BRIEF

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

SHORT DESCRIPTION 🔔

name: 30H ("h" can stand for health, happiness, etc.)
age: people in their 30s
gender: any
field of interests: any
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.

hint: start with making a mind
map for associations that you
have with the name of the brand,
try to sketch out a few logo ideas

MESSAGES AND AIMS

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 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.

hint: by creating something that will help them "get their life together" we mean a platform/ environment that will help people balance their life, it doesn't have to be directly connected to their work, it can be something that will simply include time-management hints/ nice lifehacks to keep a calendar/ list of links to websites on which you can look for a job

hint: by saying "brand identity and functionality" we mean that we want you to work to that stage where there will be a strong identity that would associate directly with the idea that you will develop, also, we want you to describe how the brand you have created would work for your customers (for better understanding we will provide examples of customers in this presentation)

hint: discuss which type of final product would be more interesting to design with your team

MESSAGES AND AIMS 🔖

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. The only limit is the age

hint: yes, the place has to be for those in their 30s, maybe you guys can even come up with fun ways to check people's IDs :)

hint: how is the project you will be making different from the existing competitors?
+ other existing apps/ environments/ websites for making friends, keeping track of your state and activity, etc. are not age oriented --- *you are creating something that is specifically for those in their 30s*
+ the apps/ environments/ websites that are age-oriented are very limited, they do not include multiple beneficial functions --- *you are creating a sort of a net of things that are useful for those in their 30s*

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.
If it's an app it can be a combination of apps like tinder/ bumble/ etc. with google calendar, google docs, time-management apps, health/ activity tracker, etc.
If it's a website, it can be an interactive long-read with lifehacks and recommendations for those who are in their 30s.
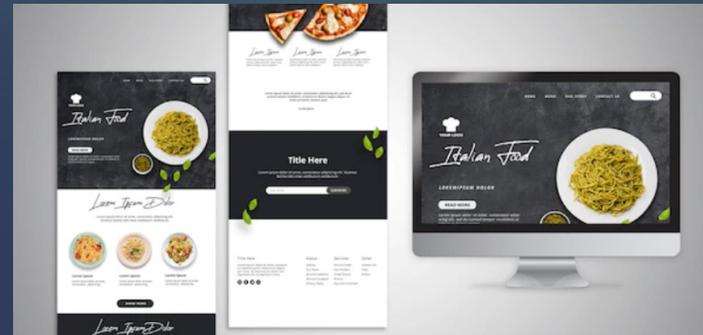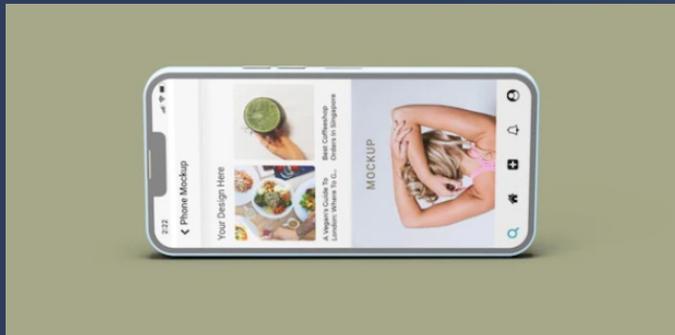
FOR EXAMPLE:

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/

fun fact: we mostly chose people in their 30s because those were the people we were able to interview, it does not really have anything to do with our culture, however it does have to do a lot with our future, since in some time we are going to be the ones in the 30s hahah

AUDIENCE DEMOGRAPHICS 📊

people from **late 29yo to 39yo**
of **any sexuality, gender, culture, habits, etc.**
we want it to include everyone of that age, **think about
the needs of diverse clients.**

some interesting links to look into:
https://www.vox.com/first-person/2020/1/23/21077392/crisis-thirtysomething-in-my-30s
https://hk.jobsdb.com/en-hk/articles/secret-struggles-of-every-working-30s/
https://www.bbc.com/news/health-11429993
https://onlinedegrees.bradley.edu/blog/understanding-the-quarter-life-crisis/

CUSTOMERS & CLIENTS

Interviewed person A:
age: 30
employment: IT freelancer
problem and pain point:
Over fixates on their job so does not go outside due to overwhelming deadlines, wants to socialize but can not bare speaking online since that format only associates with work. Does not know where to go to make friends.

Interviewed person B:
age: 34
employment: literature teacher
problem and pain point:
Spends too much time overworking because is very empathetic with their students, does not have any friends their age, wants to go out, yet never feels safe because of older men.

Interviewed person C:
age: 32
employment: none
problem and pain point:
Wants to find a stable job connected to their degree, however, is too stressed because of the pressure, so tries to avoid interviews no matter how much they need to attend them. Had a horrible experience with psychologists so does not know how to overcome stress and anxiety.

CUSTOMERS & CLIENTS

Interviewed person D:
age: 30
employment: software engineer
problem and pain point:
Procrastinates, does complete all the tasks but never has time for actual fun activities. Has friends and a partner since college, however, barely has any time to spend with them. This causes loads of relationship complications.

Interviewed person E:
age: 35
employment: retail assistant
problem and pain point:
Never shows up to their job, still lives with their parents, does not know how to deal with adulthood, there are a lot of blanks in knowledge about healthcare and organizational behaviour. Scrolling through Reddit for lifehacks stopped helping.

Interviewed person F:
age: 38
employment: project manager and IT expert
problem and pain point:
Does not have any friends, not even colleagues, since everyone takes them as a person that is "too serious". They are very successful at managing their job and organizing people professionally, but they do not know how to act with peers, and always doubt themselves.

CUSTOMERS & CLIENTS

Interviewed person G:
age: 35
employment: architect
problem and pain point:
Even though they are doing great at being stable in one of the life aspects (work), they find everything else very difficult. Is looking for a partner, used common dating apps, yet each date was horrible because of the lack of safe spaces to go to. Lost contact with most of their friends after college and never found new ones besides some work colleagues.

Interviewed person H:
age: 31
employment: beginner videographer
problem and pain point:
Can not stand living with their parents and wants to move out, however, does not have enough savings for their own place yet.
Always late to their meetings, which looks unprofessional, but can not fix it due to an awful sleeping schedule.

Interviewed person I:
age: 36
employment: student completing their masters
problem and pain point:
Is married and had to take multiple gap years between their bachelor's and masters due to family issues.
Because of that gap, they have a really hard time finding friends, even in their course.

HOPE YOU ENJOY IT
THANK YOU