



project name

# ECHOES OF US

PROJEKT OWNERS

WEISZER KÁRMEN

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## ABOUT

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Echoes of Us aims to create commissioned video life-interviews with an honest and intimate tone. Through these interviews, people's personal stories, life paths, and experiences can be preserved for future generations. The service is primarily intended for families who wish to preserve the memories and stories of their loved ones. The recordings are conducted based on a personalized set of questions, with professional audio and video quality, and the final product is delivered in digital or physical format.

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## GOALS

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**During the six-month program,** test interviews will be conducted, target groups/personas will be defined based on the conversations, and market demand will be validated. They will develop the operational model and the customer journey, followed by the branding and visual identity elements. The project's central platform will be a website, where we can learn about the service, explore the different package options, and get in touch easily.

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**MENTOR: ANDRÁS PÉTER**