**Design Specification:**

1.Logo:

Currently it’s called Genine. But I am changing it. Give me a few more days

2.Color preference

OPTION 1: Yellow and grey. Wondering if brighter yellow looks better.

Graphical user interface, chart, application, treemap chart

Description automatically generated

Would love to see some other proposals from your team.

3.Current Website link if you have: n/a

4. Reference website/App:

<https://bumble.com/>

I love bumble’s color, UX/UI design, and their swiping mechanism.

<https://tinder.com/>

Not sure about their color but again, smooth User experience for the swiping and matching function

<https://www.lemonade.com/pet>

The Lineal illustration style and the animation is very eye-catching and on brand. Any chance you have an illustrator on the team?

5.Competitor website/App

<https://werescue.pet/>

<https://www.petfinder.com/>

<https://www.adoptapet.com>

6.Targeting People by age

20-40

7. Prepared fonts

Would love your suggestions ☺

8.Wireframe/ Hand drawn sketch If you have

Shared!

9. Website Menu structure

Shared!

10. Picture need to be used on the site/ Stock photography

Ok let me continue my search

11. Website/App Content If you have

I shared the organization application questions. Will continue to share thought out this and next week. ( Questionnaires, filters…etc)