



**8wishes**

**Give invaluable gifts**

Make lasting relationships

# Our Team



**Doug Leung**  
PM | Developer



**Yulia Kirienko**  
Developer



**Harmandeep Singh**  
Developer



**Rachel Thu Tra Tra**  
Developer



**YJ Park**  
Designer



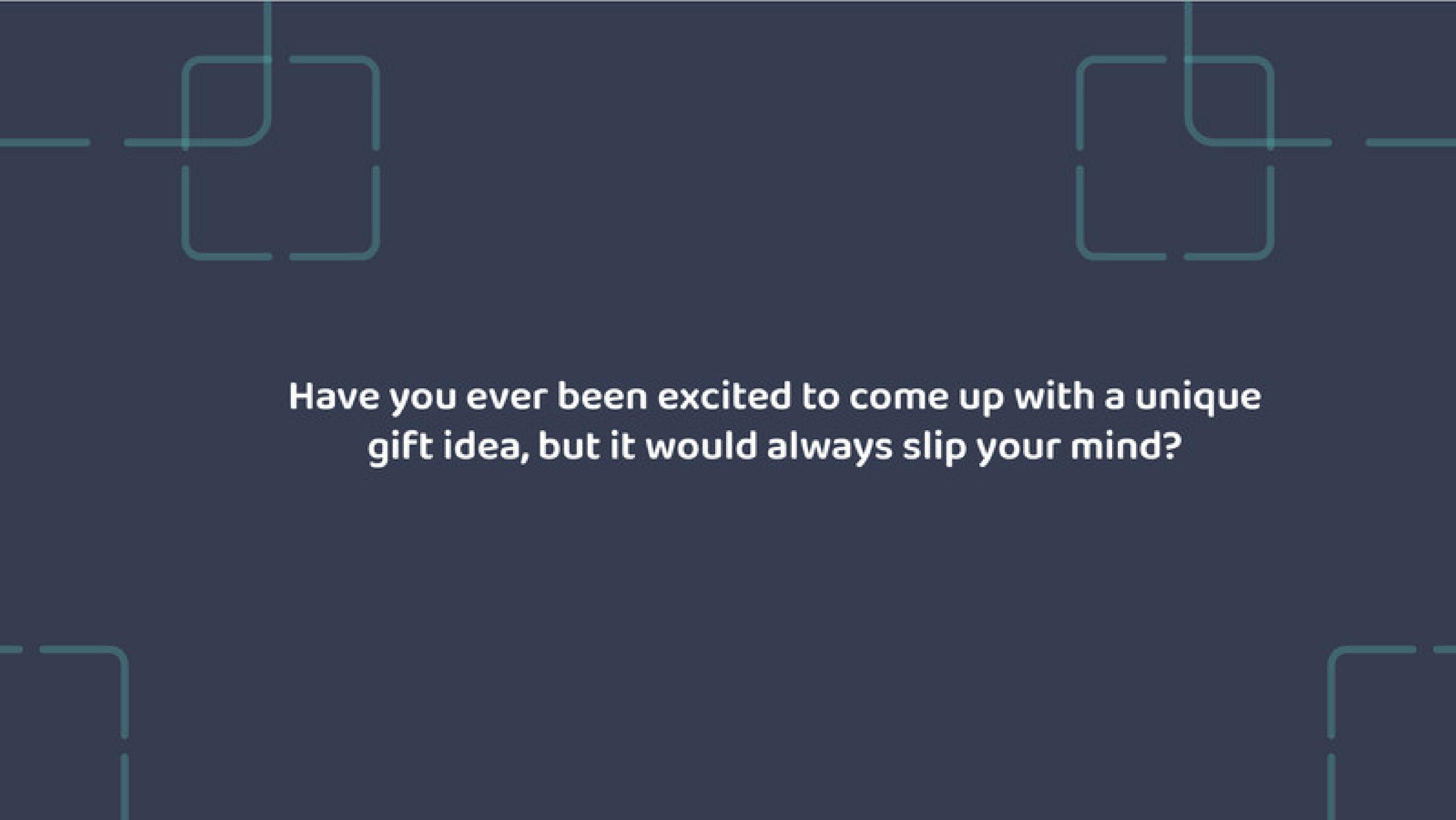
**Elnaz Behravesh**  
Designer



**Olha Sukharieva**  
Lead Designer



**Amir Behbahani**  
Designer



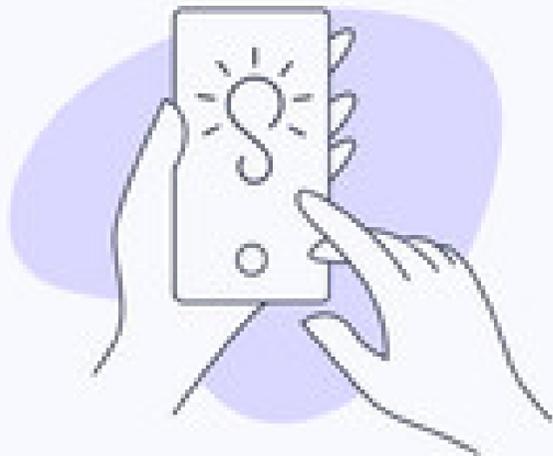
**Have you ever been excited to come up with a unique gift idea, but it would always slip your mind?**

# Opportunities

- Find thoughtful gifts
  - Promote self-love
  - Give unique gifts
  - Remember important dates
- 



# Solutions



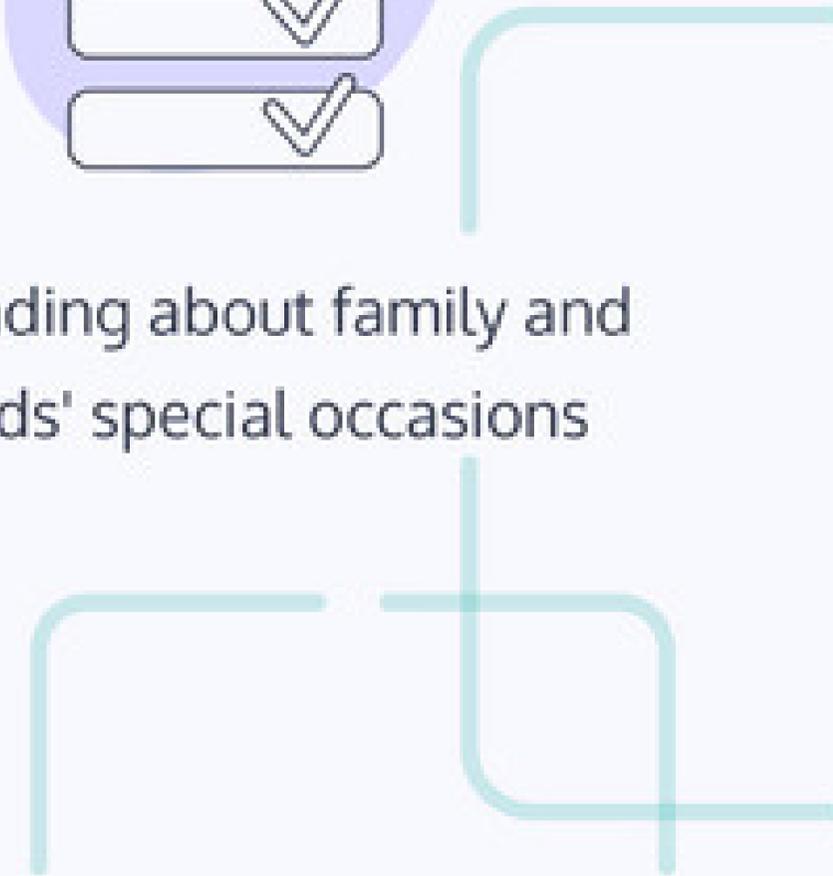
Capturing and storing ideas  
on the go



Making dreams come true  
with curated wishlist

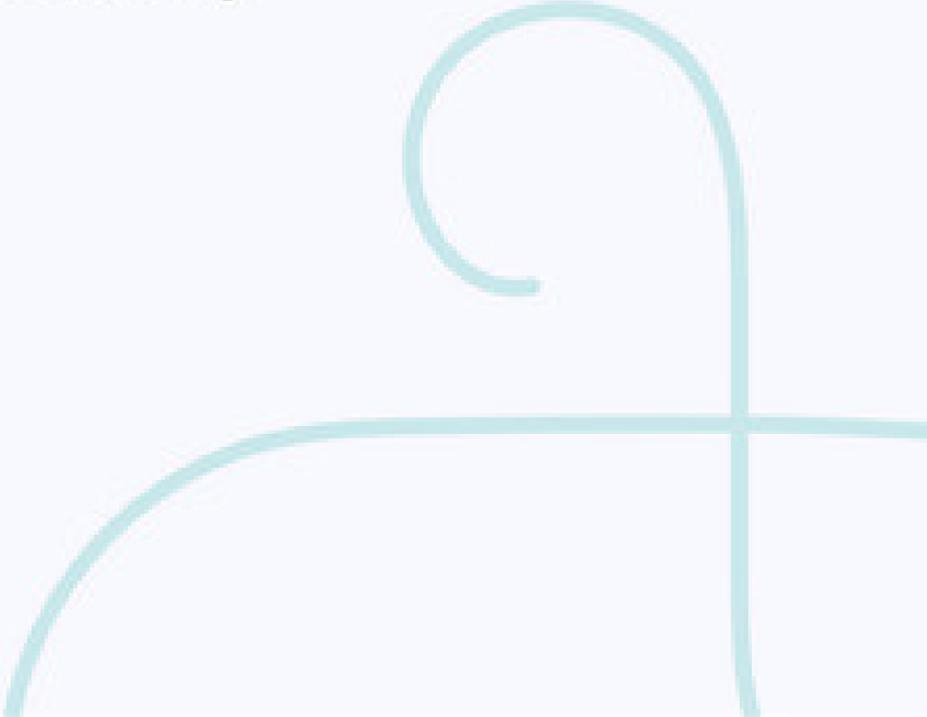


Reminding about family and  
friends' special occasions





## Our Mission

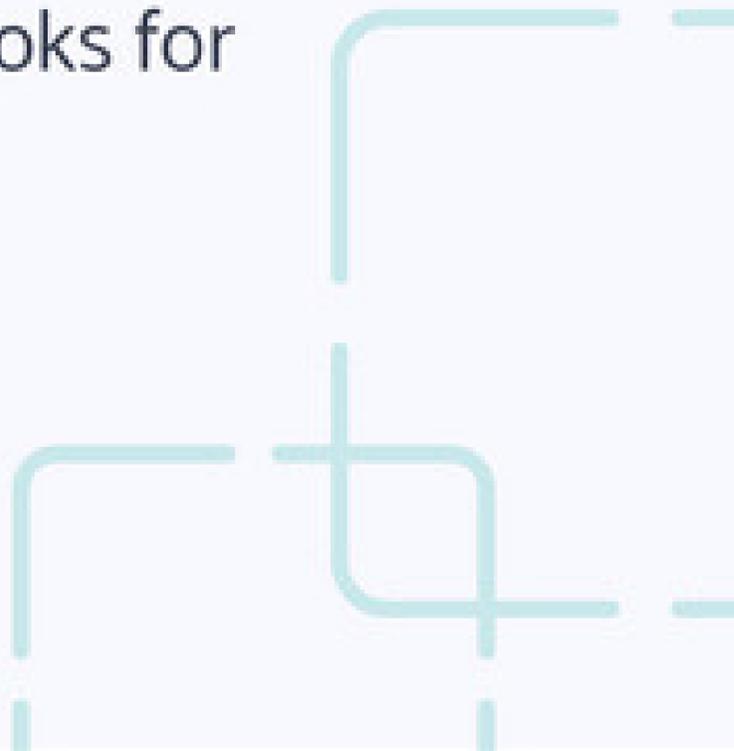
- Create a community of generous gift givers
  - Support local businesses by encouraging people to buy from them
- 

# Competitor Analysis

Competitive Factor	 8wishes	 amazon	 giftster	 elfster	<b>NAVER</b>
Store new ideas	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wishlist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camera feature	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online store	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Geolocation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



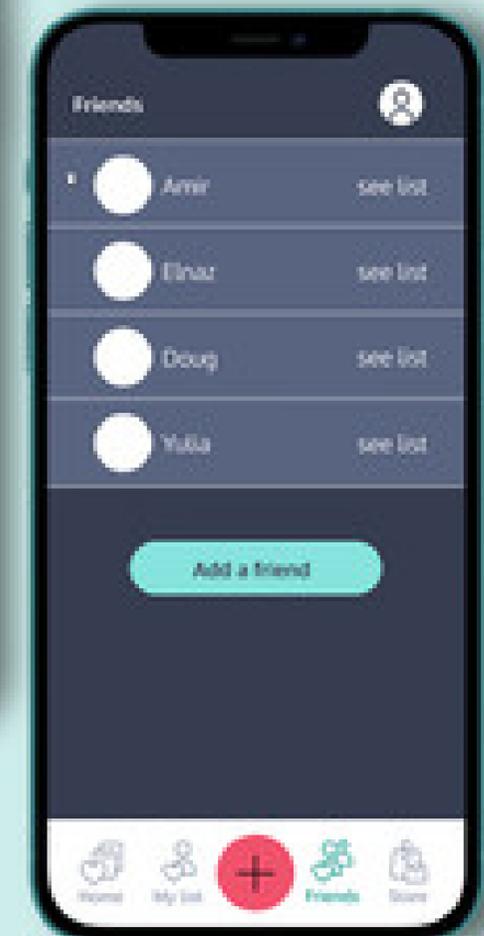
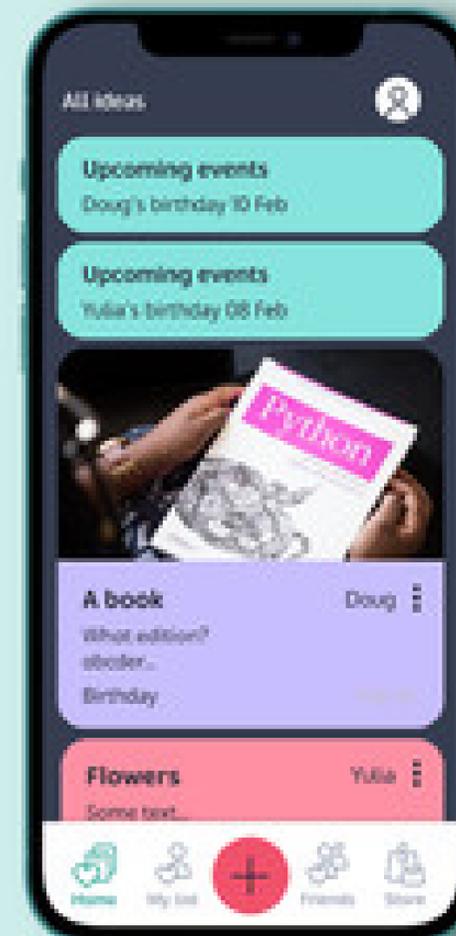
## Target Market

- An informed shopper with a busy life who can't possibly remember all events
  - A treasure hunter who looks for hidden gems
- 

# Brand Identity



- Approachable
- Inspiring
- Modern



Logo

## Symbolism



# Colors

## Color choices



### Primary Color



### Secondary Color



### Accent Color



### Neutral Colors



### Font colors



### Bottom navigation color



### Font colors



# Typography & Icons



## Baloo Bhai 2

For headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Livvic

For body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Oxygen

Interaction text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Headline 1

Baloo Bhai medium 30

Card Title

Livvic Medium 20  
Livvic Medium 22 Dark Background

Interaction Title

Oxygen Bold 18

Interaction text

Oxygen Regular 18

## Headline 2

Baloo Bhai medium 24

Body

Livvic Regular 18

## Icon set

## Headline2

Baloo Bhai SemiBold 20

Caption

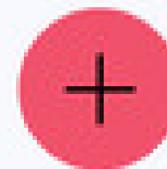
Livvic Regular 16



Home



Friends



Stores



My list



# 8 wishes Demo

# Tech Stack

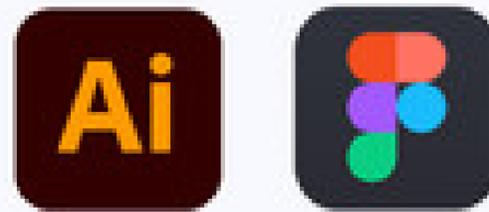
## Communication

 **slack**

 **Trello**

 **GitHub**

## Design



# Development

**Front End**



**Back End**



**Version Control**



**Development Tools**



# Business Model

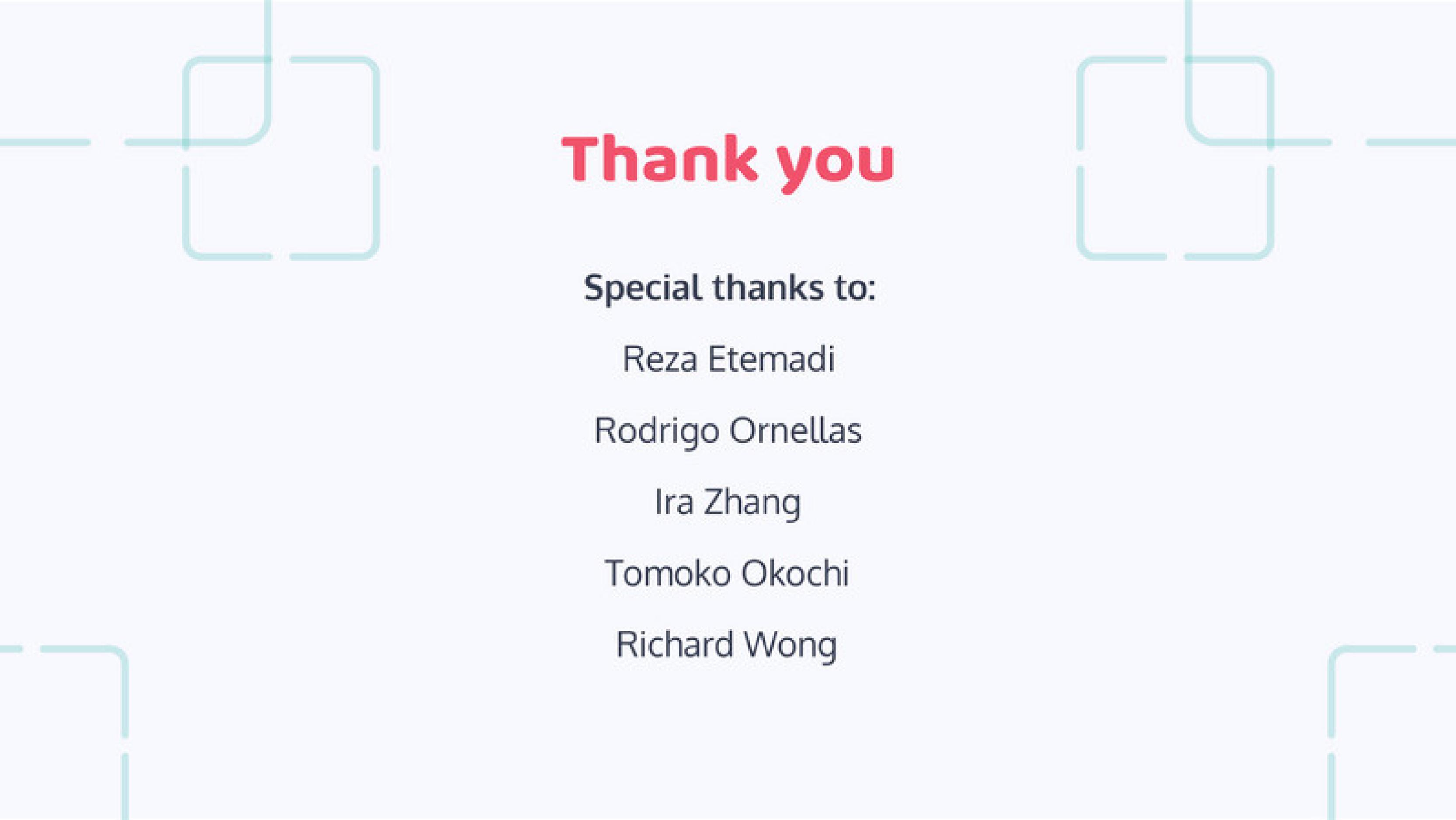
- Affinity marketing - a way to partner with businesses to merchandise offerings
- Focus on Shopify businesses
- Selling ads at a later stage when the user base reaches the goal. Offer lower entry points for micro-businesses to gain digital shelf space



# Future Enhancements

- Utilizing Shopify API
- Sharing wishlist with others
- Implementing reminder notifications





# Thank you

Special thanks to:

Reza Etemadi

Rodrigo Ornellas

Ira Zhang

Tomoko Okochi

Richard Wong

# Q&A

## Images:

- <https://unsplash.com/>
- <https://www.pexels.com/>
- <https://ca.dhgate.com/>