

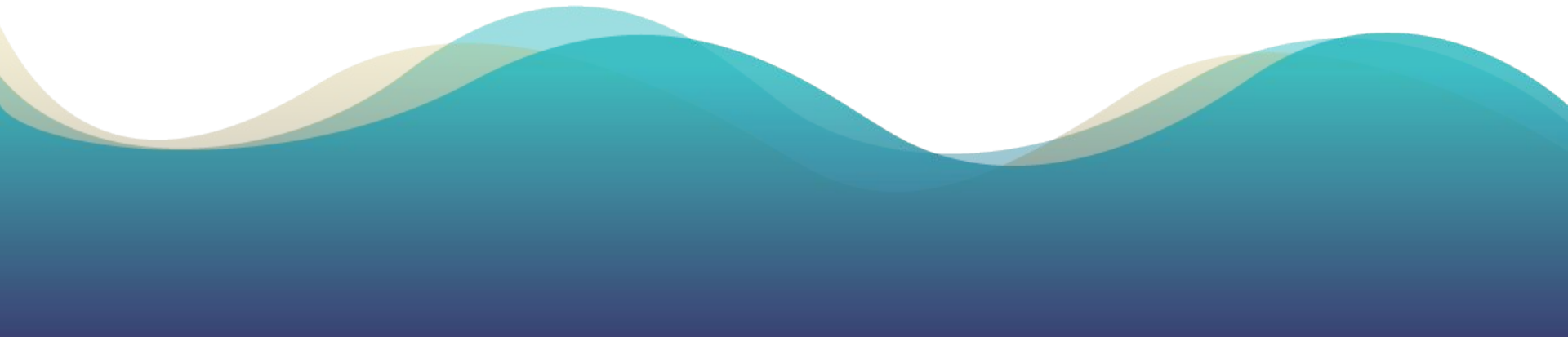


PROJECT TEAM:

Ludwina Otto-Długajczyk
Adelajda Kołodziejska
Maja Bay Kristjansson
Beata Kornecka
Marta Netza

AGENDA

- Explanation of our innovative concept
- Potential users
- Key aspects of Business Model Canvas
- Visual identity
- Presentation of the website
- Short journey through our digital service



WHO WE ARE?

Our mission is to help creative people **DISCOVER** each other, **CONNECT**, share inspiration and knowledge, and -finally- collaborate to **CREATE** something together and grow as professionals.

OUR POTENTIAL USERS



1st stage - pilot version of the app:
KEA students



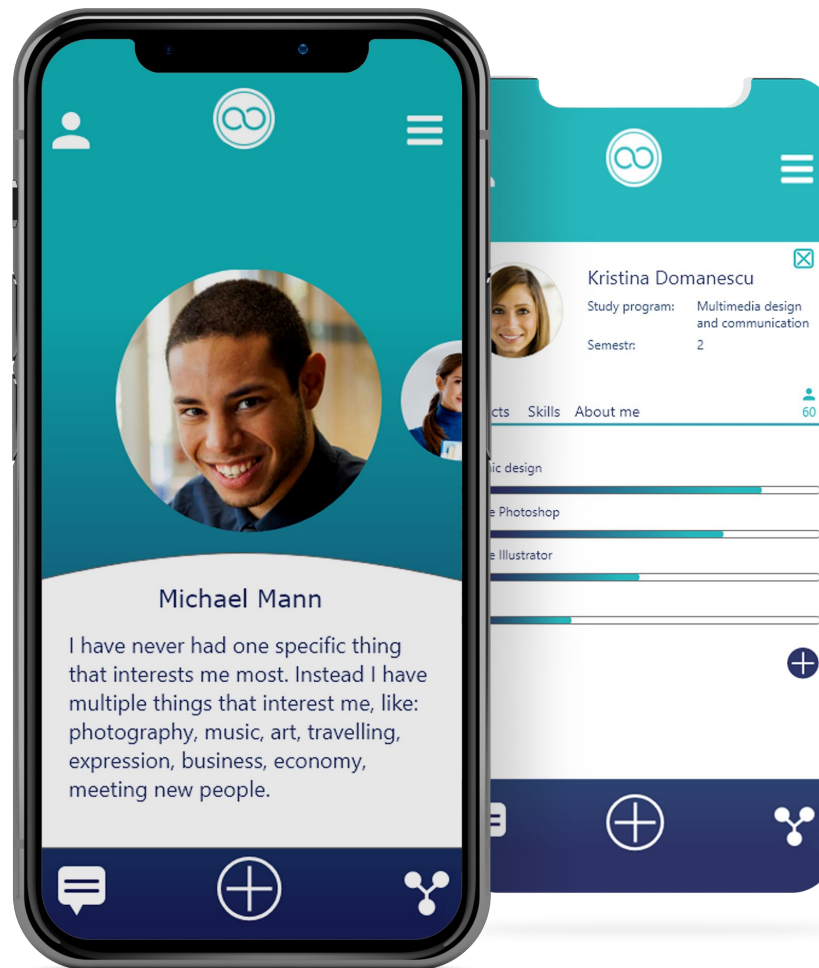
2nd stage - worldwide distribution via App stores
Students and schools worldwide

Why is it needed by the user?

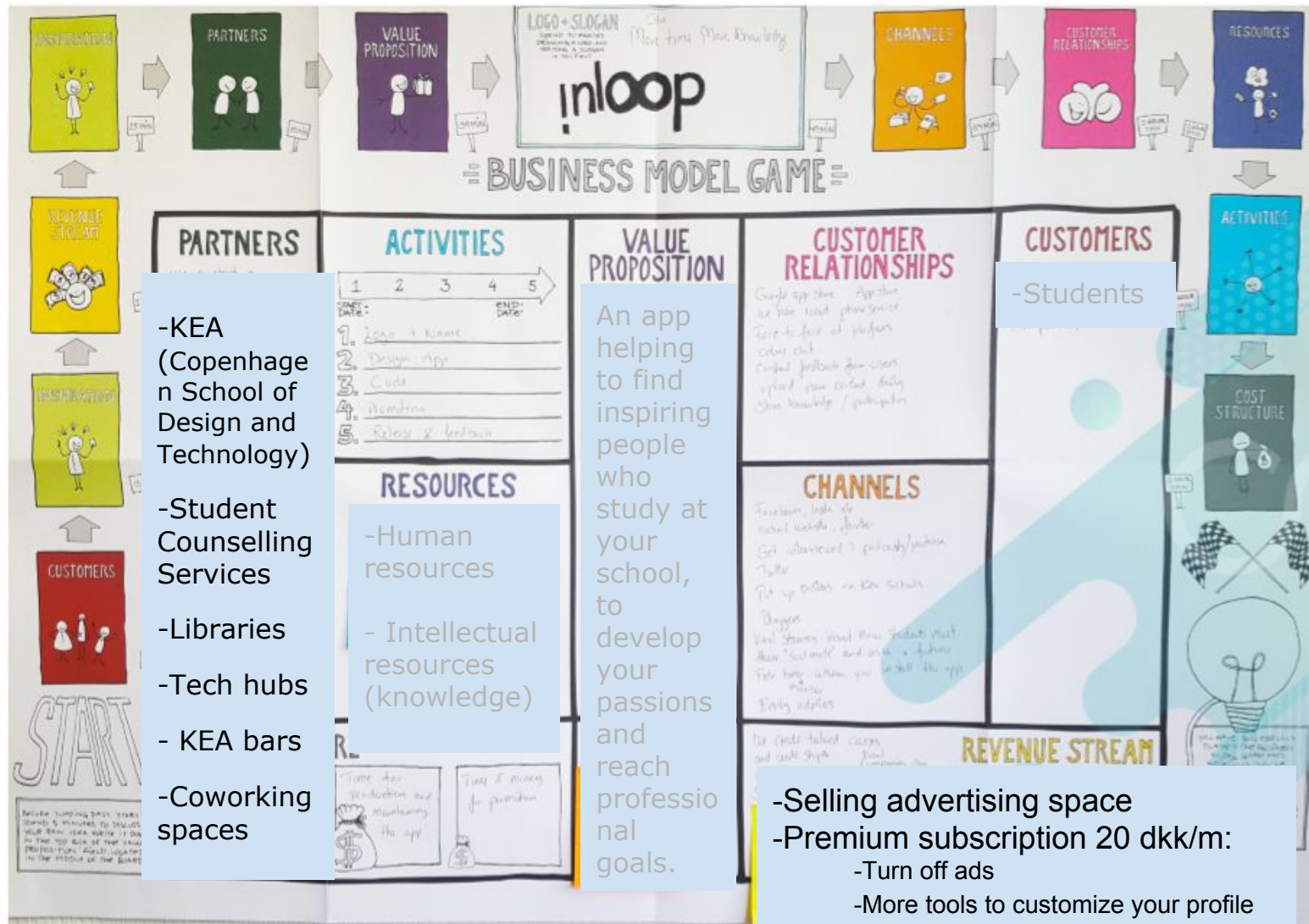
Key findings from users needs test:

90% would like to have more opportunities to meet students from other KEA programs

Focused on finding good job opportunities and on career development.



BUSINESS MODEL CANVAS



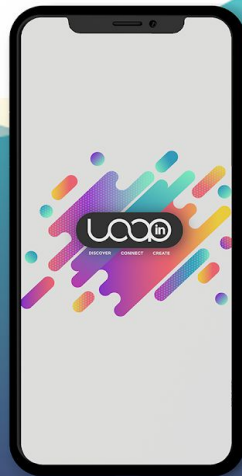
VISUAL IDENTITY



VISUAL IDENTITY



VISUAL IDENTITY



VISUAL IDENTITY

BASIC COLOUR PALETTE



#000000



#ffffff



#30b6bc



#2e3066

ADDITIONAL COLOUR PALETTE



#f78f30



#ffd615

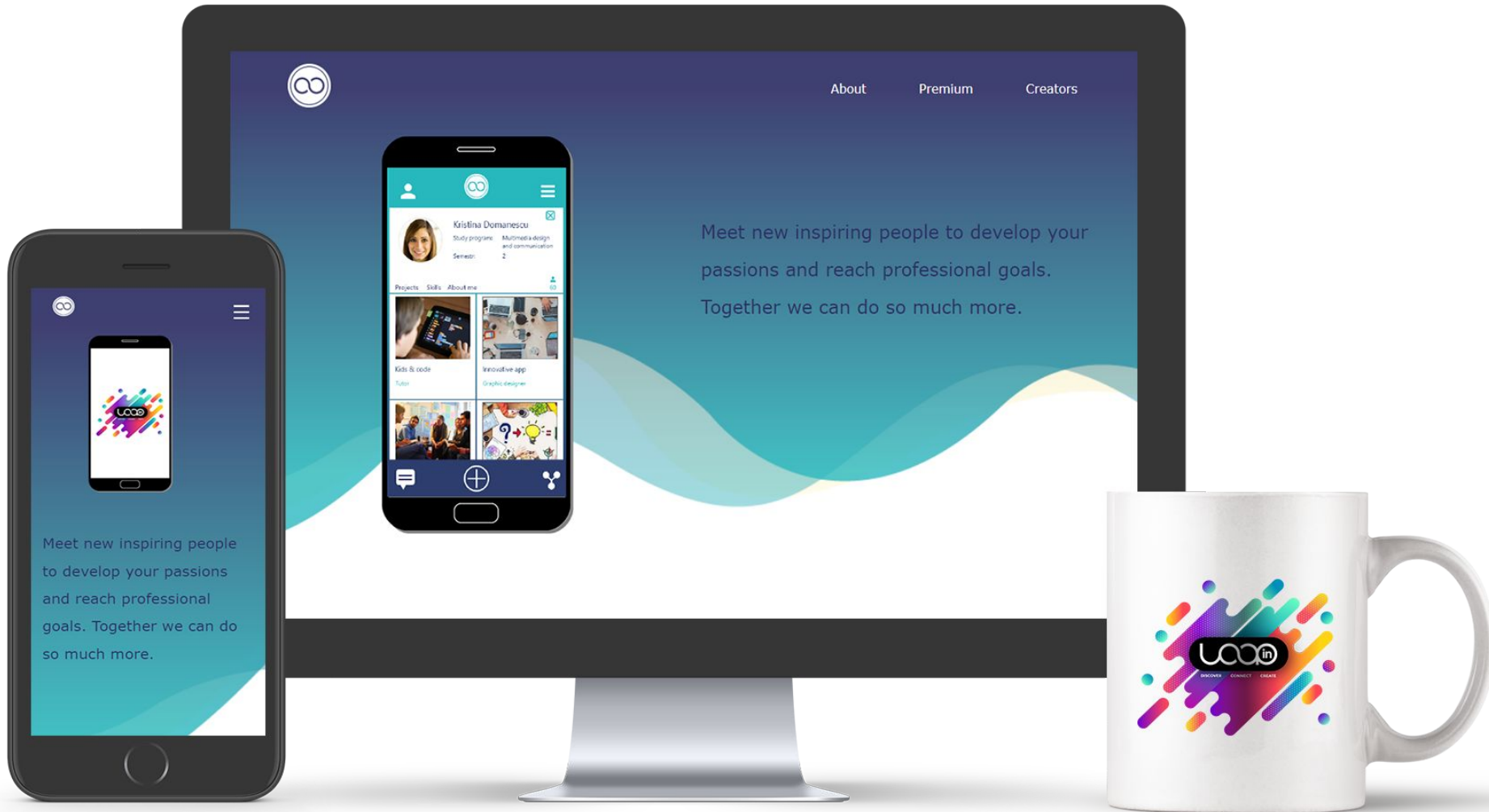


#97388a



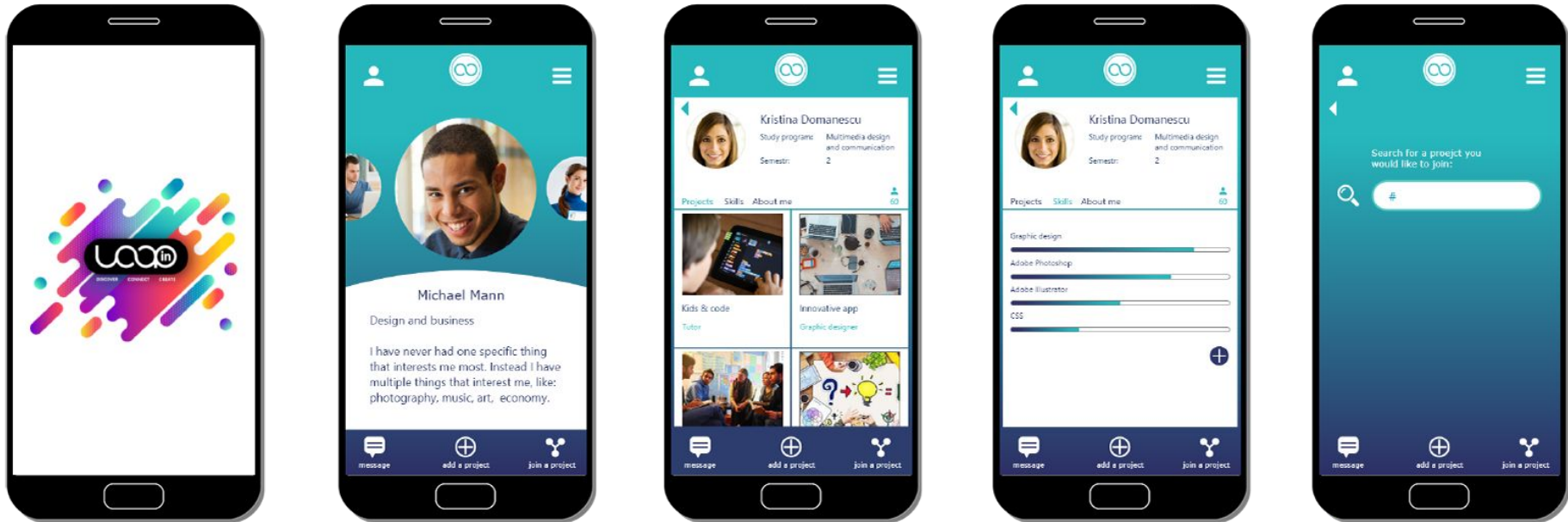
#eb3c68

OUR WEBSITE



<http://martanetza.com/kea/loopin/>

THE PRODUCT



<https://xd.adobe.com/view/904bc500-cdae-497e-8877-4f1e28d3a918/>

The background is a vibrant, abstract composition of overlapping organic shapes and elongated capsules in a rainbow color palette (purple, blue, green, yellow, orange, red). Some of these shapes feature a halftone dot pattern. Scattered throughout are small circles with similar color gradients and dot patterns. In the center, a black rounded rectangle contains the text "So why Looq in?".

So why Looq in?