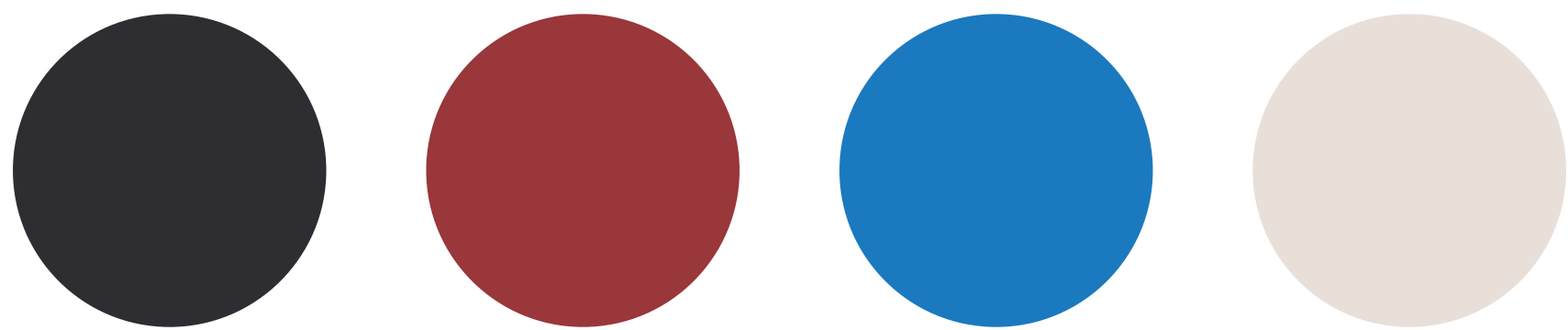


Applying the Angel Eye Branding



Iconography

Icons have been used throughout the app to replace as many words as possible, this was done to keep the app decluttered. Simplifying the app allows for a low cognitive load making the experience more enjoyable and streamlined for the user. The simplified app also allows the user to see the important information clearly as soon as they start up the app, and navigation should be intuitive with the symbols and icons that have been used.

Colour Scheme

The primary colours that are being used from the colour palette are; burgundy red, beige, blue and dark grey. Most of the screen is burgundy red, this allows for the beige to highlight certain parts of app that are more important than others, for example: the baby's vitals are highlighted, and the sliding scale shows that they can be interacted with. The grey and the blue are dark colours that are better suited for setting the boundaries between parts and outlining icons.

Typography

The font 'Georgia Italic' has been used throughout the app for the body of the text, 'Bahnschrift' is used for the numerical values of the baby's heart rate and breathing. The Bahnschrift font is also used for the numbers on the slider after the user touches the icon.

The more important information such as; the baby's heartrate and breathing rate are significantly larger than the body text, this will draw the user's attention to that information, this allows for parent's anxiety to be satiated slightly faster and more naturally.



Pull Tab

To make the tab feature stand out, the burgundy from the colour palette has been selected to keep the colours consistent between the packaging and the app. The use of colour on this feature clearly indicates to the customer where the opening of the packaging is.

The red tab on top allows the customer to open the packaging. By pulling the tab the product will slowly raise from the packaging, leaving behind the base and exposing the product. This method of packaging further makes the customers perceive the product as; quality and therefore trustworthy.

Colour Scheme

The beige (off-white) and the dark grey of the zebra print have been used in several areas of the packaging and the app to keep up the consistency between all parts of the product.

Strapline

The strapline is written clearly on the front and the back of the packaging using the 'Georgia Italic' font, having this on the front allows potential customers and complete strangers to understand what the brand is trying to accomplish.

Logo Application

The logo has been applied on top-front of the packaging, this allows the logo to be seen when stocked on a shelf. It has also been printed on the back of the packaging so that the user can clearly distinguish the brand in case the other logos are too small. Having the logo be clear is important for establishing a memorable brand that customers can search for.

There is also a small logo printed onto the front of the robot. The robot will often be used in a workplace where others will be able to see it, having the logo in plain sight will increase the exposure the brand will get to others.

Clear Packaging

The clear front of the packaging allows the customer to see the product in person before purchasing the product. This allows them to see the quality product as well as the real size of each part, images don't give the customer a sense of trust, this is because images on packaging are often used to deceive users into thinking the product in the box is better than it actually is. This will help the brand's reputation.

