



Design Principles ASG 1

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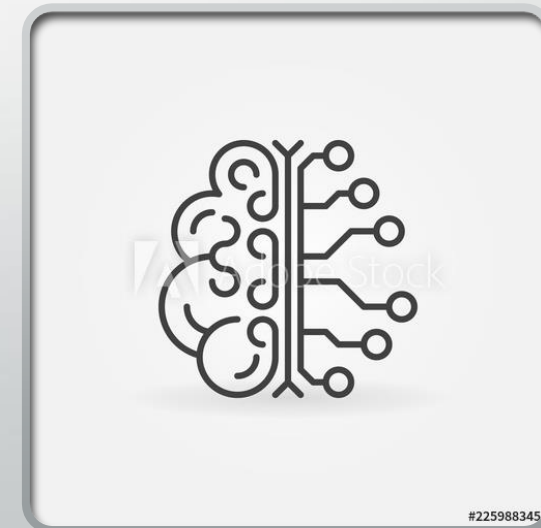
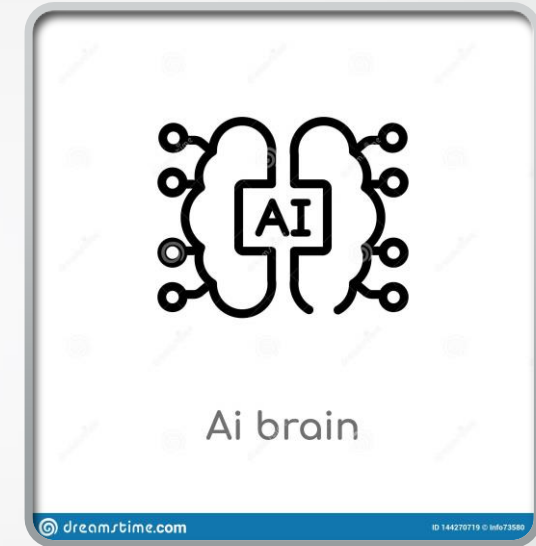
App



- Stashaway
- Stashaway uses an **AI advisor** for your investments, you can set your investment goals (i.e. save up for a house/retirement money etc.). You can also **adjust the risk factor** from high risk to low risk.

References for Draft 1

- For the top image, I thought that I could place the house icon inside the small space
- General design could follow the second image



Draft 1

- Since it uses a robo advisor, I thought that using a design like this could show users that Stashaway **uses AI in its programs.**



Comments for Draft 1

- **Too similar** to your references
- **Simplify** the brain
- Try **various compositions** (i.e. different arrangement of house and brain)
- Enlarge the house a bit, maybe no need to include the house

Draft 1.2

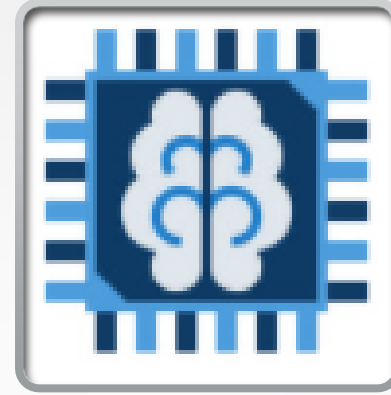
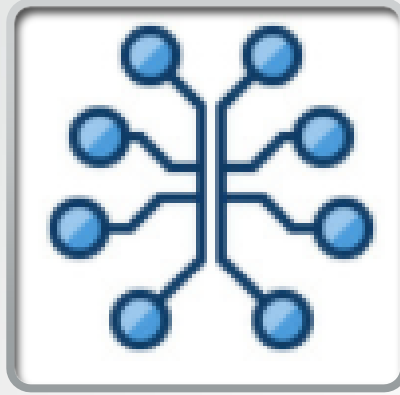




Comments for Draft 1.2

- Replace coin stack
- Simplify the right-side of the brain

References for Draft 2



- **Simpler design** for the brain
- I thought of how a brain functions. Hence, I decided to have **microchip** as the base design
- Since some people **wouldn't know** that Stashaway is an **investing** app, I also decided to go for a **money symbol** to show people that Stashaway is **finance-related**

Draft 2

- General design is much simpler
- Microchip adds to the “computer” / “AI” feeling
- Feels less impactful as compared to mock 1.2



Final Draft

- The transition from a real brain to an AI brain implies a use of AI in the app
- The house helps keep a resemblance to the original
- The money icon shows others that Stashaway is a financial app for those who do not know about investing
- The green arrow shows that users can make money



Colour Choice

- Blue represents stability and trust
 - Gain users' trust
- White represents clarity, purity, and truth
 - Shows that the developers are transparent in their business





Thank You

References

- <https://frugal-millionaire.com/2020/09/16/revealing-my-stashaway-portfolio-wins-and-losses-no-bullcrap/>
- <https://www.dreamstime.com/ai-brain-simple-vector-outline-icon-artificial-intelligence-sign-ai-brain-simple-vector-outline-icon-artificial-intelligence-image127955401>
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- <https://www.canstockphoto.com/technology-brain-concept-icon-vector-51246083.html>
- http://www.newdesignfile.com/post_money-symbol-icon_352714/