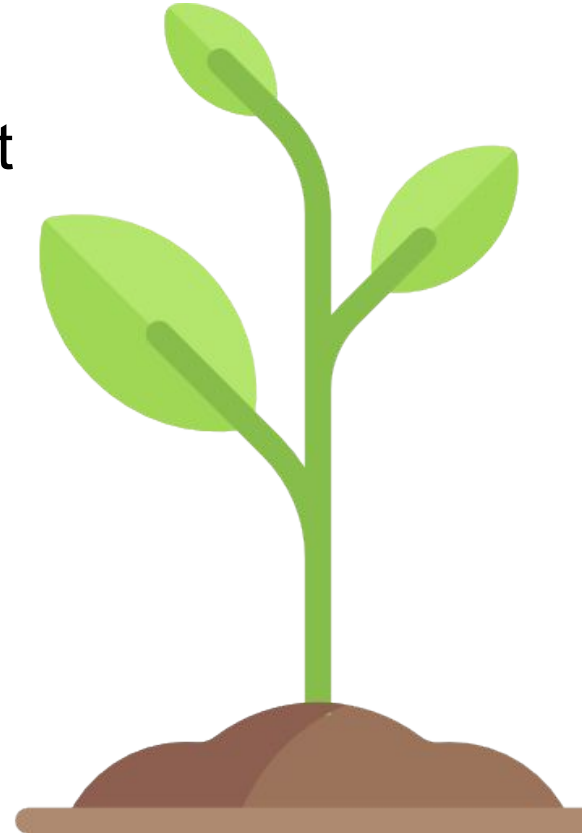


## Product Narrative

A platform that allows designers to post content and get high quality feedback from professionals to grow.



## Pain point



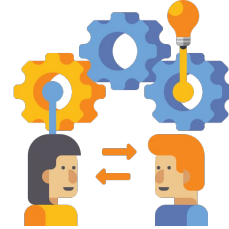
It is hard for designers early in their career to get constructive feedback and grow. Especially so if they work at a company that does not have an established culture of understanding and valuing design.

# What are current options?



## **Community**

Behance, Slack



## **Mentor**

Linkedin, UX mentorship



## **Connections**

Alumni, instructors

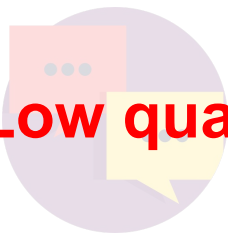


## **Co-workers**

Marketing people,  
Engineers, clients

## What are current options?

**Low quality feedback**



Community  
Behance, Slack

**Nerve-racking to reach out**



Co-workers  
LinkedIn, UX mentorship

**Slow reaction**

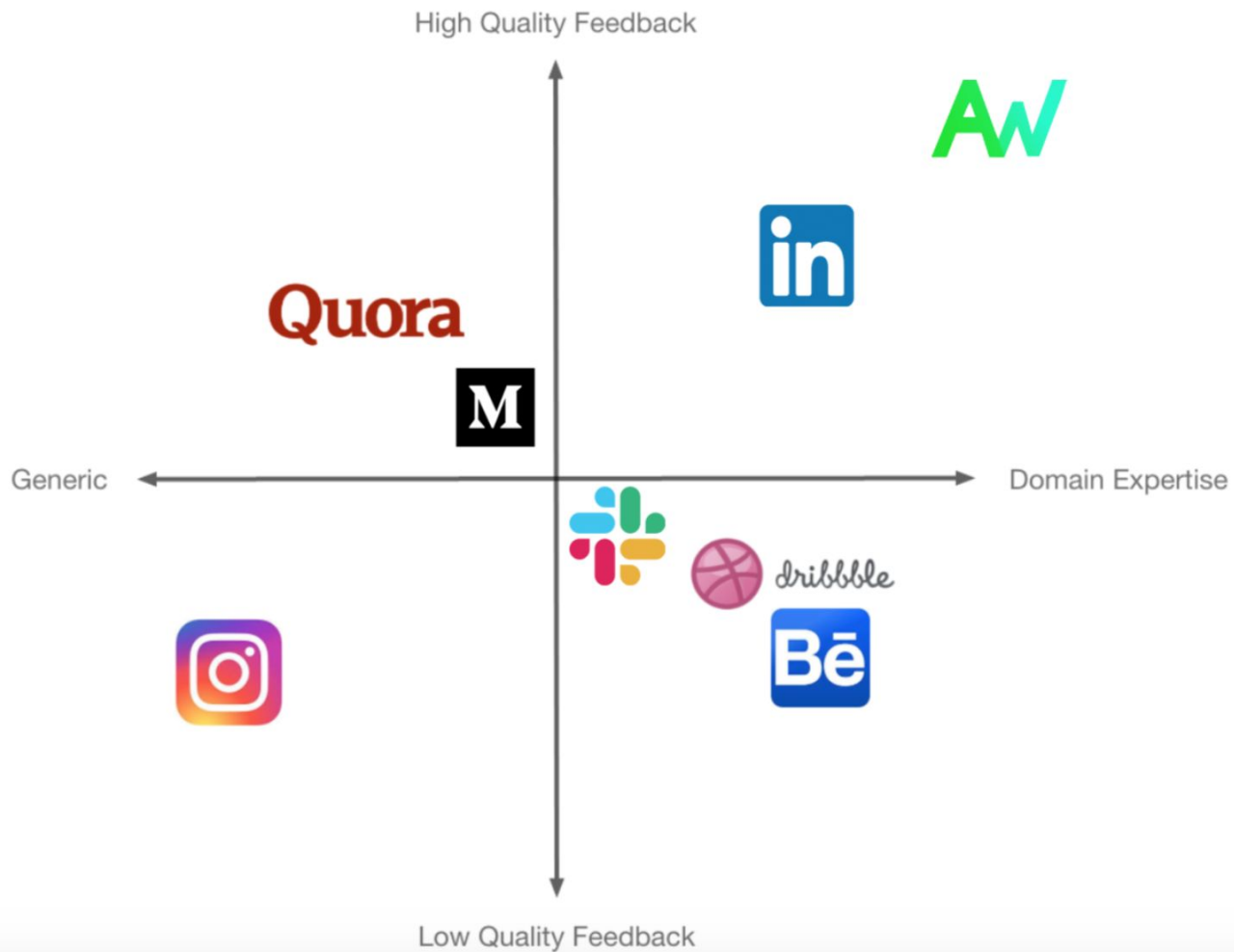


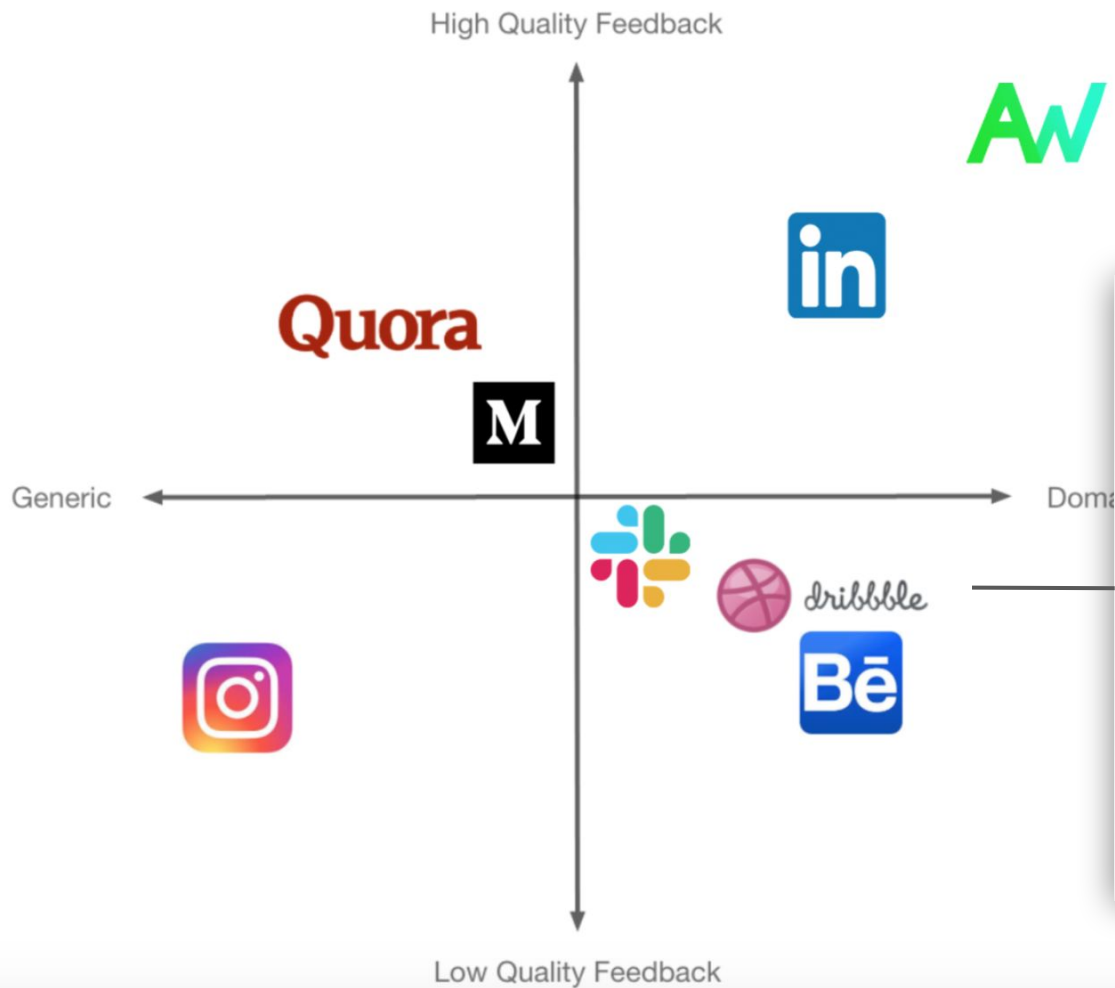
Connections  
Alumni, instructors











**Lack of domain expertise**



Co-workers  
University projects  
Engineers, clients





-   · an hour ago  
ugh, such a stunning font.
-   · 2 hours ago  
Nice work
-   · 2 hours ago  
Nice
-   · 2 hours ago  
Awesome
-   · 3 hours ago  
Great!

## Features we have to assure high quality feedback

- Qualitative feedback area specifications
- Markup tools to allow freedom to give creative feedback
- Review of feedback to assure quality
- Reporting of unhelpful feedback



## What are you looking to improve?

Here are some popular options:

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Information system | <input type="checkbox"/> Sustainability  | <input checked="" type="checkbox"/> Typography | <input type="checkbox"/> Illustration   |
| <input type="checkbox"/> motion             | <input type="checkbox"/> Design thinking | <input type="checkbox"/> Critical thinking     | <input type="checkbox"/> Value creation |
| <input type="checkbox"/> Composition        | <input type="checkbox"/> Color choice    | <input type="checkbox"/> Composition           | <input type="checkbox"/> Branding       |

You can also specify what you want feedback on

eg. the choice of icon in menu

eg. use of photography

[+ add more](#)



&lt;Back

## SONIA MOOD | Visual Identity Concept Design



## She would love feedback on

Typography:

[Mark on pictures](#)

Interesting layout and the choice of type gives a modern feeling, but it is not very readable. The rotated direction plus irregular layout makes it more a decoration

All feedback need to be at least 30 words

Design Thinking:

[Mark on pictures](#)

All feedback need to be at least 30 words

[Send](#)

Alwa

feedback

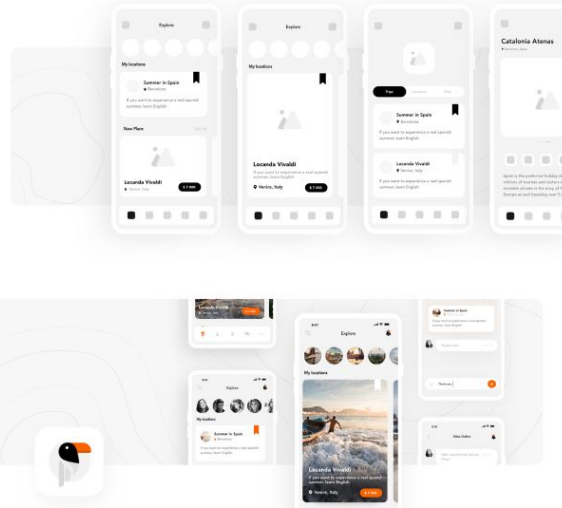
mentorship

message

me

[back to my profile](#)

Wireframing



[Read all](#)



Anita .Q

8 years experience in tech industry

[Design thinking](#) (111) [Typography](#) (200)  
[Sustainability](#) (230)

#### Typography:

LoremLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[like](#)

[unhelpful](#)

[report](#)

#### Type relationship:

LoremLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi



## VALUE PROPOSITION



### Products & Services

*The products/services that relate to the creation of value for the customer. These can be tangible, digital/virtual, intangible, or financial.*

A platform that allows designers to post content and get feedback from the professionals.



### Pain Relievers

*The ways that the product addresses customer pains.*

Allows mentors to give comments (Minimum word count, number of boxes specific to the pain point) in a specific way.  
Review to assure quality. Information about comment giver (profile -> demographic professional info)  
Report of trash feedback (filter -> kick out trash people).



### Gain Creators

*The ways that the product creates gains and added value for the customer.*

markup tools, visualization of the feedback collection.



## CUSTOMER PROFILE



### Customer Jobs

*The functional, social and emotional tasks customers are after in pursuit of their related goal(s).*

Get constructive feedback and mentor is one way of doing it.  
feel being guided/improved in both micro and macro level.



### Pains

*The negative experiences, drawbacks, demerits, risks or emotions that are associated with the process of getting the job done.*

Getting trash feedback



### Gains

*The benefits that the customer expects/needs when a purchase is made increasing the possibility of adopting a value proposition.*

Quality feedback, Network, time and effort?  
How would customer measure the success?



## *Annual Revenues*

US Graphic Design Industry  
Annual Revenue (2019):

**\$14.8 B**

Dribbble Est. Annual Revenue  
(2019):

**\$8 M**

Behance Est. Annual Revenue  
(2019):

**\$5.9 M**

**Thank You**