

CREATIVE BRIEF

# KINDRED SPIRITS

*Developed by:  
Chandler Gaines*

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# WHAT'S THE VISION?

**BRINGING RESOURCES  
AND CONNECTION**

*We understand the struggle.*

Most LGBT apps on the market are centered around dating, not information and community. We want to create a space for people to access resources and organizations while bringing members of the community together for support and good vibes.

## *Bringing Resources and Connection*

LGBTQ individuals are almost 3 times more likely than others to experience mental health conditions like major depression or anxiety disorders.

# WHAT PROBLEM ARE WE SOLVING?

Often termed “minority stress,” disparities in the LGBTQ community stem from a variety of factors including social stigma, discrimination, prejudice, denial of civil and human rights, abuse, harassment, victimization, social exclusion and family rejection.

- NAMI

Young people need a safe space to interact with other members of the community as well as access to local and national resources. Whether individuals simply need access to organizations and information they haven't been exposed to or they want to connect with local members of the community, this app seeks to provide that space.

# 86.2%

of the world-wide smartphone market is held by Android devices with Apple holding 12.9% in the second quarter of 2016.



## TARGET PLATFORM

*"Be together, not the same." -Android*

After the app has been produced and published, the app audience will be used to determine whether to move forward in porting **kindred spirits** over to iOS.



CURRENTLY THERE ARE  
**12 MILLION**

LGBT INDIVIDUALS ESTIMATED IN THE USA ALONE\*

\*Based on a random sampling by Gallup, this number represents individuals who self-identify and does not account for closeted individuals.

# TARGET AUDIENCE

Kindred Spirits' audience is primarily the LGBT community. From the teens who are still figuring out identity to the individuals who are seeking resources and connection. They are looking for resources and community, and we would like to provide it.



Zach Miller

Age: 30

Zach is a counselor looking for resources for his students with questions. He wants to use the app to meet people in the community and provide good information to his kids at school.



Jamin Shah

Age: 16

Jamin is still figuring things out. He is a high school student from a small community and is unsure how parents or mentors will react to his questions and is looking for a secure way to explore his identity and the LGBT community.

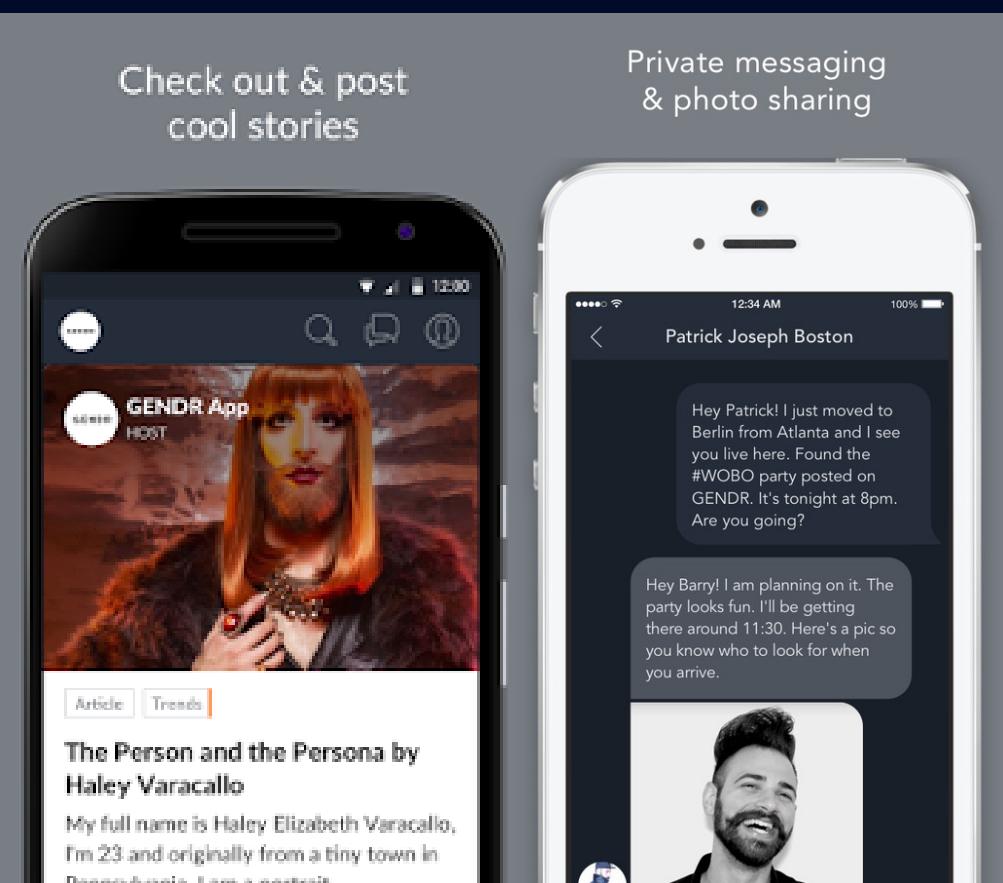


Rose Bernard

Age: 23

Rose is a young professional. She is busy with work but wants to stay involved with what is happening and what laws are being passed in relation to the LGBT community. She wants to connect with some of the local organizations but isn't sure where to start.

# WHO IS THE COMPETITION?



# GENDR

## STRENGTH

Many relevant topics, aesthetically pleasing, great concept that the community has been waiting for.

## WEAKNESS

The monthly payment for a subscription acts as a barrier to a large portion of the people who would use it and teens without credit cards. (Other payment methods are not supported)

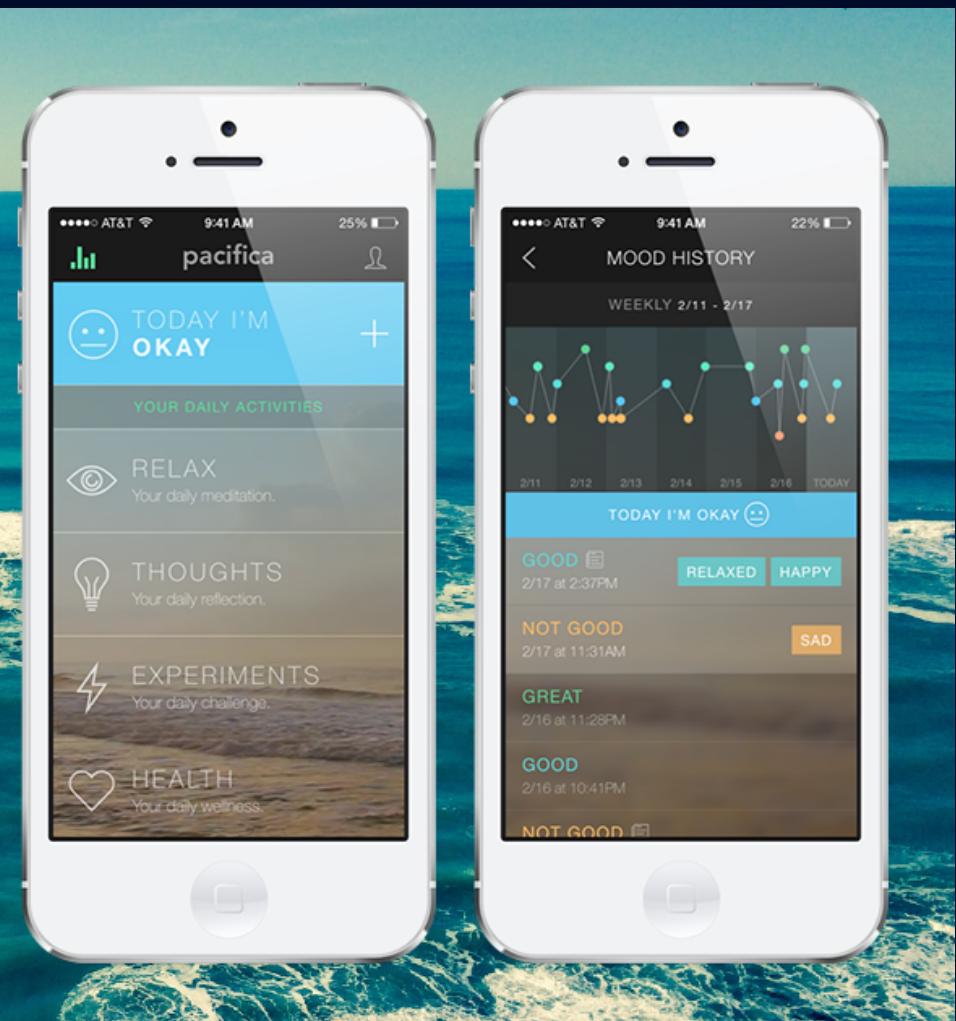
## OPPORTUNITY

There is room to grow and a great platform ready if they can recruit more members.

## THREAT

The app is designed to create a community but the subscription barrier has limited its reach and because of the small community, the price isn't worth it. 2.4 rating on the Google Play Store and 13 of 25 reviews are 1 star.

# WHO IS THE COMPETITION?



# PACIFICA

## STRENGTH

Lovely app with great activities for dealing with anxiety.

## WEAKNESS

The community tab is a nice function with very little participation, rendering it relatively useless.

## OPPORTUNITY

With more use and members, it could prove to be a useful community.

## THREAT

There are countless apps of this same genre and in not really claiming a niche, it blends in with the others.

# STYLE GUIDE

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000B29

## Droid Sans - Bold (Heading)

Droid Sans - Regular (Body)

  Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. This is a  
sample paragraph pf text, but I'm  
going to take a moment to  
acknowledge that this font is not, in  
fact, Droid Sans, in case there are any  
font nerds who will call me out for my  
bold faced lie

## APP ICON



# FEATURE LIST

A dark, semi-transparent background image of a person's hand holding a smartphone. The screen of the phone displays a map with various locations marked, possibly a navigation or tracking application. The overall mood is mysterious and professional.

## SUPPORTING

Firebase  
Location Services  
Dialer

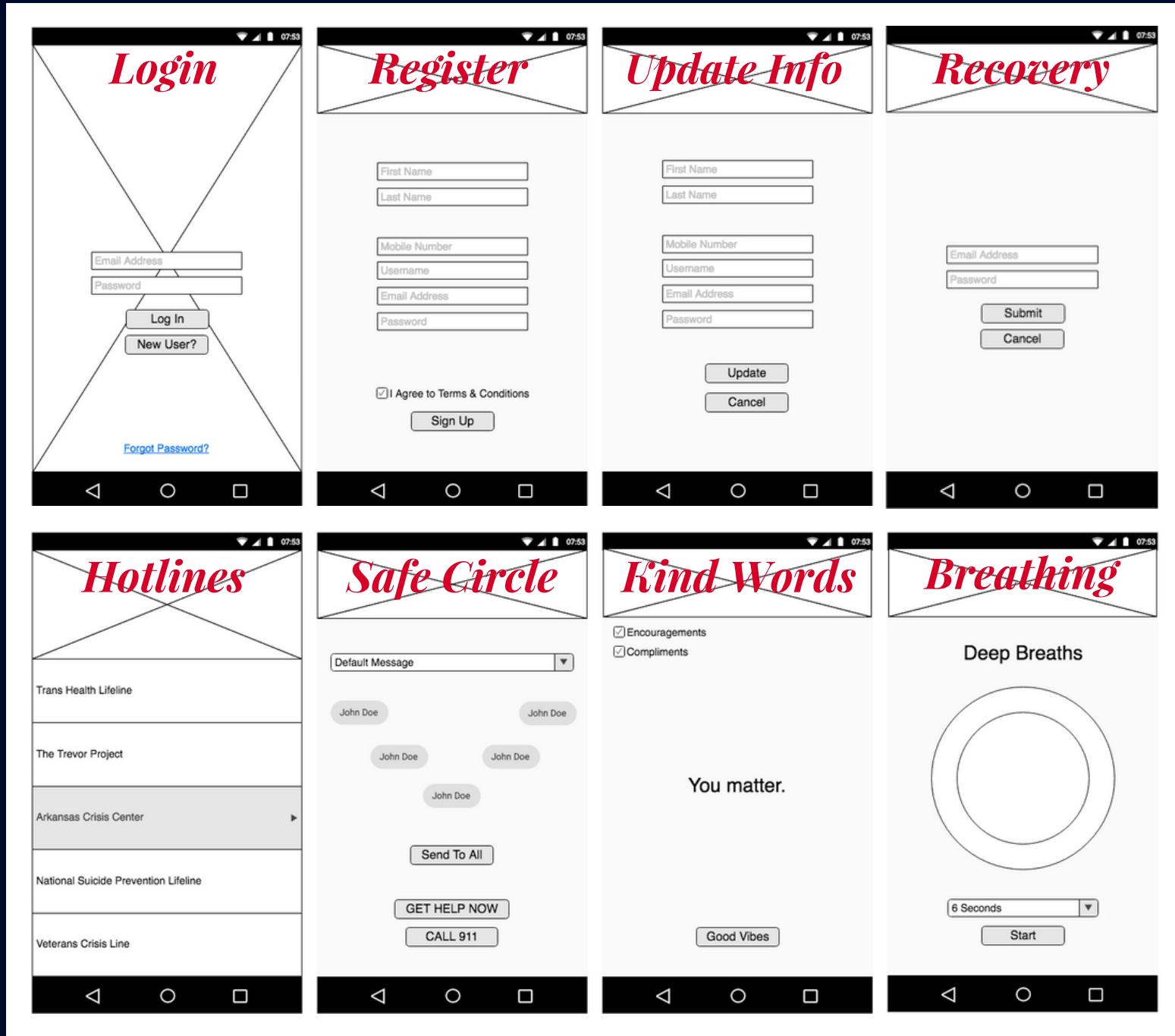
## CORE

Hotlines  
Safe Circle - Contacts  
Kind Words / Encouragement  
Breathing Pacer  
Notes / Log  
Resources

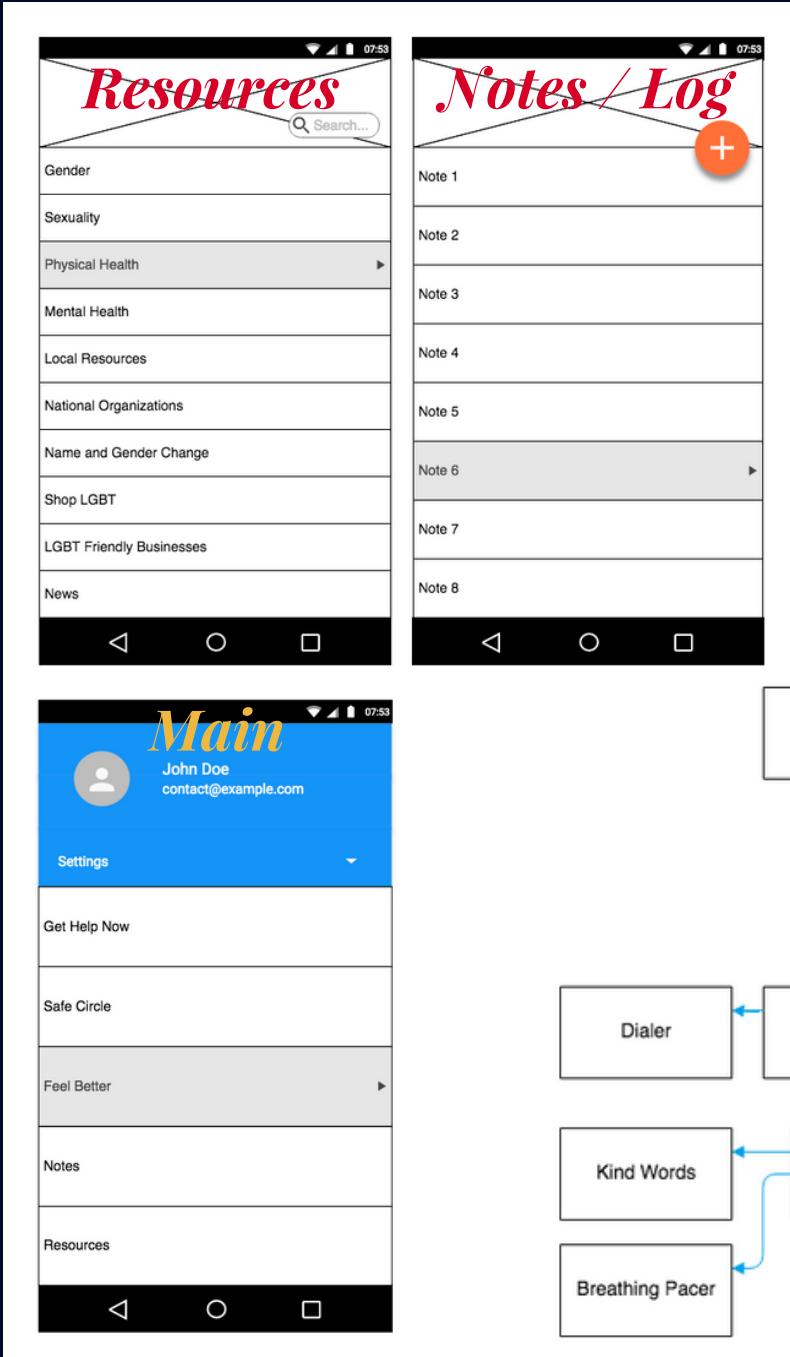
## SUPPLEMENTAL

Community / Social Media  
-Messaging  
-Groups  
-Chat

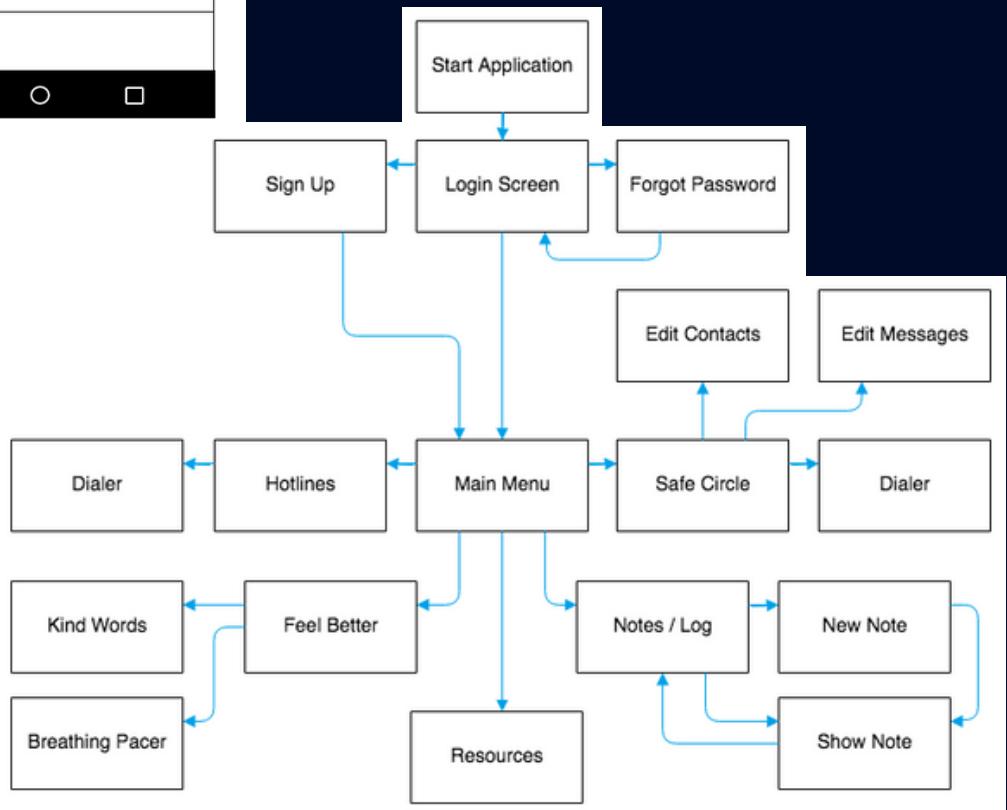
# WIREFRAMES



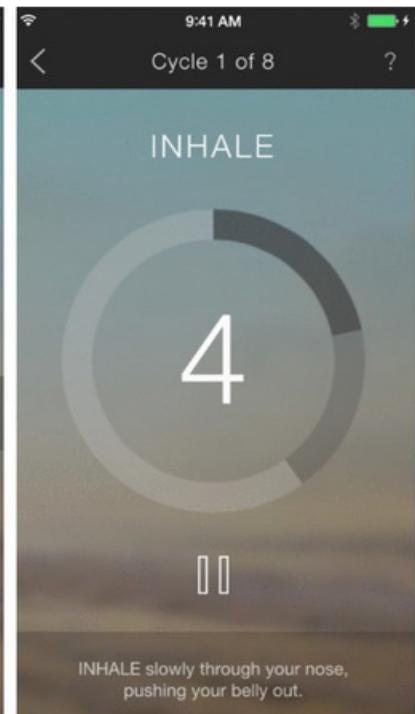
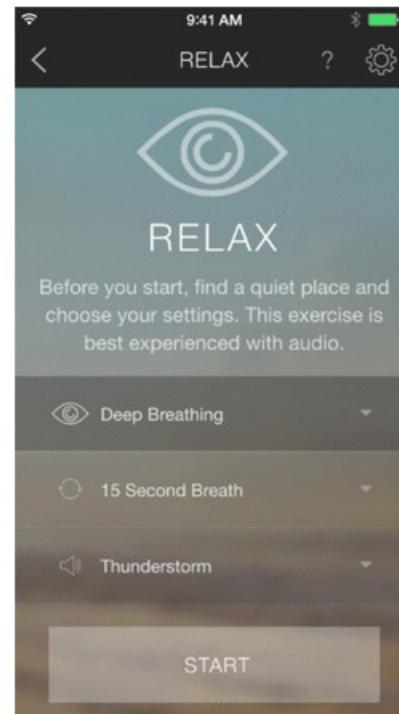
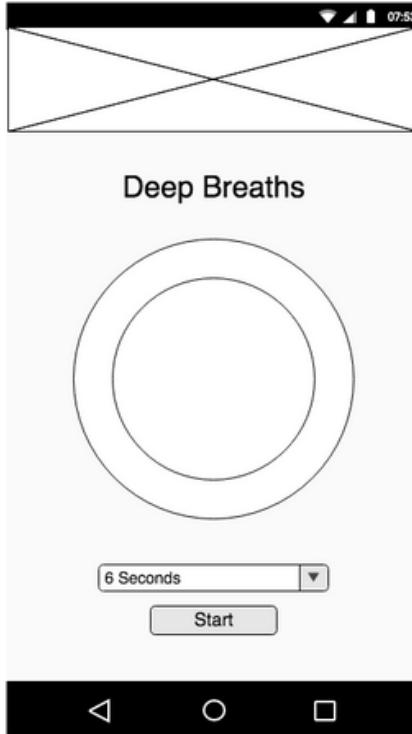
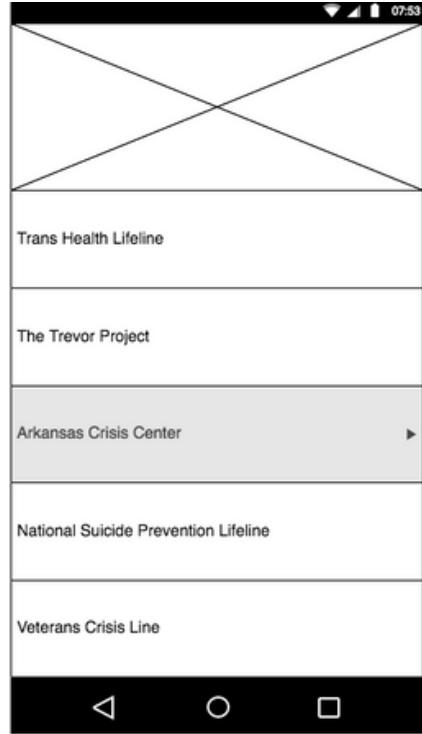
# WIREFRAMES



# Application Flow



# MOOD BOARDS



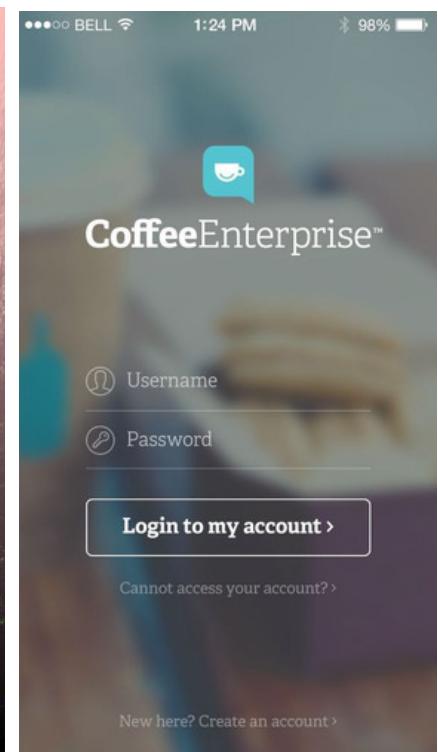
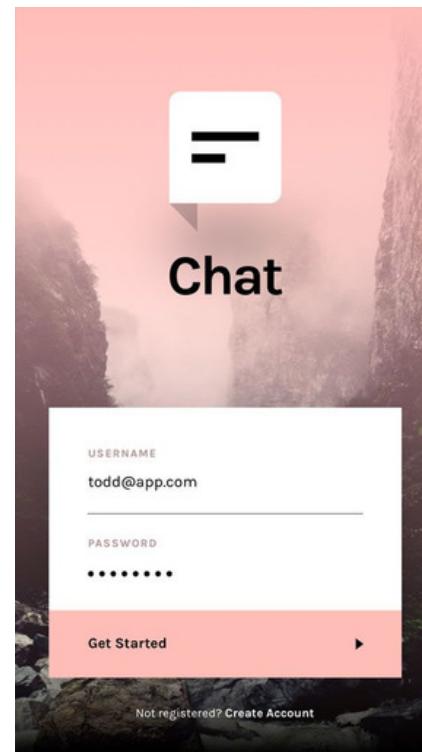
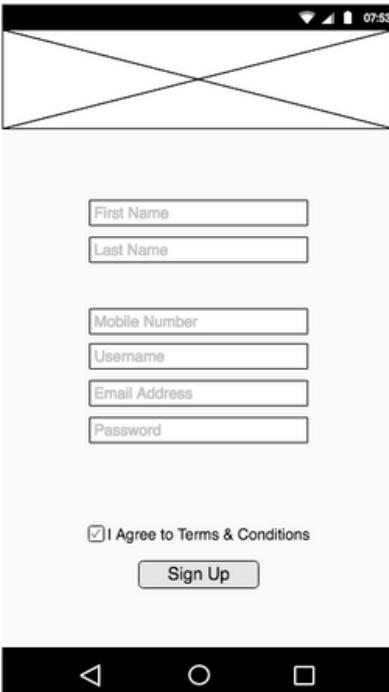
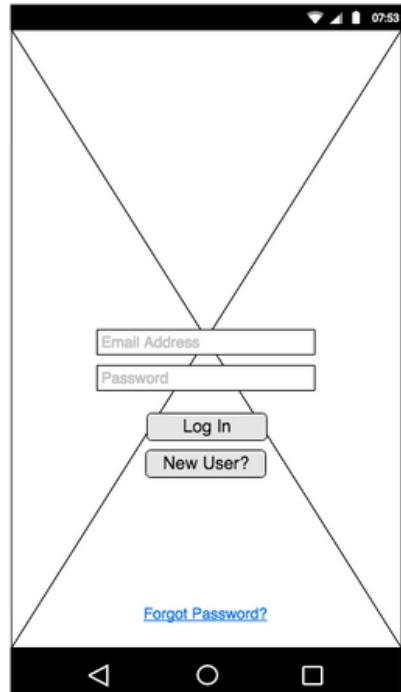
# MOOD BOARDS

The image displays a mood board with a central smartphone screen and surrounding elements.

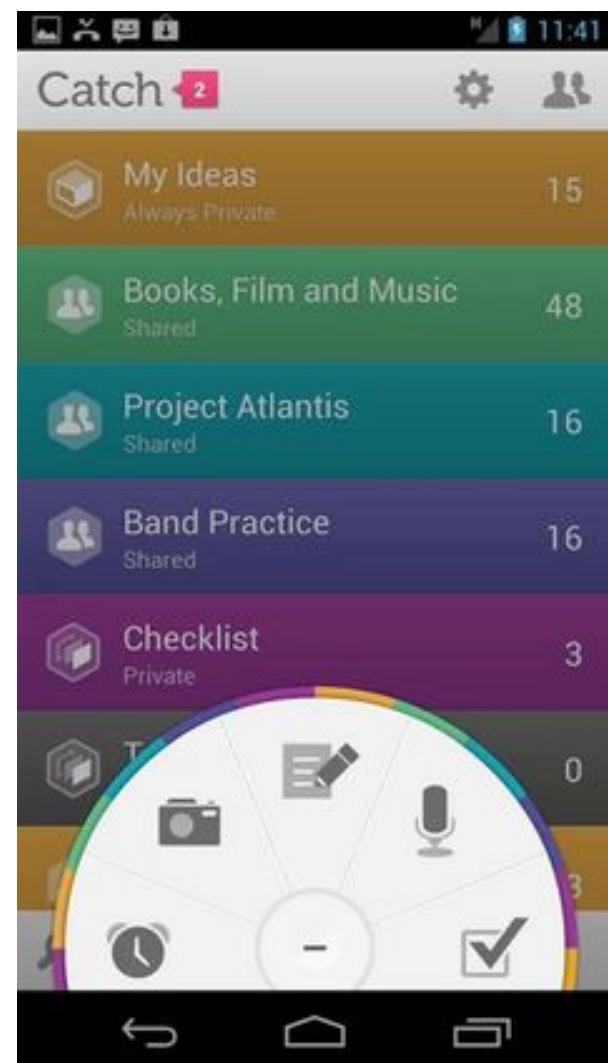
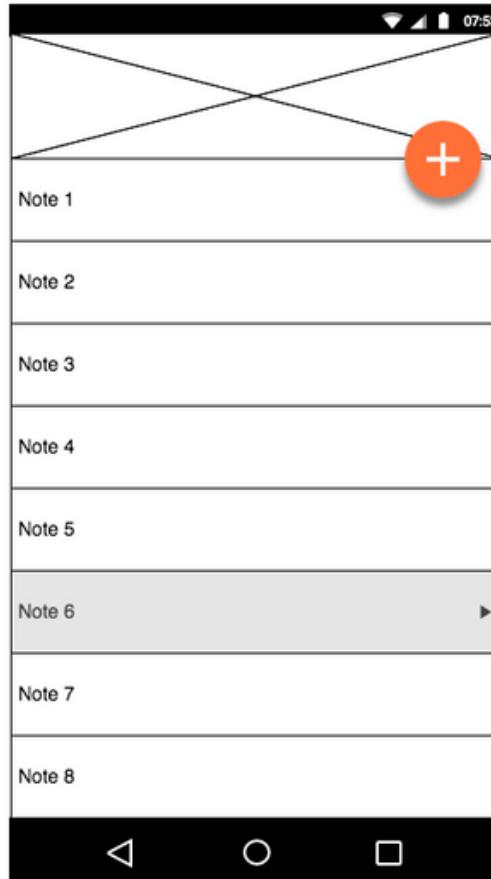
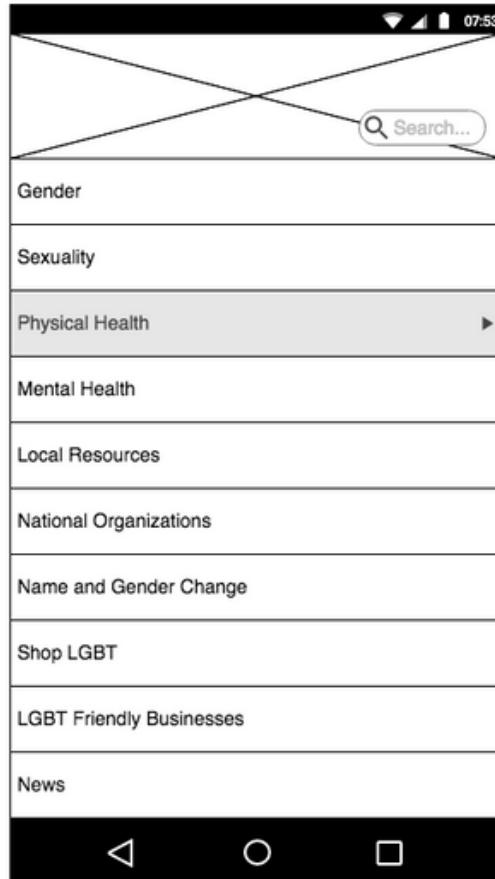
**Smartphone Screen:**

- Top status bar: 07:53
- Left side: A white box with a large 'X' and two checked checkboxes: "Encouragements" and "Compliments".
- Text: "You matter."
- Bottom button: "Good Vibes"
- Bottom navigation bar: Android-style navigation icons (back, home, recent apps).
- Central screen:
  - Three vertically stacked cards labeled "DECISION MAKER":
    - Red card: "The force is strong with your second option." (Please narrow down your options in)
    - Green card: "I feel like you should go with the first choice." (Please narrow down your options in)
    - Yellow card: "I feel disturbed by the first option." (Please narrow down your options in)
  - Below the cards: "Mt. Bromo" logo with "Malang, Indonesia" text, a blue landscape background, and a red "+" button.
  - Bottom section: "MON , AUGUST 29, 2015" followed by a list of three items:
    - Camping: Build a camp with some cool stuff at 4 pm
    - Camp Fire: Enjoy quality time with family or friends at 6 pm
    - Hiking: Feel the atmosphere to reach the highest view at 5 am
- Right side: A vertical list of menu items:
  - John Doe contact@example.com
  - Settings
  - Get Help Now
  - Safe Circle
  - Feel Better
  - Notes
  - Resources
- Bottom navigation bar: Android-style navigation icons.

# MOOD BOARDS



# MOOD BOARDS



# ABOUT THE DEVELOPER

**Chandler Gaines**

Android Student Developer  
I'm here, I'm queer, and I'm stressed out.

Facebook | [facebook.com/chandlernichole](https://facebook.com/chandlernichole)

Email | [chandlergaines@gmail.com](mailto:chandlergaines@gmail.com)

LinkedIn | [linkedin.com/in/chandler-gaines-053b69b6](https://linkedin.com/in/chandler-gaines-053b69b6)



WE APPRECIATE YOUR TIME

THANK YOU

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