

True Pursuit Global

True Pursuit was a proposed personal development company. iAM Marketing was hired to create a product plan for True Pursuit streaming service apps and implement a series of prototype UI/UX designs for the company website.



truepursuitglobal.com



Challenges

Personal development is a 9.9 billion-dollar industry with many established players. True Pursuit's several on-demand streaming service apps had no market presence or reputation, and the company had no plan in place to establish those assets or roll out their products.

Solution

iAM Marketing positioned True Pursuit as the "on-demand" personal development app, creating a detailed product plan that addressed every aspect from design to market placement to launch.

Services Provided

- ⊕ Complete product plan
- ⊕ Prototype UI/UX designs
- ⊕ Graphical branding
- ⊕ Product messaging

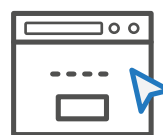
RESULTS



DETAILED TARGET
CUSTOMER/USER PROFILES



COMPLETE
MULTI-PRODUCT PLAN



FULLY DESIGNED
WEBSITE PROTOTYPES



FULLY DESIGNED APP
GUI PROTOTYPE