

Alejandra **Barahona**

Final Presentation

Major Project

MA Web Design and
Content Planning'22-23
University of Greenwich

www.amigatalk.com/ Twitter Description

A Free Resource Website created to teach the different emotions in young Colombian women.

TEACH

EMOTIONS

MENTAL HEALTH

Business and Cultural context

This project was developed through the idea of learning to discover your emotions and feelings. On this website, we want you to feel as if you were talking to a close friend.

Target Audience/ Commodity

Women aged 15 to 24 or older living in Colombia

Parents with daughters

Friends with female friends between 16 to 24

Name: Maria Suarez



Age: 18

Location: SPAIN

Education: SECONDARY SCHOOL

Job: STUDENT

Family: DVORCED PARENTS

Bio/Scenario:

Maria Suarez is a student with self-esteem problems, affecting her academic performance. She often compares herself to other girls her age and doesn't understand why it's hard for her to get high school grades, making her feel frustrated.

Goals:

Maria wants to learn to manage her frustration and compare herself with others

Motivations:

One of her main motivations is to have a better quality of life and more friends.

Frustrations:

The frustration of comparing yourself with others and getting good grades

Brands:

She is a starbucks lover

Name: Fernando Garcia



Bio/Scenario:

Fernando is a 22-year-old boy studying at the University; he has two sisters, one older than the 25-year-old and the other younger than the 20-year-old. Fernando has always had a good relationship with his sisters and is very concerned about them. However, lately, he has noticed that his little sister has had drastic weight changes.

Goals:

One of Fernando's biggest motivations is to understand why his sister has such drastic changes in weight and why she is hiding in her room.

Motivations:

Fernando's primary motivation is to be able to help his sister

Frustrations:

One of Fernando's frustrations is that he doesn't know how to approach his sister to talk to her.

Brands:

Fernando is a fan of anime and video games

Age: 22

Location: BOGOTA, COLOMBIA

Education: UNIVERSITY

Job: STUDENT

Family: PARENTS AND 2 SISTERS

Name: Juliana Martinez



Bio/Scenario:

Juliana is a single mother with a 16-year-old daughter who is very rebellious and does not follow her rules. Juliana does not correct her daughter from her and let her do what she wants since she feels guilty that the young man does not have a parental reference

Goals:

The main objective is to learn to understand your daughter and how to help her with the feeling of abandonment.

Motivations:

The main motivation is to have better communication with her daughter

Frustrations:

One of her frustrations is that in Latin American society, hiring a psychologist is highly frowned upon, which is why she wants to start with small steps.

Brands:

She likes to read psychology books by Walter riso

Age: 44

Location: LA PAZ, BOLIVIA

Education: FEDERAL UNIVERSITY

OF LA PAZ

Job: ACCOUNTANT

Family: SINGLE DAD

Overview/ Firmnes

Hosting Clook

Domain Goolgle

CMS Word Press

What if amigatalk is a person?

Friendly & Open-minded

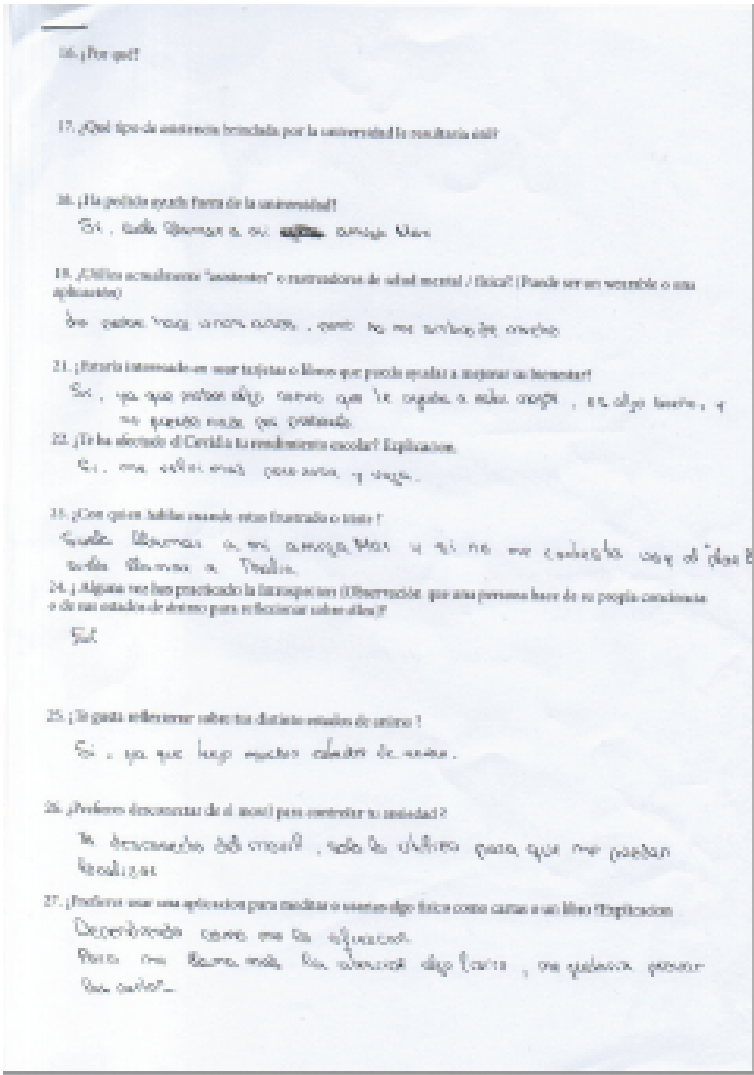
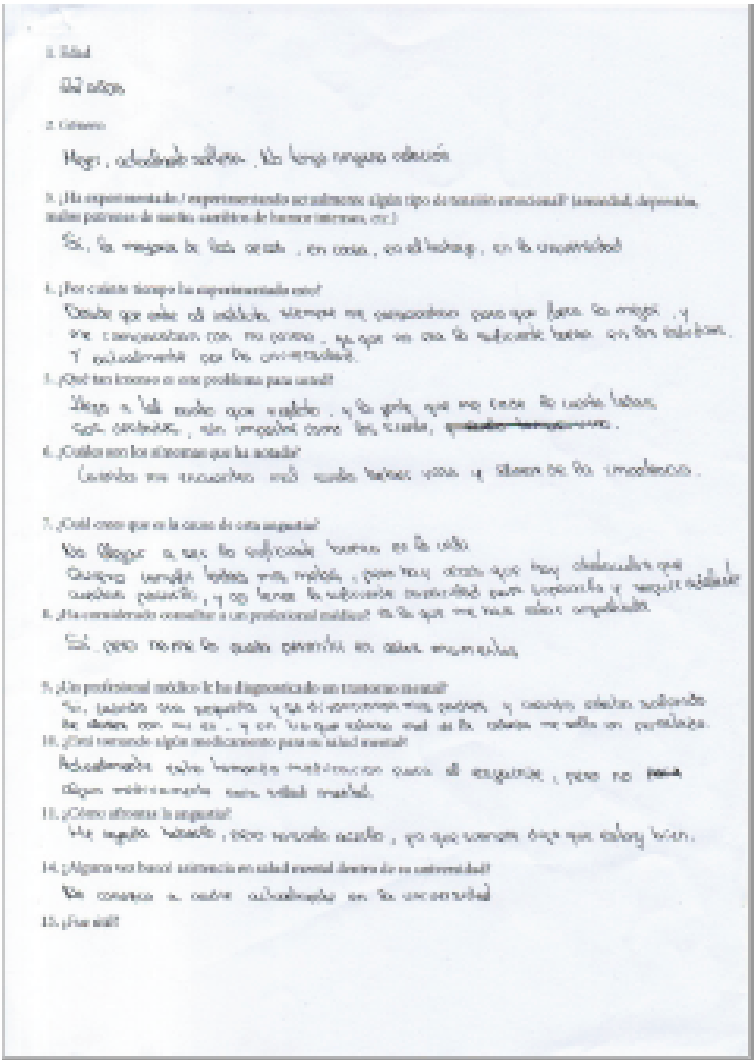
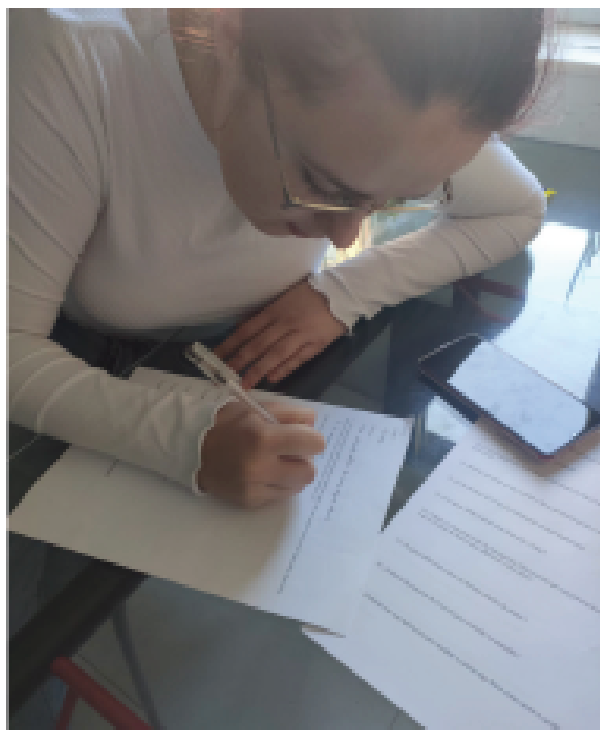
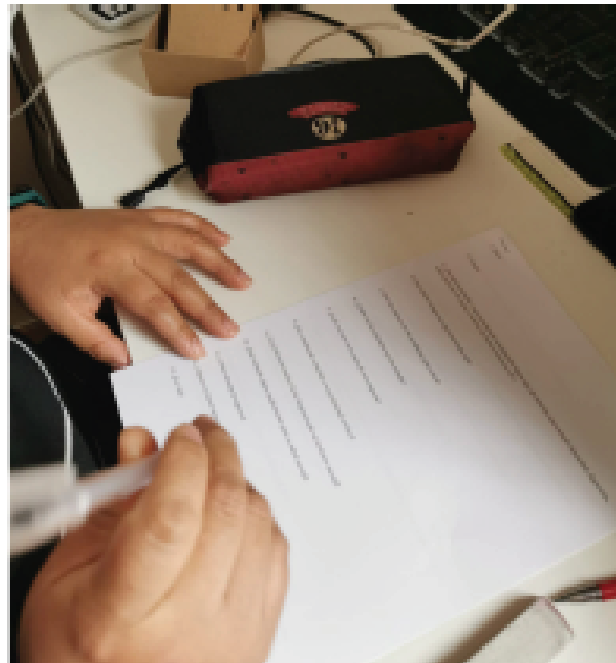
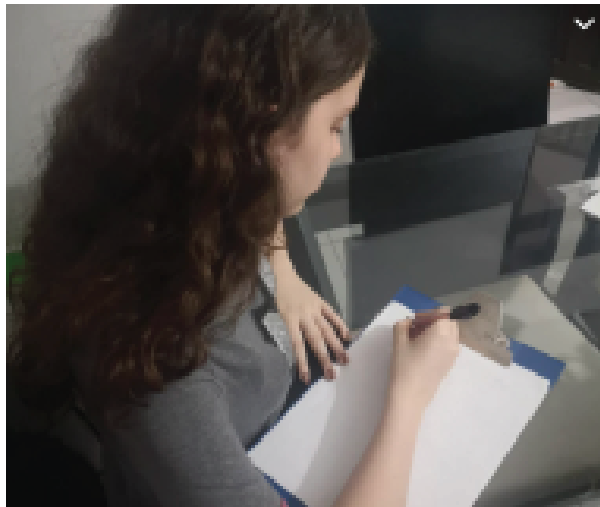
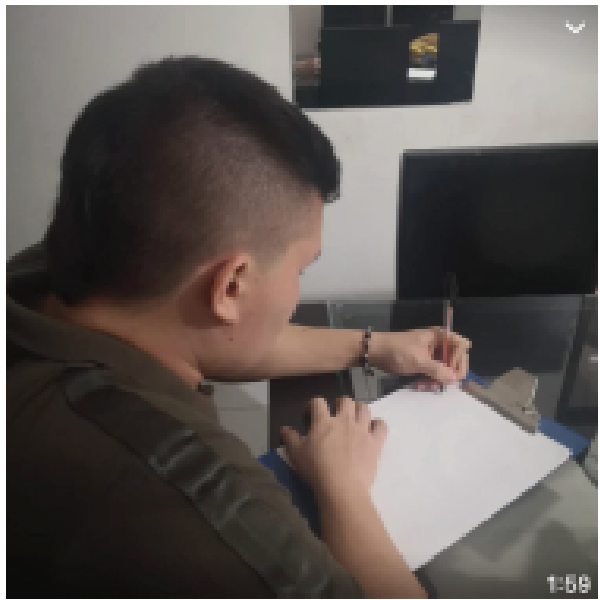
Sincerity & **Encoraging**

Creative & Playful

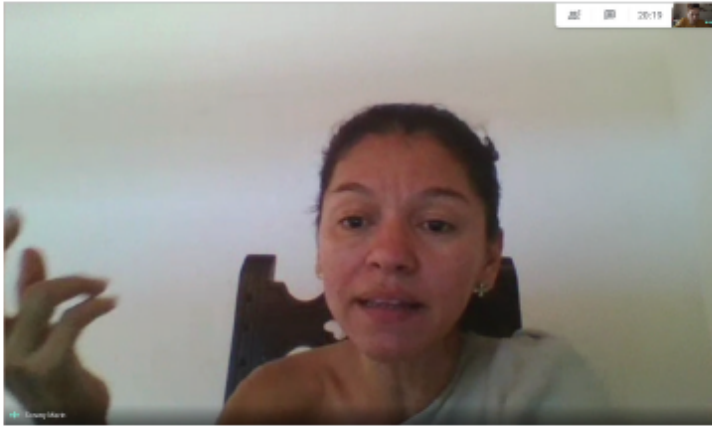
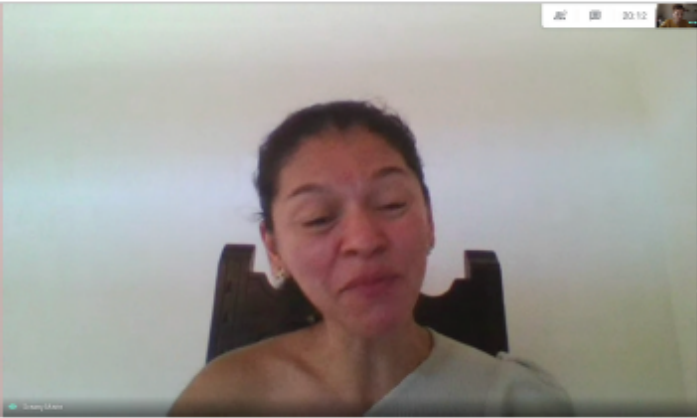
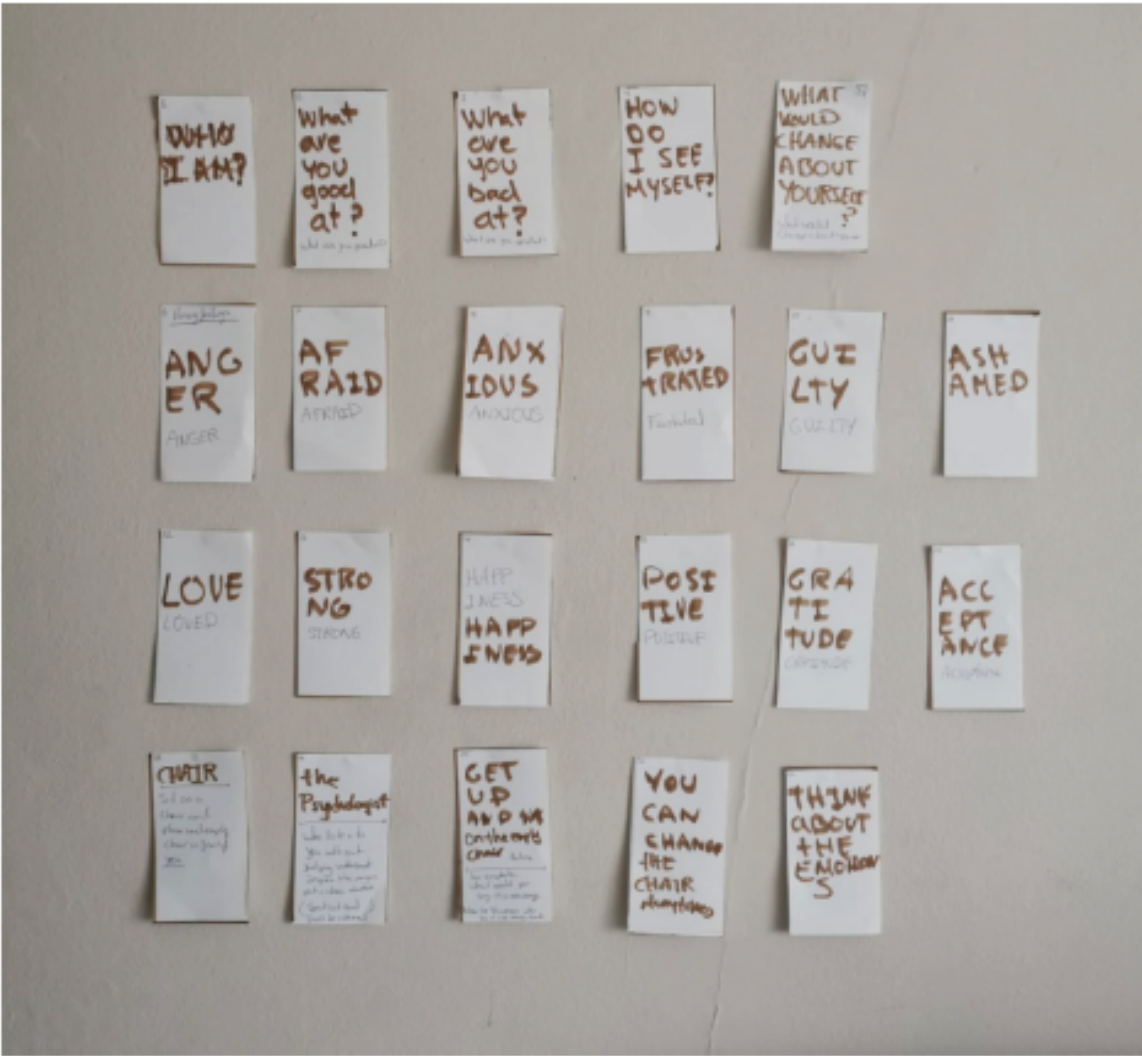
FIRST START WITH THE CONTENT



Content First

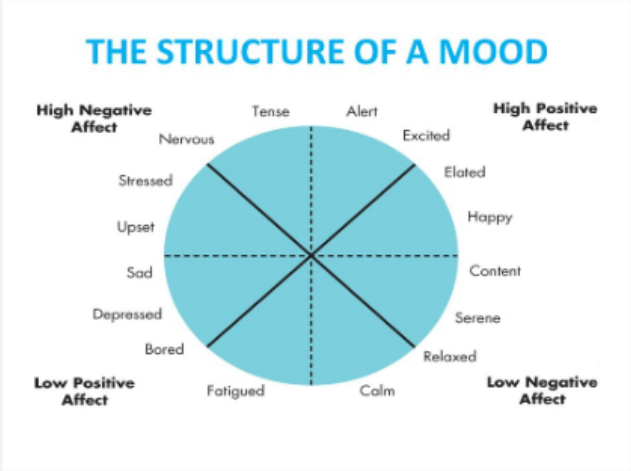


Content First



Amigatalk.com

Amigatalk



NEGATIVE

hate
sadness
shame
guilt
anger
fear
regret

POSITIVE

love
pride
joy
happiness

NEUTRAL

empathy
hope
surprise

POSITIVE

love



joy



NEUTRAL

empathy



surprise



pride



happiness



hope



bored



NEGATIVE

anxious



anger



guilty



hate



shame



sad



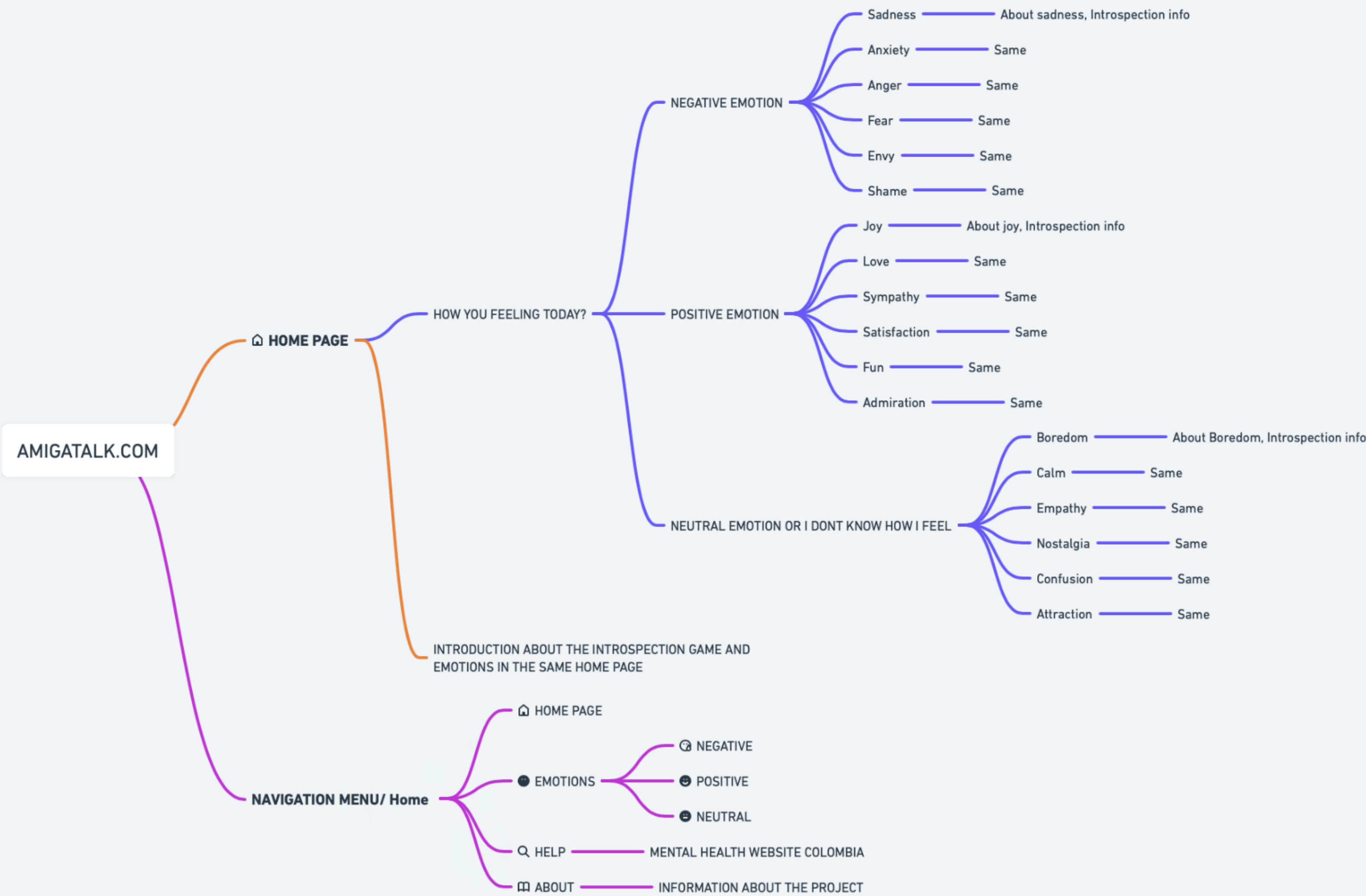
loneliness



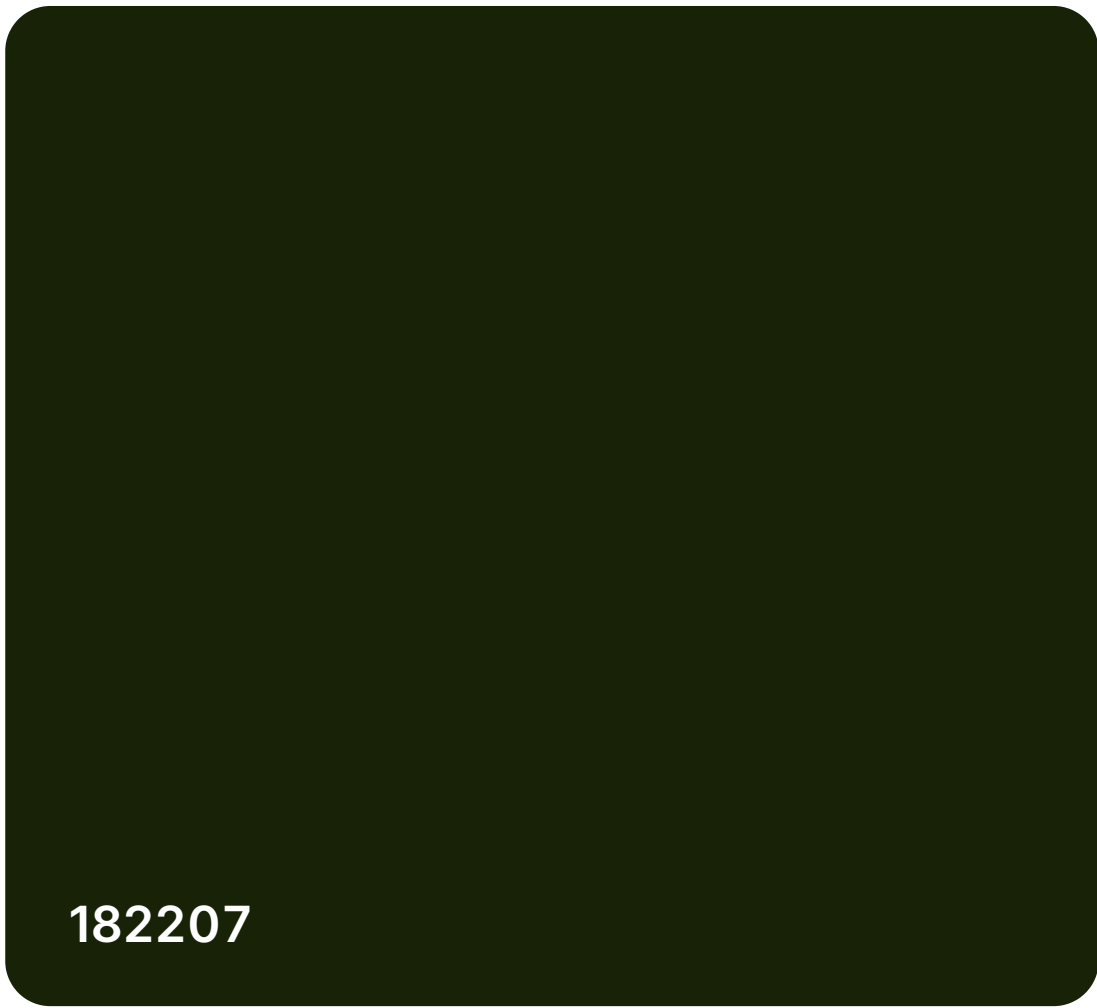
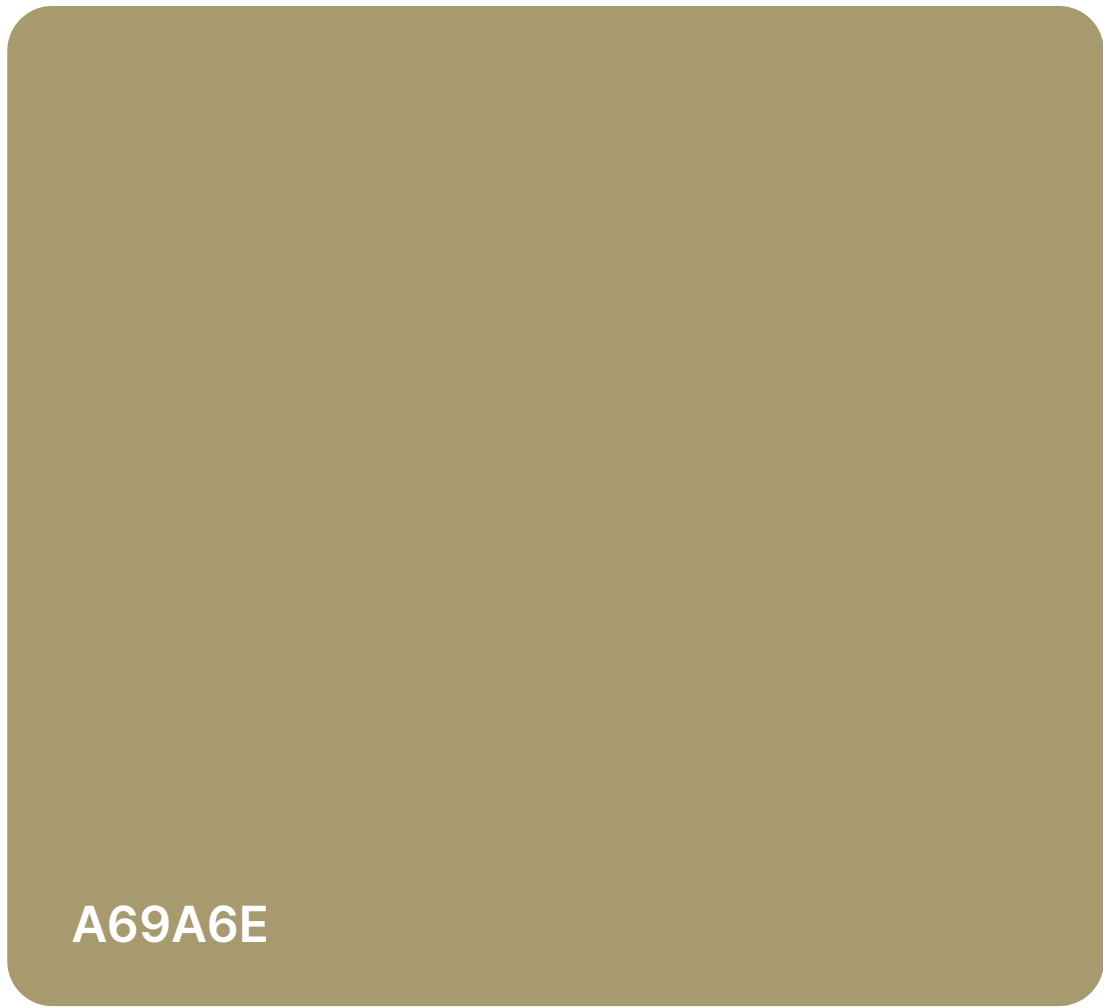
frustrated



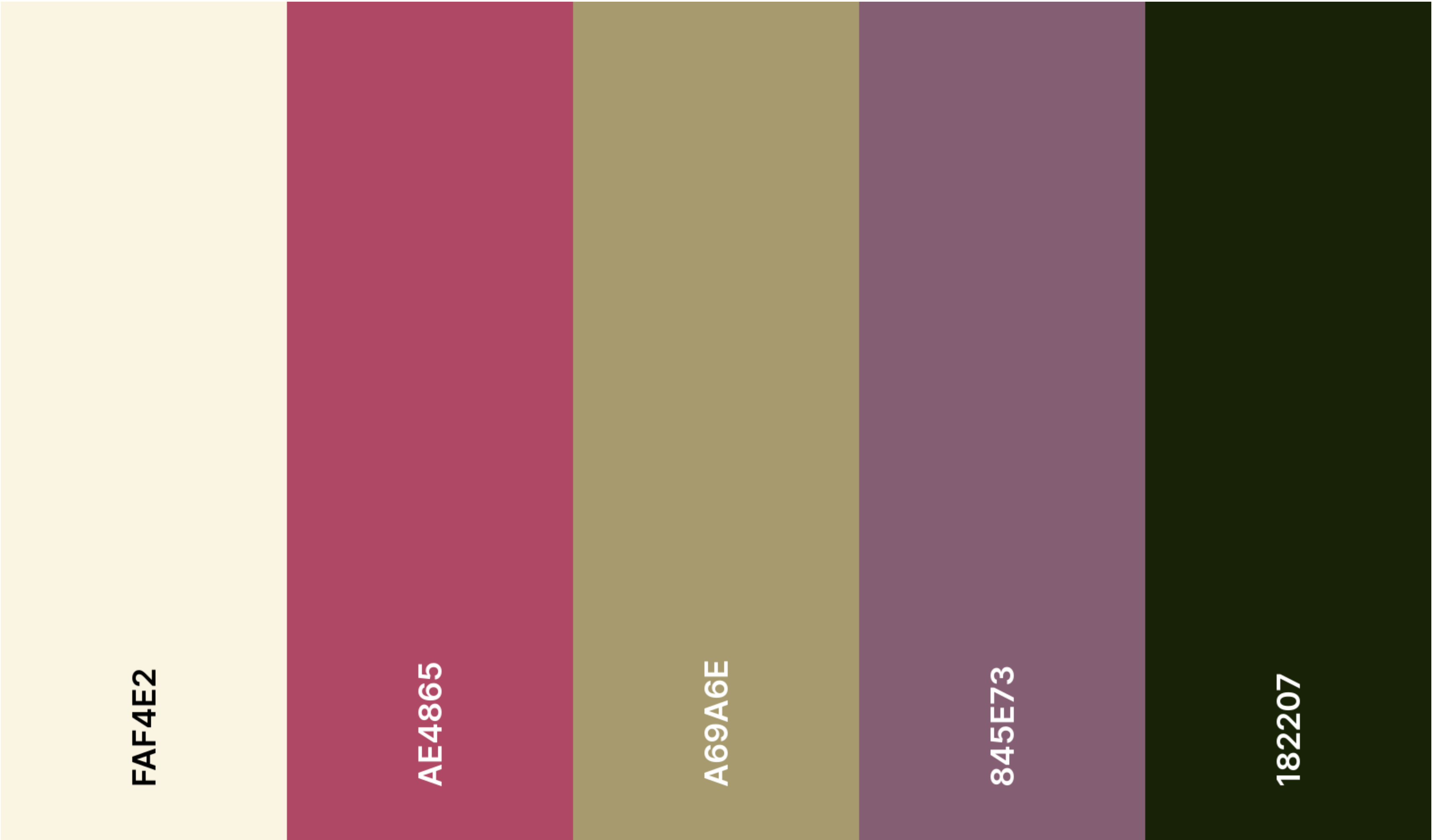
Mind Map



Colour scheme



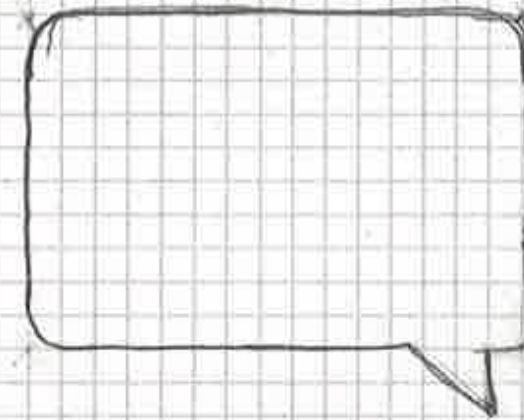
Final colour scheme



Design the Logo

Gridi /A4/Lines/3mm

Project amigatalk
Date 30/08/23



→ Bubble Speech
(talk)



→ Pinky Promise
(Hands)

Design the Logo

Amigatalk



NOTO SANS for body and
h1,h2,h3

#AE4865

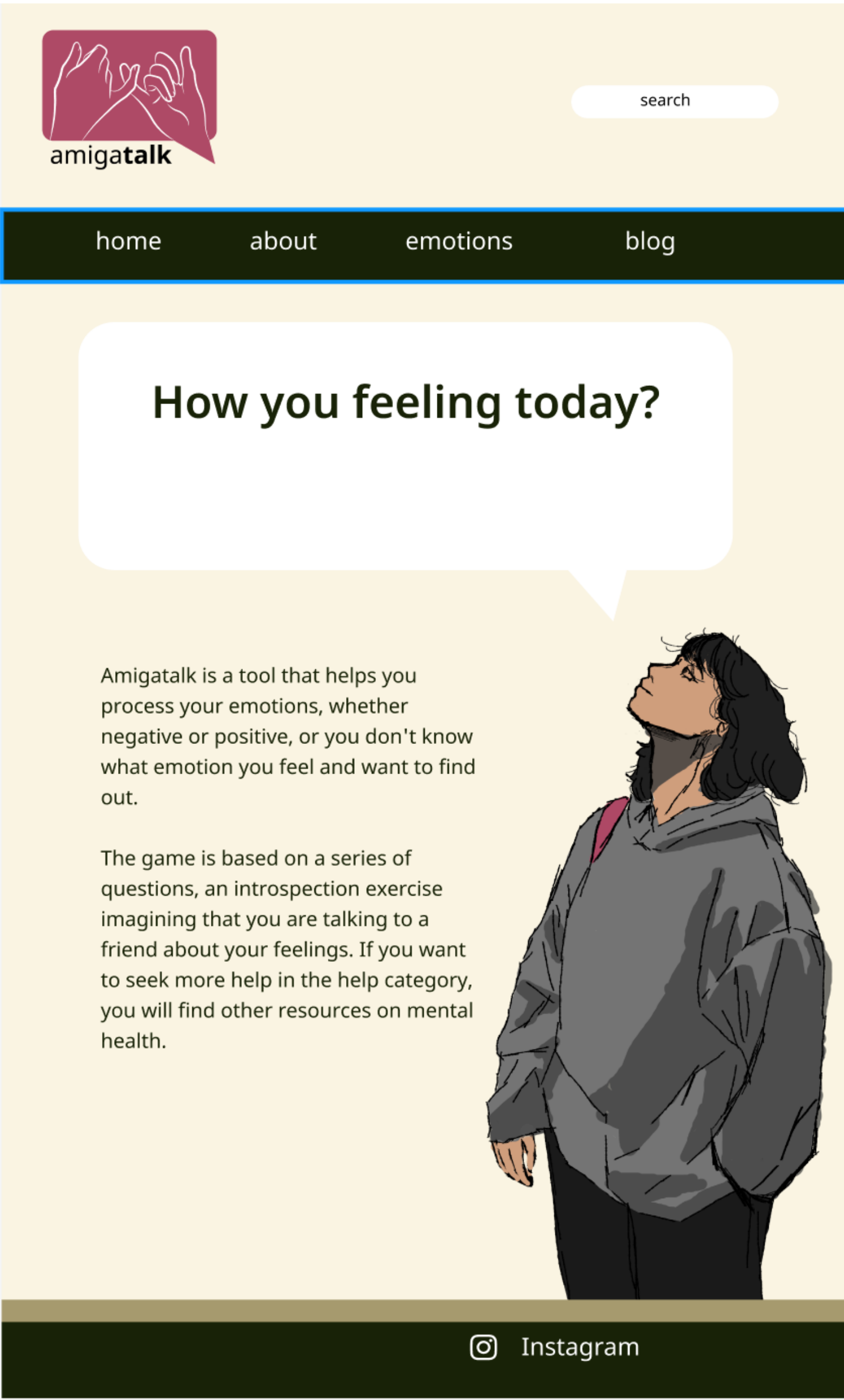


Design Illustrations

Amigatalk



Design the Home



I am still working on

Amiga**talk**

WP Theme edits/ Home Page

Accesibility and SEO

Translations

Writing Report



Thanks

MAJOR PROJECT

Final



barahona.co.uk