

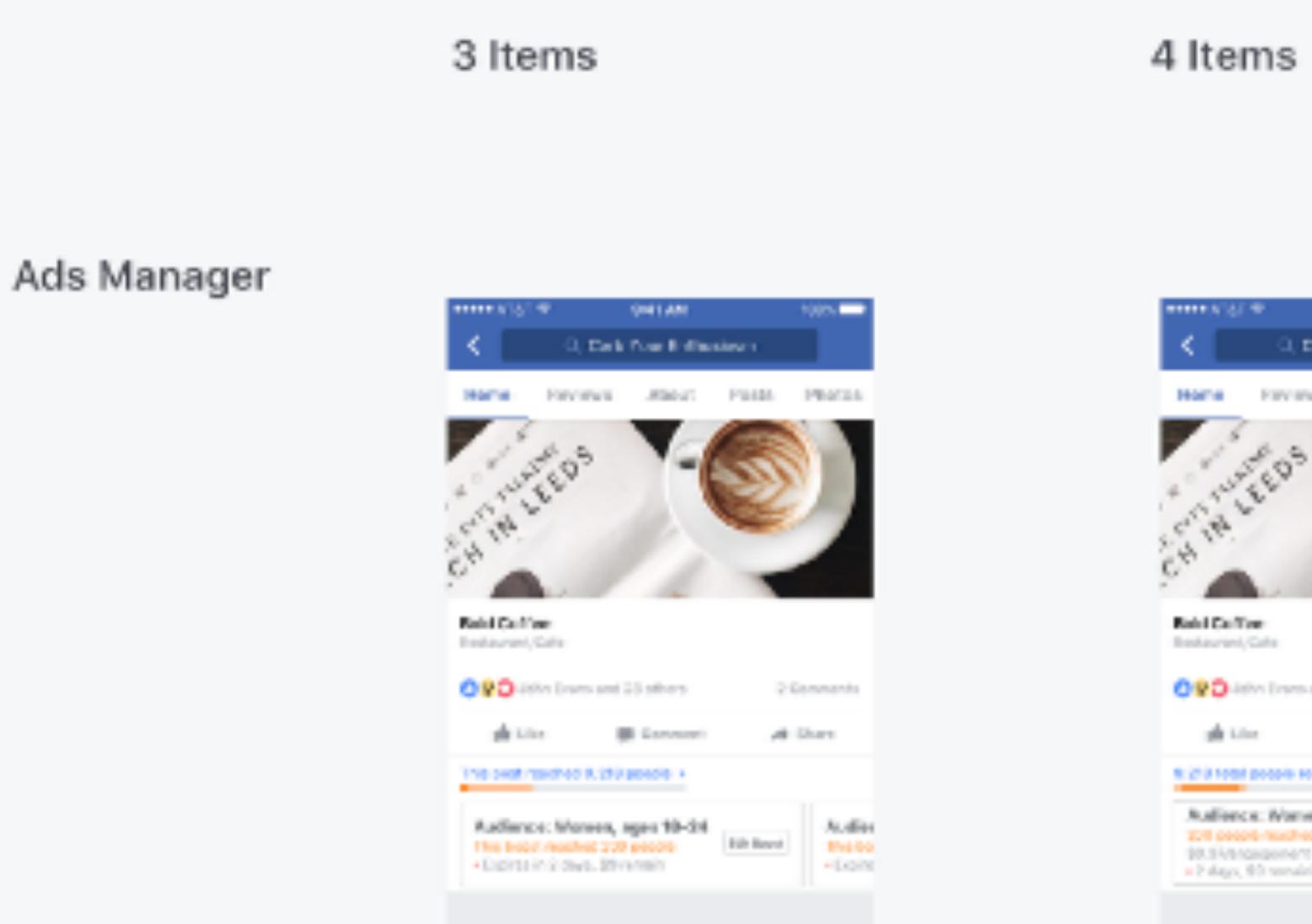


Final Presentation



Boost Card Explorations: Content & Layout

Note: attempting to adopt pre-existing patterns from other products



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Audience: Women, ages 18-24

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Explores in 3 steps.

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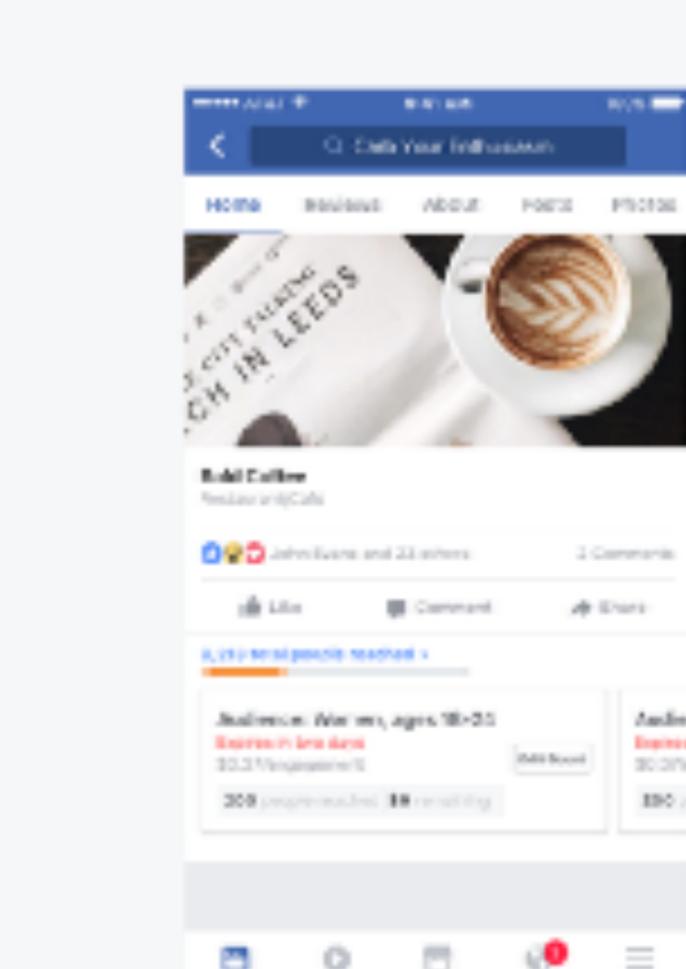
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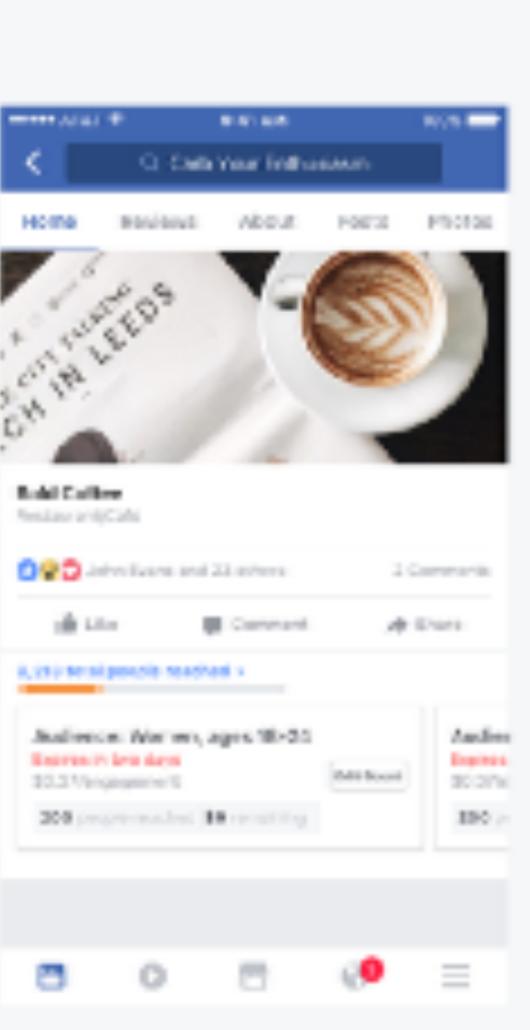
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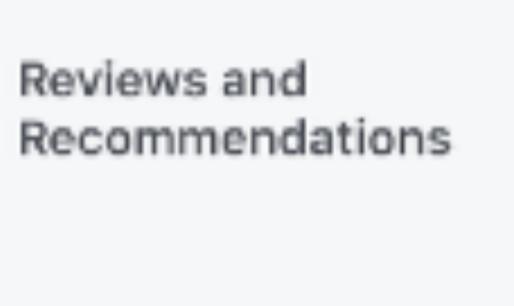


Increased

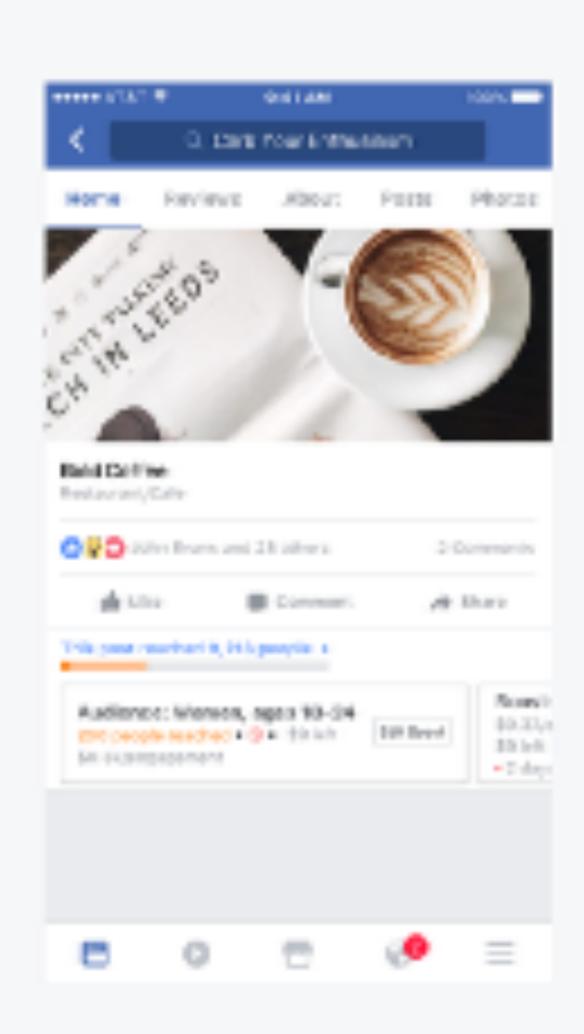
Footer

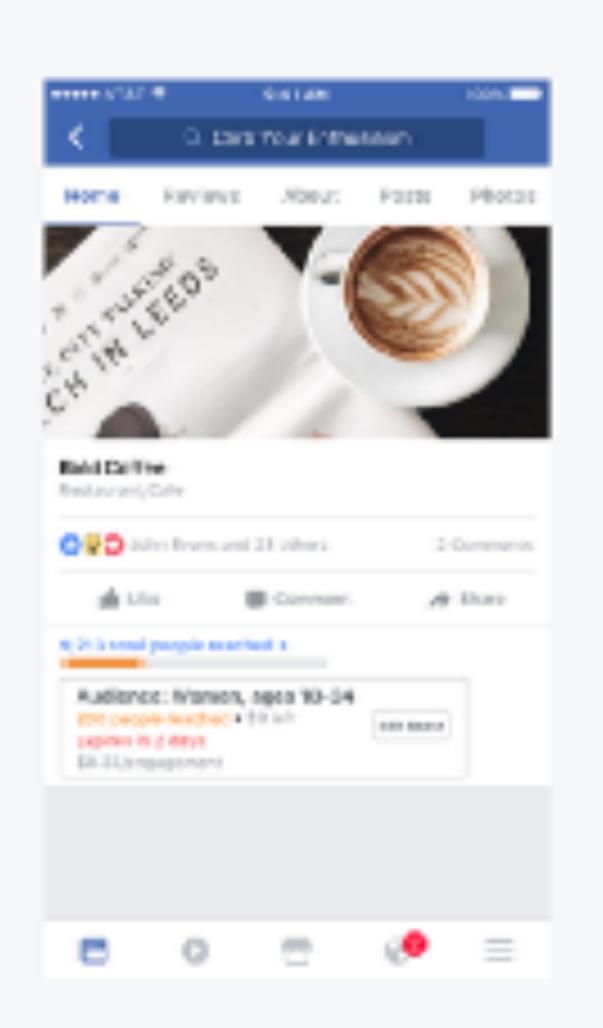




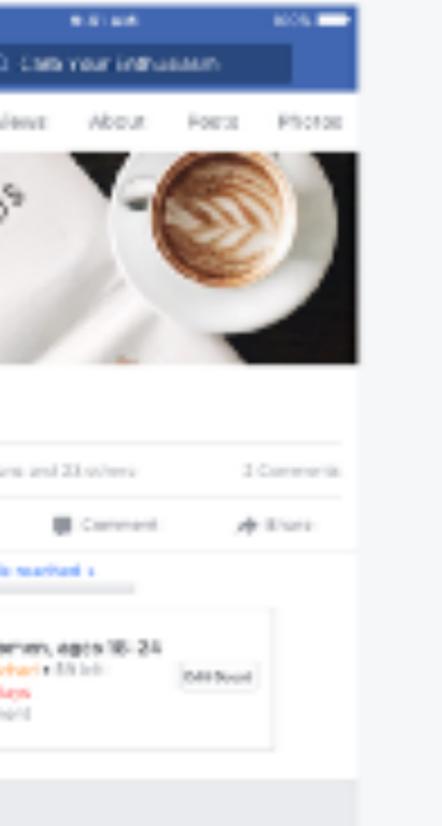


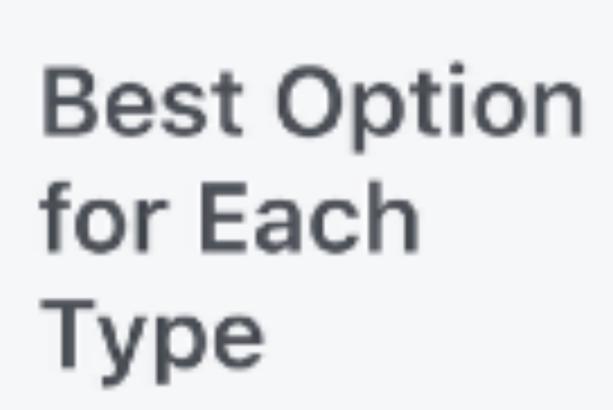
Promotions

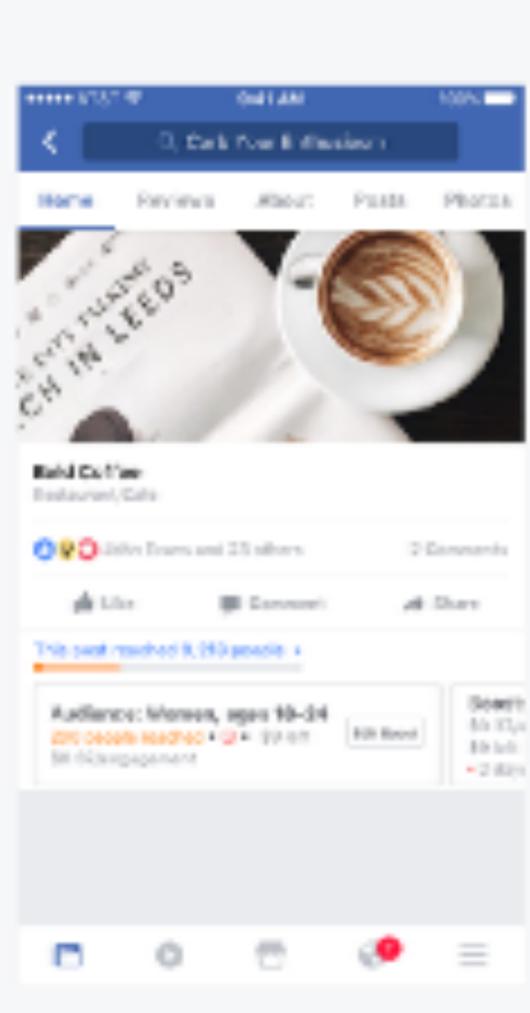


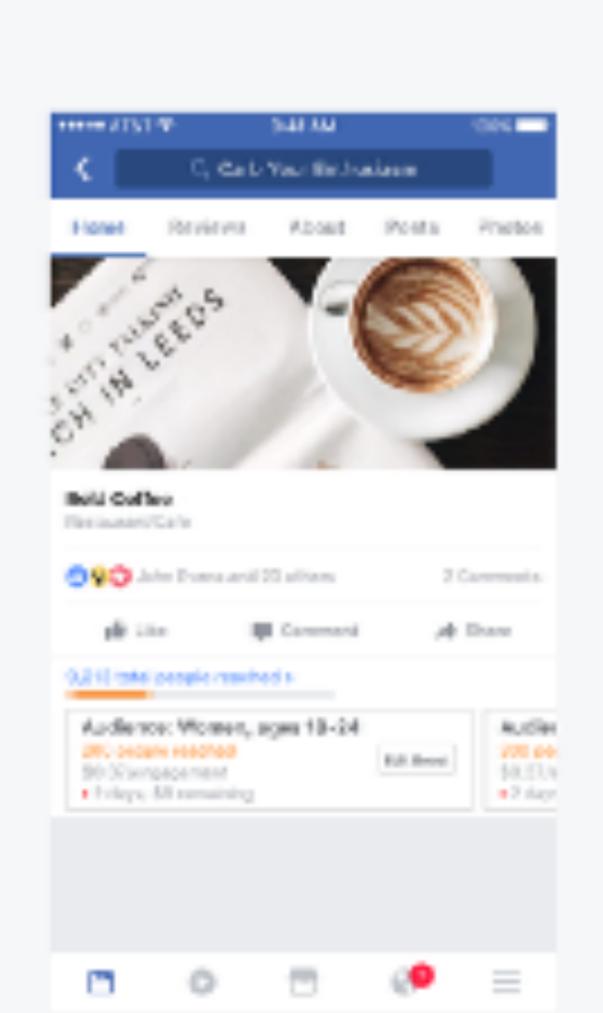


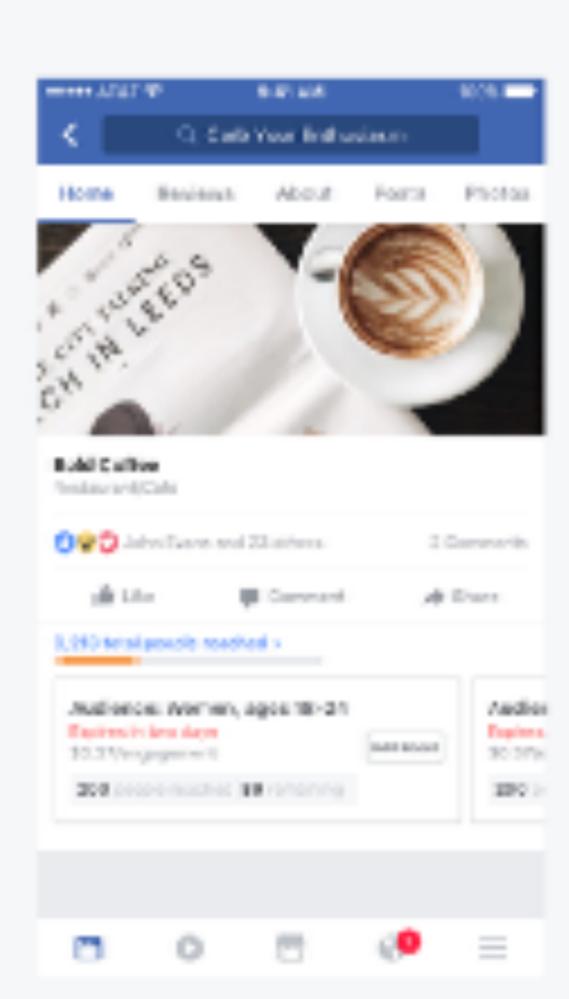












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Inspiration

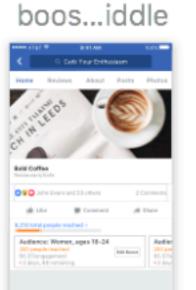


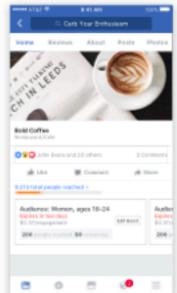




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Boost Button - Middle

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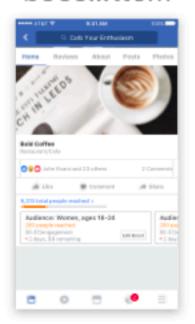
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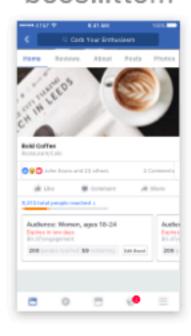


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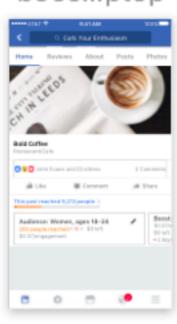


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Boost Button - Bottom

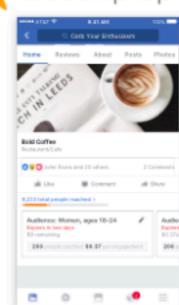
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boos...ptop

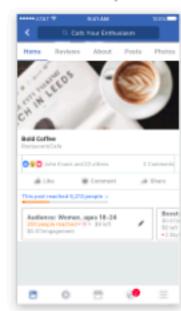


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Pencil Icon - Top @ 36px

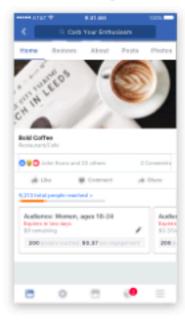




★ boos...pmid ★ boos...pmid



boos...pmid



Pencil Icon - Middle @ 36px