



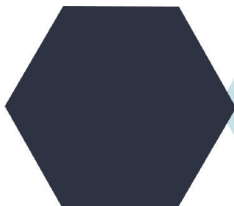
AUGUST 2019



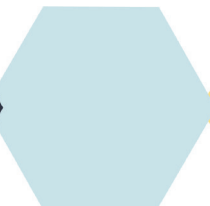
BRANDING PACKAGE COMPLETED



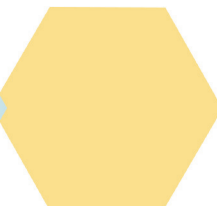
In order to ensure a cohesive and refined branding and design throughout the project, we generated specific sets of assets as well as guidelines for use of our designated brand colours, fonts, and logos in further asset development. This assisted us in communicating with the public, as we were recognizable, and allowed us to hold our design standards to a higher, more consistent quality.



CMYK: 80, 71, 51, 48
WEB: 2f3443



CMYK: 20, 2, 6, 0
WEB: c9e3e9

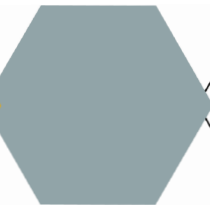


CMYK: 2, 10, 53, 0
WEB: fce08d

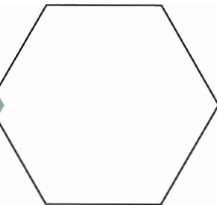
ATRAMENT LIGHT
ATRAMENT REGULAR
ATRAMENT SEMIBOLD
ATRAMENT BOLD



CMYK: 15, 32, 100, 0
WEB: dbaa27



CMYK: 45, 27, 29, 0
WEB: 94a5aa



CMYK: 0, 0, 0, 0
WEB: ffffff

Frank New Light
Frank New Light Italic
Frank New Regular
Frank New Regular Italic
Frank New Medium
Frank New Medium Italic



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USABILITY TEST QUESTIONS PLANNED

Using the research that we did on user testing, we planned out a question bank that we could use to determine what aspects of our project would be the most important to user test. We also planned which stages we wanted to user test at so that they could be worked into the project timeline at a later date.

CONTINUED PROGRAMMING RESEARCH

Android Studio

- Practice using software
- Followed tutorials and read documentation on how to start creating an app

REVISITED MATERIAL TEST 3D PRINTS

Following our first material test, the team concluded that the ultimaker with the TPU 95A and dissolvable PVA was the best option for this project. We also quickly started mentioning PLA products for future exploration; in particular, for a component cover in areas that require extra protection, such as the back of the neckband and the tips of the neckband, both of which contain wiring, chips, and other breakable components.

