

CONCEPT DESIGN BRIEF

DESIGN TASK

Project Name:

Key Message

Design Product

Client/Team Name:

WHY we need this project:

Team 30:
Bianca, Gergana, Honour, Naomi

To bring more joy/happiness into peoples lives

Goals (describe the overall purpose of the project) & Objectives (concrete measures of success in reaching a goal)

Our team would like to create an app in which every few hours people will receive a notification of inspirational quotes/ affirmations. Our goal is to help people strengthen their self-worth/care and replace any negative beliefs.

Audience Demographics - who is your ideal customer, habits, and goals?

Problems / Challenges - when and how will they be using your product?

Our target audience is anyone from the age of twelve and up.

When setting up the app people are able to customise it the way they want. They can pick from more quotes/affirmations about confidence if they want more of a confidence boost or any other topics such as self-care/worth, motivation and so on. Every 2/3 hours our users will receive a notification of their quote/affirmation.

Competitors / Are there any "do nots"?

Other quote/affirmation apps.

What would an ideal outcome look like for this project?

Budget and schedule:

An ideal outcome would be for our consumers to benefit from our app

Supportive documentation / Photos / Videos

