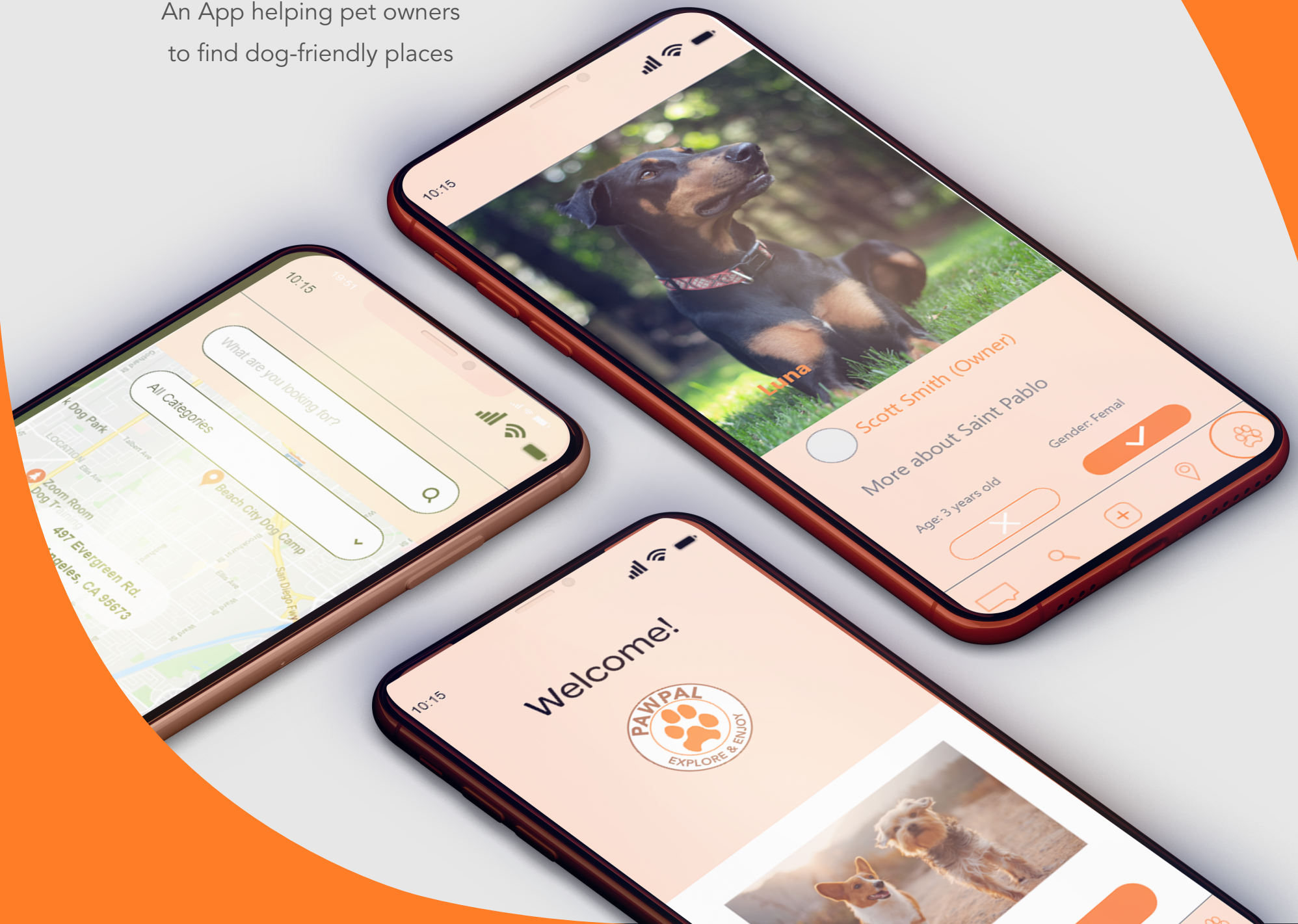


PROJECT 04

User Interface Design



An App helping pet owners
to find dog-friendly places



DESIGN BRIEF

What is the purpose of the design?

The goal of the app is to provide the user with pet-friendly places such as restaurants, walking trails, parks, beaches etc.

Who is the audience?

The target audience are pet owners, age range from 20 to 45 years old.

Five Competitors

Petlas, All Trails, Bring Fido, Dog Buddy Free, BarkHappy.

What is the context?

This application is for mobile device.

What kind of response is desired?

Desired response is to have a positive feedback from the users in the simplicity of the app usage and search.

Key Words

- User-friendly
- Clean
- Simple
- Useful

LOGO IDEAS



ICONS



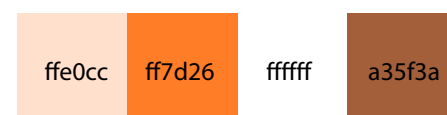
LOGOTYPE

Avenir

SIZE: 24 pt - 55 Roman; 12 pt - 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR



LOGO DESIGN



FINAL LOGO



LOGO COLOR



LOGO BLACK & WHITE



APP ICON

PAWPAL
EXPLORE & ENJOY

LOGOWORD

LOGO IDEAS

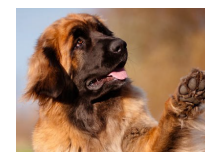
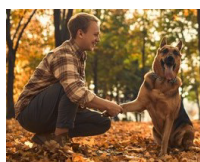
LOGOWORD

The idea of the Logoword came from the friendly relation between a pat (dog) and the owner and communicating their love to spend time together. To explore new places, no matter if its a new trail, restaurant or a new park.

LOGOMARK / APP ICON

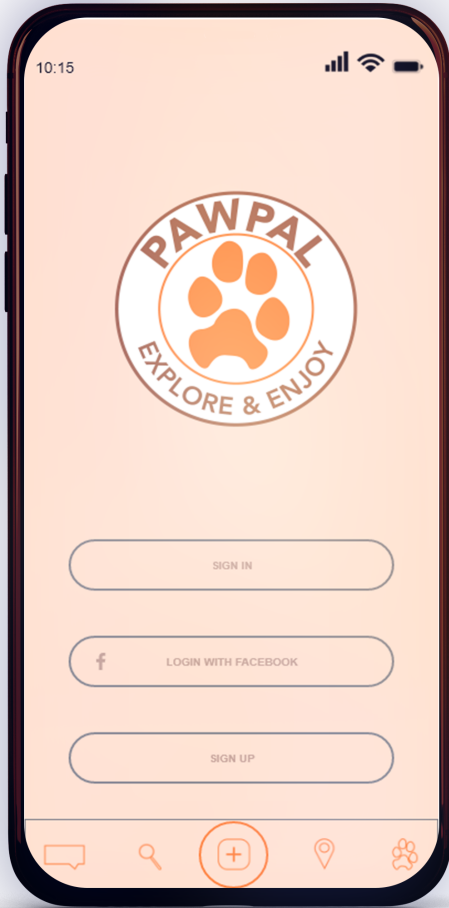
The idea of the Logomark is a cybwal of a dog and walking, exploring - it's a dog's paw illustration. Eazy to recognize and to remember.

PAWPAL
EXPLORE & ENJOY

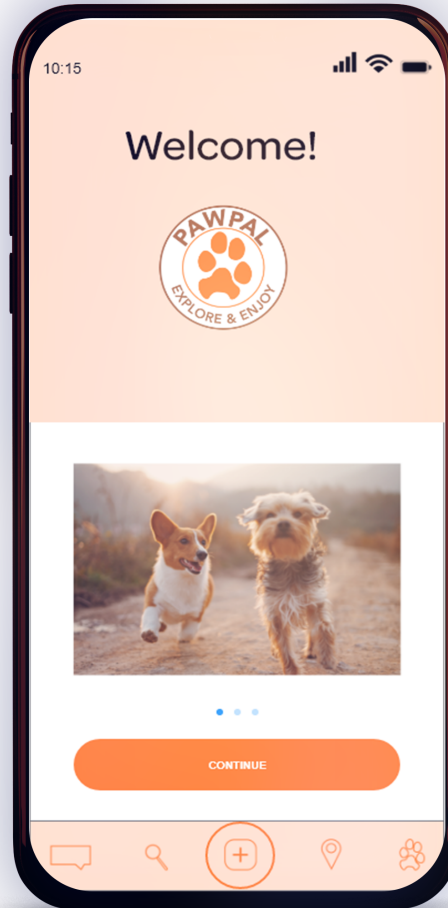


USER INTERFACE DESIGN

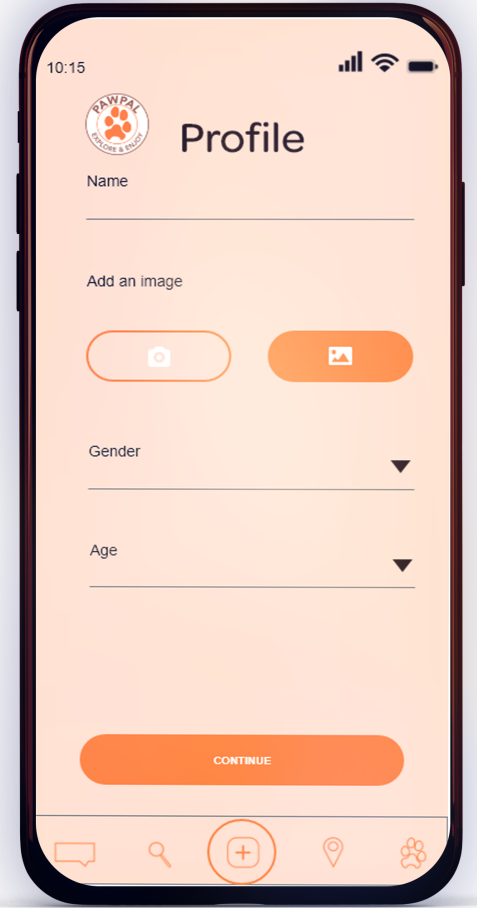
START HERE



A sign in/sign up page

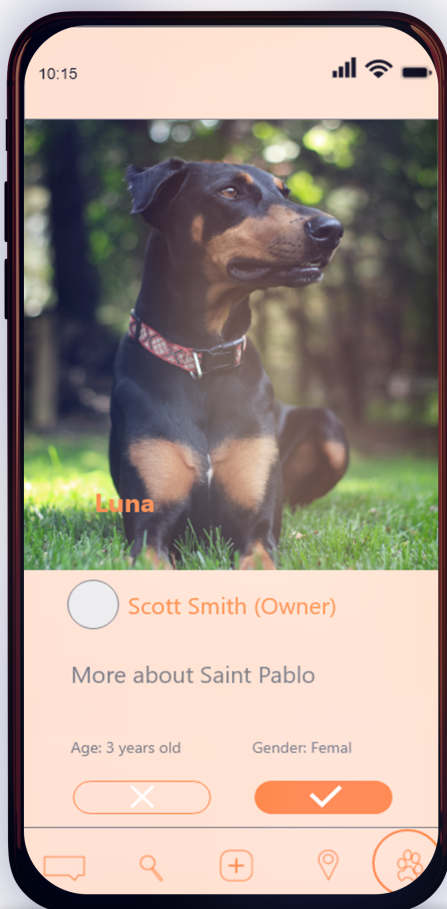


Welcome page

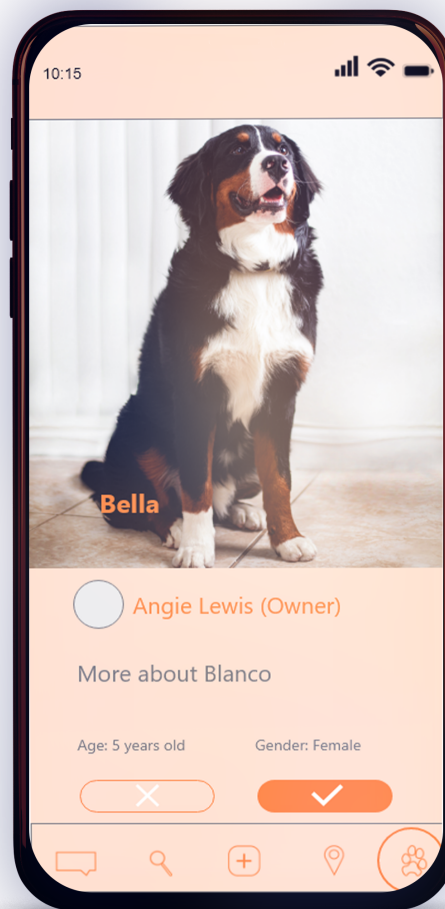


Create your and your pet profile

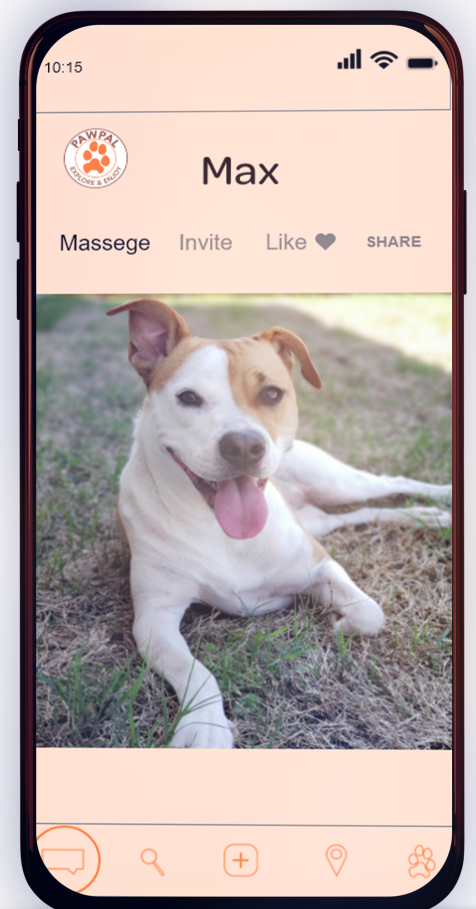
PROFILE TEMPLATE



Profile of a potential friend



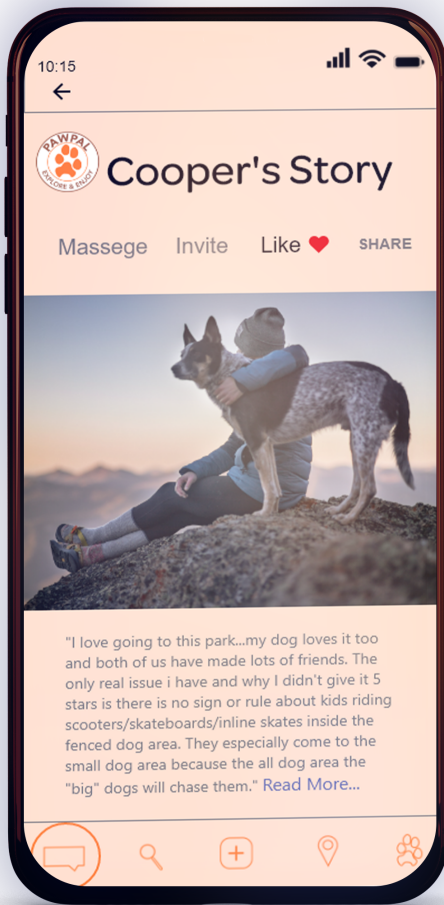
Another profile of a potential friend



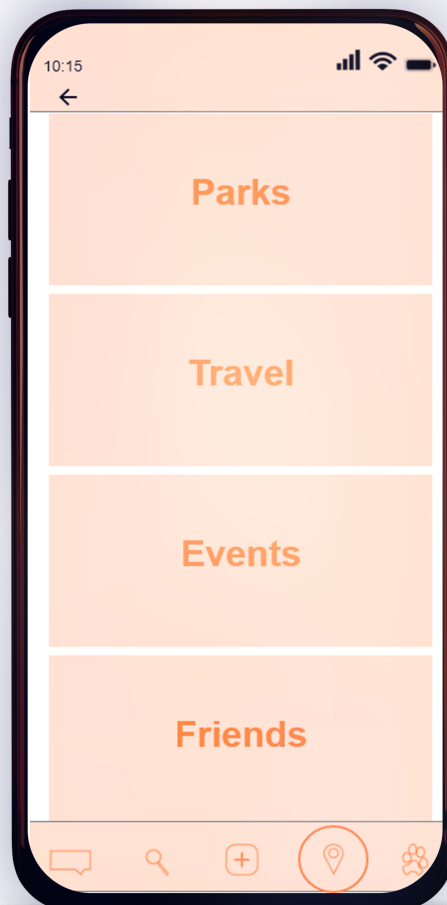
Your dog's profile

USER INTERFACE DESIGN

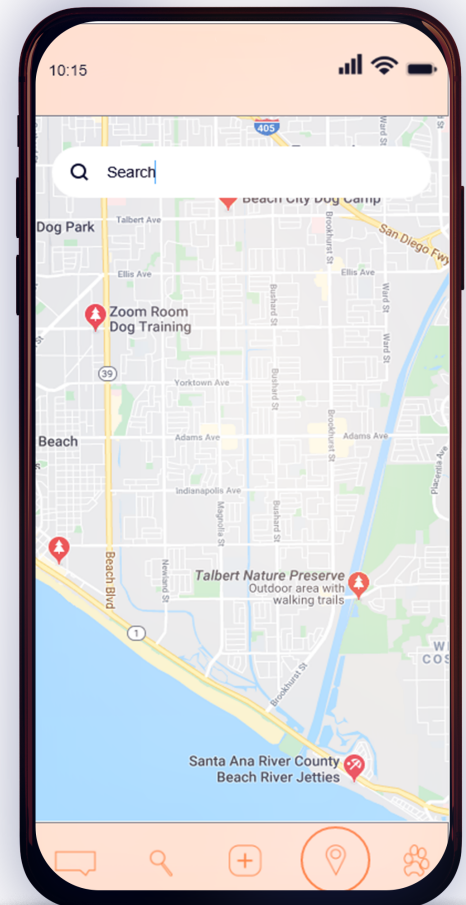
TRAVEL



Story of the user, that could be your story

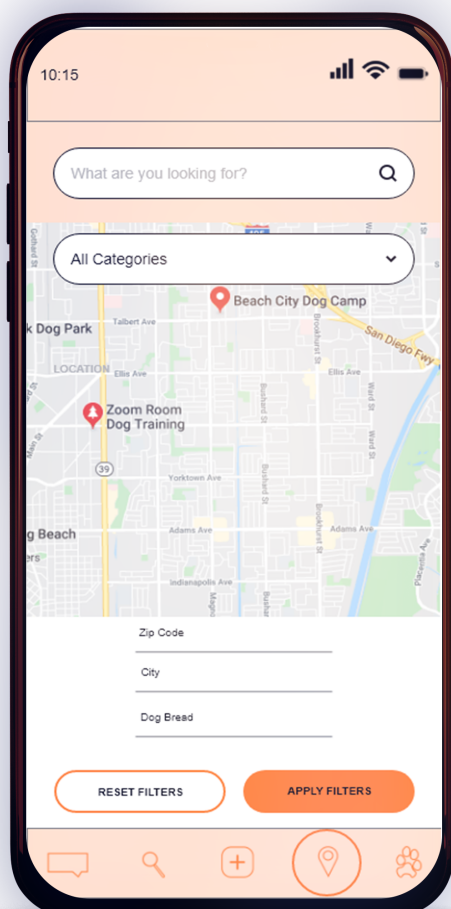


Main page, discover new places

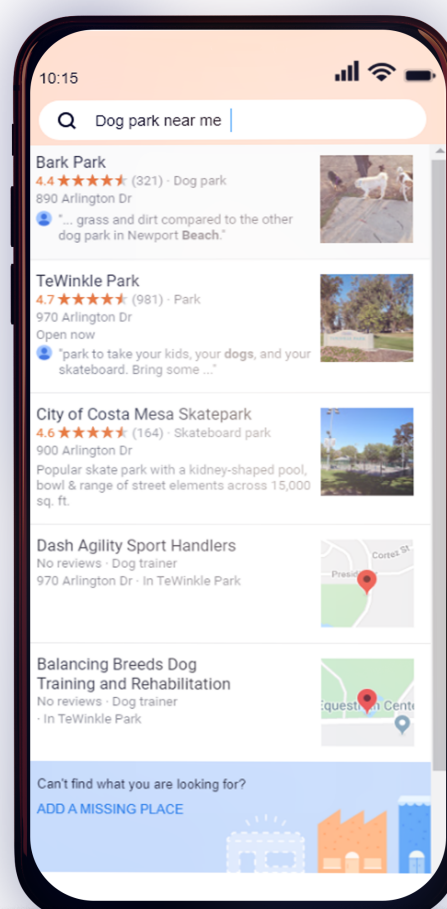


A map for a new place search

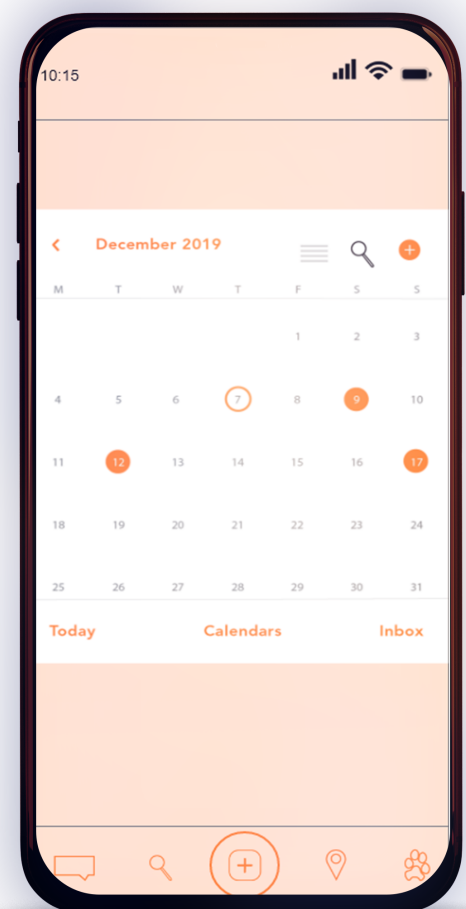
FIND IT & BOOK IT



More functions, use filters, address, zip code to make your search accurate



Results of the search, choose the place, read and compare reviews



Calendar, where you can book your event or just a simple new place exploration trip

