PALETTE
SPARK YOUR CURIOSITY WITH A SELFIE

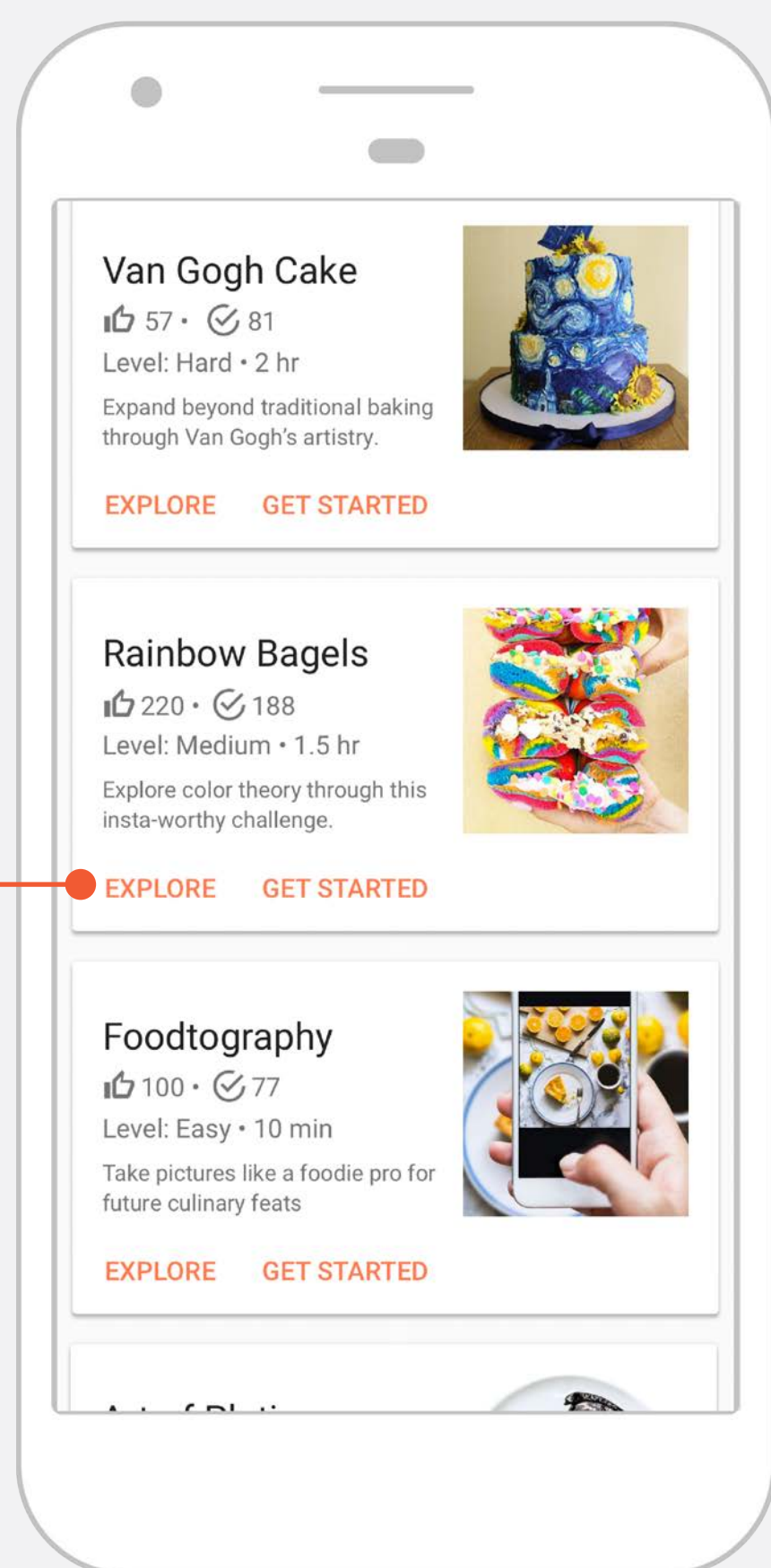"How might we help Gen-Z teens to continuously discover & explore their interests?"

PROBLEM

Generation-Z teens face constant pressure to succeed and excel in the pursuit of their careers aspirations. From our research, we found that many teens have placed themselves on a linear path to achieve their career goals; and might miss out on exploring other ventures and activities that can bring joy and a sense of purpose to their lives.

SOLUTION

Palette is an app that helps Gen-Z teens in the process of discovering and growing their explorations beyond perceived limits. We aim to disrupt the current exploration process in Gen-Zs through using an unconventional starting point - a selfie. This will help teens place themselves in different contexts and roles, followed by areas of explorations that we will surface in the app.

# MAKING EXPLORATIONS AS EASY AS TAKING A SELFIE

TAKE CHALLENGES

Van Gogh Cake
👍 57 · ✅ 81
Level: Hard · 2 hr
Expand beyond traditional baking through Van Gogh's artistry.
EXPLORE   GET STARTED

Rainbow Bagels
👍 220 · ✅ 188
Level: Medium · 1.5 hr
Explore color theory through this insta-worthy challenge.
EXPLORE   GET STARTED

Foodtography
👍 100 · ✅ 77
Level: Easy · 10 min
Take pictures like a foodie pro for future culinary feats
EXPLORE   GET STARTED

SNAP A SELFIE

GET INSPIRATION

Danielle Moreau

Danielle Moreau is an artist from Paris who makes elaborate food sculptures and photographs them in the appealing visual style, referencing visual codes of pop art and at the same time resonating with contemporary commercial photography fit for the vast number of social networks.

VIEW HER STORY

Gallery of Work

Take part in bite-sized activities that represent combined filters you have selected in your selfie.

Share your experience or results to engage and connect with other users.
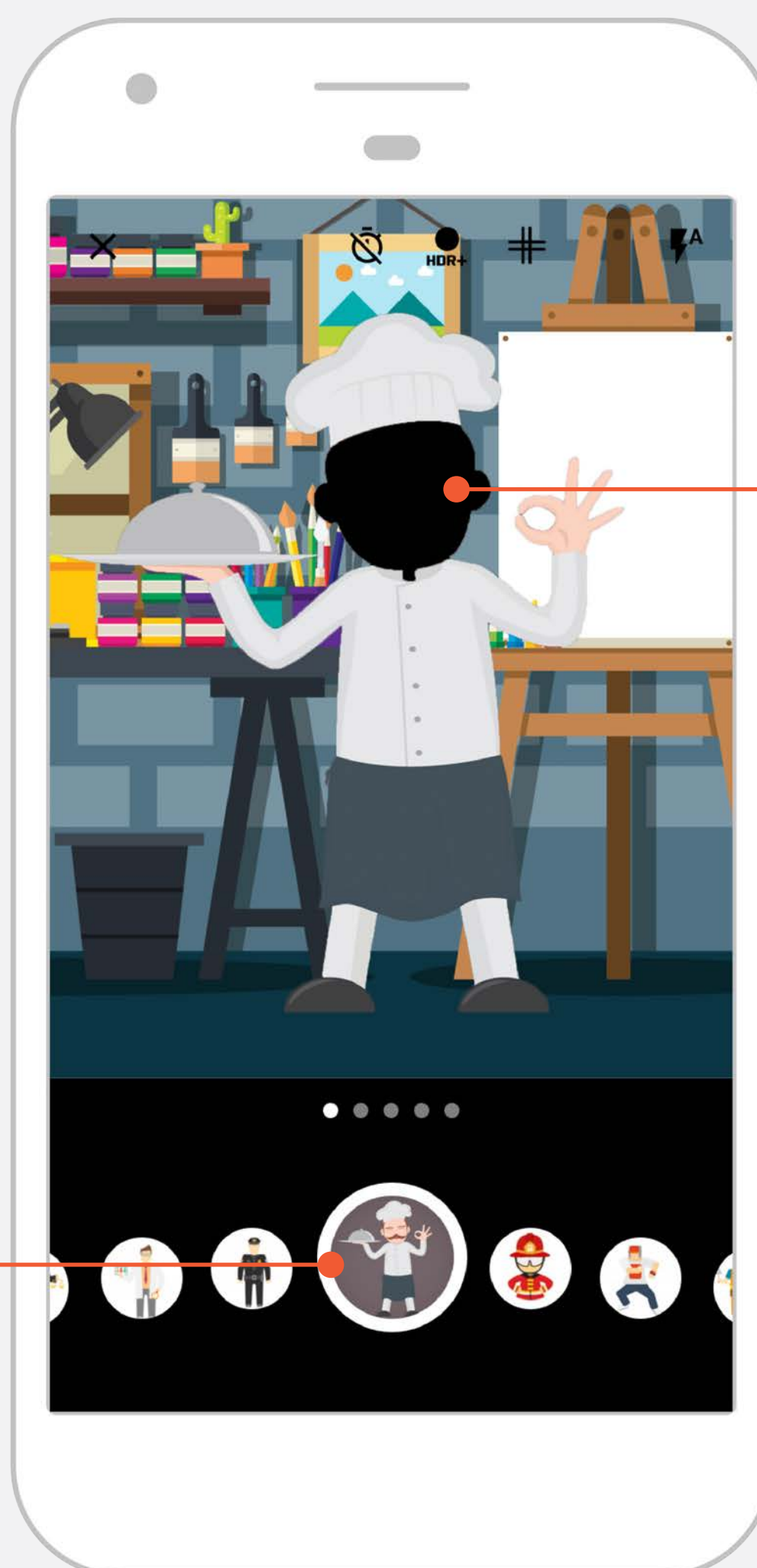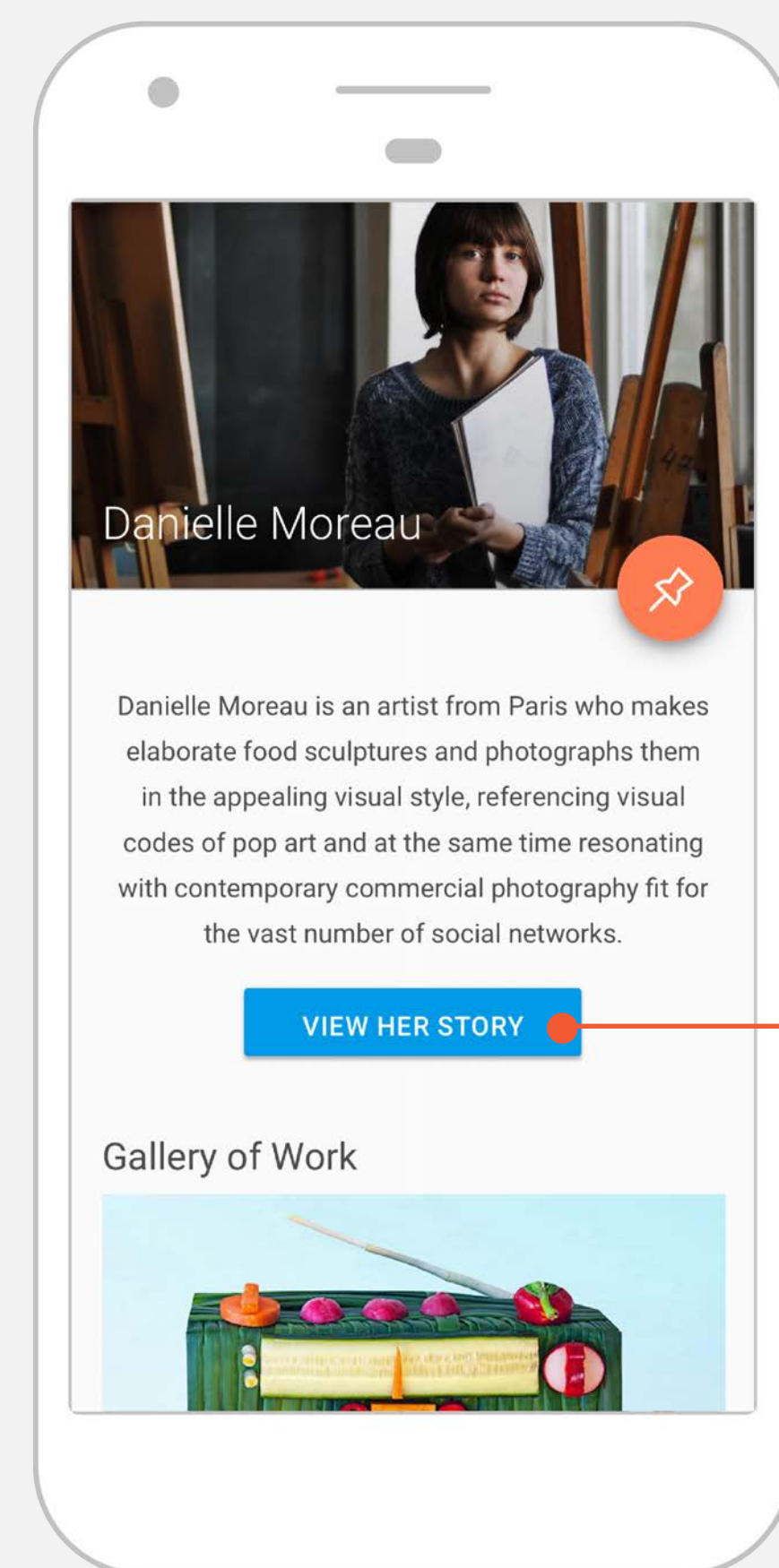
Pick two filters(Art + Food) of activities you enjoy or are curious to explore.

Imagine yourself as an artistic chef by taking a selfie with the two filters.

Get inspired by trailblazers and discover related content. View the stories and journey of influencers.

See a story you like? Want to save it for later? Pin stories to your dashboard.

UTILIZING USER-CENTERED DESIGN FROM INSIGHTS TO SOLUTION

Research
Using life mapping exercises, we found that teens were surprised when they saw how elements of their lives were interconnected upon externalizing and reflecting on their experiences.

Ideation
Encouraging exploration became our key focus as we started to ideate possible solutions. We found that a frictionless entry point was important to start the exploration process.

Design
Selfies are used as the entry point to our app because teens identify and relate to this experience. Selfies will kick-start two flows: active exploration and inspiration through influencers and content.
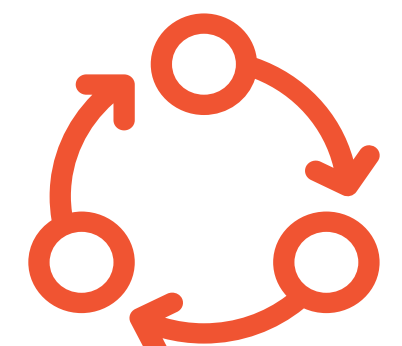
Evaluate & Iterate
We went through two rounds of iterations - concept validation, and user testing. We identified that our app should feel fun, consist of low effort, bite-sized tasks, and allow for reflection.

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