Design Brief

GLOBAL STUDIO | TEAM 01

The main concept

Spending leisure time offline and online with relatives from all over the world who don't speak the same language

Overview and background

You never know who's going to be the love of your life, moreover, what his\her mother tongue will be. Nowadays international families have become more common all over the world, especially in Europe.

According to this there are a lot of bilingual families, speaking two or even three languages with each other. Once the relatives come over to meet their children-in-law, grandchildren, the communication becomes a struggling point which shouldn't occur in the 21st century.
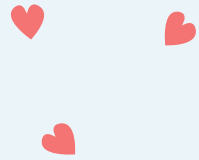
Target Group

families of different
nationalities and sizes

Mobile app for the whole family

Travelling became easier nowadays so that relatives can see each other more often. The lack of knowledge of a foreign language can't be an issue when communicating with your family members online and offline.

This product should be helpful for a new bilingual generation to develop their language skills and keep up unique traditions of foreign relatives. On the other side, it also should bring benefits for older generation who simply can't make a conversation

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Requirements

The product should be intuitively understandable for navigation as well as provided with an art intelligence and voice translation for a user's convenience. Neutral colours of an app and steady servers will bring designers lots of thankful families.

Moreover, it should contain a personal map for each "family" where they'll be able to put places to visit together, kanban desk and find reviews of other users.

A timeline always works fine

01 Briefing

02 Design ideas

03 Refined sketch

04 First application concept

05 Final application concept

06 Final product presentacion