

Interactive Visual Card

Cayleigh Ip

Design Brief

Interactive Christmas Card Design Brief

Goal

This will be an Interactive Christmas Card.
Users will interact with the card to experience
adding lights to a digital Christmas tree.

Timeline

9.17.24 Brainstorm Ideas

9.24.24 Design Brief/Persona

10.7.24 Final Submission

Target Audience

Age 13+
Users who enjoy interactive experiences
Enjoys Christmas

Expected Outcomes

The project will consist of an HTML file linked
to a Javascript file

Persona



Emma

College Student

- 18
- Female
- Full-time Student
- Walnut Creek, CA

Daily Routine

Emma is a full-time college student focused on her studies. Her favorite holiday is Christmas and every morning before her class she gets her favorite seasonal drink at her local coffee shop. When she's not studying she enjoys reading, baking, and decorating for Christmas.

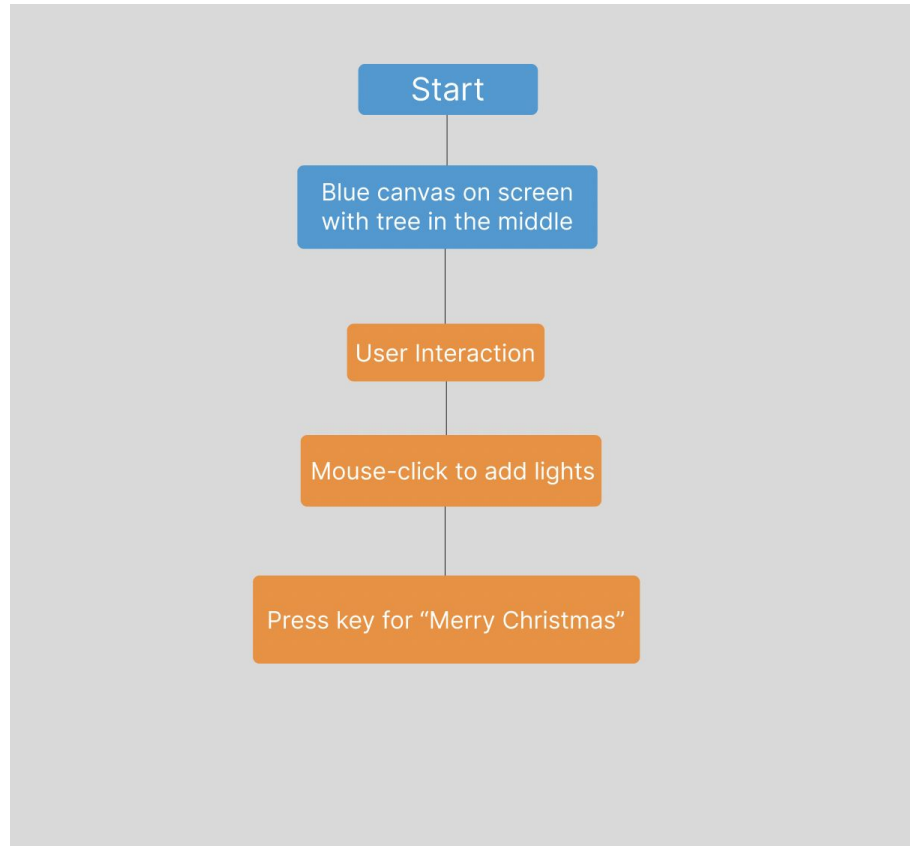
Pain Points

Emma is stressed over her upcoming finals. She usually creates handmade Christmas cards for her family every year but is not able to do so this time with her schedule.

Needs

Emma is looking for a digital Christmas card that she can send to her loved ones.

Flow Chart



Link

<https://cayleighip.github.io/interactiveVisualCard/>