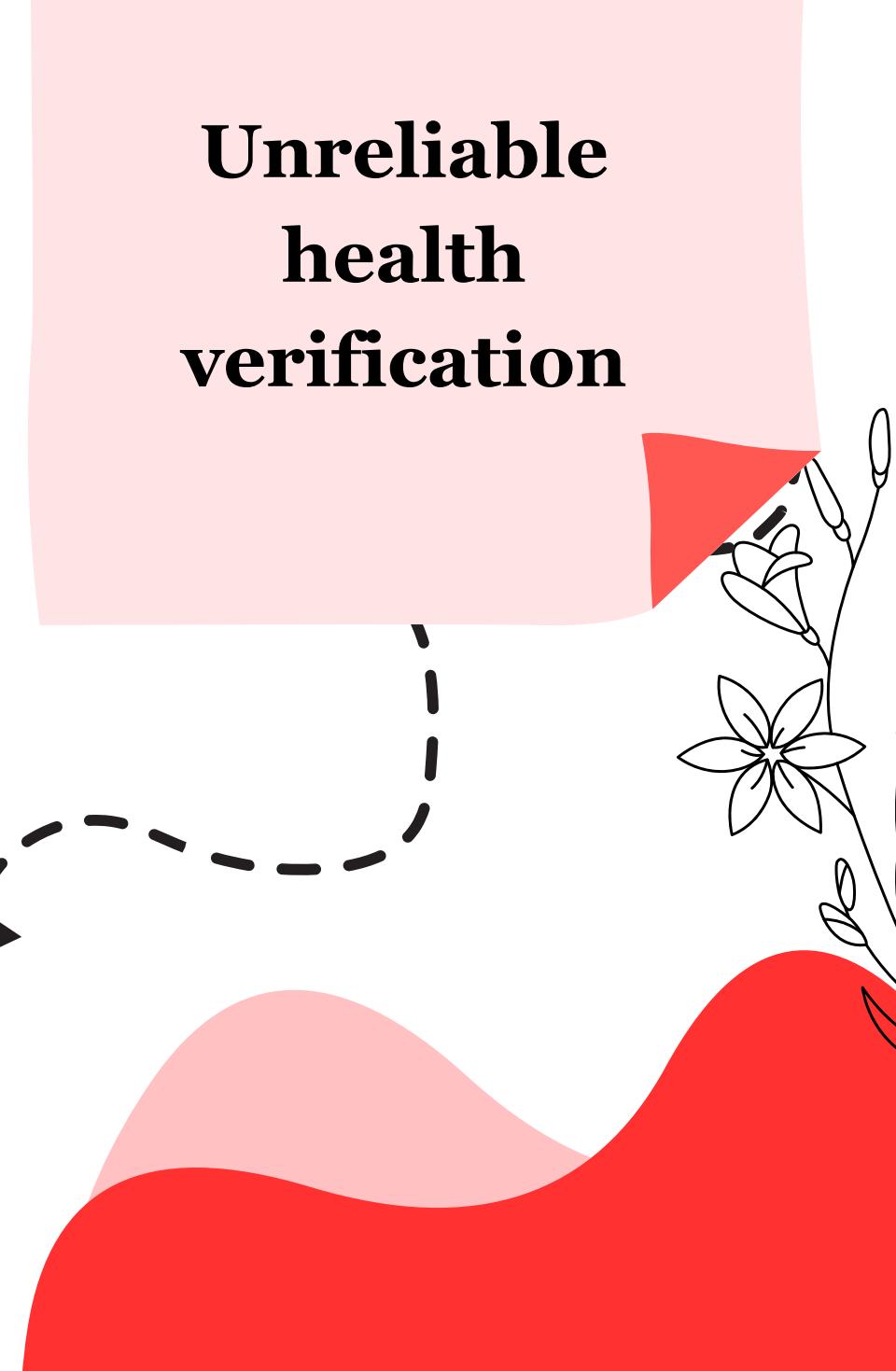
AdoptaStray's goal
is to create awareness regarding the
needs and troubles of strays and make
users sympathize with them.



We want stray animals to
feel loved and sheltered



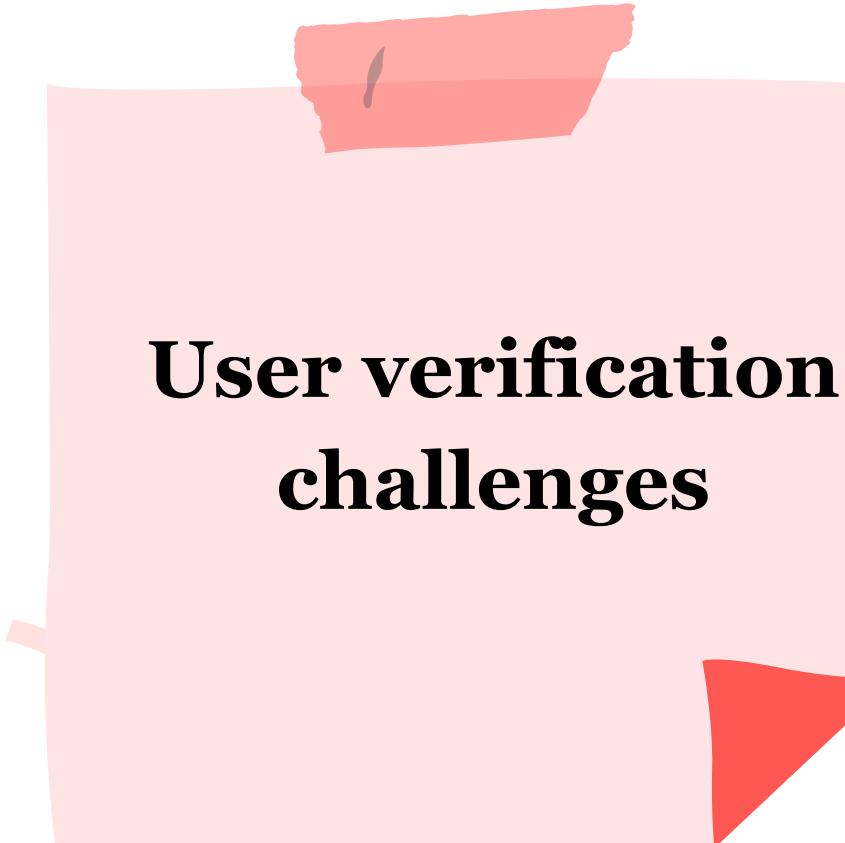
PROBLEM STATEMENT



**Increasing Stray
Population and
lack of awareness**



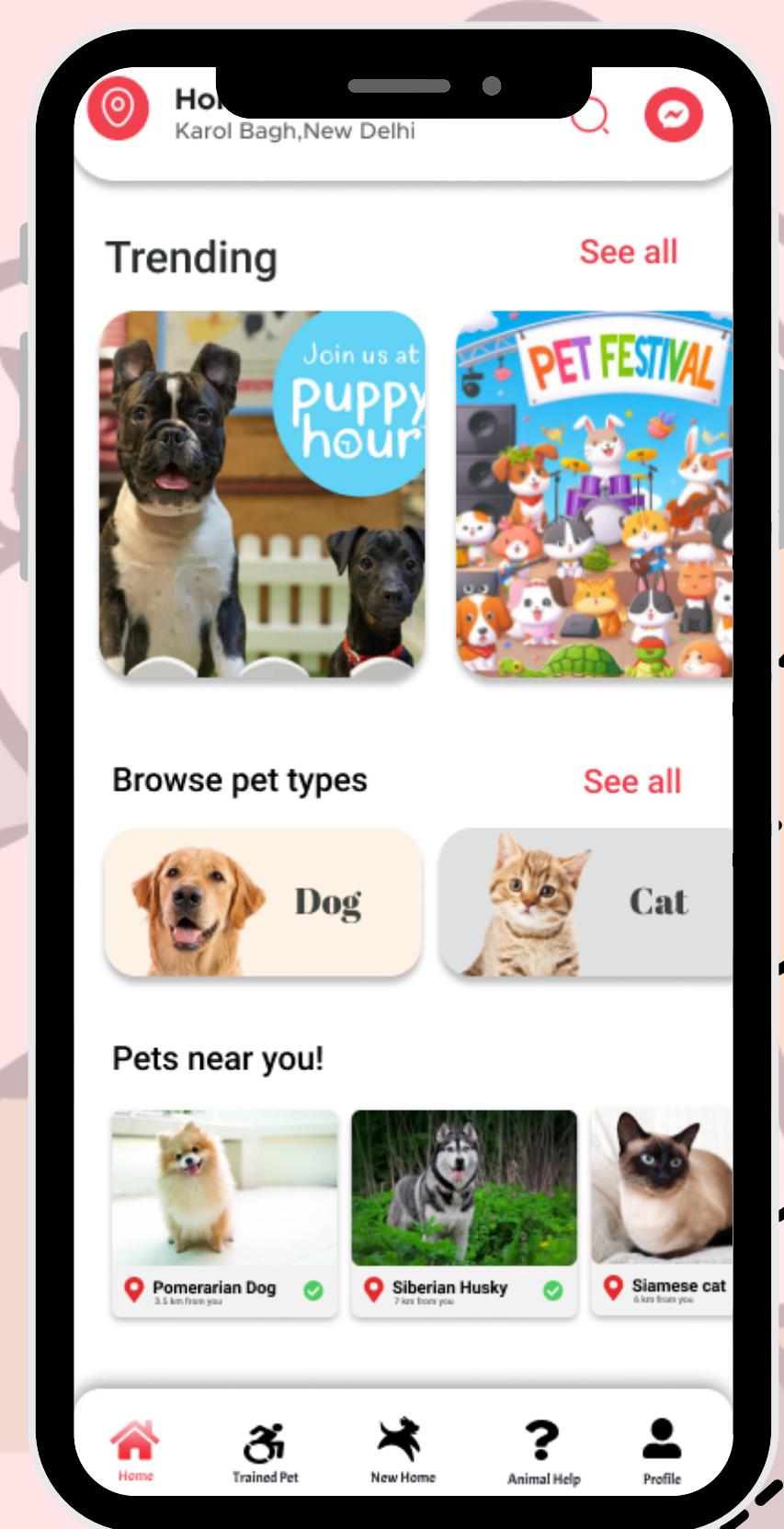
**Overcrowded
animal shelter**



**User verification
challenges**



**Unreliable
health
verification**



Families or individuals

People with
Disabilities

Pet Relinquishing
Owners

Local Authorities and
Regulators

Stray Animal Rescuers

Animal Shelters

STAKEHOLDERS

MOTIVATION

Mistreatment and suffering among stray animals

Intentional harm, such as a viral video of a speeding vehicle injuring a stray dog

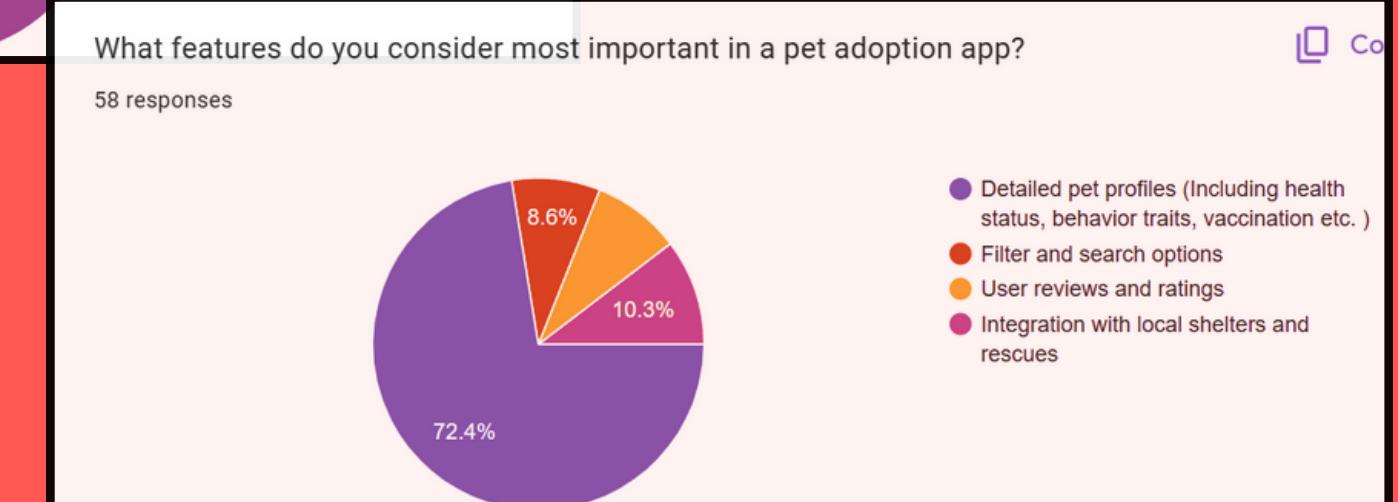
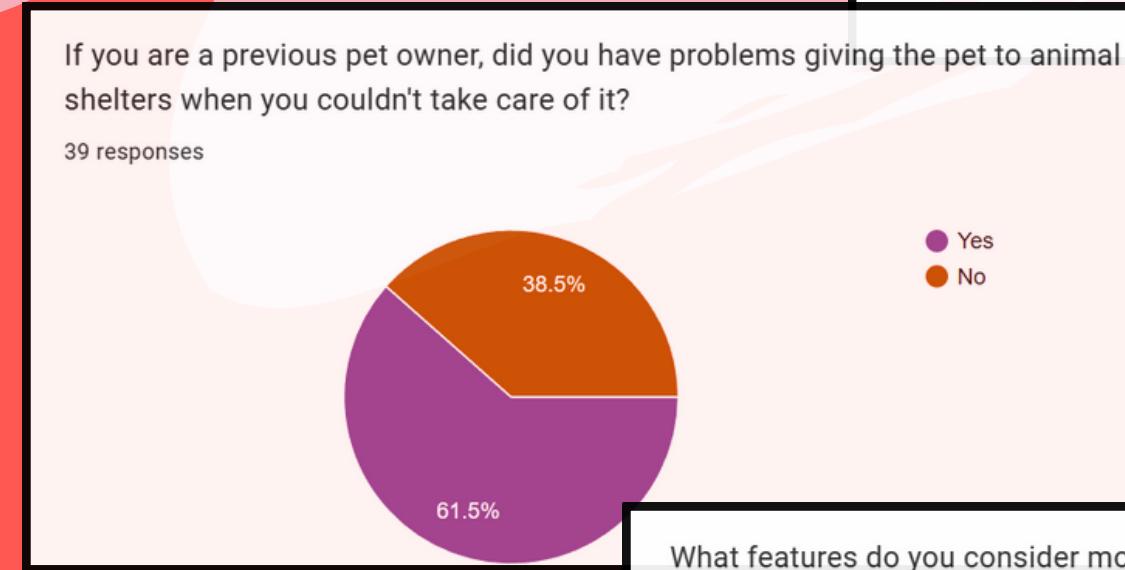
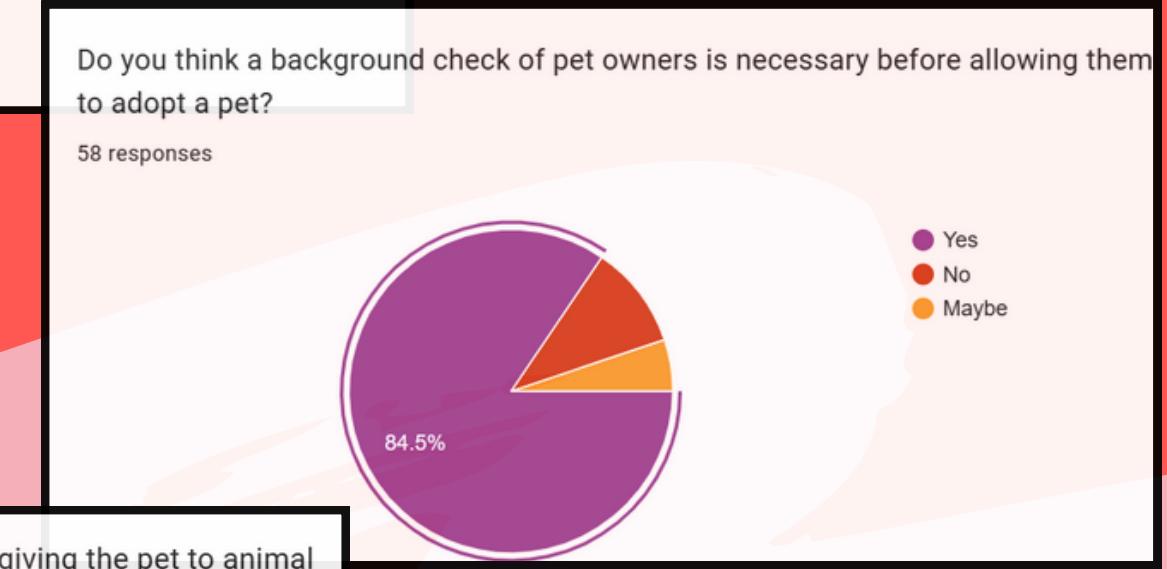
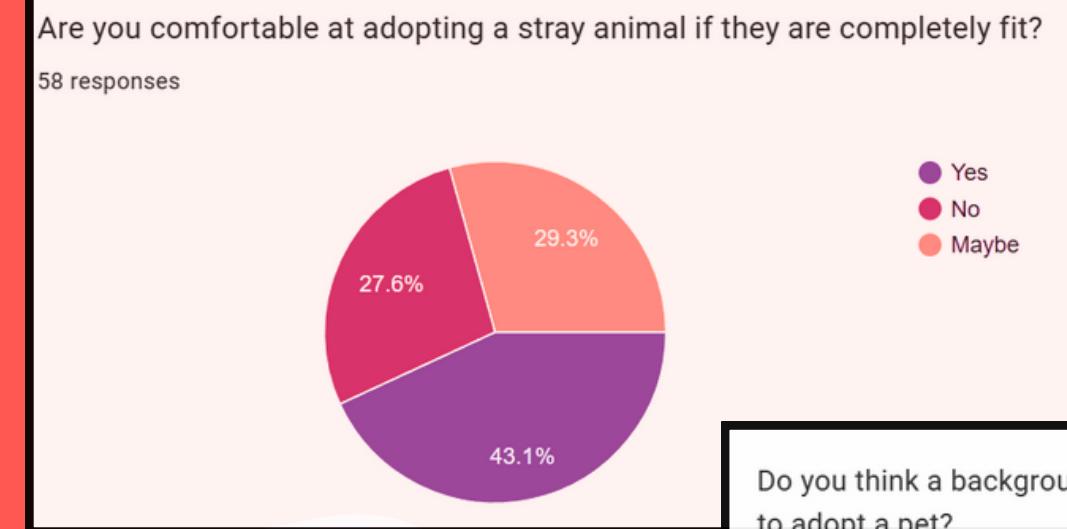
The COVID-19 pandemic led to a surge in abandoned pets

Intentional poisoning in Delhi and a lack of proper identification systems in Bengaluru

Link To Google
Form

Requirement Gathering

Initially, user evaluation was done to understand the grievances of the stakeholders, how they feel about the stray population, and what they felt was most important while adopting a pet.

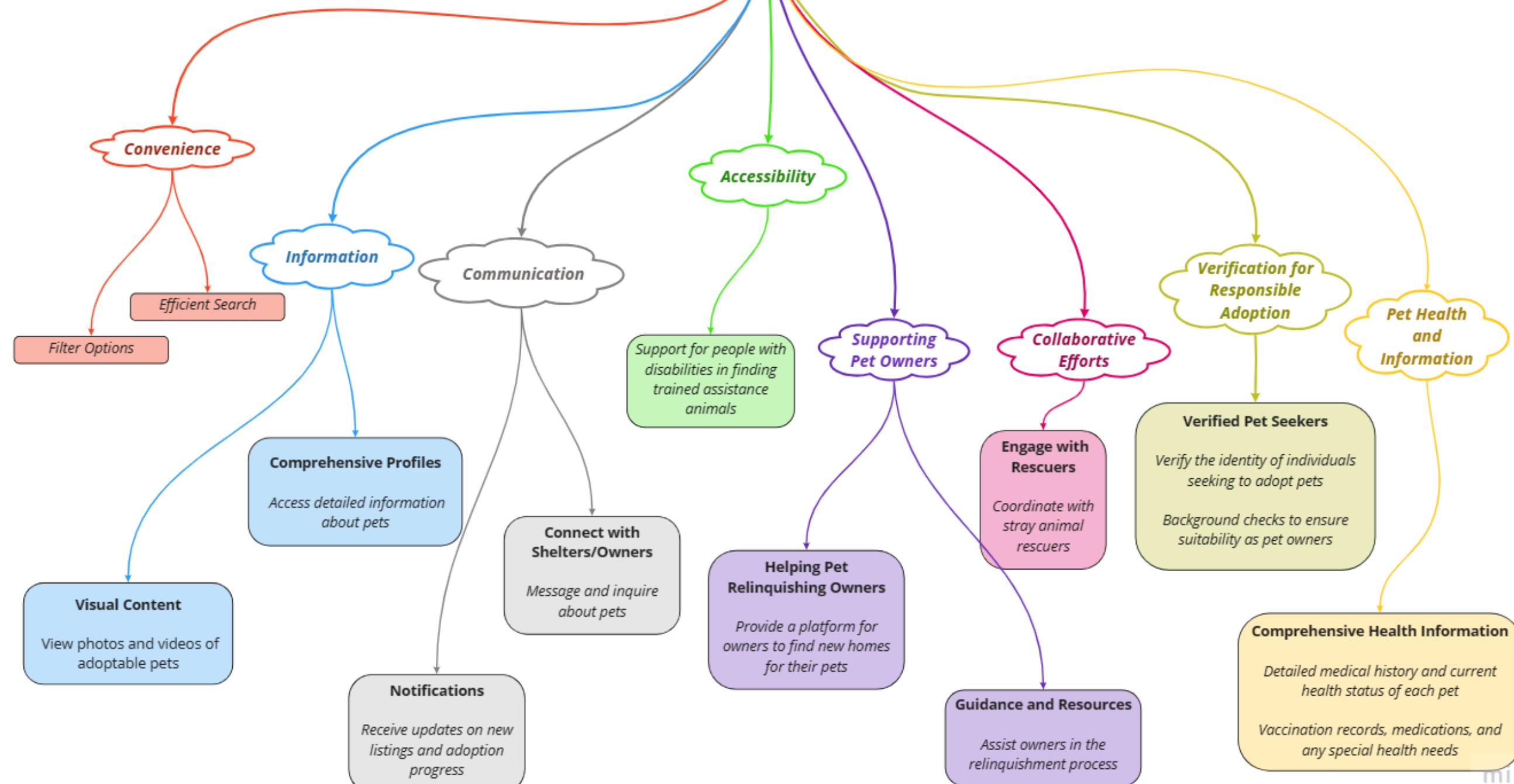


Mind Map

Pet Adoption Application

Why User
Require it?

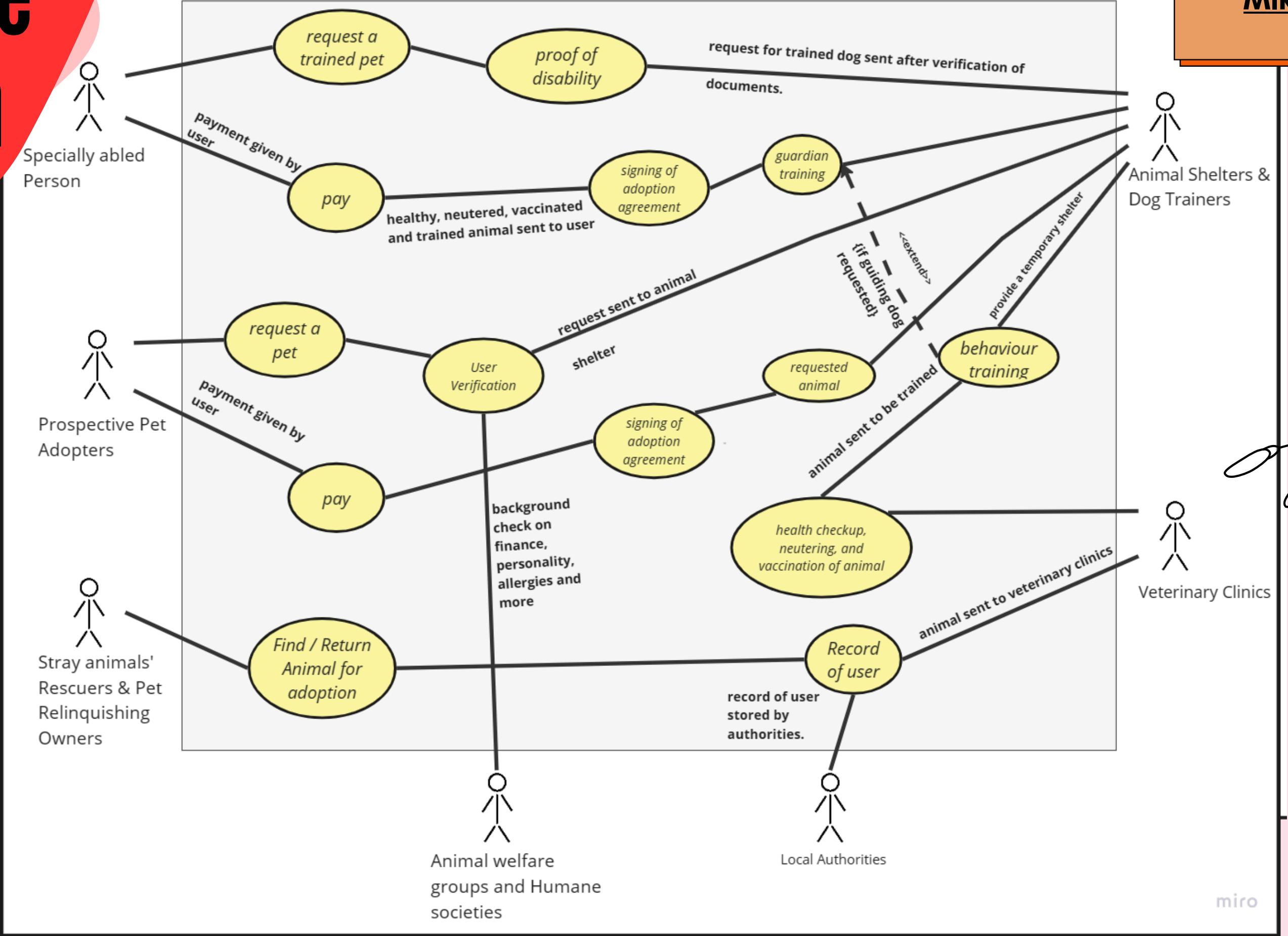
MIRO LINK



Use-Case Diagram

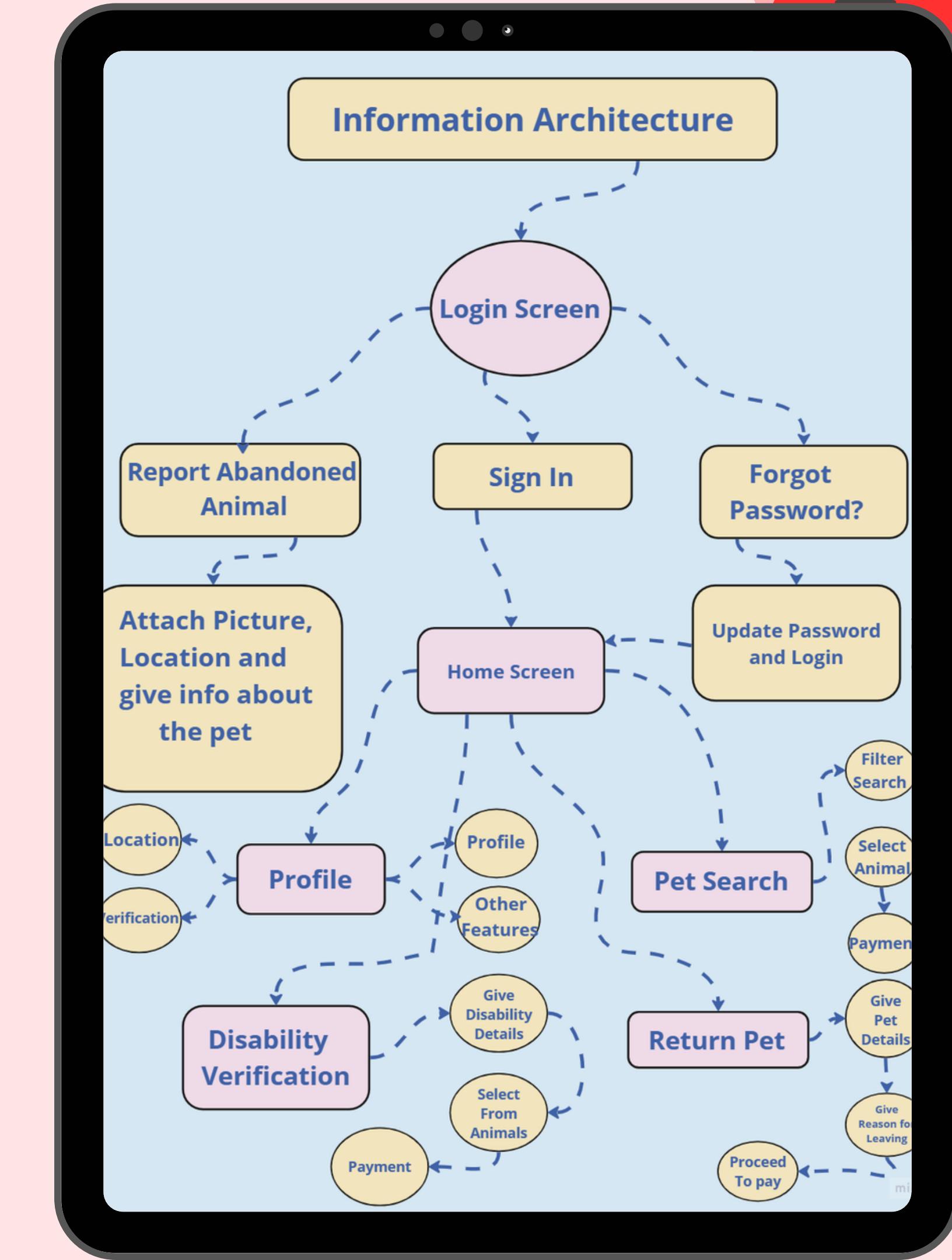
System Boundary

[MIRO LINK](#)

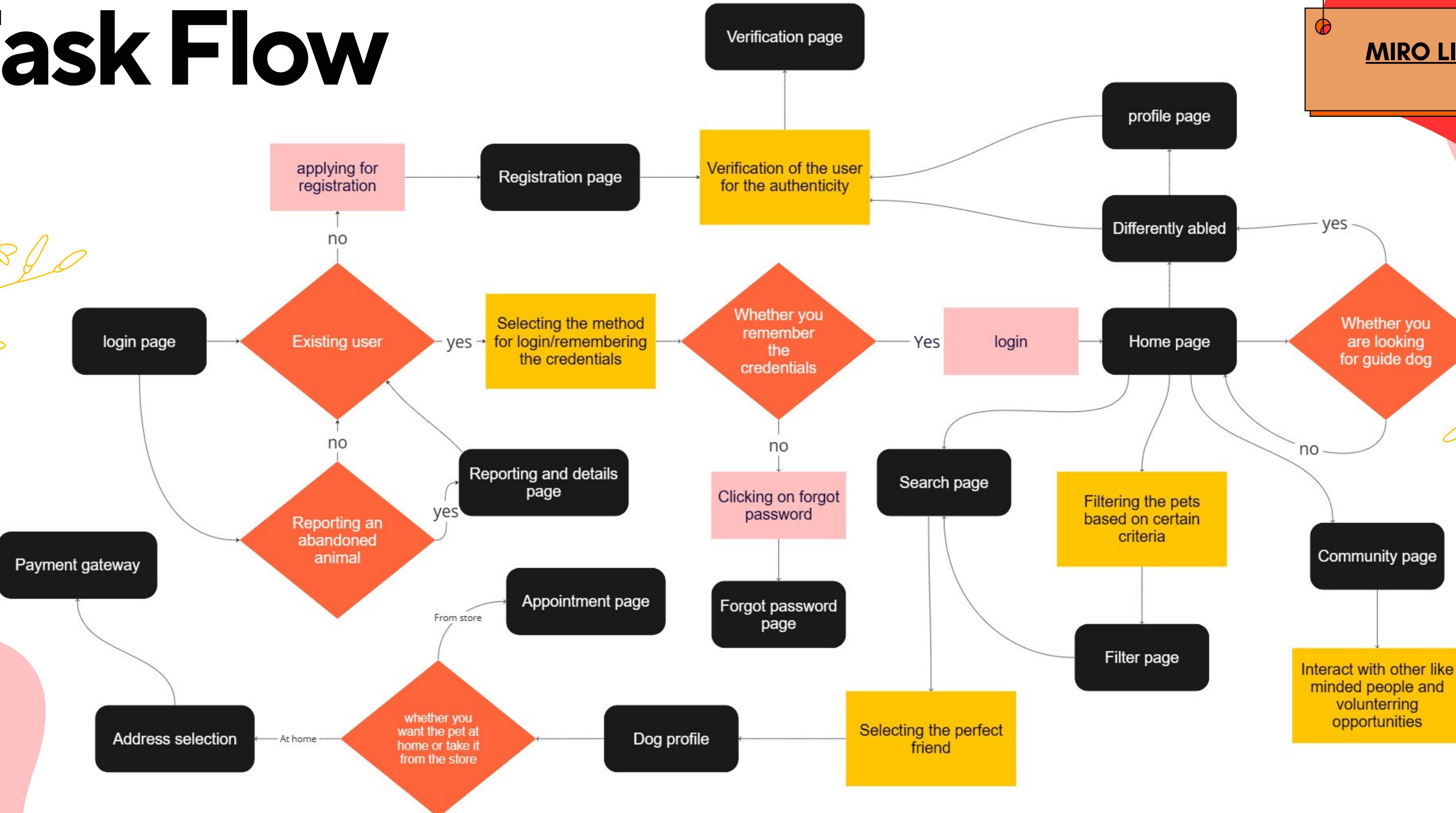


Information Architecture

MIRO LINK



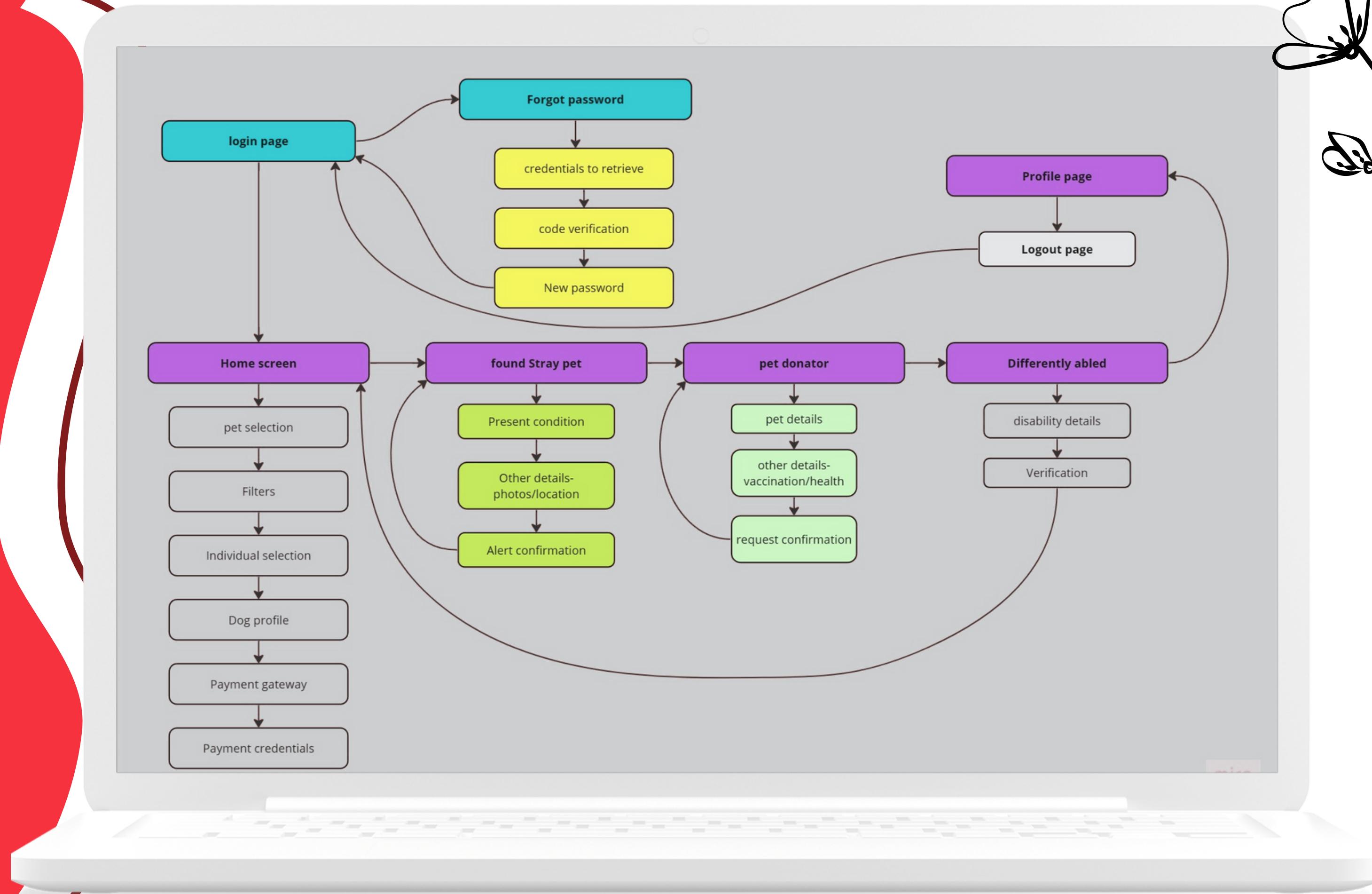
Task Flow



MIRO LINK

miro

USER FLOW



MIRO LINK

Personas ,Scenarios and Scenario Mappings

A Set of User-Centred Design tools, created based on research data that help us know the needs , goals and motivation of the user to create relevant, usable and effective products.

Anil Kumar



"Adopting a pet is like discovering a missing piece of your own unique puzzle, completing the picture of who you are "

DEMOGRAPHICS

Gender: Male
Age: 24
Education: Graduate
Location: Bangalore
Family: Alone
Status: Bachelor

PERSONALITY TRAITS

#Friendly #Patient
#Smart #Dedicated
#Independent #Compassionate

BIO

Anil, a young engineer based in the vibrant city of Bangalore, has a fervent passion for animals, with a particularly soft spot for pets.

His gentle and caring nature makes him the ideal candidate for adopting a furry companion to shower with love and care.

Frustrations

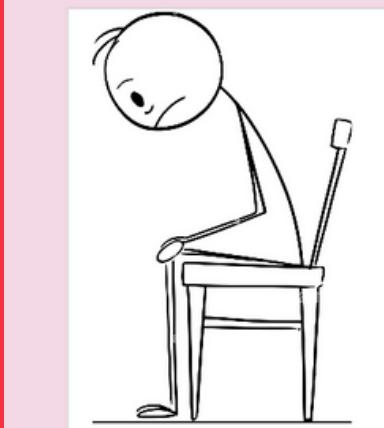
1. Living alone, he longs for a pet for himself.
2. Living alone, he yearns for his family.
3. Due to his careless attitude, security concerns trouble him,

Goals

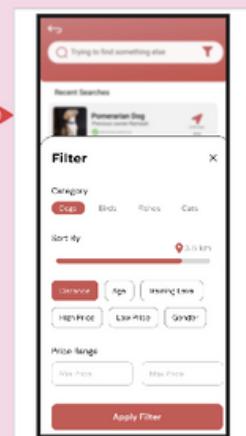
1. Anil desires a pet for his company.
2. As, he has a rented flat, he aspires his own flat.
- 3) He aims to increase his security with his pet.

Persona

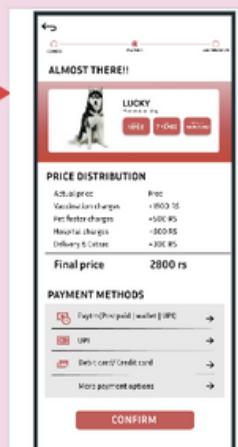
Scenario



Anil, a financially stable individual residing in Bangalore, experiences moments of loneliness as he lives alone. He is now eager to bring a furry companion into his life by adopting a pet.



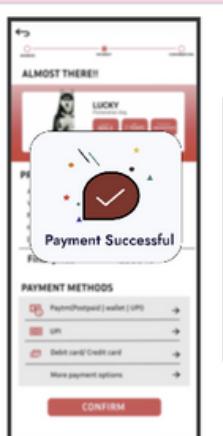
He turns to the Adopstray app to begin his quest for a new pet. Using the app's convenient filters, he can customize his search based on factors like age, price, size, and more.



He is then required to pay the respective adoption fee in order to adopt the pet.



Anil joyfully meets his new furry companion, signs the adoption agreement and in this heartwarming moment, the pet discovers a forever loving home...



A request is then submitted to the animal shelter, asking them to arrange for the pet's transportation to the adopter's home.

SARAH



"I am like the warm sun that melts away the darkest clouds, so every stray finds its ray of hope."

DEMOGRAPHICS

Gender: Female
Age: 35
Occupation: Freelance writer & Volunteer at a local animal rescue organization

Location: Delhi, India

BIO

Ria has been rescuing stray animals since she was a teenager. She has a soft spot for dogs and cats.

She is also an active member of several animal welfare groups on social media.

Frustrations

- Finding resources to care the stray animals.
- Finding homes for all the animals in her care
- Seeing people mistreat or abandon animals.
- Balancing her rescue work with other life commitments.

Goals

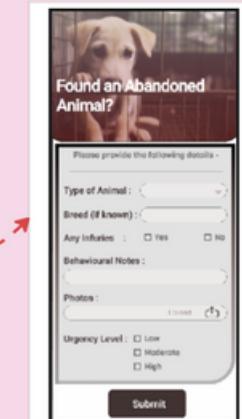
- To rescue as many stray animals as possible.
- To find loving homes for these rescued animals
- To raise awareness about issue of animal homelessness

Persona

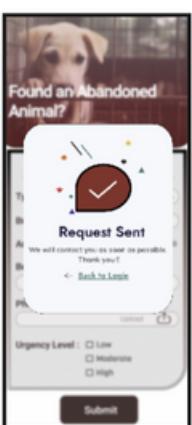
Scenario



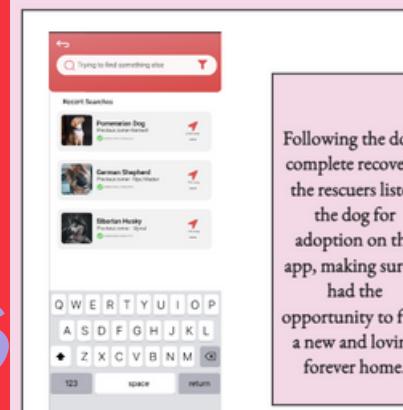
Sarah was strolling along the roadside when she came across a sick and disoriented dog. Her heart went out to the poor creature, and she knew she needed to take action to help it.



She opened Adopstray app on her phone to report about the abandoned animal, mentioning its injuries and illness.



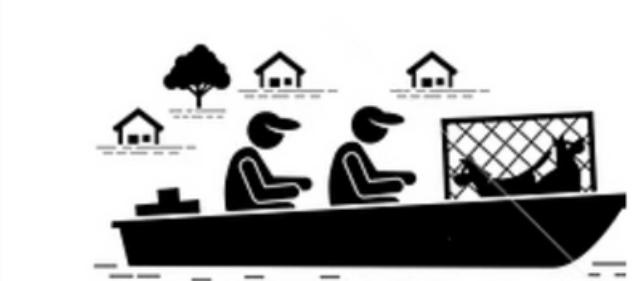
Mentioning her location, and photo of the animal she sent an alert to the rescuers through the app.



Following the dog's complete recovery, the rescuers listed the dog for adoption on the app, making sure it had the opportunity to find a new and loving forever home.



In addition to providing medical care, they also dedicated time to training the dog, ensuring it would become well-behaved and ready for a loving home.



Animal Rescue

Individuals from the Adopstray app swiftly responded to rescue the pet. They transported the dog to a veterinary hospital where the injuries were promptly and professionally treated.

MR. JOHNSON



"I may be an octogenarian, but I have a lot of love to give, and I hope to find a loyal guide dog who can be my partner in this next chapter of life."

DEMOGRAPHICS

Gender: Male
Age: 85
Occupation: Retired
Family: Lives with wife

PERSONALITY TRAITS

#Resilient #Patient
#Friendly #Determined
#Loving

BIO

John, an 80-year-old man who has been living with the challenges of blindness.

A passionate animal lover, with a special affection for dogs.

Now, as he navigates a world without the gift of sight, he seeks a furry friend who can serve as his eyes and constant companion.

Frustrations

- Feeling of sense of dependency for simple day-to-day tasks.
- Occasional feeling of isolation.
- Worries about navigating busy streets and public places.

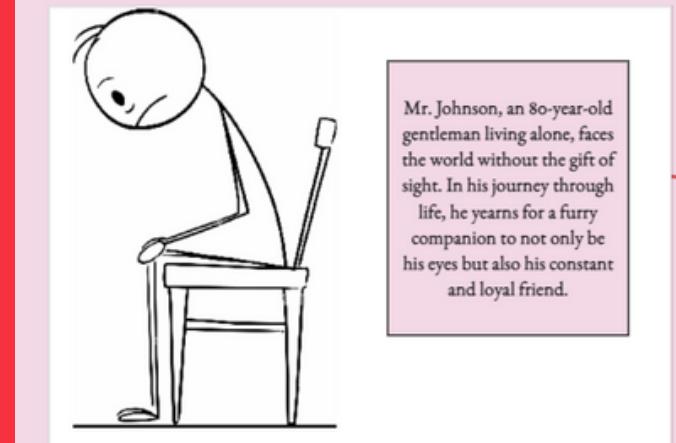
Goals

- To regain a sense of independence.
- A yearning for companionship to soothe his isolation and provide emotional support.
- To enhance his safety while navigating the world.

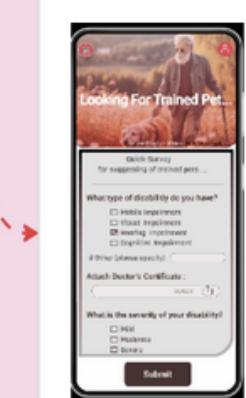
Persona

Scenario

Frame 16

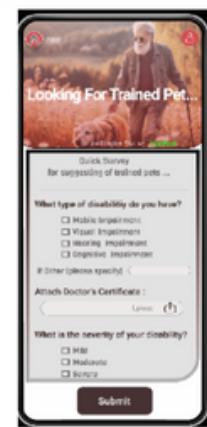


Frame 16



Mr. Johnson opens 'ADOPTASTRAY' and opens the trained pet section. He provides the details necessary and waits for verification.

Frame 26



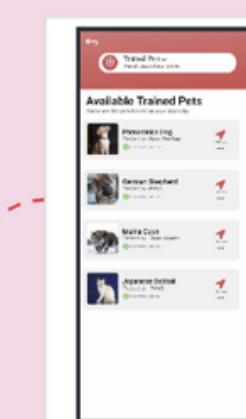
Once the verification is complete, the verification status shows 'verified'

Frame 18

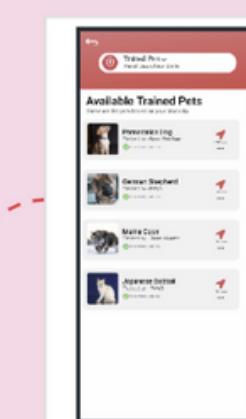
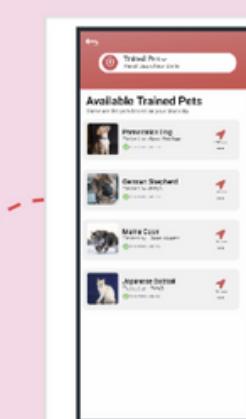


The pet undergoes training to adapt to Mr. Johnson's needs, specifically to serve as his visual guide and offer a comforting presence in his world of darkness.

Frame 18



After verification, Mr. Johnson browses through the trained pets available and adopts the one he likes most.



Zainab Rouf



"I wish taking care of a dog didn't require financial stability."

DEMOGRAPHICS

Gender: Female
Age: 41
Education: 10th passout
Location: Bhiwadi
Family: Single mother of two
Status: Widow

PERSONALITY TRAITS

#Responsible #Caring
#Practical #Compassionate
#Determined #Loving

BIO

Zainab is a 41-year-old single mother of two. She recently lost her job and is struggling to make ends meet.

She has a dog that she loves, but she feels like she can no longer afford to care for him.

She feels guilty about giving up her dog.

Frustrations

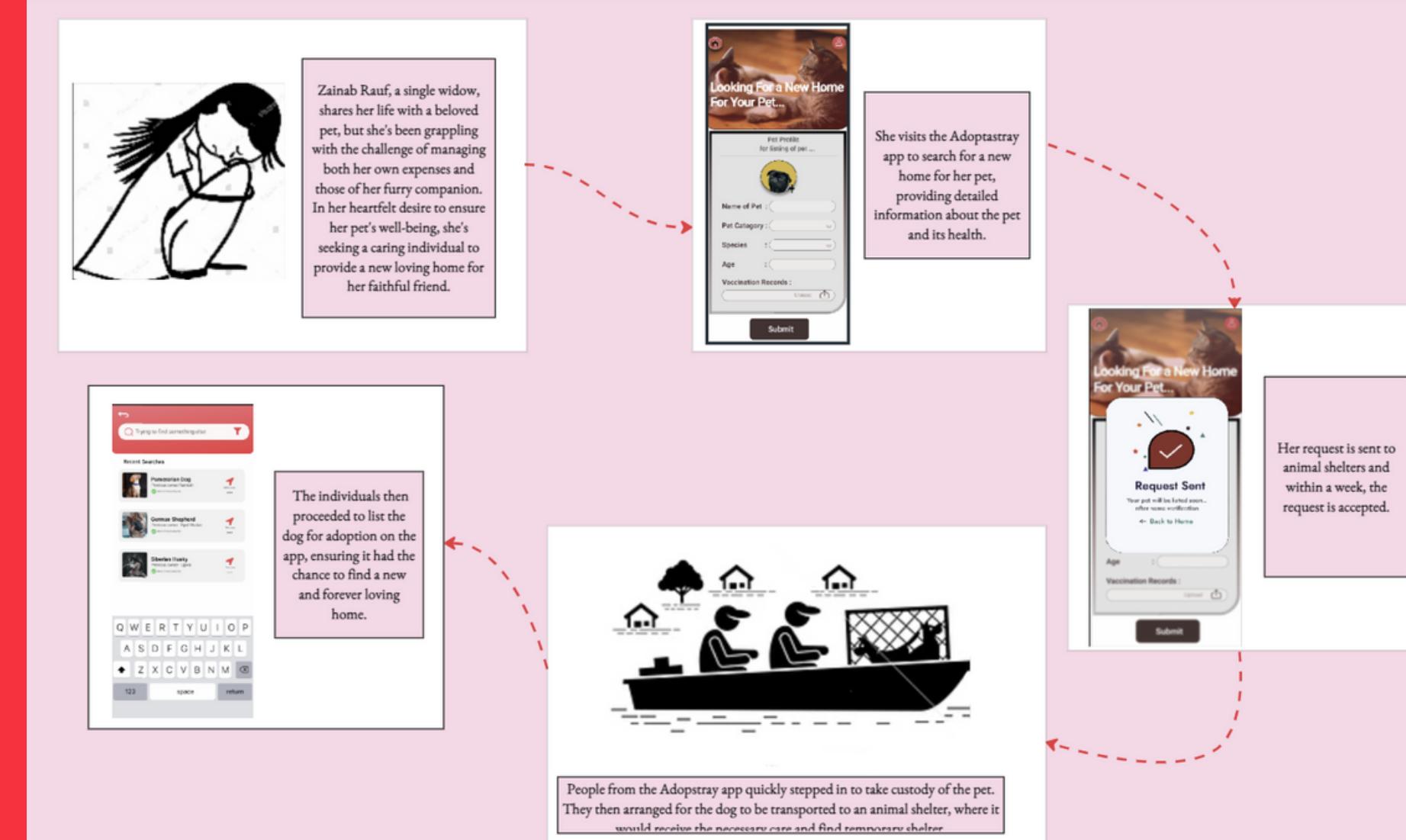
- Struggling with limited resources.
- Dealing with the distress of parting with her pet.
- Experiencing guilt and self-doubt about leaving her pet.

Goals

- To ensure her pet's well-being in its new home.
- Seek an easy and efficient process for listing her pet for adoption.
- Have an emotional support after separation from her pet.

Persona

Scenario



Bhushan Singh



"Adopting a pet is like discovering a missing piece of your own unique puzzle, completing the picture of who you are "

DEMOGRAPHICS

Gender: Male
Age: 31
Education: Graduate
Location: Delhi
Family: lives with wife and his kids
Status: Married

PERSONALITY TRAITS

#Compassionate #Resilient
#Patient #Team Person
#Adaptable #Fit

BIO
Bhushan, a 31-year-old banker, lives happily with his family. He really loves animals and finds happiness in saving them. In his free time, he works at an animal shelter because of his deep affection for animals. Bhushan is also a member of several animal welfare groups and is known for his gentle nature.

Frustrations

- Limited volunteering in animal shelters
- Limited resources in animal shelter due to excess animals present.
- Lack of proper nurturing for animals.

Goals

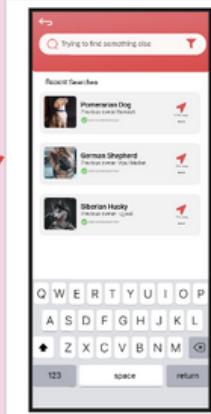
- Increase volunteering for animal welfare.
- Raise awareness within the community regarding strays.
- Increase resources in animal shelters by increasing adoption.

Persona

Scenario



Bhushan Singh, a pet trainer, has been working with a pet for the past four months. He dedicated a significant amount of time to the pet, starting when it couldn't even stand on its own. Now, the pet has progressed to the point of being fully functional and capable of sustaining itself.

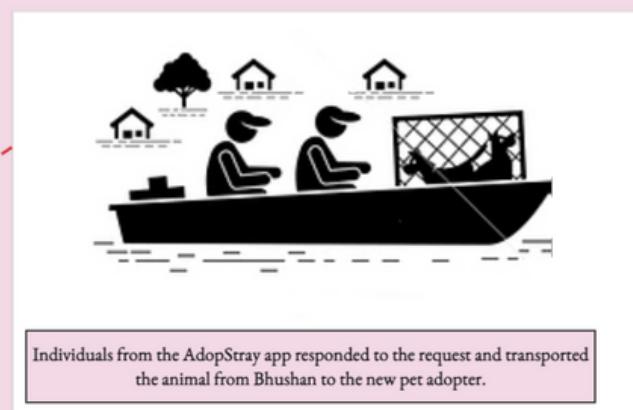


After finishing the training, he listed the pet on the AdopStray app, making it available for adoption.

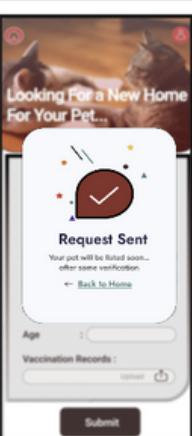


Bhupendra felt joyful as his efforts culminated in success. The trained animal has now become the cherished pet of someone.

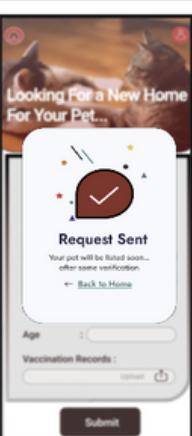
Frame 28



Individuals from the AdopStray app responded to the request and transported the animal from Bhushan to the new pet adopter.



A person then sends a request to adopt the App.



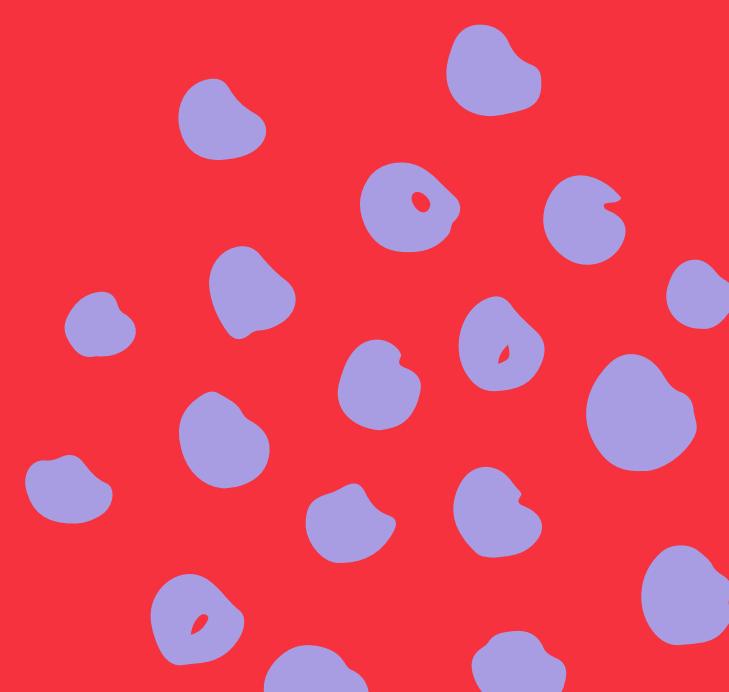
A person then sends a request to adopt the App.

Scenario Mappings

Anil Kumar

Features In Use	Login/ Sign Up Screen	Verification	Search and Filter Option
Actions By User	Sign Up(User enters their credentials to make their account)	The user is then directed to the home screen and is required to verify his account before adoption.	The user enters his personal details to verify his account.
Questions We Ask Ourselves	Is the login/sign-up screen visually appealing?	Is the verification - process too complex for the user?	Are the search and filter options effective?

MIRO LINK



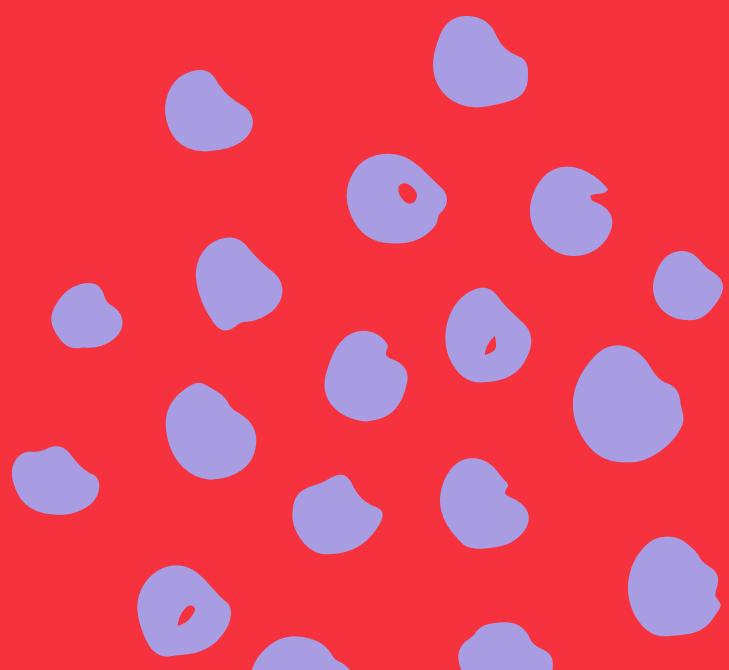
Scenario Mappings



Sarah

Features In Use	Found an Abandoned Animal Option		
Actions By User	<p>The user goes to the "Found An Abandoned Animal Option" to report the pet.</p> <p>→</p> <p>The user provides known information about the abandoned animal.</p> <p>→</p> <p>The user also specifies the level of urgency for the pet.</p> <p>↓</p> <p>A feedback is sent from the user's side and the pet is rescued.</p>		
Questions We Ask Ourselves	<p>Can this option be harmful for domestic animals?</p> <p>Is this feature too complex for the user?</p>		

MIRO LINK



Scenario Mappings

Mr. Johnson

Features In Use	Login/ Sign Up Screen	Verification	Search and Filter Option
Actions By User	Sign Up(User enters their credentials to make their account)	The user is then directed to the home screen and is required to verify his account before adoption.	The user enters his personal details to verify his account.
Questions We Ask Ourselves	Is the login/sign-up screen visually appealing?	Is the verification - process too complex for the user?	Are the search and filter options effective?

MIRO LINK

Scenario Mappings

Zainab Rouf

Features In Use	Login/ Sign Up Screen	Option To return a pet (New Home)
Actions By User	Sign Up(User enters their credentials to make their account) Login(User enters their email and AdoptaStray Password)	The user is then directed to the home screen and is required to verify his account before returning The user enters his personal details to verify his account. A feedback is sent from the user's side and the pet is returned.
Questions We Ask Ourselves	Is the login/sign-up screen visually appealing?	Is the verification - process too complex for the user? Are the search and filter options effective?

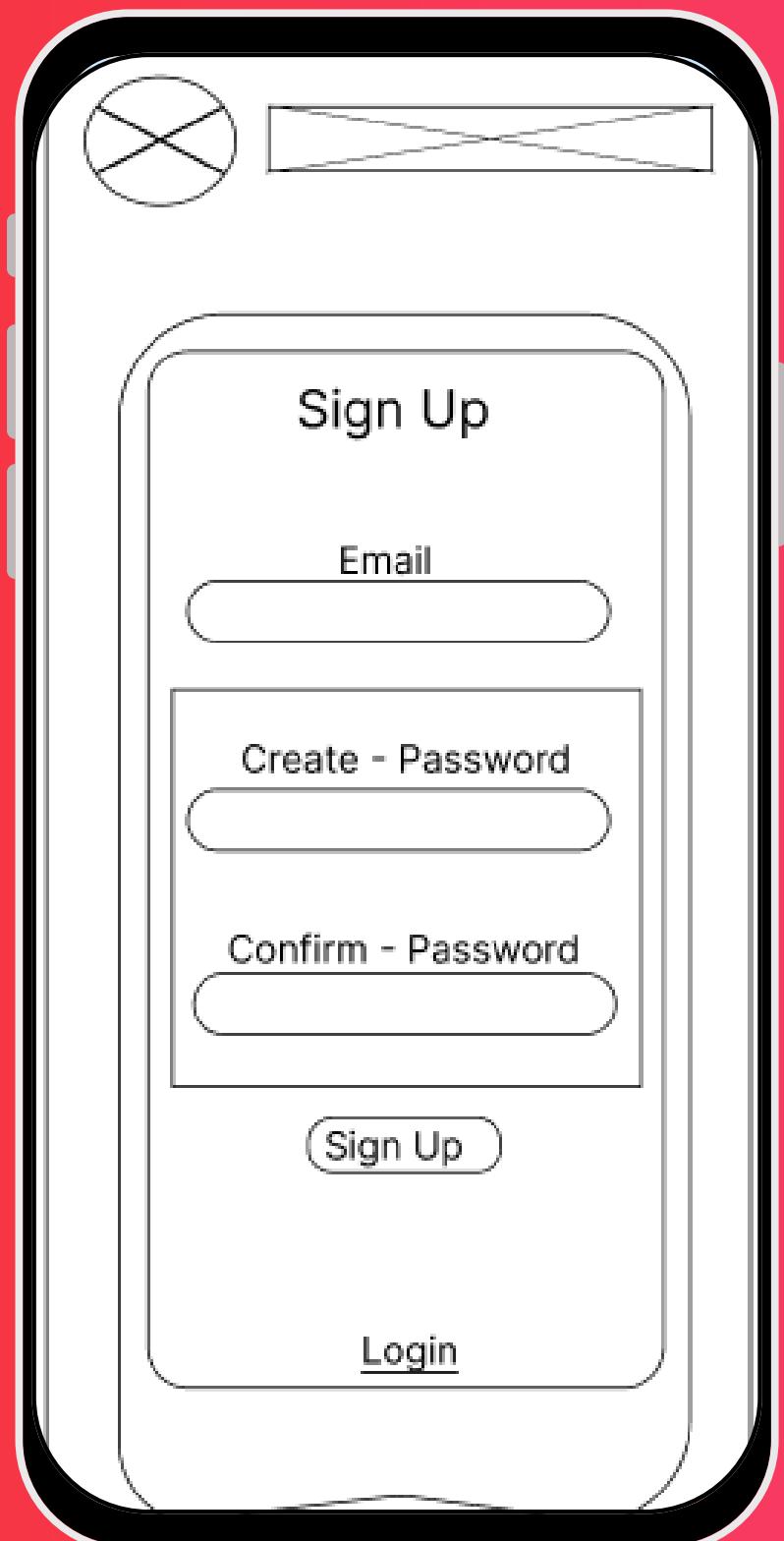
MIRO LINK

Wireframing

adoptastray



SIGN UP PAGE



Sign Up

Email

Create - Password

Confirm - Password

Sign Up

Login

This wireframe represents a sign-up process. It features a header with a circular icon and a crossed-out rectangle. Below this, there's a large rounded rectangular area containing the "Sign Up" title. Underneath the title are three input fields: "Email", "Create - Password", and "Confirm - Password". At the bottom of this section are two buttons: a rounded rectangle labeled "Sign Up" and a long thin rectangle labeled "Login".

FORGOT PASSWORD



Welcome Back!

Log In

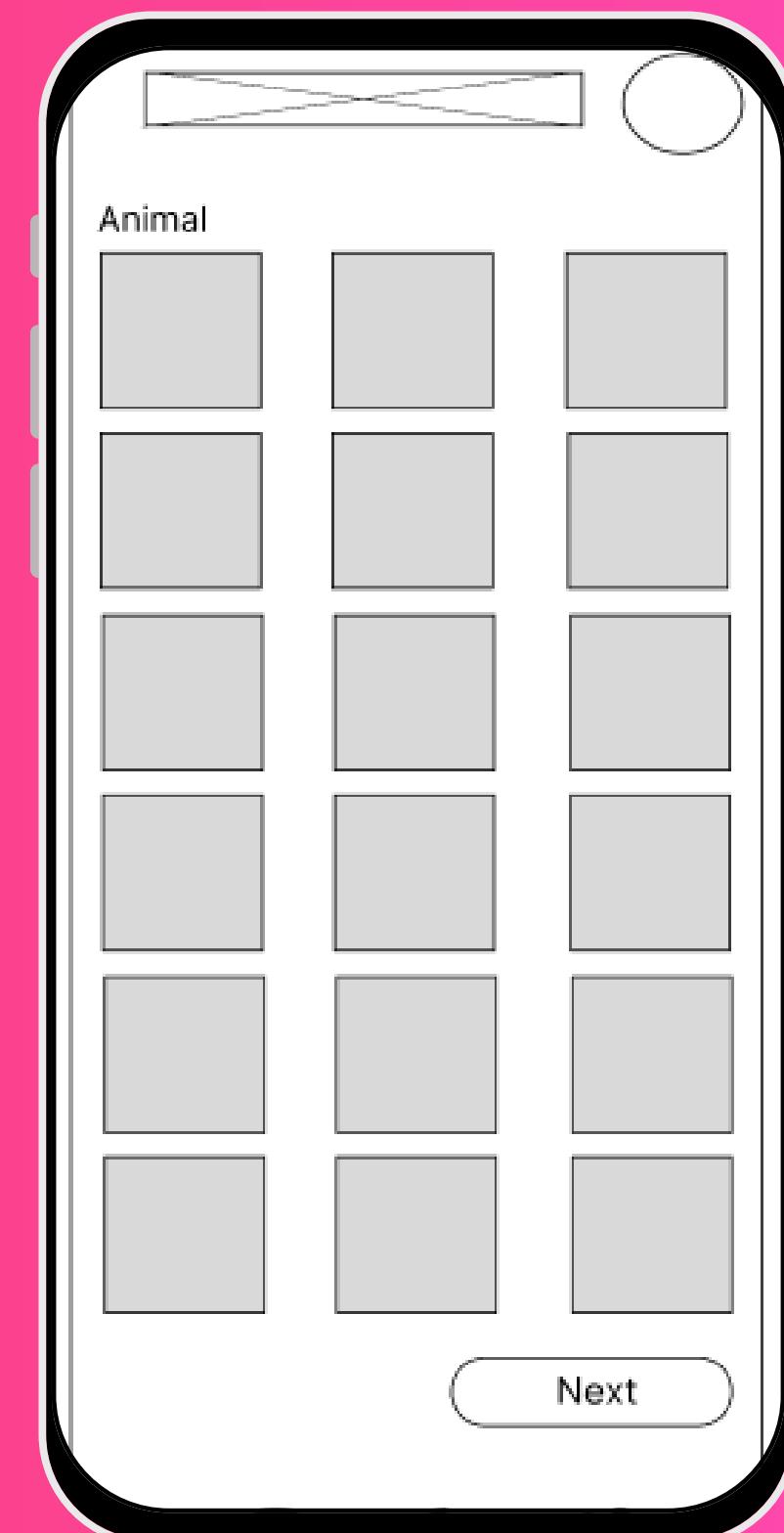
NEW CREDENTIALS

New Password

Re-type Password

This wireframe represents a password recovery process. It includes a header with a circular icon and a crossed-out rectangle. The main content area has "Welcome Back!" at the top left and a "Log In" button at the top right. In the center, it says "NEW CREDENTIALS". Below this are two input fields: "New Password" and "Re-type Password".

HOME PAGE



Animal

Next

This wireframe represents a home page for an animal-related application. It has a header with a crossed-out rectangle and a circular icon. The main content area is titled "Animal" and contains a 4x3 grid of twelve gray placeholder boxes. A "Next" button is located at the bottom right.

FILTER PAGE

Age Range:

Personality:

Price Range:

Size:

Start Search

Back

PET PROFILE PAGE

Selected Animal

Proceed to Pay

Back

DISABILITY PAGE

Disability Type:

Temporary Permanent

Disability Class:

Verification of Disability

Attach doctor's certificate

Proceed for verification

PAYMENT PAGE

Select Gateway
Select Gateway.... ▾

Terms and Conditions:
Click here to read all terms and conditions

Proceed

Back

PET REHOMING PAGE

PET PROFILE

Name of your pet :

Species :

Age :

Health Status :

Vaccination Records :

Contact Info :

Reason for leaving pet :
Other :

Submit

REHOMING PAGE

LOOKING FOR NEW HOME FOR YOUR PET...

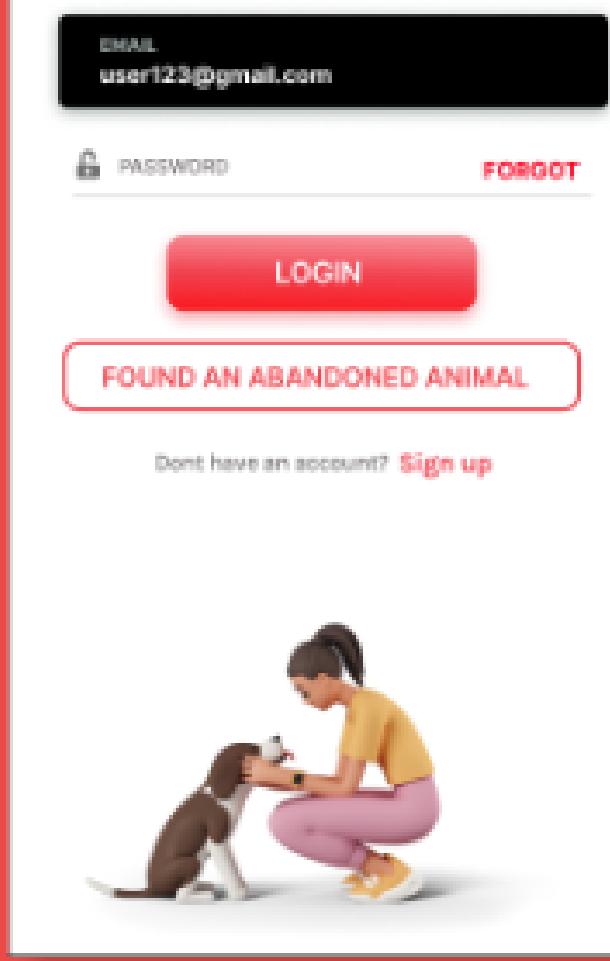
Name of your pet :

Species :

Age :

Next

Please sign in to continue



LUCKY
POMERANIAN DOG
Lucknow, Uttar pradesh (3.5 km)

Gender: MALE | Age: 2 YEARS | Weight: 7 KGS

PREVIOUS CONDITION
Rescued from the streets after being brutally assaulted by the previous owner

CURRENT SHELTER
PAUSE FOR PAWS FOUNDATION
VISHAL KUMAR
★★★★★

LUCKY
Pomeranian dog

- Sensitive to loud voices
- Requires constant attention and care from the owner
- Playful in nature hence requires constant exercise
- Active and Aggressive in Nature

CORE VACCINES

- DA2PPA VACCINE
- RABIES VIRUS

NON-CORE VACCINES

- BORDETELLA BRONCHISEPTICA
- LEPTOSPIRA
- BORRELIA BURGDORFERI
- H3N2/ H3N8
- CROTALUX ATROX

IMAGES **VIDEOS**

PROCEED FURTHER

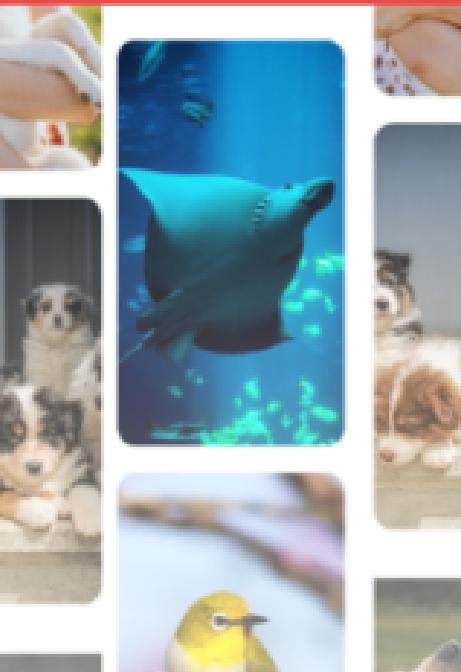
Your Current Location

A map of Lucknow, India, showing the user's current location marked with a red dot. The map includes labels for "D-Mart", "Tawa Fry", "Raffle Bistro", "SUPERTECH ECO VILLAGE-1", and "Purvanchal". A search bar at the bottom asks "Not your current address?" and has a "Search location" input field.

Pets near you!

A grid of three small images showing different pets: a Pomeranian dog, a Siberian Husky, and a Siamese cat. Each image includes a location pin and a green checkmark.

Home **Treasured Pet** **New Items** **Animal Help** **Profile**

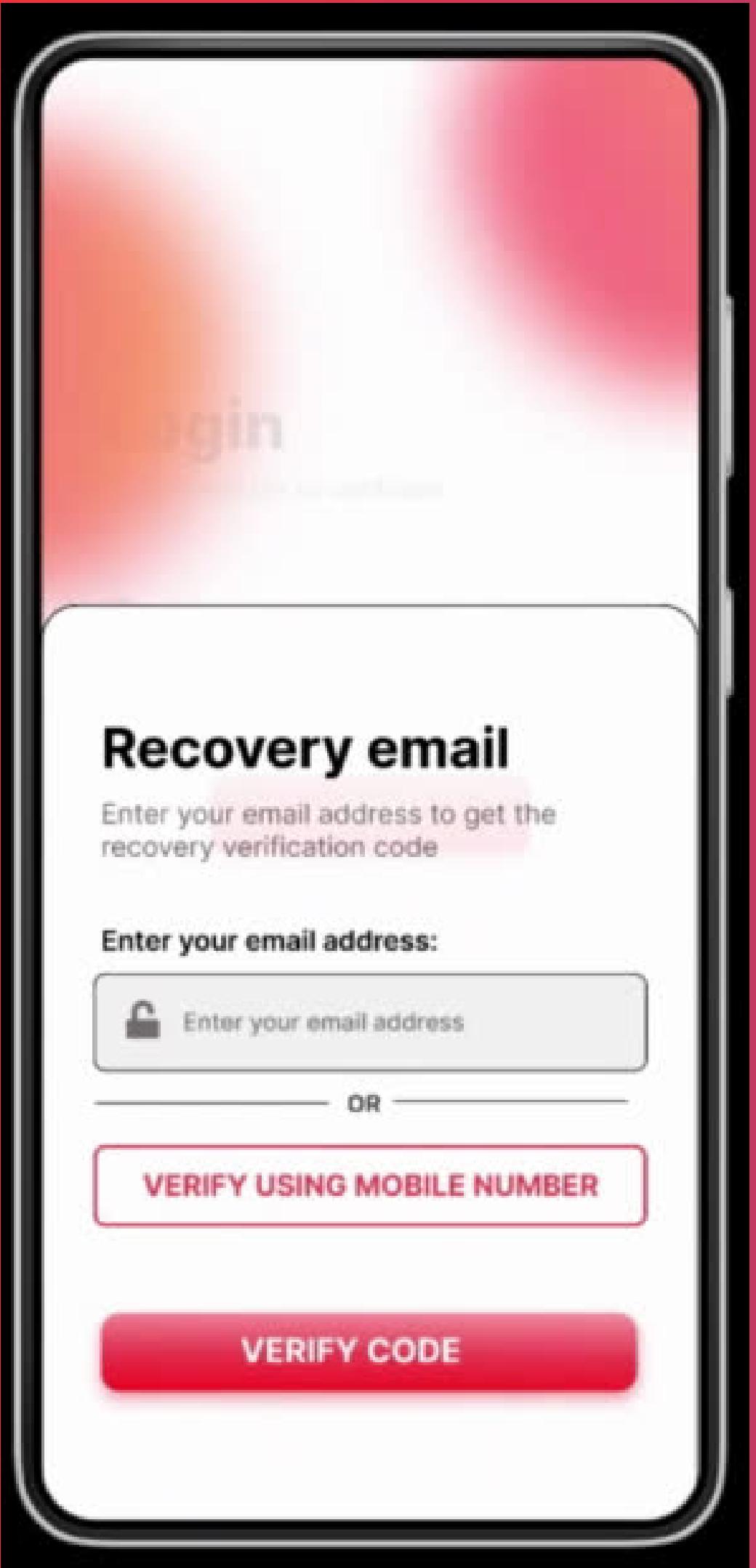


Adopt a Stray Hi-Fi DESIGN



[FIGMA LINK](#)

Adopt a Stray
Hi-Fi DESIGN



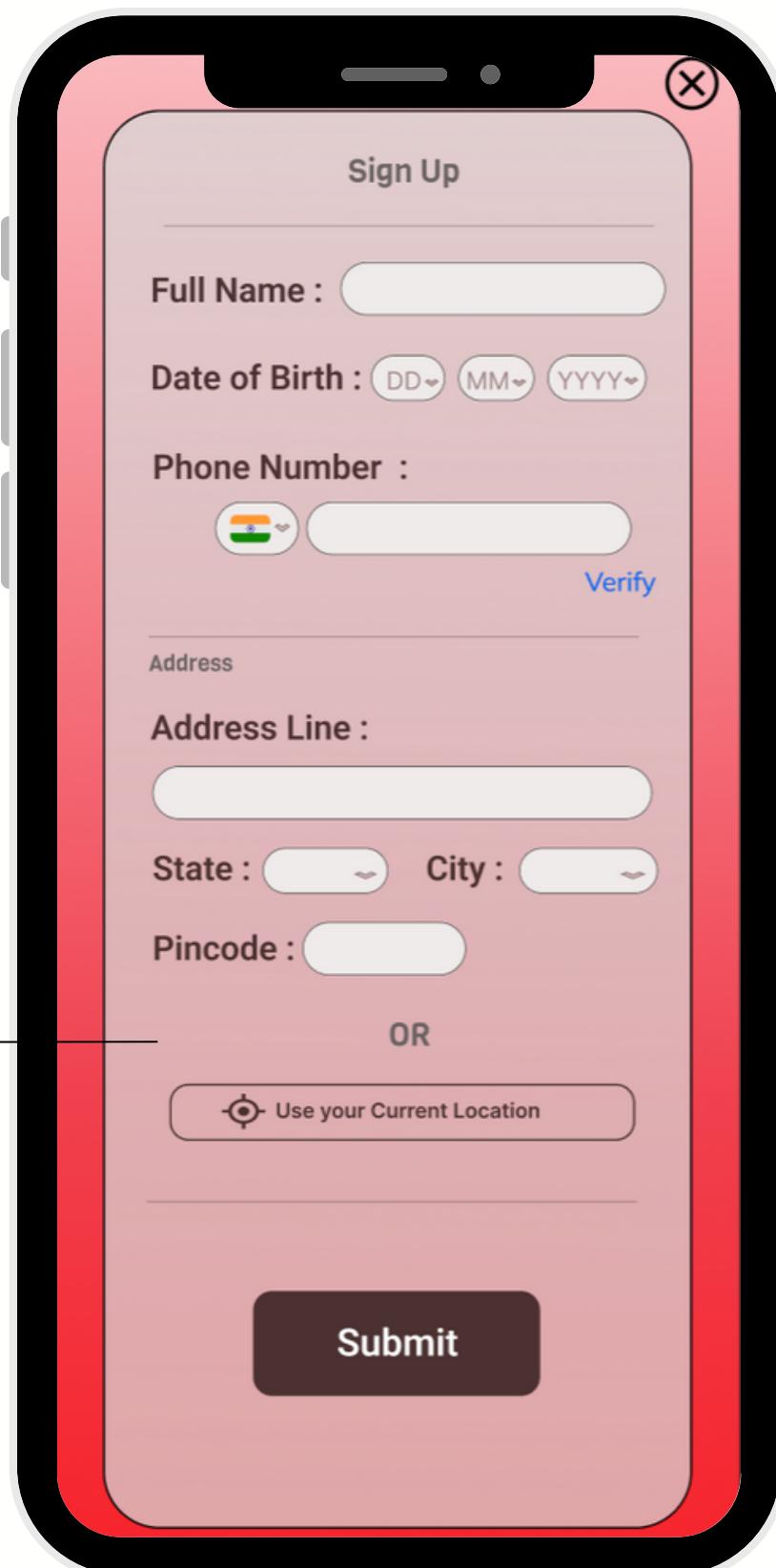
Adopt a Stray Hi-Fi DESIGN



Sign up page

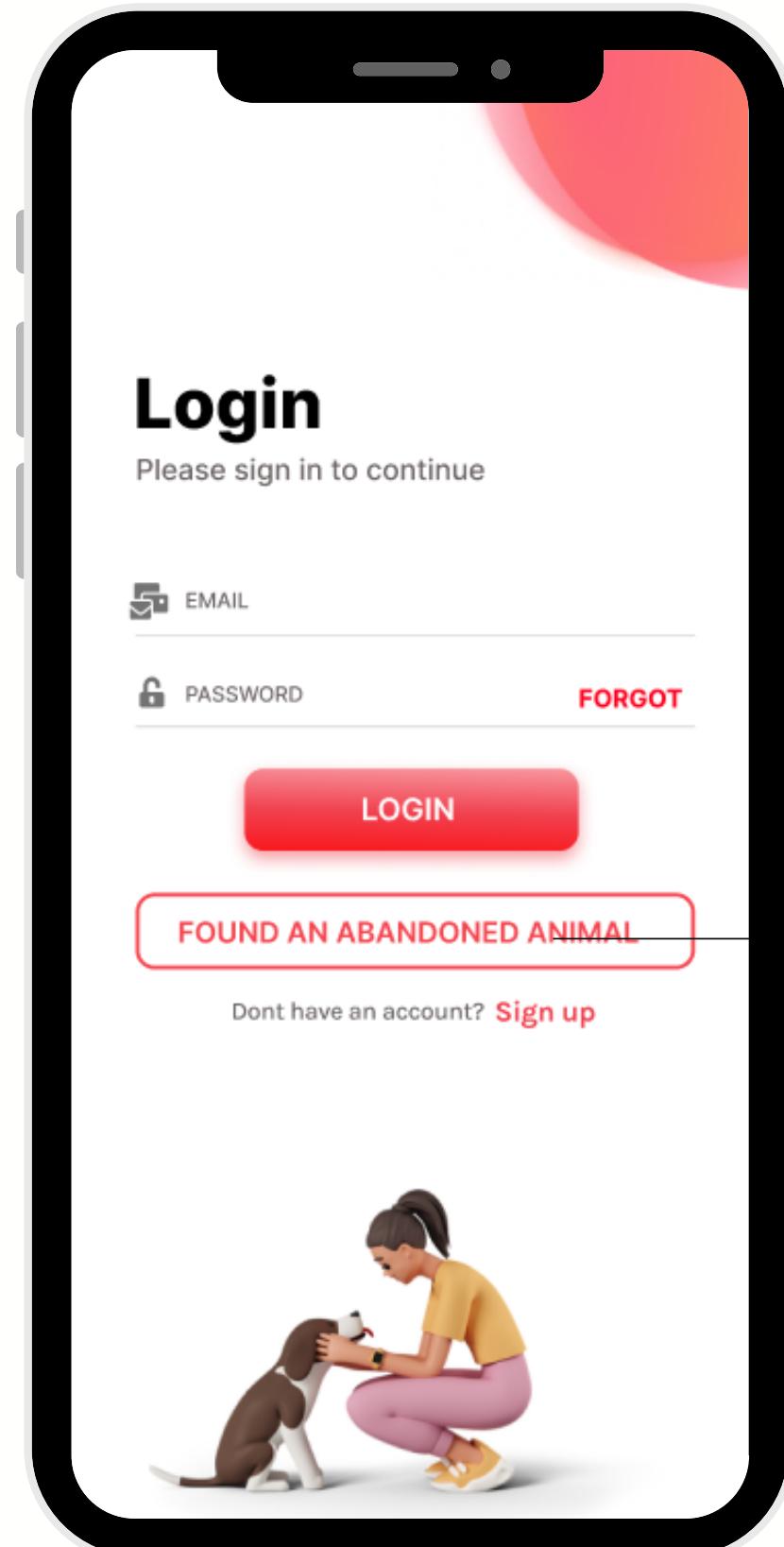
● User verification page

Additional page after the sign up page to ensure the authenticity of the user



● Location verification

Access to the user's location to ensure personalized filters and recommendation accordingly



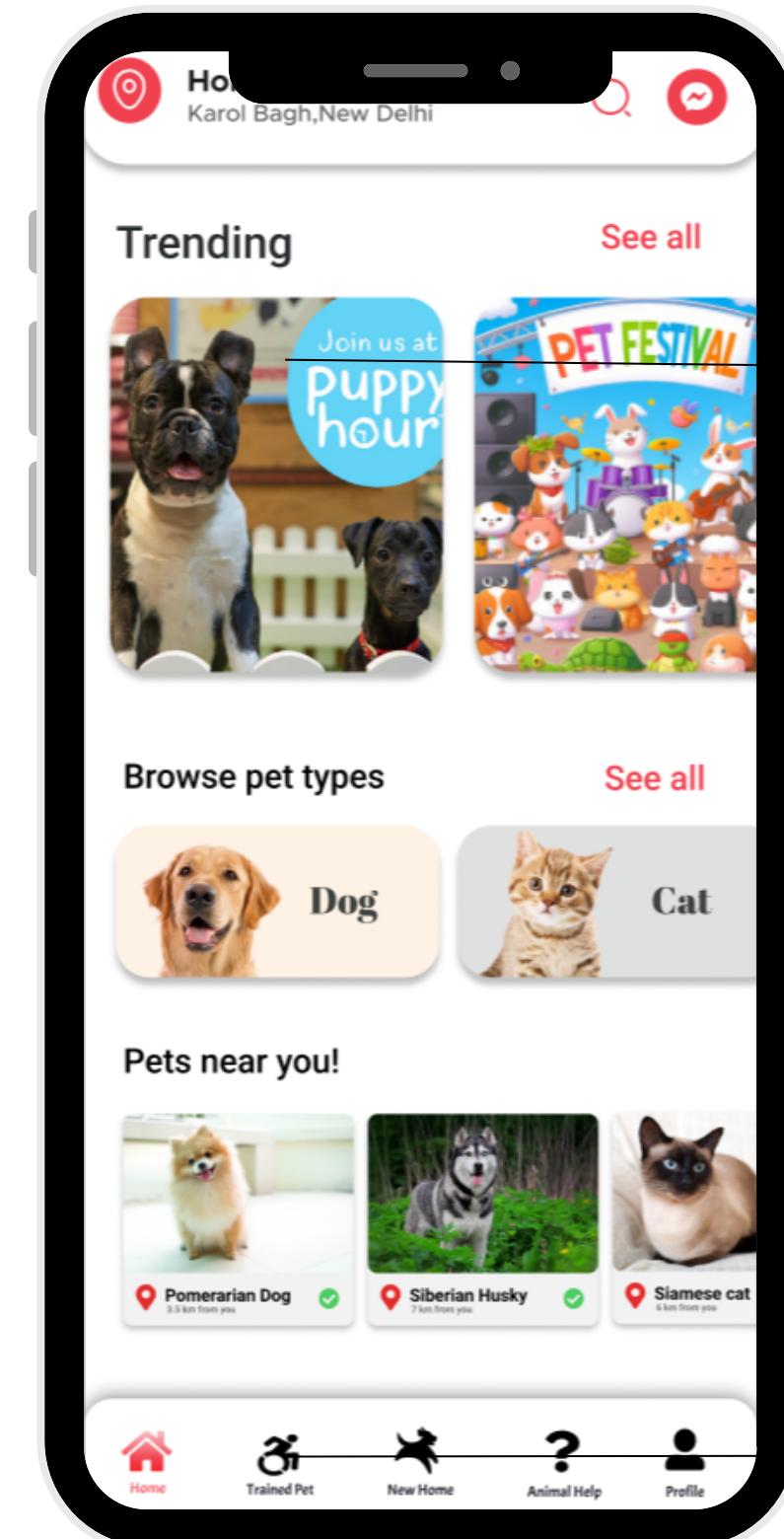
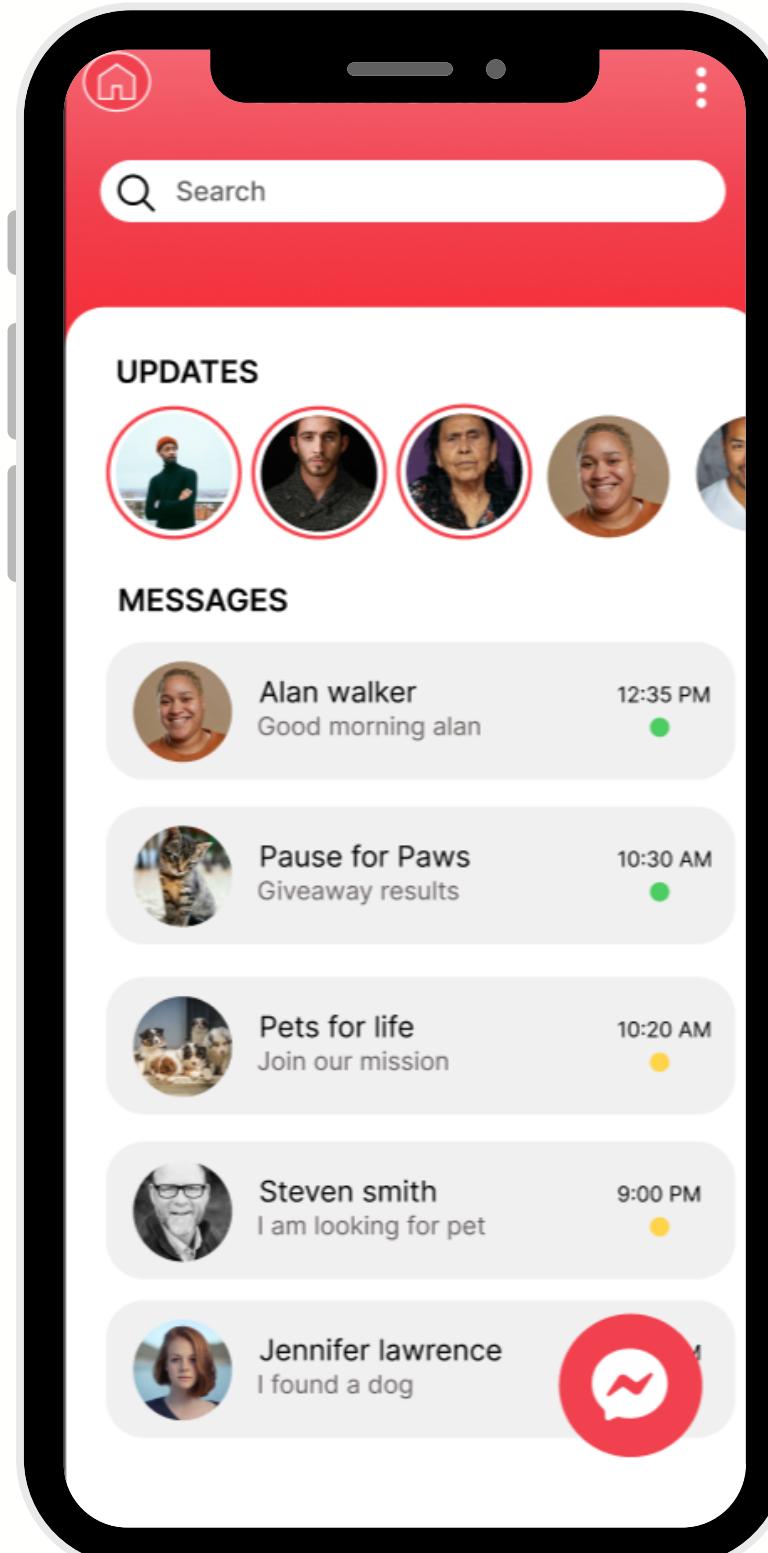
● Report

Allows the user to report the abandoned animal without going through the cumbersome sign up and user verification process

Home page

● Community Page and Events

Encourages volunteering among users and helps create sympathy towards stray animals



● Events

Shows different pet events happening in the locality of the user

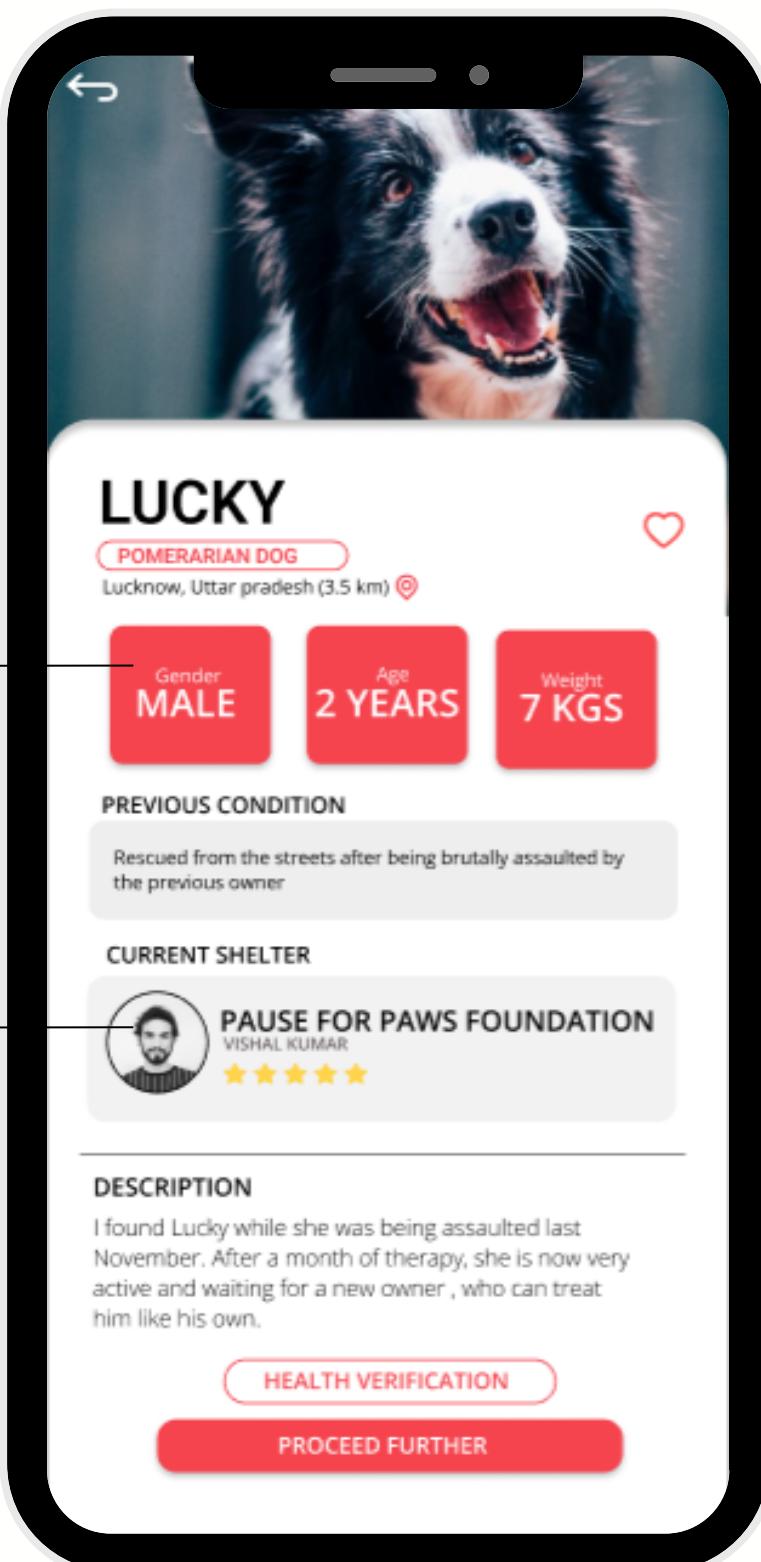
● Disability feature

Allows the specially-abled users to look for guide pets and someone to accompany them

Pet profile page

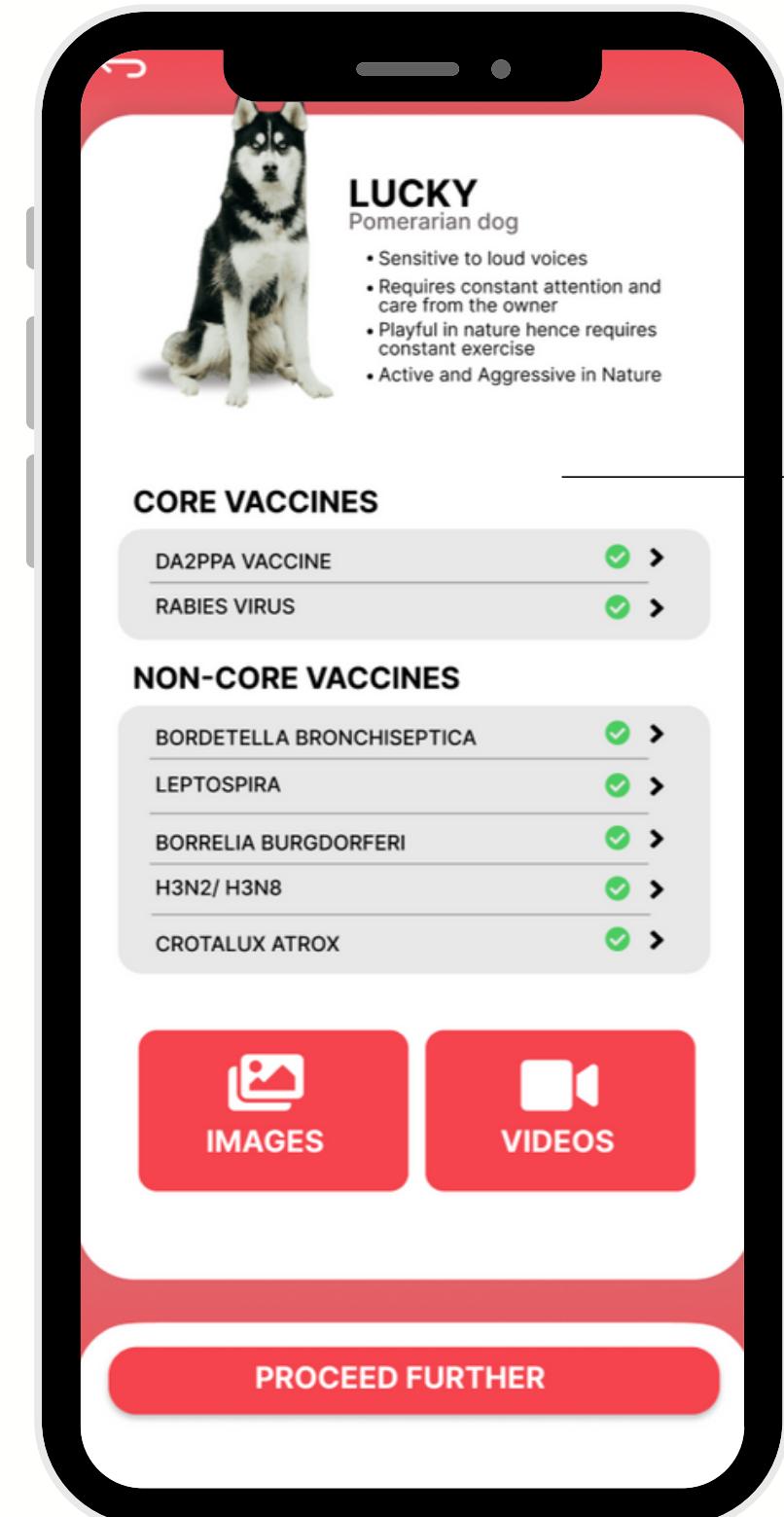
● Pet profile

provides the user with the necessary details of the pets, including behavioural traits, previous condition and short description



● Shelter rating and location

Provides the information regarding the current shelter of the pet and also their ratings to verify their authenticity



● Health page

Provides a comprehensive details about the pets behavioural patterns , vaccinations details and allows the space to see the pets videos and images

Logo & Design

The logo, which is a dog and a cat held carefully in human palms, advocates the goal of AdoptaStray. The logo promotes nurturing stray animals.



[LINK TO GOOGLE
FORM](#)

Hi-fi Evaluation

We sent out Google forms after completing the hi-fi prototype of AdoptaStray to evaluate if the app's user experience made users more sympathetic toward strays and whether they would adopt a stray through the app

90.9%

agreed that AdoptaStray app encouraged volunteering

81.3%

of the users felt more inclined towards adopting strays after using the prototype

78.8%

of the users developed sympathy towards strays after using prototype

[Link to
Evaluation](#)

User Testing and Evaluation

Users were asked to perform tasks on the High Fidelity prototype and rate the ease of performing those tasks



Login

Logging or Signing in

Adopt a pet

Select a pet for adoption on home page

Report a Pet

Report an abandoned animal

Community

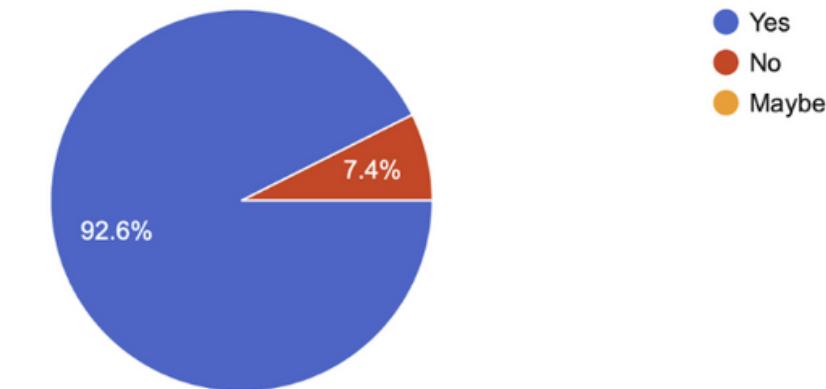
Go to a community and view its story

Link To Hi-fi Evaluation

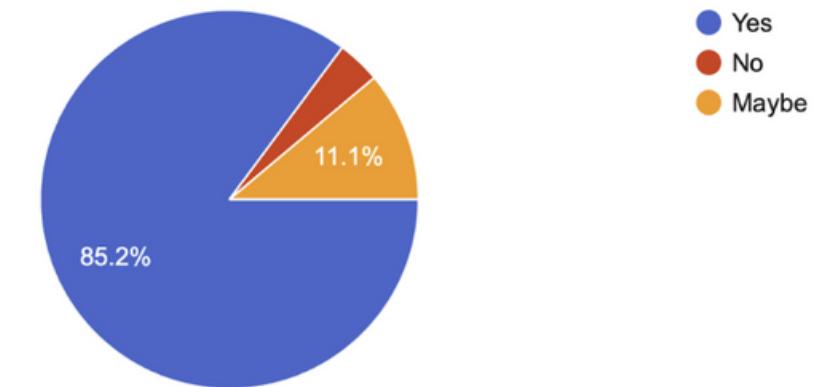
Hi-Fi Functionality

We sent out Google forms after completing the hi-fi prototype of AdoptaStray to evaluate if the app's user experience made users more sympathetic toward strays and whether they would adopt a stray through the app

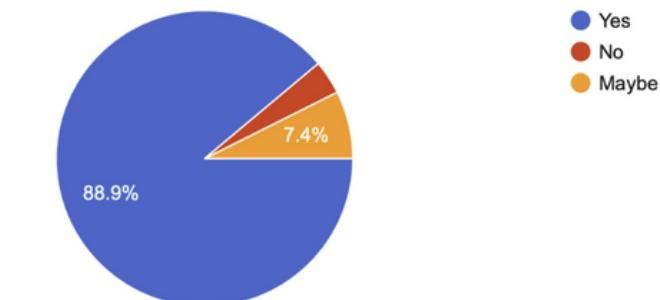
Do you think the community page encourages volunteering??
27 responses

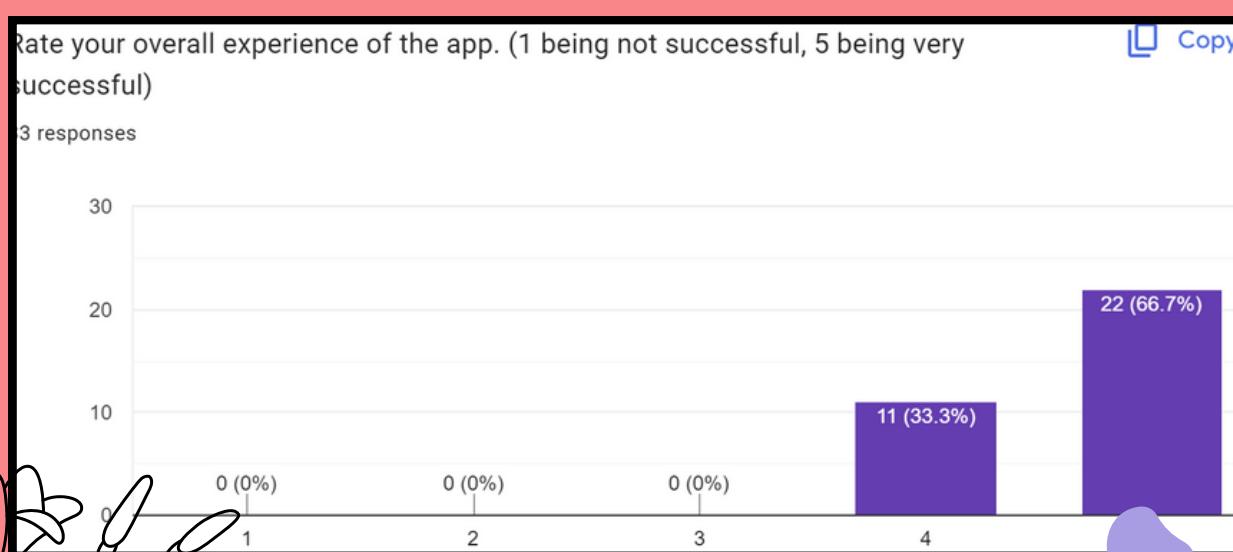
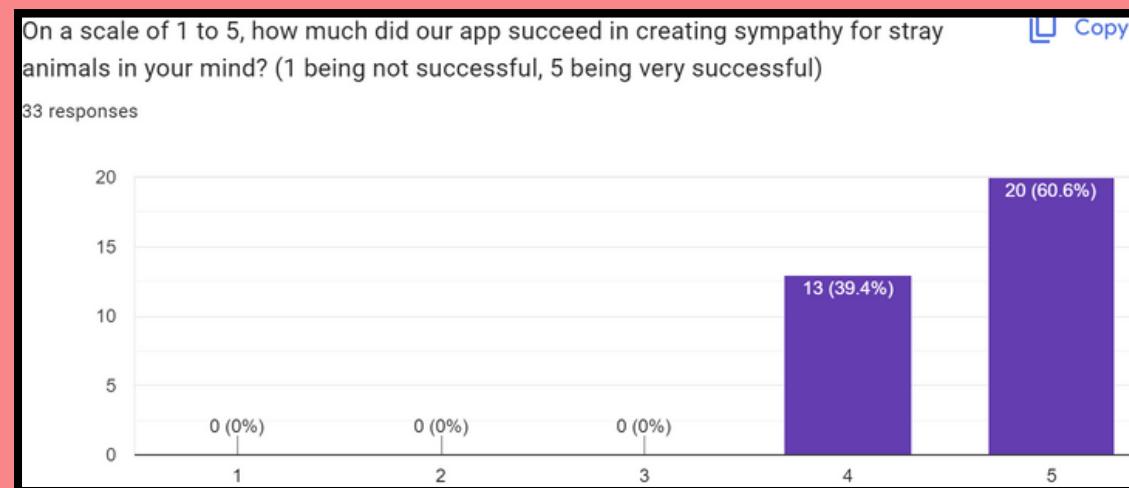
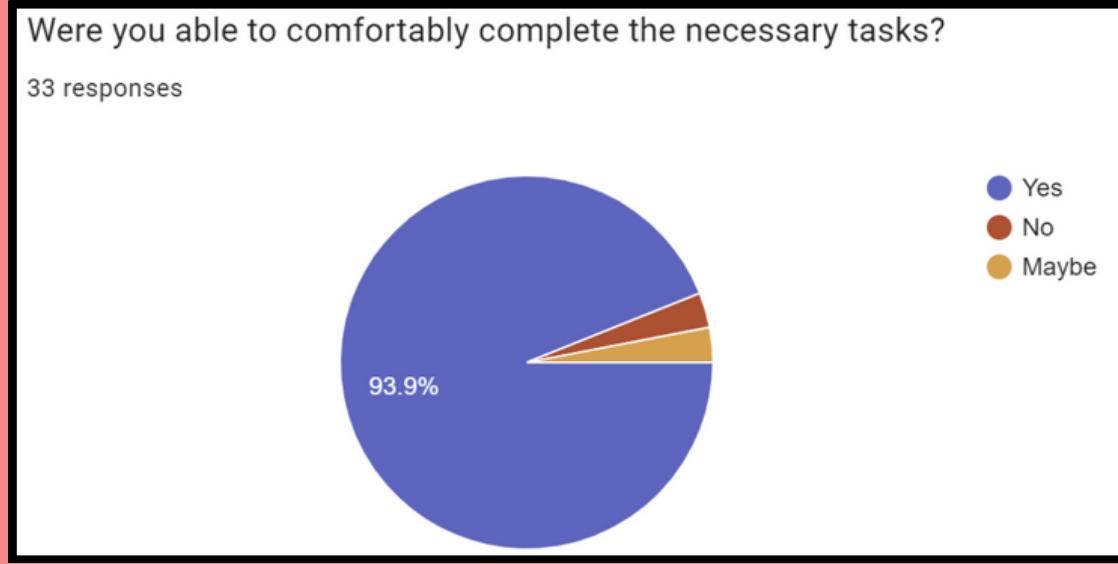


After surveying the app, did you develop any sympathy for stray animals?
27 responses



After using the app, are you more inclined to consider adopting a stray animal?
7 responses





93.9%
were able to comfortably
complete all the tasks.

100%
of the users rated
the application
above 4 stars in
overall experience.

60.6%
rated the app 5
stars on being
aesthetically
pleasing.

[Link For
Google Doc](#)

Learnings and reflections

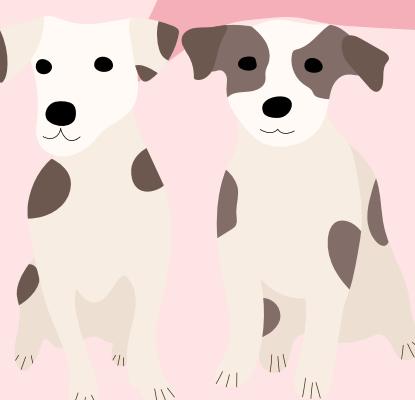
(Made through feedback provided)

Community

TA: How will you encourage volunteering and motivate

Two Delivery Options for Pets

TA: Provide different ways to adopt pet, appointment and home delivery



Contrast in Hi-Fi

TA: Background and text difficult to separate on login page

Drop Shadow For Interface Options

TA: Add a drop shadow effect on images to show them as icons



Learnings and reflections

Iterative Design

Advancing from Lo-Fi to Hi-Fi design
continuous adjustments at each fidelity level

User-Centric Focus

Focused on users at every stage, gaining insights to better understand and meet their needs effectively.

Aesthetics vs. Functionality

Balanced looks and function, emphasizing visual appeal while improving user interactions for better functionality.

Collaboration & Feedback

Recognized collaborative design, refined the app with feedback from team, stakeholders, and users..

CONTRIBUTORS



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Thank You!