



# The Natural Pet

We believe your furry friends are part of your family and deserve the best.



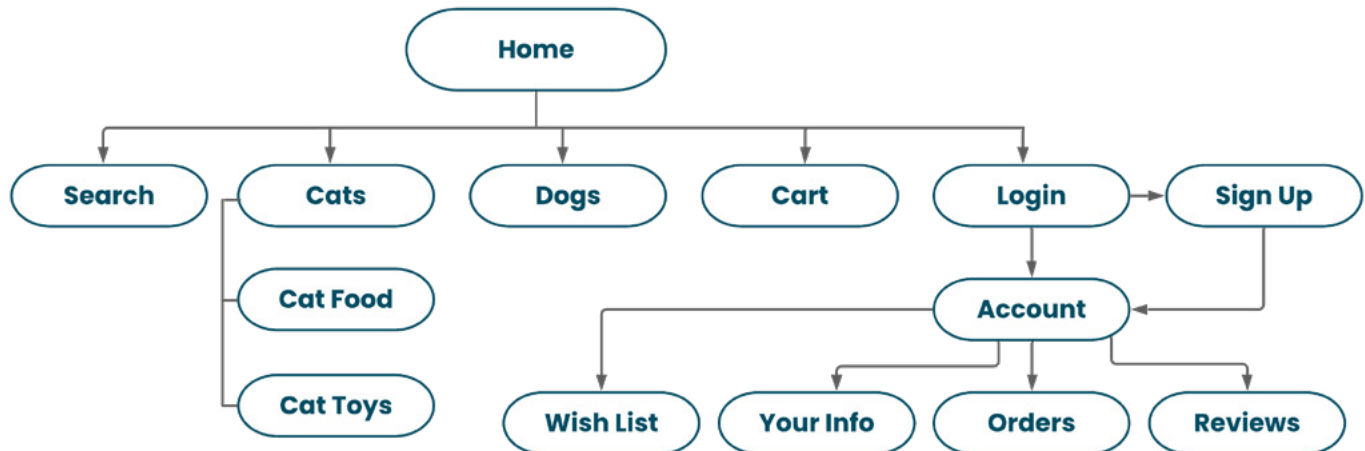
# User Stories & Flow



As a returning customer, I want to be able to save items that I cannot buy to a wish list, so that I can purchase them at a later date.

As a returning customer, I want to see an overview of my previous activity, so that I can view previous purchases and search history.

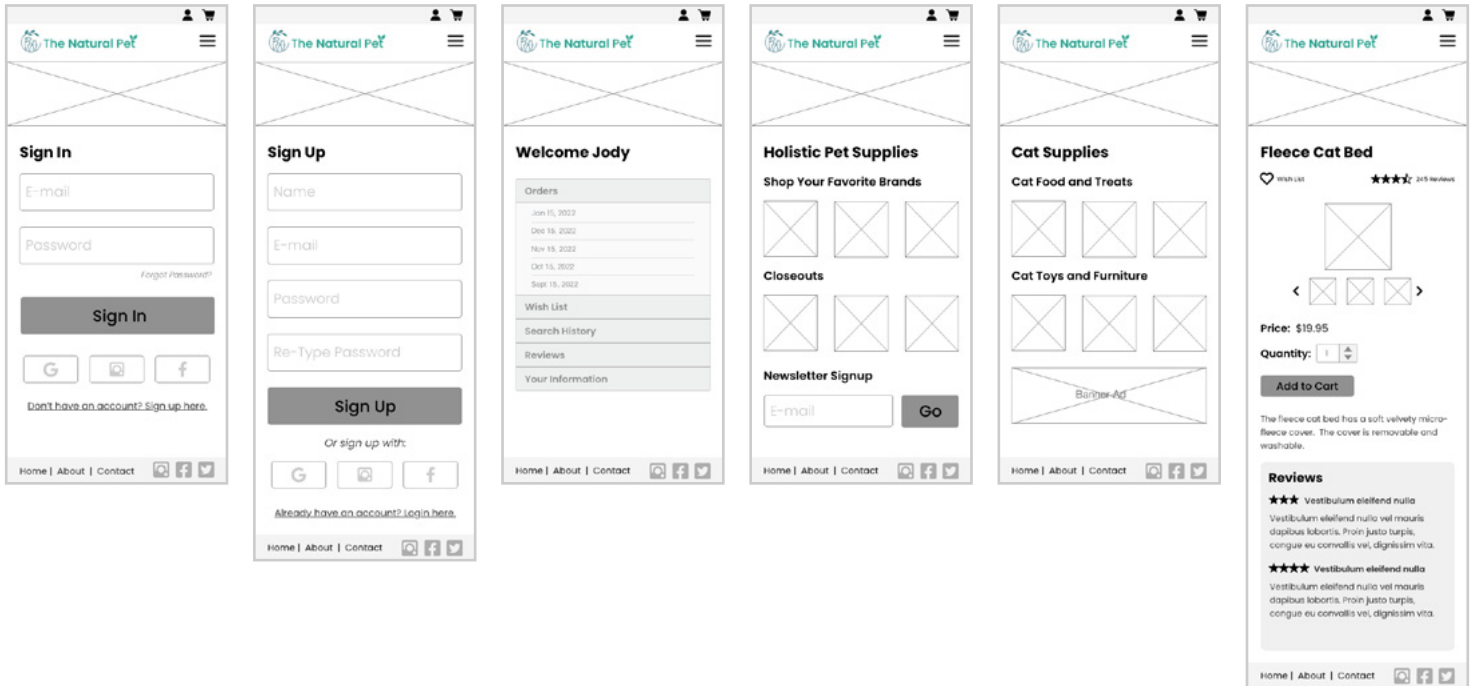
As a customer, I want to see what other customers have said about products and how they have rated them, so I can better judge whether the item is right for me.



# Low-Fidelity Wireframes



# Mid-Fidelity Wireframes



# User Testing & Feedback



## Scenarios:

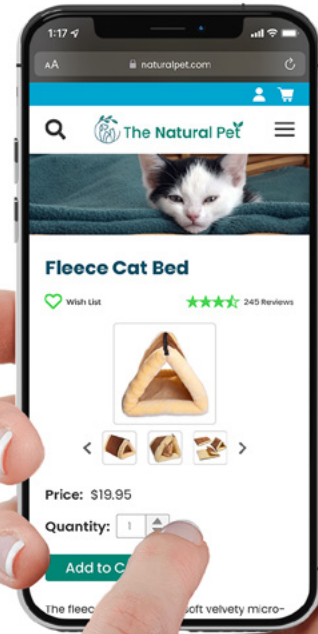
- ▶ Find customer reviews
- ▶ Search the website
- ▶ Sign up for an account

## Feedback:

- ▶ Angela: The search option is hidden in the dropdown. I would like to see that all the time regardless if it is on mobile or desktop.
- ▶ Holly: Easy to sign up. The only nitpick I have is on the product page. I don't like the reviews and favorites above the title. It looks odd.
- ▶ Kevin: Looks great and easy to navigate. Not sure I like the gallery on the product page. Maybe try something different?

## Pain Point Priorities:

- ▶ Search availability – High
- ▶ Title on product page – Low
- ▶ Gallery on product page – Medium



# Colors & Typography



Color 1		Color 2		Color 3		Color 4		Color 5	
HEX	004E64	HEX	00A5CF	HEX	9FFFCB	HEX	008675	HEX	45D550
RGB	0, 78, 100	RGB	0, 165, 207	RGB	159, 255, 203	RGB	0, 134, 117	RGB	69, 213, 80
HSB	193, 100, 39	HSB	192, 100, 81	HSB	147, 38, 100	HSB	172, 100, 53	HSB	125, 68, 84
CMYK	100, 21, 0, 60	CMYK	100, 20, 0, 18	CMYK	37, 0, 20, 0	CMYK	100, 0, 12, 47	CMYK	67, 0, 62, 16

## Font-Family: Poppins

### Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Light

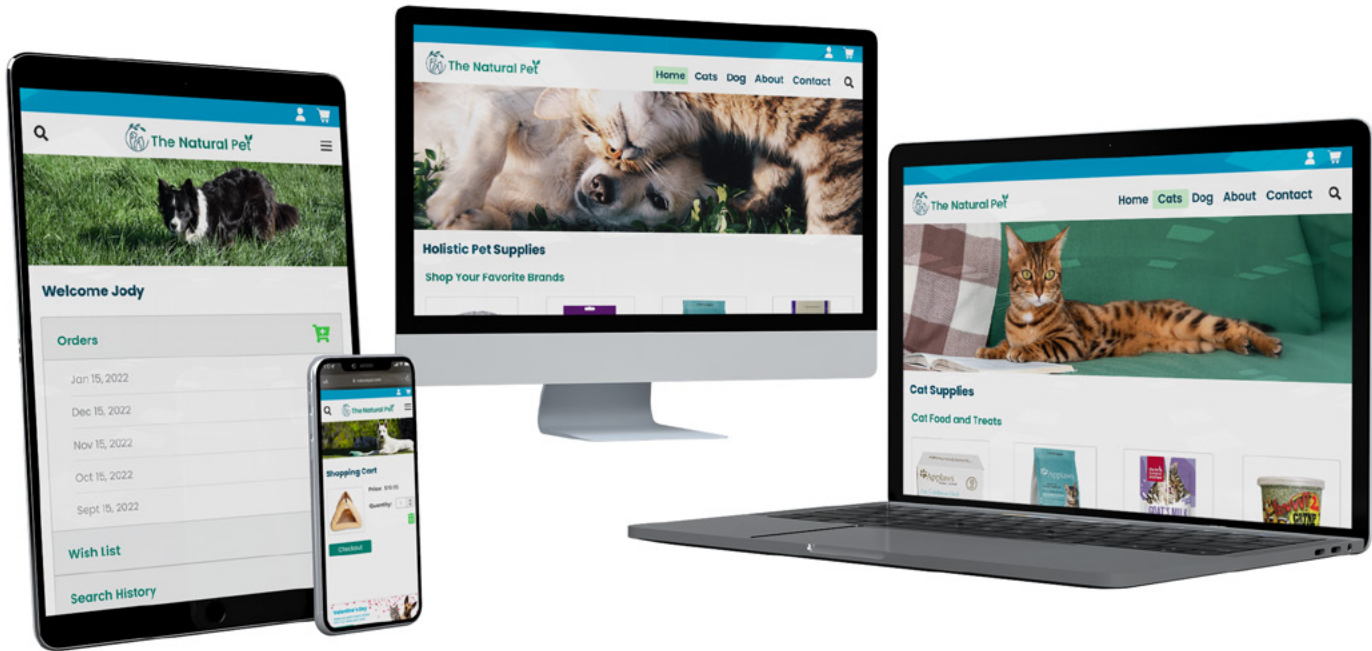
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Imagery



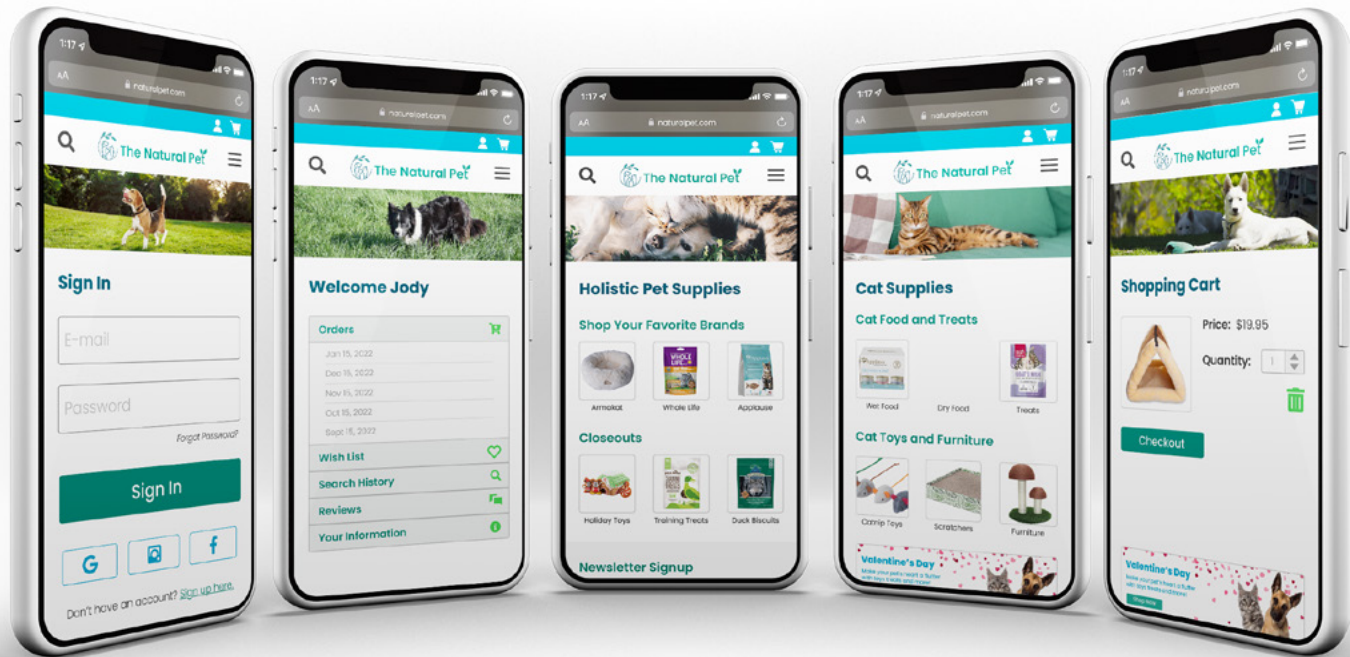


# Mockups

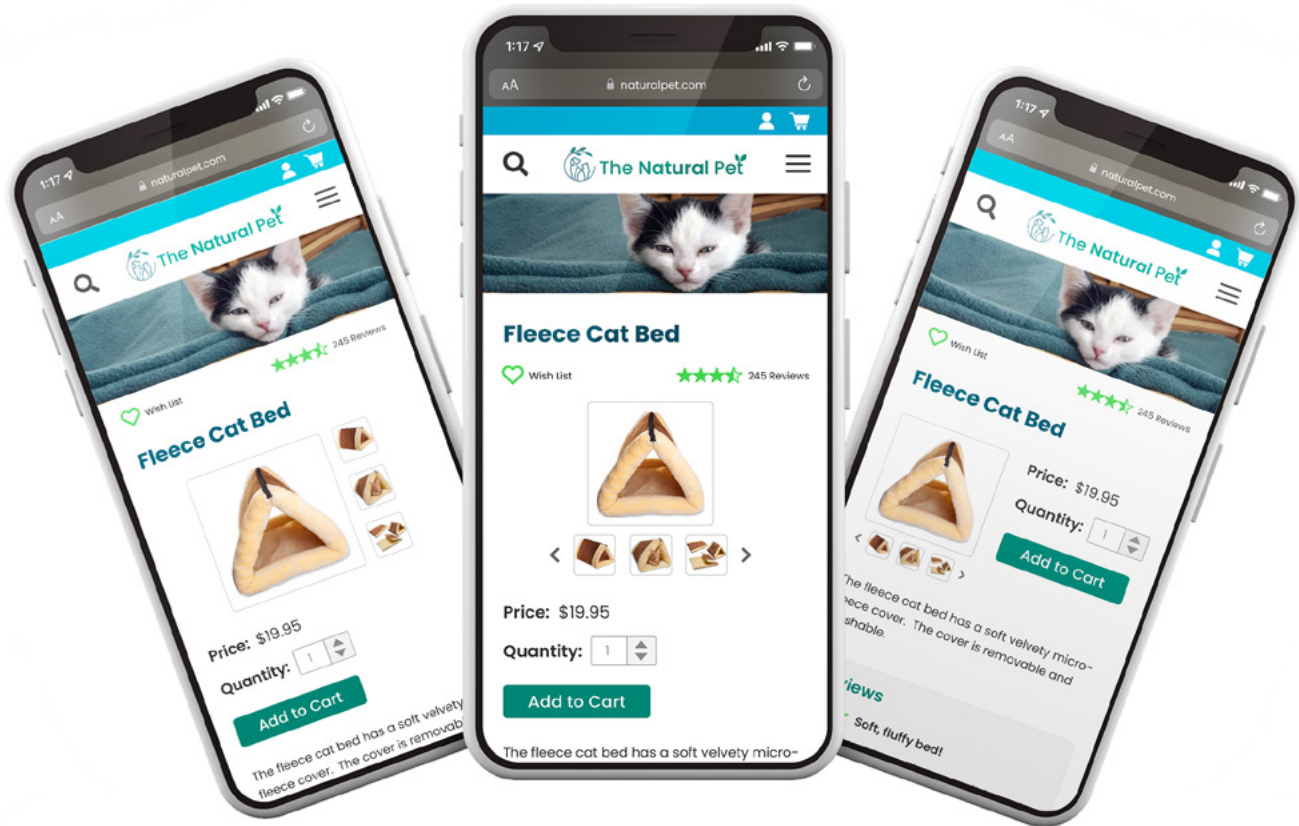




# Mockups



# Design Iterations



# What I Learned



I created this project in a relatively short period of time and I believe I have improved from the beginning of the course until now.

I feel I am starting to move from each stage of the design process more fluidly and it is becoming more natural.

As always, my favorite part of the project was choosing the colors, layout and style of my responsive web app.

The user testing helped me to iterate through my product page screen and also to finalize some design issues that I had.

Overall I am very happy with the design and feedback I received from users.

