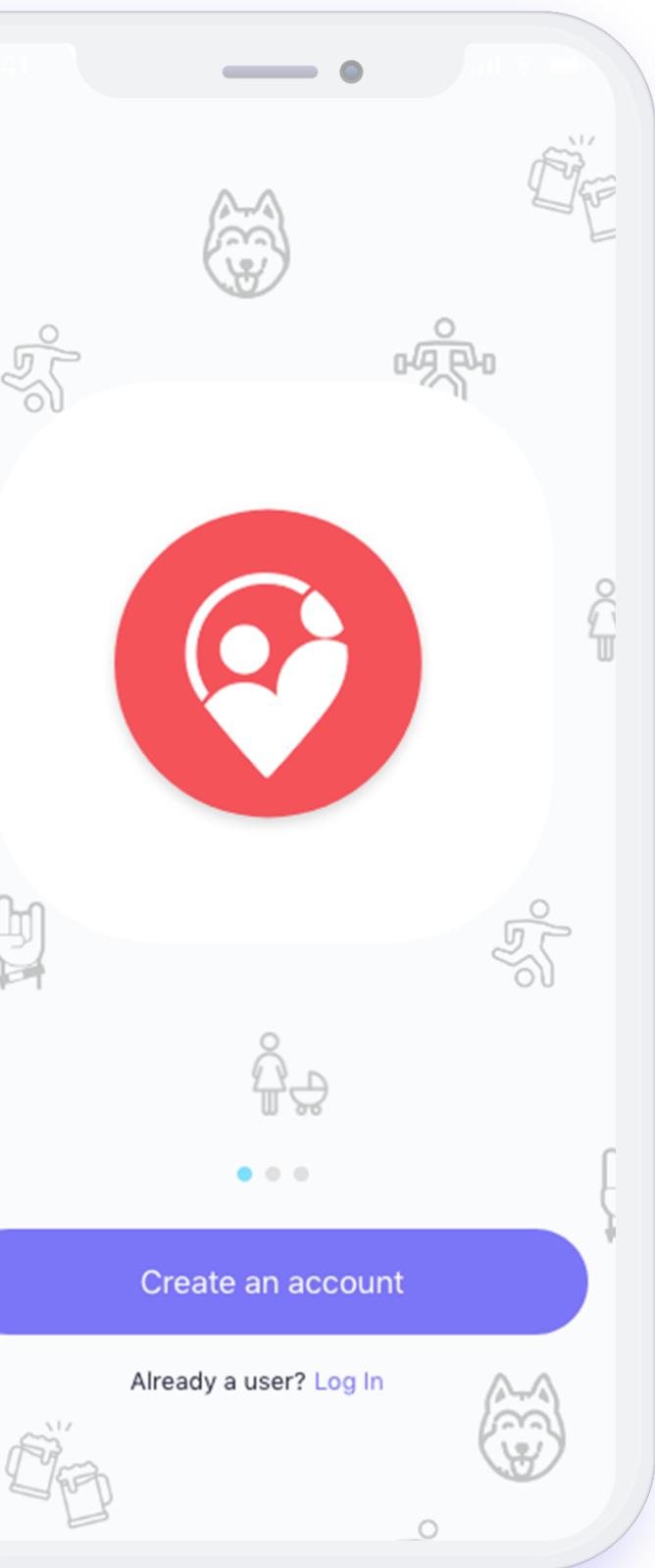

SOCIALLY APP



DESIGN DOCUMENTATION

DESIGN DOCUMENTATION

- DESIGN BRIEF
- DESIGN PROGRAM
- DESIGN GUIDE



DESIGN BRIEF

- CONCEPT DESCRIPTION

A meet-ups app for people who respect their privacy but want to connect with others.

It allows the creation of events without providing personal data. Every meet-up is categorised by how many people with shared hobbies/interests are attending it right now. The events will be displayed on the map as "hot" spots, where others can check in. The more people check in, the bigger, therefore, more noticeable and "hot" spot gets. Users who have checked in become a part of the event and help others in decision making if they should join, by providing small comments about the event.

Users who want to join an event can see the "hot" spots on the map, get information about the event and once they reach the place, check in and become a

part of the movement themselves.

- WHY IS THE DESIGN NEEDED NOW?

In order to make the user create a habit of using Socially right from the start, the design of it has to be clear, simple and to have a familiar interaction flow.

- EXPECTED BUSINESS OUTCOMES

To increase the amount of users:

- Users Checking-in and creating Events.
- SMEs to obtain a workflow of creating events and advertise them in Socially.

To get revenue from (in the Future):

- Option 1: pay per event.
- Option 2: pay a small subscription with unlimited events.

- **TARGET AUDIENCE**

- Millennial students (age 18-38) who travel or who have recently moved.
- Middle to rich class elderly who have access to smartphone.
- SMEs that want to attract customers by creating events.
- Institutions: Schools, Corporations, International houses, Embassies that would need to help foreigners adapt to the society quicker.

- **KEY STAKEHOLDERS**

- Users Community
- Employees, Internal Costumers
- Board of Directors
- Investors, Shareholders
- Media
- Telecommunication providers
- Partners
- Competitors
- Academic Institutions

- **COMPETITION ENVIRONMENT**

There is no direct competitor for Socially. The indirect competitors include, but are not limited by:

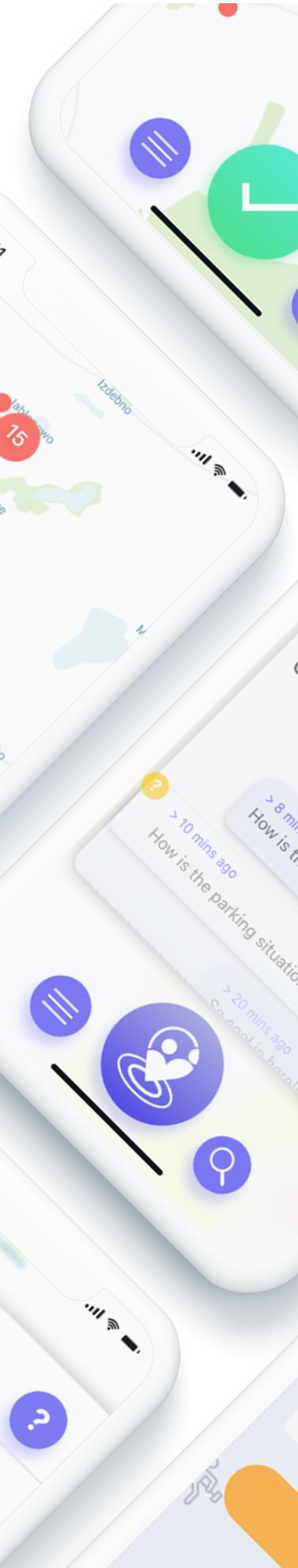
- Facebook (events section)
- Tinder (easy way to meet people)
- Meetup (meet-up's creation)

- **CURRENT INDUSTRY TRENDS**

New security regulations in 2018 regarding personal online presence has influenced people to be more careful of personal data displayed on their social media.

Since 2017 rapidly increasing amount of usage of VR and AR has influenced the Flat 3D Design trend.

The access usage of applications in 2018 has influenced phone users not keeping apps that are not in use on their phones.



- SCOPE

Evaluation of progress will be happening every 1 month during development stage and every 3 months after the release.

After at least 90% of bugs fixed, preferably after a month of the first release, the full release would happen. After that, big evaluations will be happening every 3 months internally and small evaluations would happen every month or more often if needed.

- POSSIBLE ISSUES

- Phone's battery consumption because of the usage of the GPS signal.

- TIMELINE

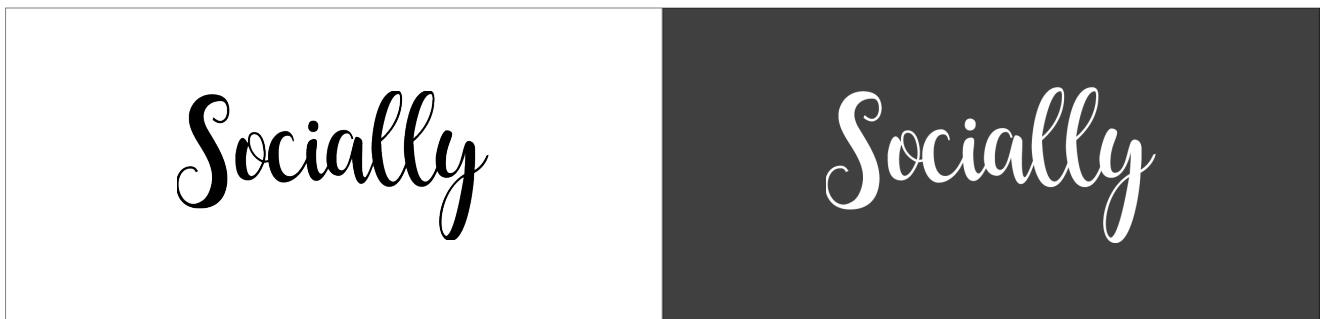
The development stage should take no longer than 6 months. During that period, monthly evaluation being executed, together with users testing.

After 6 months of development, we will have A release, to put the app accessible to a group of users in order to get feedback, to find bugs and to determine the next steps.

DESIGN PROGRAM

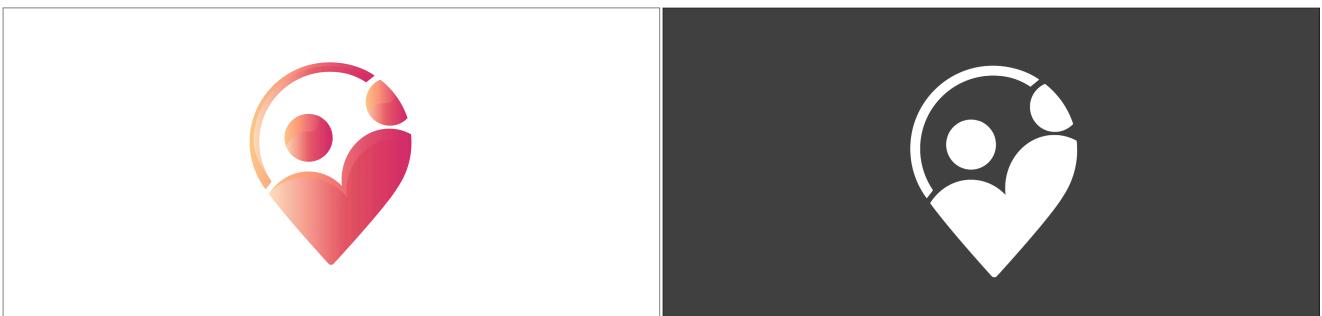
- LOGOTYPE

Made based on opinions of the company's members to convey a bit of character. Gives an elegant feeling. Also connected letters convey unit, collectivism and closeness so perfectly suits to represent a digital solution that is expected to bring users together.



- TRADEMARK

Designed to express the purpose of the app. Tear shaped outline symbolises the location and two person figures symbolises bringing people together so it becomes a great identifier for digital solution offered.

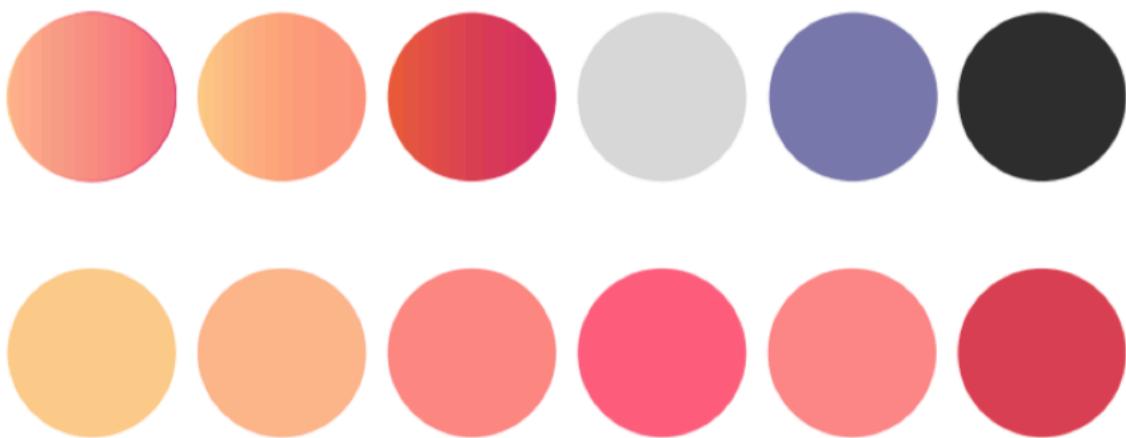




COLOR PALETTE

- COLORS USED

This color palette was created according to color psychology and specially designed to arouse feelings of warmth, courage, stimulation, energy, excitement, optimism, confidence, friendliness, creativity, comfort, security, and fun in the user while looking at the web page and digital service itself.



BRAND TYPOGRAPHY

Roboto regular, light and medium (sans-serif) typefaces were picked to use in website, app and emails. According to font psychology, people perceive sans-serif fonts to be more informal and innovative so it suits the app which is designed to be innovative and provide users with informal meetings. Also, sans-serif typefaces are more readable via screens, so makes it a perfect choice for a digital solutions. Roboto family was selected because it makes sure that every user's browser supports it, also this typeface is not condensed therefore will not provide user the feeling of tightness.

- FONT FAMILY NAME

aA

Roboto Medium 20pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

- FONT FAMILY NAME

aA

Roboto Light 20pt

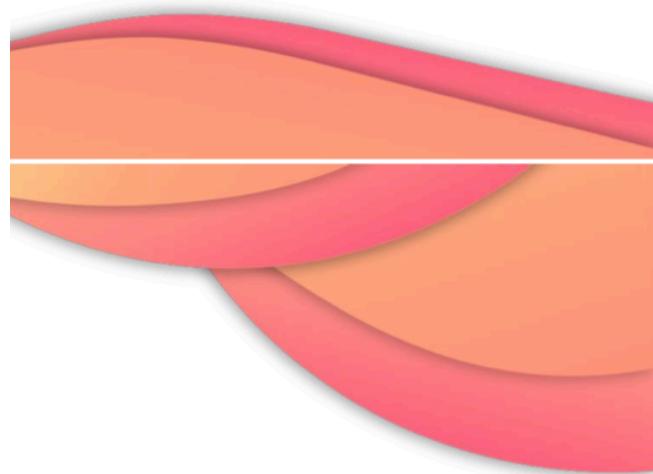
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



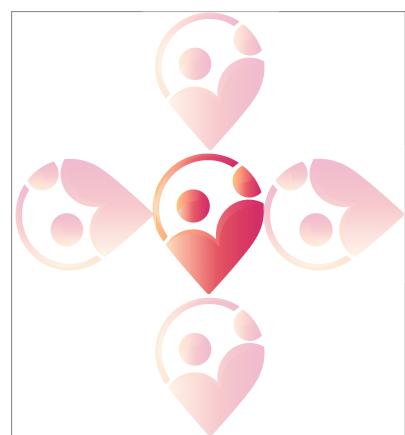
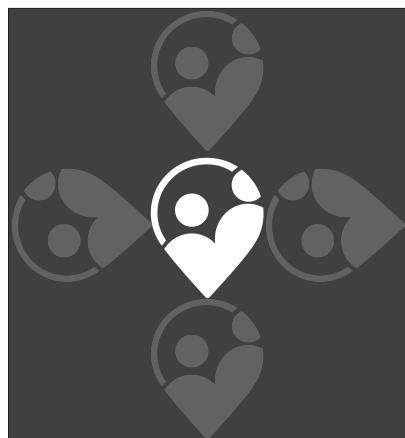
FIFTH ELEMENT

- FIFTH ELEMENT

Soft waves are lighter and softer than strict lines and figures. Provides different overall feeling for the design. Used in webpage, draws user's attention to some of the page's elements , rising a call of action and is not making the user feel like being forced to click something unlike strict lines and figures can. Provides a fresh, stylish feeling to the design rather than single color background and gives a fun, engaging look.



DESIGN GUIDE



- DEAR DEVELOPER

Hello! We've created some guidelines to help you use our brand and assets, including our logo and trademarks without having to negotiate legal agreements for each use.

- USAGE

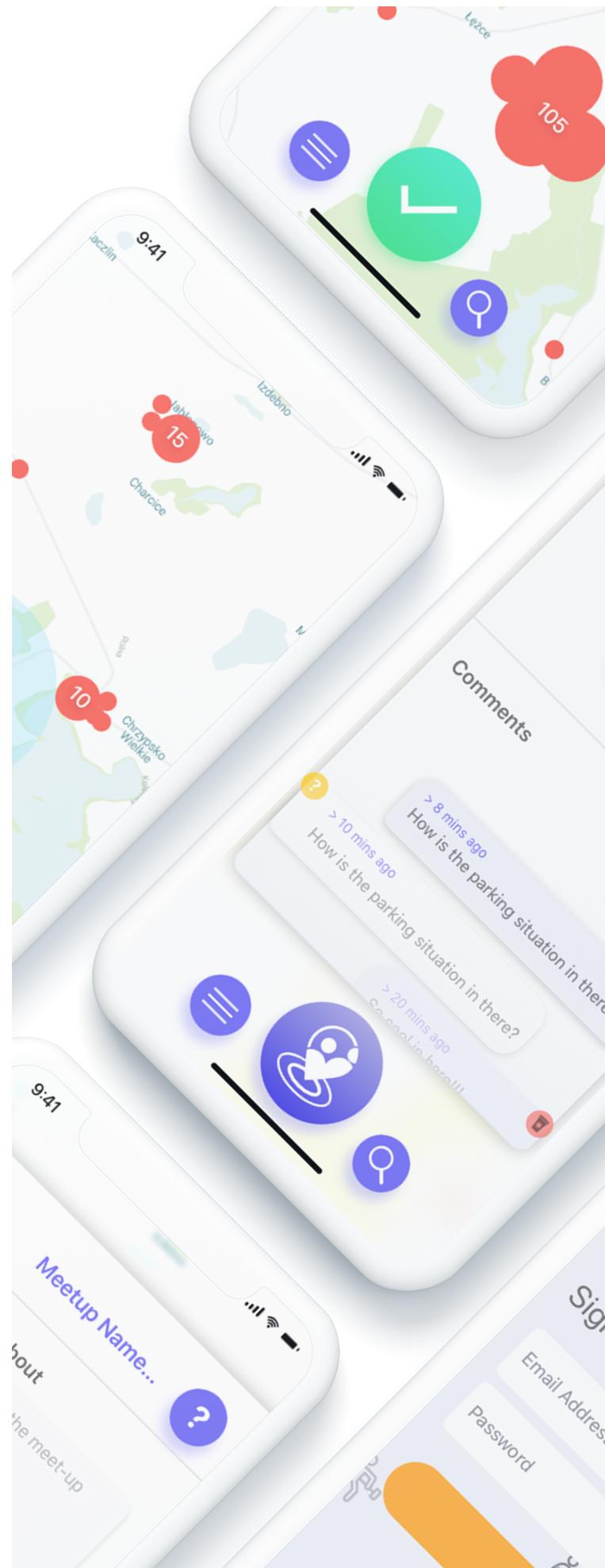
The coloured version of Socially logo can ONLY be used on a white background. If you are using it on any other background color, use either the black or white monochrome logo.

When using the Slack hash logo with other logos and graphic elements, maintain a safety space that equals 200% the size of the square around the hash.

- WE POLITELY ASK THAT YOU DON'T:

- Use any logos or similar imagery to represent SOCIALLY APP other than what the approved logos.
- Rotate the mark or alter its positioning in relation to the Socially name
- Change the colors on the logo
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Use old versions or any other marks or logos to represent our brand

SICALLY 2018



GINTARE ROZENAITE

MONIKA PUK

SIMONA SEMANCOVA

AGNE BARANAUSKAITE

MAGDALENA TULA

TADAS TRIKSYS