Mini Escape:

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Des 427

Images made by Designer ErA

Design Brief:

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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 INFORMATION

Sarah's generation is used to everything the internet has to offer. Youtube, TickTok and instagram are the 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	SATURDAY	SUNDAY
9am					
	SCHOOL				
5pm					
6pm			MIX OF		
	WORK		WORK & CATCHING UP ON HW		
10pm			GOING OUT WITH FRIENDS		
12pm	CATCH UP ON HW				

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.

**Lets go back
to work!!!!!!!!!!!!!!
!!!!!!!!!!!!!!!**