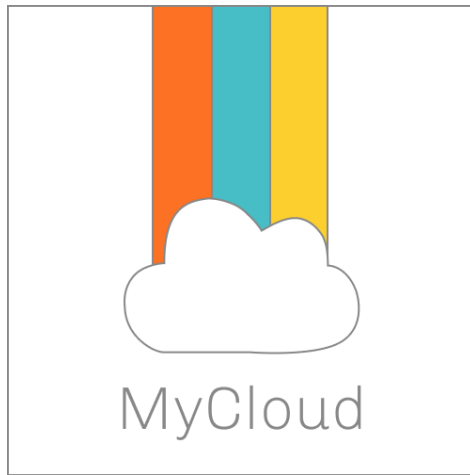


Create and share with MyCloud



About the project

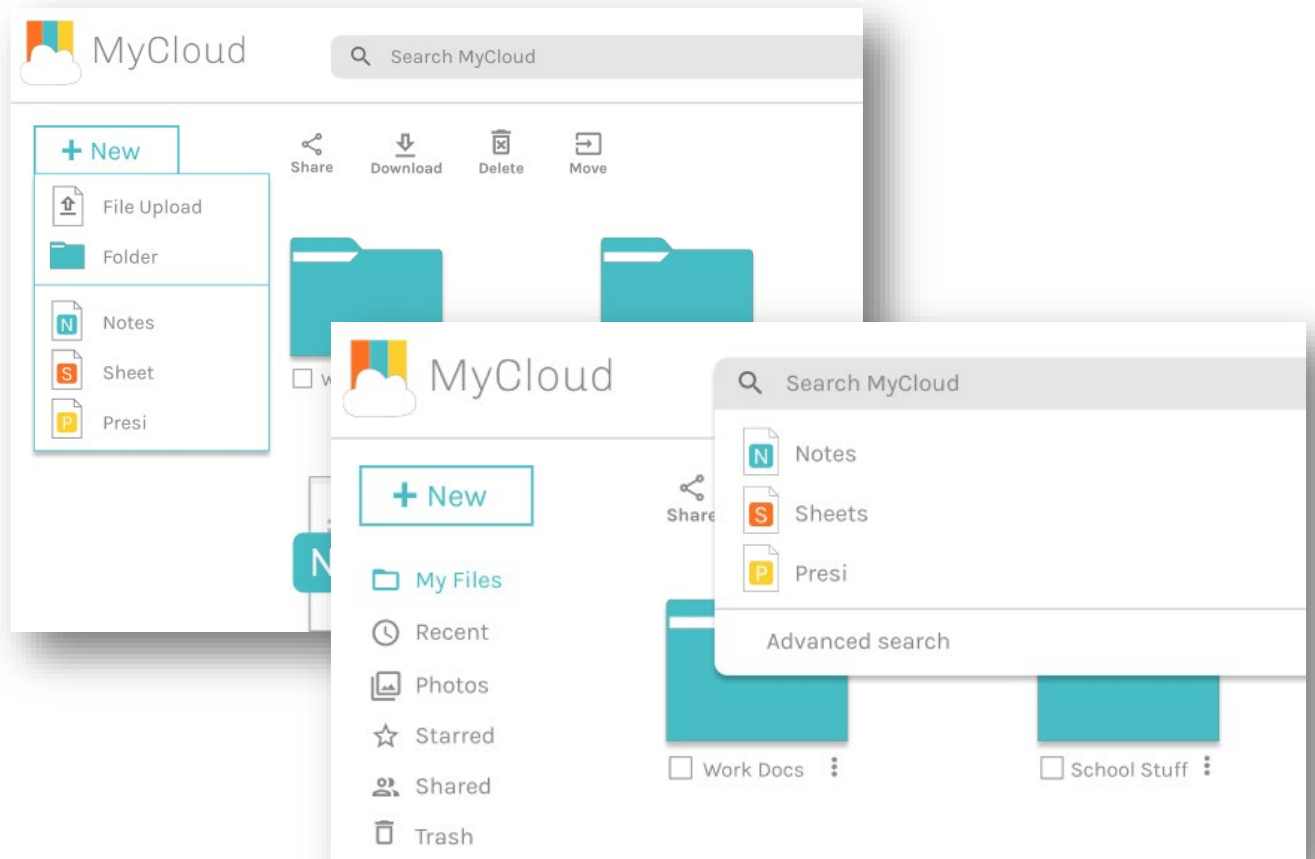
MyCloud is a new cloud storage and content creating app that allows easy access, refined organizational features, and provides a safe place to store files. It is the central hub for managing work and/or school assignments, creating and delivering projects, and sharing content with peers and colleagues. Our idea behind this app was to offer a modern, sleek design to help professionals streamline work processes.

My Role

When I was first presented with this project, it wasn't immediately clear how we could create an even better cloud storage and content creating app. Once we asked users about the kind of issues they were encountering and what was still needed, it became evident that they were frustrated with organizing and locating files.

So, I focused on creating this app with a modern edge to cater to those users who needed an all-encompassing, user-friendly and highly organizable app that could help business professionals and students with managing files, creating content, and collaborating with peers to deliver clean, impressive projects.

I designed the concepts, user flows, brand, and prototypes that made up MyCloud, a dynamic app that promotes connectivity and combines all the features users love about the current storage apps in the market.

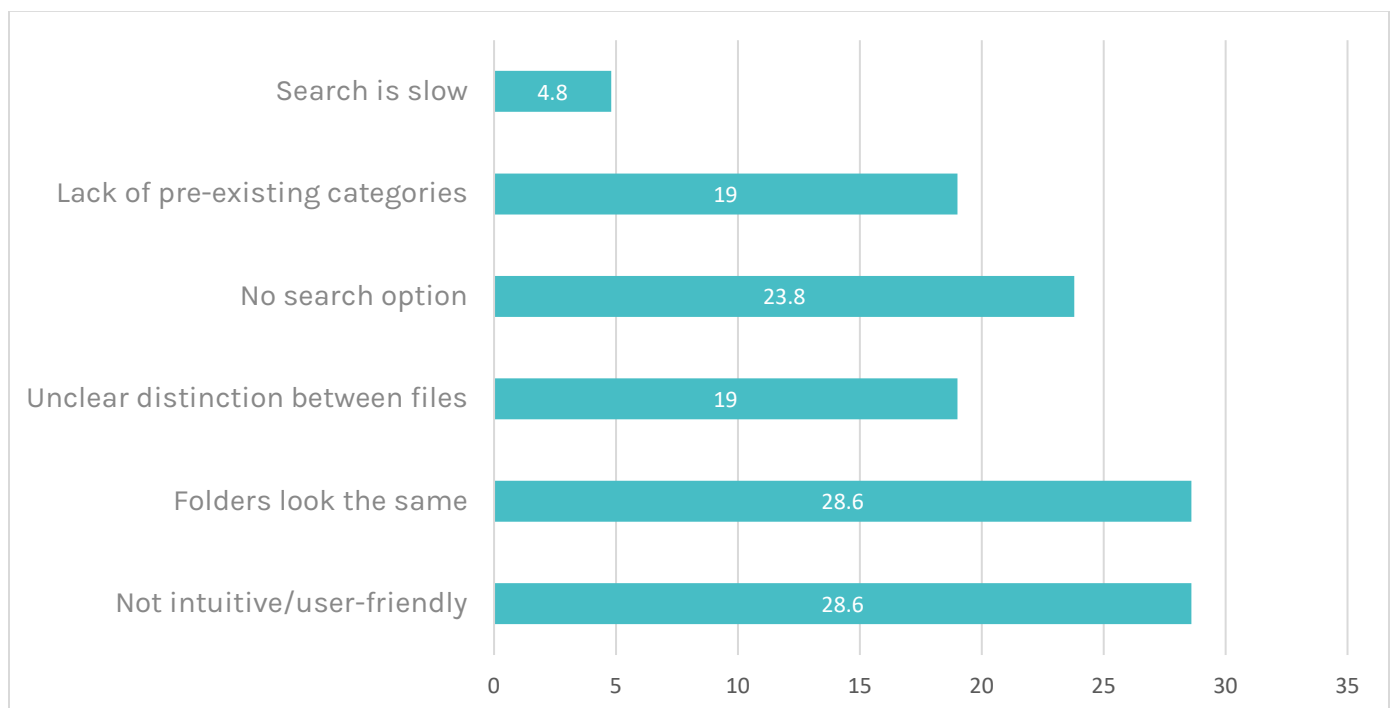


The Problem

The cloud storage and content creation market was missing an app that combined all the features students and business professionals need for creating and managing projects, organizing files, and sharing with colleagues. Below is a list of problems we found users were encountering with the current competitors:

1. Users are having a hard time knowing how to access their cloud storage
2. Users need a tool that can collaborate more universally
3. Users want to organize content in a more effective way
4. Users have a hard time locating files

When asked users what some issues they encountered were when categorizing content, their responses (in percentages) were the following:



Meet Our Users (Personas)

Bryan, Finance Manager



Motivations

Bryan uses OneDrive and Evernote for work. He is always creating spreadsheets and saving important links. He takes extensive notes at work meetings and sometimes does instructional presentations.

Goals

He needs a lot of cloud storage space and an efficient way to organize files. He uses many kinds of files across several different departments.

Frustrations

Bryan has a lot of trouble looking for files. He is frustrated that using an Excel doc on OneDrive is different for his colleagues who use Google Drive. He finds real-time collaboration difficult with using Excel since not everyone uses the same apps and there is a lack of communication between the editors.

Hannah, 3rd-Year College Student



Motivations

Hannah uses Google Drive and Dropbox, mainly for school. She uploads a lot of PDFs, word docs and presentations/slides. The main content she creates on these apps are word docs and slides for school assignments. The top 3 features she uses are: saving content, uploading files, and real-time collaboration.

Goals

She wants one place to store and organize all her school assignments and projects, that is easily accessible and ideally free. Ready-to-use templates for documents and presentations are helpful as well.

Frustrations

When categorizing content, Hannah finds that the apps are not user-friendly, and the folders look the same. When it comes to real-time collaboration, she says that duplicate files are often made by accident and the changes are not reflected fast enough.

Our Competitors

Google Drive



Positioning: Google Drive is a cloud storage/synchronization site and app that provides a safe place to store and create content.

Differentiators: Google Drive's edge is that it's easily accessible via web, encompasses sheets, slides and docs, and offers real-time collaborative features. It offers Google Backup and Sync, allowing users to be able to set certain folders to constantly sync onto their Google account's Drive.

Dropbox



Positioning: Dropbox is a cloud storage software that makes the workplace smart by bringing a team's content together and providing organizational tools.

Differentiators: Dropbox's edge is that it brings files together on the user's computer and syncs it with other computers and devices. It offers Dropbox Paper, a collaborative document editor, advanced sharing controls, remote wipe, etc.

OneDrive



Positioning: OneDrive is a cloud storage service operated by Microsoft that allows users to store files and personal data. They sell themselves as being accessible anywhere, including offline, and a safe service.

Differentiators: OneDrive's edge is that it saves files and photos and can be accessed any device, anywhere. It also offers real-time collaboration and with Office 365 there are more productivity tools.



The Solution



Meet MyCloud Notes, Sheets & Presi's



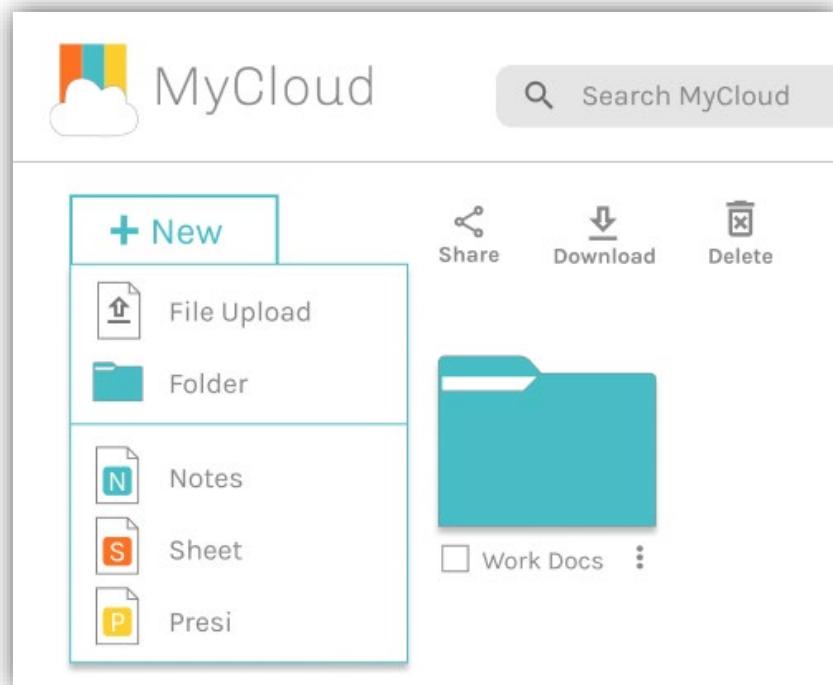
A quick & nifty tool for taking notes, creating text files, and delivering sleek, modern word documents for any occasion.



An easy-to-use, intuitive spreadsheet program for creating grids, recording numbers, tracking data and trends, and using formulas.

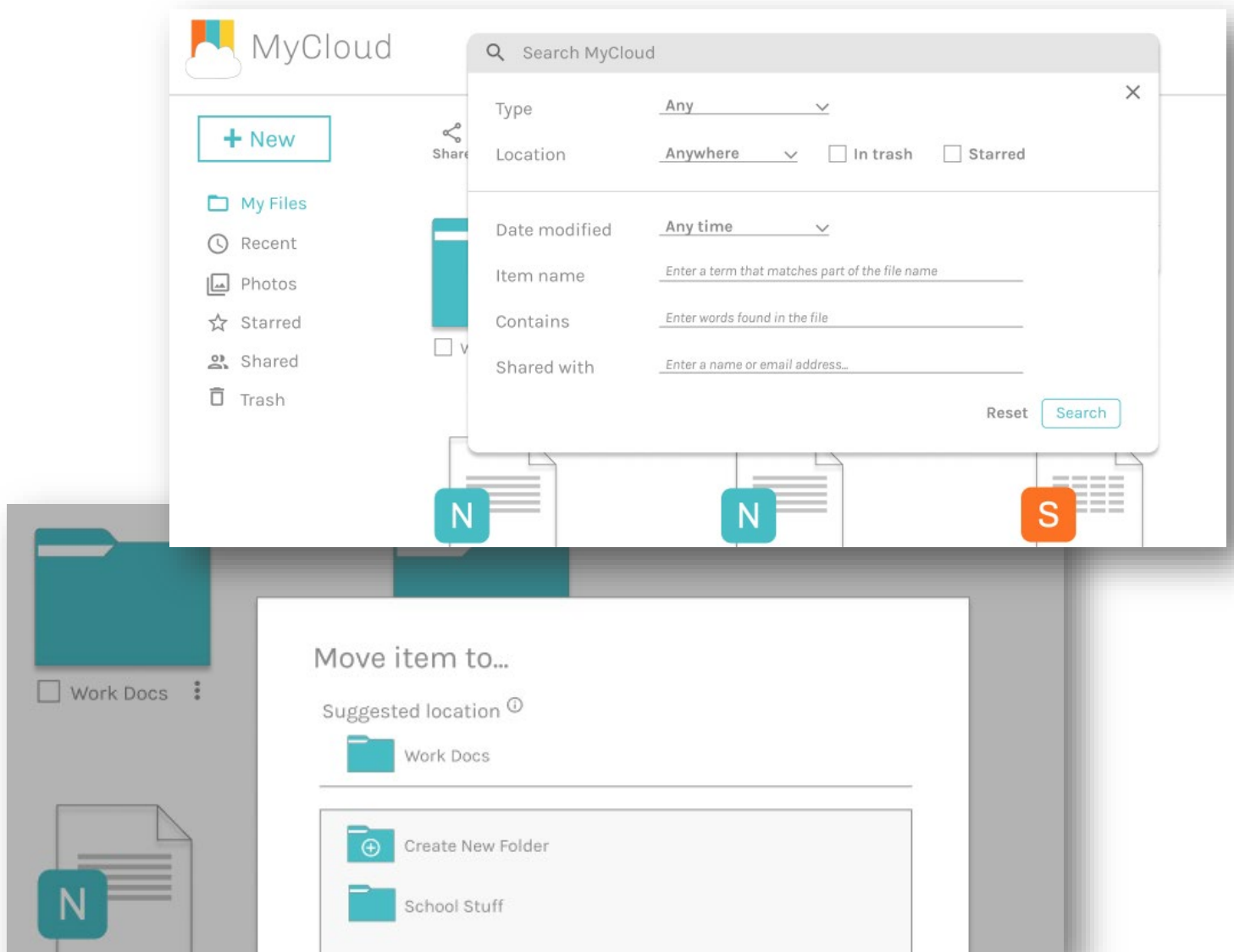


A modern and enhanced app that helps combine text, graphics, and multi-media content to create professional presentations.



MyCloud Advanced Search Tools

Access your files easily, don't lose track of your projects, find what you're looking for as soon as you need it, with MyCloud's advanced search and organizational features.

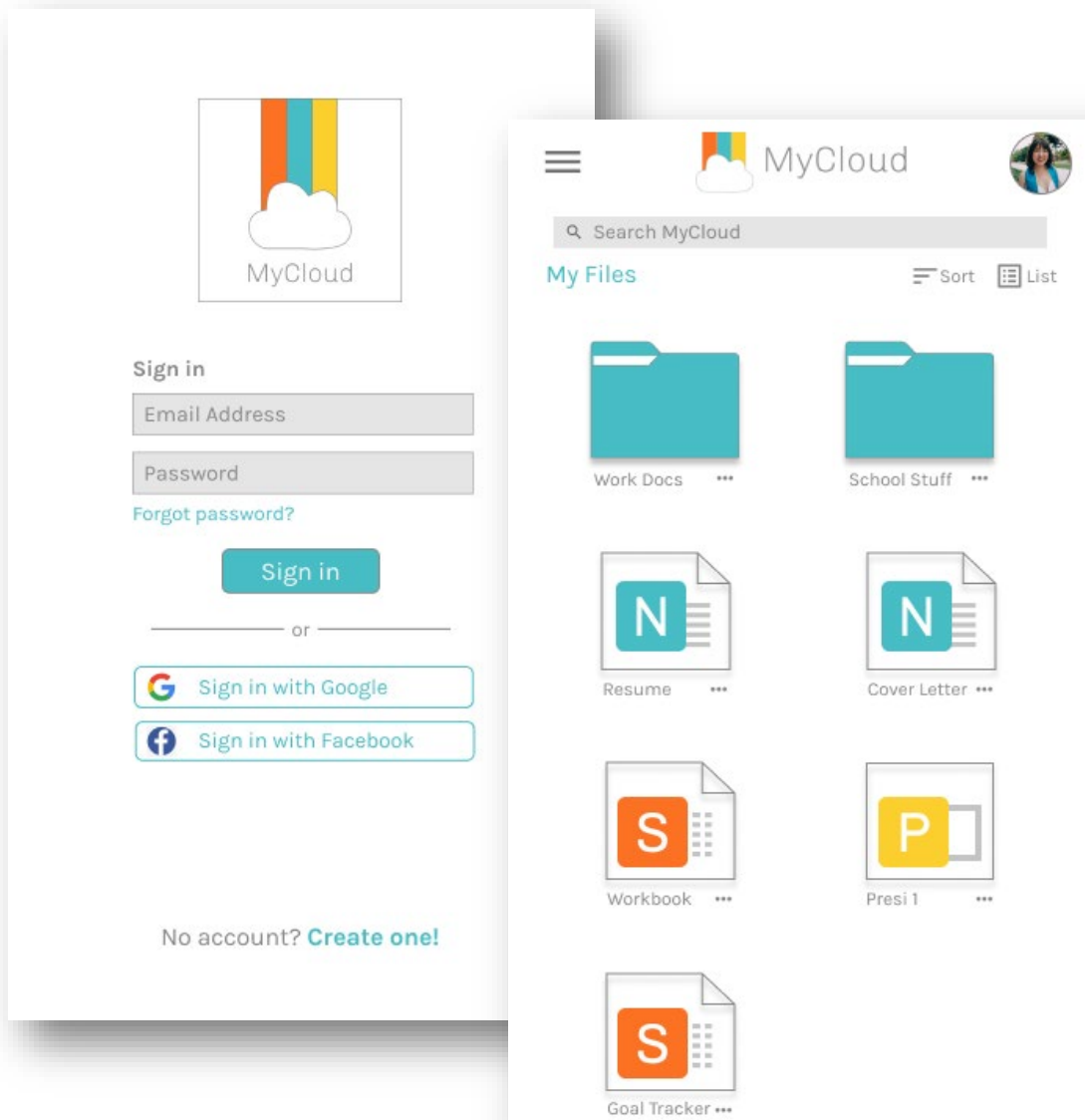


Move files quickly and efficiently

MyCloud recommends a fitting location for your files based on activity and file type, suggests a new folder name based on content, and makes it easy to create a new folder as the user is moving a file.

Access your files anywhere

Whether you need to store or create files on a web browser, from your desktop or on mobile, MyCloud is accessible anytime, anywhere on any device.



As users expressed, it's sometimes hard to know how to access the app/account. With MyCloud, users will have no doubt that they can access their storage any way they want. Convenience is key!



The Design Process

User Stories

Tasks in order of importance:

High	I want to upload files, i.e. docs, spreadsheets, slides
	I want to create files, i.e. docs, spreadsheets, slides
	I want to organize my content
	I want to share content via email
	I want to access my content easily
	I want to search for/through files
	I want to save content, i.e. links, images
	I want to share content via link
	I want to access content via desktop and mobile
	I want to set up the app on my PC
Medium	I want unlimited storage
	I want collaborative edits to sync fast
	I want to avoid creating duplicate files
	I want a distinguish between different folders
	I want a distinguish between different types of files
	I want to connect/network with others
	I want to download the app on my mobile device(s)
Low	I want to collaborate with others in real time
	I want to communicate between editors
	I want to be able to collaborate across different apps
	I want to have access to ready-to-use templates
	I want to communicate with colleagues/peers

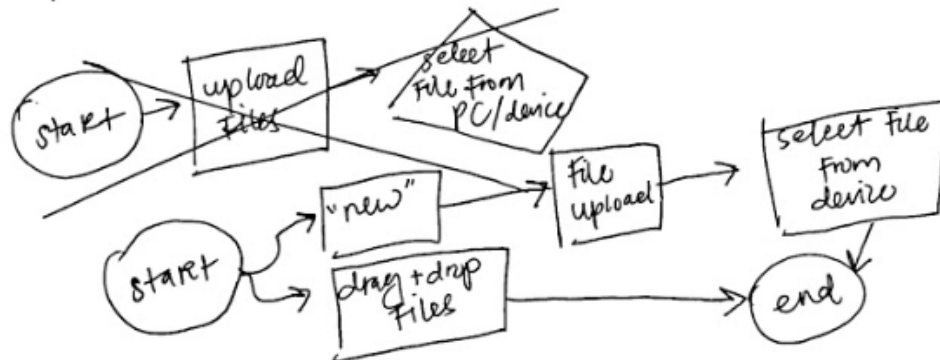
User Flows

Our user flows break down the processes that are already working in the market.

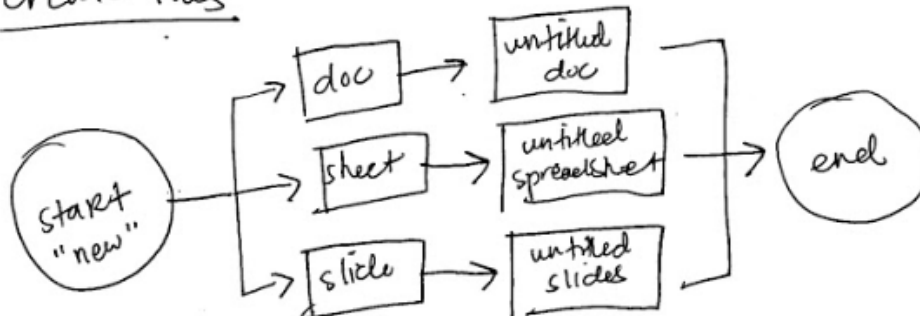
Uploading, creating, and organizing content should be intuitive and familiar.

Essentially, we wanted to combine all the functions that already work well for users, so they know exactly what to do when they use MyCloud.

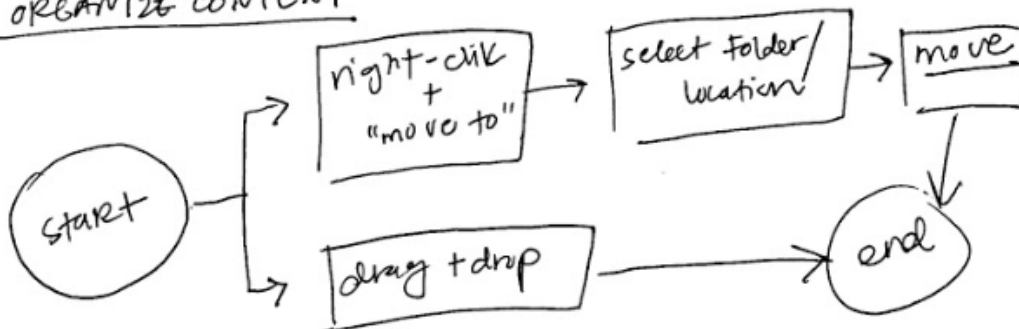
upload Files



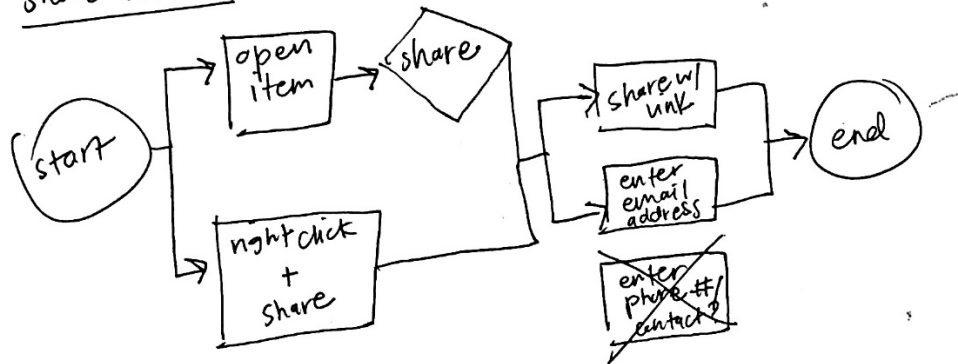
create Files



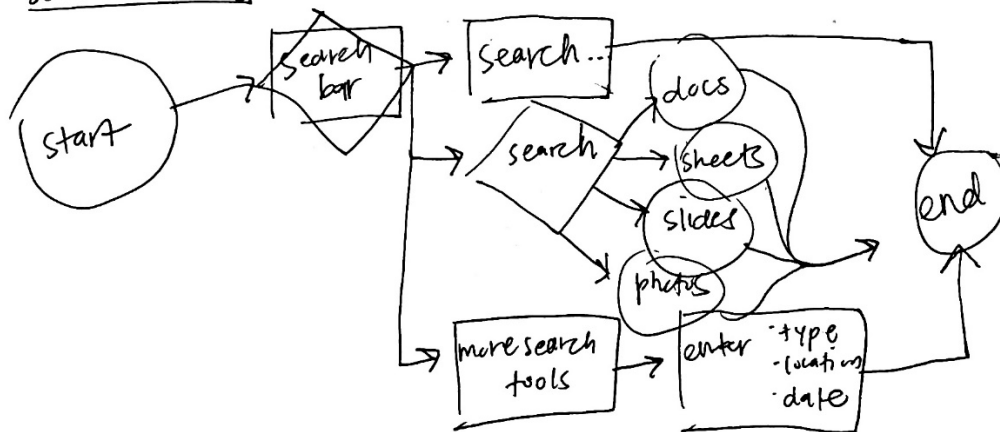
ORGANIZE CONTENT



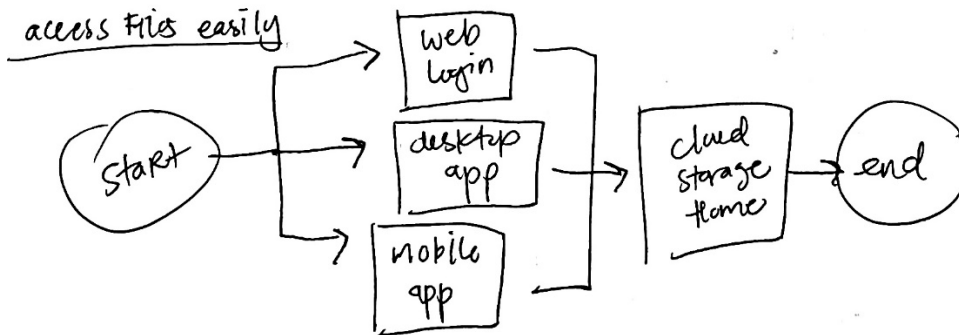
share content



Search for Files



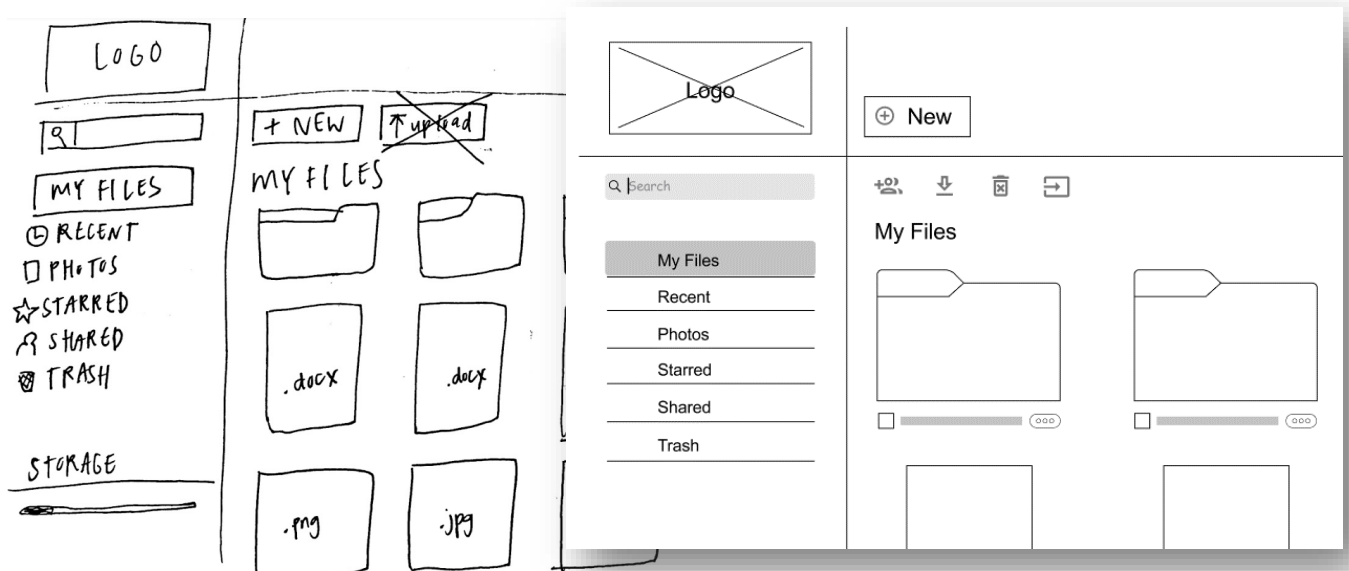
access files easily



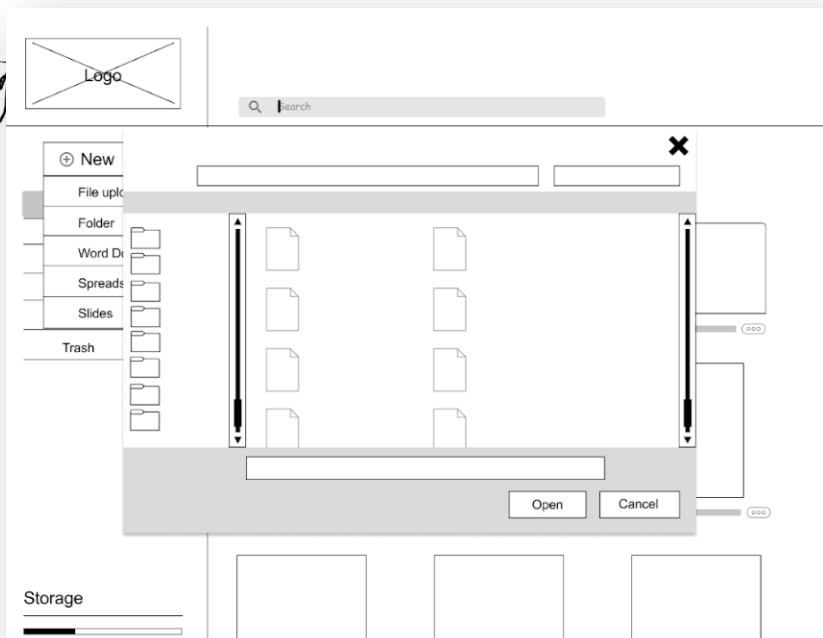
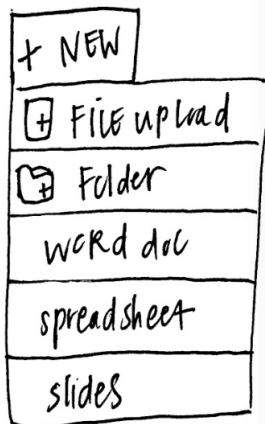
Since users were having difficulty locating their files and knowing how/where to access them, we made the search function as thorough as it can be. Easy accessibility was one of our biggest priorities. Whether users preferred a desktop app, logging in on a browser, or using MyCloud on the go, we made sure every option is readily available.

Wireframes: Dashboard

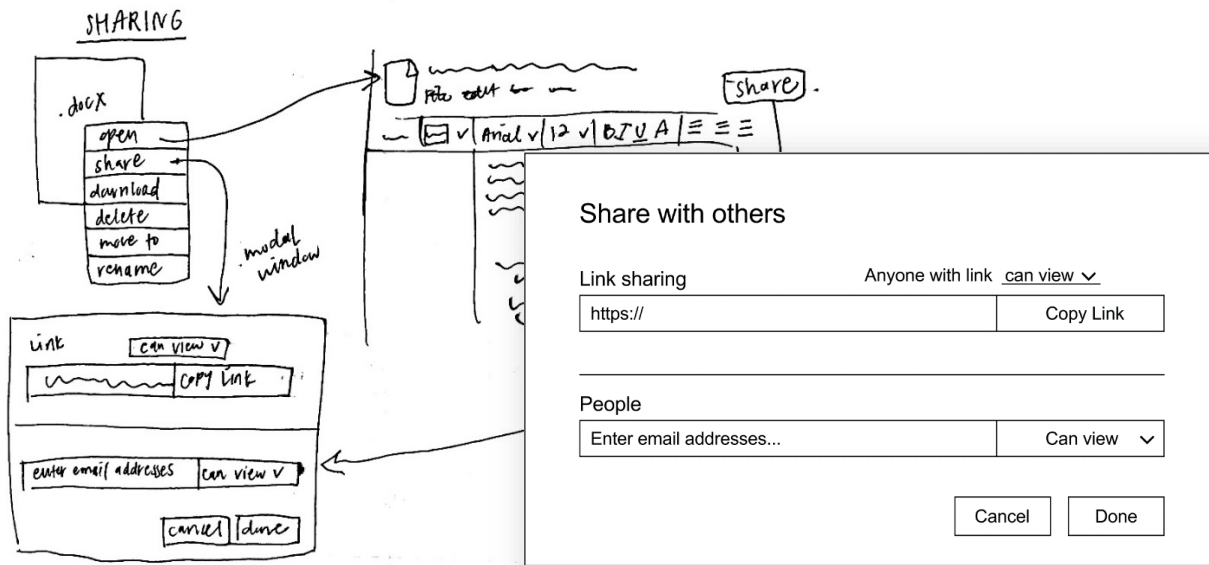
The transition from user flow to wireframe was almost seamless, as it was pretty clear what users were used to seeing on their dashboard and what worked for them: one button for adding and creating a piece of content—one place to make something new and amazing to share with the world. One place to upload and store files, that was easily accessible, fast, and friendly. We wanted this to be the central hub for all your important files.



creating File AND uploading

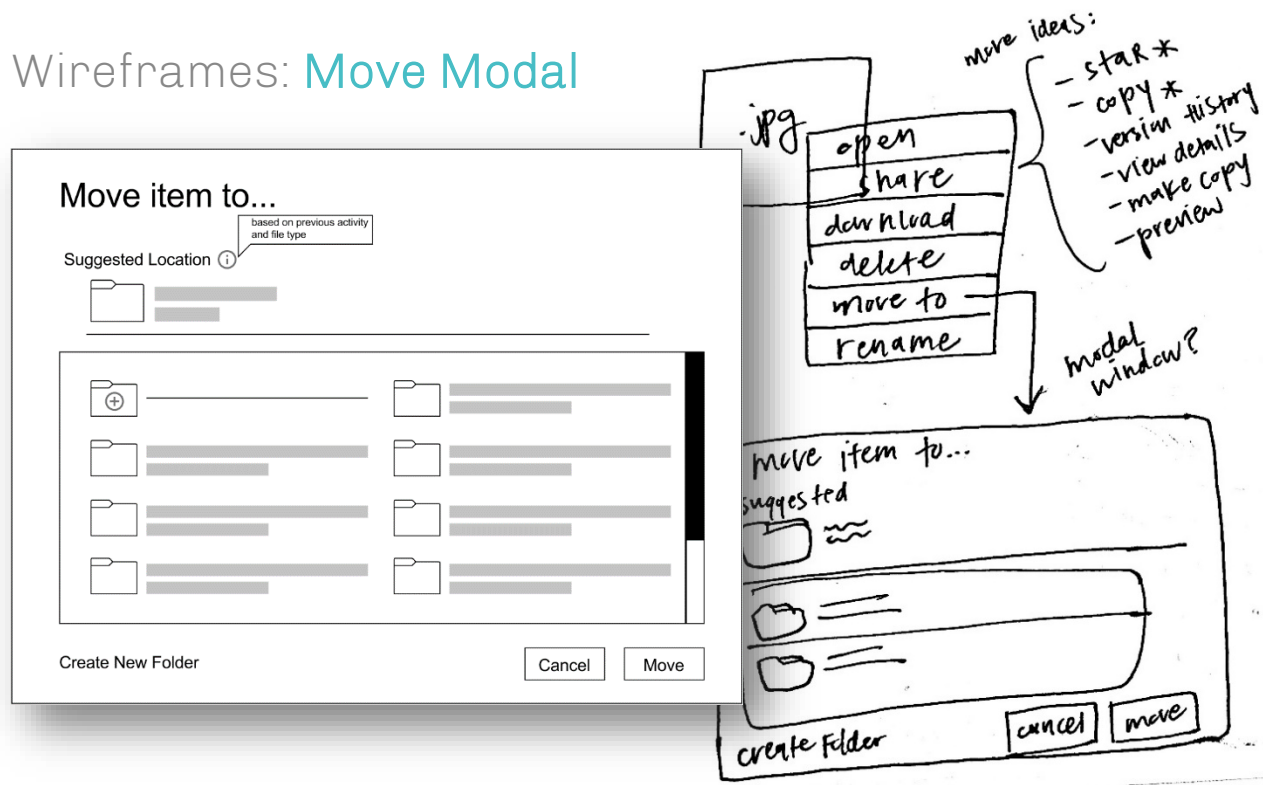


Wireframes: Share Modal



When it comes to sharing, of course, a simple click of a button will copy the link, or as several other users are accustomed to, entering an email address to grant access. Users will be able to easily move files and create new folders whenever needed. MyCloud helps suggest a location based on activity and file type, but making a new folder is also quick and effortless.

Wireframes: Move Modal



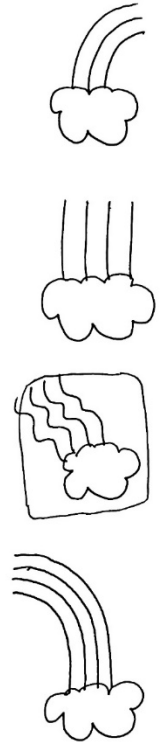


Branding – Research & Sketching

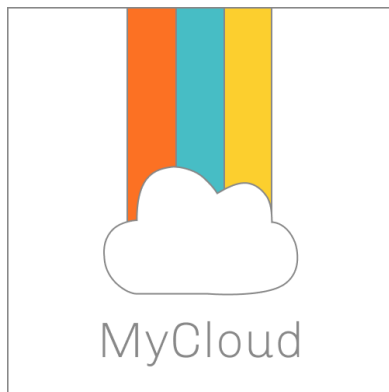
While there was a risk in it being redundant, I couldn't help but incorporate a cloud as part of the logo. After all, it was a cloud storage app, and I felt like this would successfully convey the versatility of MyCloud and truly match its brand.

It was important for the logo to symbolize the three content-creating apps that MyCloud had to offer. Using the rainbow design helped tie together the 3 elements/features, while the color palette helped it look more sophisticated, unlike a traditional rainbow.

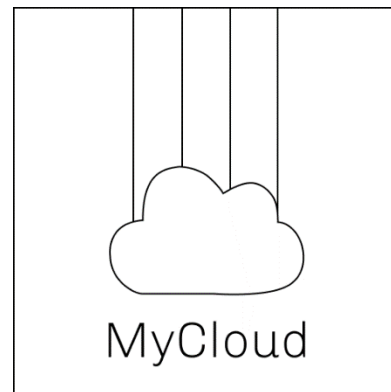
With the idea to be minimalistic but meaningful in mind, MyCloud's logo was born:



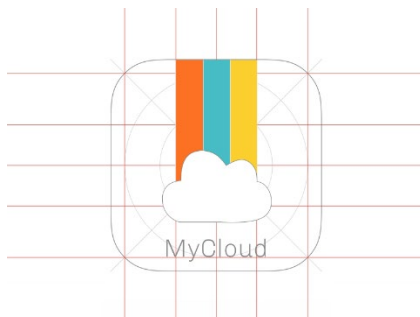
Primary Lock-Up:



Black & White:



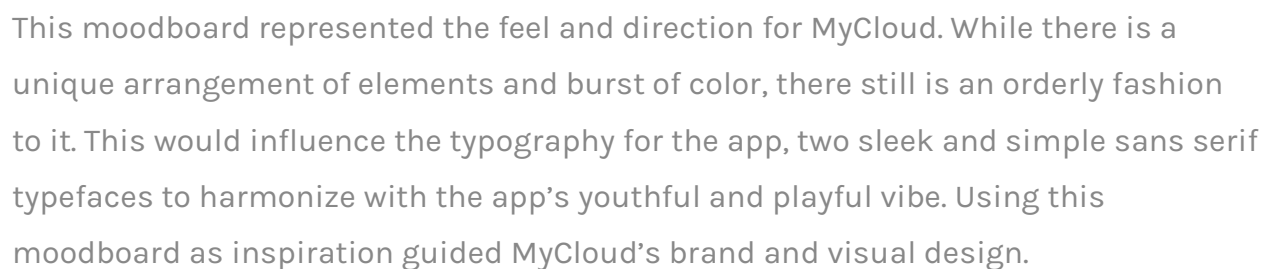
App Icon (125x125px):



Horizontal Lock-Up:



I wanted to bring a fresh, fun twist on a cloud storage app that made users look forward to using it and sharing it with their colleagues. It was decided early on: a classic but modern combination of orange and blue that was bright and bold but still tasteful and professional.



Our Colors & Typography

The three colors of the rainbow logo symbolize the MyCloud apps: Notes, Sheets and Slides. Our core colors are: Pumpkin, Sea Serpent and Sunglow. Text should always be set in Taupe Grey. Black should never be used.



Pumpkin

HEX: #FC7123

RGB: 252/113/35



Sunglow

HEX: #FCCF2E

RGB: 252/207/46



Sea Serpent

HEX: #47BDC5

RGB: 71/189/197



Taupe Grey

HEX: #888888

RGB: 136/136/136

The MyCloud brand typeface is Chivo, and the font weight used in the logo is Light. H1 and H2 headlines should use Chivo Bold (font size 30-36px) and Chivo Regular (24-30px), respectively. Chivo is complemented by the Karla typeface.

MyCloud Logo (Chivo Light)

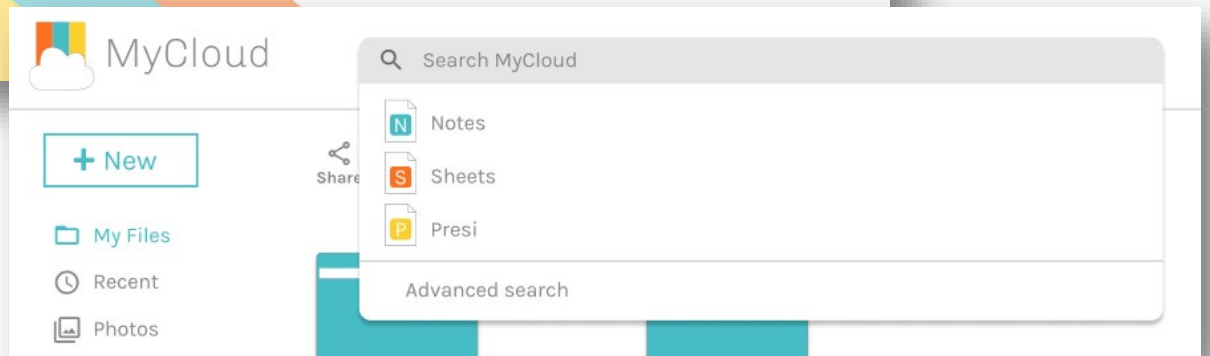
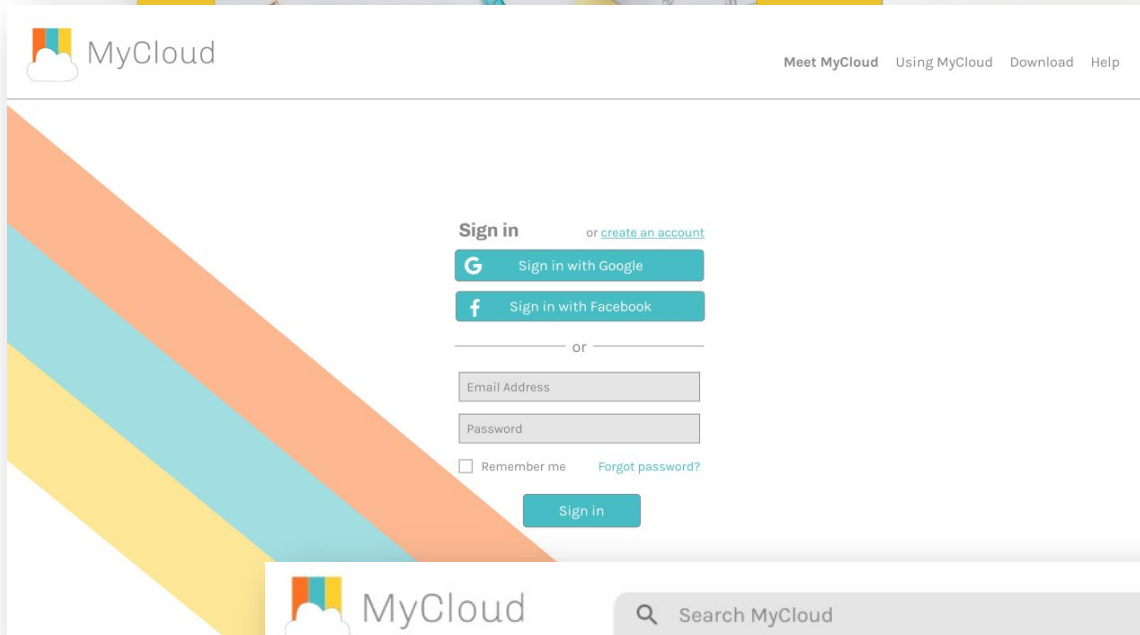
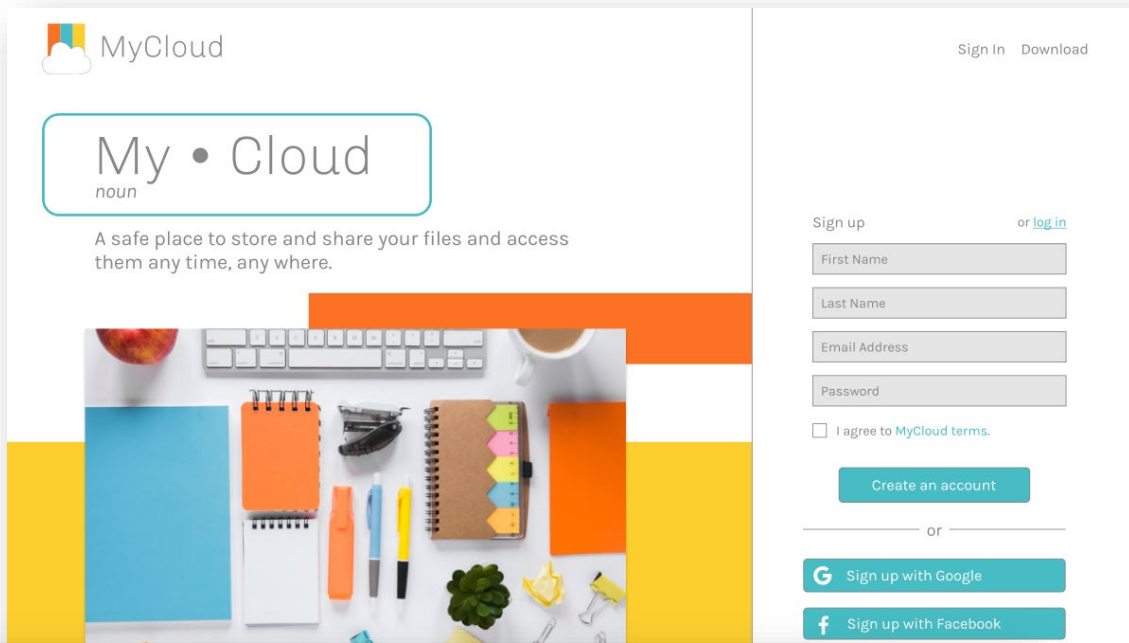
H1 Headline (Chivo Bold 30px)

H2 Headline (Chivo Regular 24px)

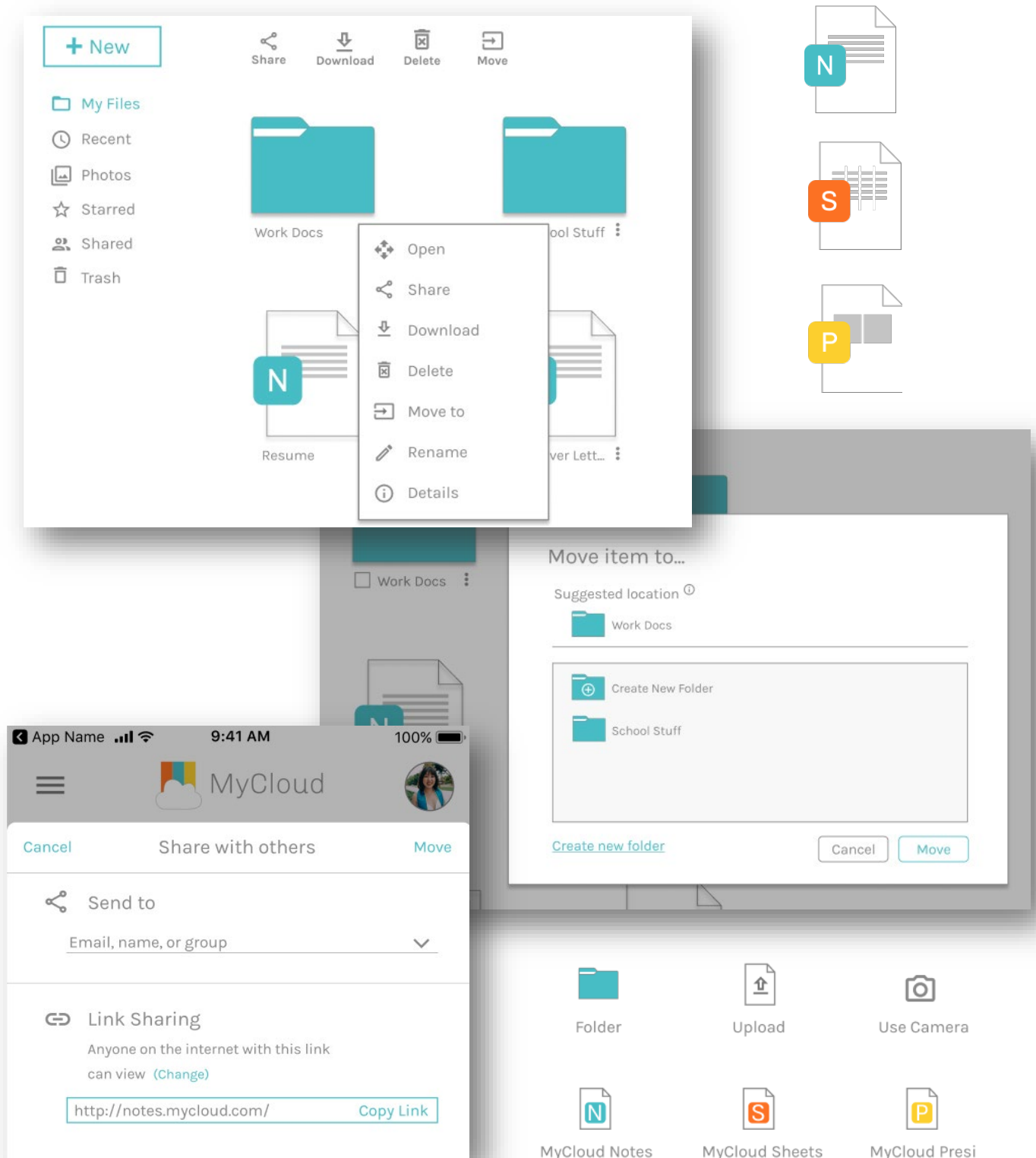
Karla is the secondary font to Chivo and should be used for all paragraph text. It should never exceed 16px. Karla is a popular and quirky sans-serif typeface that supports both Latin and Tamil scripts.

Hi-Fidelity Mockups

Cue every designer's favorite part of their job, the hi-fidelity mockups:



Referencing our moodboard and MyCloud's style guide, we developed the high-fidelity mockups with emphasis on consistency and functionality. The addition of icons, buttons, color and graphics did not only bring the app to life but greatly improved user experience. Using the feedback from the initial round of usability testing with the wireframes, we decided on what to add/remove, overall hierarchy, placement of call-to-actions, etc., and did further research with our competitors for direction on page layouts.

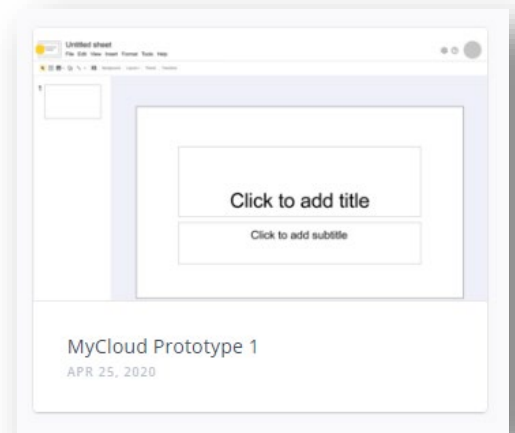


Usability Testing, Round 1

In Round 1 of usability testing, users were told to 1) sign up for an account, 2) add a piece of content, and 3) organize a piece of content. My users seemed to enjoy testing the prototype and I was able to gain valuable feedback and findings from the tests:

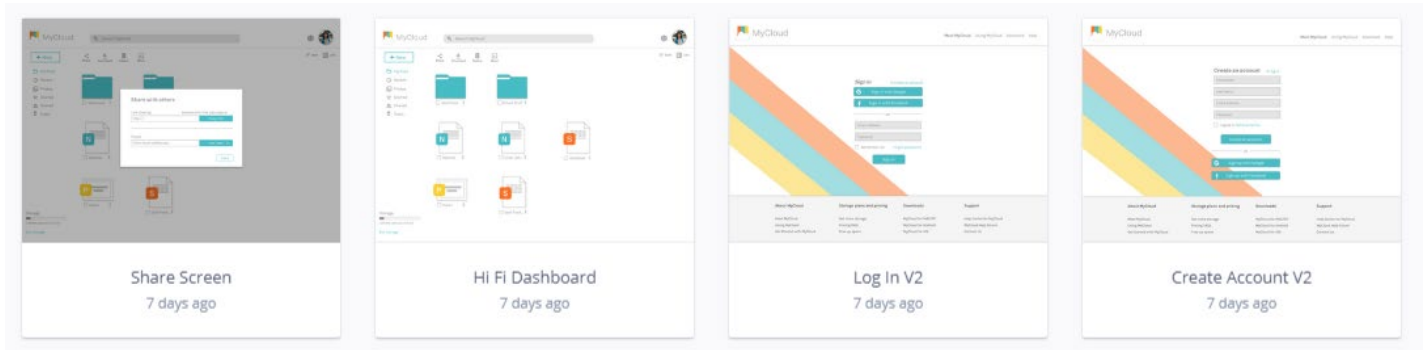
- Although the “Sign Up” page during this time was bare, participants still had a lot to comment on about its simplicity and function. I discovered that **users have a high preference for signing in with Google.**
- When it came to “adding” a piece of content, users were thrown off by the wording, as the more accurate terms would either be to “upload” a file or “create” a new file; however, all 3 users selected “file upload” to accomplish this task.
- Everyone was stumped on “organizing” a piece of content:
 - Two users tried to drag the item.
 - One person seemed to complete the task by accident.
 - Another couldn’t complete the task at all, as he didn’t exactly understand what he was to do and got lost clicking around on different screens. He had also tried to right click the item.
- No one really understood the checkbox function.
- I was surprised that the **users were not so quick to go for the “more” button.**

After the first round of testing, I concluded that **dragging an item in order to move it** was major. While the first two tasks were extremely easy for all three users, the last task really threw them for a loop each time, which I believe compromised the user experience.

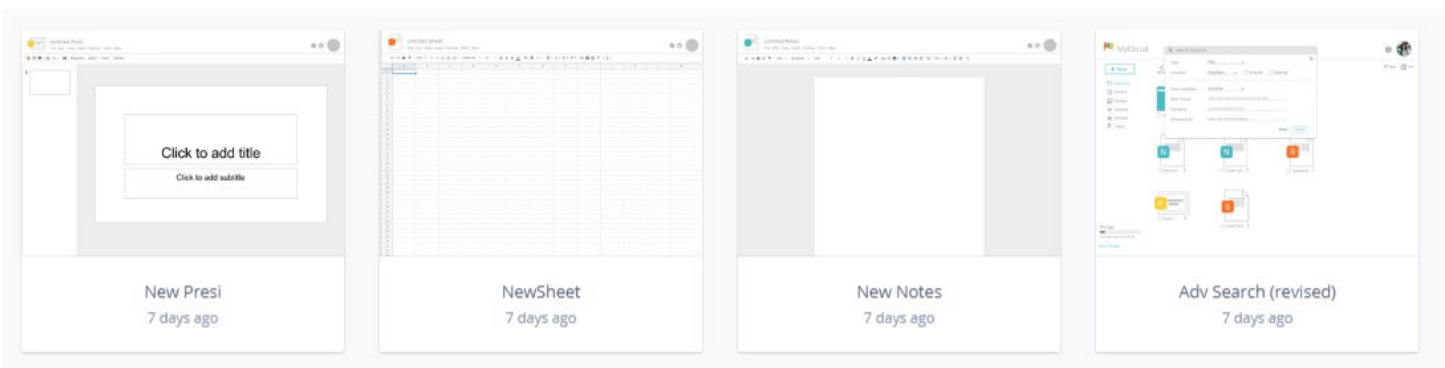


Usability Testing, Round 2

In Round 2 of usability testing, users were told to 1) add a piece of content, 2) organize a piece of content, and 3) share a piece of content. My users were impressed with the clickable prototype and agreed there seemed nothing out of place and that site looked clean and trustworthy.



- Two people's go-to upon the login page was to sign up with Google; one person would be interested in reading more about MyCloud and its services.
- I could tell the users really wanted to be **able to drag and right-click** files to accomplish each task.
- People were also **quick to use the icons across the top** without having selected a file, so I must assume they misunderstood how to use the icons.
- Everyone was able to successfully share a file. I was surprised to see that their **first instinct was to enter an email** rather than to copy the link.
- One person expressed that they rarely ever use the “more” button to complete the tasks and would prefer right-clicking.



From this round of testing, I discovered the importance of **highlighting, selecting, right-clicking, and dragging**. Even though the users understood my concept of using the checkboxes, we agreed that clicking on it as a way to select or highlight one or more files was the best way to go. Also, moving things in bulk would be easiest by clicking and dragging or holding down CTRL. I could also tell that the action buttons across the top could be put to good use if we refined the concept of selecting files. Therefore, I decided to remove the checkbox feature on the dashboard and implemented a new, more forward method to selecting files:

