



INDIVIDUAL REPORT



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MMCC8030 - Creative Entrepreneurship
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Contents

3 Preface

4 Discover and Develop

A Passionate Start
Concept Development
Market Research
Multinational Survey

9 Design and Deliver

Feedback-based Branding and Design
Marketing Makes Sense
Pitch Video
Slides for A Real Launch Event

15 Sense Myself

17 Appendix

- A. SWOT Analysis (Full Version)
- B. Chinese Survey Feedbacks
- C. Invitation Email Draft
- D. Sense Keynote
- E. Design Work List
- References



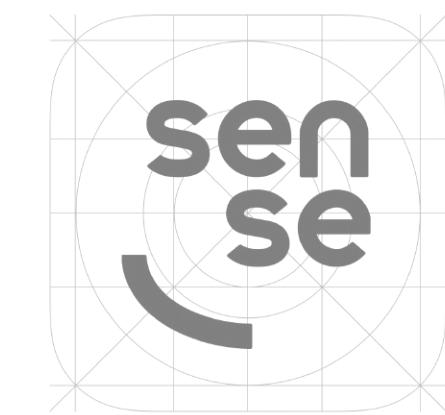
Preface

“Hi Eric, I wanna create a social app for creatives like Tinder. It's called **Sense**. Would you like to join my team?”

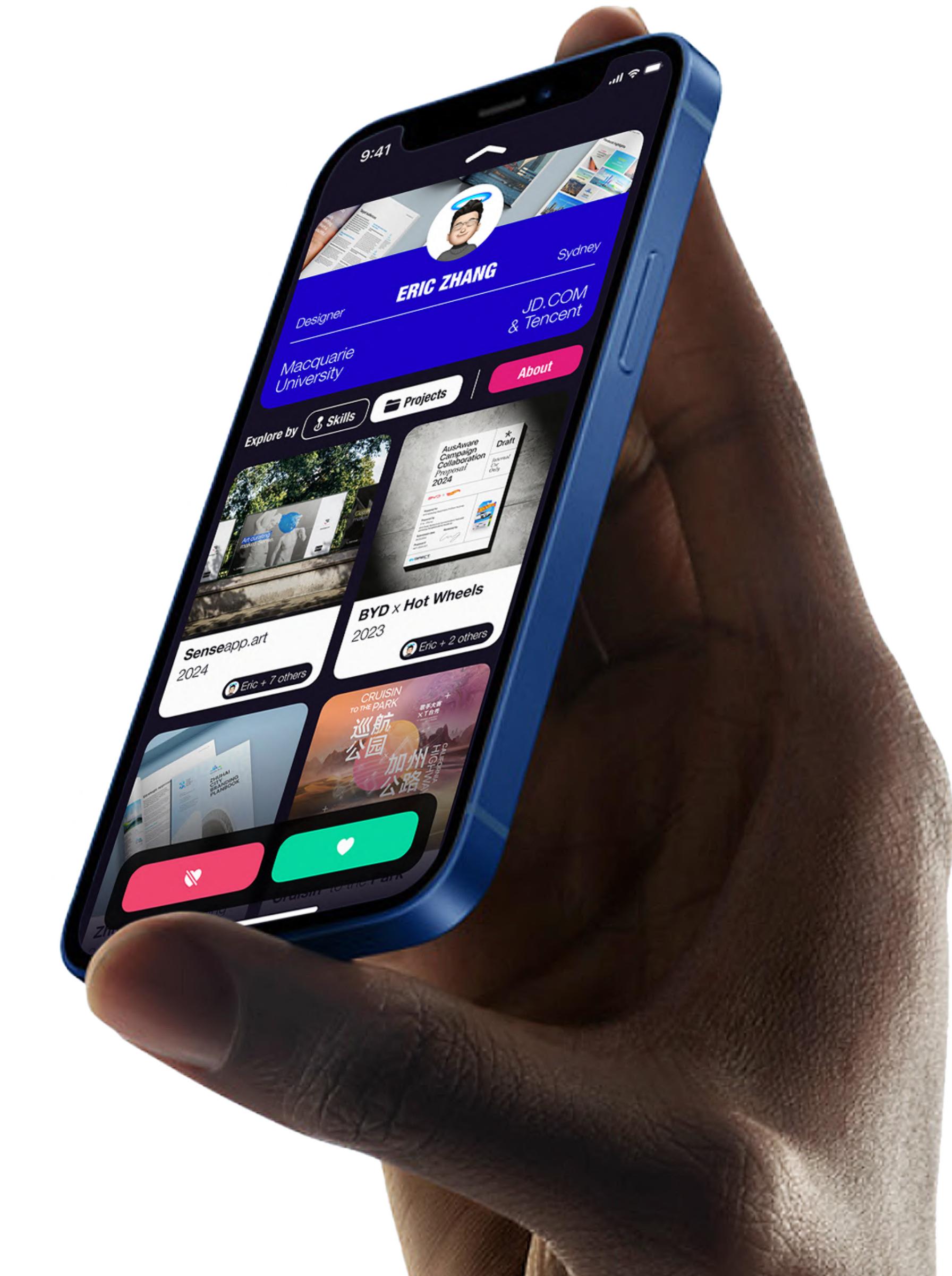
Syukii Wan

Conversation with Eric after the second seminar
March 5, 2024

Following the second seminar, Syukii and I had our first conversation. After hearing her initial ideas about Sense, I expressed my interest and decided to team up with her. Sense was envisioned as a collaboration and career development platform for creatives. Given that we were creatives ourselves, we understood its potential and the market gaps. With this amazing team, I was passionate about the project.



DISCOVER AND DEVELOP



A Passionate Start

My passion for this project motivated me to start working on the group project even before our first formal discussion.

Inspired by Edward's action in the collaboration-themed seminar, where he selected various Minifigures to represent our team members, I created personalized LEGO figures for each member. During our second meeting, I presented the printed ID cards along with pineapple cakes as welcome gifts.

Reflecting on this proactive approach, I realized it aligns well with the proactive orientation concept suggested by Sawyer (2012). By taking initiative early and expressing my friendliness and enthusiasm, I would like to spark everyone's passion and establish a cooperative atmosphere and a positive tone for collaboration.



Concept Development

Our concept was refined during the first several discussions. To identify Sense's unique selling points, we reviewed potential competitors' achievements and shortcomings and reflected on our own experiences to identify unmet needs.

We optimized the QuickMatch interaction logic and discussed core elements like the pricing model, client and project matching methods, and ensuring every creative feels welcome on Sense.

I joined both the research and branding teams—my previous experience in these areas would help me contribute to making the project more professional and creative.



Market Research

One of my key responsibilities was conducting the SWOT analysis. The platform's strengths include its focus on the creative industries, integrated portfolio features, and enhanced connection capabilities. However, as a new brand in a mature market with a limited user base and resources, Sense will need a precise brand positioning and significant investment in marketing. The growth of the gig economy presents opportunities for Sense to expand within the niche market of creative-focused platforms. While competition from established platforms is a threat, we considered an exit strategy early on—being sold to a tech giant like Microsoft. This could mitigate the threat if the platform's features are outstanding.

For the detailed competitor analysis, I drafted a template for the competitor analysis to give the group members responsible for this section a better idea of what areas need to be researched. Additionally, I compiled the key elements of competitors into a table with insights.

SWOT Summary



Strengths

Unique focus on creative industries
Integrated portfolio features
Enhanced connection for creatives and clients



Weaknesses

New brand on the relatively mature market
Limited initial user base and resources



Opportunities

Increasing creative industries
Growing gig economy
Lack of creative-focus platforms



Threats

Competition from established platforms
Privacy and data breaches risk

Read the full version
in [Appendix A](#)



Multinational Survey

Regarding the survey, I optimized Jennifer's questionnaire, refining the questions for clarity and effectiveness.

Additionally, I adjusted and translated the questionnaire to better align with the Chinese market and created promotional posters to distribute through social media, successfully collecting 100 responses from China. We consolidated these with other responses all over the world, resulting in 67 highly valuable surveys. This allowed us to establish a feedback loop and incorporate suggestions from respondents, adding features like the snowball idea development function and online learning modules.

Those feedbacks validated our concepts and contributed to idea formation, highlighting the importance of user-centered design.

Questionnaire for the Chinese Market



Appendix B

Chinese Survey Feedbacks



100

Responses



66

Responses in the creative industries



16

Valuable feedbacks

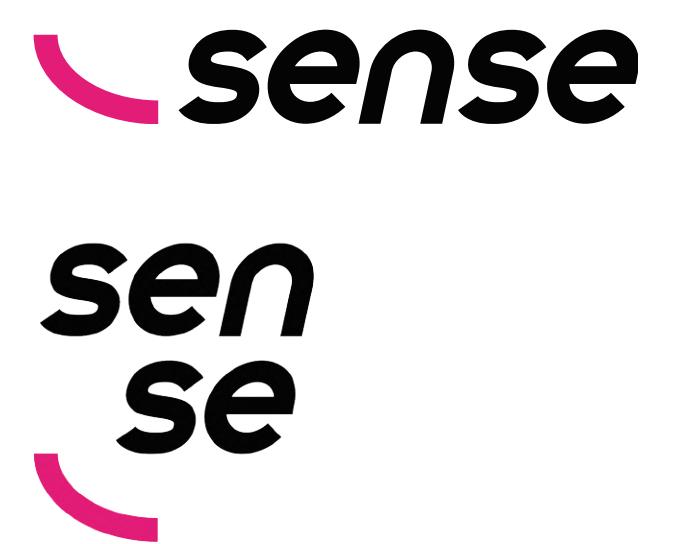
DESIGN AND DELIVER

Feedback-based Branding and Design

Although this assessment does not grade based on design quality, I always value the inherent benefit of good design. It extends beyond visual aesthetics but leads new ways of thinking and acting, and addresses what is felt and experienced, as suggested by Bruce Mau (2012). Design plays an important role in our concept ideation and visualization, and enhances the professionalism of our project.

The design of Sense's logo underwent multiple iterations. It was optimized using A/B testing, learning from Ries's (2011) insights, based on research, survey feedback, and branding content. Adjustments included fine-tuning the font to be more rounded and changing it from italicized to normal, which made the logo better align with the friendly and creative image Sense aims to convey. The pink smile is an element I have always insisted on and cherished.

Logo Iterations and Assets



Black → Navy Blue

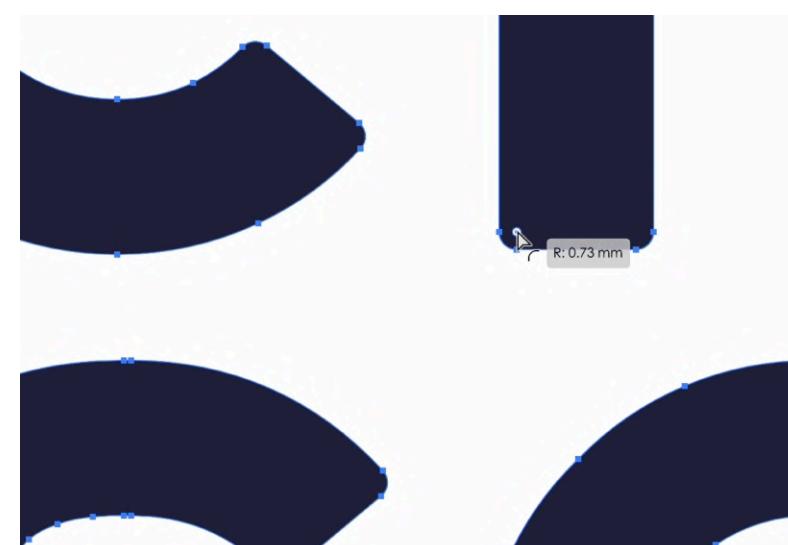
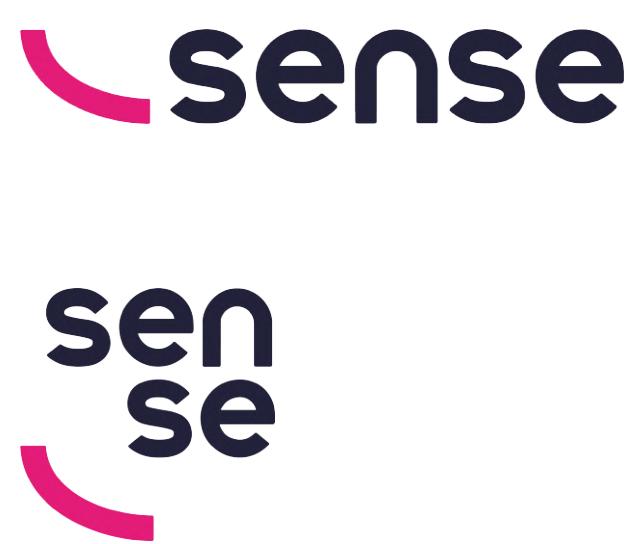
Black appears too heavy and serious, navy blue conveys professionalism while being more approachable.

Italic → Normal

From being urgency and aggressive to stability and reliable, aligning with career development and collaboration.

Sharp → Rounded

Rounded edges provide a softer and friendlier look, reinforcing Sense's welcoming and inclusive atmosphere for all creatives.

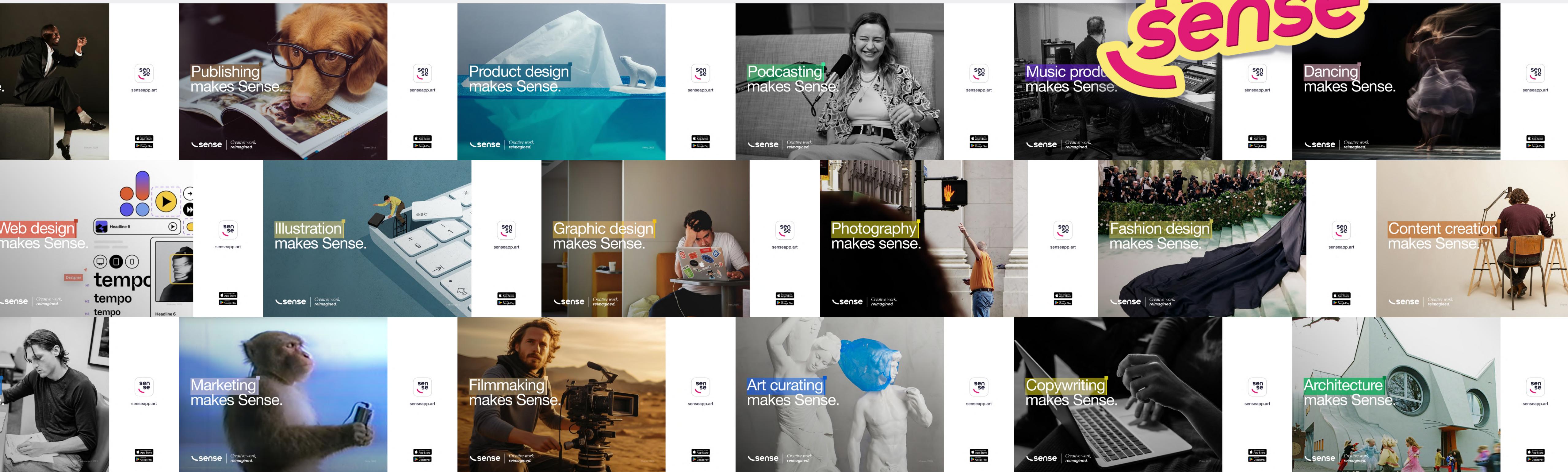


SENSE_MAS_HOR_BLK.png
SENSE_MAS_HOR_BLK.svg
SENSE_MAS_HOR_RGB.png
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SENSE_MAS_VER_RGB.svg
SENSE_MAS_VER_WHT.png
SENSE_APP STORE_HEADING.jpg
SENSE_APP STORE_HEADING.psd
SENSE_APP_ICON_GRID.png
SENSE_APP_TEXT.png
SENSE_APP_WHT_STROKE.png
SENSE_APP_WHT.png
SENSE_APP.png
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SENSE_SMILE_RGB.png
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SENSE_SMILE_WHITE.png
SENSE_TEXT_VER_RGB.png

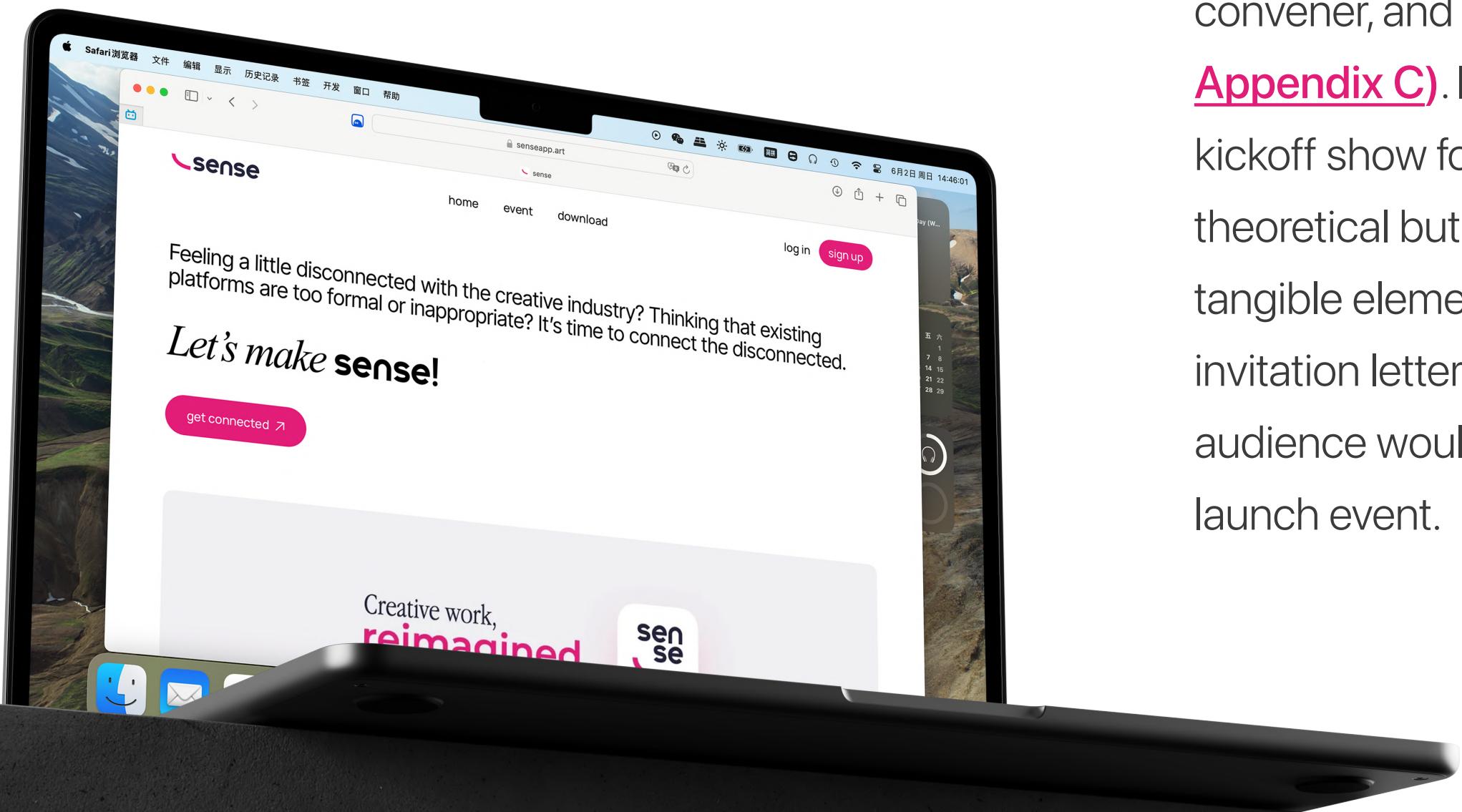
Marketing Makes Sense

I was also responsible for marketing. Based on our branding, the marketing on the creative side revolved around the **#MakeSense** campaign. This campaign combined traditional outdoor advertising with user-

generated content on social media, ensuring consistency online and offline while reaching more potential users. The tactics for marketing to clients were inspired by insights from our survey.



However, I did not want our marketing efforts to stop there. To make Sense more professional and creative, I decided to go beyond expectations.



I created the website [senseapp.art](https://senseapp.framer.website) (permanent link: senseapp.framer.website) to serve as Sense's portal and archive.

Additionally, I drafted invitation emails for Dr. Jon Burtt, our convener, and every attendee of the demo day ([see Appendix C](#)). I planned our presentation as the actual kickoff show for Sense, where marketing wouldn't just be theoretical but integrated into real-world practice with tangible elements. To achieve this, I designed physical invitation letters and press pass cards, ensuring every audience would feel like they were attending a real Sense launch event.

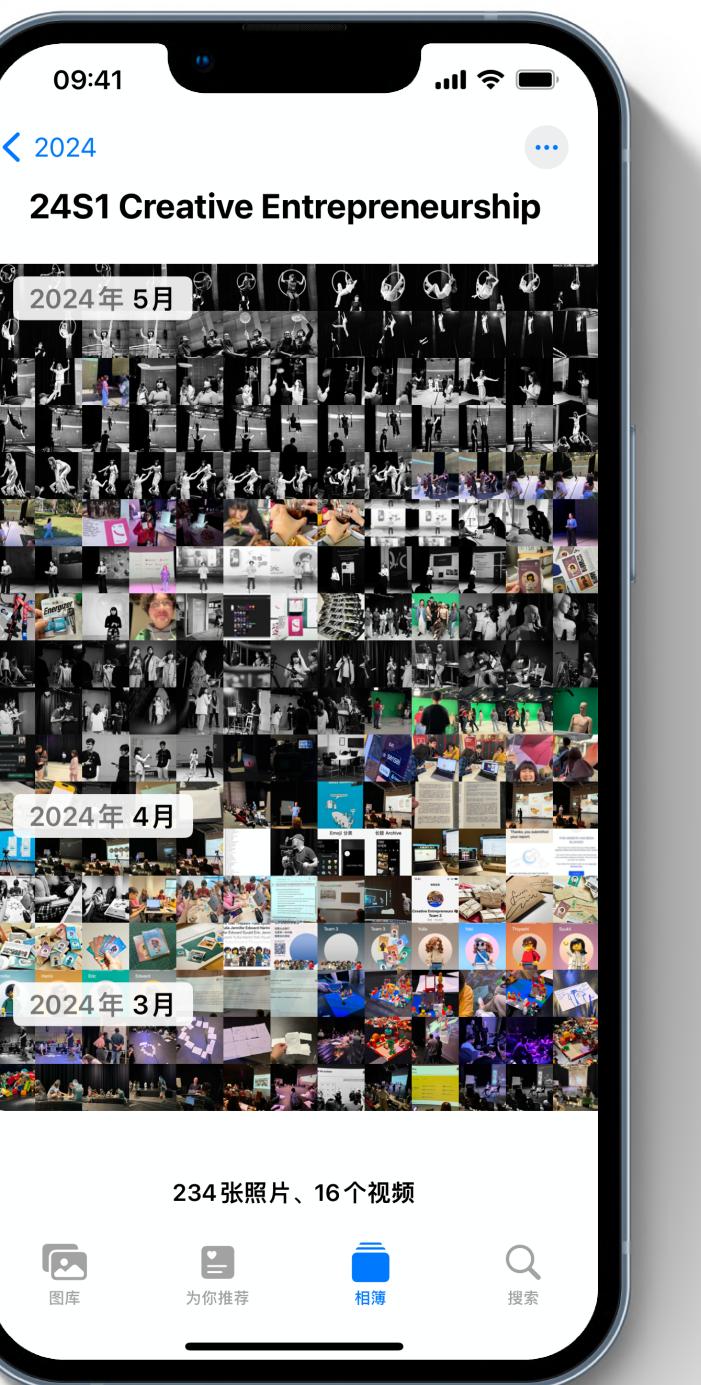


Read the draft invitation emails in [Appendix C](#)

Pitch Video

Building upon this concept, I also had several ideas for the pitch video. Initially, Edward and I thought of breaking the video into several small segments, similar to Apple Events, to intersperse throughout the presentation. This approach would showcase Sense's features and highlight each part. Alternatively, we considered splitting it into two parts: an engaging intro and an exciting conclusion.

On the film day, I documented behind-the-scenes footage as I had been handling documentation for our team. Although the final pitch video differed from our initial ideas, it creatively personified Sense as Suki and concretized its core features in a low-cost and imaginative way.



Slides for A Real Launch Event



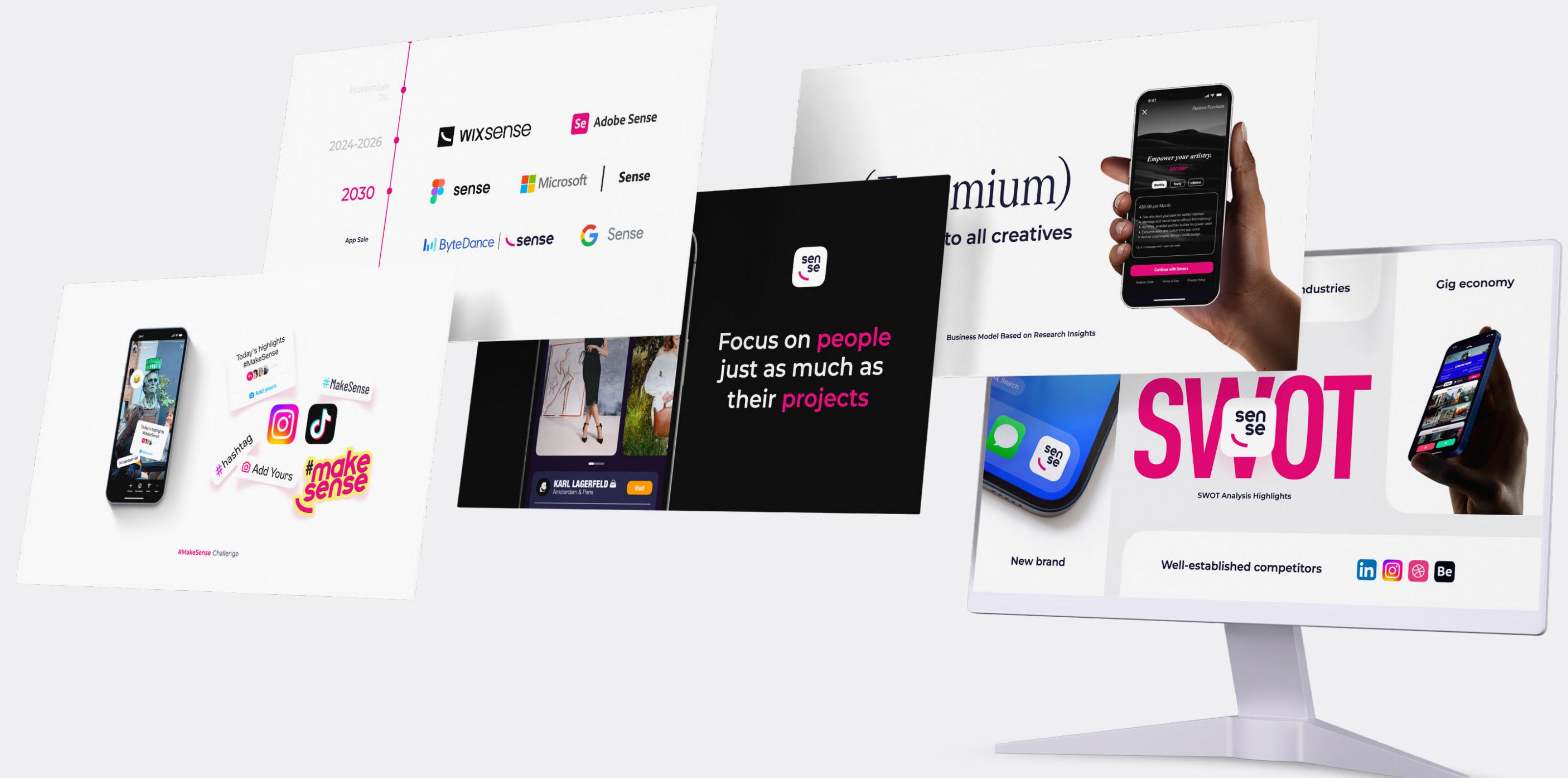
Appendix D

Sense Keynote

My proudest part of this project is the slides, where I invested the most effort aside from research and marketing. With the idea of turning the presentation into a launch event, I designed the slides to be clean and suitable for display on the large screen in the Dance Studio. I incorporated animation effects and added design details to make it look more like a presentation from a business or startup pitching to investors ([see Appendix D](#)).

After designing each part, I recorded screen captures or presented the slides in person to team members. I also created a Slides Transition Guide to help everyone practice independently—although we decided I had full control over the slides in the 15 minutes before the presentation.

The reason I could handle this task was that I needed to be thoroughly familiar with every part of the presentation to design the most suitable visual aids and know which content needed highlighting.



SENSE MYSELF

Sense Myself

15



For me, the value of this project extended beyond Sense itself —I sensed myself.



As a non-native English speaker who has only begun using English regularly for a semester, this was my first time teaming up with non-Chinese peers and presenting in English without a script. Initially, I felt overwhelmed seeing the audience just minutes before our formal presentation, but I managed to fluently present Sense's marketing strategy and handle the whole slides, thanks to the unwavering support of my team members.

Although I may not yet embody the key traits of entrepreneurial spirit as described by Sawyer (2012), I believe this first-ever diverse and big group has laid a solid foundation for how I will handle team dynamics and cross-cultural collaboration in the future. Reflecting on this journey, I realized the significance of stepping out of my comfort zone and embracing challenges. This project has

contributed to my personal growth and confidence in both language proficiency and collaborative skills.

While the Macquarie Incubator has extended an olive branch to Sense, the creative market environment dominated by corporate giants remains challenging. We hope we can continue to make Sense make sense.



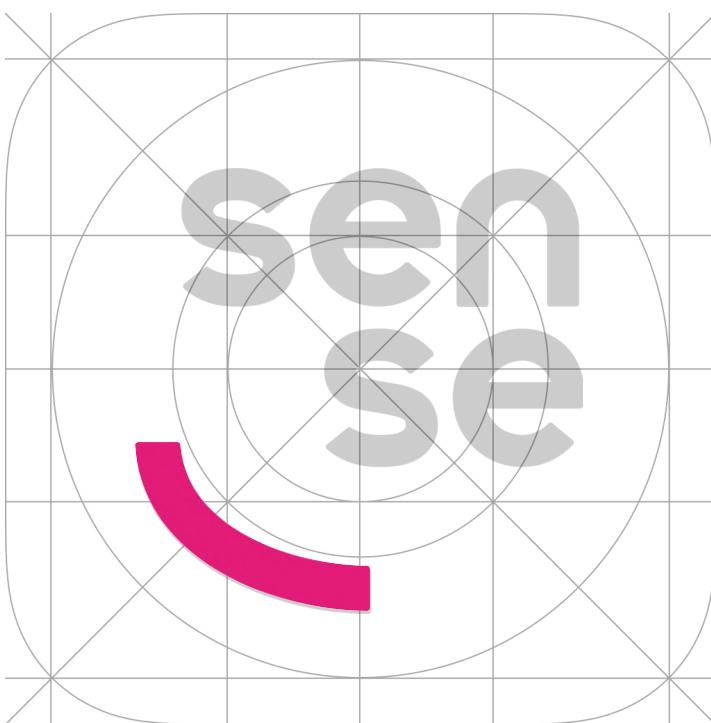
1098 words
Main text word count



End of report
Appendices start from next page

APPENDIX

- A. SWOT Analysis (Full Version)
- B. Survey Feedbacks and Inspirations
- C. Invitation Email Draft
- D. Sense Keynote
- E. Design Work List
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Appendix A

SWOT Analysis (Full Version)

Strengths

Unique focus on creative industries

Sense targeted on a niche market by offering a creative-oriented platform tailored for creative professionals. This specialization can lead to higher user engagement for our features and community are aligned with the specific needs and interest of creatives, distinguishing Sense from the general social networking platforms.

Integrated portfolio features

As the heart of Sense, the portfolio is not just a feature—it's the core through which all user interactions and connections flow. By elevating the portfolio to the top level of the platform, Sense seamlessly combines networking and portfolio showcase, enabling creatives to engage and connect through their works directly. This design choice highlights the creativity and facilitates professional opportunities based on actual work, making it a talent pool for the creative community.

Enhanced connection for creatives and clients

Sense provides a dual-connection system that enhances the interaction within the creatives and also establishes links to potential industry clients. Sense not only allows creatives to connect with peers through their works but also enables clients to create their own portfolios, which can be viewed by creatives to determine the suitability for collaboration. Additionally, by showcasing their own portfolios, creatives can also be discovered by potential clients, thereby enhancing opportunities for collaboration.

Weaknesses

New brand on the relatively mature market

Becoming a new player in a market with established competitors can be challenging for Sense in terms of building trust and user base. Sense will need to invest significantly and precisely in marketing and brand positioning.

Limited initial user base and resources

Starting with a small user base can limit accessible resources and network effects for users, yet these are exactly the essential elements for such a platform based on connections and collaborations.

Opportunities

Increasing creative industries

The global creative industries are promising. The market is anticipated to grow rapidly over the next five years and achieve a 40% increase by 2030, accounting for 10% of the global GDP (Bogachev, 2023; Creative Industries Market, 2023). As creative industries including digital media, design, and content creation expand, the demand for industry-specific networking platforms is rising. Sense positions itself as a leader and become the new default in this growing space.

Growing gig economy

The increasing shift towards freelance and project-based work, especially within the creative sectors, creates a growing target market for Sense. Data indicates that the gig economy is expanding 15x faster than traditional employment sectors (Fountain, n.d.). Both creatives and industry clients are increasingly seeking connections with suitable partners. According to data from LinkedIn (2018), the vast majority of small and medium-sized enterprises are satisfied with freelancers and plan to increase their use in the future. As more creatives look for flexible work arrangements and projects, and industry clients seek experienced creative personnel, Sense is essential for them to discover opportunities and facilitate collaboration.

Lack of creative-focus platforms

Existing professional networking platforms are less creative-focused; while there are platforms that cater to creatives, most of them lack comprehensive features that combine portfolio management, project matching, and professional networking in a single user-friendly site.

Threats

Competition from established platforms from different fields

General professional websites like LinkedIn, social media platforms like Instagram, and creative sharing spaces like Behance may leverage more resources towards capturing the creative market by introducing new features that compete directly with Sense. Creatives and clients may still work within their current work flows due to the existing connections they have on other platforms.

Privacy and data breaches risk

As a platform that will store significant amounts of personal works and professional data, Sense faces the risk of data leak and privacy concerns from users.

Appendix B

Chinese Survey Feedbacks

Expertise	Feedback
Advertising and Marketing	Will the social function of bidirectional interaction reduce the desire to share and the user experience for introverts?
Film, TV and Radio	First consider how to make the platform famous, otherwise it won't attract users.
Advertising and Marketing	Sense is a cool idea. One small point: the 'creative social/matching' initially gave me the impression of a dating app for the creative community (although I know this is to reduce cognitive load). Would it reduce the confusion if a unique and new word were used to replace 'social/matching'?
Advertising and Marketing	Looking forward to it. I think the app's features could be more enriched.
Advertising and Marketing	It seems like you could add some learning modules and knowledge-sharing modules, allowing creatives to study and delve deeper into specific topics based on their individual needs.
Advertising and Marketing	Hope it can be used for free 🤪.
Film, TV and Radio	Looking forward to a better UI/UX experience.
Advertising and Marketing	Perhaps in the early stages, the app could focus on just one concept (either social networking for portfolios or job hunting) otherwise the interface might become too cluttered with too many features.
Architecture, Design, and Visual Arts	Maybe there could be a mind storming phase of the project showcasing or hiring, where a creative idea could snowball into realization through the contributions of various people.
Architecture, Design, and Visual Arts	Nice concept, hoping it will help recently graduated artists and creatives quickly get in touch with work projects, and promote transparency and equality in information and compensation.
Fashion and Crafts	I really hope there will be a platform that focuses on creative development and strikes a balance between business and sharing. Hope the development of Sense goes smoothly!
Software and Digital Content, Film, TV and Radio	Really looking forward to seeing the finished product launch 🎉🎉🎉.
Advertising and Marketing	File formats compatibility that can efficiently and compatibly showcase results to external parties.
Architecture, Design, and Visual Arts	Would swiping left and right for matches be less efficient than a waterfall-style browsing? That is, seeing only one page at a time versus being able to view and compare four at the same time?
Software and Digital Content	You could emphasize how users can find inspiration on Sense, as the primary purpose of users is to seek inspiration and reference materials. Also, the name 'Sense' also implies inspiration.
Advertising and Marketing	If matching jobs definitely involves monetary transactions, I wonder what role the platform will play in this respect? Maybe this could be detailed further?

Appendix C

Invitation Email Draft

Hi Creatives,

It is a great pleasure to cordially invite you to the first-ever Sense event.

Sense is the new default for creative networking, a platform connecting all creatives and clients.

Welcome to Sense Special Event '24

Date: 21 May 2024

Time: 10:15 a.m.

Location: 184 Dance Studio, 10HA, Macquarie University

Please take one invitation letter, including a Press Pass, at the entrance of the dance studio before taking your seat. We look forward to seeing you there!

Cheers,

Sense Inc.

Hi Dr. Jon Burtt,

It is a great pleasure to cordially invite you to the first-ever Sense event.

Sense is the new default for creative networking, a platform connecting all creatives and clients.

Welcome to Sense Special Event '24

Date: 21 May 2024

Time: 10:15 a.m.

Location: 184 Dance Studio, 10HA, Macquarie University

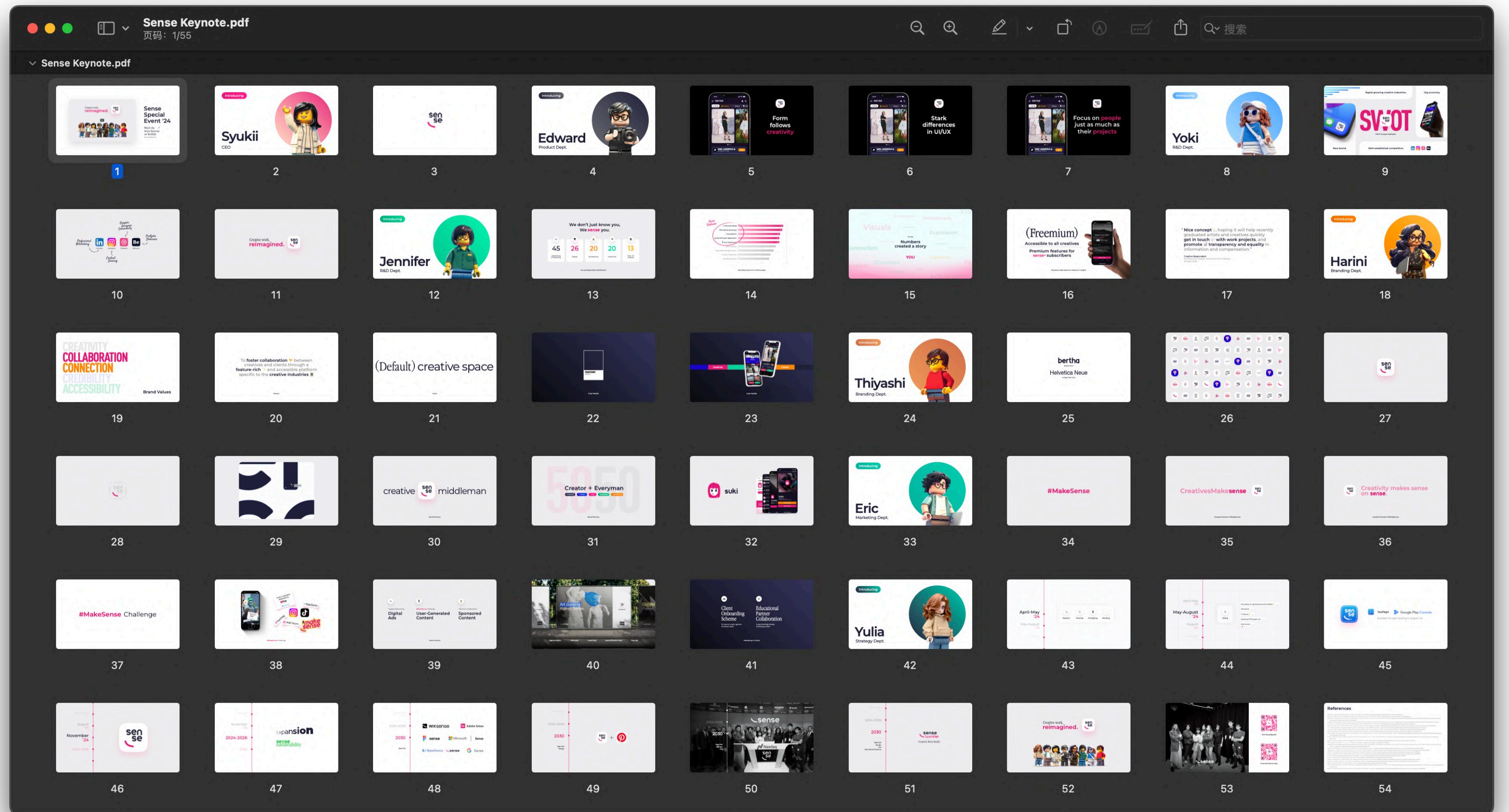
We look forward to seeing you there and getting creative work reimagined!

Cheers,

Sense Inc.

Appendix D

Sense Keynote

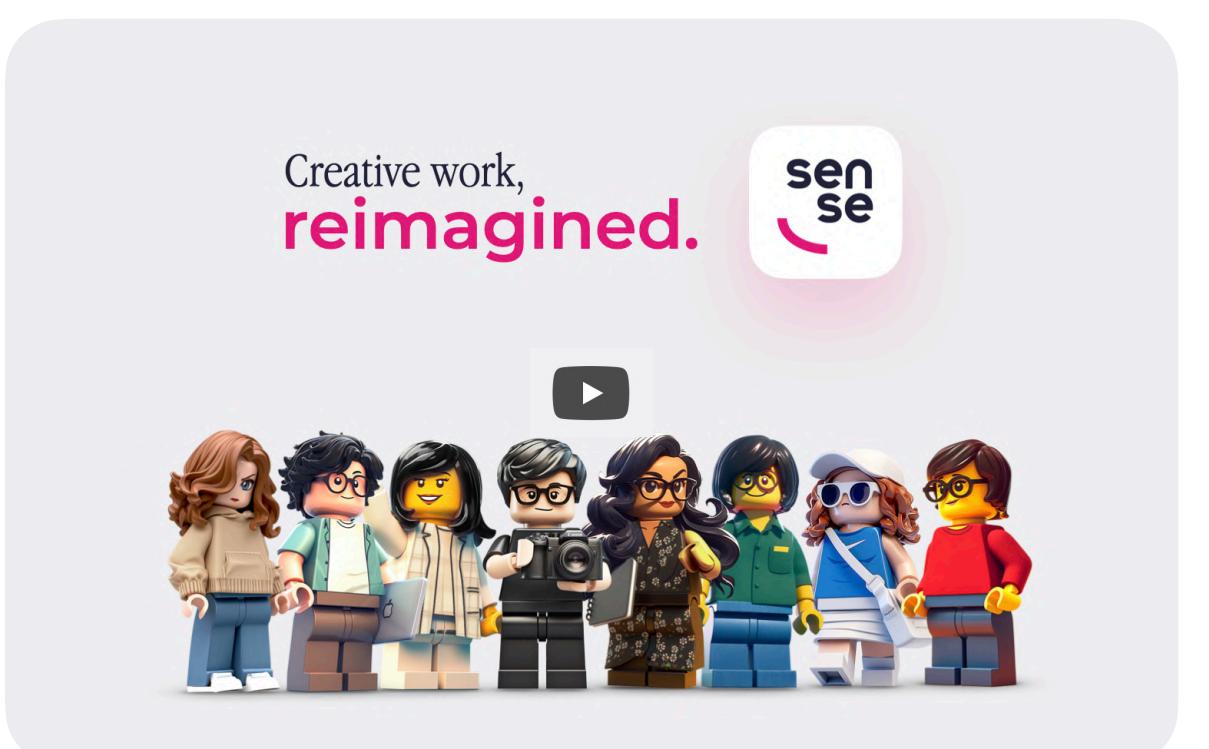


Sense Keynote (PDF)

Due to the concise information on each slide and the use of transition animations, the presentation extends to 80 slides. Therefore, the full version is not included in the appendix. You can view and download the PDF file on shorturl.at/SFQIz

Keynote Animation

You are also encouraged to watch the animated slides on YouTube
youtu.be/atRh_hcC4f4



Appendix E

Design Work List

	Design Work	Quantity
Research	Survey poster	2
Branding	Sense logo	3
	Sense assets	24
	Logo mockup	2
Marketing	Out-of-home advertising poster	19
	Poster mockup	2
	Marketing tactic mockup	5
Prototype	Image and video mockup	5
Keynote	Presentation slides	1
	Visuals in the slides	55
	Slides Transition Guide	1
Team	LEGO Minifigure	8
	Poster	2
senseapp.art	Banner	4
	Website	1
Event Materials	ID Card	8
	Invitation letter and press pass	2
	Entrance guide poster	1
Total		145

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