Mini Escape:

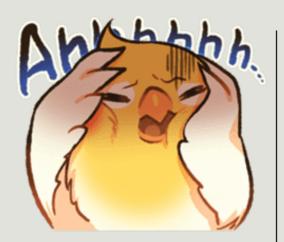
Karen Pascual Des 427



Images made by Designer ErA

Design Brief:

Karen Pascual Des 427



TIMELINE 09.22.2020 Finalize Idea

09.23.2020 Collect Images

09.24.2020 Design Breif/Persona/Flowchart

09.25.2020 Begin Work

09.29.2020 Complete Project

PROJECT GOAL

The goal of the project is to provide the user a sense of escape from their daily lives. With the use of audio and visial interaction the user will encouraged to continue to interact with the project through the end.

Then once they have completed the interaction they will be reminded to go back to work.

TARGET USER The targeted user is the student. This type of imagery and sound used are lofi study music. This genre is popular for teens and young adults.

Persona: Sarah

AGE: 20

GENDER: FEMALE



ABOUT SARAH Sarah is a full time college student and part time worker. She has little time for herself. When she gets off work she sometimes struggles to stay concentrated on her work. She goes on youtube to take a break but ends up spending to much time online.

DEMOGRAPHIC Sarah's generation is used to everything the internet has to offer. Youtube, TickTok and instagram are the **INFORMATION** apps that she uses in her free time.

PAIN POINTS

If content is to entertaining sarah may spend too much time on the internet. Causing her to neglect her work.

SCHEDULE

MONDAY		FRIDAY	SA	TURDAY	SUNDAY	
9am ⁻ 5pm ₋	SCHOOL		MIX OF WORK & CATCHING UP ON HW			
6рт	WORK	W/0				
10рт 12рт	CATCH UP ON HW			VITH FRIENDS		

Flowchart

User clicks onto website

Cute bird welcomes you with invitation for a break.

CLICK MOUSE

Decorate her garden

CLICK MOUSE

Finish decorating her garden.

CLICK MOUSE

She gives you positive approval for your work.

PRESS ANOTHER KEY

Bird reminds you to back to work.



