



hold onto your inspiration

overview

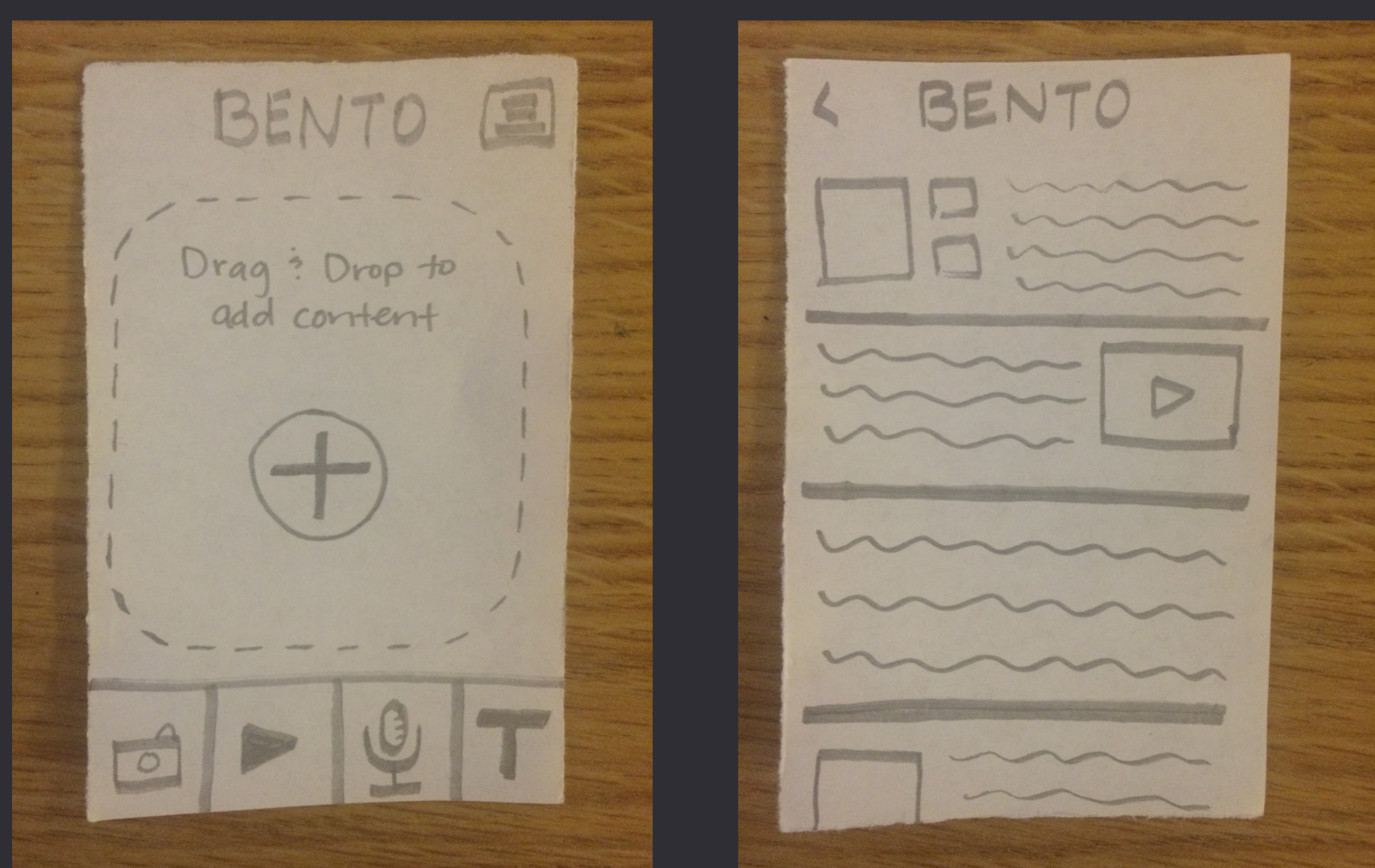
problem: creative inspiration is scarce. when we forget about things in the world or moments that inspire us, we're frustrated and our creative process is hindered

"it would be game-changing if designers could seamlessly bring inspiration from the real world home with them in an authentic way."

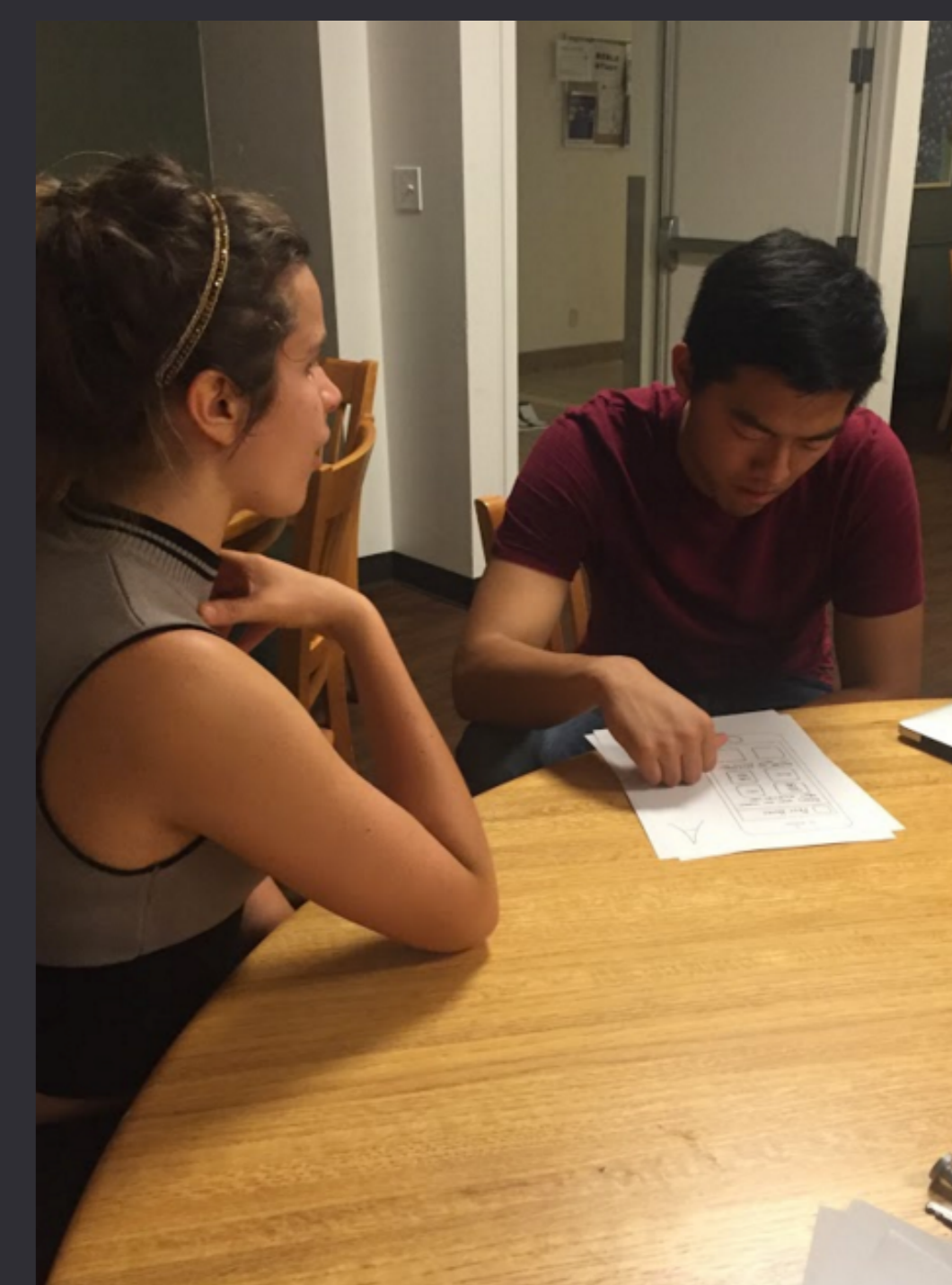
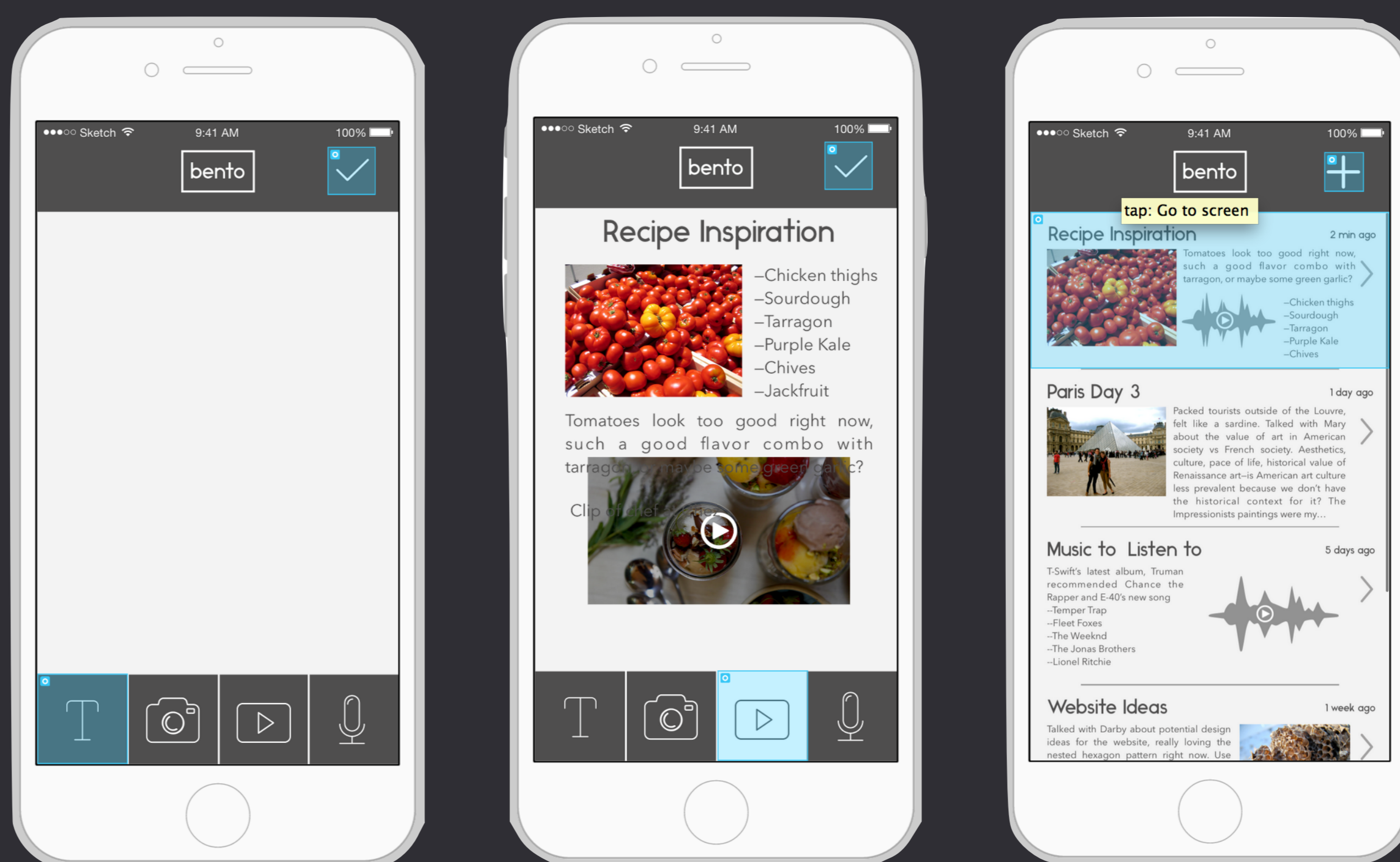
"the most important thing about creative ideas is remembering a few key context points about where they came from."

design process

low fi: paper



med fi: proto.io



add content

view old logs

add content

view old logs

prototype

test

solution



be inspired



log the moment



get reminded

