

FLAG

CO.LAB

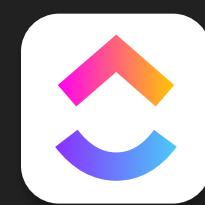
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PRODUCT DESIGN CASE STUDY

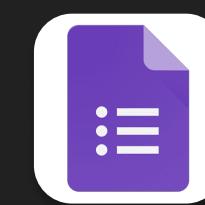
An app that facilitates authentic and successful collaborations between content creators and brands, featuring an AI-powered virtual assistant.

PROJECT OVERVIEW

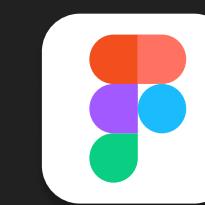
Tools



Clickup



Forms



Figma



Lookback

Duration

5 WEEKS

Screens

+40

PROBLEM

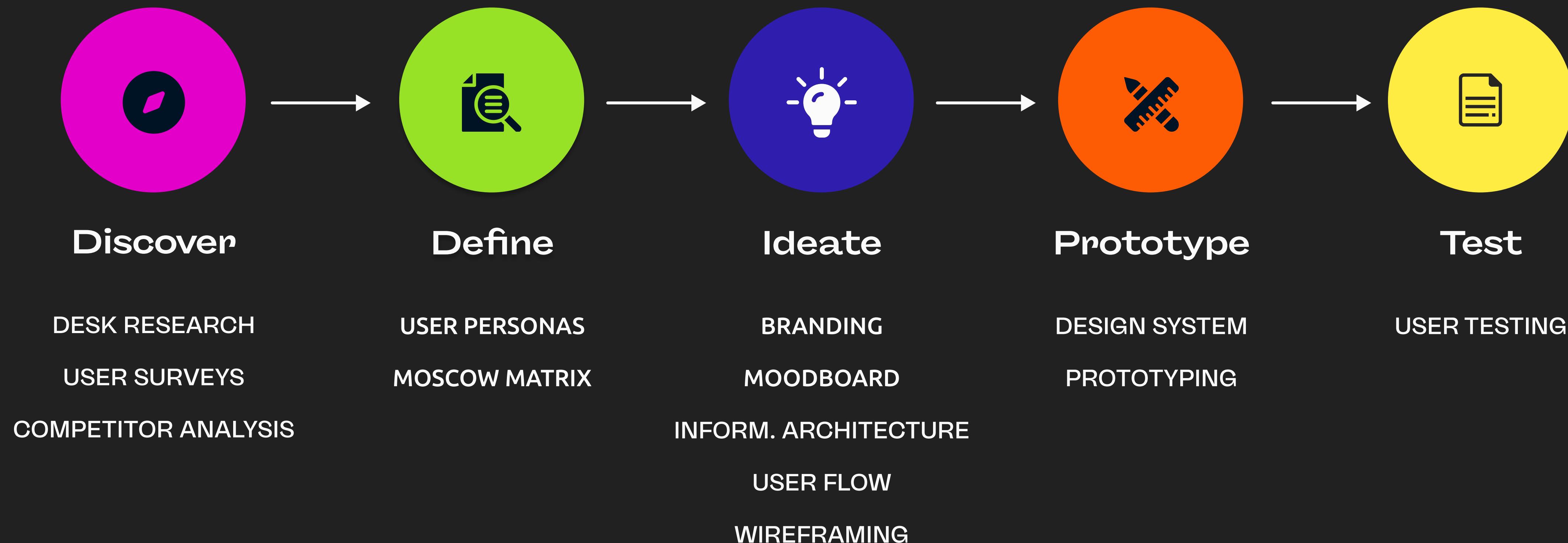
Emerging brands and content creators often face challenges in establishing connections and collaborations, leading to missed opportunities and ineffective partnerships

SOLUTION

Develop an intuitive and smart app that streamlines the connection between brands and creators, fostering authentic and successful collaborations, enhancing visibility for both, and optimizing the campaign selection, application, and management process

CREATE MORE, CO.LAB BETTER

DESIGN PROCESS



COMPETITOR ANALYSIS

upfluence

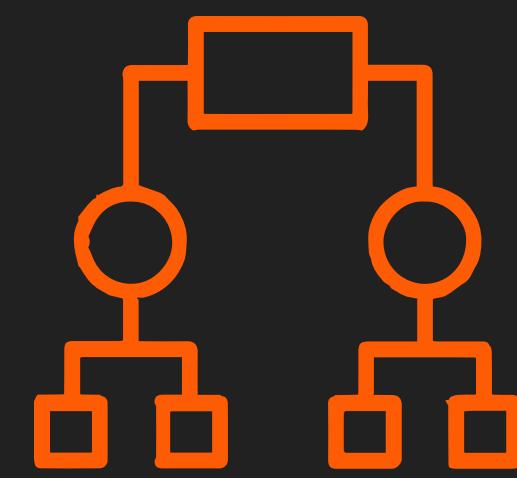
traackr

socialtalk

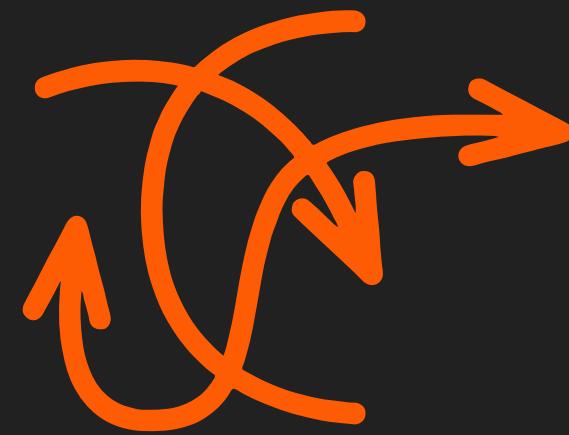
Aspire



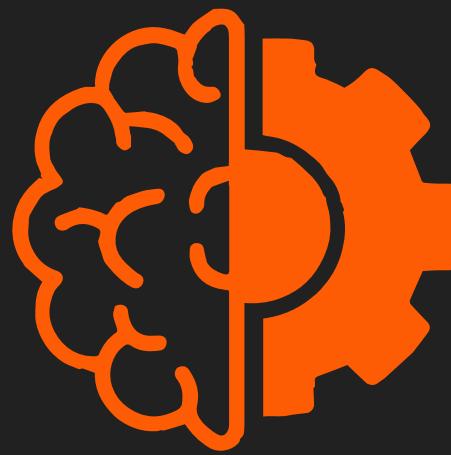
Targeted to brands



No content matching
algorithm between
brands and content
creators



Complex platforms



Lack of AI assistant



High pricing

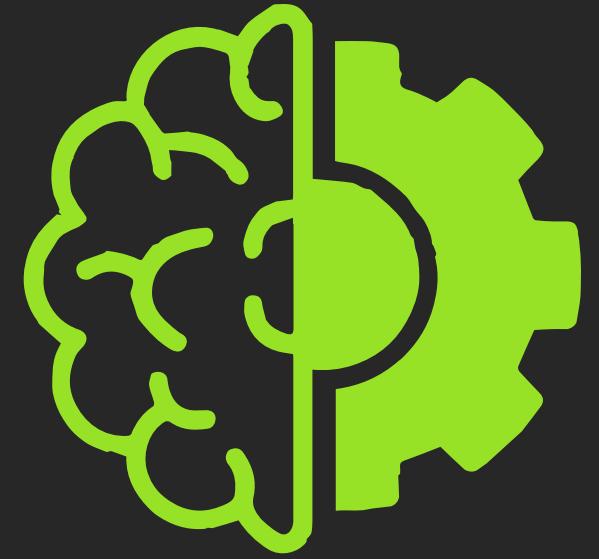
WHAT DISTINGUISHERS US?



Targeted to
content creators
on the rise



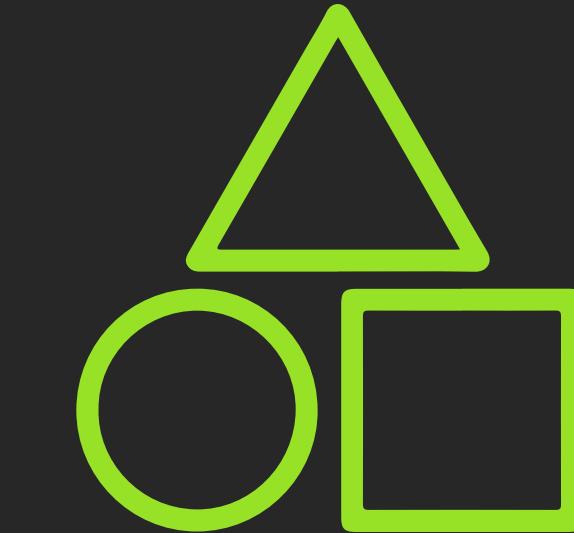
Campaign
application system



AI-powered
virtual
assistant



Affordable



Straightforward,
minimal and playfull

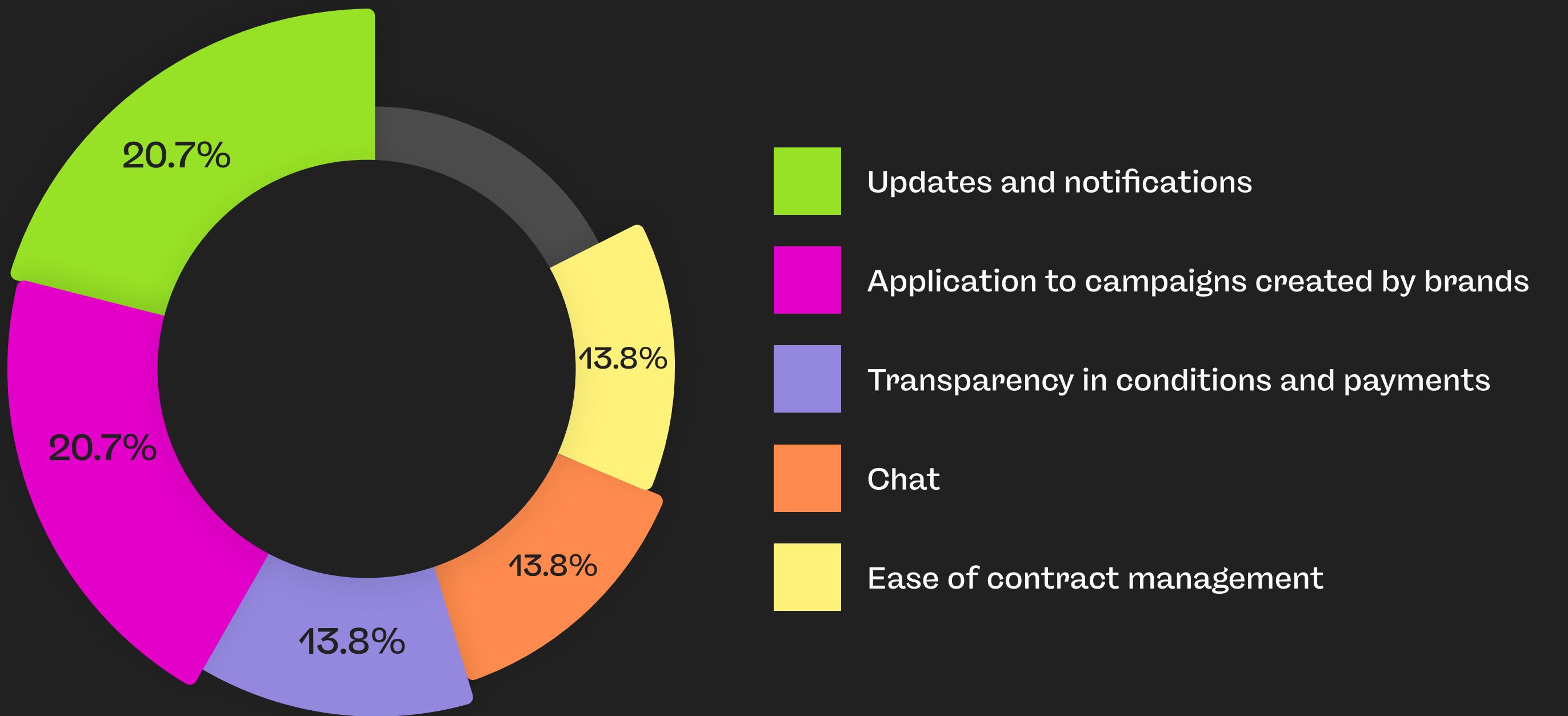
INSIGHTS

70% respondents reveals that they are not familiar with any of the presented influencer marketing platforms or any others



INSIGHTS

TOP 5 most important features for content creators:



PERSONAS



Marta Gomes
24, Porto, Portugal

"I seek authentic partnerships with brands that share my values to create meaningful content and inspire others."

OCCUPATION:
Content Creator with an online vintage store

BIO:
Studied tourism in college but she always liked photography and started to do it with a purpose in 2014 when she created an Instagram account. She created an online store of vintage clothes and promotes sustainability and call on consumerism in her page.

MOTIVATIONS:

Looking for partnerships that help her grow as a content creator, specially with brands that share the same values as hers.

She's works independently and make is own strategy.

CORE NEEDS:

Be aware of new vacancies for campaigns with brands with same values as hers.

Ease of communication and transparency in hiring and payments.

PAIN POINTS:

Finding suitable partnerships and collaborations with brands that are authentic and relevant to her niche.

Manage campaigns and monitor their performance.



Ricardo Sá
37, Porto, Portugal

"I strive to create authentic connections with content creators who embody our brand's values and bring innovative ideas to the table. Together, we can make a lasting impact in the market and reach our target audience in a meaningful way."

OCCUPATION:
Brand manager at Sumol

BIO:
Studied business in Lisbon, and has been working in the marketing sector for 10 years, with experience in influencer marketing campaigns. He's very social, likes to do skating as a hobby and he's passionated about New York city.

MOTIVATONS:

Look for innovative ways to reach his target audience and stand out in the market.

Want to establish long-term partnerships with authentic and committed content creators.

CORE NEEDS:

Find relevant content creators to promote his brand, increase company visibility and authentically reach his target audience

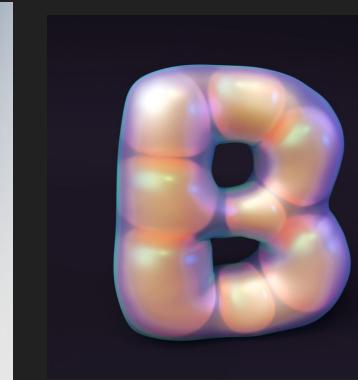
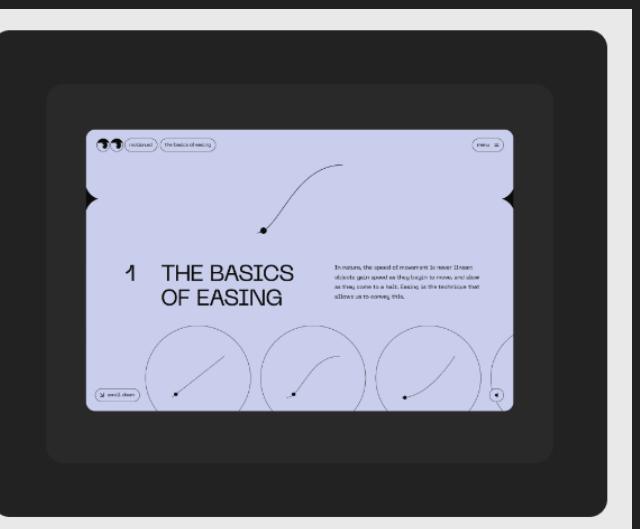
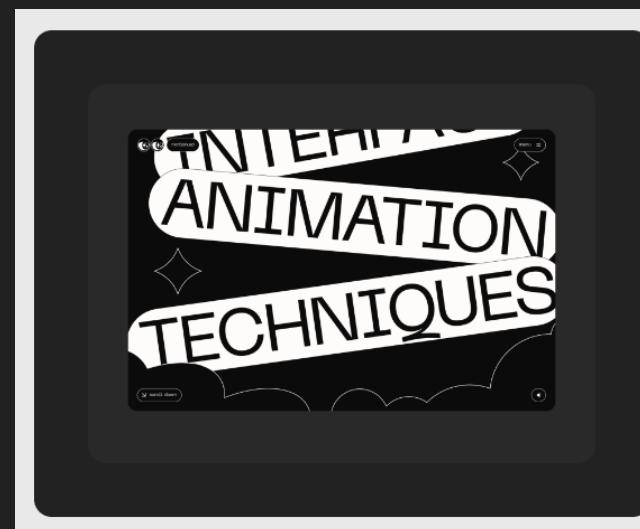
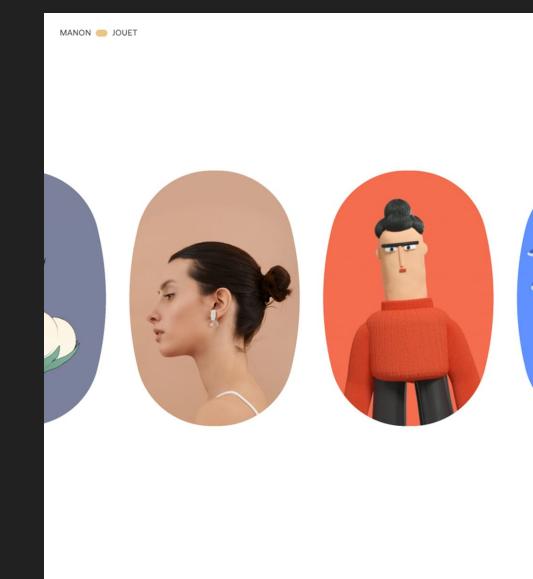
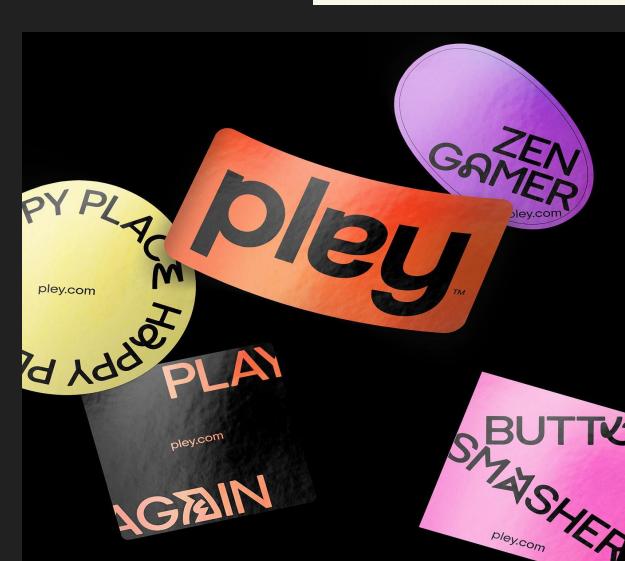
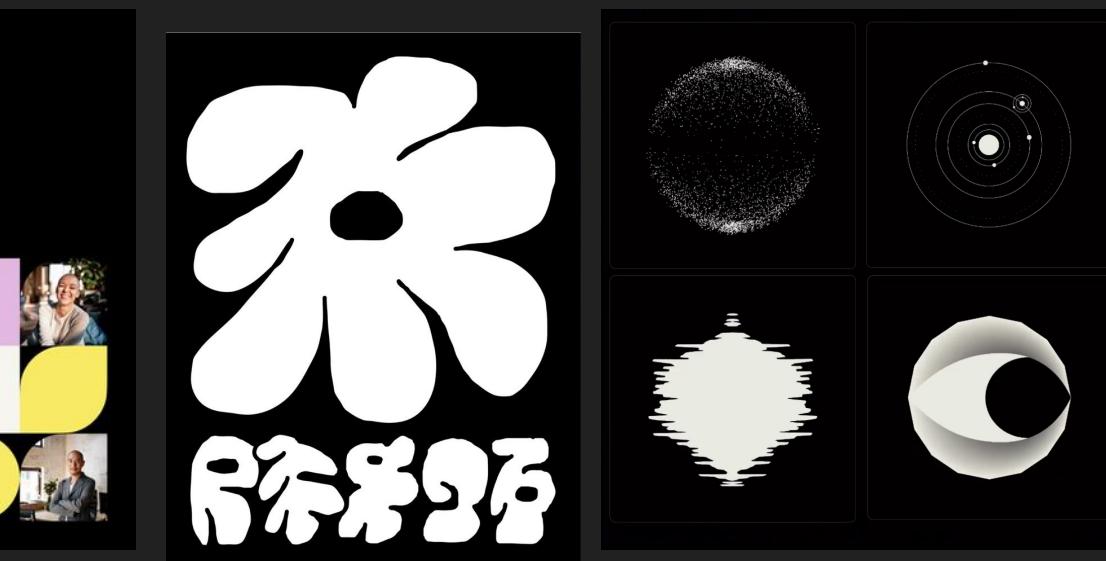
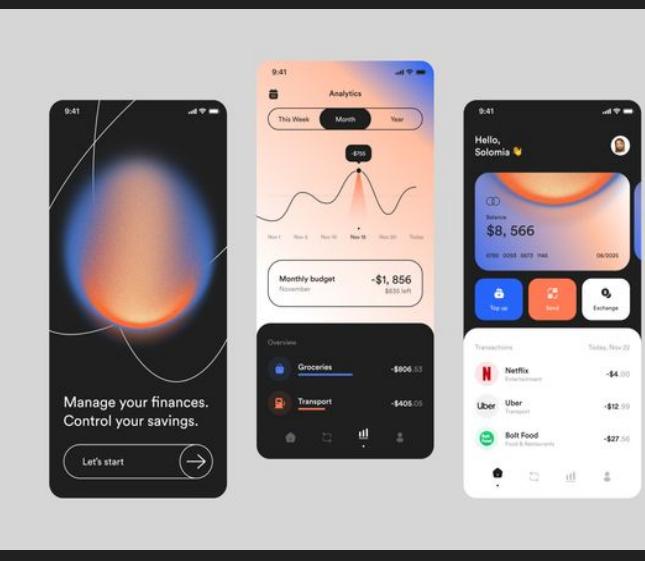
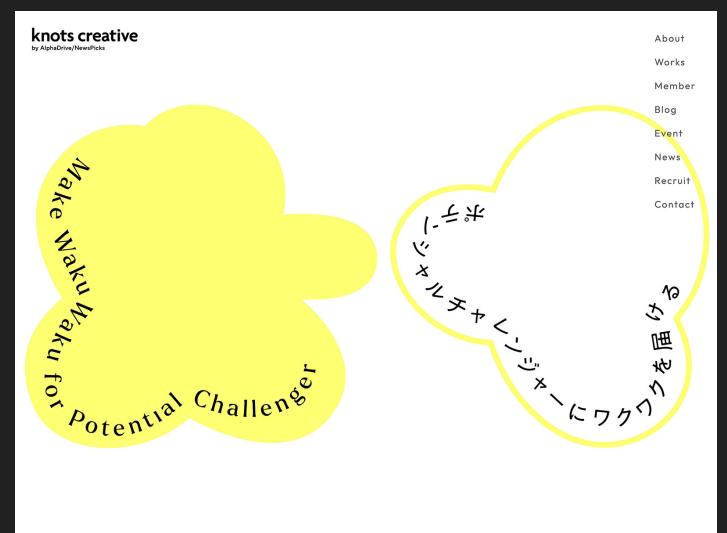
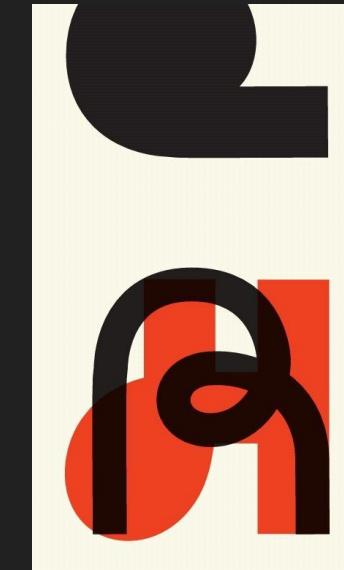
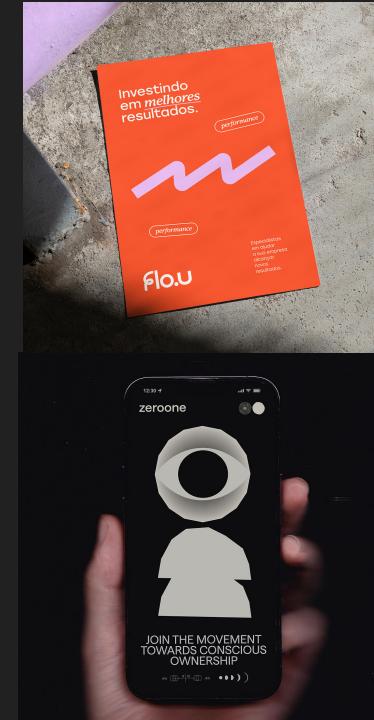
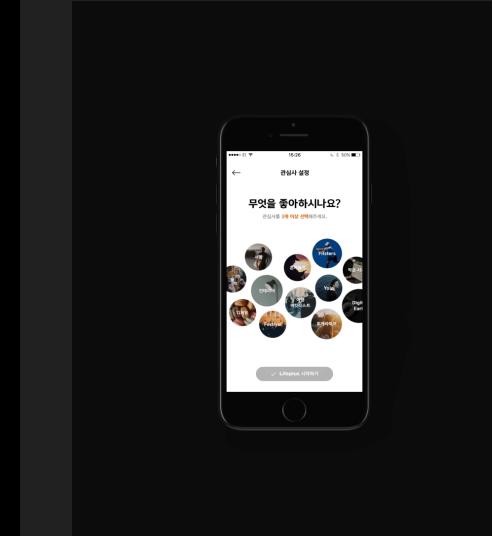
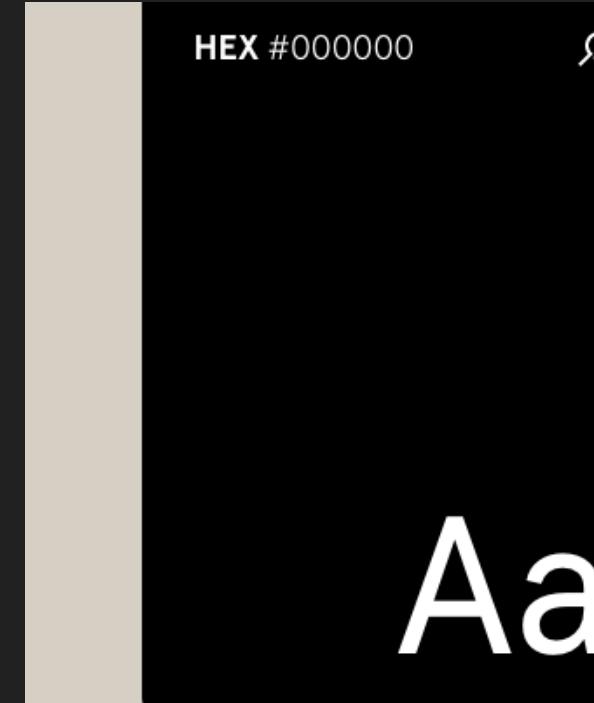
Gain access to metrics and data to measure campaign success and return on investment.

PAIN POINTS:

Identify content creators who share the brand's values and vision.

Manage his collaborations.

MOODBOARD



PLAYFULL AND MINIMAL

BRANDING

Logo e Ícone:

- Playfull:
 - Attractive colors;
 - Organic shapes;
- Collaboration concept;
- The “.LAB” also associated with creation and work experiences laboratory .

LOGO



ICON



Shapes:

- Consistency;
- Brand recognition;
- Memorable;
- Introduction of diversity concept.

SHAPES



SEVERAL PEOPLE, SEVERAL SHAPES

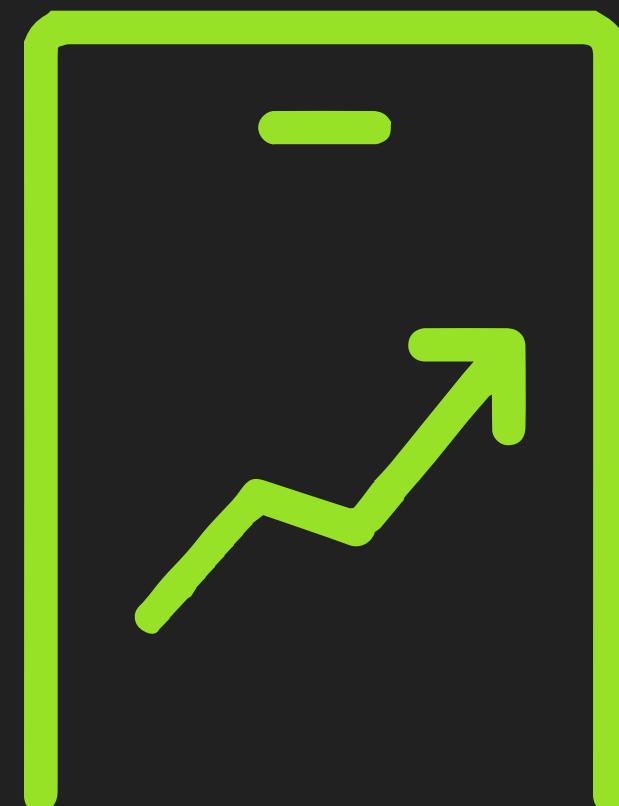
AI-POWERED VIRTUAL ASSISTANT



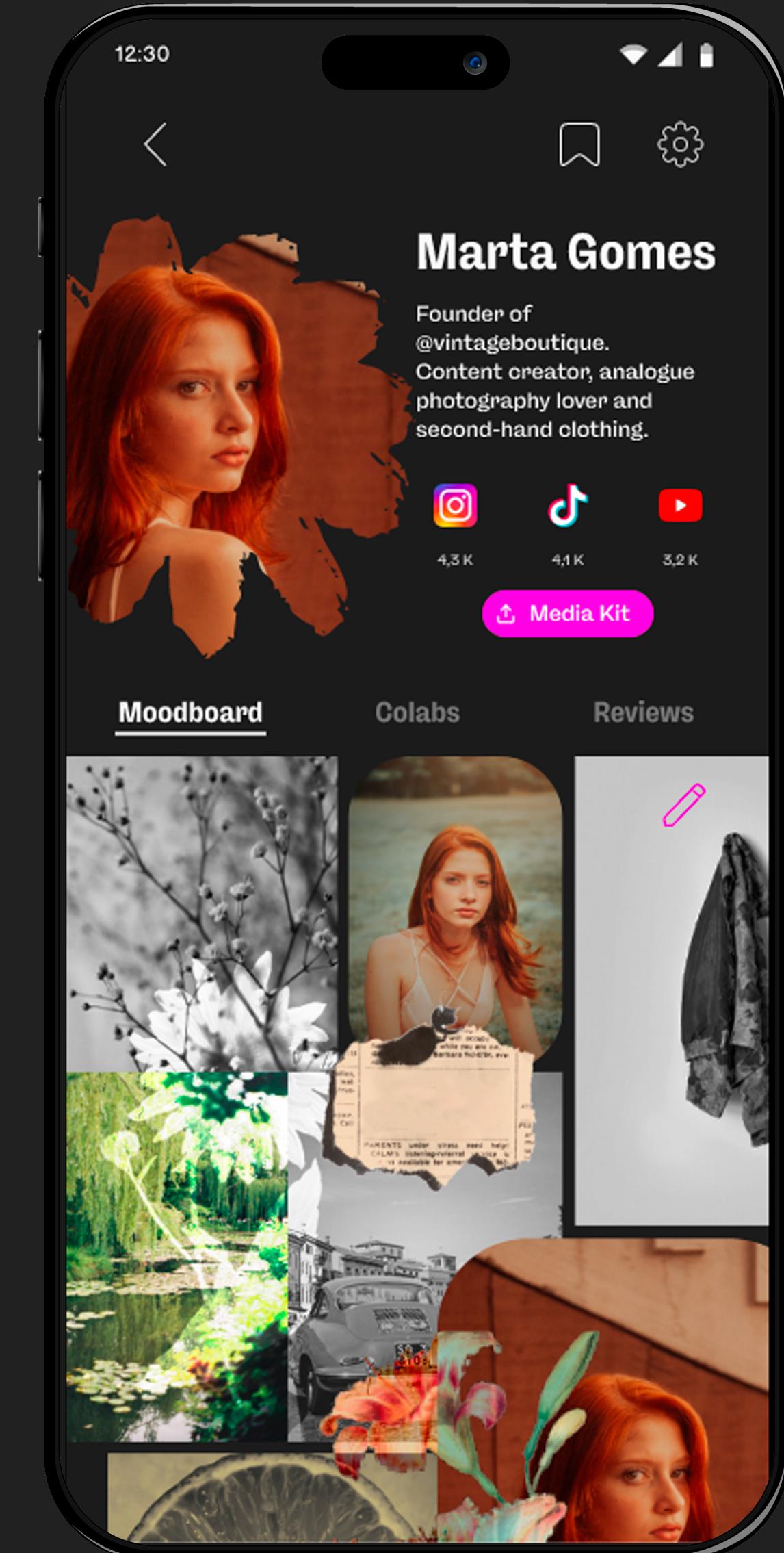
- Created in the same graphic style;
- Unfolding from a font to an icon - human face;
- **LOLA** - Logic and Objective, Language and Approach

DECISIONS AND FEATURES

Targeted to content creators on the rise

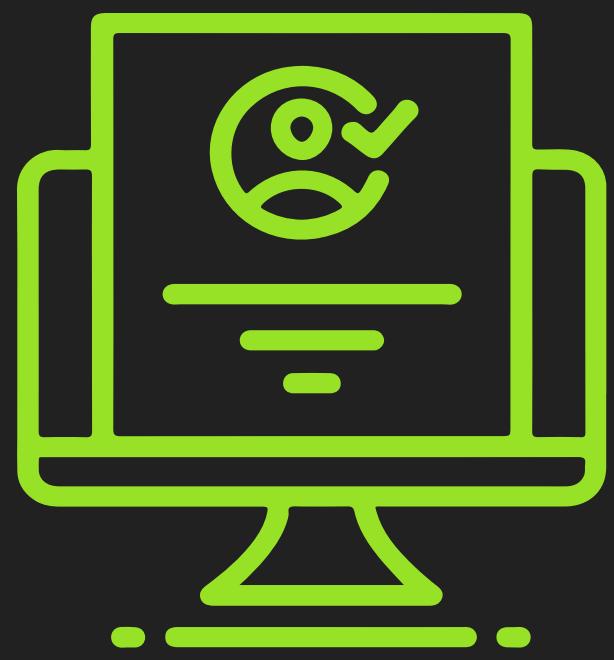


- Content creators with 3K to 20K followers;
- Content creator profile:
 - Moodboard;
 - Media Kit;
 - Colabs;
 - Reviews;
- Notifications.

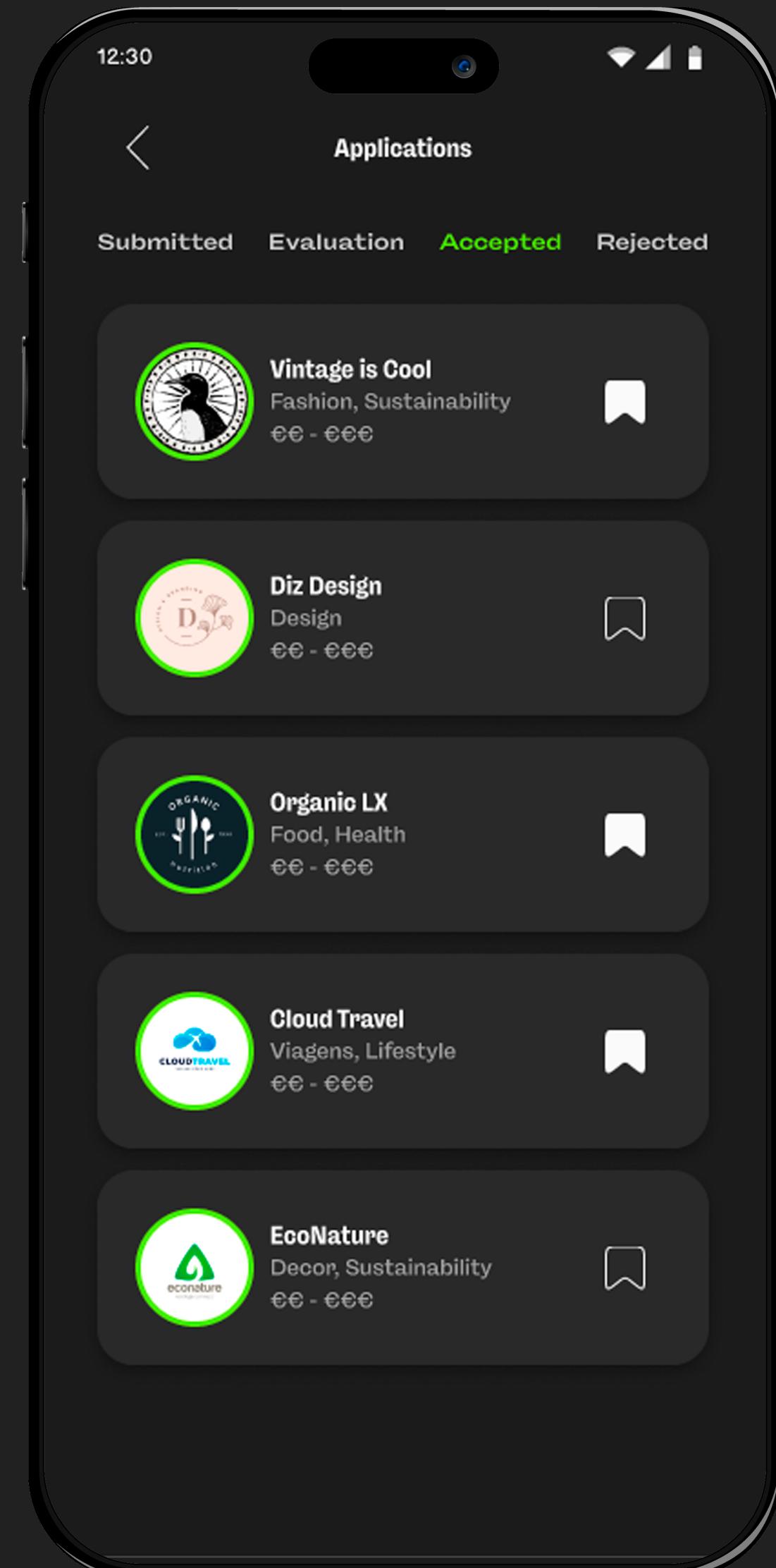


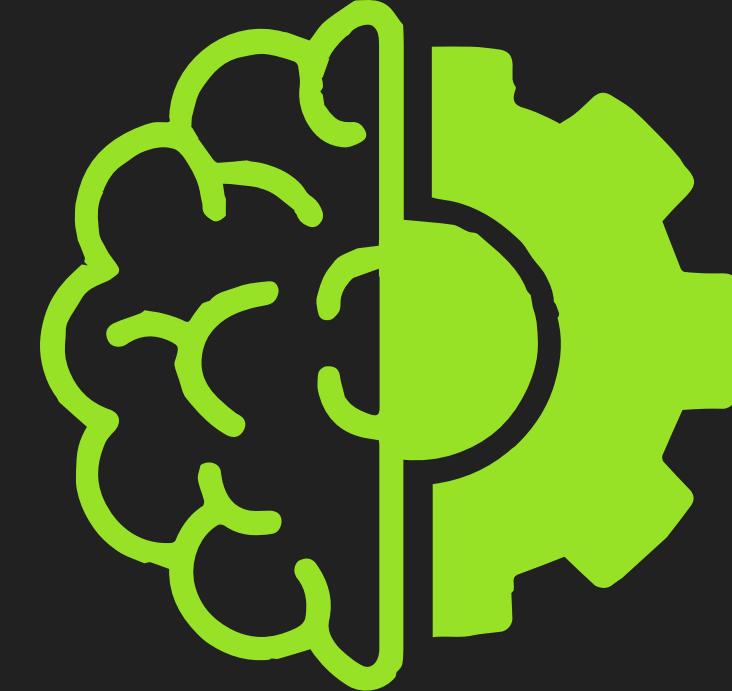
DECISIONS AND FEATURES

Campaign application system



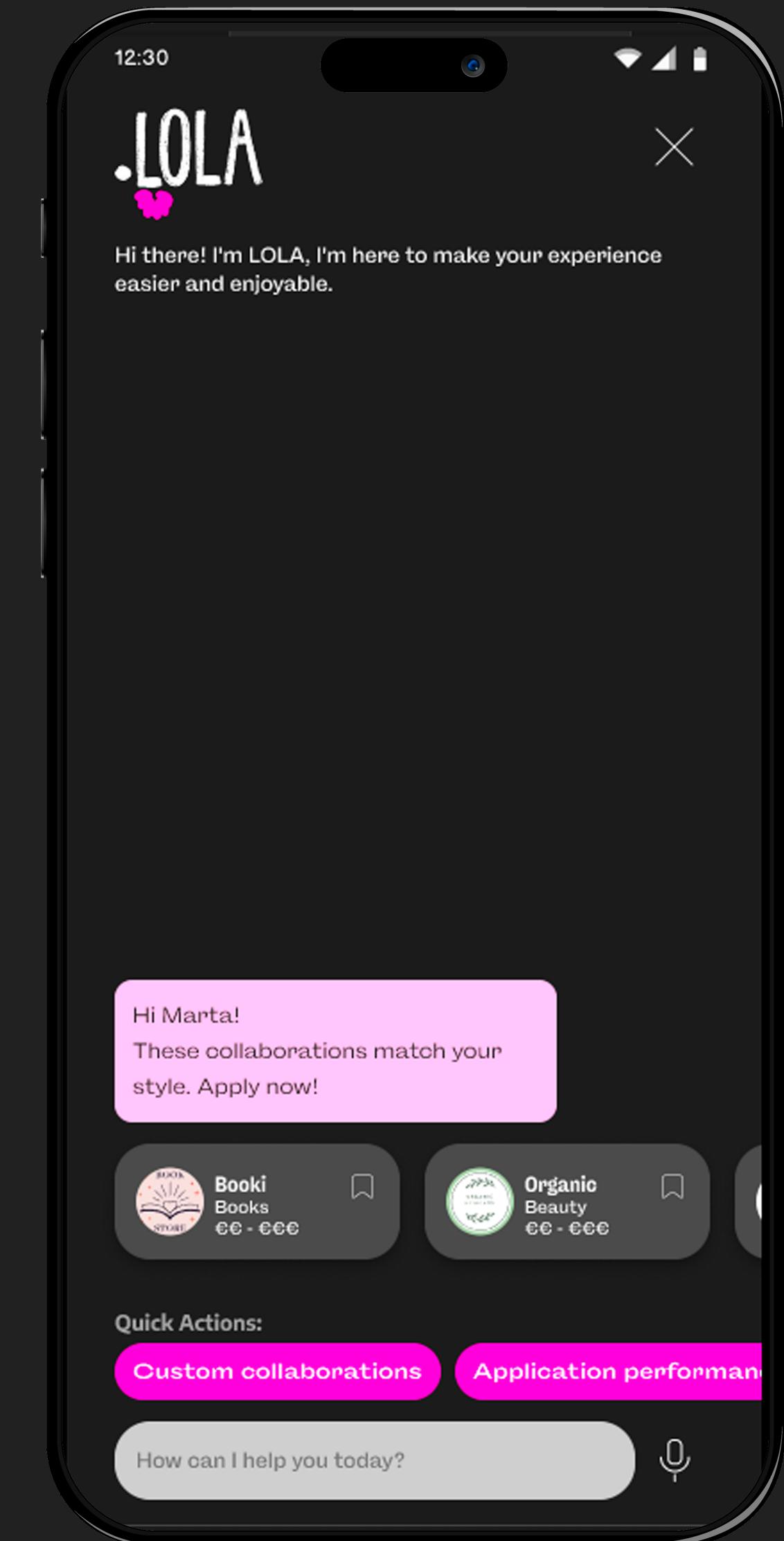
- Personalized campaigns based on interests:
 - Best Match;
- Application management area (by status);
- Documents management and approval (digital signature).





AI-powered virtual assistant

- Personalized campaign suggestions based on creator's profile and interests;
- Generate simple application preformance statistics;
- "Help".

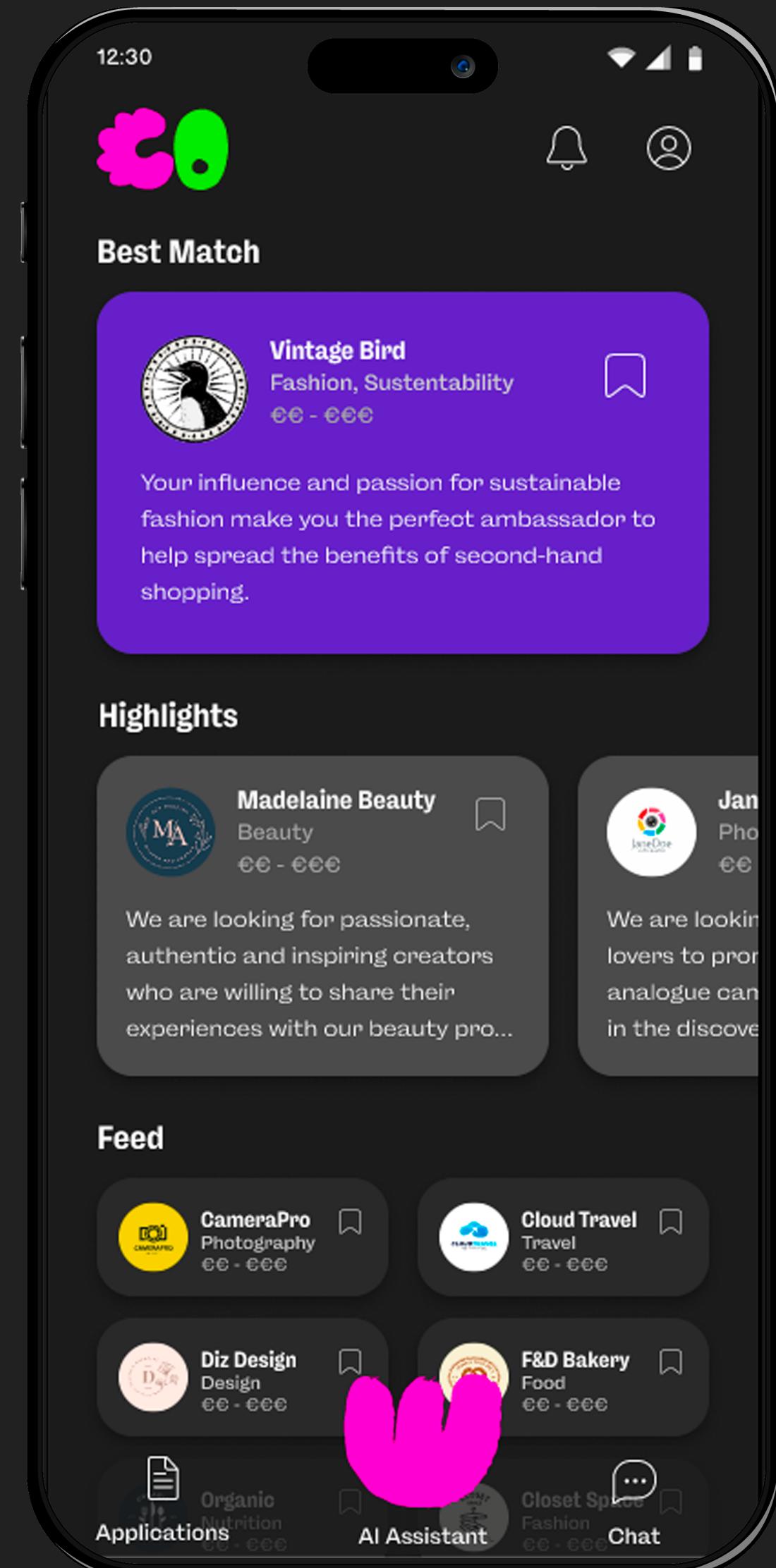


DECISIONS AND FEATURES

Affordable price



- Free app;
- Monetization:
 - Featured campaigns paid by brands;
 - PREMIUM features - Who viewed your profile?

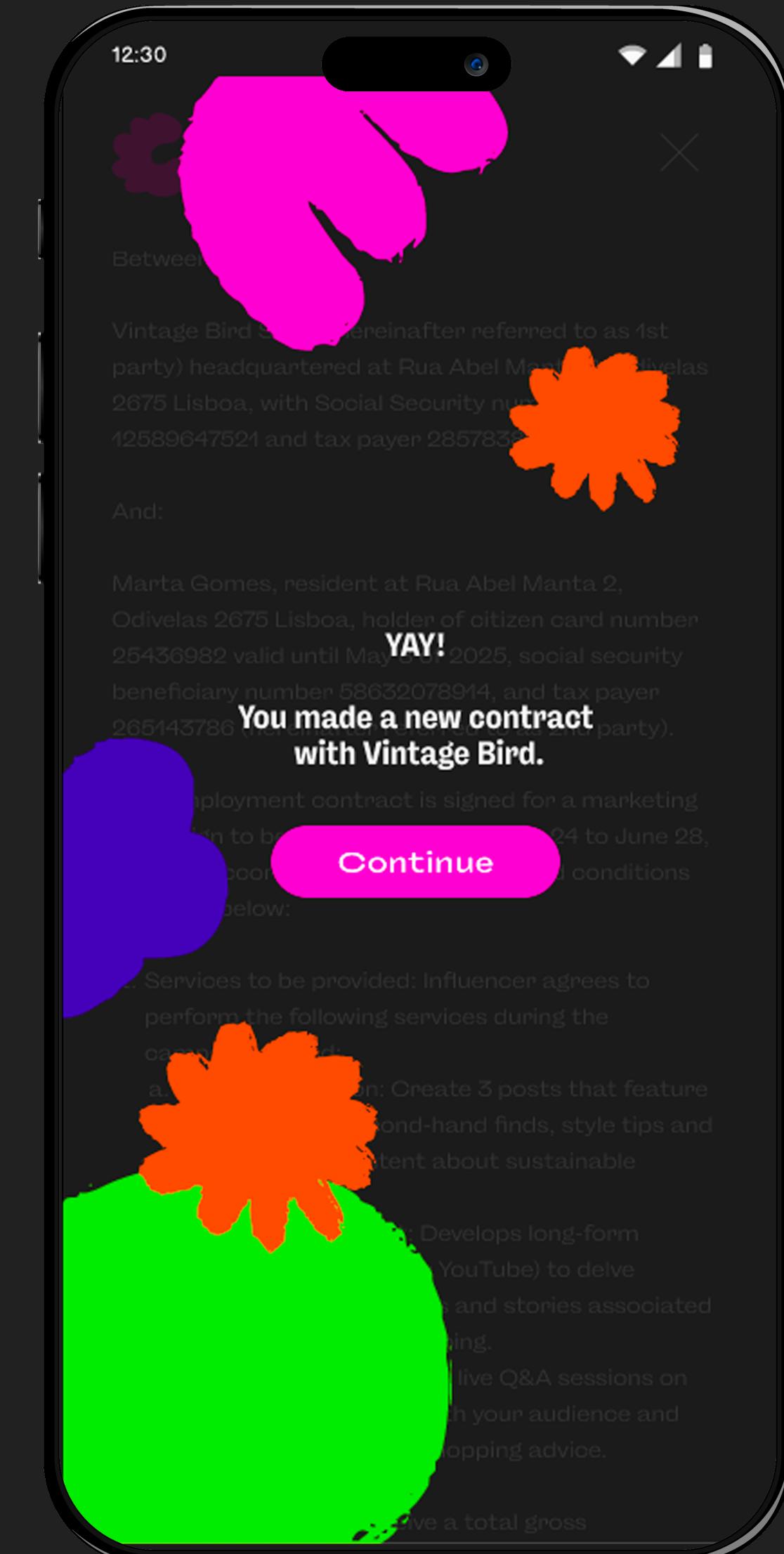


DECISIONS AND FEATURES

Straightforward, minimal and playfull



- Playfull:
 - Engage and attract the user through fun branding ;
 - Professional subject that visually conveys fun, creativity and dynamic.
- Minimal
 - Easy to understand and navigate interface;
 - Clear, direct and concise communication.



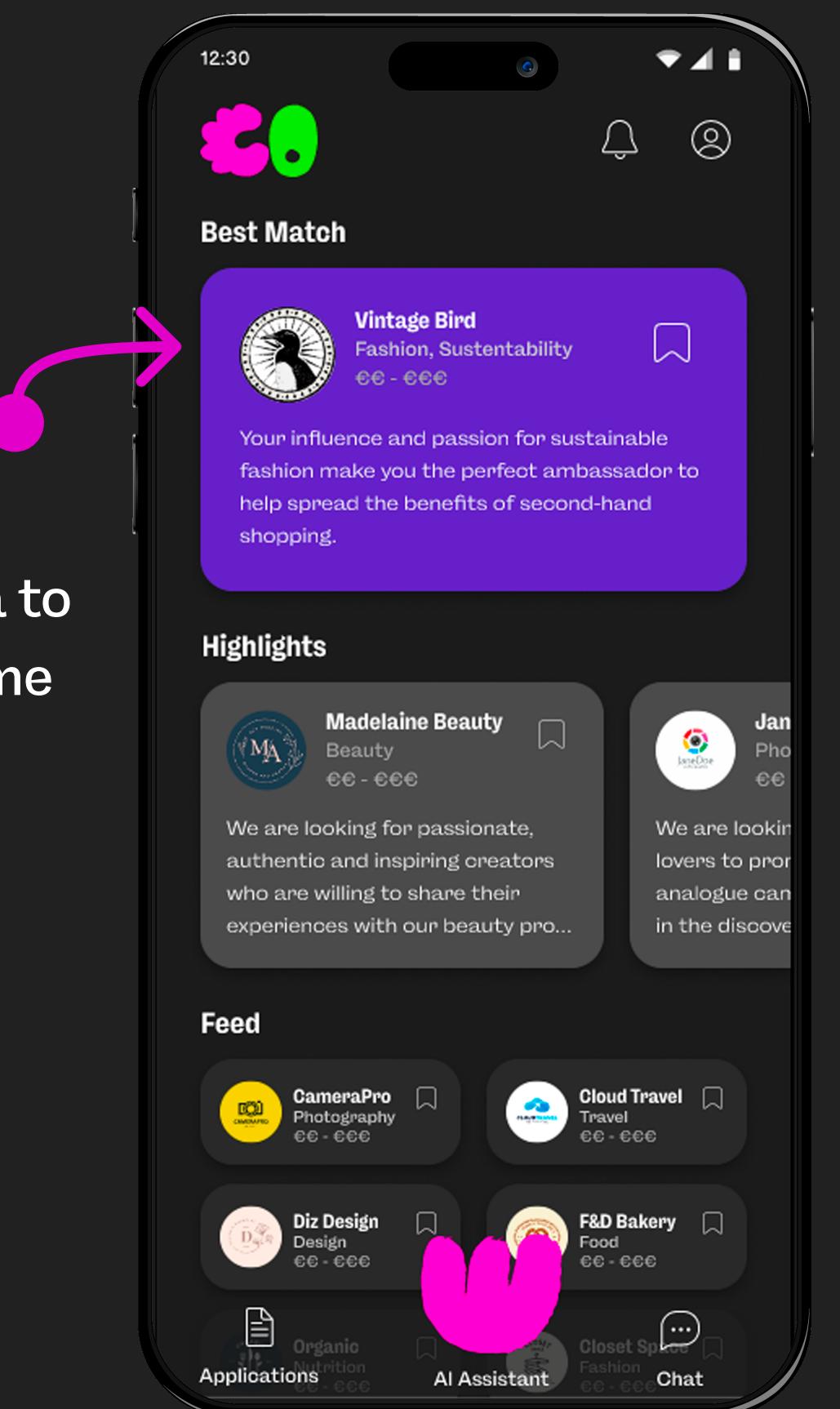
USER TESTING

Software used:

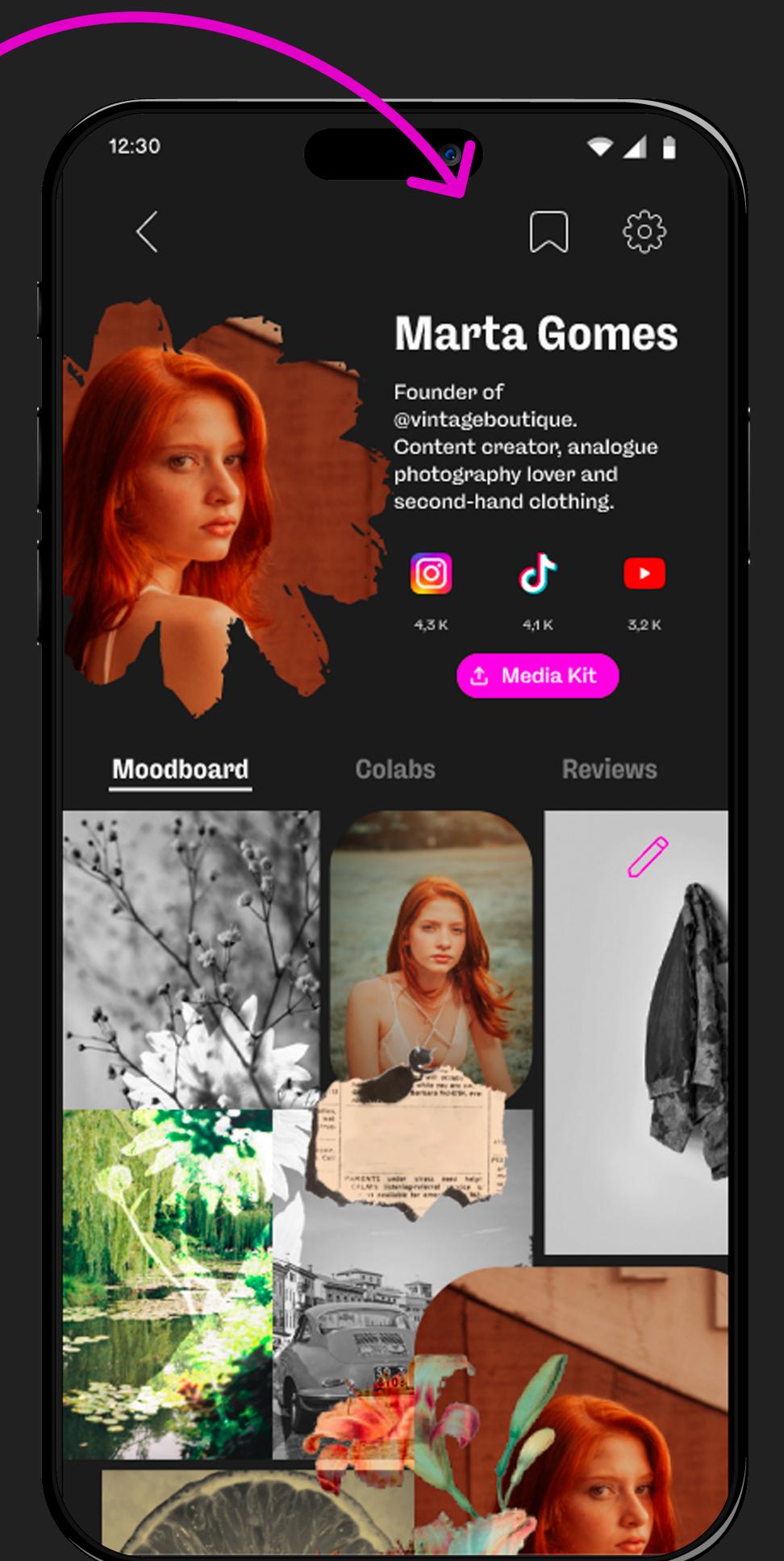


Lookback

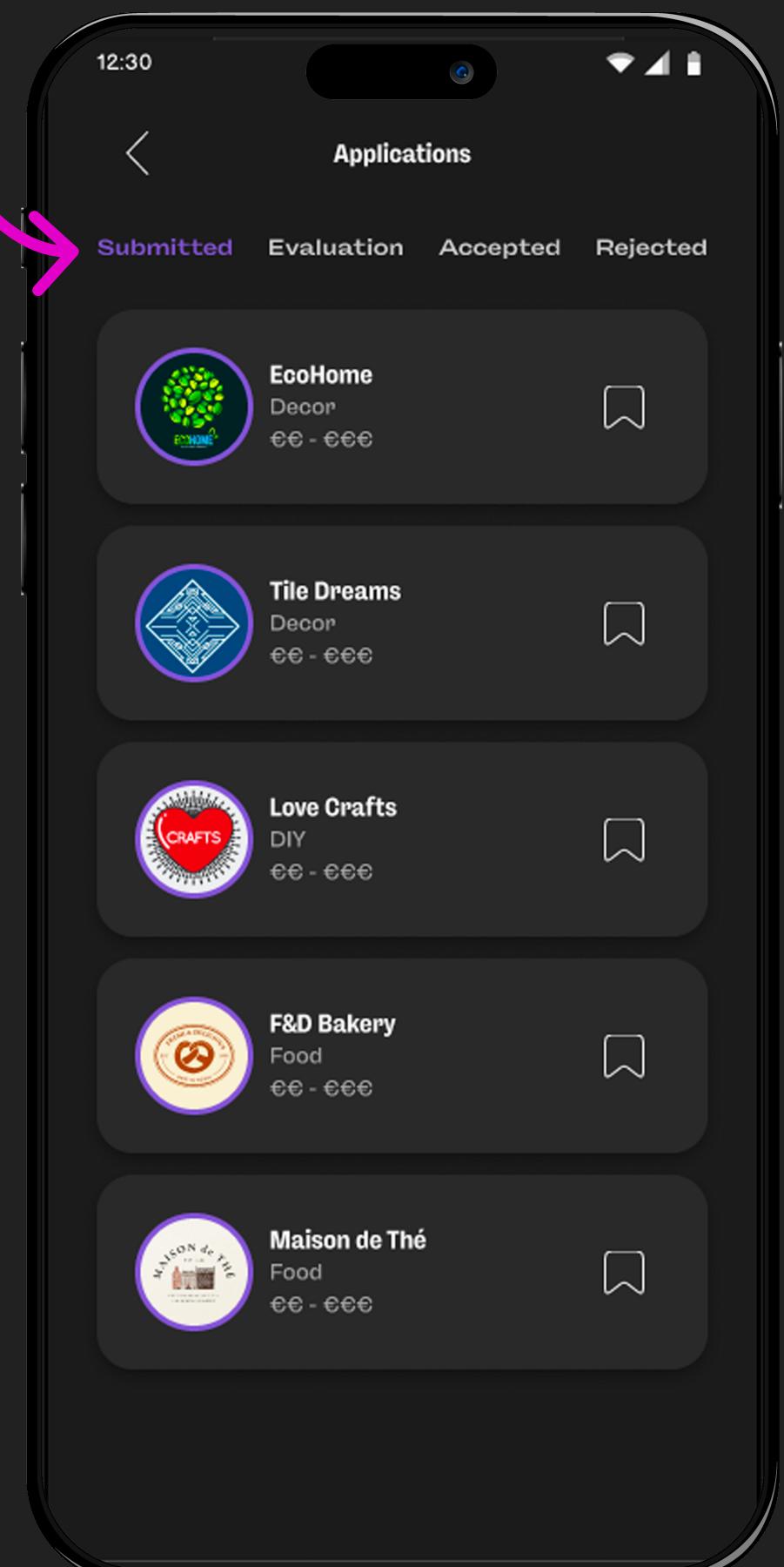
Extend the
clickable area to
the brand name



Make access to the
saved campaigns
screen clearer



Increase font
size of status
captions



BACKLOG

Tasks considered an additional requirement that would increase the complexity of development and initial release.

BRAND PROFILE

Must Have

Should Have

Could Have

In the initial planning, it was decided that the priority was to provide a platform for Content Creators to find custom campaign openings.

Thus, the brand account and profile was left out in this release.

CALENDAR

Should Have

- Schedule and view appointments between brands and content creators;
- Different calendar viewing options;
- Personal calendar integration.

GAMIFICATION

Could Have

Gamification features and badges to encourage participation.

MESAGES

Could Have

- Pin messages in chat;
- Delete and archive messages;
- Send location.

ThankYou