

**AMBIO**

WORK IN PROGRESS

## Team

Our team is comprised of designers and developers covering a range of disciplines and backgrounds.

### DEVELOPMENT

Josh Lasdic

Connor Hasbrouck

Bennoni Thomas

### DIGITAL DESIGN

Julianne Burke

Colton Woytas

Sudarshan Ashok

Jess Wiltey

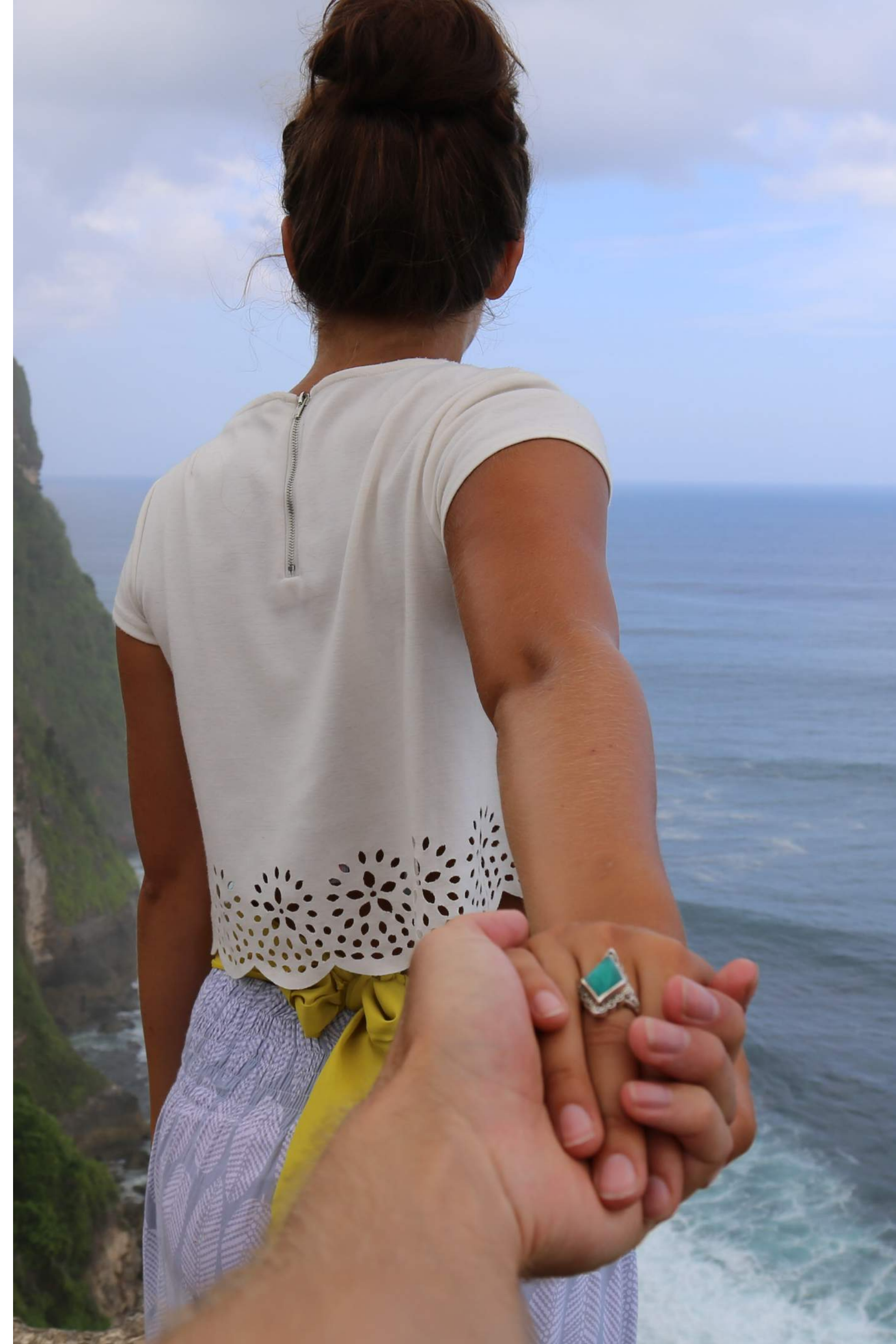
### INDUSTRIAL DESIGN

Vincent Lin

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## Mission

Ambio is a modern take on the classic mood ring. We interpret your emotions based on biometric data and share them with the people closest to you.



## UX Guidelines

We outlined rules to guide our design decisions while creating the user experience of Ambio.

### DO

**Ambio is for ambient understanding of your partner**

Users should perceive their partner's mood at a glance with further context being progressively disclosed

**Ambio is for contextual connections in the moment**

User's moods will expire when they go to bed each night

**Ambio is for fostering personal connections**

Users should experience empathy and be guided to consider their partner's situation in relationship to their own

### DON'T

**Ambio is not for mood/health tracking of yourself**

Users should never be able to encounter any representation of their own mood

**Ambio is not a communication device**

Users should use insights gained from the app to enhance their interactions on their existing communication platforms

**Ambio is not for retracing your moods on a timeline**

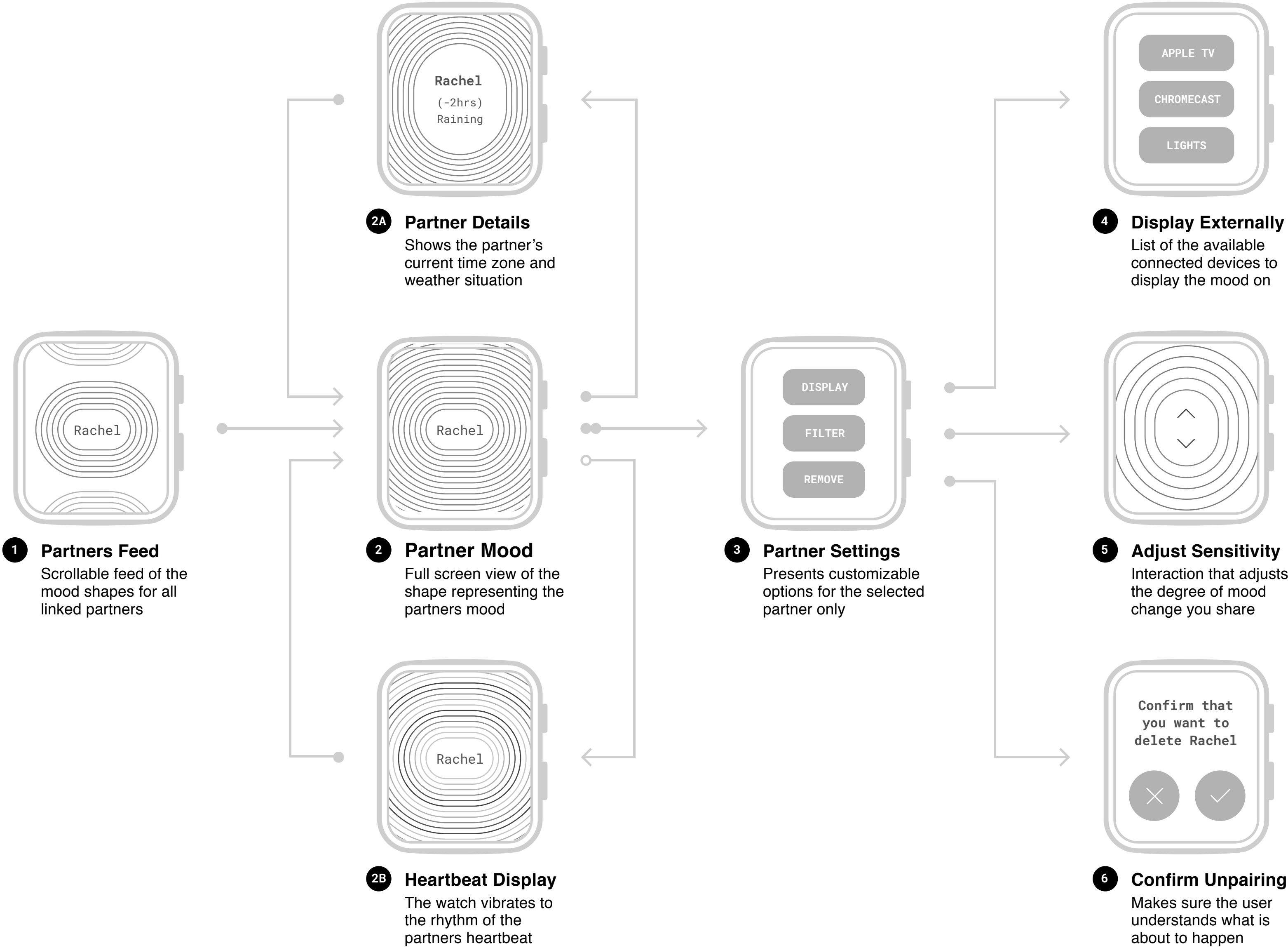
User should never be provided a time number as specific reference for a partner's past mood changes



# Partners Flow

- Tap
- Double Tap
- Press

The wearable device is the main point of personal connection as it is a kind of physical ritual that the partners share.

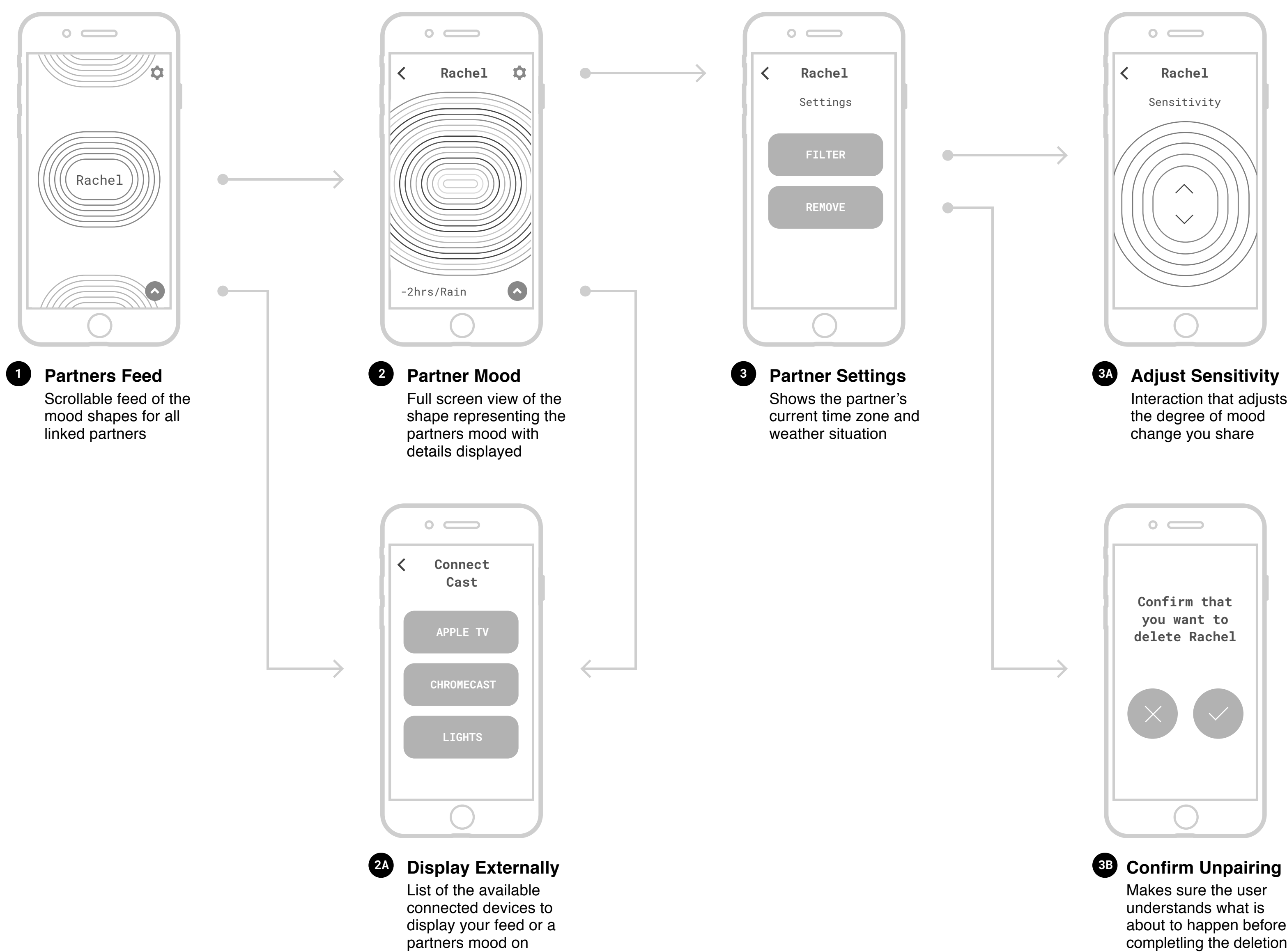


iOS

# Partners Flow

- Tap
- Double Tap
- Press

The mobile device is intended to be used primarily as a controller because of the larger screen size and basic user familiarity.



iOS

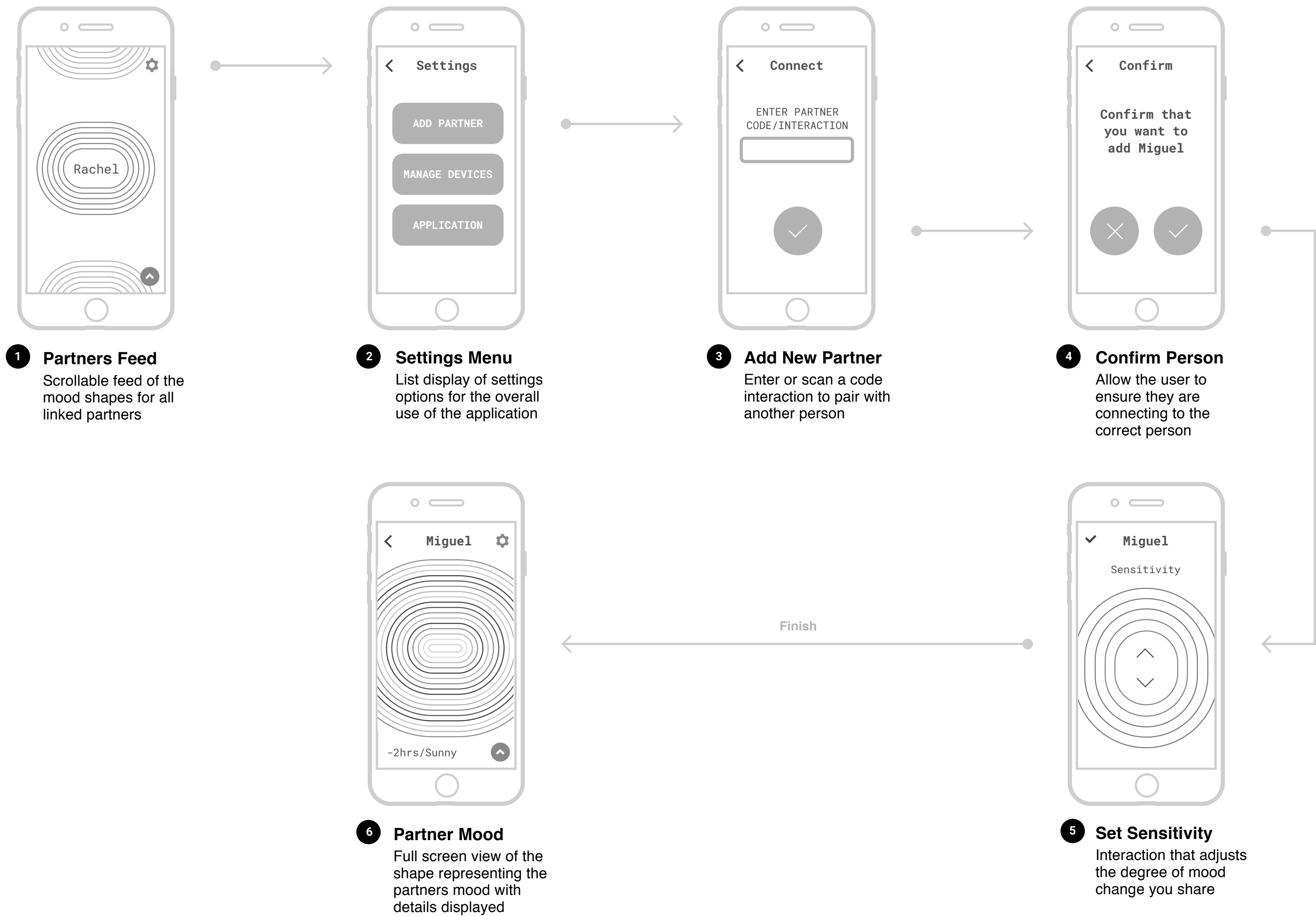
Pairing Flow

Tap

Double Tap

Press

Adding a new partner is an user flow that needs to be special in order to set the tone for the personal connection using the app.

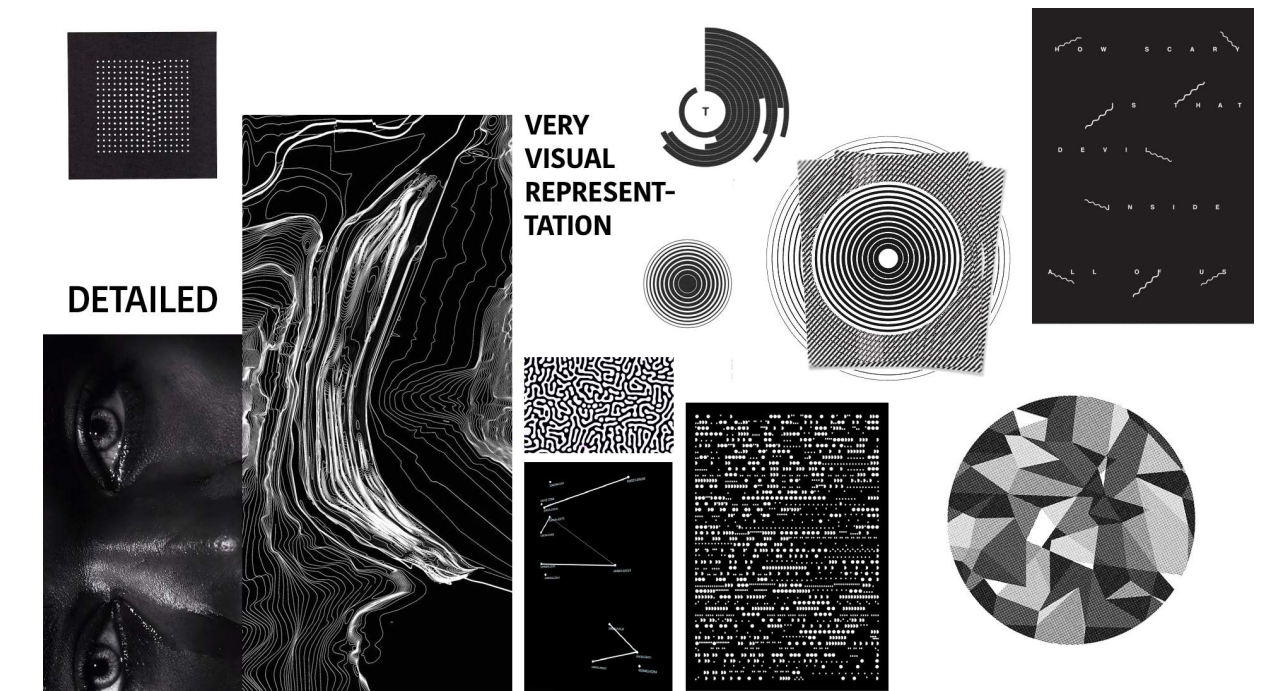




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## Mood boards

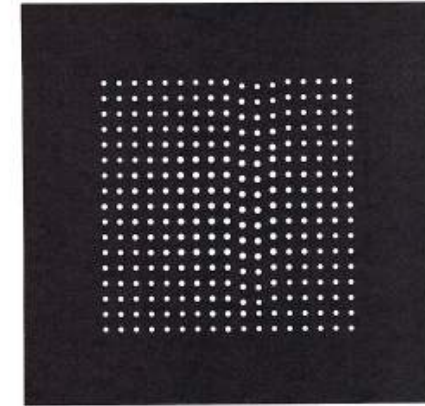
I created and presented three mood boards to the team during our initial visual explorations for the brand/product.



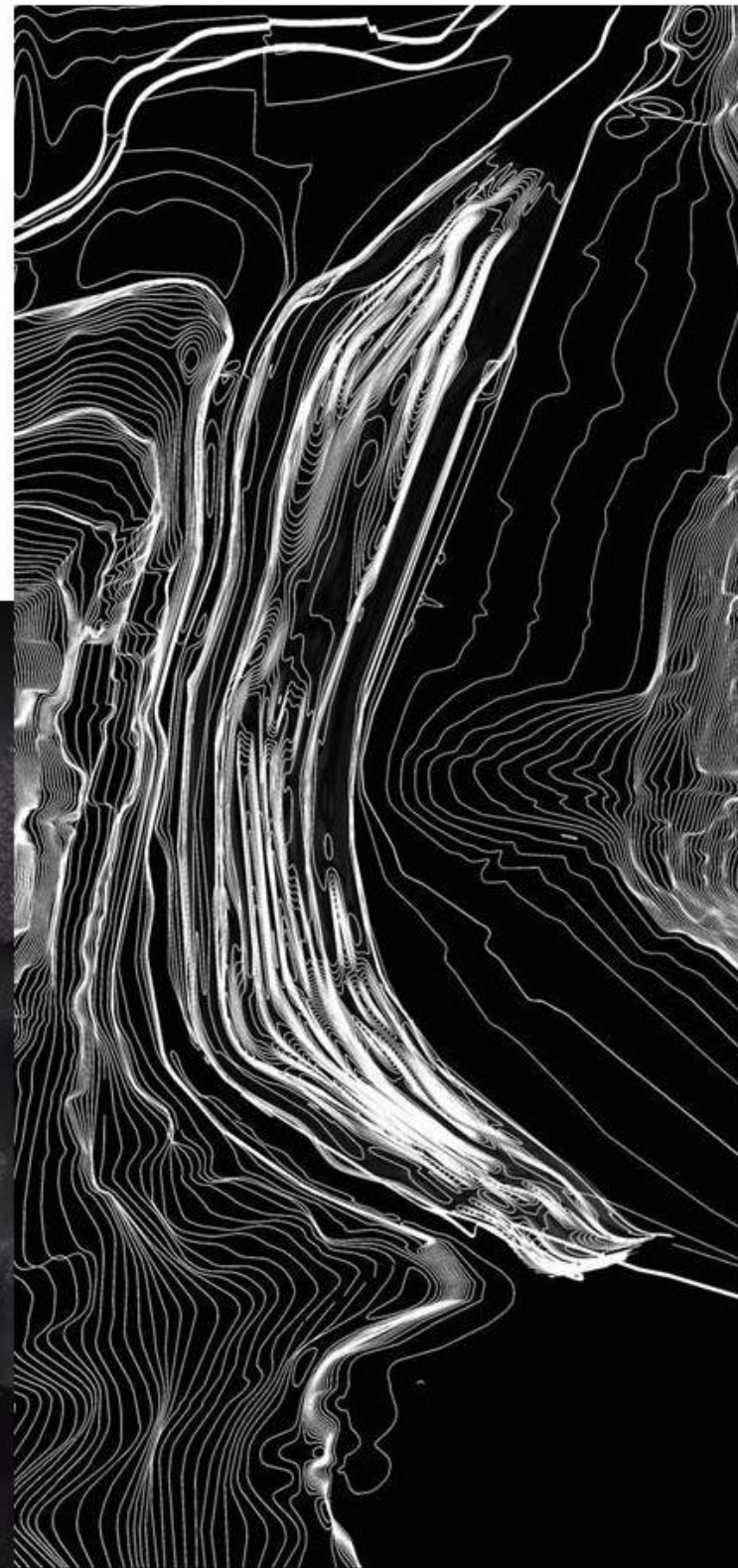


# Dark & Technical

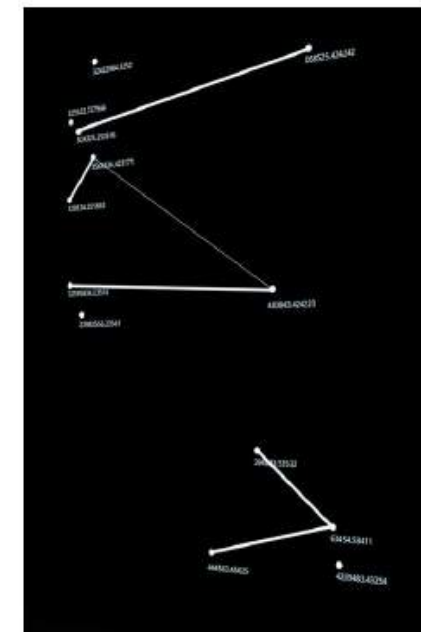
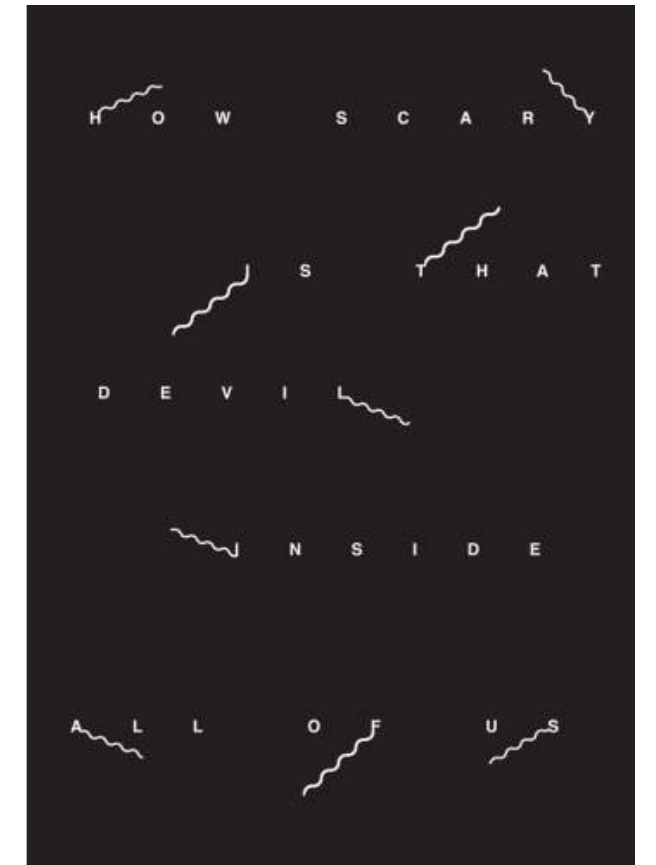
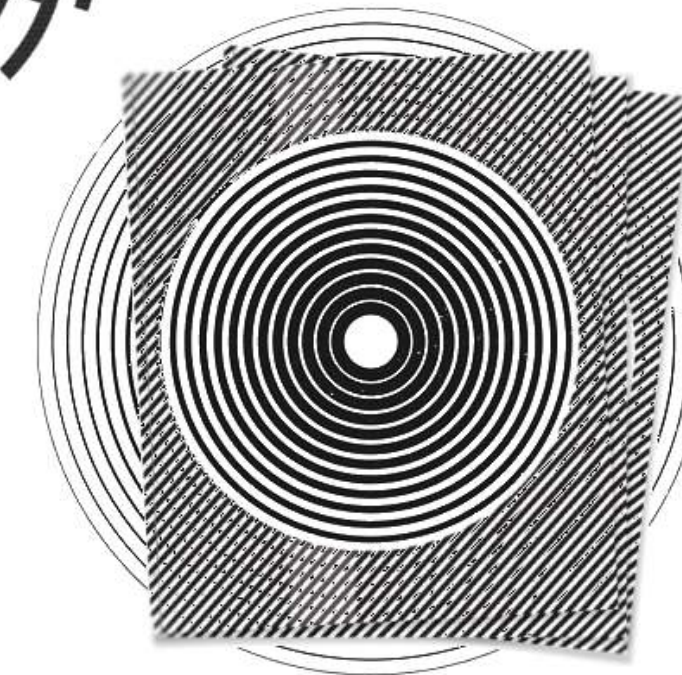
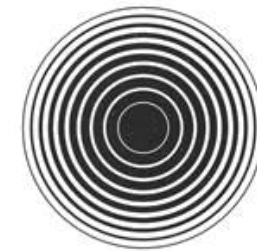
This direction would involve precise lines, shapes, and dots to maintain a sharp and simple aesthetic.



## DETAILED



**VERY  
VISUAL  
REPRESENT-  
TATION**





## MOODBOARDS

### Plastic & 90's

This direction would be bright, colorful, and convey the feeling of a toy to invoke nostalgia.

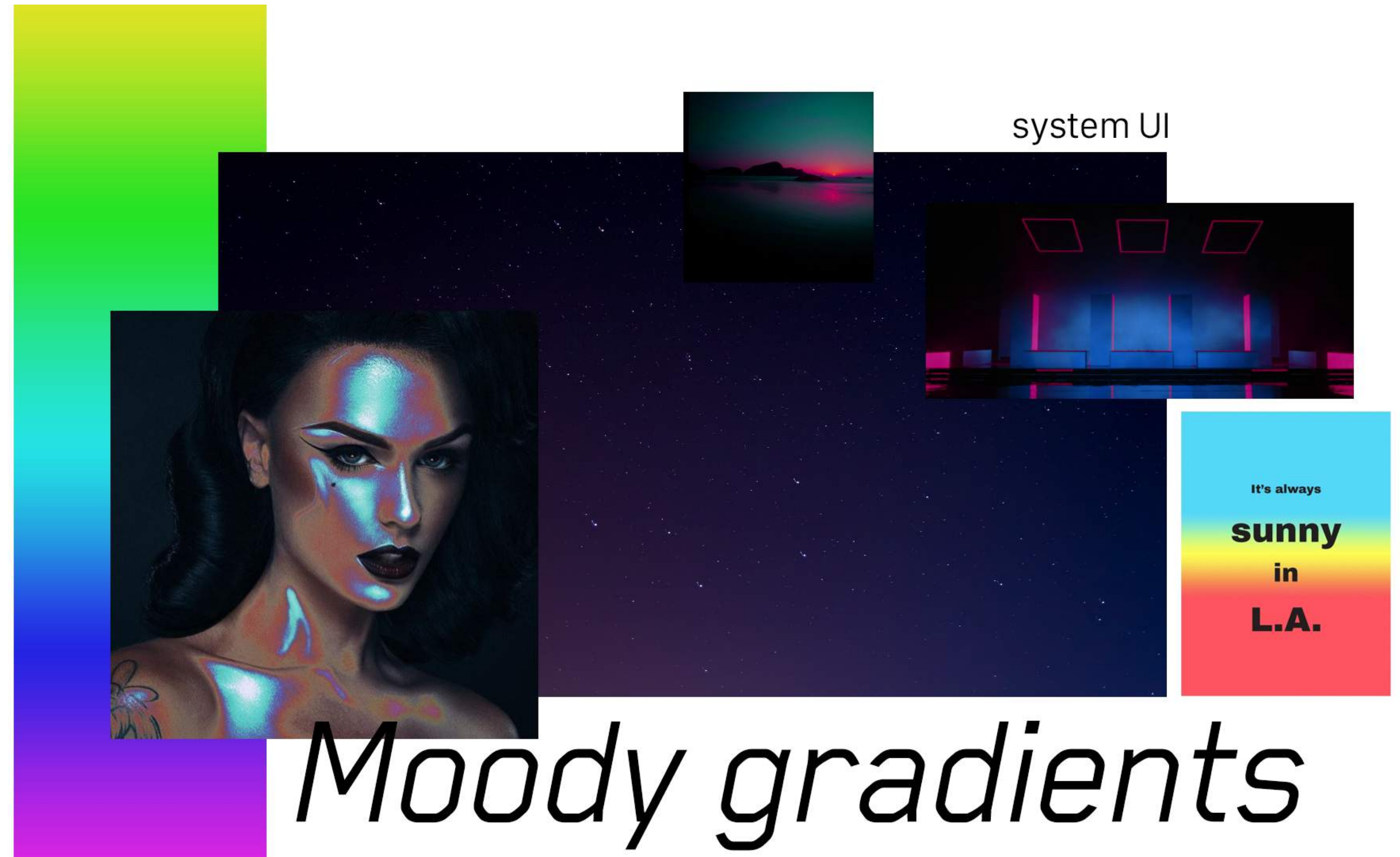




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## Moody Gradients

This direction allows for  
for the usage of color to  
represent mood.



## Visual Concepts

Selected mock-ups of visual directions I explored while attempting to graphically represent moods using color, position, and frequency.





watchOS

## Visual Concepts

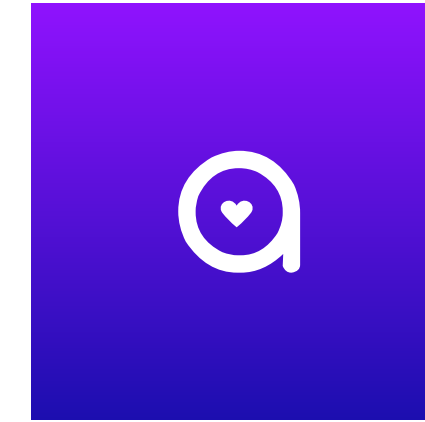


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## Branding Concepts

Two of the branding concepts that I proposed to the group during our first round of logo and icon explorations.

LOGO



WORDMARK



LOGO



WORDMARK



**Thank you!**

March 7, 2017