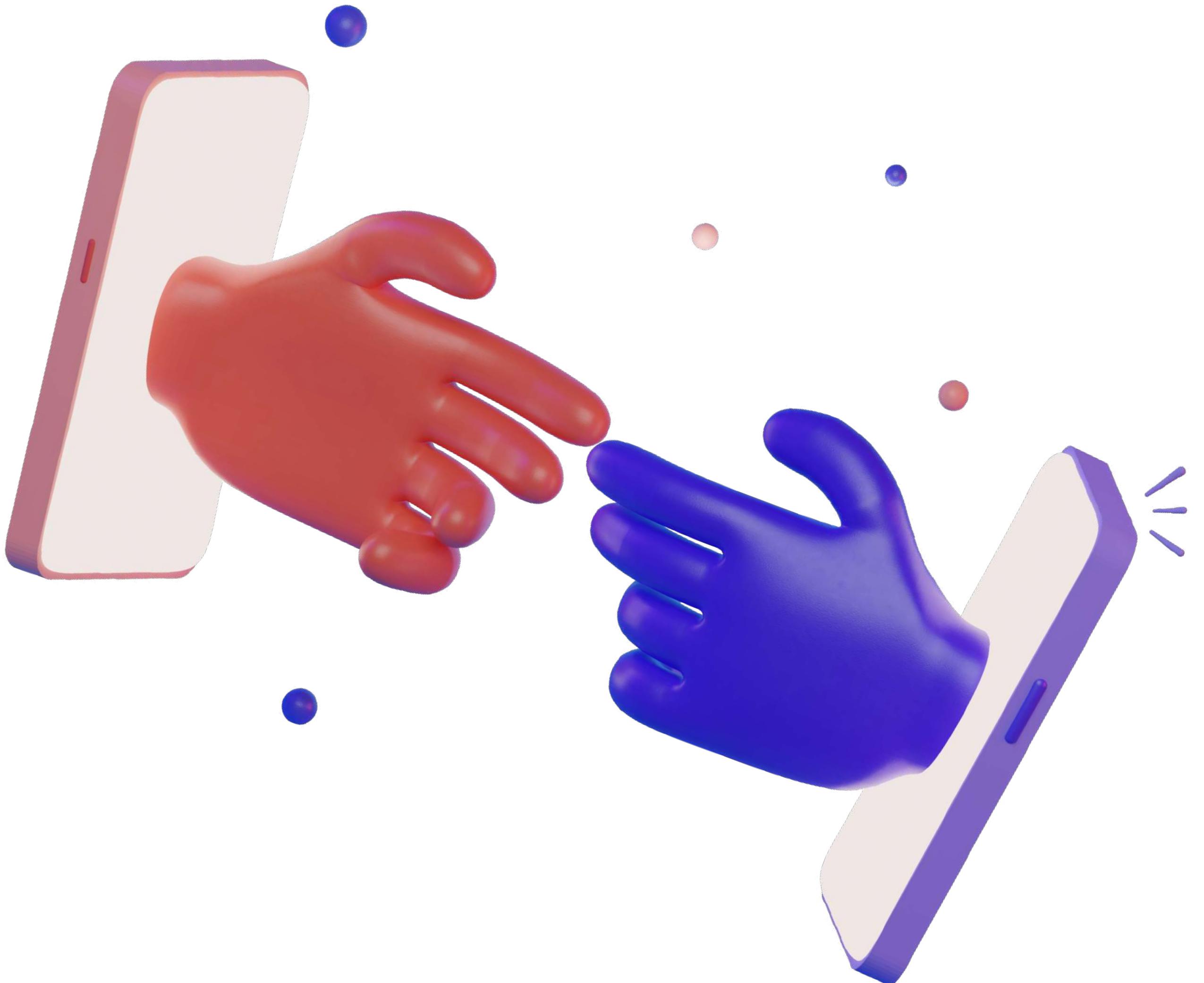




# Collab

Creative community  
case study for  
collaboration



[Shambhavi Palni](#)



# Context

## Project Overview

Collab is an online platform for creators to collaborate, to connect with a broader community of creators who are up to collaborate.

With a specially dedicated interface, the app will help potential collaborators combine their skill sets and content to create additional value for their existing audience and expand their individual reach.

## My Role

**Sole Product designer**  
responsible for determining the overall design direction of the project

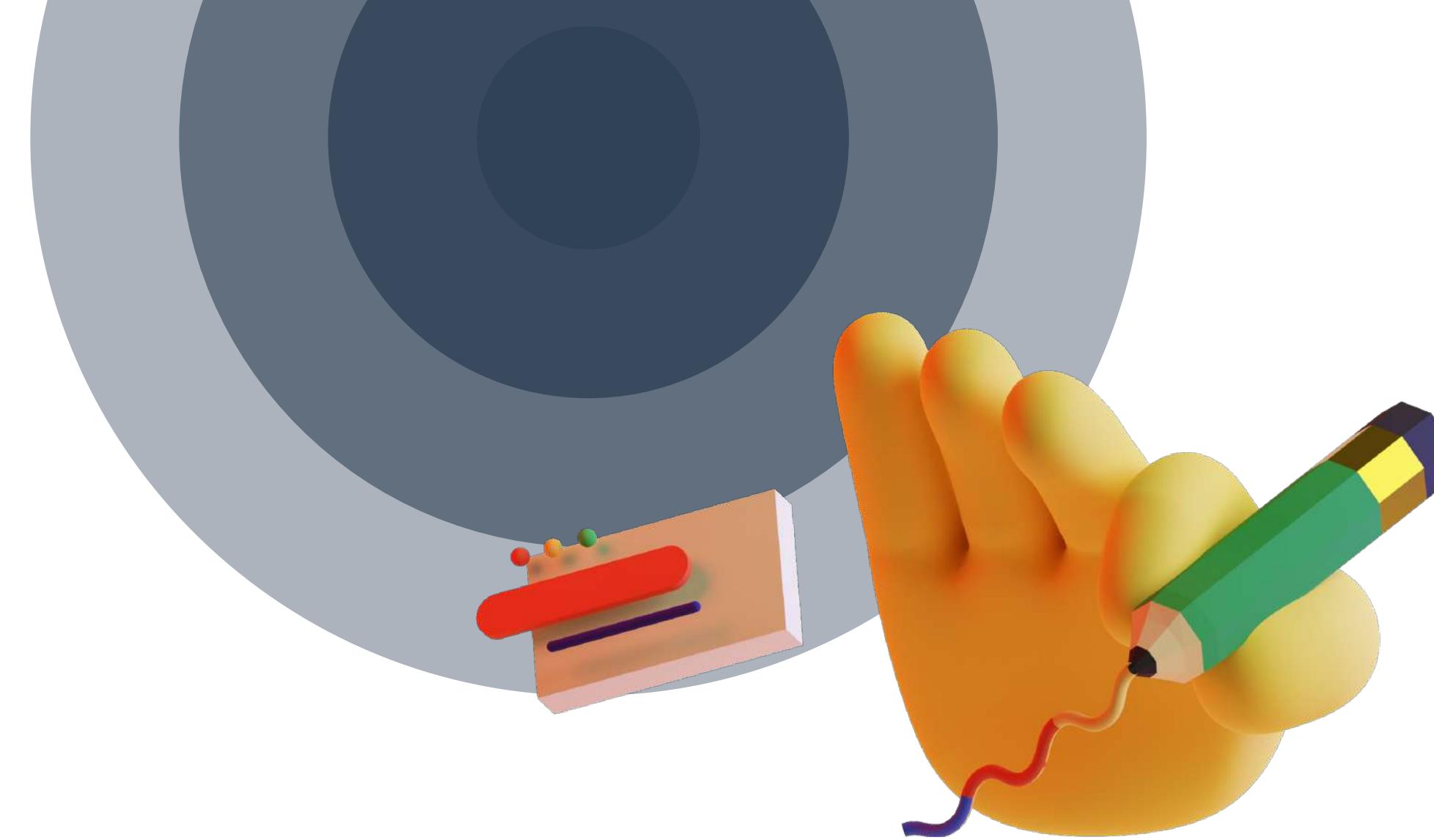
## Project Duration

1 month, June 2023-July 2023





# The Problem



## Problem Statement

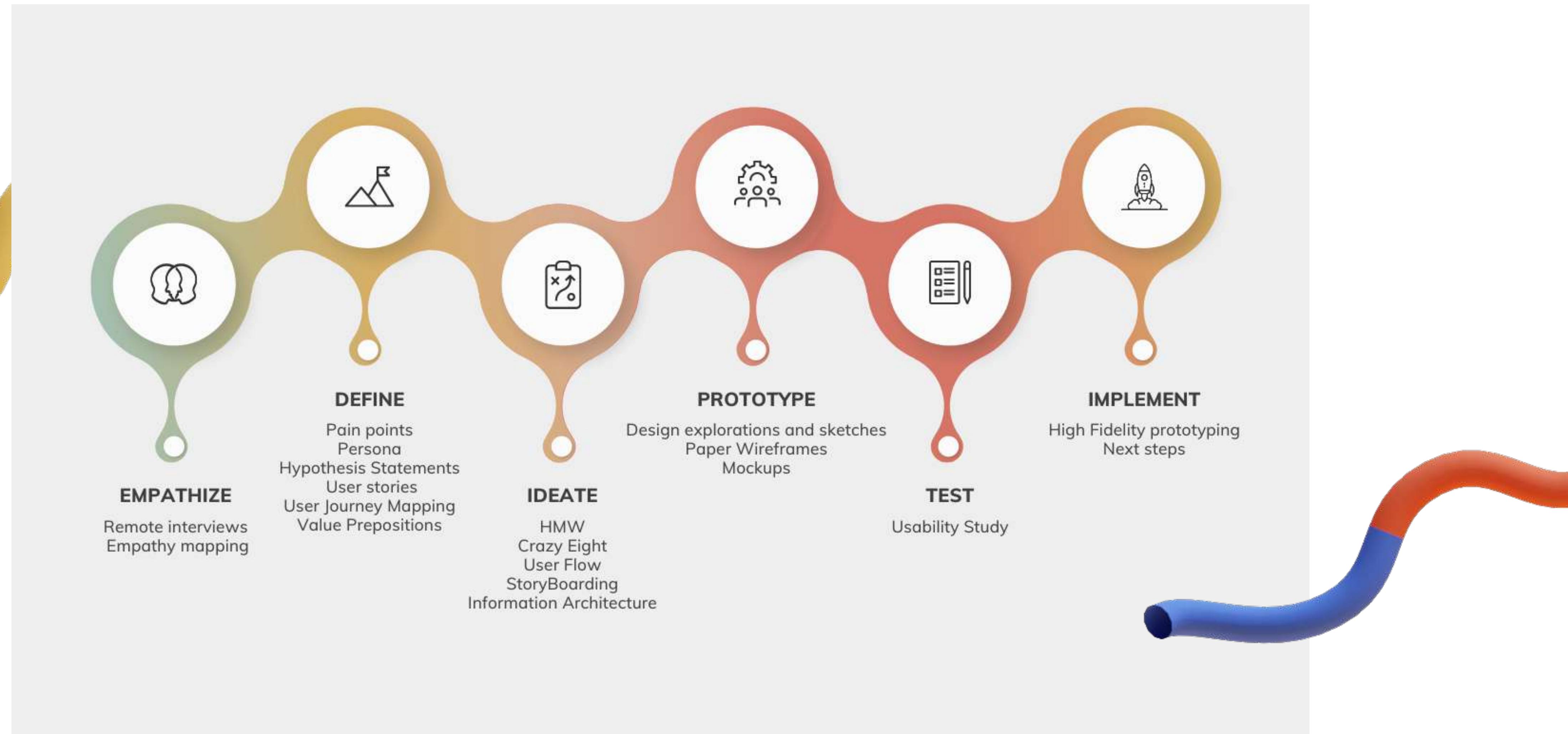
Difficulty and time consumption in going through various profiles without any assurance if they're even willing to collaborate.

## Goal

To prepare an application for creators who're willing, able and open to collaborate and make it easier for them to reach out and connect to each other, as and when required.



# Process Followed





# Generative Research

## Discovery Sessions

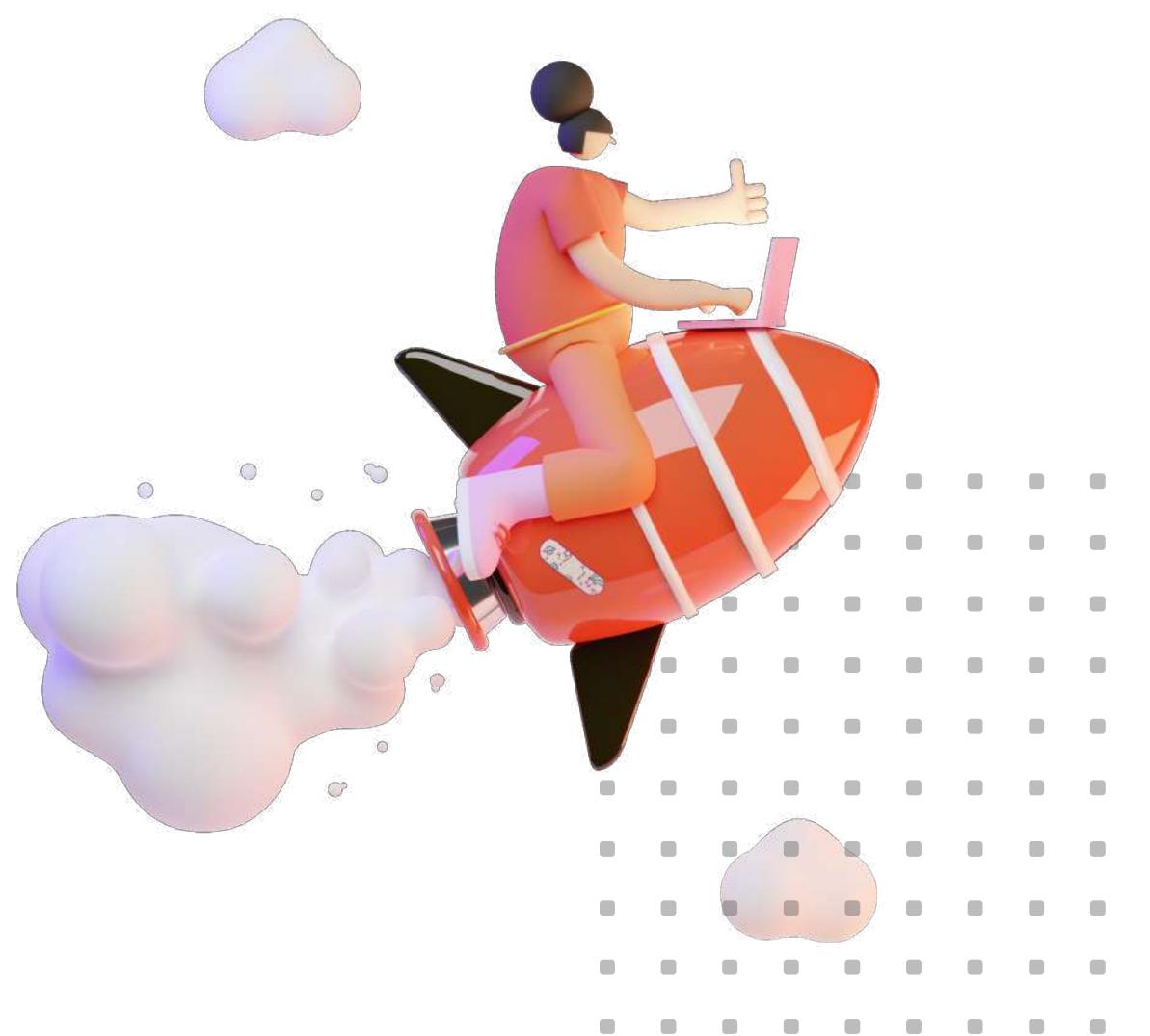
Remote Interviews with users to understand context, needs, goals, behaviors, & pain-points

## Secondary Research

Secondary research to understand business, competitors, similar solutions, etc.



# Discovery Sessions



## What?

Conducting generative research by lightweight discovery interviews with the users.

## Why?

To understand and discover: Goals, Systems, Constraints, Challenges, User Persona, End Goals, Pain Points, User Stories and User Flows

## How?

Conducting remote and in person 1:1 interviews with 8 participants.

## Who?

- 18-32 yrs old
- Collaborated in the past
- Technically Sound



# Questions

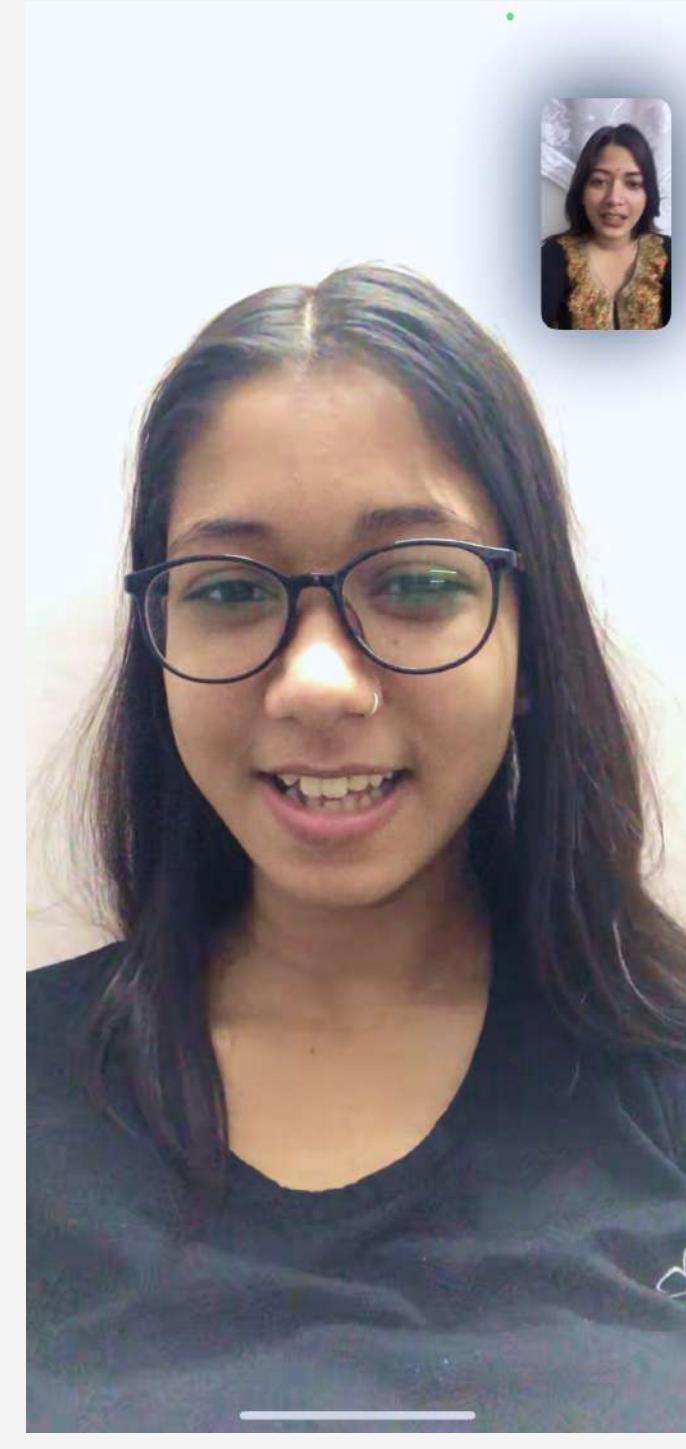
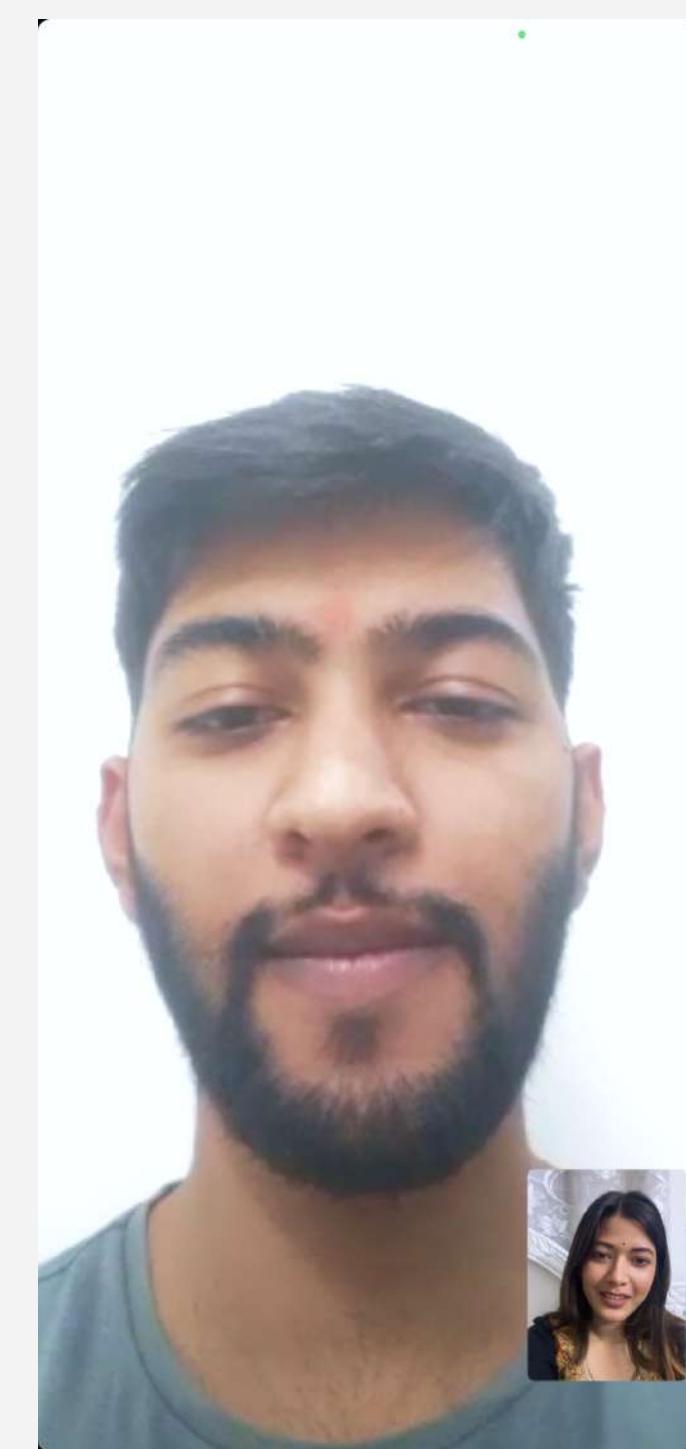
# Interviews

How often do you reach out to a creative specialist for collaboration?  
When you do, what is your motivation for doing so?

Can you provide me with abit more insight into the process you follow to collaborate?

Is there any way in which you feel these challenges could be resolved?

What challenges do you face in this whole process? How does this make you feel?





# Pain Points

The image shows three separate mobile phone screens displaying messaging conversations. Each screen has a different background color (black, white, and light blue) and shows a different user interface for messaging.

- Screenshot 1 (Black Background):** A user messages another user about a potential paid collaboration for a shoot. The message reads: "Hello ma'am, I'm searching for a model who can do a shoot for a label/brand. Went through your profile and found it is perfect. Can you please tell if you are interested, then I'll tell everything in detail. It will be a paid shoot."
- Screenshot 2 (White Background):** A user messages another user, starting with a smiley face emoji and a heart emoji. The message continues with a series of questions and statements about a paid collaboration involving makeup beauty courses.
- Screenshot 3 (Light Blue Background):** A user messages another user about a Christmas food festival. The message includes details about the event dates (24th, 25th & 26th of December) and a request for collaboration promotion. It also asks for contact details for follow-up.

Time consumption in searching and contacting people to collaborate

Cannot sort & filter people as required eg. location, specialization

Difficulty in accessing the work of the individual reaching us out to collaborate

Limited reach to people/limited sourcing

Difficulty in knowing availability of people for non-paid collaborations

increased delay in communication if there is seniors' involvement

Little to no replies especially when contacted through social media platforms

Chances of spams & abusive languages



# Empathy Mapping

To empathize with the users interviewed, empathy maps were made

## Says

- “It proved quite difficult for me to find a fashion photographer in my city when I first started off in this line; and even when I did it was just sort of a compromise because I couldn’t find other”
- “There were photographers who just wanted to take in work regardless of the genre”
- “I skip DMs of people asking to collaborate when I can’t spare time or the same”
- “My dad used to take me off for shoots because I was working with complete strangers”

## Thinks

- Considers it next to impossible to find good fashion creatives in her town
- Finds it difficult to search for locations for outdoor shoot
- Thinks of finding and approaching for collaborations as a very slow process



## Does

- Content Creator, creates content based on fashion & lifestyle
- Has started her own venture lately
- Collaborates with creators when she can

## Feels

- Nostalgic Remembering she was unable to find people who were up to collaborate
- Sad it took her a total of three years to finally get a good collaboration



# Personas



**Rahul Singh**

Fashion & Lifestyle Photographer

28, Patna



*"I want to build with everyone, so that I can produce better and reach a wider audience"*

-Rahul

## Pain Points

- Unable to find more fashion models available in his city for shoot
- Time consumption in approaching people for collaboration & waiting for their revert
- Involvement of Project heads causing more delay in finalizing & approving the models & artists

## End Goals

- Reduce time required in the selection process
- Optimize financial negotiation processes
- Consistent and timely project opportunities
- Streamlined processes
- Efficient demand and supply tracking and management



# Hypothesis Statements & User Stories

To get into the shoes of the users, hypothesis statements and user stories were made, based on the personas. This played a vital role in making me understand the goals, aspirations, and expectations of the target audience.

## Hypothesis Statement

### Rahul

If Rahul uses the app to swipe through various profiles up for collaboration then he can finish his work quickly easily and without any hassle.

## User Stories

### Rahul

As a fashion & lifestylephotographer who has just started off in the industry, I want to quickly and easily swipe through a variety of options available for collaboration in my town, keeping the project head on loop so that I can spend less time looking for potential collaborators and devote more time to other aspects of photography.



# User Journey Map



| Action                    | Trigger  | Discovery  | Contact   | Revert   | Iterate   |
|---------------------------|--|--|---|--|---|
| TASK LIST                 | <p>Tasks</p> <ul style="list-style-type: none"> <li>A. New collection up/</li> <li>B. Lookbook/</li> <li>C. Editorial/</li> <li>D. Advertisement</li> <li>E. Social media</li> </ul>                 | <p>Tasks</p> <ul style="list-style-type: none"> <li>A. Search through social media apps.</li> <li>B. Use hashtags to narrow down the search results.</li> <li>C. Shortlist the desired.</li> </ul>                   | <p>Tasks</p> <ul style="list-style-type: none"> <li>A. Reach out to the potential collaborators via DMs and/or email explaining the project and the deliverables.</li> <li>B. Wait for their revert.</li> </ul>   | <p>Tasks</p> <ul style="list-style-type: none"> <li>A. Communicate about the ones who agreed to collaborate to the project head.</li> <li>B. Asked to search for more.</li> </ul>            | <p>Tasks</p> <ul style="list-style-type: none"> <li>A. Keep the project head on loop.</li> <li>B. Repeat the process until all agree.</li> </ul>  |
| FEELING ADJECTIVE         | <ul style="list-style-type: none"> <li>Excited to take up a new project</li> <li>Curious and enthusiastic to work on his skills</li> <li>Has a new comprehension of the workload required</li> </ul> | <ul style="list-style-type: none"> <li>Decisive to browse through the options</li> <li>Anxious about finding someone as desired</li> <li>Discretionary, subjective and unsure of the shortlisted creators</li> </ul> | <ul style="list-style-type: none"> <li>Anticipatory about connecting to the creators</li> <li>Anxious about them agreeing to his proposal</li> <li>Frustrated by the delay due to their late replies</li> <li>Weighing up pros and cons usually focused around location, money and quality</li> </ul> | <ul style="list-style-type: none"> <li>Optimistic about the chances of project head agreeing to move ahead with the chosen creators.</li> <li>Sad for he has to search over again</li> </ul> | <ul style="list-style-type: none"> <li>Re-visioning previous options.</li> <li>Justifying the choice.</li> <li>Validating internally that is it the right move to make.</li> <li>Keen to work with the creators.</li> </ul> |
| IMPROVEMENT OPPORTUNITIES | Create an app for finding and connecting to creators who are up to collaborate   | <ul style="list-style-type: none"> <li>Include sort and filter options</li> <li>Tailored profiles for personalized customer experience</li> </ul>  | <ul style="list-style-type: none"> <li>When looking for potential collaborators, in the application, include ways to consider agility, for efficient decision making</li> <li>Offer a way to showcase their work</li> </ul>   | <ul style="list-style-type: none"> <li>Offer a way to keep the project head on loop</li> </ul>   | <ul style="list-style-type: none"> <li>Include a rewind option to go back in time and revise the decisions.</li> </ul>  |





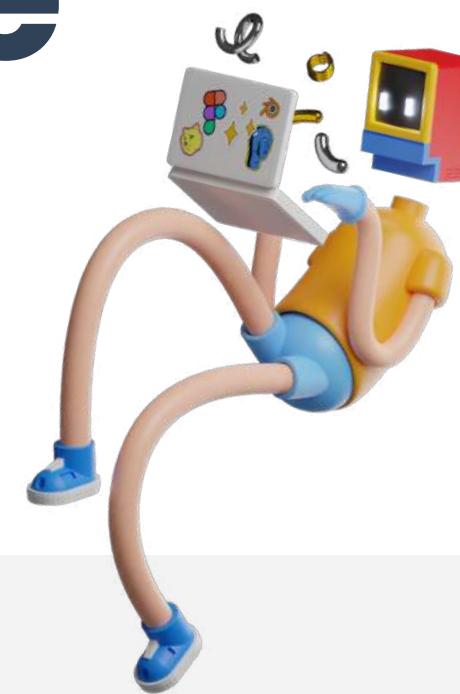
# Value Prepositions





# How might we

For a kick start with ideation,  
HMW questions were written.



---

How might we make finding and reaching out to people for collaboration more interesting and engaging?

---

How might we prevent people from collaborating?

---

How might we initiate collaboration without having to contact them?

---

How might we make it easier for people to approach potential collaborators? How might we filter out collaborators as per our needs?

---

---

How might we make a way for people wanting to collaborate find potential collaborators without needing to have a large network?

---

How might we make the process of finding a potential collaborator less stressful?

---

How might we remove the search process in social media?

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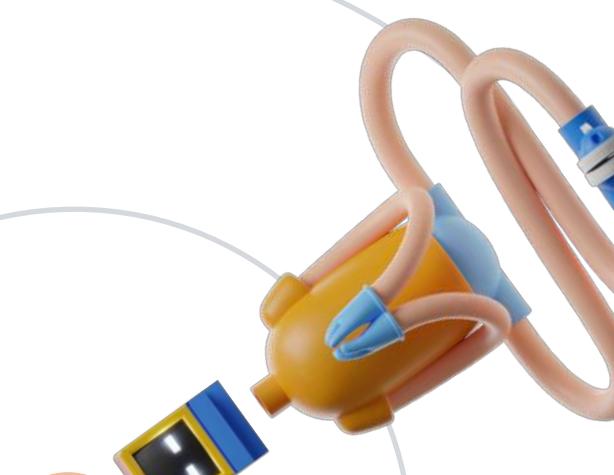
How might we make finding collaborators like finding a partner?

---

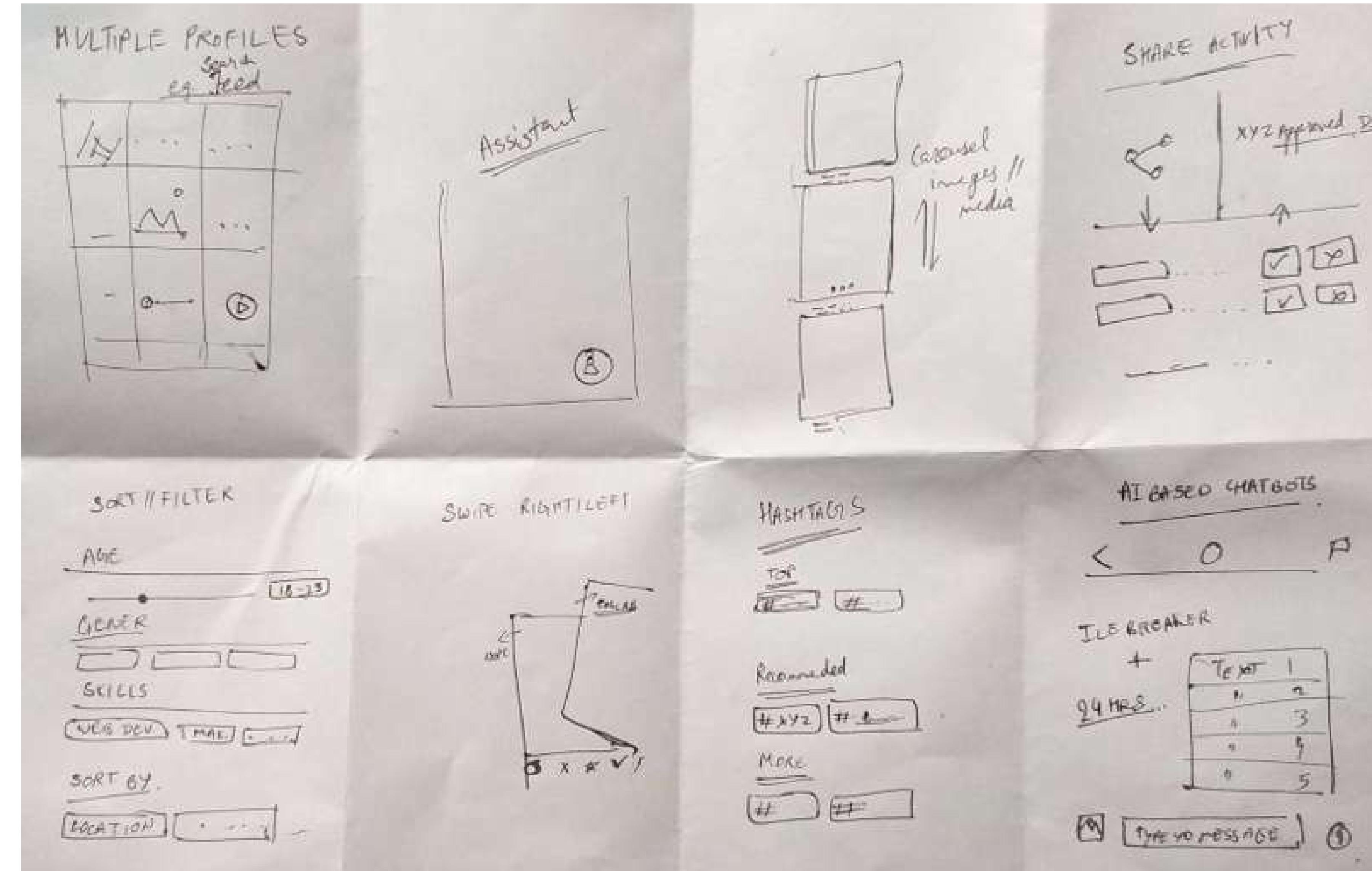


# Crazy Eights

Each HMW question was followed by a crazy eights exercise, which were made along the same lines.

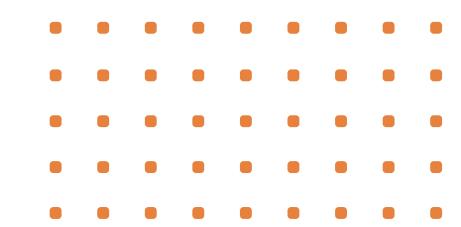
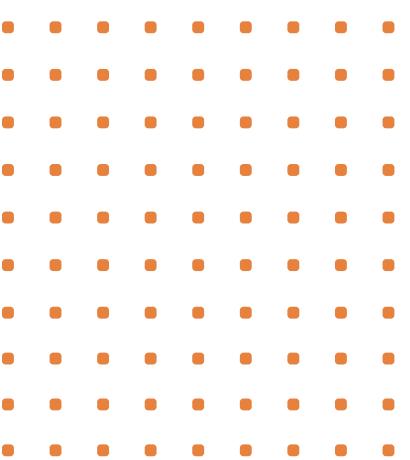


How might we make it easier for people to approach potential collaborators?  
How might we filter out collaborators as per our needs?





# Generated Ideas



01

Introducing GenAI and icebreaker

02

Relevant sponsored posts

03

Managing availability



# User Stories

To outline the high-level features user stories were made.



| A | B     | C                 | D  | E   | F  | G  |                                      |
|---|-------|-------------------|--|---|--|--|--------------------------------------|
| 1 | S.No. | Module            | Sub-module                                   | Features  | Description  | Acceptance Criteria  | Assumptions                          |
| 2 | 1     | User Registration | User Registration Flow with OTP Verification | The system will suggest them to either re-upload the experience/credentials or contact support with CTA's to both | As a new user who wants to create an account,<br><i>I want to register with name</i> | Scenario 1: Successful User Registration<br><i>Given that I am a new user,</i><br>Scenario 2: Failed User Registration (Invalid Credentials)<br><i>Given that I am a new user,</i><br>When the credentials and experience provided are not verified,<br>Then the system displays an error message indicating that we couldn't verify their identity, | The user has selected his profession |
| 3 |       |                   |  |   |  |  |                                      |
| 4 |       |                   |  |   |  | Scenario 3: Resend OTP   |                                      |
| 5 |       |                   |  |   |  | Scenario 6: Account Activation   |                                      |
| 6 |       |                   |  |   |  | Scenario 7: Account Activation Pending   |                                      |

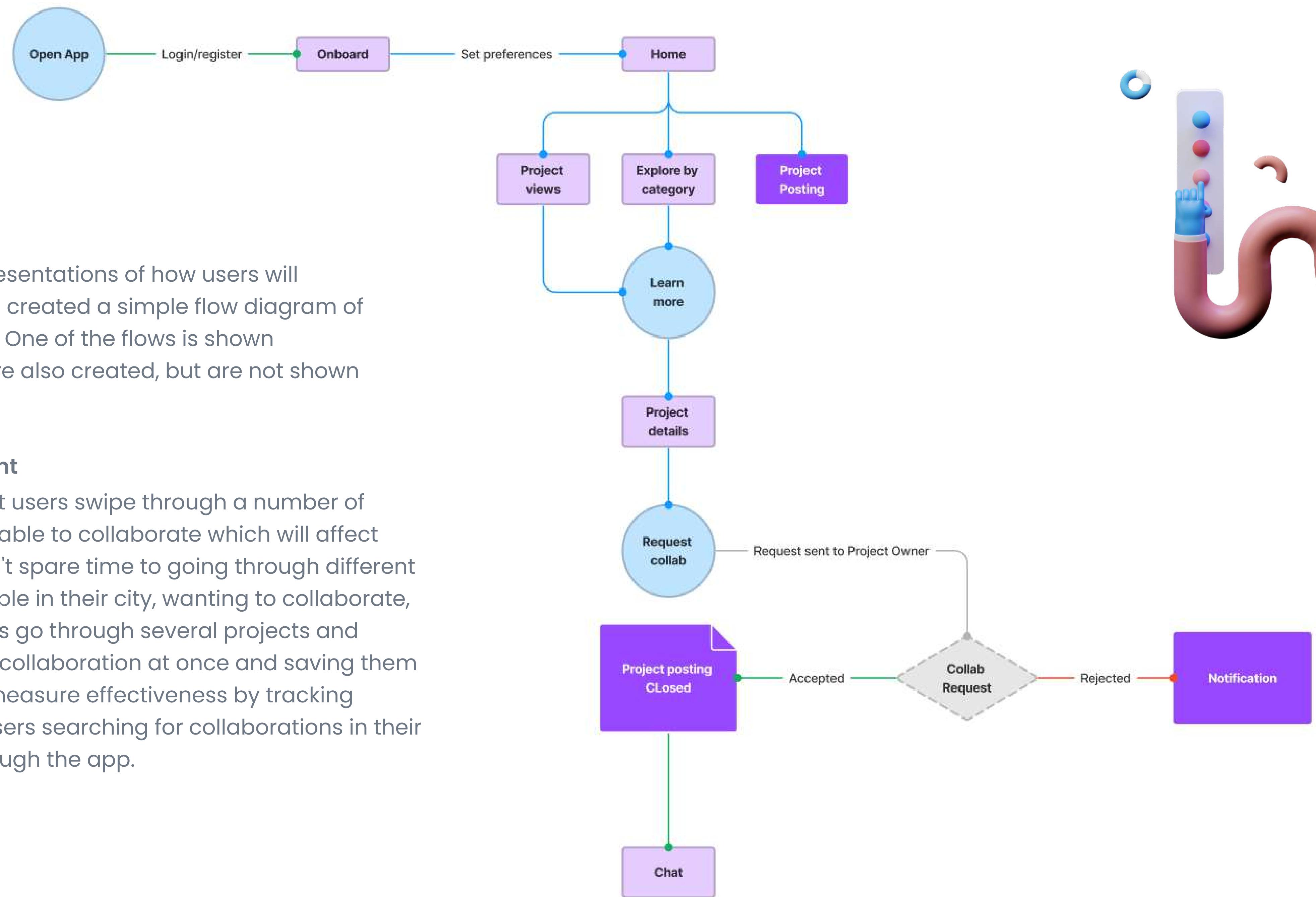
# User Flows

(After Iterations)

To gather more detailed representations of how users will interact with the application, I created a simple flow diagram of the main tasks a user can do. One of the flows is shown alongside. Fall state flows were also created, but are not shown due to space constraints.

## Goal Statement

Our app will let users swipe through a number of creators, available to collaborate which will affect users who can't spare time to going through different profiles available in their city, wanting to collaborate, by letting users go through several projects and profiles up for collaboration at once and saving them time. We will measure effectiveness by tracking activities, of users searching for collaborations in their city, done through the app.

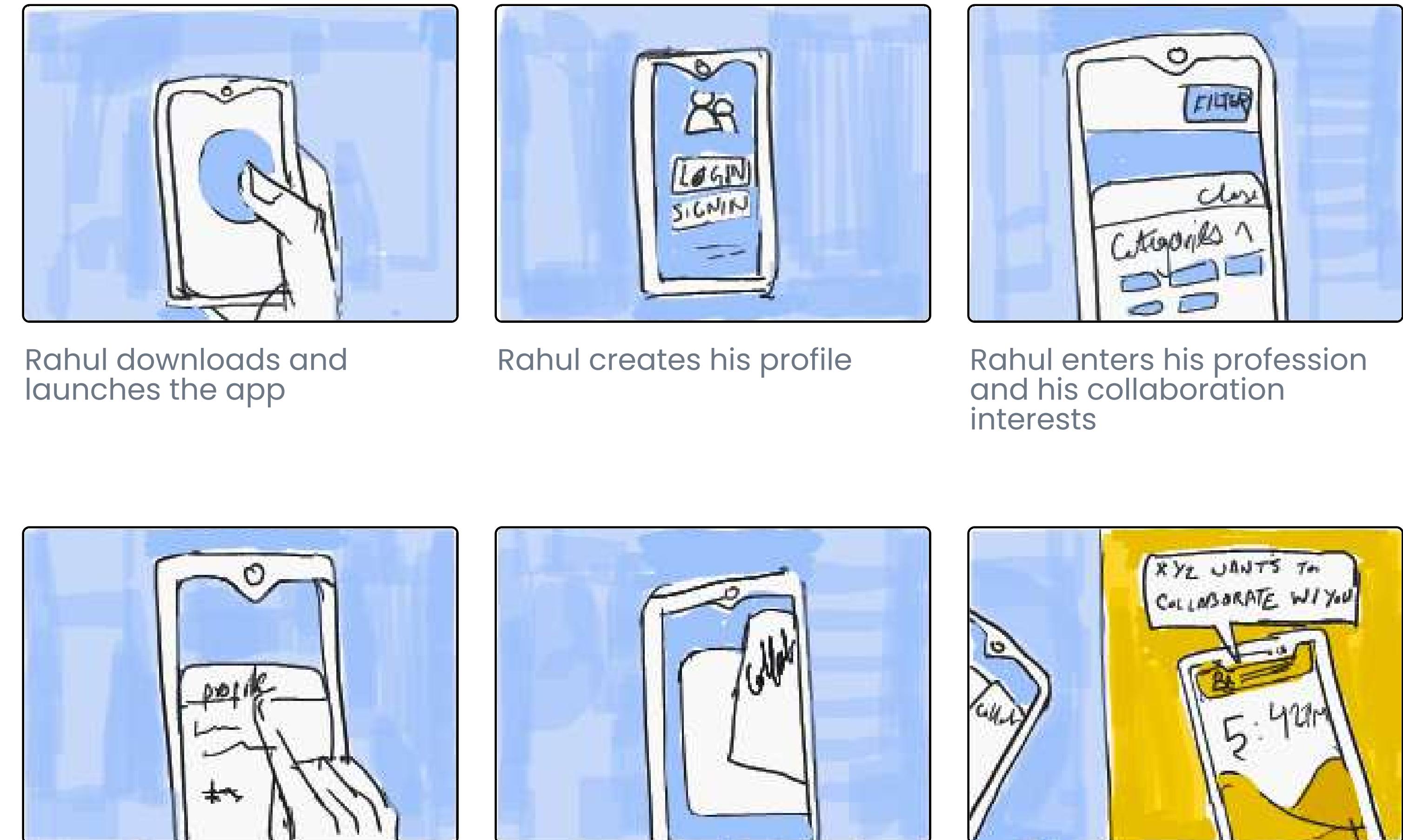




# Storyboarding

(Close up)

**Scenario-** An app that lets users to find potential collaborators, as and when needed



Rahul is presented with various projects based on his likings; views profile and project details for more insights

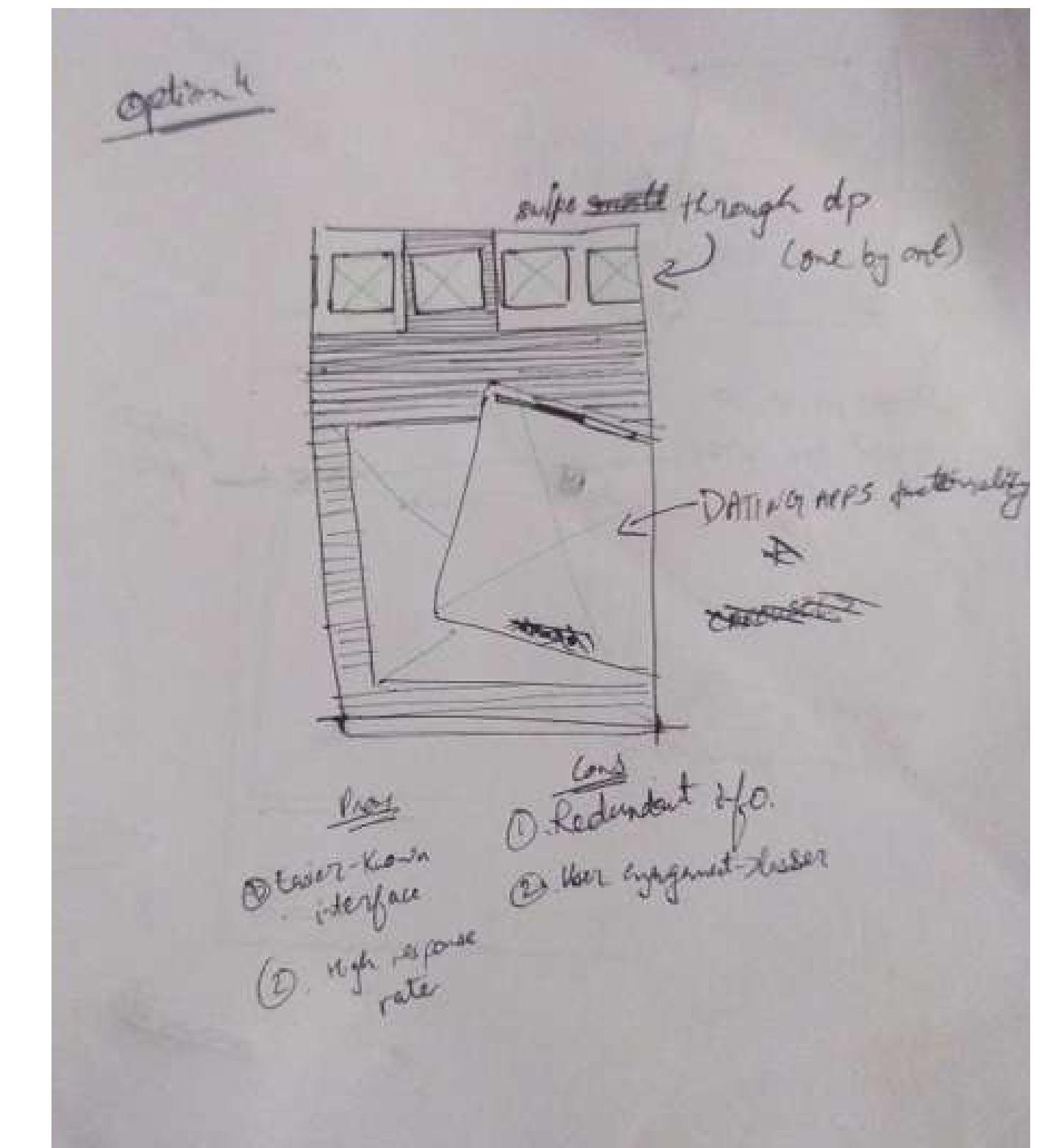
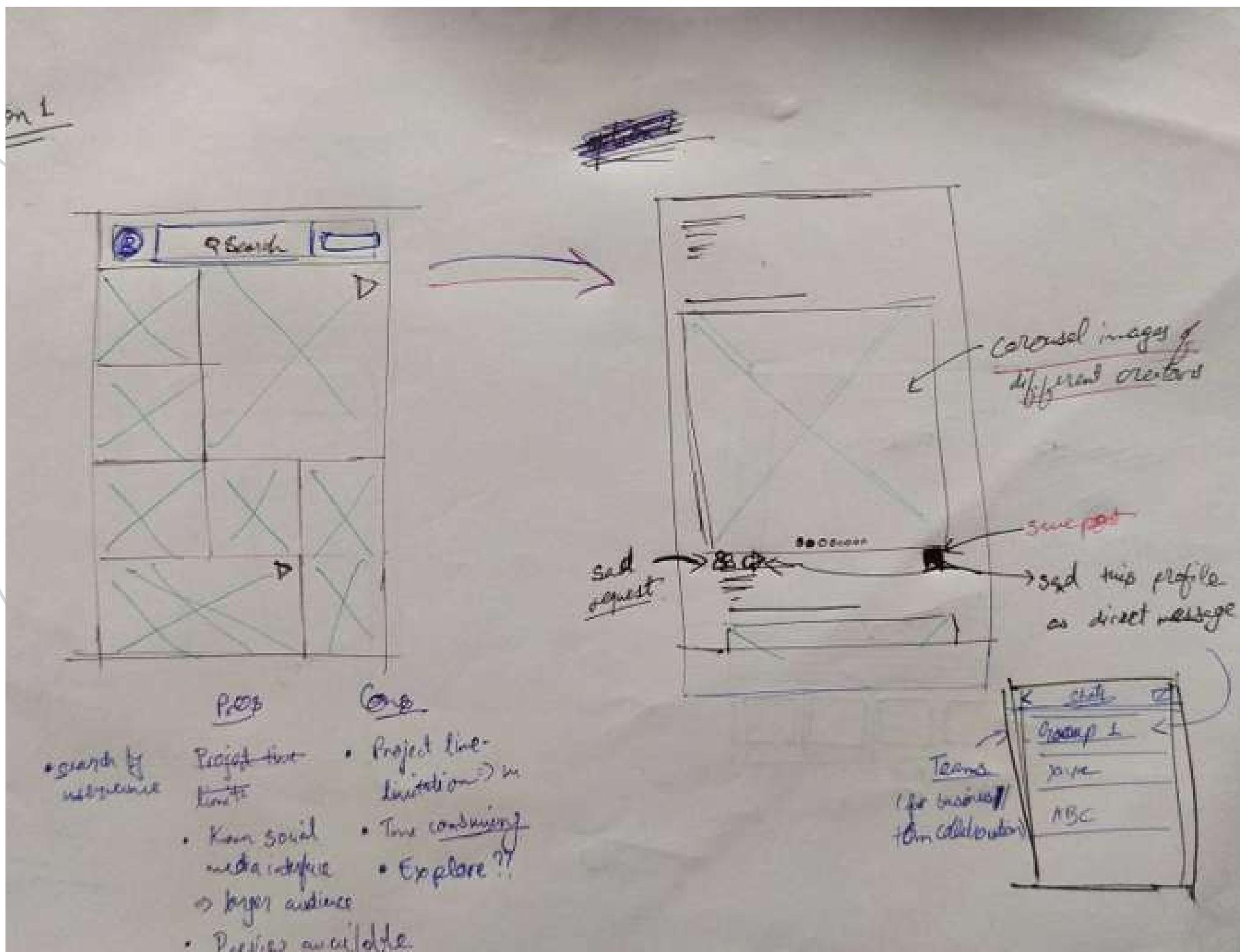
Rahul shows his interest to collaborate on the project

The project owner receives a notification of Rahul's interest to collaborate



# Concept Sketches

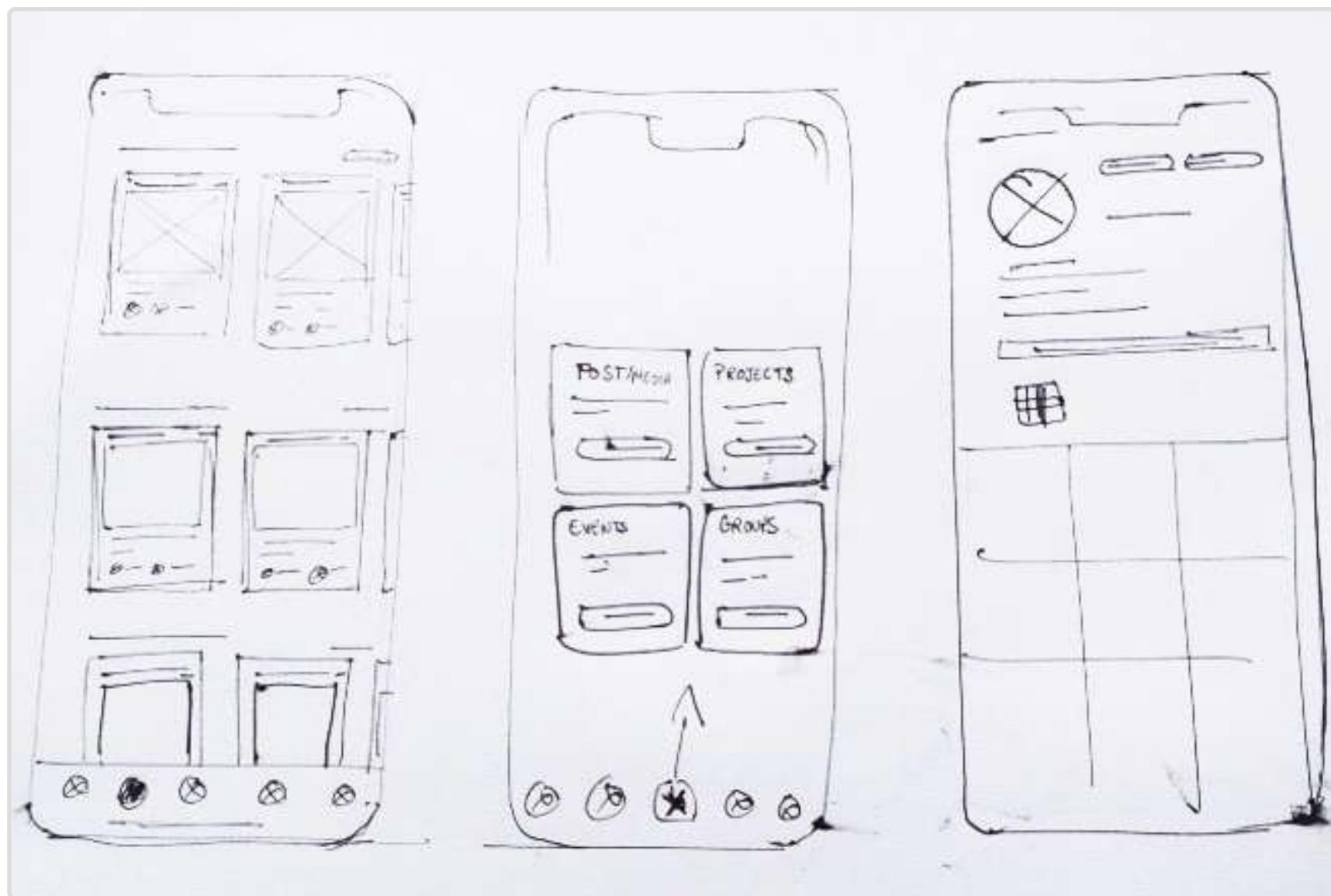
For capturing and refining creative ideas and concepts and to build the visual foundation, conceptual sketching was done.



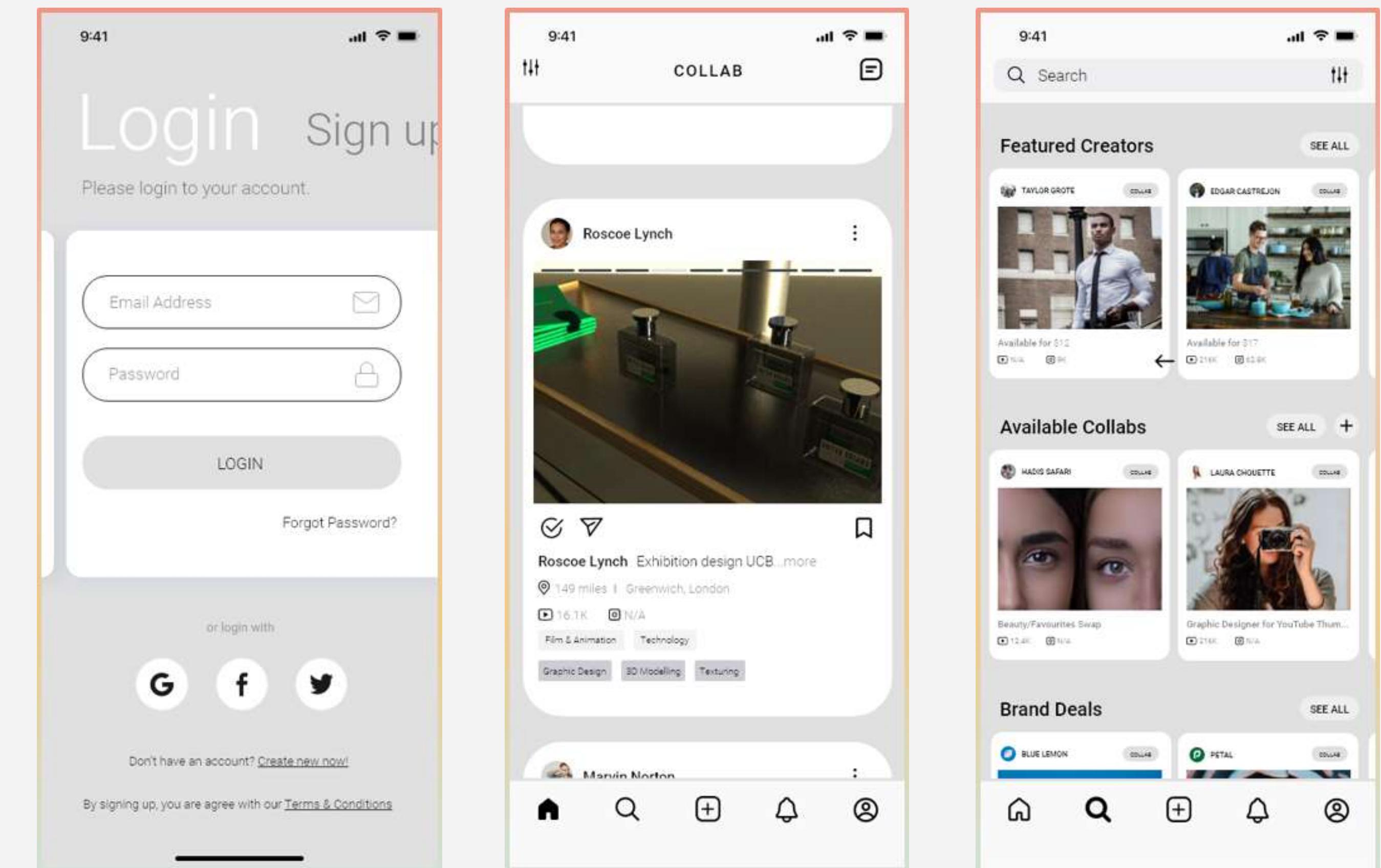


# Wireframing

I started off with **paper sketches** for brainstorming and transited to **digital wireframes** for more detailed planning and testing. This helped me to visualize, gather feedbacks, and iterate on the structure and layout of the product.



## Mid-fidelity Wireframing



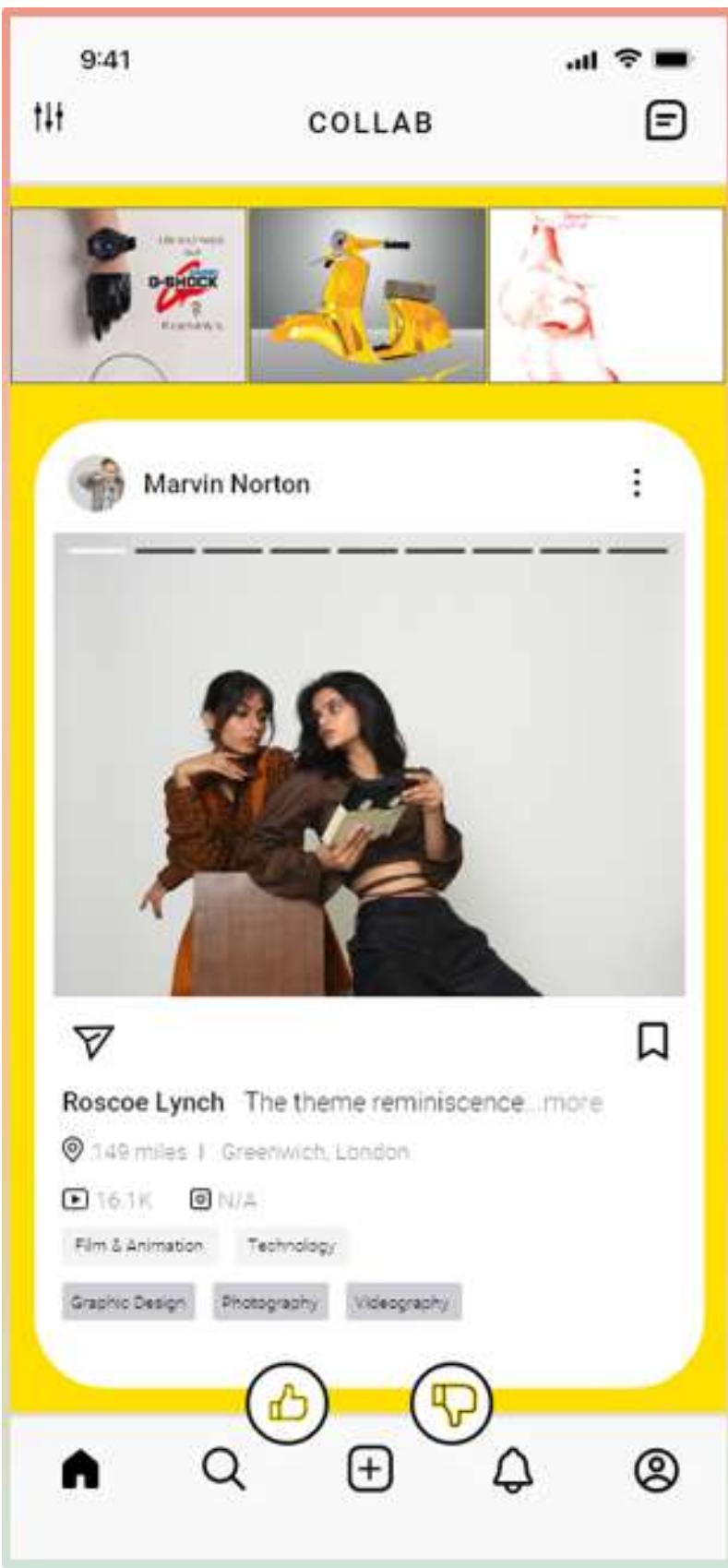


# Usability testing

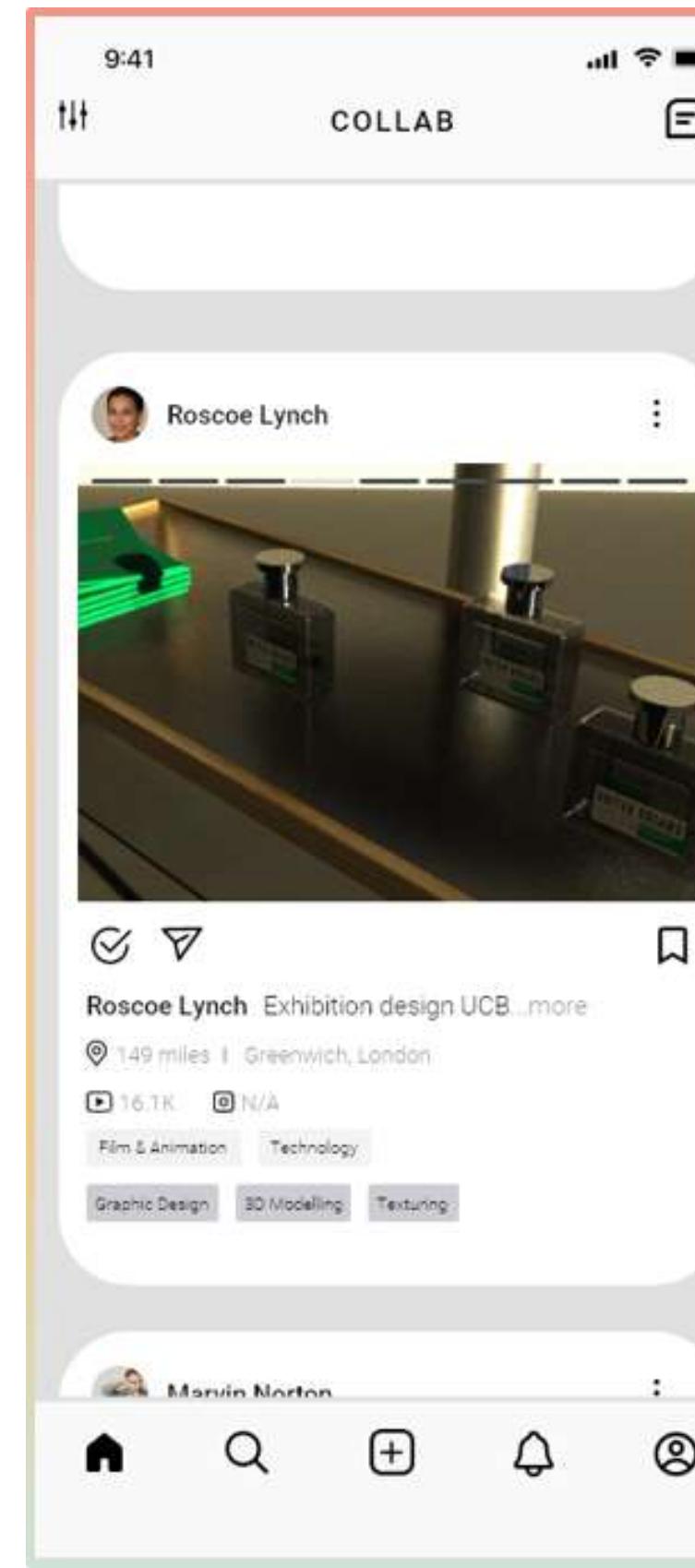
## AB Testing

Users were presented with two variants of the design to gather the feedbacks.

A.



B.



## Feedbacks & insights

After the prototype was created, I tested it on 5 users. I made a research plan where I outlined research goals, questions I wanted to know the answer from, KPIs, methodology, information about the participants, and a script with tasks to complete. Mainly I wanted to be sure that the collaboration process is smooth without any friction and leads to the project confirmation and that later the user knows when and how he can contact the collaborator. This was tested and carried on in-person using Figma's prototype mirror share app. The tasks included going through a profile, sending them request to collaborate, deciding on the project, and then finalizing on it. Side tasks included accepting requests and viewing profile. Throughout the tasks, I asked the users to talk through their thought process and speak out when something is unclear or makes them irritated.

- After the usability study, I asked the participants to complete a short System Usability Scale questionnaire.
- After collecting insights from the participants, I made an affinity diagram to organize a large number of ideas into their natural relationships.
- Then I made a usability study presentation to showcase the study's insights and recommendations.



# Usability testing

## Feedbacks & insights

A.

- General
  - 1. Decision fatigue due to choice overload, deteriorating the quality of decisions made.
  - 2. Accidental clicks, buttons placed too close to each other
  - 3. Yellow color grabbed more of the users attention than the artwork.
- Accessibility
  - 1. Small touch target size
  - 2. Eye strain while using the app due to the bright color

B.

- General
  - 1. Limited information to start collaborating
  - 2. Collaboration request was sent when they tried scrolling
  - 3. Interaction issues when trying to change the posted work
- Accessibility
  - 1. Inadequate text size
  - 2. Insufficient Color contrast

### Common Issue

**user frustration and inefficiency,** Designs placed the burden on users to initiate conversations and gather project information manually. They'd prefer seeing **project postings** over **profile postings** or a combination of both.

### Updated Concept

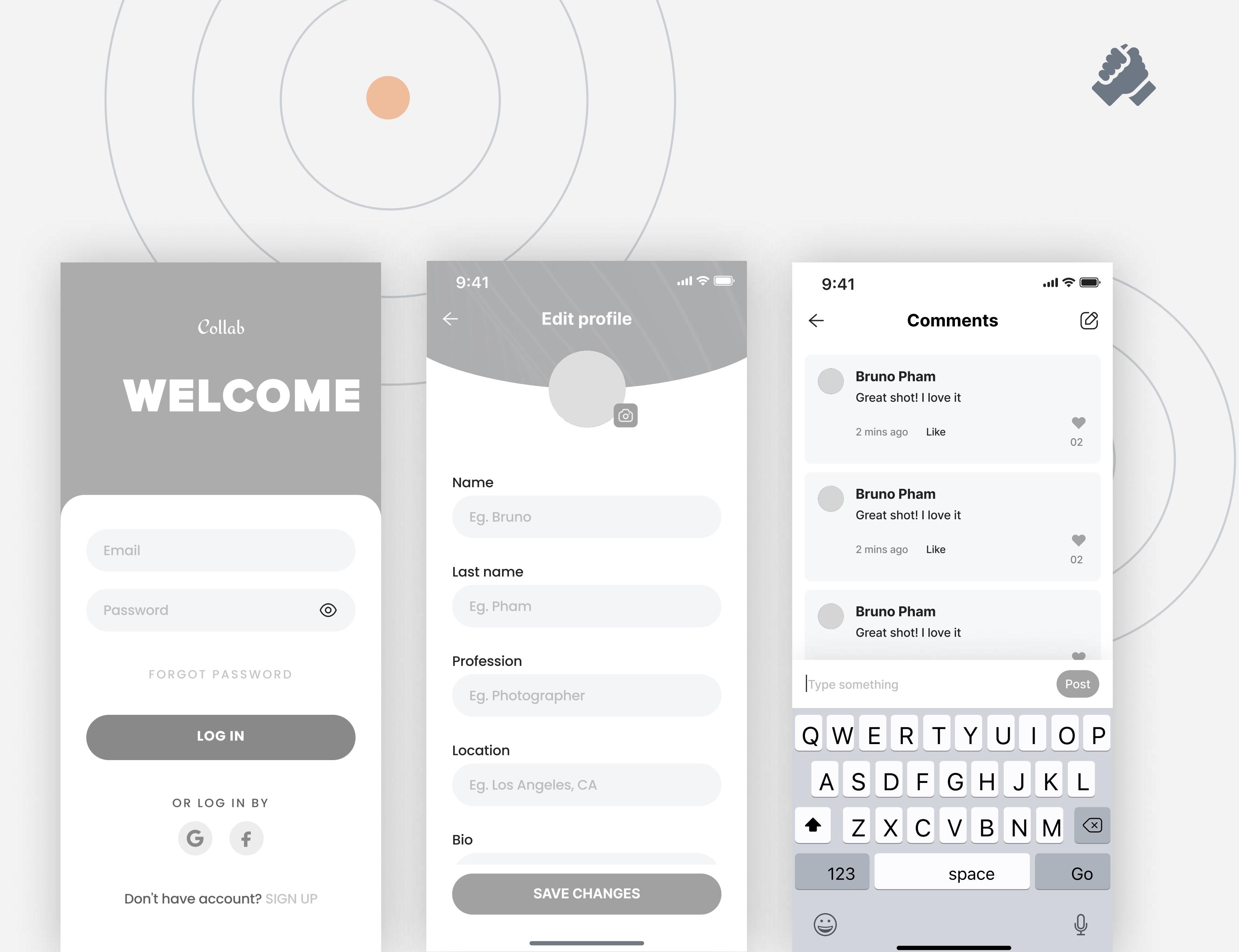
Users to be presented with project postings instead of profile postings. They should be provided with option to view the profile.





# Updated Wireframes

The wireframes and user flows were then iterated to suit user needs and incorporate their feedbacks.

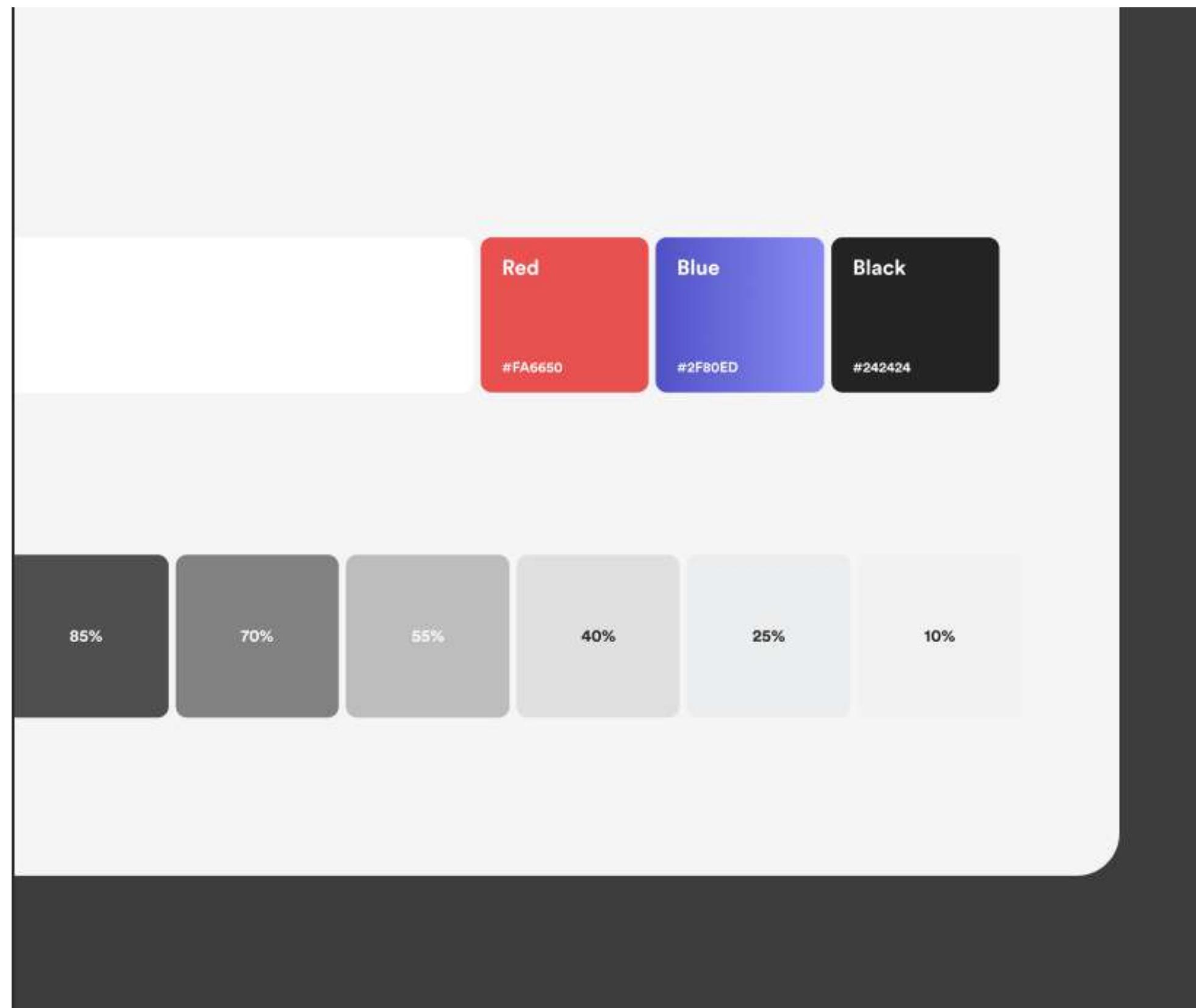




# Design System

Once the flow and wireframes were ready, I started creating the design system. I first decided on the colors and typeface, assigning each their role.

## Tokens



|                 |                                   |                                  |                                 |                                |  |                         |                                  |                                       |                                 |                                |  |
|-----------------|-----------------------------------|----------------------------------|---------------------------------|--------------------------------|--|-------------------------|----------------------------------|---------------------------------------|---------------------------------|--------------------------------|--|
| <b>Heading</b>  | Font Inter Letter Spacing -0.10px | Weight Bold Text Decoration None | Size 24px Paragraph Spacing 0px | Line Height 120% Case Original | The quick brown fox jumps over the lazy dog. | Title 04                | Font Inter Letter Spacing 0px    | Weight Bold Text Decoration None      | Size 14px Paragraph Spacing 0px | Line Height 120% Case Original | The quick brown fox jumps over the lazy dog. |
| <b>Title 01</b> | Font Inter Letter Spacing 0px     | Weight Bold Text Decoration None | Size 20px Paragraph Spacing 0px | Line Height 120% Case Original | The quick brown fox jumps over the lazy dog. | <b>Body - semi bold</b> | Font Inter Letter Spacing 0.60px | Weight Semi Bold Text Decoration None | Size 16px Paragraph Spacing 0px | Line Height 150% Case Original | The quick brown fox jumps over the lazy dog. |
| <b>Title 02</b> | Font Inter Letter Spacing -0.10px | Weight Bold Text Decoration None | Size 16px Paragraph Spacing 0px | Line Height 120% Case Original | The quick brown fox jumps over the lazy dog. | <b>Body 01</b>          | Font Inter Letter Spacing 0.40px | Weight Medium Text Decoration None    | Size 14px Paragraph Spacing 0px | Line Height 120% Case Original | The quick brown fox jumps over the lazy dog. |
| <b>Page 9</b>   |                                   |                                  |                                 |                                |  | <b>Page 11</b>          |                                  |                                       |                                 |                                |  |



# Design System

## Components

Then, I created the components as required, based on the pre-decided spacing and tokens.

| BUTTON | TOOGLE   | FIELD | FIELD WITH TITLE |
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|        | <img alt="Grid of toggle switch components with a plus sign: '+ SIGN |       |                  |

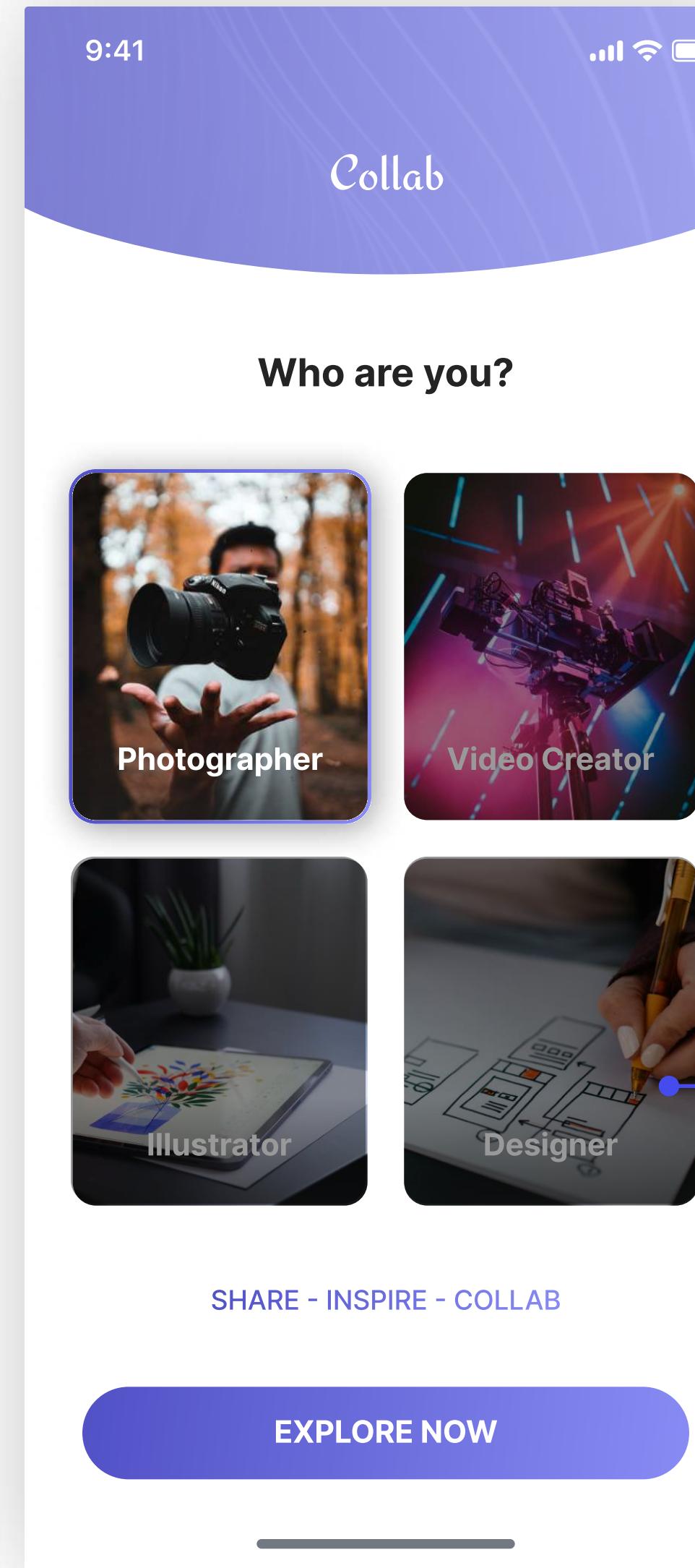


# High-Fidelity UI Design

I used an 8 point grid system and a 4 point vertical grid for the project. I set the margin to 20. For the margin within groups, I used 8 and 16, with margin between groups at 24 and 32. Also, all the designs were created using **constraints** and **auto layout** to ensure responsiveness across different screen sizes.



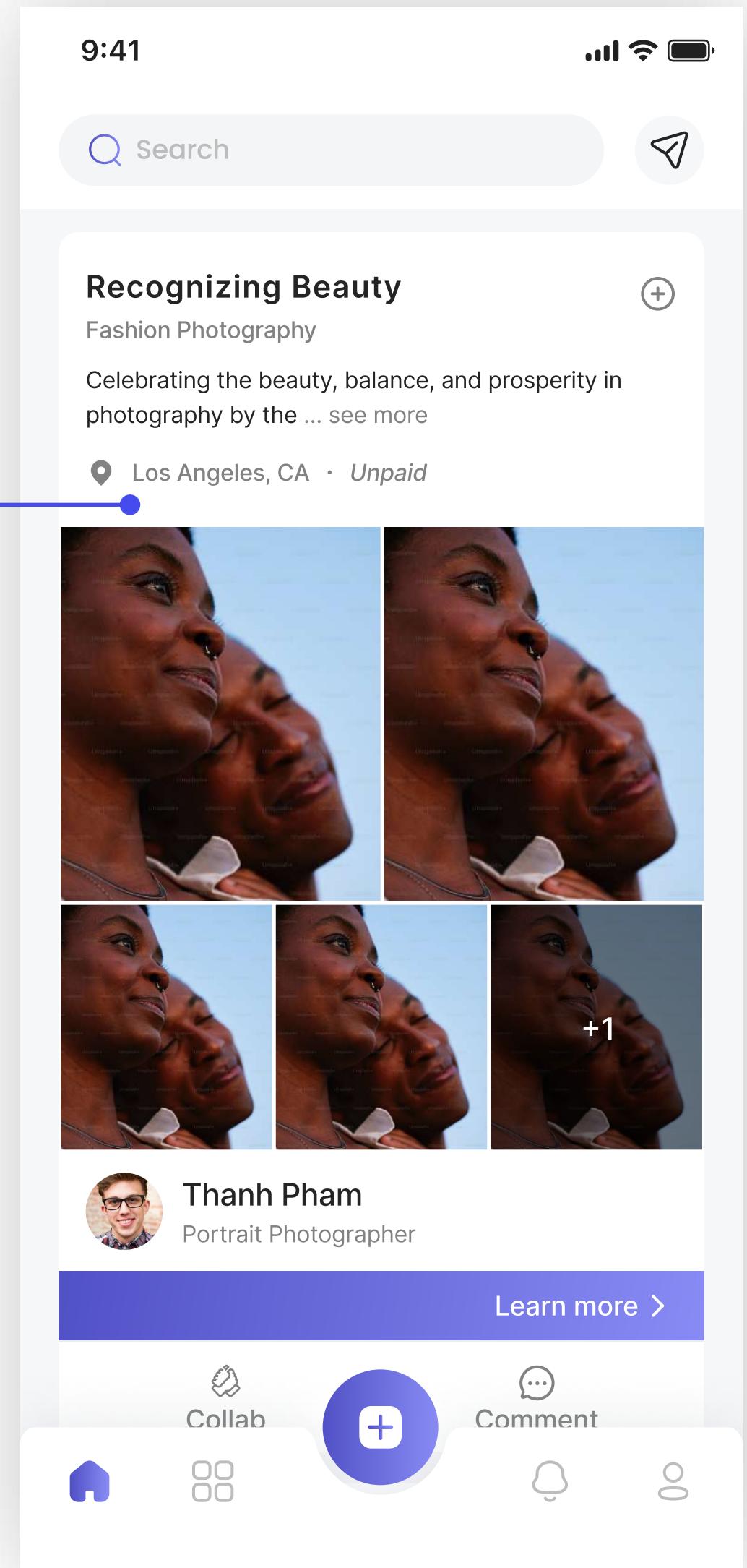
## Onboarding



Users presented with project postings-relevant project details

User prompted to set preferences while onboarding (provided the ability to change later)

## Homepage





## Notifications

9:41

### Activity (02)

- Bruno Pham** requested to collab on "Autumn in my heart" 
- Emily Johnson** started following you 
- Alexander Smith** mentioned you in a comment @le\_invader 
- Benjamin Davis** added "Autumn in my heart" 
- Sophia Williams** posted a paid writing project in Freelance Writing category 

 Find various type of notifications at one place, filter as per your requirement.

2 minutes ago

## Explore

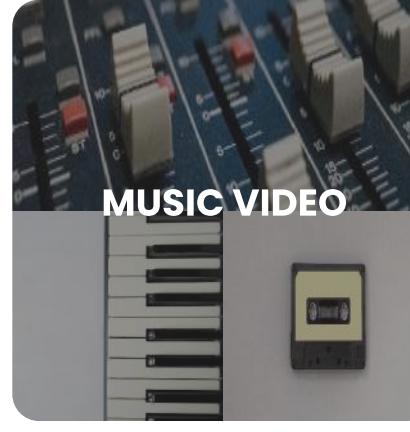
9:41

### Topic

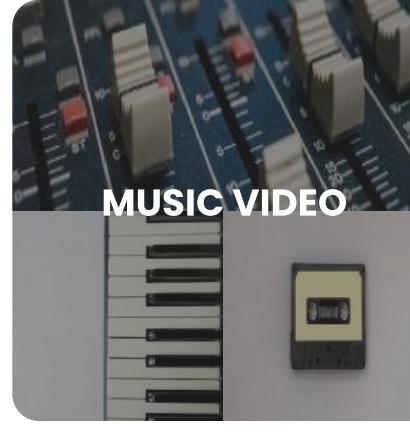
**PHOTOGRAPHY** **UI DESIGN**

**PORTRAIT PHOTOGRAPHY** **MUSIC VIDEO**

70 photos 10 videos 10

### Featured

**PORTRAIT PHOTOGRAPHY** **MUSIC VIDEO**

**UrbanPulse** **Georganics**

## Search

9:41



### PHOTOGRAPHY



### ILLUSTRATION



### DESIGN



### MAKING VIDEO



Search option provided with various categories for easier navigation

Explore by category, featured and brands as per your liking

Post your own project



## Message

9:41      Overview of the messages

**Bruno Pham**  
Hi there, I noticed your post about needing a graphic designer for your upcoming project. I'm ...  
2 mins ago

**Emily Johnson**  
Hi, Alice! I've just initiated a personal branding photoshoot project, and I'd love your expertise...  
2 mins ago

**Alexander Smith**  
Our fashion lookbook photoshoot is well underway, and your work is impressing everyone...  
2 mins ago

**Sophia Williams**  
Hello! I've kicked off a product catalog photography project and I think your style would be a perfect fit...  
2 mins ago

**Benjamin Davis**  
Hey Alice, the family reunion shoot is in full swing. We'd love to have you join us for the remaining sessions...

9:41      Search option provided with various categories for easier navigation

**Bruno**  
Hi there, I noticed your post about needing a model for your upcoming project. I'm really interested in collaborating with you on this. Can you tell me more about the project?  
16.04

User prompted with message acceptance request

Accept message request from **Bruno Pham**

**Block**    **Delete**    **Accept**

Block to prevent spams and inappropriate messages

9:41      Bruno is typing

Type something

## View Profile

View Profile, credentials, etc before finalizing on the project.

**Abhinav Sharma**  
Portrait Photographer

Project Rate: ₹4 K - ₹24 K | Rating: 4.5 ★ | Experience: 10 years

[Message](#) [Finalise Abhinav](#)

**Project Photos**

**Company Details**

Company Name: LuminousLens  
Location: Los, Angeles, CA  
About the company: LuminousLens Photography is a premier photography company based in the heart of Los Angeles, where creativity meets professionalism. We are passionate about capturing life's most beautiful moments through the lens, and our mission is to turn those moments into lasting works of art.

**Experience**

Project Name: Company/client name  
May 2022-Jan 2023 • 9 mos

**Skills**

Lighting, Post-processing, Composition, Portrait Styles

**Certification**

Certificate Name: Issuing organization  
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+14 More

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Da Nang, Vietnam

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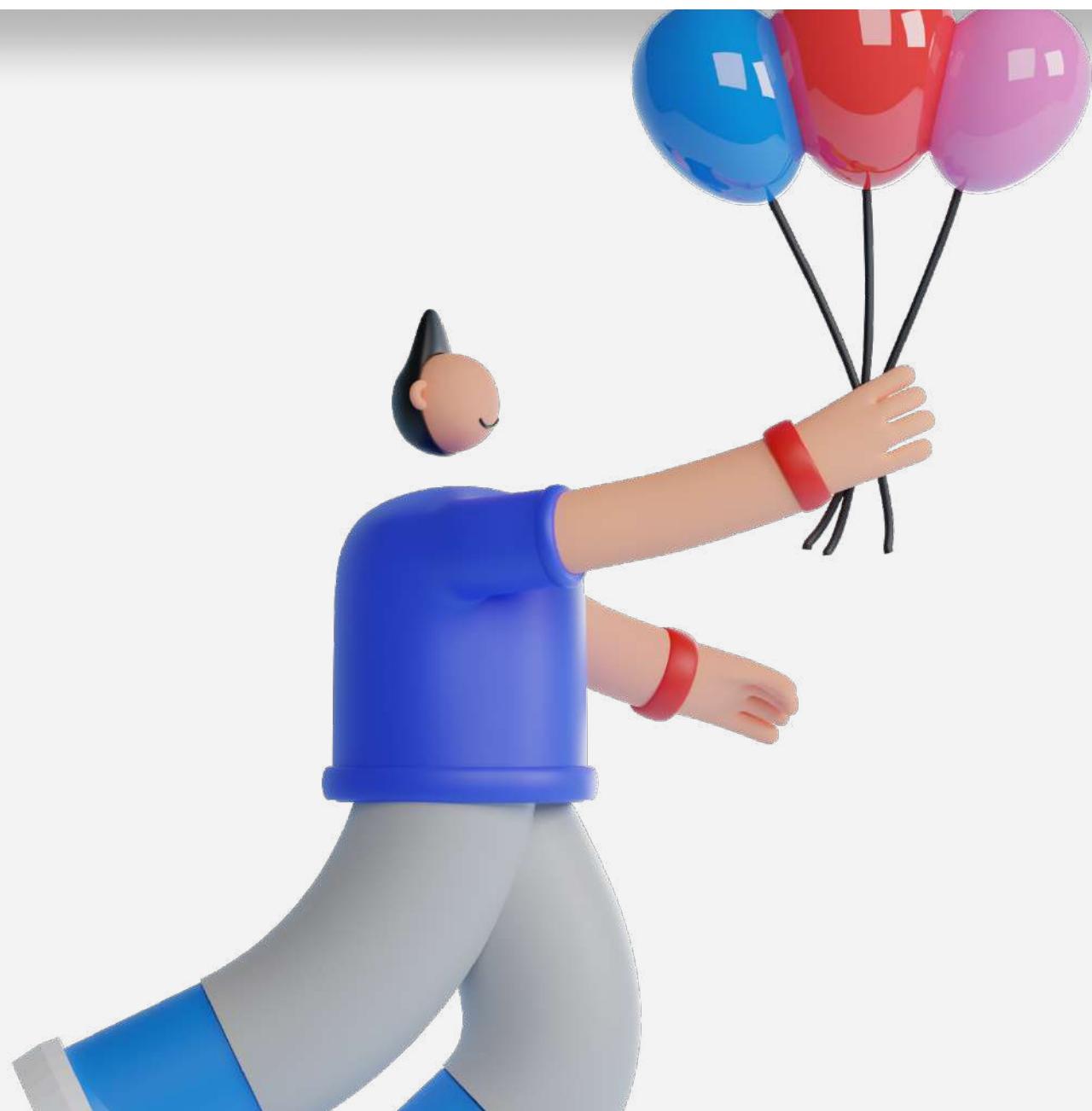
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## Project Summary

During the project, I managed to evaluate the market, do a quick user survey, create a set of lo-fi wireframes, build them into hi-fi UI designs, connect them into a prototype, and perform a mini usability study. This was demanding and time-consuming but very insightful journey. I learned a lot throughout the whole process but I'm not resting on my laurels. There is a lot of room for improvement and many things to learn.



**Fin.**