

Main

Problem Statement

Pet care information is often recorded across physical documents or multiple digital notes. One of the biggest consequences of these issues is the critical data can be lost or miscommunicated whenever a pet transfers care or ownership.

Commons situation when this happens:

1. Large amount of pets causing confusion and mismanagement in pet shelter
2. Neglection by owner, losing important files and data
3. Lack of communication / miscommunication between pet owners and carer

The lack of centralization of pet data leads to inconsistent care, missed medication and stress to pets, shelter, owners and caretakers.

Target Market & Demographics

1. Pet owners/adopter

Individuals or families looking to adopt pets from shelters or transfer ownership.

2. Pet shelter

Organizations often have limited resources but handle high volumes of data.

- User Need
- Pain & Gain
- Study competitors
- User persona
- User journey map
- Ideation
- How Might We...
- Goal statement
- Might Should Could Would
- Lo-Fi prototype
- Hi-Fi prototype
- Usability testing
- Effectiveness & Satisfaction

Contextual Research

Current Methodology

To analyze the current method in storing and organizing pet's data

Physical Copy

Some practices have paper records and have basic templates that veterinarians fill out for each visit. These templates vary based on form use and appointment type, along with areas for you to write in any other information including vaccination records, diagnosis, treatment plans, etc.

Pet owners sometimes keep hard copies of veterinary records, receipts, and other important documents, in one central location, enabling quick retrieval. Although not as instantly accessible as digital records, physical files provide a hands-on and tangible way to sift through a pet's history and can be especially handy in areas with limited internet access.

Physical information storage of pet data should include emergency contacts, identification documents, past medical records, and dietary instructions for when the owner is not around in the event of an emergency or when leaving their pet to a guardian. Being as specific as possible is encouraged.

Advantages:

- Easy to use with little to no training
- No need for computers or a practice management system.

Disadvantages:

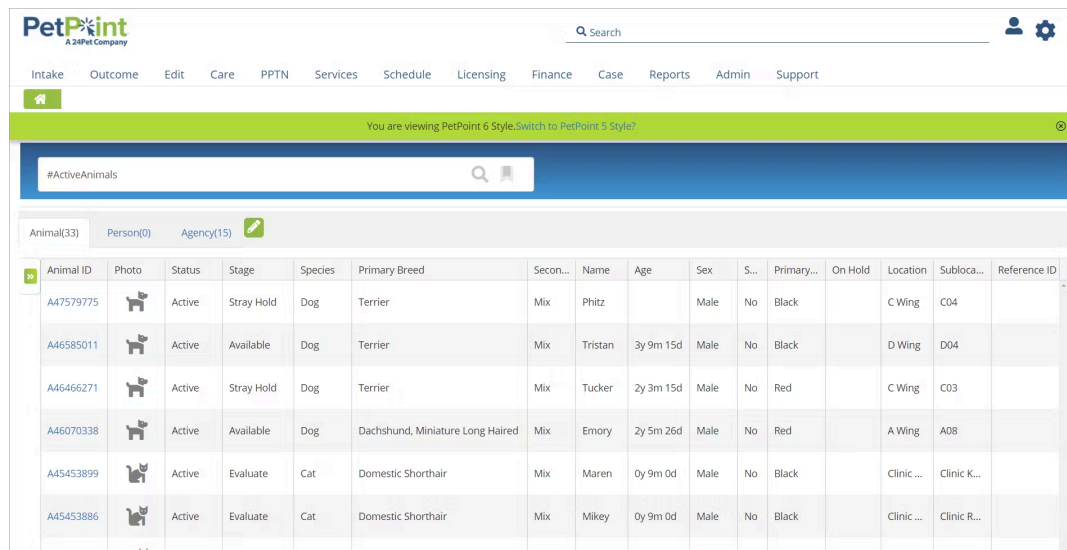
- Hand written records can be harder to read.
- Can easily be lost or damaged.
- Harder to have backups of information.
- Difficult to share with other vets and shelters if necessary.

Digital Copy

1. PetPoint

PetPoint is a cloud-based data management platform for pet owners and veterinary staff. The company offers a lost pet service program, a microchip registry, and direct connect services to help reunite families with their pets. It helps manage pet information such as species, breed, age, name, status, etc.

PetPoint has a strong integration with 24PetWatch Microchip Registry, which is a device linked to the owner's contact information. It offers robust reporting (200+ reports) and adoption tracking.



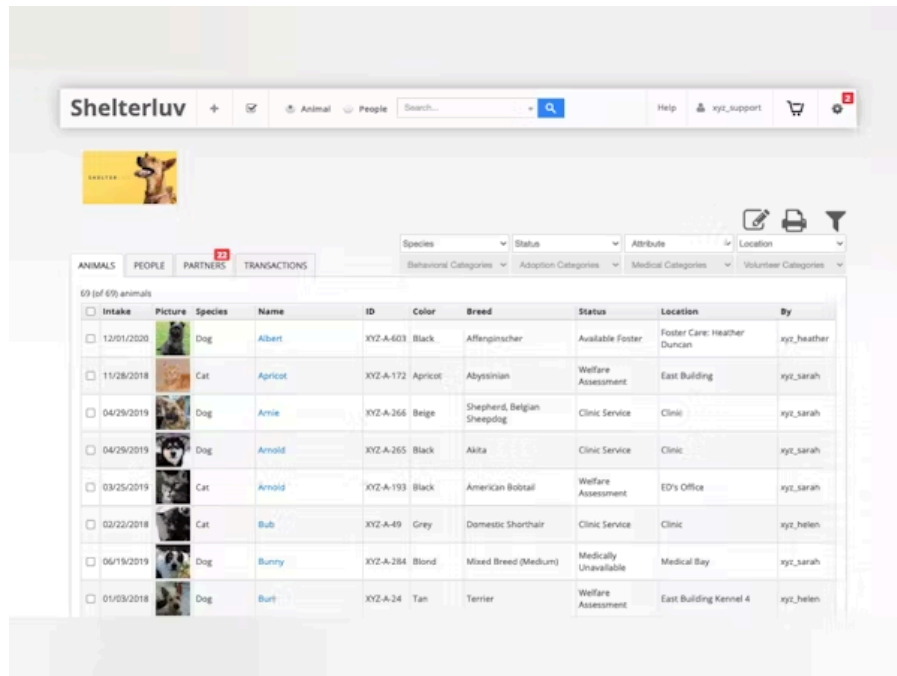
The screenshot shows the PetPoint software interface. At the top, there's a navigation bar with links like Intake, Outcome, Edit, Care, PPTN, Services, Schedule, Licensing, Finance, Case, Reports, Admin, and Support. Below this is a search bar and a notification bar stating "You are viewing PetPoint 6 Style. Switch to PetPoint 5 Style?". The main content area displays a list of animals under the heading "#ActiveAnimals". The list is filtered by "Animal(33)", "Person(0)", and "Agency(15)". The table columns include Animal ID, Photo, Status, Stage, Species, Primary Breed, Secon..., Name, Age, Sex, S..., Primary..., On Hold, Location, Subloca..., and Reference ID. The first few rows show dogs of various breeds (Terrier, Dachshund, Miniature Long Haired) and cats (Domestic Shorthair).

Animal ID	Photo	Status	Stage	Species	Primary Breed	Secon...	Name	Age	Sex	S...	Primary...	On Hold	Location	Subloca...	Reference ID
A47579775		Active	Stray Hold	Dog	Terrier	Mix	Phitz		Male	No	Black		C Wing	C04	
A46585011		Active	Available	Dog	Terrier	Mix	Tristan	3y 9m 15d	Male	No	Black		D Wing	D04	
A46466271		Active	Stray Hold	Dog	Terrier	Mix	Tucker	2y 3m 15d	Male	No	Red		C Wing	C03	
A46070338		Active	Available	Dog	Dachshund, Miniature Long Haired	Mix	Emory	2y 5m 26d	Male	No	Red		A Wing	A08	
A45453899		Active	Evaluate	Cat	Domestic Shorthair	Mix	Maren	0y 9m 0d	Male	No	Black		Clinic ...	Clinic K...	
A45453886		Active	Evaluate	Cat	Domestic Shorthair	Mix	Mikey	0y 9m 0d	Male	No	Black		Clinic ...	Clinic R...	

Pros	Cons
Web-based, less maintenance concern.	Old and outdated UI.
Report builder feature as well as pre-built reports to pull data.	Not user friendly to new users.
Cloud-based, the function is available to both onsite shelter staff and remote users.	

2. Shelterluv

Shelterluv is a cloud-/web-based software platform aimed at animal shelters, rescues, and welfare organizations.



Pros	Cons
Intuitive and easy setup	Cannot customize kennel card
Remote/mobile adoption features	
No subscription fee, 2 USD per adoption	

3. Chameleon/CMS

It's a case management system for animal shelters / animal care facilities. It supports shelter management, animal control, licensing, field operations, veterinary records, etc.



Animal Information

Animal ID: 1
 Kennel ID: 1
 Intake Date: 2018-06-08
 Animal Species: Dog
 Name: Goldy
 Age: 3 Years
 Gender: male
 Spayed, Neutered, Cryptorchid, or Pregnant: neutered
 Breed1: Golden Retriever
 Breed2:
 Pure Breed or Mixed Breed: Mixed
 Primary Color: gold
 Secondary Color:
 Spotted: no
 Blind or Deaf:
 Temperature (F): 98
 Weight (lbs): 52

Animal Behaviour

Disposition: calm
 Good with Kids: yes
 Older or Younger Kids: younger
 Good with Other Animals: yes
 Animals Spent/lost: cats and dogs
 Exercised: normal
 Bites: no
 Required fence in yard: no
 House trained: yes
 Crate trained: yes
 Comments: Animal is calm and responds well to other animals.
 Description: Overall in good health and is responsive to commands.

Rabies Vaccination Information

Rabies Vaccinations: no
 Rabies Vaccine Serial #: 123456789EF
 Rabies Vaccine Manufacturer: ManuX
 Rabies Vaccine Date: 2018-06-08
 Rabies Vaccine Expiration: 2018-06-08
 Rabies Collar Tag #: 1234EFGH
 Rabies Veterinarian: Vet
 Rabies Veterinarian License#: 1234567

Vaccinations and Treatments

Vaccinations1: Vac1
 Vaccinations1 Date: 2018-06-08
 Vaccinations2: Vac2
 Vaccinations2 Date: 2018-06-08
 Vaccinations3: Vac3
 Vaccinations3 Date: 2018-06-08

Vaccinations and Treatments (cont)

Flea Treatments: FleaX
 Flea Treatment Type: oral
 Heartworm Treatment: HeartX
 Wormers: WormX
 Injury: no
 Injury Notes:

Medications

Medicine	Reason	Amount	Frequency	Start Date	End Date
carprofen	pain	100mg	x2 daily	2018-07-04	2018-07-08

Procedures

Procedure Type	Procedure Name	Status	Procedure Date	Release Date
Surgery - Spay/Neuter	Name	released	2018-06-20 15:00:00	2018-06-20 17:46:00
Surgery - Spay/Neuter	Name	active	2018-06-20 14:10:00	2018-06-14 09:45:00
Surgery - Spay/Neuter	Name	released	2018-06-11 00:00:00	2018-06-12 00:00:00
Check Up	Name	active	2018-06-20 15:00:00	2018-06-27 15:00:00

Pros	Cons
High customizability	Old and outdated UI
Huge capacity of database	Complex interface and features, steep learning curve
	Expensive (25 USD per months)

INTERVIEW QUACTION

Project

Prepared by: 10 September 2025

Team: Pet Care

Goal

- Understanding how the owner and shelter in organizing and communicating pet's documents and records.
- Discovering the pros and cons of the current method in organizing pet documents and records.

Target audience, recruitment

1. Pet owners/adopter

Individuals or families looking to adopt pets from shelters or transfer ownership.

2. Pet shelter

Organizations often have limited resources but handle high volumes of data.

3. Veterinary clinics & individual vets

Professional who provide pet healthcare, often connecting with shelters and owners.

Research Method

1. User interview

Timeline, tasks

Week 4 - Week 6

- Week 4: Interview
- Week 5: Analyzing responses / Affinity mapping
- Week 6:

Budget, logistics

Logistics:

- Camera
- Transport

Budgets:

- RM 0

Problem Statement:

Pet care information is often recorded across physical documents or multiple digital notes. One of the biggest consequences of these issues is the critical data can be lost or miscommunicated whenever a pet transfers care or ownership.

Intro, Context:

Hi, thank you for taking the time to speak with me today. I'm currently researching how people manage and store their pet care information. The goal of this interview is to understand your experience and identify how pet care data management could be improved.

(PET OWNER)

Opening

1. *Tell me about your experience with pets. What role have they played in your life?*
2. *Can you tell me about the pets you care for now (or have cared for in the past)?*
3. *What's a typical day like when it comes to looking after them?*

Closed Ended Questions :

4. Can you walk me through how you usually keep track of things like vet visits, medications, or vaccinations?
5. Why did you start doing it that way?
6. Has anything about this routine changed over time? If so, what influenced that change?

Open Questions, thoughts:

7. Have there been moments when keeping track of your pet's information became stressful or complicated? Could you share what happened?
8. Have you ever had an experience where some important information about your pet was missing, hard to find, or got lost? How did that affect you and your pet?
9. Can you recall a situation where sharing your pet's history with someone else (a vet, a new owner, or shelter staff) was either smooth or difficult? What was that like?
- 10.
11. What tends to happen when information about a pet isn't available or clear?
12. What's been the most important kind of information for you to keep about your pet? Why?
13. When you've had to share information, what's made that process easier or harder?
14. If you think back over your experiences, what do you wish had been different when it came to keeping or sharing your pet's care information?
15. *What was the most stressful situation you've had to deal with regarding your pet?*

Closing, next steps, thanks:

Thank you so much for sharing your stories and experiences it's been really helpful to hear about them.

(PET SHELTER)

Intro, Context:

Hi, thank you for taking the time to speak with me today. We are students from Taylor's University, doing user experience research. We are currently researching pet management, pet care and adoption. So, we would like to have (shelter name)'s perspectives and experience in this aspect.

Opening Questions:

1. Could you give us a short introduction about yourself and what is your role in the (shelter name)?
2. Roughly how many animals does your shelter process or care for in a month?
3. Where do most of the animals in your shelter come from? (e.g., strays, surrendered by owners, rescued cases, etc.)

Specific Questions:

Pet data management:

1. What kind of data does the shelter usually track? (e.g. vaccination, medical care)
2. How do your shelters keep track of the information? (e.g. physical file, spreadsheets, digital system)
3. What challenges do you face in this process?
4. *Are there any parts of the process you wish could be improved? (optional follow-up)*

Adoption:

1. What is the typical adoption process at (shelter name)?
2. What are the challenges during the adoption process? (e.g. communication with the adopter,)
3. *Do you keep track of communication with the adopter after the process? (optional follow-up)*

Open Questions, thoughts:

1. What is your experience in managing the shelter?
2. What are the behind-the-scenes tasks or challenges that people might not be aware of? (managing pet records, communicating with adopters, handling medical care)

(VET)

Opening Questions

1. What is your experience working with and taking care of animals in your practice?
 2. How many patients (pets) do you typically care for in a given week or month?
-

Specific Questions: Pet Data Management

3. How do you currently keep track of each patient's health and care information — such as vaccinations, medications, and vet visits?
 4. What type of data do you think is most important to record for each pet?
 5. What challenges have you faced with your current method of recording and storing this information?
 6. Have you ever lost or misplaced important medical records or documents? If yes, could you share what happened and how you handled the situation?
 7. Can you describe a time when missing or unclear information caused a problem in caring for a pet — either in your clinic or during communication with another organization?
-

Specific Questions: Communication and Data Transfer

8. How do you usually share a pet's medical or care history with others, such as new owners, other veterinarians, or shelters?
 9. In your experience, what are the biggest issues or consequences when pet information is not properly recorded, updated, or transferred between parties?
-

Open Questions, Ideas, and Thoughts

10. If you could design the ideal way to manage and access all pet-related information, what would it look like?
11. What features, tools, or systems would make pet data management most helpful for you and your clinic team?

Interview footage/recording:

<https://drive.google.com/drive/folders/1n4uRojctnmKaC5rd2Z0AOs59TrOFtsal?usp=sharing>

IMPORTANT LINK

Collaborative Board

<https://www.figma.com/board/zkDNFEMJLCjB7ZtBcZOuq7/UX-Design?node-id=0-1&t=B7QVflgGDDbem2T-1>

Google Drive

<https://drive.google.com/drive/folders/1n4uRojctnmKaC5rd2Z0AOs59TrOFtsaI>

Interview Transcript

Interview

Pet Owner

<https://docs.google.com/spreadsheets/d/1v8qxlGzbdG4fGI5ZZ1Skr3NM76y1vJLOL5GtF7CdI9U/edit?usp=sharing>

Pet Foster

https://docs.google.com/document/d/1QN0Ae3iTVqtBKlsbwmDC6mjtfVCJSqUcUeKyfQjtsUU/edit?usp=drive_link

Empathy

Empathy Map

Affinity Map

- From our POV
- Interviewee's perspective
- Heard, See, Think, Feel

Messy things here

Problem Statement

Animal shelters and pet owners often struggle to keep pet care information consistent and accessible when pets change hands — whether through adoption, temporary caretaking, or boarding. Feeding routines, health records, and vaccination schedules are usually managed on paper or across scattered notes, which can easily be lost or miscommunicated.

For shelters, this creates inefficiencies in managing large numbers of animals and makes it difficult to provide adopters with complete health histories. For owners, it leads to stress and inconsistency in care when pets are left with friends, family, or pet sitters. As a result, pets may miss meals, vaccinations, or medications, and new caretakers lack the confidence and structure to provide proper care.

There is a need for a centralized, user-friendly system that allows pet information to be organized, shared, and transferred seamlessly across different caretakers, ensuring continuity of care and improved well-being for pets.

1st idea

I'm thinking about to ease the communication between pet shelter, caring center and owner.
Basically centralize the pet's data

1. A profile/namecard for pet, track all the medical, vet, health history and other details.
2. When transfer ownership/adopt from shelter, the data can be shared from one to one

From Mr/Ms Gemini

That's great! Based on the insights we've discussed about scattered records, inconsistent care, and the stress of information transfer, here is a shorter, more focused problem statement that is excellent for a UX research project.

Shortened UX Problem Statement

Current Challenge:

Pet care information (routines, diet, medical history) is scattered across paper records or multiple digital notes, causing critical data to be lost or miscommunicated whenever a pet transfers care (adoption, boarding, or pet-sitting).

The Impact:

This lack of a centralized, accessible, and easily transferable health profile leads to inconsistent care, missed medications, and unnecessary stress for pets, owners, and caretakers alike.

Why This Works for UX Research

This version:

1. **Identifies the Root Cause:** "Scattered across paper records or multiple digital notes."
2. **Identifies the Primary Action/User Flow:** "Whenever a pet transfers care (adoption, boarding, or pet-sitting)."
3. **Identifies the Measurable Negative Outcomes (Pain Points):** "Inconsistent care, missed medications, and unnecessary stress."

It provides a clear focus: **Design a single source of truth that simplifies information transfer during care transitions.**

PET OWNERS

INTERVIEW 02 - Mashaar Ibrahim

No of pets : 4

1. Mochi (Cat)
2. Kaido (Cat)
3. Luna (Parrot)
4. Fish Tank

Pet Care Experience and Current Pets

The participant described caring for pets as both a responsibility and a rewarding experience. Pets are a part of daily life, and looking after them is something they enjoy despite the effort it requires. Currently, they look after two cats and one bird, each with different needs.

How They Keep Track of Information

When asked to share how they usually manage their pets' health and care information, they explained that **they rely mainly on a physical booklet or passport for their cats**. This booklet includes **vaccinations and medication notes**. However, their **bird does not have a similar record**, which creates a gap.

They also mentioned **relying on the vet's system particularly when visiting different doctors within the same clinic**. They typically bring the **physical passport along as backup**, but it is **not a complete solution**.

Memorable Experiences and Challenges

When reflecting on times when managing information felt harder, a few patterns came up:

- Routine care tracking is inconsistent. Litter box cleaning, fish tank changes, or bird cage cleaning are usually done "whenever it feels like time," rather than on a set schedule. This makes it easy to lose track.
- Feeding management is tricky. One cat is overweight, but since they feed all pets at the same time in equal amounts, it's hard to monitor differences accurately. He would like a way to keep better records of feeding times and amounts.
- Medication schedules (such as flea and deworming) are not always tracked carefully, and they sometimes need to double check with the vet.
- Incomplete records cause issues, especially for the bird, which lacks a passport. This means there's no consistent history available for future care or transfers.

Sharing and Transferring Information

When asked how they usually share pet histories with others, they explained that they rely heavily on the vet's system and the physical booklet. However, when switching to a new vet even within the same clinic it can be difficult to ensure all the relevant history is carried over. This creates gaps in essential health information.

Consequences of Missing Information

From their experiences, missing or incomplete records can create stress and lead to uncertainty about the pet's health. Without proper tracking, it's harder to know when medication was last given, how much food is appropriate, or whether a routine cleaning has been delayed. In the long run, this could affect the pet's well-being.

Summary of Experiences

- The participant often cleans and maintains things like the litter box, fish tank, or bird cage whenever it feels necessary, rather than on a set schedule. This sometimes makes it hard to remember the last time a task was done.
- Feeding is managed in equal portions three times a day, but one of the cats is overweight. Without a clear way to track amounts, it's difficult to know how much each pet actually eats.
- Flea and deworming medication dates are not consistently tracked, which occasionally leads to uncertainty and the need to confirm details with the vet.
- Their cats have booklets/passports for vaccinations and medications, but the bird has no equivalent record. This creates gaps in the overall health history.
- When switching vets even within the same clinic transferring and accessing past records is not always smooth, which can cause stress and uncertainty.
- While the physical passport works as a reference, they rely heavily on the vet's system for the most complete history.

INTERVIEW 02 - Jana Jaleel

No of pets : 3

1. Mochi (Parrot)
2. Kaido (Parrot)
3. Luna (Flying Squirrel)

User Interview & Survey (riyan)

Interview Questionnaire: Vet/Shelter

1. What is your experience taking care of pets? And do you currently take care of any pets?
If yes, how many pets do you currently take care of?
2. How do you currently keep track of your pets' health and care information (such as vaccinations, medications, or vet visits)?
3. What data would you ideally like to track of your pet?
4. What challenges have you faced with your current method of recording and storing this information?
5. Have you ever lost or misplaced important documents or records related to your pet(s)?
If yes, could you share what happened and how you handled it?

6. Can you describe a time when miscommunication or missing information caused problems in caring for a pet (either personally or in a shelter)?
7. How do you usually share a pet's medical or care history with others (such as new owners, vets, or shelter staff)?
8. In your experience, what are the biggest consequences when pet information is not properly recorded or transferred?
9. If you could design the ideal way to manage and access all pet-related information, what would it look like?
10. What kind of features or tools would make a system for pet data management most helpful for you?

Survey

-Survey question

Source/Reference



r/Pets • 1 yr. ago
AnxiousDiscussion789

Calling All Pet Enthusiasts: What Do You Find Most Challenging About Pet Care?

https://www.reddit.com/r/Pets/comments/1dlud9n/calling_all_pet_enthusiasts_what_do_you_find_most/

<https://www.daysmart.com/pet/blog/solving-staffing-struggles-in-the-pet-care-industry/>

<https://www.paws.org.my/>

<https://www.mypetshaven.org/>

Pet point:

<https://www.softwareadvice.co.uk/software/267578/petpoints>

<https://sourceforge.net/software/product/PetPoint/>

Chameleon/CMS:

https://www.reddit.com/r/AnimalShelterStories/comments/11cm0qq/does_anyone_use_chameleon_shelter_software/

<https://www.capterra.com/p/233330/Chameleon-CMS/>



maybeashly • 1y ago
Behavior & Training

The shelter I work with uses Shelterluv and I love it. Super user friendly and intuitive to use. My literal favorite thing is the ability to run reports. Literally any information you want on all the dogs in the shelter all at once all in a neat little chart at the click of a button.

You can schedule medical treatments, medications and vaccines come up on their own dashboard that medical clinic can pull up every day. There's a similar dashboard for behavior so when a dog comes in, the front desk can request a "dog assessment" so we can get dogs in playgroup as quickly as possible.

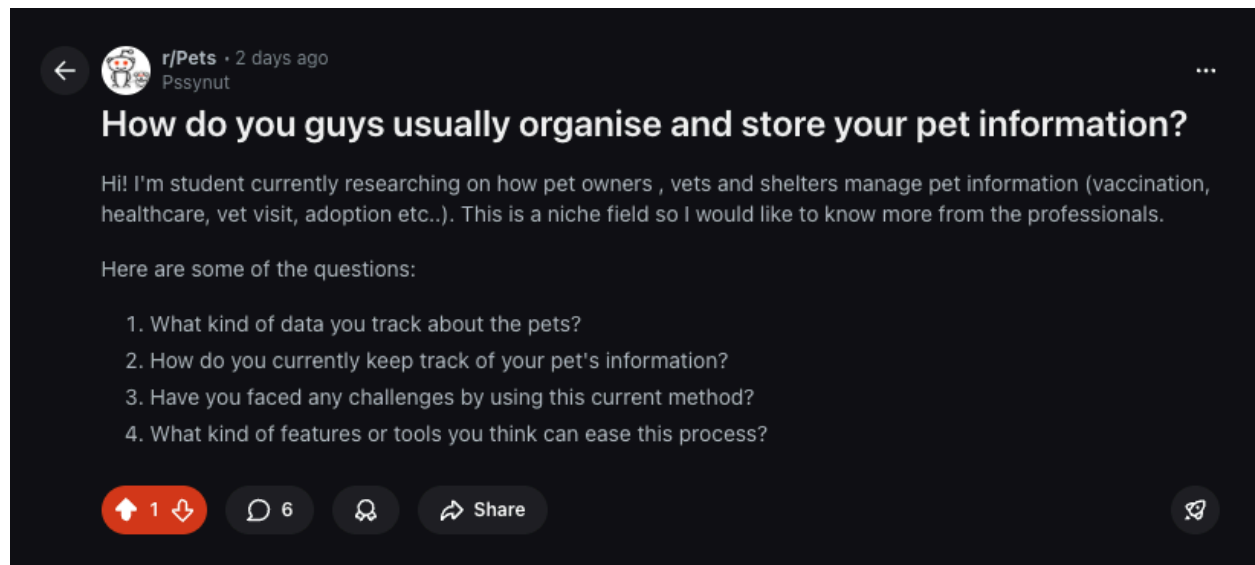
In my experience, you can have the best software and data tools in the world but it doesn't mean anything if people don't enter the information. And getting people to put correct and objective information into the computer is like pulling teeth.

👍 4 🗨️ Reply 🏆 Award ➦ Share ...

https://www.reddit.com/r/AnimalShelterStories/comments/1fbmujx/what_softwaredata_would_be_helpful_for_shelters/

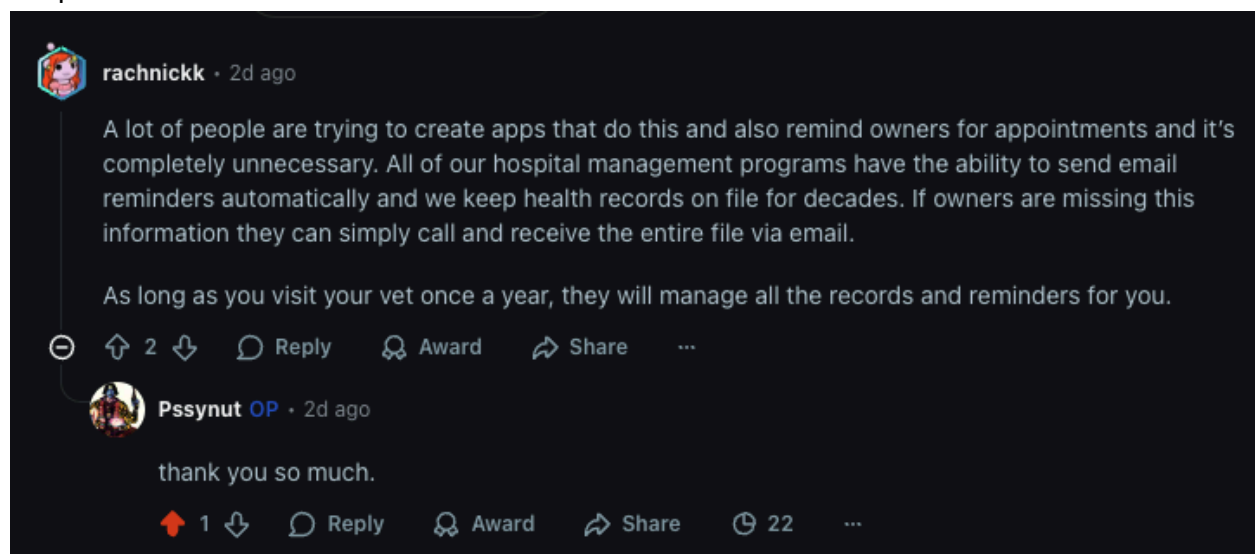
https://www.reddit.com/r/AnimalShelterStories/comments/1fo1h4h/shelter_data_software/

https://www.reddit.com/r/AnimalShelterStories/comments/1d5s0rr/welcome_to_pawplacer_pet_shelter_management_at/



Thread : [LINK](#)

Response 1 :



Response 2:

**Hold-Professional** · 2d ago

Top 1% Commenter

Google Drive

 1   Reply  Award  Share ...

Response 3:

**SaikoAkuro** · 1d ago

Personally I use chewy to keep track of all my pets

 1   Reply  Award  Share ...

Response 4:

**Fabulous-South-9551** · 1d ago · Edited 1d ago

I have a ~3 year old rescue pup I've had for 2.5 months. Currently, he's on Banfield's wellness plan that stores all his information on their app. All his pet records, vaccinations, medications, procedures, etc. I have paperwork from the rescue but all the pertinent information is already in Banfield's system.

My soul dog who recently passed was basically the same. Near the end of his life, he was going back and forth from the emergency vet and Banfield but they shared records. He had CHF and a collapsing trachea, eventually passing from a severe collapse. It was devastating. During this time, I did use an additional app that tracked his breaths per minute. I did this at least daily, sometimes twice daily. Having that function in Banfield's app that could store the information for the vet to review would have been helpful. I just ended up opening the app and showing them the chart at his visits. I used reminders on my phone to track his medications. I also used a medication case that has the M T W TH FRI etc compartments so it was easier to dispense. Having a function that can give medication reminders, even for monthly flea meds would also be helpful.

Also, I'm keeping a journal of my current rescues behaviors. He came from an abusive situation so I am trying to track his progress.

 1   Reply  Award  Share ...

Response 5:

**Signal_Gain_1463** · 1d ago

I use a simple Google Doc spreadsheet for my dog's medical records. It has columns for dates, procedures, medications, and vet notes. Easy to access from anywhere and I can share it instantly with new vets or pet sitters. The main challenge is remembering to update it after every appointment

 1   Reply  Award  Share ...

User Testing questions

User Testing questions

Task 1: Login and Create Pet Profile

Task 2: Do Daily Tasks & Questions

Task 3: Ask the Community

Task 4: Handover pet profile

For each tasks:

1. How is the overall experience?
2. If users face problems: What do you expect to do/see?
3. What do you think this app does great and what doesn't?

First impression questions:

1. What do you think about this app?
2. Based on the home screen/dashboard, what do you think this app helps you with?
3. Does the purpose of the app feel clear right away?
4. What feature do you think is the 'main' feature?
5. Does the app feel intuitive to use?

Usability questions:

1. Is it easy to find the information you're looking for?
2. Is there anything else you'd like to know regarding the pets that's not there already?
3. What having a centralized database with the pets history useful for adoption decision making?

Pet ID card:

1. Was it easy to create and view a pet's ID card?
2. Does the ID card contain enough useful information?
3. Would this ID card help you during adoption or vet visits?

Gamification:

1. Do you understand how to earn points and check progress?
2. Does gamifying tasks make you more likely to follow and complete them?
3. Are there any features that feels gimmicky

Live Chat:

1. How does using the live chat feel?
2. Is the live chat and support easily accessible?

Mood Tracking:

1. Is the mood tracking system too simple or too complex?
2. Would mood tracking help you understand your pet more?

General questions:

1. What's one missing feature you would want to be added?
2. If the app only kept one feature, which would you choose?