

# Design program:



## Design brief:

### The Project:

For our project we have to develop a revolutionary digital service concept and the website introducing and promoting our digital service.

We have found a gap in the market for an app that allows people to conveniently search for art or exhibitions within museums, which they find appealing, or of interest. We find that this is relevant right now because of the rise in use of mobile phones and social media, which can be used on a daily basis to search for places and locations.

As a business we plan on collaborating up with museums and hopefully some artist, which will benefit all parties. The museums will be receiving customers from our recommendations and we will be able to advertise through the museums to their clientele.

### Mission:

To provide a revolutionary digital service that will help our customers explore their creative preferences by searching for similar art or artists in their area by using photo recognition technology and recommendations of museums where they can find it.

This will help guide them to have a good experience when visiting art museums.

### Vision:

Change the way you make decisions via a simple app, which allows users to easily search for what they are looking for when exploring art. - Easy usability - Accessible - Innovative searching and recommendation.

### Values:

Reliability  
Consistency  
Innovation  
Creativity  
Passion

### Visual Identity Preferences of the Target Audience:

Due to the fact that our target audience is a large group of people with different needs and priorities we have to keep our visual identity rather open and general. The typeface and typography need to be rather settled with additional modern features to keep the younger part of our audience interested in using and follow the rule of timelessness and simplicity.

### Competitors:

We have no direct competitors with the same idea and technology as ours, although certain fashion websites have photo-recognition technology when searching for items, it is not a threat to our company's idea and success. Another large competitor would be Google but their recommendations are not as specific and in depth as ours. Nevertheless, it's needed to keep our visual idea original and outstanding to be easily recognizable and eye-catching to our users.

### Our key stakeholders

Project manager: The head of the group, the person who has taken up the leadership role.

Who will kick the project off? the team members and the shareholders i.e museums.

Who will approve the work? project manager and the shareholders.

Who will approve payment of the invoices? Our finance department and shareholders

Who will evaluate success/failure of the project?

The whole team and our customers through feedback.

## Current industry trends:

- Social media – Instagram, Facebook, twitter.
- Using our phone as a guide, for example using Google for searching and Google maps for directions.
- Convenience - people want simple and easy-to-use apps which are fast and efficient. They also want it to be free or at least low-cost.
- Newness - people are always on the look out for new and exciting apps on the market no matter the age and origin.

### Scope of work:

- Critical dates that need to be considered and timeline (07/05 - 30/05)

What	When / for how long
Research & Ideation	1 week (7/05 - 13/05)
Project management, development of the idea, create a business model, create users, create a communication plan, write a report	1 week (14/05 - 20/05)
Create a design brief draft, create a final design brief, start user testing, analyze feedback	1 week (21/05 - 27/05)
Create the XD prototype & create the promotional website	1 week (21/05 - 29/05)

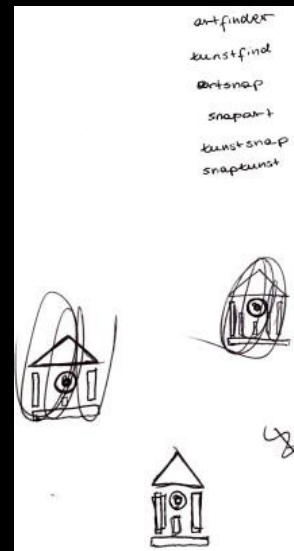
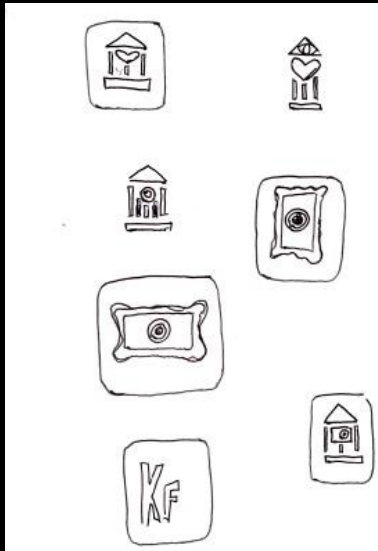
What is our budget for the project?

Money from our investors and personal income - 50 000 dk.

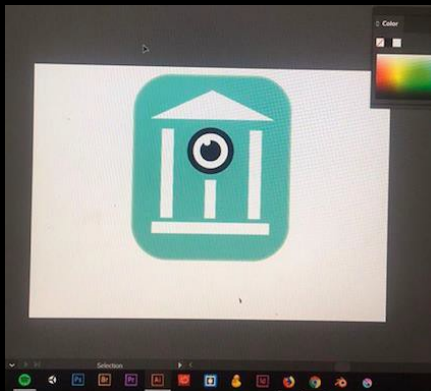
How are we going to evaluate the success and failure?

Through user tests and the feedback of our shareholders and customers.

## Logo sketches



## Logo colour choices



Final choice:



Why did we choose this?

The logo we decided to choose, combines the world of art with modernity that is represented by a single camera lens. It's simple and not complicated, but at the same time readable and it matches the purpose of our product.

Our logo is a graphic trademark, which is a picture mark. It is a figurative mark with descriptive marks which are the camera lens and the museum building which roughly explains our app.

According to Mollerup's 24 practical requirements of trademarks our logo is:

- Easily visible and understandable.
- we do not have any competitors in our niche so we feel our logo is very unique.
- Our logo can be legally protected because it is original and created by us.
- Our logo is a simple design but it catches the users attention easily.
- Easy to reproduce the colour and its also easy to reproduce in black and white.

- Our tone of voice is acceptable for all ages and audiences.
- It is fashionable in today's market.
- It is clearly visible on all devices.
- It is 2D

### Typography choices:

The sky was  
cloudless and of  
a deep dark blue.

Pragati Narrow  
Omnibus-Type (2 styles)

Sentence ▼ Regular ... ▼ 40px —●—

The recorded voice  
scratched in the speaker.

All their equipment  
and instruments are  
alive.

A shining crescent far  
beneath the flying vessel.

Silver mist  
suffused the deck  
of the ship.

## Final choice:



All their equipment  
and instruments are  
alive.

Why did we choose this one?

We chose Roboto because it is a modern, sans serif font that is easily readable as well as being aesthetically pleasing. We chose to have the headings in regular, black font and the general text as well as the app name in light, dark gray font.



# Colour:

First choice:



#000000 Registration black

HSB: 0,0,0,0

RGB: 0,0,0

Pantone: 6 2X

#1B1B1E Eerie black HSB: 240,10,12

RGB: 27,27,30

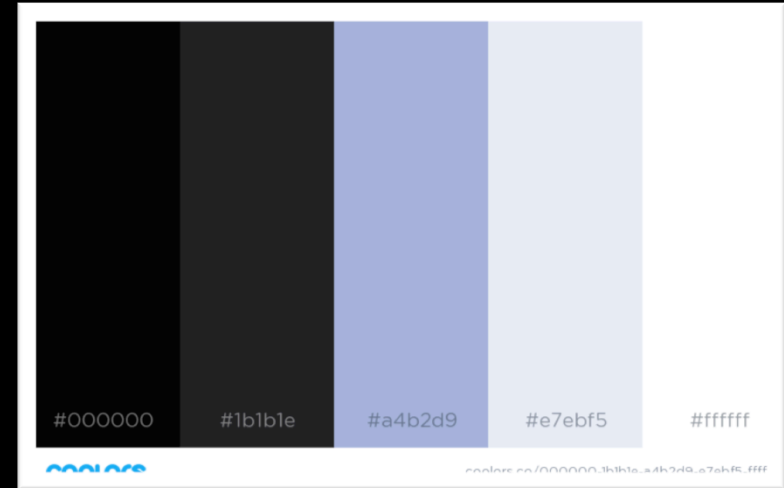
CMYK: 10,10,0,88

Pantone: 419

#A4B2D9 Wild blue yonder HSB: 224,24,85

RGB: 164,178,217

Final choice:



CMYK: 24,17,0,14

Pantone: 658

#E7EBF5 Glitter

HSB: 223,6,96

RGB: 231,235,245

CMYK: 5,4,0,3

Pantone: Cool Gray 1

#FFFFFF White

HSB: 0,0,100

RGB: 255,255,255

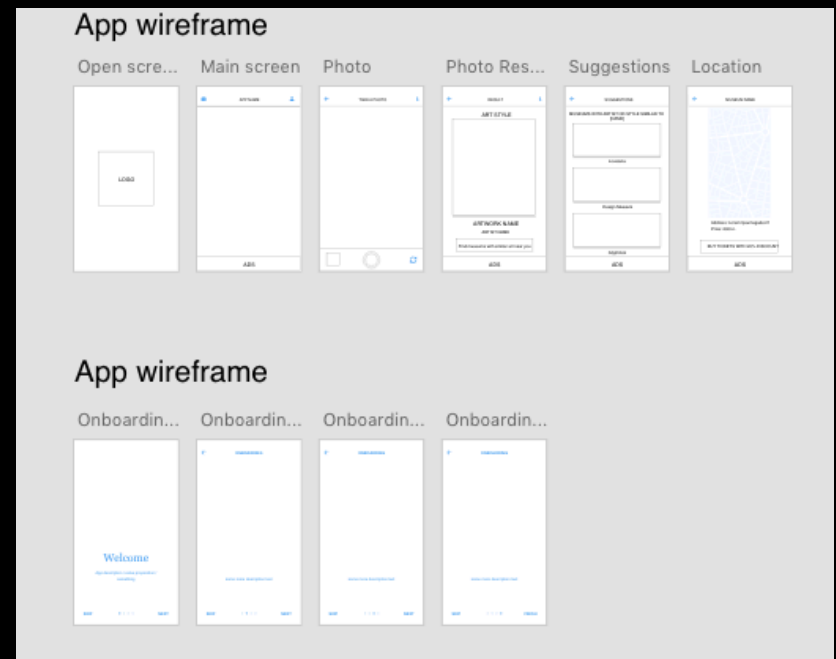
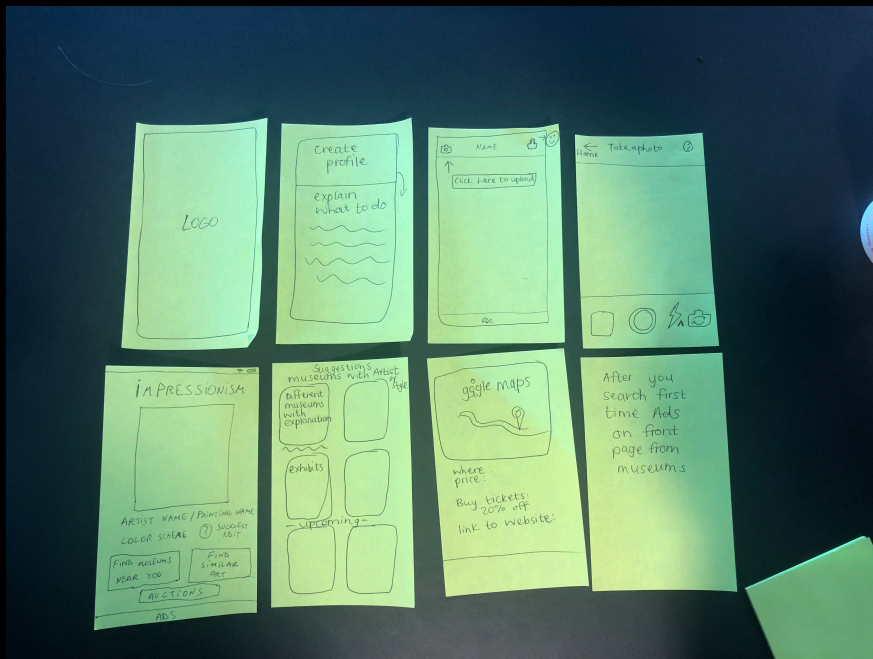
CMYK: 0,0,0,0

Pantone: 705

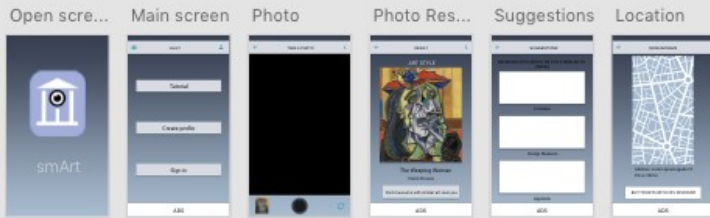
## Why did we choose this?

We chose this colour scheme because of the contrast in colours from dark to light. We have white writing in dark background and dark writing on light backgrounds. We chose purple because it both a warm and cool tone and it will attract a wide audience as it is seen as a neutral colour for both men and woman. We feel that it gives us a sense of creativity and calmness.

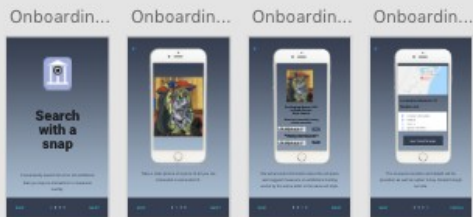
## Pretotype and prototype sketches and XD designs:



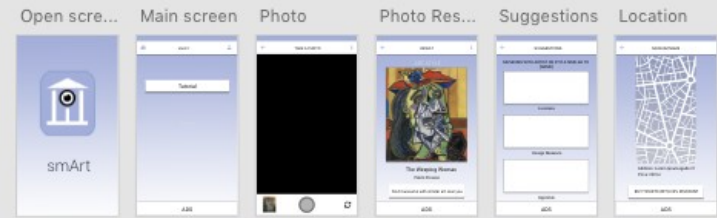
## App wireframe



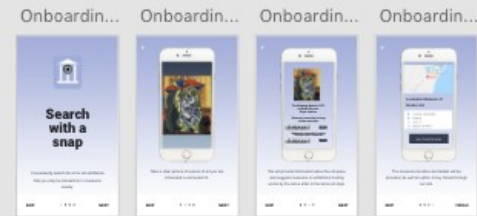
## App wireframe



## App wireframe

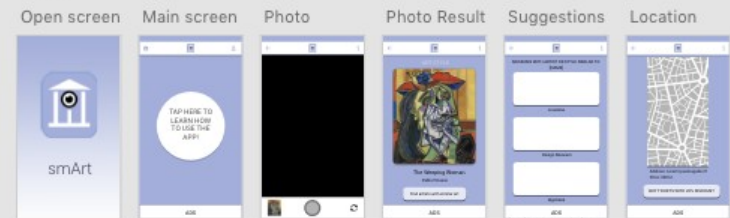


## App wireframe



Final choice:

## App wireframe



iPhone 6/7...

## App wireframe



## User testing:

Adam, student of MMD at KEA:

How can you get the basic information about the app?

It's my first time using it so I click the 'tutorial' button and I follow it

**\*(Adam had some problems with going back in the prototype) Would you use the totorial?**

Yes, definitely

**Would you try to take a picture? How would you do that?**

Yes of course, You need to click one button, it's pretty staight forward

**How can you go to the similar art?**

I can click on the suggested image and then I would click on the map to go to the museum, then I can buy tickets straight away.

**Are you missing something?**

Maybe define better what kind of suggestions are you making, is it going to be more of a single picture or a style of the taken image?

**What is your feeling about the app in general?**

It's quite easy to use and navigate, everything is pretty uncomplicated

**Do you easily know where to click and what does it says/means?**

Yes, for me everything is understandable. I like the idea of this app

Brice, student of MMD at KEA:

How would you navigate the app for the first time?

I would click on the 'tutorial' and read it, but if it's going to be too detailed or too long then I will probably skip it

**Can you try and take a picture of a painting? Can you find other exhibitions with similar art.?**

Yes, but I would rather see the suggested art/artist first rather than suggested museums and exhibitions, because I feel a bit forced to go to the museum if it's done like that. It would be nicer to have it as a final step of the app, not in the middle of using it.

**After you chose the artist, what would you click?**

I would choose one of the pictures and click on it to see where I can find it

**What's your general impression?**

Everything is understable

**How would you rank the colour scheme?**

It's okay, maybe I would like to have the buttons more clear because now the contrast is not very visible

**Would you change something about the app?**

Nothing more than what I said before. I like the idea of the app, also the logo.

Kalle, student of jewelry Technology & Business at KEA:

**Would you see yourself using this app?**

Rather not often, maybe when I need to find more inspiration for my work, but I can see people interested in art using it more than me

**How would you navigate the app for the first time?**

I would simply go through tutorial

**Do you find it easy to navigate?**

The tutorial is really easy to get so yeah, it's not a rocket science – everything is quite simple and understandable

**Would you add something to this app?**

Maybe you should make it available in different countries instead of having it only in Denmark, would give much more income for sure

### Our findings:

We found out that the users were confused about the purpose of the app and what search results they were going to receive. They also mentioned that the choice of background was distracting.

### Our adjustments:

We updated our prototype to show the search results which was more explanatory for the user. We also changed our app design and colours for easier readability.