

# Resourceful Minds

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# **The Product: Resourceful Minds**

Resourceful Minds is an online platform to host and share portfolios. It allows users to showcase their work, connect with peers in related fields, and serves as a centralised hub for showcasing candidate portfolios. It offers an efficient way for potential clients to review candidates' work and initiate contact if interested. Additionally, it provides tools for job seekers to customize their portfolios, helping them differentiate themselves. The app is accessible on tablets, phones and desktop, ensuring a broad user base.

# Application purposes

- Offers an easy-to-use platform to display a user's body of works
- Customizable profile layouts to help users stand out from the crowd.
- Get to know your target industry.
- •Cater to users from a variety of industries.
- Connect with like-minded creatives.
- Display things cleanly and professionally!
- •A feeling of pride in showcasing a user's portfolio.

# Key Tasks:

- Logging in
- Changing color scheme and changing font of portfolio
- Uploading new content to portfolio
- Sharing updated portfolio to social media

# Usability Test Findings:

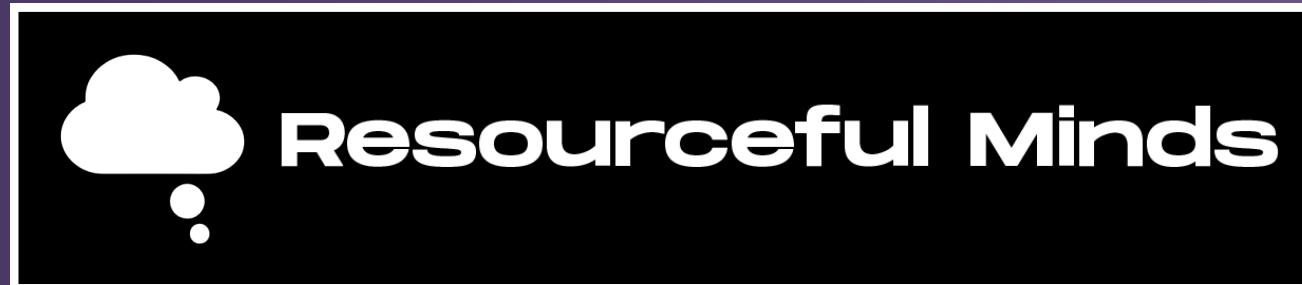
- There was a lack of a Landing page (or a general feed page, to explore, follow or view other people's works) apart from the user profile page.
- Difficulty in identifying icons or purposes of certain buttons.
- User had difficulty in saving changes to the customizations made in their work to be uploaded in their profile.
- Minor confusions with task flows.
- Colour sheme and overall interface should be more intuitive.

# Brand Guidelines: Logo

Symbol



Wordmark



# Brand Guidelines: Logo

## Typography: Fonts Used

**Monument**

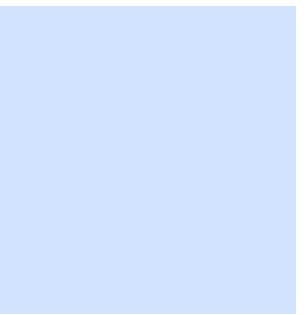
SLIM JOE

Inter

## Colour Palette



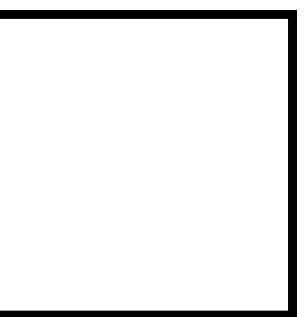
#3E1947



#D2E3FF



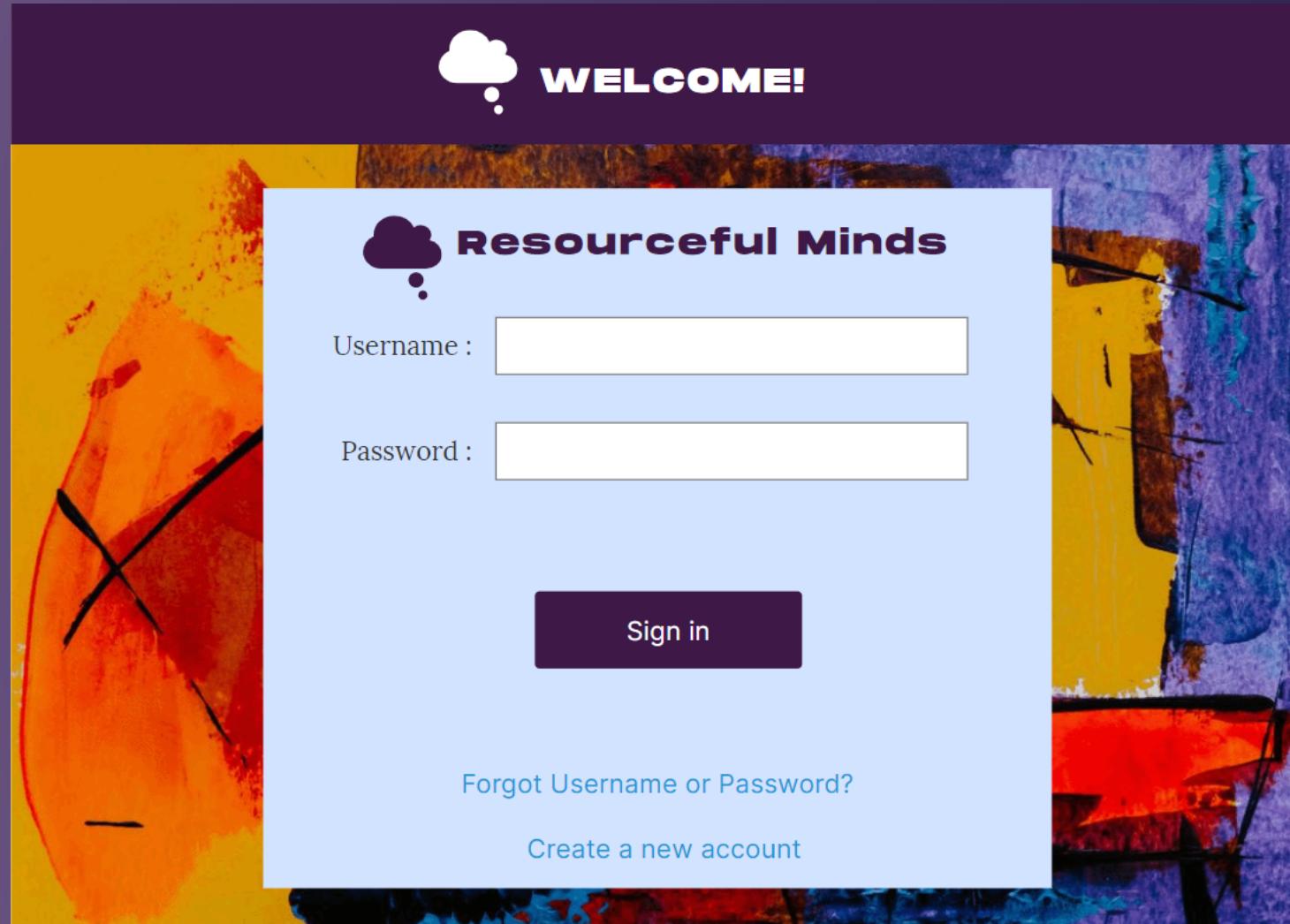
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#FFFFFF

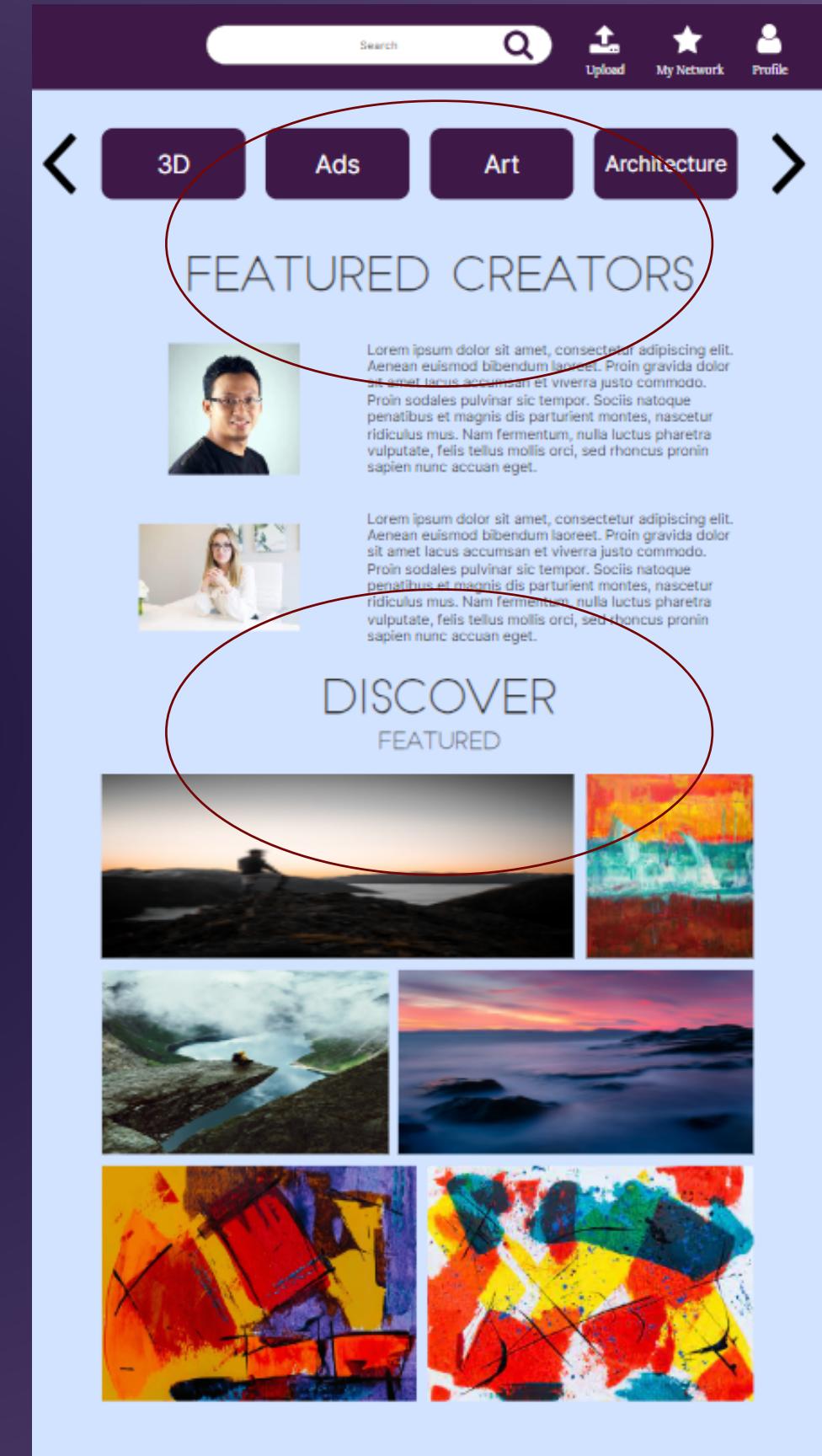
# Hi - Fi Prototypes

# 1. Desktop Version



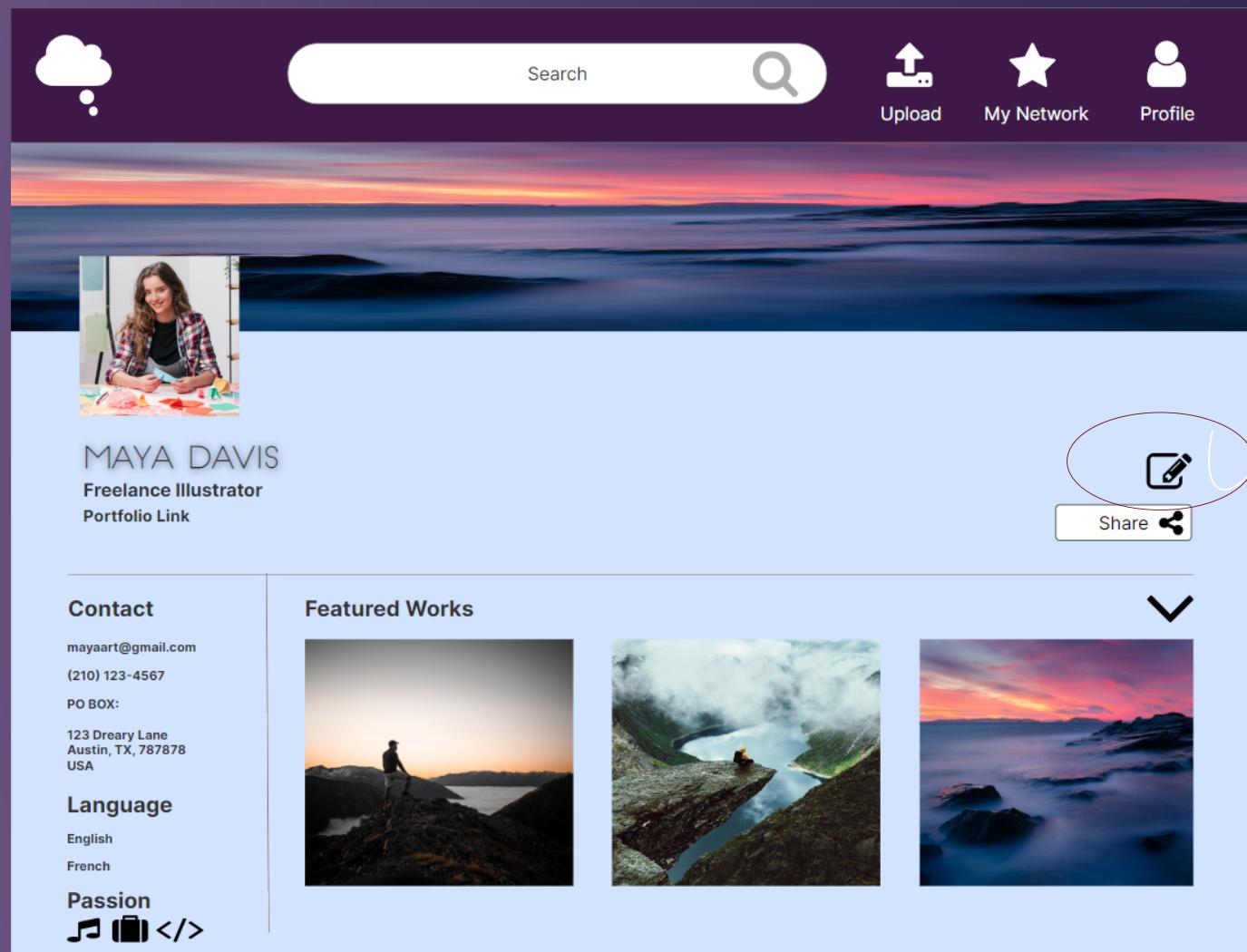
- User Logs In

- Changed colour scheme



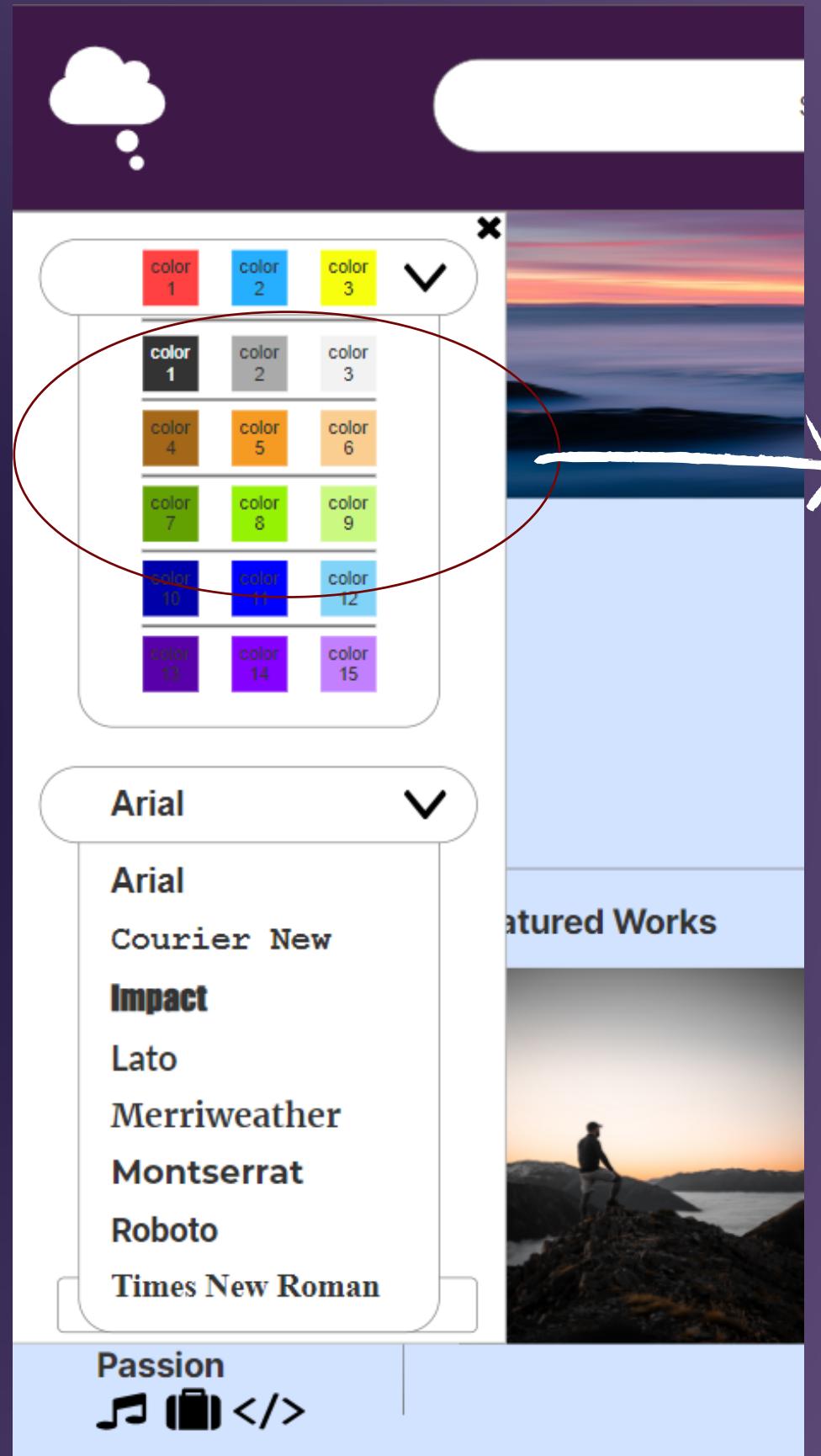
- Discover Page Added

- User can scroll and explore creators or general feed from different fields.



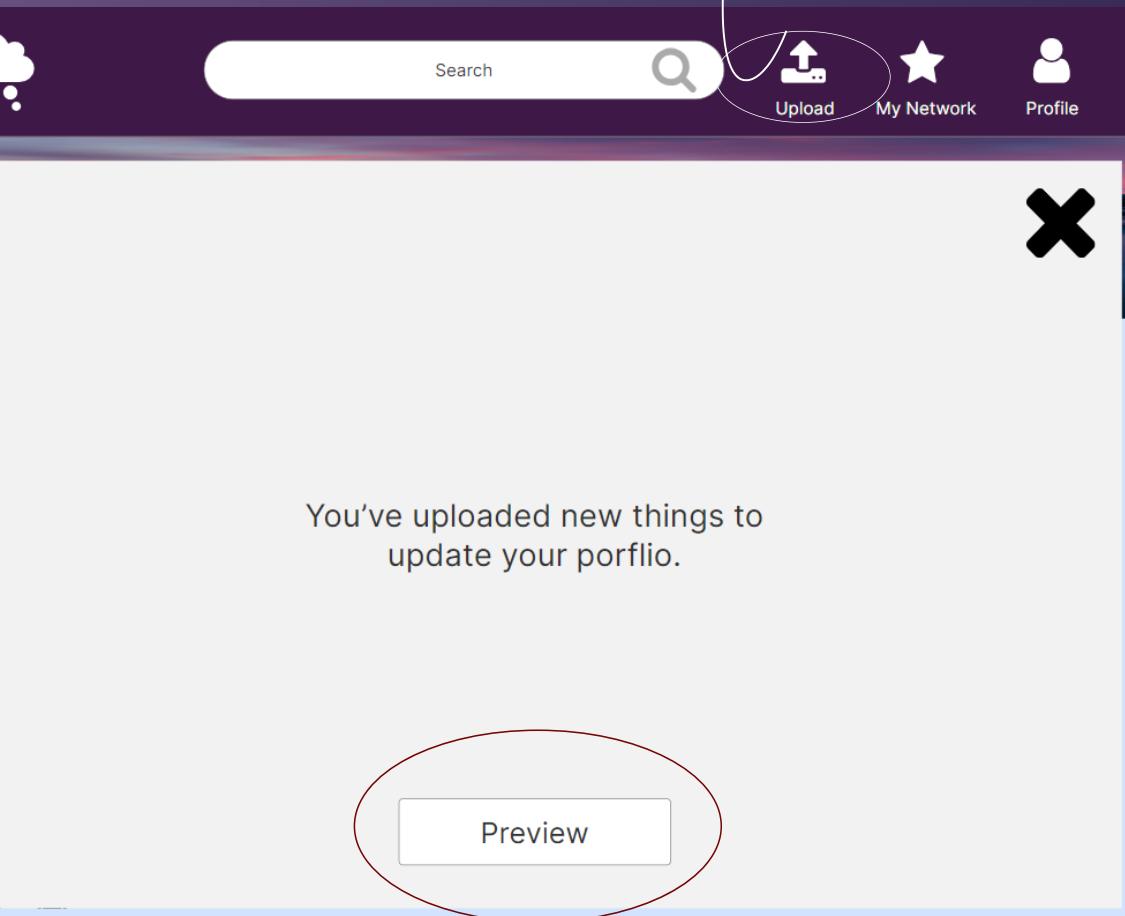
- User Profile Page

- Edit Icon visibility



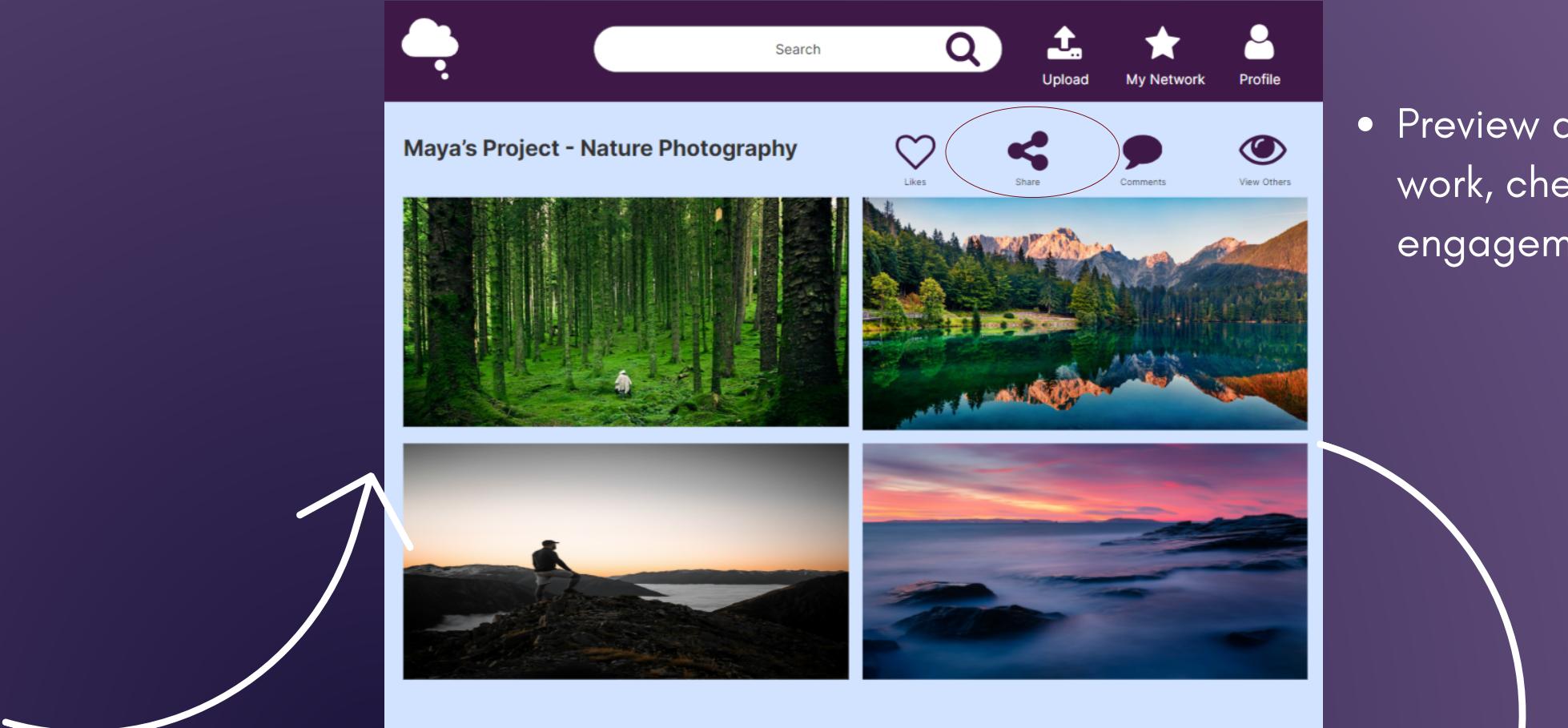
- (Zoom in of same page)

- Customization features detailed with scroll down options

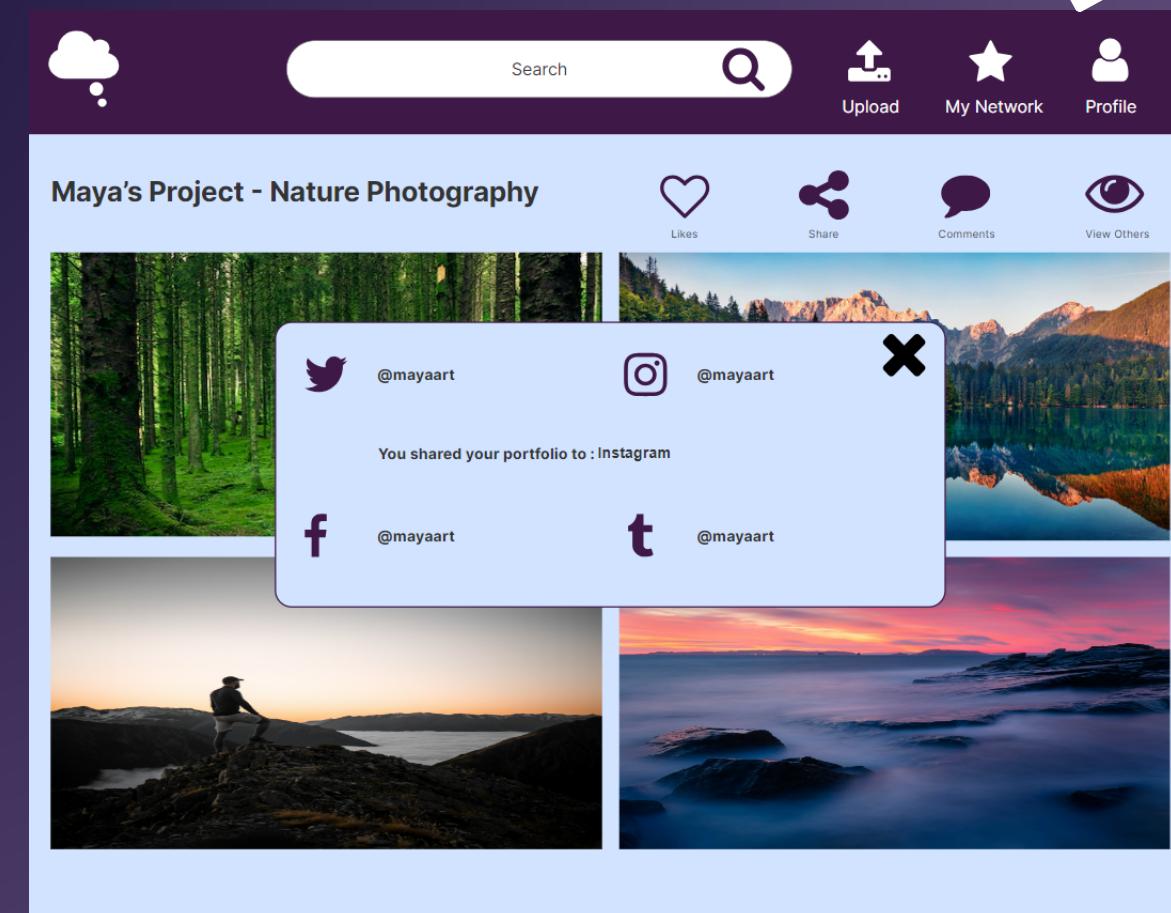


- User Profile Page

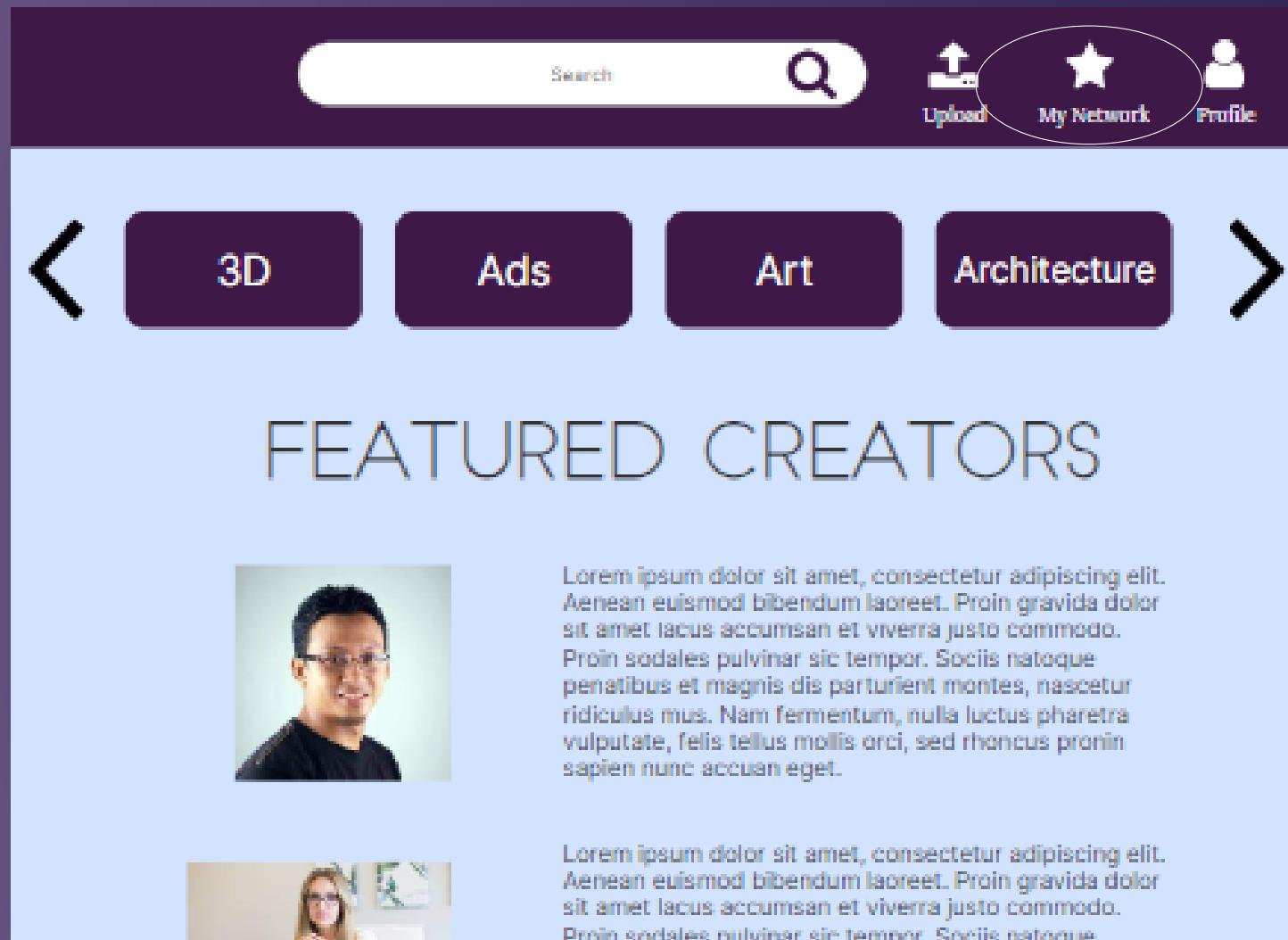
- Distinct Upload Icon added on each page for ease of use



- Preview and share work, check engagement



- Multiple platforms to share work



Search  Upload  My Network  Profile

3D Ads Art Architecture

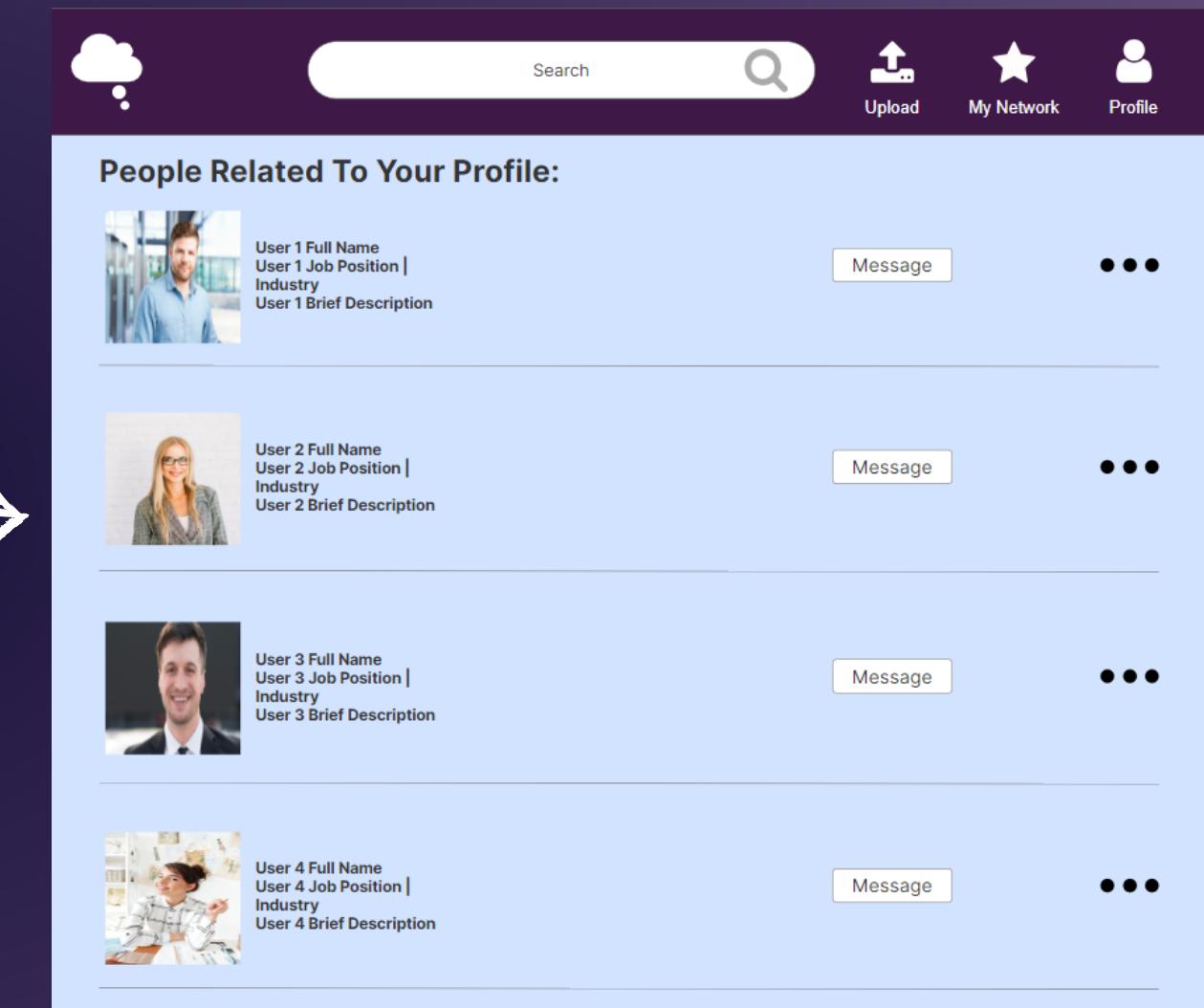
## FEATURED CREATORS

  
User 1 Full Name  
User 1 Job Position |  
Industry  
User 1 Brief Description

  
User 2 Full Name  
User 2 Job Position |  
Industry  
User 2 Brief Description

  
User 3 Full Name  
User 3 Job Position |  
Industry  
User 3 Brief Description

  
User 4 Full Name  
User 4 Job Position |  
Industry  
User 4 Brief Description



Search  Upload  My Network  Profile

### People Related To Your Profile:

  
User 1 Full Name  
User 1 Job Position |  
Industry  
User 1 Brief Description

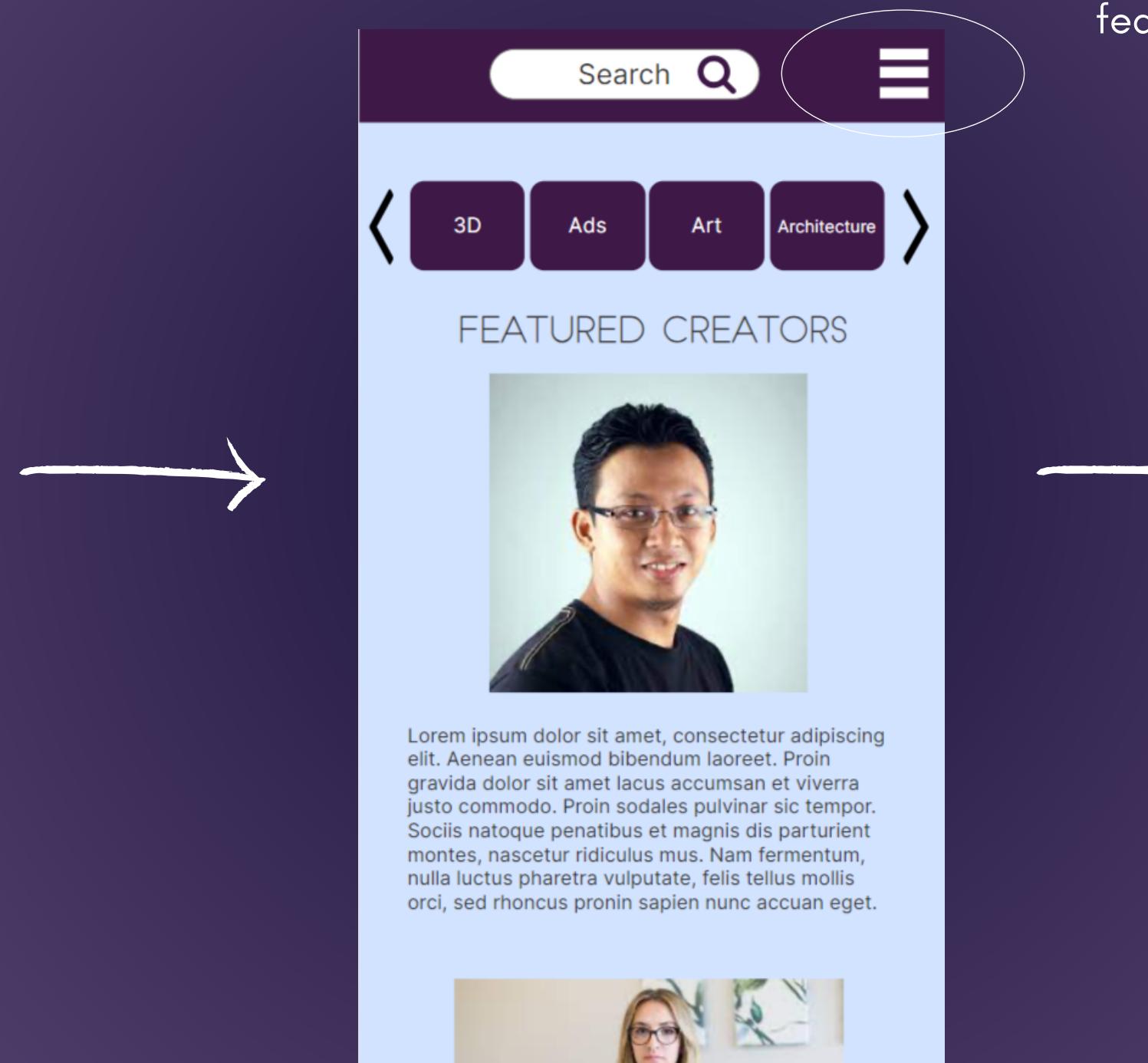
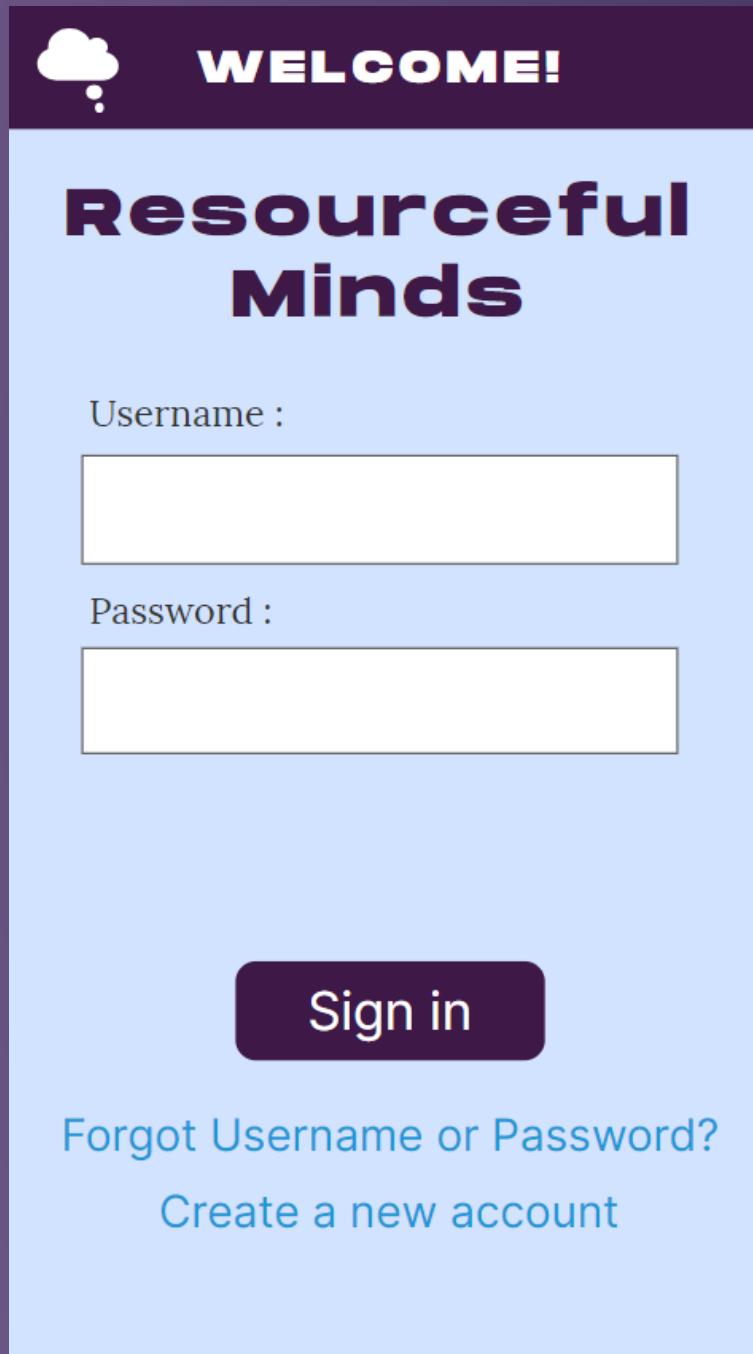
  
User 2 Full Name  
User 2 Job Position |  
Industry  
User 2 Brief Description

  
User 3 Full Name  
User 3 Job Position |  
Industry  
User 3 Brief Description

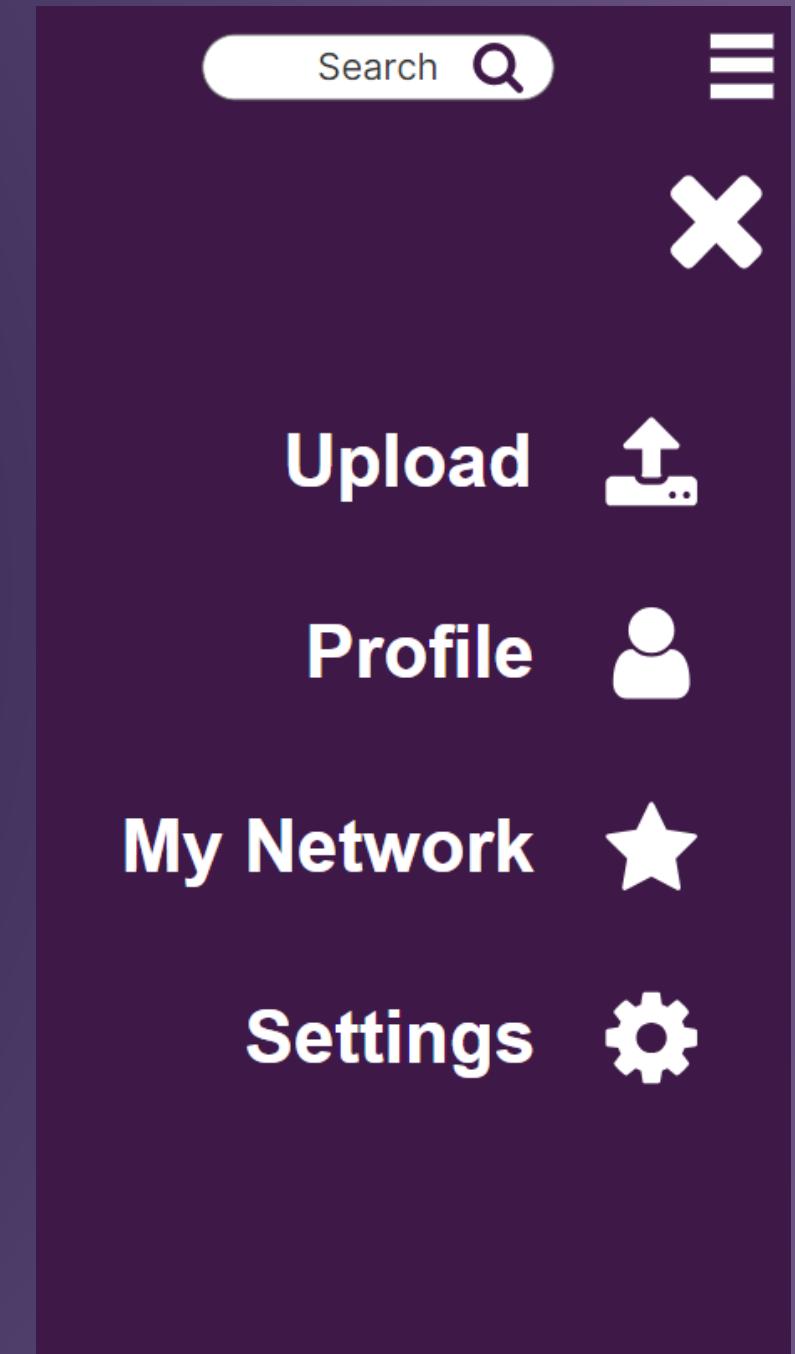
  
User 4 Full Name  
User 4 Job Position |  
Industry  
User 4 Brief Description

- Distinct Networking CTA

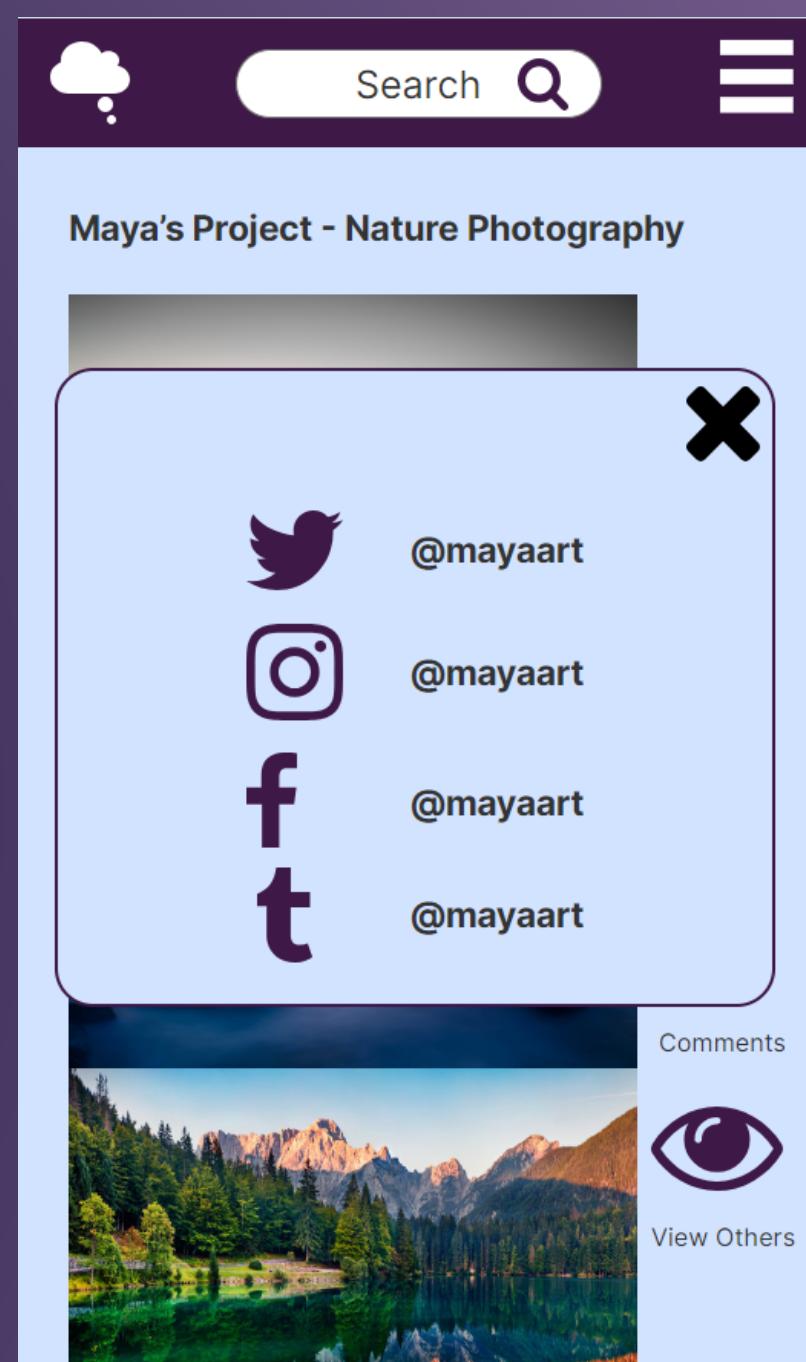
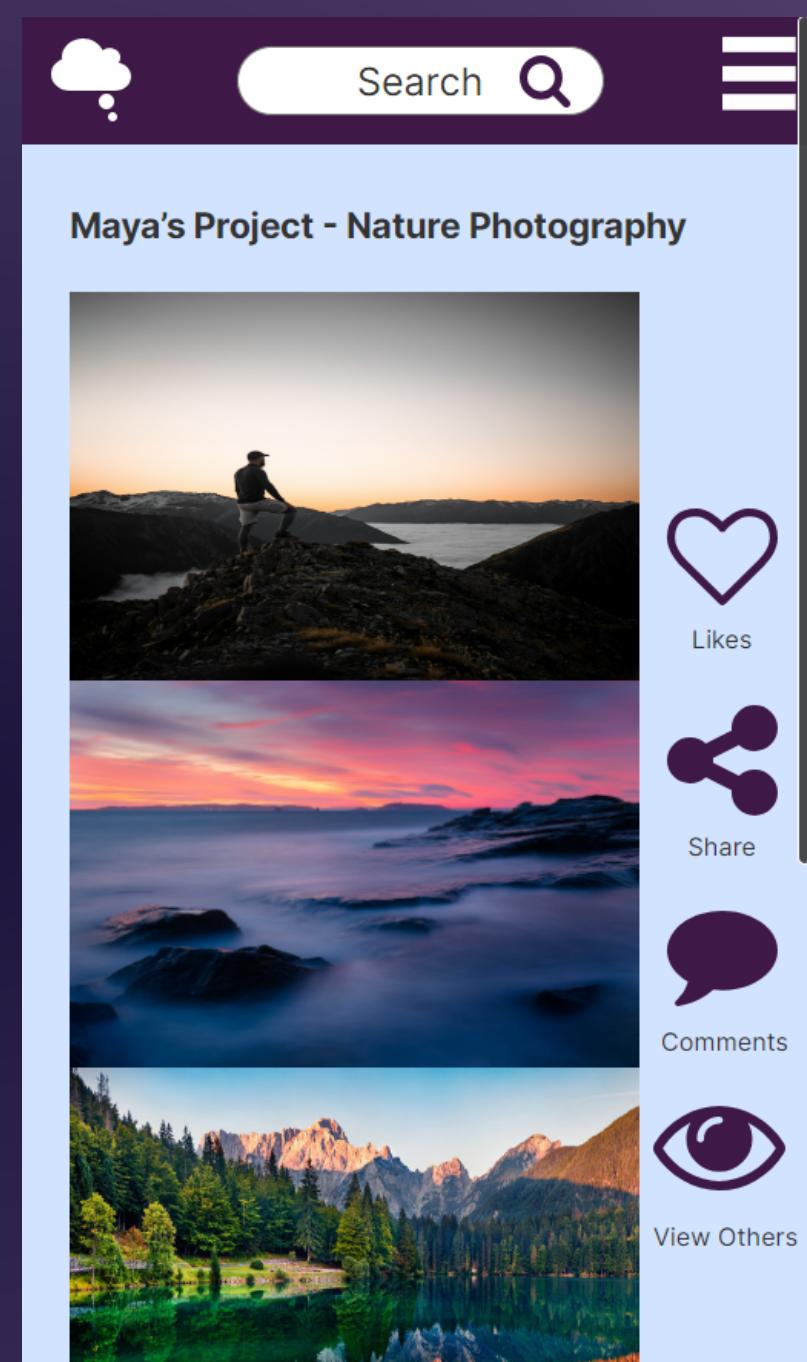
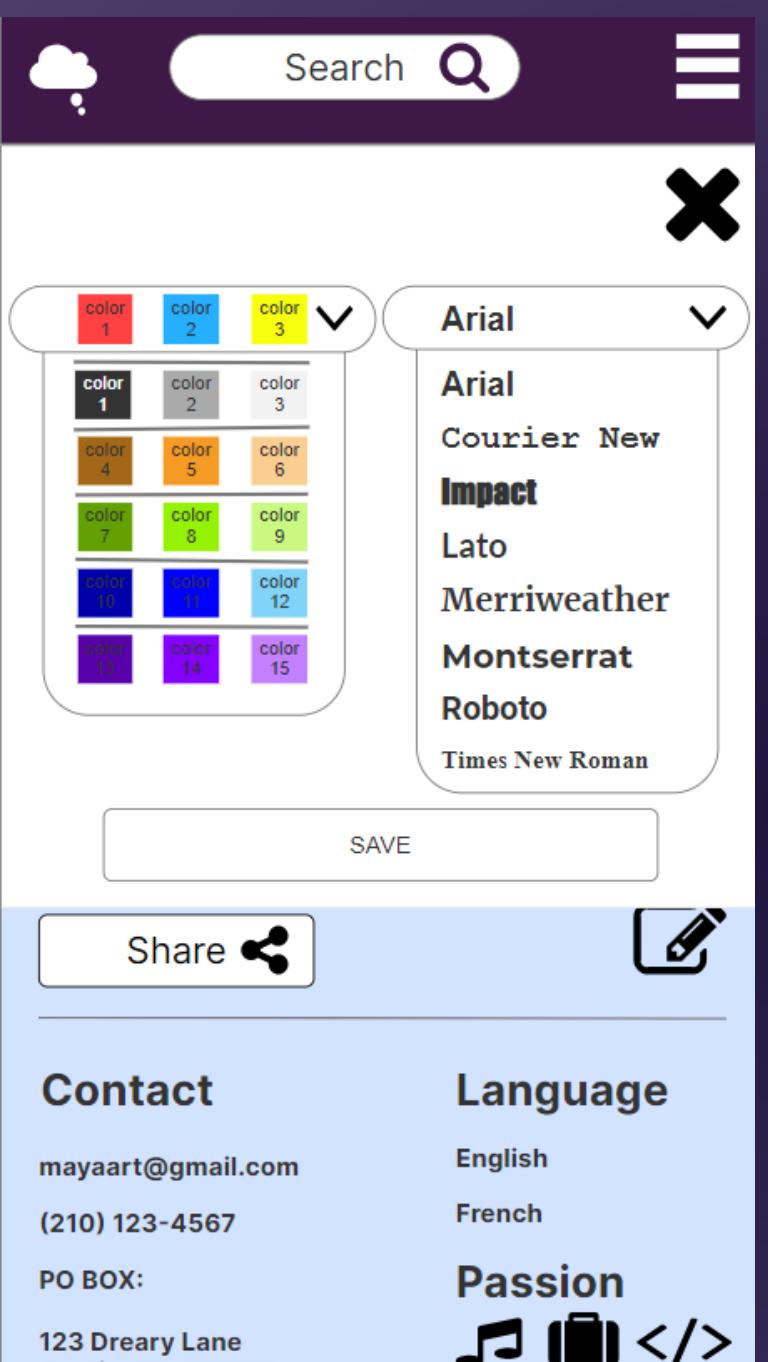
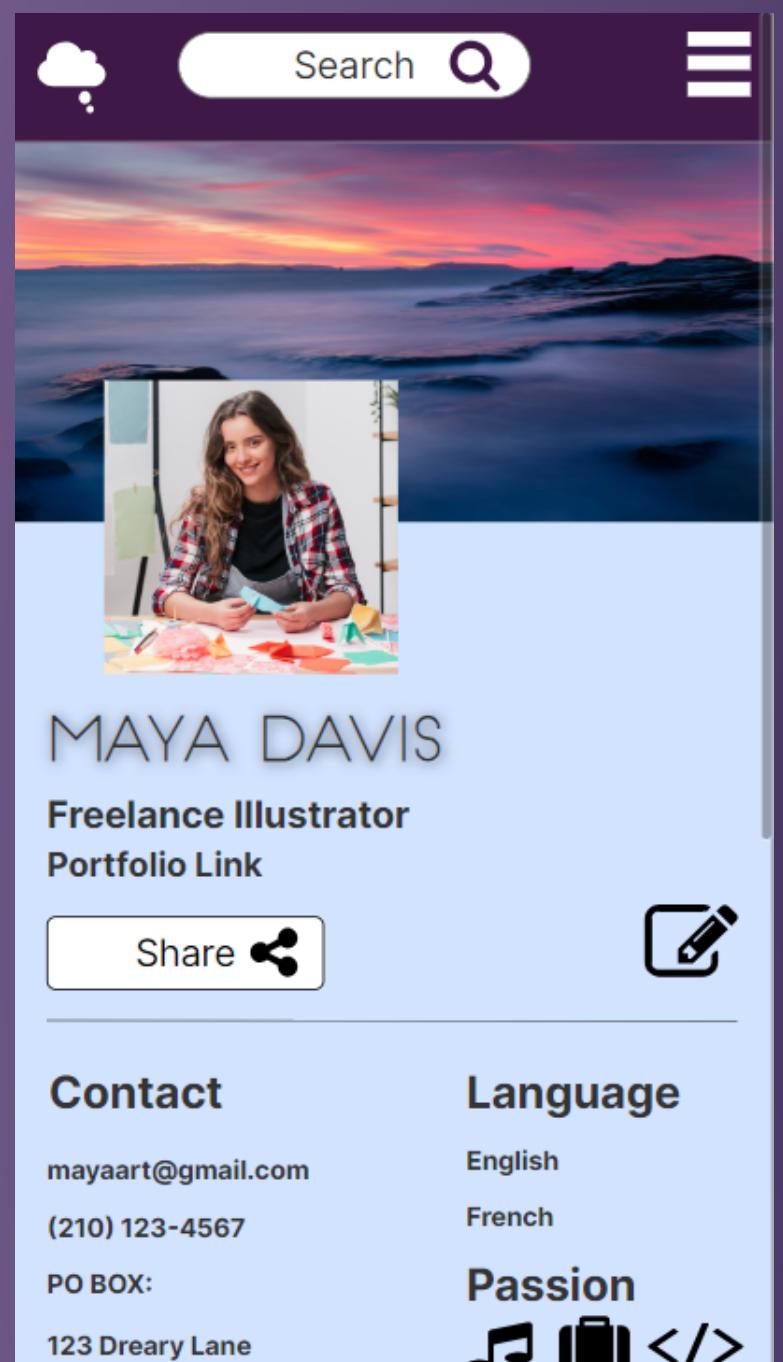
## 2. Mobile Version



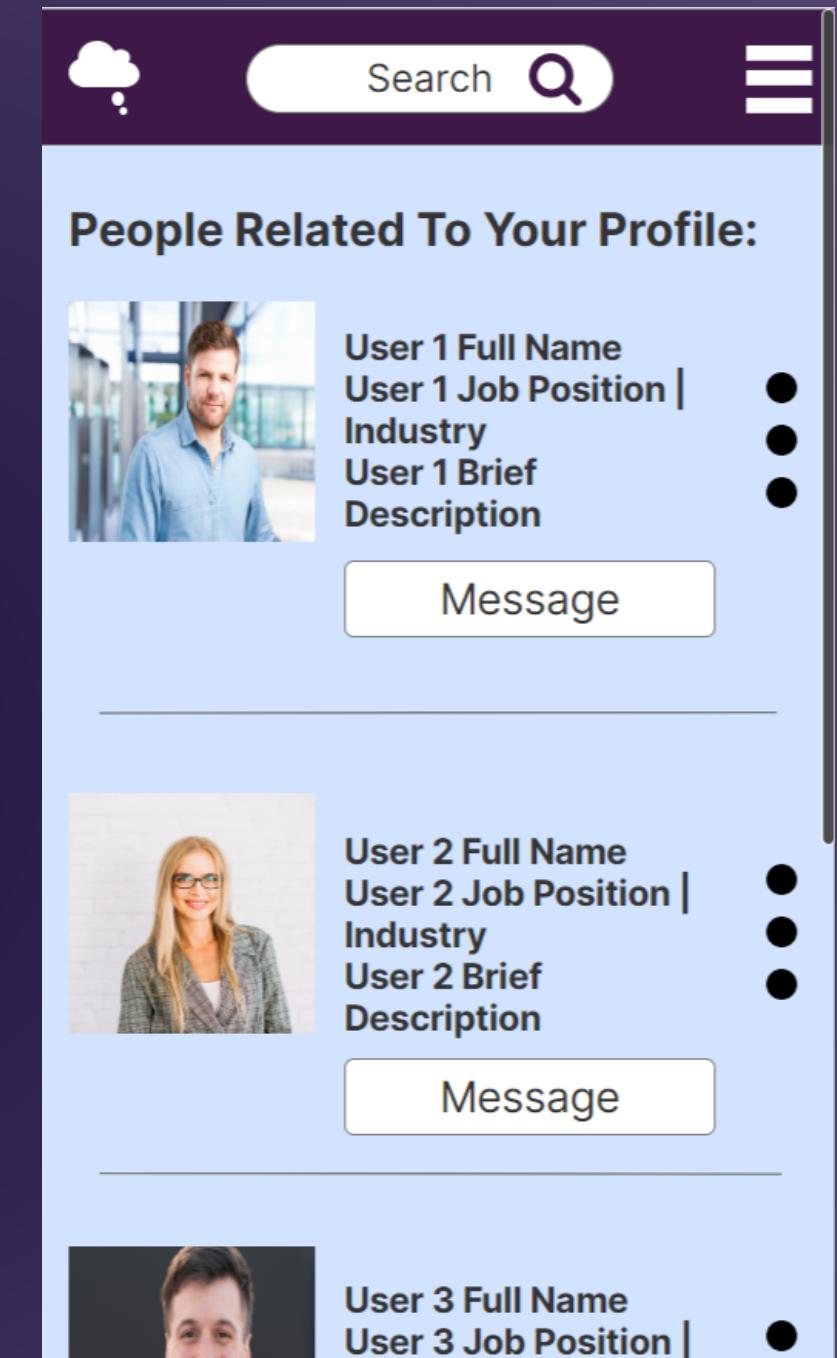
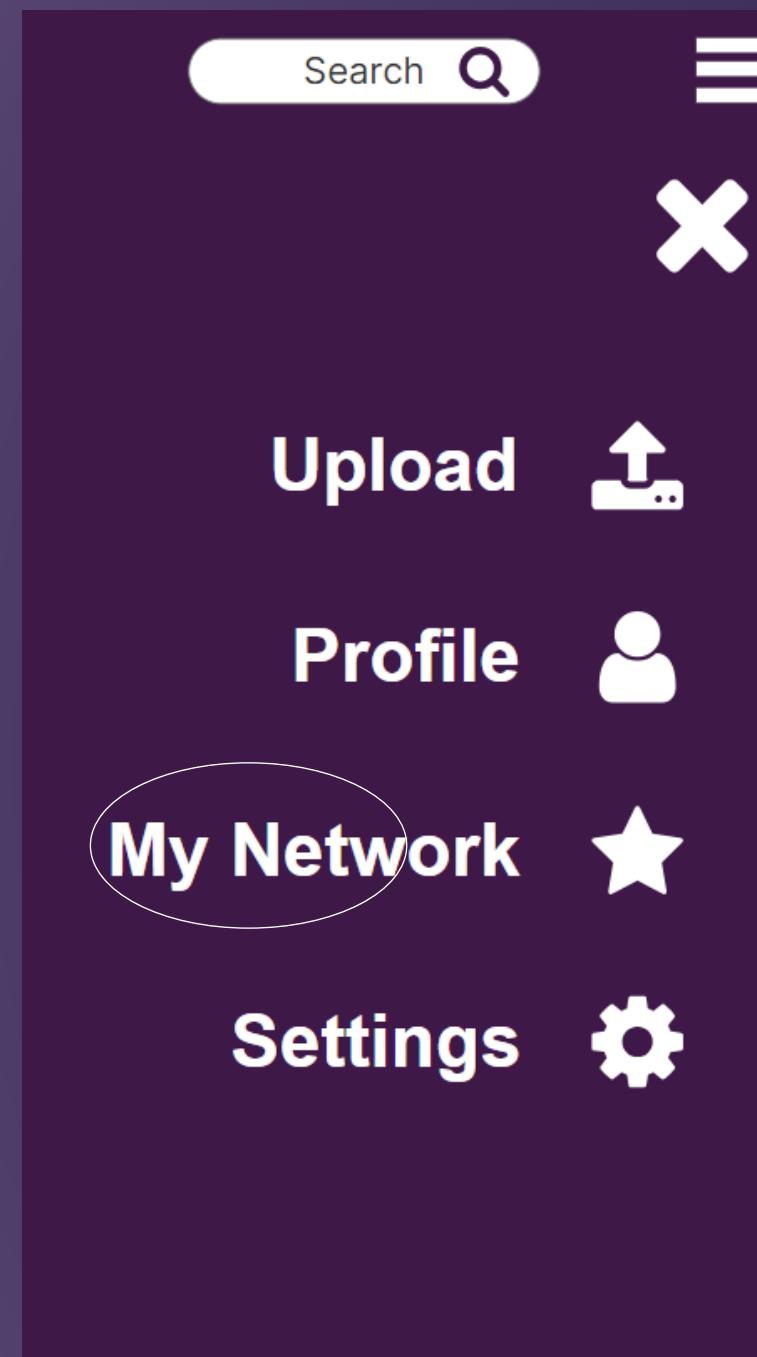
- Separate CTA for Upload feature, User Profile feature and Network feature.



- User Logs In
- Discover Page Added



- User Profile Page
- Discover Page Added
- Preview Page
- Multiple platforms to share work



- Networking feature

- View and engage with profiles in specific niches.