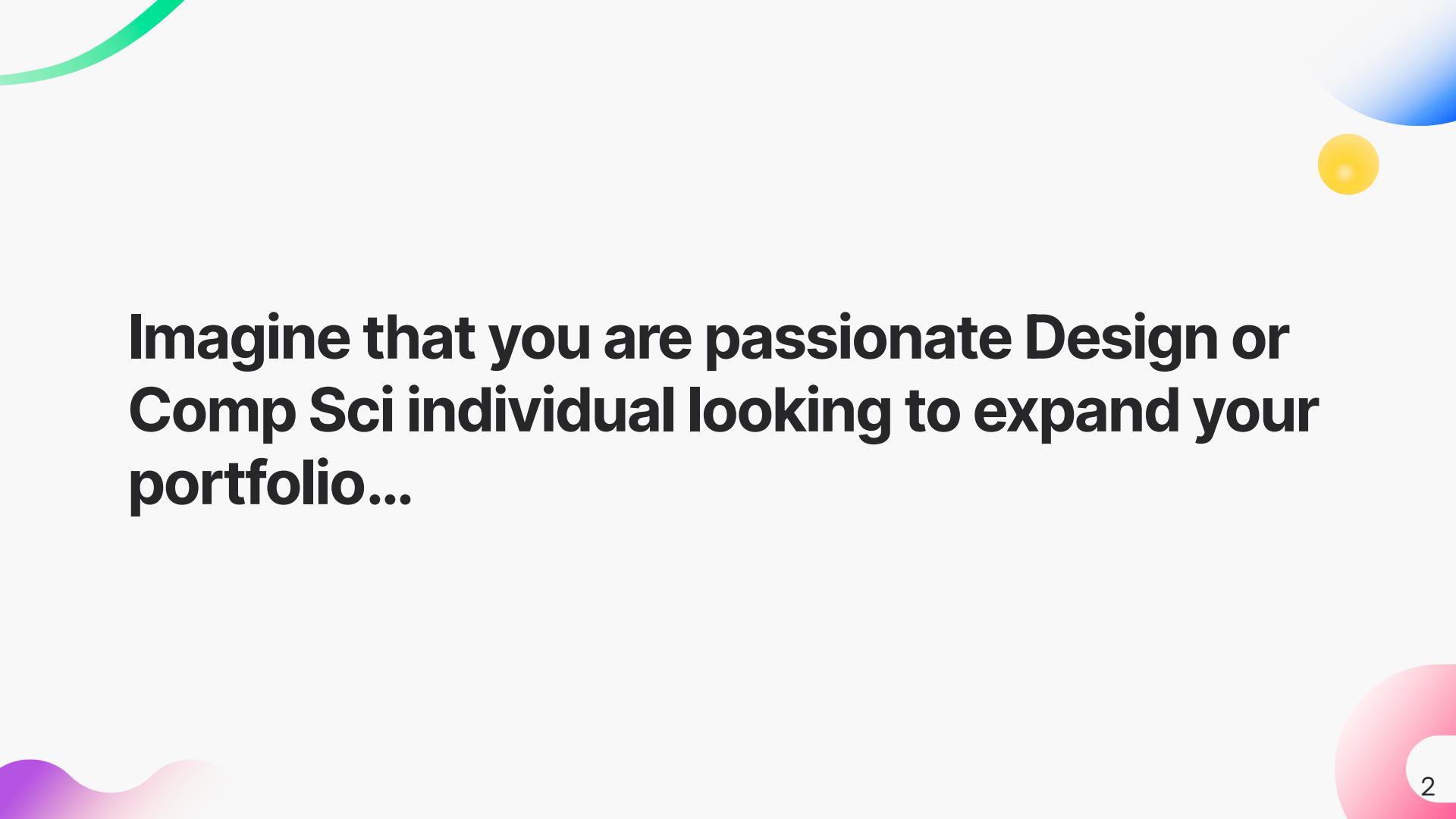


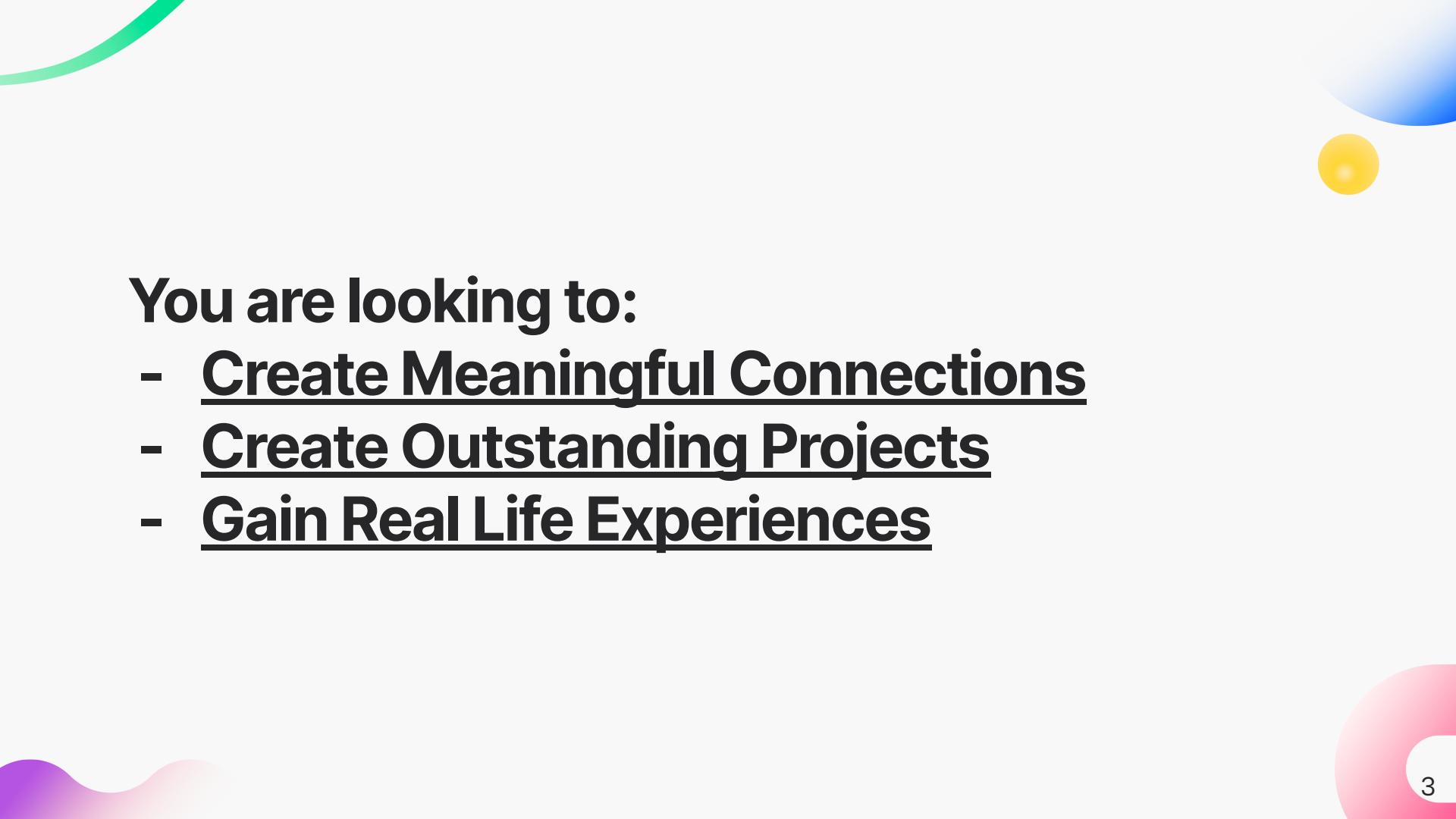
PixelPact

COGS 123: Phase III | Group 15

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

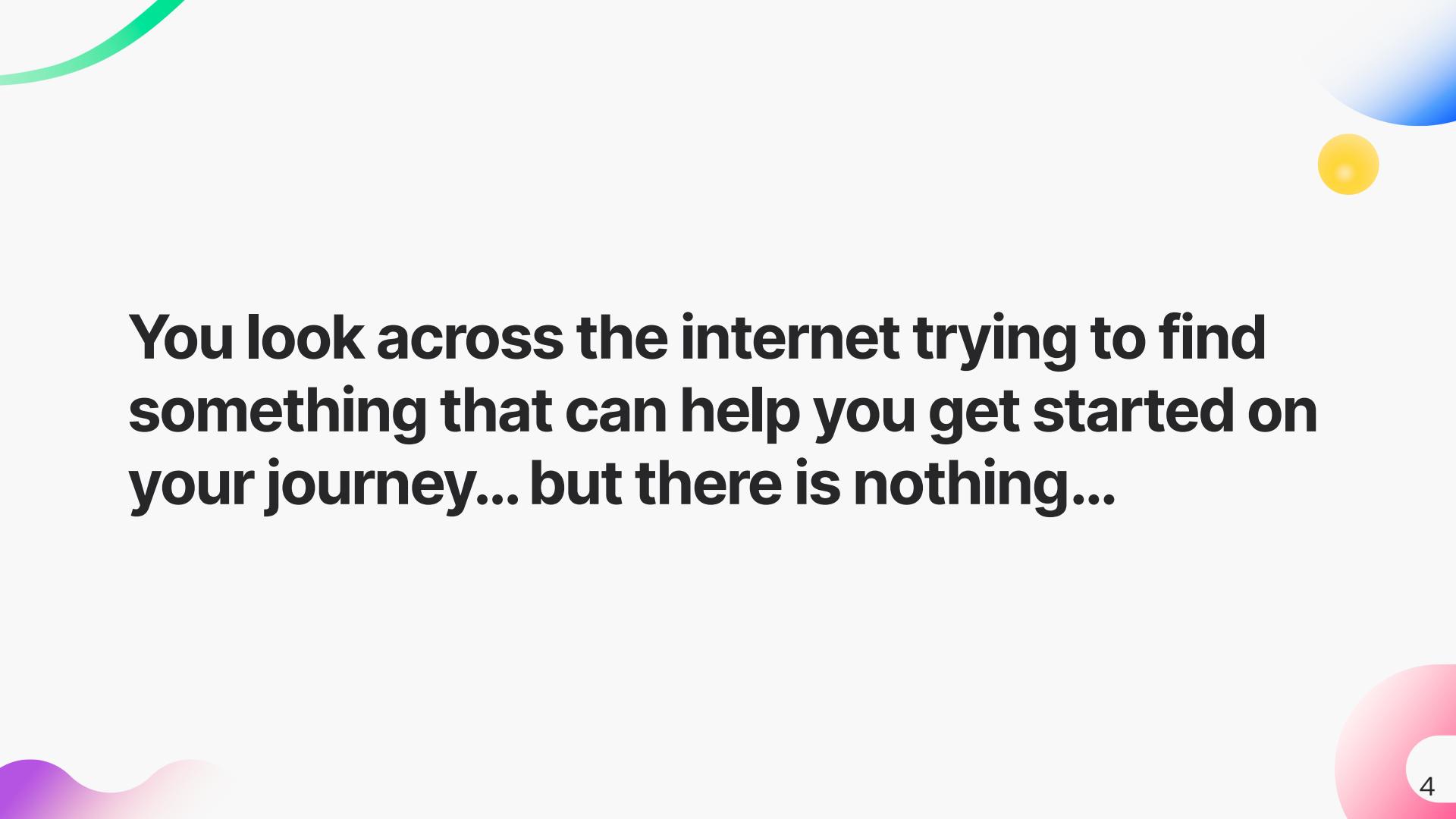


Imagine that you are passionate Design or Comp Sci individual looking to expand your portfolio...



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**.



The screenshot shows the PixelPact application interface. At the top, there's a large, colorful gradient background with a small logo in the bottom-left corner. Below the logo, the word "PixelPact" is displayed in a bold, sans-serif font. On the left side, there's a "Profile" sidebar with options like "Create Profile", "Join Monthly Contest", and "Make My Own Project". A "Navigation Bar" at the bottom includes links for "Chat Room (1)" and "To Do List", along with a circular icon containing a sun-like symbol. The main content area features a "Welcome" message: "Welcome to PixelPact, a place for you challenge your limits and to innovate with others. Please check the weekly reminders and calendar for updates and notifications." Below this is a "Contest Timeline!" section with tabs for "Upcoming", "Calendar", "Weekly", and "All". It shows an event for "Design Challenge #1" from November 18, 2024, to November 23, 2024. The bottom right corner has a small "5" indicating it's page 5 of the presentation.

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.



Customize layout

Team 1

Submit

Teammates: Empty

Meeting Time: Mondays, Wednesdays, and Fridays, 9:00 AM - 10:30 AM

Semester: Fall 2024

Status: In Progress

Email: emilybrown@university.edu

Created: Empty

+ Add a property

Chat Room

Team Chat Logs

Chatroom with StakeHolders

Project Showcase Photos

No Date 1

Project 1

New photo

ANNOUNCEMENT 002: Assignment is due ____; there is ____ days left to submit!

ANNOUNCEMENT 001: Make sure to schedule a time that everyone is available!

Resources:

- Chat Room
- Assignments
- Notebook

TO DO LIST:

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

Board view

Team Assignments

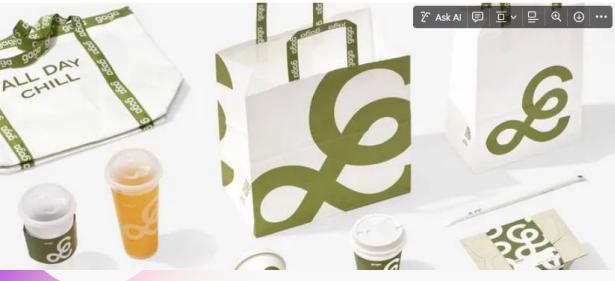
Not started	In progress	Done
3	0	2
Rayna	+ New page	Sonia
Alex		Leo
Marcaela		+ New name

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.

 Project 1

Date 15/11/2024
1 more property



 Project Highlights +

+ New page



Project 1: Coffee Rebrand

1 photo

 QUICK ACTIONS

New album

Leaderboard and Contest Updates



Design Challenge #1

Click to Create Team...

Click to Create Team

Type

Project Briefs

Due Date

November 18, 2024 → November 23, 2024

+ Add a property

Add Notes

BUSINESS:

TYPE:

INTRODUCTION:

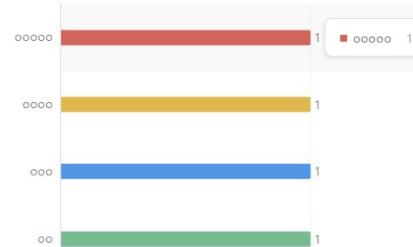
Target Audience:

DELIVERABLES (TASKS):

DESIGN KEYWORDS:

Leaderboard

Board Teams Chosen Teams +



Contest Timeline!

Upcoming Calendar Weekly All

NOVEMBER 2024

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

Design Challenge #1

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: 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: 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



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: 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.

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

Hi, I'm Leo- a web designer based out of San Bernardino

Gallery view +

My projects (1) ...

Website redesign

UI/UX | Brand

Add your link here →

3D Art

3D | Blender

Add your link here →

The idea

The process

The design

Website redesign

Created November 17, 2024 11:54 PM

Tags UI/UX | Brand

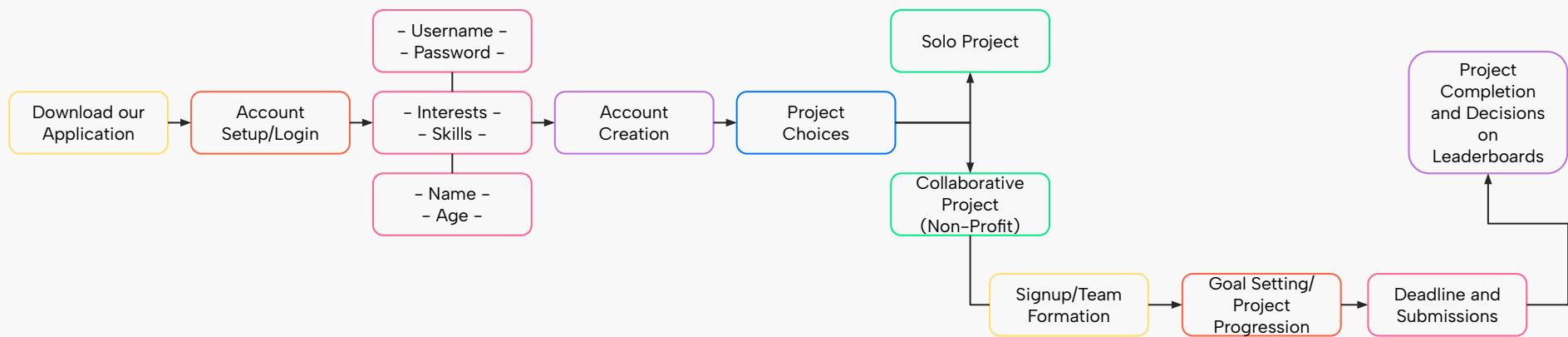
Link Add your link here →

Add a property

Add a comment...

The idea

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. Known for flexibility as courses are asynchronous and can 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





Our Partner invites you to try Skillshare Premium free for 2 months! [Click here to redeem](#) >

**SKILL
SHARE.**

Browse ▾ Workshops



What do you want to learn today?

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

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

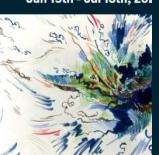
Jun 15th - Jul 13th, 2020



Make a Funny or Dramatic 5-Shot Film

hosted by Alison from Skillshare

Jun 15th - Jul 13th, 2020



Break Creative Blocks: Get in Flow State

hosted by Alison from Skillshare

[View All Workshops](#)

SKILL SHARE.

Beginner's Guide to Skillshare

Welcome back Martha, ready for your next lesson?



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





<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>