

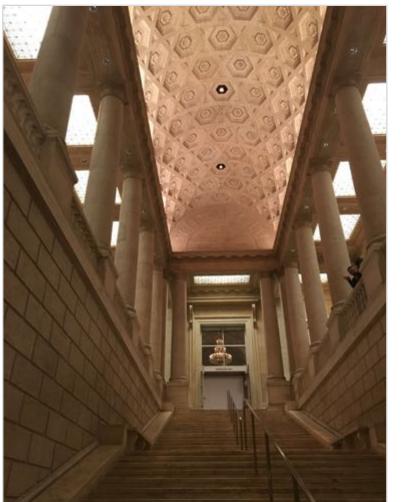
Kalyani Deshpande



# My family







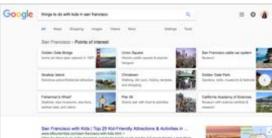




We had a fun day at the museum, but.....

# ......finding and planning the activity was hard!







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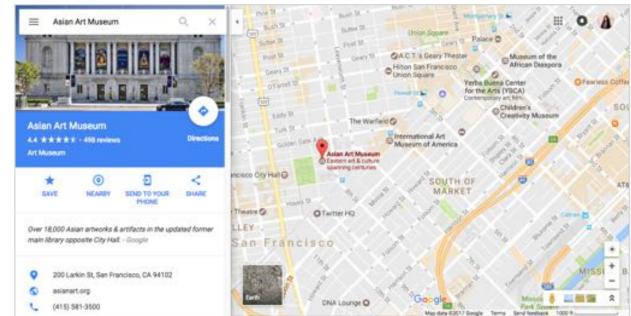
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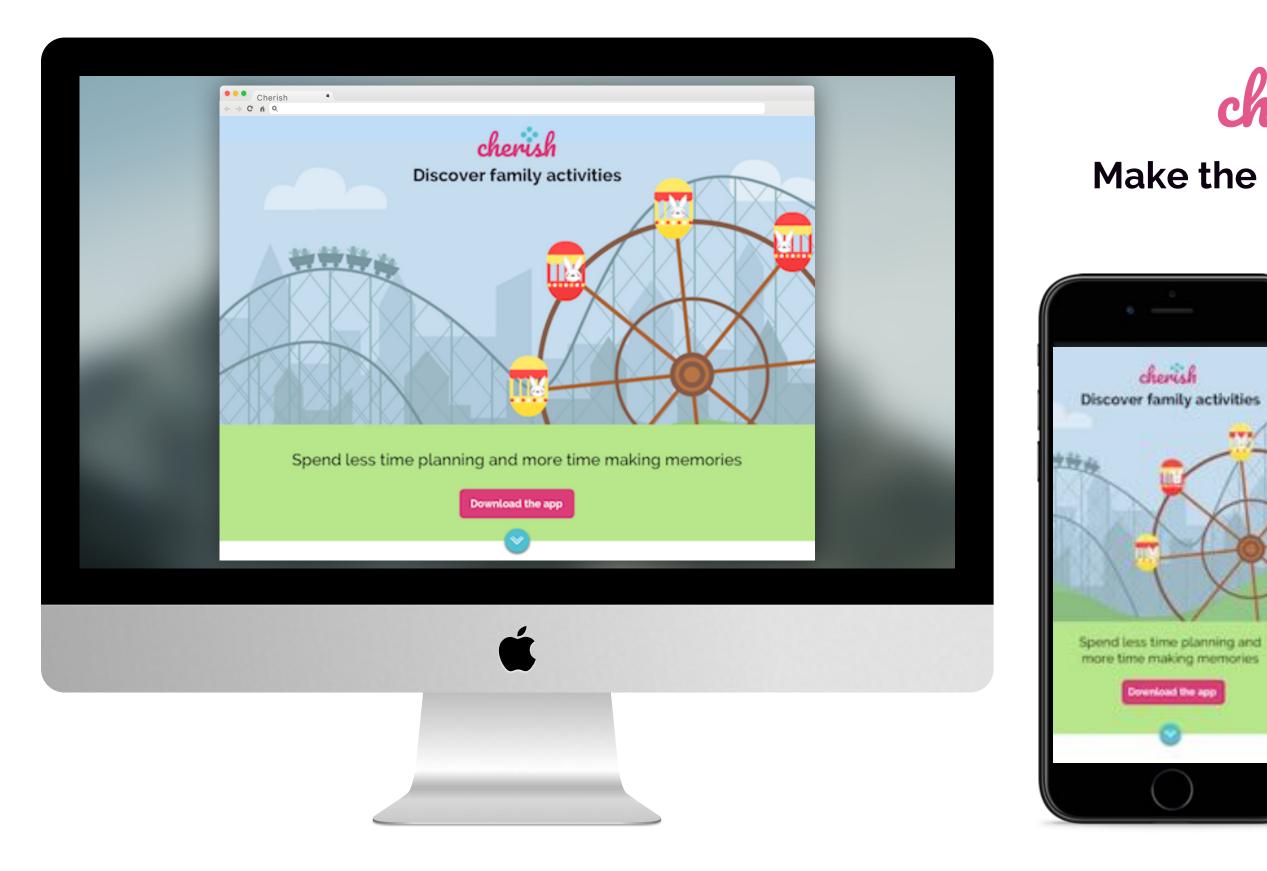


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# Creative brief

Creative Brief | Cherish: Kids Activity Finder App

Kalyani Deshpande

## PROBLEM

Parents want to spend quality time with their kids and share new experiences with them but don't have a lot of time to research activities. Finding kids' activities and events is time-consuming and involves several steps such as looking up various websites (museums, theaters etc.), determining how long the activity will take and commute time, purchasing tickets, checking weather, researching nearby restaurants and communicating with friends and family who may be interested in participating.

### OBJECTIVE

Design an app that makes the process of discovering and planning kids' activities easy.

## AUDIENCE

The target audience is men and women, ages 25-55, who are parents of or who care for children between 1 and 12 years old. They have access to the internet and social media. They actively use apps on their smartphones for everything from finding directions to ordering food. shopping and managing finances. They are busy and believe in making the most of the time they have with their kids. They enjoy simple activities such as visiting the park but are also interested in sharing unique experiences with their children such as theater performances.

## COMPETITION

Apps: Yuggler, Galore (covers drop-ins, camps and classes), Trekaroo (travel-related) Websites: Bay Area Kid Fun. 510 Families, Trekaroo (travel-related), Yelp

## DELIVERABLES

Logs: Alogs in EPS and ... IPG versions.

Moodboard: A compilation of images and typefaces that visually represent the brand Brand style guide: A style guide outlining the colors, typography and grid for branding consistency.

Competitive analysis: A visual tour of existing services operating in the same domain Mockups: Desktop landing page, mobile (IOS and Android) and iPad.

Presentation deck: A deck that includes the above, including parts of my process that will provide insight into the design decisions that contributed to the final solution

## SCHEDULE

Moodboard Jan 31 Brand style guide: Feb. 14 Low-fidelity wireframes: Feb. 21 Mockups: Feb. 28 Final presentation: 3/14 or 3/16

# Objective: Design an app that makes the process of discovering and planning family activities easy.

Target audience: men and women, ages 25-55 who are parents of or who care for children between 1 and 12 years old.



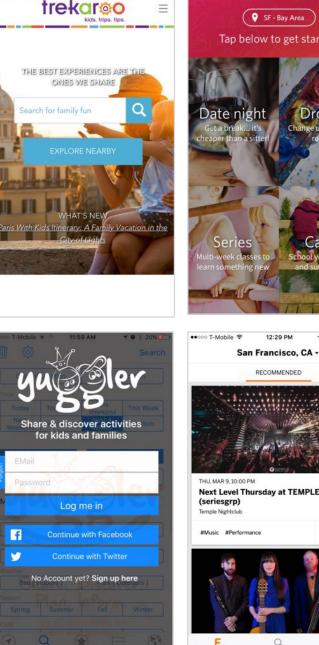
# Activity websites and apps

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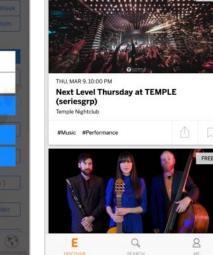
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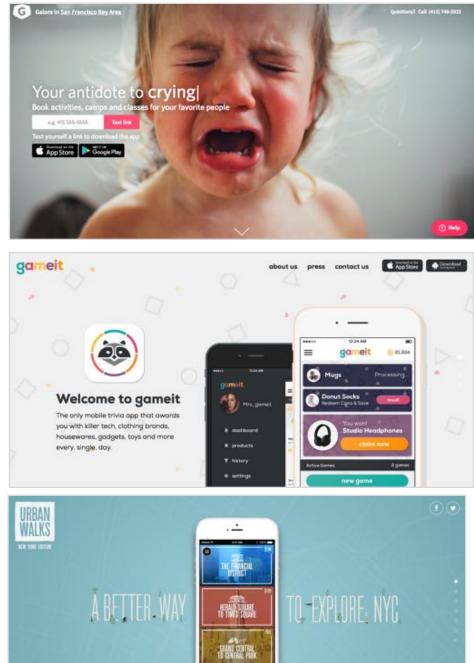
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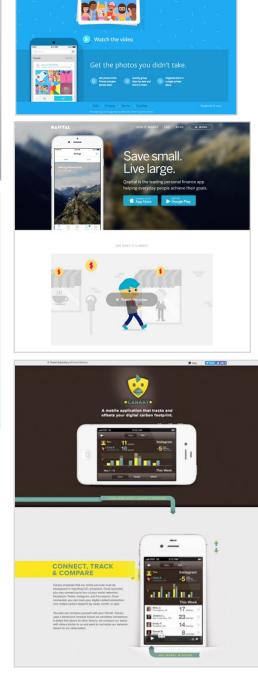




# Landing pages



App Store



App Store

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family fun adventure play joy cherish

# Color, imagery & typography

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| HEADING 3<br>Raleway, Bold, 26 px<br>SUB-HEADING 1<br>Raleway, SemiBold, 20px/30px |         | #D8D8D8 | #8E8E93 | #FFFFF  |

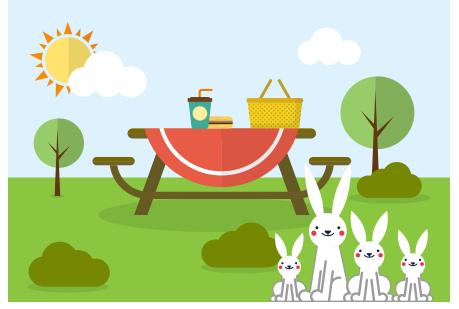
BODY 1 Raleway, Medium, 16px/25px

> BODY 2 Raleway, Medium, 14px

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Raleway, Bold, 18px

BUTTON 2 Raleway, Bold, 16px



Source: Vecteezy.com



# **Discover family activities**

Spend less time planning and more time making memories

## What fans are saying

## Find an activity based on your family's interests and schedules

Whether it's spending the day at SFMOMA or a couple of hours hiking, you can find things to do that you and your kids enjoy.

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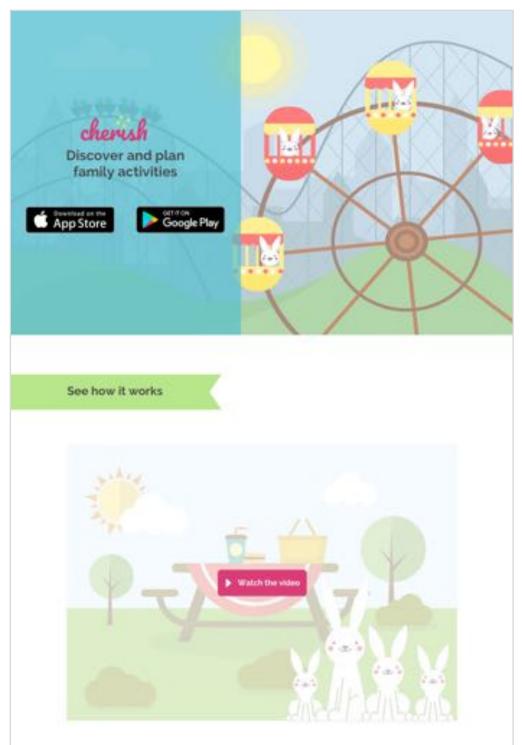
Download the app







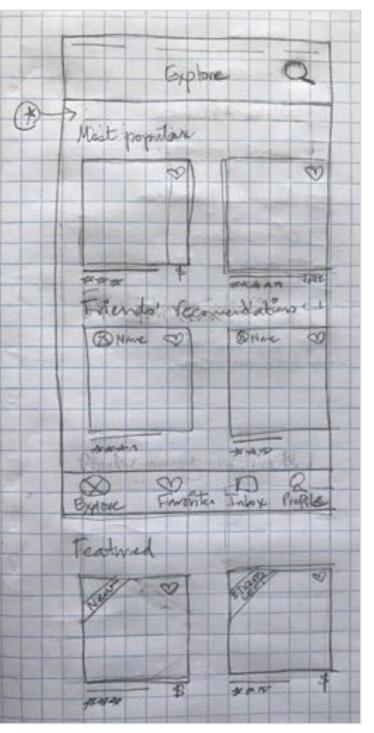
# Landing page



Replace download buttons with a single button, bring features info. up and move video further down the page

> Place Search on the tab bar for easy access

# Explore tab on App







# Spend less time planning and more time making memories



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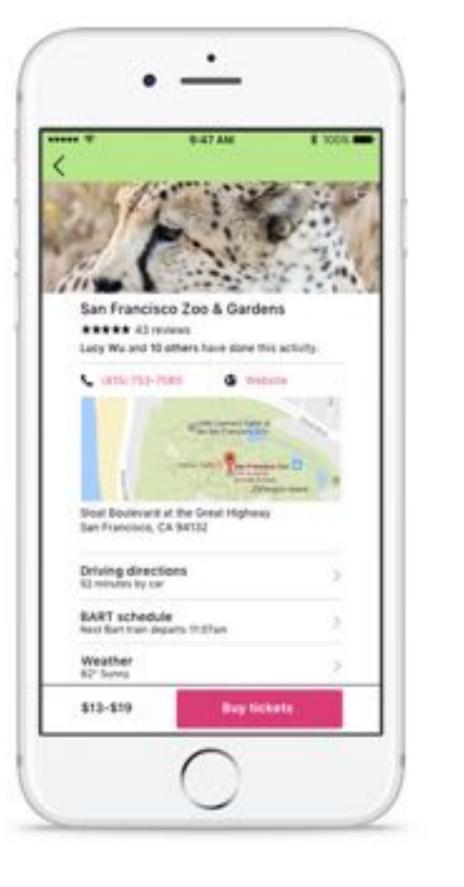
# How it works

# Find an activity based on your family's interests and schedules

Whether it's spending the day at SFMOMA or hiking for a couple of hours. you can find things to do that you and your kids enjoy.

## Plan your entire outing with just one app

Cherish helps you get it all done – buying tickets. getting driving directions or train schedules and checking the weather forecast.







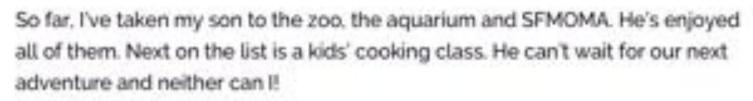
## Save time on the details

Use the pre-made packing list to take what you need for where you're going. Get nearby restaurant recommendations and chat with friends and family to coordinate easily.

# What fans are saying



The app is so easy to use. In less than ten minutes, I had an entire day planned for my family. I've shared the app with my friends and coworkers and now they're using it.



- Tiffany Sanders

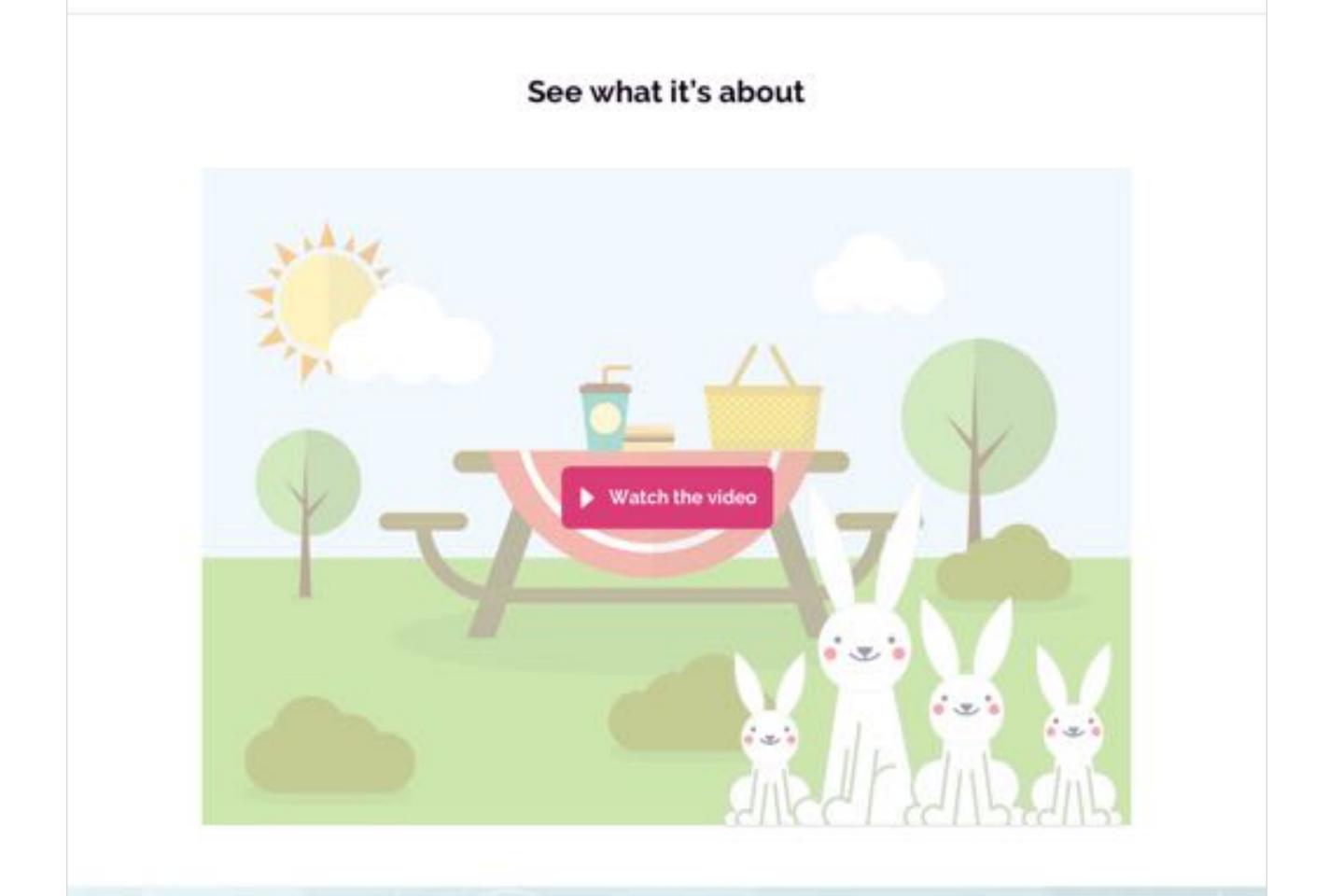




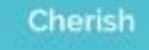
What I love most about Cherish is the packing list. I don't have to think about what to take or worry about forgetting anything. I just look at my list, pack the bag and we're out the door.

- Chase Cortez

Abbie Palmer











# Connect with us

 How it works
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- Build out remaining app screens
- Conduct usability testing
- Work with a developer

Source: Vecteezy.com

