

De creation

proposal

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# Overview

## 1. Project Background and Description

### a. History of problem or idea:

DESIGN RESULTS FROM human decisions. You can design with intention, which means you have a chance of doing it well, or you can let it happen, which means you’ll probably bungle the job. Design happens whether you’re aware you’re doing it or not paying attention. Nothing is undersigned. Things are badly designed, well designed, and points between.

The problem arise when people are good designers but are not able to showcase their work to public and indeed end up not receiving review on their work . Also people want to sell the good design to start making money. Lot of young designer have good skills but are still not known to public. The website in which people not only display their work portfolio but also can sell exclusive stuff is what they are looking for.

### b. Current research :

Our research process included an initial questions to student inside Sheridan college about website concept and general question about what features do they want to see in the website.

We referred current online website to get a better understanding of what is present and what makes our website different from rest.

The website basically targets young designer(students) in college to make their presence known along with chance to make money out of it. Most of the website at present does not allow user to do both at the same time. We also researched on user interface for a website, typeface and colors.

### c. Competitors:

99designs: Get a custom design you’ll love with our global creative platform. 99designs is the best place to find and hire talented designers to grow your business.

Behance: Behance empowers you to showcase your work amongst a community of creative professionals across industries.

Dribbble: Dribbble is show and tell for designers. Share screenshots of your work, process, and projects.:

Tumblr : A great service to build your portfolio, It is also a great place to find great design ideas and inspiration for new creative ones.

### d. Market analysis:

Our target audience for the websites are currently young students studying in various college who wants to showcase their design work.

Students in college are curious to discover new work. Our website provides inspiration for their design work.

Design website are more likable if provided with specific categories for users to pick from.

For example: Behance interest most user just because people can pick what they want to view and not let website decide for you.

We believe every designer wants originality to be viewed on the website. Our focus will also to make sure the work that goes in our website is manipulated or copy pasted work.

## 2. Detailed description of solution

### a. Main features of the application and why it would solve the problem.

Users can upload original design files to sell or share, search the design from different categories, rate or like each other's works, leave comments, add to the favorite list, and make payments. To make sure the price will set in a fair position, the price of design will be calculated by the total scores divided by numbers of rating. To help designers earn fame, the application will calculate the numbers of likes and numbers of views.

### b. Why would users be interested in these features? And how would we get them to use the application?

By uploading original project files, designers can and use them as templates to finish their tasks quickly. By using add to favorite list function, they can get inspired by good designs. By putting comments to others’ works, designers can easily get feedbacks by designers in relevant areas and meet people in the same industry. By showing numbers of views and likes, they can earn fame and easily be noticed by industry people.

To get them to use the application, we allow any kind of design file to be uploaded to make sure enough sources to use, use complexity to distinguish between paid works and free works, disable the dislike function and ask them to leave contact information in the personal profile section.

### c. Application platforms (desktop, mobile or other?) Are there different strategies for different platforms? Describe the role of social media in the application (including marketing)

We will use the desktop as an application platform.

If the application is for mobile, due to the file limit of mobile performance, we will remove function of uploading project files and only allow the user to upload images to prove their final asset then leave contact information to let buyers contact them privately.

We allow designers to link their social media account to the application. In this way, social media will play a role as both a seller and a promoter, which makes industry people can easily view portfolio to find the people they want, and students quickly find their assets.

### d. What factors determine success and how would you measure them?

In our project, the website must allow students in Sheridan to successfully register and upload their work. At the same time, registered users can purchase every work they want on the website. For user-uploaded designs, we will review them and post them online before they are approved. Designers can customize the price. When users browse on the website, our classification system and sorting should work properly. Try to eliminate the bugs in these features.

### e. Technical requirements and limitations (Specific browser versions, Operating System versions, connectivity requirements etc)

Supported browsers: Chrome, Windows Edge, IE, Firefox, Opera, Safari

Operating system: Macos, Windows7-10, IOS, Android

### f. Include a brief description on how the application could be grow in the future

We are currently developing this site for Sheridan students and will be open to everyone in the future. We will allow everyone to upload and sell their work on the website. And in the future, we will add video/audio and games to allow people in these areas to use our website, and will also open more uploadable file formats.

## 3. Timelines

## 4. User Experience Documents

Empathy map: persona

Start time: week 5

End time: week 7

User flow:

Start time: week 5

End time: week 7

Initial Wireframes:

Start time: week 5

End time: week 7

## 5. Design

Finalized Wireframes:

Start time: week 8

End time: week 9

Design elements:

Start time: week 8

End time: week 9

CSS:

Start time: week 8

End time: week 11

## 6. Frontend Development

HTML for content and structure:

Start time: week 9

End time: week 11

Interactive features or elements:

Start time: week 9

End time: week 11

## 7. Backend Development

Database schema: description of tables/relationships:

Start time: week 10

End time: week 11

.sql file of the application database:

Start time: week 10

End time: week 11

Entity relationship diagrams:

Start time: week 8

End time: week 11

## 8. Quality Assurance

Functional prototype: views, layout components and functional annotations for all pages and components

Start time: week 8

End time: week 9

Bug Testing:

Start time: week 10

End time: week 12

## 9. User Acceptance Testing

User testing: A user should be able to navigate through the entire site and understand its functions

Start time: week 11

End time: week 13

## 10. Past work and experience (as it applies to this project and how it sets you apart from other teams)

Deep Kamani - Graphic Designer

Shawn LI - Game Designer

Scott Wu - Game Sound Designer

Wenjing Cao - Graphic Designer

## 11. Team member Biographies

**Deep Kamani**

Interactive Multimedia Student, | Front-End Designer | UX Designer | UI Designer | Graphic Designer | Freelancer

Deep is outgoing individual with passion for design. He is very creative in his work and always tries to find a new better solution for a problem. While perusing engineering in information and technology he realized his passion and enthusiasm for design. Deep has one year of experience in Web Design |&| Graphic design. Deep is currently a Post-Graduate student in Sheridan College Studying Interactive Media Management.

**Shawn Li**

Interactive Multimedia Student | Game Level Designer | UX Designer | UI Designer | Front-End Designer |

Shawn is a game level design and interactive media management student who is good at a variety of design-related skills. He hold a bachelor degree in Digital Media Art. He skill in a variety of fields includes 3D models, animation, cinematography, game design, photography, programming, and interactive design.

**Shiqi(Scott) Wu**

Interactive Multimedia Student | Game Sound Designer | UX Designer | UI Designer | Front-End Designer |

Shiqi is a Student at Sheridan College, studying in Interactive Media Management Program. He hold a bachelor degree in Sound Art, focused on sound interactive design and digital media. He have one year experience in game audio design in China.

**Wenjing Cao**

Interactive Multimedia Student | Graphic Designer | UX Designer | UI Designer | Front-End Designer

Wenjing is an Interactive media designer and Graphic Designer. She currently a student at Sheridan College Studying Interactive Media Management. She hold a bachelor degree in Television Drama Art and Design. She skill in video editing, special effect, graphic design, animation, photography, programming, and interactive design. She have about one year experience in Graphic design in Beijing.