

Board Better Creative Brief

www.board-better.com



Application Description

Target Audience

Board Better's target audience is small non-profit organizations that have a large percentage of volunteer staff. Any size organization may find use for it, but its focused feature set is designed to be a free alternative to paid project management applications.

Goals

Many small nonprofits have a large percentage of volunteer staff who are serving in their spare time. Important issues often arise between board meetings or are often forgotten from one meeting until the next. These important issues aren't the main goals of the nonprofit, but without a method to track projects they can bring an organization to a halt.

The goal of Board Better is to serve as a web-based application that allows a nonprofit's board members the following capabilities:

Secure Accounts

- Board Better members can create accounts, log in, and log out securely
- Board Better administrators can create, recover, and remove projects and member accounts

Project Collaboration

- administrators can add members to boards, giving them access to project details
- members can tag projects as being in various levels of completion or urgency
- members can comment on projects

Project Interaction (dependent on user role)

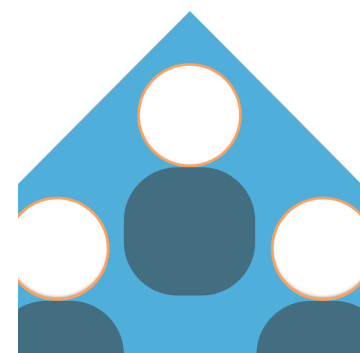
- create projects with details
- modify project details
- remove projects
- tag projects with predefined tags
- comment on projects

Logo Design and Color

Logo



Favicon

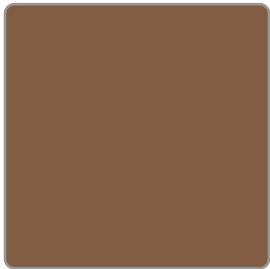


Color Theme

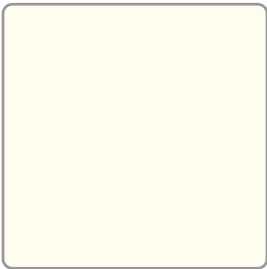
#436D80



#805C43



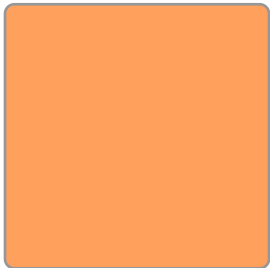
#FFFCF0



#50AFDA



#FFA05D



#514E4B



Typefaces & Scale

Heading font is Lato Bold, #514E4B, scaled @ 1:1.618 from 18px base

Top Heading: 76.245px

2nd-Level Heading: 47.245px

3rd-Level Heading: 29.124px

Body font is Quattrocentro Sans Regular, #000, @ 18px

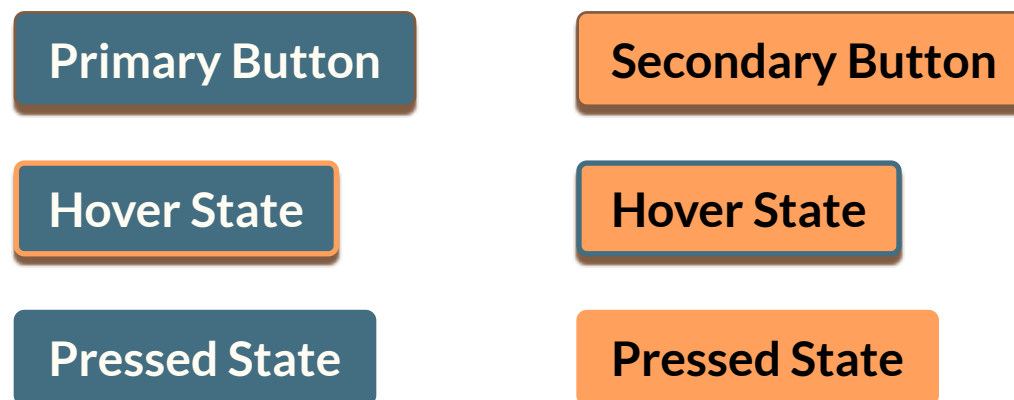
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Interactions

Buttons



Text & Link Treatment

This is a tooltip, which will explain some important fact on hover.

This is the body copy, in which a [link would appear](#). A link that had been visited would [appear slightly faded](#). Hovering over, tabbing to, or tapping / pressing a link would cause it to transition to [underlined text](#) for the duration of the action.

Valid & Error States

Input Success State



Input Error State

