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...

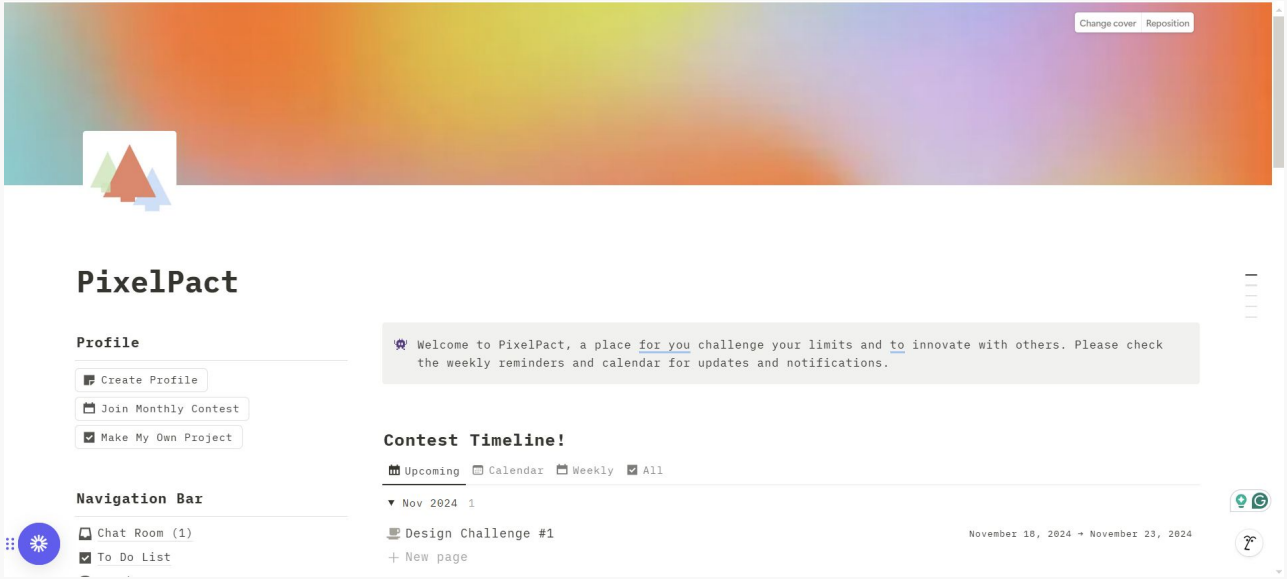
You are looking to:

- 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**.

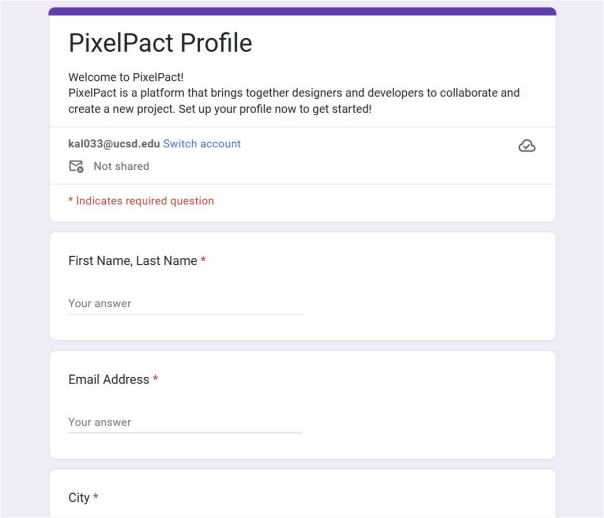


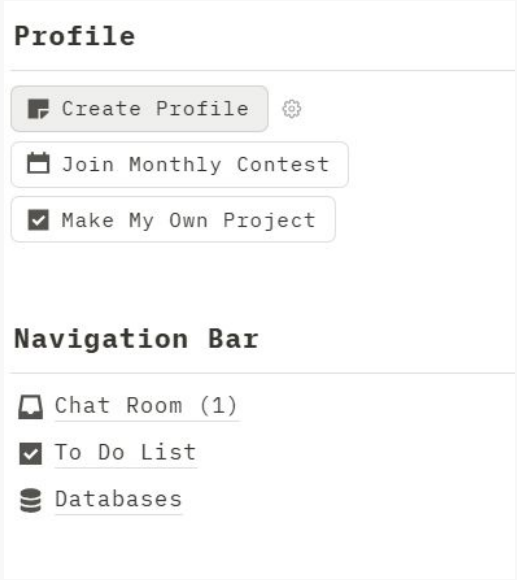
Features

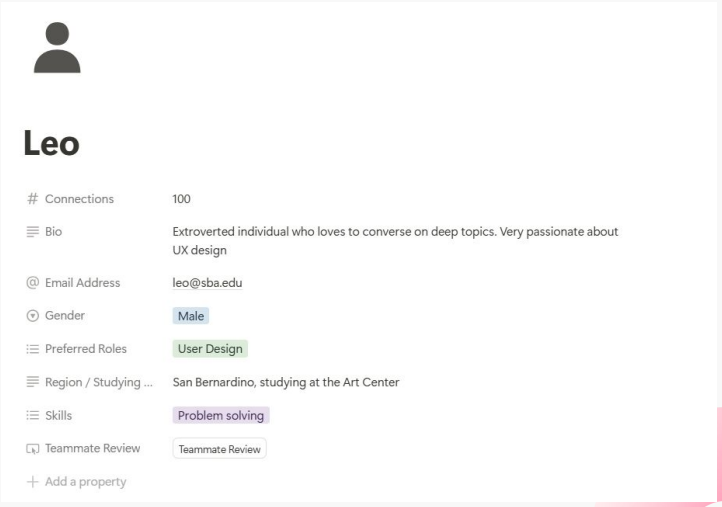
- User-Friendly Navigation
- Profile Personalization
- Forums and Community Chats
- Ability to Expand your Portfolio
- Incentivized Badges and Achievements
- Rateable profiles
- Personalized and Group Goal Tracker
- Personalized choices for Projects

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.

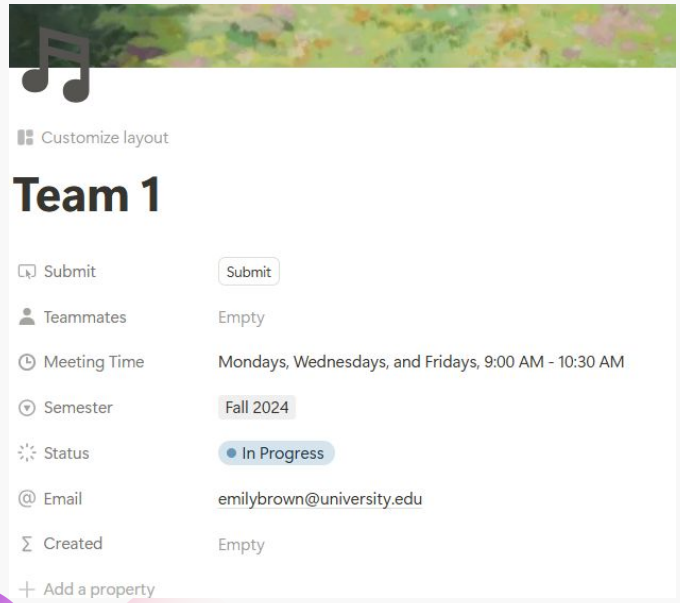


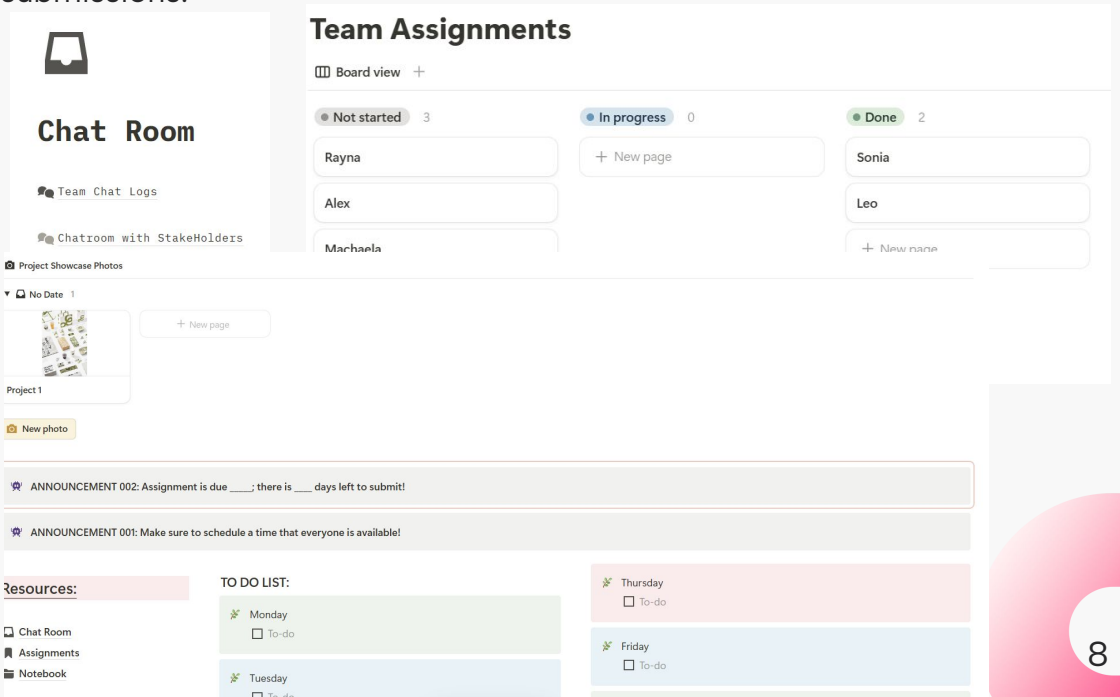




Team Dashboard and Workspace

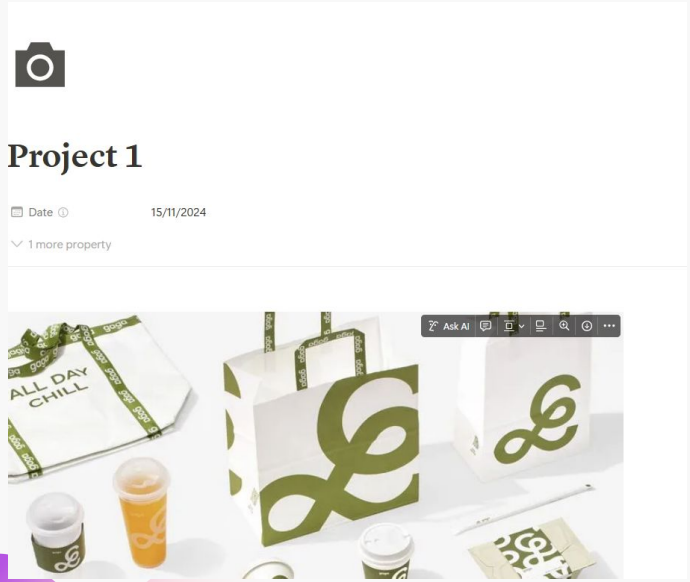
After they create their profile, they are randomly assigned into a group based on selected roles and will have access to the team dashboard. From there, they are able to communicate about their work time, work schedule, common goal deliverables, and submissions.

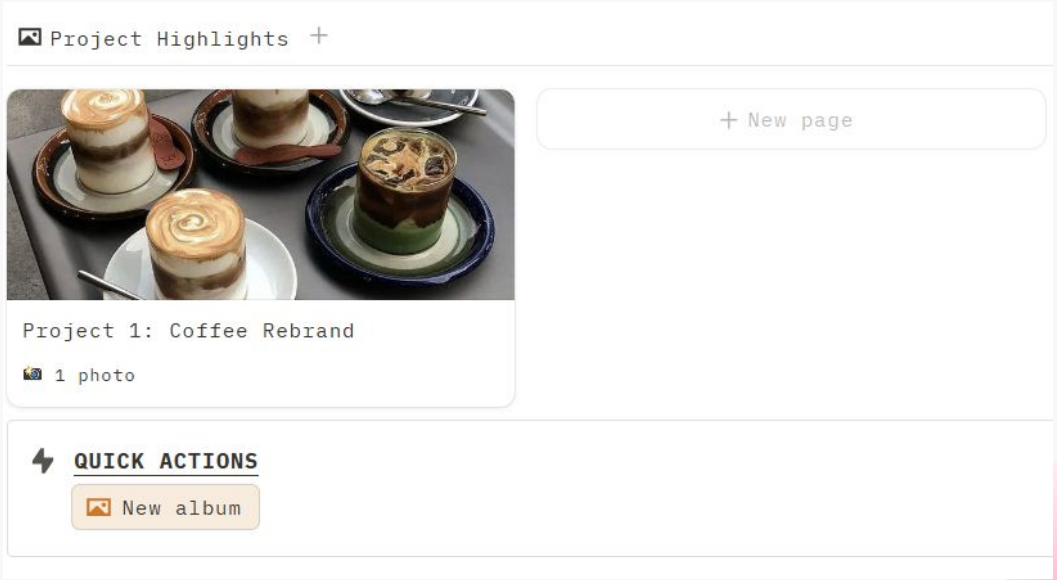




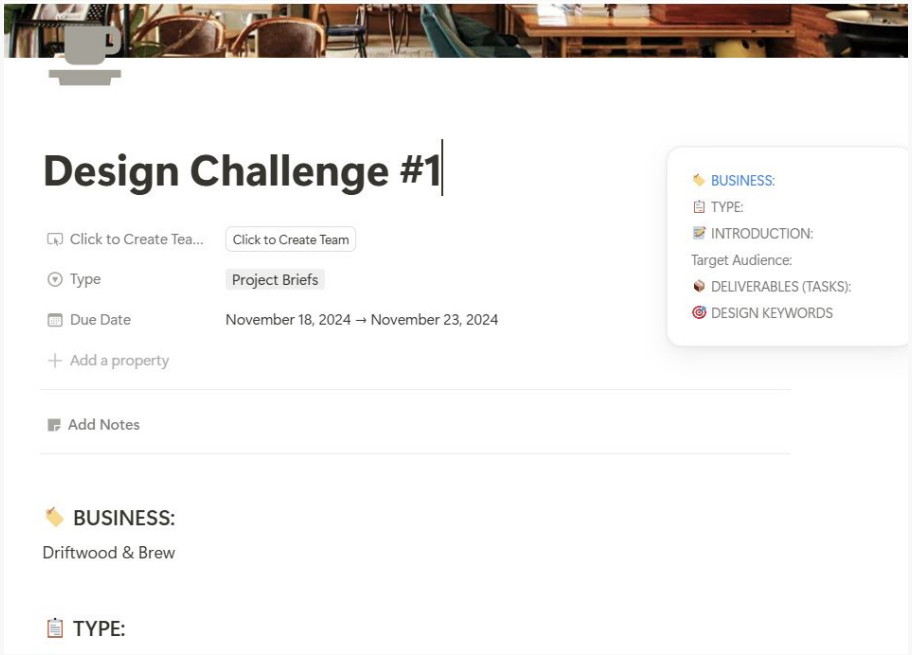
Submissions and Highlights

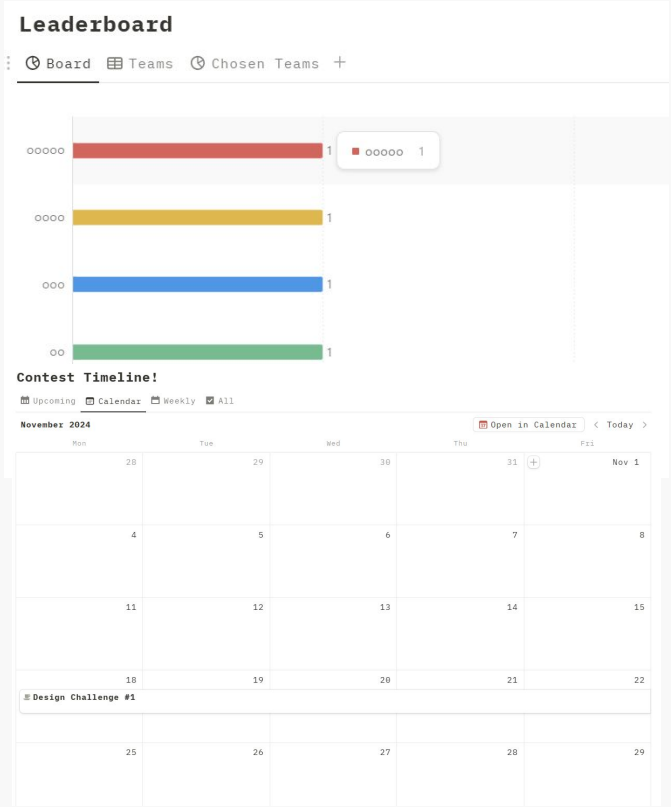
As a group, if they are opted in to complete the month's design contest, they will have access to the main design album, and a subfolder will be created. Within their team workspace, they can directly update to the subfolder about their process or final deliverables for feedback.





Leaderboard and Contest Updates





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

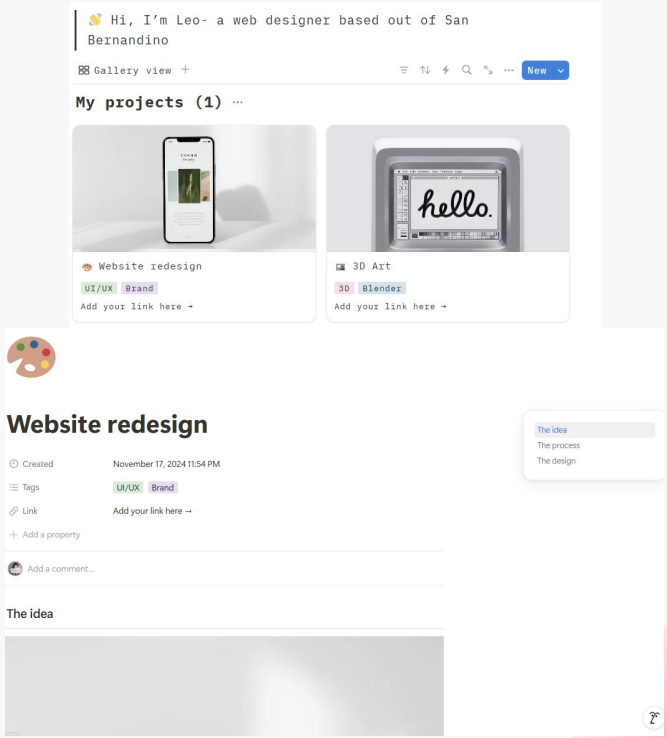
- **Designer Team:** UX Design
- Located in San Bernardino, studying at the Art Center
- **Personalities:** Extroverted individual who loves to converse on deep topics. Very passionate about UX design
- **Feelings:** Excited, Determined, and nervous
- **Frustrations:** he feels that his portfolio is 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

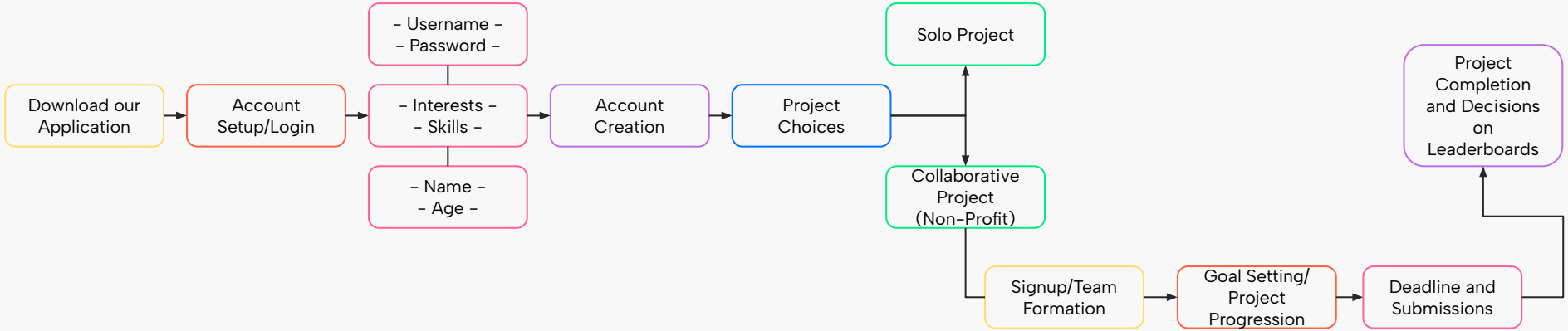
- **Designer Team:** Branding
- Located In Sacramento, studied at Sacramento Art College
- **Personalities:** Detail Driven, Fast-paced
- **Feelings:** Scared, Excited, Hopeful
- **Frustrations:** She wants to find a community that helps her build design skills while allowing her to test the limits of 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

Competitor Analysis

Coursera

Online learning platform: Founded in 2012, the platform offers online courses, certifications, and degree programs from universities and companies worldwide. Know 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

coursera Explore free Online Degrees Careers Log In Join for Free

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)

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**

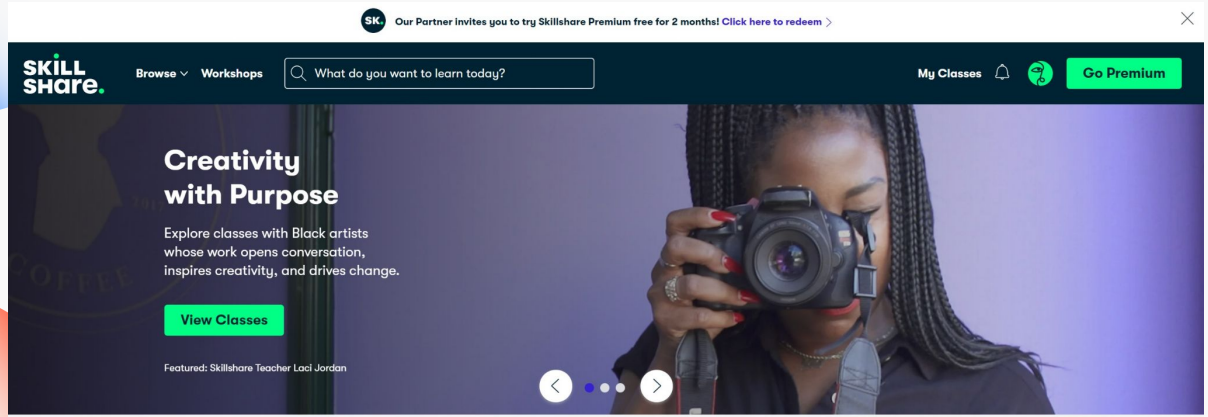
  Tones: accessibility, creativity, and community
  Brand colors: neon green, black, white, sky blue

- **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


Our Partner invites you to try Skillshare Premium free for 2 months! Click here to redeem
SKILL SHARE.
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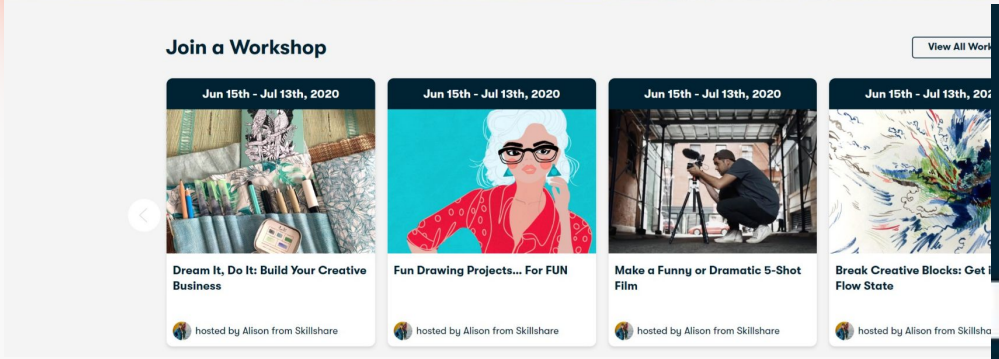
My Classes
Go Premium
Creativity with Purpose
Explore classes with Black artists whose work opens conversation, inspires creativity, and drives change.
View Classes
Featured: Skillshare Teacher Laci Jordan


Join a Workshop
View All Work
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, 202
Break Creative Blocks: Get i Flow State
hosted by Alison from Skillsha

SKILL SHARE.
Beginner's Guide to Skillshare
Welcome back Martha, ready for your next lesson?
Drawing with Shapes
Recommended For You

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

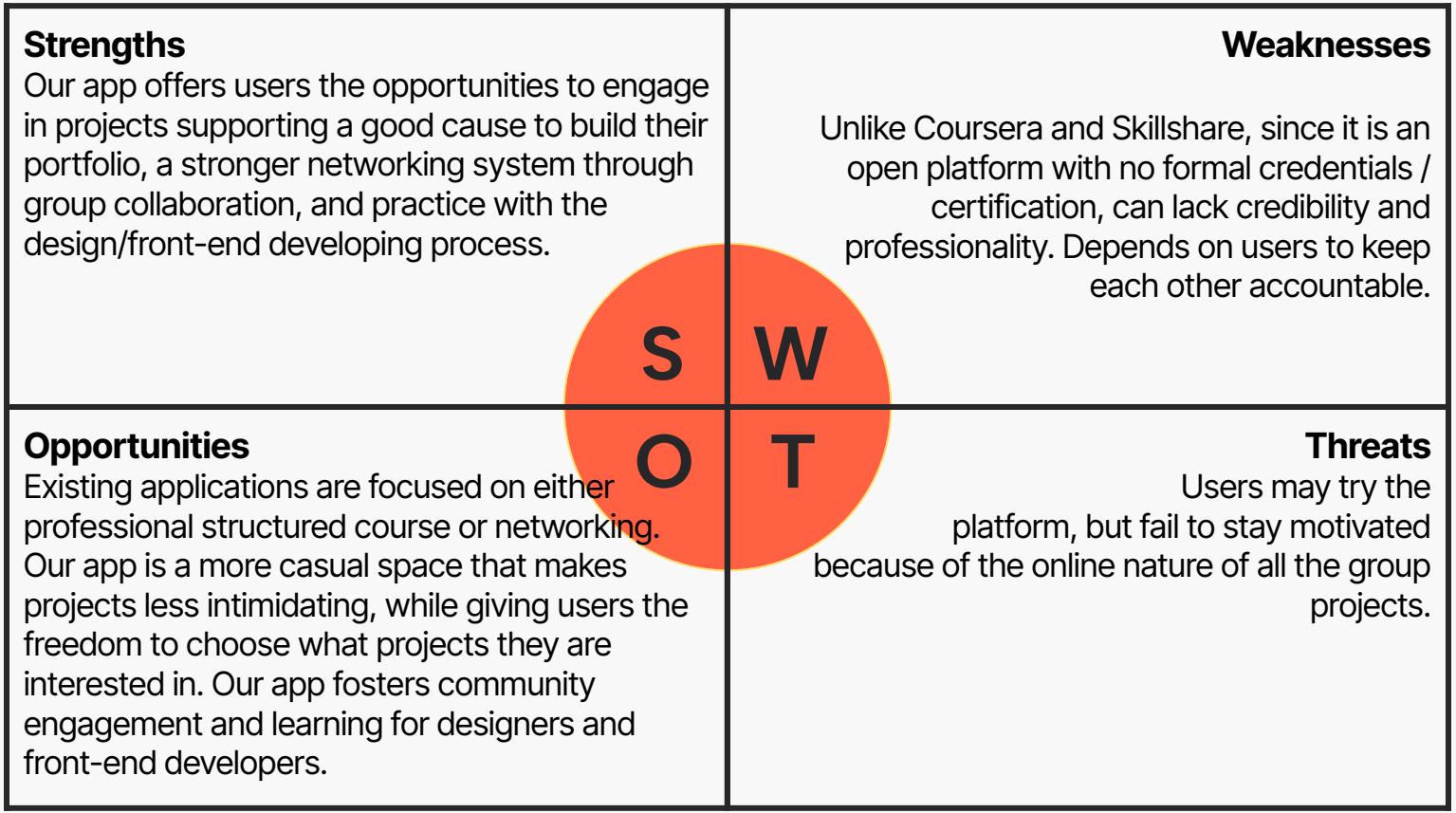
- **Value Propositions**

  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

bumble
bumblebizz
Elisabeth
Principal Architect at Whitaker + Young
Luke


Strengths
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.
Weaknesses
Unlike Coursera and Skillshare, since it is an open platform with no formal credentials / certification, can lack credibility and professionality. Depends on users to keep each other accountable.
S
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Opportunities
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.
Threats
Users may try the platform, but fail to stay motivated because of the online nature of all the group projects.