

# User Interface Design for JustoCat Mobile Application



Attention: Cassandra Harris, Director of R&D

Presented by Alexander Golin, User Interface Designer

February 21, 2017



Alexander Golin  
74 Bromfield Road  
Somerville MA, 02144

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Cassandra Harris  
Director of R&D  
JustoCat

Dear Ms. Harris,

Thank you for choosing Golin Bros Design Co to design a new mobile application for JustoCat! We are very excited to share our designs with you, and we think you will find them very clear and straightforward, and also in line with your branding campaign.

This report contains all of our screen designs, as well as a design brief to provide insight into our thought processes for making our choices. Our screen designs are all high fidelity, created using Sketch, and they are presented in this report within an iPhone 7 template.

Please contact Golin Bros Design Co with any questions or concerns you have about the designs. We look forward to moving forward with you all at JustoCat very soon!

Sincerely,

Alexander Golin

User Experience Professional  
Golin Bros Design Co  
646-872-8987  
agolin95@gmail.com



## Design Brief

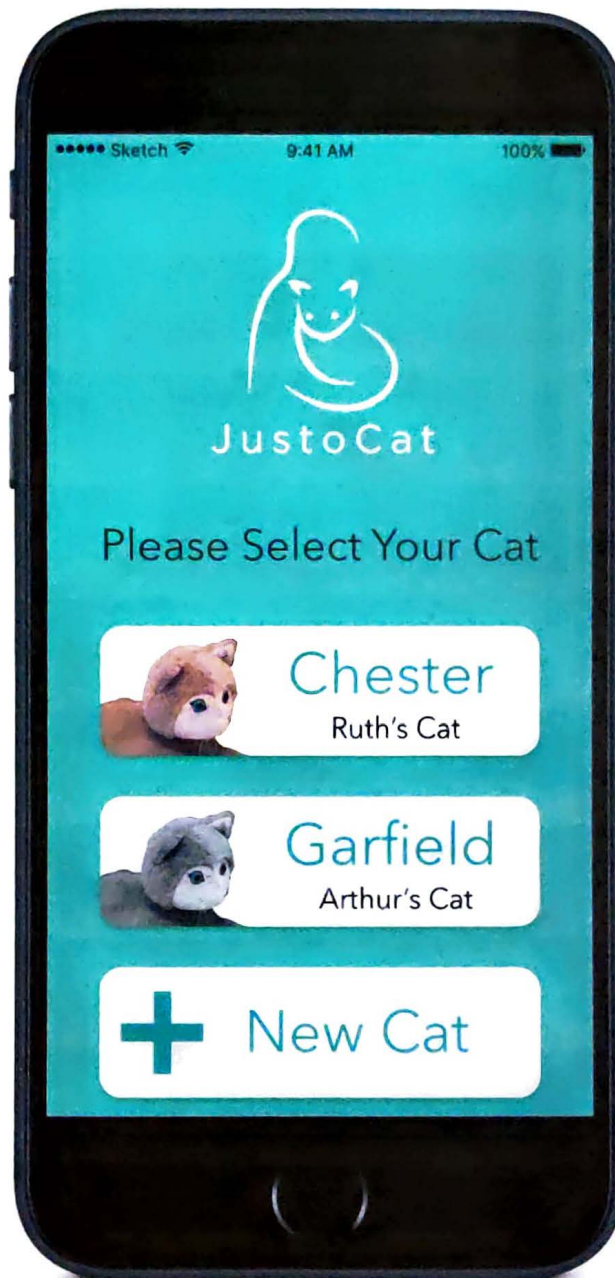
After spending years working in an Alzheimer's care unit of a retirement home, we here at the Golin Bros Design Co did all we could to incorporate our experience into our designs. We know just how hectic a caretaking environment can be, so we strived to minimize the complexity of the user interface as much as possible, and distill the application down to its core functions. To that end, we made it so that the user can never become more than three levels nested into the application, including the welcome screen.

As soon as the user opens the application, they are prompted to select an already existing cat or create a new one. If the user selects to create a new one, they will be taken to the personality definition page, where they can define their cat's behavior. Otherwise, if the user selects an already existing cat, they will be taken to that cat's profile. The profile displays the cat's current action, it's location relative to the user of the application, and it's battery life. From this page, the operator can select to edit the personality parameters, or they can take manual control, where they can choose to monitor the pet owner or force the pet to take some action.

All pages are equipped with back buttons, so users should never become stuck, and can gracefully recover from any mistakes.

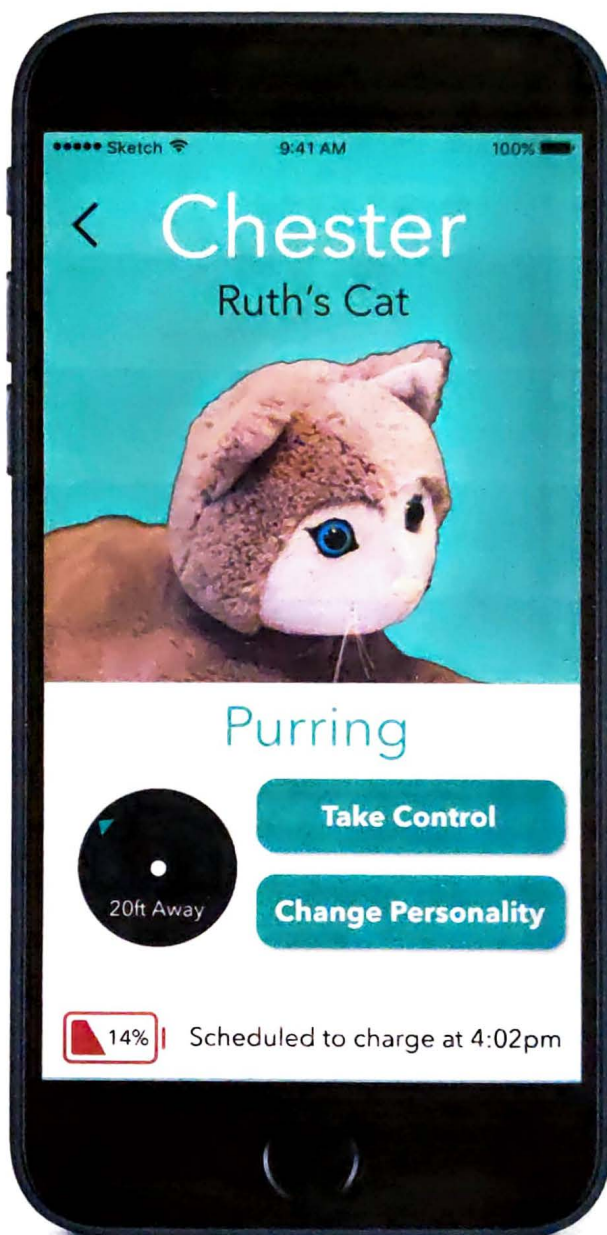


## Welcome Screen





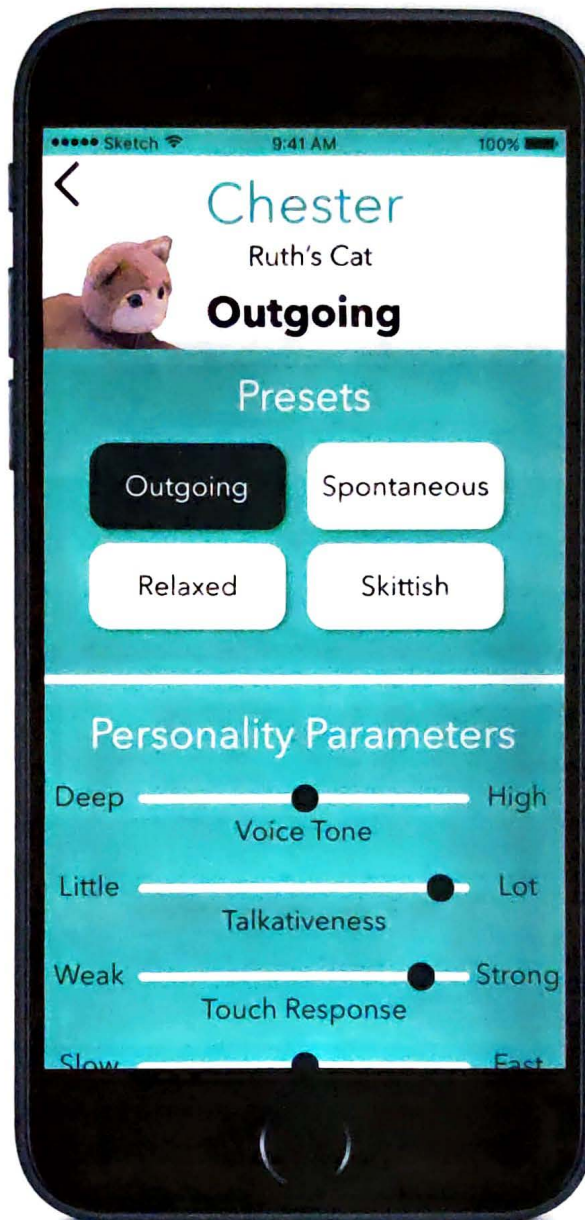
## Cat Profile







## Personality Settings





## Available Commands

