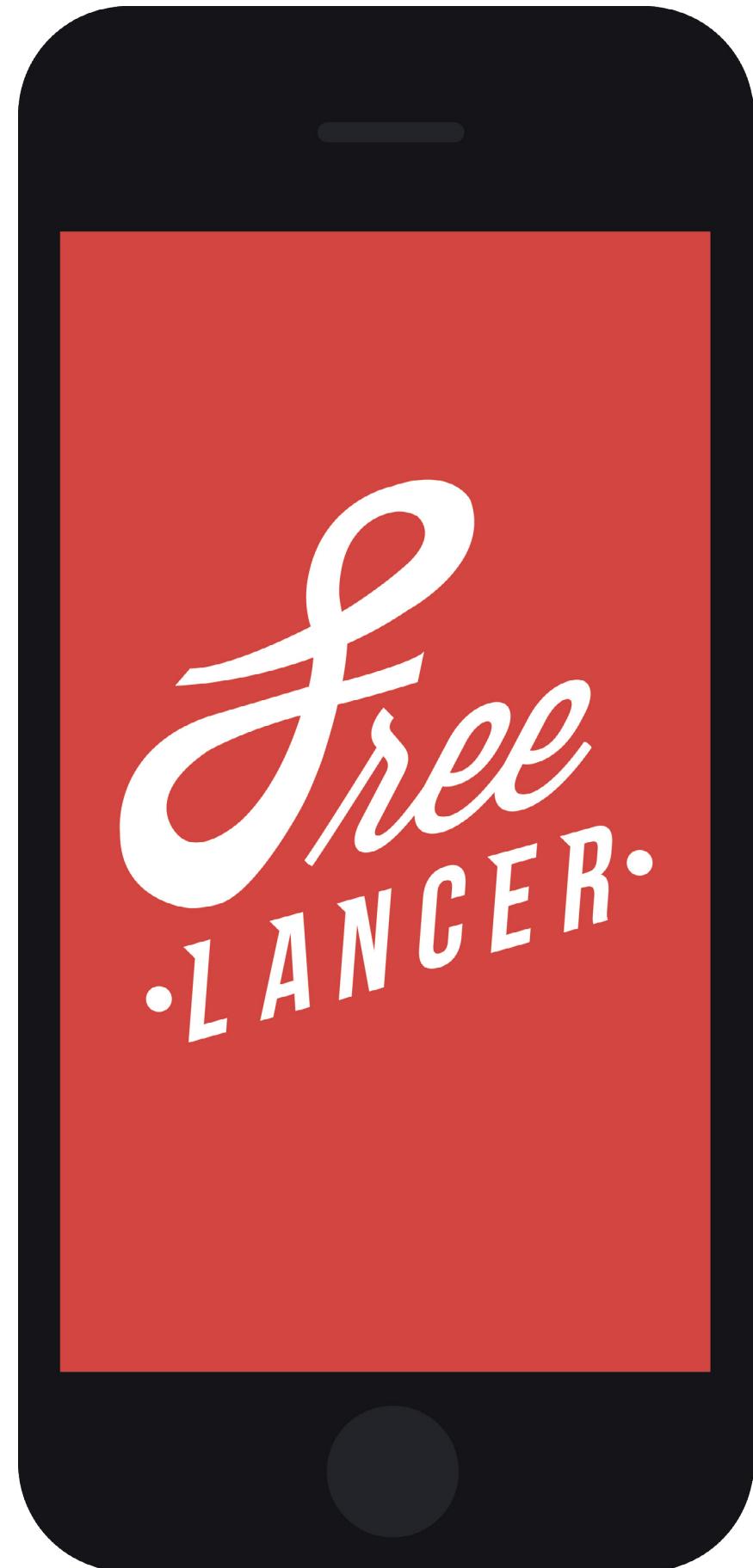


App Concept

I am designing a freelancer project management app. The professions the app will be catered to are graphic design, web design, motion/film design, and illustration. It will assist new freelancers with figuring out pricing estimates, finding work, managing a timeline, and collaborating on a project with employees or other freelancers.

The freelancer will input information on their current expenses and career experience to find what kind of salary they should be making. Individual projects will be created by the user by selecting the type of work and parameters associated with it. In the end the user will have an idea of what to charge the client, and an organized timeline on the scope of the project. There will be internal access to file storage systems such as dropbox and Google docs. Emails will be accessible from within the app.



App Wordlist

Structure	Lifestyle	Paper
Money	Expenses	Suits
Business	Office	White board
Compensation	Home	Free Agent
Fair Price	Desk	Creativity
Clients	Pencils	Parameters
Customers	Pens	Relationships
Management	Coffee	Small businesses
To-do List	Mug	Non-profit
Deadlines	Coffee Shop	Government
Dates	Polished	Calculations
Calendar	Professional	Metropolitan
Tasks	Urban Fashion	Young
Process	Social	Fresh
Steps	Networking	Informative
Hours	Equipment	Info graphics
Corporations	Software	Charts
Jobs	Macs	Graphs
Project	iOS	Tables
Scale	Developers	Lists
Categories	Designers	Reminders
Share	Artists	Alarms
Collaborate	Briefcase	Email
Notification	Notes	

Competition MyPrice

The first thing you do in this app is answer a set of questions about your occupation, lifestyle, expenses, location, education, and work experience.

The app then takes these and outputs a base hourly rate. The organization is clean, but some of the options are wordy. You also have to answer something for each option. I will use the health insurance option under expenses as an example. Say I don't have health insurance, so it isn't an expenditure. I would think I would just leave it blank, but I have to select it and then go to another page where I select "I don't pay for health insurance". This seems unnecessary. Under Education it tells you to list your highest education. It has options for Elementary and Middle School. I don't think those are necessary.

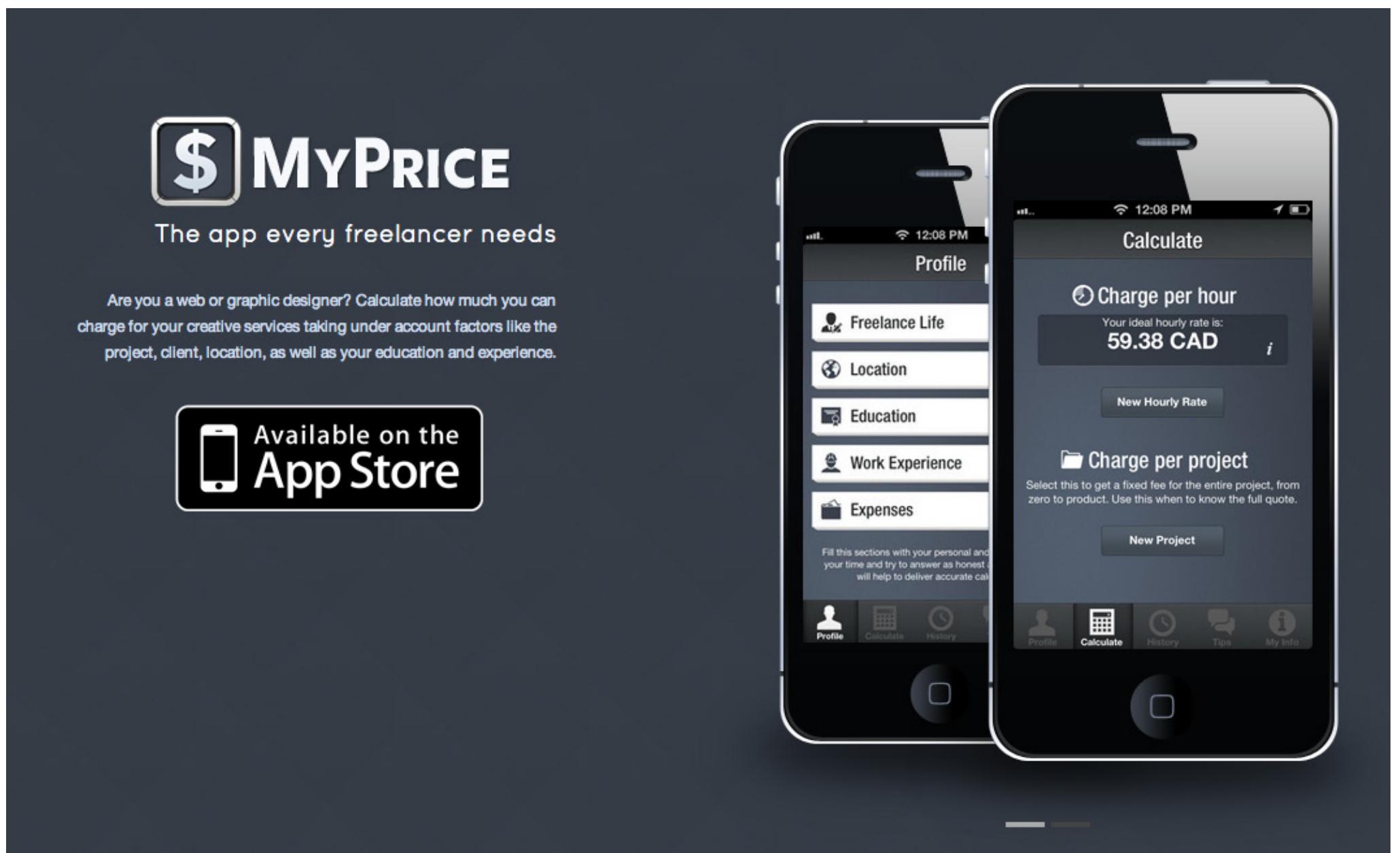
From there you can set up a new project. First you set up a name. Then you select the type of client. Then you select the type of service you are doing, then you select a sub category for your service (research, create from scratch, redesign, etc). Then you list how skilled you think you are in that service. Next you say how much time you have to do this project. In the end you get a summary page and the option to email it to your clients.

There is a tips page that generates new tips about

the industry. I think I will bypass this page in my designs for the sake of time.

There is a jobs page with descriptions and allows you to apply for the positions. Ways I would improve this is to add a filter for freelance, part time, and full time positions. It also doesn't say where these positions are, so you have to exit the app to do some research. When you hit "apply for position" it brings up a new email. It doesn't let you chose which email you want to use if you have more than one, and it doesn't let you attach anything.

Structure and design-wise the app is black and white with a dark navy blue background. Clean San-serif fonts and white vector icons. UI buttons have a stroke and a navy blue gradient.



Competition Wunderlist 2

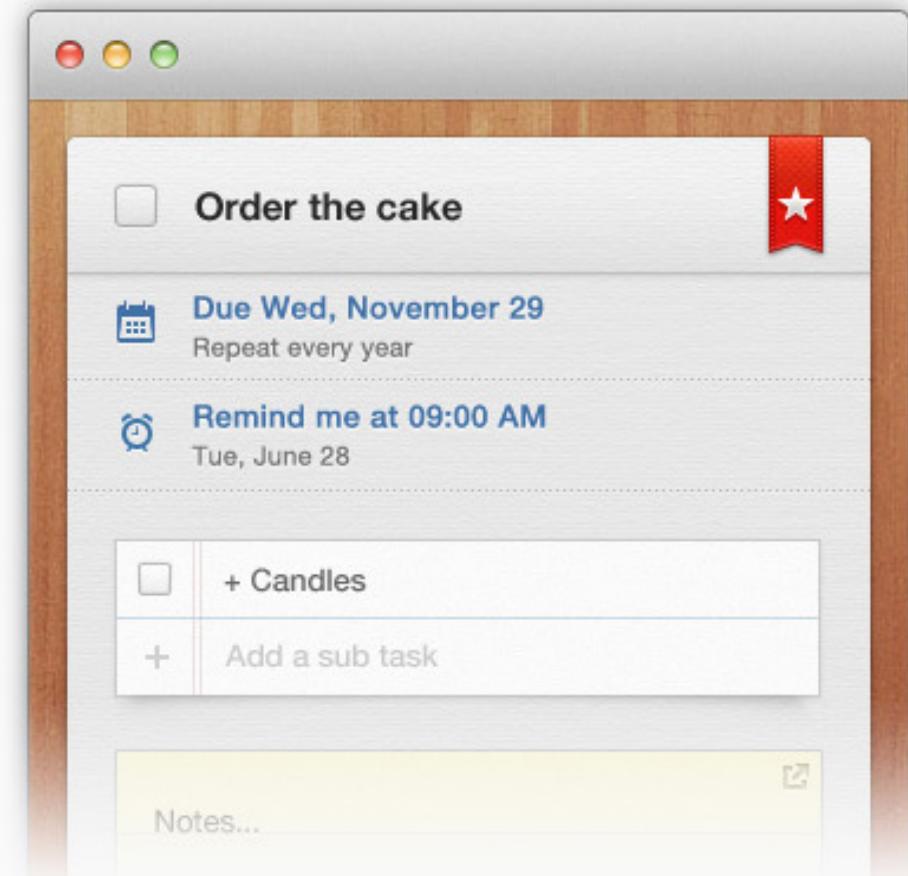
This is a much more basic to-do-list management app, but I liked the system it uses and I think it would be useful to incorporate into the timeline feature of the freelance app. Wunderlist features a simplistic interface to add new to-do items and check off completed ones. When a user adds a new item there are options to set a due date, set a reminder, add subtasks, and add any notes associated with it. When you have completed a task you can check it off and it goes to the bottom of the list and changes color. You can also group to-do items in user defined categories, which for the freelancer app would be the different projects, or different sub parts of the project such as web and graphic design.

Reminders, Recurring and Subtasks

Everything you need, plus a little more

Do you like to work towards a deadline? Do you have things to do that never change? Or do you prefer to split big tasks into smaller steps?

Wunderlist now features the new Detail View including Reminders along with Recurring and Subtasks. Guaranteeing your activities are kept on track and on time with little effort — again, again and again.

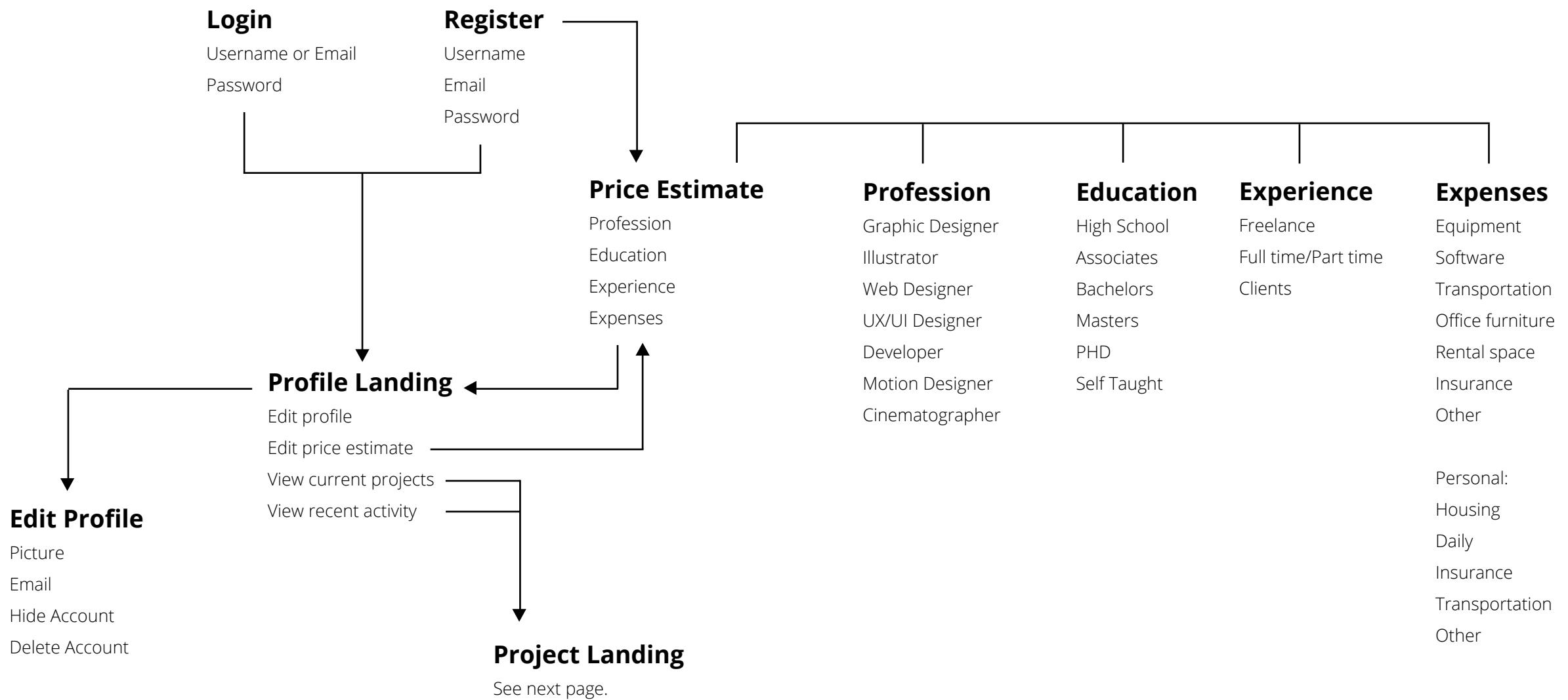


The screenshot shows the 'Invite People' section of the Wunderlist application. At the top, there is a 'Members' tab and an 'Invite People' button. Below is a search bar with the placeholder 'Name or email address...'. Underneath the search bar are three tabs: 'Recent', 'Contacts', and 'Facebook'. A list of four contacts is displayed, each with a small profile picture, name, email address, and an 'invite' button (represented by a person icon). The contacts listed are: Jeremy Lee (jeremy.lee@example.com), Pia (pia@example.com), Steve (steve@example.com), and Emma Louise (emma.louise@example.com).

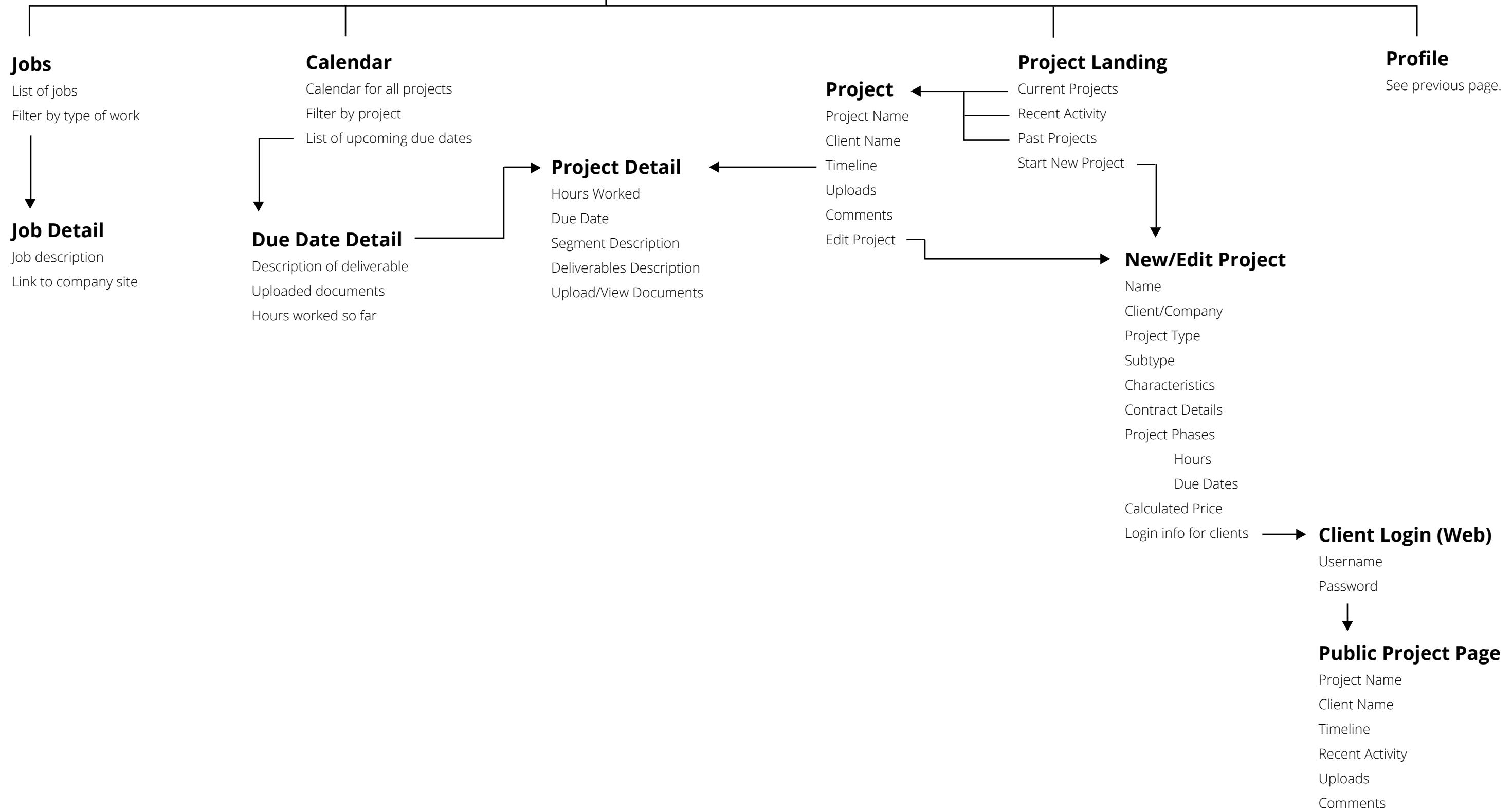
Seamless collaboration

With a little help from your friends

Want to get your colleague's assistance on an upcoming presentation? Or maybe you want to share the fun of organizing a birthday party with a friend? Wunderlist now makes it downright simple to invite your friends, family and colleagues to lend a helping hand. Through the smart integration of Facebook's Open Graph and your personal address book all you need to do is hit "Invite" and wait for them to join. Oh, and if they are not yet a Facebook friend simply type in their email address. Sharing in Wunderlist has never been easier.



Main Navigation





ANDREA WILSON

23 years old
Vancouver, BC

Andrea just graduated from a University and is looking to strike on her own as a freelancer. Being a bubbly outgoing person she has a suitable network to find work, but has no idea what to charge. She is moving into her first apartment and needs to be able to support herself while paying off her school loans.

Freelancer will recommend a flat rate she would need to charge in order to pay for her daily needs as well as paying off her loans. In addition to that, each project she sets up will also calculate a recommended rate so both her and her clients will have a fair exchange.



KALVIN DEMMING

25 years old
Everett, WA

Kalvin got laid off of his job as a web designer and has been unable to find a full-time position in several months. He really wants a full time job, but has decided to do freelancing in the mean time, but is having trouble managing his own work now that he doesn't under a project manager.

Freelancer has a job section that will help Kelvin find another full time job, as well as clients for freelancing in the mean time.

The structure of setting up projects in the app will force Kelvin to set up a timeline in the beginning and show him a calendar with all the deadlines for projects in one place.



RUSSELL SMALLS

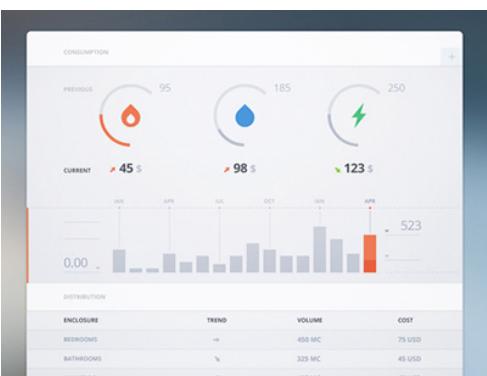
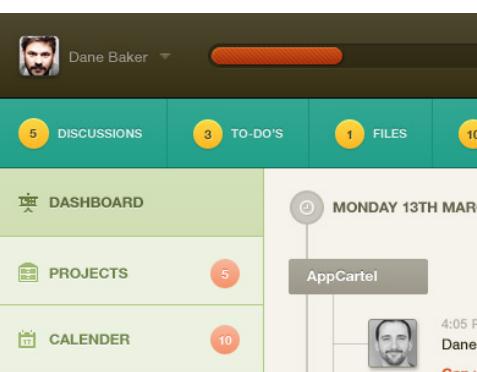
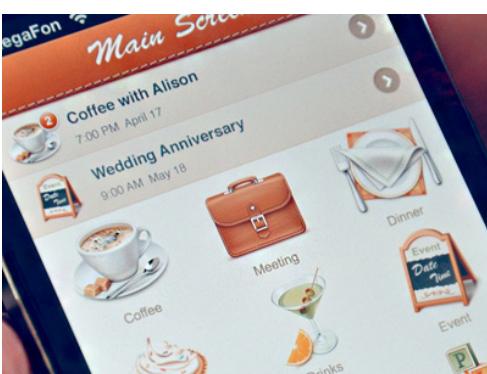
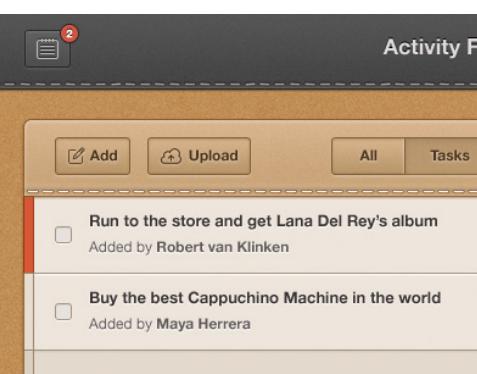
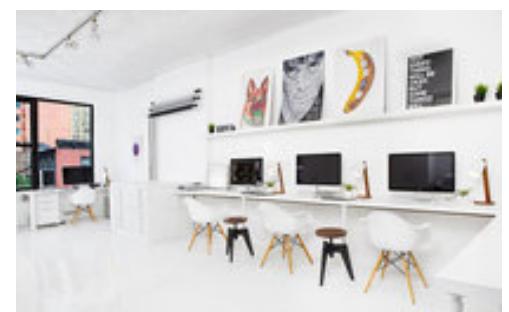
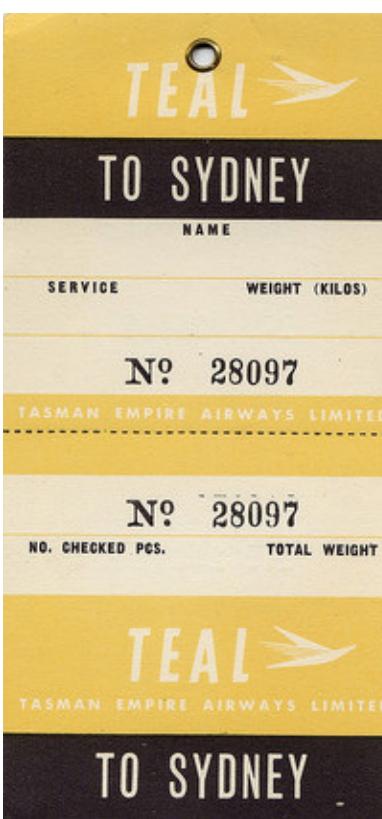
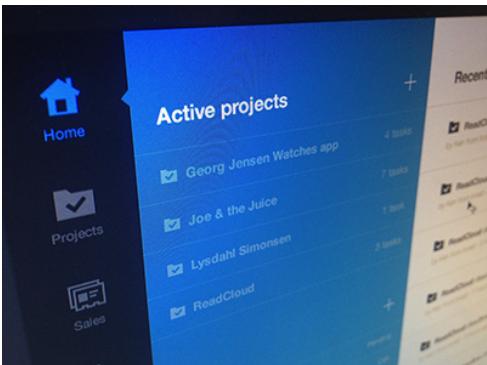
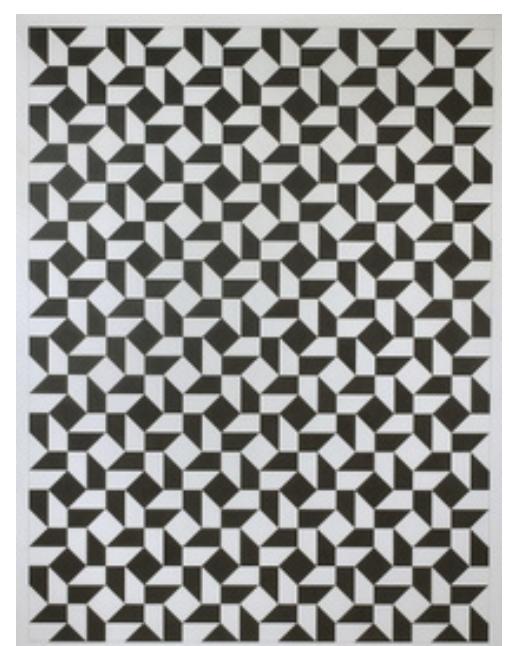
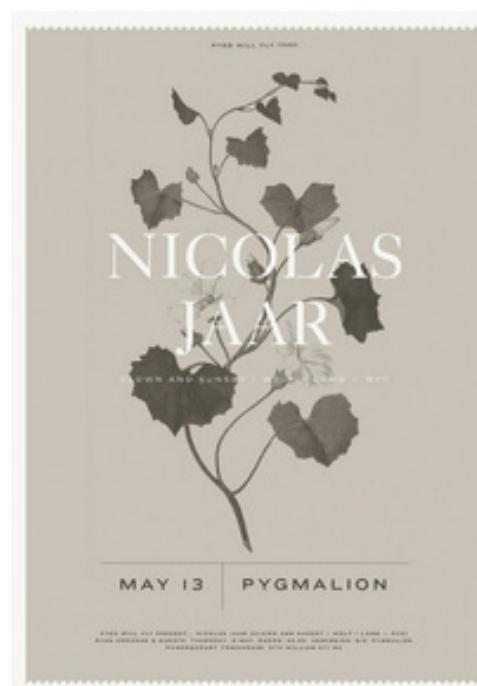
46 years old
Nelson, VA

Russell is a well known Freelancer of 20 years. He hasn't kept up with the communication technologies that his clients use, so his client base is starting to slip away. He recently moved to a rural area, so meeting with his clients is difficult.

Freelancer has a public site feature which will show Russell's clients that he is still modern, as well as keep them up to date on his progress and view documents without having to go to a meeting.

App Inspiration

The look I want to go for is a clash of sophisticated metropolitan and down to earth city life. I like the idea of using blacks, whites, golds, and wood colors to create a professional feel to the app. I want to use both tall bold sans serifs and either classy serifs or neat brush stroke type. I want to experiment with both a flat UI and a slightly more skeumorphic design. I like a lot of the apps that utilize stitching or hard wood floors as visual elements, they have a very utilitarian yet homey feel.

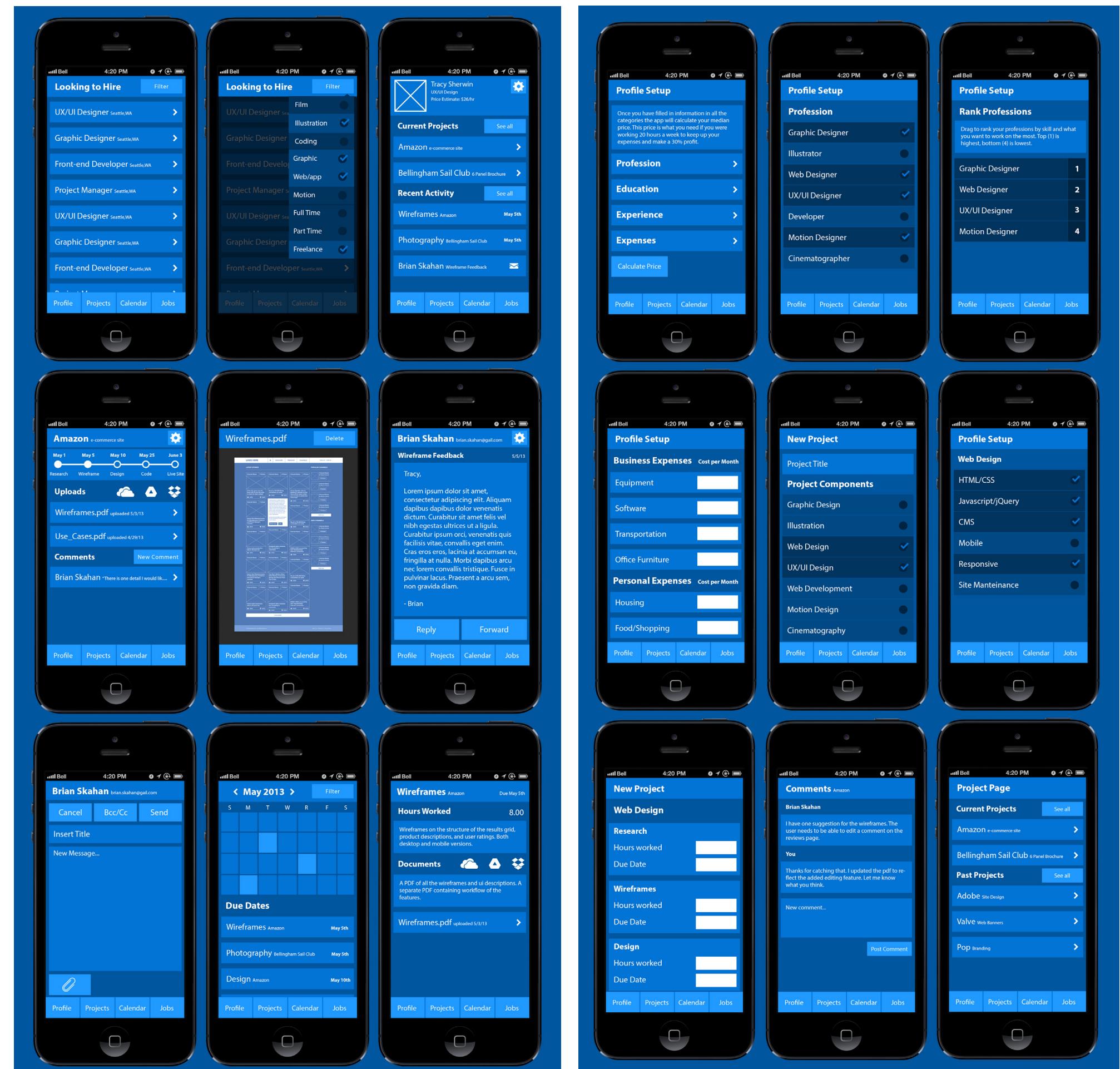


App Wireframes

Here are the different content structures for the app. Most of them utilize a single grid system, with each item taking the user to another page with more detail or to a next step in a process.

The app features 4 fixed navigation links. One takes the user to their profile. The projects main page allows users to view current/past projects or create a new one. The calendar page pools all of the due dates across the projects into one calendar. The last one is the jobs tab which allows user to see available jobs and filter by the type of jobs they are looking for.

There are a few workflows shown here. On the image to the right the top 4 screens refer to profile setup. The rest of the screens on the right image show the workflow when setting up a new project. The left image doesn't really show any workflows, but it contains the landing pages for user profile, projects, jobs, and the calendar. It also shows screens tat the users can get to from those landing pages.



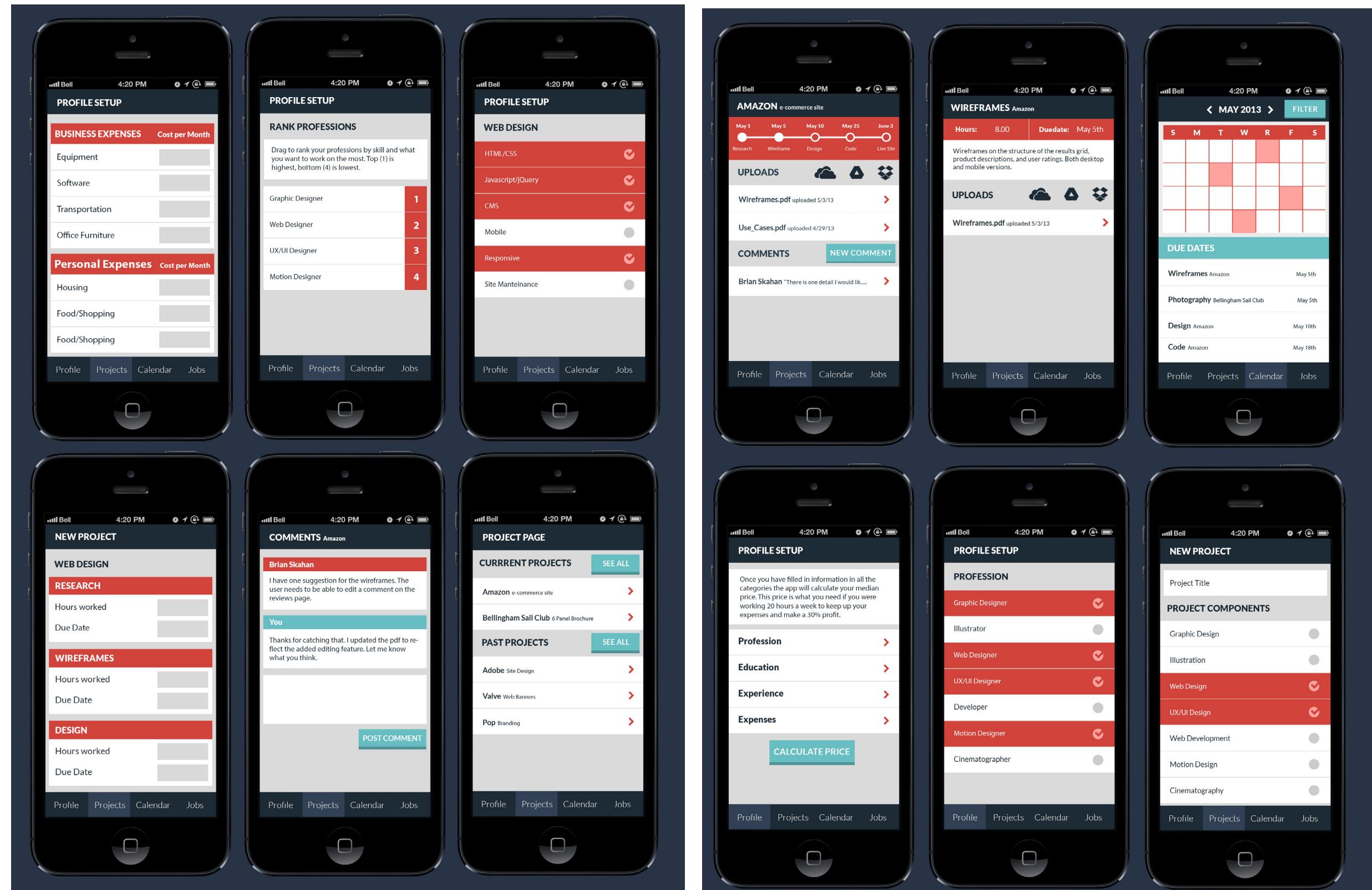
App Design

I decided to use flat UI in my design because the purpose of project management is to organize and make goals and process clear. Since the users are designers I can be a little more fun with the colors. I've used sans serif to go along with the clean feel of the app, but I am interested in experimenting with script and serif fonts. I decided I won't go the direction with the blue background because the combination of colors don't express professionalism. The three on the right are closer to what I want to do.



App Final Design

Here is the final design direction. Most people liked the red and blue combo, which ended up looking the most professional. I kept the flat UI because it is the trend right now, but gave a slight depth to the buttons so they look like they can be pressed.



App Final Design

Logout

Here are a few more designs for the app as well as the client-facing website component.

When a freelancer creates a new project a user-name and password is given unique to the project. The freelancer can then give this to the client. There is only one username and password.

Clients can use this to access the project dashboard on the web. Since the technology skills and resources will differ between clients, a website is a better approach than an app component. The dashboard has the name of the project, an avatar with the name and email of the freelancer, and several modules that relate to the project.

The timeline is editable by the client in case they want to change the due date of the project. The freelancer will receive a notification anytime a change is made on the dashboard.

The blue box to the left of the timeline shows details on the next phase of the project that is due. If the client clicks on a different spot on the timeline, different information will appear in that box. The client can edit a description of the phase of the project, such as what deliverables are required.

There is an upload section where documents can be uploaded and viewed by both the client and the freelancer.

The last section is where the comments are posted between the client and freelancer. Because different people could be commenting, there is an input box for a name along with the new comment.

Freelancer

AMAZON e-commerce site

TIMELINE					EDIT	Design: Due May 10th	EDIT
May 1	May 5	May 10	May 25	June 3			
Research	Wireframe	Design	Code	Live Site			

UPLOADS

File name	Date Uploaded	File Size	File Type	Section
Wireframes.pdf uploaded	5/3/13	34 mb	pdf	Wireframes
Use_Cases.pdf uploaded	4/29/13	3405 kb	pdf	General
moodboard.jpg uploaded	5/3/13	24 mb	jpeg	Research
Contract.docx uploaded	4/29/13	3405 kb	word	General

ADD FILE

POST COMMENT

Tracy Sherwin UI/UX
slabserif3@gmail.com

Brian Skahan May 3rd 4:01pm
I have one suggestion for the wireframes. The user needs to be able to edit a comment on the reviews page.

Tracy Sherwin May 3rd 4:57pm
Thanks for catching that. I updated the pdf to reflect the added editing feature. Let me know what you think.

Brian Skahan May 4th 11:06am
That's great. So for the design I was thinking it would

NEW COMMENT

Name:

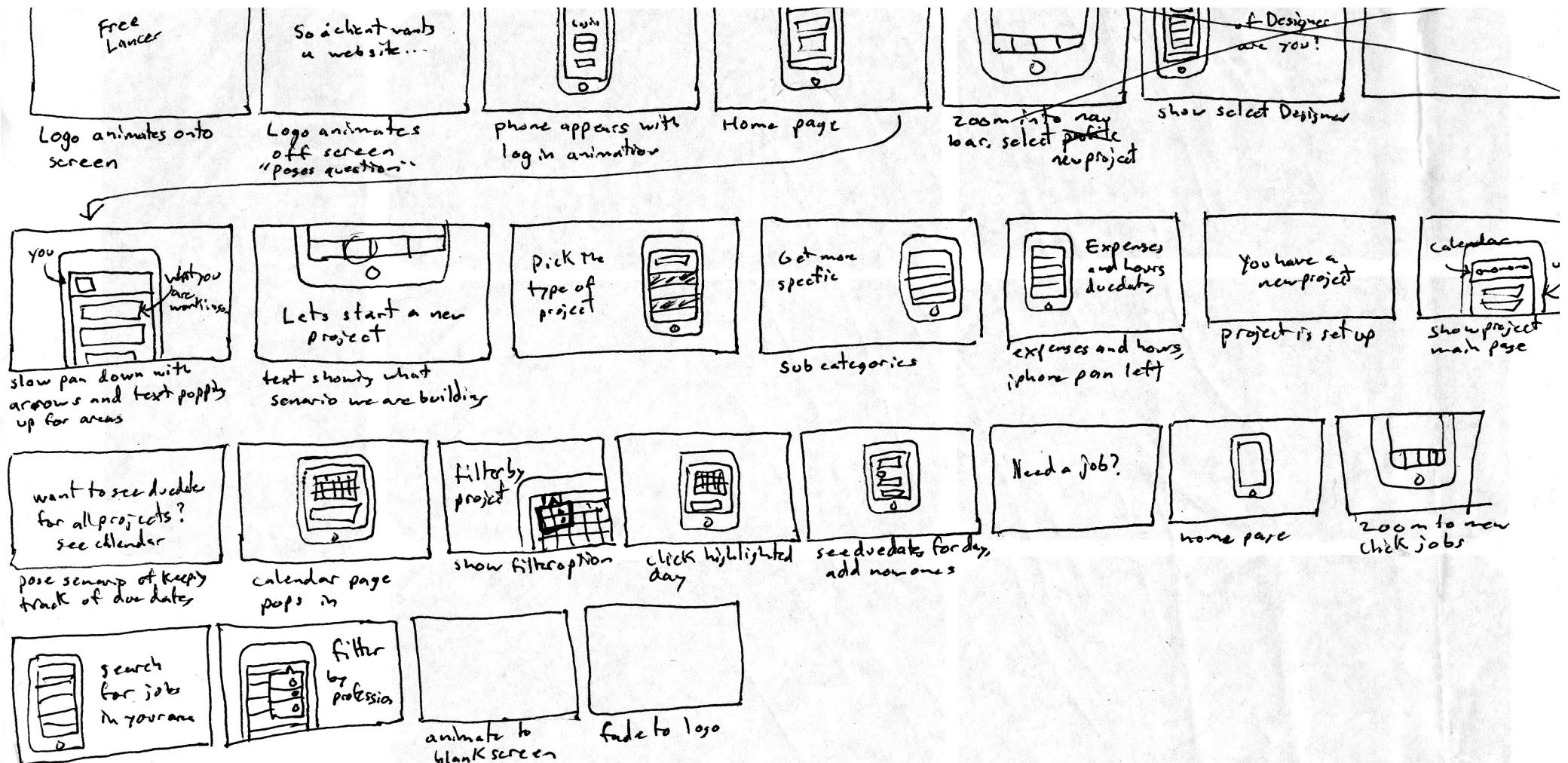
App Demo Storyboard

Instead of a usable prototype for the app I decided to make a motion video hitting on the key features of the app and animated transitions.

The feel of the video is going to match the flat, clean, and bright color of the app itself. I will be using Lato as the font for the commercial because it matches the modern aesthetic of companies such as Microsoft.

The video itself won't have any fancy After Effects tricks or 3-dimensional space. There will be no additional assets besides the phone and the app itself to keep the focus on it. Text will introduce a feature of the app, followed by the phone moving on-screen, and all animations in the app itself will be performed with the phone zoomed in on. A simple circle will represent the users finger, and will pulse when selecting something. The phone will be used to wipe away text as well.

For music, I think I will stick to something instrumental because words would create an extra meaning to the app potentially. It will be something upbeat, whether it's indie guitars or something electronic.



App Demo Stills

The demo opens with the phrase, "New to the Freelance Game?" I wanted to make the video call out to young professionals who haven't solidified their freelance strategy and may need some guidance.

The length of the video is less than a minute, so I left out a lot of the details such as setting up a profile. The set-up is a really important part of the app because it tailors the recommended fee for clients, but going through each step would take too much time. The video also isn't meant to be a tutorial or a walkthrough, but more of an introduction and raised awareness of the app.

In the very end the name and logo of the app is revealed. I saved it for last so it would be the final thing the viewer saw, and therefore be what they leave with in their minds.

