

(Not able to attach meeting recording due to in person meeting)

**Creative Director:** Temi Ijisesan

**Designer:** Soobin Ahn

## Project Topic

- Pusheen microsite
  - Exploring pusheen as a character and presence within the online world and media space

## Site Organization (Potentially Housed in Navigation Bar)

1. (Homepage) About Pusheen
2. History of Pusheen
3. Contextualizing Pusheen within Online World (Presence within Popculture, social media, etc.)
4. Showcasing Pusheen Merchandise

## Visual Style

### General

- Collage Like Style
- Lots of animated gifs, buttons, and text
  - Utilizing fun and playful fonts, and typefaces
  - Utilizing playful button animations and hover states

### Colors

- Light tan, more neutral background
- Pastel color palette for the page with some browner tones:



## Site Features

- Z layout for interior pages -> allow space for animations/images
- **Mobile View**
  - Sticky Animated button to navigate to menu?
    - Like a button that you click to see the menu but its pusheen shaped?
- **Desktop View**

- Icons used for nav bar (goes a long with cute, playful theme)
- Z layout (good for readability)

## Site Content

- Language and body text on the more minimal side
- Emphasis on images, and visuals to help build narrative throughout the text



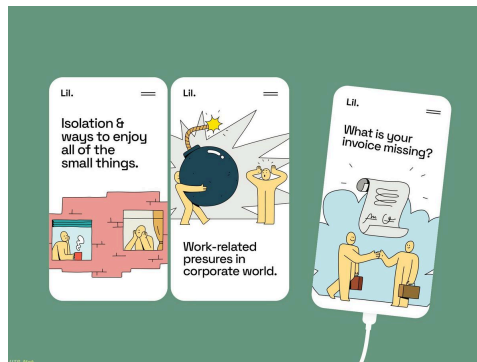
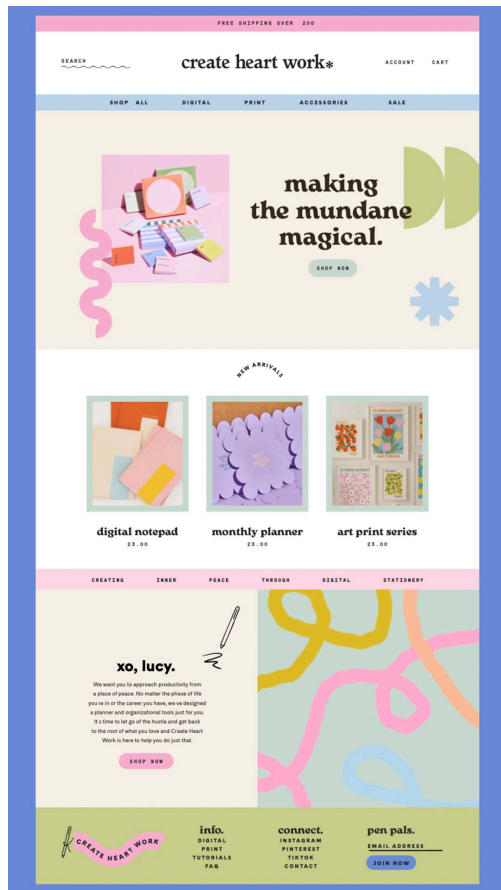
merchandise)

(example of

## Potential Approaches

### Approach 1:

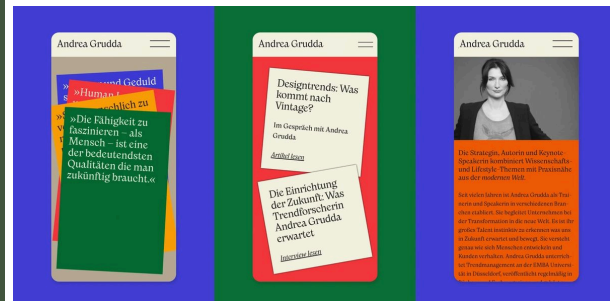
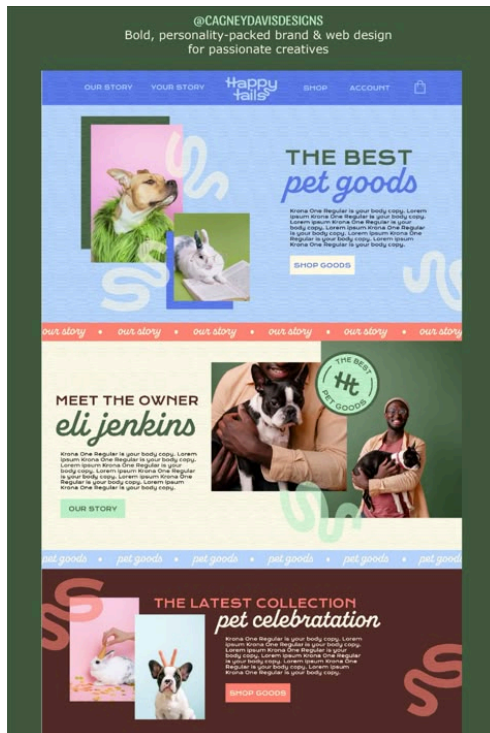
- Minimal text -> images driving message
- Rounded Images
- Less present nav bar
- A lot of scrolling animations
- Vertical layout
- Simple, short text (less images than desktop)



*Desktop and mobile example*

## Approach 2:

- Still minimal text, but playing a larger role in driving home the message and explaining the relevance and history of Pusheen as a character
- More boxy images, more focus of interaction between text and image boxes
- Animations broken up into sections
- Stronger Nav Bar



Desktop and Mobile Example

## Pinterest Board for Reference:

<https://pin.it/3kgnkPag8>

## Lingering Questions

- How long should vertical scroll be??
  - Thinking about user engagement and attention span
- Should the merchandise page be built out separately?
  - Should this be available as a button on other pages?