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PWA2  
Project Pitch

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# Project Description

## About

- Developed for the Multi-Tasker in mind
  - Keep track of all projects and tasks within a centralized application
  - Multiple people can utilize Eygenda with no time lag
  - Create multiple projects and tasks
  - Provide your employer with the most up to date information
  - Projects are time sensitive, no problem...
    - Set the status within any project or individual task
    - Project projection and completion are no problem with Eygenda



# Project Description

## Target Audience

- Anyone can use Eygenda

- Geared towards Corporations both big and small
- Not Gender Specific
- Typically geared towards individuals with large workloads for projects and individual tasks
- Anyone who needs a application to stay organized and keep on track
  - Gender: Male and Female
  - Age: Anyone within the working environment
  - Geographic's: Any
  - Income: Any



# Branding Designs / Logo Concepts

## Main Branding



## Alternative Branding

Eyes can be utilized by themselves or with the text

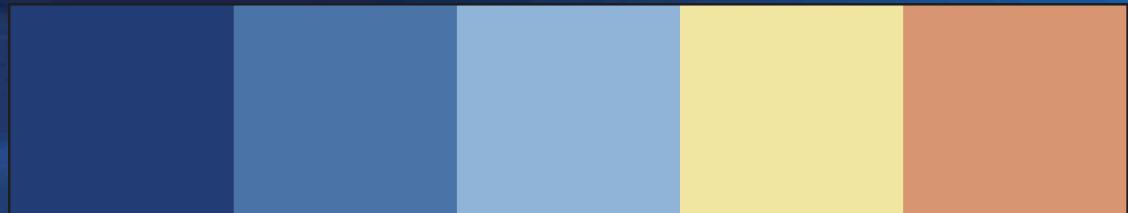


## Branding Label Name with Alternate Colors



# Site Mark-up

## Color Scheme



## Type Treatment

SAMPLE PAGE HEADING:

EYGENDA

Font: Playfair Display SC. Regular. Size 45pt.

Sample Subheading: Projects

Font: Cardo. Regular. Size 28pt.

Sample Page Body Text

Font: Ledger. Regular. Size 16 pt.

## Buttons

Normal



Hover/Active



## Links

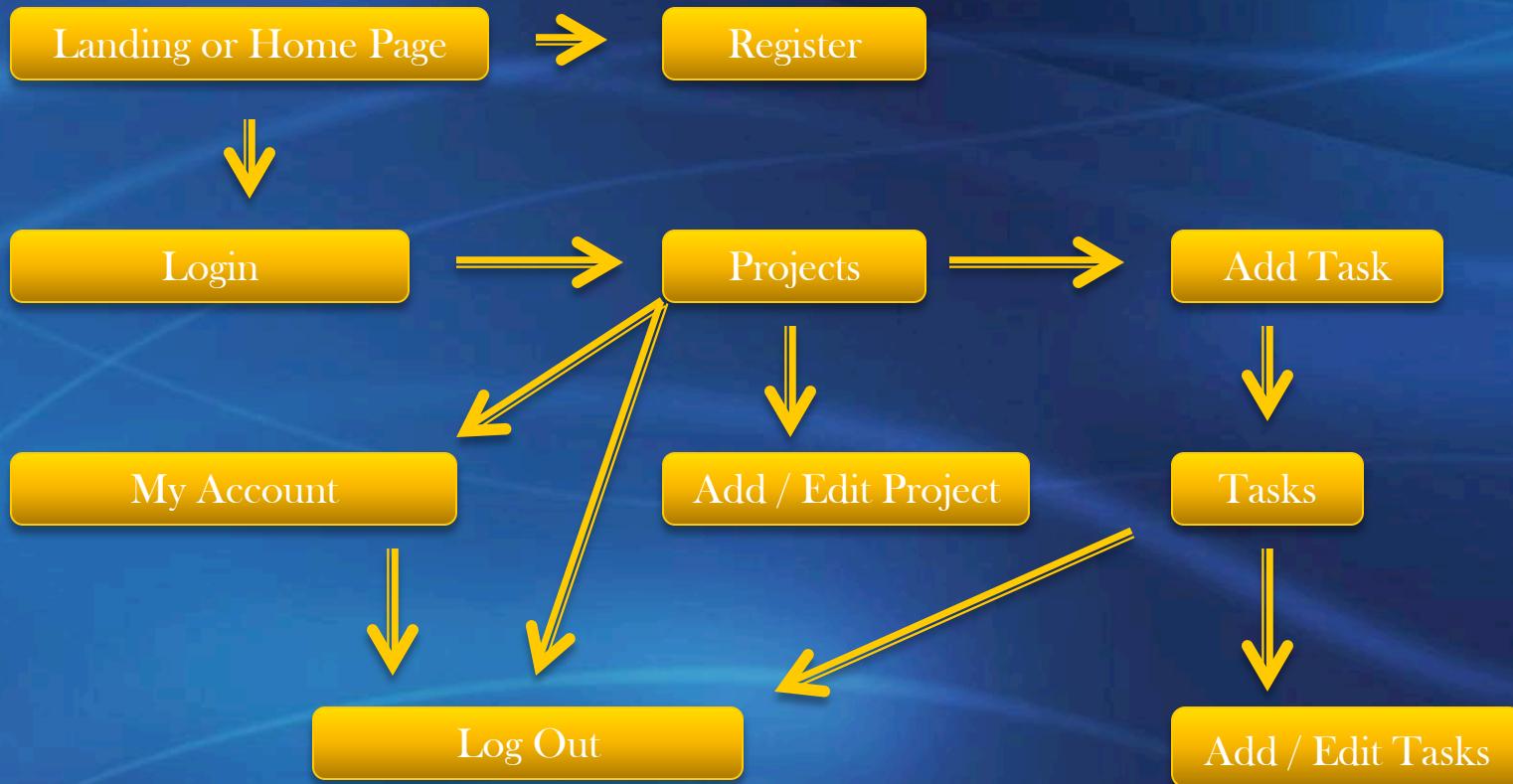
Normal Link

Active/Visited Link

## Tooltips

These will show up as pop-ups on the page to assist the user with projects, tasks or registering

# Flow Chart



# Wireframes

## Home Page Wireframe

The wireframe illustrates the layout of the home page. It features a large header area (1) at the top, followed by a central login section (2) containing fields for Username and Password, and a Log In button. Below the login section is a registration call-to-action (5) with a Register button. The main content area (3) includes three project benefit boxes (4) titled Project Delivery, Increase Productivity, and Easy Preparation, each with a bulleted list of features. A footer section (7) at the bottom contains a Wireframe Legend.

1

2

3 Already Registered Log In Here

4

Project Delivery

- Set Due Dates
- Prioritize Project Tasks
- On time, Everytime

Increase Productivity

- Organize tasks within projects
- Increase Workflow
- Milestones Met with Ease
- Proper Time Management

Easy Preparation

- Click to add a project
- Add tasks to project
- Check Complete when done

5

Eygenda Sound Enticing  
Register Here for Free!

6 Register

7

**Wireframe Legend**

1. Logo/Branding/Exscape Hatch: 250px W/ 116px H. 1px Stroke, 20px Top, 20px left/right padding, centered on page
2. CTA: 480px W/ 282px H, 20px left padding
3. Login Area: 383px W/ 234px H, heading: 28pt Cardo Regular font
4. Project Benefits: Individual boxes: 150px H/ 150px W, font headings Cardo Regular 18pt black font, bullets Cardo Regular Black font
5. Registration Area: 370px W/ 150px H, black font
6. Registration Button: 209px W/ 59px H, Font Black Cardo 20px
7. Footer: 920px W/ 25px H, 20px padding, ledger, black, 12pt font

# Wireframes

## Registration Page Wireframe

This wireframe illustrates the layout of a registration page. It features a header section with a logo placeholder (1), followed by a main form area (2) containing four input fields: 'Username', 'Password', 'Email Address', and 'Phone'. To the right of these fields is a note (3) encouraging users to click 'Finish' to start arranging projects and tasks. A large 'Finish' button (4) is positioned at the bottom right of the form. Below the form is a footer section (5) containing a legend and descriptive text.

1 Logo/Branding/Escape Hatch: 250px W 116px H, 1px Stroke, 20px Top, 20px left/right padding, centered on page

2 User Registration: 650px W 330px H

3 User Note: 400px from left margin, 54px padding

4 Finish Button: 54px padding left, 144px W 34px H

5 Footer: 920px W 25px H, 20px padding, ledger, black, 12pt font

2 Username

3 Click Finish to Get Started Arranging your Projects and Tasks!

4 Finish

5

Wireframe Legend

# Wireframes

## Project Page

The wireframe illustrates a Project Page layout with the following numbered components:

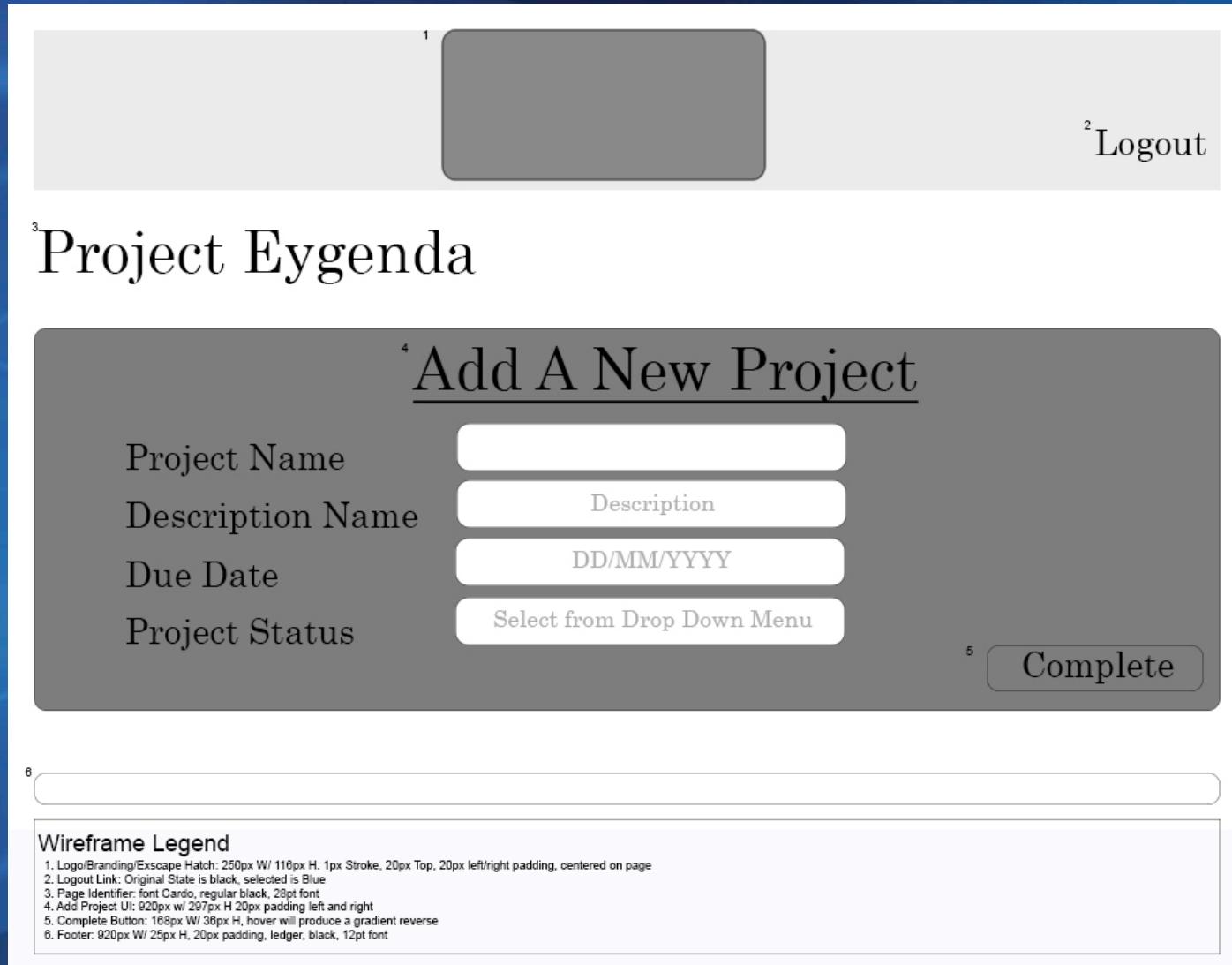
- 1** Logo/Branding/Escape Hatch: A large gray rounded rectangle centered at the top.
- 2** Logout: A link labeled "Logout" in the top right corner.
- 3** Welcome User: A placeholder text "Welcome User" in the top right corner.
- 4** Project Eygenda: The main title of the page.
- 5** Add Project: A button labeled "Add Project" in the top right corner.
- 6** Project Listing: Four project cards, each containing:
  - Project Name
  - Description
  - Due Date: DD/MM/YYYY
  - Status: A dropdown menu with options: Urgent, Normal, Delayed, Finished.
  - A circular icon on the right.
- 7** Footer: A long horizontal bar at the bottom containing the "Wireframe Legend".

**Wireframe Legend**

1. Logo/Branding/Escape Hatch: 250px W/ 118px H. 1px Stroke, 20px Top, 20px left/right padding, centered on page
2. Logout Link: Original State is black, selected is Blue
3. User Welcome: Align left under logout link
4. Page Identifier: font Cardo, regular black, 28pt font
5. Add Project Link/Button: Aligned left, 20px padding
6. Project listing/description/due date/status with drop down menu and color selector: 20px padding on left and right, 920px W/ 72px H
7. Footer: 920px W/ 25px H. 20px padding, ledger, black, 12pt font

# Wireframes

## Add Project Page



The wireframe illustrates the layout of the 'Add Project' page. At the top, there is a header section with a central gray rectangle labeled '1'. To the right is a 'Logout' link labeled '2'. Below the header, the main title 'Project Eygenda' is displayed, preceded by a number '3'. The central content area is titled 'Add A New Project' in bold, underlined text, preceded by a number '4'. This section contains four input fields: 'Project Name' (preceded by '5'), 'Description Name' (preceded by '6'), 'Due Date' (preceded by '7'), and 'Project Status' (preceded by '8'). To the right of these inputs is a 'Complete' button. At the bottom left, a 'Wireframe Legend' is provided with numbered descriptions corresponding to the visual elements.

<sup>1</sup> Logo/Branding/Escape Hatch: 250px W/ 116px H. 1px Stroke, 20px Top, 20px left/right padding, centered on page

<sup>2</sup> Logout Link: Original State is black, selected is Blue

<sup>3</sup> Page Identifier: font Cardo, regular black, 28pt font

<sup>4</sup> Add Project UI: 920px w/ 297px H 20px padding left and right

<sup>5</sup> Complete Button: 168px W/ 36px H, hover will produce a gradient reverse

<sup>6</sup> Footer: 920px W/ 25px H, 20px padding, ledger, black, 12pt font

# Wireframes

## Task Page Wireframe

1

2 Logout

3 Welcome User

4 Task Eygenda

5 Add Task

6

Task Name	Due Date: DD/MM/YYYY Status:	
Description	<input type="button" value="Urgent"/>	<input type="button" value="Normal"/>
	<input type="button" value="Delayed"/>	<input type="button" value="Finished"/>

Task Name	Due Date: DD/MM/YYYY Status:	
Description	<input type="button" value="Urgent"/>	<input type="button" value="Normal"/>
	<input type="button" value="Delayed"/>	<input type="button" value="Finished"/>

Task Name	Due Date: DD/MM/YYYY Status:	
Description	<input type="button" value="Urgent"/>	<input type="button" value="Normal"/>
	<input type="button" value="Delayed"/>	<input type="button" value="Finished"/>

Task Name	Due Date: DD/MM/YYYY Status:	
Description	<input type="button" value="Urgent"/>	<input type="button" value="Normal"/>
	<input type="button" value="Delayed"/>	<input type="button" value="Finished"/>

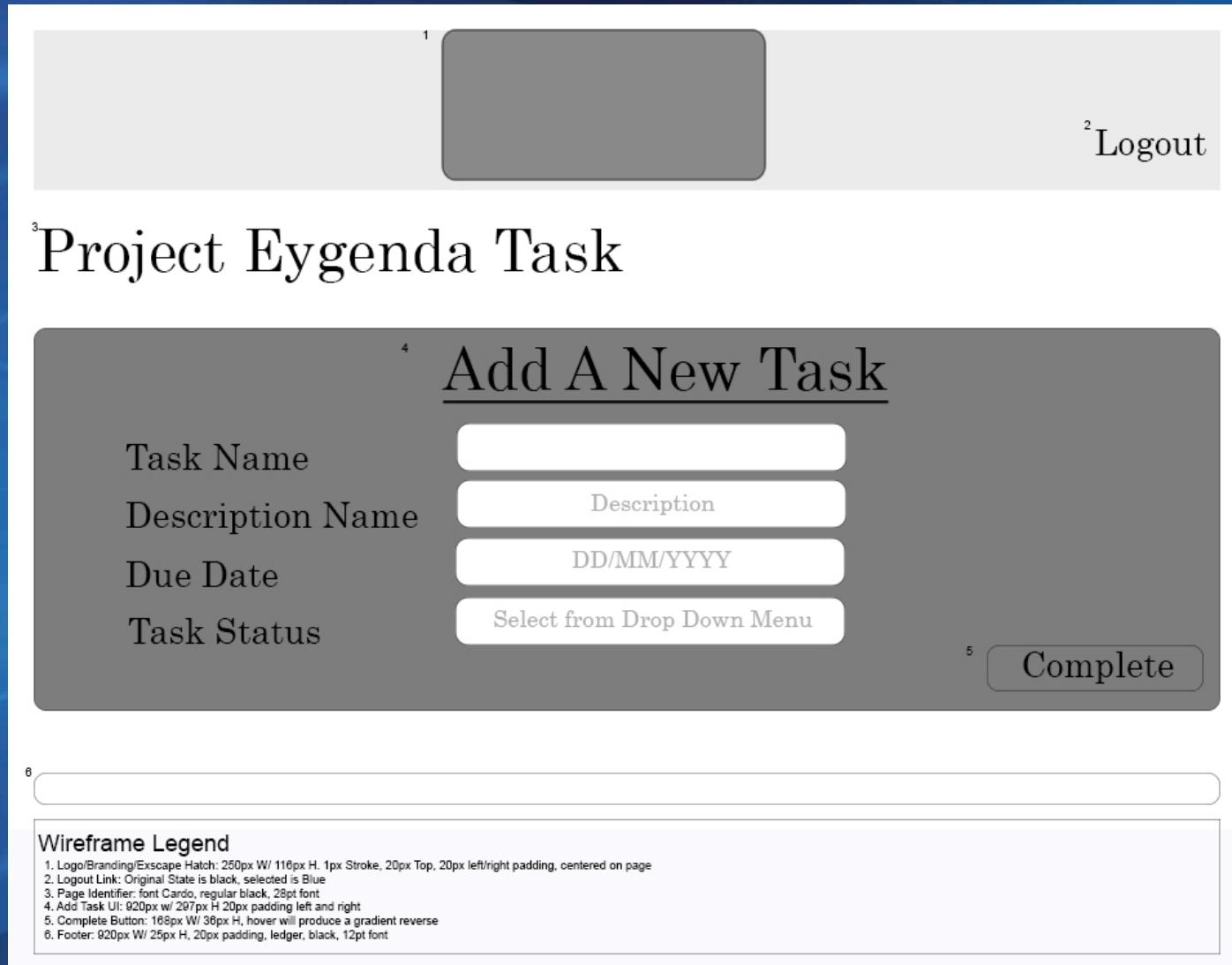
7

Wireframe Legend

1. Logo/Branding/Escape Hatch: 250px W/ 116px H. 1px Stroke, 20px Top, 20px left/right padding, centered on page
2. Logout Link: Original State is black, selected is Blue
3. User Welcome: Align left under logout link
4. Page Identifier: Font Cardo, regular bold 28pt
5. Add Task link/button: Aligned left, 20px padding
6. Task listing/description/due date/status with drop down menu and color selector: 20px padding on left and right, 920px W/ 72px H
7. Footer: 920px W/ 25px H. 20px padding, ledger, black, 12pt font

# Wireframes

## Add Task Page



The wireframe illustrates the layout of the 'Add Task Page'. At the top, there is a header section with a central gray rectangle labeled <sup>1</sup>. To the right is a 'Logout' link labeled <sup>2</sup>. Below the header, the page title 'Project Eygenda Task' is displayed. The main form area is titled 'Add A New Task' and contains four input fields: 'Task Name', 'Description Name', 'Due Date', and 'Task Status'. To the right of these fields is a 'Complete' button labeled <sup>5</sup>. At the bottom left is a footer section labeled <sup>6</sup>, which includes a 'Wireframe Legend' and a list of 6 numbered items describing various UI elements.

<sup>1</sup>

<sup>2</sup> Logout

<sup>3</sup> Project Eygenda Task

<sup>4</sup> Add A New Task

Task Name

Description Name

Due Date

Task Status

<sup>5</sup> Complete

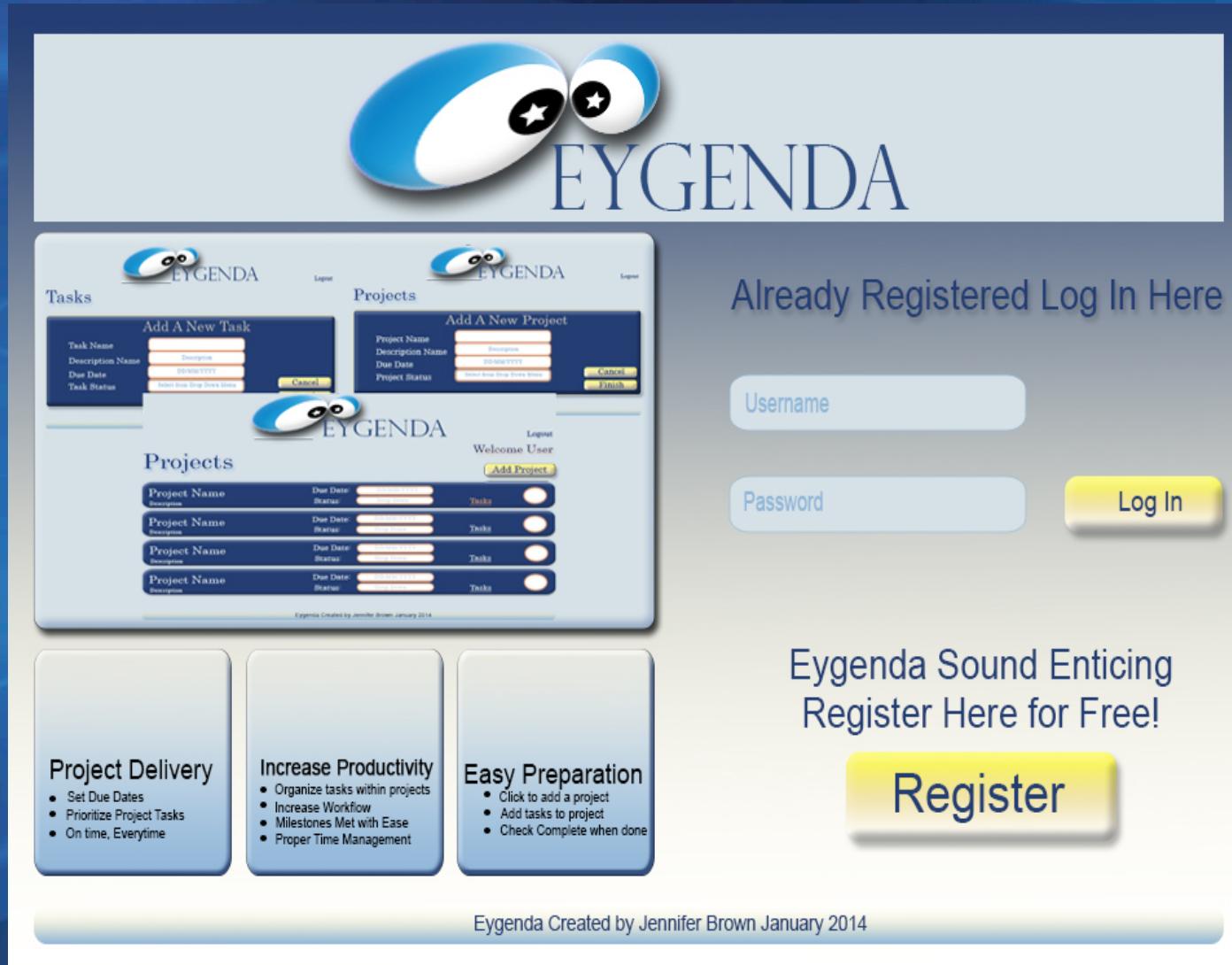
<sup>6</sup>

**Wireframe Legend**

1. Logo/Branding/Escape Hatch: 250px W/ 116px H. 1px Stroke, 20px Top, 20px left/right padding, centered on page
2. Logout Link: Original State is black, selected is Blue
3. Page Identifier: font Cardo, regular black, 28pt font
4. Add Task UI: 920px w/ 297px H 20px padding left and right
5. Complete Button: 168px W 36px H, hover will produce a gradient reverse
6. Footer: 920px W/ 25px H, 20px padding, ledger, black, 12pt font

# Design Comps

## Eygenda Home Page / Landing Page



The image shows a composite design for the Eygenda home page and landing page. At the top, there is a large, stylized logo featuring two blue eyes with white pupils and stars, followed by the word "EYGENDA" in a serif font. Below the logo, there are two side-by-side screenshots of the application interface. The left screenshot shows the "Tasks" section with a "Add A New Task" form and a "Projects" section with a list of projects. The right screenshot shows the "Projects" section with a "Add A New Project" form and a list of projects. To the right of these screenshots, there is a "Log In" section with fields for "Username" and "Password" and a "Log In" button. Below this, there is a promotional section with three boxes: "Project Delivery", "Increase Productivity", and "Easy Preparation", each containing a bulleted list of features. At the bottom, there is a footer bar with the text "Eygenda Created by Jennifer Brown January 2014".

Already Registered Log In Here

Username

Password

Log In

Eygenda Sound Enticing  
Register Here for Free!

Register

Eygenda Created by Jennifer Brown January 2014

# Design Comps

## Eygenda Registration Page



**EYGENDA**

Username

Password

Email Address

Phone

All Most Done,  
Click Finish to Get  
Started Arranging  
your Projects and  
Tasks!

Finish

Eygenda Created by Jennifer Brown January 2014

# Design Comps

## Project Page



EYGENDA

Logout

## Welcome User

Add Project

Project Name	Due Date:	DD/MM/YYYY	Status:	Drop Down	Tasks
Project Name	Due Date:	DD/MM/YYYY	Status:	Drop Down	Tasks
Project Name	Due Date:	DD/MM/YYYY	Status:	Drop Down	Tasks
Project Name	Due Date:	DD/MM/YYYY	Status:	Drop Down	Tasks

Eygena Created by Jennifer Brown January 2014

# Design Comps

## Add New Project Page



EYGENDA

Logout

## Projects

### Add A New Project

Project Name	<input type="text"/>
Description Name	<input type="text"/> Description
Due Date	<input type="text"/> DD/MM/YYYY
Project Status	<input type="text"/> Select from Drop Down Menu

**Cancel**

**Finish**

Eygena Created by Jennifer Brown January 2014

# Design Comps

## Task Page



EYGENDA

Logout

## Welcome User

### Add Task

Task Name Description	Due Date: DD/MM/YYYY	Status: Drop Down	<a href="#">Back to Project</a>	
Task Name Description	Due Date: DD/MM/YYYY	Status: Drop Down	<a href="#">Back to Project</a>	
Task Name Description	Due Date: DD/MM/YYYY	Status: Drop Down	<a href="#">Back to Project</a>	
Task Name Description	Due Date: DD/MM/YYYY	Status: Drop Down	<a href="#">Back to Project</a>	

Eygenda Created by Jennifer Brown January 2014

# Design Comps

## Add New Task Page



EYGENDA

Logout

## Tasks

### Add A New Task

Task Name	<input type="text"/>
Description Name	<input type="text"/> Description
Due Date	<input type="text"/> DD/MM/YYYY
Task Status	<input type="text"/> Select from Drop Down Menu

**Cancel**

**Finish**

Eygenda Created by Jennifer Brown January 2014

# Optional Project Items and Milestones

## Optional Items

- Color Selector
- Drag and Drop
- Dashboard Page

## Milestones

- 09 Jan 2014
  - Design Logo
  - Start Creative Brief
- 10 Jan 2014
  - Design Logo Completed, Submitted via GitHub
  - Continue working on Creative Brief
- 11 Jan 2014
  - Develop work flow document and site mark-up page
  - Add work flow and site mark-up page to CB
- 12 Jan 2014
  - Complete Project Pitch and Submit
  - Complete Creative Brief and Submit
- 13 Jan 2014
  - Start working on Assignment Prototype
- 16 Jan 2014
  - Wrap-up Prototype for submission
- 18 Jan 2014
  - Start working on Development Requirements
- 20 Jan 2014
  - Work towards Usability aspects for Final
  - Polish up site Development for Final and Submit by 31 Jan