TruBreed

Process Book

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Developing Concepts

It took a great tragedy in my life to help me figure out what I wanted to do. My dog, Buddy, passed away late in January. Everybody's dog means a lot to them. Buddy was the greatest dog I could ever ask for, and having to see him go brought me to tears. As I was driving back to DeKalb from my parents house on a cold night, I thought about many things. Life, One's Purpose, Change. It may had not been the best headspace to be developing design ideas, as I was still very emotional, but the ideas came to my head about reworking my senior concept. I came up with an idea that related directly with what I had just been through. What the concept boiled down to was "What if you could stop your dog from dying". It was going to be an animal health app. A health database that would help users diagnose problems with their dogs.

The Final Revision

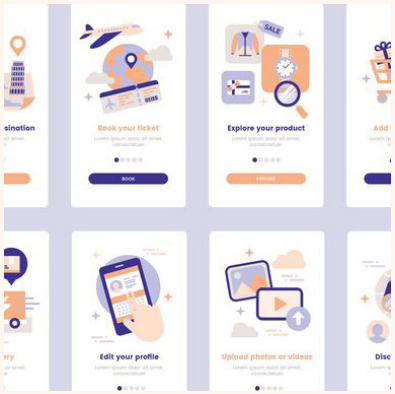
Long story short, I was not going to be able to do a project like that. It was in all likelihood too ambitious for one long-haired design student to tackle. From a multitude of questions that arose from the concept, it was clear that I was not going to be able to take on such a project. It was during a brainstorming session with my professor Ola, and other design students that a new idea came up. A problem that exists in the animal world is that there are breeders who do not care for the well being of their animals and only care about their profit. This is how you get horrible things like Puppy Mills, which care very little for the health and safety of the dogs they are breeding. What if there was a way that people could know who to trust when buying a dog?

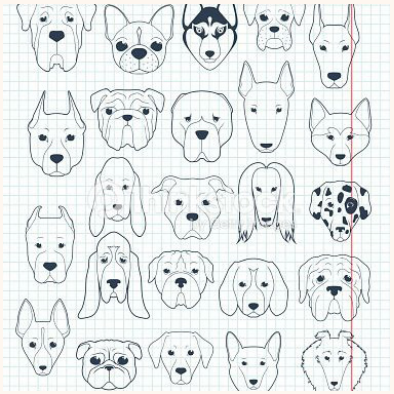
The Proposal

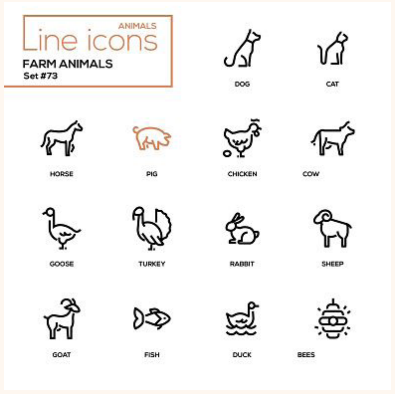
Develop a dog adoption app that verifies dog breeders so dog adopters can know they are getting healthy dogs to take home and care for.

Moodboards

For the moodboards, I was looking alot at different pictograms, color schemes, and sentimental photos to get some inspiration on the logo and the brand.

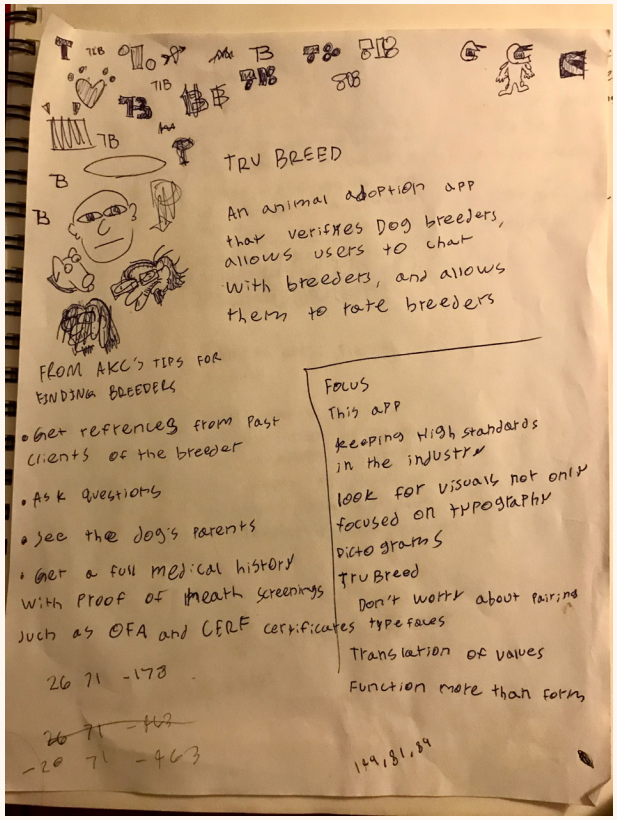


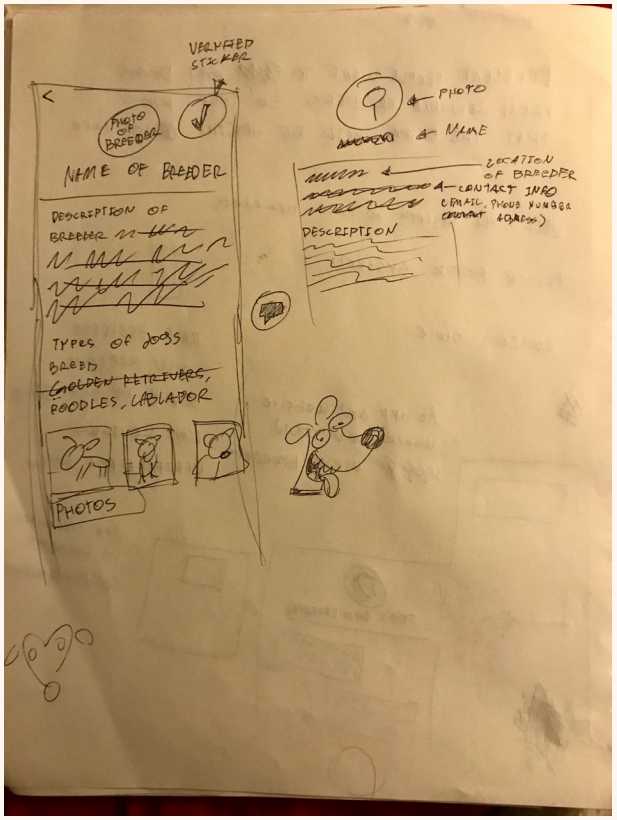




Sketches

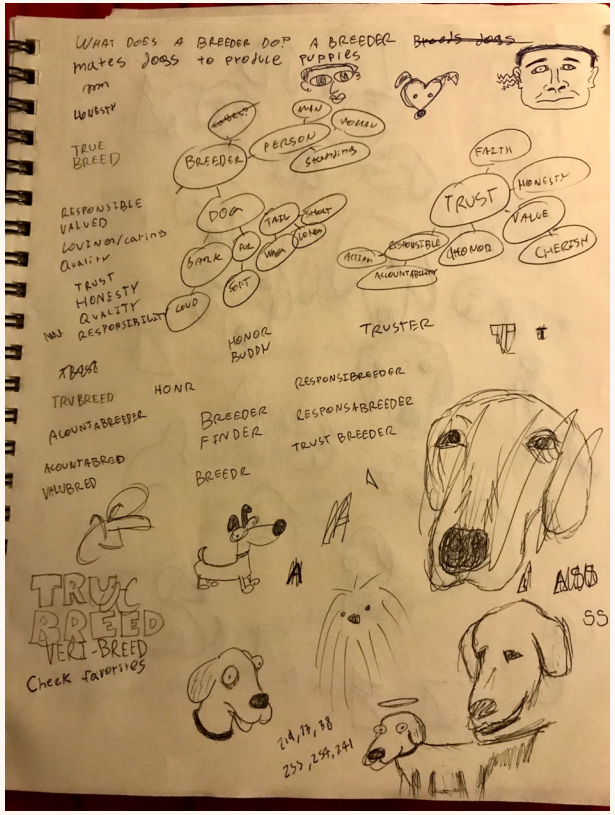
For the early sketches, it was a combination of writing down functions of the apps, and various concepts of the logo and the name of the company. I had created the name TruBreed as a combination of the words True and Breed

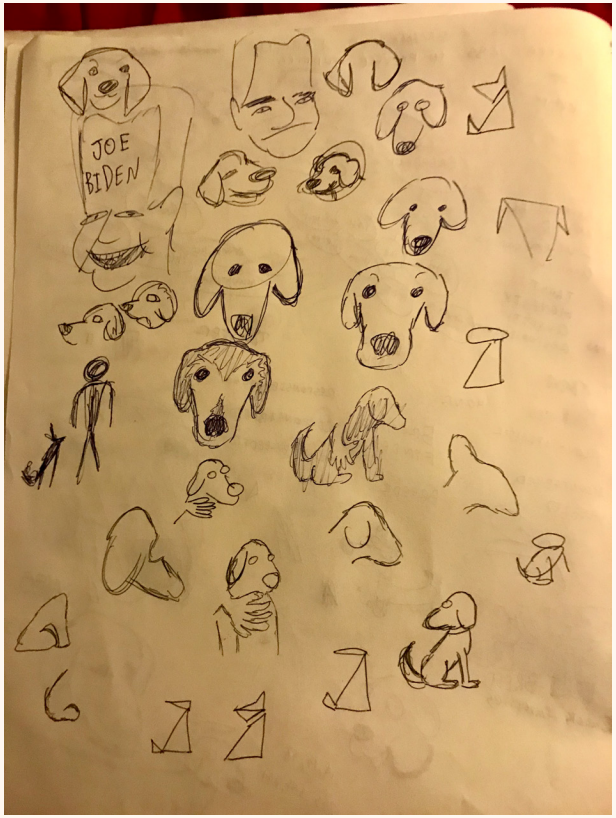




Sketches (cont.)

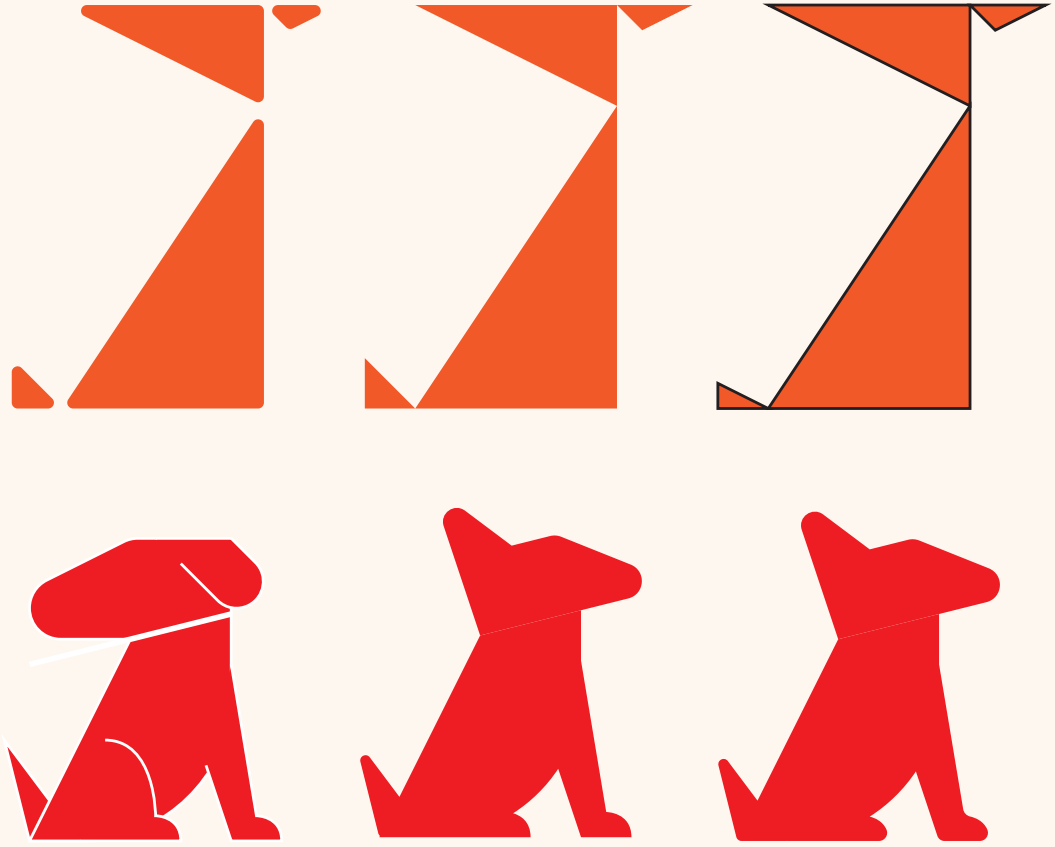
My Sketches can be very scatterbrained sometimes, as I can sometimes draw other random sketches, or doodles if I am at a impasse with concepts. I was working alot with faces of dogs. Most of the sketches are based on my late friend Buddy.





Designing The Logo

While designing the logo, I thought of an idea of having a dog sitting down, which I thought represented the idea of a dog that was loyal and smart. The top design was too conceptual and had absolutly no place in what I wanted TruBreed to be. The bottom design was more towards what I wanted it to be, but I still felt that it was off. It was still a bit to mechanical and stiff. It wasn't organic



Designing The Logo

The next step was to trace a photo of a dog in the same sitting position. This was a step in the right direction. After talking with Ola, she wanted me to expand on more concepts for the logo. And as I was looking at the logo more, I thought about simplifying it more, so that it's details could be more defined on a phone screen as an app badge.

Designing The Logo

I was taking a look at pictogram graphics and logos, and thought that a look like that would be perfect for TruBreed. It was modern, and simple. It was a great fit for a company who's logo was going to be seen mostly on a small phone screen.

The Colors

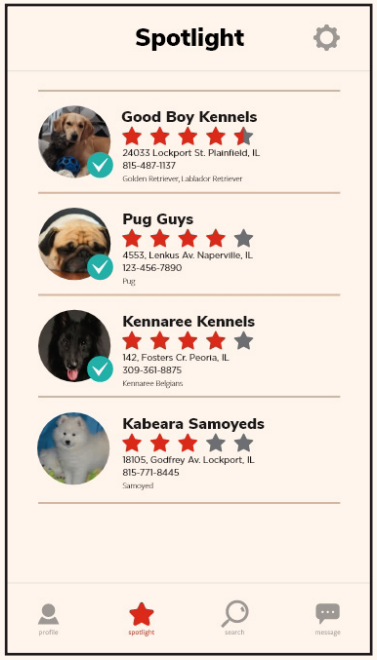
While developing the color scheme I was looking at several different types of color systems and I was looking at some of the more popular ones for app design. After looking at three color scheme wireframe, I thought about doing a complementary color scheme. I used Orange, and Teal because I felt these colors made it look friendly, and modern. I also made the background color a rich creamy biscuit color, as I felt it went well with the other colors.

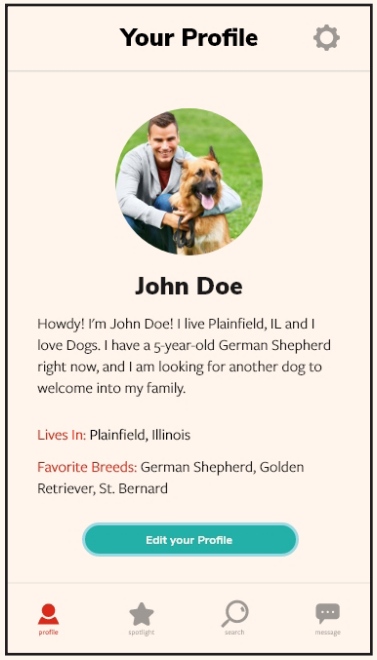
Designing The App

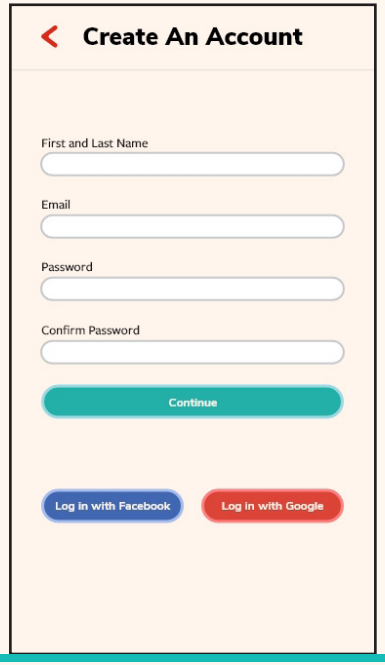
I wanted to make the app look good, as I had only done an app previously in another class but I was very unsatisfied of the result. So with that in mind, I wanted to really nail down how the app looks. I designed a wireframe with the purpose of working with colors, and to act like a stepping stone for the rest of the elements. It was a little rough but it was good to quickly understand what everything was going to look and feel like.

Designing The App (cont.)

One of the things I wish I could have done but couldn't due to time constraints, and the pandemic was doing user testing. I believe what I designed would be easy to use for users to complete their user goals, there is no way to tell for sure unless I can arrange that.







In Conclusion

In my opinion, I think I was able to get to build an appropriate brand around my concept. It has been extremely tough these past couple of weeks trying to balance an increased work load, and dealing with working from home. I don't want to make excuses for myself as I think I got to an acceptable conclusion to the project, but I do wish that this quarantine situation never happened. Would my project had finished any better? Maybe, but there isn't any use in complaining about it now. All-in-all, I would say I am satisfied with the end products