

Brief

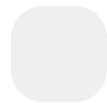
Vizfy is a social media app which is meant for data visualisers and graphics designers. Although it's purpose is to inspire it's user to create something creative and bring character to the usual mundane documents.

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



#3D3D3D



#F1606C



#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

! @ # \$ % ^ & * (

The image features a light gray background with several abstract elements. On the left, there are four vertical lines in yellow, orange, pink, and teal, each topped with a small square of the same color. These lines extend horizontally and vertically, forming a network of paths. In the center, there is a bold, italicized title. Below the title, a paragraph of text explains the design theme. To the right, there are two 3D cubes, one above the other, both white with black outlines and a teal square on their front face. A teal line connects the top cube to the bottom cube. At the bottom, there are four 3D cubes in yellow, orange, pink, and teal, each with a vertical line extending downwards from its base.

Theme Exploration

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

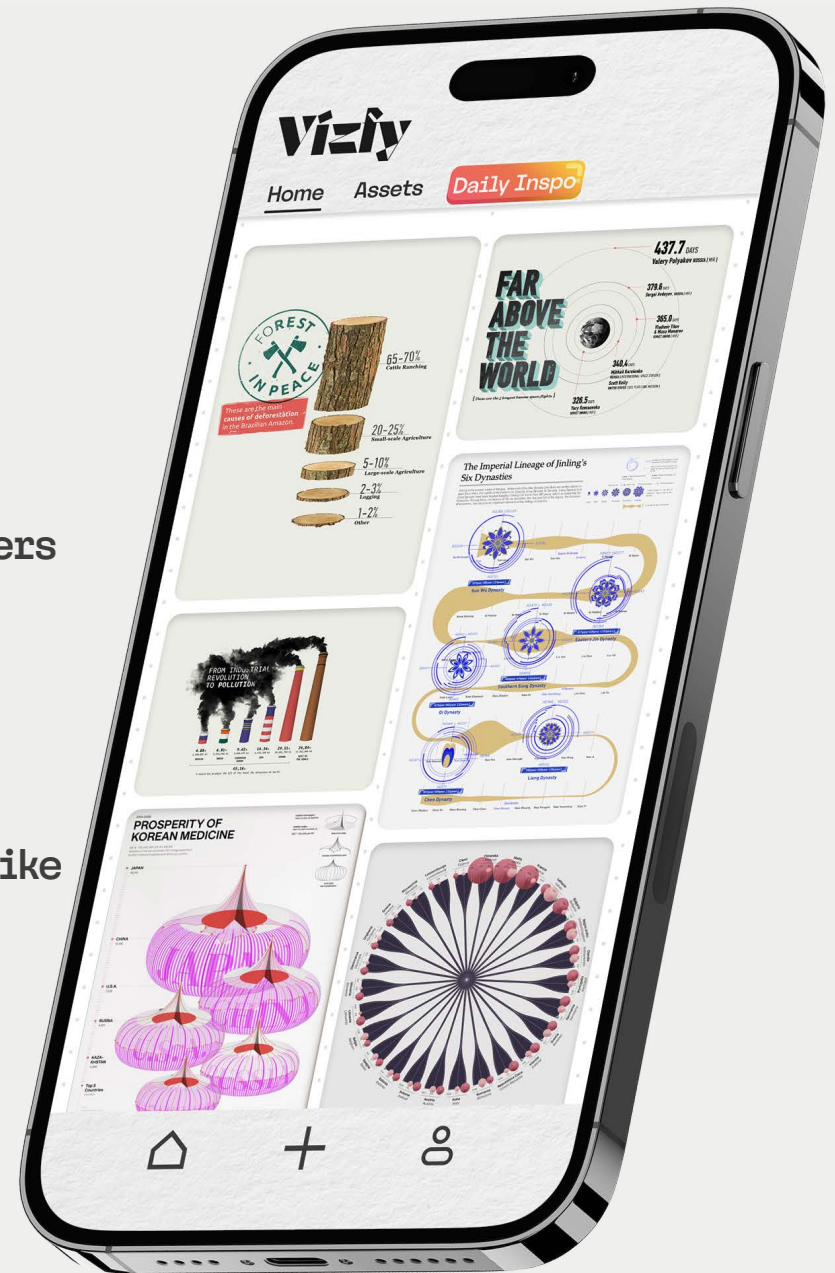
Try it out!



The App

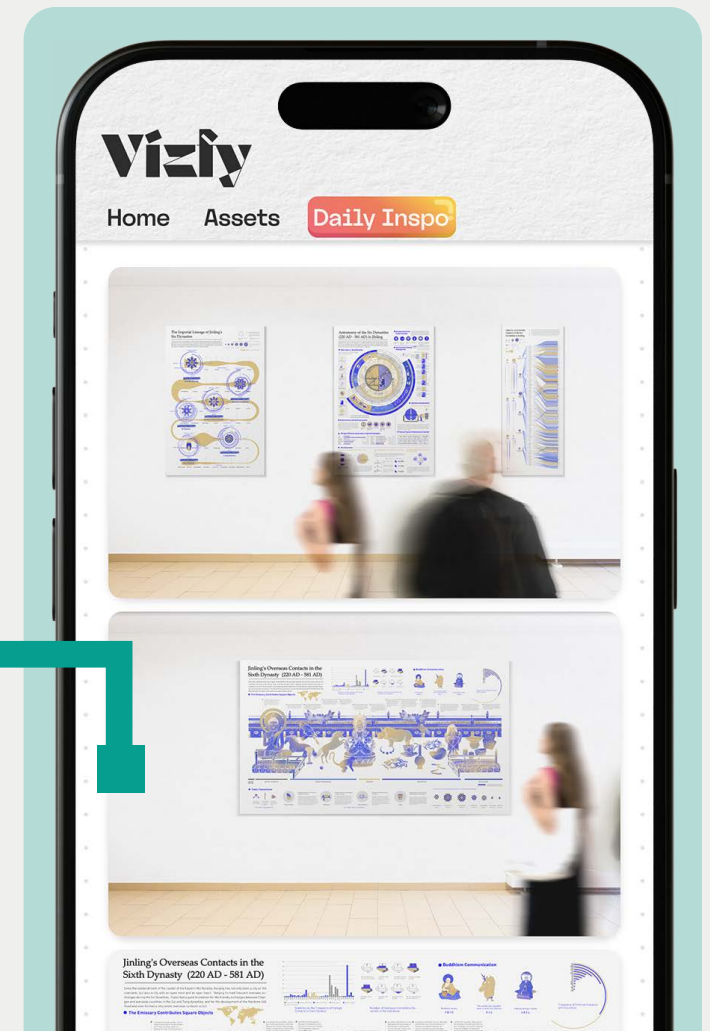
Vizfy is a social media app for designers and data visualisers where they can share their work and see what their peers are upto.

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.

