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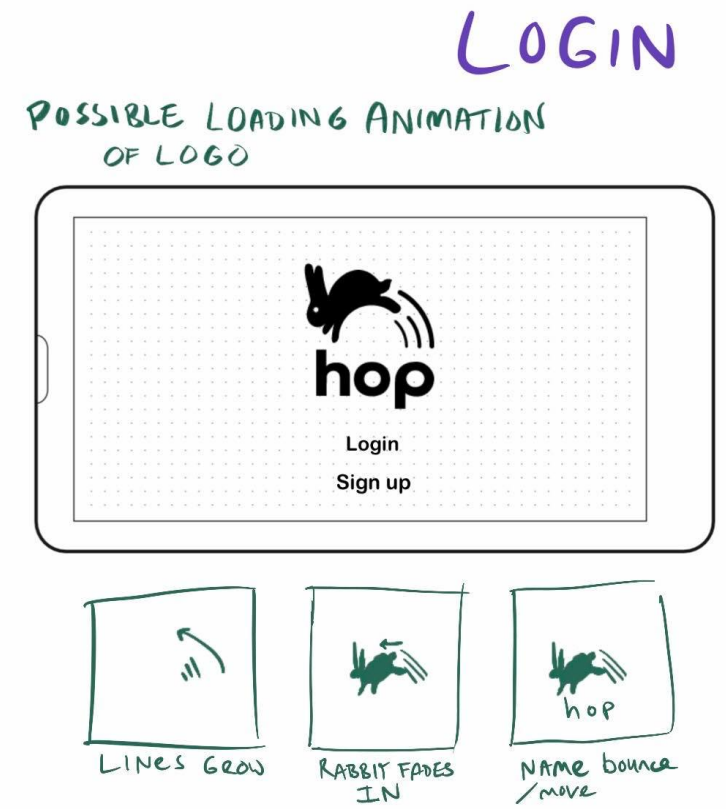
prototypes

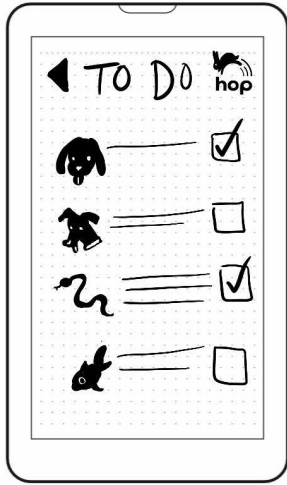
hop is a pet diary and upkeep app. We allow new and experienced pet owners to easily track the activities and meals of their furry, scaly, or feathery friends. All animals are welcomed!

App features include a task list, note entry section, professionally certified animal care taking guides, community forums, calendar for vet or grooming visits, and notification alerts for when supplies are low. Our app solves the problem of caring for more than one type of animal, and offers the best ways to keep track of and treat your pets with the best care.

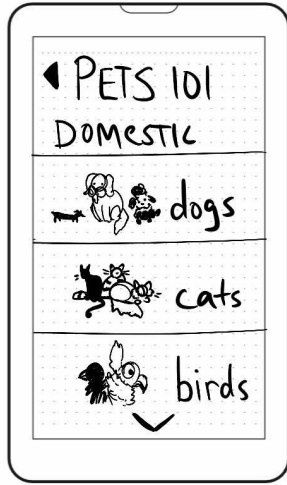
The benefits of using our pet care app is that it's beginner friendly, and offers both professional and communal support. We pay great attention to each of your animal's wants and needs. Hop on track today.

sketches

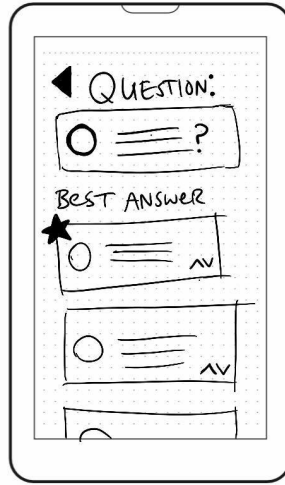




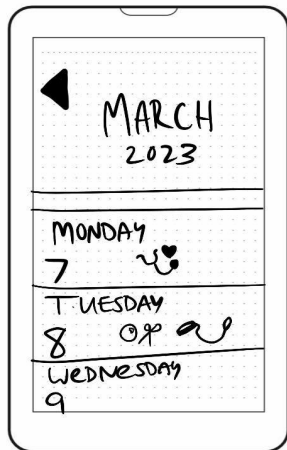
TO DO LIST
PERSONALIZED PET
ICONS IN LOGO STYLE



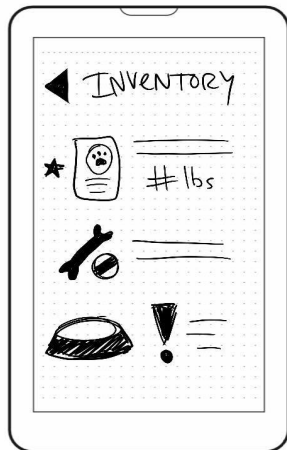
PET GUIDES
DIVIDED BY DOMESTIC/
EXOTIC
↳ ANIMALS
↳ BREEDS



**COMMUNITY
FORUMS**
LIKE/DISLIKE RATIO



CALENDAR
EVENTS
VET GROOMING DOG
PARK



SUPPLIES
REMINDS TO
RESTOCK ITEM



DIARY
SECTIONED BY
PET

branding

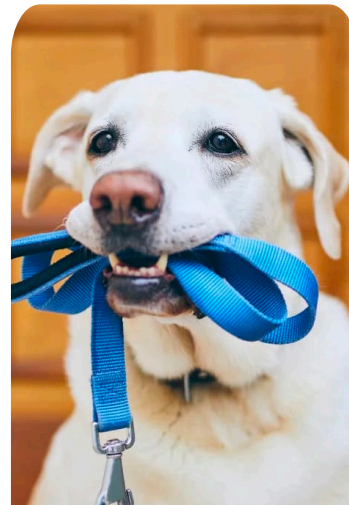
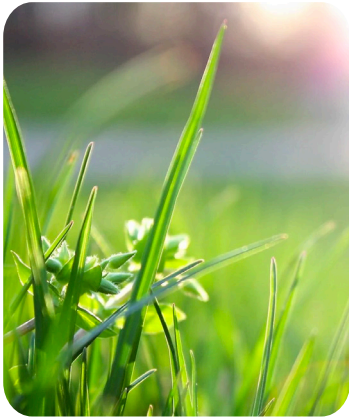
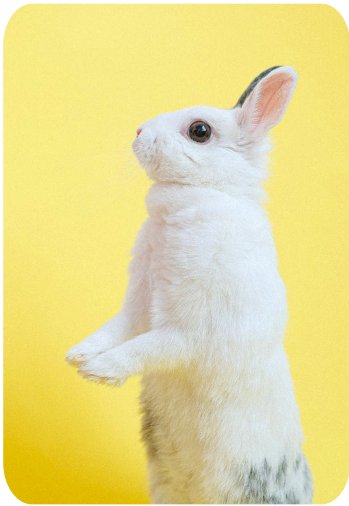
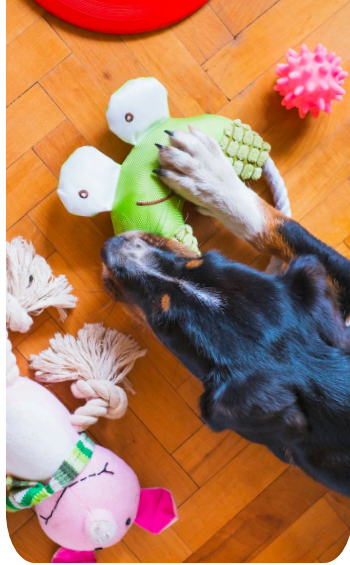
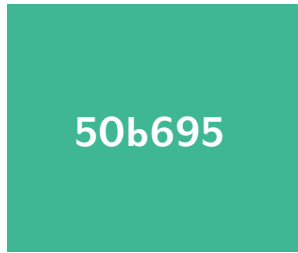


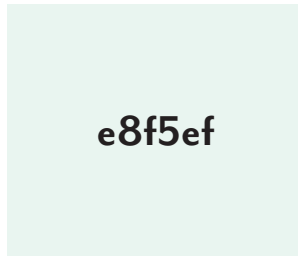
image
study



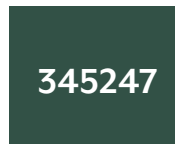
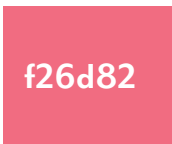
logo



primary



secondary



colors

8

hop

on track. on the go.

Our app solves the problem of caring for more than one type of animal, and offers the best ways to track and treat your pets with the utmost care. The benefits of using our app is that it's beginner friendly, and offers both professional and online support. Lastly, we pay great attention to each animal's needs (food, sleep, health, and activities).

fonts

Heading: Claris Sans, 48
Subheading: Mr Eaves Mod Bold, 22
Body: Mr Eaves Mod Medium, 13/18

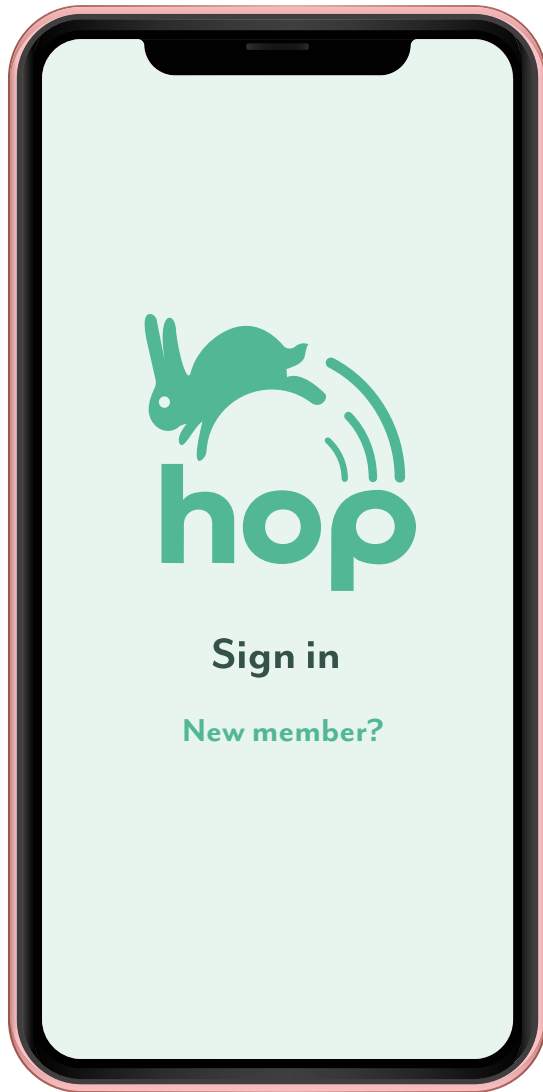
screens

loading screen

animation of rabbit and
wordmark entering screen

watch animation





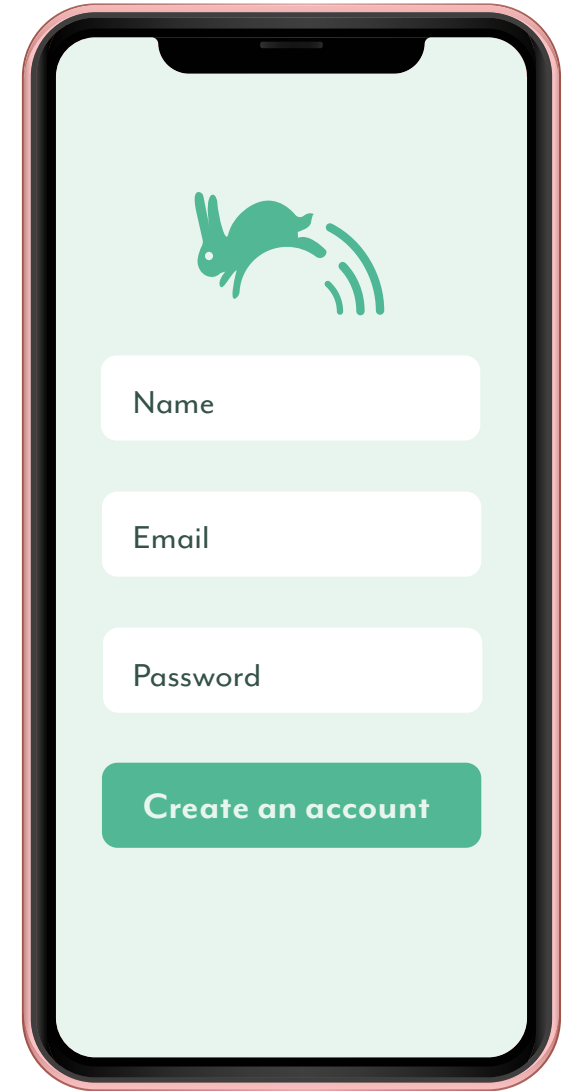
landing screen

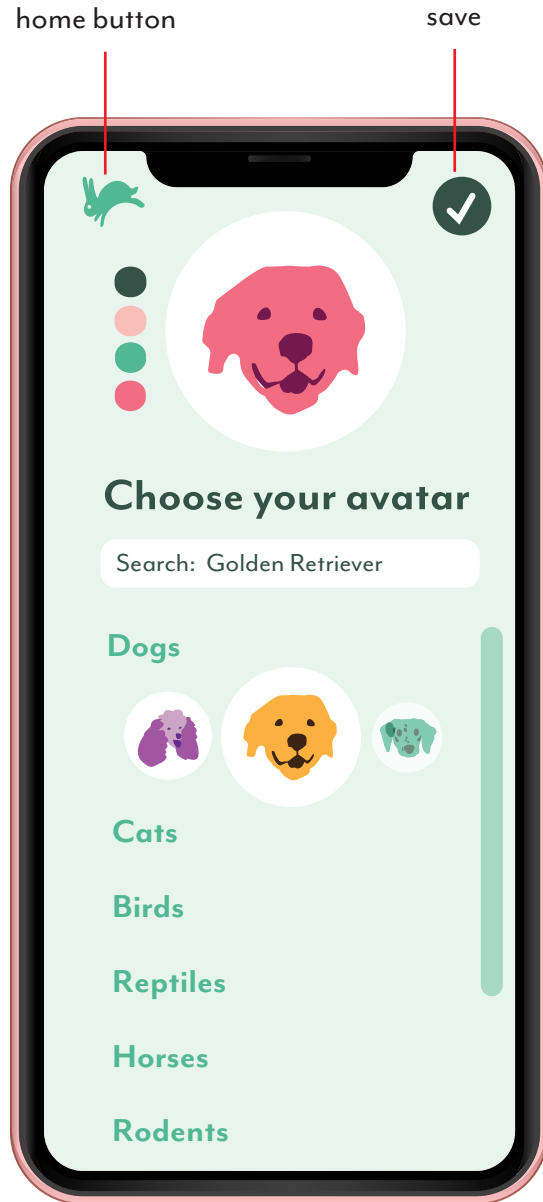
loading screen transitions to page with the option to sign in/sign up.

create profile

input text boxes for user to write down their new account information such as name, email, and password.

watch animation





customize profile

customization page for user and pet avatars.

— carousel slider for types of breeds. user scrolls through types of animals, selects one and then selects breed/subtype of chosen animal (ex. i pick the cat tab and select calico).

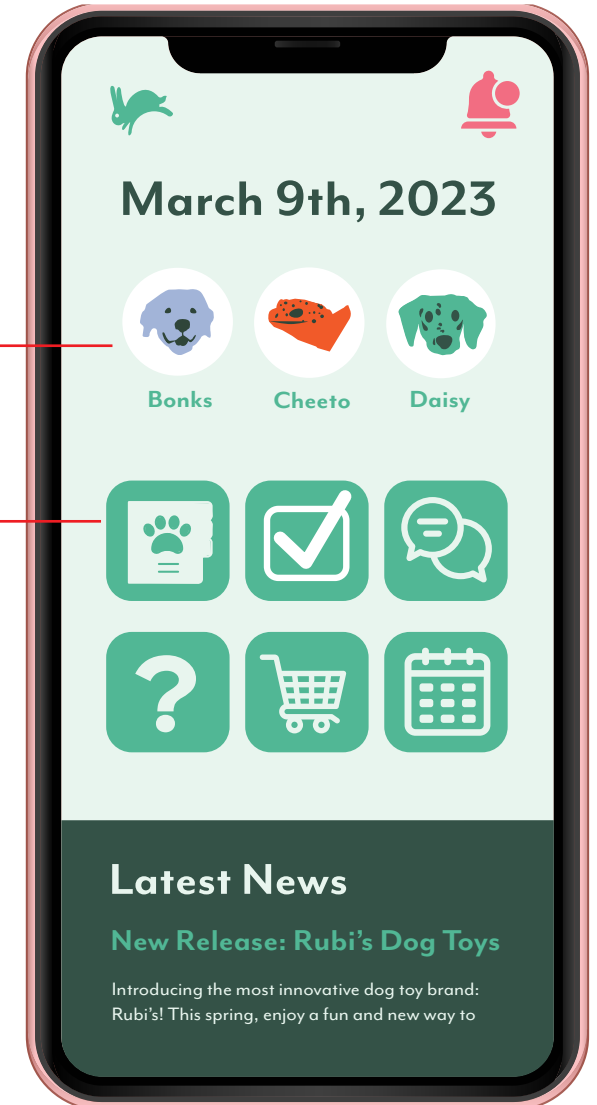
watch animation

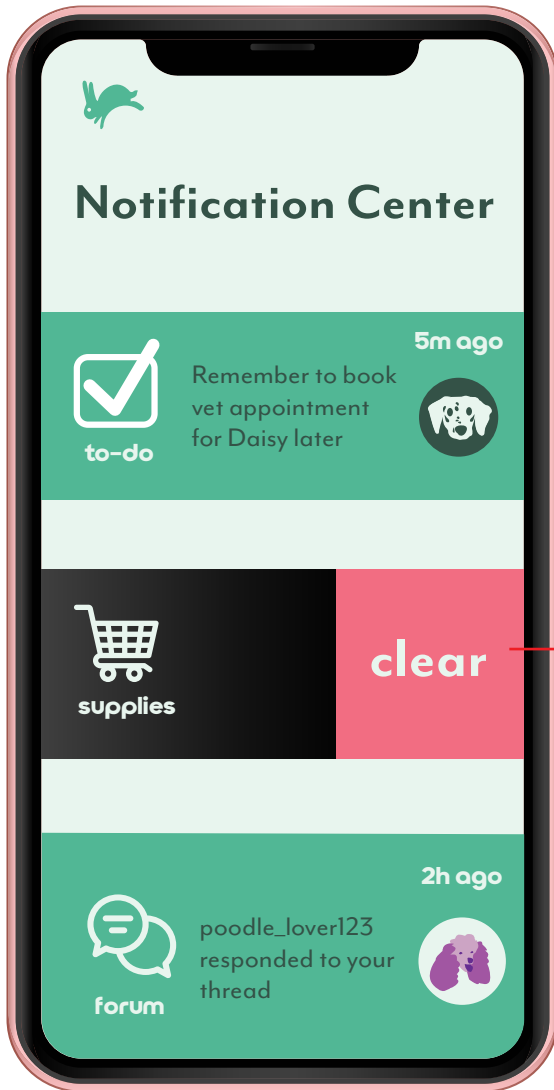
home screen

pet profile(s) created and named by user.

section consisting of the date, latest news, alerts, owner's pet profile(s), different pages (diary, to-do, calendar, guides, inventory, and community forums for tips and discussions).

watch animation



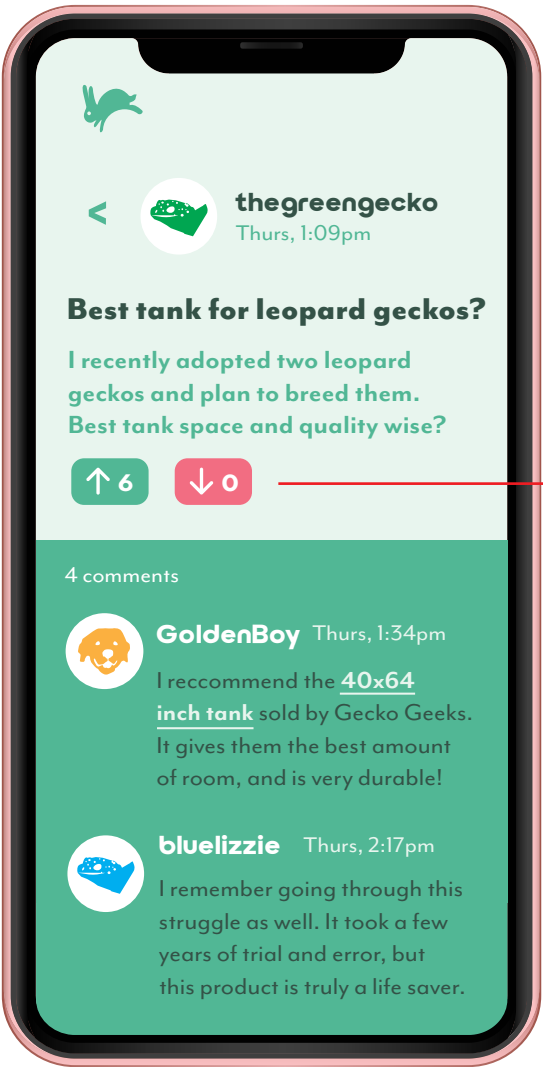


notification center

page dedicated to notifying the user of reminders, replies and recommendations from each feature (ex. the to-do).

example of an alert being removed from the feed

watch animation



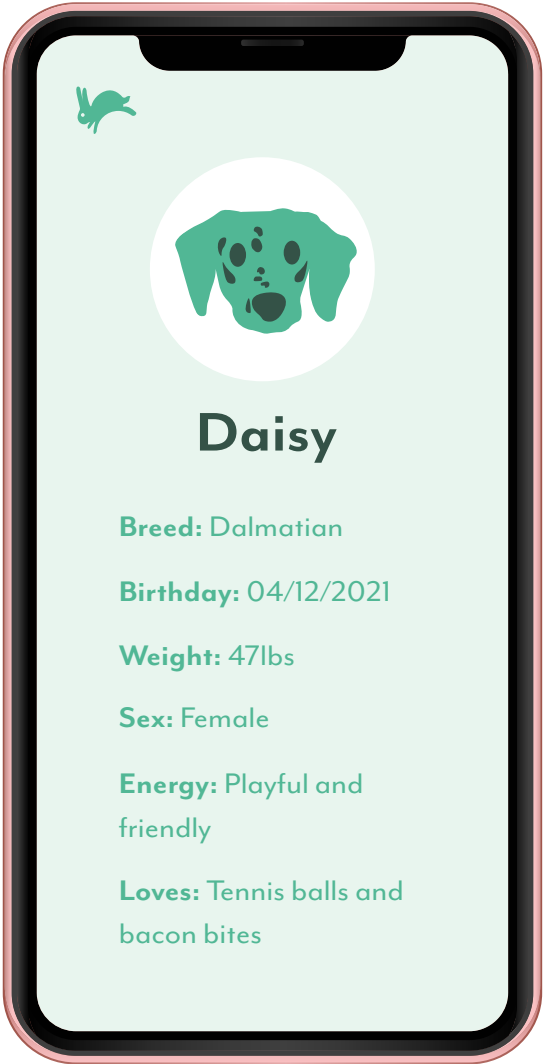
forum

green up and red down vote buttons to rank posts and determine popularity.

example of chat thread in the community forum feature. users are able to post, reply and rank entries.

pet profiles

individual pet profile listing the name, breed, DOB, weight, gender, energy, likes and dislikes of the user’s animal.



diary

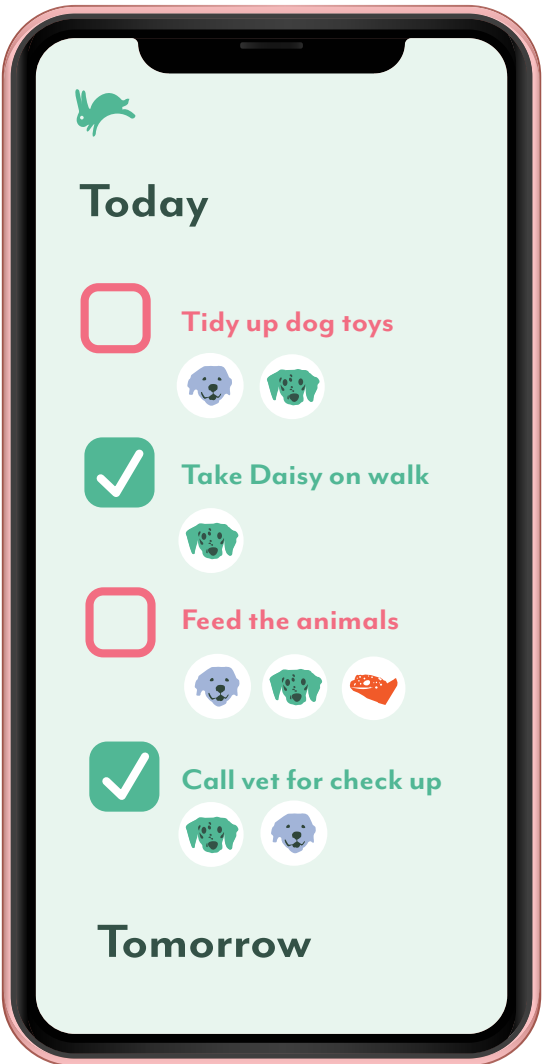
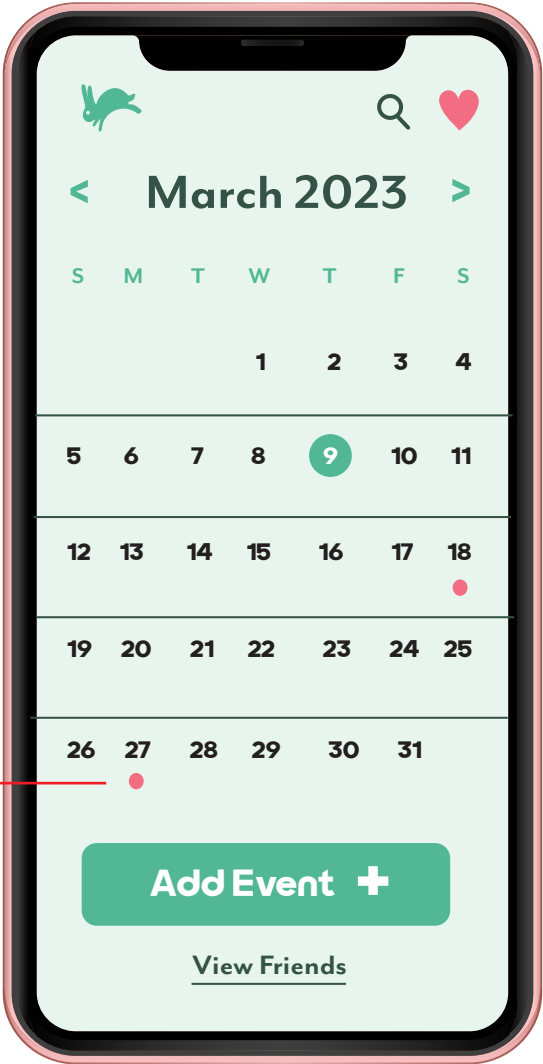
diary note entry page featuring editable title, text, and the ability to attach photos. diary entries are divided by each pet and date.

watch animation

calendar

shows current month and date. red dots signify events that are occurring that day. search function for upcoming, current, or past events. heart for saved events from friends or organizations.

published events

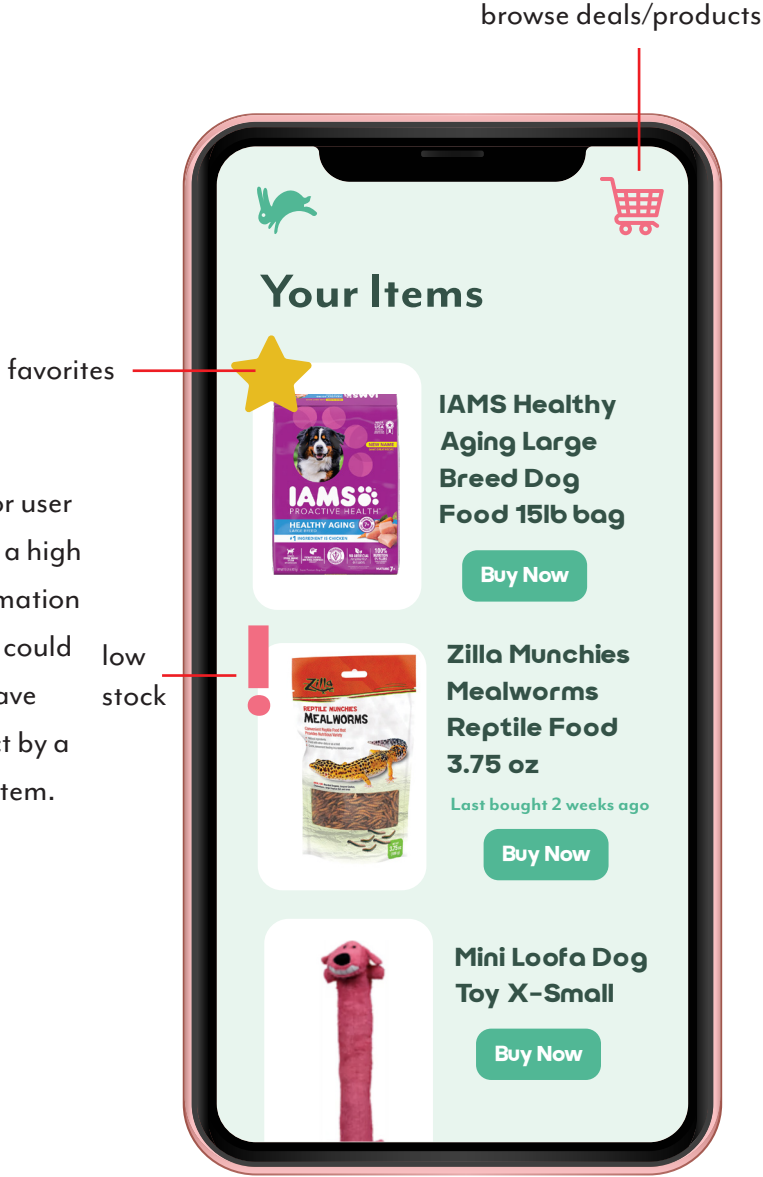


to-do list

reminder/to-do list featuring task and status. green shows a completed task while red is an uncompleted one. animal icons underneath task indicated which pet it is linked to.

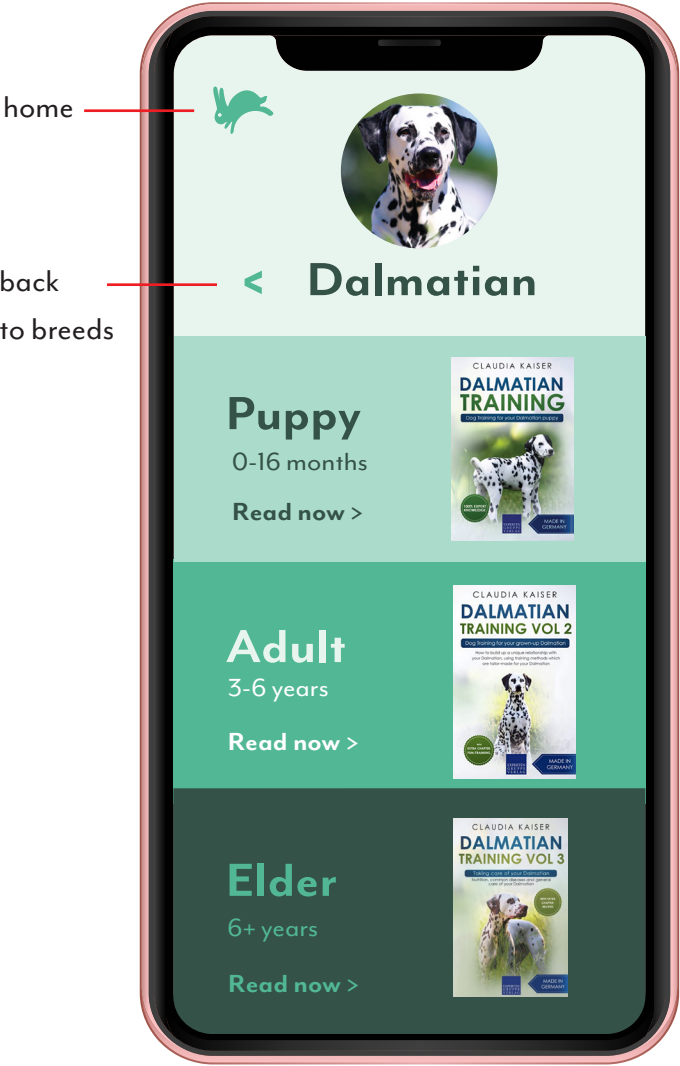
wish list

page listing possible items for user to purchase. a star indicates a high priority product. a red exclamation point indicates an item that could be out of stock. users then have the option to buy the product by a clickable redirect link to the item.



guidebooks

list of how to guide book recommendations divided into sections related to pet. could be separated by age group or need (food, health, special care, etc.)



prototypes



live prototype



video demo



animation reel

