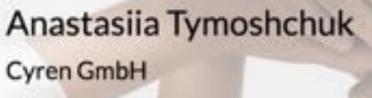
### HOW TO DEVELOP YOUR PROJECT

FROM IDEA

### TO ARCHITECTURE DESIGN

IN 50 MINUTES







Elena Volovicheva Fonpit GmbH

## Presentation

https://atymo.me/presentations/FromIdeaToDesign/



25B

Security Transactions Daily

1.3B

Users Protected

300M

Threats Blocked Daily

**Androidpit** - Biggest Android Portal in Europe.

Supercat - content marketing agency providing tailor-made solutions for tech brands.

#### What's in the Talk

- 1. Basic concepts
- 2. Visualization of the idea
- 3. Visual Style
- 4. Object-Oriented Analysis and Design
- 5. Conclusions

## Dive into Basics

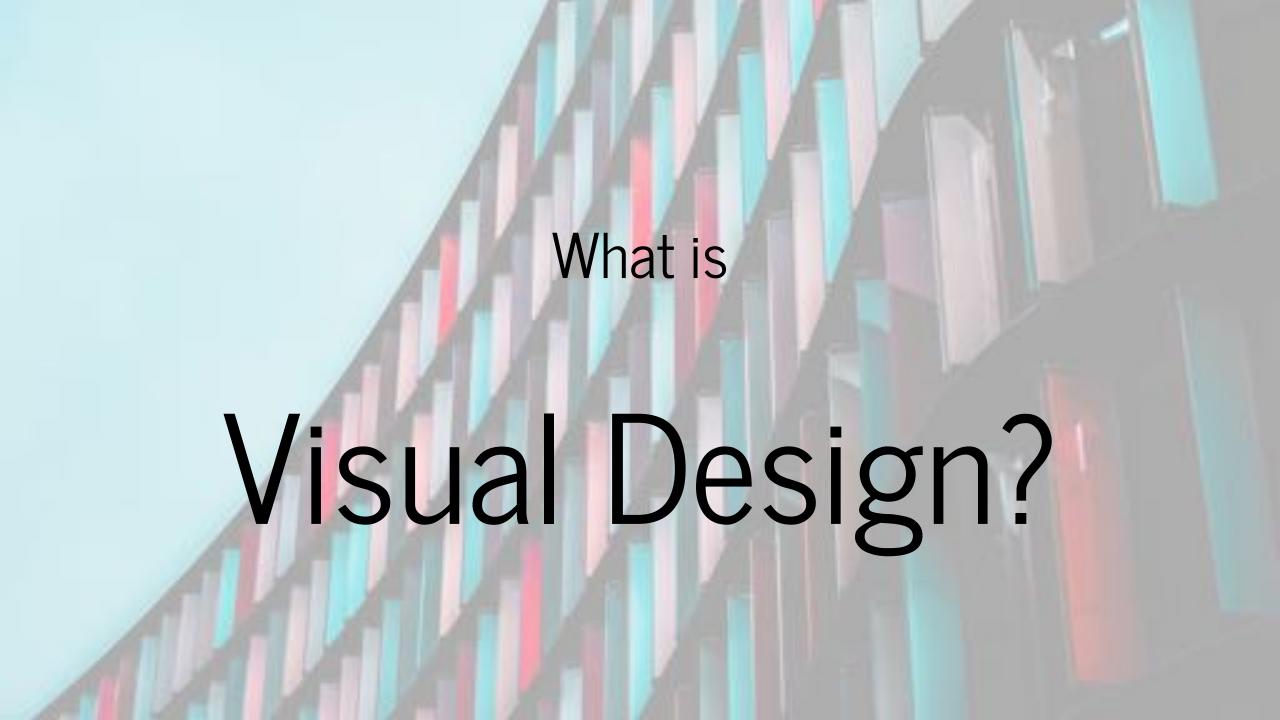


## Design?

# Design

Wikipedia is saying:

"Design is the creation of a plan or convention for the construction of an object, system or measurable human interaction (as in architectural blueprints, engineering drawings, business processes, circuit diagrams, and sewing patterns)."



# Visual design

Wikipedia is saying:

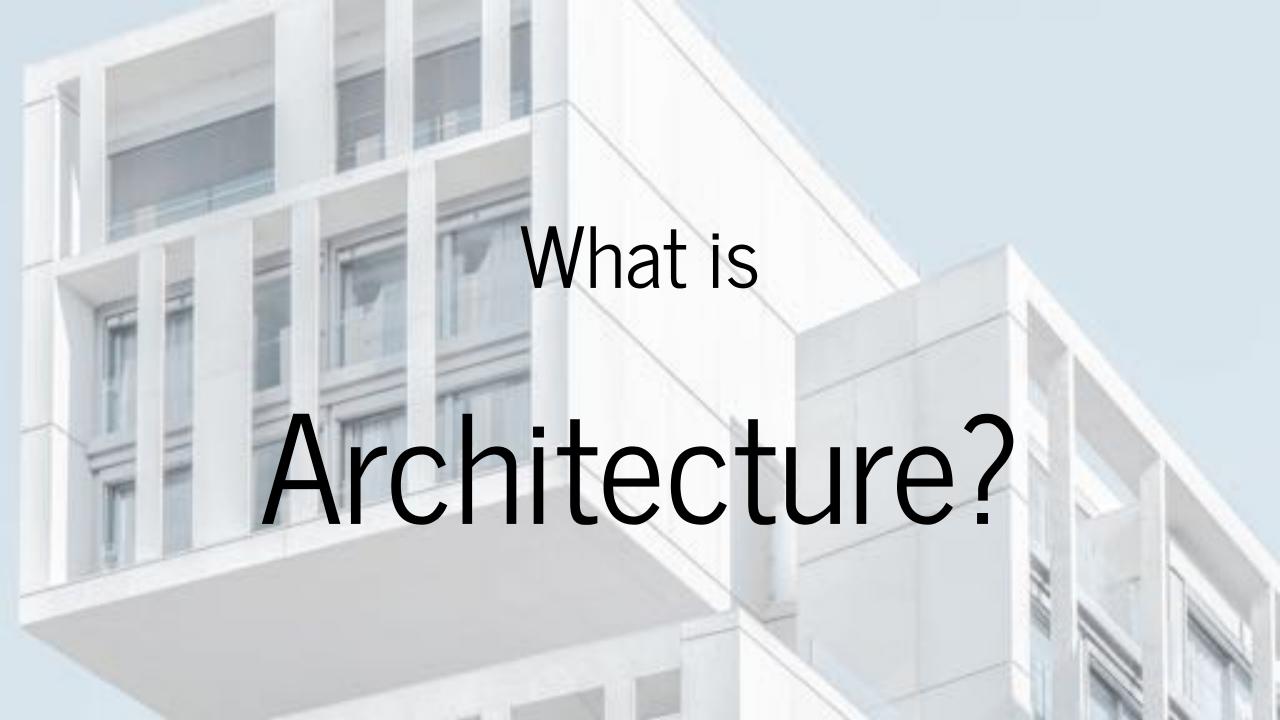
"Visual design is the design working in any media or support of visual communication."



## Software design

Wikipedia is saying:

"Software design is the process by which an agent creates a specification of a software artifact, intended to accomplish goals, using a set of primitive components and subject to constraints."







### Software architecture

Wikipedia is saying:

"Software architecture refers to the high level structures of a software system, the discipline of creating such structures, and the documentation of these structures."

## Building Software

Architecture

is always about trade-offs

# List of System quality attributes

accessibility	adaptability	availability	usability
serviceability	reliability	performance	supportability
portability	scalability	maintainability	predictability
More information			

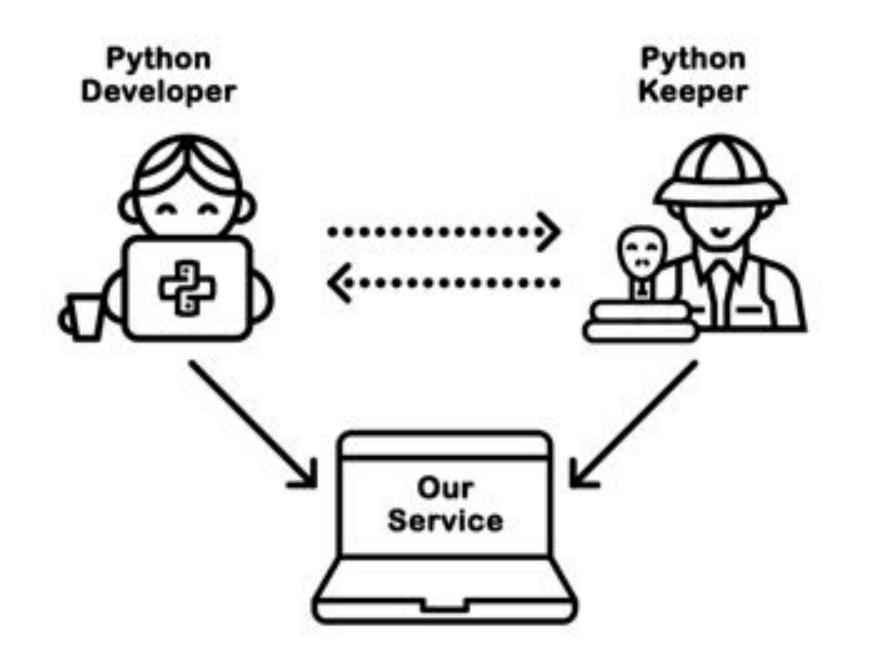




## "Job swap" Idea

We've had house swap and wife swap - now job swapping is set to become the latest trend

More information



## **User Types**





**Registered User** 





Registered User. Probably has already applied for a Swap.

- Can see the Status of his/her Application/-s;
- Can see Suggestions and apply for more Swaps;
- Can edit his/her Profile;
- Can contact the Swap Partners;
- Can change the current Application (Cancel, Discuss the Details etc.)

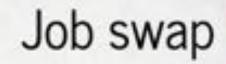
# How to decide on style selection?

1. Mood

(keywords, associations with the project)

2. Target Audience

(define idea's target audience)



- 1. Mood
  - business
  - experience
  - fun
  - life change
- 2. Target Audience
  - working people
  - · proactive people
  - · adventurous people

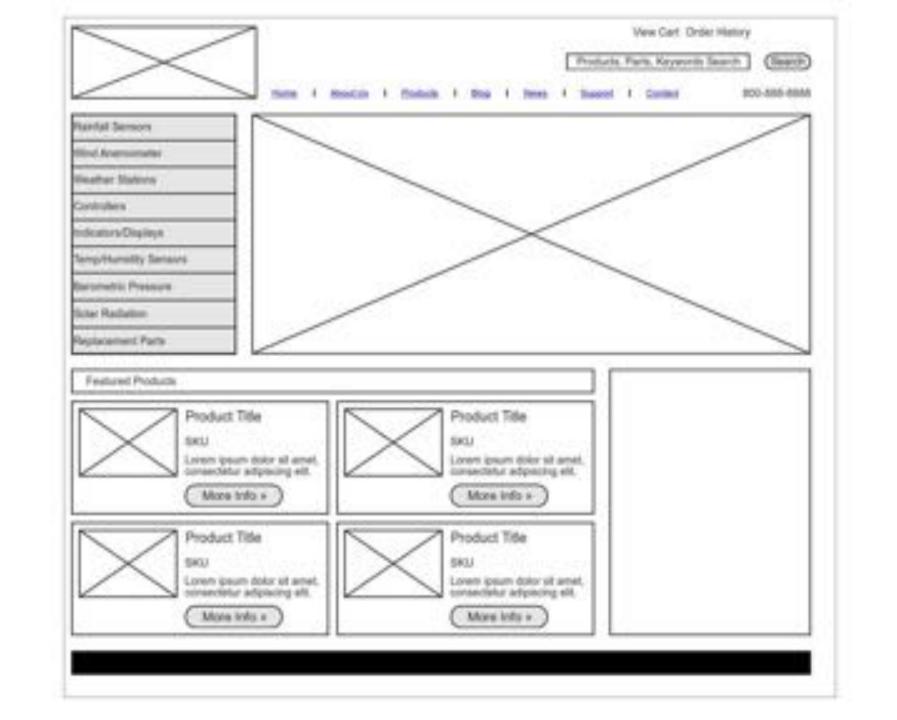




Structure of the Web Site. Basic Elements. Creating the Wireframes.

### Website Wireframes

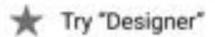
A visual guide that represents the skeletal framework of a website.



# JobSwap Website Wireframes Unregistered User



#### Great headline that describes the idea in a few words





Try "Berlin"

Find a Swap

#### How JobSwap works

#### Step One

Step one awesome text coming here for you my dear listeners and other bla bla bla bla placeholder text.



#### Step One

Step one awesome text coming here for you my dear listeners and other bla bla bla bla placeholder text.

#### Hot Jobs

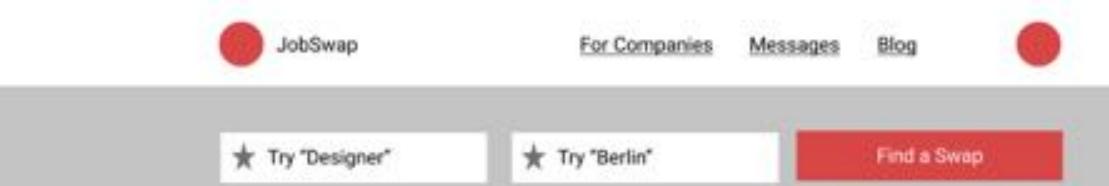
#### **Dance Teacher in Berlin**

Nice-to-have Skills:

- Self-motivation
- High energy level
- Something else

Sign up to try a Job

# JobSwap Website Wireframes Registered User



#### Your Applications



### Visualization of the idea

Visual style:
Target Audience
Mood and Spirit
Colors, Typography, Images, Icons

## Visual style examples

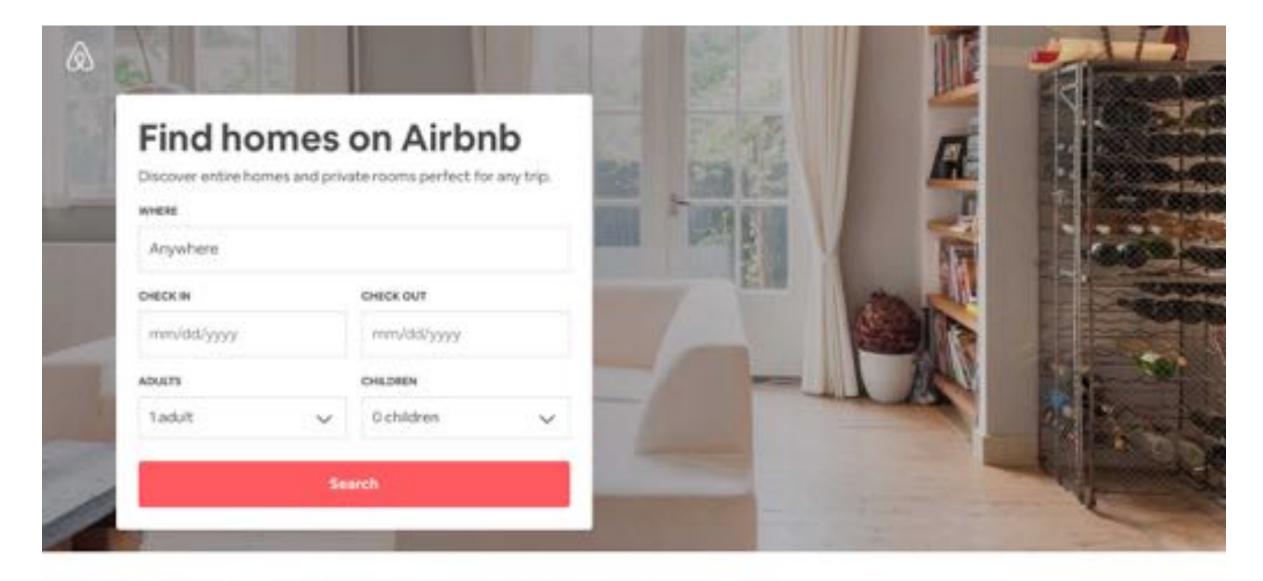












#### What guests are saying about homes in United States

United States homes were rated 4.8 out of 5 stars with 23,000,000+ reviews.



ABOUT

INDUSTRY

CAREERS

**EDUCATION & TRAINING** 

VENTS

MEWS

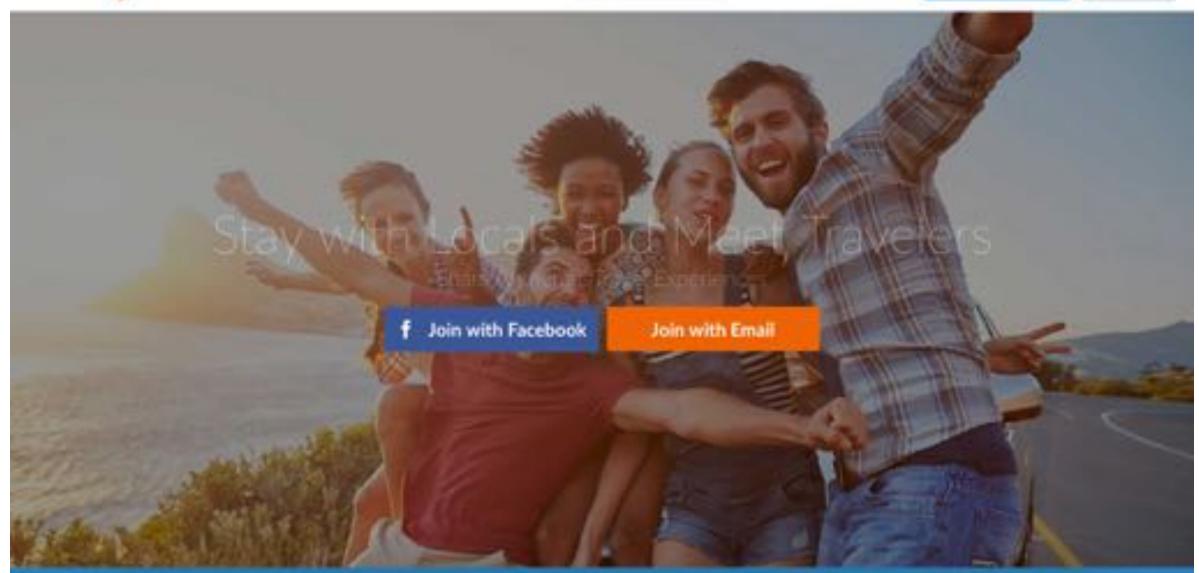
CONTACT US



#### **BUILDING A NATIONAL WORKFORCE**

JOIN THE WORKFORCE REGISTER

3





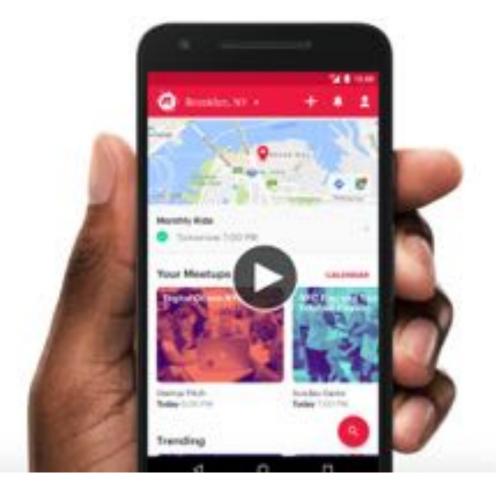


#### Meet the new Meetup

Introducing a brand new way to do more of what's most important to you.







#### PEATURED ARTICLES

EXPLORELIFE

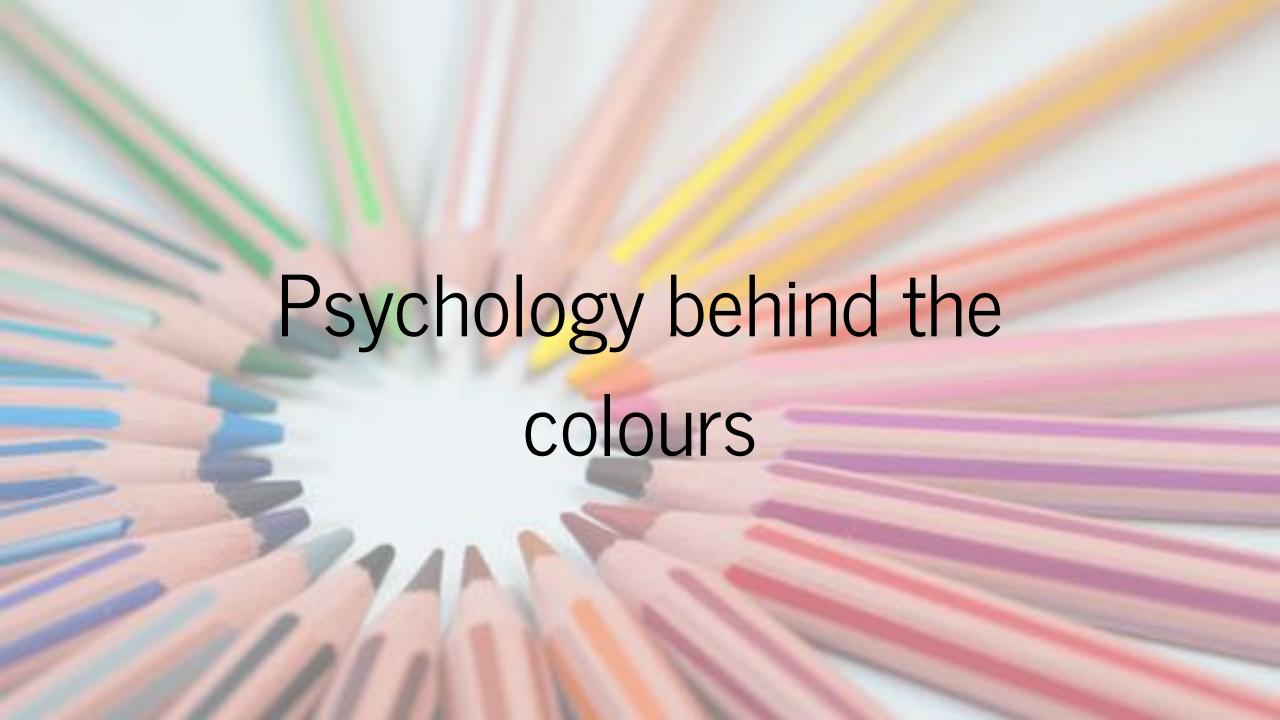






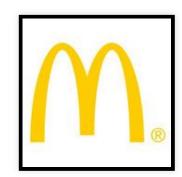












Red is for energy, passion and danger

Orange is for creativity, youth and enthusiasm

Yellow is for happiness, hope and spontaneity





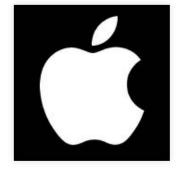


Green is for nature, growth and harmony – but also wealth and stability

Blue is for calm, trust and intelligence

Purple is for luxury, mystery and spirituality







Black is for power, elegance and sophistication

White is for purity, innocence and minimalism

Gray is for professionalism, formality and conventionality



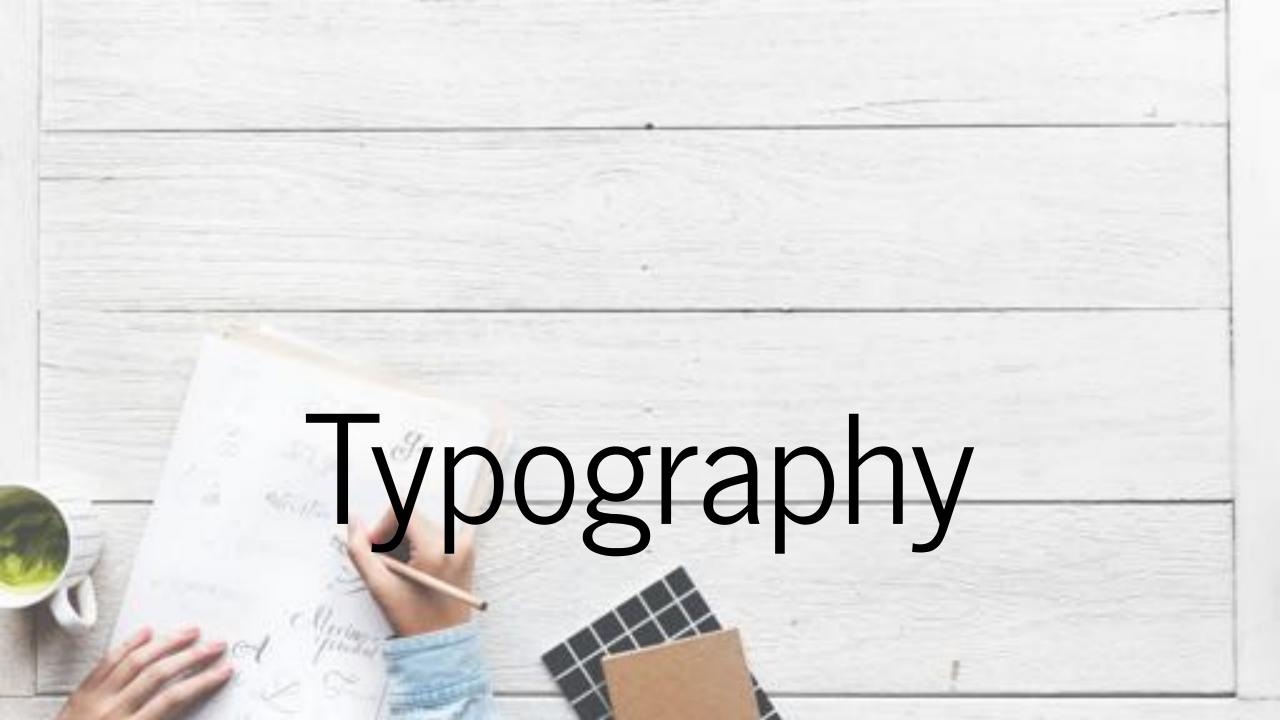




Brown is for wholesomeness, warmth and honesty

Pink is for femininity, playfulness and romance

Multicolor is for fun, diversity and optimism



### Here is an example of serif font Here is an example of sans-serif font

Here is an example of handwritten font

HERE IS AN EXAMPLE OF DECORATIVE FORT

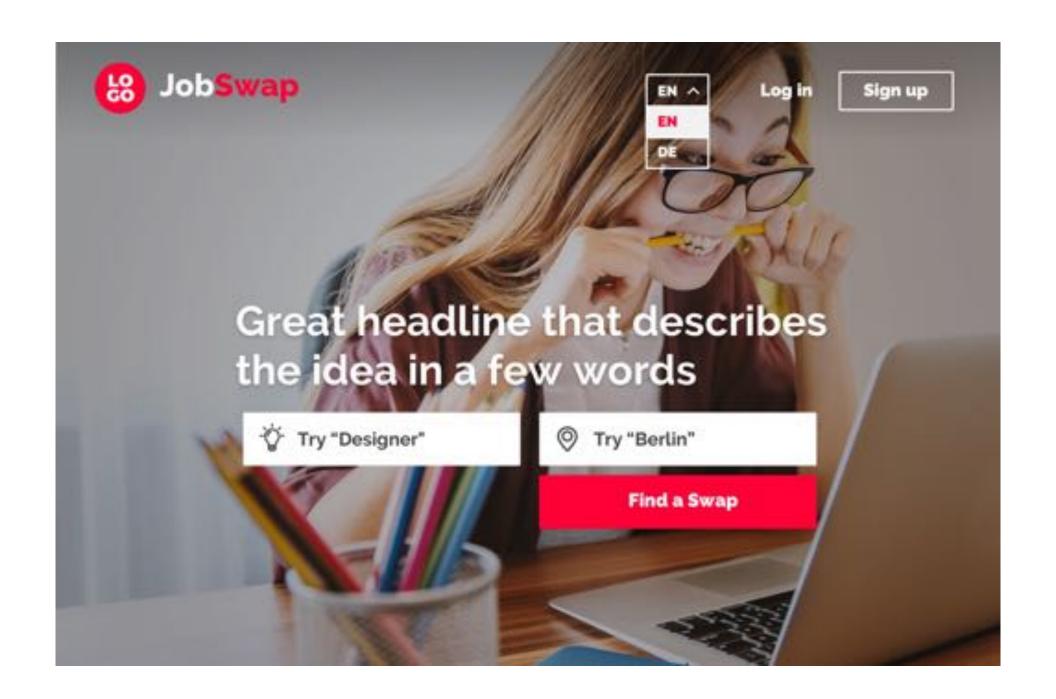












#### **Step One**

Join the community of adventurous people, craving for new experience in their daily routine. Find a job you would like to try for one day and tell about what job experience you can offer instead.





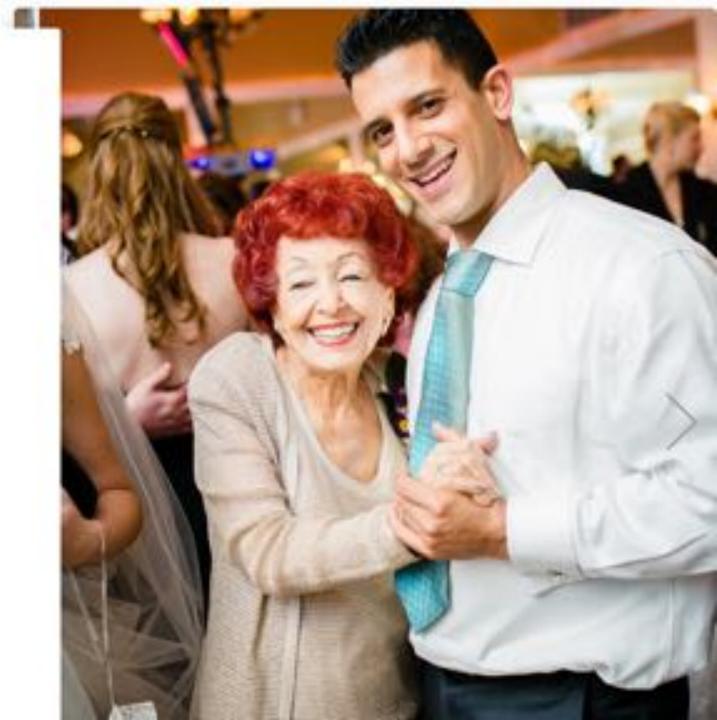
#### **Step Two**

Think about something you always wanted to try. Except challenge and leave your comfort zone just for one day.

## Dance Teacher in Berlin

#### Nice-to-have Skills:

- Self-motivation
- High energy level
- · Verbal and written communication skills
- Attention to detail
- High work standards
- Problem solving
- Decision making
- Organizing and planning



#### **Our Stories**

#### 66 I always dreamt to make tea...

A great job title typically includes a general term, level of experience and any special requirements. The general term will optimize your job title to show up in a general search for jobs of the same nature.

The level of experience will help you attract the most qualified applicants by outlining the amount of...



Anna Mustermann Photorapher

**Read Story** 



### Free Graphic Resources

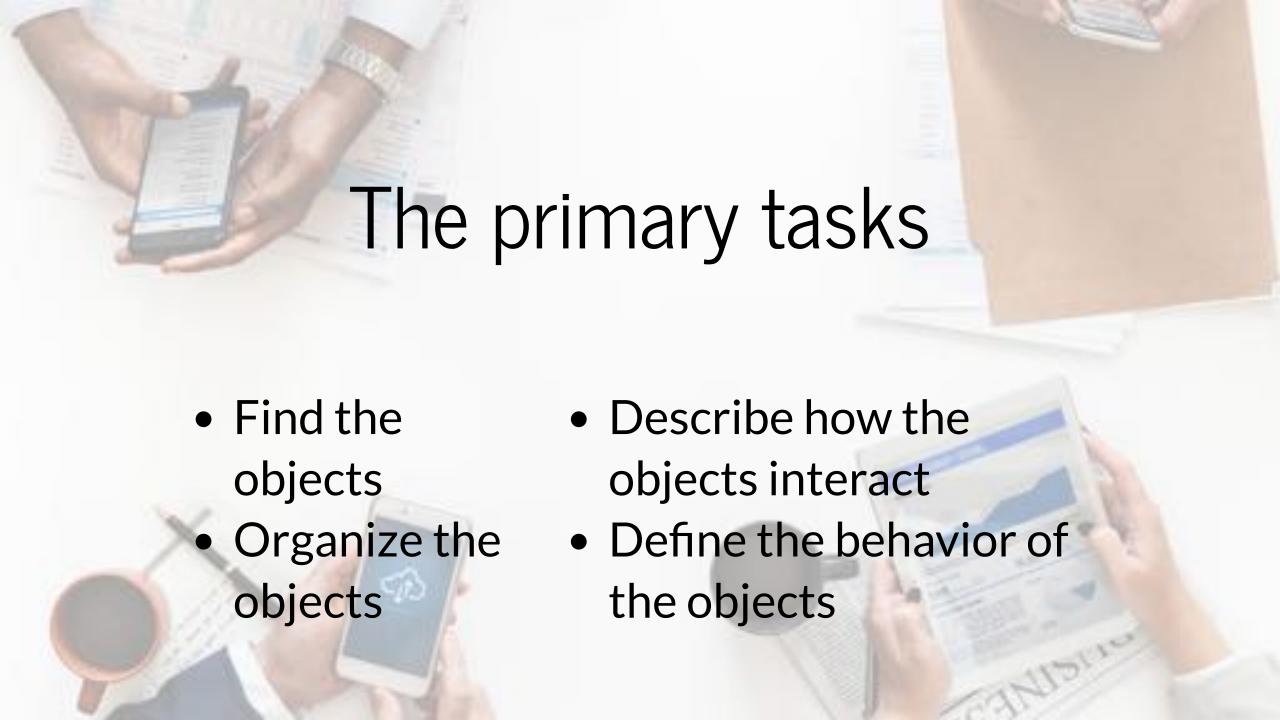
Vector graphic, stock photos freepik.com

High resolution Images unsplash.com

**Icons** thenounproject.com

Prototyping figma.com





## Object-Oriented Analysis Tools



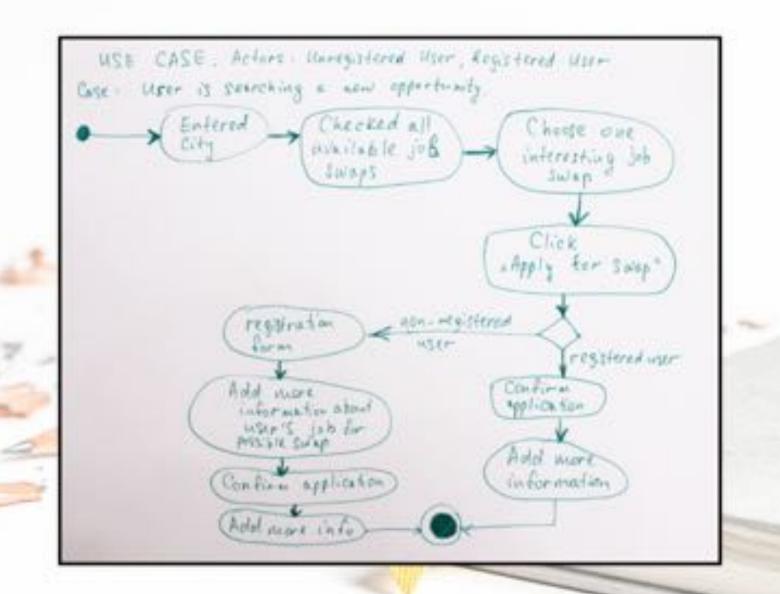


UML

C4 Model



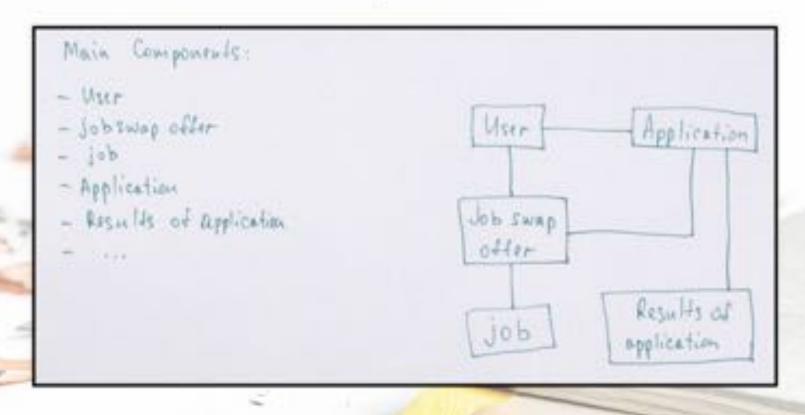
## UML. Use case diagram



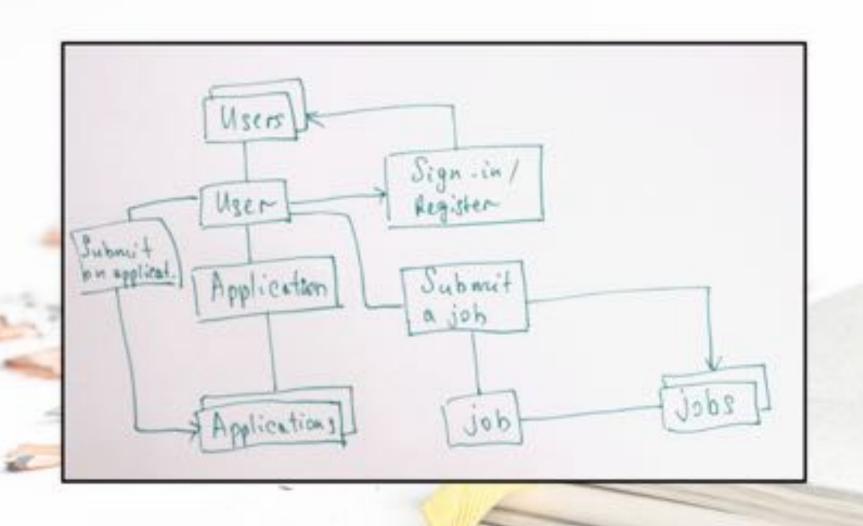
## What are the

main components?

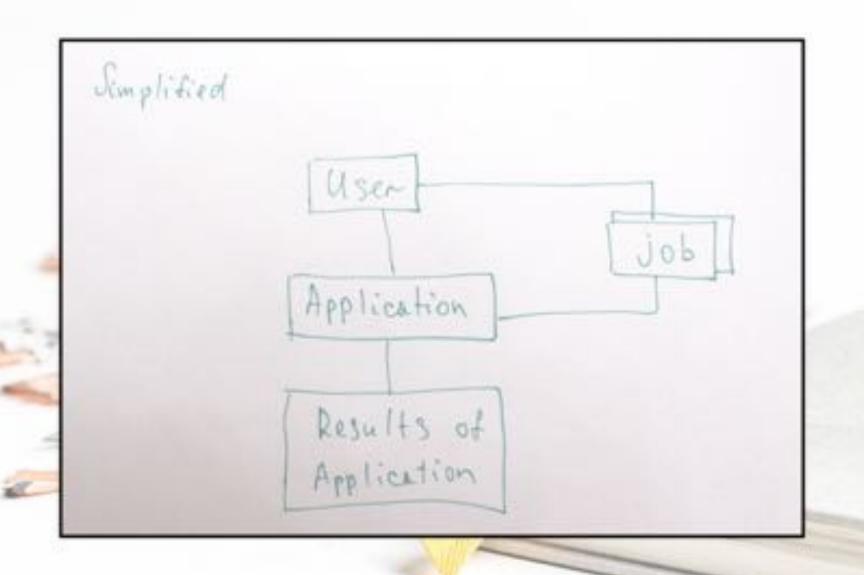
#### Conceptual model



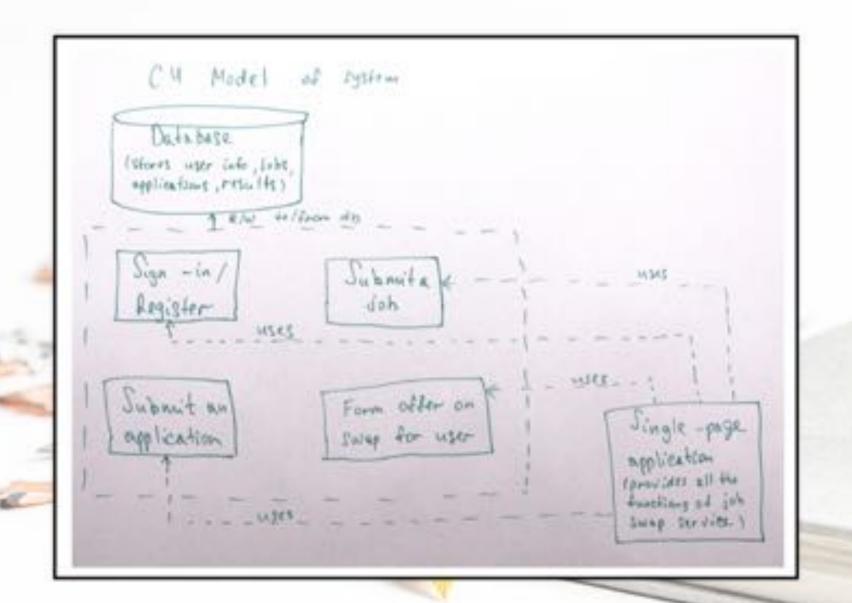




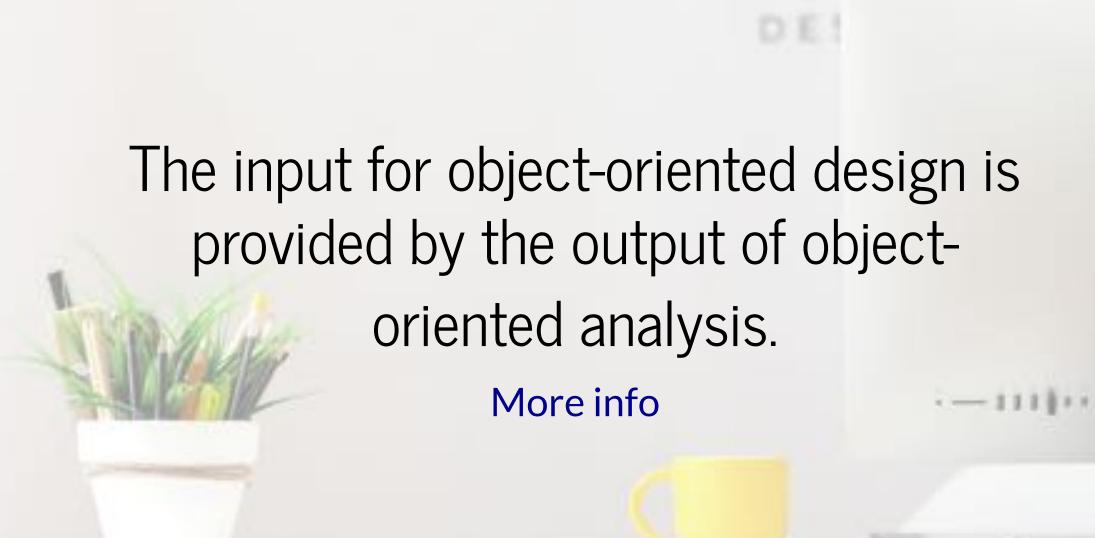
# Let's make it simple



## C4 Model. Diagram of the app









### Keep in touch



Anastasiia: atymoshchuk@icloud.com

More information: https://atymo.me