

Kibli

USABILITY TESTS & ITERATIONS

VISUAL IDENTITY & UI LIBRARY

MOBILE APP & WEB DESIGN



Kibbl

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Kibl

usability tests and iterations

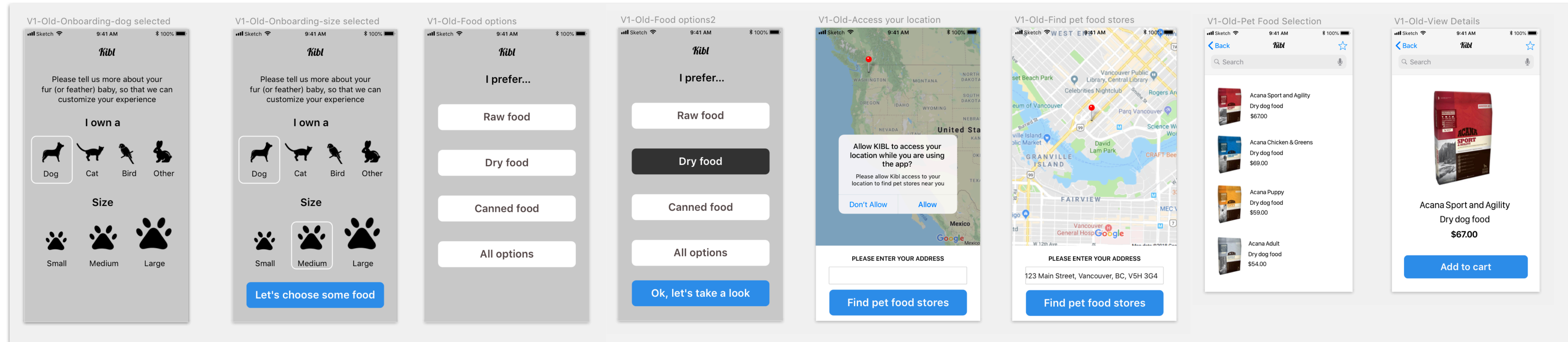
For the full 16-page document containing the User Test Script, background questions, scenarios, tasks, each user's insights, synthesis from each round of testing and the full sessions output document, please refer to the the attached document, titled:

Kibl-UsabilityTesting-and-SessionOutputDocument.pdf



FIRST ROUND OF TESTING

Screens tested

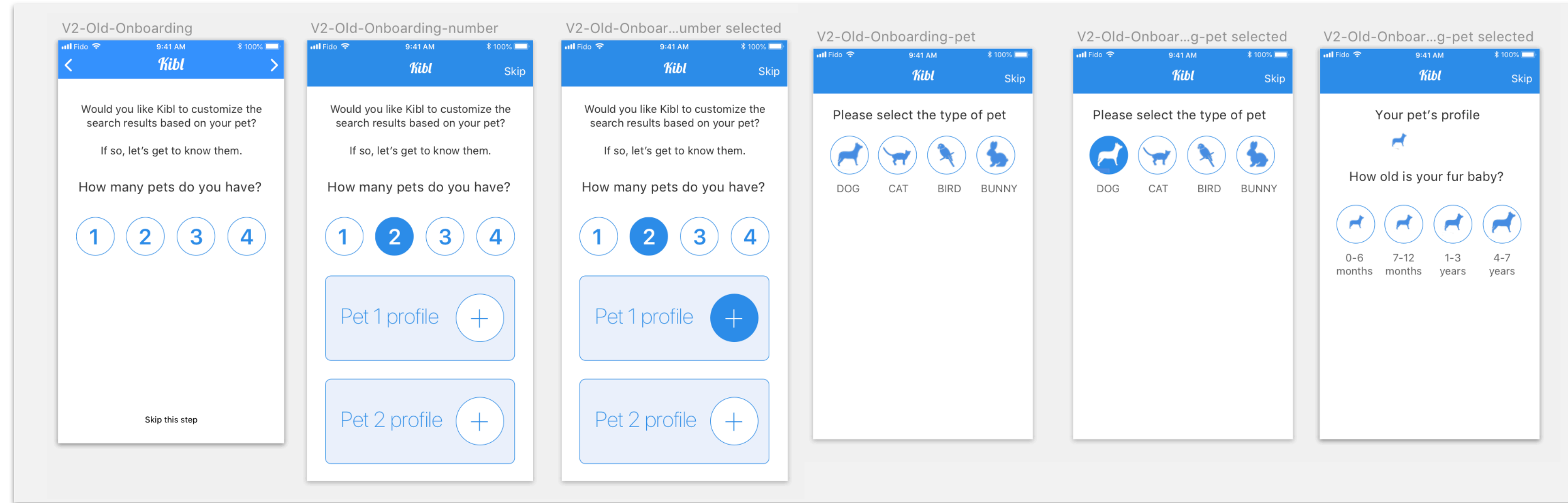


Synthesis

The general consensus was that more categories should be added (dog, cat, bird, fish, reptile, snake, other small animal). Also, to allow the user to select (onboard) multiple pets as they go, without having to redo the whole process all over again. Finally, provide more options during the onboarding (age of the pet, personality) and more options for the food selector page.

SECOND ROUND OF TESTING

Screens tested

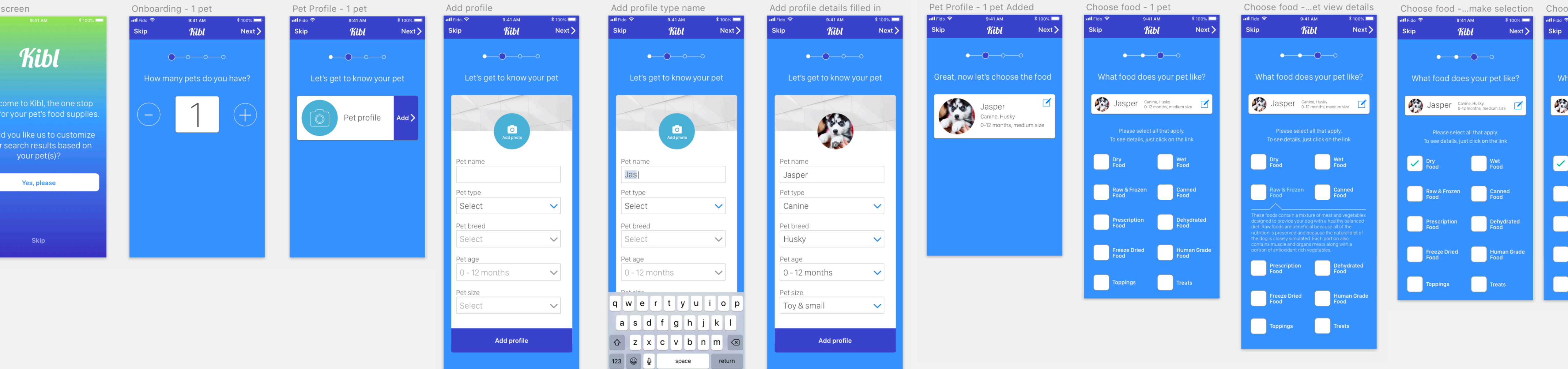


Synthesis

Again, add more categories beyond the cat, dog, bird or other, and allow for more than 4 pets to be onboarded - just leave it to the user as to how many pets they would like to onboard. Create a way the user can select 1 or 20 pets, without complicating the process in any way. Have more info regarding what fields will be asked to be completed in the profile of each pet. Increase the contrast a little bit and make better use of the negative step. Leave it up to the user to move to the next step, instead of just having the fields appear out of nowhere.

THIRD ROUND OF TESTING

Screens tested



Synthesis

Users loved the overall design and the functionality of the app. They found the design very pleasing, especially the pet selector part, which most thought it was very intuitive. Some have expressed the preference to have the button on the home page moved closer to the bottom, as well as the Skip and Next links, so that they could complete the tasks with only one hand. Most users would not have onboarded more than 3 pets, but they all really liked the pet number selector widget. "Pet age" the range from 0 - 12 months, 1 - 7 years might not be the same for each type of animal, and owners prefer to feed their pets different diets every 3 months in the pet's first year of living. Overall, he thought it had great readability ("incredibly readable"!) and awesome colours.

SESSIONS OUTPUT DOCUMENT

SYNTHESIS FROM THE FIRST ROUND OF TESTING:

The general consensus was that more categories should be added (dog, cat, bird, fish, reptile, snake, other small animal). Also, to allow the user to select (onboard) multiple pets as they go, without having to redo the whole process all over again. Finally, provide more options during the onboarding (age of the pet, personality) and more options for the food selector page.

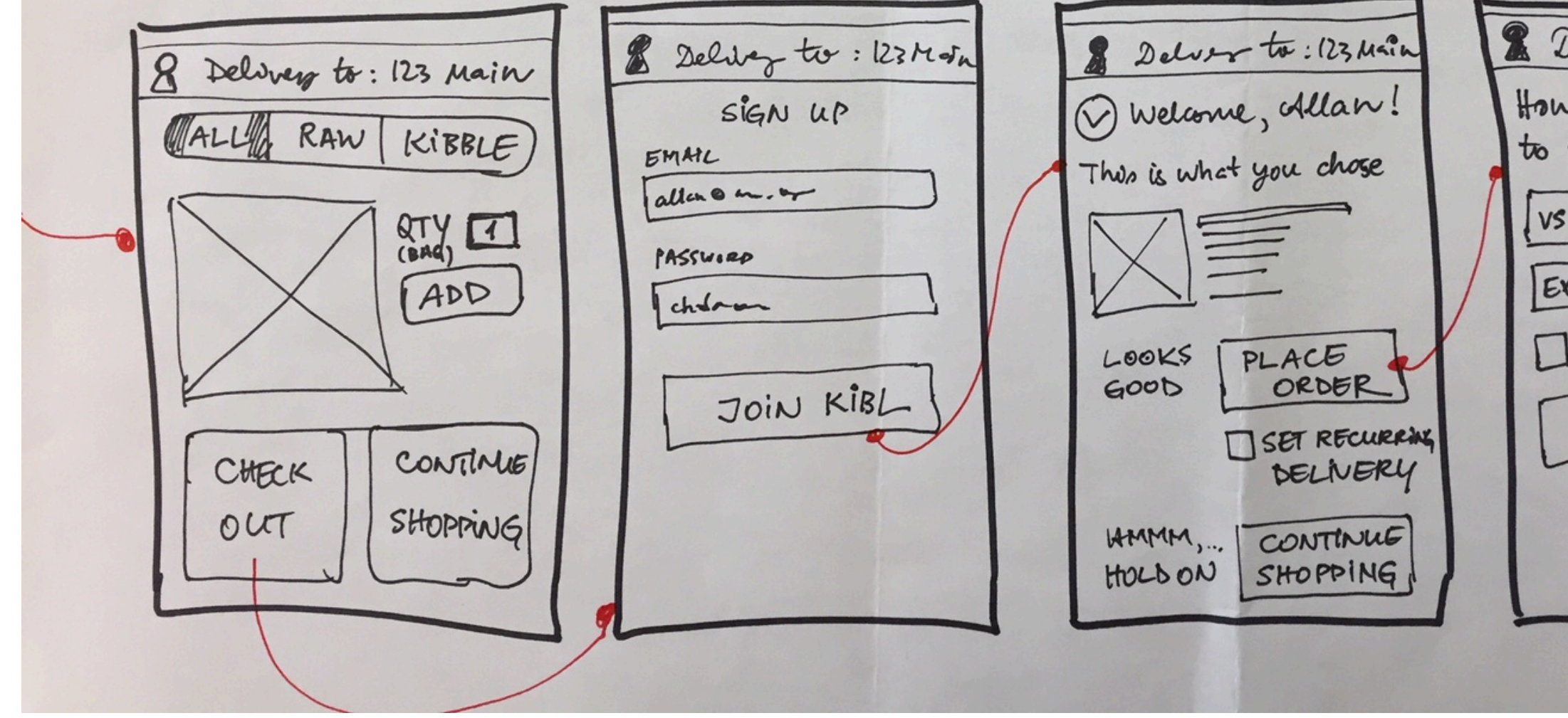
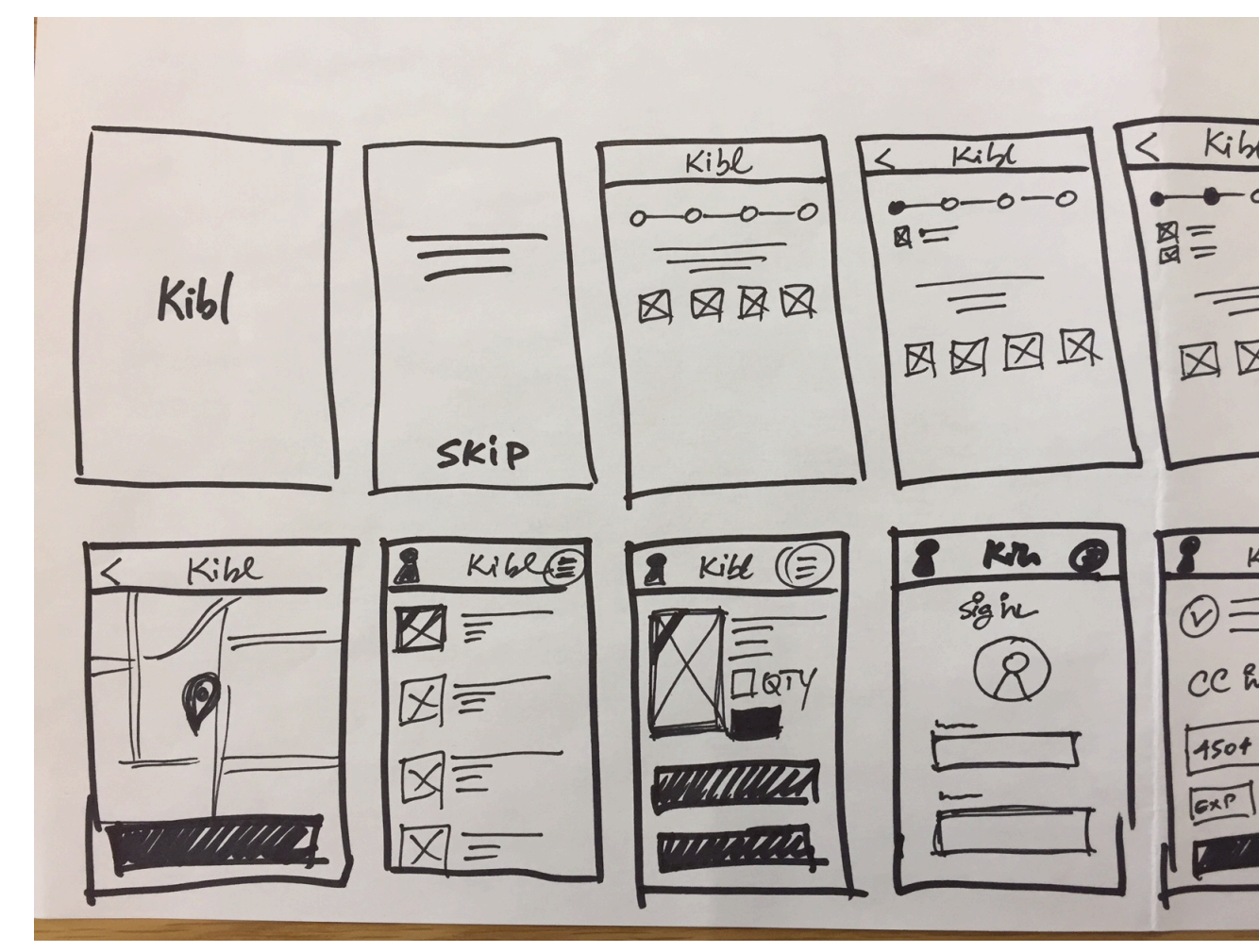
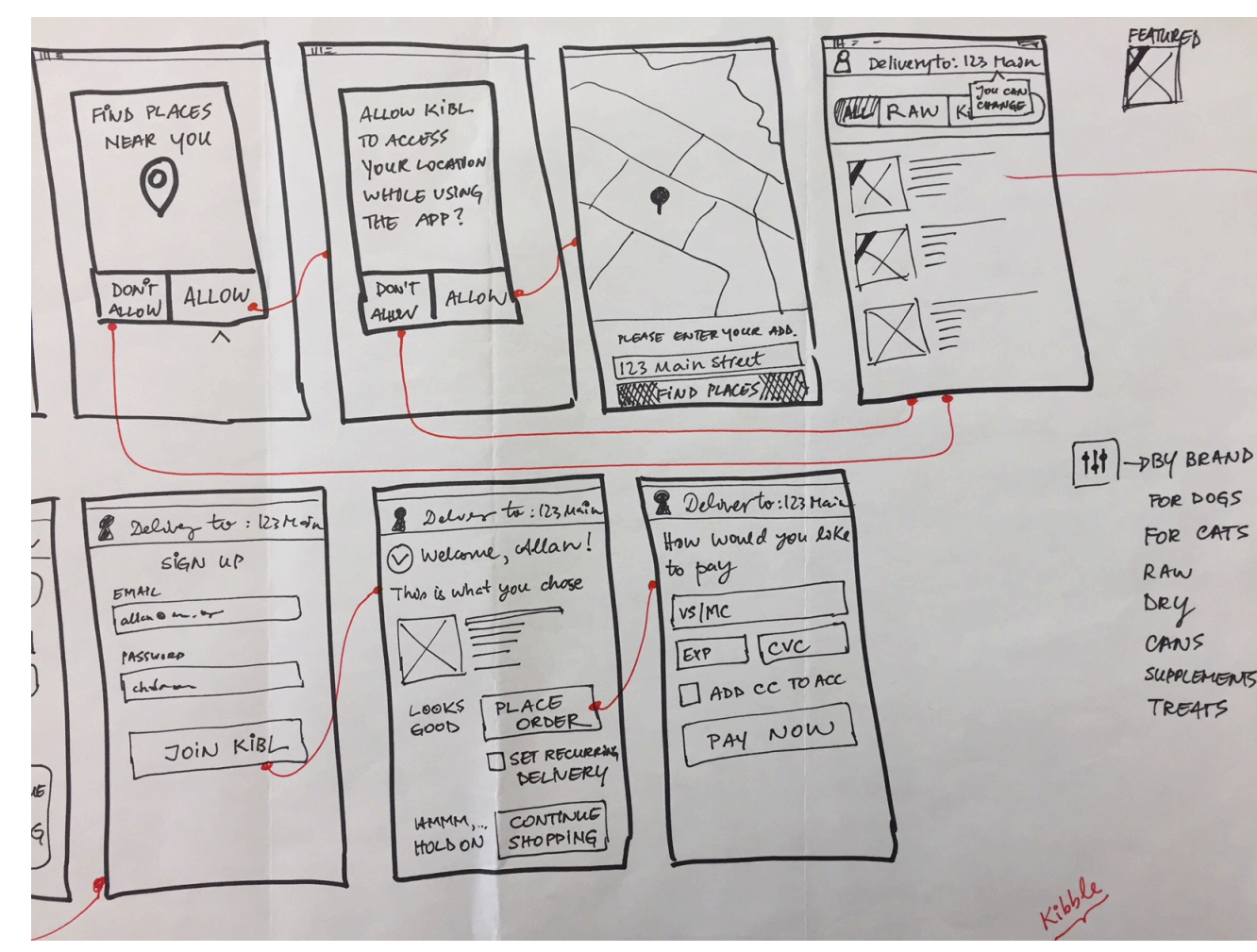
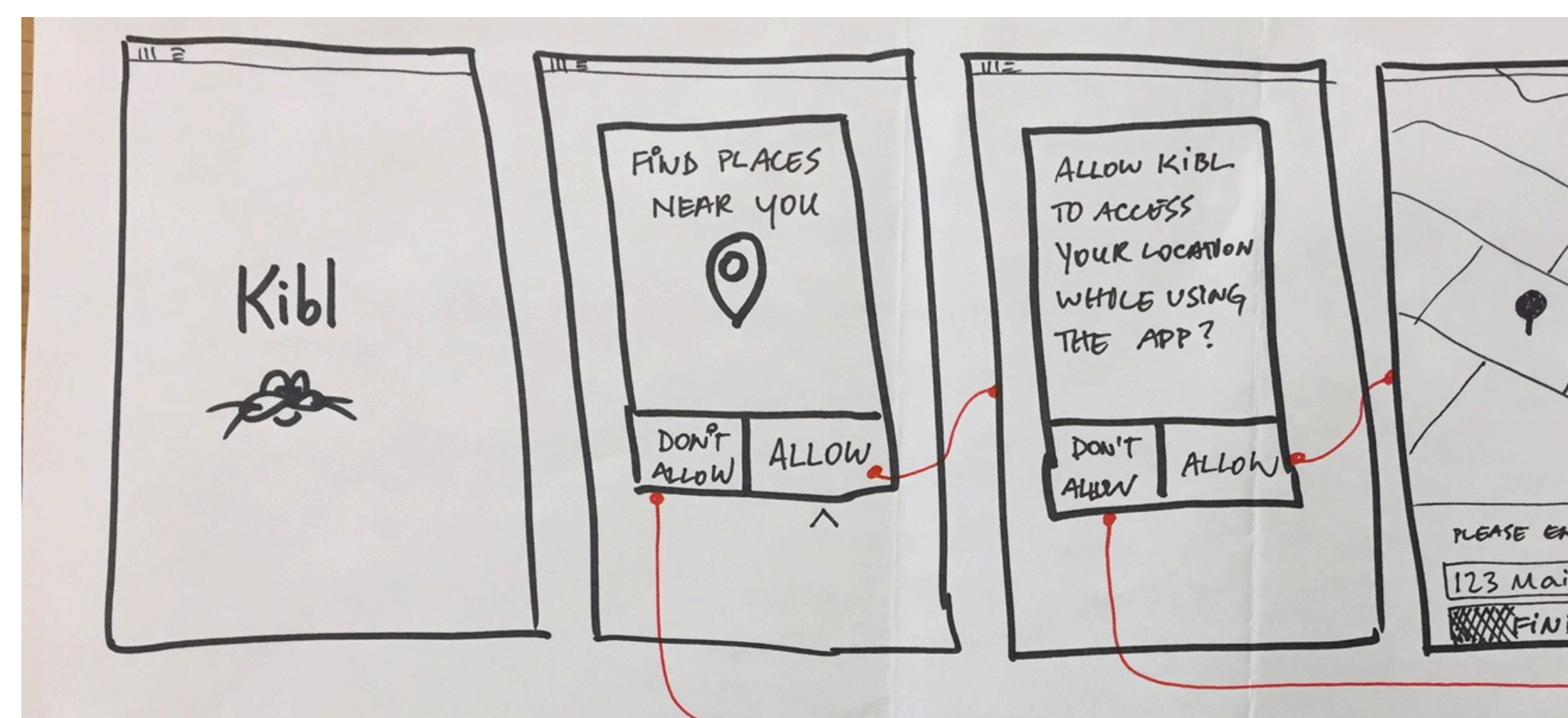
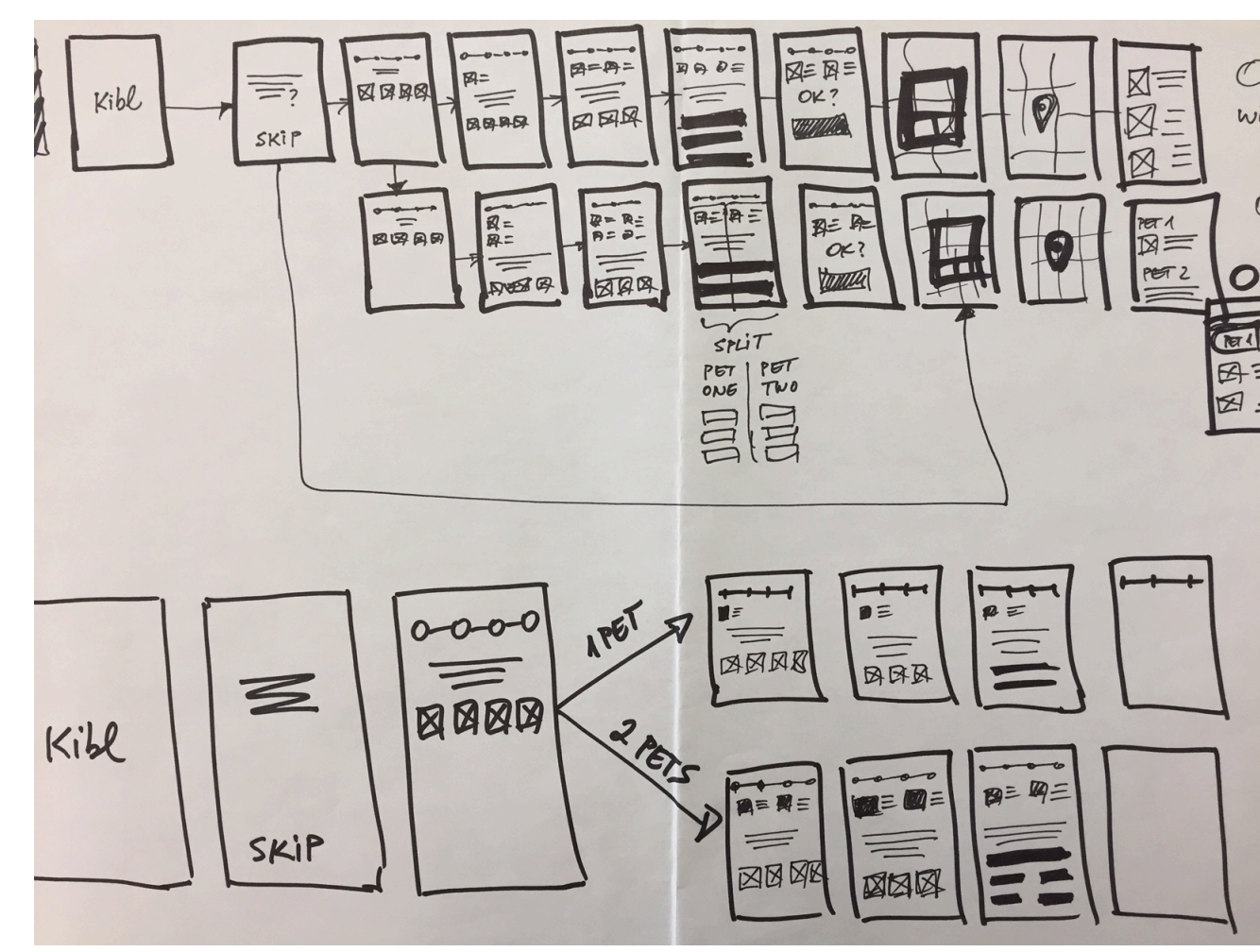
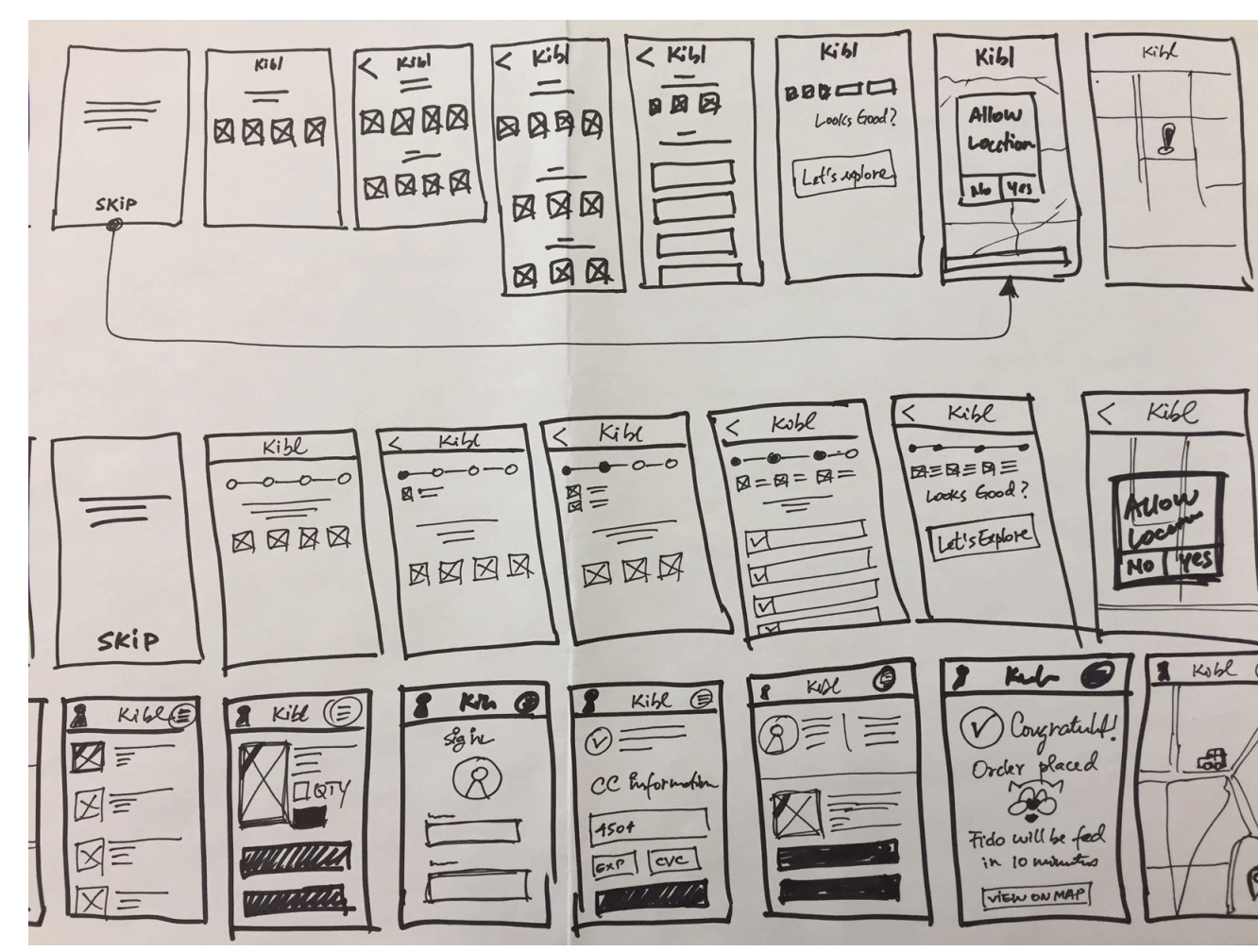
SYNTHESIS FROM THE SECOND ROUND OF TESTING:

Again, add more categories beyond the cat, dog, bird or other, and allow for more than 4 pets to be onboarded - just leave it to the user as to how many pets they would like to onboard. Create a way the user can select 1 or 20 pets, without complicating the process in any way. Have more info regarding what fields will be asked to be completed in the profile of each pet. Increase the contrast a little bit and make better use of the negative step. Leave it up to the user to move to the next step, instead of just having the fields appear out of nowhere.

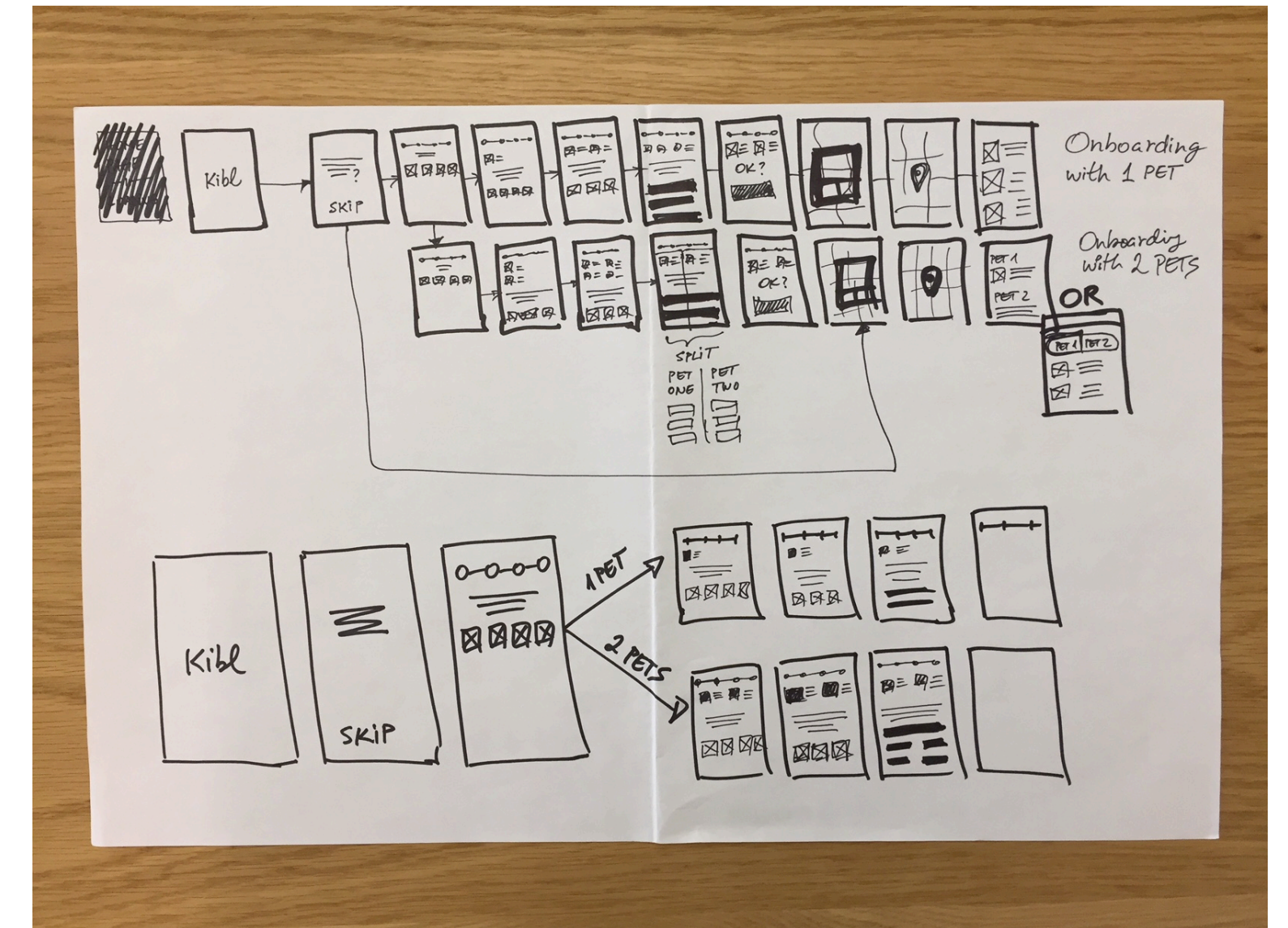
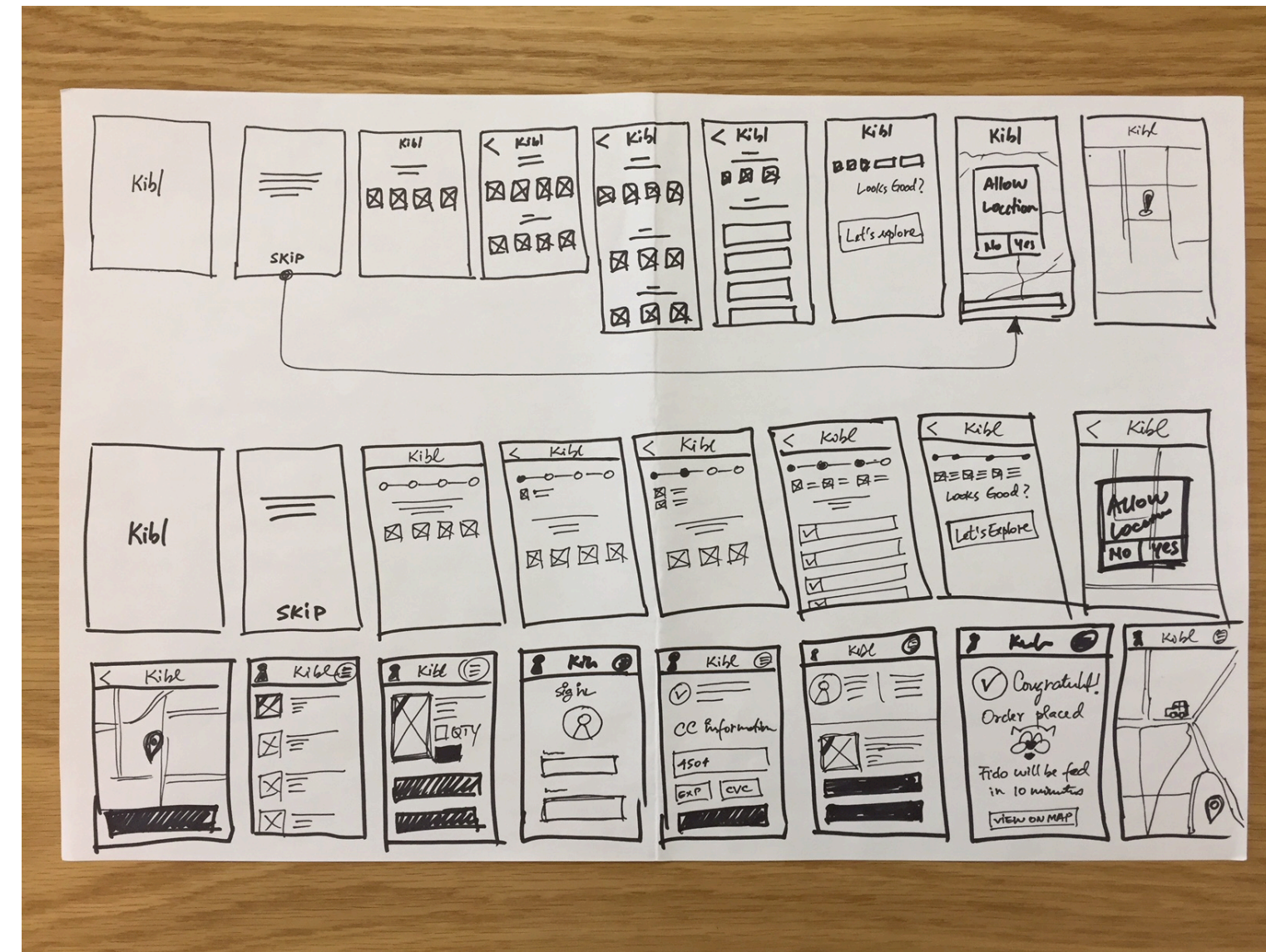
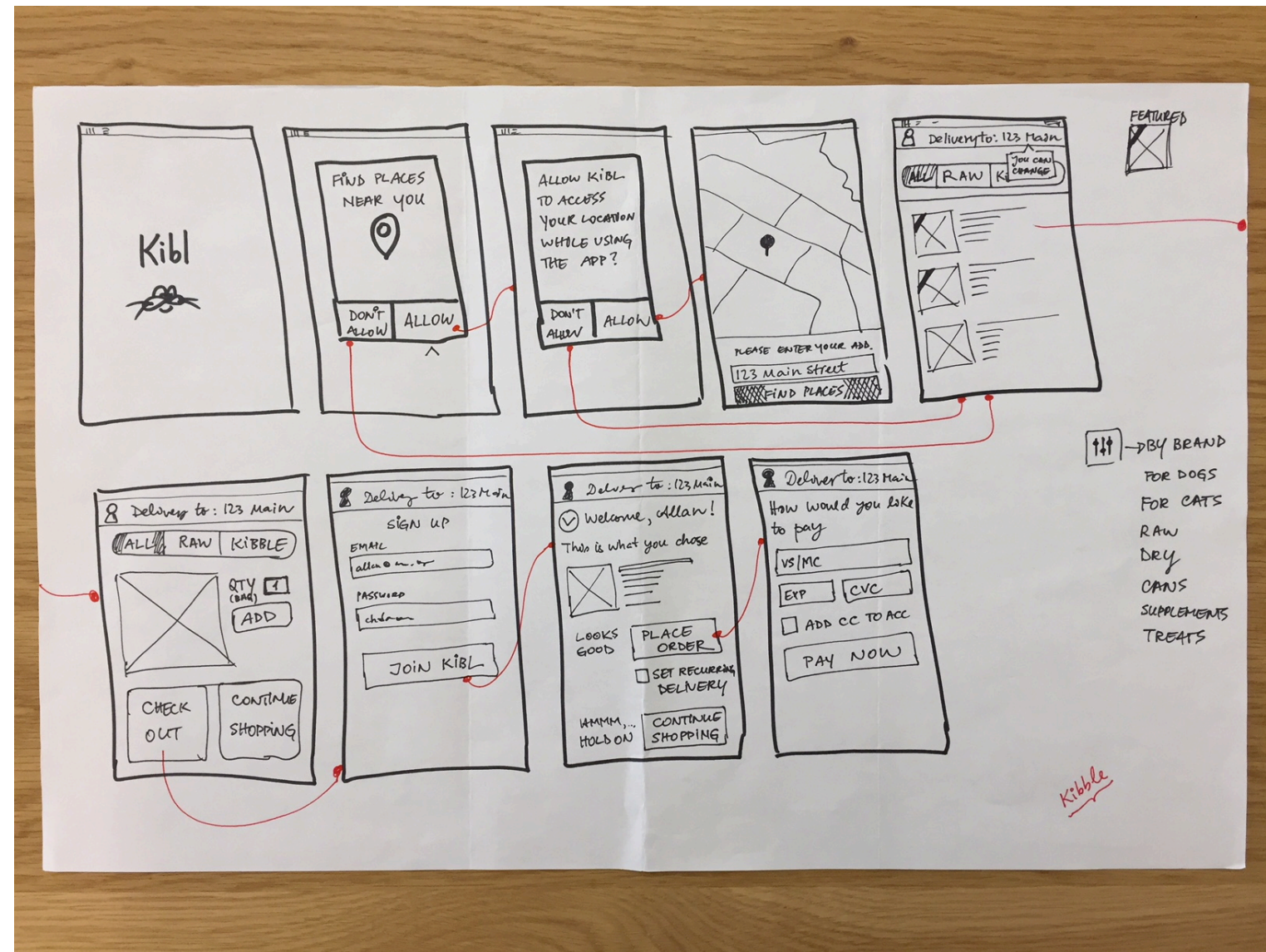
SYNTHESIS FROM THE THIRD ROUND OF TESTING:

Users loved the overall design and the functionality of the app. They found the design very pleasing, especially the pet selector part, which most thought it was very intuitive. Some have expressed the preference to have the button on the home page moved closer to the bottom, as well as the Skip and Next links, so that they could complete the tasks with only one hand. Most users would not have onboarded more than 3 pets, but they all really liked the pet number selector widget. "Pet age" the range from 0 - 12 months, 1 - 7 years might not be the same for each type of animal, and owners prefer to feed their pets different diets every 3 months in the pet's first year of living. Overall, they thought it had great readability ("incredibly readable"!) and awesome colours.

USER FLOW & INTERACTION SKETCHES



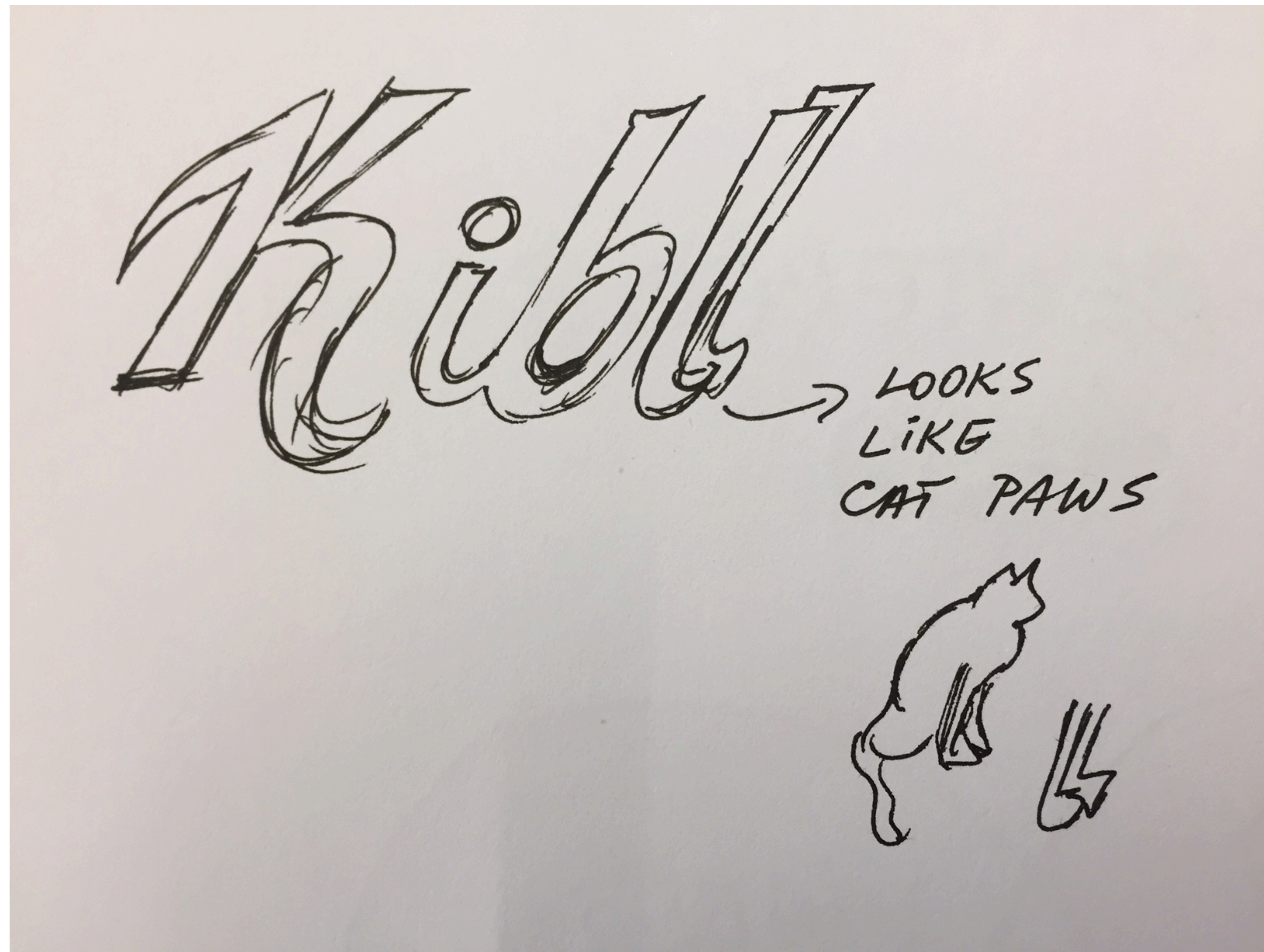
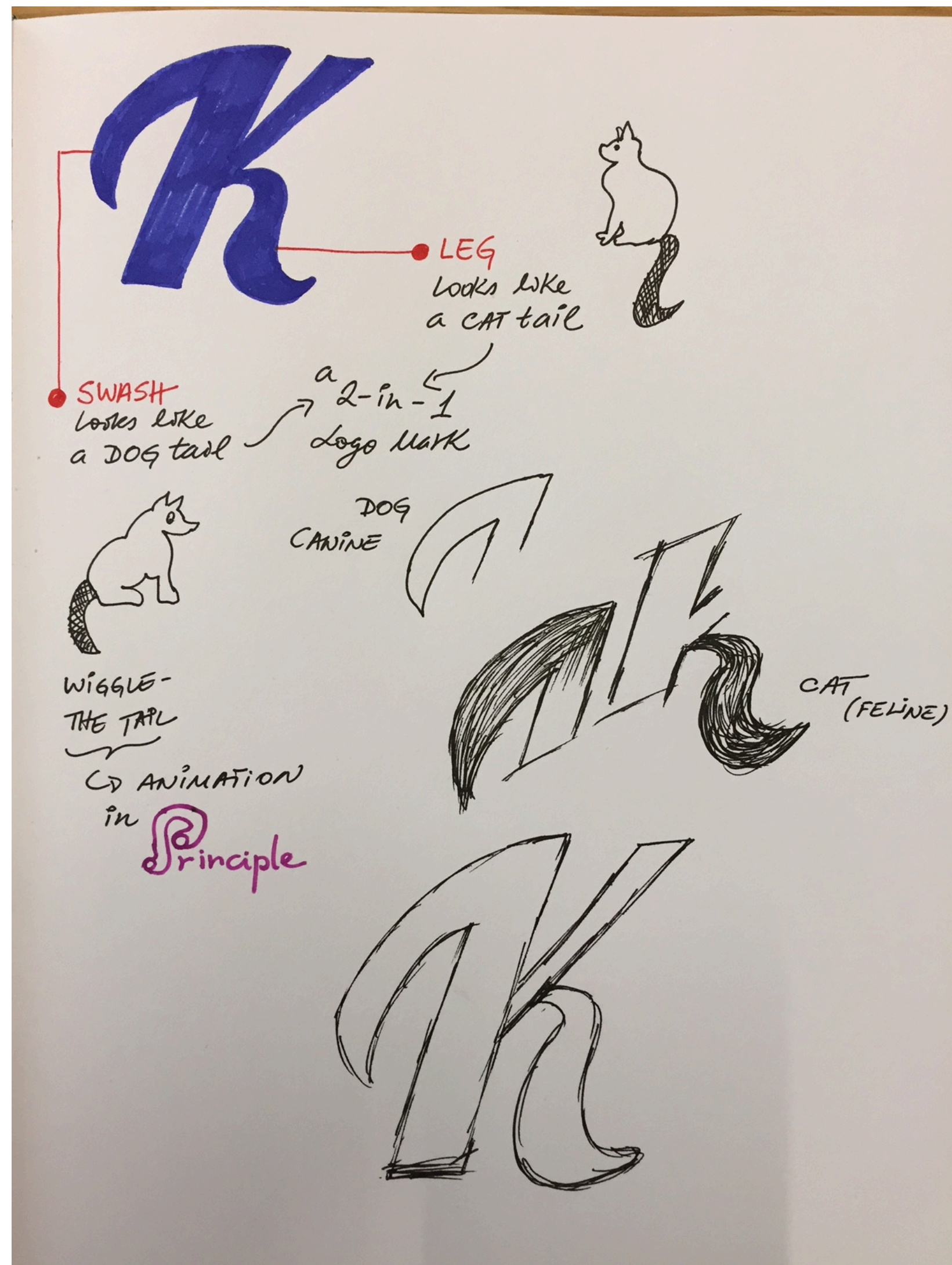
USER FLOW & INTERACTION SKETCHES



Kibl

visual identity





LOGO ITERATIONS

Names considered

kibble

wiggle

wigl

Kibowl

Typefaces considered

kibl

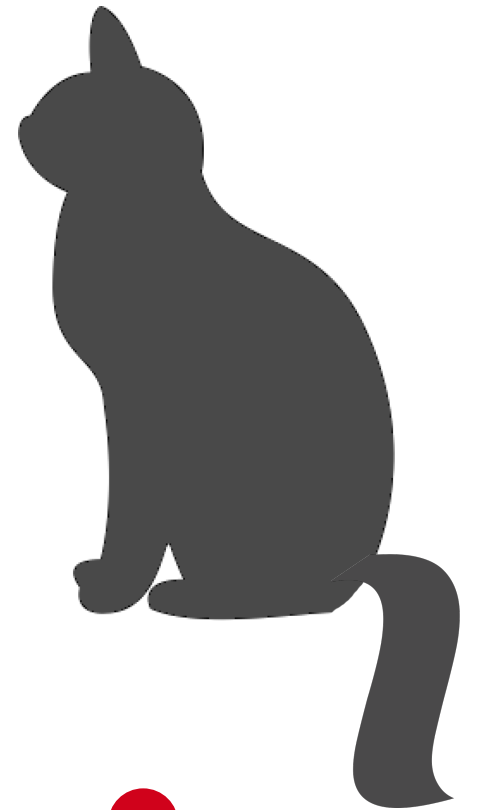
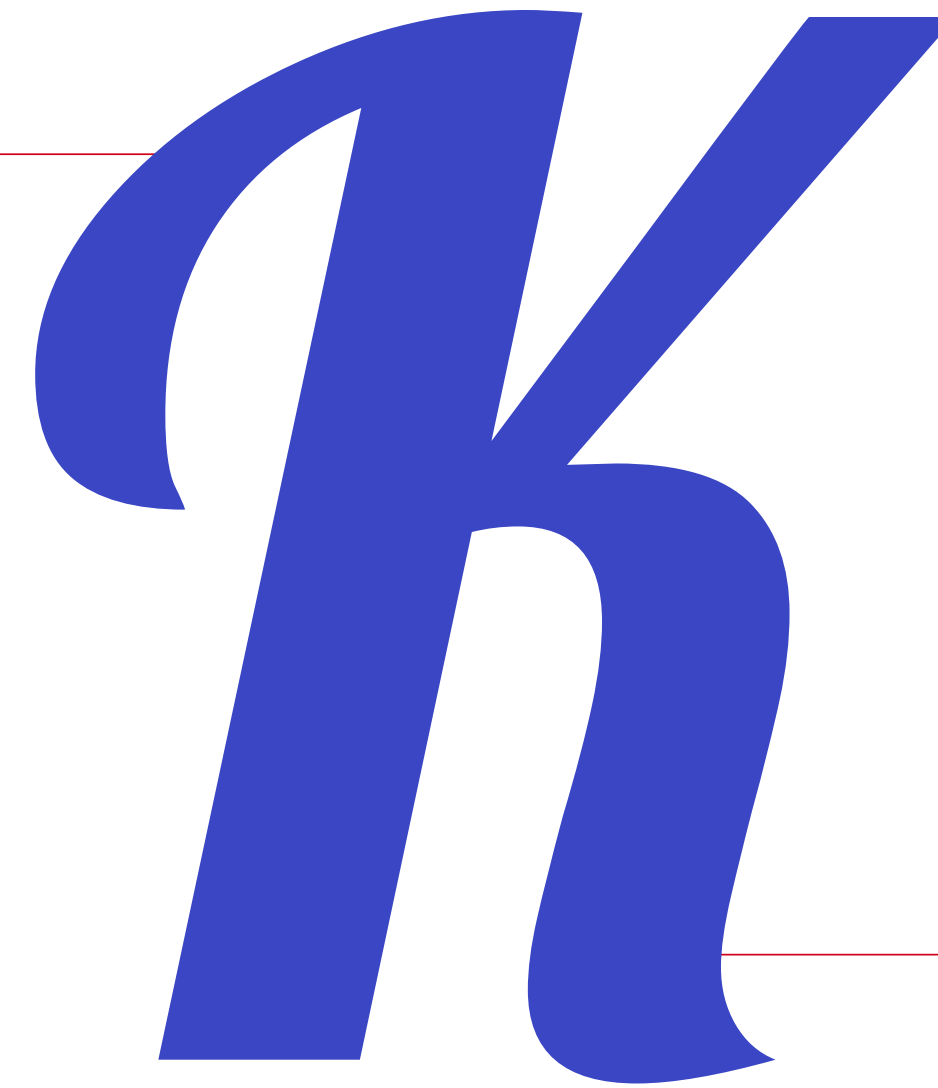
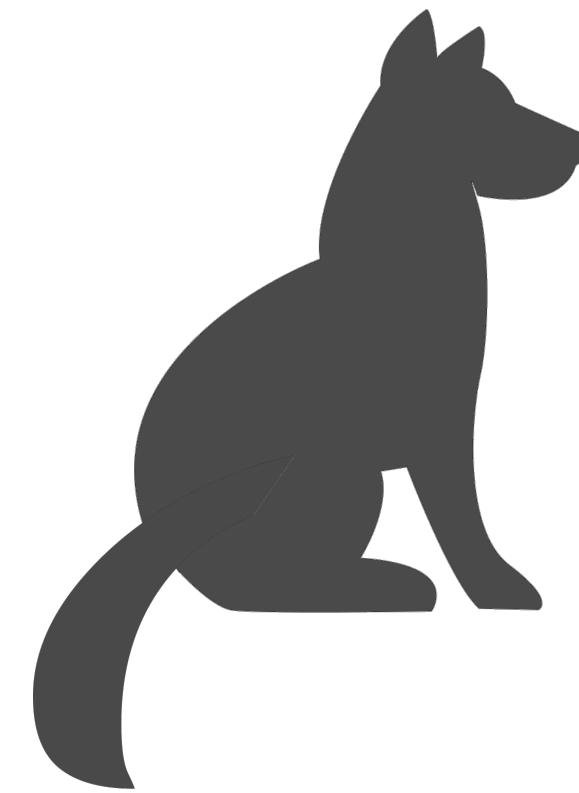
kibble

Kibl

kibl

Further considerations

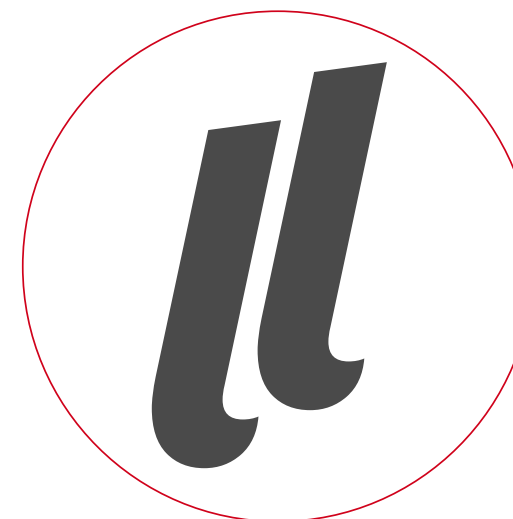
the **swash** is reminiscent of a dog tail



the **leg** is reminiscent of a cat tail

Kibl

this space created between the letter **K** and the **i** also looks like a tail



the **"l"** in *Kibl* looks like cat leg & paws

Kibbl

user interface library



TYPOGRAPHY

Main text

H1 Gray - SF Compact Display, Thin, 24pt, left align, #4A4A4A

H1 Light Gray - SF Compact Display, Thin, 24pt, left align, #9B9B9B

H1 White - SF Compact Display, Light, 24pt, center align, #ffffff

Form labels and text

Form label - SF Compact Display, Thin, 20pt, left align, #666666

H2 - SF Pro Display, Semibold, 18pt, center align, #ACACAC

H3 - SF Compact Display, Light, 16pt, center align, #ffffff

H3 - SF Compact Display, Medium, 16pt, center align, #ffffff

H3 - SF Compact Display, Thin, 16pt, left align, #4a4a4a

Helper text

H4 - SF Compact Display, Thin, 14pt, left align, #ffffff

Profile Card - SF Compact Display, Thin, 12pt, #4a4a4a

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

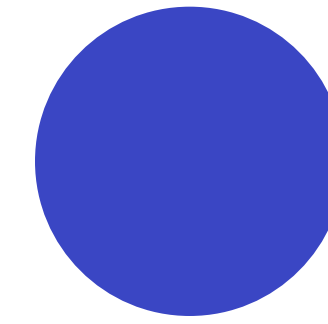
The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

COLOURS

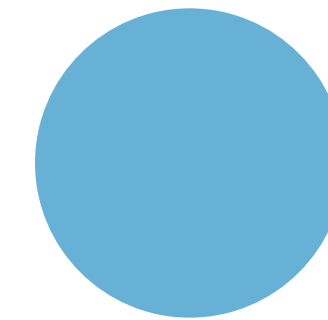
Main colours



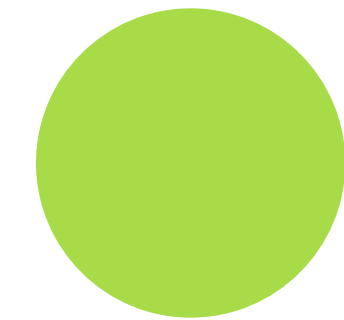
#3A46C4



#4F93F5

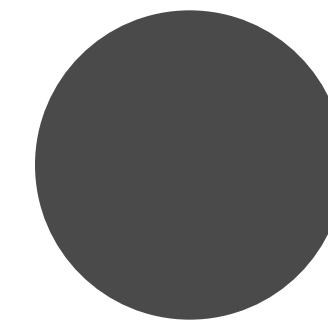


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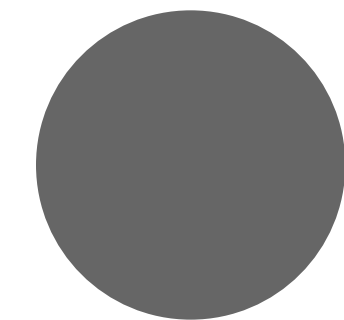


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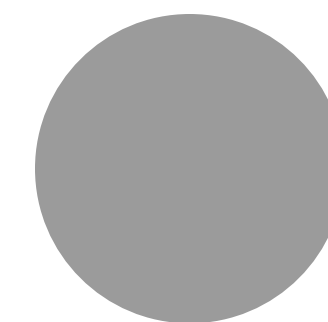
Secondary colours



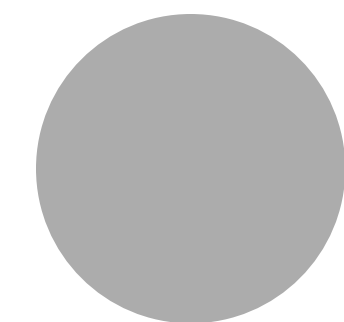
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#666666



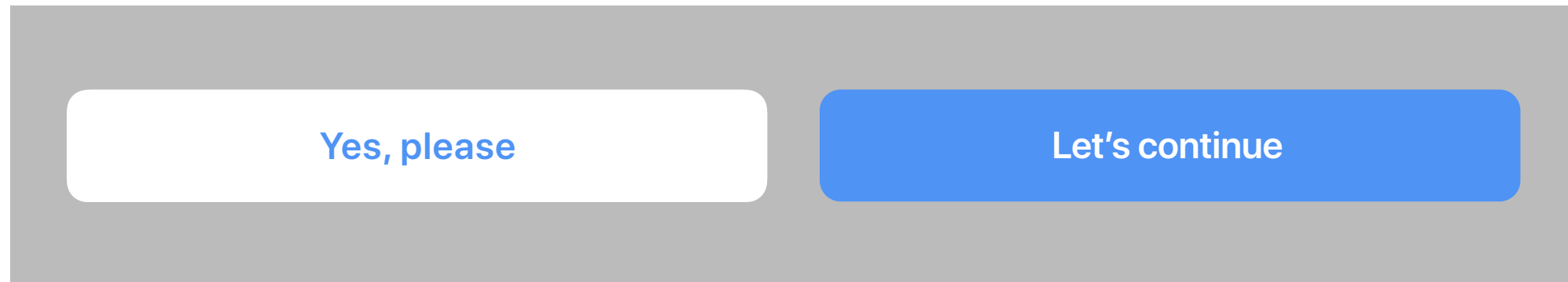
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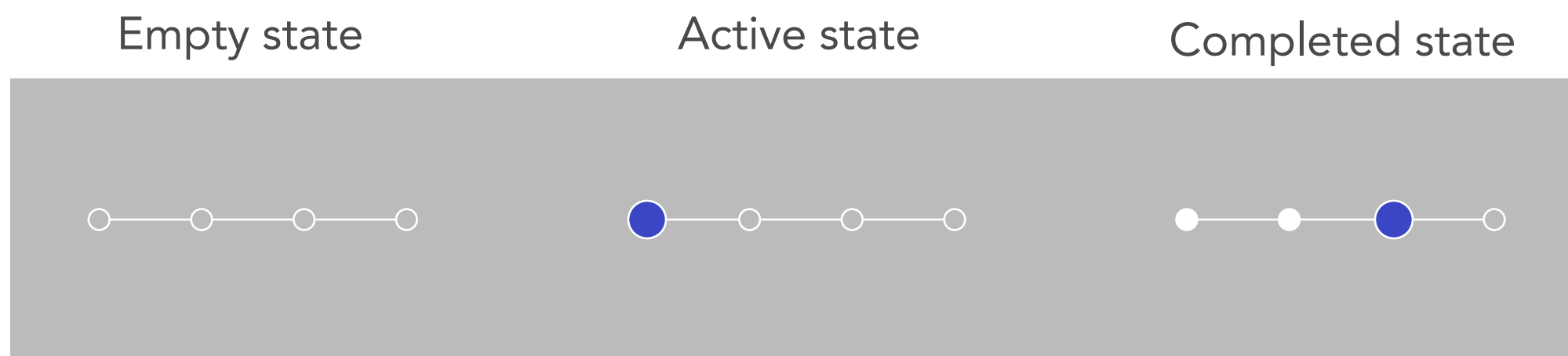
#ACACAC

COMPONENTS

Buttons



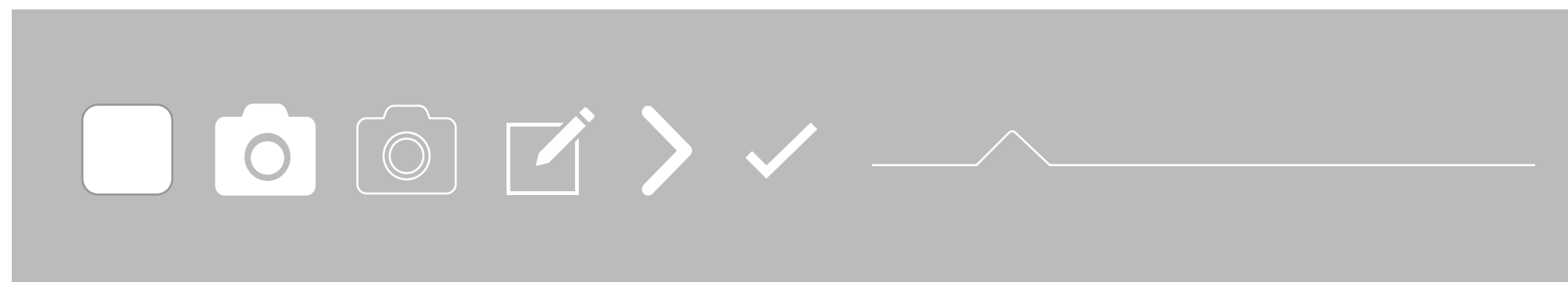
Progress bar



Navigation



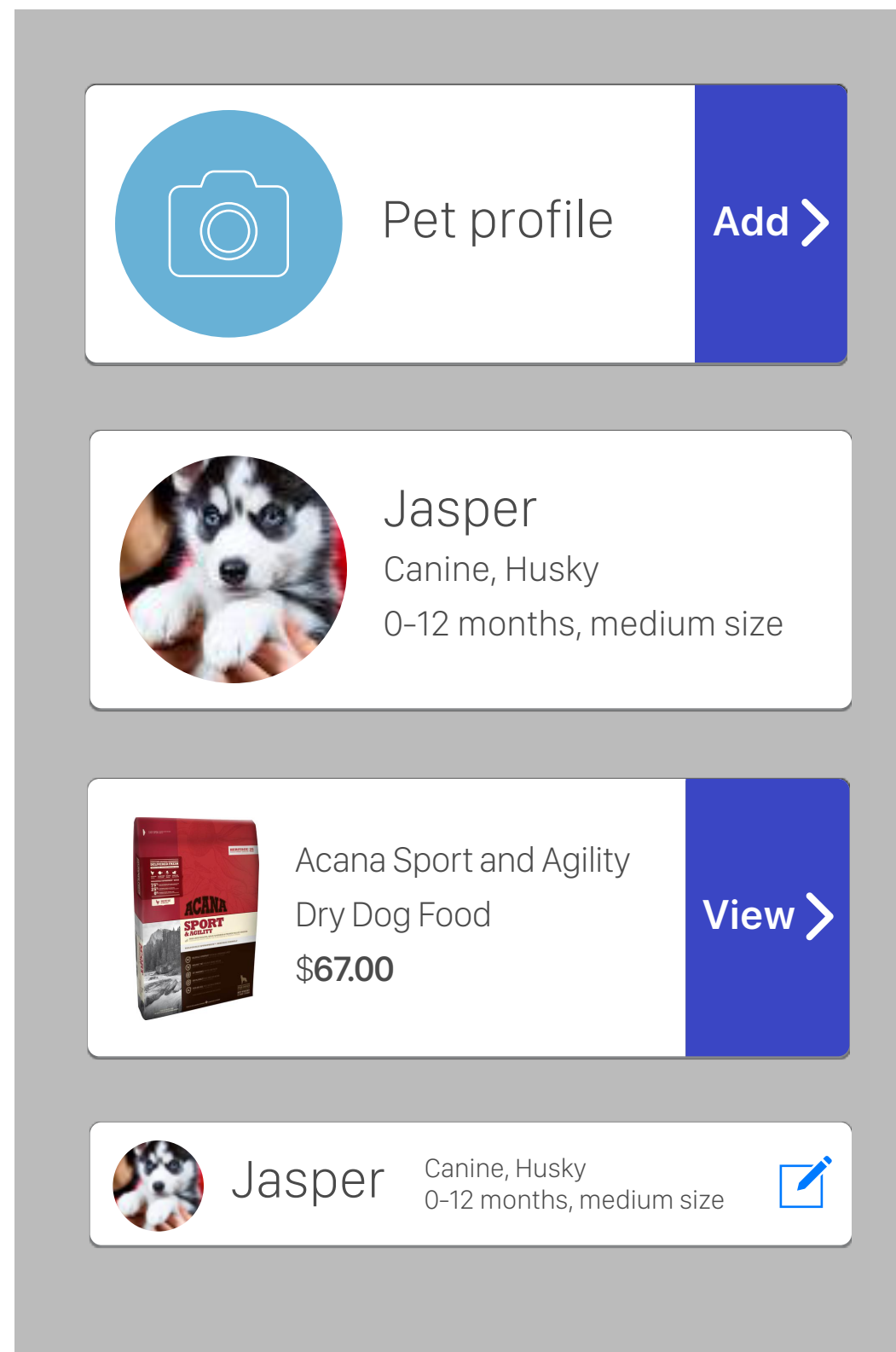
Elements



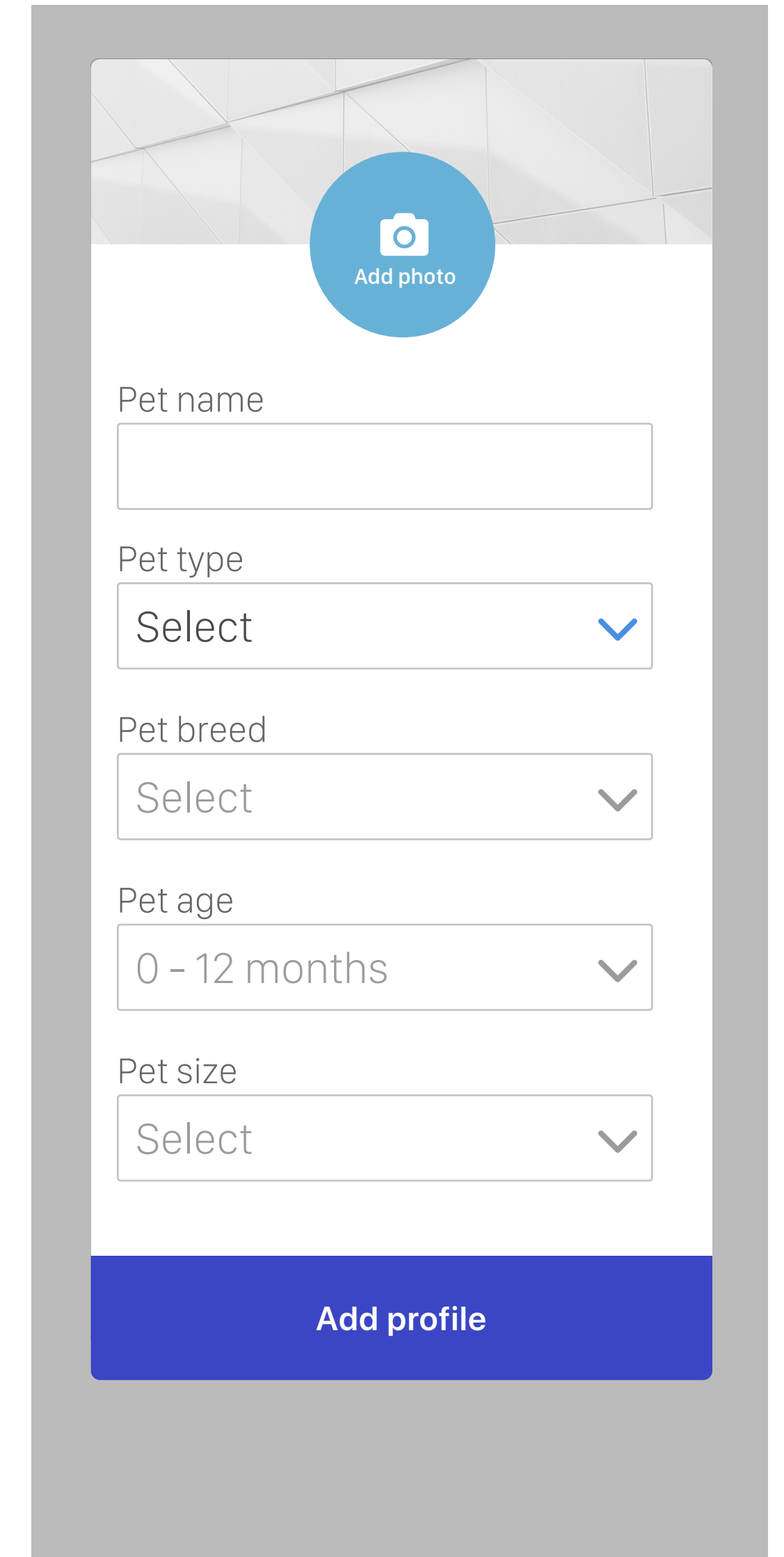
Selector widget



Cards



Profile card



LOGO & ICON

Logo

Kibbl

Kibbl

Logo mark

K

Icon



120 X 120



64 X 64

COMPONENTS

Product Card

Acana Sport and Agility
Dry Dog Food

Free of fast carbohydrates such as rice, tapioca or potato, ACANA features local and low glycemic fruits and vegetables, including fresh pumpkin and butternut squash.

Prepared from Canada's best and freshest ingredients in our award-winning kitchens, ACANA is a delicious and nutritious way to keep your high energy dog happy, healthy and strong.

\$67.00

Add to cart

Splash screen



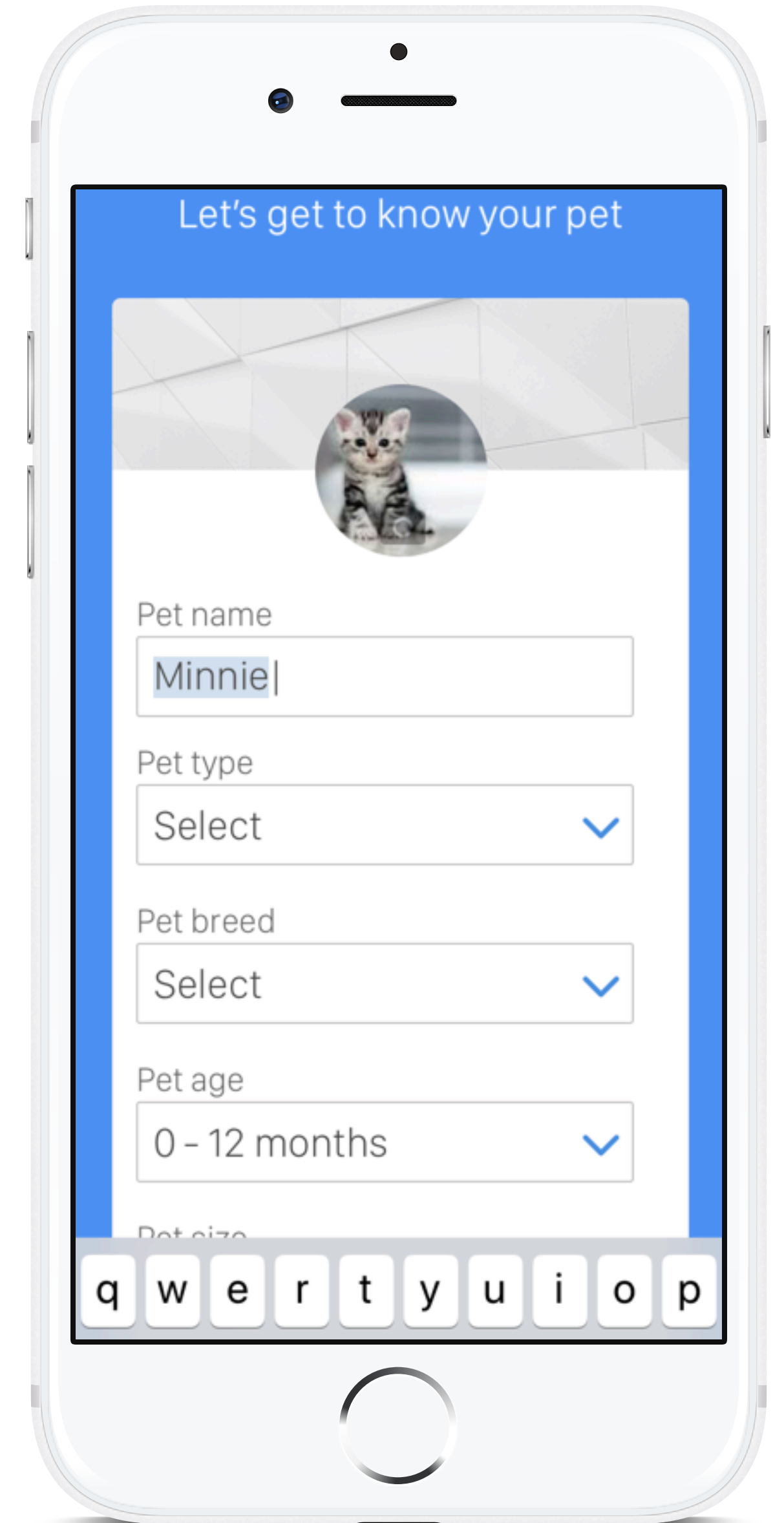
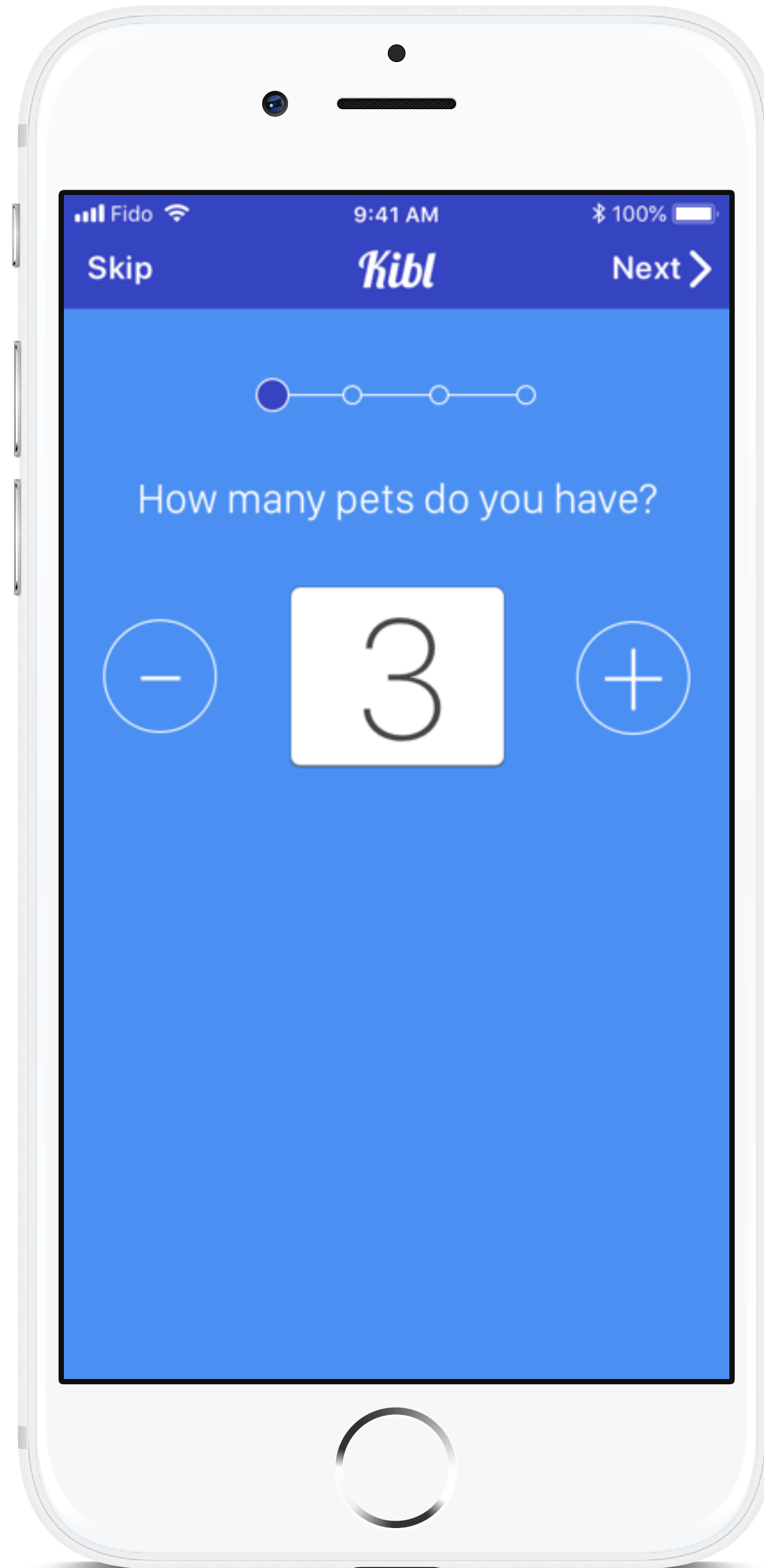
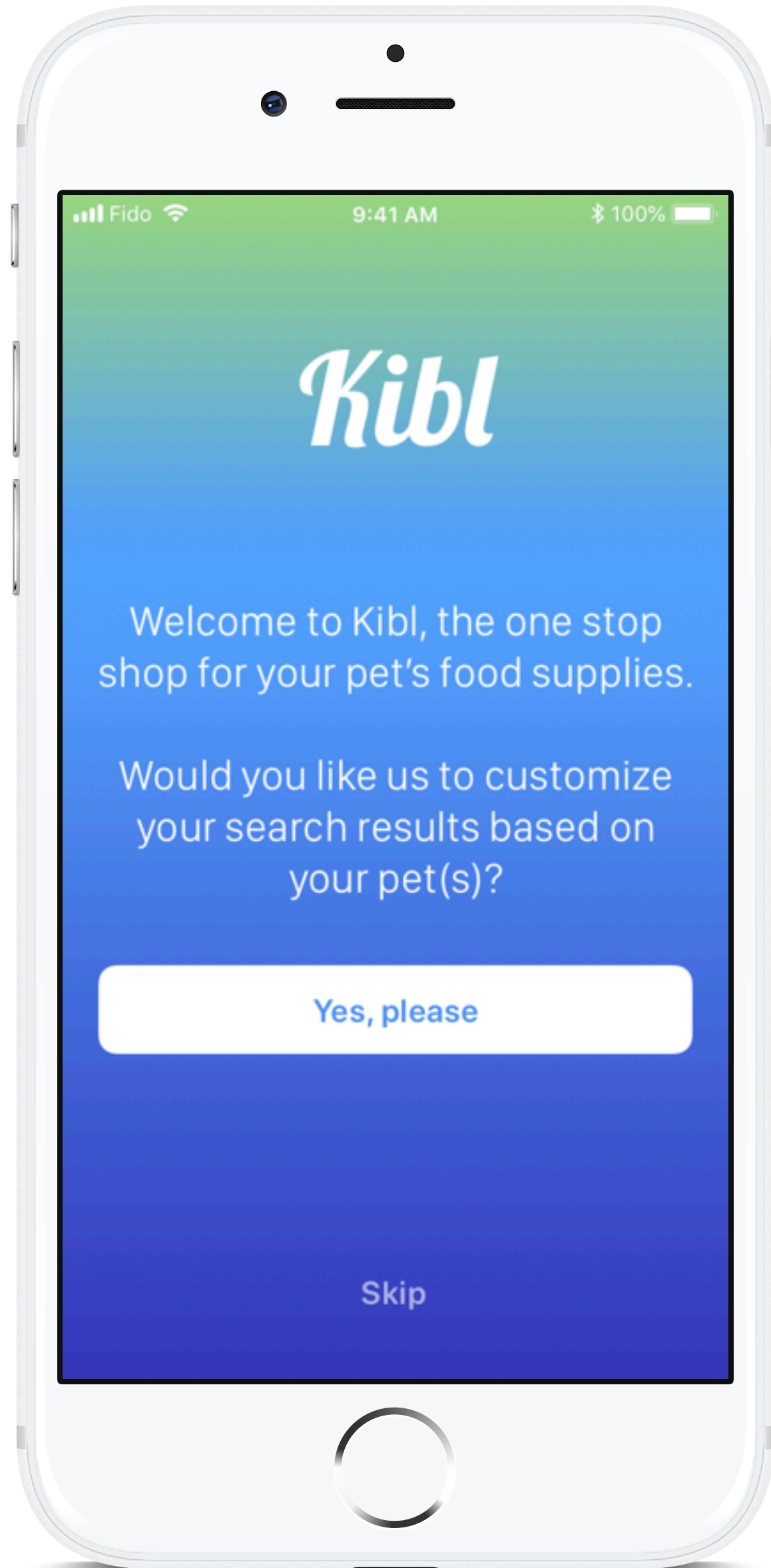
Keyboards

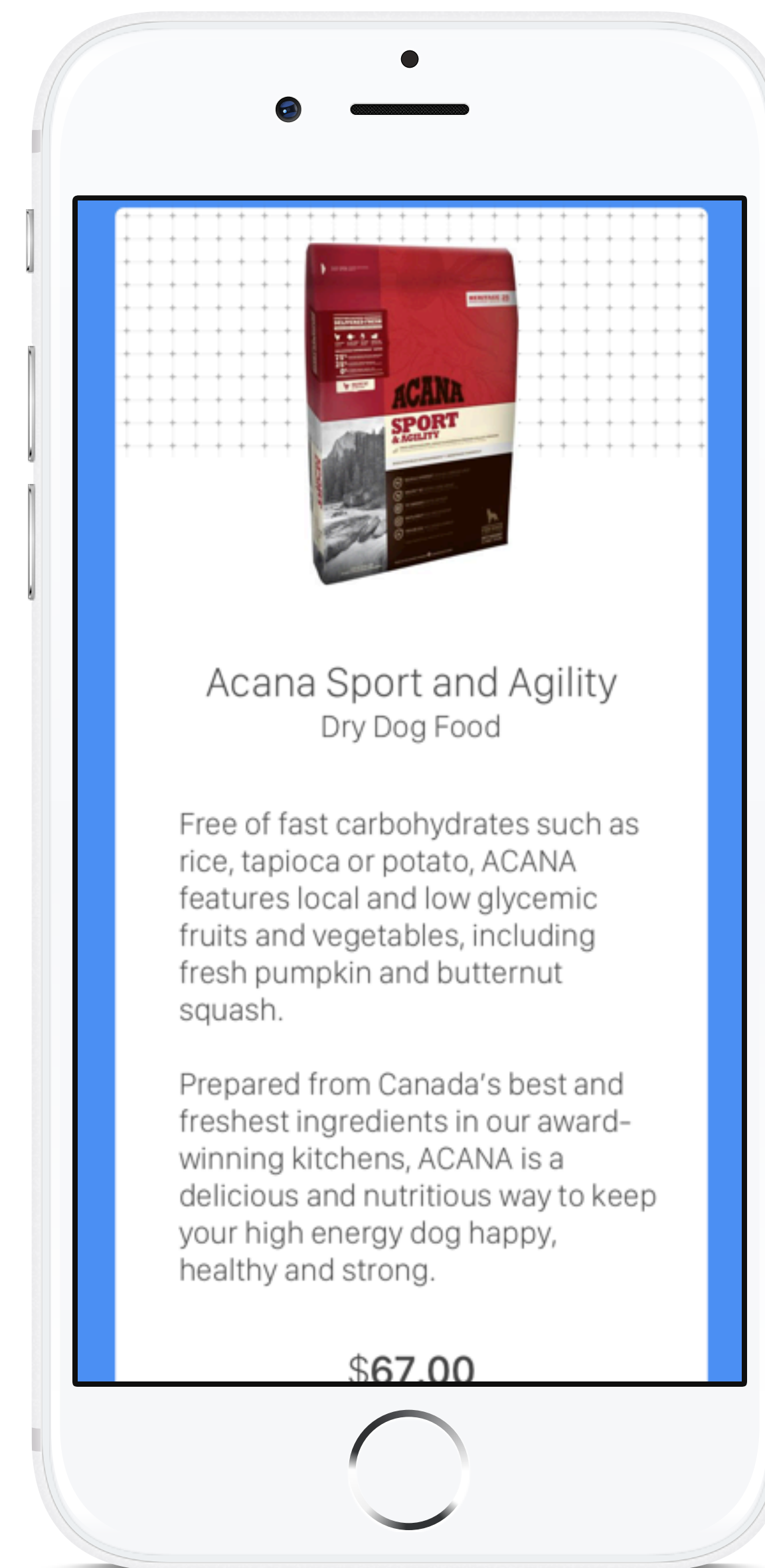
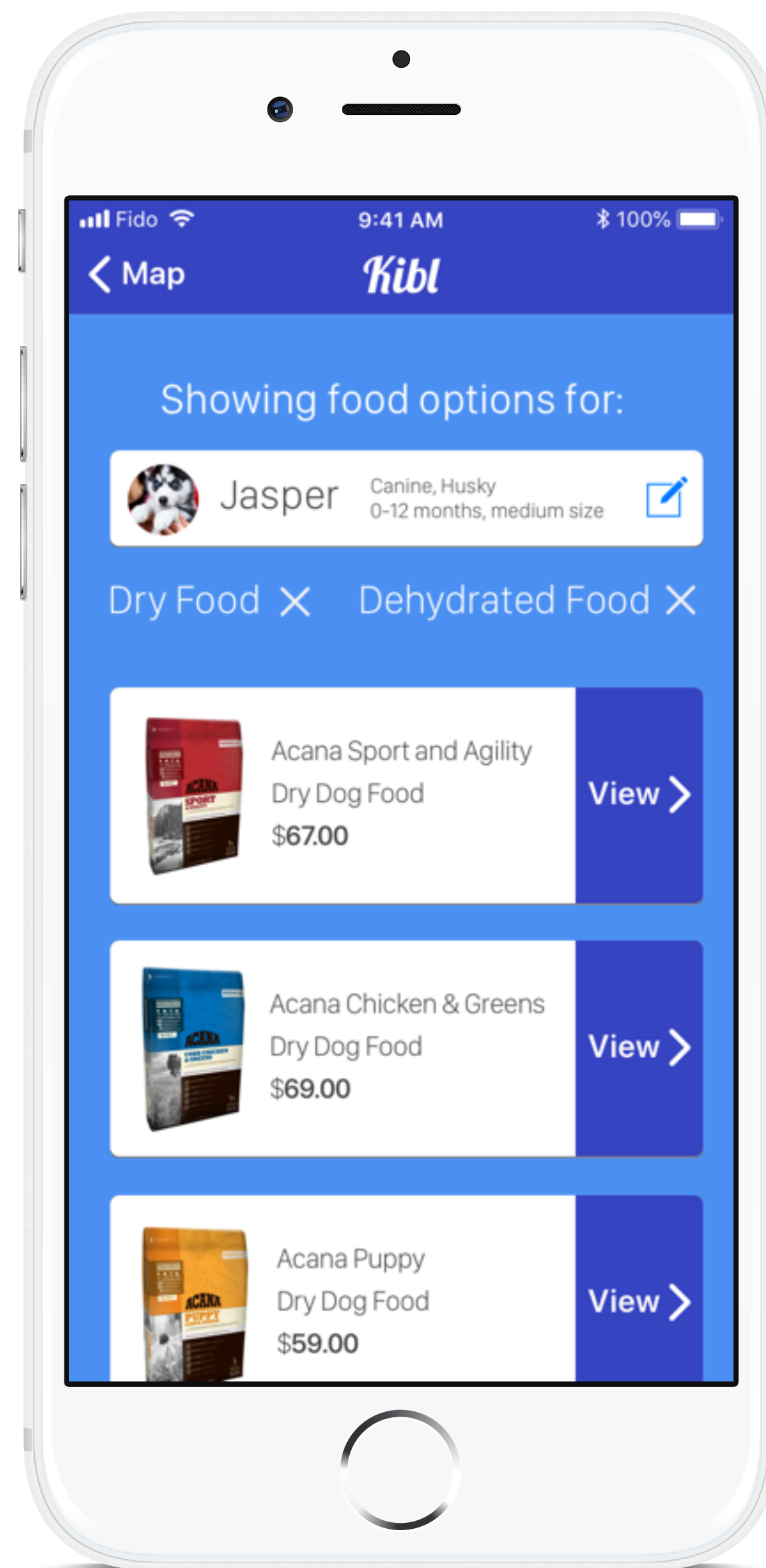
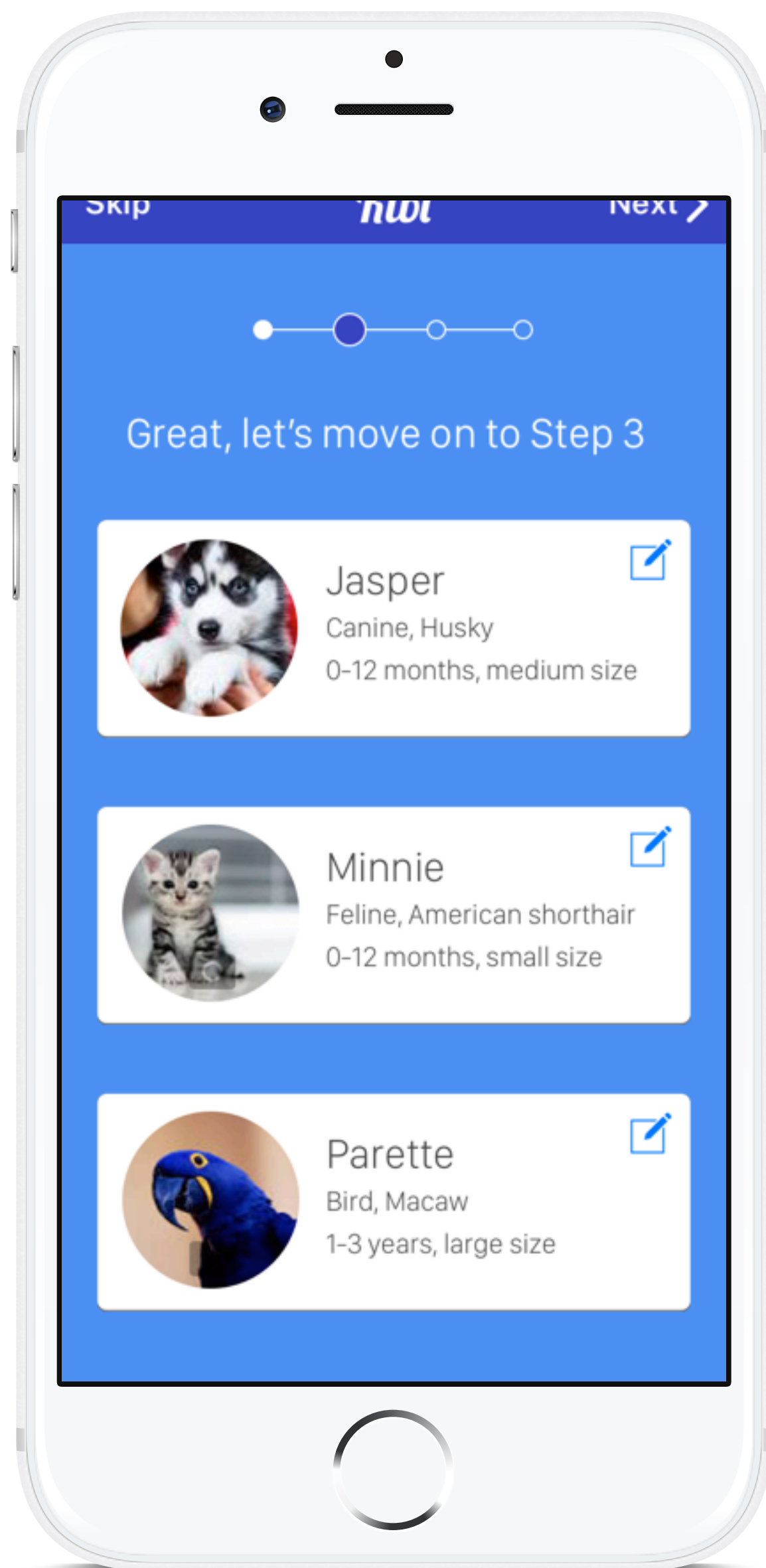


Kibbl

app design







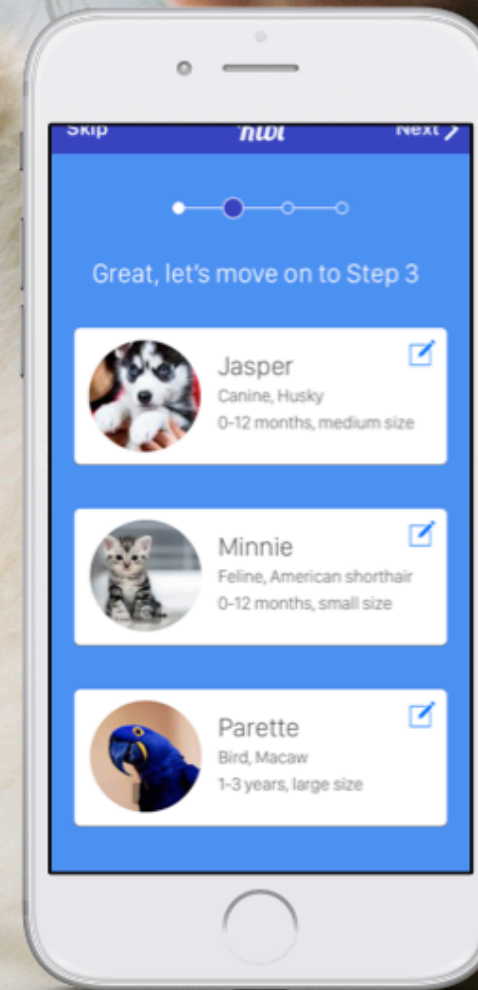
Kibbl

marketing website

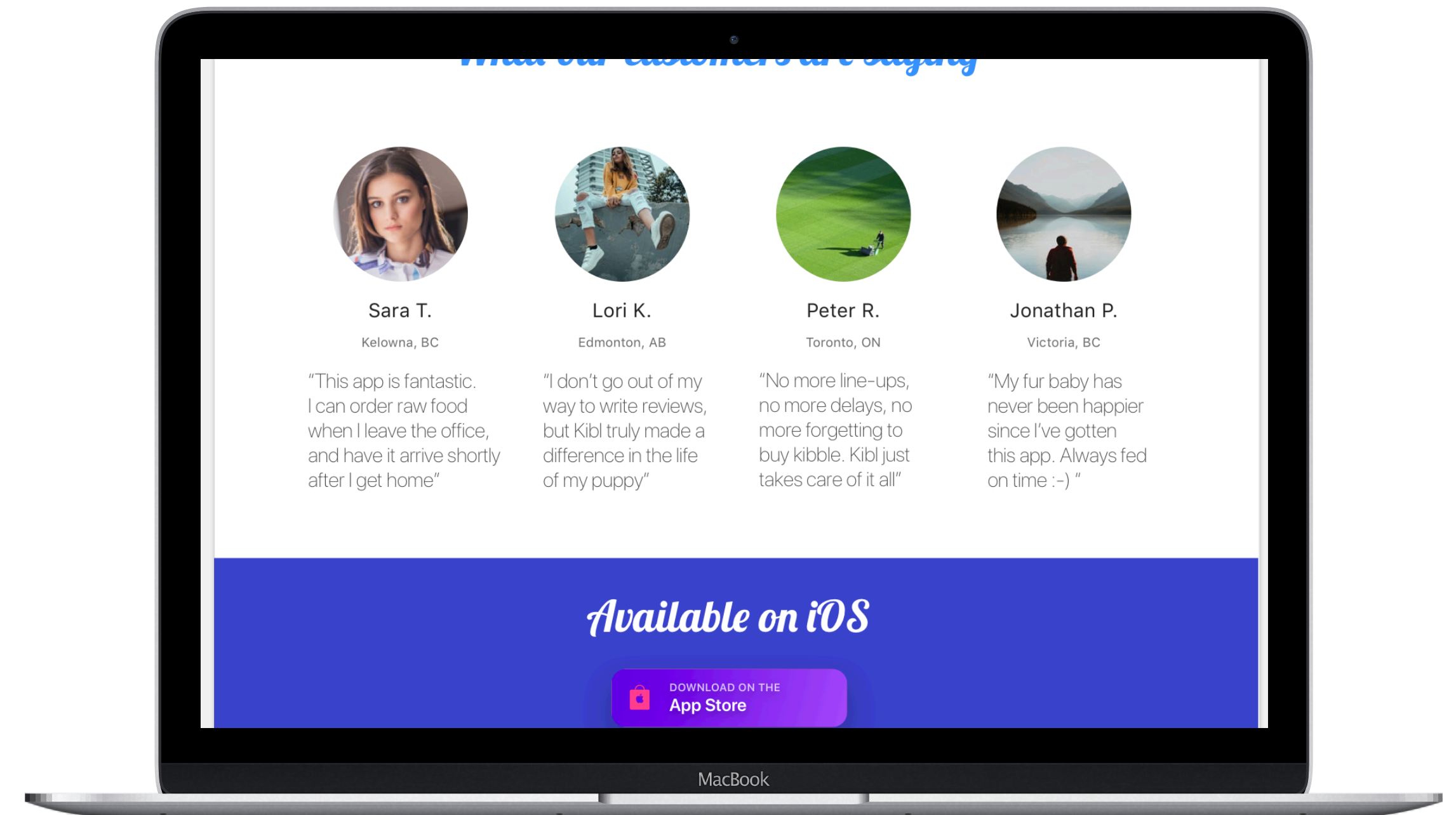
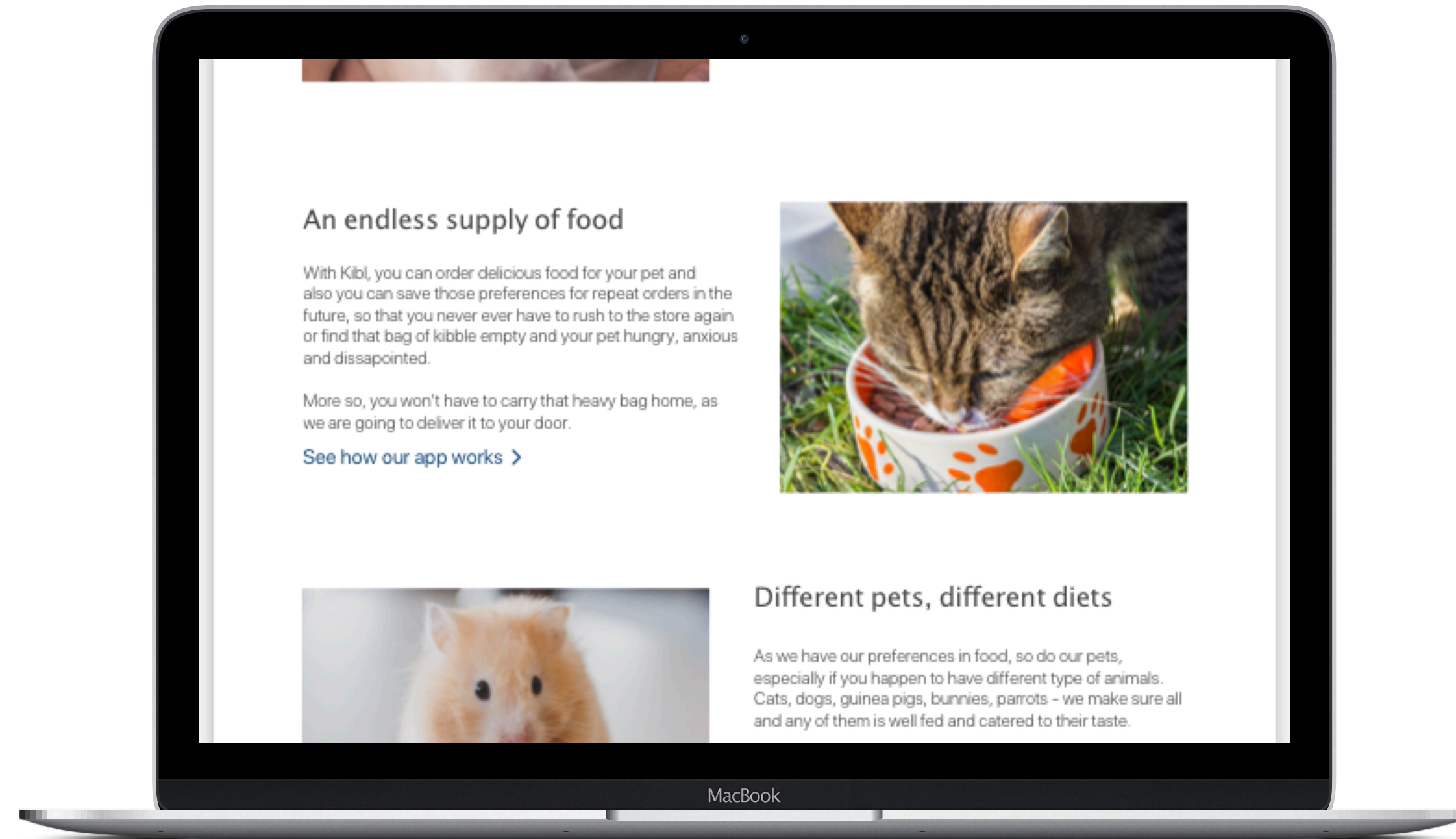


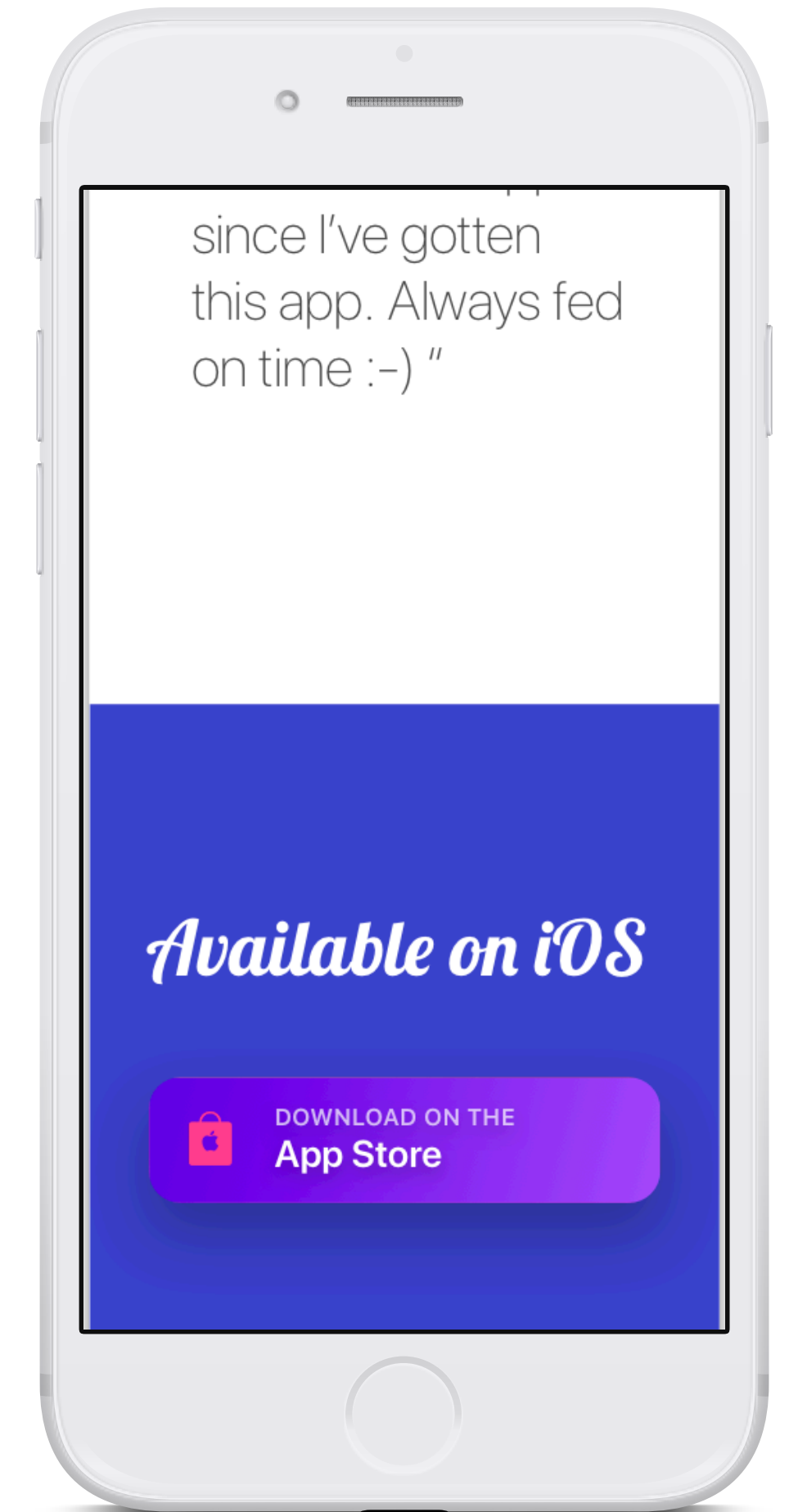
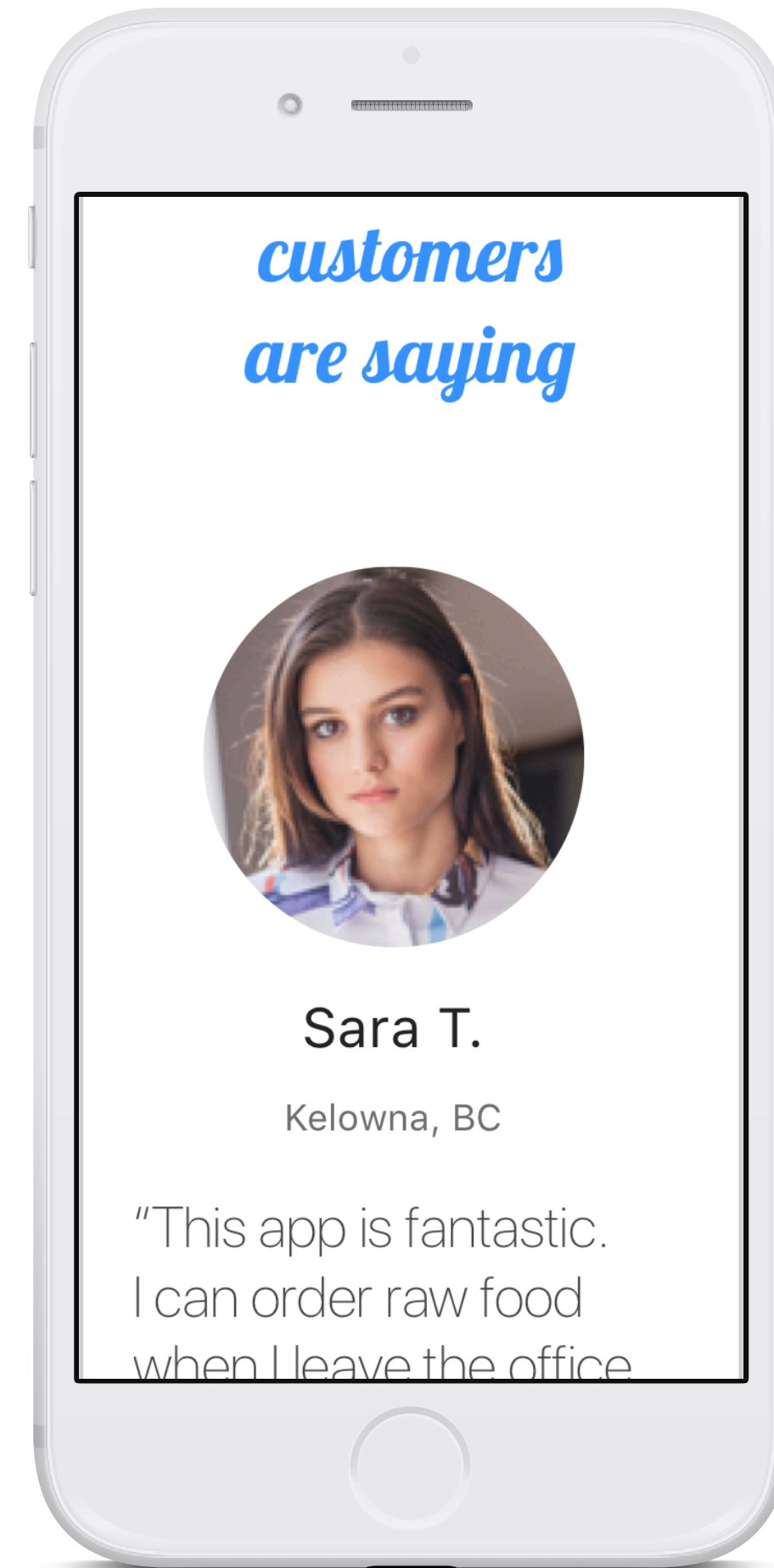
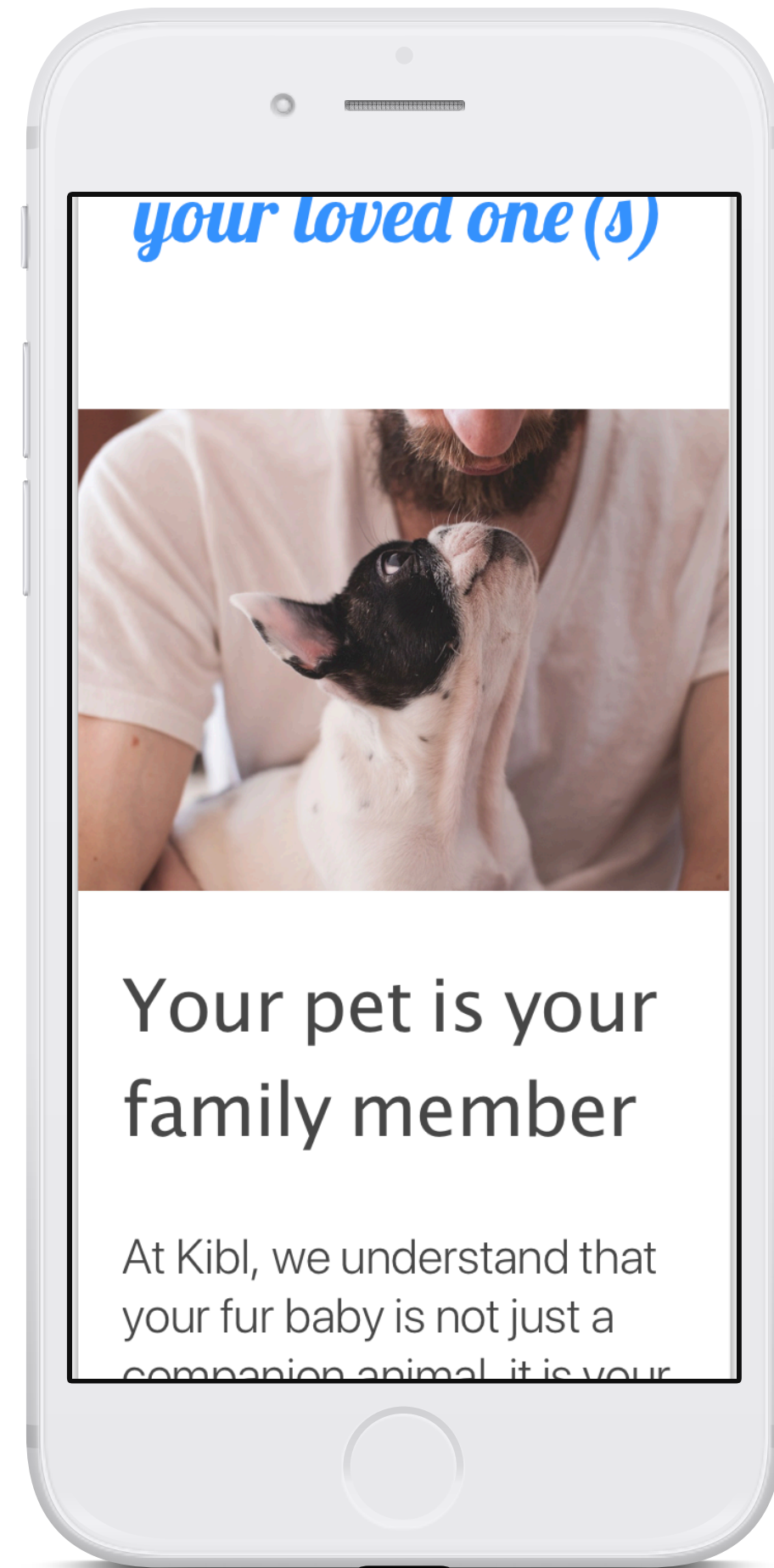
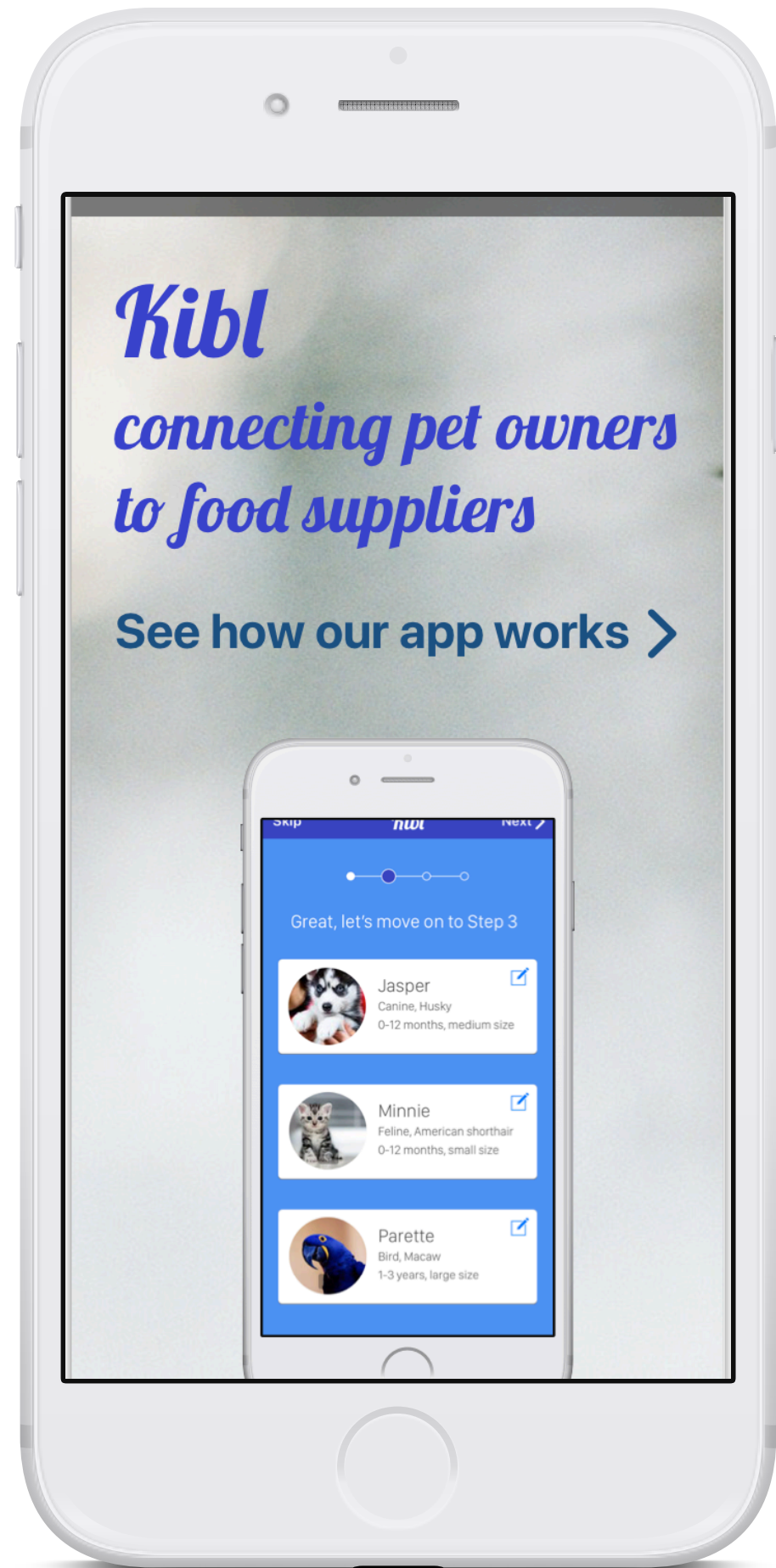
Kibl
*connecting pet owners
to food suppliers*

See how our app works >

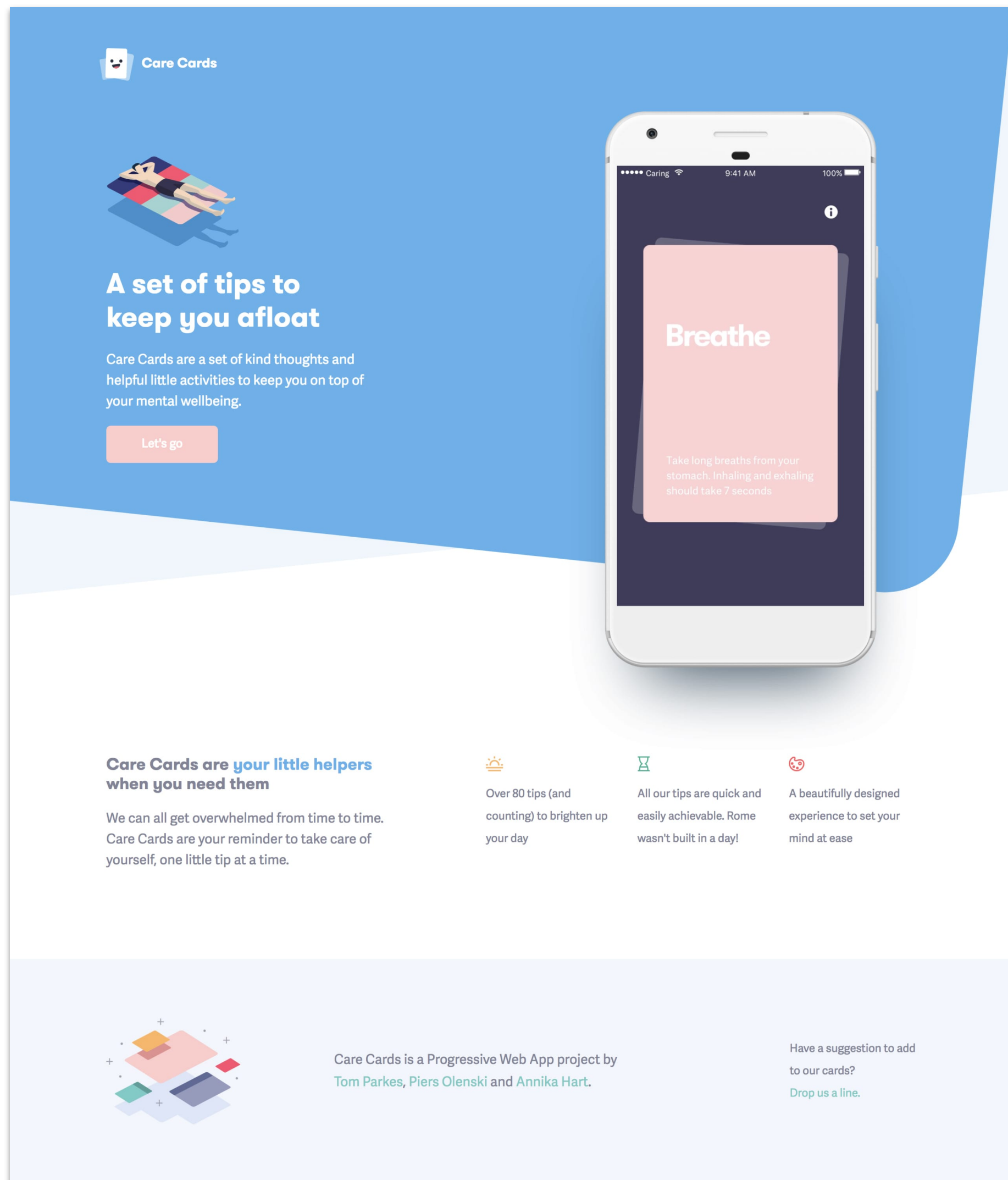


Spend more quality time with your loved one(s)





INSPIRATION



Care Cards

A set of tips to keep you afloat

Care Cards are a set of kind thoughts and helpful little activities to keep you on top of your mental wellbeing.

Let's go

Breathe

Take long breaths from your stomach. Inhaling and exhaling should take 7 seconds

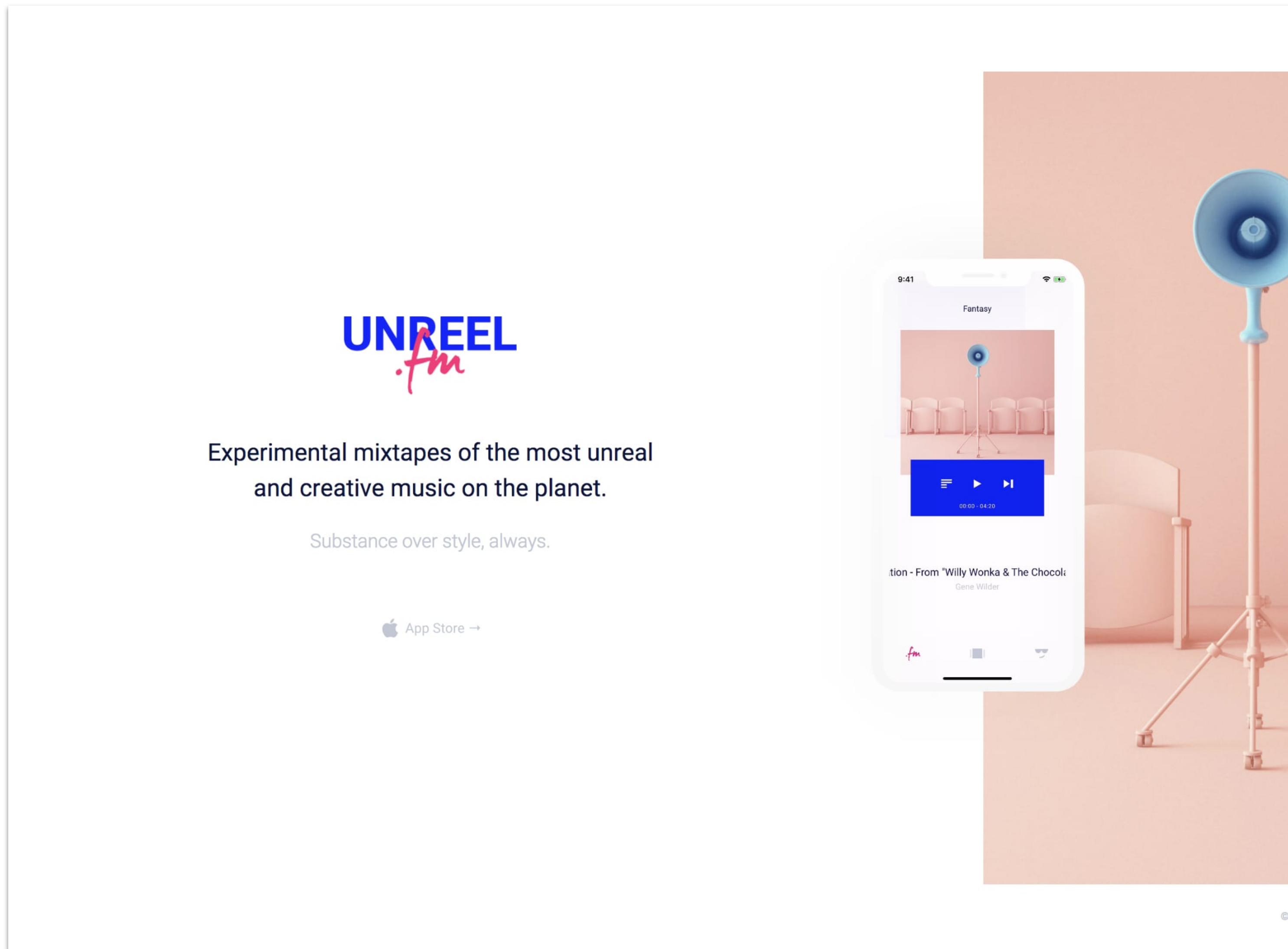
Care Cards are your little helpers when you need them

We can all get overwhelmed from time to time. Care Cards are your reminder to take care of yourself, one little tip at a time.

- Over 80 tips (and counting) to brighten up your day
- All our tips are quick and easily achievable. Rome wasn't built in a day!
- A beautifully designed experience to set your mind at ease

Care Cards is a Progressive Web App project by Tom Parkes, Piers Olenski and Annika Hart.

Have a suggestion to add to our cards? Drop us a line.



UNREEL
.fm

Experimental mixtapes of the most unreal and creative music on the planet.

Substance over style, always.

App Store →

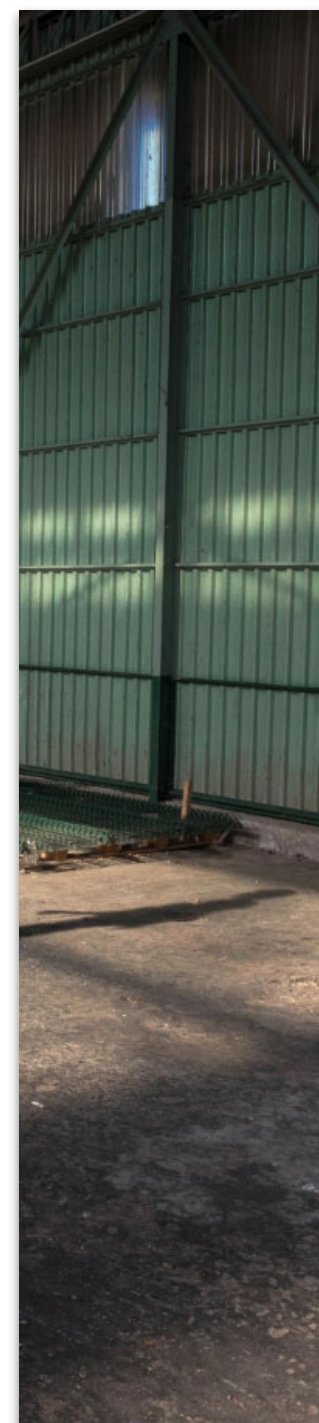
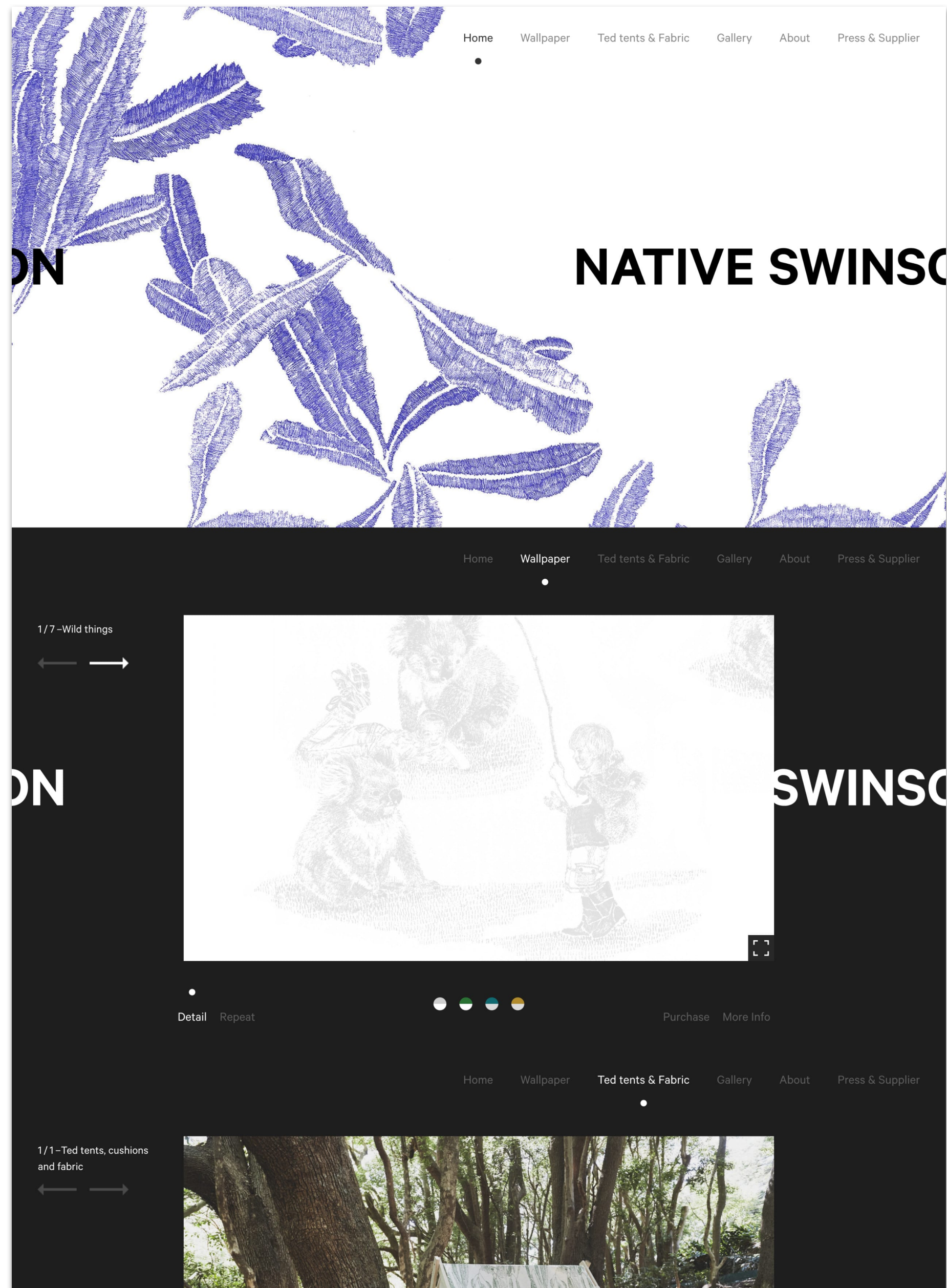
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Fantasy

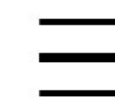
09:00 - 04:20

tion - From "Willy Wonka & The Chocok
Gene Wilder

INSPIRATION



DANDYNE



—
Dandyne est une marque de vêtement inspirée par des femmes ayant marqué l'Histoire.

Chaque collection limitée rend hommage à la vision et à la personnalité de l'une d'elles.

[Découvrir la collection](#)



INSPIRATION

MORE
BY BOURN

THE STORY — PREORDER NOW



Love others, love yourself, love more.

THE LOVE MORE COLLECTION

INTRODUCING THE LOVE MORE COLLECTION

Wear one of our pullovers with pride. Reminding yourself and others to love more.

Available for preorder February 8 - 22nd. Orders will ship March 1st.



The Original Sweatshirt



The Discreet Sweatshirt

PICCOLA | SILENZIOSA | A MODO MIO | BAR JOLIE | SOCIEVOLE

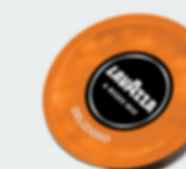
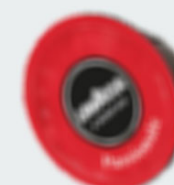
LAVAZZA
TORINO, ITALIA, 1895

ACQUISTAMI ORA

••••• jolie •••••

Sono piccola

Così compatta da adattarmi ad ogni ambiente.



Sono così piccola

che mi adatto a tutti i luoghi che desideri.

OTHER PET WEBSITES

chewy Find the best for your pet... 24/7 help your account your cart

shop by pet shop by brand pharmacy today's deals FREE 1-2 DAY SHIPPING OVER \$49!

Save 30% on your first Autoship

BUY 1 GET 1 FREE
ON YOUR *First* ITEM OF
AMERICAN JOURNEY

SHOP NOW

Save an Extra 5-10% on Every Autoship Order Shop All

Hill's Purina Pro Plan Nutro Greenies Instinct The Honest Kitchen American Journey

chewy Find the best for your pet... 24/7 help your account your cart

shop by pet shop by brand pharmacy today's deals FREE 1-2 DAY SHIPPING OVER \$49!

dog > food supplies
 cat > Rabbit Treats
 Guinea Pig Habitats & Accessories
 fish > Chinchilla & Degu Bedding & Litter
 Hamster Beds, Hideouts & Toys
 bird > Gerbil Harnesses & Carriers
 Shop All > Grooming & Health

small pet >

reptile >

horse >

pharmacy >

popular brands Shop All

KAYTEE Carefresh OXBOW LIVING WORLD Hartz

Hill's Purina Pro Plan Nutro Greenies Instinct The Honest Kitchen American Journey

OTHER PET WEBSITES

Homes Alive Pets Product Search Talk to a friendly Canadian 1-800-839-7232 [SIGN IN](#)

DOG CAT FISH REPTILE SMALL PETS BIRD SALE BRANDS BLOG

Home > Dog > Food

Food

High quality, **natural dog food** is at the centre of a long, healthy life for your canine: inside and out. At Homes Alive, we believe good nutrition comes first when it comes to our best friends. Whether you are looking for **dry dog food, dehydrated dog food, or canned dog food**, we only carry the best natural dog food brands in Canada.

Shopping Options 515 items Sort By Position

- Category
 - Dry Food (240)
 - Dehydrated & Freeze-Dried Food (93)
 - Canned Food (165)
 - Food Toppers (29)
 - Food Pouches (6)
 - Food Rolls (3)
- Brand
 - Open Farm Freeze Dried Raw Dog
 - Open Farm Freeze Dried Raw Dog
 - GO! Skin + Coat Care Salmon Meal
 - GO! Weight Control Turkey Meal

PET ONLY www.PetOnly.ca 50% Off Dental Bones Free Samples Free Returns Help My Account 0 item(s) CHECKOUT

All Search products here... Free Shipping on \$79+ Exclusions* Proudly Canadian

dog cat bird small pet shop by brand sale pawperks rewards

Hand Crafted in Canada

- ▶ 100% edible, table grade ingredients, from North American Farmers *Fresh fruits and vegetables 100% of the time*
- ▶ No 'off shore' or Asian ingredients *No Genetically Modified Organisms*
- ▶ Free-range meats and wild-caught salmon *Organically Balanced™*

Find Pet Food Fast!

- Select Your Pet
- Select Food Brand

[find it](#)

Pawperks Rewards

Savings made easy with our reward points. Shop & Earn!

[learn more](#)

NO HORMONES ANTIBIOTICS

MADE WITH NON-GMO INGREDIENTS

100% FRESH FRUITS & VEGETABLES HUMAN GRADE

DRIED WITH LOW TEMP RENEWABLE ENERGY

Dog Food & Treats

Buy your favorite dog food & treats online and ship directly to your door...

[shop now](#)

Pet Health & Wellness

Maintaining your pet's health with our complete line of supplements, skin care & digestive products...

[shop now](#)

Pet Toys

Playtime is fun time. Pamper your pets with large collection of toys we carry...

[shop now](#)

Safari


OTHER PET WEBSITES





Best Cat Food Debate: Should You Go with Dry, Wet, or Raw?

Having a cat is like having a younger sibling or even your very own child whom you want to give nothing but the best. That includes providing her with the best cat food possible.

However, for relatively new cat owners, that can be challenging since the market is filled with numerous brands and food types that all promise to make your cat healthy, energized, and more beautiful (in terms of coat length and shine).

Help ▾ My Account ▾  0 item (s) **CHECKOUT**


 Free Shipping on \$79+ Exclusions*  Proudly Canadian

e pawperks rewards

Find Pet Food Fast!

1 ▾

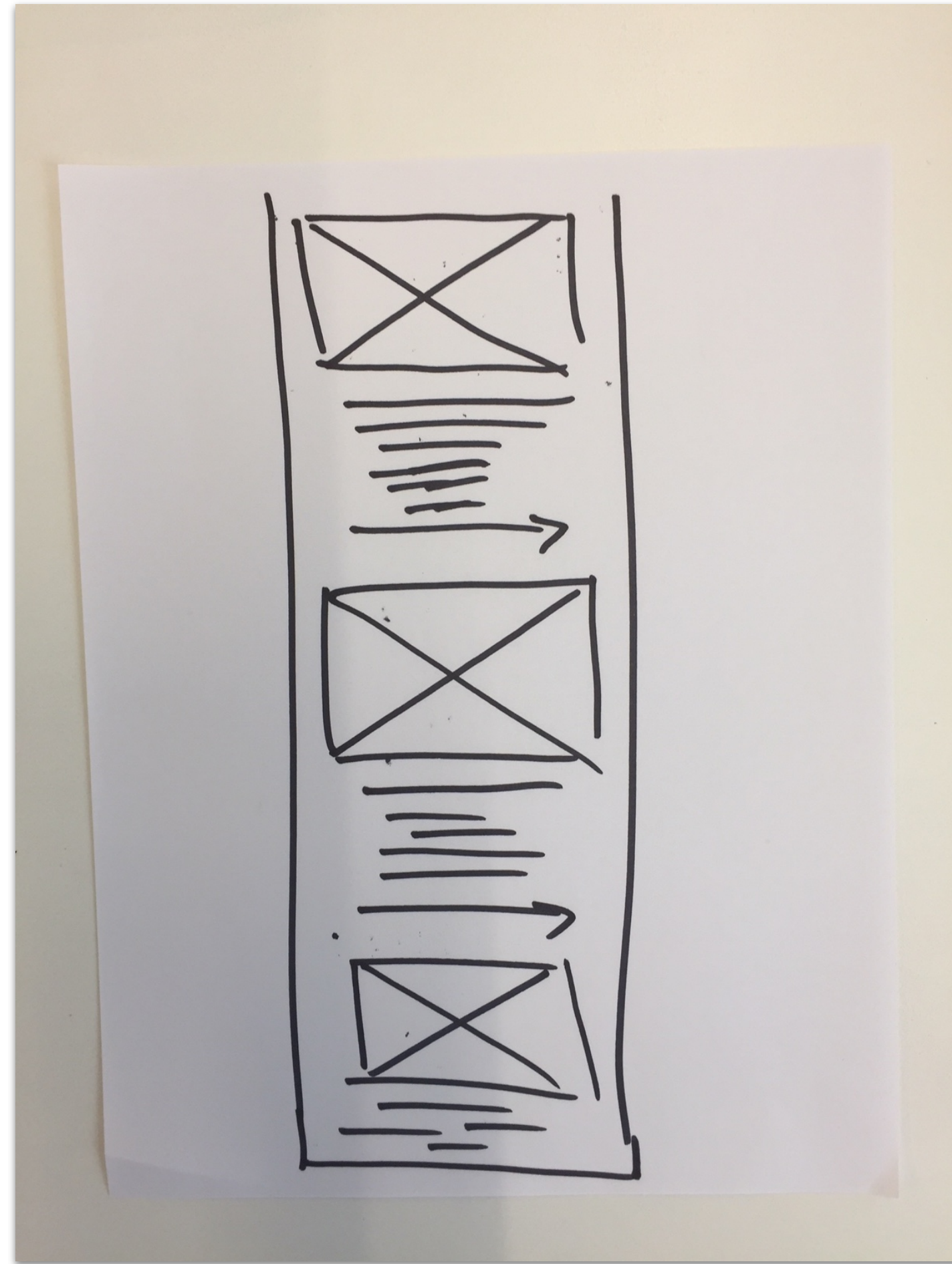
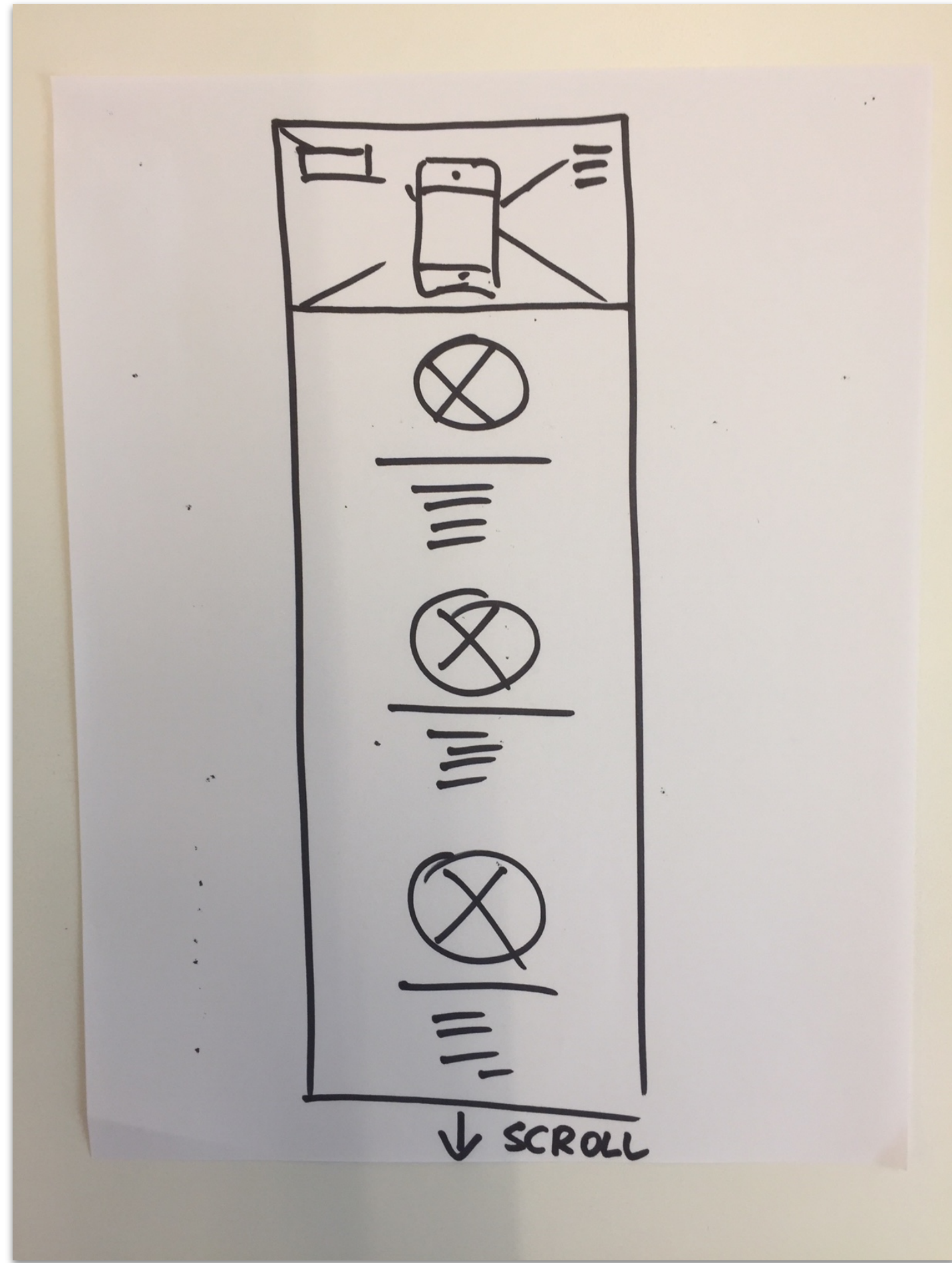
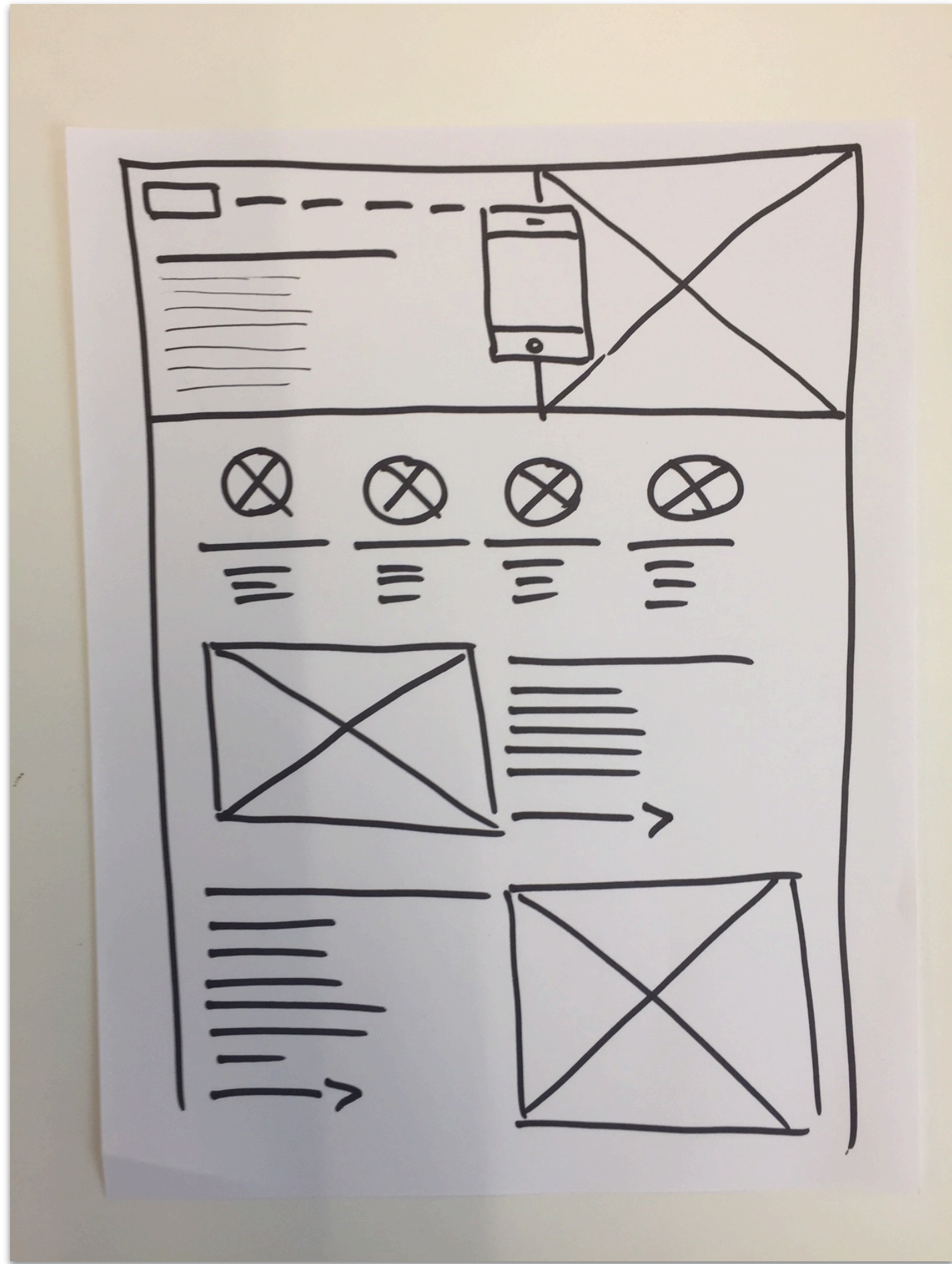
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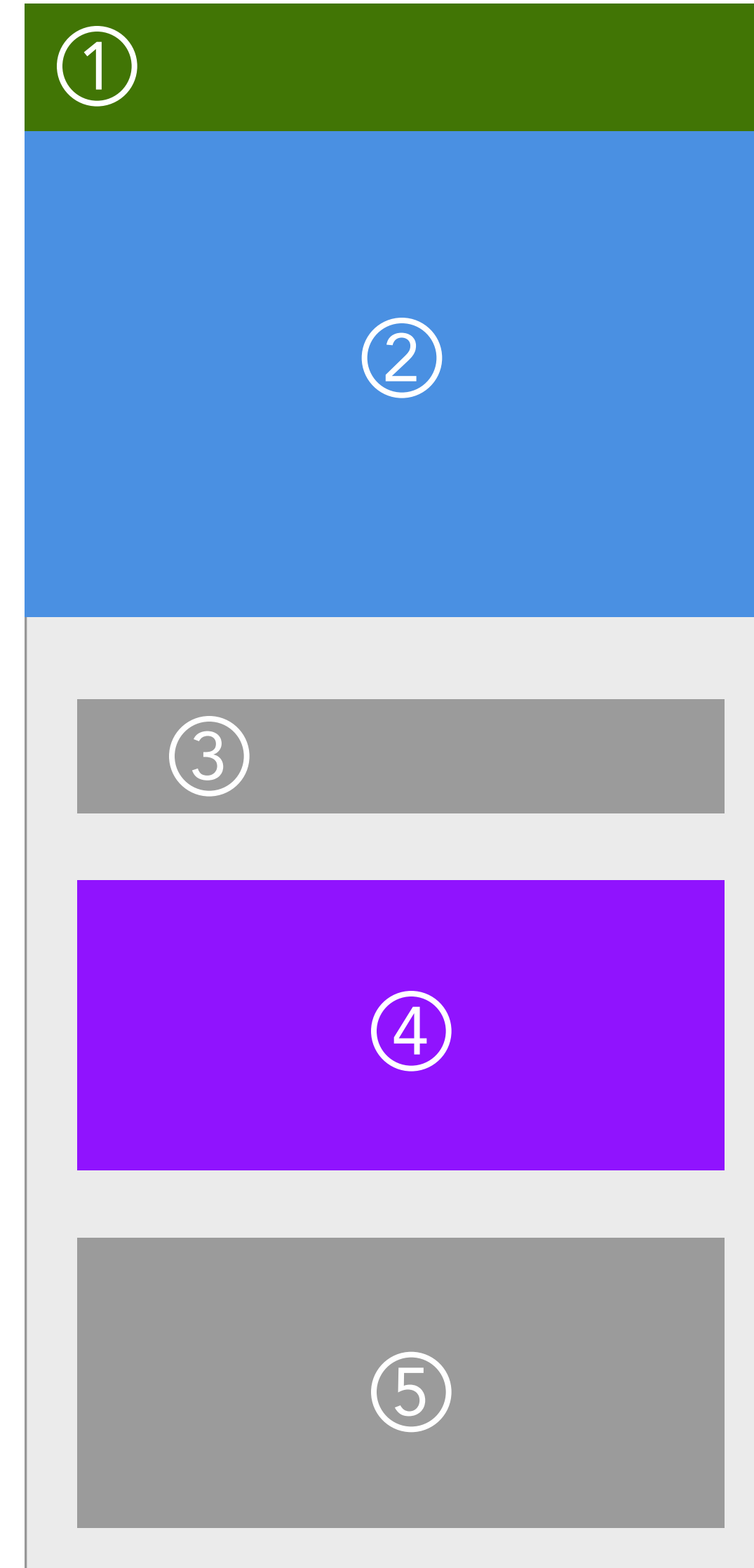
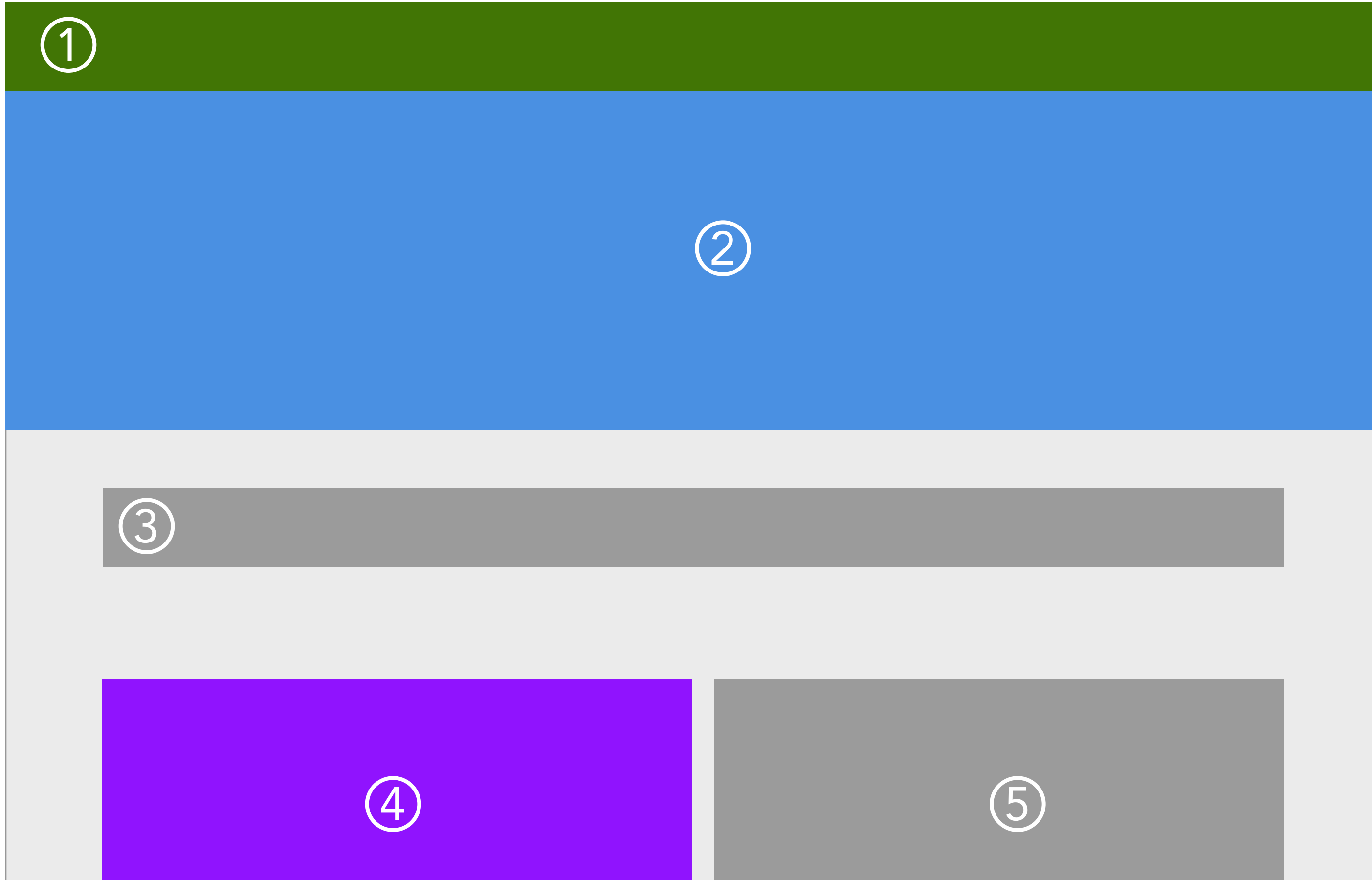
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