MoodBoard

Inspiration Thinking:

This mood board represents this product. This is shown as the product is used to make tedious work productive. Productivity can be seen from all the arrows and climbing of a mountain. This productivity will make working on these tasks more enjoyable as seen by the kid at the office, The type of logic this products deals with is complex and is only a small part in the larger scheme. It is a small cog in a larger machine. This idea prompted the use of cogs and the lines of workflow seen. The content that is consumed and produced by the product is data, hence the reference to a lot of data orientated pictures, some literal, the 1's and 0's and another the storage of data. Lastly the product uses tables to convey the matching of normalisation data or the matching of field names and types. This use of tables closely resembles excel, and thus to further utilize the already familiarity with tables further inspiration should be taken from excel. The colour layout closely follows that theme of excel.