

Project Name: Mobile Portfolio Application  
Your name : Gabay Lea Louise Aventurado  
Student ID: 21025553

Date of completion: 30/7/2022

**Details of your Company or Portfolio :**

**Name of your company:**

LeaDeLeaf

**Logo of your company:**









*Be colourful. Dream colourful.*

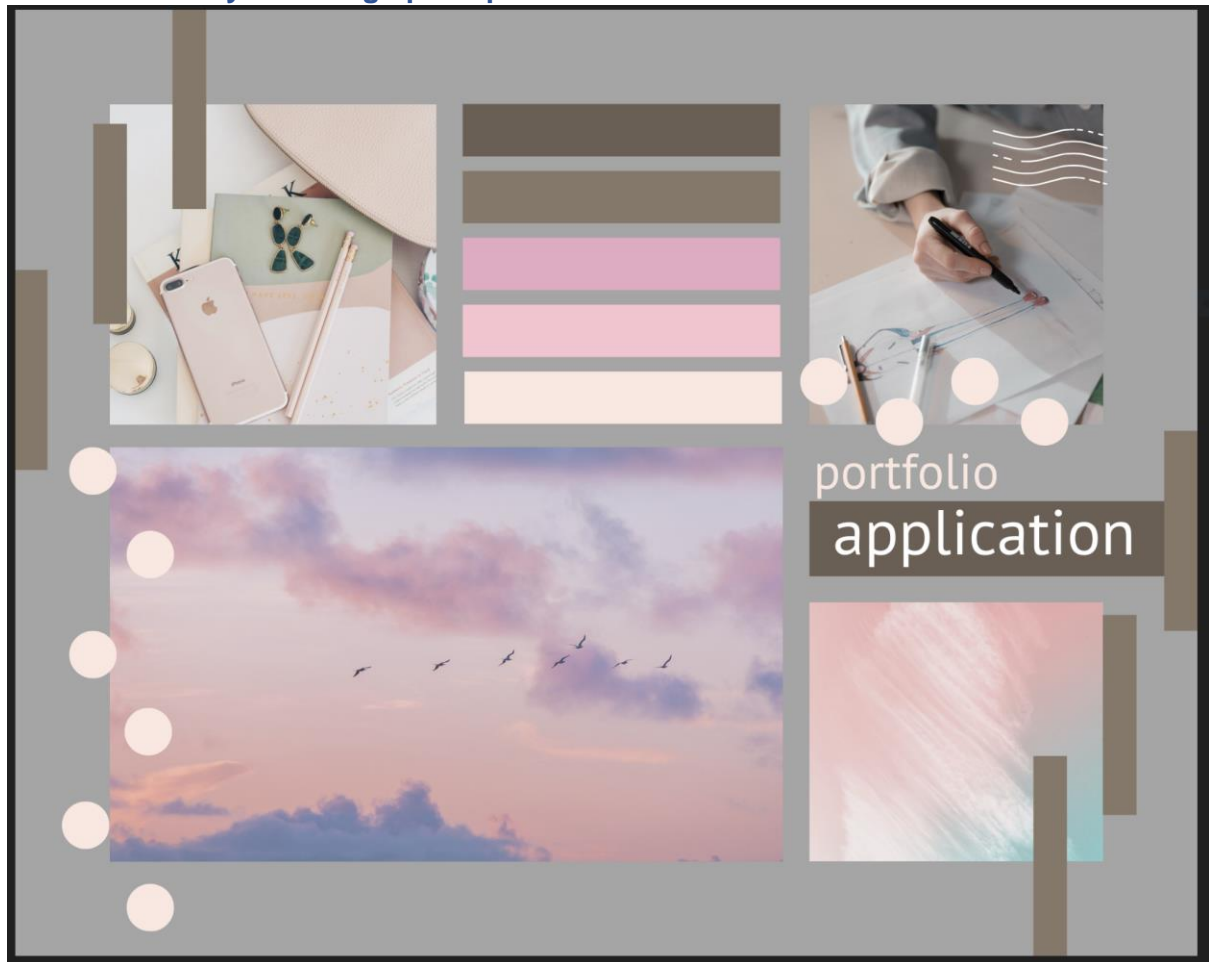
**Tag Line :**

Be colorful. Dream colorful.

## Describe your target audience :

	<b>Preferred Method of Communication</b> <ul style="list-style-type: none"> <li>Email</li> <li>Text Messaging</li> <li>Face-To-face</li> </ul>	<b>Tools They Need to Do Their Job</b> <ul style="list-style-type: none"> <li>Invoicing Software</li> <li>Email</li> <li>Reporting Software</li> <li>Word Processing Programs</li> <li>Cloud-Based Storage &amp; File Sharing Applications</li> <li>Project Management</li> <li>Content Management Systems</li> <li>CRM Software</li> </ul>
<b>Name</b> Mr Tan	<b>Job Responsibilities</b> A facilitator plans, guides and manages a group event to meet its goals	<b>Their Job Is Measured By</b> active listening, group involvement, group management and presentation.
<b>Job Title</b> Facilitator	<b>Reports to</b> Principal, Higher Ups in the board	<b>Goals or Objectives</b> Teaching students so that they will be ready for work life
<b>Age</b> 25 to 34 years	<b>They Gain Information By</b> Internet and face-to-face interactions	<b>Biggest Challenges</b> <ul style="list-style-type: none"> <li>Communication</li> <li>Employee Morale</li> </ul>
<b>Highest Level of Education</b> Professional degree (e.g. MD)		
<b>Social Networks</b>     		
<b>Industry</b> Enter text here		
<b>Organization Size</b> 51-200 employees		

### Moodboard + style + Design principle :



*Style: Chill, Relaxing, Sedentary / Stay-at-home Lifestyle*

*Design principles used: Contrast, Unity, Hierarchy, Repetition, Variety*

### Brand Story :

*LeaDeLeaf was made to provide a hub to share the owner's thoughts and achievements with other people around them. The application uses a variety of selected layouts and animations to ensure that the user will not be bored with it.*

*Lea Gabay is the brainchild of the LeaDeLeaf collective, who keeps the users engaged and ensures that they are not bored with the application.*

*LeaDeLeaf originates from the word "Lea" and "Leaf". For my socials, I would put LeaDeLeaf as my nickname and I always had this name since I was young. I created this name because "Leaf" has "Lea" in it and represents a leaf because I get scared and tremble like a leaf.*

**Purpose :**

***Creating Value for Clients***

*Ensuring that they stay engaged and deliver the utmost quality for clients. Ensuring that the application suits the target users' needs without them wanting to not use the application anymore as well as ensuring that this application is among the best. Furthermore, ensure that the application meets the requirements given by the Clients*

***Ethics and Quality***

*Committed to having good diplomatic relations with everyone and high business standards with business practices that are in clients' best interests.*

**Typography :**

**Abril Bold** *Heading - 38pt*

Times New Roman *Sub-Heading - 22pt*

Paratype Sans (PT Sans)

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Ut  
laoreet urna ut ligula hendrerit,  
eu convallis odio tincidunt.

*Text - 16pt*

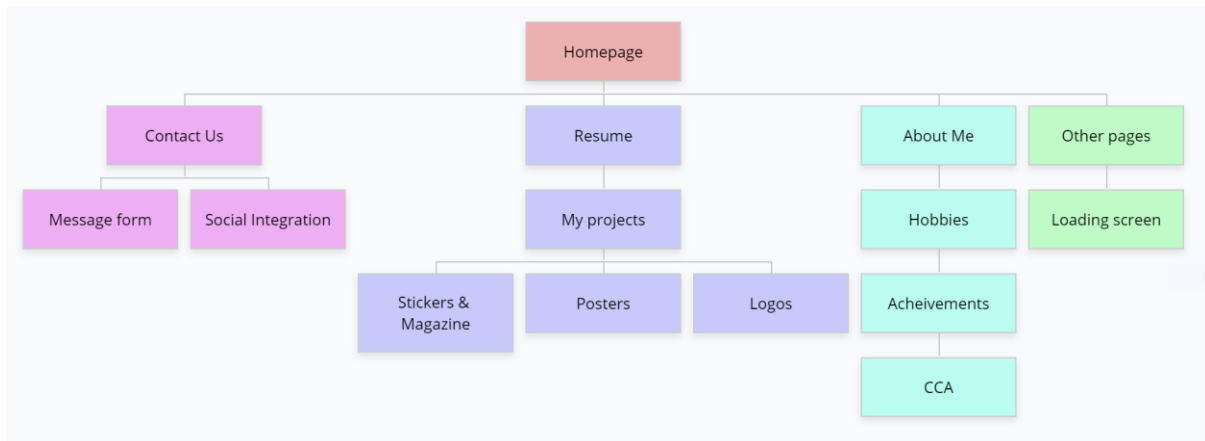
## Layout Arrangement :

### Mixed Layout – Single column, zig-zag

**Zig-zag** - for my About me page, I put on this layout to create an animated feel and will keep the users engaged due to the animations. In addition, since the users' eyes would move along the page in a Z-letter direction, it makes it easier for the users to look at the content.

**Single column** – for most of my pages I have a lot of text so I used this layout to make it easier for the user to navigate around and it seems good to display large amount of text with this layout.

## Sitemap :



**Gant Chart :**

Tasks	Vacation(24 June - 2 July)	Week 1	Week 2	Week 3
Started research on prototype				
Created company logo & name				
Create company tagline				
Identify target audience & create a persona				
Create a moodboard				
Create Purpose & Brand Story				
Identify & Create Typography Poster				
Identify layout arrangement				
Create a sitemap				
Create a low-fidelity wireframe				
Create a high-fidelity wireframe				
Create prototype				
Gain Feedback from peers & facilitator				
Add final touches & refine the prototype				

**Feedbacks:**Kaye (Sister):

- The application is a bit buggy and requires some extra touches, especially for the animations and the menu, but other than that the application seems to represent the owner quite well
- For the portfolio, the second page, it was quite bland. Could add a few shapes to create more depth in the application.

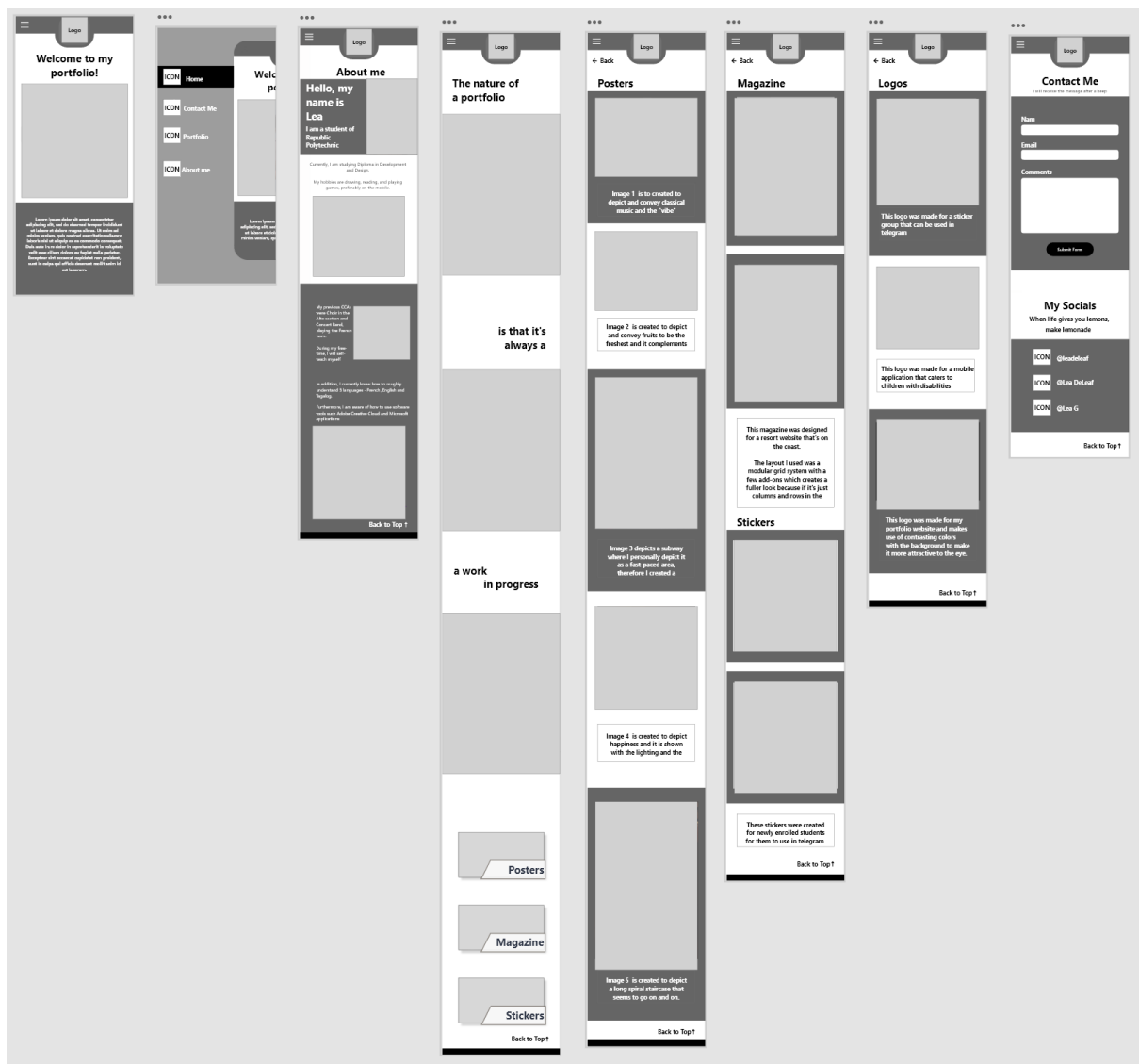
Facilitator:

- The menu does not have a smooth animation

Jeniffer:

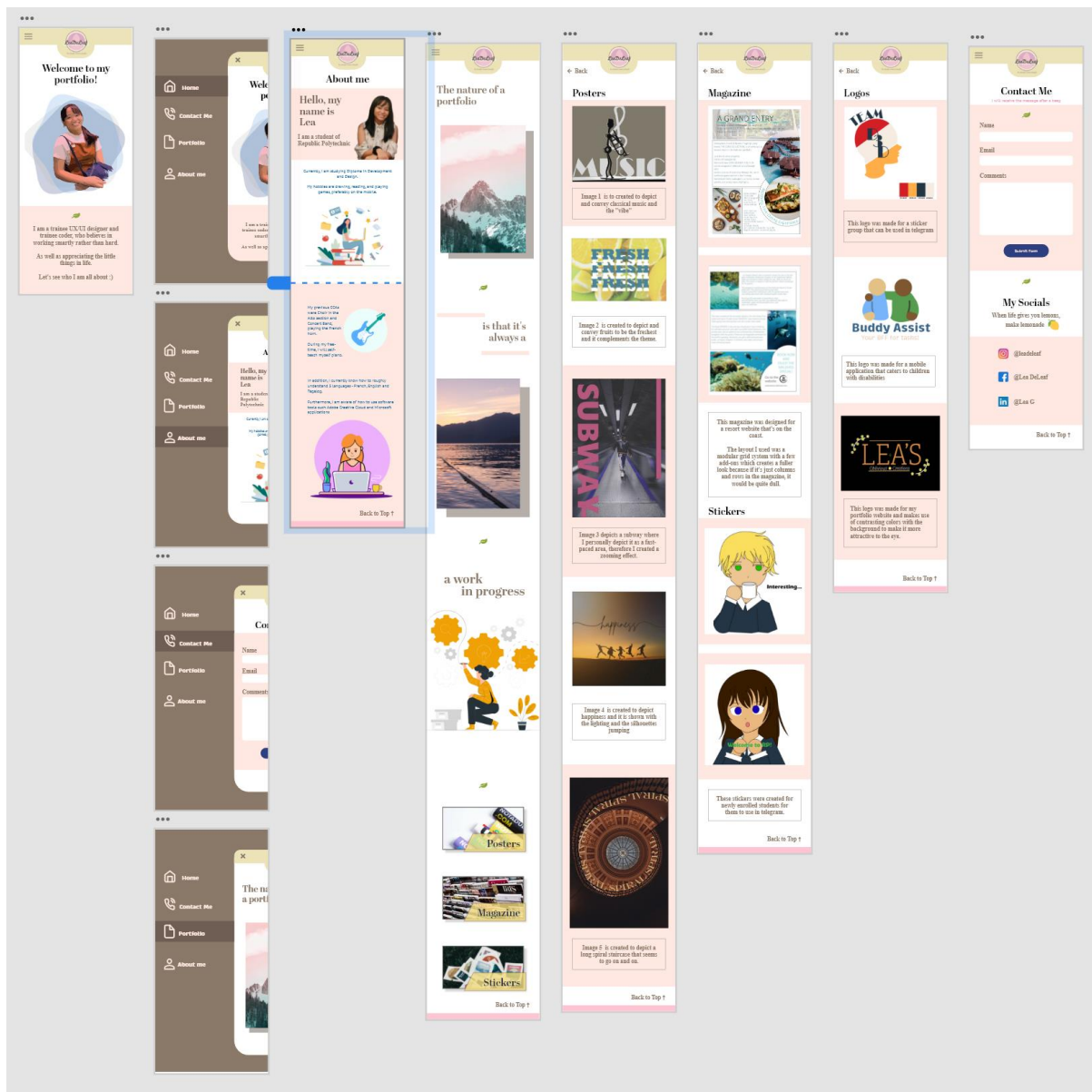
- Great animations and quotes used, was very entertaining and interactive when using the application
- Smooth transitions used
- Personally I felt the tagline to be quite small and hard to read
- There could be a hamburger menu located in the portfolio page (My projects) which would redirect me to the other pages

## Low fidelity wireframe:

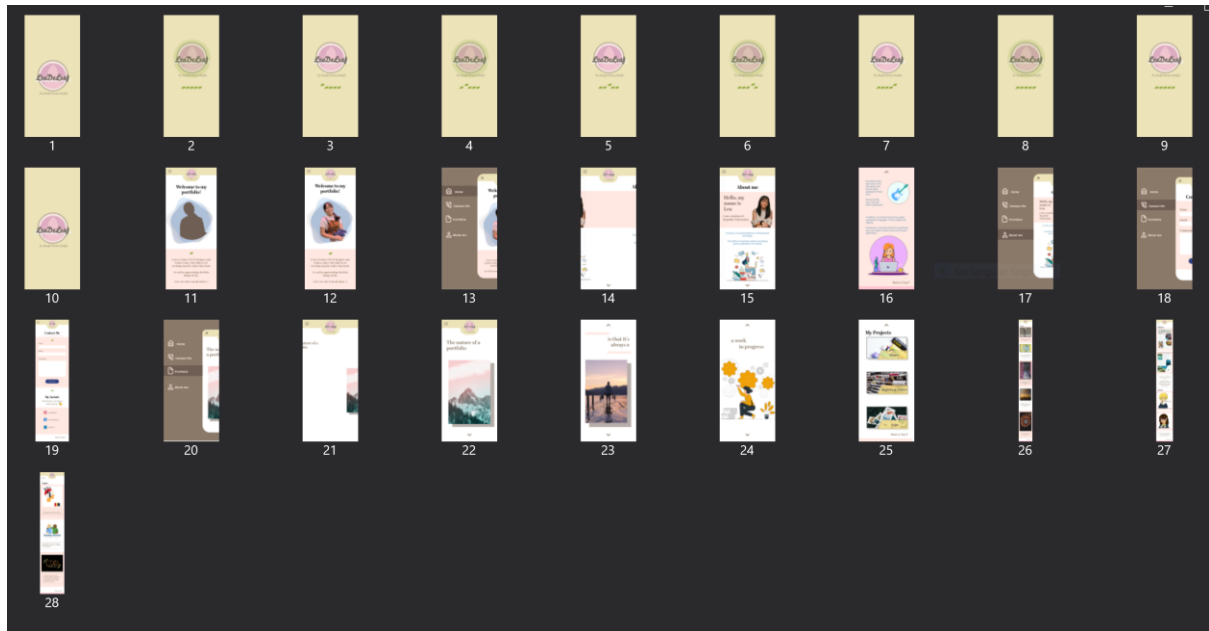




## High fidelity wireframe:



## Iteration:



Made some of the pages into individual pages to create a parallax animation to increase the engagement of the users

Added shapes in the pages to create more depth

## Link in XD for your Prototype:

<https://xd.adobe.com/view/d4fc4d8d-591a-4f32-bba4-60153b4e3321-81af/>

### Reference sites/ Assets / Plugins:

<https://www.toptal.com/designers/gui/principles-of-design-infographic#:~:text=What%20are%20basic%20design%20principles,that%20make%20sense%20to%20users.>

<https://www.hubspot.com/make-my-persona>

<https://colibriwp.com/blog/website-layout-design-ideas/>

<https://www.gloomaps.com/>

<https://coolors.co/>

Icon Scouts

Icons4Design

Lottie Files

Student Resources Files

[https://www.youtube.com/watch?v=Zs2TfMPnu\\_A](https://www.youtube.com/watch?v=Zs2TfMPnu_A)

[https://www.youtube.com/watch?v=wy1ldpkOw\\_g](https://www.youtube.com/watch?v=wy1ldpkOw_g)

<https://www.youtube.com/watch?v=oNnD3Bk5xpw>

Adobe Photoshop

Adobe Illustrator

Adobe XD

Canva: <https://www.canva.com/>

Adobe Fonts: <https://fonts.adobe.com/>