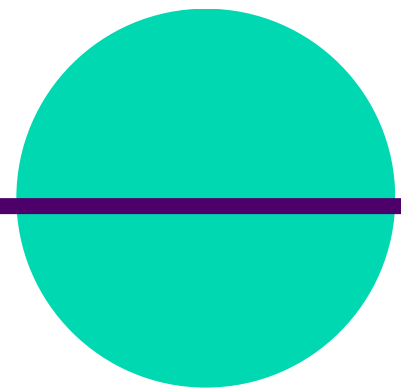


Belen Acin



Visited App

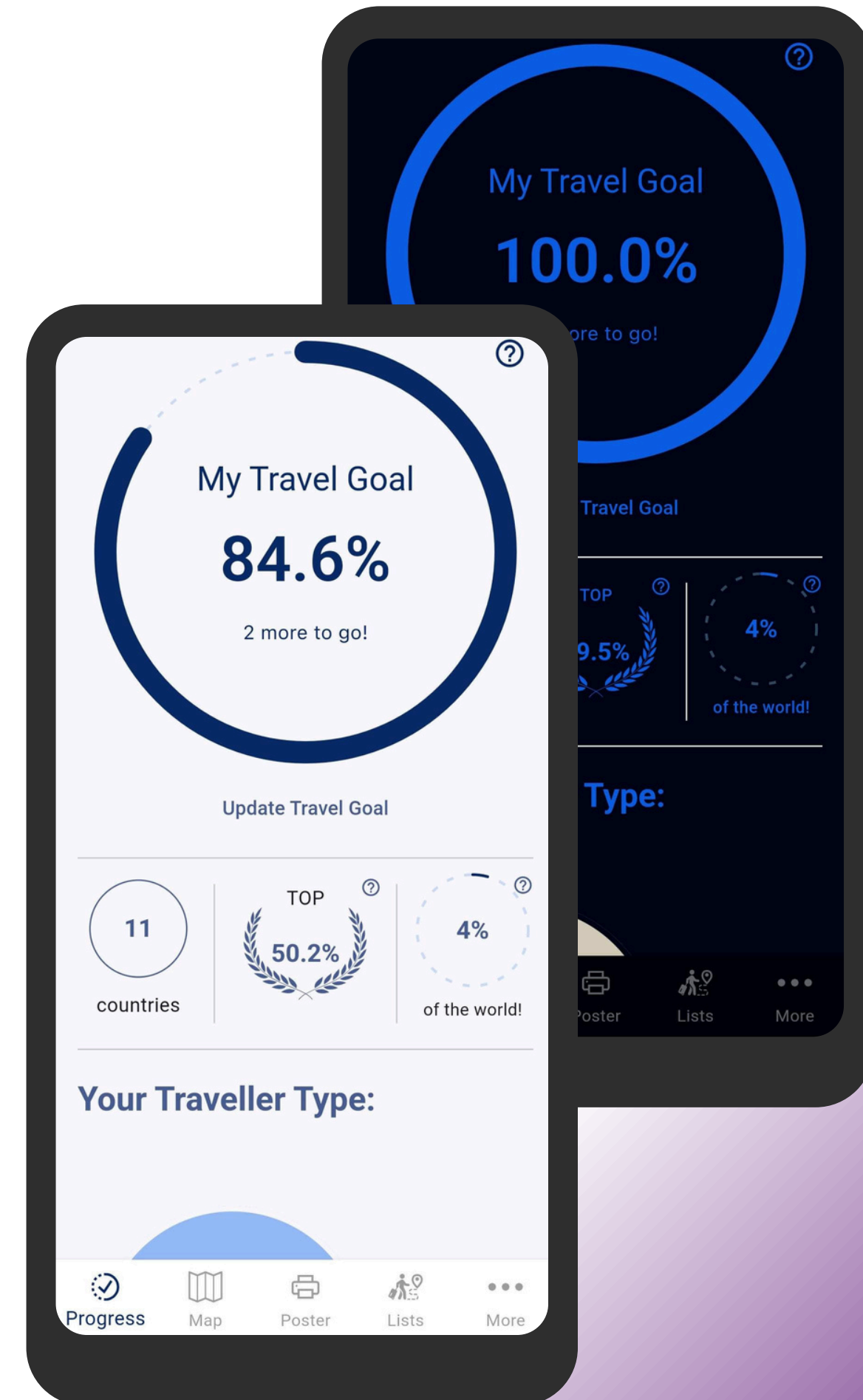
Design audit

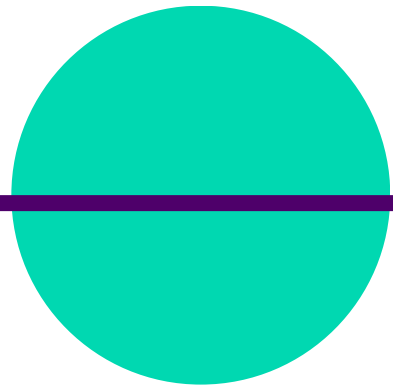


Content Overview

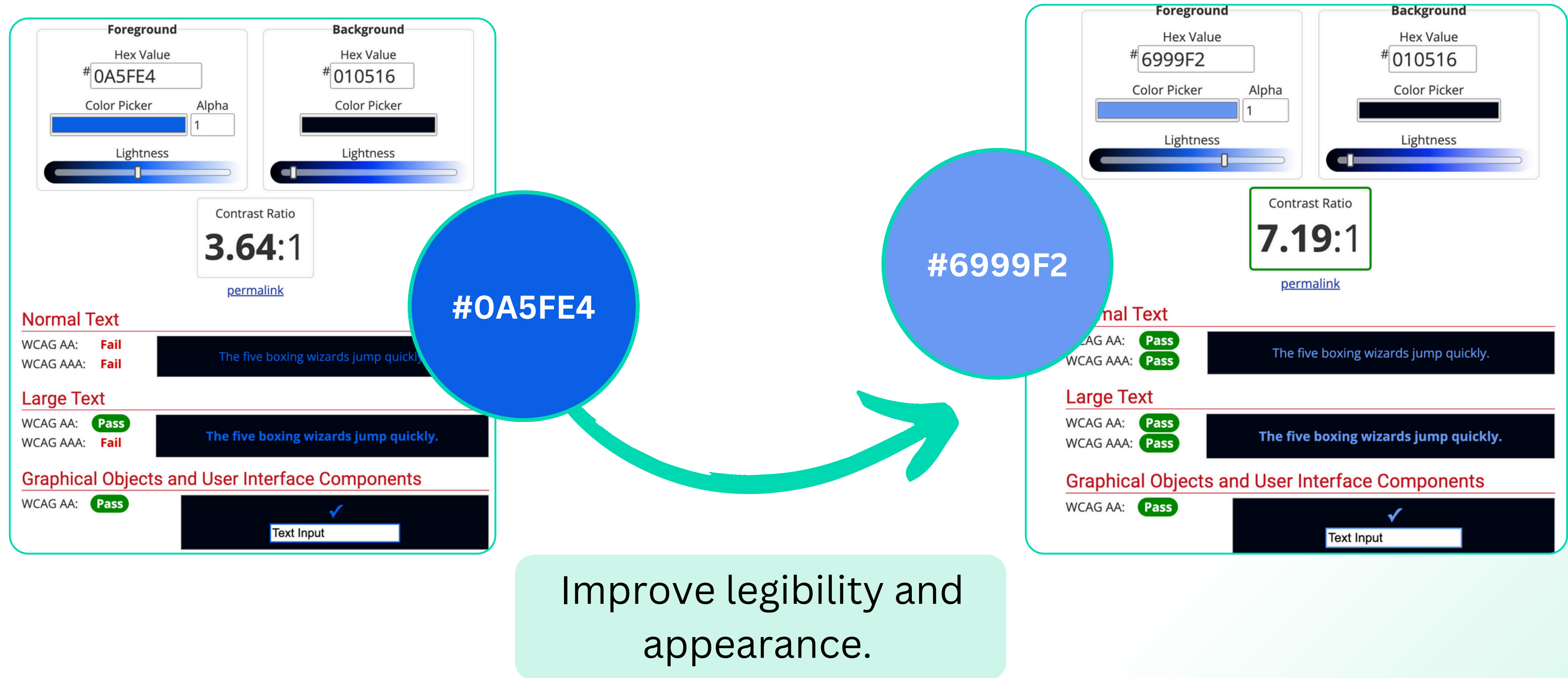
- Progress section - Dark/bright mode colors
- Customize section
 - Navigation
 - Map colors
- Poster section

Progress Section





Dark mode color palette



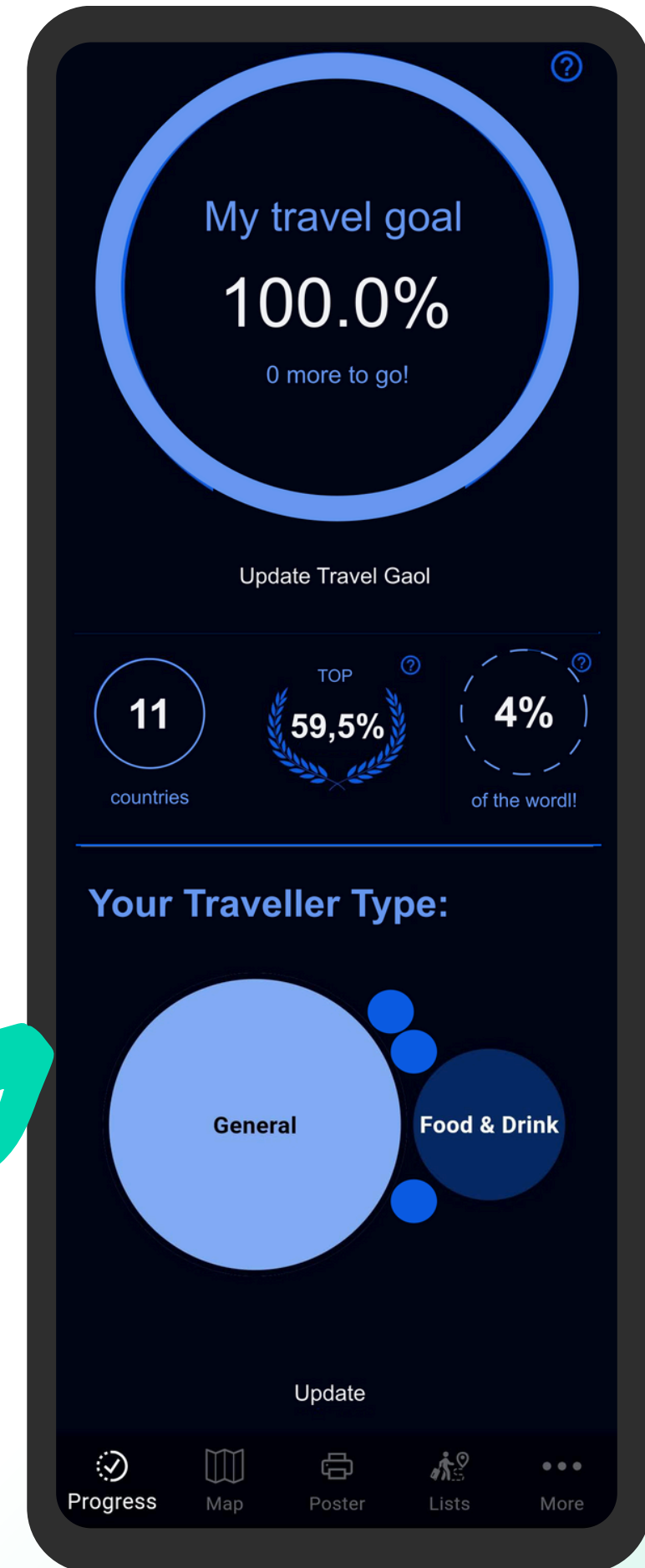
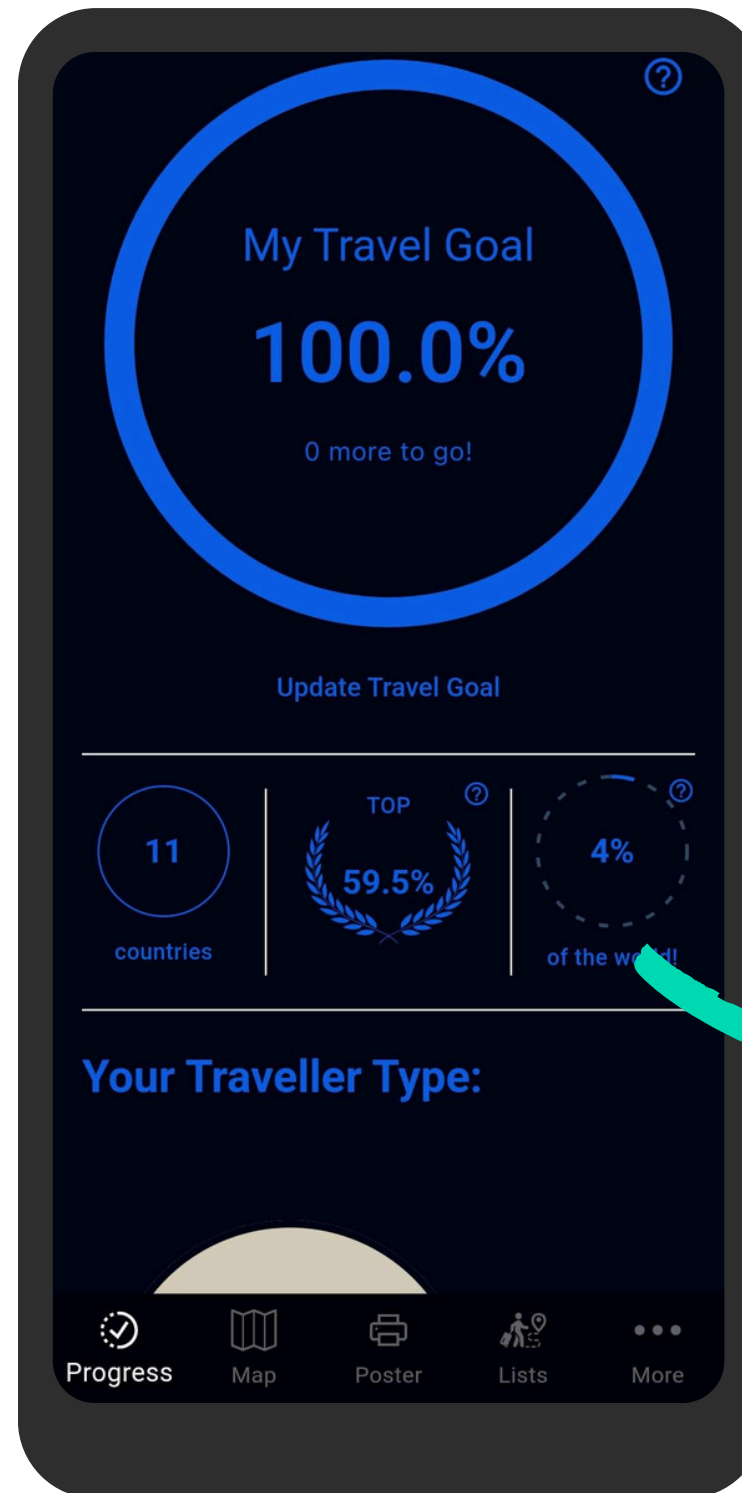
Alternative Design

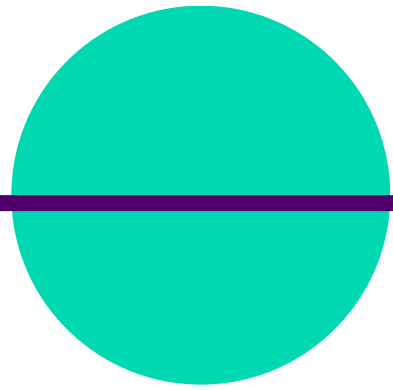
Primary
#6999F2

Tertiary
#0c5ee5ff

Secondary
#f5f6f9ff

Alternative color
palette





Bright mode color palette

Foreground
Hex Value
#4C5C90FF
Color Picker
Alpha 1,00
Lightness

Background
Hex Value
#F9F8FE
Color Picker
Lightness

Contrast Ratio
6.13:1
[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
Text Input



Improve legibility and appearance.

Foreground
Hex Value
#092B68FF
Color Picker
Alpha 1,00
Lightness

Background
Hex Value
#F9F8FE
Color Picker
Lightness

Contrast Ratio
12.77:1
[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
Text Input

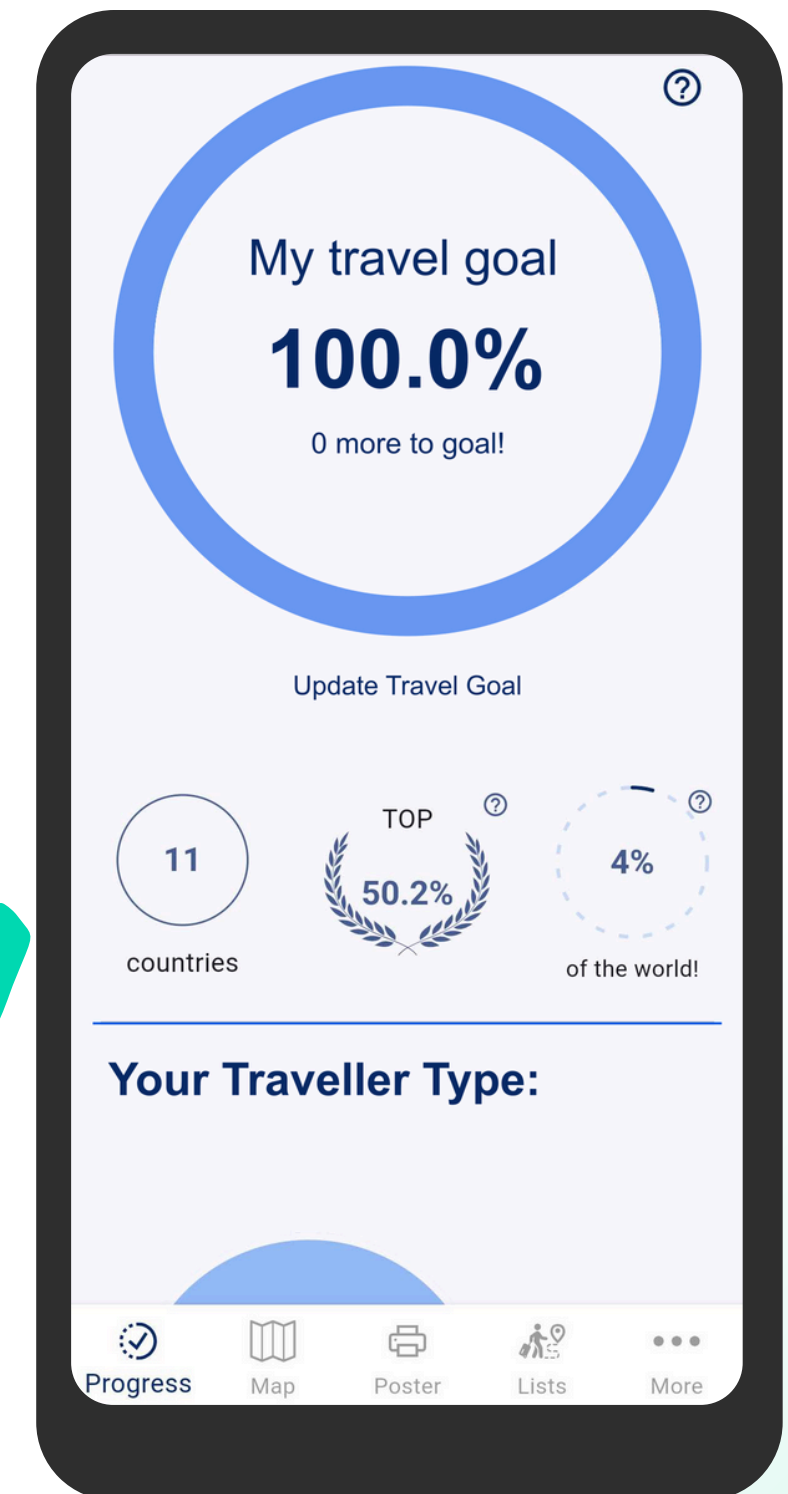
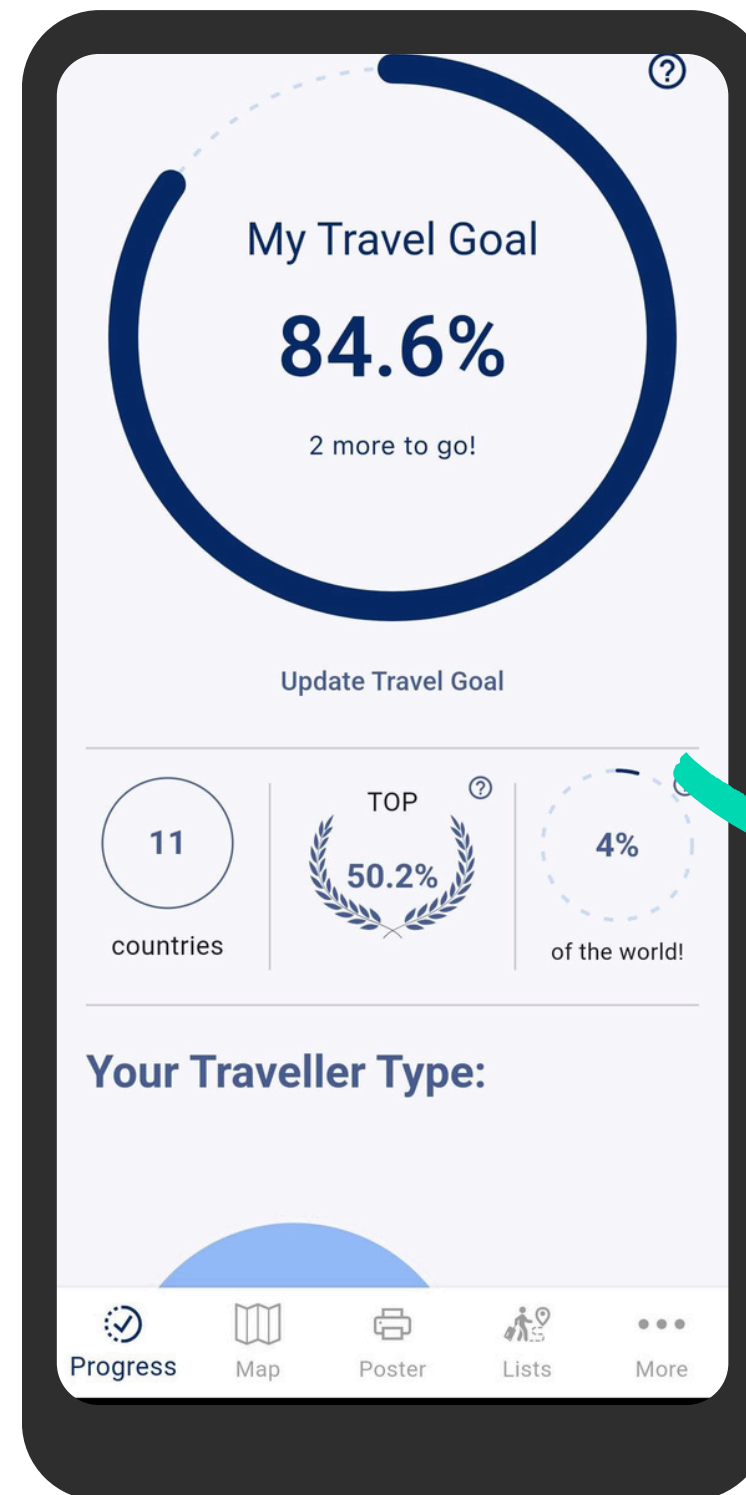
Alternative Design

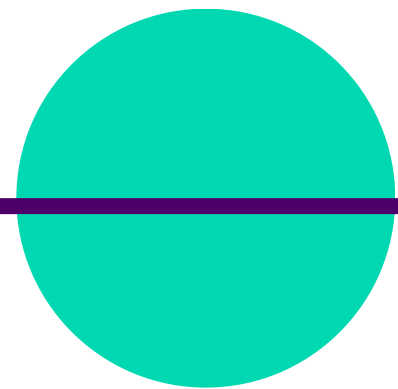
Primary
#092b68ff

Tertiary
#232228ff

Secondary
#6999F2

Alternative color
palette



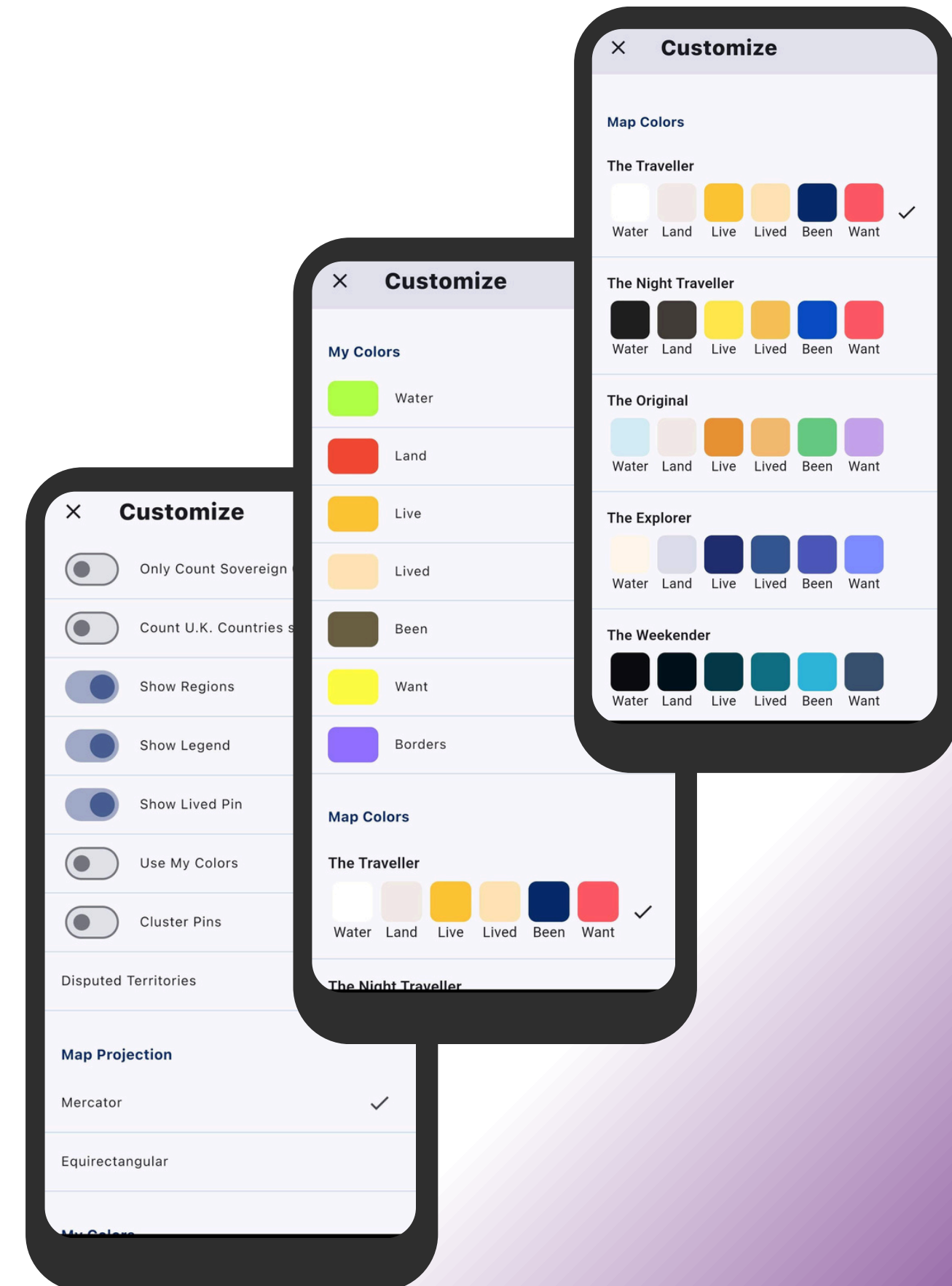


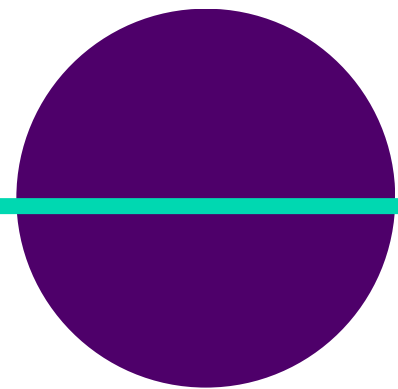
General color palette

Keep the same color palette even if they change the map colors or change the whole palette for every map color. Otherwise, it might break the balance on the design.

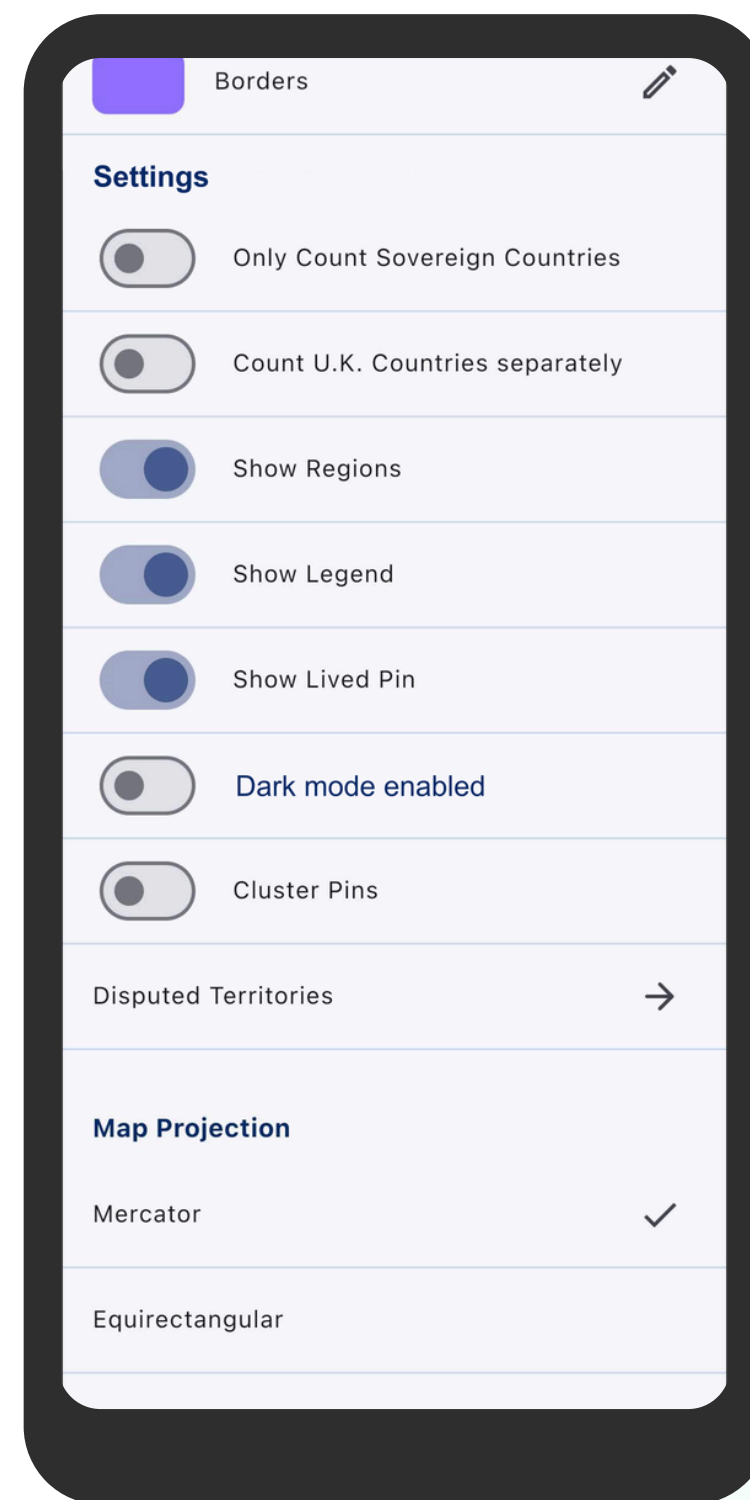
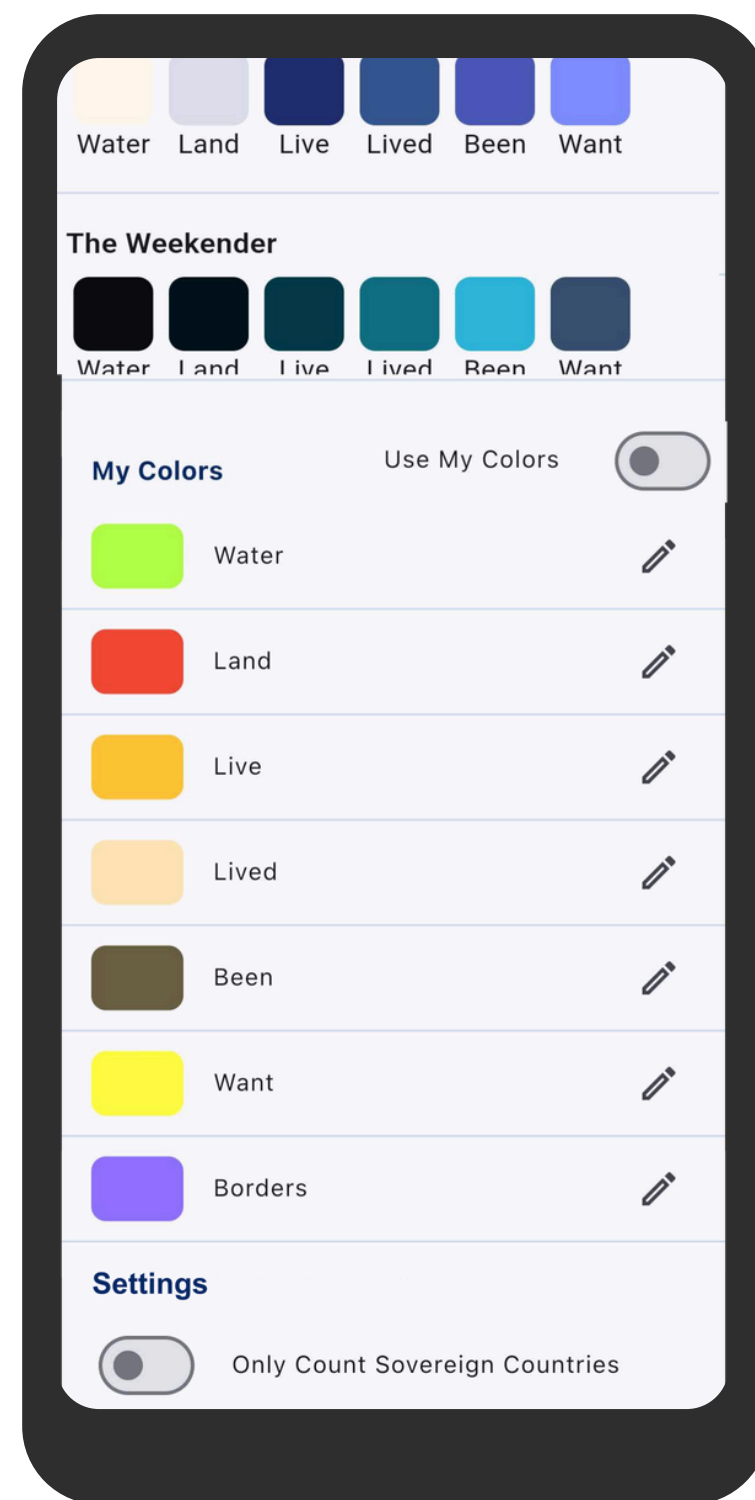
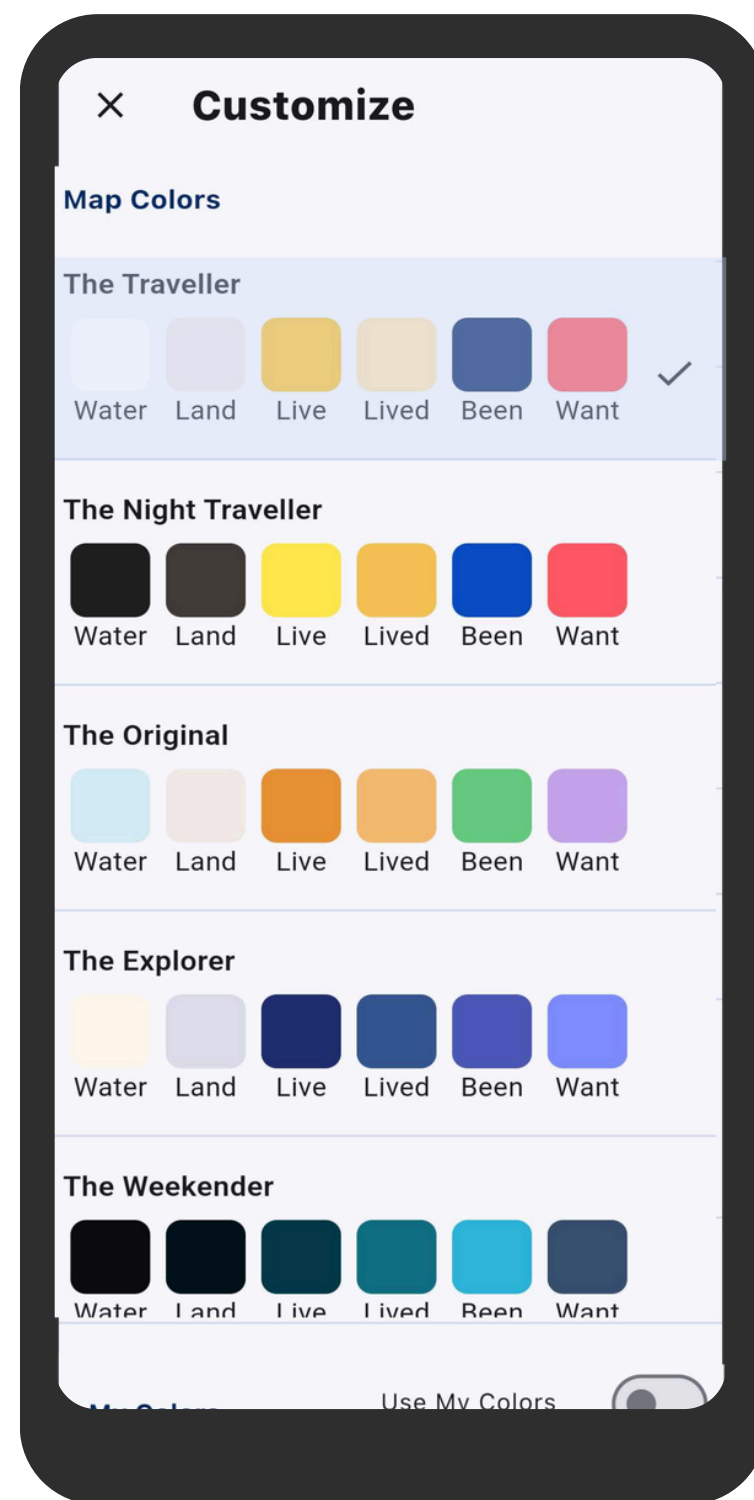


Customize section

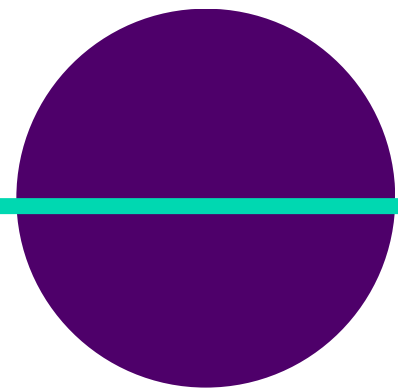




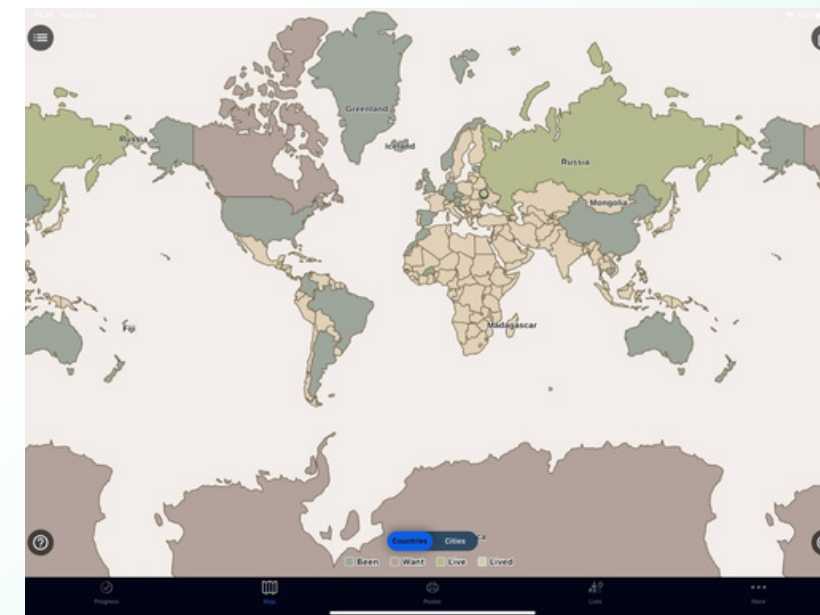
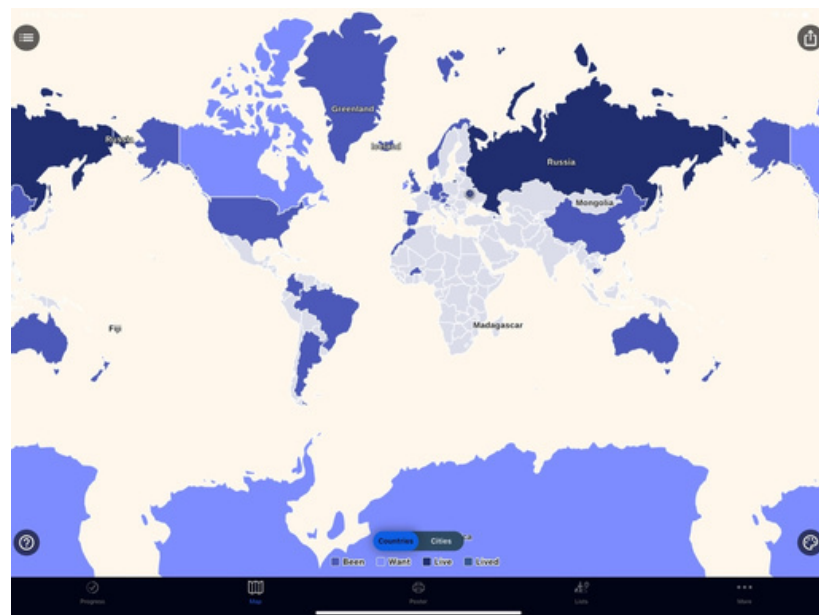
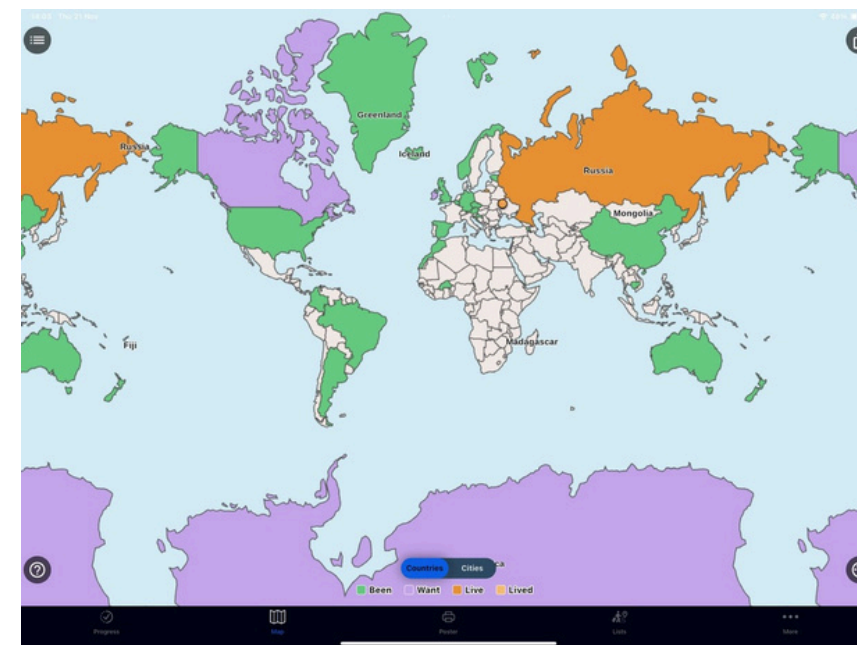
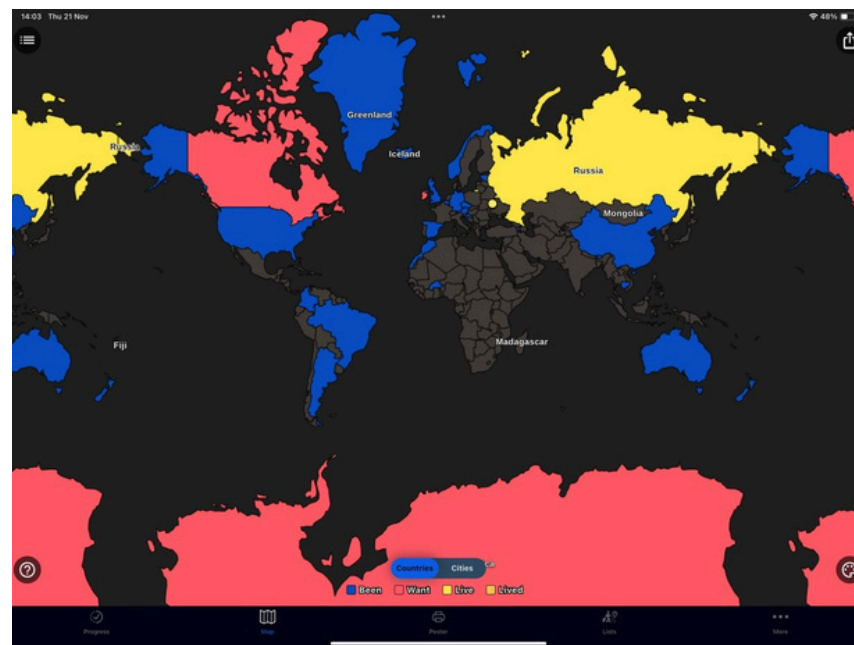
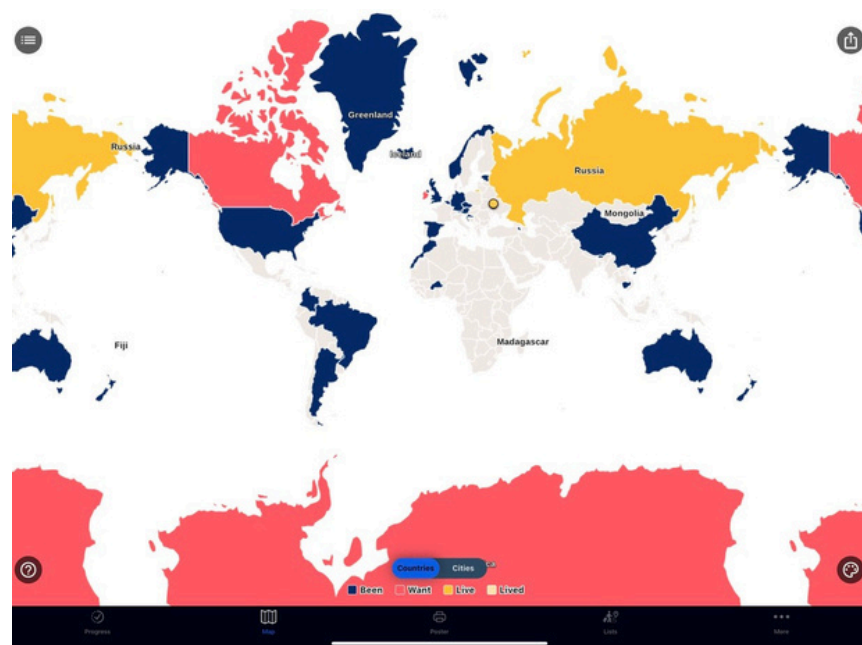
Alternative Design

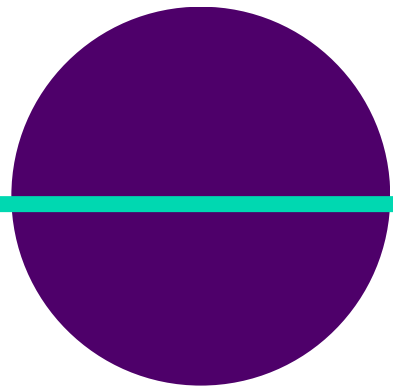


I would change the order to make it easier for the users to change the colors. otherwise they might discard the app if they don't like the default palette. Additionally, offering the option to customize the color palette during setup could be beneficial.

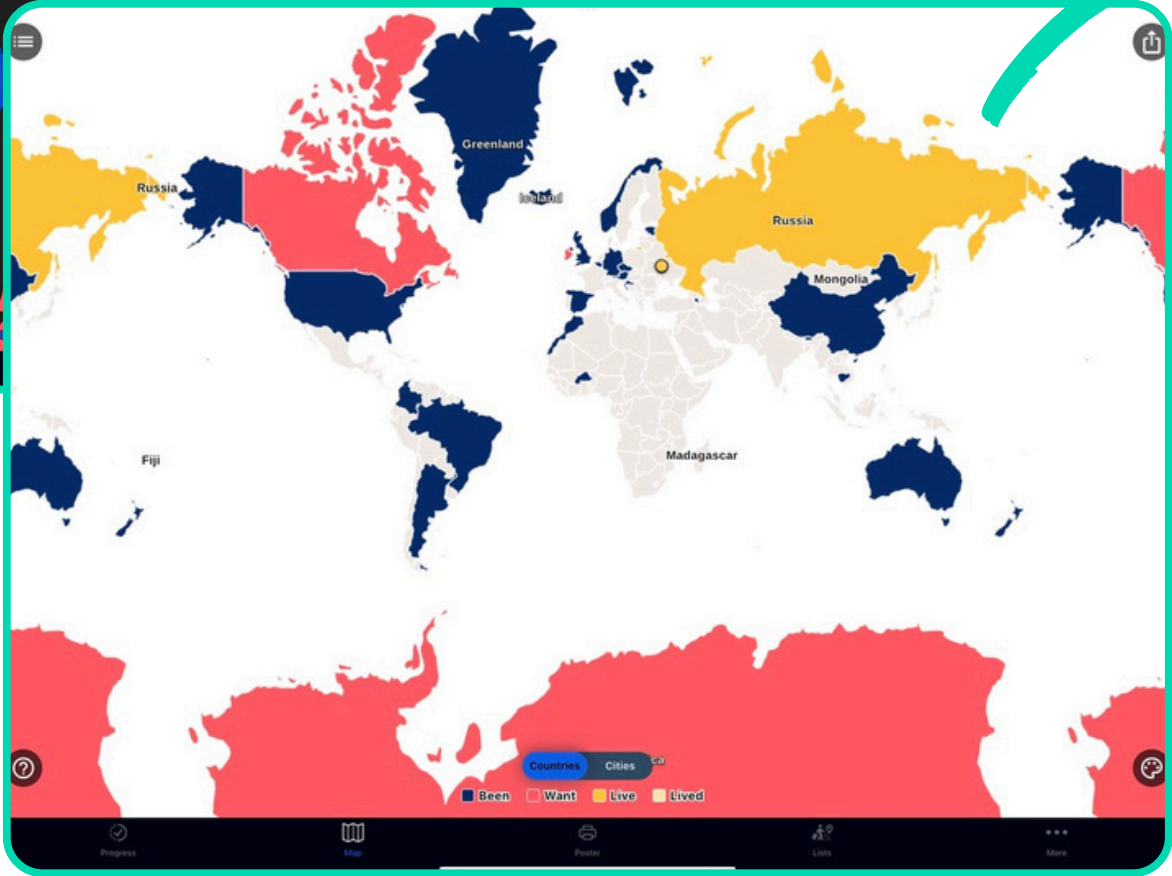
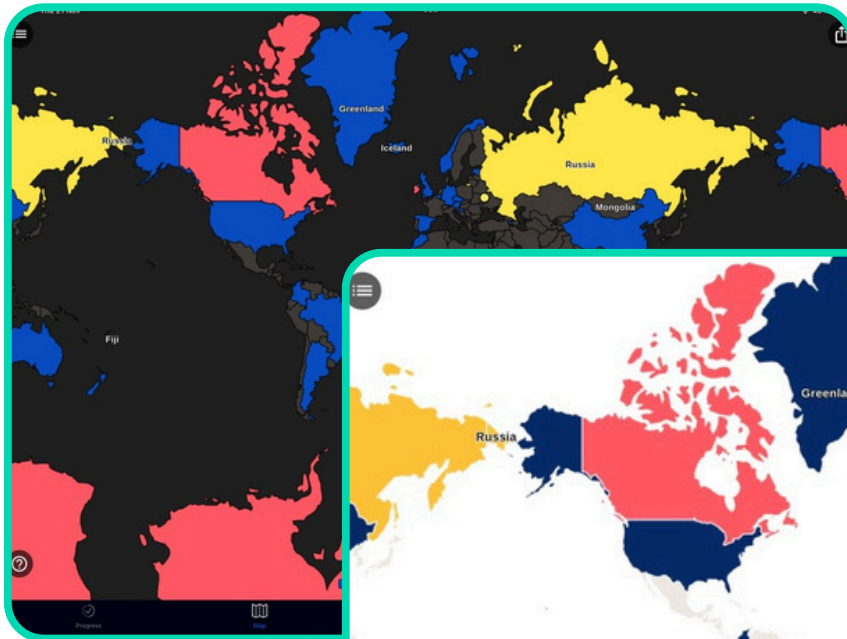


Current map colors

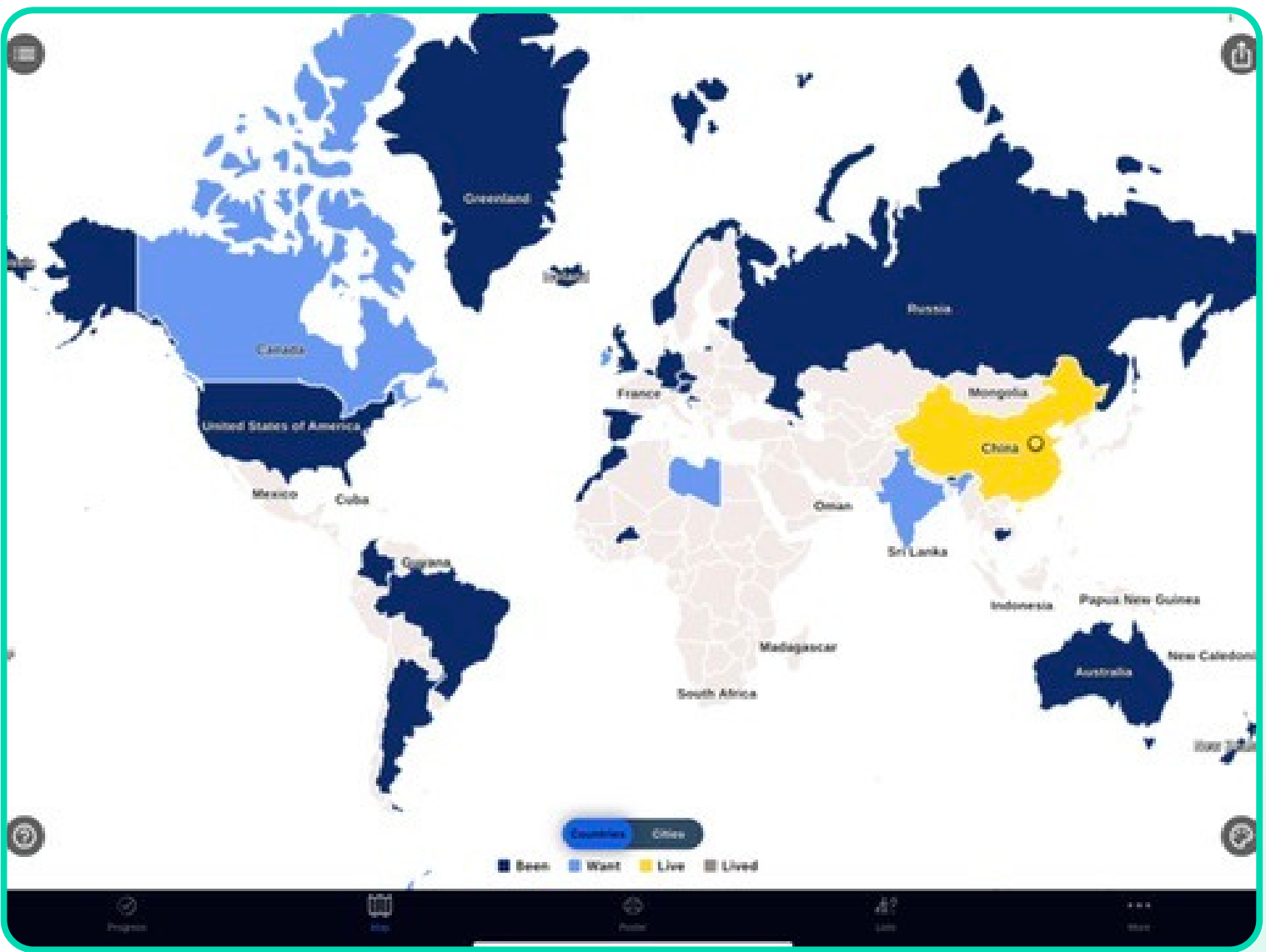




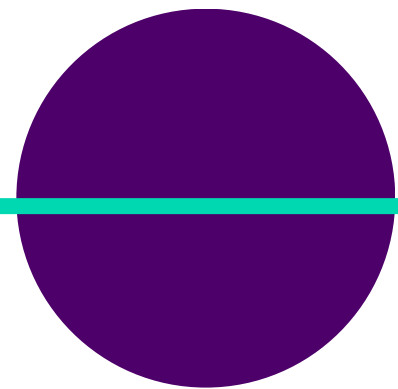
Suggestions on the map colors



092A68 Royal blue (traditional) Been	6999F2 Cornflower blue Want	FFD710 Gold Live	FFAF00 Orange (web) Lived
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Keeping the rest of the colors, but substitute the red



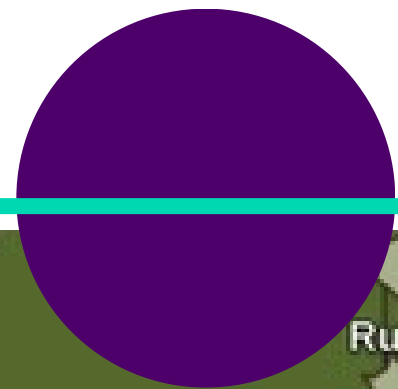
Suggestions on the map colors



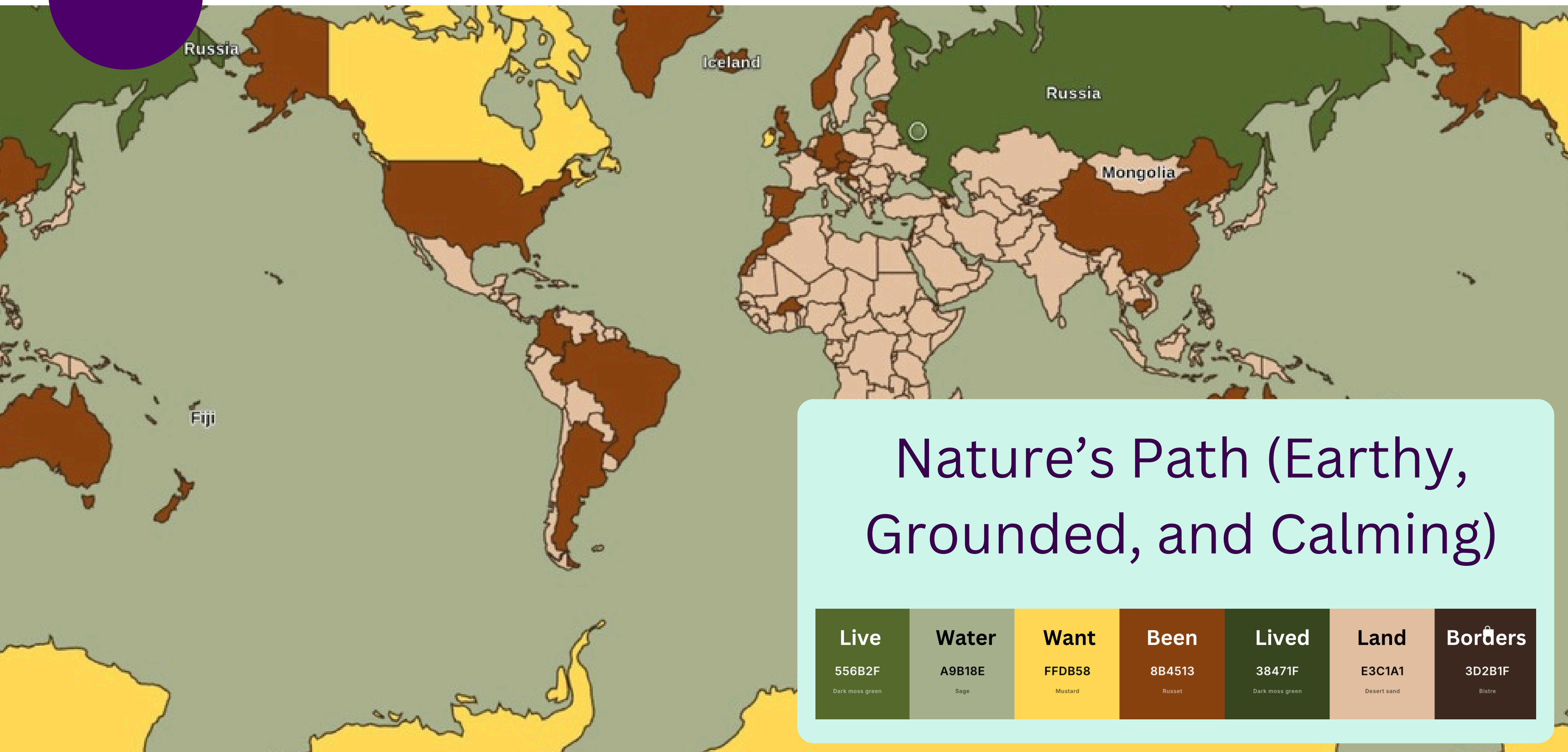
Border
869EAC
Cadet gray

Keeping the rest of
the colors





Suggestions on new map colors



Nature's Path (Earthy, Grounded, and Calming)

Live

556B2F

Dark moss green

Water

A9B18E

Sage

Want

FFDB58

Mustard

Been

8B4513

Russet

Lived

38471F

Dark moss green

Land

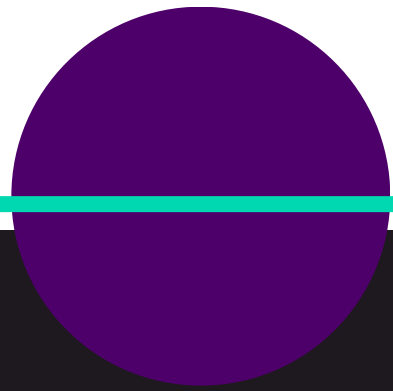
E3C1A1

Desert sand

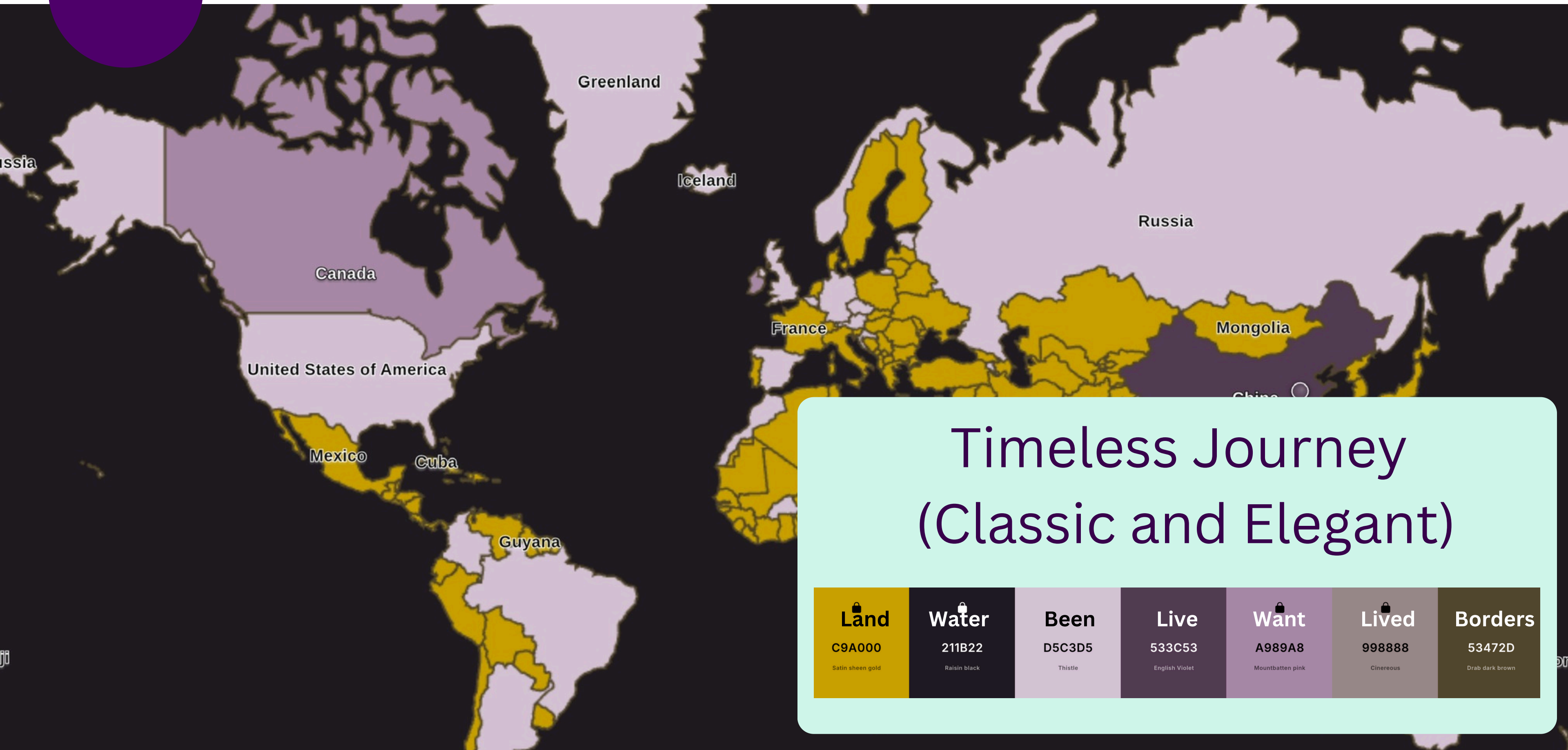
Borders

3D2B1F

Bistre



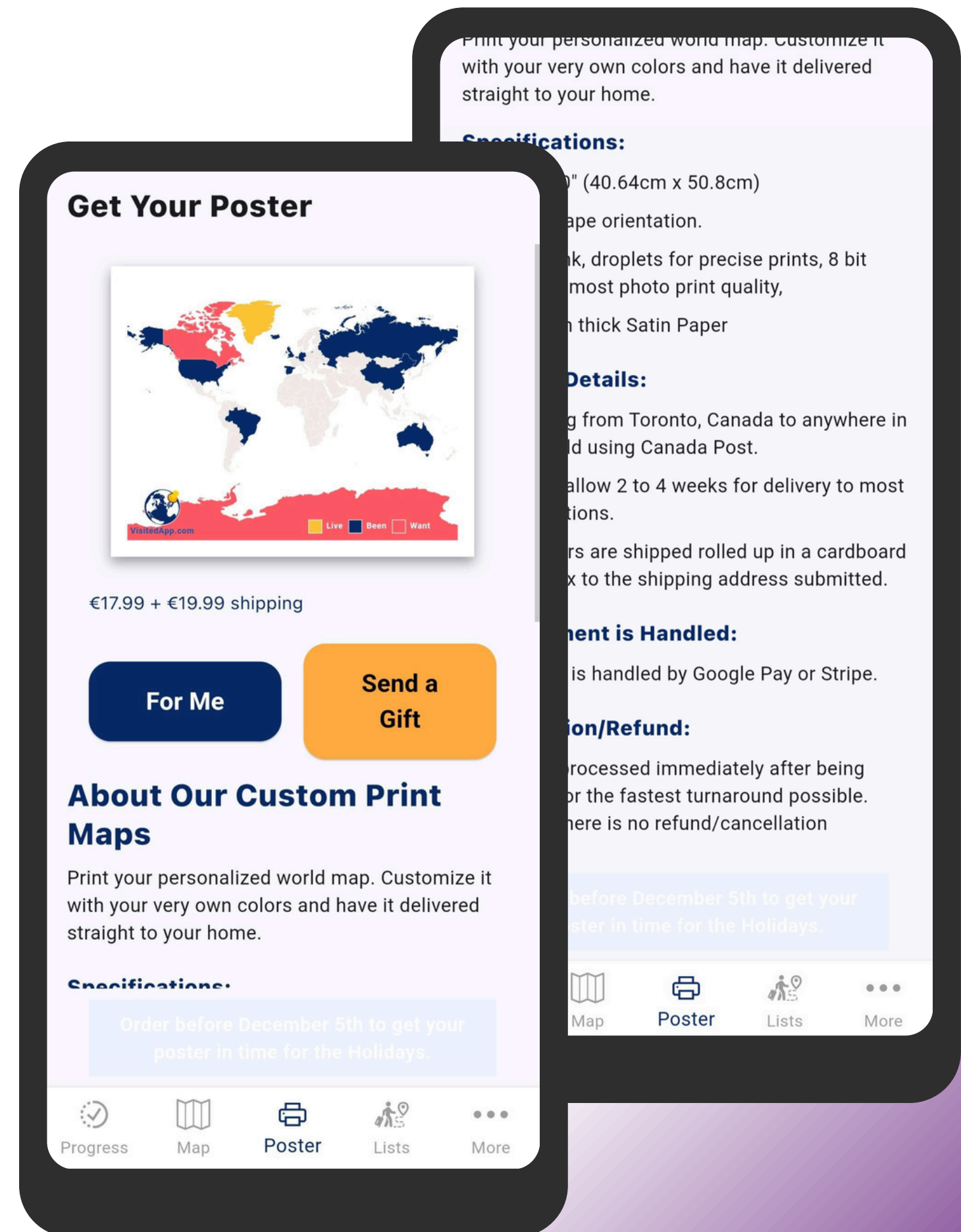
Suggestions on new map colors



Timeless Journey (Classic and Elegant)

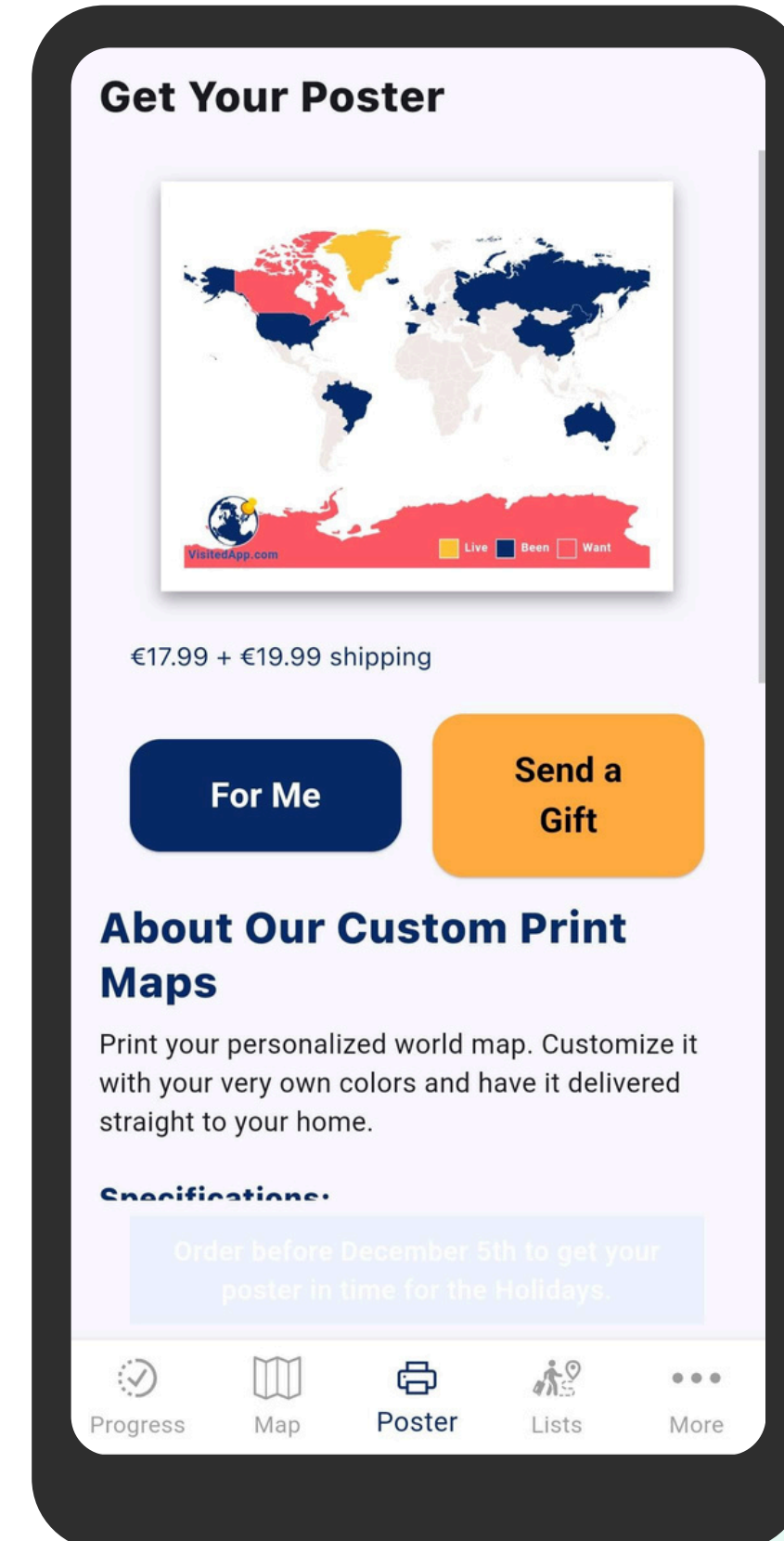
Land	Water	Been	Live	Want	Lived	Borders
C9A000	211B22	D5C3D5	533C53	A989A8	998888	53472D
Satin sheen gold	Raisin black	Thistle	English Violet	Mountbatten pink	Cinereous	Drab dark brown

Poster section



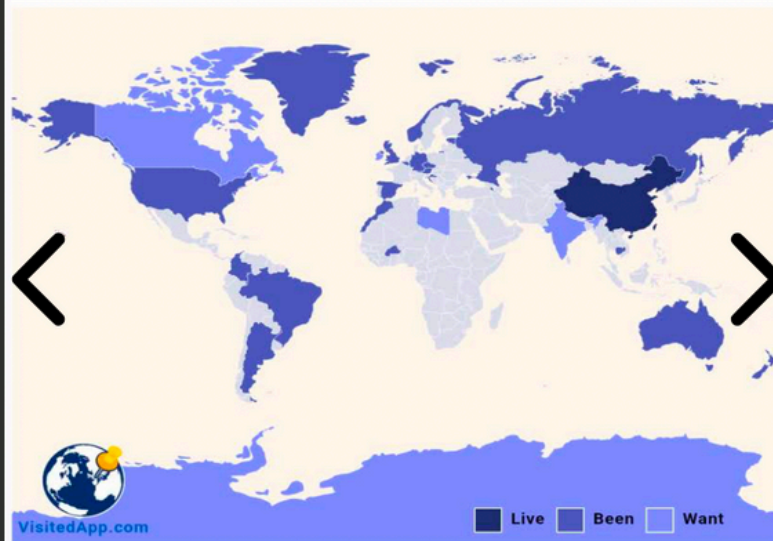
Key Improvement Areas

- Show Real Examples
- Gift examples
- Build Trust
- Enhance the wording and use Call-to-Action sentences.



Alternative design

Bring Your Stories Home



Your Travels, Your Story

Your travels are more than trips—they're stories, memories, and milestones. Turn those unforgettable moments into a personalized world map that's as unique as your adventures.

For me



Send as
a gift



- A Map of Your Achievements: Highlight every destination, from your first big trip to your most daring adventure..
- Celebrate Every Journey: Relive your travels daily with a beautifully crafted poster designed to inspire.

- A Gift They'll Treasure: Surprise a fellow traveler with a custom map showcasing their own journey—perfect for birthdays, milestones, or just because.



How It Works?

1. Customize Your Design: Choose colors, styles, and mark your travels (or theirs!).
2. Preview Your Map: See it come to life before you order.
3. Safe Payment: fast and secure with Google Pay or Stripe.
4. Ready for display: We'll ship it straight to your door - or theirs.



Experiences from Fellow Travelers



"This map is a great way to keep track of everywhere I've traveled and plan out future trips. The quality is solid, and it looks awesome hanging in my office. I even got one for my brother, and he couldn't stop talking about how cool it is!" - **John C.** ★★★★★

Read more

Specifications

- Dimensions: 16" x 20" (40.64cm x 50.8cm)
- Orientation: Landscape
- Print Quality: High-precision micro ink droplets and 8-bit color for almost photo-like quality.
- Paper: Satin finish, 0.22mm thick for a sleek, durable look.

Shipping Details



We ship your custom map from Toronto, Canada to destinations worldwide via Canada Post.

- Delivery Time: Most orders arrive within 2 to 4 weeks.
- Packaging: Your map is carefully rolled and shipped in a sturdy cardboard tube to keep it safe during transit.

Payment Options

Shipping Details

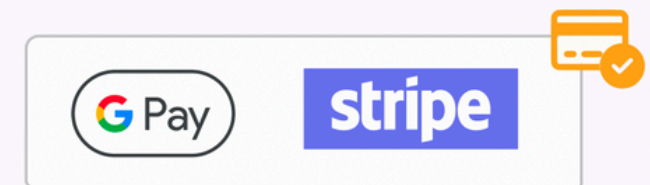


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Order Processing & Refund Policy

To ensure a quick turnaround, we start processing your order as soon as it's submitted. As a result, cancellations or refunds aren't available.

We're here to help! If you have any questions, feel free to reach out anytime.



Progress



Map



Poster

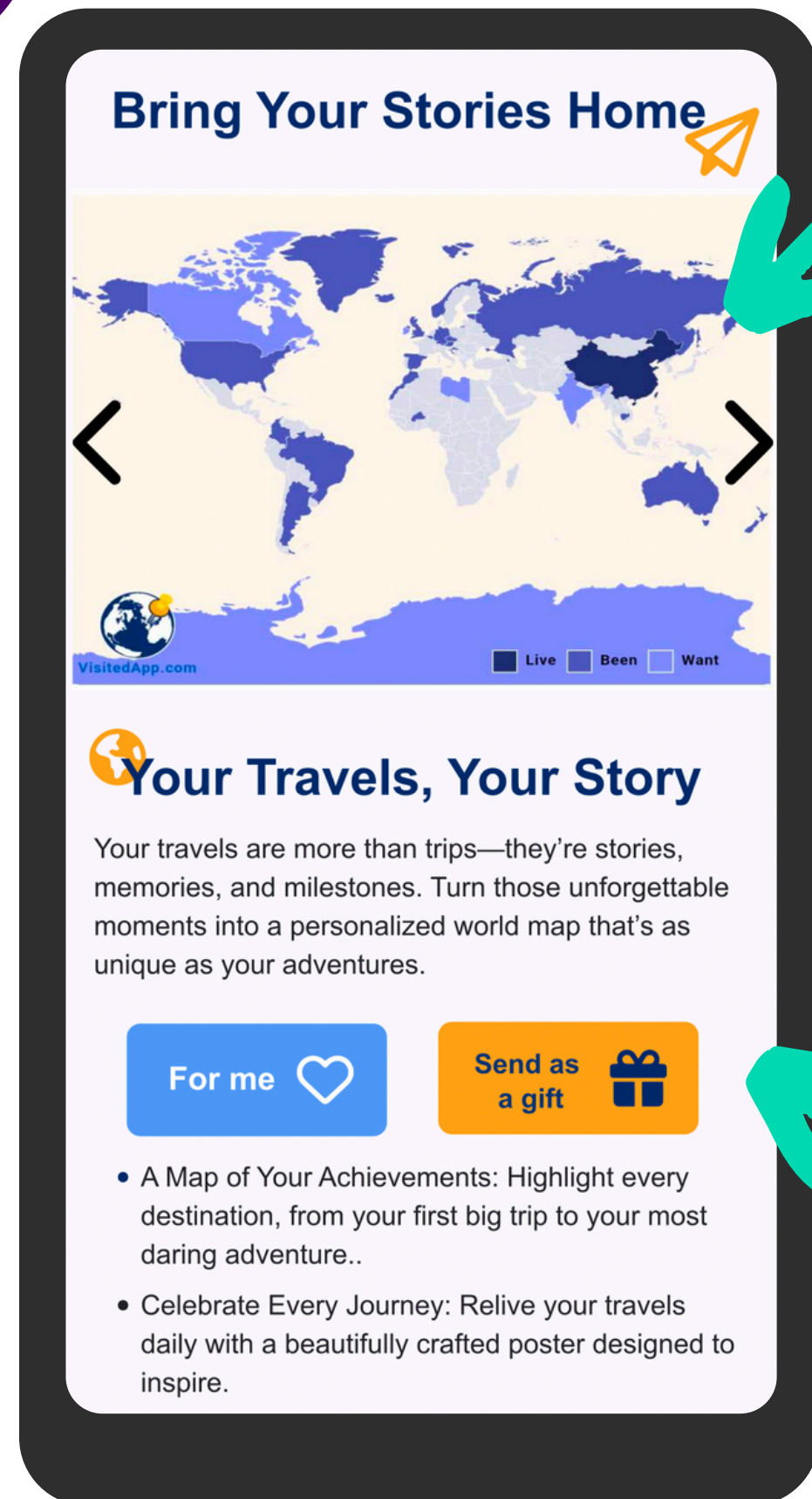


Lists



More

Alternative design



Replace the main image with a carousel of photos, allowing customers to view the poster in real-life settings, which will enhance the experience and boost purchase motivation.

Pin 'For me' and 'Send as gift' on the top of the screen when scrolling.

Alternative design

- A Gift They'll Treasure: Surprise a fellow traveler with a custom map showcasing their own journey —perfect for birthdays, milestones, or just because.



Only \$17.99 + \$10.99 shipping

How It Works?

1. Customize Your Design: Choose colors, styles, and mark your travels (or theirs!).
2. Preview Your Map: See it come to life before you order.
3. Safe Payment: fast and secure with Google Pay or Stripe.
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Real life pictures and icons
make the section more
appealing to keep scrolling.

Add customer reviews, photos,
or testimonials.

Experiences from Fellow Travelers



"This map is a great way to keep track of everywhere I've traveled and plan out future trips. The quality is solid, and it looks awesome hanging in my office. I even got one for my brother, and he couldn't stop talking about how cool it is!". - John C. ★★★★★

[Read more](#)

Specifications

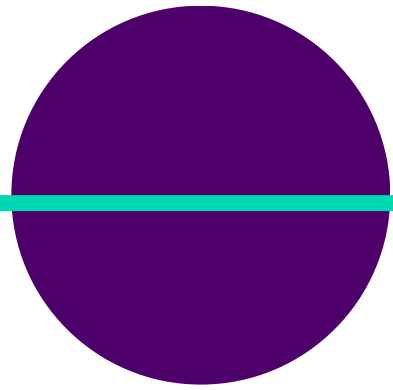
- Dimensions: 16" x 20" (40.64cm x 50.8cm)
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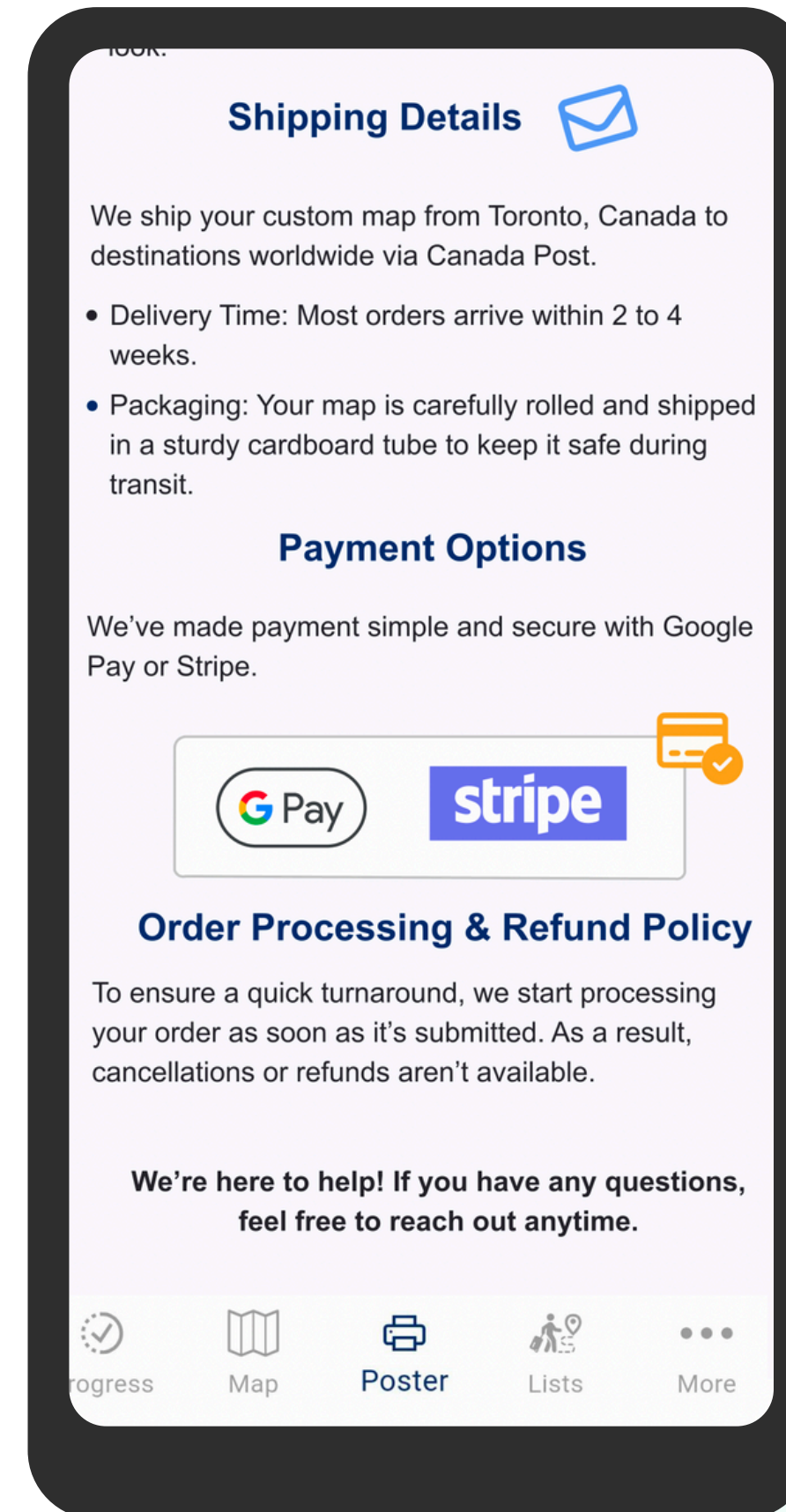
- Delivery Time: Most orders arrive within 2 to 4 weeks.
- Packaging: Your map is carefully rolled and shipped in a sturdy cardboard tube to keep it safe during transit.

Payment Options



Alternative design

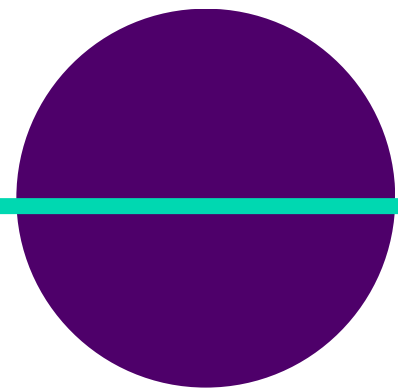
A friendly tone fosters emotional connection, evokes pride and memories, and encourages customers to stay engaged, increasing the likelihood of a purchase.



Show Real Examples

Include vibrant visuals of finished posters in different settings (living rooms, offices, etc.). backgrounds.

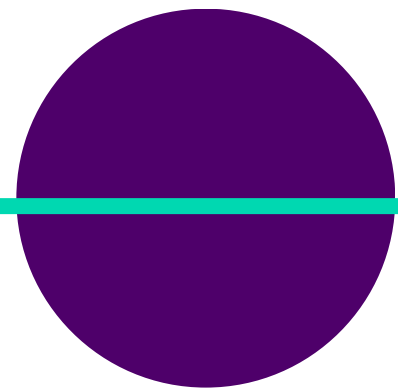




Gift examples

Images of joyful individuals presenting the map as a gift can help customers better visualize it as a meaningful and thoughtful present.





Build Trust

Anne



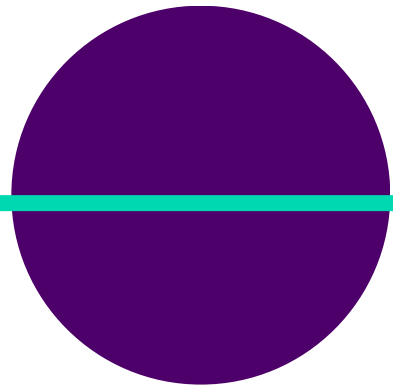
I absolutely love my personalized world map! It's such a special way to showcase all the places I've been and the ones I dream of visiting. The quality is amazing, and it's become a real conversation starter in my home.

Add customer reviews, photos, or testimonials.

John

This map is a great way to keep track of everywhere I've traveled and plan out future trips. The quality is solid, and it looks awesome hanging in my office. I even got one for my brother, and he couldn't stop talking about how cool it is!





Enhance the wording

Bring Your Stories Home

Your travels are more than trips—they're stories, memories, and milestones. Turn those unforgettable moments into a personalized world map that's as unique as your adventures.

Your Travels, Your Story

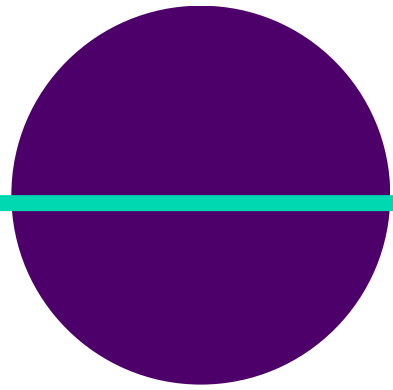
- A Map of Your Achievements: Highlight every destination, from your first big trip to your most daring adventure.
- BCelebrate Every Journey: Relive your travels daily with a beautifully crafted poster designed to inspire.
- A Gift They'll Treasure: Surprise a fellow traveler with a custom map showcasing their own journey—perfect for birthdays, milestones, or just because.

How It Works?

1. Customize Your Design: Choose colors, styles, and mark your travels (or theirs!).
2. Preview Your Map: See it come to life before you order.
3. Safe Payment: fast and secure with Google Pay or Stripe.
4. Ready to enjoy: We'll ship it straight to your door—or theirs.

Experiences from Fellow Travelers

"I gifted this to my best friend, and they loved seeing their adventures laid out! Now I'm making one for myself!" – Alex T.



Enhance the wording

Specifications

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We've made payment simple and secure with Google Pay or Stripe.

Order Processing & Refund Policy

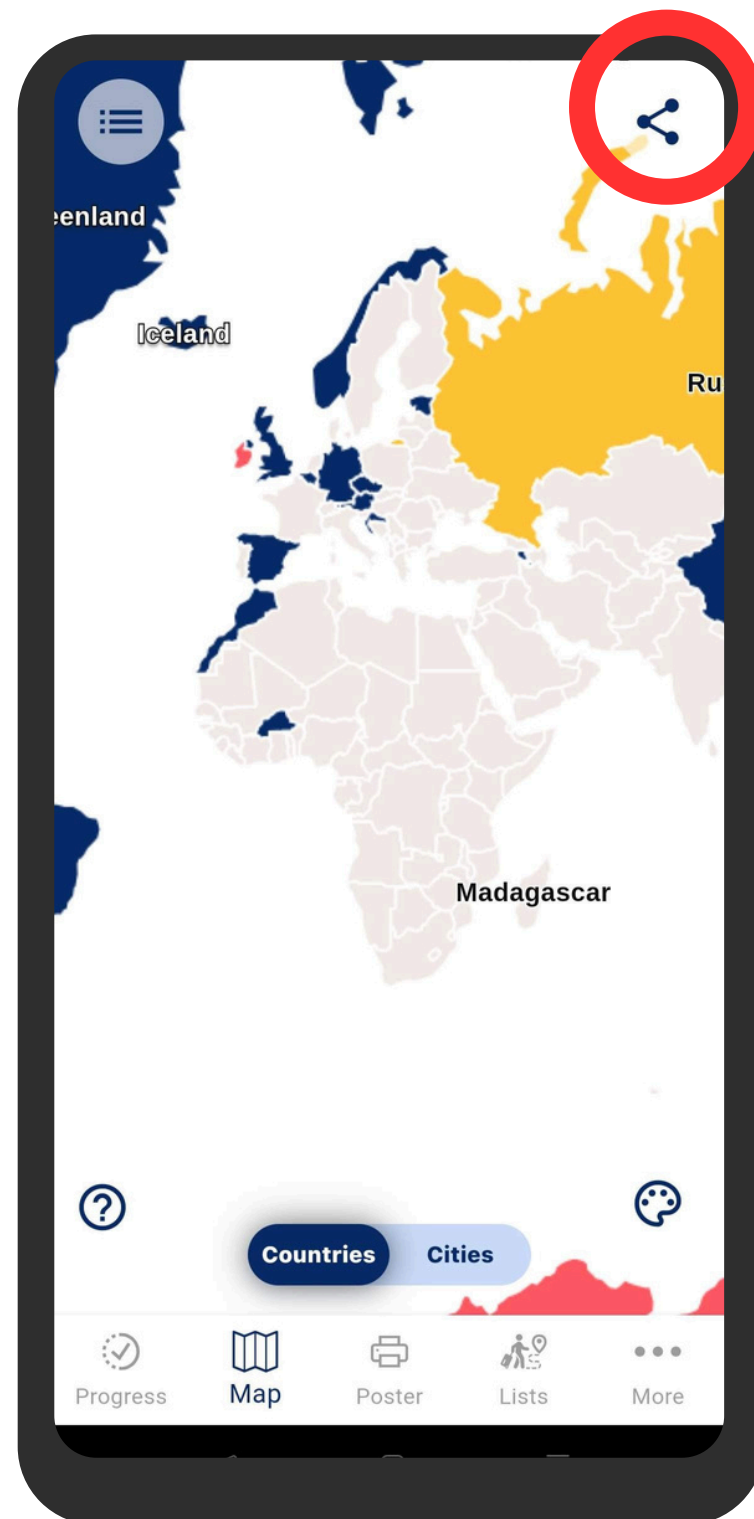
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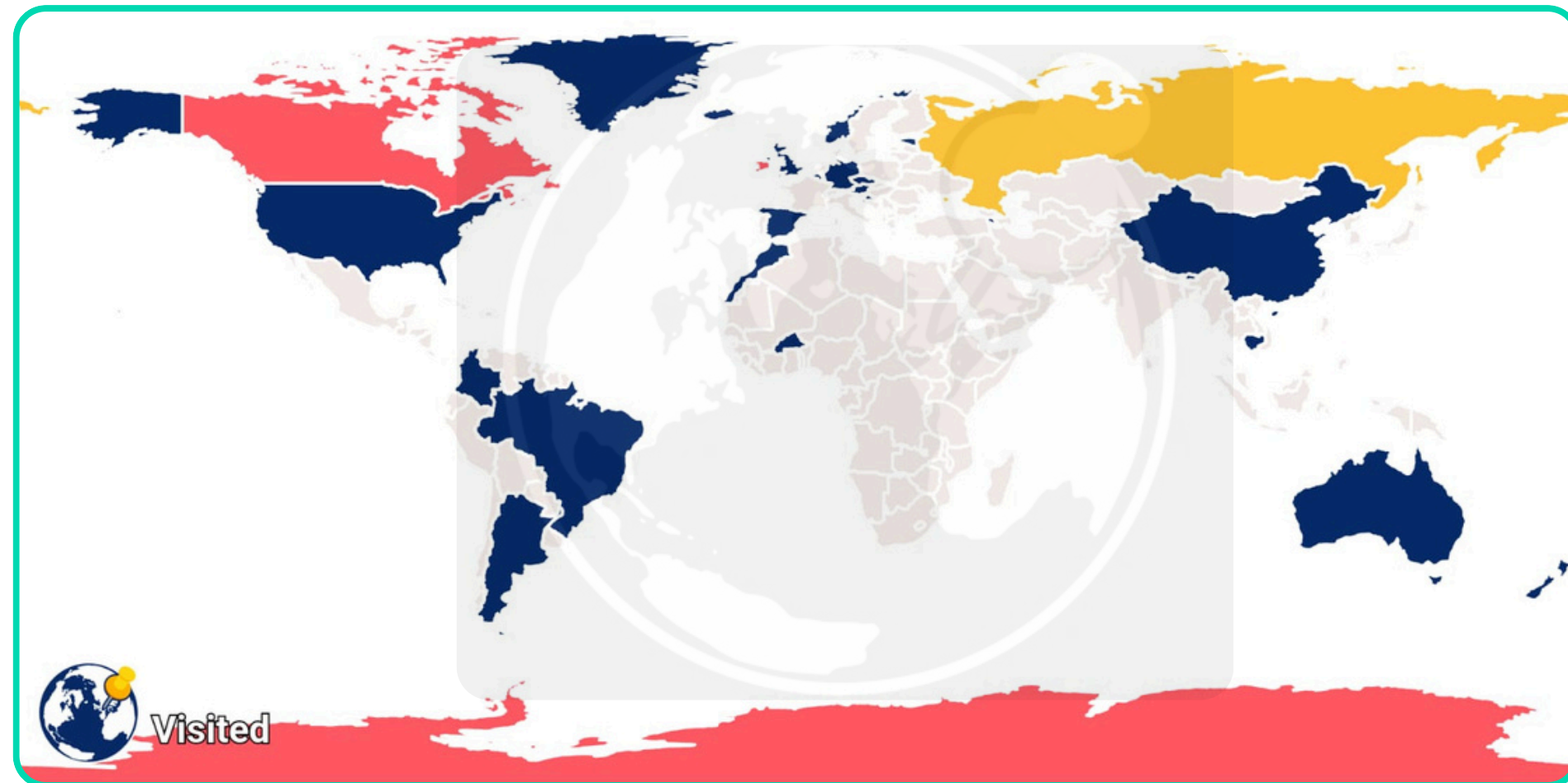


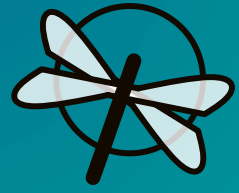
Other suggestions

Sharing



Add a watermark on the exported image to avoid it to be printed by the users, while still being able to share it.





Belen Acin

Questions?

Feel free to reach out with any further questions.