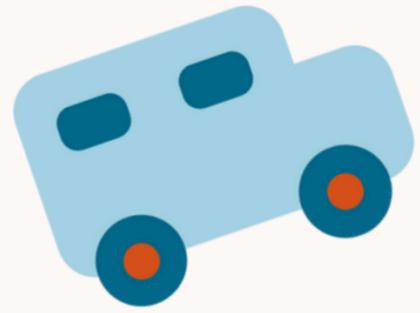


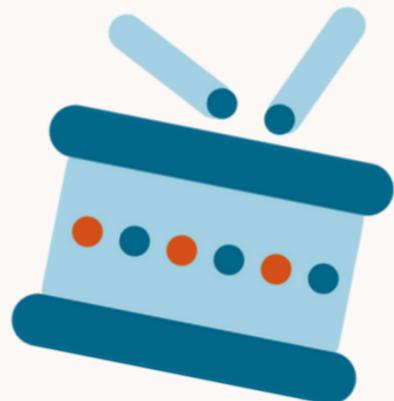


# Little Loop



# Visual Systems Project

Makenna Paul Fall 2025



# Design for Sustainability:

## A circular economy for toys

### What is it?

A digital app with a program that connects the community with locations that allows them to trade toys.

### Who's it for?

Ecoconscious parents who want to collaborate with their children on finding used toys in the area.

### What is it trying to communicate?

That each toy has a story and rather than being discarded when children grow out of it, it can be traded/given to someone else.

### Why is it different or interesting?

It connects with nearby stores and acts as a middle man to connect parents with these locations and reduce toy waste. Additionally, the app is made to feel less of a "shopping app" more of an experience for parents to use with their kids.

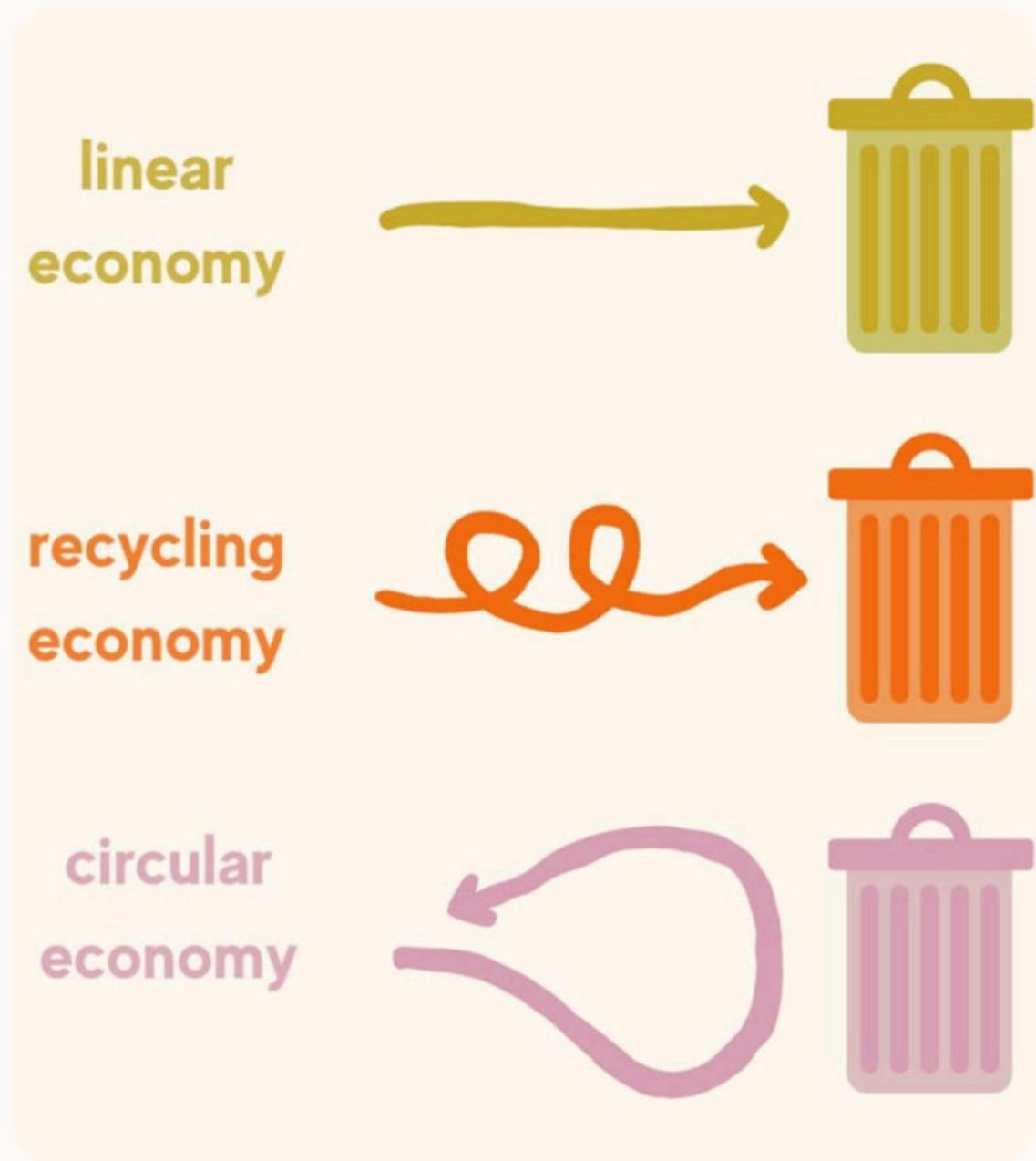
### What visual strategies is it using to communicate this:

Uses a lot of bright colors, organic shapes/lines, and a storytelling approach to appear more welcoming and communicate the ideas/ options.

# Initial Research and Findings

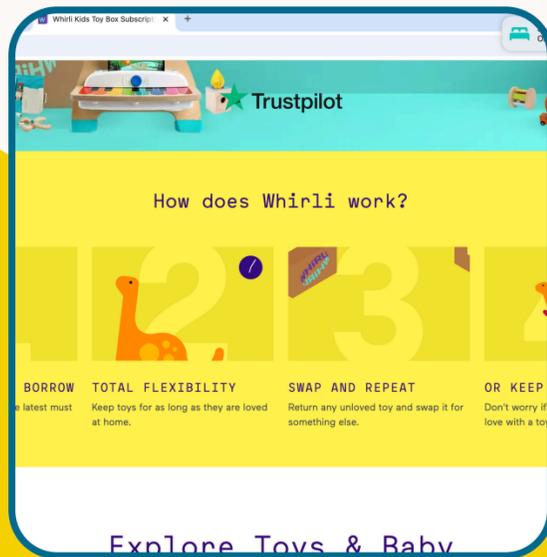
Based on my research, I discovered that

- 80% of toys end up in landfills
- Recycled toys are 6-7 times more expensive
- LEGO model for reuse/sharing (passing on to family and friends)
- People enjoy being able to pick up toys from nearby



# Who's Doing This Now?

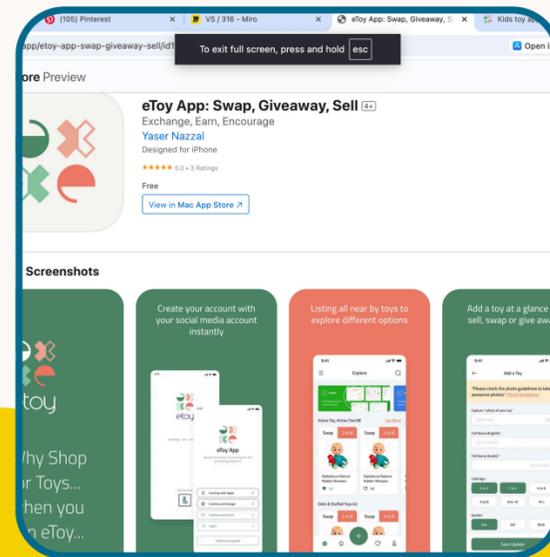
WHIRLI



REJOUÉ



ETOY



LEGO



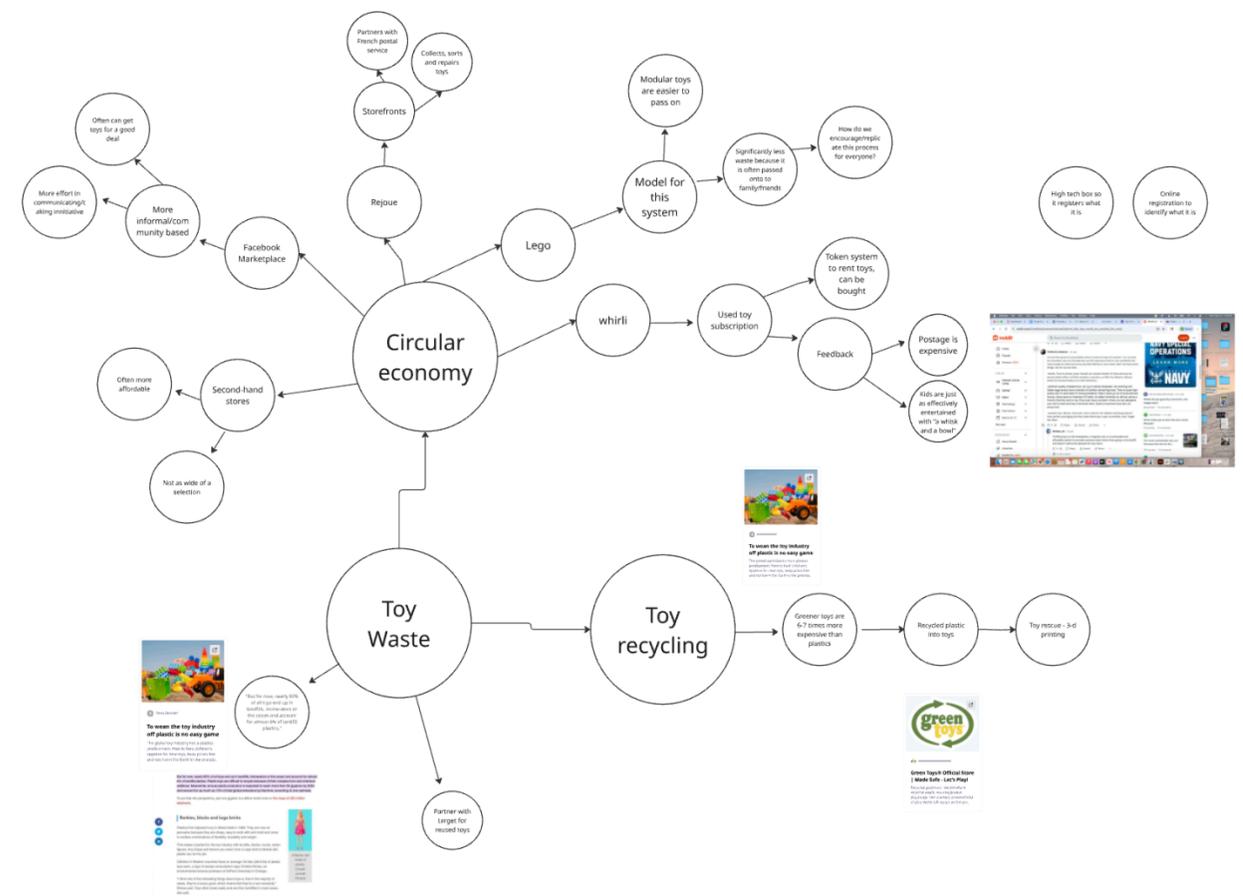
Looking into companies with a similar model I found that some common problems/takeaways were:

- postage was too expensive
- not enough awareness for a digital app
- needed to be user-friendly and engaging while being effective
- partnerships were successful

# What Makes This Different?

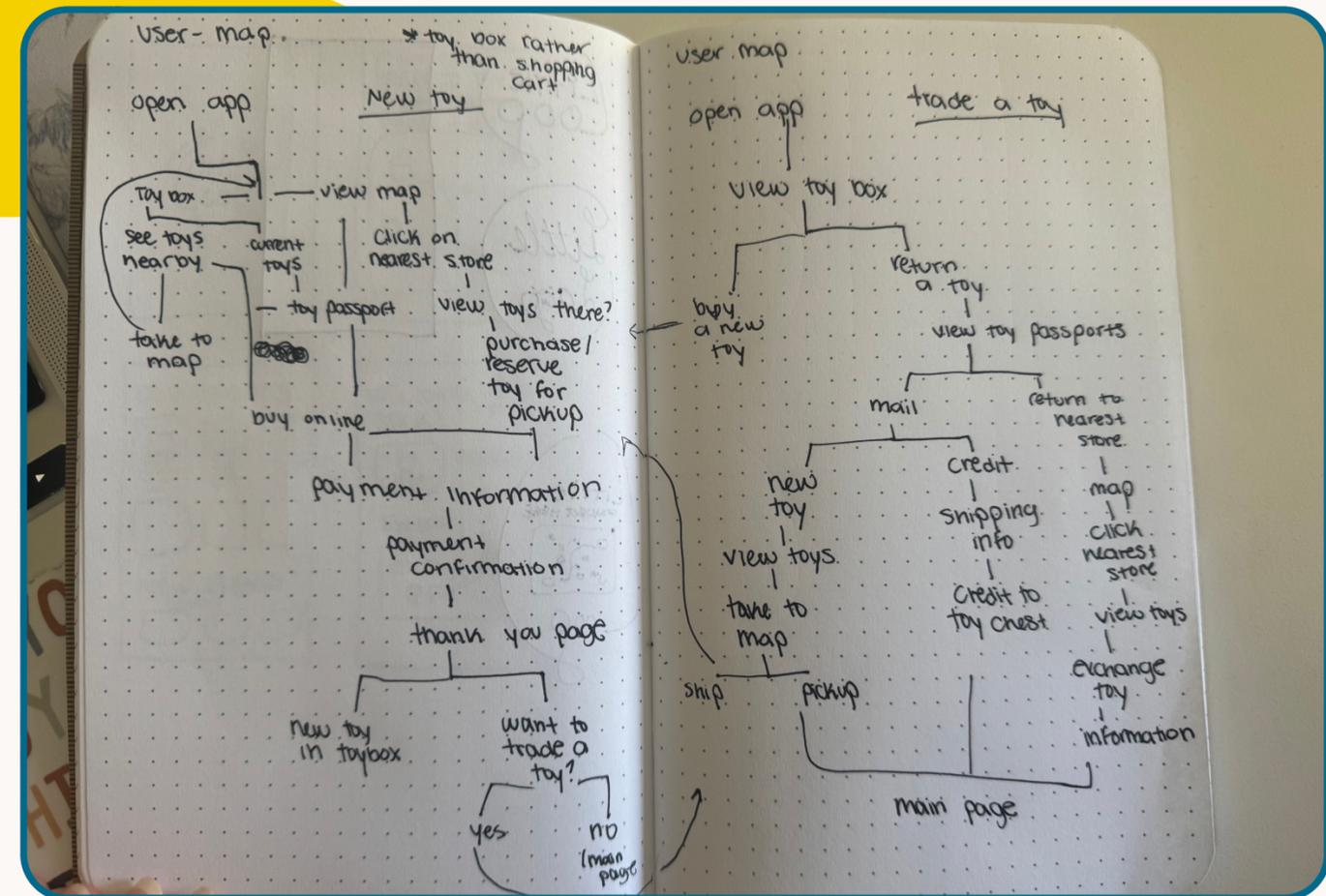
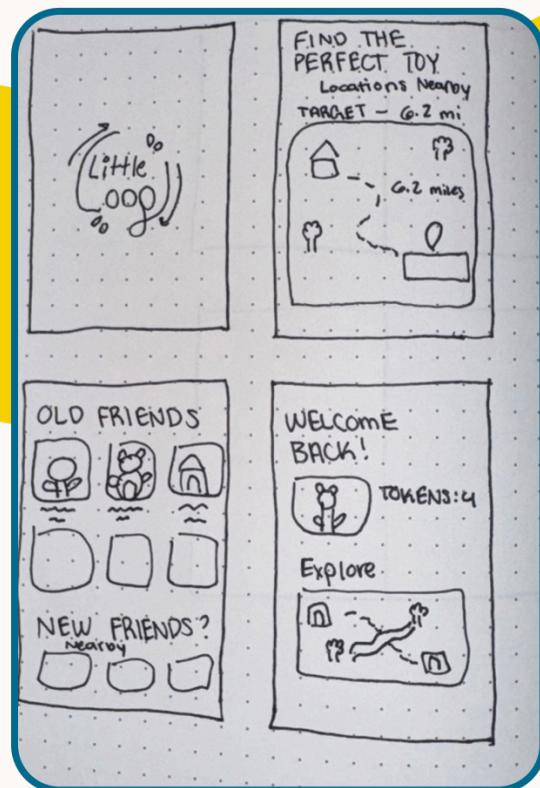
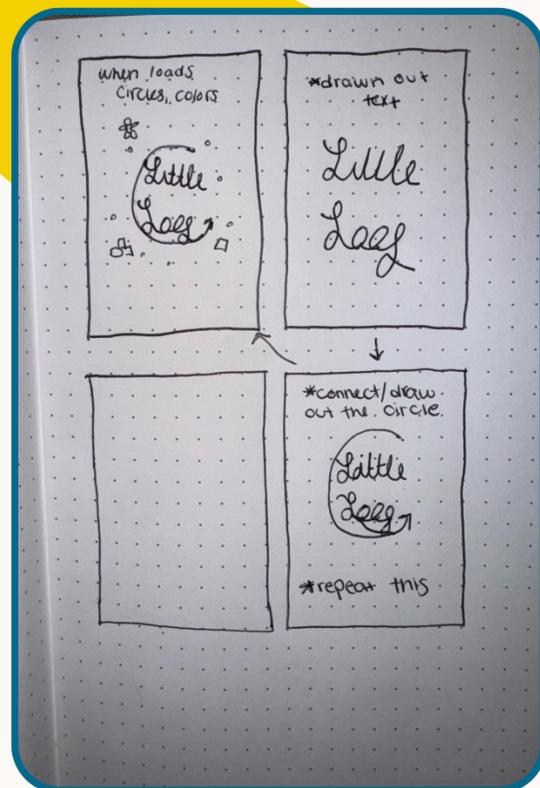
From my research I discovered that the program needed to:

- be community based
- partner with nearby stores that would act as a drop-off and pickup point
- option for shipping or pickup
- be interactive and narrative

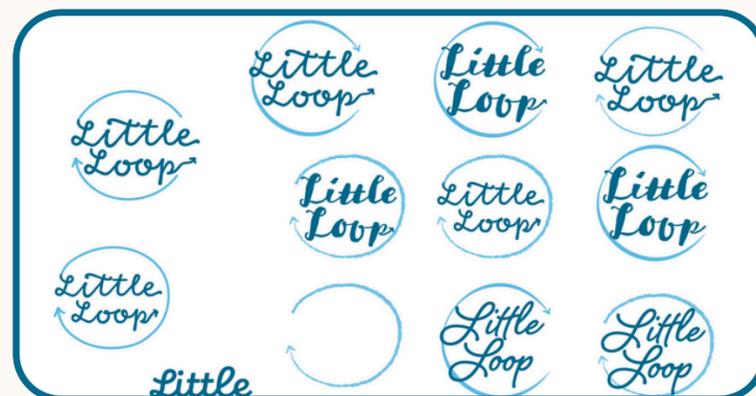
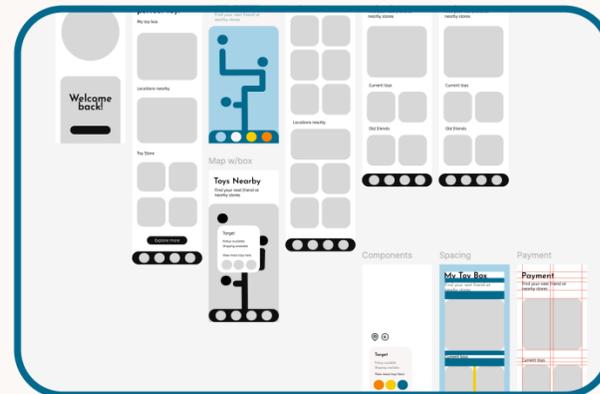
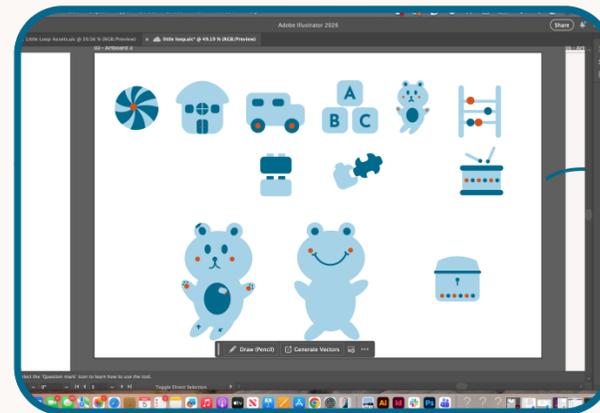
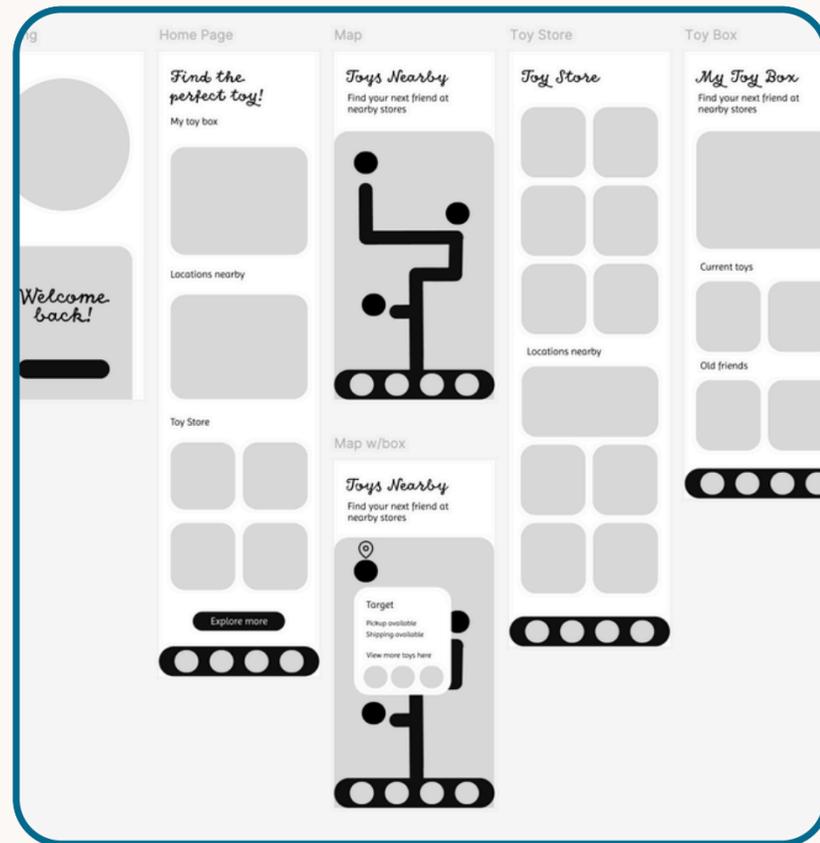


# The Process: Part 1

I began by sketching my loading screen and main app pages along with developing a user-flow to determine each step in the process.



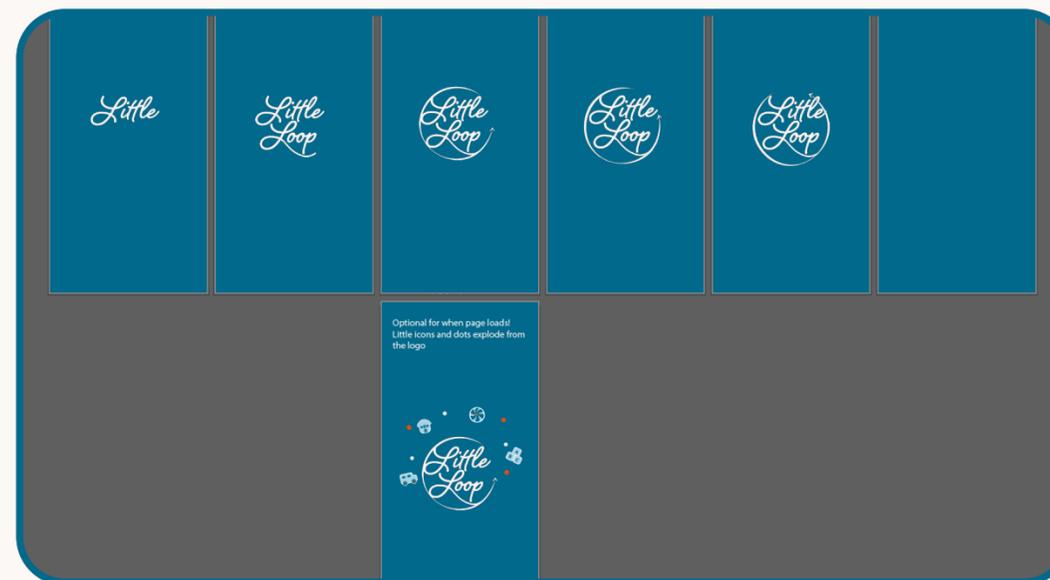
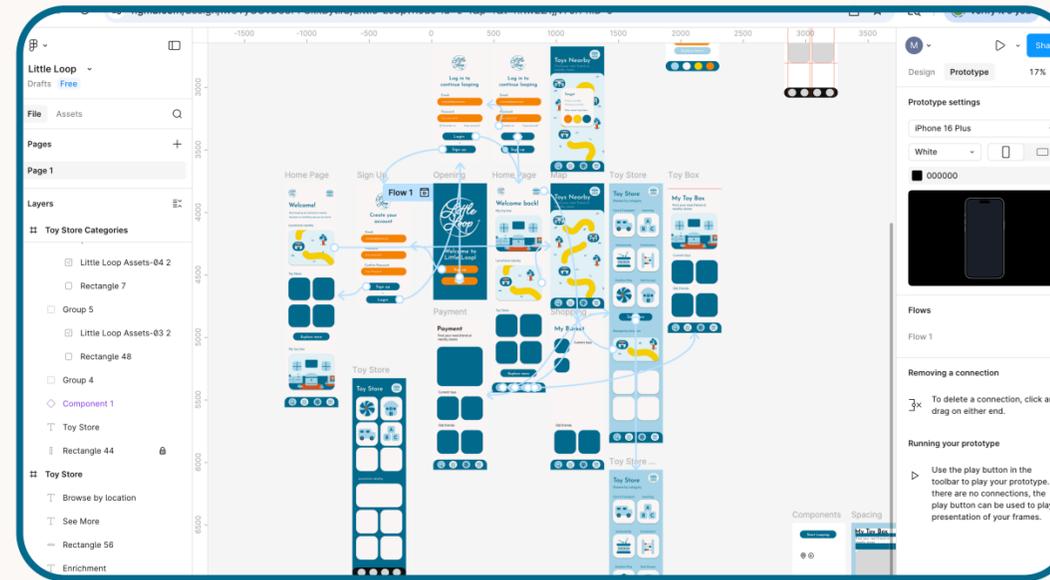
# The Process: Part 2



Next was wireframing and developing my branding/system components. I knew that my system would need a strong **narrative element** so I developed an icon system with a limited color palette. I also began work on the name and logo to demonstrate the **circular nature of this program.**

# The Process: Part 3

Lastly, I started implementing my system throughout the app in **Figma**, designing the signage that would guide users in stores, and created a loading screen in **Adobe After Effects**.



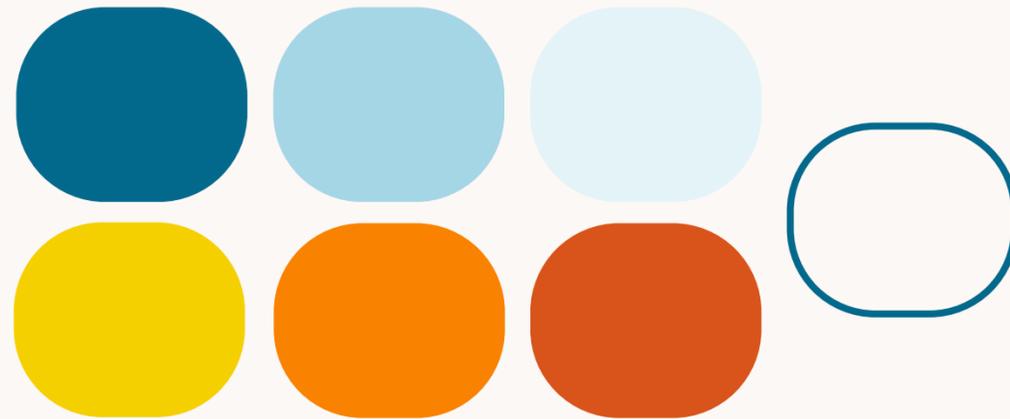
# The System

## Buttons

## Logos

## Icons

### Colors



### Fonts

*Shelby Bold*

Logo font

Josefin Sans

**Bold**

Regular

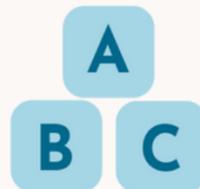
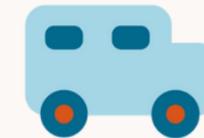
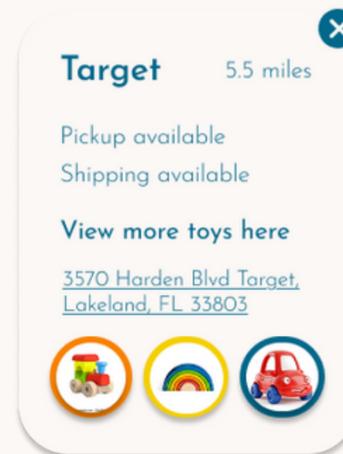
**Header font**

Body font



Sign up

Log in



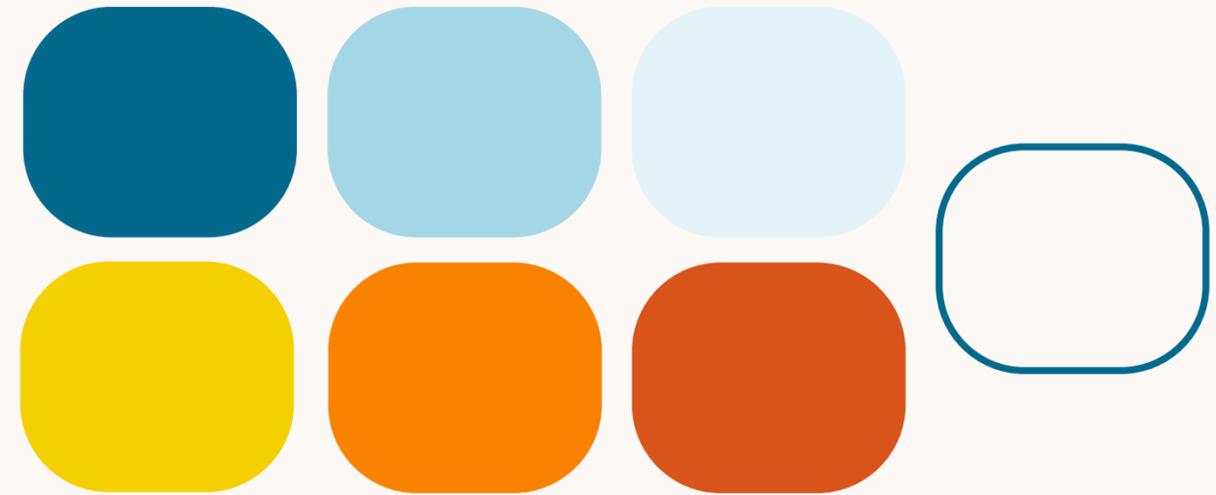
# The System: Broken Down

The system implements a limited color palette using mostly the blues and cream for elements and the yellow, orange, red combo for contrast.

The main font is Josefin Sans to be the most effective/readable while having a little personality. Shelby bold is the logo font to mimic the loopy, playful nature of the logo.

While having a limited base color palette, these colors are often interchanged throughout the system to create readable, engaging content that is still cohesive as a brand.

## Colors



## Fonts

*Shelby Bold*

Logo font

**Josefin Sans**

**Bold**

Regular

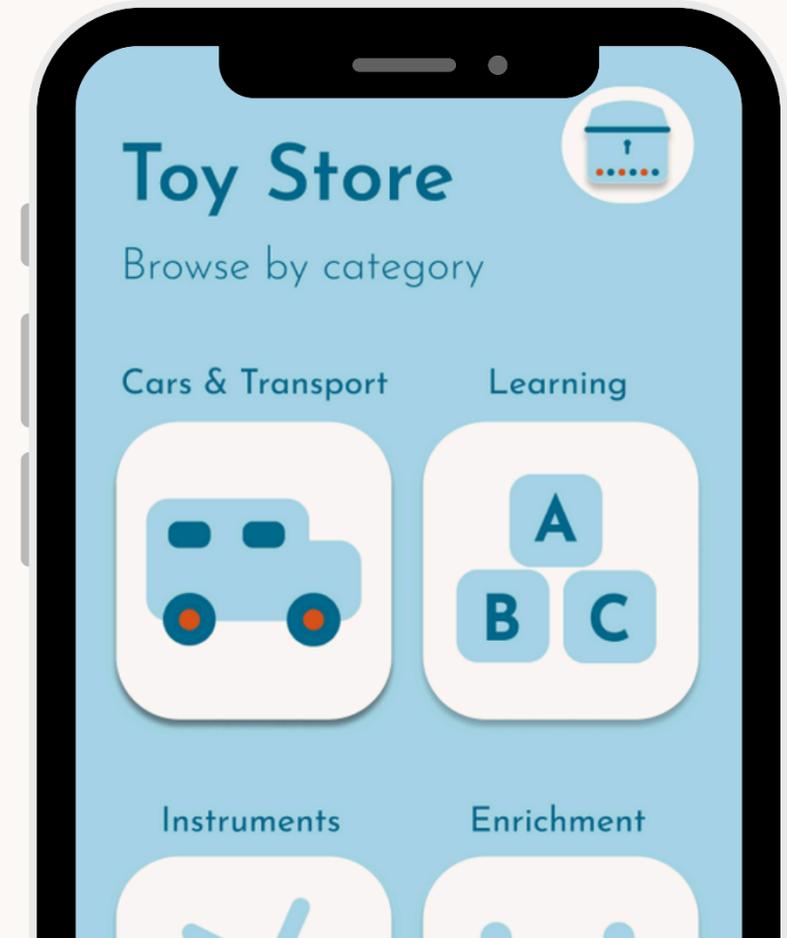
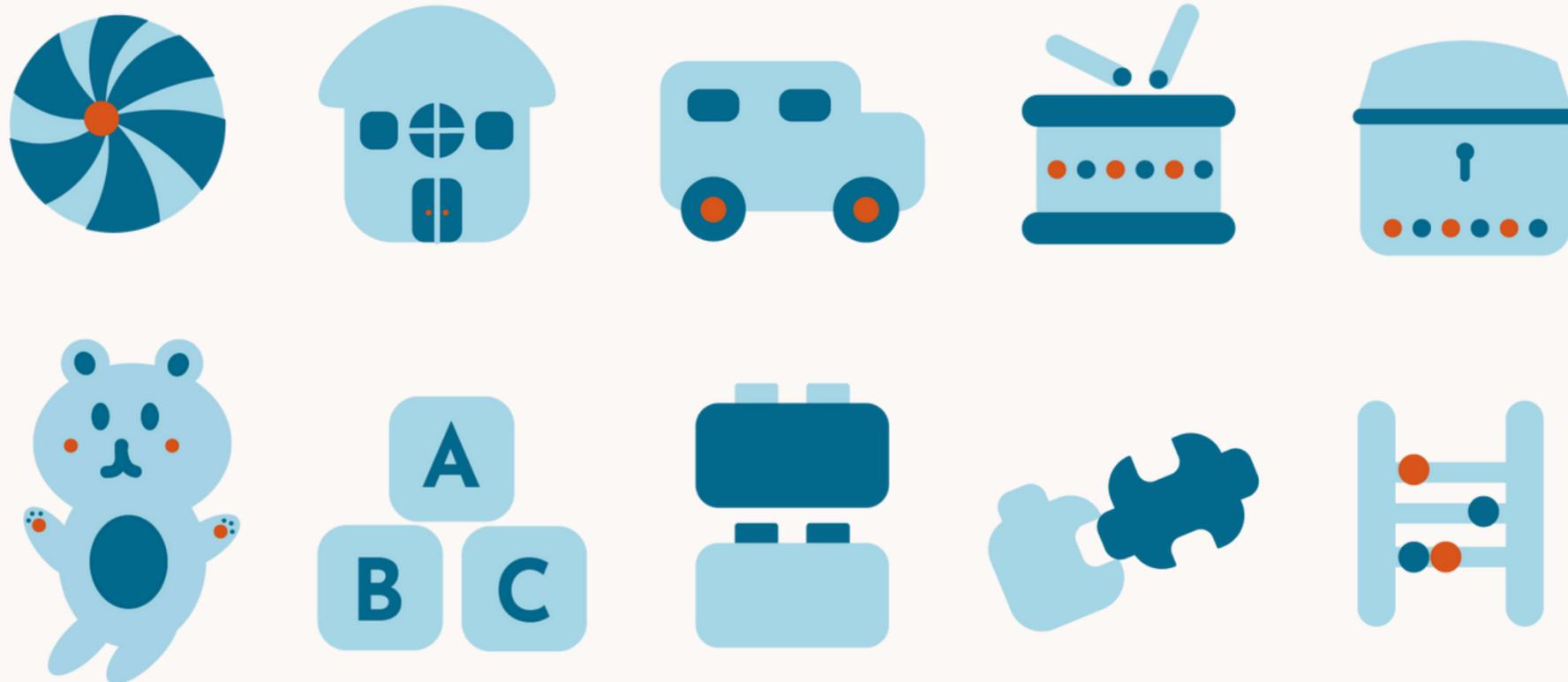
**Header font**

Body font

# The System: Broken Down

Icons are featured throughout the system for navigation and storytelling, acting as a guide for users. They each use a limited color palette making them cohesive and recognizable.

## Icons



# The System: Broken Down

## Buttons



The **buttons** were developed for navigational and functional purposes while incorporating some of that fun narrative approach in the icons.

The **logos** reflects the connection that we are aiming for in this platform to create a more efficient and sustainable to economy in communities. A colored and white version is provided to accommodate different backgrounds and purposes. A monogram is also included for smaller designs.

## Logos



Sign up

Log in

**Target** 5.5 miles

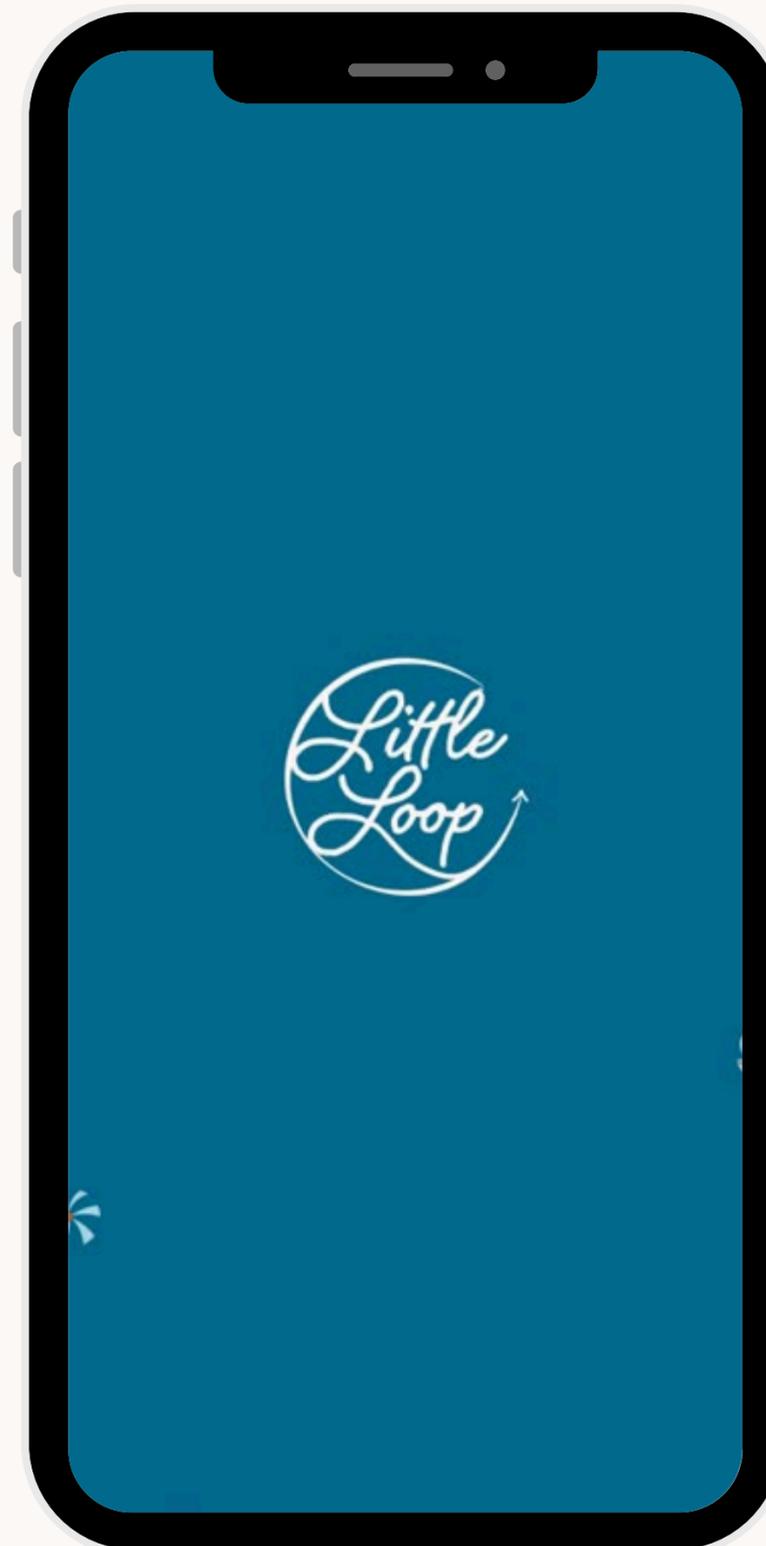
Pickup available  
Shipping available

View more toys here

[3570 Harden Blvd Target, Lakeland, FL 33803](#)



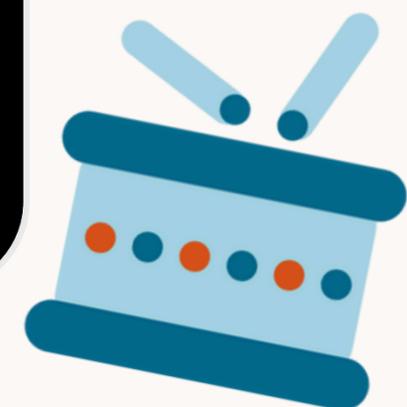
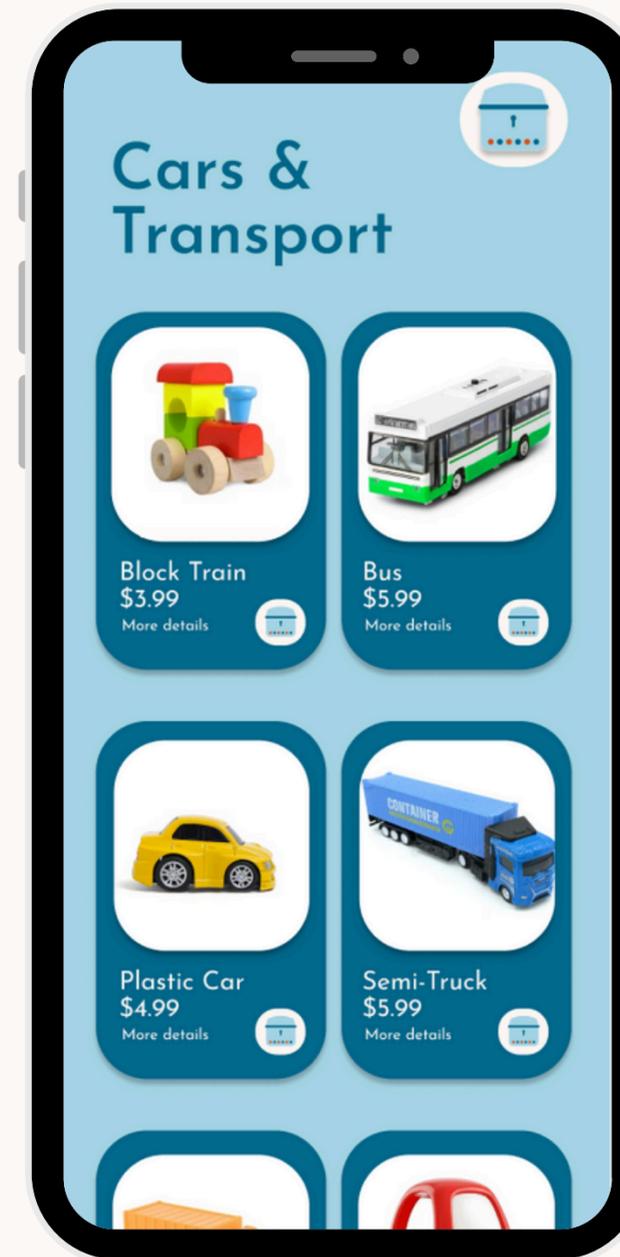
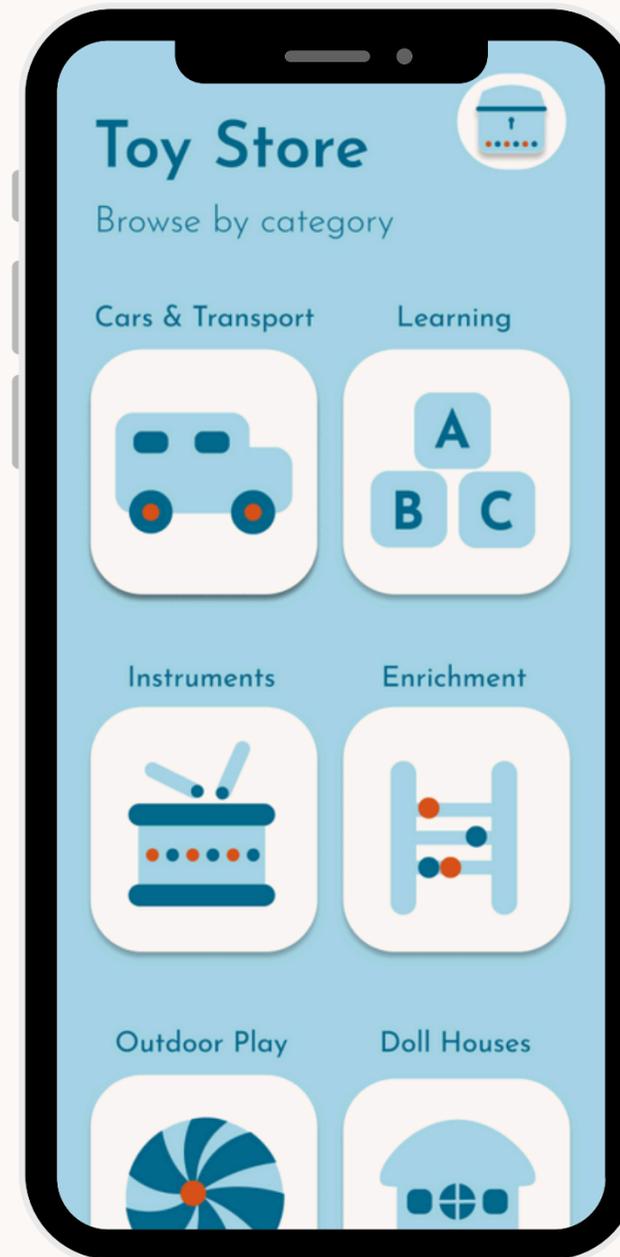
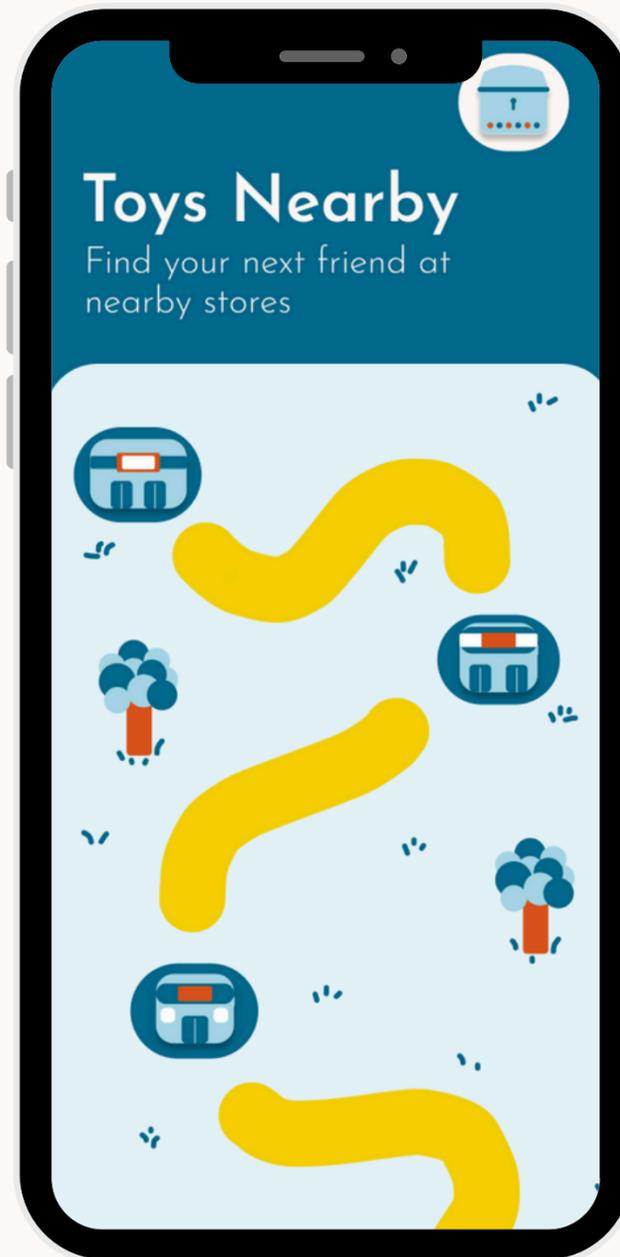
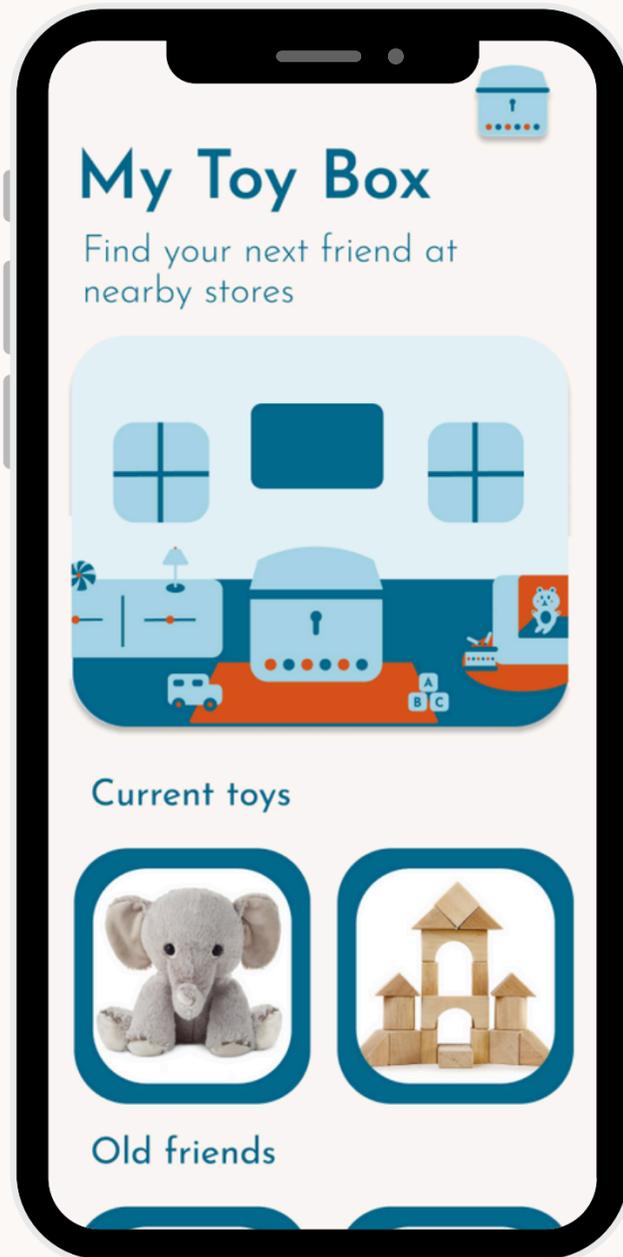
# Deliverables: Motion



# Deliverables: Print

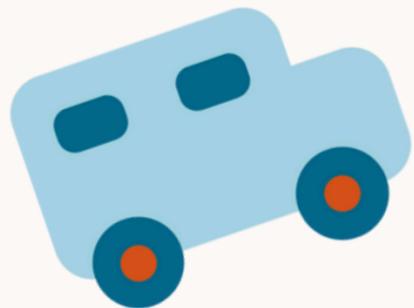


# Deliverables: Digital



Link to Prototype:





Thank you!

