

Design Structure and Marketing Website Style - UAgenda

Brainstorm



UAgenda.me / uagenda.github.io

Inspirational Websites

- UOttawa.ca
- Time.ly
- uottawa-seg1911-web.github.io
- the-cradle.de

Logo/Slogan (?)

- Logos are available in the [img](#) folder of the GitHub Repo
- Perfect calendar for U / The only calendar U need
 - Might be too corny :(

Navigation (top, left, right?)

- Top Menu bar
- Sticky top (Stays always on the top of screen)

Website Layout (one page, multiple sections)

- One free scrolling page
- [GSAP](#) JavaScript framework for animation

Page Layout (slogan, detail, pictures)

- Logo for company : Logos available [here](#)
- Demo image of product
- Images/Text of team members
- Slogan? May be cheesy

Flow (How will users interact)

- One continuous scroll
- Possibility to go up to the top of the page
- Menu bar follows you as you scroll (Sticky navbar)

Sections (content, features, contact, team)

- Home
- Product explanation
 - Demo images?
- Pricing page (Free, Free Trial, Paid)
- Team information
- Contact information (We can use anything @uagenda.me as our email)

Home Section

- Logo of [UAgenda.me](https://uagenda.me)
- Background image related to a calendars
- Slogan ?

Features Section

- Explains features of UAgenda with different packages for students.
- Mockup(s) of how it should look like
- Demo / screenshots

Pricing Section

Free plan :

- UAgenda with basic features

Premium Trial :

- Free Premium features for a small period of time (14 days, 30 days...)

Premium :

- Free Plan + Adds extra features (More AI to learn the user's habits, calendar is able to plan thing by itself and more)

Team Section

- Explains how we got the idea ?
- List of the team members with pictures/avatars

Contact Section

- Give the users a way to reach us :
 - Email : something@uagenda.me
 - Social media ?
 - Others ?

Marketing Website Style

Colours

<https://color.adobe.com/create/color-wheel>

- white , burgundy and garnet
 - Light green

<https://www.uottawa.ca/brand/visual-identity/uottawa-colour-palettes>

Colour plays an essential role in maintaining the strength of a brand. Shown below is the family of uOttawa corporate colours and their compositions.

OFFICIAL INSTITUTIONAL COLOUR PALETTE

A. Official corporate colours



GARNET*
PMS 7427 C
CMYK C: 9-100-73-35
CMYK U: 7-57-61-20
HEX 8F001a
RGB 143-0-26



GREY**
(For logo on white background on the web)
PMS Warm Grey 9 C
CMYK 52-51-55-9
HEX 80746c
RGB 128-116-108

* When using the corporate garnet on uncoated paper, please follow the uncoated recipe provided (U). You can also adjust the density of the ink on press in order to best match PMS 7427 C. When printing on fabric (tablecloths or flags), PMS 202 may be used, or its 4-colour process equivalent (CMYK 0-100-61-43).

** The same values can be used for printing on both coated and uncoated paper for all corporate greys.

B. Complementary corporate colours



POLAR GREY
(For light grey web and print backgrounds)
PMS Warm Grey 1 C
in a 30% tint
CMYK 4-3-3-0
HEX D2D2D2
RGB 242-242-242



LIGHT GREY
(For left section of colour footers, vertical line in colour header, or reversed logo on black or charcoal backgrounds)
PMS Warm Grey 5 C
CMYK 32-31-35-0
HEX aca39a
RGB 172-163-154

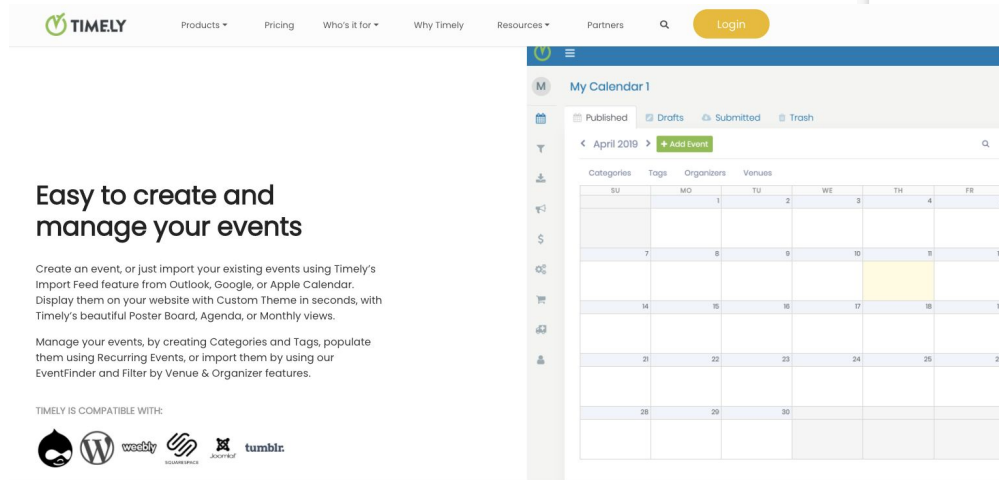


CHARCOAL GREY
(For standard isolation band in the corporate footer)
PMS Black C in a 93% tint
CMYK 32-31-35-80
HEX 2d2d2c
RGB 45-45-44

A & B – The official colour palette of the University of Ottawa was designed to support as well as complement the corporate visual identity. Colour values and formulas must not be altered or replaced, particularly where they are found within the corporate branding templates. In order to further reinforce the corporate identity, you may incorporate the corporate colour palette into your artwork. Refer to the colour descriptions for suggested uses in print and/or web applications.

Aesthetic feeling?

- Professional
- Serious



The screenshot shows the TIMELY website header with navigation links: Products, Pricing, Who's it for, Why Timely, Resources, and Partners. A prominent orange 'Login' button is on the right. Below the header, the 'My Calendar 1' interface is displayed, featuring a monthly calendar for April 2019. The calendar has tabs for Published, Drafts, Submitted, and Trash. A sidebar on the left lists categories, tags, organizers, and venues. The main calendar grid shows dates from 1 to 30, with some dates highlighted in yellow. Below the calendar, a section titled 'Easy to create and manage your events' describes the import and management features. At the bottom, it states 'TIMELY IS COMPATIBLE WITH:' followed by logos for WordPress, WooCommerce, Joomla!, and Tumblr.

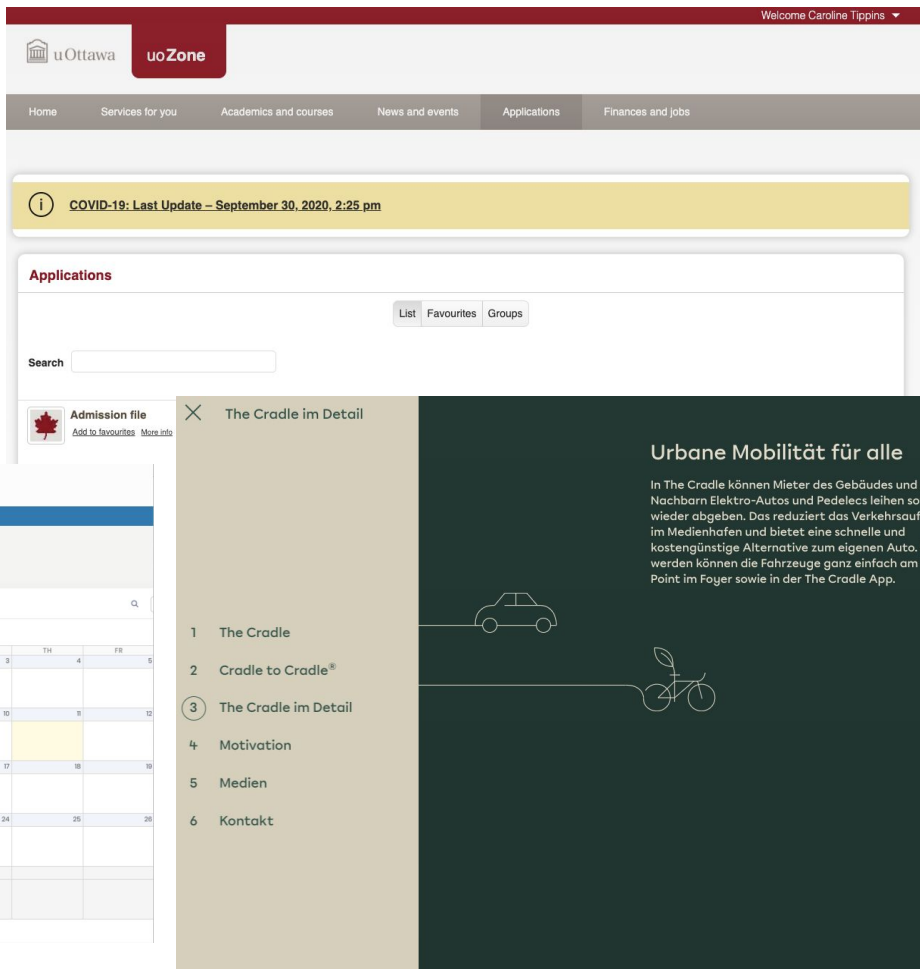
Easy to create and manage your events

Create an event, or just import your existing events using Timely's Import Feed feature from Outlook, Google, or Apple Calendar. Display them on your website with Custom Theme in seconds, with Timely's beautiful Poster Board, Agenda, or Monthly views.

Manage your events, by creating Categories and Tags, populate them using Recurring Events, or import them by using our EventFinder and Filter by Venue & Organizer features.

TIMELY IS COMPATIBLE WITH:

WordPress, WooCommerce, Joomla!, Tumblr.



The top part of the image shows the uOttawa uoZone website. The header includes the uOttawa logo and 'uoZone' branding. A navigation bar lists: Home, Services for you, Academics and courses, News and events, Applications, and Finances and jobs. A yellow banner below the navigation bar reads 'COVID-19: Last Update – September 30, 2020, 2:25 pm'. The main content area is titled 'Applications' and includes a search bar and tabs for List, Favourites, and Groups. Below this, there is a section for 'Admission file' with links to 'Add to favourites' and 'More info'.

The bottom part of the image shows a promotional slide for 'The Cradle'. The slide has a dark background with a light-colored text box on the right. The text box contains the title 'Urbane Mobilität für alle' and a paragraph describing the service: 'In The Cradle können Mieter des Gebäudes und alle Nachbarn Elektro-Autos und Pedelecs leihen sowie wieder abgeben. Das reduziert das Verkehrsaufkommen im Medienhafen und bietet eine schnelle und kostengünstige Alternative zum eigenen Auto. Gebucht werden können die Fahrzeuge ganz einfach am Service-Point im Foyer sowie in der The Cradle App.' To the left of the text box is a list of items: 1 The Cradle, 2 Cradle to Cradle®, 3 The Cradle im Detail, 4 Motivation, 5 Medien, and 6 Kontakt. The number 3 is circled. To the right of the list is a line drawing of a car and a bicycle.

Fonts and typography

<https://fonts.google.com/>

Roboto Condensed
Christian Robertson

6 styles

Almost before we
knew it, we had left
the ground.

Source Sans Pro
Paul D. Hunt

12 styles

Almost before we
knew it, we had
left the ground.

Satisfy
Sideshow

1 style

UAgenda

Montserrat

18 styles

Julieta Ulanovsky, Sol Matas, Juan Pablo del
Peral, Jacques Le Bailly

Almost before
we knew it, we
had left the
ground.

How will links and buttons look like?

modern/user friendly buttons just with different colours than the one showing.



View pricing



Buy

[Learn more >](#)

What will tables look like?

It will look something very similar to this

Choose your plan		
Get the organization you need or your money back		
	\$5.99	\$9.99
	Subscribe	Subscribe
AI studying periods suggestions	✓	✓
AI studying periods suggestions	—	✓
AI studying periods suggestions	✓	✓
AI studying periods suggestions	—	✓
AI studying periods suggestions	—	✓
AI studying periods suggestions	✓	✓

Plan pricing

Plan 1

Cost: Free

- This plan is free which makes the service very useful for students who don't have an extra buck to spare for another service.
- This will get the job done such as linking your UAgenda to uzone and having an organized schedule day by day, with allowing the student to create blocks to when they want to study a certain subject/course.

Plan 2

Cost: \$4.99

- \$4.99 that's about the price of a cup of coffee, this will offer students additional AI features such as suggesting when they should study for a certain course, the AI will know that based off of the syllabus you've put in for that course.

Plan 3

Cost: \$7.99

- For \$7.99 this plan will get you one more additional feature such as suggesting where you should study it will see where you are currently and suggest libraries and coffee shops that have been rated good by other students.