Twin Lightning

Target Audience: Teens, starting from 16, up to about 40.

Reason for decided phone design: The design is not overly complicated, giving it a sort of slick look, it is comfortable to hold as an average phone size is roughly about 6.5cm x 14cm so it fits in your hand perfectly. It is easy to understand the physical features of the phone, like the home button and the power/lock button, and there is no other extra features that would confuse the consumer of what to press and when.

Reason for decided logo design: I chose to make my logo two bolts of lightning coming out of a cloud as it is easy to remember, due to its simple design, and also it gives the brand a suitable name from first glance, ‘Twin Lightning’. My other designs were all either too basic, hard to remember, overly complicated or just didn’t look very good.

My design of my phone meets my target audience as it is simplistic but also looks quite smart and stylish. The colours I have chosen the available colours of the phone to be either black or white so the customer looking to purchase the phone has a little bit of custom choice of what colour they like the most, the reason I haven’t chosen any other colours is because in the mass production of a phone, having different colours would be expensive and it would only end up being covered up by 3rd party-made phone cases.

My design of my advertisements meet the target audience as when a teen goes on a website, the first thing they notice is an advert with a that doesn’t fit the rest of the page, as I used orange eyes will be more likely drawn to it as it looks out of place on any background colour, of course excluding orange. My magazine ad meets the target audience as since it is a front page ad, adults looking to buy a magazine or newspaper might see it stacked on the magazine self, see the phone and maybe want to check it out inside the magazine.

My design of my logo mostly suits the target audience of teens but I can imagen that adults could be put off by the design. On the phone itself I would make the logo quite small so it’s not so obvious, like the branding on phones for Apple and Samsung.