

Mengting Zheng
Jacob Chamberlin

**Frog
Design**

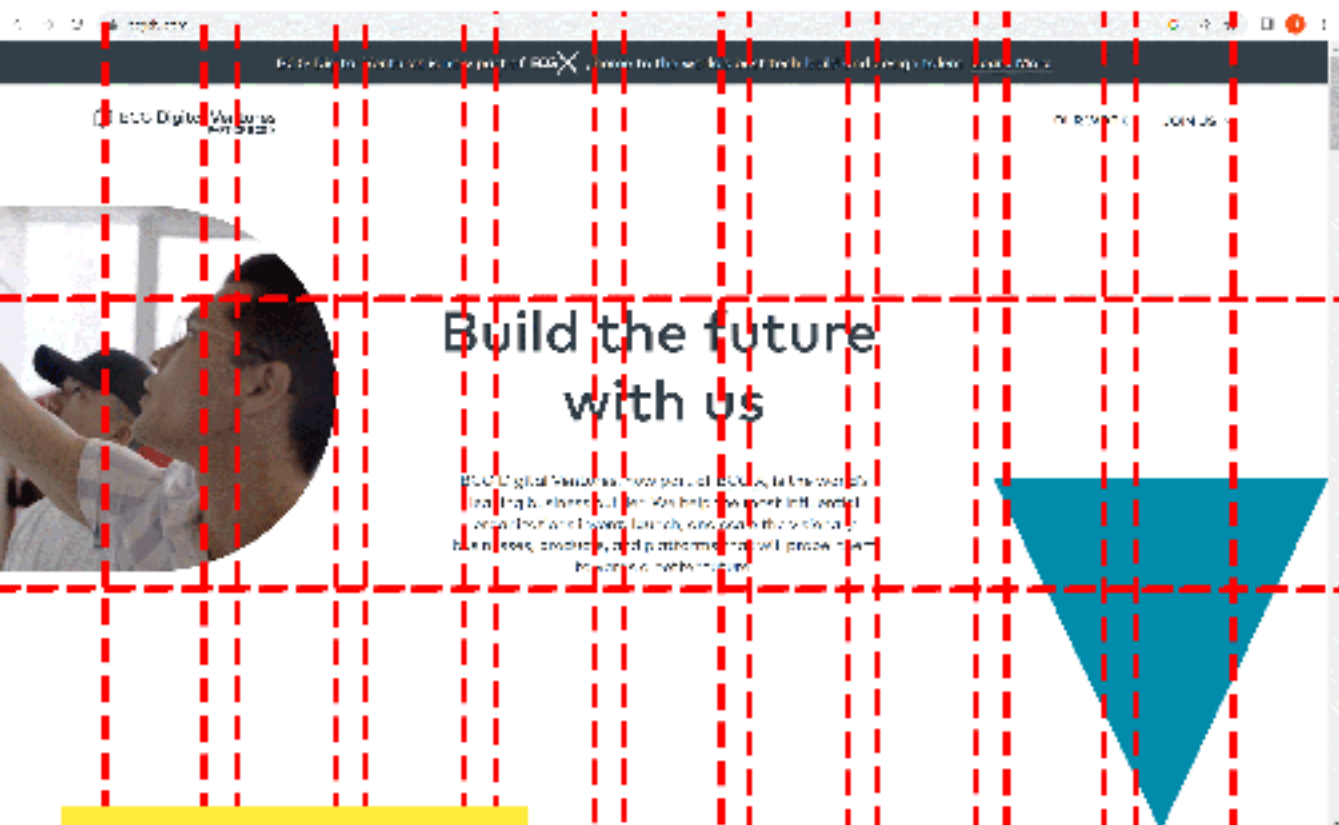
**What is
your
market?**

**Who are your
competitors?**

**human-centered
design**

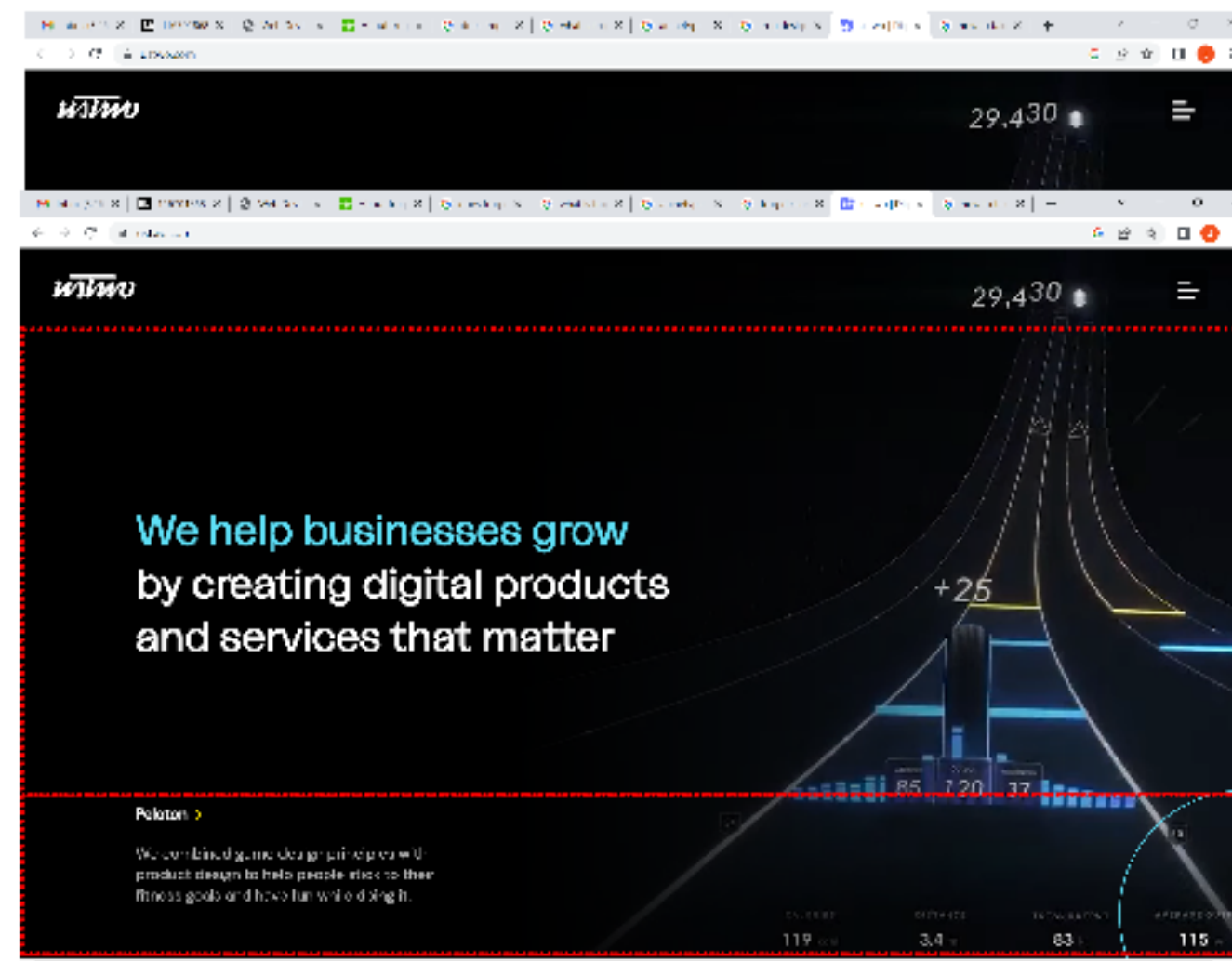
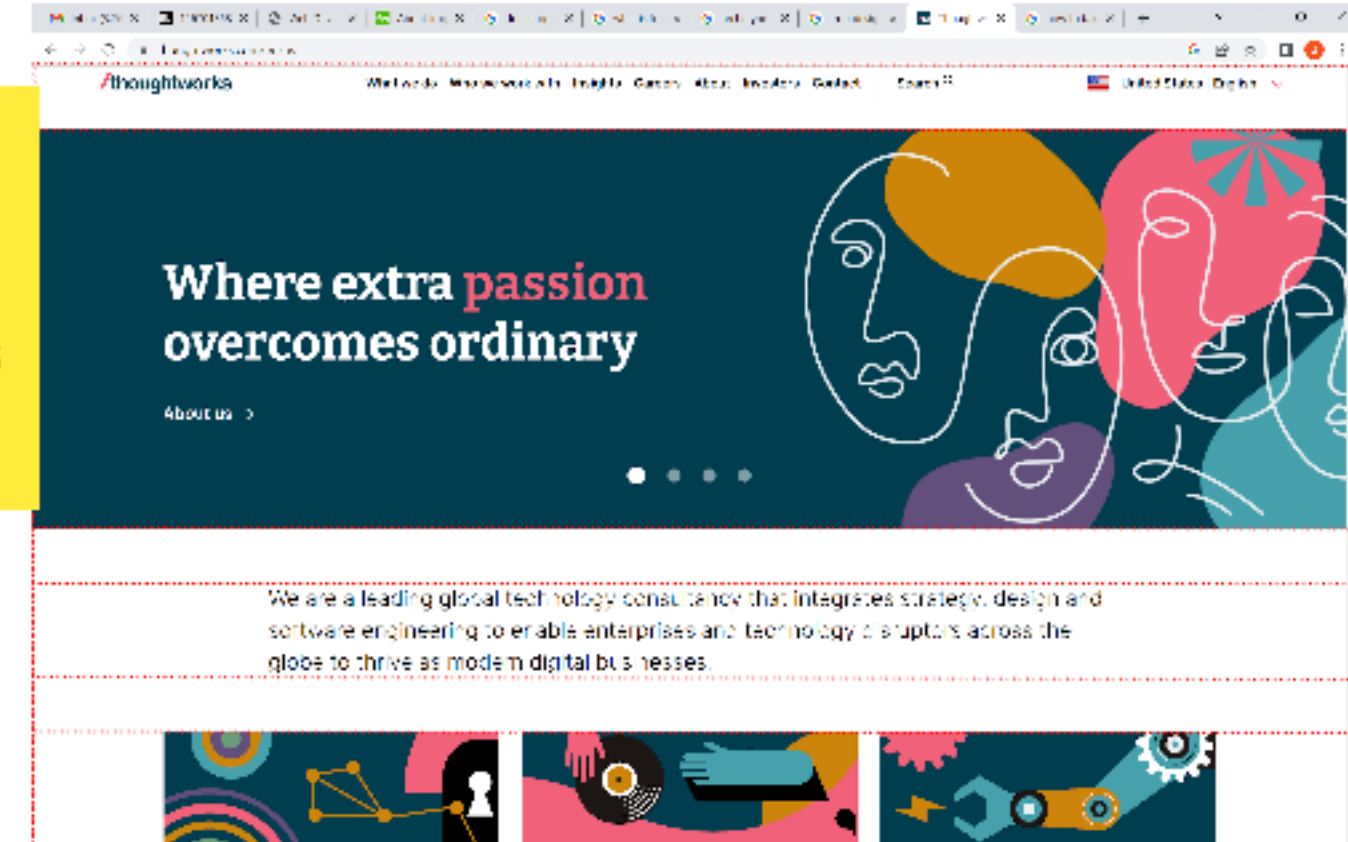
**Businesses
looking to
improve their
image and
expand their
market**

**BCG digital,
thought
works,
VSAPartners**



Homepage of BCG Digital Ventures

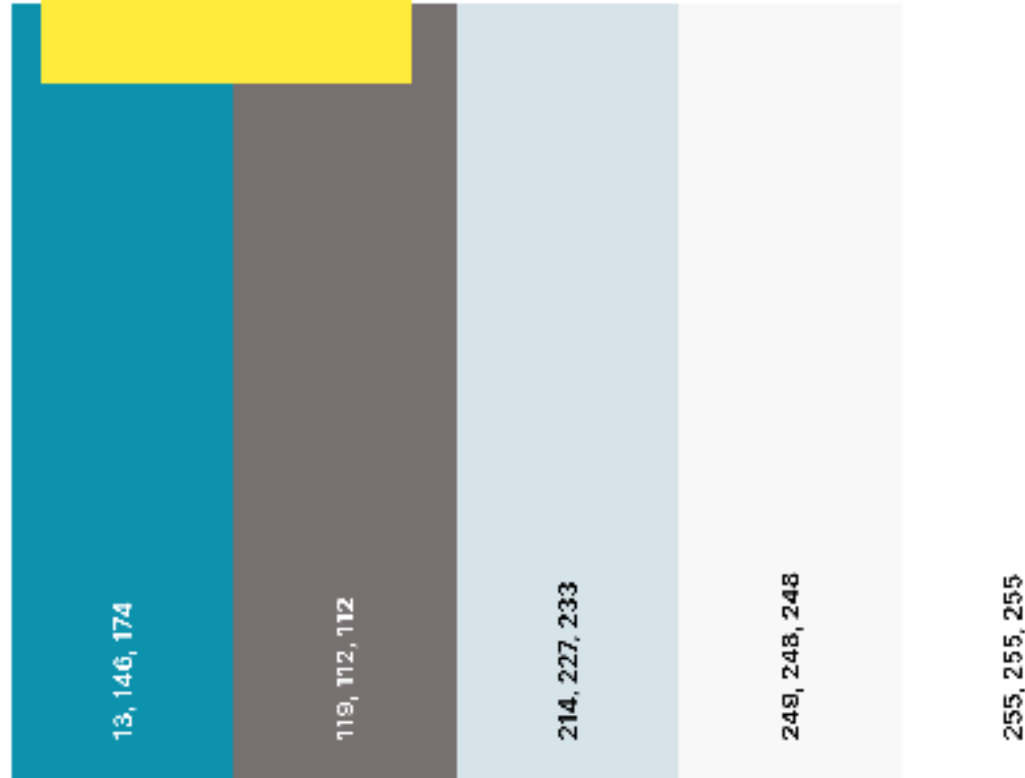
The homepage of Thoughtworks



The homepage of USTWO

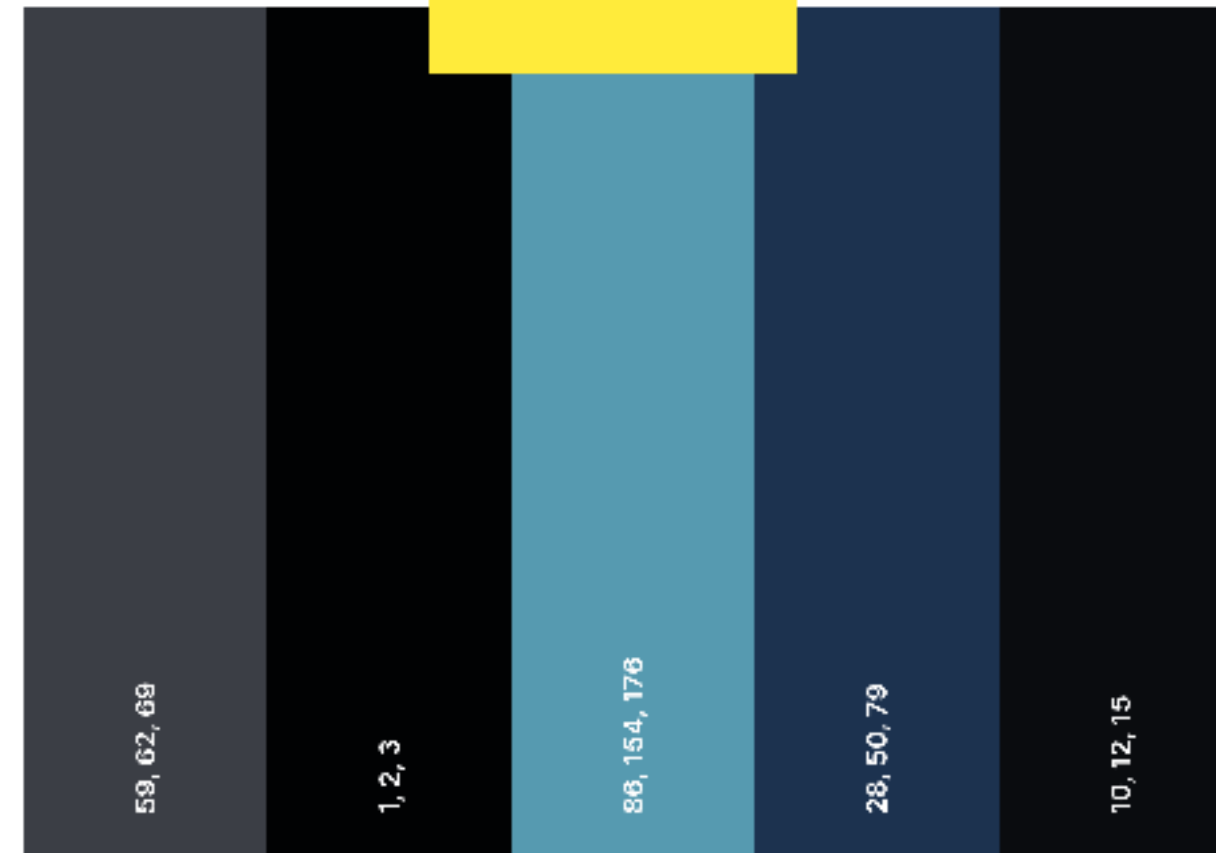
Color Palettes of competitors

BCG Digital ventures Color Pallete

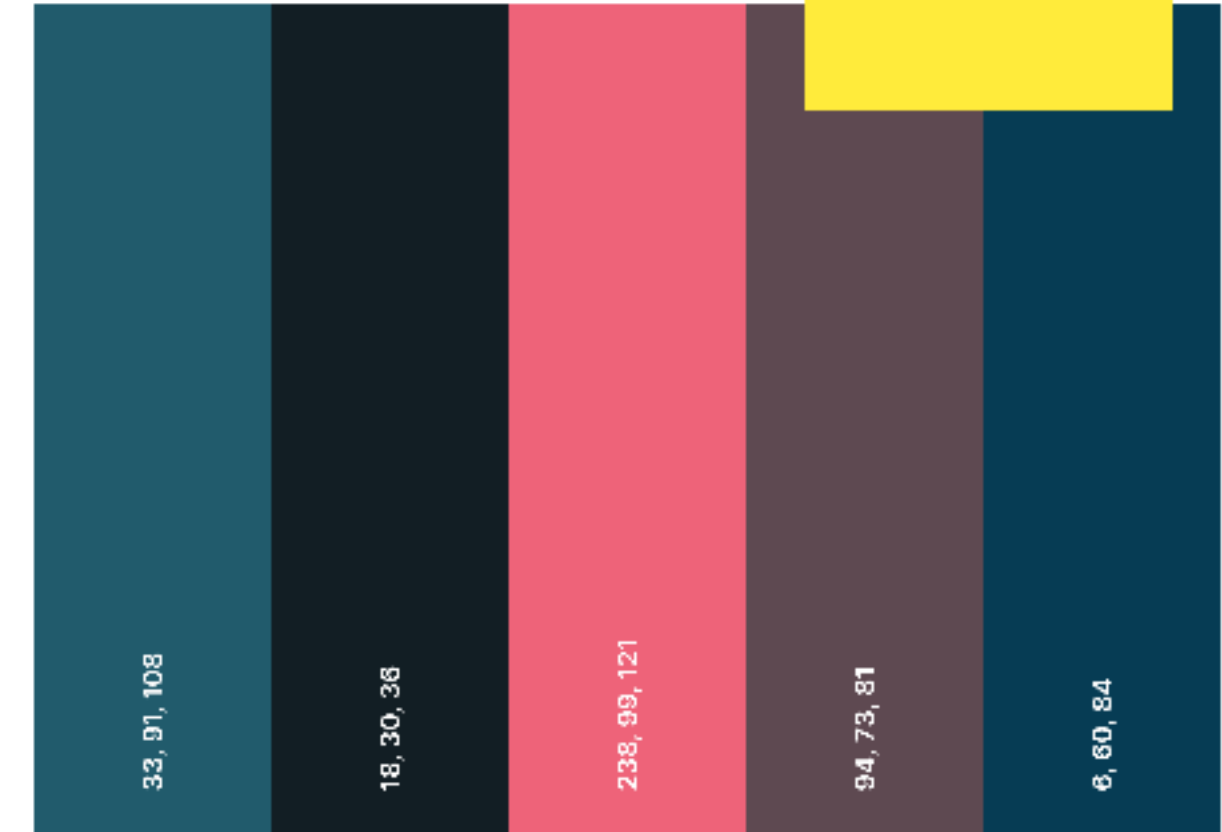


255, 255, 255

USTWO Color Pallete



Thoughtworks Color Pallete



Competitor's Typefaces

**BCG
Digital
Ventures
Typeface**

MarkoffcWeb
14 Pixels

**Thoughtworks
Typeface**

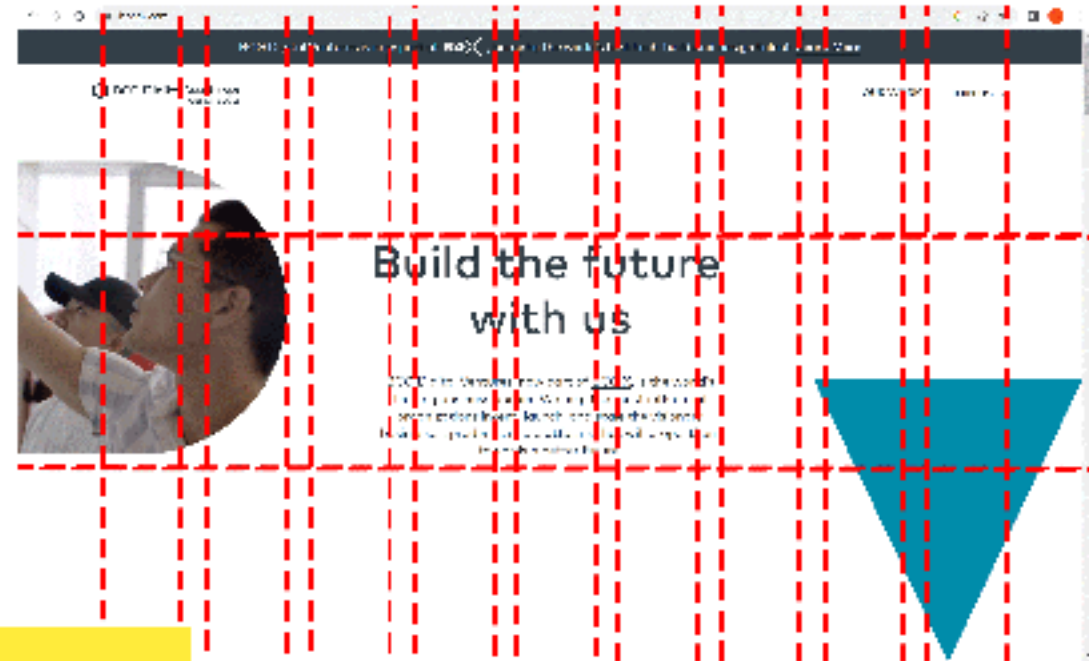
Bitter, "Noto Serif SC" , serif
32 Pixels

Inter, "Noto Sans SC" , sans-serif
16 Pixels

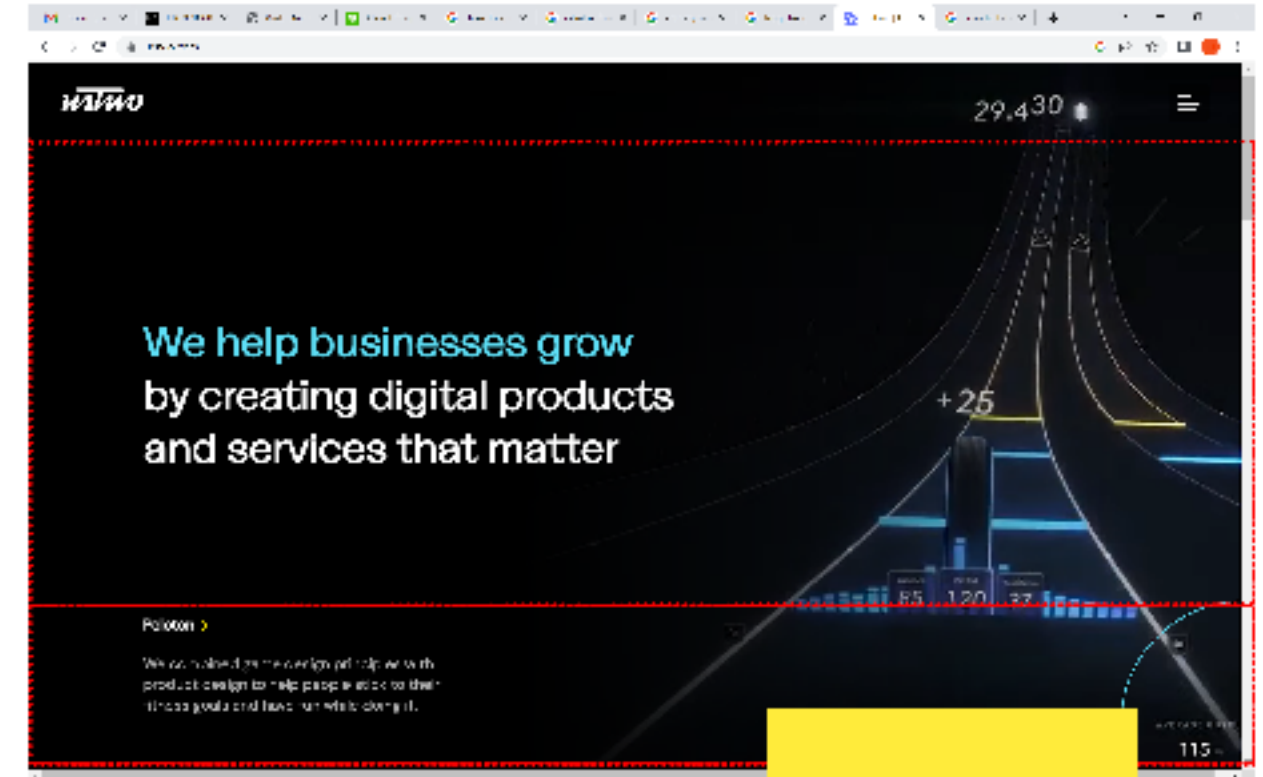
**USTWO
Typeface**

"DM Sans", Arial,
sans-serif
17.8212 Pixels

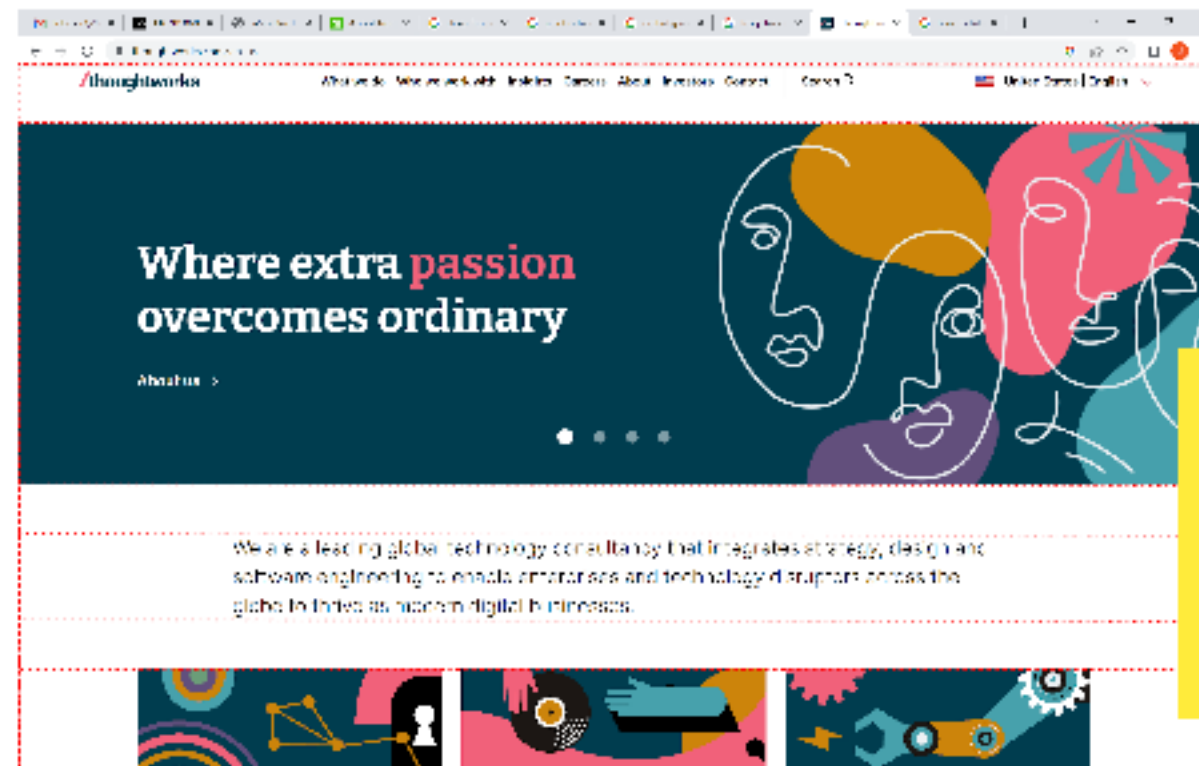
Competitive Visual Audit – Media



**Static
images**



**Rotating
Image
Module**



**Geometric
design**