Section 1

Cloud Line

a bold weather app

Cloud Line

Concept

Cloud Line, a weather app inspired by Keith Haring, combines bold strokes with key weather details and an added focus on environmental insights, such as daily carbon footprint data. The app's design brings energy and awareness together, making weather updates both visually engaging and impactful.
It is a student project for my BA in Digital Design at Vakalo Art & Design College

Supervisor: Chryssa Gagosi

App Icon

The name "Cloud Line" plays on the idea of a "hotline" but for weather, offering quick, essential updates with a sleek, stylish edge. The design centers around bold strokes and lines, which not only define the visual structure but also enhance clarity and impact, making weather information both engaging and easy to navigate.

Persona

"Art should be something that liberates your soul, provokes the imagination and encourages people to go further."

Keith Haring

Age	31
Education	School Of Visual Arts
Location	New York, USA
Occupation	Artist

Keith Haring is an American artist known for his bold, vibrant art and iconic symbols like dancing figures and radiant babies.
His work, seen in public spaces from subways to murals, combines creativity with activism, addressing issues like AIDS, racism, and LGBTQ+ rights. Haring's mission to make art accessible to all keeps him a lasting and influential figure.

- Creative
- Playful
- Activist
- Optimistic

- Andy Warhol
- Street Art
- Friends

Goals

- Bold, playful designs
- highlight environmental issues like climate change
- Access real-time information for planning outdoor activities and projects
- notifications for changes in weather, like heavy rainfall

Pain Points

- Neglect of environmental issues
- bland weather updates , lacking creative illustrations that make the information more engaging
- complex meteorological terms that can be confusing
- struggle to find important information quickly

Moodboard

Guidelines

Colors

#FEFDFF #141414

#FFB95D #007EA7 #7CB656

SF PRO Font

Bold Aa **titles**

Regular Aa subtitles

Light Aa text

Icons

Wireframes

Interactive stack of cards

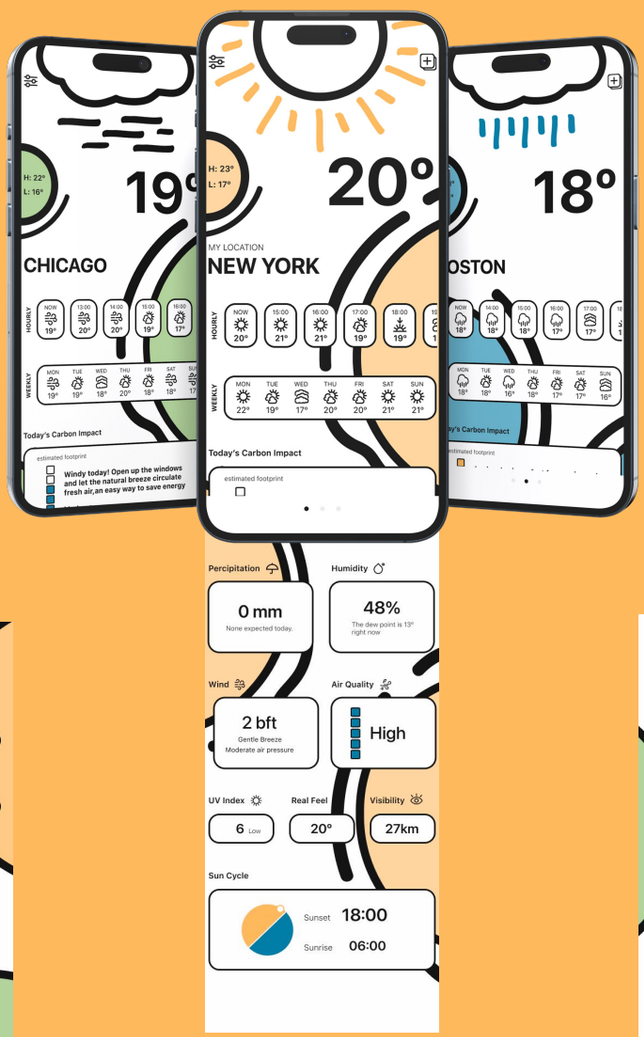
Search Page

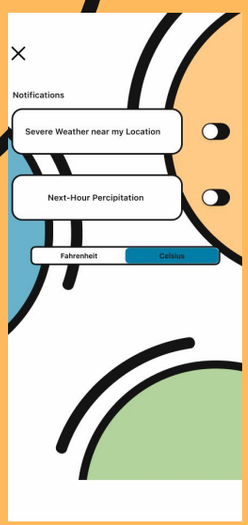
Weather Page

slide to see the rest

Cards with eco-friendly tips opens up on tap

Design





app settings

weather pages

search and locations

Prototyping

Let's see how it rolls

Here you see how the cards with the eco-friendly tips work

Thank you