

HCI430
Assignment 3 – Group Project

Team members:

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Team Name: Tech Crafters

Brainstorm Ideas:

	Idea 1: Digital Portfolio Platform	Idea 2: AR app for Finding restaurants nearby	Idea 3: AR app for going out	Idea 4: Subscription tracking app
What type of app/service do you want to build?	Online service to host and upload a portfolio and interact with peers from similar fields.	An AR app that lets you see information about restaurants, more catered towards cheaper places.	An AR app that lets you see information about bars, cafes or tourists' spots at a glance.	A digital application to help users track subscription services they use.
What do you want to do?	Provide a platform for uploading portfolio work to a central hub for a variety of candidates. Supply interested clients with a way to quickly view a candidates' work and contact them if clients want to. Supply ways for job seekers to customize their online portfolio so they can stand out from the crowd.	Help people find restaurants, especially cheap ones, quickly. Price ranges will be quickly available to see menus, socials, and a brief description of what kind of food they have.	Help people get to know a location at first glance so they can know whether they want to visit it or not when they're going out. Info users will see will include a description of the establishment, socials, and contacts.	Track different subscriptions a user is on, so they don't lose track of what their money is going to

What are the key channels?	Desktop, tablet, and mobile	Tablet and mobile	Tablet and mobile	Desktop and mobile
How can you monetize the app/service?	The application will be monetized through featuring some relevant ads and a membership service. The membership service will offer better search results for candidates who subscribe, more profile customizations, and no ads appearing on their profile.	Partner with local businesses or chains to have their restaurant advertised on the app for a monthly fee.	Partner with local businesses to have their brand be advertised on the app for a monthly fee.	Membership service that offers to track more subscriptions for you compared to the free version that has a limit on the number subscriptions you can put on the app.

Focused Idea to Move Forward With: Developing an online platform for students and young professionals to upload and showcase their academic and extracurricular achievements.

Channels

The portfolio app will be accessible via tablet, mobile phone, and desktop to reach a wider audience.

Monetization

The application will be monetized through featuring some relevant ads and a membership service. The membership service will offer better search results for candidates who subscribe, more profile customizations, and no ads appearing on their profile.

Personas

Persona 1: Sarah, A high – achieving college student.

Name: Sarah

Age: 22

Education: Currently pursuing a bachelor's degree in graphic design.

Goals: To secure a competitive internship in a top tech company and build a strong professional network.

About Sarah:

Sarah is a highly motivated college student who excels academically and actively participates in various extracurricular activities. She's always looking for opportunities to enhance her resume and connect with potential employers or mentors. Sarah is tech-savvy and values platforms that help her stand out in a competitive job market.

Goals and Needs:

- **Showcase Achievements:** Sarah wants a platform where she can easily upload her academic achievements, project work, and extracurricular involvement to create a comprehensive profile.
- **Discover Opportunities:** She seeks a platform that not only showcases her achievements but also connects her with internship opportunities, research projects, or mentorship programs in her field.
- **Networking:** Sarah values the ability to connect with like-minded students and professionals to expand her professional network.
- **User-Friendly Interface:** As a busy student, Sarah needs an intuitive and easy-to-use platform that doesn't require extensive technical knowledge.

Pain Points:

- Lack of time to format and showcase her achievements effectively.
- Difficulty in finding relevant opportunities that align with her career goals.
- Limited networking opportunities within her academic institution.

Persona 2: Alex – A young professional.

Name: Alex

Age: 26

Occupation: Holds a bachelor's degree in marketing.

About Alex:

Alex is a recent graduate who has entered the workforce and is eager to make his mark in the digital marketing industry. He understands the importance of maintaining an updated and impressive professional profile, but he's often overwhelmed by the various platforms available. He values a platform that simplifies the process and helps him get noticed by potential employers.

Goals and Needs:

- **Career Advancement:** Alex wants a platform where he can showcase his academic achievements, certifications, work experience and portfolio to stand out in his field.
- **Skill Enhancement:** He seeks opportunities to discover online courses, webinars, or workshops to further develop his skills.

- **Job Search:** Alex wants to explore job listings in his field and receive personalized recommendations based on his profile.
- **Community:** He values a community of professionals where he can exchange ideas, seek advice, and network.

Pain Points:

- Difficulty in finding relevant job listings and courses tailored to his career goals.
- Overwhelmed by the number of online platforms, making it challenging to choose the right one.
- Limited networking opportunities in his current job.

Scenarios

Scenario 1: Maya's Portfolio Showcase

Maya isn't getting enough freelance work lately, so she uses the desktop platform to upload her latest illustrations, customize her portfolio layout, and add a personal touch to her profile. She shares her portfolio link on her social media profiles and within a week, receives inquiries from clients interested in commissioning her work.

After working with her latest clients, she comes back to the desktop application to see what new works she can upload and what else on her portfolio to improve upon so she can attract new clients.

Scenario 2: David's Agency Pitch

David and his design team are collaborating on the app to update their agency's portfolio with their latest projects. They need to win over an important client. Using the mobile app, they access their portfolio during a client pitch, impressing the potential client with a visually stunning presentation of their work, ultimately winning the project.

Much later, after completing an important project, David and his team return to the mobile app to update their agency portfolio so they can pitch what they do and what they've carried out to new clients.

Scenario 3: Company in need of mural

Steven, the owner of a small café, wants to hire a local artist to paint a mural on the outside of his café to attract more customers. So, he checks the mobile version to view different art portfolios to see which artist's work fits his business. He finds a profile he likes and contacts them through the profile's listed forms of contacts.

The artist he hires arrives and paints a great mural that manages to attract more clients to Steven's café. Nearby businesses notice the uptick in Steven's business after his new mural was unveiled and ask Steven where he found the mural's artists. Steven recommends the other businesses to use the mobile app to find local talents to help spruce up their own businesses. Those other businesses started using the app

too. Meanwhile Steven goes back on the app to see who else he can hire to help spruce up the inside of his café.

Scenario 4: The Art Showcase Event (story board scenario for bonus)

Meet Maya, a freelance illustrator who has been using the portfolio app to showcase her work. She's been diligent about updating her portfolio with her latest creations, and she regularly shares her portfolio links on her social media profiles.

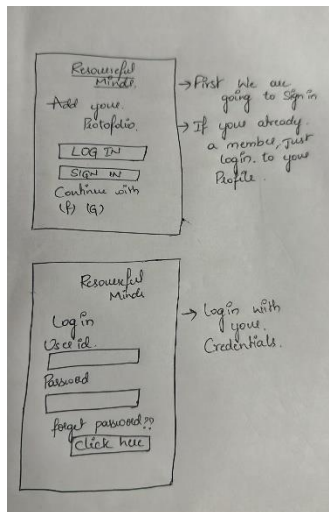
One day, Maya receives an invitation to take part in a prestigious local art showcase event. Excited about the opportunity, she accepts the invitation. As the event date approaches, she decides to revisit her portfolio on the app.

1. **Preparation:** Maya logs into the portfolio app on her desktop computer. She knows that the event will feature a diverse group of artists, including painters, sculptors, and photographers. She wants her portfolio to stand out and make a lasting impression on the attendees.
2. **Updating Her Portfolio:** Using the app's easy-to-use interface, Maya begins updating her portfolio. She uploads high-resolution images of her latest illustrations and arranges them in a visually appealing order. She also adds a brief description of her creative process and the inspiration behind each piece.
3. **Customization:** The app allows Maya to customize the color scheme and fonts to match her unique artistic style. She selects a palette that complements her artwork and chooses a typography style that gives her portfolio a professional yet artistic touch.
4. **Preview and Feedback:** Before completing her changes, Maya previews her portfolio to ensure everything looks perfect. She notices a few friends and fellow artists have already left encouraging comments on her work within the app. Their feedback boosts her confidence.
5. **Sharing the Updated Portfolio:** Maya clicks the "Share" button and posts her updated portfolio link on her social media profiles, letting her followers know that they can view her latest work before the art showcase event.
6. **Event Day:** On the day of the event, Maya arrives with her tablet, ready to showcase her portfolio to attendees. As visitors approach her booth, she uses the mobile version of the app to guide them through her portfolio, supplying insights and stories behind her artwork.
7. **Networking and Follow-Ups:** Maya connects with fellow artists and attendees at the event, exchanging contact information. She mentions the portfolio app, and some artists express interest in using it for their own portfolios.

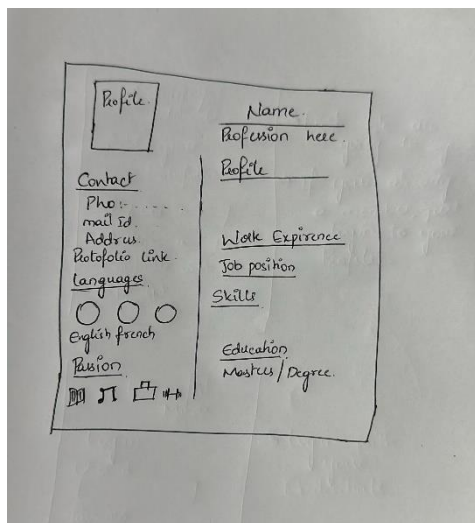
Reason to Return: Maya's experience at the art showcase event was a huge success. She received positive feedback from attendees and even secured a commission opportunity. Over the following weeks, she continues to update her portfolio on the app, adding the newly commissioned work and sharing her artistic journey. She realizes that the app not only helped her prepare for the event but also serves as a valuable tool for ongoing promotion and networking within the art community. As a result, she regularly returns to the app to keep her portfolio up-to-date and engage with her growing audience of art enthusiasts and potential clients.

Sketches

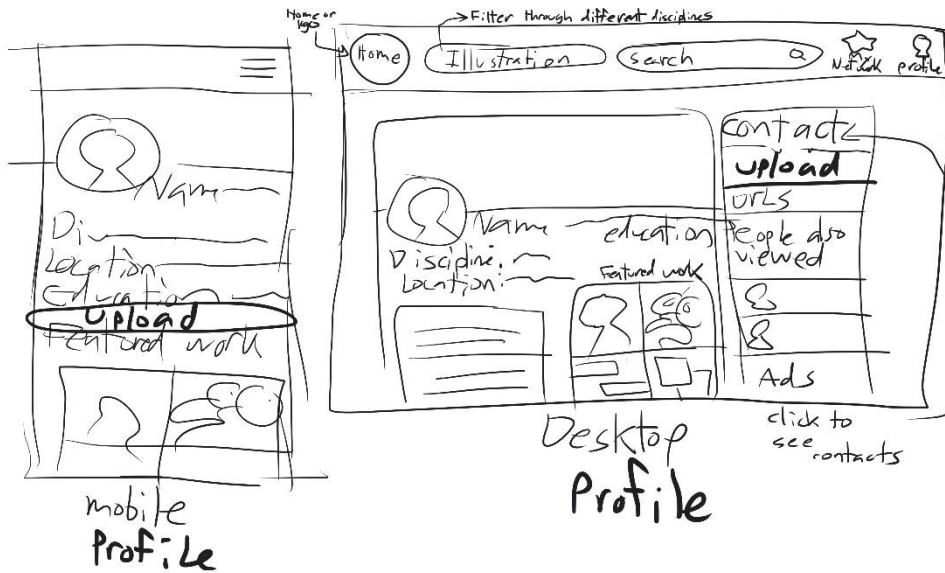
Focused Sketches: Different iterations of how to display user portfolios and other features and expectations of the app.



We are going to create an app where people like students, fresh interns or freelancers looking for a new opportunity can add their profile into the app just by logging in/ signing into the app using the credentials like Gmail, Facebook account or apple account.



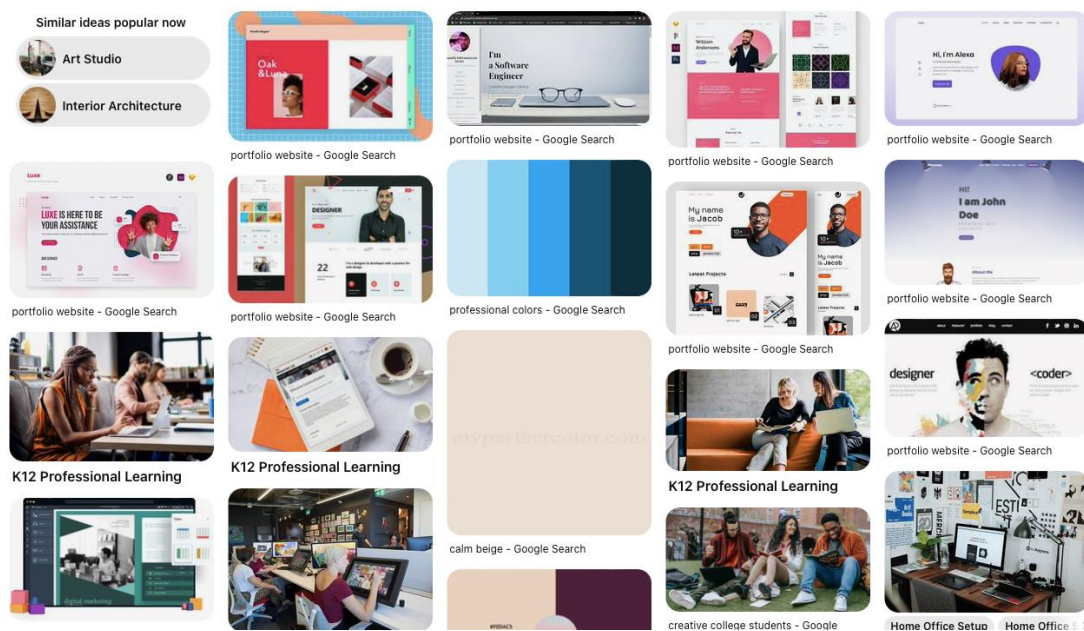
The Users can add their profile or update their profile where it looks like an above picture where it shows their contact details like their phone number, mail id, Address (optional). Freshers can add their profile and provide specifications for a job search. They can also add their resume which entails their experience in their relevant industry, their spoken language and profile details. Our main aim is to develop an online platform for students and young professionals to upload and showcase their academic and extracurricular achievements.



Mood Board for Showcasing Professional Portfolios:

We will be adding and editing the mood board as the project progresses.

<https://www.pinterest.com/vianhnguyen/techcrafters-mood-board/>



Competitive Analysis for Different Ways of Showcasing Professional Portfolios:

Note to avoid similarities with apps that have different interfaces for employers than they do for job seekers.

Competitors	Notable Features	Features to Improve Upon
Artfol	<ul style="list-style-type: none">• Section to display commission sheet on user profile for freelancers• Customizable user profile banner• Additional Profile customizations behind subscription	<ul style="list-style-type: none">• Only displays illustrations worked on• Does not display resumé / work experience
Behance	<ul style="list-style-type: none">• Searching by industry is obvious at first glance• Displays earlier projects worked on, especially for designers• Mainly has users from creative industries• Displays videos worked on as well as other stuff that isn't just illustrations or other static graphics.• Search by skill (ex: adobe XD, photoshop, etc...)	<ul style="list-style-type: none">• Userbase seems more limited compared to LinkedIn
LinkedIn	<ul style="list-style-type: none">• Prominently Display resumé / work experience• You can build a PDF resumé by using your profile• Search by experience level• Search by industry• Has users from various industries and positions• Has job applicant users who are students, and users who are working professionals	<ul style="list-style-type: none">• Does not display earlier projects worked on, especially for designers• Searching by industry is not an obvious feature at first glance
HandShake	<ul style="list-style-type: none">• Prominently Display resumé / work experience	<ul style="list-style-type: none">• Mainly for student applicants only