

# Bob

SMART FISH BOWL CONTROLLER

CASE STUDY  
JIN CHOI

RESEARCH

## PROJECT OVERVIEW

Many people said that fish are really sad 'pets'. There is no idea what a fish wants or needs. Owning fish is a big responsibility.

With the 'bob', you can control your fish bowl on the mobile device.

Bob sends notification if something happens. It doesn't matter what kind of fish bowl or tank.

The 'bob' helps to save your fish.

## PROBLEM









- Keeping healthy fish in your home or office is not easy.
- When you on vacation, you can't take care them.
- You need to check filter and water color everyday and replace it weekly. Plus, You have to check the water temperature carefully and clean thier tank regularly.
- You'll need to provide any specialized care the fish need. Every type of fish needs their own type of food and some fish require more frequent maintenance than others. If you feed it too much, they will die.
- If you have saltwater fish, They require more attention and understanding that are much more complex.

## RESEARCH

### SOLUTION

- You don't need to buy all the equipment for set up the fish tank.
- With the 'Bob smart fish bowl controller', you can simply receive notifications or reminder of the fish bowl maintenance. Water change schedule, water temperature and feeding time or more.
- You can also feed them or control water temperature and PH level on your phone immediately if needed.
- It doesn't matter what kind of fish bowl or tank. The 'Bob' helps to save your fish.
- You can get information about the each type of fish care guides and simply set up the fish profile.

TOTAL NUMBER OF PETS OWNED IN THE U.S., BY TYPE OF ANIMAL

Type of Animal	Millions	Type of Animal	Millions
 Bird	6.1	 <b>Freshwater fish</b>	<b>12.3</b>
 Cat	42.9	 <b>Saltwater fish</b>	<b>1.3</b>
 Dog	54.4	 Reptile	4.9
 Horse	2.5	 Small animal	5.4

## TOP REASONS YOUR AQUARIUM FISH DIE



- OVERFEEDING
- OVERCROWDING
- NOT ENOUGH PARTIAL WATER CHANGES
- LOW OXYGEN
- LEVEL OF AMMONIA, NITRITE , NITRATE
- INTERNAL PARASITES, DISEASES
- INSUFFICIENT FILTRATION
- NOT ENOUGH WATER TEMPERATURE

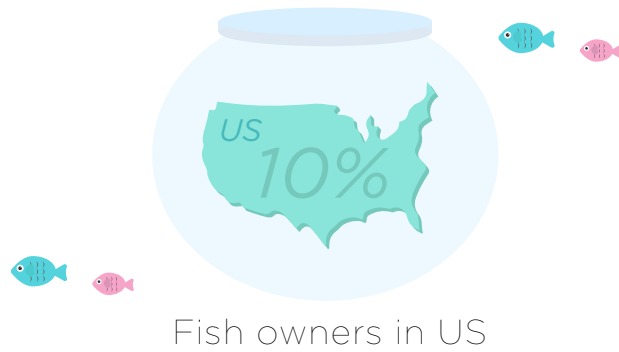
TARGET MARKET

# DEMOGRAPHIC

## TARGET MARKET

- Primary Target Market Fish owners age of 10 to 40
- Secondary Target Market Young family.

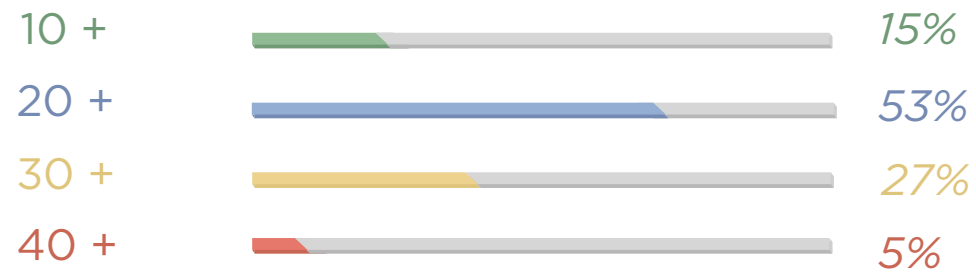
## COUNTRY



## GENDER



## AGE





## PERSONA



**Name:** Trina Barretto

**Age :** 34

**Occupation :** Recruiter at LinkedIn

**Device :** Iphone 6s, Ipad mini

- She has various tropical fishes and has been taking care of them for 5 years.
- She has young children age 7 years old.
- She often goes on a business trip.
- Sometimes she is too busy to clean the fish bowls



**Name :** Johnatan Angel

**Age :** 23

**Occupation :** College Student

**Device :** Iphone 6 plus

- He is studying zoology in city college of san francisco.
- He has 5 different species of salt fish and big fish tank in his room.
- He often goes outside.
- He is difficult to keep water temperature for the big fish tank.



**Name :** Ray Kim

**Age :** 25

**Occupation :** Product design Intern

**Device :** Iphone 6 plus

- He has 2 betta fish only in his room.
- He has a hard time to provide a healthy environment for the fish because there is no way to see the PH level of the water.
- He often replaces the water for the fish.
- He gives them one small pinch of food 3 times a day.

BRAND IDENTITY

LOGO PROCESS



Bob

Bob

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Böb

Böb

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Bob

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Bob

böb

BöB

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Bob

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Bob

böb

# STYLE GUIDE

## FINAL LOGO



## COLOR PALATTE



#F84574

#F0743A



#8CEAD5

#94F9FF



#616161



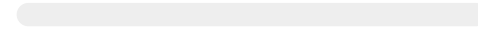
#429321

#80CA32



#ECB917

#FFEE60



#EEEEEE

## TYPE FACE

**GOTHAM**

**Bold**

**GOTHAM**

**Medium**

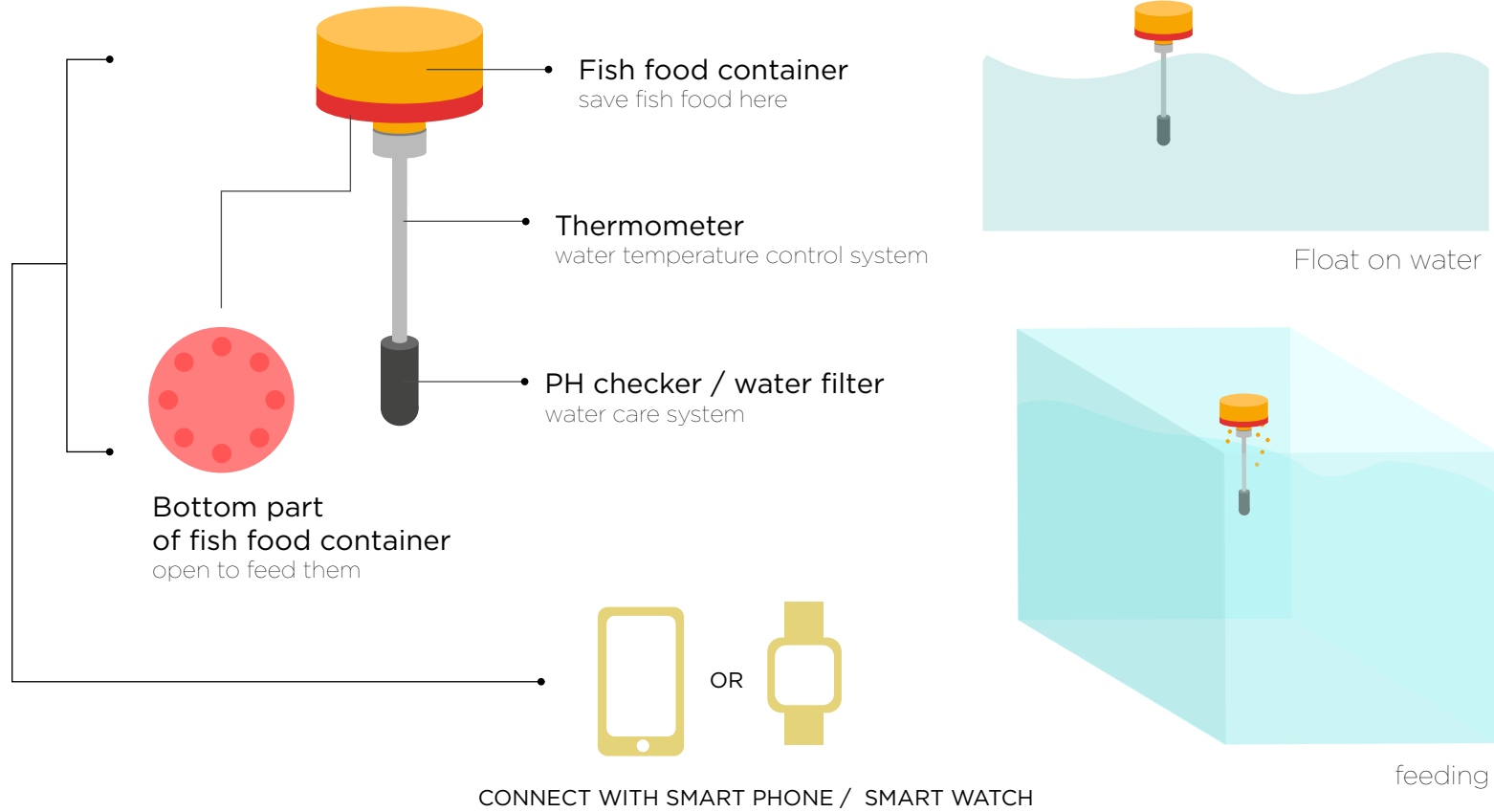
GOTHAM

Book

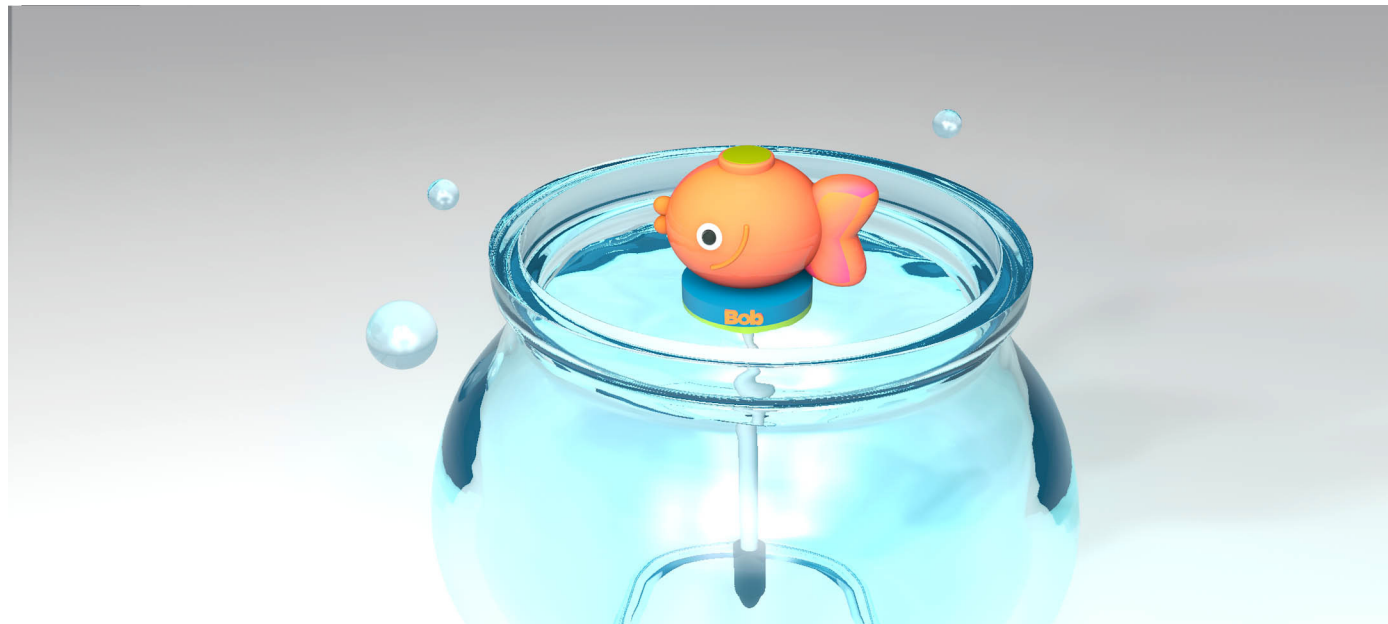
GOTHAM

Light

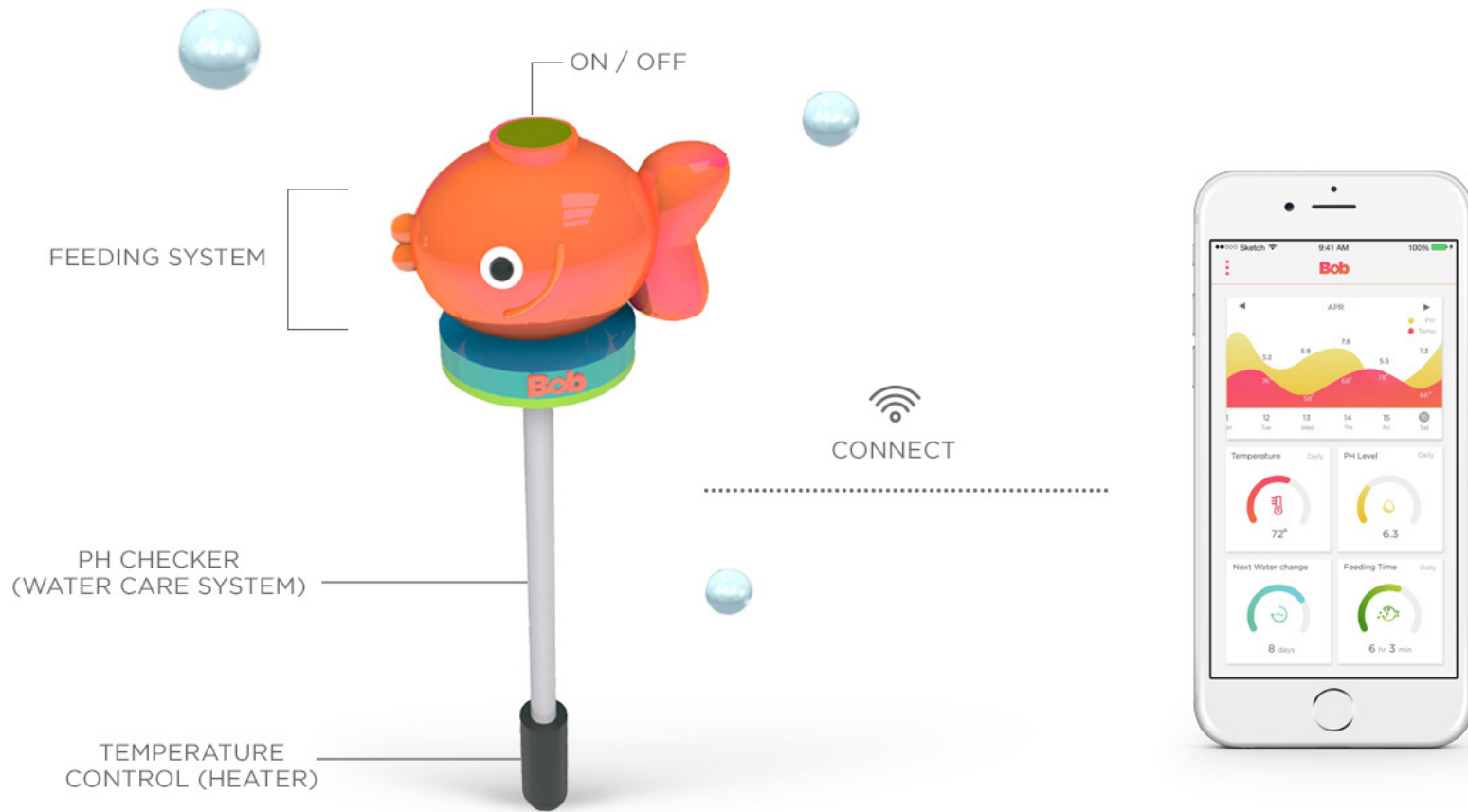
# SMART CONTROLLER CONCEPT



# SMART CONTROLLER DESIGN



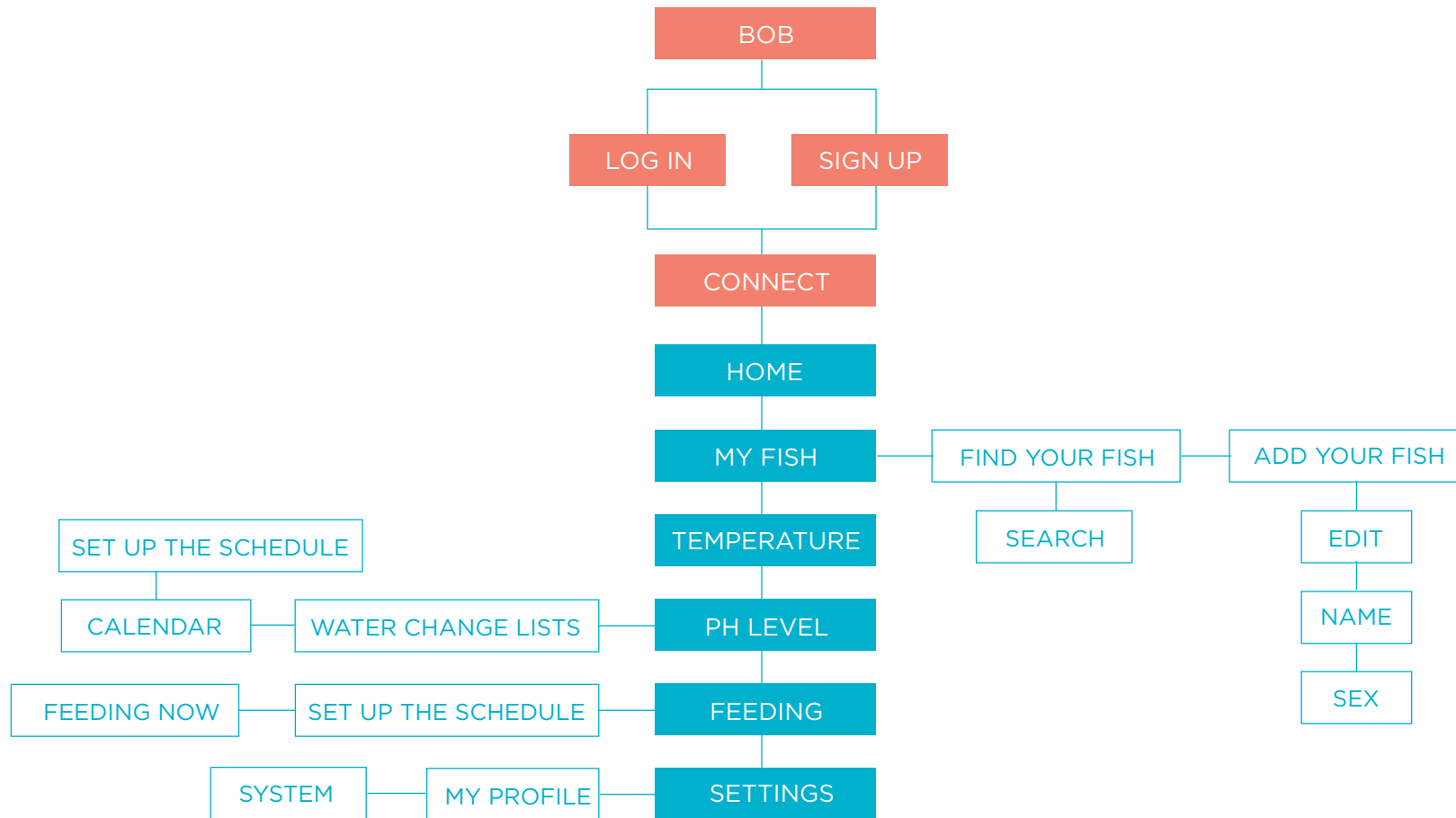
# HOW IT WORKS



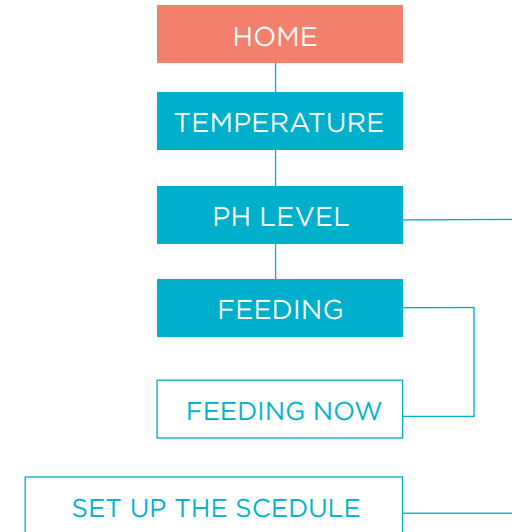
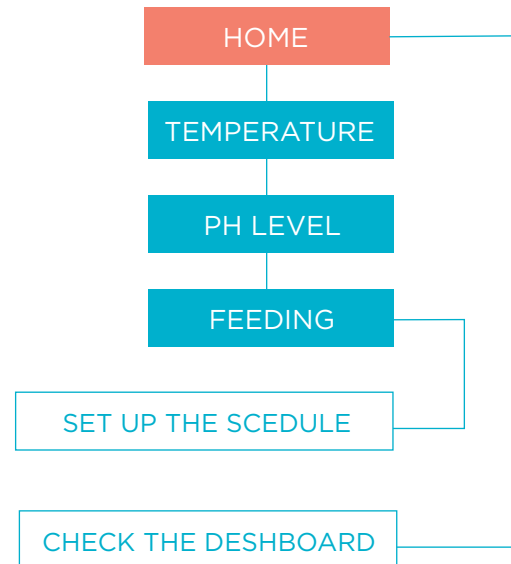
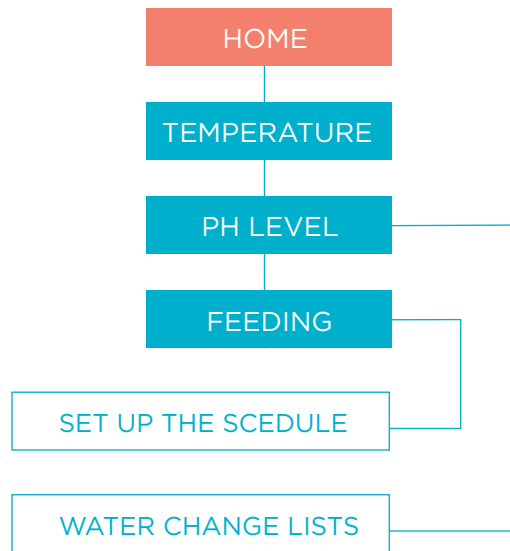
APP DEVELOPMENT



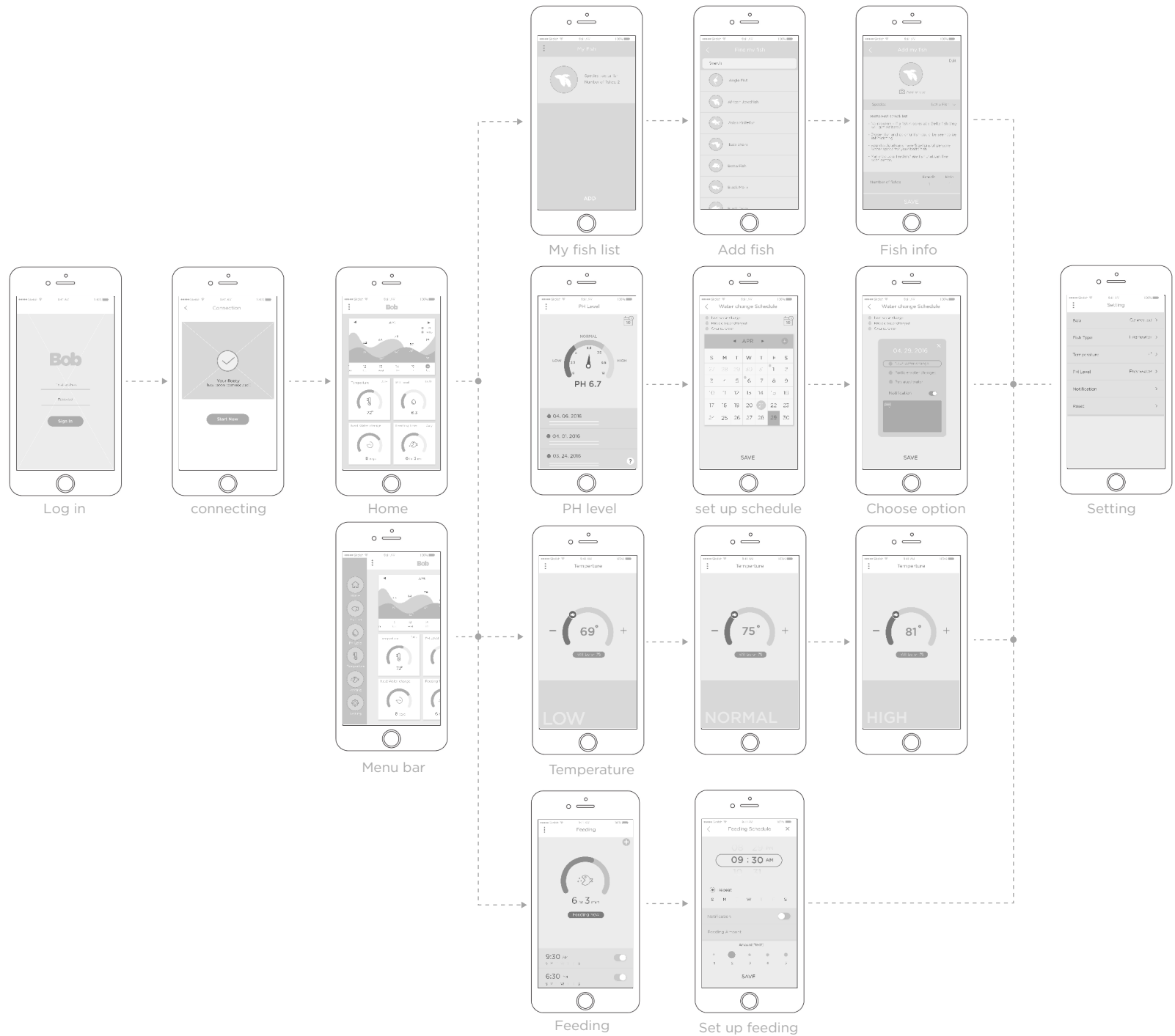
# STRUCTURE



# USER FLOW



# WIREFRAME

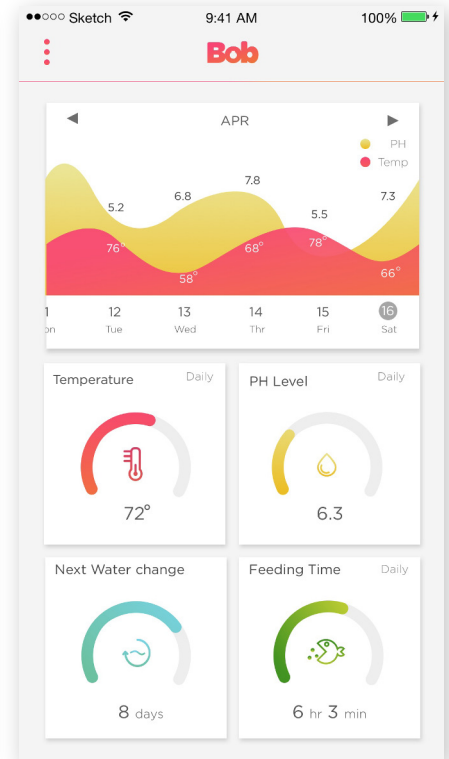
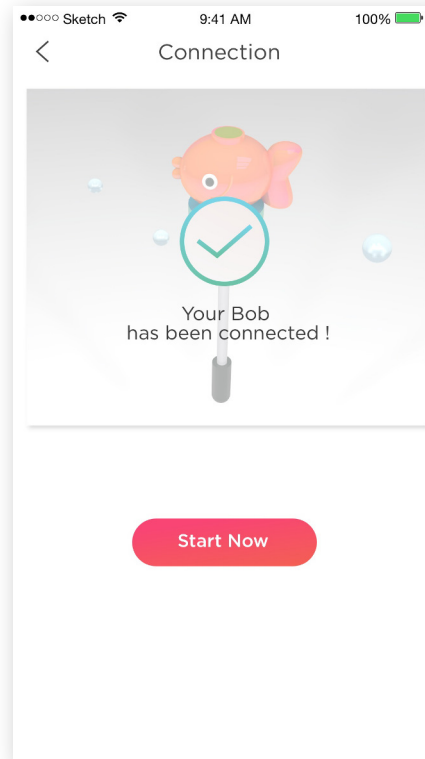
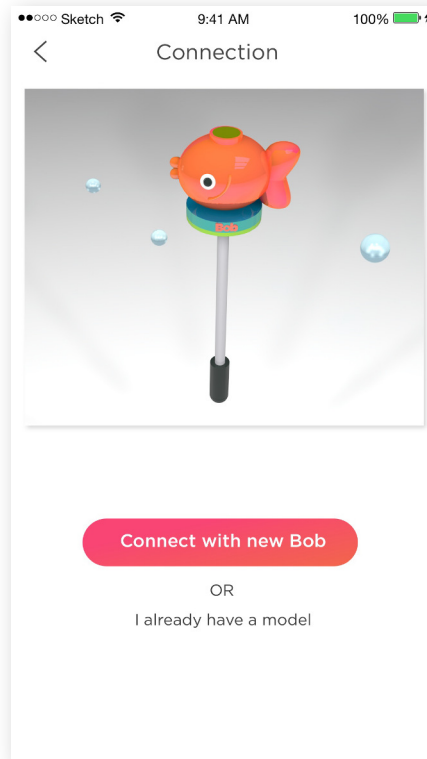
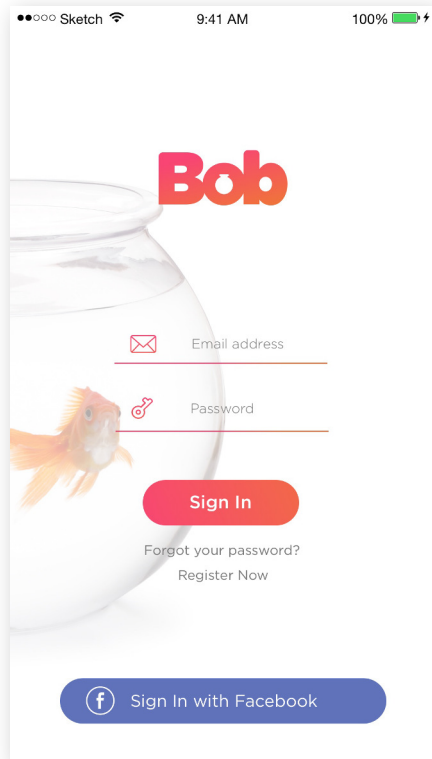


# ICONOGRAPHY

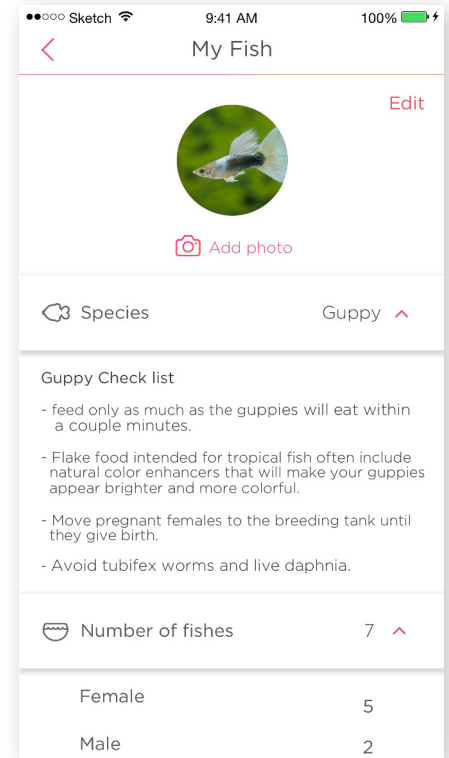
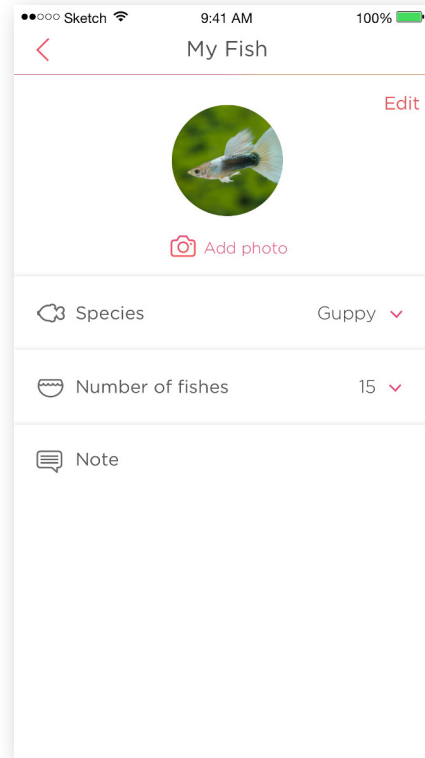
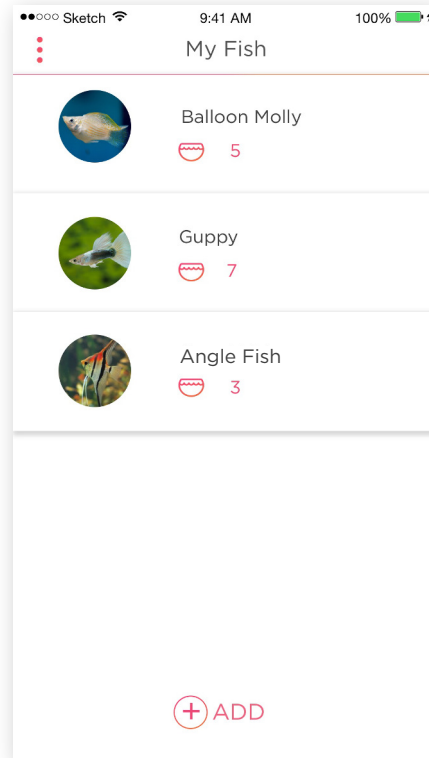


APP DESIGN

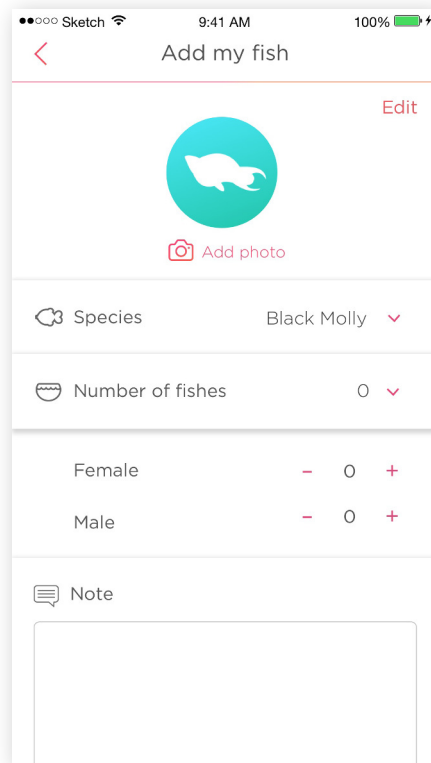
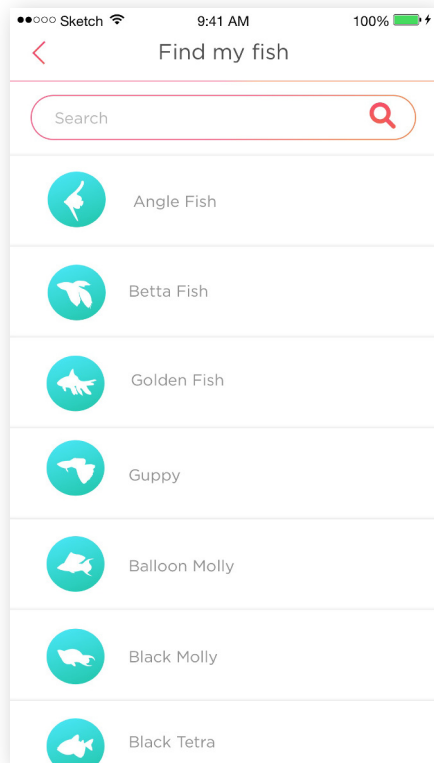
# APP DESIGN SIGN IN / HOME



# APP DESIGN MY FISH

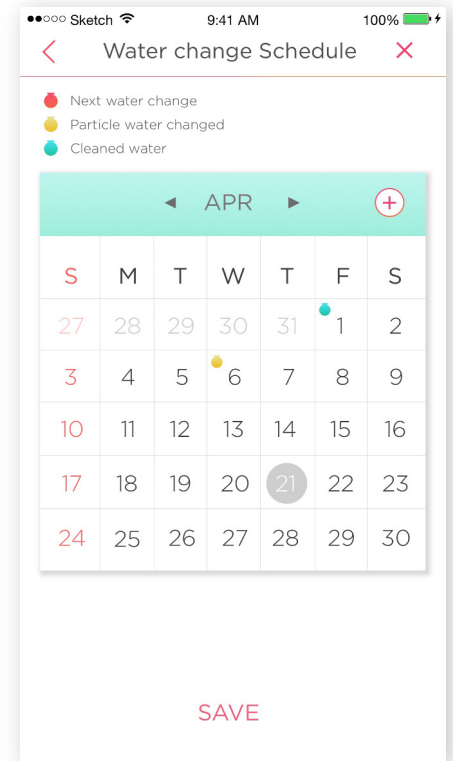
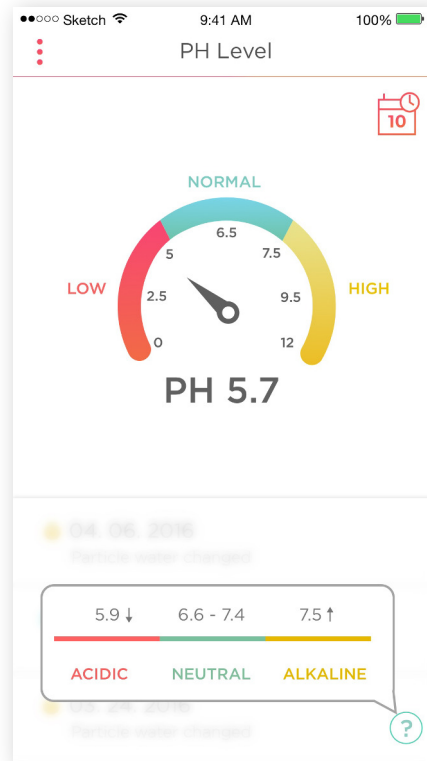
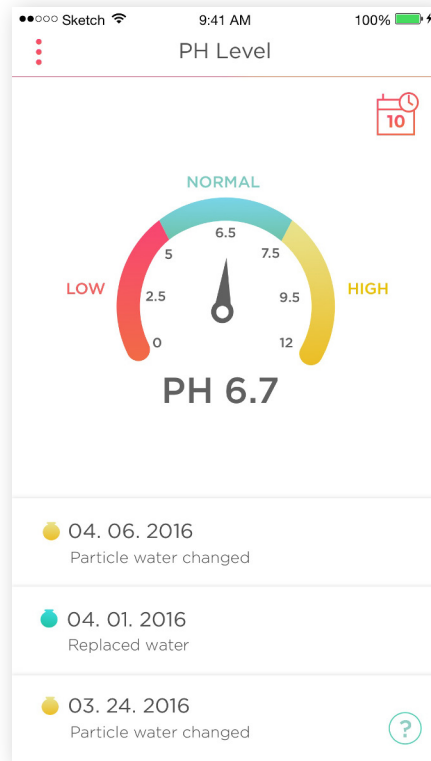


# APP DESIGN MY FISH

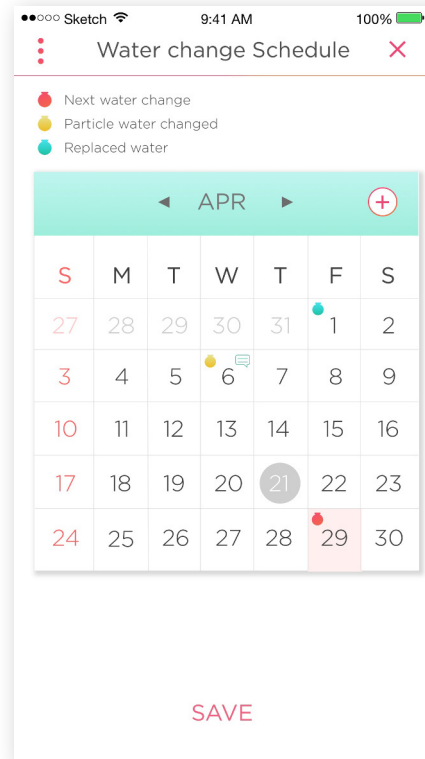
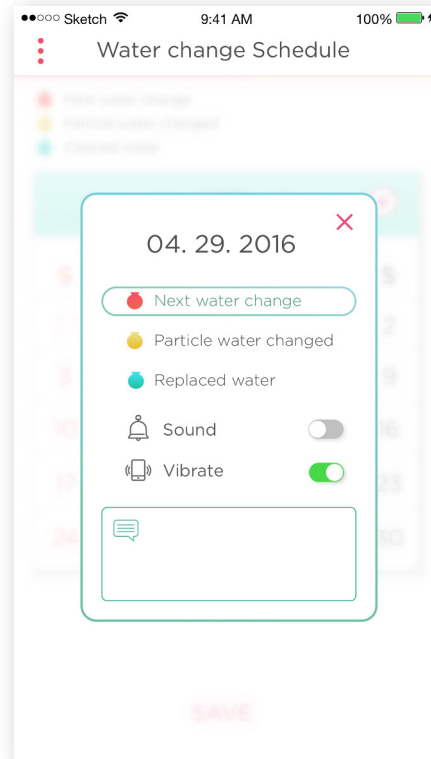
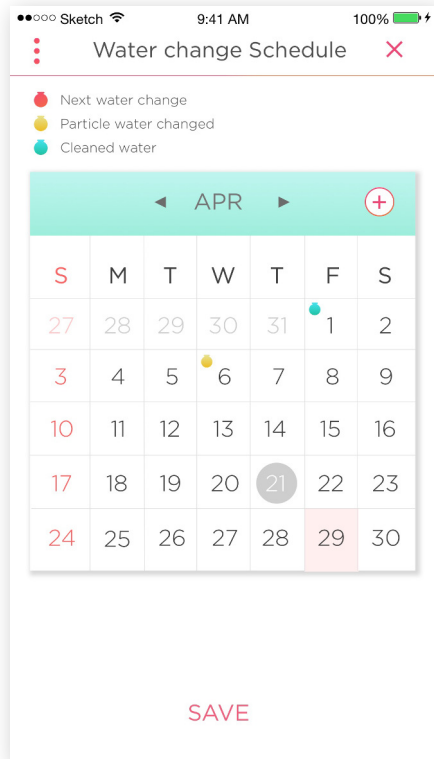




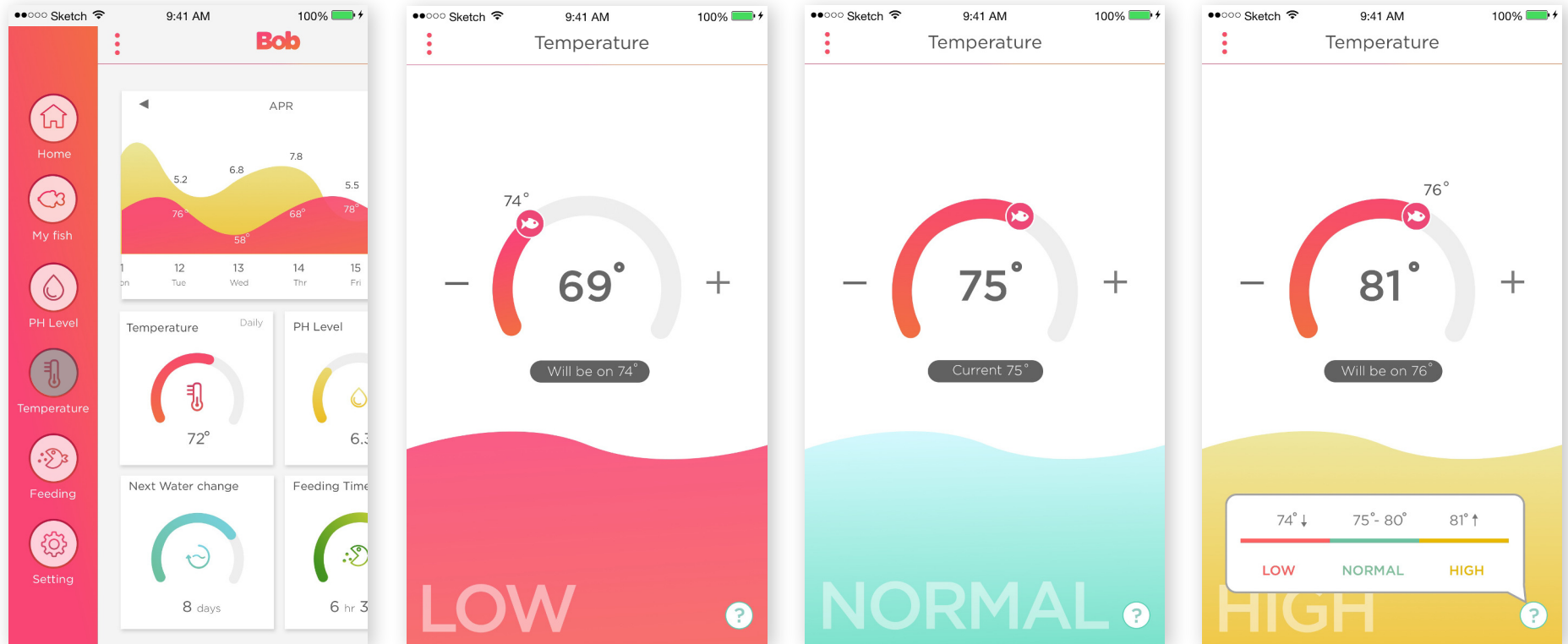
# APP DESIGN PH LEVEL



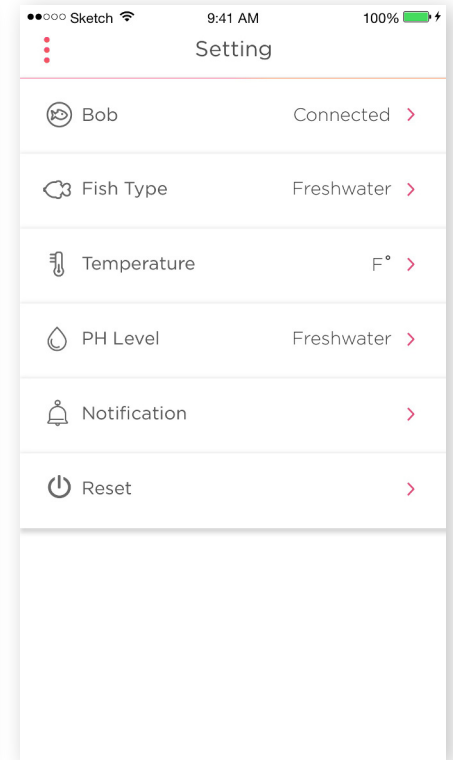
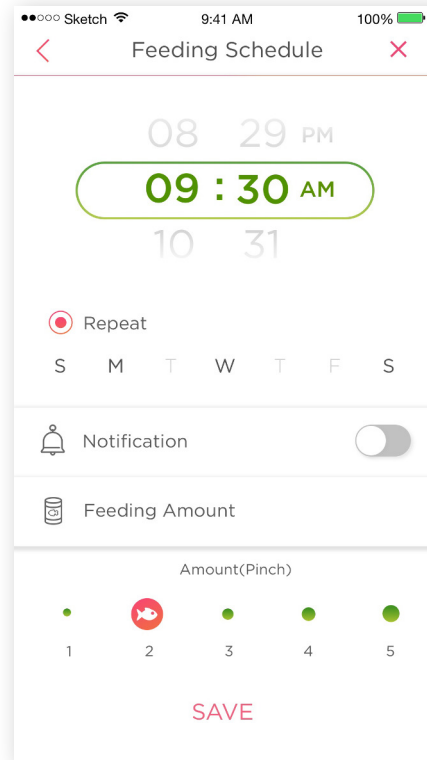
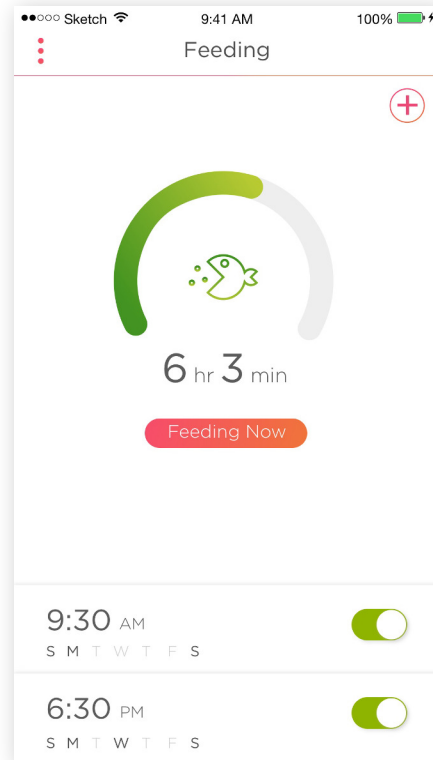
# APP DESIGN WATER CHANGE SCHEDULE



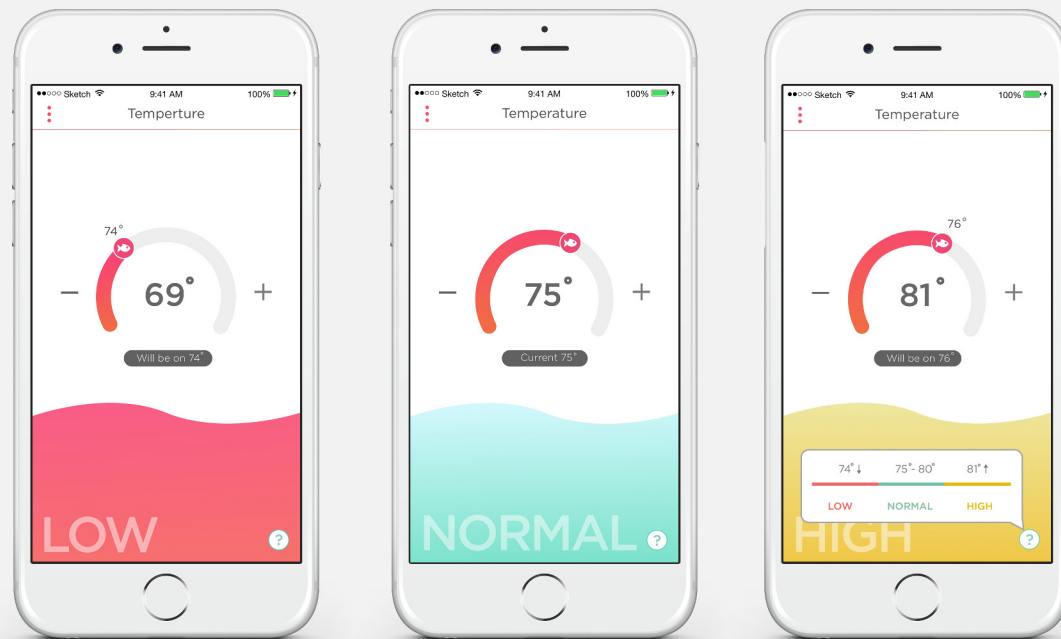
# APP DESIGN TEMPERATURE



# APP DESIGN FEEDING / SETTING



# APP DESIGN MOCKUP




# APP DESIGN MOCKUP



MARKETING

**Bob** | [HOW IT WORKS](#) [ABOUT](#) [PRODUCT](#) [CONTACT US](#)






### YOUR FISH'S BEST FRIEND

Connect with mobile device so you can check the fish bowl and control them easy and fast.

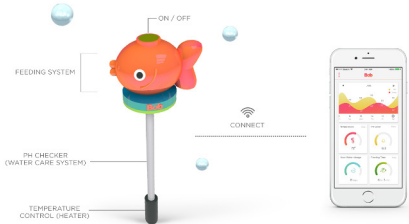
[ORDER NOW](#)


### CHECK YOUR FISH BOWL ON YOUR PHONE

 <p><b>RECIVE NOTIFICATION</b></p> <p>You can simply recive the notification in your mobile device.</p>	 <p><b>SET UP THE SCHEDULE</b></p> <p>You can set up the schedule for feeding time and water change schedule if needed.</p>	 <p><b>EASY TO CONTROL</b></p> <p>You can easy to control the water temperature and manage your fish bowl.</p>
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[LEARN MORE](#)

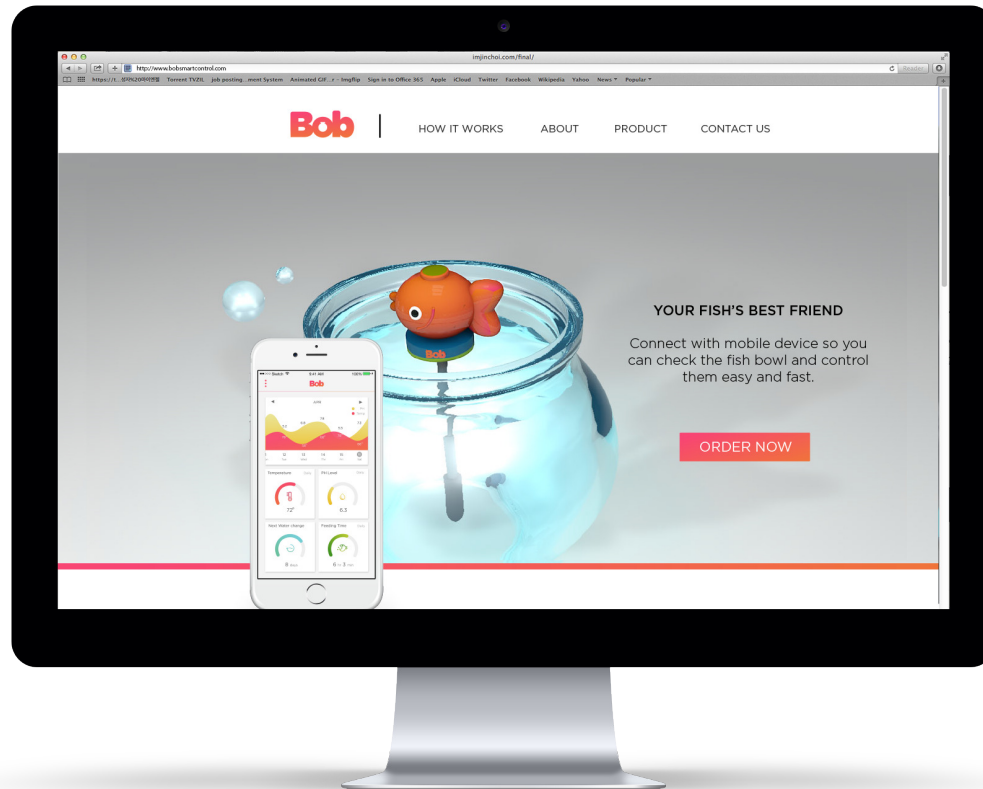
### EXPLORE BOB SMART CONTROLLER







# WEB DESIGN FEEDING / SETTING



# MARKETING MOCKUP

bob

https://www.facebook.com/bobsmartcontrol

Bob

Home

Create Page

Recent

2016

2015

2014

2013

2012

2011

2010

2009

2008

2007

2006

2005

2004

2003

Sponsored

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try.rollbar.com  
Detect, diagnose and defeat  
application errors with Rollbar.  
Try it for free!

Bloomingdale's  
bloomingdales.com  
Bloomingdale's One Day  
Home Sale is happening now!  
Save 20-75% on select  
items. Ends 5/14.

Bob

13 hrs · 🌐

You can simply check your fish bowl or control them easy and fast way!  
Whatever fish tank or fish bowl you have, the 'Bob' smart controller helps to save your fish. Expore more information <http://www.bobsmartcontrol.com>

FISH KILLER? NOT ANYMORE!  
<http://www.bobsmartcontrol.com>

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91

Top Comments

20 shares

Bob Write a comment...

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1,132,674 people like this  
Sojin Kim and Nico Carter

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ABOUT

Control the water temperature for your fish bowl with your mobile phone right away .  
Download app store now. #bob

Typically replies within a few hours  
[Message Now](#)

<http://www.bobsmartcontrol.com>

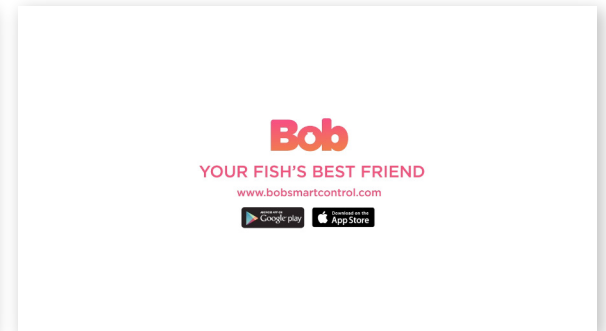
PHOTOS

ow up, knock on the door, and then run

Day

FRIDA

# PROMOTIONAL VIDEO



<https://vimeo.com/167084981>

THANK YOU