



Pets

Project Overview

A platform for us to find and adopt pets and to take better care of them.

Pets are very important part of our lives, they provide us with loyalty, companionship, love, and affection, as well as the many physical and mental benefits. They can make our lives feel fuller and happier than ever, teaching us and making us happier and better without even knowing it. The love of an animal is unconditional.

This is my way of returning the love.

Problem Statement

Hundreds if not thousands of gift pets are put down each year, mostly because their owners don't know how to look after them or didn't really want them in the first place.

Stray animals are abandoned by irresponsible owners.

#When pets are abandoned/lost and become stray animals, most pets are not been neutered. Thus, natural breeding in the wild could increase the population of stray animals.

#Some of these pets have been through traumatic situations both physically and mentally, so it's up to the caring and dedicated staff members to help these poor souls regain their health and their trust.

#However, with soaring pet populations, many rescue organizations are overcrowded and underfunded. This makes their jobs much more difficult.

#Millions of cats and dogs continue to be euthanized every year because there are no homes for them.

So this app will help everyone to find pets that you can adopt and to take care of them.

Target Profiles

1. Male/Female
2. Age 15-75
3. Occupation-Students/professionals/home-maker/senior-citizens
4. technical expertise-average.

User Interview

	Questions Asked	Deepshika,Student,23	Aniket,19,Student	Reetika,24, Student	akshita sharma, 16,student	anand, 24, working professional	vandit, 24, working professional
1	what is your most favorite pet? why?	Mouse, cuteness, portable	pigeon.they doesn't need to be caged. Loyal always comes back	dog.cute,loyal,can help with your work,connection	dog.intelligent	Siberian Husky, game of thrones	rabbit,cute,loyal than humans
2	what are your motivations for buying a pet	better than humans, no one helps them, innocent, loyal, trust worthy	it feels good to care for them to feed them.	shok , and fun to have a pet..	for fun and to have someone around	to have someone for the emotional support and to counter loneliness	just found it in the wild
3	what kind of things you look for before adopting pets	nothing , I love helping animals who are in need	breeds of the pets. To look for their information	anyone in need of help and shelter		their breed their needs and all	if they are docile and vaccinated
4	what kind of pets you had until now?	Squirrel, rabbit, fish, pigeon, cat, tortoise, mouse..	pigeon, dog, fish, goat, cow	parrot, rabbit, white mouse, tortoise.	parrot, rabbit, fish.	dog	rabbit,tortise and dog
5	where did you get those pets	pet shops,from wild	pet shop.	in wild	from shop , and from wild	pet shop	in the wild and gifted
6	have you ever looked for a pet online	no	yes,olx	yes,instagram.	no	yes	no
7	how did you learn to take care of them?	internet research, by myself	from friends	learning while on the go, and asking other persons with same pets	by listening to grand parents and other people and internet	from internet research	from friends and grand parents
8	what are the biggest challenges of having a pet?	society don't accept them,you cant take them anywhere, you cant leave them alone ...no doctor for them	to clean for them. If not cleaned they become sick. They have to be care like a small baby	to clean up their mess,and to save them from other animals.	cleanliness,. Ghr ka satyanash	to take care of them in sickness.	to take care of them ,cleanliness
9	what would you do if you get a pet and then you feel that you dont have enough time to take care of it or you get just tired of doing all the things for it.	to give them to someone who loves pets , or to give it to shelter	to free them into the wild	to give them to other relative who want them.	to give it to some friend who is worthy of it.	will sell it to some friend who is in need of having a pet	to leave it in the wild
10	what are challenges you are facing while adopting or finding a pet ?	none	they can be aggressive when they are new. You have to know them very good	none	none	I have to be sure that the pets are none vaccinated and are docile and can be a part of family.	

Persona

Vandit Bhatt



Age: 24

Work: quality analyst

Family: Single

Location: udaipur, rajasthan

Character: The Computer Nerd

"Pets are more loyal than humans."

Friendly

Clever

Motivations

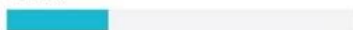
Fear



Power



Social



Bio

Vandit has been working as a quality analyst for the past two years and is very interested in adopting pets. He likes to have pets because he gets lonely sometimes and having pets helps him cheer up and also he likes to play with them, and he thinks they are more trustworthy than humans. He keeps on buying different kinds of pets. He doesn't have many friends. He has completed his Btech in 2016 from computer science. He is very tech-savvy and enjoys helping others.

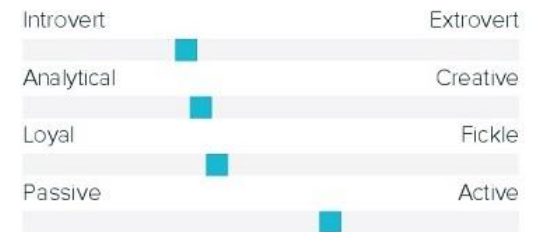
Goals

- to live life happily and cheerfully
- To have someone in life for the loneliness and depression who you can count on and who loves you unconditionally
- To set goals and see and make positive impacts on his life

Frustrations

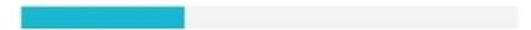
- very less time and very busy schedule
- depression
- loneliness.
- to take care of his pets and their cleanliness

Personality



Preferred Channels

Social Media



Mobile



Email



Traditional Ads



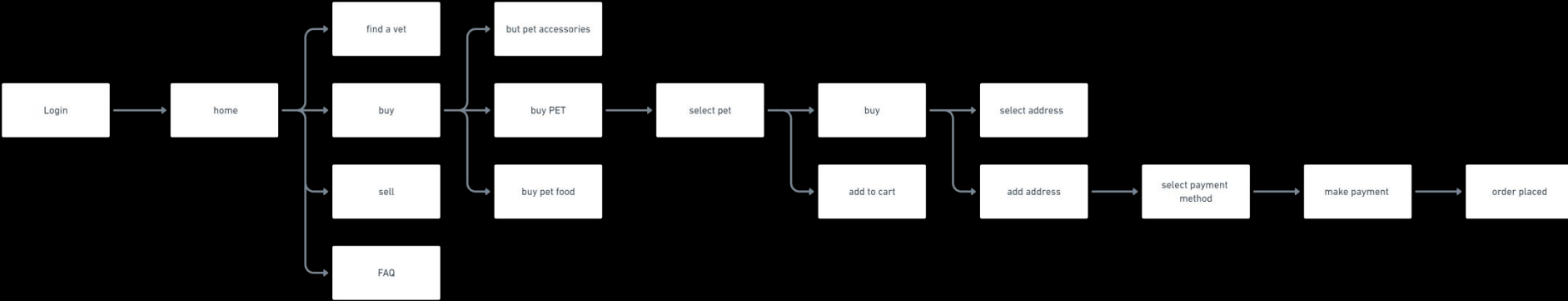
Brands



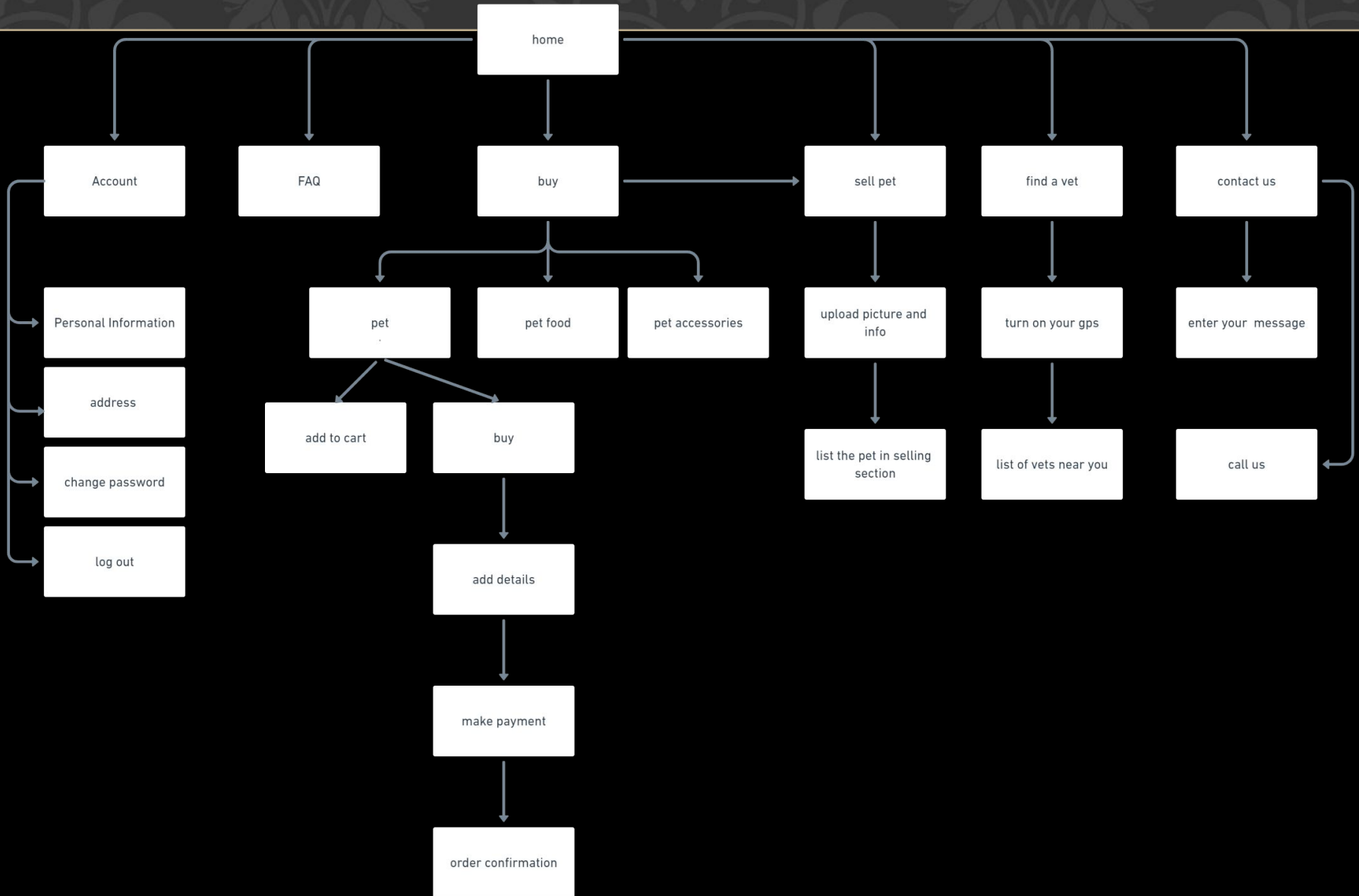
Scenario

- ❖ Vandit bhatt is a quality analyst at a private corporation. He has completed his B.Tech. from udaipur in computer science. He has recently rented a home for just himself alone. And he has always been a pet lover but could not buy because his family did not allow him. But now he is living alone and wants to adopt pets so that he would not feel alone. He searches for pets nearby but there isn't any reliable and authenticated source to buy them so that he could be sure that the pet is vaccinated and of proper breed and is not aggressive.
- ❖ Vandit bhatt earns an average amount of salary and he has bought a costly pet from his salary and now he feels like he doesn't have time to take care of the pet and wants to resell it to someone who can take better care of the pet. But he does not know whom to sell it to.
- ❖ Vandit bhatt has bought the pet he always wanted. But he does not have much time to go every other day to buy supplies for his pet. Because after coming from office he is very tired and can not go out again.

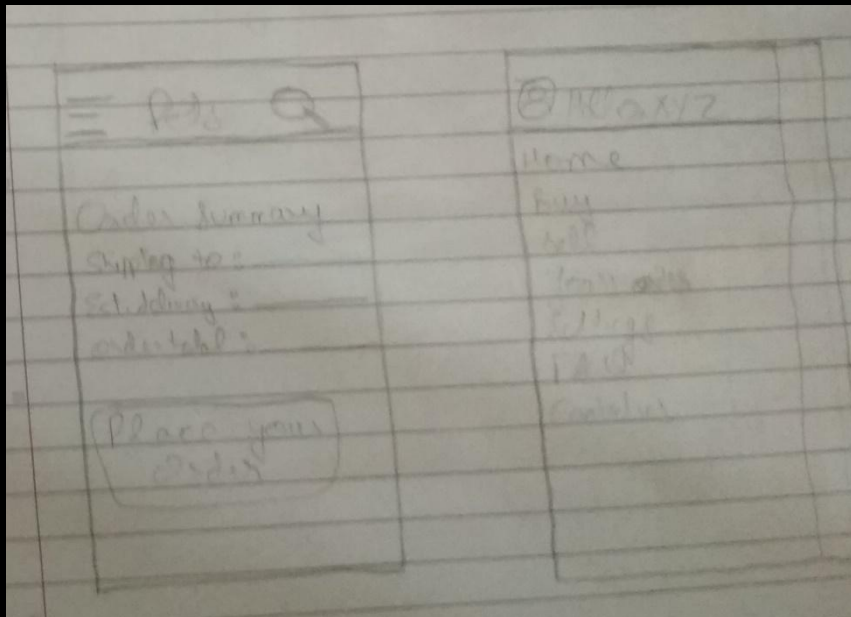
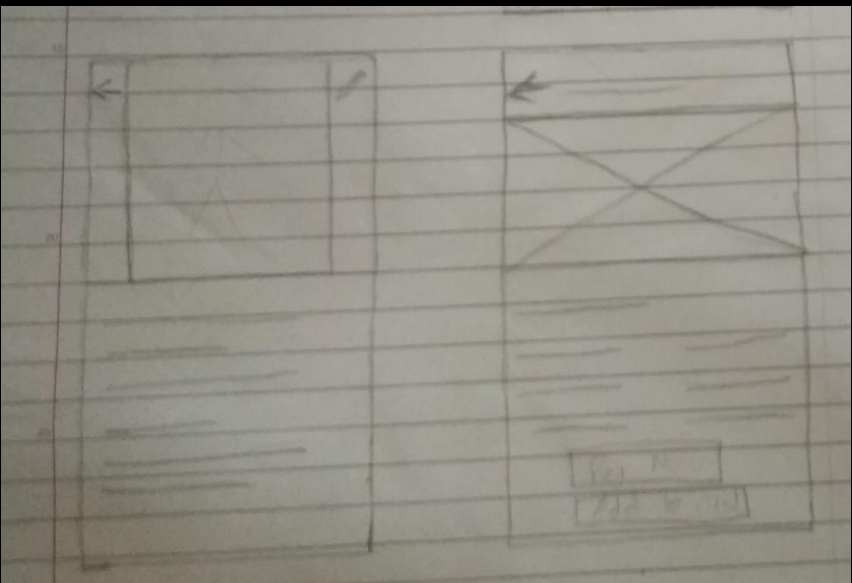
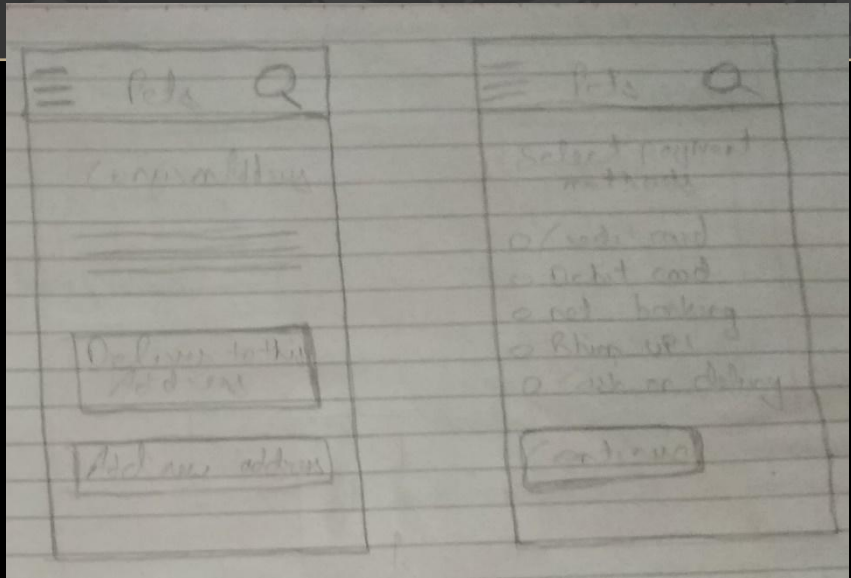
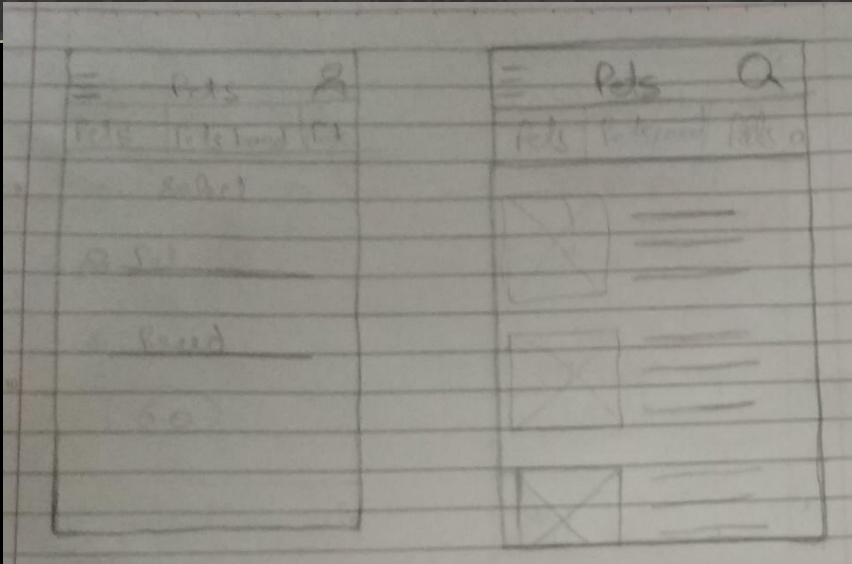
Task Flow



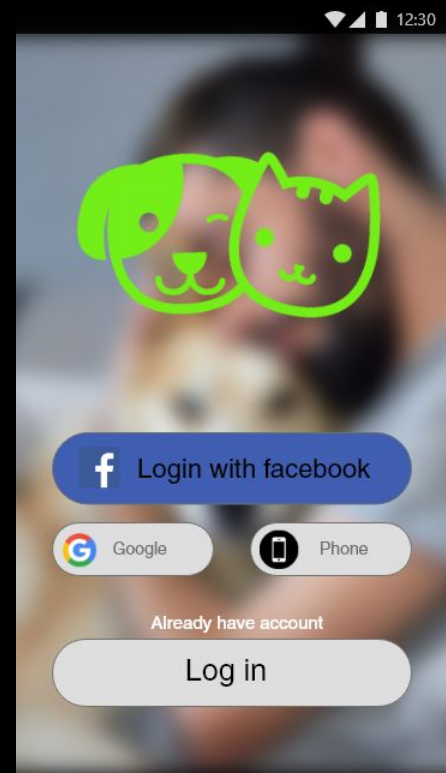
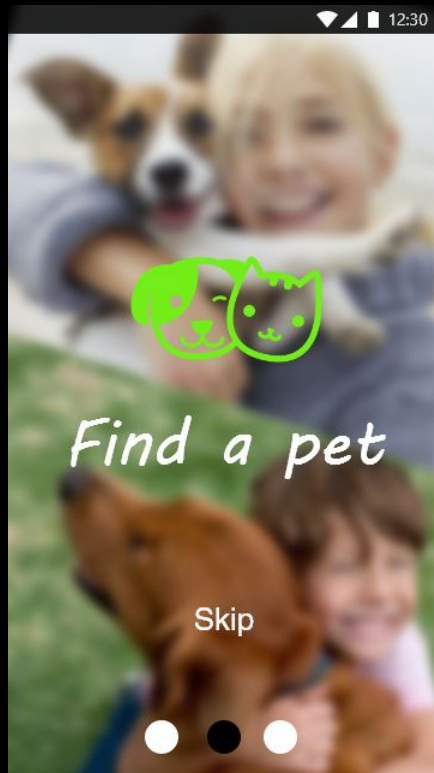
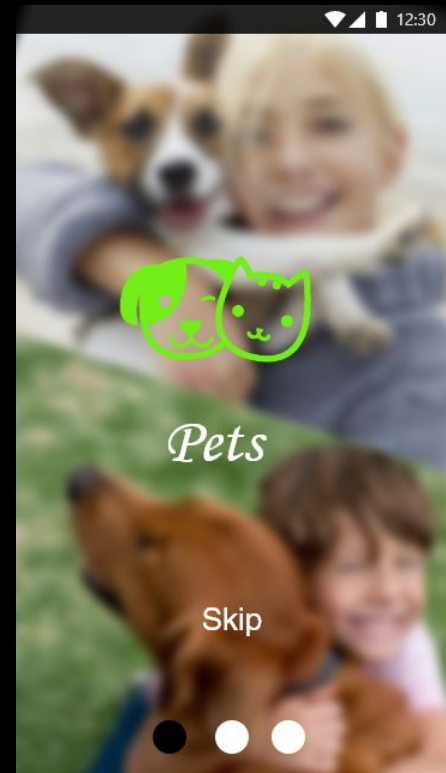
Information Architecture

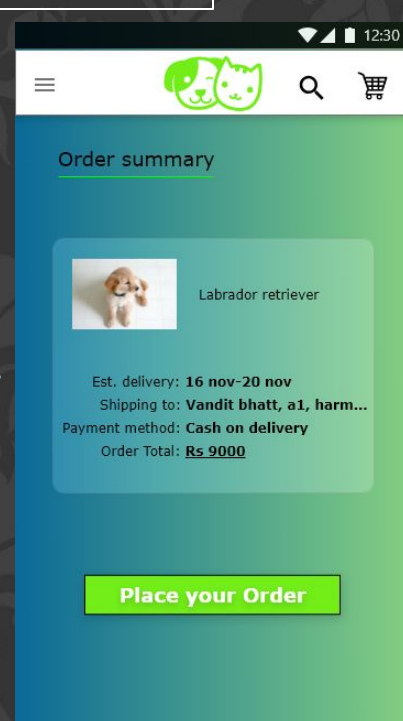
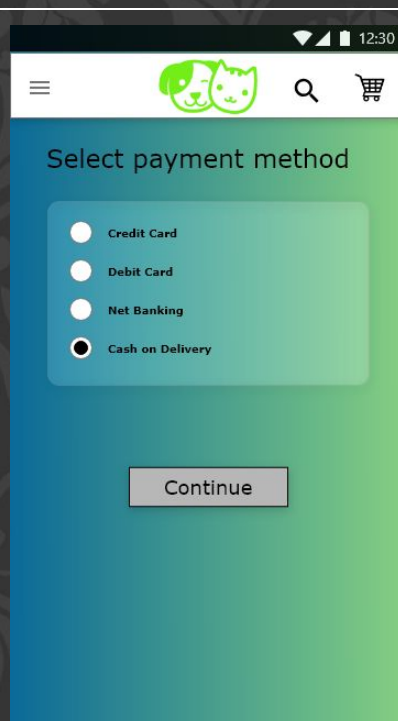
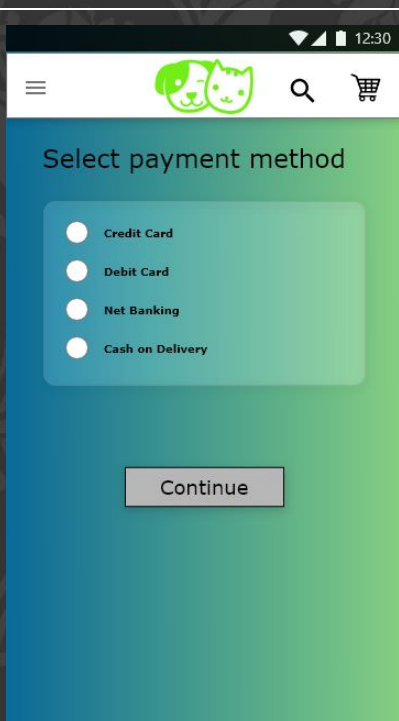
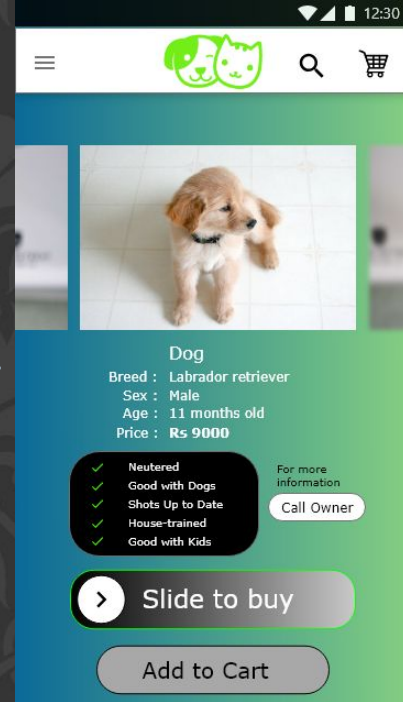
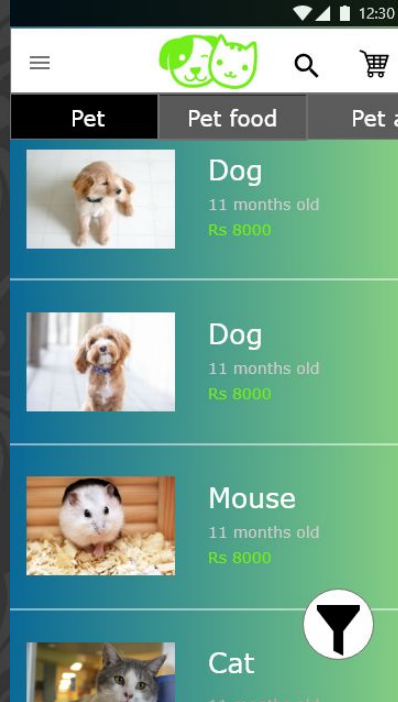
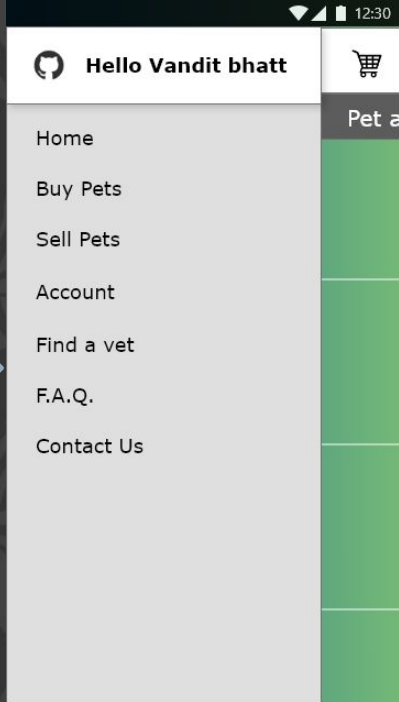
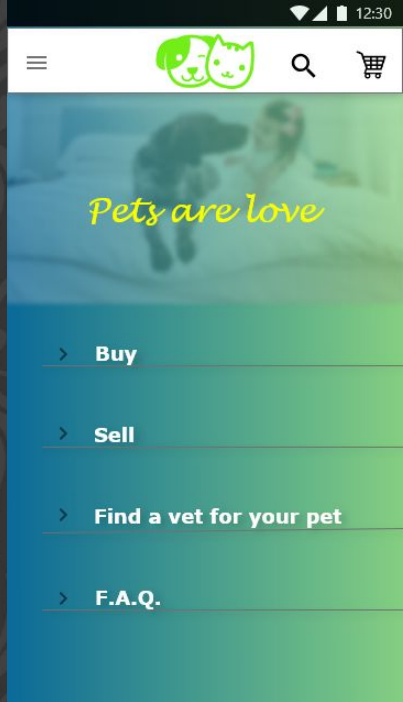


Low Fidelity Wireframes



Visual Designs





Thank You.

