

# collie



Crowd Management Systems

## design process: landing page

# introduction

As our group brainstormed ideas for the project, we realized that our ideas had one overarching problem in common:

There are way too many people.

Commuters are crowding the transit system. Stores are getting busier and busier. Queues are getting longer and longer. The mild inconveniences and annoyances of the pre-pandemic world has the potential to become a matter of life and death in the current state of affairs.

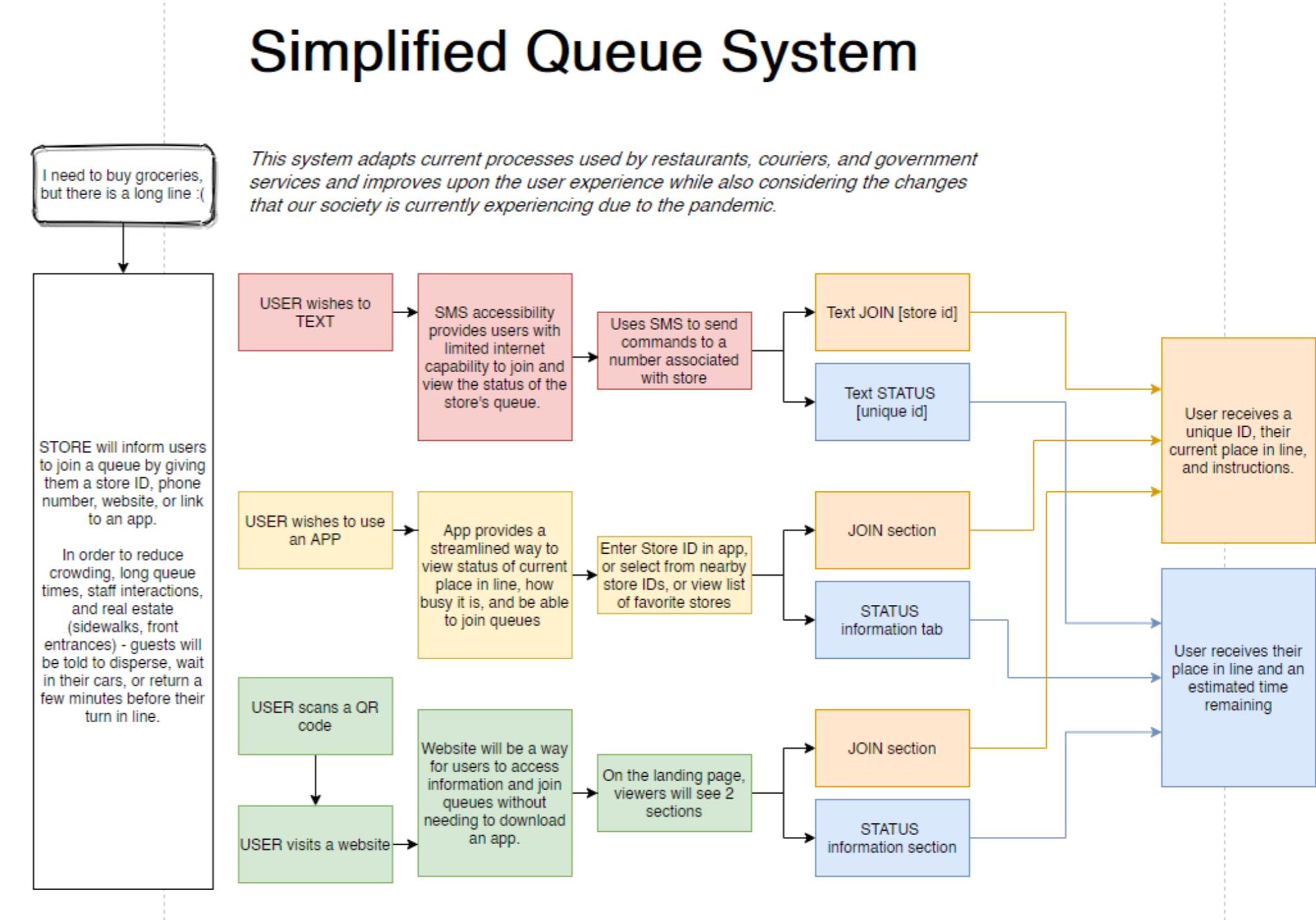
After a lot of discussion, the team decided to zero in on one aspect of this problem - long, unsafe queues outside of essential businesses. Although many businesses have implemented safety procedures, there are still pockets of social distancing being ignored that slip through the cracks. We can't realistically enforce every person lining up to buy essential goods, but we can improve the system that prevents these problems in the first place.

Enter CollieQ.

# first steps

The initial idea for CollieQ was a simplified queuing system that unified various methods of contact in order to reserve a spot for lineups at essential businesses.

A user could text, visit a website, or use an app in order to join the queue, allowing them to remain physically distant from other shoppers by waiting in their cars or elsewhere. The idea is to prevent crowds from forming at the entrances of essential businesses such as convenience stores, hardware stores, and supermarkets.



# colour palette

The initial colour palettes were determined by surveying the competition. Our preliminary research concluded that the competition used blues and greens for a friendly tone.

In order to stand out from the crowd, we decided to use a warm, bold palette to project a confident and energetic appearance.



placeholder name

Possible Palettes



Competition



We can use reds and  
purples  
Bolder palette  
Confident appearance

Competition mainly uses blues and greens  
Softer palette  
Friendly Appearance

Digital Wait List	By Four Wall Solutions	★★★★★ (8 reviews)	Digital Wait List runs on any iOS phone number, special instructions and text them that their table during COVID-19 restrictions on
CAKE Guest Manager	By CAKE Guest Manager	★★★★★ (18 reviews)	Restaurant waitlist, reservation, and seat walkaways and seat up to 7% more guests
Waitly	By Arisota Software	★★★★★ (0 reviews)	Waitlist software that can work in entertainment, bars, bowling
DaycareWaitlist	By DaycareWaitlist	★★★★★ (15 reviews)	DaycareWaitlist helps you to organize your developed awesome tools to do it well.
Awaiti	By Vapor	★★★★★ (1 reviews)	Virtual waiting room
SevenRooms	By SevenRooms	★★★★★ (13 reviews)	An operations, marketing, & guest engagement platform for nightclubs & entertainment venues. Let's get started!
NextMe	By NextMe	★★★★★ (5 reviews)	Schedule management solution that helps you manage your staff and customers

# wireframes

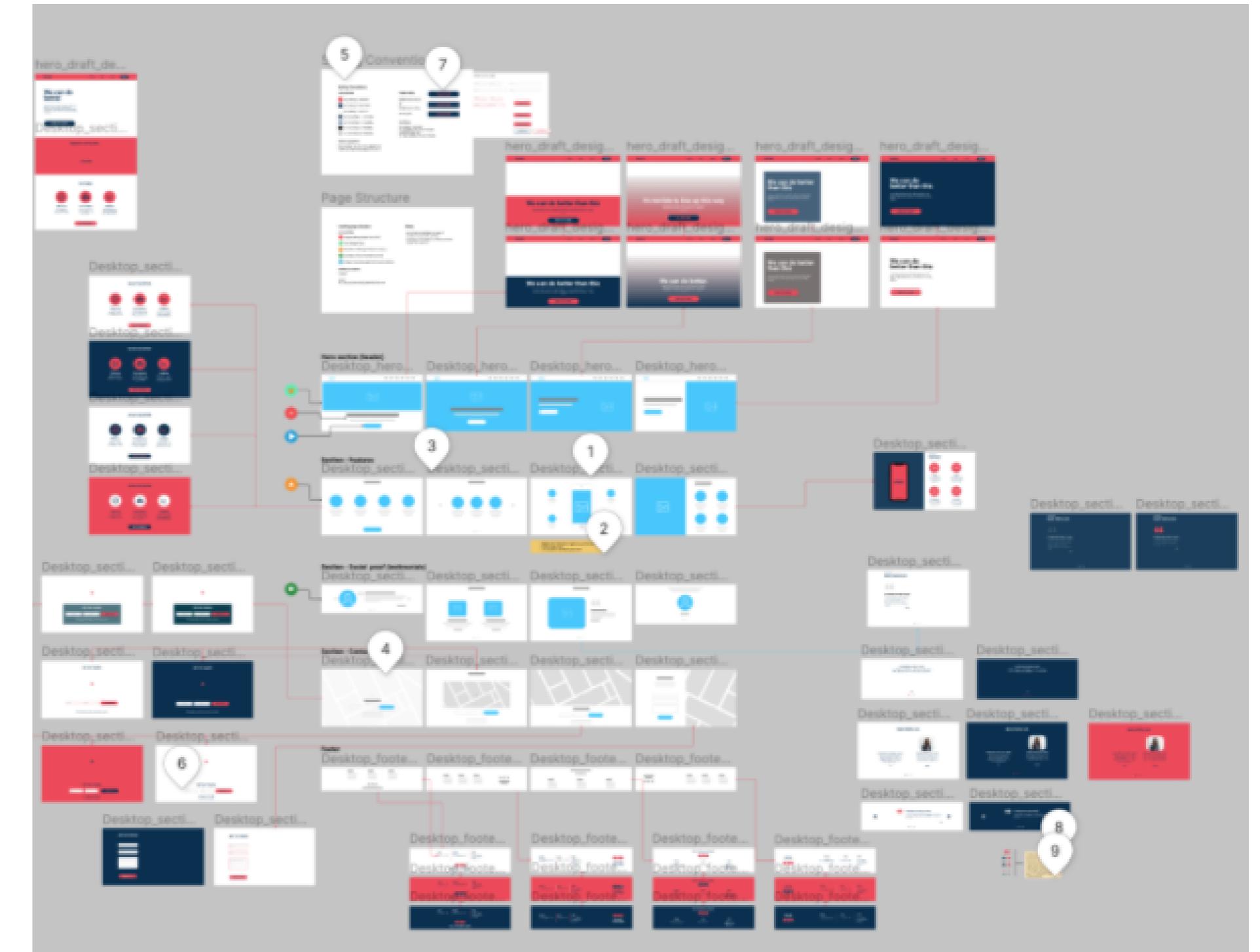
We created wireframes for various sections of the website, each showing a different potential design. We then applied our chosen colour scheme and decided on the best designs for each section.



# mockups

We used Figma to create the wireframes and mockups, which allowed us to place comments on specific parts of the designs so that each member could give feedback based on their expertise and opinions.

The development team refined the mockups and continued to add in copy written by the marketing team.



# details

Details such as buttons and forms were next up after wireframes were refined. The development team made sure that each element worked cohesively with the overall design of the website and fit the vision of the application.

## Styling Conventions

### Styling Conventions

#### color scheme

- █ clr\_primary\_1: #ef4857
- █ clr\_primary\_2: #072e50
- █ clr\_primary\_3: #fafafa
- █ clr\_secondary\_1: #35526a
- █ clr\_secondary\_2: #7e9eba
- █ clr\_secondary\_3: #0e0e0e
- █ clr\_secondary\_4: #c4c4c4

#### shadow properties

```
box-shadow: 1px 2px 10px rgba(0, 0, 0, 0.08), 2px 12px 20px rgba(0, 0, 0, 0.1);
```

#### border-radius

border-radius: 37px;  
or  
border-radius: 5px;  
or not at all

**CLICK ME**

**CLICK ME**

**CLICK ME**

#### font faces

font-family: san-serif;  
for navigation & section anchor:  
Roboto-condensed;  
for title, subtitle, content: Roboto

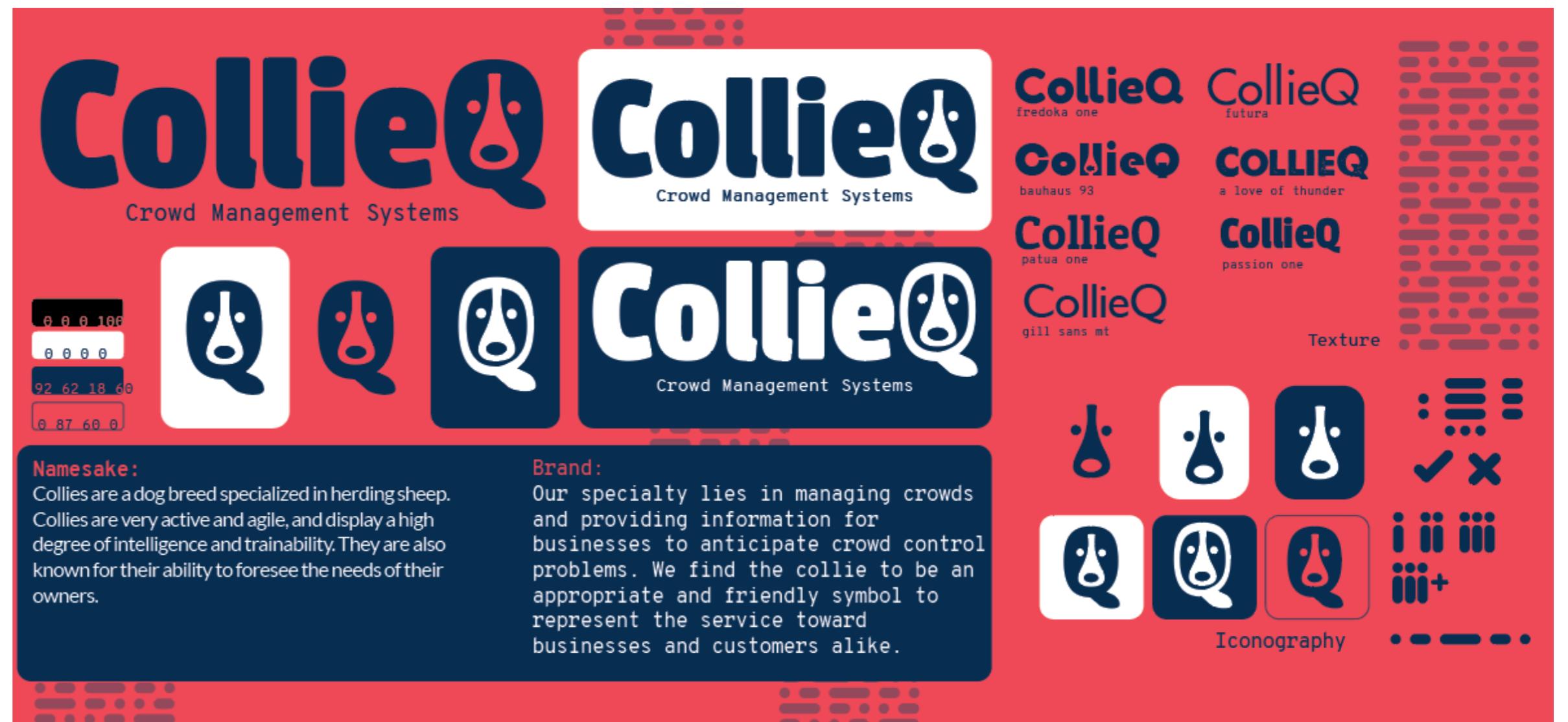
#### Possible contact form designs

Name	Email	Name	
Name		Name	
Name	Email	CONTACT US	CONTACT US
Name	Email	CONTACT US	CONTACT US
Name		CONTACT US	CONTACT US

# branding

As the final drafts of the landing page was coming together, the marketing team continued to develop the brand and finalized the logo, copy, and typefaces.

The CollieQ brand name derives from the dog breed of the same name. Collies are agile, intelligent herders that manage crowds with ease and finesse. We thought that such a breed symbolically fit the service we are trying to provide, as well as the personality of our company.



# landing page

Although still a work in progress, we're proud of what we've made so far and will continue to refine our work pending further feedback.

**CollieQ**

HOME FEATURES CONTACT SIGN UP

We can make this better.

COVID-19 took us all by surprise, but we're ready to fight back and relieve the frontline. Our streamlined, easy-to-use software can relieve the stress on your employees, reduce unnecessary physical contact, and allow you to analyze the performance of your business.

FIND OUT MORE

BRAND

HOME FEATURES CONTACT SIGN UP

We can do better than this

Desktop\_section\_features\_semi-final

WHAT WE OFFER

Efficiency

Convenience

Analytics

GET STARTED

Desktop\_social\_proof\_semi-final

It really takes too long in a queue

It's really a painful experience when the world is in chaos because of COVID-19 and we shoppers have to wait in endless lines for our turn. That's just terrible!

Terry



presented by

# avocado toast squad

Matthew Almeria

Veronica Cherez

Edward Kim

Thinh 'Eddie' Le

Anny Tu