

Interactive Halloween Card

Design Brief:

Project Goals:

The goal of this project is to create a fun interactive Halloween card that with a simple interaction will jump scare you with a message. It will be a great way to share the Halloween spirit and a fun interaction around friends with a lighthearted joke. It'll be easy to share and fun to talk about.

Timeline:

Feb 12: Interactive Visual Ideas

Feb 14: Design Brief/Persona

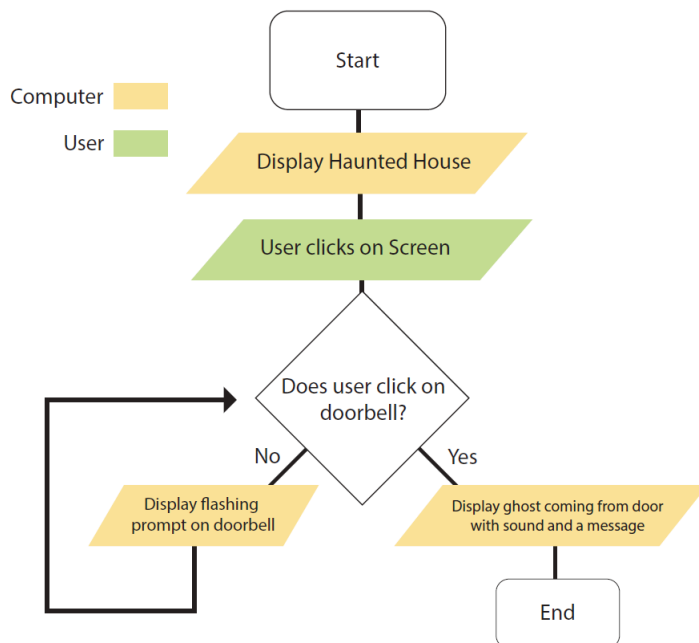
Feb 21: Flowchart

Feb 28: Interactive Visual Item

Target Audience:

My target audience is a wide range of younger people, but also maybe adults that enjoy sharing lighthearted cards with each other. If you are someone that enjoys Halloween and like to spread the spirit around then you would be a perfect example of the type of people who would buy a card like this one.

Flow Chart:



Persona:

PERSONA

INTERACTIVE HALLOWEEN CARD

JAKE, MALE, 22

ABOUT

Jake is a student at a university who displays enthusiasm for all things Halloween. He embraces the entire season by attending to various parties, pumking patches, and Halloween stores.

One of Jake's favorite activities is sending out Halloween cards to all his friends and loved ones. He sees it as an opportunity to spread the spirit of Halloween and his passion for it. The more interesting the card the better, as a unique reaction is something that he strives for.

STRUGGLES

Jake's search for unique Halloween cards takes him to obscure locations, and his high standard for finding the perfect card is a great obstacle he always needs to deal with.

Jake wants something striking, but lighthearted at the same time, and after years of sending out cards, he feels like he's run out of options, and needs to think out of the box to be able to deliver something that will fulfill his standards.

