



# Design and Process Document

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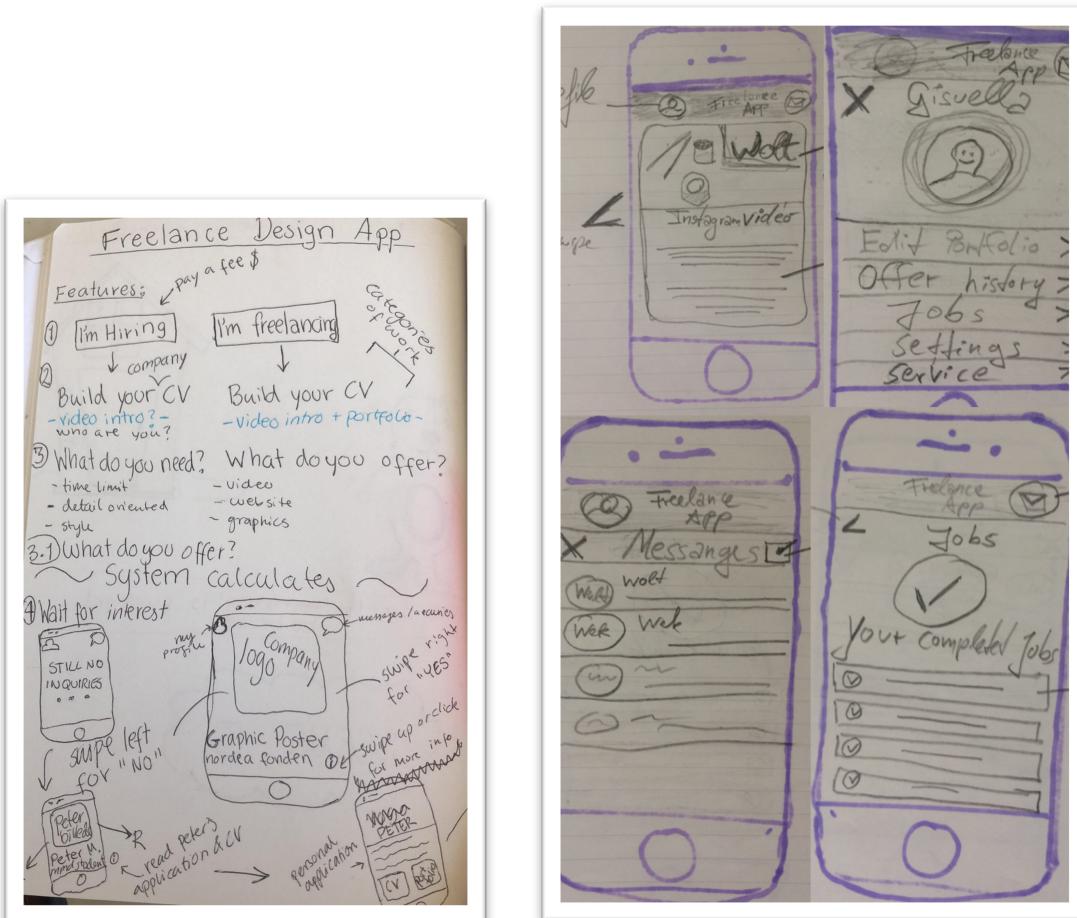
## Paper Prototype

We decided to create an App for iOS because our target group (young designers and companies) are more likely to posses an iPhone than an android phone. In addition to that showed a survey that “Apple iOS dominates the profit share, generating 85% more revenue for app makers than Android.“

Crew: Should you build an iOS app or Android app?

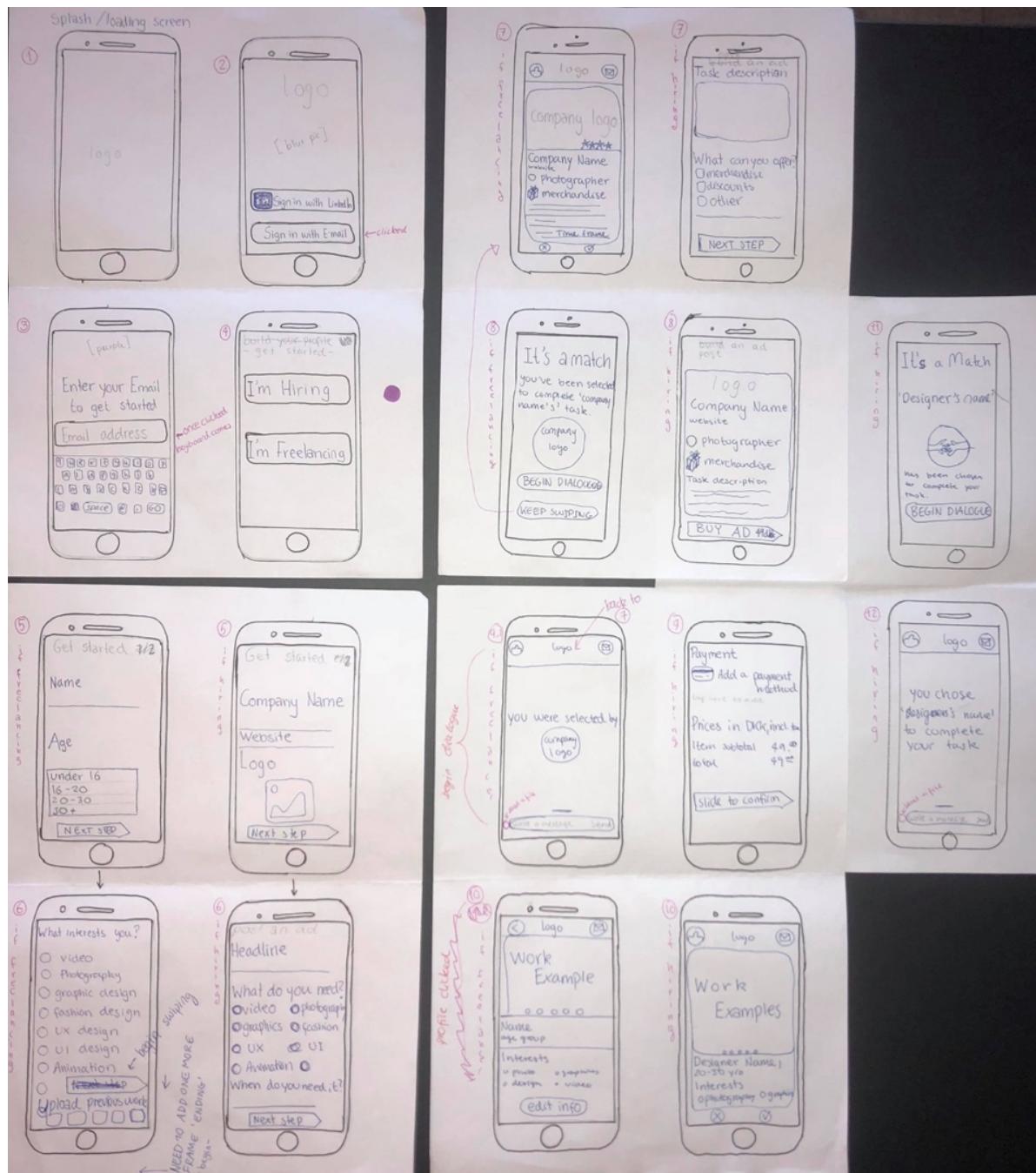
<https://crew.co/how-to-build-an-online-business/android-vs-ios/> (24.05.2018)

In order to find an idea for our design, we started out with silent brainstorming. Each of our group members created sketches themselves of the App. These are the first sketches:





During a group meeting we presented our illustrations and tried to figure out the “best” points of the sketches. Afterwards we created our paper prototype, which is far more detailed then our first drafts. We used “Marvelapp” to turn our sketches into an interactive mock-up. This step helped us to develop the XD-prototype easier.



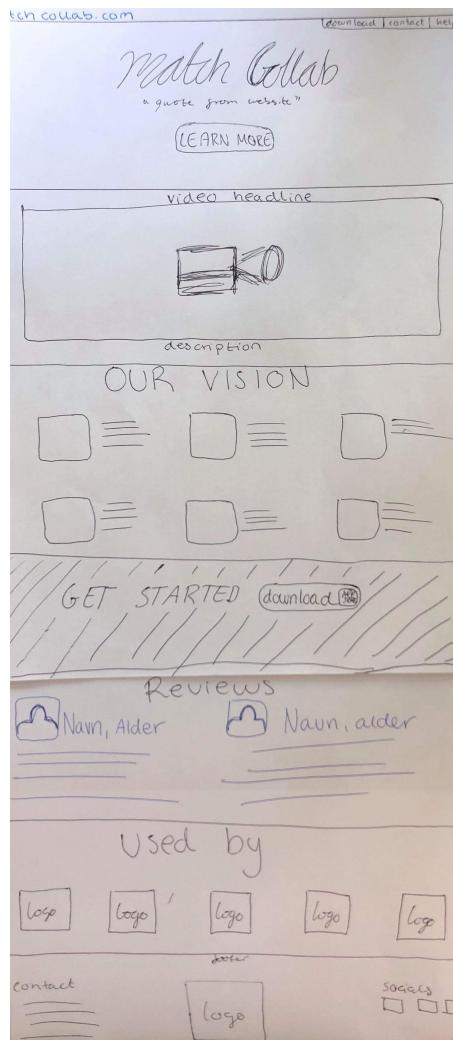


## Prototype of our Website

Our website presents the name of the App in the middle so that the user can immediately see what the website is about. The website is divided into seven parts. The upper part consists of a blurry image of grapes that has the purple color of our logo. This part should catch the attention of the viewers. Right underneath is the promotional video (more about the video can be found on page 11 of that document). The middle part describes our vision. It follows the part where you can “get started” and download the App. The 3 lowest parts contains reviews from other users. Furthermore, there is a section which shows the companies that are using the App. Our contact information's can be found in the footer of the website.

The gestalt principles used in the websites are:

- **Similarity:** The text boxes are perceived as being similar and related. Moreover, there is a similarity of the colors and dimensions.
- **Closure:** Can be seen in the Iconography in the footer. It helps communicating the meaning.
- **Symmetry:** The whole website is symmetric. It helps the viewer to focus on the important information.
- **Continuation:** Some of the boxes are arranged in a line which helps the viewer to create a movement through the composition.





## Interactive XD-Prototype

The image displays two screenshots of an interactive XD-prototype. The left screenshot shows a 'Payment' screen with a purple header. It includes a section to 'Add a payment method' with a Visa card number (\*\*\*\* 3440) and a summary of prices in DKK. The total amount is listed as 49.00 dkk. A button at the bottom right says 'Buy ad 49 dkk'. The right screenshot shows a messaging interface between a user and 'Steph Curry'. The user sends a message saying 'Hello, I'm excited to work with you', and Steph Curry replies 'Thanks! Me too!'. Below the messages is a virtual keyboard with standard QWERTY layout and additional keys for punctuation and numbers.

Our XD-Prototype can be found here:

<https://xd.adobe.com/view/ed445ed5-e285-4ca9-790a-7c8403112d3e-9b75/>

## Think Aloud Test

To find the “breakpoints” in the usability of our App we conducted the “Think aloud test” on two testers. As we are reaching two target groups with our App, we chose one person from each of the target groups. One of our target groups is young students who study a program related to design. Another target group of “MatchCollab” are business people who are running companies and are in need of designers.

To test on both of our target groups, we chose a woman in her 20's that studies Multimedia design at KEA and a business man in his 40's.

We prepared eight tasks that the testers had to complete on the Interactive XD-Prototype. In the chart on the next page shows the tasks and results of the test.

The test made us realize that there are no problems for the designer to create a profile, start looking for jobs and getting a job. Conducting the test on the second tester showed us, that there are problems with creating an advertisement and posting it: “I don't understand the term “advertisement” in this context. What am I doing there and for what am I paying?” We thought about the term “advertisement” and realized ourselves that this term is confusing. Therefor we changed it to “post”.



MatchCollab

Another “breakpoint” could be found after creating the user profile for the company. Before starting to swipe though the designers, the tester was missing an information screen popping up and saying that the process of creating the profile is completed. That hint is very valuable and we are implementing this screen in our XD.

Test results:

### Tester 1: Designer

Tasks	easy	medium	hard
Create an Account for yourself, as a designer who would like a freelance job	X		
Upload work examples to your portfolio	X		
Edit your profile	X		
Get a job	X		
Start a conversation with the company	X		
Navigate to the home page	X		

### Tester 2: Company

Tasks	easy	medium	hard
Create an Account for yourself, as a manager of a company who is in need of a designer	X		
Put your company name in there	X		
Post an add			X
Buy the advertisement post			X
Find clients to work with		X	
Start a conversation with the company	X		
Navigate to the home page	X		



## Visual Identity

### Name

When starting off designing our logo, we wanted to make a connection between the name and the message which we portray, so that our end users will have a clear connection to its purpose and function when they see it in the app store.

Since the core function of “MatchCollab” is to connect real companies with designers, there is a need to complete a task and a talent that can solve it. That’s why we started generating ideas on a name which would be easy to understand and preferably be catchy and memorable.

The best three suggestions we came up with are:

- “Boost”, as in boosting a CV
- “E-lance”, since the app core function is to create freelance related gigs
- “MatchCollab” because it is a collaboration between the client and the freelance designer. Moreover, it is a “match” if the client and the designer are chosen to be working together.

Each representing a slight hint to the apps’ purpose. With further considerations and after interviewing our target group, we found out that “MatchCollab” is more prominent in its core function, since it represents a connection between businesses and designers, growth and benefit for each party as a result.

### Color

The idea of our color scheme was to go with something catchy and memorable but also professional and energetic. By getting inspiration from the “Psychology of color”, which was explained and well documented on Helpscout.net, we connected really well with the Color Emotion guide that was presented by the <https://www.helpscout.net/blog/color-psychology/>.





*MatchCollab*

Most of the “Business-Apps” have blue as their main color. Our approach is it, not to go with the “business-identity” which conveys a sense of professionalism. The young designer could be intimidated when seeing a blue logo. Purple is often associated with creativity and innovation, which fits perfect to our core message:

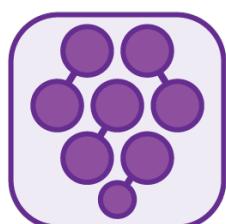
“Connecting aspiring talents with tasks which results in effective completion and growth for both parties”

We decided to chose the color purple as our main color but also blue, which is connected to professionalism and trust and implementing. Furthermore, we implemented yellow as a great color contrast. Yellow functions as accent color.

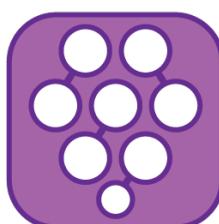
## Logo

We were aiming to design a logo that reflects the simplicity of the use of “MatchCollab” and carries an innovative approach to the freelance market.

We started off with making a simple sketches of the logo in illustrator to present the idea for the color, name and logo for our target group, which are MMD students just like us and could clearly be potential users of our app:



*MatchCollab*



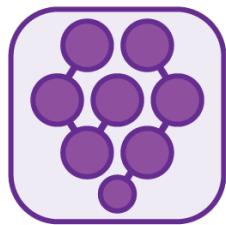
*MatchCollab*



*MatchCollab*



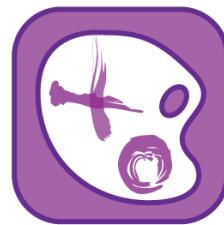
*MatchCollab*



*MatchCollab*



*MatchCollab*



*MatchCollab*

We got a higher response rate to the logo that looked like a grapevine and the matched icons in the bottom middle section than other possible solutions.



Fun fact:

“Grapevine is an informal, unofficial and personal communication channel or system that takes place within the organization as a result of rumor and gossip. It is a complex web of oral information flow linking all the members of the organization.”

- Business Communication: What is grapevine communication?  
<http://bizcommunicationcoach.com/what-is-grapevine-communication-types-of-grapevine/>  
(25.05.2018)

The idea of making just two connections in the grape looking shape at a time also created a better understanding of what the app would be about. “MatchCollabs” concept is to match the demand for completion of simple tasks with creative minds.

When getting back to Adobe Lightroom we had a better understanding what our target group was connecting to the best, and which elements we should avoid.



We decided to choose the following logo as our final one, since it is more consistent in the use of color.



**MatchCollab**



## Font

Our chosen font for the App name is called “bright script clean”. Here are some examples of the font:



What makes this font unique is that not many companies are using a script font on their logo. Moreover, “bright script clean” reminds of an authentic handwriting which is often connected with creativity. Our App is a creative platform and the font highlights that fact.

## Personas

**Giselle** Xtensio



"To be a good designer, start by designing yourself"

**Age:** 24  
**Work:** Student / Freelancer  
**Location:** Nørrebro, Copenhagen  
**Character:** Creative Plant

**Personality**

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

**Creative** **Productive** **Goal Oriented**

**Goals**

- Boost CV
- Finish Education
- Get a job in the Design Industry
- Expand Network

**Frustrations**

- Building on your resumé while attending school
- The difficulty of standing out on the Job Market fresh out of a university
- Competitive Job Market

**Bio**

Giselle is studying media design in Copenhagen, but has found that many graduates from the same lines of education have trouble finding jobs once they have graduated. Therefore she wants her resumé to stand out and furthermore she wants to build on her skills. She has trouble putting a price tag on her work due to the fact that she has yet to finish her education - so she is in search of a platform where she can build on her skills and make new contacts in the business with the little time she has between courses at her education.

**Motivation**

Fear	<div style="width: 80%;"></div>
Growth	<div style="width: 90%;"></div>
Power	<div style="width: 75%;"></div>
Social	<div style="width: 95%;"></div>

**Brands & Influencers**

**FILA** SECOND HAND GRAPHIC APP

**Preferred Channels**

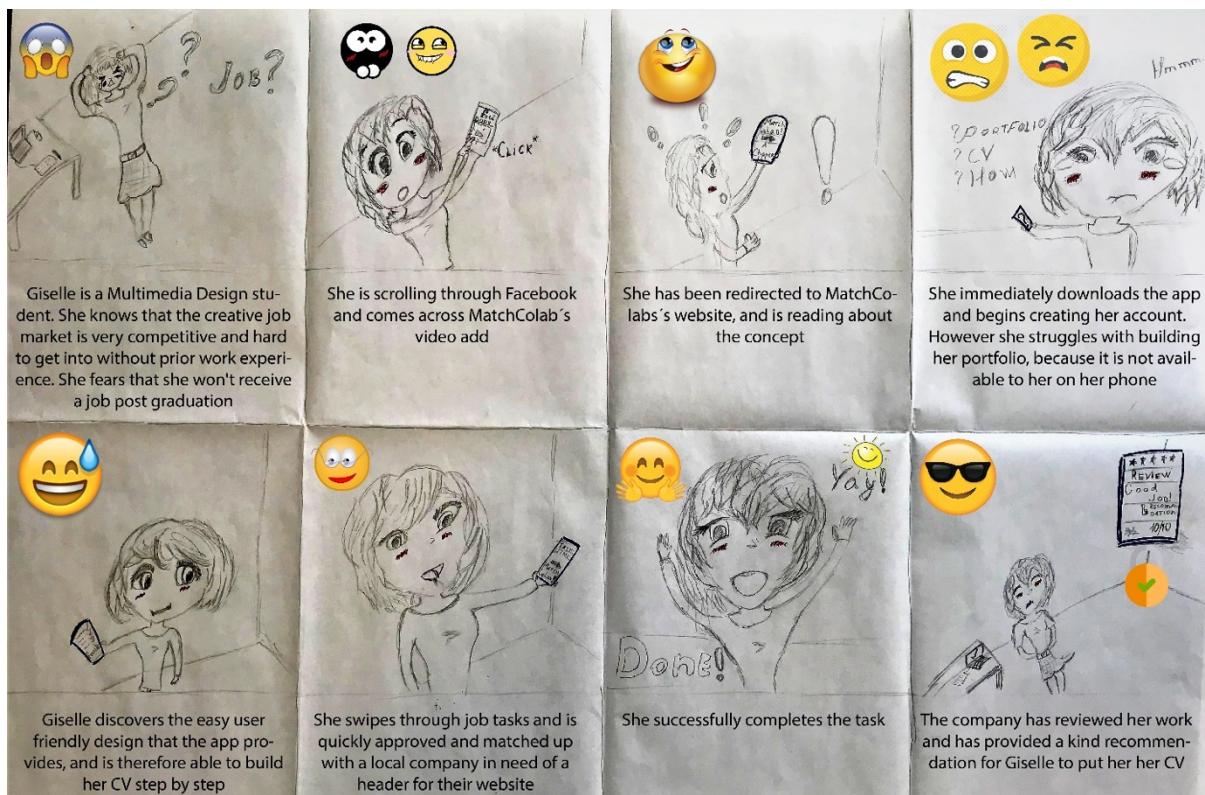
Online & Social Media	<div style="width: 85%;"></div>
Art Channel	<div style="width: 90%;"></div>
PR	<div style="width: 70%;"></div>

Giselle is a 24-year-old multimedia design student in Copenhagen. Her character is a creative plant and her long-time goals are to boost her CV and expand her network in order to get a job in the design industry. Her current frustrations are to build on her resume while attending school.



In addition, she has troubles putting a price tag on her work due to the fact that she has yet to finish her education – so she is in search of a platform where she can build on her skills and make new contacts in the business with the little time she has between courses at her education.

## Customer Journey

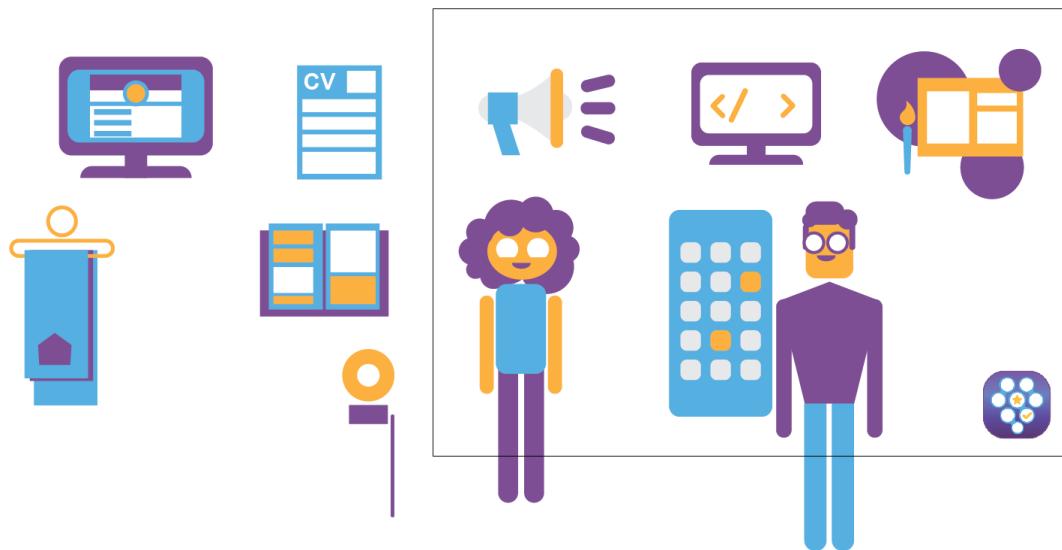


## Advertisement Video

In order to promote the idea of “MatchCollab” we are developing a short video that explains the concept. The Video is intended to be published on both: the website and social media platforms. It is important that the video is not too long as the attention span our target group is short. That is why we decided to make the video approximately 30sec. long.

The tone of the video is easy and targeted towards a young audience. Furthermore, is the used terminology not corporative and aims to catch the attention of users, visiting our website.

The image underneath shows the elements and characters, used in the video. The color scheme is taken from “MatchCollab’s” Logo so that the viewers recognize our company.



## Design Process

