

# Product Canvas

AGGIELAND HUMANE SOCIETY PORTAL  
(AGGIECONNECT)

BY YASH KATARIYA (COHORT 602)  
MAYS BUSINESS SCHOOL, TEXAS A&M UNIVERSITY

# Product Success Metrics

► Product Name : Aggieland Humane Society Portal (AggieConnect).

► Vision : AHS web portal will be a system that provides a virtual platform to carry out day-to-day operations for Aggieland Humane Society.

► Goal : The goal of this product is to be a one stop solution (web) for all the digital needs of the organization ranging from managing adoptions and donations, recruiting and scheduling interns, volunteers,

- Achieve more than 95% Adoption Rate annually
- Reduce the kill rate to less than 5% over next six months
- Bring down the animal surrender rate to less than 10% through outreach
- Integration with QuickBooks Accounting System
- Enable payments via e-Checks, Digital Wallets (GooglePay, ApplePay), Domestic and International Wire Transfer
- Quick request logging through the online portal instead of Email, Call, Physical Form or in person visits
- A Dashboard to track the interest and gauge the expertise of Volunteers and Interns
- Ability to schedule Interns, Volunteers, Employees, Virtual fairs and Fundraisers.

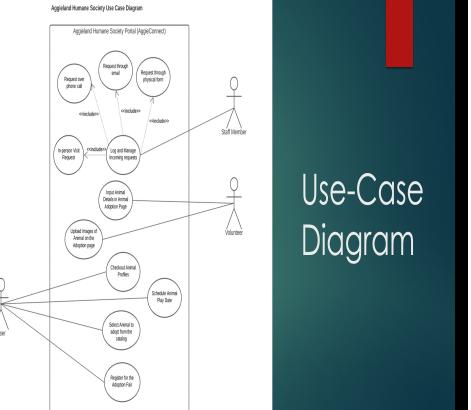
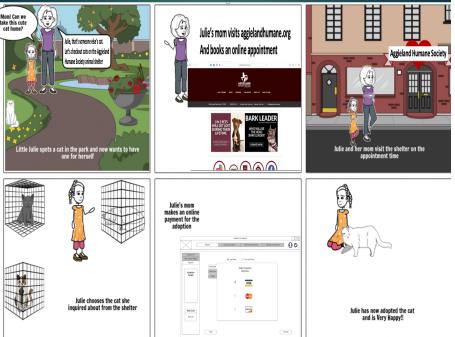
**Persona 3: Donor**

**Persona 2: Adopter**

**Persona 1: Intern**

The cards provide detailed information about each user's goals, challenges, and requirements for the portal.

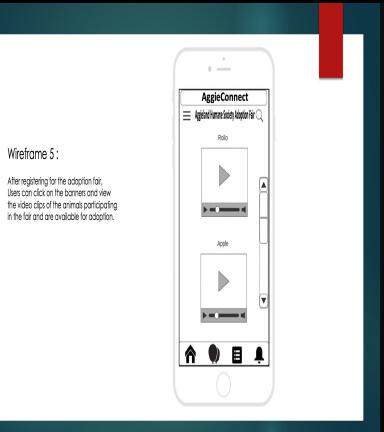
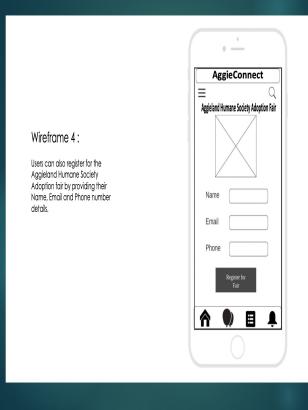
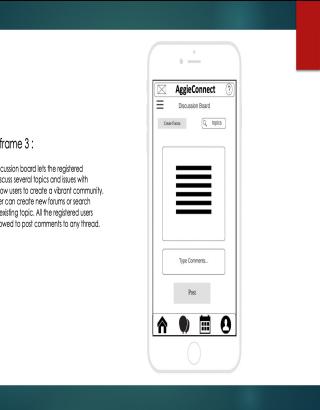
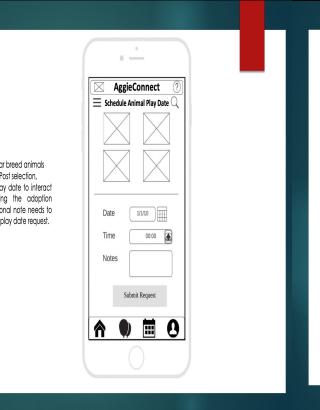
## Storyboard



## Use-Case Diagram



## Wireframes



## Epic

Build Aggieland Humane Society New Integrated System to manage adoptions, donations, Volunteers, Interns, Employees, Events, Fairs and Fundraisers to achieve operational excellence.

- Feature 1 : Volunteers should be able to update information and upload pictures of the animal into the portal and registered users should be able to access it.
- Feature 2 : Registered users should be able to submit the adopt request through the system
- Feature 3 : Display profile of similar breeds of animal to users and allow them schedule a play date with the listed animals.
- Feature 4 : Develop the Discussion board for the users to discuss topics and issues.
- Feature 5 : Registered Users should be able to further register for the Adoption Fair.

## Sprint Planning

SPRINT	TASK NAME	DESCRIPTION	START	FINISH	DURATION (DAYS)
Sprint 1	Sprint Grooming	Identify the stories to be part of this sprint	10/25/21	10/26/21	1
Develop Feature 1	Volunteers can upload animal profile picture and update their information on the portal	Volunteers can upload animal profile picture and update their information on the portal	10/27/21	10/28/21	1
Develop Feature 1.1	Once updated successfully, user should be able to access the listed animal profile	Once updated successfully, user should be able to access the listed animal profile	10/27/21	10/28/21	1
Develop Feature 1.2	Allow users to schedule play dates with selected animal profile	Allow users to schedule play dates with selected animal profile	10/27/21	10/28/21	1
Develop Feature 2	Users should be able to submit adopt request for the listed animal	Users should be able to submit adopt request for the listed animal	10/28/21	10/29/21	1
QA & Testing	Perform QA and testing of developed modules	Perform QA and testing of developed modules	10/30/21	11/01/21	3
Sprint Demo	Conduct a sprint demo for required stakeholders	Conduct a sprint demo for required stakeholders	11/03/21	11/4/21	1
Sprint Retrospective	Assess and learn what went right and wrong in the sprint retrospective	Assess and learn what went right and wrong in the sprint retrospective	11/05/21	11/06/21	1

SPRINT	TASK NAME	DESCRIPTION	START	FINISH	DURATION (DAYS)
Sprint 1	Sprint Grooming	Identify the stories to be part of this sprint	11/01/21	11/02/21	1
Develop Feature 1.1	Display profile of animals with similar breeds to users	Display profile of animals with similar breeds to users	11/03/21	11/04/21	2
Develop Feature 1.2	Allow users to schedule play dates with selected animal profile	Allow users to schedule play dates with selected animal profile	11/03/21	11/04/21	2
Develop Feature 2	Perform QA and testing of developed modules	Perform QA and testing of developed modules	11/05/21	11/06/21	1
QA & Testing	Conduct a sprint demo for required stakeholders	Conduct a sprint demo for required stakeholders	11/07/21	11/08/21	1
Sprint Demo	Conduct a sprint demo for required stakeholders	Conduct a sprint demo for required stakeholders	11/09/21	11/10/21	1
Sprint Retrospective	Assess and learn what went right and wrong in the sprint retrospective	Assess and learn what went right and wrong in the sprint retrospective	11/11/21	11/12/21	1



## Sprint 1 Detail (10/20/21 - 11/06/21)

Feature 1 : Volunteers should be able to update information and upload pictures of the animal into the portal and registered users should be able to access it.

Feature 2 : Registered users should be able to submit the adopt request through the system.

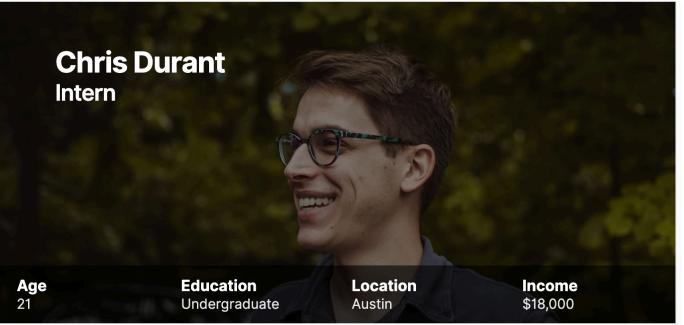
ID	User Story	Acceptance Criteria	Story Points	Priority
1.1	As a Volunteer of the system, I want to be able to update my information and upload pictures of the animal into the portal.	1. Able to establish connectivity with AggieConnect web portal 2. Able to login to the volunteer account	5	HIGH
1.2	As a user of the system, I want to be able to access the animal profile and update the information on the portal.	3. Able to update information and images of an animal into the portal	3	HIGH
2	As a user of the system, I want to be able to submit the adopt request for the animal profile selected so that I can adopt the animal of my liking.	1. User should be able to option browse through the listed animal profiles. 2. Registered users should be able to submit the adopt request for the animal profile that is selected.	4	HIGH

# Product Name, Vision, and Goal

- ▶ Product Name : Aggieland Humane Society Portal (AggieConnect).
- ▶ Vision : AHS web portal will be a system that provides a virtual platform to carry out day-to-day operations for Aggieland Humane Society.
- ▶ Goal : The goal of this product is to be a one stop solution (web) for all the digital needs of the organization ranging from managing adoptions and donations, recruiting and scheduling Interns, volunteers, employees and events. The system will help modernize the organization and enhance the operational efficiency.

# Product Success Metrics

- ▶ Achieve more than 95% Adoption Rate annually
- ▶ Reduce the kill rate to less than 5% over next six months
- ▶ Bring down the animal surrender rate to less than 10% through outreach
- ▶ Integration with QuickBooks Accounting System
- ▶ Enable payments via e-Checks, Digital Wallets (GooglePay, ApplePay), Domestic and International Wire Transfer
- ▶ Quick request logging through the online portal instead of Email, Call, Physical Form or In person visits
- ▶ A Dashboard to track the interest and gauge the expertise of Volunteers and Interns
- ▶ Ability to schedule Interns, Volunteers, Employees, Virtual fairs and Fundraisers.



**Chris Durant**  
Intern

<b>Age</b> 21	<b>Education</b> Undergraduate	<b>Location</b> Austin	<b>Income</b> \$18,000
------------------	-----------------------------------	---------------------------	---------------------------

#### 💬 Quote

"It is our moral and civic duty to give back to the society in whatever way possible."

#### 📖 Story

Chris is a passionate animal lover and he wants to turn this love into a rewarding career as a Veterinary Technician (Vet Tech). He is looking for the opportunity to connect with the like minded individuals and gain hands-on experience through a relevant internship. He is keen on learning and gaining practical knowledge about the field under the guidance of seasoned veterinarians.

#### 🎯 Goals

- Emergency First-Aid Facilitation
- Educating Volunteers, Animal Adopters and Staff
- Taking X-Rays, Collecting Blood Samples and Specimens, Performing Lab Procedures, Documenting Findings and Assisting in Research

#### 😢 Frustrations

- Poor care provided to the adopted animals
- Lack of awareness amongst the people about the adoption
- Lack of funds, infrastructure, recognition and focus to this sector

#### ↗ Motivators

- Animal Lover
- Social Interactions
- Meaningful Work

Persona 1 :  
Intern



#### 💬 Quote

"Animals know the way to your heart without speaking a word."

#### 📖 Story

Ching is a Software Developer with the T-Systems, a firm based in Dallas. She loves to hangout with animals more than humans. She's an extrovert and likes to spend weekend evenings in the dog park. Ching loves music and collects stamps as a hobby. She often travels and collect souvenirs of the respective places. She's tech-savvy and super ambitious in life.

#### 🎯 Goals

- Find engaging animal fairs
- Network with Animal Lovers
- Join Animal Adopters Community

#### 😢 Frustrations

- Unable to visit Animal Shelter due to COVID-19
- Bored at home due to the remote work
- Making payments through physical checks

#### ↗️ Motivators

- Taking care of animals
- Learning more about animal behaviour and biology
- Meeting new people

# Persona 2 : Adopter



**Adam Blackwood**

Donor

**Age**  
48

**Education**  
Graduate

**Location**  
Houston

**Income**  
\$220,000

#### 💬 Quote

"I want to make this World a better place for everyone, starting with the ones who speak with their eyes and have been co-existing with humans for centuries."

#### 📄 Story

Adam is a senior project manager with the leading petrochemical company situated in the Southern part of the USA. He is known for his charitable initiatives and is an active philanthropist. He enjoys an evening walk and starts his mornings with yoga and a black coffee. He likes to paint in his spare time and spends time with his two grand daughters on weekends.

#### 🎯 Goals

- Creating Infrastructure for the treatment of the animals
- Encouraging more people to donate to the welfare of animals
- Drafting efficient policies around animal adoption and shelters

#### 😢 Frustrations

- Funds not being utilised judiciously by the shelter Management
- Government turning a blind eye to the Animal well-being
- Lack of participation in the Animal Adoption fairs from the young population

#### ↗️ Motivators

- Personal Satisfaction
- Contributing to the rare cause of animal welfare
- Seeing and feeling the love and warmth of the animals at the shelter

Persona 3 :  
Donor

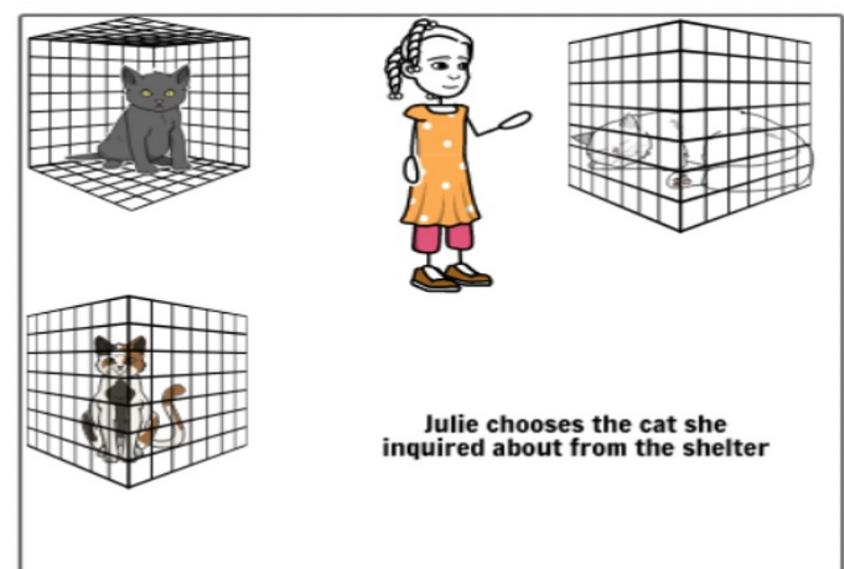
# Storyboard



Julie's mom visits [aggielandhumane.org](http://aggielandhumane.org) And books an online appointment

1 IN 3 PETS WILL GET LOST DURING THEIR LIFETIME.  
LEARN MORE ABOUT MICROCHIPPING!

BARK LEADER  
WHO WILL BE THE HEAD BARK LEADER?  
DONATE NOW



Julie's mom makes an online payment for the adoption

Adoption Fee Payment

Select a Pet

Enter Adopter Details

Payment

Credit Card

Debit Card

Paypal

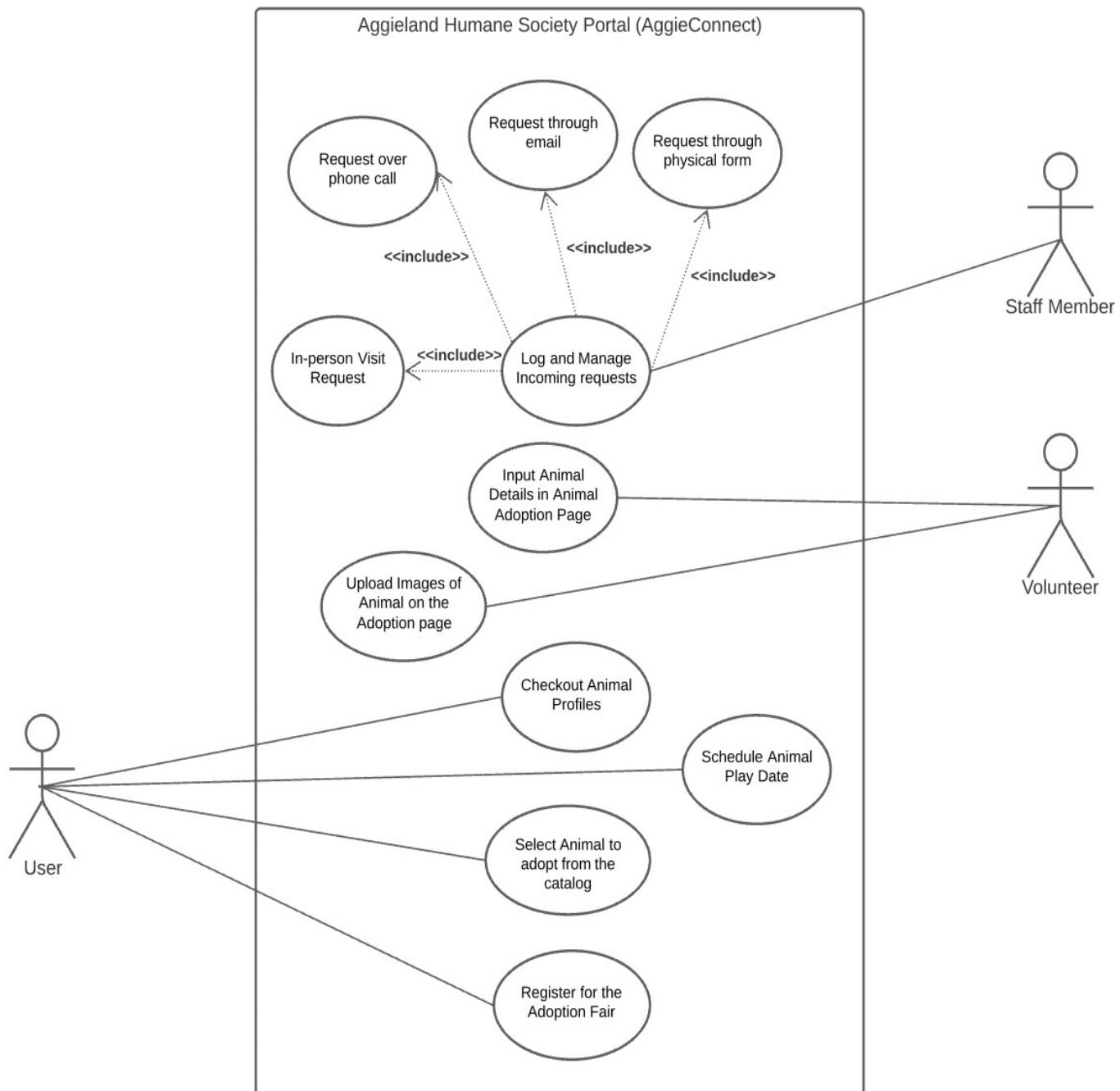
VISA

MasterCard

Discover



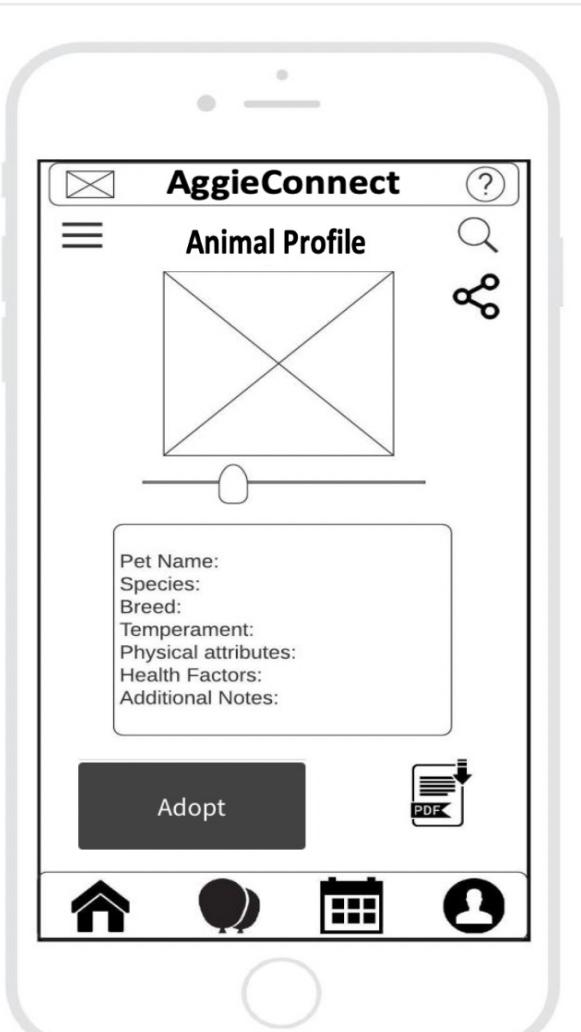
## Aggieland Humane Society Use Case Diagram



# Use-Case Diagram

## Wireframe 1:

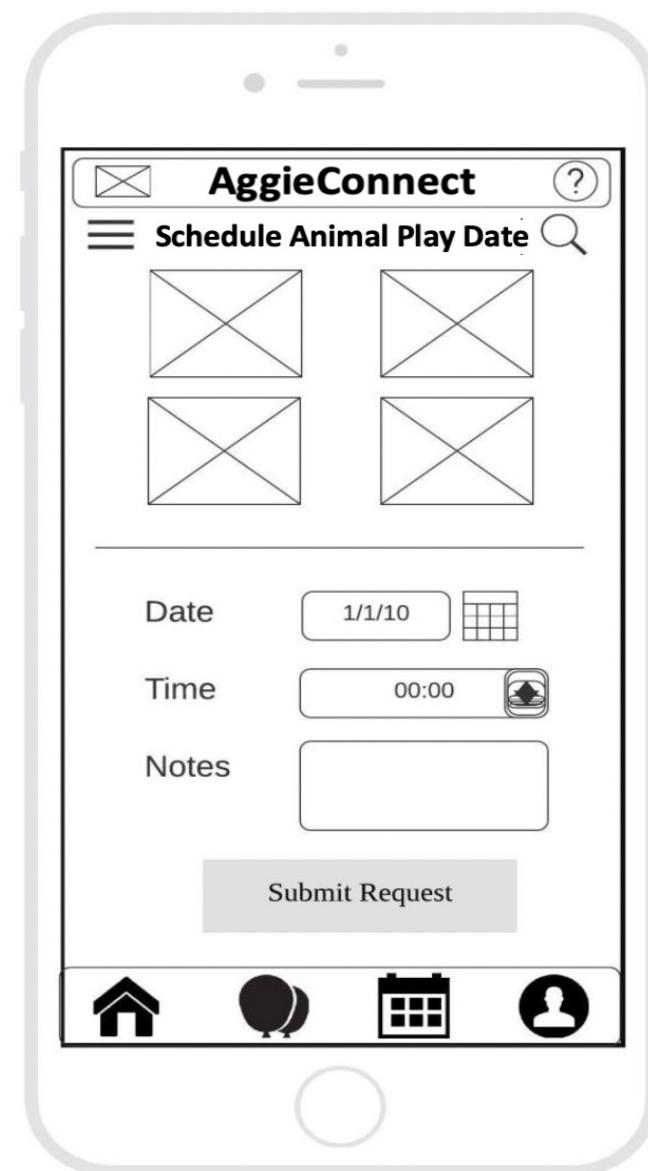
Registered User can view the Animal profile page. Here, the user can get basic information and various other attributes related to the listed animal along with the latest image of the animal. Users also have the option to share page link in the top right. Users can download the webpage as PDF and also place the adopt request.



# Wireframes

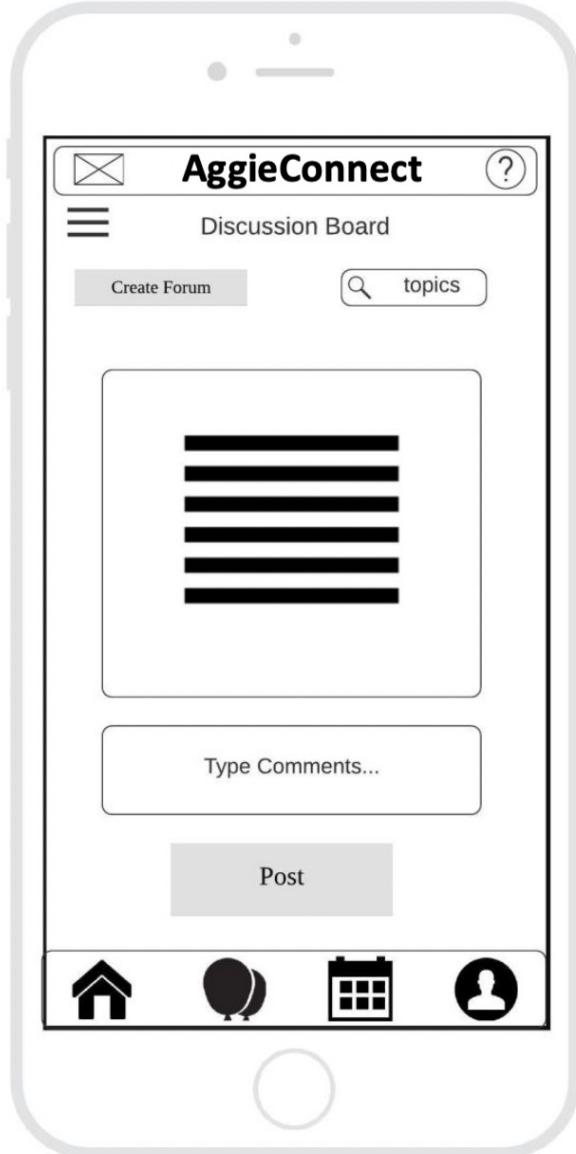
## Wireframe 2 :

Registered user can also see similar breed animals and can select one of the listed. Post selection, they can schedule an animal play date to interact with the animal (before taking the adoption decision). Date, Time and Additional note needs to be specified to place the animal play date request.



### Wireframe 3 :

The Discussion board lets the registered User discuss several topics and issues with the fellow users to create a vibrant community. The user can create new forums or search for an existing topic. All the registered users are allowed to post comments to any thread.



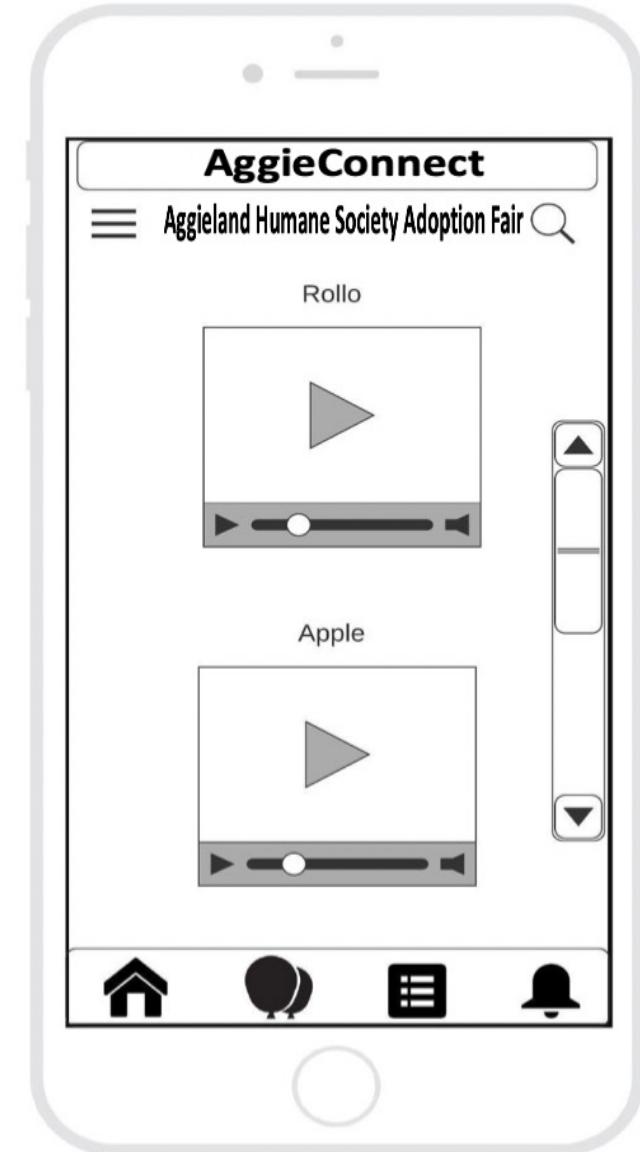
## Wireframe 4 :

Users can also register for the Aggieland Humane Society Adoption fair by providing their Name, Email and Phone number details.



## Wireframe 5 :

After registering for the adoption fair,  
Users can click on the banners and view  
the video clips of the animals participating  
in the fair and are available for adoption.



# Epic

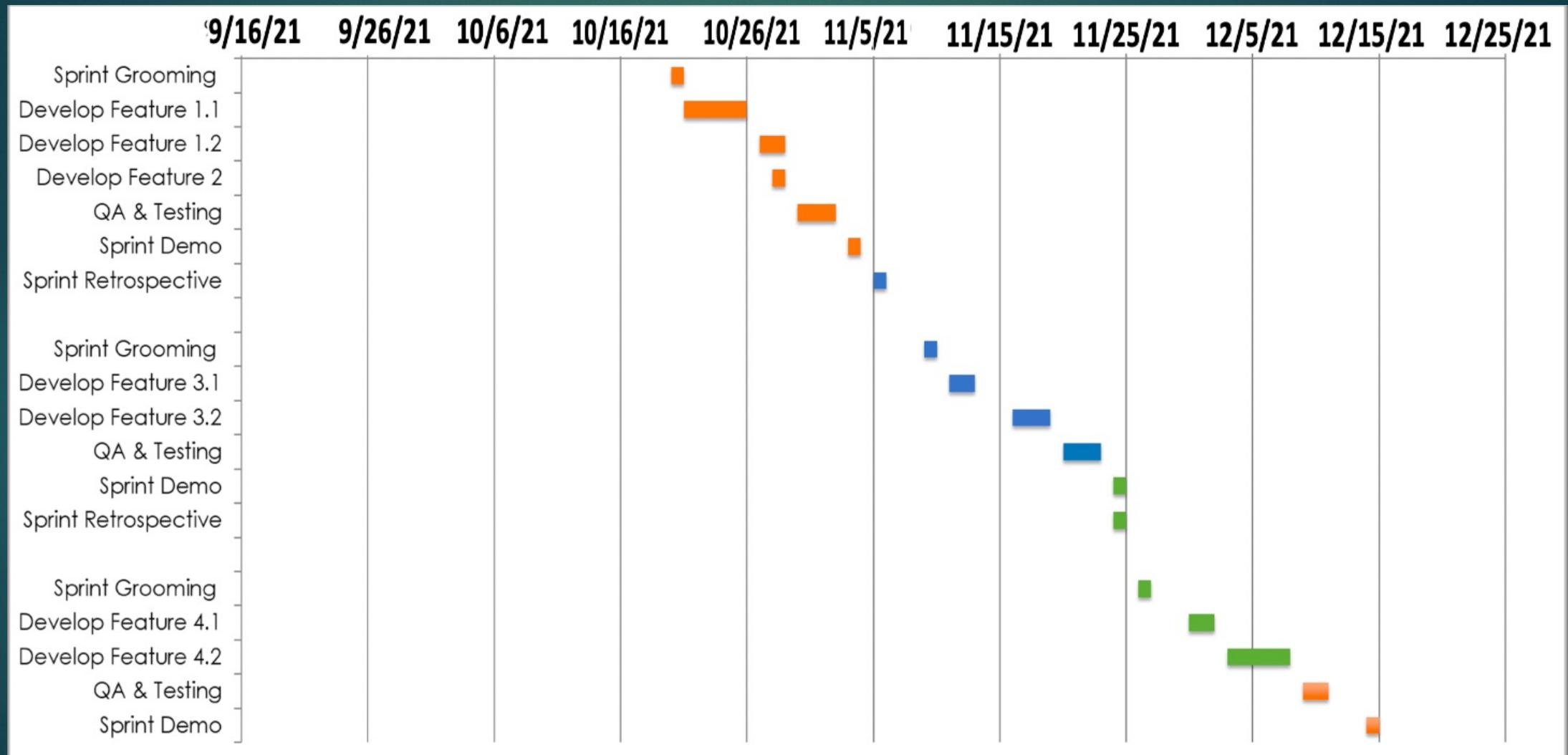
Build Aggieland Humane Society New Integrated System to manage adoptions, donations, Volunteers, Interns, Employees, Events, Fairs and Fundraisers to achieve operational excellence.

- ▶ Feature 1 : Volunteers should be able to update information and upload pictures of the animal into the portal and registered users should be able to access it.
- ▶ Feature 2 : Registered users should be able to submit the adopt request through the system
- ▶ Feature 3 : Display profile of similar breeds of animal to users and allow them schedule a play date with the listed animals.
- ▶ Feature 4 : Develop the Discussion board for the users to discuss topics and issues.
- ▶ Feature 5 : Registered Users should be able to further register for the Adoption Fair.

# Sprint Planning

SPRINT	TASK NAME	DESCRIPTION	START	FINISH	DURATION (DAYS)
Sprint 1	Sprint Grooming	Identify the stories to be part of this sprint	10/20/21	10/21/21	1
	Develop Feature 1.1	Volunteers can upload animal profile picture and update their information on the AggieConnect Portal as an adoption listing	10/21/21	10/26/21	5
	Develop Feature 1.2	Once uploaded successfully, users should be able to access the listed animal profiles with the relevant information and images.	10/27/21	10/29/21	2
	Develop Feature 2	Users should be able to submit adopt request for the listed animal.	10/28/21	10/29/21	1
	QA & Testing	Perform QA and testing of developed modules	10/30/21	11/2/21	3
	Sprint Demo	Conduct a sprint demo for required stakeholders	11/3/21	11/4/21	1
	Sprint Retrospective	Assess and learn what went right and wrong in the sprint retrospective	11/5/21	11/6/21	1
Sprint 2	Sprint Grooming	Identify the stories to be part of this sprint	11/9/21	11/10/21	1
	Develop Feature 3.1	Display profile of animals with similar breeds to users	11/11/21	11/13/21	2
	Develop Feature 3.2	Allow users to schedule play dates with selected animal profile	11/16/21	11/19/21	3
	QA & Testing	Perform QA and testing of developed modules	11/20/21	11/23/21	3
	Sprint Demo	Conduct a sprint demo for required stakeholders	11/24/21	11/25/21	1
	Sprint Retrospective	Assess and learn what went right and wrong in the sprint retrospective	11/24/21	11/25/21	1
Sprint 3	Sprint Grooming	Identify the stories to be part of this sprint	11/26/21	11/27/21	1
	Develop Feature 4.1	Develop the Discussion Forum for users to discuss topics	11/30/21	12/2/21	2
	Develop Feature 4.2	Adding search and comment functionality on existing discussion threads	12/3/21	12/8/21	5
	QA & Testing	Perform QA and testing of developed modules	12/9/21	12/11/21	2
	Sprint Demo	Conduct a sprint demo with required stakeholders	12/14/21	12/15/21	1
	Sprint Retrospective	Assess and learn what went right and wrong in the sprint retrospective	12/14/21	12/15/21	1

# Sprint Planning



# Sprint 1 Detail (10/20/21 - 11/06/21)

Feature 1 : Volunteers should be able to update information and upload pictures of the animal into the portal and registered users should be able to access it.

Feature 2 : Registered users should be able to submit the adopt request through the system.

ID	User Story	Acceptance Criteria	Story Points	Priority
1.1	As a Volunteer of the system, I want to upload the images and update the information of the animal into the AggieConnect portal so that it will show up in the adoption listing	1.Able to establish connectivity with AggieConnect web portal 2.Able to login to the volunteer account. 3.Able to update information and images of an animal into the portal	5	HIGH
1.2	As a user of the system, I want to be able to access the animal profiles so that I can make an informed decision on the adoption.	1. User should be able to connect to the AggieConnect web portal. 2. Animal Information and Images added should be visible to the registered user.	3	HIGH
2	As a user of the system, I want to be able to submit the adopt request for the animal profile I selected so that I can adopt the animal of my liking.	1. User should have an option browse through the listed animal profiles. 2. User should be able to submit the adopt request for the animal profile that is selected.	4	HIGH