

- Who is the audience for this?

The audience for this is middle aged adults with children or large families, who are prone to a chaotic lifestyle. They might be more likely to lose items and also be tech savvy enough to utilize the product to find them again.

- What do you want it to accomplish?

### **I want this product to:**

- Be beneficial to families by providing a practical solution for a common household problem.
- Allow families to find lost items (like keys, remotes, pets, and bags).
- Decrease the stress of losing things for my target audience (middle-aged adults with children or large families).
- What type of infographic did you use, and why?

Creative and Audience Appeal: It breaks down the information into distinct, easy-to-digest panels, making it immediately clear what the product is, what it tracks, and how it helps.

- How do the design elements (color, images, typeface) help to focus the design on your audience and goal?

**Primary Colors:** The main colors are light purples/lavenders and blues, set against natural greens (grass) and light blues (sky), with some natural brown tones (borders).

**Appeal:** These colors are often associated with **playful**, **natural**, and **whimsical** (blue/purple) and are generally perceived as soothing and non-aggressive. This choice subtly supports my goal of decreasing stress by visually suggesting a gentle, easy-to-use solution, rather than a harsh, complex gadget.

- Why did you lay the elements out the way you did?

**Top Panel (What is it?):** This panel introduces the product, the function, and the technology (sticker, tracking, Bluetooth connection to phone). It answers the immediate question, "What am I looking at?"

**Middle Panel (What is it for?):** This panel shows possible uses and target items. By displaying the images of lost items, it immediately connects with the audience's pain points (losing keys, pets, bags) and shows the product's direct solution.

**Bottom Panel (How does it work?):** This panel details the key features (loud chime, last seen location). This is the "Aha!" section, proving *how* the product will deliver on the promise of finding lost items.

- Explain how feedback you received influenced your design You will be also graded on your writing quality (grammar, spelling, syntax)

Some feedback I got on my infographic was making the background slightly brighter so that the text in front popped out, giving it a more natural themed contrast. It was also suggested that I alter the font slightly in one section, perhaps adding a border or a drop shadow to make it more legible. I also chose to alter the margins slightly and center a block of text to make it more appealing to the eye. One good idea I saw in Alex's infographic was using graphs that matched the color scheme while also providing useful information. These graphs popped out, catching the attention of the viewer and providing information on the product.

The intended display context of my infographic is as a flyer on a website online, or a physical poster on a wall somewhere.