

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?

20-30 years

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.

The problem concerns motivation: between 20 and 30 years a lot of changes happen and we need to stay focused to find or to follow our path. To improve motivation we need to find an intrinsic motivation and for this reason we want to add a task that the user can solve to increase they're self-efficacy.

Competitors / Are there any 'do not's'?

Mindset: Daily Motivation

Other quote/affirmation apps.

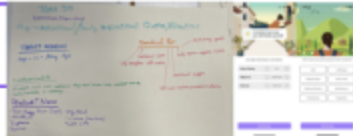
What would an ideal outcome look like for this project?

Budget and schedule:

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

- The app is free
- Costs of prototyping are around 500€
- Costs of production are around 5000€

Supportive documentation / Photos / Videos



The deadline for the application is on the 20th of November, date by which we will send everything

We will improve the app by adding tasks or mini games to make it more interactive

Tools for prototyping the app: Figma, Canva