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Final Project

The Catastrophe Agency is an employment agency for cats. The purpose of the organization is to pair cats with humans that require the unique talents and skills of cats. These “jobs” could be something positive like companionship or as a mouser. Likewise, the cats could be employed for more destructive tasks such as knocking objects over and breaking them, destroying objects with their claws and teeth, annoying dogs from a safe area or distance, sitting on computers or other objects to make humans unable to use them.

As it relates to pets, the world is very dog-centric. Dogs are seen as “man’s best friend” and their identity seems based on obedience and their personalities that make them willing to serve humans. As a counter, cats are not seen as very helpful and in some lines of thinking, not very helpful to humans and somewhat of a nuisance to certain audiences. The idea that cats could not only be a help to humans, but actually perform services for humans, such as “jobs” seems like an interesting idea.

Cats can be seen as aloof, but it is more based on the comparison to dogs. Cats have a different brain and a different perspective attitude toward life and humans. They certainly can be emotional, loving and great companions to humans as well as performing “jobs.”

As far as the benevolent untruth, this project would benefit those believing that cats have a purpose within society and they can be just as useful as dogs. People would be able to “employ” the cats which would support their belief. Cats could be given a “task” and a sense of purpose in assisting humans in their daily lives.

The website would consist of a homepage with graphics (either photography, illustrations or a combination of both). A navigational menu that is responsive would be utilized and the menu options may be visualized with some sort of “paw” graphic element.

The about section would center around a founder that has worked with cats and has experience with cats that are able to perform requested tasks similar to those being offered by the Catastrophe agency. The memorial could feature background information about the founder and how him/her began working with cats and how that led up to starting the agency.

The research may be particular actual research and then made up facts in relation to cats. Reviewing some existing research in cat psychology may be needed. Additionally, looking at some scientific or feline information.

Recruitment could be based for the cats within shelters and/or partner with shelters to facilitate the process for cats becoming employees of the Catastrophe Agency. The humans “hiring” the cats could be sought out at veterinarian offices or pet supply stores. The agency could have several products for an online store such as shirts, mugs, bags and even gift cards.

One of the main features of the website would be the cats that are employed by the agency. Humans could view the cat profiles and pick the cat that best meets their needs. Each cat could have a unique profile with a picture and a description of their unique “talents.” Cats could not only be hired by individuals but also groups, businesses and other organizations.

The overall goal or call to action would be to give cats a chance for employment they may be well suited for and to not hold faith to existing stereotypes that cats are indifferent or lazy. If nothing else the site could give greater insight into the valuable place cats have in society and to give a greater understanding and appreciation of cats in general.