

Shonna

UI/UX • Process Book • App Design

Concepts

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.

Sketches

Typography

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TYPOGRAPHY

AKAGI PRO

Medium, Bold, & Fat

AaBbCcDdEe

AaBbCcDdEe

AaBbCcDdEe



Light Blue

Pantone 483 C

86, 15, 8 | 40, 87, 92, 44 | # 92ccef



Medium Blue

Pantone Cool Grey 9 C

122, 127, 128 | 46, 31, 29, 12 | #a9d1ee



Tan

Pantone 483 C

86, 15, 8 | 40, 87, 92, 44 | # dab595



Dark Blue

Pantone Black C

0,0,0 | 0, 0, 0, 100 | # 75b0df



White

Pantone Cool Grey 9 C

122, 127, 128 | 46, 31, 29, 12 | #ffffff



Final Screens