

# KeepMake

strategy + creative direction deck

# COMPETITOR DESIGN

## Ready.so

*Playful interaction with modern UI*

Helpful Features:

- Easy and smooth UI
- Clean layout
- Minimal, action-driven
- Clear, direct CTAs

KeepMake Takeaway:

- subtle motion
- keep it calm, not too much

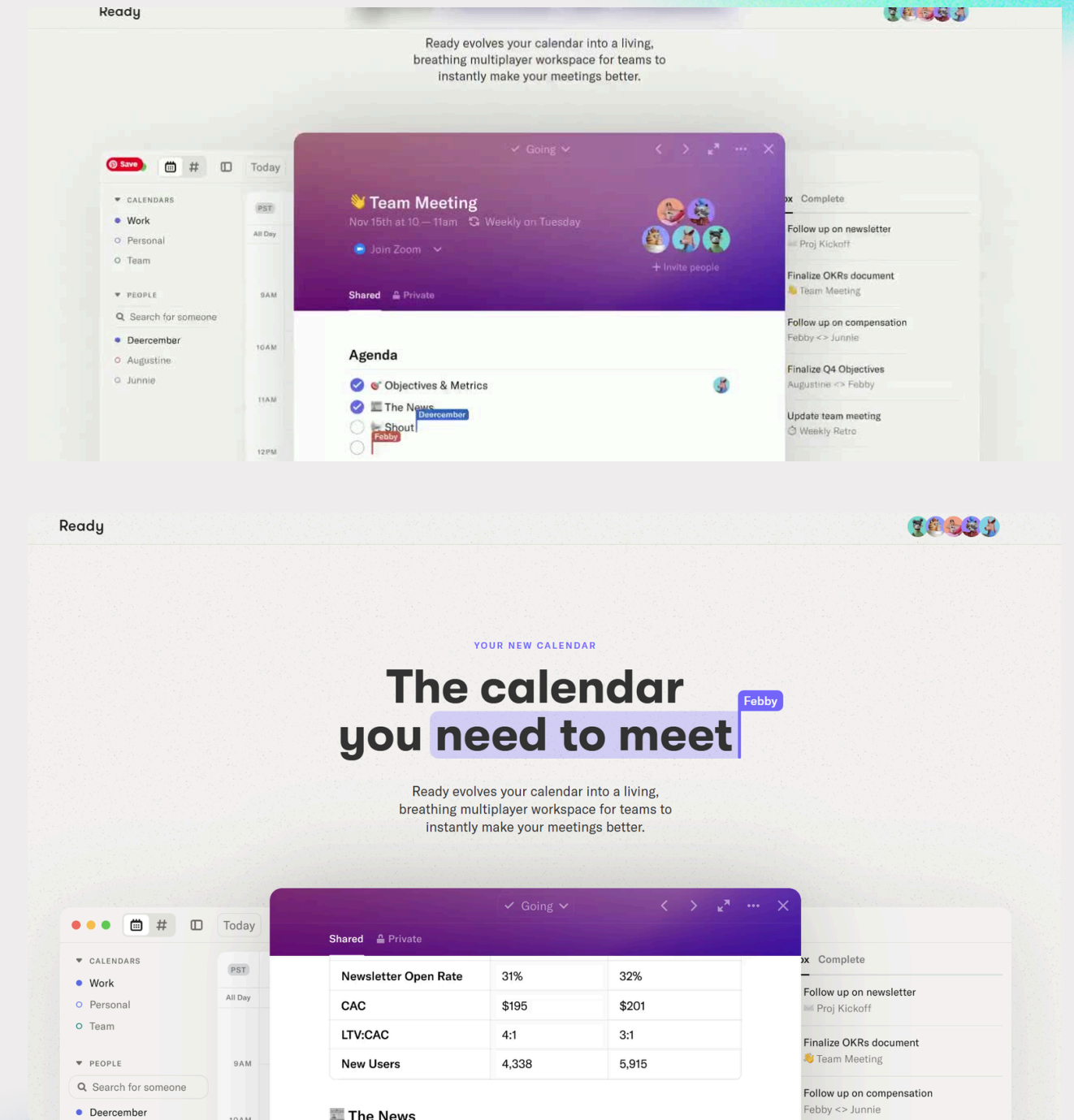
### Powerful Tools

Meeting spaces come loaded with a growing kit of meeting tools that power-up your meetings in a few clicks.

- Task List
- H1 Large Heading
- H2 Small Heading
- Bulleted List
- Numbered List
- Divider
- Template
- Emoji

EMBEDS

- YouTube
- Loom
- Spotify
- Figma



# COMPETITOR DESIGN

## VSCO.co

*Authentic imagery & non-performative sharing*

### Helpful Features:

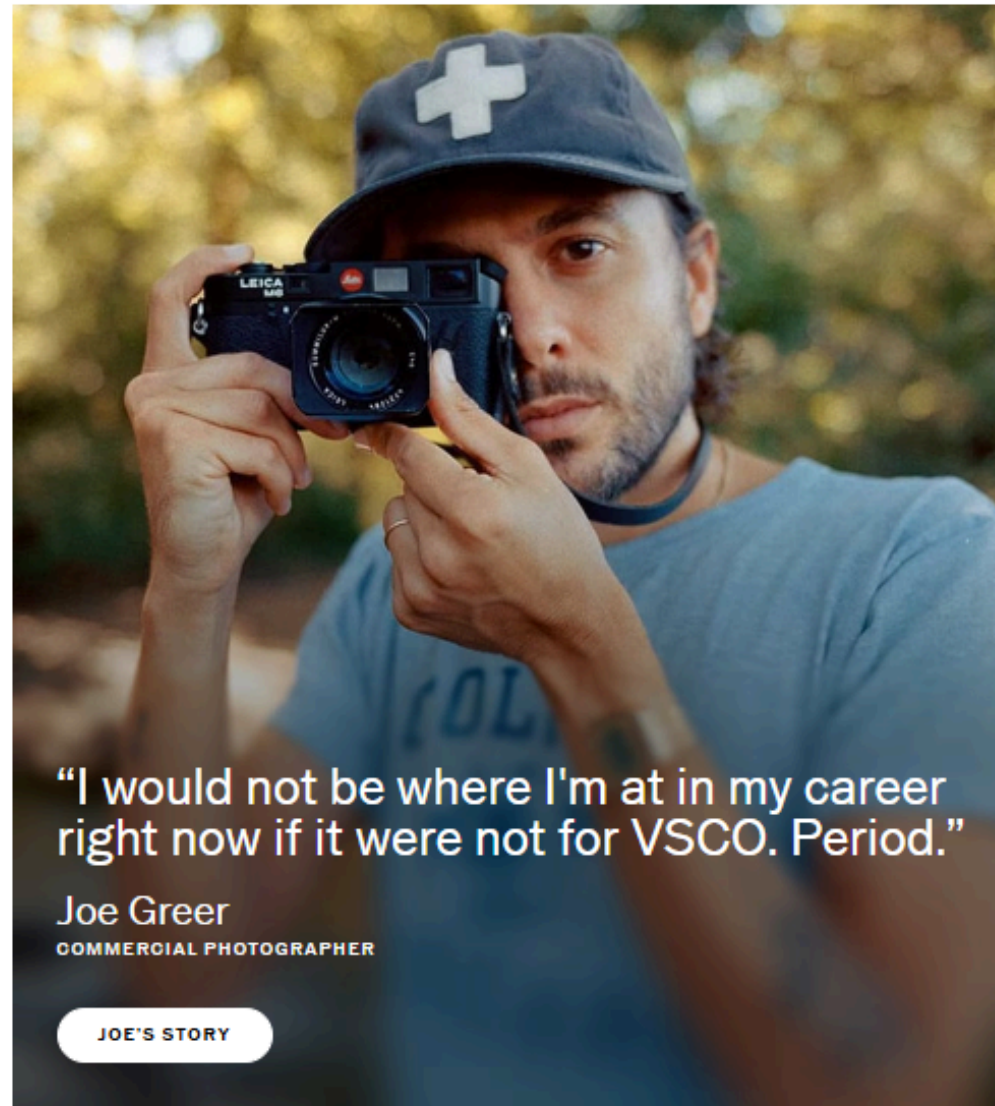
- Create. Share. Connect
- No likes, no pressure

### KeepMake Takeaway:

- Remove performance from memory keeping
- Real > perfect

*“I’ve been quietly posting on vsco for years. No algorithm to beat. No likes to chase. Nobody performing for anybody.”  
@nordicaphoto*

## WHERE PHOTOGRAPHERS TURN PRO



Photographers around the world got their start, found their voice, and turned pro with VSCO. Start your journey today.

EXPLORE PRO STORIES

Data You Provide Us	What This Is
Account Data	Data we need to set up and maintain your account, like your account credentials, name, email, or phone number. This also includes information we need to verify whether you're eligible to use our Services, like date of birth.
Profile Data	Data that allows you to customize your profile so other Creators can get to know you better, like your profile photo, interests, and links you might include.
Our Communications With You	The communications between us when we reach out to you, or you reach out to us.
Feedback	Any feedback that you provide to us regarding our Services, like in questionnaires, surveys, interviews, or beta tests.
Payment and Transactional Data	Information we need to process payments or keep track of your subscription, like payment card information and purchase history.
Marketing Data	Details about your engagement, and certain preferences for receiving marketing communications.
User-Generated Content	All the content you create or post with VSCO, and your interactions with other Creators and their content, such as comments or direct messages.
Data About Others	Contact information of others you might share with us, like when you invite your friends to use our

With plans for all photography skills levels, interests, and needs, find the [VSCO Membership](#) right for you.

STARTER	PLUS	PRO <span>RECOMMENDED</span>
For beginners looking to explore VSCO tools and community.	For photographers looking to easily edit and share their photography.	For photographers looking to develop their craft and turn pro.
<ul style="list-style-type: none"><li>✓ 15 presets and standard mobile photo editor</li><li>✓ <b>NEW</b> Publish a professional photography website</li><li>✓ Public profile to post your work</li><li>✓ Join the VSCO community with <a href="#">VSCO Spaces</a></li></ul>	<ul style="list-style-type: none"><li>✓ 200+ presets and advanced photo editor</li><li>✓ <b>NEW</b> Publish a professional photography website</li><li>✓ Video editing, filters, and effects</li><li>✓ Create and share mood boards with <a href="#">VSCO Canvas</a></li><li>✓ Full access to the <a href="#">VSCO community</a></li></ul>	<ul style="list-style-type: none"><li>✓ 200+ photo filters with Pro preset control</li><li>✓ <b>NEW</b> Unlimited editing in <a href="#">ALLab</a></li><li>✓ <b>NEW</b> Deliver finished work with <a href="#">VSCO Galleries</a></li><li>✓ Full suite of photo editing on mobile and desktop</li><li>✓ Create and share mood boards with <a href="#">VSCO Canvas</a></li><li>✓ Publish a professional photography website</li><li>✓ Professional profile and full community access</li></ul>
<a href="#">SELECT PLAN</a>	<a href="#">SELECT PLAN</a>	<a href="#">SELECT PLAN</a>

## COMPETITOR DESIGN

### Hinge.co

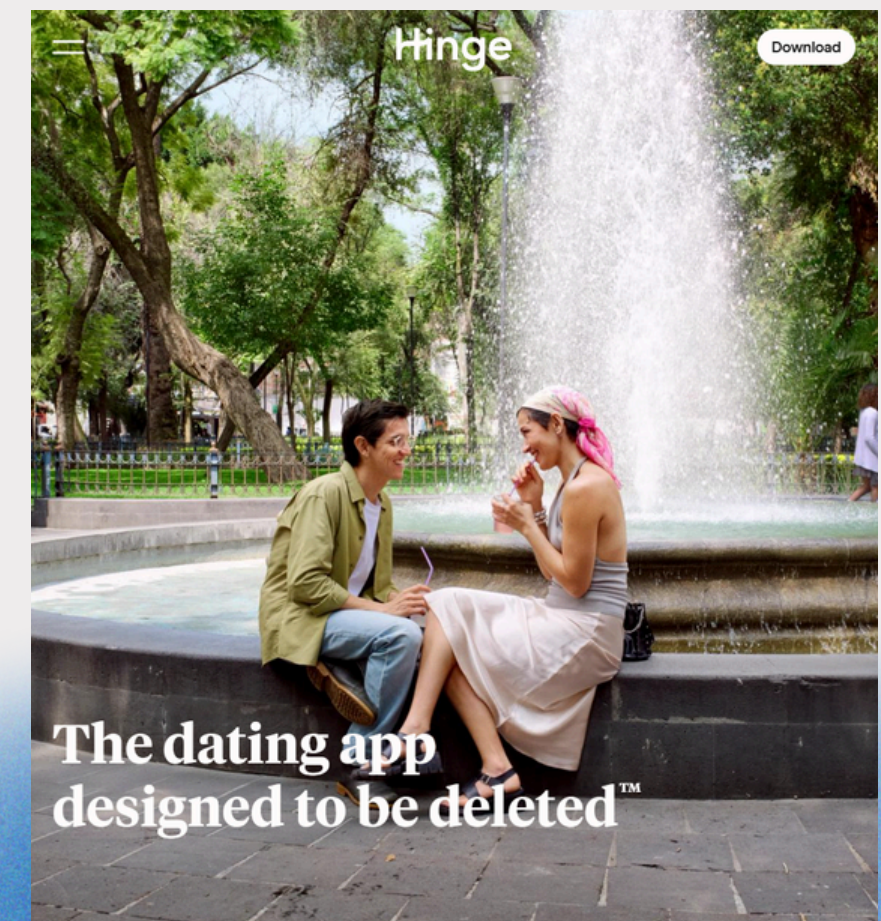
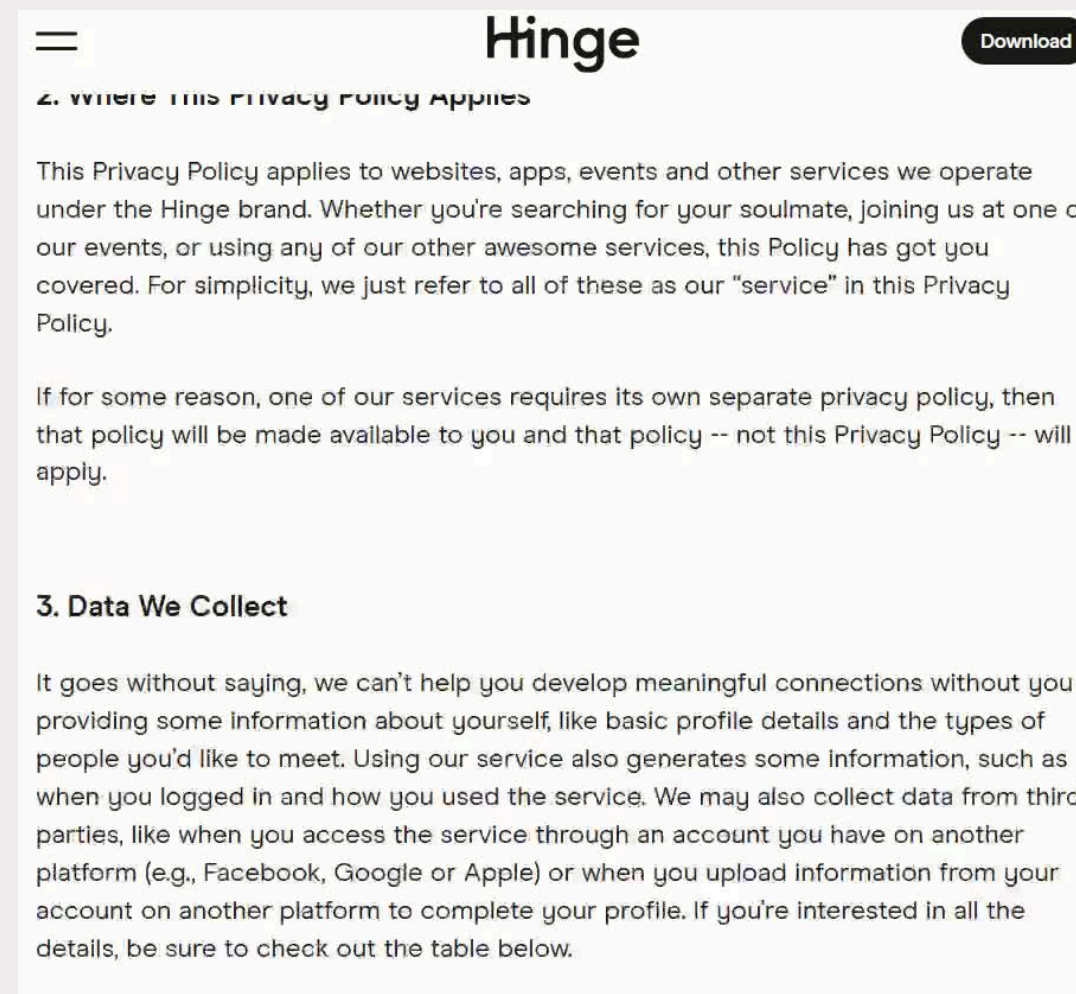
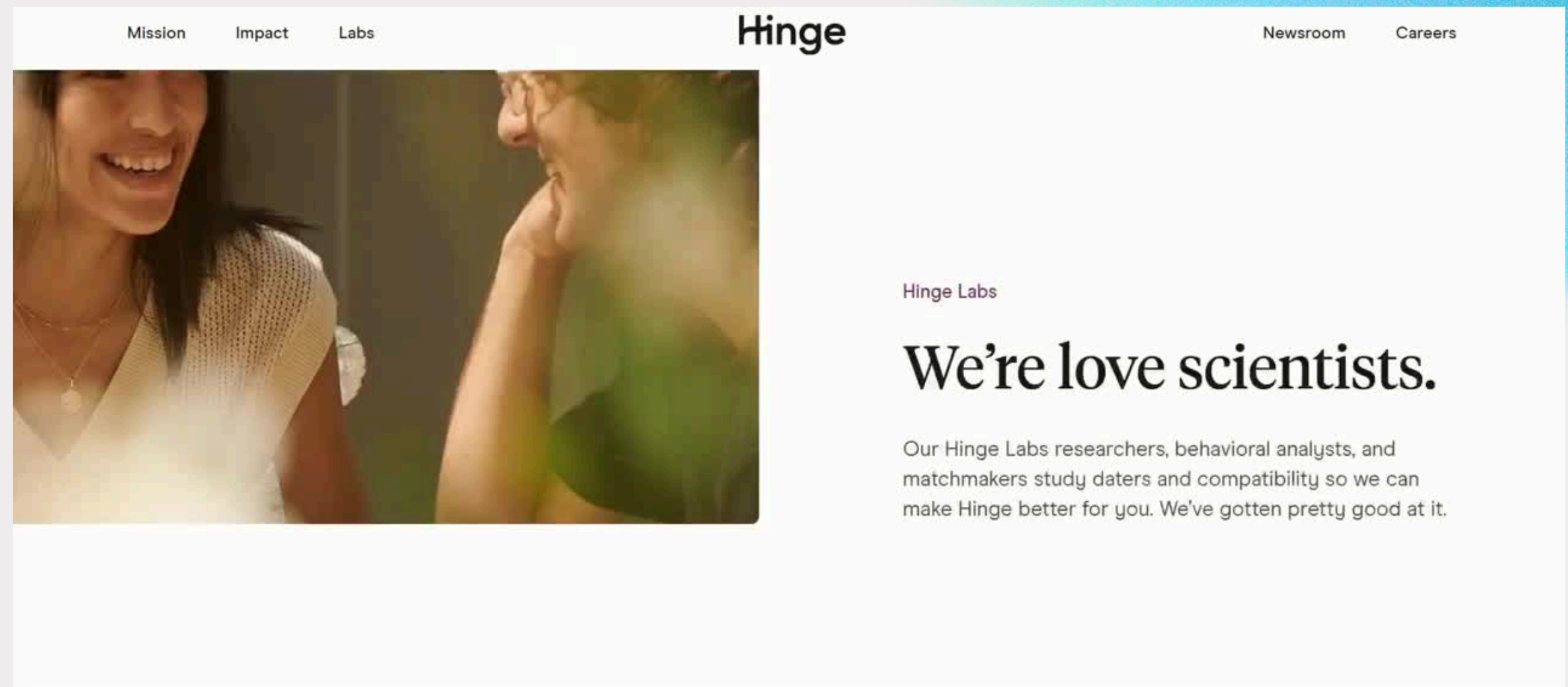
*Human, direct, emotionally intelligent copy*

#### Helpful Features:

- Positions itself with a strong, memorable purpose
  - Designed to be deleted
- “The app that’s meant to be used to be erased”

#### KeepMake Takeaway:

- Be explicit about our purpose and value
- Use human, honest language



# COMPETITOR DESIGN

## Waffle

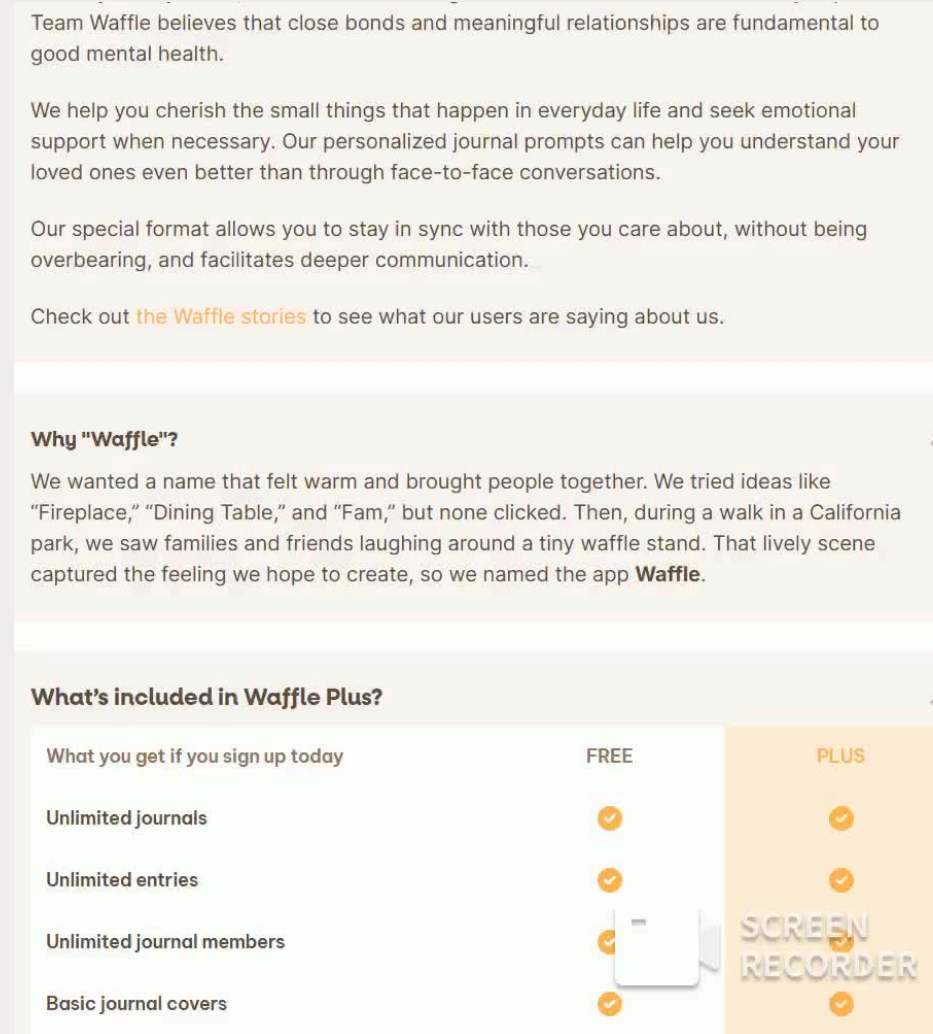
*Emotional storytelling through guided reflection*

### Helpful Features:

- Prompt-driven engagement that builds consistency
- Warm, approachable, and non-intimidating tone
- “Capture your everyday moments”

### KeepMake Takeaway:

- Guide users in telling their story, while still allowing them to build their own experience



★★★★★ hace 1 año · AAAAAAHNICKNA...

I love this journal!! It's like all the best parts of twitter/social media + a groupchat. I love that there are no direct laugh replies bc I think it makes people feel less pressured to post something that gets lots of positive reactions. I would say tho:

1) I think it comes off really bad for them to remove the ability to 1) firstly remove the ability to add videos then 2) remove the FREENESS of the feature to add multiple photos. It is a JOURNAL, that is marketed as helpful for mental health and relationship building. Seems sort of money hungry to put the photos behind a paywall. When it was simply like pay = unlimited and 5-6 = free, I was like okay fine. But to only have one seems like the company cares less about user experience and more about making money. I also feel like paying 6.99 a month to add multiple pictures is way too much. Perhaps changing their model to being like a nonprofit where yall get money through mental health advocacy grants or something,, because asking users to pay so much for having more than photo (especially wen we originally did not) seems greedy/not fair.

2) it'd be cooler if we could actually customize the journal covers!!!! The generic journal cover lacks intimacy. I would also say that there should be an option to remove people from the journal.

## COMPETITOR DESIGN

### Daily Bean

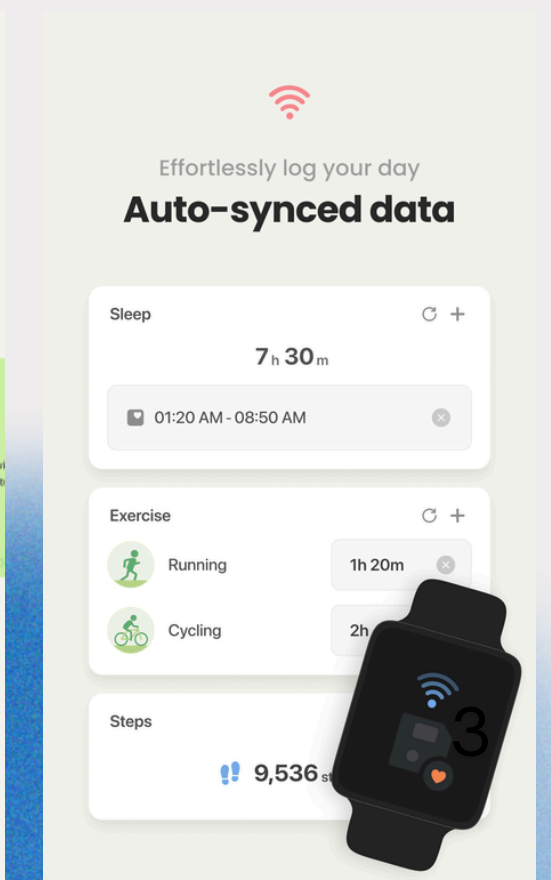
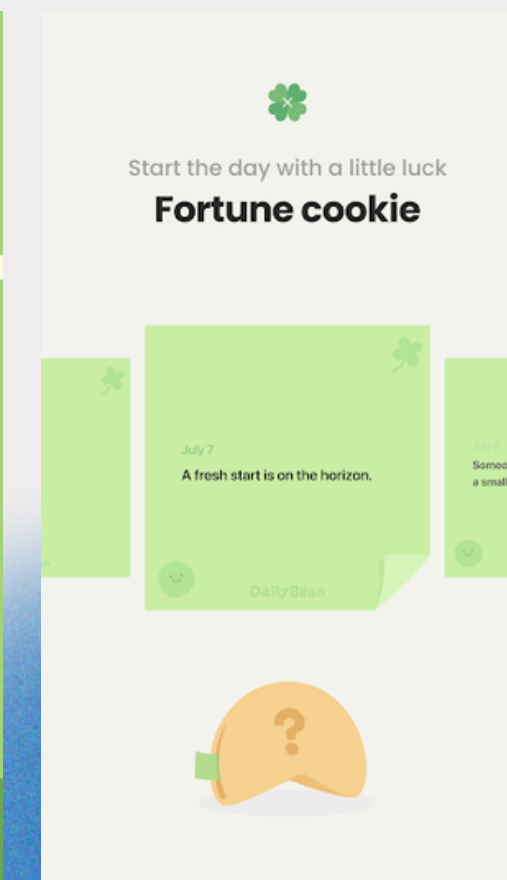
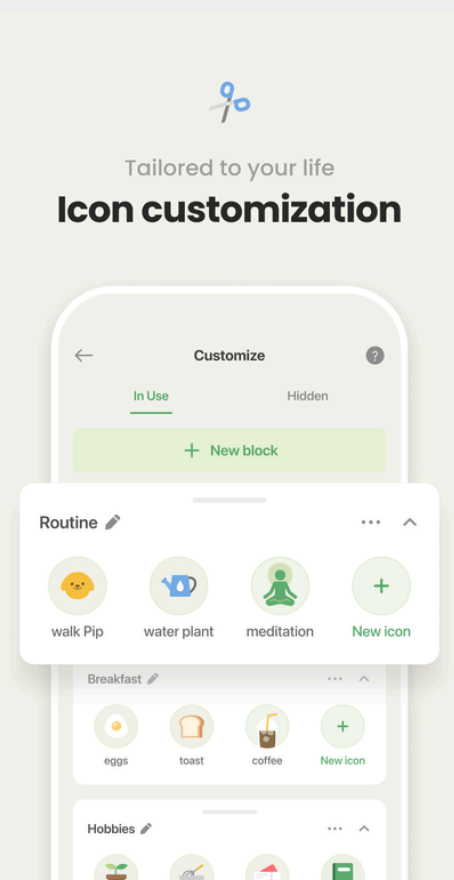
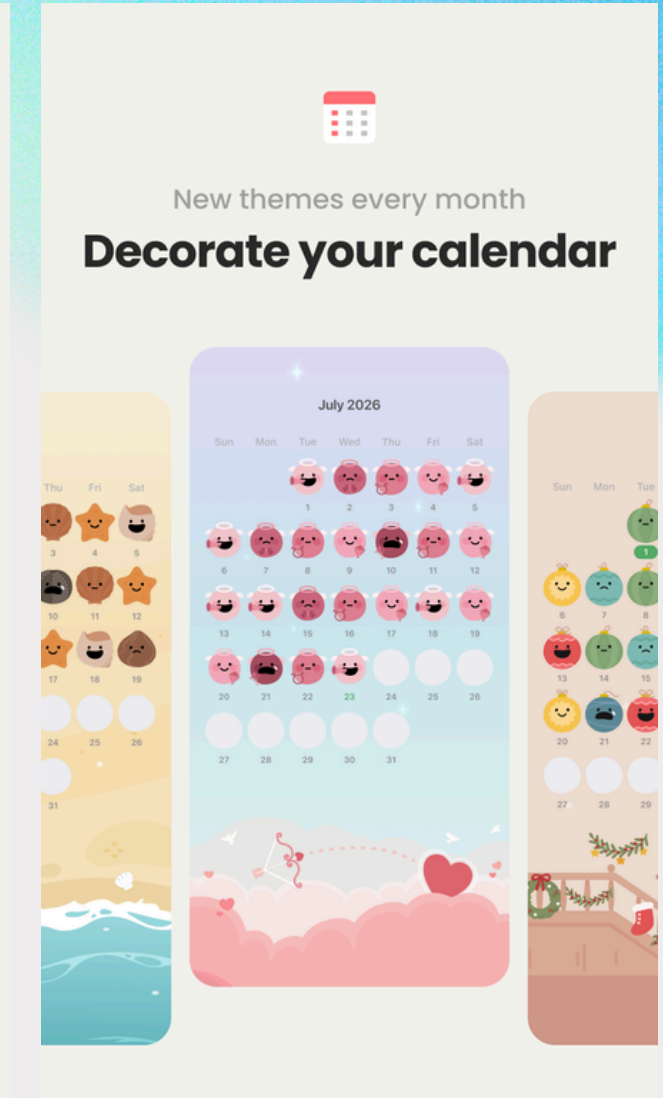
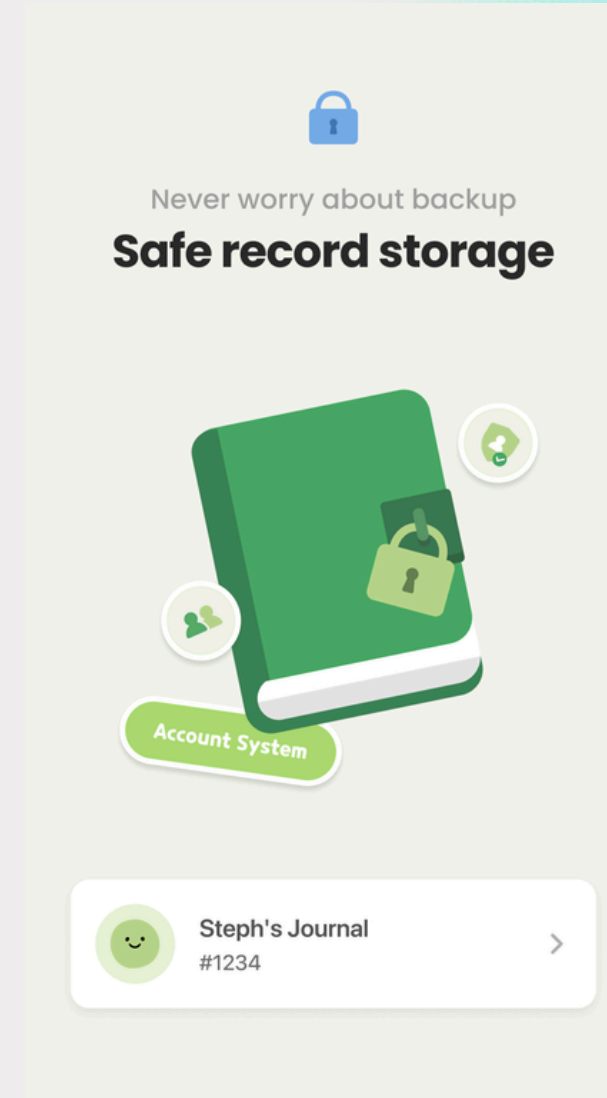
*Low-pressure emotional journaling through simple interaction*

Helpful Features:

- Gameified, guided expression
- Tap-based input removes friction
- You record → app analyzes
- “How was your day?”
- “Record your day simply”

KeepMake Takeaway:

- Start with emotion, then the story
- Design for consistency, not intensity



# INSPIRATION | EXISTING MARKETING

## Feel:

- warm
- quiet
- reflective
- real

## Look:

- candid photos
- imperfect moments
- soft natural lighting

## Voice:

- simple
- human
- slightly emotional
- never corporate

### KEEP EXPLORING



#### PHOTOGRAPHER STORIES

##### Piesie Agyemang-Nkansah on Color and VSCO Spaces

How a legal professional found photography and started building creative momentum through color, community, and VSCO Spaces.

LEARN MORE >



#### PHOTOGRAPHER STORIES

##### Daria Epiphanova on Community and Photography

Daria Epiphanova shares how VSCO Spaces led to real-world connections, film photography, and a creative community that extends beyond the platform.

LEARN MORE >



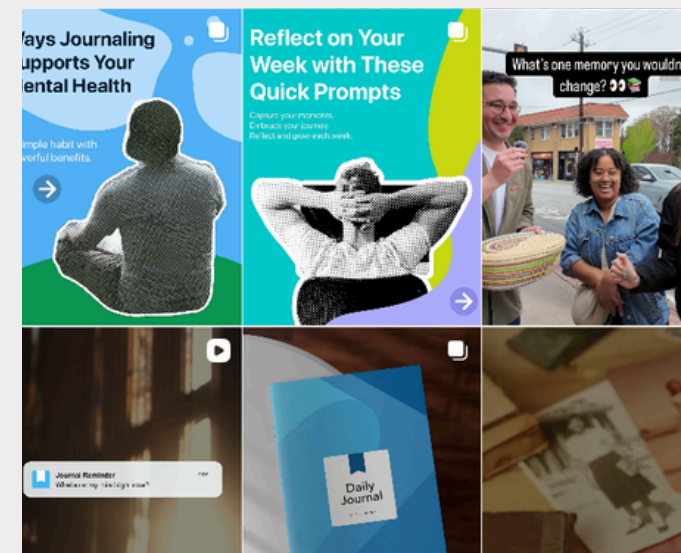
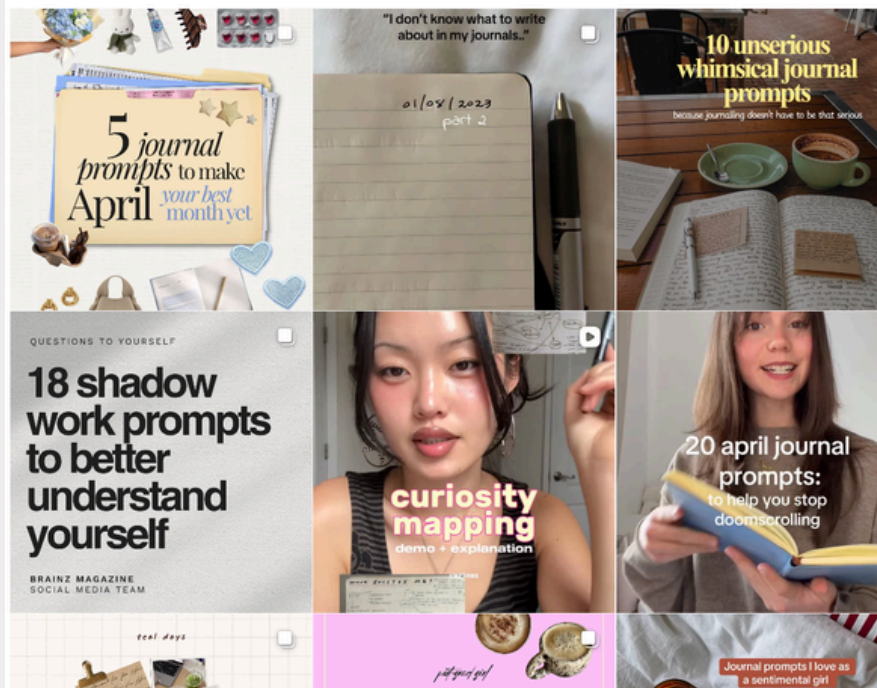
#### PHOTOGRAPHER STORIES

##### Luisa Aguiar on Creative Growth and VSCO Spaces

Luisa Aguiar shares how daily practice and VSCO Spaces feedback helped her grow as a photographer and get her work recognized, featured, and paid.

LEARN MORE >

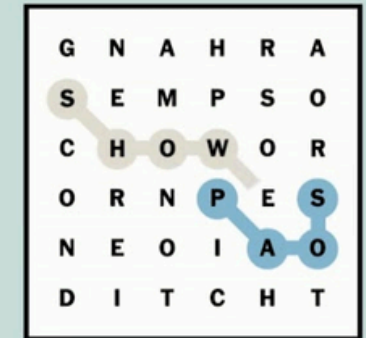
### Journals prompts



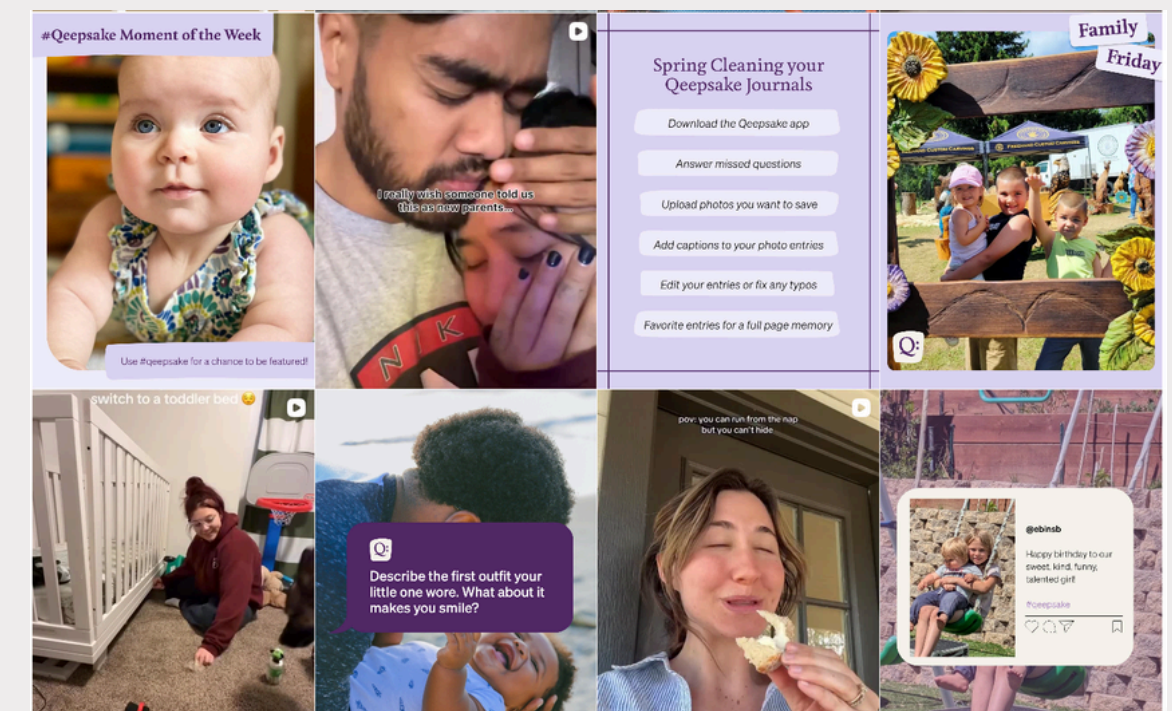
The New York Times Games

## Good evening.

Time to relax with a puzzle.



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# FAQs

## Placement:

- Directly on landing page (not hidden in footer)
- Also accessible in main navigation

## Questions to Include:

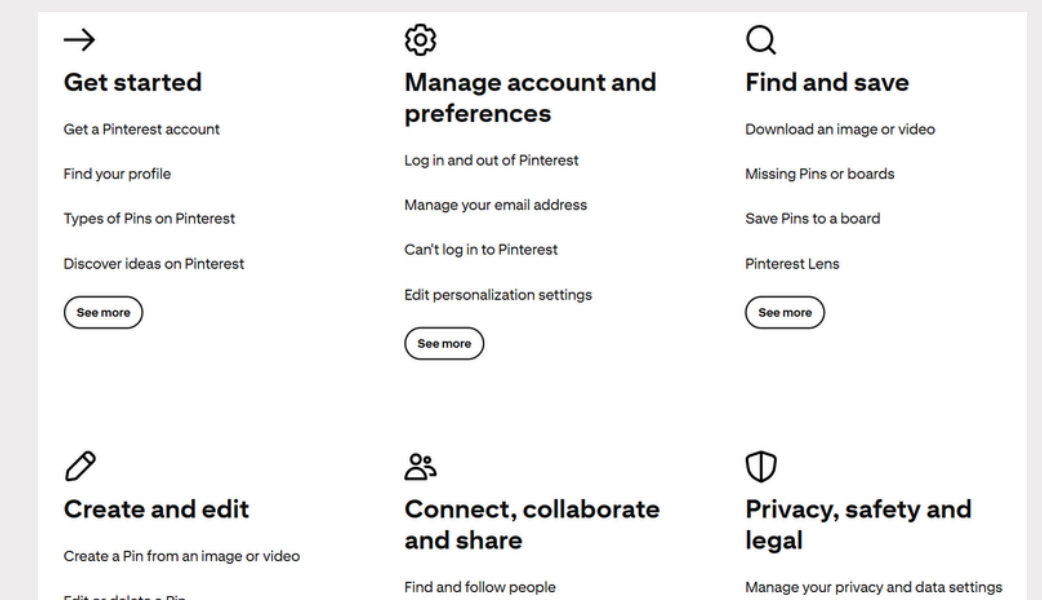
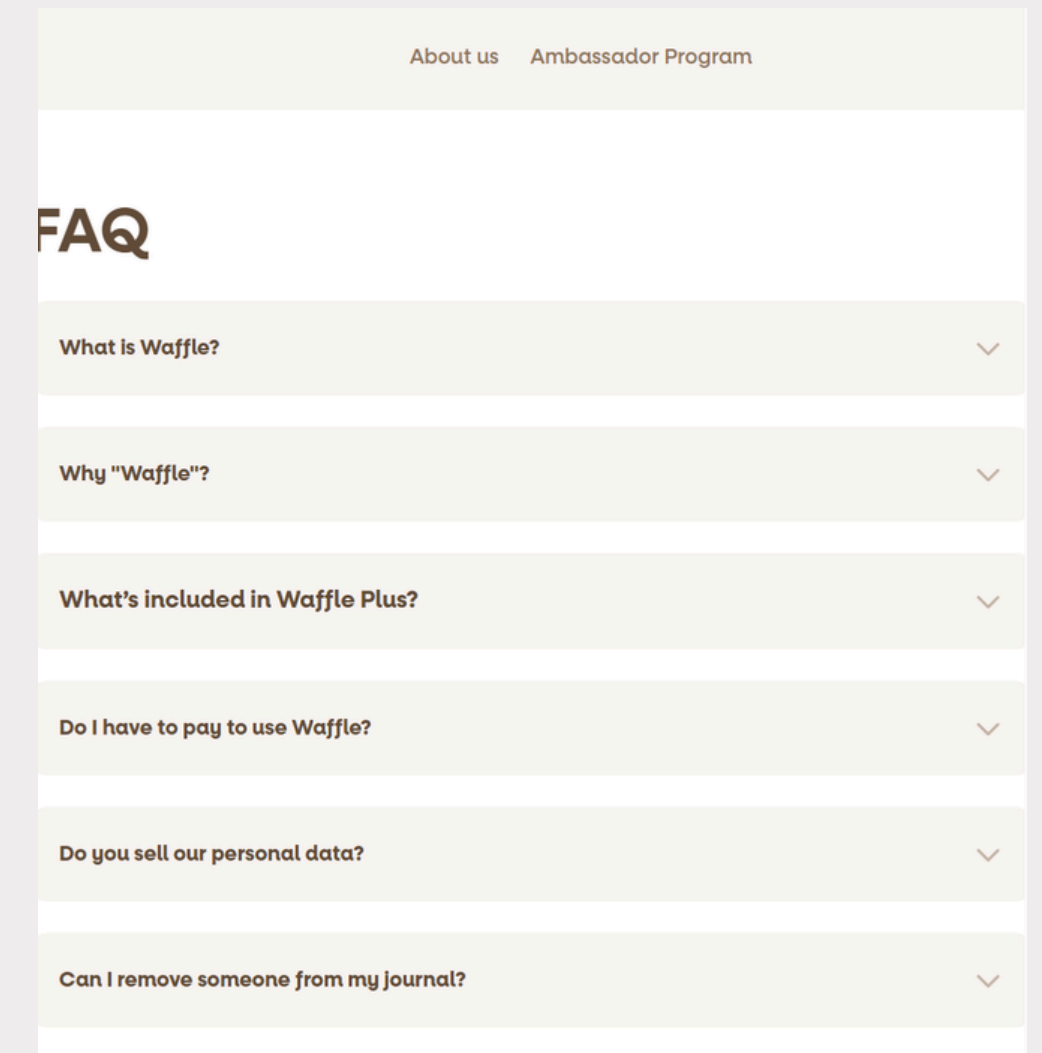
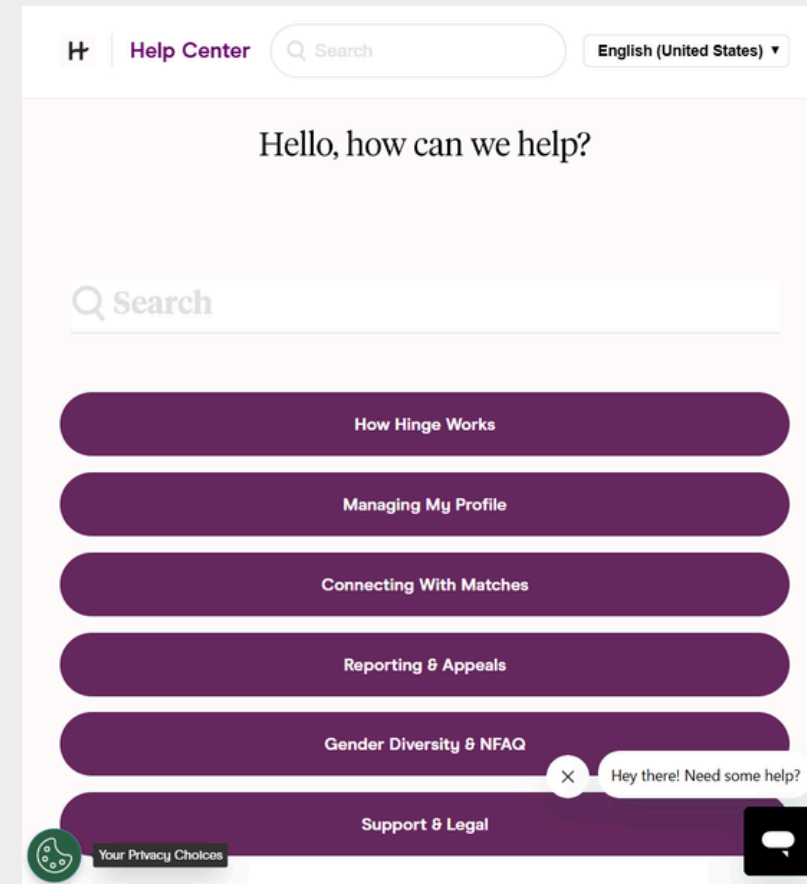
- “Is this private?”
- “Who can see my memories?”
- “Do I need to post anything?”
- “What happens to my data?”

## Design:

- Accordion dropdowns (clean, scannable)
- 1–2 sentence answers max
- Warm, conversational tone (not legal language)

## KeepMake Takeaway:

- Start with emotion, then the story
- Design for consistency, not intensity



# Privacy

## Above-the-fold messaging:

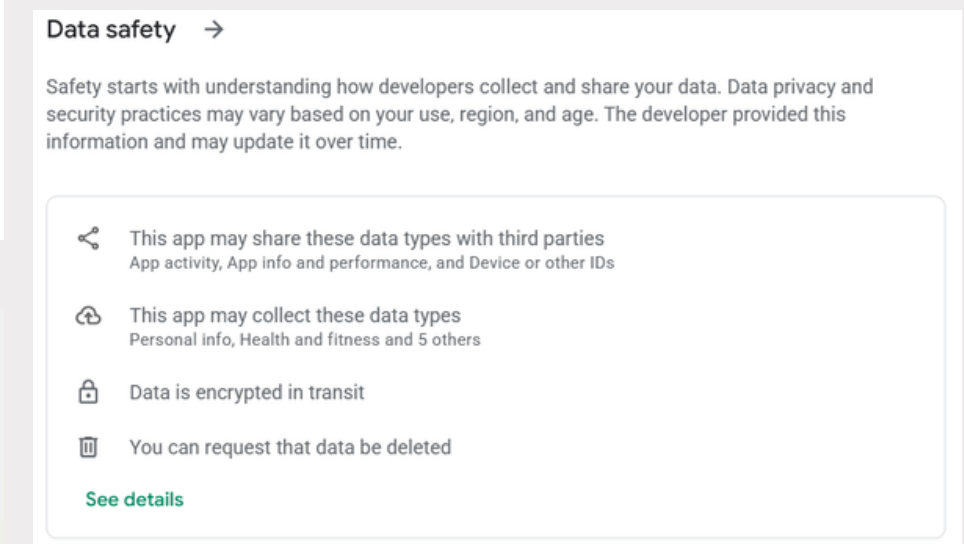
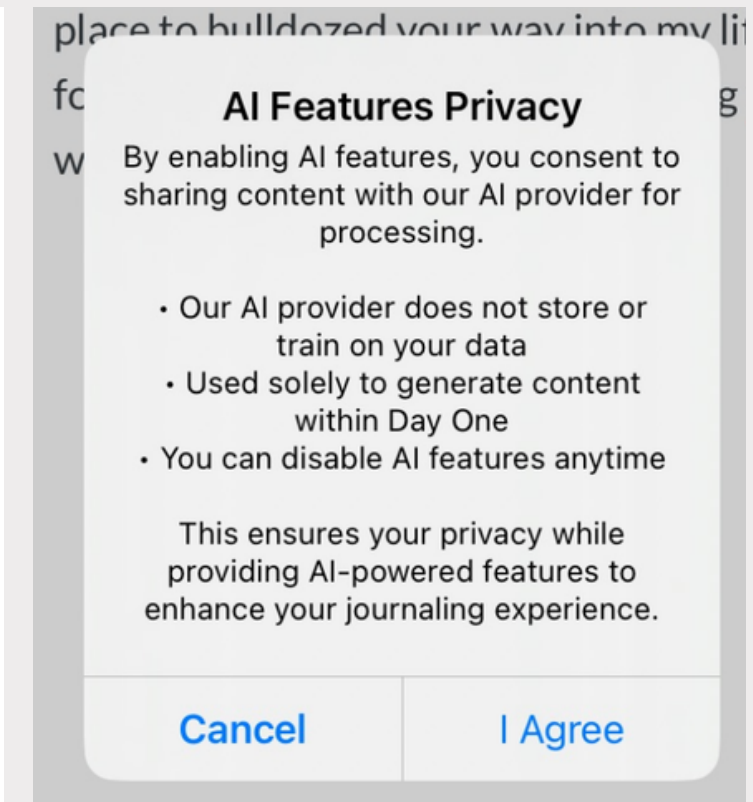
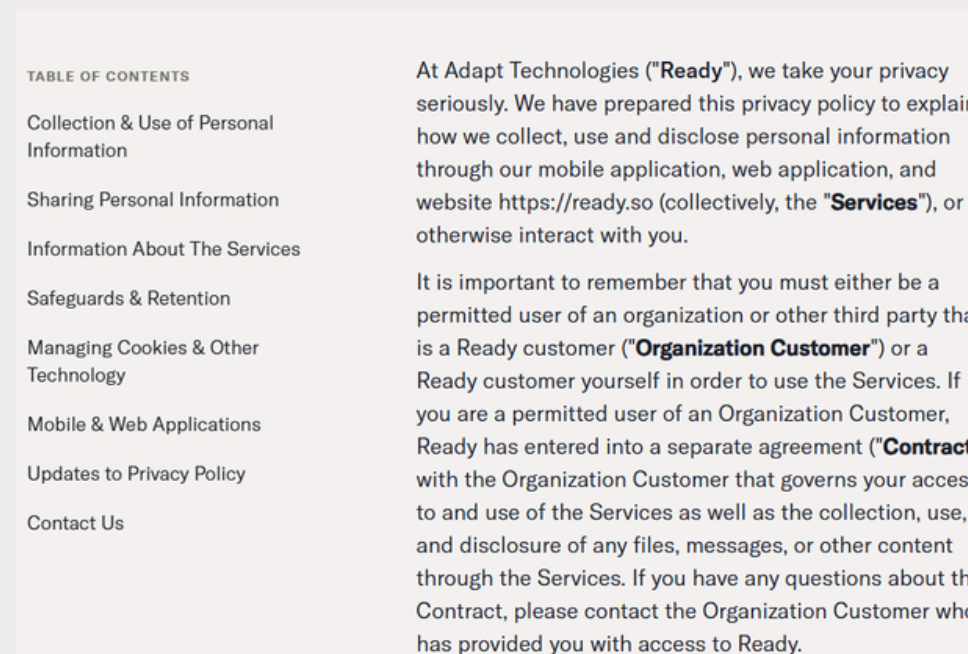
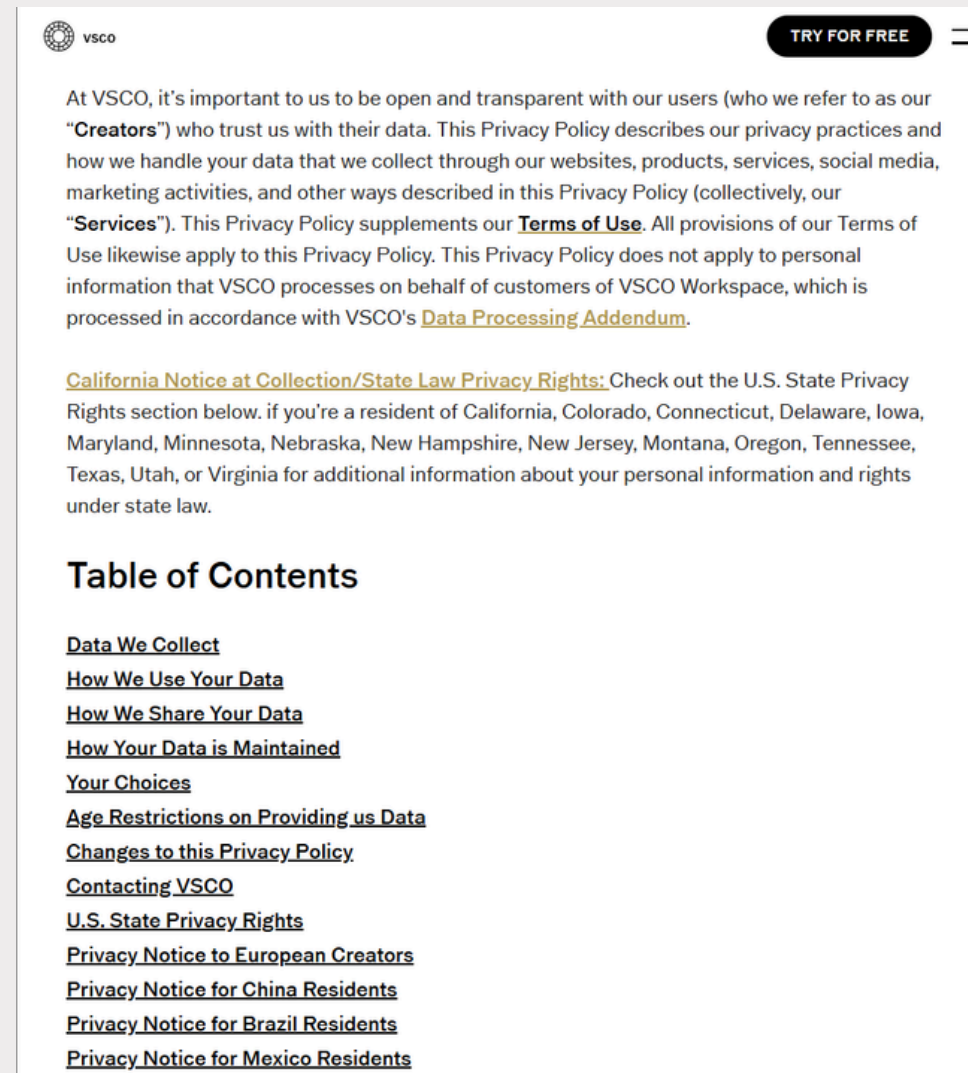
- “Your memories are yours.”
- “Nothing is shared unless you choose to.”

## UX Features:

- Default = 100% private
- Clear visibility controls (no hidden settings)
- Simple toggle language: “Only me” / “Shared”
- “Only you can see this entry”
- “We don’t sell your data”

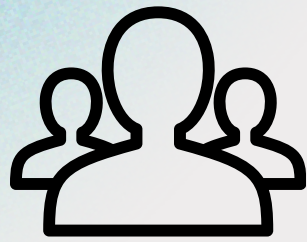
## Design Approach:

- Repeat privacy reassurance across the experience (not just one page)



## CAMPAIGN + SOCIAL DIRECTION

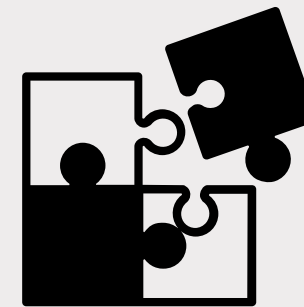
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Focus on relatable, universal moments (not highlight reels) ie. “a moment I almost failed but tried again”



Focus on connection without comparison. Guided participation, with low effort, repeatable habits, and emotionally resonant prompts



What They ALL Do Well:

- Clear identity
- Strong typography
- Emotional tone
- Minimal clutter

What They're Missing:

- Deep personal storytelling
- Multi-generational narratives
- Real-life imperfection

## KEEPMAKE VISUAL LANGUAGE

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### Tone

- Center real life over curated life (messy, quiet, in-between moments)
- Emphasize reflection, not performance (private > social validation)
- Create a feeling of safety + intimacy, not pressure to “document perfectly”
- Position KeepMake as a personal archive, not a content platform

### Visual

- Lighting: natural, soft, slightly imperfect (morning light, indoor shadows)
- Subjects: diverse families, individuals, and relationships
- Different ages, races, family structures, lifestyles
- Moments like cooking, resting, commuting, struggle
- UI Style: minimal, calm, low-stimulation (inspired by VSCO and Waffle Journal)
- Motion: subtle transitions only, never distracting

### Voice

- Use direct, emotionally aware language (inspired by Hinge tone)
- Avoid buzzwords

#### Core Phrases:

- “Your story matters.”
- “Capture what you don’t want to forget.”
- “Not for sharing. For remembering.”

#### Expand With:

- “Small moments are still meaningful.”
- Every line should feel like it’s written to one person, not an audience.

**Thank You!**  
**Questions?**