

# THORVE

DESIGN BRIEF

# Why thrive ? The essence

---

Thrive was built to encourage people to take action in their passion.

Whether it is a personal talent or business orientated goals. Talented people with a desire to share their work and business-owners with a desire to make their venues grow could benefit from one another and help each other to move forward towards their dreams.

This is what drives our company's brand to create an inspiring community full of opportunities.

With the right services and help provided by our company, we want to remove obstacles on the road towards the goal of these people

The essence of our purpose is to help people to follow their dreams and this should be the guideline for our external communication.

This is done by focusing on the opportunities and inspiration that arise with connections.

Our Goal is to be perceived as a reliable, professional and inspirational community.

Therefore, we chose blue to show our loyalty, confidence and our business oriented mind.

The second color we chose is orange. It is a color perceived as adventurous and used for social communication; through this color we want to emphasize our purpose of keeping people motivated to follow their dreams.

We decided to use complementary colors to enhance the base of our project, where different people that might seem opposite, meet and complement each other.

Additionally, our colors have lower saturation to achieve softer and friendly approach rather than an aggressive one.



# Target audience

---

We have two different target groups - both of which we identify within our company.

Possible issues with this branding strategy, could be the fact that we have to target two groups in two different ways but still emphasize our one overall purpose.

For that same reason, we try to implement both user groups in our visual identity.

Persona 1:

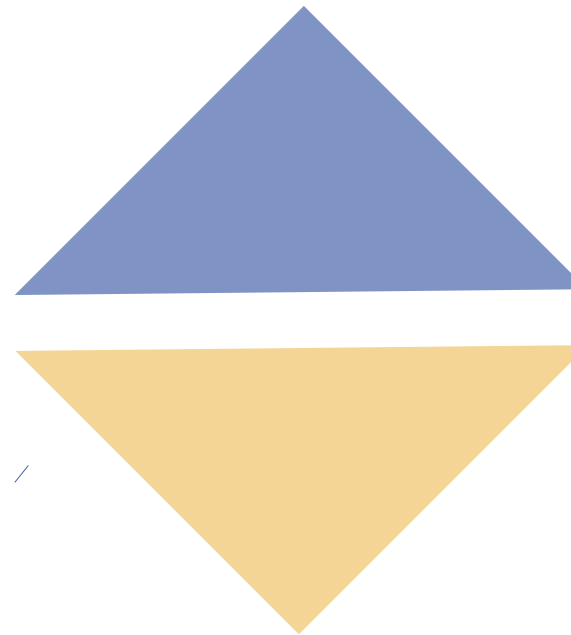
Demographic facts: 18-35 years old, asexual, urban, renting accommodation, full time occupation

Personal facts: Has a passion/talent and has a desire to share it. Would like to have its passion as an income. Active online with social media and artist platforms, Has a low to moderate budget, Sensitive and sympathetic

Persona 2:

Demographic facts: 1-10 years old businesses. Venues. Urban based. Asexual. One owner businesses.

Personal facts: Has an interest in being a host and having new events. Improve their branding/image through event making. Will find it useful to use a platform, that helps them get in contact with artists, entertainers or workshop lecturers to arrange events together. Conscious of their budget.



# Company values

---

## Reliability:

Professionalism is key of us, and for us this is only achieved through reliability. It's important for us, that we are reliable, for the best way to achieve our goals.

## Community:

The community is our backbone - our user base. Therefore, this is really important for us to cherish, be a part of and maintain. A strong community equals a strong company.

## Quality:

Two words: High Quality. This is our mantra at Thrive. We believe through high quality we can create the best parameters, and though that achieve the best possible outcome.

## Connection:

We want to connect; we are a social company with connections as our main focus. We will connect, we will reach out, we will help.

## Inspiration & encouragement:

Inspiration awakens us to new actions, so we want to encourage talented people to act.



# Stakeholders

---



# THORVE

DESIGN PROGRAM

# THRIVE

Per Mollerups taxonomy  
for trademarks/logo:

- Metaphoric named
- Letter marked



## THRIVE

THRIVE  
a b c d e f g  
h i j k l m n  
o p q r s t u  
v x y z

# THORVE

BRAND GUIDELINES

---



# LOGO

---

Visual puzzle connection, strong motivational word  
Is a symbol and identifier for Thrive.

Joining two shapes together we create something new.  
The word Thrive represents our company and the community which we want to build. The two similar but opposite shapes represent two users becoming a part of our community when they find one another and help each other thrive.

Our logo has great visibility with it's sans-serif monotype font and strong body, as well as simplicity with binary colors.

For that same reason our logo is also easily applicable on all media screen and prints - both on paper and vehicles.

Its iconographic simplicity emphasizes a professional graphic excellence with a proper decency and likability. Additionally, the style of the logo is timeless.

The logo's tone of voice is modern, serious and motivational which strengthens its holding power.

The use of English language widens its audience.

Our logo uses blue and white colors but can easily be transformed and readable for black and white production when needed.

The logo has a solid “buy-me” effect but is still competing with other companies such as Meet-up, Eventribe and StartupWeekend.

Use of white logo on darker backgrounds, and space around the logo



The logo should always be aligned with the layout.



# TYPOGRAPHY

---

Roboto is a neo-grotesque sans-serif typeface.

The font has a dual nature. It has a mechanical skeleton and the forms are largely geometric echoing our geometric logo and symbols.

At the same time, the font features friendly and open curves. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Archer pro is a slab serif typeface.

This font is usually used in banners and advertisements, because it's well-mannered, easy to work with, and inviting to read, historicly used on poster for bands, and artist exhibitions.

Which is gain in sync with our project and purpose.

A B C

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

UPPERCASE

LIGHT & **REGULAR**

---

**ROBOTO**

Use for titles in UPPERCASE

A B C

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Book & **Semibold**

---

Archer pro

Use for body text

# COLOURS

Dark blue is used for all body text

Light blue is used for background and supporting brand elements

Orange is used for large size text only as well as background and supporting brand elements

Black and white is use for all pictures used for our brand

Use colour sparingly and effectively.

Avoid using the lighter colours for small text as it's difficult to read.



LIGHT BLUE

On Screen (RGB)  
R71 G98 B171

Print (CMYK)  
C80 M62 Y0 K0



DARK BLUE

On Screen (RGB)  
R45 G46 B104

Print (CMYK)  
C98 M93 Y26 K14



ORANGE

On Screen (RGB)  
R240 G195 B104

Print (CMYK)  
C7 M25 Y67 K0

VOLOREPU DITIONEM NOBIT  
RAE ES QUE NUSAE

Qui re laut dolorruntemo tora cum res  
audist aditae quae nis aute et rescipsum il  
magnihl liaest magnis delibeat fugiat.

Axim nonsectem am, ipsam eat faccabore  
consequam fugiati stincia nditis et  
evenihillore odisto diassimus enditasimet  
venis ad moluptat eveniet im faccum  
nonsed quatem ex et periate volore, cus  
ab ist pre voluptissi di to ipsanti oreium  
dolumquaerum re culparc hiliquo ditibus  
sequi ut verio. Utem quiae sed eos eaquo  
cus dio estiassus, totassitiur, autemquam,  
endigenimus minverovid

VOLOREPU DITIONEM NOBIT  
RAE ES QUE NUSAE

Qui re laut dolorruntemo tora cum res  
audist **aditae quae** nis aute et rescipsum il  
magnihl liaest magnis delibeat fugiat.

Axim nonsectem am, ipsam eat faccabore  
consequam fugiati stincia nditis et  
evenihillore odisto diassimus enditasimet  
venis ad moluptat eveniet im faccum  
nonsed quatem ex et periate volore, cus  
ab ist pre voluptissi di to ipsanti oreium  
dolumquaerum re culparc hiliquo ditibus  
sequi ut verio. Utem quiae sed eos eaquo  
cus dio estiassus, totassitiur, autemquam,  
endigenimus minverovid



BLACK & WHITE

On Screen (RGB)  
Ro Go Bo

Print (CMYK)  
Co Mo Yo K100

# BRAND PROTECTION

---

## SUPPORTING BRAND ELEMENT

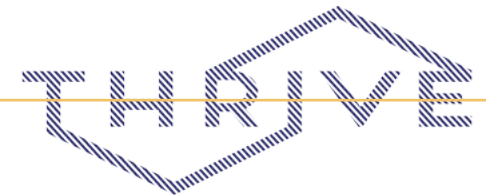
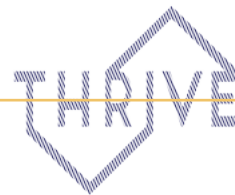
Our supporting images are mainly in black and white. However user generated content can be in color.

The shapes used to support our identity are geometric, sharp and mainly triangular.

We are also playing on opacity with overlaying colors and images, opacity should never be lower than 45%.

The logo must not be colored with a colour outside our palette.

The logo must be transformed only keeping the right proportions.

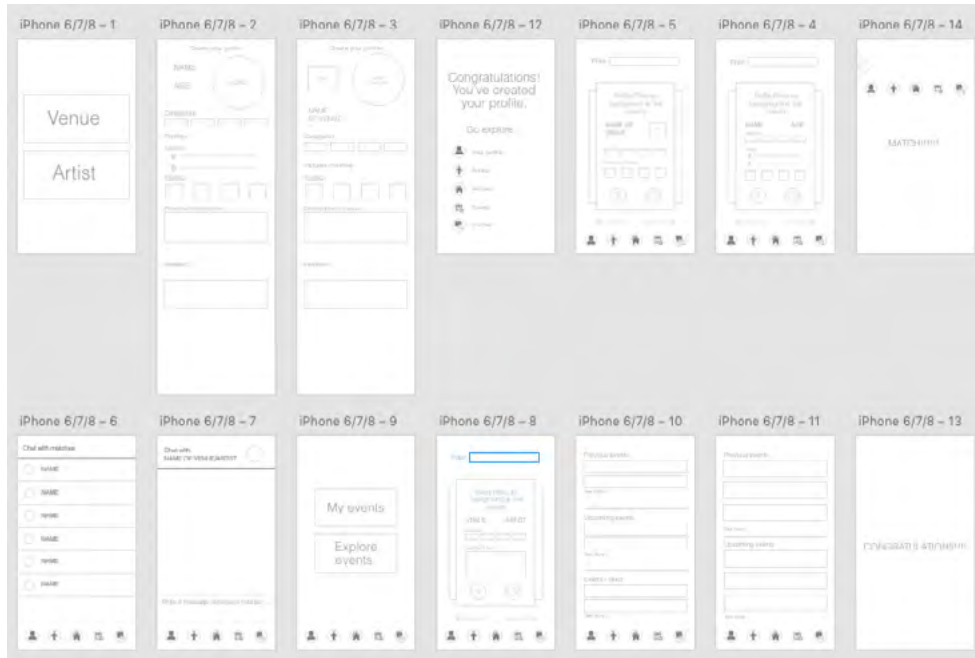


# THORVE

SKETCHES, TESTS  
& PROTOTYPE

---

# PRETOTYPE & WIREFRAMES



# USABILITY TESTING Persona n0.1

---

Test persons: 8 prospective users (the artists)

Age: 21-33

Method: Think-Aloud Testing

Problems and errors identified:

6 out of 8 participants didn't realize that if you're an artist you should press "Artist", they thought that you have to press it if you are looking for an artist.

4 participants mentioned that "create a portfolio" page looks like it is created for the web. For the app we should use form fields, because otherwise it's annoying and inconvenient to create a portfolio on the mobile.

The navigation was clear and easy to follow, except the "Venues" button (it looks like a homepage icon). Participants were bothered that the menu is not fixed, and they always have to scroll to see it. Also, they wanted to be the words clickable as well, not only the icons.

It wasn't clear for the participants what will happen if they press the "X" button on the venue. Will it disappear forever from their lists? If so, they don't want that option. They may be interested in the venue later and want to keep it.

The page with the "Creative Match" wasn't totally clear for mostly all of participants. They were confused what is going to happen next. Firstly, not all of them understood, that they can click on it. Secondly, what does "Creative Match" mean. So they just pressed it intuitively without any clear expectations.

The most unclear section for everyone, was "Events" section. People couldn't say the actual difference between "My events" and "Explore events". There were all kind of answers of what it could be, but no one said it right. Moreover, they were missing the difference between "My liked events" and "Upcoming events".

Missed options:

A short introduction to the app on the first page (what is it all about).

The "sign in" option, in case the participants have a profile already (the only option was to create a profile). With the "sign in" option a person could go directly to the menu.

Google maps on the venue page.

Most valuable options:

Chat with the venue – "quick and easy".

Matching option – "it saves time. I don't try to reach the venues, which are not interested in the performers like me and focus on the interested ones".

Categories – "I can see where I can fit with my type of art".

Unnecessary options:

Artists section – participants (the artists) are not interested in seeing other artists, they want to see only the venues.

The 1st page with just a logo on it – "an extra useless click".



# USABILITY TESTING Persona n0.2

Test persons: 4 prospective users (venues)

Method: Think-Aloud Testing

Problems and errors identified:

3 Venues didn't think the create profile page for venues was professional looking, they wanted it to be more diverse than the artist page.

The overall maneuverability of the app was clear.

They had some trouble deciphering the icons. fx. our Find Venue/ Venue button looks a lot like a "home" button.

And when asked to go back to their profile, they all pressed this icon.

It was unclear to all of them that the Event will be planned by themselves in the message part, where they chat with their potential artist/ performer.

They thought the "look for events" part was unnecessary for the Venues. They would rather have an option where they could see more of the artists they were interested in.

Because they didn't see any reason for them to browse other events as a venue.

Missed options:

An easier way to see the artist work, fx. a small video when browsing the artist page. They wanted it to be more simple to browse their work.

Google maps on the venues page.

A way to chat with not matched artist.

A "my liked Artists" page / option.

Most valuable options:

Chat with the artist was good looking and simple to use.

The "tinder" approach for matching up, was clear and simple.

Easy way to find selected artist in the selected fields. (categories)

Unnecessary options:

Browse upcoming events.

Look for other venues.

