

# Design Phase

Municipality of Eindhoven + Garage2020

## Benchmark creation

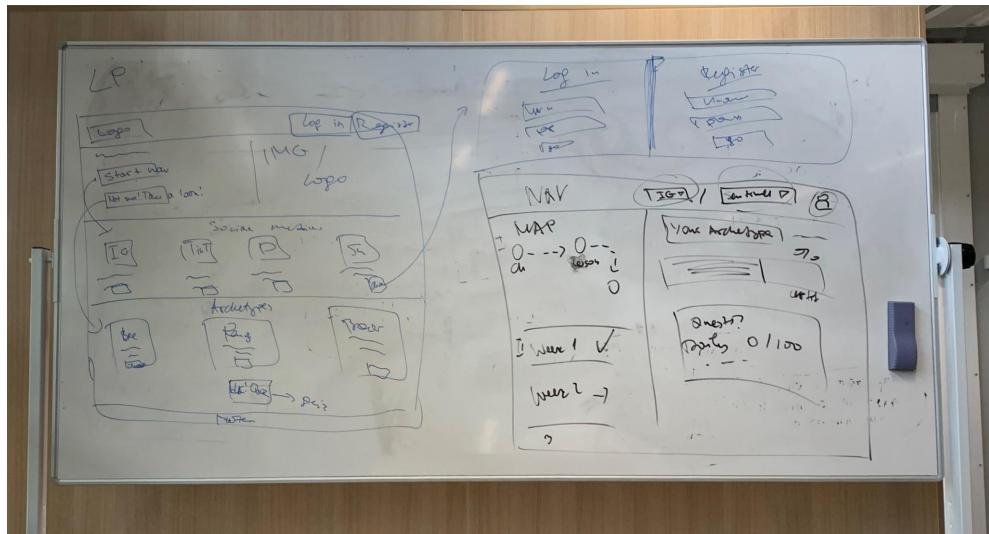
In order to get inspired for the design, structure and feel of our platform, we first decided to explore already existing educational platforms. For this, we made use of the CMD method “Benchmark creation”, which allowed us to find similar products to ours, and see what they offer when it comes to content structure, educational and grading methods. We collected insights for four platforms: Udemy, Coursera, Duolingo and DataCamp. We then combined all of the information into a table, which we used to see the differences and similarities between all of them. This helped us to use these websites as references for how we should/could design our own educational platform. Below you can see the comparison table.

Name of platform	Type of platform	Accessibility	Course structure	Testing methods	Interesting design elements	Reward system	Colors and visual design	Good aspects	Bad aspects
Duolingo	Educational platform to learn languages	Website and Mobile app	Personalised learning; reading, selection, listening and writing	Computer testing - quizzes; immediate feedback after exercise	Gamification elements; animated characters; leagues and leaderboards; daily streaks; statistics; achievements	XP; advance in leaderboard	White background; bright accent colors; visually looks like a game	Personalised learning; variety of lessons; fun characters	Cannot switch between topics; overwhelming new material; too much like a game
Coursera	Platform for online learning and career development	Website and Mobile app	Videos from instructors; reading materials	Peer review after each module	Find new career; explore positions in various fields; enroll for degree from university	University degree; professional certificate	Simple and professional design; dual-color palette (white and blue)	Videos from professors; opportunity to find a job; understandable syllabus structure	Cannot continue because of peer review; must follow course timeline
Udemy	Educational platform to learn professional skills	Website and Mobile app	Course selection, lessons through videos	Computer testing - individual assignments, feedback on delivered tasks	Wide variety of courses to choose from, master classes (15h-30h length), partnership with Facebook, YouTube, Google, and more	Depending on the course, users have the opportunity to obtain a certificate	White background, vibrant accent colors	Wide variety of courses on different professional skills, certification possibility	Lack of information for certain courses, customer support is not that useful
DataCamp	Educational platform to learn professional skills - specifically data analysis	Website and Mobile app	Course selection, lessons through videos	Computer testing - individual assignments, feedback on delivered tasks	Gamification elements, leader boards, daily streaks, statistics, achievements	Depending on the course, users have the opportunity to obtain a certificate	White background, vibrant accent colors	content is highly engaging including coding exercises, quizzes and hands-on projects, qualification and certification possibility	Bad customer support, not enough study materials, too difficult tasks

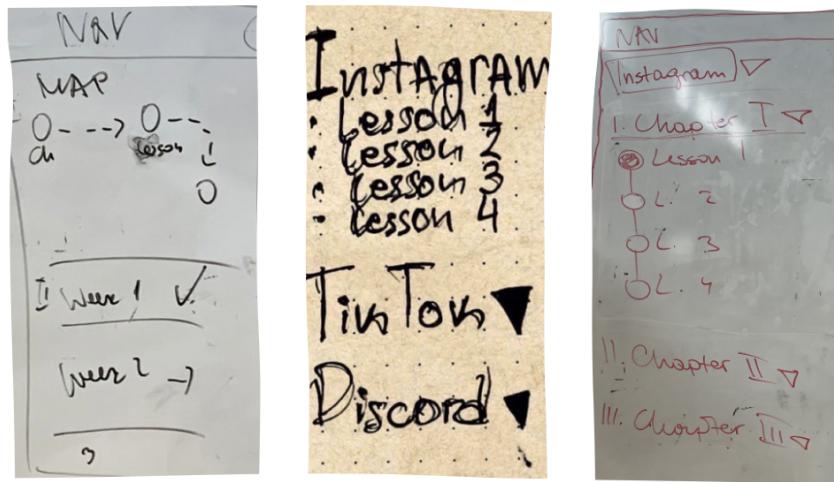
[Click here](#) to read the full document.

## Sketches

We began our design process by creating sketches of our concept. We wanted to start with low fidelity sketches to easily visualise our starting concept. Low-fidelity sketches allowed for the group to quickly explore and iterate on different design ideas without investing too much time or effort. Sketching also helped us generate new variations of our current concept, encouraging creativity and collaboration within our group. We created sketches both on paper and on whiteboards as they would be the quickest and most efficient ways to quickly visualise our ideas.



The first sketches that we created were based on benchmark creation research that we conducted on other learning and educational platforms. We took the research and analysis that we did of benchmark websites to begin visualising the first iteration of our design. We created the low-fidelity sketches that captured the essence of our idea and that incorporated the key features we identified through our research. An example of one of these key features that we saw was a "progress map". We wanted our users to have a visual way to see at what point in the course that they are. In the figures below, you can see three different iterations of what we had considered for our website. Due to the fact that they were only sketches, we were able to explore all of the ideas that we had without spending too much time on the design.



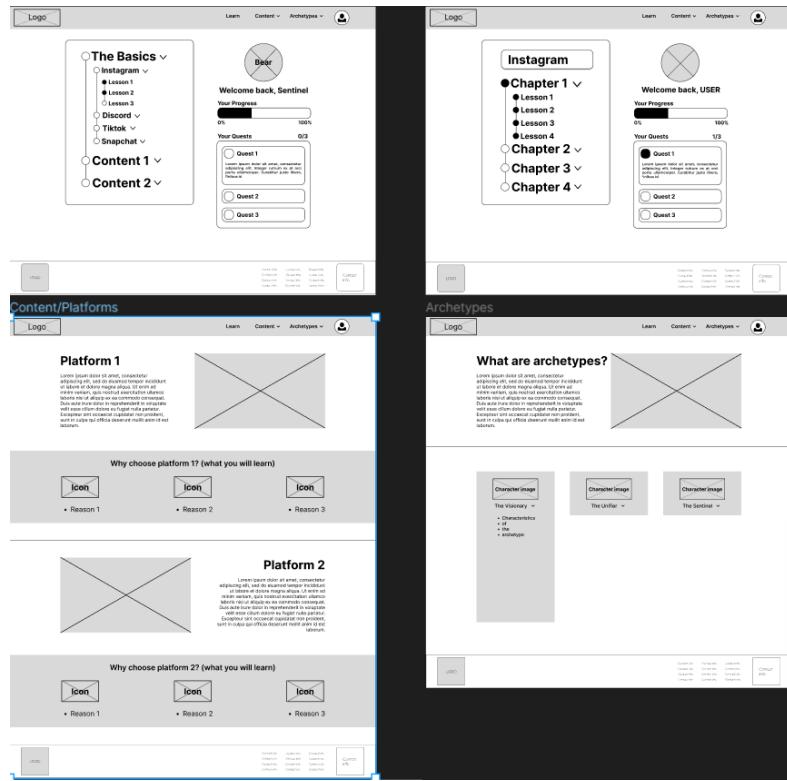
The sketches allowed for us to gather feedback from stakeholders and users early in the design process. We showed our sketches to Fenna, our stakeholder from Garage2020, to be able to clearly explain our first iteration of our concept. Her feedback was positive and she actually liked the direction we were going in. Having the sketches also helped us identify potential issues and refine our ideas before finalising our concept and creating high-fidelity designs. These sketches served as a starting point for exploring different design concepts and variations before we entered the next step of our design process, which was creating wireframes.

## Wireframes

The second step of the design process included making the wireframes from our sketches. With the sketches done, we started using Figma to create dynamic wireframes. The reasons why we used Figma are that this platform is free and we could easily collaborate on the project, by sending out links. Most platforms, like Adobe XD and Visly, are non-collaborative or need payment (to collaborate). Also, most of us already had experience with Figma, which made the wireframing process quite smooth.

By using Figma, we made wireframes in which the general idea of the social media learning platform (Social Sphere) becomes clear to the target audience. In these wireframes, we mapped out the user experience and we visualised our sketches for others to understand and test. The wireframes can be found here:

<https://www.figma.com/file/EzOeUHi7cO9I3iWoypAXCH/Design?type=design&node-id=44%3A11&t=2pQLMhcOvsAKqju-1>



We also prototyped all these wireframes together, to see if the general flow of our concept. This way, we visualised how someone goes through the website when they choose a specific social media, or when they have an archetype. These two user journeys are slightly different and by mapping these out we could see if there were still some flaws on some pages. After making final iterations on the pages, with navigation or user flow for example, we sent them out to get tested at Pitstop.

Re: Fontys project - Social Sphere

MS Matheus Sales de Moura <matheus.salesdemoura@yfc.nl>  
To Dimitrova,Iva I.I.

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

wowww!!!

THIS IS AWESOME!!! I'm SUPER exited about this wireframe!

Keep up the good job! I'm sure this will be very helpful. I hope we can integrate it @ YFC. We work with youthworkers in over 20 cities in the Netherlands. This way this work will have a lot of impact.

Vriendelijke groet,  
Matheus Sales de Moura

**PITSTOP**  
JONGERENCENTRUM EINDHOVEN

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Socials:

The feedback we got was very positive. Matheus, the manager of Pitstop, said that this was exactly what they needed to improve knowledge about social media and the concept would be very beneficial to their organisation.

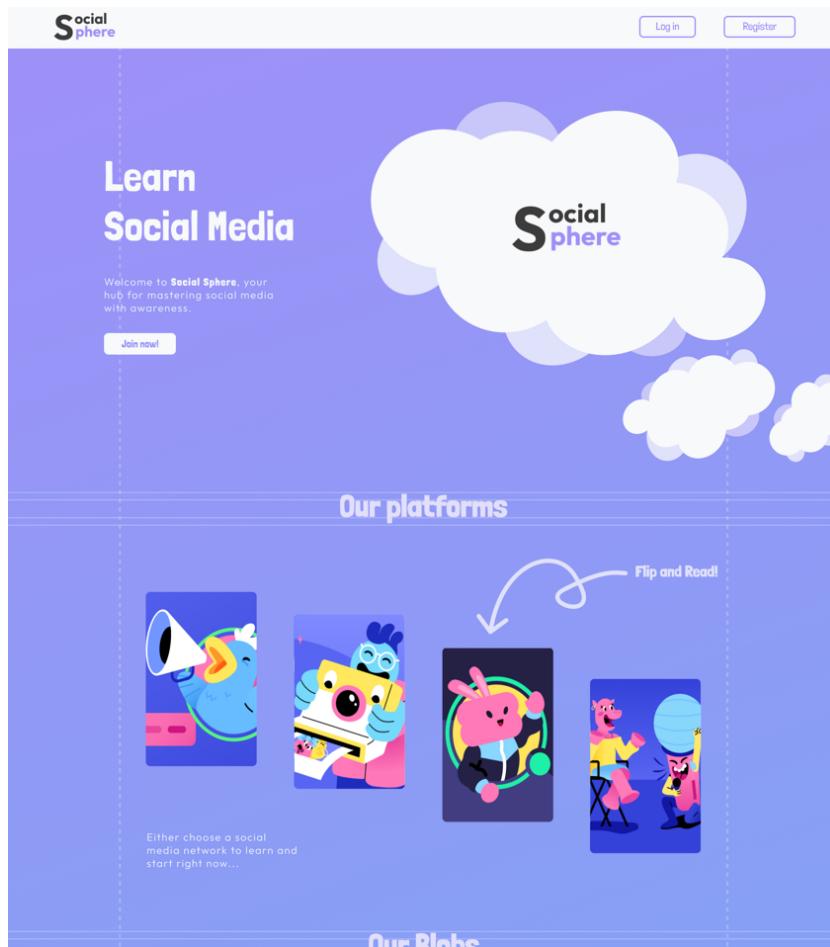
## Prototypes

After we finished creating both the sketches and wireframes we had a good understanding on how we should start. We also already had the colour palette and typefaces ready, with that in mind we also decided upon what types of icons we should use. We chose to use a mix of specialised icons as well as simple but modern. Since we had created wireframes which we had a very positive feedback on from both the stakeholder as well as social workers, we started designing and prototyping the login/register, landing page, user account information page, homepage (both for when the user has been designed an archetype and without), an information page about the archetypes as well as information about the different social media platforms the user can learn about, a lesson page and a quiz page.

The goal we had for these prototypes was to create a pleasant and intriguing experience for our target audience. We aimed for the platform to be modern, simple but still have a playful touch to it to keep it interesting. After having designed and finished all the prototypes, we started connecting them by creating links so that the user could experience the prototype as a working website.

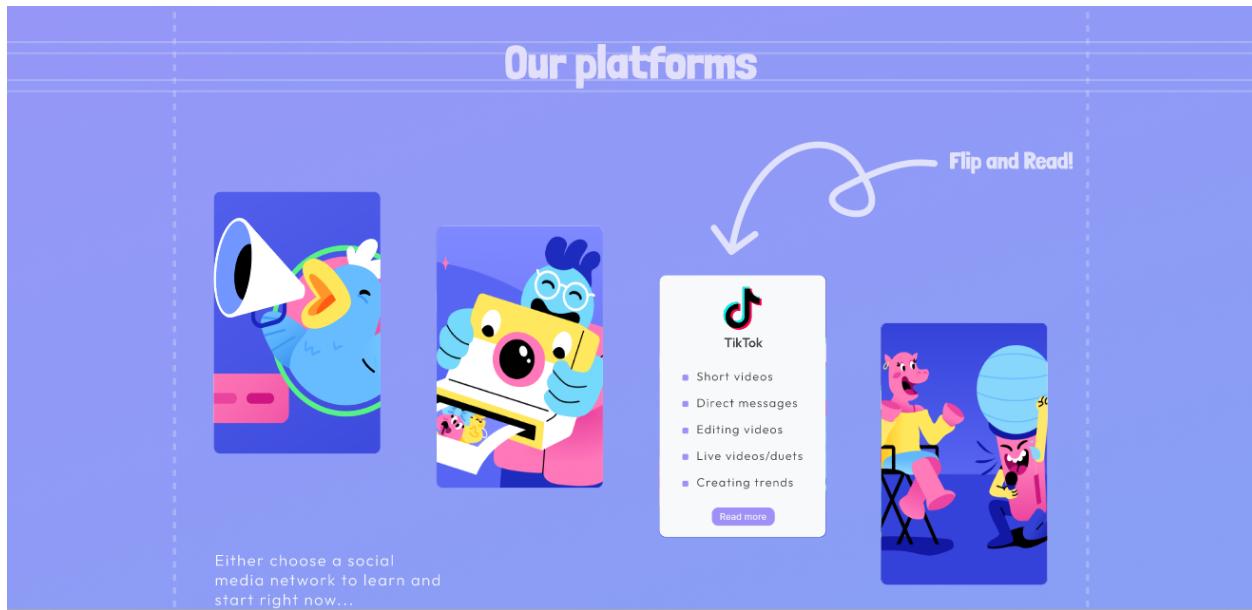
In this document we will be showcasing some of the most important prototype pages. The entire clickable prototype can be viewed [here](#).

### Landing page



When the user first enters our website, they see the landing page. There they can get an idea of what our platform is about.

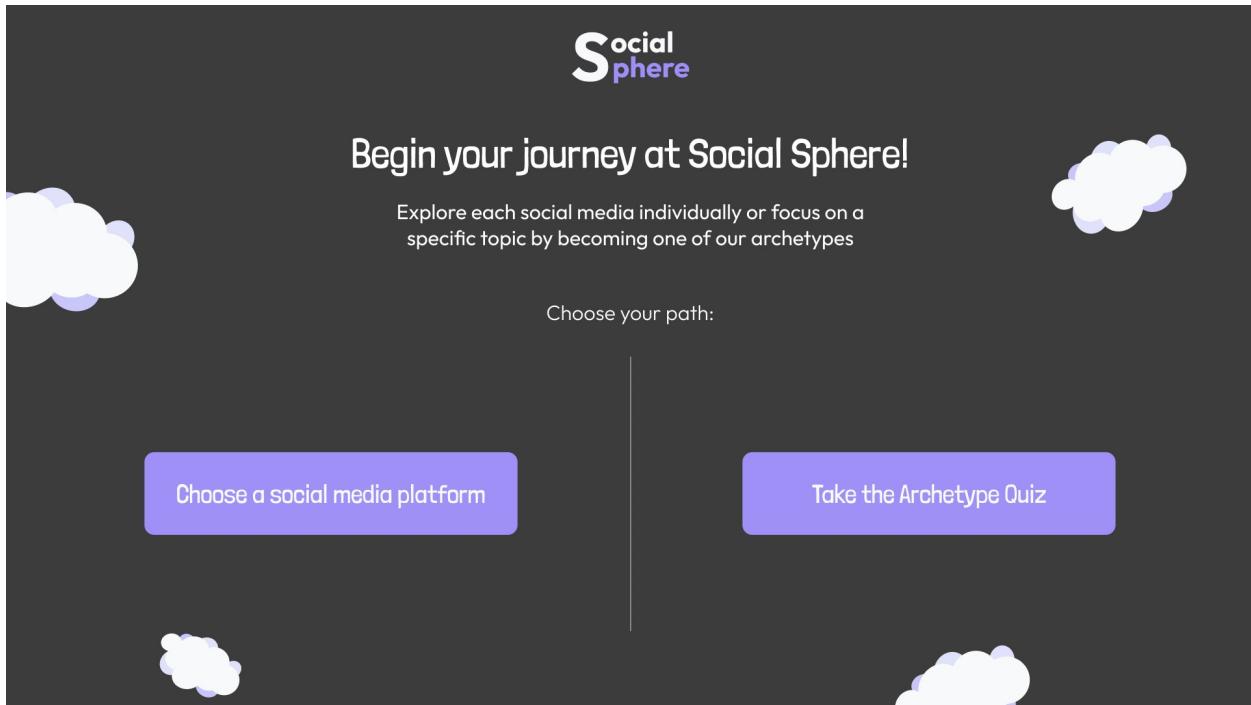
## Our platforms



The user can click on the cards which will show them which social media platforms they can learn about as well as a short description of their main features. We wanted to give this a playful style as well as stick to the purple/blue theme.

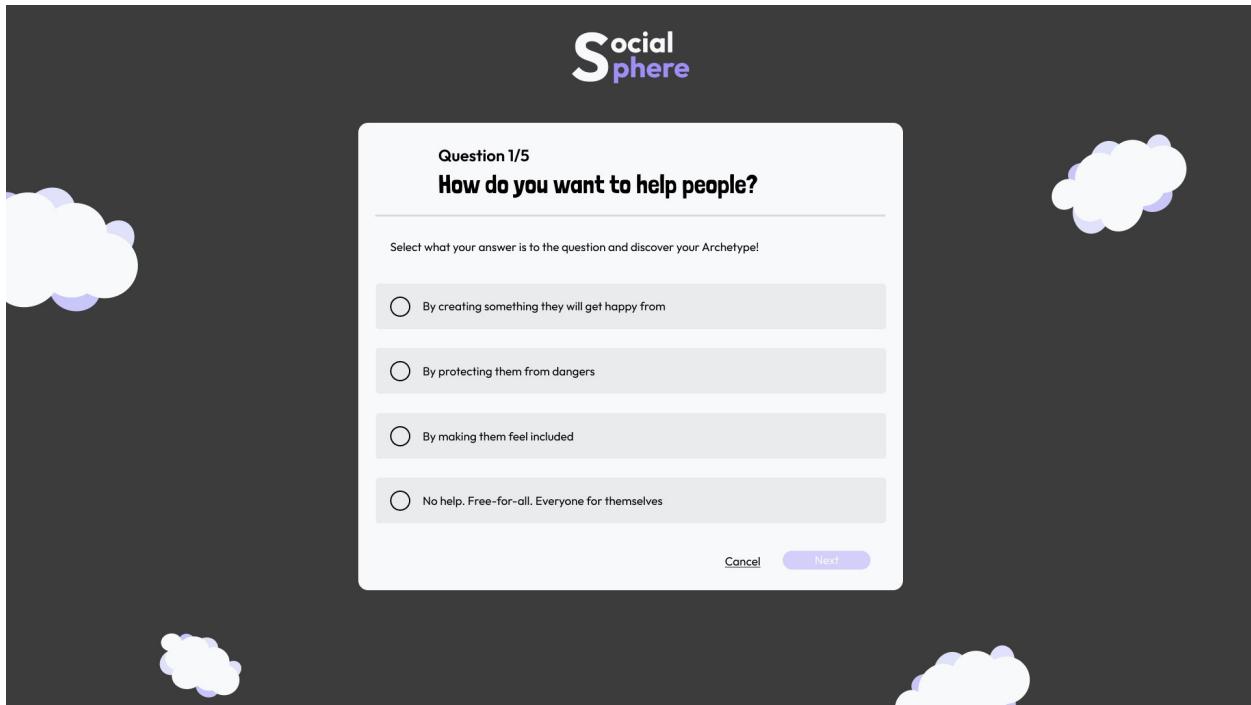
Based on our research, we initially had decided to only include 3 platforms - Instagram, TikTok and Discord. After a feedback session with our stakeholder, we got the advice to add Snapchat, so we now have 4 social media platforms.

*Choosing page*



After the user has chosen to login/register they have the option to take the archetype quiz or to explore a (social media) course or a specific archetype. We decided to use clouds in our prototype design because it would look visually pleasing but also because clouds can be seen as creative and they represent our platform's name, hence the 'Sphere'.

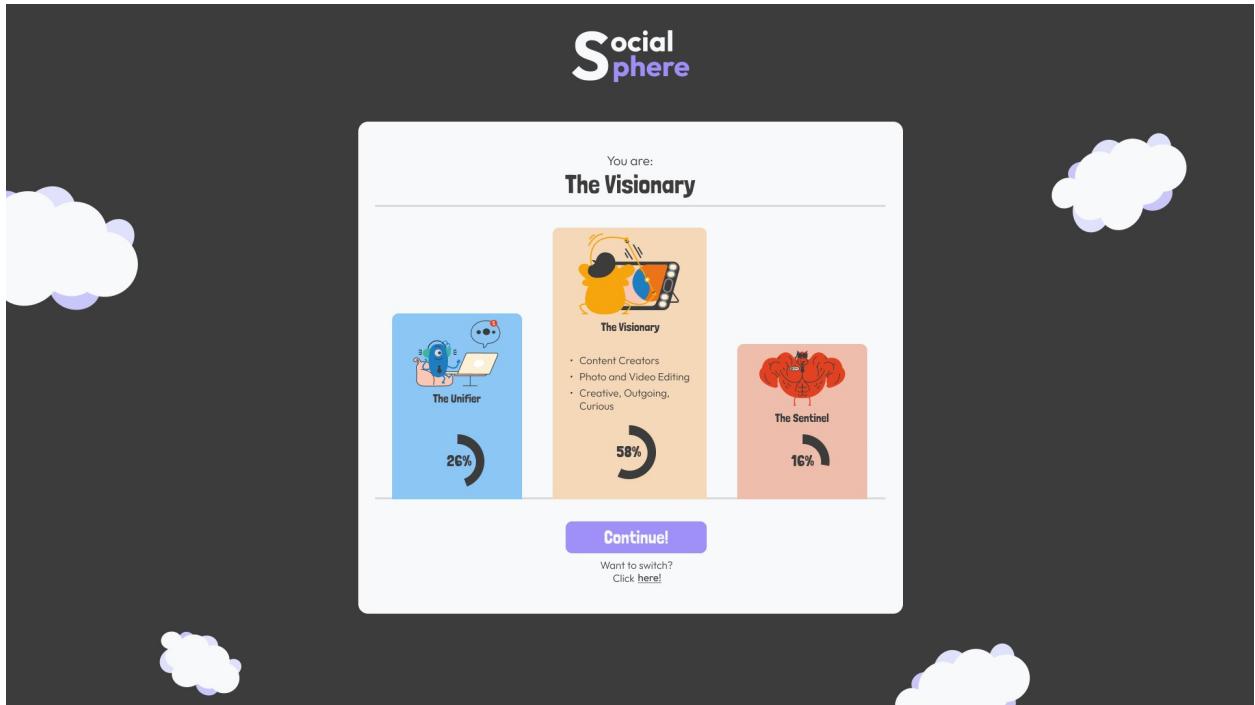
## Quiz (archetype) + results



After making a decision, if the user decides to go for the archetype quiz they get to see the following page. Here they go through a quiz which will assign them an archetype. It does this based on the user's personality.



The reason why we used a mostly grey/white theme here is because the moment the user would select an option it would be very clear what they selected.



Finally, after completing the archetype quiz the user will see their results. We decided to use our mascots for the archetypes here. We displayed them in such a way that the user can see their archetype by making that option the biggest as well as telling the user which, but also wanted to let the user see what their other percentages were. They are able to see what the archetype does (such as create content). We decided to include an option to switch in case they aren't happy.

## Homepage (archetypes)

The screenshot shows the Social Sphere platform's homepage. At the top, there is a navigation bar with 'Learn', 'Content', 'Archetypes', and a notification badge with the number '8'. On the left side, there is a sidebar titled 'Course Content' with icons for Instagram, Tiktok, Discord, and Snapchat. The main content area is titled 'Your Ongoing Course' and shows 'Chapter 1: Instagram' with a progress bar indicating '30 mins of reading left' and '2 quizzes left'. Below this, 'Lesson 1: Creating Posts' is expanded, showing four items: 'Crafting Captivating Visuals' (Reading - 5 min), 'Mastering Composition' (Reading - 3 min), 'Nailing the Caption Game' (Video - 4 min), and 'Creating Posts Quiz' (Quiz - 6 questions). Below these lessons are 'Lesson 2: Creating Stories' and 'Lesson 3: Creating a Reel'. On the right side, there is a purple-themed section titled 'Your Quests' with three items: 'Quest 1: A Whole Week!' (progress 80%), 'Quest 2: Making your first post' (progress 100%), and 'Quest 3: Reels Galore'.

After being assigned an archetype, the user will be directed to their homepage. This homepage will look slightly different depending on whether or not they follow the **archetype course** or the **social media course**. The content is the same, just the presentation on the homepage is a bit changed. Here they have an overview of their course and the user is able to track their progress as well as their 'quests' which are goals they can work towards. The important details are highlighted with purple.

## Lesson page

The screenshot shows a lesson page from the Social Sphere platform. At the top, there's a navigation bar with the Social Sphere logo, 'Learn', 'Content', 'Archetypes', and a notification icon showing '8'. On the left, a sidebar titled 'Lesson 1' lists 'Overview' (which is selected), 'Information', 'Videos', and 'Quizz'. The main content area has a blue header 'How to create a Discord Server'. Below it, a section titled 'This lesson will contain the following:' lists three items: 'Information on what Discord (or a Discord server) is', 'A tutorial on how to create a Community through Discord', and 'A short quizz with tips and tricks'. A small note below explains that Discord is a digital platform for connecting with friends and communities. To the right, there's a screenshot of a Discord interface showing channels and a message bubble. At the bottom, there's a 'Start Lesson' button and a link 'Creating a Discord Server'.

When the user first enters the lesson page they can see an overview of what they will learn in this lesson. Our stakeholder suggested we start with the basics of these social media platforms, such as creating a Discord server or creating an Instagram post.

**Lesson - Page 2 - Lesson**

**Lesson 1**

- Overview
- Information
- Videos
- Quiz

**1. How to create a Discord Account**

To create a Discord account, simply go to discord.com and press the "Register now" underneath the login button.

**2. How to Create your own Discord Server**

What is a Discord Server? A Discord server is a community meeting point for like-minded people. You can create multiple voice and text channels in a single Discord server, invite friends and fans, and talk to your Discord friends using the voice and video chats.

**Follow these steps**

- Start the Discord app for desktop or smartphone/tablet.
- Login into your Discord account.
- Open the Discord app.
- Select the option "Create a server".
- Enter the name of your new Discord server.
- Done! Done!

**3. Create custom channels in your server**

You may also play around with different channels and server settings such as creating channels or voicechats.

**Lesson - Page 3 - Videos**

**Lesson 1**

- Overview
- Information
- Videos
- Quiz

**Discord Videos**

**How to create a Discord Account**

In this tutorial we will show you how to create a Discord account to get started.

**Create your own server**

Follow these steps to create your own server:

- Open the Discord app.
- Select the option "Create a server".
- Enter the name of your new Discord server.
- Done! Done!

**How to create custom channels in your server**

Follow these steps to create custom channels in your server:

- Open the Discord app.
- Select the option "Create a server".
- Enter the name of your new Discord server.
- Done! Done!

**Tips and Tricks**

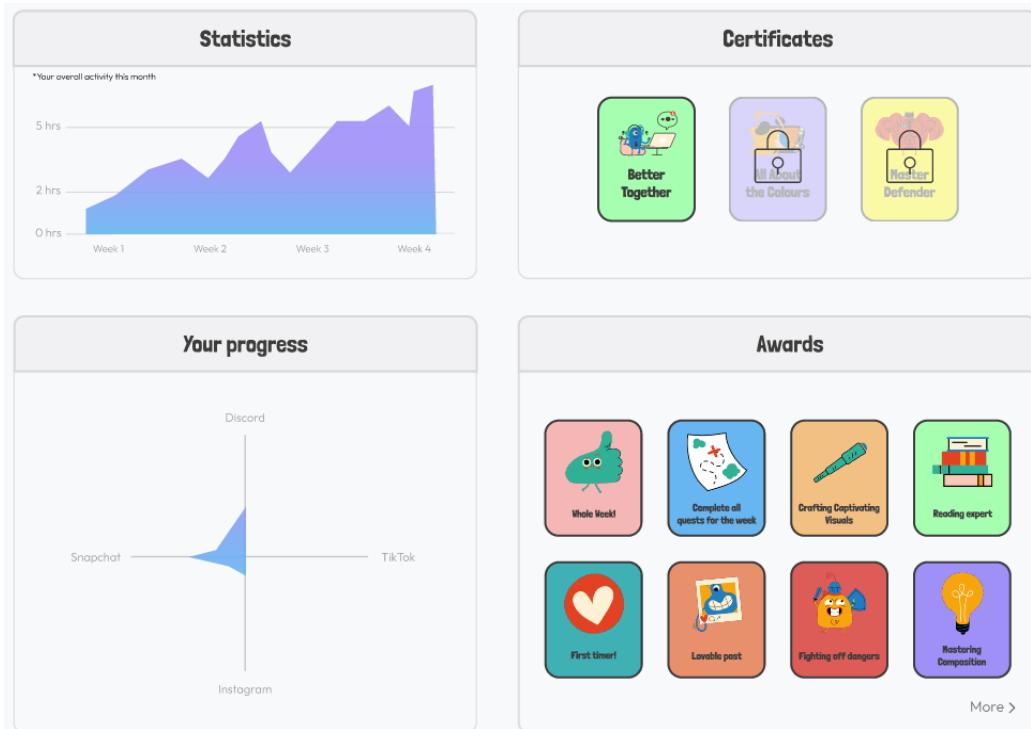
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We decided to keep the layout simple and structure the lessons in an overview, lesson (information) and video section. If the user needs some hints or is confused, there is a tips and tricks section.

Feeling stuck? **Tips and Tricks**

This is highlighted in yellow to make it more obvious to the user.

## Account



On the account page, the user can find several details of their profile. They can see their rewards and track their progress. They can also explore their certificates. By giving these rewards we want to allow the user with insights on how far they are into the courses but also reward them which we hope inspires the user to keep on learning.

## Mood Board



Since the work over the design of the platform has started, we had to come up with some ideas about what feelings we wanted to give to the users when they were going to be spending time on our platform. That is when we decided to make use of the CMD methodology Mood Board. It was not only useful in the manner of representing the idea, concept of the project, colours, textures and images, but also all members of our team and stakeholder could get a grasp of the thematic we were going for.

In order to construct the Mood Board, we used the already chosen colour palette, specialised visuals and unique archetypes which will be used throughout the page. By doing so people could get a handle of the content that they will experience in their time using the platform and what thematic they can expect from it.

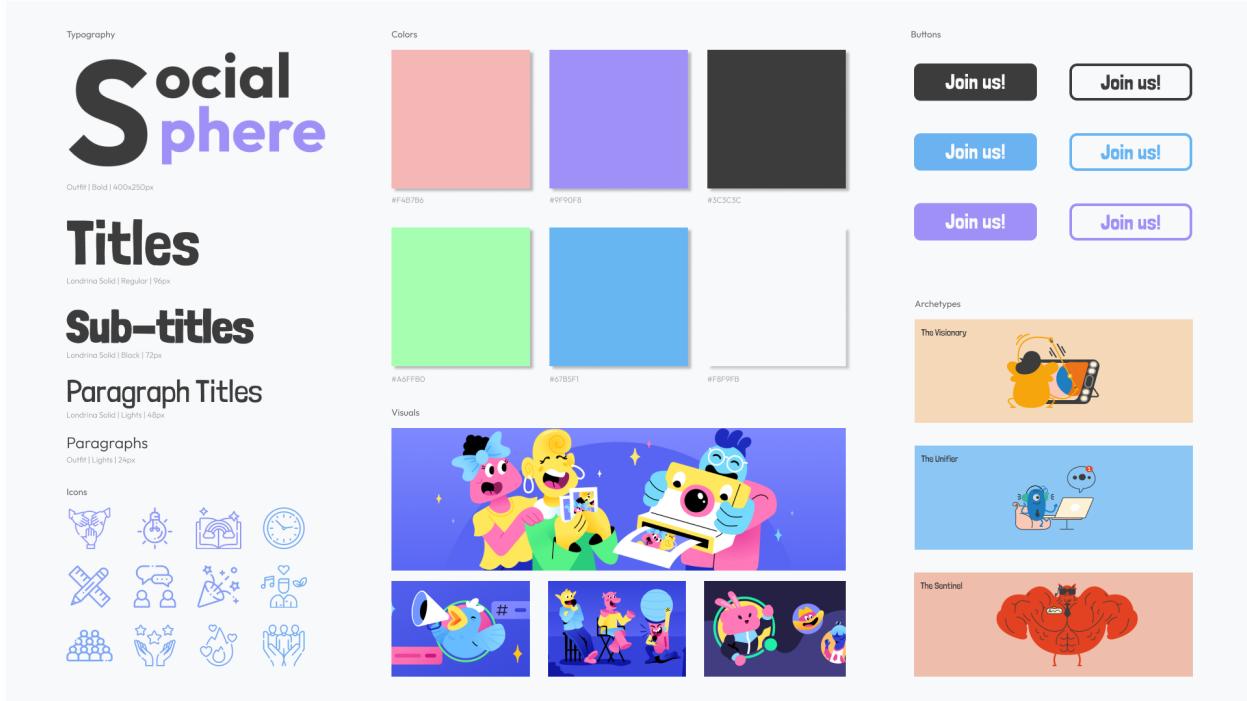
# Inspiration Wall



Our team came up with a vision and thematic for the concept of our project, and as we had to portrait the elements and sources of inspiration we have used in the process of making, we decided to use the CMD method of Inspiration Wall. We chose to come up with such a thing, since all of our thoughts about the idea and inspirations of it would be gathered and systematised in one place. Thus going back and reviewing our initial ideas and aspirations will be at a close range for us to use them.

We took our time to ideate on the concept of creating an educational platform. By using the CMD method Benchmark creation, we looked into different already existing platforms and what they include in themselves as visual elements, typefaces, structure and content they offer to their users. The next step we took was to choose the desired colour palette for our platform and think about what visuals can be created in order to achieve our goal. At the end we did not only produce an inspiration wall where we had all the aspirations collected, but collected the rest of the insights in order to finalise our next step - Brand Style Guide.

# Brand Style Guide



After finalising the Mood Board and Inspiration Wall, we had all the needed insights in order to start with the very design of our concept - the social media educational platform “Social Sphere”. Before finishing the process of making the sketches, wireframes and prototypes we decided to complete one last stepping stone which was the creation of Brand Style Guide. The reason for creating it is to have the already agreed design idea developed into a digital guide line, which will help us keep consistency in the visual and written representation of the educational platform.

Since we already had chosen and figured out what we were going to be using for visual elements throughout the website, the only topics we had to look into were the typography and icons of the platform, and as for the visuals some of them were created by us specifically to be used throughout the website and others were copyrighted images. When we had everything agreed on we came up with the Brand Style Guide for our project.

## Design Choices

### Logo Usage

Our group came up with a simple yet captivating design for the logo of our concept. As the name of our platform is “Social Sphere”, we decided to use a little word game where the first letters of the two words are identical, thus allowing us to come up with such a design. The logo should have only one variant where two colours are used (the hexes of the colour can be found in our Brand Style Guide). The typefaces used in the creation of the logo is Outfit, Bold, 256px for the capital letter “S”, and 128px for the rest of the logo. It should be used on three occasions only - website’s navigation and footer, landing page and website URL.

### Colour Palette

After a discussion on the gathered insights from our aspirations, our group decided to make a use of a warm, pastel and bright colour palette. The reason for choosing such colours are in order to make the platform stand out from the typical black and white combination, to represent the content in a playful and interesting way. Our key colours that we used in the website were Maximum Blue Purple, Blue Jeans, Black Olive and Ghost White. Each of them represents a key characteristic we wanted to embrace through its usage.

**Maximum Blue Purple** - The colour purple is associated with a variety of meanings, including wisdom, creativity, royalty, power, ambition, and luxury. We decided to use this colour, as it will inspire the users to be creative and will motivate them to learn.

**Blue Jeans** - It is the colour of the ocean and the sky; it often symbolises serenity, stability, inspiration, or wisdom. It can be a calming colour, and symbolise reliability. The reason we chose this colour to be our second primary one is due to the fact that it projects a calm environment, where users can feel comfortable and inspired to learn new skills.

**Black Olive** - meaning is symbolic of mystery, power, elegance, and sophistication. We wanted to include a darker colour for texts and outlines. Due to the fact that pure black is not very good for and easy on the eyes, we decided on a less opaque dark colour.

**Ghost White** - white is the colour most often associated with perfection, the good, honesty, cleanliness, the beginning, the new, neutrality, and exactitude.

### Typography

We wanted to have a playful yet professional look for our typography. In order to achieve this we decided to use the typeface of Londrina Solid for our titles, sub-titles, paragraph titles and highlights, and buttons. The wonky line of the letters influence a more laid back and friendly atmosphere. The other typeface we decided to use is Outfit. With its simplistic look, using it together with the typeface of Londrina Solid,

we managed to create the perfect match in order to achieve the thematic we wanted to give to the users while using our platform.

### Layout and Structure

As we wanted to keep up with the rules we set by creating the Brand Style Guide and keep the consistency through all the different pages, we decided to come up with three layouts we had to implement in the different pages of our platform.

The first layout which we came up with was used when users tried to interact with the very platform - the creation of an account or logging in an already existing one, and quiz for an archetype. The layout is consisted of:

- **Background** - Olive black colour was used, and part of our specialised visuals are included in it
- **Content** - a window in the colour of Ghost White, where all the content is included(titles, paragraphs, buttons, visuals)

The second layout we came up with was used throughout the information pages of our platform, which includes - landing page, archetypes page, social media pages. Their layout consists of:

- **Background** - a gradient made with the colour Maximum Blue Purple and Blue Jeans
- **Content** - the content of the pages is divided in sections. The sections include paragraph title, paragraph, buttons, visuals

The third and last layout we came up with was used in the creation of the: home page, learn page, and quizzes regarding the lessons, user will be doing as exercises. The pages include:

- **Background** - the colour of Ghost white has been used for the background of the page and its sidebars.
- **Content** - the content of the pages is divided in sections, the colours which were used in them were the Black Olive, Blue jeans and Maximum Blue purple with their different levels of opacity

### Visuals and illustrations

In order to bring a playful and intriguing aspect to our platform, but still keep them very gender neutral, we decided to go for blob characters instead of people and animals. This way anybody using the platform can feel included and be a part of a community.

### Motion and Animation

We wanted to come up with more lively and interactive design for platform, we decided to add different animation such as:

- Flipping a card to captivate the user's interest

## Conclusion

The main objective of the Design phase was to take all of our findings from the Research phase and ideas from the ideation process and build them into our ideal product. Exploring other existing educational platforms, various colour palettes and typefaces, made us think on what aesthetic we were going for. We managed to bring our visions to life through a brand style guide and a mood board. Based on those, we began the process of creating the sketches, prototypes and wireframes.

We made sure to really think about our design choices and how they correlate to the aesthetic that we wanted our educational platform to have. The structure of the pages and content, the main colours and visuals that our prototype has, directly present the atmosphere and environment that we want to give to the users - modern, encouraging, playful, but still professional.

Throughout the entire process of designing the look and structure of the platform, we had continuous meetings with our stakeholders and teachers, who gave us feedback, upon which we constantly iterated and improved various aspects of our work. Some of the major changes in the concept and design of Social Sphere were that we added a 4th social media and improved the way that the lessons for each social media start, now beginning with the basics. Apart from that, we also took into account various important aspects, such as making our characters gender neutral (this way everybody on the platform will feel included and as a part of a community) and attributing icons/images that do not belong to us.

Overall, we can say that we have done a good job at bringing our ideas into life. Continuously improving our designs helped us to come up with the ideal look and structure of the platform. Now that we have finalised our prototype and work process (Empathise, Define, Ideate and Prototype), we can continue to the final step, the process of validating our work - the Testing phase.

- Design choices based on the benchmark creation
- Full design process is done (Empathise, Define, Ideate, Prototype, Testing of wireframes)
- Inspo wall, brand style, mood board - goal is to present the aesthetic and overall atmosphere of the platform in a more visual way

- Based on stakeholder and teacher feedback, we made a few iterations (since the start of the design phase), such as:
  - Starting with the basics for each platform (fenna)
  - Add snapchat (fenna)
- Taking into account:
  - Making the characters gender neutral
  - Attributing the used icons/images
- Talk about some of the design choices - they represent the aesthetic we are going for (playful, professional, modern)