



Creative Brief: Client Name

Client: Pet Rescue

Project: “Where’s Fluffy?” Smartphone App

Date: June 8, 2012

Document Version: 1.0

Project Team: Who will be working on this project?

Pet Rescue

Chief Officer: Officer Joe Flynn

Lost Pet Investigator: Detective Olivia Benson

Veterinarian: Dr. Kelly Smith

Vanguard Direct

Account Director: Dana Farbo

Project Manager: Nomi Kaplan

Creative Director: Thomas Miller

Developer: Xan Gentile

Assignment: What’s our deliverable?

Vanguard Direct will develop a smartphone app to help pet owner find their lost pets.

Program Background: What is the history of this client/site/business and the objective supporting this assignment?

Pet Rescue’s objective is to help pet owners keep their animals safe. When a dog or cat goes missing, Pet Rescue helps distribute information to the community and runs a search committee to help find the lost animals and return them safely to their owners. Pet Rescue wants to develop an app that will provide pet owners with a tool to help them find lost pets.

Objective(s): What is our purpose? What are we trying to accomplish with this assignment?

To help pet owners find lost pets.



Target Audience, Demographics/ Psychographics: Who are we communicating to? What do we know about the target?

Primary Target: Owners of Lost Pets

If a dog or cat goes missing, pet owners will do everything they can to find their pets.

Pet owners who have lost their pets are typically distressed, upset and worried. How can this app help them when they're in need?

Secondary Target: Local Communities and Animal Lovers

We also want to attract the local community and animal lovers who are willing to help pet owners find lost animals.

Opportunity: Based on the competitive marketplace, what presents itself as an opportunity? How will this app add value to the brand?

When pet owners lose their pets, they typically post flyers around the neighborhood, ask neighbors and friends in the local community, and notify Pet Rescue. There is an opportunity to provide them with a better and easier way to reach out to their local community for help. We also have the opportunity to create a caring and supportive community for lost pets—not only to help find them, but to console the upset pet owners.

Tone and Manner: What adjectives would you use to describe the product/service? What are its attributes?

Helpful, simple, friendly, sympathetic.

Work Scope: What is needed for this project?

Functional Specification Document (FSD) with wireframes detailing how the app will work and what content/functionality is required for each screen.

Design a user interface for each screen including

- Pet Profile Entry Screen
- Lost Pet Bulletin Board
 - List View
 - Map View
- Pet Profile Summary



Development: Program a mobile app for Android that includes the functionality and designs described in the Functional Specifications Document.

Testing: Test apps across all supported mobile devices and ensure that functionality works as described in FSD.

Content and Functionality: What content will be included in the app? What is the required functionality?

Create a “Lost Pet” Profile

- Photo
- Name
- Lost: Date and location
- Pet Profile (animal type, breed, favorite treats, etc.)
- Owner’s Address, Phone Number & Email
- Reward

Post to “Lost Pet Bulletin Board”

- Lists lost pets by location
- Notifies users in the area
- View “Lost Pets” listing in-app
 - o List View
 - o Map View

View “Pet Profile”

- Contact pet owner via phone, email or in-app message
 - Report a pet “Found”
 - o Tag location found/seen
 - o Message is automatically sent to owner
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Platform Accessibility: What mobile platforms are we optimizing for?

Android Smartphones, iPhone, iPod Touch

Creative Considerations/ Mandatory Requirements: What should be considered when developing and creating this piece?

- How can this app help people find their lost pets faster?
- How can we build a community to support owners of lost pets?