

Brief de Proyecto

PUNTO DE PARTIDA



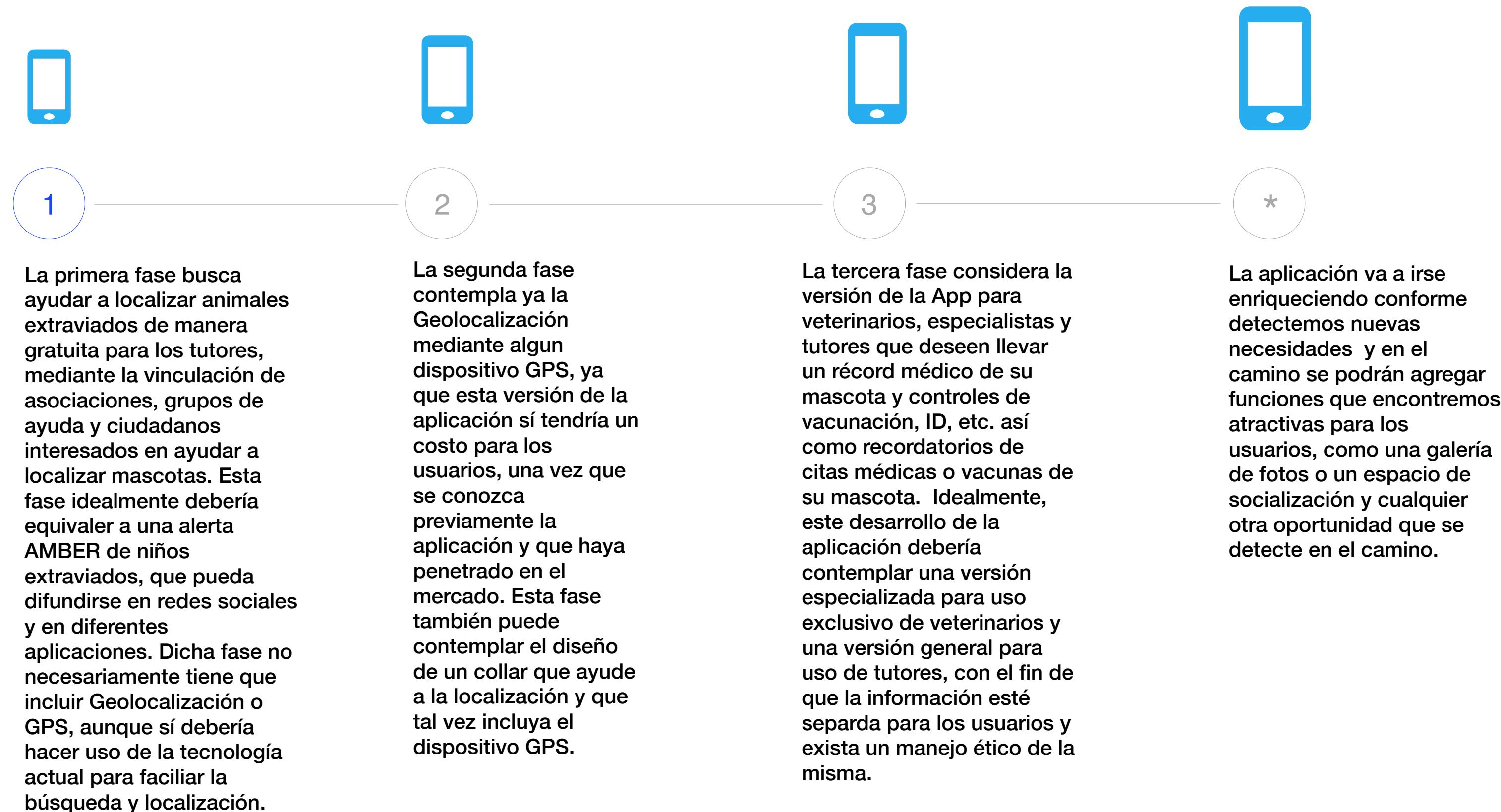
OBJETIVO

Implementar el desarrollo de una plataforma enfocada en necesidades no cubiertas de animales de compañía y sus tutores (en este caso, localización de mascotas extraviadas), que genere negocio y data útil.



DESCRIPCIÓN DE PROYECTO

Crear una plataforma que permita formar y conectar la red de tutores y especialistas de animales de compañía más grande y fuerte (de México para empezar) a través de la cual se puedan ofrecer beneficios y obtener data útil para el negocio. Dicha plataforma podrá arrancar bajo el formato de una App y se irá formando en diferentes fases:



A QUIÉN NOS DIRIGIMOS

FOCO PRINCIPAL DEL
DESARROLLO DEL PROYECTO



TARGET

Tutores de animales de compañía,
responsables y concientes.

DEMOGRÁFICOS

Clase media a clase alta, usuarios de
smart phones.

PSICOGRÁFICOS

Consideran a su mascota como parte de
su familia.

Categoría Apps para Mascotas



Dog Medical Agenda Medical
\$129.00 ▾

Dog Monitor: Pet Vide... Lifestyle
GET ▾
In-App Purchases

Dog Monitor Lifestyle
\$99.00 ▾

iVet Medical
\$209.00 ▾

Visual Anatomy - Canine 12+
An interactive visual guide for learning and understanding canine anatomy. Quickly get a clear and complete 3 dimensional understanding of all muscles, bones & organs. Includes the option to search, save/restore states, quality settings and more.

Petapp
One app to pat them all
Stay connected to your lovely pet.
Available in the spring of 2018
Get it on the App Store

1 Colour
colour palette is minimal and simple but neat and make app look great
Did you know that Pantone® chose PANTONE 18-3838 ULTRA VIOLET as the color of year 2018?
#FRSSD #FRSSD
#FRSSD #FRSSD

2 Fonts
Extended fonts give app unique and trendy look.
Experts say:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Montserrat 48pt
Montserrat 24pt
Montserrat 18pt
Montserrat 14pt
Pavel Gorshkov art director at Inmadrobot

IDENTIDAD

Exploraciones



APLICACIÓN GRATUITA



VERSIÓN COMUNIDAD
& LOCALIZACIÓN



VERSIÓN MÉDICA
& ESPECIALISTAS



IDENTIDAD

Exploraciones

Tipografía App

Gotham Light
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
!\"#\$%&/()=?¿

Gotham Book
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
!\"#\$%&/()=?¿

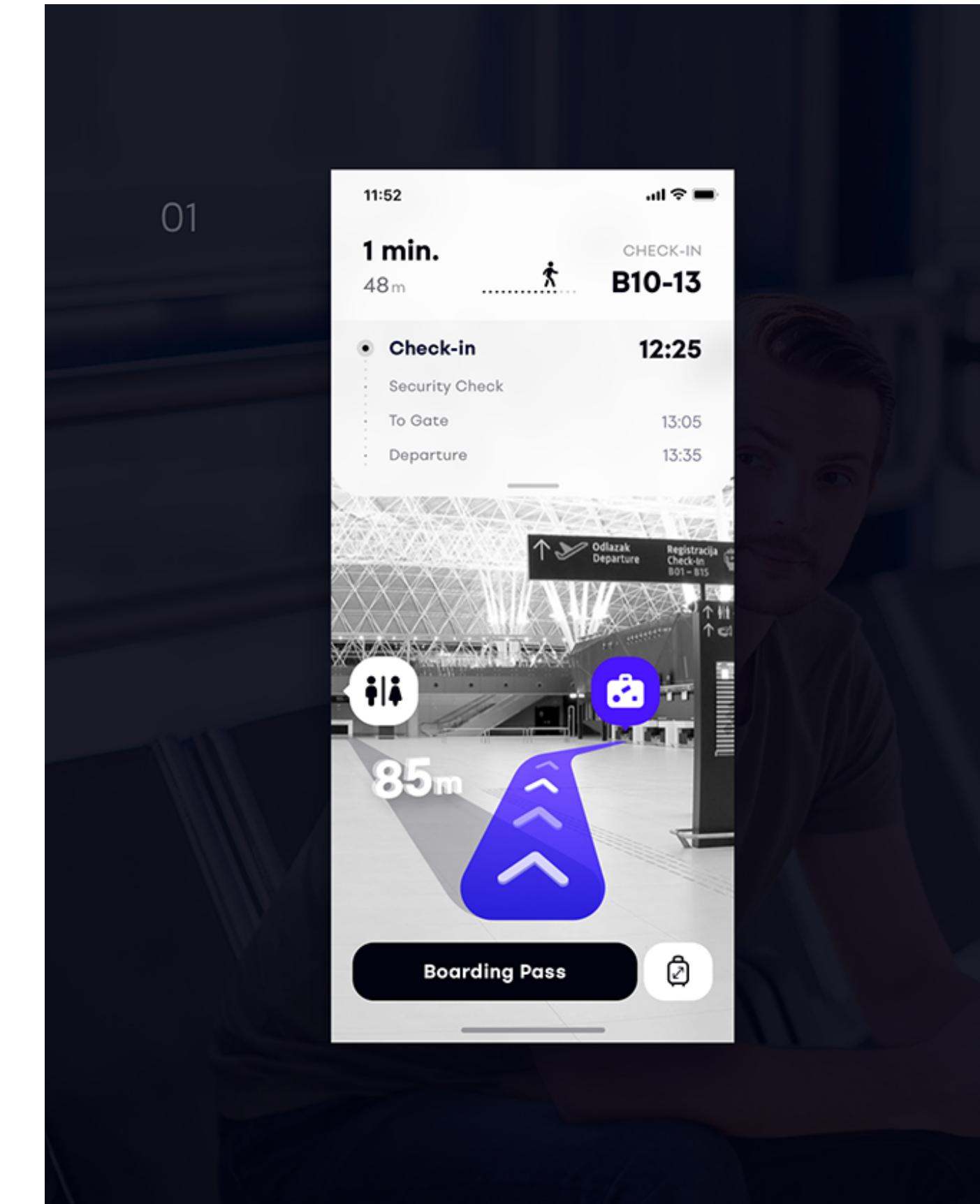
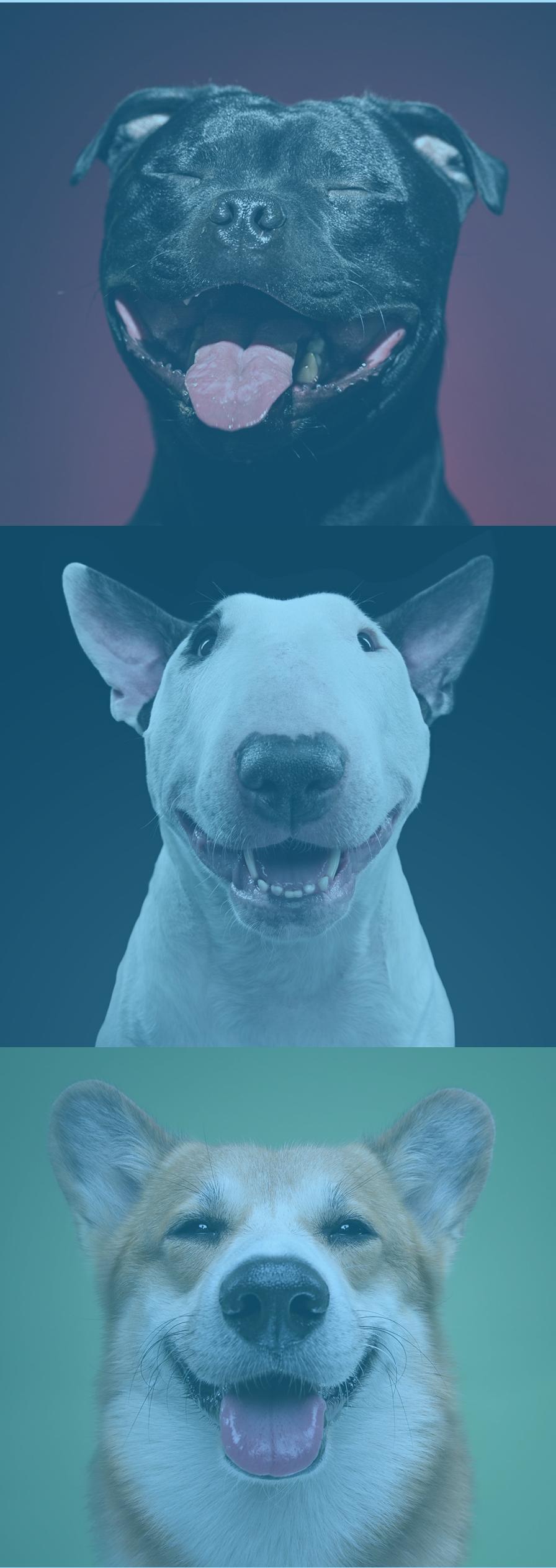
Gotham Light Italic
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
!\"#\$%&/()=?¿

Gotham Medium
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
0123456789
!\"#\$%&/()=?¿

TIPOGRAFÍA

La tipografía seleccionada para uso institucional es la familia Gotham, con diversas fuentes para cada uso. Gotham es una familia tipográfica geométrica con legibilidad máxima, optimizada para uso en medios digitales e impresos. Es elegante, amigable y de flexibilidad nata.

INSPIRACIÓN

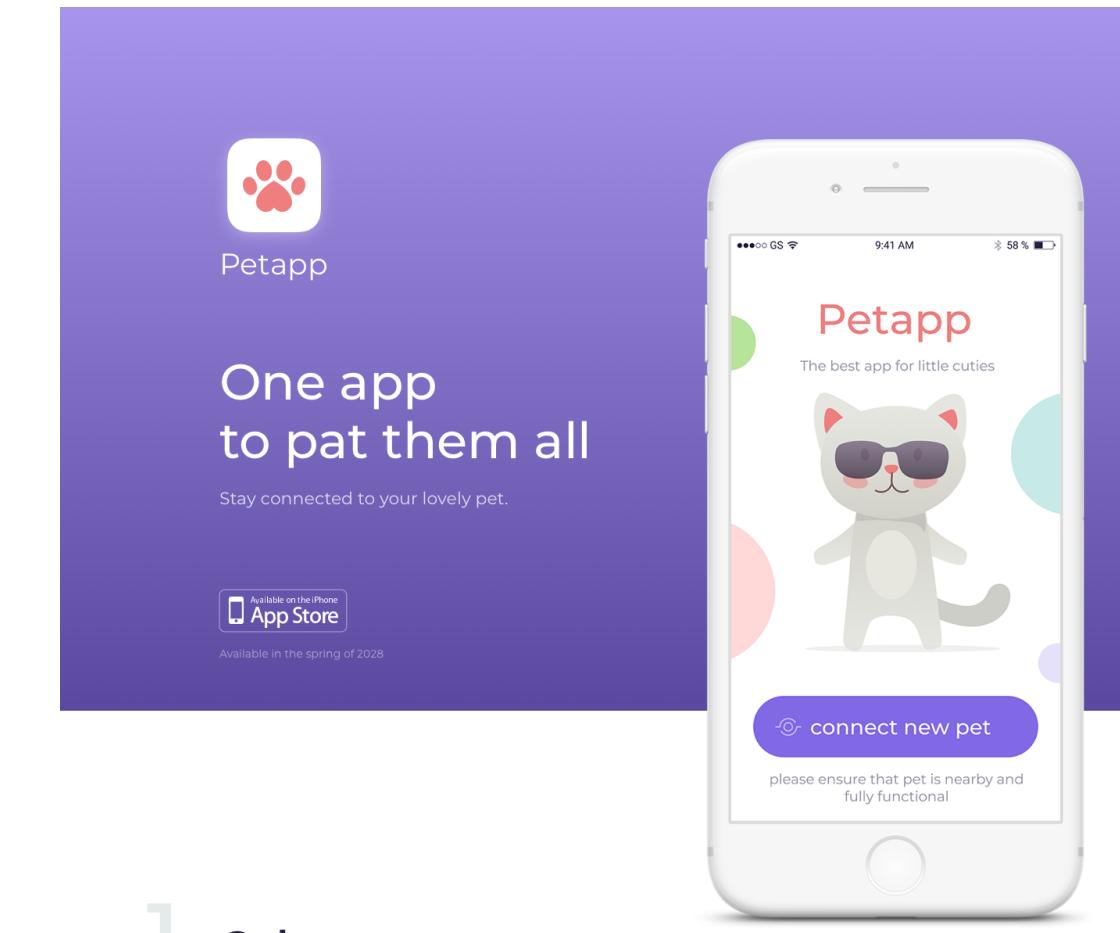


DISEÑO DE INTERFASE

https://www.behance.net/gallery/73623109/Improved-airport-experience-through-AR?tracking_source=search%257Cairport

INSPIRACIÓN

TENDENCIA EN COLORES



1 Colour

colour palette is minimal and simple but neat and make app look great



Did you know that Pantone™ choosed PANTONE 18-3838 ULTRA VIOLET as the color of year 2018?

A dramatically provocative and thoughtful purple shade, PANTONE 18-3838 Ultra Violet communicates originality, ingenuity, and visionary thinking that points us toward the future.



2 Fonts

Extended fonts give app unique and trandy look.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Experts say:

«Tired of ultra-light fonts we long for more expressive typography. These fonts look fresh now and claim to be visually interesting. Display fonts allow you to build a composition upon contrast and diversity your layouts.»

Pavel Gorshkov
art-director at Redmadrobot

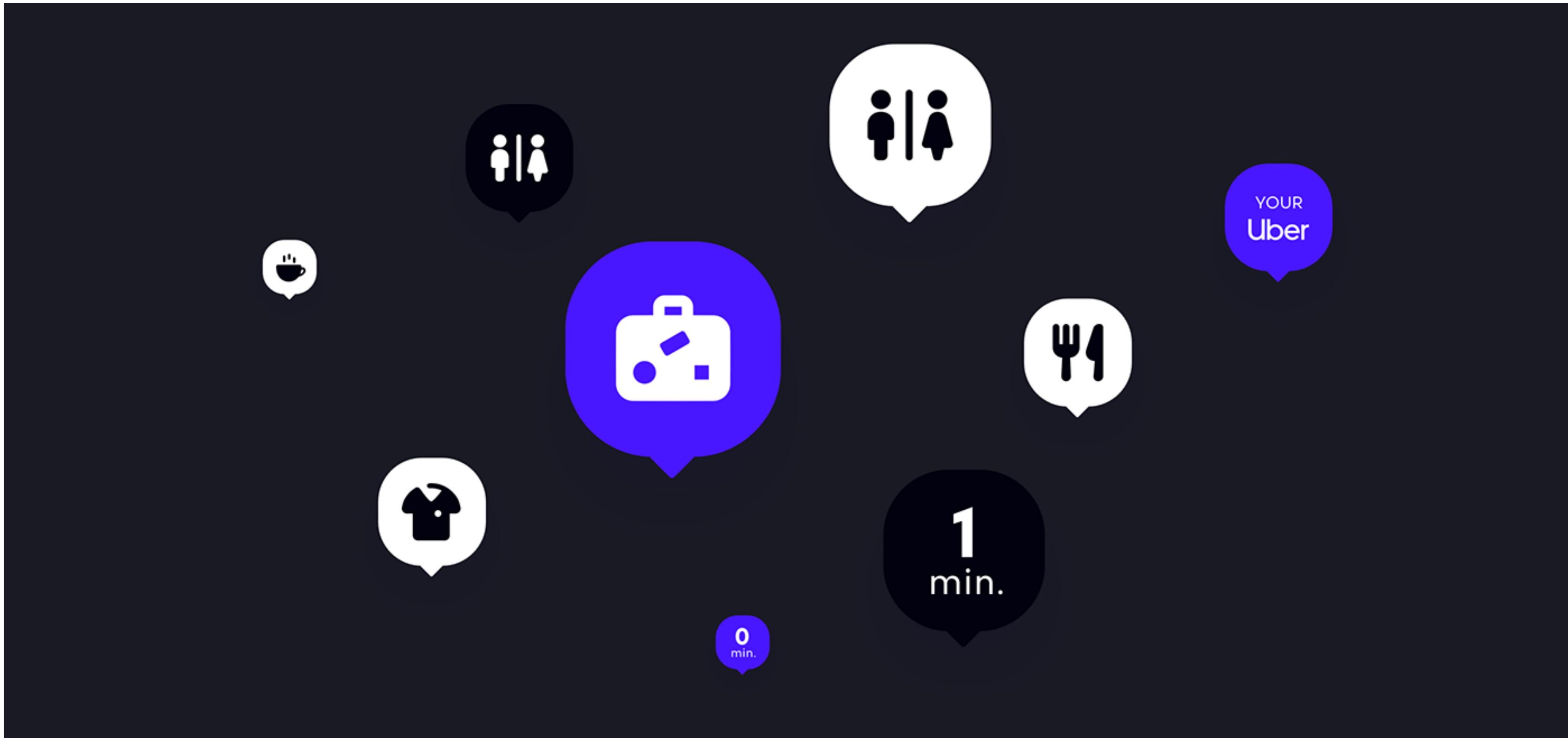
Montserrat 48pt

Montserrat 24pt

Montserrat 18pt

Montserrat 16pt

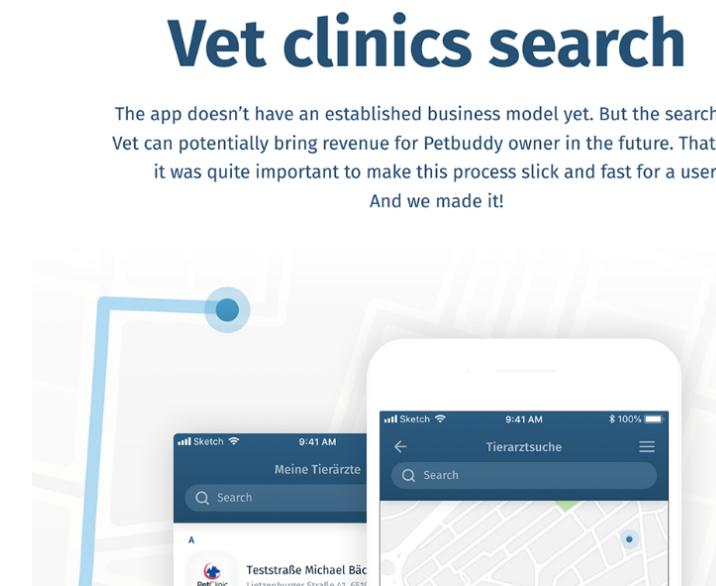
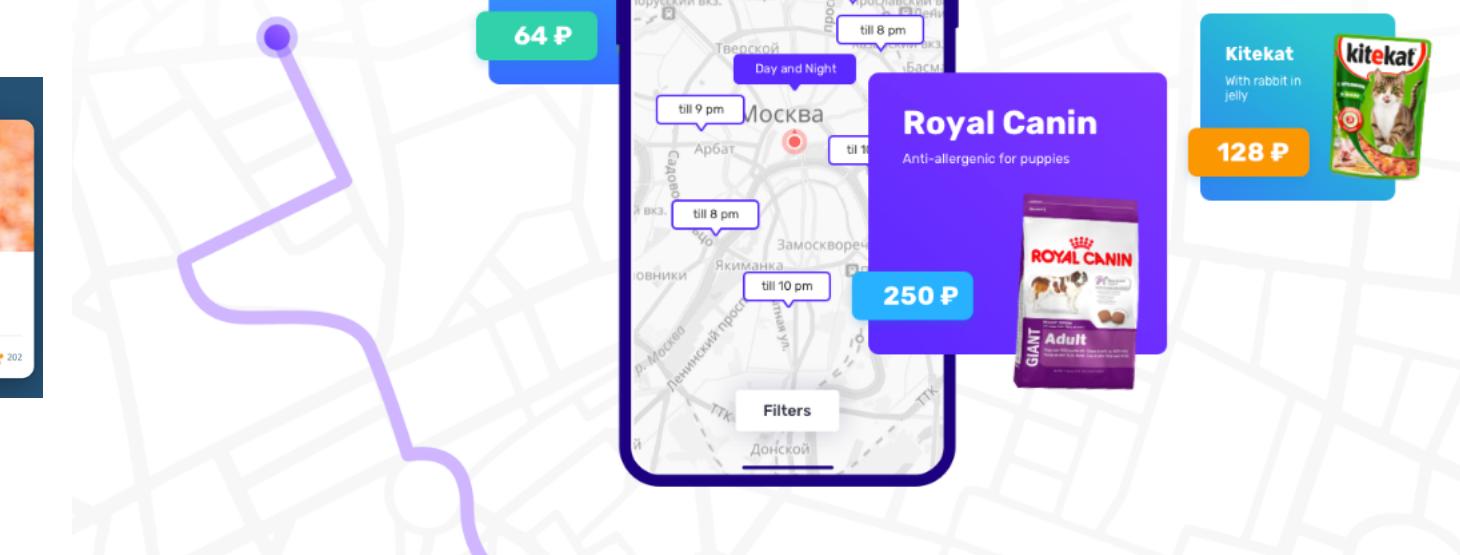
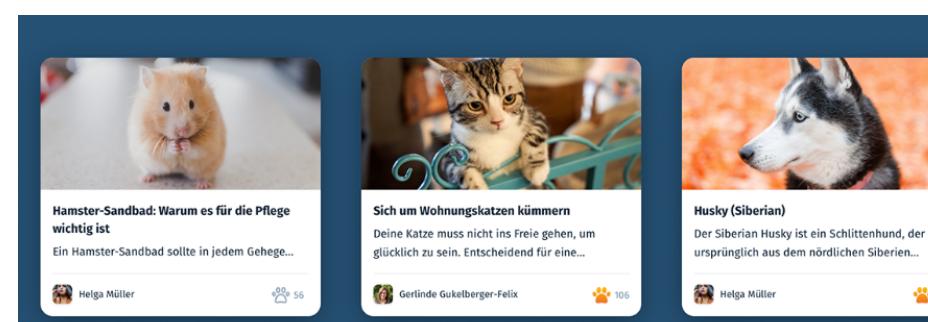
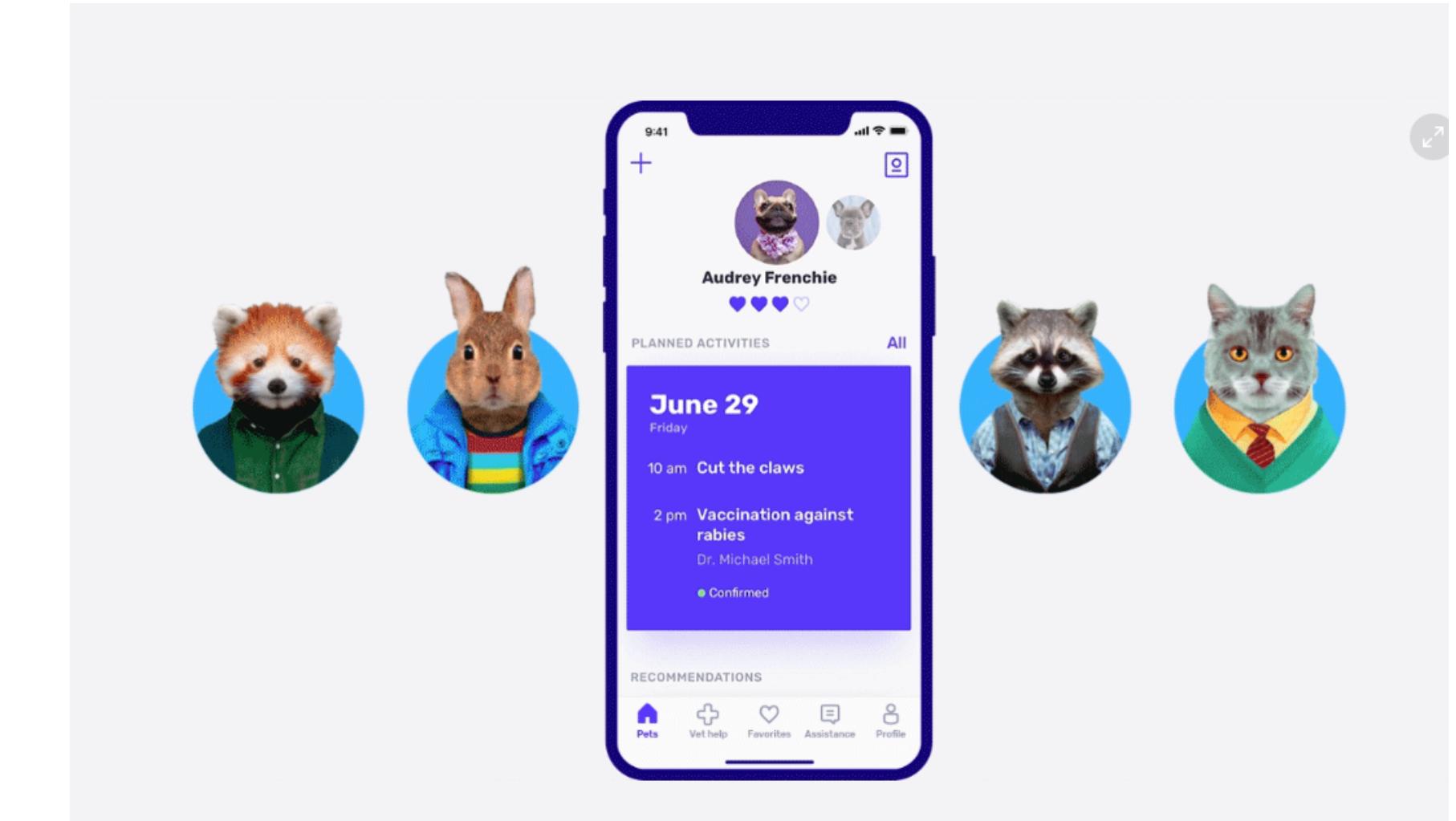
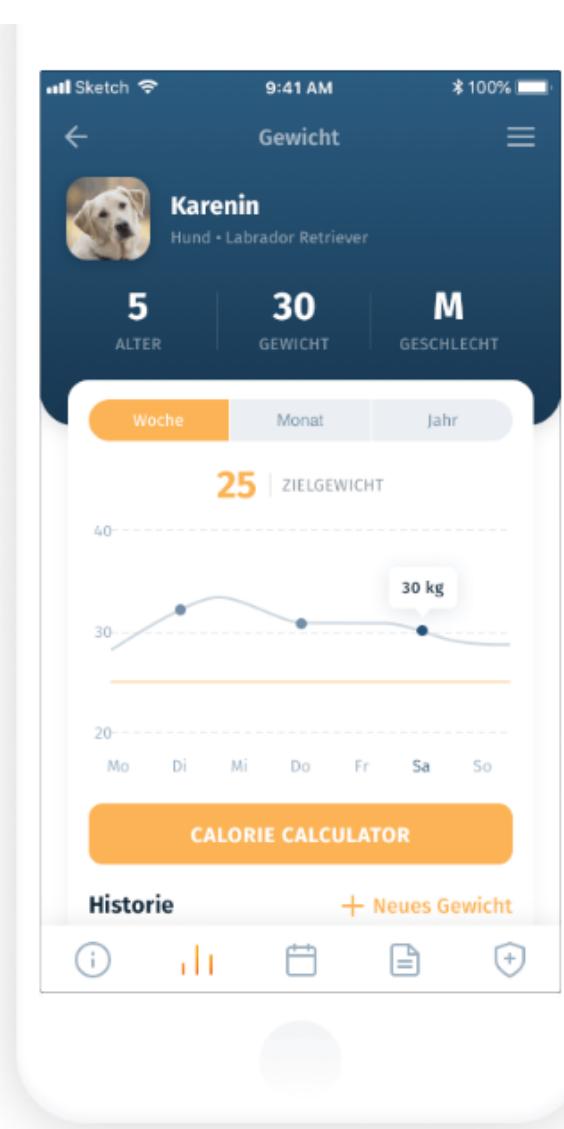
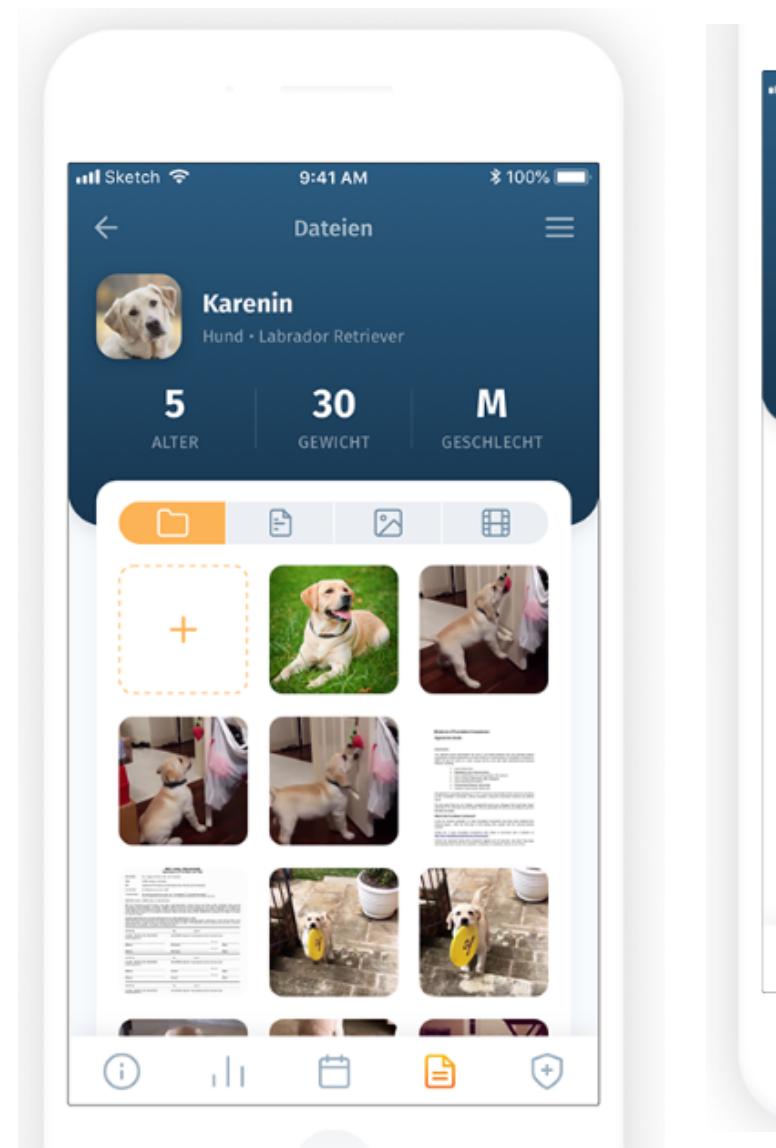
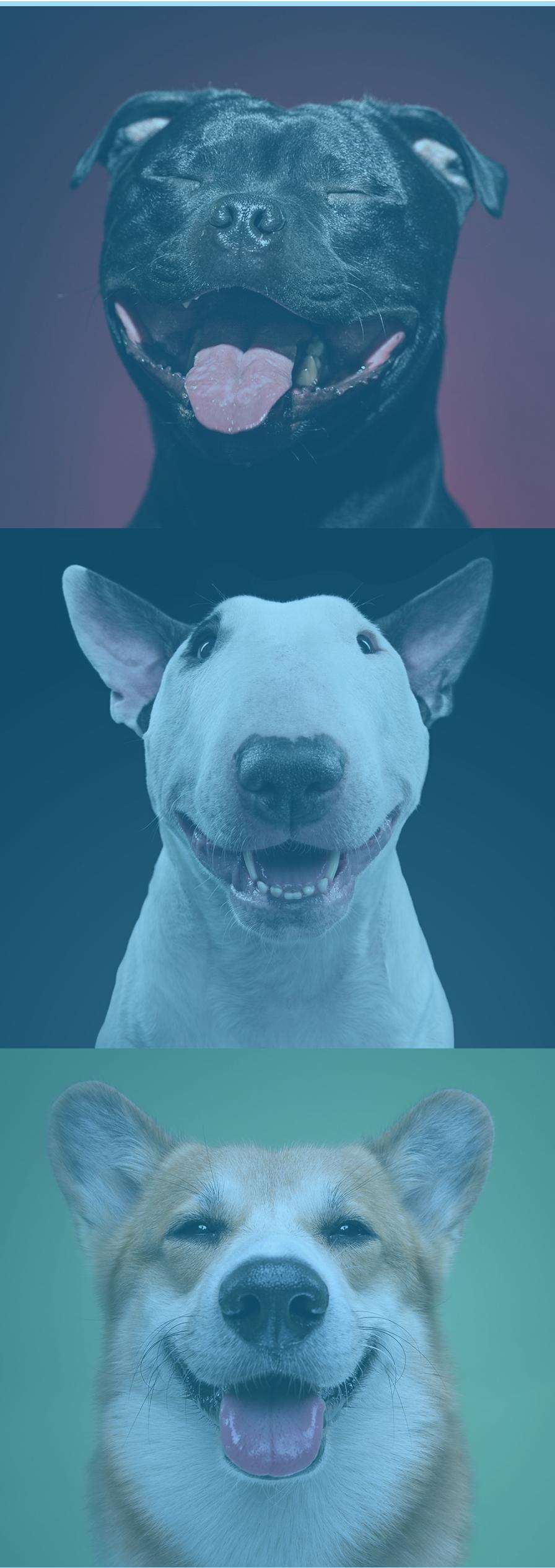
INSPIRACIÓN



ÍCONOS

https://www.behance.net/gallery/73623109/Improved-airport-experience-through-AR?tracking_source=search%257Cairport

INSPIRACIÓN



DESARROLLO APPS

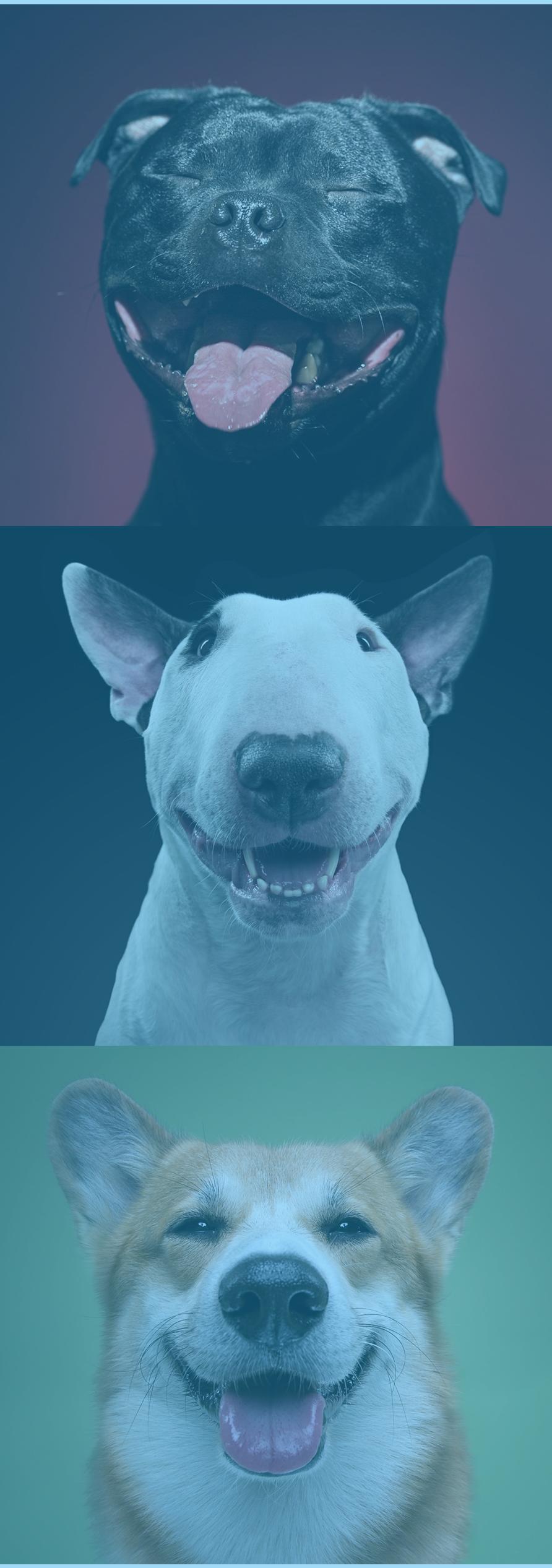
https://www.behance.net/search?field=132&content=projects&sort=appreciations&time=week&featured_on_behance=true&search=pet

Vet clinics search

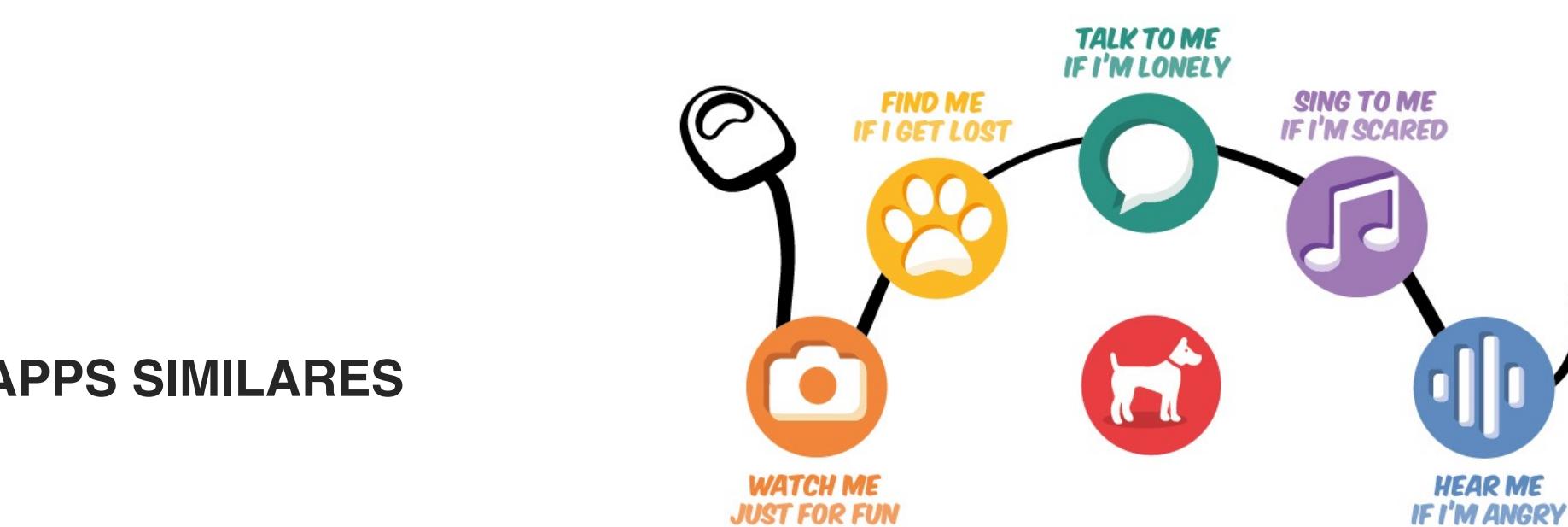
The app doesn't have an established business model yet. But the search for a vet can potentially bring revenue for Petbuddy owner in the future. That's why it was quite important to make this process slick and fast for a user.

And we made it!

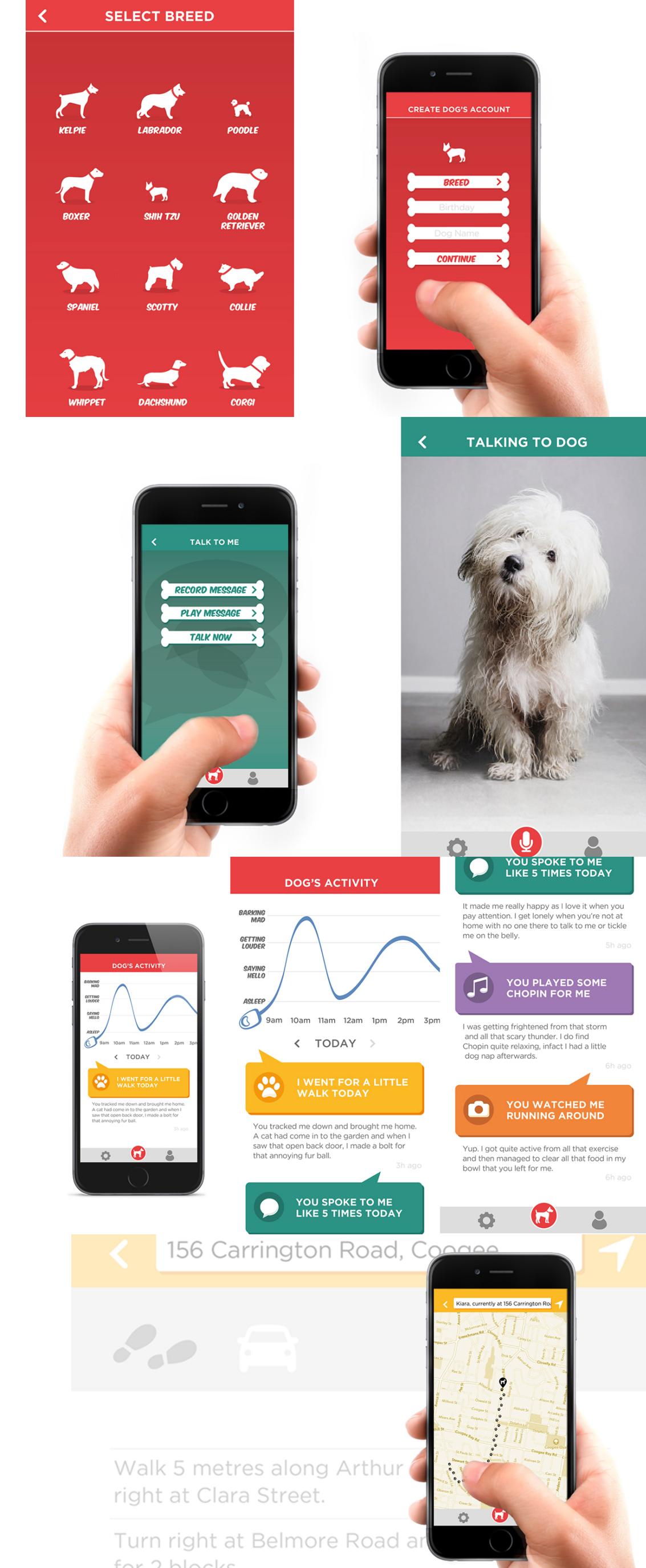
INSPIRACIÓN



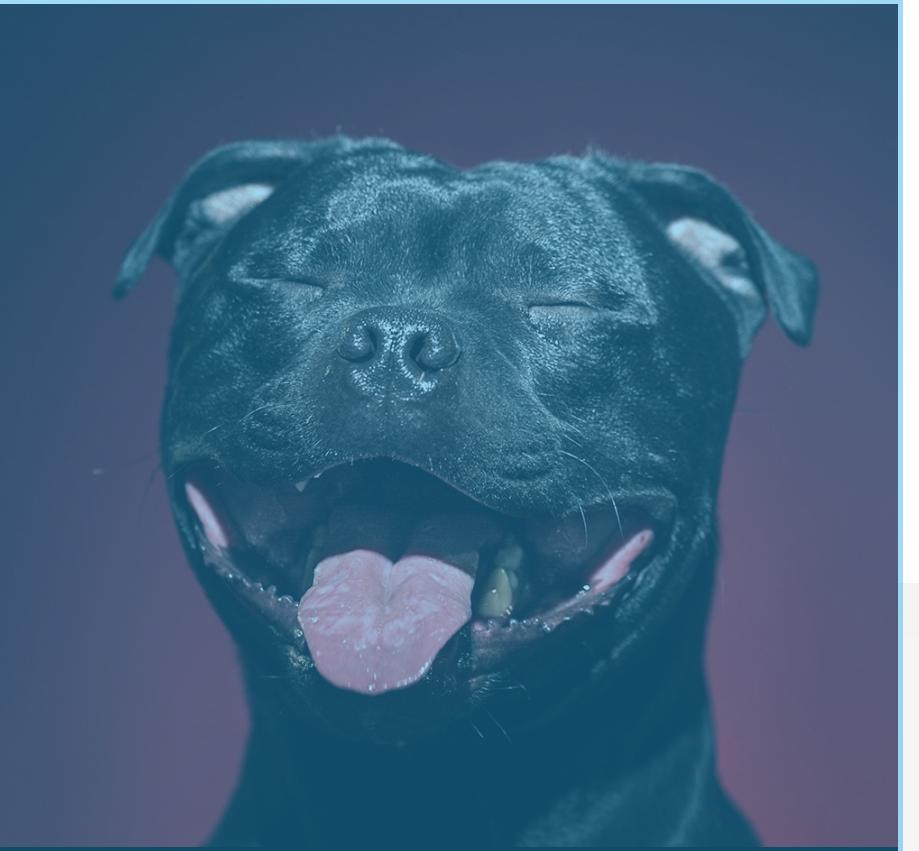
APPS SIMILARES



COMING SOON TO A PET STORE NEAR YOU!



INSPIRACIÓN



DISEÑO DE COLLAR



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