

PROCESS BOOK

ANA GARCIA

TITLE PAGE

App's Name: BALLER

The purpose of my app is for people to get inspirational fotos- boards for their fashion choices. As well as sharing their thoughts on different brands and trends that are popular in the moment.

INSPIRATION



USER JOURNEY

The app lets people share fashion inspiration by rating and liking clothing boards, saving their favorite posts, creating boards themselves, replying to other's peoples posts, and sharing content outside the platform.

Users will have their own account- page where they can access their favorites tab, their own boards, their followers and saved posts.

PERSONA STUDY

Name: Amaranta Mcgrath

Age: 20

Location: New York City

Occupation: College Student

Interests: Fashion trends, luxury brands, social media, and creative styling

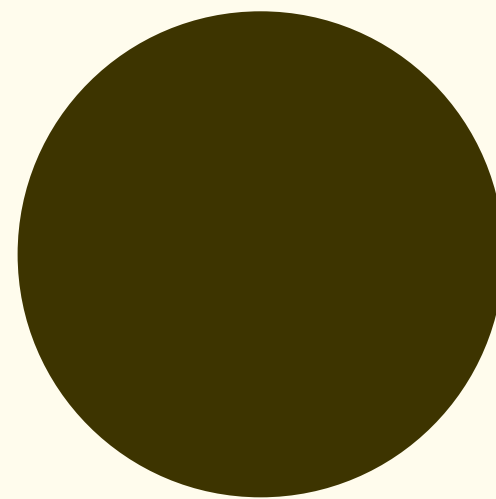
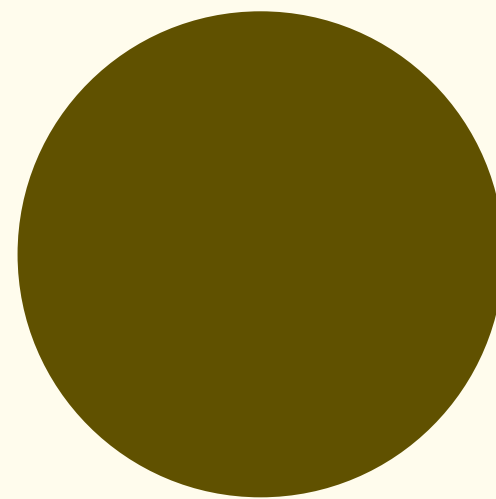
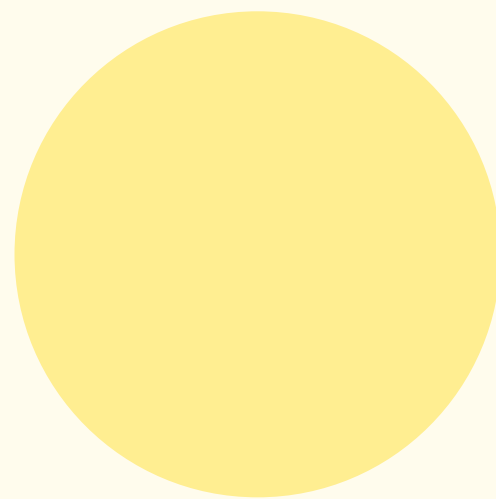
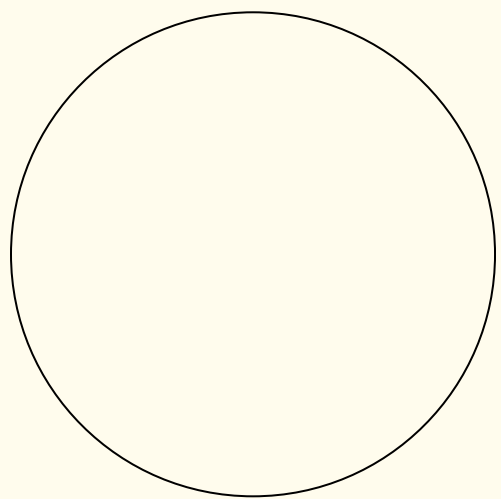
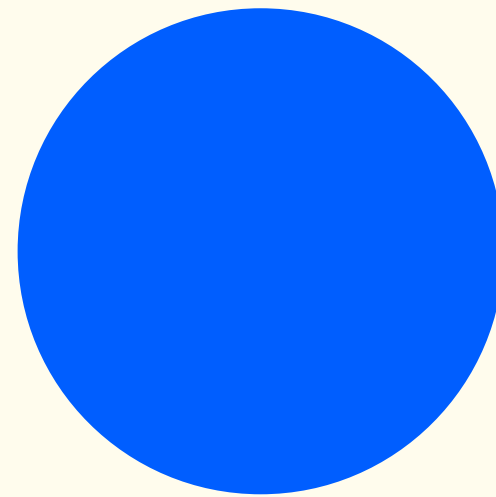
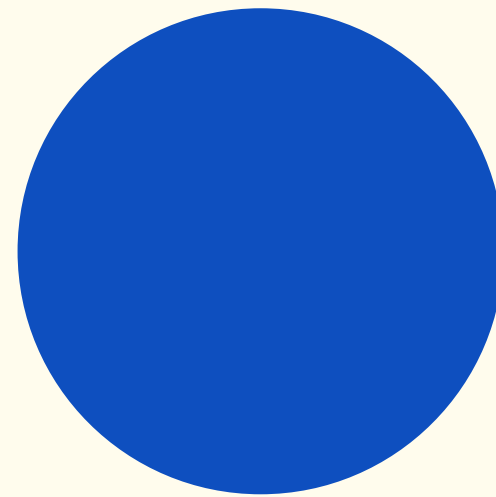
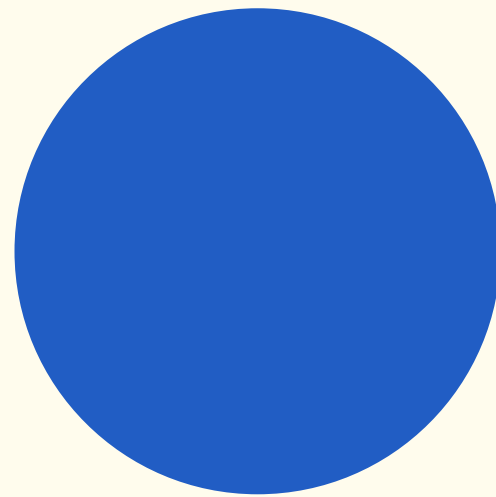
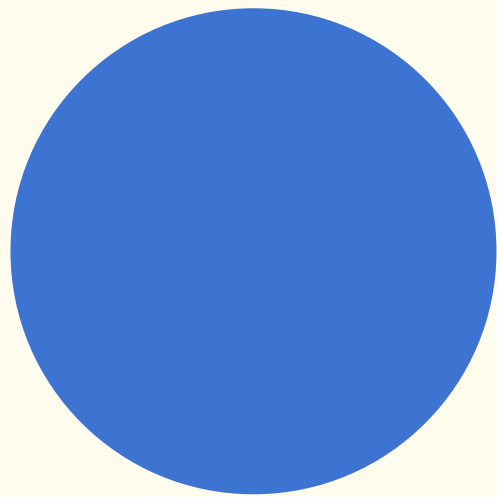
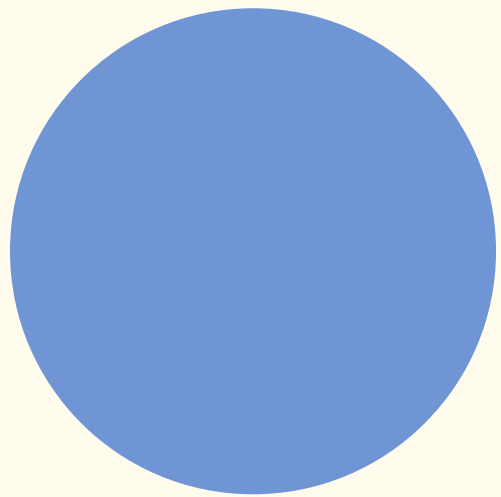
Emily is a 20-year-old college student studying Fashion Merchandising in New York City. Living in one of the fashion capitals of the world, she's always inspired by the latest trends, runway looks, and street style. Emily loves exploring luxury brands but also enjoys finding ways to recreate high-end looks with more affordable pieces.

Her favorite pastime is browsing fashion platforms for inspiration, saving outfit ideas, and creating curated boards for every occasion, such as "Date Night," "Class Fits," and "Weekend Brunch." She often collaborates with friends on these boards, sharing ideas and building collections together

How Amaranta Uses the App

1. Exploring: She browses the app's curated feed to discover new outfits and style inspiration.
2. Saving: She saves her favorite looks into categorized boards, like "Winter Wardrobe" or "Cocktail Party Looks."
3. Sharing: She shares her boards with her friends to get their input and collaborate on style ideas.
4. Personalizing: She customizes her profile to showcase her top boards and reviews luxury pieces she loves.

COLOR STUDIES



TYPOGRAPHY STUDIES

ANTON

Garet

Alice

Lora

Quicksand

Arial Unicode

Canva Sans

BALLER

Body

BALLER

Titles and Logo

BALLER

BALLER

WIREFRAMES

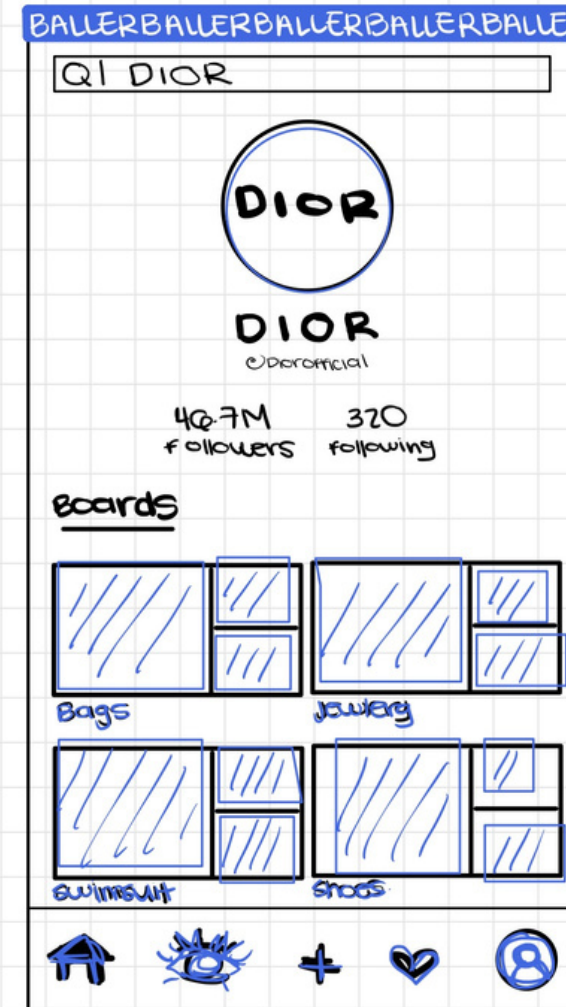
BALLER WIREFRAMES



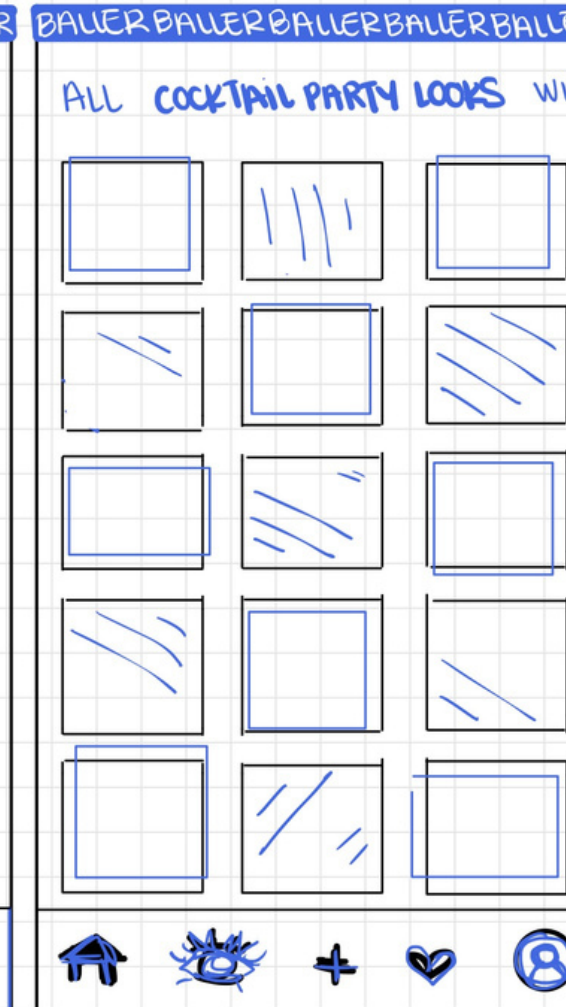
Home screen



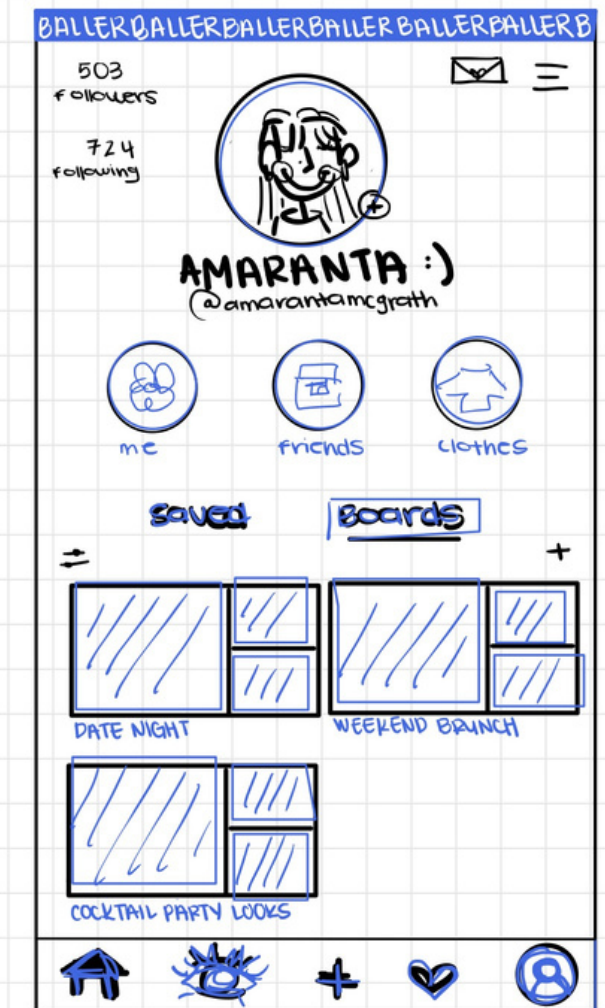
Search Result screen



A single service



The user's favorites



User profile

FIGMA LINK

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