



CLIQUE RESCUE

Smart Phone App Design
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PROJECT STATEMENT

Objective:

Clique Rescue is an app designed to save ladies from bad dates, questionable outfit choices, and alcohol-vision decisions. This tool is to use in a "date" or "night out on the town" setting. The main feature of this app will be the alert button. This button, when pressed, will alert their designated friends or "clique". When these friends receive an alert, they will know that the friend needs to be saved: either from a bad date, creepy guy at the bar/club, or just an awkward situation. From there the friend can decide the appropriate following action—whether it be a call or walking over to them at the bar or club.

The app will also have a voting page. This is for the user to present an outfit (or even a guy) to the group and the group can vote on it.

Target Audience:

The target audience is women ages 18-28 who like to be social. The app is provided to organize the communication in the social setting for the night.

Obstacles:

An obstacle to this app is to maintain the secrecy of the app. The user need to be able to alert their group, with a limited use of the screen. The screen lit will need to be dim and the alert button needs to be easy to find so that the user can use the without the person they are talking to noticing.

Key Benefit:

This app will provide instant communication to a selected group which will keep night going smoothly, fun, and safe.

Support Statement:

Group messages can become complicated: senders start replying to the wrong people or not hitting reply all, plus the added annoyance of the phone continuously going off.

This could be ideal for a bachelorette party, in which there are a bunch of people in the group, moving from bar to bar. This app is a way to keep everyone together with easy communication.

Tone:

Sleek, new, organized, minimal, sexy

Media:

Web and Smart Phone

Creative Considerations:

The app needs to be very easily navigated and intuitively organized

USER PERSONAS



Melissa

Melissa loves to shop, meet up with friends and go out on the town. She is twenty-five and works as a junior copy editor for a fashion magazine. She loves checking in with her friends to get advice on her outfit before she goes out. She has a degree in journalism, making her very literate, but not necessarily tech savvy. She follows fashion trends and likes to try out the newest products, apps, and styles.



Stephanie

Stephanie is a fun-loving girl who loves impulsive decisions and hanging out with her buddies. She is twenty-two years old and a recent grad with a degree in photography. She loves anything with a camera, which includes her phone. She loves chatting and sharing her photos with friends. She knows computers and computer programs well and she is up-to-date on current software.



Blair

Blair is a twenty-seven-year-old attorney who is celebrating her last night as a bachelorette. She and her closest friends decided to travel to Las Vegas for her party. Staying together and having constant communication in an unfamiliar town is key for safety. Though very opinionated, she is constantly seeking the advise of her best friends. She never goes anywhere without them.

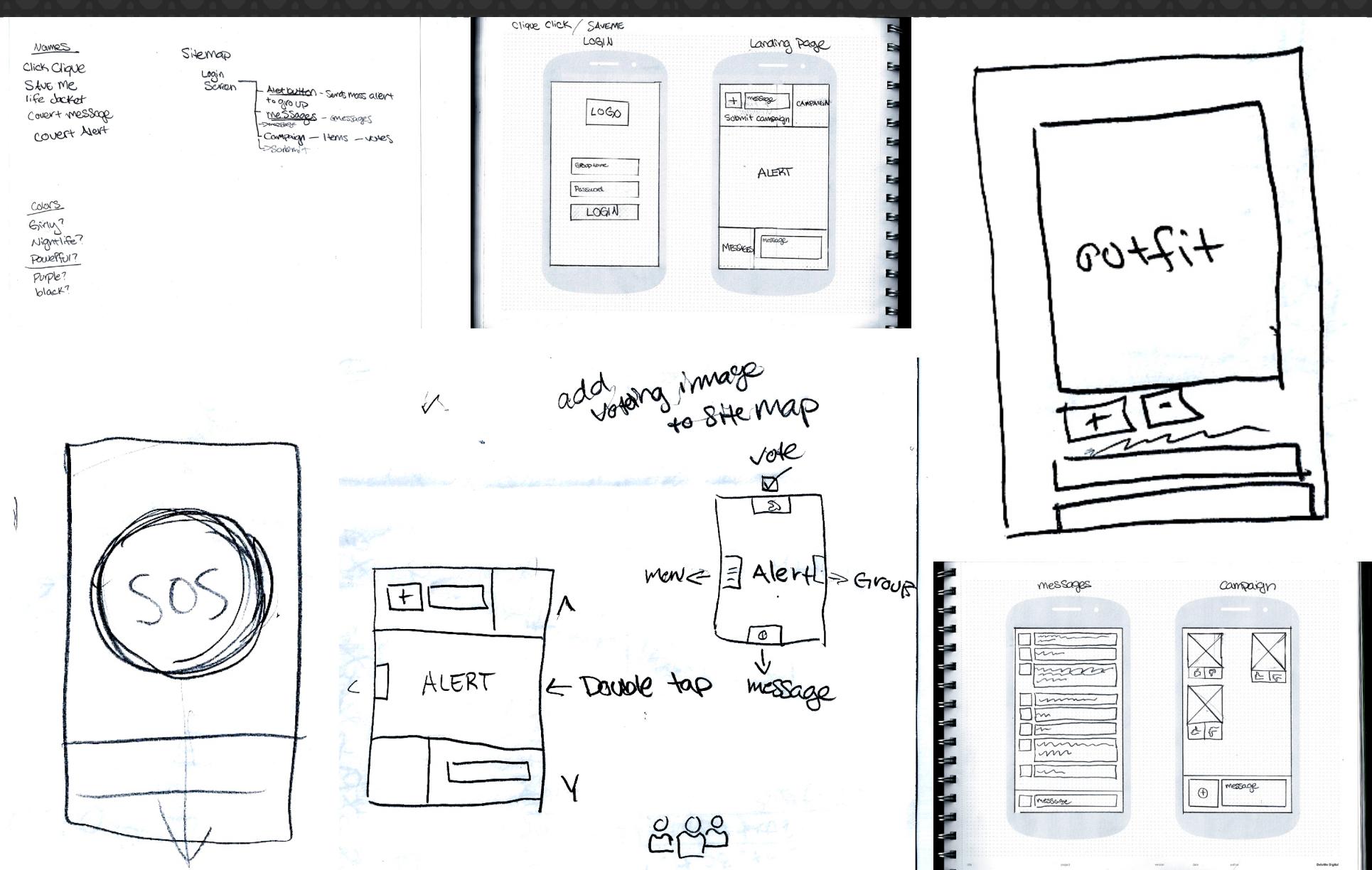
COMPETITIVE ANALYSIS

	Rescue Feature	Messaging	Group Messaging	Photo Sharing	Vote/Like Option
Clique Rescue					
Bad Date Rescue					
Instagram					
iMessage					

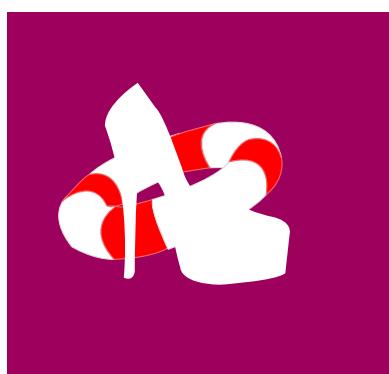
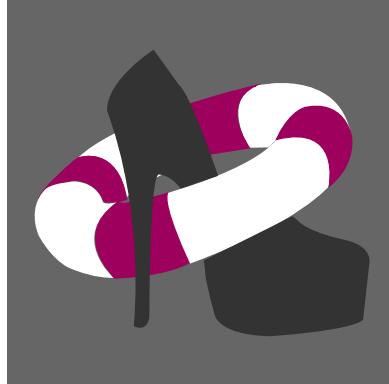
MOOD BOARD



SKETCHES

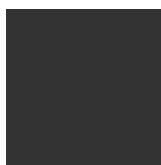
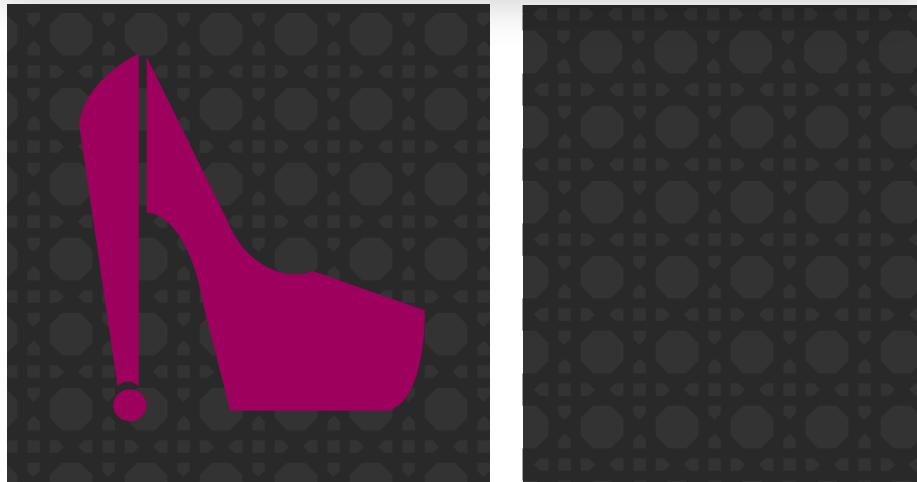


LOGO DEVELOPMENT



CLIQUE **RESCUE**

STYLE GUIDE



51 | 51 | 51



179 | 179 | 179



158 | 0 | 93



0 | 0 | 0

Title Font

Raleway Extra Bold Font sz:2em

Title Font

Raleway Light Font sz:2em

Subtext

Roboto Google Font sz:1em



INACTIVE



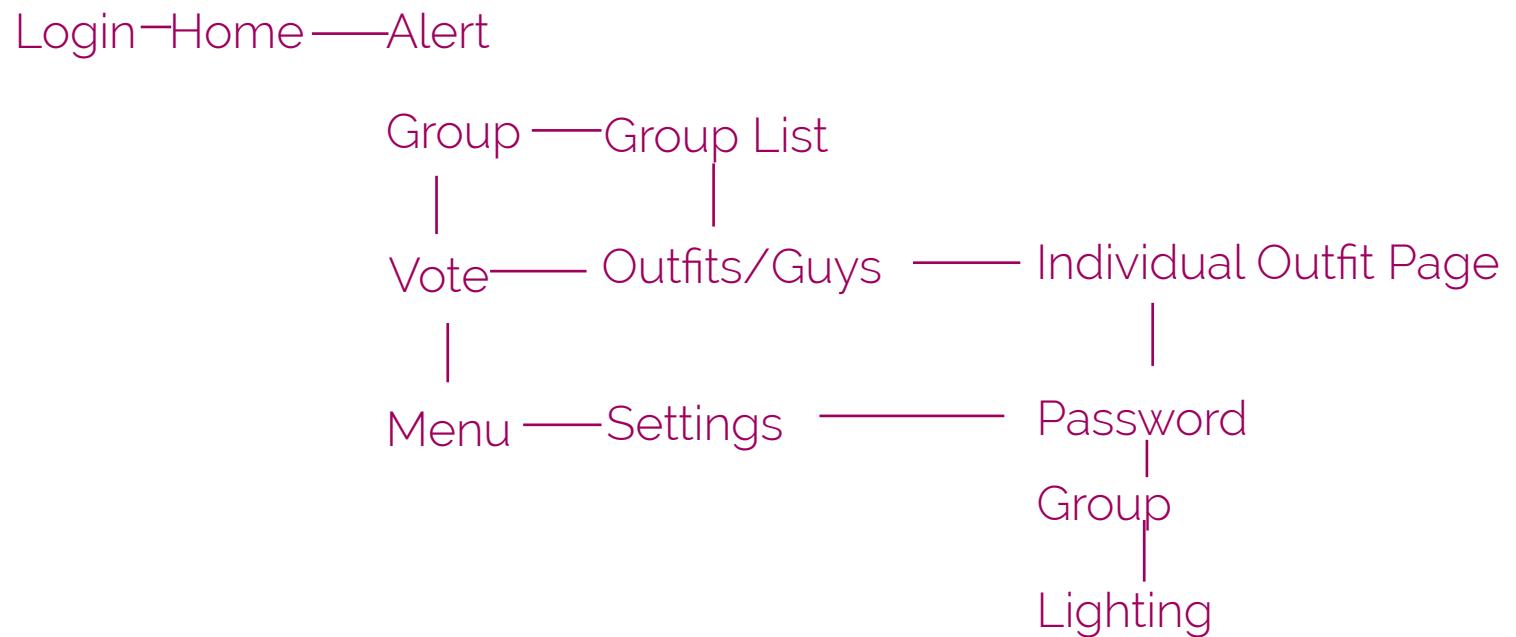
ACTIVE

ICON

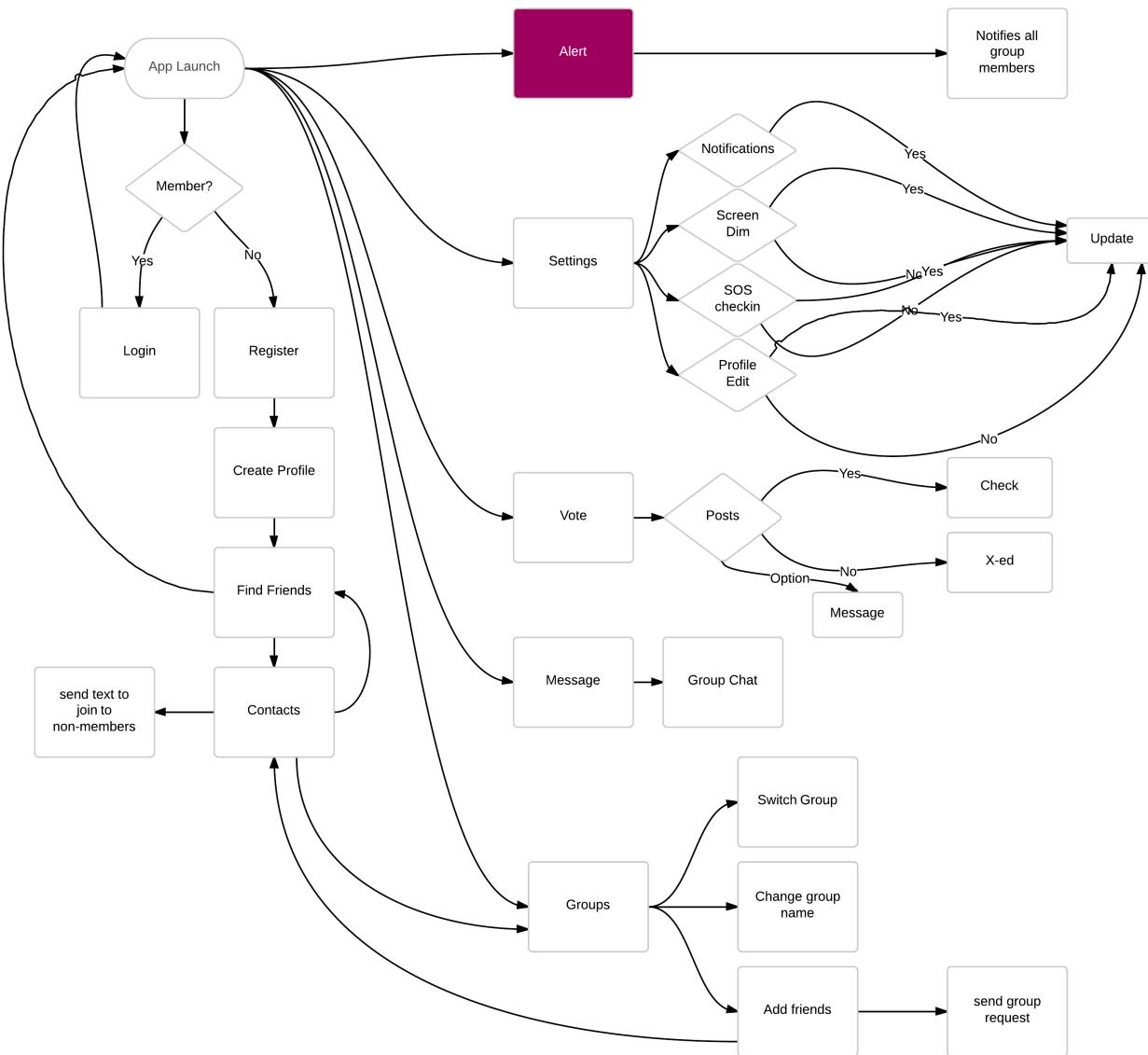


PixelResort iOS App Icon Template 2.1
This template was created by Michael Flarup
Pixelresort.com & Appicontemplate.com

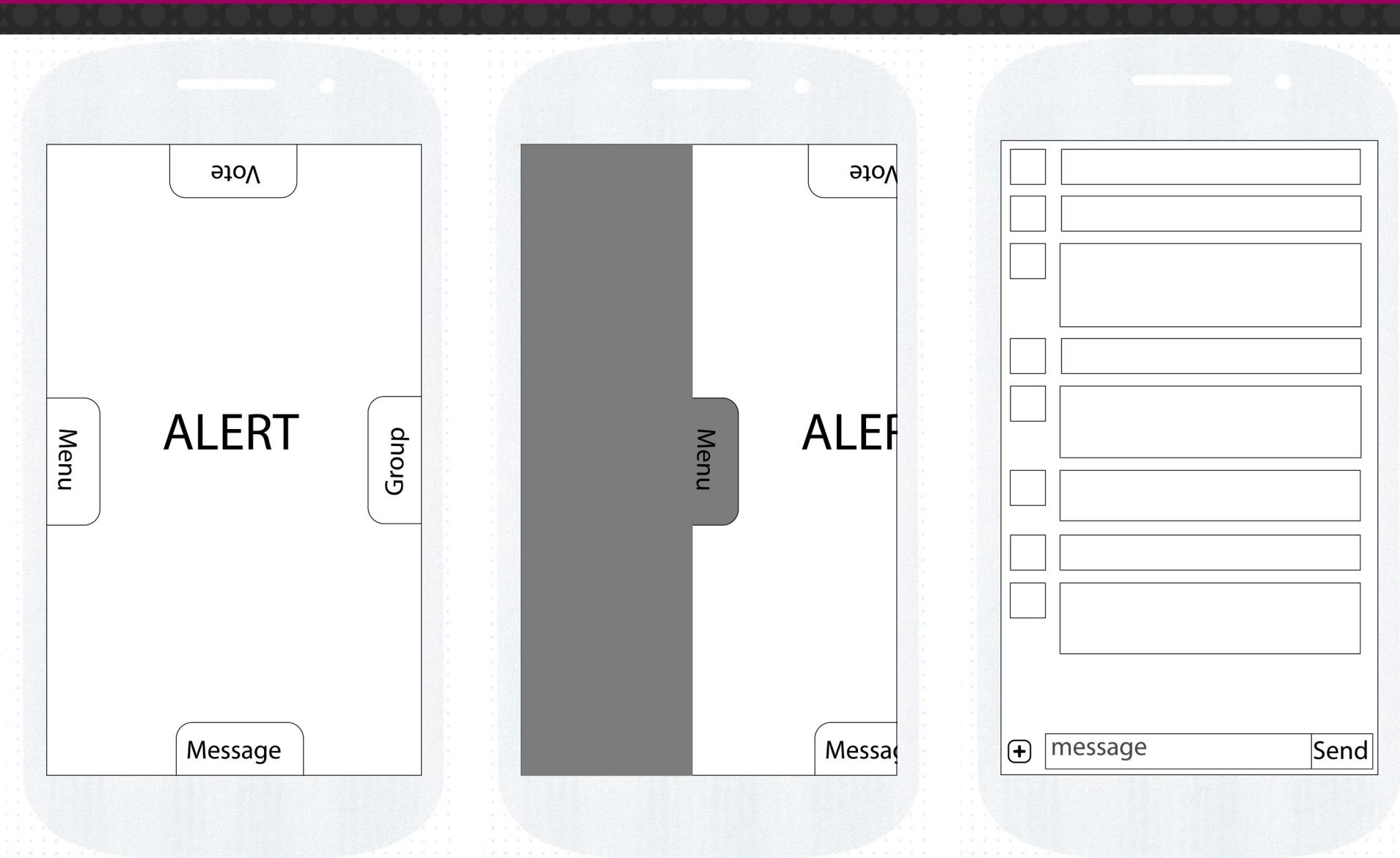
SITE MAP



FLOW CHART



LO FI



Landing

Menu

Messages

Jarvis/Painter | IM231 | SP13 | 13

LO FI

