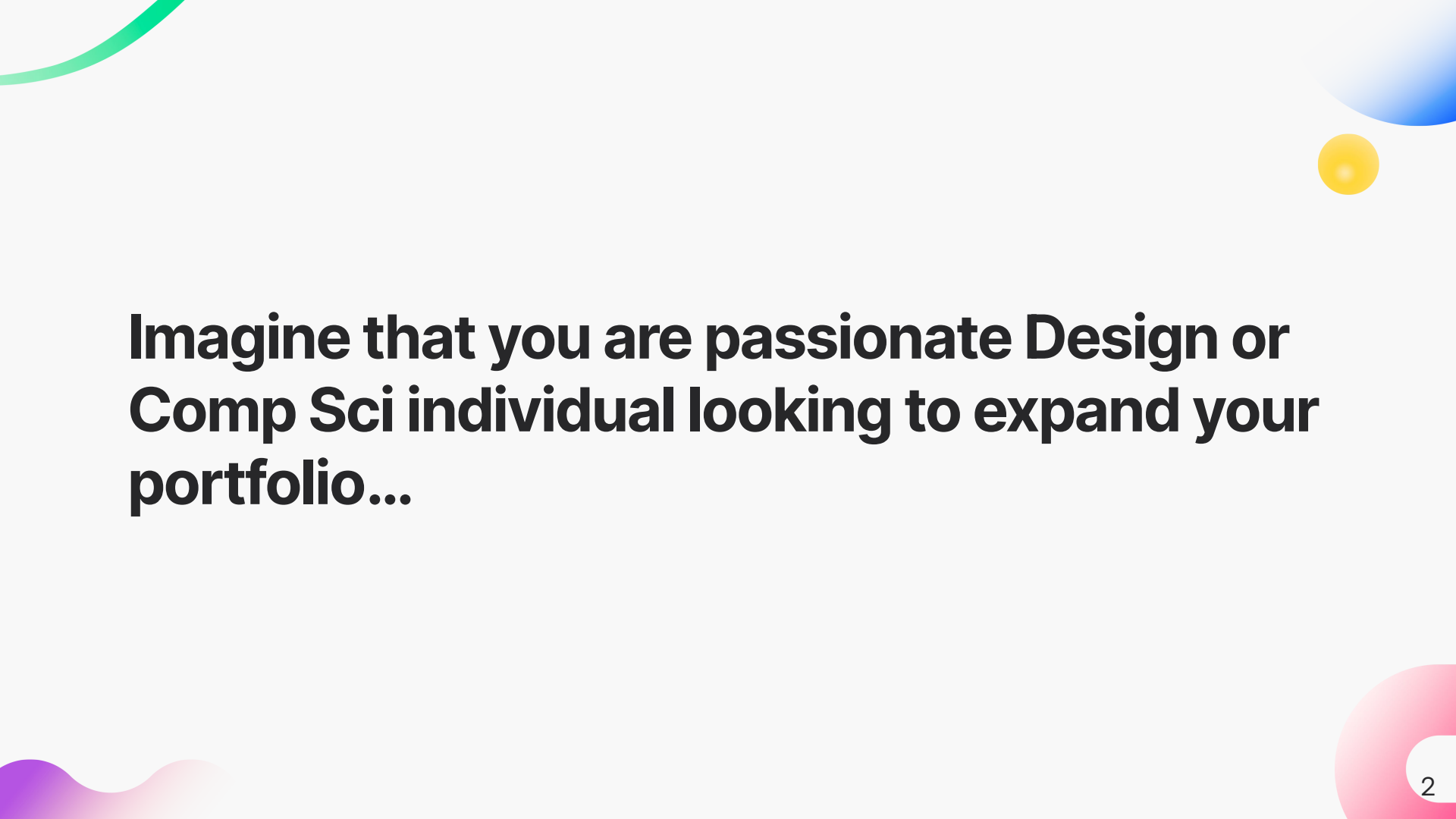


The background features a collection of abstract, colorful geometric shapes. In the top left, there's a large pink circle. In the top right, a small yellow circle and a green arc. On the right side, a large purple circle is partially visible, with a pink arc and a small pink circle nearby. At the bottom, there's a blue circle, a red circle, and a large pink shape with a white circular cutout.

PixelPact

COGS 123: Phase III | Group 15

Alvin Zhou, Hamin Lee, Karen Li, Madison Yu, Taylor Tak

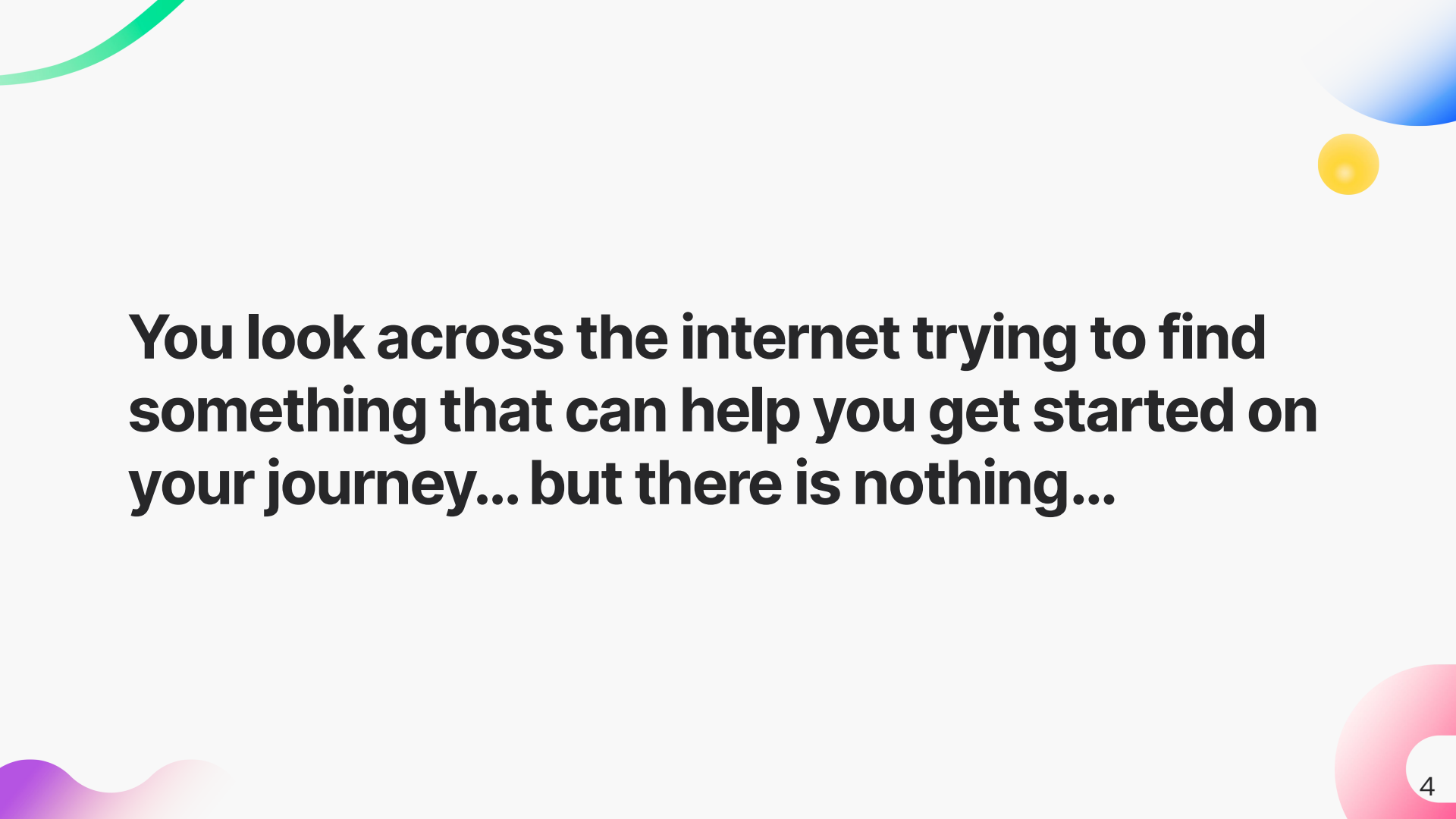


**Imagine that you are passionate Design or
Comp Sci individual looking to expand your
portfolio...**



You are looking to:

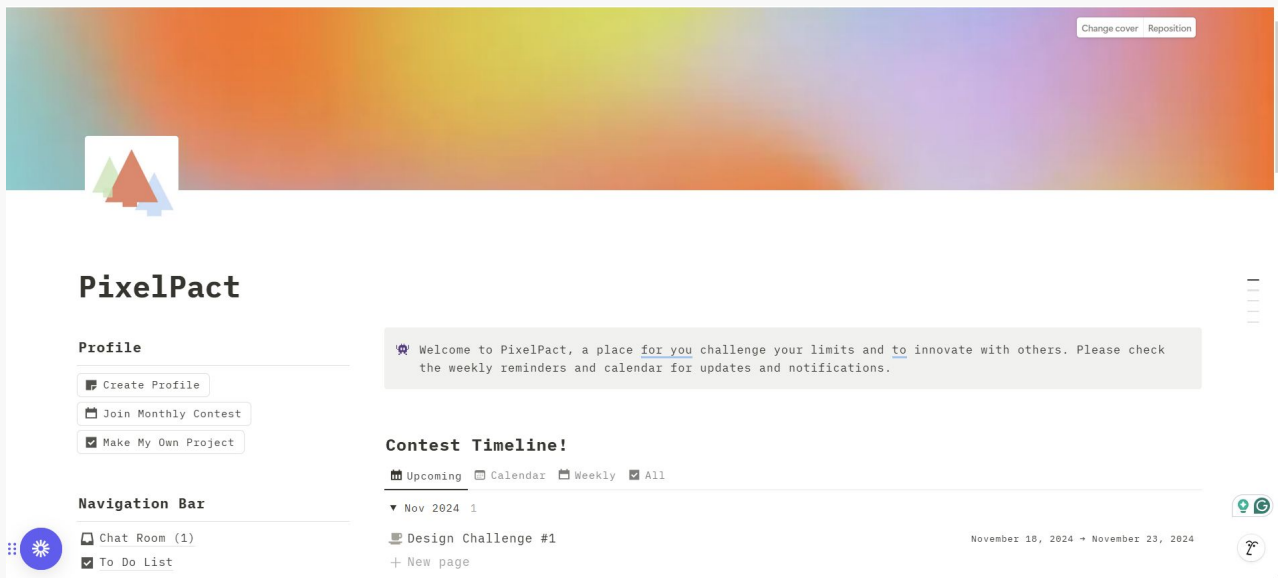
- Create Meaningful Connections
- Create Outstanding Projects
- Gain Real Life Experiences



You look across the internet trying to find something that can help you get started on your journey... but there is nothing...

INTRODUCING PIXELPACT

A novel application that helps you **connect** with other peers through your passion. Our projects are requests created by non-profit organizations to help you get the the **most authentic experience** within the workforce. Each project is designed to **push your limits** of your understanding and **expand your skills** to match **real-world collaborators**.



Features

- User-Friendly Navigation
- Profile Personalization
- Forums and Community Chats
- Ability to Expand your Portfolio
- Incentivized Badges and Achievements
- Rateable profiles
- Personalized and Group Goal Tracker
- Personalized choices for Projects

How does it work?

Users are able to create their own customizable profile and connect with others to collaborate on projects created each month by different non-profit organizations. At the end of every month, the Organization chooses which group designed the best project. The chosen group gets placed onto a leaderboard and also gain a badge for their hard work.

PixelPact Profile

Welcome to PixelPact!
PixelPact is a platform that brings together designers and developers to collaborate and create a new project. Set up your profile now to get started!

kal033@ucsd.edu [Switch account](#)

Not shared

* Indicates required question

First Name, Last Name *

Your answer

Email Address *

Your answer

City *

Profile

Create Profile

Join Monthly Contest


Make My Own Project

Navigation Bar

Chat Room (1)

To Do List

Databases

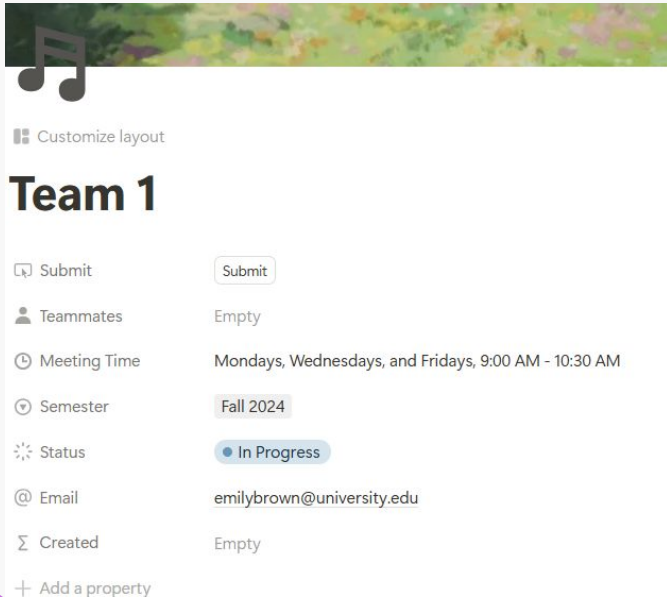


Leo

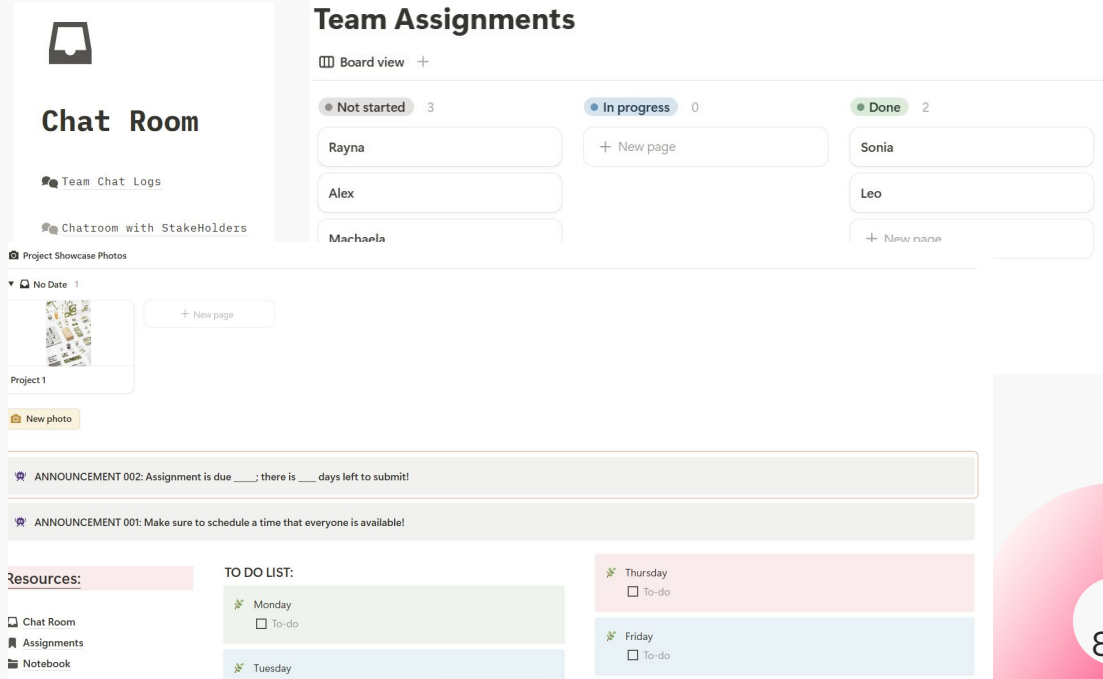
# Connections	100
Bio	Extroverted individual who loves to converse on deep topics. Very passionate about UX design
@ Email Address	leo@sba.edu
Gender	Male
Preferred Roles	User Design
Region / Studying ...	San Bernardino, studying at the Art Center
Skills	Problem solving
Teammate Review	Teammate Review
+ Add a property	

Team Dashboard and Workspace

After they create their profile, they are randomly assigned into a group based on selected roles and will have access to the team dashboard. From there, they are able to communicate about their work time, work schedule, common goal deliverables, and submissions.



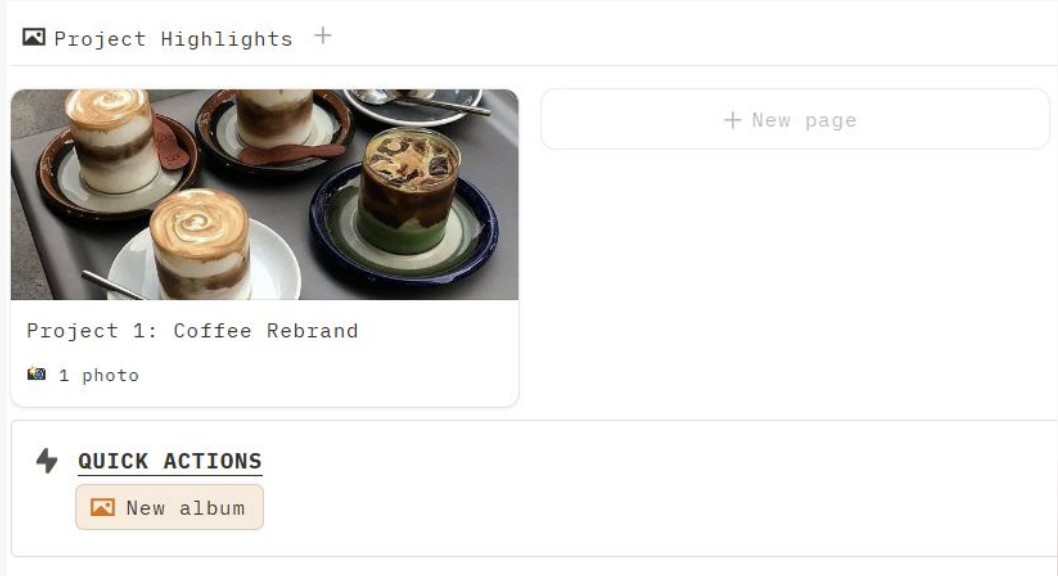
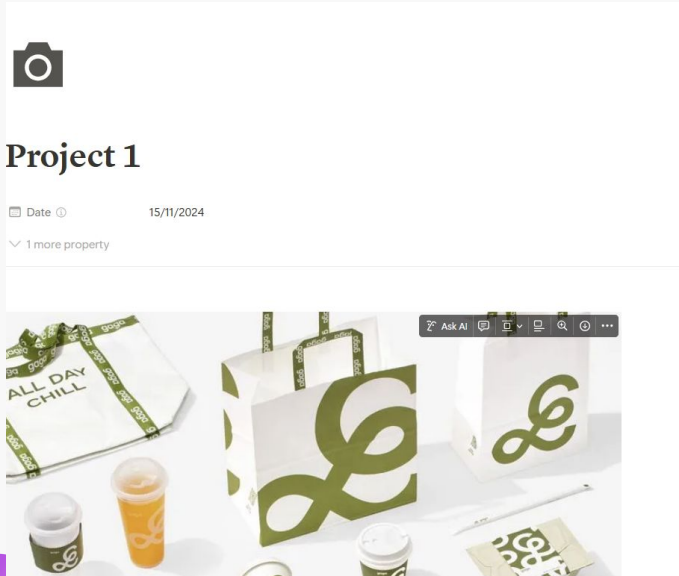
Team 1 dashboard interface. It features a header with a musical note icon and a 'Customize layout' button. The main section is titled 'Team 1' and includes a 'Submit' button, a 'Teamates' section (Empty), a 'Meeting Time' section (Mondays, Wednesdays, and Fridays, 9:00 AM - 10:30 AM), a 'Semester' section (Fall 2024), a 'Status' section (In Progress), an '@ Email' section (emilybrown@university.edu), and a 'Created' section (Empty). A '+ Add a property' button is at the bottom.




Team Assignments and Chat Room interface. The top section is titled 'Team Assignments' and shows a 'Board view' with three columns: 'Not started' (3 items), 'In progress' (0 items), and 'Done' (2 items). The 'In progress' column has a '+ New page' button. The 'Done' column has a '+ New name' button. Below this is a 'Chat Room' section with a 'Team Chat Logs' button and a 'Chatroom with StakeHolders' button. The 'Chat Room' section also includes a 'Project Showcase Photos' section with a 'No Date' filter and a '+ New photo' button. The 'Chat Room' section also includes a 'Resources' section with links to 'Chat Room', 'Assignments', and 'Notebook'. The bottom section is titled 'TO DO LIST:' and shows a list of tasks for Monday, Tuesday, and Thursday, with checkboxes for 'To-do'.

Submissions and Highlights

As a group, if they are opted in to complete the month's design contest, they will have access to the main design album, and a subfolder will be created. Within their team workspace, they can directly update to the subfolder about their process or final deliverables for feedback.



Leaderboard and Contest Updates



Design Challenge #1

Click to Create Tea...

Click to Create Team

Type

Project Briefs

Due Date

November 18, 2024 → November 23, 2024

+ Add a property

Add Notes

BUSINESS:

Driftwood & Brew

TYPE:

BUSINESS:

TYPE:

INTRODUCTION:

Target Audience:

DELIVERABLES (TASKS):

DESIGN KEYWORDS

Leaderboard

Board

Teams

Chosen Teams

+

ooooo

1

ooooo 1

oooo

1

ooo

1

oo

1

Contest Timeline!

Upcoming

Calendar

Weekly

All

Open in Calendar

<

Today

>

Mon	Tue	Wed	Thu	Fri
28	29	30	31	Nov 1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
# Design Challenge #1				
25	26	27	28	29

The background features several large, soft-edged, overlapping shapes in shades of pink, red, orange, purple, and blue. A small green arc is visible on the left side. The overall aesthetic is modern and vibrant.

Let's Prototype!

Create and customize your profile!



Personas



Name: Angela
Gender: Female
Age: 18

- **Designer Team:** Visuals
- **Occupation:** Student
- Located in Los Angeles, studying at UCSD
- **Personalities:** Extroverted individual not afraid to speak up and become a leader
- **Feelings:** Excited, hopeful, happy, curious
- **Frustrations:** wants to find something that can help her gain an edge on her portfolio
- **Goals:** Wishes to add to her college portfolio and gain meaningful connections with those working with her.



Name: David
Gender: Male
Age: 30

- **Programming Team:** Front-end Developer
- Located in San Francisco, studied at Stanford
- **Personalities:** Confident, Honest, Open, Articulate
- **Feelings:** Calm and Determined
- **Frustrations:** He needs help finding collaborative settings from his workspace and wishes to expand his skills more from solo freelancing.
- **Goals:** To network with a new audience, and to work together to create a collaborative project that he is passionate about.



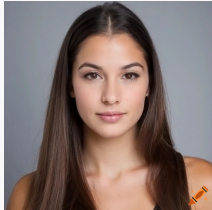
Name: Sonia
Gender: Female
Age: 19

- **Designer Team:** UX Research
- Located in Orange County, studies at Cal State Fullerton
- **Personalities:** Timid, Introverted, Quiet, Detail oriented
- **Feelings:** Nervous, determined, Scared
- **Frustrations:** She struggles to open up because her friends do not share the same hobby, and she wants to find a welcoming community that shares her interests.
- **Goals:** to become more open to others and practice her social interaction skills with those of the same interest



Name: Leo
Gender: Male
Age: 23

- **Designer Team:** UX Design
- Located in San Bernardino, studying at the Art Center
- **Personalities:** Extroverted individual who loves to converse on deep topics. Very passionate about UX design
- **Feelings:** Excited, Determined, and nervous
- **Frustrations:** he feels that his portfolio is missing something and he wants more to add to his works
- **Goals:** to learn more about other roles in design and gain more projects under his belt.

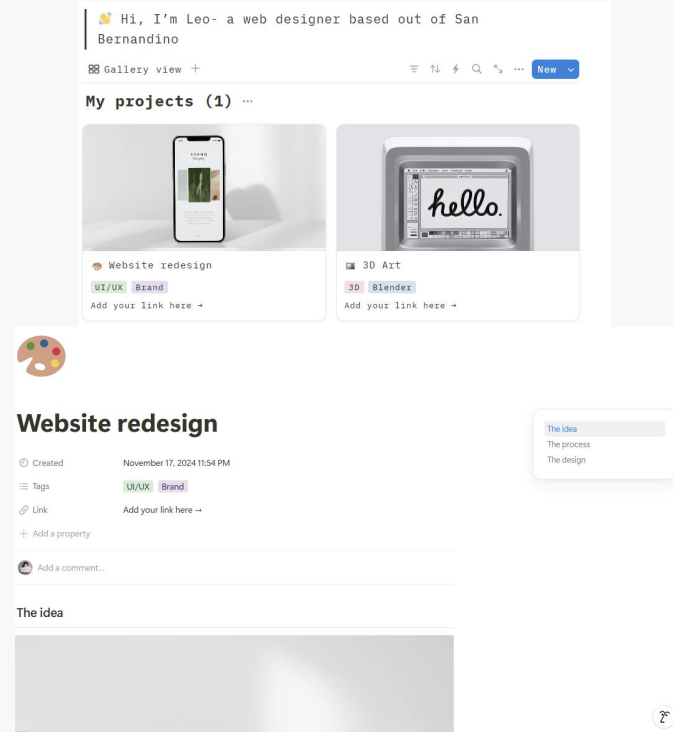


Name: Rayna
Gender: Female
Age: 22

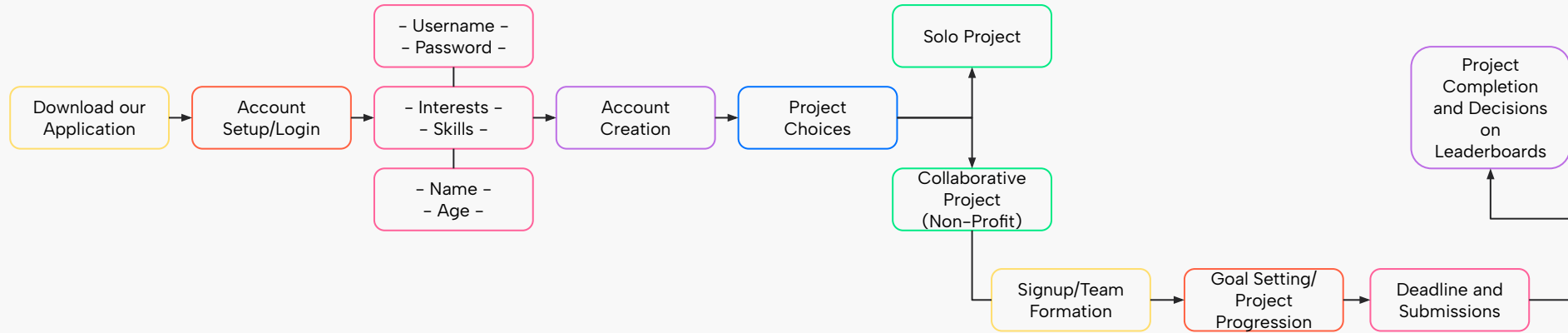
- **Designer Team:** Branding
- Located In Sacramento, studied at Sacramento Art College
- **Personalities:** Detail Driven, Fast-paced
- **Feelings:** Scared, Excited, Hopeful
- **Frustrations:** She wants to find a community that helps her build design skills while allowing her to test the limits of her imagination, unlike other apps.
- **Goals:** She wants to test the limits of her creativity, and hopefully find what skills she needs to hone in on

What can you do with these projects?

- Add these projects to **build your portfolio** to show employers
- Start a **passion project** with people interested in the same cause
- **Network** with others with similar career paths through collaboration, creating **stronger connections**
- Get **feedback** from a great community and gain **recognition** through your profile and achievements
- **Practice** and **improve** your **skills** in UI/UX and front-end development



User Experience Chart



Conclusion + Feedback

Thank you for taking the time to test out our prototype! Please fill out this feedback form to evaluate your experience with our prototype: <https://forms.gle/gHMSGpQo4mJE1mUk9>



End of slides

The background features several abstract, colorful shapes. In the top left, there's a yellow curved line and a red-to-white gradient circle. In the top right, a red-to-white gradient shape and a yellow circle are visible. On the left side, a large pink-to-white gradient shape is partially shown. At the bottom left, a pink-to-white gradient shape and a purple-to-white gradient shape are present. At the bottom center, a blue-to-white gradient circle is visible. On the right side, a purple-to-white gradient shape and a green-to-white gradient shape are shown, along with a small pink circle.

Competitor Analysis

Coursera

Online learning platform: Founded in 2012, the platform offers online courses, certifications, and degree programs from universities and companies worldwide. Known for flexibility as courses are asynchronous and be learned at own pace.

- **Brand identity**

Tone: trustworthy, empowering, innovative
Brand colors: black, white, blue

- **Value Propositions**

Brand slogan: **Learn without limits**
Start, switch, or advance your career with more than 7,000 courses, Professional Certificates, and degrees from world-class universities and companies.

- **Marketing efforts**

Social Media: LinkedIn, Twitter, and Youtube
Partnerships: Universities, industry programs, and corporate education programs.
Advertisements: Google, Youtube, Influencers, SEO searches



Subject

- ☐ Business (2,135)
- ☐ Computer Science (1,387)
- ☐ Data Science (994)
- ☐ Information Technology (713)

[Show more](#)

Language ⓘ

- ☐ English (6,706)
- ☐ French (5,428)
- ☐ Spanish (5,393)
- ☐ Portuguese (Brazil) (5,102)

[Show more](#)

Learning Product

- ☐ Guided Projects (547)
- ☐ Graduate Certificates (9)
- ☐ Courses (6,408)
- ☐ Professional Certificates (132)
- ☐ Specializations (808)

**Business Analysis
& Process Management**

Coursera Project Network

Business Analysis & Process Management**Skills you'll gain:** Business Analysis, Business Process Management

★ 4.4 · 5.1K reviews

Beginner · Guided Project · Less Than 2 Hours



Coursera Project Network

Build a free website with WordPress**Skills you'll gain:** Creativity, Web Design, Web Development

★ 4.4 · 1.2K reviews

Intermediate · Guided Project · Less Than 2 Hours



Coursera Project Network

Introduction to Microsoft Excel**Skills you'll gain:** Data Analysis, Microsoft Excel, Data Management, Leadership and Management

★ 4.6 · 9.8K reviews

Intermediate · Guided Project · Less Than 2 Hours



Pontificia Universidad Católica de Chile



IBM



University of Pennsylvania

Skillshare

Peer to Peer Exchange: Founded in 2010, it is an open platform for anyone to teach and learn creative skills. Focuses mainly on the creative aspects of skills, like photography, film, ux design, marketing...etc. Paid subscriptions only.

• Brand identity

Tones: accessibility, creativity, and community

Brand colors: neon green, black, white, sky blue

• Value Propositions

Slogan: Become a pro with thousands of creative classes.

- project based courses where one completes a project to be done with a class
- can learn both synchronously and asynchronously
- emphasize on community feedback and collaborations

• Marketing efforts

Social media: Youtube, Instagram, and Tiktok ads + ambassadors

Partnerships: Universities, popup workshops

Offers: Free trial for the first month, discounts to certain groups

The Skillshare logo is displayed within a blue rounded rectangular border. The word "SKILL" is in a bold, dark blue, sans-serif font, with a small neon green dot above the second 'l'. The word "Share." is in a dark blue, sans-serif font, with a small neon green dot at the end of the period.

Creativity with Purpose

Explore classes with Black artists whose work opens conversation, inspires creativity, and drives change.

View Classes

Featured: Skillshare Teacher Lael Jordan



Join a Workshop

View All Workshops

Jun 15th - Jul 13th, 2020



Dream It, Do It: Build Your Creative Business

hosted by Alison from Skillshare

Jun 15th - Jul 13th, 2020



Fun Drawing Projects... For FUN

hosted by Alison from Skillshare

Jun 15th - Jul 13th, 2020



Make a Funny or Dramatic 5-Shot Film

hosted by Alison from Skillshare

Jun 15th - Jul 13th, 2020



Break Creative Blocks: Get into Flow State

hosted by Alison from Skillshare

SKILL
share.

Beginner's Guide to Skillshare

Welcome back **Martha**, ready for your next lesson?



LESSON 7 OF 12 | 10m

Drawing with Shapes

Chris Egge

10m 54s



Recommended For You



5,400 students

Animation for Illustrators: Adding Movement with Procreate & Penciltop

Lizzy Hendrix-Perry



11,418 students

Productivity Masterclass: Create a Custom System that Works

Thomas Pratt



5,000 students

Creative Writing: Crafting Personal Essays with Impact

Rebecca Day

BumbleBizz

Social Matching: An extension site from the dating app, Bumble, it utilizes a similar format of swiping and matching with a professional.

- **Brand identity**

Tones: respectful, innovative, and empowering
Brand colors: coral, honey yellow, white, and black

- **Value Propositions**

Slogan: Make the first move
Core values: Bumble Bizz's women-first approach, women gets priority swiping to prevent harassment. More casual than LinkedIn to meet professionals, can link to chat.

- **Marketing efforts**

Social Media: LinkedIn and Instagram, influencers and ads
Events: Webinars, sponsorships
Contents: workshops, online tutorials





<p>Strengths</p> <p>Our app offers users the opportunities to engage in projects supporting a good cause to build their portfolio, a stronger networking system through group collaboration, and practice with the design/front-end developing process.</p>	<p>Weaknesses</p> <p>Unlike Coursera and Skillshare, since it is an open platform with no formal credentials / certification, can lack credibility and professionalism. Depends on users to keep each other accountable.</p>
<p>Opportunities</p> <p>Existing applications are focused on either professional structured course or networking. Our app is a more casual space that makes projects less intimidating, while giving users the freedom to choose what projects they are interested in. Our app fosters community engagement and learning for designers and front-end developers.</p>	<p>Threats</p> <p>Users may try the platform, but fail to stay motivated because of the online nature of all the group projects.</p>

