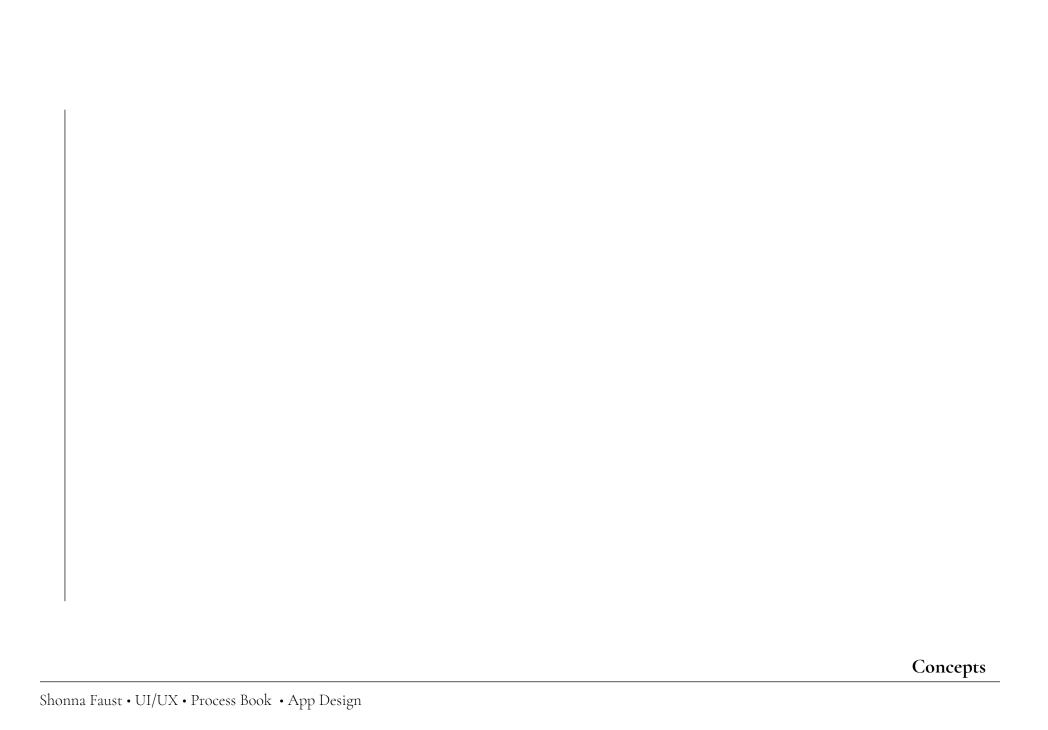


UI/UX • Process Book • App Design







# Creative Brief

# Find My Friends 2.0

#### Client

Apple is a is an American multinational technology company that specializes in consumer electronics, software and online services.

# Objectives and Priorities

Through research about what the company values, as well as how competitor apps function, a more effective way to share friends locations, as well as create safety will be established.

# Target Audience

Focus will be placed upon the 18-25 age; this age gap defines an adult establishment who also still should involve safety into their routine.

### Situational Analysis:

Find my friends 2.0 will focus on giving users the ability to not onlu froend their friends, but also have a safety feature unlike any app before.

#### Call To Action

A simple interface that allows users to easily find their friends and stay safe.

# Competitors

Find My Friends

SAFE

Noonlight

Glympse

Owntracks

Mapple.me

Zenly

Pathshare

Minutes Away Social

#### Deliverables

Fully designed application

Prototype

Presentation sample for screens

# Mandatories

Company Logo

Brand Specific Formatting

# **Metrics of Success**

Our methods of success will be gauged by user experience, ratings of the app, as well as further investigation on how this app defines success compared to the competitors.







# **TYPOGRAPHY**

**AKAGI PRO** 

Medium, Bold, & Fat

AaBbCcDdEe

**AaBbCcDdEe** 

**AaBbCcDdEe** 



