

PROJECT X

PROJECT PLAN

Date: 23/05/2024

Project phases:

1. *Discovery & Research*

- ★ *Conduct user research*
- ★ *Identify Pupjoys brand*

2. *Strategy Development*

- ★ *Define brand vision + core values*
- ★ *Create Personas*
- ★ *Define brand strategy: goals, target audience + key message to be portrayed*

3. *Design*

- ★ *Create a Stylescape + Brand guide for new brand identity*
- ★ *Prototype new marketing materials (social media content, flyers, business cards, etc)*

Original website → <https://pupjoy.com/>

Figma → <https://www.figma.com/design/oNNFWuk7R7PrzsAAfFOte0/PROJECT-X?t=X39AFvaFnGadAcTC-0>