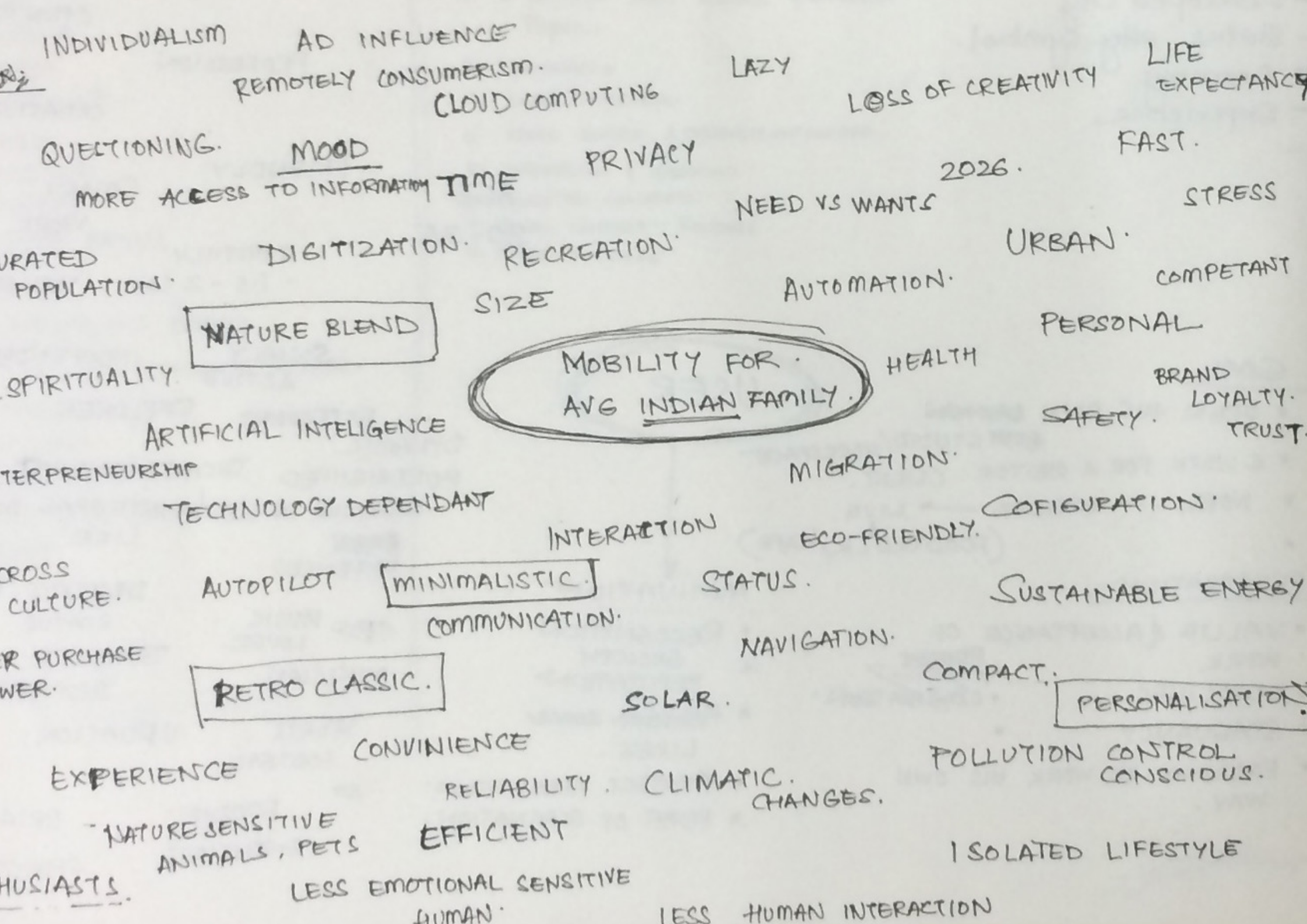


ESSENCE



TEAM 6

Scenario Building.



User Building.

PREFERENCES

- Developed City
- Status ~~city~~ Symbol.
- Economy
- Experience
-

GROWTH
OPEN MIND

PROFESSION

CREATIVE

AGE
30-35

FRIENDLY

SMART.
WORK

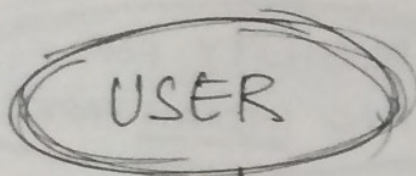
MONTHLY
1.5 - 2 Lac. NON-REPETITIVE

GOAL.

- OPEN HIS OWN ~~DESIGN~~ ~~STUDIO~~ STUDIO/WORKSPACE
- & WORK FOR A BETTER CLIENT.
- WORK → EXPLORE → LIVE.
(FOODTRUCK/CAFE)
-

FRUSTRATION

- VALUE & ACCEPTANCE OF WORK.
- DEADLINES
- STAGNANCY
- FREEDOM TO WORK HIS OWN WAY.
- ~~FEARS~~ STAGNATION.



USER

MOTIVATION

- RECOGNITION
- GROWTH
- REPUTATION
- ~~PRESENT SOURCE~~ LIKES.
- PROJECT APPRECIATION.
- FEAR OF STAGNATION.

SOCIALLY
ACTIVE

INDEPENDENT

EXTROVERT

EXPLORER

DYNAMIC

FORESIGHTED

TECH-DEPENDANT

CONSCIOUS IN

INTEGRAL PART OF
LIFE

~~WASTEN~~
EXPENSES

DISPLAYS DESCENT
STATUS

~~SPT~~ MUSIC
LOVER.
MUSICIAN.

TRAVELER.
INSPIRATION

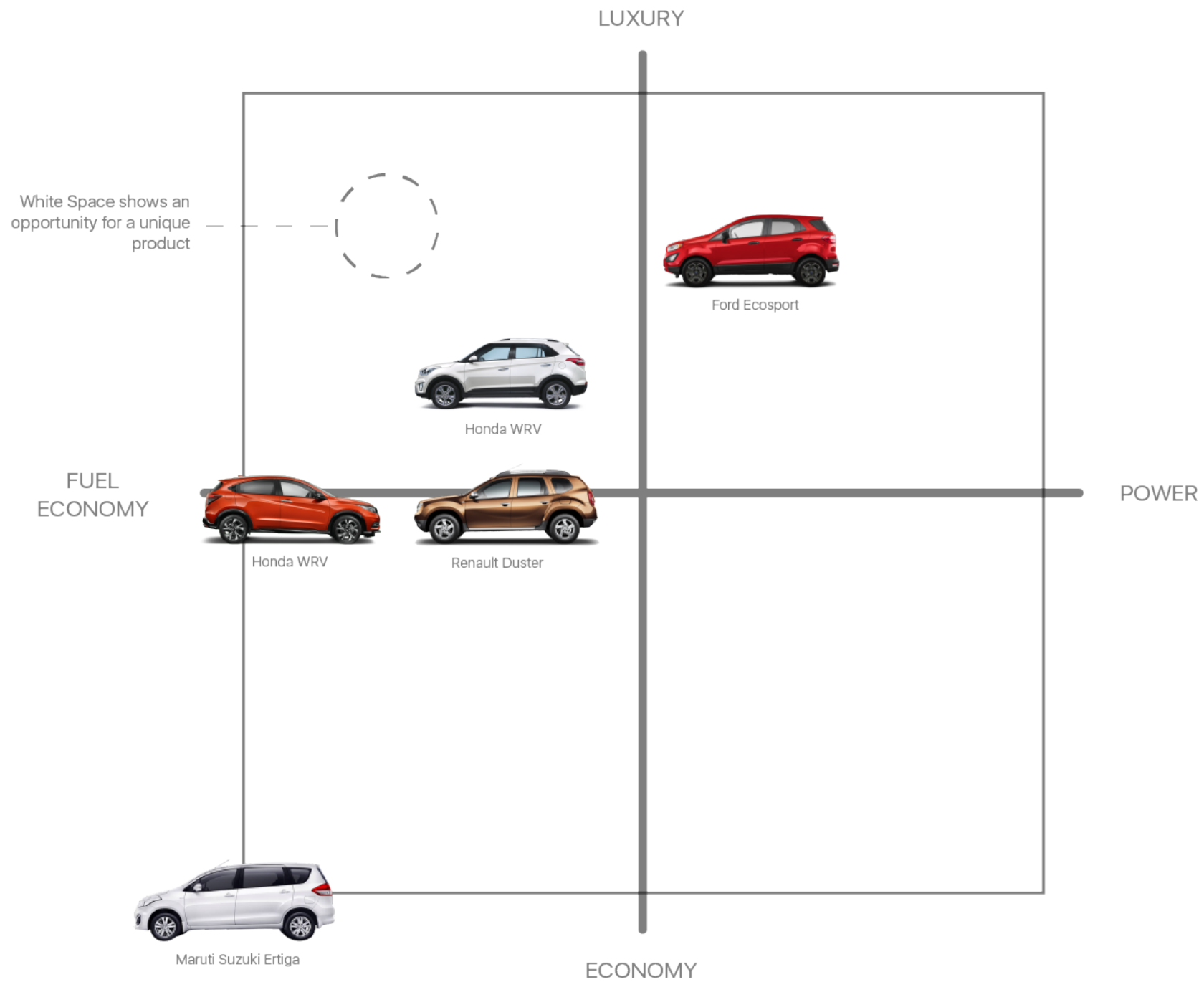
SPORTS.
FOOTBALL.

UPDATION.

SO
FOODIE.
ENTHUSIAST

BRIGHT
SPIRITUAL.

Product Placement.



User Persona.



Age: 32
Work: Freelancer
Income: 1.5-2 Lacs per month

Creative	Foresighted
Friendly	Ambitious
Explorer	Smart
Dynamic	Tech-Savvy

Motivation

Growth and Reputation
Project Appreciation
Fear of stagnation

Goals

He aims to open his own studio/ workspace in the future
He dreams to work for a big client.
WORK---EXPLORE---LIVE

Frustrations

Value and acceptance of his work
Meet Deadlines overcoming all the obstacles.
Fears stagnancy and repetitive projects.
Is generally provided very less freedom to work in his own way by his clients.

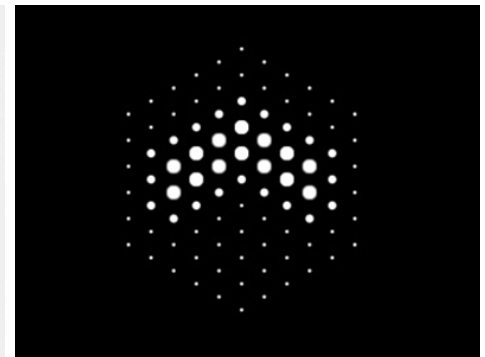
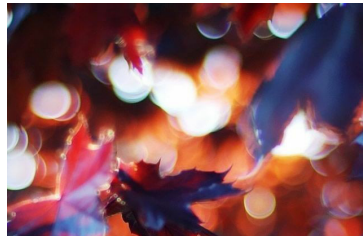
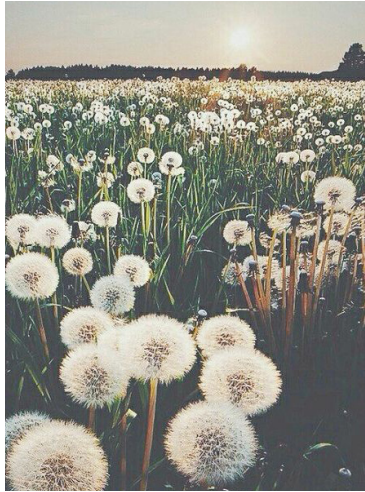
BIO

Robin is a freelance illustrator, and a 'Tech junkie' and for the past couple of years, has been very passionate to make an identity for himself in the market. He wants to be a professional personality and soon open his own studio/ workplace. He is very thoughtful about the products he owns. He is very conscious in presenting himself well. He is constantly exploring and travelling in pursuit of inspiration to apply it in his work. As food and music enthusiast too, he wants to spend his senior age of life by putting a small cafe and a music studio.

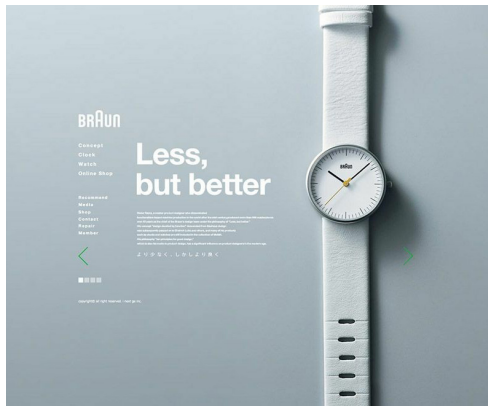
Brand influencers

Volkswagon
Skoda
Ford
Renault
Jeep
Toyota
Iphone
Google
Tommy hilfiger
louis phillippe
high design
us polo assn.
UCB

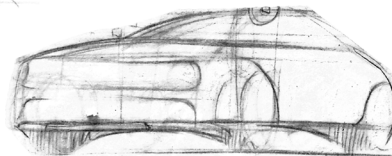
Mood Board.



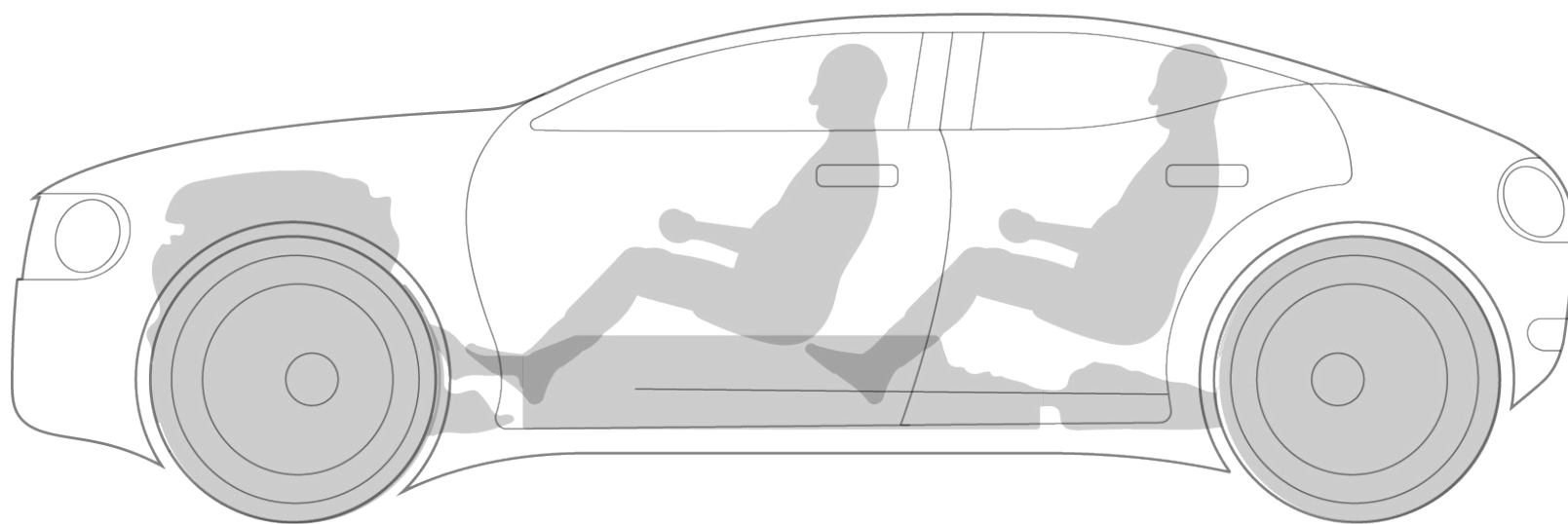
Inspiration Board.



Concept Sketches.



Vehicle Packaging.



1300

3999

2726

Final Concept.

ESSENCE



Thank you!