

kea

K E A
S T U D Y
G U I D E

K E A M M D ' 1 8 .





01

INTRODUCTION



DIANA



LAVINIA



ALISE



ILVA



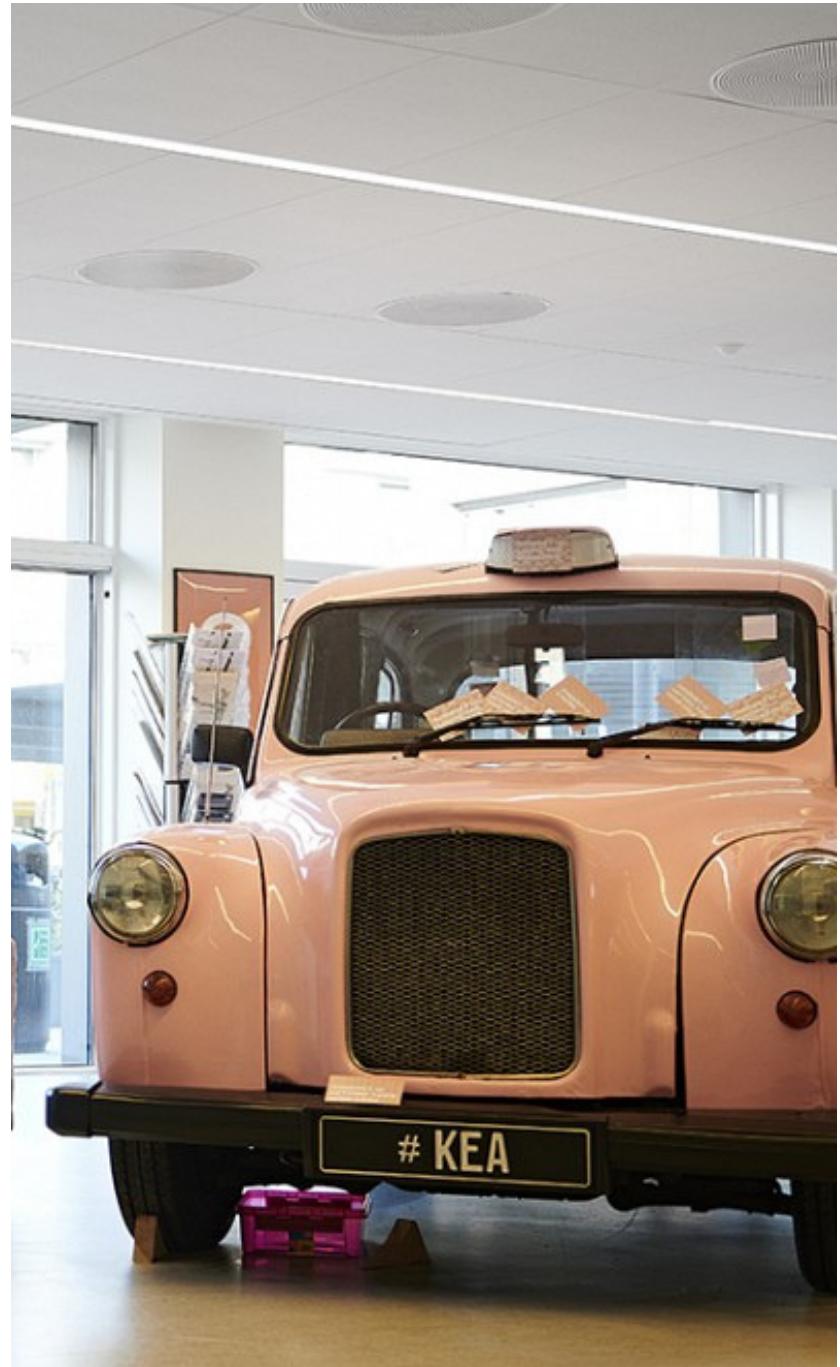
TOMAS



02 OUR VISION

“Guide and help the KEA students all the way through to their learning journey.”

Our ultimate purpose is to build up a helpful online platform for all the existing KEA students that offers the possibility to plan school activities, ask for help, have control over assignments and interact with other semesters fellow students.





03 OUR VALUES



Communication

Communication is the key to using this app, and through communication, the students can develop towards their future goals.



Caring

In order to build future characters at KEA, we need to give all the support and care that we can and guide our audience in the best way possible, in order to make their student life easier.



Learning

Our main goal is to give the ultimate KEA learning experience in all its shapes and colors.



04 TARGET AUDIENCE

James Richardson

AGE: 23

OCCUPATION: Photographer & KEA student

STATUS: Single

LOCATION: Copenhagen, Denmark

ARCHETYPE: The hipster

Friendly

Unorganized

Dreamer



"People who are mad enough to think that they can change the world are the ones who will succeed in doing it."

Motivations:

Incentive

Fear

Self Development

Social

Goals:

- Go touring with famous bands as official photographer.
- Write a concert photography book
- Have a BA in Design and Business at KEA
- Teach his grand-grand children how to dance

Needs:

- To have a girl in his life
- To find a balance between school and photography jobs
- To be more organized

Bio:

James has been having a quite difficult time the past 3 months at KEA since he missed some classes due to his job as a photographer, but now he is back and wants to get a proper understanding of the programme and get some help from the tutors. He is a little bit confused with his hand-ins for the next weeks and he is not in a group yet.

Personality:

Extrovert Introvert

Sensing Intuition

Thinking Feeling

Judging Percieving

Technology:

IT and Internet

Software

Mobile Apps

Social Networks

Brands:

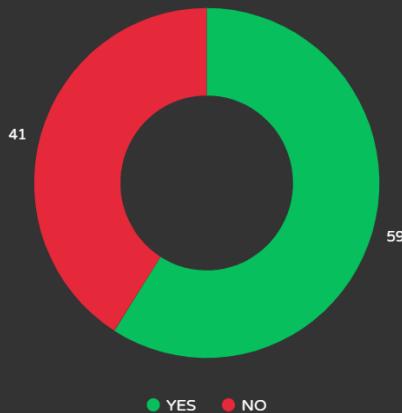
CONVERSE **UBER** **PINTEREST** **SPOTIFY**
Canon **H&M** **FRAMA**



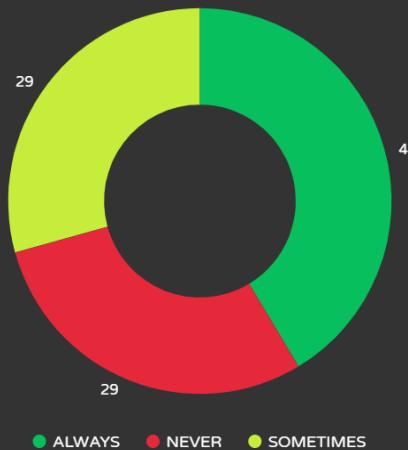
05

AN EXAMPLE FROM TEST REPORT (IDEA)

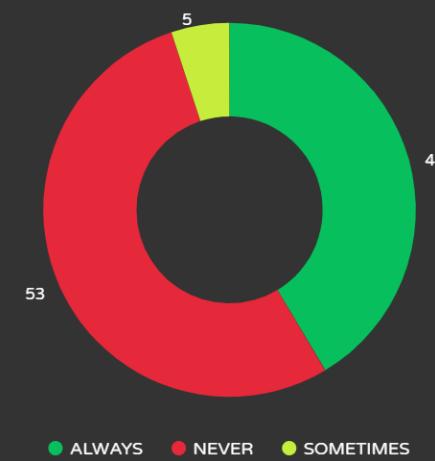
1. Are you having a difficult time right now to get information about your education?



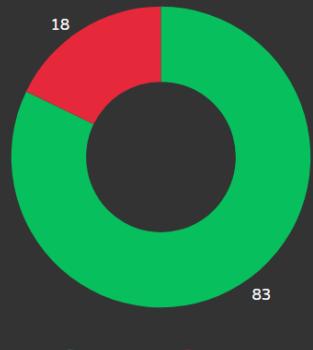
2. Are you often using tutors help?



3. HOW OFTEN ARE YOU ASKING HELP FROM OTHER STUDENTS?



4. DO YOU ENCOUNTER PROBLEMS WHEN FINDING A LOT OF INFORMATION ABOUT WORKSHOPS, EXAMS, EDUCATIONAL EVENTS IN ONE PLACE?



Counts are in %



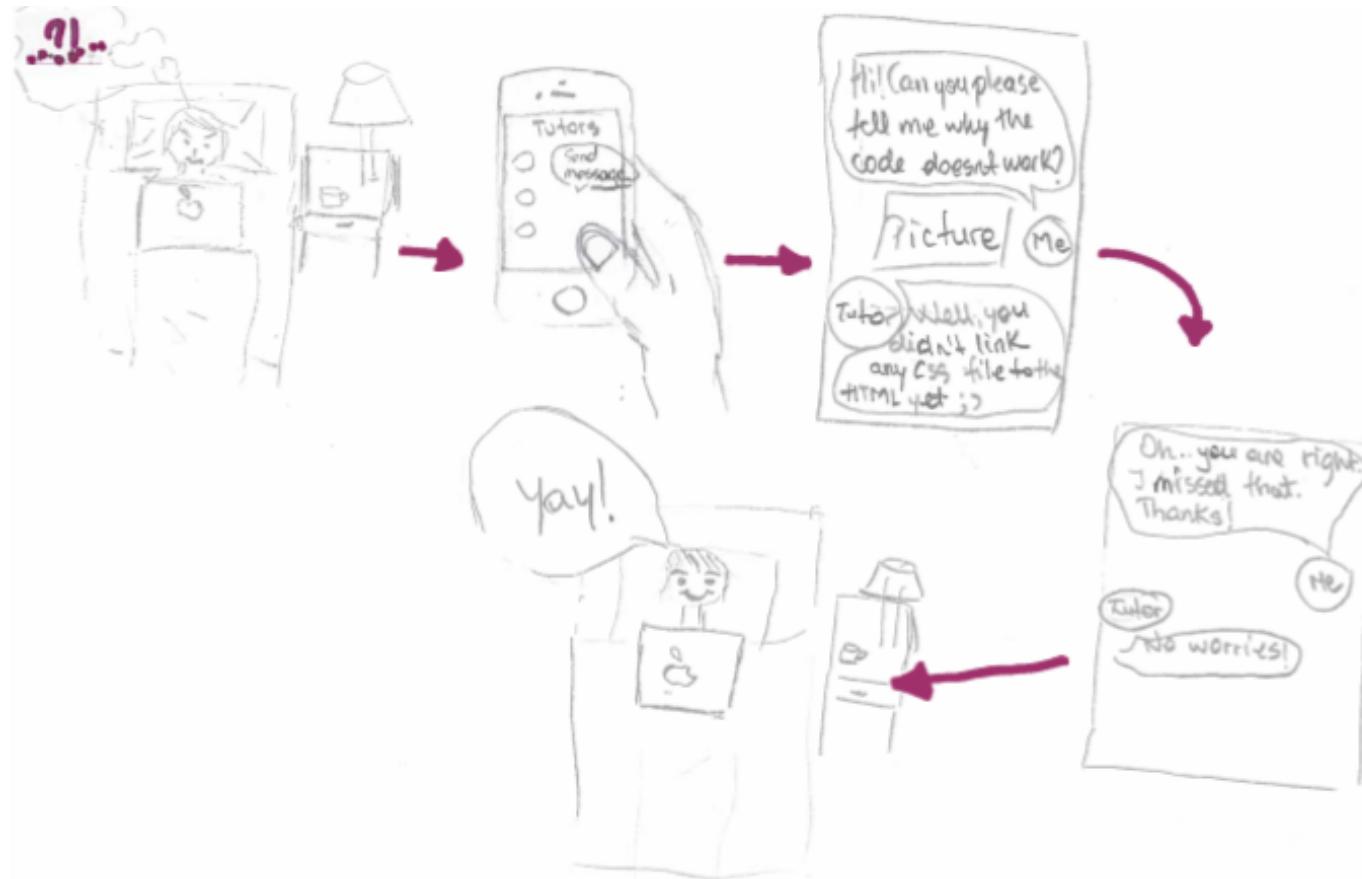
06

BUSINESS MODEL CANVAS, DIGITAL SERVICE





07 CUSTOMER JOURNEY





08

MOODBOARD

Moodboard



EVENTS &
WORKSHOPS



09

STYLE TILE, LOGO

01 COLOR PALETTE

#ea5045

#233249

#ffffff

#060507

#edeff3



02 TYPOGRAPHY

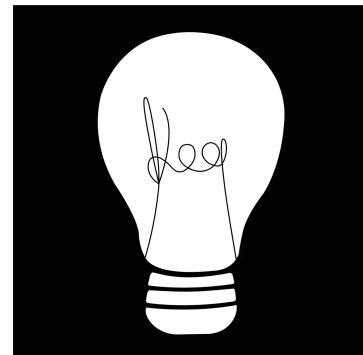
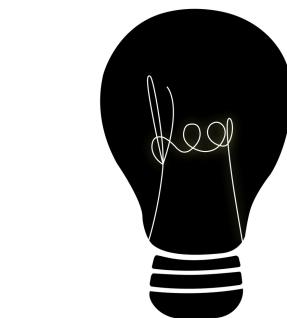
Arial - ARIAL

A

Arial , sometimes marketed or displayed in software as Arial MT, is a sans-serif typeface and set of computer fonts.

Oswald - OSWALD

Oo



TITLE

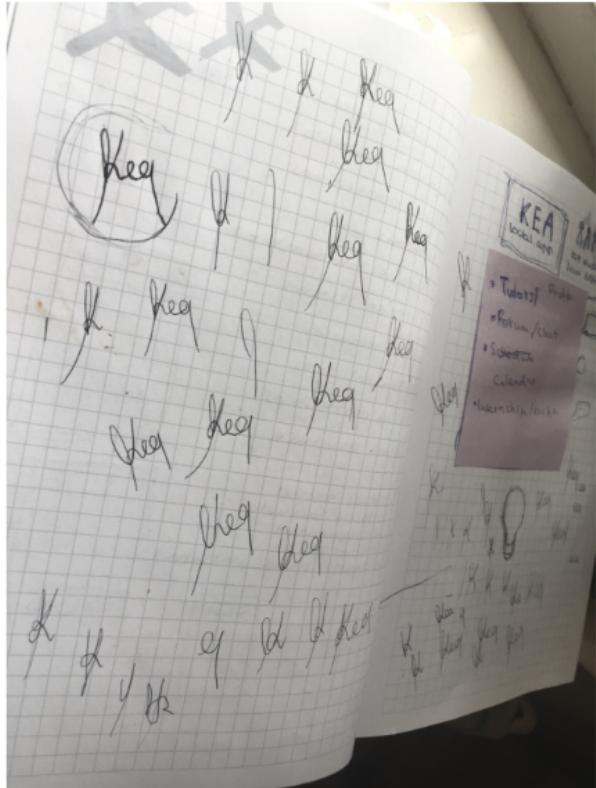
BODY

INFO

OSWALD 30 pt **ARIAL 24pt** **ARIAL 14pt**



10 VISUAL IDENTITY



Process of creating the logo



Final result

Application icon



Study guide



#ea5045

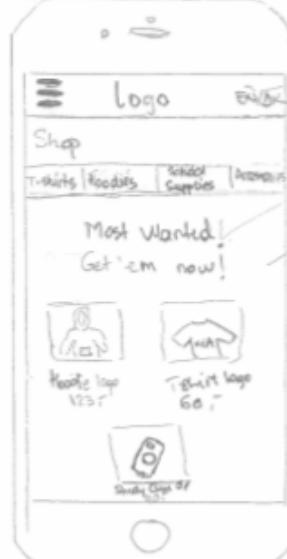
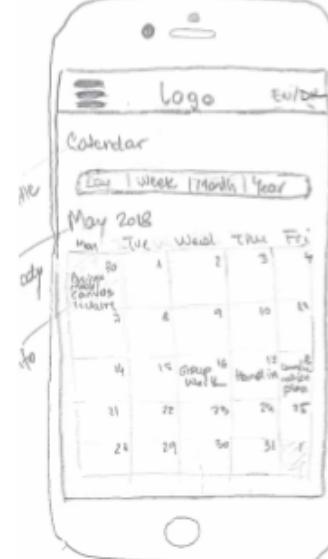
#ffffff

#233249

Font family: *Oswald*
Font style: *Light*

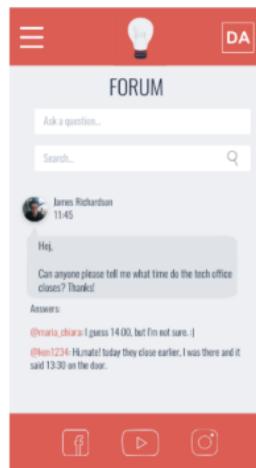
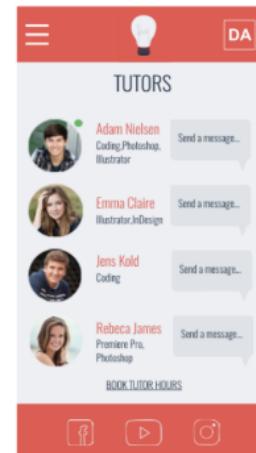
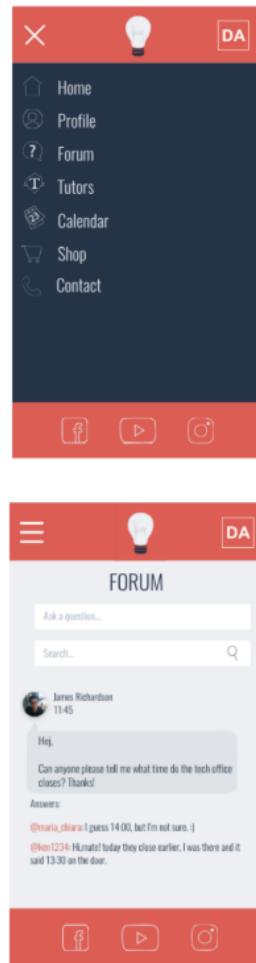


11 SKETCHES





12 PROTOTYPES



P R E S S T H I S



Our high fidelity prototypes were made based on our previous sketches on Adobe XD. Similar as before, in the process of creating interactive prototypes, we decided to change some layout or the content. These prototypes were used for the final user testing and after collecting the results and doing conclusions of the user tests, we came up with a couple of things to change in order to improve usability of the app.

OR COPY THIS LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=SXTQtWSVWZK&FEATURE=YOUTUBE](https://www.youtube.com/watch?v=SXTQtWSVWZK&feature=youtu.be)

X D L I N K :
[HTTPS://XD.ADOBE.COM/VIEW/FE49FACC7043F46A2-BAF2-80C9A2E5C6AB/SCREEN/4FD6A2E3-12F1-4583-9CA7-5756BE4A8126/IPHONE-6-7-8-1](https://xd.adobe.com/view/fe49facc7043f46a2-baf2-80c9a2e5c6ab/screen/4fd6a2e3-12f1-4583-9ca7-5756be4a8126/iphone-6-7-8-1)



13 WEB



P R E S S T H I S

O R C O P Y T H I S L I N K : [H T T P : / / L O C A L F I G U R E . C O M / K E A / A P P / A P P . H T M L](http://LOCALFIGURE.COM/KEA/APP/APP.HTML)



THANK
YOU!