



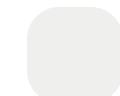
# **Brief**

Vizfy is a social media app which is meant for data visualisers and graphics designers. Although it's purpose is to inspire it's user to create something creative and bring character to the usual mundane documents.

# **Narrative Statement**

Vizfy is where creativity meets color, turning everyday data and designs into vibrant works of art. A social hub for designers and data visualizers, it's a space to share, inspire, and elevate the mundane. Bold, bright, and full of energy, Vizfy fuels a community that celebrates innovation—one design at a time.

# **Color Palette**



#EFF0EF



#F1606C



#3D3D3D



#EA734E



#F7C53B

# **Font Selection**

- **Display font**

Aziga

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* (

- **Body font**

Nagel VF

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* (

## ***Theme Exploration***

For the theme I wanted the app to be include a lot of pop elements and bright saturated colors so that the feeling of "intensity" is conveyed. It started with making simplified old tech with colors, for example, wires, buttons, etc.



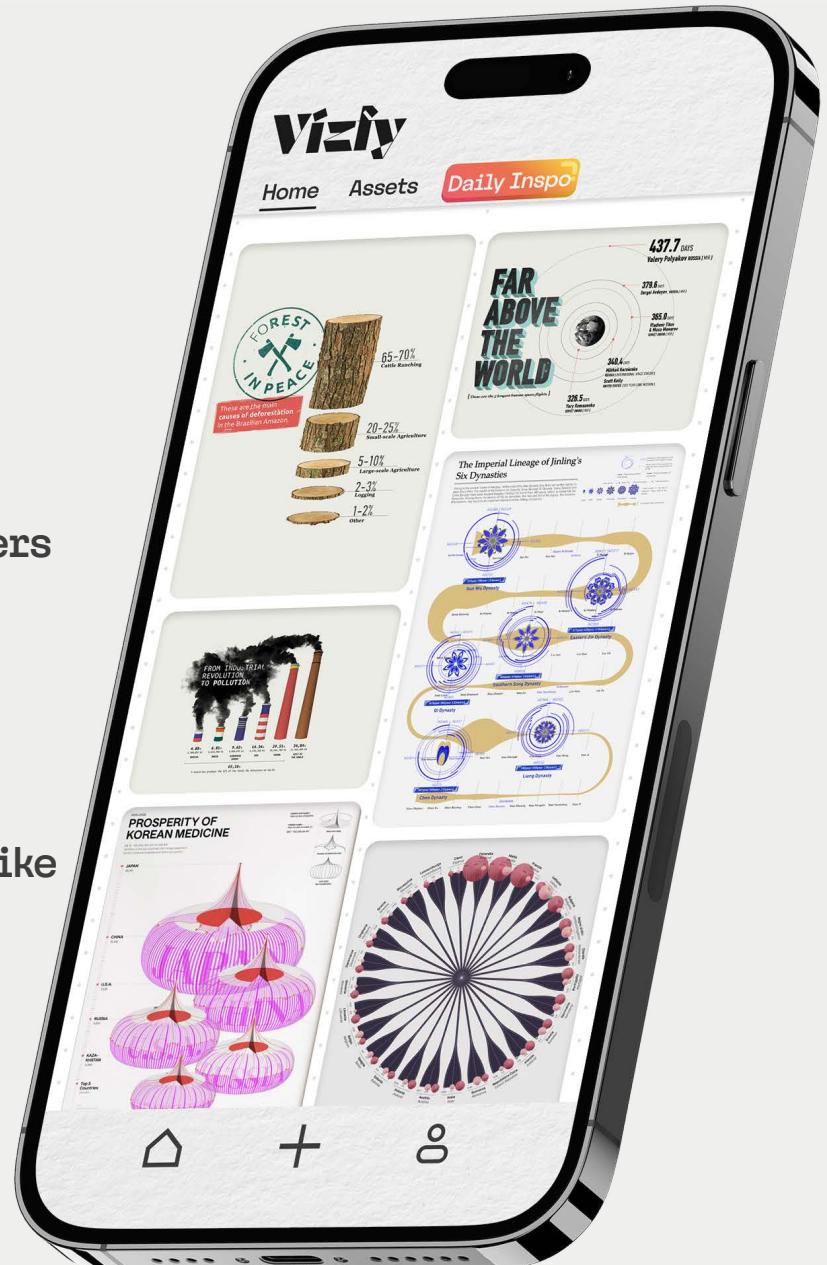
Try it out!

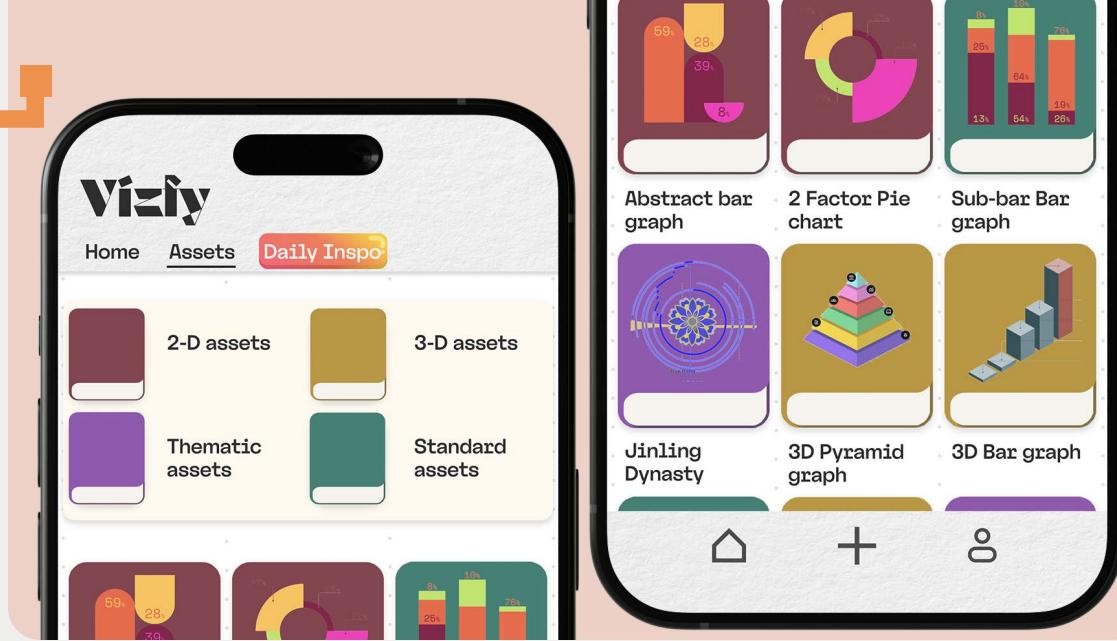


## The App

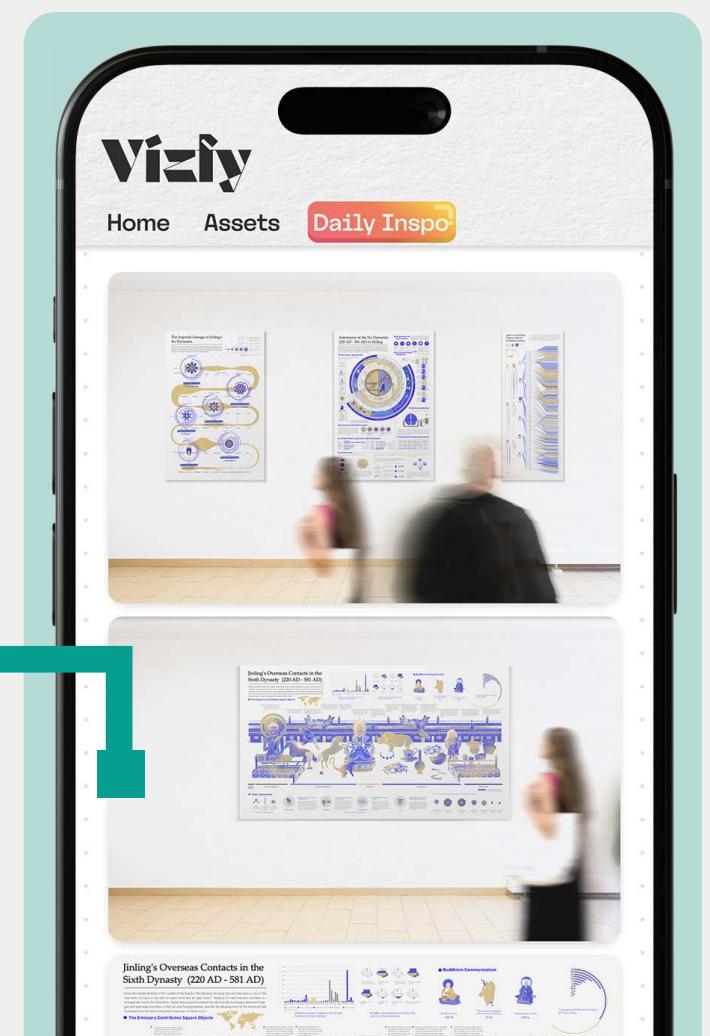
Vizfy is a social media app for designers and data visualisers where they can share their work and see what their peers are upto.

The app also has an assets page where artists can share their assets if they like so that others can use them as well.





The app is mainly meant to **inspire** people to amplify their mundane documents thus there is an emphasis on **visual graphics** throughout the app. Conveying information through images effectively is the goal of the app and it wants to **inspire** the users to do the same.



## *Daily Inspiration*

One of the main features of the app is the daily inspiration section where one user's posts are posted to the daily inspiration page as shoutout.

The point of this page is to host the most creative artist so that the users are inspired by their process and work.

