

Logo 2.0 Requirements

Last modified: 02/22/2015 by Stefan George

Target Release	Along with iOS and Android 2.0 App
Document Status	Final
Document Owner	Stefan George
Team	Jack Zheng (Design Lead), BMI (Outsource design team)
Developers	N/A
QA	Stefan George

Background and Strategic fit

We think a modern logo that resonates with Terminus’ latest strategic and technological shift. This can be our key introduction to GenZ’s market.


Customer Research

98% of interviewees agreed that the current logo looks confusing and reminds them of a knockoff Tesla.

Requirements

#	User Story	User Story Description	Priority	Notes
1	A logo that looks techy	Users would like to see a logo that reminds them of tech.	Must	
2	Brand visual identity?	An executive would like to know if there will be all sorts visual identities for different products, such as gift bags, ID badges, etc.	Must	<ul style="list-style-type: none">Already added to agenda to the outsource design team.

Design

Description	Design 1	Design 2	Design 3
Mockup			

Questions

A list of questions to be addressed as a result of this requirement document.

Question	Outcome
Logo format?	The logo will come with some commonly used formats, such as SVG, PNG, PSD, etc.

Change Log

A list of changes that has been made so far.

Date	Changes
02/22/2015	Change #2's priority in Requirements to must