



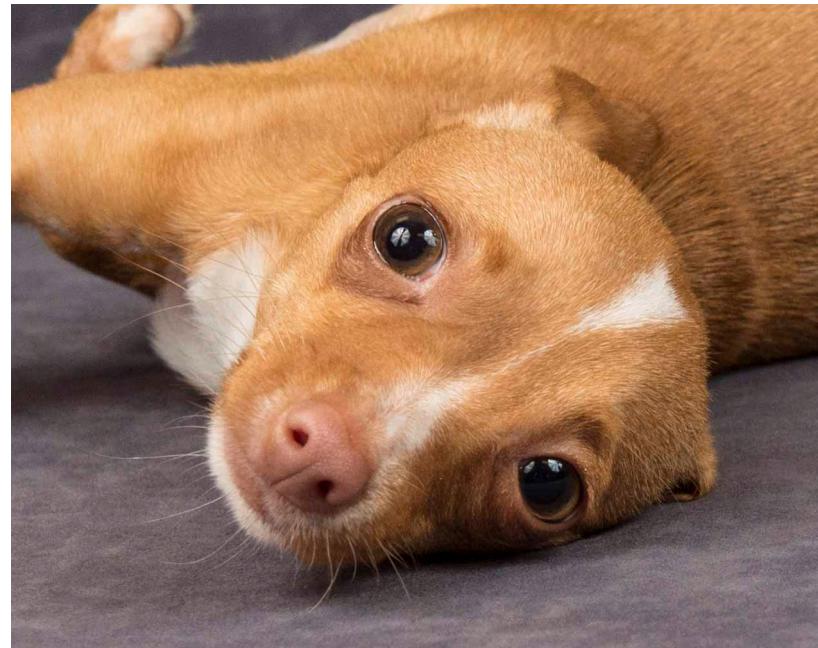
PAW PALS

"How might we connect college students who don't want to commit with pets that need attention?"

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Our First Statement:

“How might we change the relationship between pets and pet owners to facilitate healthy life-long relationships?”



INTERVIEWS

We went through an extensive process of interviewing our peers and an expert veterinarian. We came to find that there were lots of reasons people gave up their pets, and many were unexpected or out of their control. People expressed a hesitancy to adopt an animal until they were completely sure that they could commit.

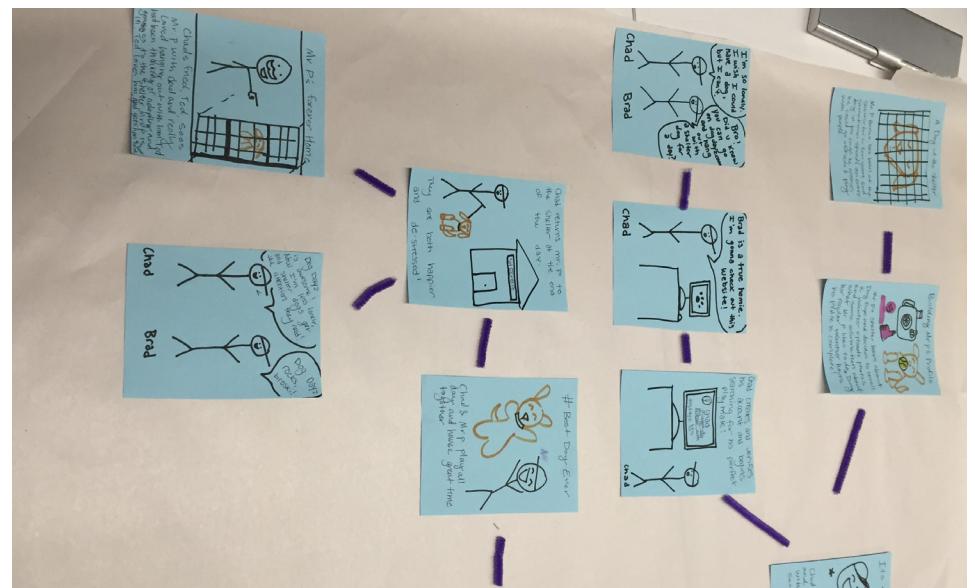
RESEARCH

We conducted research by observing sites like Facebook and Craigslist. We found a number of people, many of them college-aged, who gave reasons like moving, financial burden, housing issues, and relationship issues. We came to the conclusion through this research that if people had an alternative that allowed people to interact with animals without having to commit to adoption, the number of people and animals who are faced with these issues will decrease.

BRAINSTORMING



PROTOTYPING



RESOURCE ASSESSMENT

Design Team (Us)

Branding, mockups and storyboard, merchandise, imaging and graphics

Implementation Team

Online accounts, user support, distribution, manufacture, assist shelters

Outside Vendors

Develop and host training modules, coding



GROWTH FRAMEWORK

New Offerings to New Users

Coupon for first 'rental'

New Offerings to Existing Users

Cats?

Trusted users can keep dog overnight

Existing Offerings to New Users

Advertising campaign

Existing Offerings to Existing Users

Membership levels, discount incentives at each level

More ratings gain more perks as a trusted user





Light Purple
CMYK: C:12 M:12 Y:0 K:0
RGB: R:220 G:216 B:236



Medium Purple
CMYK: C:29 M:31 Y:0 K:0
RGB: R:178 G:170 B: 112



Dark Purple
CMYK: C:73 M:78 Y:0 K:0
RGB: R:97 G:83 B:163

SIGNATURE LOGO TEXT: MULTICOLORE
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

Body Copy: Avenir Book & Black
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
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