



projectBOAT

We are in the same boat.

Group:

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What is projectBoat and what will **you** gain?

- A **project-sharing platform** for students in the creative fields;
- **Inspiration** – We encourage people to share their knowledge and inspire others;
- **Motivation** – a place where you can see other's people work and **improve** your own;



Why project **BOAT** ?

Because the full potential of creative power lies in sharing.



Why is it needed?

- Lack of a project-sharing platform
- Lack of connection
- No privacy

Why is it better?

- Group-sharing feature
- Privacy
- Comment section
- Portfolio templates
- Feedback from peers

Visual identity

Logo variations



LOGOTYPE
Antema Bold

Montserrat
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Corporate identity

<http://www.soperfect.dk/kea/04-ux/>

The screenshot displays the ProjectBoat website within a web browser window. The browser's address bar shows the URL 127.0.0.1:63043/project.html. The website features a navigation bar with four buttons: "Home", "Project Boat", "The Team", and "Contacts". Below the navigation bar, there is a large section titled "How it Works" with a red background. This section contains a paragraph describing the platform's value proposition and a diagram titled "We are in the Same Boat" showing a network of interconnected nodes. To the left of the "How it Works" section, there is a laptop and a smartphone displaying the ProjectBoat interface, which includes a grid of creative works and a sidebar with user information. Below the "How it Works" section, there are three smaller images: a desk setup with a monitor and a fan, a person working on a computer, and a person using a laptop. The Windows taskbar at the bottom shows various application icons and the system clock indicating 18:12 on 30-Nov-17.

ProjectBoat

Home Project Boat The Team Contacts

ProjectBoat

How it Works

Company's value proposition is providing the safe platform for sharing creative works, both final and works-in progress. Customers will be given additional value, which will differentiate this platform from other similar sharing sites. It's the feature to share their projects within the groups they specify themselves. In that way, students can fulfil their curiosity and see the assignments of their peers in one safe site. They will be able to learn from their fellow students, get and give feedback. Individuals will be able to choose from various templates to create their portfolio, and share it with potential future employers. Besides the potential users, teachers also will benefit from the sharing platform. As mentioned before, teachers would recommend this platform to their students, because sharing enhances learning.

We are in the Same Boat

Prototype

<https://xd.adobe.com/view/2d833d84-97cc-4c99-9b78-a778d2938574>

