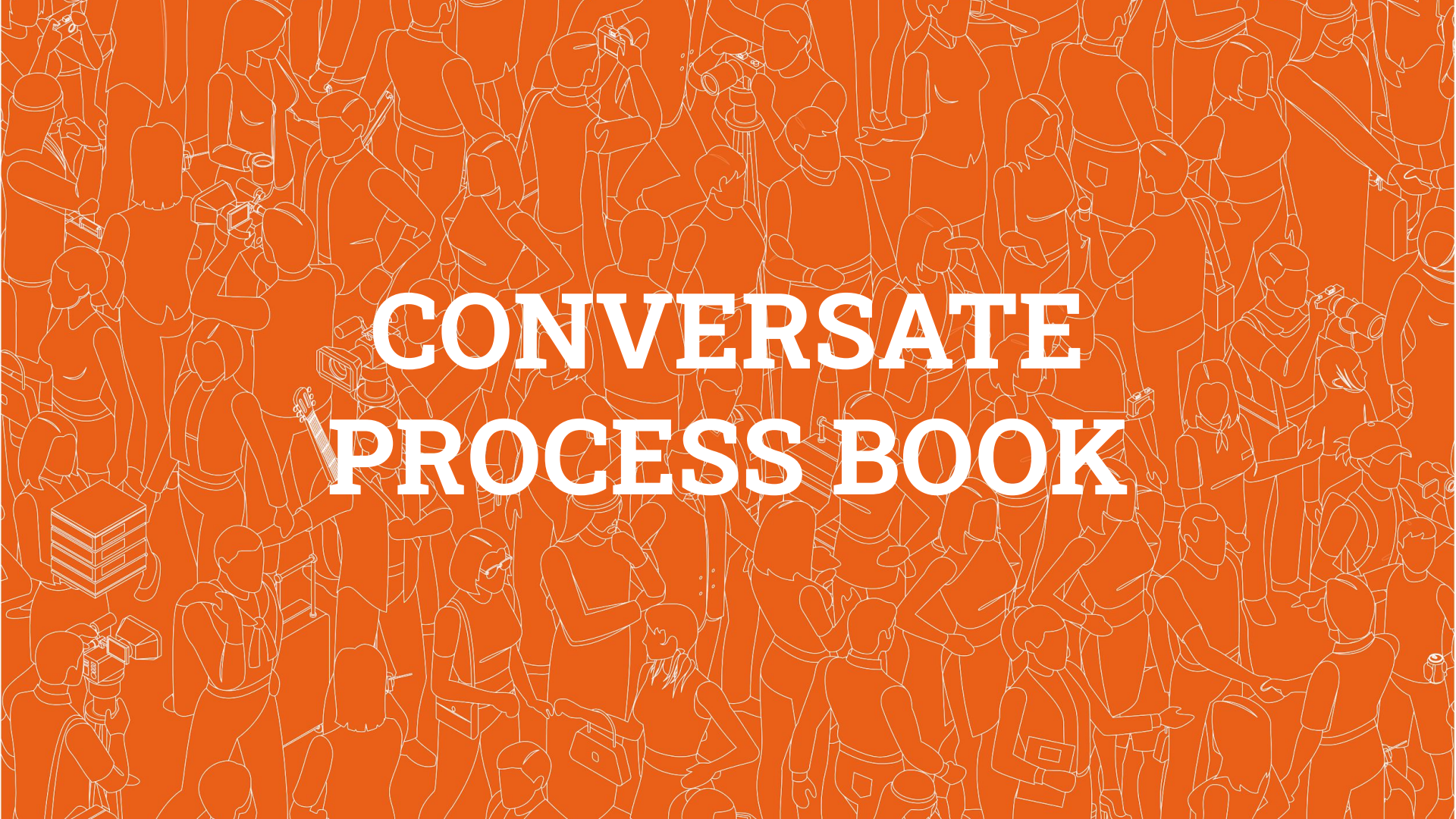


The background of the entire image is a solid orange color. Overlaid on this is a dense, intricate pattern of white line art. The line art depicts a large, diverse crowd of people in various poses and activities, suggesting a busy event, festival, or public gathering. Some figures are holding cameras, others are talking, and some are carrying bags or equipment. The style is minimalist and modern, with clean lines and no facial features or detailed clothing.

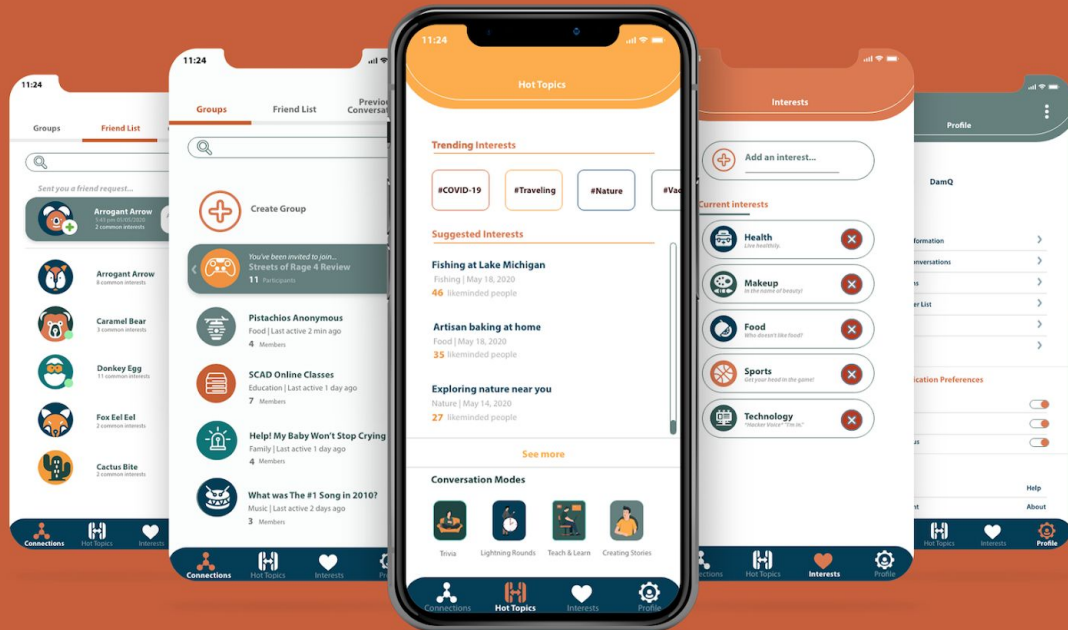
CONVERSATE PROCESS BOOK



EXECUTIVE SUMMARY

Perceived social isolation is an issue that permeates every age range. In addition, people in their early middle ages often go through a midlife crisis that drastically affects their state of mental well-being, the most common cause of which being a lack of meaningful social connection.

Conversate attempts to tackle this issue by means of facilitating meaningful connections between users, in an anonymous and lighthearted setting. Utilizing both a physical device placed in a user's home, and a companion app to control it, Conversate matches users based on their common interests to have anonymous voice conversations.



To help facilitate these conversations, Conversate also features a dynamic VUI named Soula. Soula not only has the ability to operate the device based on the user's commands but can also be a proactive part of the conversation between users. Soula can offer new ways for users to interact with each other, such as suggesting new interests to talk about, or offering users to play a voice-based game with each other, such as trivia.



D

Daniel Pelletier
Research Lead /
Digital Programming



A

Anh Tran
Visual Design Lead /
UX Researcher



M

Max Poliseno
Product Design Lead /
UX Researcher



Q

Quy Ho
Project Leader /
Creative lead

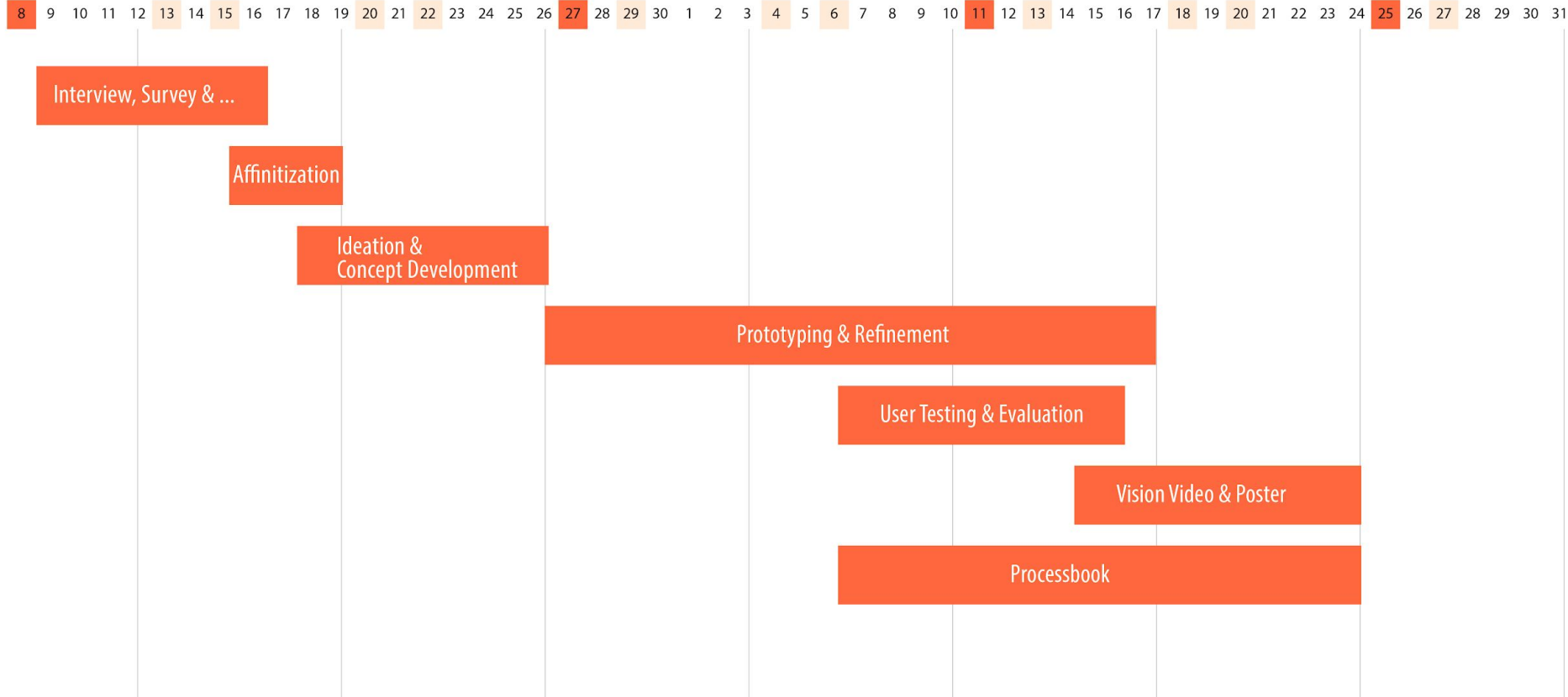
TIMELINE

PROPOSAL

MIDTERM

CONCEPT CHECK-UP

FINAL





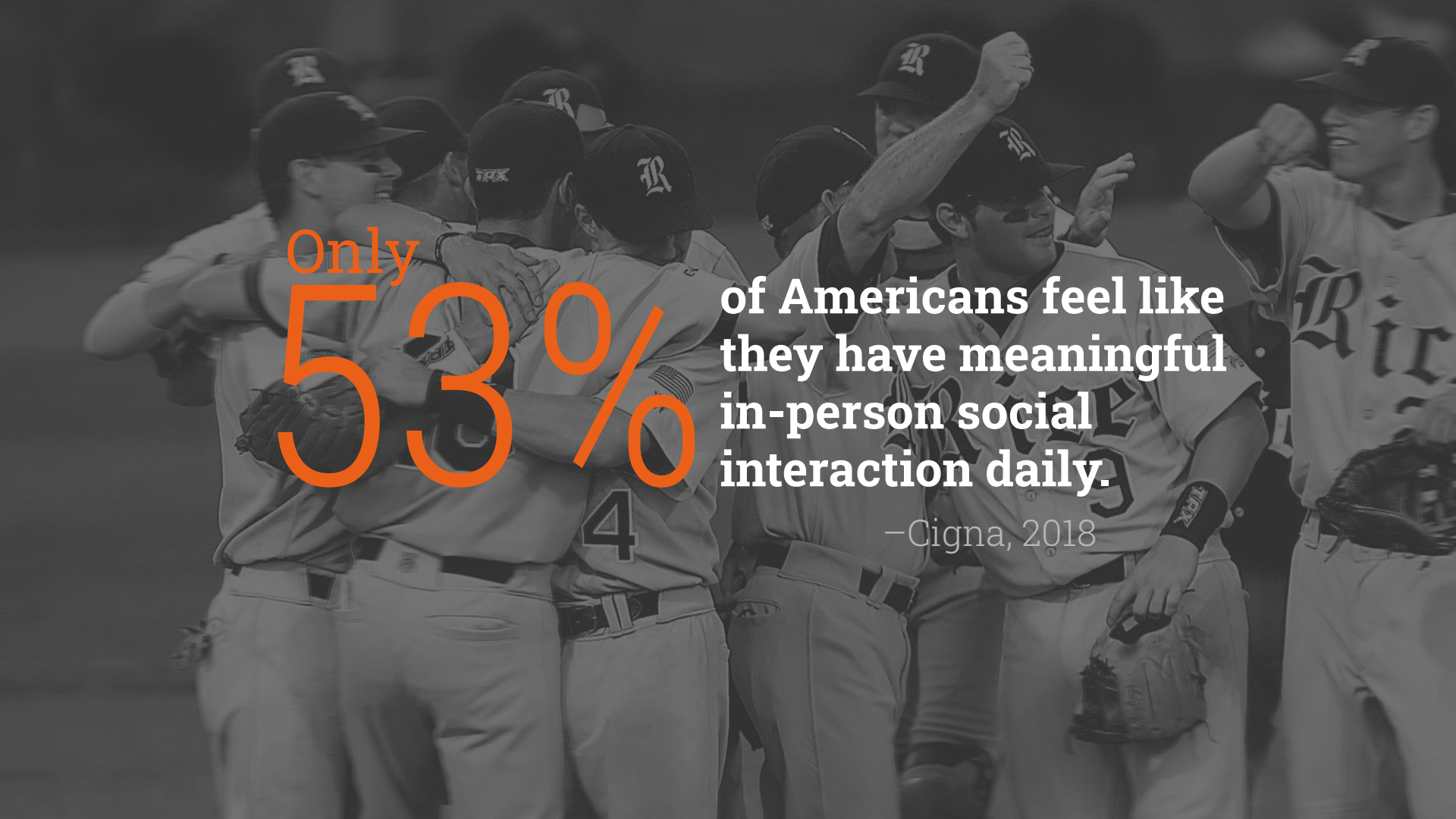
DESIGN BRIEF

This quarter we were given the challenge of designing for **anthropomorphism**: The attribution of human traits to a nonhuman object or entity.



46% of Americans
report that they
often or always
feel alone.

—Cigna, 2018

A black and white photograph of a baseball team celebrating on the field. Several players are visible, wearing uniforms with 'R' logos on their caps and jerseys. They are huddled together, with some players raising their fists in the air. The image is semi-transparent, allowing the text to be overlaid.

Only
53%

of Americans feel like
they have meaningful
in-person social
interaction daily.

—Cigna, 2018

TOPIC of INTEREST

Perceived Social Isolation

Perceived social isolation represents a mismatch between an individual's social needs and the provisions the social environment offers or is perceived to offer.

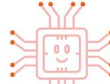
– Louise C. Hawkley, John P. Capitanio

Secondary

RESEARCH



SECONDARY RESEARCH BREAKDOWN



Health and fitness consequences [occur] at each developmental stage of life.

–Louise Hawkey + John Capitanio, on Perceived Social Isolation

Two in five Americans report that they sometimes or always feel their social relationships are not meaningful.

–Cigna, 2018

Between 20 and 30% of middle-aged and young-old respondents report moderate or serious loneliness.

–The Cambridge Handbook of Personal Relationships, 2016

THE “30’S CRISIS”

Research shows that people in their 30s are especially vulnerable to the stress that comes with **perceived social isolation**.

The generation’s dominant focus on career is leading to a decrease in adult friendships, and an increase in disconnection and social anxiety.

– Rebecca Muller, Community Editor
at Thrive Global



• Common stressors that lead to this kind of crisis: •

- Navigating relationships.
- Financial concerns
- Family pressures
- Aging

The Guardian, 2019

TARGET USER GROUP

35

"hit a stage of life when they realize that they may no longer be in their prime."

Sydney J. Harris -
The American Journalist

44

"happiness levels follow a U-shape curve with their lowest point in the mid-40s after which they rise."

Professor Andrew Oswald -
The University of Warwick.

The Third Factor of Anthropomorphism

Sociality Motivation



As someone becomes more isolated; their need to find social connection increases, and along with it, their tendency to anthropomorphize.

Sociality Motivation



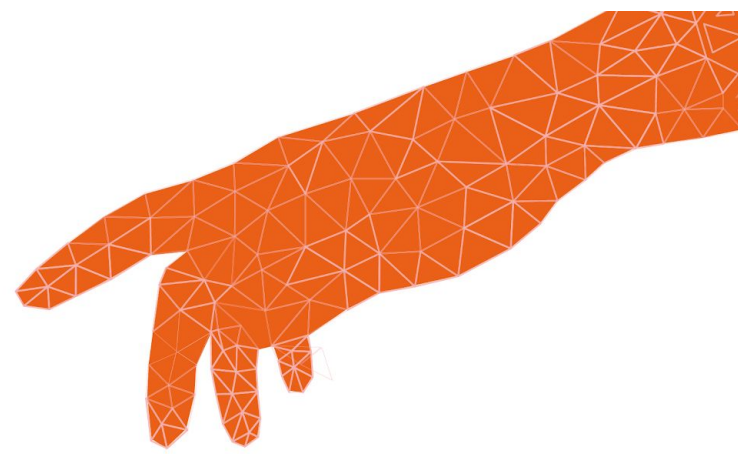
Isolation

Such as being stranded
alone on an island

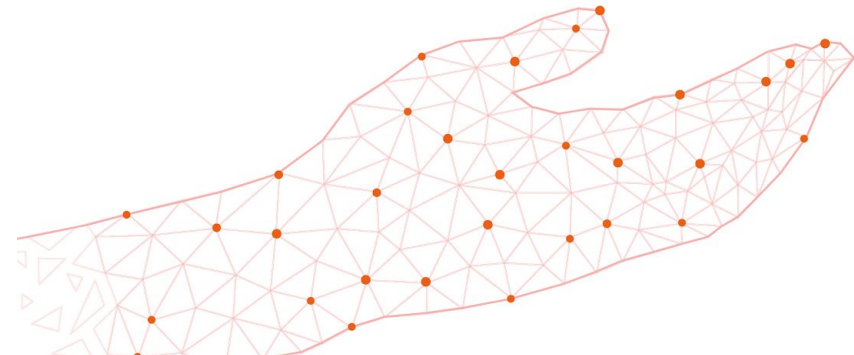


Often creates anthropomorphism

For instance: giving
human traits to
inanimate objects



INDUSTRY INSPIRATION



Gatebox - AI Assistant and Virtual Companion

Idealized virtual character helps to manage household tasks and relieve feelings of perceived social isolation

Con: May cause user to become more socially isolated

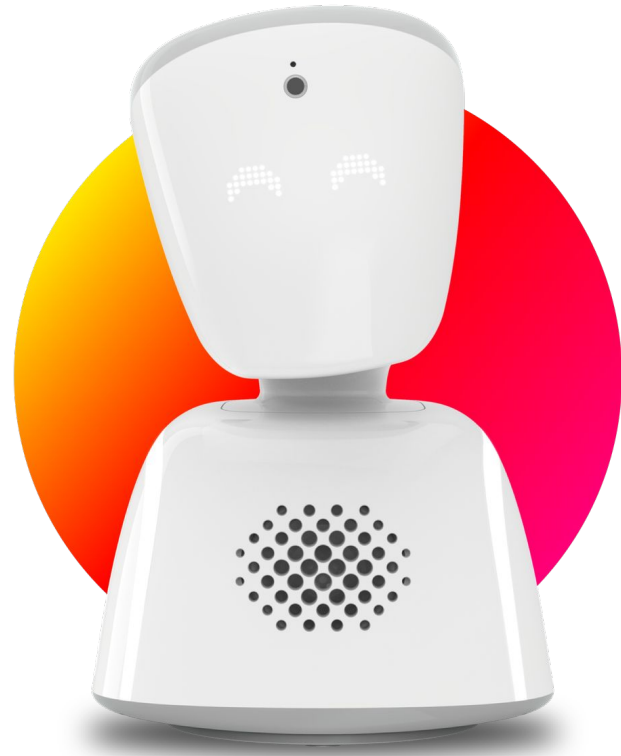


 Gatebox

AV1 - A Distance Learning Robot

Iconographic robot that connects children with long-term illnesses to peers and the classroom

Con: Lack of anthropomorphic features on user end



“Hey” Bracelet - Send Touch Over a Distance

Wearable bracelet that keeps users connected over distance using touch

Con: Limited social interaction



Secondary Research

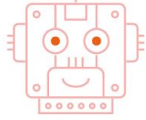
INSIGHT #1



Anthropomorphism can
provide a means to genuine
social connection.

Secondary Research

INSIGHT # 2



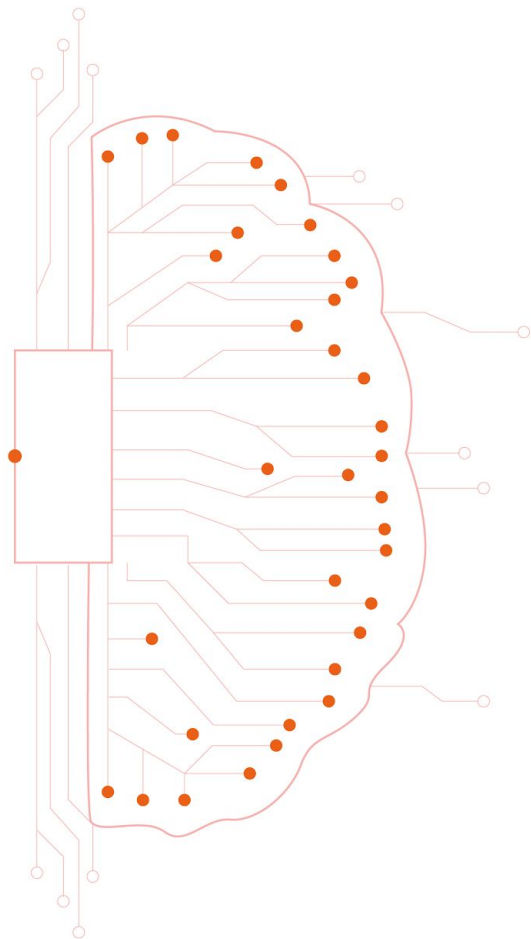
Anthropomorphic design
should have some form of
emotional impact on the user.

Secondary Research

INSIGHT #3

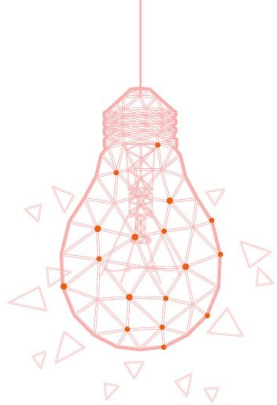


Anthropomorphism in design
often works best subtly.



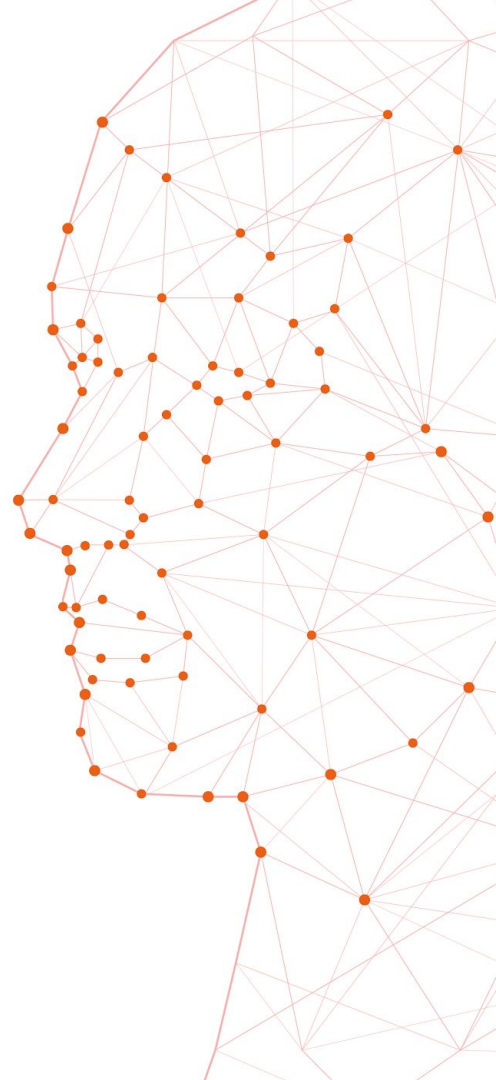
TARGET UX

- Provide a means to facilitate social connection in our target users.
- Reduce perceived social isolation.
- Provide social connection without causing the user to become further socially isolated.



INITIAL EXPECTED OUTCOME

A product or service that can facilitate or emulate social connection, and reduce the feelings and effects of perceived social isolation.



Primary

RESEARCH

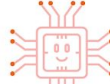


• **PRIMARY RESEARCH GOAL** •



What are the capabilities of our user to use technology in order to combat perceived social isolation?

PRIMARY RESEARCH SUB-GOALS



What are the capabilities of our users to use technology in order to combat perceived social isolation?

What usually is most effective in making users feel less lonely?

What are the target user's opinions of relationships formed via technology?

OUR METHODOLOGIES

10 User Interview + **100** Responses Survey



OUR LIMITATIONS

From our survey, only 36 / 100 respondents fell into our target age range.

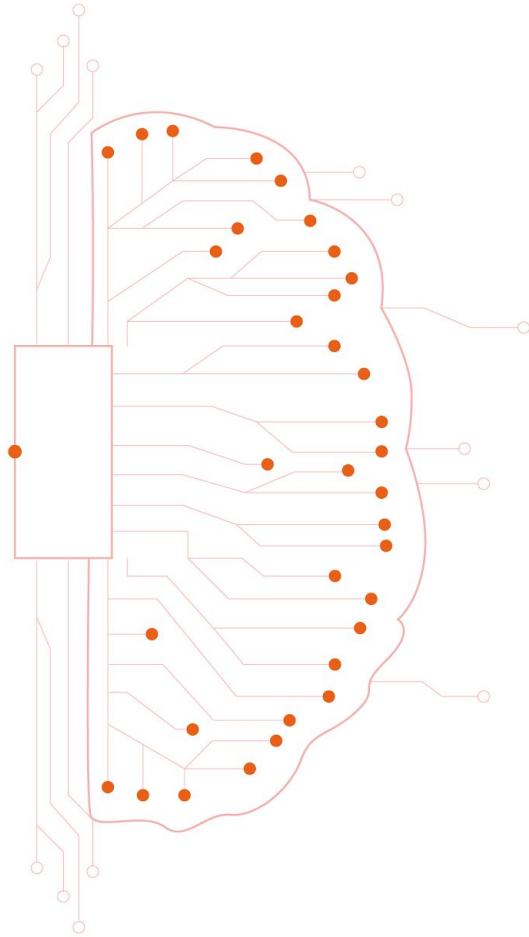
N = 36

For the purposes of data analysis, **we widened our range** and accepted results from ages 28-55

N = 75

Expanded Target User Range:



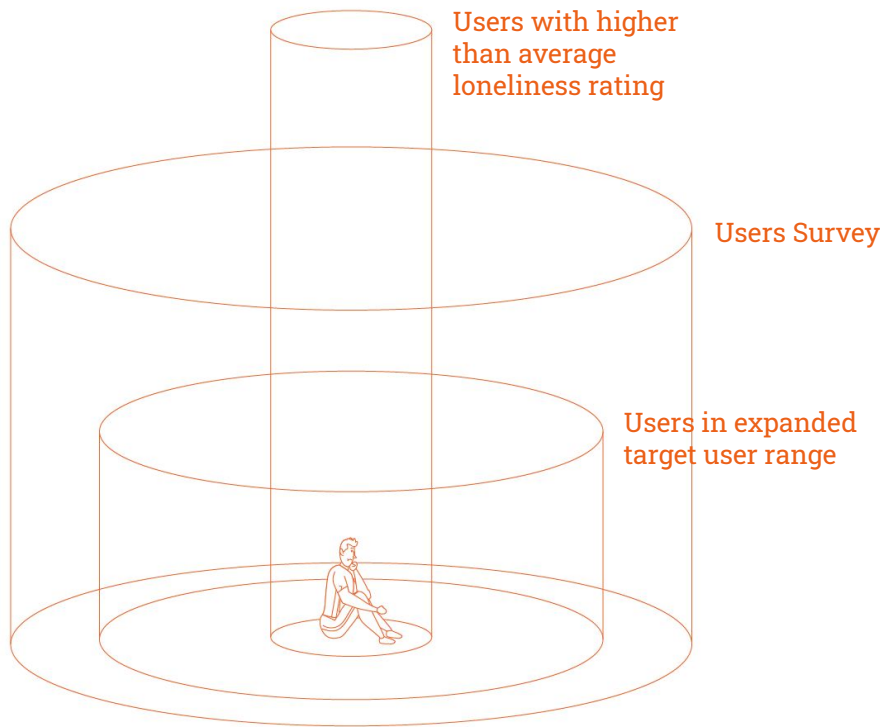


QUANTIFYING LONELINESS

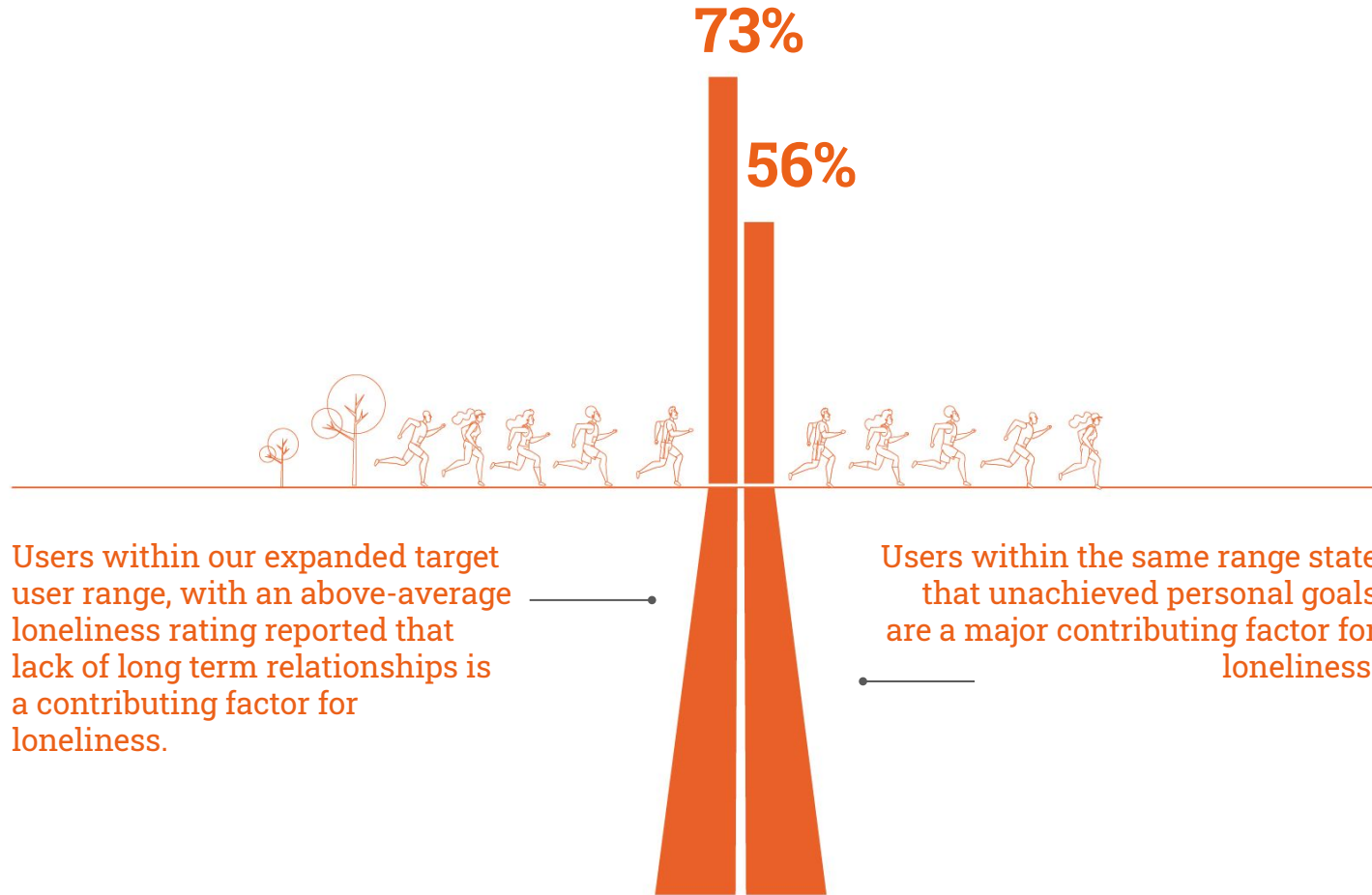
We measured the loneliness of each respondent of our survey by using the following scales:

- **Modified UCLA Loneliness Scale**
- **Crisis Rating Scale**

CROSS ANALYSIS



After gathering all of the data, multi-variable cross analysis helped generate even deeper insight into our target users.



Male 35
HCMC, VN
Entrepreneur

Male 38
Atlanta, GA
Entrepreneur

Male 35
Canada
*Electrical
Engineering*

Female 35
Da Nang, VN
*Tourism
Manager*

Male 36
Brazil
Businessman

Female 35
Singapore
*Work from
home*

Male 39
Savannah, GA
*Admission
Specialist*

Female 46
Delaware, OH
*Administrative
assistant*

Male 40
Savannah,
GA
Retired Surgeon

Female 36
HCMC, VN
*Account
Director*

OUR INTERVIEWEES

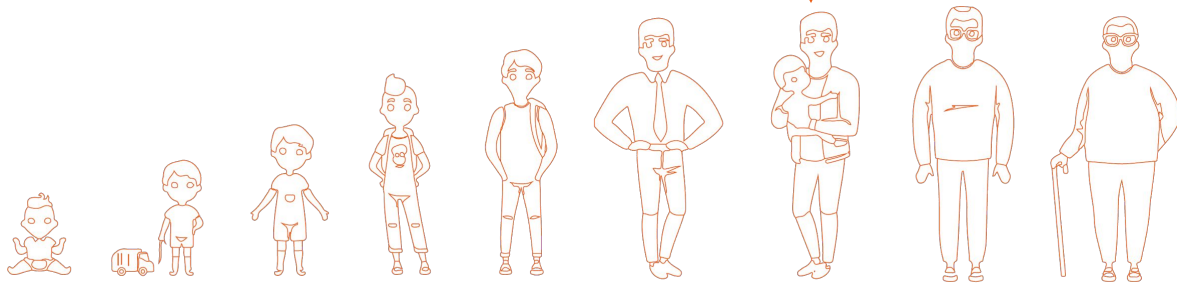
KEY TAKEAWAYS

Single respondents are about 9% more lonely on average.

Big changes in life such as having babies or moving to other places contribute to social isolation

People are less lonely when they see (& hear) other humans around

As users get older, they find it harder to form new connections with others.



KEY TAKEAWAYS

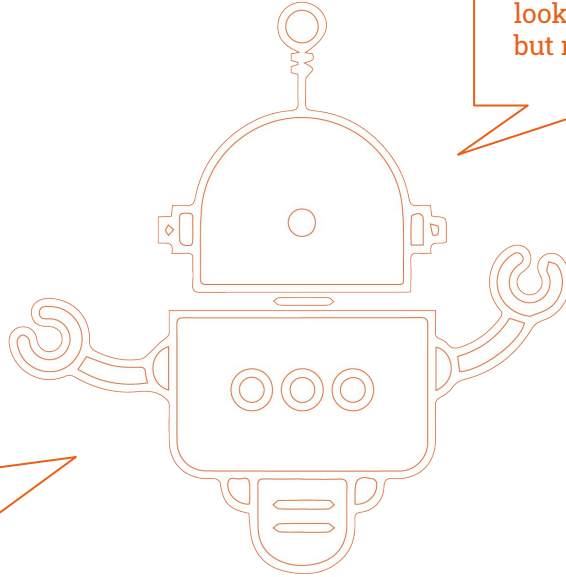
(Anthropomorphism & Technology)

Users prefer physical products over virtual ones.

Users like small/unthreatening looking robots, cute but not too kiddy.

Hands and legs are perceived as more helpful for robot design.

White or pastel is most favorable color for robotic design.



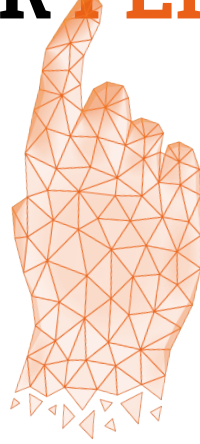
HOW MIGHT WE'S:

How might we make it easier for our users to form meaningful connections?



How might we reduce loneliness by helping users accomplish their goals?

USER PERSONAS



Philip Satomen

Age: 37
Gender: Male
Occupation: Construction Worker
Hometown: Hilton Head, SC
Relationship Status: Single

01 BIO

Philip is a construction worker, born and raised in the suburbs of Hilton Head, South Carolina. Philip didn't have a particularly special upbringing, and he did decently in school. After graduating, he went straight into the workforce, and moved into a modest apartment, not too far from his family. He often moves from workplace to workplace, and he spends most of his free time at home, talking with people on the internet or playing video games. He often feels lonely on the weekends, and sometimes has trouble making the first move asking his friends to hang out with him.

02 LIKES

Long conversations
Online Gaming.
Dogs

DISLIKES

Crowds
Being confronted by his family
Social media

03 GOALS

Get back in touch with old friends.
Find a long-term partner.
Open up to new experiences

"I am making my way in life, but I wish I had some more friends to share it with, and someone who I could tell anything to."

04 COMMON TECH USED

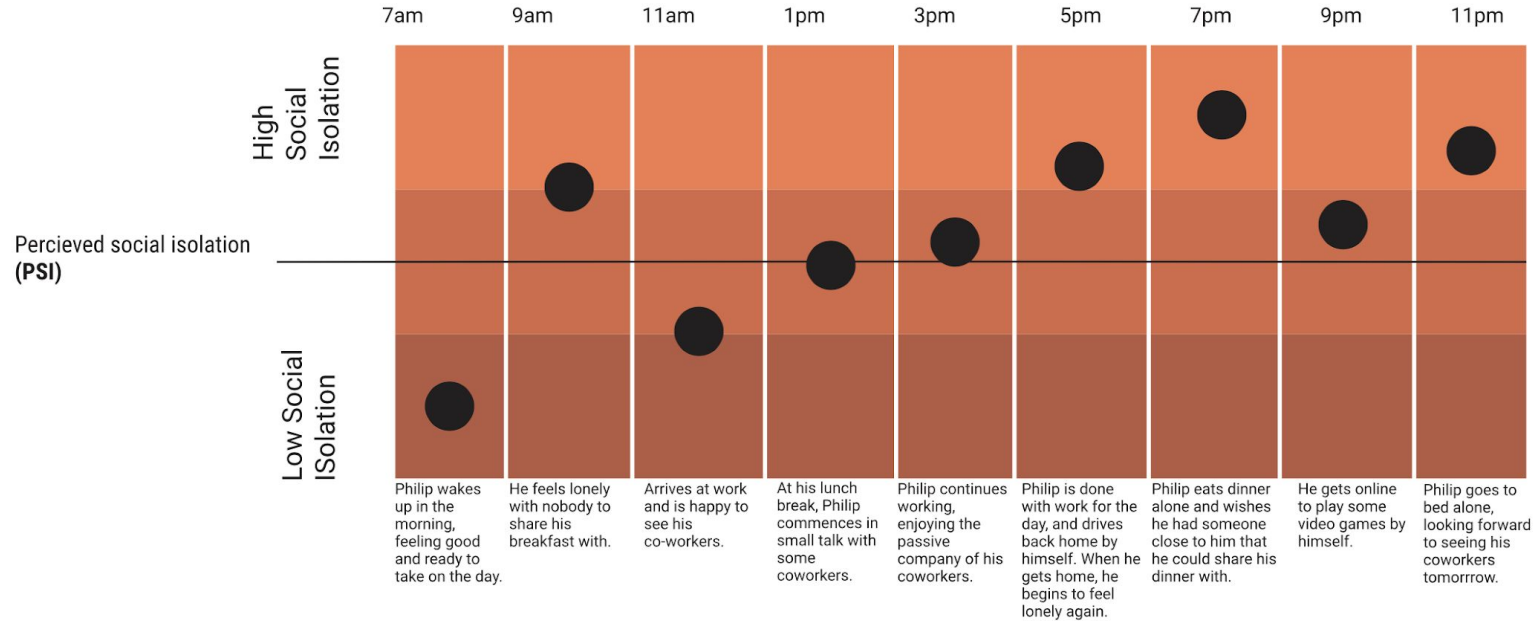
Smartphone
Desktop
PS4

05 TRAITS

Introvert	☐	Extrovert
Relaxed	☐	Energetic
Pessimistic	☐	Optimistic
Traditionalist	☐	Tech-Savvy

User Journey Map #1

Philip
Satomen





Beth Solito

Age: 41
Gender: Female
Occupation: Line chef
Hometown: Hartford, CT
Relationship Status: Married

01 BIO

Beth is a line chef who moved to Hartford two years ago with her husband and two sons. Beth and her husband make decent money, but she is frustrated with the stagnation in her career. She compares herself to other chefs and has lost motivation to climb the ladder at the restaurant where she works. Beth loves spending time with her family, but she feels like she has missed out on meeting new friends since she moved. She often feels lonely, even when surrounded by her family, and she isn't sure why she feels this way.

02 LIKES

Cooking
Meeting new people
Seeing her family succeed.

DISLIKES

Staying in one place for too long
Advanced technology.
Long work hours

03 GOALS

Reinvigorate her career
To meet new friends
To explore the city

**"I've got all that I need,
but sometimes I can't
help but feel lonely.
I don't have as many
close friends as I used to."**

04 COMMON TECH USED

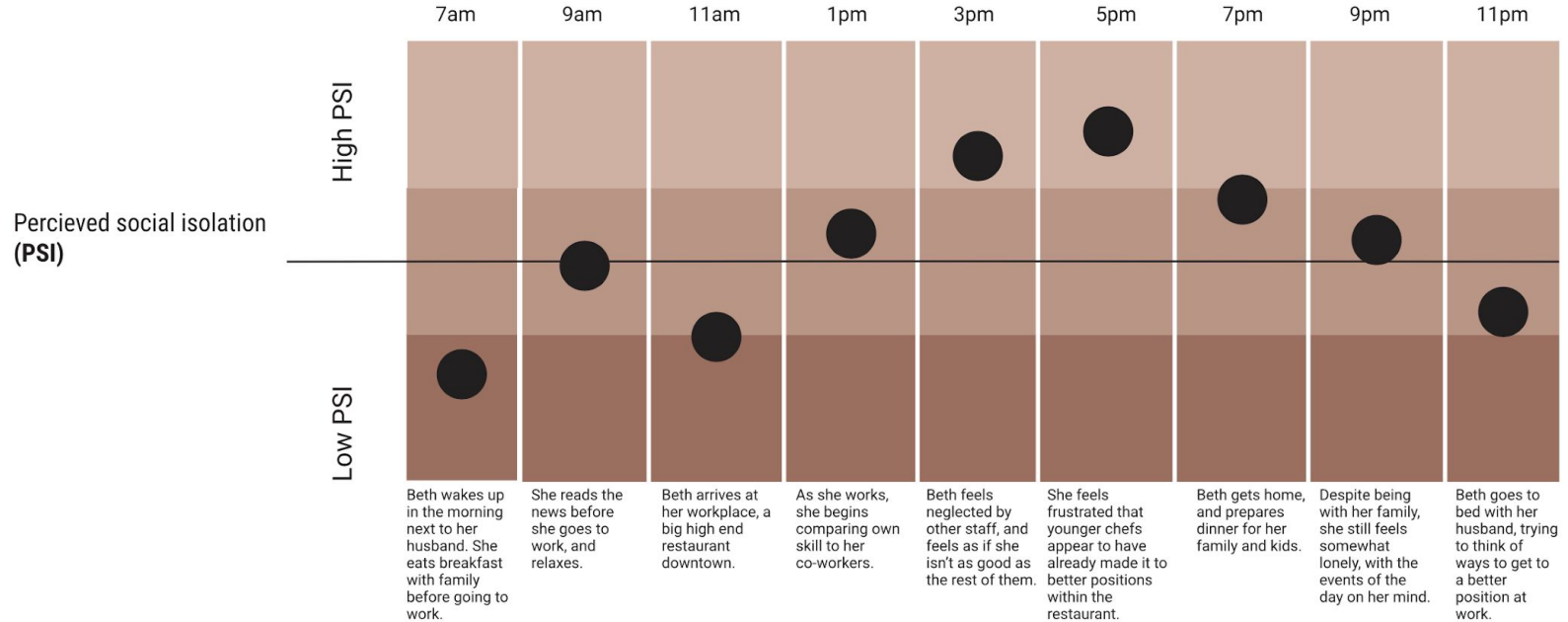
Flip phone
Desktop
Ipad

05 TRAITS

Introvert	☐	Extrovert
Relaxed	☐	Energetic
Pessimistic	☐	Optimistic
Traditionalist	☐	Tech-Savvy

User Journey Map #2

Beth Solito



Affinitization Process

After gathering our research, we began our affinitization process. We used a four level affinitization process, beginning with our raw data points gathered on yellow sticky notes. Next, the data points were grouped together, based on similarity, into categories represented by green sticky notes. The green sticky notes were then grouped even further which allowed us to form our insights (shown as blue sticky notes) which were finally used for inspiration when forming our “how might we’s” (shown by the pink sticky notes).

OUR AFFINITIZATION PROCESS

IDEATION PROCESS

Our ideation began with meeting to discuss our initial ideas and visions for the final product. After much debate, we realized that we hadn't made much progress armed with only our initial ideas. We decided to do a series of 3 minute design sprints, from which we were able to effectively come up with several new design ideas.

The end result was a large pool of concepts that were much more lightweight and mutable. Many of these concepts were combined and refined in the creation of our final deliverables.



1 SURROUNDING FRIENDS

HOW MIGHT WE'S:

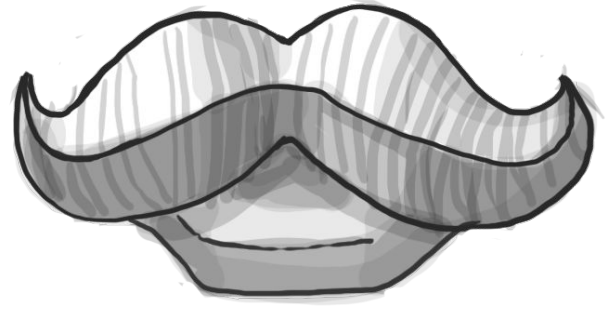
**How might we make it
easier for our users to form
meaningful connections?**

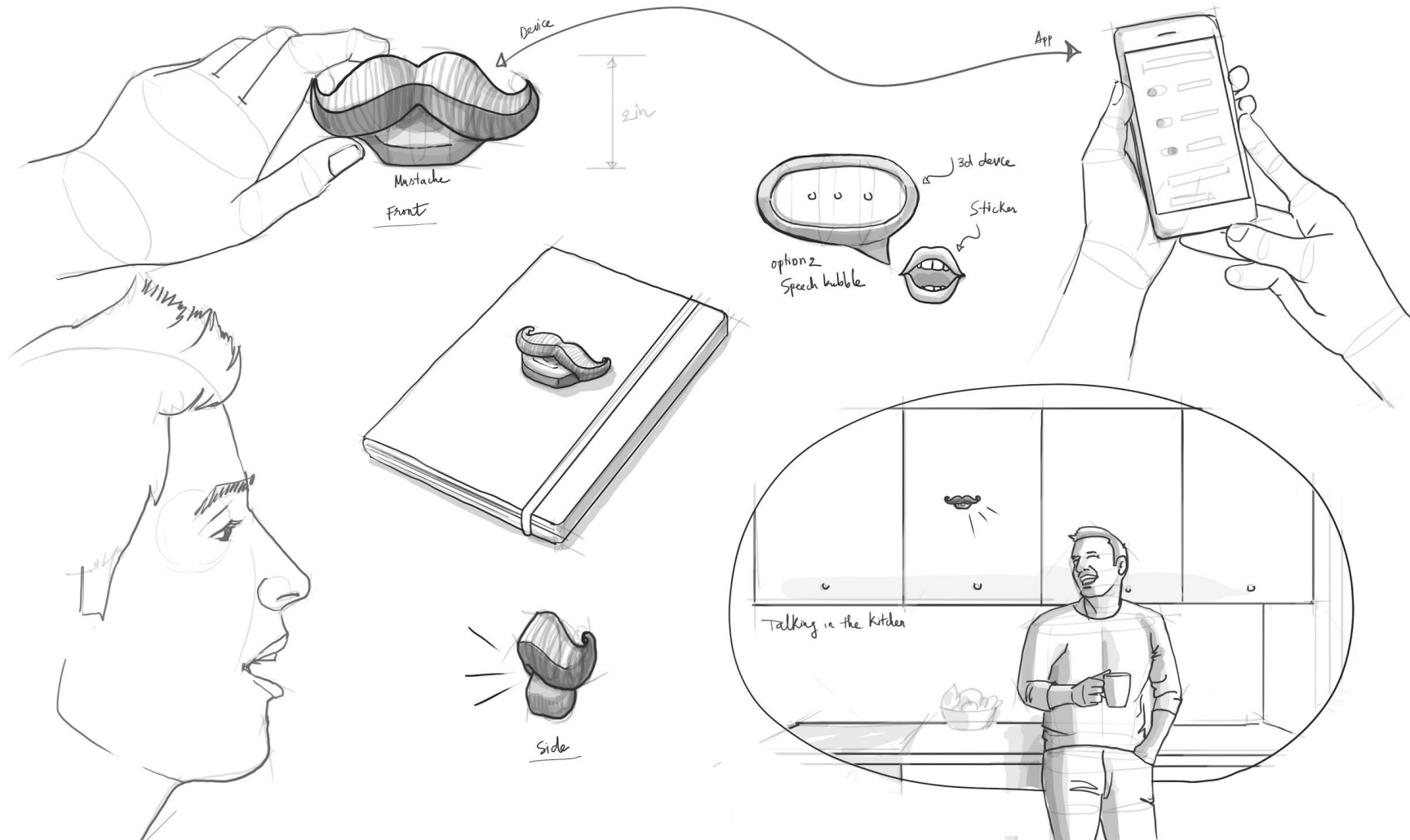


How might we reduce
loneliness by helping users
accomplish their goals?

Concept I – Surrounding Friends

- A way for users to anonymously and easily socialize from anywhere in their home.
- Connects users to other users with similar interests, and allows them to chat anonymously.
- After the conversation is over, users can reconnect later if they had a good conversation.





STORYBOARD

Concept I – Surrounding Friends



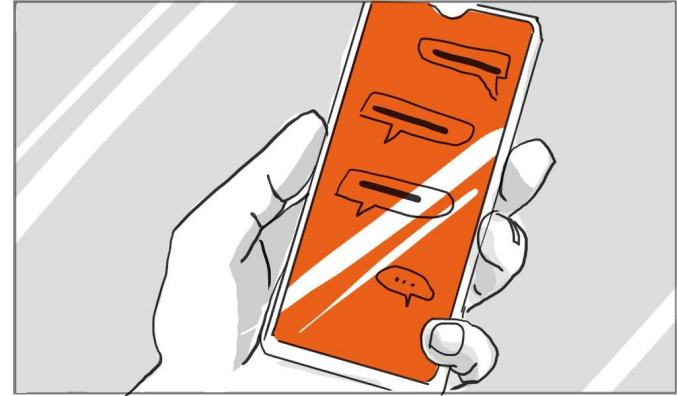
Philip is a 37 year old construction worker. Philip has been feeling lonely recently— He hasn't been able to make any friends at work.



After a long day of work, he wants to invite his coworkers to go out to eat, because no one is waiting for him at home. Sadly, his colleagues aren't free to go with him.



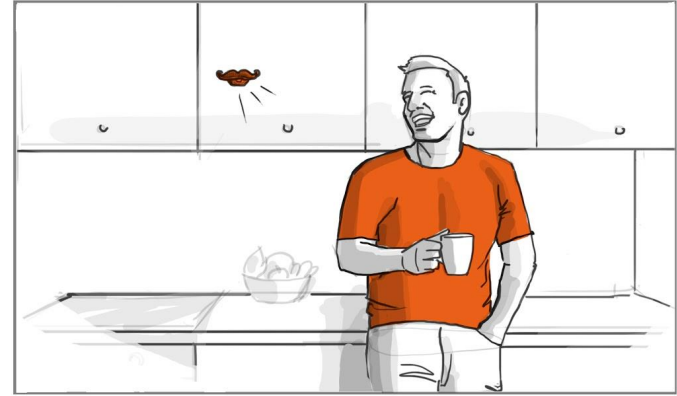
Philip goes back home and has a quick dinner. He feels like chatting with his friends about the latest new video games.



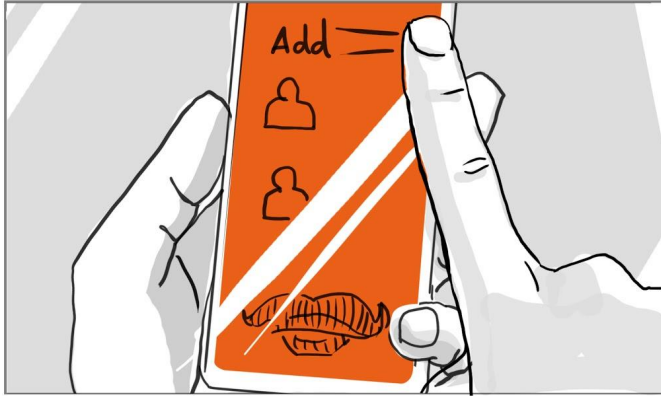
However, they're all busy with work, or taking care of their families. They can't spend time with Philip like they used to...



One day when shopping online, he found a product that looked interesting: Surrounding Friends. It appeared to be a way for him to meet new people that shared similar interests. He decides to get it, and set it up. It came in the form of three small tokens that he could put in areas of his home. He puts one in his kitchen, one in his living room, and another in his bedroom.



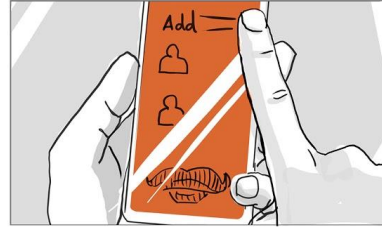
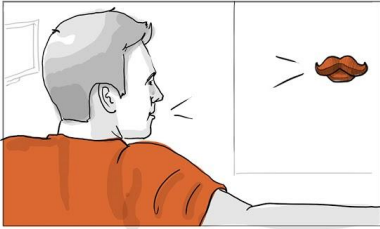
He follows the instructions for the Surrounding Friends. He tells one of the tokens that he wanted to talk about new video game releases. The token connects him to an anonymous stranger with a similar interest! They talk for about 30 minutes about the latest games.



After the conversation, Surrounding Friends asks Philip if he wanted to add the person he just met as a friend. He decides to do so, and now he has a buddy to talk about video games with!



Philip decides to keep using Surrounding Friends to meet new friends with similar interests as his, and feels less lonely when he goes home every day! One day, he decides to meet the ones he likes and forms long term friendship with them.



2 THE BUDDY

HOW MIGHT WE'S:

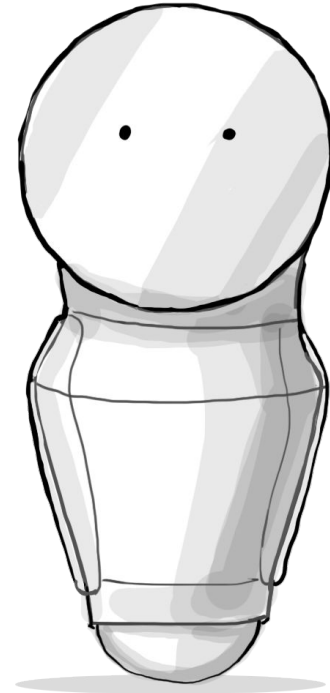
How might we make it easier for our users to form meaningful connections?

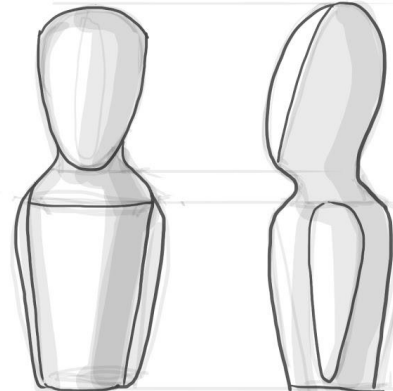
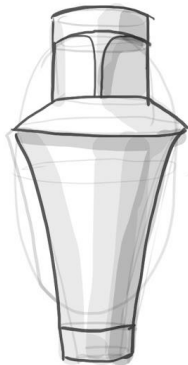
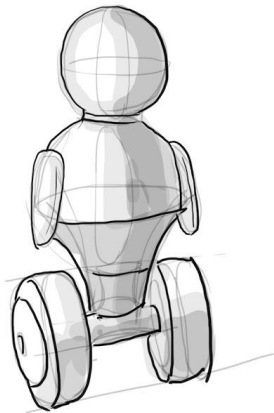
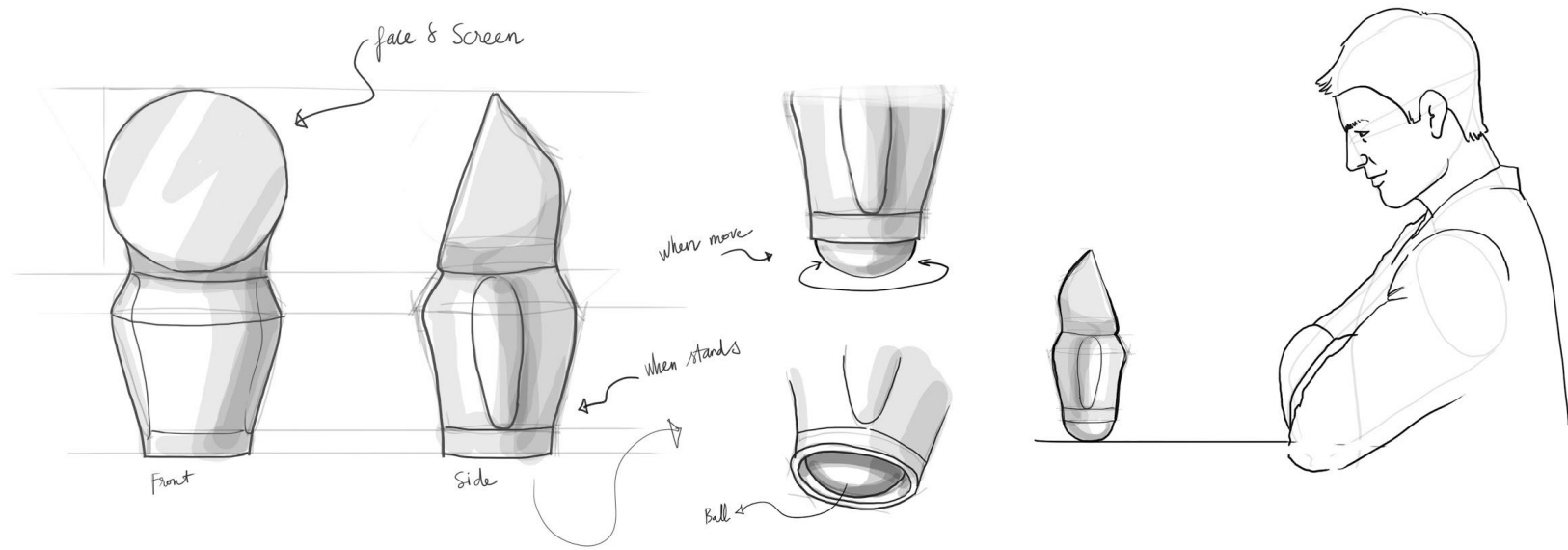


How might we reduce loneliness by helping users accomplish their goals?

Concept II – The Buddy

- A playful, fresh way to help users improve themselves and achieve their goals.
- Learns the users goals and ambitions, and offers advice to them to help them advance.
- Also allows for AI-based conversations about user topics of interest





STORYBOARD

Concept II – The Buddy



Beth is a 41 year old line chef. She lives with her husband and two children.



Beth is sometimes frustrated and unsure about how to move up in her career.



Beth goes home after an unfulfilling day at work and talks to her Buddy, that she got a few days ago. Buddy knows about Beth's goals of being promoted from what she has talked about with him in the past.



Buddy reminds Beth about her goals and her aspirations, and then offers some advice to help her. Over the next couple of days, Buddy tells Beth some common ways to work towards a promotion, and encourages her to talk to her manager.



Beth tries some of the methods out at work over the coming weeks, and eventually works up the nerve to talk to her managers. They notice that she's been working hard, and agree to give her a promotion!



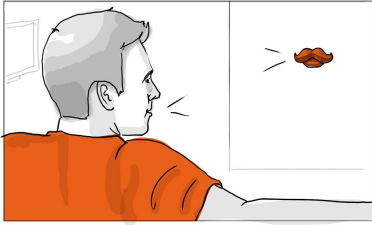
Beth now has a better position at her restaurant, and she can continue to work hard towards her dreams, but made a little bit easier with the help of Buddy.



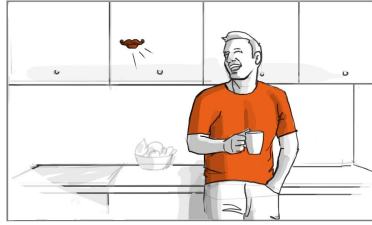
CONCEPT REVIEW



CONCEPT REVIEW



Surrounding Friends



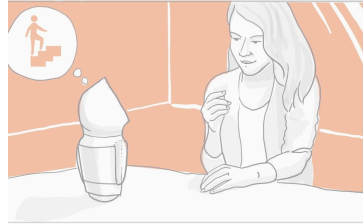
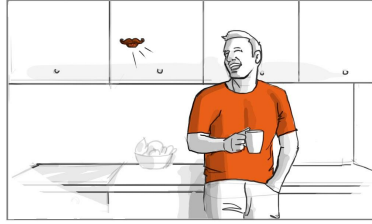
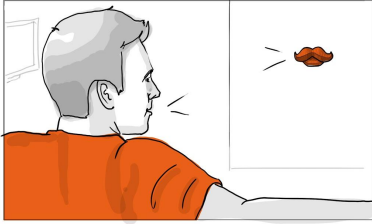
The Buddy



CONCEPT REVIEW

Our team wanted to move forward with the concept that we believed to be strongest, and to have the largest design space and potential. This lead us to move forward with our first concept: Surrounding Friends. We believed that surrounding friends had the most potential of our two concepts due to how well it addressed our “how might we’s” and the amount of creative freedom we would have in pursuing it. We believed the concept to be something that would be approachable, and above all else, helpful for our target user.

CONCEPT REVIEW



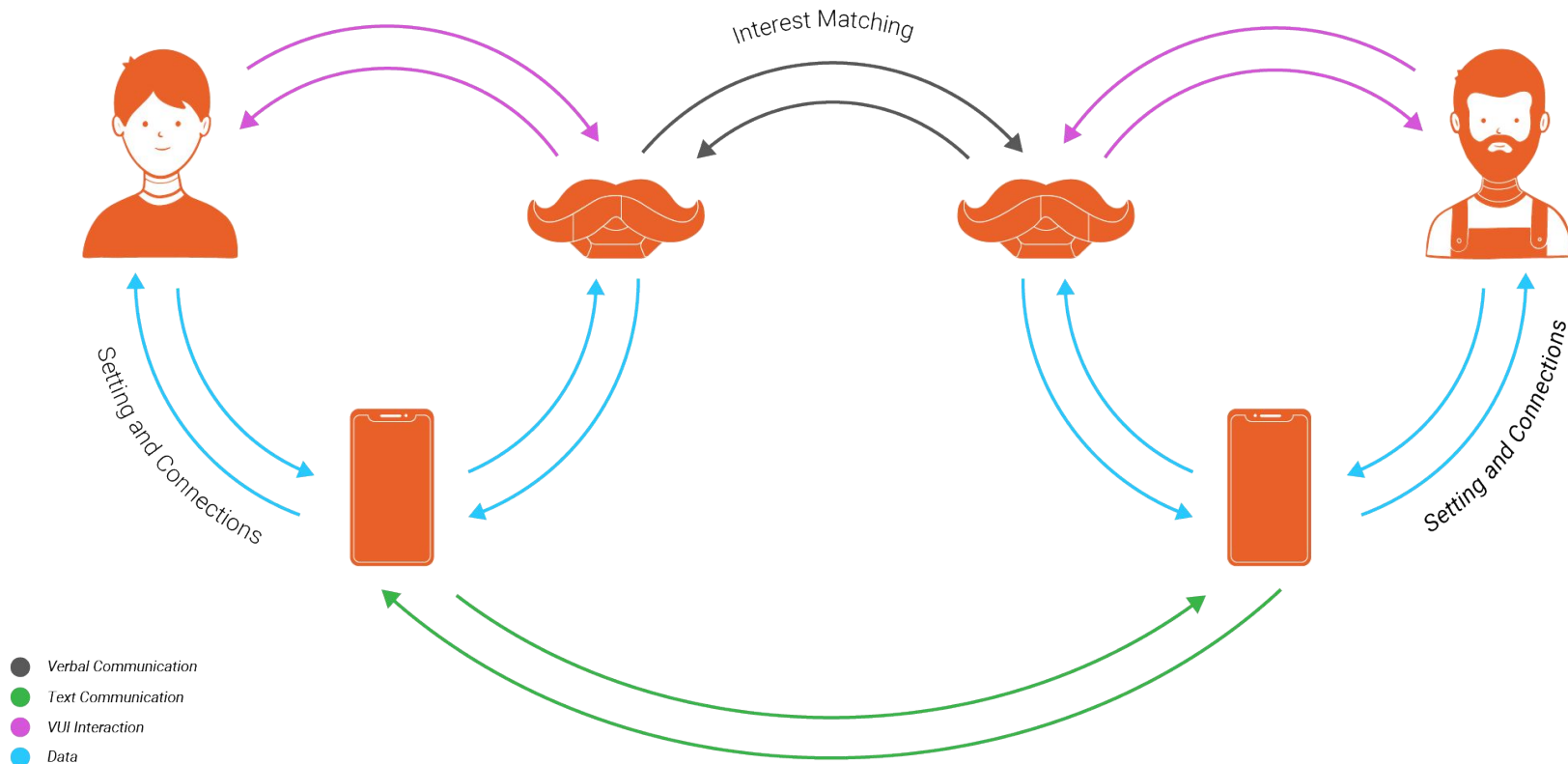
Surrounding Friends

The Buddy

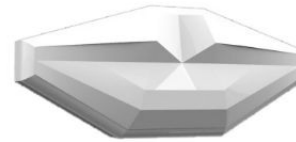


UPDATING INTERACTION MODEL

SURROUNDING FRIENDS



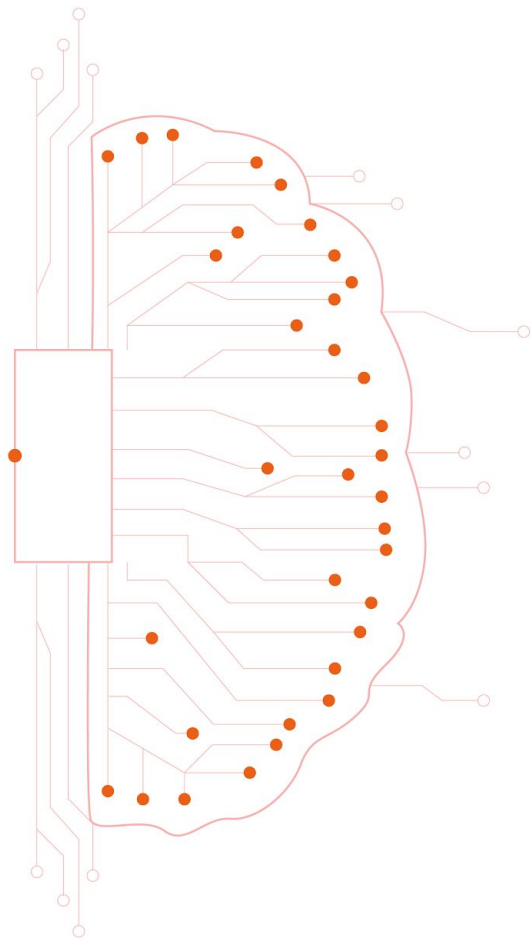
PHYSICAL FORM EXPLORATION



We wanted to explore various physical forms for our device; including multiple 3D lip designs, and screen designs featuring different lip avatars that represented the user.







VOICE UI

GOALS

- Interact with the physical device handsfree.
- Be present and active within conversations.
- Help turn around awkward situations.



Soula

Age: 37
Gender: Varies
Occupation: Talk show host
Celebrity Personality: Ellen Degeneres



Celebrity Personality: Trevor Noah

VOICE PERSONAS

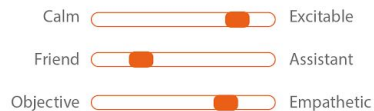
01 BIO

Soula is a talk show host, who brings together guests on their show for conversations. They love to have a good chat, and they're great at bringing out the best in people, and helping them get along. Soula has a natural talent for reading the room, and they're able to turn any awkward situation back around into a positive and fun one.

02 PERSONALITY

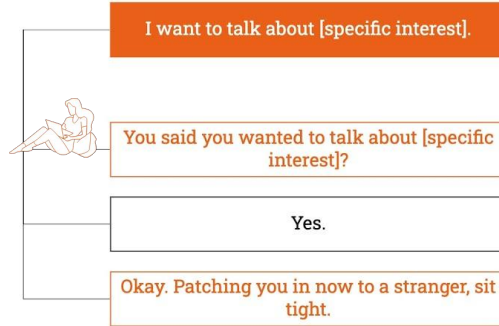
Welcoming
Intelligent
Playful

03 TRAITS



VOICE UI

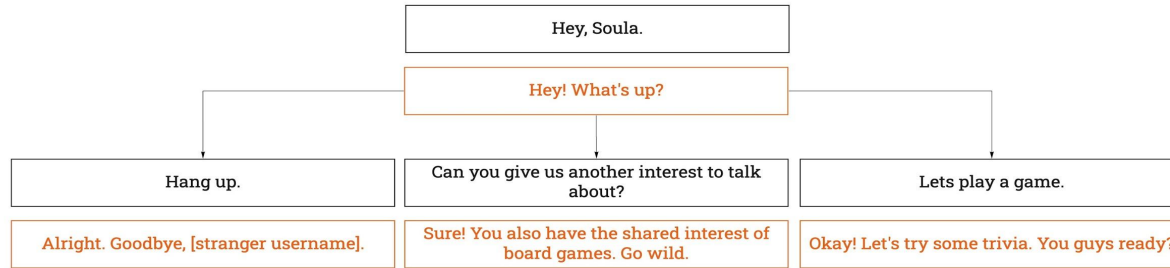
PRE-CONVERSATION



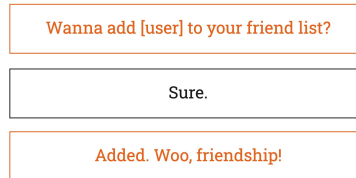
VOICE UI

MID/POST-CONVERSATION

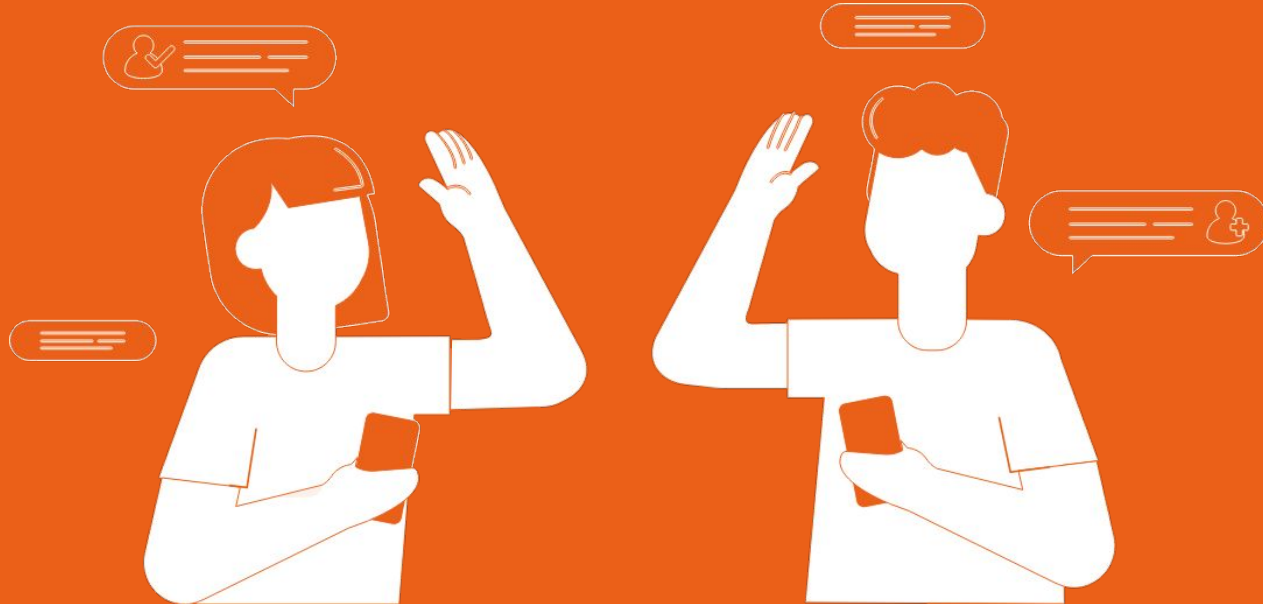
Mid



After

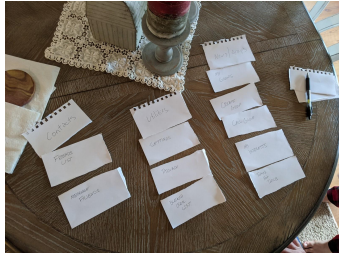
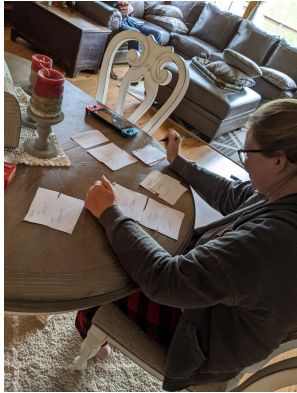


COMPANION APP INTERFACE DESIGN



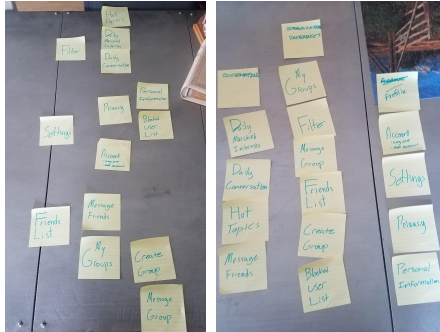
CARD SORTING

OPEN CARD-SORTING

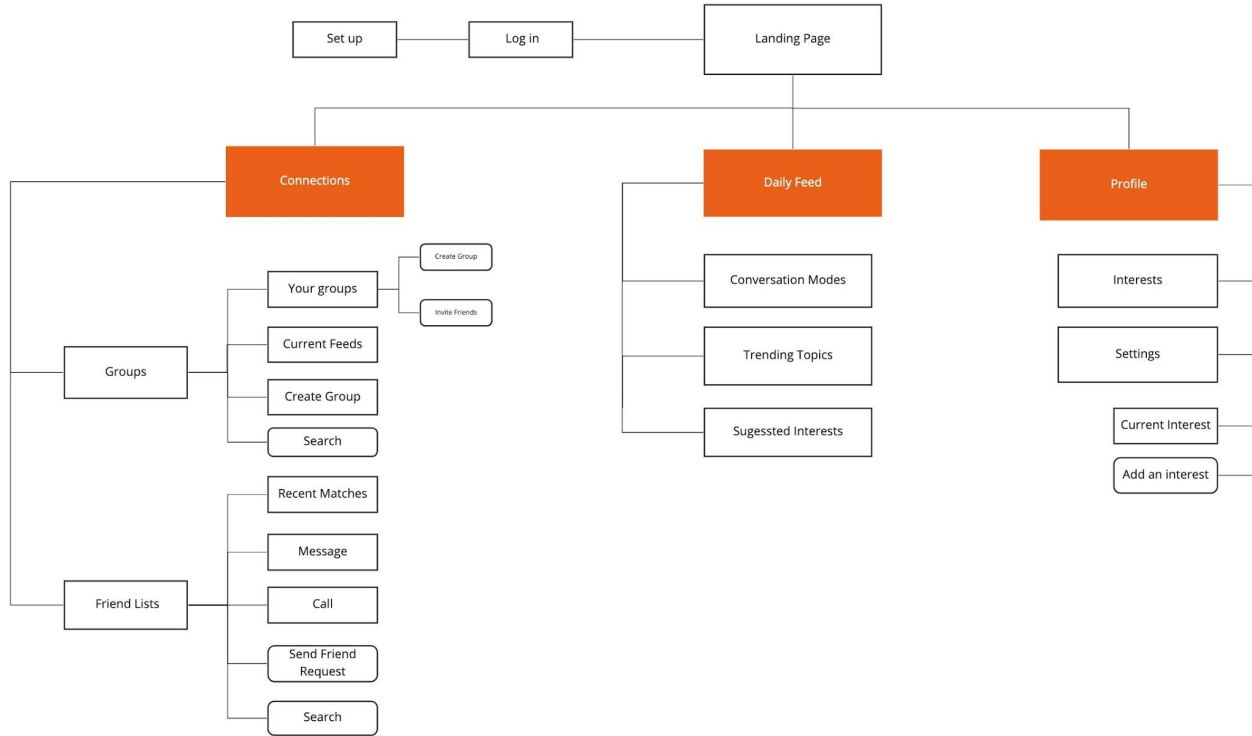


We used open car sorting to evaluate our initial application blueprint:

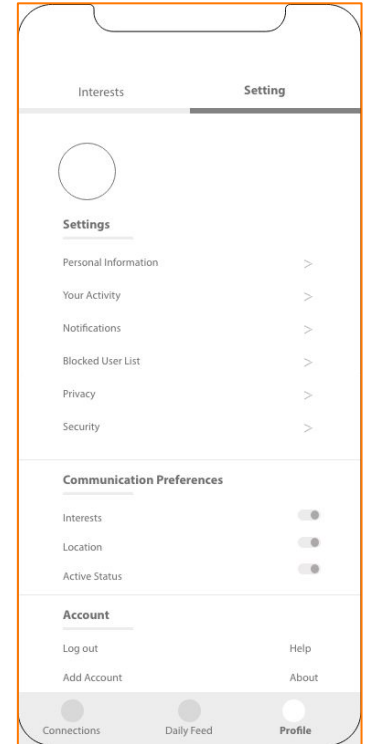
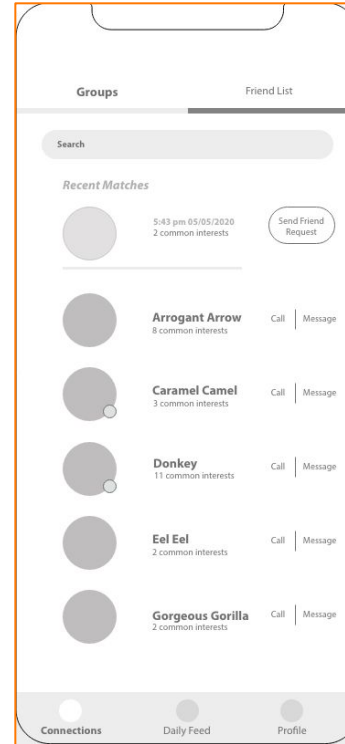
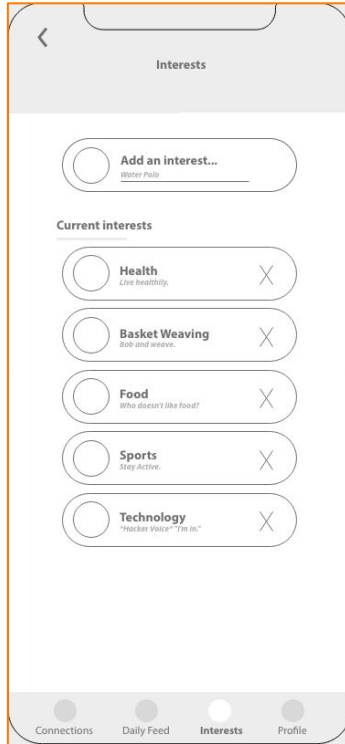
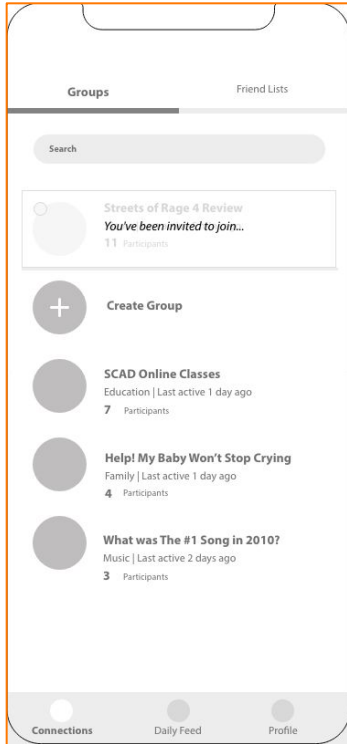
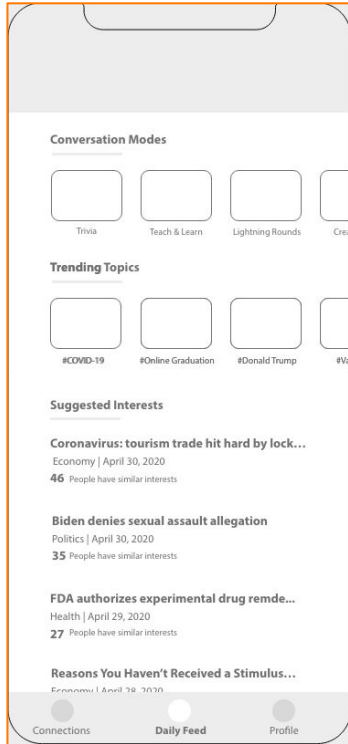
The filter didn't make sense in the context that we were using it, user suggested using "communication preferences" instead



BLUEPRINT



MID-FI PROTOTYPE

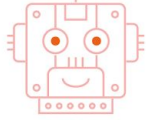




USER TESTING

ROUND #1

EVALUATION QUESTION



“Does our mobile companion app support the function of our physical product?”

And

“What are user’s preferences for the physical design of our product?”

USER TESTING

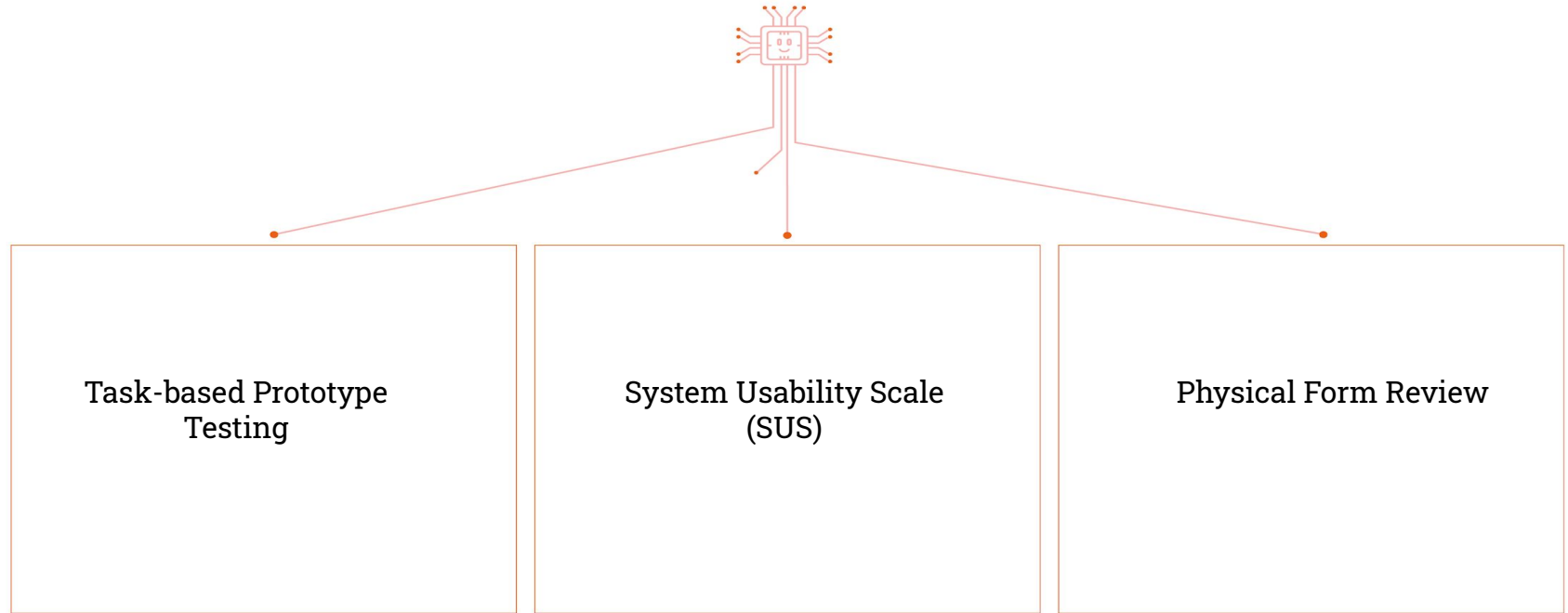


Users Tested



Experts Reviewed

OUR METHODOLOGY



TASK-BASED PROTOTYPE TESTING

Users were given

10 tasks



to complete within our application prototype.

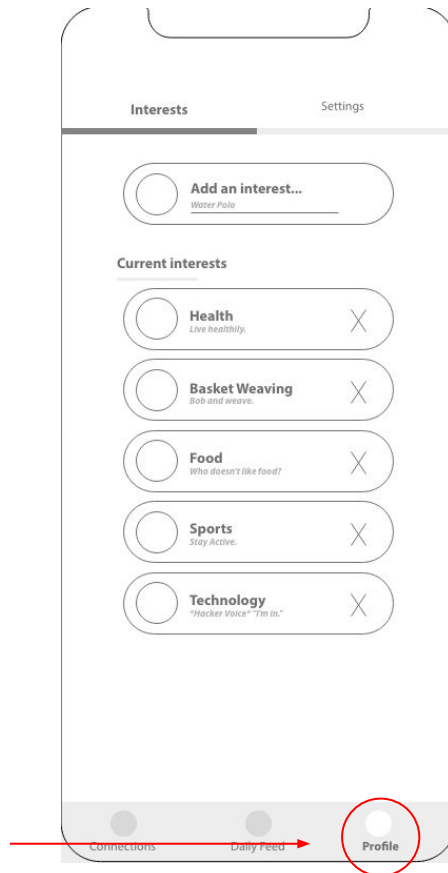
Task-based Prototype Testing

Problem #1

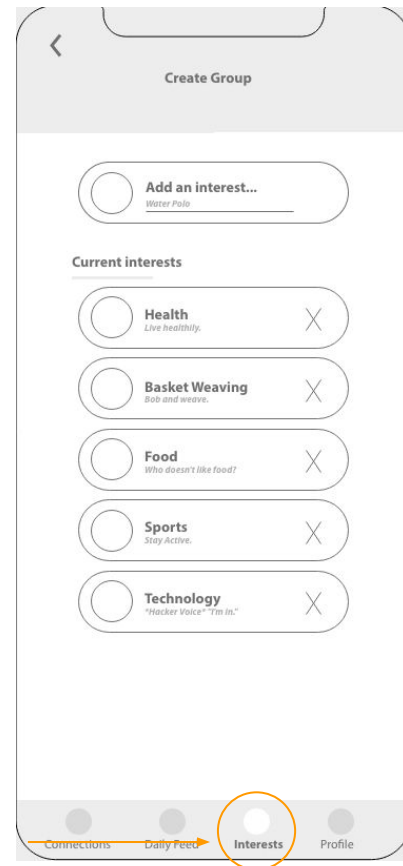
Users often went to the wrong place to find their interest list.

Potential Solutions:

- Add interests as an option on the global menu.



Solution



Task-based Prototype Testing

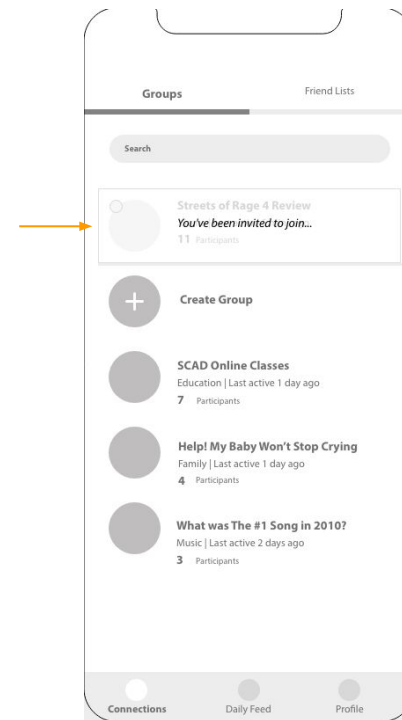
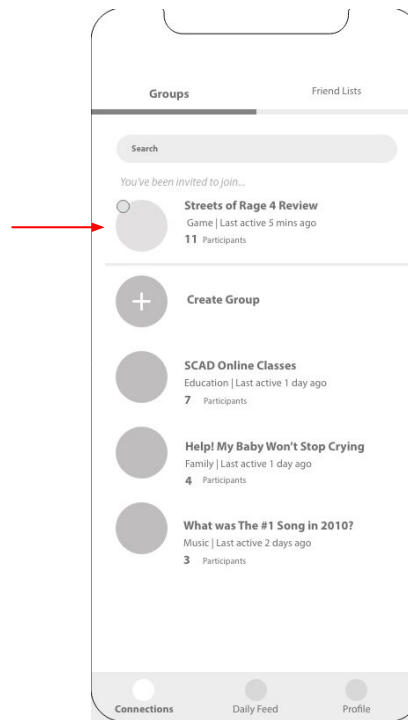
Problem #2

- Users weren't sure which groups they were a part of, and which they were invited to.
- There is no efficient way to display multiple groups that you are invited to.

Potential Solutions:

- Highlight the groups you have been invited to.
- Add a swiping feature to swipe horizontally through groups you've been invited to.

Solution



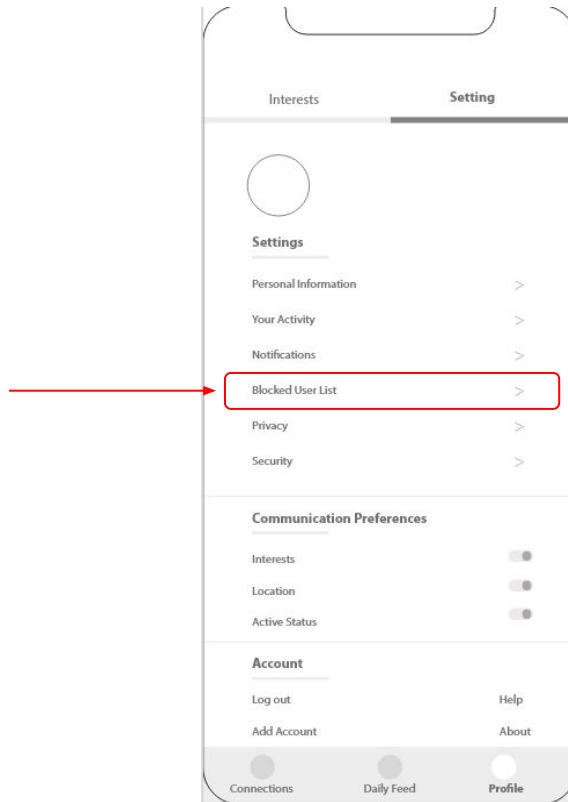
Task-based Prototype Testing

Problem #3

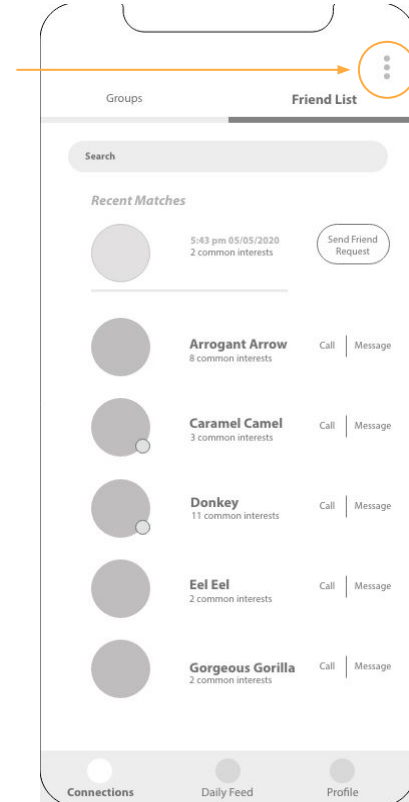
Users struggled to find the blocked user list. They went to connections to find it instead.

Potential Solutions:

- Add access to the Block List from the Friend List.



Solution



Task-based Prototype Testing

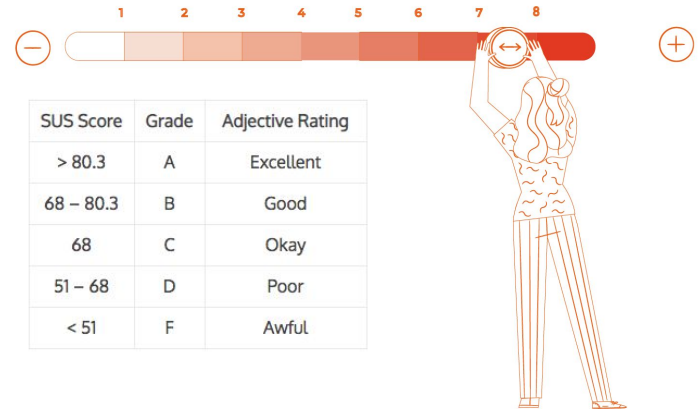
Minor Problems

- | | | |
|--|---|--------------------------------------|
| • Icon selection looked like inviting members. Wants to choose more than one group type. | → | Add tags instead of a dropdown list. |
| • Friends list appeared as a "contacts" page. | → | Add Chat History page somewhere. |
| • Daily Feed incorrectly sounds like a news page. | → | Change the name of the Daily Feed. |

SUS EVALUATION

Number of Participants: 9

- Overall, the app was easy to navigate.
- The group and interest pages need to be relocated.
- Some app verbiage is misleading and needs to be revisited.



Average Score: 77

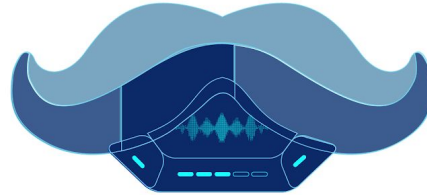
PHYSICAL FORM REVIEW

We began by asking users which forms were most aesthetically pleasing? This included which 3D forms were their favorite among the three and, which of the two screen and lip avatar designs they liked most. Finally we also asked users if they preferred the 3D designs or the screen designs.



INTERACTION REVIEW

Users were asked which of several waveform designs were their favorite.



USERS FOUND...

the simple
screen is boring.

the physical
form is childish.



- Some users found the 3D lips on the screen creepy.
- Most users preferred 2D lips on the screens.
- Inability to adjust volume.

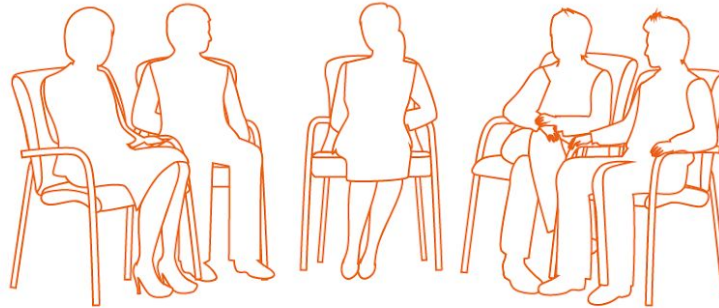
- There is a lack of customization with the physical lips.
- Group communication is confusing with the physical object.
- Inability to adjust volume.

USERS SUGGESTED...

Adding emoji options to
the digital lips

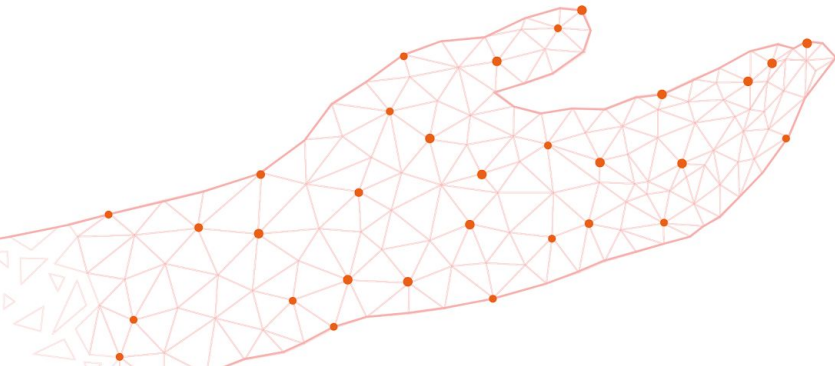
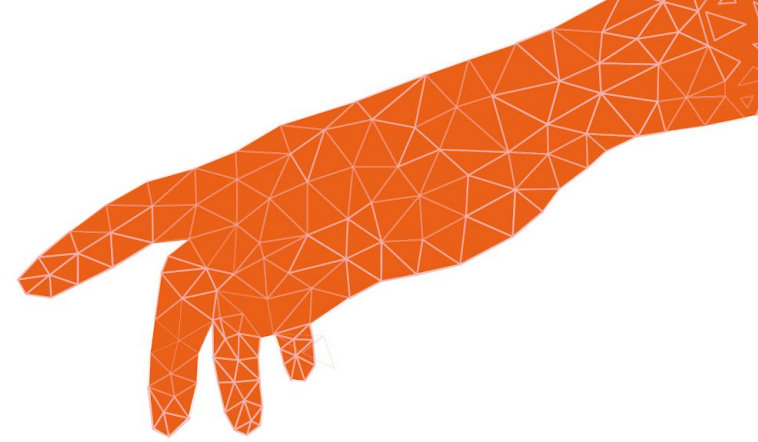
Searching tool

Sharing music and pictures
during the conversations



INITIAL TAKEAWAYS

- Our user group is not as tech savvy.
- Make final forms approachable and simple as possible.
- Some element of personalization is important so our product is accessible to all users.



BRANDING UNVEILING



BRANDING UNVEILING



CONVERSATE







HOW DID WE GET HERE?





PROJECT BRIEF:

ANTHROPOMORPHISM



PROJECT BRIEF:

ANTHROPOMORPHISM



OUR TOPIC:

ISOLATION

Perceived social isolation represents a mismatch between an individual's social needs and the provisions the social environment offers or is perceived to offer.

RESEARCH ON ISOLATION SHOWED THAT:

- When isolated, our brains have a tendency to anthropomorphise, and be drawn to anthropomorphic beings.
- Human to human contact is paramount to reduce isolation



RESEARCH ON ISOLATION SHOWED THAT:

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RESEARCH ON THE 30's CRISIS SHOWED THAT:

- When isolated, our brains have a tendency to anthropomorphise, and be drawn to anthropomorphic beings.
- Human to human contact is paramount to reduce isolation



**PERCEIVED
SOCIAL ISOLATION**

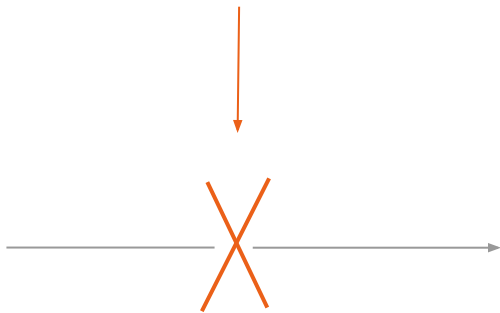


MID-LIFE CRISIS



**Anthropomorphic
design**

Opportunity



**PERCEIVED
SOCIAL ISOLATION**



MID-LIFE CRISIS



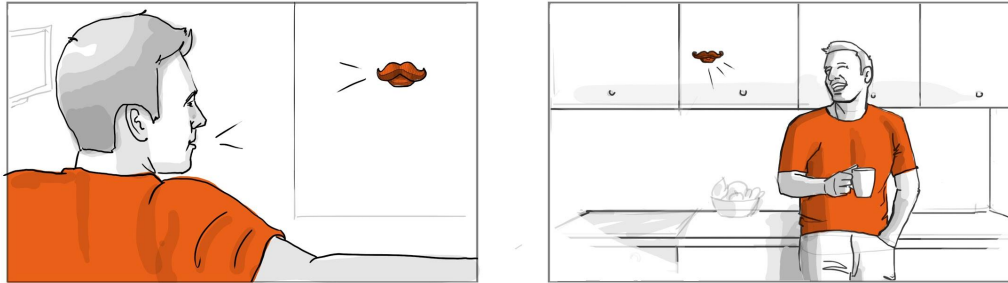
HOW MIGHT WE'S

- How might we reduce perceived social isolation through anthropomorphic design?



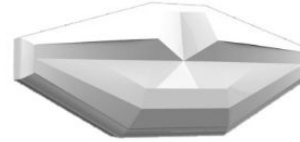
- How might we make it easier for our users to form meaningful connections?

INITIAL REVIEW

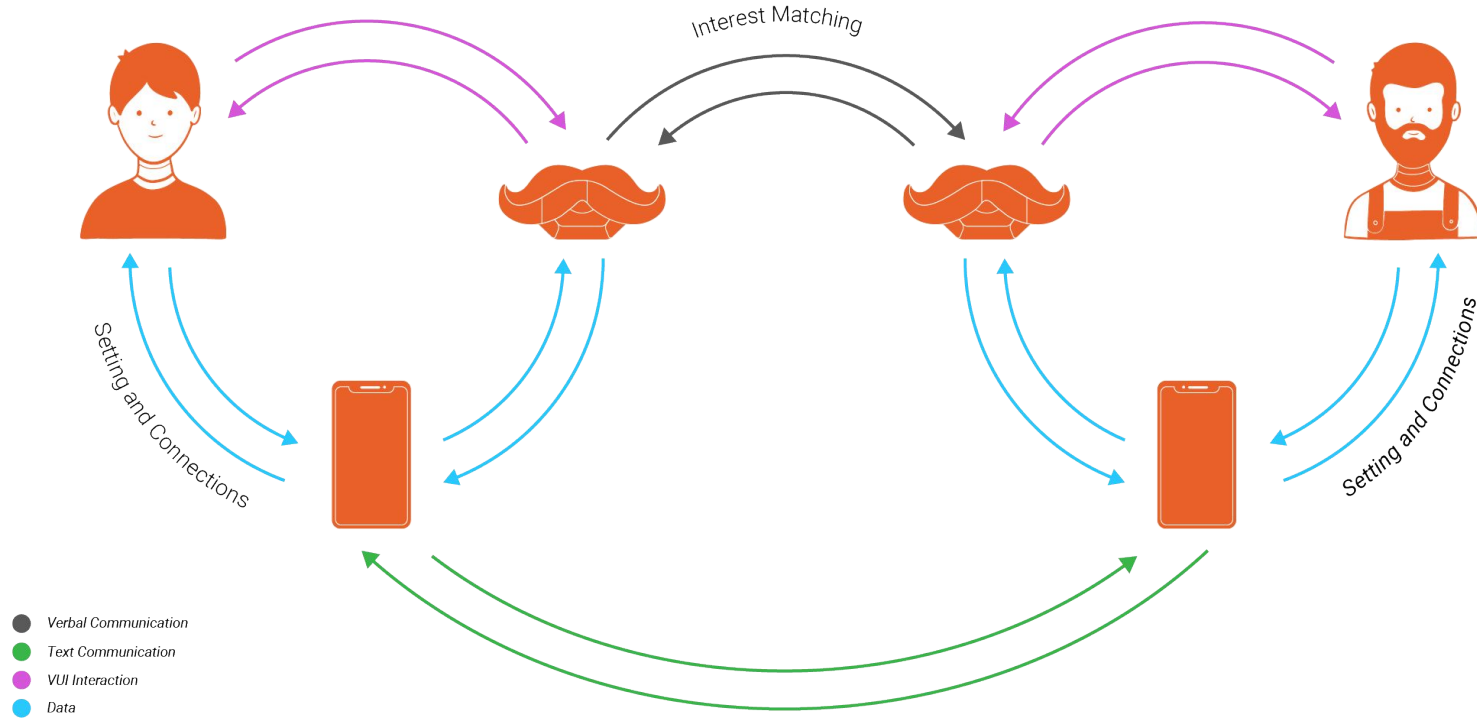


Surrounding Friends

CONCEPT 1



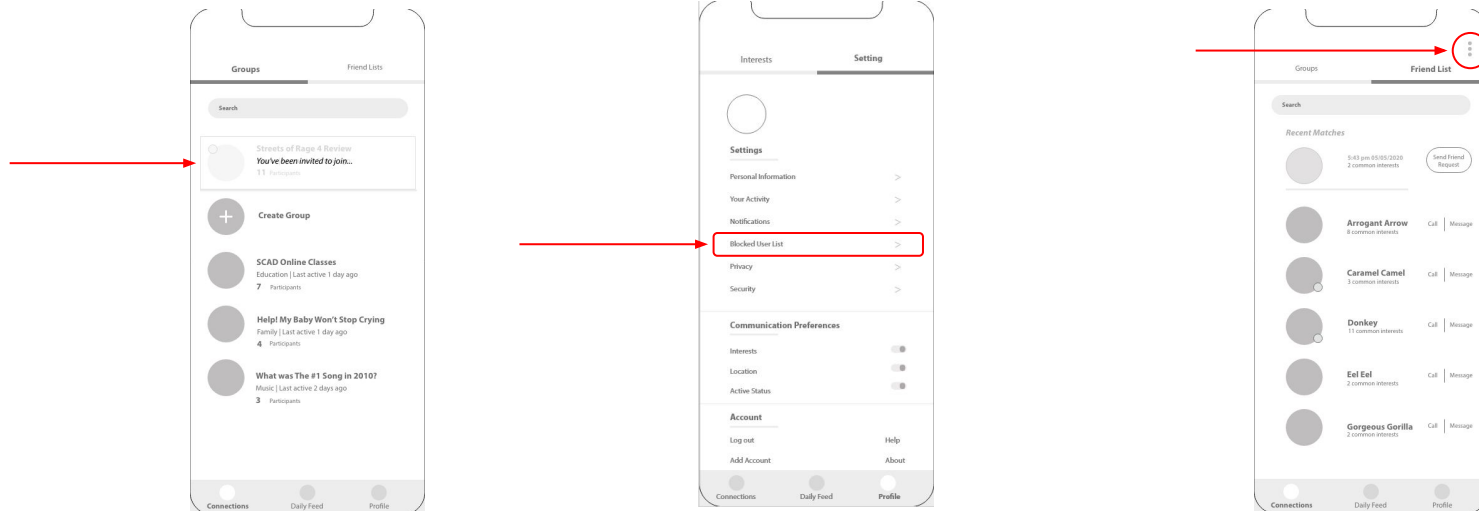
CONCEPT 1



“Does our mobile companion app support the function of our physical product?”

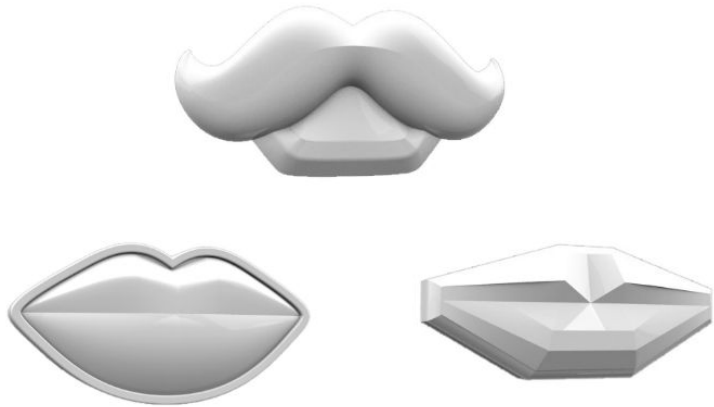
Yes, mostly!

SUS Average: 77
(n = 9)

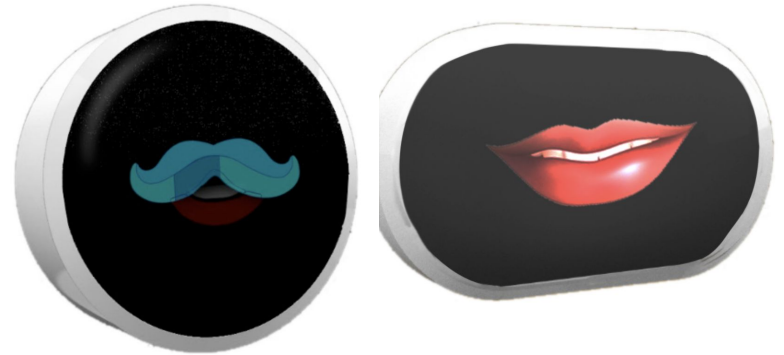


“What are users preferences for the physical design of our product?”

Too childish



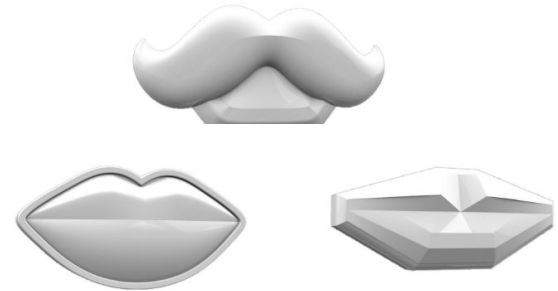
Too boring

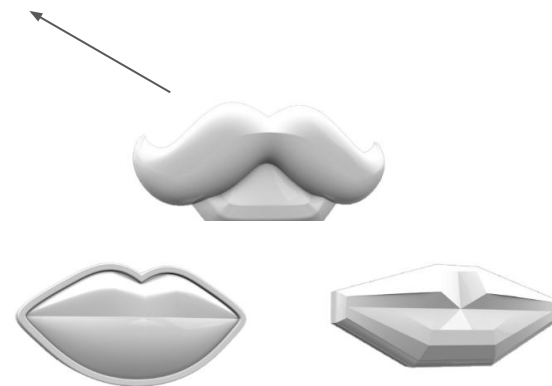
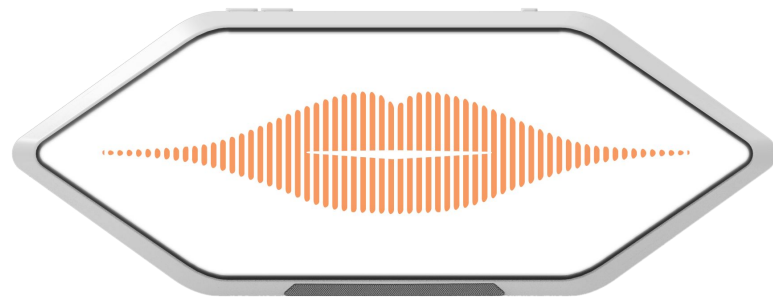


“What are users preferences for the physical design of our product?”

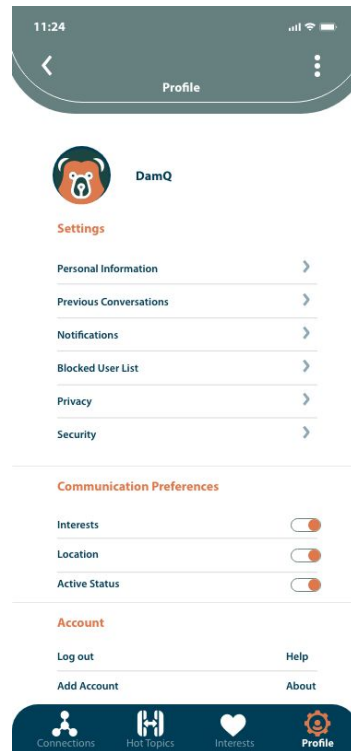
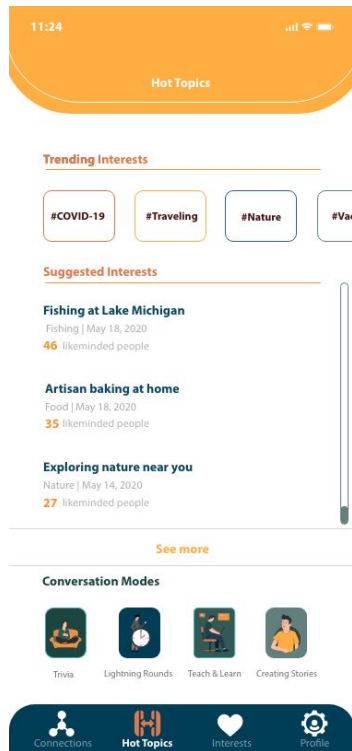
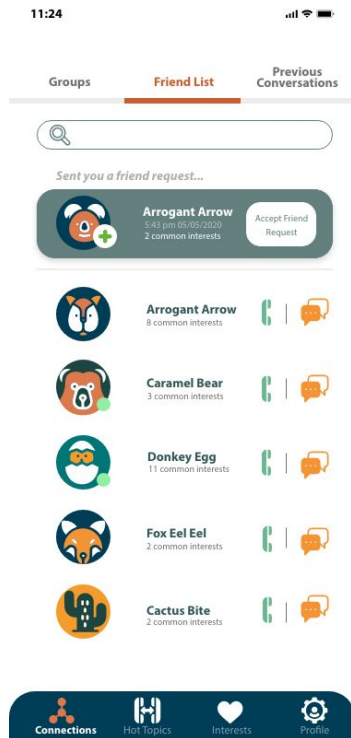
the simple
screen design
boring.

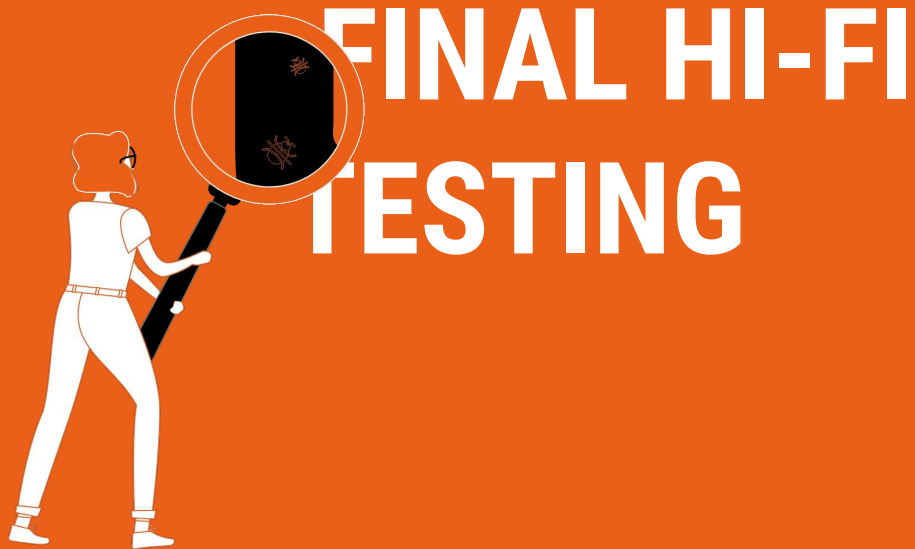
the physical
forms are
childish.



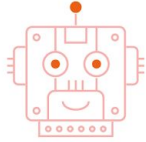


HI-FI RENDERS





EVALUATION QUESTION

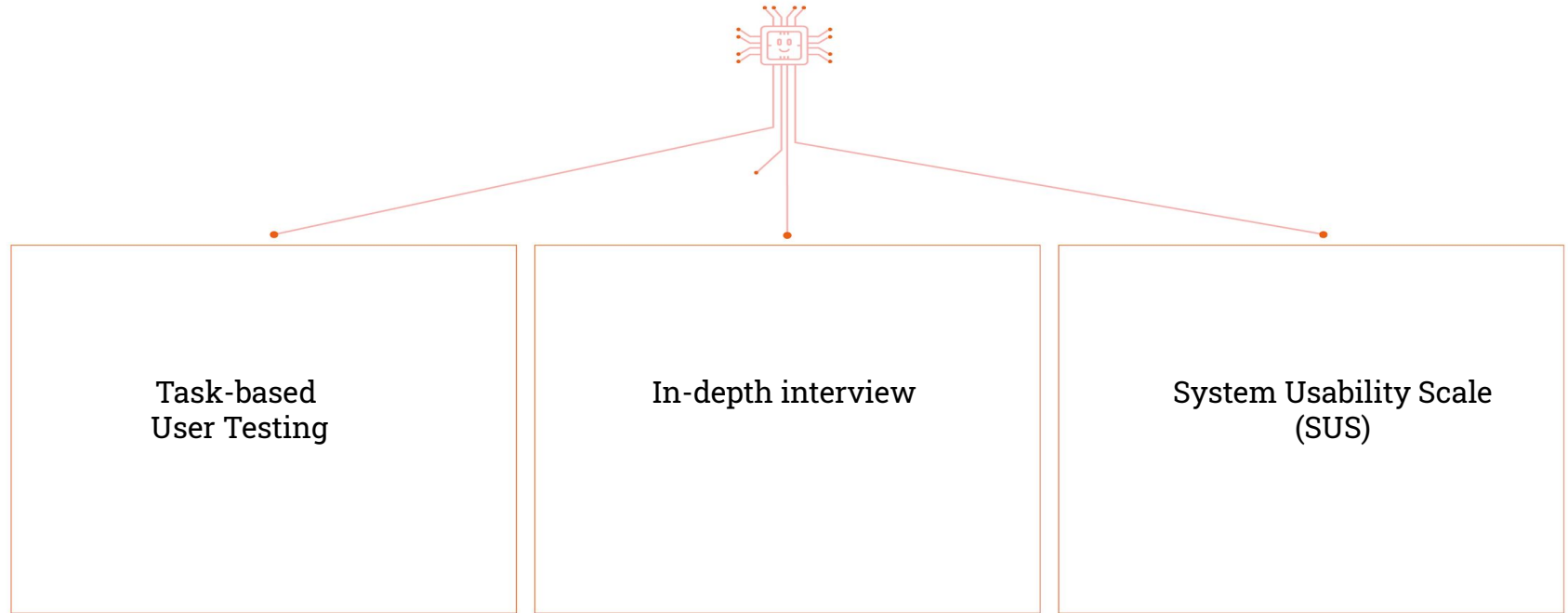


How intuitive is the use of our companion app?

And

What are user preferences on our final product physical design?

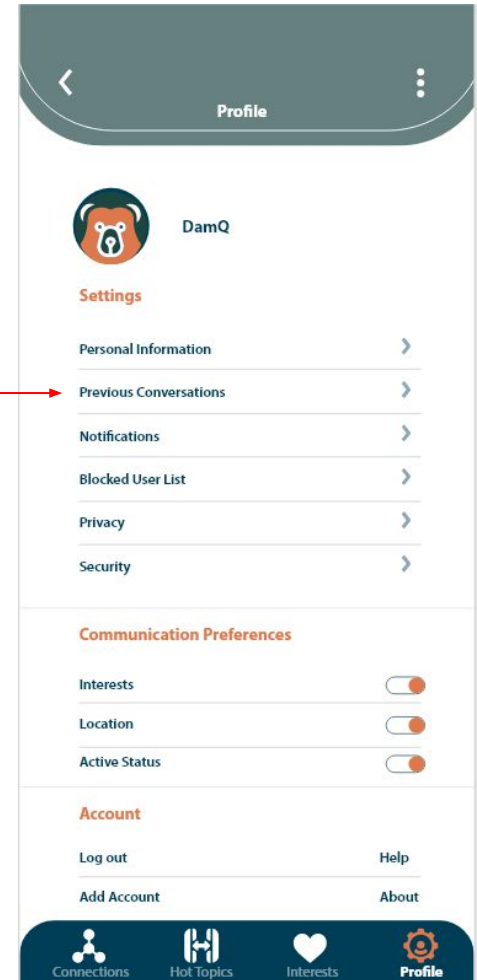
OUR METHODOLOGY



TASK-BASED PROTOTYPE TESTING

PROBLEM #1

Users were confused about the location of the “Previous Conversations” menu within the Profile tab.



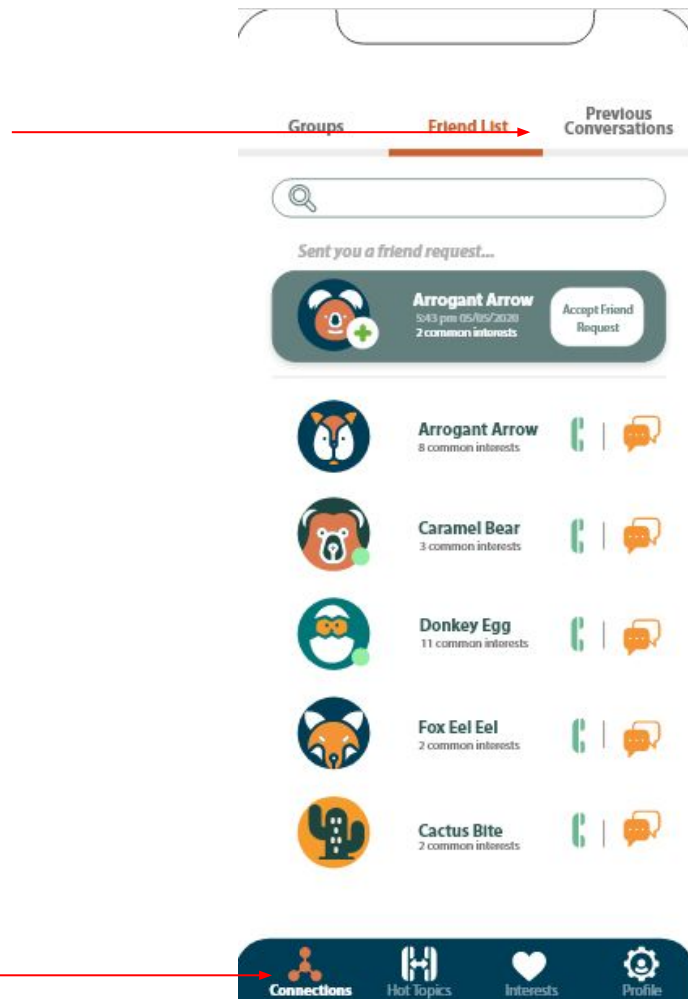
TASK-BASED PROTOTYPE TESTING

PROBLEM #1

Users were confused about the location of the “Previous Conversations” menu within the Profile tab.

Solutions:

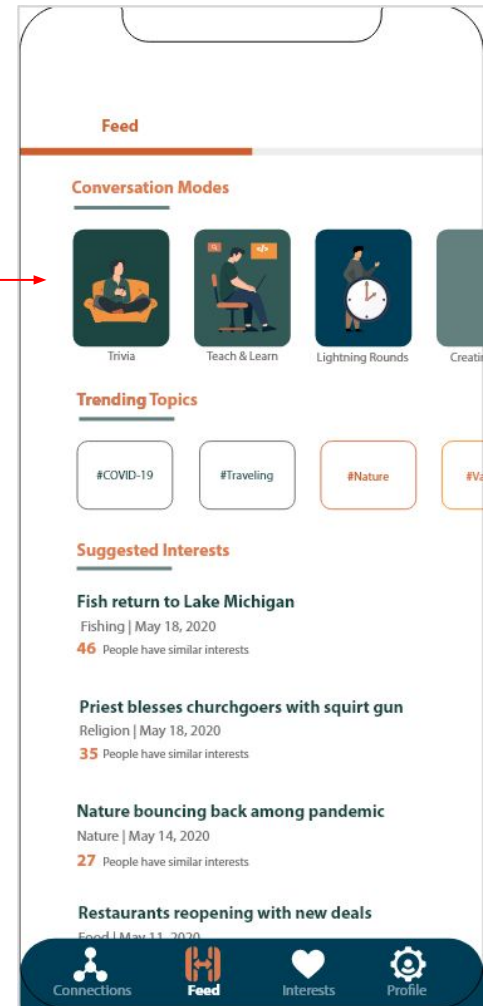
- Move Previous Conversations to Connections, in a new sub-menu.



TASK-BASED PROTOTYPE TESTING

PROBLEM #2

Users were unsure why Conversation Modes were listed under the Feed section.



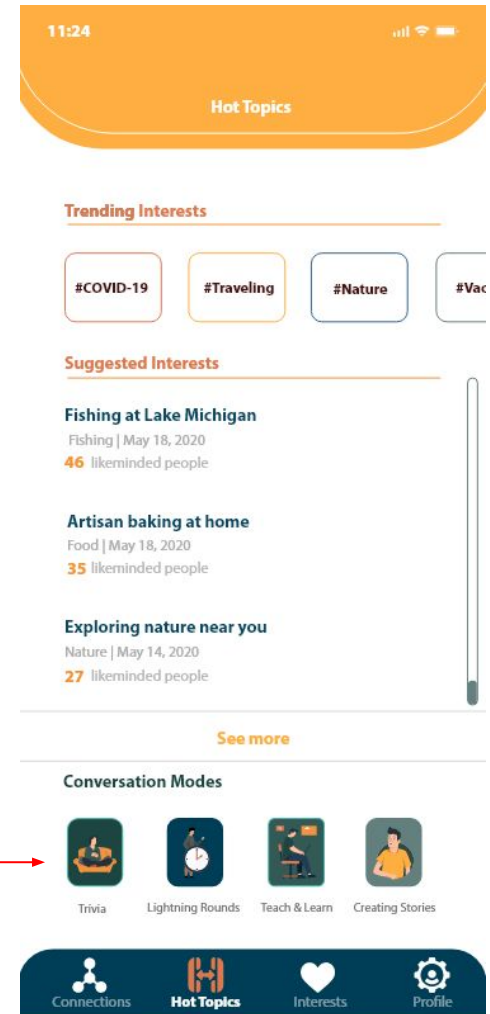
TASK-BASED PROTOTYPE TESTING

PROBLEM #2

Users were unsure why Conversation Modes were listed under the Feed section.

Solutions:

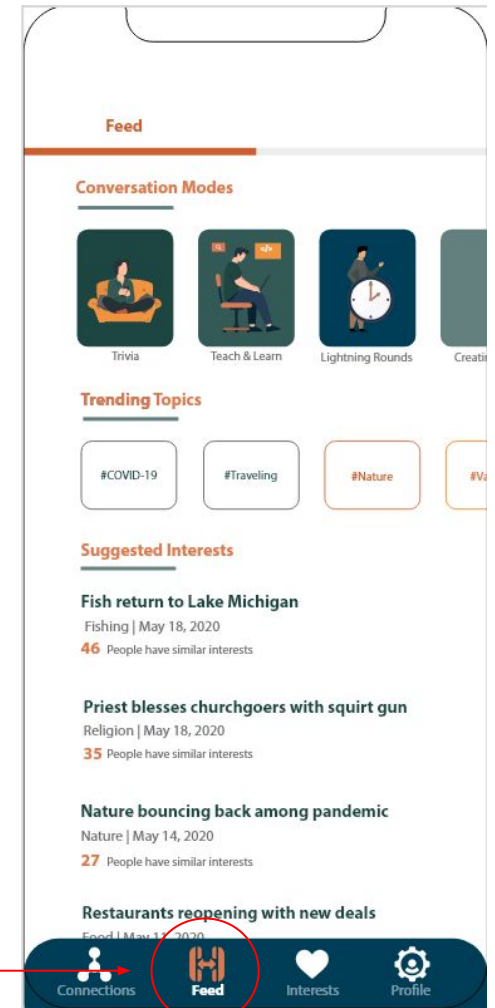
- Allow access to the Conversation Modes via the physical device interface, and push it to the bottom of the Feed menu.



TASK-BASED PROTOTYPE TESTING

PROBLEM #3

Users were still unsure of what the Feed was.



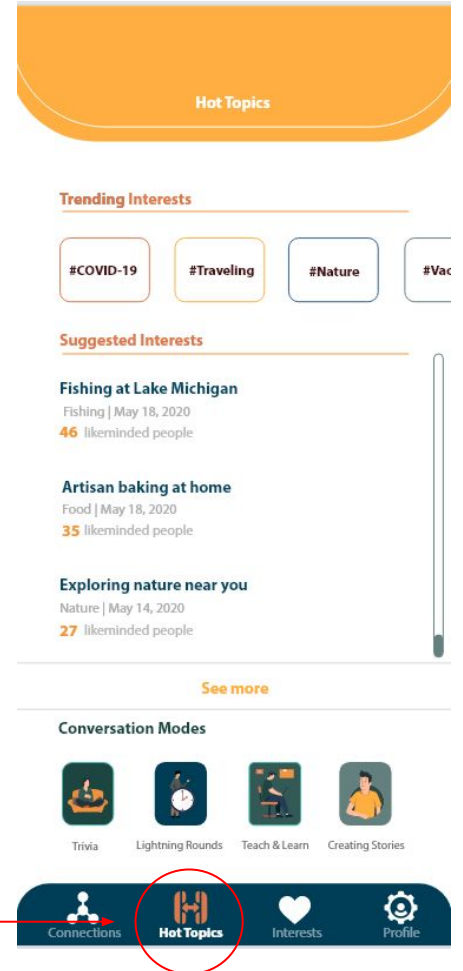
TASK-BASED PROTOTYPE TESTING

PROBLEM #3

Users were still unsure of what the Feed was.

Solutions:

- Change the name of the Feed to "Hot Topics".



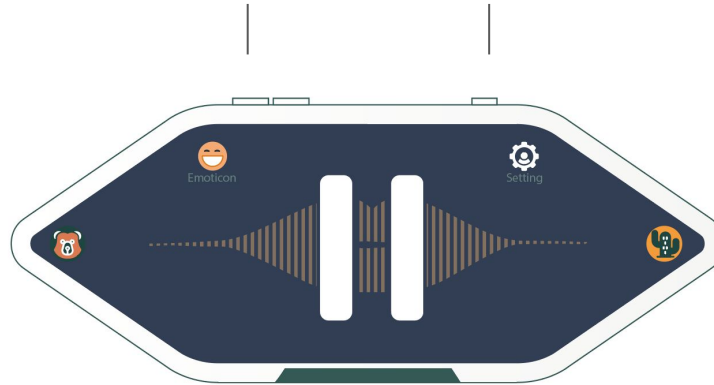
PHYSICAL FORM REVIEW



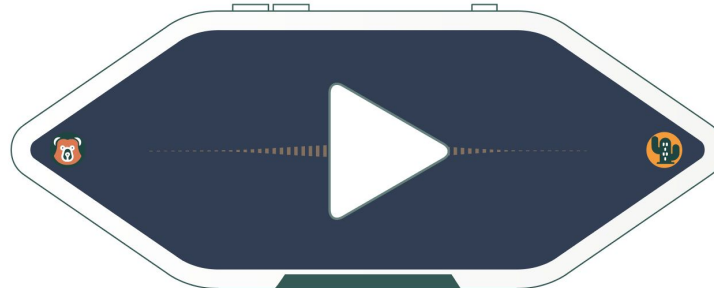
PHYSICAL FORM REVIEW

Volume Control

Hang Up (On/Off)

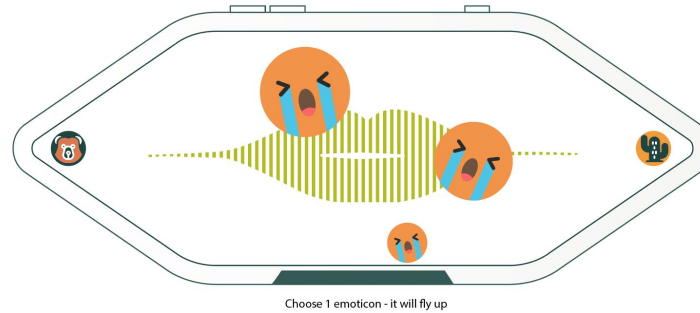


1 touch to screen - 1 more touch to hang up



Hanging up screen - 1 touch to talk again

PHYSICAL FORM REVIEW



PHYSICAL FORM REVIEW

PROBLEM #1

Users often wondered



why they needed a physical device to use the service.

PHYSICAL FORM REVIEW

PROBLEM #1

Users often wondered



why they needed a physical device to use the service.

Solution:

Integrate more clear functionality within the physical device, and sell it's strengths more with branding.

USER TESTING

ROUND II

“Do you think you would be able to make a long term connection with this device?”

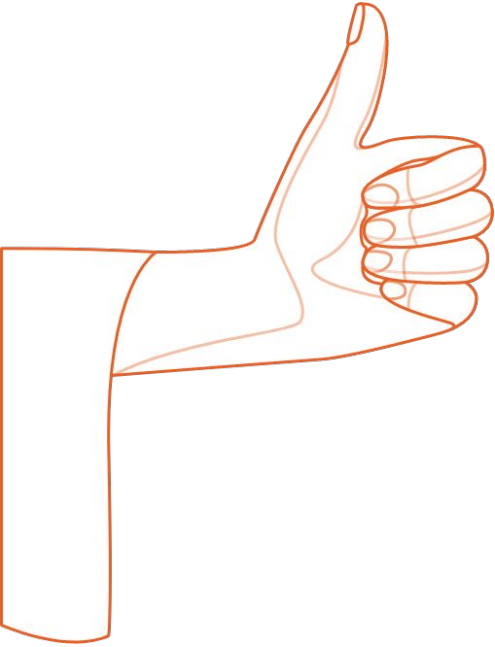
USER TESTING

ROUND II

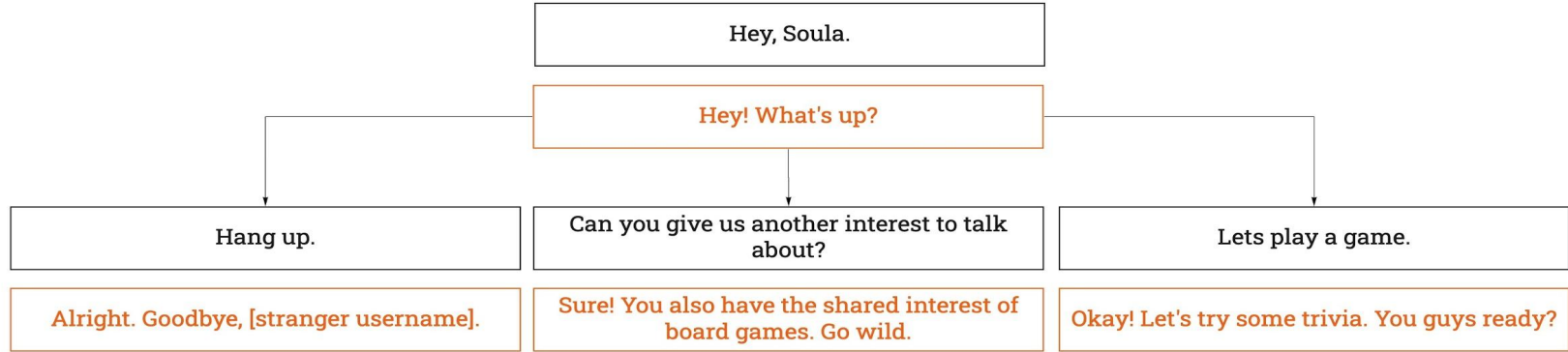
"Do you think you would be able to make a long term connection with this device?"

80% responded yes.

n = 10



SAMPLE VOICE CLIPS



INTERACTION DEMO



BRANDING PROCESS

Myriad Pro Regular

Myriad Pro Regular AaBbCcDdEeFfGg

Myriad Pro Condensed

Myriad Pro Condensed AaBbCcDdEeFfGgHhJjLlKkPp

Myriad Pro Condensed Italic

Myriad Pro Condensed Italic AaBbCcDdEeFfGgHhJjLl

Myriad Pro Light

Myriad Pro Light AaBbCcDdEeFfGgHh.

Myriad Pro Semibold

Myriad Pro Semibold AaBbCcDdEeFfGg

Myriad Pro Semibold Italic

Myriad Pro Semibold Italic AaBbCcDdEeFfGg

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed AaBbCcDdEeFfGg

Myriad Pro Bold

Myriad Pro Bold AaBbCcDdEeFfGg

Myriad Pro Bold Italic

Myriad Pro Bold Italic AaBbCcDdEeFfGg

Myriad Pro Bold Condensed Italic

Myriad Pro Bold Condensed Italic AaBbCcDdEeFfGg

Font

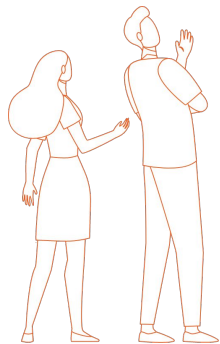


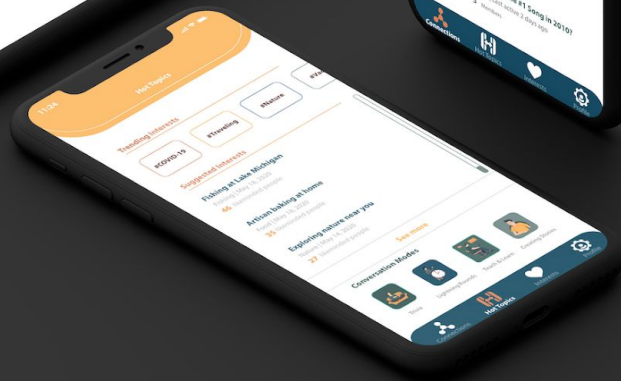
Logo

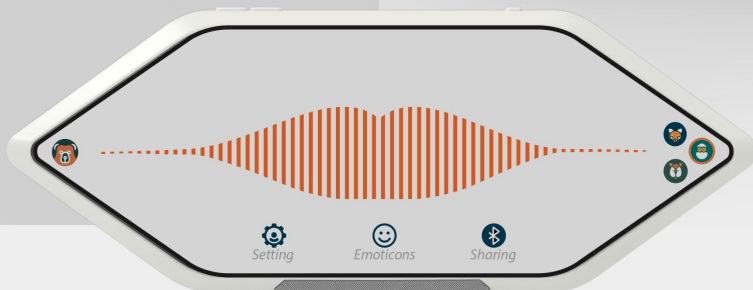
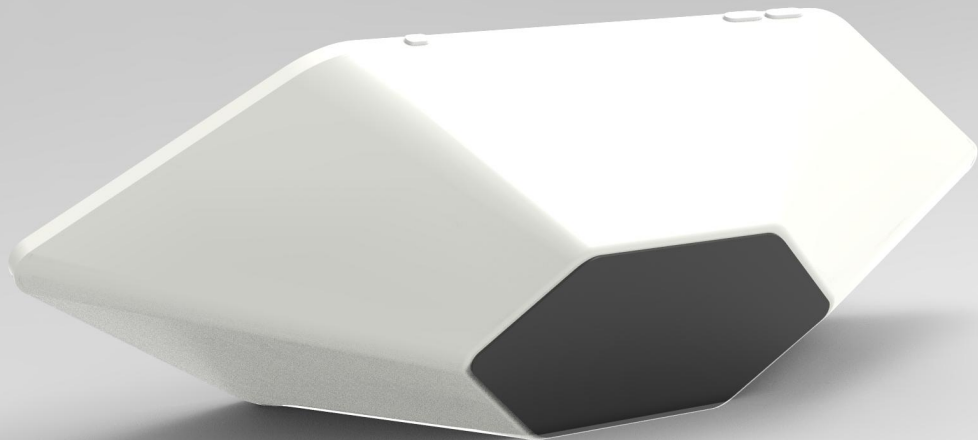


Color
Palette











CONVERSATE

**THANK
YOU!**