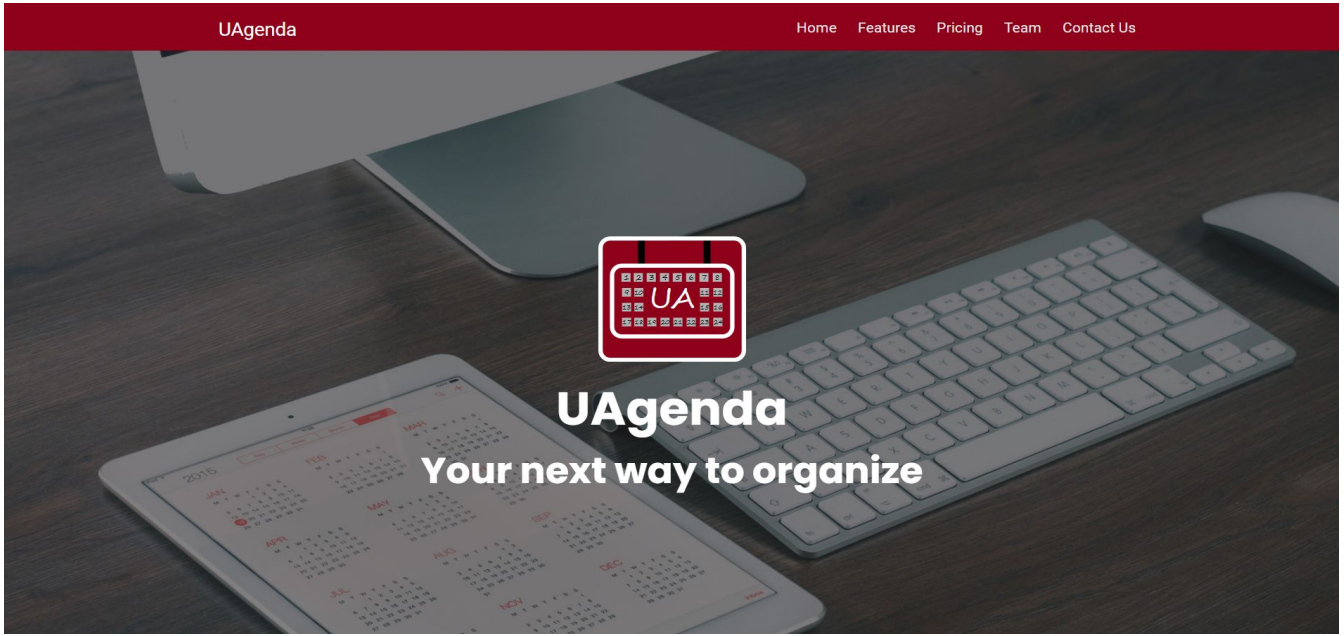
Design Structure and Marketing Website Style - UAgenda

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
- 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 ?

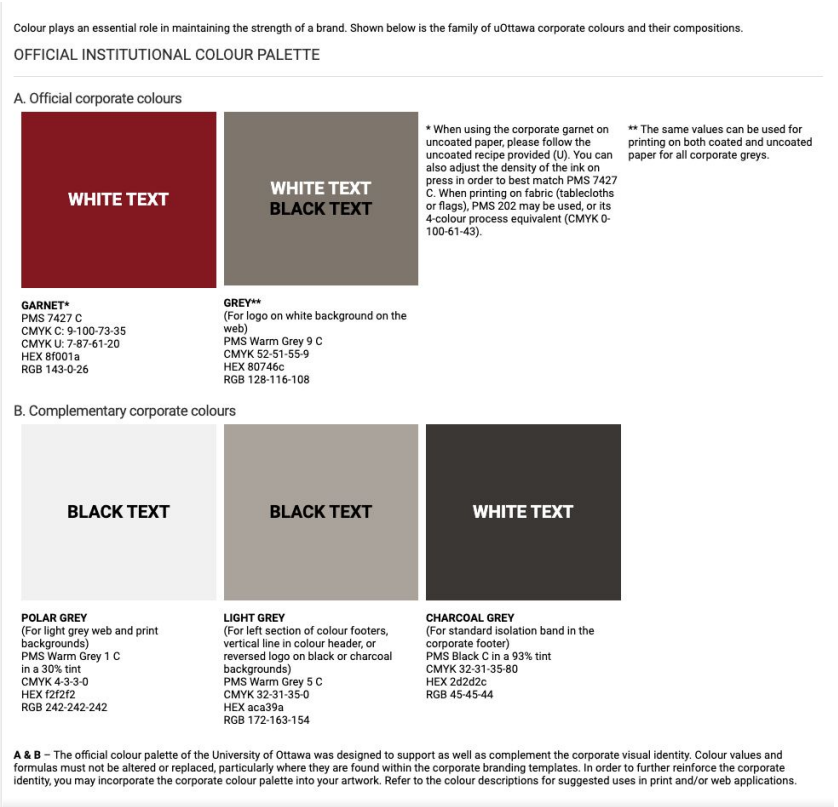
Marketing Website Style

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

WHITE TEXT

GARNET*
PMS 7427 C
CMYK C: 9-100-73-35
CMYK U: 7-87-61-20
HEX 8f001a
RGB 143-0-26

WHITE TEXT
BLACK TEXT

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

BLACK TEXT

POLAR GREY
(For light grey web and print backgrounds)
PMS Warm Grey 1 C
in a 30% tint
CMYK 4-3-3-0
HEX f2f2f2
RGB 242-242-242

BLACK TEXT

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

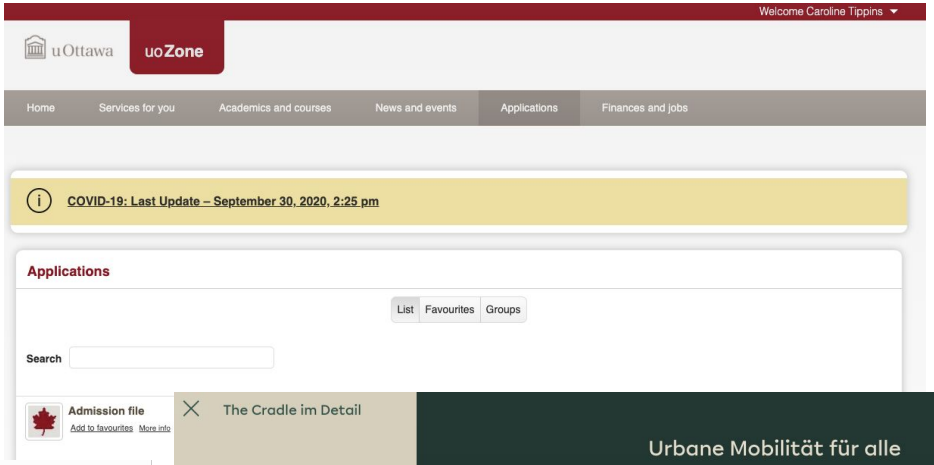
WHITE TEXT

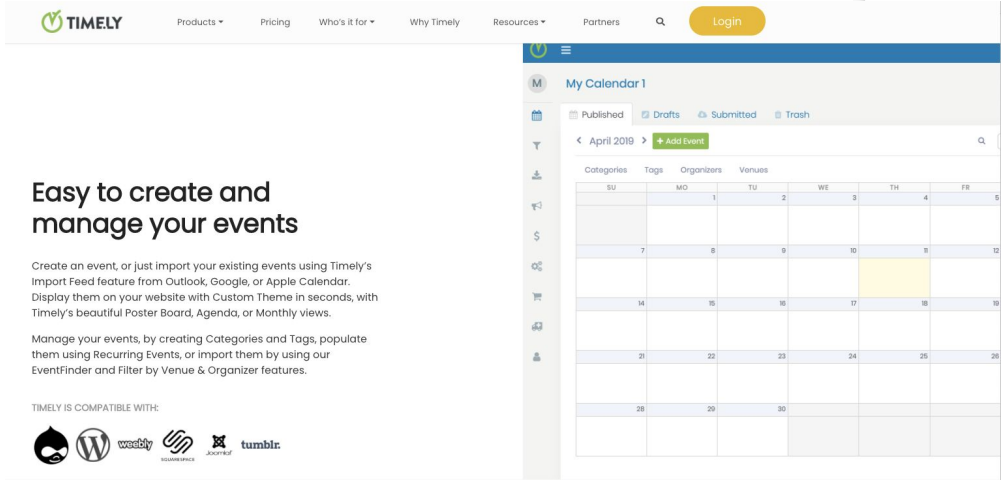
CHARCOAL GREY
(For standard isolation band in the corporate footer)
PMS Black C in a 93% tint
CMYK 32-31-35-80
HEX 2d2d2c
RGB 45-45-44

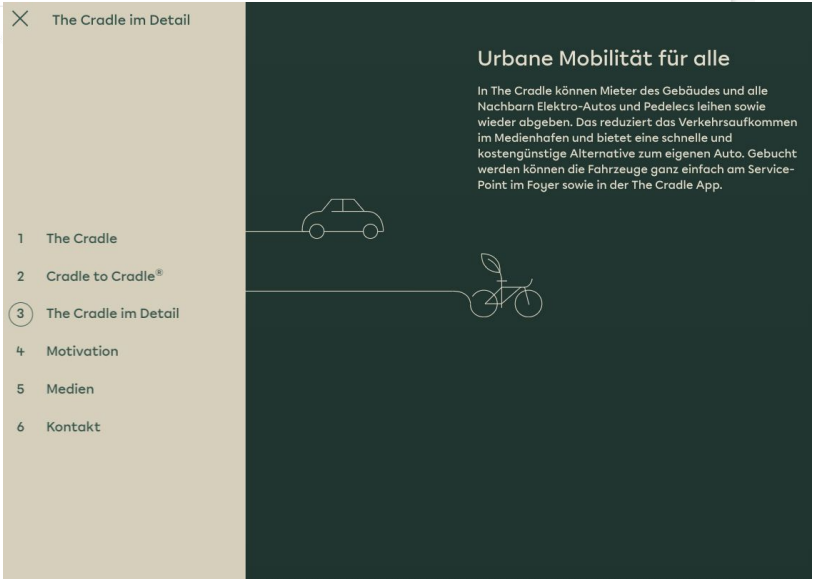
A & B – The official colour palette of the University of Ottawa was designed to support as well as complement the corporate visual identity. Colour values and formulas must not be altered or replaced, particularly where they are found within the corporate branding templates. In order to further reinforce 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

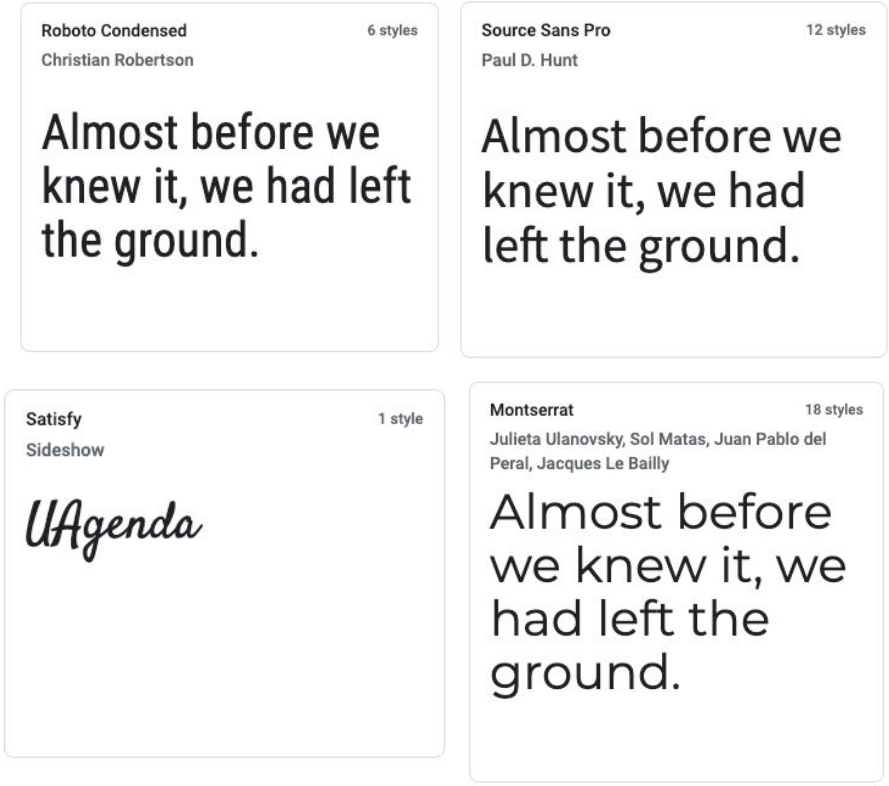






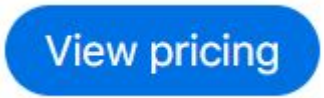
Fonts and typography

https://fonts.google.com/



How will links and buttons look like?

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



What will tables look like?

It will look something very similar to this

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.