



Schäferhund 

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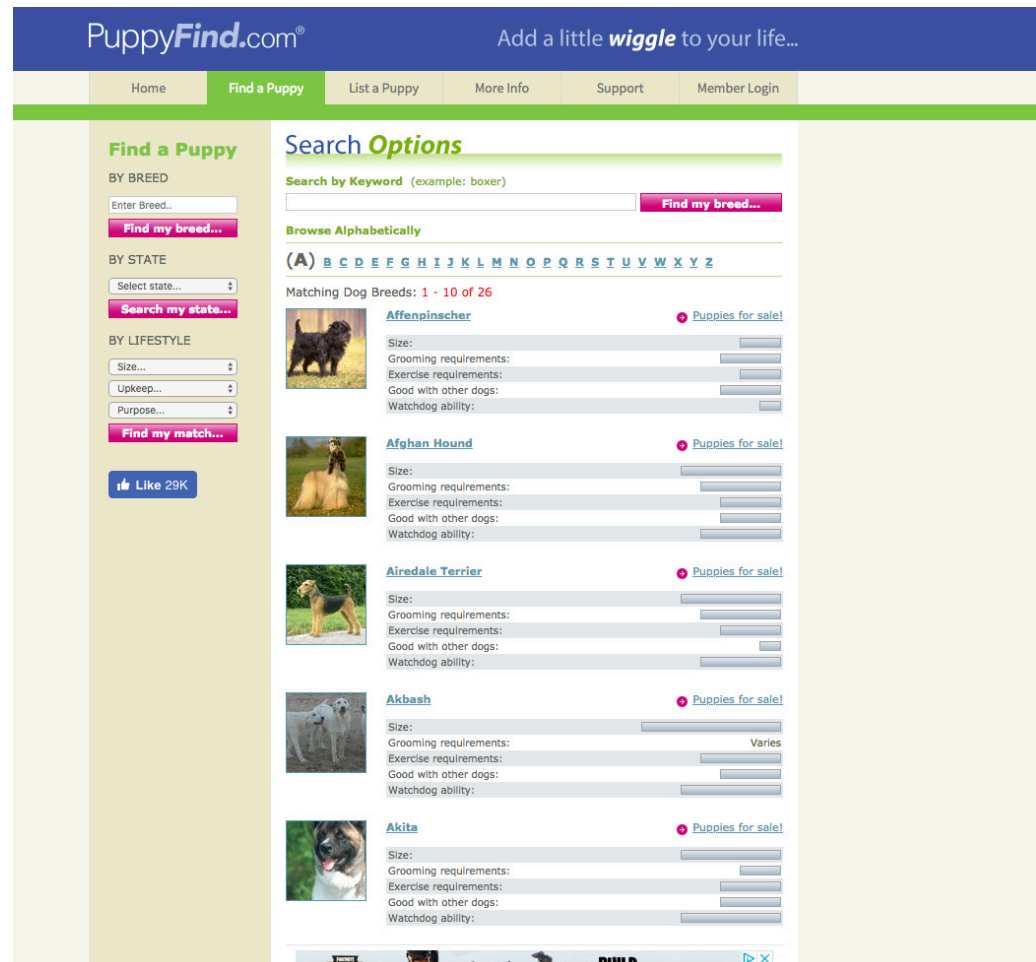
**S**chaferhund.com is the website for our elite global center for the shepherd breed. We specialize in everything for shepherds: whether it is adoption, breeding, training, maintenance or veterinary care, we have partners who we have partnered with that can do it all. Schaferhunders are shepherd lovers that want only the best for their pups, and we aim to please. Schaferhund.com will allow consumers to connect with our experts to do everything from make adoption appointments to choosing the next toy for their doggie friend. Our site is a full-service site for everything your little shepherd friend needs to be a happy and healthy pup.



# Competitor Analysis #1

*puppyfind.com*

**P**uppyfind.com is an online dog sales website. They specialize in facilitate the communication between sellers and buyers of dogs of all breeds and allow the safe transfer of funds. Their main demographic is anyone considered to be middle-class and looking to buy a puppy. There is a large selection and a variety of breeds to choose from. They also have a breed information to better select the right breed for you.





## Strengths

Good initial site selection choices that allow the user to find a puppy through breed, state, or by how the puppy will fit into their lifestyle. This filter is a great way for someone to start their search for a puppy.

## Weaknesses

The content section for each dog breed is initially too small. The information has a bar graph with no legend or graph to tell how to gauge the information. Then when you go to the main page of the dog breed, it is a lot of information that could be shown more graphically, so it is easier to digest.

## Opportunities

The site could allow for an integrated communication system that would allow for notifications of puppies that they would like to buy become available.

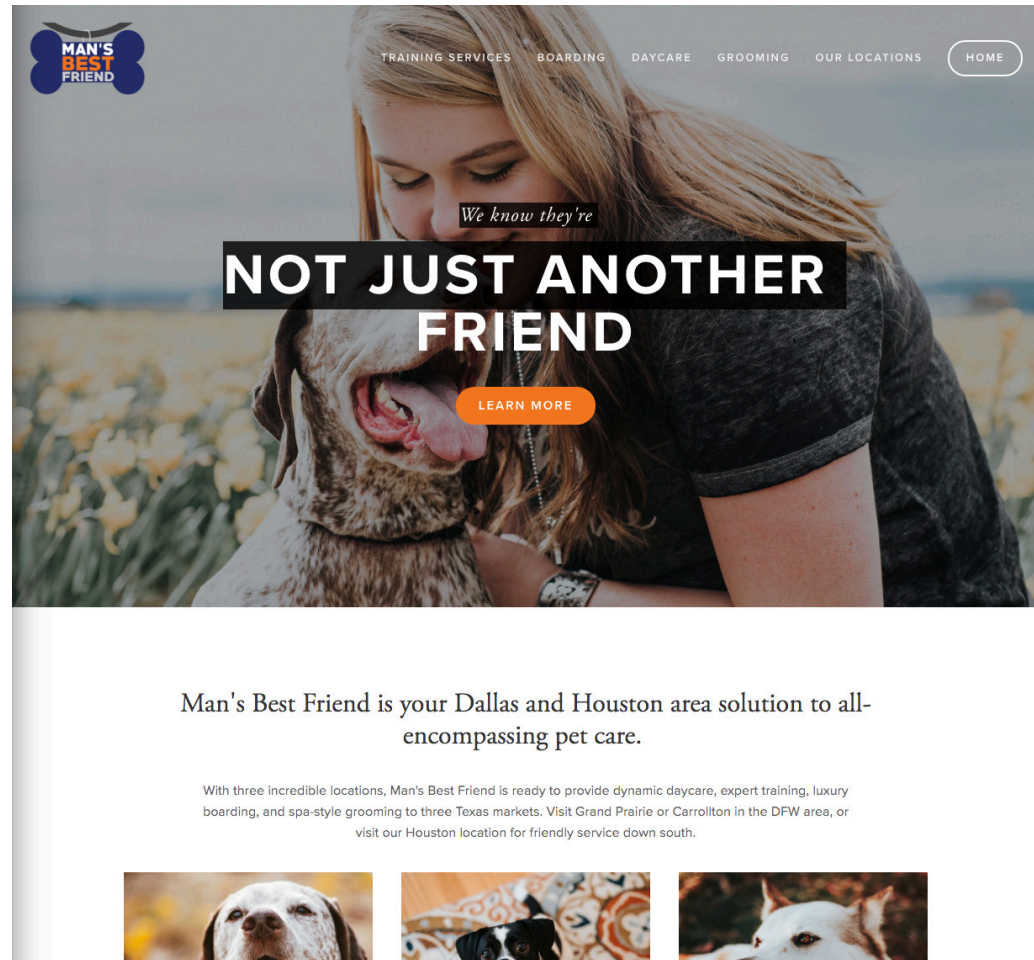
## Threats

The company could run into issues if more competitors who have a display about the puppies come along.

# Competitor Analysis #2

*mansbestfriend.com*

**M**ansbestfriend.com is a dog training, boarding, and grooming website that connects users in the DFW and Houston areas. The site allows consumers to learn about and connect with a store near them for an evaluation. Their demographic is anyone who has a dog and is of the middle class or higher income. The site allows dog owners to show their love for their dog with grooming and boarding services and enhance their bond through training.



## Strengths

The site has a simple and clean look that makes it easy to find the information you are looking for without having to commit to anything.

## Weaknesses

The site might have a readability issue with visually impaired with the gray icons and text on a white background.

## Opportunities

There are sections of information that could use a picture to help consumers see what they are paying for. For instance, the boarding section has two different types of bedding but have no description of the difference or a picture to help the consumer to visualize what the bedding type is.

## Threats

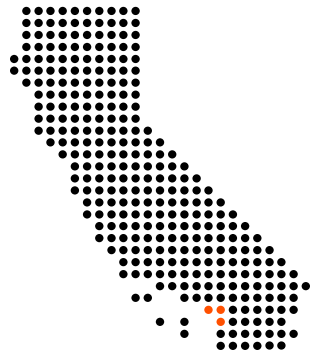
If a competitor comes along with a better interface that is easier to get instant quotes or a real time question answered they could see a drop in their business.

# Personas

## Keegan Matthews

36  
Male  
I.T. Technical Manager  
SDSU Graduate

Location: San Diego, USA

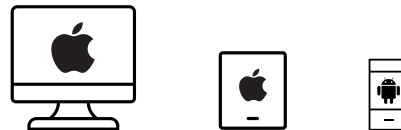


Family: Young and Single  
w/o Children



Income: Annual Income  
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$  
\$10,000 \$100,000

Systems: Mac and Android



Keegan is a casual web user that enjoys his free time outside with his dog Max. He spends most of his web browsing time, typically around ten hours, at work or on rainy days at home. He has several devices that span both Windows and Mac OSs. His browsing habits are mostly looking for the next adventure for him and his pup or just looking for something delicious to eat.

Keegan is a user that would be loyal to our site due to his love for his pup. He wants only the best for his furry friend and would always be looking for the new toy or speed course to surprise his buddy. Keegan is also looking to add a new pup to his pack.

Michelle is an American transplant that came for work but stayed because she fell in love with the country. She settled down with her husband and had two children and their furry family member Fran. She spends a little time at home due to their busy lifestyle with the kids. She is an Apple all the way kinda gal and uses mostly a desktop, but her iPhone is her lifeline. Michelle is always careful to make sure Fran has the best care as she is much a part of their family as the kids.

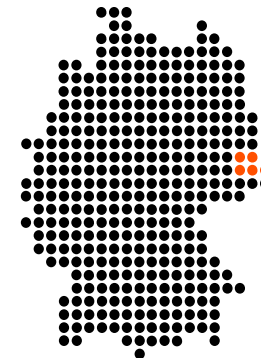
Michelle would be a loyal user looking mostly to find great food choices, check out our monthly newsletter about news about shepherds and connect with Fran's veterinarian.



## Michelle Thomas

42  
Female  
Visual Designer  
FIDM Graduate

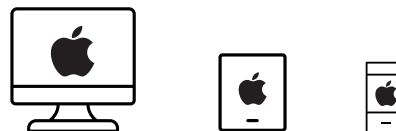
**Location:** Bautzen, Germany



**Income:** Annual Income



**Systems:** Mac and Android



**Family:** Young and Married w/Children



# Objectives, Features & Content

## *Website Objectives*

- 1.** Create a functional adoption space for customers wanting to adopt a new shepherd. Space should be informative but not overwhelming. This part of the site will allow the user to see very quickly what they need to know about the breed.
- 2.** Create an informative section about how to care for the shepherd breed. This blog section would allow our care specialists - veterinarians, nutritionists, and behaviorists - to give quick or in-depth tips about the breed.
- 3.** Create a shop that would allow users to shop for everything their puppy pals need from the cutest toys to yummy treats when they are good doggies. This section would have all the information pertinent to allow the customer to make an informed decision.

## *Website Features*

- 1.** Product Drop-downs
- 2.** Picture Carousel
- 3.** Contact Form
- 4.** Blog Posts
- 5.** Filters
- 6.** Gallery



## *Website Content*

**1.** Dog Adoption

**2.** Dog Veterinarians

**3.** Dog Breeders

**4.** Dog Nutrition

**5.** Dog Toys

**6.** Dog Advice

**7.** Dog Training

**8.** Dog Grooming Products

**9.** Dog Clothing

**10.** Dog Certifications

# Typography & Color Scheme

**SH** Bergen Sans

## **Bold/Italic**

**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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + ? [ ] ;  
Grumpy Wizards Make Toxic Brew  
For The Evil Queen And Jack.**

## **SemiBold/Italic**

**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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + ? [ ] ;  
Grumpy Wizards Make Toxic Brew  
For The Evil Queen And Jack.**

## **Regular/Italic**

**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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + ? [ ] ;  
Grumpy Wizards Make Toxic Brew  
For The Evil Queen And Jack.**

**Bergen Sans** - Used as the main font for all headings 18pt and higher and the logo using Bold. Bergen Sans gives the brand a solid clean, fresh feeling that is readable but still striking.

**SH** Acumin Pro

## **Light/Italic**

**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  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + ? [ ] ' " ;  
Grumpy Wizards Make Toxic Brew  
For The Evil Queen And Jack.**

## **Extra Light/Italic**

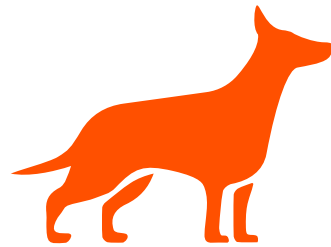
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + ? [ ] ' " ;  
Grumpy Wizards Make Toxic Brew  
For The Evil Queen And Jack.**

## **Thin/Italic**

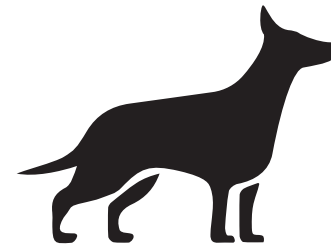
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + ? [ ] ' " ;  
Grumpy Wizards Make Toxic Brew  
For The Evil Queen And Jack.**

**Acumin Pro** - Used as the secondary heading and the main body font. Light, Extra Light or Thin are used when necessary, from 10pt to 50pt. Acumin Pro give the site a modern feel while still keeping the readability high.

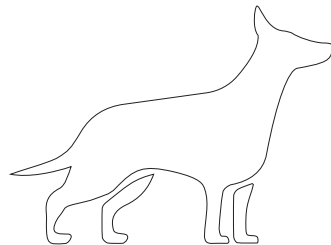
**Pantone Orange 021C**  
#ff5100  
R-255 G-81 B-0



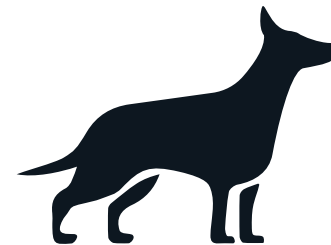
**Black**  
#000000  
R-0 G-0 B-0



**White**  
#ffffff  
R-255 G-255 B-255



**Pantone Black 6C**  
#101820  
R-16 G-24 B-32



I used a very sophisticated color palette to create the elite effect Schaferhund has as a brand. The website will use a subtle black on all icons that evoke mystery like the shadows in the forest. Helping to create a contrast compared with the websites pure black for the logo and typography creating an elegant formality for the brand.

Then the website will use pure white to contrast all of the blacks for readability and show the purity of our products. Lastly, the website will use orange as an accent color that would stand out from both the blacks and white as well as bring energy to the site and the brand.

# Logo Design Process

Phase 1



Phase 2



Phase 3



Phase 4



Schäferhund 

Final 1

Schäferhund 

# Products



**1.**  
King  
Shepherd –

A larger version of the German Shepherd Breed with a well-balanced temperament and craves mental stimulation. This breed is well suited for working with large domesticated animals and in security or police force capacities.



**2.**  
Malinois  
Shepherd –

A medium to large shepherd breed that comes from Belgium. This breed is well known for its ability in detection, tracking, search and rescue.



**3.**  
German  
Shepherd –

A medium to large shepherd breed that is in the herding group of dogs. They are well known today for their great ability for use as protective and assistance partners.



**4.**  
Australian  
Shepherd –

A medium-sized breed of dog that is not from Australia but is from Western Europe and then America mostly. The breed has been a staple in rodeos for a long time for their ability to herd stock animals like cattle and horses.



**5.**  
Swiss  
Shepherd –

A medium-sized shepherd breed that comes from the country of Switzerland and is known for its ability to work. Very similar in look and ability to that of their German counterparts but gained their white coats through years of breeding that particular trait.





## 6.

Shaferhund  
Diet Pro –

Nutrition especially formulated for the shepherd breed with everything they need to get the job done. Delivers organic breed-specific nutrition that is free of grains, eliminating artificial colors, flavors, and preservatives. Whether your dog needs to compete in a national competition or help out on the farm Diet Pro is the right choice.



## 7.

Shaferhund  
Diet Senior –

Nutrition especially formulated for the senior phase of the shepherd breed with key nutrients to help with eye, bone, heart and joint health. Delivers organic breed-specific nutrition that is free of grains, eliminating artificial colors, flavors, and preservatives. Diet Senior allows you and your dog to enjoy a long healthy life together.



## 8.

Shaferhund  
Diet Balance –

Nutrition especially formulated for the shepherd breeds with more than one specialty need. Delivers organic breed-specific nutrition that is free of grains, eliminating artificial colors, flavors, and preservatives. Diet Senior gives your dog the great nutrition for a long healthy life and the energy they need to play all day.



## 9.

Shaferhund  
Diet Puppy –

Nutrition especially formulated for the puppy phase of the shepherd breed with the key nutrients that help young dogs develop strong bones and a healthy coat. Delivers organic breed-specific nutrition that is free of grains, eliminating artificial colors, flavors, and preservatives. Diet Puppy allows your little pup to grow up healthy and strong to become the best dog they can be.



## 10.

Shaferhund  
Diet Digestion –

Nutrition especially formulated for the shepherd breed with ingredients for dogs that is specially formulated to minimize issues by balancing their pH. Delivers organic breed-specific nutrition that is free of grains, eliminating artificial colors, flavors, and preservatives. Diet Digestion allows your dog to have a more comfortable and enjoyable feeding experience while still getting all the great nutrition they need.

# Bootstrap Template & Site Map

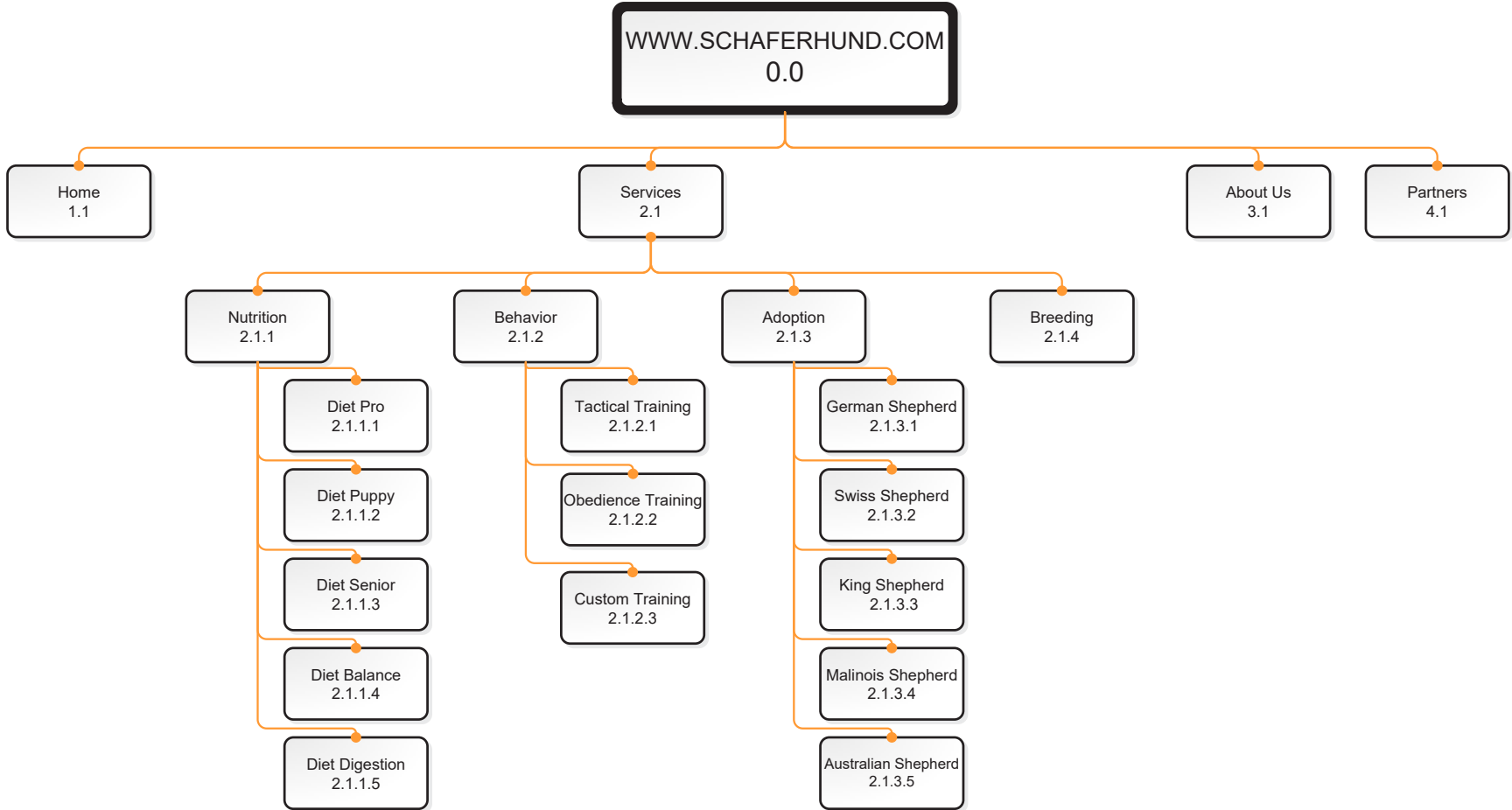
*Name - Kant A Multipurpose HTML5 Template For Startups*

**A.** Source  
<https://elements.envato.com/kant-a-multipurpose-html5-template-for-startups-NUSW2D>

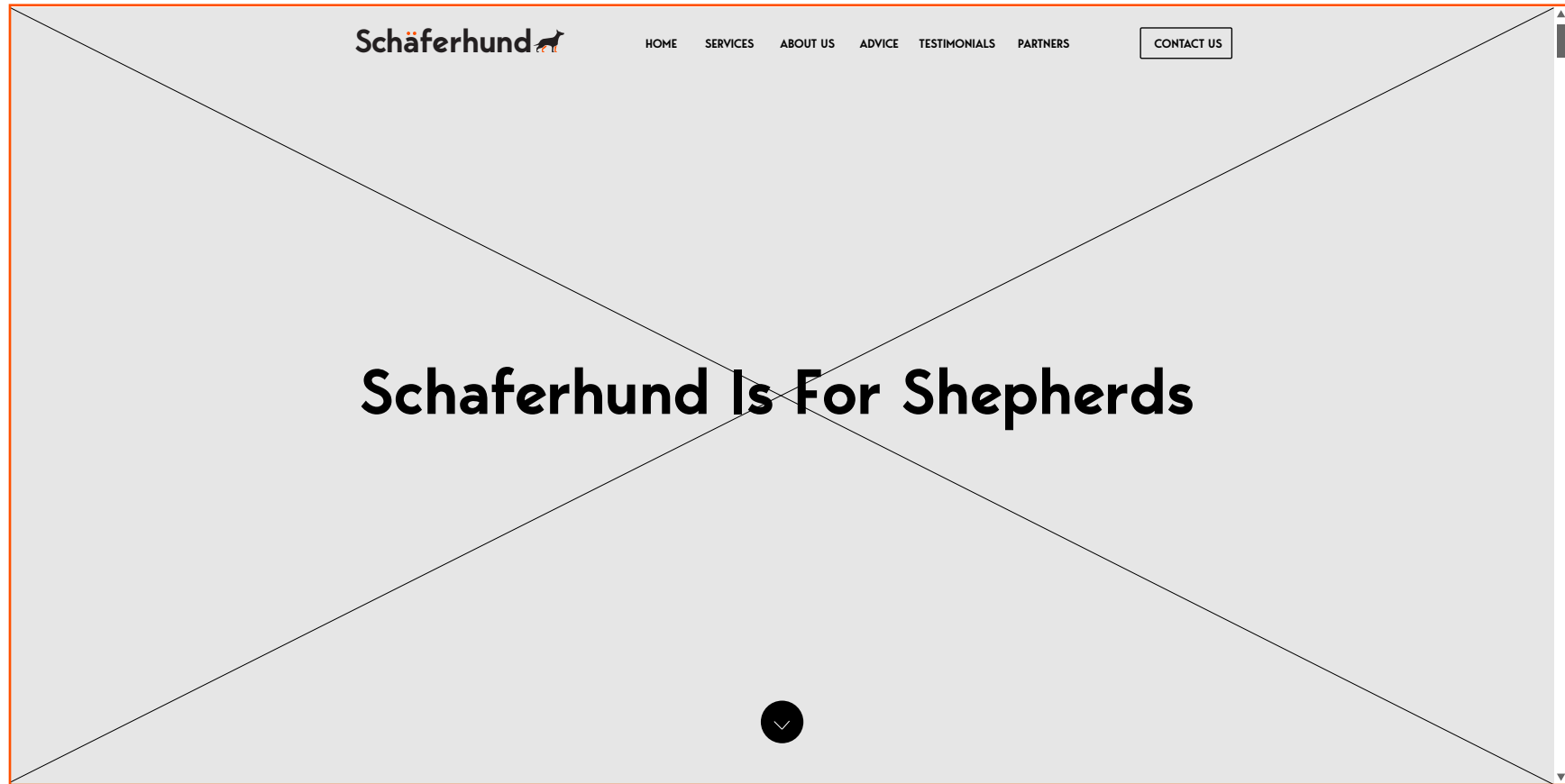
**B.** Price  
Once per download Commercial License for subscribers. Subscription costs 29.99 month.

*Reasons - I used the Kant template due to:*

- 1.** Clean simple design that allowed me to brand my company as a luxury brand.
- 2.** Multiple JavaScript and CSS elements that allow simple elements to have a unique focus.
- 3.** It looked like it would fit best with the needs that I would have with my company.
- 4.** For the overall variety of pages and differences that it allowed me to have for unique content sections.
- 5.** The template had a lot of documentation and everything was labeled well.



# Wireframes & Design Comprehensives





# Wireframes & Design Comprehensives







Schäferhund 



## The Schaferhund Story.

**Silvia McCannon**  
CEO, Schäferhund Global

Silvia leads Schaferhund with the knowledge and love of the shepherd breed. She has worked tirelessly to make Schaferhund what is today and will lead us to into the future.

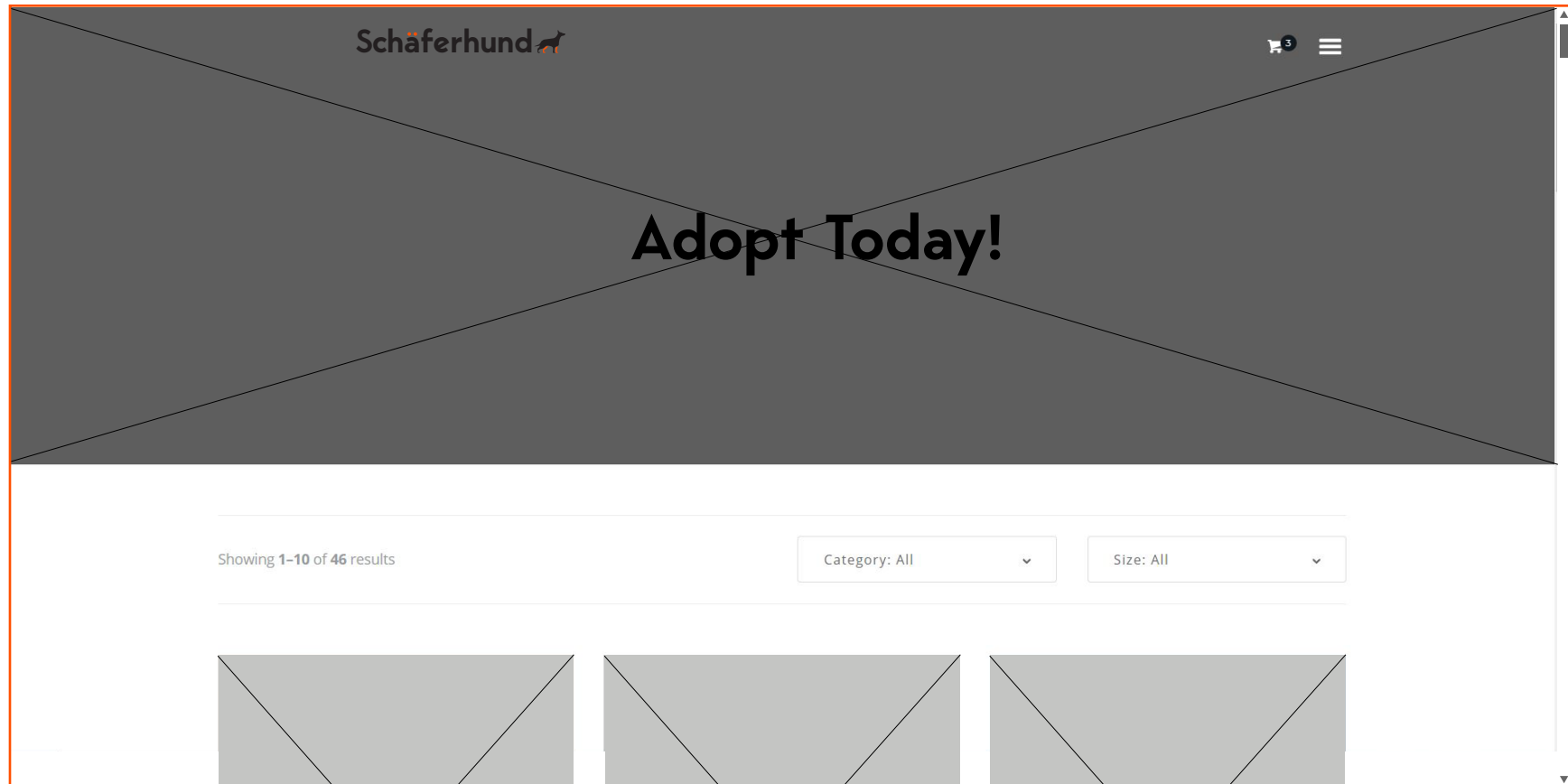
**Dr. Liam Lauten**  
LEAD NUTRITIONIST PHD, MAAN, AAVN


Dr. Liam is an accomplished small animal nutritionist earning his Masters and PhD from Auburn University, Auburn, AL. He is also certified through the American Association of Veterinary Nutritionists.


**Adam Fortuna**  
LEAD WEB & GRAPHIC DESIGNER BSWD

Adam allows Schaferhund the ability to be the global presence it is by leading our web and software development team who support our partners and clients world-wide.our clients and thier

# Wireframes & Design Comprehensives






Schäferhund 

**Adopt Today!**

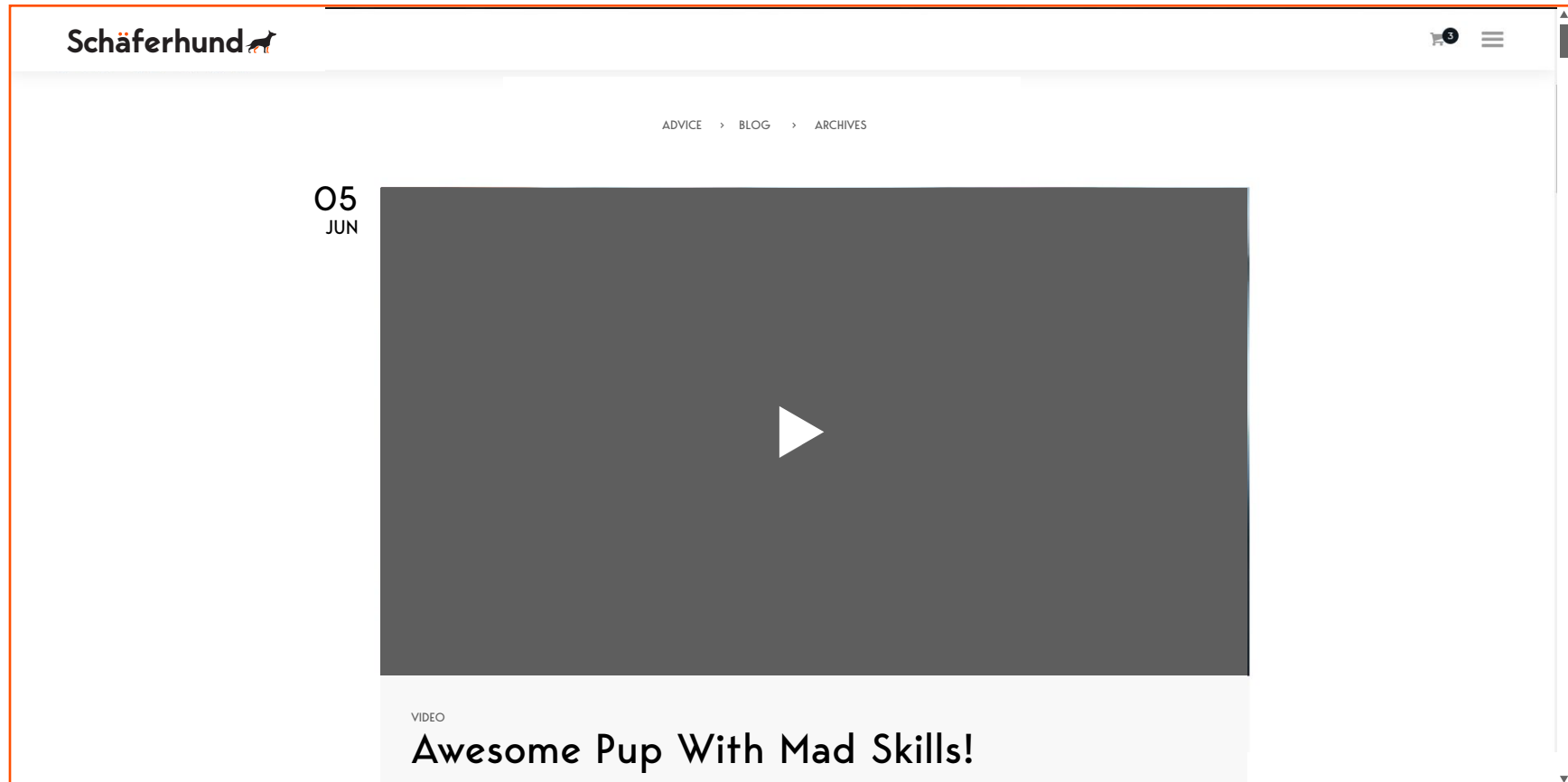
Showing 1-10 of 46 results



Category: All

Size: All




# Wireframes & Design Comprehensives



Schäferhund  

[ADVICE](#) > [BLOG](#) > [ARCHIVES](#)

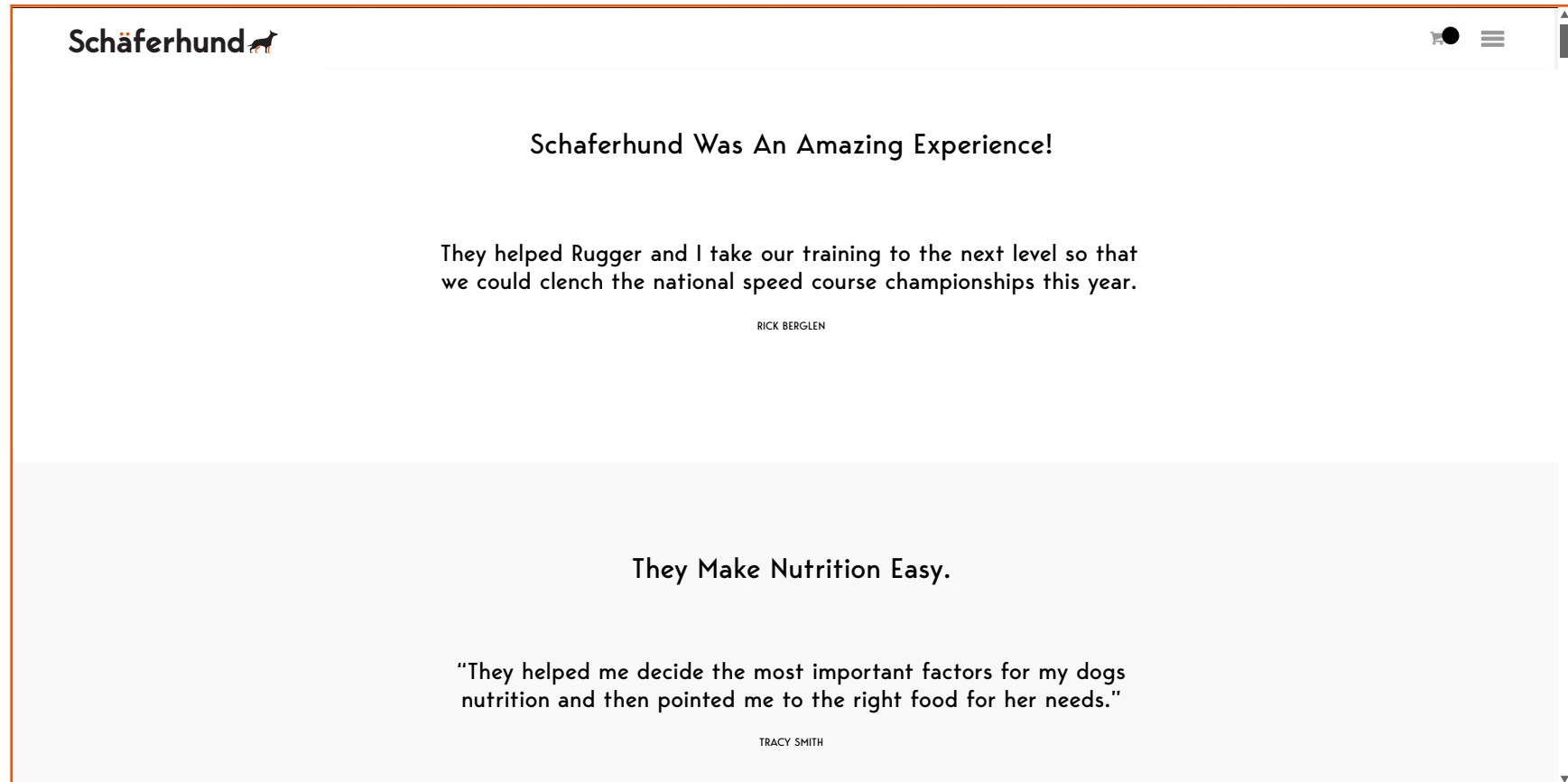
05  
JUN



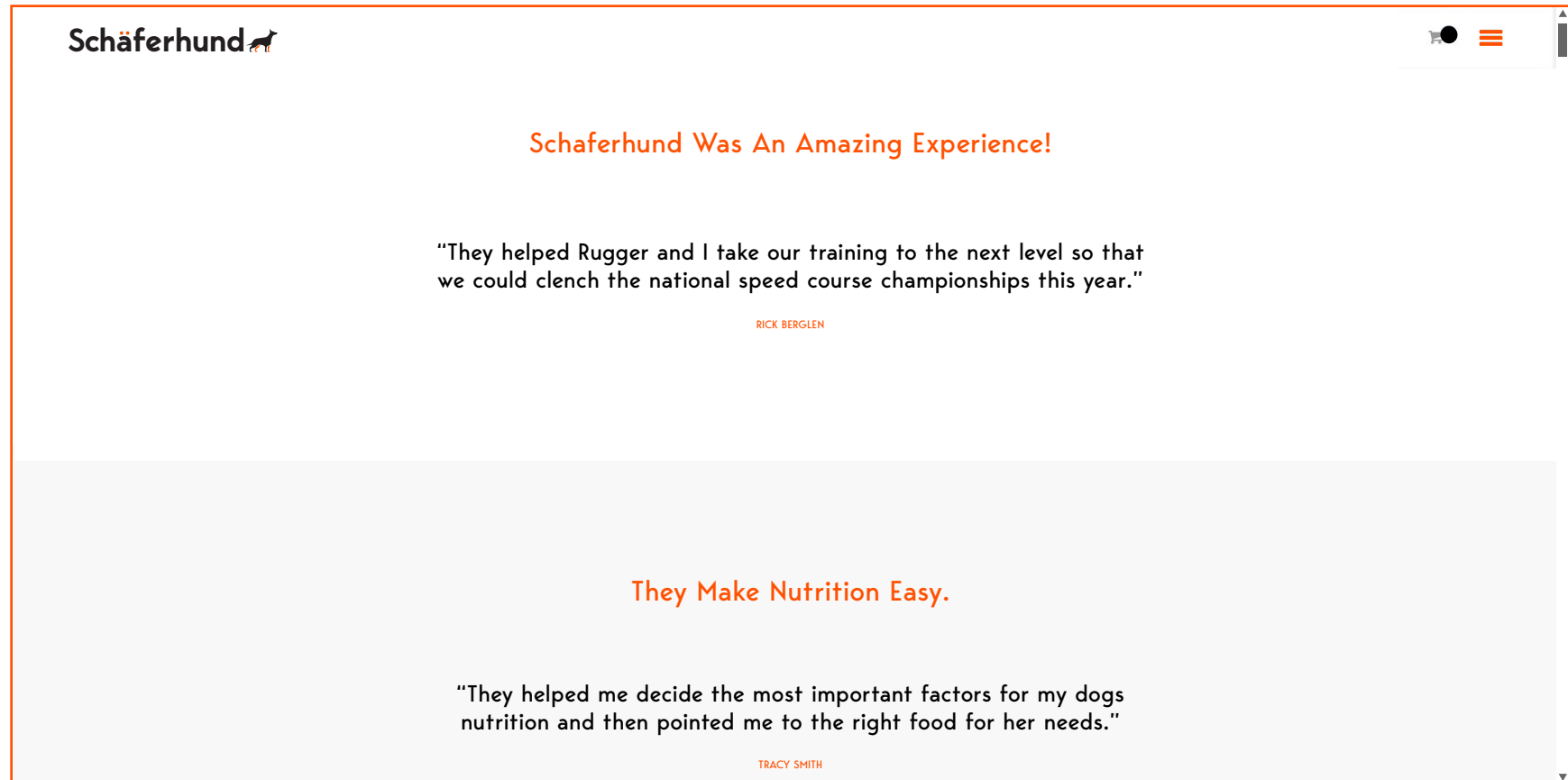
VIDEO

## Awesome Pup With Mad Skills!


# Wireframes & Design Comprehensives

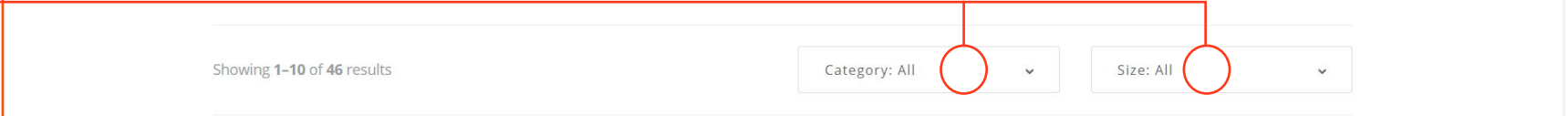


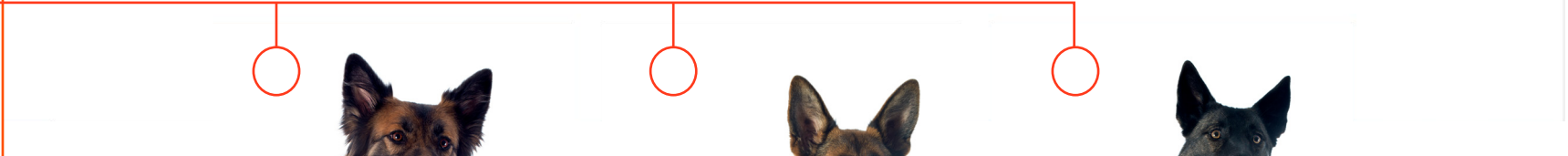




# Storyboard

1. A hero image showing a brown and white speckled dog sitting in the driver's seat of a car. The text "Schäferhund" with a small dog icon is in the top left, and "Adopt Today!" is overlaid in the center. A search icon is in the top right.

2. A filter bar containing the text "Showing 1-10 of 46 results" on the left, and two dropdown menus: "Category: All" and "Size: All".

3. A row of three small image thumbnails, each showing the top of a dog's head. The first is a brown and black dog, the second is a brown dog, and the third is a black dog.

## *Interactions:*

I used minimal interactions so not to distract from the content while still getting the most out of the page. Simple filters and clickable images make the adoption process easy and faster, allowing the dogs to find a home in less time, making for happier puppies. The use of the alternate navigation allows

the site to have expansive images and maximizes the amount of space we are able to use while still allowing the user to cross navigate through the site. This is a sub-page for the services master page that will hold all of the services Schaferhund offers.

### **1.**

Alternate Navigation -

Hamburger side navigation that slides out from the right when the user clicks on the hamburger bars. This element will allow the user to cross navigate through the site and supplements the main navigation.

### **2.**

Filters -

Used to help the user find dogs based on type, size, & coloring. The user just needs to start by selection from the preset categories we have set in the filter. These will then eliminate any dogs not wanted from the gallery allowing the user to find the dog they are looking for faster.

### **3.**

Clickable Images -

The images of the dogs will lead to a hero page about the particular dog. This will have more indepth information about the breed and the particular dog itself. This page is the start for the adoption process and where the user will enter initial information needed.

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