

Market:

Modern Technology

Teenagers and younger adults

User archetype:

Jane Doe

Age 14

Lives in manhattan

She is getting in to high school

She is getting a gift for graduating

Is very interested in social media

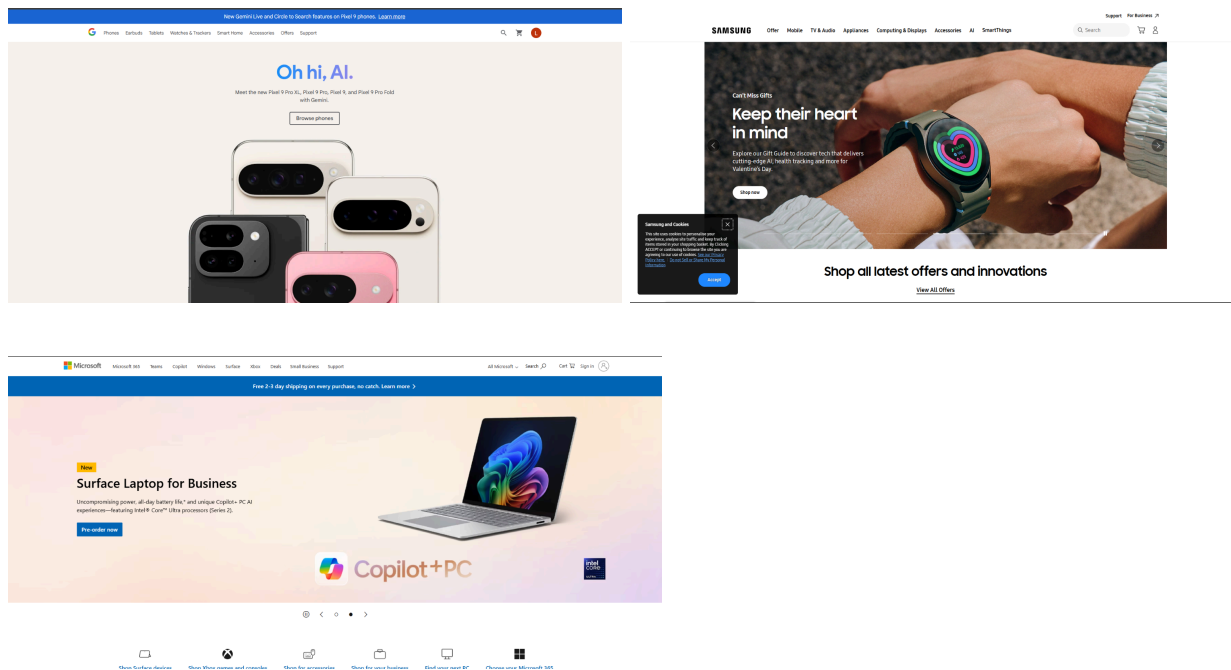
Is really close to her friends and family

Goes to school in Manhattan

Wants to upgrade phone to a newer model

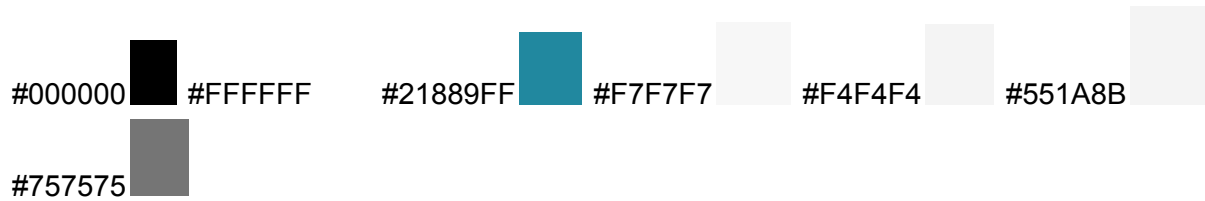
Competitors:

Samsung, Google, Microsoft



Color palette

Samsung:



Microsoft



Google



Font

Samsung

Samsung Sharp Sans Bold, SamsungOne, SamsungSharpSans, SamsungSans, InterfaceR, Arial, Helvetica, Sans-Serif

Microsoft

15px Segoe UI, SegoeUI, Helvetica Neue, Helvetica, Arial, sans-serif

Google

16px Google Sans, Arial, sans-serif, Roboto, RobotoDraft, Helvetica

Media times

Samsung

Button, Images, Video, Interactive embedded assets, Carousel

Microsoft

Video, Images, Interactive embedded assets, Carousel

Google

Video, Images, Interactive embedded assets, Carousel

Functions of their product

Samsung

Provide a visual representation of their newer products

Provide an easier way to compare prices

Provide a comparison between products

Microsoft

Provide a visual representation of their product

Provide an easier way to provide prices

Introductions to new products

Provide a comparison between products

Provides a help decide

Provides easy access to deals

Google

Provide a visual representation of their newer products

Provide an easier way to compare prices

Provide a comparison between products