

**AMBIO**

WORK IN PROGRESS

## Team

Our team is comprised of designers and developers covering a range of disciplines and backgrounds.

### DEVELOPMENT

Josh Lasdic

Connor Hasbrouck

Bennoni Thomas

### DIGITAL DESIGN

Julianne Burke

Colton Woytas

Sudarshan Ashok

Jess Wiltey

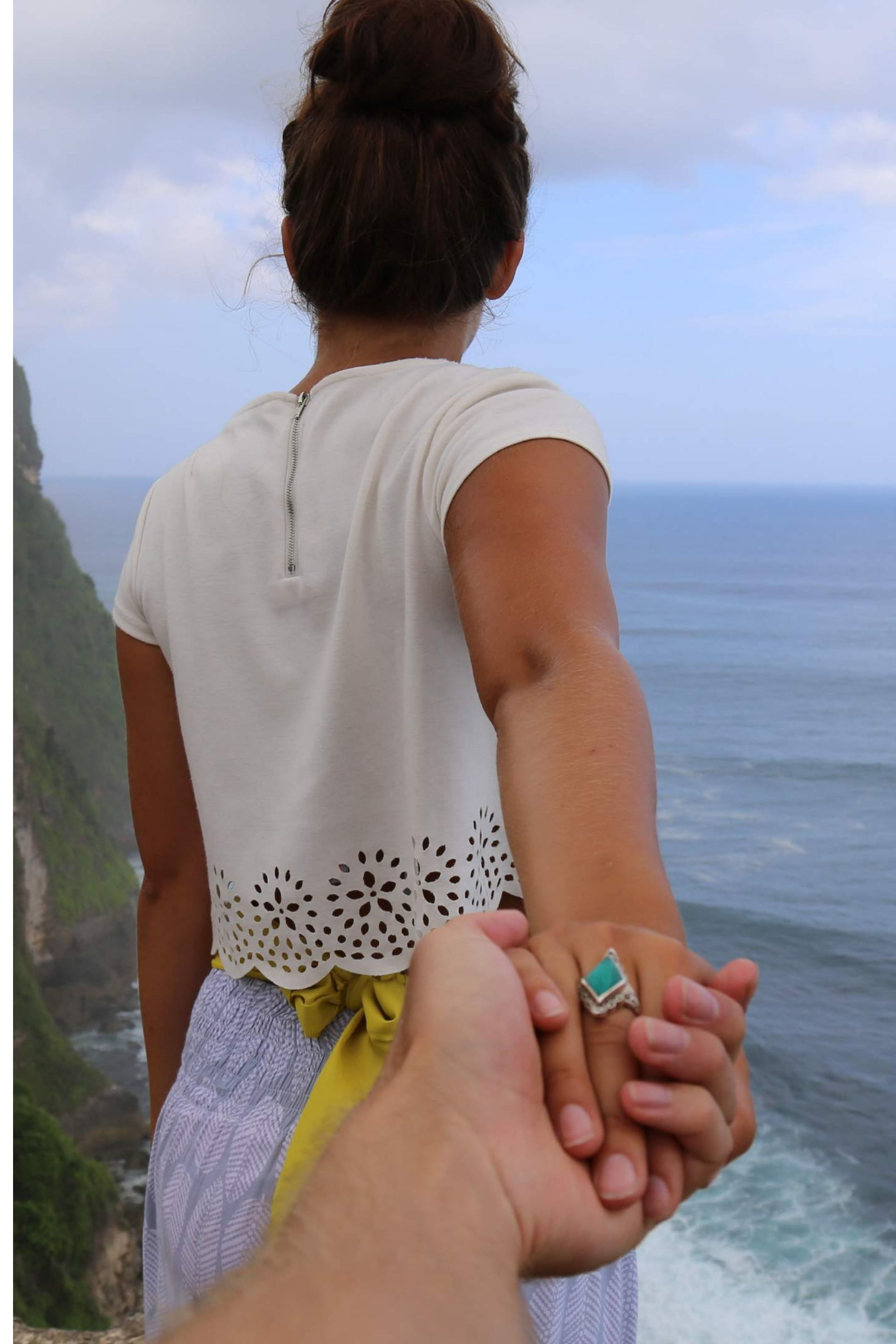
### INDUSTRIAL DESIGN

Vincent Lin

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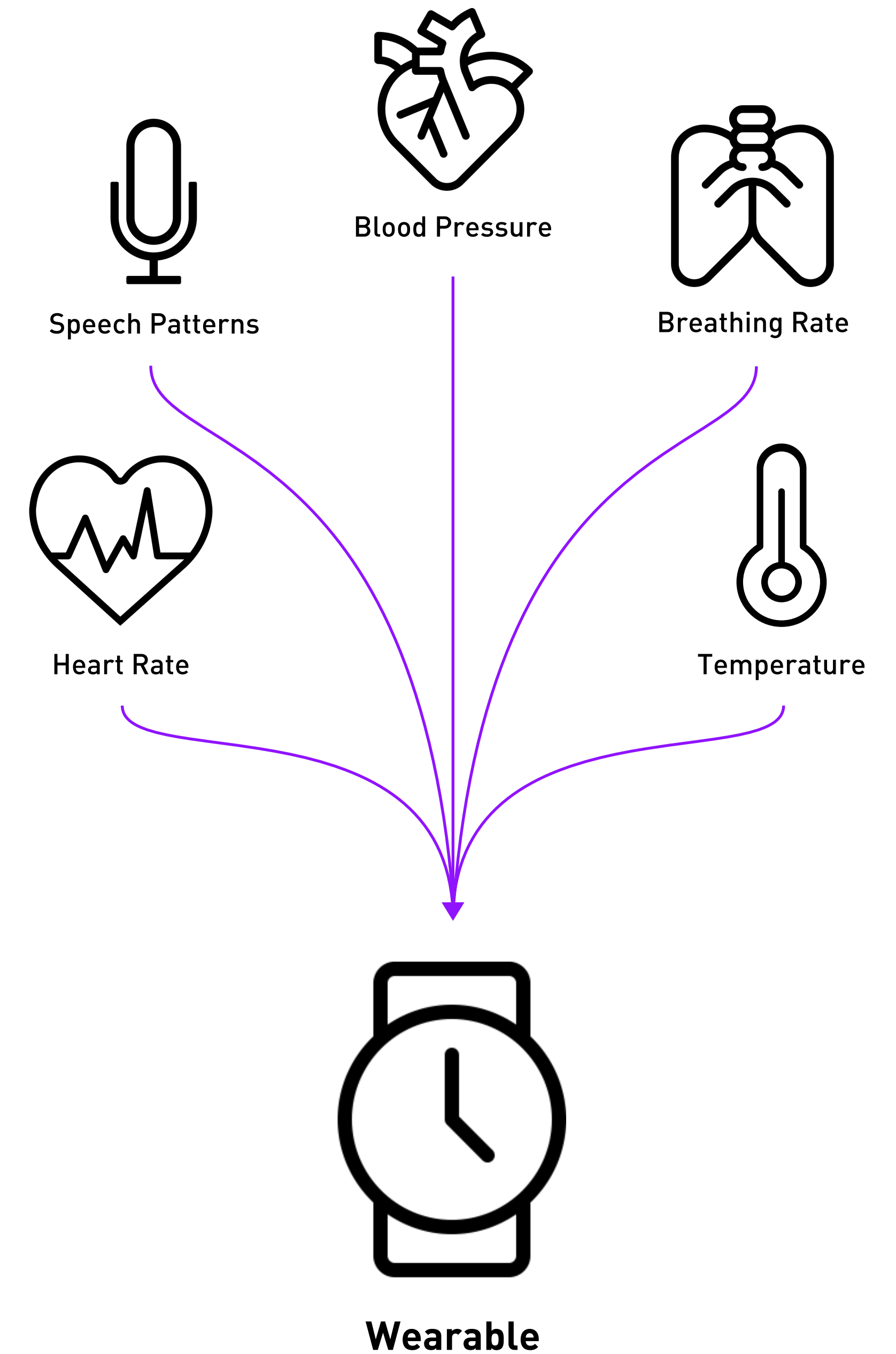
## Mission

Ambio shares a glimpse of your mood with those closest to you in order to foster more empathetic digital communication.



## AMBIO Outline

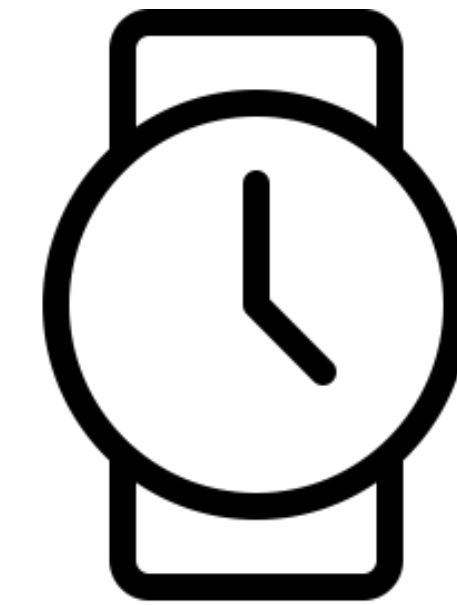
Ambio gathers biometric data using a wearable device,



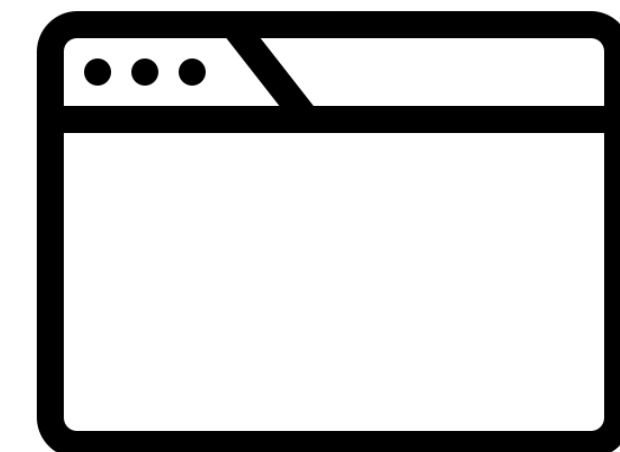
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## Outline

Ambio gathers biometric data using a wearable device, **discerns the wearer's mood,**



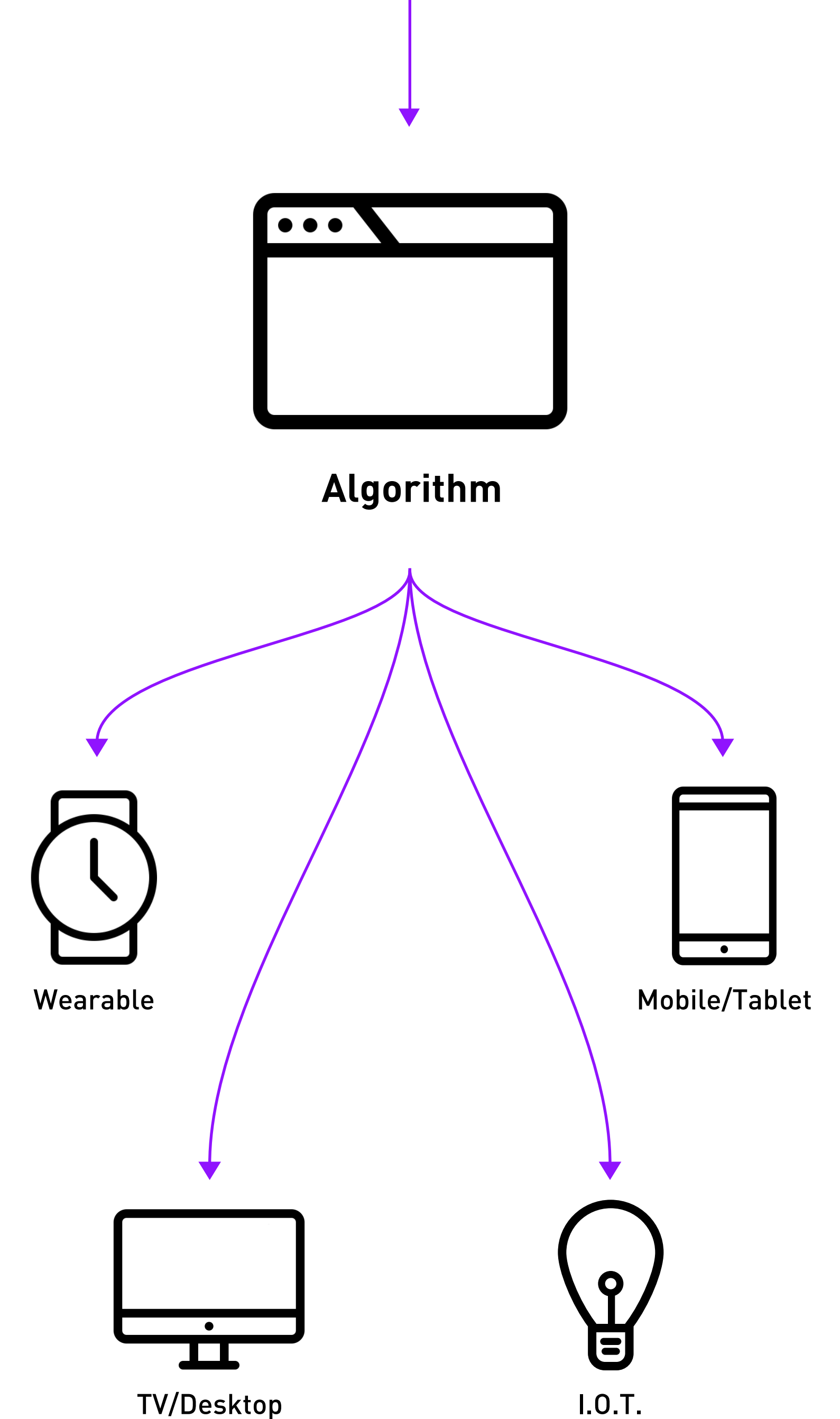
**Wearable**



**Algorithm**

## Outline

Ambio gathers biometric data using a wearable device, discerns the wearer's mood, and then shares it with their paired users.





## UX Guidelines

We outlined rules to guide our design decisions while creating the user experience of Ambio.

### DO

**Ambio is for ambient understanding of your partner**

Users should perceive their partner's mood at a glance with further context being progressively disclosed

**Ambio is for contextual connections in the moment**

User's moods will expire when they go to bed each night

**Ambio is for fostering personal connections**

Users should experience empathy and be guided to consider their partner's situation in relationship to themselves through use of friction.

### DON'T

**Ambio is not for mood/health tracking of yourself**

Users should never be able to encounter any representation of their own mood

**Ambio is not a communication device**

Users should use insights gained from the app to enhance their interactions on their existing communication platforms

**Ambio is not for retracing your moods on a timeline**

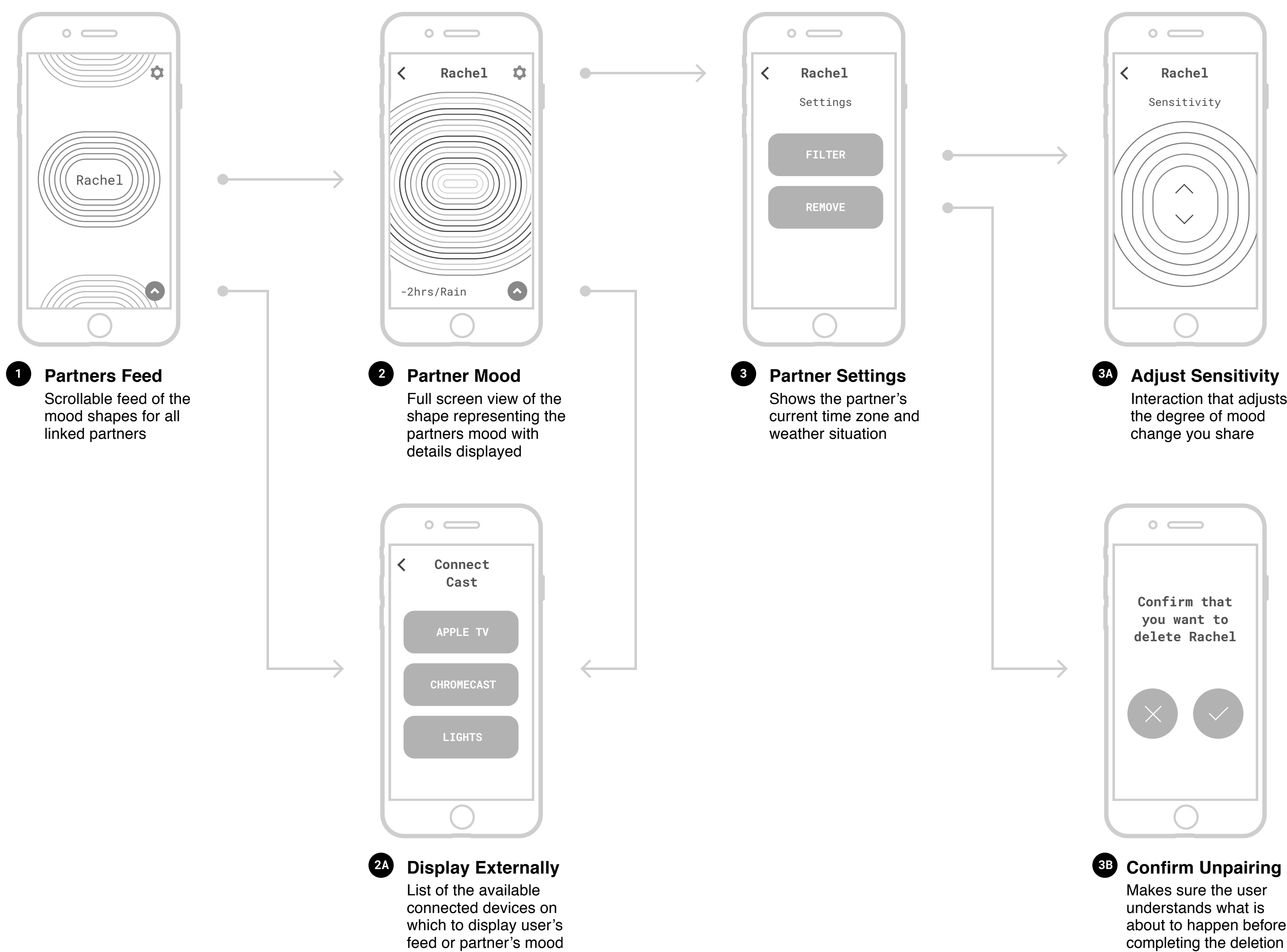
User should never be provided a time number as specific reference for a partner's past mood changes

iOS

# Partners Flow

- Tap
- Double Tap
- Press

The mobile device is intended to be used primarily as a controller because of the larger screen size and basic user familiarity.





iOS

Pairing Flow

●

Tap

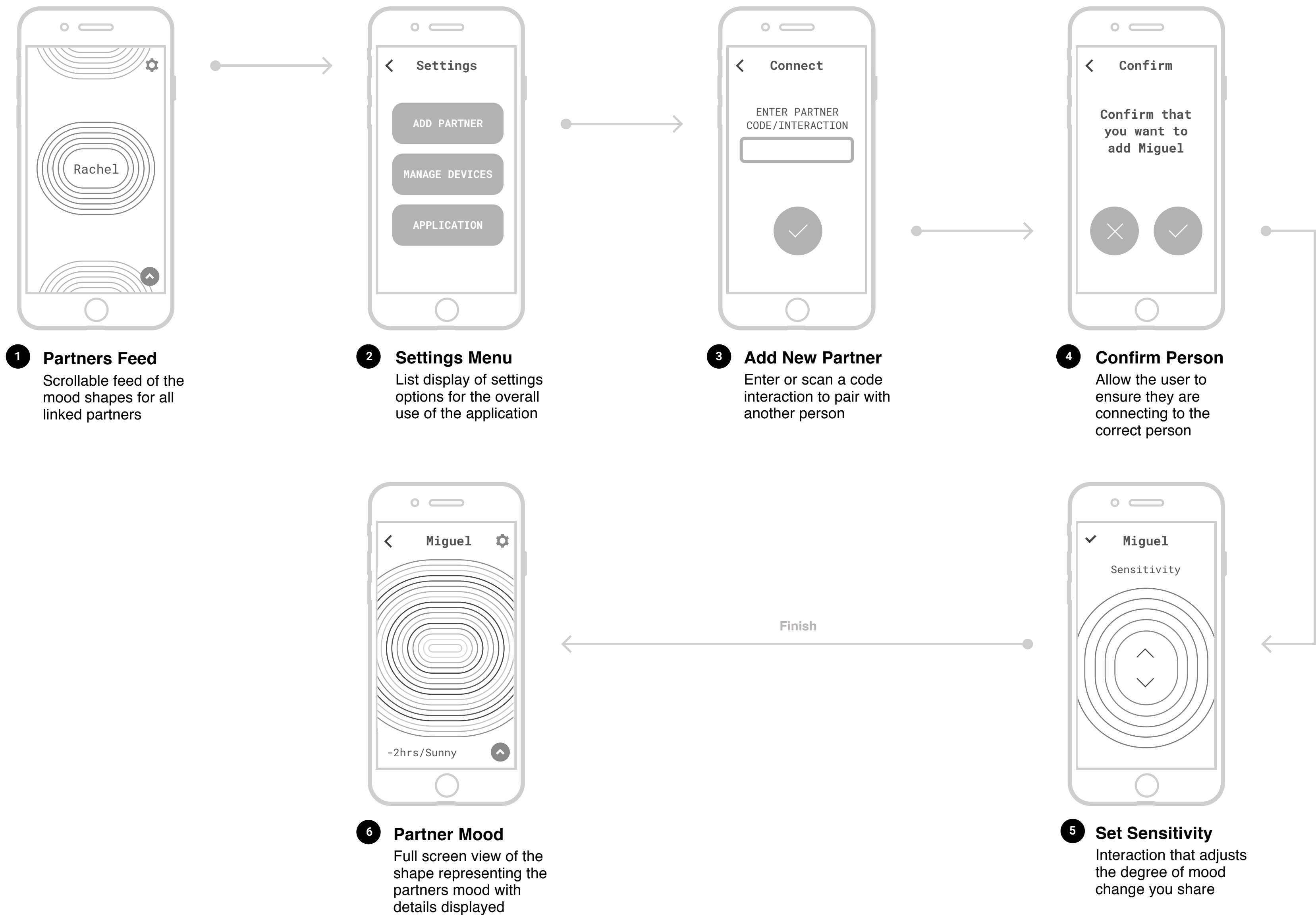
●●

Double Tap

○

Press

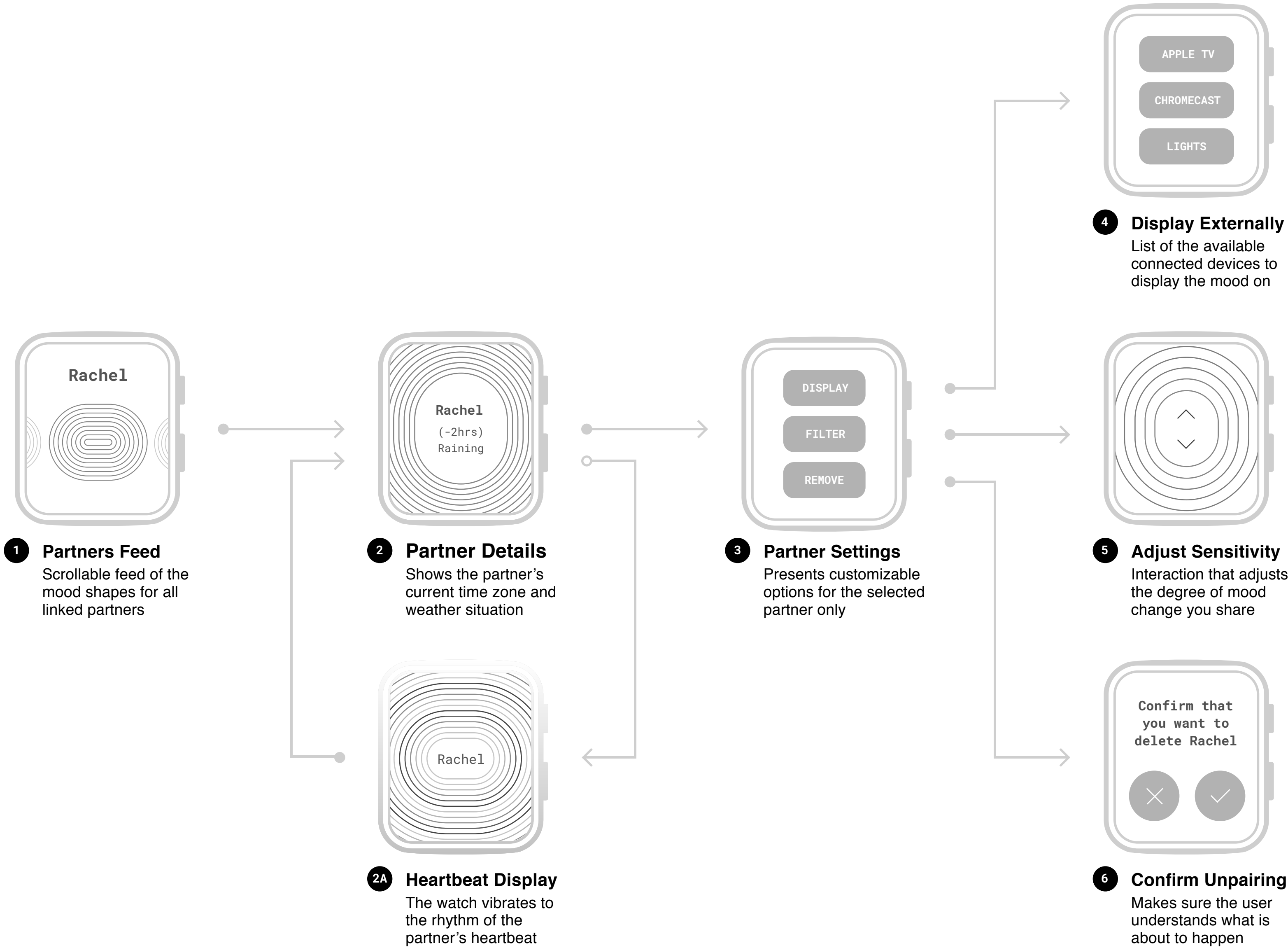
Adding a new partner is an user flow that needs to be special in order to set the tone for the personal connection using the app.



# Partners Flow

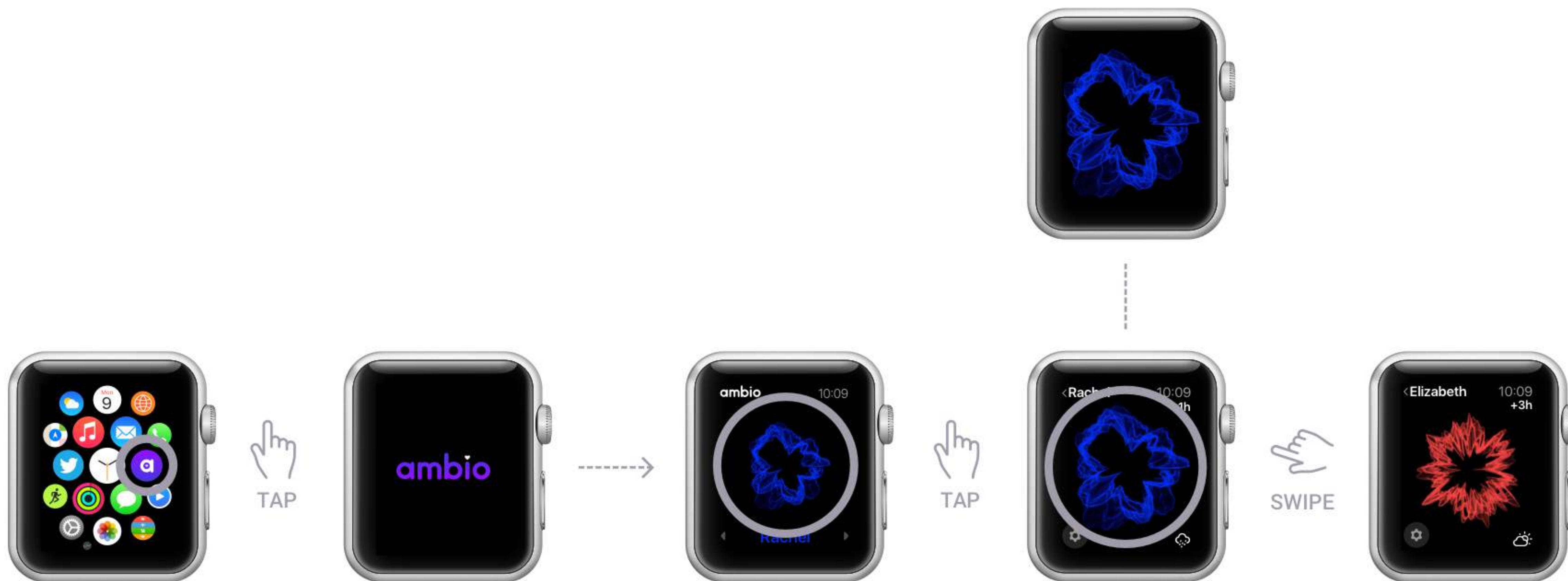
- Tap
- Double Tap
- Press

The wearable device is the main point of personal connection as it is a kind of physical ritual that the partners share.



watchOS

## Partners Flow

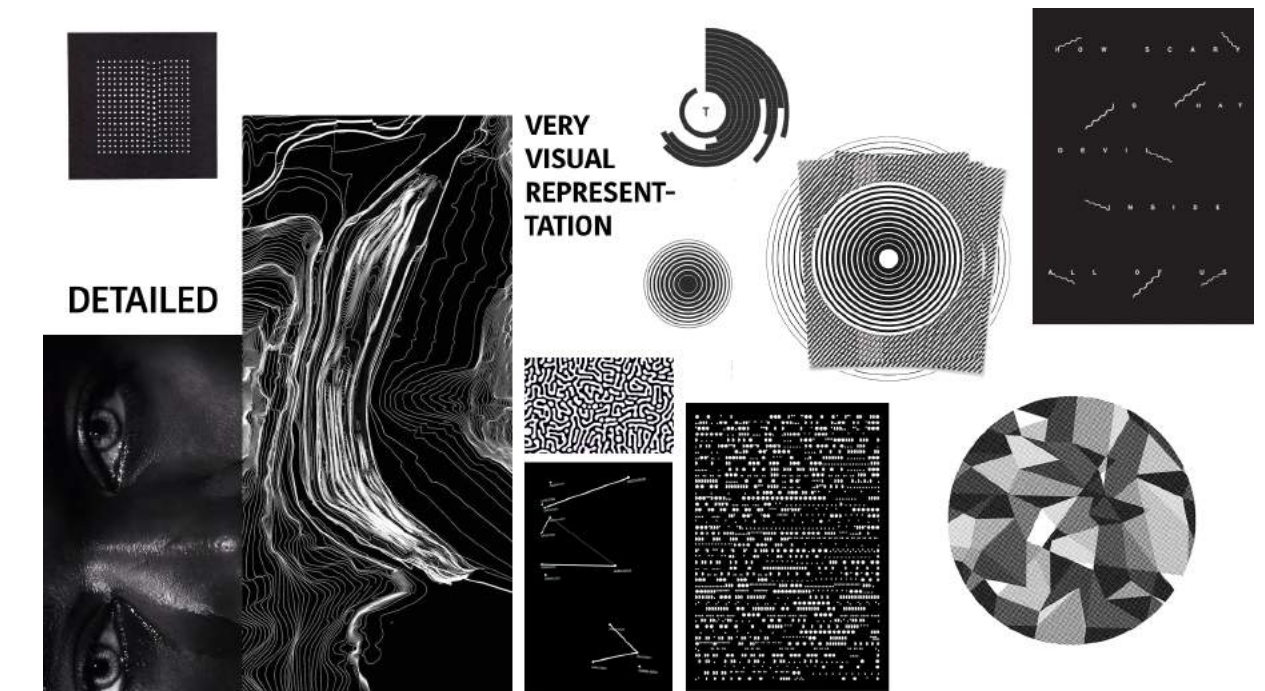




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## Mood boards

I created and presented three mood boards to the team during our initial visual explorations for the brand/product.





## Dark & Technical

This direction would involve precise lines, shapes, and dots to maintain a sharp and simple aesthetic.

## DETAILED

**VERY  
VISUAL  
REPRESENT-  
TATION**



## Plastic & 90's

This direction would be bright, colorful, and convey the feeling of a toy to invoke nostalgia.





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## Moody Gradients

This direction allows for  
for the usage of color to  
represent mood.



## Visual Concepts

Selected mock-ups of visual directions I explored while attempting to graphically represent moods using color, position, and frequency.





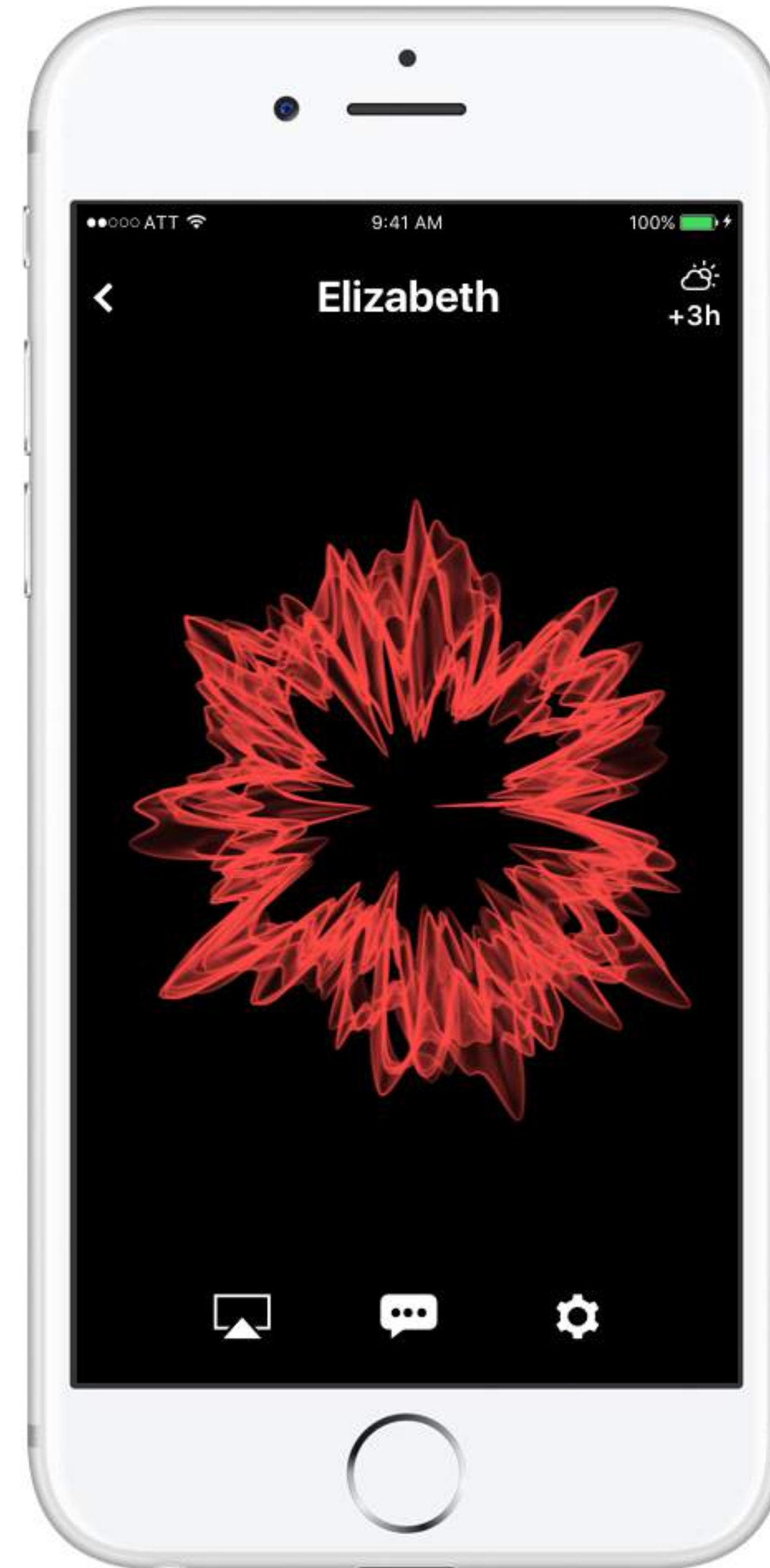
watchOS

## Visual Concepts



watchOS UI

# Angry +





watchOS UI

Sad +

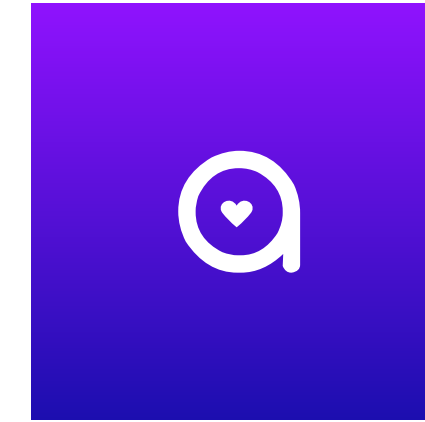


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## Branding Concepts

Two of the branding concepts that I proposed to the group during our first round of logo and icon explorations.

LOGO



WORDMARK



LOGO



WORDMARK

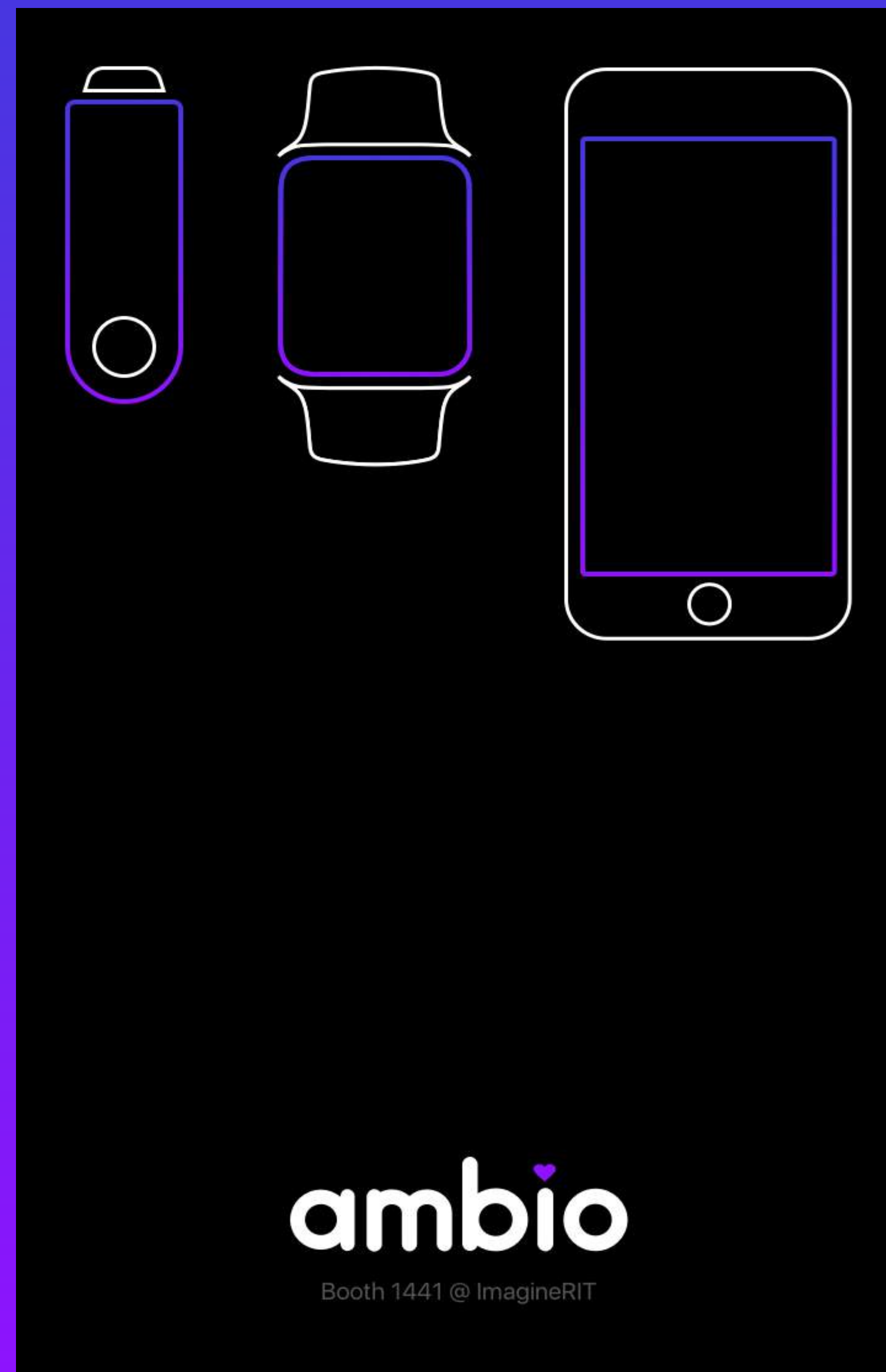




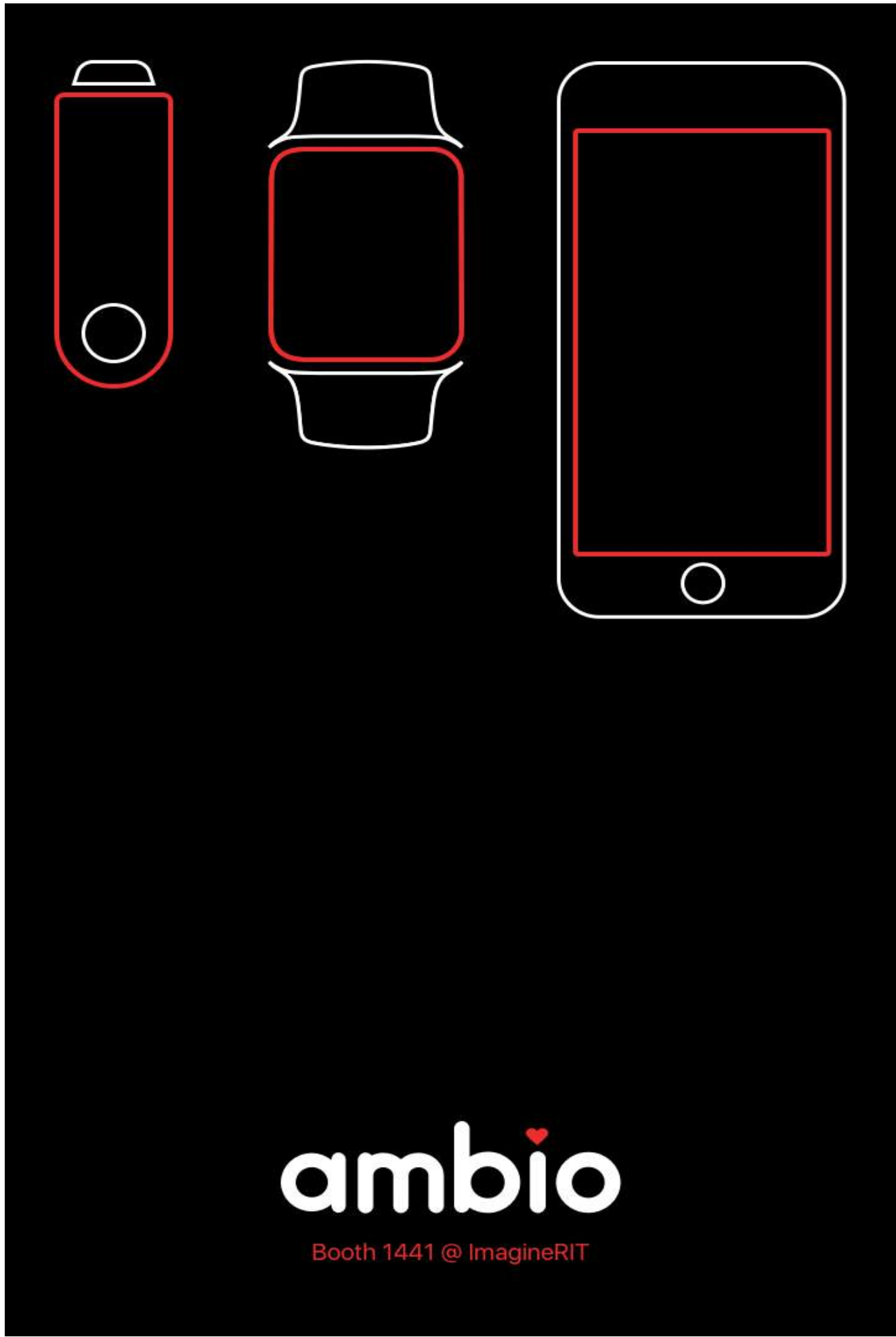
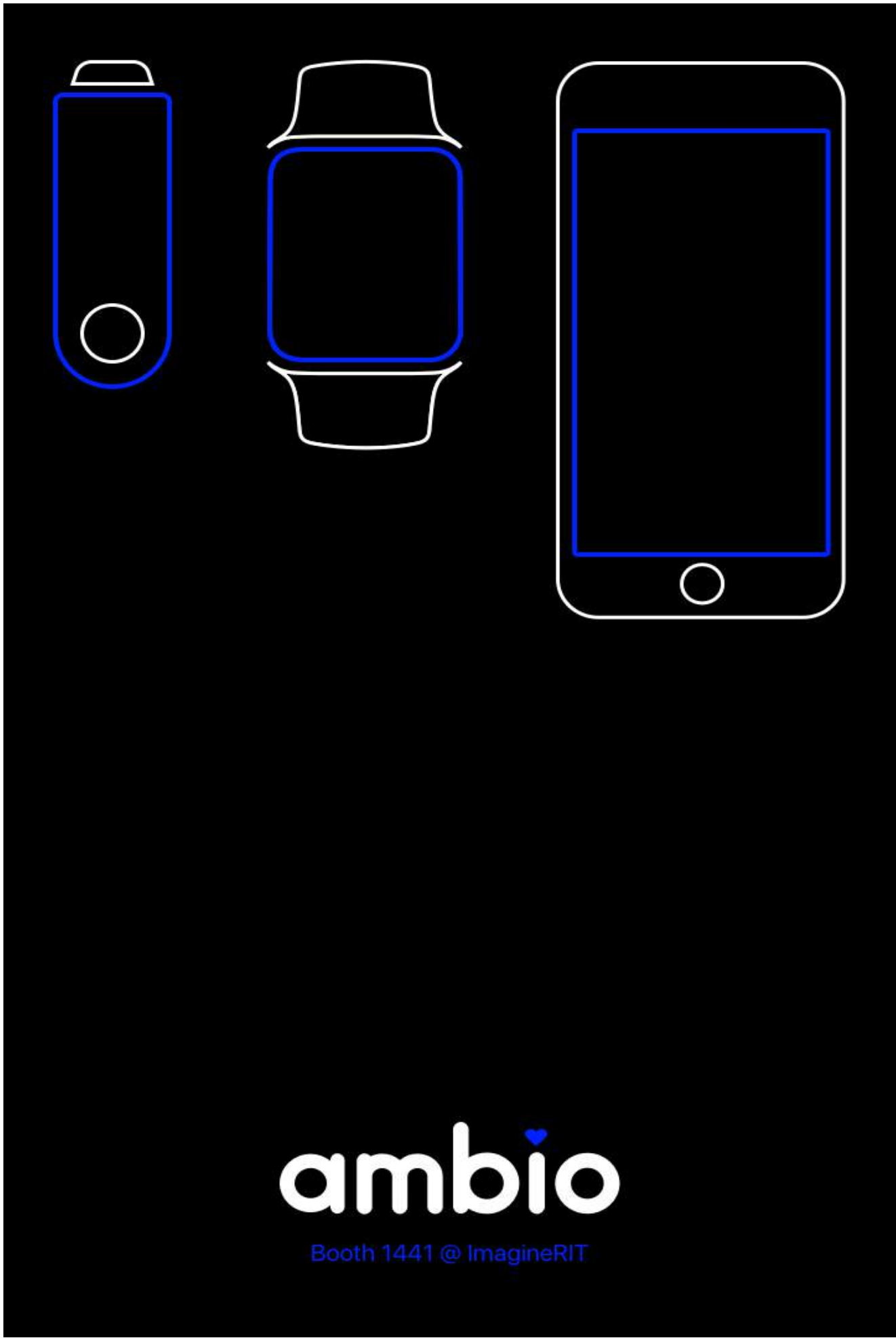
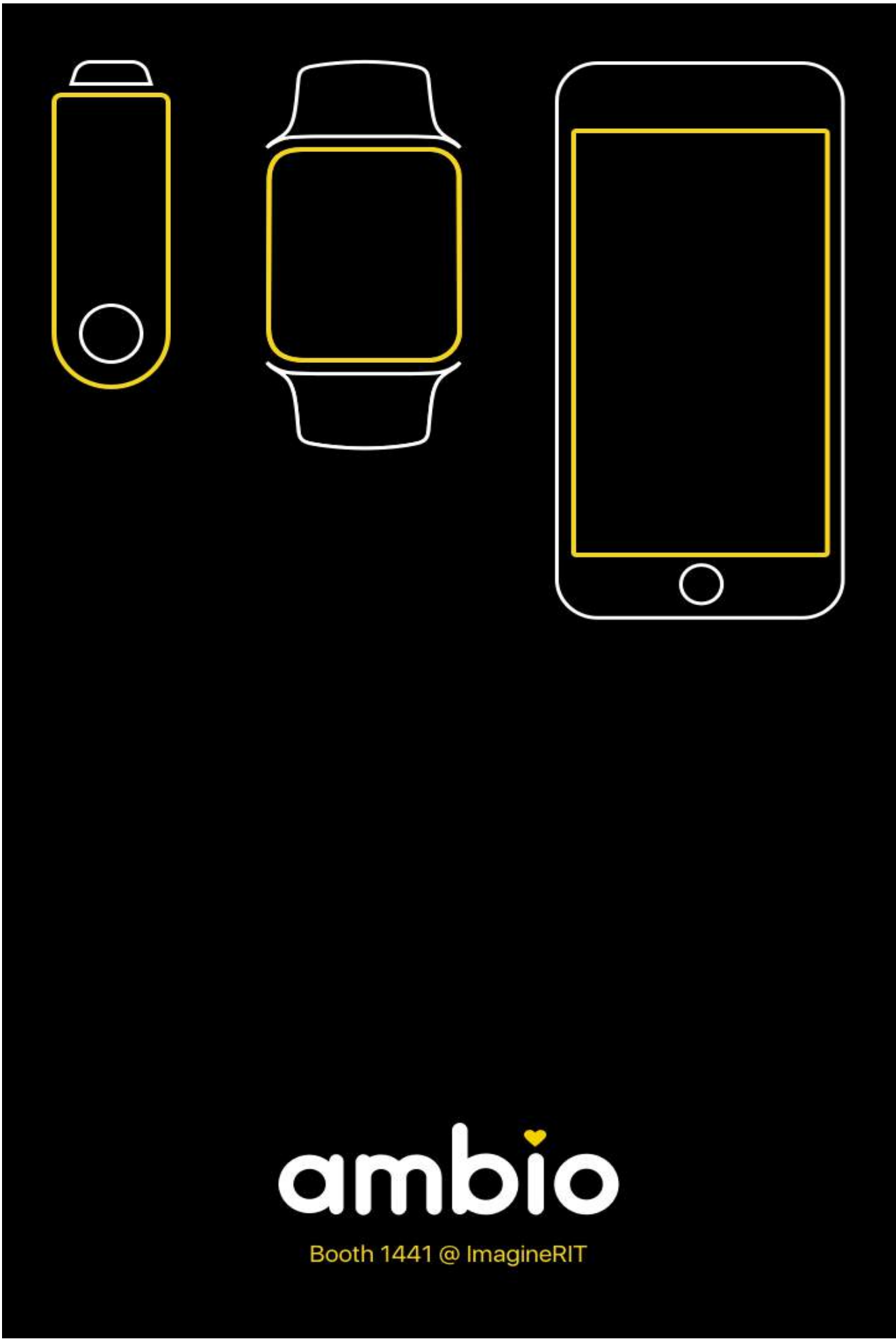
ambio

Branding

## Brand Poster



Poster Series



**Thank you!**

March 7, 2017