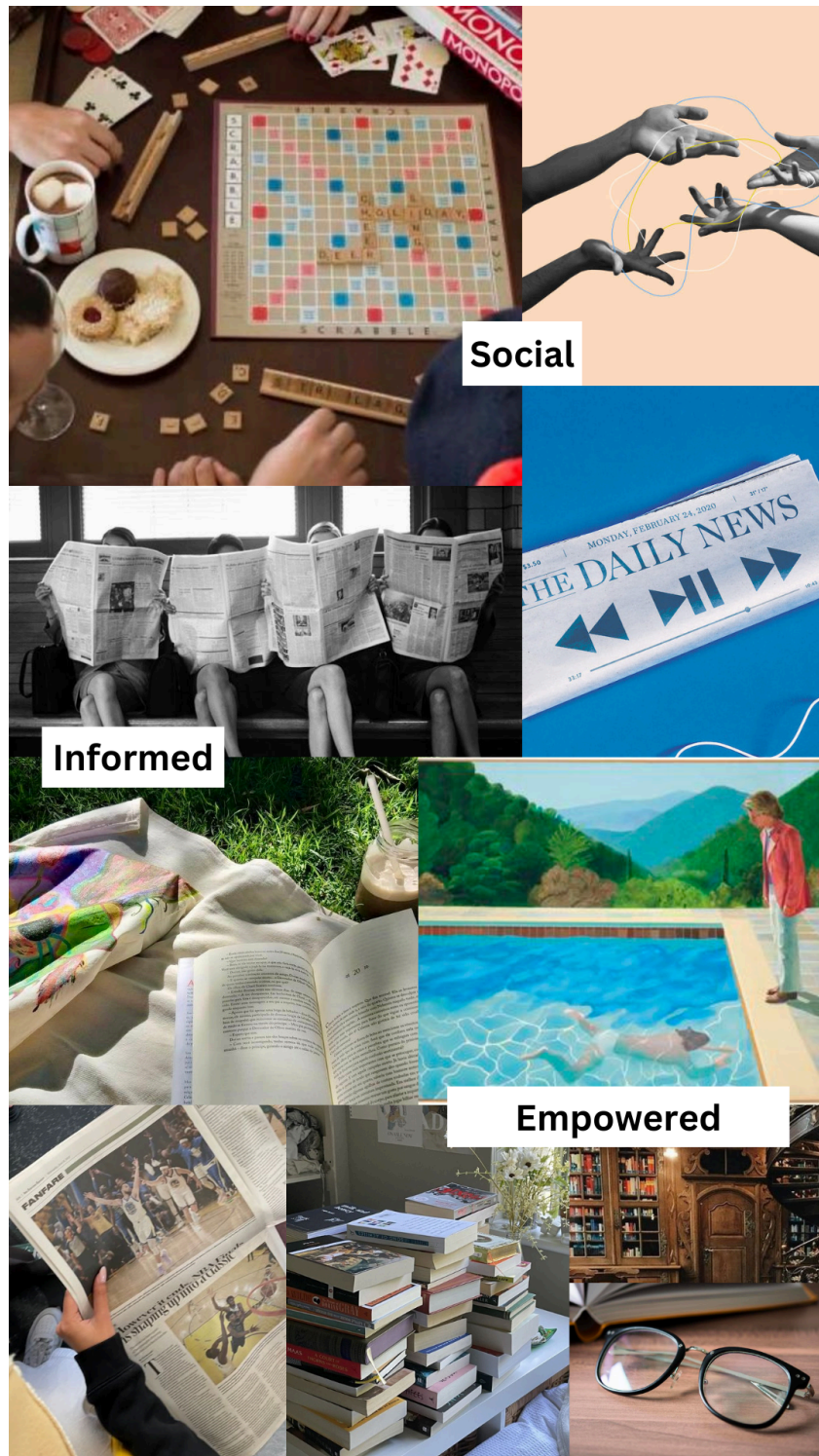


Final Moodboard:



Individual Moodboards

Chloe: For my moodboard, I wanted to create a glamorized aesthetic of reading the news. I leveraged images from Pinterest to create a sophisticated feel. I also added images of women reading the news to evoke feelings of empowerment. I also included images of women hanging out in more casual environments to suggest that social interaction around reading the news does not necessarily have to be high-brow, and can be more approachable.



Ethan: In thinking about my mood board, I wanted to get across efficiency, simplicity, and minimalist interaction. In my conception, this news app is designed for people to quickly get what they want to see and share that efficiently with their counterparts. Akin to sending a post-card to someone, I had conceived of this interaction as similarly low-stakes.



Executive Summary Infographics



Hannah: For my moodboard, I wanted to tie into a sense of community, leisure, and education. Moreover, I wanted to emphasize a more casual, gamified experience of learning together. In my ideal conception, I was considering a book-worm aesthetic for the more studious news consumer.



Leon:



To align with the tenets of our app, I wanted my mood board to appear intellectual in tandem with being casual. Interestingly, in the pursuit of achieving this aesthetic I naturally gravitated towards images in the morning. This warm feel is something I believe we should strive encapsulate in our app design.