

Branding Message and Personality

Perfect Pets is a safe, reliable pet sitting for families on the move. Perfect Pets allows pet owners to go on about their day without worrying about their furry friends.

Client Brief

Website Message: Providing a safe and reliable in-home pet sitting service for busy families.

Website Goals: To gain new clients and have past clients return. Provide users with a trustworthy and knowledgeable experience.

Audience: Busy families, working single people

Content: Home Page with hero image of pet w/ logo. List of services and they're prices. Cost Calculator. Contact Page with business info. Appointment Page to set up services. Pet Gallery to show off the happy pets being cared for. Guest Book Page where customers can leave reviews.

Styling Preferences: Playful and comforting; With red and other relaxed colors; Nothing intense for background. No Clip-art for images.

Branding: Logo has yet to be decided; Something incorporating cats and dogs. Possibly a Serif or script typeface to show that the brand is respectful and serious. We want the user to feel safe and to trust that we are the right people to watch over their pet while they're away. A sans serif typeface should add to the playful nature of the website and also contrast from the logo..

User Analysis

The target audience covers anyone who owns a pet. Especially anyone who is too busy to stay home with their pet all the time. The users want a simple, clean website with services list with prices, contact information, and reviews from other customers.

User Personas



April

- 30 years old
- Married with two kids
- Part time Librarian
- Owns one dog

Behaviors

- Always reading magazines
- Loves walking her dog
- Treats pets like family
- Regularly attends a book club

Needs and Pain Points

- Needs to be sure that her pet will be safe
- Overwhelmed by too much text at a time
- Needs to know what she's paying for
- Doesn't like not being able to find what she needs



Joe

- 25 years old
- Single
- Full time IT worker
- Owns two cats

Behaviors

- Uses internet daily
- Home body
- Babies his cats
- Spends late nights at office

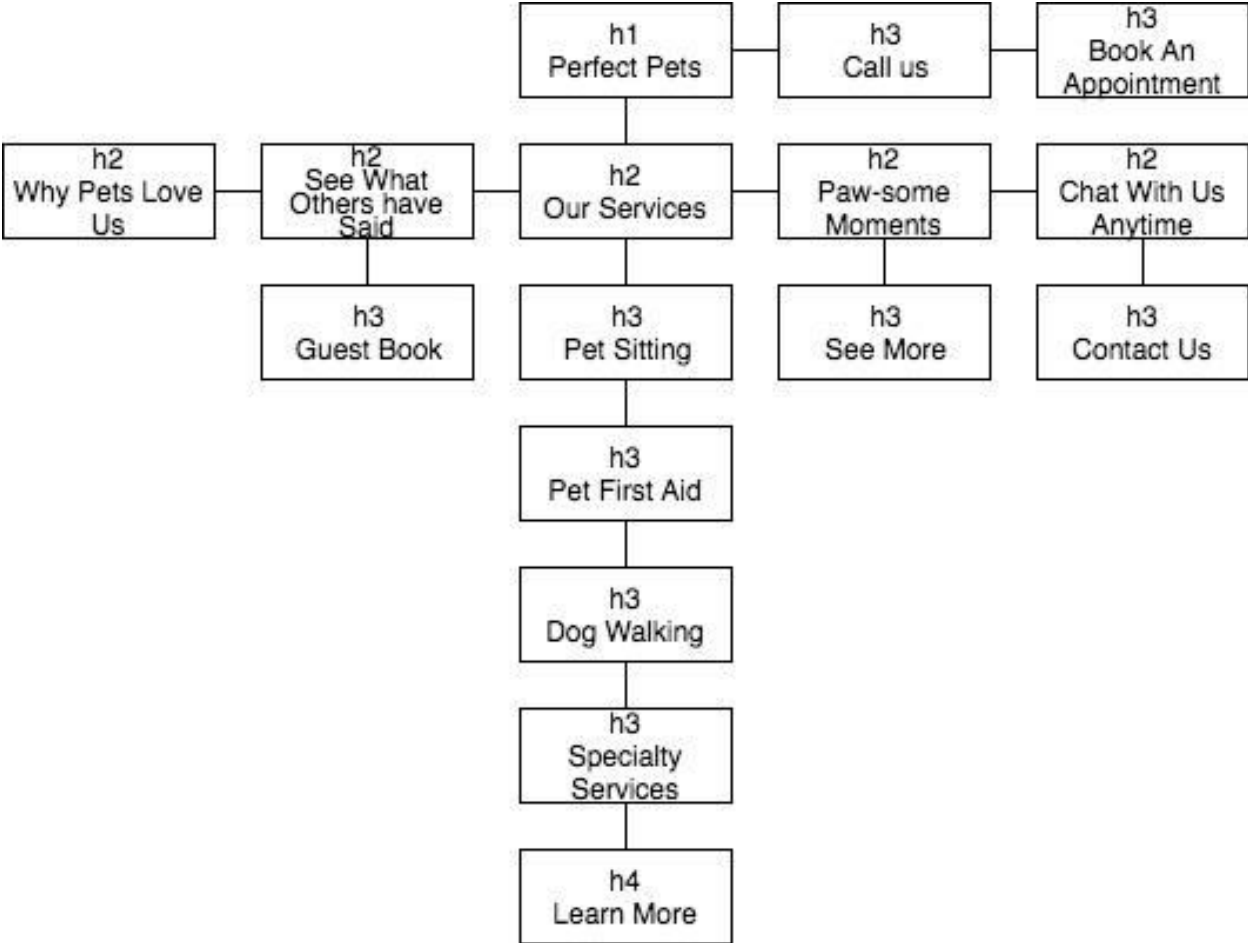
Needs and Pain Points

- Needs to know who and how the sitter is
- Loses interest fast
- Needs to be able to ask questions
- Doesn't like unattractive designs

	What I learned in Discovery	What it means for my content and website strategy
business	Pet Sitting Service	Centered around pets and pet care
Website goals	To gain new customers and have past customers return	Introduce who the caretaker is and why they should schedule an appointment
User characteristics	Busy families who care about their pets	Keep things short and to the point, easy to digest
User needs & goals	Need someone who can be trusted with pet	testimonials
Branding Analysis	Playful and comforting	fun type, visuals, laid back colors
website message	Providing a safe and reliable in-home pet sitting service for families on the move	Emphasize what makes us different

OUTLINE		
heading and content		element type
h1	Perfect Pets	Hero image, logo
h2	Why Pets Loves Us	banner
h2	See What Others Have Said	card
h2	Our Services	table
h2	Paw-some Moments	gallery/slider
h2	Chat With Us Anytime	banner
h3	Call Us 202-555-0195	button
h3	Book An Appointment	button
h3	Pet Sitting	card
h3	Pet First Aid	card
h3	Dog Walking	card
h3	Specialty Services	card
h4	See More	button
h4	Guest Book	button
h4	Contact Us	button
h4	Learn More	button

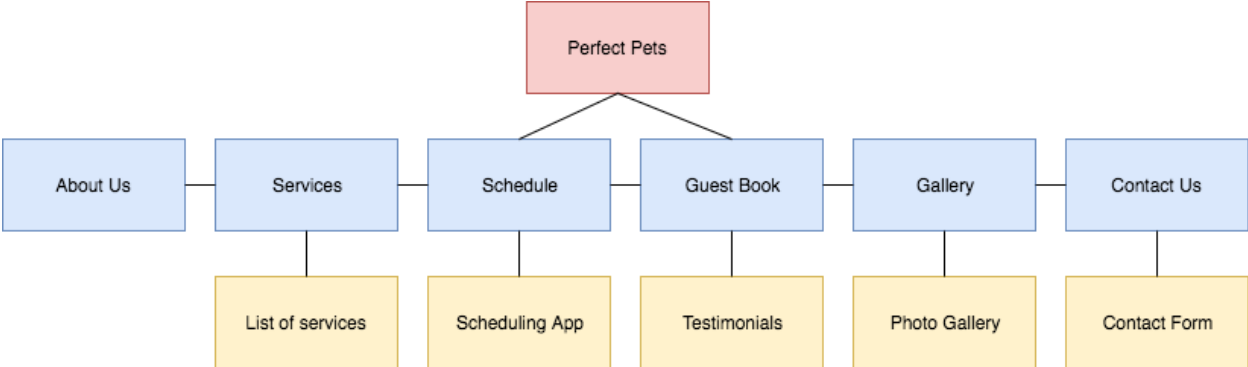
Next Step make a <h> tag chart.



Deliverables

- Online Scheduling
- Contact Form
- Gallery
- Logo
- Branding

Sitemap





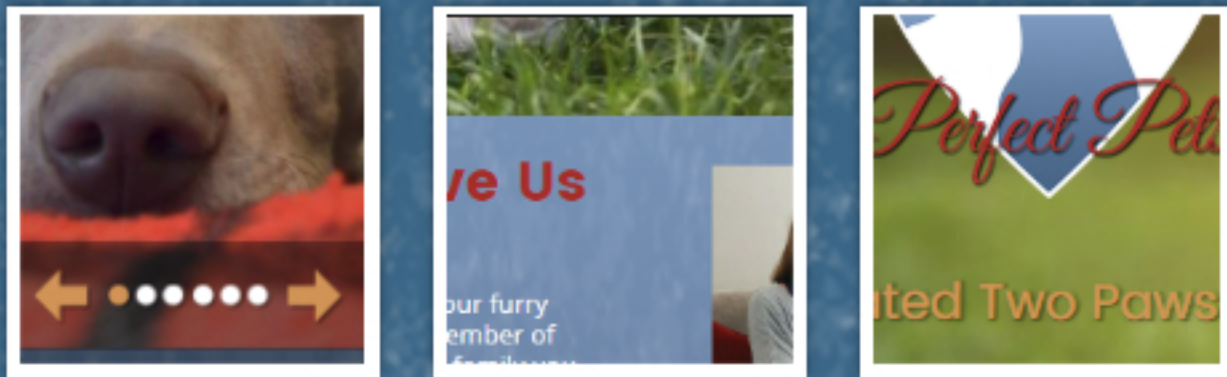
Perfect Pets

Style Tile
version:1

Possible Colors



Textures



This is an Example of a Header

Poppins Bold #ac2421

This is an Example of a Sub Head

Poppings Regular #d99152

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Open Sans #ffffff

This is an example of a Text link »

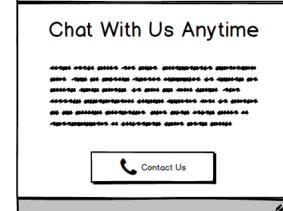
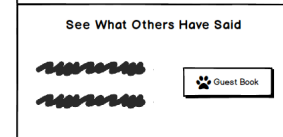
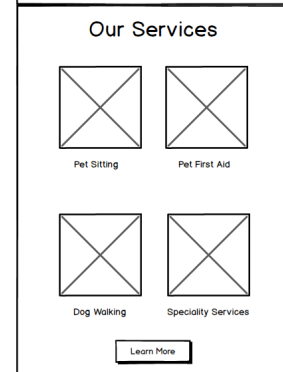
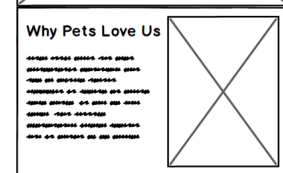
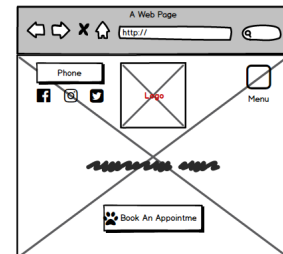
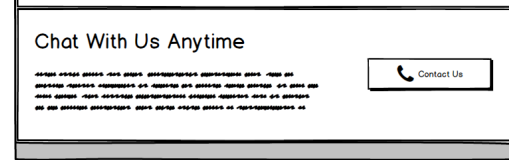
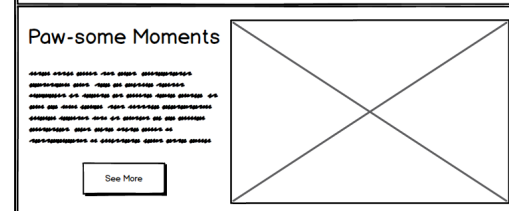
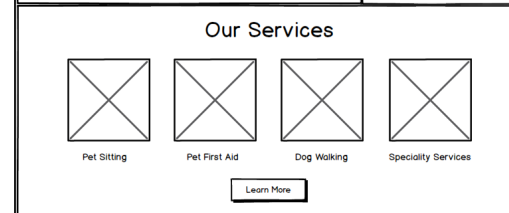
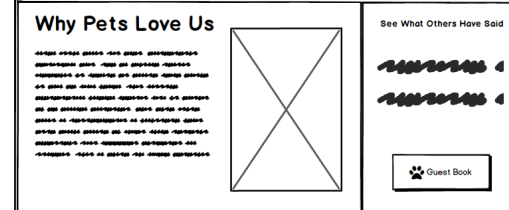
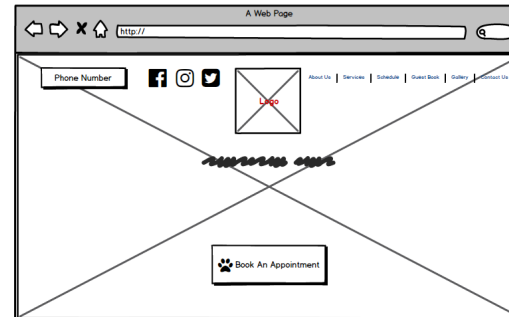
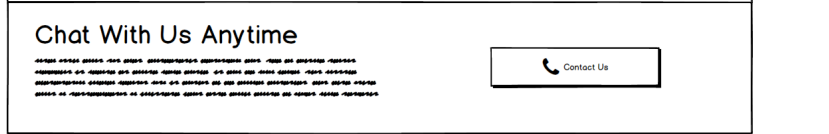
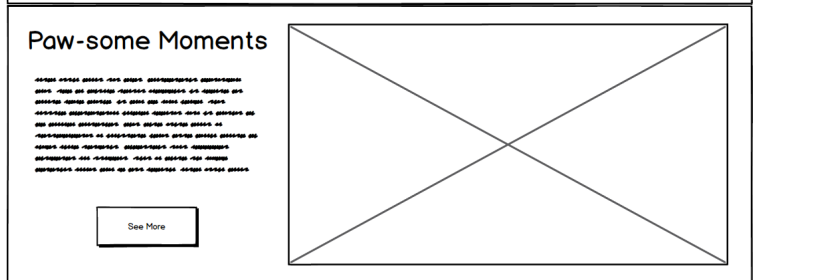
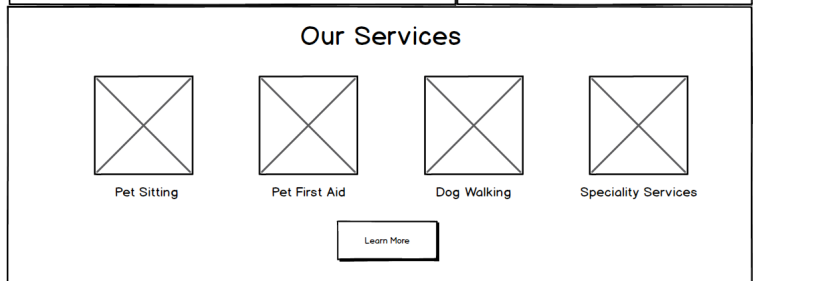
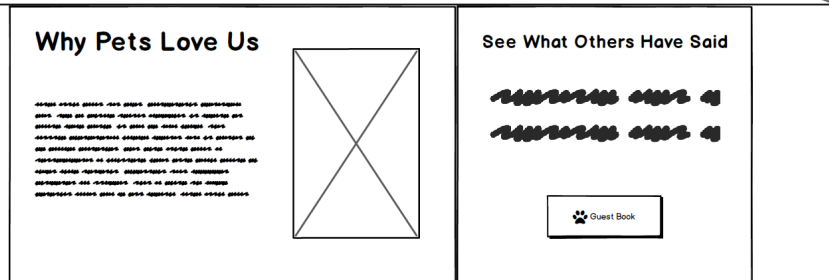
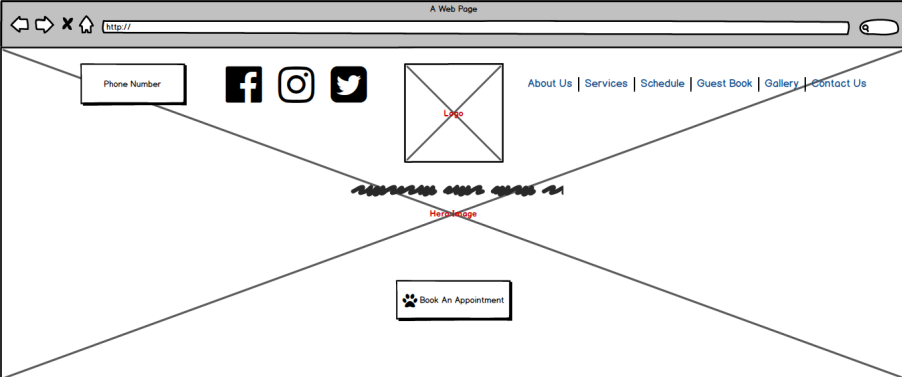


Comforting

CARING
Fun

KNOWLEDGABLE

Trustful



Full Design Project		Client Sign Off	Date	Notes
CREATE team space / log / schedule		Signed	5/8	
Sign Offs Discovery & Analysis				
Client Brief		Signed	5/8	
Branding Analysis		Signed	5/8	
User Analysis with 2 personas		Signed	5/8	
Sign Offs Content				
Website Purpose Summary Worksheet		Signed	5/8	
Deliverable / Feature List		Signed	5/8	
Hierarchy		Signed	5/8	
Sitemap		Signed	5/8	
Sign Offs Design				
Desktop Layout Wire Frame		Signed	5/8	
Breakpoint Sketch		Signed	5/8	
Style Tile		Signed	5/8	
Sign Offs Prototype				
Prototype		Signed	5/8	

Evaluation of being a Designer

I had a fun time being the designer. The entire process was an interesting time. Getting with the client, asking them questions and putting together an analysis. Then taking that and piecing it together into a design and then finally a prototype. It's like putting together a puzzle. At first it seemed a bit troubling, but once I got all of my questions figured out with my client, it became a lot easier to finish.

Evaluation of being a Client

Once again, I had a good time being on the client side. Trying to think about what my company would want on their page and how they want to be expressed. You definitely need a good idea of what you want your designer to make. But if you don't, your designer can help you fill in those gaps. In the end, I can say that the page that was made for me was exactly what I wanted from my designer.