Round 1 – User Story
SLIIT Designathon 2022

COCO is a global tech giant developing embedded microchips in pet care industry. The chip is deeply embedded under the skin of pets and the owner can track/respond to their pet's status round the clock, based on the data sent by the chip. Another business segment of COCO is selling one of the biggest ranges of pet food, as well as a huge range of veterinary products and pet accessories through their retail outlets and digital platforms.

COCO Mobile App: User Story 1

Jenny is the owner of three dogs embedded COCO chips and she is away from home for work. Suddenly she receives an alert in COCO mobile app that one of her three pet dogs Bella's vitals are abnormal. The mobile app helps her to monitor the situation and take necessary actions.

COCO Mobile App: User Story 2

Jenny is at home and notices that she is going short of dog food for her three dogs soon. The three different dog breeds consume three different types of dog food, and the mobile app helps her to order the food. The app is fully equipped

with e-commerce functionalities and capable of recommending products and services based on pet profiles.

App Features:

Onboarding
App onboarding screens showcasing key app features. Login to the app using credentials and COCO chip embedded pet details are preloaded in the app. Add pets manually those are not being chip embedded for e-commerce activities.

Dashboard
List of three pets owned, with summary of each one, live vital statistics, and with quick access to each pet's food and other product and service preferences.

Find a Vet
List of veterinary doctors nearby, their availability and book an appointment in case of an emergency or book frequently visited family vet if they are available.

Book Appointment
Select the vet and book an appointment for Bella

IOT - Connected Devices
Setup a timer to automatically dispense or manually dispense food/water for the pets at home.

***By taking the stated context above as a general guideline, competitors are allowed to make educated assumptions and produce creative, innovative, and imaginative work.

What you need to do (deliverables):

- Present high-level user journeys for user story 1 and 2 showcasing the app features mentioned.
- Do basic low fidelity wireframes of the screens/journeys identified (including happy path and alternative paths).
- Create your own colour palette and brand guideline.
- Design an app icon.
- Design 5 to 10 key screens in hi-fidelity (look and feel ready actual app screens).
- Prototype or interaction if possible.

- Once the assignment is completed, create a folder, and put all the above deliverables inside (user journeys, low fidelity wireframes, colour palette, brand guideline, app icon, and key screens in high-fidality: all these must be in either PDF or PNG format) including the link to view the prototype. Further each team is required to include a Ms word file containing team member details, emails and contact numbers. Then upload your submissions via : https://forms.gle/SfsQqn3LWLv3NTwE6

- To qualify as an adequate submission for the evaluation, submission of each of the above deliverables is a must.

- Submission deadline: 28th December 2022 at 12PM (noon).

- For any inquires e-mail to: designathon22@gmail.com