

MoMA

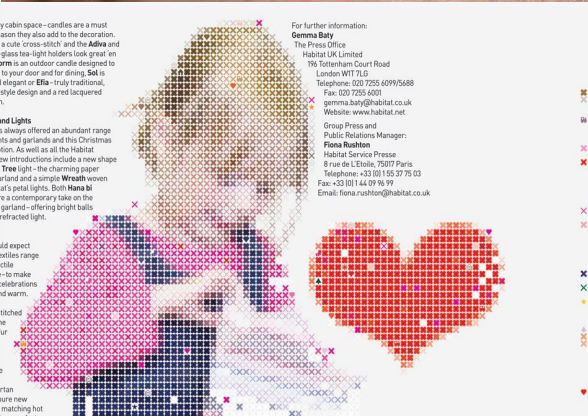


ycabin space - cardies are a must  
ason they also add to the decoration,  
a cute cross-stitch and the **Adira**  
and glass tea light holders look great in  
**Wreath** is an outdoor candle designed to  
to your door and for dining. **Sol** is  
is elegant or **Blia** - truly traditional,  
style design and a red lacquered  
1.

**Ind Lights**  
s always offered an abundant range  
its and garlands and this Christmas  
don. As well as all the Habitat  
ry introductions include a new shape  
**Tree light** - the charming paper  
of and a simple **Wreath** woven  
a's potal lights. Both **Hana** bl  
e a contemporary take on the  
garland - offering bright balls  
refracted light.

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# Nhu's Mood Board

- I want the mood board to be fun and youthful (matching our target demographic), so I opted for bright colors and bold design to really dig deep into that
- I especially like the cartwheel image because it really exemplifies the energy our product is going for



# Marcus's Mood Board

- This mood board prioritizes conversation and the act of speaking with others, and since our product aims to develop confidence in immersive environments for new speakers, I thought this would be a good fit
- The key goal of our product is making sure people are having a good time with the language they learn, and I think these photos show that



# Adi's Mood Board

- I wanted to show that our product is truly immersive and expands your access to doing things around the world, so I opted for really beautiful landmarks and places around the world all with a sunset hue
- I thought the sunset hue shows a transformation and something hopeful, so I wanted to use that in the imagery
- The core idea is that you feel at peace in all of these amazing places around the world because of our product

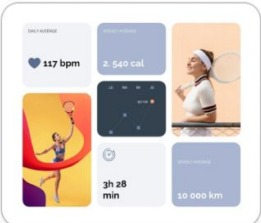
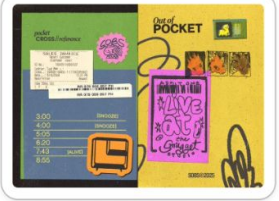
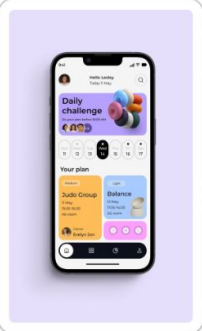
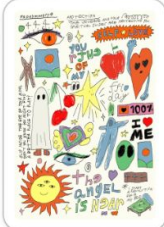
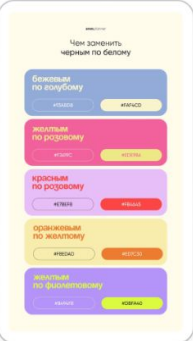
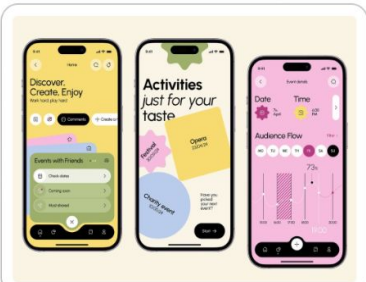


# Anthony's Mood Board

- I wanted to show the personality of someone who might be using our app and their conviction to travel
- Our target audience is formed of young professionals who want more immersive, travel-related experiences who think learning a language can augment their experience, so I wanted to put the world through their eyes and all the associated travel experiences on this moodboard

# Final Mood Board

## Section 1



# Final Mood Board

- We wanted to keep the bright, bold design for our product and use playful hues throughout
- We chose to not include a lot of explicit travel imagery in our final moodboard because we wanted the core of the product to be something enjoyable and lightweight, not burdening users with the idea of them traveling to be a must
- We still will aim to have an immersive, travel-related experience in the app, though, so users can feel like they are traveling the world from their phone and our app

# Style Tile


Font

**Display**  
TalkTalk

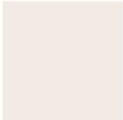







Heading  
Talk talk to anyone

Subheading  
Talk talk to anyone

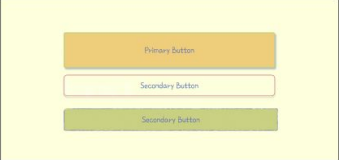
Logo



Colors

|   |   |  |   |
|---|---|--|---|
|  |  |  |  |
| Background<br>F3EAE3  | Header text<br>primary<br>6777B6  | Button bg<br>secondary<br>CAD183   | TEXT COLOR<br>383838  |
|  |  |  |  |
| Button text<br>tertiary<br>D27089   | accent<br>D3C1CD  | accent<br>EECE7B   | accent<br>D8560E  |

Buttons



Adjectives

Adjectives  
Playful  
Immersive  
Youthful  
Personalized  
Adaptable