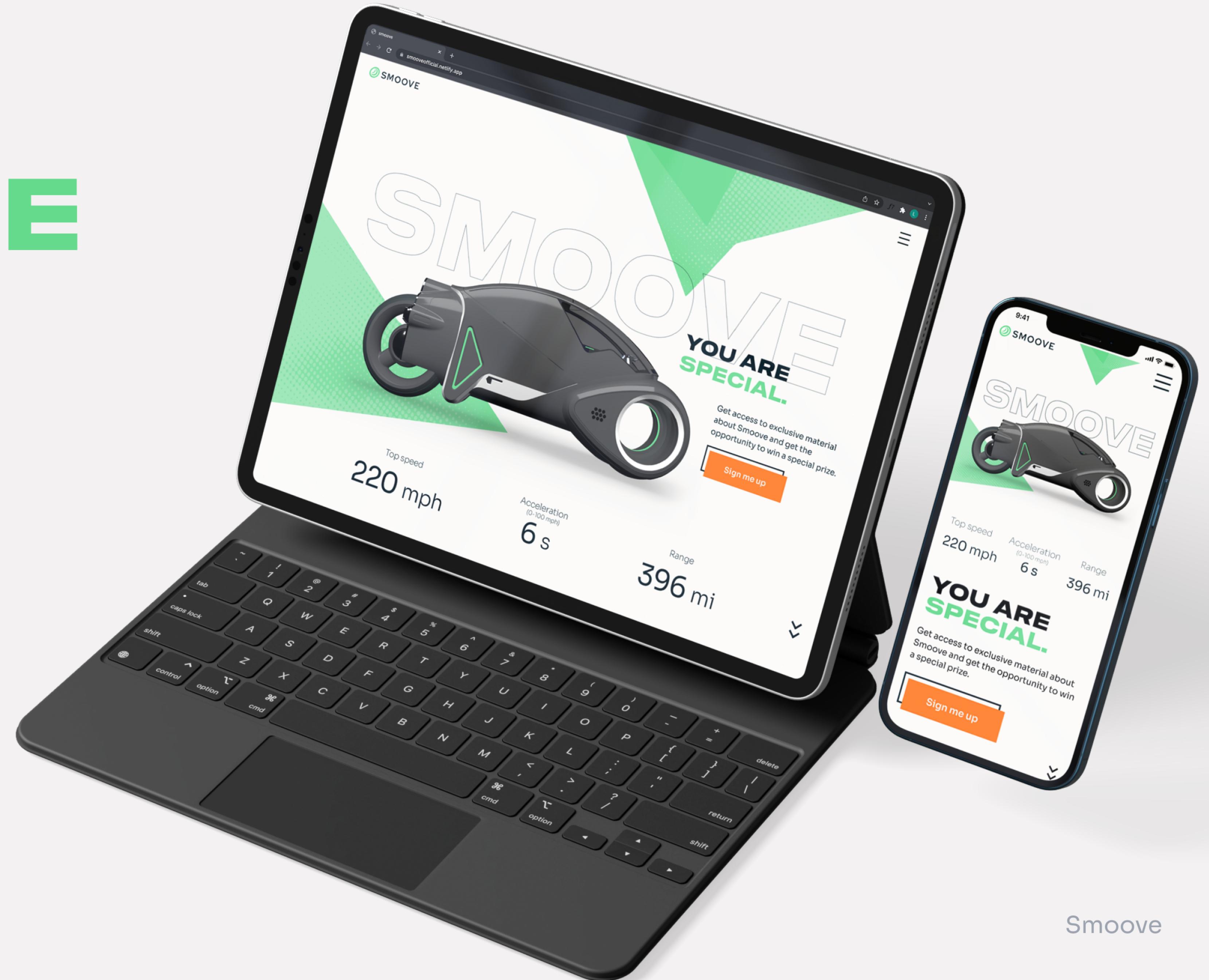


SMOOVE

Landing page



Smoove

Team

Digital designers

Linnea Kvammen
Juna Jakobsson

Web developers

Agnes Skönvall
Emma Ramstedt

Computer graphics

Maja Hedlund
Rasmus Nyström
Bedirhan Koyuncu



Agenda

- O1 Goals
- O2 Research
- O3 Moodboard
- O4 Stylesheet
- O5 Prototype
- O6 Development
- O7 Thank you

Goals

- Create curiosity about the Smoove brand
- Get visitors to sign up with their email
- Deliver a modern and visually strong website



Personas

Aged 25-45 years
Loves technology and speed
Good economy

Needs

- Be able to get around easily in a big city
- Environmentally friendly means of transport

Behaviors

- Wants the latest tech stuff
- Protects the environment
- Big interest in technology

Research

External analysis

- Fordonsföretag
- Inspiration
- Layout

Interviews

- Dislikes handing out their emails
- It is important that the website feels reliable and reviews are appreciated
- In cases where they hand out their email is when there is some kind of benefit to take part off

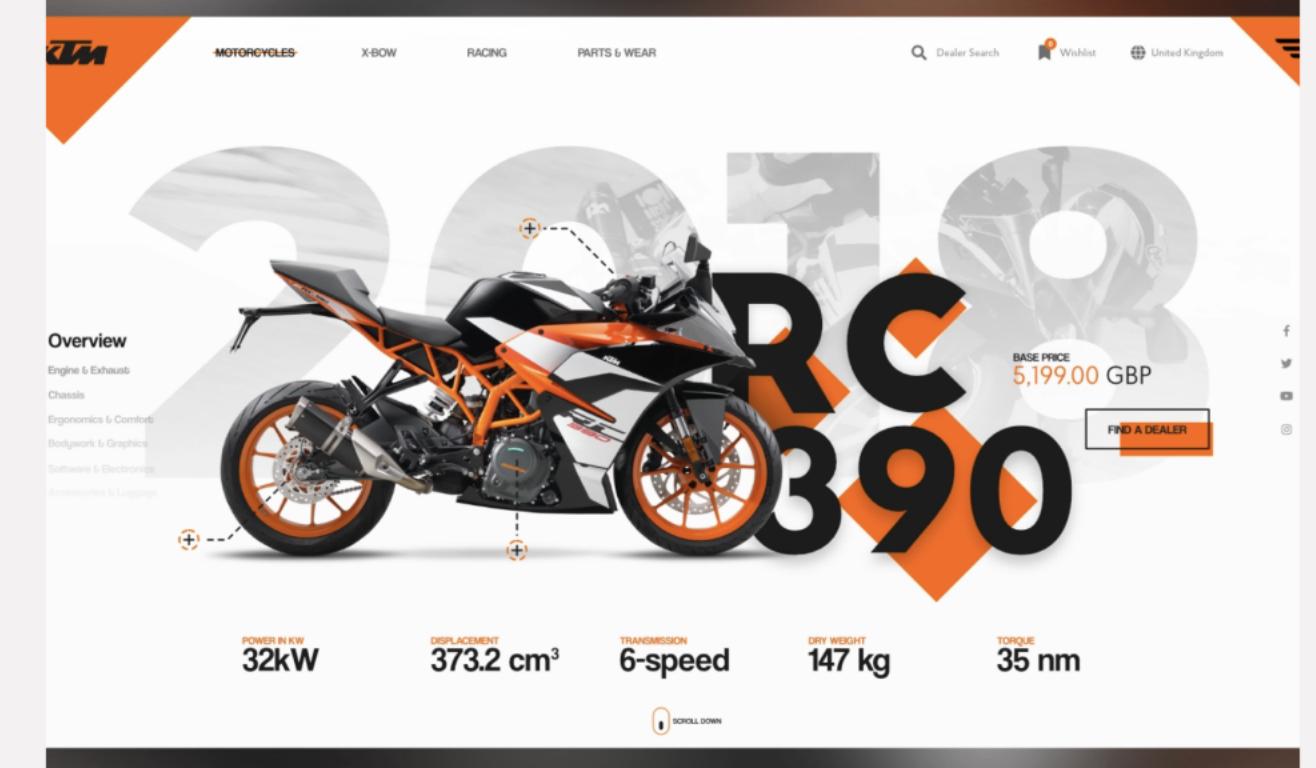
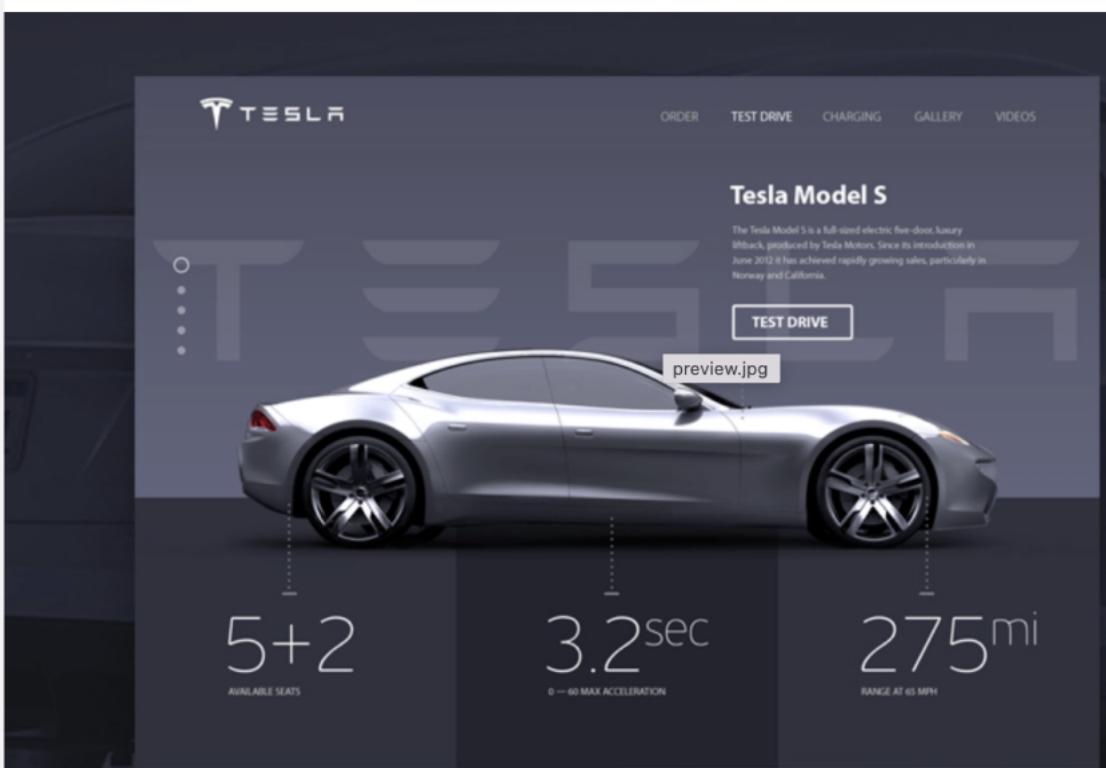
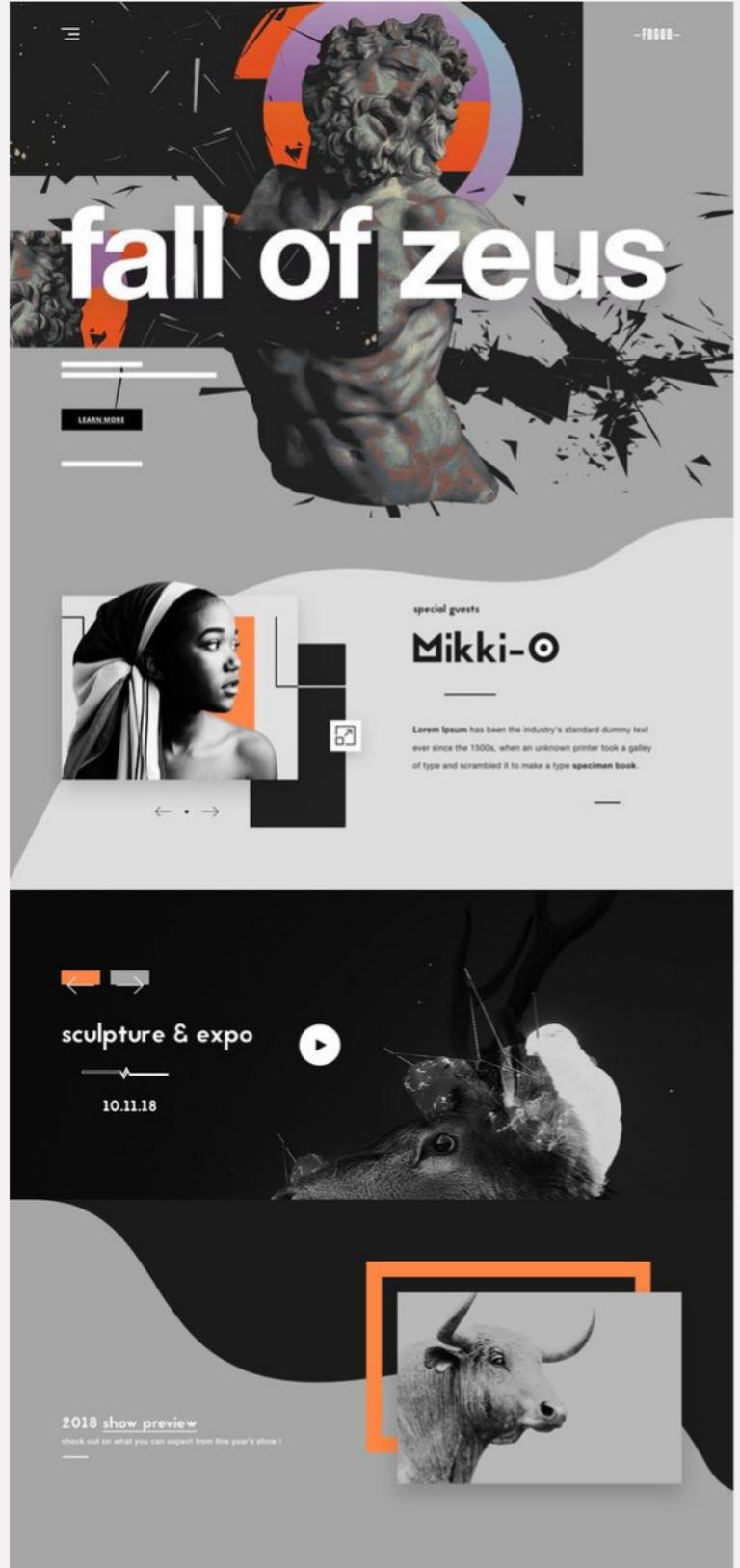
Qoutes from interviews

“ Do not like to publish my email because I do not want a lot of spam.

“ I publish my email if there is any type of benefit such as a discount or tool that I get access to.

“ It should feel safe, clear and legit. Preferably reviews

Moodboard



Smoove

Stylesheet

Logo



Typography

YOU ARE SPECIAL

Get your smoove on

Geely is bringing car driving to the next level. We are on the go for the future.
Our aim is to become one of the world's most innovative companies.

Colors

Mountain dew



RGB 101 218 140
HEX #65DA8C

Mountain dark



RGB 0 23 31
HEX #00171F

Lava



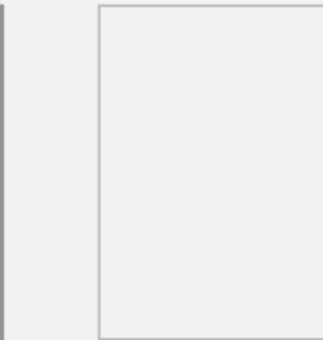
RGB 255 117 23
HEX #FF7517

Metalic



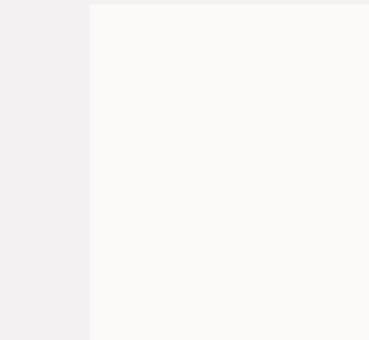
RGB 146 148 149
HEX #929495

Powder



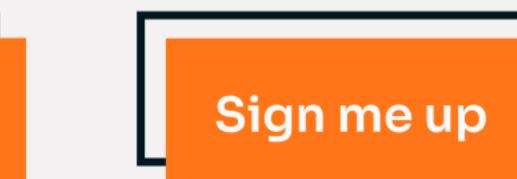
RGB 248 247 244
HEX #F8F7F4

Shine



RGB 251 250 249
HEX #FBFAF9

Buttons



Smoove

Images



Environment:

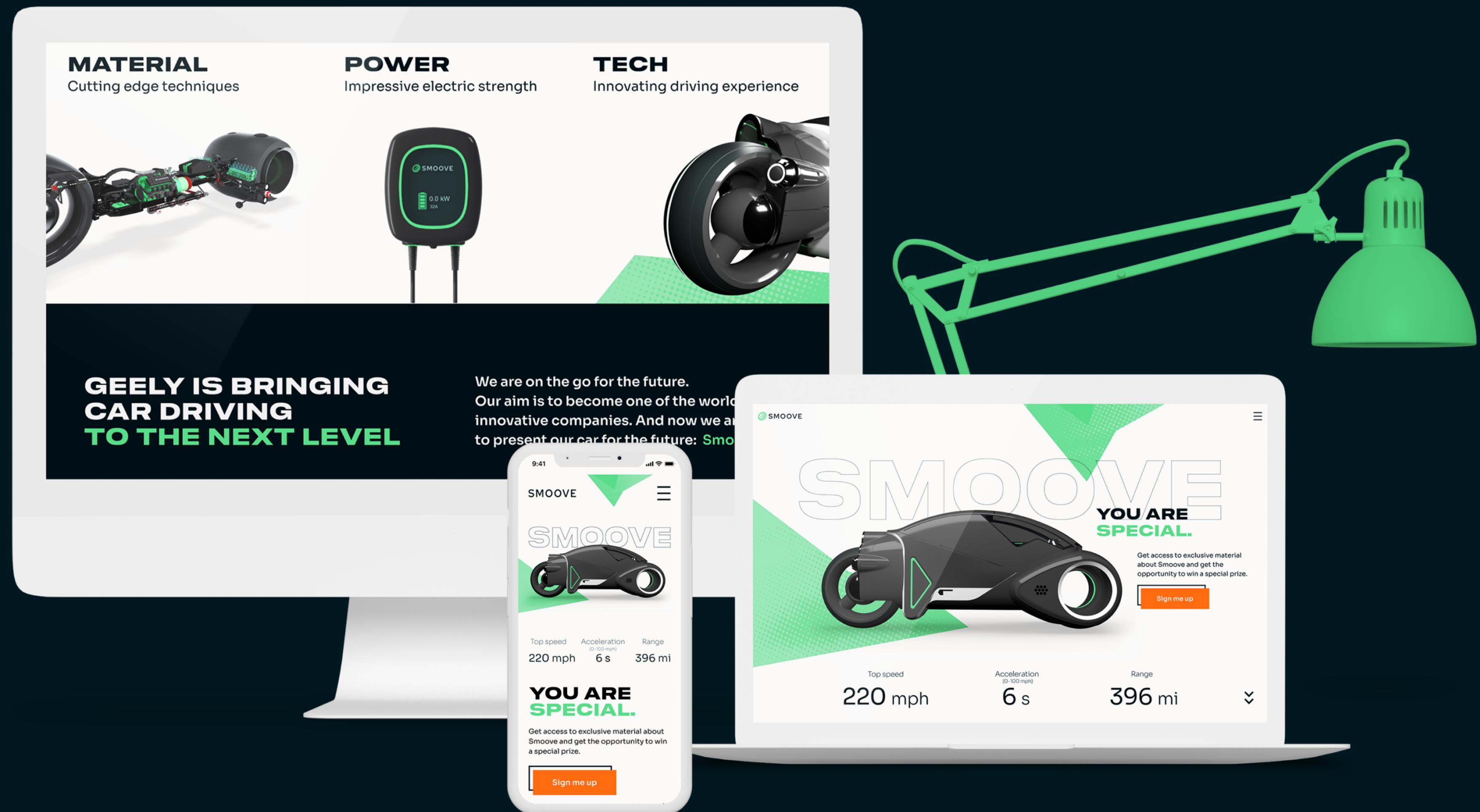
- City
- Bright studio

Feeling:

- Breath technology
- Let the Smoove speak for itself

Smoove

Prototype



Smoove

Development potential

- Do more interviews and user tests
- Check out solutions for different video formats for desktop vs mobile



THANK YOU!

CONTACT

linkva0320@skola.goteborg.se