



# Pawlicious Plates

## DESIGN BRIEF

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# ABOUT PAWLICIOUS

Our mission is to provide a platform where pet owners can discover, create, and share nutritious homemade meals and snacks tailored specifically for their dogs, using only the freshest and most natural ingredients.





# EXPECTATIONS

EXCEPTIONS



Design concept – create an innovative app to revolutionise the way we treat our furry friends.

Design logo - Our logo embodies the essence of Pawlicious Plates. Picture a playful pup with a hat, surrounded by paws, colourful fruits, veggies, and grains.

The tagline "Tail-Wagging Taste, Naturally Made" encapsulates our commitment to providing wholesome meals for our four-legged friends. The colour palette reflects nature's bounty, with vibrant greens, warm yellows, and earthy browns.

# APP FEATURES

- 1.Recipe Repository:** Explore a wide range of vet-approved recipes, customizable based on dietary preferences, allergies, and nutritional needs.
- 2.Custom Meal Planner:** Tailor meals precisely to your dog's requirements by inputting age, weight, activity level, and dietary restrictions for personalised recommendations.
- 3.Ingredient Tracker:** Easily manage supplies, create shopping lists, and receive alerts for low stock. Discover new ingredients to enhance your pet's meals.
- 4.Community Sharing:** Engage with a community of pet lovers, share recipes, and exchange tips. Participate in forums, challenges, and showcase your pet's favourite dishes.
- 5.Nutritional Insights:** Gain valuable nutritional information for each recipe, including calorie count, protein levels, and essential vitamins, ensuring your pet's health.
- 6.Safety Guidelines:** Stay informed about food safety practices, portion sizes, and potential hazards. Access guides on handling raw ingredients and cooking methods for your pet's safety.

**Pawlicious Plates is designed for dog owners who prioritise their pet's health and well-being. Our audience consists of conscientious pet parents who seek transparency in pet food ingredients and are passionate about providing their dogs with nutritious, homemade meals.**

## **TARGET AUDIENCE**





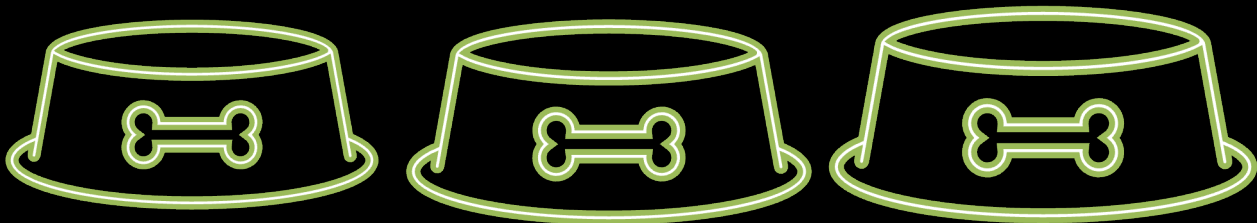
**At Pawlicious Plates, we believe that every dog deserves to enjoy wholesome, delicious meals made with love and care. Our app empowers pet owners to take control of their dog's diet, offering a convenient and sustainable alternative to commercial pet food.**

**Join us in celebrating the joy of cooking for our furry companions and unlock a world of tail-wagging taste sensations with Pawlicious Plates.**

# **WHY PAWLICIOUS?**



**We look forward to  
receiving your design  
and wish you the  
best of luck.**



**THANK YOU FOR  
YOUR INTEREST IN  
PAWLICIOUS  
PLATES**

