

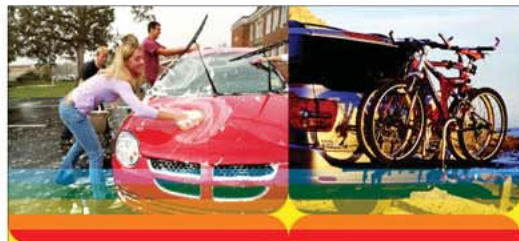
The following is an example of “mood boards” which are usually collages of images, typography, textures and shapes. They are meant to be built quickly and give focus to discussions around design tone and personality. Once the mood board is felt to have successfully “sketched” a design impression, it can then be further explored by creating an actual direction.

This example has two different mood boards, each one attempting to evoke a different emotional response. They are different but both reflect the same project: an automotive reseller website.



The Right Car for You

eBay Motors gives you the tools to research, inspect, and purchase the car you want on your own terms.



Connected
Authentic
Real
Engaging
Expressive
Amazing
Intuitive
Revealing
Rewarding
Friendly
Personal
Positive



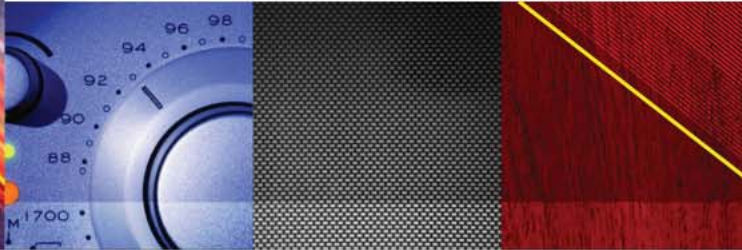
Compare

In the Driver's seat

eBay Motors gives you the tools to research, inspect, and purchase the car you want on your own terms.



Evaluate >



- Connected
- Authentic
- Engaging
- Expert
- Intuitive
- Revealing
- Rewarding
- Professional
- Supportive
- Positive

