Pitch Perfection on the go

PitchMojo

Android Application

PitchMojo is an android app for enabling entrepreneurs to create, edit and share their pitch.

Project Overview

Anyone who has ever had an idea knows how important it is to have a pitch that will impress and interest. Currently, there is no structured way to tailor your pitch as you get inspirations to make it better. The goal of PitchMojo is to provide entrepreneurs a neat way to perfect their pitches on the go.

My Role

I worked with the founder Madhan and the app developer Hassan to design the user experience and interface for the app. I was also responsible for the branding and visual design of the app icon and the product landing page.

Every entrepreneur who has ever had an idea knows how important the first 30 sec of pitching your idea to someone is.

This some one could be your potential investor, co-founder, developer or designer who will need to get interested in your idea enough to listen more and help you create the best solution/product from your idea or to consider investing in your idea.

Ultimately, this elevator pitch could make or break ideas.

Entrepreneurs who understand this, *constantly strive to perfect their elevator pitch*. Just like ideas happen anywhere, these sparks of inspiration to perfect the pitch happens anywhere and anytime. They get captured on the back paper napkins, post-its, a note in your notes app, email to self, etc.. *Sadly, more often than not, these get lost and forgotten.*

Single location to create, edit and share their pitch which is accessible anywhere and anytime.

PitchMojo solves this problem by providing an android mobile app with *an interface designed to make the process of creating and editing your pitches easy*. It provides a structure to help you shape your pitch in the right way. It provides you tips to keep your pitch on track. It enables you to email and export your pitches.

New Beginnings

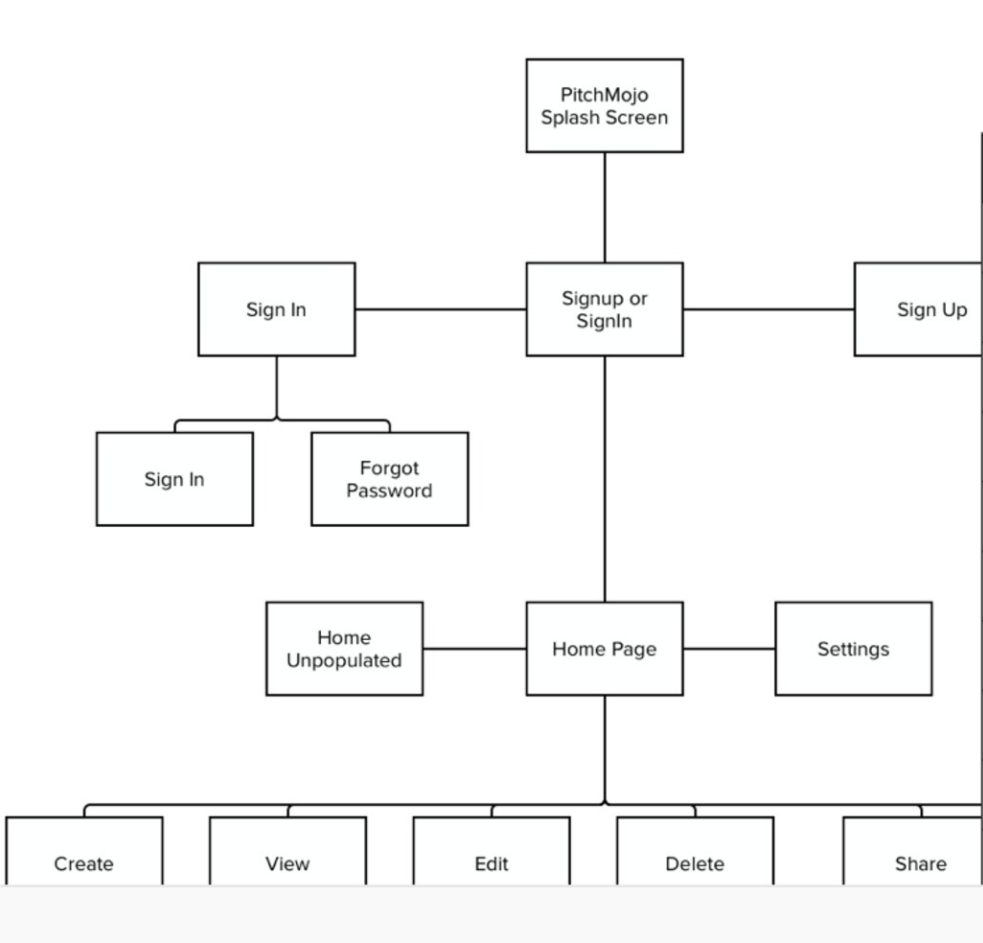
Madhan had already been remotely working with an API developer from India and Hassan, android developer based in Pakisthan and had a prototype with the basic functionality for the first release. But, until then the focus had only been on the functionality.

Based on the work I did on the Jott.ly project, He approched me to design the user experience and visual design for the app. My challenge was to work with the existing api functionality and provide a good user experience.

Discover & Define through User Research

My focus was providing a delightful interface suitable for use on go. So, I did some initial research on the target users, the apps they use and how they use it. My research was part online and part offline. I spoke with some startup folks from India and Australia to understand their needs and how they approach their startup pitch creation.

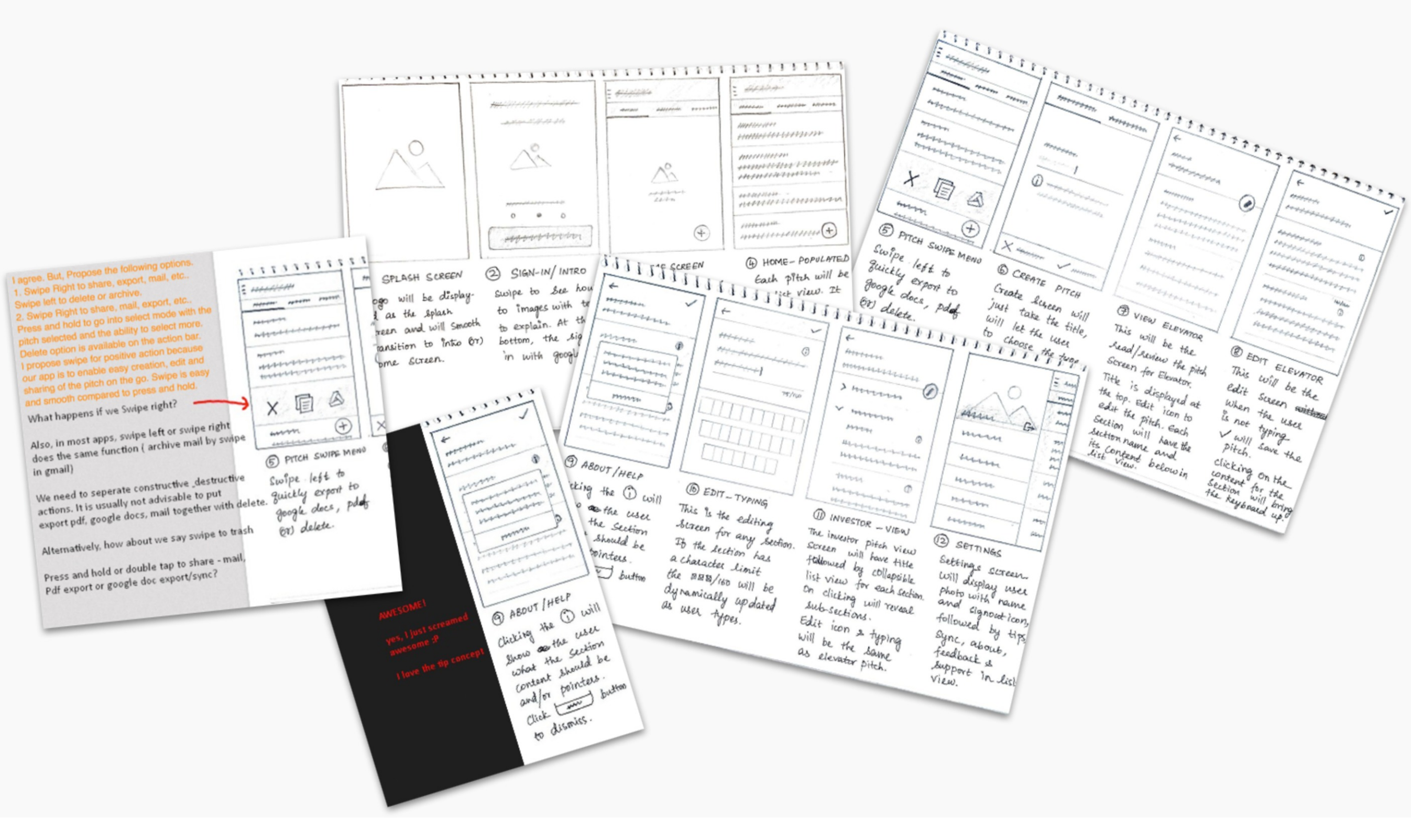
Based on my research, we were able to validate the concept and also identify key user stories to aid me in designing the interface. We got on skype often to discuss my findings and also to better understand the functionalities and limitations of the api which was already in the works. With a good understanding of the user needs, I prioritised the functionalities and created user flows for the app.

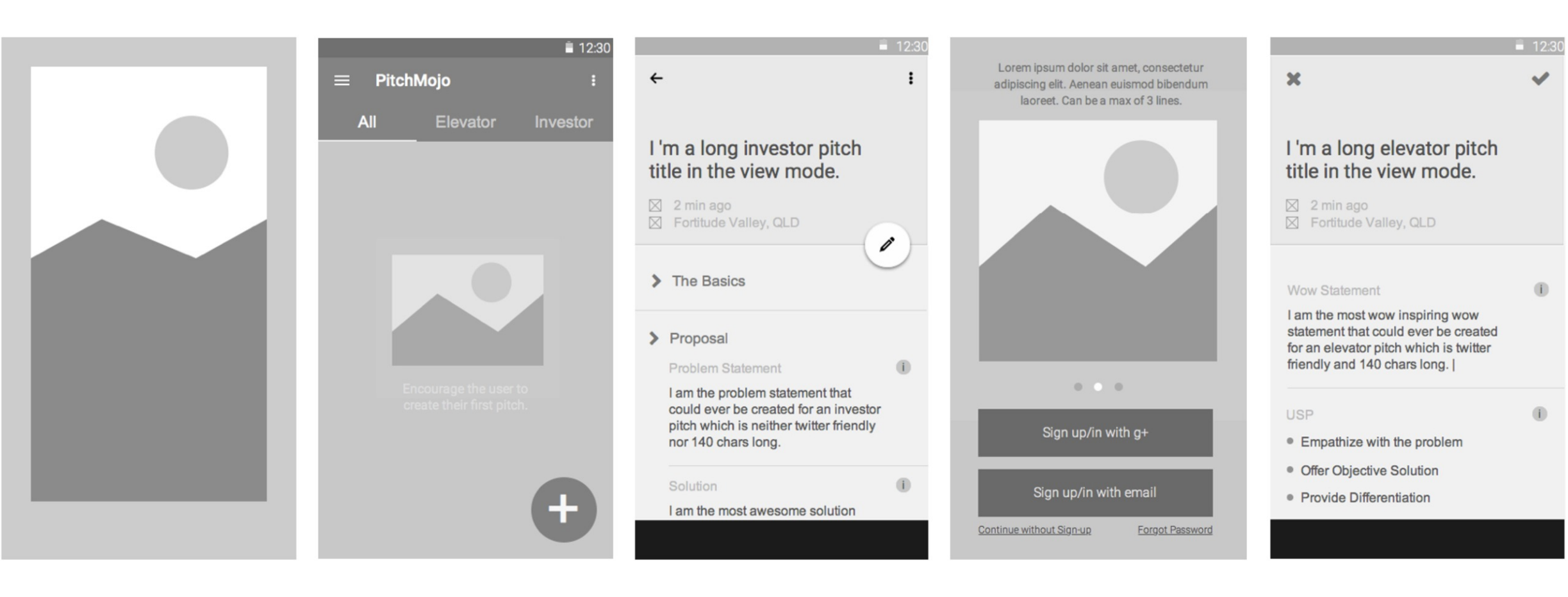

PitchMojo Splash Screen
Sign In
Signup or SignIn
Sign Up
Sign In
Forgot Password
Home Unpopulated
Home Page
Settings
Create
View
Edit
Delete
Share

As a	I want to	Requirement Level
dreamer, doer	create an elevator pitch	High
dreamer, doer	edit the elevator pitch	High
dreamer, doer	save the elevator pitch	High
dreamer, doer	view the elevator pitch	High
dreamer, doer	sync the pitch to cloud	High
dreamer, doer	share the pitch	High
doer	create an investor pitch	High
doer	edit the investor pitch	High
doer	save the investor pitch	High
doer	view my investor pitch	High

Sketching & Wireframing

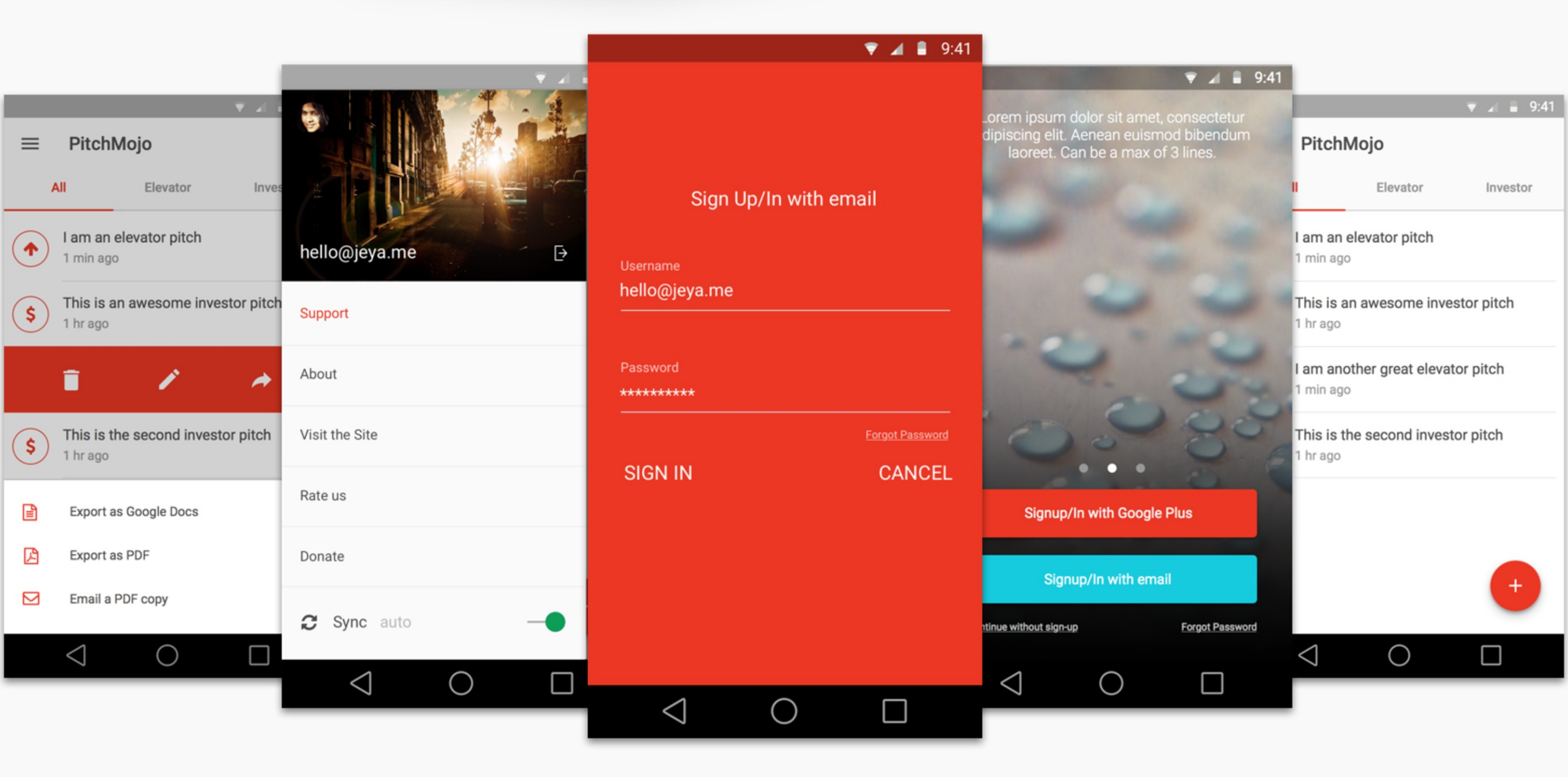
I did some initial sketching on paper with pencil and sharpies. After some review and iteration, used Axure to create detailled wireframes. The key here was to design, review and iterate until we had a smooth user experience. Google's Material design was used as the guideline to create a slick, modern UI.


I agree. But, Propose the following options.
1. Swipe Right to share, export, mail, etc.
Swipe left to delete or archive.
2. Swipe Right to share, mail, export, etc..
Press and hold to go into select mode with the pitch selected and the ability to select more.
Delete option is available on the action bar.
I propose swipe for positive action because our app is to enable easy creation, edit and sharing of the pitch on the go. Swipe is easy and smooth compared to press and hold.
What happens if we Swipe right?
Also, in most apps, swipe left or swipe right does the same function (archive mail by swipe in gmail)
We need to seperate constructive ,destructive actions. It is usually not advisable to put export pdf, google docs, mail together with delete.
Alternatively, how about we say swipe to trash
Press and hold or double tap to share - mail, Pdf export or google doc export/sync?
AWESOME!
yes, I just screamed awesome :P
I love the tip concept
SPLASH SCREEN
SIGN-IN / INTRO
HOME - POPULATED
PITCH SWIPE MENU
CREATE PITCH
VIEW ELEVATOR
EDIT ELEVATOR
ABOUT / HELP
EDIT - TYPING
INVESTOR - VIEW
SETTINGS


12:30
PitchMojo
All
Elevator
Investor
Encourage the user to create their first pitch
I 'm a long investor pitch title in the view mode.
2 min ago
Fortitude Valley, QLD
The Basics
Proposal
Problem Statement
I am the problem statement that could ever be created for an investor pitch which is neither twitter friendly nor 140 chars long.
Solution
I am the most awesome solution
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Can be a max of 3 lines.
Sign up/in with g+
Sign up/in with email
Continue without Sign-up
Forgot Password
I 'm a long elevator pitch title in the view mode.
Wow Statement
I am the most wow inspiring wow statement that could ever be created for an elevator pitch which is twitter friendly and 140 chars long. |
USP
Empathize with the problem
Offer Objective Solution
Provide Differentiation

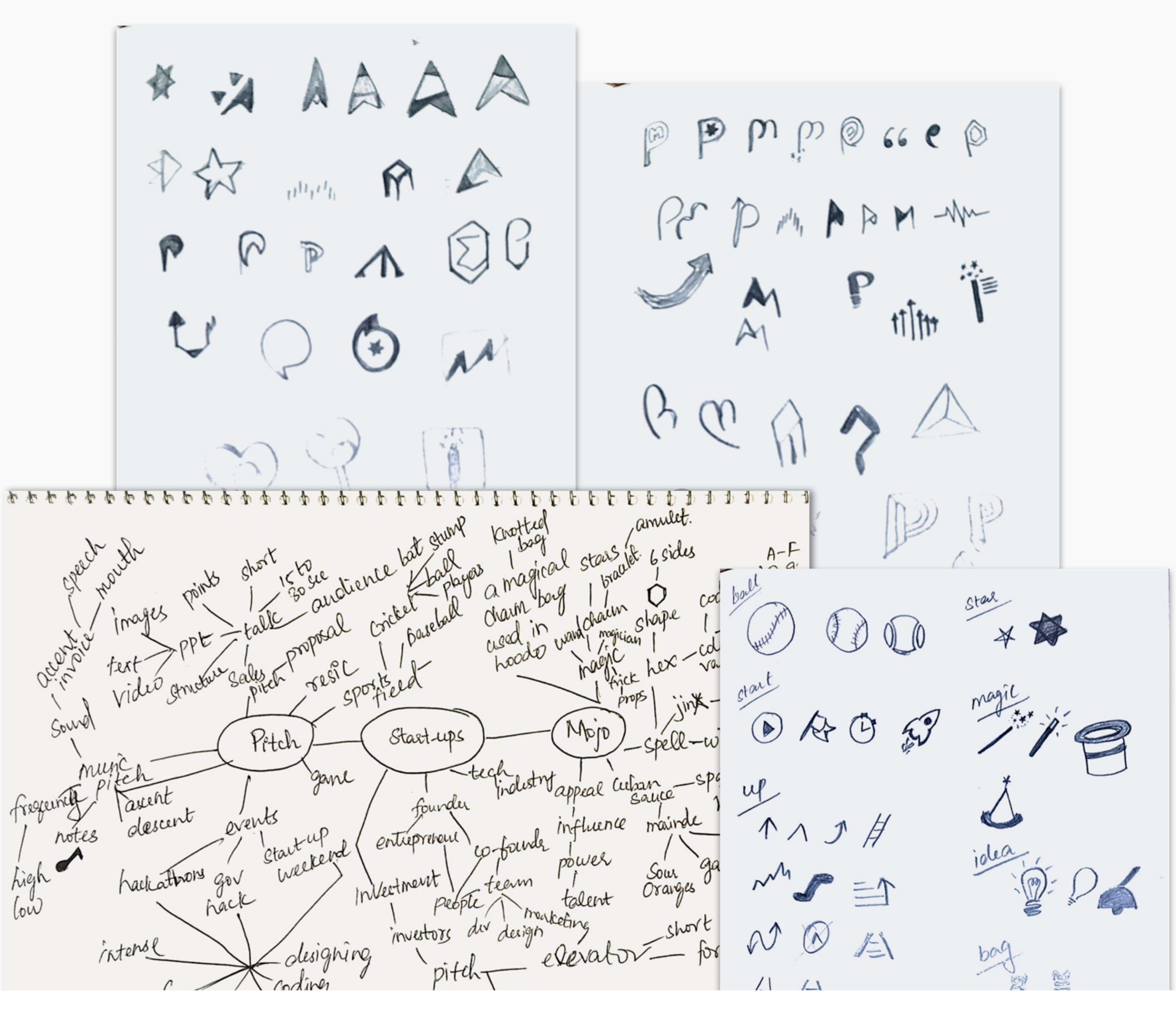
Visual Design

I used the Bohemian Coding's Sketch 3 to design the interface of the app. With symbols and text styles, it was easy to iterate the design and integrate user and client feedback. For user testing, I used invision to create and install the invision prototype and asked the selected users to perform specific tasks. From observation and their feedback, I re-iterated the design.


PitchMojo
All
Elevator
Investor
I am an elevator pitch
1 min ago
This is an awesome investor pitch
1 hr ago
This is the second investor pitch
Export as Google Docs
Export as PDF
Email a PDF copy
hello@jeya.me
Support
About
Visit the Site
Rate us
Donate
Sync auto
9:41
Sign Up/In with email
Username
hello@jeya.me
Password
Forgot Password
SIGN IN
CANCEL
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Can be a max of 3 lines.
Signup/In with Google Plus
Signup/In with email
Continue without sign-up
Forgot Password
I am another great elevator pitch

Branding

After extensive mind-mapping, sketching and refining, we finalised the app icon. The app icon combines the concept of folded paper napkin, pencil tip and paper plane.


speech
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PPT
talk
ball
players
a magical
stars
bracelet
6 sides
video
structure
sales pitch
proposal
cricket
baseball
charm bag
used in hoodoo
wand
chain
shape
sound
resic
sports field
magic
trick
hex
props
jinx
spell
music
Pitch
Start-ups
Mojo
frequency
game
tech
industry
appeal
cuban sauce
notes
accent
descent
events
founder
influence
high
low
hackathons
gov hack
startup weekend
entrepreneur
co-founder
power
team
marketing
talent
investment
people
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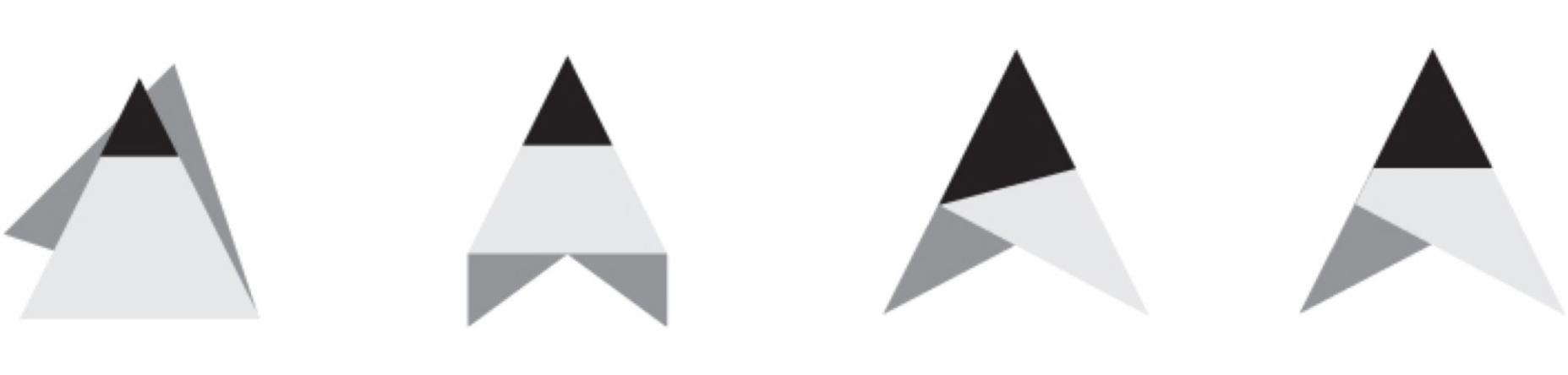
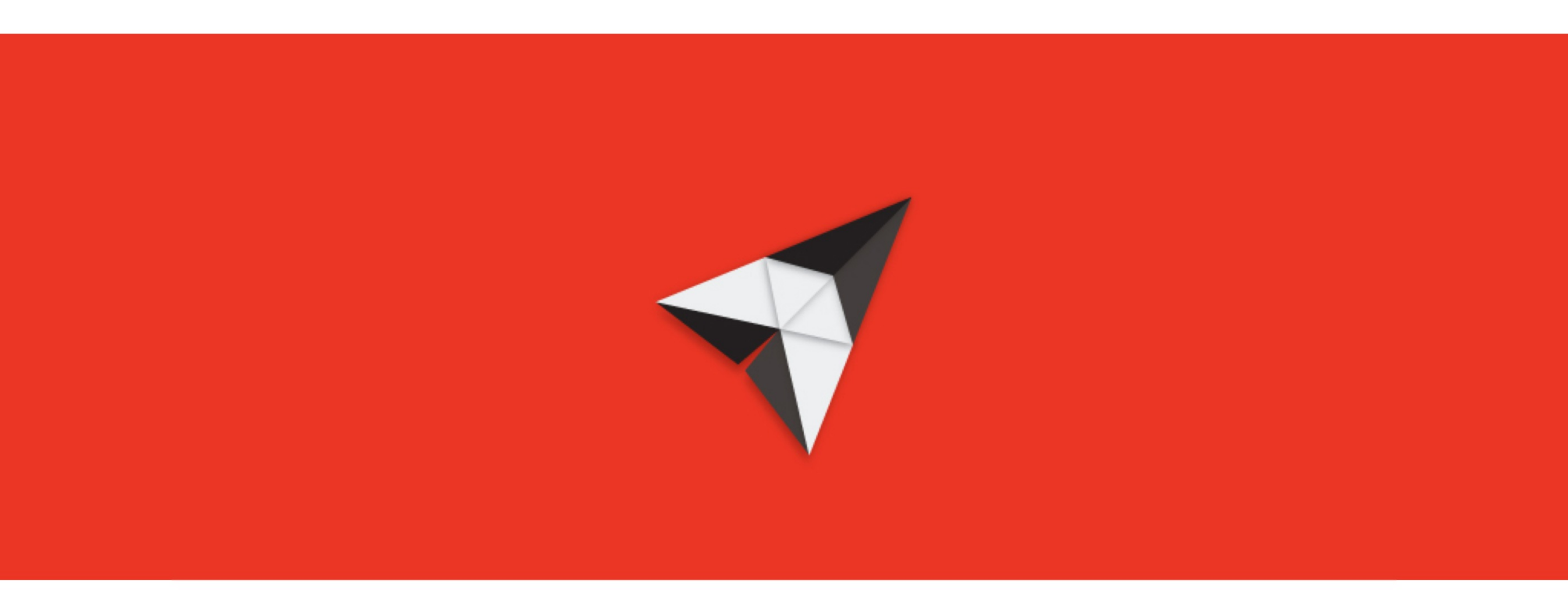
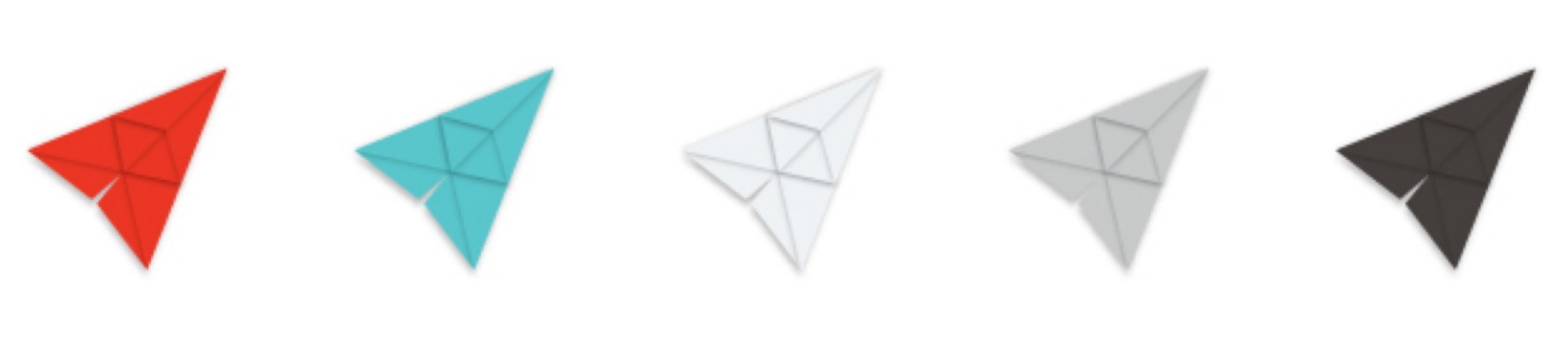
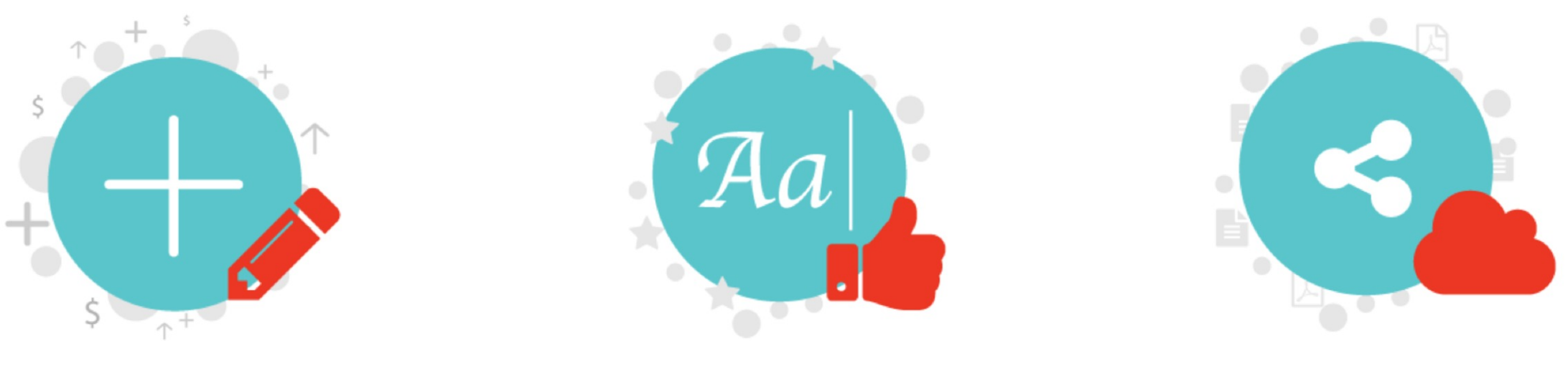
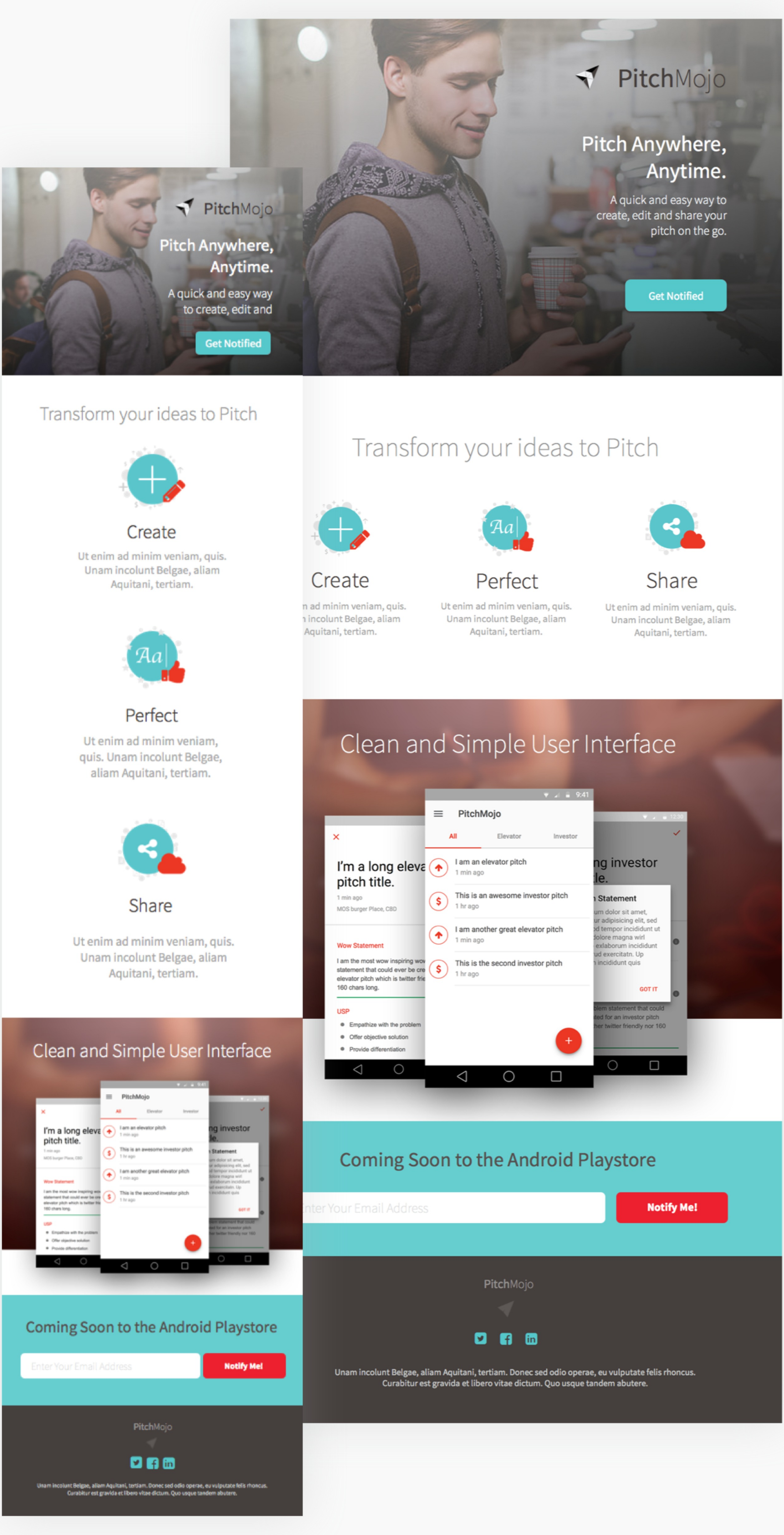


PitchMojo









PitchMojo

Pitch Anywhere, Anytime.

A quick and easy way to create, edit and share your pitch on the go.

Get Notified

Transform your ideas to Pitch

Create

Ut enim ad minim veniam, quis. Unam incolunt Belgae, aliam Aquitani, tertiam.

Perfect

Ut enim ad minim veniam, quis. Unam incolunt Belgae, aliam Aquitani, tertiam.

Share

Ut enim ad minim veniam, quis. Unam incolunt Belgae, aliam Aquitani, tertiam.

Clean and Simple User Interface

Coming Soon to the Android Playstore

Enter Your Email Address

Notify Me!

PitchMojo

Unam incolunt Belgae, aliam Aquitani, tertiam. Donec sed odio operae, eu vulputate felis rhoncus. Curabitur est gravida et libero vitae dictum. Quo usque tandem abutere.

The app is currently under development. It will be coming soon to the android play store. Updates will follow.

Early Feedback

> *"There's lot more to "Design" than meets the eye. After collaborating with Jeya for the last couple of days, I must say, she maybe new but she knows her stuff! I am just amazed at the level of commitment and involvement she puts into the project she undertakes. Awesome!! Look forward to some kickass UI/UX designs people!"* - Madhan, Founder

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Sutra, T-Shirt Shop

Let's talk.

About user experience, your ideas or new opportunities

Crafted with ♥ by jeya.

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