

LOW FIDELITY MOCKUP

BY ANDREW BASS

COMD 3701 / DESIGN STUDIO

OVERVIEW

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SO, WHAT'S THE PROBLEM?

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FACT INFORMATION

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The current situation of covid-19 is the best example of statistical problems where we need to determine:

- Corona positive cases.
- Recovered people after treatment.
- The number of people who recovered at home.
- People who got vaccinated or not.
- Which vaccinations are best?
- The number of dead people in each village, city, state, and country.
- Side effects of various vaccines.

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AUDIENCE

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Demographics

Weekly Newspaper Subscribers

Gender

60% Male & 40 % Female

Age

Male- 15-60

Female- 20-50

Income

40% earn more than 600/day

Area

Tier 2 cities

Education

60% Graduate

Marital Status

Both Singles and Married

Psychographics

More outgoing and knowledge seeking population.

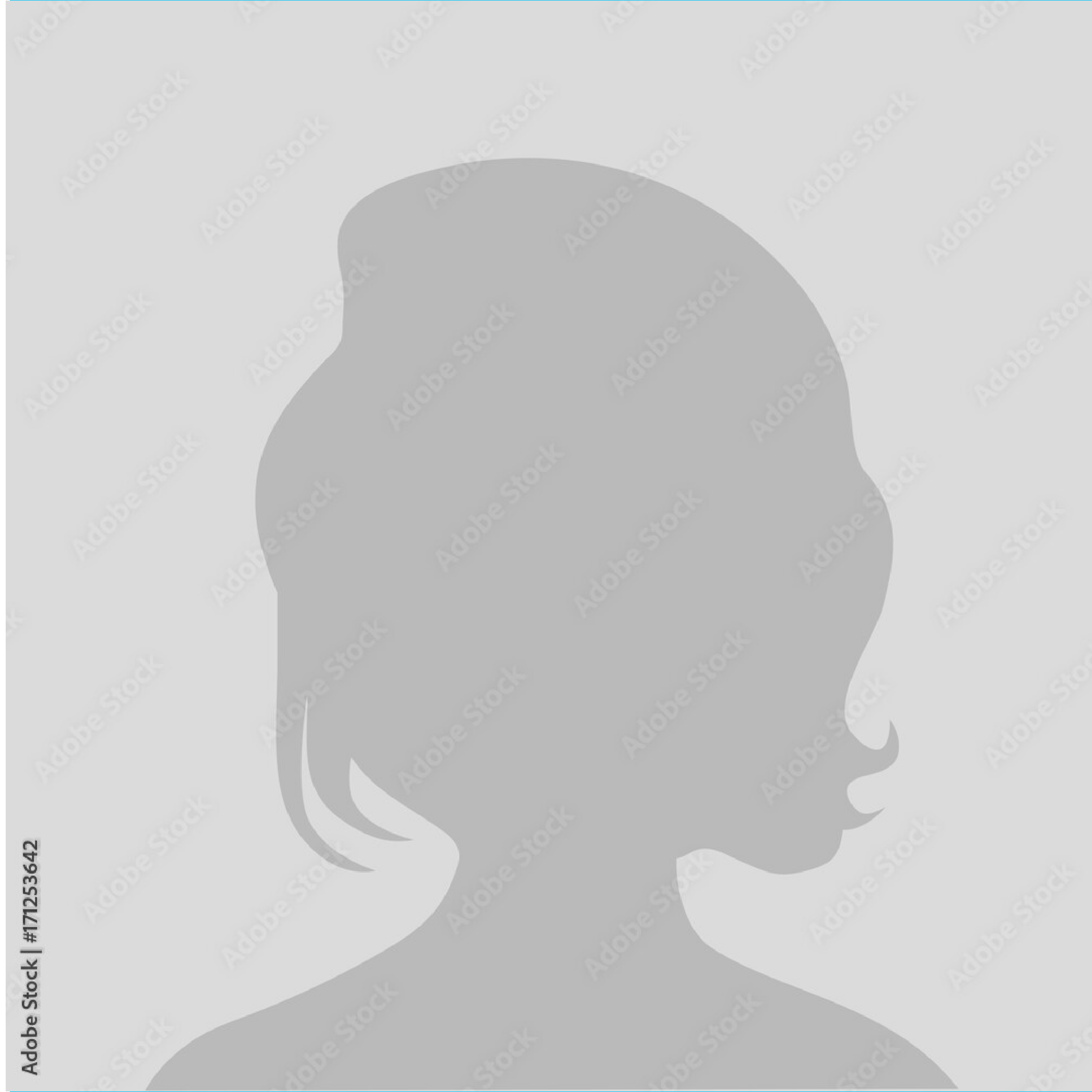
Wants to be updated on what's happening around the world.

Likes:

Reading,Quizzing,Debates

Dislikes

Anti-social behavior



PERSONAS

AUREA

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JOSEPH

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NYSAA

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JOSEPH



AUREA

NYSAA



OPPORTUNITY

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MESSAGING

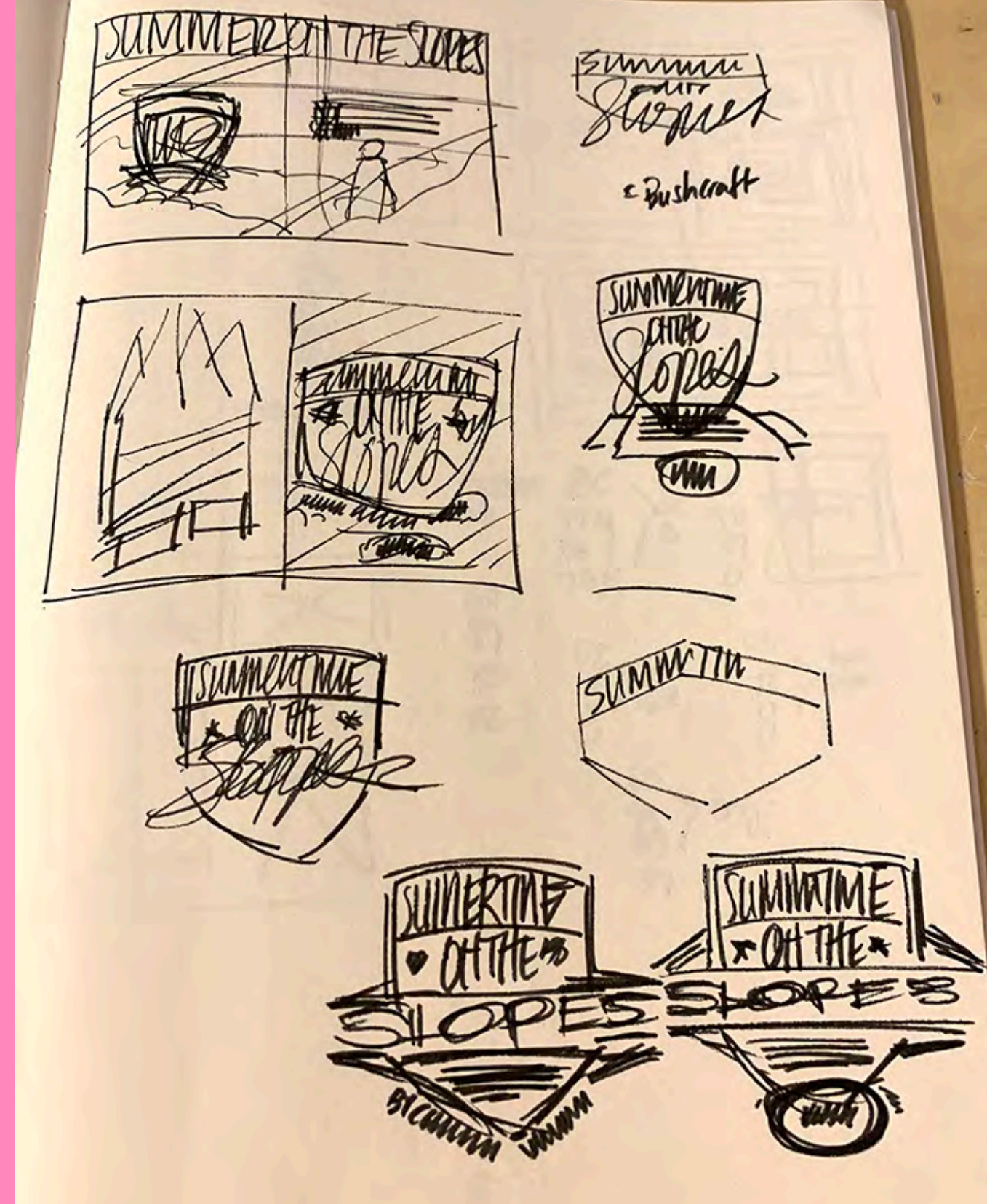
Eos ut sale iracundia, at ius possim eusmodi definiebas. Duo in sententiae consecutur, ius sale affert aeterno ex, henderit cotidieque conclusionemque ut cum. Porro volumus qui at. Cum modo dignissim id, cum ignota blandit recusabo id. Te cibo inimicus reprimique eos. Mea id suavitate adversarium. Agam contentiones at mel. Fugit quaeque suscipit in usu. Vis ei soleat eripuit saperet, ex ullum pericula sed. Tantas docendi signiferumque vel et, an quodsi delicata reprimique sed. Sea enim simul cu, mel veri insolens salutandi ne.



CONCEPT

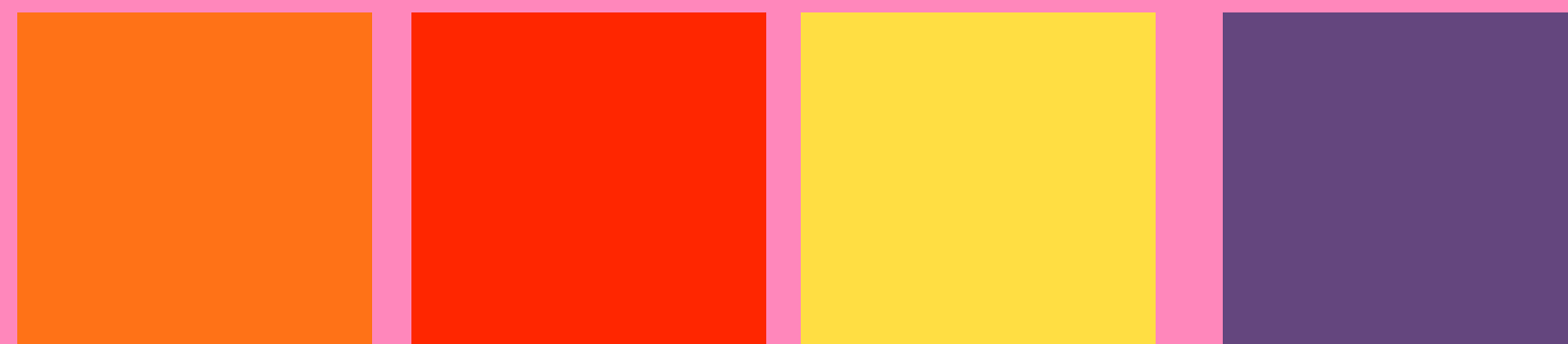
- **Talk to your stakeholder about your unique message.**
- **Talk about how you are developing that message into a visual form.**
- **Talk about how you see your concept taking shape, discussing your plans about execution.**
- **Give the stakeholder a walkthrough about the elements that make up your concept and execution (as seen on the second concept page).**

CONCEPT

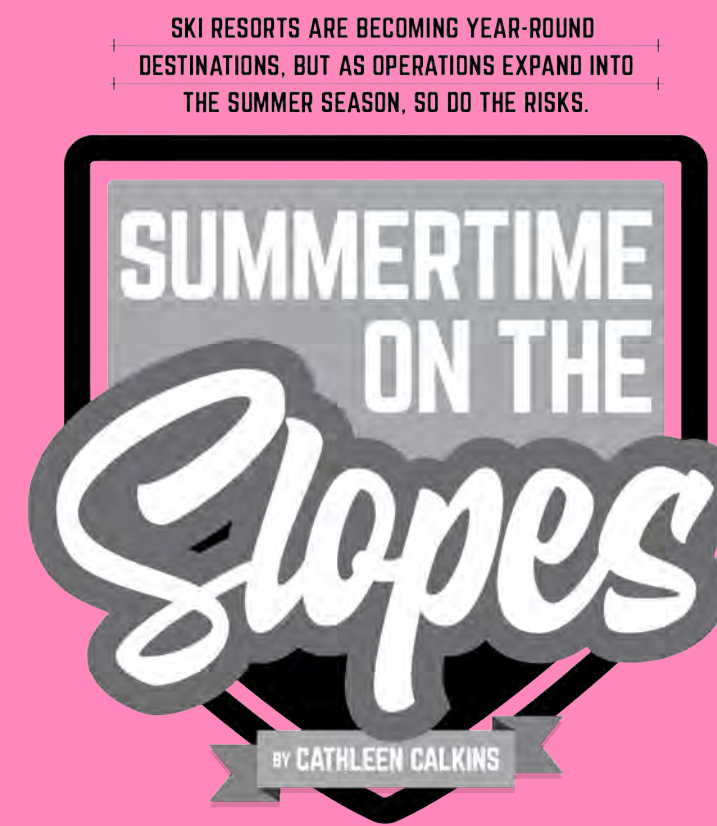


Sketch Exploration

Color Palette



Type Specimen



Logo Studies



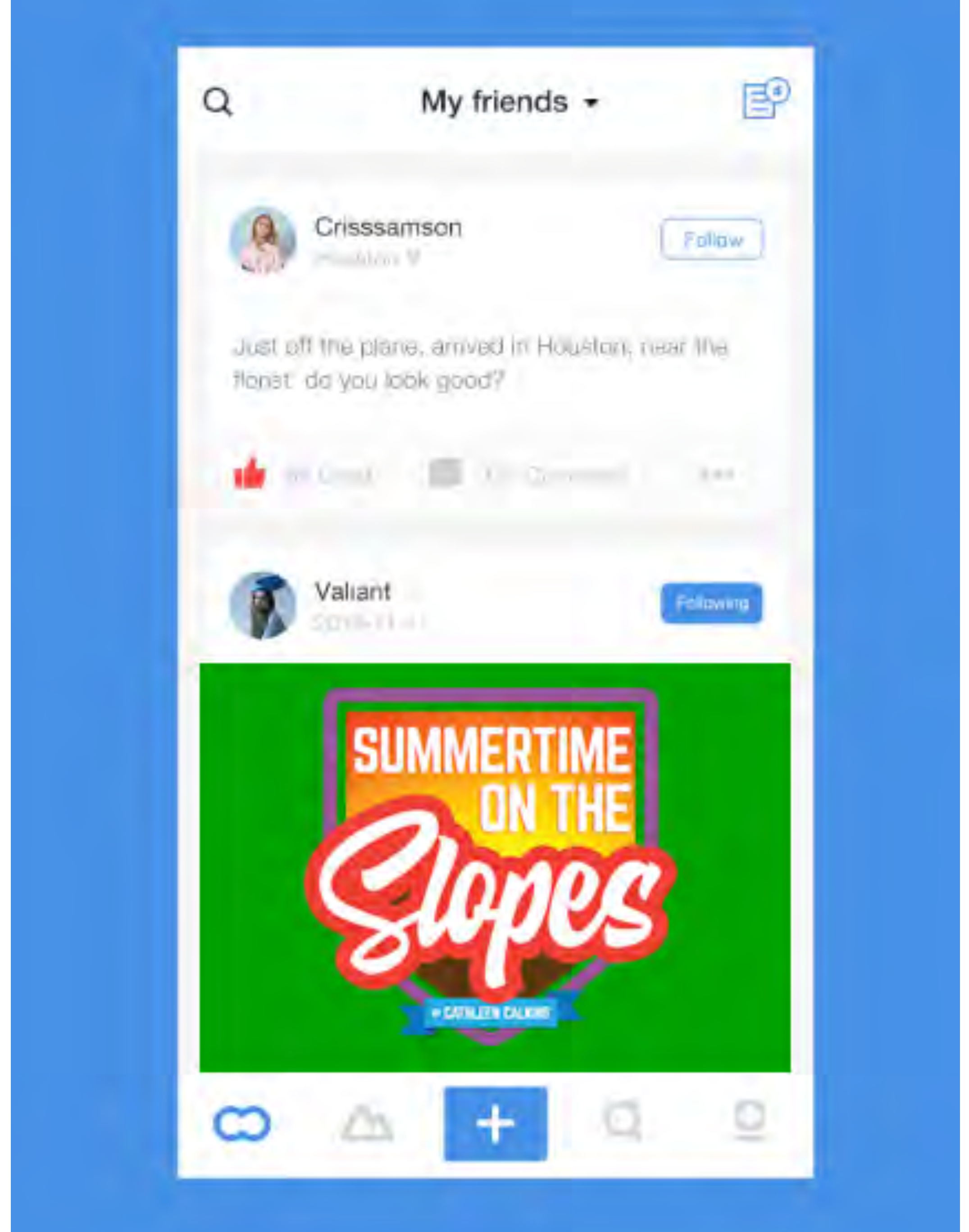
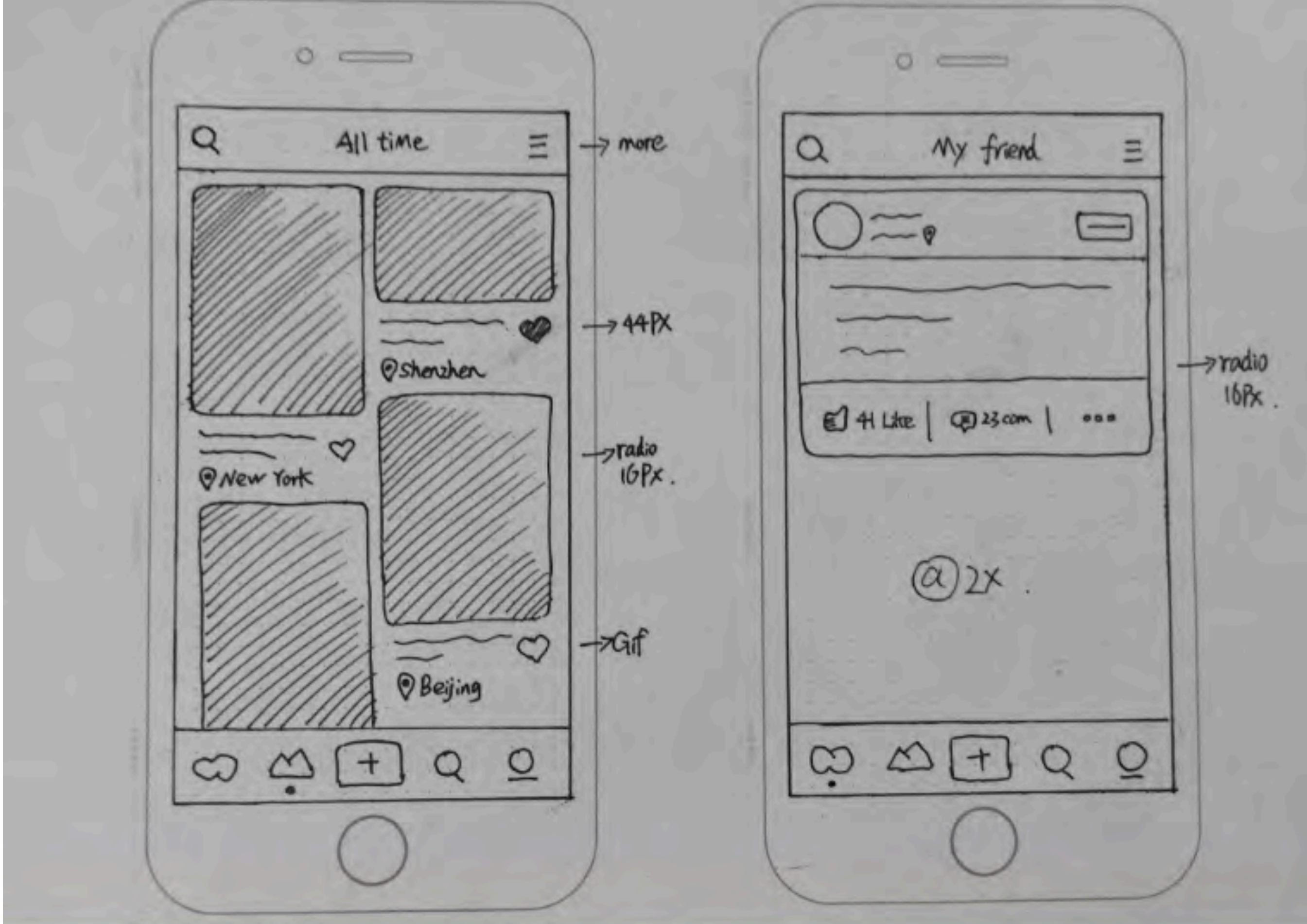
CONCEPT STRATEGY

Print Media / Digital / Outdoor



Print

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Digital

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Outdoor

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IN CLOSING

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RESEARCH SOURCES

(DON'T READ OUT DURING PRESENTATION)

- Soergel, Andrew. “Millions of Food Desert Dwellers Struggle to Get Fresh Groceries.” *US News & World Report*, U.S. News & World Report, 2015, www.usnews.com/news/articles/2015/12/07/millions-of-food-desert-dwellers-struggle-to-get-fresh-groceries. Accessed 20 Dec. 2019.
- “Food Deserts* –Food Empowerment Project.” *Foodispower.Org*, 2017, foodispower.org/access-health/food-deserts/.
- Adi Segal. “Food Deserts: A Global Crisis in New York City.” *Consilience: The Journal of Sustainable Development*, vol. Issue, no. Three, 2010, consiliencejournal.org/article/food-deserts-a-global-crisis-in-new-york-city/, 10.7916/D8NG4R0C. Accessed 23 July 2019.