

Final Project

Redesign:

MeoWoff - mobile

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Design Brief

- MeoWoff is a place where people looking for pets, (kittens and puppies) go to.
- -Location: Wood Dale, IL
- The mobile site can be used by users to look up their possible future pet.



Design Problems & Design Principles

- Overall, the layout of the mobile site causes an issue due to the **inconsistency** within transferring between screen pages.
- **Browsing** for pet(s) -> **Proximity** (Ui Cards)
- **Wabi-Sabi** -> regarding images and stature flow
- **Picture Superiority Effect** -> to **recall** information after shown image/text
- **Viewing** content within mobile site taking note of **Priming** aspects like, color, shapes, font use.

Target Users

- The target users for my redesign for MeoWoff would possibly be for those who are in search of a kitten or puppy and are over 18+ years old.

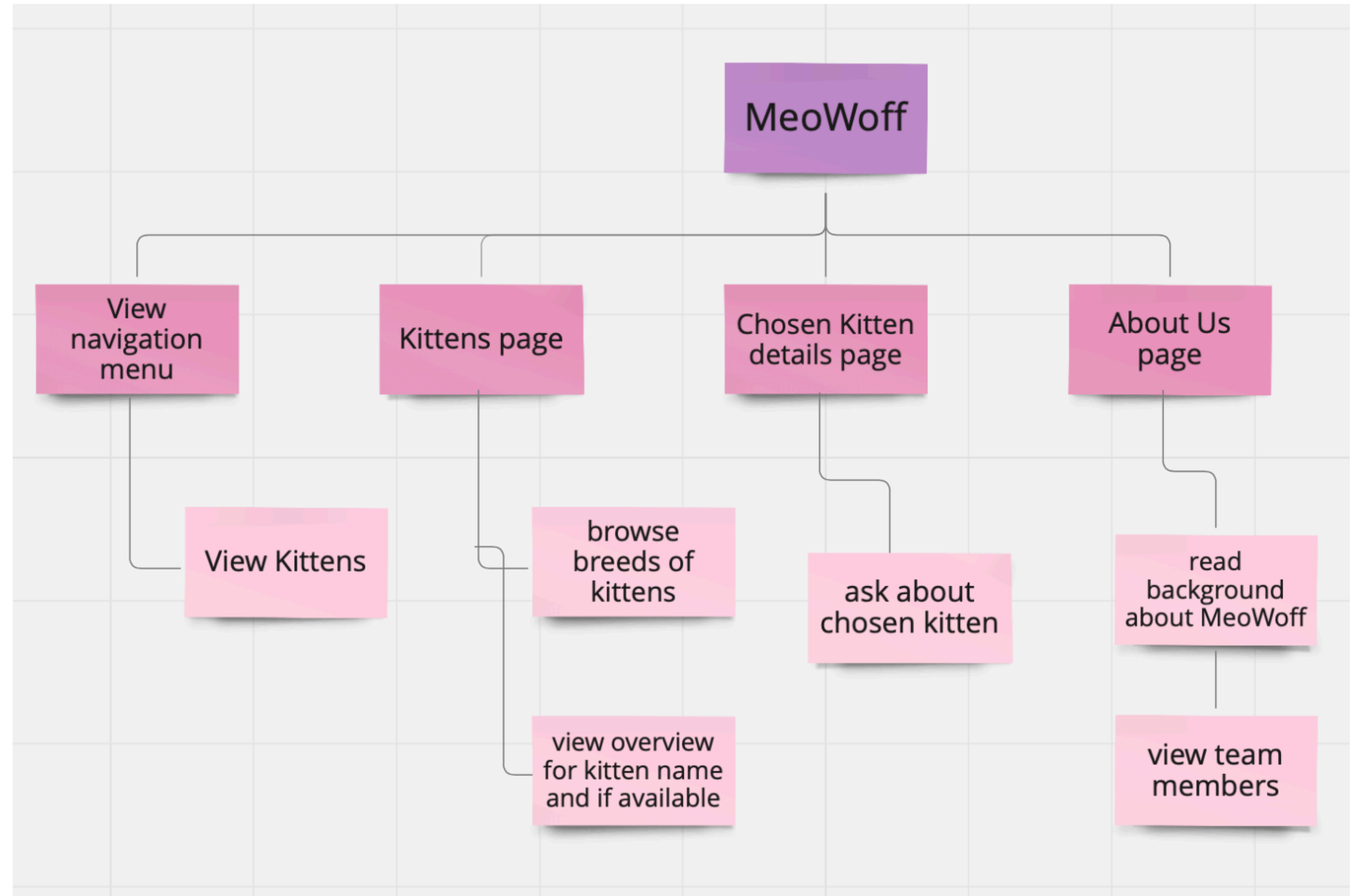
User Needs

- The user needs a mobile site that has a feature for choosing/searching for a pet to adopt.
- User needs to be able to contact and message owner for more information about chosen pet.
- The user needs to learn more about MeoWoff.
- The user should feel that they are browsing/navigating a legit mobile site for pets.



Site Map

- Existing site map is relevant/correlates with updated redesign.



User Tasks


- User should be able to navigate mobile site with quick search features.
- User should be able to choose a pet and view information about said pet.
- User should be able to send a message or request for inquiry details.
- User should be able to learn more about MeoWoff.

Prototype


https://www.figma.com/file/Pklbz2V05CxzYvcPPEjewL/Jannah-Javier%2C-uxd320_Redesign-of-MeoWoff?node-id=0%3A1

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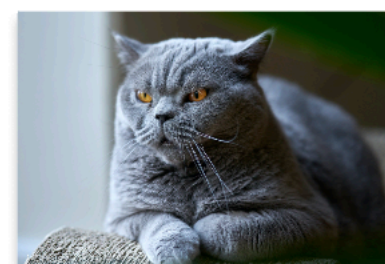
Search for...



Let us help you find your fur-baby!



MAINE COON



BRITISH



SCOTTISH FOLD



BURMESE



EXOTIC



MUNCHKIN



HAVE ANY QUESTIONS?

Leave a request and we will contact you!

Full name

Email address

Send



Kittens

Pick up today

About Us

FAQS

Contact Us

Phone (773)899-1826

Email meowoff.us@gmail.com