

The logo features the word "sharewaves" in a bold, white, sans-serif font. The word is centered within a dark teal horizontal band. Behind this band are two large, overlapping, rounded shapes in a light pink color. A stylized wave icon, composed of three white lines, is positioned between the words "share" and "waves".

**sharewaves**

sparking conversations that matter

# Problem/Solution Overview

## **Problem:**

Political discourse for college educated, politically curious people lacks human element.

## **Solution:**

Enable college educated, politically curious people to connect, share news, and engage in offline conversations.

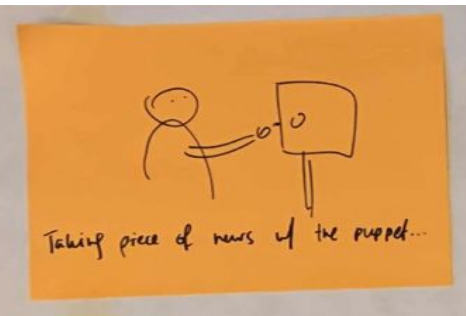
Simple Task: Keep up with other people's news

Medium Task: Share your news with your friends

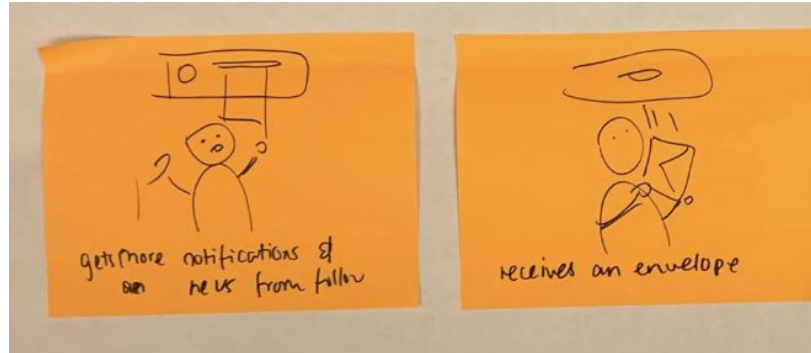
Complex Task: Organize political events



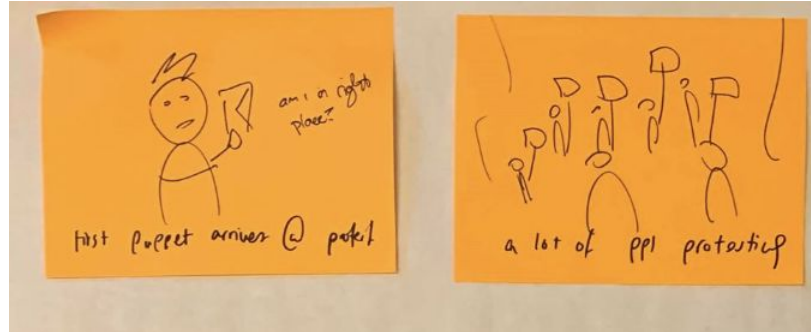
Simple Task: Keep up  
with other people's  
news



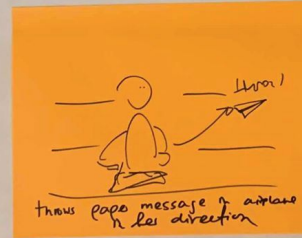
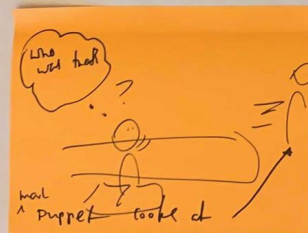
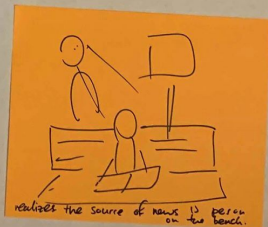
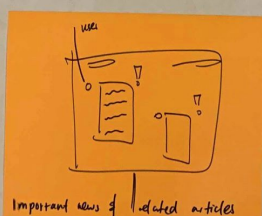
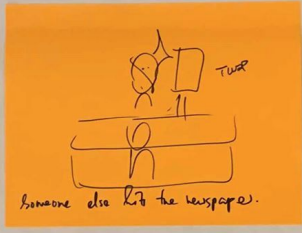
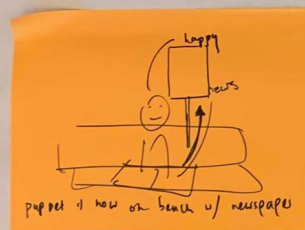
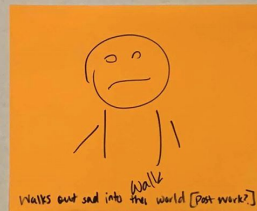
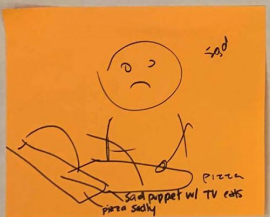
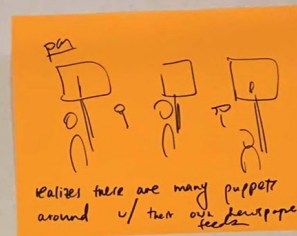
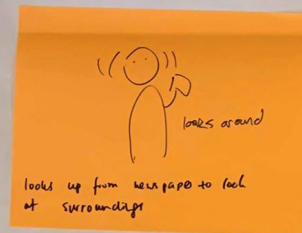
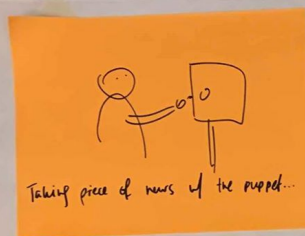
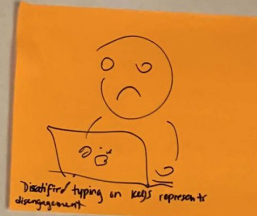
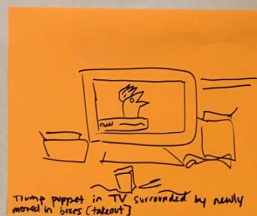
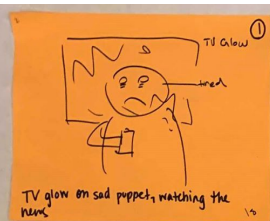
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Complex Task:  
Organize political  
events



# Appendix: Full storyboard





# Appendix: Full storyboard (cont.)

