

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

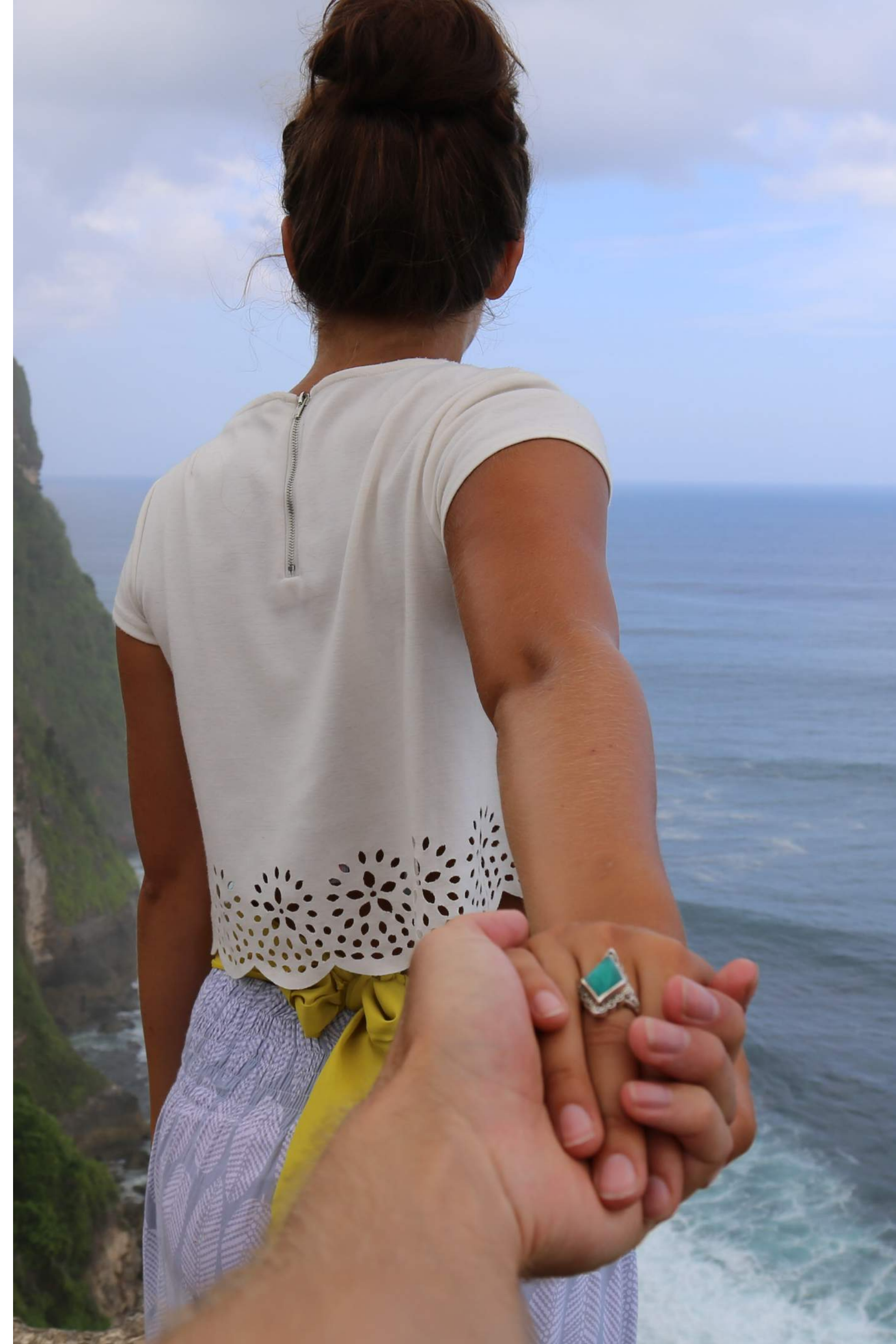
INDUSTRIAL DESIGN

Vincent Lin

AMBIO

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

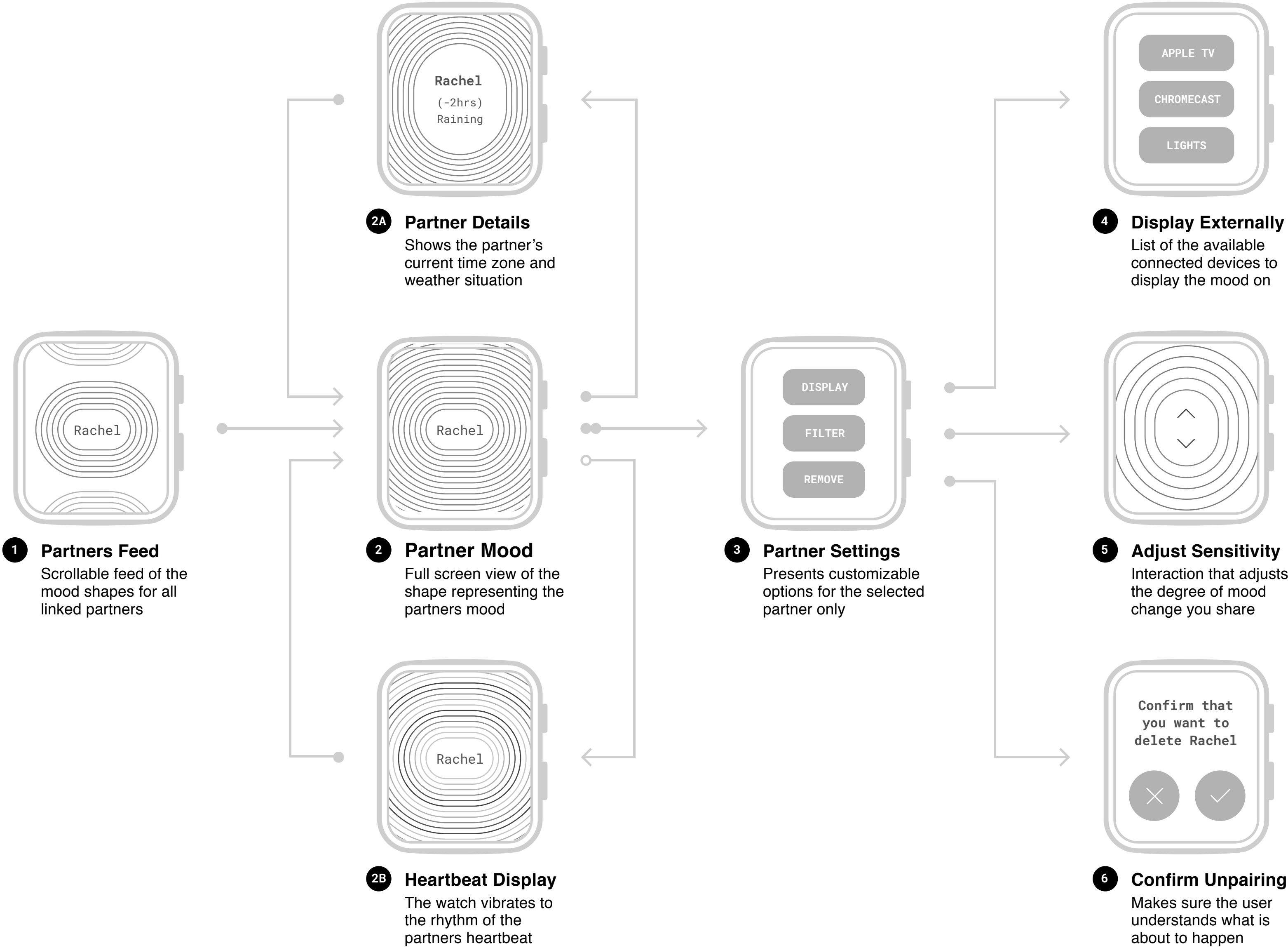
Ambio is not for retracing your moods on a timeline

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.

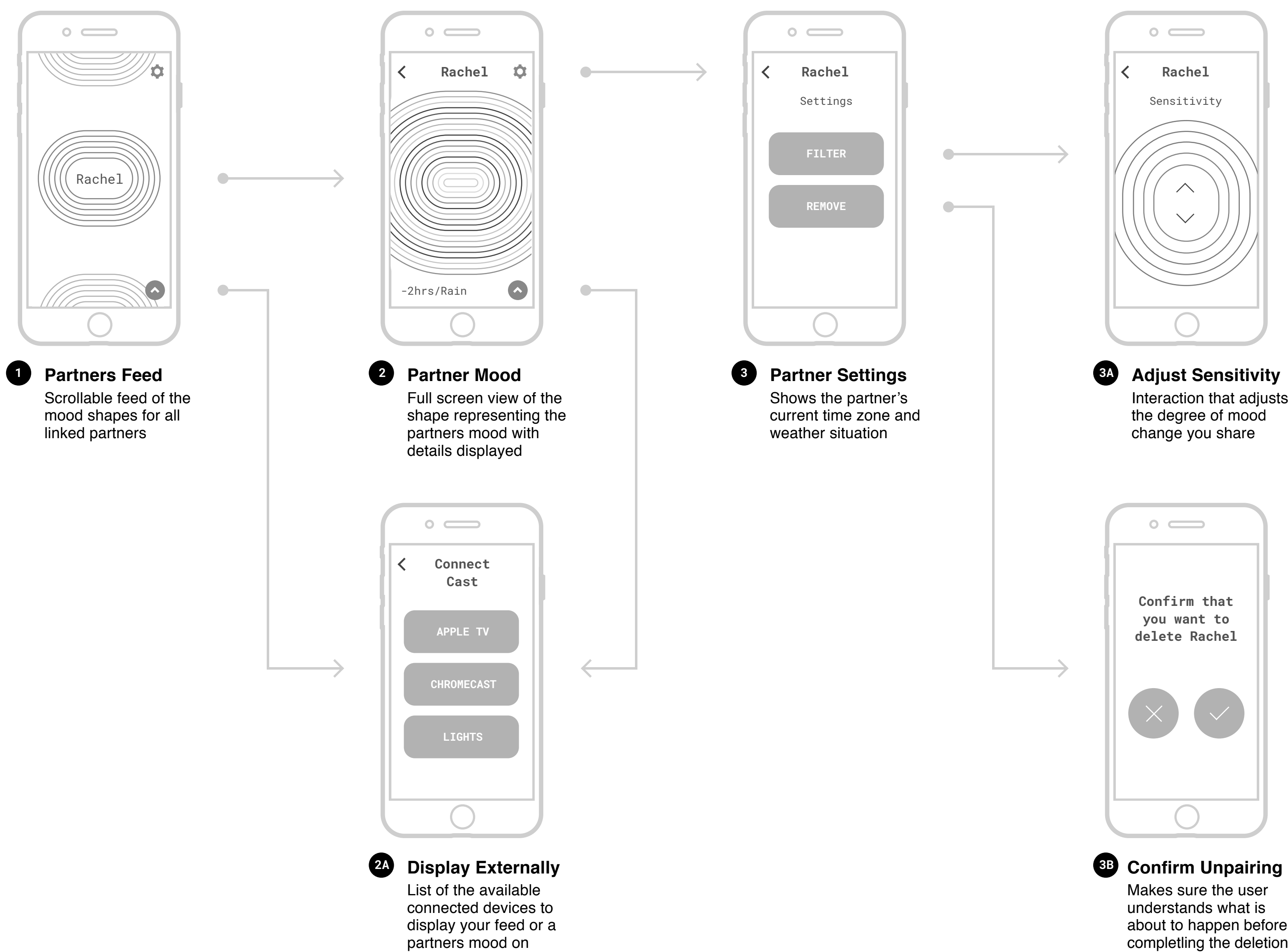


iOS

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

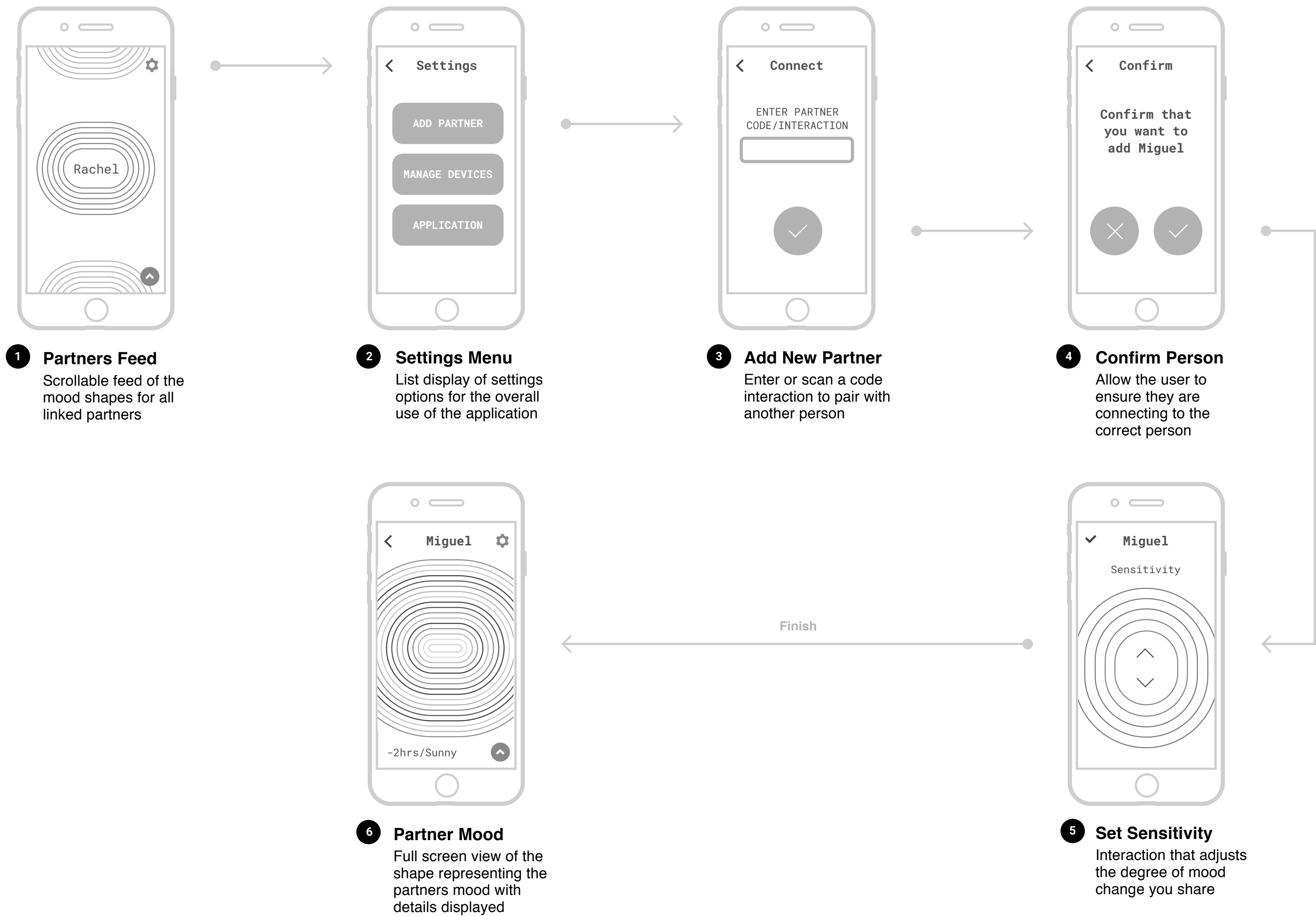
●●

Double Tap

○

Press

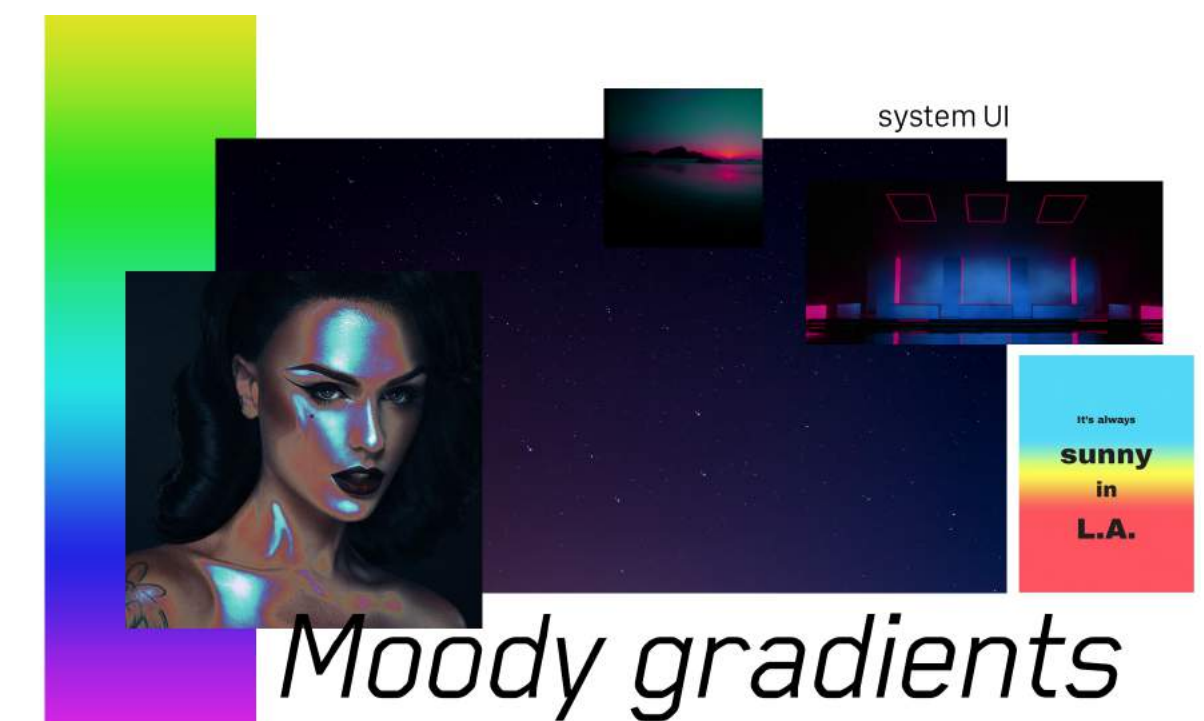
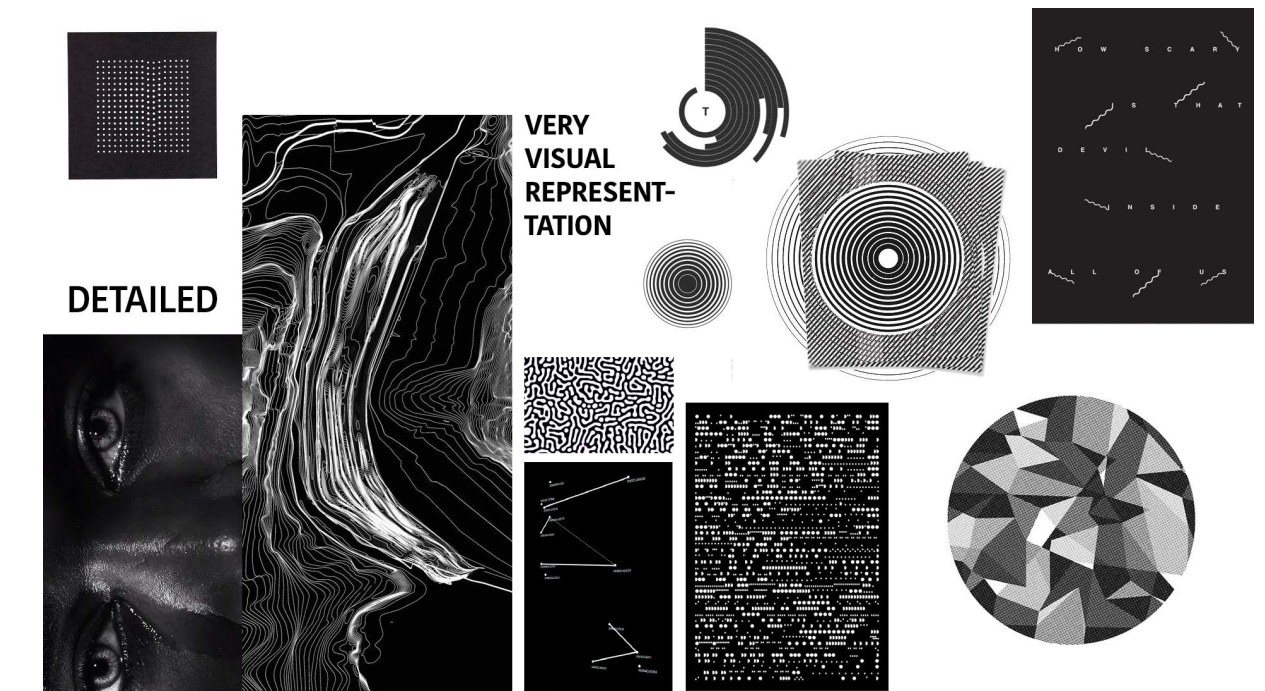
Adding a new partner is an user flow that needs to be special in order to set the tone for the personal connection using the app.



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Mood boards

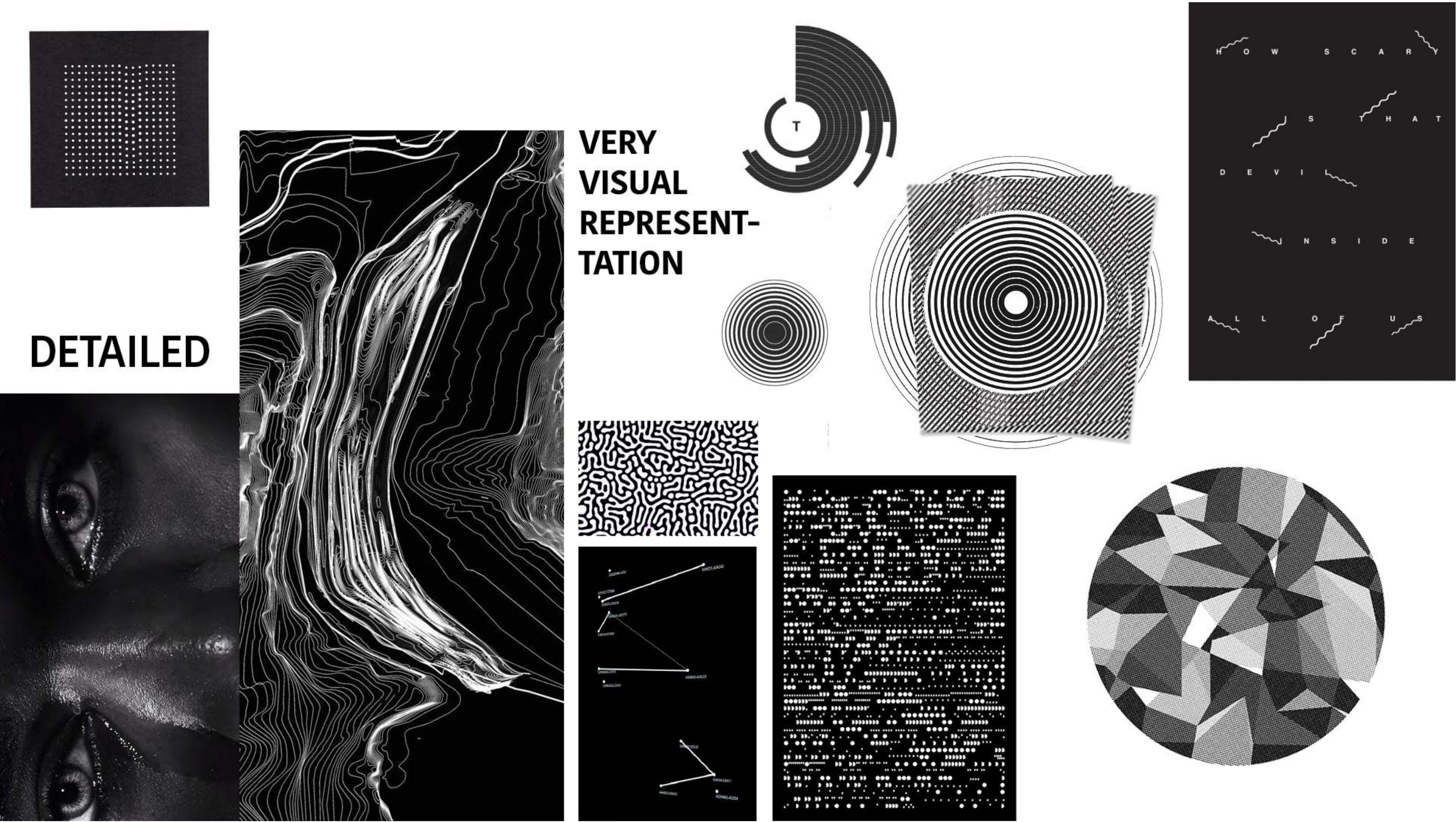
I created and presented three mood boards to the team during our initial visual explorations for the brand/product.



MOODBOARDS

Dark & Technical

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



MOODBOARDS

Plastic & 90's

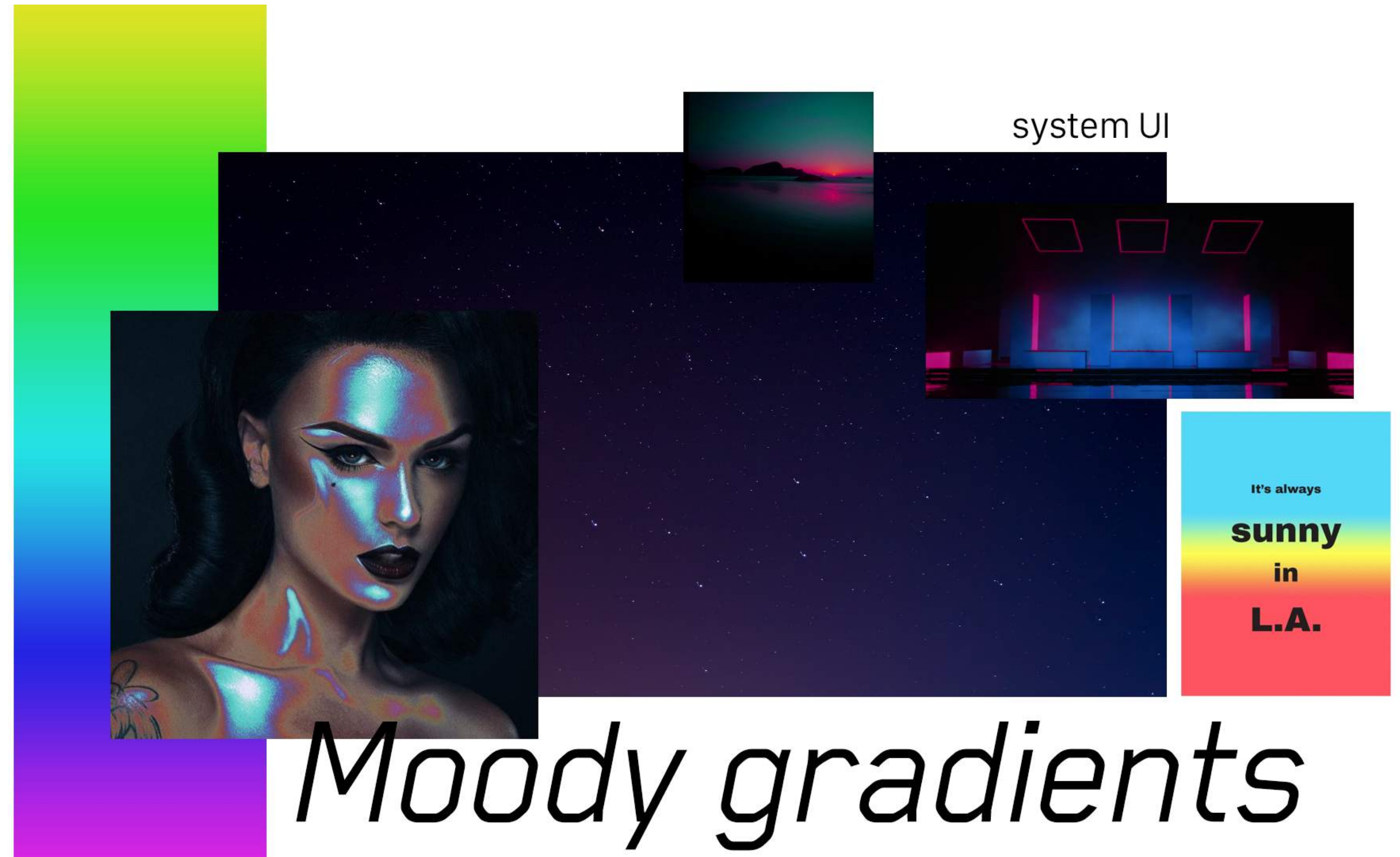
This direction would be bright, colorful, and convey the feeling of a toy to invoke nostalgia.



AMBIO

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



Thank you!

March 7, 2017