



Ace Studios

STUDIO DESIGN PROGRESS

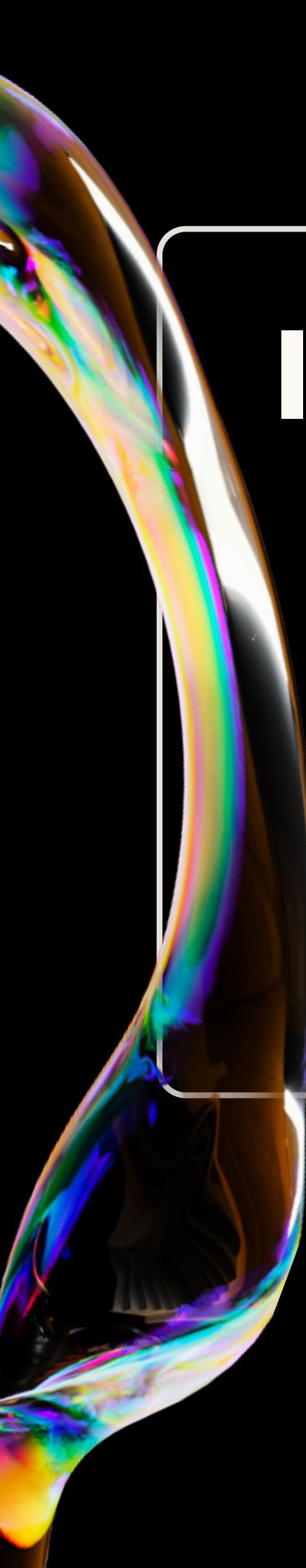


Presented by Mayca, Coralie, Arthur,
Jackie, Nikola, Lars, Maksim

TODAY'S AGENDA

1. Introduction
2. Team organisation
3. Core values
4. Brand guide
5. Secondary research
6. Future plans





INTRODUCTION

- How did we land on the name "Ace Studios"?
- What is the meaning behind our brand name?



Team organisation

ROLES - 7	MEMBERS
Team Leader- Quality Control	1
Front-end	3
UI/ UX	2
Research	4
Designer	3
Management	1

role division

/Team Contract

Team Roles:

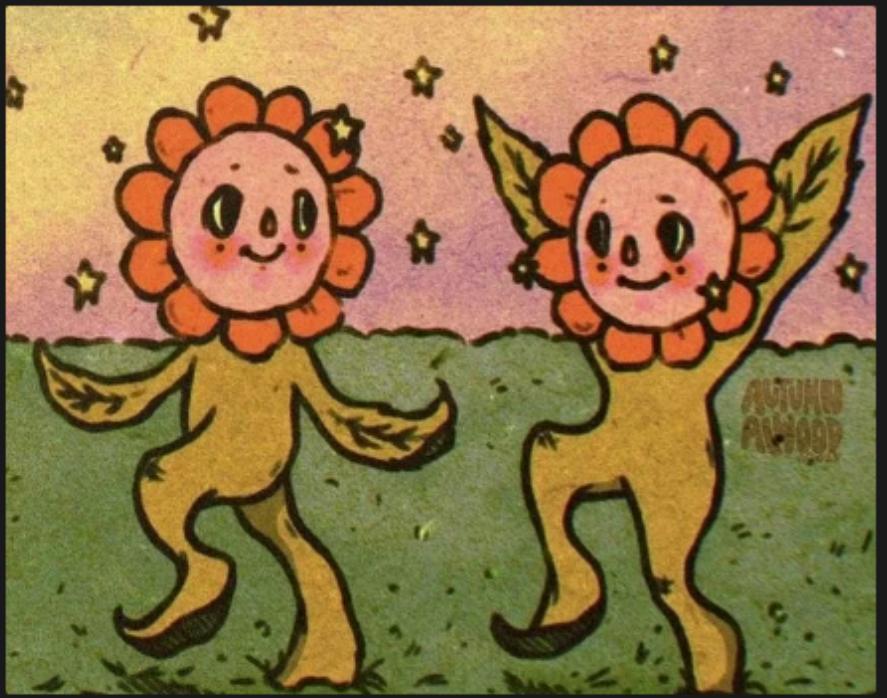
- Team Leader/ Product owner: Arthur
- Front-end Devs: Jacky, Lars, Nikola
- UI/UX Designers: Maksim, Coralie
- Design Team: Arthur, Jacky, Lars
- Research Team: Coralie, Mayca, Nikola, Maksim
- Scrum master: Mayca

Team Guidelines:

1. **Attendance:**
 - Be here between **9:00 - 9:30 AM** every day (if you're running late or can't show up for some reason let the group or Arthur know).
 - **Leaving:** We leave together at the end of the day unless you've got a good reason to head out early (or you're staying late for personal work).
2. **Morning Routine:**
 - **Daily Check-in:** Every morning, we'll have a quick recap of what we've done and make a plan for the day.
3. **Communication:**
 - **WhatsApp:** This is our main channel for chatting and updates.
 - **Discord:** Use Discord for sharing pictures and files.
 - **Collaborative Decisions:** Everyone has a say in the project. If decisions need to be made, we'll vote on it as a team.
 - **Notion:** Make sure Notion is installed on your phone so you can stay on top of tasks and updates.
4. **Workload:**
 - We're all responsible for making sure the workload is balanced. If things feel off or uneven, Mayca will help sort it out.
5. **Rotating Feed Pulses:**
 - We'll rotate who fills in the feed pulses, so everyone has a chance to use this for their learning outcomes.
6. **Sticking to the Plan:**
 - Stick to the project plan, if something goes wrong let Arthur know so he can adjust.

team contract

Team organisation



Navigation

Documents

Planning

Links

Today's to do

Name

Brand Guide

Logo

11:20 PM

Tuesday

EINDHOVEN WEATHER

15 °C overcast clouds

	Tuesday	Wednesday	Thursday	Friday	Saturday
Cloud	Cloud	Cloud	Moon	Moon	Cloud
21 °C 13 °C	25 °C 14 °C	25 °C 15 °C	24 °C 13 °C	24 °C 14 °C	

Table

Sprint 1

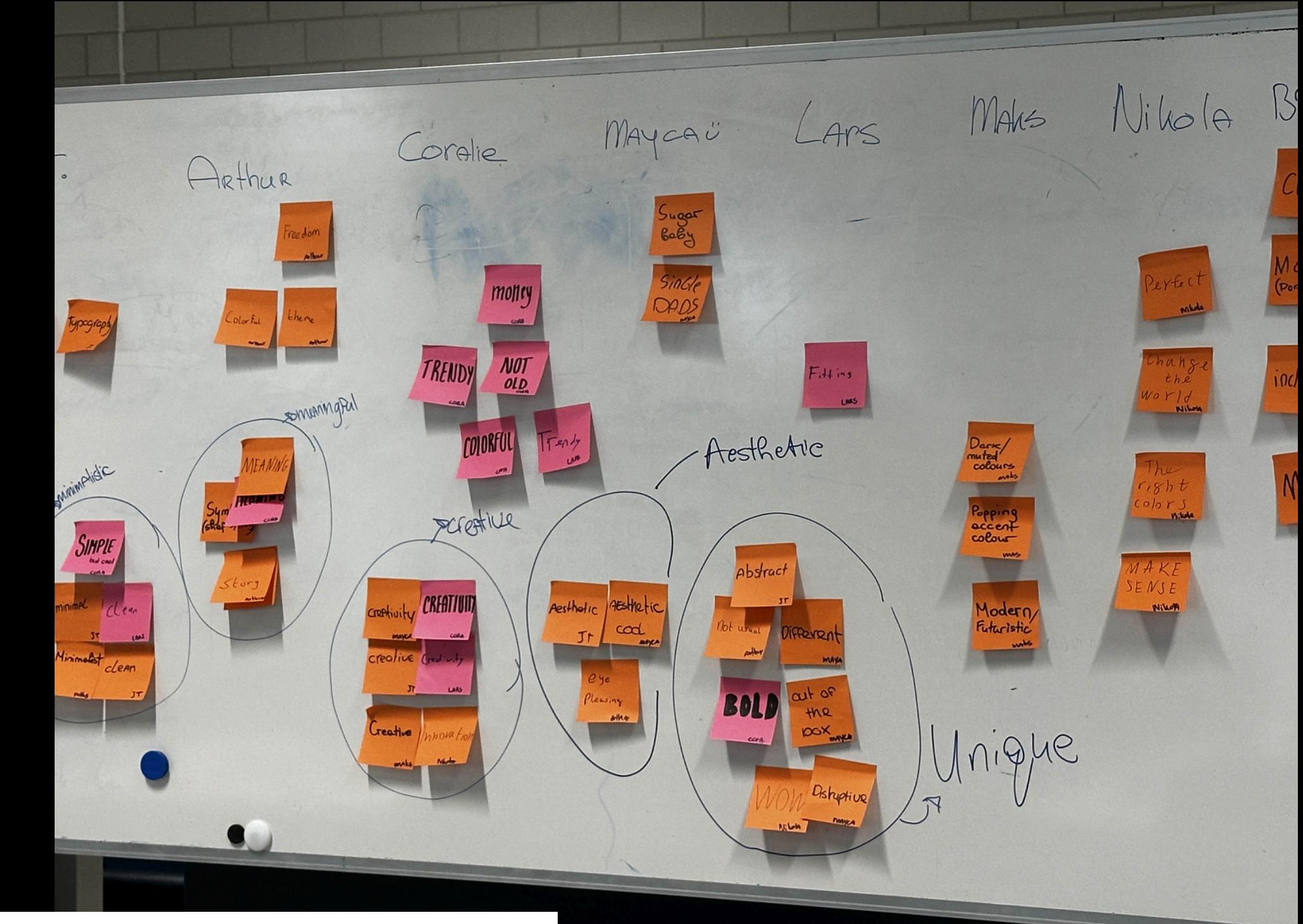
Task	Assigned to	Status	Due Date
Develop design	A arthur2004jair@gmail.com J Jacky Nguyen L Lars Mombarg	In progress	
Brandguide	J Jacky Nguyen Lars Mombarg A arthur2004jair@gmail.com	In progress	
Moodboard	J Jacky Nguyen A arthur2004jair@gmail.com Lars Mombarg	In progress	
Logo	J Jacky Nguyen Lars Mombarg A arthur2004jair@gmail.com	Done	
Bussines card	J Jacky Nguyen Lars Mombarg A arthur2004jair@gmail.com	Not started	
Mock-ups	J Jacky Nguyen Lars Mombarg A arthur2004jair@gmail.com	Not started	
Jaw dropping website prototype	C Coralie Erasmus M Maksim Ivanov	Not started	
One page interactive website		Not started	
create github		Not started	



Notion

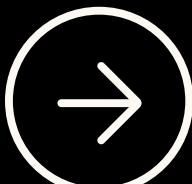


CORE VALUE MAP



Cuba, Mayca X.G. de 6 days ago

we worked on creating a hierarchy and backlog board to help break down tasks for our sprint. Our epics were fine, but we didn't use the "user story" format correctly. We were told to improve our user stories, but it's hard because we don't have a client yet.



Dirk suggested we focus on our core values to figure out the type of client we want and this will help us create better user stories. We used his feedback and created a map of each members core value and scaled them down to 2 which were "Unique" and "Minimalistic".

BRAND GUIDE

Stylescape



BRAND GUIDE

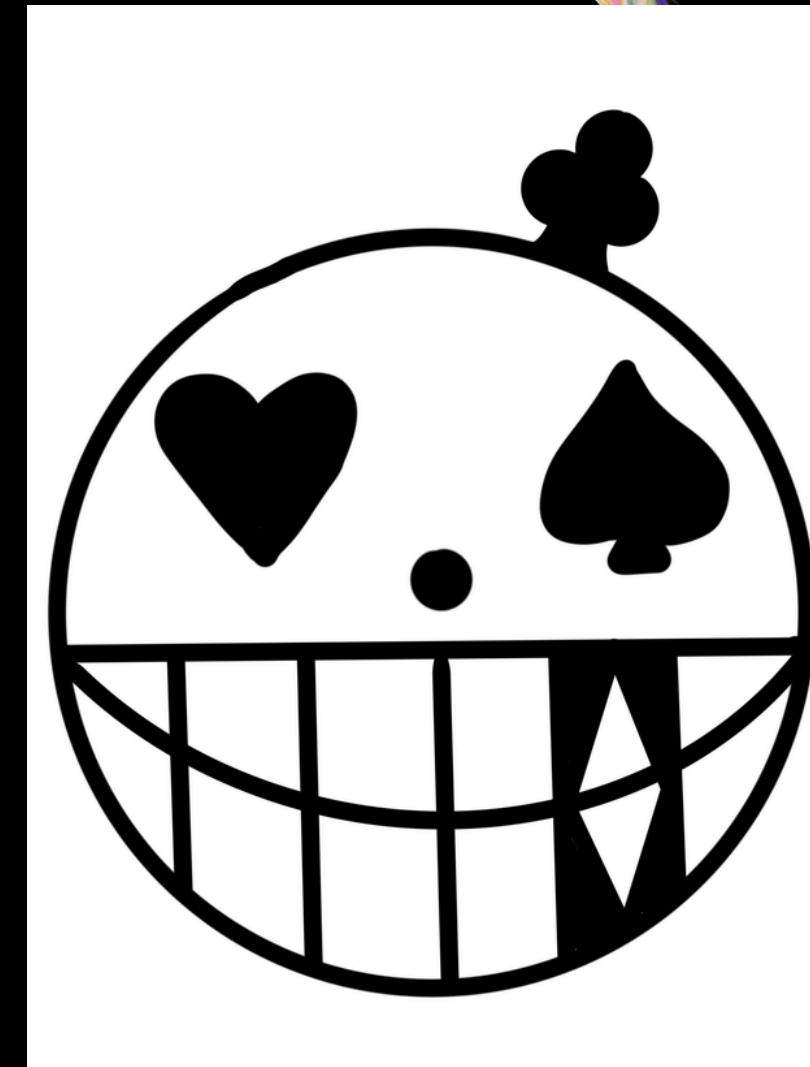
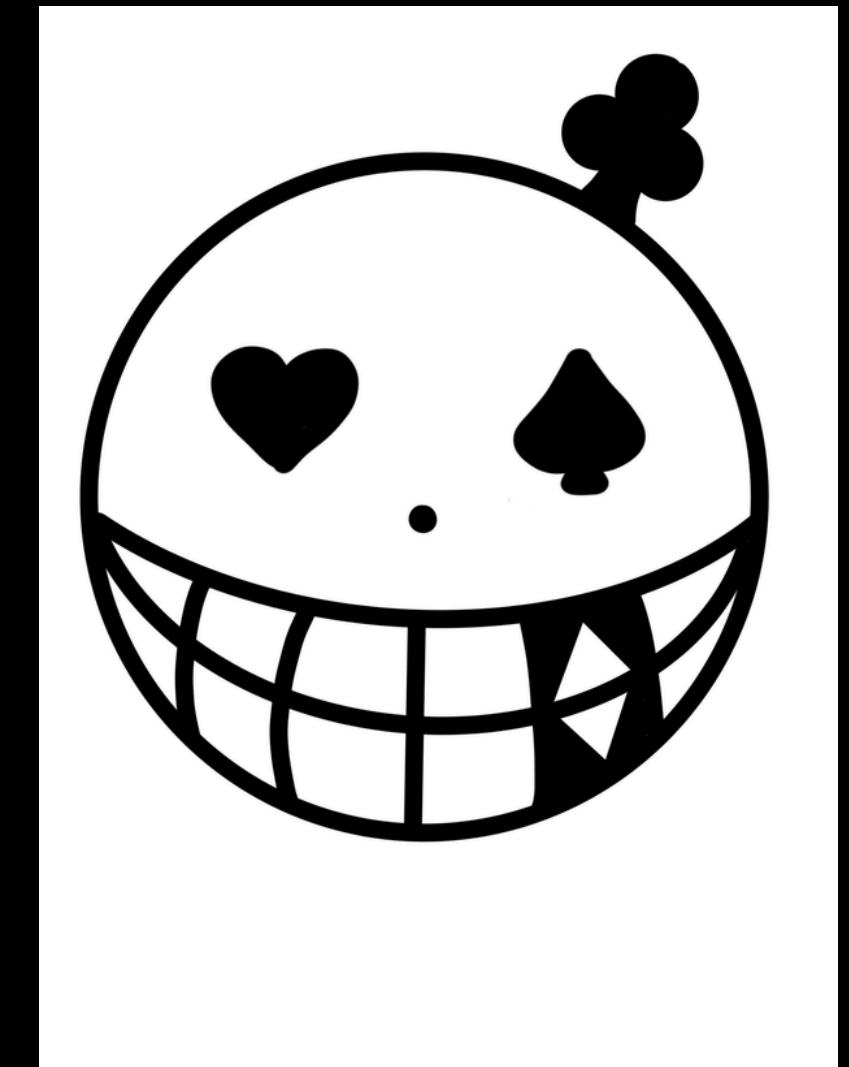
Logo design (before)



Ace Studios

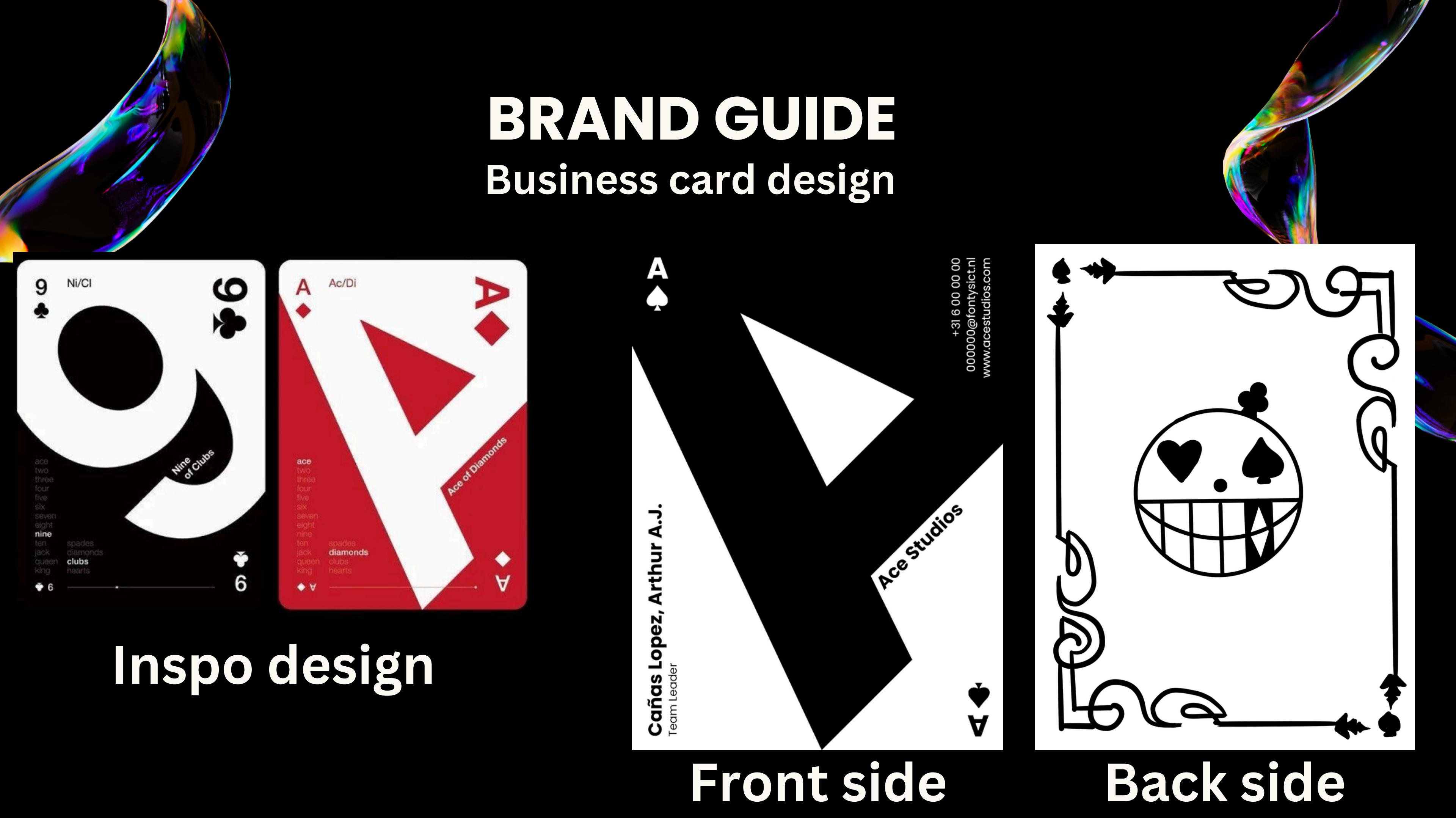
BRAND GUIDE

Logo design (after)



BRAND GUIDE

Business card design



BRAND GUIDE

Mockups



Business card



Drippy merch (coming soon)

SECONDARY RESEARCH

Research Ace Studios

Table of Contents

Research Ace Studios

1

Table of Contents

1

Strategy & Goals

1

Research Questions

2

What design elements and features are important for a studio website to clearly showcase the team's creative skills and expertise? 2

How can the website's content (for example portfolio, case studies, and testimonials) be presented to effectively highlight the team's value to a potential client? 3

How do competitor websites in the industry showcase their teams, and what sets successful studios apart in attracting brand partnerships? 5

What UX and UI design choices help create a smooth and engaging navigation experience for clients reviewing the team's website? 6

- Strategy & goals
- Research questions
- Competitor analysis

FUTURE PLANS

1. Finalize design
2. Wireframes and interactive prototype
3. Begin coding the website



Ace Studios

THANK YOU

for your time and attention

Any questions?

