

# Design Documentation

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# Ani-Nanny Design Brief

- This design brief communicates Ani-Nanny's vision with the designers to share their intended design goals. Ani-nanny's corporate identity is fun and friendly, but it also portrays trust, thus the blue color is dominant in the company's color scheme.

## **Expected business outcomes:**

- We expect that though this design brief the business owner's vision, mission and values will be translated into viable design solutions that will be later implemented by the assigned designers.

## **Target audience:**

- We have two target audiences for our business - Pet Nannies and Pet Owners.
- Pet Nannies are responsible and kind people with a balanced and relaxed lifestyle, people who love pets and always searching for an extra income. They love to try new things, they are young and not afraid to take risks. Pet Carers are social people who have strong values when it comes to animal rights, and they appreciate a friendship.
- Pet owners are people who enjoy living their life to the fullest, they like to travel, explore, try new things. They are single and their pets are like a family member to them, they always search for the best place to their pet to stay while they are gone, they need to offer a secure, safe, friendly environment.

# Style Guide

- The style guide communicates Ani-Nanny's vision of the designers to share their intended design goals. This guide contains the rules and guidelines for the composition, design, and general thematic look-and-feel for all of Ani-Nanny's collateral. We expect that through this style guide the business owner's vision, mission and values will be translated into viable design solutions that will be later implemented by the assigned designers.

## Mission, Vision & Values

- Mission - Share-a-pet ensures the bridge between people with pets who temporarily cannot take care of them with those who are willing to have a furry friend for the agreed amount of time.
- Vision - Every pet is well taken for in absence of their owner by someone who wants a fluffy friend to keep him company.
- Values - Safety for every pet and person taking care of it. Treating the pets with respect and dignity.



Tarawera

#0B3B51

11,59,81



Blumine

#135776

19,87,118



Lightning Yellow

#FCBD17

252,189,23

## Colors

- Ani-nanny's corporate identity is fun and friendly, but it also portrays trust, thus the blue color is dominant in the company's color scheme. From the psychological point of view, the blue color generates confidence (the dominant color of the banks is blue.) We have been influenced in choosing the Lightning Yellow color by the competition on the market that offers services similar to ours, and they used yellow for details. We have decided to use Tarawera and Blumine to bring attention to the important details and information on the website and app and Lightning Yellow for the contrast.

# Style Guide

## Typeface

- We have chosen **Open Sans** for our body typeface, since, according to Google, it was developed with an "upright stress, open forms and a neutral, yet friendly appearance" and is "optimized for legibility across print, web, and mobile interfaces."
- As for the headings, we went with **Josefin Slab**. The low x-height doesn't make it the best font for body-copy, however it makes an excellent display and headline font for Ani-Nanny because of its Scandinavian style which is great for our starting market in Copenhagen.

### Open Sans WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&\*)

Open Sans  
Weight: 300  
Style: normal

### Usage

#### HTML

```
1 <link href='http://fonts.googleapis.com/css?family=Open+Sans' rel='stylesheet' type='text/css'>
```

#### CSS

```
1 font-family: 'Open Sans', sans-serif;
```

### Josefin Slab WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&\*)

Josefin Slab  
Weight: 600  
Style: normal

### Usage

#### HTML

```
1 <link href='http://fonts.googleapis.com/css?family=Josefin+Slab' rel='stylesheet' type='text/css'>
```

#### CSS

```
1 font-family: 'Josefin Slab', sans-serif;
```

# Logo



## Logo Breakdown

- From Mollerup's taxonomy our Ani-nanny has a picture mark logo, that further breaks down into descriptive mark logo type. Ani-Nanny's corporate identity is fun and friendly, thus the logo portrays a human extending his hand to a dog's paw. Since our business also wants to portray trust, the blue color is dominant in logo's color scheme.

## Logo variations



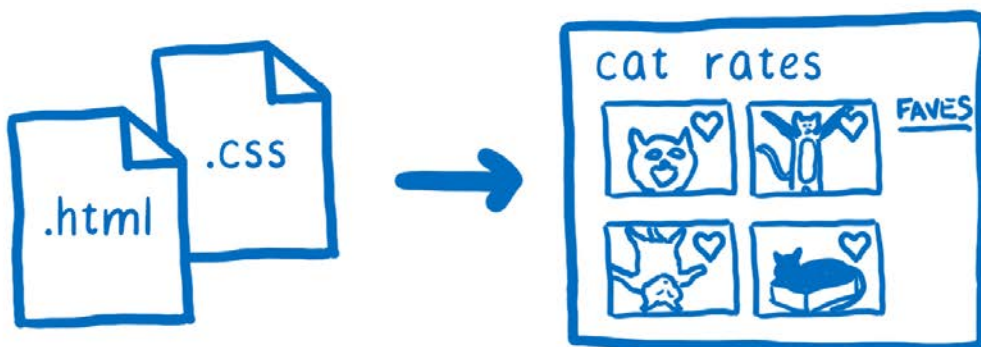
ani-nanny



ani-nanny

# Website and App CSS specifications

- Button text size: 1 rem
- Button Width: 120 px
- Button height: 36 px
- Button color: #fcbd17
- Button text color: #0b3b51
- Border radius: 15 px
- Menu bar color: #0b3b51
- Menu color - selected or active: #135776
- Menu icon and/or text color: #fcbd17
- Shadow: x=0 y=3 b=10
- Profile images round: 65 px
- Header typeface: Josefin Slab Bold 1.5 vw
- Paragraph typeface: Open Sans 1 vw



# Persona 1

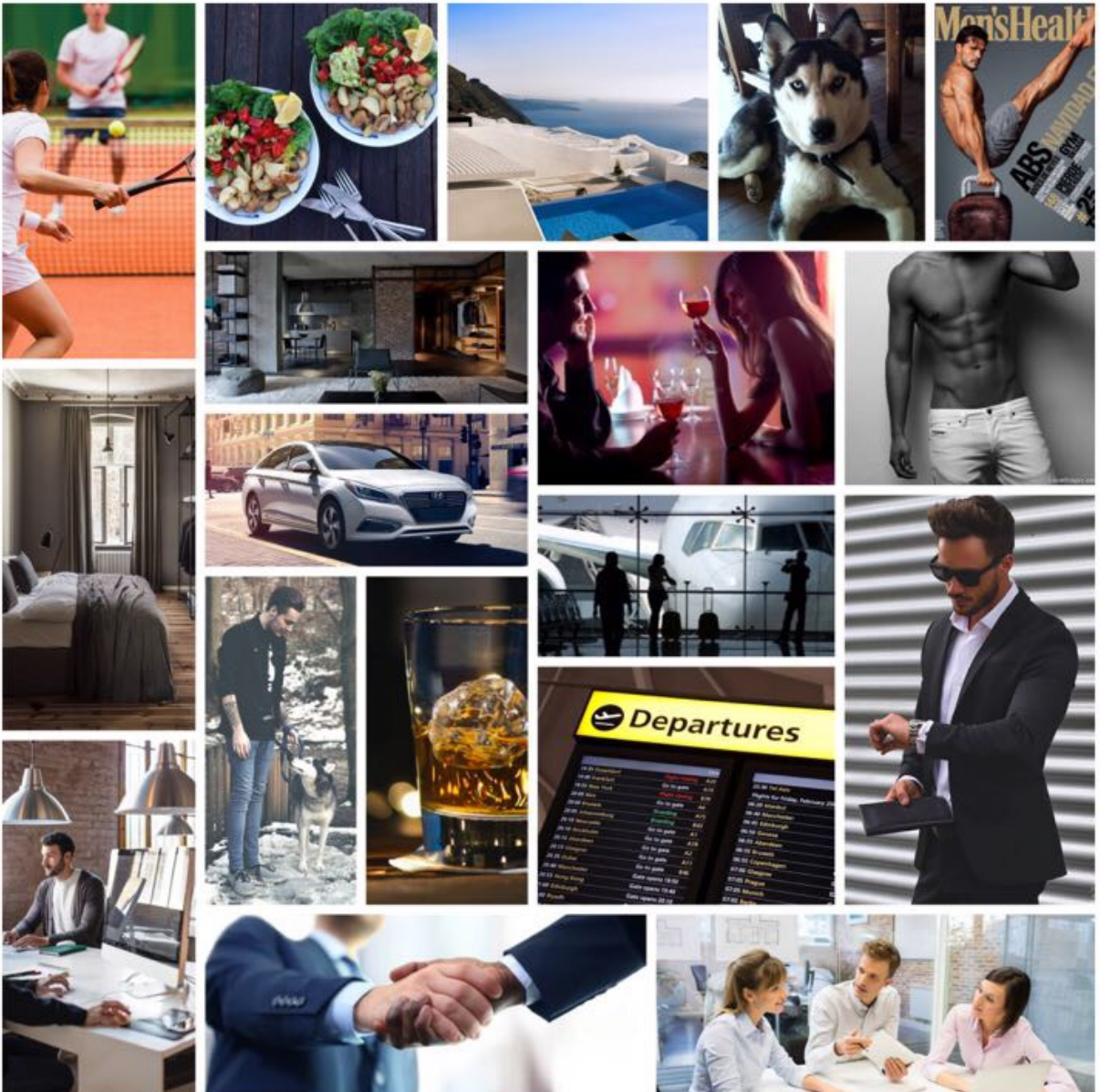


Mathias is a young and prospering man. He loves his job and and wants to build a career with his company. Being 28 years old he is already a manager. Because of that he travels often to seminars, workshops and business trips. Every time he does this someone has to look after his beloved husky Jemma. First he was sending his pet to hotels, but besides from being too expensive the service is actually

horrible. Every time the dog came out depressed and unhappy. So Mathias had to find another solution. Since his parents don't live in town he can't leave the responsibility for taking the dog for a walk and feeding him to them. So Mathias had to trust his cleaning lady with the keys to his apartment while he was away. He didn't really like the idea but it was the only way. Our service is aimed exactly to people like Mathias. People who have a pet, travel and live alone.



# Persona 1 Collage





## Persona 2



- Katrina Nielsen (our persona) is a potential user, she is kind and helpfull, she loves dogs, she misses her dog and now she can do both: help others to go without worries in vacations and spend some time with dogs that she really enjoys doing.
- *From our target group we choose our persona that matches the most with the criteria that we want the potential users to have;*
- *We believe that our users are pet lovers, people that owned a pet in the past, they know what it takes to take care of a pet and the time that is it required, that's why our users have a balanced lifestyle between work and/or study and free time spend at home; We made questionnaire to find out all the information that is needed to find the target group.*

# Persona 2 Collage



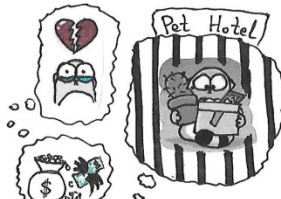
# Persona 1 journey



Jack has again a business trip after one week. And again someone will have to look after his favourite Squashy.



Jack quickly downloads the app and makes a registration just in a few easy steps.



Jack doesn't want to send him again in a pet hotel because it's really expensive. Moreover, Squashy will spend most of his time in a cage behind bars as a prisoner.



Then Jack creates a new post of his lovely Squashy. There he puts the time period, provides a short description of his furry ball and includes some of his cute pics.



And then Jack remembers that ad he has seen in the Story so many times about an app called 'Pet Nanny'. Through it one can leave their beloved pets to a reliable & loving person who will take care of the pet while the owner is away.



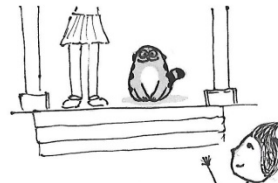
Short after 'pet nannies' start to like the post & send Jack private messages willing to take care of the fluffy Squashy. Jack arranges a meeting with some of them tomorrow at his place, so they can talk and see Squashy in person.



Jack meets with possible candidates all day. They talk and negotiate. Then comes this girl Melinda who Squashy likes very much.



Jack chooses Melinda to look after Squashy for next week. They agree that Jack should provide the food, toys & Squashy's bed. And some extra money just in case.



On Monday Jack brings Squashy to Melinda's place & leaves for the airport. He is a bit worried about his furry ball, but hopes he has made the right decision.



While Jack's away Squashy has a great time with Melinda. They play & have fun. Even sometimes Squashy has fourtime with daddy.



After one week Jack arrives to take his pet only to find out Squashy had a lovely time with his pet nanny while he was away.



At home Jack decides to rate the and give a positive feedback since he will use 'Pet Nanny' again. He also recommends Melinda as a careful and trustworthy care taker.



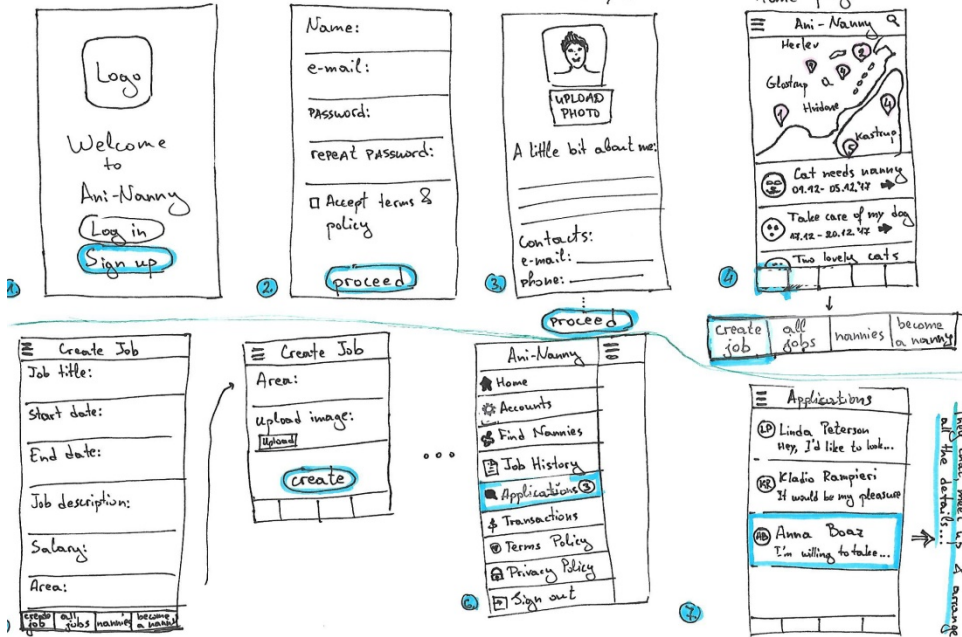
# Persona 2 journey



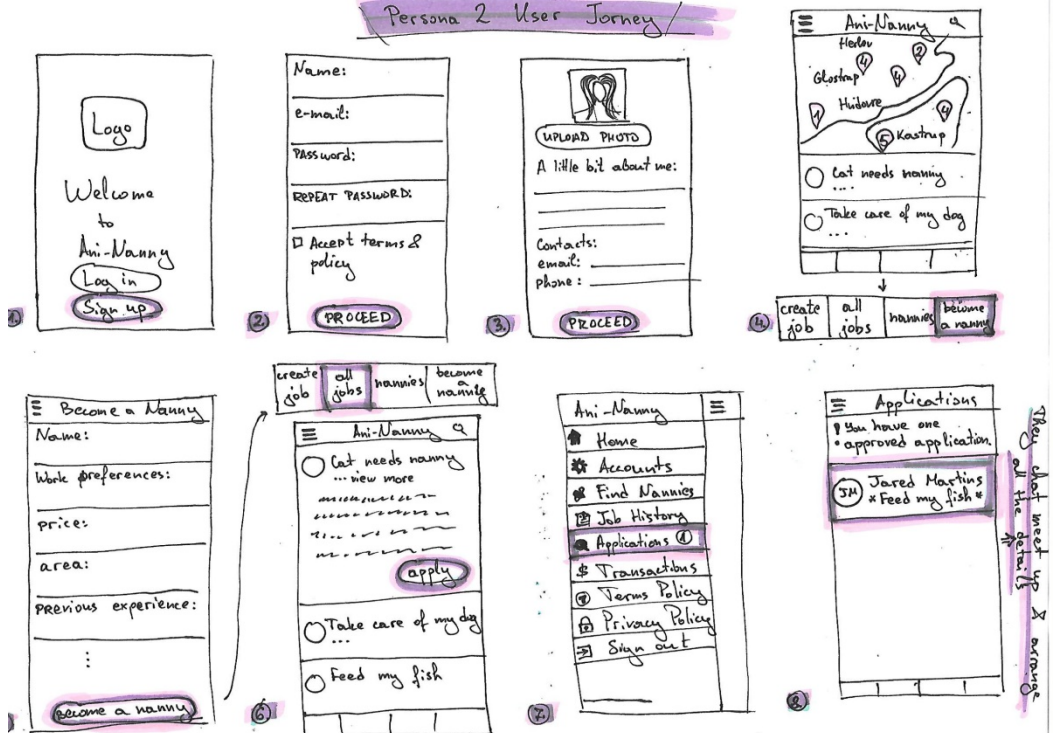
the depicted persona journey is helping us better understand what our target audience would want the app to be, and how necessary it is for the app to be simplistic, so we can appeal to the widest age group possible as sharing a love for pets isn't restricted to any one specific age group.

# Persona 1 & 2 journey through the app

## Persona 1 User Journey

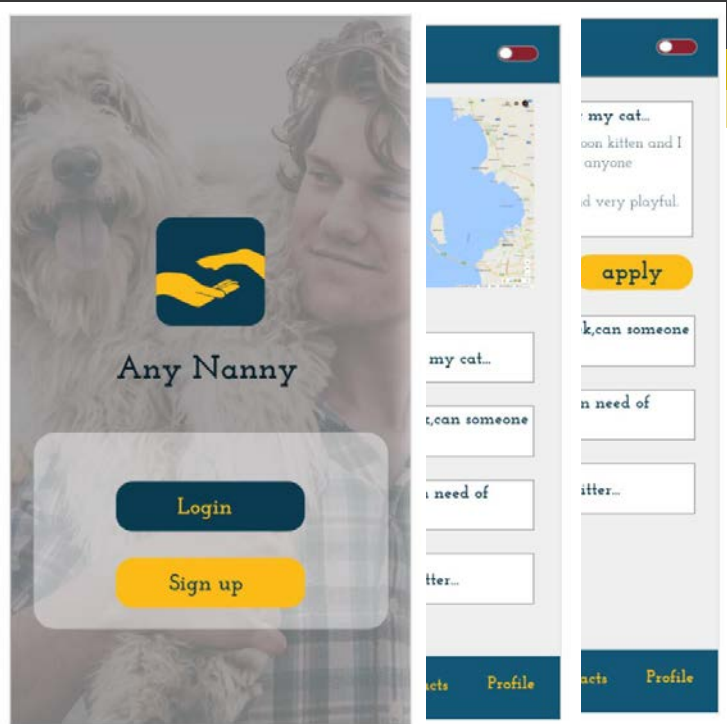


## Persona 2 User Journey



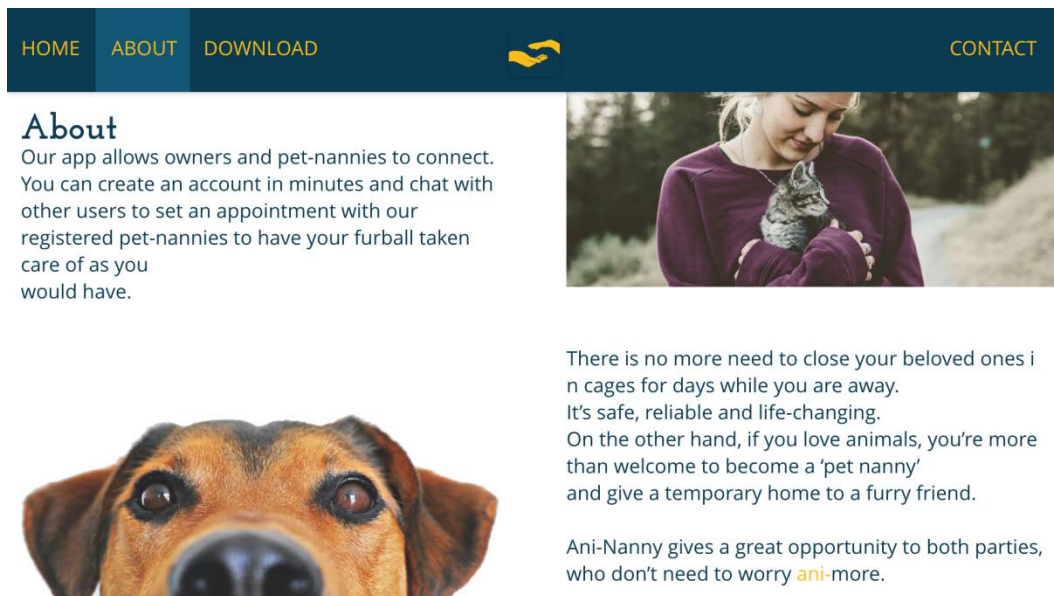
# XD prototypes

## App



<https://xd.adobe.com/view/5e496354-28ca-4892-8eff-c32877722a6c/>

## Website



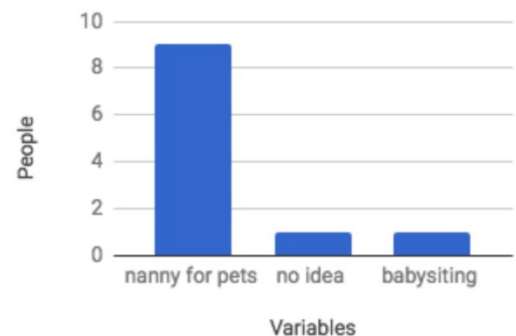
<https://xd.adobe.com/view/38f90840-641e-4d17-b4d8-76afb218b14c/>

# Usability tests

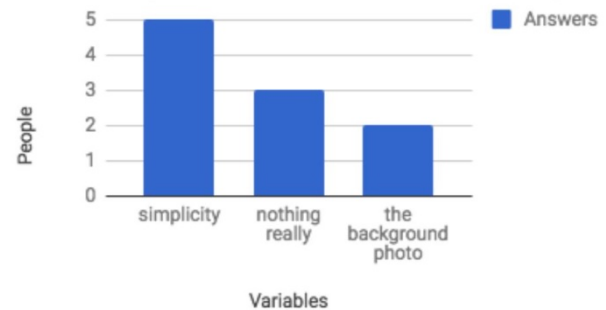
We tested our design on several of our classmates in their role as potential future users of our app. Here are the summarized results from our surveys.

The users could easily identify the app usage, and purpose. The goal of our app is to be user friendly and the message to be easy perceived. The strength of our design is the simplicity and the weaknesses in our design is the color choice is too dark.

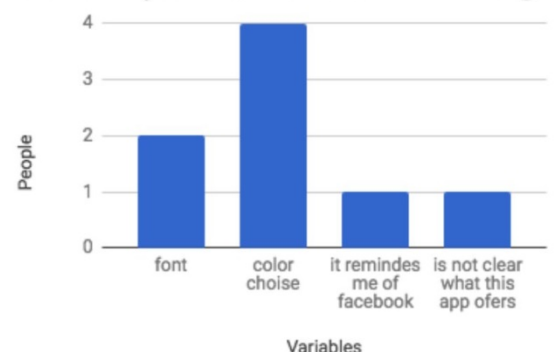
What does this app do?



What did you like most about the design?



What did you like least about the design?





# Communication Plan

## 1. Purpose

This communication plan sets the standard for how, when and with whom communication takes place. This communication plan includes within itself the following:

What is the message and how it will be communicated

Who is the sender of the message

Who is the receiver of the message

User profile and scenario

Communication environment

What media elements will the project use for communicating.

All in all communication plan allows to maintain control of the project and ensure all stakeholders receive the necessary information.

## 2. Effect

Understanding the purpose of the project communication plan helps the team to realize the plan's goals. A solid communication plan increases the consistency of how the project is handled and enables the team to reach the desired project outcome. Without proper communication with all stakeholders, the team might fail to meet the requirements of the project.

## 3. Message

**Target group:** pet owners

*“Ensure your furry ball a cozy home atmosphere while you’re away!”*

**Target group 2:** pet-nanny

*“Offer a place to stay to a lovable pet and get paid while doing it!”*

# Communication Plan

## 4. Sender

### **Identity:**

Ani-nanny is a new company that has created a revolutionary app for animal lovers. This app is intended for two parties - pet owners and pet-nannies, bringing them together in a fun and friendly community of pet lovers.

Ani-nanny's primary goal is to become the main portal of pet-nannies in Storkøbenhavn (Greater Copenhagen) area.

### **Wanted identity:**

Ani-nanny wants to become the main portal used by Danes and foreigners alike in all Denmark. After building a good relationship of trust between owner and nanny, word of mouth, people will begin to see the benefit of using this concept and rely more on it than pet shelters or animal hotels. The owners will enjoy this, also their pet's. A safe and friendly community between pet owner and pet-nanny.

## 5. Receiver, user, target group

Pet owners are people who consider pets as family, but they like to travel or have to because of their professional engagements. They are single, they always search for the best place to their pet to stay while they are gone, they want to offer them a secure, safe, friendly environment.

Pet Nanny's are responsible and kind people with a balanced and relaxed lifestyle, people who love pets and search for an extra income. Pet Carers are social people who have strong values when it comes to animal rights, and they appreciate a friendship.

# Communication Plan



## **7. Communication environment**

Since we have two target groups the communication environment is different for both parties. We provide them with different information, since different aspects are relevant for them.

Users can provide us with the information when they need a nanny or whether they are available and influence the outcome in that way.

Pet nanny's see information about when people are in need of them and pay the deposit to confirm. Pet owners will be able to enter when they need a pet nanny and after the nanny confirmed they will need to pay. If the pet owner doesn't pay within time the nanny will get an automatic refund.

# USP & ESP

If two are necessary for both the owners and the nannies:

For owners:

1. Caring for your pets as you would have.
2. No fuss, no muss, just trust!

For nannies:

1. Everyone needs some furry love in their lives.
2. Experiencing the love of animals has never been so easy.

If only one is necessary to accommodate both parties:

1. The go-to app for animal lovers in Denmark!
2. Share your love for pets.

