

DESIGN GUIDE



projectBOAT

Group

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Our Mission

Project Boat strives to create a solution for the professionals and students of the creative fields that solves the problems of project-sharing in groups or individually, a platform to encourage people to share their knowledge and inspire others to create something amazing. This can be achieved because the full potential of creative power lies in sharing.

Identity

Wanted Identity

Project Boat aims to be perceived as a professional, yet very approachable company to our shareholders and users. We are here to bring accountability, reliability and transparency to the table and that is what drives us forward. For us, being up to date means more than just following the trends, we believe that we should be up to date with our customer needs and complaints as it is the key to customer satisfaction and retention.

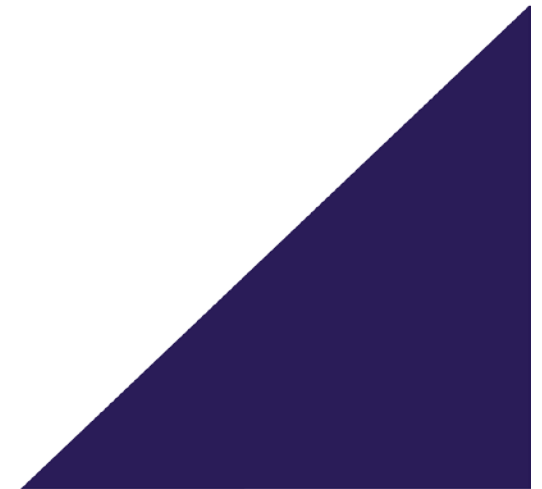
Color palette

HEX #10124f

HEX #5f62ac

HEX #addbff

HEX #ffe27c





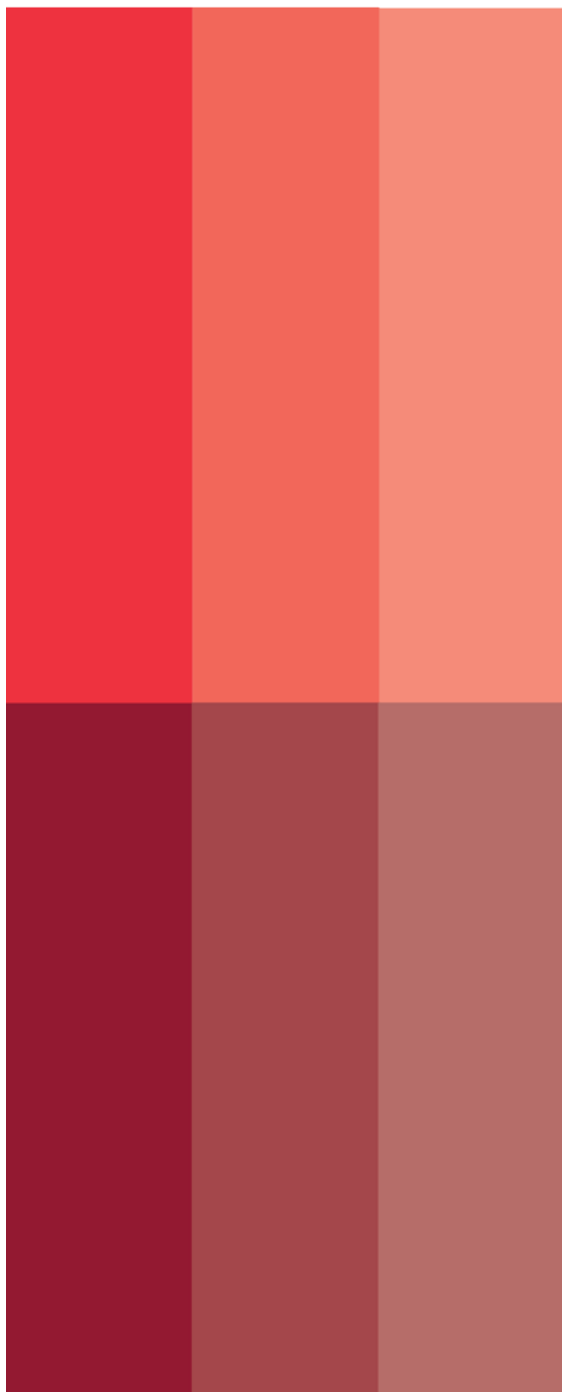
This pallet makes a colorful combination which expresses a creative vibe.

Still, the chosen selection of colors is not very bright and overwhelming. The platform will be the gallery of various artworks, thus the pallet should not overpower the main content.

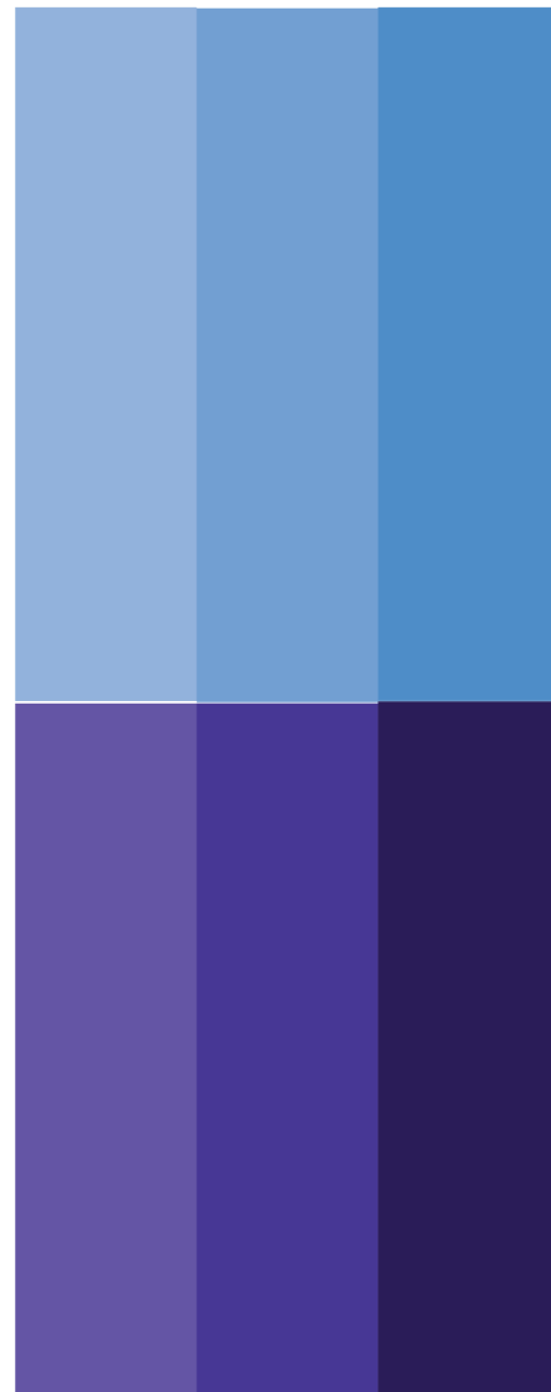
Each color on its own can be used as a representation of our corporate Identity.

Blue tones stand for our reliability and accountability, while two shades of red are here to give the feeling of warmth and belonging.

The gradient combined of all these colors serves as a unison of our values.



Possible
color
tones



TYPOGRAPHY

LOGOTYPE

Antema Bold

Paragraphs

Montserrat

Montserrat-light

Montserrat-light italic

Montserrat-regular

Montserrat-italic

Montserrat-medium

Montserrat-medium italic

Montserrat-bold

Montserrat-bold italic

MONTSERRAT regular - SHOWCASE

We picked Montserrat as our main font. It is a classic, yet not the most formal sans serif font. Simple but elegant. It will help us reach the wanted identity of being professional, but approachable. We believe that this font will stand the test of time together with our company.

LOGO

WHY projectBOAT?

We have chosen the name projectBOAT because it will be a platform mostly for creative people, for them to share their projects. The word boat is there to evoke the feeling of being connected and bonded together; in the same boat, together. The name is supposed to make the users feel included and encourage interaction between them.



projectBOAT

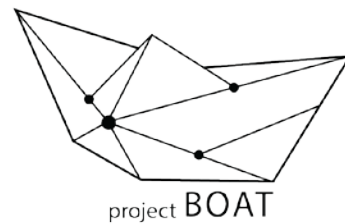
Logo represents the idiom “we are all in the same boat”. Our idea was to create a playful symbol of creativity with a touch of connection between people. The dots are here to represent a network. We are all connected and sharing something that we have in common with other people who also will feel the urge to share their ideas and creations.



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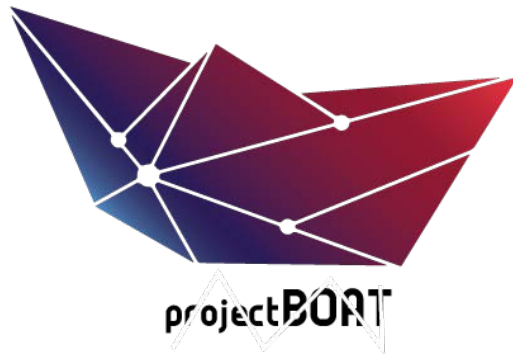
projectBOAT



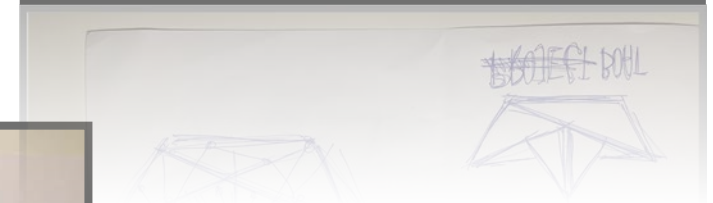
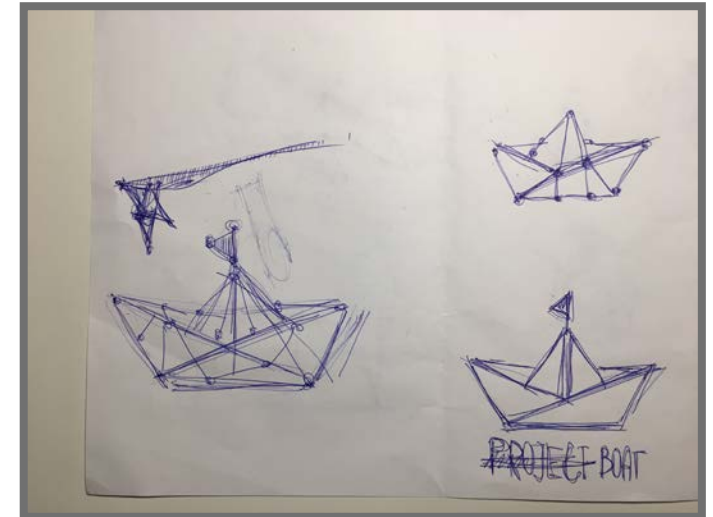
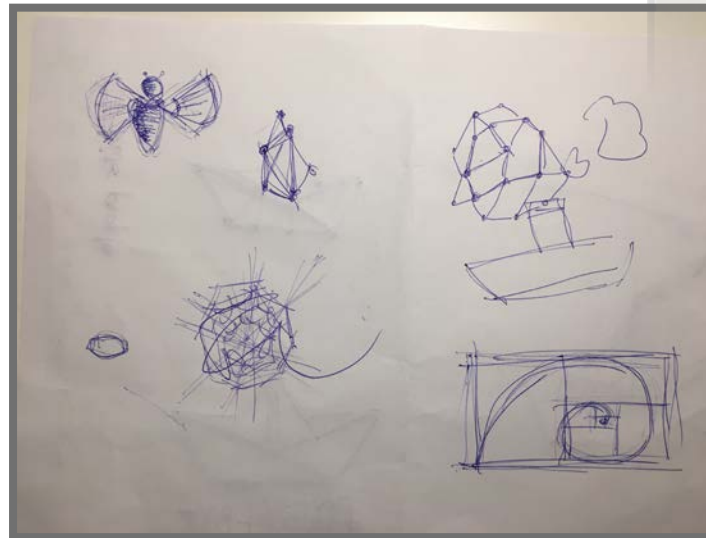
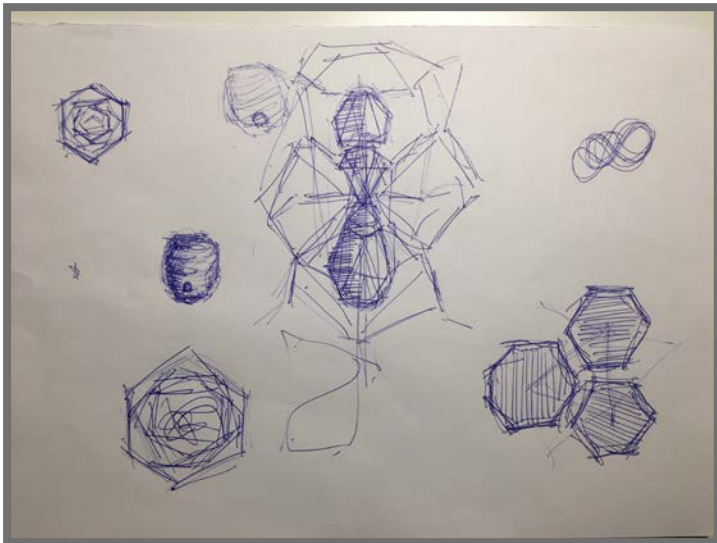
LOGO variations

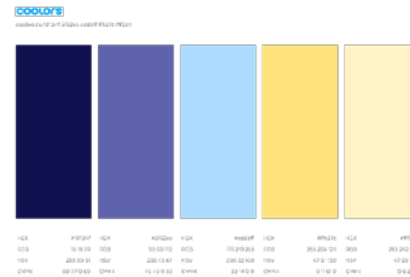
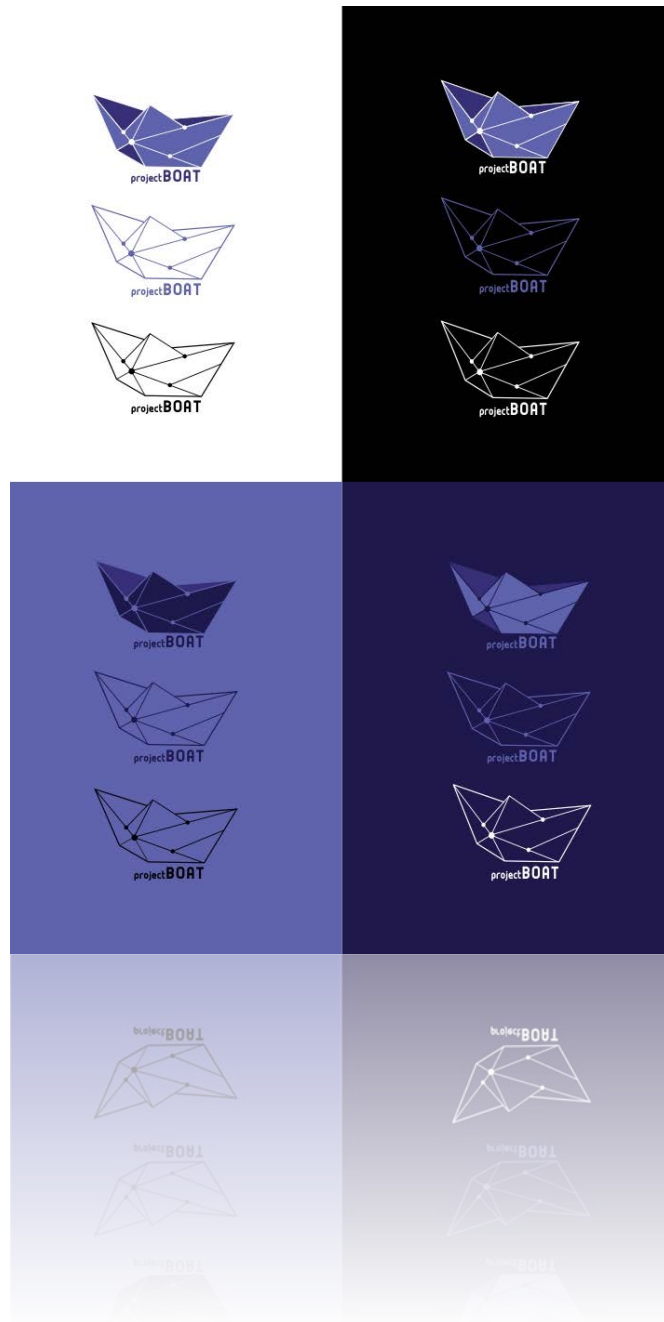
Variations of our logo to be used in different types of situations. Such as print, merchandise and other forms of advertising, digital and physical.

Design process



We have been through a long process to achieve the right combination of shapes and colors for the desired look that would describe our platform. We started to think about combination of honeycombs and bees as a symbol of hard work, belonging to the group. After some research we found out that this combination seemed to be overused. We somehow wanted to connect people together. We discussed a lot of symbols for that, such as a constellation of stars or a wide range of geometric shapes.





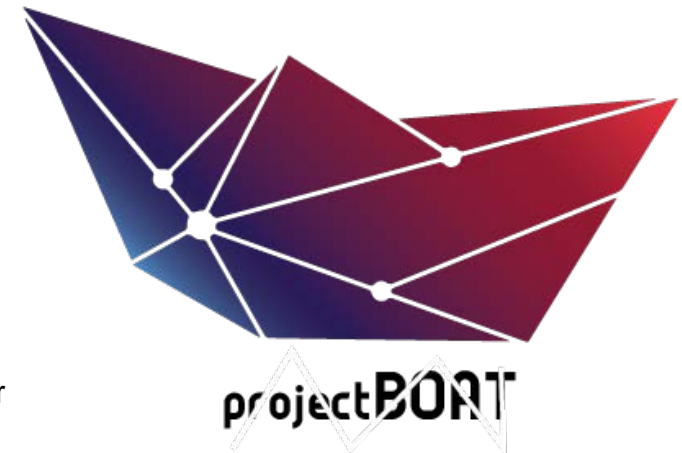
After a discussion we felt like we should somehow put people together. We really liked the idea of quote “we are all in the same boat”, that’s why we ended up with a shape of boat. We decided for minimalistic look and basic shapes, triangles. The whole boat is made of geometric shapes to add more field of creativity. The dots should represent the connection between people - network. The whole boat was rather flat. That’s why we wanted to change it a bit to add field of depth. Also after the research we found out that people imagine under our logo some other things what we expected.

The results of survey were that the logo evoked in the people formal and sharp associations, and it’s not that creative in their opinion.

We need to play with wider range of colors to achieve our desired look with field of depth, adapt more aspects of creative elements but we were still working with the lines making the connection.

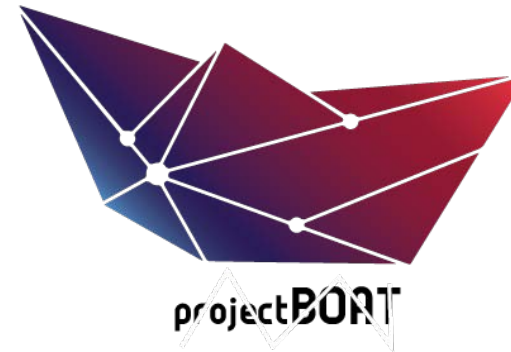
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COLOR PALETTE

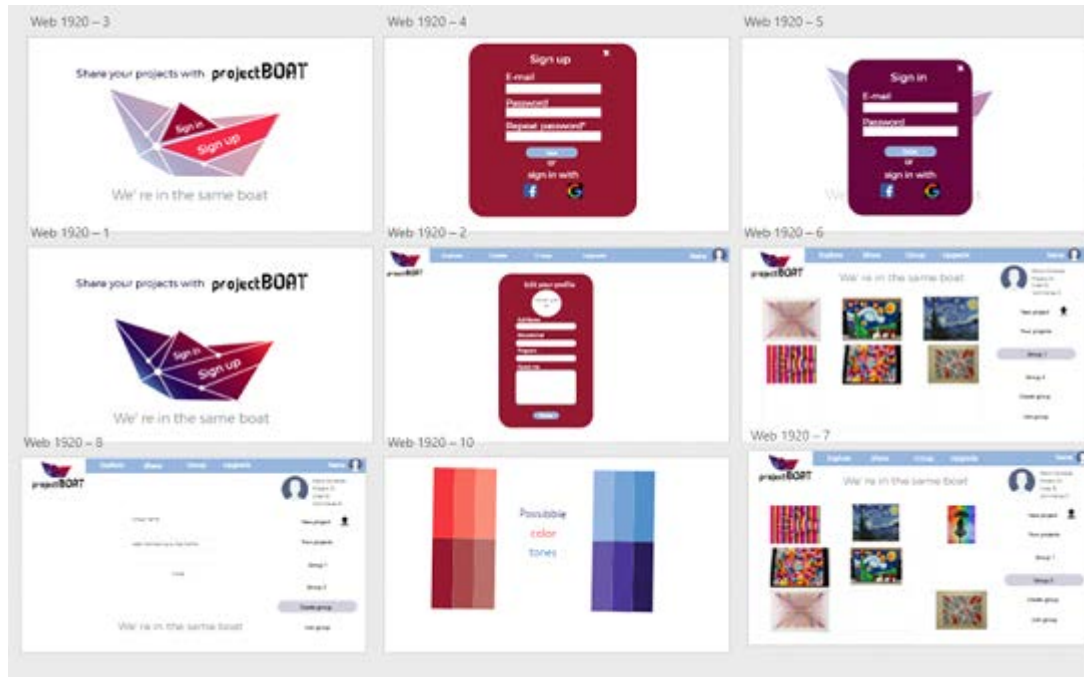


The evaluation of the Logo by Per Mollerup's 24 requirements

1. **Visibility** – visible and recognizable
2. **Application** – various applications possible
3. **Competition** – differs from the logos of competitors
4. **Legal protection** – legal protection is possible
5. **Simplicity** – simple forms, yet semi comprehensive meaning
6. **Attention value** - yes
7. **Decency** – decent in all cultures
8. **Color reproduction** – blue and red gradient
9. **Black & White reproduction** - yes
10. **Vehicles** – would look good on vehicles
11. **Holding power** -eye catching
12. **Description** – rather descriptive
13. **Tone of voice** - connection, feeling united
14. **Fashionability** – trendy, but easy to modify to make it durable
15. **Timelessness** – easy to modify to keep it timeless
16. **Graphic excellence** – graphically advanced
17. **“Buy-me”** – call for joining
18. **Is it a trademark...?** - yes
19. **On screen (Phone, PC, TV...)** – in all kinds of media
20. **3D** – some dimensionality
21. **Pronunciation** – easy English
22. **Nonverbal sounds** - none
23. **Discreet identification** -
24. **Likability** – likable



Pretotype & User think-aloud testing



Link to the XD prototype: <https://xd.adobe.com/view/24ce8e3a-55fc-4d70-95f6-f7441646964b/>

Testing the prototype with four people led to the conclusion that the website has both pro and cons in terms of usability. The test used was the think aloud technique. People were let to click and explore the prototype and after that they were asked some questions.

The purpose of the homepage and the website itself was easily recognizable due to the heading. In terms of design, the layout was concise and straight-forward and nobody face any issues clicking around the page. As effectiveness and efficiency, the prototype meets the requirements. People were asked to do tasks and they succeeded in a small amount of time, for example uploading a new project or to create a group.

Despite all the mentioned above, the site also needs improvement. The darker red color for the pop up window for the sign in page was much more pleasant than the brighter one, and also, we tested different sizes of the window and the smaller one was much more practical and appealing. Moreover, another thing that can be improved might be the text that could be replaced with icons in order to reduce space for buttons (actions).

We are all in the
same **BOAT**



project**BOAT**