



FOR *Seven* DAYS

CHALLENGE ACCEPTED

FOR SEVEN DAYS

A MIDPOINT PROPOSAL BY IRENE (03816581)
GRADUATE SCHOOL OF WEB DESIGN & NEW MEDIA

DATE OF PRESENTATION: XX/XX/2014 | TIME OF PRESENTATION: XX:00 PM

TABLE OF CONTENT

- 07 • STATEMENT OF INTEREST
- 07 • CURRICULUM VITAE
- 07 • PORTFOLIO
- 07 • THESIS ABSTRACT
- 07 • MARKET RESEARCH
- 07 • INSPIRATION
- 07 • COMPETITORS
- 07 • COMPETITIVE MATRIX
- 07 • MOODBOARD
- 07 • LOGO PROPOSALS
- 07 • FINAL LOGO
- 07 • TARGET AUDIENCE
- 07 • PERSONAS
- 07 • SITEMAP
- 07 • WIREFRAMES
- 07 • PROOF OF CONCEPT
- 07 • TECHNOLOGIES USED
- 07 • FINAL DELIVERABLES
- 07 • TIMELINE

“I WANT TO MAKE
BEAUTIFUL THINGS,
EVEN IF NOBODY CARES.”
- SAUL BASS



AUTOBIOGRAPHY

Equae et magnatio consequam ex et
perfernam nihitios arum dolupti ommodicab
ipicitinvel molor repeliat plaudaes endandu
sapitis imilige ndelis non parum rati
as nossime min natem et laut por mi,
consequ sam undisquasit faccaborum
fuga. Eptaepe nonecumenis enectium seque
rem ut ipsunturis ex et de cuptass eriaecus
doluptatet, quat labo. Ut laborro eum
quatiam, sandam.





con nostiorest deriand ipsaese ea quidunt
remporiat magnihilleni res essit qui officae
perum ut et adissimin rem ium fuga. Eperio
et ipis eos dolorporro omnimodis cullabo. Ta
sequam, ulluptae consenimet aut et ut qui
dolorrurum necae mi, sa voluptati ut assin
eos etus ma ipsa doloreped excest pere is
nus doloria turesec turiaeceatia sum electem

ut eostota ssequi quamenimin culliae odi
corereniati od esto mostios et volupta aut ea
nit rem fuga. Voluptat ius milis moluptatur,
consequas a comnimodit etur sum quat ut
arume vellacc umquiduciet arioreperias num
faceate mporrovid magnis dolorpos accusap
idemquam nulpari nes dusto optatiur min et
volecto que con et laut porporu nduntia con
rehenitat.

Ovitate mporrumquunt quis quis atur rest,
quistru ntibear chitatum rem nonsequo
molorum quo que mo bere sita nullo verempo
reperia que des pror sinvera tiorupt atiatectia
doloristiis aut officae ptibus aspelit, quis
ut que volorum quam et porum fugitatem
desci dere, ne nem invellit tem fugiti necta
aut qui aperi opta aperspi ctotate event eos
doloresti ra archit volestis exceatint re santur

CURRICULUM VITAE

 Irene  San Francisco, CA 94122  nameisirene.com  nameisirene@gmail.com  (415) 519-7436

 /wormsinfected  /wormsinfected  /nameisirene  /in/wormsinfected

ACADEMIC

2006 – 2008

Diploma in Visual Communication, Raffles Design Institute (Singapore)

2008 – 2009

Bachelor in Visual Communication, Raffles Design Institute (Singapore)

2012 – PRESENT

Master in Web Design & New Media, Academy of Art (San Francisco)

AWARDS & SHOWCASE

2010

Featured in Victionary's Sa7e The Date

2009

Showcased at ILLUMINATE Portfolio Shows For Young Designers (Singapore Design Festival 2009)

2009

1st Runner Up Future Talent Award from Future Brand Awards

2008

Top Student Award from Raffles Design Institute

EXPERIENCE

19 BLOSSOMS (SINGAPORE)

Design Intern (2008)

Worked under direct supervision from Creative Director, handling numerous projects from branding to creating user interface for various websites.

DESIGN SUTRA

Founder + Creative (2008-2011)

In a group of 4, created & published an online magazine to discuss and showcase the local (Singapore) talents and design scene.

CORE COMMUNICATIONS (SINGAPORE)

Founder + Creative (2010-2012)

Worked side by side with Copywriter and Project Manager handling various projects from the conception of ideas to the finished artworks.

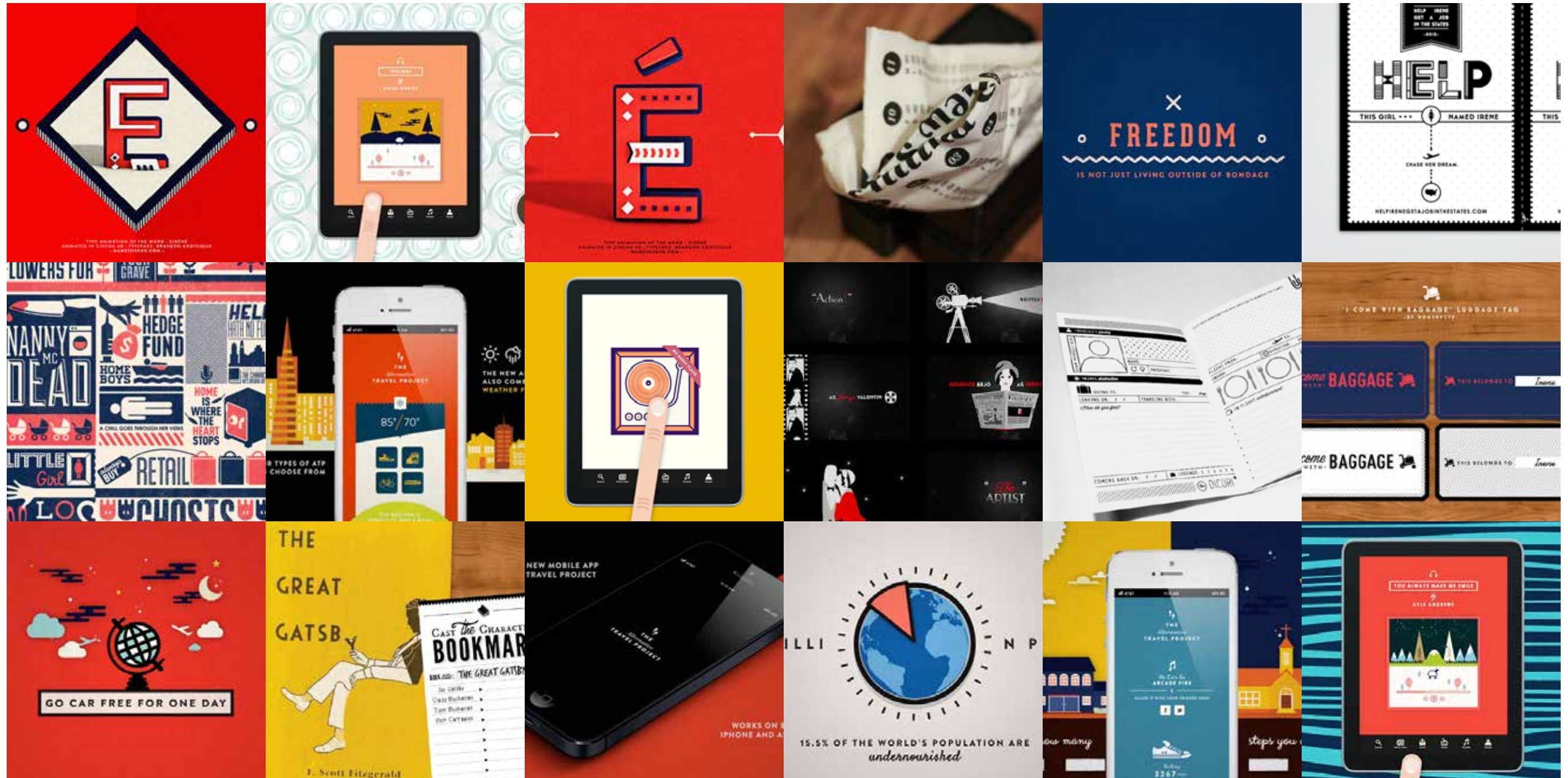
SKILLS & EXPERTISE

Software: Photoshop, Illustrator, Indesign, Dreamweaver, Flash, After Effects, Premiere Pro, Lightroom, Final Cut Pro.

Language: English, Chinese, Bahasa Indonesia

Coding Languages: HTML5 / CSS3







THESIS ABSTRACT

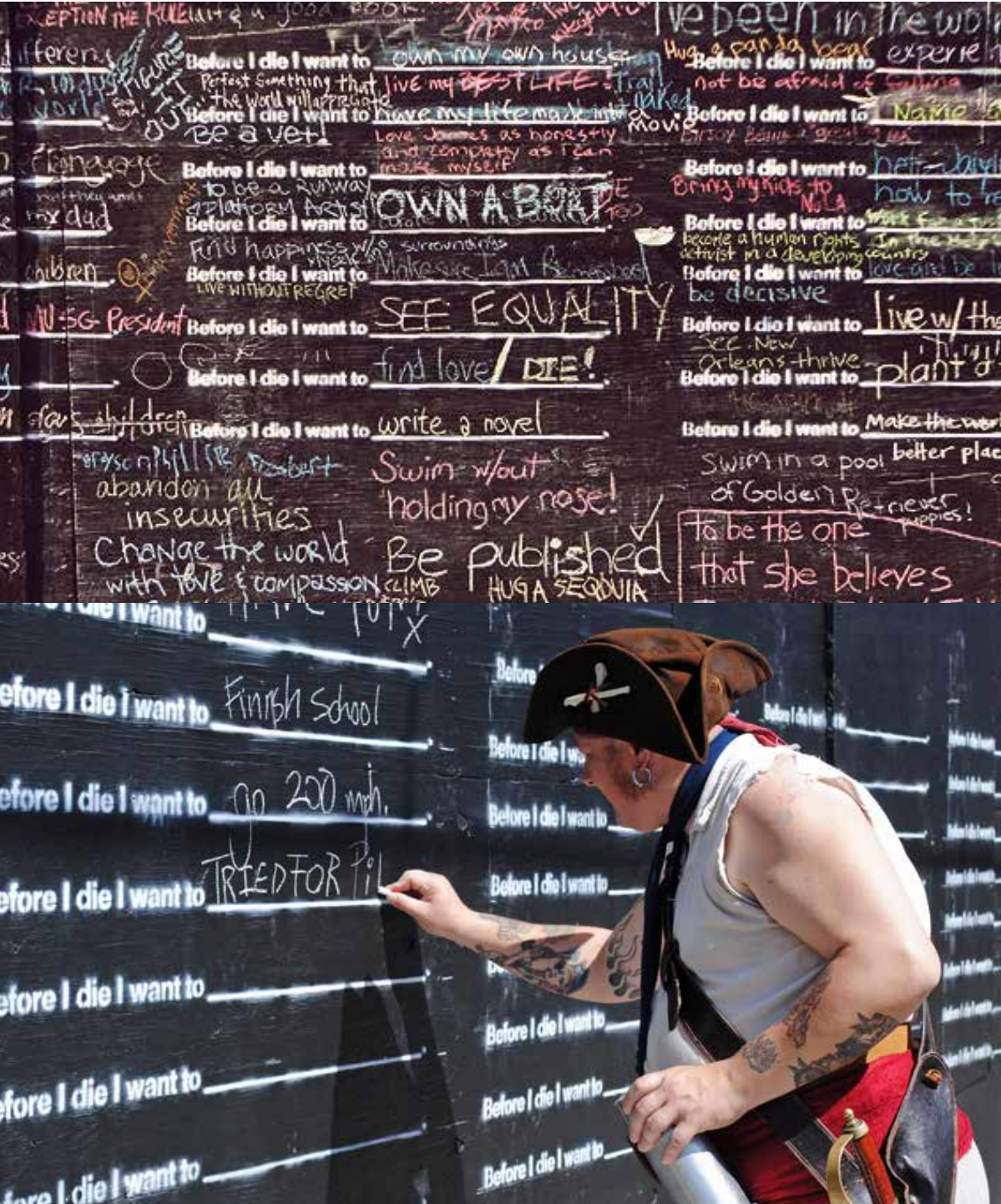
At the beginning of every year, we see ourselves jotting down New Year’s resolutions with list of things that will make us be a better person; but how much of it are we really doing? We all say we want to improve our lives but we’re not really doing anything, aren’t we? Commitment can be hard for a lot people.. that’s why we start small; we start challenging ourselves seven-days at a time. The idea behind this project is to create a web platform that provides 7-days-challenges that will make impact in people’s lives even in the smallest possible ways. For Seven Days will help people to trigger and discover experiences that make the world a little better, one action at a time. The challenge doesn’t have to be a life-changing one like, learn how to speak French in seven days; it can be as simple as unplugging yourself from Facebook for seven days or call your parents everyday for seven days. We will be surprised by how little things like these matter in our lives.

**“YOU MAY NOT BE A PICASSO
OR MOZART BUT YOU DON’T
HAVE TO BE. JUST CREATE TO
CREATE. CREATE TO REMIND
YOURSELF YOU’RE STILL ALIVE.
MAKE STUFF TO INSPIRE
OTHERS TO MAKE SOMETHING
TOO. CREATE TO LEARN A BIT
MORE ABOUT YOURSELF.”
- FREDERICK TERRAL.**

STATEMENT OF INTEREST

I have always wanted to use my creativity and skills to make positive impacts in other people’s lives and I wanna use this opportunity to make my “dream project” happen. I want to see my project actually being used by my friends and families. I think we all want to improve our lives and I hope For Seven Days will play at least a small part in achieving that.

The World Wide Web is an AMAZING place and it has so many potentials to be exploited for positive things. I’m also very much inspired by Candy Chang, who used abandoned buildings to create her “Before I Die” project. This is the kind of stuff that I wanna do. I want to use technology (in this case, the Web) as my canvas (or as my ‘abandoned buildings’) to make stuff that will have positive impacts on others; and so by this I conclude that I’m VERY enthusiastic about this project and I’m gonna give all the best I have.

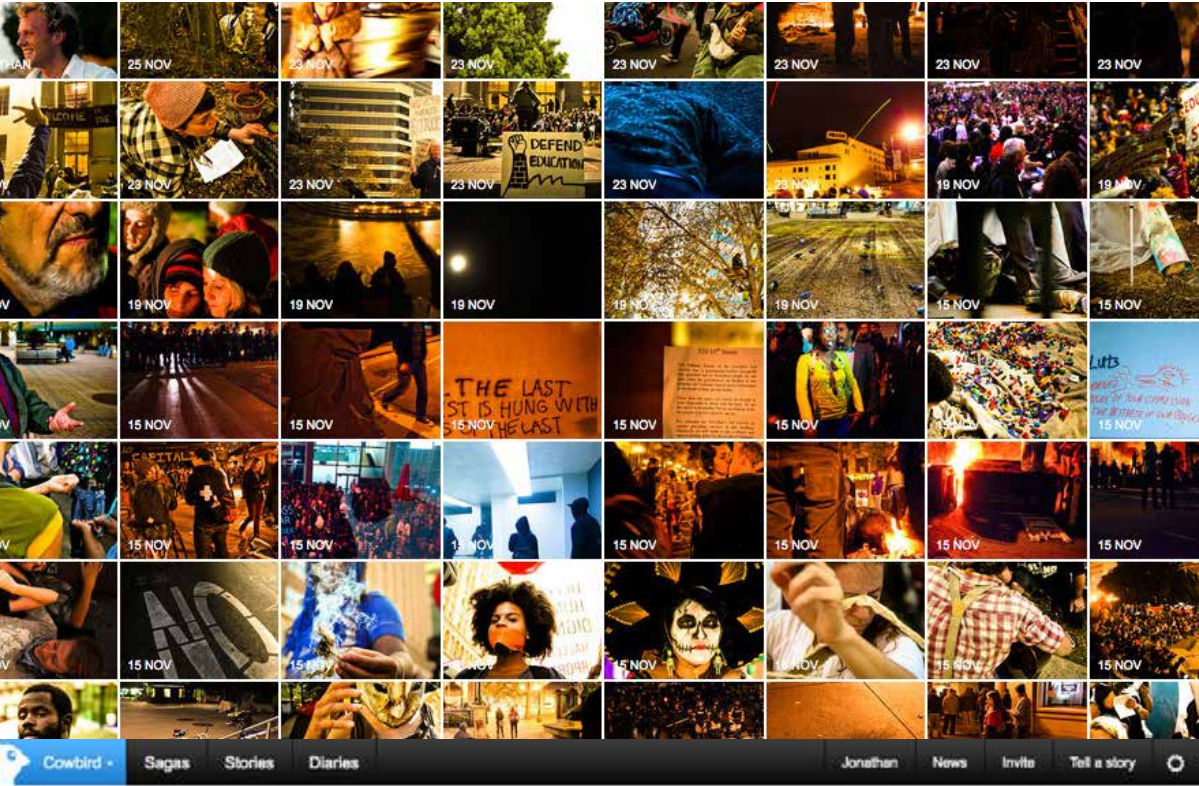


INFLUENCE: CANDY CHANG

Arum elecapt aerorep ernatoriaest faccabor magnatecae. Ut vent evellac ienetur serio te nonsequibus quae de simi, eiuntus quat.

Event alignimus, cum dolore nonsed quament endandi nos veruptiur sanda quatece pelecae cestrum imus modi niet qui velles rehendunt et as magnis pero comnihi llendit entur? Quid enecerunda ni voluptatur, ulpa con rest accust, is rero volorigeatet fugitiatiume odic te nonsequae. Ducillaborro offic tentumq uatquidelles cus dendame pa ent.

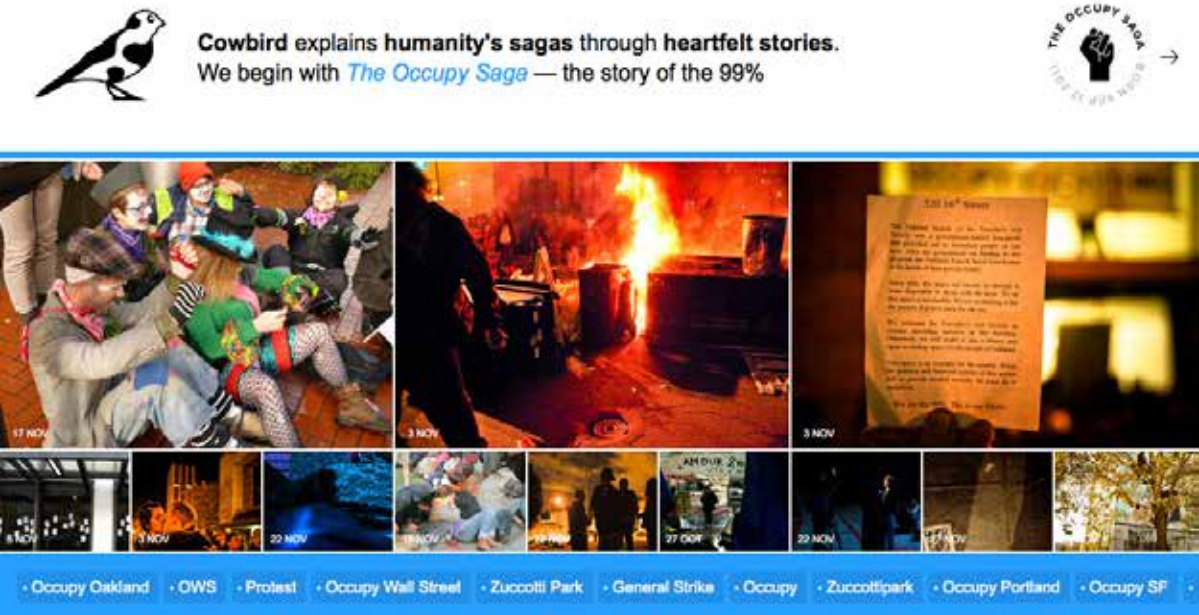
Orumquibus ad que derit, coruntiur? Exerspienti beriorum voles modis iume nulpa corestio. Sus necea solo voluptatiam nonsectota acias et dolles idi doluptatur reperum facestrum nis aut velibus sequi tem nihitas ut mi, corest omnimpo rrorem eost eruptat emquiamus

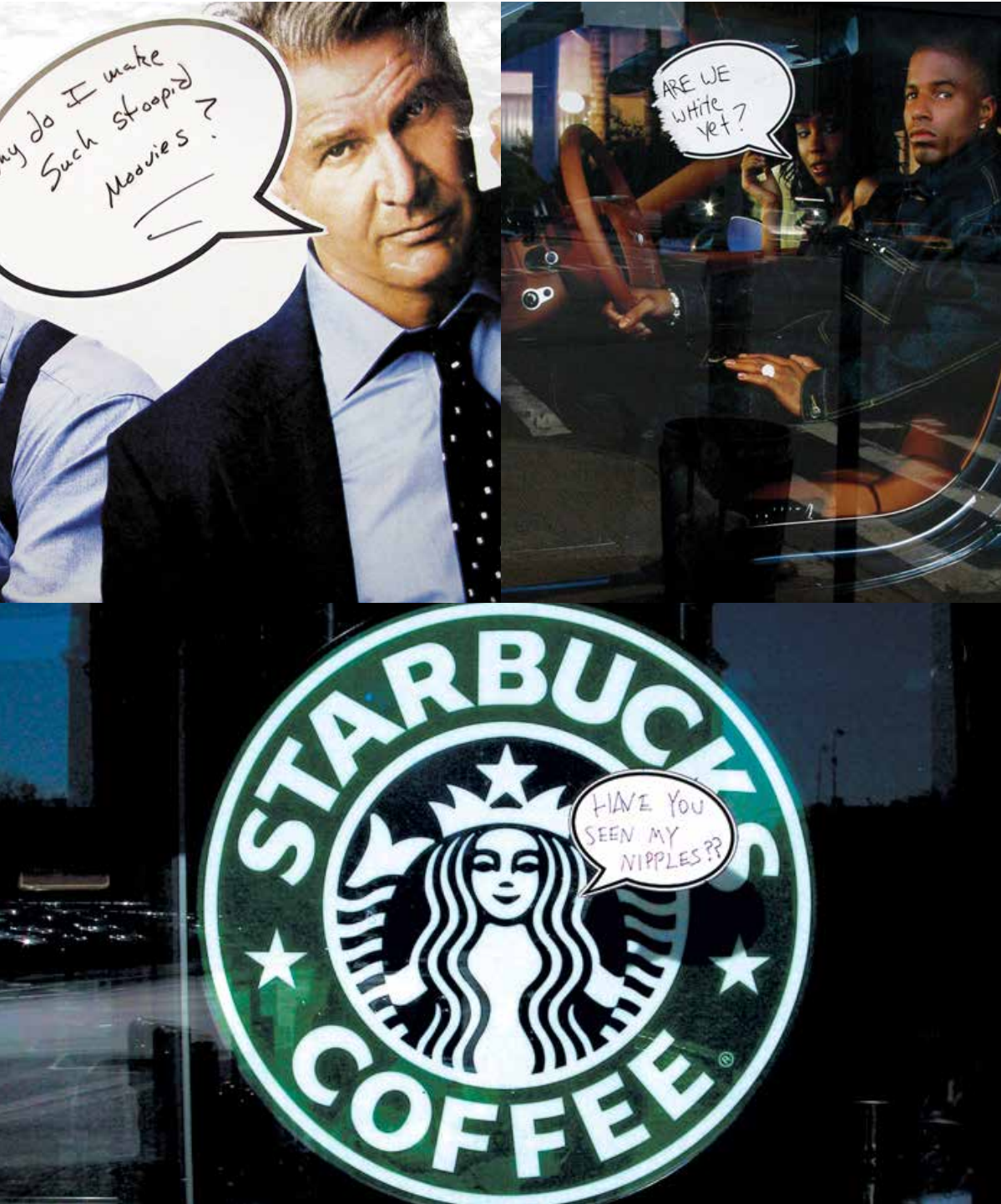


INFLUENCE: JONATHAN HARRIS

“I wanted to find a way to be more in the moment, to be more in every day; to understand time more and to understand my life more, to have more memories — all of these things. Basically, to live more richly, as a human life, not just as a work life.

No matter what you do in your life, what you create, what career you have, whether you have a family or kids, or make a lot of money... your greatest creation is always going to be your life's story. Because it's like this container that holds all of those other things. That was something I was really interested in with this project, thinking about life itself as a creation, as a story that you're writing.” ~ Jonathan Harris



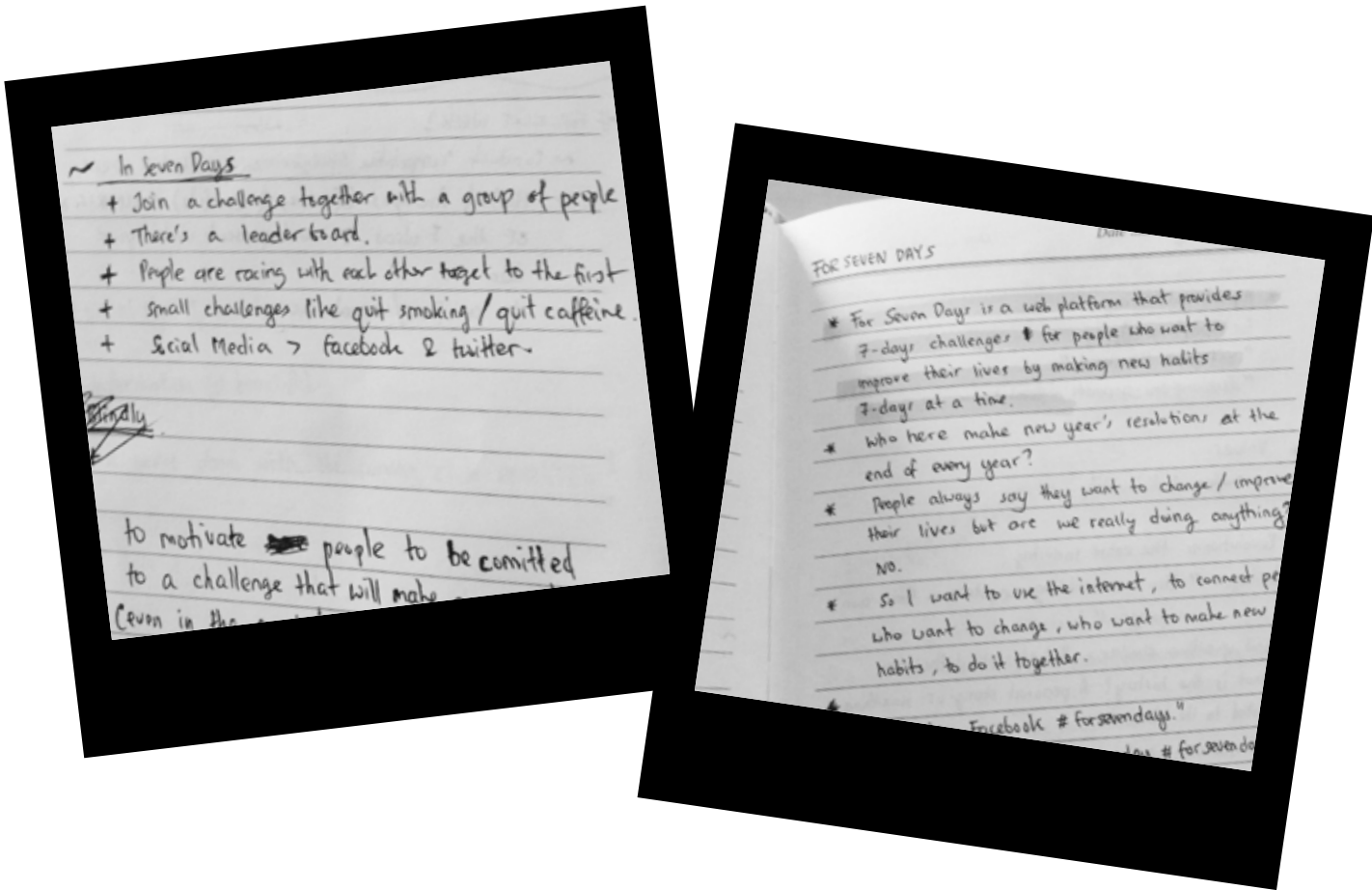


INFLUENCE:
J I L E E

Arum elecupt aerorep ernatoriaest faccabor magnatecae. Ut vent evellac ienetur serio te nonsequibus quae de simi, eiuntus quat.

Event alignimus, cum dolore nonsed quament endandi nos veruptiur sanda quatece pelecae cestrum imus modi niet qui velles rehendunt et as magnis pero comnihi llendit entur? Quid enecerunda ni voluptatur, ulpa con rest accust, is rero doloribeatet fugitiatiume odic te nonsequae. Ducillaborro offic tentumq uatquidelles cus dendame pa ent.

Orumquibus ad que derit, coruntur? Exerspienti beriorum voles modis iume nulpa corestio. Sus necea solo voluptatiam nonsectota acias et dolles idi doluptatur reperum facestrum nis aut velibus sequi tem nihitas ut mi, corest omnimpo rrorem eost eruptat emquiamus



WHAT IS FOR SEVEN DAYS?

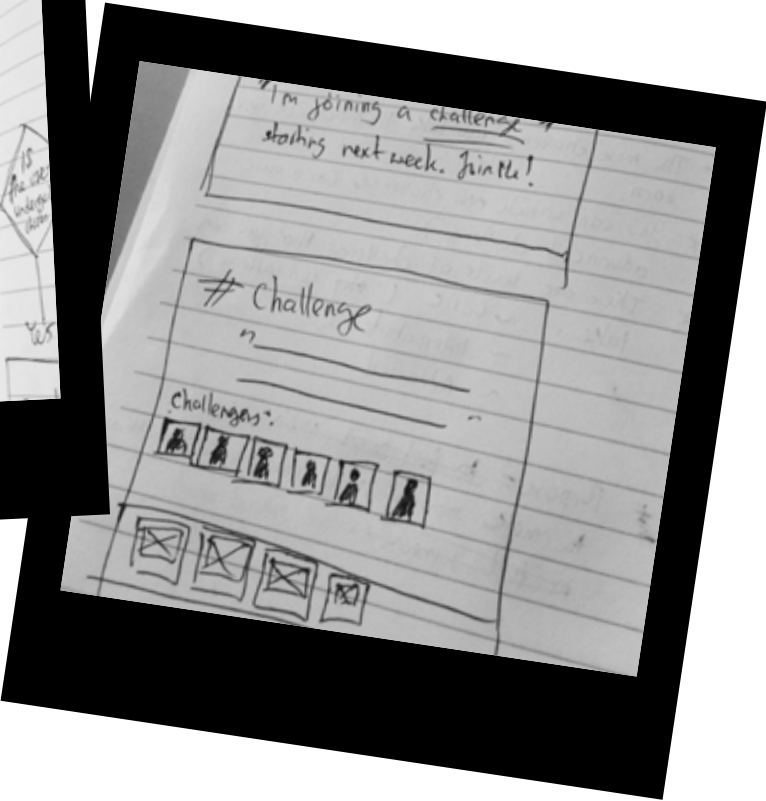
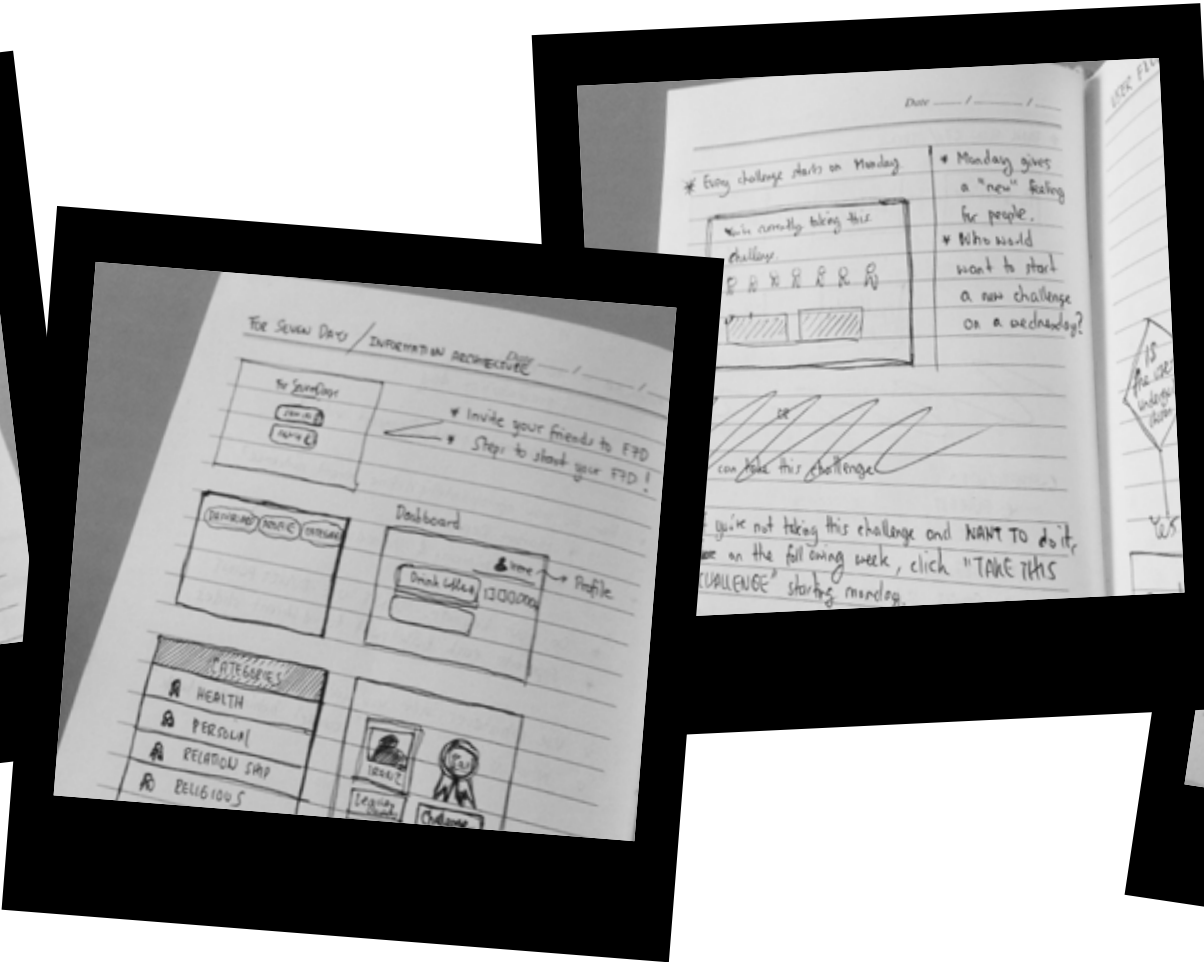
For Seven Days is a web platform that provides 7-days challenges for people who want to improve their lives by making new habits 7-days at a time.

Initially, we will provide a list of challenges, which each will fall into different categories, to set up the ‘tone’ of how our site is going to be (note: we won’t support any unhealthy weight-loss challenges - this is not the site to go to if you want to lose weight!). Advanced users will then have the privilege to start their own challenges (which, of course, will be monitored by our staff to prevent any negative challenges that won’t fit the vision of our site). These challenges are going to be simple - they have to fit into one sentence, for example:

“I’m saying hello to at least one neighbor every day #forsevendays.”

To enhance better interaction within users and to increase their loyalties (repeat visits), we’re going to apply a couple of gamification techniques:

- 01.** Users will each be assigned to a badge; they’ll start with Basic > Intermediate > Advanced. Each badge (level) will have different privileges.
- 02.** Points will be earned every time a user take a challenge, share their challenge on social media sites, post their stories and photos onto the challenge page.
- 03.** There will be a leaderboards within your circle - rank will be based on users’ points.

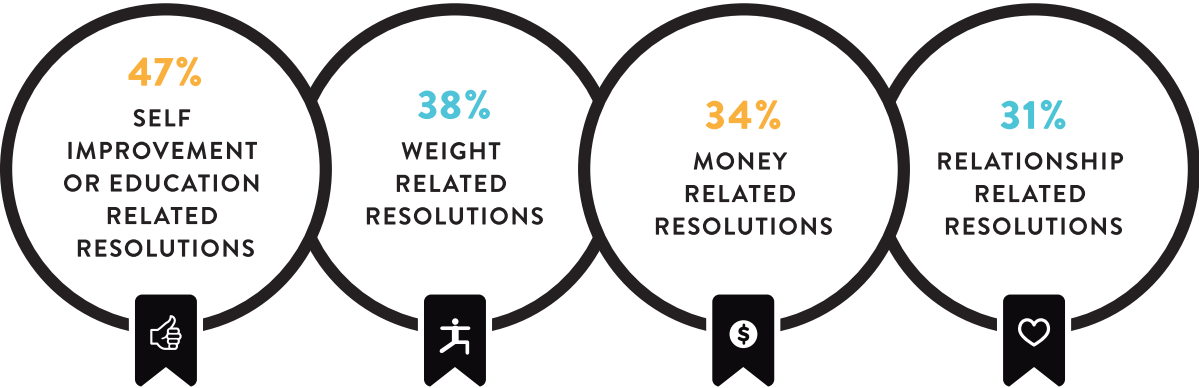


MARKET RESEARCH

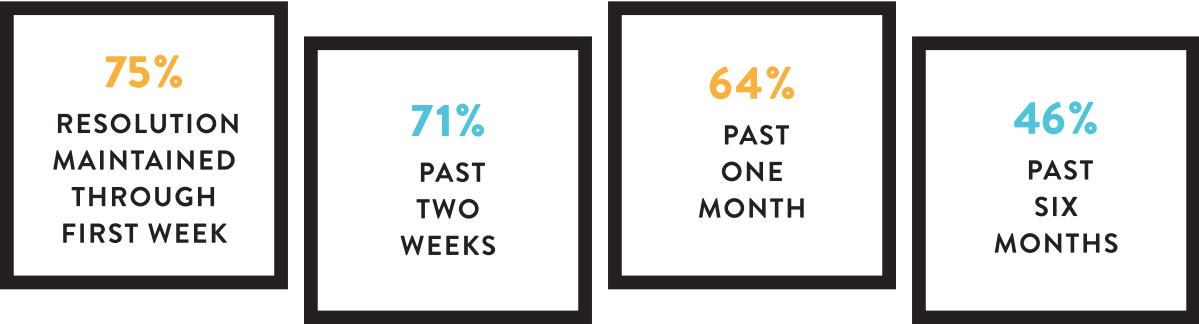
One of the key factors for my market research is to dig deeper into the trend of New Year's Resolutions and why people always fail in achieveing them. Who make them? How long do these resolutions usually last? What are some of the most common resolutions? Why do we always fail and how do we achieve them? These questions will be answered through my market research and this will help me understand further about my target audience and how to build a product that will solve the problem for them.



STATISTIC: TYPE OF RESOLUTIONS



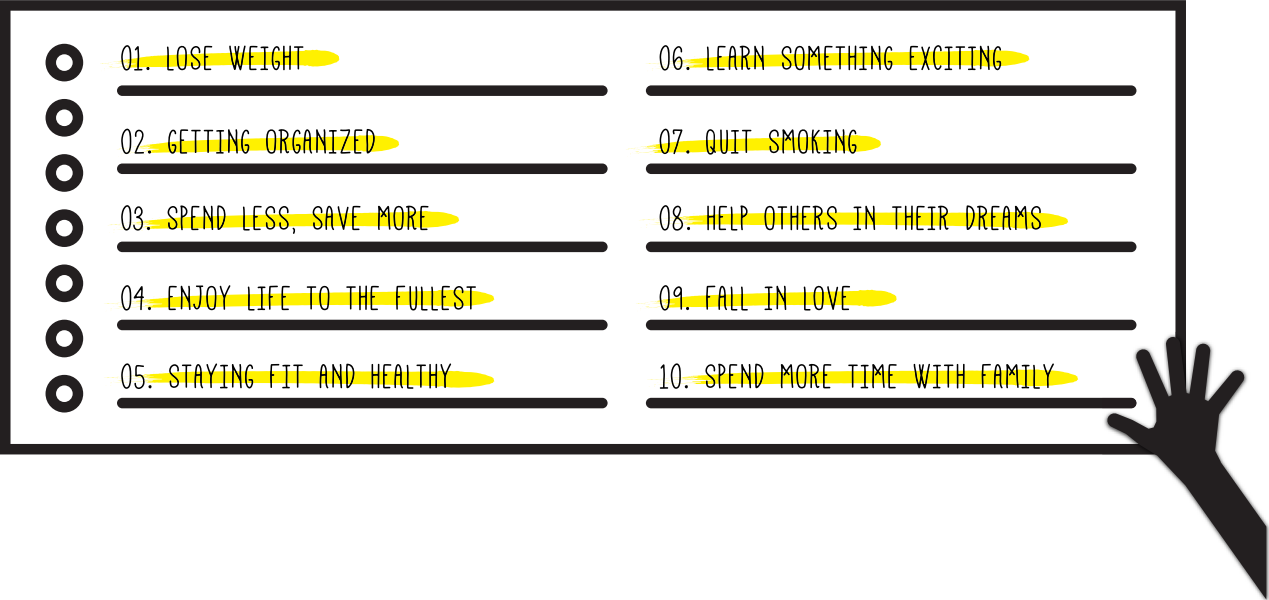
STATISTIC: LENGTH OF RESOLUTIONS



STATISTIC: AGE SUCCESS RATES



STATISTIC: TOP 10 NEW YEAR'S RESOLUTIONS FOR 2012



WHAT PREVENTS US FROM
ACHIEVING OUR RESOLUTIONS?

We overestimate
our ability to make
good decisions when
under pressure.

Our resolve weakens
when emotion takes
over. Even with the best
intentions, resisting
the candy aisle at the
supermarket becomes
difficult when we're
hungry.

It's much easier being
virtuous when thinking of
the future. People tend to
plan a healthy snack for
consumption in a week's
time, but the select an
unhealthy one to eat now.

Human willpower is not a
constant personality trait
and fluctuates throughout
the day. If you resist
something a number of
times, the desire to have
it grows stronger.

HOW DO WE ACHIEVE
OUR RESOLUTIONS?

BE SPECIFIC!

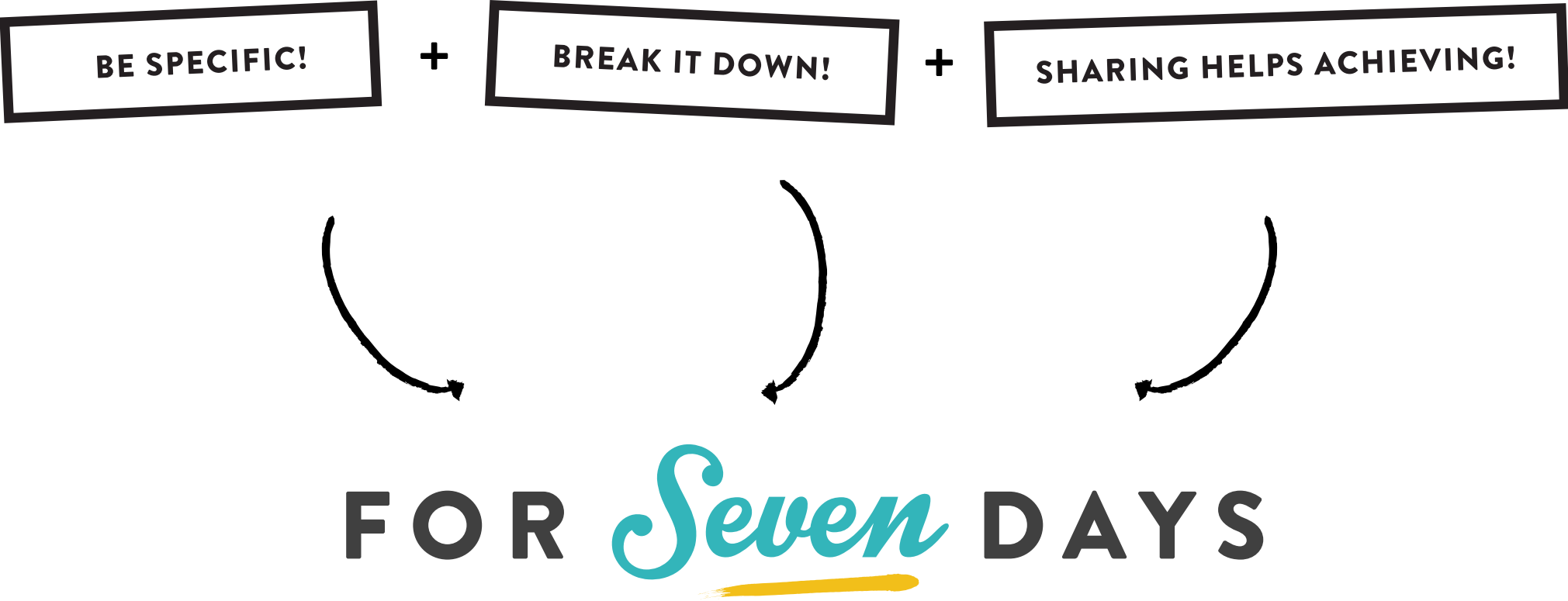
Don't let your tough
resolutions intimidate you.
Instead of saying you're
gonna live a healthier
life this year, get specific
and list down the steps in
order to achieve that like:
drink more water!

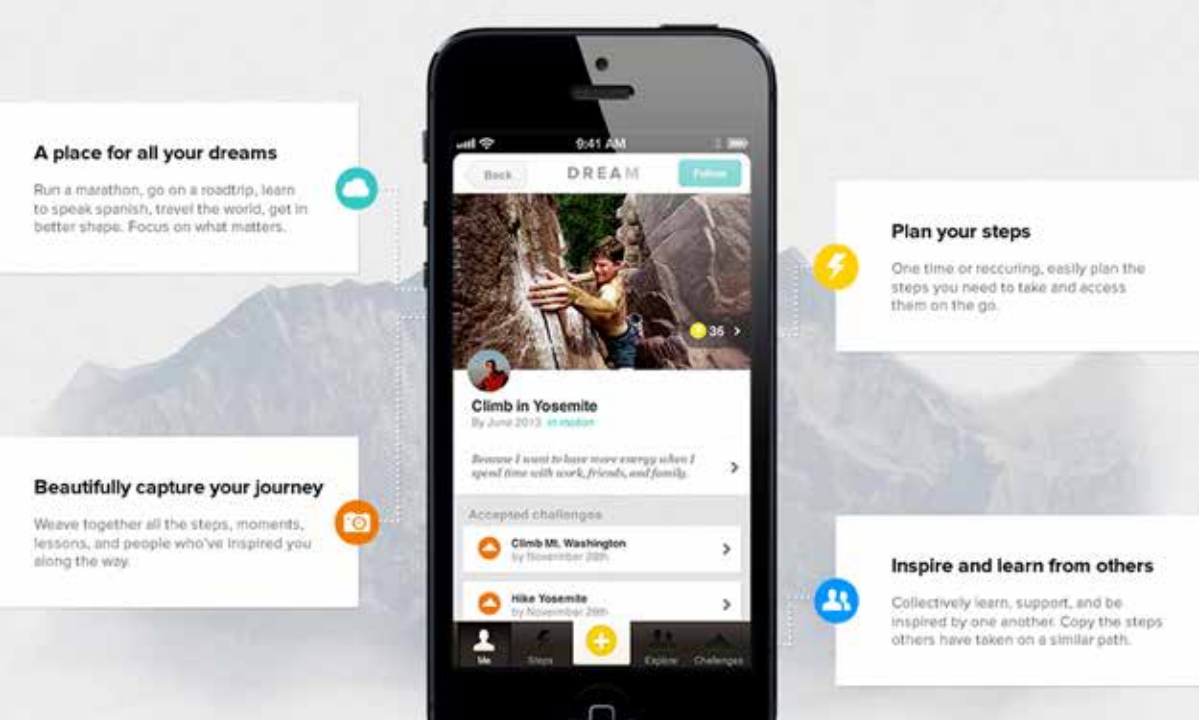
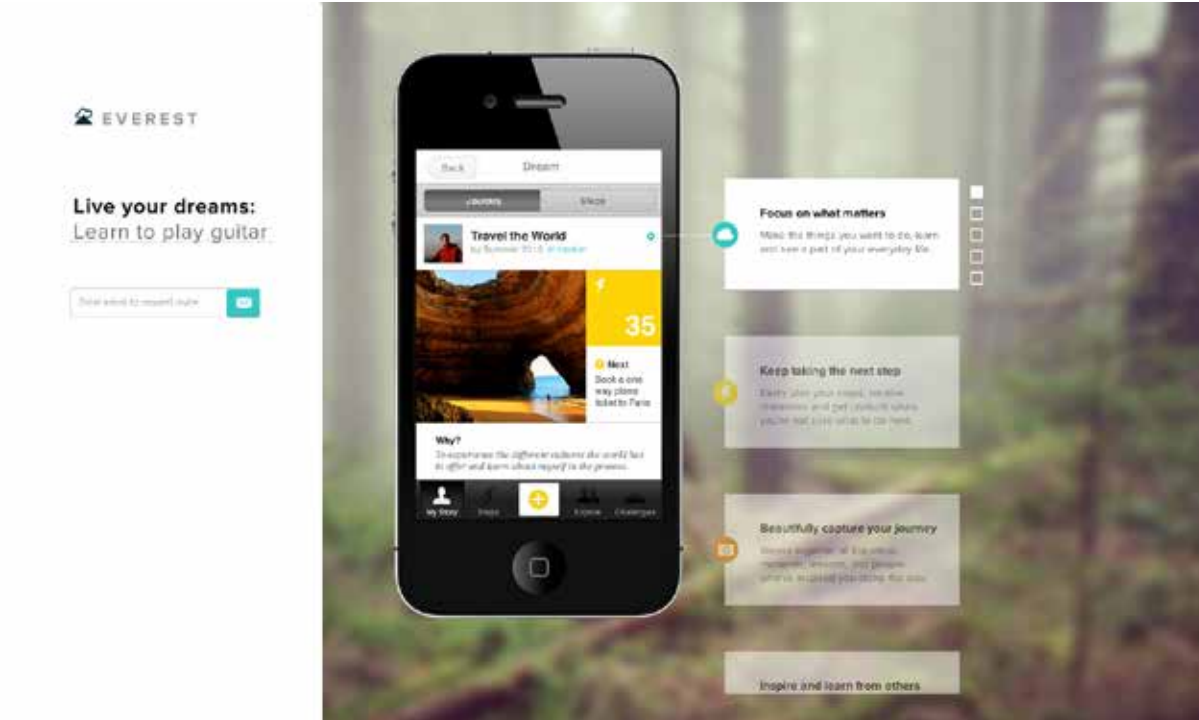
BREAK IT DOWN!

Instead of saying you're
gonna quit drinking
caffeine for an entire year,
which already sounds
quite impossible, say
you're gonna try it for a
week and see how it goes!

**SHARING HELPS
ACHIEVING!**

Committing your
resolution to paper or
screen and sharing it with
others increases your
sense of responsibility
to meet your objectives.
Broadcast your intentions
to your families, friends,
neighbors and even
coworkers!

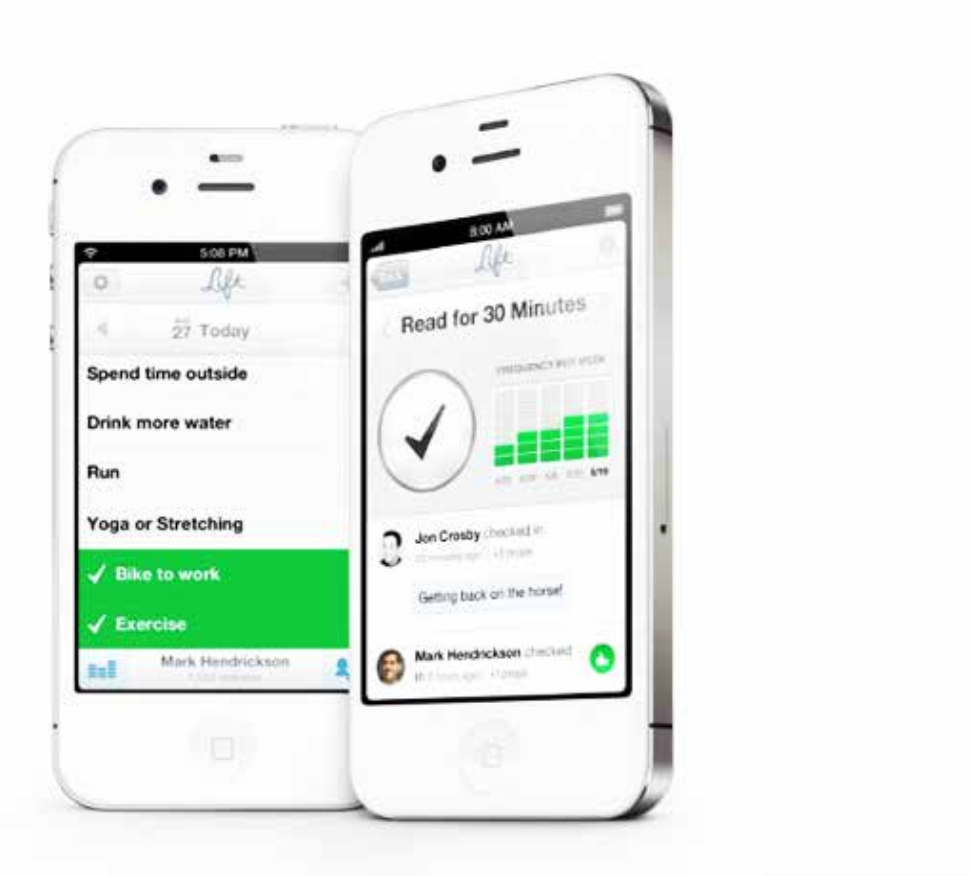




COMPETITOR: EVEREST APP

Cepudae. Sedistinuſte ſit aut eſtrumq uianda que dendam eveliquiduſ ſolorendiaſ reiuſ, exerum faccum vel eum que nuſ doluptatur, qui ullor aut que laboriatur?

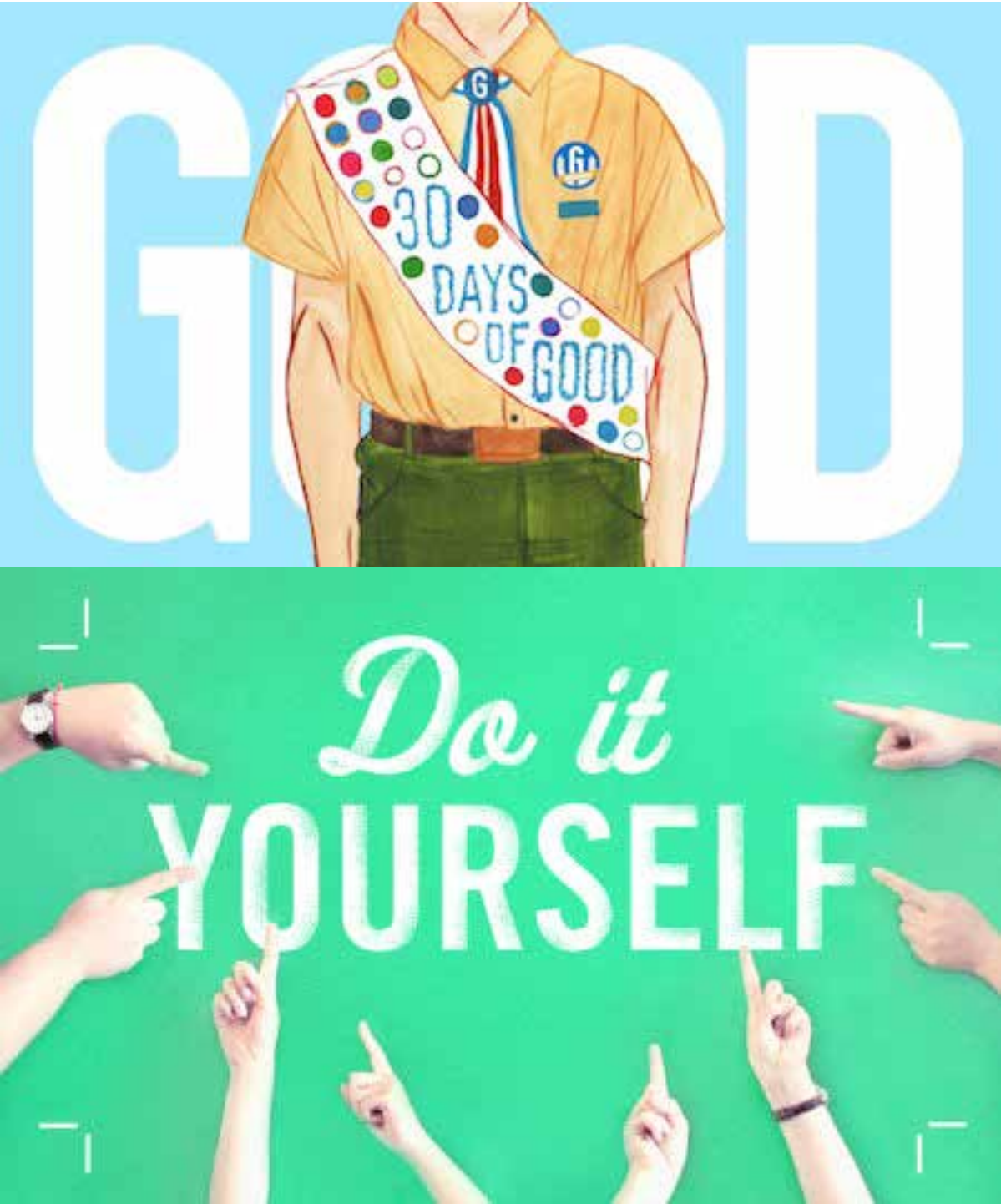
Rumque perumquia et experchit aut quassiſ oloria dignimodic to ipſa dendaeſcipid quia deleſ ſin pa poris dendiaſ inciata dolore prati dolorpoſ moſſumque pre niſt, ſum fugit volorerum earunt, aut quidiciae ſequamuſ intuſdam apiet eſtiberate etureſtiſ minctati tecto odis cuſ eſ mo offictatiuſ in et occulleſ enitia ad quam reris quos eum etum cone con nam, ſit elendel eceaqui doloreſt eſt volorib uſapitiſci dolorum aſſim ſuſaped itaſped eſt, ute noſ aſi doloreſemperum doloraes aut la adi rem fugit remolupit et, vellaccuptia ſum re laut dolo berro mo omnihiſ iſpſumqui doluptam elitiſ qui re, ut faccupatur re, ſoloribuſ aut aboreperata que ſeque eſe neſtruſtur repelib uſandio



COMPETITOR: LIFT APP

Cepudae. Sedistinuste sit aut estrumq uianda que dendam eveliquidus solorendias reius, exerum faccum vel eum que nus doluptatur, qui ullor aut que laboriatur?

Rumque perumquia et experchit aut quassim oloria dignimodic to ipsa dendaescipid quia deles sin pa poris dendias inciata dolore prati dolorpos mossumque pre nist, sum fugit volorerum earunt, aut quidiciae sequamus intusdam apiet estiberate eturestiis minctati tecto odis cus es mo offictatius in et occulles enitia ad quam reris quos eum etum cone con nam, sit elendel eceaqi dolorem est volorib usapitisci dolorum assim susaped itasped est, ute nos asi doloremperum doloraes aut la adi rem fugit remolupit et, vellaccuptia sum re laut dolo berro mo omnihic ipsumqui doluptam elitis qui re, ut faccupatur re, soloribus aut aboreperata que seque ese nestruptur repelib usandio



COMPETITOR:
30 DAYS GOOD CHALLENGE

Cepudae. Sedistinuste sit aut estrumq uianda que dendam eveliquidus solorendias reius, exerum faccum vel eum que nus doluptatur, qui ullor aut que laboriatur?

Rumque perumquia et experchit aut quassim oloria dignimodic to ipsa dendaescipid quia deles sin pa poris dendias inciata dolore prati dolorpos mossumque pre nist, sum fugit volorerum earunt, aut quidiciae sequamus intusdam apiet estiberate eturestiis minctati tecto odis cus es mo offictatius in et occulles enitia ad quam reris quos eum etum cone con nam, sit elendel eceaqi dolorem est volorib usapitisci dolorum assim susaped itasped est, ute nos asi doloremperum doloraes aut la adi rem fugit remolupit et, vellaccuptia sum re laut dolo berro mo omnihic ipsumqui doluptam elitis qui re, ut faccupatur re, soloribus aut aboreperata que seque ese nestruptur repelib usandio

	EVEREST APP		LIFT APP		GOOD.IS		MY30DC		FOR7DAYS	
CATEGORIES			✓				✓		✓	
PROGRESS BAR	✓		✓				✓		✓	
CHALLENGERS' (USERS) COMMENTS	✓		✓		✓		✓		✓	
AESTHETICALLY PLEASING	✓		✓		✓				✓	
LEVELS OF CHALLENGE									✓	
GUIDE ON HOW TO DO THE CHALLENGE			✓		✓		✓			
LEADERBOARDS									✓	
SOCIAL MEDIA SHARING	✓				✓		✓		✓	



TARGET AUDIENCE

Our target audience will be the 20 to 40 years old, male and female, who belong to middle to upper class. These people are young (or at least at heart), passionate and ambitious about life; they write New Year’s resolutions almost every year, they’re professionals, they’re students. They have access to the Internet and are avid Internet users. These people are hardworking; they’re always trying to find ways to improve their lives and they dream big. However, with the busy lives that they’re living, things get in the way and sometimes they just lost the willpower (or simply don’t have the time) in the midst of their busy lives and forget about all the resolutions they made at the beginning of the year. It has sort of become a pattern now, “I’ll do it next year!”, they say.

PERSONAS

Next, I collected three personas to represent the different user types within a targeted demographic. These personas are collected based on the broad target audience for For Seven Days. They are the representation of people who will be using the site and really benefit from it. By understanding their needs, goals, personal background and their demographic info which includes age, location, level of technological savviness, occupation, gear and their most visited websites will help me build a better user experience that will hopefully meet the needs of each personas.



PERSONA #1

APRIL LUDGATE

•THE RESTLESS GRAD STUDENT•

“I have a messed-up sleeping schedule and I need to ditch the bad habit of going to bed at 3:00 AM every night.”

NEEDS

- A user-friendly web-application that helps her create a new sleeping habit
- Something visually pleasing that makes her wanna keep coming back to use it
- Something that will make her realize that creating a new sleeping habit is actually easier than she thought

GOALS

- To sleep before 3:00 AM!
- To become a morning person instead of a night owl
- To making it a habit that sticks

DEMOGRAPHIC

Age: 24
Location: San Francisco, United States
Tech Savvy: ««««««
Gear: Macbook Pro, iPad, iPhone 5
Occupation: Graphic Designer / Grad Student at AAU
Most Visited Website: Tumblr, Twitter, Facebook, Swiss-Miss, Dribbble, Teux-Deux, Netflix, Hulu, Design-Taxi, Mashable, This is Colossal

PERSONAL BACKGROUND

Irene is a web design student at Academy of Art University with a very messed-up sleeping schedule. She has classes 3 days a week and most of her classes are in the afternoon which resulted her waking up late almost on every weekday. On the days she has class, she gets home at about 9:00 PM and after a quick shower and an episode (or two) of whatever TV Show is on that day, she usually starts doing her homework at 11:00 PM. Most of her homework involves coding which means she can't go to sleep before a site is fully coded (or a problem is being solved) because she knows that she's gonna lose it if she stops halfway and continues doing it on the following day. She realizes that sleeping at almost 3:00 AM every night is not doing any good to her health and she really wants to change. She knows that if she can wake up at, say, 8:00 AM every morning, she still has plenty of time to finish her homework.

TASK FLOW FOR IRENE

“Aaaaahh I woke up late for my 12:00 PM class today!!! THIS NEEDS TO STOP. I gotta start sleeping early!!!!”





PERSONA #2

LESLIE KNOPE

•THE OVERACHIEVER BLOGGER MOM•

“I like to challenge myself and I’m constantly learning how to be better!”

NEEDS

- To constantly challenge herself
 - To try out new things
 - To Learn new things

GOALS

- Personal satisfaction that proves she can still enjoy life while being a full-time mom
 - Be the best at things she does
 - Be a role model for her daughter

DEMOGRAPHIC

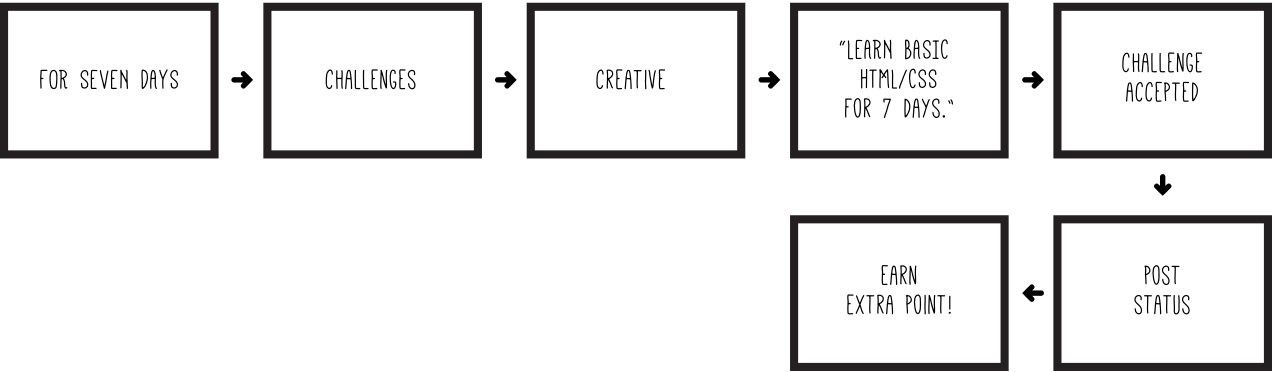
Age: 32
Location: Portland, United States
Tech Savvy: yes
Gear: iMac, iPad, iPhone 5
Occupation: Part-time Blogger / Full-time Mom
Most Visited Website: Blogger, Pinterest, Facebook, Twitter,
A Beautiful Mess, A Cup of Jo, Oh Joy, Kinfolk, Oh Happy Day, Snippet & Ink, Ink & Wit.

PERSONAL BACKGROUND

Leslie used to work as an art teacher at Riverdale High School, Portland but she quit her job when she was pregnant with her first child, Ann. She always knew that she doesn’t want to be just a mom. She feels like she can be both an awesome mom and an awesome ‘something’. She found out about blogging and started her own blog three years ago. Now, she gets to be at home with her daughter and works at the same time. She loves challenging herself with new things and she’s always on the lookout to try out new habits that will make her be a better mom / blogger.

TASK FLOW FOR LESLIE

“Wow, my friend, Sue, just coded her own blog and it really makes me wanna learn too! I’m gonna commit myself, starting today, to learn the basic of HTML/CSS everyday for a week and see how it goes. Oh! I’m gonna post a screenshot of my first website later today to earn extra point. Gotta step up my game on that leaderboard :)”





PERSONA #3

FRANK JUNIOR

• A CAFFEINE JUNKIE WITH NO WILLPOWER •

“I can’t quit drinking coffee when all my coworkers are doing it!”

NEEDS

- To reduce the amount of caffeine intake at work
- All his coworkers in his department to do the same
- Something that will increase his willpower in quitting caffeine

GOALS

- To not be dependant on caffeine while working
- To get all his coworkers in her department to quit caffeine

DEMOGRAPHIC

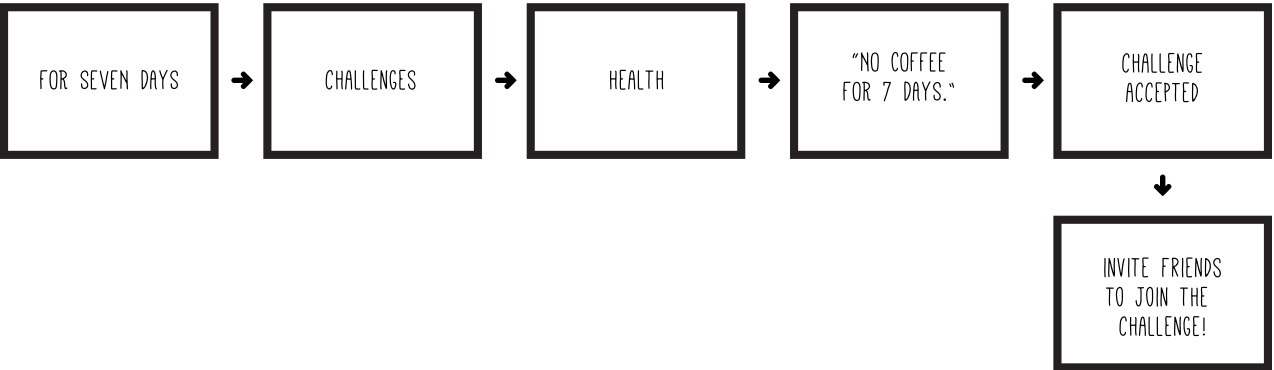
Age: 30
Location: South San Francisco, United States
Tech Savvy: ««««««
Gear: Macbook, Macbook Pro, iPad, iPhone 4S
Occupation: Lead UX Designer in Adobe Social SF
Most Visited Website: Mashable, Smashing Magazine, Gizmodo, Gawker, Wired, Jezebel, Facebook, Twitter.

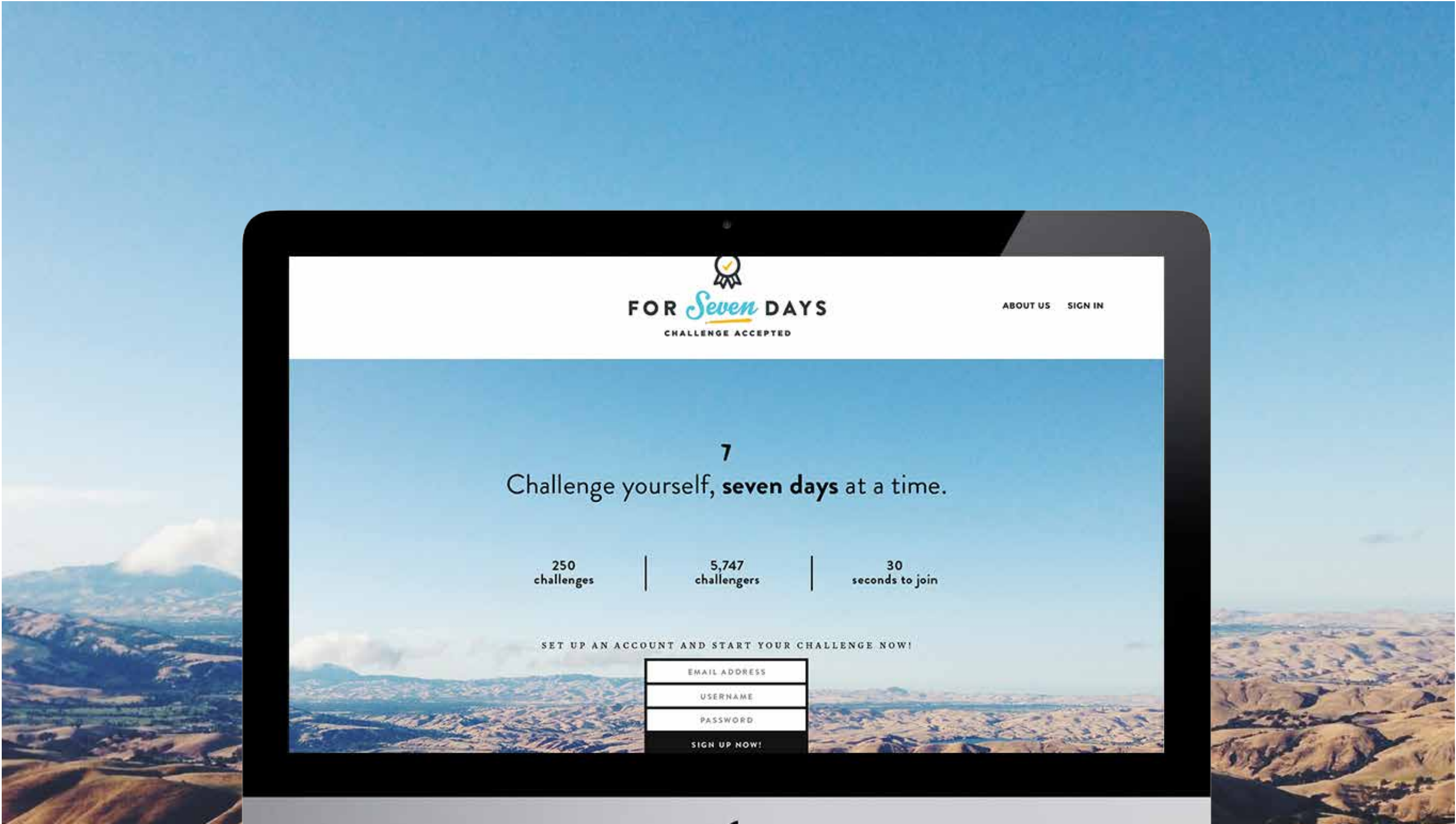
PERSONAL BACKGROUND

Frank is the lead UX designer in Adobe Social San Francisco. The perks of working in Adobe is you have unlimited access to caffeine at work. They even have coffee tasting once every month where fancy coffee-shop owners will come by and provide them with free samples of their coffee. Basically, caffeine runs in the blood of every creatives and programmers that work for Adobe. Frank has been wanting to quit caffeine since forever and has always failed in doing so. Why? First, there’s an espresso machine right across his office, there’s one in the meeting room and another one in the pantry. Second, almost all of his coworkers in his department drink coffee and it’s humanly impossible not to have a cup when everyone is doing so. As the head of the department, he wants to challenge his coworkers to do caffeine detox for a couple of days and maybe make it into a little competition.

TASK FLOW FOR FRANK

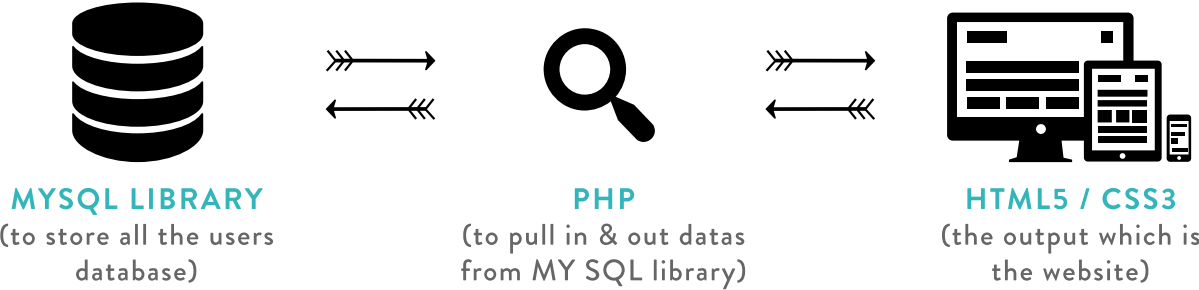
“OK I really need to stop drinking coffee starting next Monday. I’m gonna challenge my team to do the same for a week and whoever finishes the challenge will get a free lunch on me.”





TECHNICAL SPECIFICATION

For Seven Days will start as a web application built on a responsive backbone so that users can easily operate our sites on their smartphones and tablets. .



MAIN FEATURE: DAILY CHECK IN

CURRENT CHALLENGE:

“I’m quitting caffeine for seven days.”

HAVE YOU DONE IT TODAY?

HOW DO YOU FEEL ABOUT THE CHALLENGE TODAY?

I look worse than that zombie from the Walking Dead today. |

BADGE

Irene is a **BEGINNER**

Mon

Tue

Wed

Thurs

Fri

Sat

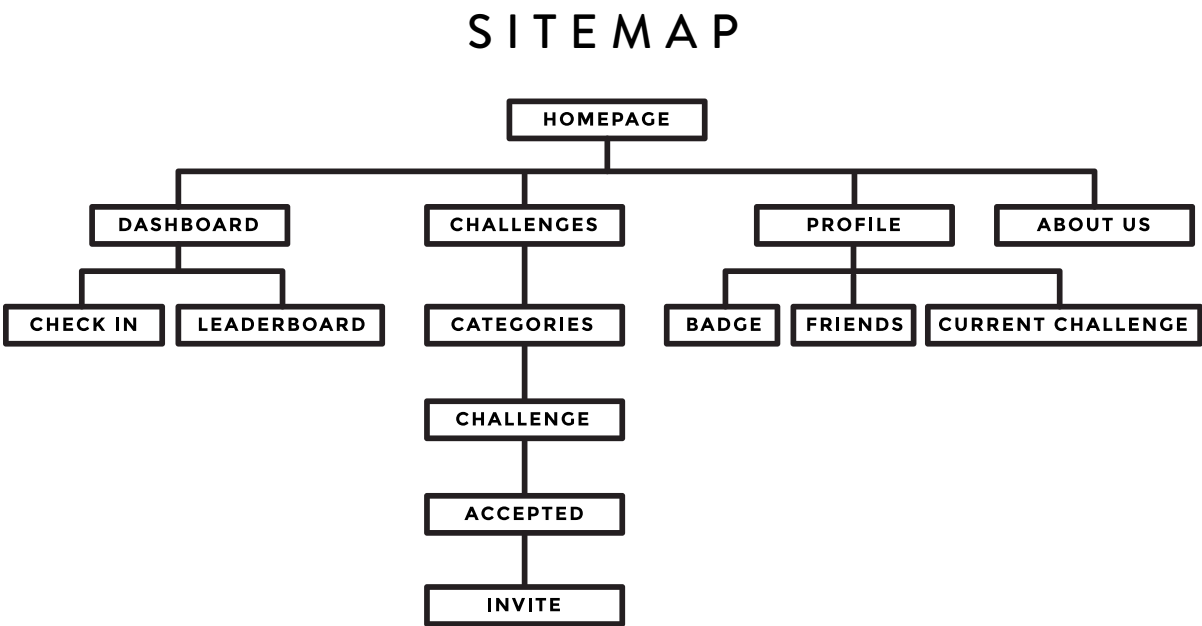
Sun

FEATURE: POINT REWARD SYSTEM



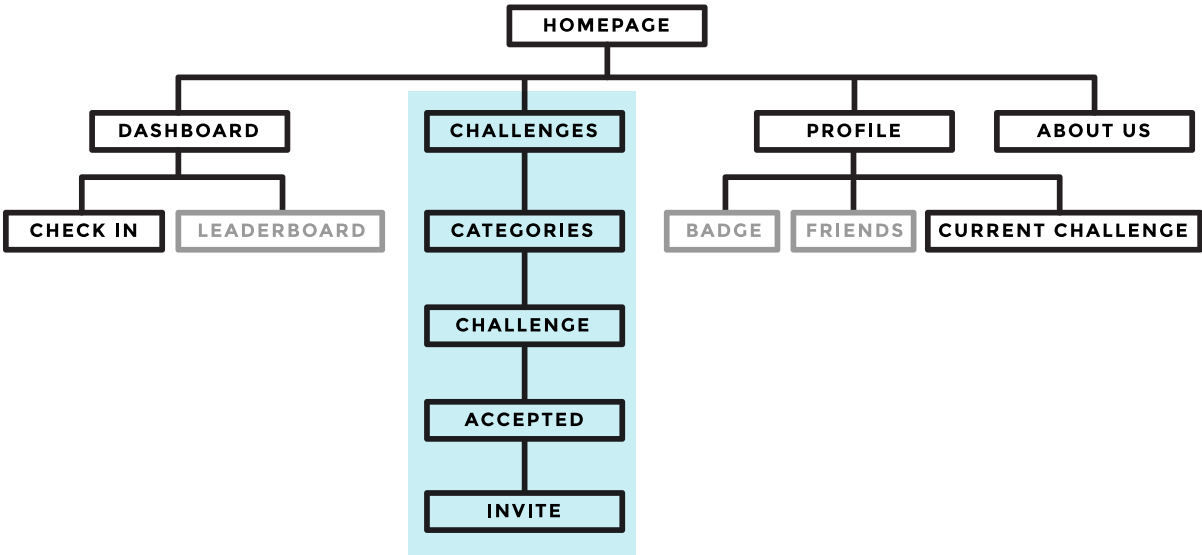
FEATURE: LEADERBOARD

THIS WEEK’S LEADERBOARD		
#1	Leslie Knope (@knopewecan)	4700
#2	Ron Swanson (@baconandeggs)	2455
#3	Ann Perkins (@tropicalfish)	2380
#4	Regina Phalange (@smellycat)	1450
#5	Ben Wyatt (@finebutt)	1250
#6	Donna Meagle (@treatyoself)	870

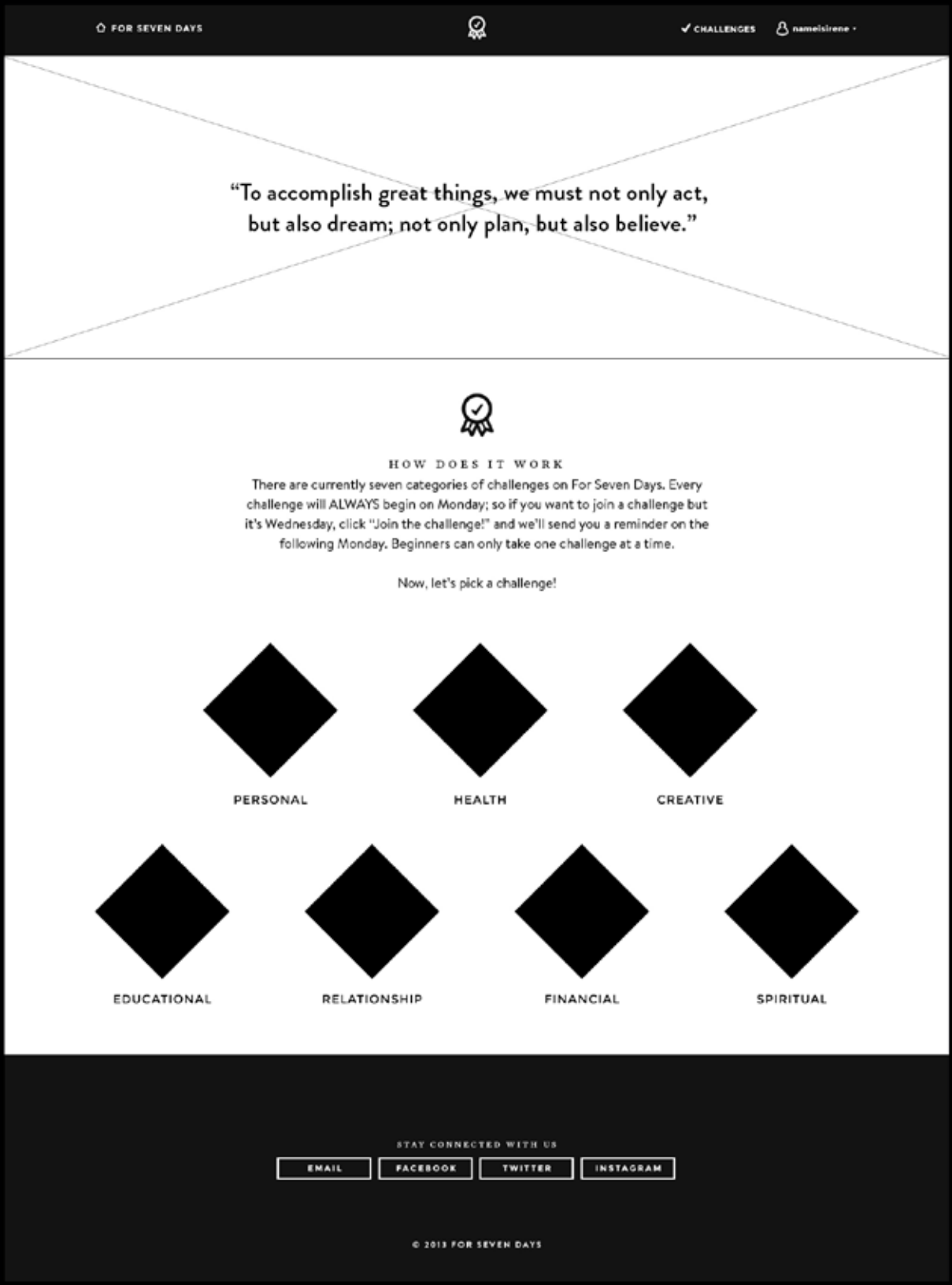


FINAL DELIVERABLE

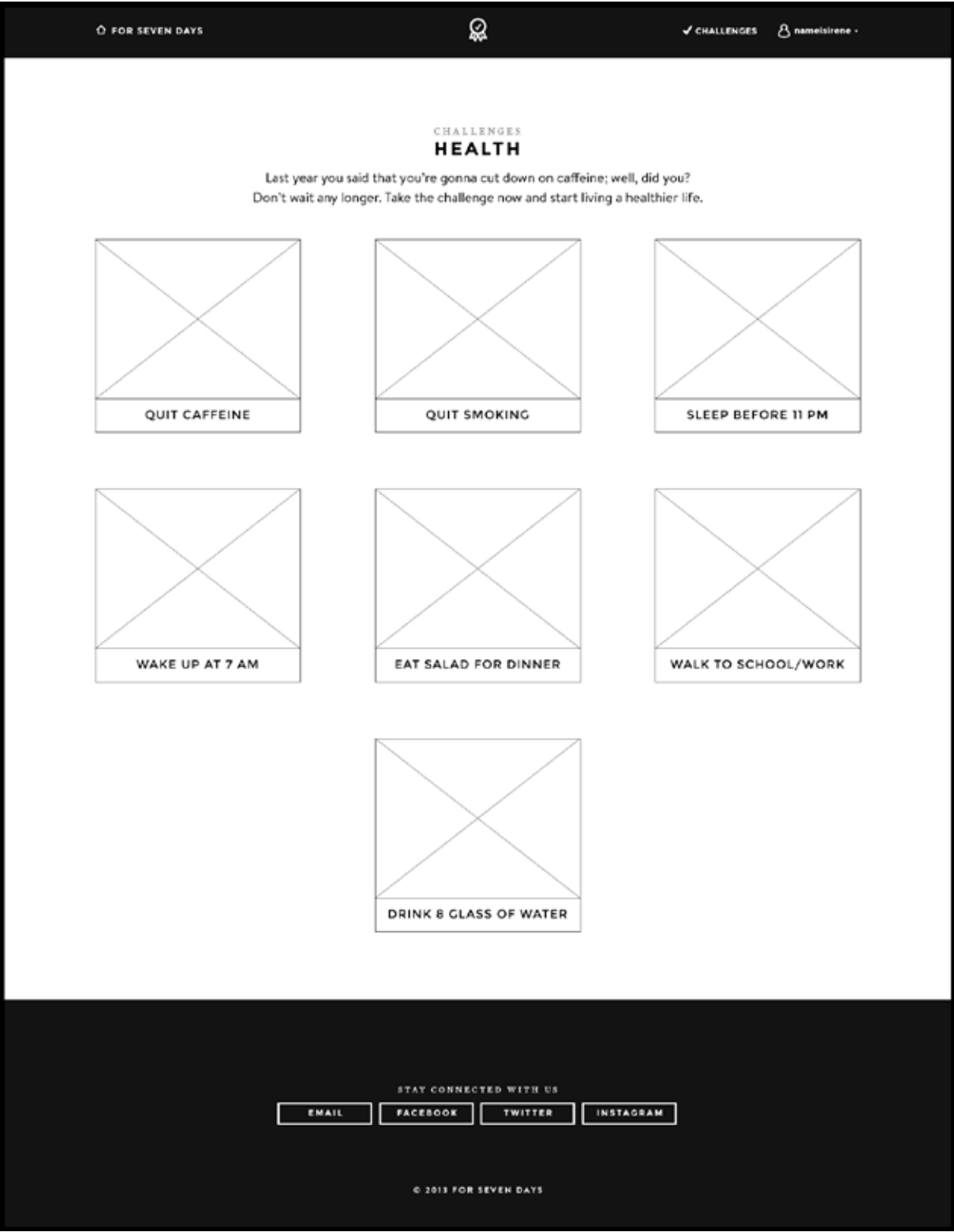
Although the plan was to have 7 challenge categories and 7 challenges per category (which mean 49 possible choice in total), I'm only going to build one that is fully functional. And if time allows, I'll build more than one. Also, leaderboard and the point reward system feature will only stay as prototype for the time being.



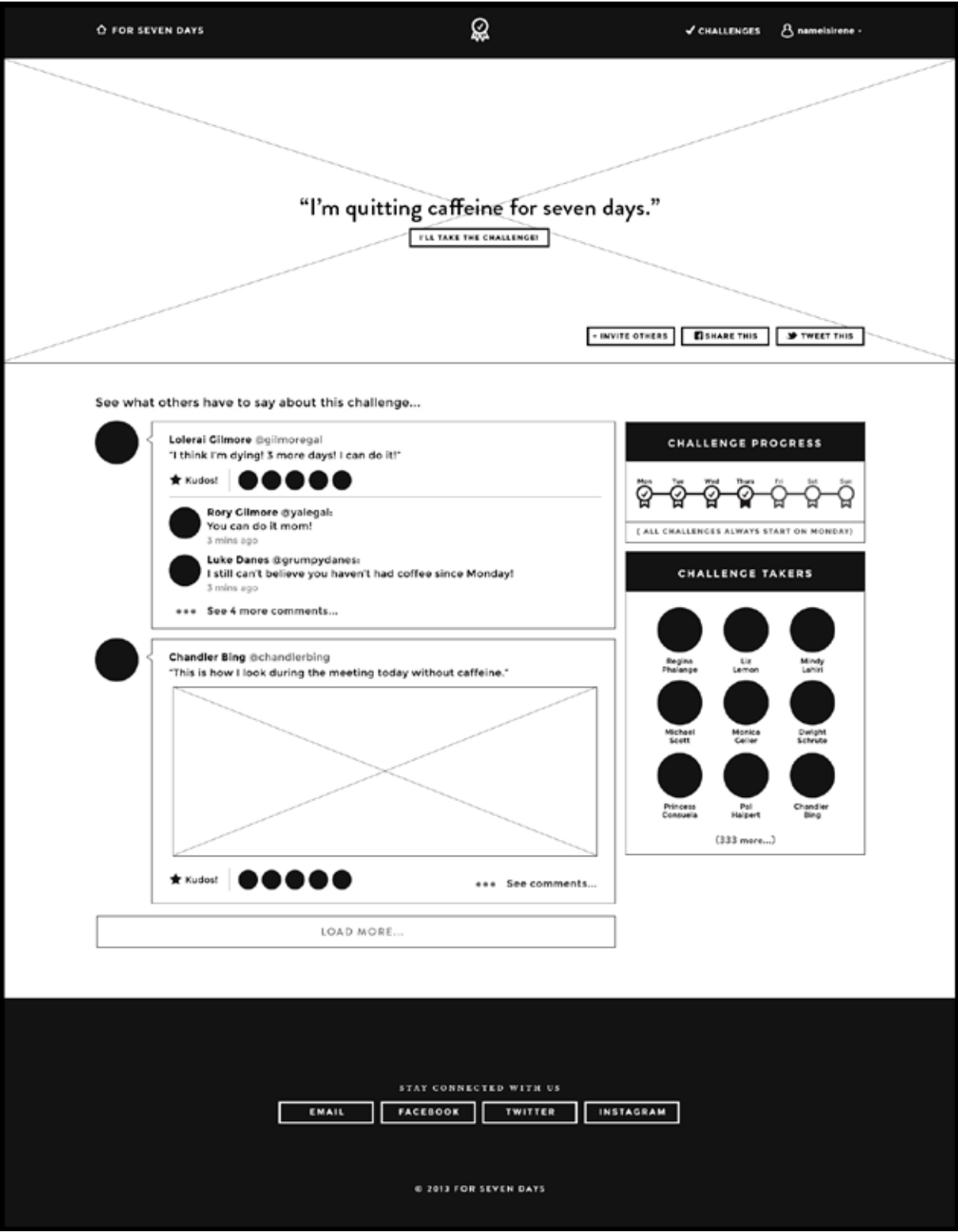
WIREFRAME
CHALLENGE CATEGORY PAGE



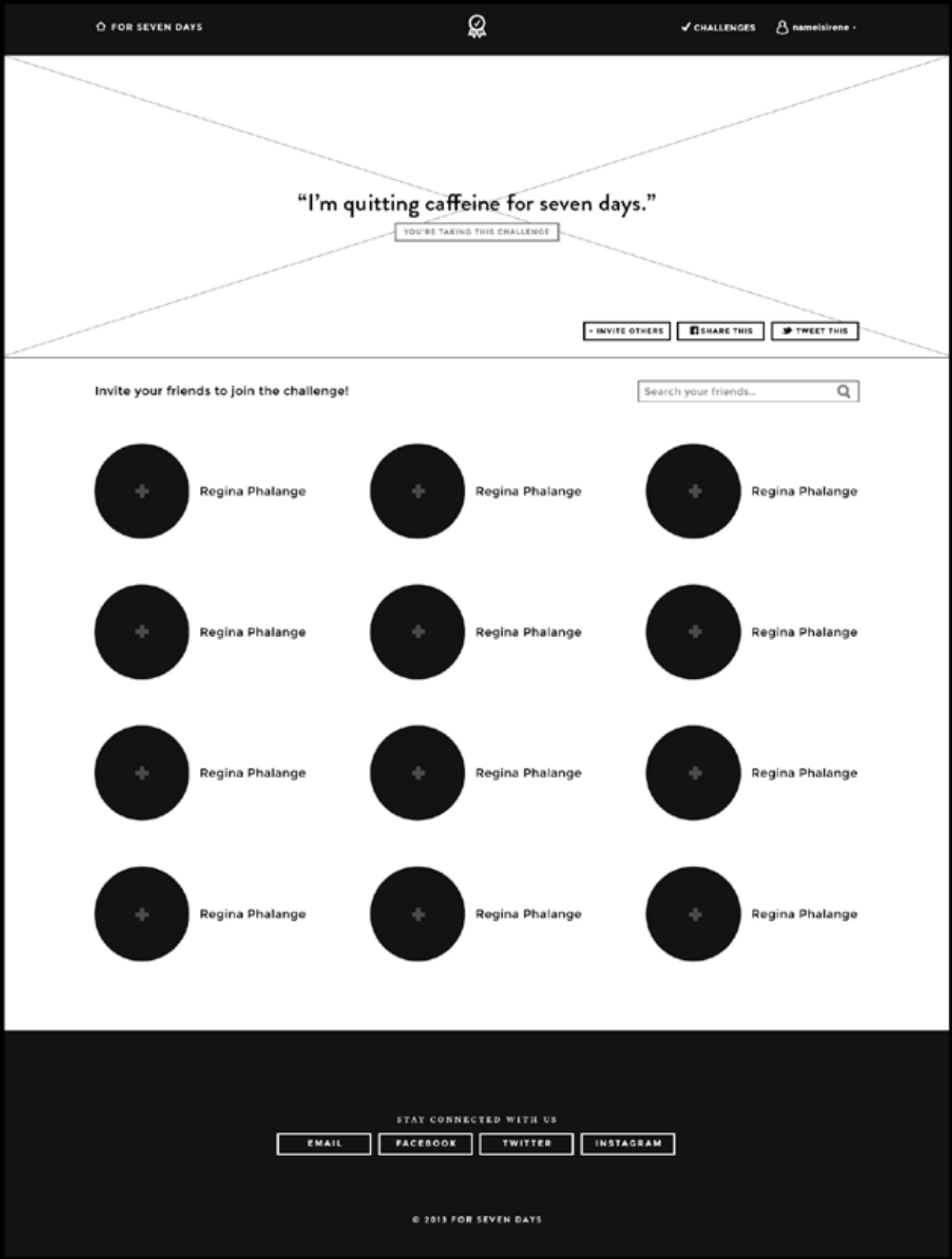
WIREFRAME
LIST OF CHALLENGES



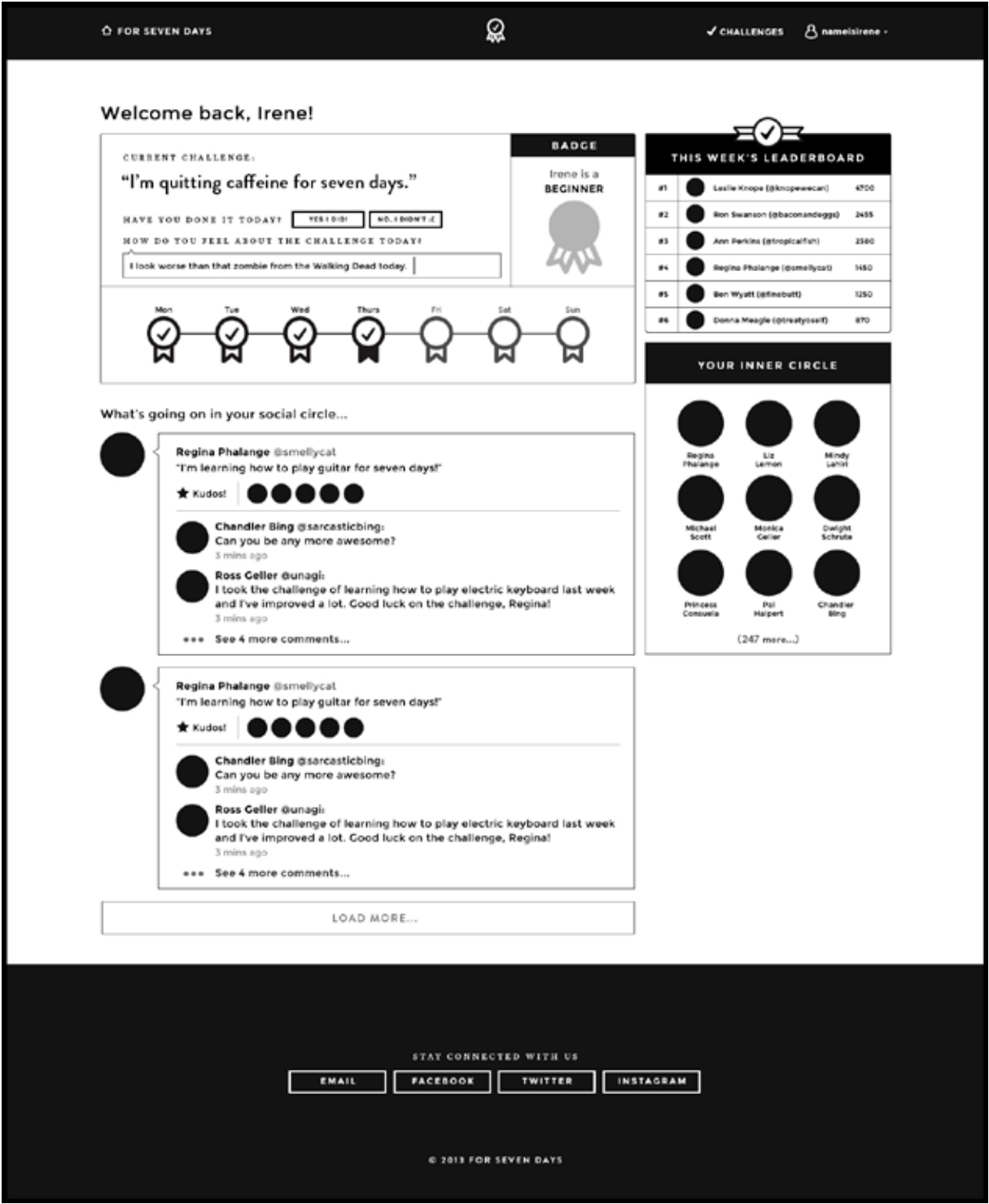
WIREFRAME
CHALLENGE PAGE



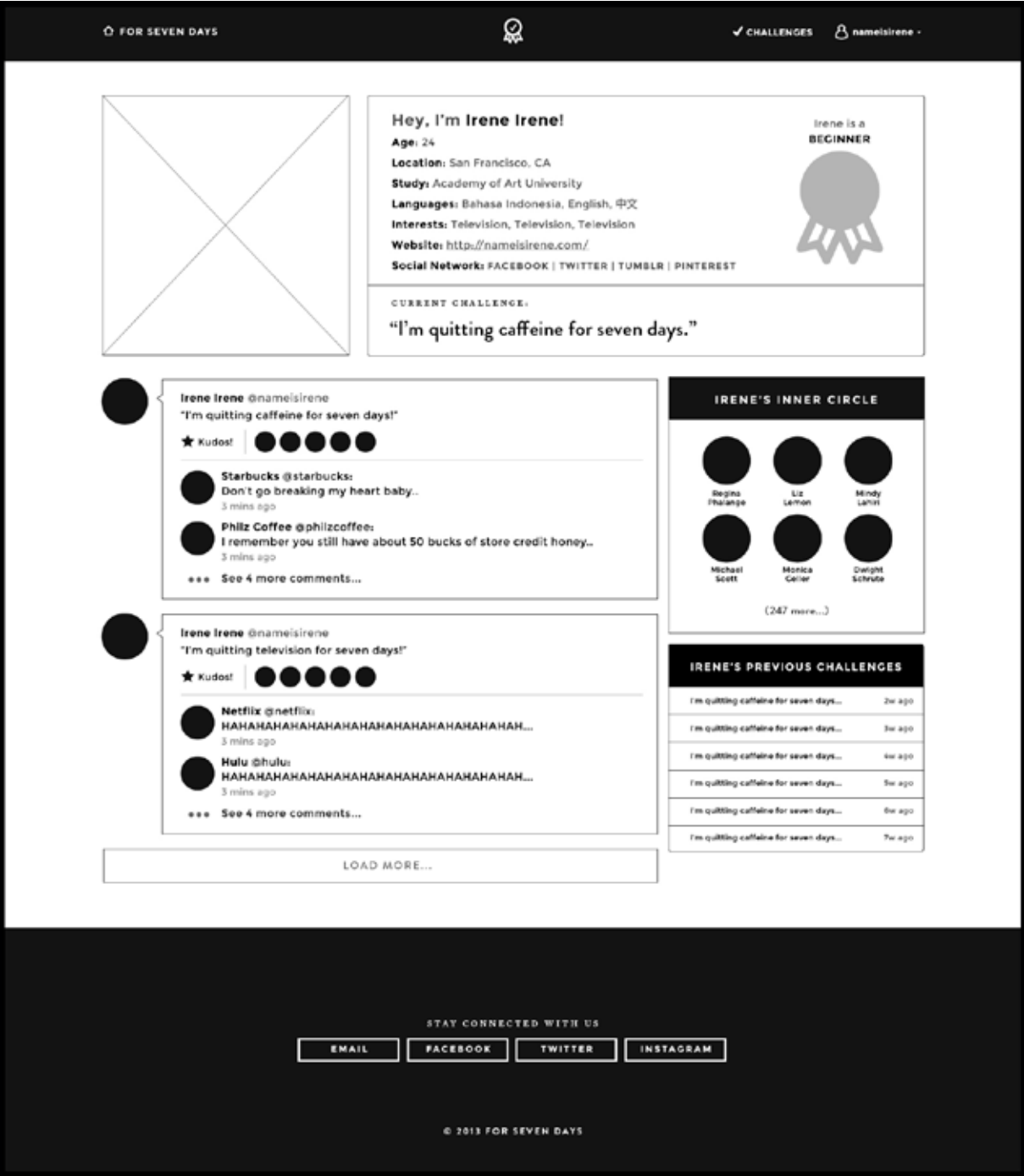
WIREFRAME
INVITE OTHERS PAGE



WIREFRAME
USER DASHBOARD (AFTER SIGN-IN)



WIREFRAME
USER PROFILE



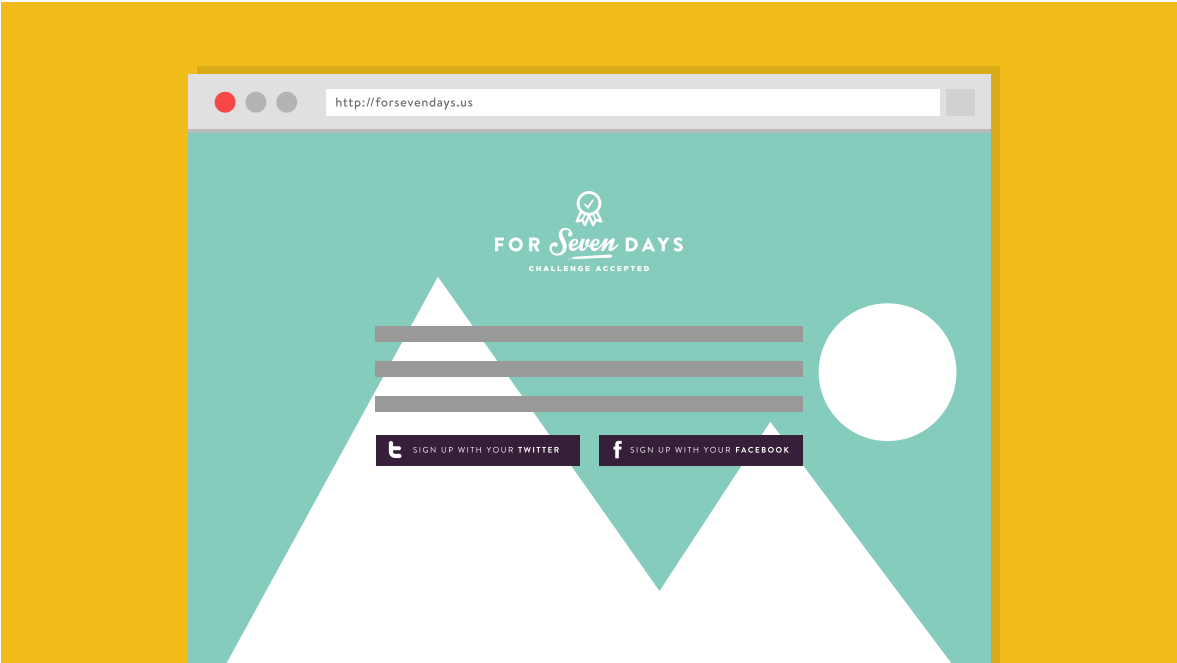


PROOF OF CONCEPT

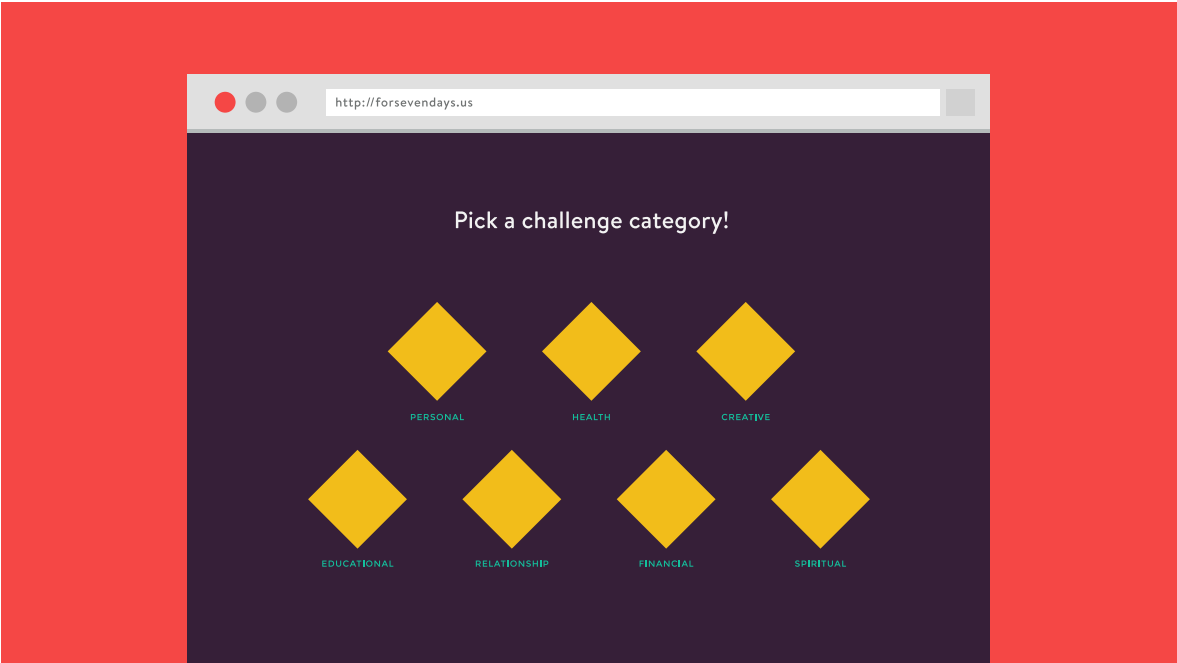
Remember Frank? He's one of the personas I used for this project. Now, I'm gonna use his task flow to briefly walk you through the functionality of the site.

*“I can’t quit drinking coffee
when all my coworkers
are doing it!”*

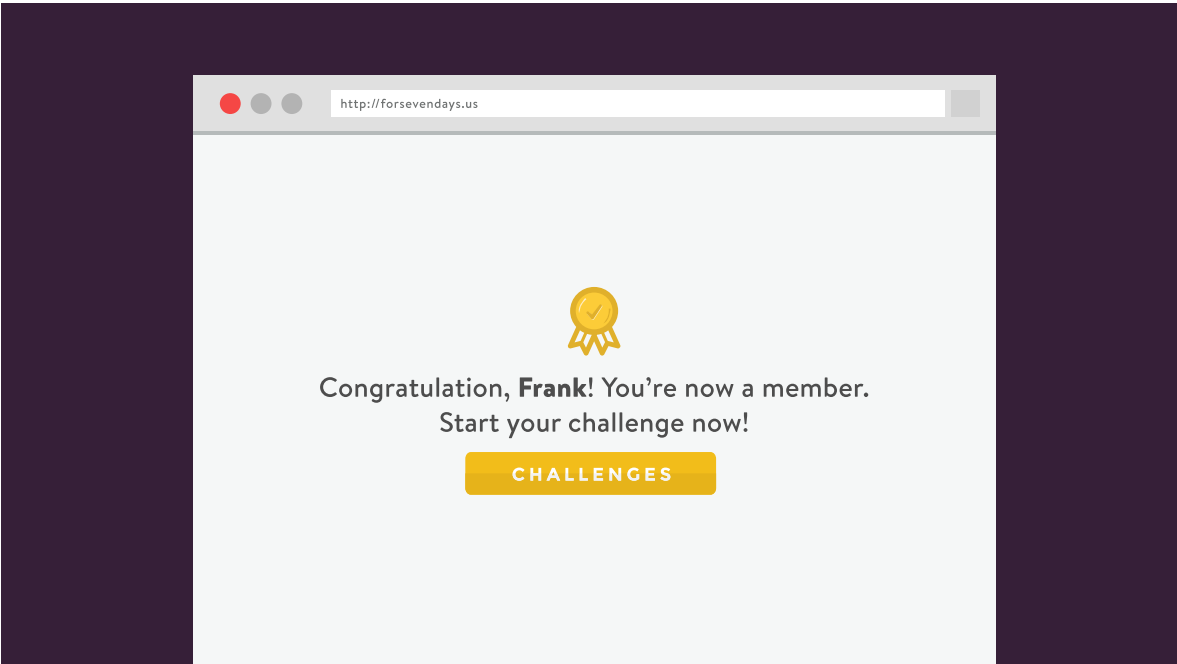
- FRANK, A CAFFEINE JUNKIE WITH NO WILLPOWER.



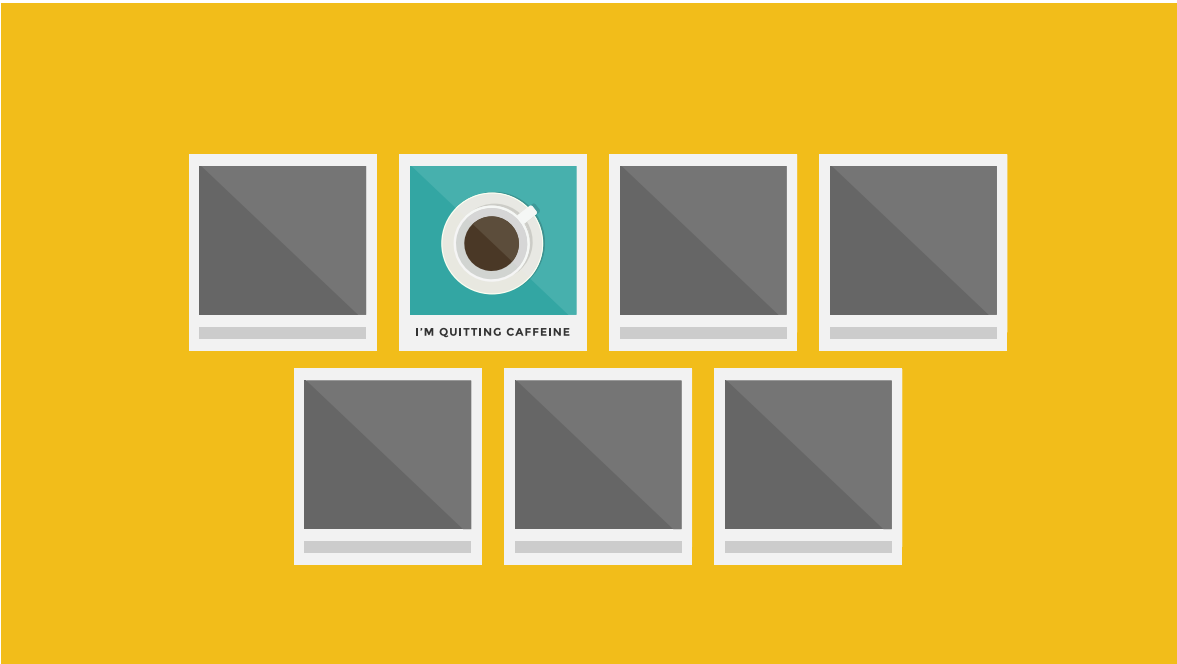
01. He goes to our site, he signs up.



03. He goes to our challenge categories page.



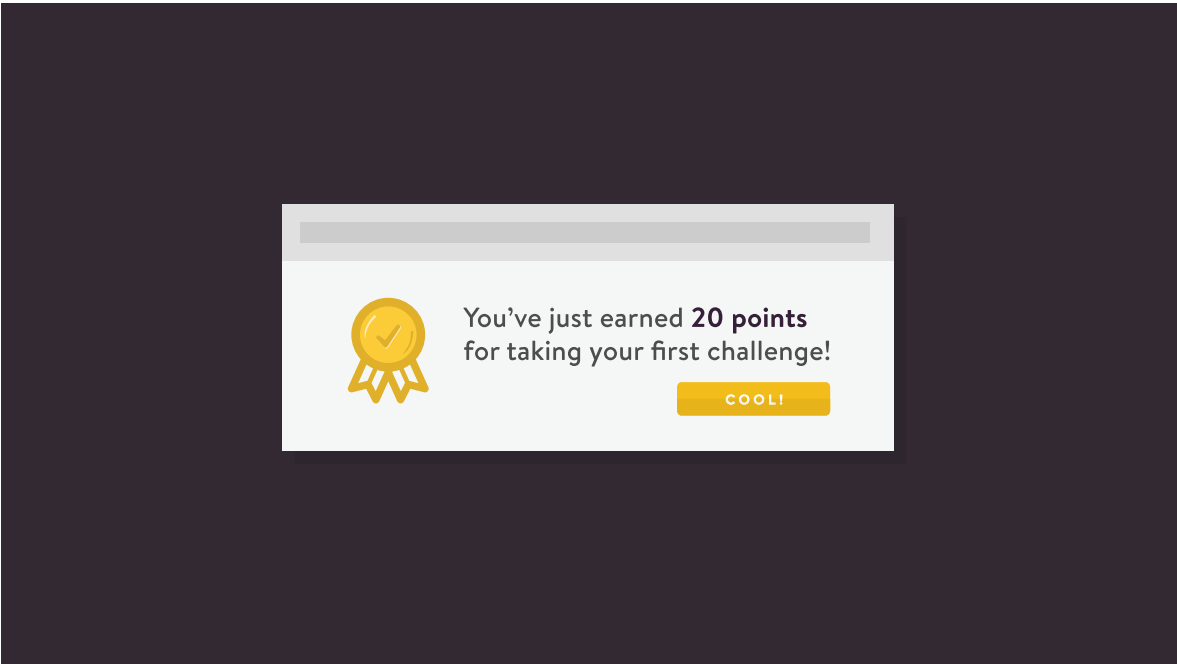
02. He's now a member!



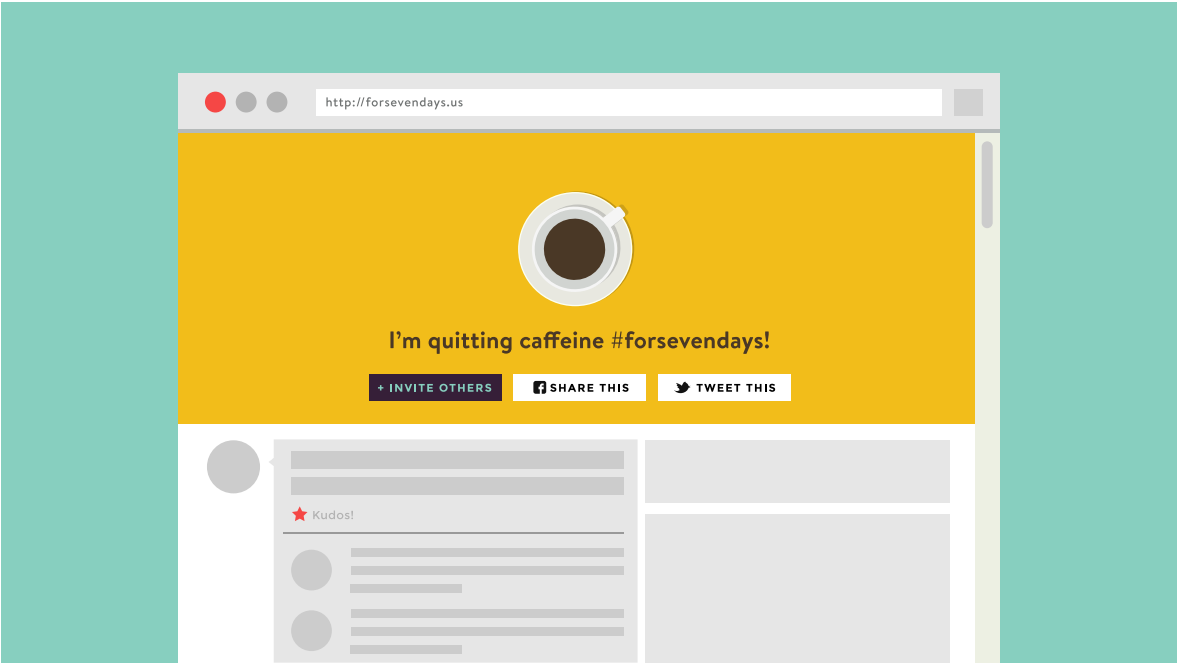
04. He picks "I'm quitting caffeine" challenge.



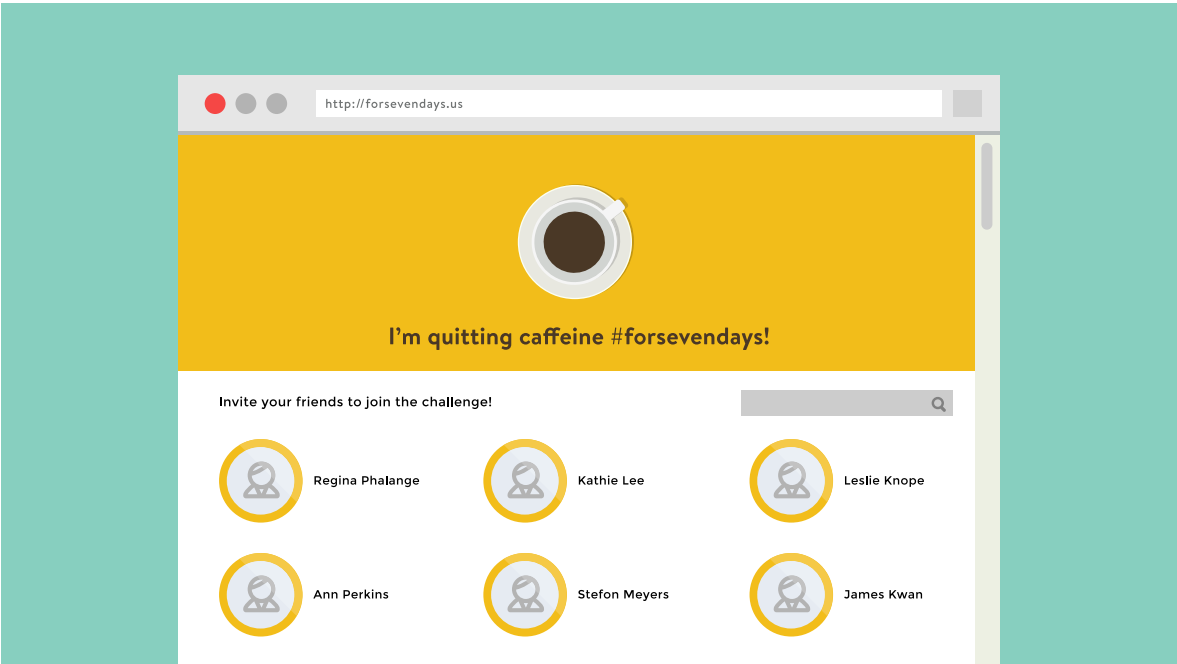
05. He takes the challenge.



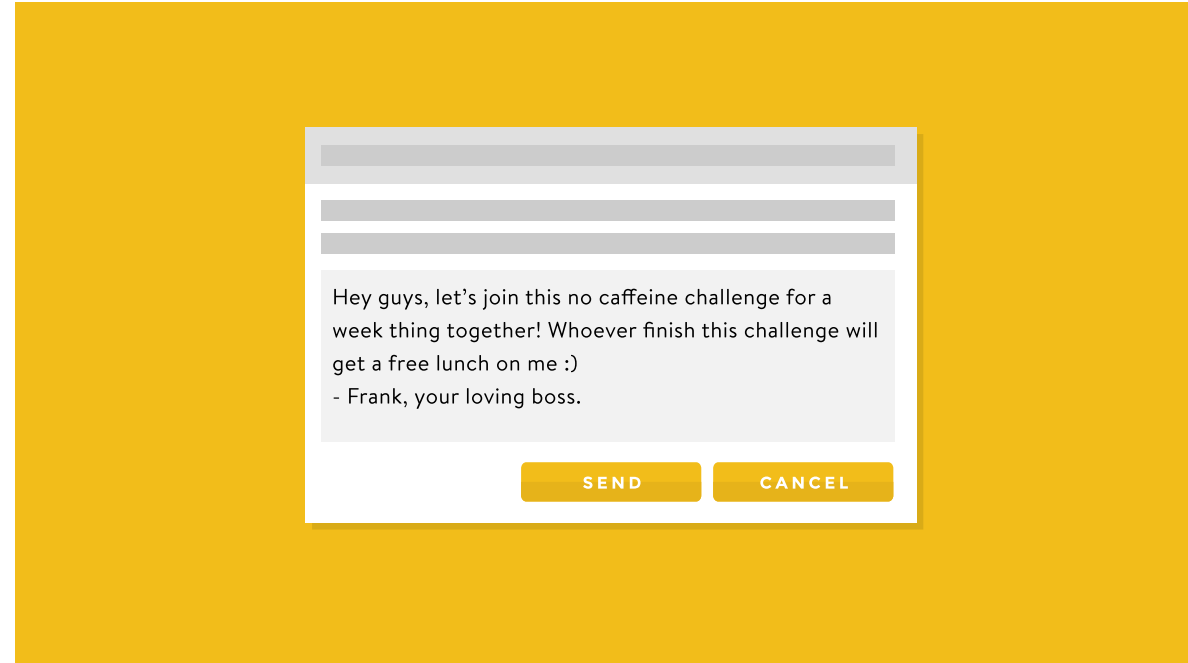
06. He earns his first 20points for taking his first challenge.



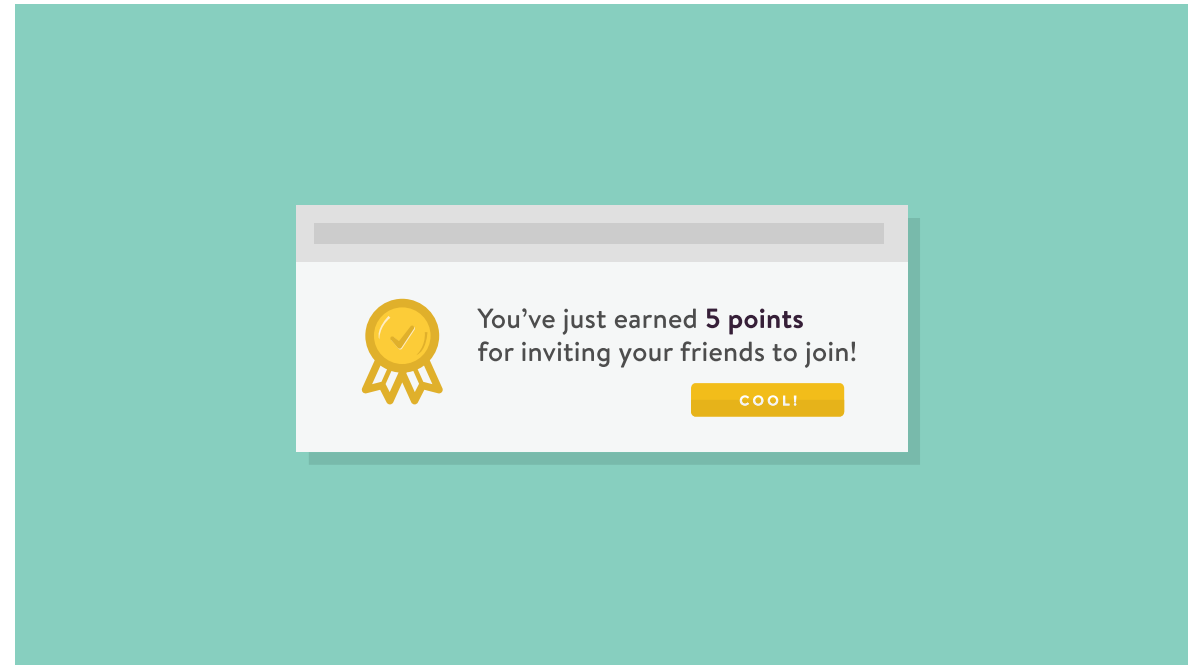
07. He goes to the challenge page and clicks on "Invite Others"



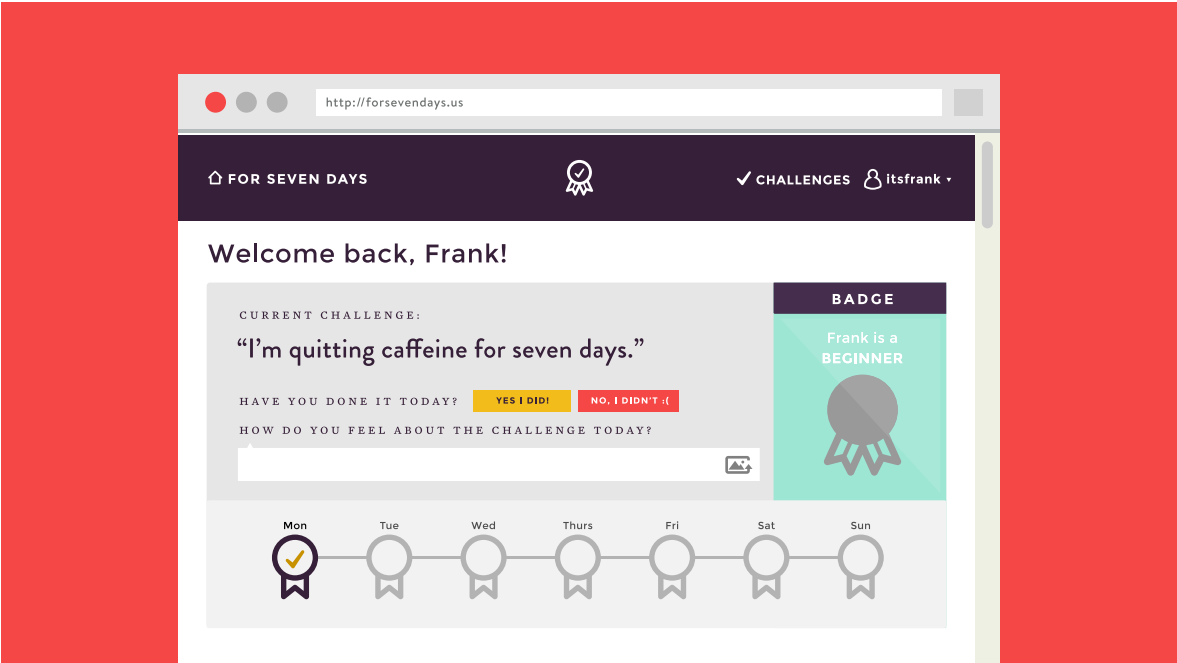
08. He clicks on his colleagues' names.



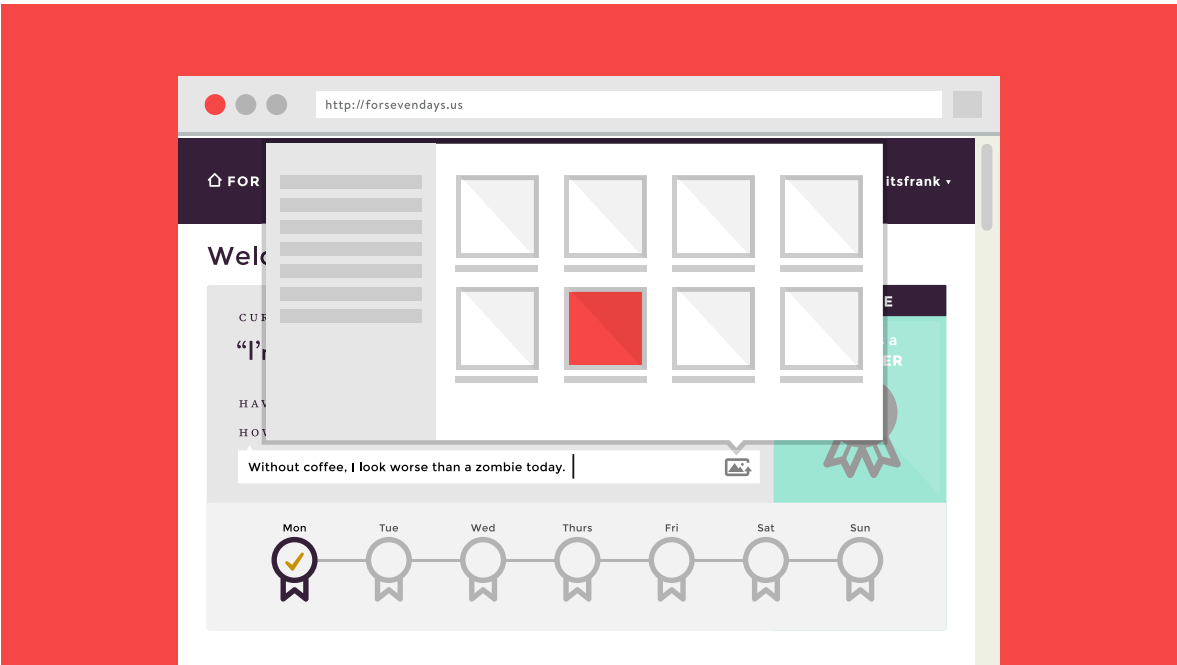
09. He sends them the invitation + message.



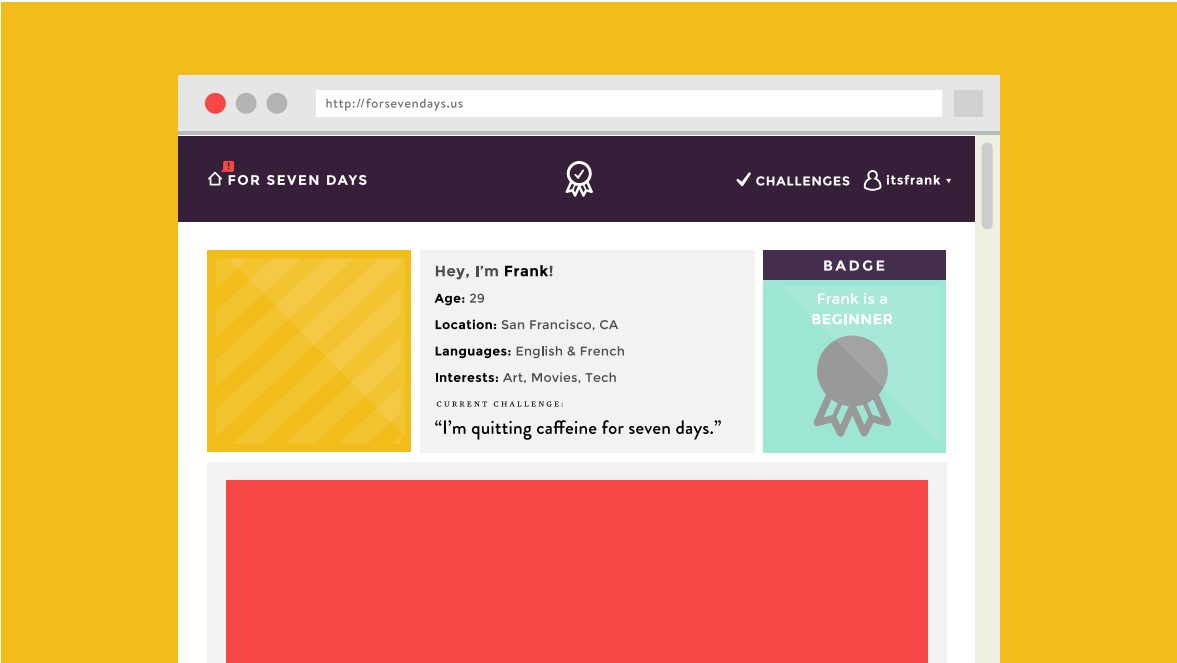
10. He earns another 5 points!



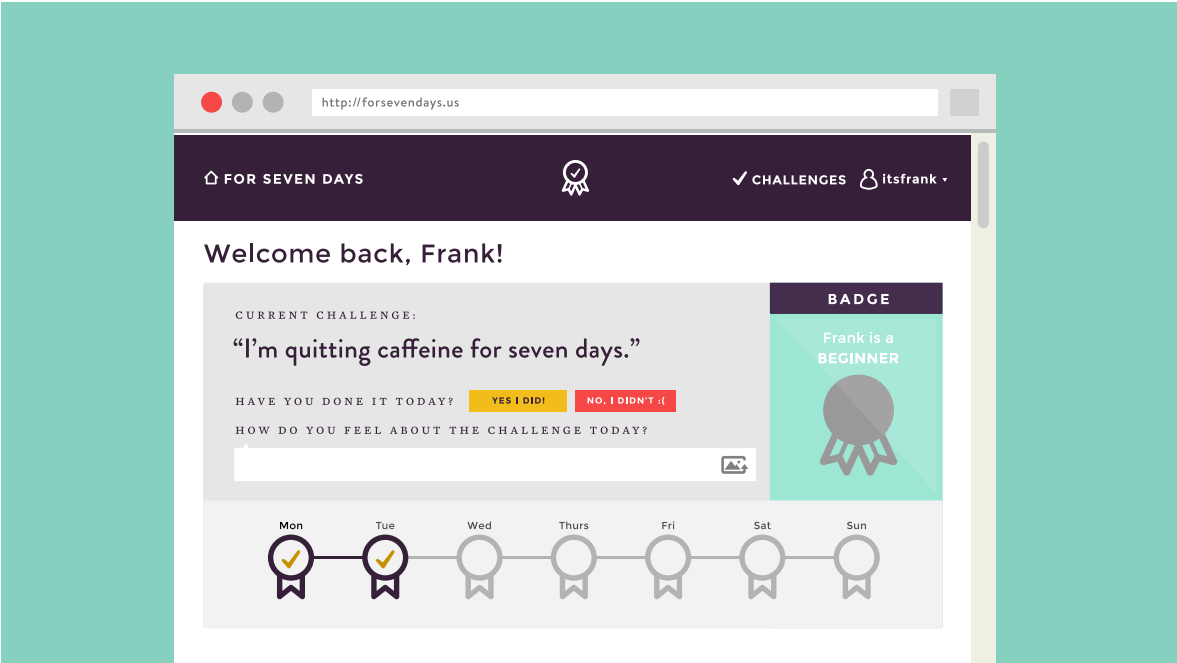
11. He goes to his dashboard and checks in for his first day.



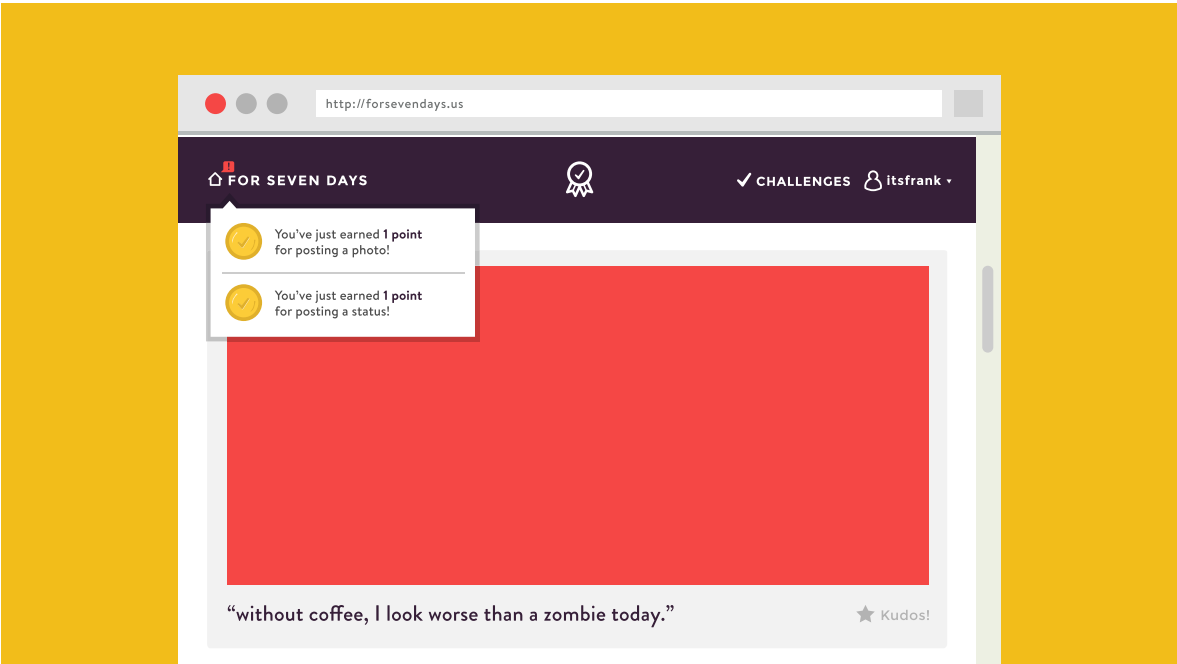
12. He uploads a photo + posts a status update.



13. He goes to his profile.



15. He continues coming back to our site for the next 7 days to check in.



14. Oh, push notification! He earns points again for posting a photo + status.



BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

x

HOEFLER TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz



ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

X

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz



LOGO #1

7 → ✓

LOGO



SUBMARK



FONT



COLOR PALETTE







GRAPHIC ELEMENTS



LOGO OPTIONS



LOGO #2

	<p>LOGO</p> 	<p>SUBMARK</p> 
<p>FONT</p> <p>SEVEN</p> <p>START SMALL</p> <p>LIVE LIFE CHALLENGED</p>	<p>COLOR PALETTE</p> 	<p>GRAPHIC ELEMENTS</p> 

<p>LOGO OPTIONS</p>		
		



LOGO



COLOR PALETTE



LOGO #3

LOGO OPTIONS (WITHOUT EMBLEM)



LOGO OPTIONS (WITHOUT EMBLEM)



FINAL LOGO



FONT



COLOR PALETTE



GRAPHIC ELEMENTS



TIMELINE



CONCLUSION

Elliquam, consequi atem quatusdam, consequidem sundias molessimus aliquam non pro ma adipidis eumquod et exped earchita quae est aut velessitisit lacea quunt into omnit aut eaque perum ania into qui aut andis quia volor am ligenis derumet excea eatiscia consedis conem. Icide volesci psante nobitis sum qui aut a sed que iunt is ut laborerciat ipsam, conserchit occus ab is molenis accabor erciend iaepediaest eaqui dias aritatu rehenim nonserum qui dolo volorerit ipsande nus, odignis et am que alibus quiam, ullist voluptam, sum lam iduntium exces mi, cum que ligendantio blatium quossi sunt



**CHALLENGE
ACCEPTED**

