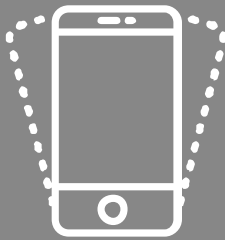
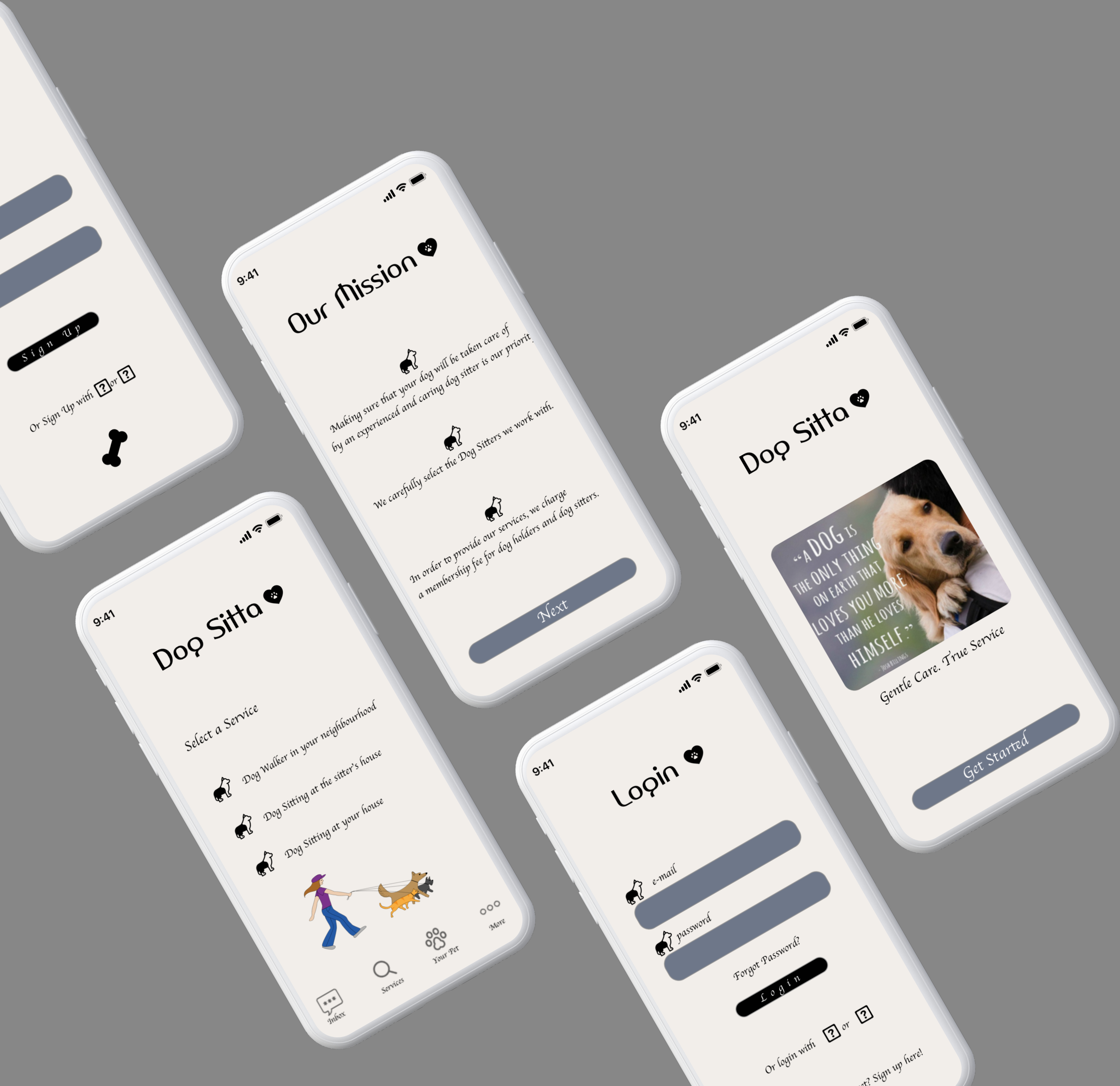


Dog Sitta 🐾

App



Find the best sitter for your dog



Dog Sitta 🐾

Personas



Martina, 52

- widowed
- Dog Care Taker
- lives in Germersheim
- has had dogs all her life

“Since my husband died, I dedicated my life to taking care of dogs who need help.”



Martina's Notable Quotes

“The world is cruel. So many dogs are neglected, abused and abandoned. All these dogs deserve a good life.”

Martina's Motivations

- Martina works as a volunteer for Bernese Mountain Dogs in danger. She helps finding new owners for abandoned dogs.
- Her motivation is to help animals. She has no financial interest.
- She wants to make sure dogs are not suffering.

Martina's Goals and Needs

- Martina would love to see more dogs rescued and taken care of. She would gladly offer her help to someone who needs a dog sitter.
- Martina is disgusted by people's behaviour towards animals. At the same time she is glad to help make animals happy again.
- Martina would love to see and meet more like-minded people
- Martina is used to using the Internet, as the Bernese Mountain dog association communicates widely through the web

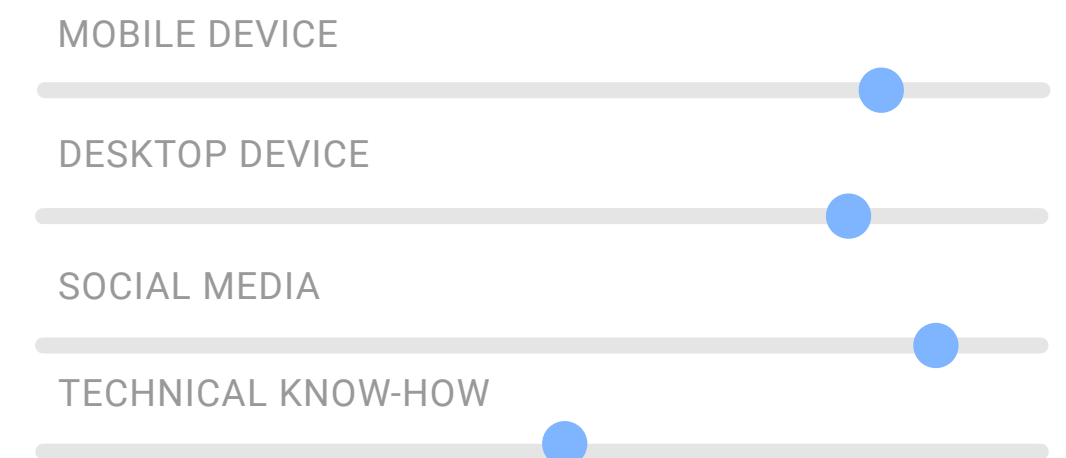
Martina's Everyday Activities

- Martina has 3 dogs, two of which she just started fostering. If not working actively for the dog association, she spends her time taking care of the 3 dogs.
- Martina is fully occupied by her passion for dogs.
- Martina likes to go on hikes and loves listening to music.

Martina's Frustrations

- Martina is frustrated by the way many humans treat dogs.
- Martina wants to see more love for abandoned dogs. She does not like the commercial aspect of available dog sitter apps.
- Martina would consider her services online but has not found an app yet that clearly focuses on the dog's well being.

Martina's Device and Internet Knowledge





Raffael, 56

- married
- Tea Shop Owner
- lives in Offenburg
- has had dogs for over 40 years

“I need empathy from a person I give my pets to. The same standards I set for myself do count for my pets also.”



Raffael’s Notable Quotes

“I am a dinosaur. I know how to check my emails, use whatsapp and go on Youtube but that’s about it! I would not go on the web to look out for a dog sitter.”

Raffael’s Motivations

- He lives on a farm. Recently he has more and more the desire to travel. He is looking for a person to take care of his dogs while he is away.
- Raffael is not an Internet aficionado, he does not regularly use latest technology.
- Raffael would love to find a trustworthy dog sitter who would stay at this farm and take care of his dogs so he can go travel in peace during that time.

Raffael’s Goals and Needs

- Raffael would like to travel more. Sofar it had bee difficult to realise as he is living on a farm with animals. He is now looking for someone to take care mainly of his 2 dogs while he is away.
- Raffael needs a person who could stay on his property while he is away. He would rather not take his dog out of their natural environment
- Raphael needs to feel a human connection with the person to take care of his dog.
- Using an online service is critical for Raffael. He needs to be convinced that an online dog sitter app is serious and not a scam,

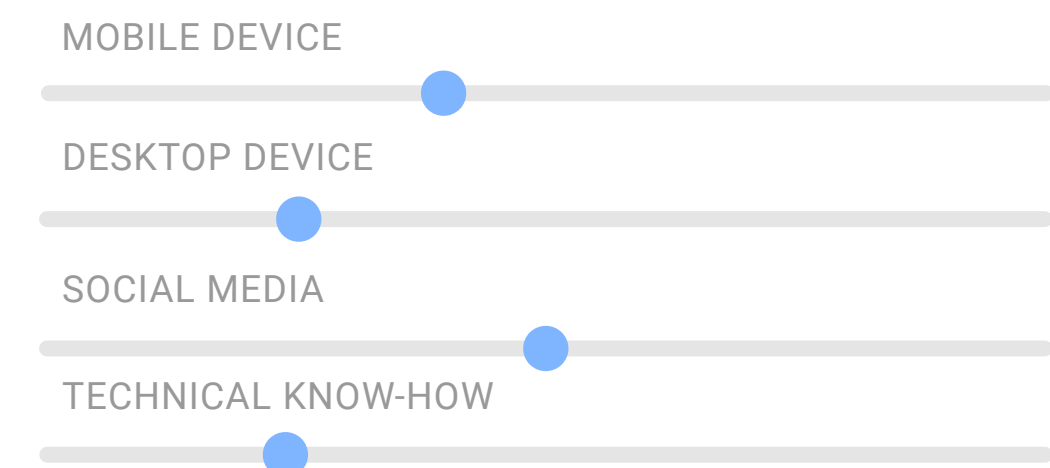
Raffael’s Everyday Activities

- Raffael walks his 2 dogs before he goes to work. After work he takes care of his farm. As he has been sick lately, he realized that he needs more time for himself.
- In his spare time Rex spends many hours practicing his bass skills and he works on songs to play with his band.
- Rex also likes to build things and work with his hands when he has the time for it.

Raffael’s Frustrations

- Raffael is not very good with newest technologies. He does not spend hours on the Internet either.
- Raffael is missing empathy in today’s world. He wants to communicate and interact with the person he is working with. He would never book a dog sitter online without getting to know the person first.
- Raffael has not found a dog sitter he could trust yet.

Raffael’s Device and Internet Knowledge





Kevin, 28

- single
- Coffee shop owner
- lives in Amsterdam
- spends long hours in his shop

“I am very busy with my shop. As I don't always have enough time to go for long walks with my dog, I need to find a trustworthy dog sitter I can call whenever I need to.”



Kevin's Notable Quotes

„My life is super structured. I deal with people every day in and I cherish the empathy I am getting from all of them. As I need to deal with humans I can relate to and trust, the same goes for my dog. I would only give my dog to a sitter I can trust.“

Kevin's Motivations

- Kevin wants to find a dog sitter he can call whenever his schedule does not allow him to go out with his dog as much as necessary.
- Kevin has tried keeping his dog around in his shop full-time . But he realized that this is not the best solution neither for him nor for his pet.
- Kevin has asked friends in the past to take care of his dog when he was too busy but he was not comfortable with the solution. Now he is looking for a dog-sitter he can trust and use on a regular basis.

Kevin's Goals and Needs

- Kevin is looking for an empathic dog-sitter who is on the same page as he is. He needs to be trustworthy, reliable and flexible due to Kevin's schedule.
- Kevin can't take care of his dog all the time by himself. Therefore he is in need of a dog-sitter who can help him out taking care of his pet.
- Kevin deals with people all day. For his pet, he is looking for an empathic dog-sitter. It is very important for him that he can „vibe“ with that person.
- As Kevin likes structure, he would be happy to find one dog-sitter he would then use on a regular basis.

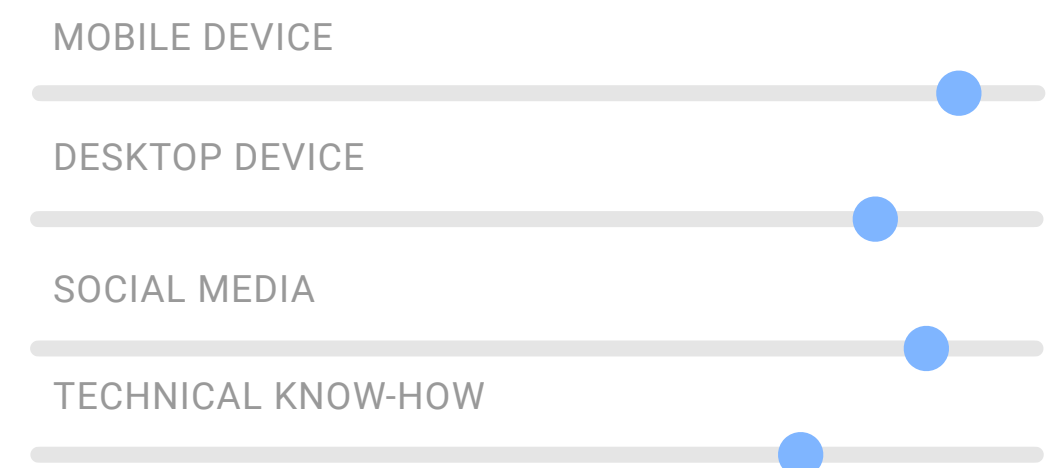
Kevin's Everyday Activities

- Kevin gets up at 6.30 am every day, will go for a short walk with his dog then work in his coffee shop for 10-12 hours.
- After work Kevin usually goes out for another walk with his dog. But he has been too tired due to huge workload recently.
- On week-ends or off-days Kevin goes hiking with his dog or surfing with friends .

Kevin's Frustrations

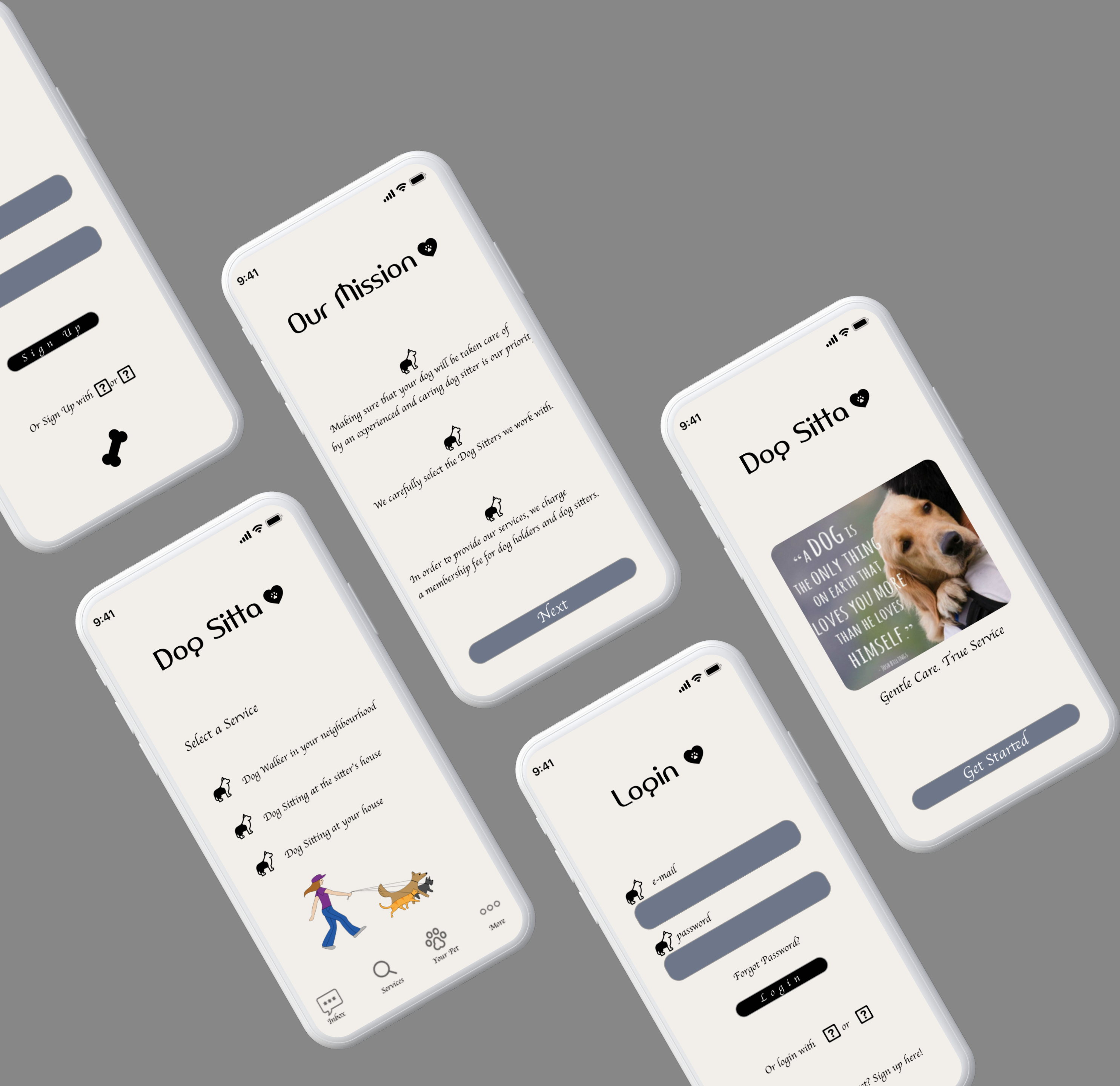
- Kevin loses too much time looking for the right person to take care of his dog when he is not free.
- Kevin feels bad asking friends all the time to take care of his pet. He feels like he is abusing his friends.
- Kevin can't find an empathic dog sitter with flexible hours he can use regularly.
- Kevin misses the human element with many professional dog sitter services.

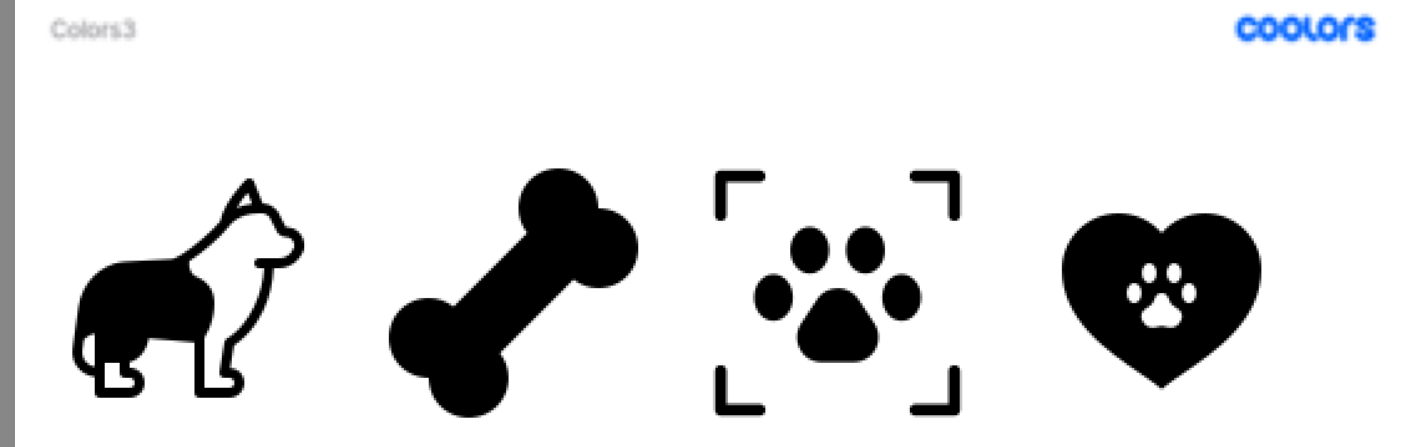
Kevin's Device and Internet Knowledge



Dog Sitta 🐾

Mood Board





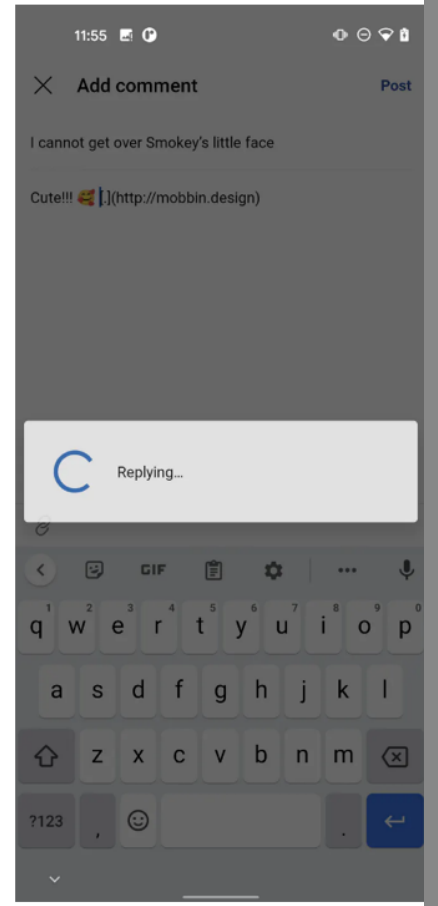
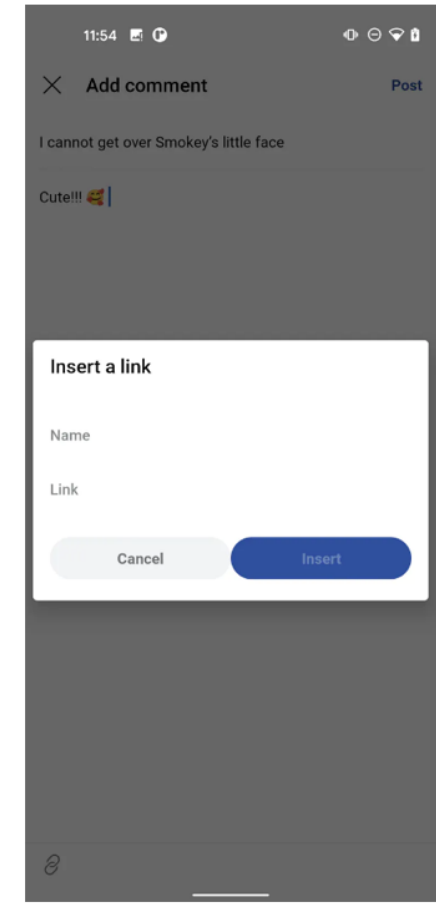
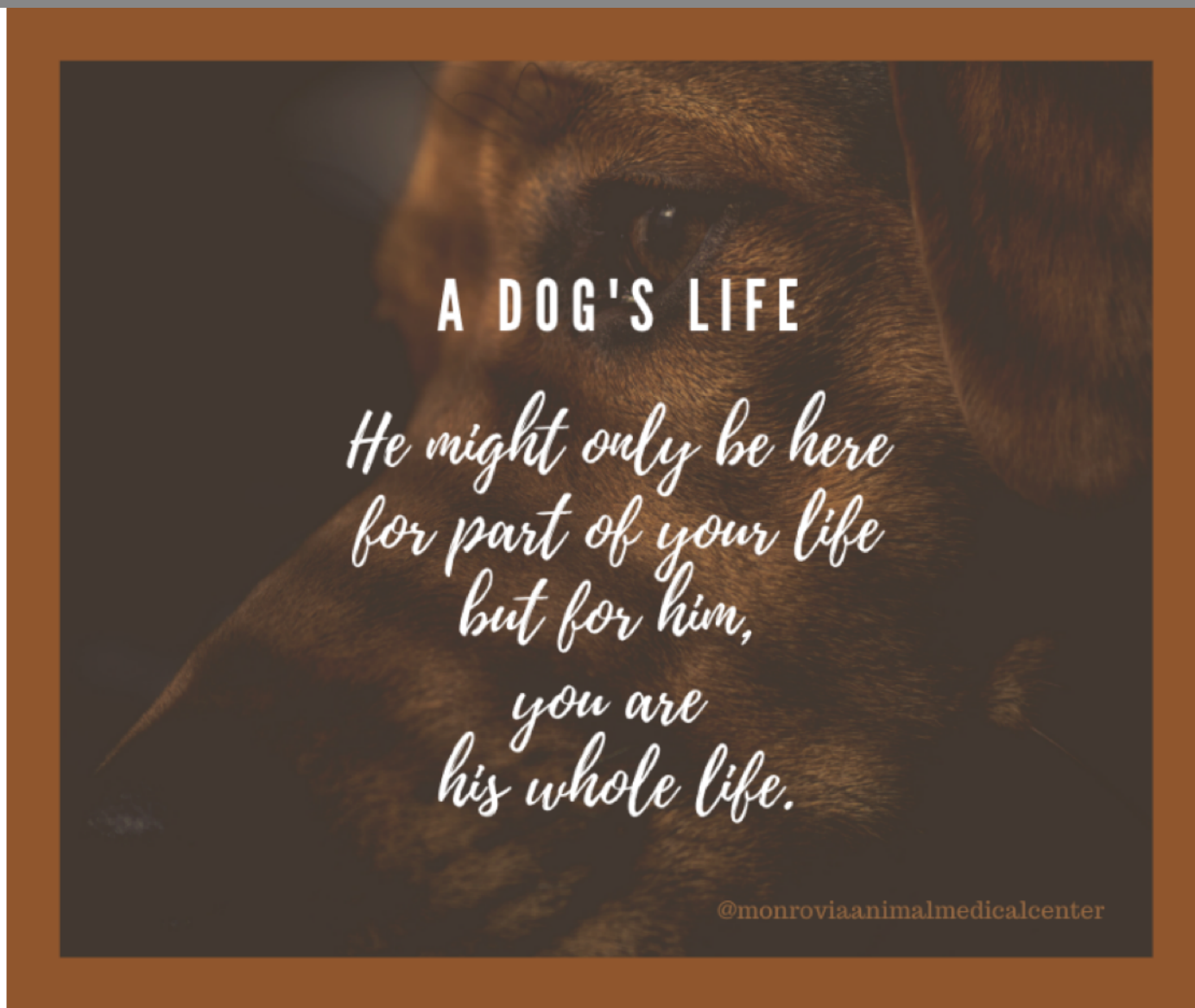
Gentle Care. True Service



Header 1

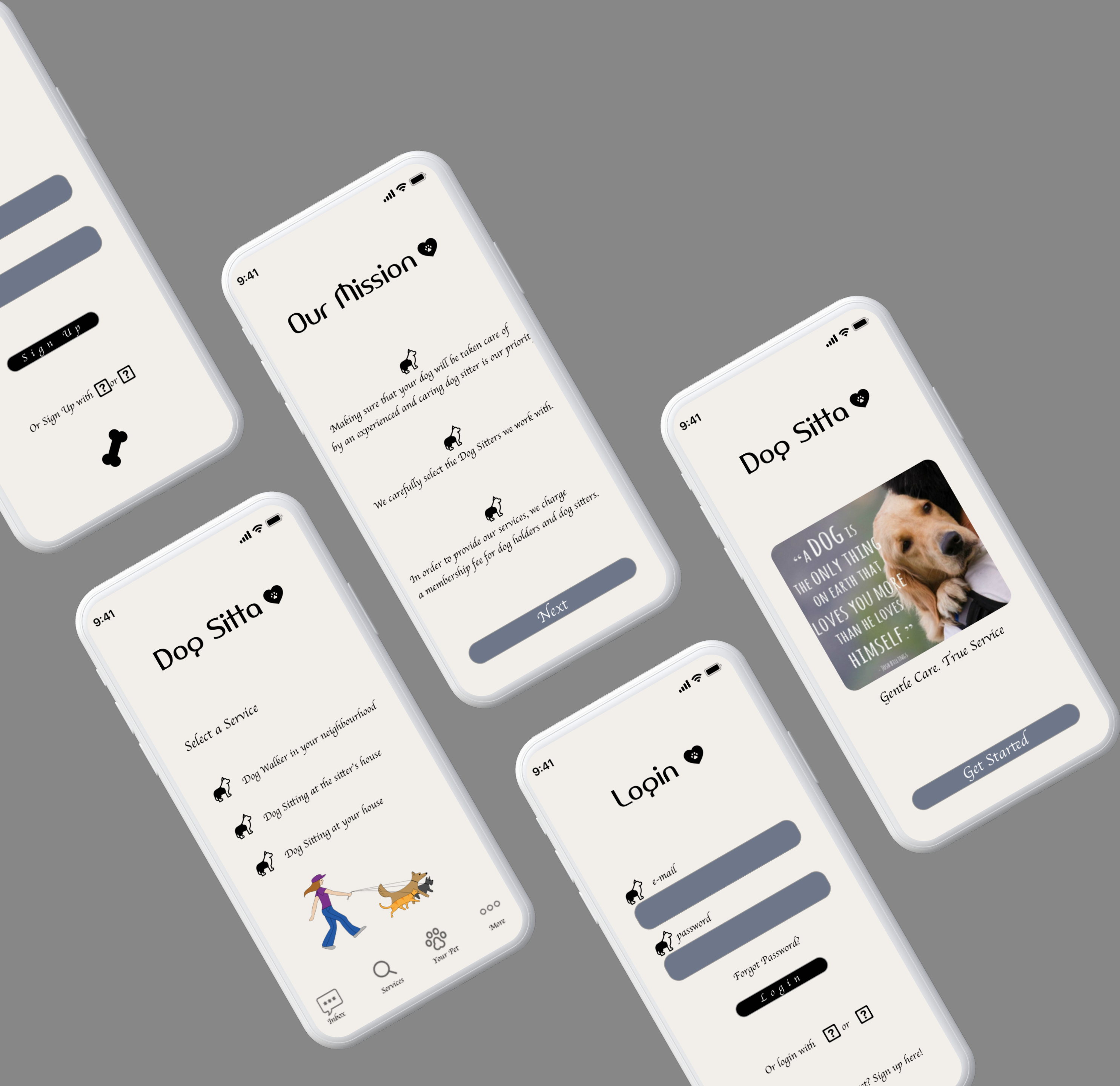
Header 2

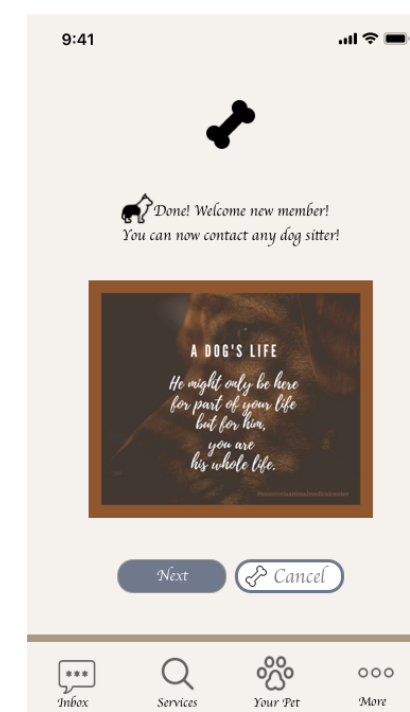
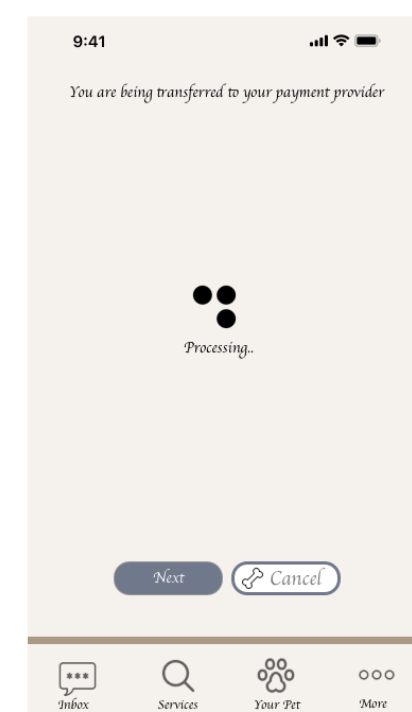
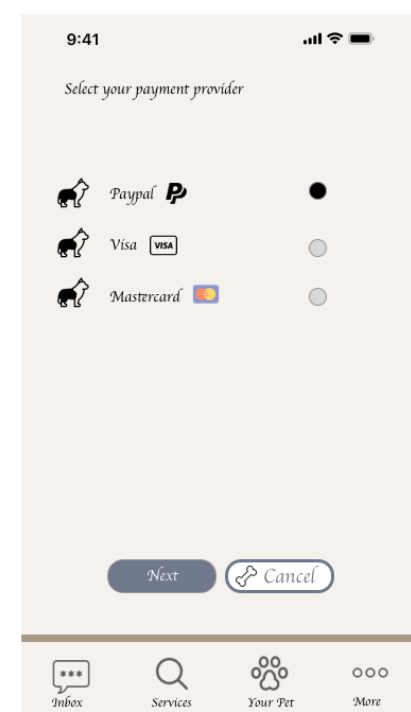
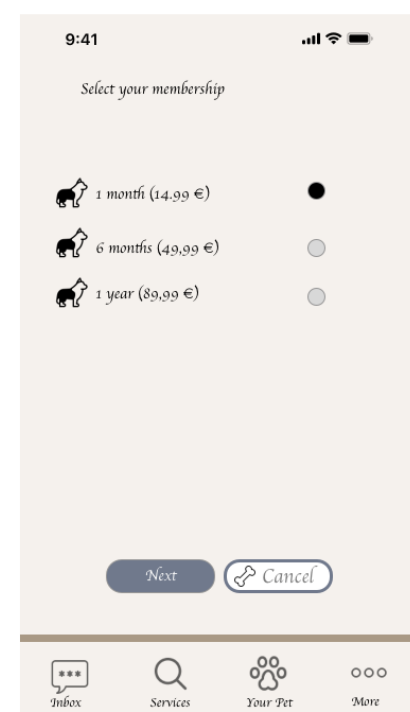
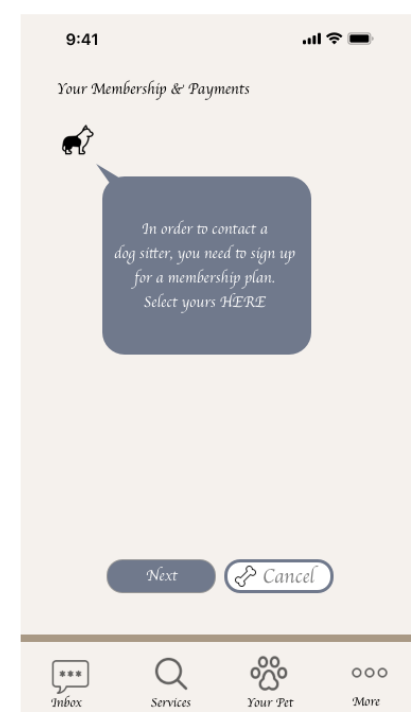
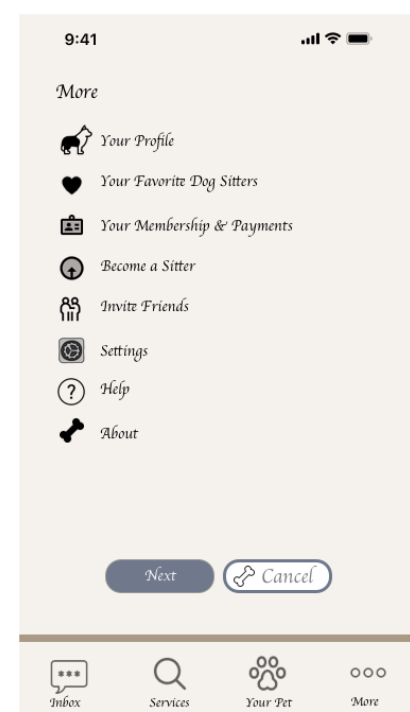
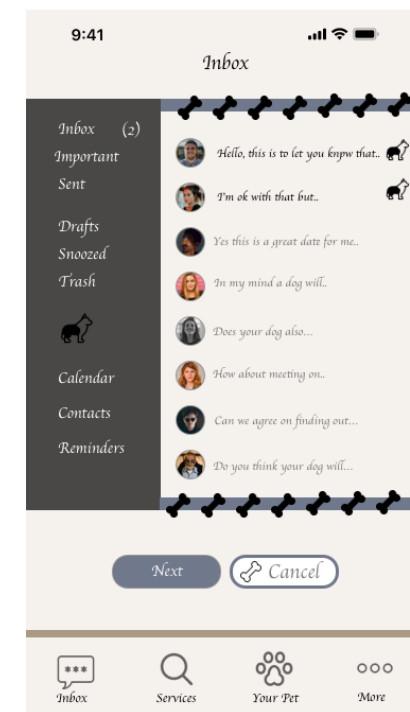
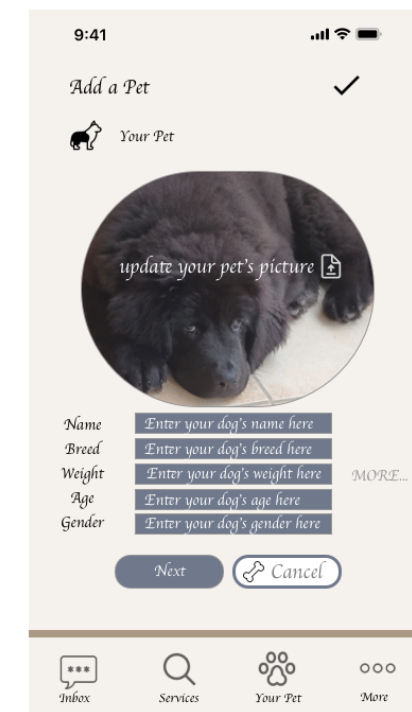
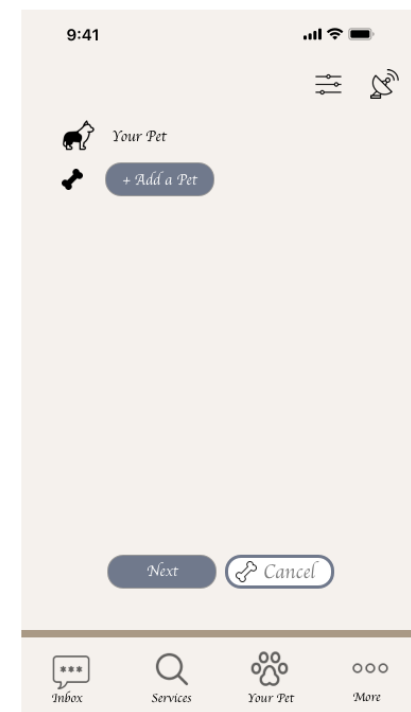
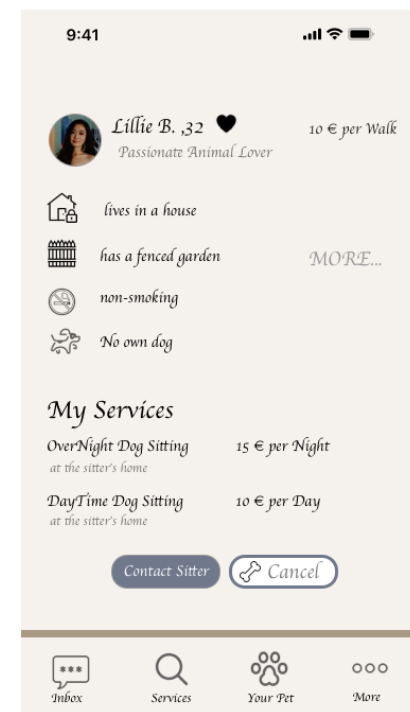
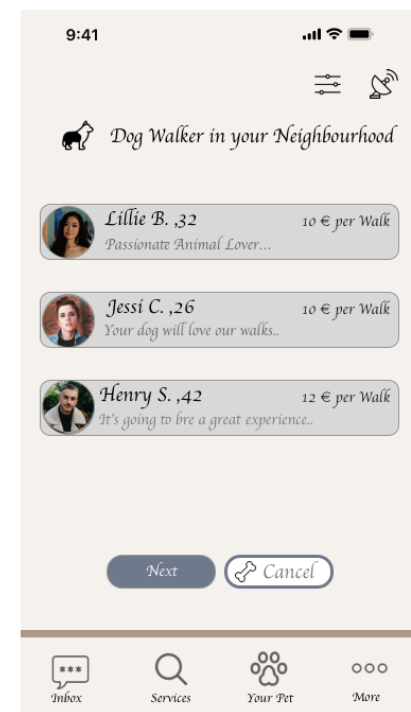
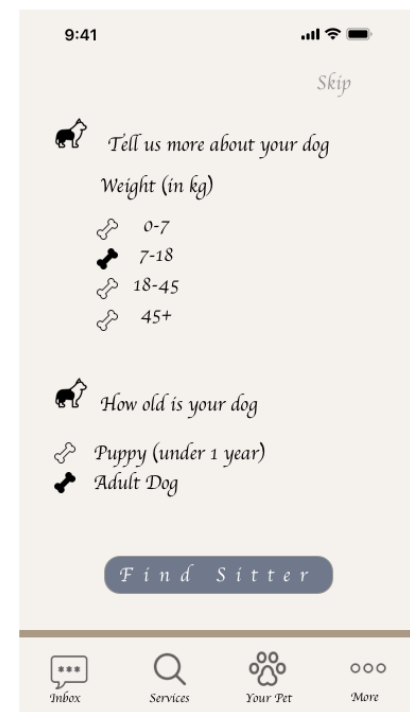
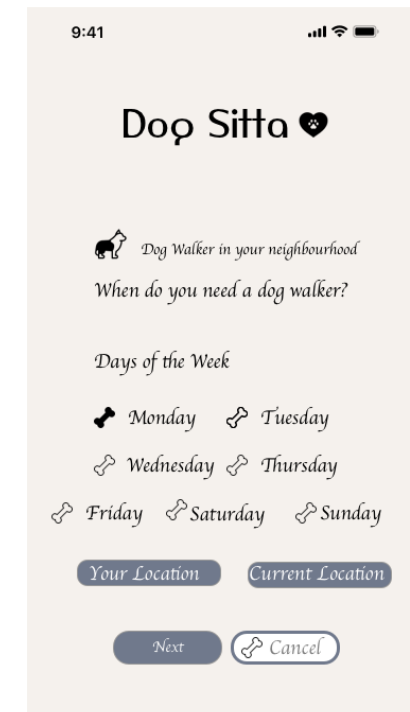
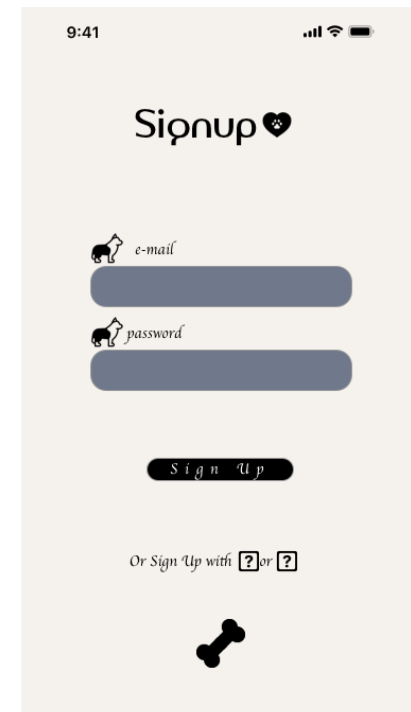
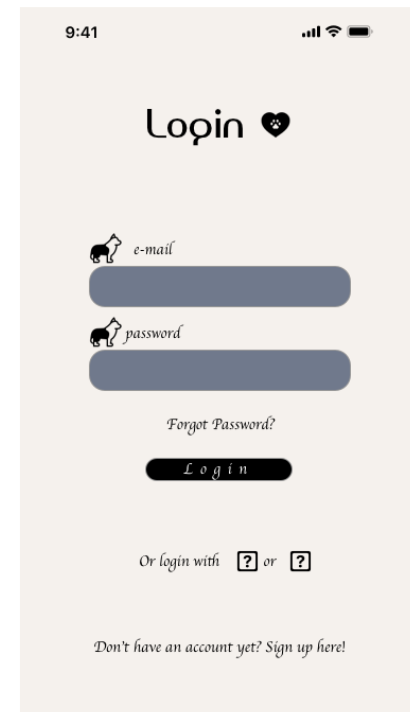
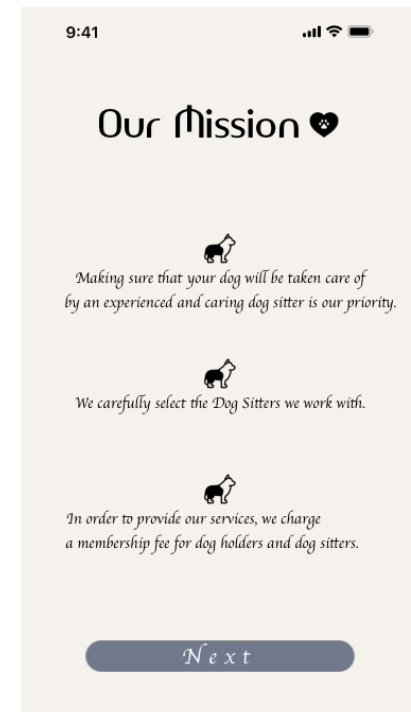
Header 3



Dog Sitta 🐾

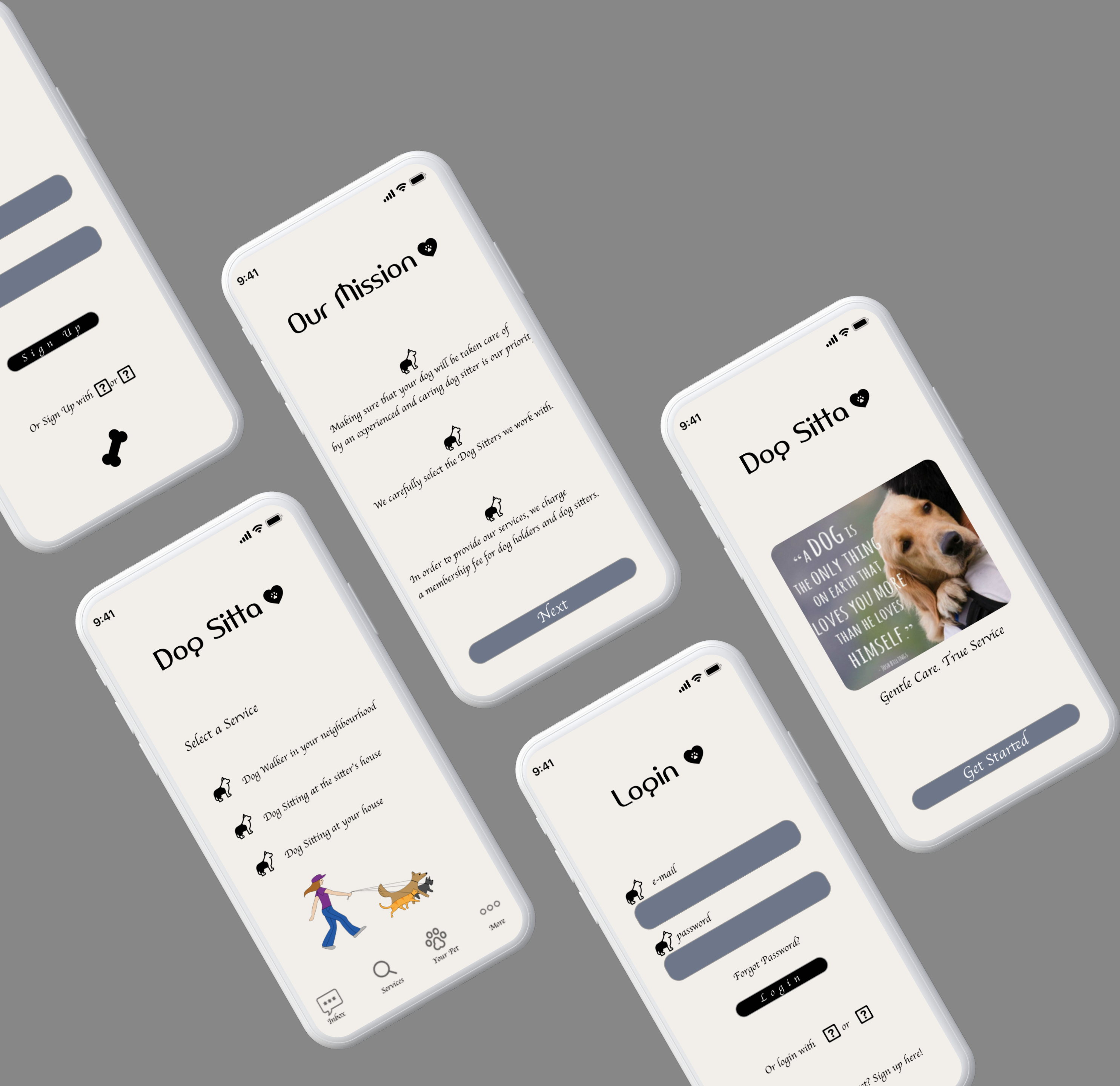
Wireframes





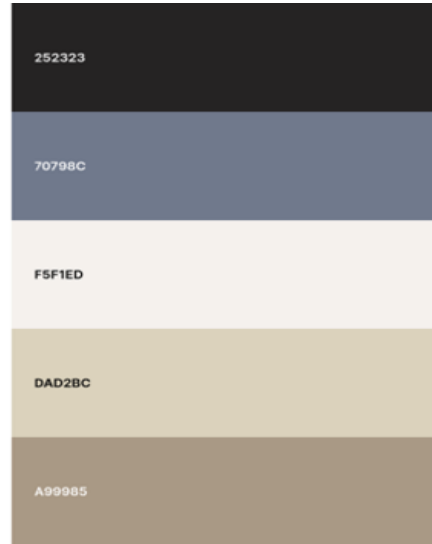
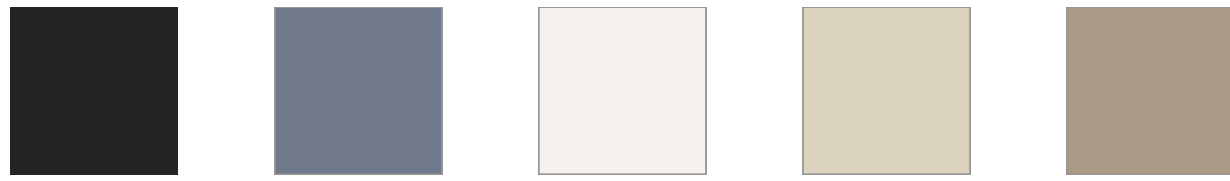
Dog Sitta 🐾

Style Guide



Style Guide

Colour Palette



Typography

Typeface: Apple Chancery, America Sans Regular

HEADER 1: America Sans Regular 36

Header 2: Apple Chancery 21

Header 3: Apple Chancery 18

Subhead 1: Apple Chancery 14

Subhead 2: Apple Chancery 12

Body Text: Apple Chancery 11

UI Elements & Styles

Iconography

Navigation



Size 32x32



Sizes: 46x46, 23x23, 20x20



Sizes: 46x46, 23x23, 20x20

Buttons

active / passive



Select



Tertiary

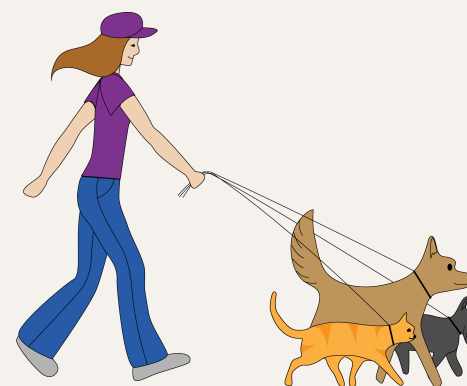


Selected tertiary buttons will have 100% opacity, unselected ones 60%

Imagery/Illustration

Carefully select imagery to emphasize positive feelings towards dogs.

You may use illustrations (e.g from undraw) and real dog pictures, which you will get anyways from users uploading their dog's picture.



Do's and Dont's

1. Keep it simple.

Make it look playful and use the bone and dog icons extensively as main tools. Use simple, friendly language.

2. Use space.

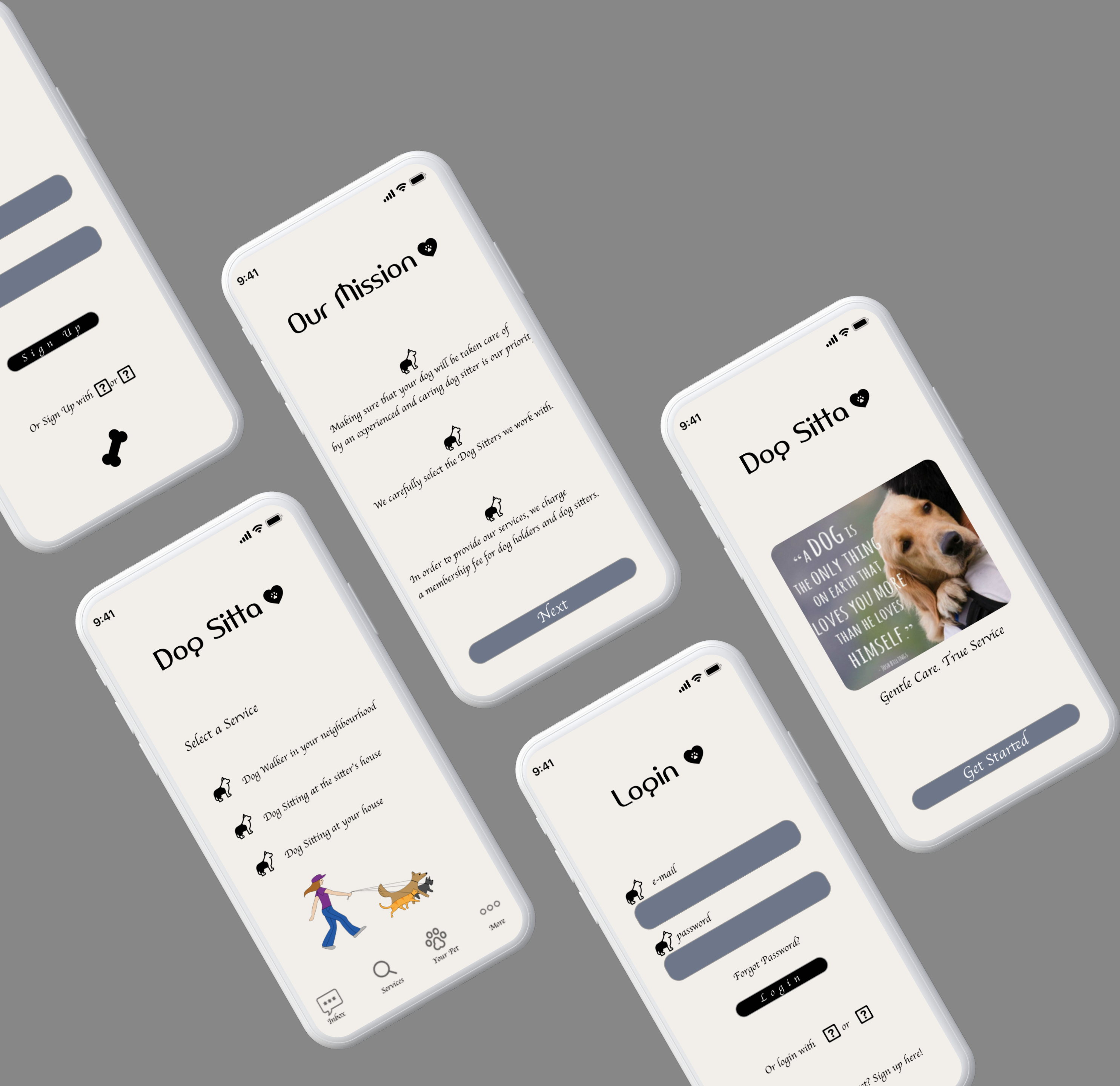
3. Go back to Nr.1 ;-)

Dog Sitta 🐾

Style Guide




Dog Sitta 🐾

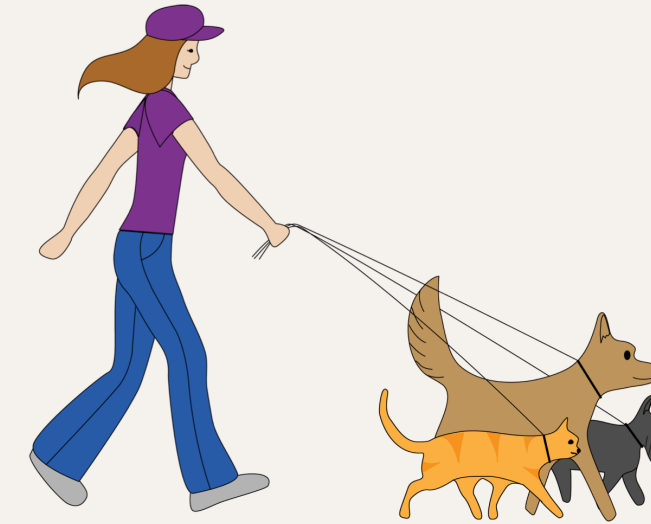
Crit Feedback



Dog Sitta ❤️

Select a Service

-  Dog Walker in your neighbourhood
-  Dog Sitting at the sitter's house
-  Dog Sitting at your house



Dog Sitta ❤️






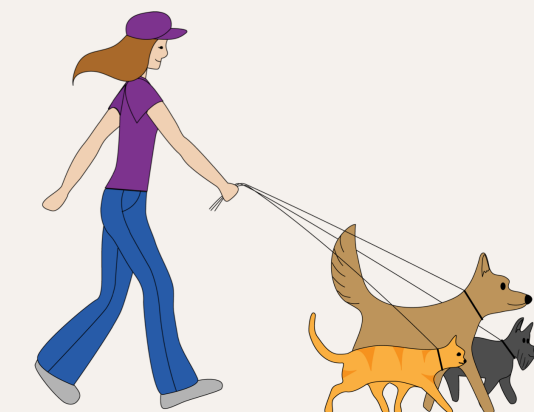
Gentle Care. True Service

Get Started

Dog Sitta ❤️

Select a Service

-  Dog Walker in your neighbourhood
-  Dog Sitting at the sitter's house
-  Dog Sitting at your house



Dog Sitta ❤️



Gentle Care. True Service

Get Started

Feedback on Mockup from Kaniz Rahman:

I like the name and the logo, very cute and fitting. Is that a cat among the dogs in the illustration? Undercover? haha

I like the playfulness that the illustration adds to the screen. For the mobile and the tab view I see that you have a call to action button.

-> But in the desktop views it's missing.

I think it'd be good to add a call to action button below the list of service. Or maybe on top of the screen.

-> Does the app or web version have any other links/screens?

If yes, you could add that on top as well.

The font is good on the desktop versions, -> but it's a bit harder to read on the buttons.

You could consider a Sans Serif font for that maybe.

Other than that, I don't have anything else to say.

Love the dog icons you used and again the illustration is a great playful addition.

Positive: Playfulness, Name Logo and Dog Icons

Negative: Missing CTA on Desktop, missing links, Font on the buttons not easy to read

Feedback on Mockup from Markus Hilbert:

It looks overall nice, maybe change the background and use a color gradient to make it more interesting.

Looks clean and polished.

Maybe the colorgrading the button color to white or some other color what you use in the app.

But not sure just an idea, a gradient is most time nicer to look at the just a pure color. Nice worke like it !

Positive: Overall look, nice to look at, clean and polished

Negative: rather color grade the background and button color, rather use a gradient than a straight color as it looks nicer

Home

Search


Services


Inbox

More..

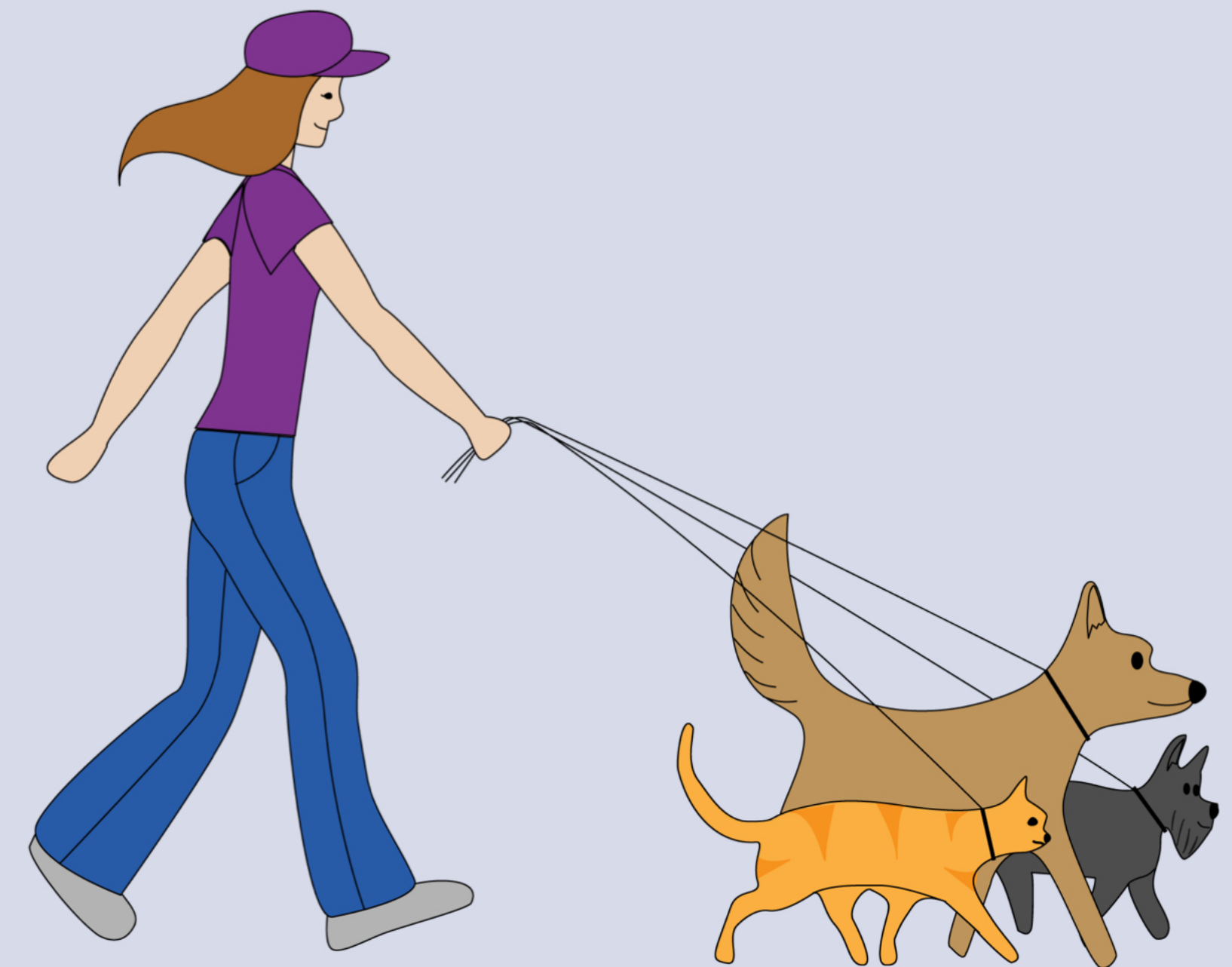
Dog Sitta

Select a Service

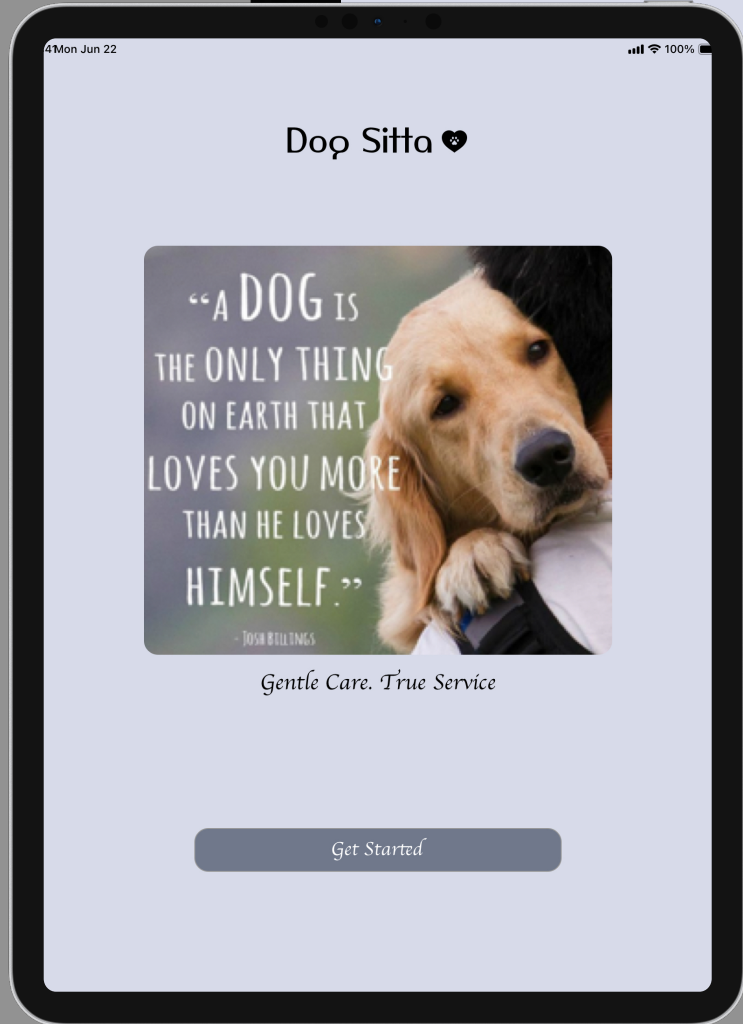
 Dog Walker in your neighbourhood

 Dog Sitting at the sitter's house

 Dog Sitting at your house



Get Started



Dog Sitta 🐾

Mockup

