

Meeting notes

Creative Director: Romina Diaz-Rivero

Designer: Sophia Palitti

- I would like a navbar that represents a snake—basically the background looks like a snake pattern (was thinking of a black/red milk snake specifically)
 - Pages will be:
 - Home
 - Why get a pet snake
 - Popular pet snakes breeds
 - How to care for snakes
 - (OPTIONAL) Snakes in the wild/snakes in their natural habitat (basically illegal breeds to own)
- Home Page:
 - Fun fact of the day
 - About the website/mission (to destigmatize snakes)
 - Maybe an image carousel with a bunch of pet snakes?
- Why Get a Pet Snake
 - Aimed for beginners and/or people scared by snakes
 - Tell the difference between “dangerous” snakes versus many harmless (and cute) snakes
 - Snakes can relieve stress and anxiety
 - Snakes are low maintenance
 - Other reasons can be included
- Popular Pet Snake Breeds
 - Organize it by owner experience level: Beginner, Intermediate, and Expert
- How to Care for Snakes
 - Optimal environment for snakes
 - Common diet (bugs, rodents)
 - Shedding schedule
- (OPTIONAL) If “Snakes in the Wild” is done, it would mostly be about how the snakes live in the wild, like garden snakes, desert snakes, and stream snakes. This would also be to be more educational about snakes themselves rather than just talking about them as pets.
- Two ideas for theme:
 - Neon/glow in the dark: Kind of like that Flow game where you connect the dots—it reminded me of snakes. It’s more to build on a playful theme
 - Natural pastel: More softer tone but more calming as well
 - Really is up to the designer what works for them