

DIGIDRIVE

presents

COMMENT
HALL



Summary

Digidrive presentation

- Who are we?
- Our mission
- Our graphical charter
- Our brand prism

Our project : Comment- Hall

- What is our project about?
- Marketing Researches
- Prototypes
- Dev Planning

DIGIDRIVE PRESENTATION

Who are we?

Drigidrive is a company that wants to promote all of the aspect of the **digital**. We are four engaged and motivated members

We think about great solutions to meet the digital world's problems and we design them taking into account needs and ergonomics



Inform about the importance of digital



Help with digitalization of the companies or particulars

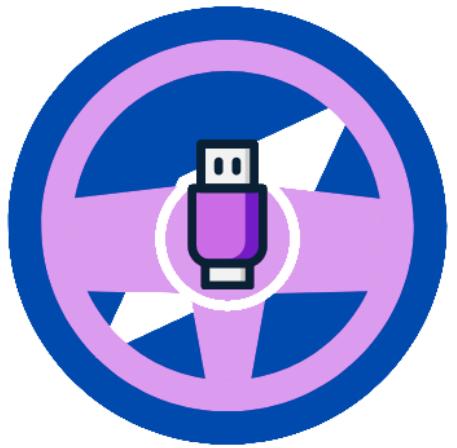


Make a responsible digital

OUR MISSIONS

The graphical charter

Our logo



The design of this logo literally shows the name of our company,
DIGIDRIVE

Our typography

We have decided to choose modern typographies such as:

Libre baskerville

Times new Roman

Montserrat Classique

Our colors

pink

Night blue

Purple

Brand Prism

Externalization

Picture of sender

PHYSIQUE

Purple, pink, night blue

Website

RELATIONSHIP

Listening

Proximity

Respectful

REFLECTION

develop digital
solutions to help
communities come
together

PERSONALITY

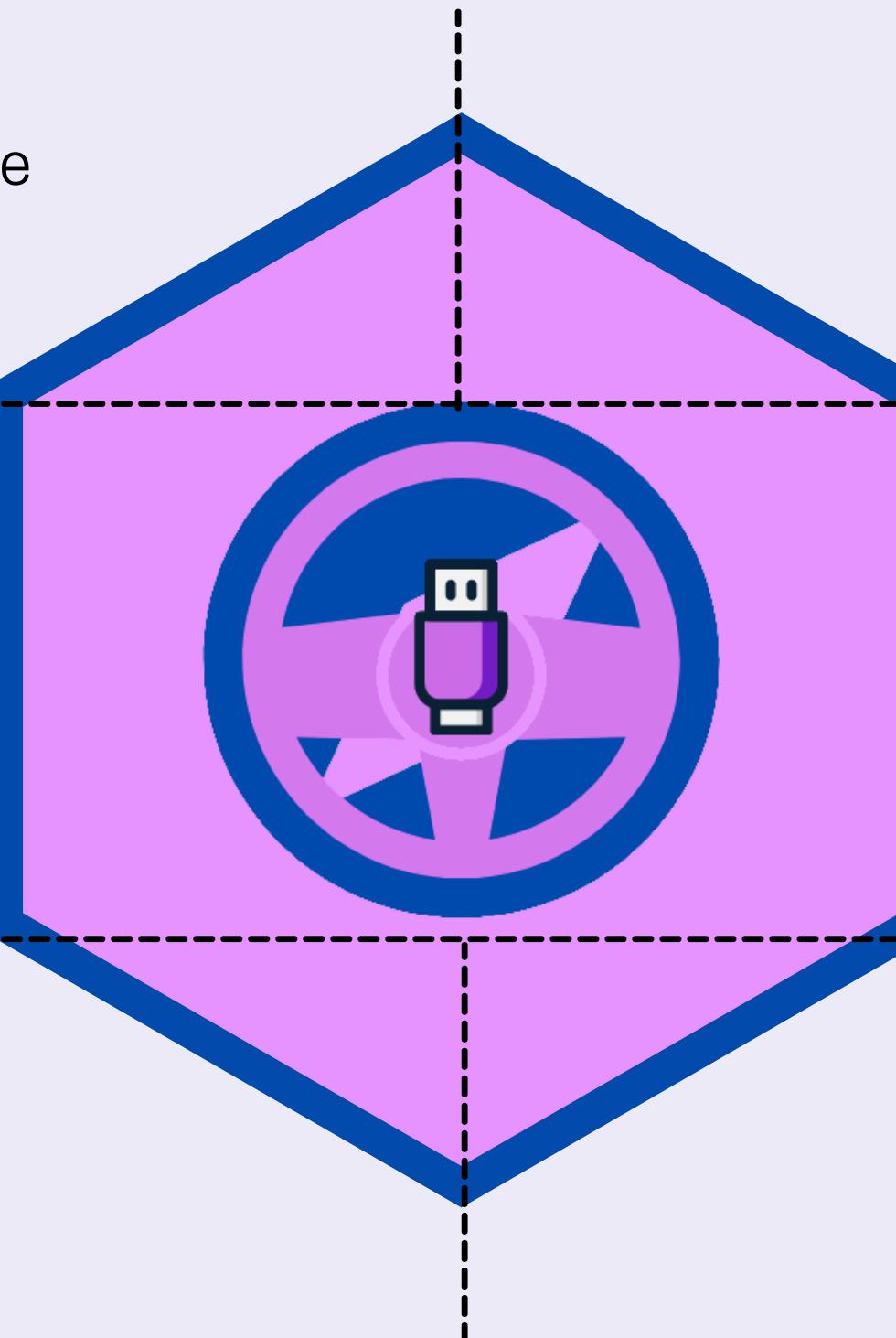
Innovative
Engaged
Open-minded
Curious

CULTURE

French culture
believe in the power of
technology
ecological(we value a lot
the environment)

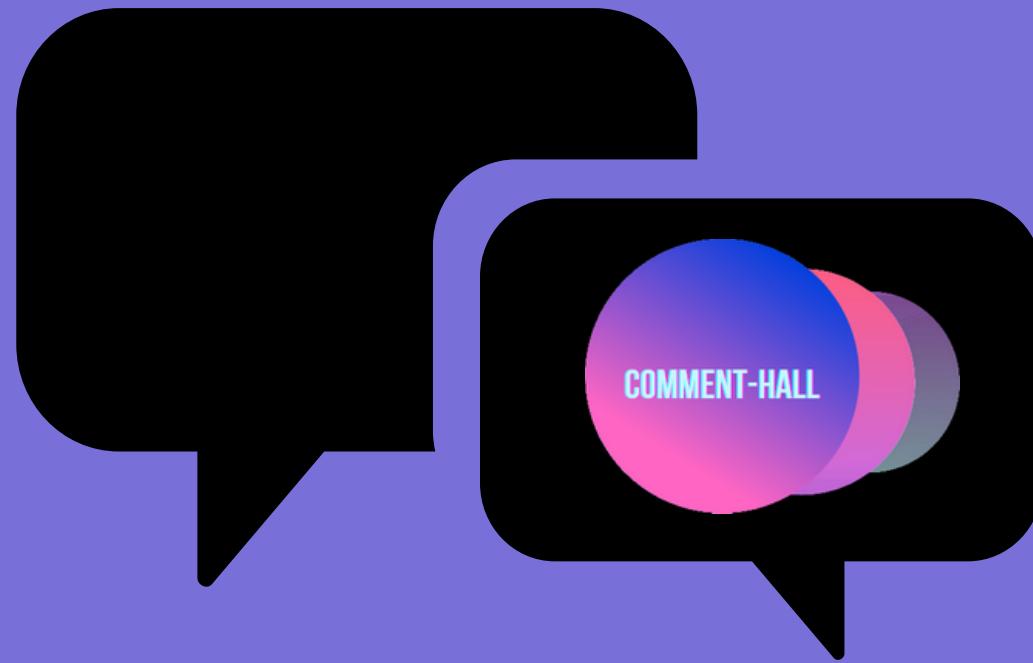
SELF-REFLECTION

Love and importance of the
new technologies
Environment
Focus on customer service

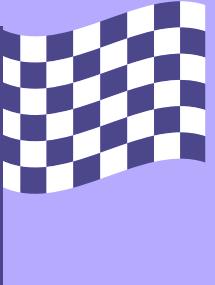


Internalization

Picture of receiver



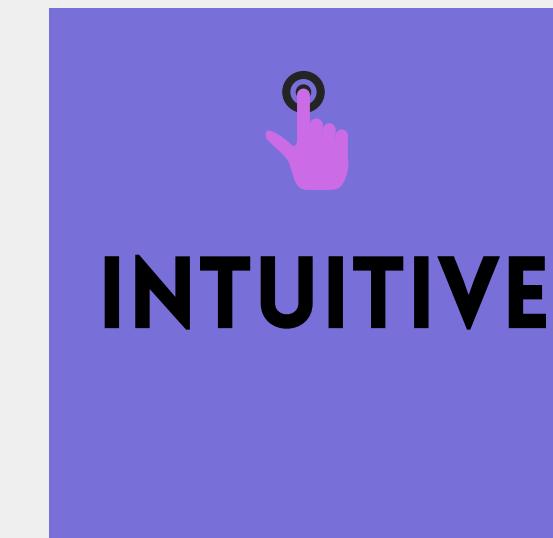
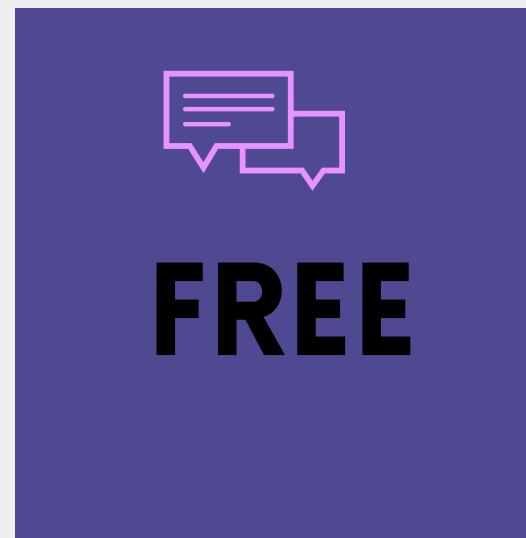
Comment-Hall



Goal of the project

Creating

a



Comment space

Perimeter

- Anyone between 13 and 35 years old
- Implement in France first then expand
- No limit on subject categories



- Personas
- Benchmark
- KPI

Yasmina

Age: 13 Years Old
Work: schoolgirl

Situation: live with her parents
City: Montréal-la-cluse
Characteristic: playful



Motivations:
-To have BFF
-To be popular

Goal

- Have opinion for her shopping
- Give her feedback on a product or a website

Frustration:

- lack of centralization of grant on internet

Ombeline

Age: 24 years old
Work: videographer
Situation: Live alone
City: Paris
Characteristic: Shy



Motivation:
-Create content
- make her subscriber happy

Goal:

- be aware of the new internet stuff that are great
- Choose video subject by seeing others people opinion

Frustration:

- General opinion a hard to find on internet

Ernesto

Age: 17 years old
Work: Student
Situation: Live with his parents
City: Nante



Motivation:
-have his Baccalaureate
-Find an highschool

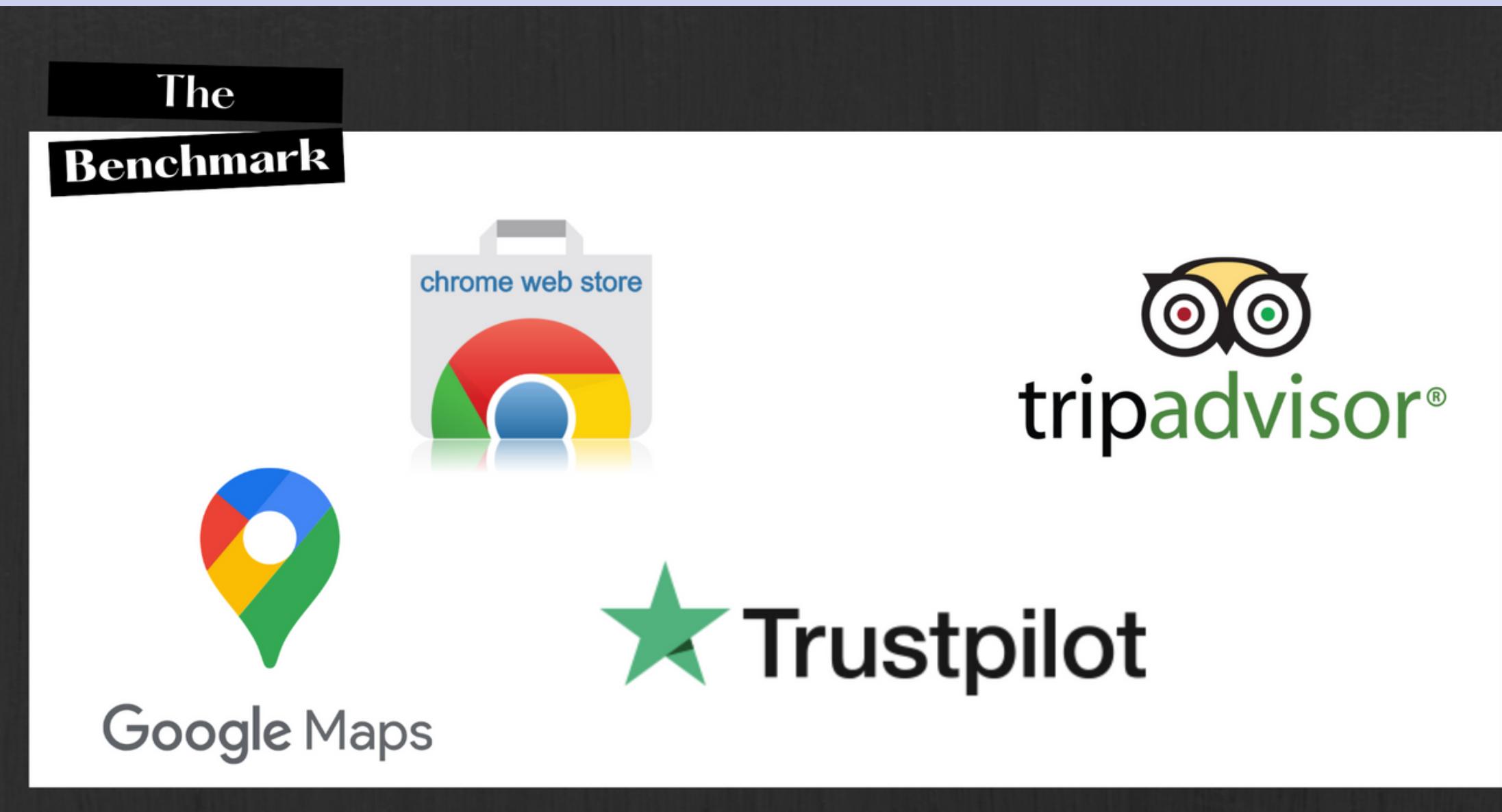
Goal

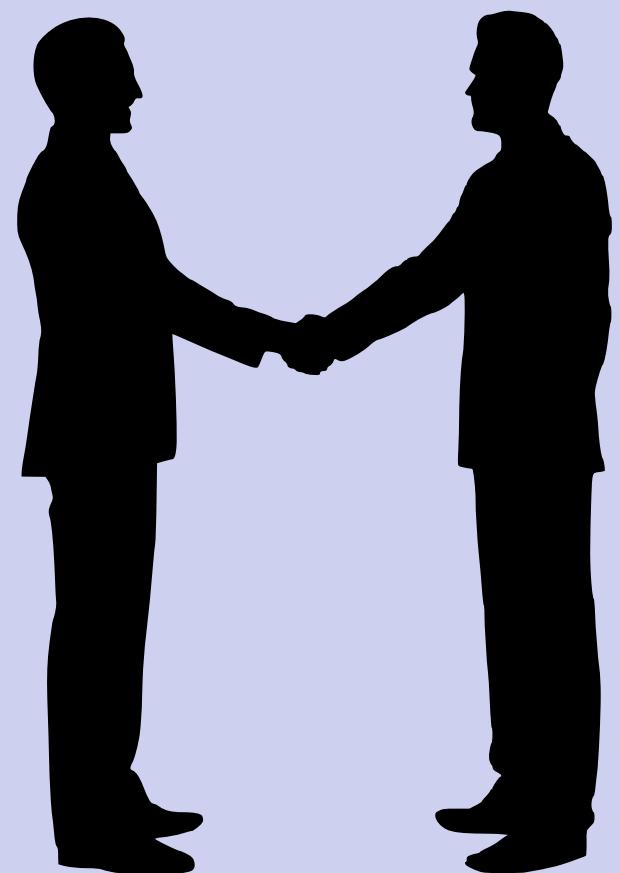
- give is opinion about video-games and streaming plateform
- be aware of new games and the opinion of player

Frustration:

- don't have many opinion of new game that aren't popular
- can't give opinion in en central page for a specifique thing

	SUBJECT	MADE FOR COMENT	OPEN FOR ANYONE
CHROME WEBSTORE	extension	✗	✗
TRUSTPILOT	website	✓	✓
TRIPADVISOR	tourist site	✓	✗
GOOGLE MAP	location	✗	✓
YOWL	web page	✓	✓





To conclude this market research part, we can say that we know more about what is the project about, who are to target and what do we have to compare to improve our service.

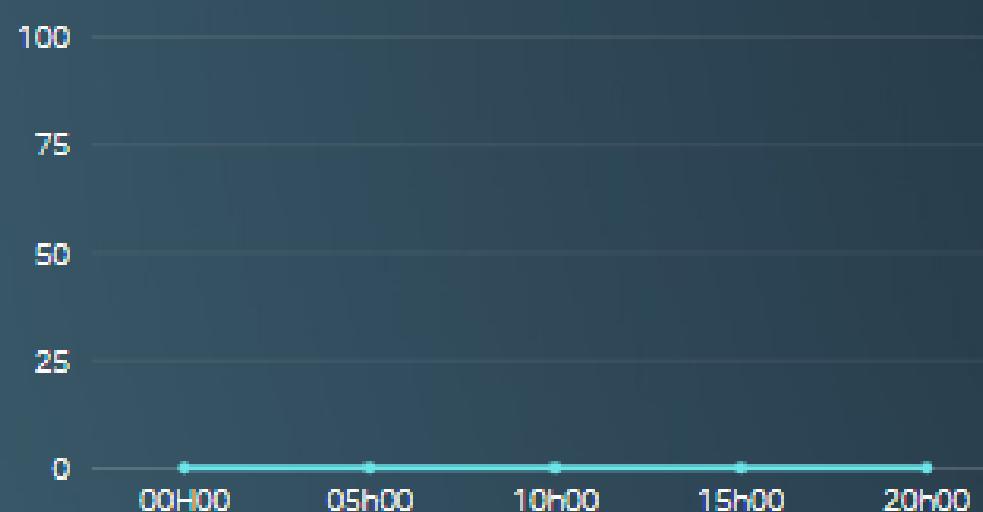
The K.P.I



Most Searched Topic



Crash Rate



Daily Posted Post



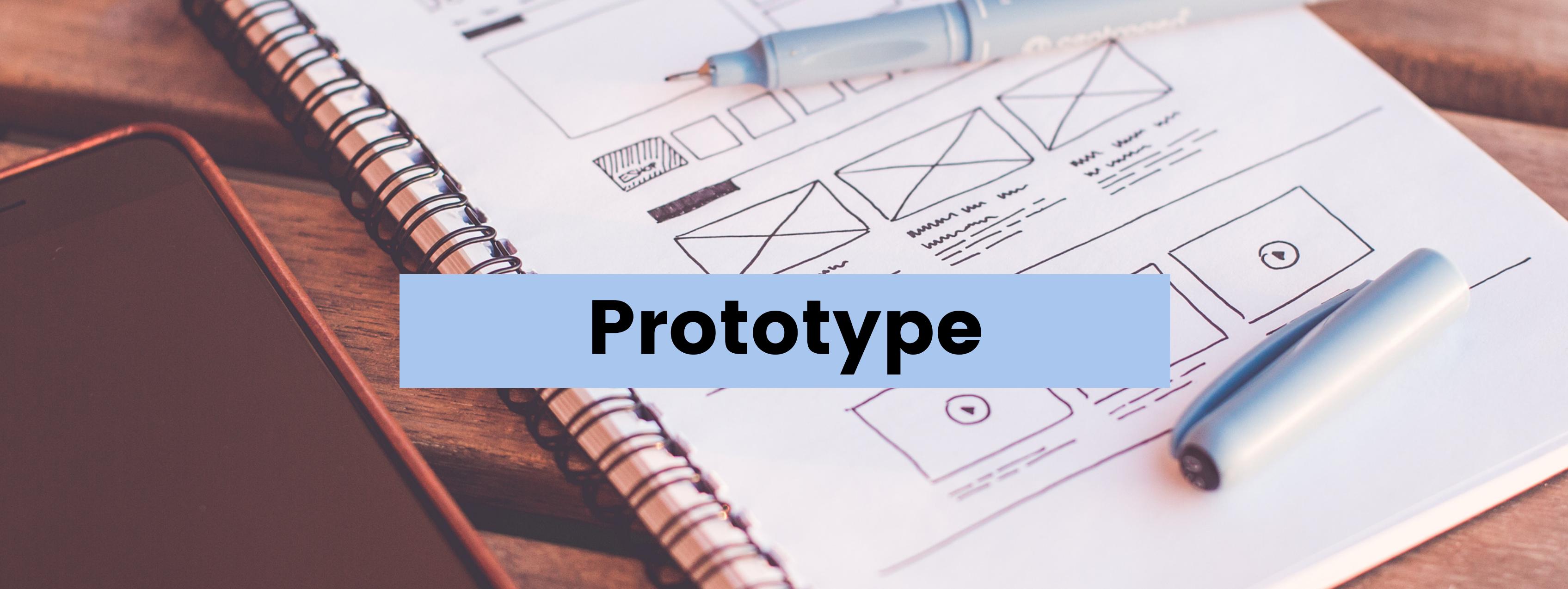
Average Time Spent On The Application

0% of the users

Feedback Rate

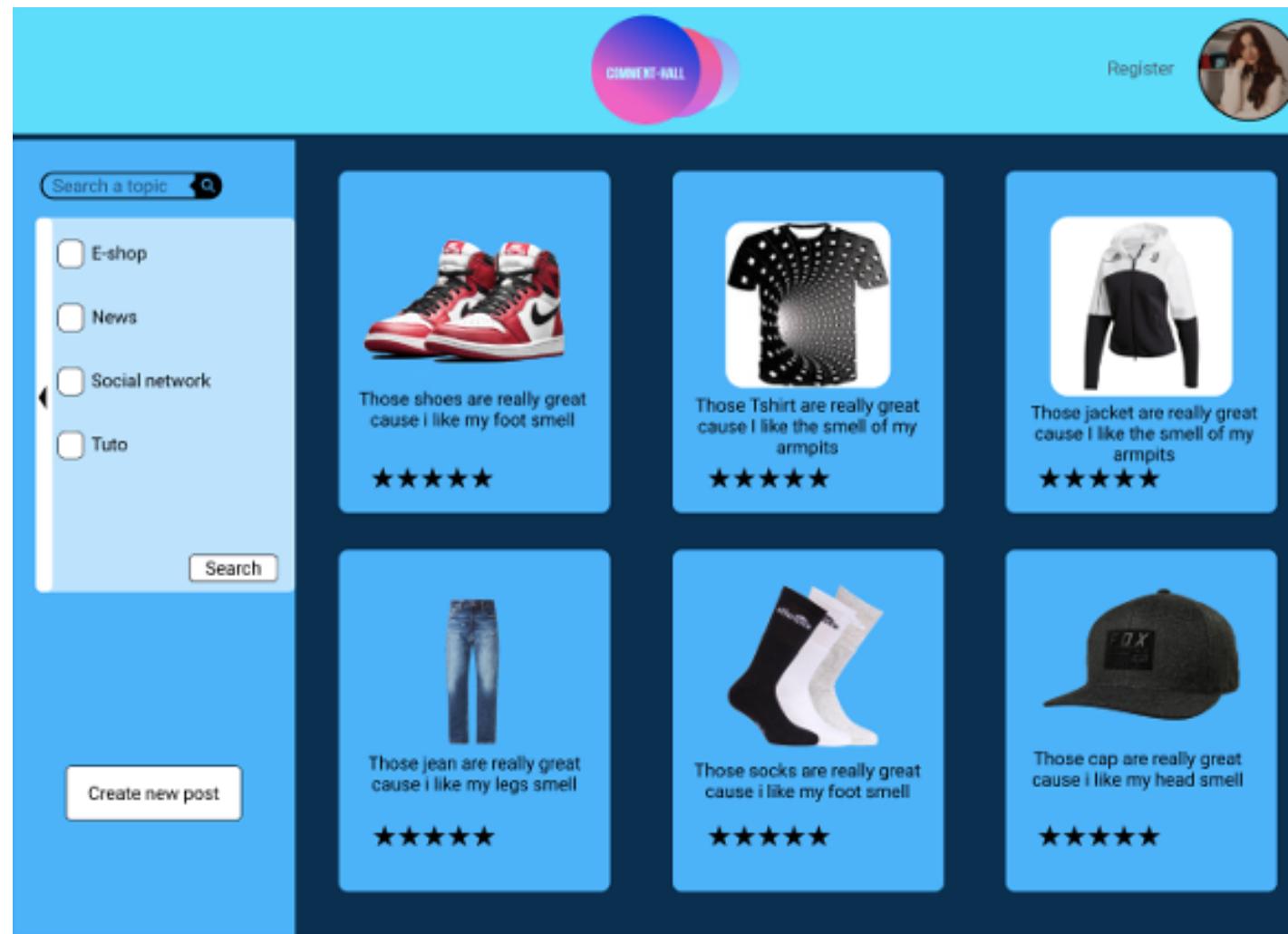
0H/Day

Approximate data was used to assess performance



Prototype

We had produced a first design of our site that we submitted during the first two checkpoints

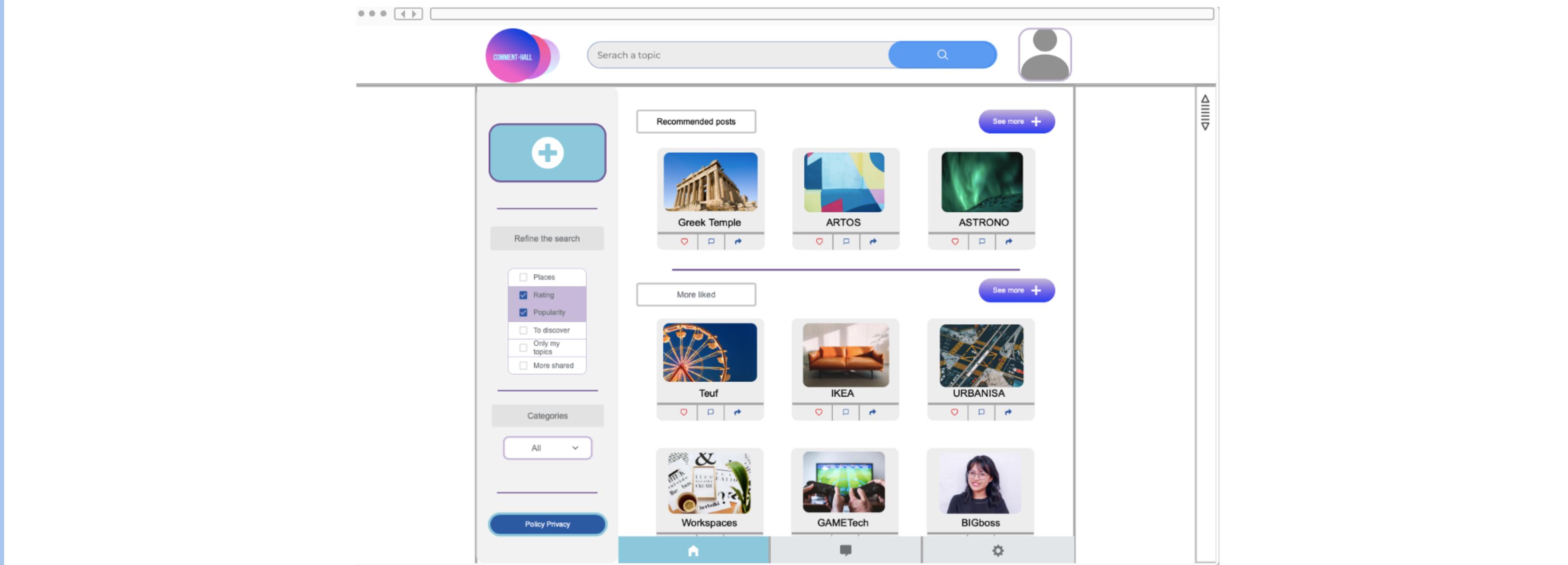


Feedback

This prototype wasn't
really appreciate by
the pedagogical staff
so we had to change it

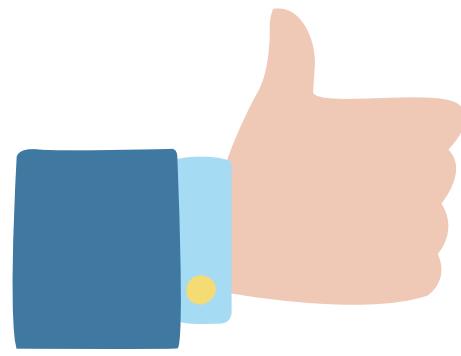


To better meet our customer's expectation, this is our second prototype



Feedback

- 1 A more modern design
- 2 A more intuitive page
- 3 An easier to navigate page with colors that stand out





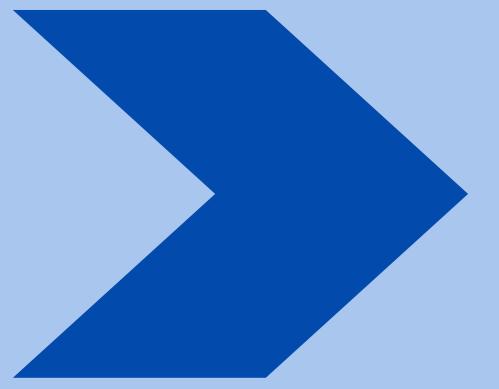
The development Planning

MVP

Authentication

Post Creation

Home Page
(profile can't be
modified or
viewed)

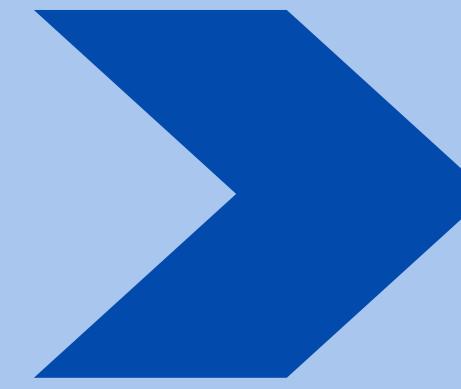


V1

Profile page of
settings will be
available

&

Posted
comments page



V2

Admin Page
available with:

1

CRUD FOR USERS

2

CRUD FOR POSTS

*Thank you for your
attention* 🙏

