

Tracking Animal App

Mimi Stalker

Intro

Spring 2020 WNM 617 - Mobile Web I-Ju Chen

Statement of Intent

Intro

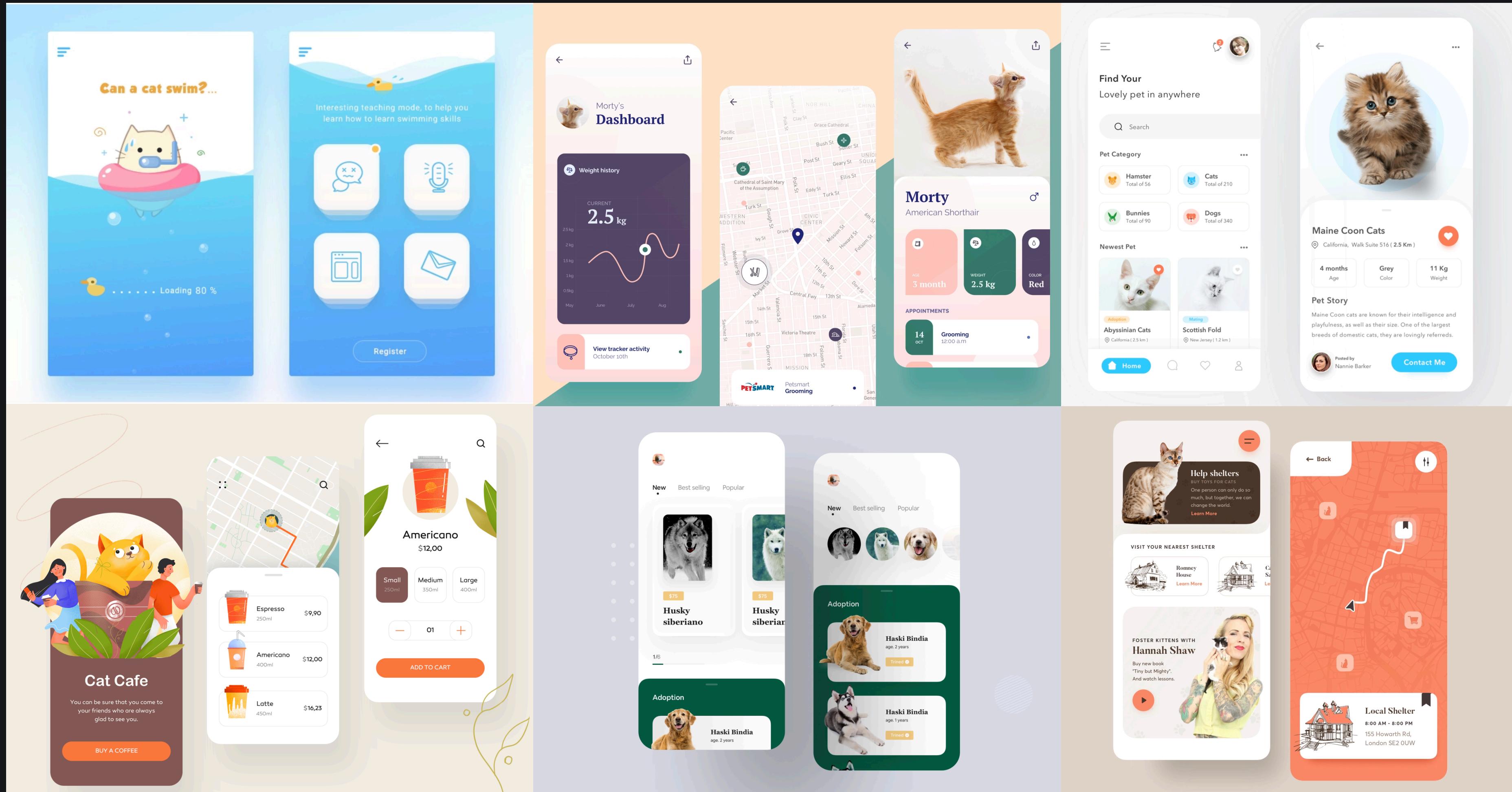
Feral cat is a serious problem in many country especially the island, Taiwan, where I born. After my sister and I adopted several feral cats, we starts to take care the feral cats around our home. In the beginning, we only feed them. However, we started to find out that the cats get more and more if we do not do neuter. We learned about “TNR” (Trap - Neuter - Return) from the veterinarian.

Developing this tracking app will help me to track any feral cats that I met. Moreover, it also can be checklist for the attendance of feral cats while I feed daily.



Mood Board

Design Guide

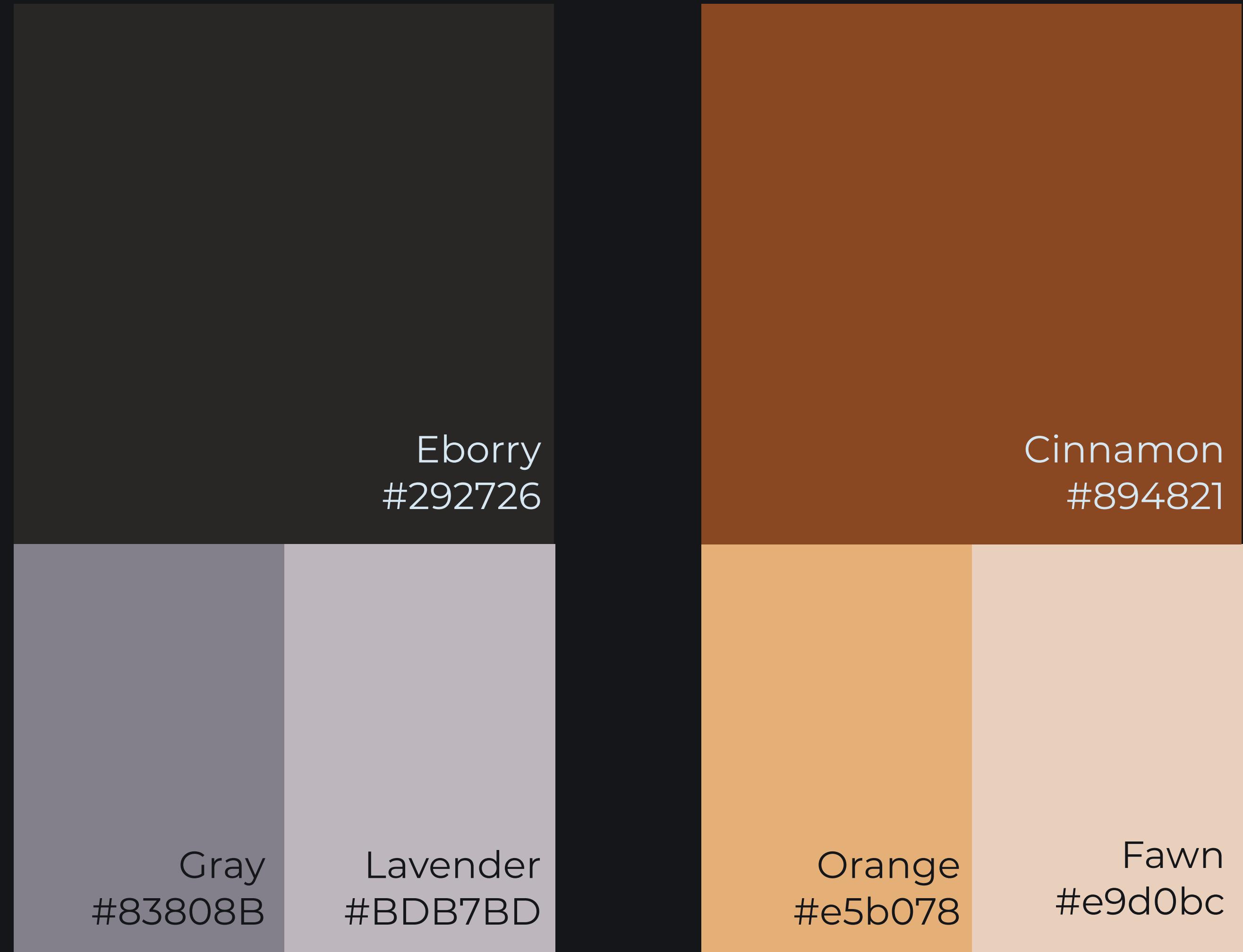


Colors

Design Guide

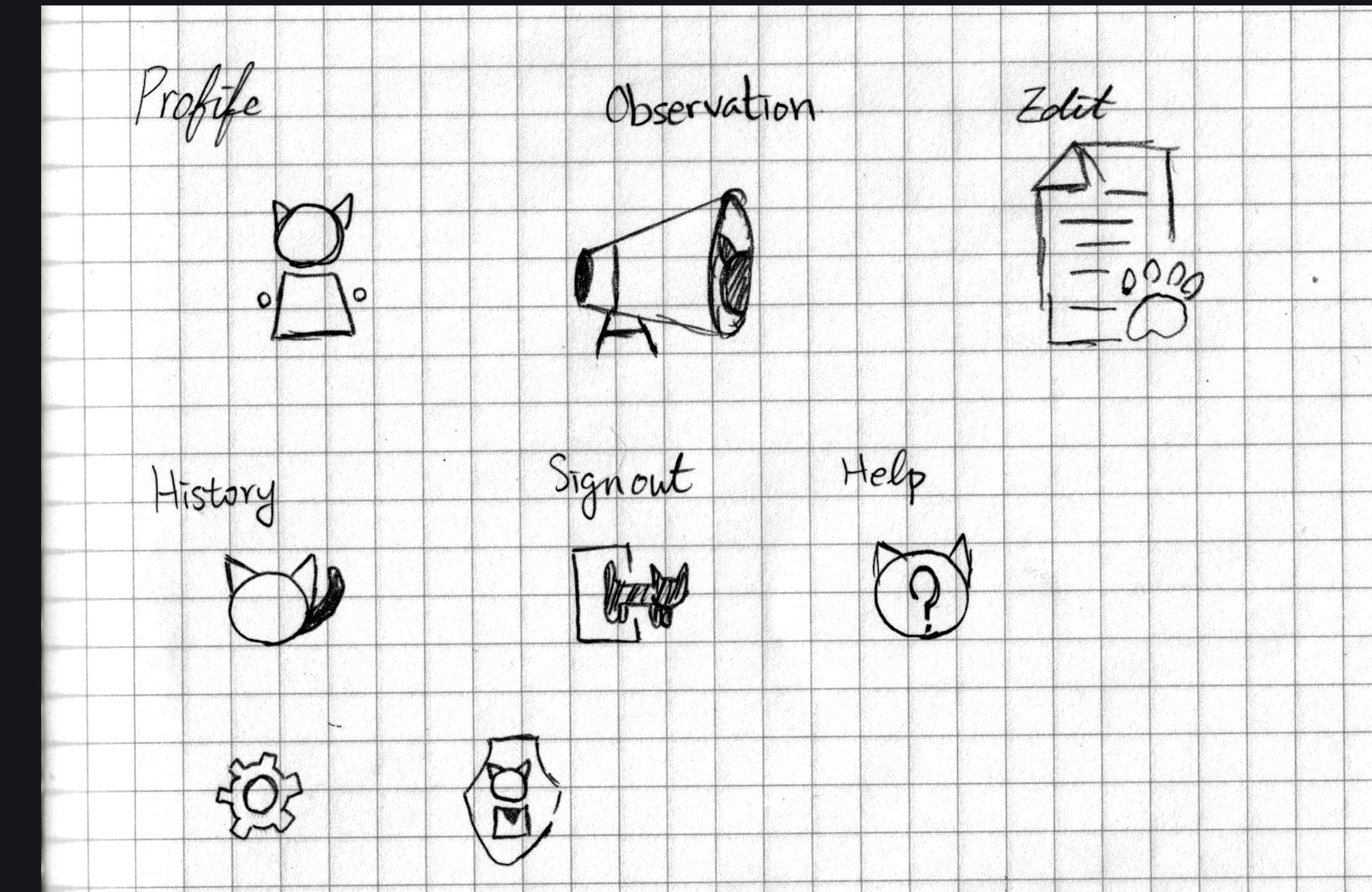
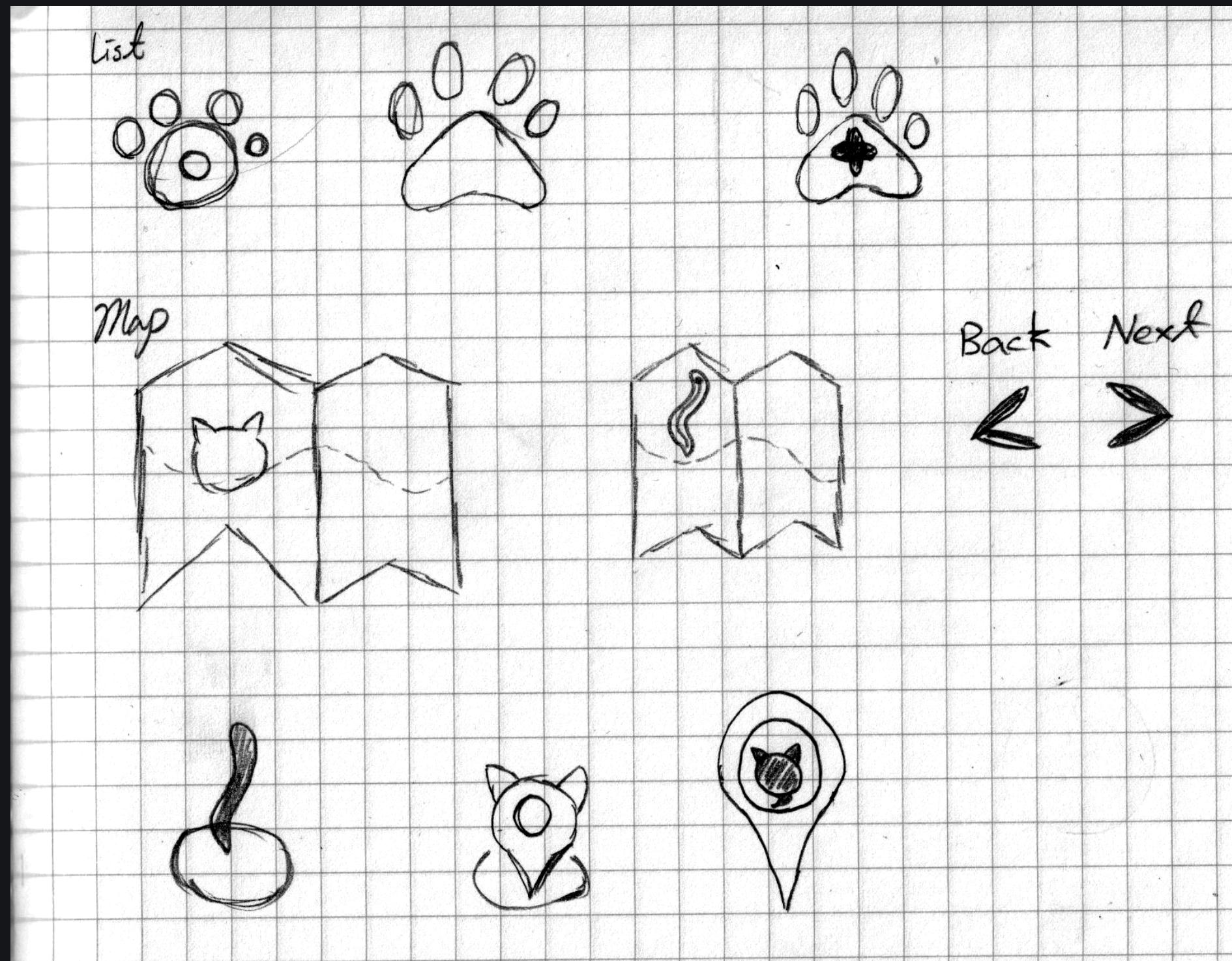
Inspiration

The color scheme is collected from cat's fur that usually can see on feral cat. I avoided the pure black and white even it is the common fur color for the cats.



Icon

Design Guide



Livvic

Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z a b
c d e f g h i j k l m n o p q r s t
u v w ‘?’ “!” (%) [#] { @ } /
& \ < - + ÷ × = > ® © \$ € £ ¥
¢ ; ; ; * ; ; ; *

Montserrat

Regular, Medium, Bold

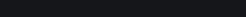
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w ‘?’ “!” (%) [#]
{ @ } / & \ < - + ÷ × = > ® © \$
€ £ ¥ ¢ ; ; ; * ; ; ; *

Typography

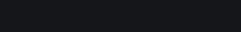
Design Guide

em based on default font-size for chrome : 16px

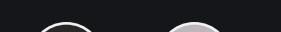
Header 1

Font : Livvic
Font-size : 48px = 3em
Color variation : 

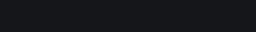
Header 2

Font : Livvic
Font-size : 42px = 2.625em
Color variation : 

Header 3

Font : Livvic, Montserrat
Font-size : 36px = 2.25em
Color variation : 

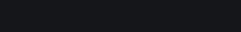
Header 4

Font : Montserrat
Font-size : 30px = 1.875em
Color variation : 

Header 5

Font : Montserrat
Font-size : 24px = 1.5em
Color variation : 

Header 6

Font : Montserrat
Font-size : 18px = 1.125em
Color variation : 

Body Text

Quote & Info Text

*Lorem ipsum dolor sit amet consectetur, adipisicing elit.
 Excepturi consectetur nulla blanditiis et error at atque
 consequuntur dicta quod, ab voluptatem fuga, quisquam
 deleniti necessitatibusquibusdam, veritatis sunt iste adipisci
 mollitia deserunt molestias perferendis! Pariaturvoluptates
 quibusdam repudiandae aperiam aliquam.*

Font : Montserrat
Font-size : 16px = 1em
Color variation : 

Task Flow

structure

Pages

- **Landing Page**

An illustration about the web

- **Log In / Sign Up**

New user or old user

- **Map (Location)**

The history of user's observation on Map

- **List (Category of cats)**

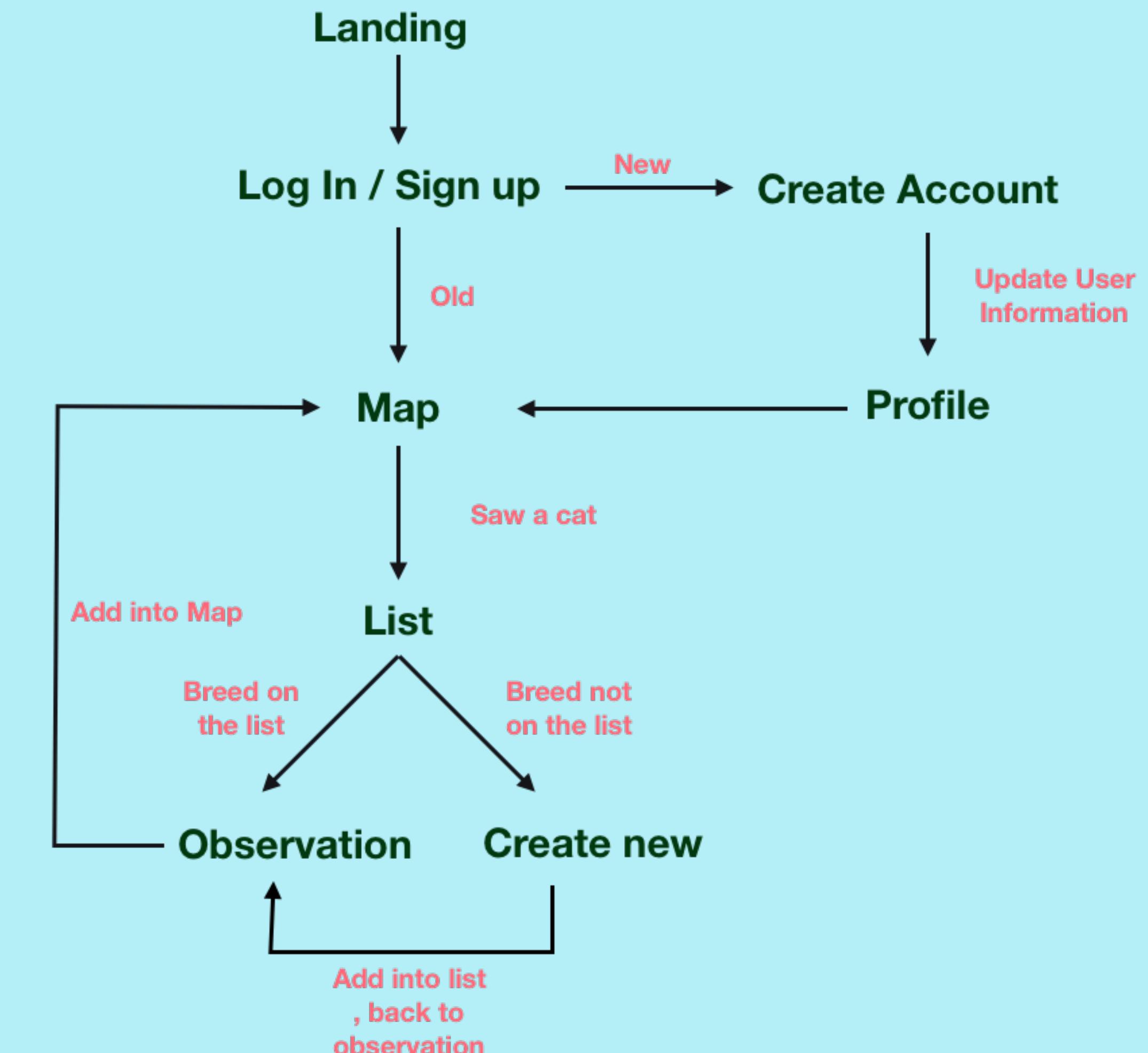
The breeds of feral cats

- **Observation**

Add the new history of observation into your map

- **Profile (User)**

User information, policy, and help



Wireframe

prototype



Elevator Pitch

Advertising

Mimi Stalker is a app that record the feral cats when you encounter. Feral cats are the shadow in the city. They need your help to bring them into the light of home and secure.