

“Jelly Cat” Tracking App

Final Project Proposal

WNM 617 Fall, 2020 Fei Xu

STATEMENTS

“JellyCat” is creating original and innovative soft toys in London since 1999. The name JellyCat was dreamt up by a child who loved jellies and cats and giggled at the thought of the two together. Nowadays, Jellycat has thousands of wonderfully innovative soft toys. They are increasingly well-known and popular among children. They appear in each home to accompany the children even young people.

Thus, we want to build an app to track different types of JellyCat. Our team members are all fans of JellyCat. We are mainly using JellyCat styles and their main colors to design the app interface. Whenever and wherever the users find the JellyCat, they can easily add JellyCat location and conveniently edit them in the future. This app could help to build a “JellyCat Community” and brings users endless joy!



JELLYCAT LOGO

- ❑ We will use the Jellycat origin logo to design the app logo.
- ❑ Use the logo name blue as the background of the app logo.

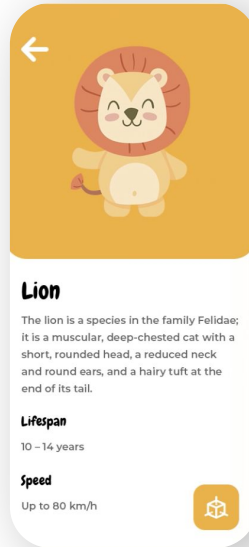


Original Logo

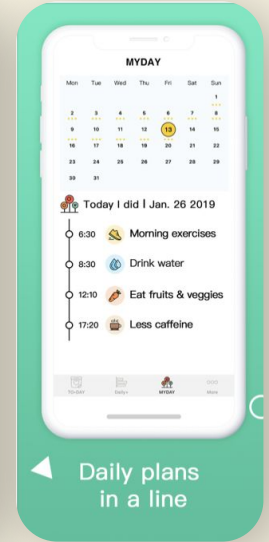
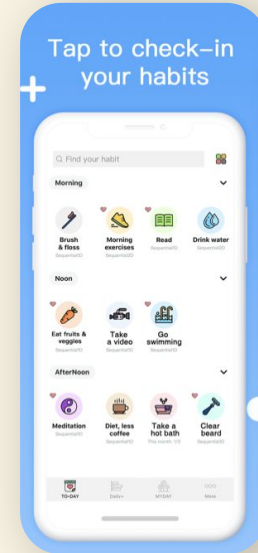


App Logo

INSPIRATIONS



- ☐ “Kids Learn” is a kid learning app. It mainly uses warm bright color which could attract children's attention.



- ☐ “Daily Planner” is a habit tracker app. They are interesting icons to steam the tasks line along the day.



MOODBOARD

Inspirations

FONT CHOICE

Open Sans

ABCDEFGH IJKLMN
OPQRSTU VWXYZ
abcdefghijklmnopq
rstuvwxyz&123456
7890(\$.,!?)

- ❑ In order to keep the interface clean and readable for children. We decided to use

Open Sans as main font choice.

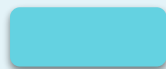
- ❑ Body size: Regular 16px
- ❑ Font size for heading:
 - ❑ **Heading 1: Semibold**
 - ❑ Heading 2: Regular
 - ❑ **Heading 3: Bold**

Background Color



#ffffff

Icon Color



#64d2e1ff

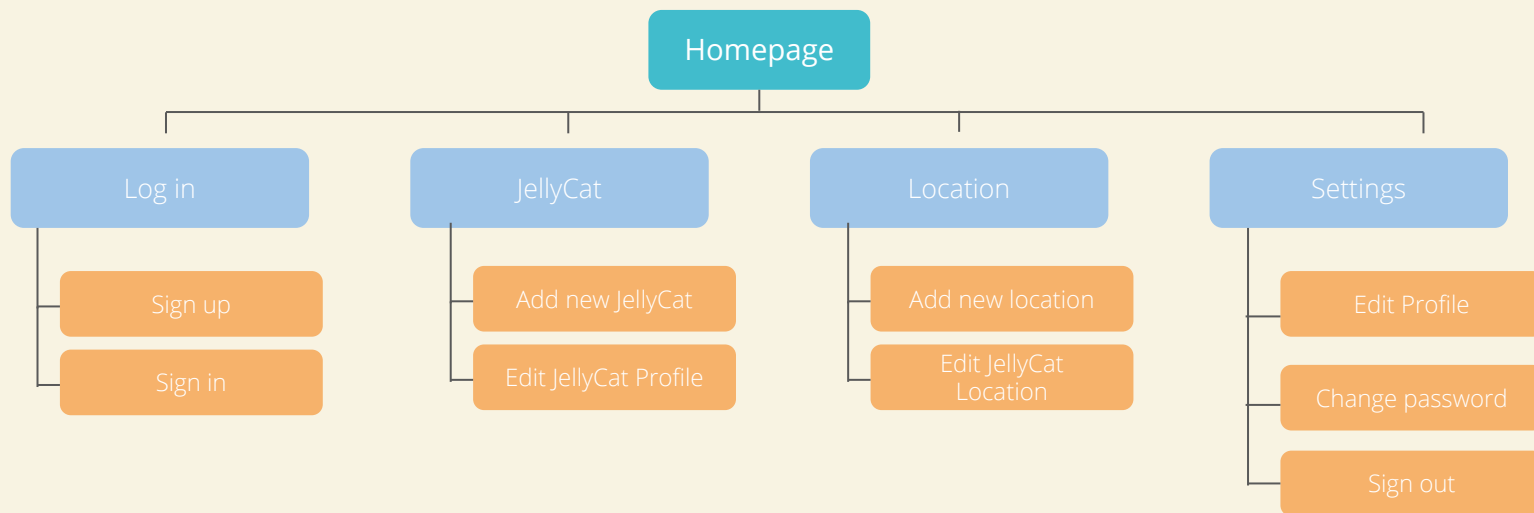


#f89f3aff

- ❑ The interface background color will be white.
- ❑ The icon design will mainly use logo blue and orange.

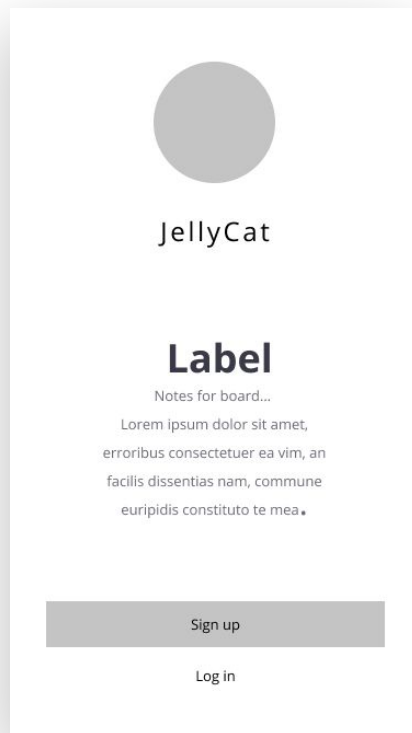
COLOR CHOICE

WORK FLOW



WIREFRAME

Sign up process



A vertical wireframe for a user profile page. At the top is a large gray circle representing a profile picture. Below it is the text 'JellyCat'. Further down is the word 'Label' in a bold font, followed by the text 'Notes for board...' and a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, erroribus consectetur ea vim, an facilis dissentias nam, commune euripidis constituto te mea.' At the bottom, there is a wide gray button labeled 'Sign up' and a smaller link labeled 'Log in'.

JellyCat

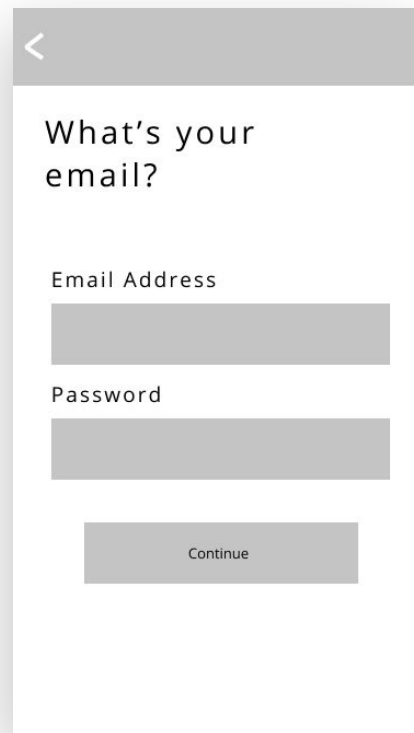
Label

Notes for board...

Lorem ipsum dolor sit amet,
erroribus consectetur ea vim, an
facilis dissentias nam, commune
euripidis constituto te mea.

Sign up

Log in



A vertical wireframe for a sign-up form. It starts with a gray header bar containing a white back arrow. Below the header is the text 'What's your email?'. This is followed by a label 'Email Address' and a gray input field. Then comes a label 'Password' and another gray input field. At the bottom is a wide gray button labeled 'Continue'.

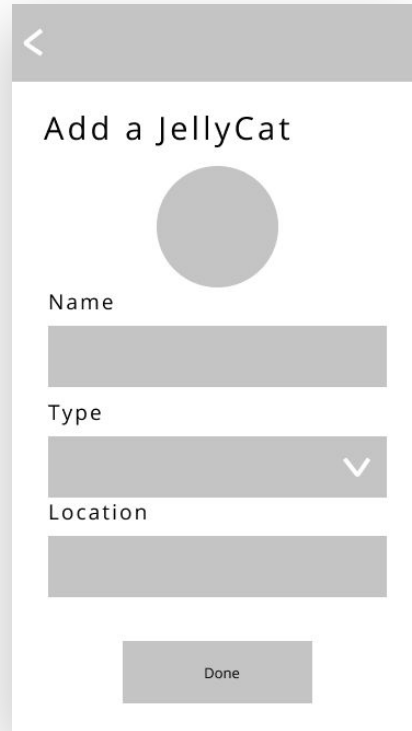
<

What's your email?

Email Address

Password

Continue



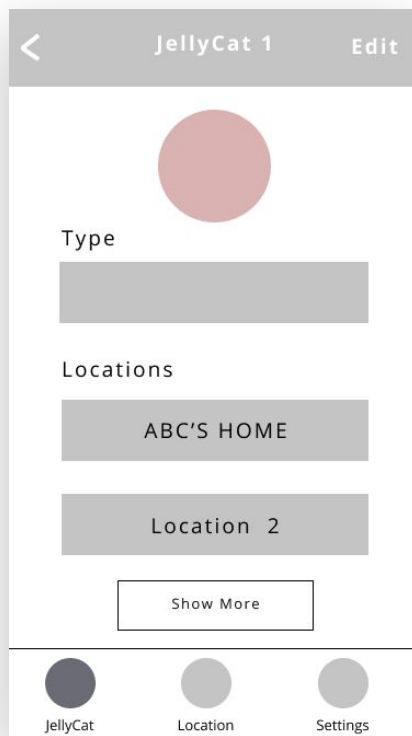
WIREFRAME

Add first JellyCat

WIREFRAME

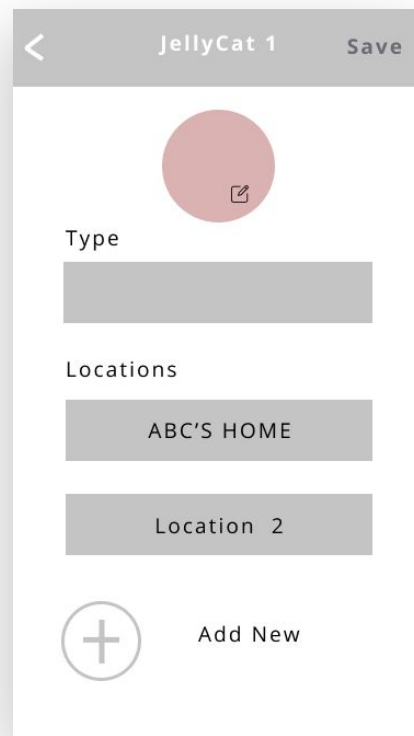


"JC Profile" Page



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WIREFRAME

"Location Edit" Page

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< JellyCat 1 Edit




Type

Locations

ABC'S HOME

Location 2

 Add New

< JellyCat 1

Add New Location

Name

ABC'S HOME

Address

ABC STREET

Save

< ABC'S HOME

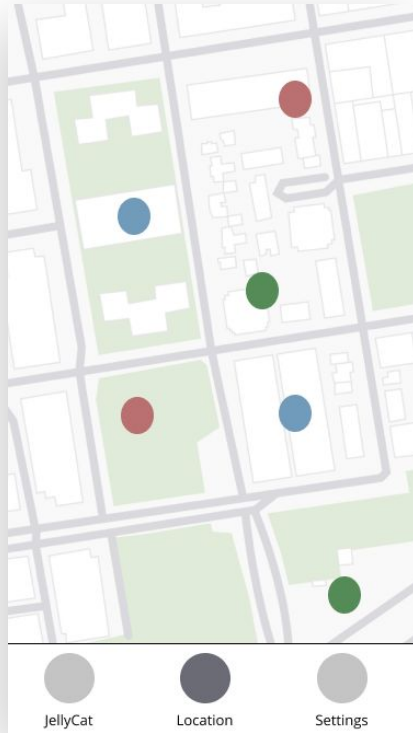
Name

ABC'S HOME

Address

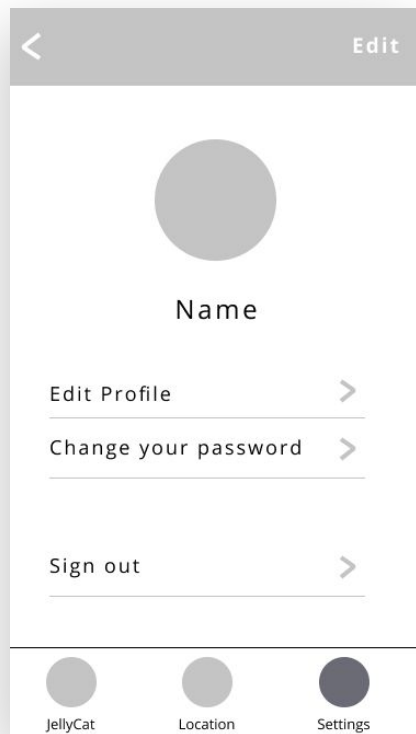
ABC STREET

Delete



WIREFRAME

Location Page



WIREFRAME

Profile Page

THANK YOU!