

Assignment 4

Concept Videos and Exploration

Hamidou Guechtouli, Blaine Wells, Melody Fuentes, Dante Danelian

Meet the Crew



Hamidou Guechtoli



Blaine Wells



Melody Fuentes



Dante Danelian



Recap

Last week, we honed in our proposed solution after conducting additional needfinding interviews and evaluating all of the responses collectively. Using the insights gained from these responses, we were able to develop 3 different solutions before choosing one.

This solution was chosen due to its relevance in an increasingly rushed and stressful world. The charming indie feel mixed with the emotional ties one creates in addition to virtual personas creates a unique motivation for users to want to look upon previously logged memories, offering potentially much-needed mood boosters throughout the day. Plus, we all got very excited about the idea when it first came up.

Our Chosen Solution:

ARBOR

- A virtual tomodachi version of the user that tends to a virtual garden. Each plant and fruit captures a positive memory. In order to keep your tomodachi healthy, the user must continue to add positive memories to the garden and feed itself fruit.
- When the tomodachi consumes the fruit, the user is able to review the positive memory associated with the fruit.
- Additionally, tomodachis can visit the gardens of their friends and share positive memories with others.

Our Chosen Solution:

ARBOR

Why Arbor?

We thought the name fit well for multiple reasons!

- “Arbor” means a garden made of trees and various flora, which is what the design of our app will showcase.
- Sounds like “harbor”, shelter; This app is made to ‘harbor’ the user’s good times
- In Mech. E, an “Arbor” is the main support of a machine. Similarly, we intend this app to be a vital piece of comfort in a user’s mental health and connection cultivation/preservation.

Value Proposition: Grow your good times!

Problem/Solution Overview

- ① Our primary users are those who are invested in cultivating a living document of memories throughout their lives.
- ② The problem observed through needfinding is that people do not have an efficient and intentional method to recall past positive memories.
- ③ Arbor is an app where users are able to effectively log, recall, and share positive memories (represented through in-app “fruit”) to remind themselves of “the good times” for an increase mood boost through any and all circumstances along with cultivating connections with other users.

Stardew Valley

Market Research • Simulation Game



Description

- A simulation game in which the user inherits their grandfather's farm and is tasked with turning its old plots into a thriving farmstead.
- Players are able to complete tasks, interact with other characters, and tend to their land, among other activities.

What Works

- Popular indie gameplay comprised of pixelated design, warmer colors, and a soothing soundtrack.
- Multiplayer option where up to 4 users are able to join the same world.
- Available on iOS, Android, Switch, Playstation, macOS, Linux, and more.

What Doesn't Work

- Minimum cost of \$15.
- An abundance of activity options may be confusing and overwhelming and directions are not elaborately explained.

Uniqueness and Implications

- While the application has a significant nature-based component that has been known to help users relax, *Arbor* is unique in its ability to combine nature focused gameplay with actively improving mental health rather than as an after effect.
- Need for a indie-style 'comfort' game that allows users to relax and reduce stress.

Remento

Market Research • iOS Application



What Works

- Offers a range of prompts, from lighthearted reflections to in-depth storytelling.
- Prompts are categorized by prompts for parents, grandparents, etc.
- Multiple forms of visual media available to interact with.
- Features a timeline of prompt responses.

What Doesn't Work

- The app is largely catered towards an older age range, particularly parents and grandparents, which excludes teenagers and young adults.
- Users aren't invited to review memories frequently.
- Largely features visual media, excluding written experiences.

Uniqueness and Implications

- *Arbor* is unique in regard to continuously reflect on the memories of the users via active and infrequent recall.
- Need for multiple forms of memory recording as some users might struggle to express themselves in a visual format.

Description

- Remento is an application that allows users to record family stories.
- Users are given prompts and are given the opportunity to record videos answering them. They are also able to add photos and easily download their responses to their devices.

Tamagotchi

Market Research • Virtual Pet Simulation



Description

- Tamagotchi is a virtual pet simulation game that users can use as a keychain.
- Users engage with their tamagotchis by feeding them, playing games with them, and turning on the lights in their room to keep them healthy and alive.

What Works

- Diverse array of pets and apparatus styles increases engagement with users that want to compare.
- Heavily appeals to the nurturing instinct of humans.
- Simplicity of three button design makes the product approachable to new users.

What Doesn't Work

- Can cost anywhere between \$20 - \$60.
- Short lifespans ensure that constant attention is necessary, which can inhibit daily tasks and distract users from important tasks.
- Popularized physical component and limited availability.
- Virtual version is largely targeted towards children.

Uniqueness and Implications

- *Arbor* is unique in infrequent and non-demanding tasks and objectives. Additionally, the use of a user avatar as the product's centerpiece enforces self care rather than external nurturing.
- Need for a nurture application with a simplistic design that attracts users of all ages in a manner in which people can form communities.

Journey

Market Research • Journaling Companion



What Works

- Users are able to attach geo-spatial locations to their journal entries.
- Users can be reminded of their past entries by recurring story.
- Available on desktop and mobile devices.

What Doesn't Work

- Premium costs a minimum of \$6.
- Multiple users reported bugs and performance.
- Only supports photos instead of a more popularized short form content.

Uniqueness and Implications

- *Arbor* is unique in regard to allow the user to easily share positive memories with their loved ones in a more collaborative manner.
- Need for a high performance application that allows for an accessible and seamless experience with multiple methods of interaction, especially when a variety of features are included.

Description

- Journey is an application that allows the user to record their experiences via photos and written entries.
- The application also features an atlas that sorts memories by locations, a mood tracker, and 'stories' that remind users of previously recorded memories.

Animal Crossing

Market Research • Simulation Game



What Works

- Relaxing gameplay with cute and memorable characters.
- Customization options, both for the character and their environment, along with collectible items and seasonal events.

What Doesn't Work

- Mobile form is significantly less popular and developed than the version offered on Nintendo Switch.
- Costs \$45 on average with in-game purchases.
- Tasks can become repetitive throughout gameplay, especially given a lack of clearly defined objectives.
- Expansion capabilities beyond the span of the island itself are limited.

Uniqueness and Implications

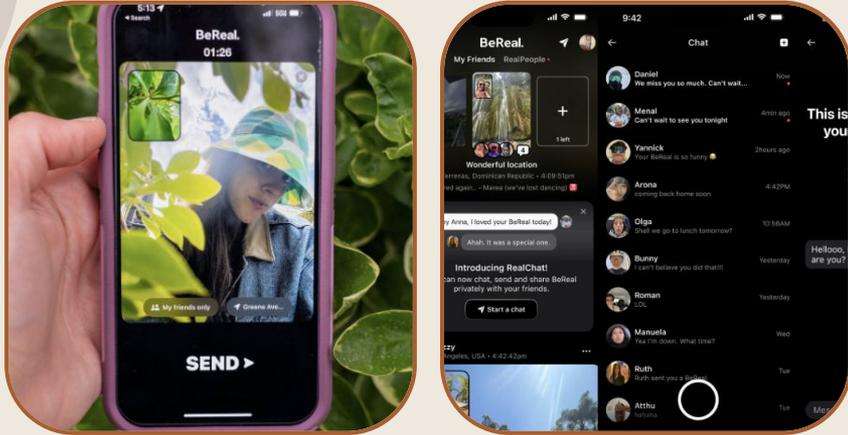
- *Arbor* is unique as users are continuously given new and exciting prompts for the memories that they can choose to record.
- Need for clearly defined goals within the application that keeps user frequently engaged to prevent repetitive slumps in usage.

Description

- Animal Crossing is a simulation game in which the user is able to move to their own island that they are able to constantly develop.
- Users are also able to create a community with the members of their village and complete additional activities like fishing, eating fruit, and more.

BeReal

Market Research • Social Media Application



Description

- BeReal is a social media platform that features a notification that encourages users to take a picture of themselves and their surroundings within a random two-minute time frame each day.

What Works

- Free to use and features an option for users to share their photo with the world or their chosen friends on the application.
- Very authentic and incentivizes users to post within the two-minute time limit for extra post capability.
- Presents the users with a recap video at the end of the year.
- Minimal time commitment.

What Doesn't Work

- Daily notifications may overwhelm some users, leading them to removing themselves from the app.
- Recalling past BeReals only occurs once a year.
- Limited function in which are only able to post their BeReal and view others.

Uniqueness and Implications

- *Arbor* is unique due to the diverse forms of media available for individuals to utilize when recording their memories.
- Need for frequent notifications that allow for the user to constantly engage with the application.

Market Comparison Matrix

	<i>Stardew Valley</i>	<i>Remento</i>	<i>Tamagotchi</i>	<i>Journey</i>	<i>Animal Crossing</i>	<i>BeReal</i>	<i>Arbor</i>
<i>Free to Use</i>		✓				✓	✓
<i>Cross-Platform</i>	✓		✓	✓	✓		✓
<i>Easy Sharing Capabilities / Multiplayer</i>	✓		✓		✓	✓	✓
<i>Multiple Forms of Memory Recording</i>		✓		✓			✓
<i>Nurturing Component</i>	✓		✓		✓		✓
<i>Relaxing Nature Component</i>	✓				✓		✓
<i>Frequent Reminders</i>			✓			✓	✓

Design Values

Direct and Indirect Stakeholders

Direct Stakeholders

- People with access to a smart device (phone, Ipad)
- People with anxiety
 - Developers and Designers (Our Team)

Indirect Stakeholders

- User's Friends and Families
- Regulatory Bodies

Ethical Implications

- *Cultural Habits*

- In some cultures, direct communication is widely practiced, while in others, communication is considered to be much more nuanced. As a result, it becomes important to create a inclusive space that respects all users equally.
- We want our solution to be adaptable to individuals of all cultures, meaning that we should create tools that give people the opportunity to record their memories in a medium that works best for them and their values.

- *Bad Actors*

- Additionally, bad actors could violate the privacy of other users and gain access to their private information.
- This underlines the value tension between one recording one's memories and safeguarding their privacy.
- We should ensure privacy and data security through encryption, transparent data handling processes, and community guidelines that underscore a desire to share memories only with individuals that the user trusts.

3 Tasks

Simple

Viewing an inserted memory

("feeding" your in-app character by viewing)

- This task requires little physical/cognitive effort to complete and is a feel-good action.
- All needed is an understanding of how to navigate to the memory and pressing a couple buttons to open/close.
- Little effort, high emotional reward.

Moderate

Log/document a memory

("Planting" a memory, can be viewed when ripe)

- Requires an understanding of how to navigate the app to log a new memory.
- There is a greater mental/physical load needed to complete the task, as it requires inserting an image and/or having to write out a caption/details.
- There is also the need to feel motivated to log a memory after an event.

Complex

Share your memories with friends/family/future generations

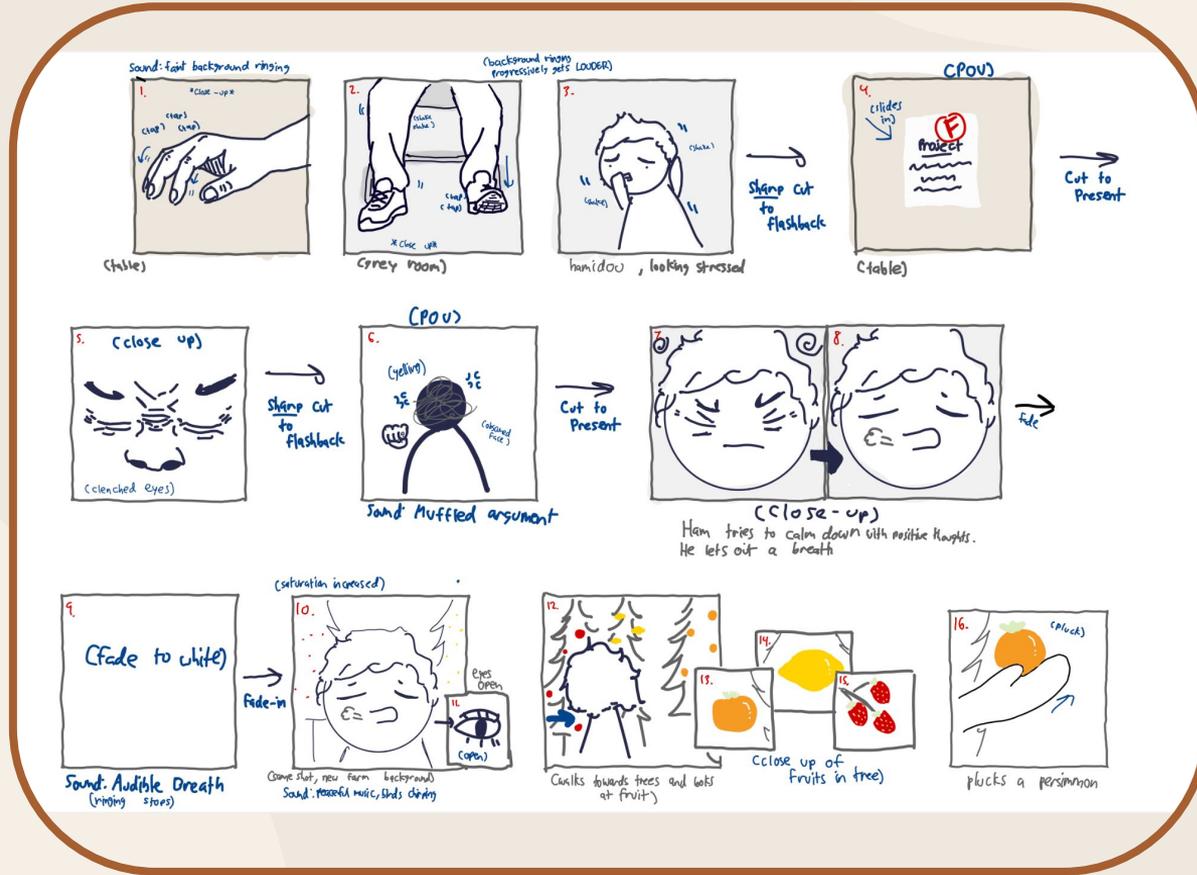
(Sharing "fruit")

- Requires knowledge on app navigation to share a "fruit", along w/ the ability to share "fruit" by directly viewing it in each other's garden/farm.
- There may be an element of shyness, and a need to feel motivated to continuously send shared events between you and the other person.
- Must make it possible for your future generations to be aware of and can view your garden after you are gone.
- All of these elements must be carefully considered for an intuitive experience

Video Storyboard

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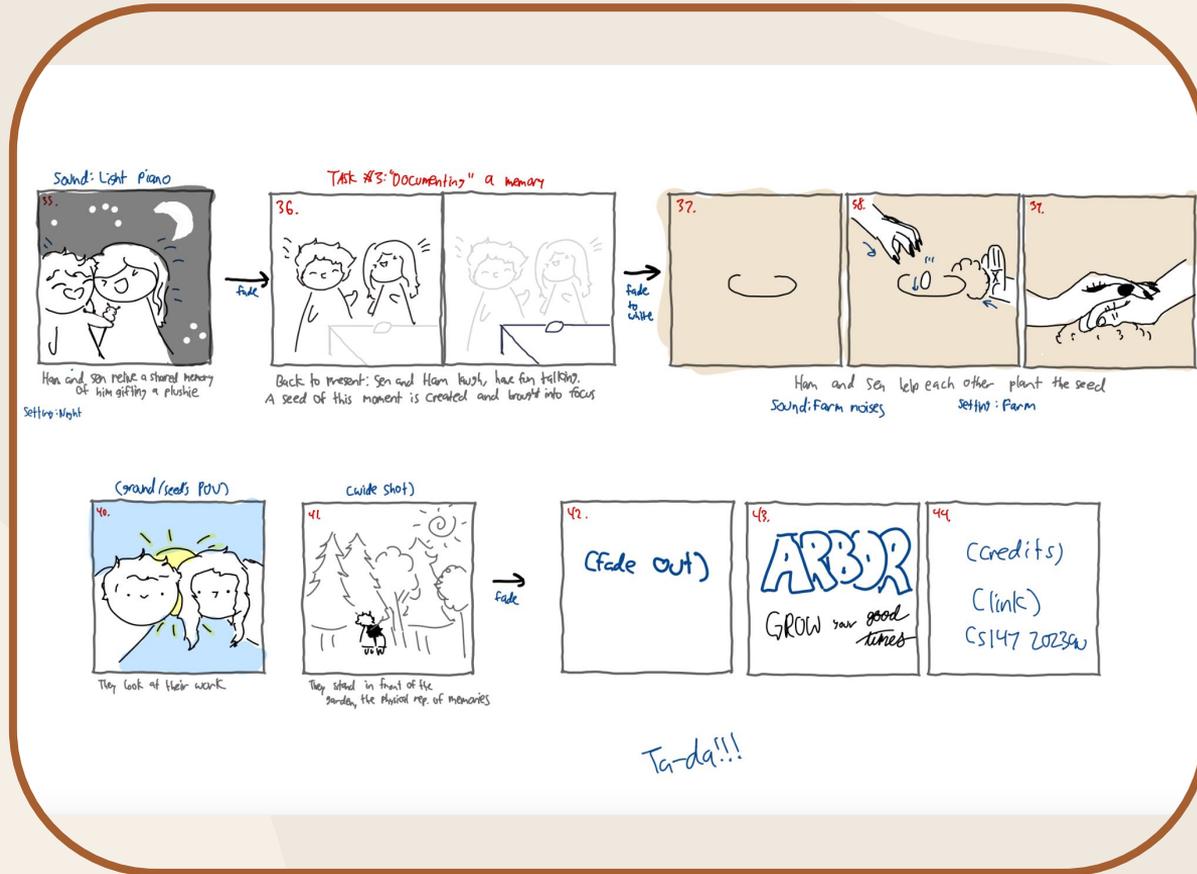
Link to Full Board:
[Here](#)



Video Storyboard

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Link to Full Board:
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Video Shotlist

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Director:	Dante Danelian	Shoot Date:	10/18	http://userhome.brooklyn.cuny.edu/anthro/jbeatty/COURSES/glossar
Production Title:	CS147 Assignment 4	Starring:	Hamidou Guechtouli	

#	Type of shot:	Subject:	Setting:	Sound Design	Timing (sec):	Notes:
1	Close up	Fingers tapping against a table	Inside - Gray room		2	Fade in.
2	Close up	Feet tapping nervously	Inside - Gray room		2	
3	Portrait	H looking stressed	Inside - Gray room	Sound growing louder - light ringing / Brown noise	2	Hands covering mouth, looks jittery, etc.
4	POV	Paper put in front of screen with F on it	Flashback	Muffled voice	2	Violent cut to flashback
5	Close up	H's eyes are hard shut	Inside - Gray room		1	Continued in shot #7
6	POV	A figure is yelling at him, face obscured	Flashback	Muffled argument	3	Desaturated and blurry, figure's face obscured
7	Close up	H's eyes are hard shut, he tries to calm down and think positive thoughts. Then, he suddenly looks calm and breathes out	Inside - Gray room		7	Continuation of shot #5
8	Fade	Fade to white	White	Audible breath	3	
9	Wide	Fade to a shot of H's eyes, but background has changed to now show a farm. H opens his eyes slowly	Outside - McDonnahue Farm	Peaceful and quiet, pleasant music, Look here (A Day to Remember) Birds chirping	4	Saturation is bumped up with a warm color palette
10	Low, close up	Low shot of H's shoes as he starts walking away from the camera	Outside - Farm	Music and ambience continue for farm scenes	3	
11	Dutch angle, focus shift	H walks up to a tree and looks at a fruit, focus shifts to fruit in front of camera	Outside - Farm		4	
12	Close up	Close up of fruit as H plucks it	Outside - Farm		3	
13	Portrait	H takes a bite and we fade to flashback	Outside - Farm		3	Continued in shot #15
14	Portrait	A slice of birthday cake is put in front of H. He smiles	Flashback, Inside - Ng Kitchen	Sounds of a party	3	Same framing as shot #13
15	Portrait	H opens his eyes slowly and looks at the fruit	Outside - Farm		4	Continuation of shot #13
16	Close up	H plucks a fruit	Outside - Farm		1	Shots play out in rapid succession,
17	Close up, diff angle	H plucks another fruit	Outside - Farm		1	Either interlaced with their respective flashbacks, or played side by side,

Link to Full Shotlist:
[Here](#)

Video Shot List

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Link to Full Shotlist:
[Here](#)

18	Close up, diff angle	H plucks a third fruit	Outside - Farm		1	Just in case, get a good amount of footage before and after he picks fruit.
19	Portrait	Paper put in front of screen with an A on it	Flashback, Inside - Ng		2	
20	Portrait	H gets a kiss on the cheek	Flashback, Inside - Ng		3	
21	Portrait	Petting Shank's dogs	Flashback, Inside - Ng		4	
22	Wide pan	From behind, we pan as H looks around the farm	Outside - Farm		5	
23	Portrait	H smiles	Outside - Farm		3	
24	Fade	Fade to white, then black, then fade in	Inside - Gray room	Brown/ringing noise again	6	Desaturated
25	Close up	J's fingers tapping against a table	Inside - Gray room		2	Mimicking shot #1. We are watching the same thing happen to a different person
26	Wide, focus shift	Blurry shot from table of J, fruit is placed on table in foreground by H	Inside - Gray room		3	Saturation focused on the fruit
27	Mid	H puts a hand on J's shoulder, J picks fruit up and eats it, looking at him	Inside - Gray room	Noise subsides	7	We see both of them in frame, continued in shot #29
28	Mid	They are now standing at night in front of each other, they touch foreheads	Outside Ng, with lights	Light piano	5	Same framing as shot #27
29	Mid	H smiles and they start to laugh	Inside - Gray room		4	Continuation of shot #27
30	Fade	Fade to white	White		3	
31	Mid	We see a small hole in the ground, J places a seed there and H covers it up with dirt and pats it	Outside - Farm	Farm noises appear	5	
32	POV	From seed's POV we see H and J from below with the sun behind them	Outside - Farm		4	Sun behind them
33	Wide	In a wide shot from behind, we see them stand next to each other. J rests her head on H's shoulder	Outside - Farm		5	They are small in the shot, the expanse of the farm is visible
34	Fade	Fade out	Outside - Farm		2	Fade out.
35						
36						

Estimated
Total Time
(Sec): 112

Video!

Link: [Here](#)



Arbor Concept Video (CS147au)

[youtu.be](#)

Time: 1:35



*Thank
You!*

Experience Prototypes Takeaways

Solution:

“I want to support the planet with each buy. That’s why I support companies that are eco-friendly”

26, teacher

BIO

Our average client is outdoorsy, has creative jobs and a passion for the environment and the planet



BUYER PERSONA INFOGRAPHICS



JANE DOE

26, teacher

BIO

Our average client is outdoorsy, has creative jobs and a passion for the environment and the planet

PERSONALITY

- Strong ideas in favor of ecology, sustainability, recycling and upcycling
- Avid user of social media, specifically TikTok and Twitter, among others
- Keeps up to date with trends and follows brands that do so

PAIN POINTS

Programmed obsolescence, difficulty repairing products and too much usage of unnecessary plastics

“I want to support the planet with each buy. That’s why I support companies that are eco-friendly”

MOTIVATIONS

- 1 Self-improvement
- 2 Organization
- 3 Ecology

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GOALS AND
OBJECTIVES

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TGT. AUDIENCE
DEMOGRAPHICS

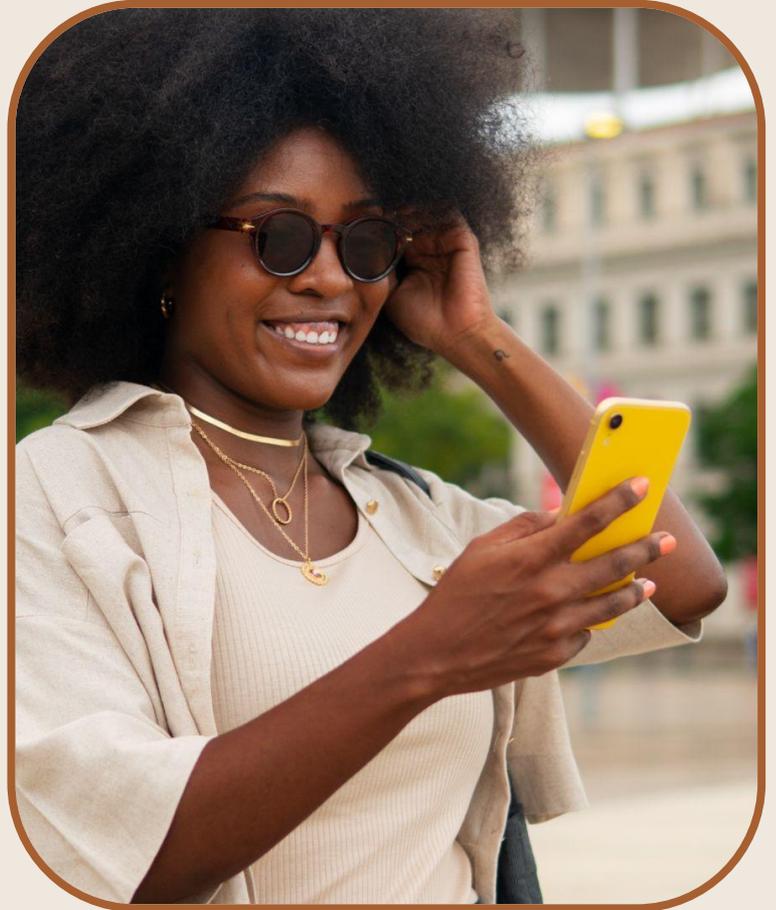
03

CONTENT
IDEATION

WHY SHOULD YOU DESIGN A SOCIAL MEDIA STRATEGY?

Having a social media strategy will help you plan and implement **effective social media campaigns**, allowing you to **reach your desired audience** with the right content. A good strategy will help you:

- Coordinate your communications through different forms of media
- Maximize exposure and engagement with your target audience
- Keep track of your progress more easily and identify areas for improvement



THE PILLARS OF SOCIAL MEDIA STRATEGIES

CONTENT IDEATION

Content ideation involves brainstorming ideas for content that will engage your target audience. This could include thought-provoking questions, polls, surveys, stories and discussions. It is important to consider the interests of your target audience and new trends

PLATFORM SELECTION

Careful platform selection is essential for successfully reaching your target audience. Additionally, you should analyze which platforms are most popular with your desired demographic and tailor your strategy to reach them more effectively. Keep up to date as there might be new trends that affect engagement

THREE GOALS OF A SOCIAL MEDIA STRATEGY

MORE REACH

To increase reach, it is important to create content that resonates with your target audience and utilizes the most effective methods for reaching new viewers

ENGAGEMENT

Improving engagement involves creating content that encourages users to interact with your posts. Responding to comments in a timely manner is great way to show appreciation for their participation

CONVERSIONS

Creating content that drives conversions entails promoting sales or generating leads for your business. This could include hosting giveaways, offering discounts or coupons to followers or targeted ads

FOUR TIPS

BE CONSISTENT

Developing a consistent content plan is essential for any successful social media strategy. Have a schedule of when to post content, optimize with keywords and keep track of it all

ADVERTISE WISELY

Advertising on social media channels can be a great way to reach a wider audience quickly and effectively. However, it is important to use targeted, specific ads

USE ANALYTICS TOOLS

It can help you measure key metrics like visits, click-through rates, impressions, and conversions as well as understanding how the audience is engaging with your content

ESTABLISH BRAND LOYALTY

Establishing brand loyalty involves creating relationships with existing & potential customers through appreciation & thoughtfulness across all communication channels including social media platforms

SIX IDEAS FOR POSTS

MONDAY

A quote or thought-provoking message which is related to your brand and encourages audience engagement

TUESDAY

Behind the scenes of your product/service. Share a photo or video of what goes into creating the item/service

WEDNESDAY

Fun fact about your company or industry in order to engage followers with something educational and interesting

THURSDAY

Ask followers for their opinion by posing an interesting question or encourage user-generated content

FRIDAY

Feature customer success stories to highlight how customers have benefited from using your product/service

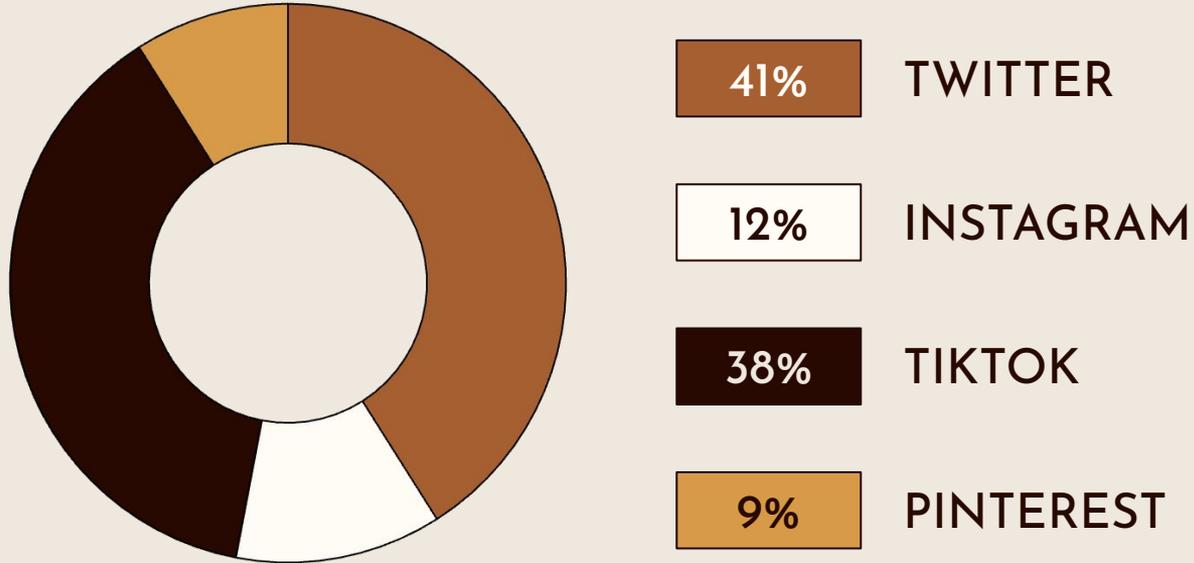
SATURDAY

Showcase upcoming events or promotions that are coming up so people know when to look out for them



SOCIAL MEDIA IS ALL ABOUT PEOPLE

ENGAGEMENT SHARE



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

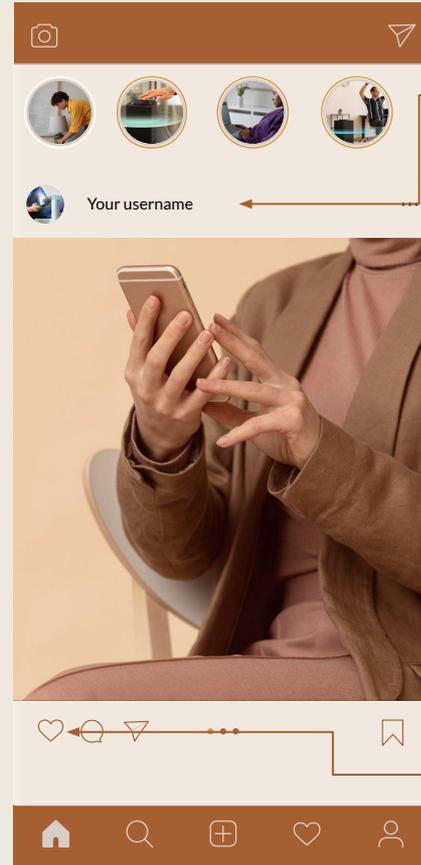
A TABLE FOR YOUR SCHEDULES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
TIKTOK	OOTD	Dance trend	Stitch	A day with me!	Giveaway
INSTAGRAM	Story	Post	-	Reel	Story
TWITTER	Answer FAQs	History thread	Fun facts	Quotes	-
PINTEREST	Vision board	How it's made	Inspirations	-	Tips
EMAIL	-	Why premium?	-	Special event	Free topic
FACEBOOK	Our company	-	Product placement	Corporate video	-

THIS IS WHAT YOUR PAGE WILL LOOK LIKE

Remember that web pages must be optimized to work on phones, since 80% of people only visit websites from their smartphones

- Your brand name should be the first thing they see
- Put your best product on the front page
- Your audience should have a way of engaging with your content



1

2

3

BUYER PERSONA INFOGRAPHICS



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ROADMAP INFOGRAPHICS

INITIATIVE	PHASE 1			PHASE 2			PHASE 3			PHASE 4			OBJECTIVE
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Dance trend	■	■											Make a video of our team following the newest trend on TikTok content
A day in my life			■	■									Easily showing the most human side of our company
Anniversary giveaway					■								Generate more engagement and get new followers
"How it's made" reel					■								Show our creative process and engage new followers
Live on TikTok						■	■	■					Create a webinar to show new clients how to use our products
Instagram contest									■	■	■	■	Get more people to speak about us, use our hashtag "#company"

TESTIMONIALS OF PAST CLIENTS



"The team was great to work with! They provided fast and helpful service and their attention to detail was top-notch. Highly recommend!"

–LAURA PATTERSON

"I had a fantastic experience working with them. They made the process easy and stress-free. I will definitely buy here again"

–JOHN NELSON



"We had been searching for the right solution for our business for a long time, but the team found us the perfect fit!"

–PETER JAMES



“A DAY WORKING WITH ME”

This trend shows the perks of your company and helps you establish brand identity

SOCIAL MEDIA ANALYTICS



XXX BILLION

Users worldwide



XHX MIN

Average time spent



XX

Number of platforms

WORLDWIDE REACH



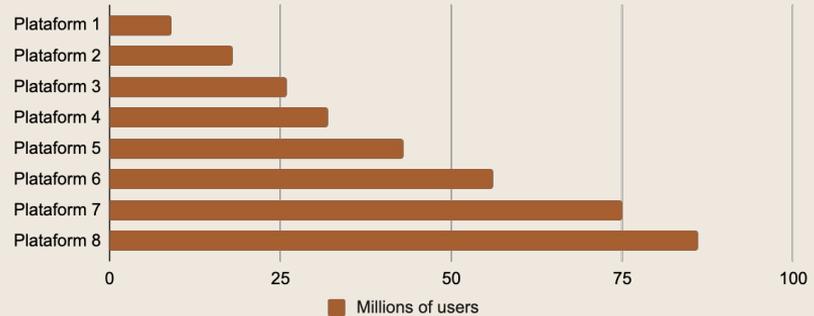
XXX BILLION

Country 1 users

XXX BILLION

Country 2 users

PLATFORMS WITH MOST USERS



Follow the link in the graph or the map to modify its data and then paste the new one here. [For more info, click here](#)

THANKS

Do you have any questions?

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- [Side view of woman sitting on pier using social media application on mobile phone](#)
- [Homepage concept with search bar](#)

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- [Young people using reels](#)
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Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [how it works](#).



Pana



Amico



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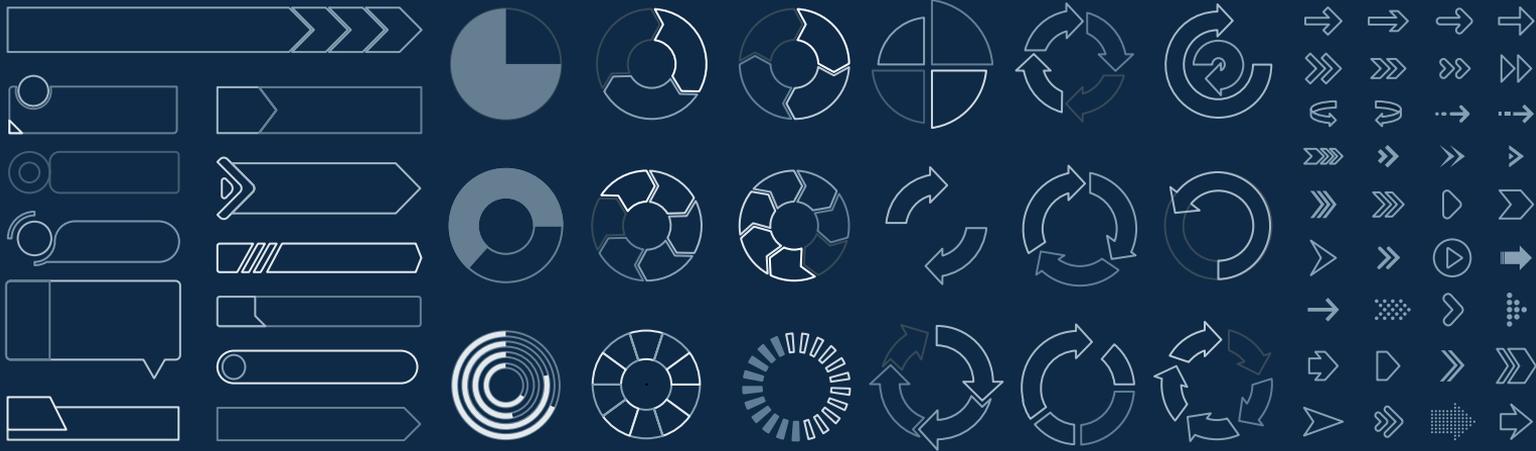
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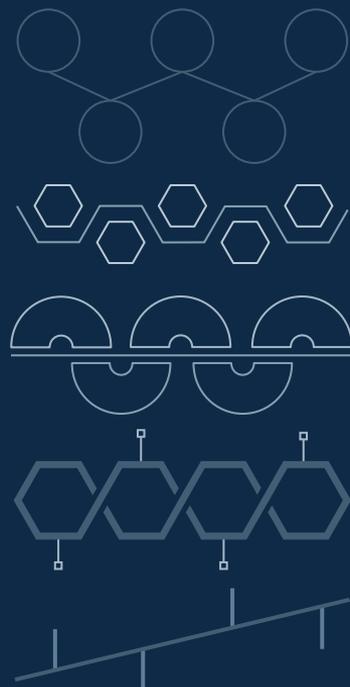
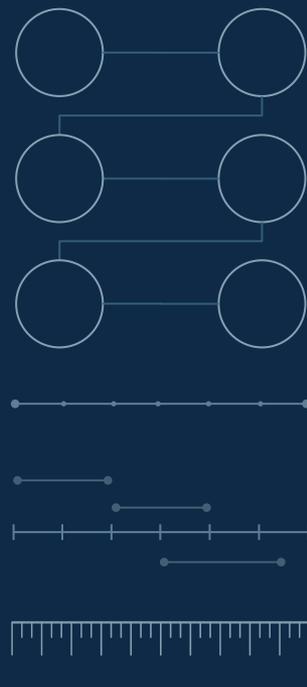
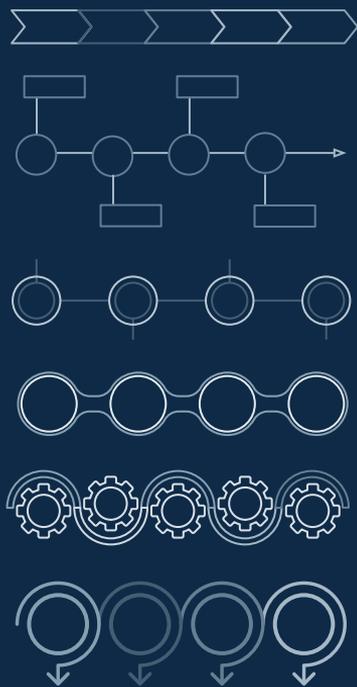
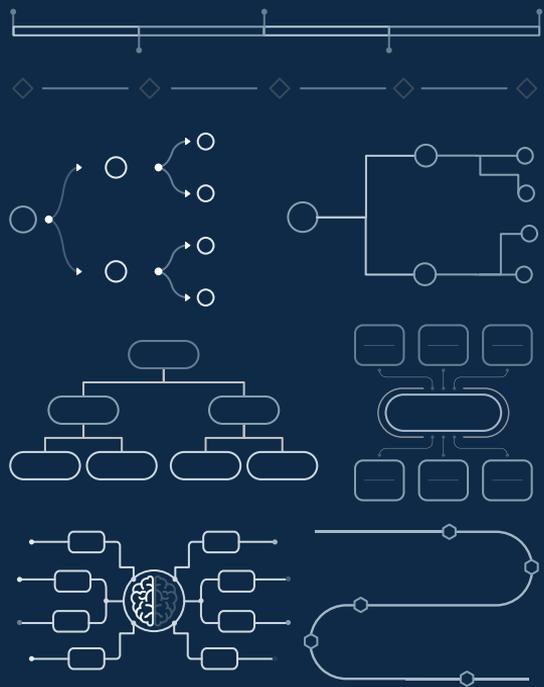
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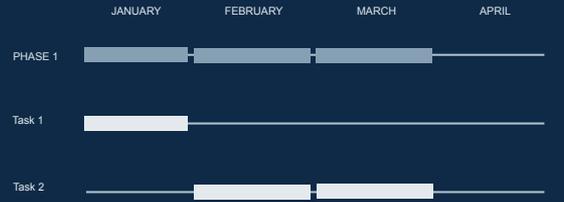
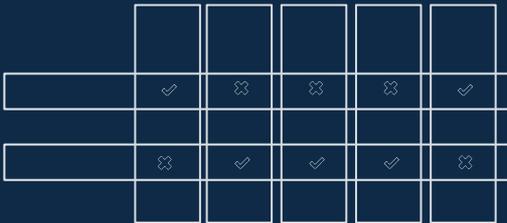
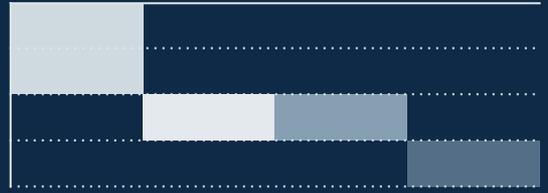
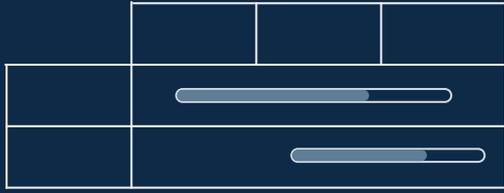
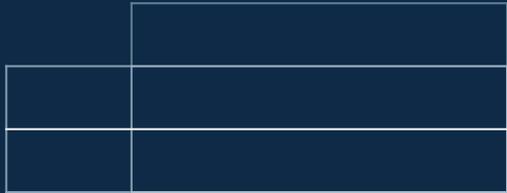
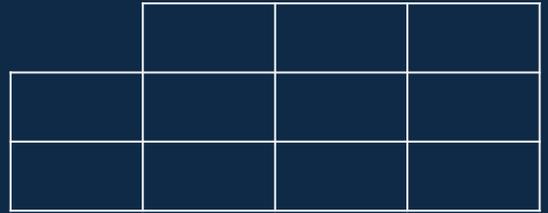
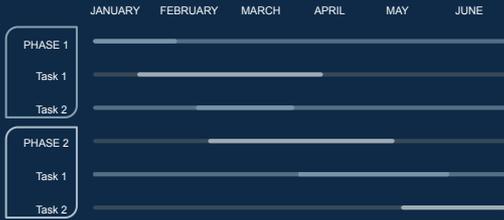
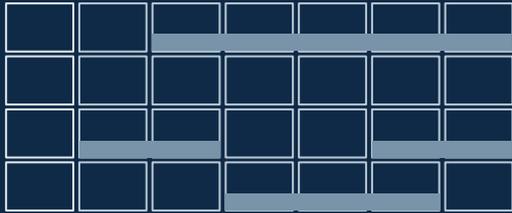
Use our editable graphic resources...

You can easily **resize** these resources without losing quality. To **change the color**, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want. Group the resource again when you're done. You can also look for more **infographics** on Slidesgo.

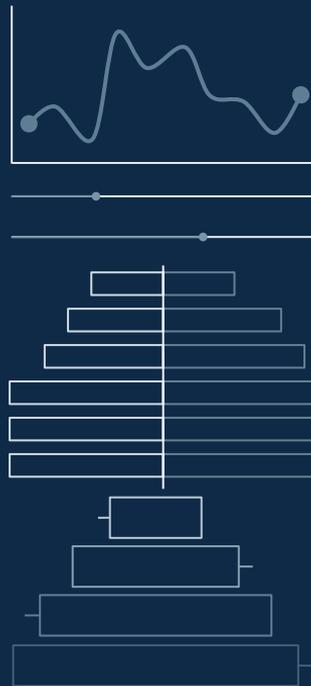
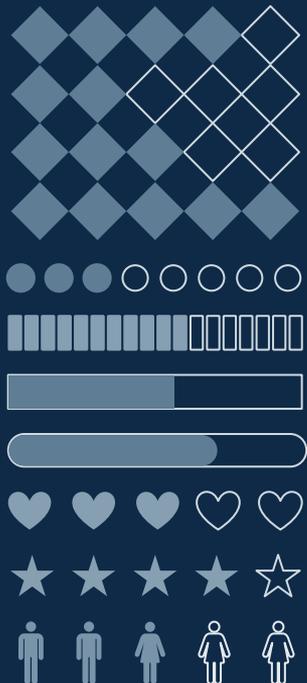
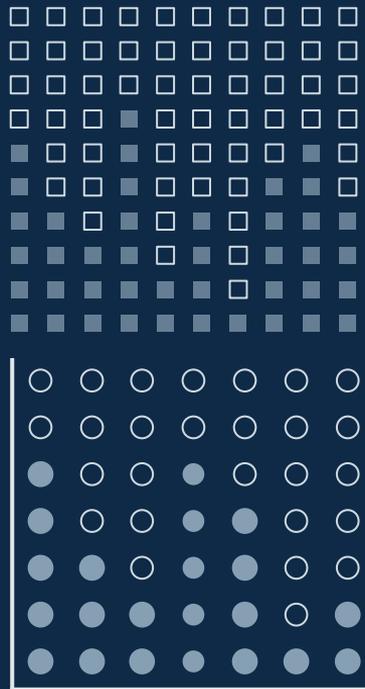












...and our sets of editable icons

You can **resize** these icons without losing quality.

You can **change the stroke and fill color**; just select the icon and click on the **paint bucket/pen**.

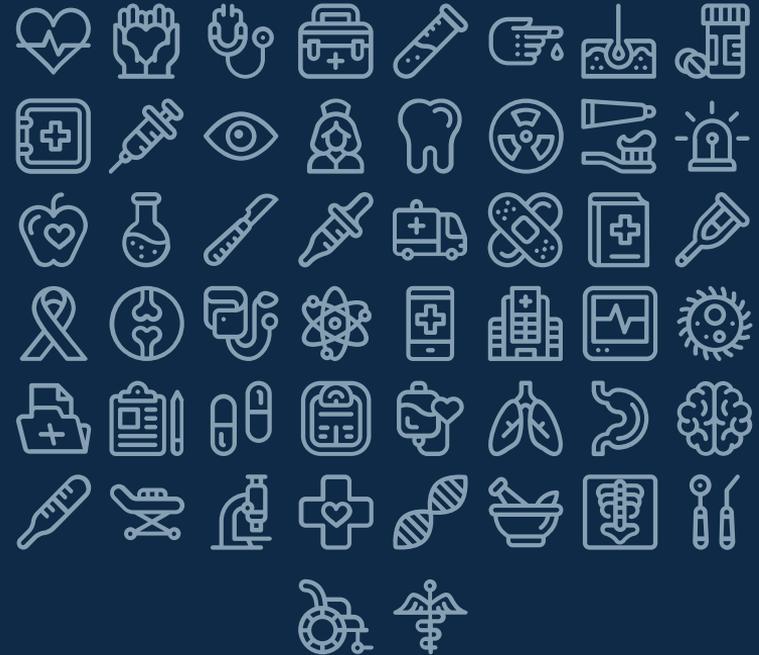
In Google Slides, you can also use **Flaticon's extension**, allowing you to customize and add even more icons.



Educational Icons



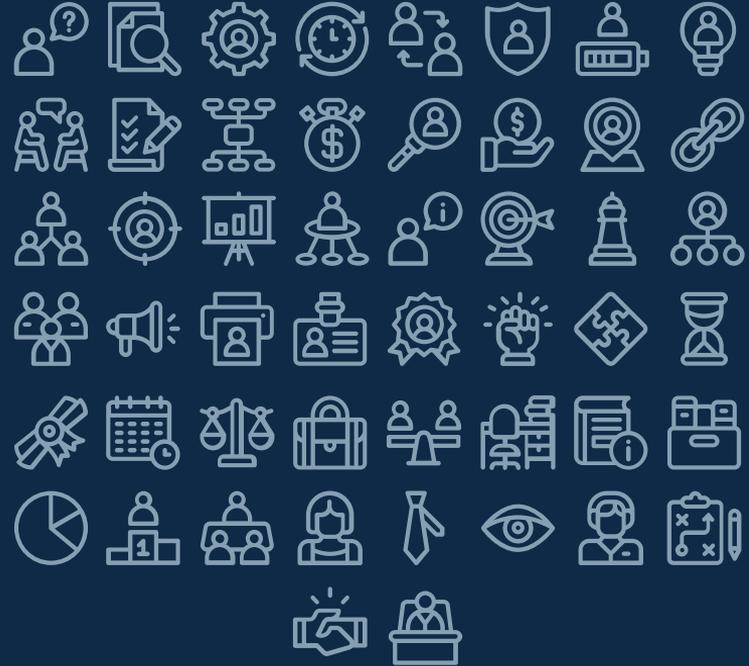
Medical Icons



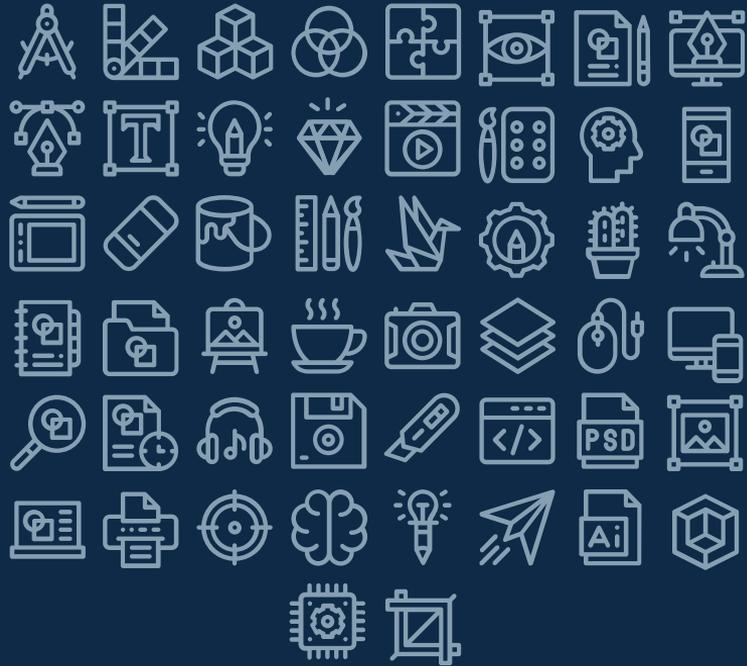
Business Icons



Teamwork Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons



