

A family-founded Pet Rescue Foundation leveraged our QA/Testing capabilities to **streamline feedback mechanism** to analyze pet's behavioral patterns.



## Customer

A family-founded Pet Rescue Foundation, giving shelter to homeless cats and dogs, working towards finding homes for adoption to help create a no-kill nation.

## Business Challenge

- The customer lacked the process to track pet behavior and condition post-adoption
- Lacked a **feedback mechanism** for the adopters/caregivers on the behavioral pattern of the pets
- The customer was envisioning a mobile app for iOS that helps their adopters/fosters to provide the surveys after the adoption
- Support synchronization between apps and backend services on a need basis
- Provide simple and user-friendly experience on mobile devices and enable push notifications
- Provide opportunity to submit questions, photos, videos and submit the surveys
- Create an efficient workflow for Survey to strength the adoption

## WinWire Solution

WinWire team worked with the customer to understand their needs to provide a Mobile App. To meet the customer expectations, we followed:

- **Scrum Process**
  - In scrum, daily sprint meeting is conducted to get review and feedback and future progress of the project
- **Mobile App testing**
  - Performed detailed testing of the app in mobile phones and tablets and deployed them to stores
- **Google Analytics**
  - Used for error logging and crash reporting
- **Machine Learning**
  - To test the system and understand the requirements for the search results and the limitations of the algorithms
- **Simulators / Real devices / Emulators**
  - By using simulators/real devices/emulators increased the device coverage and targeted all devices which customer wanted

## Business Value

- Increased the participation of adopters/foster caregivers
- Accelerated business process and efficiency
- Enhanced user experience
- Improved UI compared to web application
- Improved communication for timely action