

Dog's Intelligence

M A D E B Y B L U E F I S H

Group 2:

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The screenshot shows the homepage of the BlueFish website. At the top, there is a navigation bar with links for Home, Brand, Store, Online Services, Pricing, About, and Login. The main heading is "We provide full-stack Dog Care Solution". Below this, a sub-headline states: "We are dedicated to providing advanced and compassionate dog grooming, training, daycare services for dogs." There are two calls-to-action: "Get Started" and "Watch Video". To the right, there is a large image of a person holding a small orange kitten and a larger tan puppy. Below the main heading, there are four service categories: Dog Grooming, Dog Training, Vacation Boarding, and Dog Daycare. Each category has a corresponding icon and a brief description. A section titled "Awesome Features" highlights "Valuable features of US Caring You Pets".

We are the best

We provide full-stack Dog Care Solution

We are dedicated to providing advanced and compassionate dog grooming, training, daycare services for dogs.

Get Started Watch Video

Dog Grooming Dog Training Vacation Boarding Dog Daycare

Awesome Features

Valuable features of US Caring You Pets

Dog Grooming
From their coat to their nails, a well-groomed pet helps to ensure a healthy pet.

Dog Training
This activity offers valuable socialization, regular exercise, and fun, etc.

Vacation Boarding
The service includes three dog walks per day and the dog receives individual attentions.

Dog Daycare
from grooming to vaccinations and going on holiday.

Content

- Task Description
- Background Info
- Audiences Analysis
- Competitive Analysis
- User Requirements
- Design Thought
- Website Demonstrate



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Task Description

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Teamwork



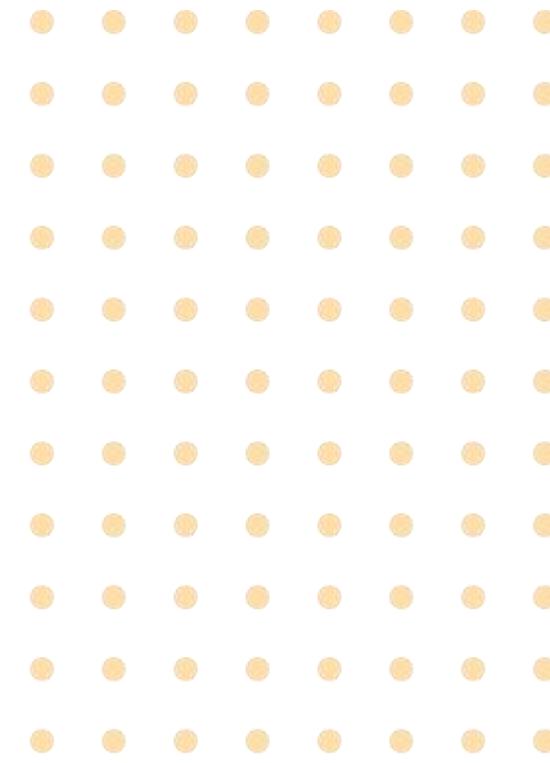
FearlessLeader: Ziyue Zhang

DesignGuru: Bingshuo Zu

TextMaster: Zhaojun Liang

PixelMeister: Limin Zhou

Main task



Step 1: Analysis Report

Step 2: Presentation (slides)

Step 3: VIDEO presentation by the group

Step 4: Sample Page Layout.



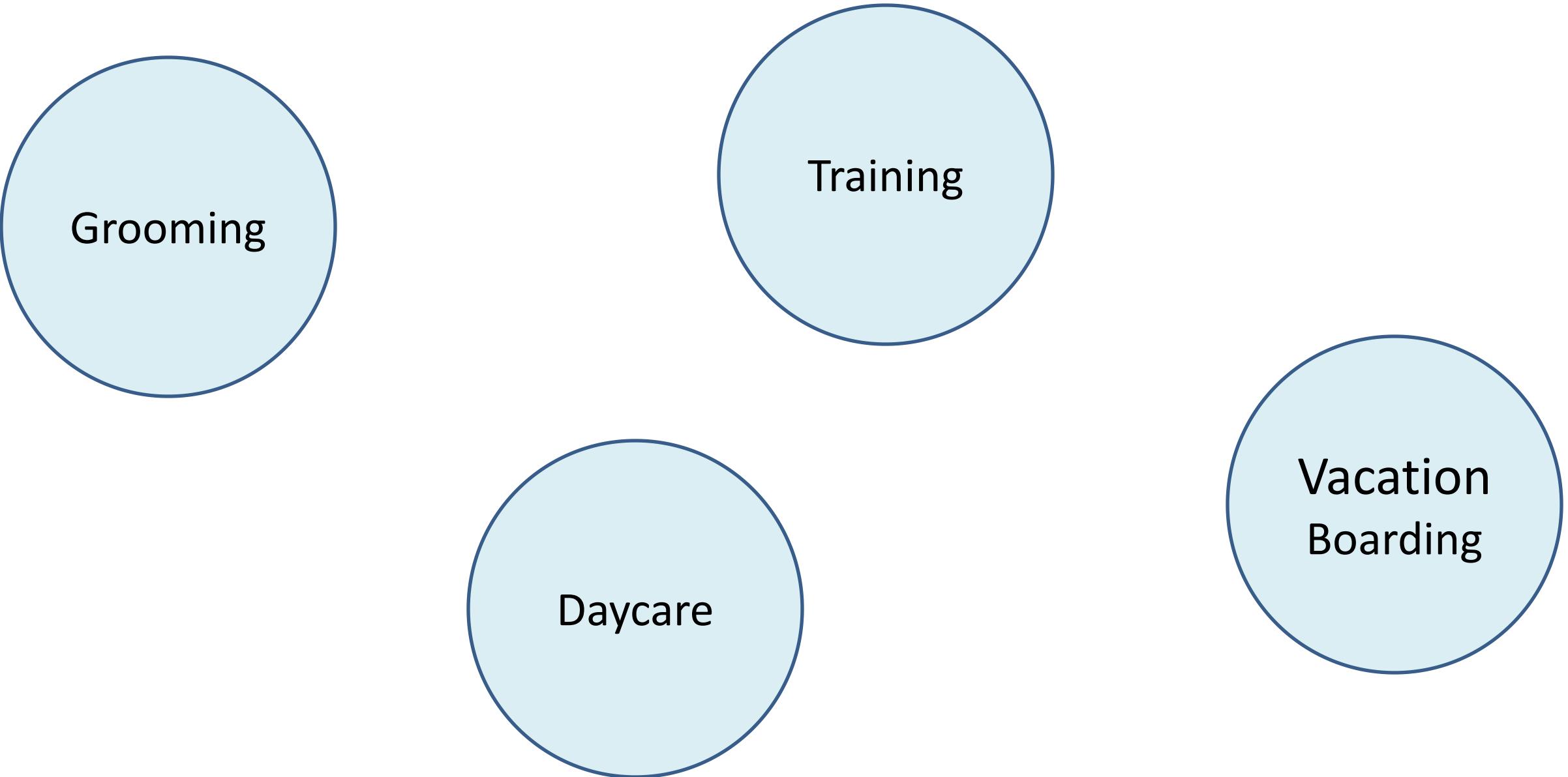
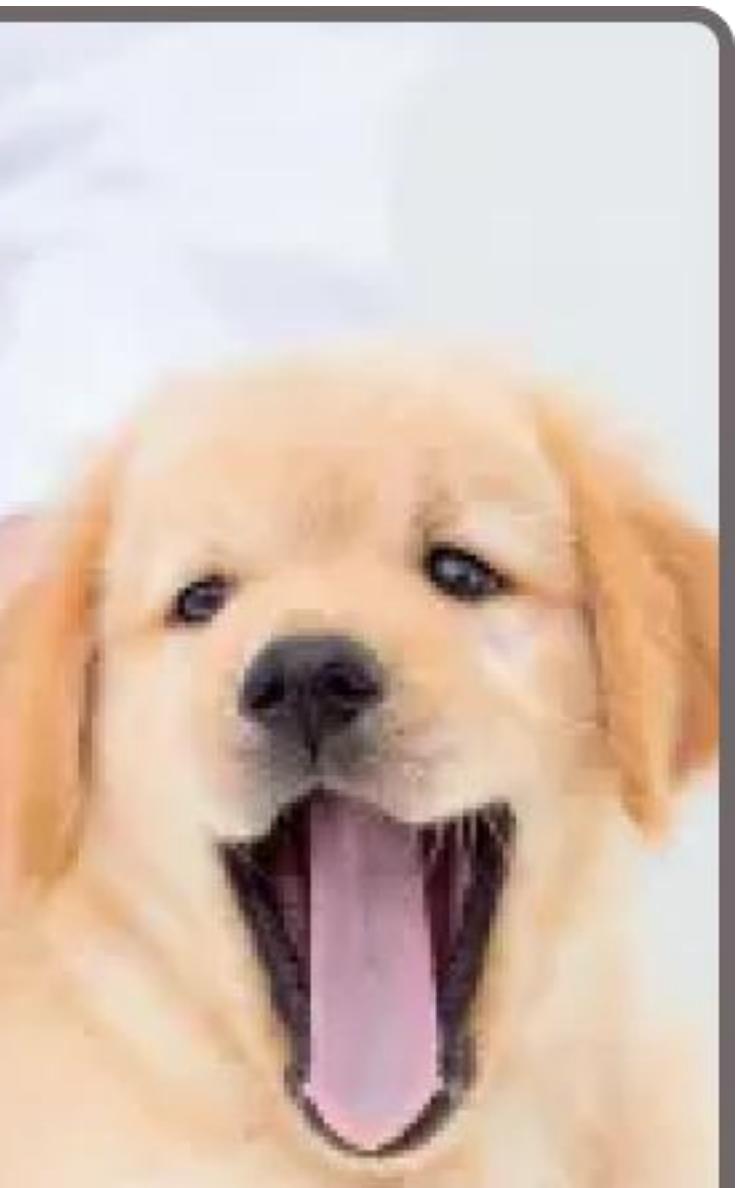


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Background Info

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Dog's Intelligence





אַנְגָּלִים
בְּרֵבָה
כְּלֹמְדָה
דְּבָרָה
פְּרֵשָׁת
עֲמָקָם
וְעַמְּדָה

Audiences

Analysis

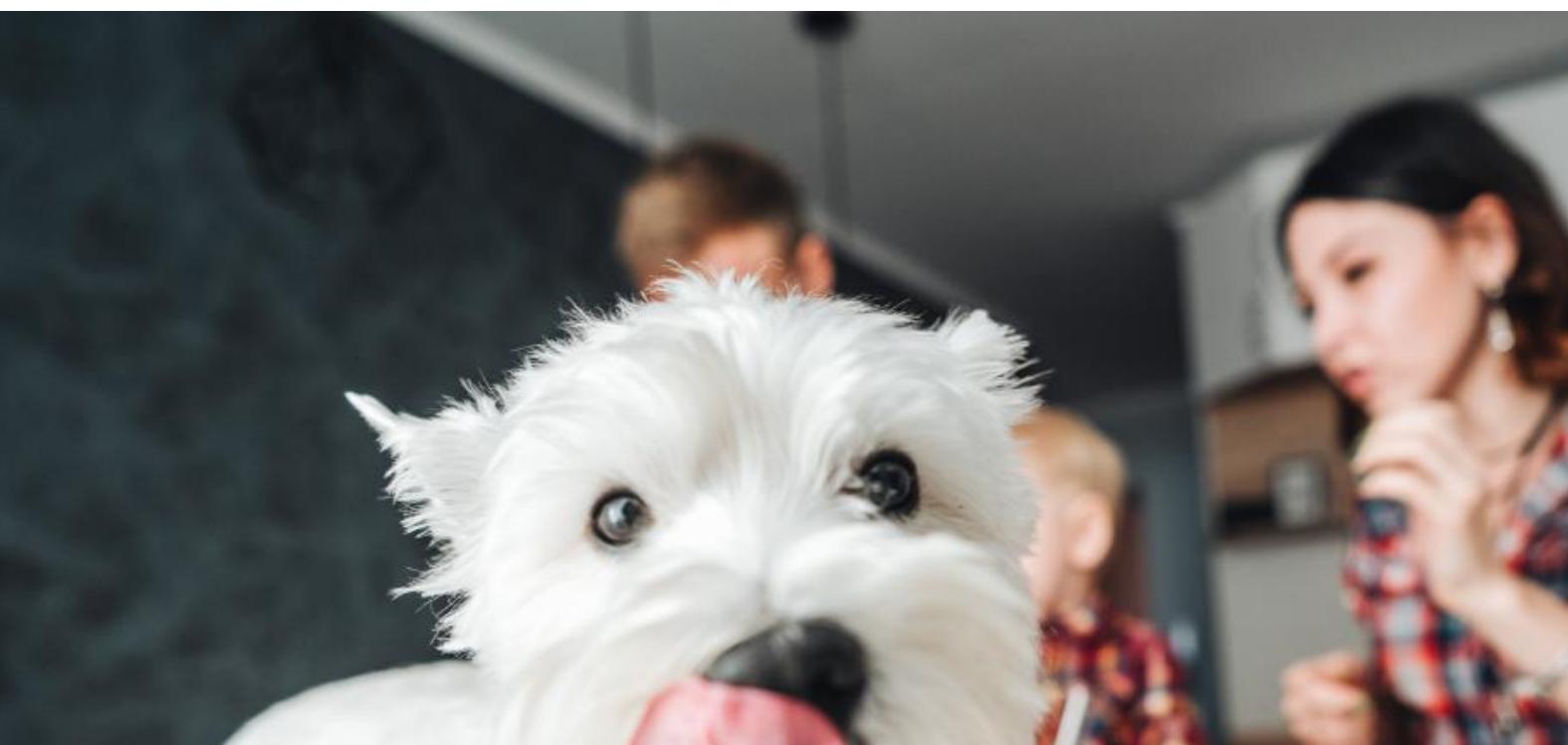
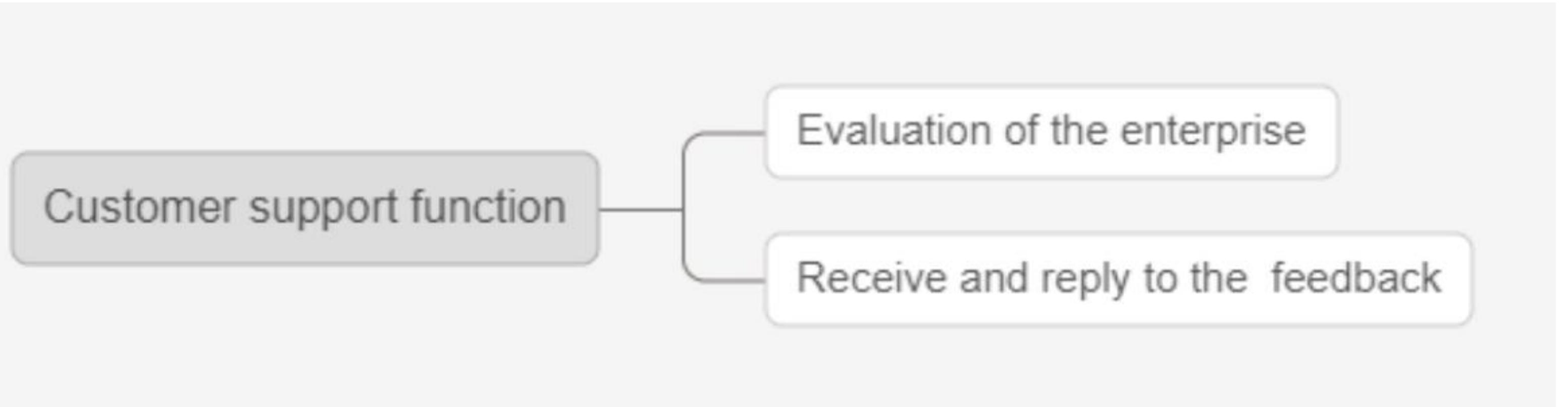


Concise

Be good legibility and alignment

The link should be strong

The displayed function should be operable



Attention to detail embellishment

- Contrast
- Rich content
- User's visual experience
- Compatible



Conduct research

Consumption potential

Target Audience

Characteristics of youth

The main areas

Urban of higher income



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Competitive Analysis

These Great Teams Use Our Pet-Care Business Software



SIT MEANS SIT
DOG TRAINING



Software that Makes Running Your Pet Business Easier

Since 2014, Gingr has been on a mission to make running a pet business easier. For pet business owners and managers who want to retain the joy of taking care of pets, Gingr helps reduce hassle, save time, and eliminate headaches.

We provide the most advanced and intuitive pet business software solution to thousands of boarding kennels, doggie daycare, and grooming facilities—helping them provide staff members, customers, and pets with the best experience possible.

[Get A Demo](#)

See What Our Customers Have to Say



“Gingr is packed with great features. I love the Report Card feature that allows us to keep our pet parents informed and entertained with daily photos and pictures of their pets playing and having fun. I also love the array of marketing tools. Gingr’s operating tools are easy to use and reliable.

Cheryl • The Oaks Dog Ranch



Gingr

Pros

- Fast checkout feature
- Good feedback system
- Easier to use on any device
- Great navigation and setup
- Good alignment and contrast
- Focus on customer experience
- Centralized, detailed introduction

Cons

- Some features are lacking
- Business layout is not flexible
- Rare updates, missing information
- Quickbooks needs to be integrated
- Layout is too cluttered, unable sites

Donate

General Donation

Click here if you would like to make a General Donation

[Donate](#)

Monthly Donation

Select an option below and click here if you would like to make a Monthly Donation.

Payment Options

\$10 : \$10.00 USD - monthly

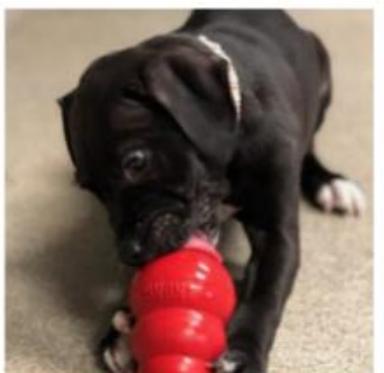
[Subscribe](#)

Certificate of Caring

These certificates are a great way to celebrate the milestones of your animal-loving friends. A personalized certificate with a message from you will be delivered to your special designee honoring them and acknowledging that you made a donation in their name to CHA. Certificates of Caring come in several denominations. To order a Certificate of Caring, [click here](#).

Sponsor A Pet

Animals in our shelter need all the love and support they can get. You may not be able to adopt at this time, but you can always Sponsor A Pet, so other potential adopters know that this pet is special enough to be sponsored! When you Sponsor A Pet, we send you a card with the pet's photo and formation. A sign is then placed on the animal's cage acknowledging your sponsorship. To Sponsor A Pet, [click here](#).



Enrichment Fund

CHA is proud to have an Enrichment Fund which dedicates funding to purchase interactive toys and fun items for our dogs and cats. Each animal adjusts differently to life at the shelter and this program allows the dogs and cats that need distraction to receive extra enrichment.

[Donate to our Enrichment Fund](#)

[Donate](#)

Revelation Pets

Pros

- Good customer support
- Concise feature description
- Simple and atmospheric layout design

Cons

- Poor navigation
- No good publicity effect
- The contrast is not strong
- Cannot attract the attention of customers
- The picture collocation has no significance



petexec

Business Type

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Join Our Pack

Your 24/7 Operations Manager

PetExec is your always-on digital operations manager. We help pet professionals like you manage your unique business needs.

Explore Features

PetExec in 4 Minutes

Grow and succeed with PetExec

Whether small and boutique or a large facility which handles many services and pets, PetExec is here to help! We help organizations of all sizes in managing their daycare, boarding, grooming, and training operations.

Learn More

Driven by our shared passion

You love animals — we love helping you spend more time with them. With PetExec, we take the time and

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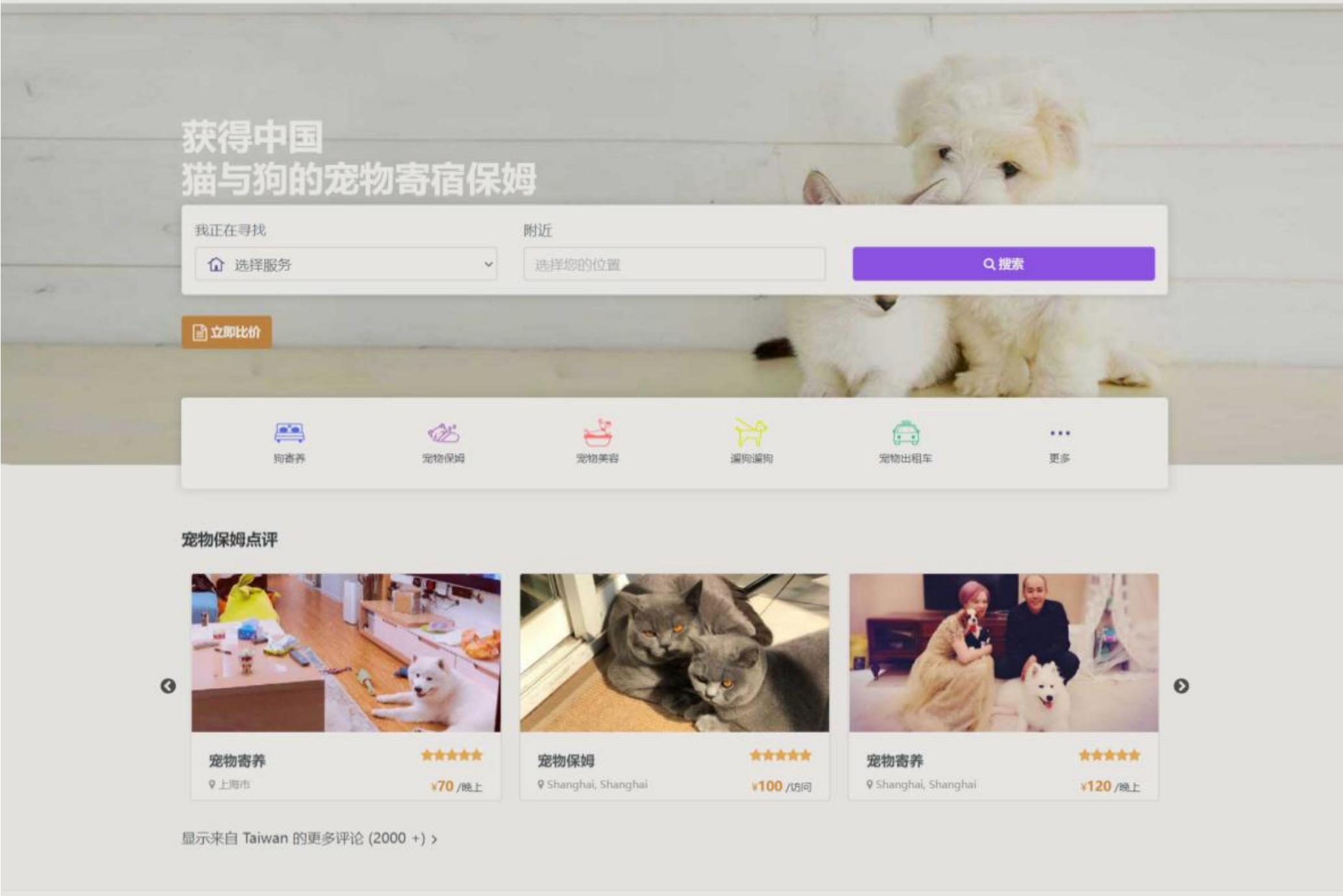
Pros

- Pages are customizable
- Can complete the payment online

Cons

- Too simple background
- Some features are not available
- Customer support is slightly poor
- The functional layout is too simple
- The display of different pages is uniform
- Information cannot be linked to the website





获得中国
猫与狗的宠物寄宿保姆

我在寻找 附近 搜索

立即比价

狗寄养 宠物保姆 宠物美容 遛狗遛狗 宠物出租车 更多

宠物保姆点评

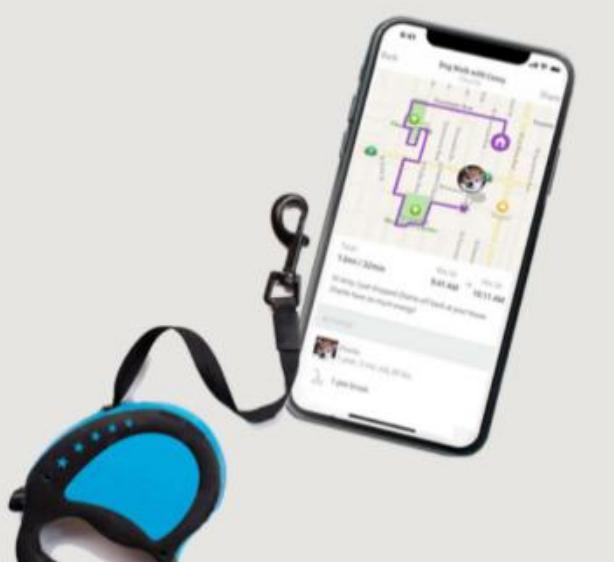
- 宠物寄养 ￥70 /晚上 上海市
- 宠物保姆 ￥100 /访问 Shanghai, Shanghai
- 宠物寄养 ￥120 /晚上 Shanghai, Shanghai

显示来自 Taiwan 的更多评论 (2000 +) >

当你的毛小孩有需要时 -- 一个宠物保姆、遛狗者或其他服务人员 -- PetBacker 免费替您找到他们。

查看价格估算和阅读评论与宠物保姆、遛狗者或使用App 来看看自己的毛孩走了几公里。

Download on the App Store GET IT ON Google Play



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Pro

- Good browser compatibility and alignment
- Balanced and easy to read
- The function display is focused and prominent
- relevant reviews and their corresponding services
- unified and clear navigation title
- creative service comparison function

Cons

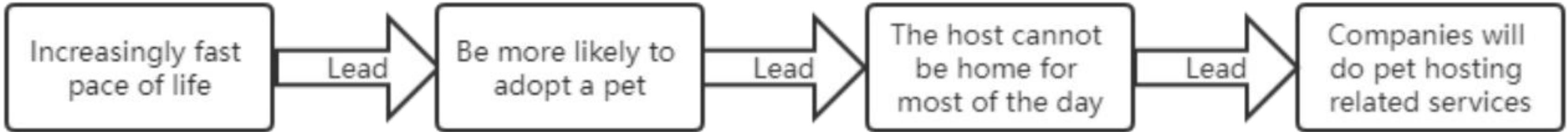
- Not paired with multimedia
- Insufficient color scheme, easy visual fatigue;
- The contrast is not strong
- The web page is not adaptable
- the picture is less attractive



User Requirement

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User Requirement



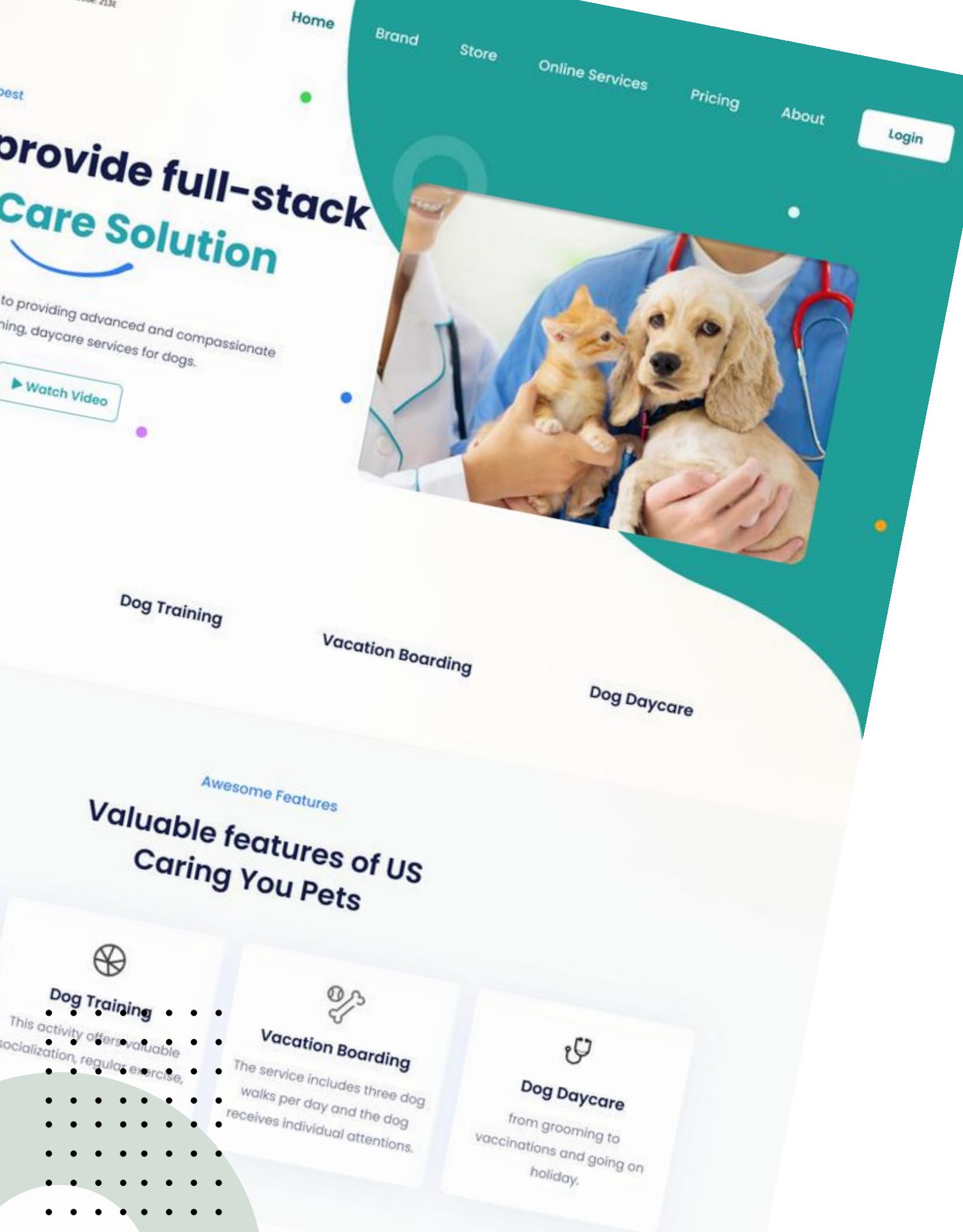
More ...

We can further popularize the pet culture through community services, so that more potential pet users no longer feel annoyed by not having time to raise pets.



Design Thought

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UNIFINED

The *simplest* and *safest* way

WHY

a sense of beautiful design
avoid dyslexia when reading

purity and brightness are
changed on the same hue
a harmonious and unified
aesthetic

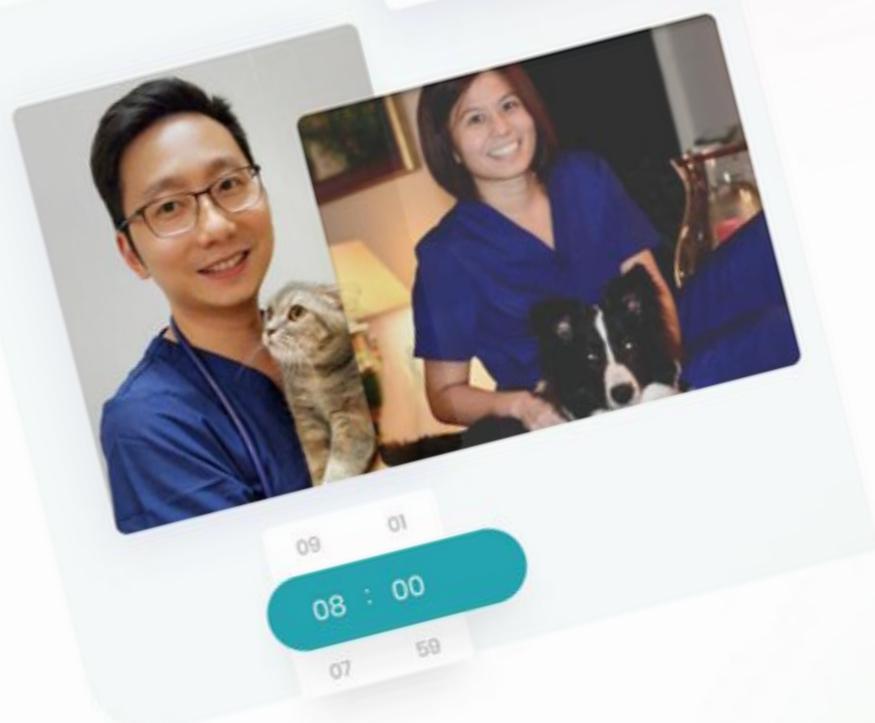
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care because of
care

for you lovely and precious pet with the
end facilities and pro teams which give
pet a comfort home.

Top-end facilities

Professional and dedicated Teams

Comfortable and Warm Environment



Our lovely pets
We care because of
you care

We offer you lovely and precious pet with the
top end facilities and pro teams which give
you pet a comfort home. And you pup
enjoy it when in the warm home.



Our Location
HERE PETS COME FIRST

This is located in the heart of North Point on Kin Wah
Road. We provide 24 hours a day, 7 days a week
Pet Care and Round the Clock care

Impression

- more clear division of labor
- more attractive

Performance

- fewer bugs
- simpler design

Lower maintenance costs later



ΤΥΧΩΣ ΣΟΛΛΕ

Website Demonstrate

Φήμης η θεραπεία Εκπαίδευση[®]
εντομοκυτταρικής σύνθετης απόλυτης
μετατροπής της παραγωγής της θεραπείας.
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