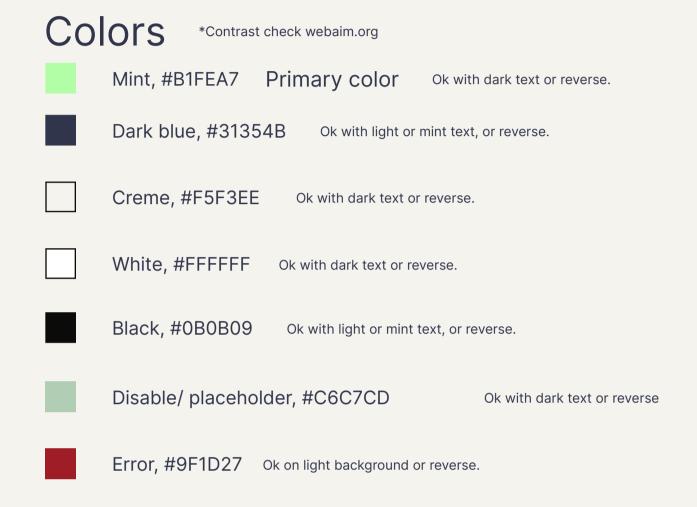
### About

The aim of this project is to launch a user-friendly coupon tool where a user can create a branded digital coupon from a template. The tool is primarily aimed for desktop usage, meanwhile the coupon offer is mainly viewed on mobile by consumers. Therefore, I'll have that as my main focus throughout this project with the time limit in mind (even if the project is going to be responsive).

The primary target group is B2C clients with users from the marketing or HR departments who can create campaigns in the tool. The secondary target group is Account Managers at Adoveo who can create campaigns on behalf of clients.

This project is part of a longer user journey where a user can have several coupons saved on his/her account, can upload receiver lists, analyze data, customize SMS and make mass SMS sendouts. Adoveo also wants the user to pay for the services directly in the system.



# **Buttons**



# Links

**Active link** Hover This is a link This is a link

# Typography

Note: following styles are for desktop.

# Page Title (H1)

Heading 2 Inter, 30px, medium

Heading 3 Inter, 20px, medium

Heading 4 Inter, 30px, bold

Heading 5 Inter, 24px, bold

This is example of body copy and links. Inter, 20px, regular

BUTTON TEXT Inter, 24px, bold

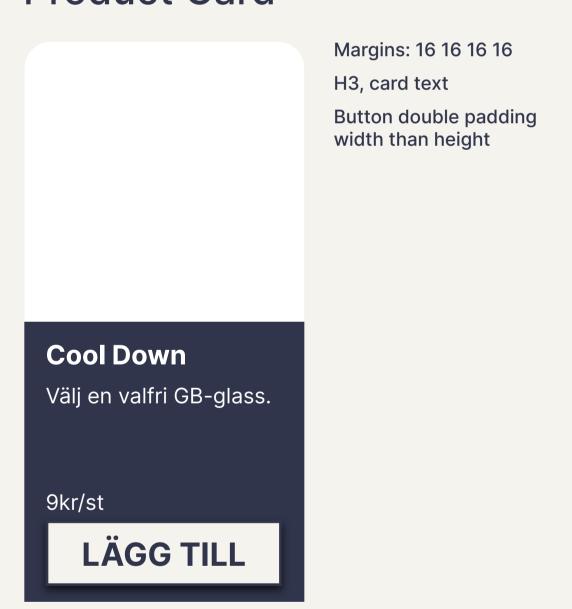
This is example of card or disclaimer text. Inter, 16px, regular

#### **Fonts**

Inter (available as Google Font)

Helvetica Neue (TBD)

# **Product Card**



# Images/ Icons

Icons are sketched. Product image placeholders from ica.se

Product image placeholders from ica.se

Mobile wireframe image from TBD

# Other info

Please, see the preview for desktop to see the interactivity between elements.