

BRAND PLATFORM

Company/Product Name:

- POCKETS

- *Rationale:* The way the app is designed is like placing money in a bunch of digital pockets for you to reach in and grab when you need it.

Mission/Vision:

- Pockets purpose is to relieve the stress of spending money by providing an easy interactive way to organize, visualize, and spend your money
 - *Rationale:* we want to be a management tool that works in real time with the user and doesn't cause added stress with logging in financial information after the fact.

Brand Personality:

- At Pockets we strive to make spending decisions easy so people can spend more time on what matters. We know that thinking about your money and where it goes is stressful, and that's why we're here.
 - *Rationale:* we want to be known for the company that allows people to understand how they can spend money without the cognitive load and stress about negative outcomes.

Brand Attributes

- Simple, Informative, Empowering, Trustworthy
 - *Rationale:* We need to be simple, thinking about money is already complicated. We need to be informative, So customers can be aware and properly prepared. Empowering the user to make easy decisions based

on information. We need to be **trustworthy**, So customers can have **faith** in our design and utilize it to their benefit.