

“ Adopt a stray pet instesd of buying one. ”

The functions of APP are mainly reflected in three aspects:

1. Users have reliable information to search before adopting stray animals.
2. The adoption of stray animals requires the identity authentication of the adopter. The whole process is convenient, safe and standardized.
3. After the adoption of stray animals, we can have integrated services for the follow-up life and medical care of stray dogs.



Background

1 Status of stray animals

With the increasing number of pets being kept, the number of abandoned dogs and cats is also increasing year by year. According to statistics, the number of stray animals worldwide is about 200 million, while the number of stray animals in China is 40 million, accounting for a quarter of the total number of stray animals world-wide.

Different countries have adopted different methods to deal with the surge of stray animals.



2 Reasons for the emergence of stray animals

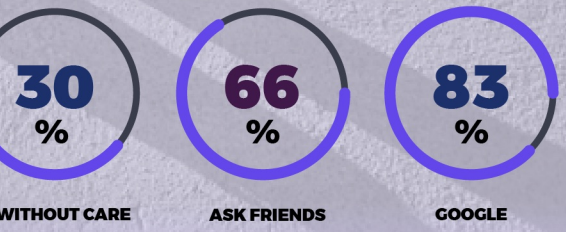
- (1) Abandonment by the owner poor education by himself, blaming the dog for being bad, personal interests and the dog come into conflict. Choose personal interest.
- (2) Lost pets no avenue to find lost pets.
- (3) High breeding capacity large numbers, no funds & awareness for neutering.

3 Reasons for discarding pets

More and more people keep pets, often by purchasing. However, because of work or less pet raising experience, it is very common for pets to get sick or have no time to take care of and discard pets after purchase.



4 Cognition of pet treatment channels



Marketing Research

Pet Mall 60%



CONCLUSION: After investigating 68 pet apps and analyzing 28 mainstream pet apps in detail, I found that most of them are mainly for selling pet products or for families with pets.

Pet Care 27%



Pet Adoption



Marketing Gap

Through the market research on pet apps, I found that there are few apps for the whole process of pet adoption services, most of which are for the purchase of pet supplies, pet purchase transactions, and pet adoption alone.

In addition, the purchase of pets does not require the certification of purchaser information, which means that there is no restriction on those who abandon pets or abandon pets.



Interview

Q: What do you think is the biggest problem facing the rescue shelter now?
A: There are so many stray animals here that we need to consume a huge amount of food every day and we need large donations from well-wishers to keep these animals alive.

Q: How many stray animals have been taken in at the rescue? How many animals have been adopted?
A: We have 600 animals waiting to be adopted at the Sanhao Rescue Centre, but very few people actually come to adopt them.

Q: What do you think is the reason for such a low adoption rate?
A: Obviously, our rescue shelter is located in the suburbs and few people know that they can adopt stray animals here.

Stray Animal Rescue Centre

GOALS

1. Publicize the homeless station and encourage adoption instead of purchase.
2. Hopes to simplify and standardize the placement procedures.
3. Hope more volunteers can help.

AGE: 71



Q: Have you ever used any pet apps?
A: I have downloaded some, but they are not very efficient and I deleted many of them. Most of the ones I use a lot are not specifically for pets.

Q: What do you do with pet apps?
A: I use different apps for different things. I often use TAQBAO to buy pet supplies, RED to learn about pets, and if my cat is not feeling well, I will use some search apps to find the cause of the illness, or use map apps to search for a nearby vet.

Q: If I wanted to redesign an app, what suggestions would you make for me?

A: I would like it to be more comprehensive and as easy and quick to use as possible.

GOALS

1. Popular science content for first-time pet owners.
2. There are consultation sections for different medical needs of pets.
3. There is a convenient section for purchasing pet daily necessities.

AGE: 26



People who adopt stray animal

Q: Where do you plan to adopt pet?
A: I searched many websites and apps before adopting and most of them seemed very informal, which discouraged me from filling in my personal information on these websites; there were also some organisations where you could only choose through photos and could not make an appointment to meet the pet you wanted to adopt, which discouraged people from adopting.

Q: Why don't you go to a professional stray animal rescue stations?
A: I have looked up the details of stray animal rescue stations on a map, and the information on the addresses is usually very vague and there is no contact number, so I am not sure if the address is correct and the rescue station is regular, so I have never been there.

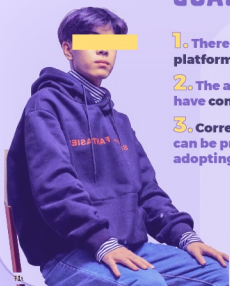
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GOALS

1. There are formal adoption platforms or channels.
2. The adopted stray pets have complete information.
3. Corresponding services can be provided after adopting stray pets.

AGE: 19



People who want to adopt stray animals

Frustrations

Stray Animal Rescue Centre

There are no good publicity techniques to attract people to come and adopt from the animal shelter.

Rescue station needs large donations.

The Puppet Master

There is no comprehensive app that combines all of your pet's needs.

Adopter

Want to be able to meet the small animal ready for adoption.

Don't know through what means you can adopt formally and efficiently.

Insights

1. Improve the donation and material donation board to encourage support for the healthy development of the relief station.
2. Improve the stray adoption section and formalise adoptions.
3. Help stray animal rescue stations find more adopters through the APP.

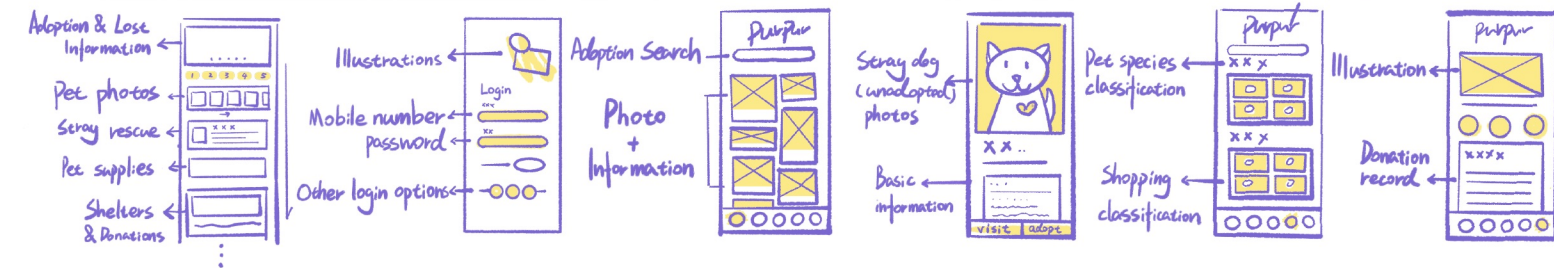
1. Systematic improvement of APP, clear steps, issuance of relevant formal certificates to increase APP trust
2. the stray adoption section needs to have an appointment for the applicant to meet with the animal of his choice
3. cooperate with pet rescue stations to improve rescue information

1. The need to highlight the pet-focused exclusivity of the promotional app.
2. A fully functional and comprehensive APP that integrates many aspects of a pet's daily needs.
3. intuitive and easy to use.

In



Sketch

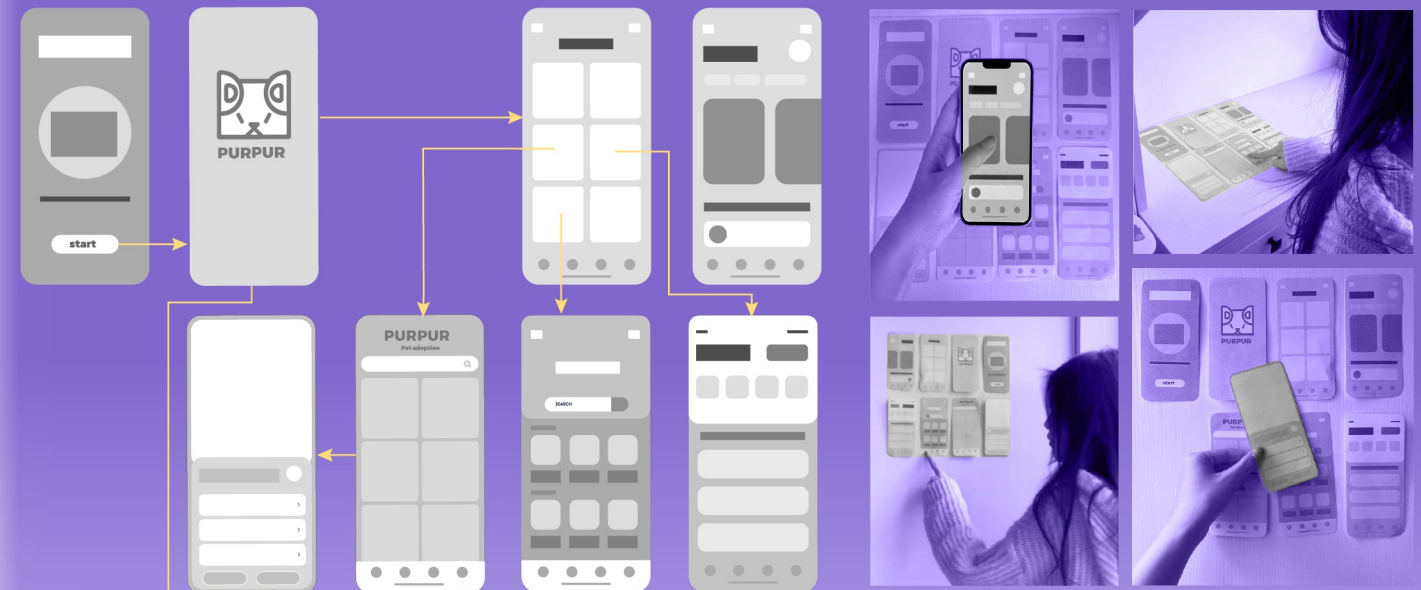


Comparison

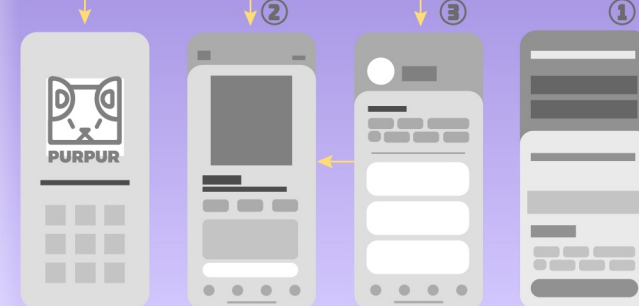
Compare the experience difference of users in the whole process of pet adoption before and after using PURPUR.



Flow Model — — — — — **Usability Test**



Interface Optimization



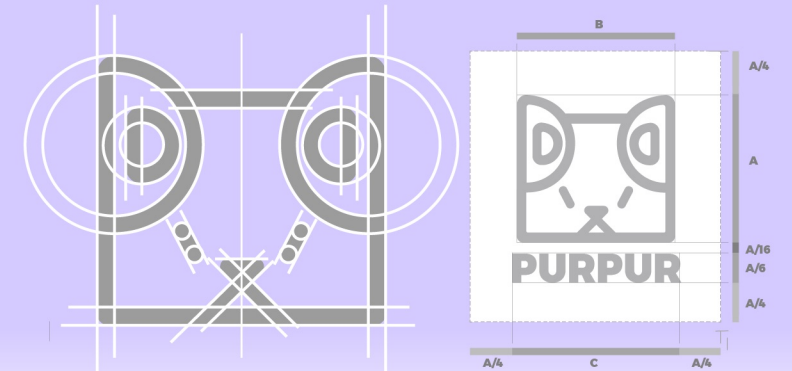
Conclusion

- 1** The personal section lacks the identity of the owner and the identification of the pet, which could lead to the risk of the pet being abandoned twice.
- 2** In the adoption section, the interface has been enriched according to the individual needs of the user for the pet.
- 3** The shopping section enriches and categorises the information required by pets for living, grooming and medical care.

Logo Sketch



Standard Drafting



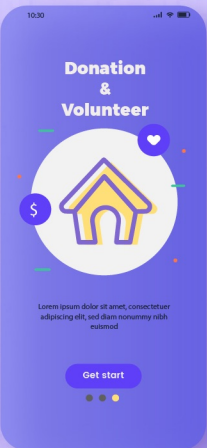
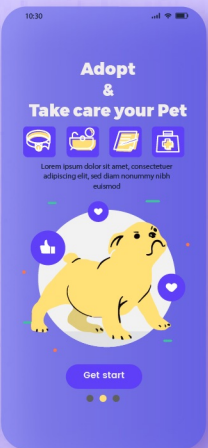
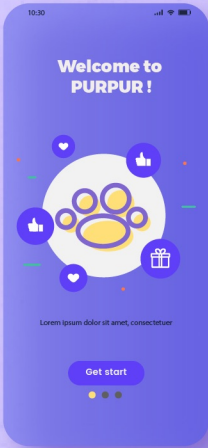
High Fidelity Prototype



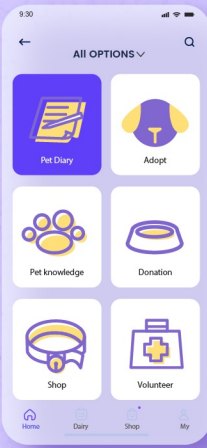
Splash



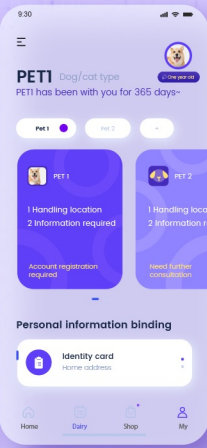
Walk Though



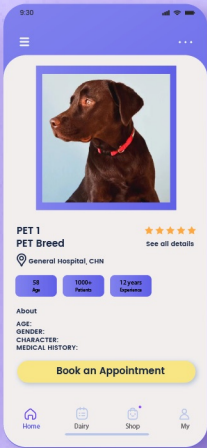
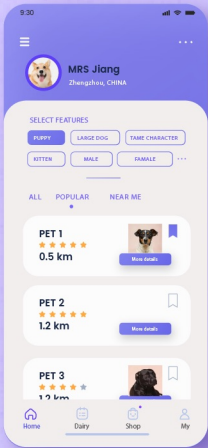
Home



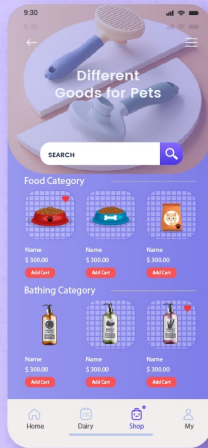
Personal Center



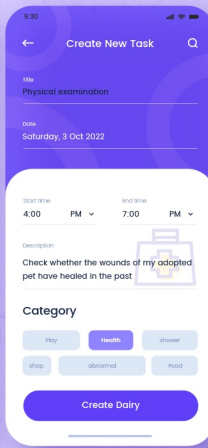
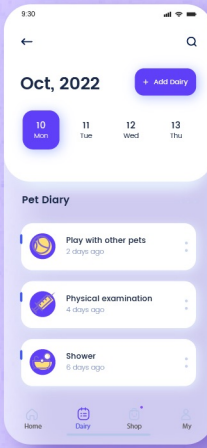
Adoption Interface



Online Mart



Pet Diary Interface



Peripheral Design

