MAY 2020

DESKSPACE

Thinkful UX Intensive

THE BRIEF

QUESTIONS TO ANSWER

- **POTENTIAL in cloud service industry?**

- **COMPETITORS and how to compete?**

- **TARGET CONSUMERS?**

- **Combinations of FEATURES?**

- **Brand IDENTITIES?**

THE SOLUTION: DESKSPACE

Try it out!

Apps available *in* DeskSpace

Lorem ipsum dolor sit amet, consectet[ur]
ut labore et *without leaving your desk*
quis nostr[um]

Specialty... ▼

App name is a Lorem ipsum sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt Duis aute irure dolor in

Start Using

App name is a Lorem ipsum d[olor] amet, consectetur adipiscing [elit,] do eiusmod tempor incidi[dunt] aute irure dolor in

Start Using

App name is a Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt Duis aute irure dolor in

Start Using

App name is a Lorem ipsum d[olor] amet, consectetur adipiscing [elit,] do eiusmod tempor incidi[dunt] aute irure dolor in

Start Using

+ New	Send File	Upload	Sync	Clean Up

My Stuff > Folder > **Example**

▶ 🏠 My Stuff
🕐 Recents
👥 Shared
⭐ Starred
🅰 My Apps
🗑 Trash

Space

XX GB used
XX GB left

Buy Space

Name			Owner		Modified ▼	File Size
📁 **Folder 1**	⭐ 👥		me	👁 Preview	01/02/20	30 KB
📄 File Name 1	☆		me	👥 Share	01/02/20	30 KB
📁 Things & Stuff	★ 👤		Laura	🔗 Get Link	12/02/19	30 KB
📄 File 3	☆		me	➡ Move	11/02/19	30 KB
📄 File 22	☆		me	★ Star	10/02/19	30 KB
📄 File 23	☆		me		Rename	10/02/19	30 KB
📄 File Big 'Rona	★		me	⬇ Download	08/02/19	30 KB
📁 Folder 2	☆		me	🗑 Delete	07/02/19	30 KB

THE RESEARCH: USER SURVEYS

USER SURVEYS

100% of respondents use cloud based service(s)

Nearly 3 out of 4 respondents prefer **Google Drive**

Comp ONLY

COMBO: Mobile & Comp
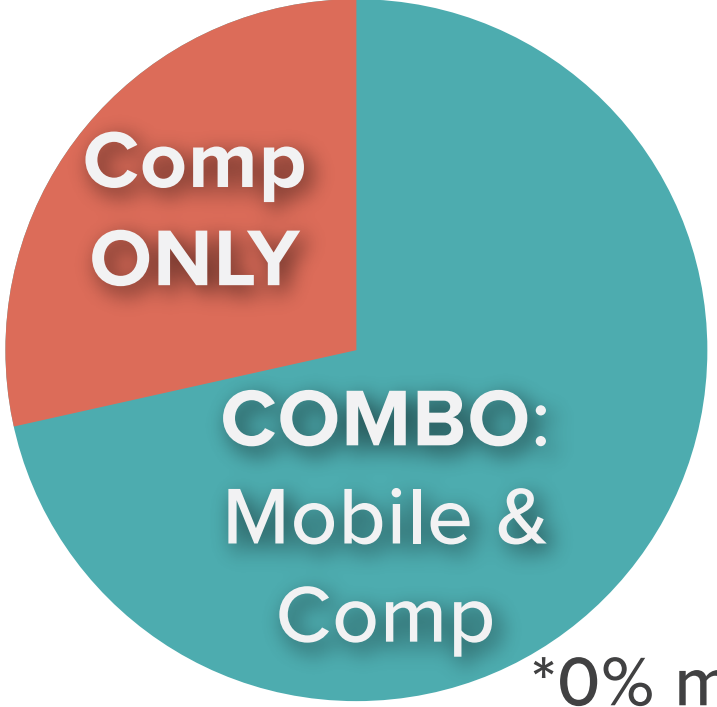
*0% mobile only

Which of the following cloud based services have you used in a personal capacity? Please check all that apply.

Service	Count
Google Drive	25 (89.3%)
One Drive (Microsoft)	6 (21.4%)
Dropbox	17 (60.7%)
Evernote	3 (10.7%)
Box	2 (7.1%)
Pinterest	11 (39.3%)
iCloud	10 (35.7%)
Egnyte	0 (0%)
Amazon (also AWS)	3 (10.7%)
Citrix ShareFile	1 (3.6%)
Nextcloud	1 (3.6%)
Google Keep Notes	1 (3.6%)
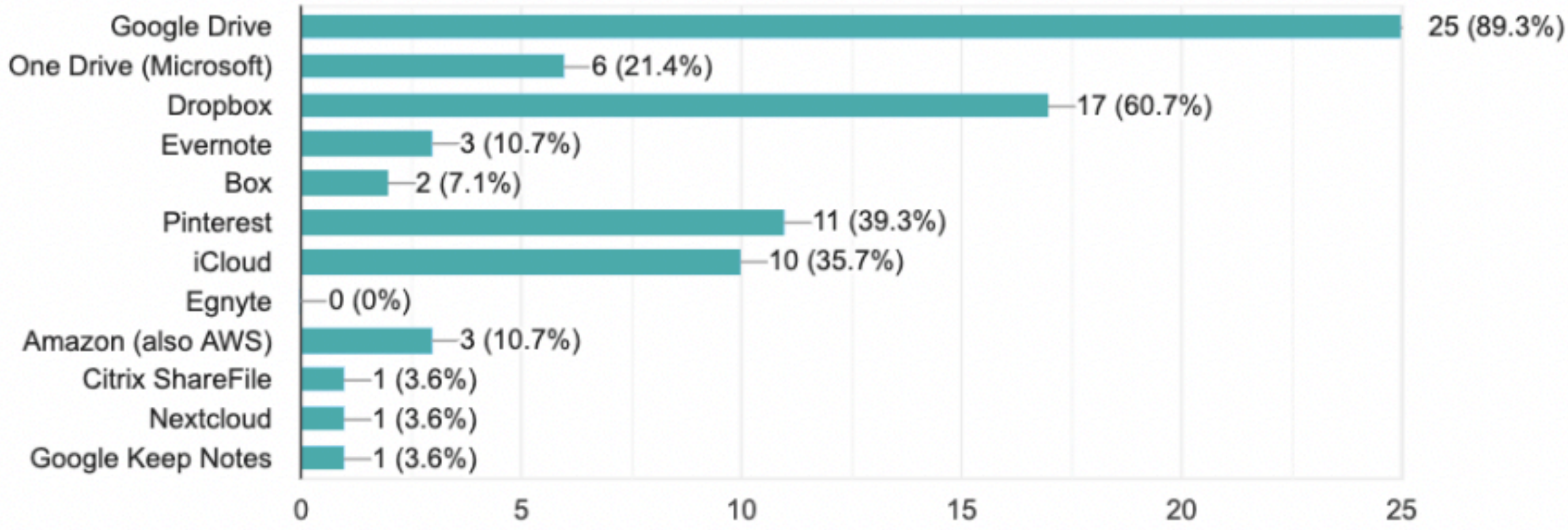
USER SURVEYS

Features
1. Uploading
2. Creating Content
3. Organizing
4. Collaboration
5. Saving Content

Desired Features
1. Free Space
2. Fast Upload Speeds
3. Easily Comprehensible Permissions
4. Privacy

Identity: Simplicity

THE RESEARCH: USER PERSONAS

PERSONAS
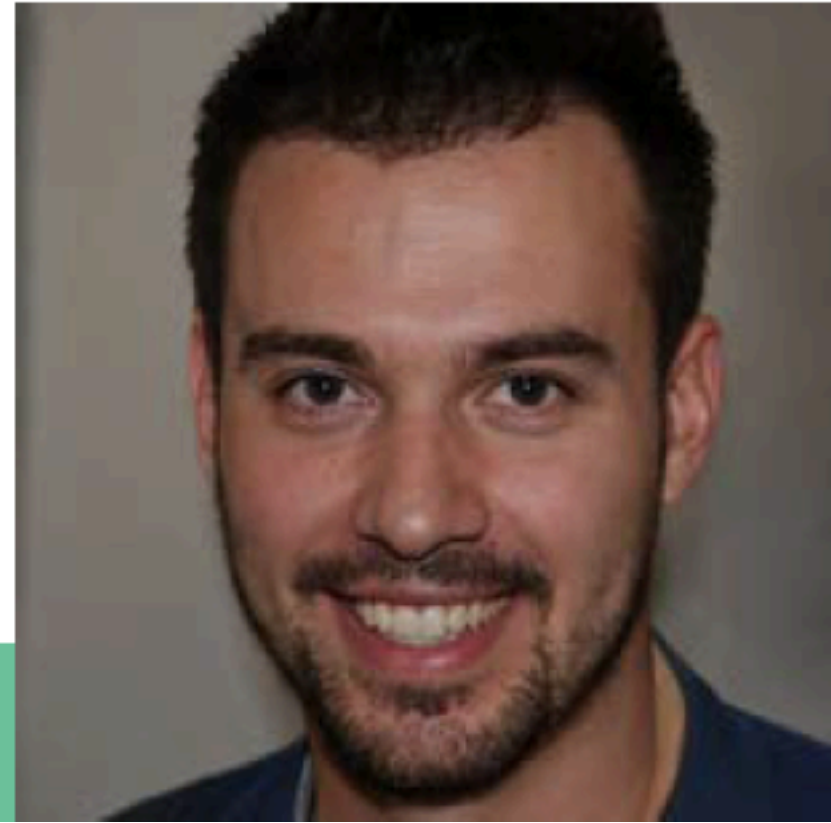
"I have a stressful job and a lot of social commit-ments, so anything that helps me stay on top of it without having to think is amazing."

Matt *the* **On-The-Go Professional**

Full Version

"I hate how many different programs and logins I have to use to accomplish the same daily tasks. Things should be more efficient."

Jenna *the* **Organized Planner**

Full Version

THE RESEARCH: COMPETITORS

Personal

Backup and Sync

Back up files from your computer, camera, or SD cards to the cloud. Find your files on any device or computer using Google Drive, and see your photos in Google Photos.

Download   Learn More

Google Drive

Your stuff, your way - Drive Features

15GB space   Keep any file   Share how you want   Safe and secure

Back up with Google Drive
madeleineut@gmail.com

This backup could take several hours. Please connect your device to power and Wi-Fi.

Contacts
Back up to Google Contacts   >

Calendar events
Back up to Google Calendar   >

Photos & videos
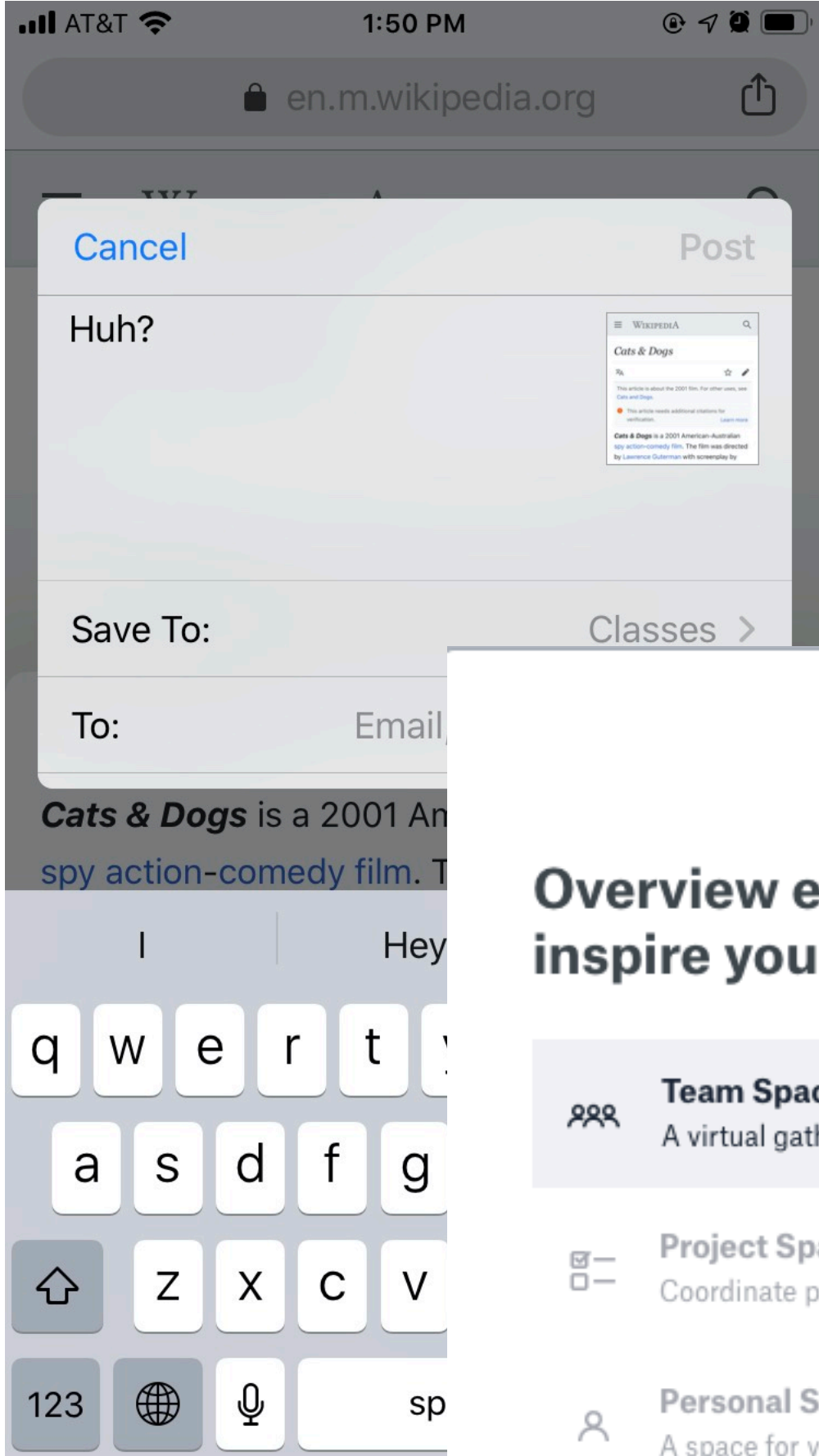Back up to Google Photos   >

Only contacts, events, photos, and videos stored on the device or iCloud online services will be backed up. Content from other services will not be backed up.

Contacts and calendar events previously backed up from this device will be replaced. Learn more

CLOSE   START BACKUP

Store any file

Keep photos, stories, designs, drawings, recordings, videos, and more. Your first 15 GB of storage are free with a Google Account.
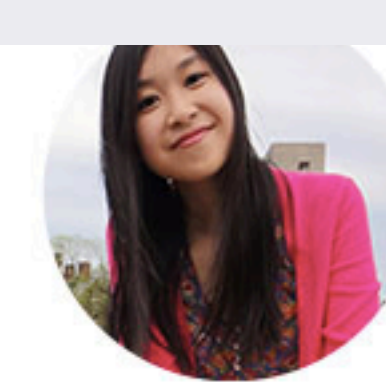
Share files and folders

You can quickly invite others to view, download, and collaborate on all the files you want–no email attachment needed.

Dropbox

Team management

en.m.wikipedia.org

Cancel   Post

Huh?

Save To: Classes >

To: Email...

Cats & Dogs is a 2001 An...
spy action-comedy film. T...

Hey...

q w e r t y...
a s d f g...
z x c v...
123   sp

Overview examples to inspire you

Team Space
A virtual gathering place for your team

Project Space
Coordinate project work in one place

Personal Space
A space for your own stuff

Team Space

Welcome to the team! Here's who you should know. And read the project doc to get started.

Team
- Lead: @angela
- Design: @bob
- Eng: @rick, @karen, @mary
- ☐ @mary, add your photo to the directory! 📷

Directory
Pinned 5 days ago

Meetings Notes
Pinned 3 days ago

Hanford Inc.

Starred folders

Customer Proposal

Suggested for you

Work...

Hanford Inc. ··· > Projects > 2020 >

Customer Proposal

☑ Leadership approval
☐ Share final proposal with customer @Angela Zhang

Search

Final proposal.gslides   Presentation assets   Trello.web

Daniel Smith updated 2 minutes ago

Create ▾

Name ▾   Recent activity ⬇

Reference.pptx

··· > Customer Proposal

You, Ange...
2 other m...

Write a comment

Sounds good. I'll foll...
the vendor tomorrow...
back to you in more...

Sounds good. I'll follow up...
2 minutes ago

$9.99 / month	$16.58 / month	$12.50 / user / month	$20 / user / month
Buy now	Try for free	Try for free	Try for free
	or purchase now	or purchase now	or purchase now

Introducing 🅿 Guided Search

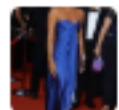It's visual

Sometimes you don't know what you're looking for until you see it.

Notifications

New

Your Pin was saved by **Darina Pavlova**
12d

Earlier
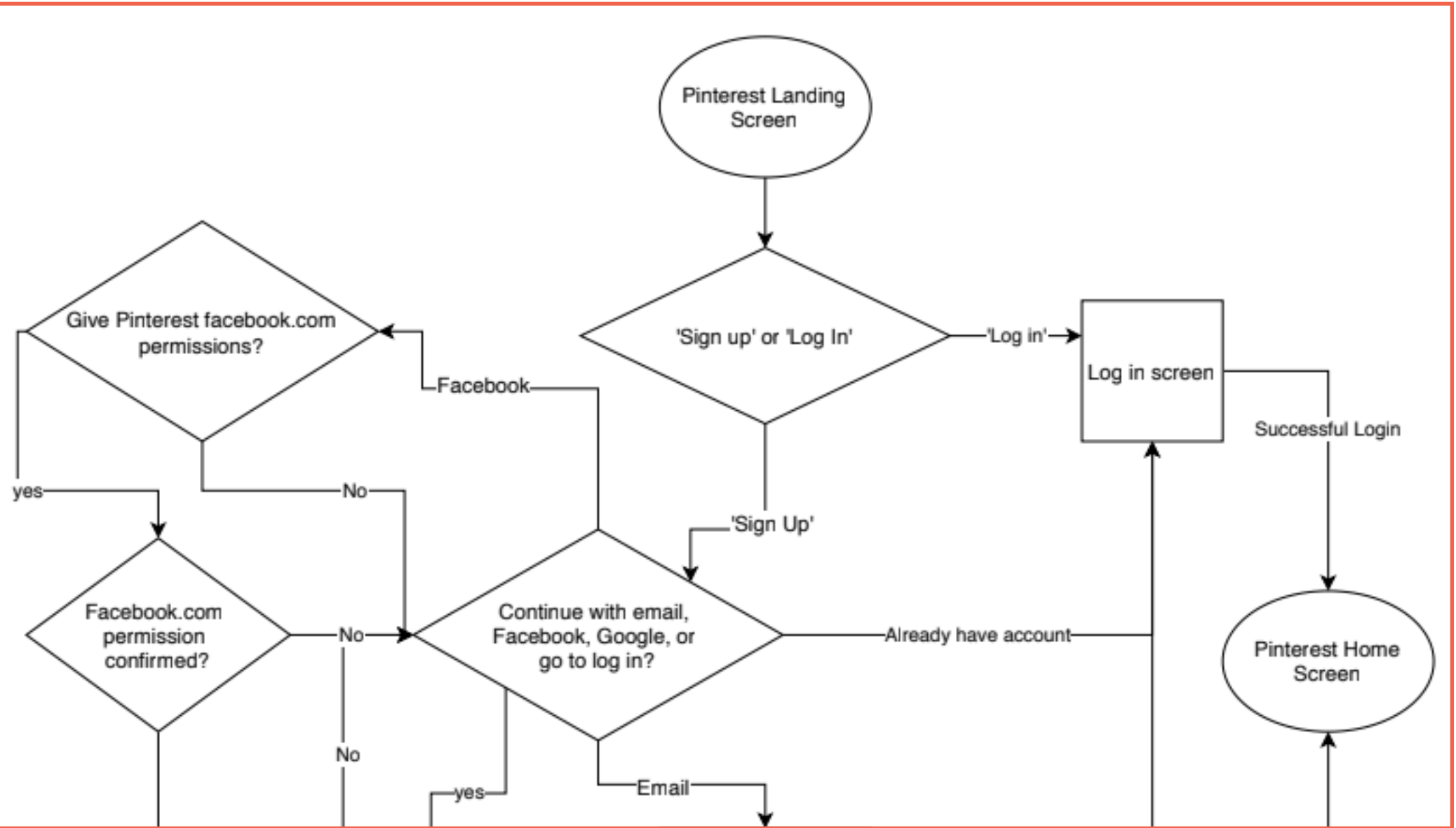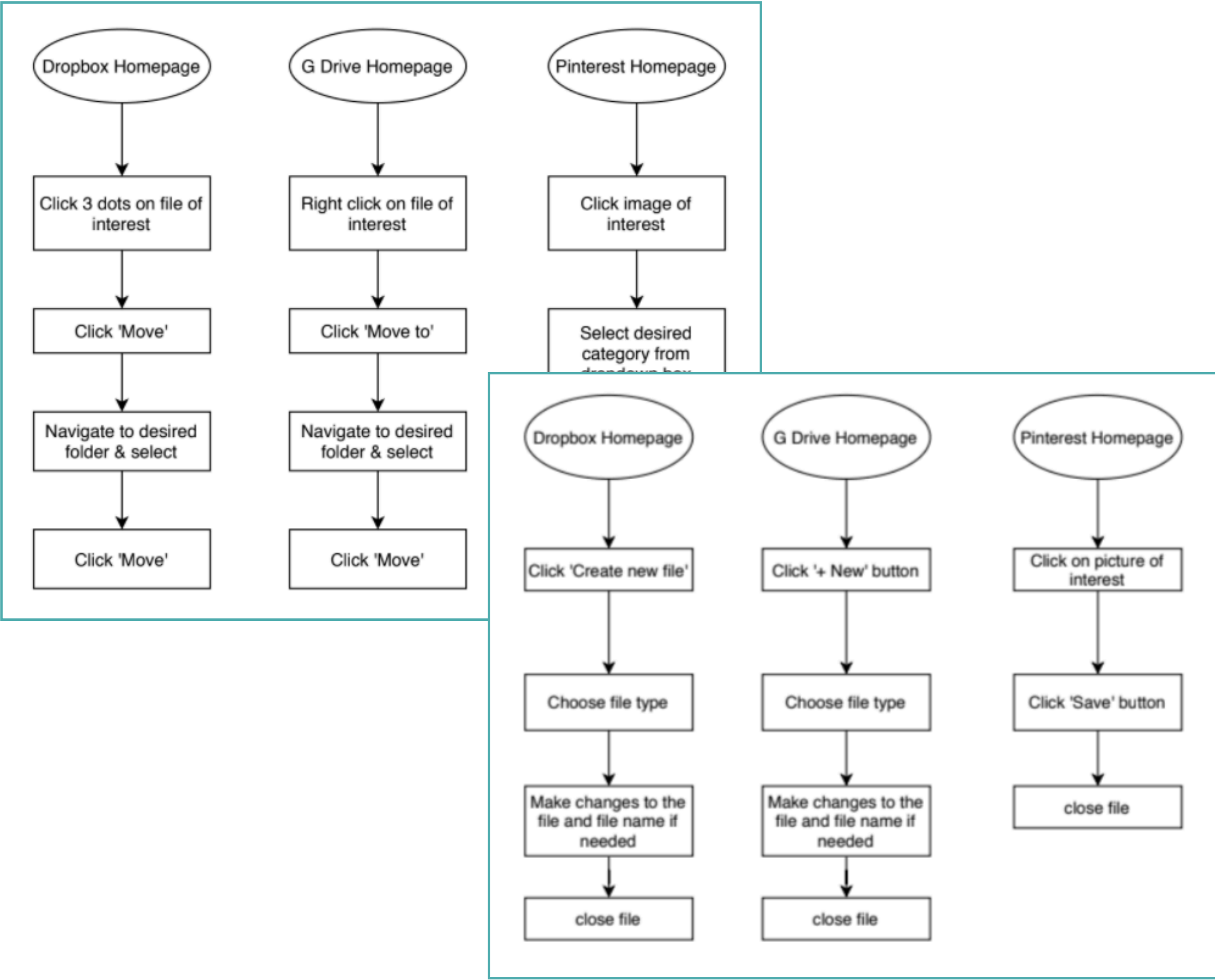
Your Pin was saved by **Sue Ann Powers** 4w

Your Pin was saved by **dinka lugarec**
5w

Your Pin was saved by **Evy Vyvy** 9w

Welcome to Pinterest!

USER FLOWS

Full User Flows

THE RESEARCH: USER STORIES

Roles

- **First time or returning user**
- **First time user only**
- **Returning user only**
- **First time user (mobile)**
- **First time or returning user (mobile)**

Task Priorities

- **99 Tasks Total**
  - **45 HIGH Priority**
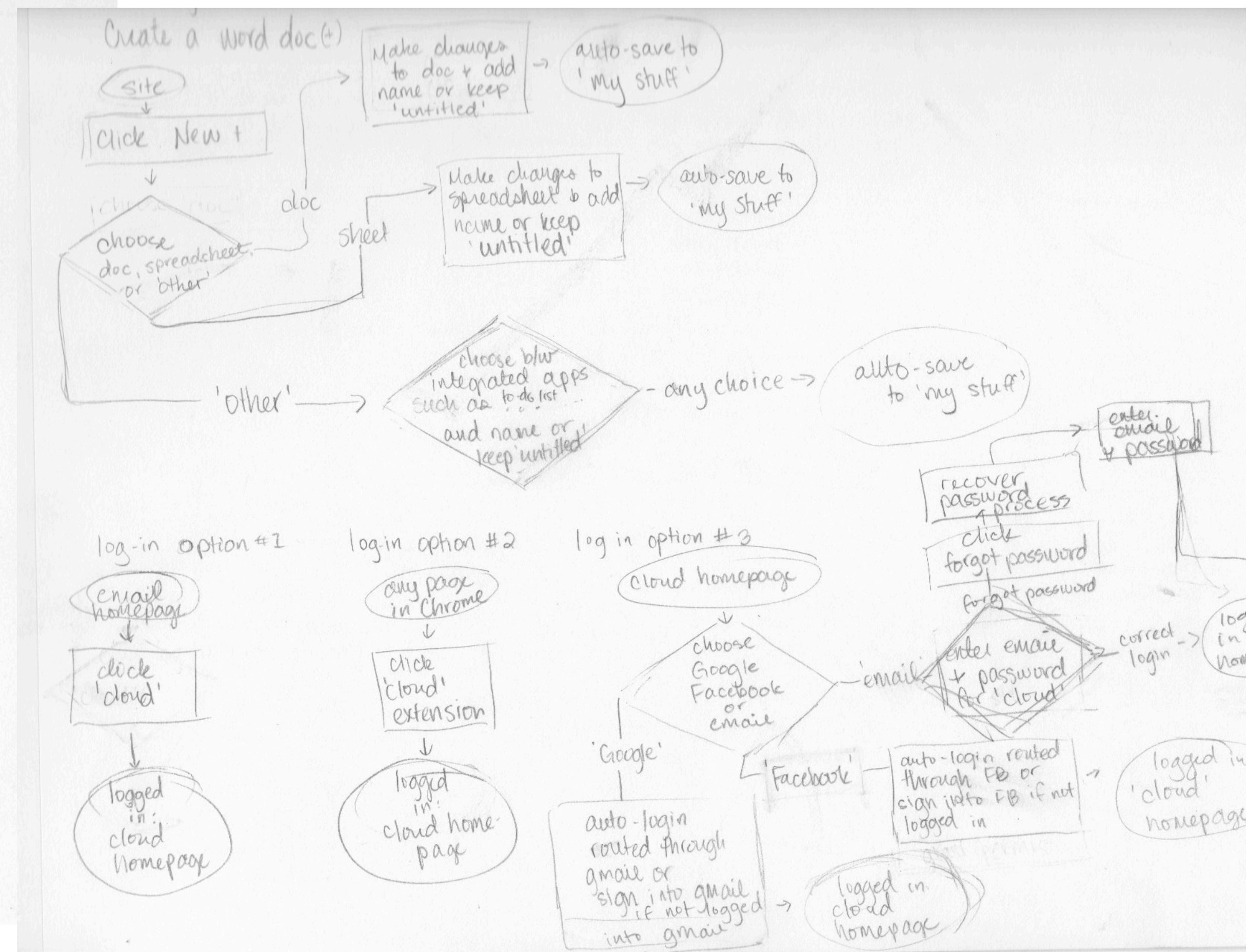 - **35 MEDIUM Priority**
  - **19 LOW Priority**
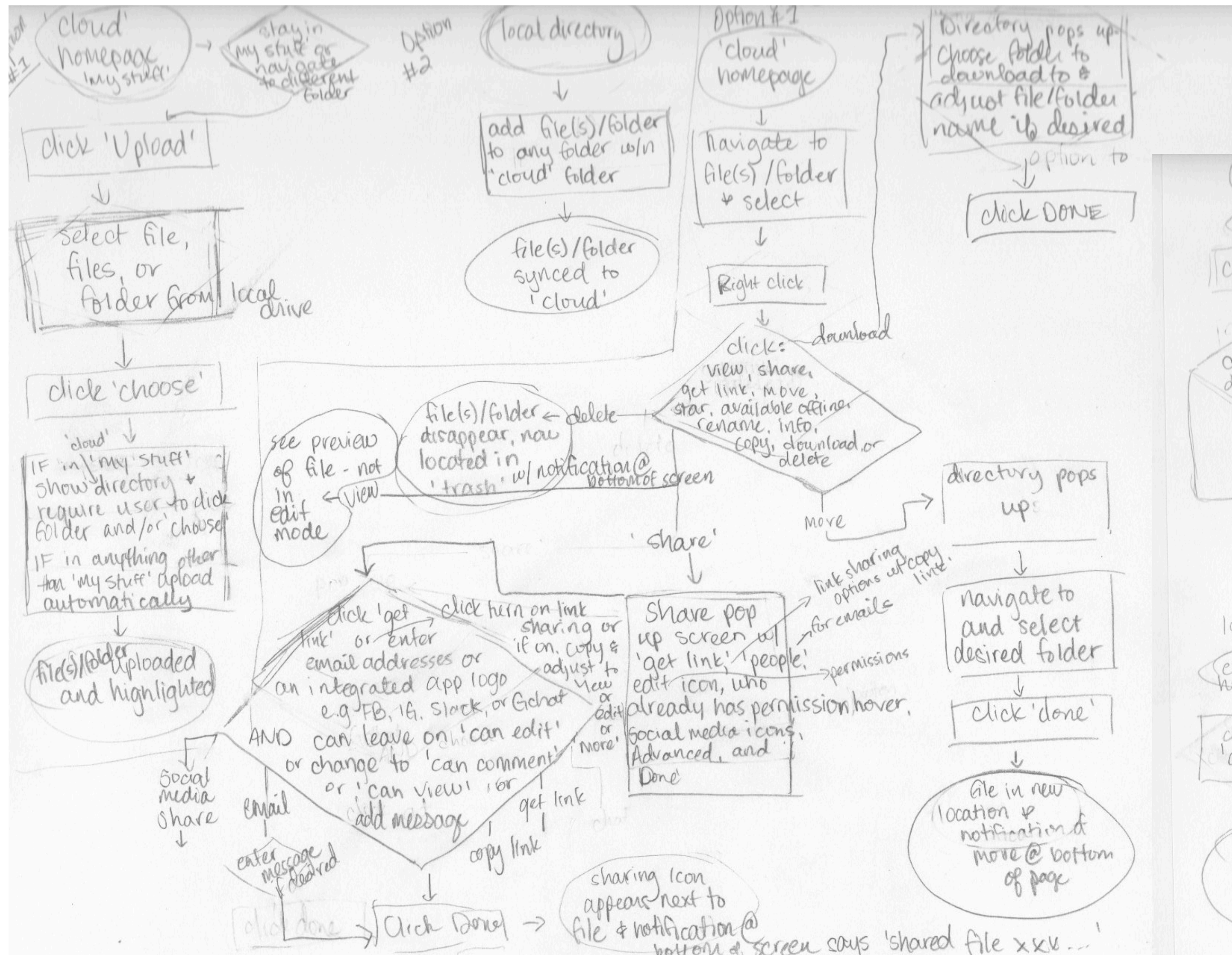
All User Stories

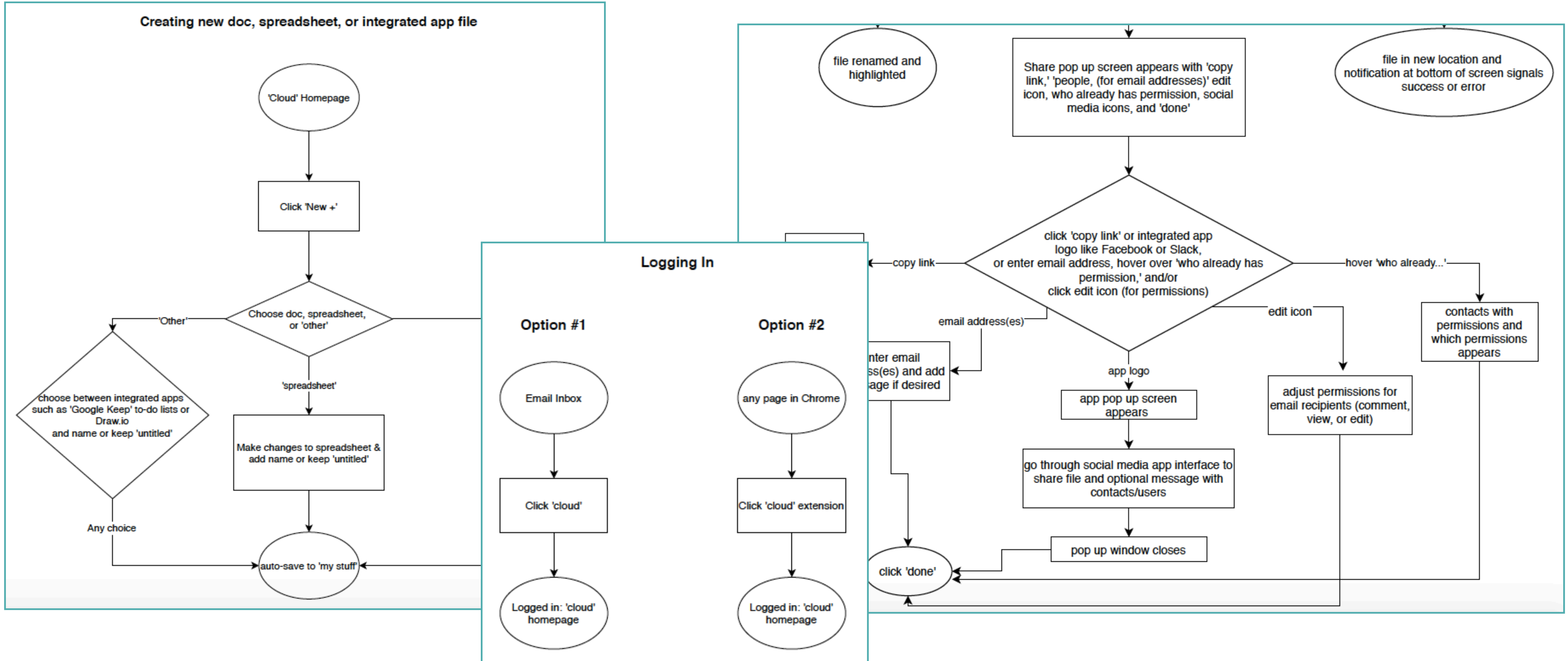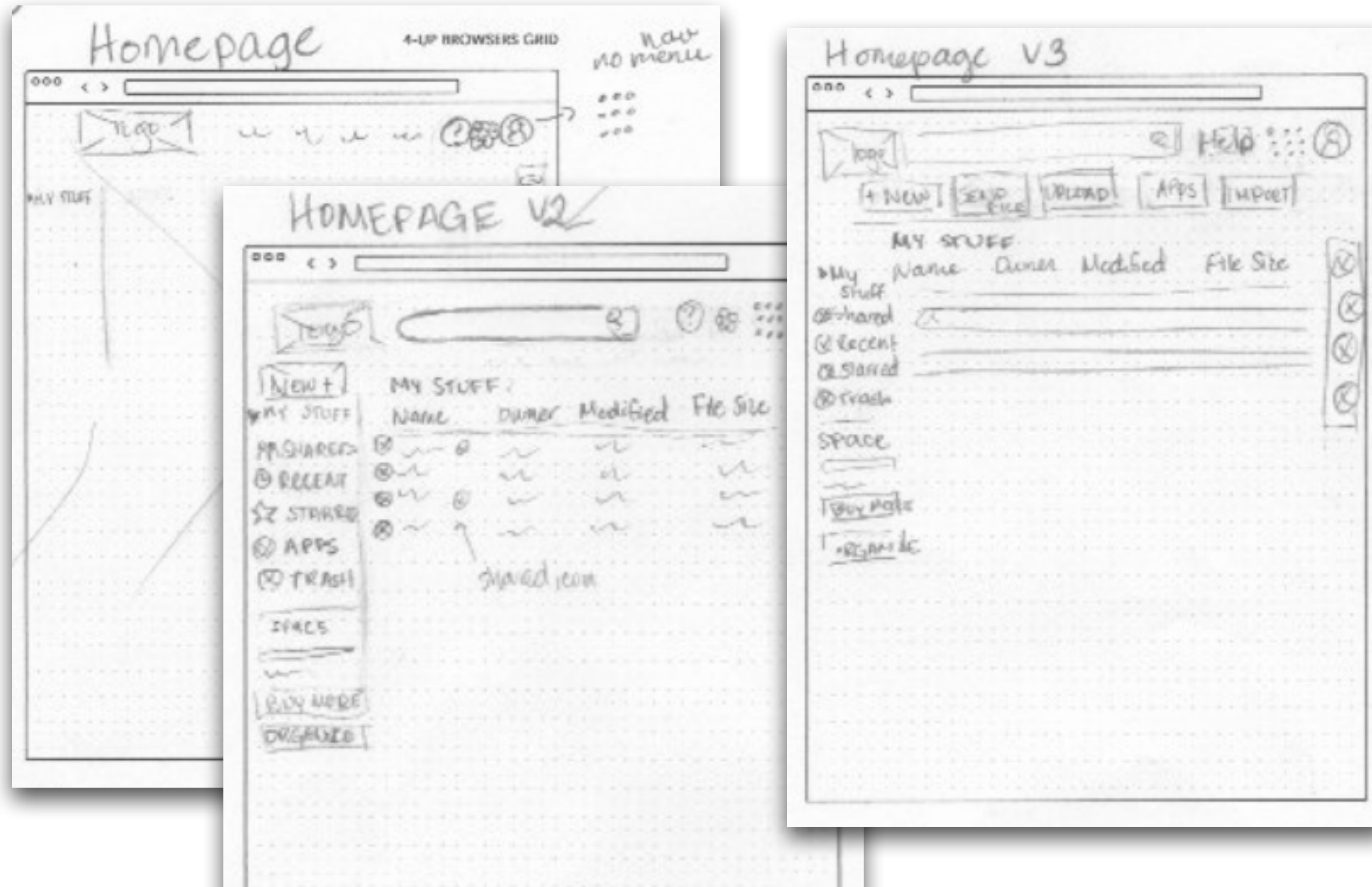| User (first time or returning)	I want to add a custom amount of storage (if paying)	MED
User (first time or returning)	I want to clean up files (e.g. delete redundant files and locate latest versions across multiple accounts)	MED

THE DESIGN: USER FLOWS

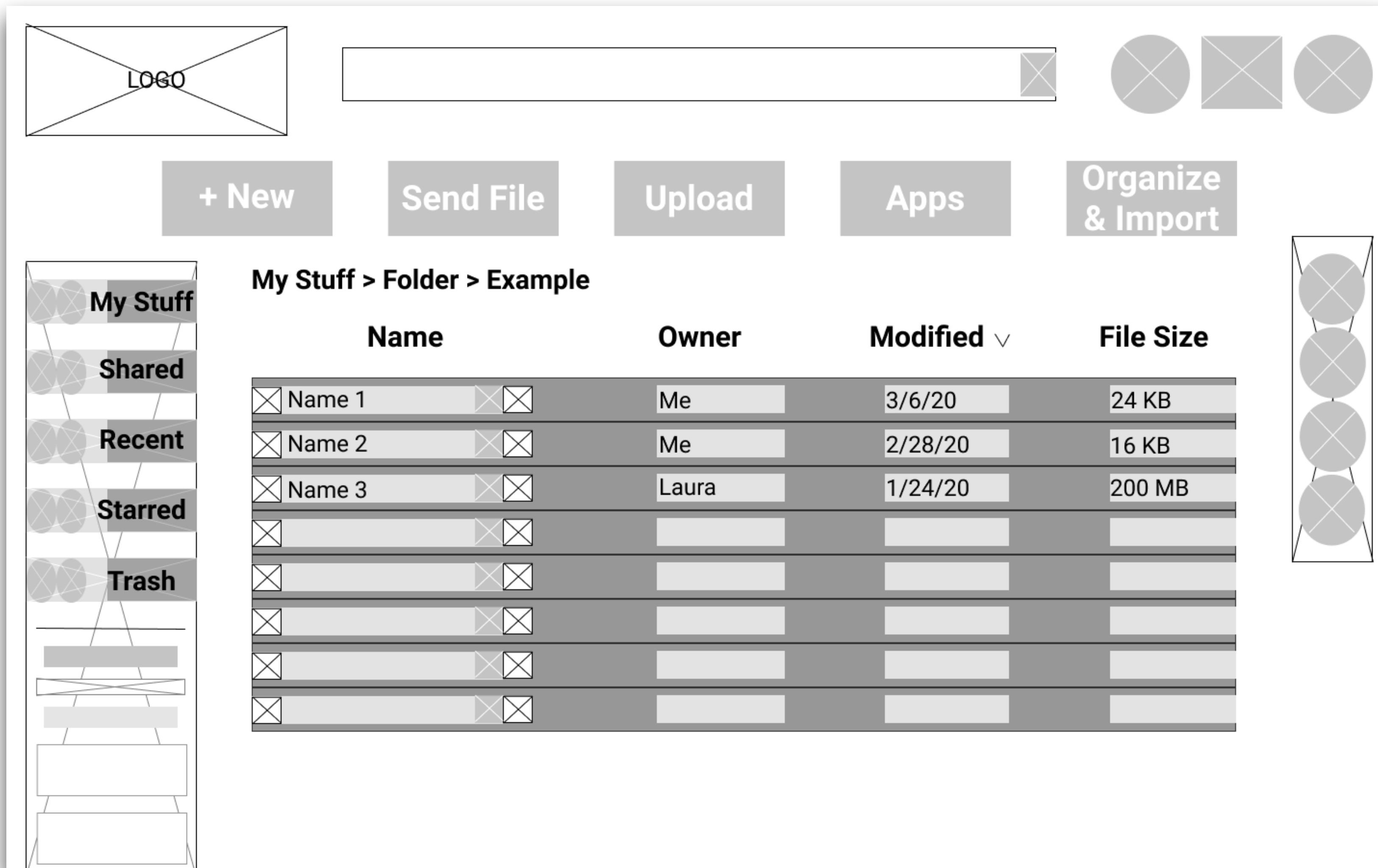# STEP 1: SKETCHES

STEP 2: DIGITAL VERSIONS **Full User Flows**

Creating new doc, spreadsheet, or integrated app file

'Cloud' Homepage → Click 'New +' → Choose doc, spreadsheet, or 'other'

'Other' → choose between integrated apps such as 'Google Keep' to-do lists or Draw.io and name or keep 'untitled' → Any choice → auto-save to 'my stuff'

'spreadsheet' → Make changes to spreadsheet & add name or keep 'untitled' → auto-save to 'my stuff'

Logging In

Option #1
Email Inbox → Click 'cloud' → Logged in: 'cloud' homepage

Option #2
any page in Chrome → Click 'cloud' extension → Logged in: 'cloud' homepage

file renamed and highlighted

Share pop up screen appears with 'copy link,' 'people, (for email addresses)' edit icon, who already has permission, social media icons, and 'done'

file in new location and notification at bottom of screen signals success or error

click 'copy link' or integrated app logo like Facebook or Slack, or enter email address, hover over 'who already has permission,' and/or click edit icon (for permissions)

copy link

email address(es)

hover 'who already...'

contacts with permissions and which permissions appears

edit icon

enter email address(es) and add message if desired

app logo → app pop up screen appears → go through social media app interface to share file and optional message with contacts/users → pop up window closes

adjust permissions for email recipients (comment, view, or edit)

click 'done'

THE DESIGN: WIREFRAMES

STEP 1: SKETCHES

See all sketches

STEP 2: DIGITAL VERSIONS

LOGO

+ New **Send File** **Upload** **Apps** **Organize & Import**

My Stuff > Folder > Example

My Stuff
Shared
Recent
Starred
Trash

Name	Owner	Modified ∨	File Size
Name 1	Me	3/6/20	24 KB
Name 2	Me	2/28/20	16 KB
Name 3	Laura	1/24/20	200 MB

See all wireframes

THE DESIGN: BRANDING

STEP 1: BRAND IDENTITY

User Surveys

"user friendly"

"it's super easy"   "easily shareable"

"sharing and editing documents is easy"

"easy, accessible"

"I'm already comfortable using"

"easy to use"   "convient and intuitive"

"Easy to organize"

MIND MAP
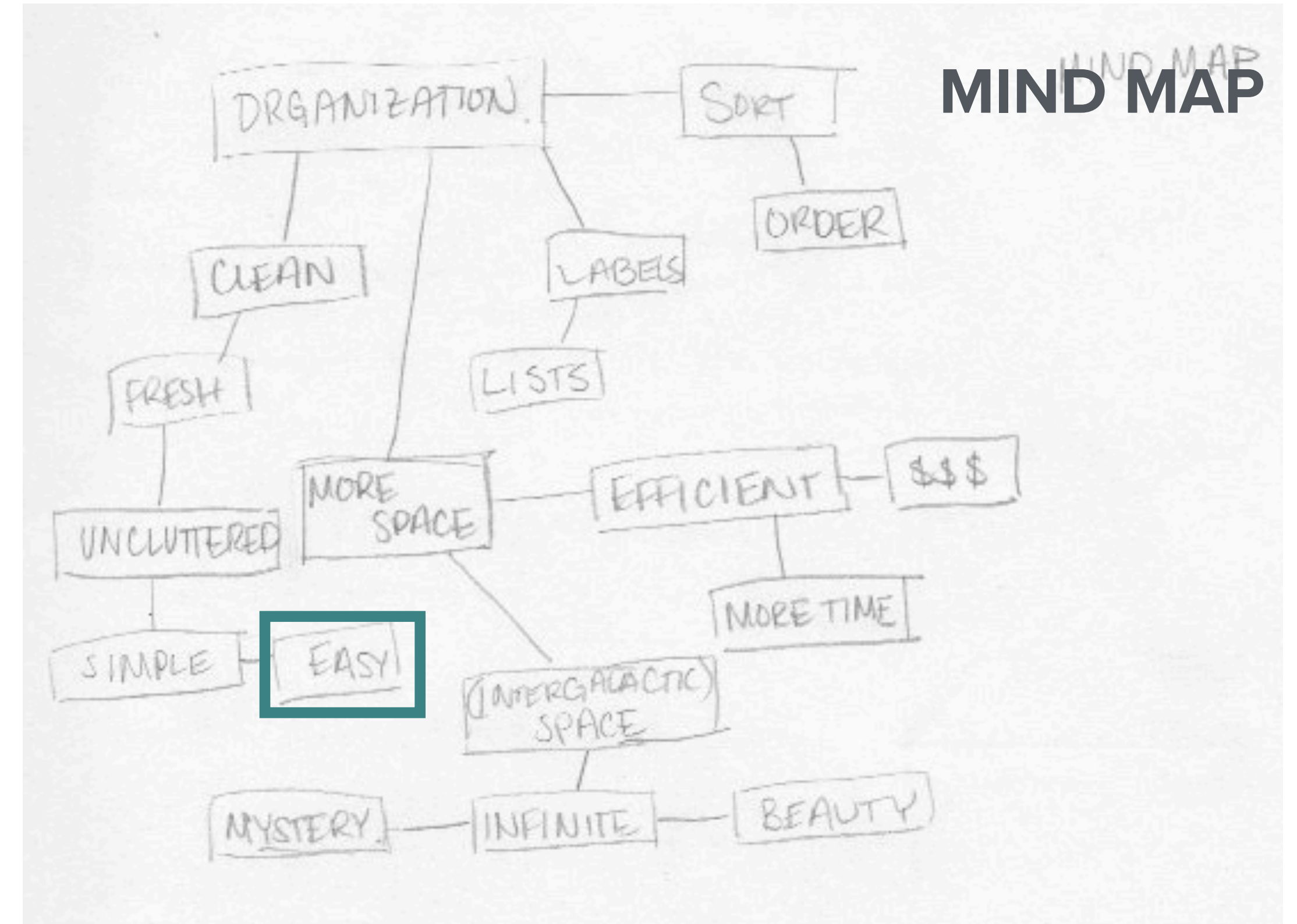
STEP 2: NAME & LOGO SKETCHING

See all sketches
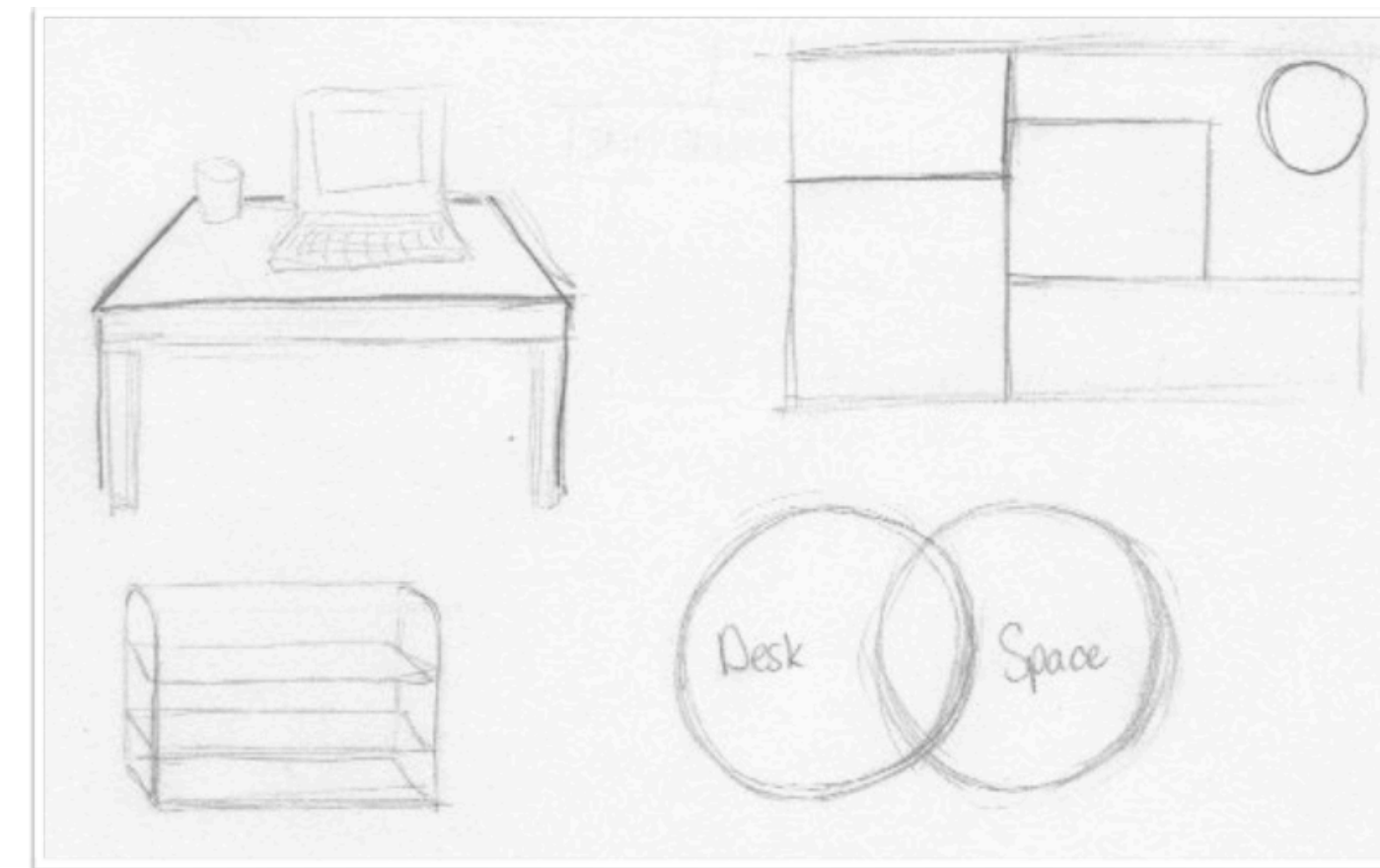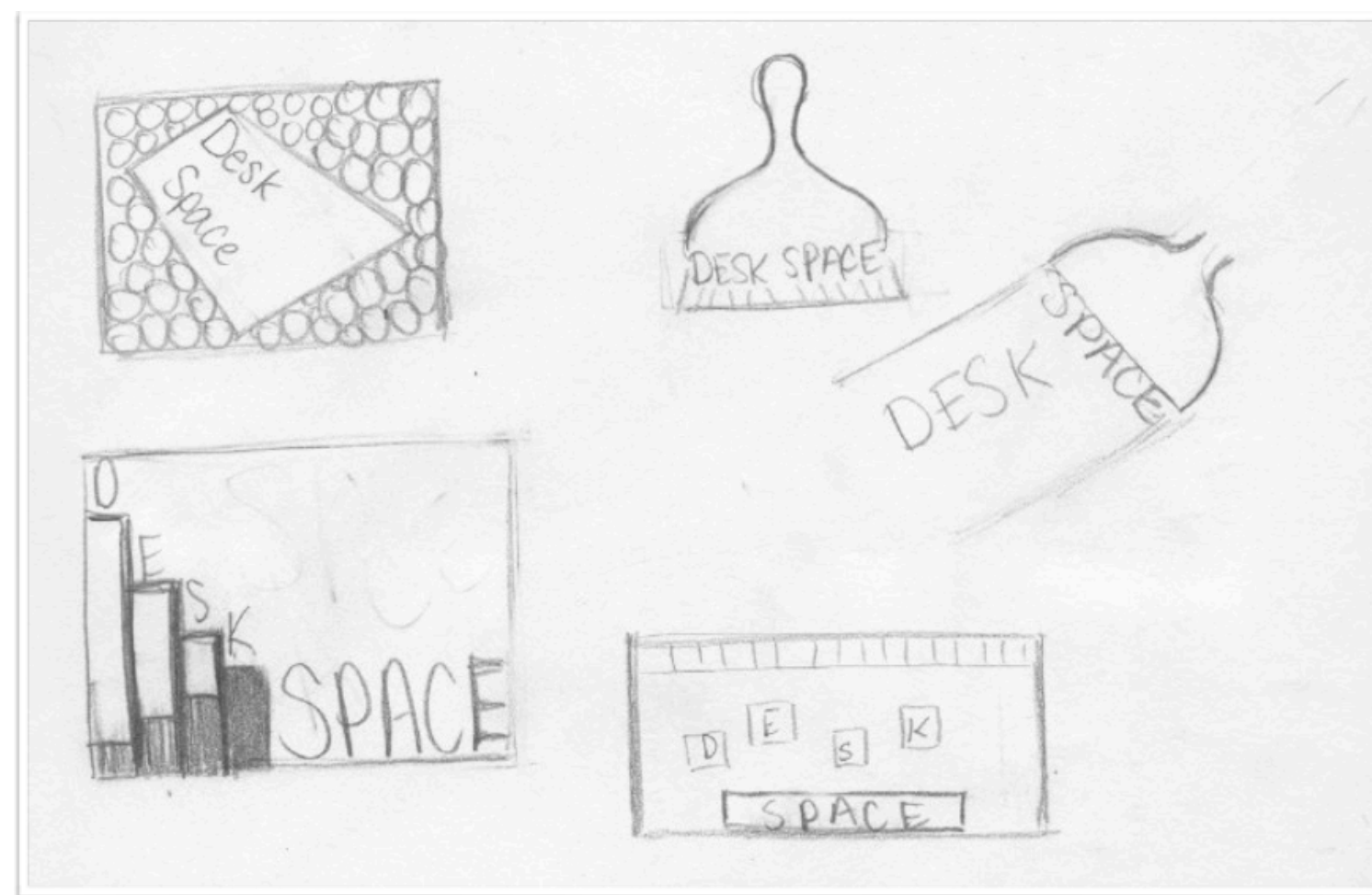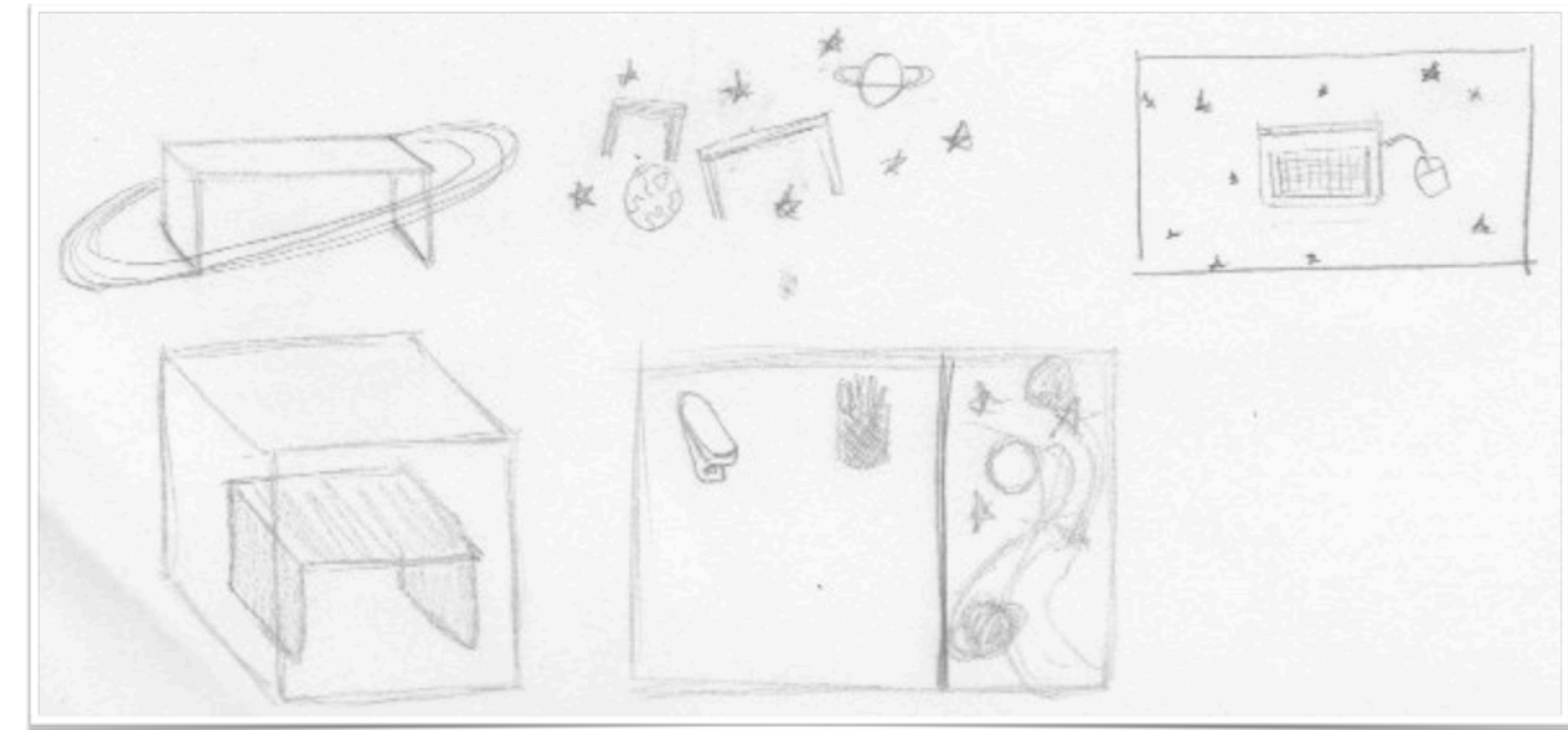
STEP 3: NARROWING DOWN OPTIONS
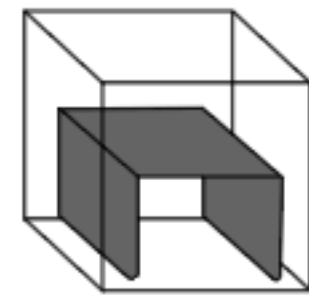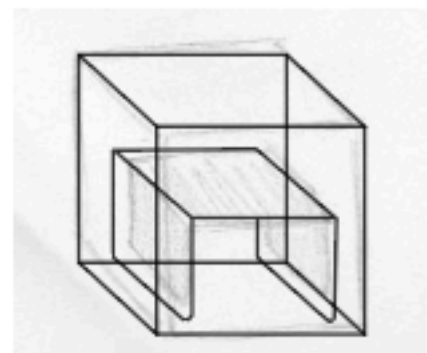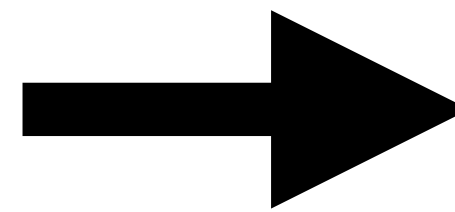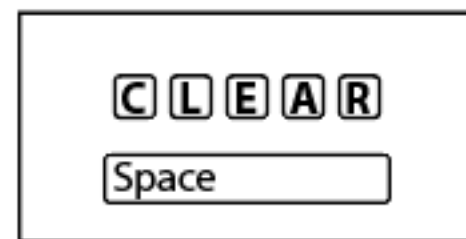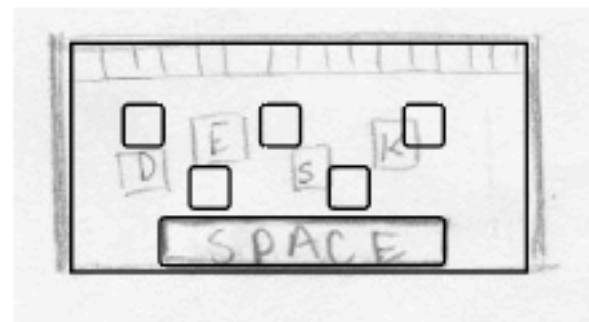
STEP 4: MOODBOARD
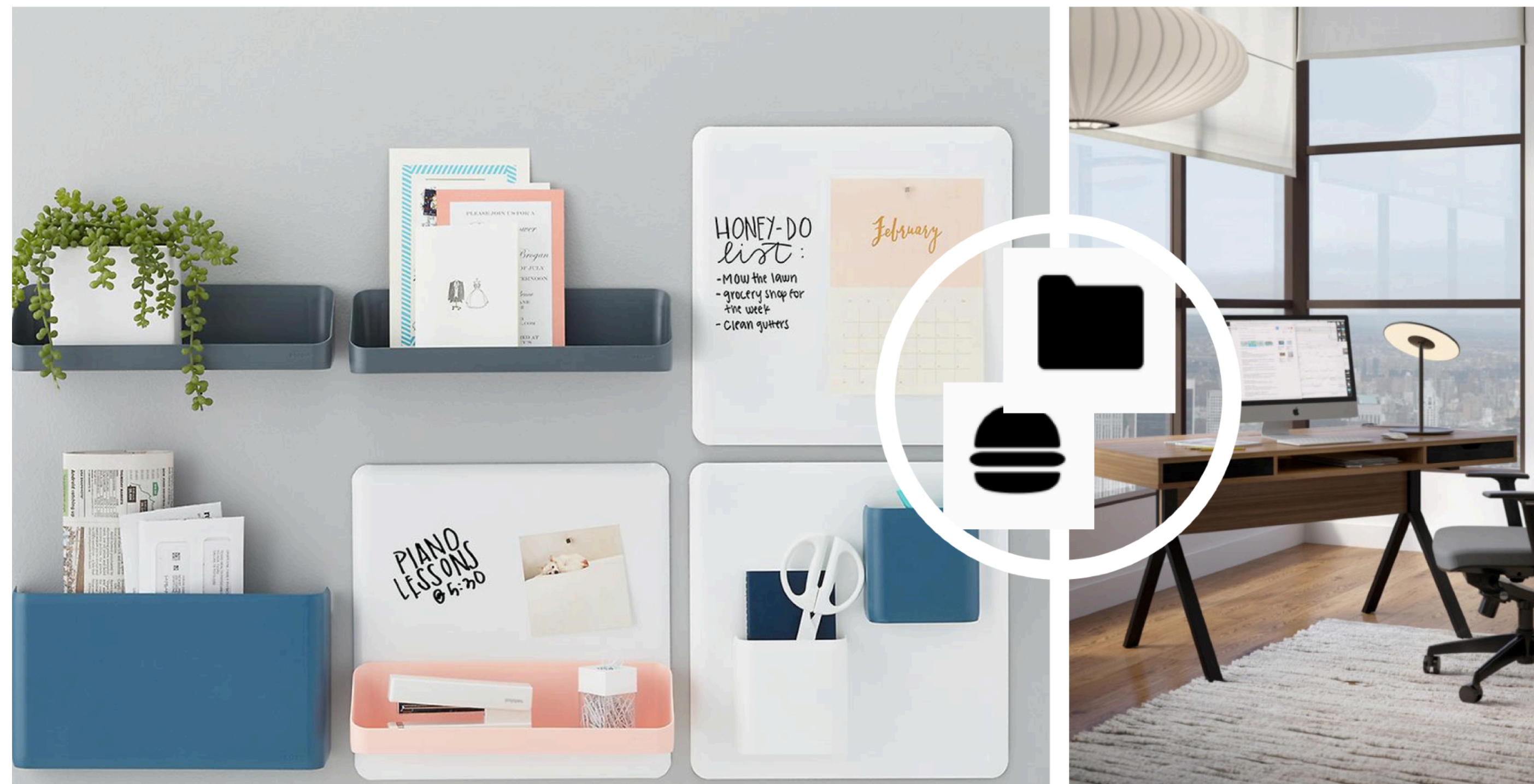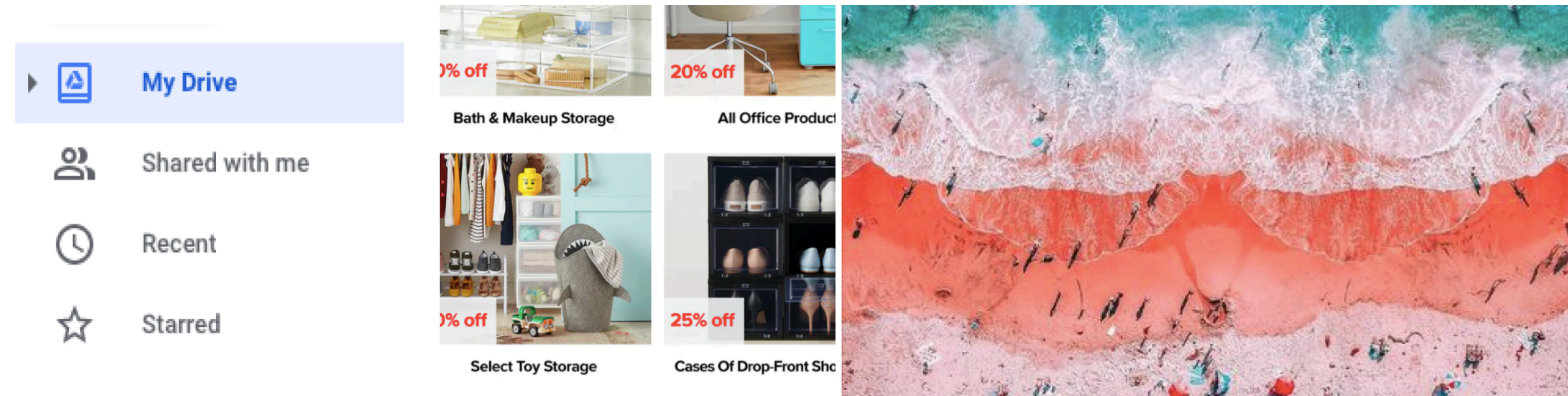
STEP 5: STYLE GUIDE
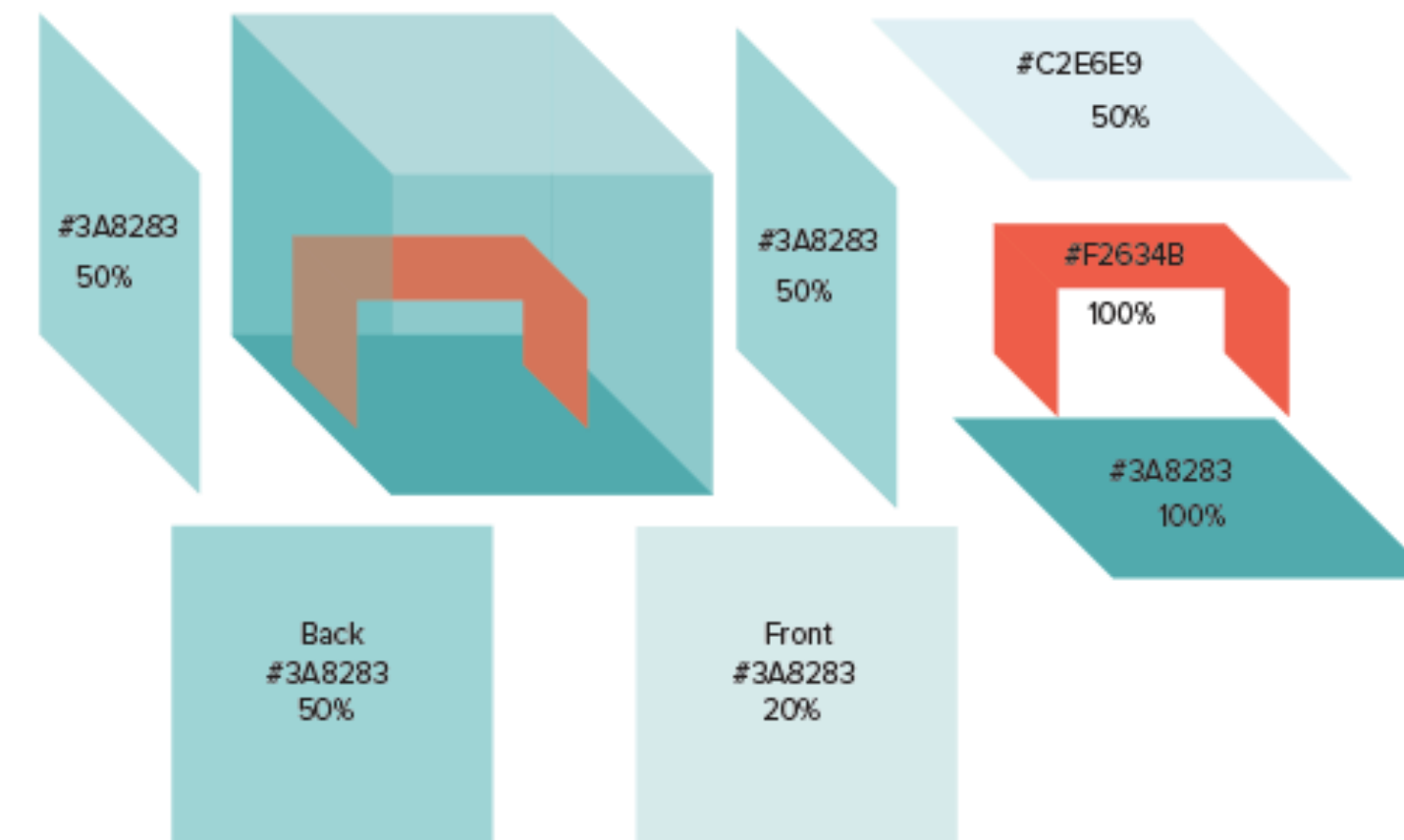
See full brand guidelines

DeskSpace Brand Guide

Content

1

Logo Branding

This is the main logo that should be used in most scenarios and settings where the contrast between the transparent sides will be visible and the sizing is appropriate. Please pay attention to the oscurity of the cube faces.

min: 130 pt width/height, approx

DESK SPACE

#C2E6E9
50%

#3A8283
50%

#3A8283
50%

#F2634B
100%

#3A8283
100%

Back
#3A8283
50%

Front
#3A8283
20%

5

Typography

Proxima Nova

Title 1 48/60   ExtraBold

Title 2 48/60   Regular

Title 3 32/40   Bold

Large 28/32   Regular

Regular 16/20   Regular

Source Sans

Madre Scrip
Emphasis 20/48   Ital

Color Palette

#3A8283		Main Brand Color & Font Color for Title 3 Type+; Color of DeskSpace in logo
#F2634B		Main Brand Color & Font Color for Title 3 Type+
#414042		Font Color for anything **smaller** than Title 3 Type
#302C2D		Gray Scale Logo Color 1
#AAABAE		Gray Scale Logo Color 2 (#AAABA
#C9412F		Alternate color for small type font

TESTING

USABILITY TESTING

Round 1

Read Administration Script
Read Full Notes
Try out Wireframe Prototype

100%
of respondents accomplished all 3 tasks!

- **Import/Organize button confusing**
- **Need to explain 'Syncing'**
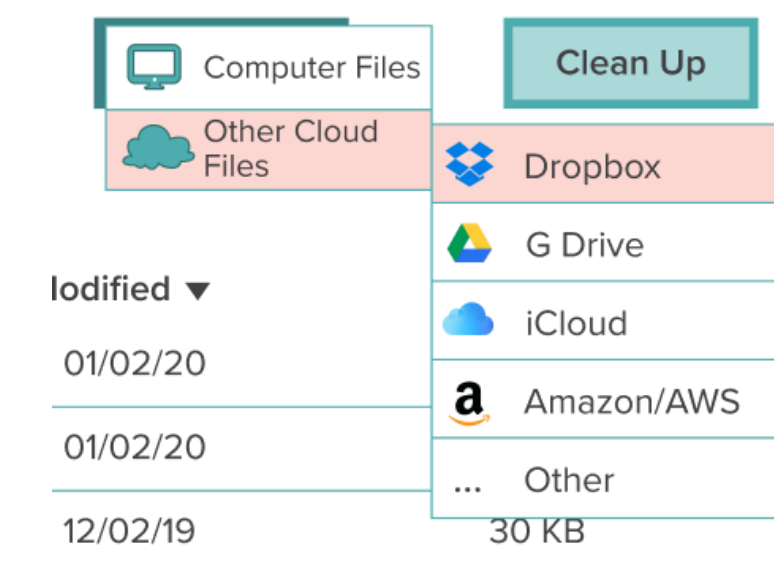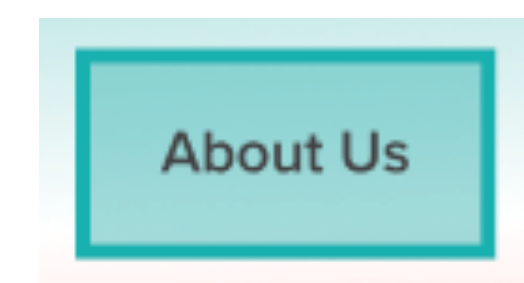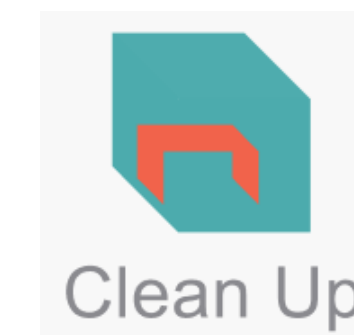- **Upload & Import confusion**

Round 2

Read Administration Script
Read Full Notes
Try out Branded Prototype

100%
of respondents accomplished every task!

Again!

- **Sync & Upload overlap now causing confusion**
- **Key differentiators easily ID'd, understood, and appreciated!**
- **Clean Up process has major bug & kind of confusing**

Preference Testing

- **The design of the Nav buttons on the DeskSpace homepage**
- **The 'clean up' mobile icon**
- **The dropdown menu for the 'Sync' button on the desktop user dashboard**
- **Votes were unanimous and all changes needed to be implemented**

Clean Up

About Us

Computer Files
Clean Up
Other Cloud Files
Dropbox
G Drive
iCloud
Amazon/AWS
Other

lodified ▼
01/02/20
01/02/20
12/02/19   30 KB

FINISHED PRODUCT & CONCLUSION

The Final Site

Next steps for the site, given more time, would be to expand the onboarding messaging for first-time users as well as showing how integrated into a user's email DeskSpace could and should be. That said, this design is certainly on the right track, and we look forward to seeing its continued success. Thank you!