

OOPS!

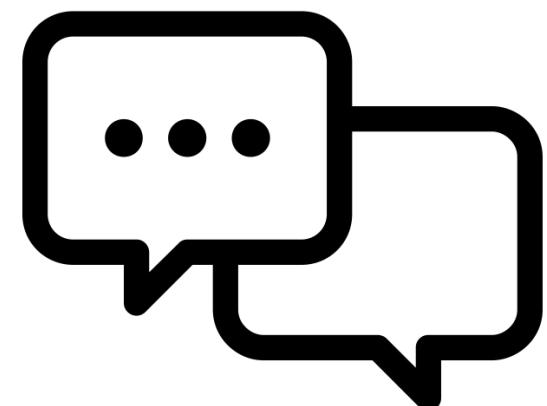
Random Excuse Generator

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Concept

- An app that helps people come up with random excuses for events they accidentally missed or don't want to attend
- Relevant excuses are generated based on time, location, recent news and can be further customized with inputted personal information
- Generates a line of encouragement / motivation along with the excuse

Why

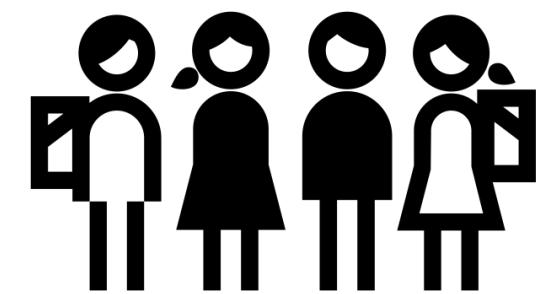


- Constant networking can be stressful and overwhelming
- Often need to come up with last minute excuses
- “Last semester I was too busy to go to some club meetings, but I couldn’t think of good excuses, so I just ended up telling my VP I had a midterm to study for every time”
- Would be cool to have personalized excuses

Function

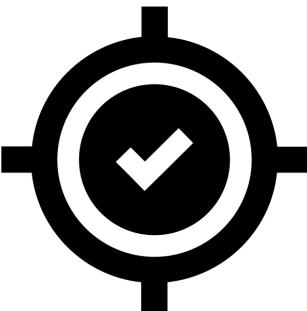
Target Audience

college students &
young professionals



Goal

help people come up with
creative yet realistic
excuses that can be used
in everyday situations



Use Cases

- too tired to go to club meetings
- need a break from networking / social events
- accidentally missed a meeting

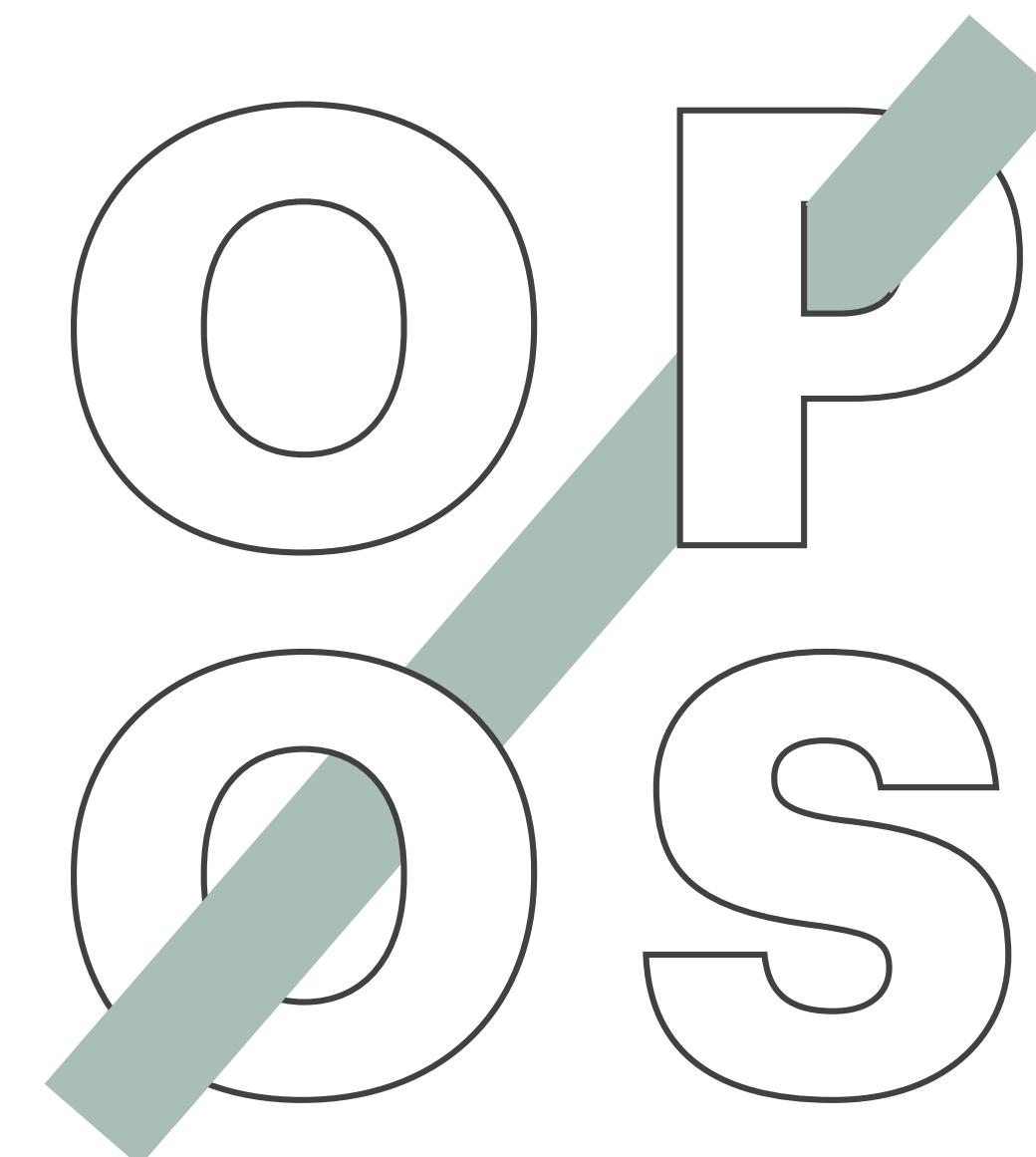


Name & Logo

OOPSI

OOPSI

OOPSI



Visual Inspiration

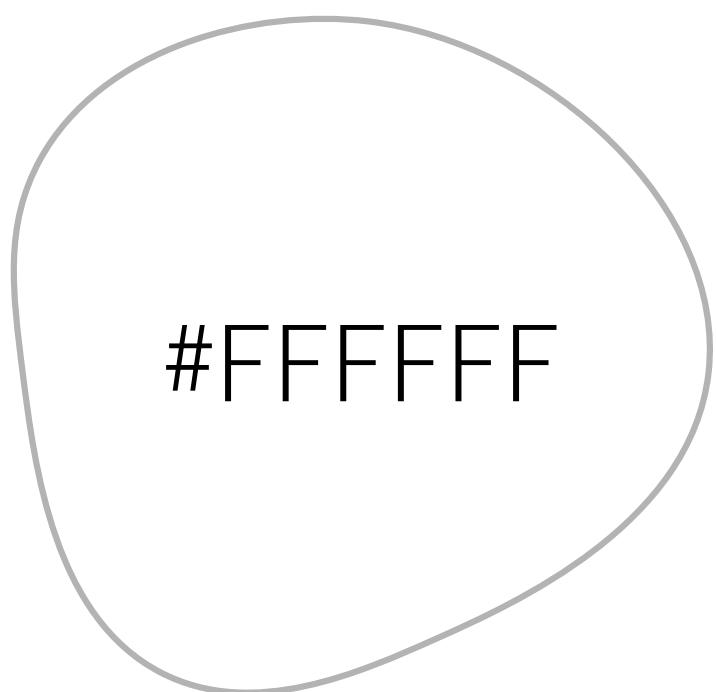


OOPSI EXCUSE GENERATOR

Style

Secular One

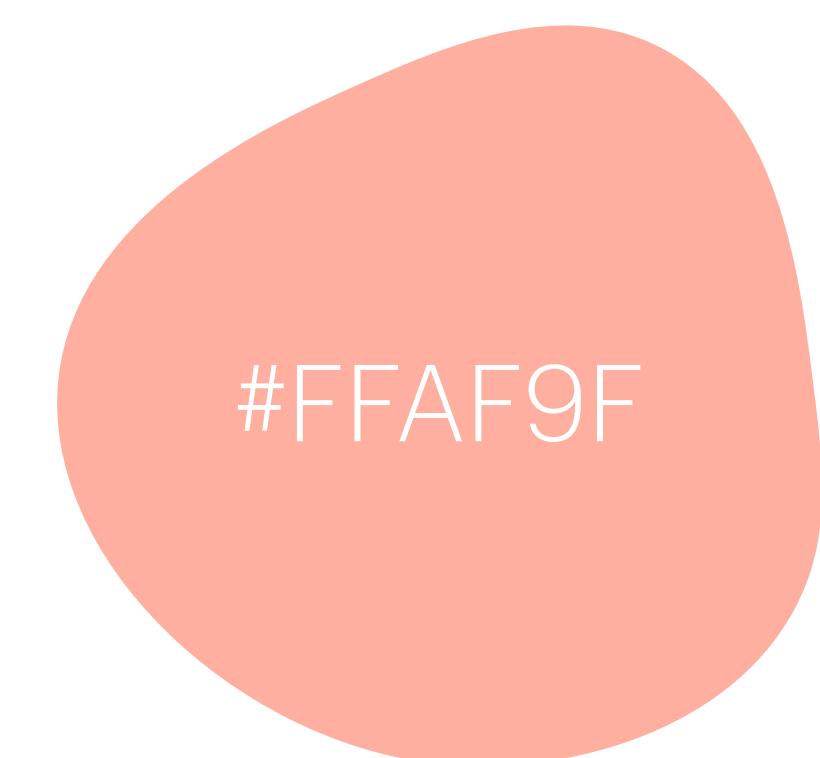
Heading



#FFFFFF



#F9EFE6



#FFAF9F

Graphik Medium

Body Text



#ADBEDE



#A8BEB6

Tone of Voice

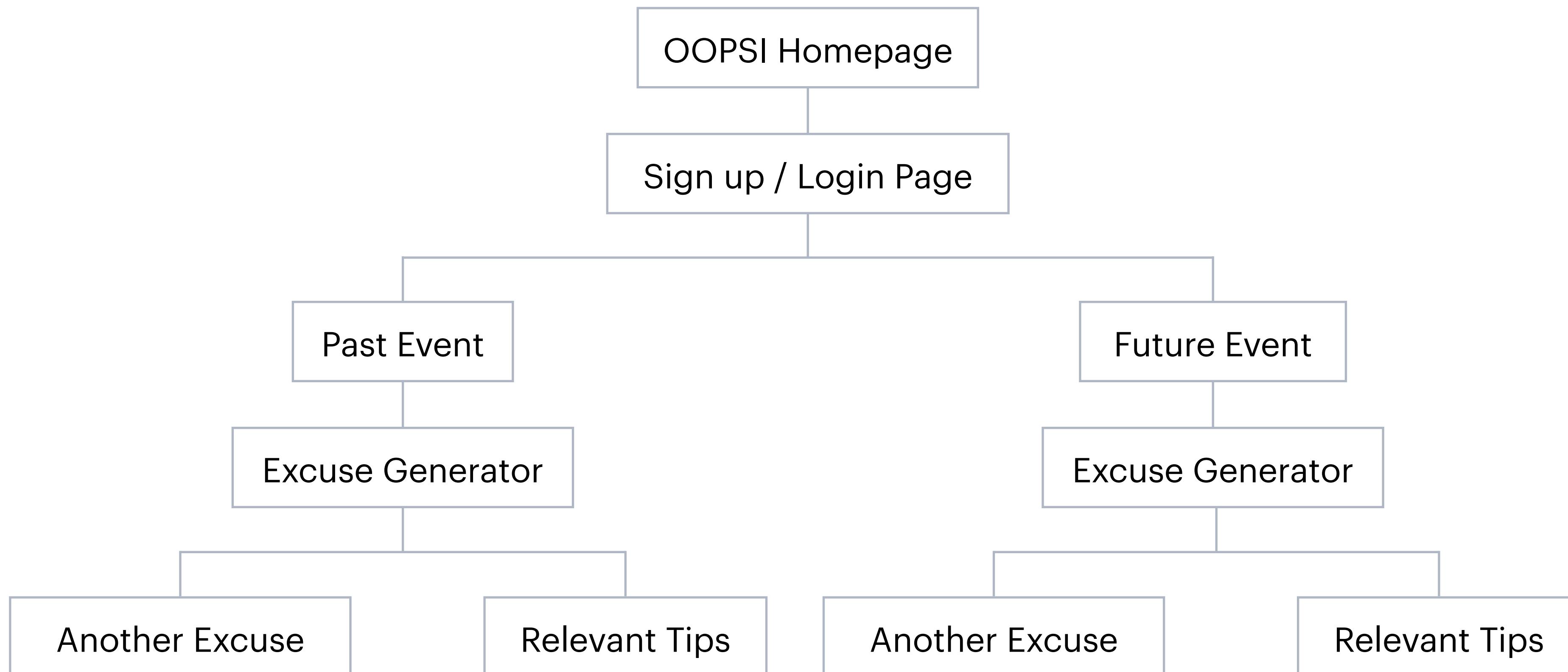
Playful

Lighthearted

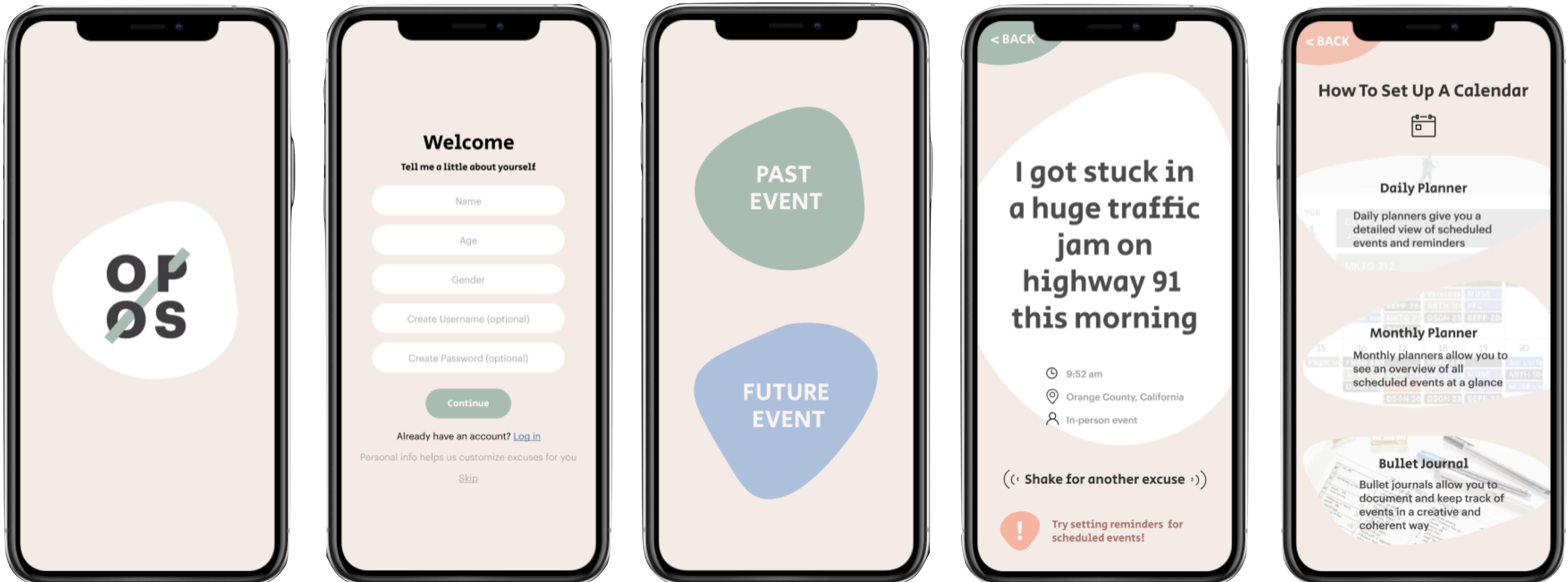
Straightforward

Calming

Site Contents



Clickable Prototype



<https://www.figma.com/file/o5dbwC2cfkMsQzi0IxwPf5/Helpful-App?node-id=0%3A1>

OOPSI EXCUSE GENERATOR

Brand Extension



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THANK YOU