

Written Report

Project work: Fluffy Helpers (Category 4)

Group number: 4-055

Group members: Guan HaoCheng (3O2)

Zhou Yitian, Steven (3O2)

Yang HongYu (3O2)

He Yulin Eric (3O1)

Abstract:

Our project, Fluffy Helpers, is aimed to raise awareness of animal cruelty and how to care for pets in Hwa Chong. We felt that it is important to address this matter as during the Covid-19 pandemic, there is a noticeable increase in the number of pet owners not just in Singapore, but around the world. We felt that even though there is this increase in the number of pet ownership, we felt that not enough has been done to address and raise awareness about the issue of animal cruelty. So, we decided to embark on this project to create resources to raise awareness about animal cruelty among Hwa Chong students through a website and Instagram posts.

1. Introduction:

1.1 Rationale

Over the duration of the pandemic, we have read many articles on how the rate of pet ownership has risen. However, so have the number of animal cruelty cases not just in Singapore, but globally. Additionally, many students in Hwa Chong have pets, so we wanted to do something to make sure that students are able to take care of their pets properly, and avoid mistreating them.

1.2 Objectives

Our objective is to:

1. Raise awareness on the issue of animal cruelty in Singapore
2. Teach students some ways to care for their pets
3. Prevent mistreatment of pets

1.3 Target Audience

Hwa Chong students (especially those who own pets)

1.4 Resources Developed

Firstly, in order to raise awareness on this subject matter, we have decided to create an Instagram account (<https://www.instagram.com/flufflyhelpers/>). On our Instagram page, we frequently upload posts that are about different cases of animal cruelty in Singapore. We also upload different statistics and facts on animal cruelty in Singapore. This way, we hope it will leave students with a deepened sense of care for pets and animals in Singapore, and that more students would know about the severity of animal abuse. Additionally, we have begun to upload short videos that educate students on how to care for their pets properly. We hope that through this method we can prevent the accidental mistreatment of pets at times.

Secondly, we needed a way to compile resources and our different methodologies that we have come up with. So we decided to create a website (<https://sites.google.com/student.hci.edu.sg/flufflyhelpers/home>). The website will contain different information like statistics on animal cruelty, how to prevent animal abuse and such. We hope that if we have a centralised place for information available, it would be easier for students to access and learn how to care and protect their pets. We have also decided to collaborate with Society for the Prevention of Cruelty to Animals (SPCA) to get some more information on animal cruelty and ways to care for animals. This way we hope to provide a more well rounded and richer website for students to use.

2. Review:

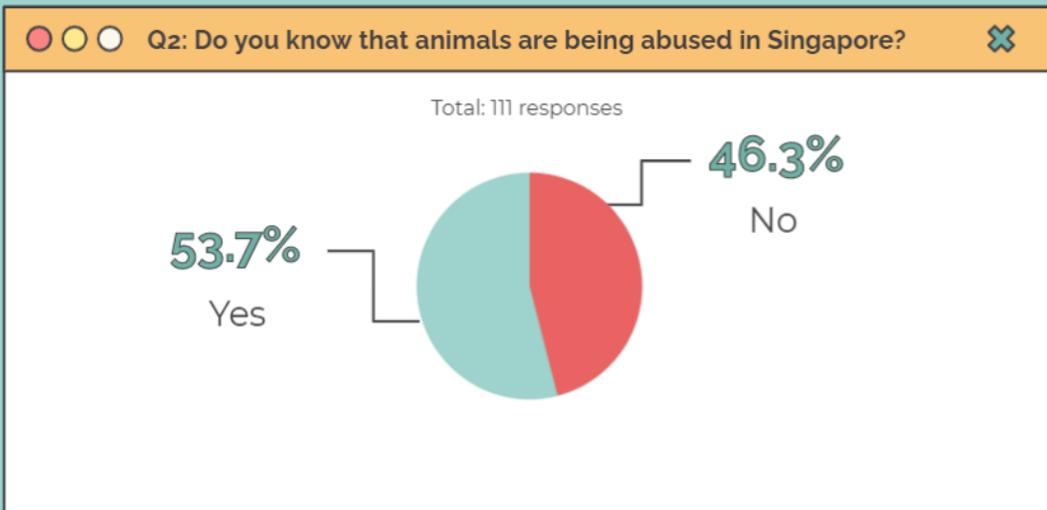
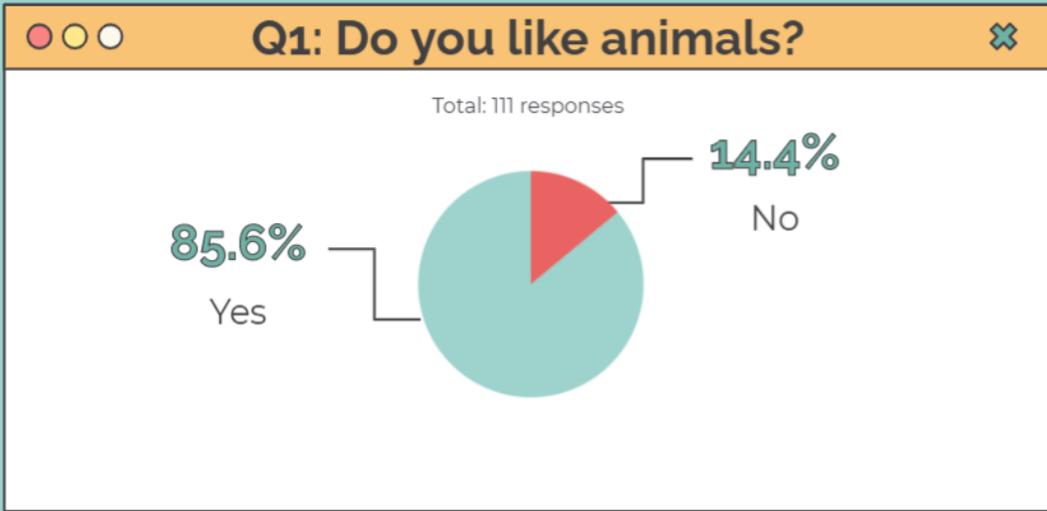
There are resources online, however, we felt that many of the websites' resources are too difficult to navigate and find what we are looking for. We also felt that there are not enough resources whereby one can find how to take care of pets and information about animal cruelty. Additionally, we found a lack of programs that raise awareness on animal cruelty. So we decided to embark on this project.

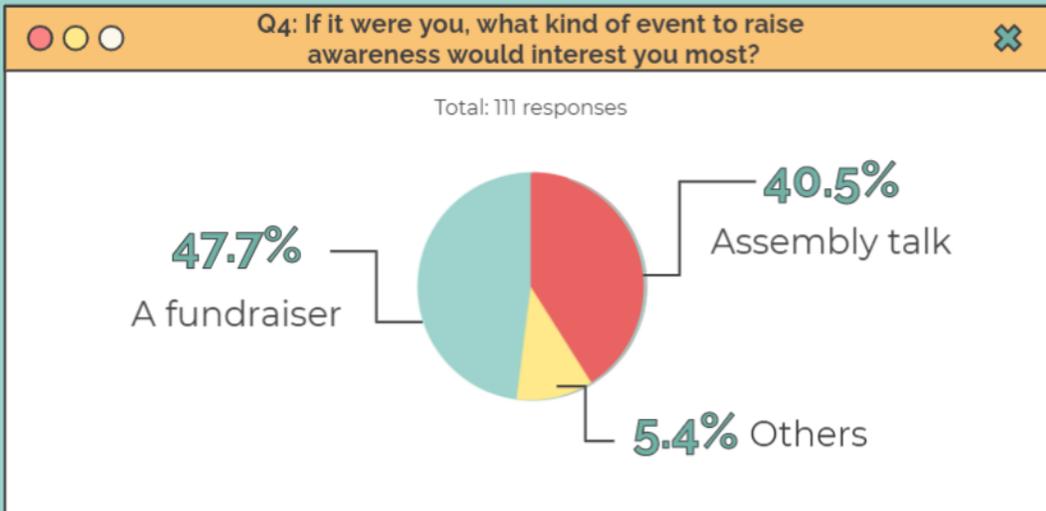
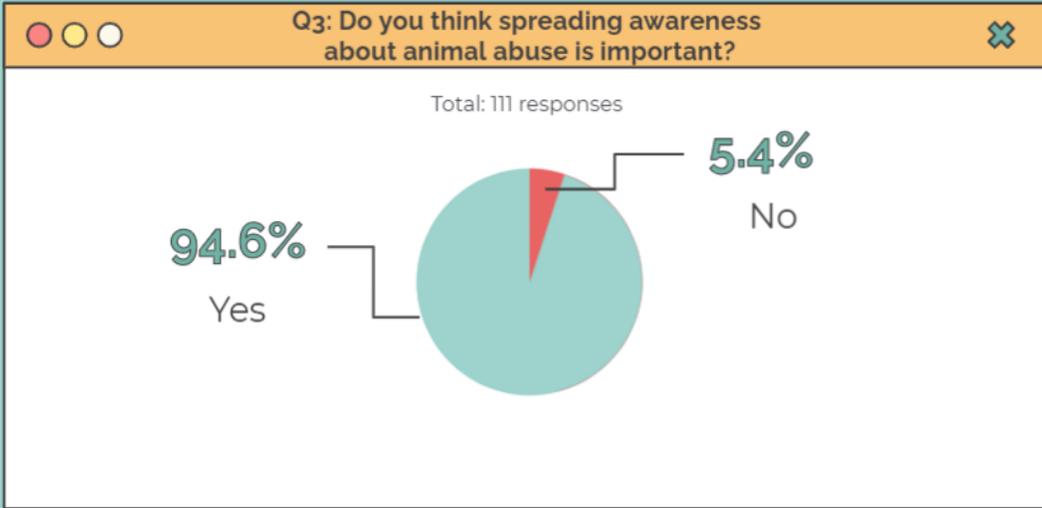
3. Methodology:

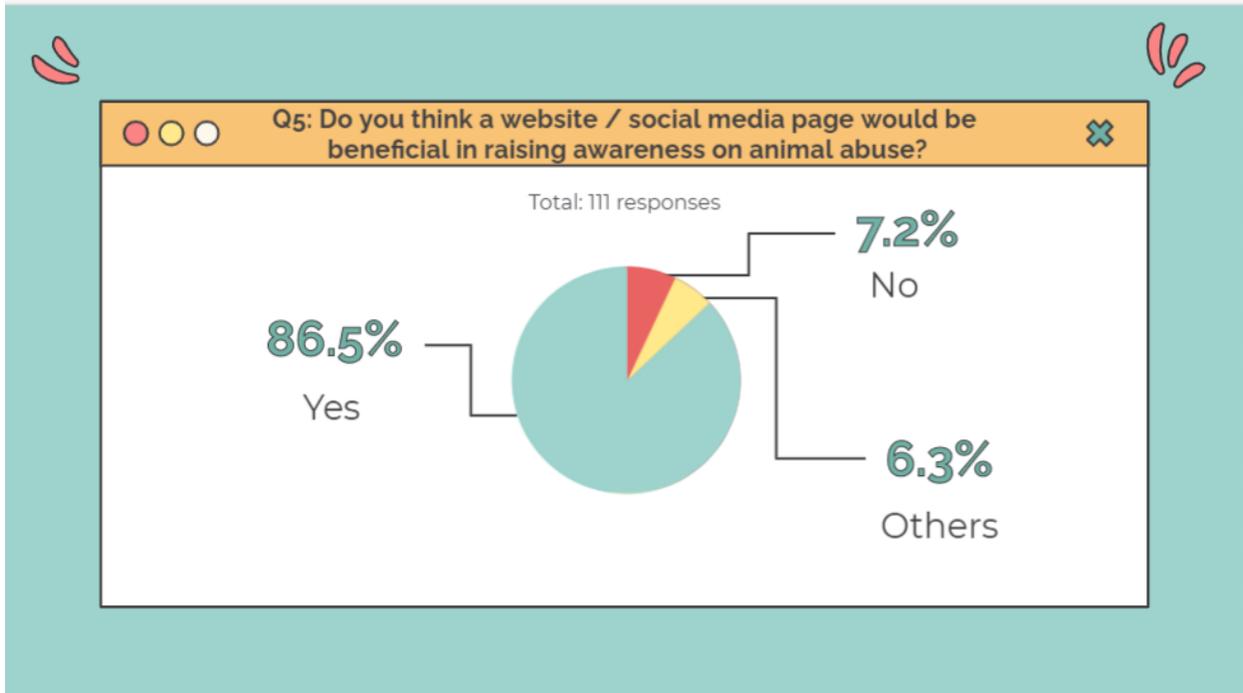
3.1 Needs Analysis

A needs analysis survey was conducted by us to find out the need for such a project. So we created a questionnaire and sent it out to the general Hwa Chong student community. From our 111 respondents, we found out that many students did know about animal abuse in Singapore, but still wanted us to work on spreading awareness on animal abuse. This confirmed that students are passionate about this topic and many of them think our project would be very beneficial for the student population.

3.2 Survey Results







3.3 Development of Resources

To get more accurate data and information, our group decided to message the Society for the Prevention of Cruelty to Animals (SPCA) and asked to work with them. Fortunately, they accepted our request and we were able to use information from their website to use for our Instagram posts and website. We worked on the Instagram posts by collating information and uploading them onto our page. Then, our group worked on the website. At first we wanted to use Wix.com to create our website, but we felt that it is difficult to navigate through, so we decided to move our website to google sites instead. Our group members used the information gathered and sifted through them to put up on the website. Then we looked for different resources, such as videos and articles, on how to properly care for pets and posted it onto our website, so that not only can students find information on animal abuse, they can also find how to take care of pets and avoid mistreating them. Afterwards, we created a form to collect feedback for our website to see what people think of the website and what areas we need to improve on for our final product. We also conducted a second survey to test how aware people were of animal abuse.

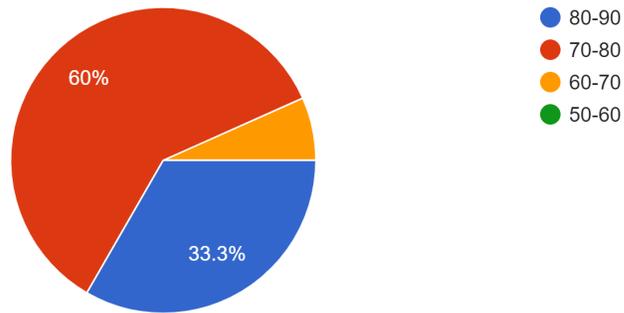
Some of the results are below

*The survey was done with the same people to ensure reliable results.

First survey results:

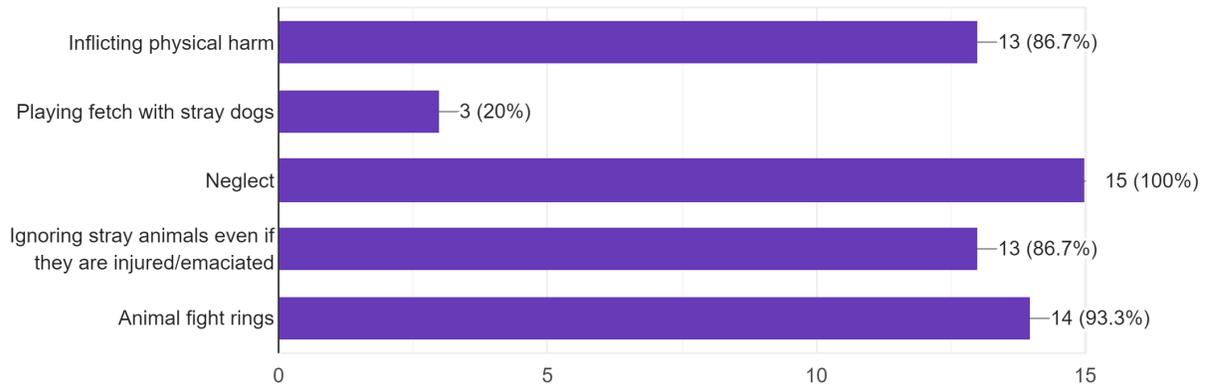
According to the SPCA, how many reports of animal abuse does it receive per month?

15 responses



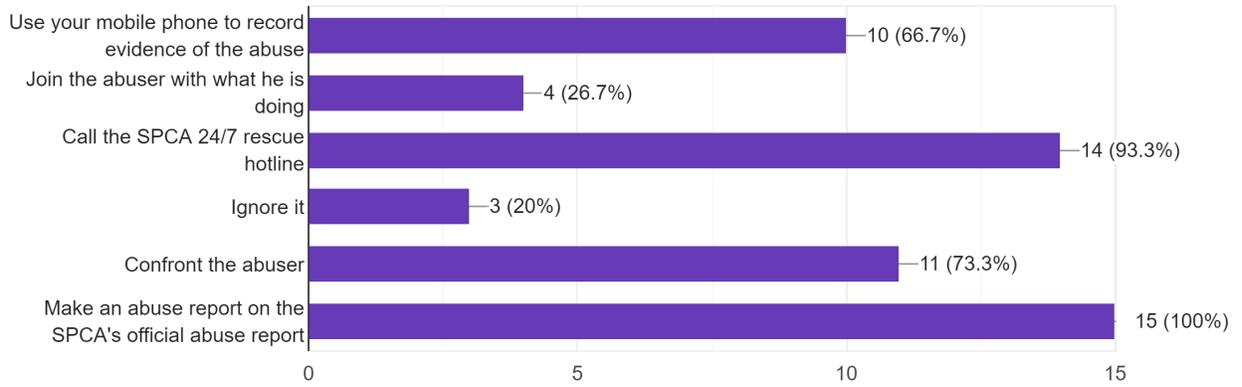
What counts as animal abuse?

15 responses



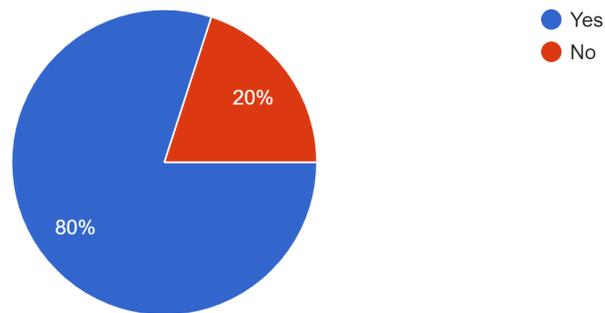
How to prevent animal abuse when you see it?

15 responses



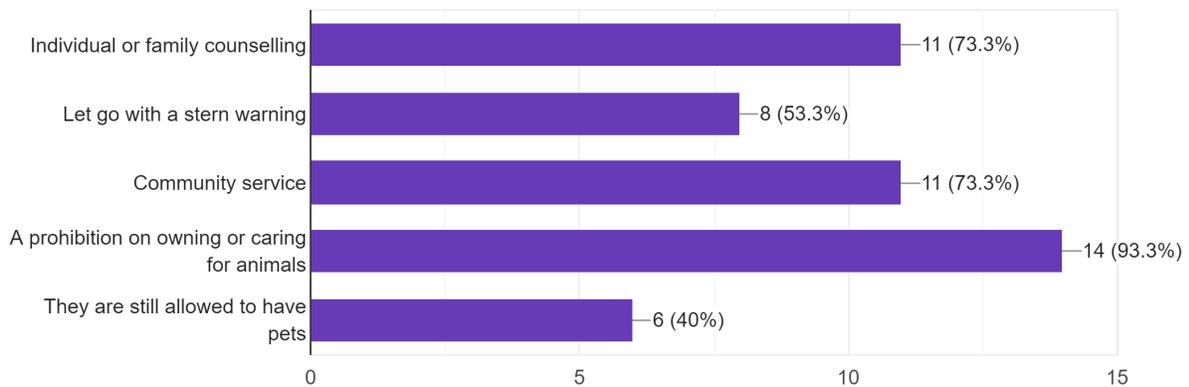
Does animal abuse have an influence on people

15 responses



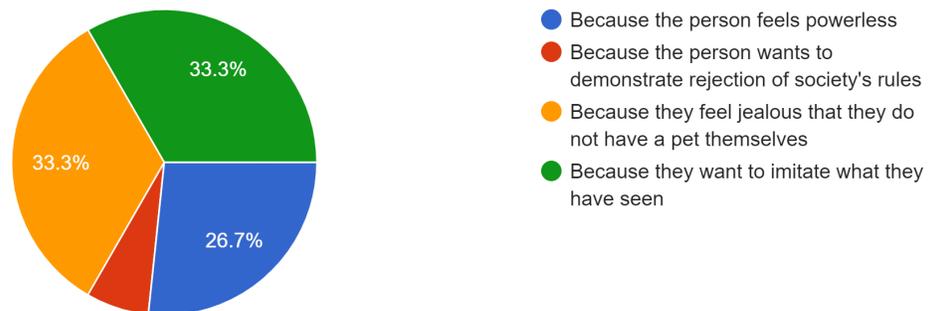
How do authorities prosecute an animal abuse case?

15 responses



What is *not* a reason why people would abuse animals?

15 responses

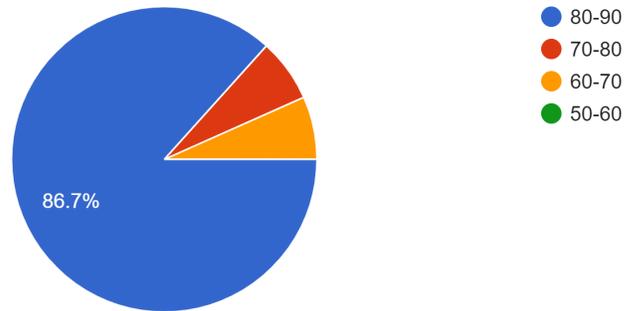


As you can see, majority of people do have some knowledge on animal abuse, however it is not a lot. Many people think that SPCA receives around 70-80 cases of animal abuse every month. Most people do have an idea of what animal cruelty is like, and many think that animal abuse will have an effect on people. Majority of people do have an idea on how authorities deal with animal abuse cases but they do not have a general idea of reasons why people would not abuse pets.

Second survey results:

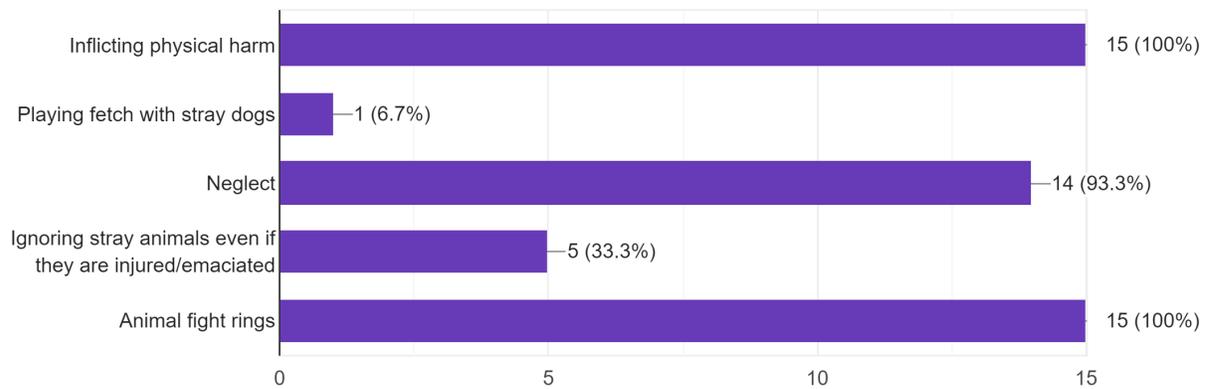
According to the SPCA, how many reports of animal abuse does it receive per month?

15 responses



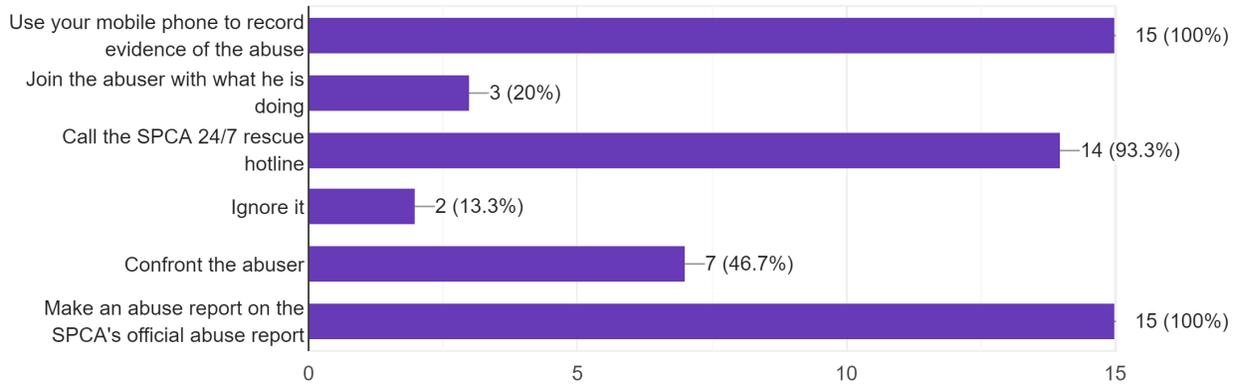
What counts as animal abuse?

15 responses



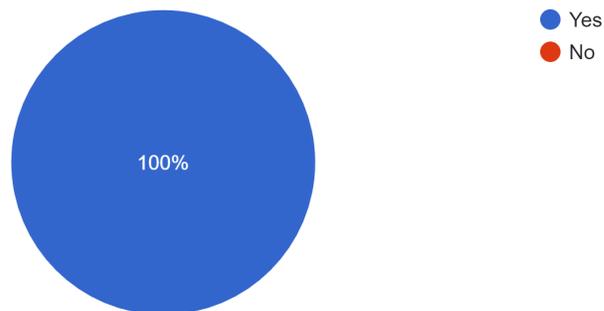
How to prevent animal abuse when you see it?

15 responses



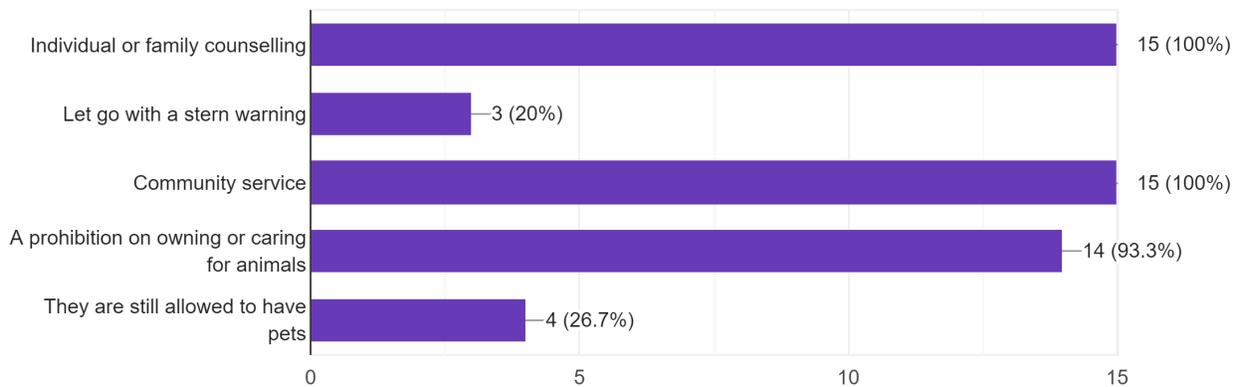
Does animal abuse have an influence on people

15 responses



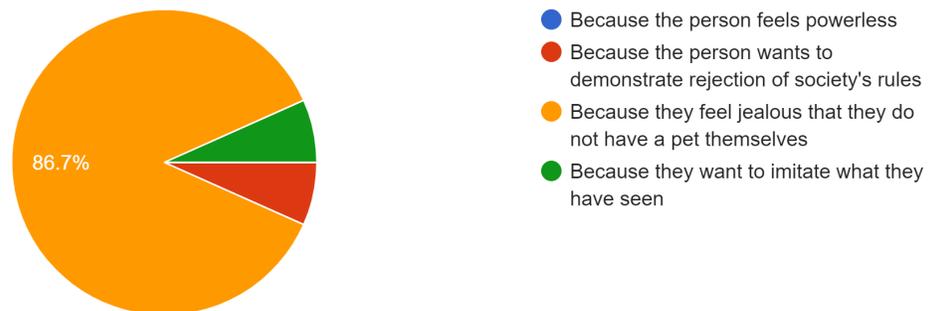
How do authorities prosecute an animal abuse case?

15 responses



What is *not* a reason why people would abuse animals?

15 responses



From the second survey we could conclude that the people who did our survey did in fact learn things from our website, as you can see from the vast improvement of results in our survey. More people had a more accurate idea of how many cases of animal abuse are reported each month and more know how what constitutes as animal cruelty. All of the respondents are able to tell that animal abuse affects people, they also know more clearly how authorities handle animal abuse reports and they can tell what is not a reason why people would abuse animals. As you can see our website is effective in teaching people on animal abuse.

3.4 Pilot test

Our group conducted a pilot test for our products so far, and the feedback we have gotten was used to improve our products. Many of the responses were positive as many people liked it. People felt that we had enough content in our website and thought that the user interface is easy to use. Additionally, people enjoyed our Instagram page and felt that it is informative. However, students also pointed out some areas of improvements that we need to work on. One of the major feedback was a lack of interaction on the website itself. Some also felt that the website was a bit too wordy and we were lacking in pictures. But people felt that overall the website and the Instagram page have a good aesthetic and were rich in information. So in conclusion, the pilot was effective in flagging out issues with our products and we have found many areas that needed improvement.

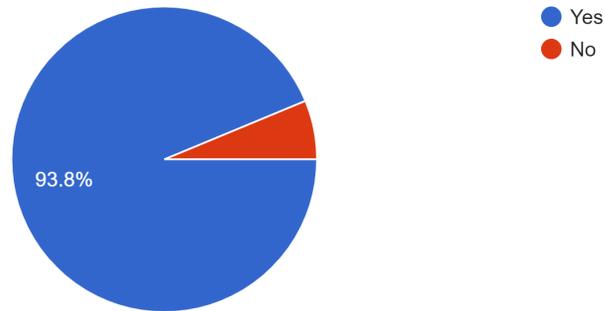
4. Outcome and Discussion:

4.1 After First Pilot Test

After our first pilot test, we have found many unforeseen problems with our products. For the website, we needed to make it more interactive and provide additional information. Some people felt that our website was not detailed enough, and wanted more fun facts and pictures. For the Instagram page, they wanted us to update it more frequently, with different “fun sized news bites” and more videos. The feedback we got was a mix of both positive and negative. So we will continue to work on the website and Instagram to improve it more.

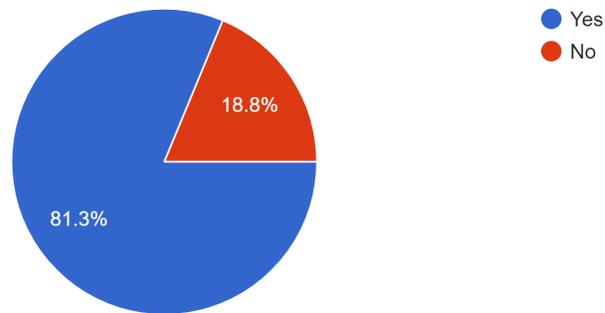
Do you like it?

16 responses



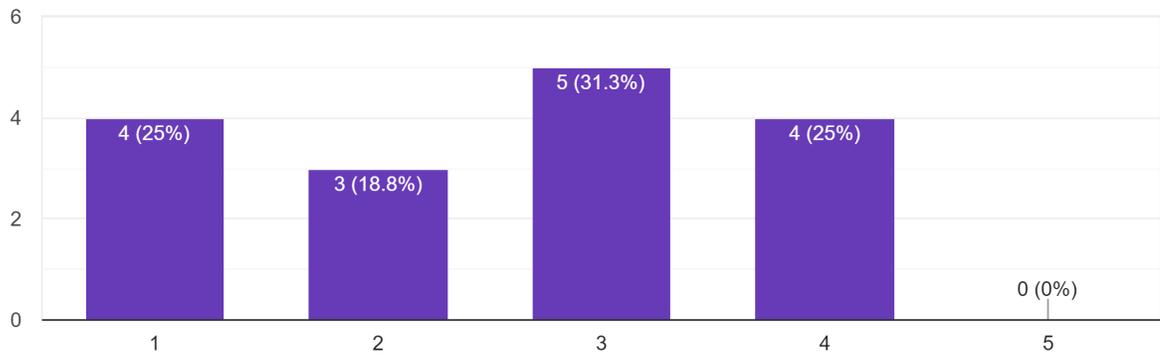
Do you think that there is enough content?

16 responses



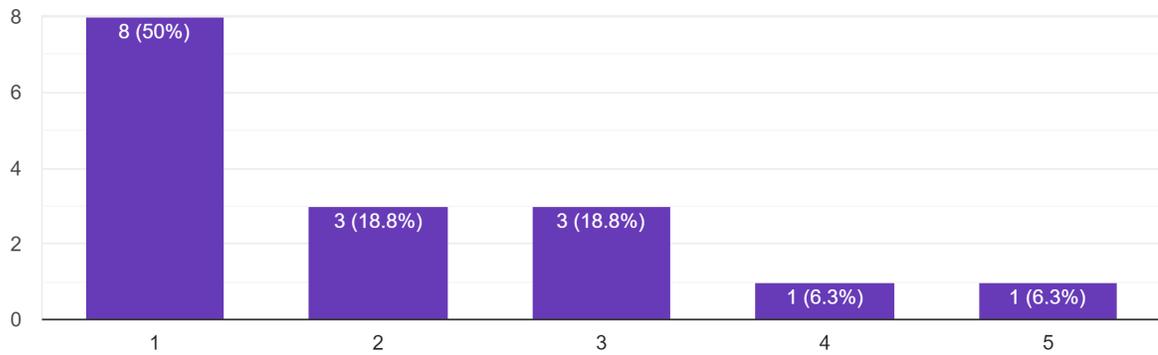
How is the user interface

16 responses



How is our Instagram page?

16 responses



How do you think we can improve it?

16 responses

have one or two more pictures might be good

add more pics?

For the website, simply information into point form to make it easier to read and understand important information at a glance

put pictures of animals in your website and the logo of your group

Titles dont really match with each other though

i think maybe y'all can add in more fun facts and also like maybe more resources people might wanna help other than the SPCA also like maybe can add more like "fun sized news bites" or smth idk also the user interface is abit boring but content is nice

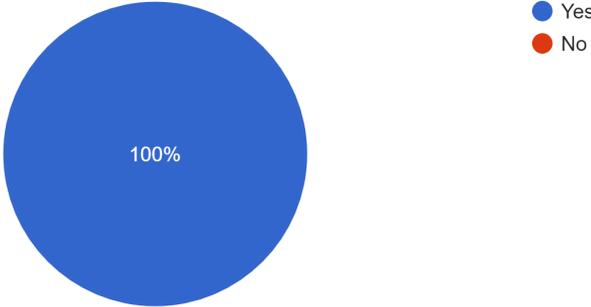
Make your website more interactive? for example add a poll on their opinions of ____, or add a small game component to it

4.2 After Second Pilot Test

After the second pilot test, we concluded that our website was good enough, as most of the responses were positive and there were barely any suggestions for improvement.

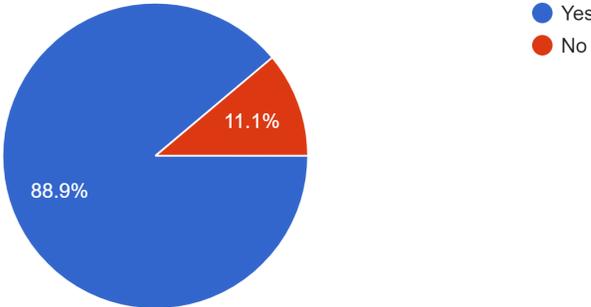
Have we improved our site from version 1.1?

18 responses



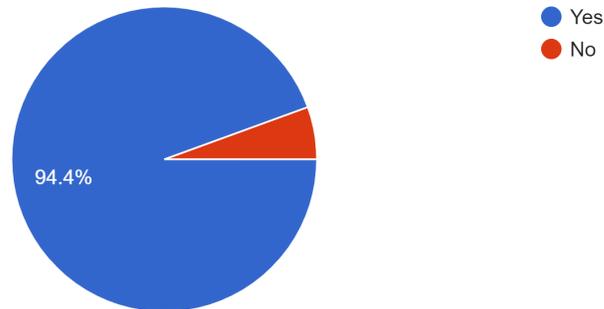
Do you like it?

18 responses



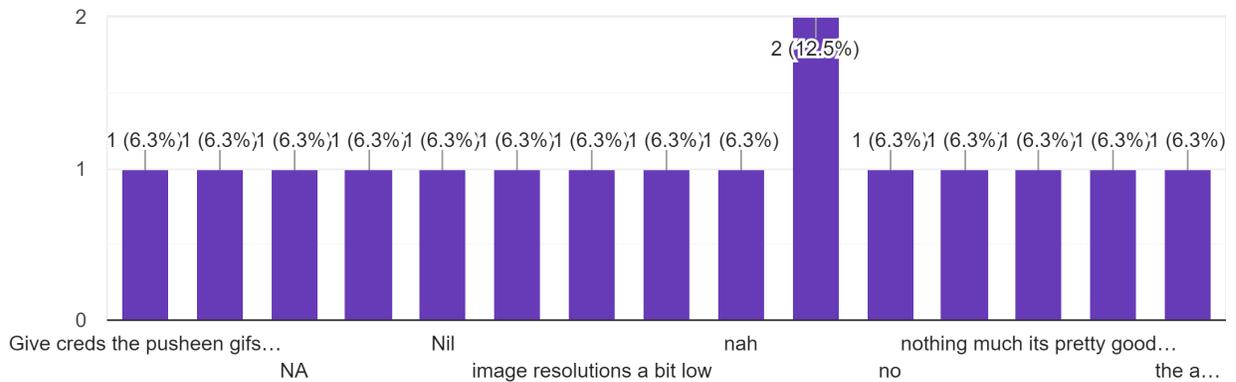
Is there enough content?

18 responses



Any other suggestions for improvement?

16 responses



5. Conclusion:

Unfortunately, due to the Covid-19 pandemic, we could not carry out some of the plans we had planned on doing at the beginning of the year, like having a fundraiser to raise awareness for animal abuse. However, we did not let it affect us too much, and by collaborating with the Society for the Prevention of Cruelty to Animals, we could get reliable and accurate data to post on our website and Instagram. For many of us it was our first time working with an external organization for a project like this and the

experience was really fruitful. Overall, we have learned a lot while working on this project.

Some previews of our website:

PROTECT OUR PETS

Hi everyone! Fluffy Helpers here, would you like to learn how to prevent animal abuse?



WHO ARE WE, AND WHY DID WE WE CHOOSE TO DO THIS?

We are a group of students from Hwa Chong Institution and we absolutely love animals! One day, we read that SPCA Singapore receives an average of 80 to 90 reports of alleged cruelty to animals every month, and we knew that we had to do something about it.

HOW TO STOP ANIMAL ABUSE



HELP THEM!

WHAT IS ANIMAL ABUSE?

Before we talk about preventing animal abuse, we first have to **understand what it is**. Animal cruelty involves **gratuitously** (without good reason; unjustifiably):

- Inflicting harm
- Injuring, or killing an animal.

The cruelty can be **intentional**, such as:

- Kicking,
- Burning,
- Stabbing



WHY YOU SHOULD ADOPT

What does adoption do for these animals?

- Well, for starters, you may not just be saving a single life! Adoption allows the animal shelters to take in more animals after some are adopted out! The sad truth is, often due to lack of space, some animals are euthanized to make way for others. When the number of incoming homeless pets far outweighs the number of eligible adopters, shelters have few options. They have to make the heartbreaking decision to euthanize less adoptable pets to make room for the never-ending influx of unwanted animals. The most obvious reason for euthanasia in animal shelters is also the most preventable. This practice has plummeted in recent years due to increasing popularity in rescue adoption, but it still happens and we encourage everyone to help out with this! Of course, just



“One of the most dangerous things that can happen to a child is to kill or torture an animal and get away with it.”

-Anthropologist Margaret Mead

