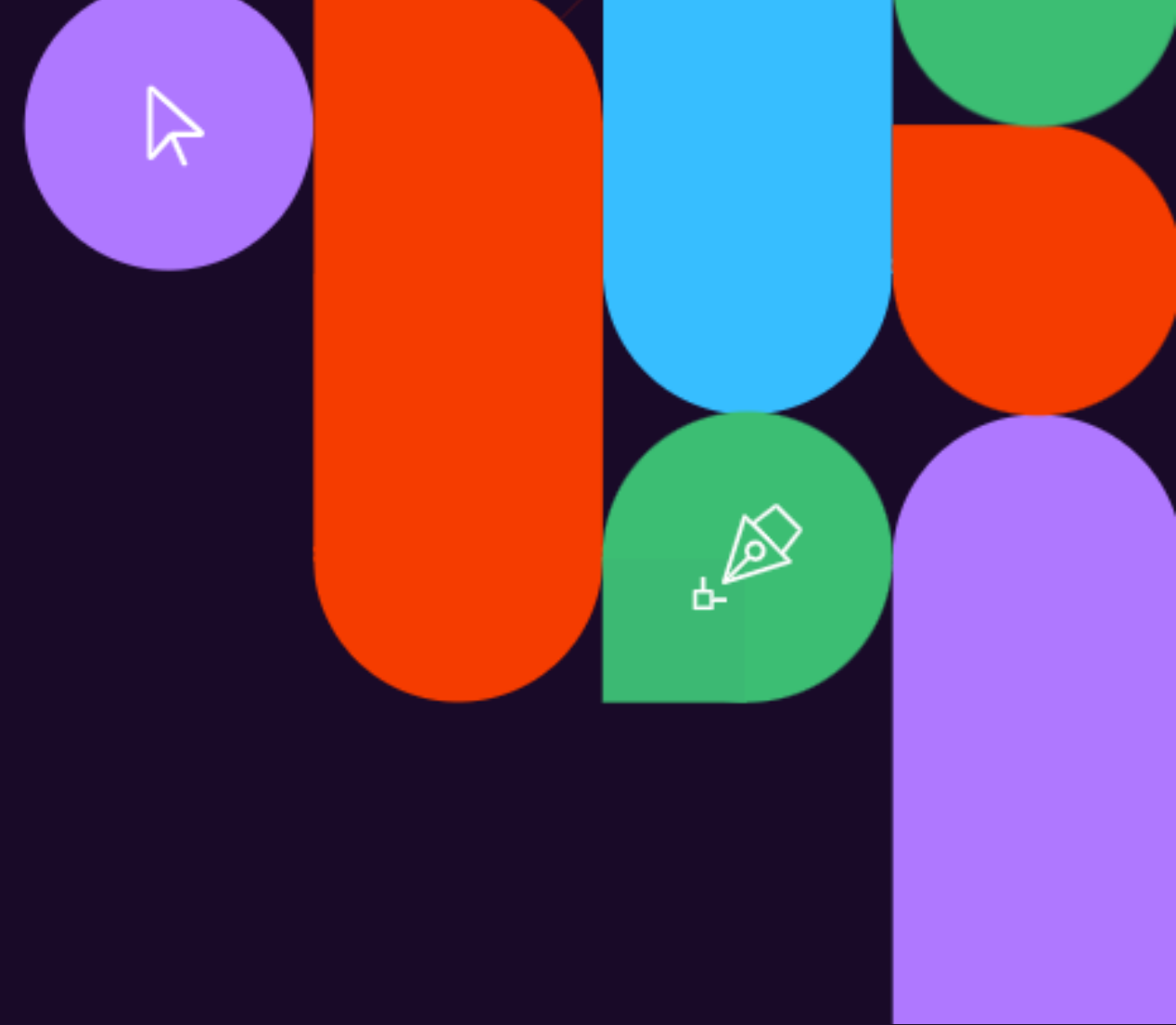


Strava: Révolution du Streaming

- Présentation du projet Strava, une plateforme de streaming innovante. Simplicité et efficacité au cœur de l'expérience.





Understanding the Specifications

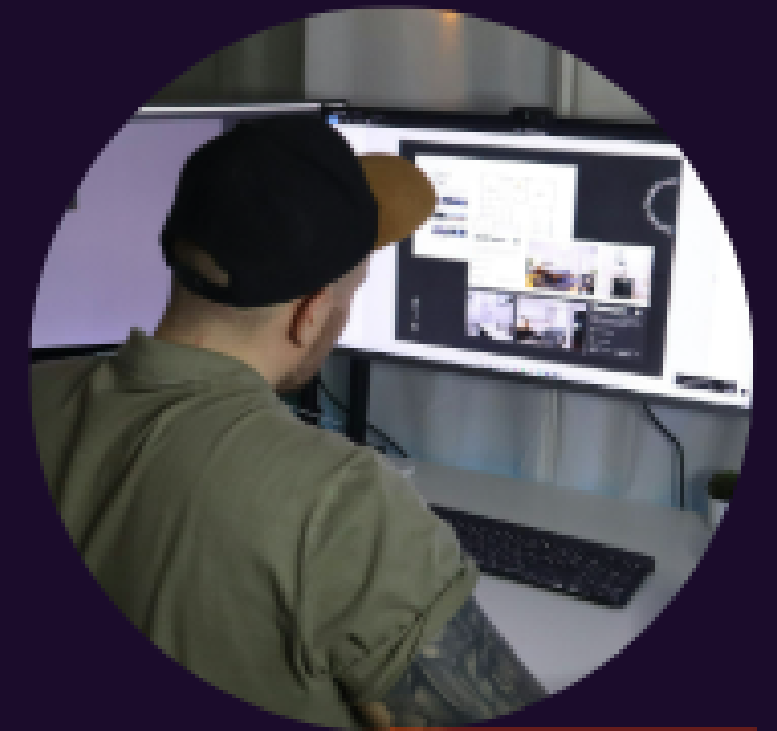
[Click here](#)

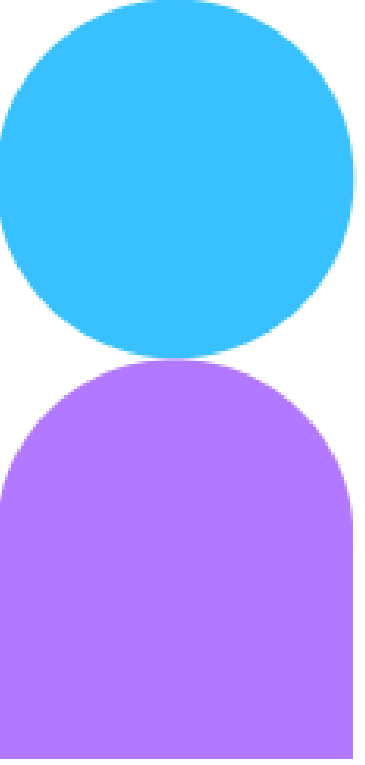
- Definition of CDC (Project Requirements Document).
 - Importance of analyzing project goals, user needs, and constraints.
 - How the CDC guides our design choices.
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Branding:

- Definition of branding and its role in design.
- Choice of colors, typography, and visual identity.
- Ensuring consistency with the project's identity.





Personas:

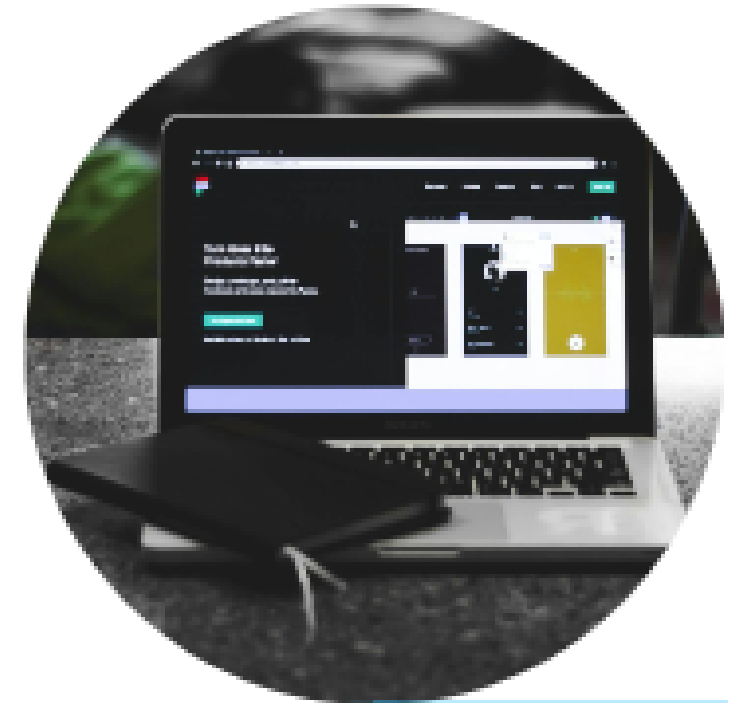
- Definition of personas and their importance.
- How we created user personas to represent target users.
- Examples of key user behaviors and needs.






Personality:

- Defining the tone and personality of the product.
- Making design choices that align with the brand and user expectations.
- Ensuring a consistent and engaging experience.




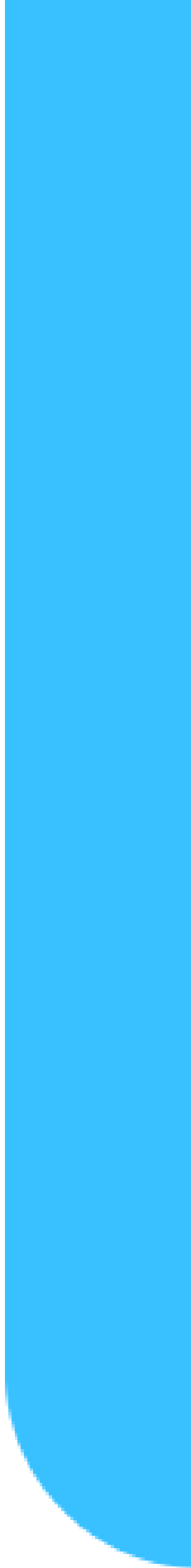


Sketches:

- Early hand-drawn wireframes and sketches.
 - Exploring different layouts before committing to digital design.
 - Benefits of brainstorming visually before moving to high-fidelity mockups.
- 



Mockups & Wireframes: [Figma project](#)

- High-fidelity mockups created in Figma.
 - Transitioning from sketches to interactive wireframes.
 - Ensuring usability and accessibility before final development.
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Conclusion

- Recap of the process and key takeaways.
- Importance of iteration and user testing.
- Next steps for refining and finalizing the design.

