

Meet the team



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buddy

Illustrations
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Copywriting

Buddy | Dog Community App

Make new friends

Objective | The project objective for Buddy was to provide a platform for dog owners and pet-sitters to connect in an easy, fast, and seamless way; making the dogs a priority and providing a solution for owners who need caretakers or a quick drop-in visit to their pet while out of town.

Concept | With the intention of connecting dogs with their pals within the community; the concept for Buddy was inspired by the joy of making new friends and engaging in interactions that make dogs happy to be outside playing and enjoying the company of new best friends within their neighborhood.

Theme | Particularly focusing on bursts of energy and excitement that dogs radiate, Buddy adopts a thematic treatment with a colorful palette that is carried throughout the app; as well as an organic visual treatment.

Features | The application contains several features that allow users to find each section easily since it is color coded. In addition to the features, Buddy provides a list of six dog services for users to find pet-sitters, caretakers, friends, dog groups, among others.

Problem

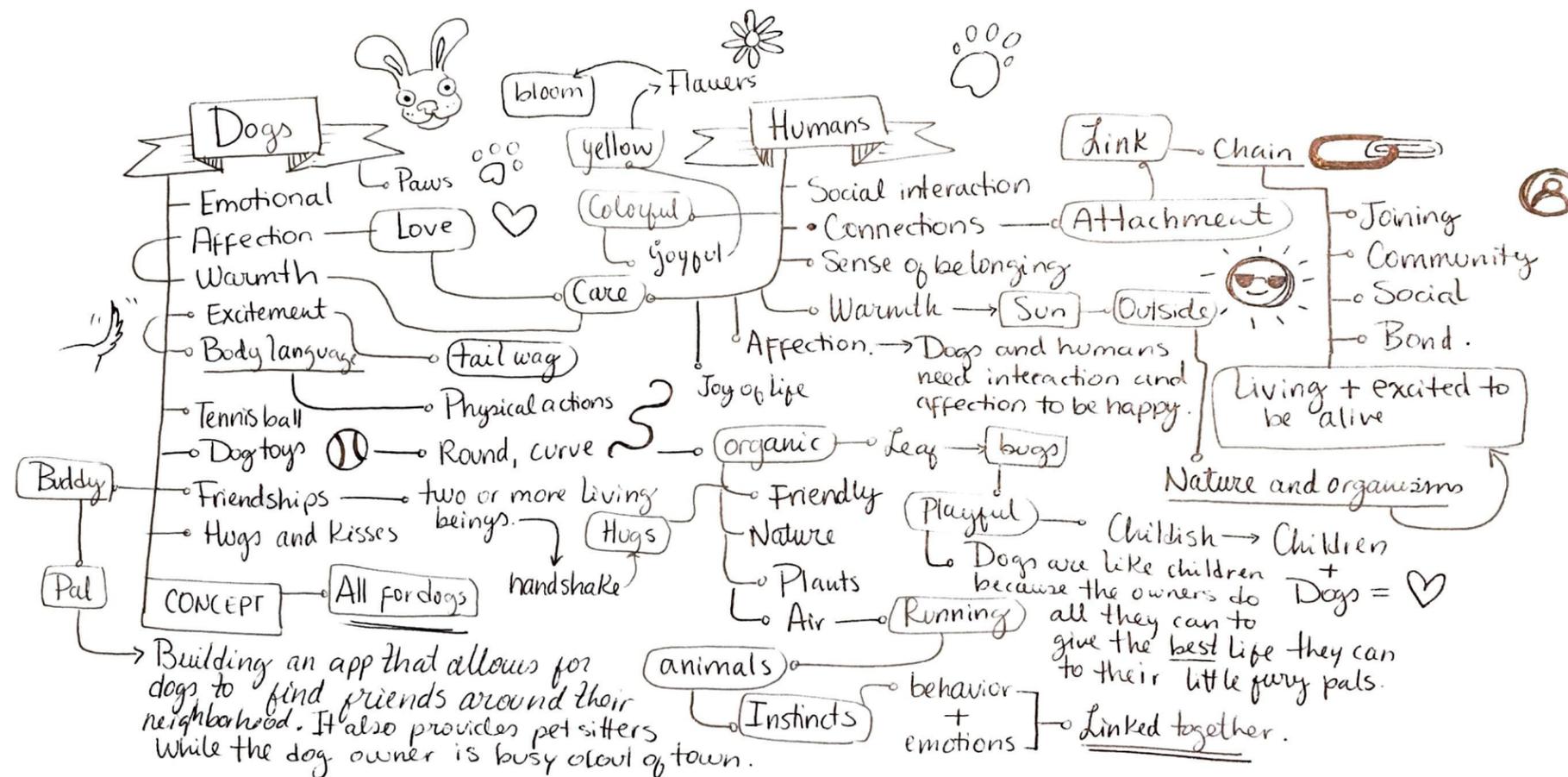
Dogs are loving creatures in need of attention, care, and love; it is evident that many dog owners have a limited schedule and time frame where they get to spend quality time with their pets; on the other hand, some dog breeds need more physical activity than others, many of these dogs end up developing health issues as well as emotional instability that can only be fixed with attention and more time spent outside with other dogs, where they can interact and be physically active.

Solution

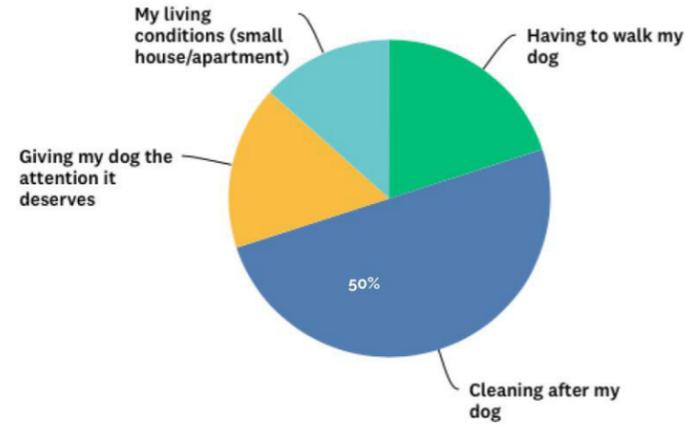
Buddy will allow you to find dog owners around your area and provide a wide range of ways in which you can schedule playdates between your dog and other dogs around your neighborhood. By doing this, Buddy will provide a way for dogs to interact as often as they wish and for them to make friends instead of just being at home all day while their owner is busy. The app also provides caretakers and pet-sitters for your dog if you are out of town and can't take your pet with you.

Target Market

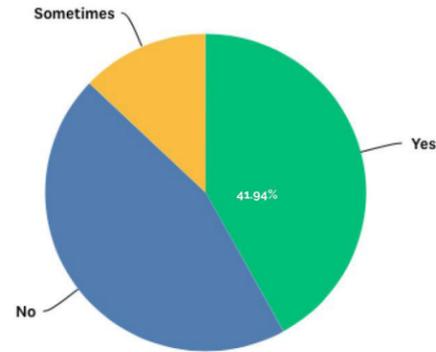
Our audience will range from college students to people in their 50s because anyone who owns a dog and wants to make their dog happy will love this app. It is meant to target people who would like to make their dog happier and interact with other dogs; this target market is also mainly people who are typically very busy and need someone to take care of their dog because of their limited schedule. For instance college students are typically busy going to class and also when they come back home to do their work, this is the primary market because they would need someone to look after their pet while they're busy.



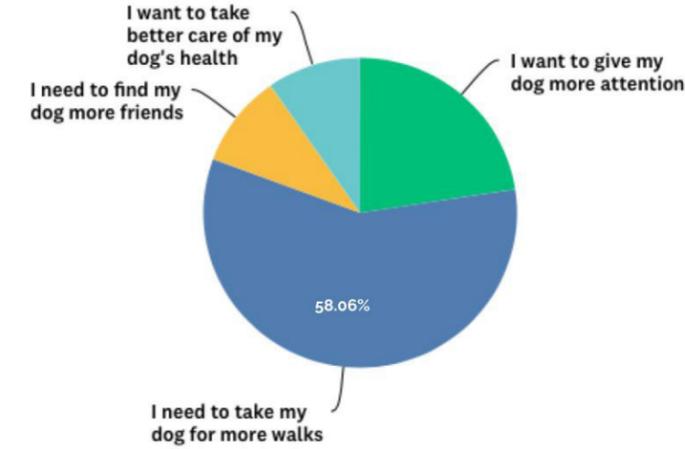
What are some inconveniences of owning a dog?



Is it hard for you to find friends for your dog?



Is there something you'd like to change regarding the way you take care of your dog?

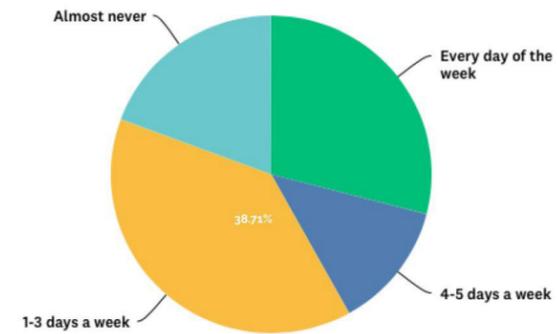


Problem

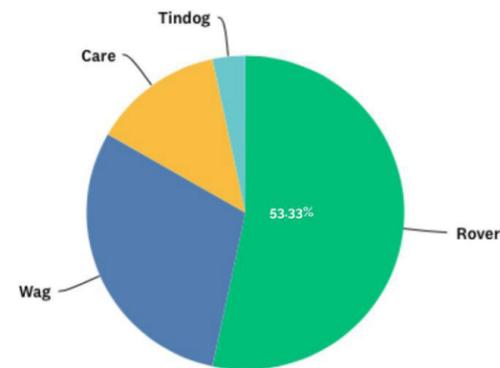
Based on the data collected from 30 participants, our design team found out that many dog owners struggle with similar things such as not having enough time to spend with their pets, worrying that their dog does not spend enough time with other pets alike, and most importantly, the fact that many owners wish to give more love and attention to their dogs. Based on this, we came to the conclusion that it was necessary to create an app that isn't just a service for pet-sitting, dog boarding, etc. but that it also offers features that allow your dog to find friends around the neighborhood and having the chance to interact with them in a safe way.

Buddy's main competitor is Rover, its clean and user friendly interface makes it easy for users to find the service they are looking for, as well as a platform where users can interact. However; for Buddy, we decided to create an all-dogs platform where the dog owner builds a profile from the perspective of their dog and interacts with users in a fun way.

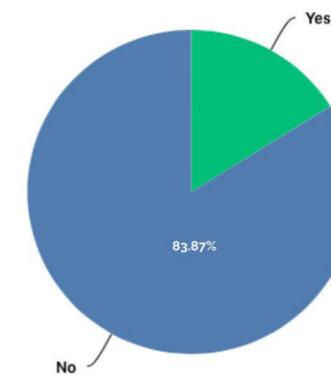
How many days a week can you walk your dog?



What's the best app for dogs in your opinion?

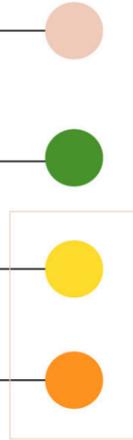


Would you ever trust someone you barely know to take care of your dog?



Design approach





R: 253 G: 220 B: 43	R: 254 G: 146 B: 31
C: 2% M: 10% Y: 92% K: 0%	C: 0% M: 51% Y: 96% K: 0%
#FDDC2B	#FE921E

Brand colors

buddy	GET STARTED	
R: 255 G: 180 B: 0	R: 255 G: 120 B: 0	R: 0 G: 214 B: 209
C: 0% M: 32% Y: 100% K: 0%	C: 0% M: 66% Y: 100% K: 0%	C: 64% M: 0% Y: 26% K: 0%
#FFB600	#FF7800	#00D6D1

App elements

R: 255 G: 213 B: 201	R: 122 G: 122 B: 122	R: 255 G: 0 B: 54
C: 0% M: 19% Y: 15% K: 0%	C: 53% M: 45% Y: 45% K: 10%	C: 0% M: 99% Y: 78% K: 0%
#FFD5C9	#7A7A7A	#FF0036

Headlines

Pet-friendly Places

PET-FRIENDLY PLACES

Gotham bold

Pet-friendly Places

PET-FRIENDLY PLACES

Pet-friendly Places

PET-FRIENDLY PLACES

Pet-friendly Places

PET-FRIENDLY PLACES

Buttons

- Enable push notifications
- Allow access to camera
- Show Buddy users nearby

GET STARTED

NEXT

Body copy

Buddy is an app designed for dogs and owners who wish to improve their dog's way of living by finding friends for their pet throughout the neir community.

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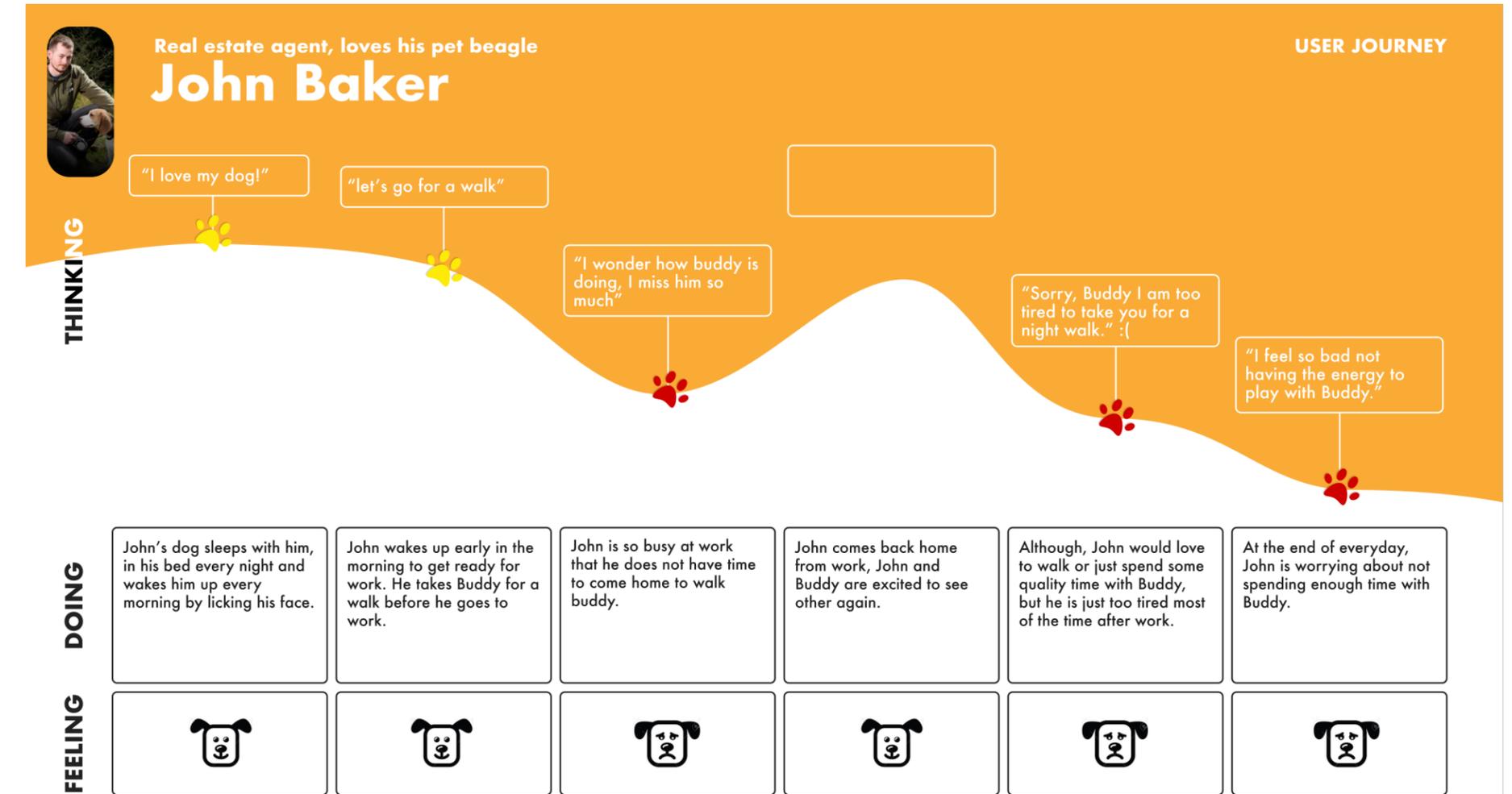
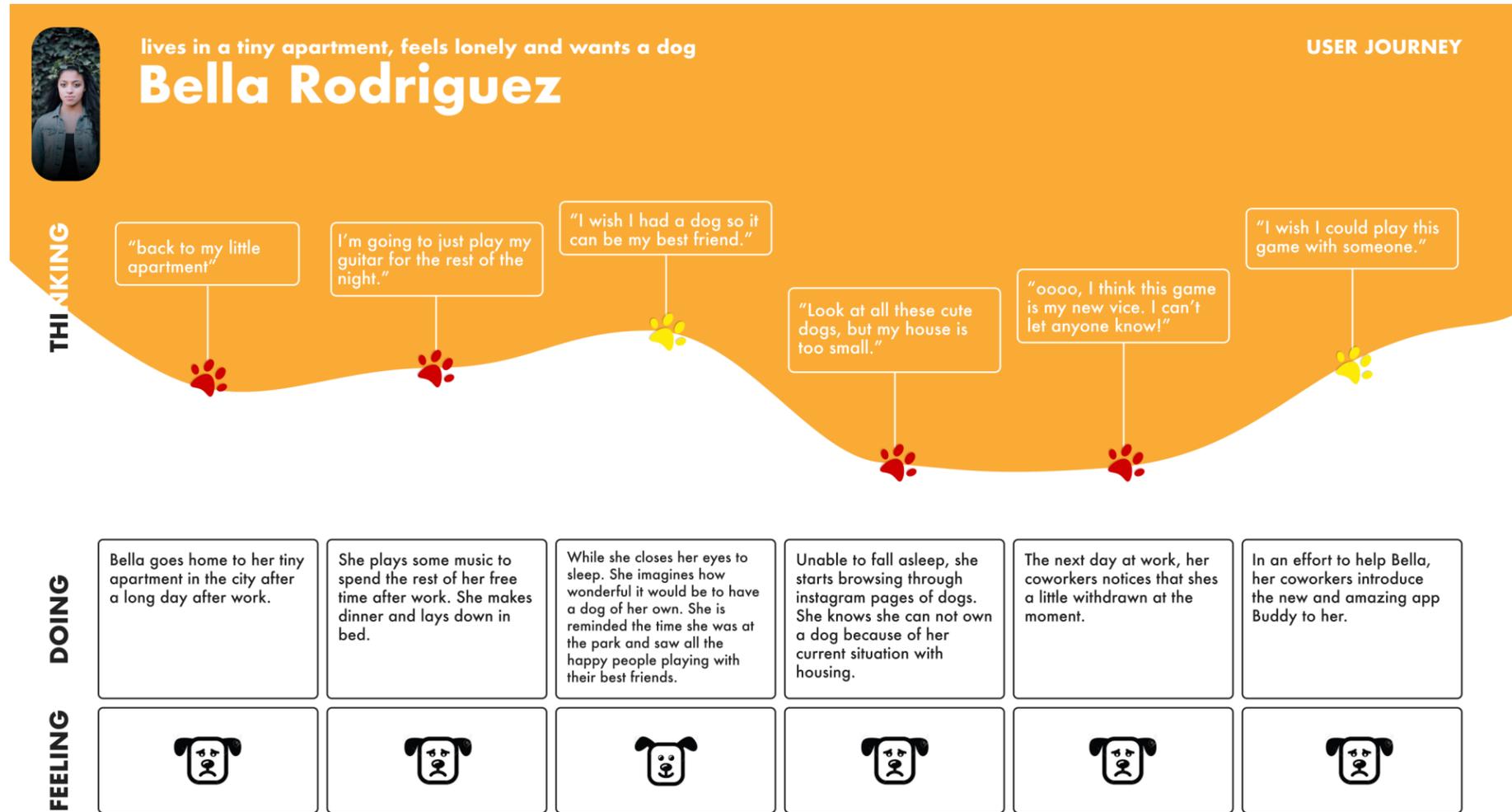
Nunito italics

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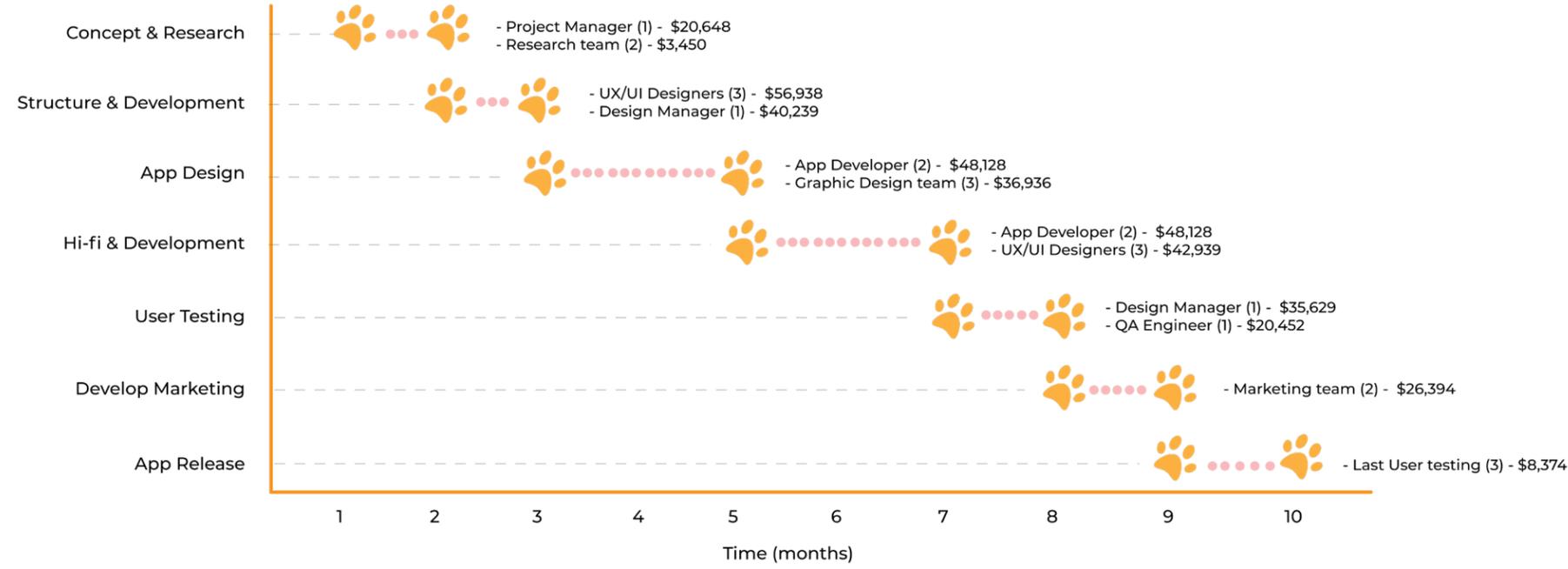
Pet-sitters
For Bailey

I am looking for:

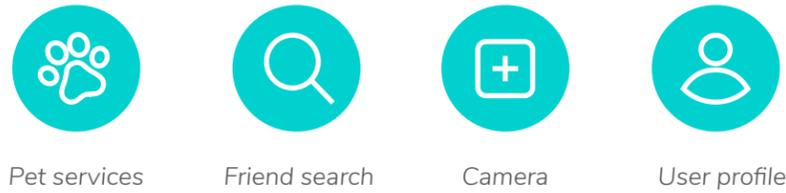
boarding house sitting



Buddy | Main features & Production timeline



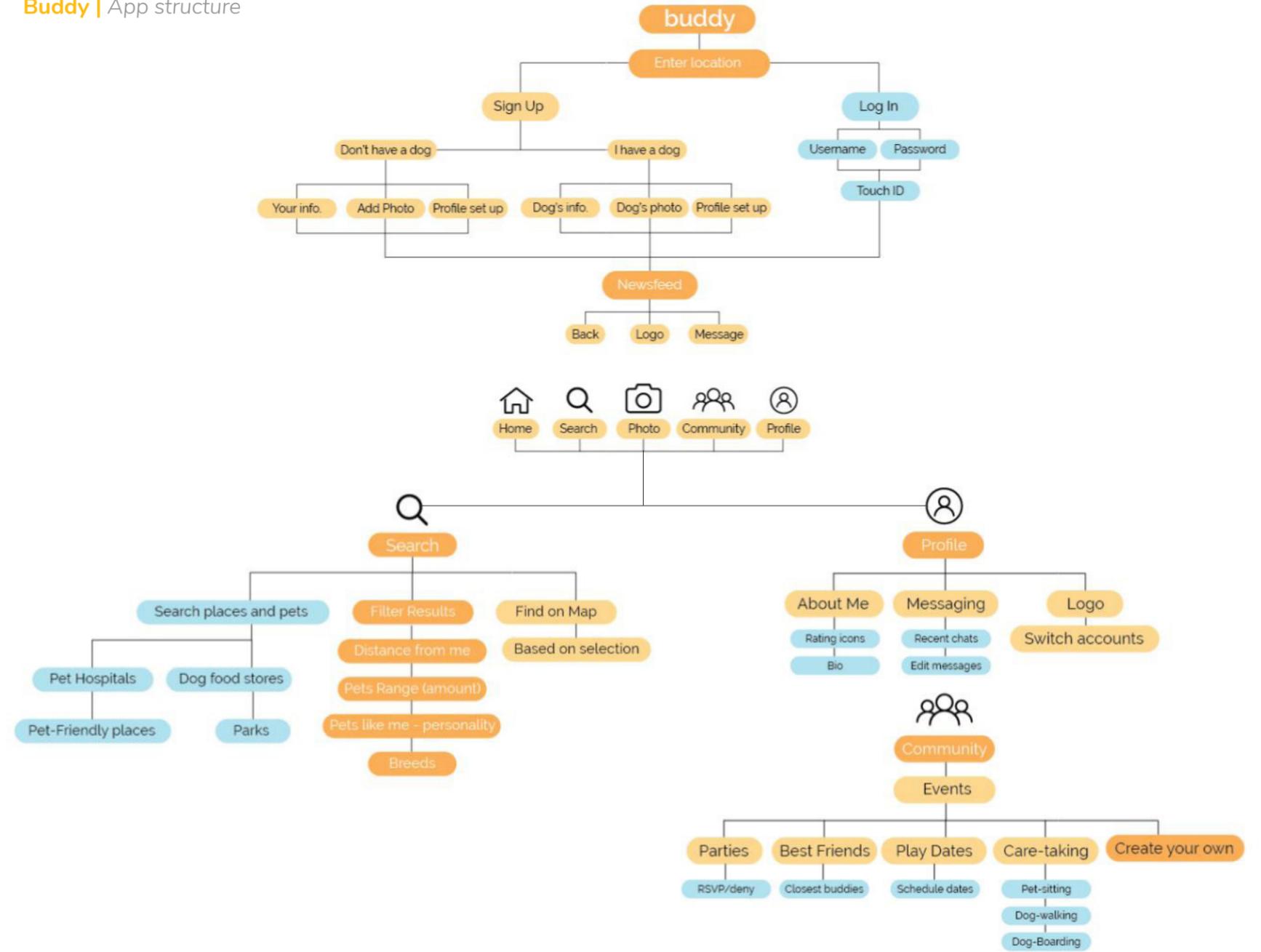
App Navigation



Pet Services

- Customize** your pet-sitting service as needed.
- Set** advanced filters and add search notifications.
- Search** for your dog's new friends based on location.
- Search** for pet caretakers for your dog in your area.
- Visit** the caretaker's profile and check out qualifications.
- Track** your dog's location during visits and day cares.

Buddy | App structure



Buddy | Logo sketches



Buddy | Logo refinements

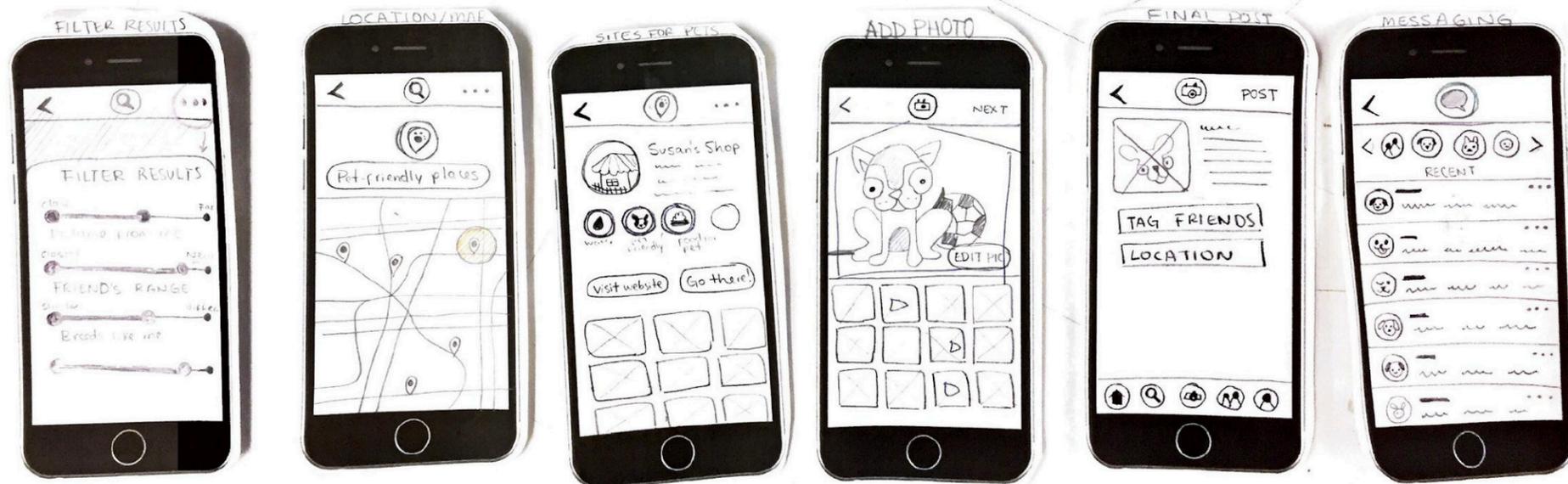
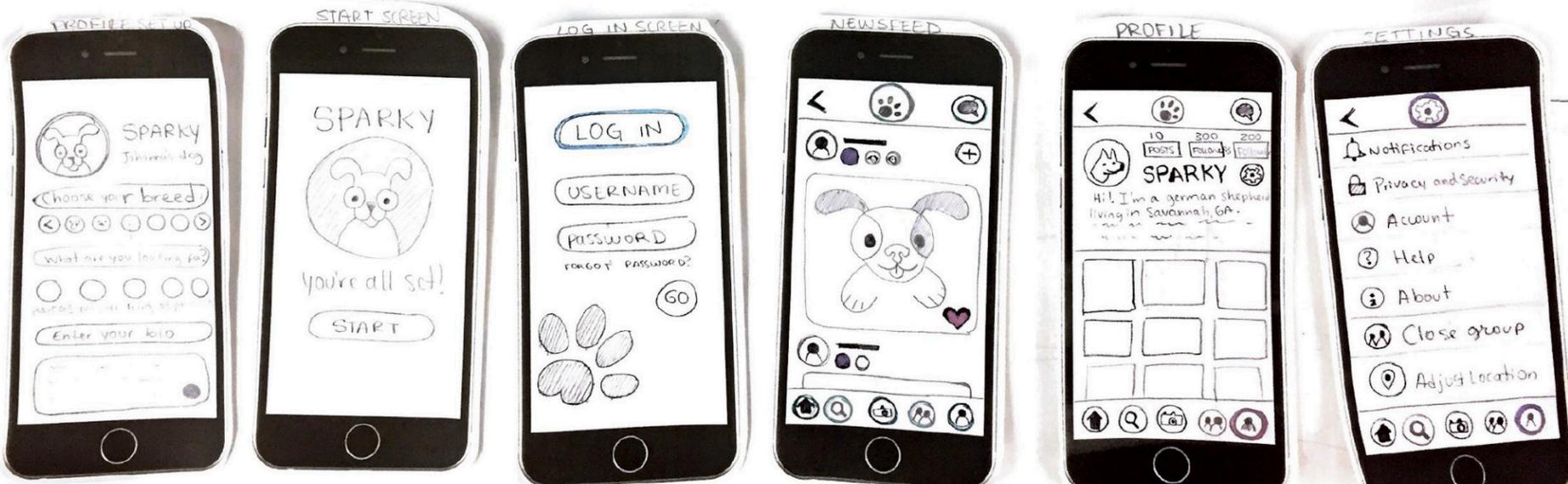
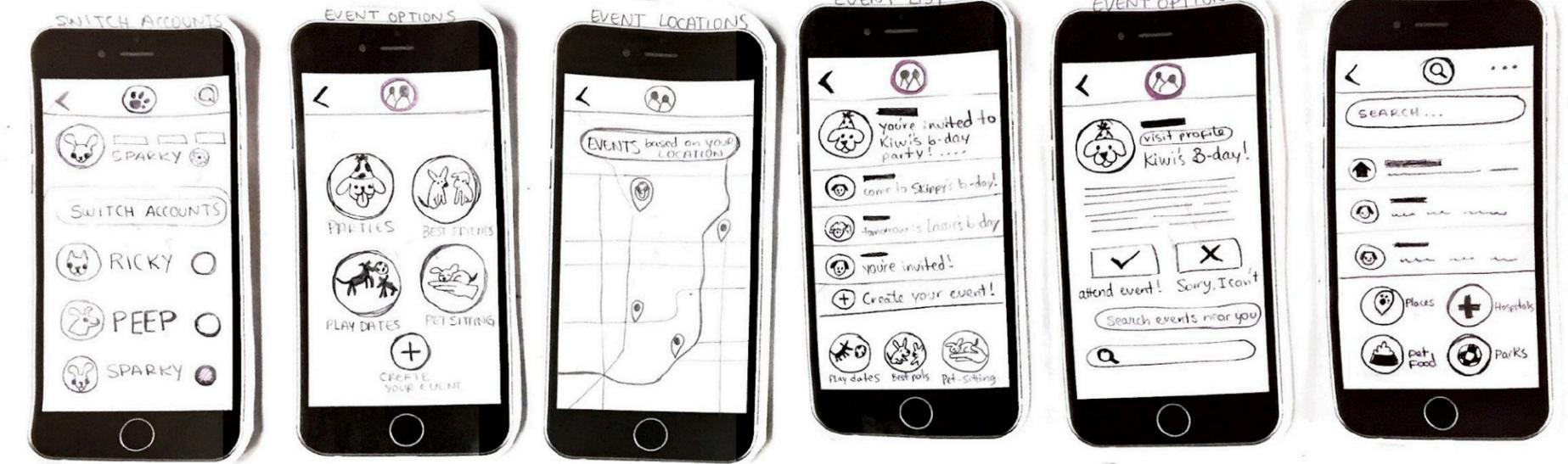


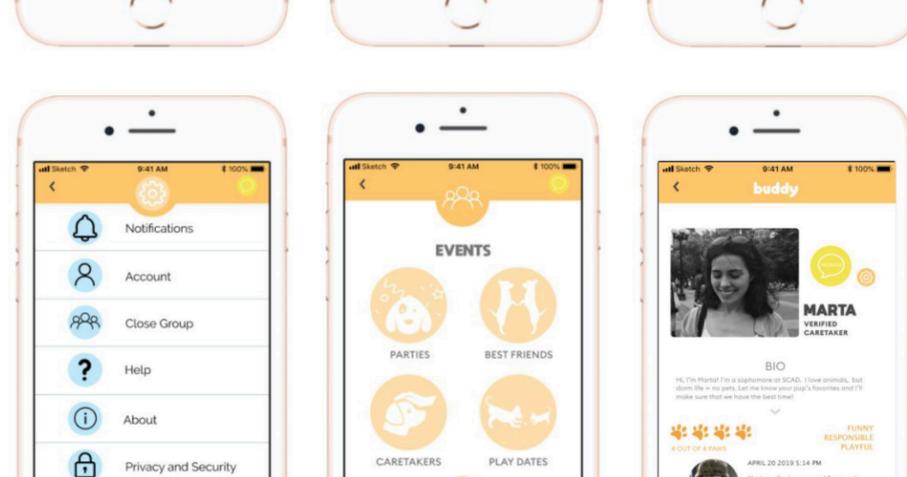
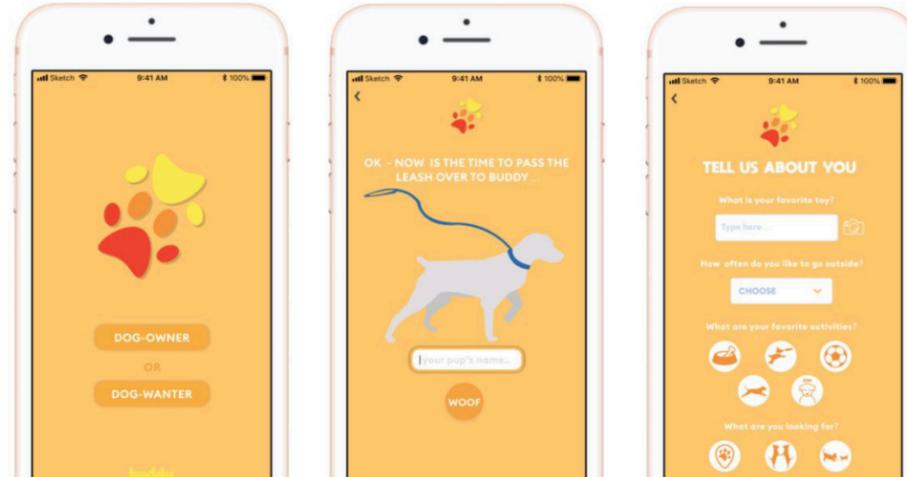
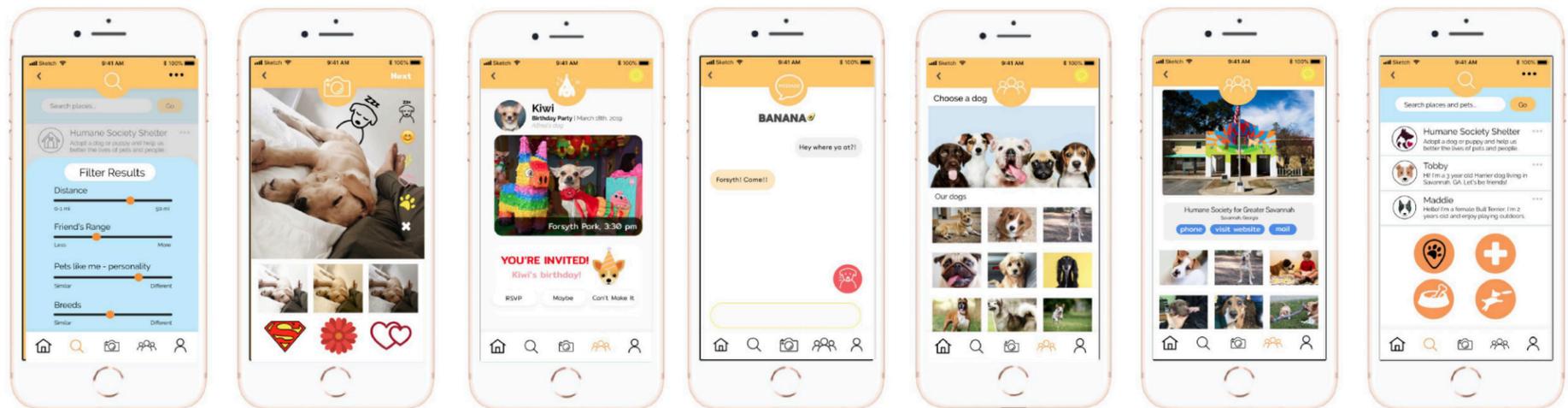
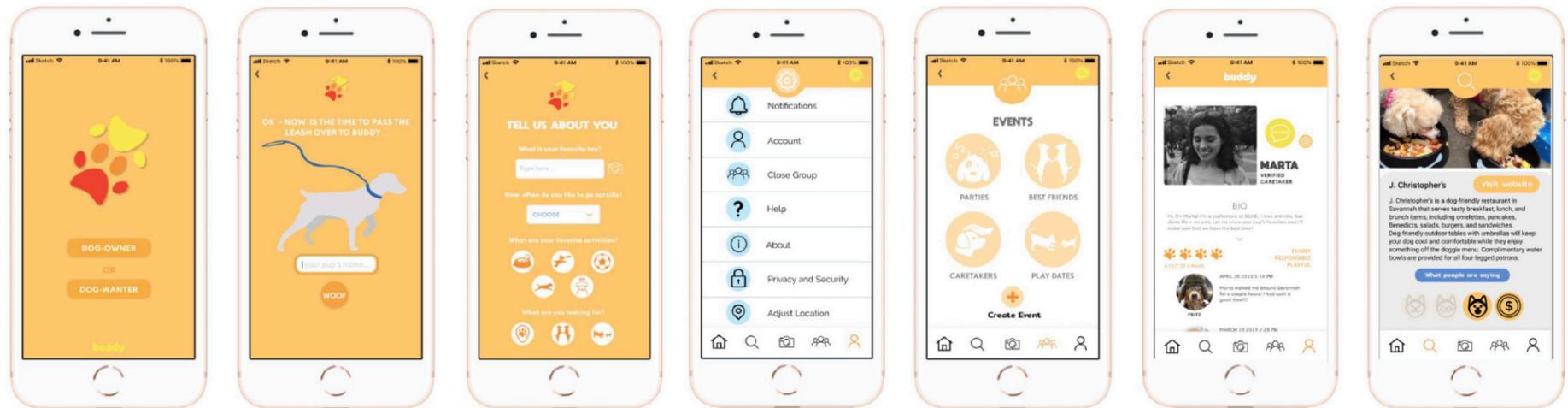
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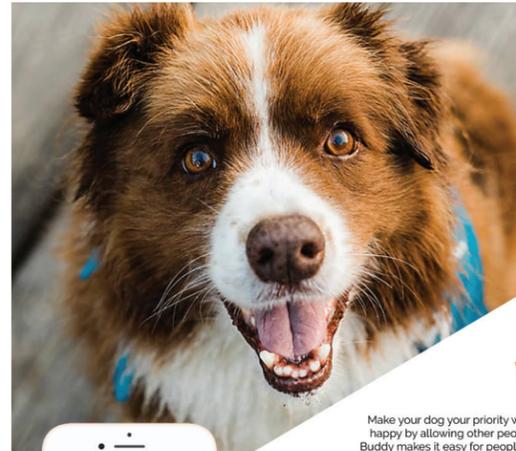
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Find pet-friendly locations Schedule play-dates Find Caretakers for your dog Join your pet community!

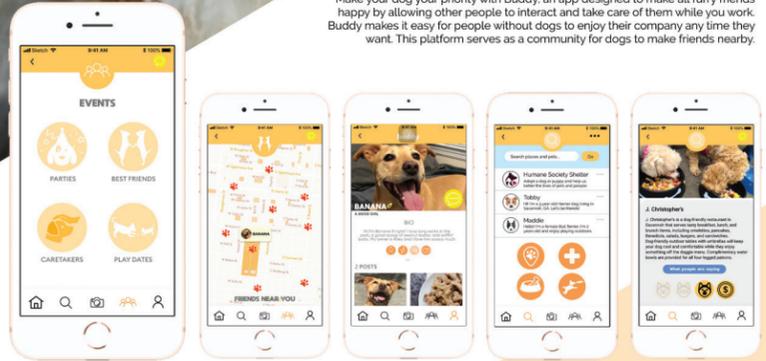




buddy

What is Buddy?

Make your dog your priority with Buddy, an app designed to make all furry friends happy by allowing other people to interact and take care of them while you work. Buddy makes it easy for people without dogs to enjoy their company any time they want. This platform serves as a community for dogs to make friends nearby.



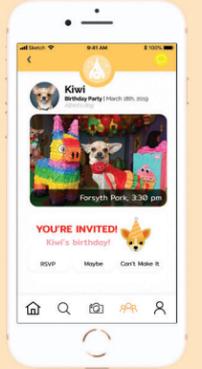
Features

CARE-TAKING
Find care takers in your area who want to spend time with your pet.

PET-FRIENDLY
Look up pet-friendly places to take your dog, explore Savannah with your pet!

PLAY-DATES
Reach out to other dogs in your area to be friends with your pet and meet to play!

COMMUNITY
Connect with dog owners in your area to expand your dog's friend network!





Download on the App Store
GET IT ON Google Play







Find friendly pet sitters
Looking for the right pet sitter is tough, Buddy makes this process much easier and fun!

Search for your dog's bff
Your dog is happier with good company and playtime. His/her best friend could be next door!

Schedule daycare visits
Out of town? no worries! your dog will be taken care of at home by your chosen pet sitter.

