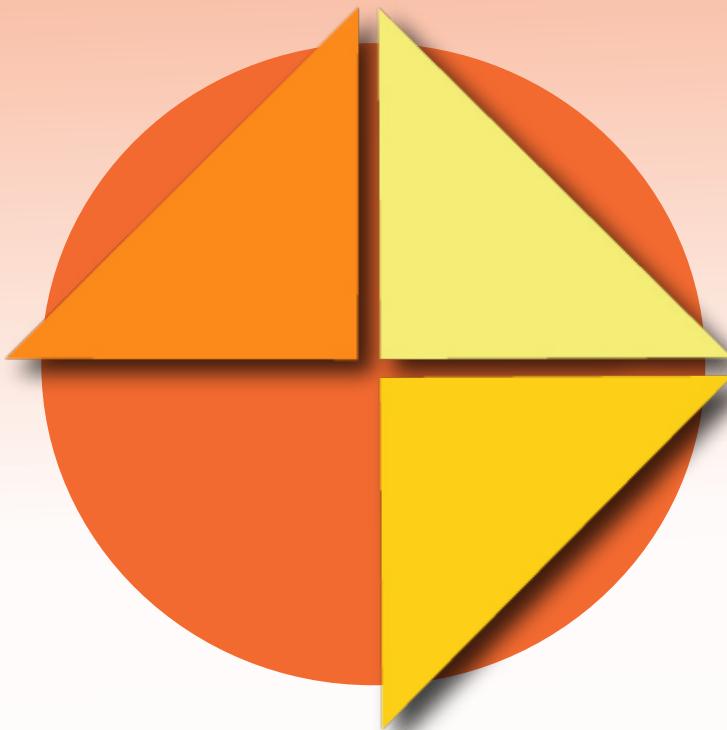


VENTURE

DESIGN DOCUMENT



Lee Mann
Maria Gudmundsdottir Ernst
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Oscar Lyons

DESIGN BRIEF

Description of why this new design is needed now:

This design is needed now because there is no service in the market providing minor discounts to a younger population that is easy to use and convenient. We want to be the app for young students and adults, who want to save money while socialize.

Stakeholders:

Businesses like restaurants, venues, cafes and bars that want to increase their revenues and foot traffic.

Purpose:

Our purpose with our design is to keep the user aesthetically pleased. By keeping it, young and playful, but smart and modern and make the design simple and easy to use. We want our design to speak to our target audience, and the design should say that our image is smart, modern, with a slight fresh and coolness over it, while still being playful and young. We see the design and the aesthetics of the app, as one of the most important things, as no ones like a bad design.

Mission:

Our mission is to keep the design fresh, modern and easy to use, as we are designing for a generation that is used to simplicity and aesthetic looking design. We want to keep it as trendy as possible.

Vision:

Our vision with the design is that the user will feel the young, playful but fresh and cool look. That when they use the app, they will feel good and happy from the colours, pattern and design. But at the same time simple so they won't end up getting confused.

Value:

- One Step Ahead
- Curious & Adventurous
- Sharing is Caring
- Affordability & Quality
- Keep it simple
- Good Spirited

Competition environment:

Our biggest competitor are the app called Bownty. Bownty provide a lot of different deals on their app, within a large target audience. Their design is very messy in the way that it almost make the deals look tacky and is quite overwhelming. Said with other words, the design is not simple, there is too much content and they are talking to a completely another target group than we are. We strive to become better than our competition, and to have a design that are more appealing, and have a newness feeling to it.

Current industry trends:

The design trends that is currently up and running on different apps, is a design with a lot more colour, patterns, burning gradients and with a minimalistic typography.

Therefore we have chosen to keep our design, simple, with a some colour and gradient and with a minimalistic typography.

Target audience:

We are designing for the generation that grew up with technology around them. The generation that always know what the new trend are, and the ones who love a clean, aesthetic design with a splash of playfulness to it.

Our target audience are used to use apps like instagram, facebook, snapchat etc. so they're used to fast and simple technology.

PERSONAS COLLAGE

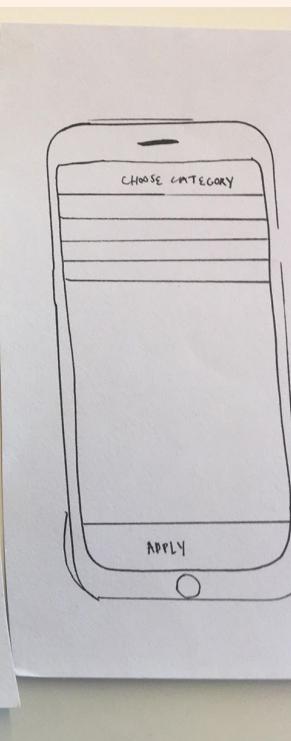
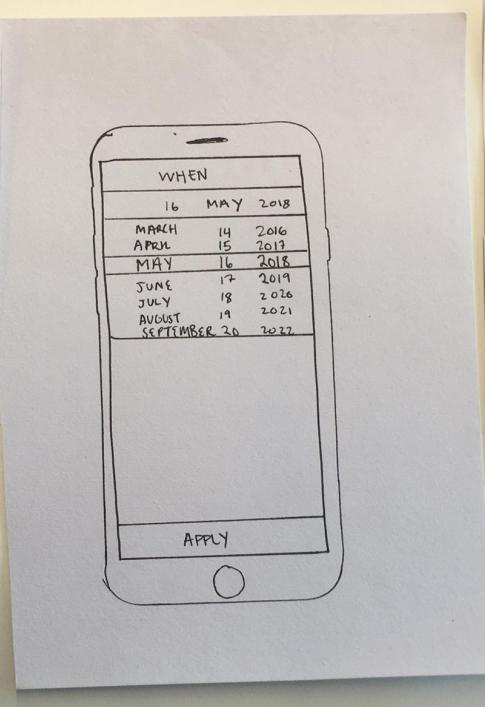
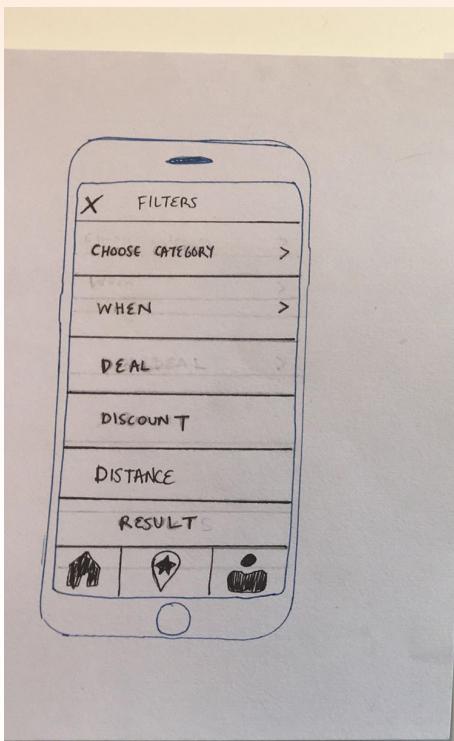
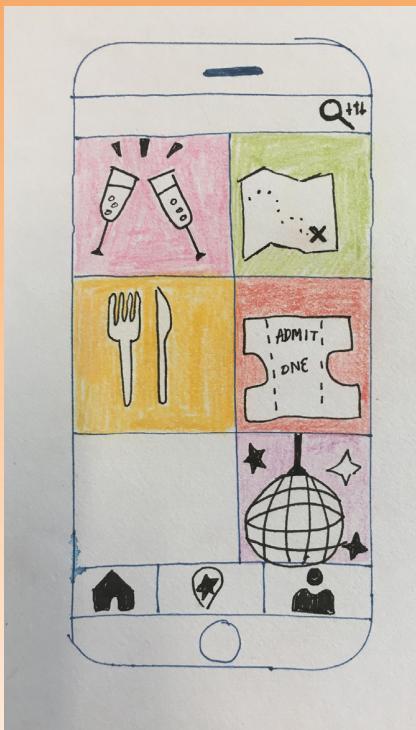


Our personas collage is made from images taken from a Danish newspaper called Weekendavisen. The publication is released every Friday and contains articles concerning politics, culture and lifestyle. From short interviews conducted with Danes in their 20's, we were informed it is popular amongst young people and students as the paper costs just 22kr.

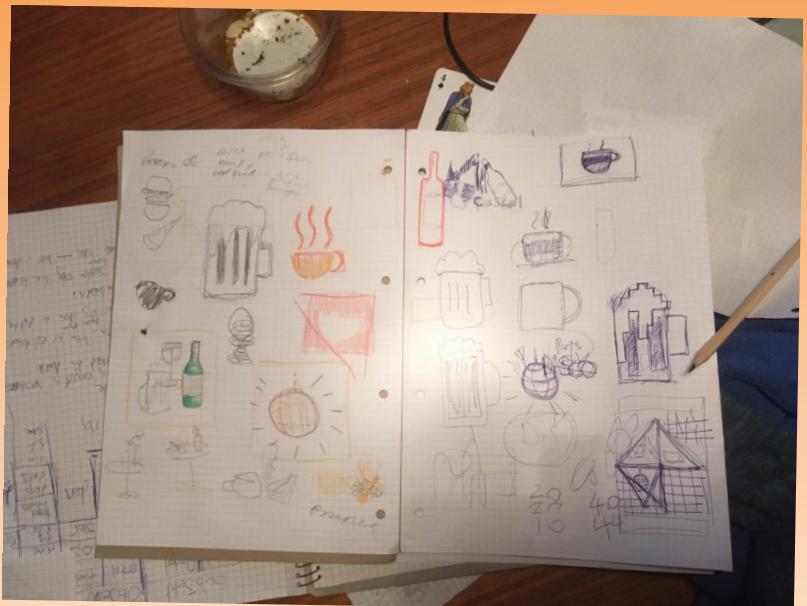
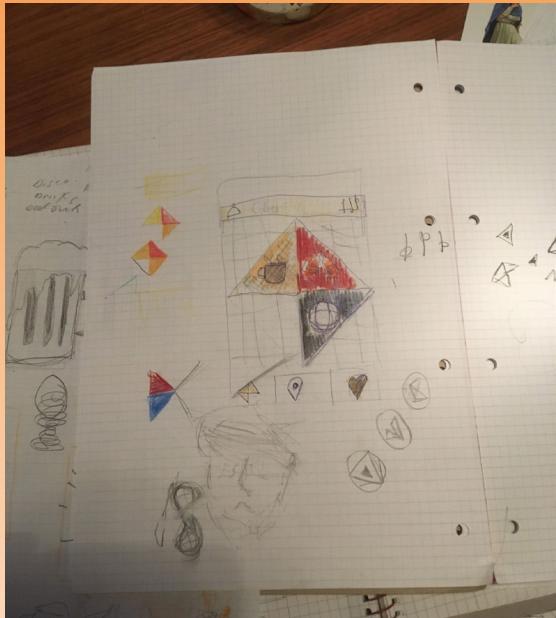
Those who read it are said to be interested in the "finer things in life". The images selected are taken from advertisements, images that sell social experiences, dining and clubbing in Copenhagen.

Our app Venture seeks to align a young audience on a budget, with this lifestyle they aspire to have.

SKETCHES



SKETCHES



MOOD BOARDS

A mood board collage on a grid background. The collage includes:

- A pink balloon on a grid background.
- A person in a grey coat.
- A colorful geometric pattern.
- A person sitting at a table outdoors.
- A person sitting at a table indoors.
- A person sitting at a table outdoors.
- A person sitting at a table indoors.

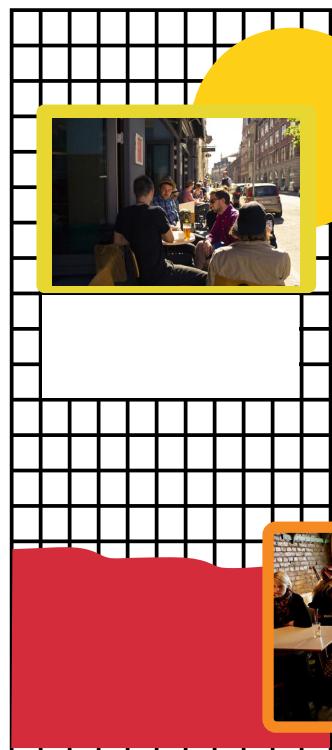
Text elements on the right side of the mood board:

- SOCIALIZE.....DRINK
- BEEREAT NICE
- FOOD.....AVOCADO-
- DOS ON TOAST
- COPENHAGEN LIFE-
- STYLE ...STUDENT
- LIVING TRENDY
- ON A BUDGET

STYLE TILE

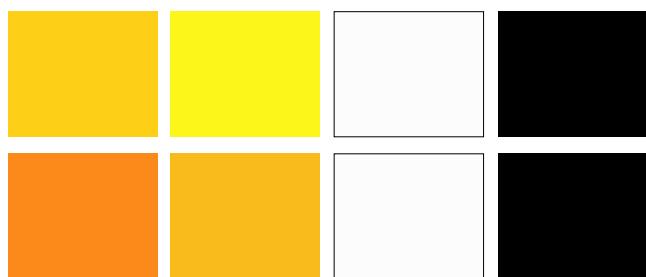
STYLE TYLE

Layout Design



Raleway

VENTURE WITH US
VENTURE WITH US



DESIGN PROGRAM

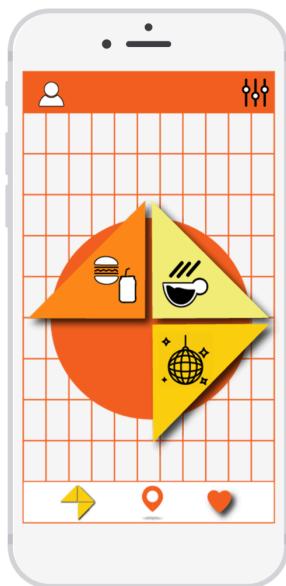
Raleway

MONTSERRAT

DESIGN PROGRAM

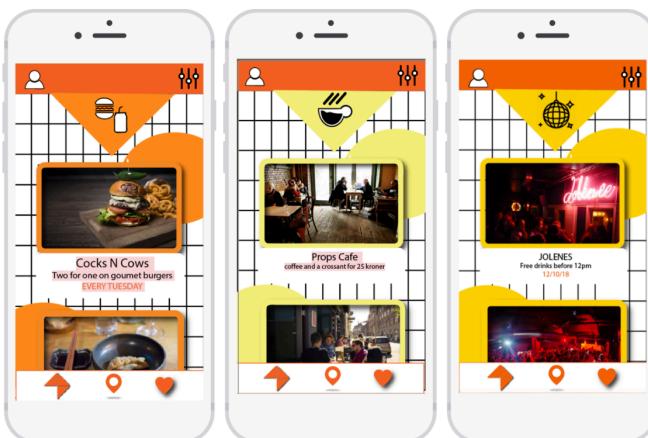


MOCK-UP OF WEBSITE



VENTURE

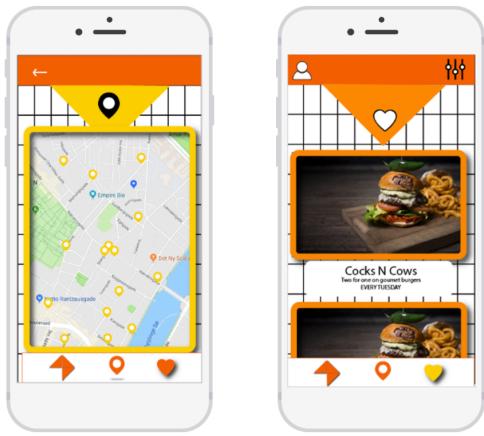
explore places you might already know, discover deals, and venture with us! Venture sets up deals for you: bars, cafes, restaurants, cinemas... and much more!



CHOOSE YOUR MOOD

With the three mood functions, you can choose if you want to go out for food, a chill and cosy place for a total hygge time or the party mood, where you can go crazy on the party deals.

MOCK-UP OF WEBSITE



THE MAP AND SAVE FUNCTION

With the map, you can discover deals that is close to you and within your area



You can save your absolutely favourite deals with the save function, so you always know where to find them.

PEOPLE ❤ VENTURE

BEST DISCOUNT APP AROUND

I have used a few apps while trying to find nice and affordable bars I could hang out with the guys. Venture finally gave me what I've been searching for. Thank you.

Alexander Nielsen, Denmark



SIMPLE AND USER FRIENDLY

I am happy with this Venture app, it is so simple and easy to use with the moods and genres. Love it!

Anders Christiansen, Denmark



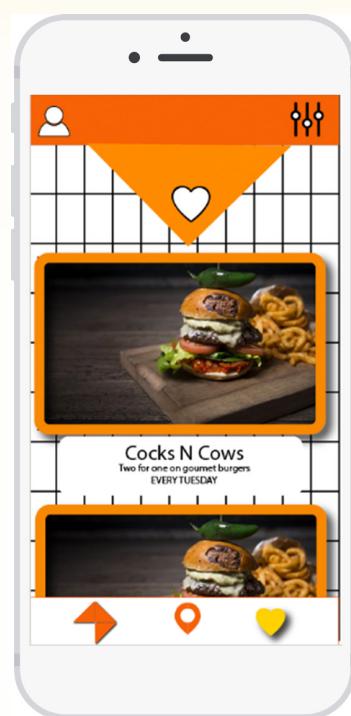
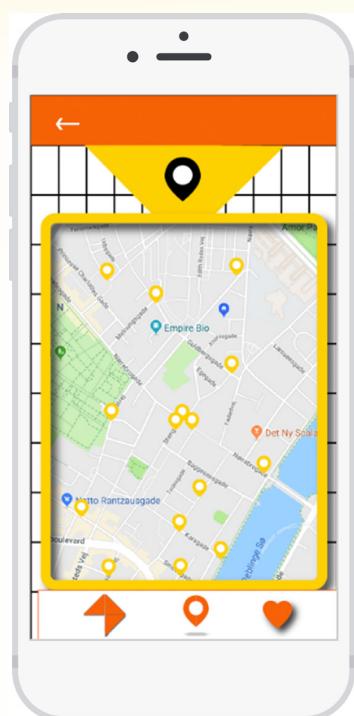
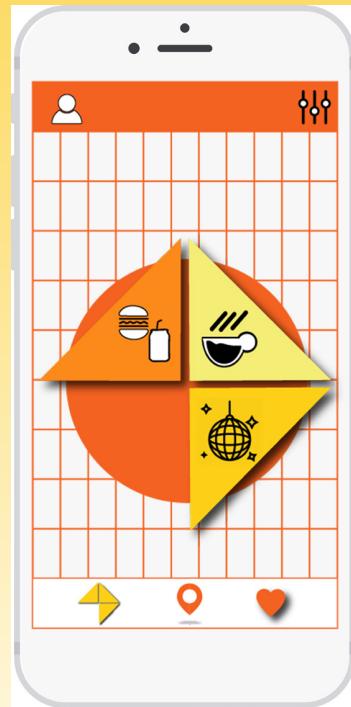
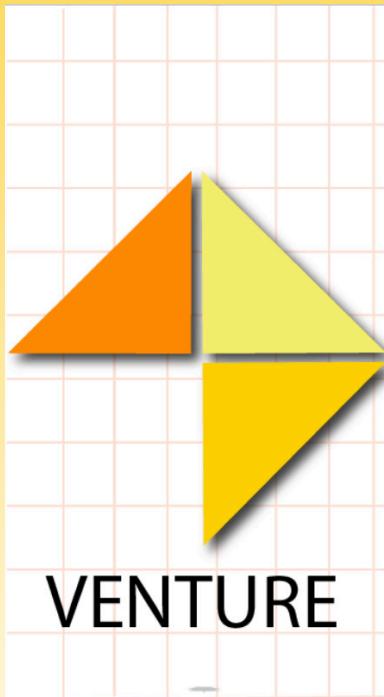
PERFECT FOR STUDENTS

The best app I have found so far, and I have tried out a lot of similar apps.

Christina Jensen, Denmark



MOCK-UP OF APP



MOCK-UP OF APP

