

Extract Adjectives from the Style Guide

1. Review of key adjectives that encapsulate the values and spirit of the design.

Example Adjectives:

Modern

Playful

Minimalistic

Vibrant

Elegant

Create a Desirability Testing Board

This list of the adjectives from style guide and additional adjectives that may resonate with your design.

Example Adjectives for the Board:

Modern

Playful

Minimalistic

Vibrant

Elegant

Sophisticated

Friendly

Innovative

Clean

Bold

Dynamic

Warm

Professional

Fun

Artistic

Classic

Fresh

Intuitive

Engaging

Thoughtful

Unique

Timeless

Simple

Detailed

Accessible