



ΠΑΝΕΠΙΣΤΗΜΙΟ
ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ
UNIVERSITY OF WEST ATTICA

ΣΧΟΛΗ ΕΦΑΡΜΟΣΜΕΝΩΝ ΤΕΧΝΩΝ ΚΑΙ ΠΟΛΙΤΙΣΜΟΥ
ΤΜΗΜΑ ΓΡΑΦΙΣΤΙΚΗΣ ΚΑΙ ΟΠΤΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ

ΠΤΥΧΙΑΚΗ ΕΡΓΑΣΙΑ

THRIVE: **Δημιουργία Εταιρικής Ταυτότητας και Ψηφιακής Πολυμεσικής Εφαρμογής για την Άθληση και τη Διατροφή**

Σχεδιασμός:
Παπακώστα Ακριβή
Α.Μ. 19674142

Επιβλέπων καθηγητής:
Ρωσσέτος Μετζητάκος

ΑΘΗΝΑ ΙΟΥΛΙΟΣ 2023

ΤΙ ΕΙΝΑΙ ΤΟ THRIVE;

Το Thrive είναι μια εφαρμογή για την **άθληση** και τη **διατροφή**.

Αποτελεί ένα μέρος όπου ο χρήστης μπορεί να **δημιουργήσει** και να **αποθηκεύσει** το **πρόγραμμα** γυμναστικής και διατροφής του, να εμπνευστεί από άλλα προγράμματα και συνταγές, κι έτσι να δημιουργήσει μια **ρουτίνα** που ταιριάζει σε αυτόν.

Το Thrive προωθεί έναν υγιεινό αλλά **ισορροπημένο τρόπο ζωής**, δίνοντας έμφαση στην **πρόοδο** και όχι στην τελειότητα.

Ενθαρρύνει τους χρήστες να δοκιμάσουν κάτι καινούριο και να θέσουν στόχους για την **βελτίωση** της ζωής τους.

Η κύρια αποστολή του Thrive είναι να προσφέρει **το καλύτερο μέσο** στους ανθρώπους που επιθυμούν να αλλάξουν τη ζωή τους προς το καλύτερο.

Το τελικό επιθυμητό αποτέλεσμα είναι η ικανοποίηση των χρηστών και δημιουργία μιας καινούριας **υγιείς σχέσης** τους με την άθληση και τη διατροφή.



Thrive
Healthy living made easy!

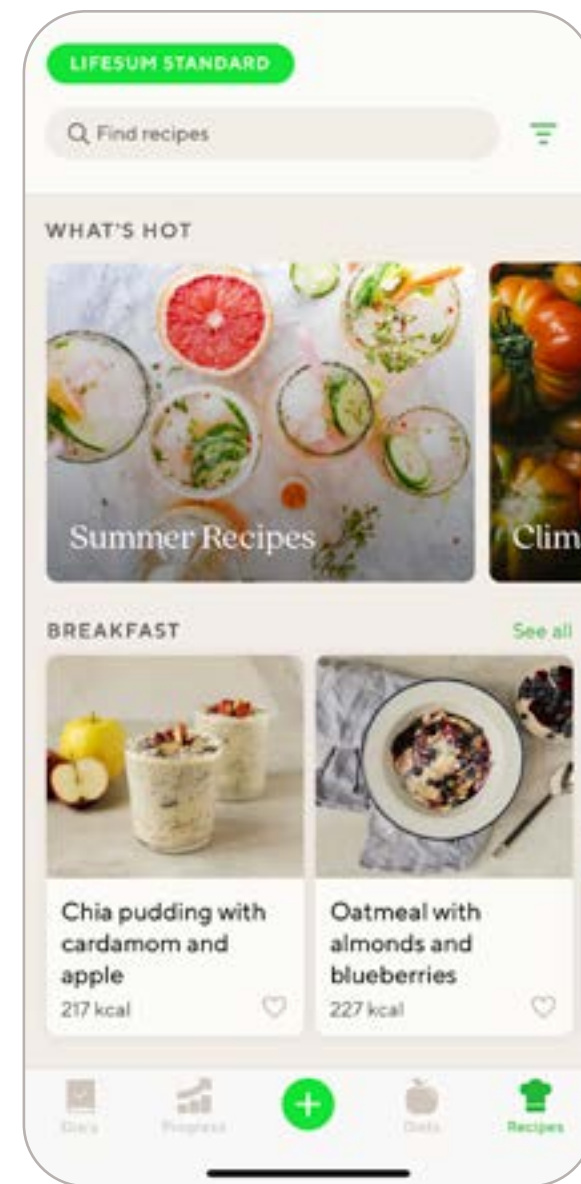
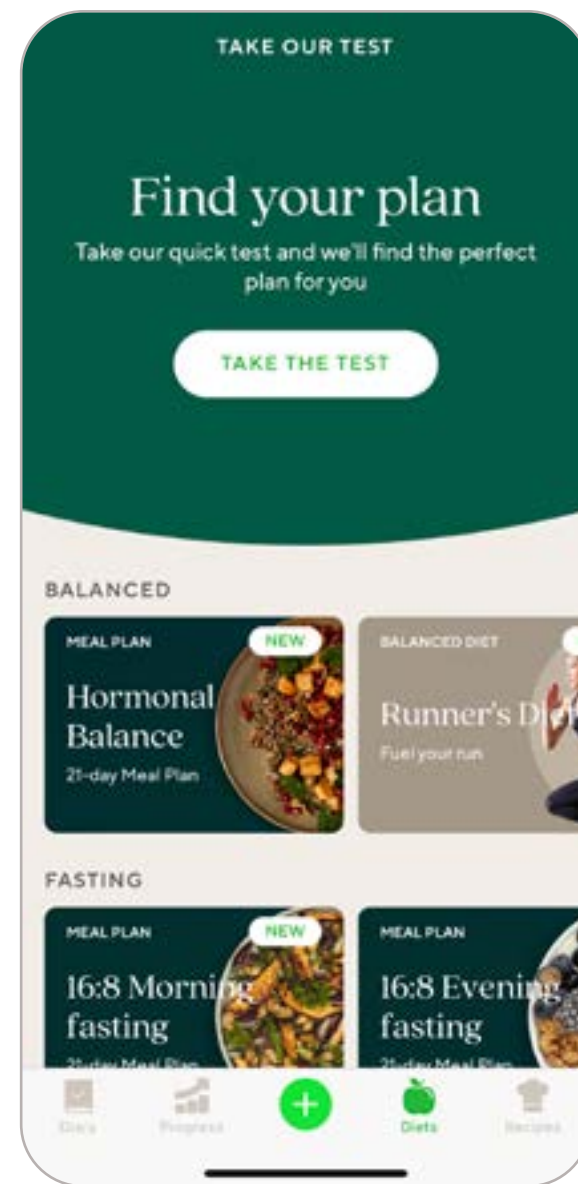
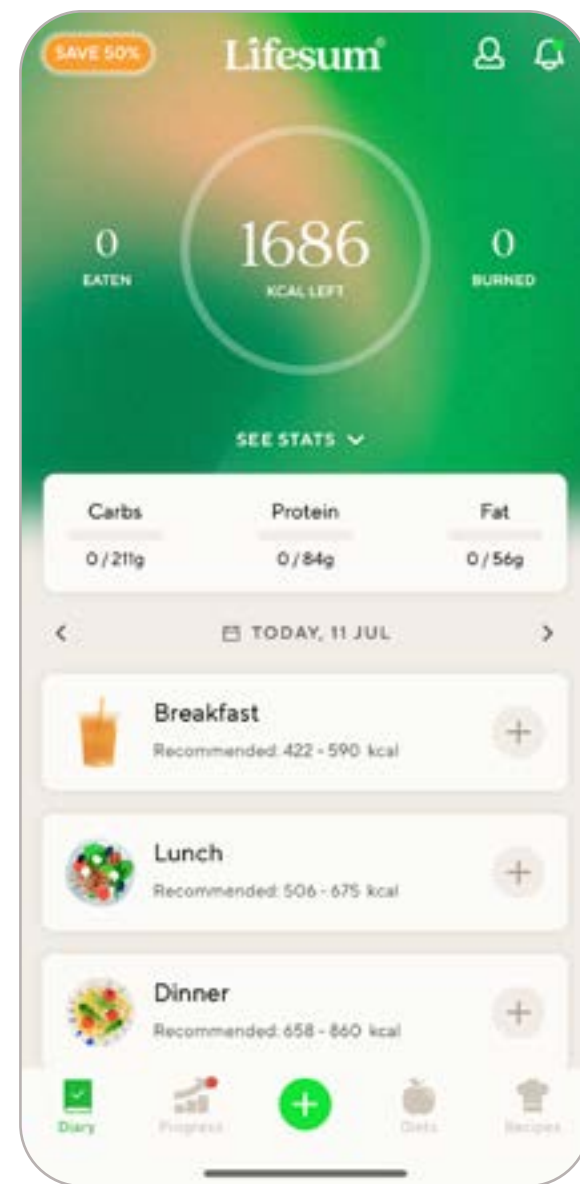
ΟΡΑΜΑ

Να προσφέρει μια **ευχάριστη** εμπειρία και έναν διασκεδαστικό τρόπο **επίτευξης των στόχων** των χρηστών

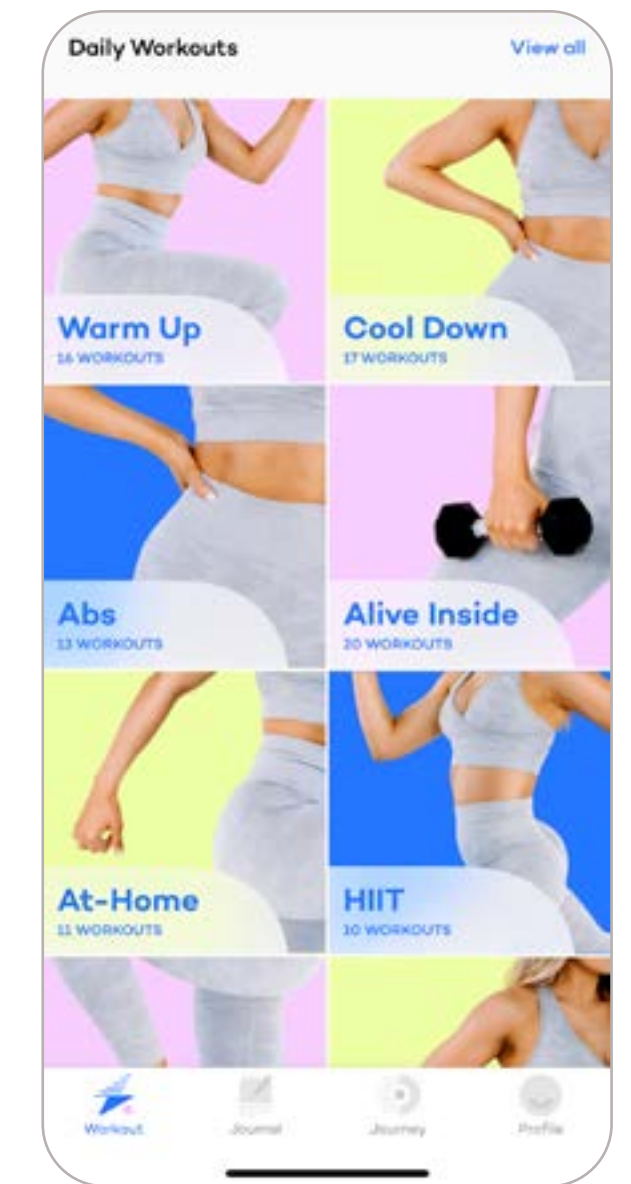
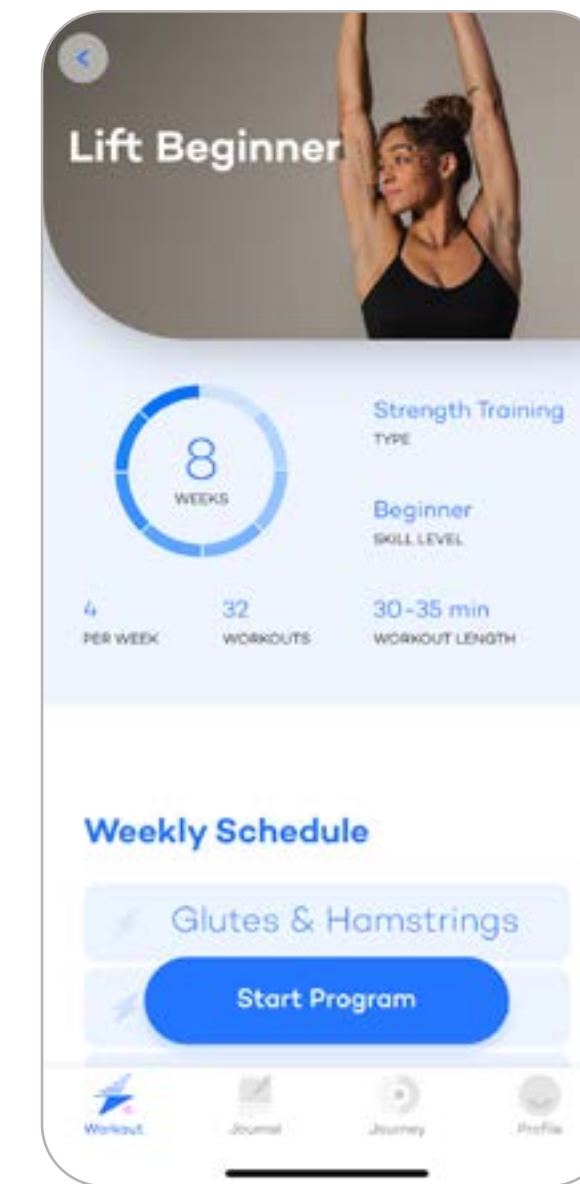
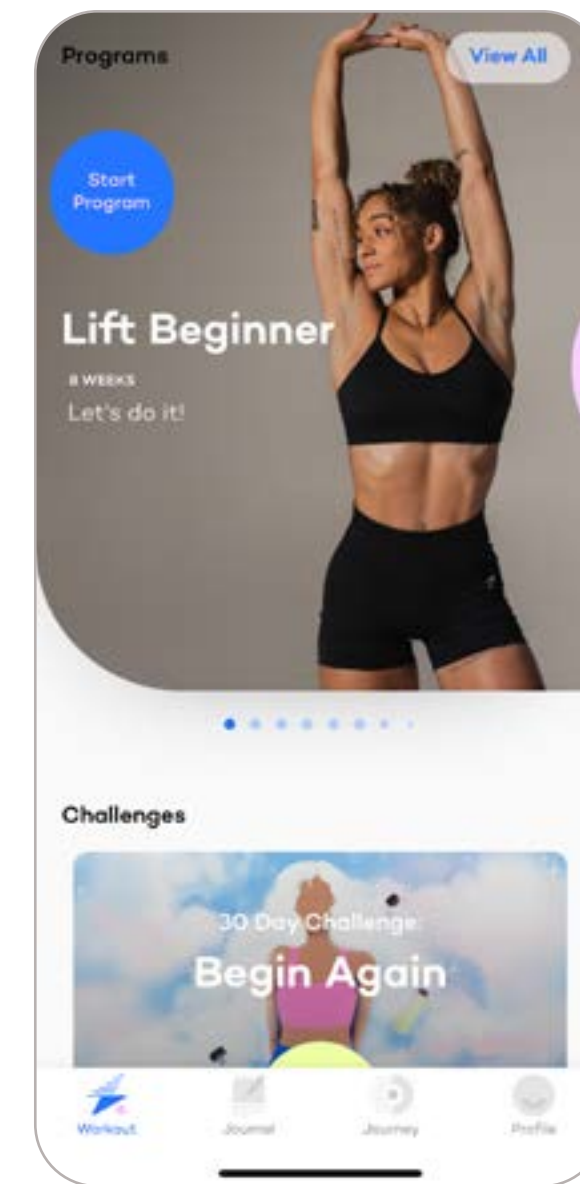
ΣΤΟΧΟΣ

Να παρέχει ένα **εύχρηστο** και **αποτελεσματικό** εργαλείο, που να διευκολύνει την ισοθέτηση ενός υγιέστερου τρόπου ζωής

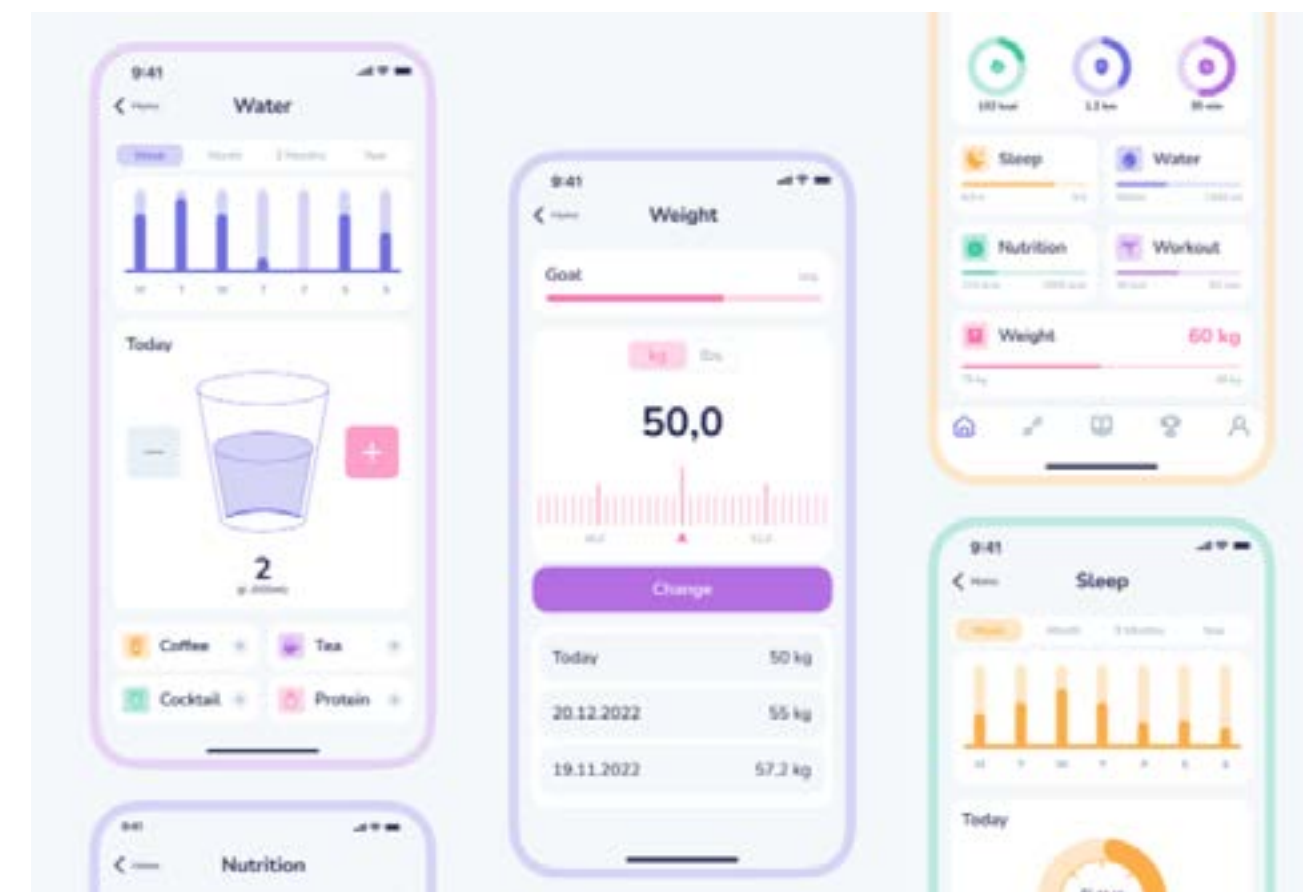
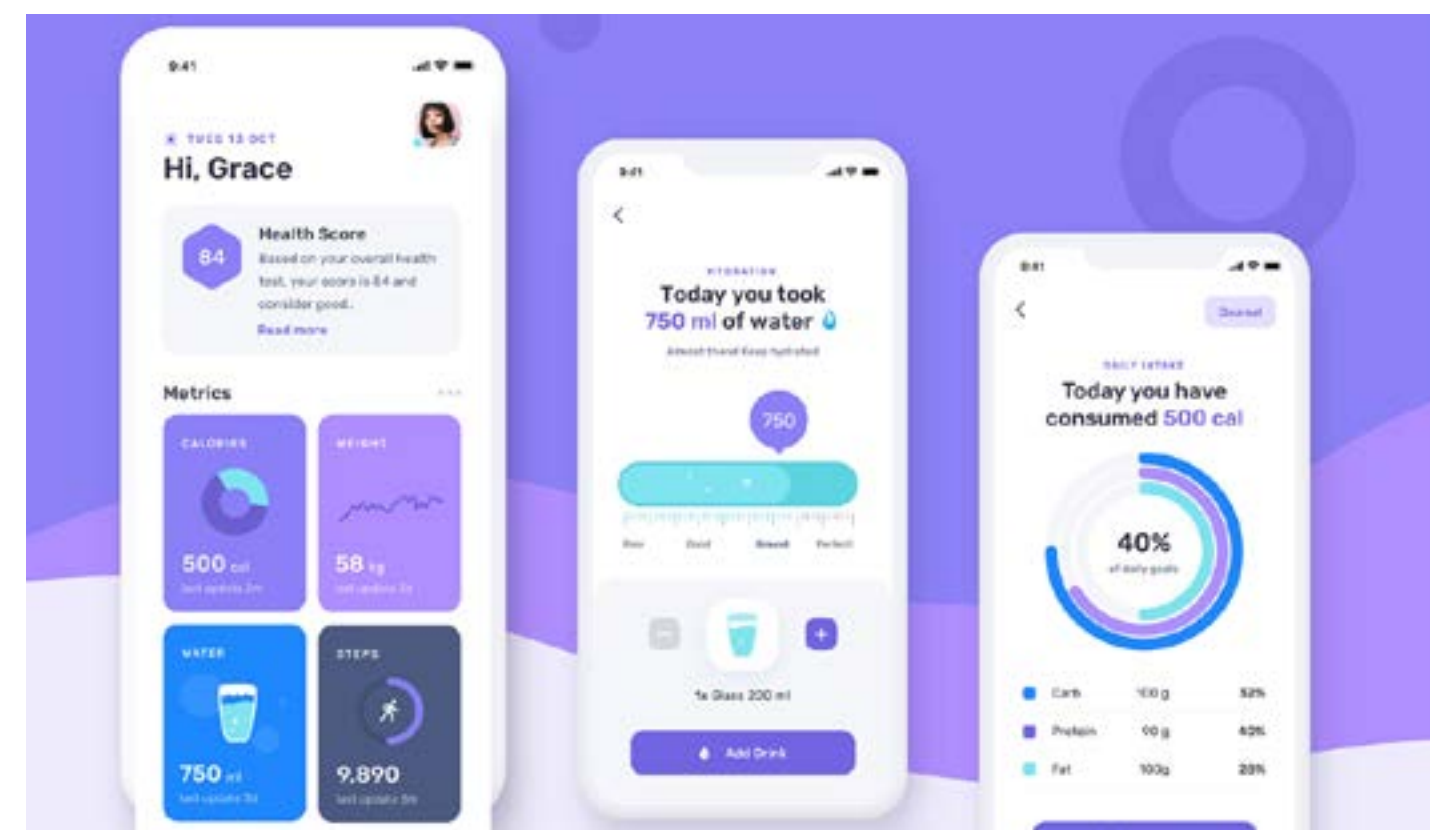
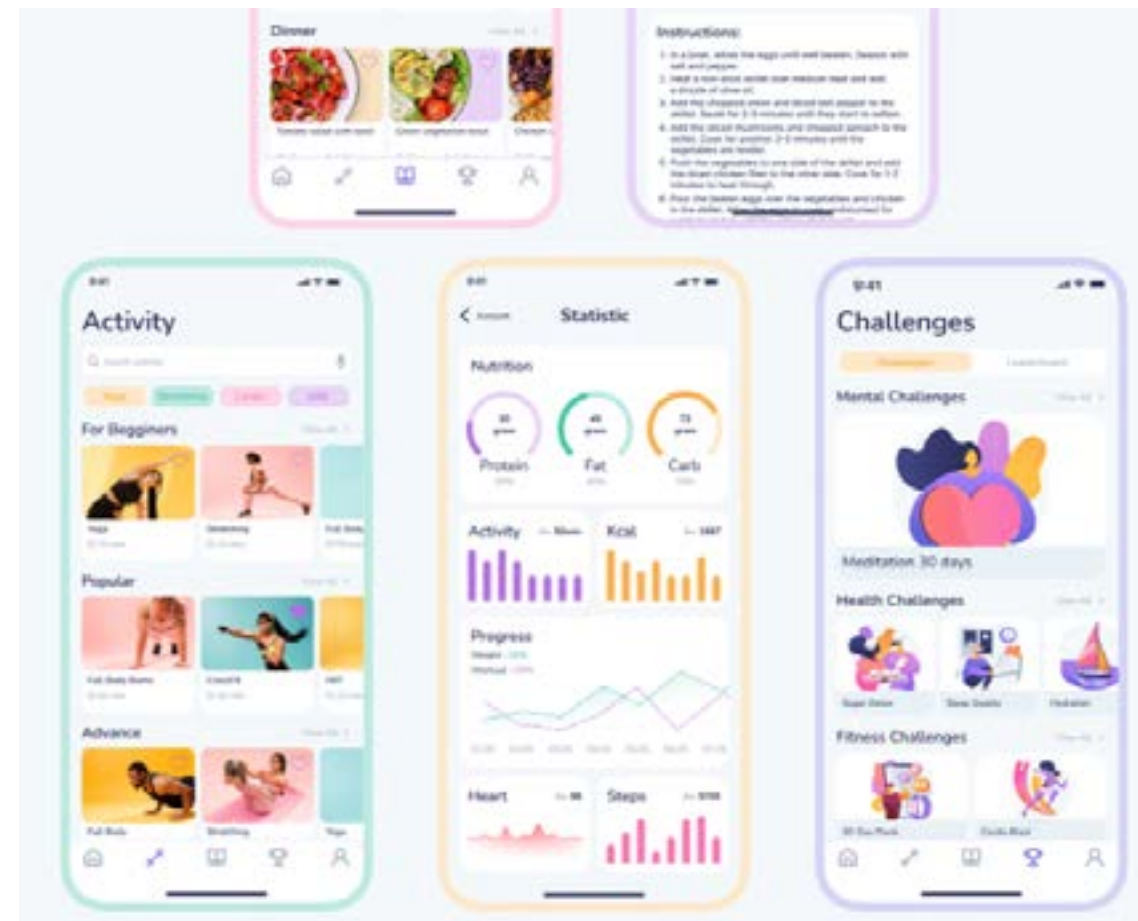
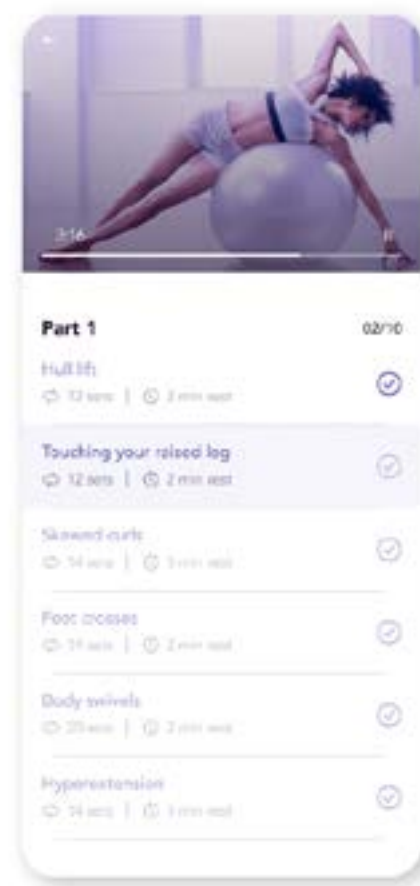
Lifesum



Alive



Πηγές: Behance, Pinterest



Thrive
Thrive
Thrive
Thrive
Thrive

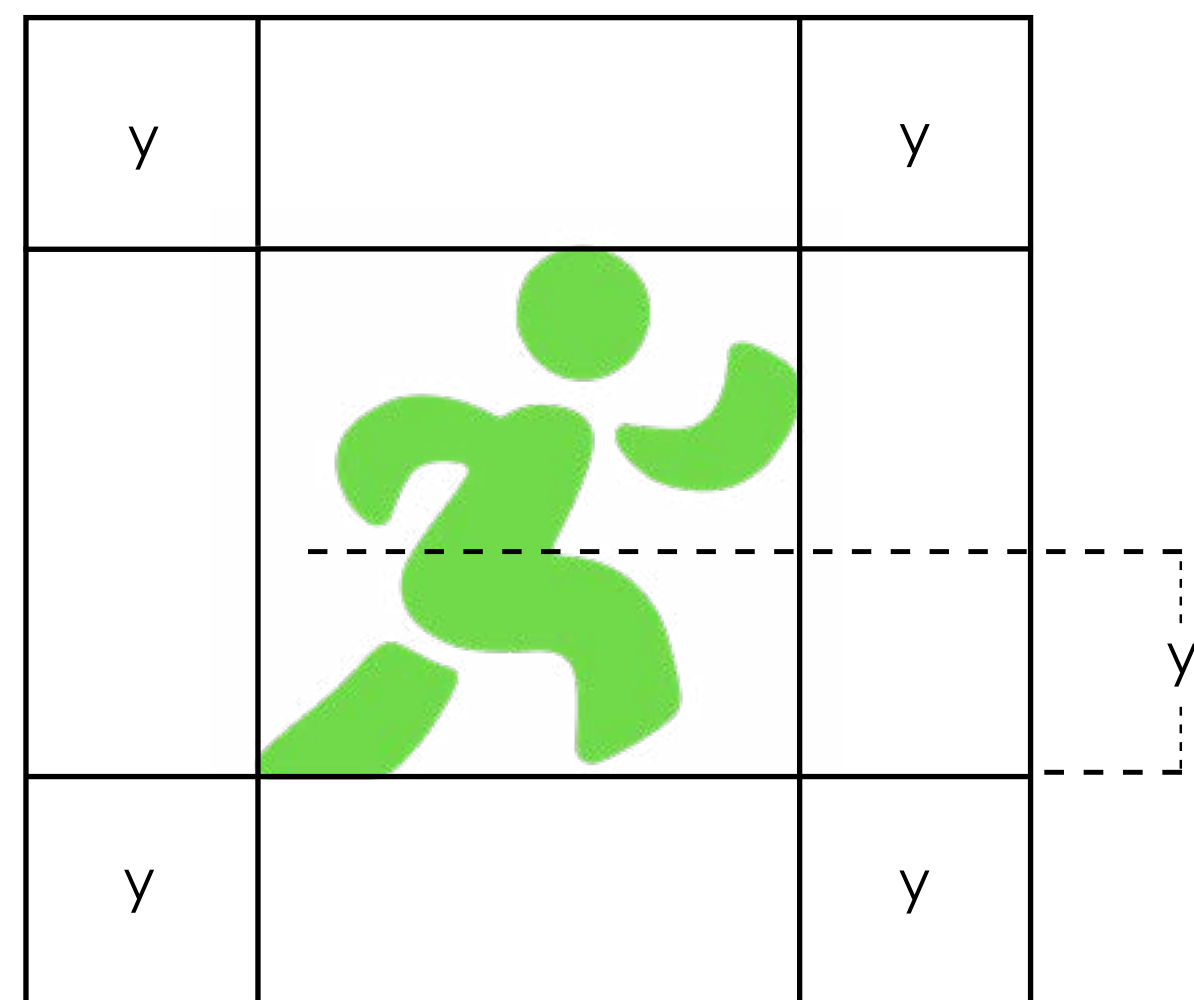
Thrive
Thrive
Thrive
Thrive
Thrive

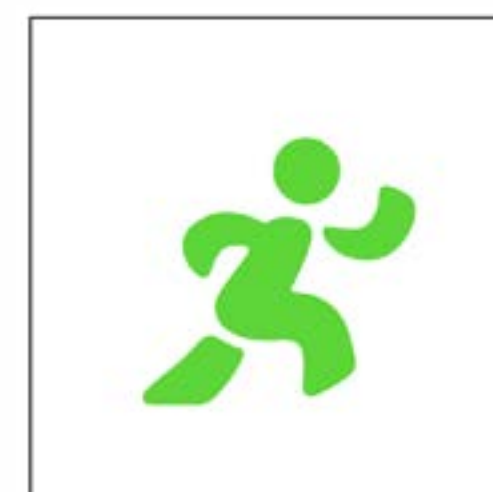
Thrive
Thrive
Thrive
Thrive
Thrive

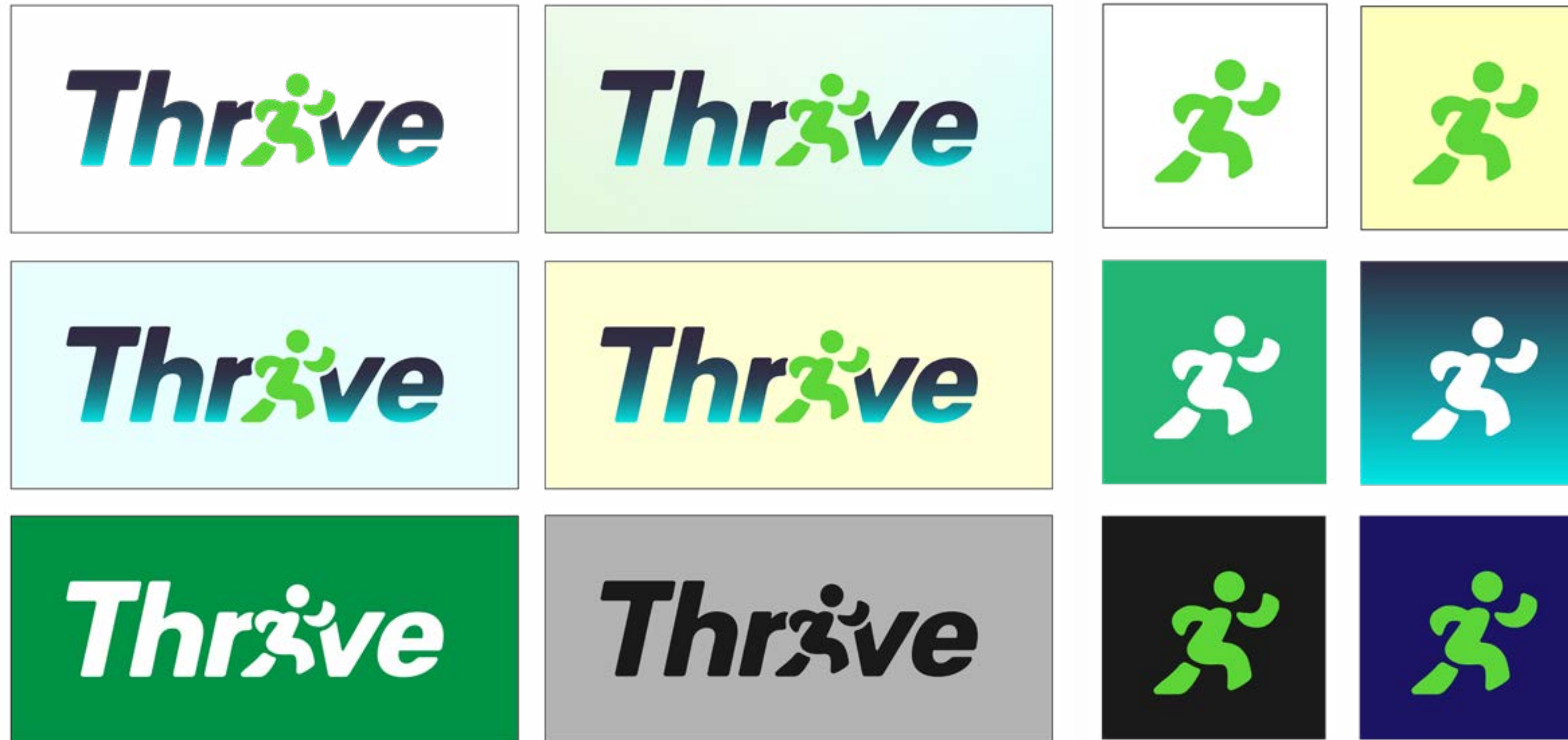
Thrive
Thrive
Thrive
Thrive
Thrive

Thrive











ΛΟΓΟΤΥΠΟ ΚΑΙ ΔΙΑΦΗΜΙΣΗ

Rubik

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
XYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

AAAAAA
AAAAAA

ΤΙΤΛΟΙ ΚΑΙ ΚΟΥΜΠΙΑ ΕΦΑΡΜΟΓΗΣ

Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
XYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

AAAAAA
AAAAAA

ΚΕΙΜΕΝΟ ΚΑΙ ΕΠΕΞΗΓΗΣΕΙΣ

Open Sans

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
XYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

AAAAAA
AAAAAA



ΑΡΧΙΚΟ I
RGB: 113 218 74



ΑΡΧΙΚΟ II
RGB: 2 221 222



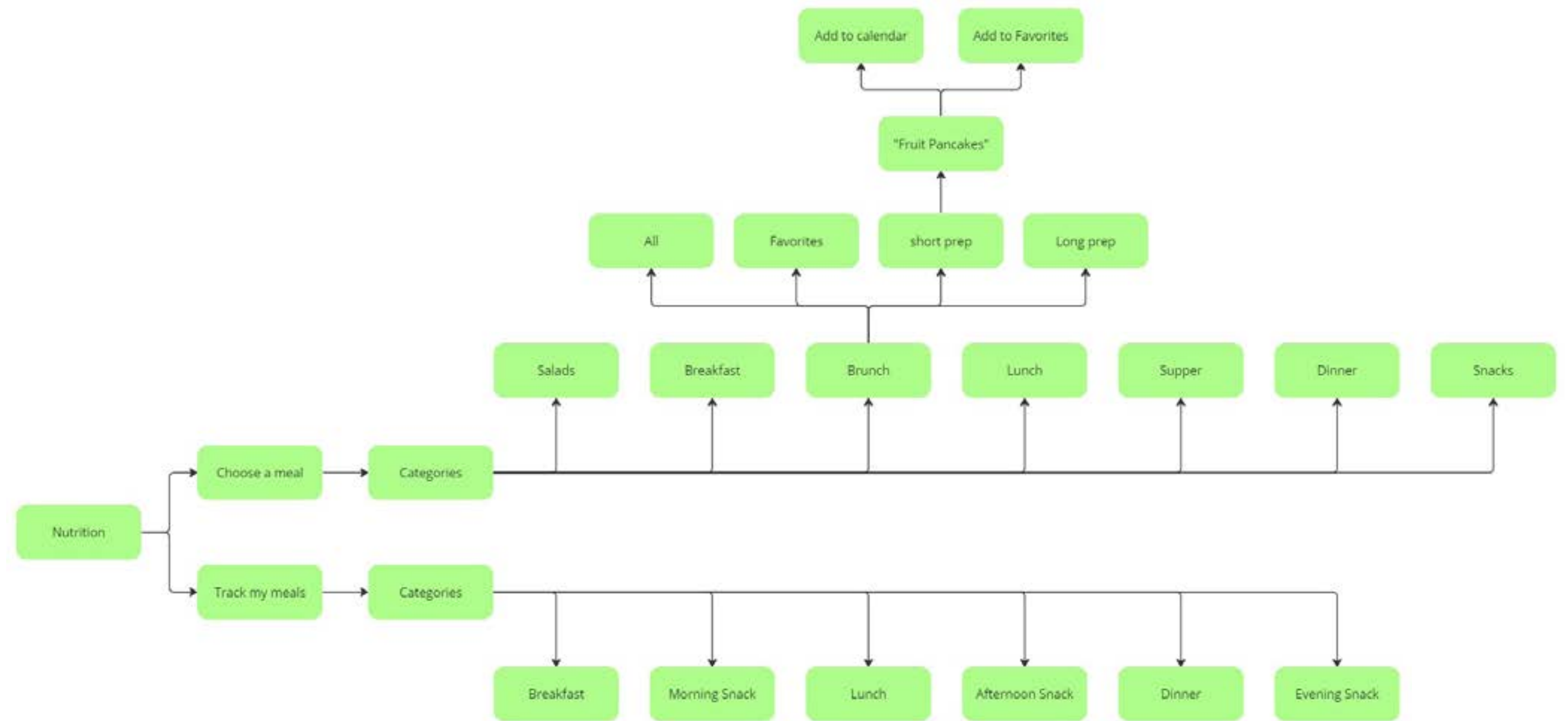
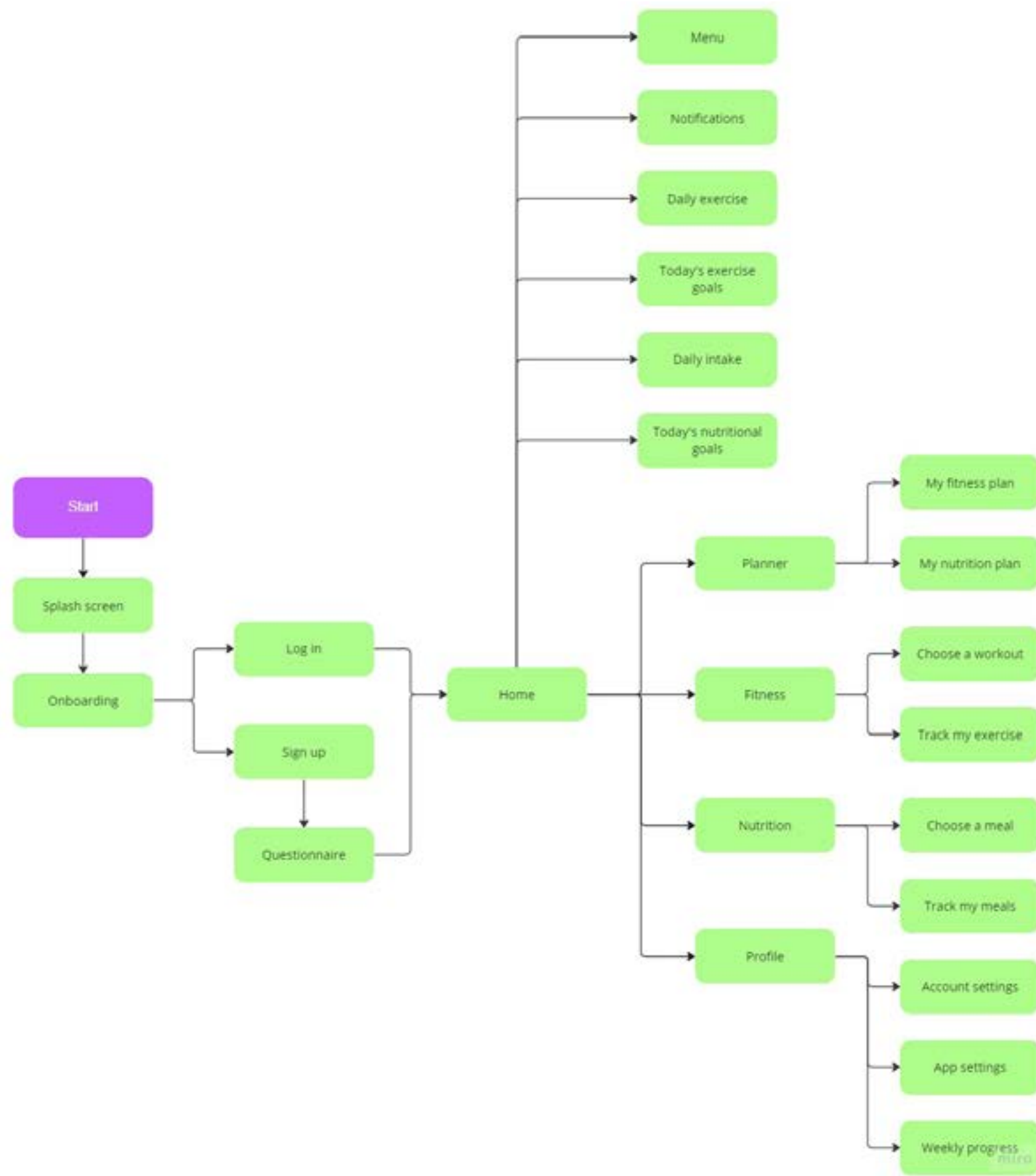
ΔΕΥΤΕΡΕΥΟΝ
RGB: 195 172 246

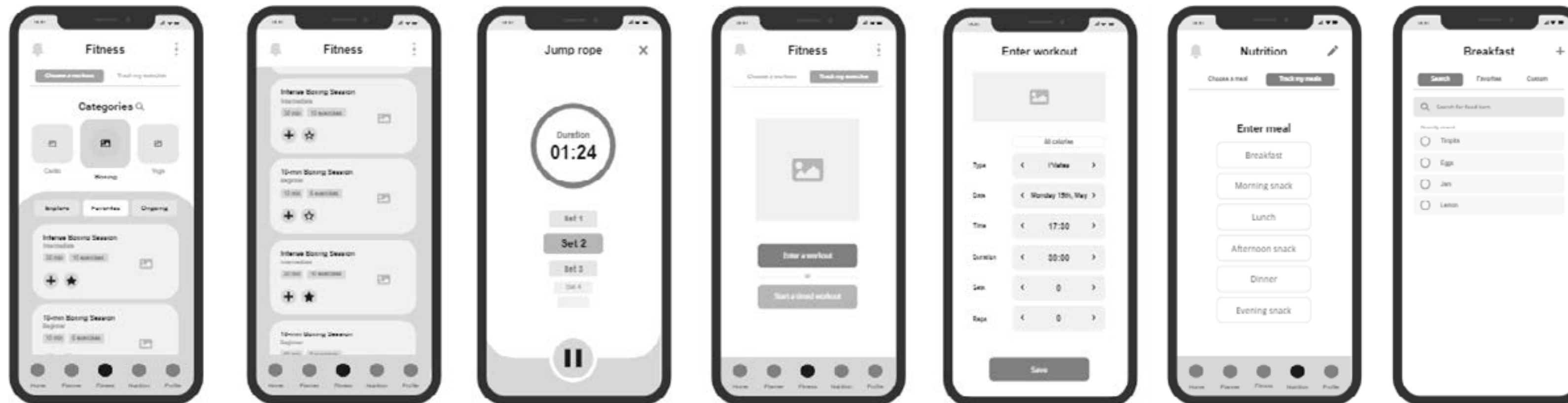
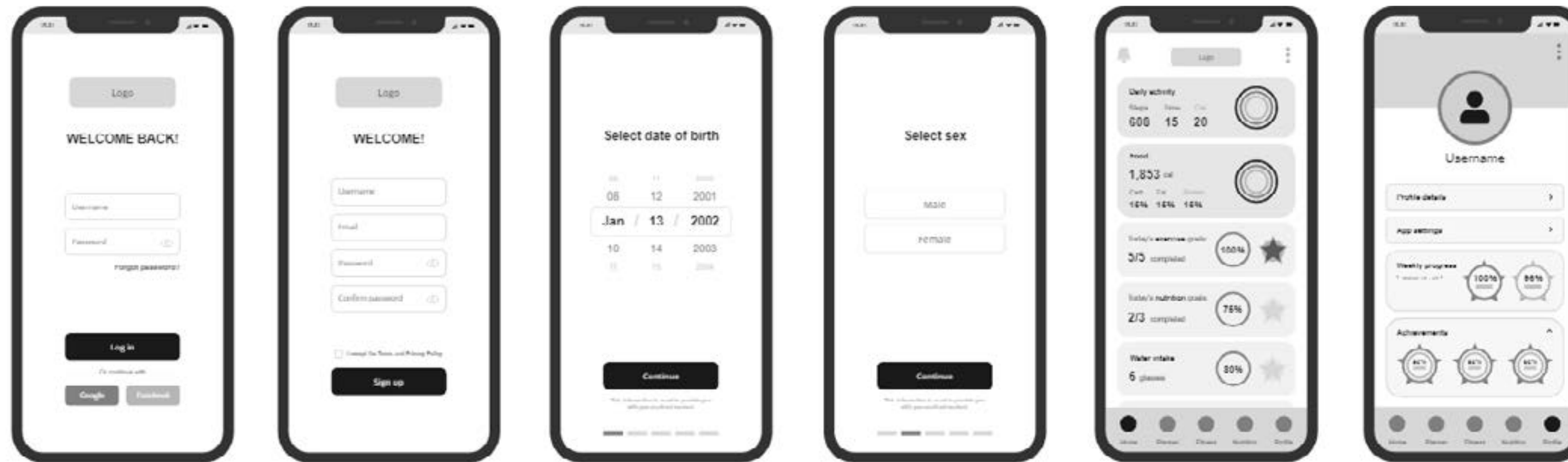


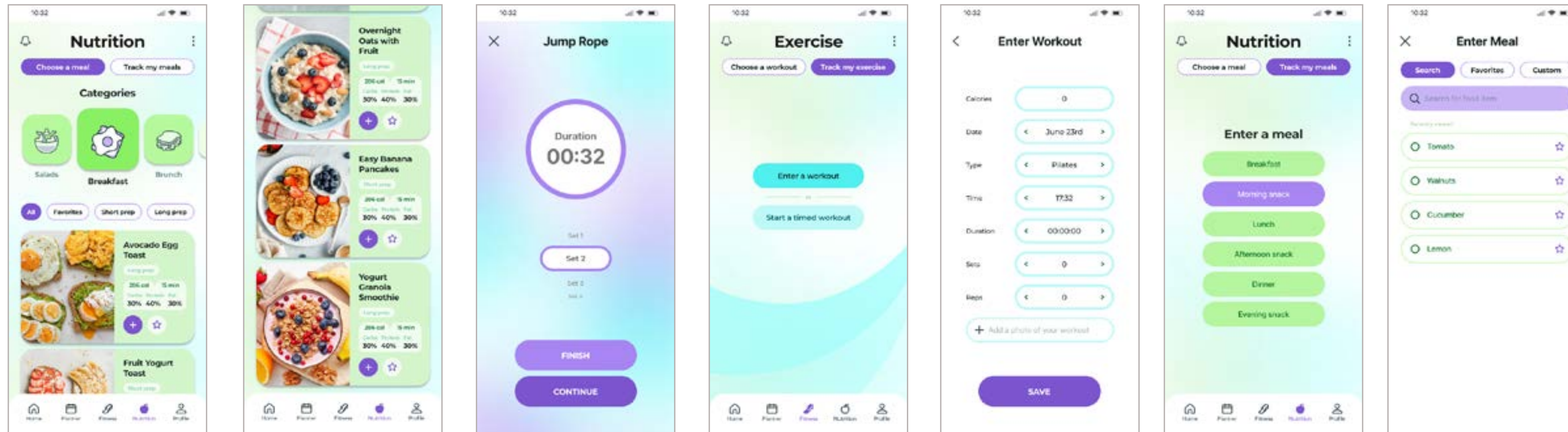
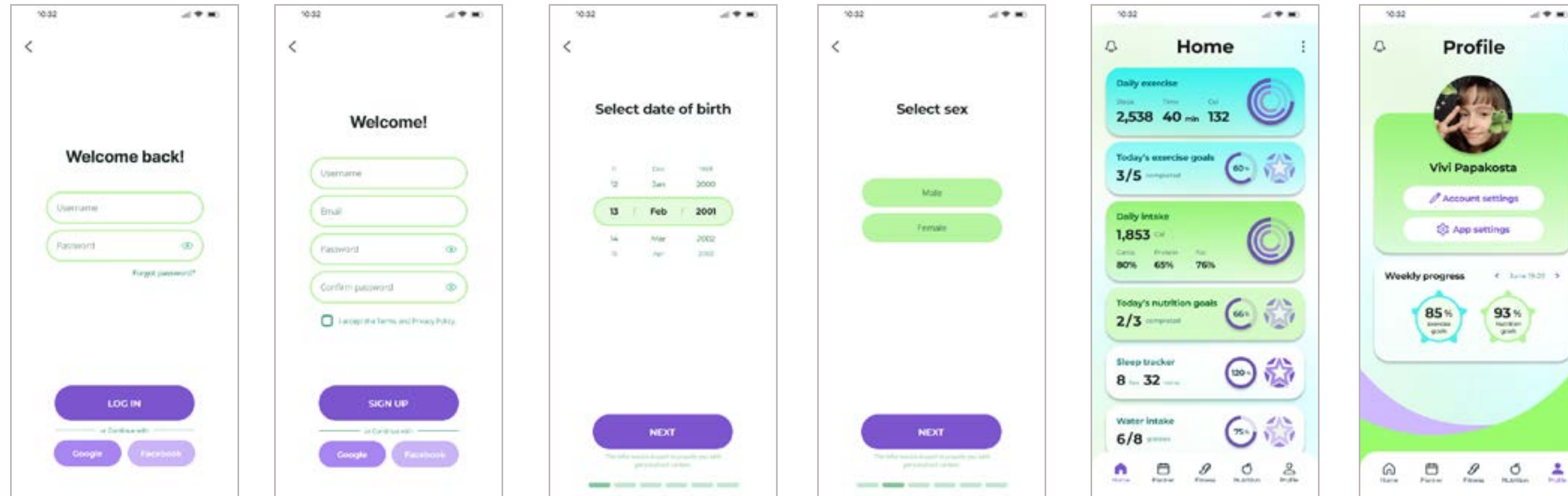
ΕΝΤΑΣΗ
RGB: 163 55 239

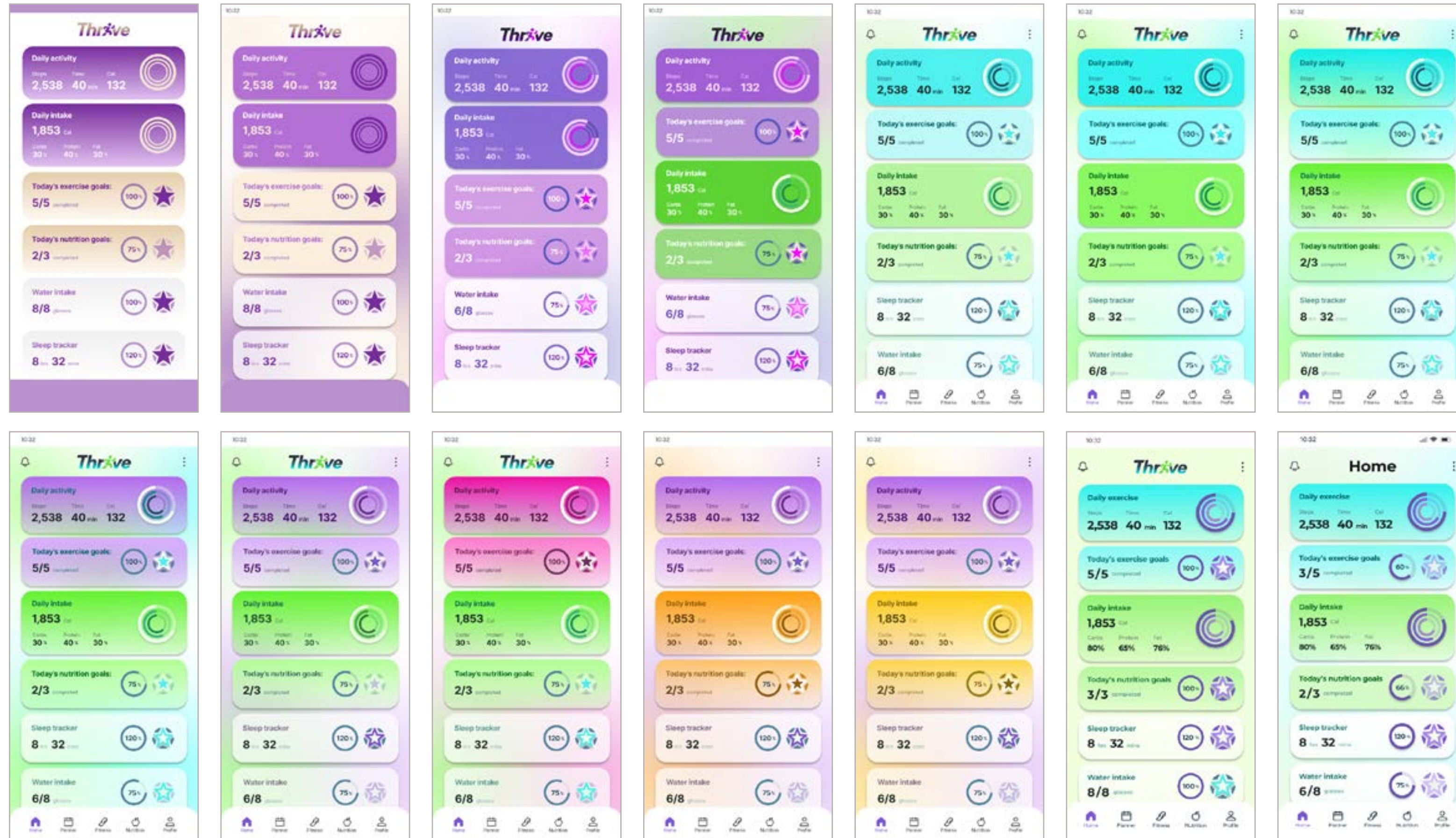


ΚΕΙΜΕΝΟ
RGB: 49 43 66





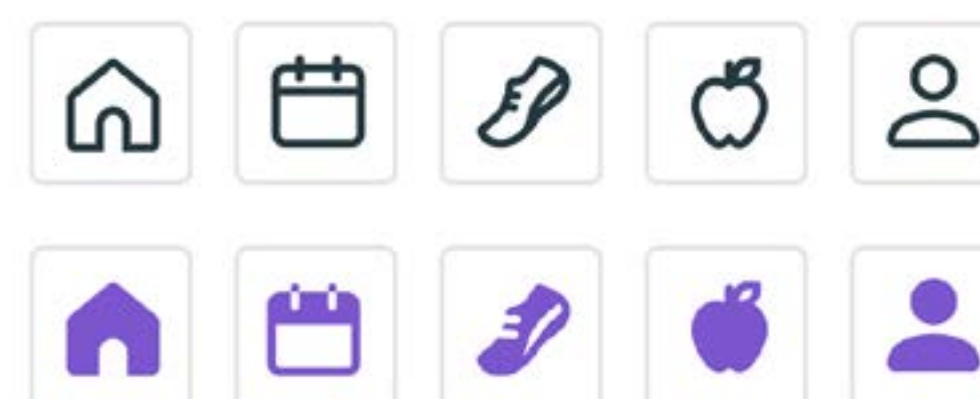




ΕΙΚΟΝΙΔΙΑ ΑΘΛΗΣΗΣ



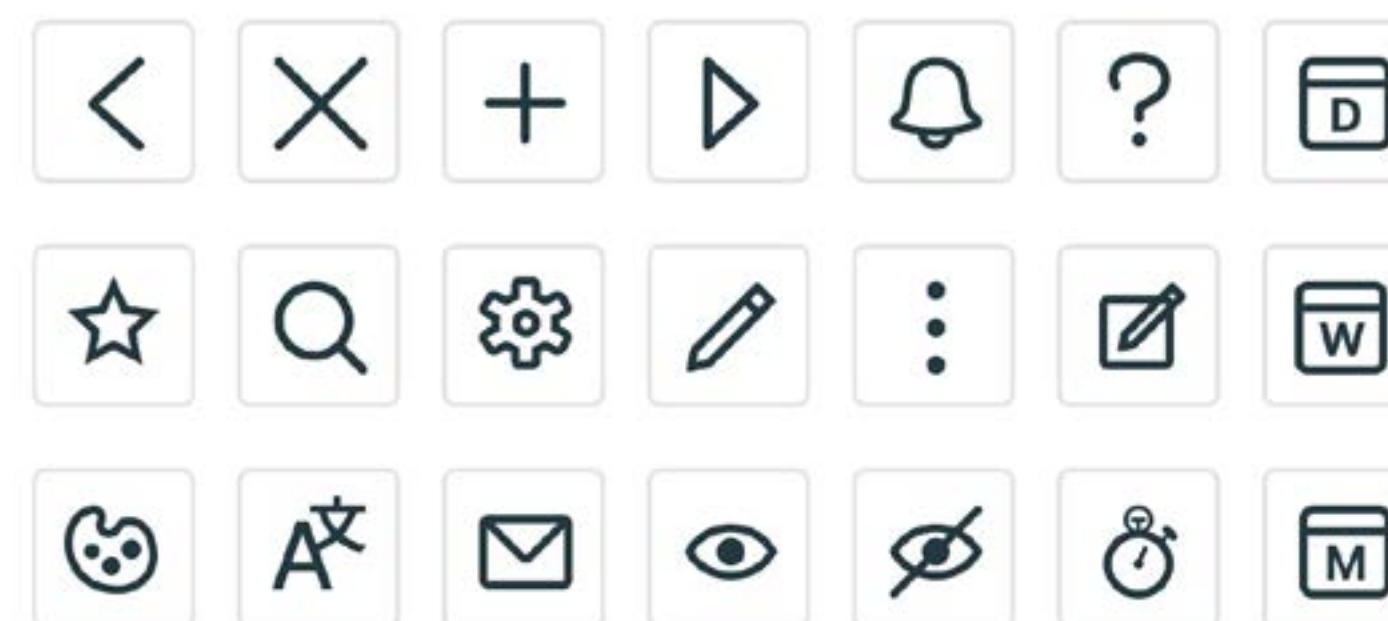
ΕΙΚΟΝΙΔΙΑ NAVIGATION BAR



ΕΙΚΟΝΙΔΙΑ ΔΙΑΤΡΟΦΗΣ



ΓΕΝΙΚΑ ΕΙΚΟΝΙΔΙΑ



ΚΕΙΜΕΝΟ



#1B2624 #006168 #7CCEA7

ΚΥΡΙΑ



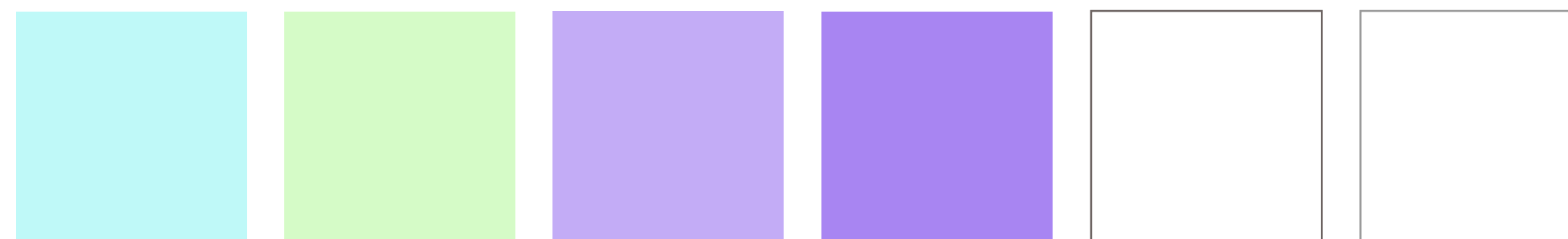
#1be3ed #7dea50 #a337ef

ΕΙΚΟΝΙΔΙΑ



#253941 #A337EF #C9B4F7

ΔΕΥΤΕΡΕΥΟΝΤΑ



#BFF9F8 #D5FBC7 #c3acf6 #A885F2 #FFFFFF #FFFFFF 70%

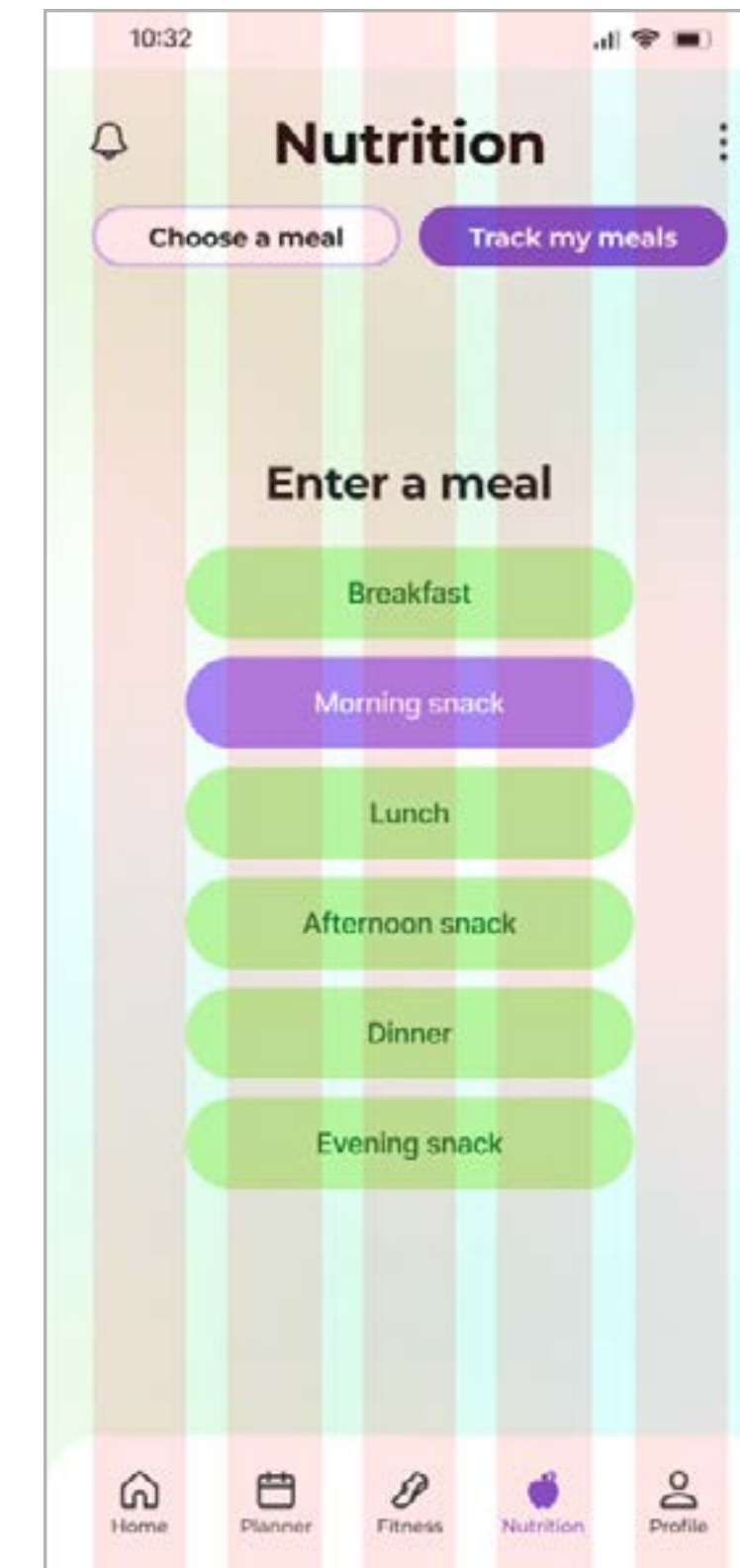
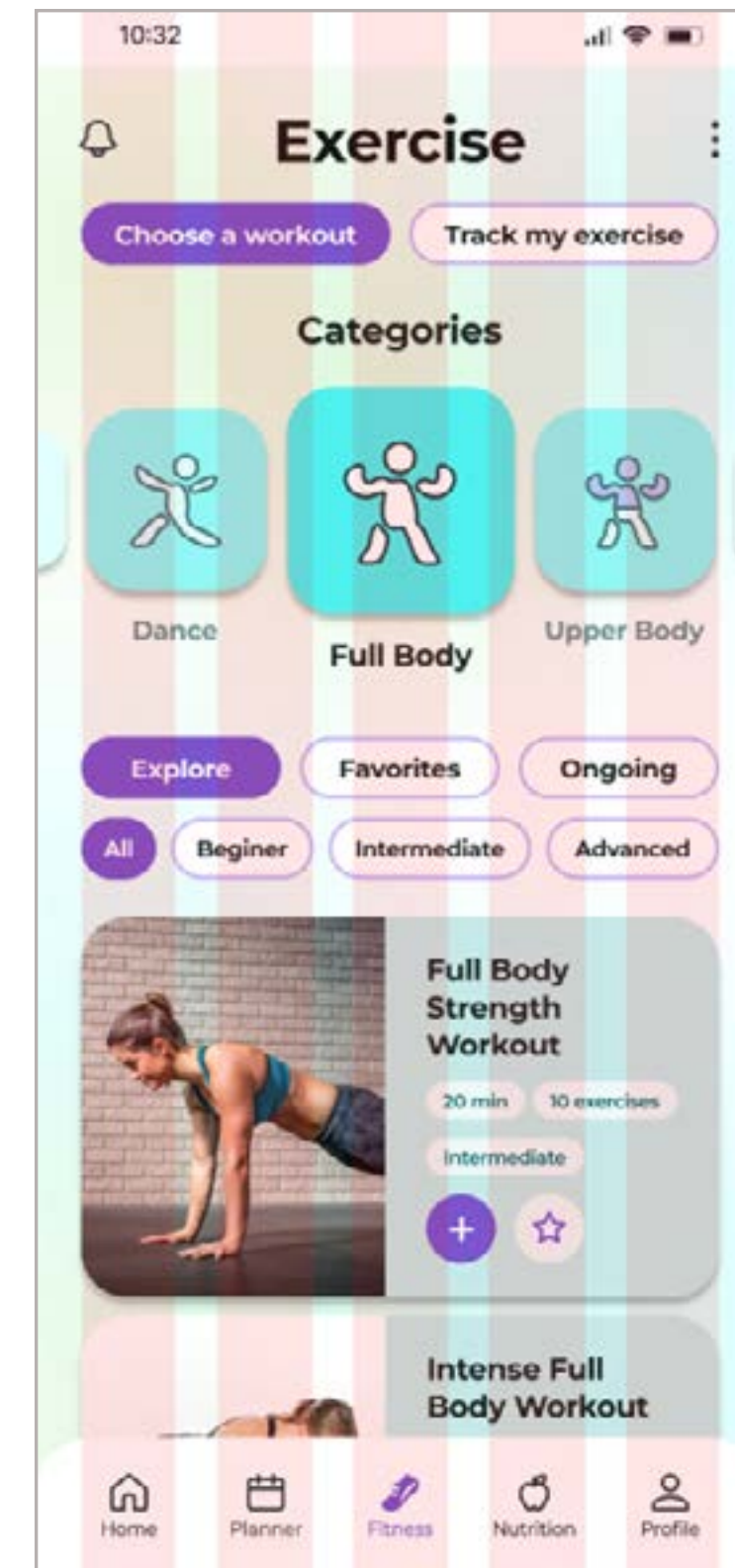
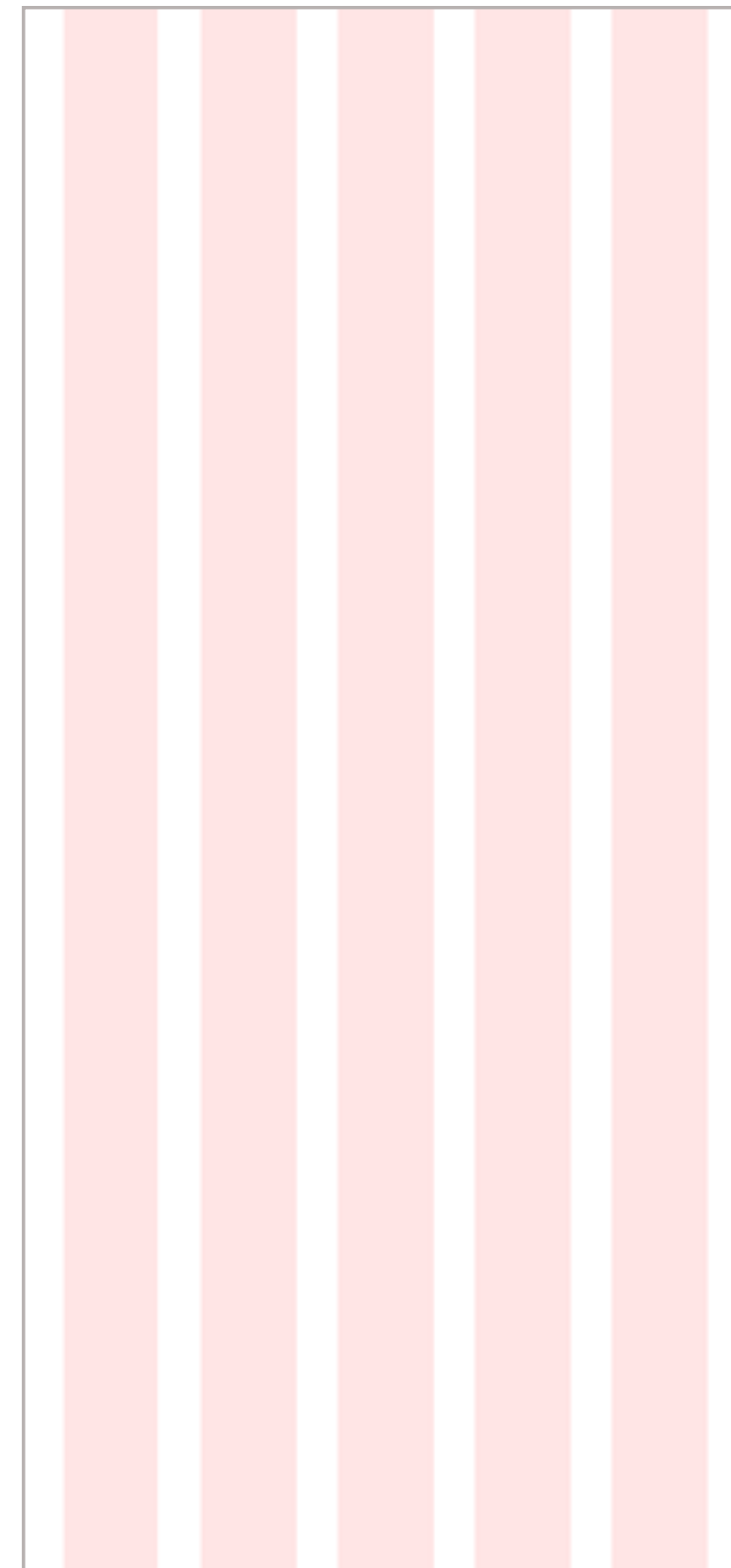
ΣΤΗΛΕΣ: 5

ΕΙΔΟΣ: stretch

ΜΑΚΡΟΣ: αυτόματο

ΠΕΡΙΘΩΡΙΟ ΑΝΑΜΕΣΑ (MARGIN): 25

ΠΕΡΙΘΩΡΙΟ ΕΞΩ (GUTTER): 25



Home

Daily exercise

Steps: 2,538 | Time: 40 min | Cal: 132

Today's exercise goals
3/5 completed (60%)

Daily intake
1,853 Cal

Carbs: 80% | Protein: 65% | Fat: 76%

Today's nutrition goals
2/3 completed (66%)

Sleep tracker
8 hrs 32 mins (120%)

Water intake
6/8 glasses (75%)

Home | Planner | Fitness | Nutrition | Profile

Daily Exercise

Steps
2,538 / 3,500

M T W T F S S

Time
40 min / 60

M T W T F S S

Calories
132 / 200

M T W T F S S

Edit Goals

Select

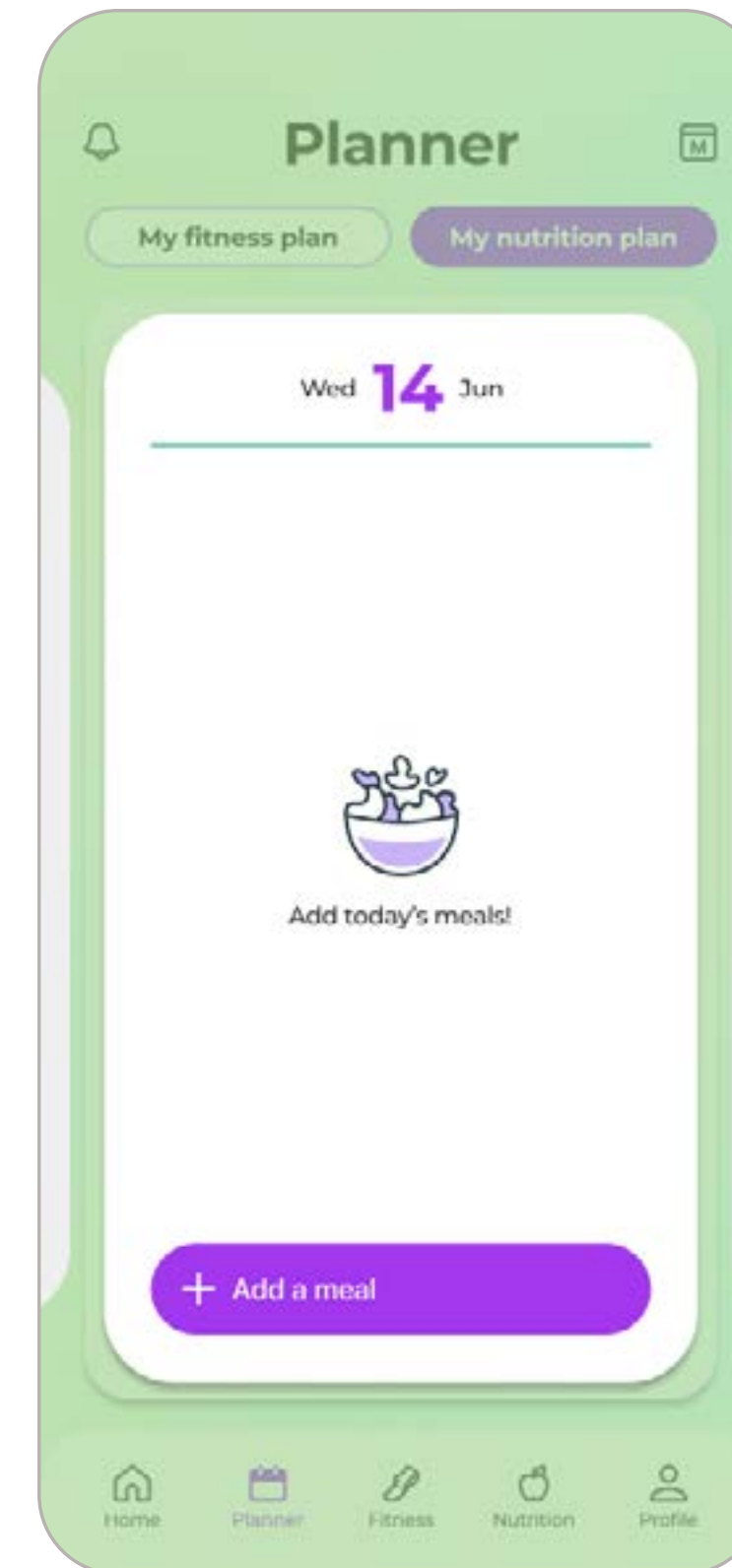
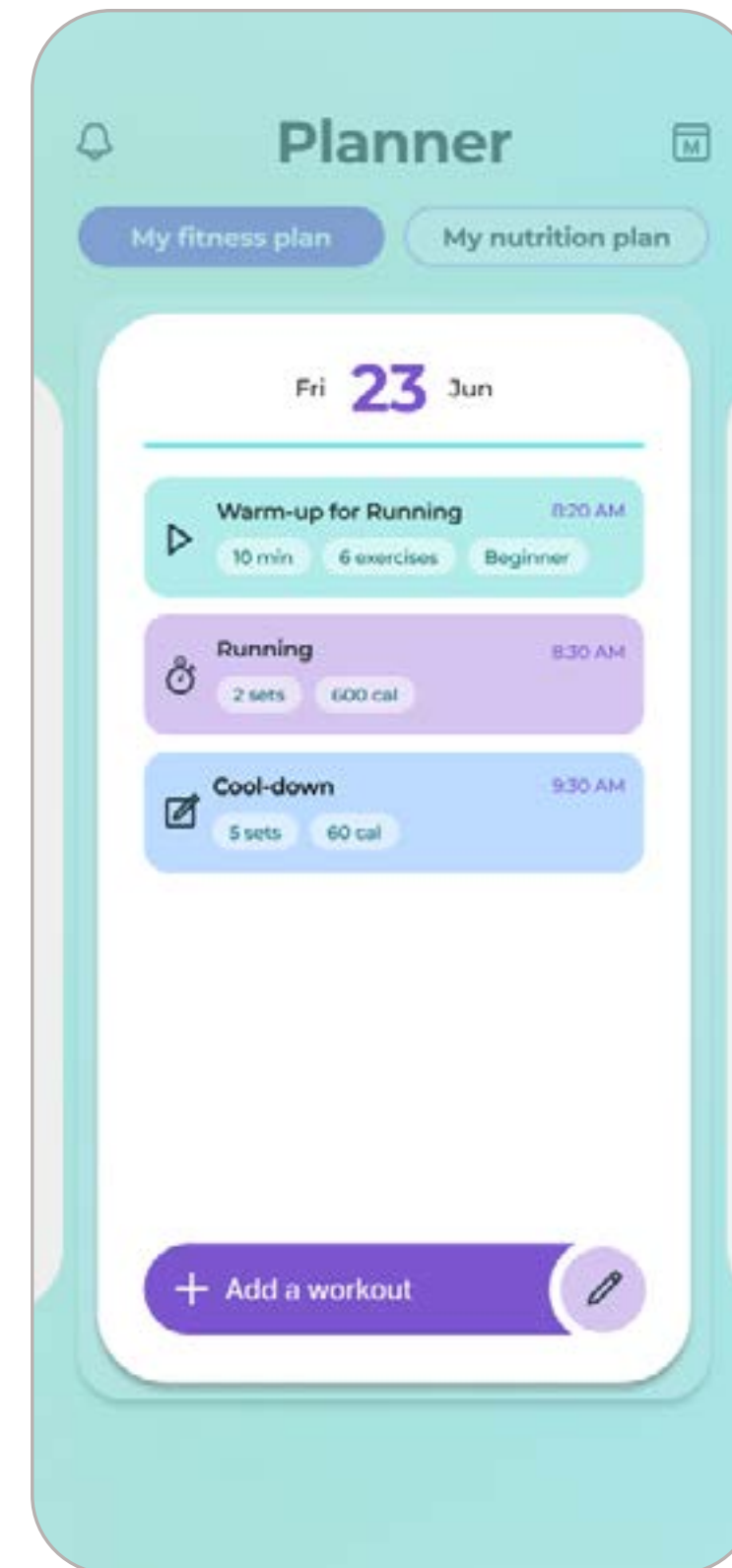
- Improve nutrition
- Keep fit
- Gain weight
- Maintain weight
- Lose weight

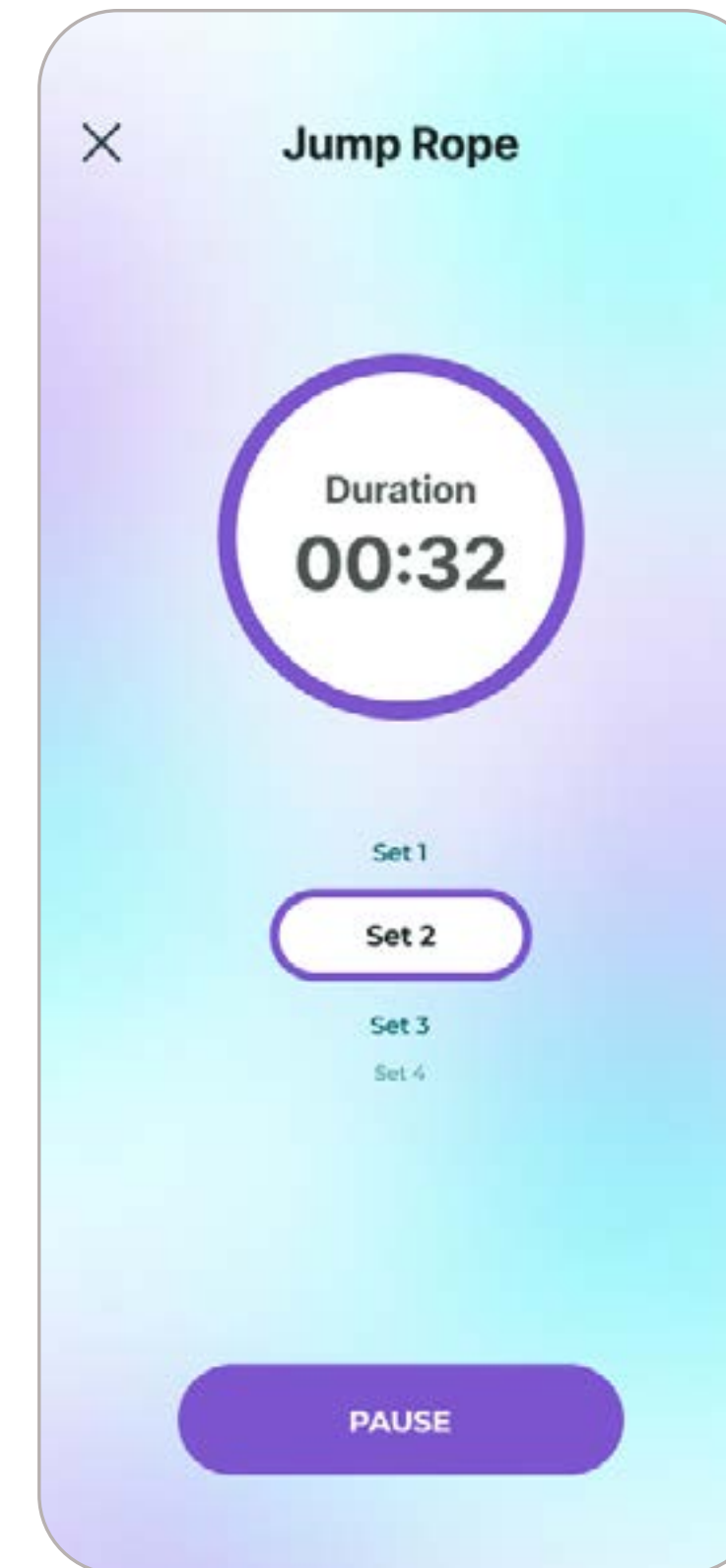
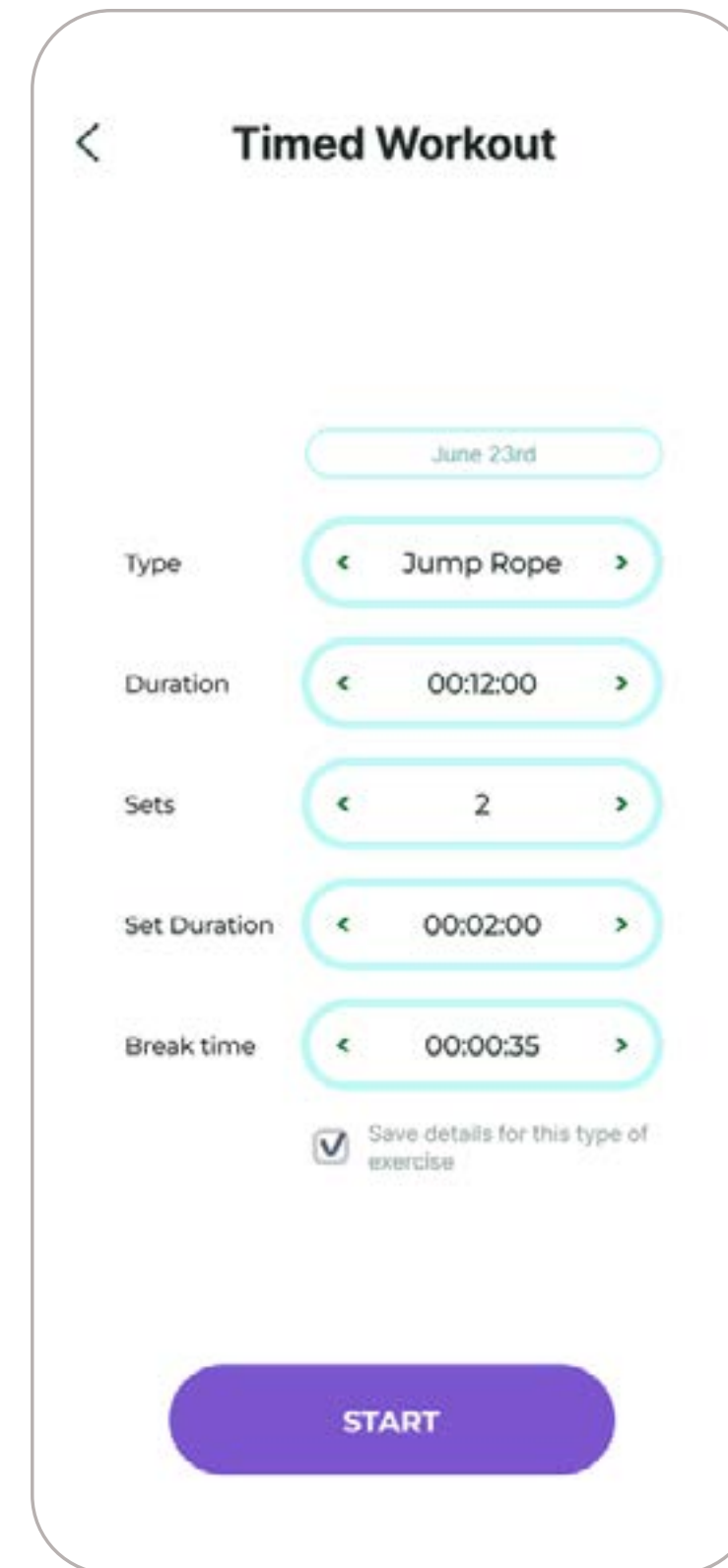
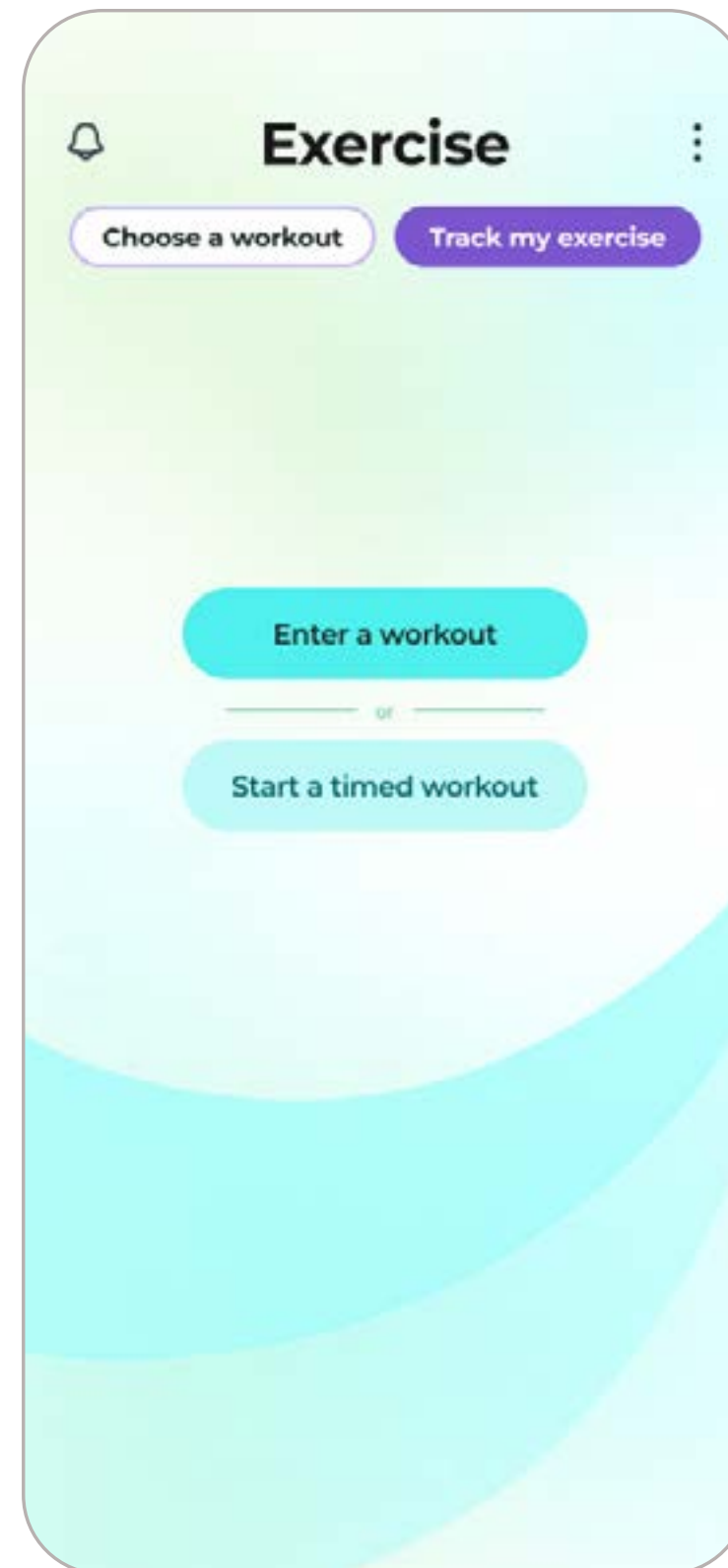
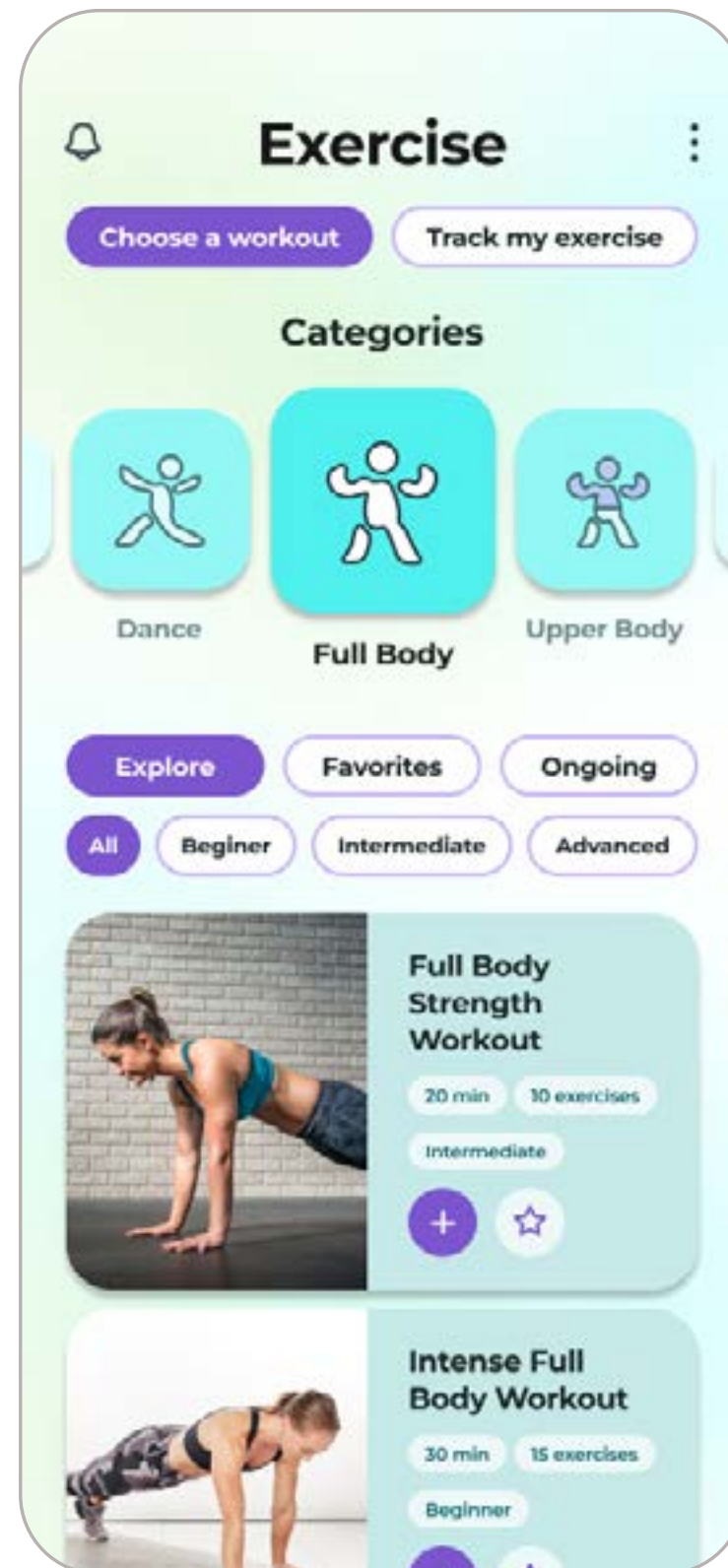
SAVE

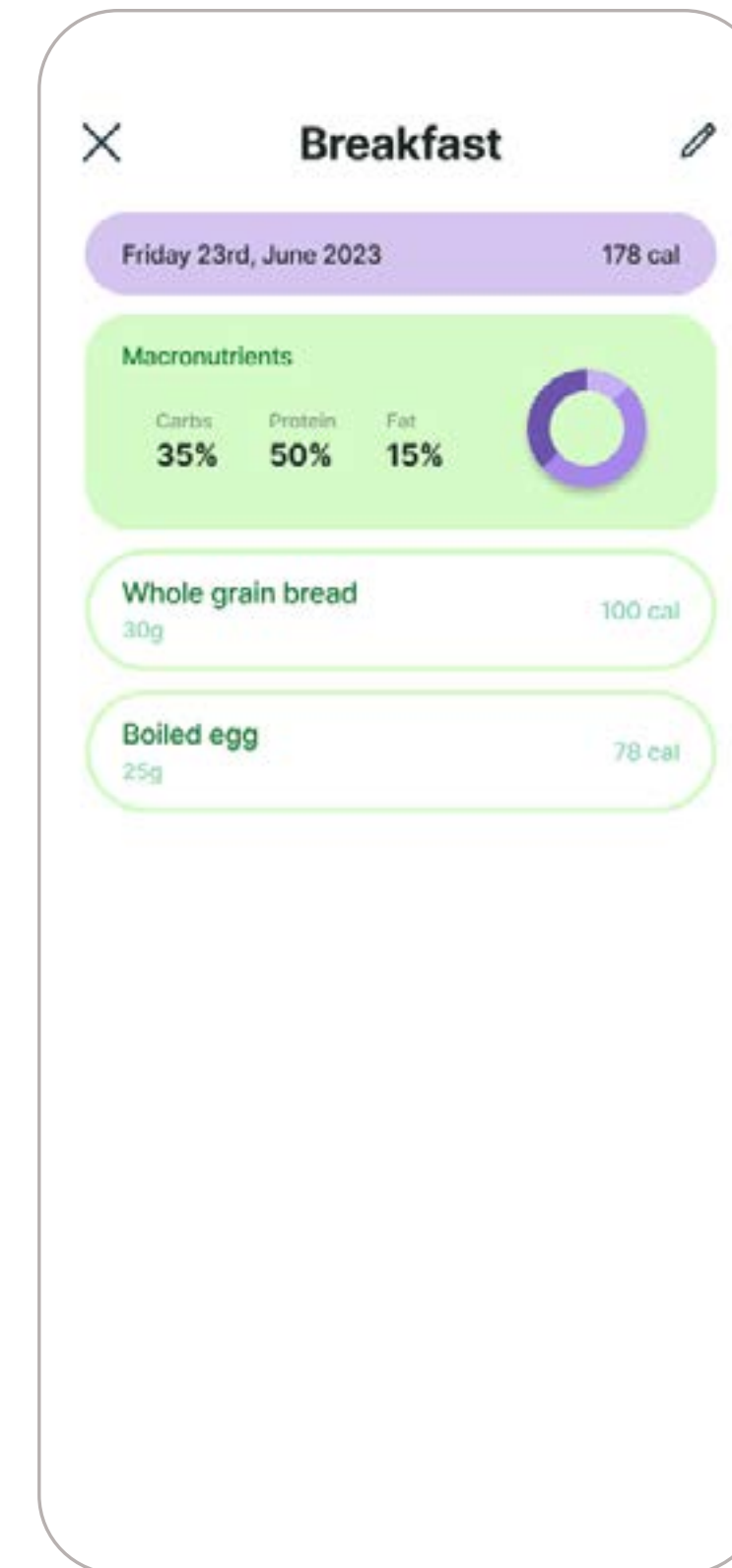
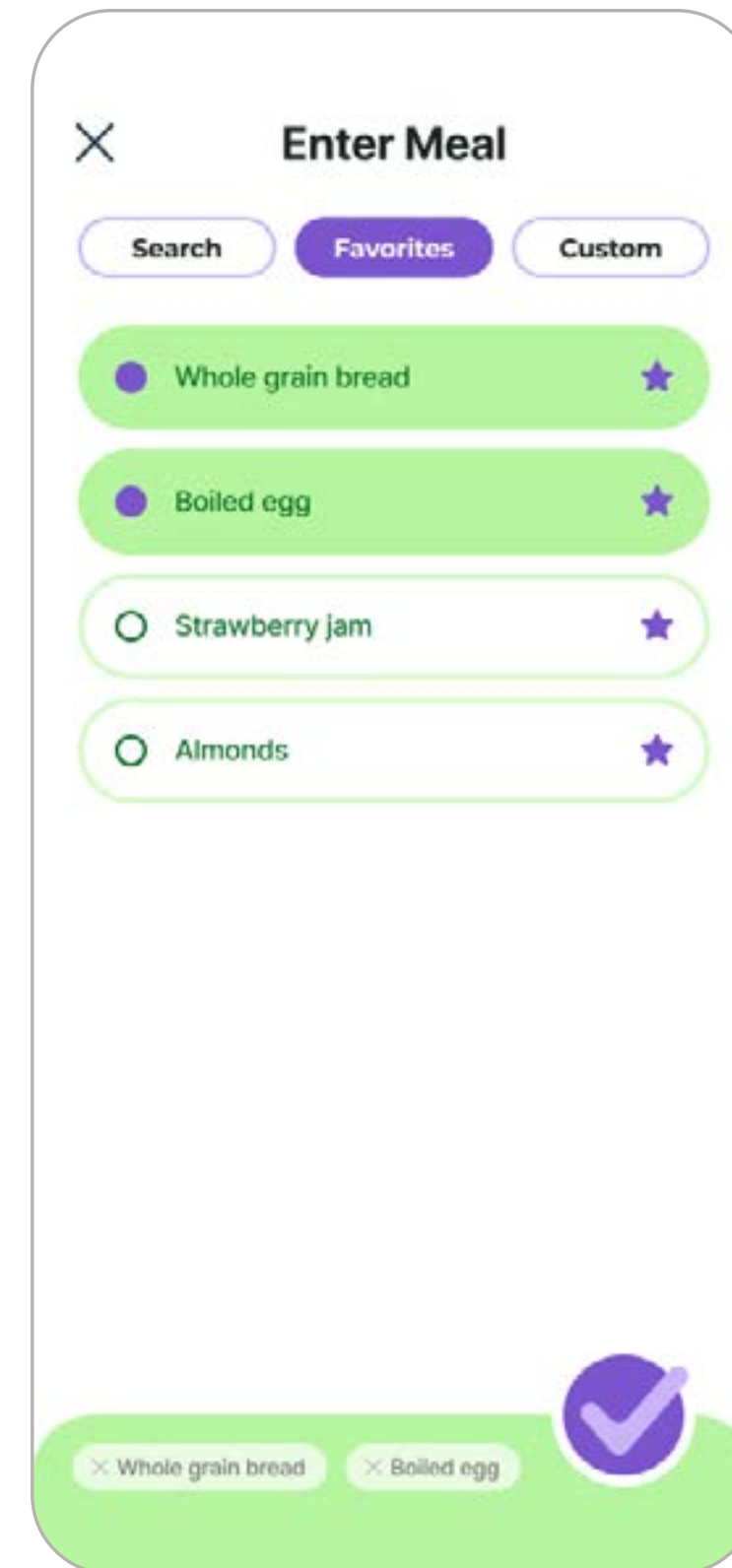
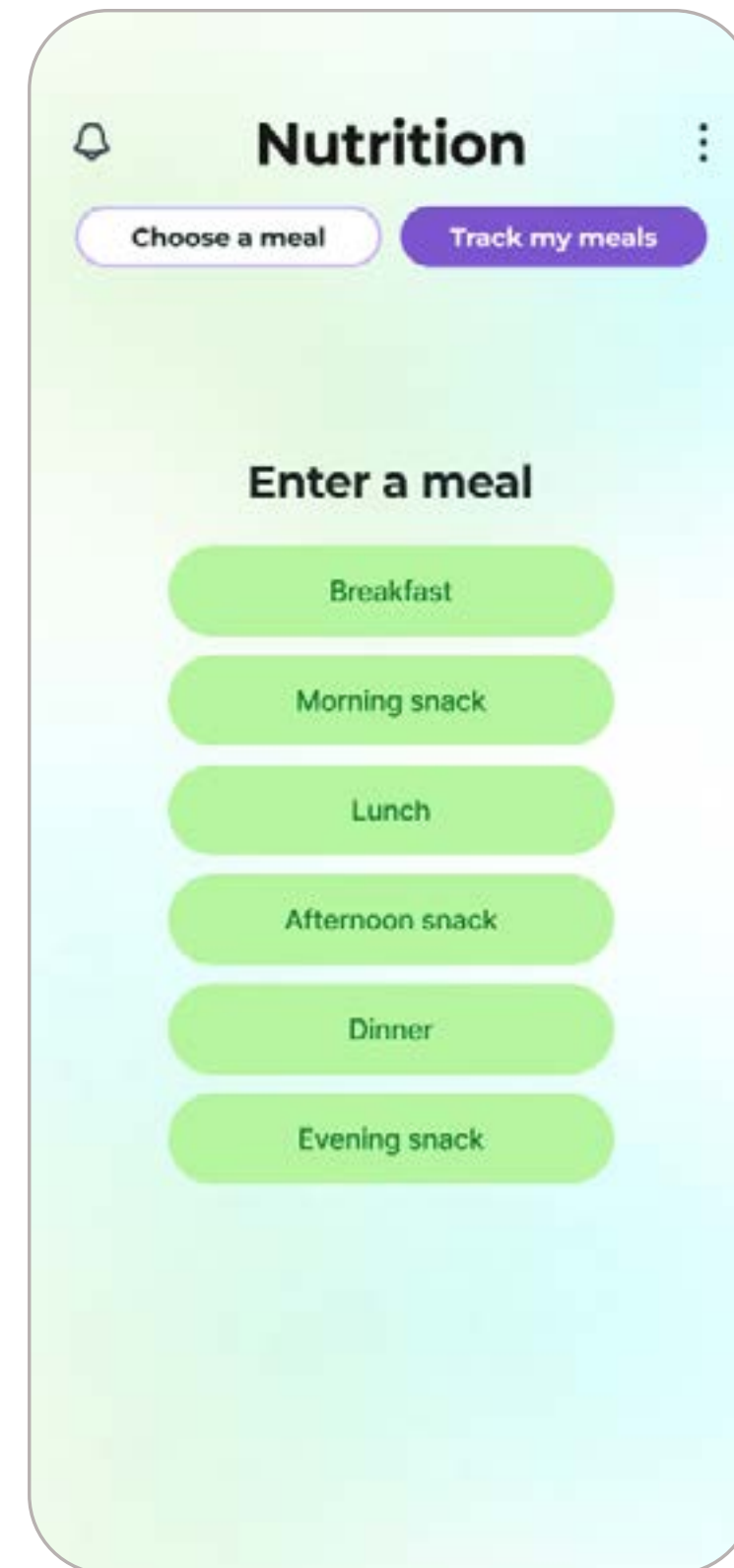
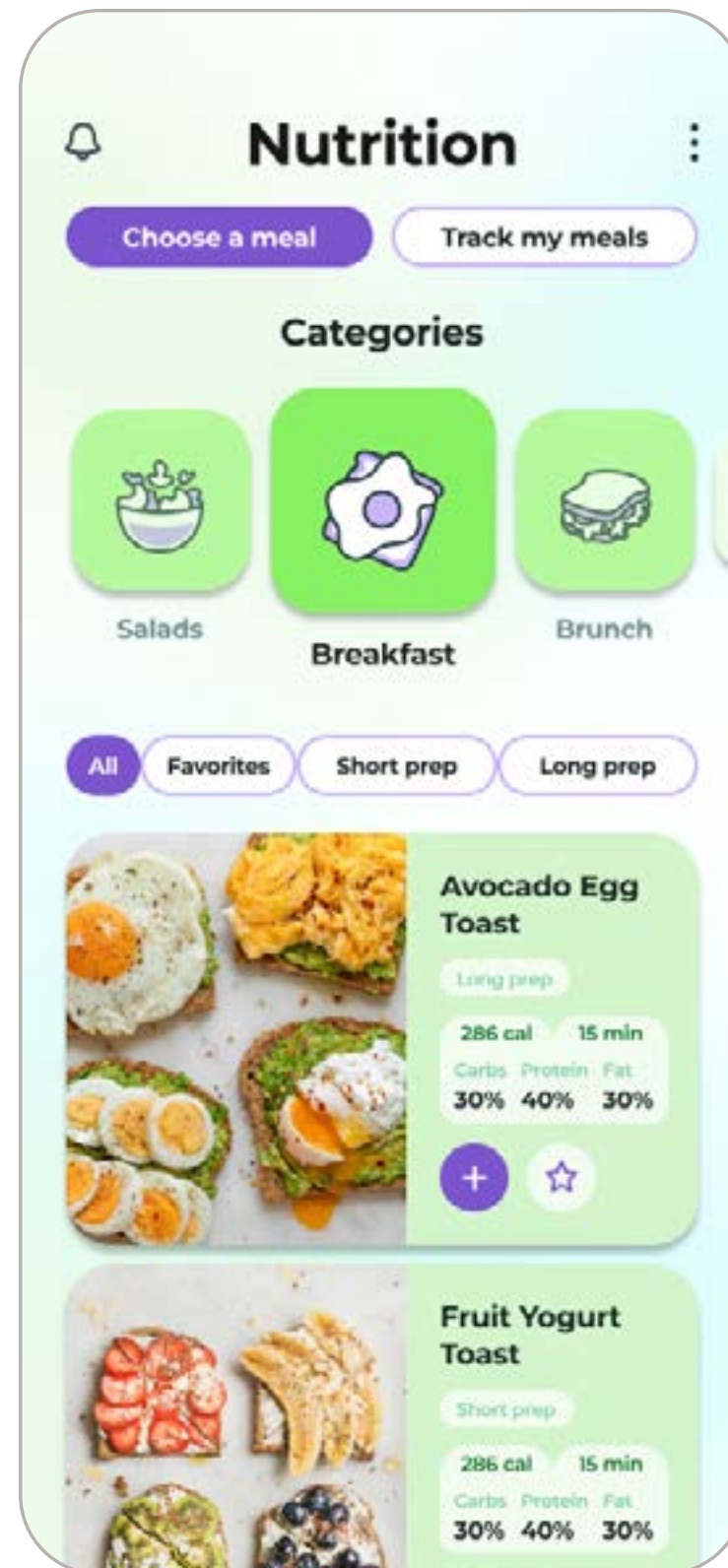
Notifications

For you: Colorful Fresh Foods Improve Athletes' Vision
13 mins ago

Welcome! Your exciting journey with Thrive begins now!
15 mins ago







Now **healthy** life
is an **easy** habit

+

Thrive
GET IT ON Google Play | Download on the App Store

This advertisement features a woman in a white tank top smiling while eating a bowl of green salad. The background is a mix of green and cyan. The text 'Now healthy life is an easy habit' is displayed on a white smartphone-shaped graphic. A purple circle with a white plus sign is at the bottom center. The Thrive logo and app store availability are at the bottom.

Now **healthy** life
is an **easy** habit

+

Thrive
GET IT ON Google Play | Download on the App Store

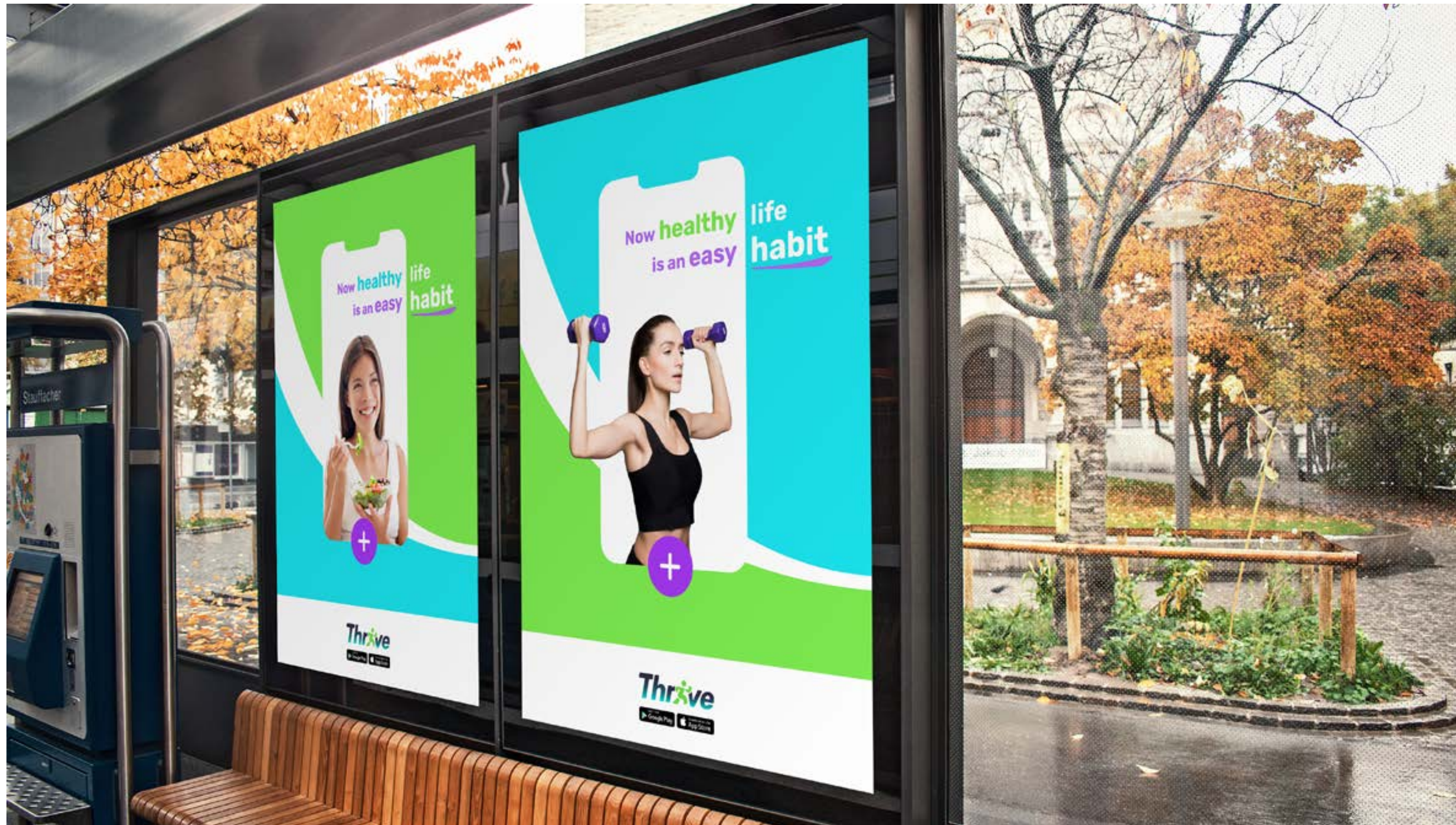
This advertisement features a woman in a black sports top lifting purple dumbbells. The background is a mix of cyan and green. The text 'Now healthy life is an easy habit' is displayed on a white smartphone-shaped graphic. A purple circle with a white plus sign is at the bottom center. The Thrive logo and app store availability are at the bottom.

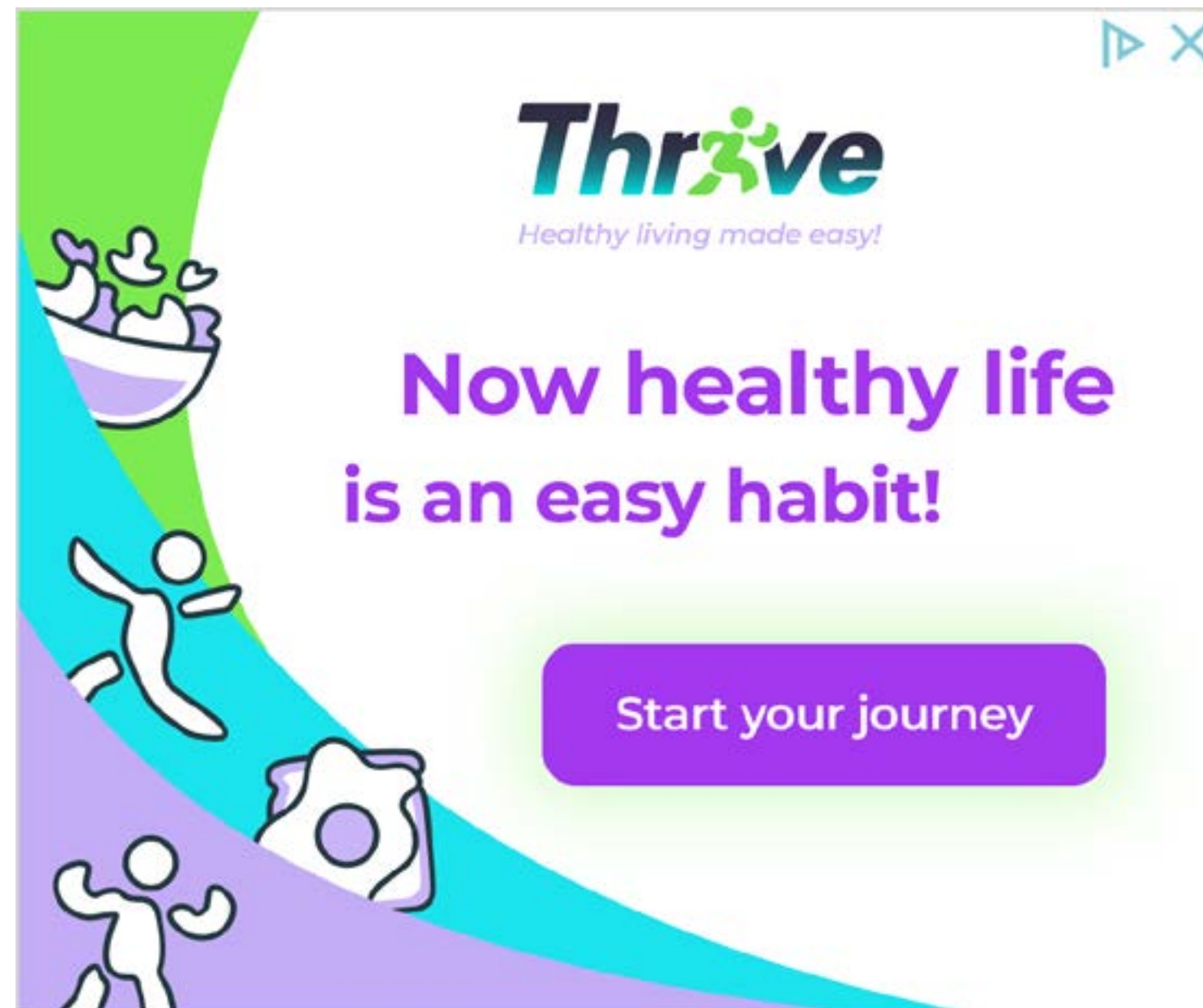
Now **healthy** life
is an **easy** habit

+

Thrive
GET IT ON Google Play | Download on the App Store

This advertisement features blue dumbbells and two pieces of toast with avocado and eggs. The background is a mix of purple and green. The text 'Now healthy life is an easy habit' is displayed on a white smartphone-shaped graphic. A purple circle with a white plus sign is at the bottom center. The Thrive logo and app store availability are at the bottom.

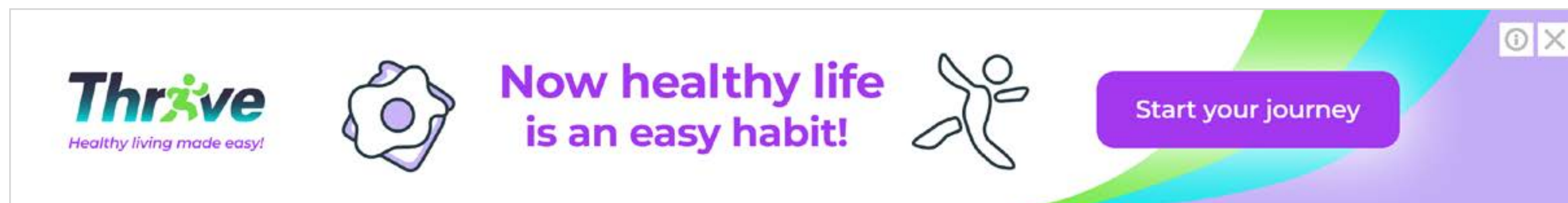




Thrive
Healthy living made easy!

**Now healthy life
is an easy habit!**

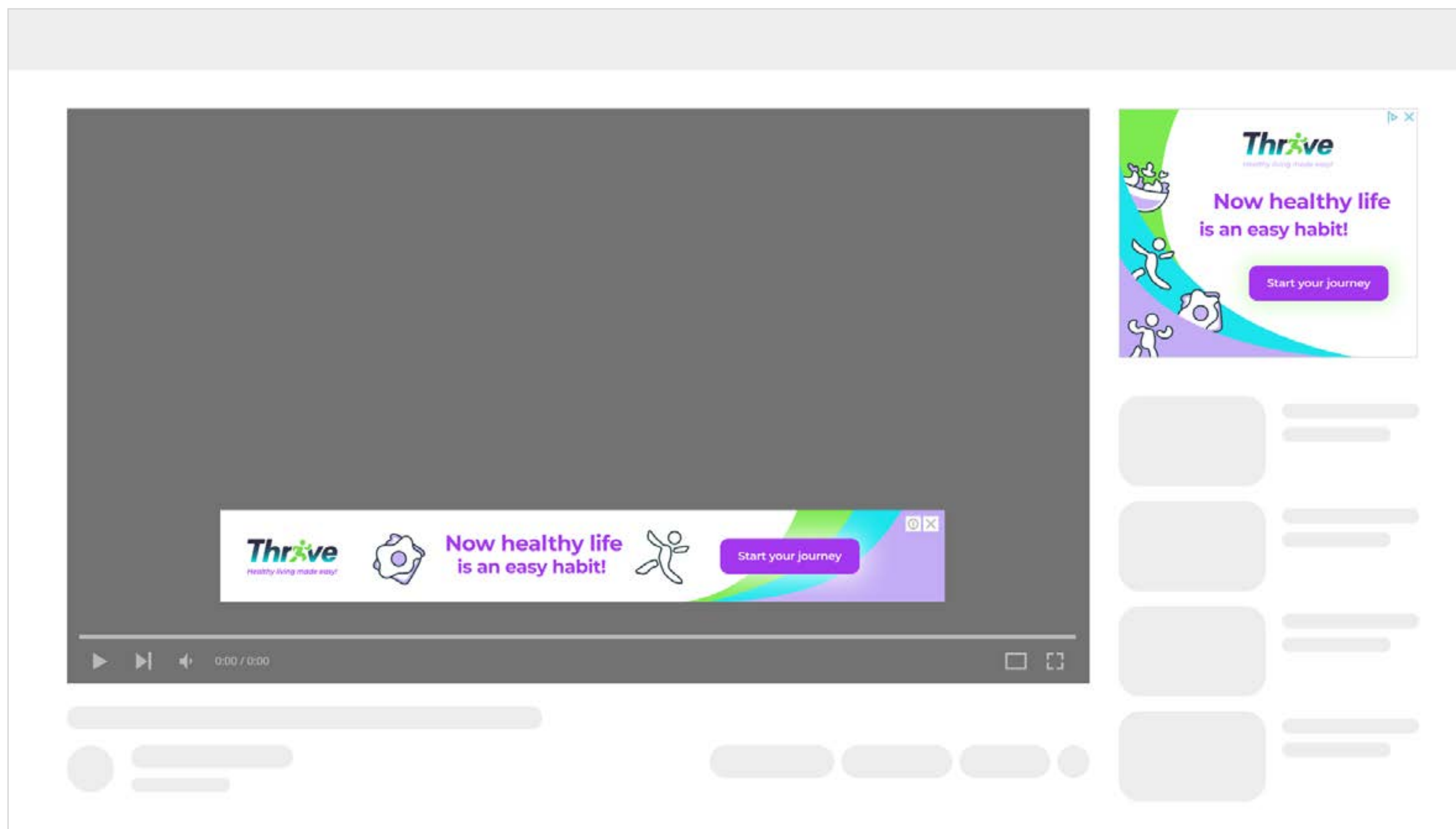
Start your journey



Thrive
Healthy living made easy!

Now healthy life
is an easy habit!

Start your journey




Thrive
Healthy living made easy!

Exercise
Choose a workout Track my exercise
Categories
Full Body Upper Body Lower Body
Explore Favorites On-going
Beginner Intermediate Advanced
Strong Back with Dumbbells
25 min 4 levels
Intermediate

Nutrition
Choose a meal Track my nutrition
Categories
Salads Breakfast Brunch
All Favorites Short prep Long prep
Avocado Egg Toast
264 cal 30% 40%

Home
Daily exercise
Sleep Time Cal
2,538 40 min 132
Today's exercise goals
3/5 completed 60%
Daily intake
1,853 Cal
Carbs Protein Fat
80% 65% 76%
Today's nutrition goals
2/3 completed 66%
Sleep tracker
8 hrs 32 mins 120%
Water intake
6/8 75%

 **Thrive** ✓
@thrive_app

thriveapp.com

thrive_app

Choose from hundreds of *recipes* and *workouts*

Nutrition
Choose a meal Track my meals
Categories
Salads Breakfast
Avocado Toast
Fruit Yogurt Toast

Exercise
Choose a workout Track my exercise
Categories
Full Body Upper Body Lower Body
Explore Favorites Ongoing
Beginner Intermediate Advanced
Strong Back with Dumbbells
20 min 8 exercises
Intermediate

356 likes
thrive_app Welcome to Thrive! We are a growing community of fitness enthusiasts, on a mission to improve our health a... more

thrive_app

Healthy living is so much more than a *diet*

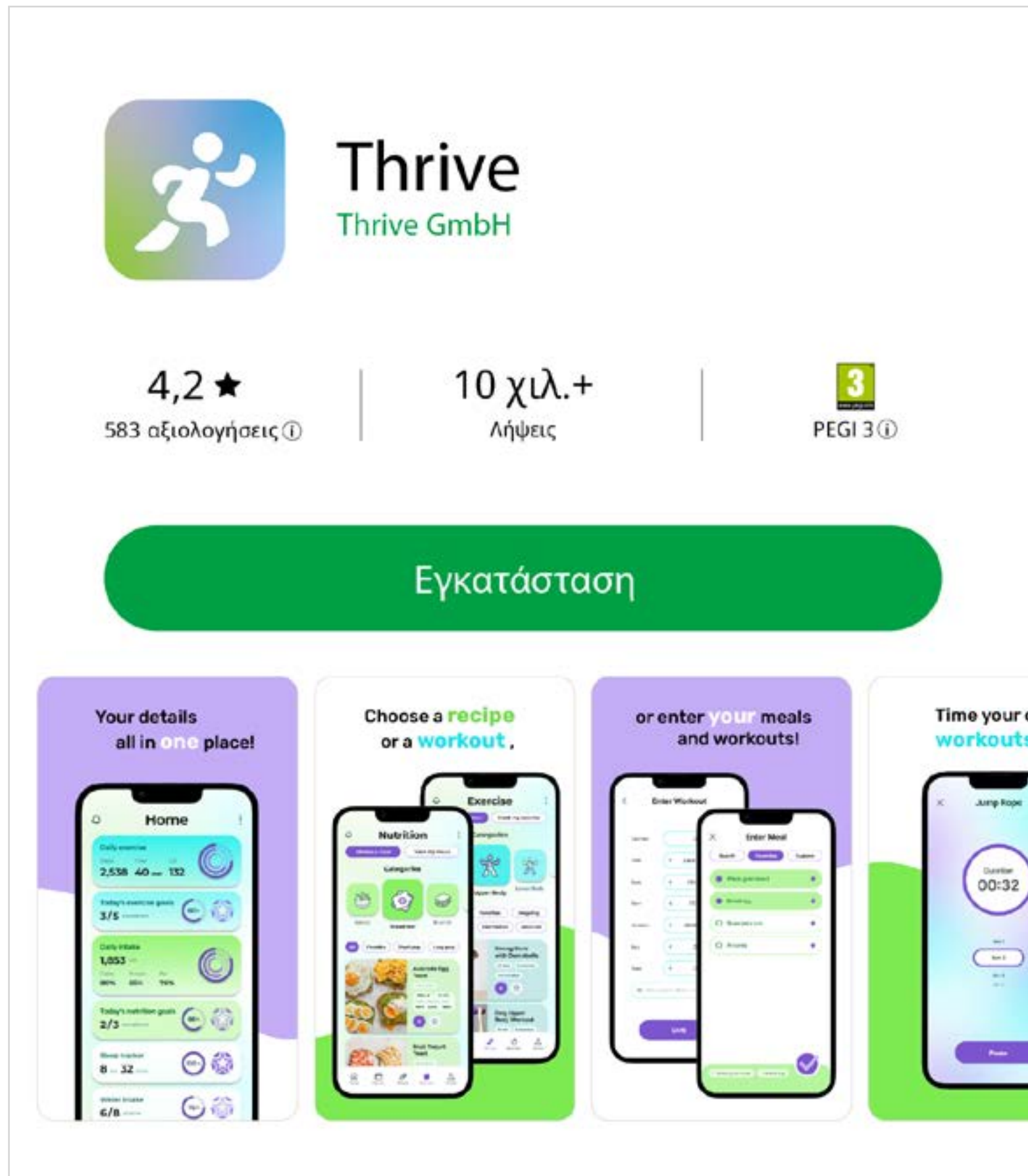
Become the best version of yourself with Thrive

408 likes
thrive_app Eating a balanced diet and taking care of ones body through exercise is a healthy lifestyle to follow. An extreme ... more

thrive_app

Eat to *nurish* your body

513 likes
thrive_app Eat to nourish your body! A balanced diet consists of colorful foods and snacks, you don't have to miss out on any... more



Thrive
Thrive GmbH

4,2 ★
583 αξιολογήσεις

10 χιλ.+
Λήψεις

PEGI 3

Εγκατάσταση

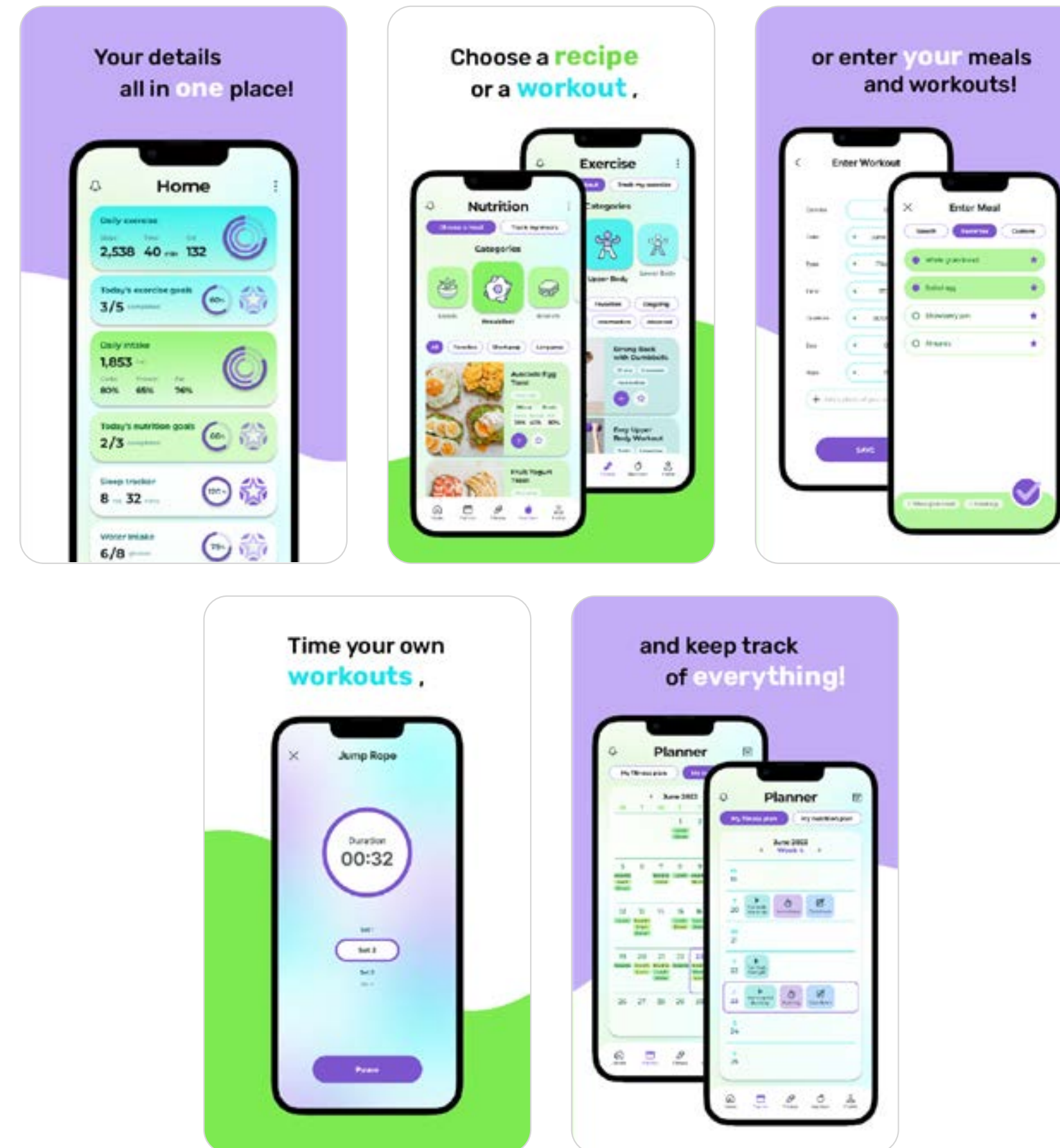
Your details all in **one** place!

Choose a **recipe** or a **workout**,

or enter **your** meals and workouts!

Time your own **workouts**,

and keep track of **everything!**



Your details all in **one** place!

Choose a **recipe** or a **workout**,

or enter **your** meals and workouts!

Time your own **workouts**,

and keep track of **everything!**





