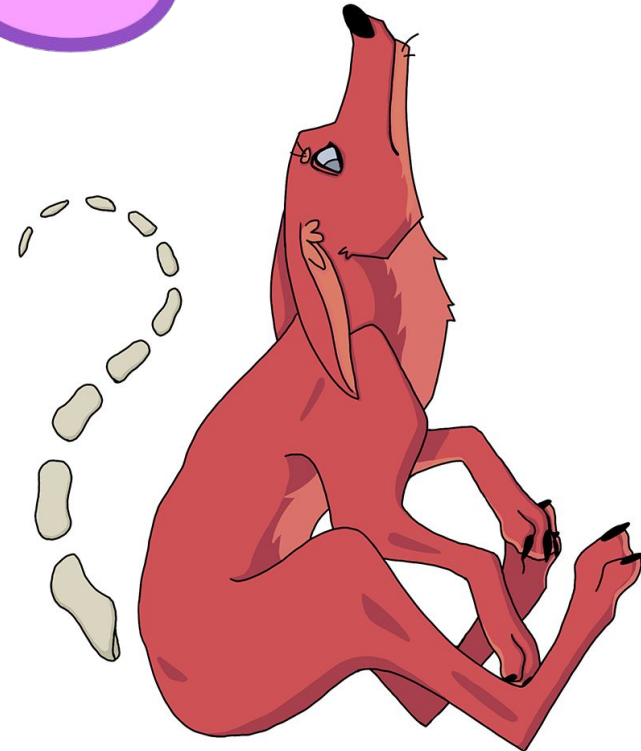


DEMOPETS

<https://capricornered.github.io/demopets>





Hi there! I'm Sammi the Kidh! Welcome to the **Demopets Site Plan Presentation**. Here you'll find information on our vision, concept, mockups, and more! We strive for our website to look **bouncy**, **colorful**, and **exciting**, all while showcasing **top design standards**.

Vision & Purpose

Vision: Demopets will become the most recommended and visited virtual pet site with an active community of over 50,000 users.

Mission: To create an inviting experience in a creative environment that will keep users active and engaged.

Purpose: Demopets is a browser-based game in which users can create an account to interact with virtual pets and items while playing alongside and interacting with other users.

The Problem

Many virtual pet sites are no longer active or updated. Those that are do not offer a consistent user experience from desktop to mobile/tablet - none are built with "mobile first" in mind.

SMART Goals

- 1) Create an intriguing site that will bring in a regular, active userbase within the first 60 days.
- 2) Keep bounce rate below 40% for new visitors.
- 3) Add at least one new pet species per month over the next six months.

Target Audience

- **Average Age/Range:** 13-35
- **Education level:** Late middle school/early high school and up
- **Median income:** \$30,000
- **Primary spoken language:** English
- **Unifying characteristics:**
 - Creative
 - Enjoys casual games
 - Interested in fantasy

Primary Persona

Heather



"All I want is to stay at home with my laptop and a good fantasy book."

About:

- Female
- 16 years old
- High school student (no job/income)
- Wants to become a fiction author
- Bright and cheery but introverted

Likes and dislikes:

- Enjoys reading and writing long stories
- Loves spending time alone
- Dislikes spending free time on things that require a lot of effort

Research

Neopets

Website Address: <http://www.neopets.com/>

What do you appreciate about this website?

This is the longest running virtual pet site that still has enough of an active userbase to be playable. The designs of the pets are charming and well-loved by many users. There are different site themes to choose from and when logged in the home page shows all of your pets and allows you to access different activities with them.

What would you change or customize?

This site has changed hands many times throughout the years and has gone through too many large changes that haven't been implemented well. The death of flash almost became the death of this site as well because staff did not start updating until flash was already gone, and the new version they're slowly putting out does not look good. It's meant to be optimized for mobile but most of it looks terrible on a desktop and honestly isn't much better on mobile in a lot of areas. The staff does not listen to user feedback unless there is an enormous amount of pushback so players are often very unhappy with how the site is run. They need to listen to their users and implement better design and update to the latest W3C standards for HTML/CSS.

Flight Rising

Website Address: <https://www1.flightrising.com/>

What do you appreciate about this website?

The art is beautiful and they do a great job of still including enough variety that only having dragons doesn't feel like a downside. There's a lot to do and there seems to be a very active userbase online every day. Fonts are simple and easy to read and the colors are easy on the eyes.

What would you change or customize?

There's a lot of small text at once on the home page. Site status could be moved somewhere else to allow more room for the latest news and navigation. Navigation is also a bit odd with large links but then what would normally be a dropdown always appearing under those links. This could be updated to a standard hover navigation or with the click to expand method and it would appear cleaner at first glance and feel like less of a chore to find what you need. It's a little overwhelming for someone new to the site.

Dappervolk

Website Address: <https://dappervolk.com/>

What do you appreciate about this website?

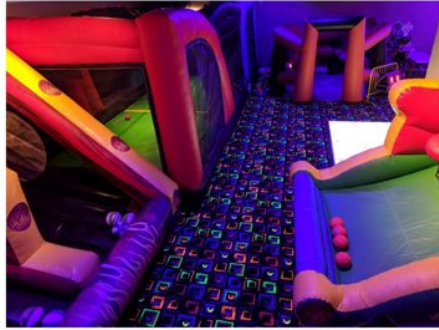
Dappervolk is a new up-and-comer with beautiful art and a cute, friendly design. It combines RPG elements with virtual pet site elements. Everything is browser based so no external client is needed to play the RPG. The design is rather pleasing to look at and includes some fun animation elements.

What would you change or customize?

The avatars and pets are also very stylized and may not have the widest appeal, but this could be an issue with any site based on personal preferences. Aside from the design but something that I want to keep in mind: I've heard that this site is very "grindy"- you have to put in a lot of time and effort to get the things you want. This is something I want to avoid as I envision a site like this being more casual, even with the RPG elements.

Concept

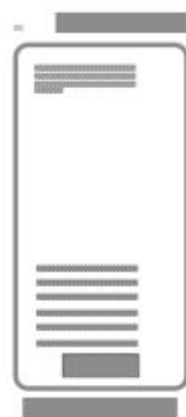
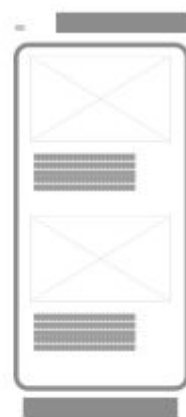
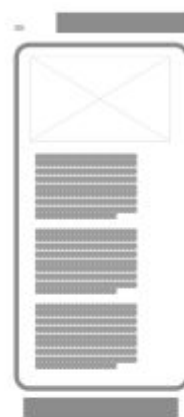
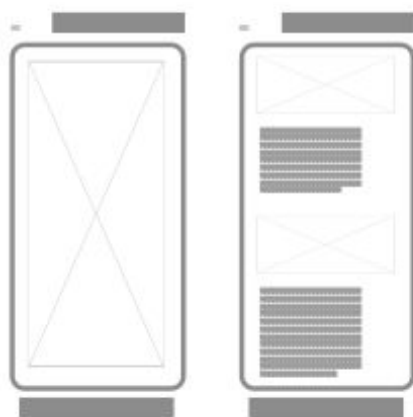
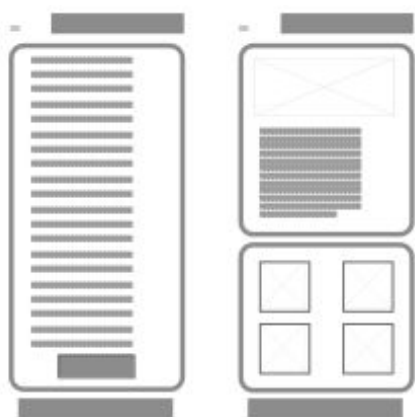
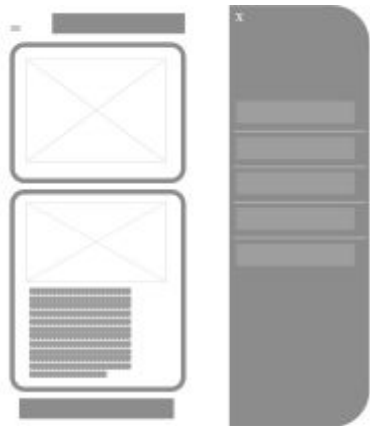
Bouncy, Colorful, Exciting



**BOUNCY
FUN
MOOD
BOARD**

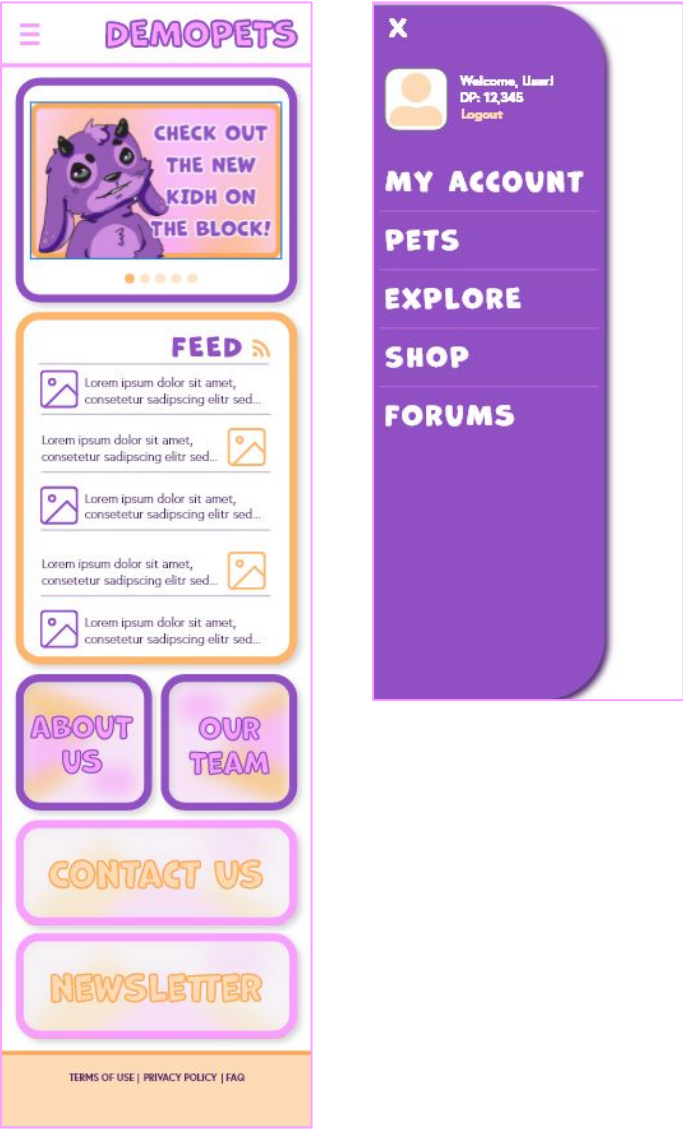


Wireframe



Mockup

Mobile



Tablet



Desktop

