

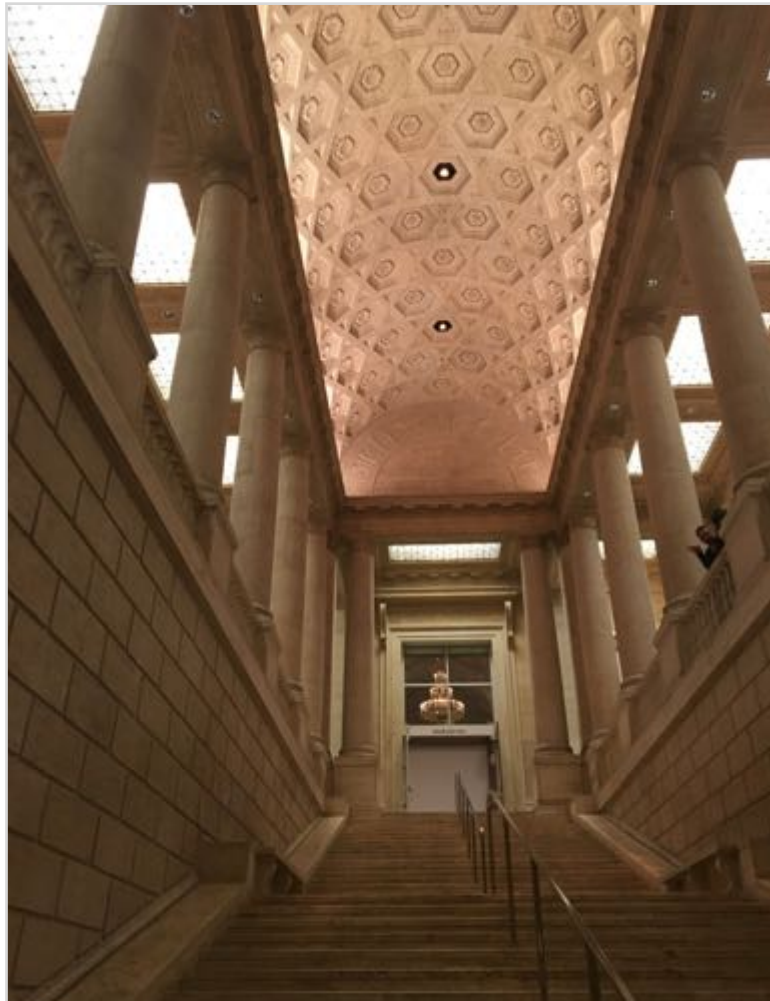
cherish

Kalyani Deshpande



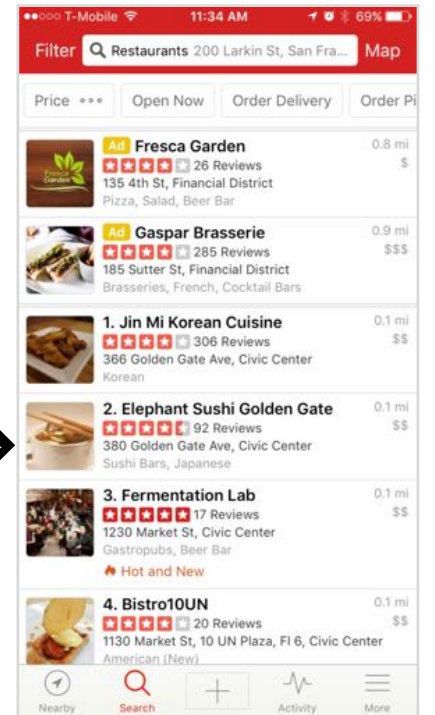
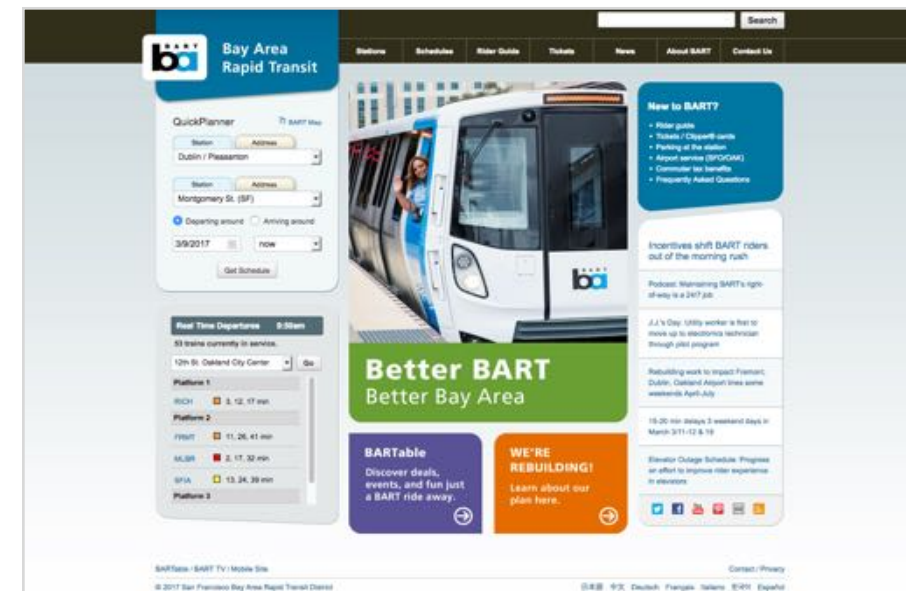
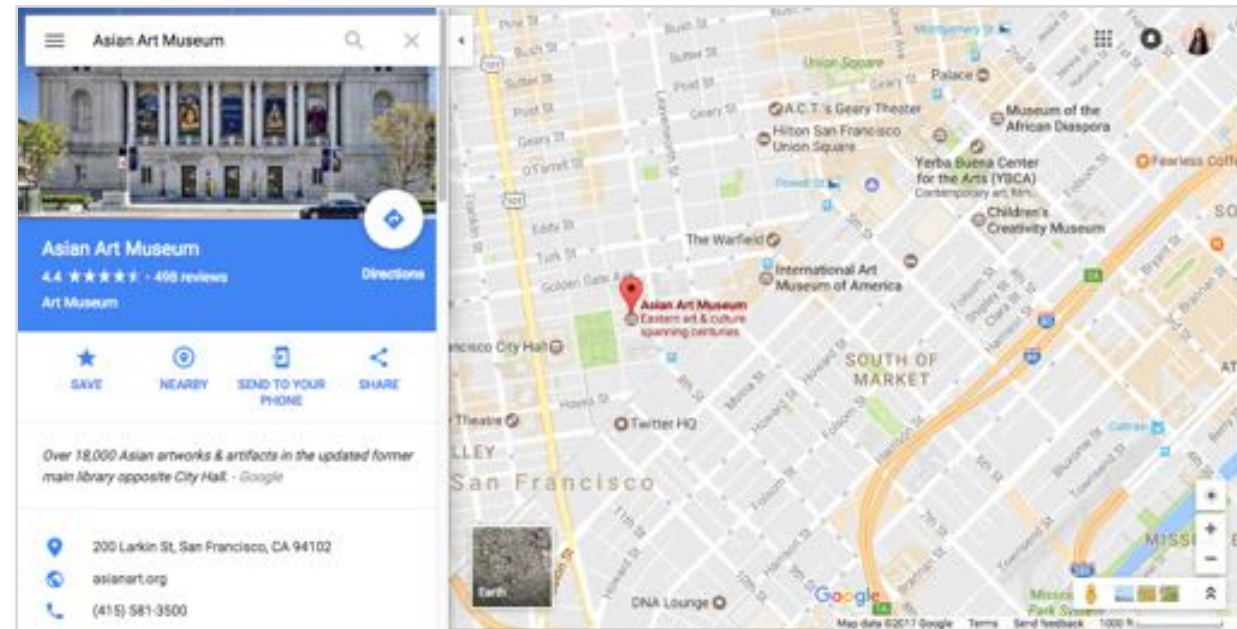
My family

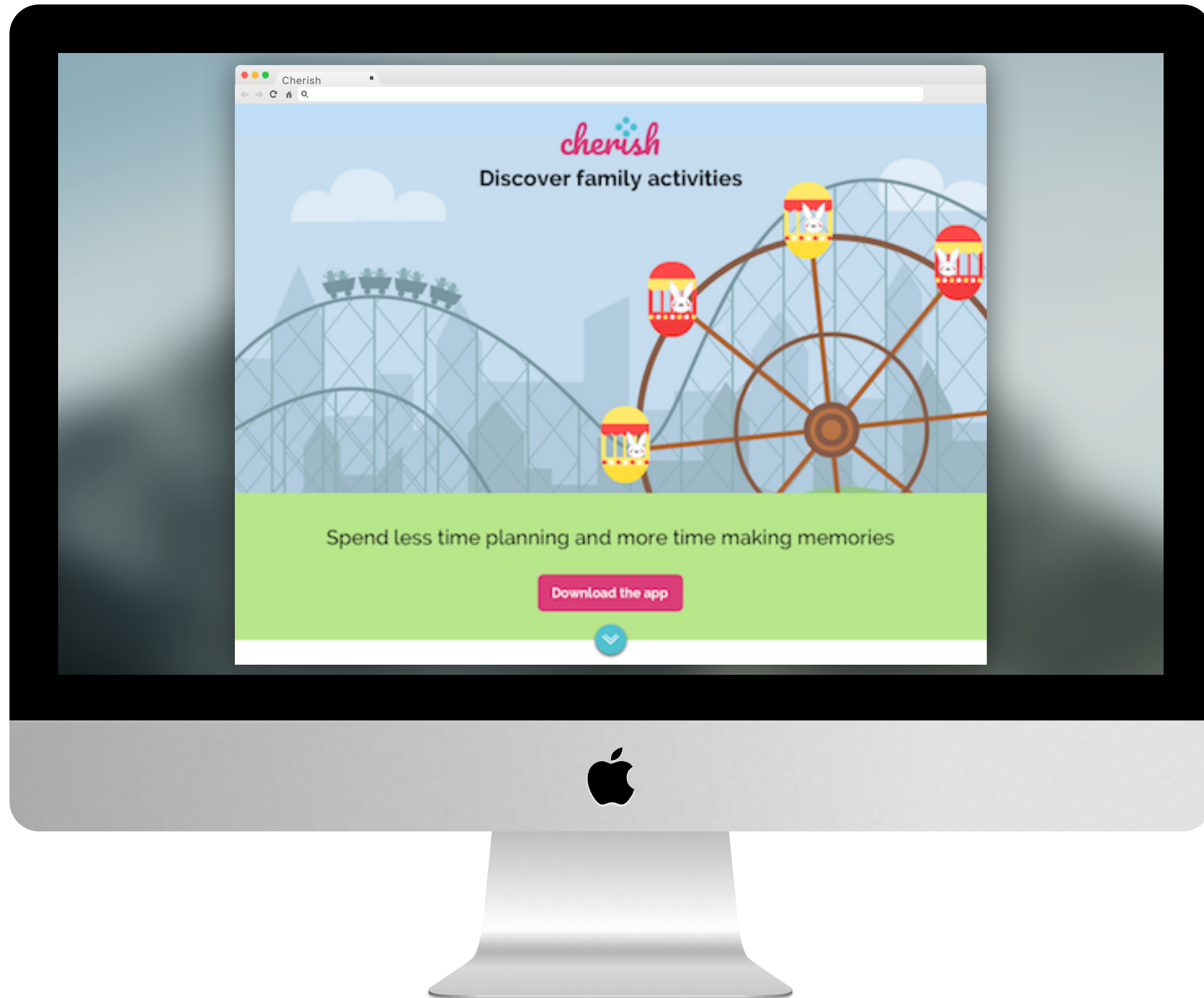




We had a fun day at the museum, but.....

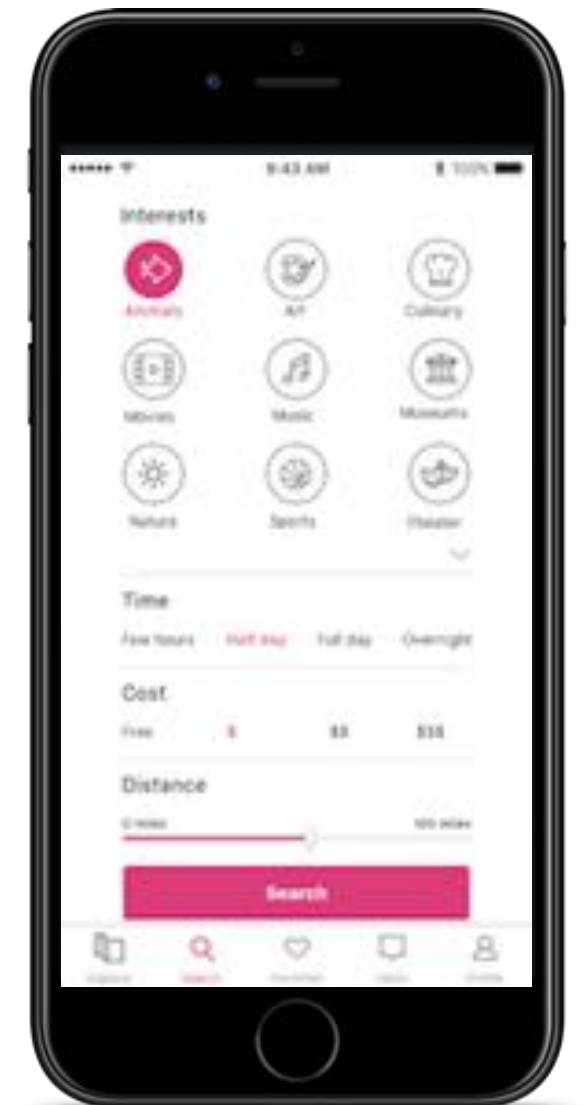
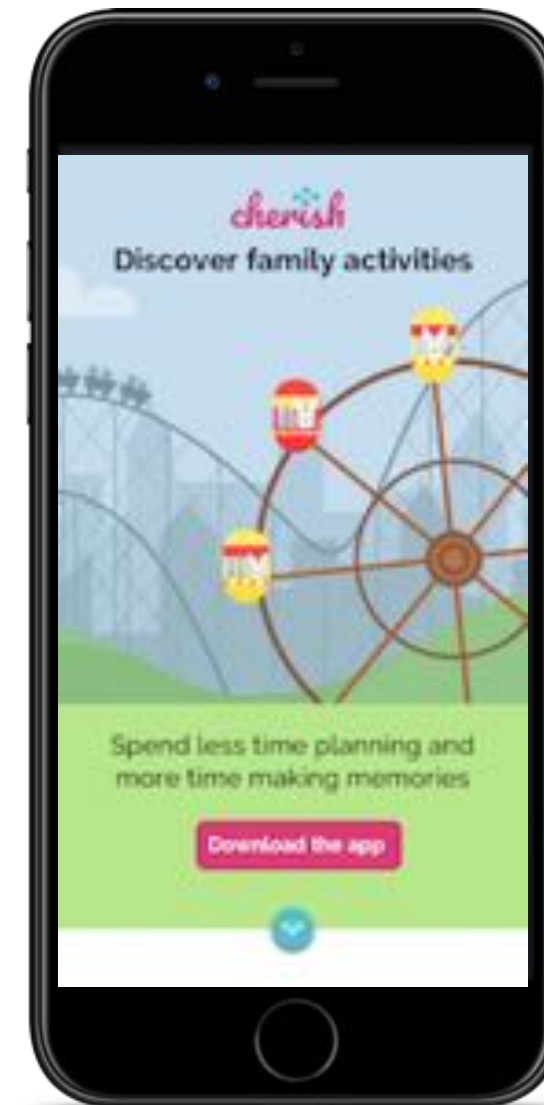
.....finding and planning the activity was hard!





cherish

Make the moments count.



design process

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

Logo: A logo in .EPS and .JPG 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

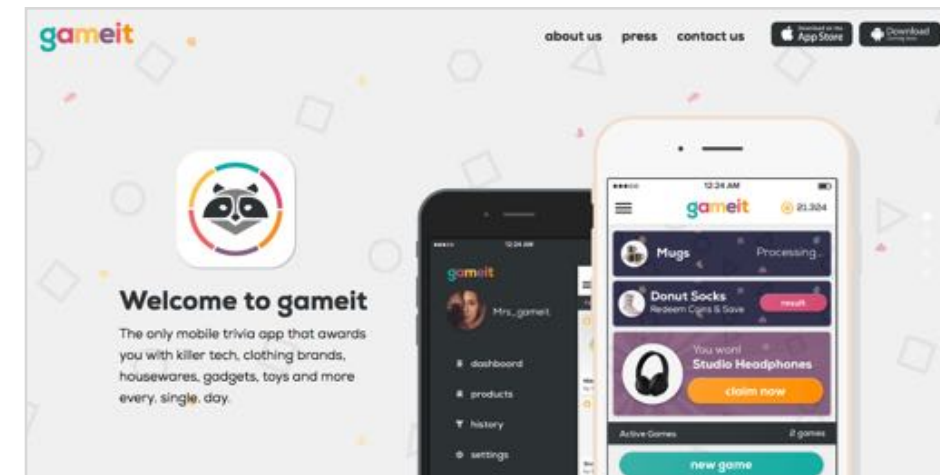
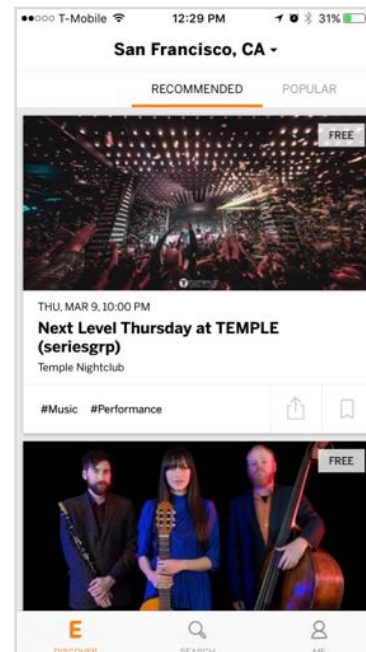
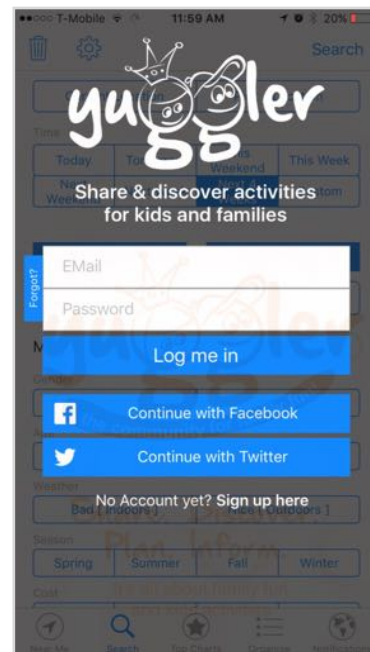
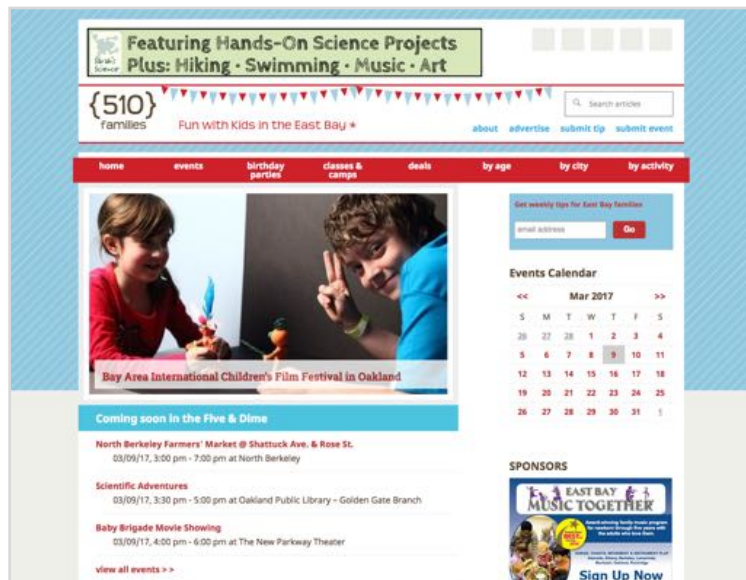
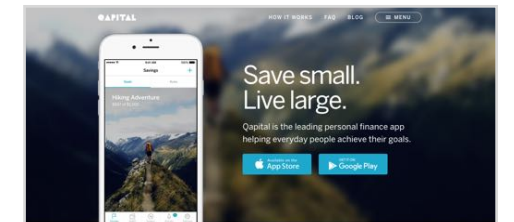
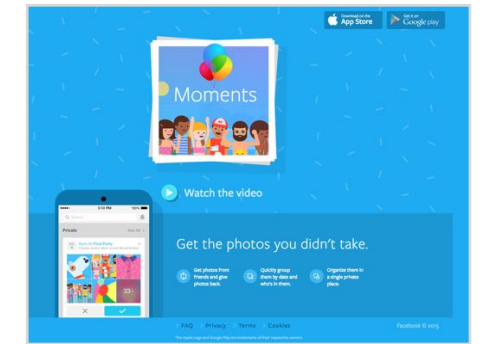
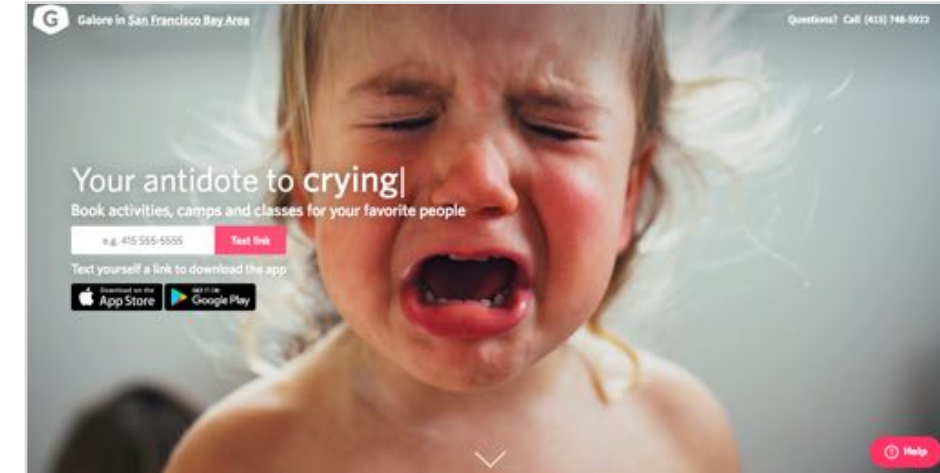
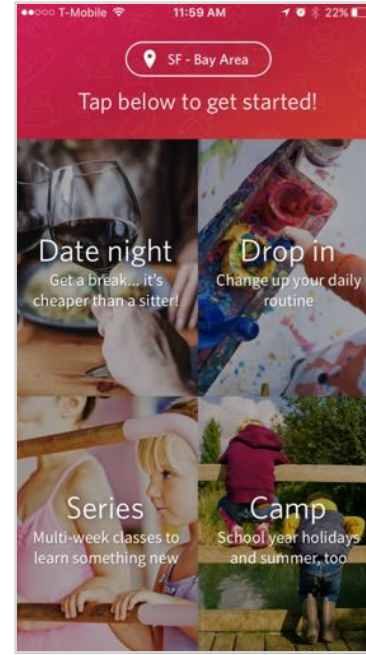
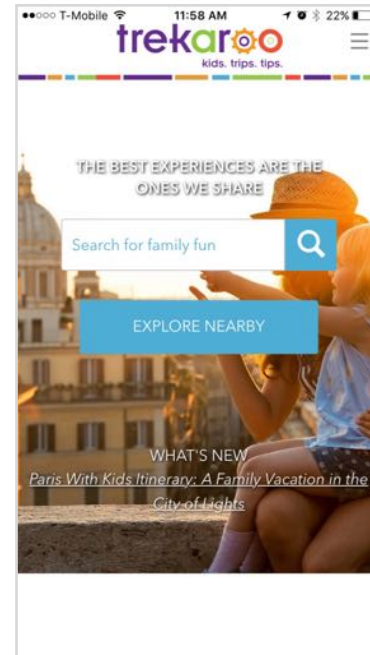
Mockups: Feb. 28

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.

Competitive analysis

Activity websites and apps



Keywords & moodboard

family

fun

adventure

play

joy

cherish



Color, imagery & typography



#DB3D78



#DB3D78



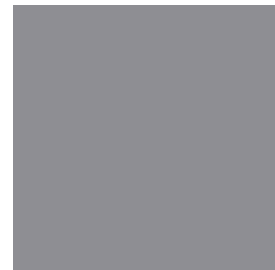
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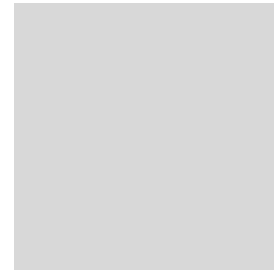
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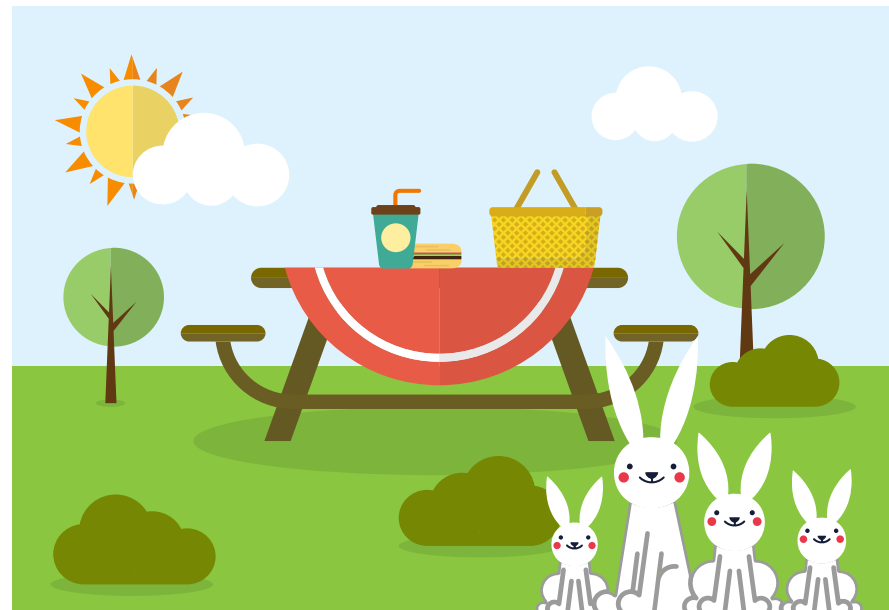
#FFFFFF



#8E8E93



#D8D8D8



Source: Vecteezy.com

LOGO
Pacifico, Regular, 48px

HEADING 1
Raleway, Bold, 30px

HEADING 2
Raleway, Medium, 28px

HEADING 3
Raleway, Bold, 26 px

SUB-HEADING 1
Raleway, SemiBold, 20px/30px

BODY 1
Raleway, Medium, 16px/25px

BODY 2
Raleway, Medium, 14px

BUTTON 1
Raleway, Bold, 18px

BUTTON 2
Raleway, Bold, 16px



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.

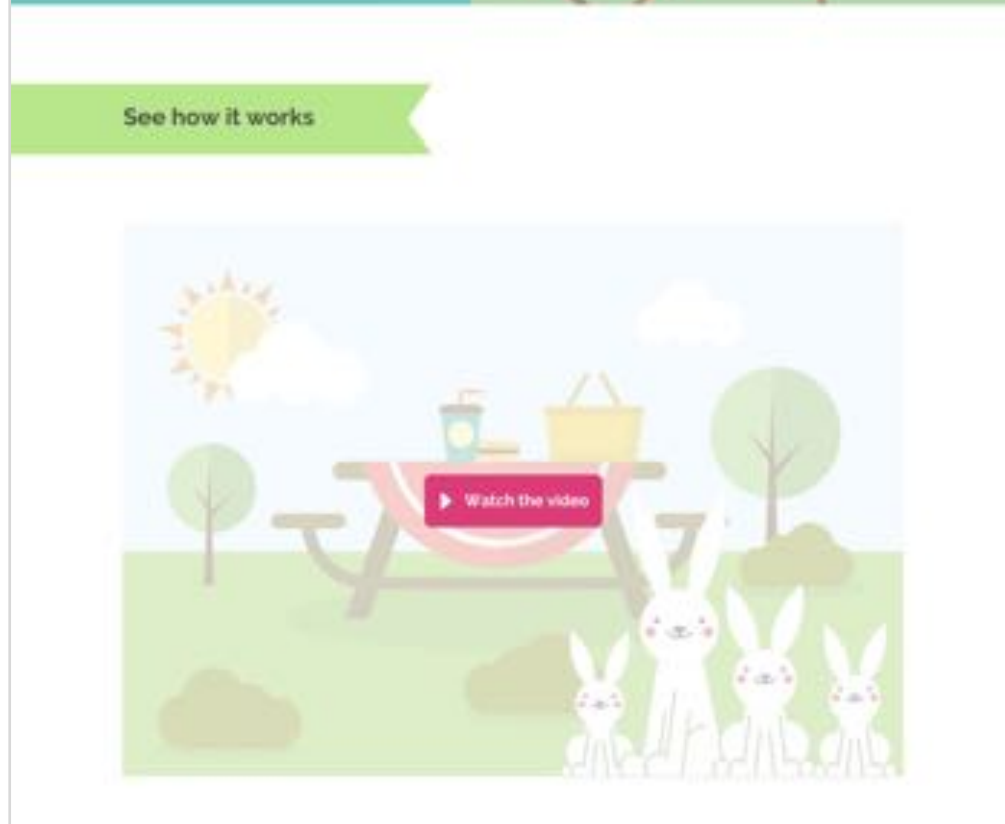
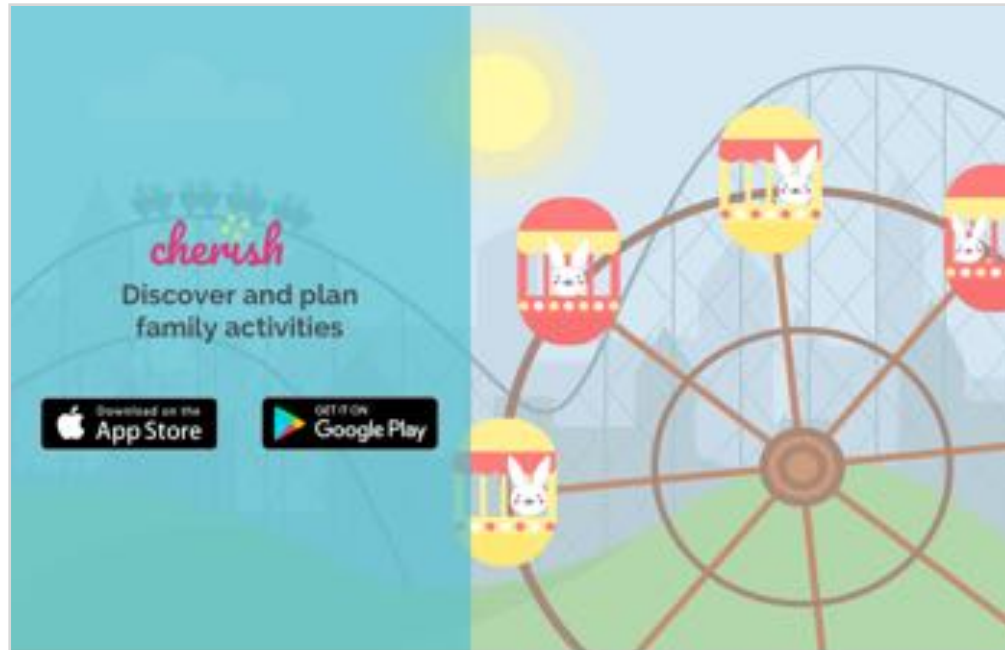
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Download the app

▶ Watch the video

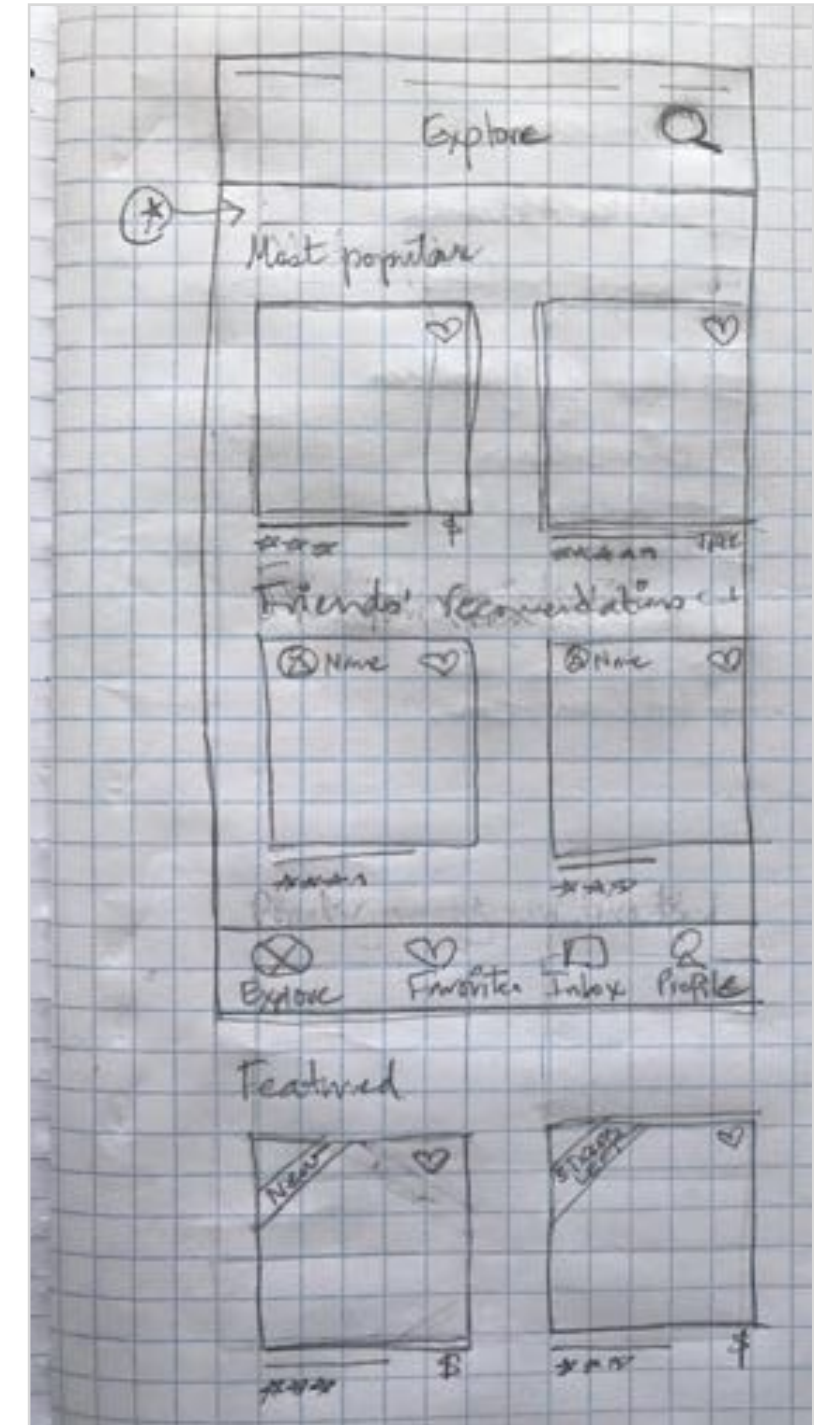
early designs

Landing page



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

Explore tab on App



Place Search on the tab bar for easy access

final design

cherish

Discover family activities

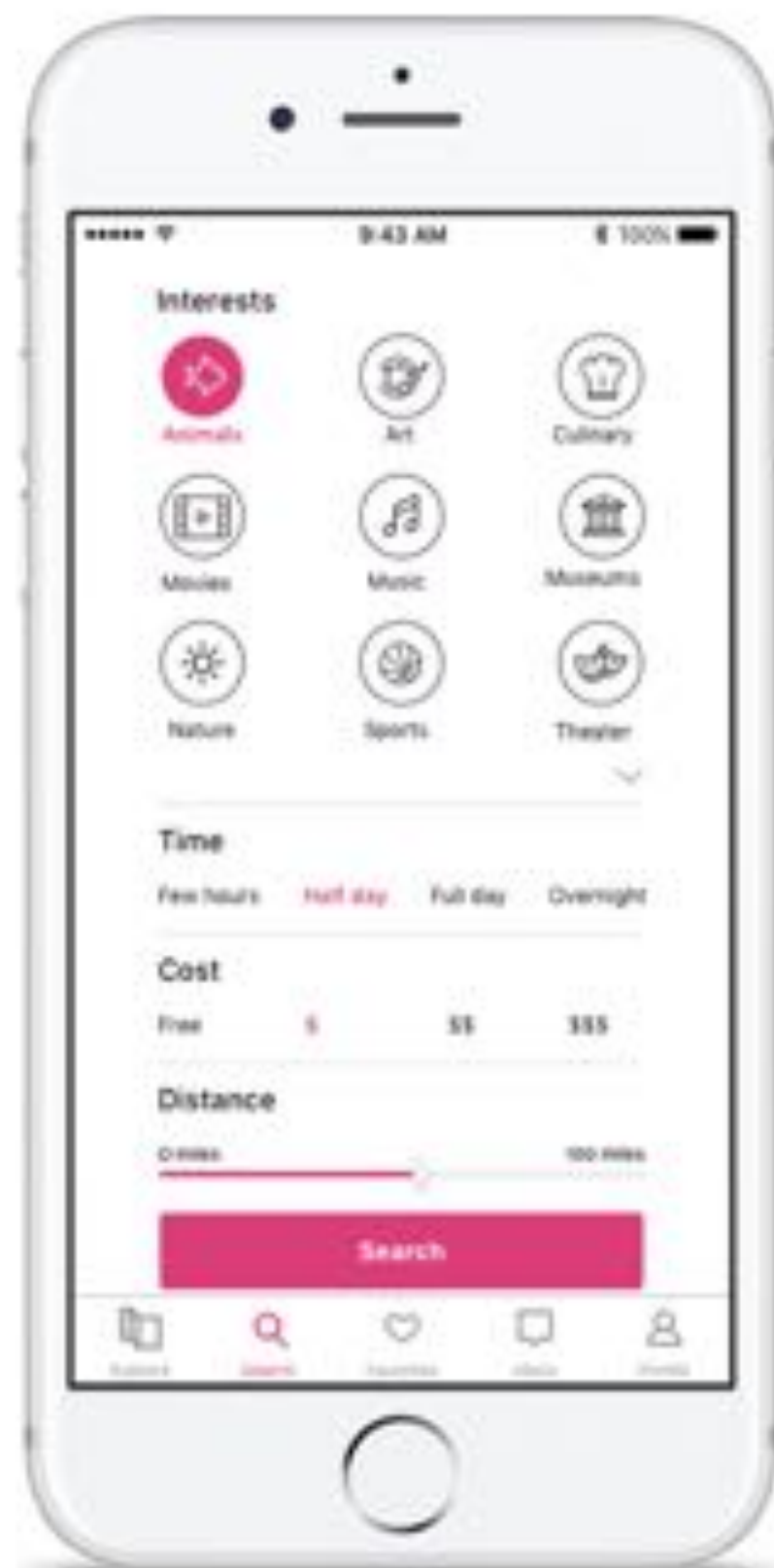


Spend less time planning and more time making memories

Download the app



How it works

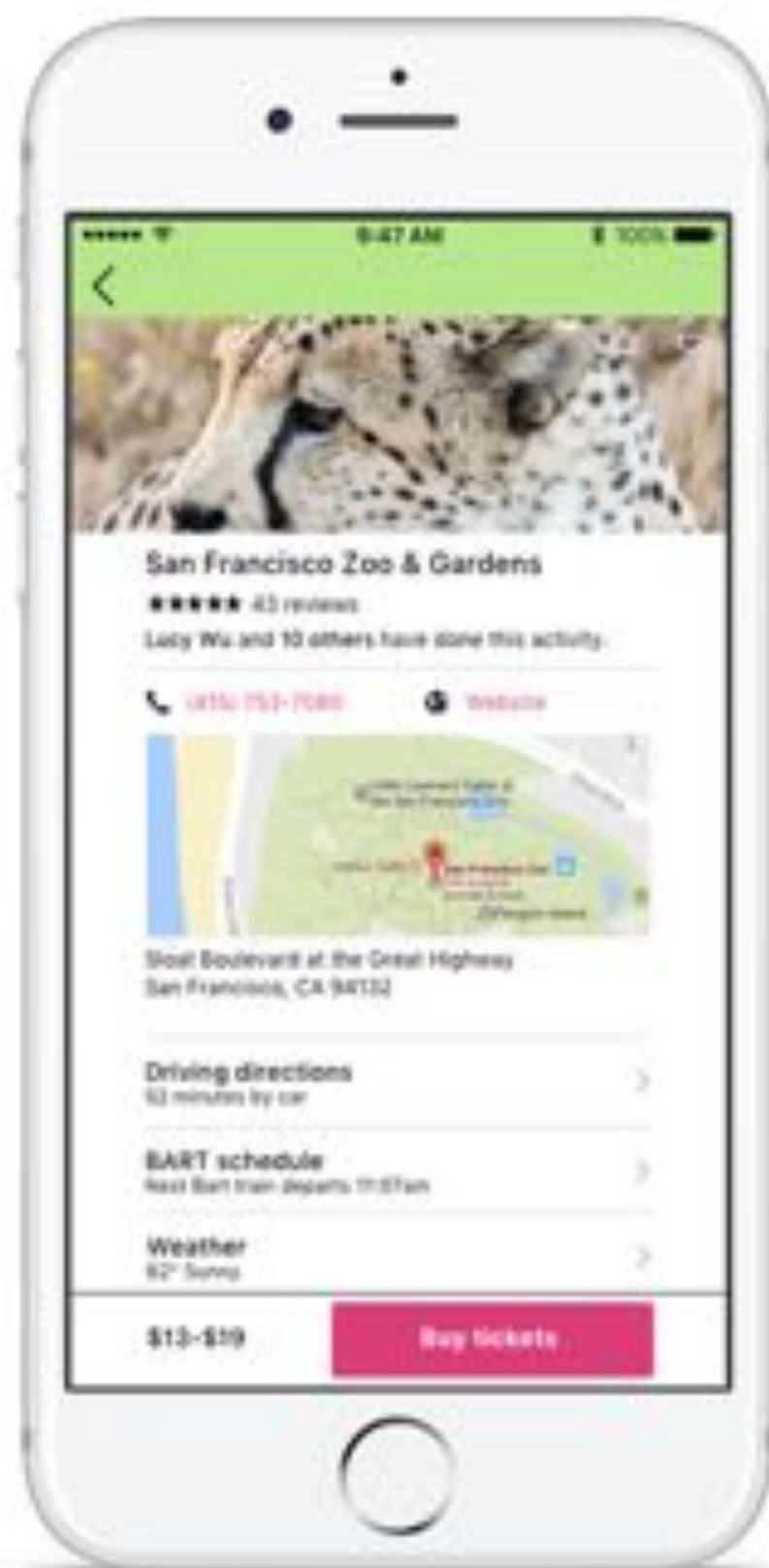


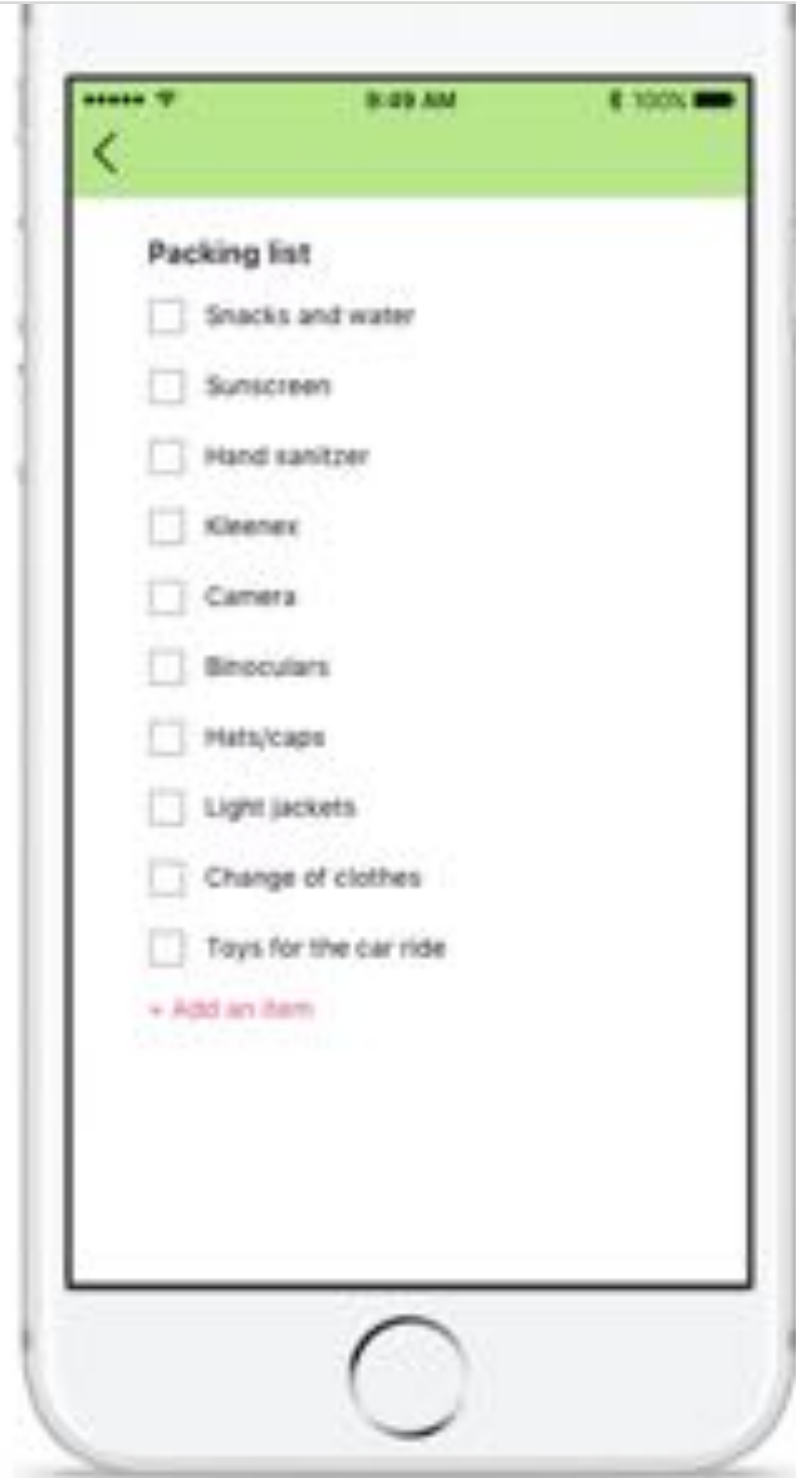
Find an activity based on your family's interests and schedules

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.

- Chase Cortez

So far, I've taken my son to the zoo, the aquarium and SFMOMA. He's enjoyed all of them. Next on the list is a kids' cooking class. He can't wait for our next adventure and neither can I!

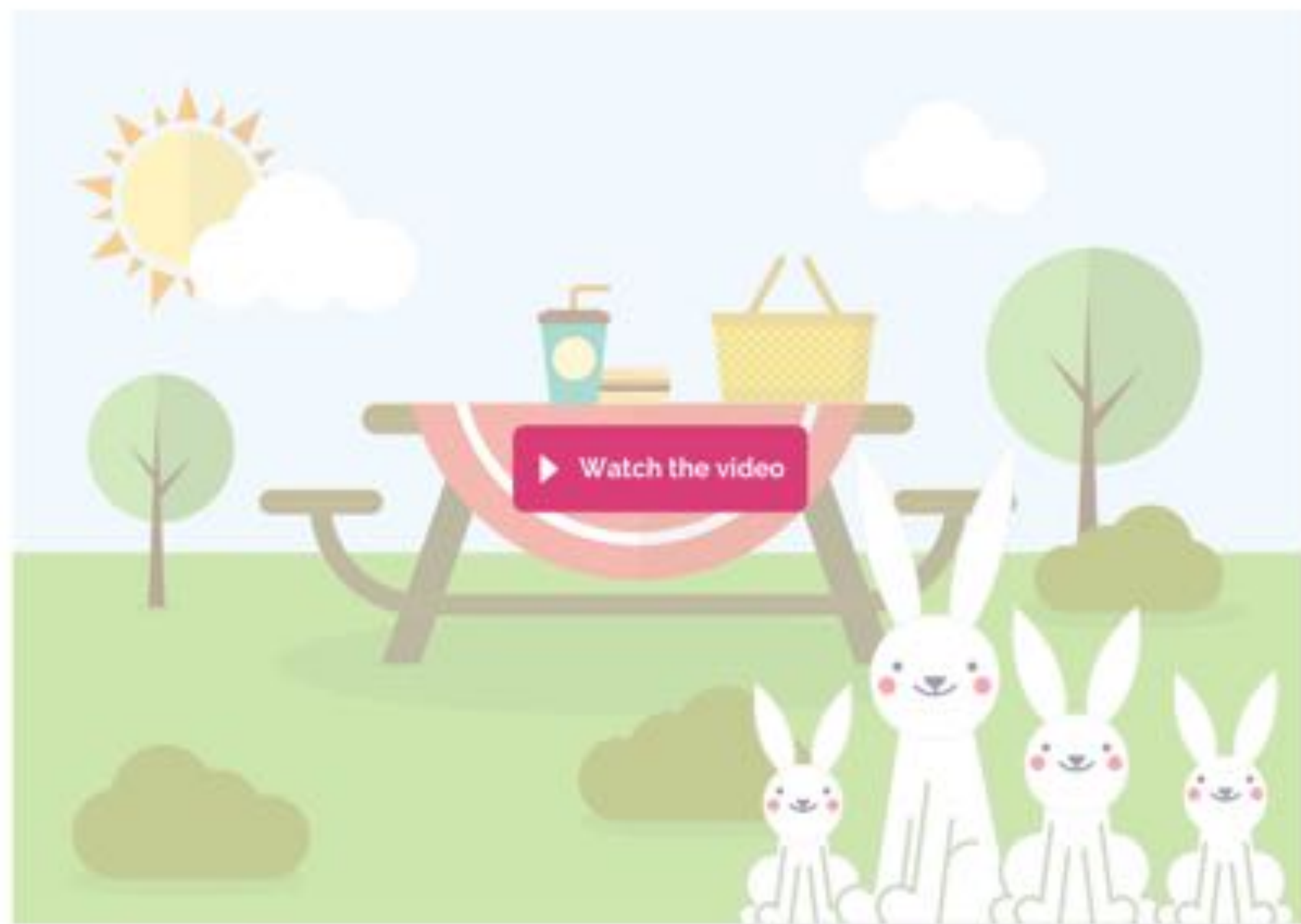
- Tiffany Sanders



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.

- Abbie Palmer

See what it's about





cherish

Make the moments count



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what's next?

Next steps



Source: Vecteezy.com

- ▶ Conduct user research
- ▶ Build out remaining app screens
- ▶ Conduct usability testing
- ▶ Work with a developer

q & a