

Brand Overview

Our Sticky Note application combines the warmth and approachability of Animal Crossing: New Horizons. Instead of cold, corporate productivity, we're creating a friendly companion that makes organization feel like a natural, pleasant part of daily life.

Brand Personality

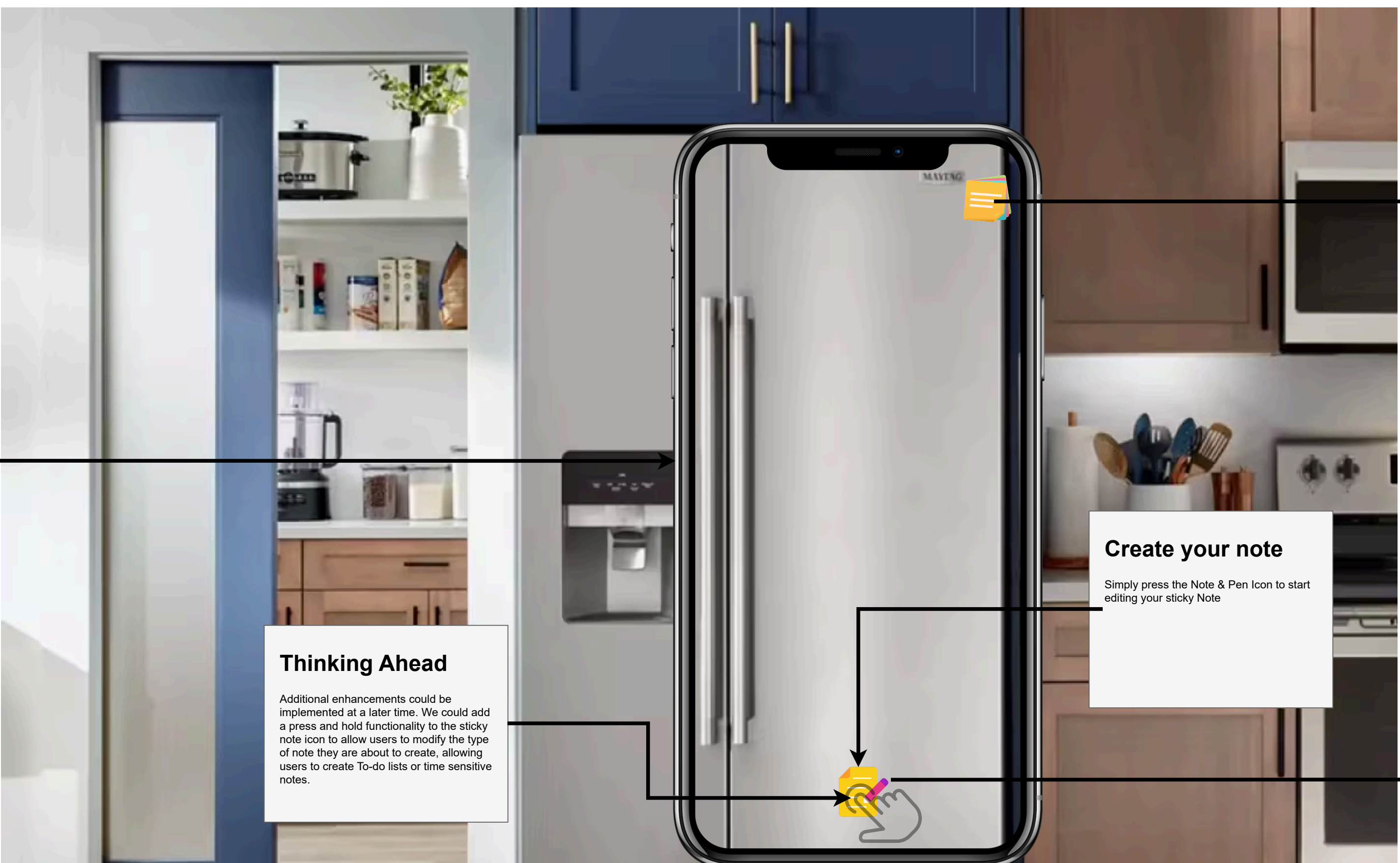
- **Friendly & Approachable:** Like the villagers in Animal Crossing, our app greets users with warmth and enthusiasm
- **Helpful Without Pressure:** Encourages productivity without stress or guilt
- **Playful Yet Purposeful:** Maintains a balance between fun elements and practical functionality
- **Seasonal & Evolving:** Monetize subtle changes with seasons and special occasions with In-App purchases



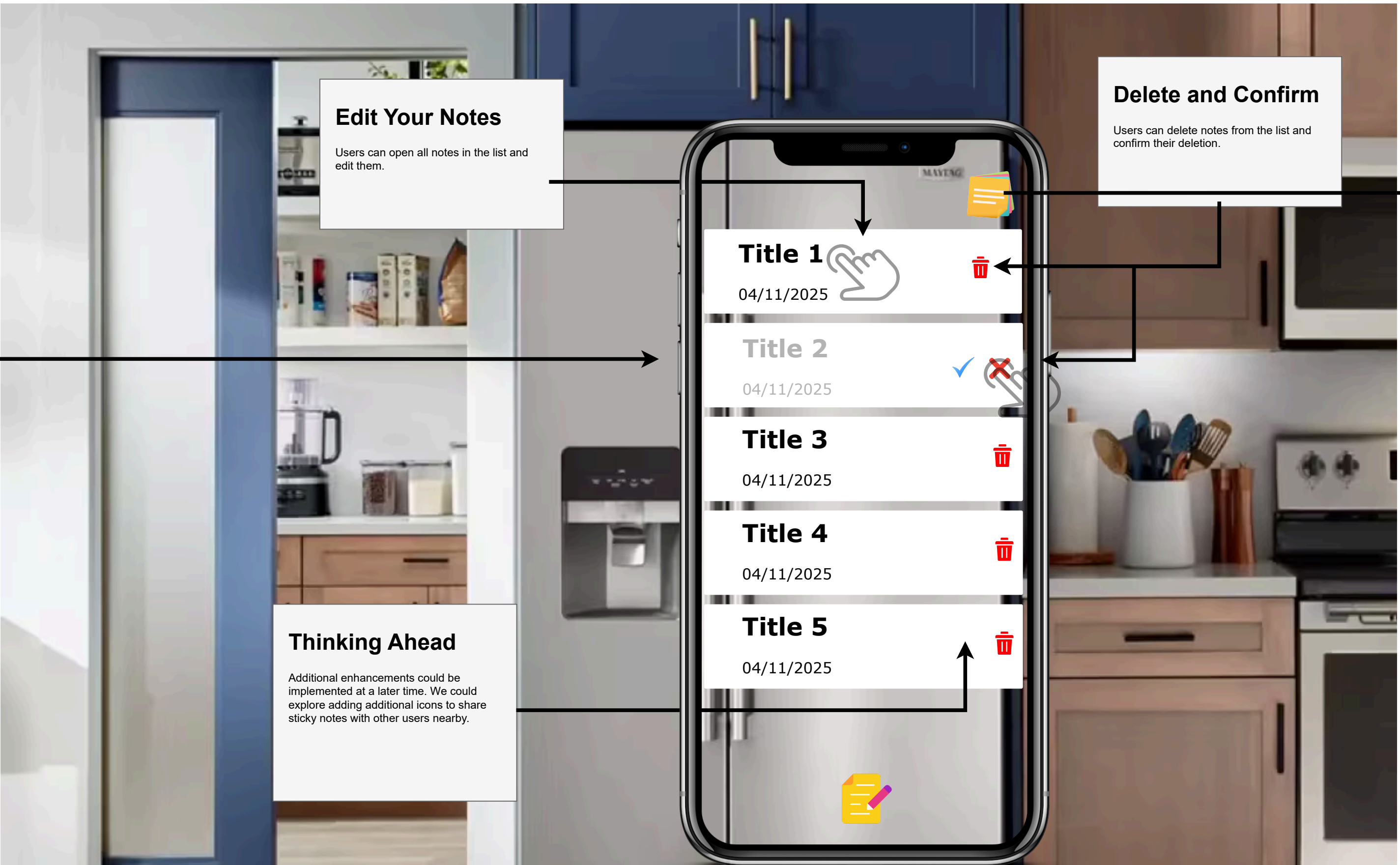
Step 1



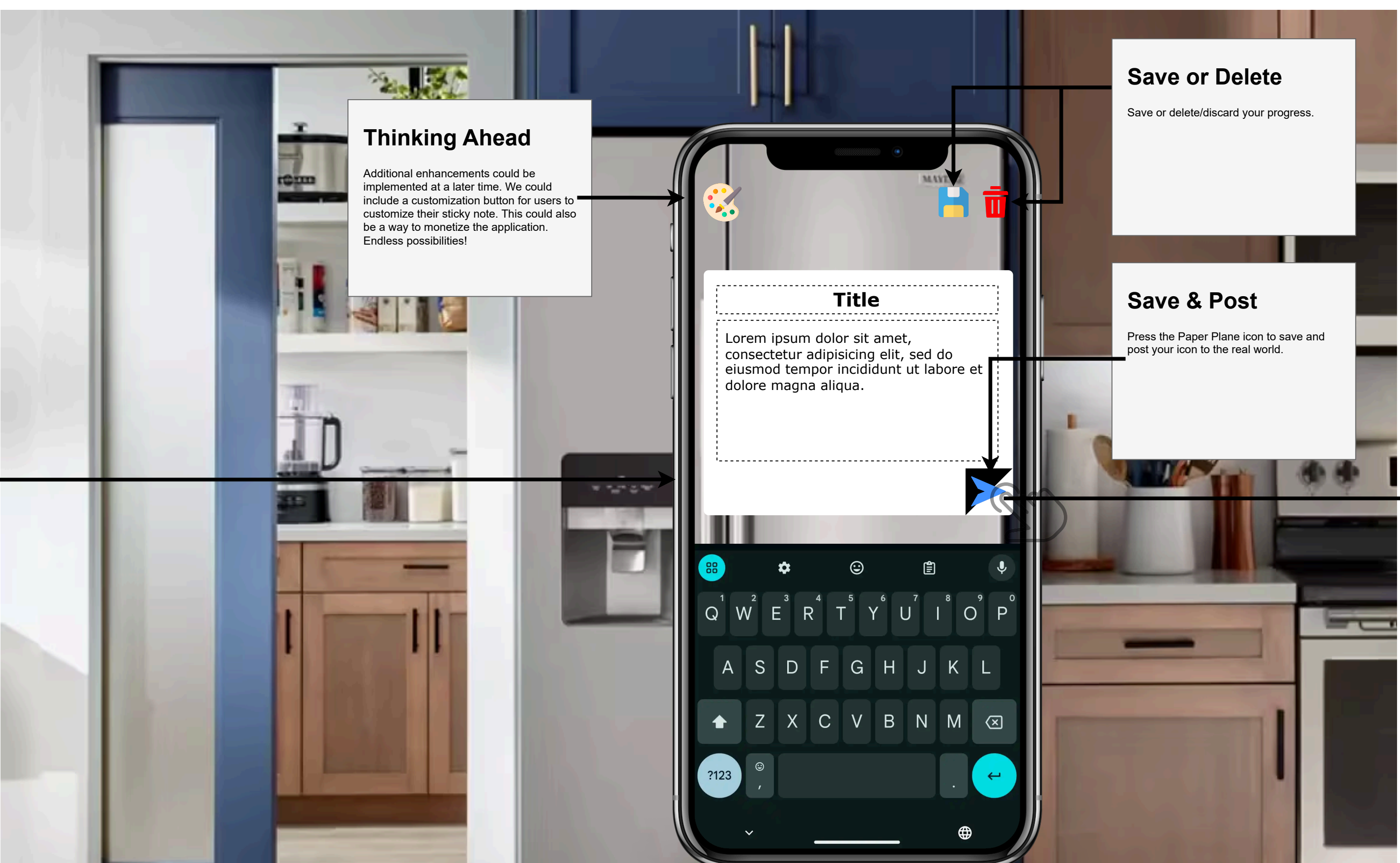
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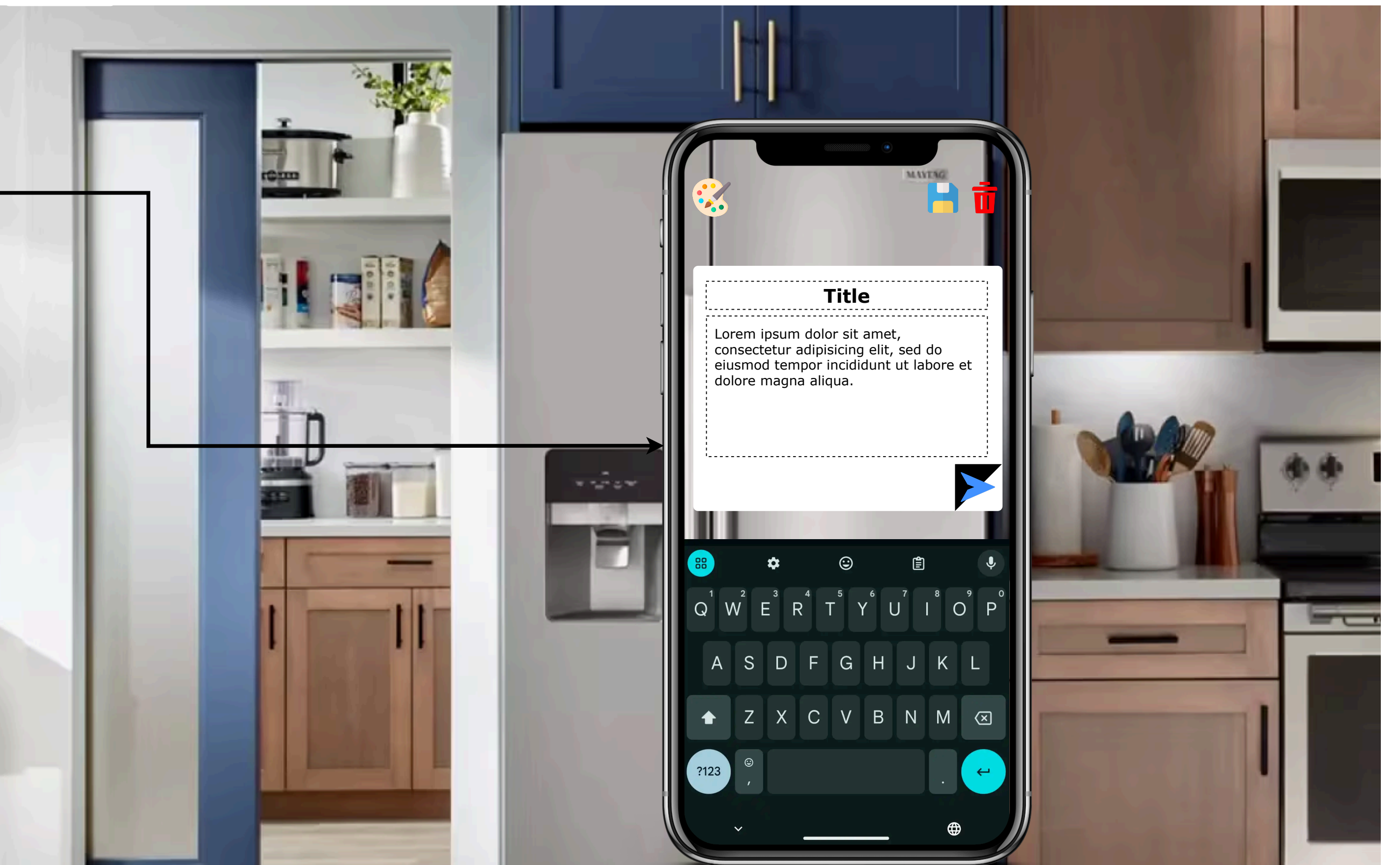
Step 3A



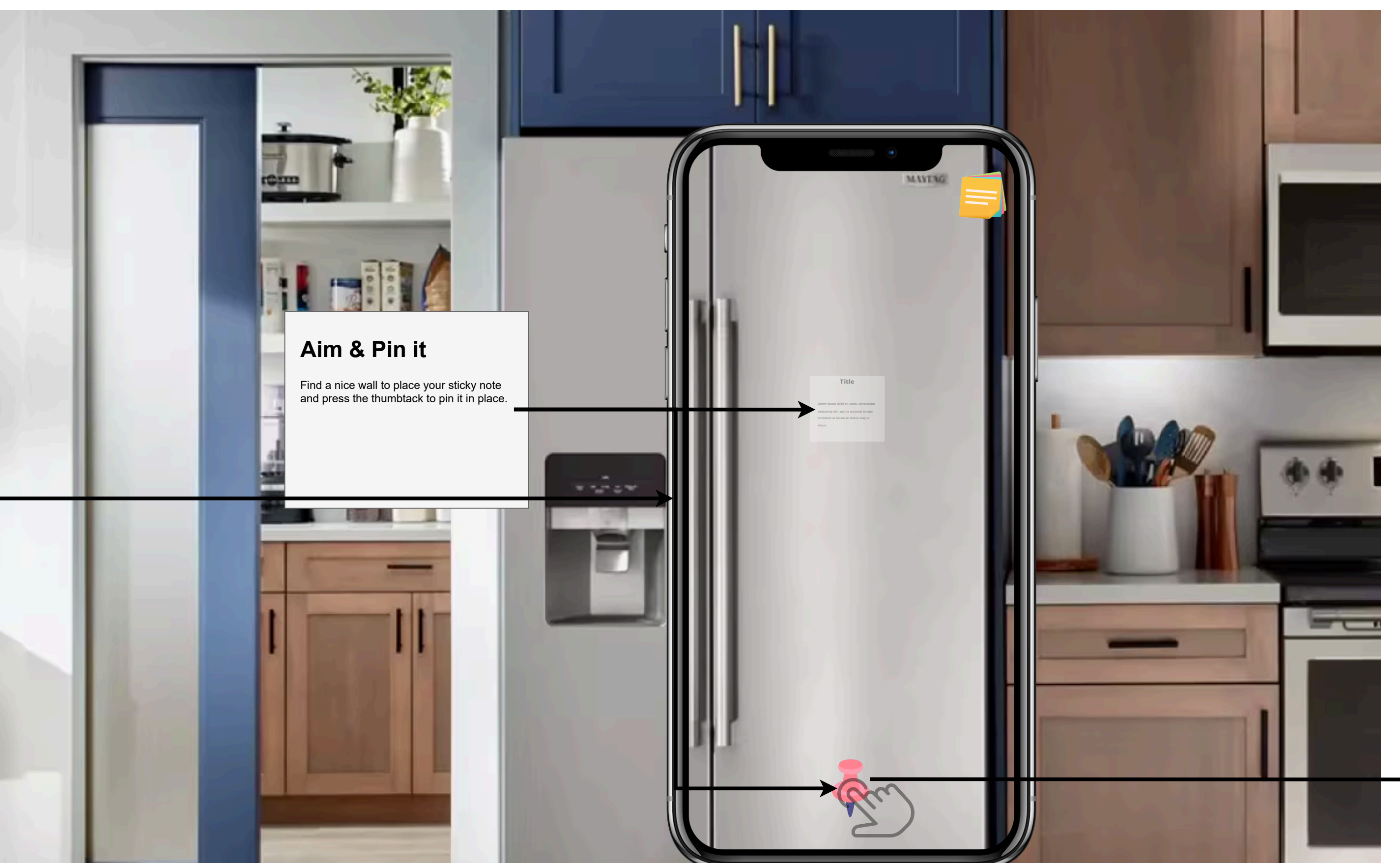
Step 3B



Step 4A



Step 4B



Step 5

