

Introduction

It is an app that mainly serves an educational purpose to introduce the traditional Chinese and Japanese colors to the people in the world.

Background

Colors are an extremely important part of our lives—we see them every day, use them in every of our creations, and rely on them in describing and explaining pretty much any of the objects & things around us. However, colors are not just red, blue, green..... There are many other colors, each with a name you probably have never heard of, that are born from interesting ancient histories and potentially lie beyond your original understanding of them. Our product (app), therefore, takes the ambition of changing your perceptions on colors by sharing with you the beautiful stories behind these traditional colors, and helping you to create more values out of them.

Functionalities / User Stories

- The app contains a virtually complete collection of traditional Chinese and another collection of traditional Japanese colors.
- There's a detail page for each traditional color, containing contents such as the names, spelling, pronunciation, closest corresponding "standard" colors, the history and/or the stories that associate with it.
- There's also RGB & CMYK values presented on the detail page of each color, so that artists and designers can easily use the colors they like.
- When the user first opens the app every day, the app will randomly recommend a traditional color (and its contents) in a top page news fashion.
- Users can save the colors they like to their own favorite lists, and can also make notes on them.
- Users can write and save journals, but it does not necessarily have to be strictly about colors.

Future Prospects

The app has a future potential of going social. This means that in the future, users of the app can create an account, creating their profiles, save their favorite colors / stories on their page, and share their stories and the journals they write on the platform.