

Task

Design **Socrates**, an AI-powered app that helps users refine their ideas to create extra value and prepare them for securing initial funding. The app (available on both web and mobile) guides users through a conversational chat interface while also offering additional resources via a sidebar and menu icons. The goal is to offer a solution that is user-friendly, professional, and inspiring for early-stage entrepreneurs.

Design process

1. Research

What is an early stage entrepreneur? What is the initial funding for startups? How to get initial funding if you are an early stage entrepreneur? How to secure pre-seed funding for your startup?

2. Market Research

Are there any competitors? What are their key design features?

Inspiration / Moodboard:

<https://asana.com/>

<https://www.venturekit.ai/>

<https://www.liveplan.com/>

<https://thecrowdfundingformula.com/>

<https://evernote.com/>

3. Target audience

Early stage entrepreneurs from small business to large company entrepreneurs.

4. Design research

What are best colors, fonts, icons for fintech? What features are generally included on all fintech and AI-powered apps? Compare the features used in competitor's websites.

5. Prototyping

Understand user journey. Design high-fidelity responsive mockups (Components, sidebar, icons). Mobile first and then Desktop. Test usability. Make iterations needed.

6. Colors used

Green is associated with money and finance.

Purple represents conveying luxury and confidence.

Yellow represents innocence and purity. Using yellow can produce a cheerful effect.

A **strong contrast** between colors, typography, and background elements to create a powerful visual.



Gradient Mesh
for background

7. Fonts used

Neue Haas Grotesk Display Pro for titles

Open Sans for subtitles and body copy

8. Figma links

https://www.figma.com/proto/211ZrL6sXjQkicj2zMNexX/Aem_Mobile_Event_App?node-id=1890-20895&t=40Cgb0pXGFyfhS7u-1

https://www.figma.com/proto/211ZrL6sXjQkicj2zMNexX/Aem_Mobile_Event_App?node-id=1912-19979&t=40Cgb0pXGFyfhS7u-1