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Meet AIO

The making of

The design



Meet AIO







The idea

Holism



Rest Eat Move Breathe Drink Mind





The challenge

Holism



	aic Ready for a few questions garding your sleeping babits?
For a figure	Ok. Do you bring your phone to bed? Always Sometimes Ner S

The guide

rever

AIO suggests exercises/challenges from the 6 focus areas based on your input

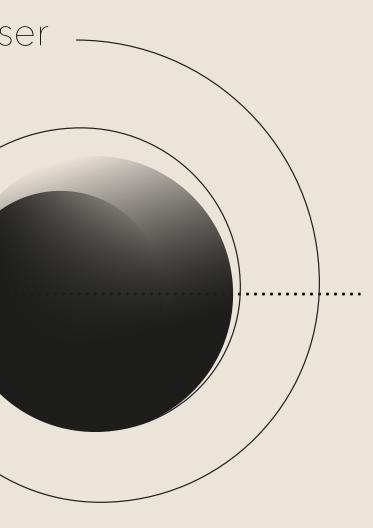


New user

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Recommendations for exercises and challenges





Questions

- Daily check-in's
- Profile building
- General guidance

Continuous onboarding



water
you
just enough
aio
That's why I want to practice with you for three days in a row. So you can experience the benefits and make it a daily habit
you
I would love it to be a daily habit
aio
Do you drink fruit juices or sodas to quench your thirst?
suggestions
occasionally weekly or less
daily



Is the conversation working?



The making of



Kick-off week







AIO weekend



Holistic

Circular

Organic

Dynamic

Flowing

Ever changing

Balanced

Duality

Fight & Flight

Rest & Digest

Mind/Body

Plus/Minus

Yin/Yang

Good/Bad

Digital/Analogue

Dark/Light



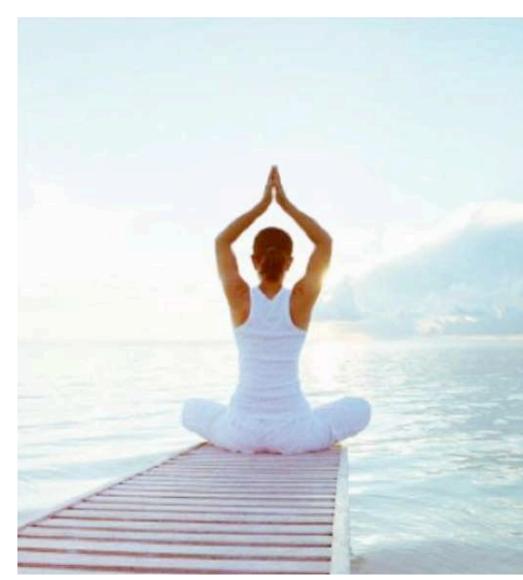
- Clean
- Scandinavian
- Human/relatable
 - Tactile
 - Stand out





There is a sun within every person.

Rumi



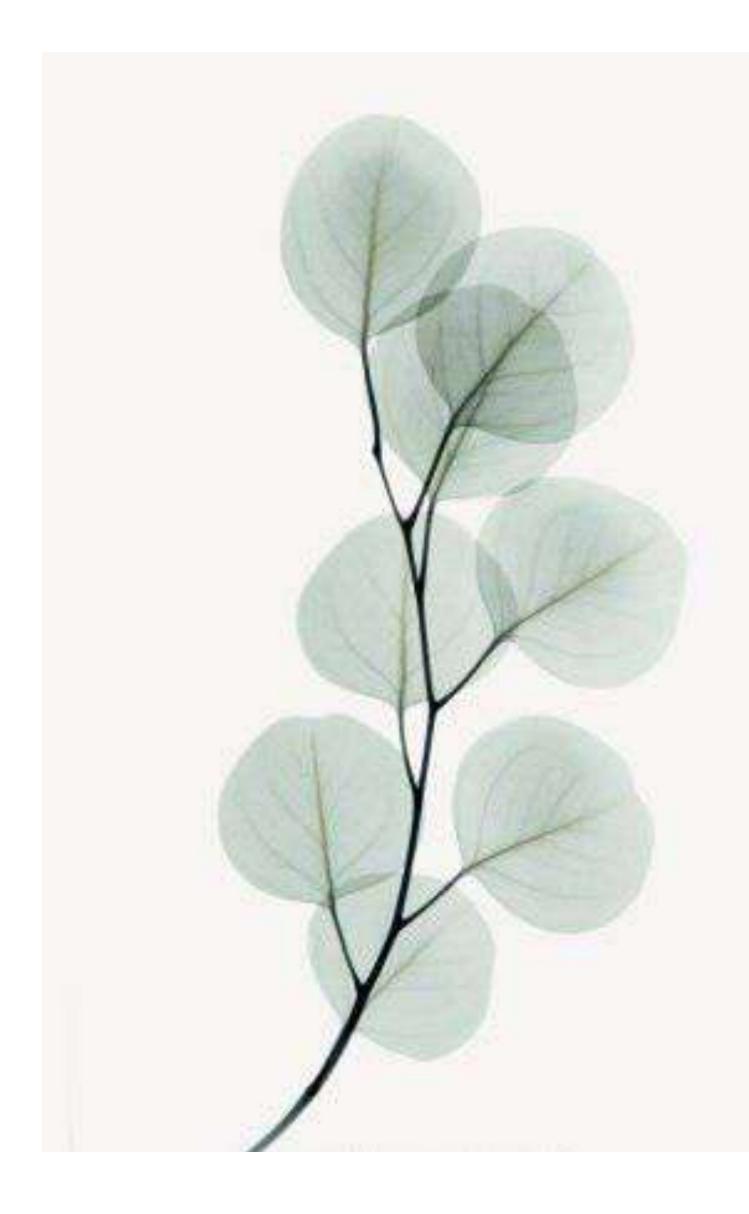
Live one day at a time and make it a Masterpiece Dalai Lama

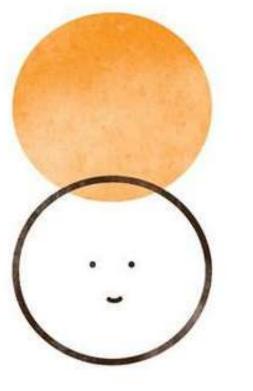


EVERY SUNSET BRINGS THE PROMISE OF A NEW DAWN

Ralph Aldo Emerson

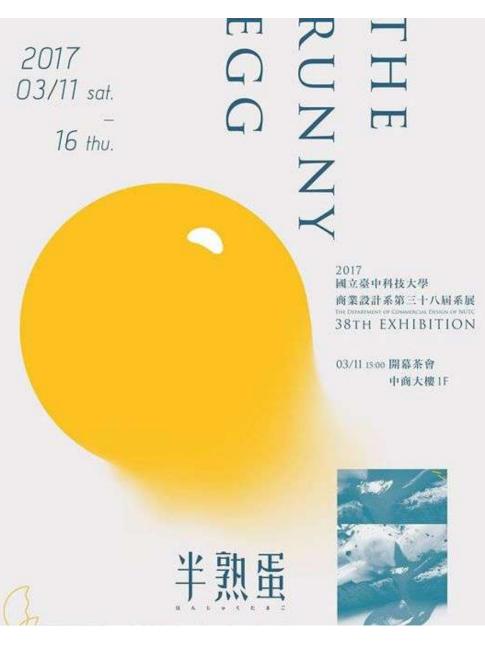








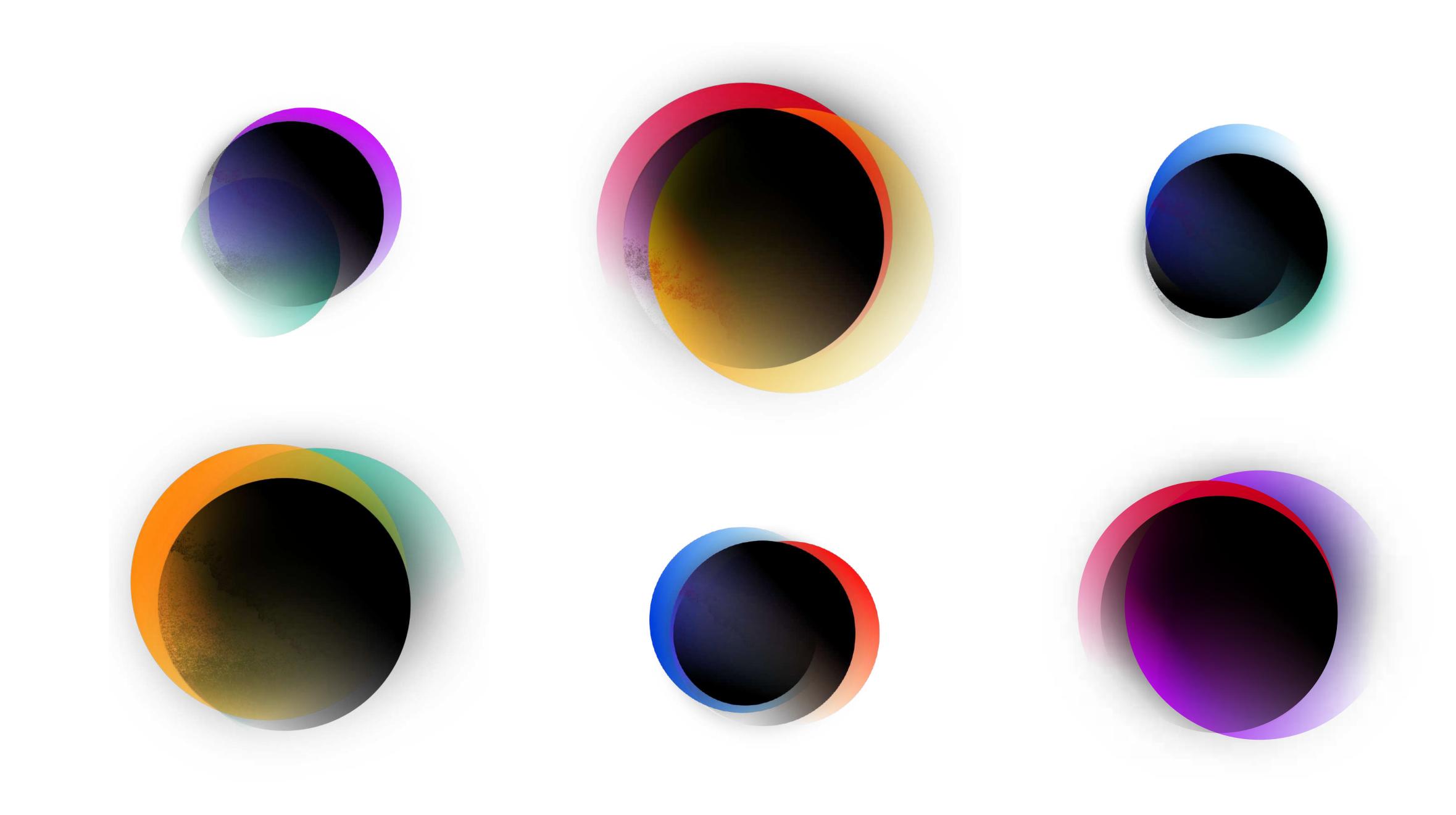






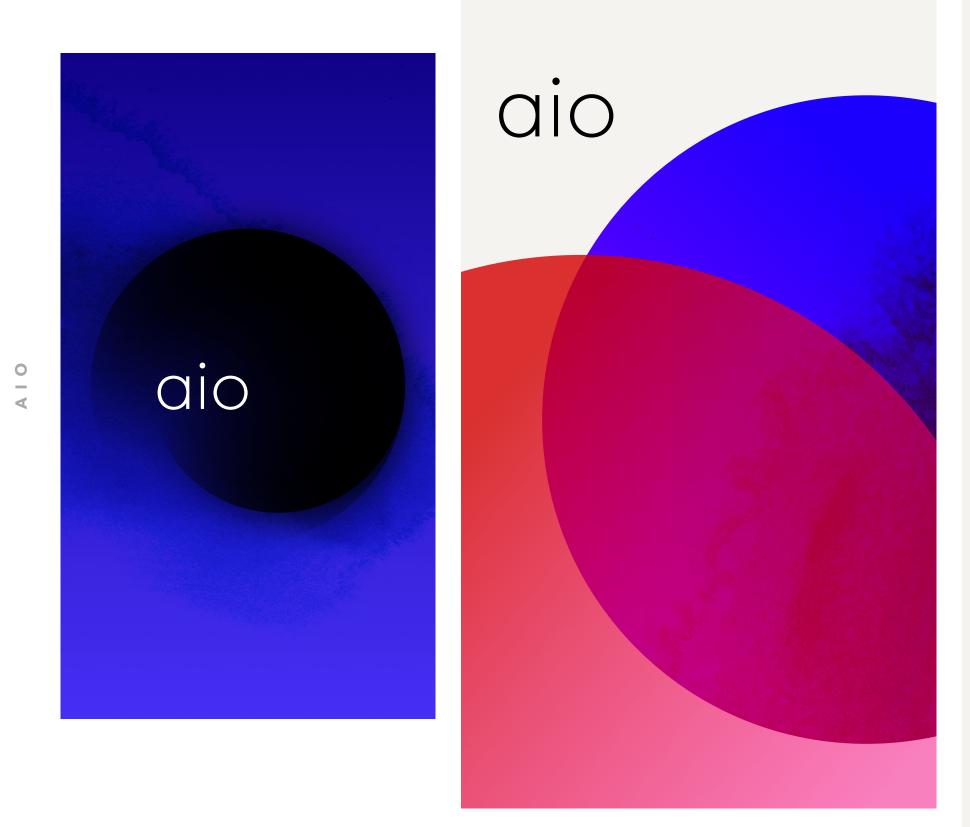


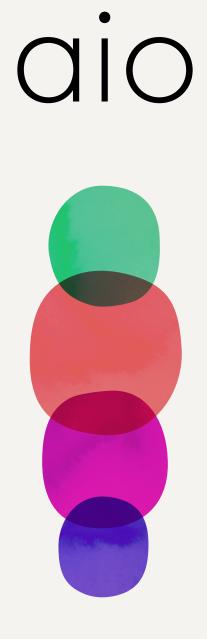


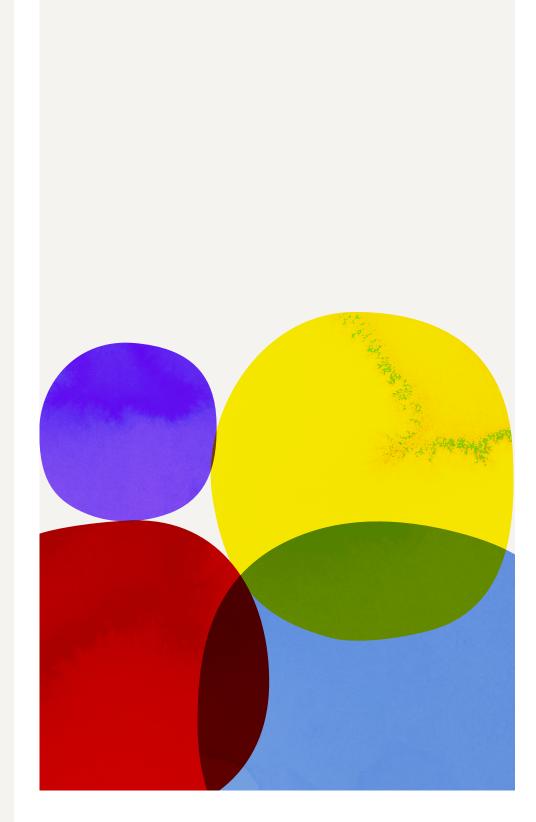


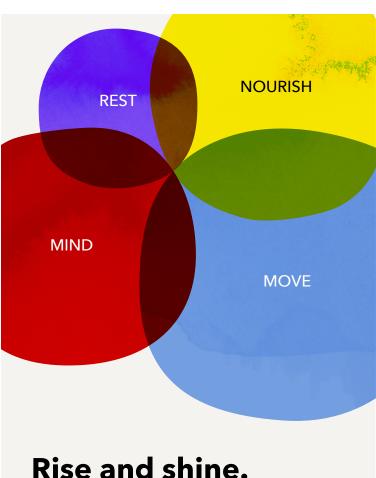












Rise and shine. How do you feel?

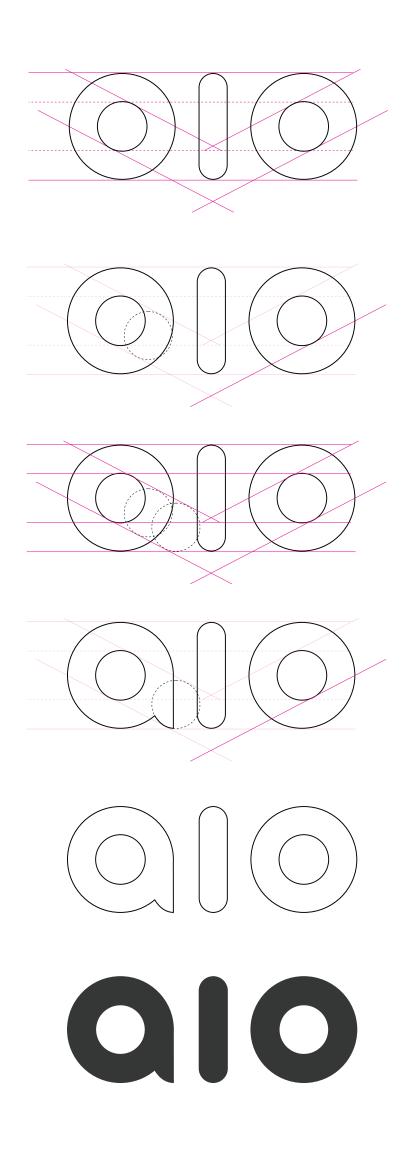
Tired and unfocused

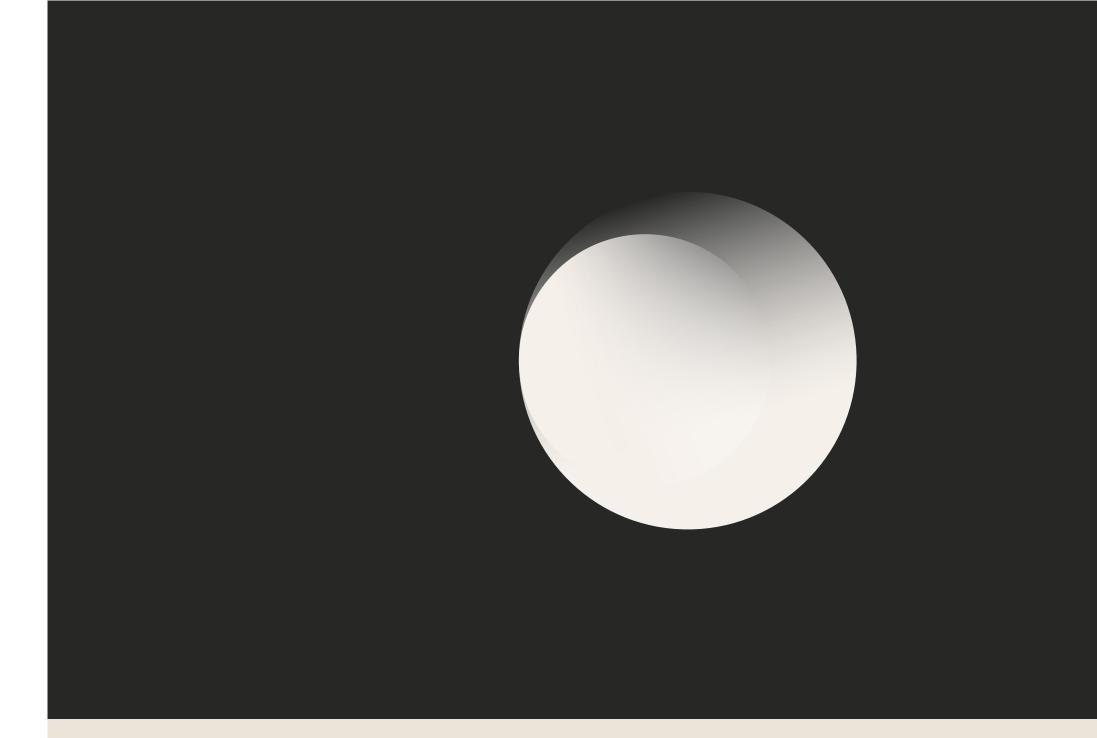
Ok! We've got just the thing for you. This quick mind exercise will help you

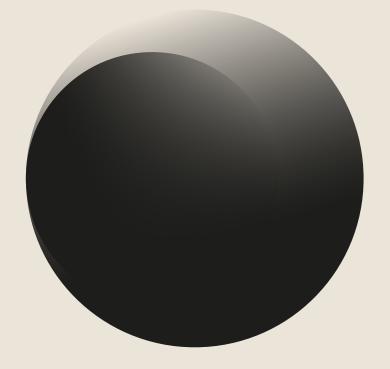
The design

Key elements











You. At your best.

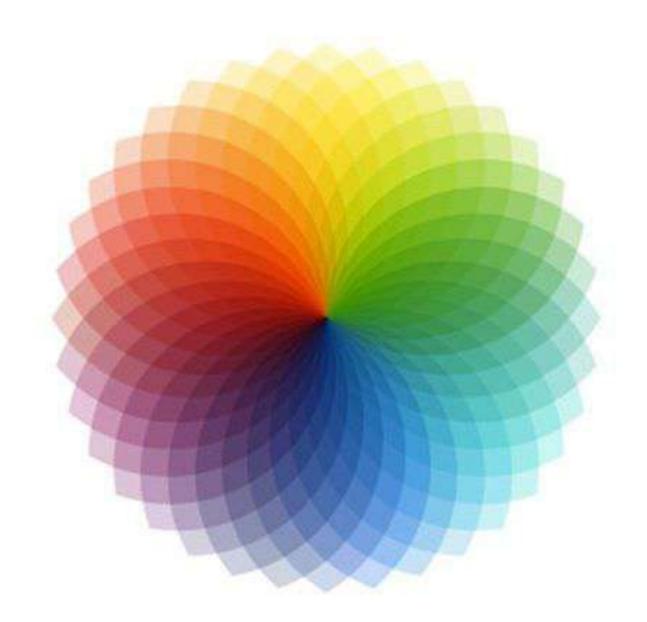


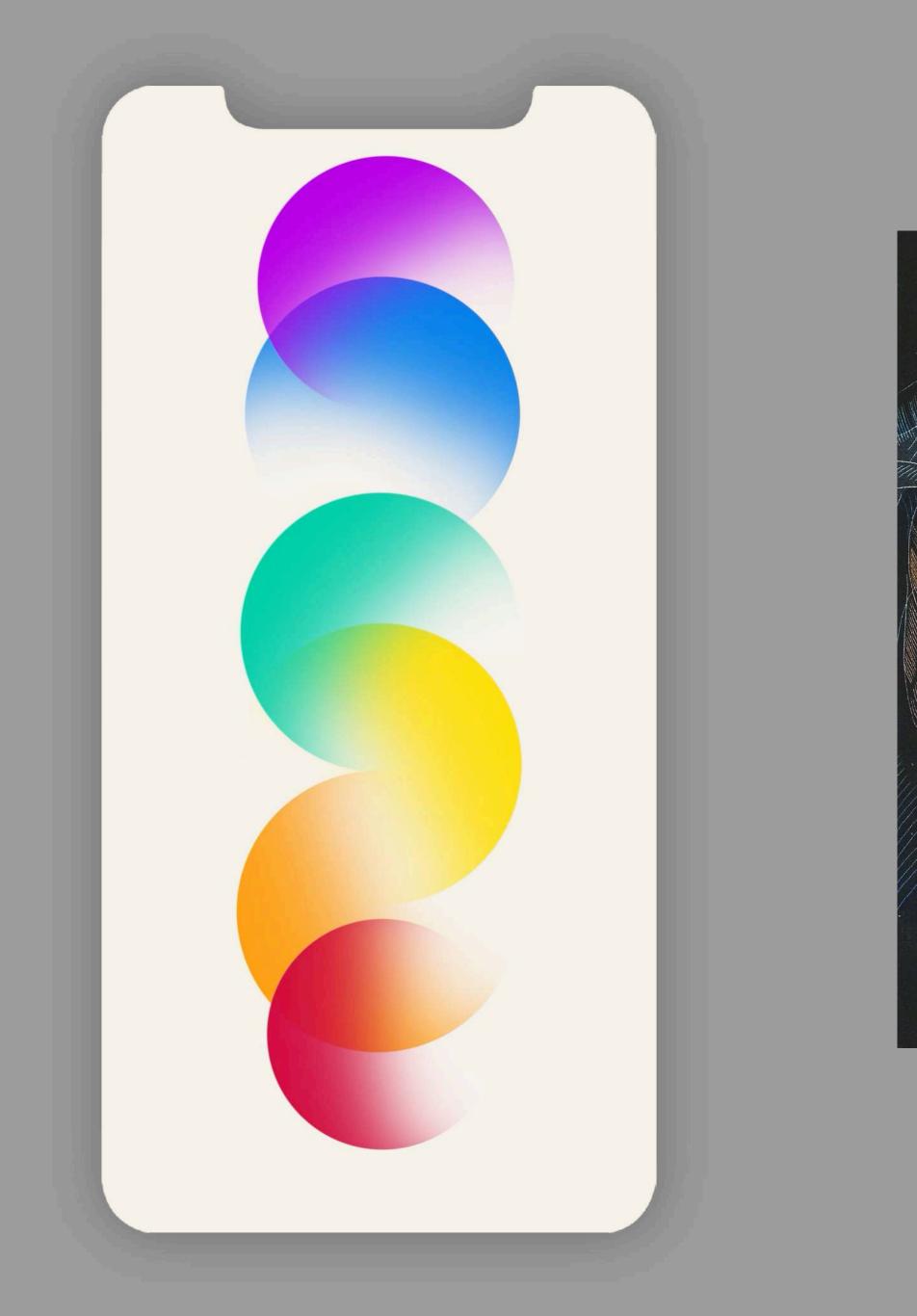
You. At your best.

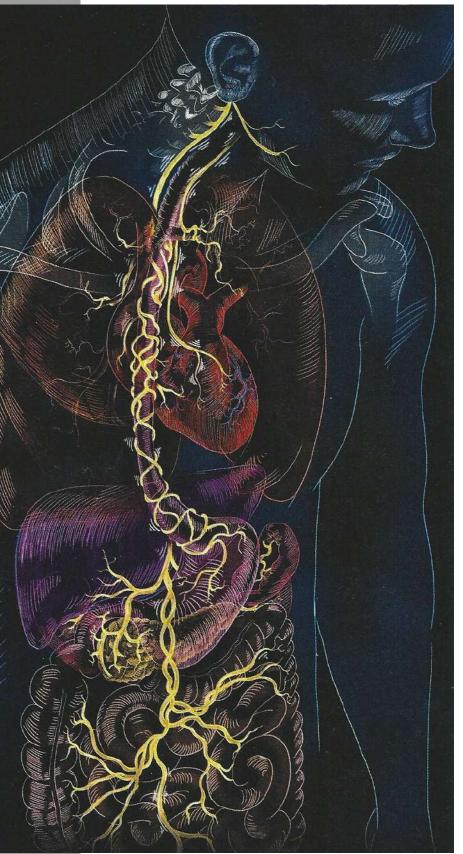
Avenir Next

ABCDEFGHIJKLMN OPQRSTUVWXYZÀÅ abcdefghijklmnopq rstuvwxyzàåéîõøü&1 234567890(\$£€.,!?)







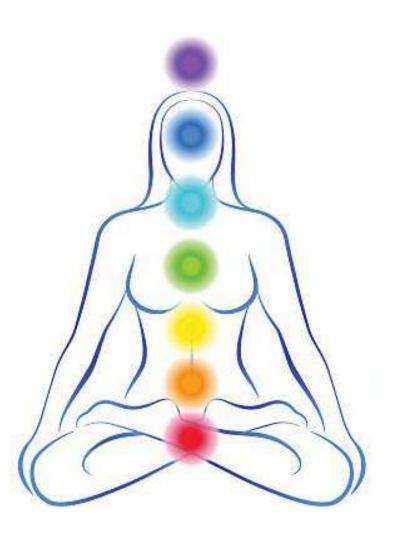


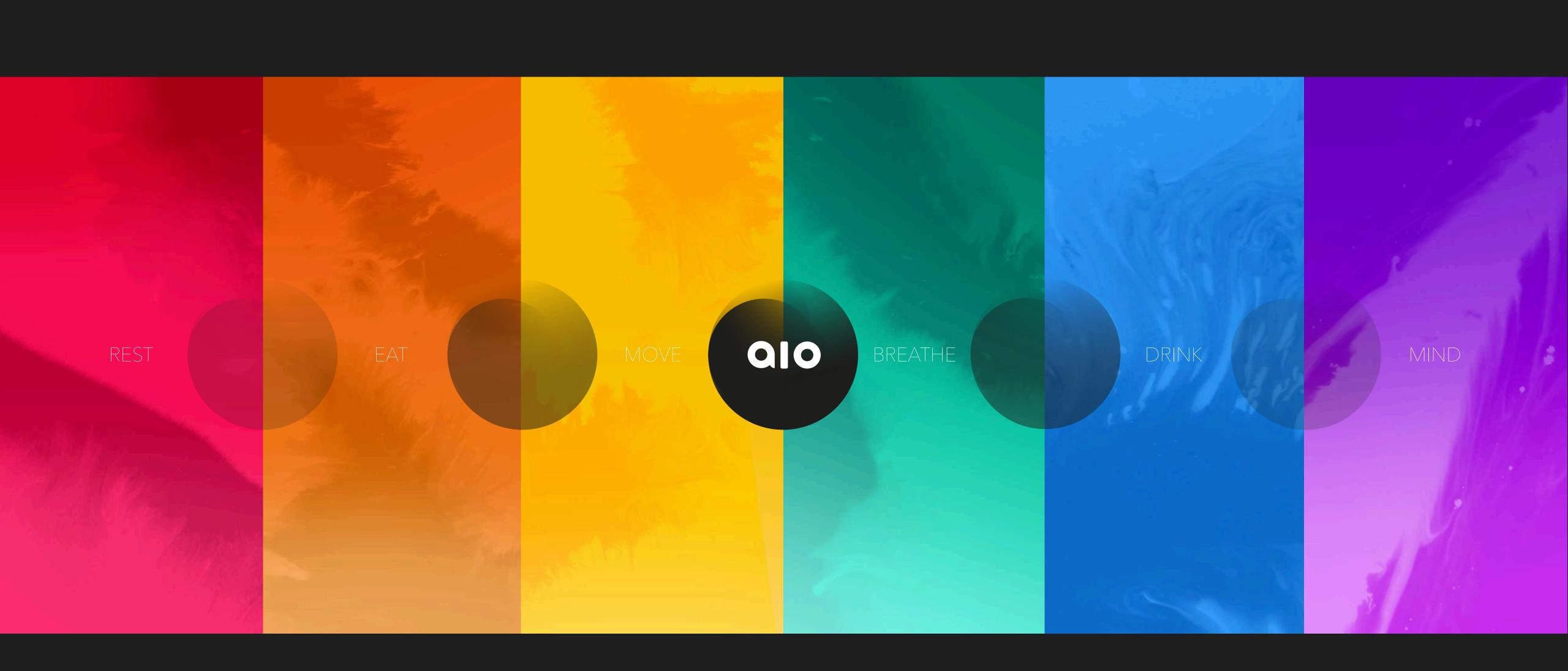
The Vagus nerve

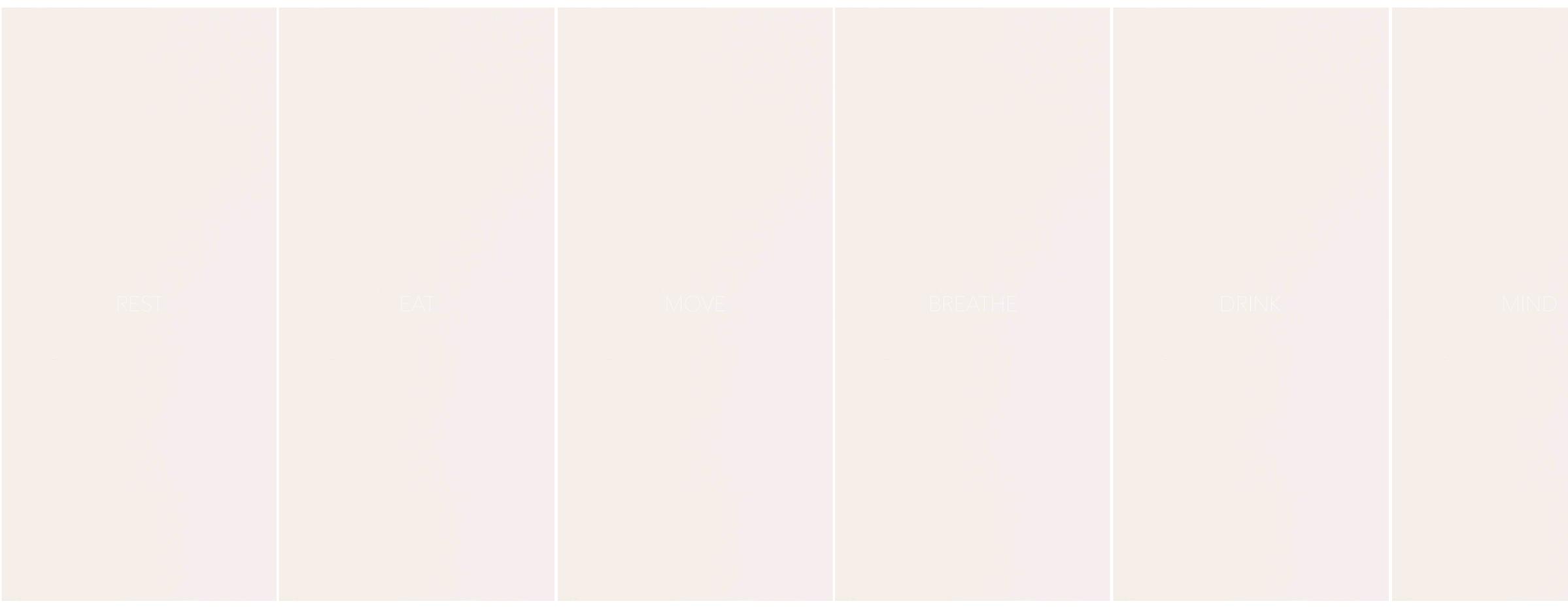
"Vagus nerve, also called X cranial nerve or 10th cranial nerve, longest and most complex of the cranial nerves. The vagus nerve runs from the brain through the face and thorax to the abdomen."

Britannica.com

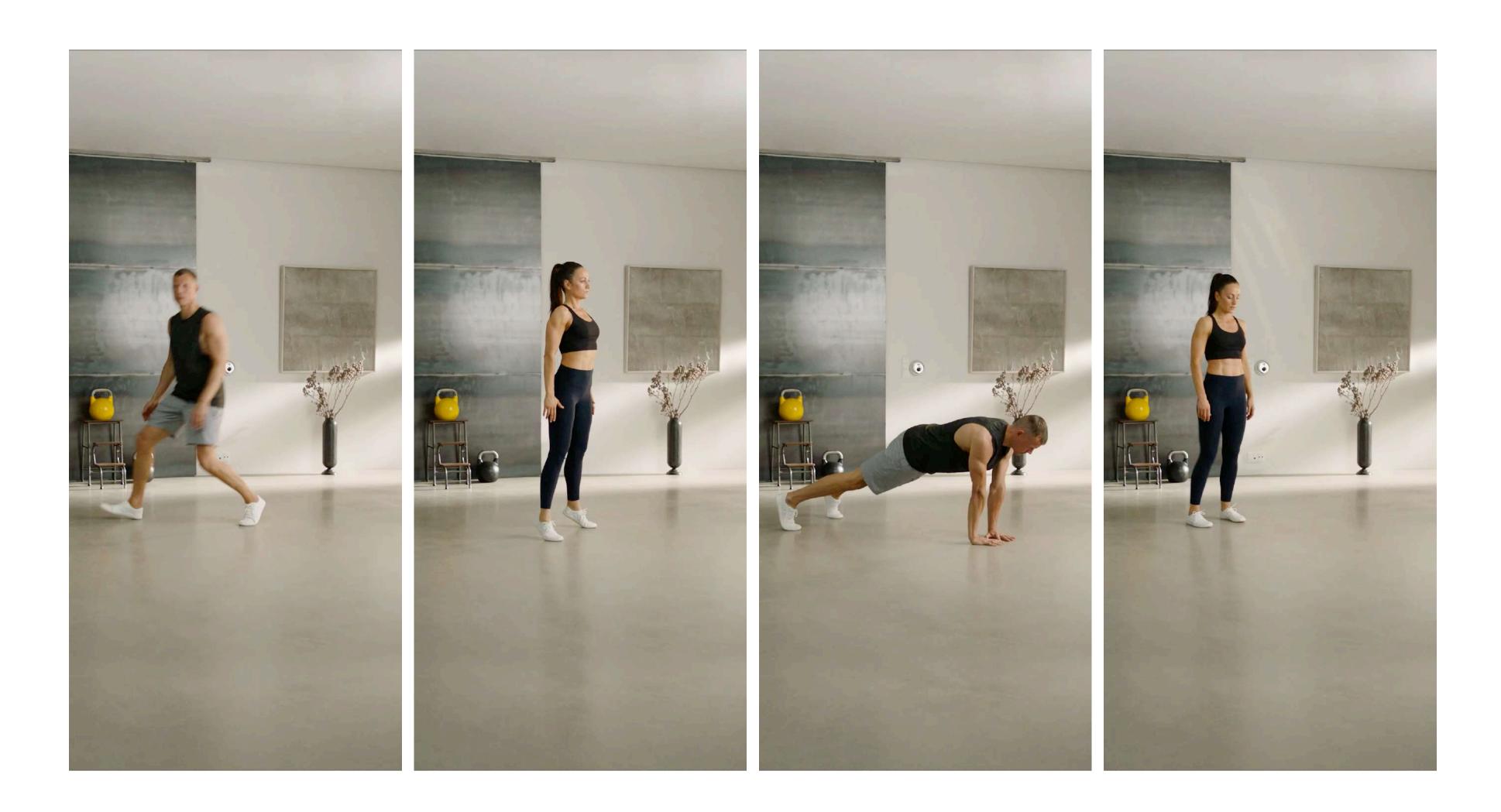








Exercise videos (36)



Total production

- Web landing page
 - Development
 - Visual identity
 - Tone of voice
- Strategy / Business model
 - Video content
 - Photo content
 - Promotional videos
 - Soundtrack

iOS / Android app

- Name
- Design/UX



Is the design working?







