

### **TeamDeck Design Brief**

Marcus@AmbitionHouse.com

07917086231

We are creating some new software which helps teams manage themselves more efficiently and playfully. Our user interface is highly unusual and, we believe, original because it will be modelled around the concept of a playing card deck. Essentially, we're making an app which doesn't look like an app.

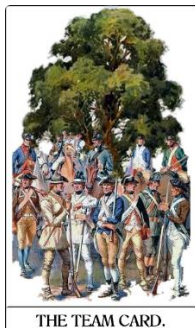
Each of our app's functions has a card associated with it, the name and design of the card should complement its purpose. We have included briefs for the first 11 cards below, we are looking for a professional illustrator/design artist to recreate these cards in a beautiful and inspiring fashion. We are also looking for someone who can create a logo for us which matches up to the cards and will be recognisable. If we are happy with the service provided there will be more work following this as we have more cards, front and back, which need to be created. Please do not show this document to anyone else, it is highly confidential and private. We expect a full non-disclosure of any information included here.

- We like watercolour
- We like white space around the outside of the illustration
- The design should stay the same in terms of positioning, the name of the card etc should not be moved
- We want the cards to look as 'card like' as possible, this could be achieved with use of shadowing behind the cards or texturing on them. Keep in mind that the shuffling of cards will be used as an audio alert when the product is being used, they are paper/card cards not metal or plastic.
- The font we used on the bottom of the card is Romana BT in all caps, we like this but if you prefer to use something else we are open to ideas
- The product is targeted at professionals aged between 18-50 who are leading teams, with this in mind the theme and content should remain mature and professional yet fun/gamified.
- The current theme we have settled on is an historical one, we are open to ideas on this, pitch to us before you begin. All images included below are taken from google images and edited slightly, we don't have the rights to them and are intended as guidelines only.
- As you will see, we are only asking you to design the backs of the cards. Each of them should be unique, yet clearly part of the same collection. Every card must be beautiful, please stay true to the brief. Good luck!



#### **1. The You Card:**

This must be of a person pointing at the user, perhaps someone whose identity is unclear? A character in shadow? The user inputs their profile information using this card, it answers the question of 'who' the user is.



#### **2. The Team Card:**

Otherwise known as the 'Follower Card' this one allows the user to input the details of their followers and other team members. We're also considering calling it the Heroes card, as a team member is also a Hero in a time of trouble. The card should depict a diverse range of people (men and women of different races and heights etc) standing/crouching together happily and confidently. Perhaps looking out to sea? Or at the horizon? Sun rise?



THE MISSION CARD.

### **3. The Mission Card:**

We are considering naming this 'The Mountain Card' instead. This card is used to explain the mission the team will be working towards. Such as building a business, winning a sports competition, being elected into government office, etc. We are very attached to the Mountain image, it would be better if the image was looking up towards the peak in a more vertical/dramatic fashion though.



THE STRATEGY CARD.

### **4. The Strategy Card:**

This card lists every step on the way to achieving mission and these steps will be ticked off as they are completed. We like the idea of two generals looking over a battle map, or perhaps a man and a woman playing chess.



THE STALLION CARD.

### **5. The Stallion Card:**

This card allows the user to send all team members an instant, word limited emergency message. It will be almost impossible to ignore, just as a powerful stallion is (the idea is that the stallion has run the message over to the team member). This card should be particularly dramatic and show the muscle and strength of the stallion. Speed is of course a major theme as well. In this image the stallion is facing the wrong way, we would prefer it was running to the right. The stallion could perhaps have a scroll held in its mouth to symbolise the message.



THE RECOGNITION CARD.

### **6. The Recognition Card:**

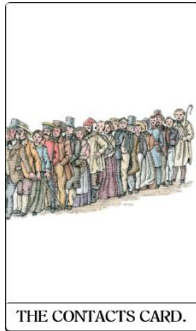
This card will be used to recognise the hard work and achievement of team members. It should therefore depict somebody bowing in thanks, or perhaps a group of people clapping and smiling. Or both.



THE REPORT CARD.

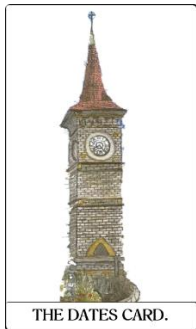
### **7. The Report Card:**

This card allows team members to report their current working status, their mood, their location and etc to their leader. It should depict somebody saluting another person and speaking, or perhaps somebody handing over a scroll/letter to someone else as they salute. Both people should be saluting in order to show respect, we don't want to send a message of 'your leader is your superior' too much.



#### 8. The Contacts Card:

This card acts as an address book for the team, keeping contact details of all of their important contacts in one place. It should depict people in a queue as picture, or perhaps people waving, tell us if you have different idea before you start designing properly.



#### 9. The Dates Card:

All teams have important events, meetings and other dates to keep track of, this card makes keeping on top of such dates easy. We struggled to think of something attractive which could be used to symbolise dates, so we went with time and the clock tower. We like this idea but if you can come up with something you think is better then we want to hear it, before we see it.



#### 10. The Competition Card:

This lists the team's competitors and we really like the idea of two stags fighting antler to antler. The image here is attractive but we would prefer to see the eyes of the two stags, so perhaps a close up of their heads and antlers locked together mid contest would be good? Don't be afraid to use a little blood. If you think that bears, lions or men fighting would look better then let us know before you do a different design.



#### 11. The Memory Card:

There's no point having all of the information in our app unless people can remember it right? This card plays a game with the user to help them memorise all of the important information they need to know. We like elephants because of the connection with memory, the elephant should like powerful and wise as this one does.



#### How the cards will look in app:

The cards will be stacked on top of each other for most of the time, unless the user taps on them and then they will be made bigger. When the user taps them again the card will turn around to show the front which is where all of the functionality and information is hidden.