

First draft of our design brief

Critical elements of a design brief:

Description of the project:

Our app will be a platform for current KEA students from different programmes and different semesters that will allow them to communicate easier with each other and be means of social gatherings and expressing their problems and concerns in relation with studies as a common subject. It will also help them organize their time easier by means of a digital calendar that has all the KEA courses and events according to student's programme.

We want students to find a balance between having fun and gain the ultimate study experience.

In the process we came up with the idea of a KEA shop, both physical and online shop where KEA branded items will be sold and will be accessible to students.

Why is this new design needed now?

We need this new design since we need to have an image to enter the market with and have a descriptive logo of our new business that brings our message further.

What business outcomes are expected?

Designwise we borrowed the color palette from the already existing KEA website in order to get the trust from the people using the app and to find it easier to switch from Fronter and Facebook to our innovative app that includes everything in one place and in a more logical manner.

Who is it being done for?(target audience)

The app is being done for the existing KEA students from both Danish and international lines including all programmes.

Who are the key stakeholders in this project?

The project management is the whole group's responsibility and the approval and evaluation of the project will be left in the hands of our teachers.

The competition environment:

Our main competitors represent platforms such as Fronter and Facebook which are used by the majority of our customers, and we aim to change that.

Current industry trends:

We decided to use the flat design for our app since it's a simple, easy and user friendly style which maybe makes it also one of the trendiest styles at the moment. It's going to be

also metaphorical since we are using the symbol of the light bulb which reminds of knowledge and enlightenment and also bright ideas.

The scope:

Our main aim is to ease the life of KEA students, through some facilities that make it possible to organize their time and solve problems easier. Also, by using the app, the students can communicate with any other KEA fellow students more efficiently.

Mission:

“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.

Vision:

“Create a cooperative learning environment for all KEA students and satisfy their needs.”

Through our digital concept, we want to give a more structured and easier to understand method to the already existing information on the KEA website, Fronter and different Facebook groups. Also, we want to break the barrier between danish and international lines and gather all the students together more easily.

Values:

Communication

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

Fun

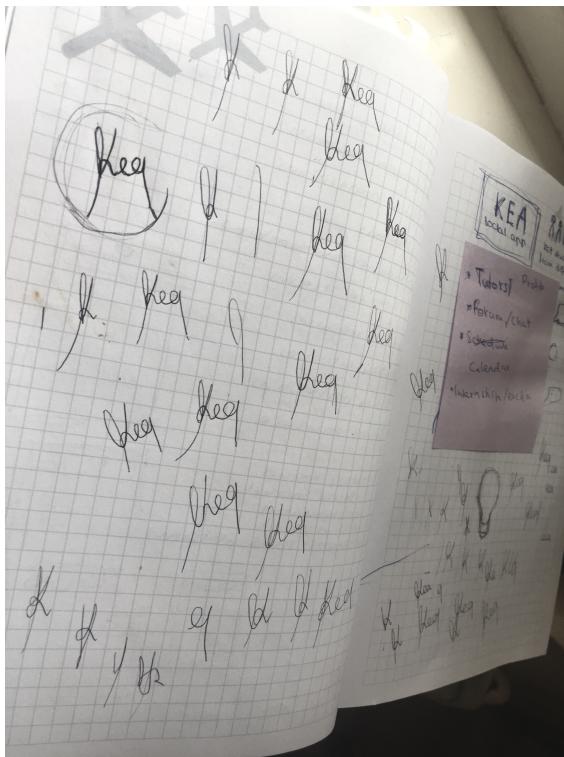
Study period has no meaning if there is no fun in it. This is why the KEA study guide gives the possibility to plan events and parties that the students want to attend to.

Learning

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

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.



Process of creating the logo

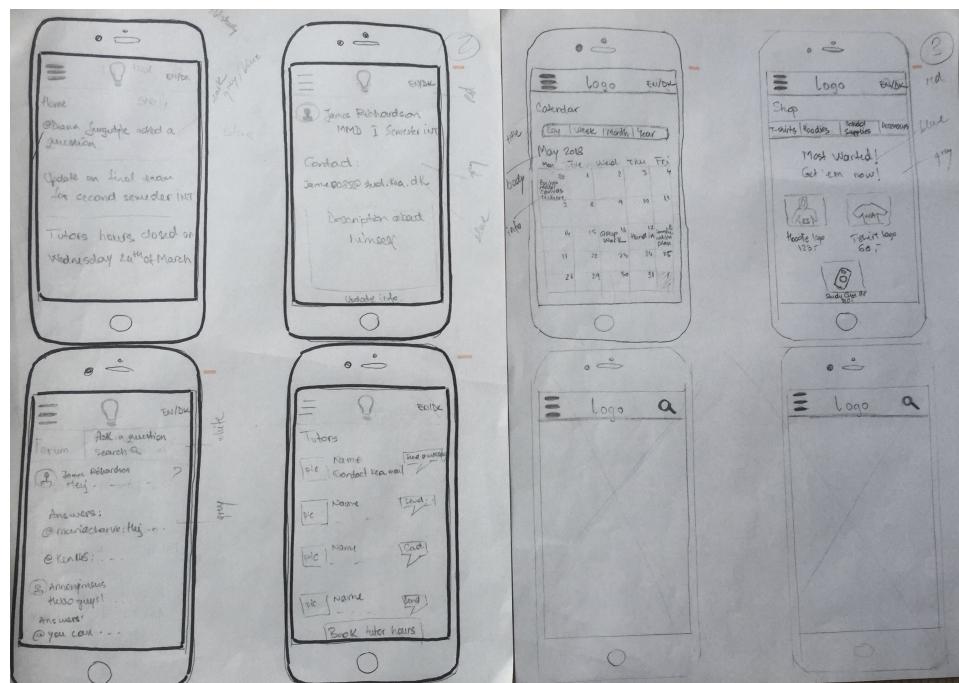
After deciding on the concept and final idea of the app, we started to think how to represent it visually. Considering that we had a clear vision to connect our application with KEA's existing website in the terms of visual appearance, we didn't have any problems to come up with a visual solution, that would satisfy all members of our group.

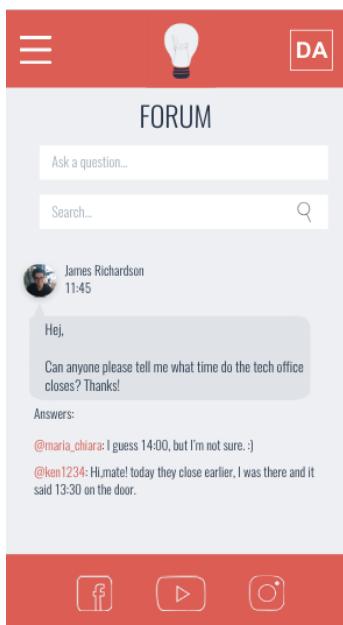
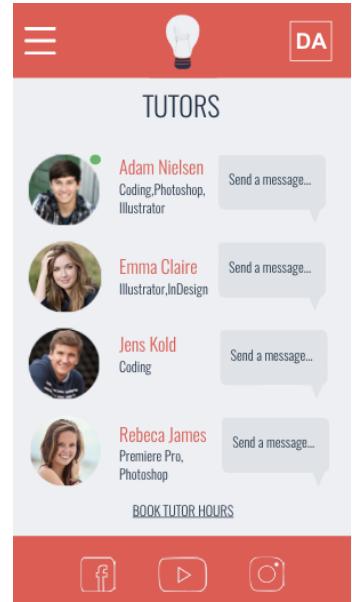
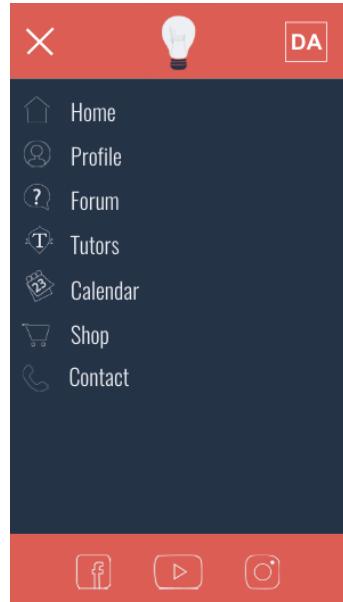
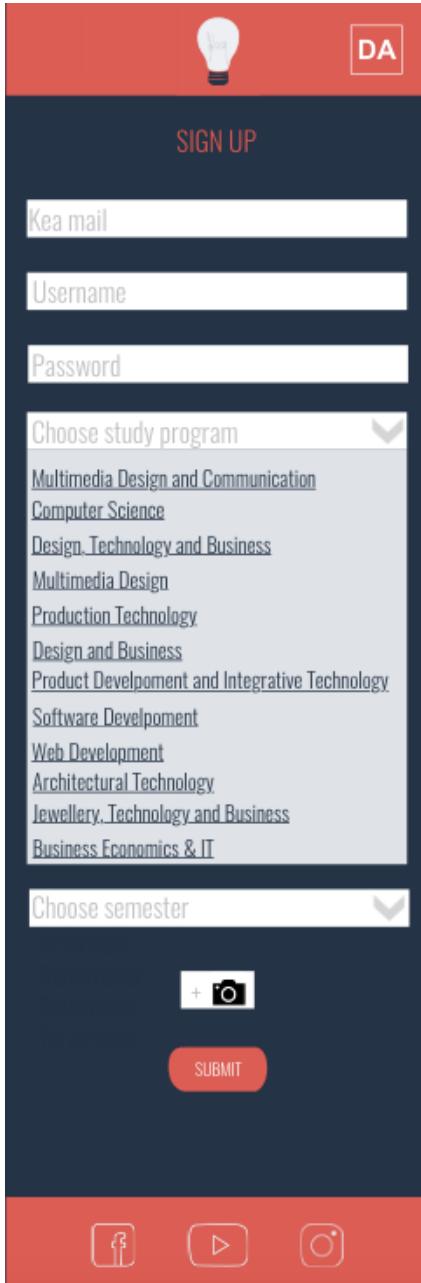


Final result

Prototypes

Our first low fidelity prototypes were first made on the paper with an aim to come up and later agree upon the layout of the content- they were not used for user testing. Process of sketching really helped us to understand which content from our first ideas to include, and which to get rid of due to the limited amount of space. In the process of creating, we also came up with new features to add, like the "Shop" page or our own design icons, which we haven't had even considered at the beginning.

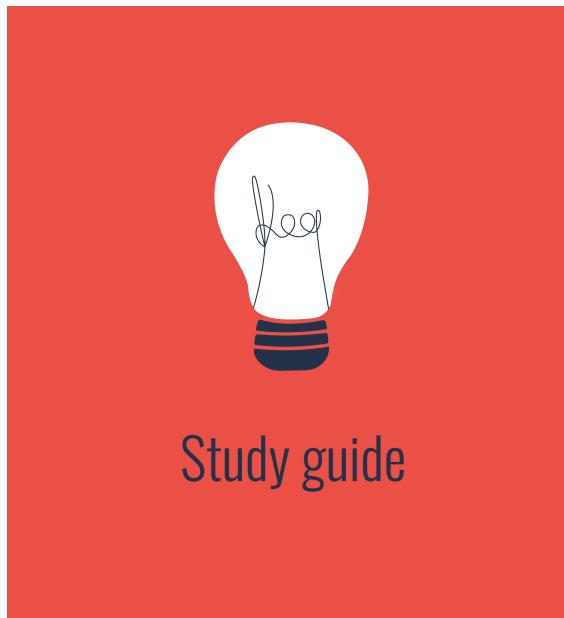




Our high fidelity prototypes were made based on our previous sketches on Adobe XD. Similar as before, in the process of creating interactive prototypes, we decided to change some layout or the content. These prototypes were used for the final user testing and after collecting the results and doing conclusions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

LOGO

Rules for use



Application icon



#ea5045



#ffffff



#233249

*Font family: Oswald
Font style: Light*

Colors that are being used in the logo are the same as the ones dominating in the existing KEA's official website in order to form a direct connection between our study guide application and the educational institution which students are our main target auditory.

Mollerup's taxonomy

Since our logo consists from a symbolic element which could be considered as a picture that also includes letter mark, we decided to analyse the logo as if it would consist only of one or the other.

Graphic trademark → Picture mark → Figurative mark

→ Metaphoric mark

Metaphor used in the logo is tightly connected with the interpretation of the light bulb as a symbolic element for knowledge, new ideas and bright mind. It could also be a metaphor for a guidance in the dark, which in this case would be represented by a knowledge, which is leading a student through his study journey filled with obstacles and different challenges.

Graphic trademark → Letter mark → Abbreviations → Initial

abbreviations → Acronyms

Mollerup's 24 requirements

- **Visibility**

First and foremost the logo will be definitely noticed because of its vibrant red colour in the background-red colour is often being perceived as an aggressive and "loud" colour and it usually catches the attention faster than the colours surrounding it.

Another reason, why user will stop on our app when scrolling through all of the apps available, will be the colour relevance between already existing KEA website and our designed logo- the eye will automatically recognise the most familiar and more often seen thing first(our main target audience are current KEA students, which all time after time are using KEA main website, therefore are familiar with its main colours).

- **Simplicity**

When designing the logo for our application, we had to keep in mind that it has to be simple enough to be seen clearly also in relatively smaller formats, since it is going to be seen only as a smartphone icon. For this reason, there are no small details in the logo - only plain figures which, in spite of their simplicity, carries the message of the logo to the user in an unambiguous and clear way.

- Colour reproduction
- Black & white reproduction
- Decency

The logo does not include elements, that could violate any groups of society.

- **Holding power**

Although , because of its simplicity user is able to recognise and understand the message and meaning of the logo fast and without any difficulty, there is one element, which makes the user take a second look at it- the playful letters in the centre of the bulb makes the glance twist and twirl along with the lines forming KEA letters, keeping the attention of the user a bit longer than it would take with a classical, normal typeface.

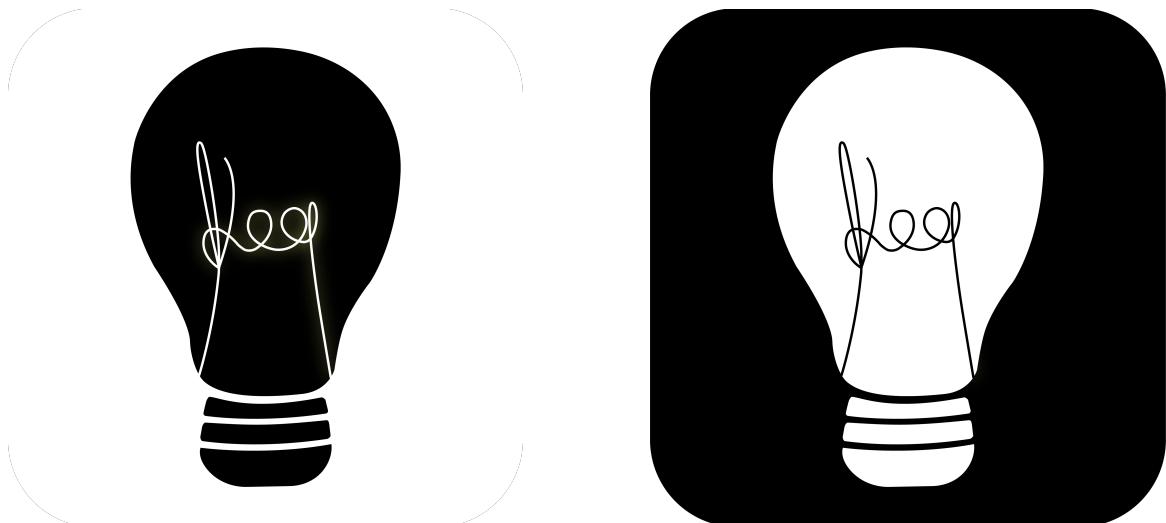
- Description

Logo has a clear message which describes the main purpose of KEA study guide using very well known and recognisable symbol-light bulb. It is usually being associated with new ideas and bright minds, as well as guidance through the dark, which in this case is being represented by study related difficulties that are being solved by our application.

- Fashionability

Today's fashion is all about the vibrant colours and flat design- we are definitely keeping up with it.

Negatives of the logo



Typography

When it comes to choice of the typeface of the app, we wanted to make a reference of the existing KEA website, so that users can clearly understand, that the product we are providing them with is directly connected to it.

We picked the most characterising elements of KEA site's typography and came up with a couple of features, that we should put emphasis on, when choosing the typeface- uppercase letters in headings and menu bars, sans-serif typeface, simplicity and legibility.

Typeface for body text/paragraphs differs from the heading typeface in order to make more important information be noticed first and the content would be more understandable and easier to perceive.

Headings and a menu bar -

Font family: Oswald
Font style: Light
Uppercase
Size: 30pt

OSWALD LIGHT

Arial

Body/paragraph typeface -

Font family: Arial
Font style: Regular
Sentence case
Size: 20pt

Most of the text that is clickable is underlined, so that the user immediately knows, that he can interact with a certain part of the content and refers to it as a link.

Colours of the font are the same as characteristic KEA's colours- light grey background creates the contrast that is big enough for the text to be legible without any difficulties.

Due to legibility and aesthetical reasons, most of the text is left-margined.

Colours



#ea5045

#233249

#edeff3

#ffffff

#060507

rgb(234,80,69)

rgb(35,50,73)

rgb(237,239,243)

rgb(235,235,235)

rgb(6,5,7)

cmyk(0,66,71,8)

cmyk(52,32,0,71)

cmyk(2,2,0,5)

cmyk(0,0,0,0)

cmyk(14,29,0,97)

7625C

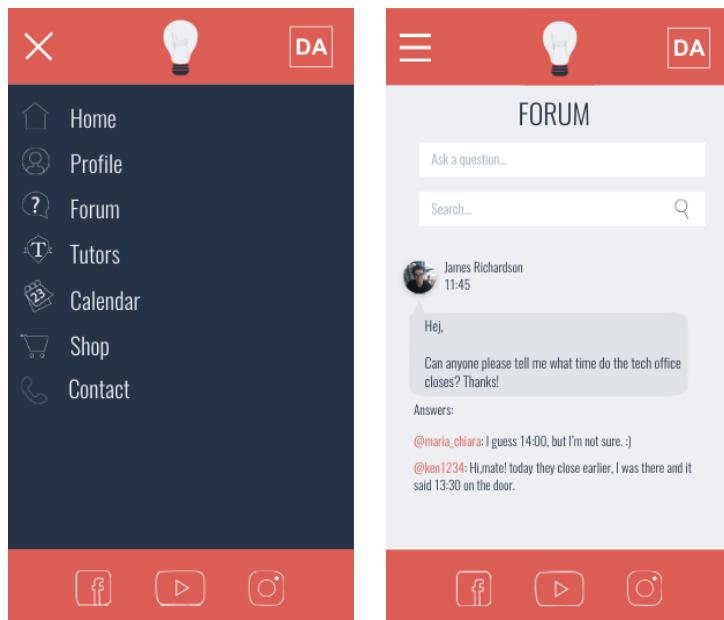
533C

649C

656C

Black 6C

When thinking about colours, since the beginning of our app development process we knew that we want to make straight reference to the existing KEA website, so we did not come up with new colour palette, but instead used the one that was already recognisable and familiar to students. This particular colour scheme was made by picking the most used colours in KEA's site.

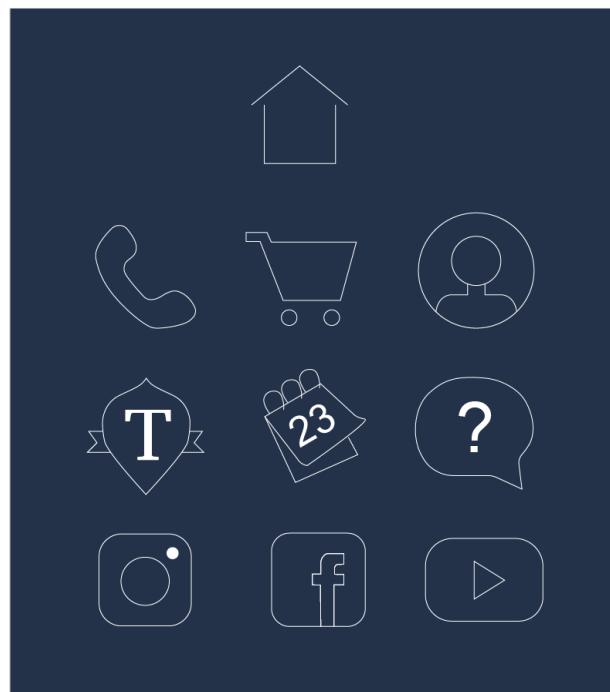


Background colours differ depending on a page user is currently in. Navigation as well as the sign up page has a dark blue background, which is followed by an example in existing KEA's site. The rest of the pages, that contains most of the content are in a light grey colour. Header and footer on the contrary are in the same colours throughout all the pages, in order to create consistency in the design.

Icons

Icons are a great way to communicate to users in a clear and a fast way, at the same time not taking a lot of space of the content. Since we could not find any existing icons, that would compliment our chosen design, we decided to create our own.

The icons are used in the main menu, as well as in the homepage next to the notification as an indicator of the category (the page), that the notification is related to. In the main menu icons are working only as a visual representation of the keyword it is attached to, but are not clickable. Footer, on the contrary, contains three KEA's social media icons, that are clickable and are working as links to a specific application (or if the user does not have the application, it opens a new tab in the internet with the chosen social media site).



USER TEST on XD prototype

USERS	<p>1. Let's try and open the app and get it started. What do you think the app is about when you see the logo? What is the impact?</p>	<p>1. Where would you go if you want to ask about a Friday bar event today?</p>	<p>1. You want to talk to a tutor regarding coding, but you missed the tutor hours and they are not online anymore. What do you do?</p>	<p>1. You saw many people wearing cool KEA t-shirts around campus. Where could you get one?</p>	<p>1. You forgot when the hand-in for the Business Model Canvas was. Where do you search for it?</p>	<p>1. You have questions regarding your SU application and you need to talk to the people in the KEA office. Do you have a possibility to reach them in the app?</p>	<p>Let's say you have a work interview after classes on the 18th of May. Where would you go to add that into your schedule?</p>	<p>What do you think about the app?</p>
DORA	"It's about KEA and I can make a profile for me. I can put my data and choose my study program"	"Tutors? I have no idea actually"	"I book tutor hours"	"Here in shop"	"In the calendar"	"Yeah, in the contact"	"In the calendar, on the day".	"I really like it. The only thing is that I wouldn't think about forum when looking for some information about school."
SIMONA	"Something about studying, maybe some advice?"	"To the calendar?" "Forum?"	"I would book a tutor hour"	"In the shop"	"Calendar"	"In contact"	"Click the day"	"It could be helpful for the students. It will be more clear than Fronter. "

USERS	<p>1. Let's try and open the app and get it started. What do you think the app is about when you see the logo? What is the impact?</p>	<p>1. Where would you go if you want to ask about a Friday bar event today?</p>	<p>1. You want to talk to a tutor regarding coding, but you missed the tutor hours and they are not online anymore. What do you do?</p>	<p>1. You saw many people wearing cool KEA t-shirts around campus. Where could you get one?</p>	<p>1. You forgot when the hand-in for the Business Model Canvas was. Where do you search for it?</p>	<p>1. You have questions regarding your SU application and you need to talk to the people in the KEA office. Do you have a possibility to reach them in the app?</p>	<p>Let's say you have a work interview after classes on the 18th of May. Where would you go to add that into your schedule?</p>	<p>What do you think about the app?</p>
MAGDA	"It's a study guide at KEA"	"I would go to Forum or Calendar, but I think Forum"	"I go to tutors and then book tutor hours"	"Go to shop and buy from there"	"I would go to Calendar"	"yes.. in the contact"	"I would go to calendar.. and then on the 18th"	"I think is really cool and I would use it, I like it!"

Findings & Conclusions:

After conducting the user test based on our interactive prototype, we figured out that people had one common issue, which was in fact not due to bad design, but to a wrong formulated task ("Where would you go if you want to ask about a Friday bar event today?"). The majority tended to click the "Calendar" section instead of the "Forum" since their understanding was to find the information written somewhere and not actually asking it.

This is the main 'issue' our users encountered.

Following design adjustments

We decided to improve the look of the home page since we were not entirely pleased with it since the beginning and also we agreed on putting either a green dot or not next to the tutors pictures in order to show their availability online and make that information easier for

the user. Due to legibility reasons, we also increased the contrast between the background and text in the text boxes, since some testers saw that as a problem.