VOSSIER

WELCOME

It's a pleasure to welcome you to (or back to) Vossier.

With Vossier, our aim is simple...

**"Create fun and comprehensive design briefs that help you improve
as an interface designer"**

We keep our Vossiers as fun and organic as possible, so they'll be similar to briefs that you'd receive from clever clients.

Feel free to send these briefs to potential clients as examples of what you'd need to help shape their vision, or as a guidepost for them to put together their own briefs.

THE PROCESS

Twice per month we'll send you design briefs to work through and learn from.

Use these them to learn, grow and improve as an interface designer.

A week after we've sent out our briefs, we'll send across our designs and our royalty-free source files (which are yours to do whatever you like with).

Once you've put together your designs, we'll be more than happy to give comprehensive thoughts and feedback. It'll be the nice kind of feedback - the kind that helps you grow.

To get feedback, all you need to do is rebound our shots on Dribbble, with your work on the respective briefs.

To say thank you, we'll take your shot (or .PNG attachments) upload them to our favourite prototyping tool and send across with our feedback, in less than 72 hours.

OVERVIEW

We're Dreamer.ai, a startup based in Berlin and we've created an app that can trigger lucid dreams.

In a lucid dream, the dreamer is aware they're dreaming and they have control of how the dream unfolds and progresses. Lucid dreaming is an exciting tool for learning and we're hoping to change the way the world dreams forever.

At this stage, the app is predominantly backend code. There's a front end interface, but it's weak and the experience is poor, more than that, we need something to show investors.

We haven't got a logo or any art direction set yet, but we do have plenty of information on what we'll need from you to make this project a success.

ART DIRECTION

We've put together a moodboard on the art direction for this project and you can find it below...
https://projects.invisionapp.com/boards/EV33TQ2ZT329W/

There's a mix of colours in there and inspiration for potential layouts, but we like the idea of keeping things **soft, colourful and ethereal**. There's also some illustrations in the moodboard, but there is no need to create illustrations (unless you feel they're necessary).

At this stage, we don't have a logo and we don't have any immediate need for branding. **Feel free to use any place holder you feel fit as our logo, or simply 'Dreamer' in a font of your choice**. We're not precious here, so don't spend much time on this,

AUDIENCE

Before we started Dreamer, we conducted some user research to find out who would benefit most from this app. We created personas, but we don't want to intrude on the creative process, so instead here's a brief overview of our target audience.

Age:
20 - 35

Sex:
65% Male, 35% Female

Demographic:
Predominantly US on launch, specifically California

Professions:
Designers, Developers, Entrepreneurs, Marketers

Income:
$50,000 - $125,000

Other apps they use:
Anki, Blinkist, Foursquare, Headspace, Instagram, Medium, Podcasts, Spotify, Swarm, Twitter

Statement from a user interview:
"Teaching myself to lucid dream (and maintaining the ability to do so) has been one of the biggest but most rewarding challenges of my life. It's enhanced my learning, my memory and my creativity.

Lucid dreaming makes me feel superhuman, but in a way that's quietly content.

In it's purest form, lucid dreaming is peaceful and humbling. Of course, there's some occasional stumbling blocks or nightmares, but they're few and far between.

Lucid dreaming is always very vivid.

Everything is colourful, in a way, it's similar to painting images on a pure white canvas."

DELIVERABLES

For this block, we'll need **2 screens designed for iOS, delivered in a Sketch file**.

We don't mind if you want to do the work in Photoshop or similar, as long as we can use a tool like Avocode or Zeplin to extract the assets.

Login screen
There'll need to be an email and password field, as well as a link to recovering a user's forgotten password.

This screen won't need to link to sign up, as all users will be pre-selected for our initial launch.

The login screen needs to be striking, as it'll be the first thing our users see we want to make sure we're making the right first impression.

Dream Journal screen
A key part of the lucid dreaming process, is being able to jot down notes in a journal and keep track on how the lucid dreams have taken place and unfolded.

Each entry will be dated and we'll need to be able to ask users the following questions, allowing them space to answer with text or hand drawn images.

1) What was the anchor to engage your lucid dream?

2) What happened within this dream?

3) Were there any common themes within this dream?

4) Sketch the most memorable part of this dream

5) Has this dream occurred before?

6) What can you do to improve your next lucid dream?

There'll be an introductory video explaining the above questions in more detail, so there won't be any need for supporting copy. That being said, you're the expert and if you feel it'll add value, feel free to do so, as long as it all **feels** right.