

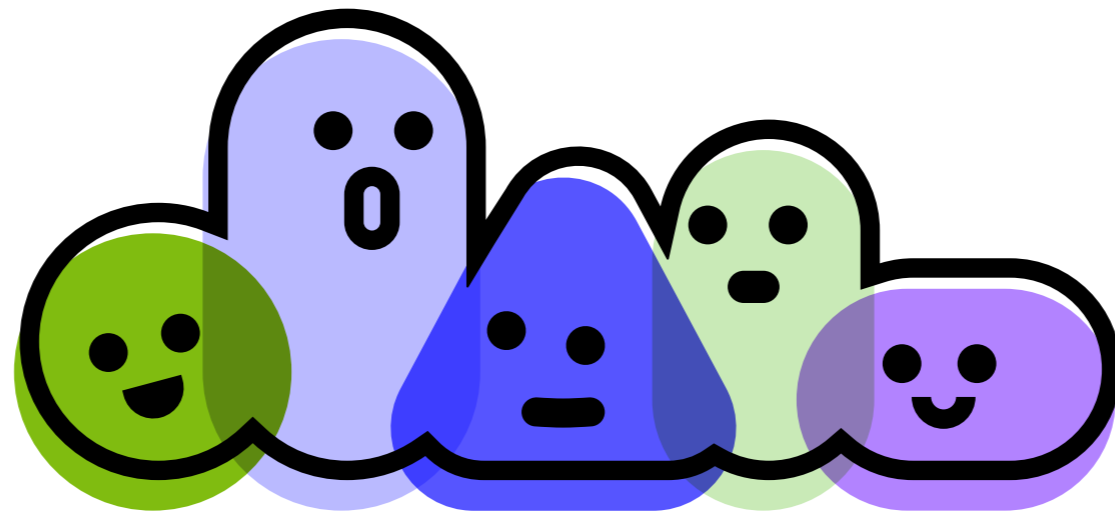
# INTENT



INTENT (Interactive Tool for Empathy in Neurotypicals)

We want to design a transformational game that enables neurotypicals to gain better understanding and empathy towards autistic people in the workspace and be their allies!

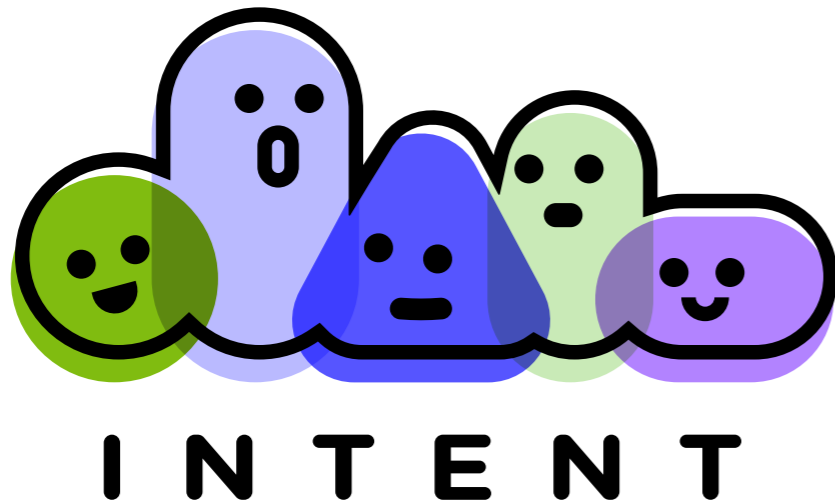
LOGO



I N T E N T

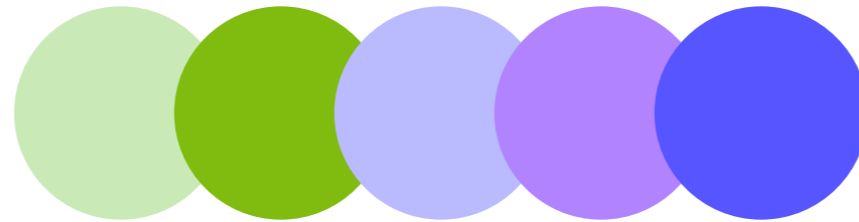
## DESIGN CONCEPT

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- Simple shapes: mimic the character design in our game, which are abstract to avoid showing sensitive issues that don't relate to the topic such as gender/age/body-shape.
- 5 shapes: indicates workplaces usually have a lot of people. It also represents 5 of us in the team.

## COLOR + TYPO



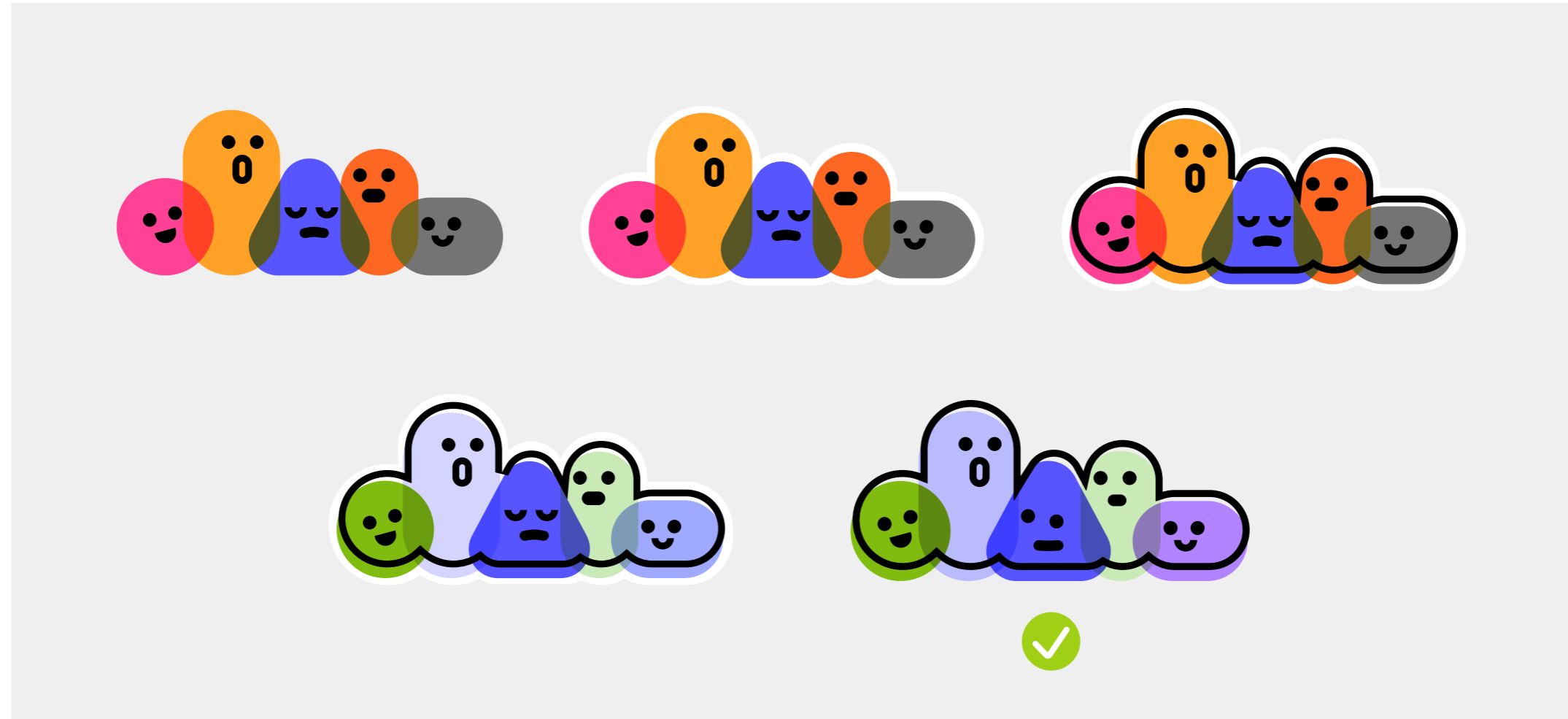
# C9EAB7 # 80BC10 # BABAFF # B283FF # 5655FF

According to our research, people on autism spectrum tend to feel more comfortable with green and blue tones.

**Gotham Bold** with rounded corner

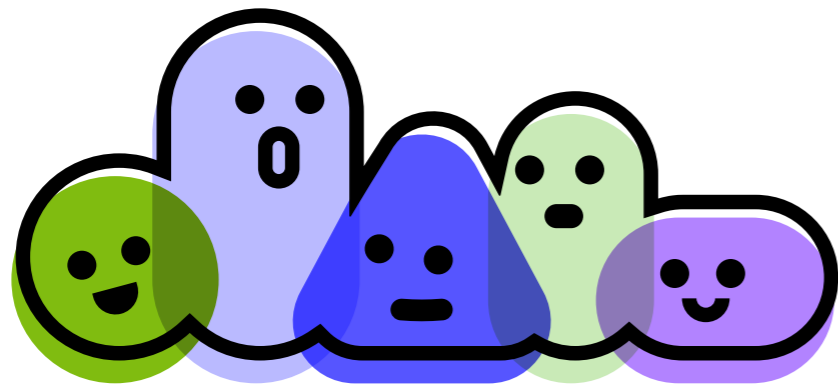
**I N T E N T**

# ITERATIONS

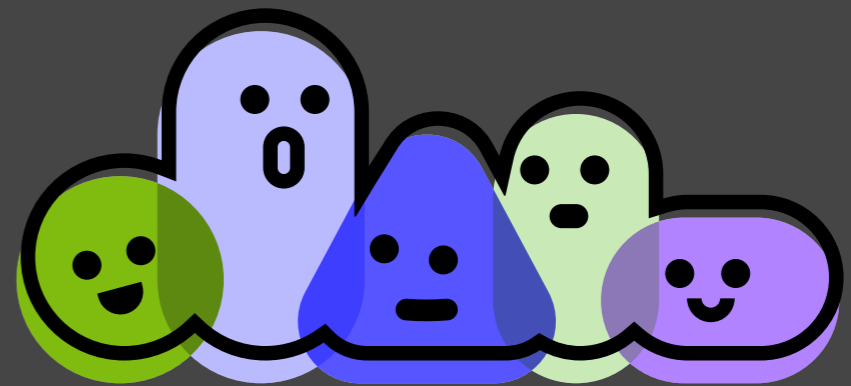


We love the fun and relax feeling brought by the black outline around the logo.

LIGHT & DARK BACKGROUNDS



I N T E N T



I N T E N T