

CAT'S STOP

COFFEE SHOP



PROJECT DEFINITION

My project will be creating a corporate identity for an imaginary cat coffee brand like in Japan; including the logo, business card, letterhead paper, envelope, poster, website. This project will provide a place for street cats that will protect them. Also people can visit and spend great time with them. In this way, while they are spending time with cats and relaxing, they will also socialize and spend money. This budget will provide their foods and medical care.

GOALS & OBJECTIVES

First goal; Providing a safe place for street cats.

Second goal; To create a stress free environment for businessman/woman.

Third goal; To create an awareness about street cats.

TARGET AUDIENCE/USER

Mostly businessman and woman who want to blow out their steam after a long and exhausting day. Also very busy people who could not spending time with animals. There isn't a limitation on the age interval, such as other café's does not; whomever want to explore this new conceptual cat café want to visit.

BACKGROUND INFORMATION

I am so obsessed with animals especially with cats.

My biggest inspiration is the café's in Japan.

This project will provide a place for street cats that will protect them.

DETAILED PROJECT DESCRIPTION

The website will be an interactive and informative web site about cat cafe, people can buy promotional products that help cat's needs.

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WEB SITE MOCK UP



