

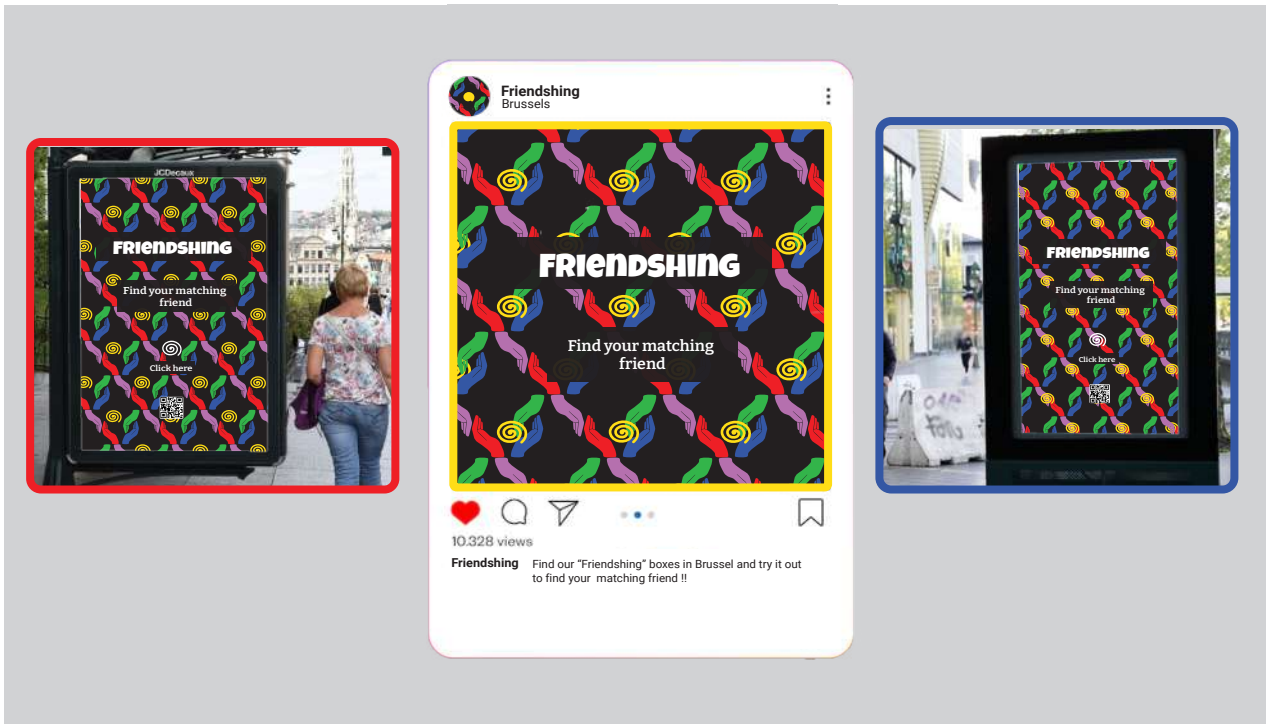


FRIENDSHING

Find your matching friend

Click here

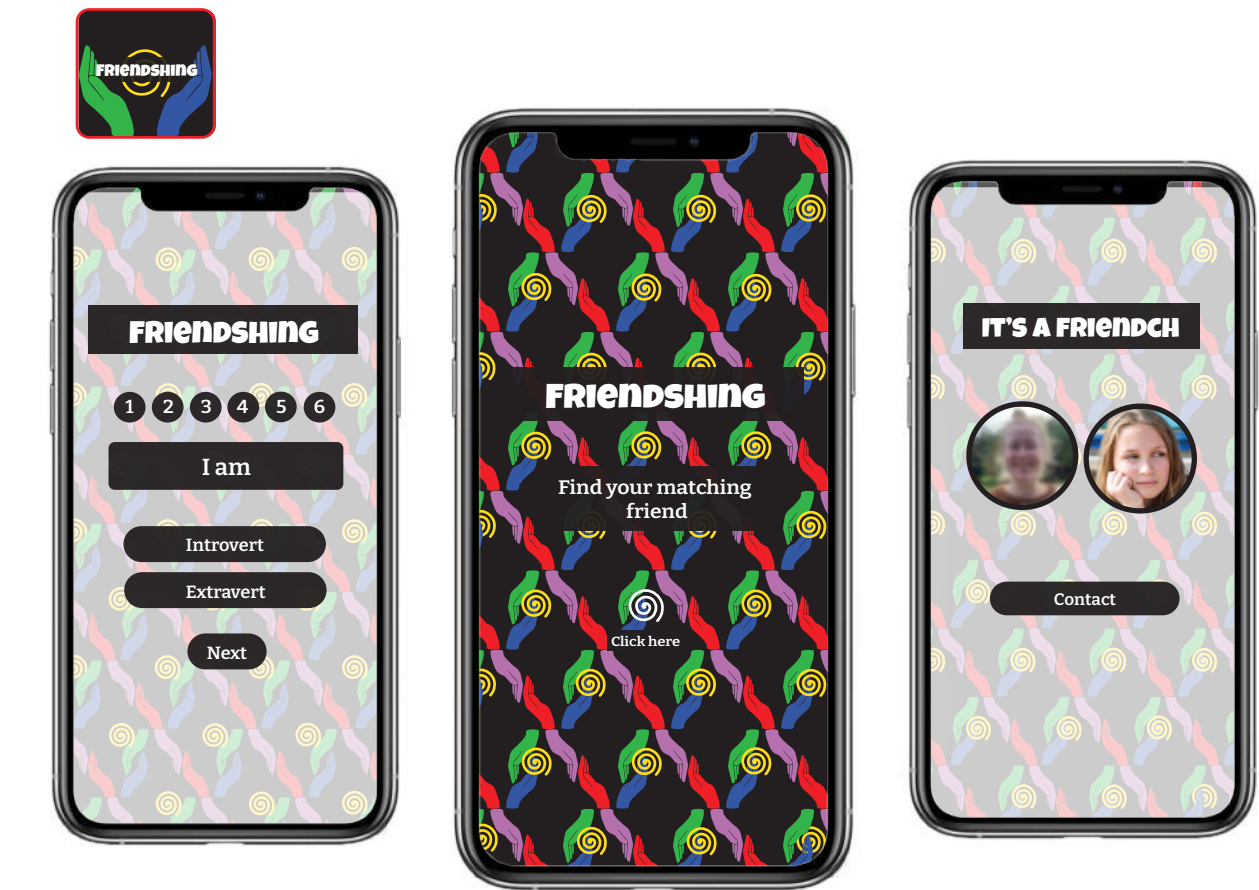




Instagram

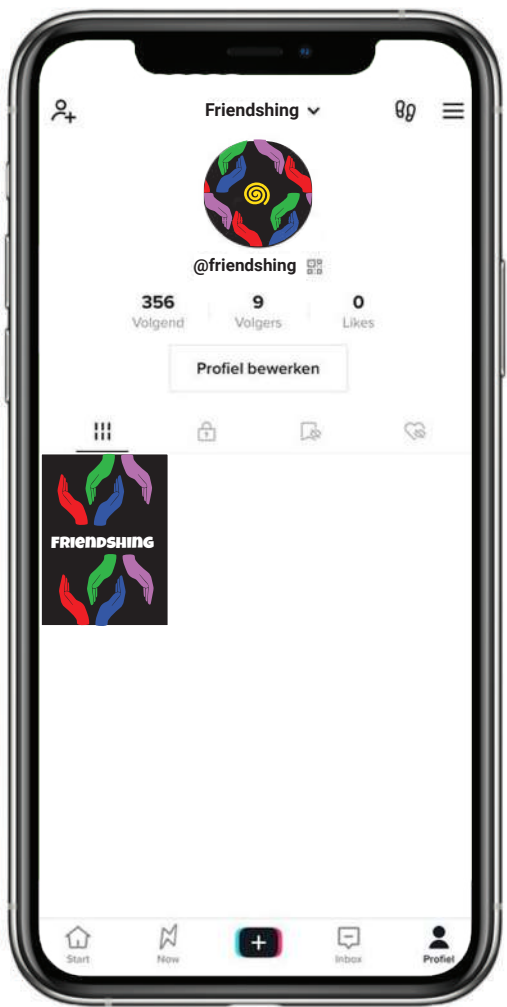
Instagram is one of the popular social media platform to connect with young people and it attracts the young people more.

I chose this social media platform because my persona is quickly influenced by social media. Because friendshing has an instagram account, my persona can be addressed indirectly.



App

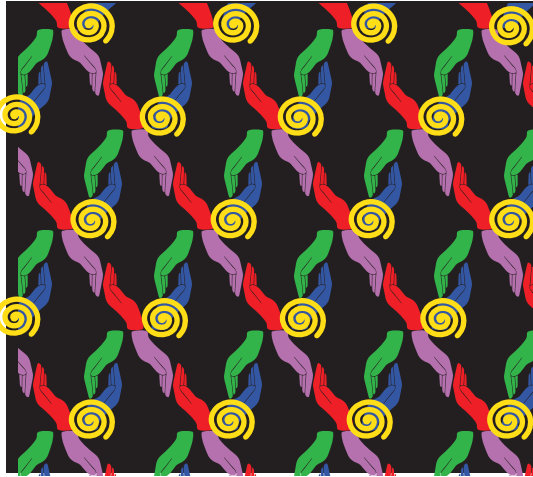
I chose to make an app because my persona doesn't like a lot of noise. With an app, she doesn't necessarily have to go to Brussels to find a friendshing box, she can use the app to find her matching friend.



TikTok

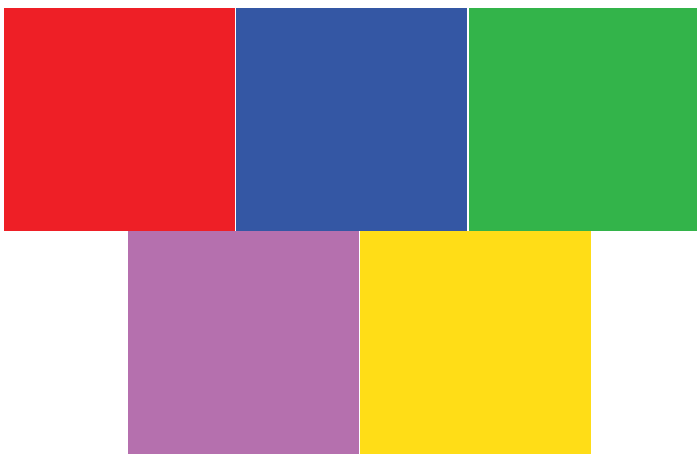
I choose for a TikTok account so that young people can share their experiences of friendshing with each other and influence each other to try it out.

Design choices



Pattern

I chose two graphic elements for in my pattern: the hands represent holding the hand of another and the spiral represents being connected to each other. My pattern should give a sense of friendship.



Colors

I chose because:

Red => to encourage actions, strength

Blue => trust, loyalty, stability

Green => growth, safety, hope

Purple => mystery

Yellow => happiness, optimism, joy, cheerfulness

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Typography

I chose the font “Luckiest Guy Regular” and because it is a friendly heavyweight sans serif font that stands out and I combined it with the font “Bitter semi Bold. This font combination gives a friendly look and feel to my concept