

Jordan Rodriguez, Alex Chou, Kyle Goellner

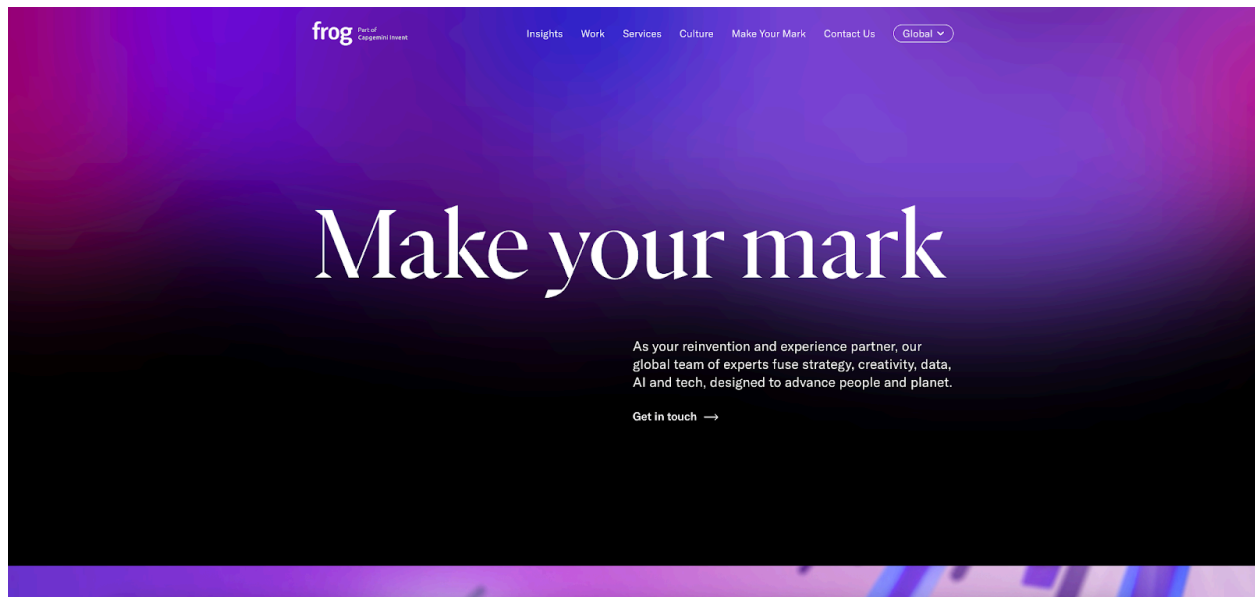
Company : R/GA

Competitors: Method, Frog design, VNL

User: Product manager, looking for an agency to design a product for their company.

Market: companies looking for someone to design a product or service for them. This ranges from 3d renders, to user interfaces, to physical products like clothing.

Competitor homepages:



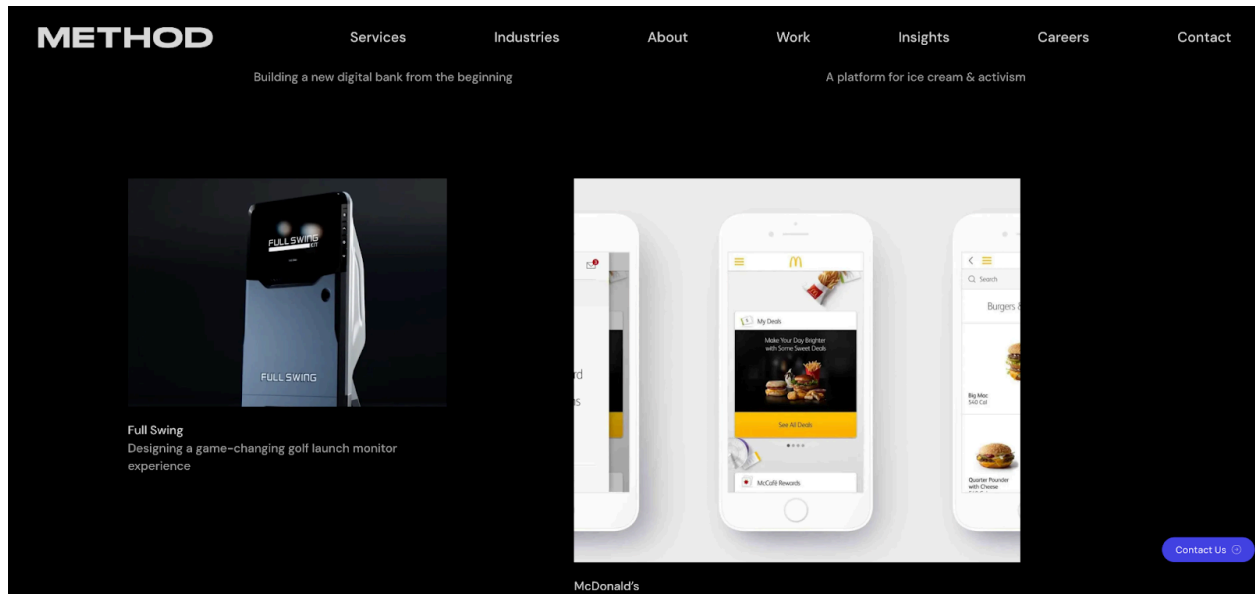
Frog Design

font: GT America 24px, 18px, 20px,

Color: black and a purple gradient (background) white (typeface)

Media types: Images and videos of products we have designed.

Primary function: Advertise design services to potential customers.



Typeface for Method:

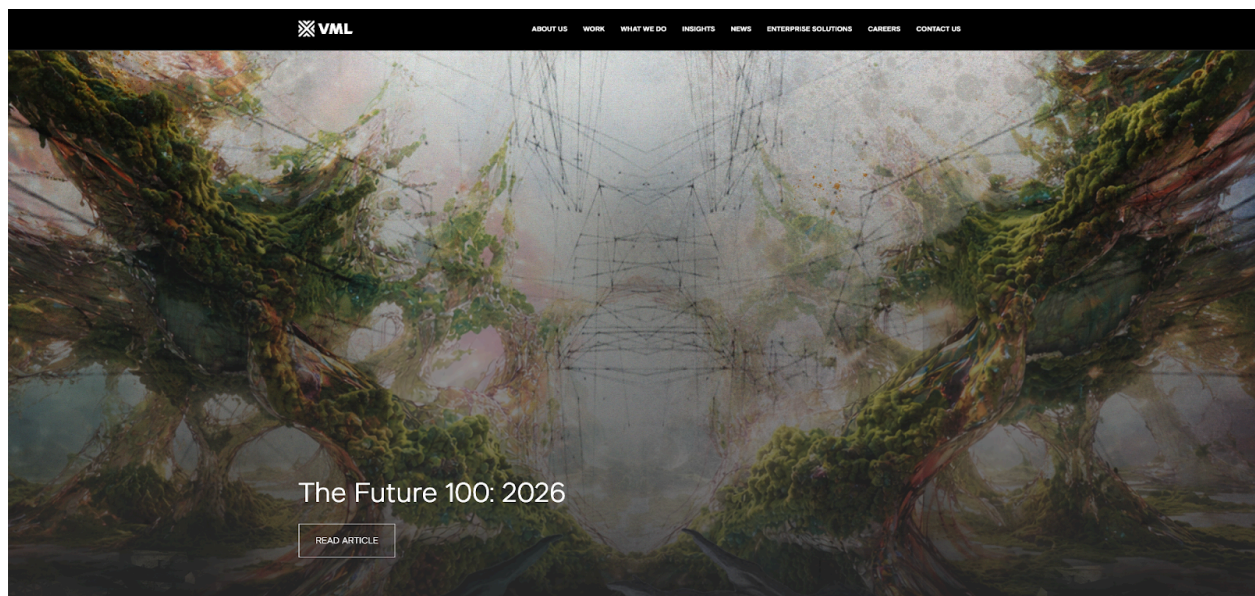
DMSans 24px 26px 106px 40px 21px

Clash Display 61px

Media types: Images and videos of products that they have designed

Color: black white (background + colors) purple

Primary function: Advertise design services to potential customers



VML:

Color palette: black and white

Typeface: Snowflake Sans 12, 16, 17, 18, 22, 31, 41, 48px

Market: Media types: Images and videos of products that they have designed, videos play upon mouse hover which makes them interactive.

Primary function: Advertise design services to potential customers