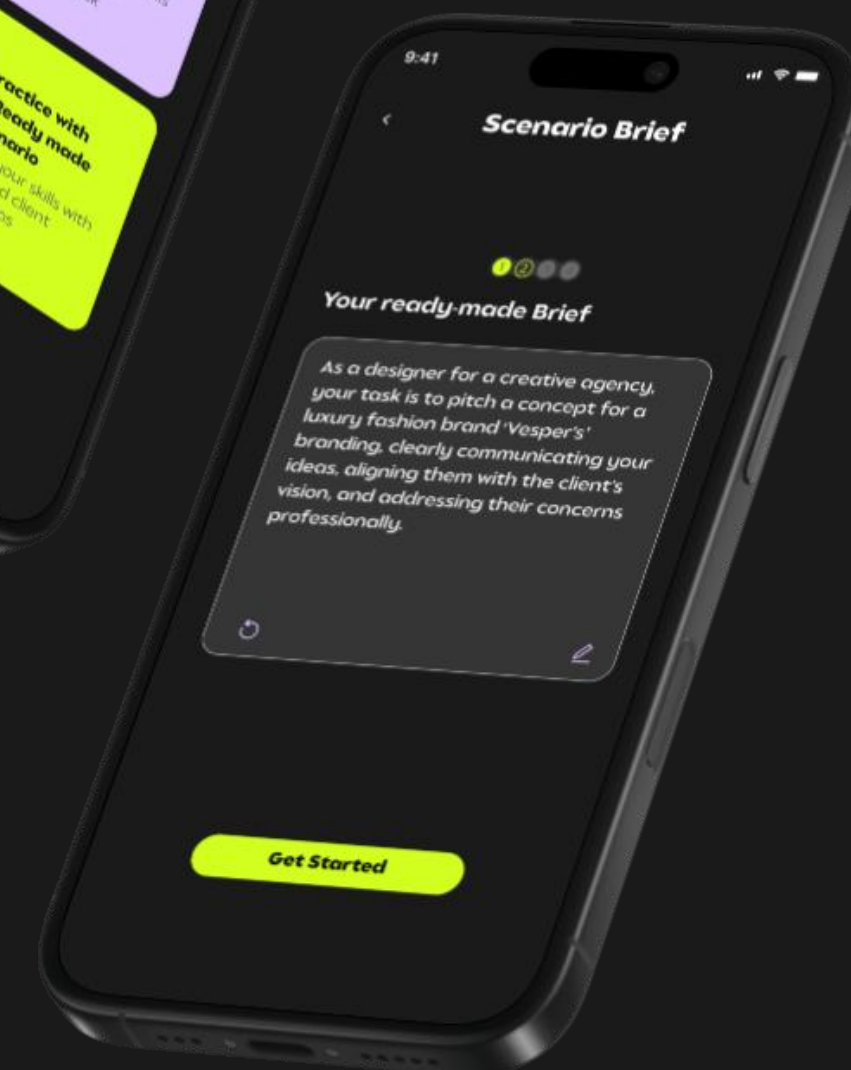
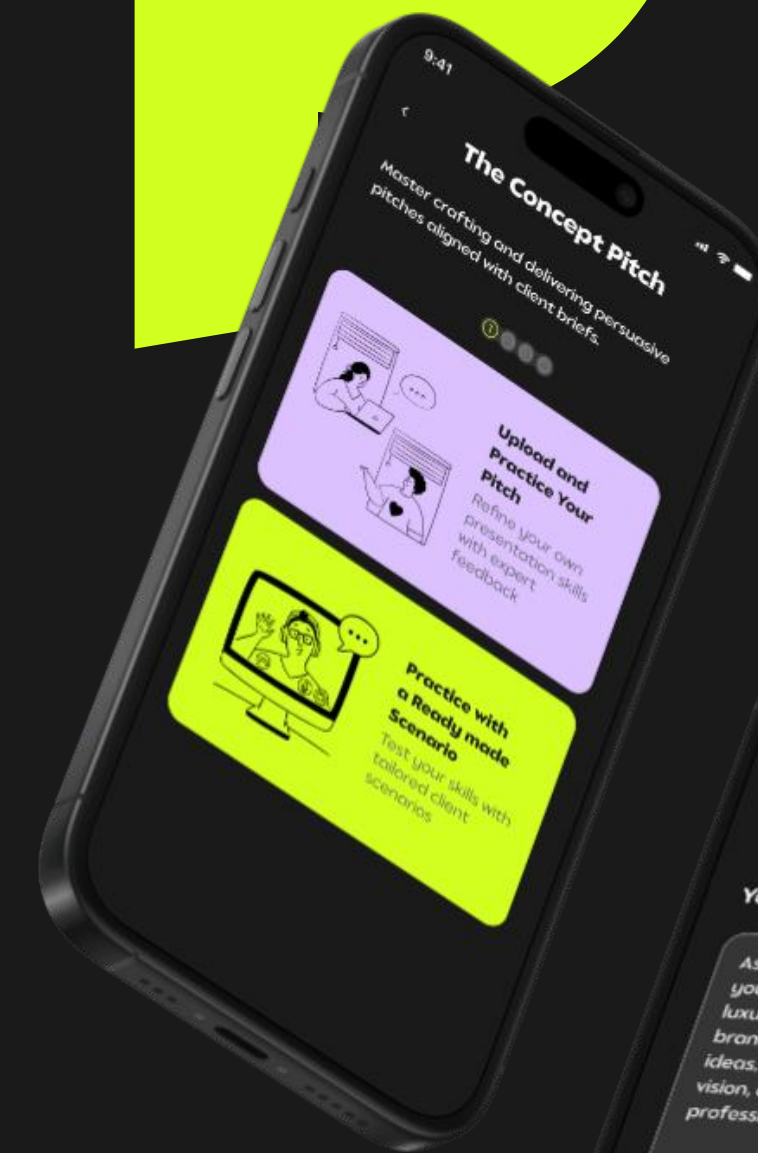


Pitchplay



TARGET

Young Visual Communication Designers -Students,
Job seekers, early career professionals (Age : 18- 30)
Digitally savvy, ambitious and creative

PROBLEM STATEMENT

Through research, key challenges faced by visual communication designers were identified, highlighting **communication skills**. Early-career designers lacked opportunities, experience, and risk-free practice spaces to develop pitching and professional client communication skills.

OUR SOLUTION

PitchPlay is a **mobile application** designed for early-career designers to **develop negotiation and client communication skills**. Through AI-powered role-play scenarios and real-time feedback, users can practice with diverse client avatars and upload their own material. A secure, supportive environment helps users build confidence and prepare for real-world interactions.

PROCESS

RESEARCH

Empathy Mapping
Desktop Research
User Interviews

IDEATION

How Might We
Idea Generation
Competitor Analysis
Concept Validation

DEVELOPMENT

User Story Mapping
Low Fidelity Prototype
Usability Testing
Visual Identity
High Fidelity Prototype

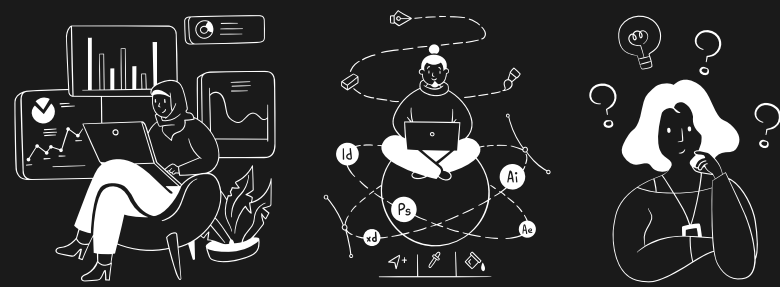
DESIGN CONCEPT

PitchPlay's visuals are designed for Gen Z (18–30), reflecting the app's modern, supportive, and results-driven tone. Bold and energetic elements inspire confidence, while the design appeals to a tech-savvy, design-focused audience.

LOGO



ILLUSTRATION STYLE



HEX: 1A1A1A
R: 26 G: 26 B: 26

HEX: D2FF1F
R: 210 G: 255 B: 31

HEX: AB93E0
R: 171 G: 147 B: 224

HEX: EC704B
R: 236 G: 112 B: 75

HEX: FFE078
R: 255 G: 224 B: 120

FONT - BALGIN

Aa

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aa

Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aa

Regular

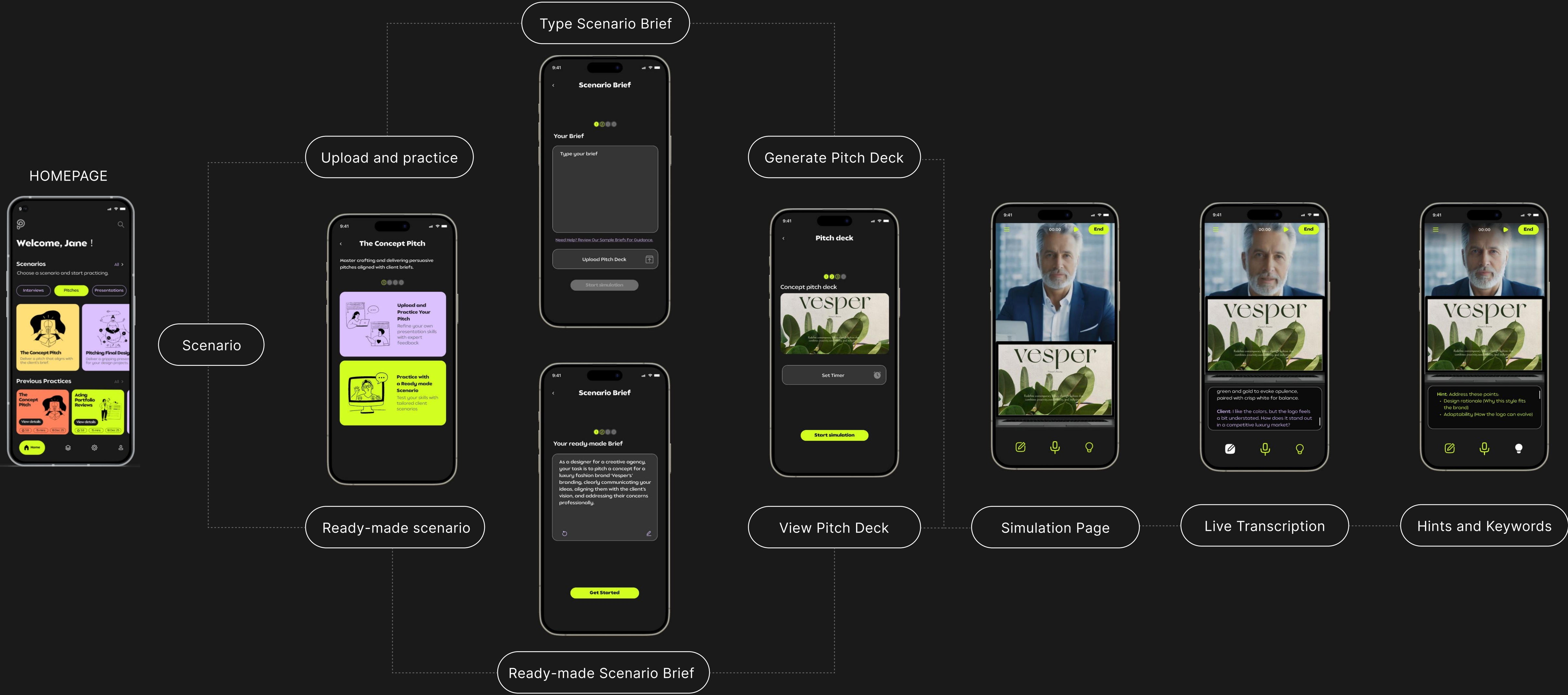
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

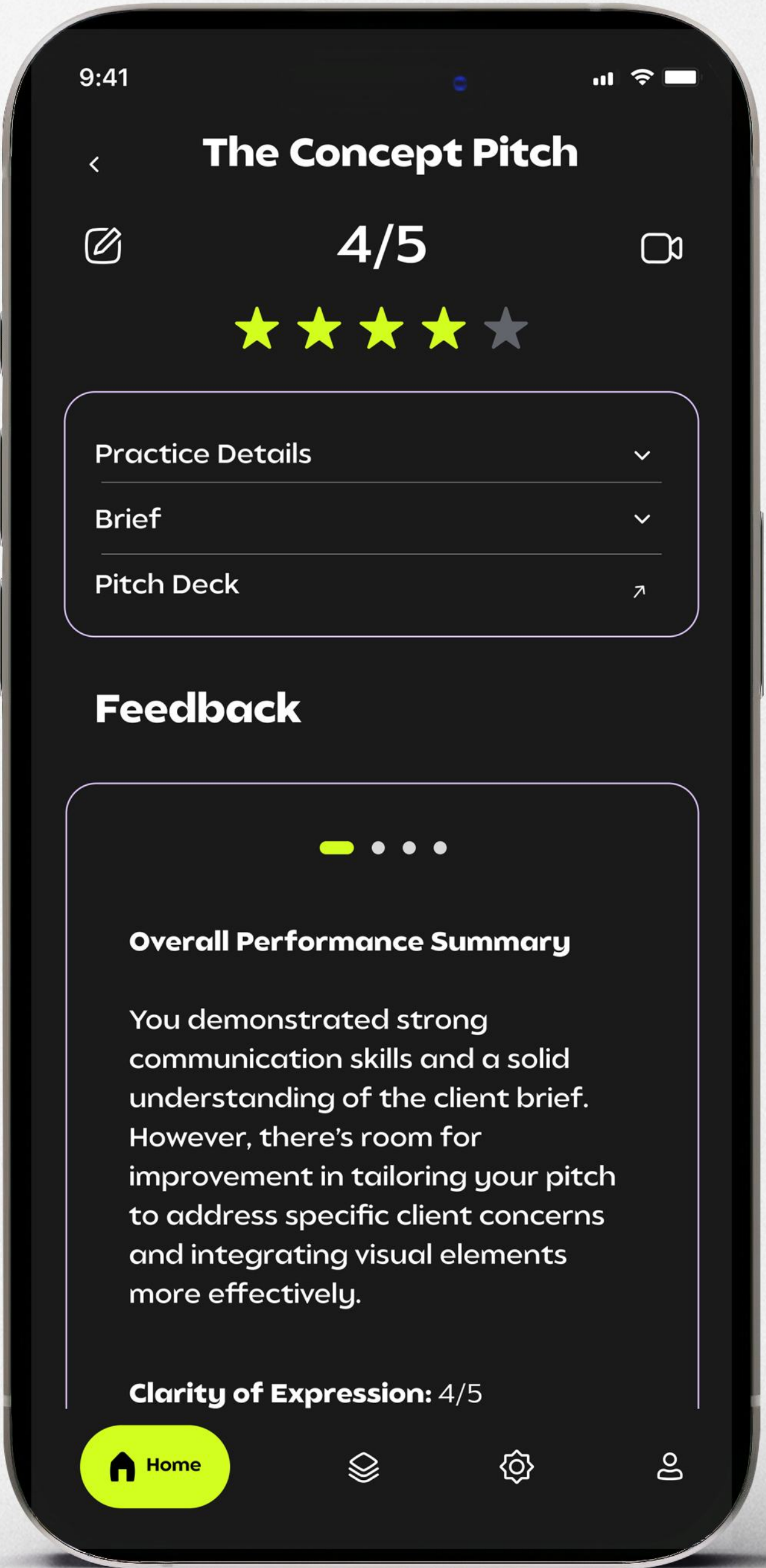
Aa

Light

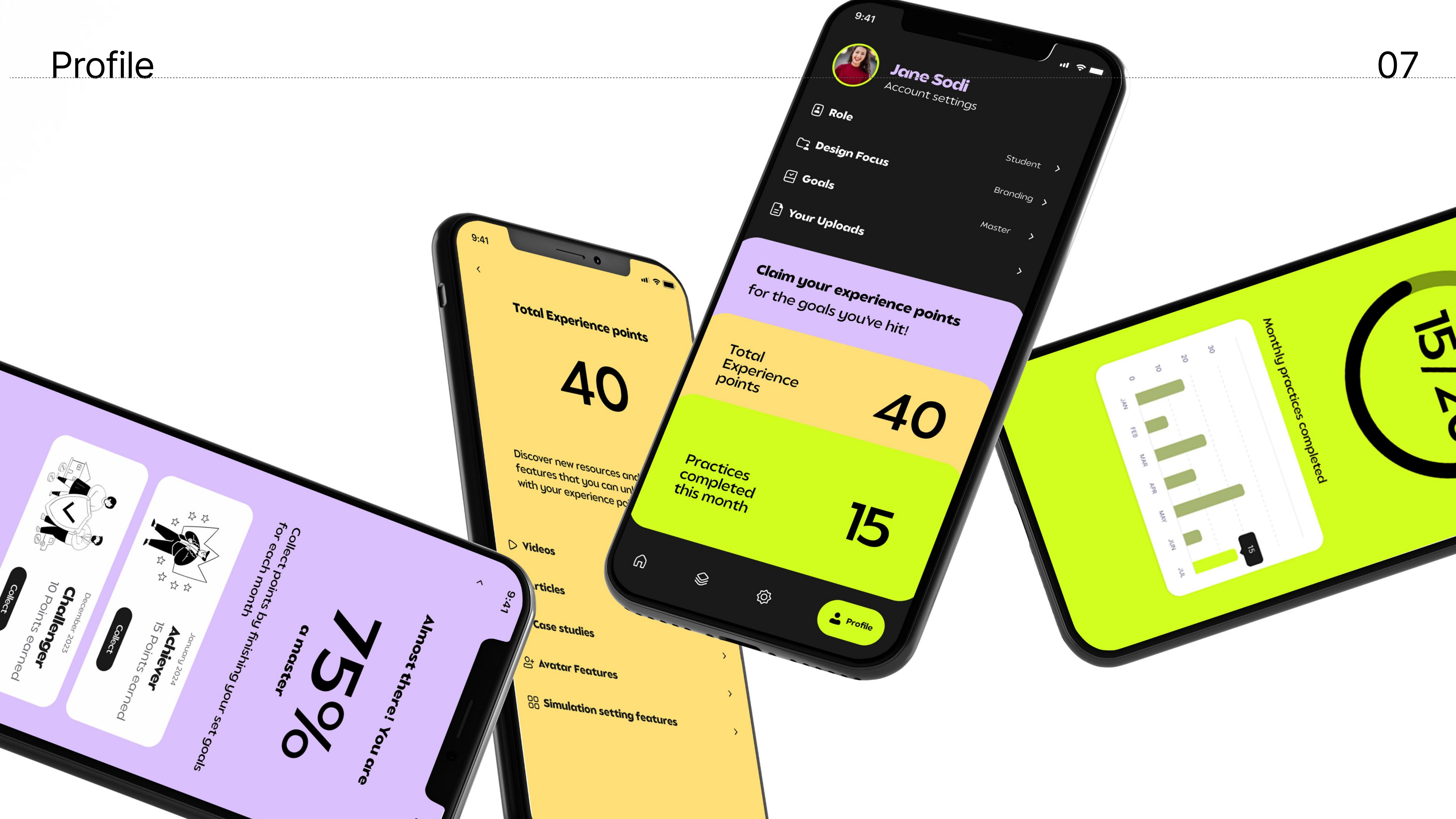
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

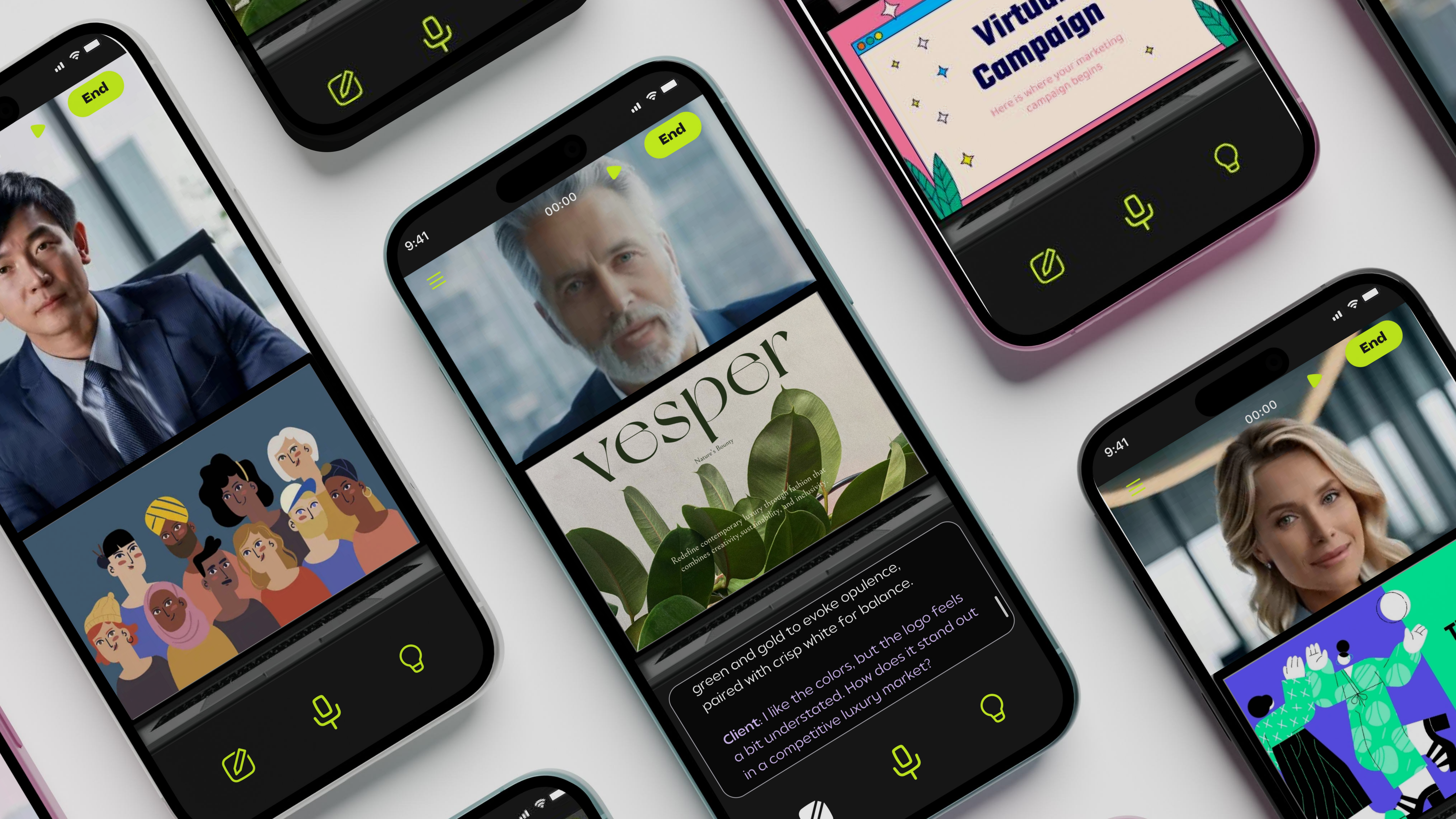












End

End

End

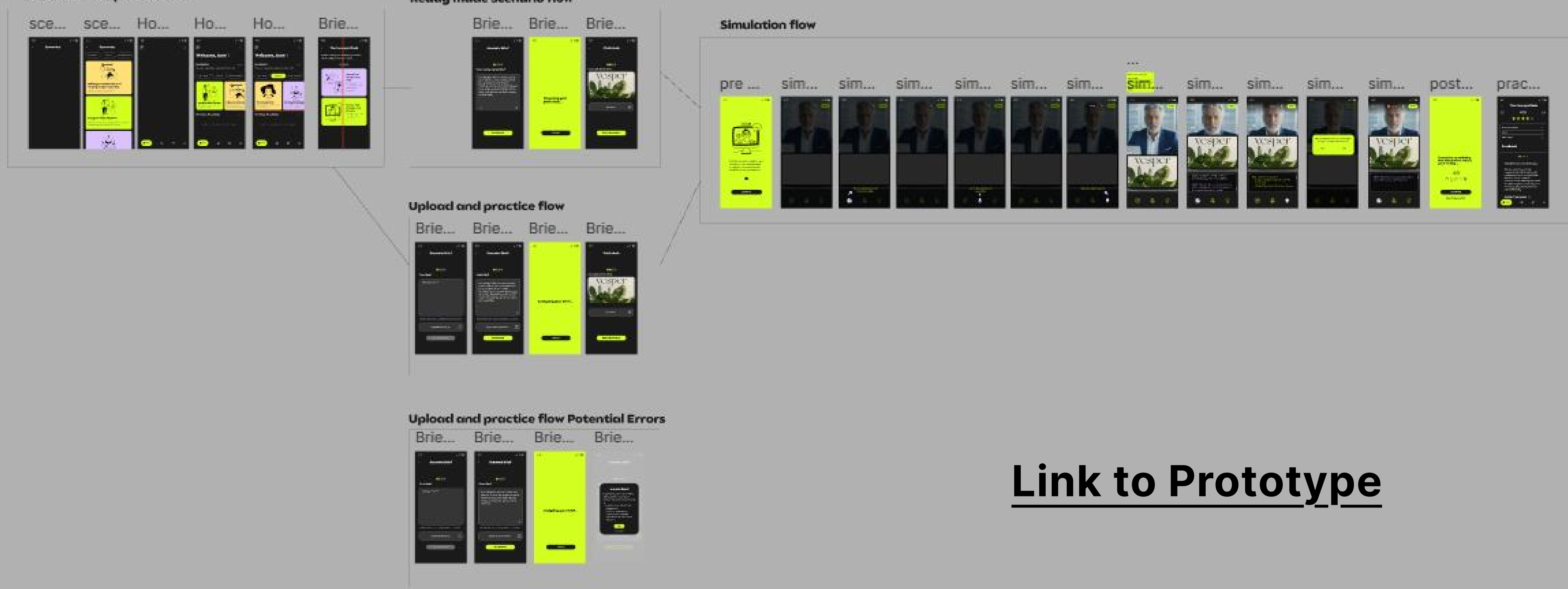
vesper

Nature's Bounty

Redefine contemporary luxury through fashion that combines creativity, sustainability, and inclusivity.

green and gold to evoke opulence, paired with crisp white for balance.

Client: I like the colors, but the logo feels a bit understated. How does it stand out in a competitive luxury market?



[Link to Prototype](#)

