

PEEPCHAT ICON DESIGN

APP SPECIFICATIONS



Overview : Peepchat, is an renewed name of an App called “Text Me Romeo”. This app lets users find male/female to chat to on specific criteria such as age, area, purpose. In a way, very close to typical dating app such as Zoosk, OKCupid.

Unique point : All chats made will be public by default and anyone can peep into these chats that are made by others unless the user choose it to be private. In this way, one can find out what kind of personality she/he has, as well as learn how to hit on others.

What didn't go well: Current app icon is appealing to Asian culture, but not in most English speaking countries such as US/UK. Current app name seems not appealing at all. Therefore, we have decided to change both the App name and Icon, as well as UI after that.

Download: You can download the App from below to have a look. All the UI Interface will be revamped so don't follow designs in the App.

<https://itunes.apple.com/app/id715446568>

DESIGN SPECIFICATIONS

Name : Peep Chat / Target Country : USA, UK

Target Sex : Both, but especially women. / Target Age : 18-45 years old.

Must Deliver below messages :

This is a dating app. This lets users peep into chat. Must be eye-appealing.

SOMETHING LIKE THIS.



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YOUR
DESIGN

SPECIFICATIONS

- The basic idea is to represent “PEEP” by one-eye-ball monster
- The pupil inside the eye must be a heart instead of plain pupil.
- Pupil can be either black or red.
- Monsters must be cute. Not scary. It needs to attract womens and must be icons that represents DATING APP.

STYLE GUIDE (TARGET DESIGN)

App Icon can be either 3D or Flat Design depending on your skill and taste. Flat Design tends to be lowering attention, so 3D design is much more appreciated.

