

Pitch Board

Blogs for Dogs

Blogs for Dogs is like the Facebook for everything to do with dogs. It is a community that is built off their love and care for the animal.

Blogs for dogs is a place for anyone to share whatever they would like about dogs. They can use their blog to share the amazing qualities of their best friend. People may share stories of other dogs they see as well, or shoutout amazing owners. Not only that, but those with dogs with health issues can interact with verified accounts, such as a veterinarian or business, for medical advice. If a shelter has a dog ready for adoption, they can post about that too to send that dog to a great home. This is a place where positivity is spread through the users love for the wild animal that we call our best friend.

Personas:

1. 19-year-old female dog sitter; college student; takes care of dogs to earn money; can post about the dogs she takes care of or tell people about her service;
2. 48-year-old male veterinarian; has had his own business for 10+ years to take care of animals; can help give medical advice to those that need it or advertise his services to future customers
3. 35-year-old dog mom; works 40 hours a week; loves doing everything with her dog(s) outside of work; loves social media; she can upload on her blog with the different activities she does with her dog(s) and interact with other posts

Comps:

1. The Canine Journal ([Welcome Love Your Dog Readers! | Canine Journal](#)) Similar offering besides anyone posting content
2. I Heart Dogs ([Pawsitive Dog Stories \(iheartdogs.com\)](#)) Posts news stories/articles about dogs and features many dog products

Homepage

Home

Advice

About

Move to the
homepage of the
website

Move to the
advice page of
the website

Fillout form on
the page regarding
a user's question

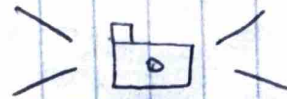
Click Submit

Move to the about
page of the website
describing the website
and its purpose

User is redirected
back to the homepage



Header Image



Navigation

Blogs for Dogs

Home Advice About

Trending Blogs:

| | |
|--|----------------|
| | Name of blog |
| | Description ↓↓ |
| | |
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| | |

| | |
|--|----------------|
| | Name of blog |
| | Description ↓↓ |
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Latest Health Advice:

| | |
|--|----------------|
| | Name of blog |
| | Description ↓↓ |
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| | |
|--|----------------|
| | Name of blog |
| | Description ↓↓ |
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Footer

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Shorthand Flow above represents where the buttons on the homepage could take you

Figma Link and screenshot for Homepage Comp:

<https://www.figma.com/proto/DRL5DyKxGjF8HoJHPgRQTQ/Untitled?node-id=0-1&t=P5f9qV1pyeDKllm-1>

