

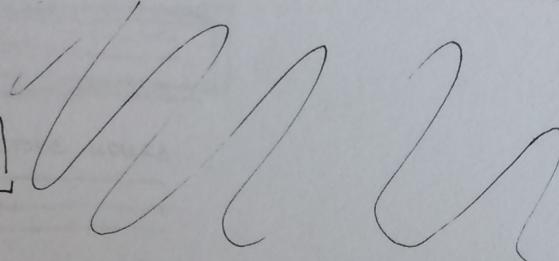
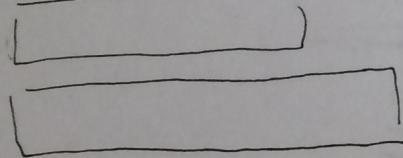
# **Muddy Paws Adventure Gear**

PUI | Assignment 3  
Divya Mohan

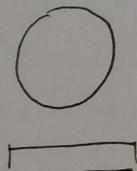
## **Low Fidelity Mockups**

# Muddy Paws

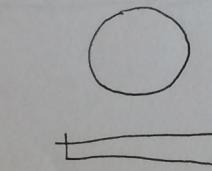
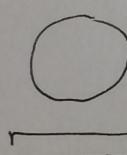
CATS DOGS PRODUCTS



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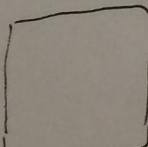
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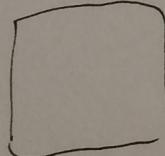
CATS | DOGS | PRODUCTS

← page  
for  
cats  
+  
dogs

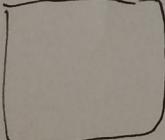
## CATS



Harness

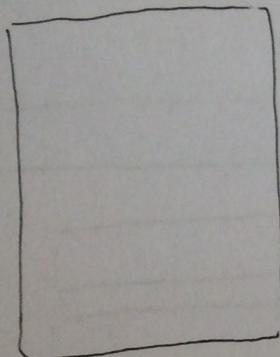


food +  
water  
storage



collar GPS  
tracker

CATS



HARNESS

Size

color

ADD TO CART

} HEADER  
partial

color

color

ABOUT  
CONTACT

HOURS

9-5 M-F  
10-3 SAT,SUN

Footer partial

HEADER  
partial

# ABOUT

OUR MISSION

OUR VALUES

FOOTER  
partial

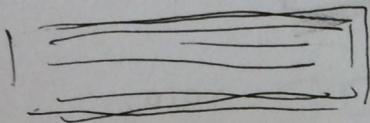
1366 x 768

MUDGY PAWS

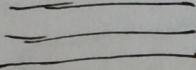
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## ABOUT



STORE HOURS



# **High Fidelity Mockups**

Experience the outdoors with  
your best friend

See All Products

## All Products

All kinds of customizable gear for your furry friend



**Dog Harness**

6 colors

\$25



**Dog Food and Water Storage**

6 colors

\$45



**Animal GPS Tracker Collar**

6 colors

\$30

[all products / dog harness](#)



## Dog Harness

\$25

Customizable dog harness to harness any dog of any size in any color

### Size

Apples ▾

### Color

Apples ▾

Add to Cart

[all products](#) / [dog food & water storage](#)



## Dog Food and Water Storage

\$45

Customizable storage for food and water to sustain your dog forever

**Size**

Apples ▾

**Color**

Apples ▾

Add to Cart

all products / animal GPS collar



## Animal GPS Tracker Collar

\$30

Customizable collar with built in GPS to track your cat or your dog

**Size**

Apples ▾

**Color**

Apples ▾

Add to Cart



## **Muddy Paws Adventure Gear**

We are a small store that sells customizable hiking and adventuring gear for your cat or dog. We are committed to helping all cats and dogs live to their full potential, experiencing the wild alongside their human hiker pals!

### **Store Hours**

Monday-Friday: 9am - 5pm

Saturday: 10am - 3pm

Sunday: closed

### **Store Location**

5000 Forbes Avenue  
Pittsburgh, PA 15213

## Reflection

The main challenge I faced was having to write CSS from scratch. Having used CSS frameworks for several years I had learned to rely on them heavily. I didn't realize the extent of this dependency until having to develop in their absence. One of the more intense of my struggles was having to write CSS to code my own grid structure as opposed to just including pre-defined classes indicating rows and columns. Another equally taxing change was writing the navigation bar myself, which usually comes in a variety of formats as a prebuilt component in many frameworks.

I wanted Muddy Paws to feel sophisticated. From my perspective, people who love hiking and their pets enough to want to buy hiking gear for their pets are likely to be willing to invest in customizable, well made products. With that in mind, I opted for a more minimal design, and a serif font for my most prominent text. I designed for Muddy Paws an identity that conveys importance and high quality over the playfulness generally associated with pet brands. In doing so, customers are assured that the products they're buying to sustain their pets in dire hiking circumstances are reliable.