Bowser

Project plan for website development and launch.

™

The Future is Furry
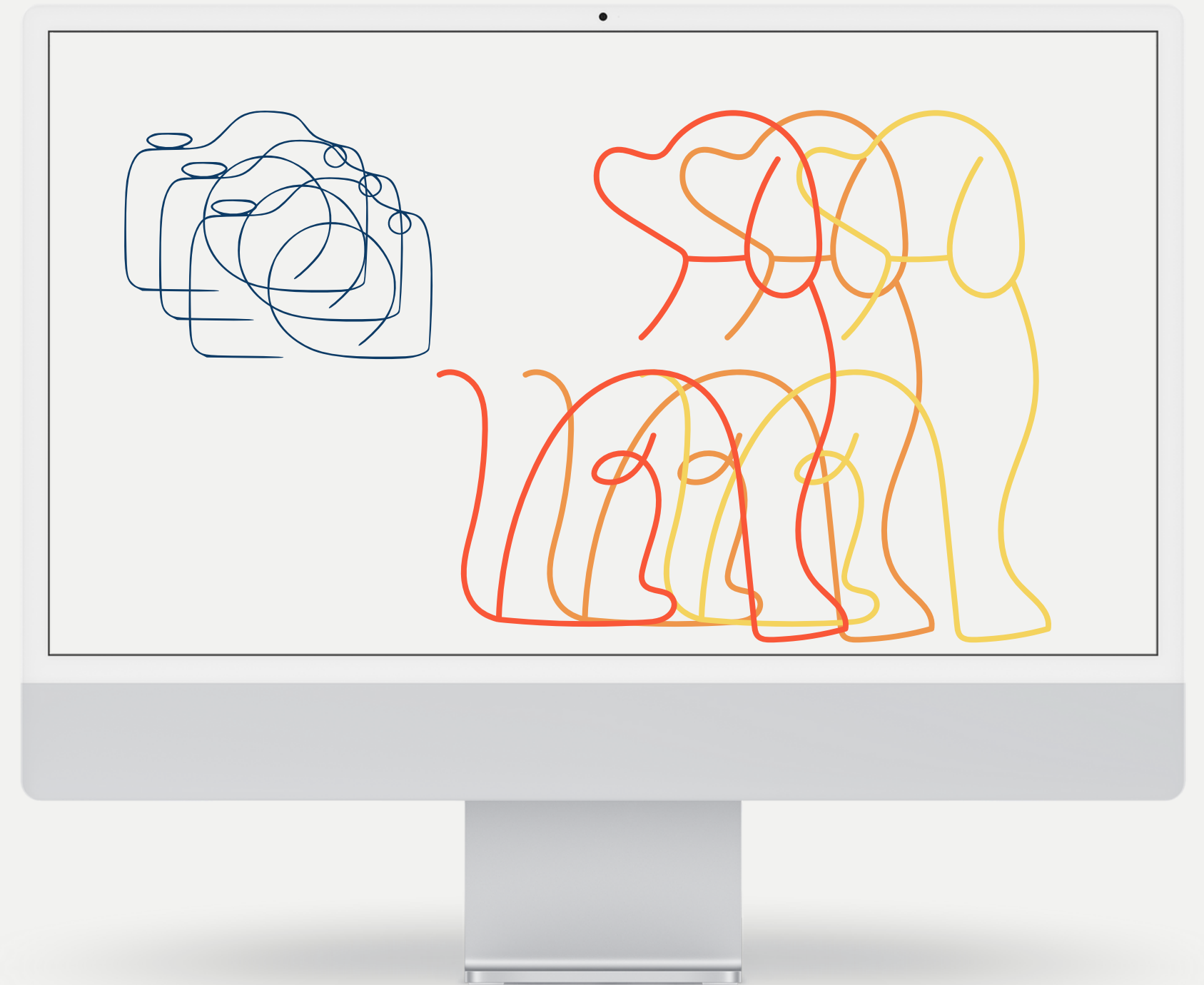
Agenda

01
Introduction

Project Summary
Inspiration
User Personas
Marketing Plan
Key Goals

02
Mockups

Color Palette
Typography

03
Activation

Project Plan
Project Timeline

Project Summary

The following prototypes demonstrate a proposed user interface (UI) and user experience (UX) for a newly redesigned social media site, focused on dogs and other pets

The goal is to bring a more curated, positive social media experience to people and the pets they love.
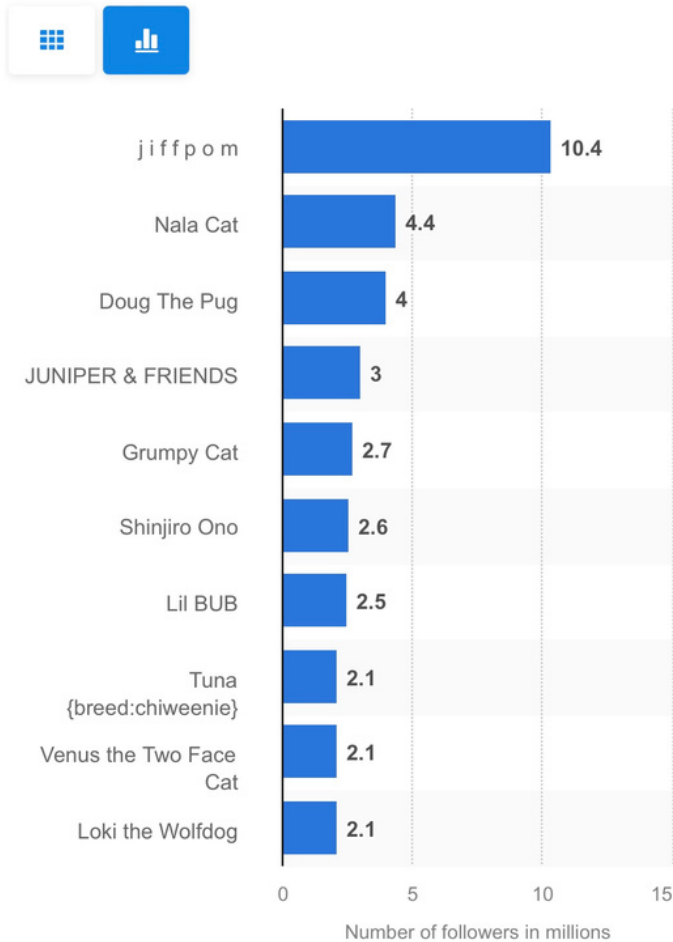
Inspiration

Most-followed pets on Instagram worldwide as of June 2020

	Number of followers in millions
jiffpom	10.4
Nala Cat	4.4
Doug The Pug	4
JUNIPER & FRIENDS	3
Grumpy Cat	2.7
Shinjiro Ono	2.6
Lil BUB	2.5
Tuna {breed:chiweenie}	2.1
Venus the Two Face Cat	2.1
Loki the Wolfdog	2.1

Number of followers in millions

USA TODAY ENTERTAINMENT

Pets on TikTok, Instagram get millions of followers. Why we love these furry influencers.

Sara Moniuszko | Special for USATODAY

Show Caption

They have millions of followers. They have the cutest faces. And they're four-legged and furry?

THE DOGIST

The Dogist

Telling the story of dogs
around the world.

tunameltsmyhe...
2.0M followers

View profile

View more on Instagram

57,154 likes

tunameltsmyheart

Welcome to Day 1 of #NYFW21 and @amazonpets Fashion Week! Tuna will be your high-profile

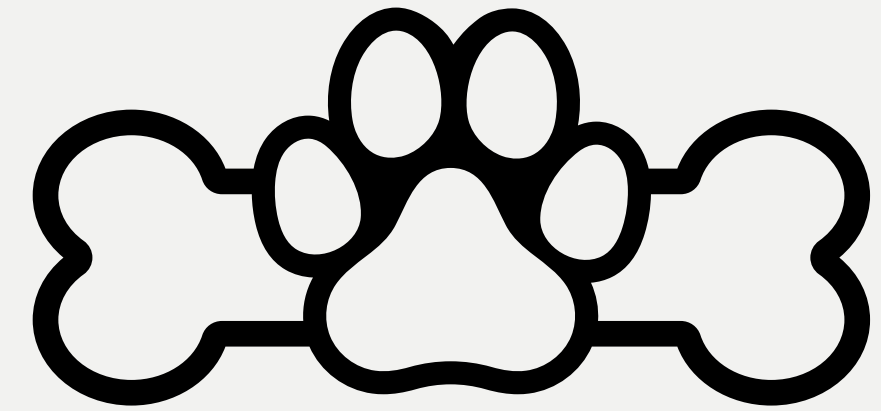# User Personas

Families

Students

Influencers

Marketing

Social Media

Search

Bowser

The Future is Furry

Email

Display Ads

Can dogs see color? The popular notion that dogs only see in black and white is false
Dogs can make out **yellow** and **blue**, and combinations of those colors

–THE AMERICAN KENNEL CLUB

Color Palette

Yale Blue
0D3B66

Lemon Chiffon
FAF0CA

Naples Yellow
F4D35E

Sandy Brown
EE964B

Tomato
F95738

coolors

Typography

Open Sans

The quick brown fox jumps over the lazy dog.

Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold

Poppins

The quick brown fox jumps over the lazy dog.

Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

Aleo

The quick brown fox jumps over the lazy dog.

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic

Poppins: It is highly readable, which makes it an excellent choice for both web and mobile. Poppins was created by the Indian Type Foundry. It is an attractive, geometric sans-serif font for use in text or display contexts

Key Goals

01

Improve bounce rate

Increase stickiness and average session time to, at least, three minutes.

02

Improve marketing channels outside of Social

Maintaining Social's performance while improving all other channels is key. There's an opportunity to extend our Influencer marketing power to email and search.
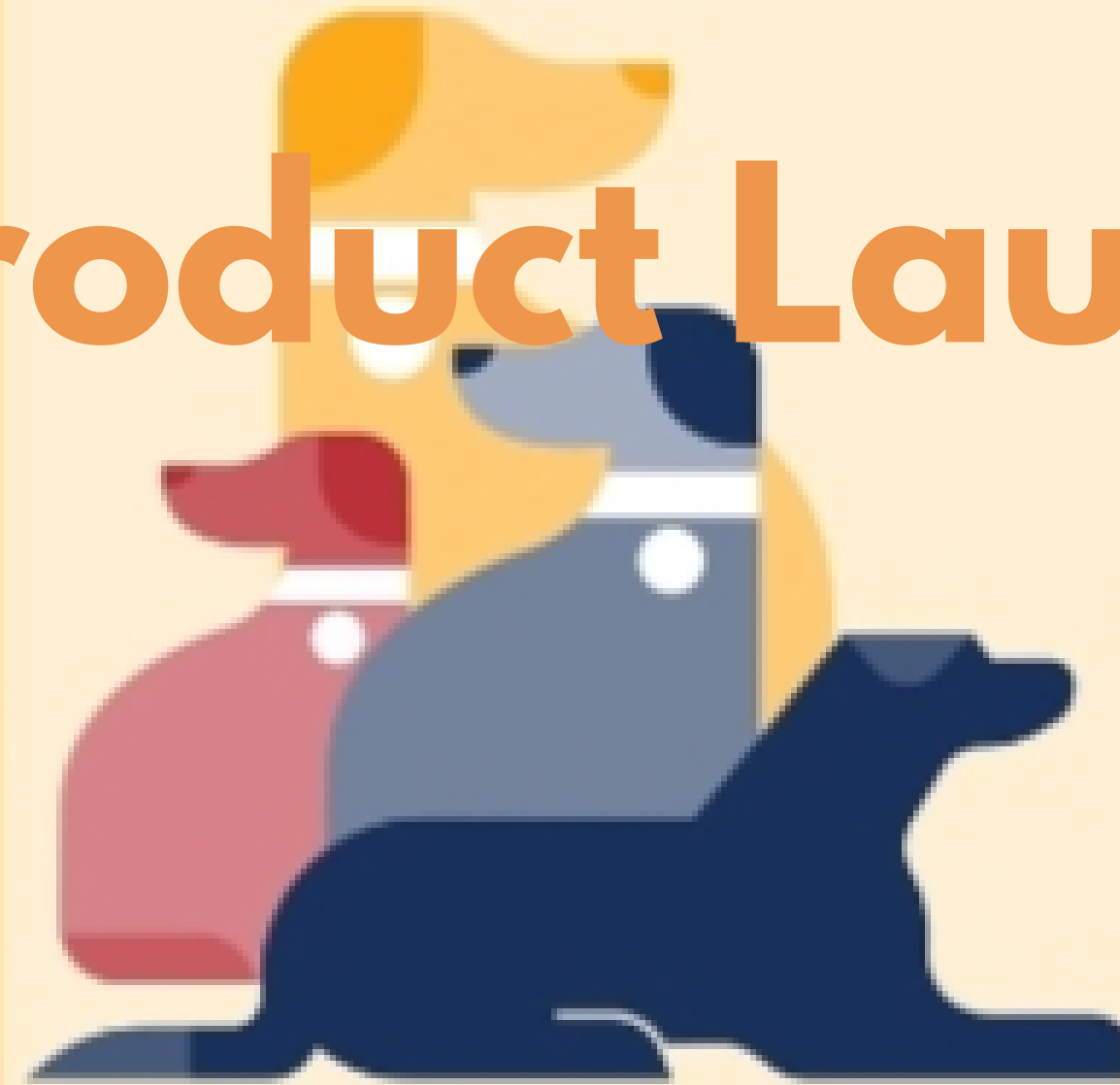
03

Ensure 100% responsiveness

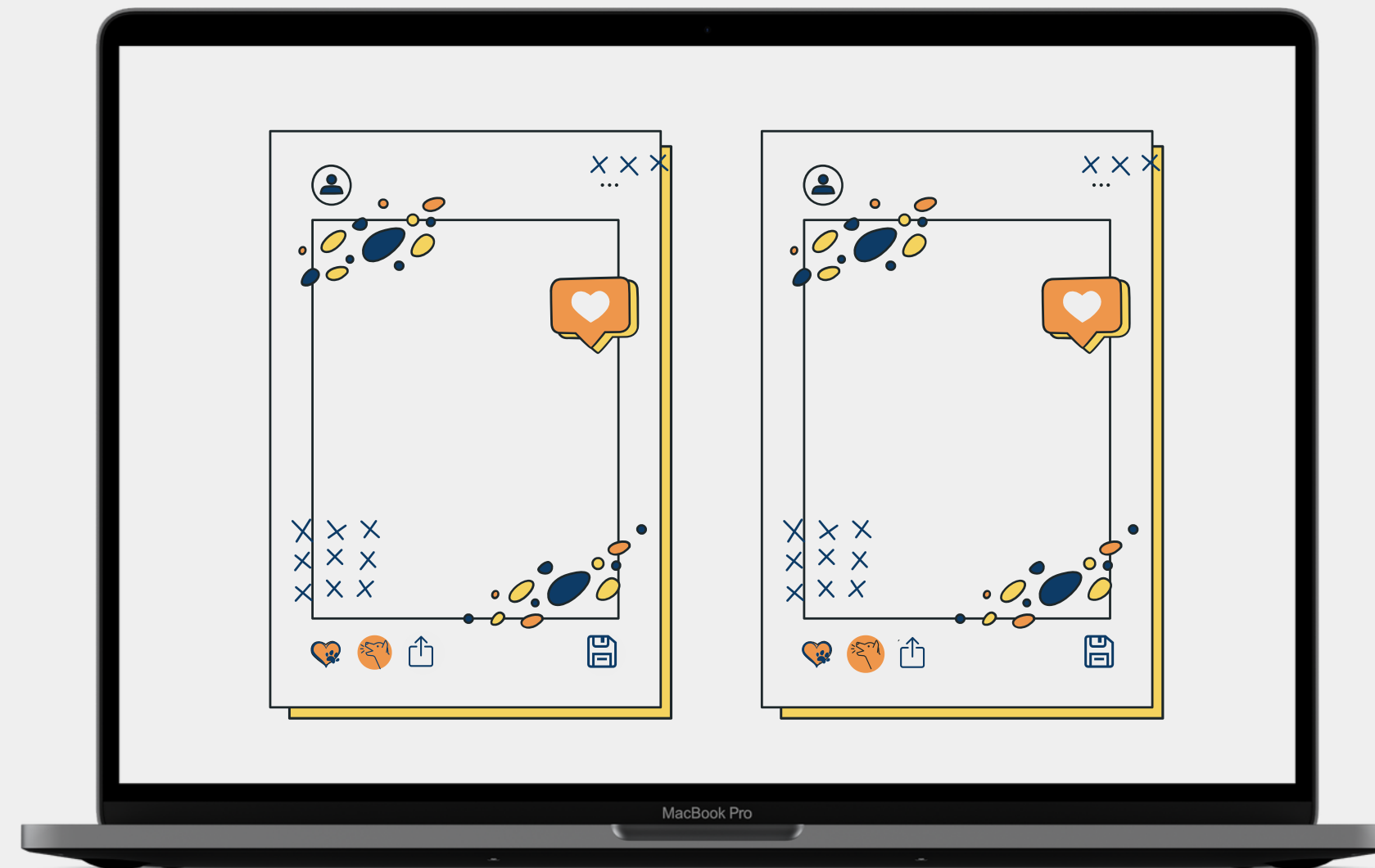The future is mobile--or is it the present? Almost 70% of our users access our site from a mobile device.

Product Launch

Computer

Benfits & Goals

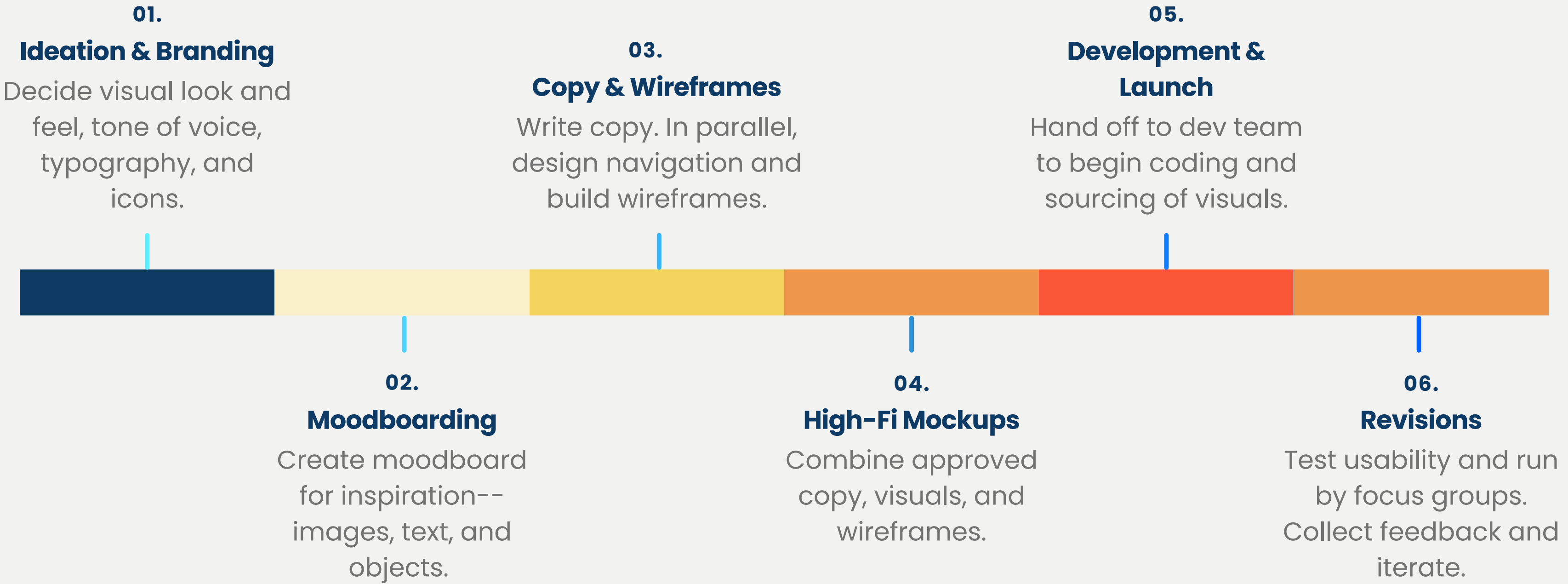**01** A carefully curated photo feed, from verified users, all about dogs and pets!

02 A separate video feed, so users can choose the type of content they view.

03 No Ads!

Project Plan

01.
Ideation & Branding
Decide visual look and feel, tone of voice, typography, and icons.

02.
Moodboarding
Create moodboard for inspiration-- images, text, and objects.

03.
Copy & Wireframes
Write copy. In parallel, design navigation and build wireframes.

04.
High-Fi Mockups
Combine approved copy, visuals, and wireframes.

05.
Development & Launch
Hand off to dev team to begin coding and sourcing of visuals.

06.
Revisions
Test usability and run by focus groups. Collect feedback and iterate.

Thank You

Contact me to learn more

Prudence

SVP of Design