BRIEF

by nodee, sarah, lenny (team 8) for team 1

main target audience:
name: 30H ("h" can stand for health, happiness, etc.)
age: people in their 30s
gender: any
field of interests: any
main message:
Our concept ideas developed regarding the discussion of our target audience: mainly people in their 30s are interested in "getting their life together", finding stable housing, stable and well-paying jobs, and keeping their interests and hobbies, without having to sacrifice the time they spend on them to working hours. A lot of people in their 30s are invested in health and sport since it is incredibly important to try and keep yourself in a state you'd be comfortable in. The mental state is as important as the physical state. It is also quite important to find places to socialize at that age since most people in their 30s already leave college.
what we want you to come up with:
Brand identity and vague functionality description for an app/ environment(virtual or in real life)/ website/ that would help people socialize with those similar to them. While also have the beneficial function of connecting the user to help services in which they can find what they want.
For example: if it's an environment, it can be a centre which includes "tea chat rooms", quick access to a gym, medical services, etc.
Deliverables: brand identity presentation file in free format + design development document + a short description of how this environment/ app/ website/ etc. that you have completed the brand identity for would work in your opinion.
why we need this project: for the people in their 30s to obtain a safe and sociable environment in which they can communicate and interact with one another.
goal: the main goal is to create a brand identity for an environment/app/website/etc. (we want you to have creative freedom) that would be useful for those who are entering/proceeding into their 30s. We asked some individuals of that age about their issues, concerns, and opinions, and determined that it would be useful for them to have some sort of a safe platform/space.
It also has to be friendly for all. Inclusive.
audience demographics: people from late 29yo to 40
of any sexuality, gender, culture, habits, etc.
problems/ challenges: this environment has to be useful. It has to be beneficial for the target audience, it has to work like a safe and sociable place, however, it has to be at least a little innovative and at least a bit different from what already exists.
examples of similar projects/ competitors:
 https://ziferblat.co.uk/Coventry
https://pushkin.ziferblat.net/
any silent nightclubs, multi-layered nightclubs for all sorts of people
https://luxeadventuretraveler.com/10-bucket-list-trips-to-take-in-your-30s/ (bucket list websites)
eHarmony (dating for those in their 30s)
https://www.meetup.com/topics/30s/
"do nots": create anything offensive/ something that would exclude certain minorities, etc.