

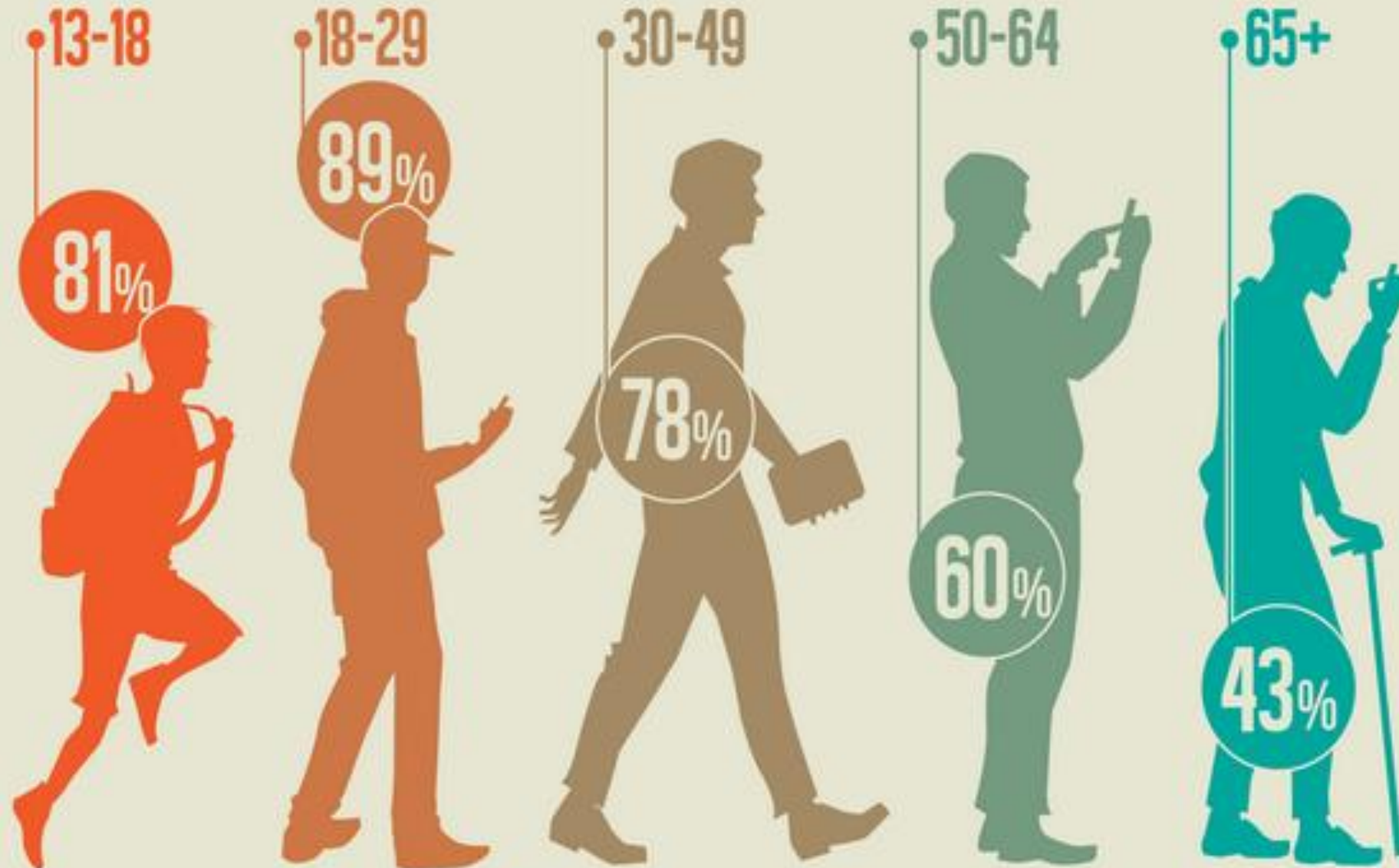
Weilfy



by
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114284

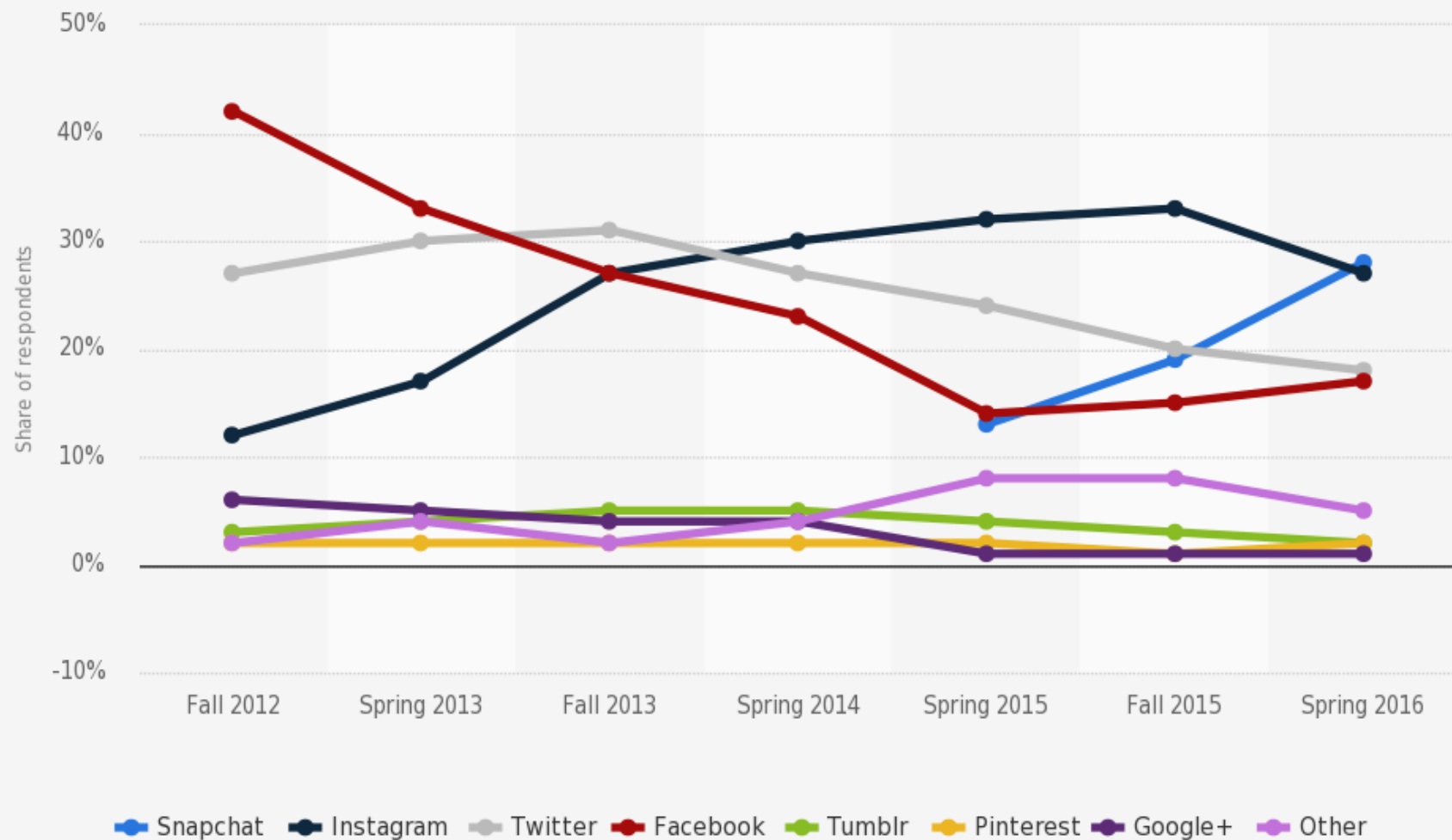
MOBILE MEDIA DESIGN FINAL PRESENTATION

AGE BREAKDOWN (OF SOCIAL MEDIA USERS)



Source: Woman Online Magazine

Most popular social networks of teenagers in the United States from Fall 2012 to Spring 2016



Sources:
Piper Jaffray; Fortune; MarketingCharts
© Statista 2016

Additional Information:
United States; Fall 2012 to Spring 2016; Spring 2016 n = 6,350; most recent wave average age 17 years

“Last year, more people died from selfies than shark attacks. And many more have been injured by taking their own picture.”

*cbsnews.com
Death by Selfie
06.03.2016*

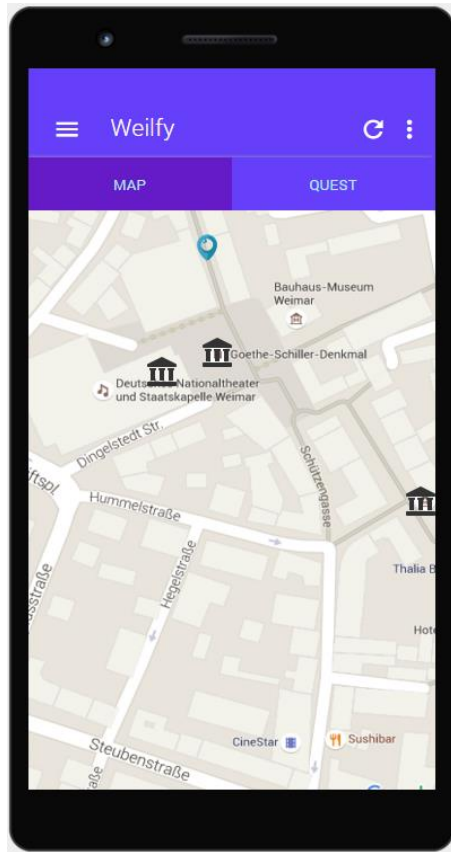




Weilfy is a mobile application that aims to make learning more enjoyable for teenagers

Weilfy allows users to share their selfies at the locations that they get informed

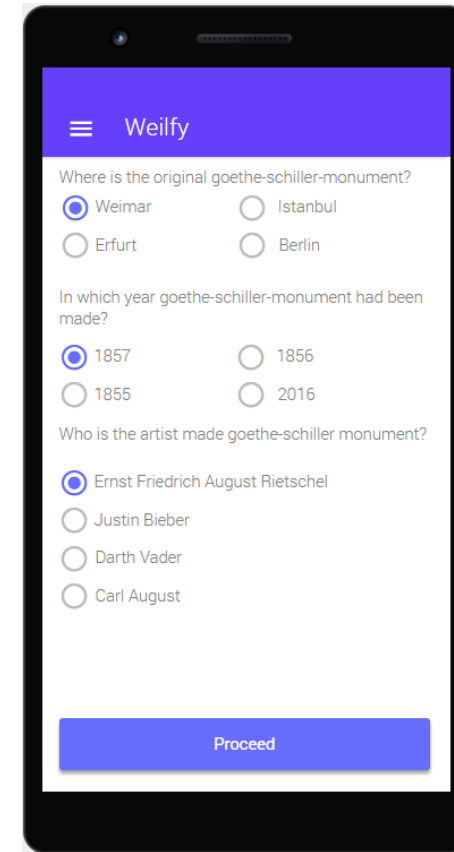
Weilfy's approach is simple:
Go there > Learn it > Prove it > Share it



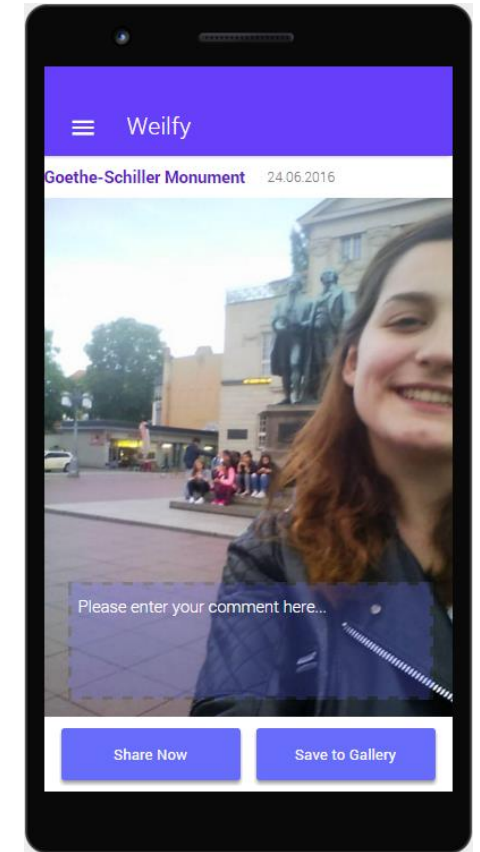
GO



LEARN

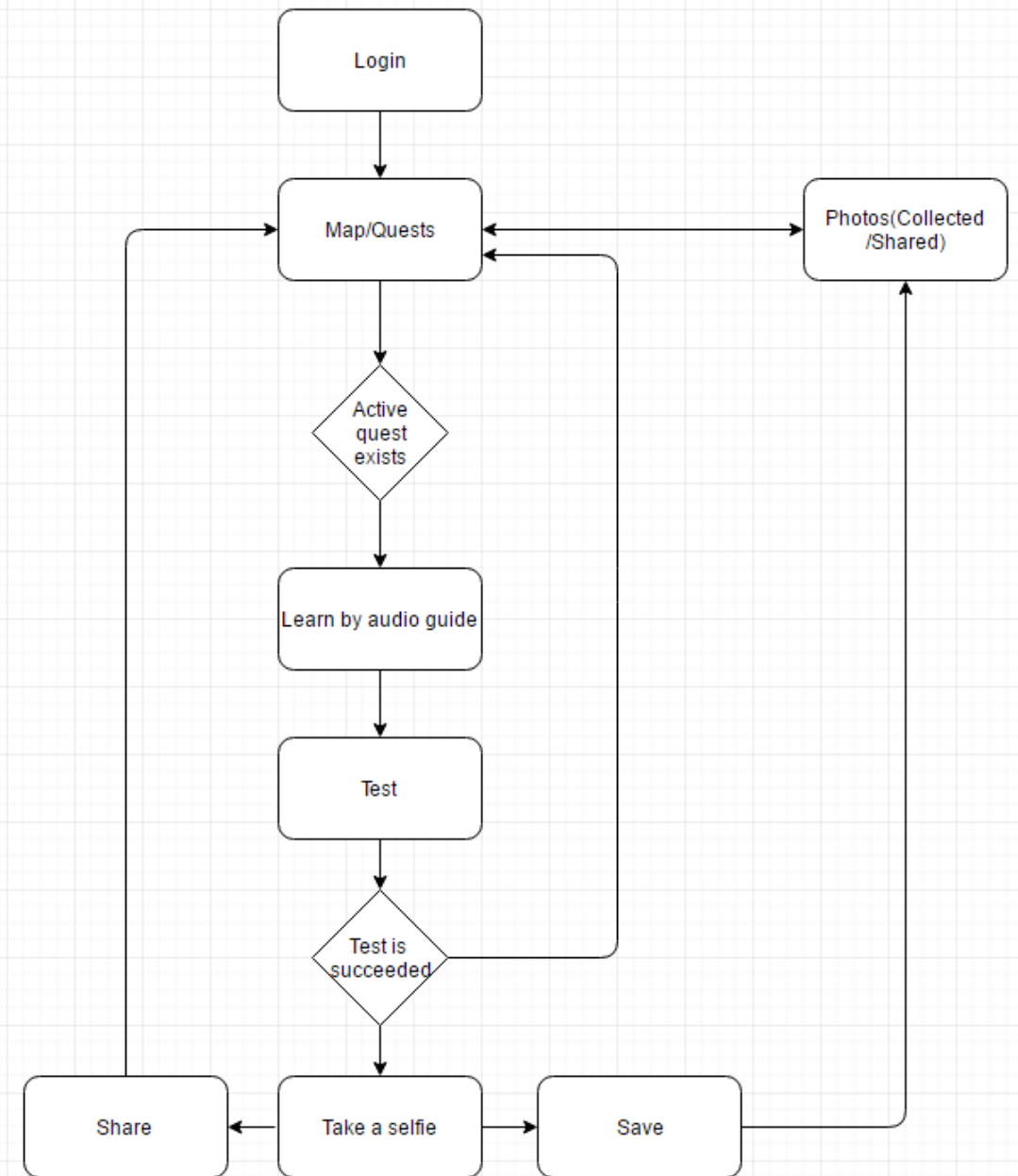


PROVE



SHARE

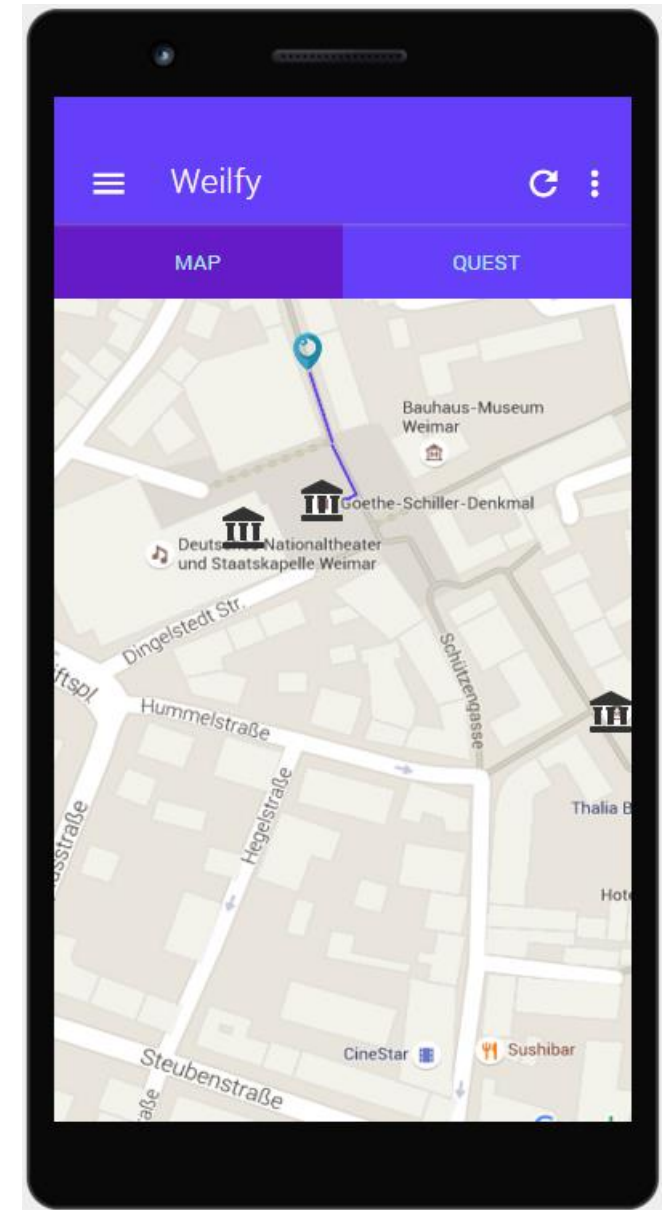
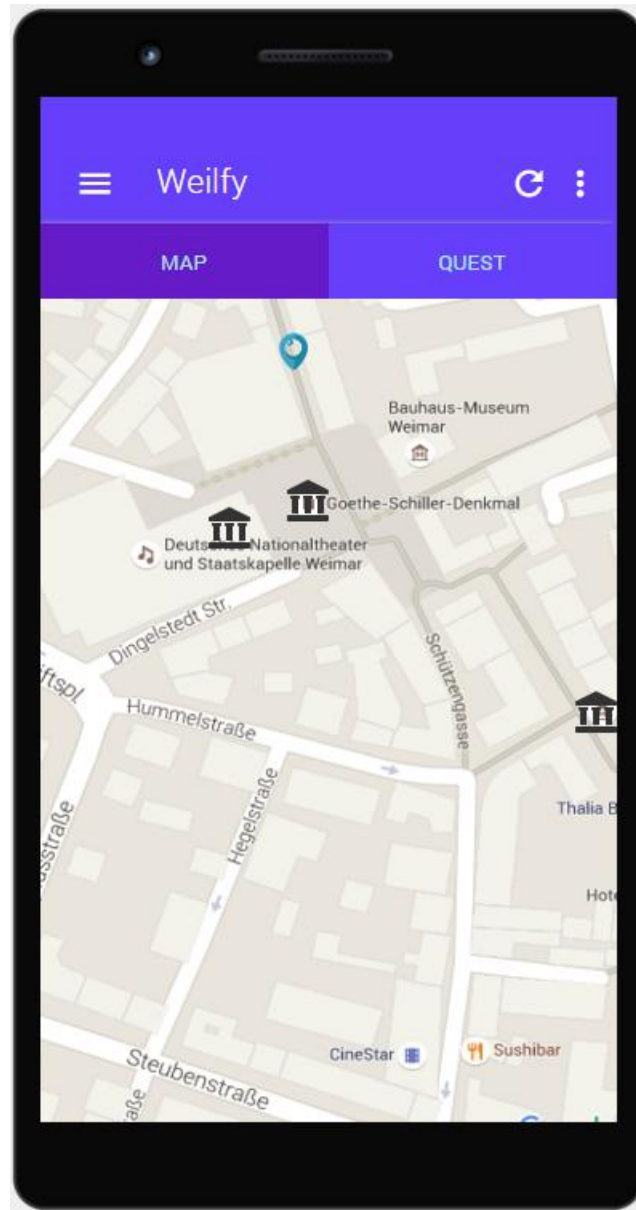
NAVIGATION MAP



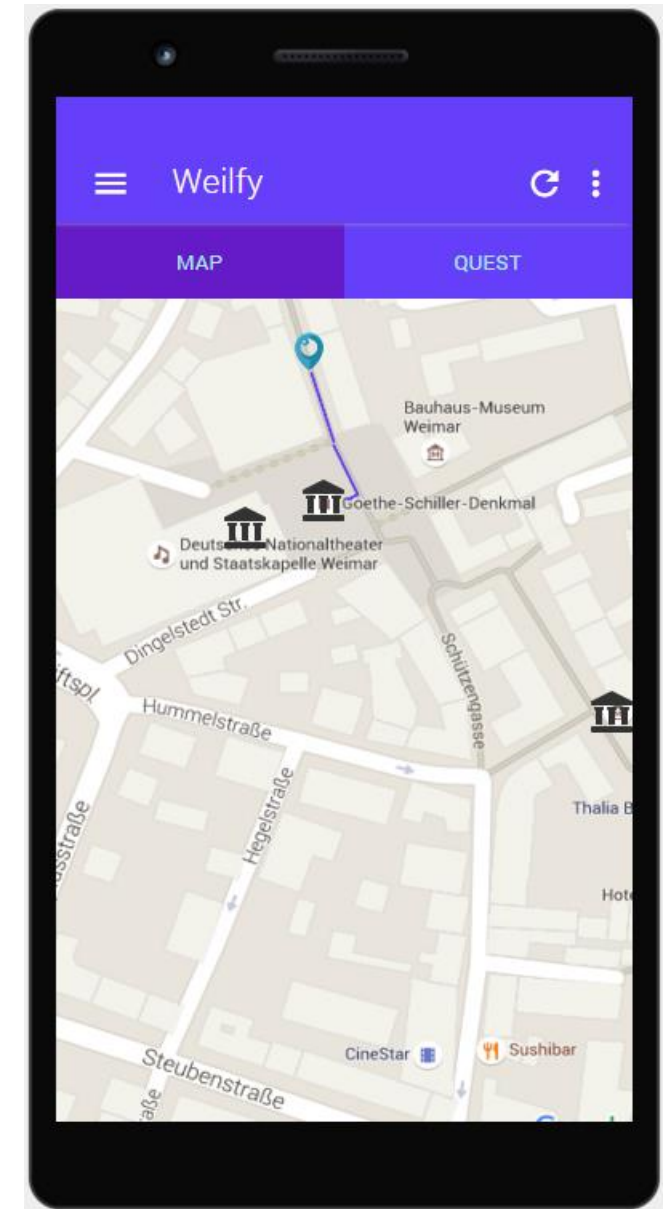
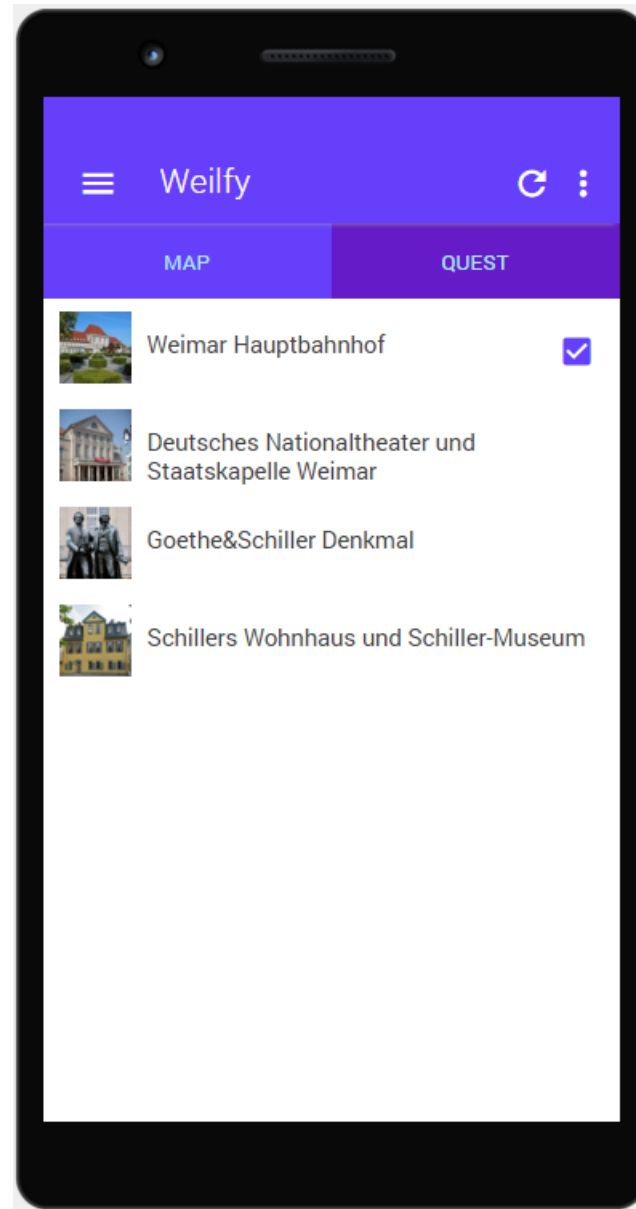
LOADING & LOGIN



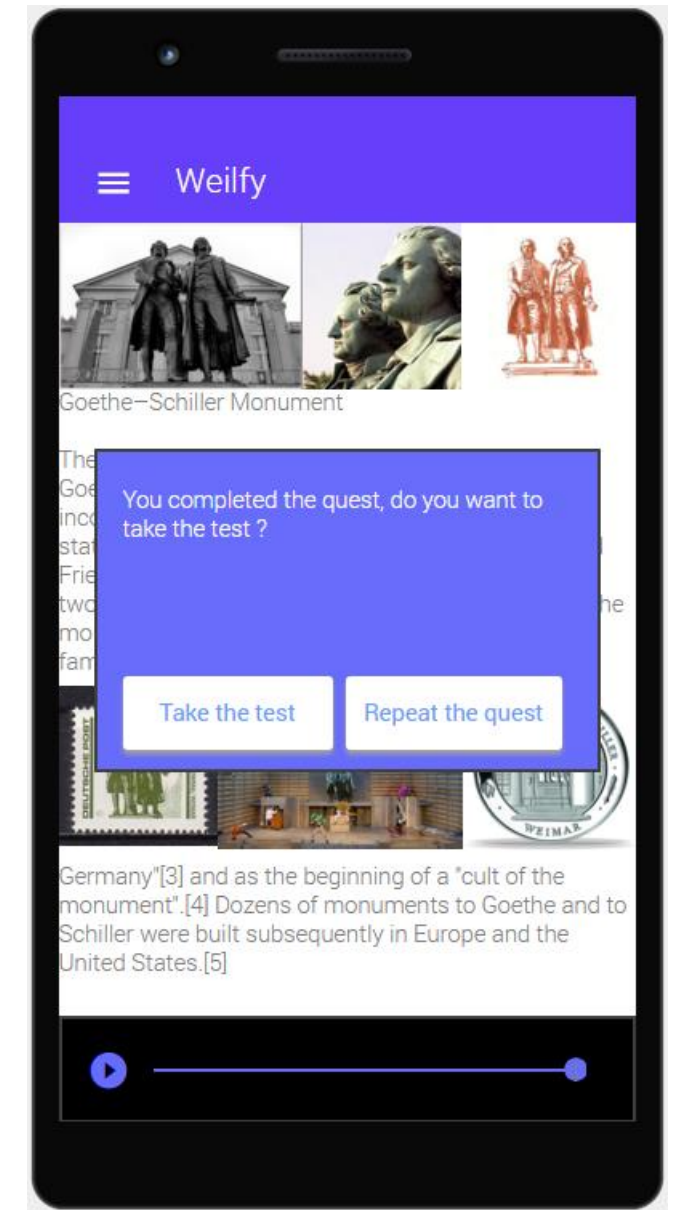
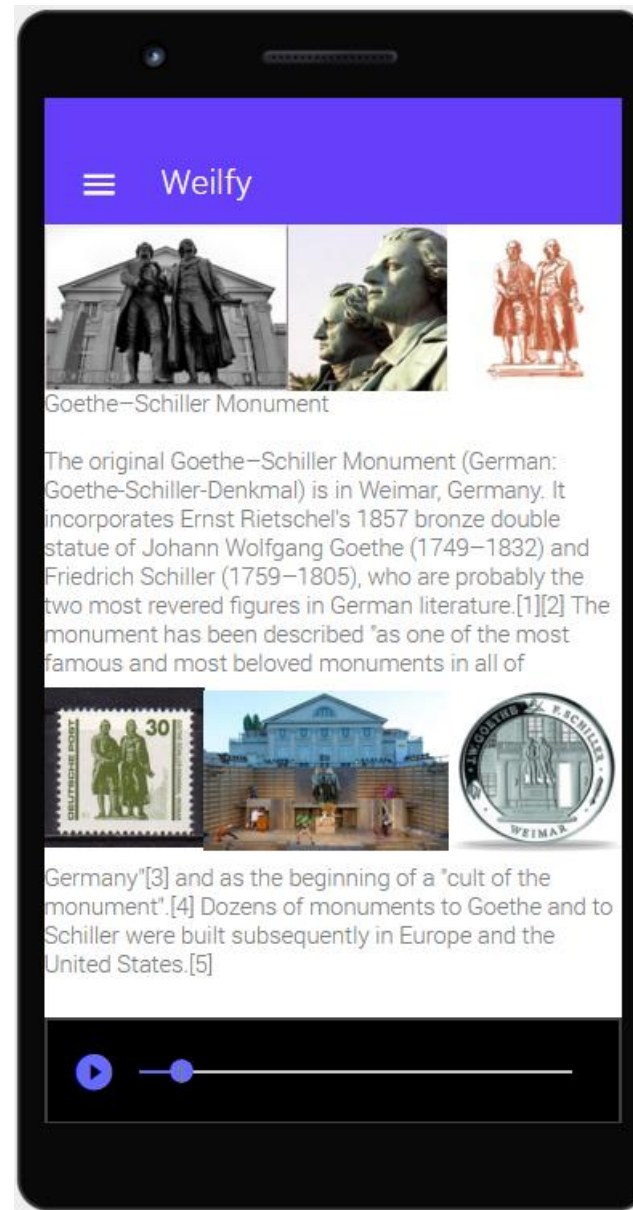
MAP



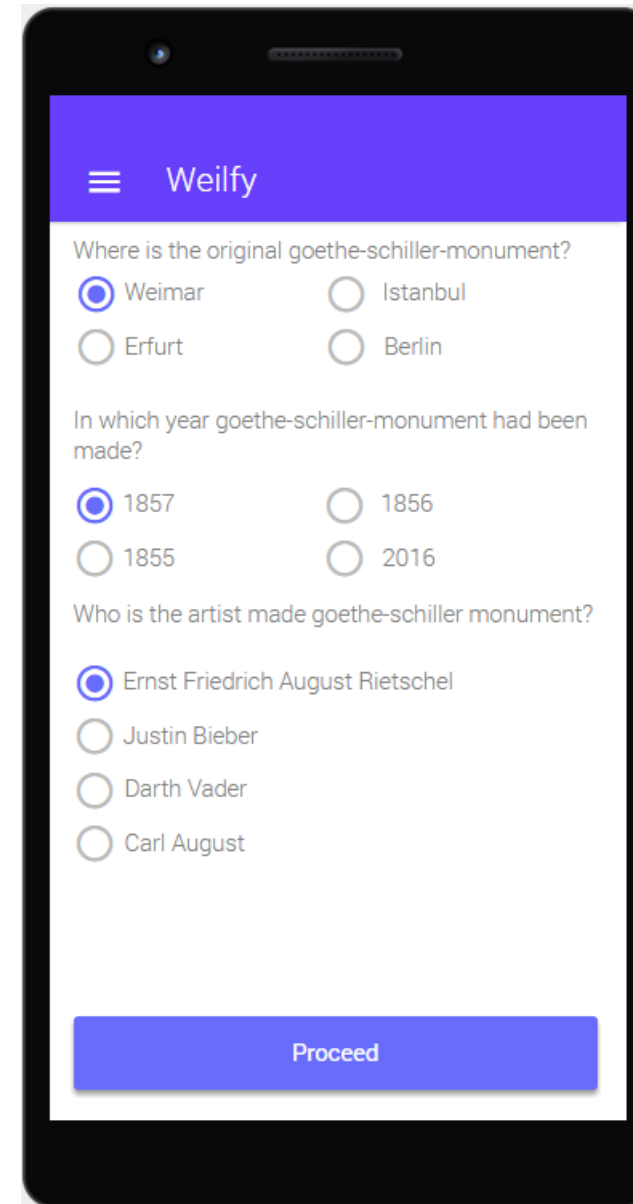
QUESTS



AUDIO/TEXT GUIDE



TEST



The image shows a smartphone screen with a quiz application. The app has a purple header bar with a hamburger menu icon and the title 'Weilfy'. The quiz consists of three questions, each with four radio button options. The first question asks for the location of the original Goethe-Schiller monument, with 'Weimar' selected. The second question asks for the year the monument was made, with '1857' selected. The third question asks for the artist of the monument, with 'Ernst Friedrich August Rietschel' selected. A blue 'Proceed' button is at the bottom of the screen.

Weilfy

Where is the original goethe-schiller-monument?

☒ Weimar ☐ Istanbul
☐ Erfurt ☐ Berlin

In which year goethe-schiller-monument had been made?

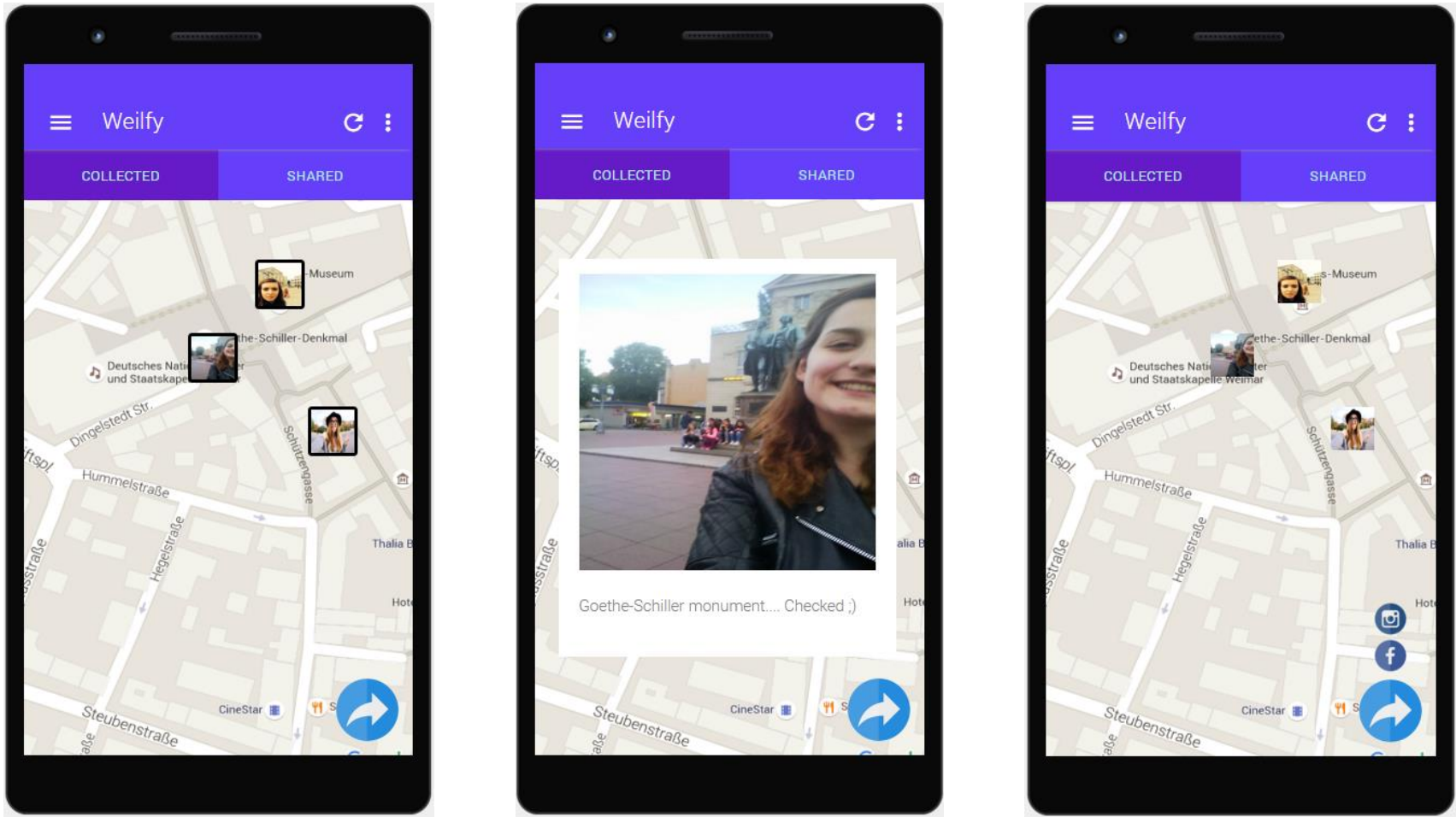
☒ 1857 ☐ 1856
☐ 1855 ☐ 2016

Who is the artist made goethe-schiller monument?

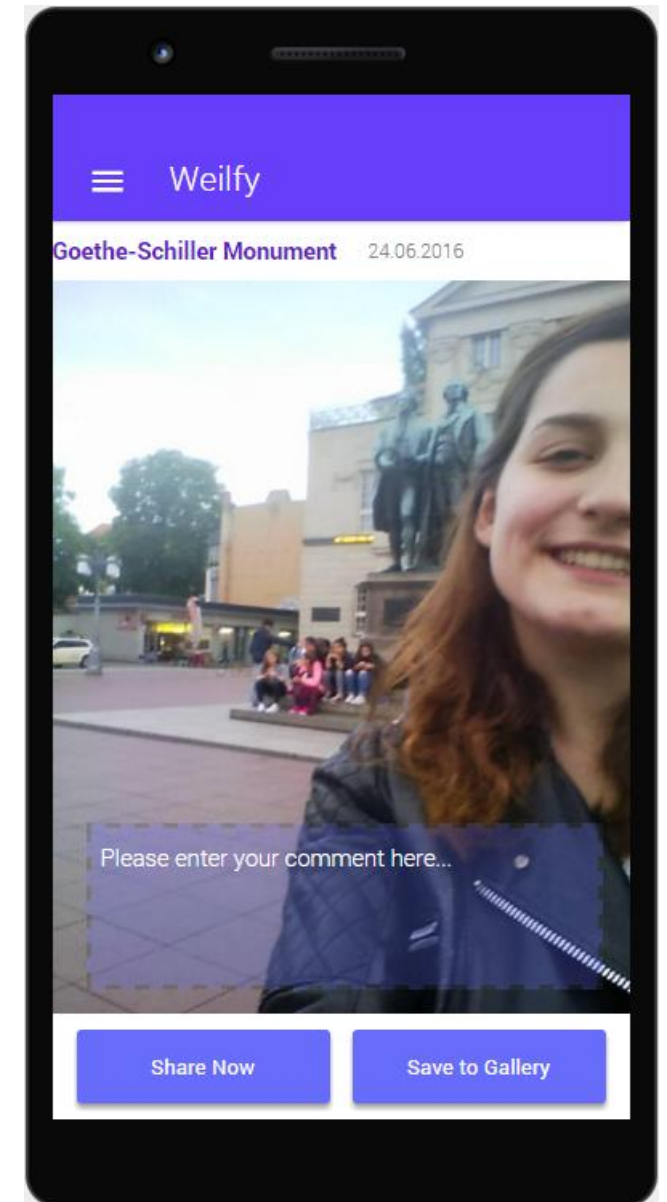
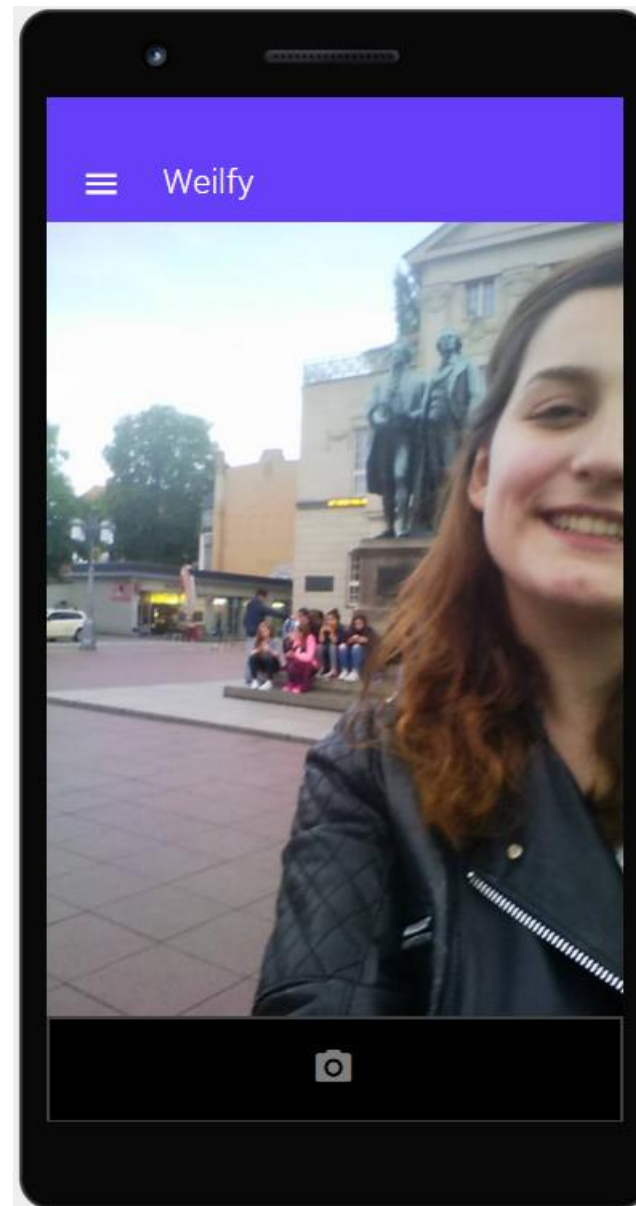
☒ Ernst Friedrich August Rietschel
☐ Justin Bieber
☐ Darth Vader
☐ Carl August

Proceed

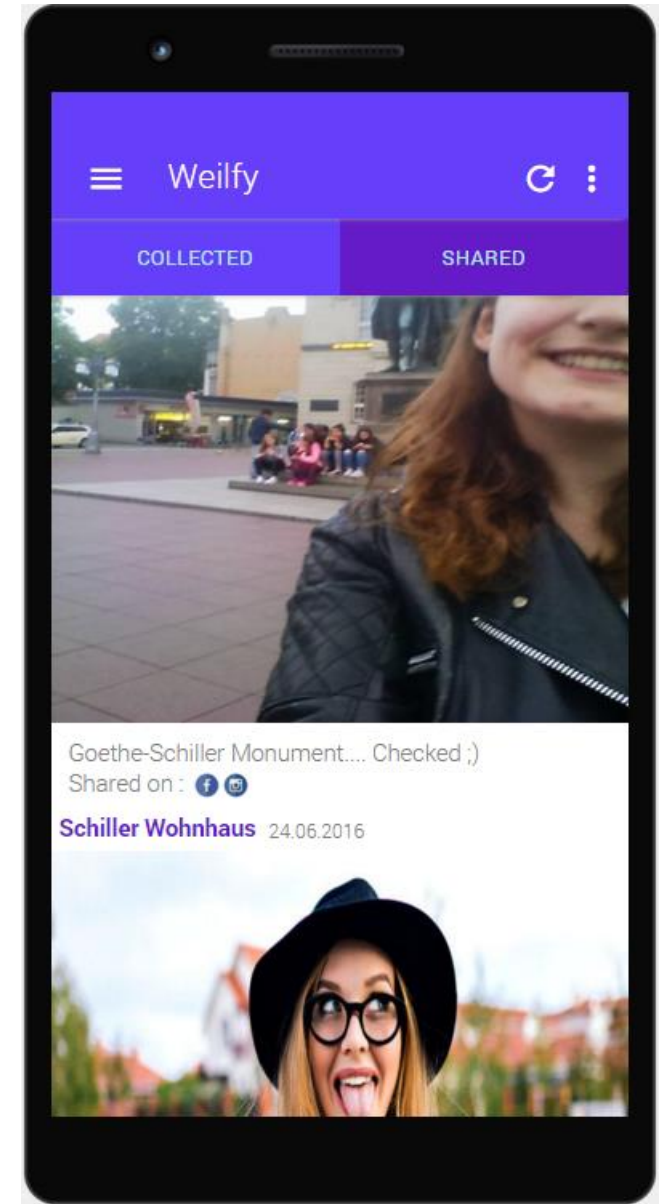
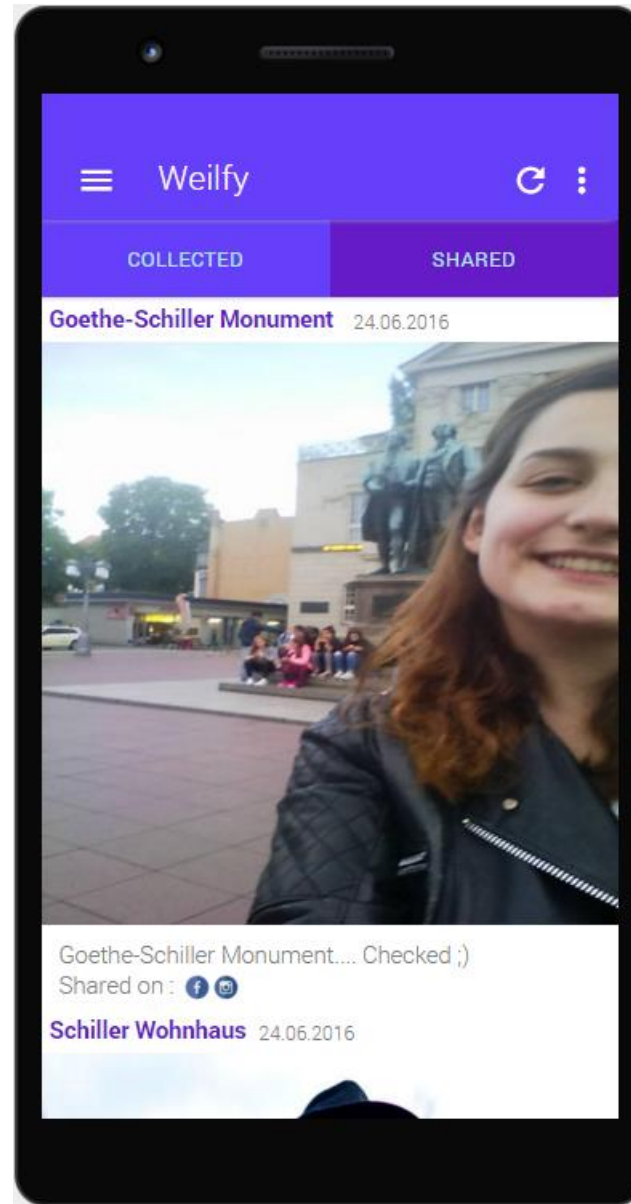
COLLECTED PHOTOS



SELFIE



SHARED PICTURES



DESIGN PARAMETERS



#663FFB



#651BC8

THANKS FOR LISTENING

REFERENCES

- <http://www.statista.com/graphic/1/250172/social-network-usage-of-us-teens-and-young-adults.jpg>
- <http://www.cbsnews.com/news/death-by-selfie/>
- <http://www.bolehvpn.net/blog/wp-content/uploads/age-of-social-media-users.png>