

A decorative vertical bar on the left side of the page, consisting of a wide light blue section and a thin dark blue line.

# FitMy Moji

By Tabitha N. Smith

# ABOUT

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- What does it do?
- Who is it for?
- How does it help?



# PERSONA

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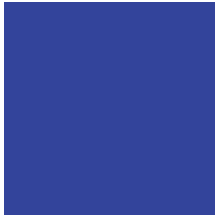
## Meet Amelia!

- 21 years old
- Undergrad
- Needs:
  - Stay on track
  - Feel positive & confident
- Pain Point:
  - Can get obsessive, leads to negative feelings



# TONE

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#33449B



#6FCCDD



#97979A

Raleway

**Raleway Bold**

# STRUCTURE

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Home



Your Emotion



Pick A Quote



Quote Explanation



Workout



Congrats