



AQUATIC SPORTS

WATER SPORTS BRAND

TARGET AUDIENCE

Our target audience would mostly be professional swimmers that are looking to buy a water sport equipment for the affordable prices.

GOAL

The main goal of this project is to create a comprehensive, unique, and charismatic branding system that will easily catch the eye of a viewer.

One of the challenges was making the brand different from the competitors, attracting the customers, and making people trust us.

The aim is also to develop a unique, energetic, and high-quality brand intended mostly for professional athletes.

W and H

WHO

Atheletes, people who train swimming.

WHAT

People can buy swim equipment online, they can customize the size they need, so they do not have to worry if the swimsuit is going to fit them or not.

WHEN

When they have competitions, or they just need equipment for their trainings.

WHERE

From their home, or basically anywhere they can use the internet to access the website.

WHY

A lot of people are not sure what size of swimsuits they should order, but this website has an interesting feature where you can enter your measurments and it will calculate a perfect size dor the user.

HOW

They enter the website, search for a product, enter their measurments if they do not know their size, order a product.

COMPETITORS

Due to detailed research of our competitors, we come to the conclusion that there are no many brands that are focused on creating water sports equipment.

The two most famous competitors are Arena and Speedo. However, even they do not have all the equipment that is necessary for a top athlete.



HOPES & FEARS

HOPES

FEARS

To create new fresh brand

To find reliable customers

Customers will search swim equipment somewhere else

People are not gonna find out about our website

To have an interesting layout on the website

To create an easy flow

Website becomes confusing for some reason

Bad reviews

That customers will be satisfied

Brand will be different than competitor's

Unsatisfied customers

Brand same as any other sport brands

VISUAL INSPIRATION

The research consisted of looking through the Olympic icons system and its changes over the years and places, looking at competitors, searching for an adequate color system and typography, and then creating stationaries and touchpoints for the brand.



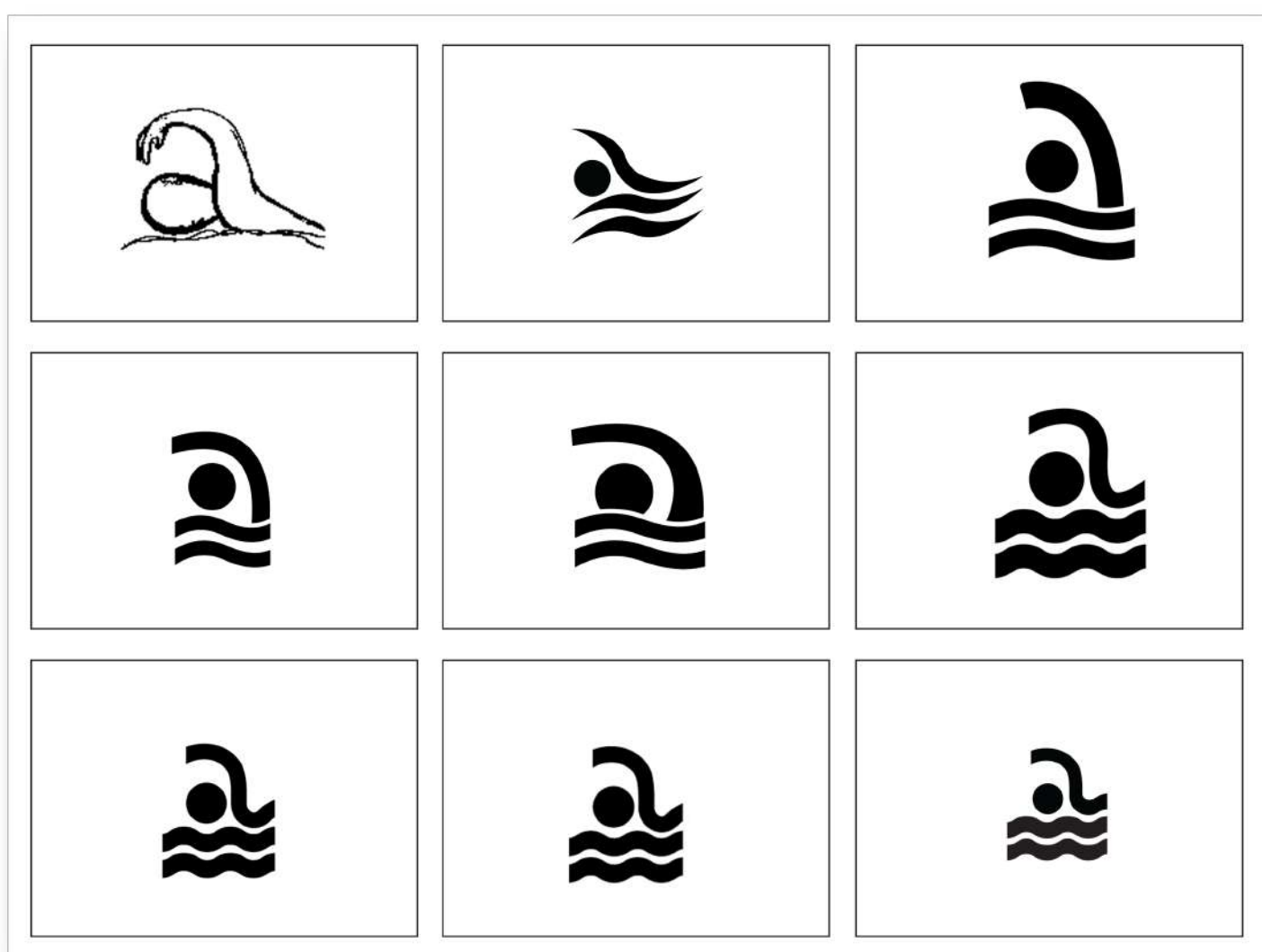
VISUAL AUDIT OF MARKET



TRADEMARK

After seeing a lot of interesting and different styles icons from olympic games, I decided to start making with some sketches of a swimmer.

Sketches



Final Trademark

My decision was to go with some Olympic style of the trademark combining a swimmer with a letter lowercase letter a for the Aquatic Sports name



TRADEMARK

Primary Logo



Secondary Logo

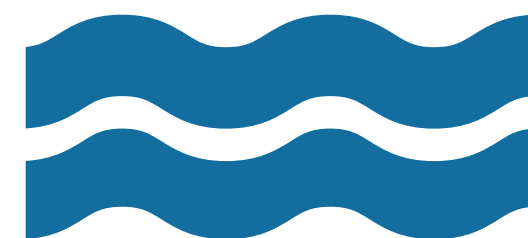


IDENTITY FOR TRADEMARK

Colors



#F89622



#136E9F

Type

Lucida Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

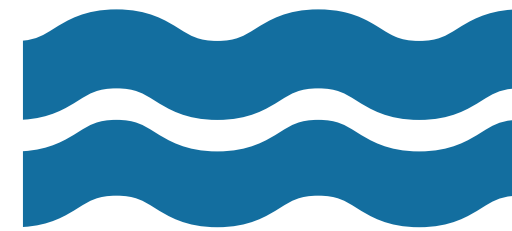
1 2 3 4 5 6 7 8 9 0

IDENTITY FOR WEBSITE

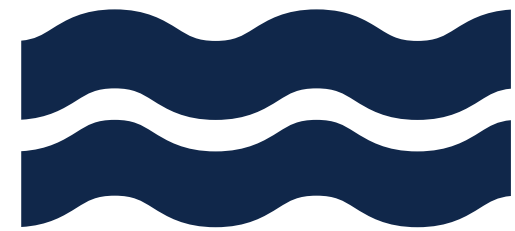
Colors



#F89622



#136E9F



#10274A

Type

Lucida Grande

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Lato

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

EMPHATY MAP

Lisa Miller

She had some bad experiences with buying good quality swimming suit.

She said that it is not easy to find the right size.

A lot of swimsuits easily lose the color and become loose.

She tried different brands and one of her swimsuits even got ripped.

She is also looking to buy the swimsuit that will be dry quickly because at some days she has a tight schedule with her school and swimming lessons or even competitions.

She already have a lot of medals but not the gold one, yet. She is looking for a swimsuit that will be the right one for her gold medal.



SAYS

- Looking for a durable but also comfortable swimsuit
- Looking for a swimsuit that also looks good for her body shape
- Wants to be a champion

THINKS

- Should buy some expensive swimsuit because usually those have better quality
- If she can easily order it online but is not sure what is the right size for her because it always depends of the brand

DOES

- Try to take some body measurements and trying to figure out her perfect size
- Goes to some familiar stores and try to find the right swimsuit for an affordable price
- Exercise whenever she can

FEELS

- She never feels satisfied how the swimsuit looks on her
- Frustrated finding the right size.

EMPHATY MAP

John Edwards

John is looking for an affordable, high quality, and comfortable swimsuit to wear on his swim competitions.

He never knows what size he wears because it always depends on brands.

He hates shopping.



SAYS

- Looking for a quality swimsuit
- Looking for a comfortable swiumsuit

THINKS

- Do not want to spend to much time on looking for swimsuit at store
- If he could buy swimsuit online but he is not sure about what size he should order

DOES

- Buy a swimsuit online and then return it if the size doesn't fit him
- Spend a time in a store to find a swimsuit for competitions

FEELS

- Frustraited
- Uncomfortable

CURRENT PROBLEMS

After conversation with some of the professional swimmers and trainers we came to these statements

- Women can have a difficult time finding the right size of the swimsuits
- People are worried about transparency
- Men can also have a problem sometimes finding the right size of the swimsuit
- The rubber band on the goggles sometimes gets loose so it is difficult to adjust them so the water does not go inside, which can be frustrating.
- Some users do not like towels that are not 100% cotton
- Some swimsuits take a lot of time to dry
- Swimsuit strips loosen up easily on some swimsuits
- Some swimsuits lose the color

HOW MIGHT WE

How can we solve these problems

Improve the quality
of swimsuits

Make comfortable
equipment

Help people to find
their perfect size

Make a long lasting
swimsuit that does
not lose the color

Help users to find
the brand that they need
in order to have
the best results
on competitions

Help users not to worry
about the swimsuit
but only about getting
to their goal which
is winning

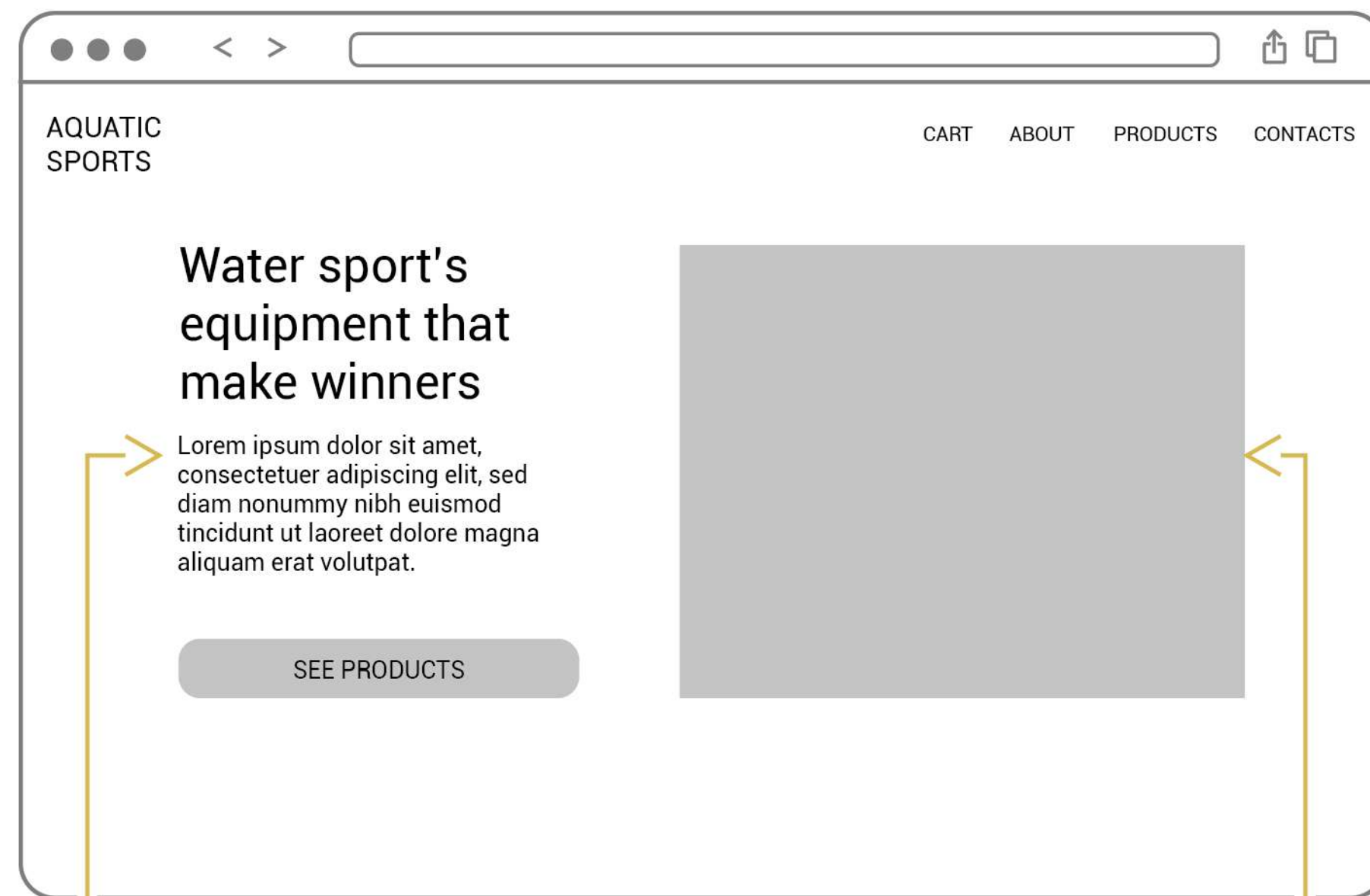
Show the quality
of products

Attract users

LOW FIDELITY PROTOTYPE

Possible solutions for website

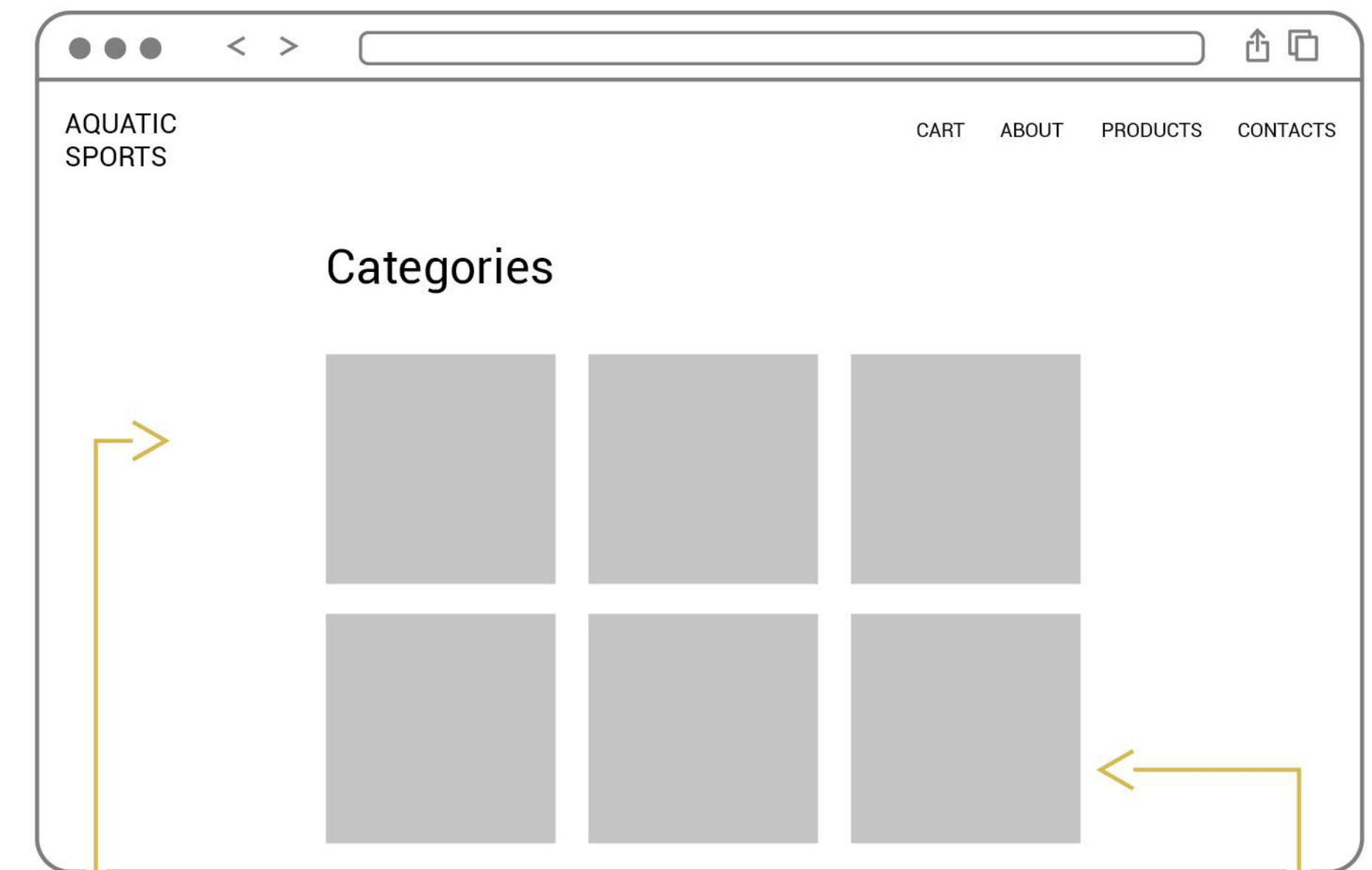
HOME PAGE



Information about brand
and products

Hero image

PRODUCT CATEGORIES



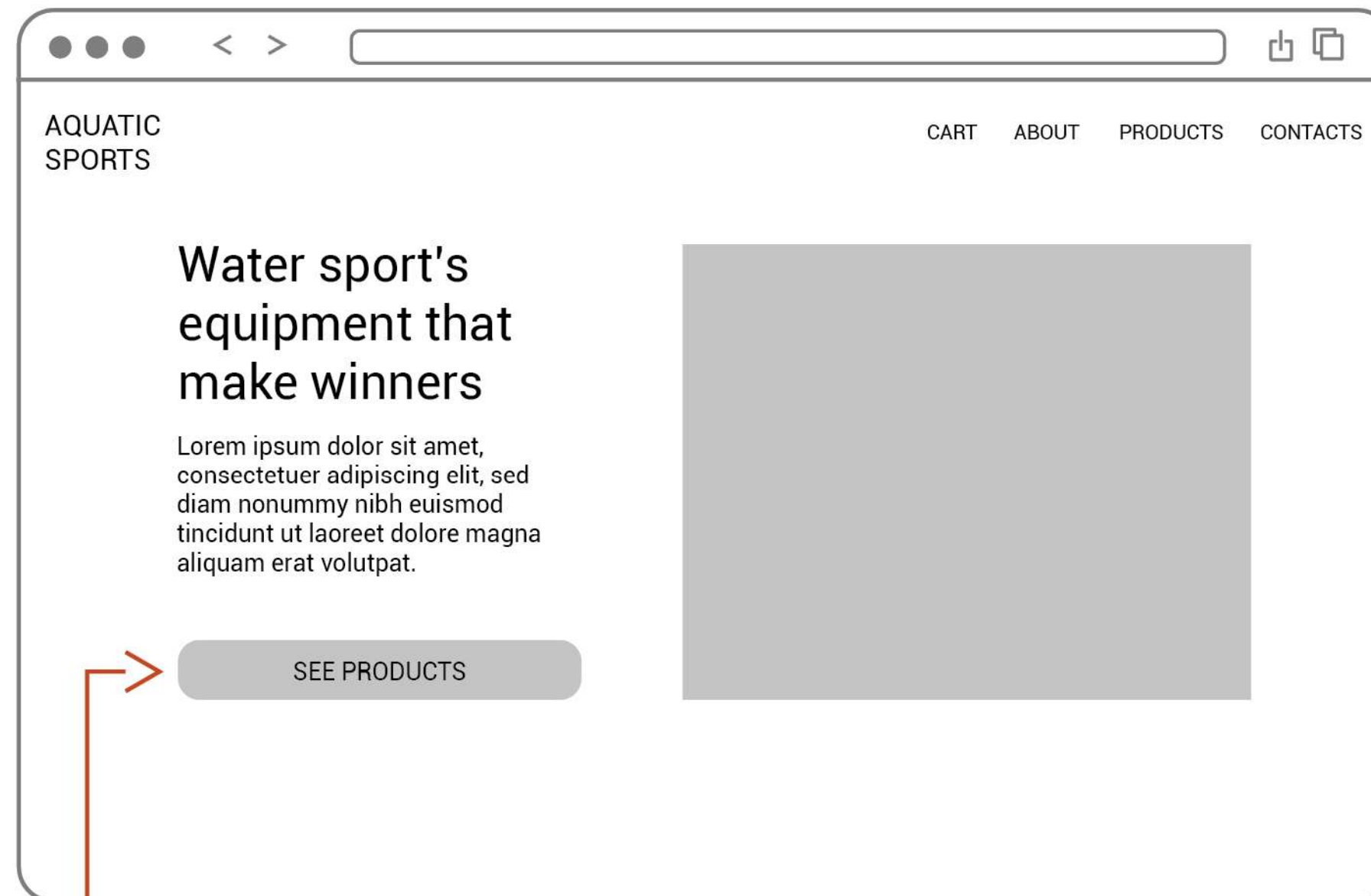
Product Page

Pictures of products

LOW FIDELITY PROTOTYPE WITH COMMENTS

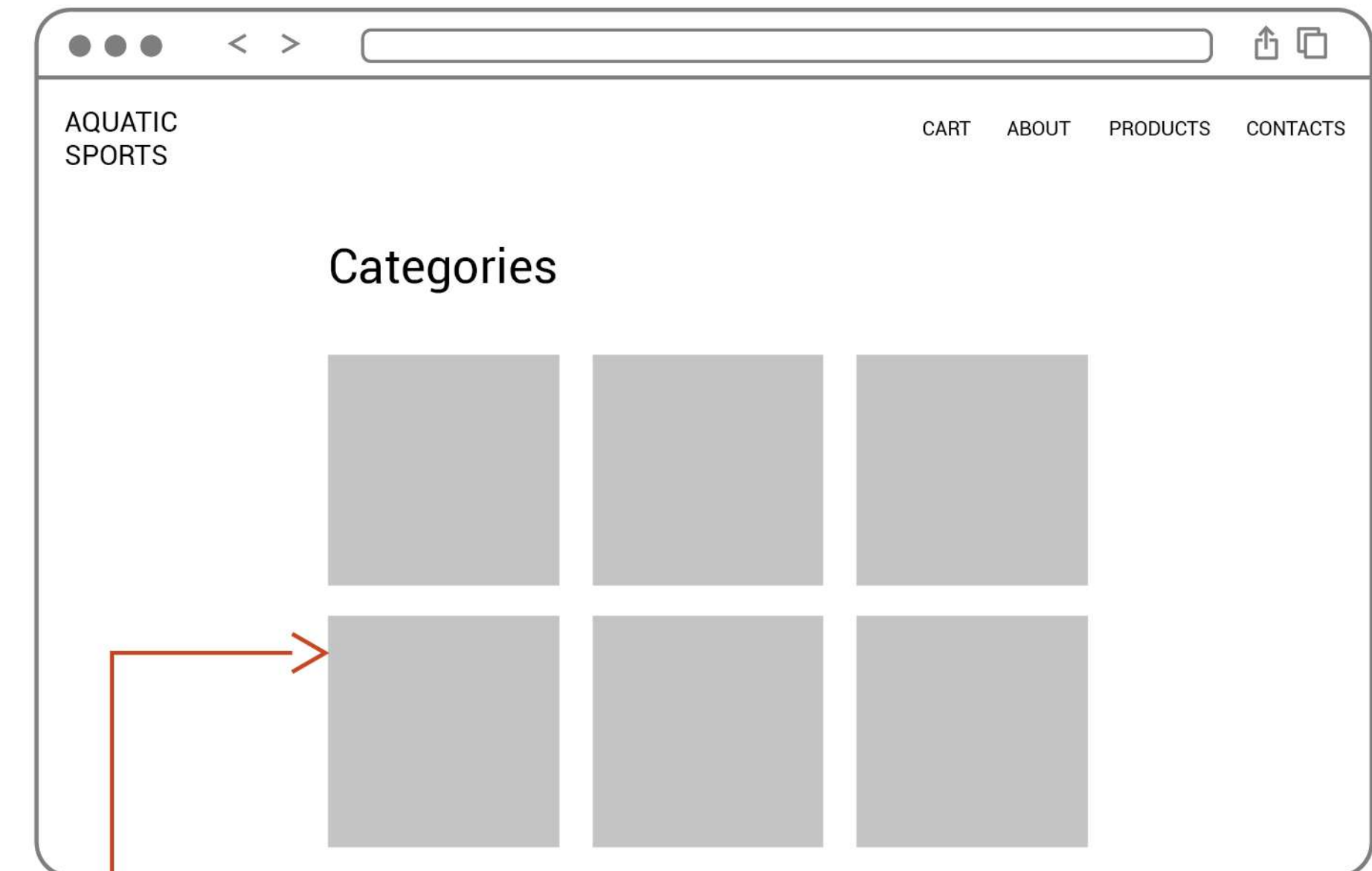
Possible solutions for website

HOME PAGE



Make smaller button
"See products" which
you can also call
shop, instead

PRODUCT CATEGORIES

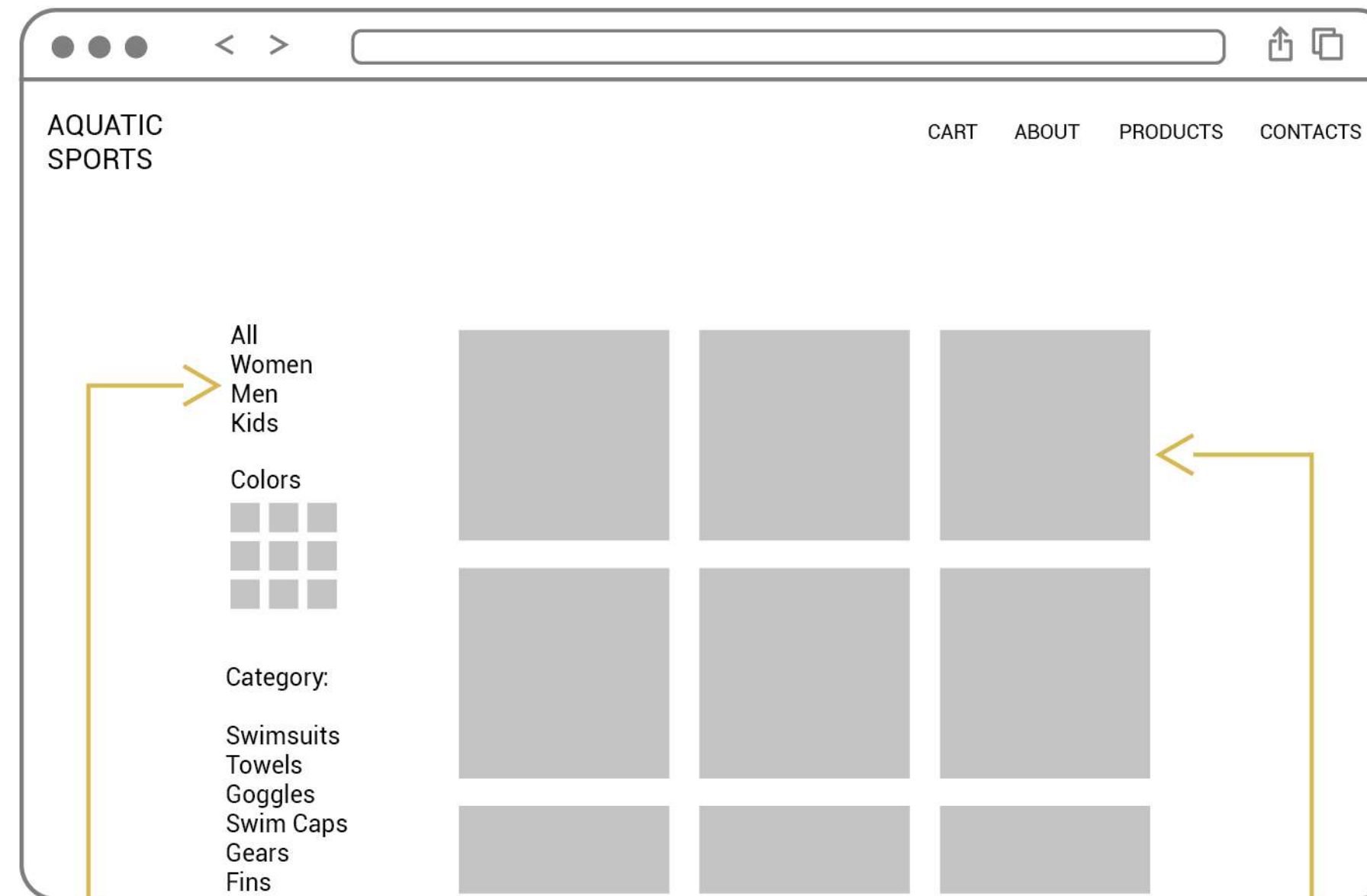


Need descriptions
under pictures

LOW FIDELITY PROTOTYPE

Possible solutions for website

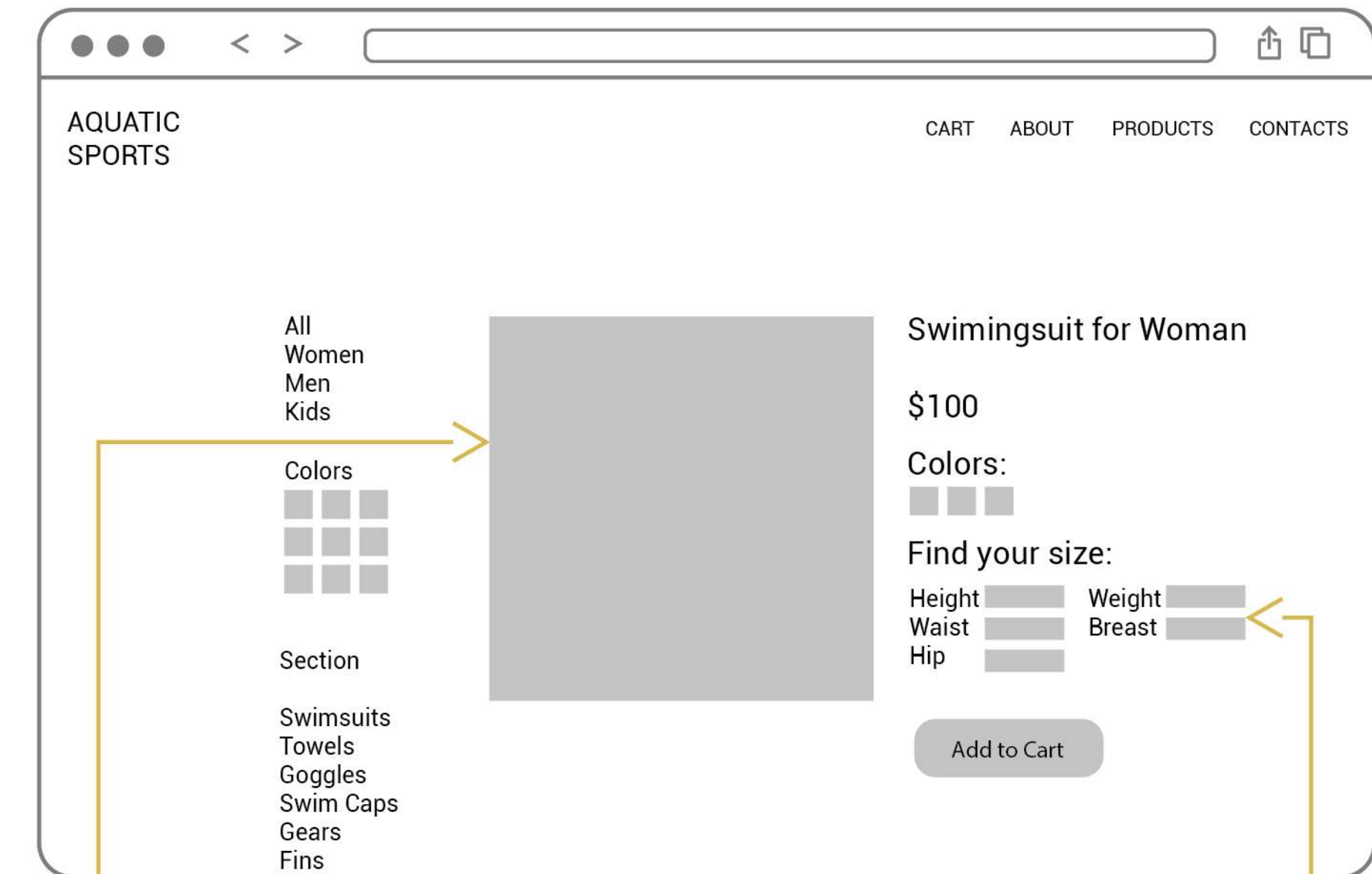
PRODUCTS BASED ON CATEGORIES



Categories that you can choose for easier navigation

Images of products

PRODUCT PAGE



Product picture

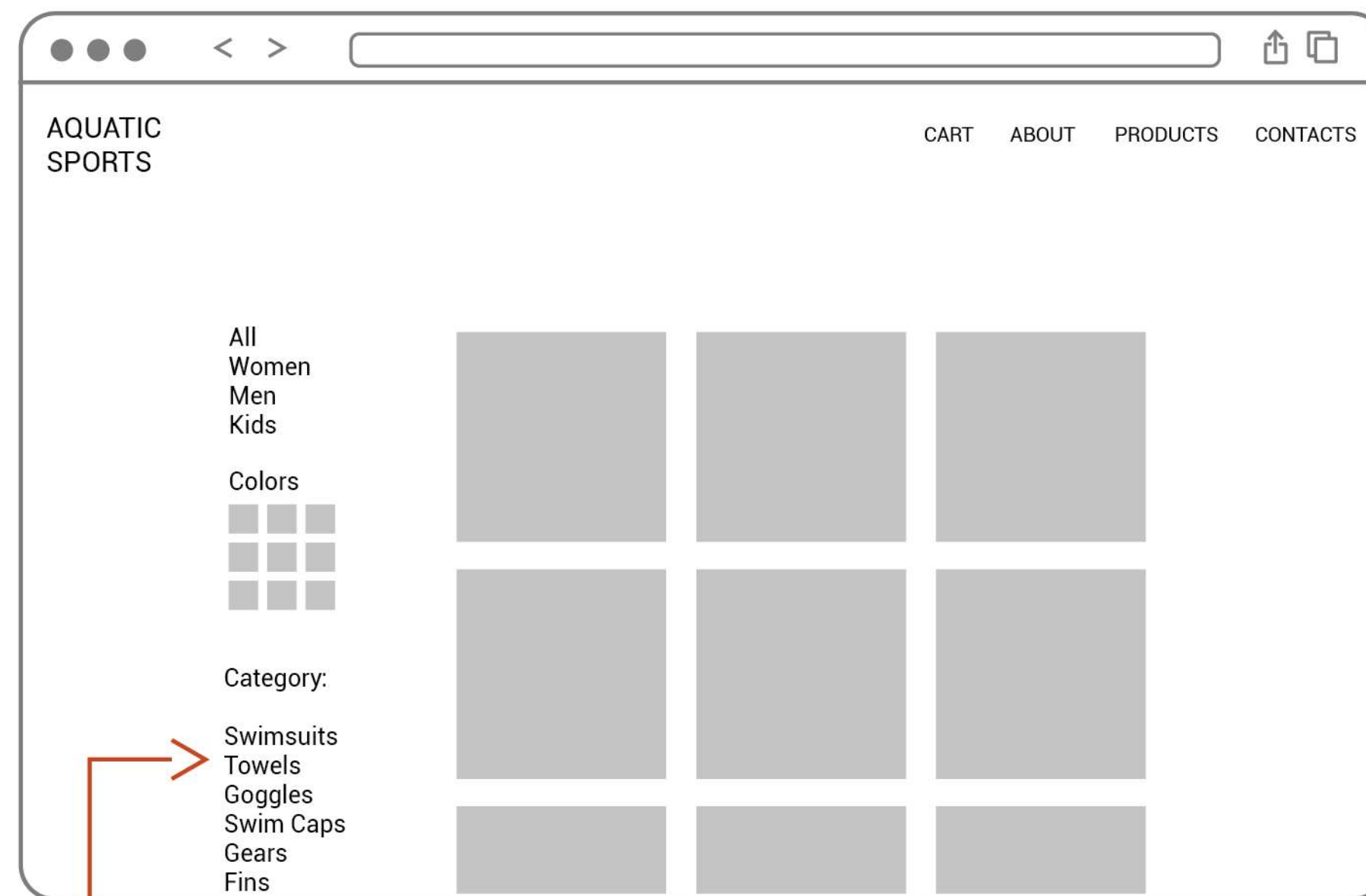
You can enter your exact measurements and they will send you the swimsuit based on that

17/23

LOW FIDELITY PROTOTYPE WITH COMMENTS

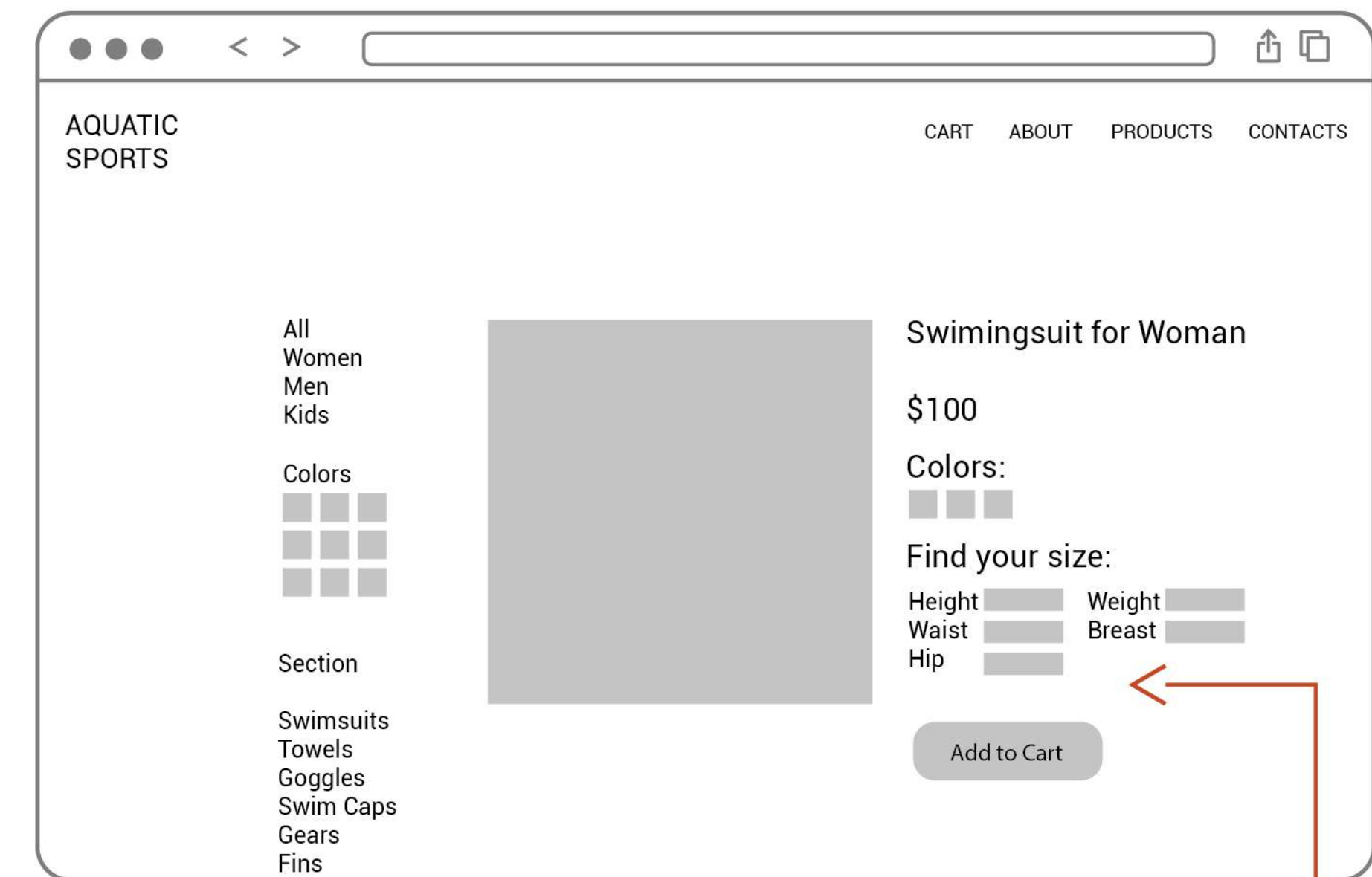
Possible solutions for website

PRODUCTS BASED ON CATEGORIES



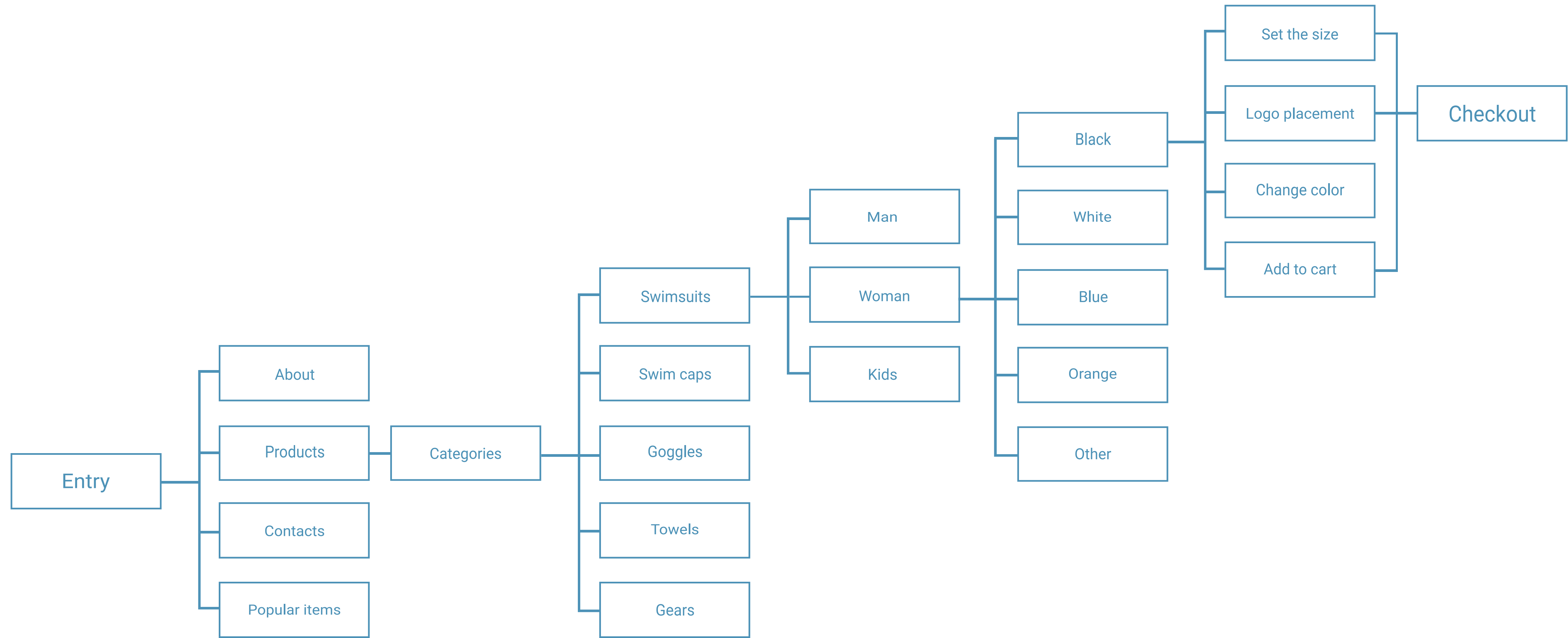
You can make the list be in order of most popular items to be on the top

PRODUCT PAGE



You can also have some other adjustments for products like logo placement for example

USER FLOW



FINAL DESIGN

STATIONARY

Aquatic Sports is a sport's company that is focused on selling different types of water sport's equipment, mainly sport swimsuits.

Our goal is to provide the best quality equipmet which is necessary for achiving the best results.

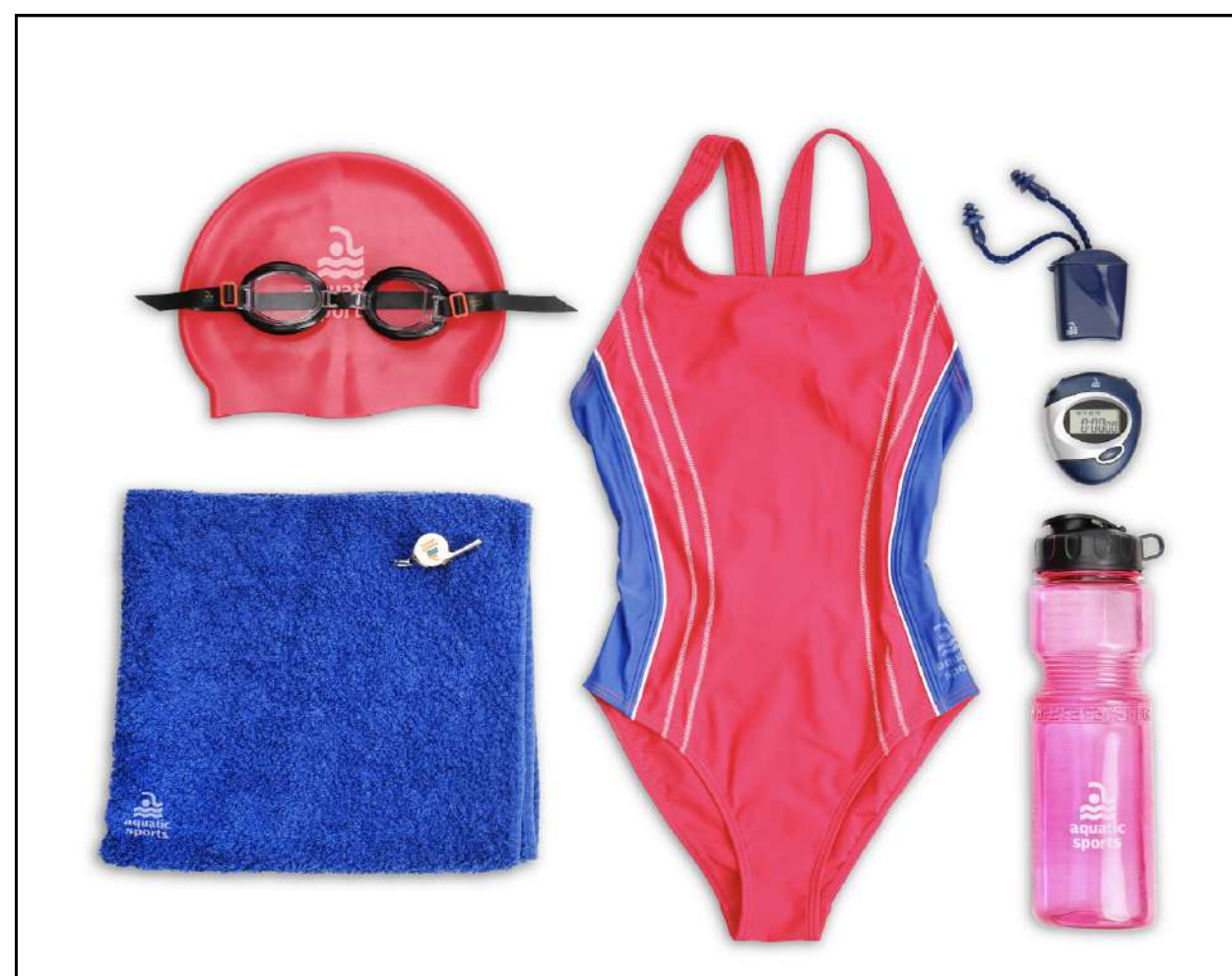


FINAL DESIGN

TOUCHPOINTS

Your job is to imagine and our to help you achieve your goals.

Aquatic Sports wanted to go a step forward and become a new, fresh, prestigious brand on the market with the outstanding quality of products affordable for everyone.



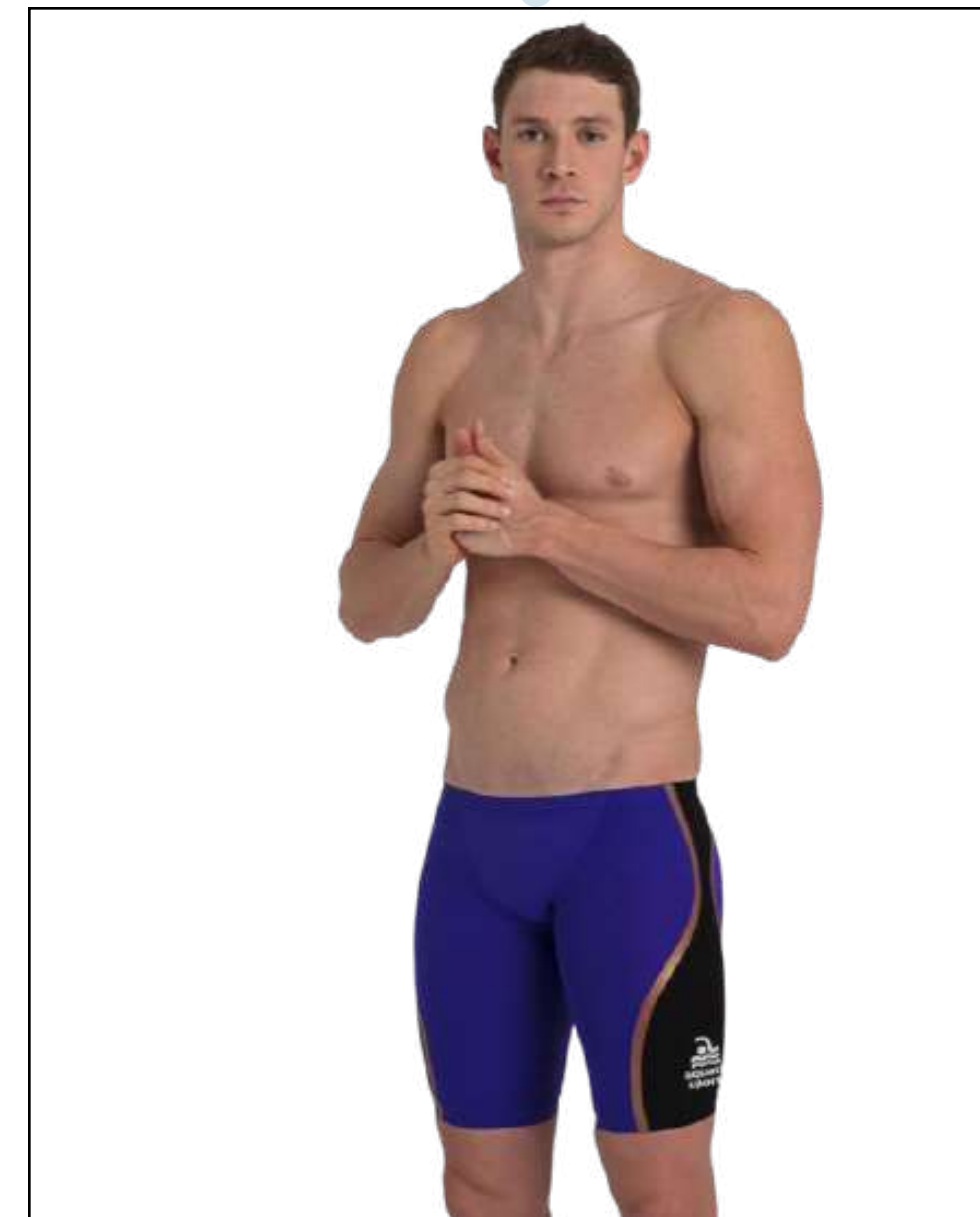
FINAL DESIGN

TOUCHPOINTS

Our professional swimsuits are made of PBT (polybutylene terephthalate), or texturized polyester that will last longer than any other swimsuit without losing its elasticity. This material provides resistance to chlorine, saltwater, flame, and color fading. Furthermore, it also provides high water resistance that allows water to only slide against this material which is important for providing faster swimming.



Women with side and front option for placing a trademark



Men swimsuits blue and orange

FINAL DESIGN

Website Design

23/23

