

Design Brief

Mission Statement:

Our app will help people find other freelancers that will help build their team to complete a contract filling in missing skills as needed. The project manager will generally be the person that finds the job and gathers the team and fills in with the needed skills with the proper freelancer.

Design Objectives

Our objective is to allow freelancers to fill in their missing skills and work with other freelancers on various projects. This app will allow freelancers to find other freelancers based on skill. Skills will be searchable and team building will be at the core of the app.

Competitors/Inspiration:



Behance - Project and portfolio listing for Designers. We plan to include a portfolio opportunity

LinkedIn - Professional connection app. We are inspired to use their resume and skills listings and professional networking style

Indeed - Online Job finding. We will use a similar structure to their job search filter

Freelancer - job finding for freelancers. We would we help freelancers connect to work together on projects rather than work for someone else.

Angie's List Business - job finding for Qualified Independant Contractors - We would change it from qualified contractor to filter based on skills list and skills endorsements.

Target Audience:



Project Manager
Jonathan Mitchell - 38
Is looking for a Graphic Designer, a Photographer and Developer to work on a website project



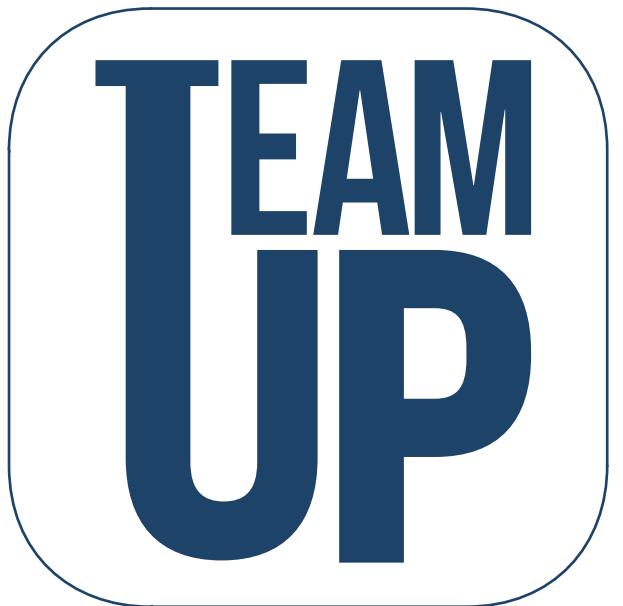
Designer
Pam Dawn - A Freelance Graphic Designer with 10 years experience specializing in Illustrator and Dreamweaver looking for a freelance project



Content Creator
Timothy Hansen - A Freelance content creator 5 years experience specializing in intergrating multiple social apps and Photography looking for a freelance project



Developer
Allen Day - 25 years old A Freelance full stack developer with 3 years experience looking for a freelance project.



MOODBOARD

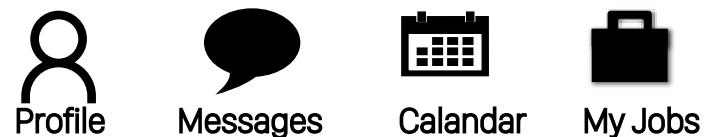
Iconography



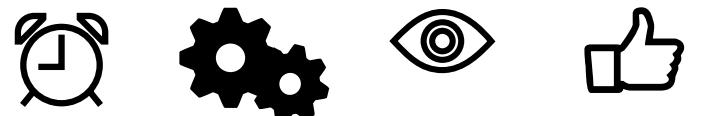
Password Email Distance Add to team



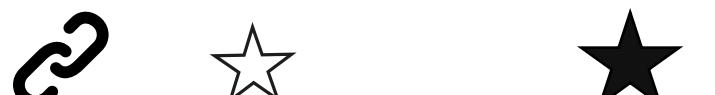
Search Maps Pay team



Profile Messages Calandar My Jobs



Timeline Skills Viewed Liked



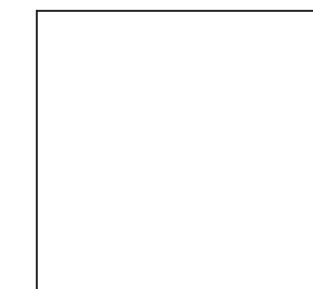
Website Recommended Job Interested Job

Fonts

LOGO: BEBAS NEUE

Interface: San Francisco

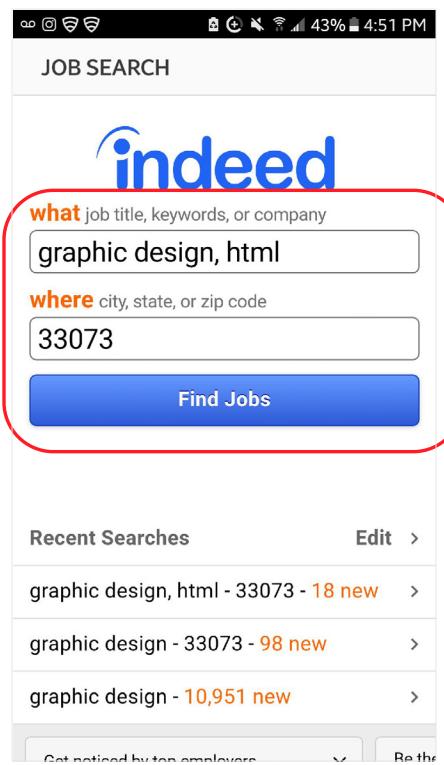
Color



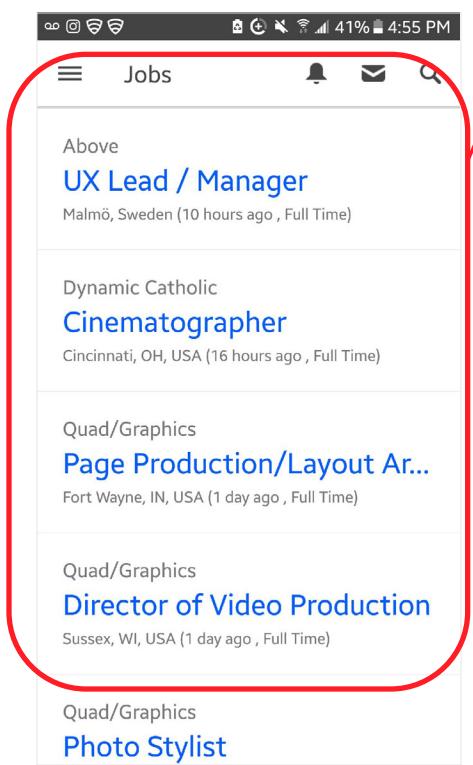
R: 255
G: 255
B: 255
#FFFFFF



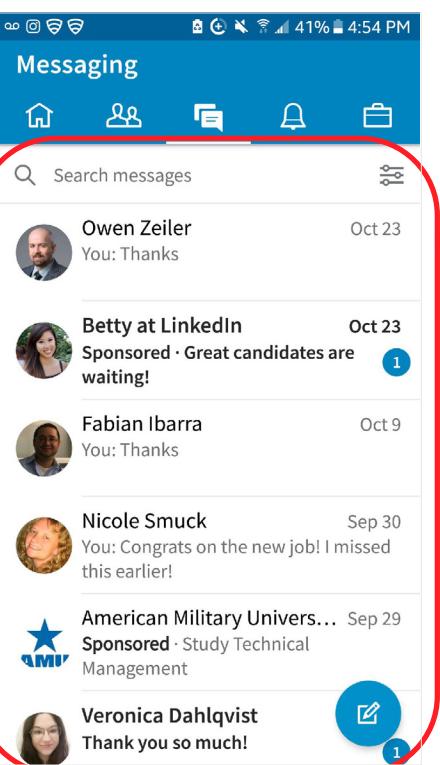
R: 29
G: 67
B: 105
#1D4369



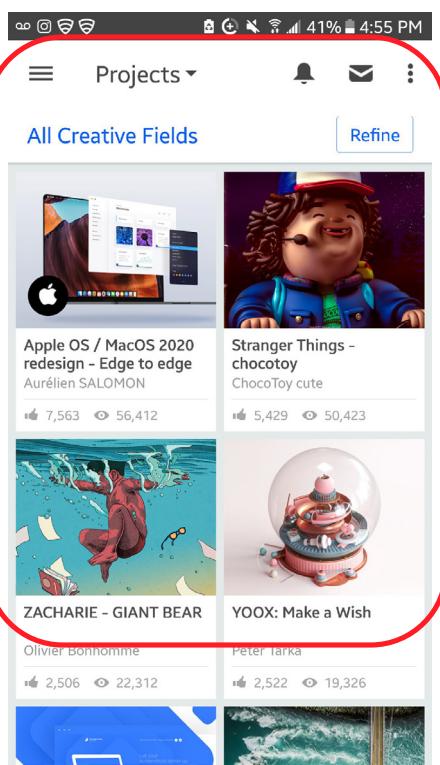
Inspiration:
Search by
Job title,
Keywords and
job location



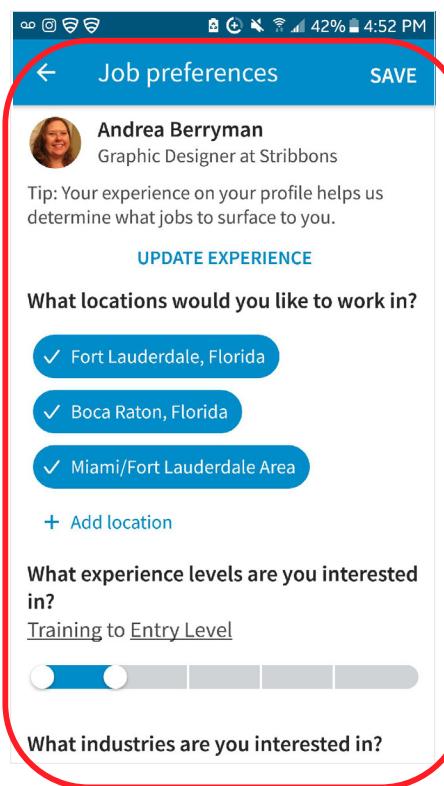
Inspiration:
List format of
jobs with
location and
job title



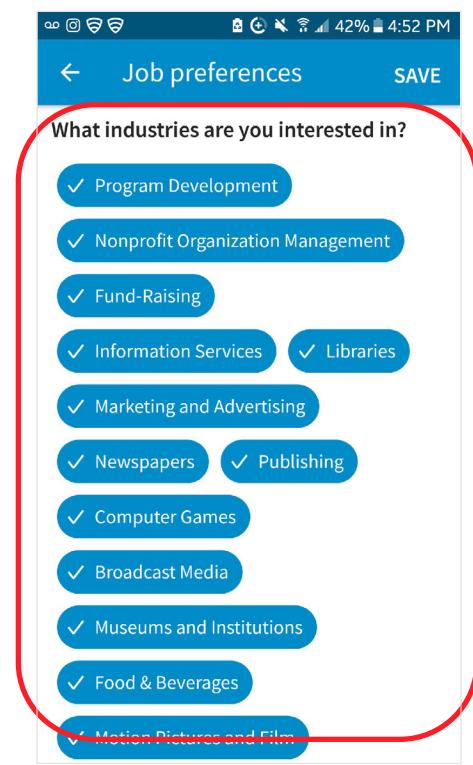
Inspiration:
List format of
Messages



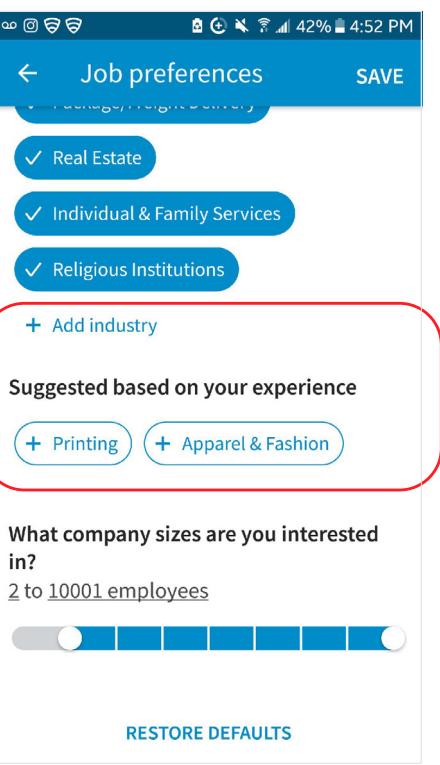
Inspiration:
Portfolio
Search
and Gallery



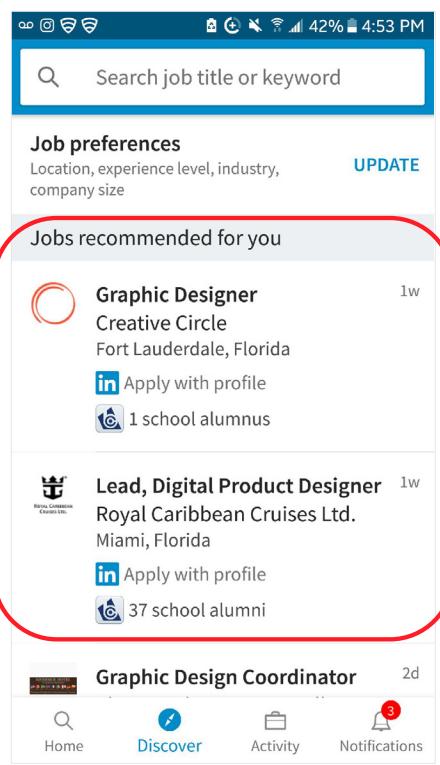
Inspiration:
Job Preferences
filter with
locations,
experience
level and
industries



Inspiration:
Industries
you are
interested in,
show up
here and
can be
changed



Inspiration:
Suggested
Industries
based on
your job
experience



Inspiration:
Suggested
jobs
based on
your
experience,
preferences,
and location



LOGO DESIGN

TYPEFACE

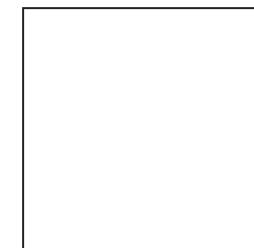
BEBAS NEUE

“Blue: Loyal. Peaceful. Trustworthy.”
“Blue is the most popular and neutral color on a global scale.”

~What Color is Your Business By Darrell Zahorsky

“Blue is Most Accepted” ~Forbes 2014

COLORS



R: 255	R: 29
G: 255	G: 67
B: 255	B: 105
#FFFFFF	#1D4369



LOGO DESIGN

Research

How To Use Color Psychology To Give Your Business An Edge

By Amy Morin for Forbes
FEB 4, 2014

“Blue is Most Accepted”

“When asked what their favorite color is, the most common answer around the world is blue. This may be because when our ancestors used to see blue – like a clear blue sky or a watering hole – it was a good sign, according to Augustin. Painting a common area of an office building blue is likely to satisfy the majority of people.”



What Color is Your Business? What Your Logo Colors Tell Customers About You

By Darrell Zahorsky
Updated August 22, 2016

“Blue: Loyal. Peaceful. Trustworthy.”

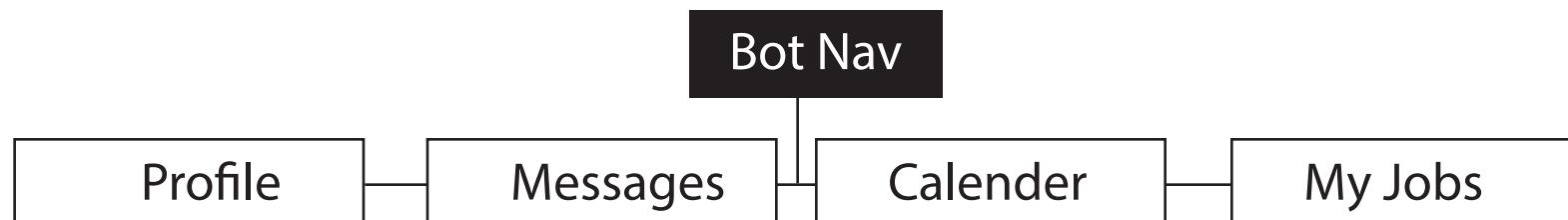
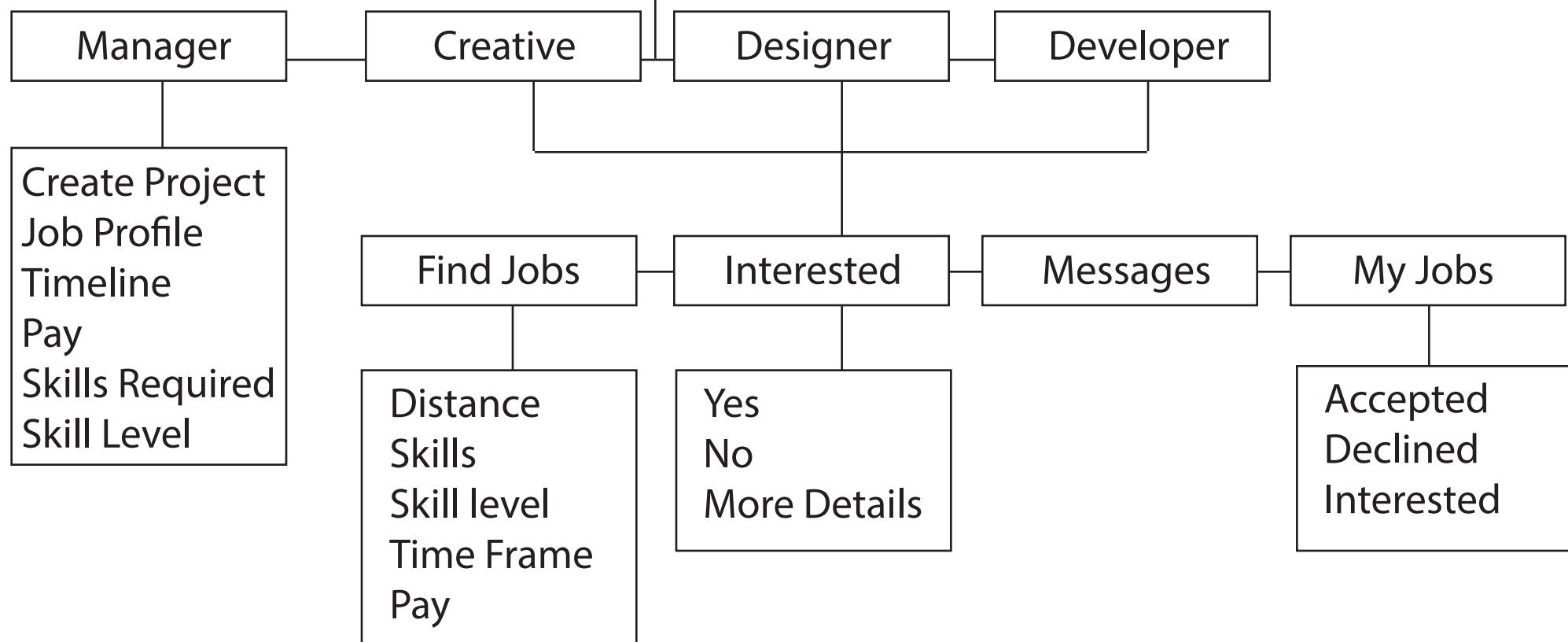
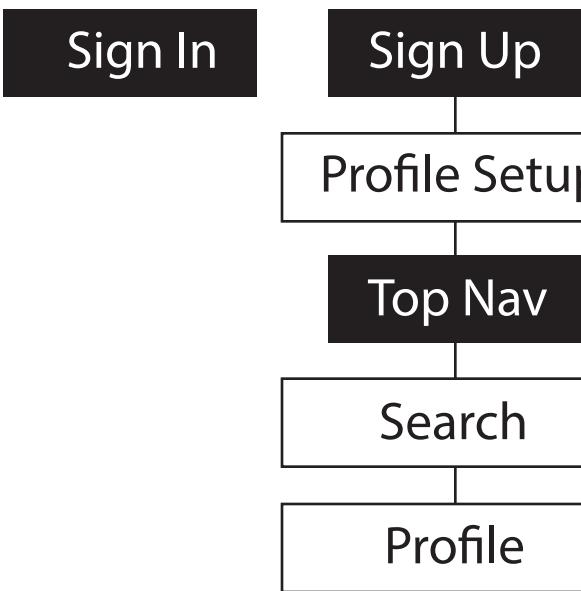
“Blue is the most popular and neutral color on a global scale. A safe choice for a business building customer loyalty.”

What Your Brand’s Colors Say About Your Organization
by Mickie Kennedy on smallbusinessbonfire.com
Sep 13, 2013

“Colder colors like blue or black can make your customers feel like the company they’re dealing with is in charge and very professional.”

“Individual colors also hold their own meanings.”

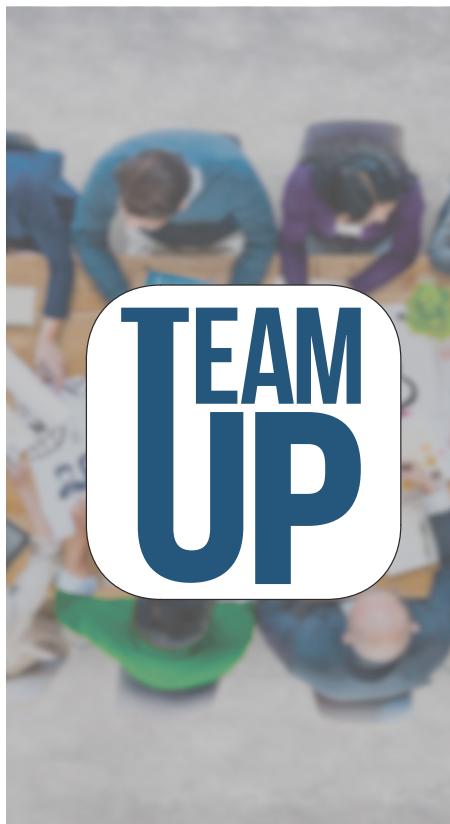
“Want to show off how fun you are? Use lots of fun colors like reds and yellows (you know, McDonald’s). Try doing the opposite and fill your brand with blacks and dark blues and everyone will wonder why your toy company is so serious and dramatic.”



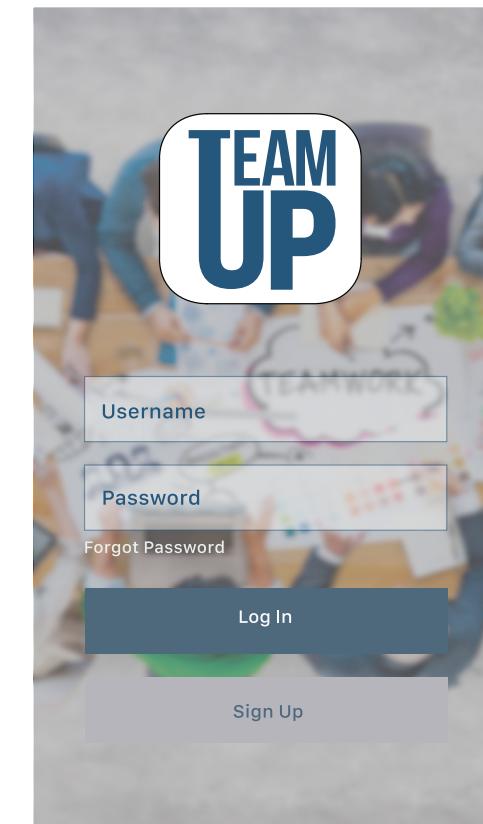


Sign In

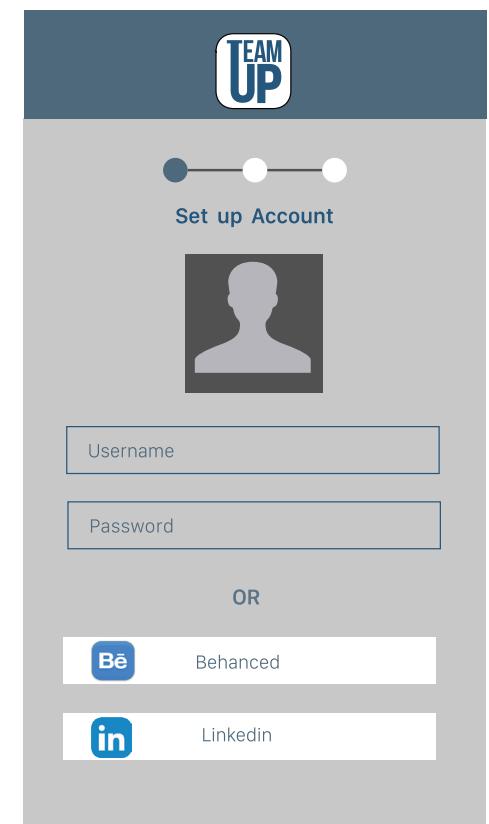
Landing



Sign In



Set Up Acct



Set Up Profile

TEAM UP

Set up Profile

First Name
Last Name

Address
City
State
Zip Code

Continue

Complete Profile

TEAM UP

Complete Profile

Website
Upload Resume
Phone Number

Submit

User Profile

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Back Profile Portfolio

Pam Dawn
Graphic Designer
Ft Lauderdale FL
555.555.5555

Resume
www.dawndesigns.com

+Add Image

Portfolio

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Q Projects Portfolio

Discus Fish Photo Taken 2016 Timothy Hensen
11 likes 21 views

Vector Illustration Completed 2017 Pam Dawn
181 likes 201 views

Fun Fisherman Taken 2015 Pam Dawn
81 likes 101 views

High Speed Photo Taken 2017 Timothy Hensen
100 likes 151 views

Public Profile

TEAM UP

Back Profile Portfolio

Pam Dawn
Graphic Designer
Ft Lauderdale FL
555.555.5555

Resume
www.dawndesigns.com

+Add Image

Message



Job Preferences

Select skills for profile during job search

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Back Skills Save

What skills do you have?

- Adobe Illustrator ✓
- Adobe Dreamweaver ✓
- Adobe Photoshop ✓
- Adobe Indesign ✓
- Digital Photography ✓
- Fine Art Illustration ✓
- Digital Illustration ✓
- Typography ✓
- Package Design ✓

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Back Job Preferences Save

Graphic Design ✓

Web Design ✓

Logo Design ✓

HTML / CSS ✓

+ Add Skills

Suggested skills are based on your experience and jobs

- + Javascript
- + Brand Development
- + Social Media
- + User Experience (UX)
- + User Interaction (UI)

TEAM UP

Back Job Preferences Save

Graphic Design ✓

Web Design ✓

Logo Design ✓

HTML / CSS ✓

+ Add Skills

Suggested skills are based on your experience and jobs

- + Javascript
- + Brand Development
- + Social Media
- + User Experience (UX)
- + User Interaction (UI)

TEAM UP

Back Job Preferences Save

WEB DESIGN ✓

Logo Design ✓

HTML / CSS ✓

Javascript ✓

+ Add Skills

Suggested skills are based on your experience and jobs

- + Brand Development
- + Social Media
- + User Experience (UX)
- + User Interaction (UI)
- + Python

Find a job

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Find Jobs Create

Manager Creative

Designer Developer

TEAM UP

Find a job

Find

Job Preferences

TEAM UP

Back Job Preferences Save

What industries are you interested in?

- Nonprofit Organizations ✓
- Program Development ✓
- Fund-Raising ✓
- Information Services ✓
- Marketing and Advertising ✓
- Broadcast Media ✓
- Libraries ✓
- Museums and Institutions ✓
- Newspapers ✓

+ Add industry

Suggested industries based on your skills and experience

- + Printing
- + Apparel & Fashion
- + Package Design
- + Product Photography
- + Social Media Specialist

TEAM UP

Job Preferences

TEAM UP

Back Job Preferences Save

Broadcast Media ✓

Libraries ✓

Museums and Institutions ✓

Newspapers ✓

+ Add industry

Suggested industries based on your skills and experience

- + Printing
- + Apparel & Fashion
- + Package Design
- + Product Photography
- + Social Media Specialist

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Add Skills

TEAM UP

Back Job Preferences Save

Graphic Design ✓

Web Design ✓

Logo Design ✓

HTML / CSS ✓

+ Add Skills

Suggested skills are based on your experience and jobs

- + Javascript
- + Brand Development
- + Social Media
- + User Experience (UX)
- + User Interaction (UI)

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Save Preferences

TEAM UP

Back Job Preferences Save

Graphic Design ✓

Web Design ✓

Logo Design ✓

HTML / CSS ✓

+ Add Skills

Suggested skills are based on your experience and jobs

- + Javascript
- + Brand Development
- + Social Media
- + User Experience (UX)
- + User Interaction (UI)

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New skill added

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Back Job Preferences Save

WEB DESIGN ✓

Logo Design ✓

HTML / CSS ✓

Javascript ✓

+ Add Skills

Suggested skills are based on your experience and jobs

- + Brand Development
- + Social Media
- + User Experience (UX)
- + User Interaction (UI)
- + Python

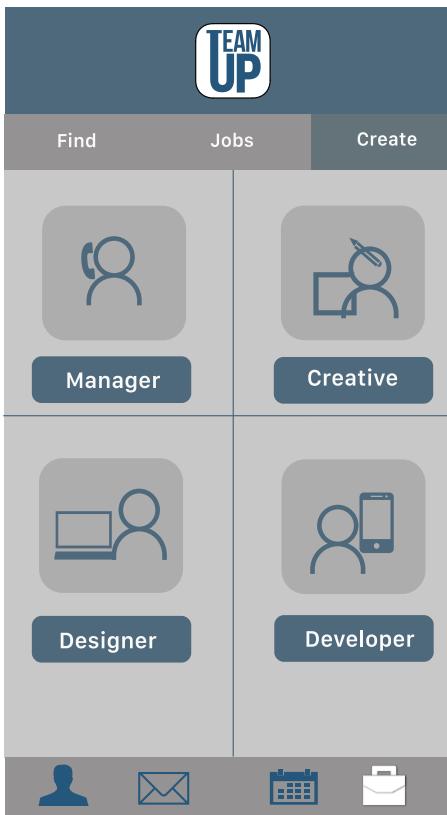
TEAM UP



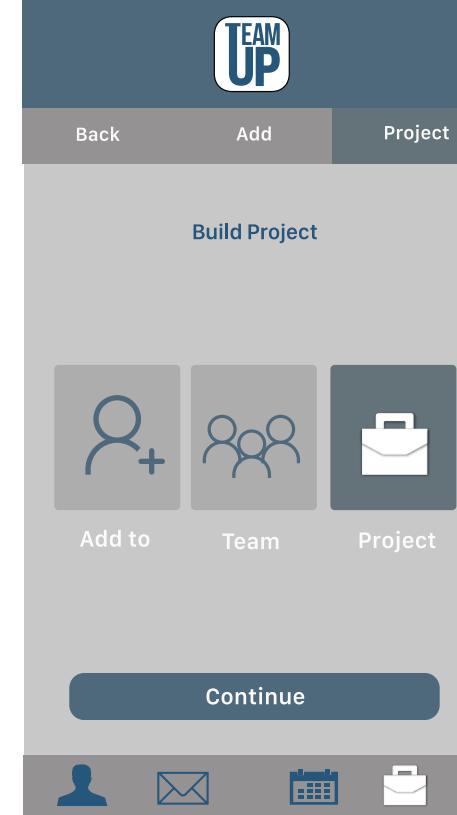
Build Project & Team

Choose Create or Find Job

Create

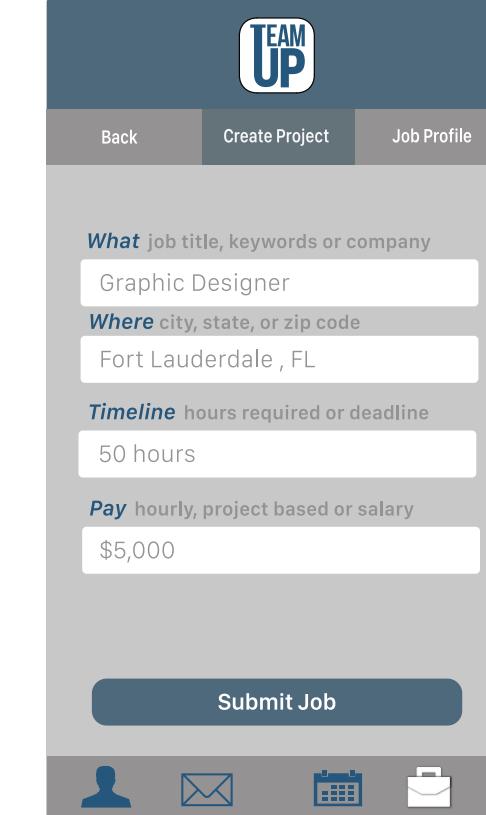


Build Project

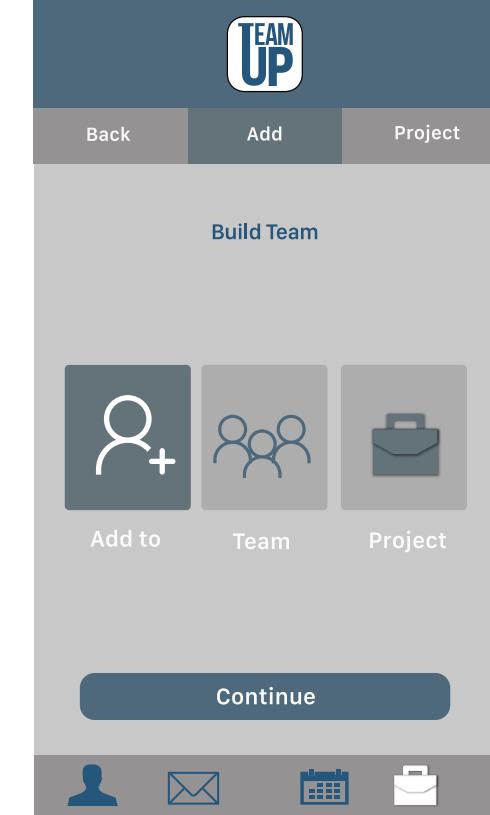


Build Project

Create Project



Build Team



Choose a team member

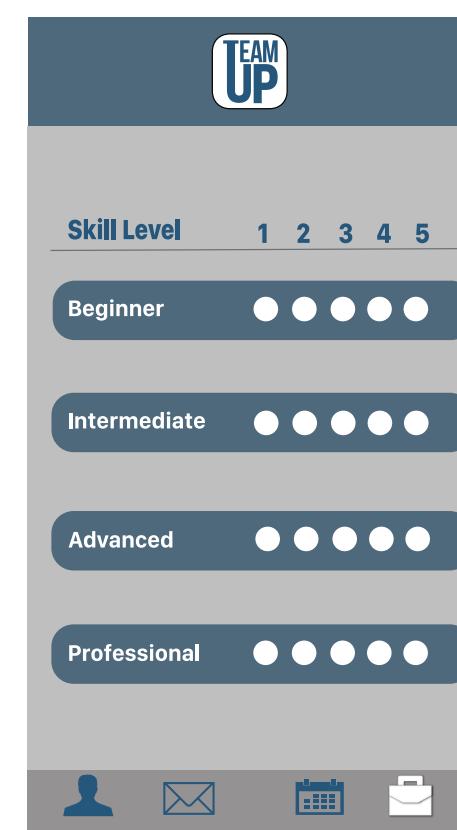
Designer



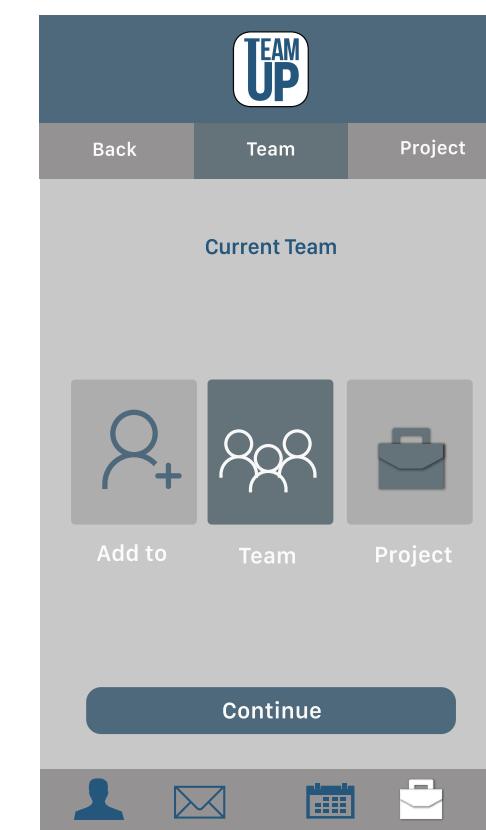
Skills required for Project



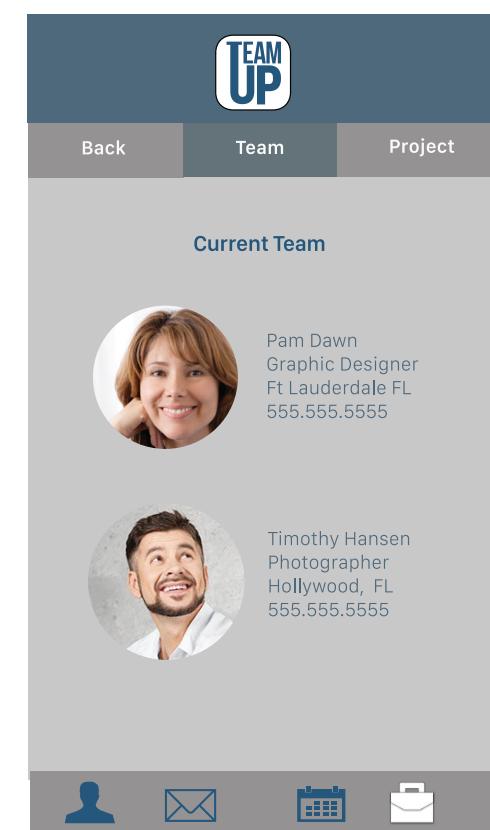
Skills Level req'd for Project



View Current Team



Current Team





Job Filters

Filter Job Search

TEAM UP

Back Job Search

Filter jobs based on...

Distance Search by miles
50 miles

Time search by time frame
10 - 15 hours

Skills Search by skills required
Photography

Pay Search by pay required
\$500 - \$1000

Submit

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Search Cancel

Job Location Fort Lauderdale, FL

Post Date Within 1 Week

Minimum Salary \$150k

Jobs recommended Based on Preferences and filters

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Back Job Search

What jobs are you interested in?

WHAT Search job title or keywords
Graphic Designer

WHERE Search city, state or zip code
33073

WHO Search teammates
Pam Dawn

Submit

Recent Searches Edit

Developer, HTML - 33073 - 18 new
Photographer - 33073 - 3 new
Graphic Designer - 33073 - 8 new

TEAM UP

Back Job Preferences Save

Jonathan Mitchell
Owner Mitchell & Company

Tip: Your experience listed on your profile will help us determine what jobs show up here

UPDATE EXPERIENCE

Where would you like to work?

Fort Lauderdale, Florida ✓
Boca Raton, Florida ✓
Coconut Creek, Florida ✓
+ Add location

What experience levels are you interested in?

Intermediate to Expert

- TEAM UP
- Pay Job Preferences
- Mitchell & Company
Graphic Designer
Fort Lauderdale (30 hour project)
- Dawn Designs Inc.
Photographer
Hollywood (10 hour project)
- Hansen Design Company
Website Designer
Coconut Creek (50 hour project)
- Day Developer
Project Manager
Coral Gables (90 hour project)
-

- TEAM UP
- Jobs Job Preferences
- Mitchell & Company
Graphic Designer
Fort Lauderdale (30 hour project)
- Dawn Designs Inc.
Photographer
Hollywood (10 hour project)
- Hansen Design Company
Website Designer
Coconut Creek (50 hour project)
- Day Developer
Project Manager
Coral Gables (90 hour project)
-



Project Management

Due Dates Calendar format

Back Calendar Monthly

2017
November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

● Project Birdy Due January 25th 2018
● Call Carrie NLT December 1st 2017

Project Mgt Messages

Back Project Messages

Project Management

Pam Dawn Are we still meeting at 10 am? Nov 21 1

Timothy Hansen The Photos are ready Nov 21

Playground Designs Yes, the job is still open, send us your resume Nov 21

Jonathan Mitchell The Deadline is Friday! Nov 21

Project Mgt Home page

TEAM UP

Back Project Locations

Project Management

Project Locations

TEAM UP

Back Project Locations

Project Due Dates

TEAM UP

Back Project Due Dates

Project Management

Due Dates List format

TEAM UP

Back Due Dates Save

Copper Designs	Website Designer	<input type="checkbox"/>
Playground Designs	Social Media Specialist	<input type="checkbox"/>
Puzzle Design Studio	Product Photographer	<input type="checkbox"/>
Day Developer	Project Manager	<input type="checkbox"/>

To do List

TEAM UP

To Do List

Find New Location to meet

Call Tony about Photos

Meet Gary for Lunch Tuesday

Set up Bird Project

Look for Developer for App

+ Add new Task

Chat

TEAM UP

Conversations Chat Search

Search messages

Pam Dawn Are we still meeting at 10 am? Nov 21 1

Timothy Hansen The Photos are ready Nov 21

Playground Designs Yes, the job is still open, send us your resume Nov 21

Jonathan Mitchell The Deadline is Friday! Nov 21

Are we still meeting at 10 am?
The Deadline is Friday!
Meet me at the cafe
The Photos are ready
Let's meet Thursday

To do List

TEAM UP

Back Project To Do

Project Management



Save,
Show Interest,
or Apply
to jobs

Recommended Jobs

A screenshot of a mobile application showing recommended jobs. At the top is a header with the TeamUp logo and three buttons: "Back", "Recommended Jobs", and "Save". Below the header is a message: "Jobs recommended based on your previous jobs and interests". Two job listings are shown: one for "Copper Designs Website Designer Hollywood (90 hour project)" and another for "Playground Designs Inc. Social Media Specialist Fort Lauderdale (5 hour project)". Each listing includes an "Apply with LinkedIn" button with the LinkedIn icon and a "Message with TeamUp" button with the TeamUp icon. A star icon is positioned next to the second listing. At the bottom of the screen are four small icons: a person, an envelope, a calendar, and a briefcase.

Save, show interest
or apply to Jobs

A screenshot of the same mobile application, identical to the first one except for the "Save" button being highlighted in the header. The "Save" button is also highlighted in the second listing's row. The rest of the interface, including the job descriptions and application buttons, remains the same.

Sign in to LinkedIn

A screenshot of the LinkedIn sign-in screen. It features the LinkedIn logo and the tagline "Connect to Opportunity™". Below this is a "JOIN NOW" button. At the bottom is a "SIGN IN" button. A "Back" button is located at the top left of the main content area. At the very bottom are four small icons: a person, an envelope, a calendar, and a briefcase.

Apply via LinkedIn

A screenshot of a mobile application showing how to apply for a job via LinkedIn. The top header has "Back" and "Apply" buttons. Below this is a section titled "Apply to job with:" containing three options: "Your Profile" (with a LinkedIn icon), "Website" (with a link icon), and "Email your Resume" (with an envelope icon). Each option has a checkmark icon to its right. At the bottom is a large blue "Apply" button. At the very bottom are four small icons: a person, an envelope, a calendar, and a briefcase.

Saved Interested Jobs

A screenshot of a mobile application showing a list of saved interested jobs. The top header has "Back", "Interested Jobs", and "Save" buttons. The list contains four items: 1. Copper Designs Website Designer Hollywood (90 hour project) - Message sent 11/17/17 4:01 pm 2. Playground Designs Social Media Specialist Fort Lauderdale (5 hour project) - Reply received 11/21/17 3:17 pm 3. Puzzle Design Studio Product Photographer Coconut Creek (10 hour project) - Reply received 11/21/17 7:19 pm 4. Day Developer Project Manager Coral Gables (90 hour project) At the bottom are four small icons: a person, an envelope, a calendar, and a briefcase.

Created By

Ken Gorles
Masud Khan
Marty Waite
Andrea Berryman

