

Design Brief

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**“With TravelTalk the future holds
no worries with communication”**

About Our Product

TravelTalk is a clip-on pendant (which also can be used as a necklace) that has many colors and designs. It helps people understand and learn different languages from foreign people that they meet ,while there traveling. This product has bluetooth so you can connect to your headphones and easily hear the translations. The pendant also records diary entries for memories, it has a USB output on the side of it, just in cause your phone runs out of battery on your trip ,and it contains a scanner that is able to capture clear images of objects or living things you might not know and then tells you information about it from a app on your phone.

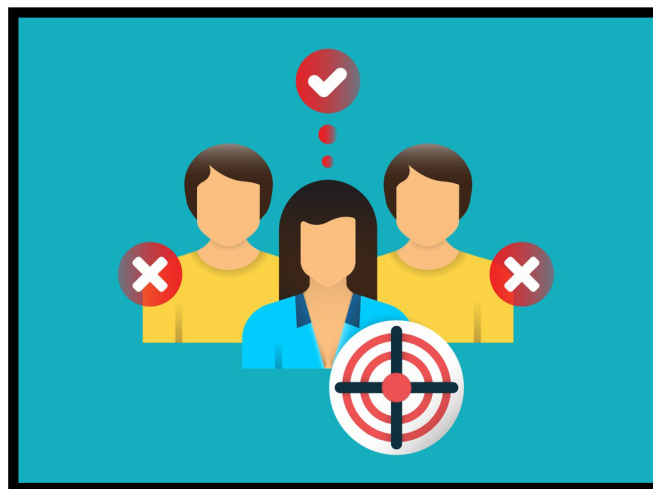
Mission Statement

Our mission is for travelers who don't understand the languages of foreign people they encounter and help them easily and clearly understand, as well as learn, the language that person is speaking. Just by using the speaker and microphone technology while having the pendant on them. With this pendant people can learn new things and save amazing memories they will cherish forever while they are traveling.



Target Audience

Our target audience is both females and males with ages that go through the ages of 20-50 (who may like to travel) that wish to learn new languages, as well as save memories and learn new information about living things and objects.



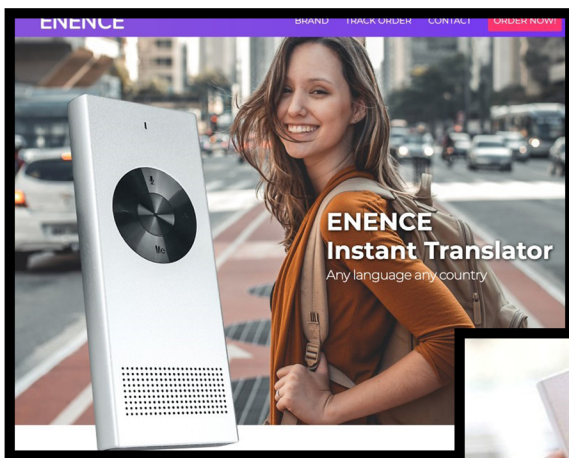
Competitor 1

Senstone: a portable voice recorder that syncs with your mobile device and transcribes anything you say into text. You can create notes and reminders. They advertise through newsletters and commercials. Apart from this product TravelTalk has more advanced technology.



Competitor 2

Enence Two-Way Instant Translator: portable translator device that translates 36 different languages and is said to deliver incredible performance. They advertise on commercials, through their website and apps like Amazon. Apart from this product TravelTalk is easy to carry around and has many styles.



Marketing Strategy

Our marketing strategy is to promote our product on websites, TV commercials ,and social media platforms like instagram, facebook and twitter. Also, billboards, posters, emailing, and radio stations. These methods will be helpful in reaching a huge amount of the intended audience.

facebook



Logo

Person Speaking

Pendant



Airplane represents traveling

