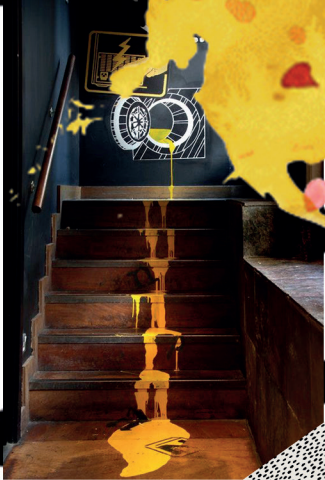


WE. **THE**
ORIGINALS



THINK
OUTSIDE
THE
BOX



COLLABORATE

DO WHAT
YOU LOVE

**YOU
WERE BORN
AN ORIGINAL.
DON'T DIE
A COPY.**

- John Mason



**DESIGN
YOUR
OWN
AVATAR**



The coronavirus pandemic has effectively hit a giant pause button on the world, causing all non-essential businesses to close their doors. The impact is evident across every industry resulting in the loss of jobs, income and customers, due to social distancing restrictions.

This inability to surround ourselves with other people has meant that the creatives amongst us have lost the ability to collaborate, leaving us longing for new ways to connect and forcing us to find new ways to be creative.

The rise of apps such as TikTok with 188 million downloads in 2019, even before the impact of Covid-19 (McKinsey, 2019) shows that interactive mobile applications are in high-demand, especially now with 47% of people spending more time on social media due to the coronavirus crisis (Ipsos MORI, 2020). With this in mind, We. The Originals is an innovative mobile application which combines gaming and social networking, in a ground-breaking new way.

The pioneering mobile application allows the user to create their own online portfolio and change the colour of the apps interface to suit their personality or mood, but the personalisation doesn't stop there - users are also able to use their creativity to design their own avatar for use in The Space, a virtual room which allows you to communicate with other users, view each others profiles and hopefully start exciting new projects, together.

In a world that feels so divided, we are passionate about creating the sense of a community within our application, one that allows you to connect, collaborate and create, all in the palm of your hand. The simple to use and innovative design makes it accessible to everyone and allows the user to embrace the evolving digital world like never before.

The Office of National Statistics (2020) has reported that Covid-19 has effected the wellbeing of 48% of people in Great Britain, with many of us finding new ways to connect with family and friends, therefore, we want our mobile application to become an effective coping strategy, as it provides a way to communicate with others, hopefully eliminating loneliness in these unprecedented times.

Our application also allows you to connect with creatives all around the world, utilising the sense of cohesion that has come from this global pandemic. We. The Originals has been designing by creatives, for creatives so we understand the demand for a safe, interactive space - one that suits our current climate, but also one that will continue to be relevant in the years to come.

Since we don't know what the future holds in terms of social distancing, this dynamic mobile application design is the voice of the new generation, giving us the ability to adapt and evolve the app to react to the changing landscape of connectivity.

Just as we do as people, our app fits in to our expanding technical world, by **standing out**.

**MOBILE
APPLICATION**



**VIRTUAL
COMMUNITY**

**WE. THE
ORIGINALS**

**LIKE
MIND
CREATIVES**



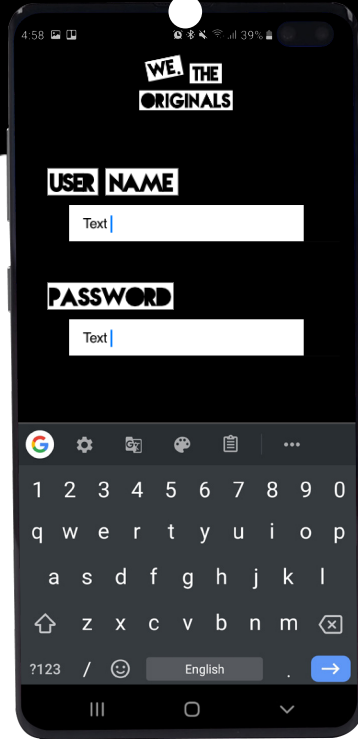


WE. THE ORIGINALS



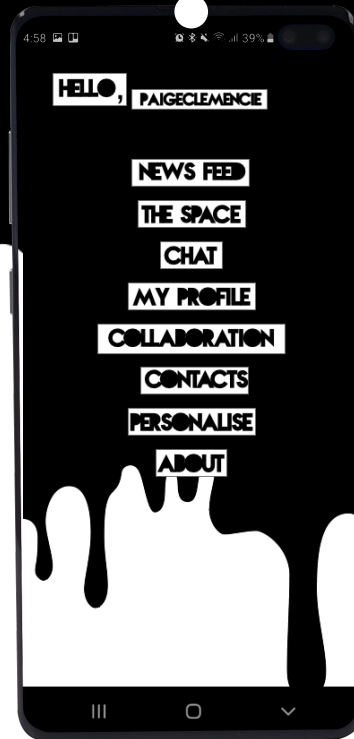
BECOME AN ORIGINAL

CREATE YOUR OWN ACCOUNT, WITH YOUR OWN LOGINS TO ENTER OUR WORLD.



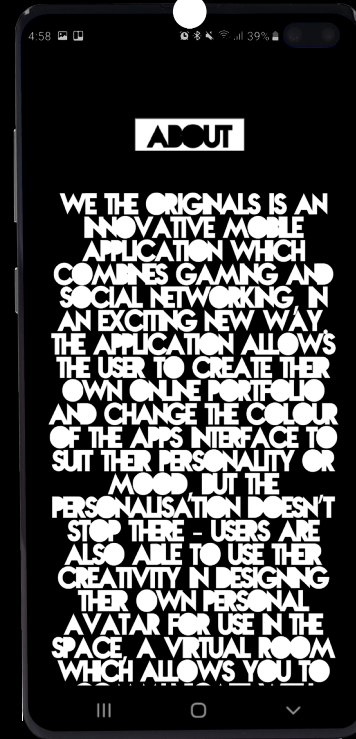
WELCOME HOME PAGE

WHERE DO YOU WANT TO GO FIRST?



ABOUT US

WHY OUR COMMUNITY OF CREATIVES IS RIGHT FOR YOU!



CONTACT

OUR IN-BUILT MESSAGING/ CALLING SYSTEM ALLOWS YOU TO KEEP IN TOUCH WITH YOUR CONTACTS



WE. THE ORIGINALS

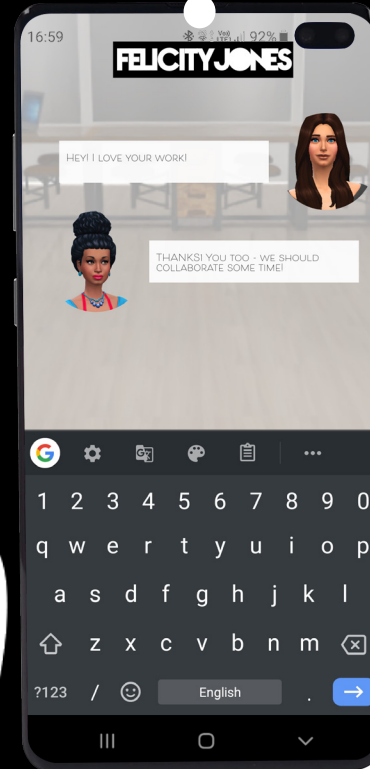
PERSONALISE

JUST LIKE YOU - OUR APP CAN BE PERSONALISED TO MATCH YOUR PERSONALITY



WE LOVE ORIGINALITY

- THE CLUE'S IN OUR NAME! SO WE'VE MADE IT POSSIBLE TO CREATE YOUR AVATAR TO SUIT YOUR OWN PERSONAL STYLE.



MAKE FRIENDS

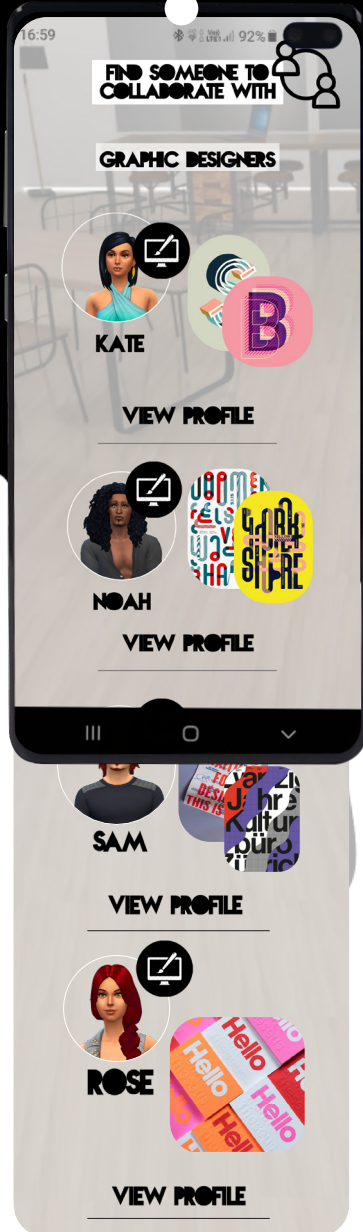
SEEN SOMEONE YOU WANT TO CONNECT WITH IN THE SPACE? SEND A CONNECTION REQUEST, A MESSAGE OR VIEW THEIR PROFILE.



WE. THE ORIGINALS

COLLABORATE

COLLABORATING HAS NEVER BEEN EASIER IN THE DIGITAL WORLD - MUCH LIKE A DATING APP, ENTER WHO YOU ARE AND WHAT YOU'RE LOOKING FOR & LET OUR ALGORITHM DO THE REST!



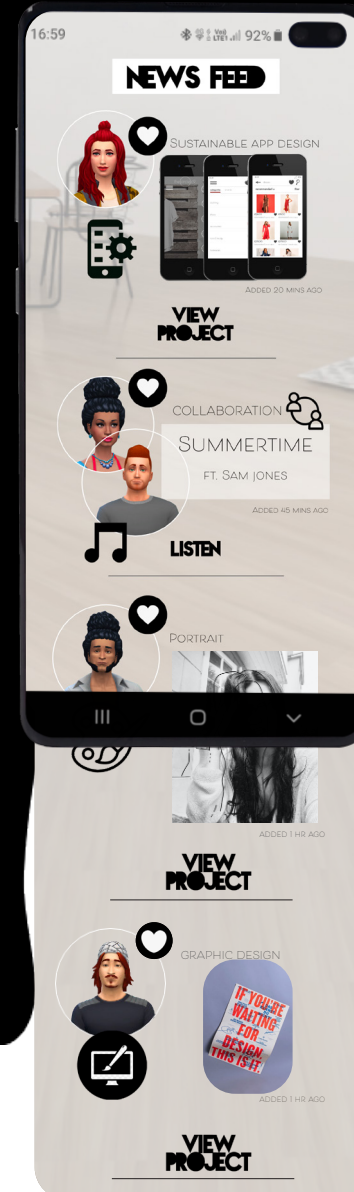
VIEW USERS PROFILES

SHARE YOUR LOCATION & ALLOW PEOPLE TO CONNECT AND CONTACT YOU TO ARRANGE COLLABORATIONS.



SEE WHAT'S NEW

ADD WORK TO YOUR PORTFOLIO & IT WILL APPEAR ON THE NEWS FEED FOR EVERYONE TO SEE!



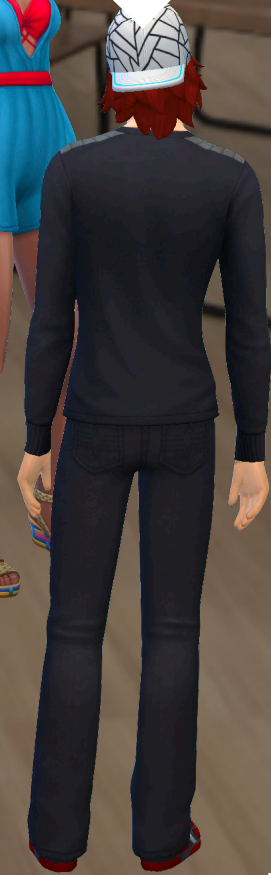
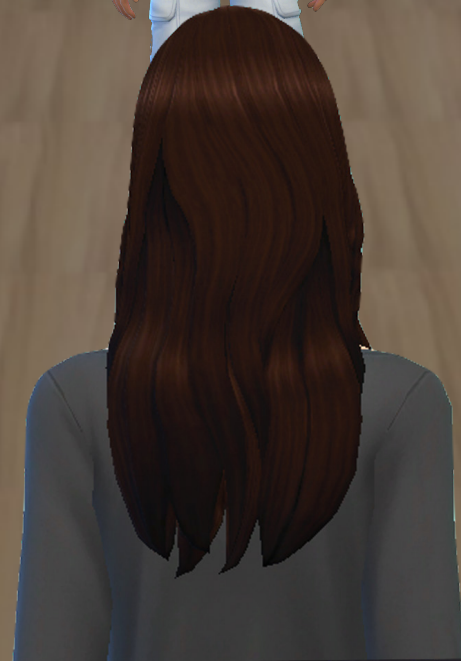
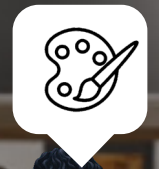
SHARE YOUR WORK

ADD YOUR OWN WORK TO YOUR PROFILE - OTHER USERS CAN VIEW, COMMENT & SHARE THE LOVE.



WE. THE ORIGINALS

WELCOME TO THE SPACE

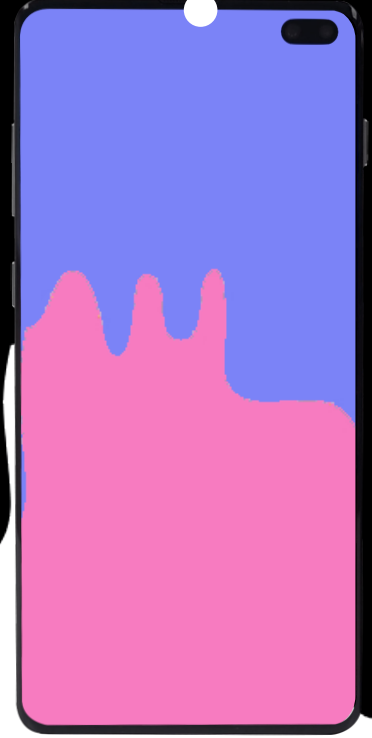
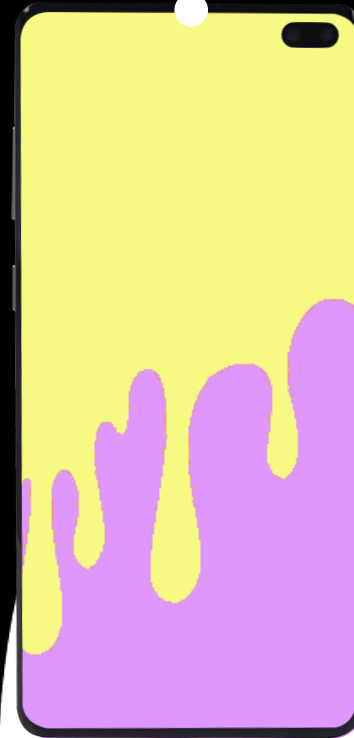
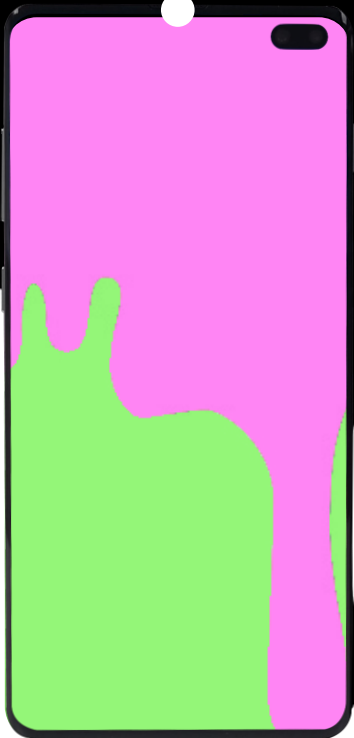
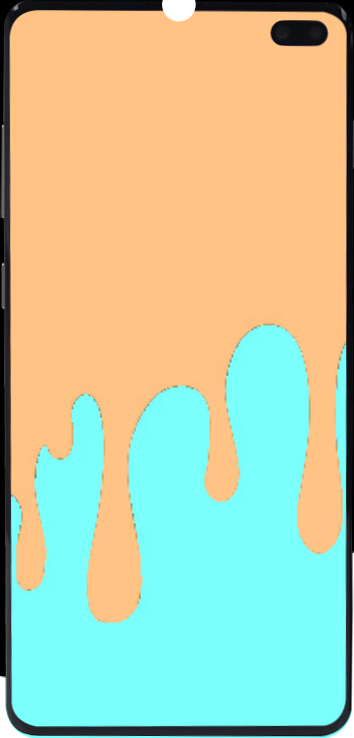


WE. THE ORIGINALS

EMBRACE YOUR ORIGINALITY

JUST AS YOU CAN DESIGN YOUR OWN AVATAR, YOU CAN ALSO CHANGE THE COLOUR SCHEME OF THE APP'S INTERFACE - DEPENDING ON YOUR STYLE, PREFERENCE OR EVEN MOOD.

HOW'S THAT FOR PERSONALISATION?



WE. THE ORIGINALS

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WE. THE
ORIGINALS