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Senior Project Objectives

PawPrint

A trending topic in today's society is climate change, and what we can do to help with the issue. Environmentally conscious people actively try to limit their garbage production as a way to reduce their carbon footprint ¹. Special grocery stores are on the rise and are allowing customers to bring their own reusable containers and purchase food items with no packaging, plastics, or wasted materials. For humans, limiting the garbage you produce is already a challenge, but it is nearly impossible for owners of pets, specifically owners of cats and dogs ². Cats and dogs are carnivores and have many dietary requirements when it comes to food, but their foods and other products are commonly wrapped and packaged in plastic, which contributes to the plastic waste produced every year. PawPrint's mission is to give those who are waste conscious a place to purchase pet products while being mindful of the environment and reducing their carbon paw print. PawPrint is a pet supply store that focuses on only selling low waste and sustainable pet products.

The deliverables will include online advertising, outdoor advertising, identity system, signage system and a website. The online advertising will consist of a social media avatar and banner along with a four paged Instagram ad. The add will serve as a way to grab people's attention and direct them back to the website where they can learn more about pawprint and our mission. I also animated the ad to give a better representation of how it would look. The outdoor advertising is a park bench made of recycled materials and a dog waste bag dispenser. Both are located in highly trafficked dog parks and public parks. It is located in dog parks because it aligns with our target audience, which is pet owners and placing them in public parks can attract more than just dog owners. The identity system consists of a vertical and horizontal lockup of the logo, along with a style guide containing the fonts and colors used. Additionally, there is a business card, which is seed paper that you can plant making it completely

biodegradable and an apron mockup that store employees would wear. The signage system is essentially an instructional guide on how the chalkboard signage should look, so that they are all cohesive. The signage is chalkboards because they are reusable and more cost effective. Lastly is the website. This is where customers can get familiar with the weigh and pay system, get to know a little bit about the staff, see prices and brands, and check current inventory of toys and much more. The website is also mobile friendly of course.

Citations:

1. <http://www.ipsnews.net/2019/03/rising-trend-zero-waste-lifestyles/>
2. <https://www.thezerowastepet.com/zero-waste-pet-food/>
3. <https://www.statista.com/statistics/700581/americans-who-have-heard-about-the-zero-waste-movement-united-states-by-age-group/>