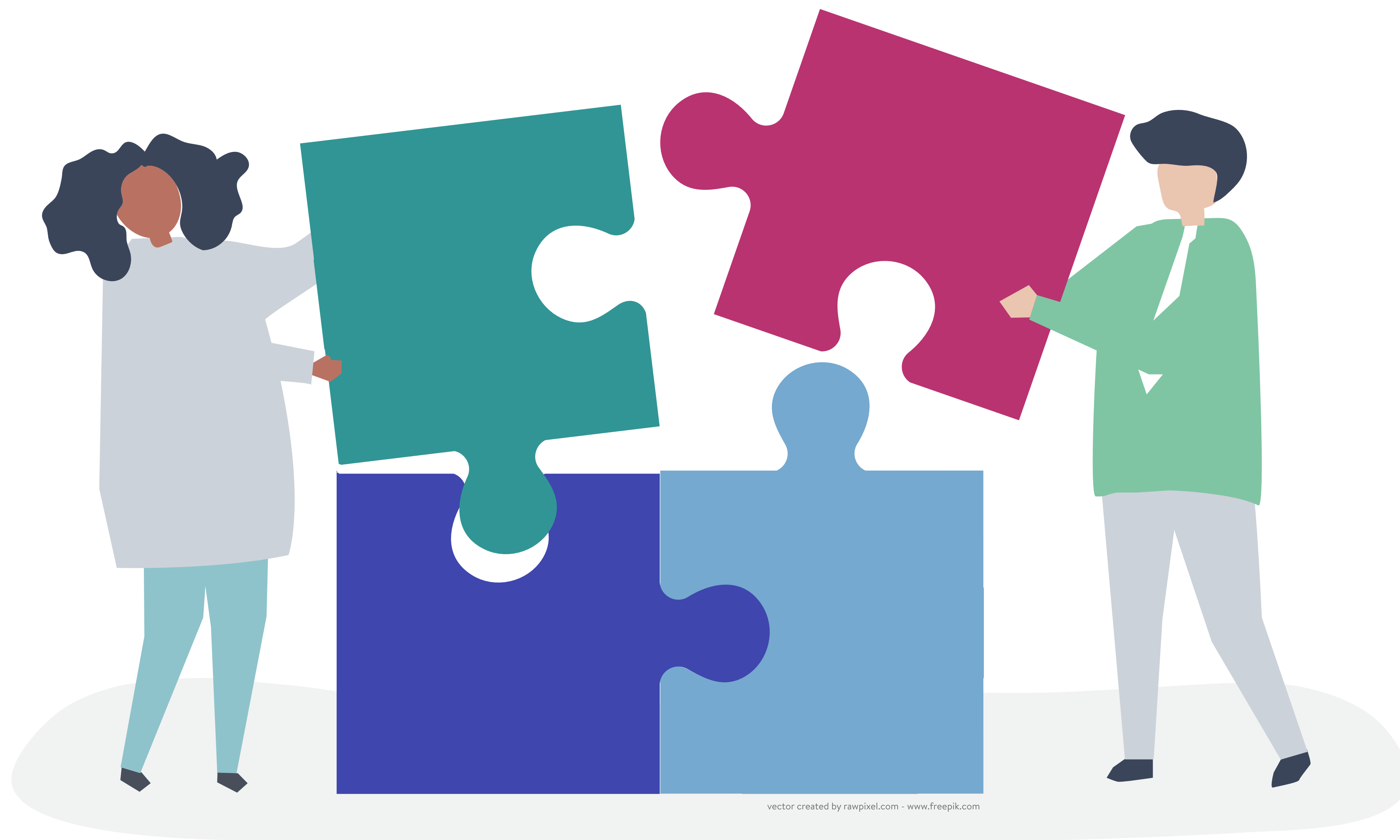
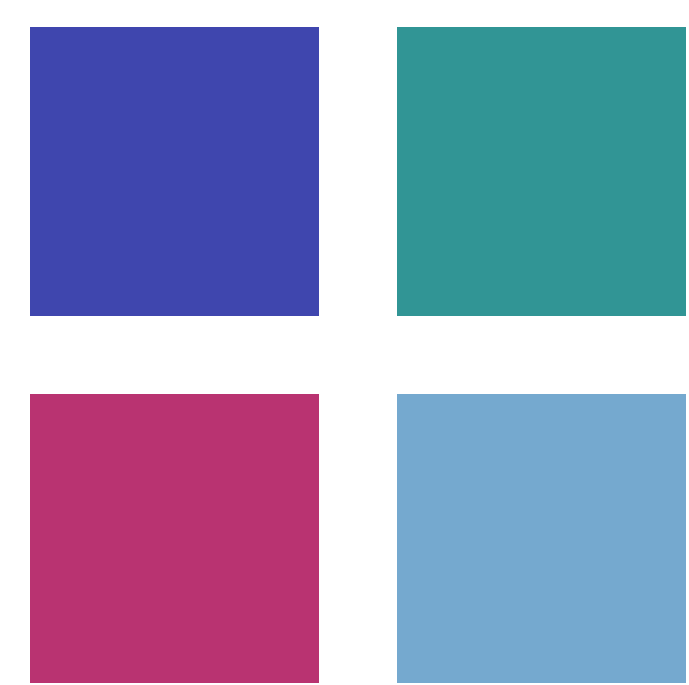


collab





MAKING PROJECTS HAPPEN.

Executive Producer + UX/UI Designer
Lyric Lin

Proposal Breakdown

Introduction

Audience Analysis

Asset List

Design Elements

Personas

Flow Chart

Wireframes

Storyboards

User Testing

References

Presentation



What is Collab?

Only 2.5% percent of companies successfully complete their projects. Aren't the numbers staggeringly disappointing? They are, for sure.

Managing and keeping up with projects is no less than running a small city. You have to take care of the projects, resources, deadlines, ensure proper communication, foresee potential risks, keep up with files, and what not. Taking care of so many things can be nerve-wracking and it's not surprising if something or the other slips out of your mind.

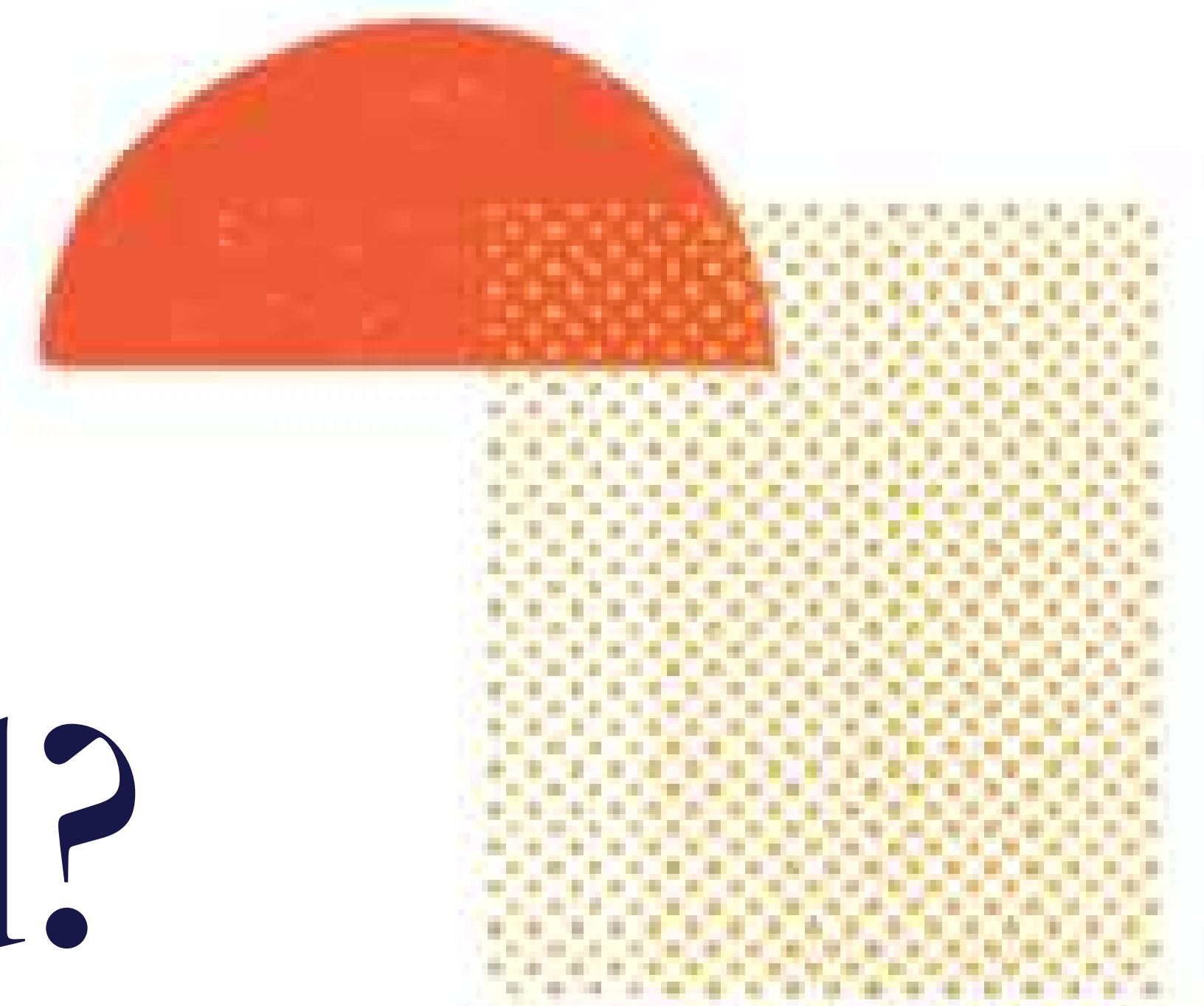
Besides having the ability to plan, manage resources, and meet deadlines, one must possess the ability to foresee the challenges that may hamper the progress of the overall project. Collab brings you just that. It brings all the steps of a project into one workspace, where you can upload files, comment, edit, chat, and keep up with progress of your team. All while staying organized and on track.

Purpose: This digital experience will make design collaboration a more seamless and efficient process. Say goodbye to file-sharing, getting lost in multiple file names, and losing comments/edits made by team members. This application combines the easy group communication methods Slack and Microsoft Teams provides, and allows immediate file sharing and commenting on a user's work. Colleagues and team members are able to immediately share and receive feedback on their work without having to share through email or consistently sharing updated versions. Through this program, users can type or draw directly on the work to show what edits need to be made, in real-time. This is similar to how Google Docs/Slides works. Users are able to tag other team members on an edit that requires immediate attention, making feedback a faster and more collaborative experience. Lastly, this application will make files visible and easy to access while also allowing team members to view each other's work and progress within the project.

Goal: The main goal is to create an experience that helps users organize projects easier and communicate with team members about progress, edits, files, and deadlines.



Still Not Convinced?



“Why wouldn’t I just stick with Slack? or Microsoft teams? Or Google Drive?”

Platforms like Slack or Microsoft teams were created primarily as a chat-based collaboration tool that provides global, remote, and dispersed teams with the ability to work together and share information via a common space.

The file sharing feature is only for document collaboration, such as that of Google Drive. Users do not have the ability to open design files from Illustrator, Photoshop or Xd right in the platform, they must download the file from the chat onto their desktop. This ultimately causes the dreaded lost files, multiple duplicate downloads, and not knowing which file is the most updated version. Users and editors in Slack and Microsoft Teams are also not able to edit directly in the document, they must type out all changes to send back to the designer.

The purpose of Collab is to present a platform where content editors, developers and designers can work together in one space to collaboratively edit, chat, and keep up with project files. Editors can pin where they want a change, sketch out what their edited vision is, and also alert other team members to check out a change if needed. Collab is compatible with all Adobe, Google and design applications, so whenever a designer or developer uploads a new file, it will continue to update as the owner changes it - similar to how Google Drive works. With real-time editing and feedback, all team members are able to receive quick and efficient feedback from all team members, whether they are in the office or not.

Because Collab is also a project management desktop application, it features a progress menu - for both individual and team members. The user is able to track their daily individual progress based off of a to-do list, as well as add to their “daily goals” list. Additionally, users can track their team members progress to see how the project is progressing. If one team member appears behind on one phase of the project, other members who are way ahead of the team can pick up work for others.



Audience Analysis



Audience Analysis

There are 2.1 million creatives (designers, artists, developers, writers) in the United States workforce, and a large portion of them — designers — contribute to industries whose products Americans use every day.

They make up 1.4 percent of the total workforce, and 6.9 percent of the professional workforce (artists are classified as “professional workers”).

More than one-third of creatives in the survey (39 percent, or 829,000 workers) are designers (such as graphic, commercial, and industrial designers, fashion designers, floral designers, interior designers, merchandise displayers, and set and exhibit designers.)

Women artists earn \$0.81 cents for every dollar earned by men artists. Median wages and salaries (\$43,000 in 2009) are higher than the median for the whole labor force (\$39,000). Yet artists as a whole earn far less than the median wage of the “professional” category of workers (\$54,000), to which they belong. Artists are less socioeconomically and demographically diverse than the total U.S. workforce, yet diversity levels vary across individual artist occupations.

New York and California have the highest numbers of artists in the U.S. Oregon and Vermont have 20 percent greater-than-average numbers of artists, with writers and authors especially prominent. Colorado, Connecticut, Hawaii, Maryland, Massachusetts, Minnesota, Nevada, New Jersey, Washington, and Rhode Island outdo the national average.

Characteristics	Summary
Age	20-60 years old
Gender	Male and Female, 54% of the industry is women.
Demographics	20% of designers reflect a minority race or ethnic characteristic.
Income	The average yearly salary for designers is \$43,000.
States	New York and California have the highest number of artists in the United States.
Education	High school degree or higher.
Tech Use	Average proficiency or higher.

**based off of research from the National Endowment for the Arts, 2011*

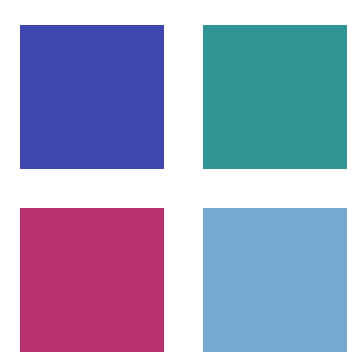
Asset List



Lorem Ipsum

Text

General text that will be used throughout the platform for descriptions, chats, notifications, or edits.



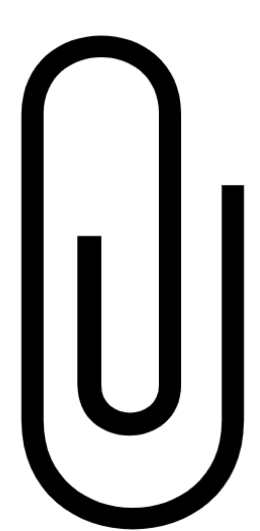
Logos

A custom logo for the Collab brand that appears on sign-up screens and throughout the site.



Images/Graphics

Any images or graphics that the platform needs for home screens, profile pictures, or document icons.



Attachments

Used when user uploads a file into team chat or direct message.



Progress Bar

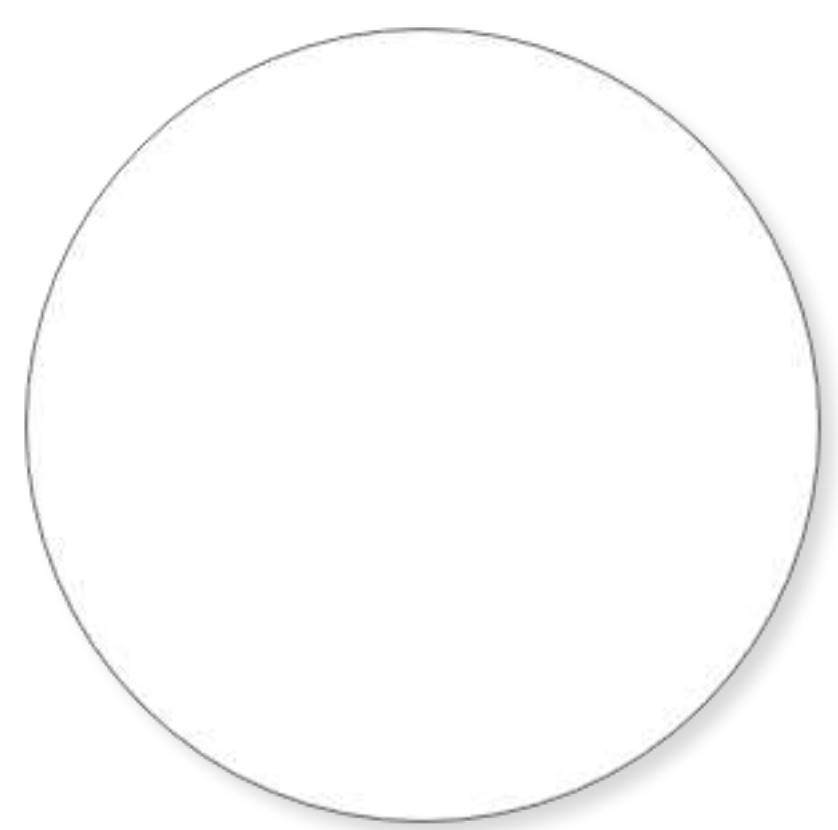
Shows individual or team progress on tasks assigned in user's to-do list.

Search Bar

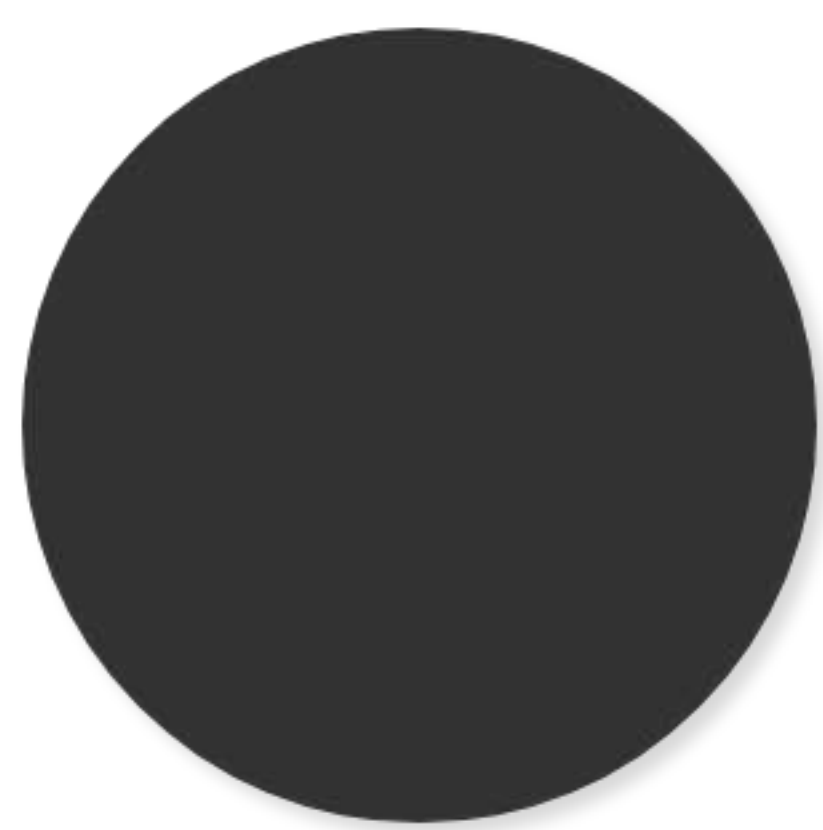
User is able to search specific files, chats, lists, or team members within the platform. Always located on toolbar.

Search project 🔍

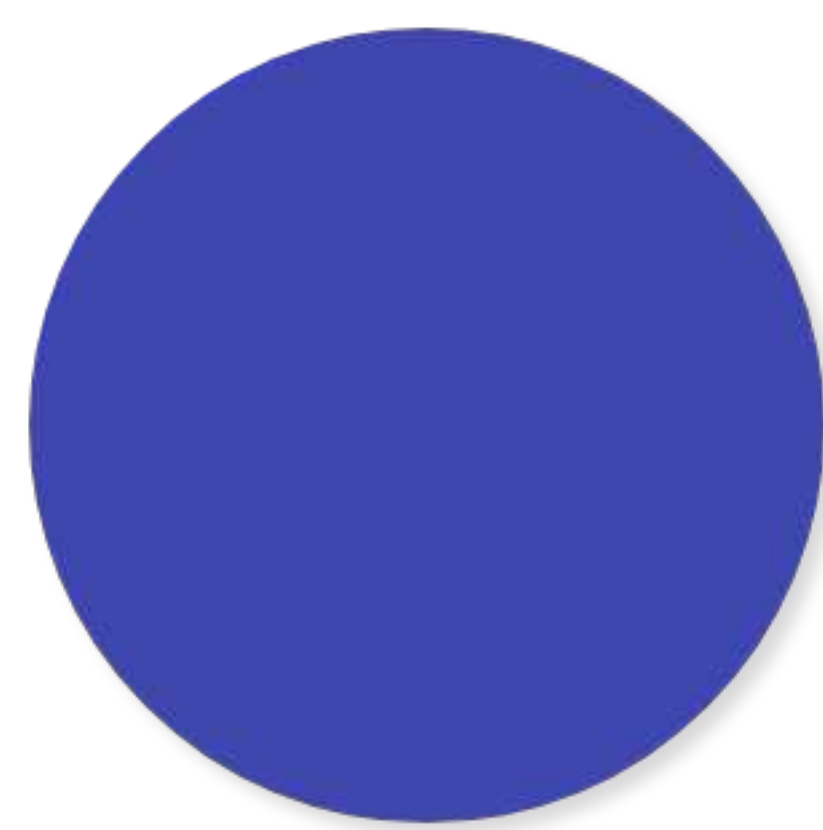
Design Elements



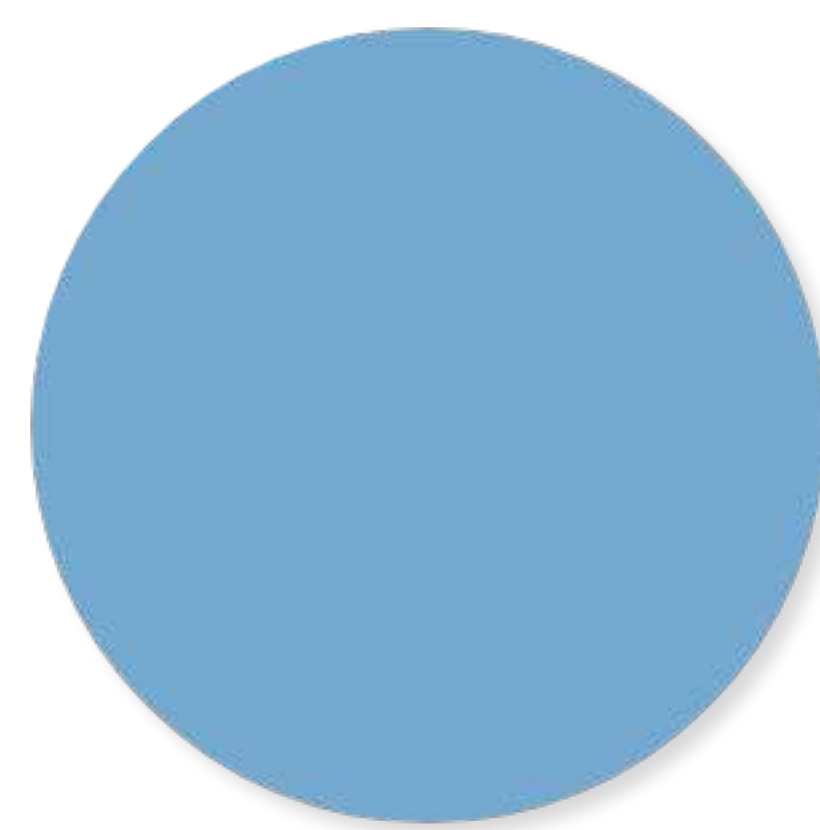
White
#FFFFFF



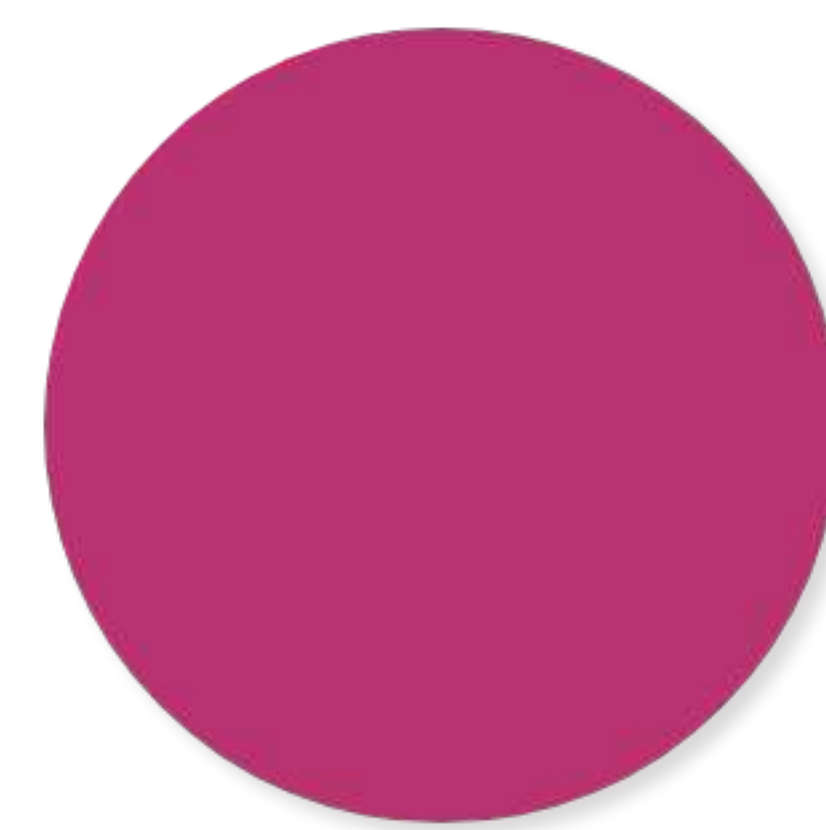
Charcoal
#333333



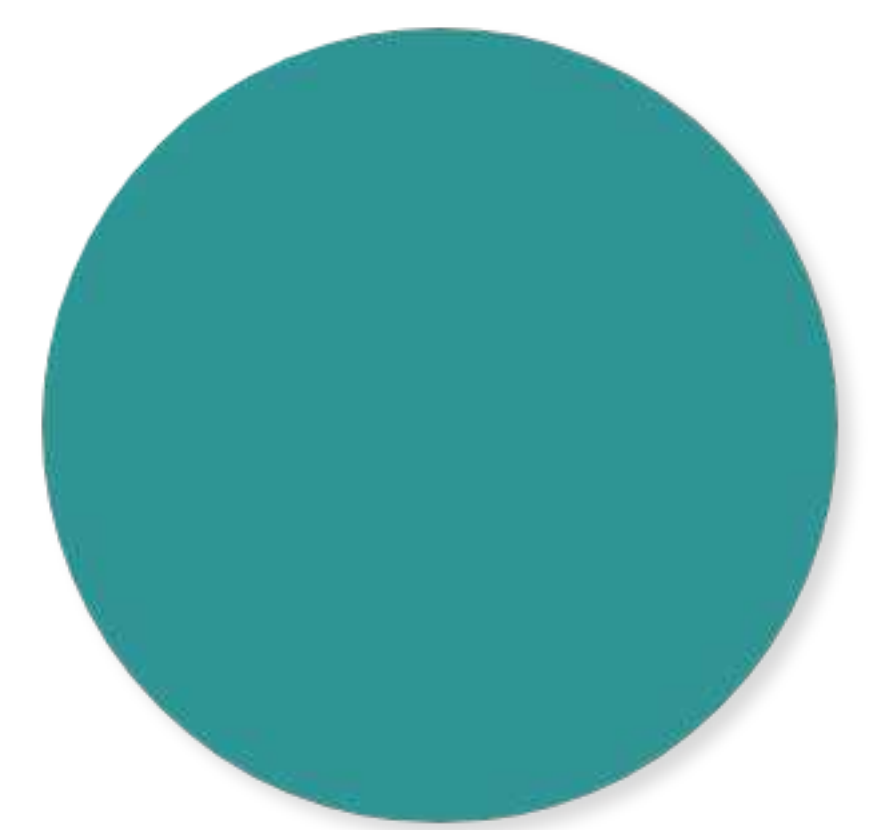
Dahlia Purple
#3F46AE



Soft Blue
#75A9CF



Magenta
#B93371



Turquoise
#319595

Quarto Light

Quarto Medium

Brandon Text Regular

Brandon Text Regular Italic

Brandon Text Medium

Brandon Text Bold

get started

add teammates

confirm

next

The style for Collab will reflect a very sleek and modern look. The fonts are sans-serif to make all text legible and easy to read. The headings are bold serif to make them stand out, and the thin fonts on buttons will give them a clean look.

Color is an integral part of brand identity. Consistent use of the color palette not only enforces the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to the audience. The colors used in Collab are vibrant and energizing, hoping to invite the user into the experience. The background is white to allow for a clean, calming workspace, and the text is charcoal/midnight blue for clean and clear contrast. The color scheme is simple and bright to create a productive and encouraging space to the app users.

Lastly, the buttons range in size and shape but all feature the same weighted font (Brandon Text Medium). The stand out colors makes them easy to spot against the platform's white background.






Personas



Designer Dawn

"I love thinking outside the box and having people to generate ideas with."

About

-  25 - 30 years
-  Designer, Bachelor's degree
-  \$40,000-\$50,000/yr
-  High tech proficiency
-  Washington, DC

Frustrations:

- Inconsistency
- Missed deadlines
- Unclear expectations
- Too many processual steps
- Fixing edits too many times
- Miscommunication
- Technical feasibility of designs

Attributes + Motivations

I am an urban go-getter and won't let anything stop me. I'm always the first one at work and the last one out, and I strive to build strong connections with the people in my office. Things that are important to me in my work life are convenience of technology usage, organization + project management, system integration professional growth, and efficient feedback. I'm always looking to be the best version I can be, and I love learning new things everyday. I love seeing my team grow, and I am always looking for the newest technology to implement in our workspace.

Goals:

- To be better organized
- More automated and systematic project process
- To keep track of everything
- Stay on deadline
- Try new technology
- Communicate with team more often
- Transparency in deadlines and more collaboration

Brands:



Social. Ambitious. Creative.



Project Manager Kennedy

"I work 55 hours a week and still feel like I'm not caught up by Sunday night."

About



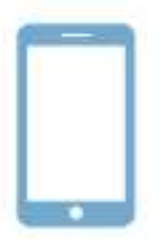
30-40 years



Project Manager, Masters



\$60,000 - \$70,000/yr



Moderate tech proficiency



Ann Arbor, Michigan

Attributes + Motivations

I am someone who always needs to be doing something. I run on caffeine and would be completely lost without my calendar. It's important to me to be able to track deadlines, have desktop notifications at work, be able to comment on my team member's files and tasks, and have the ability to quickly assign tasks to teams. I also prefer a quick and easy feedback process since I run on deadlines, and I need the ability to have all my project assets in one space. I don't have the time to keep up with hundreds of files all over the place!

Frustrations:

- too many tasks to complete in one day
- details falling through the cracks from failure to communicate
- no way to track the progress of in-house projects
- having to open multiple windows to sift through files.
- not being able to quickly communicate feedback or concerns to team.
- keeping track of deadlines.

Goals:

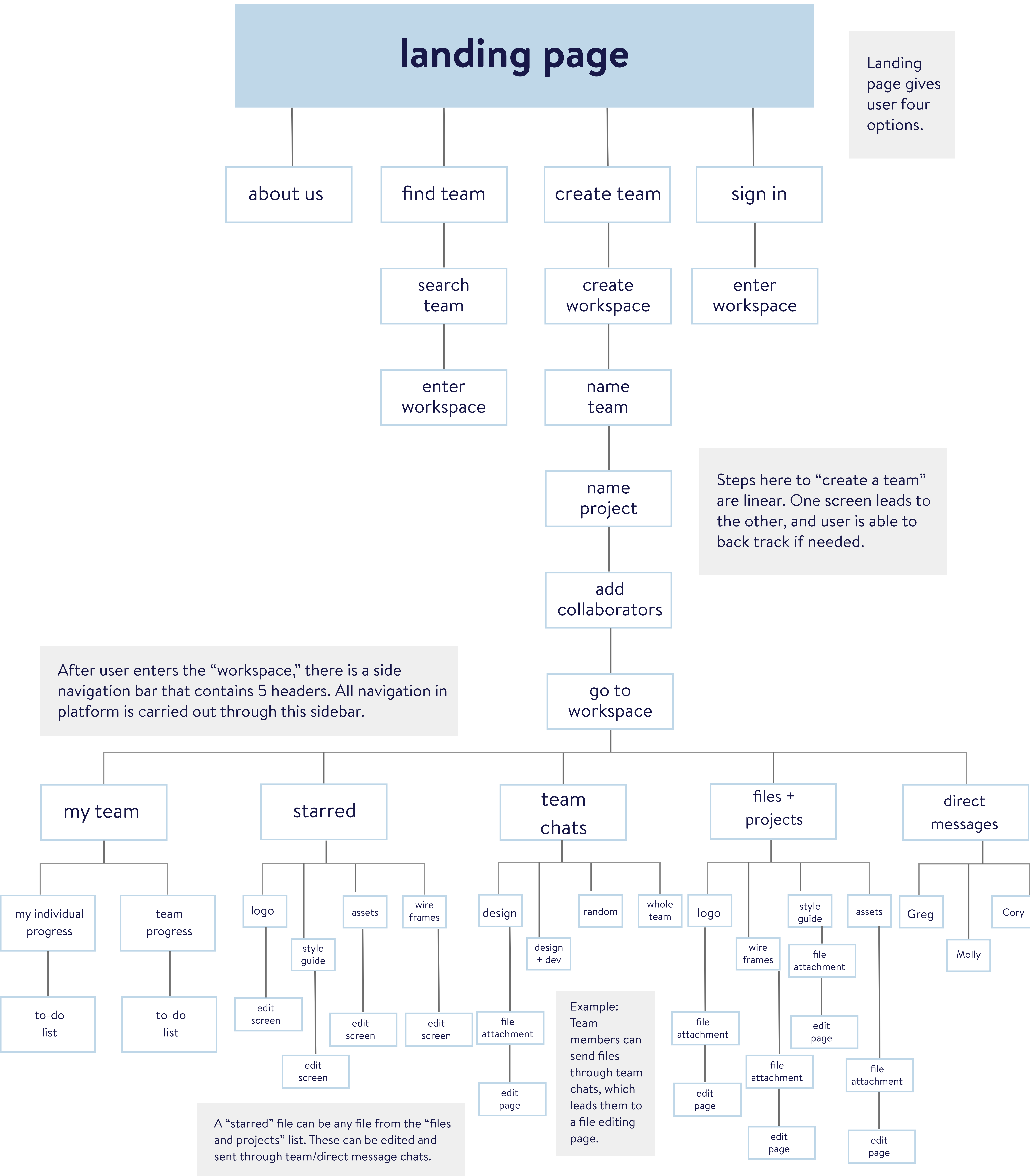
- seeing files that pertain to each project phase all in one space.
- easily communicate with team in one platform
- overseeing progress daily - both with entire team and individually.
- make and manage to-do list for team
- being able to archive project after completion without having to go back and find each individual file.
- ability to search for certain files without digging through hundreds of files names.

Brands:



Hardworking. Driven. Leader.

Collab Flowchart



Design - Wireframes

Collab Landing Page

1

Logo

A custom designed logo for homepage and log in page. Clickable anywhere on the site to return to the home page.

3

Navigation Bar

Contains navigation to “about us,” “find team,” “create team,” and “sign in.”

1

logo

3

toolbar

4

title

5

description

6

button

2

hero graphic

2

Graphic

A hero graphic used to illustrate Collab’s purpose.

4

Tagline

Tagline of the site, “Making Projects Happen” written in bold text.

6

Sign in/

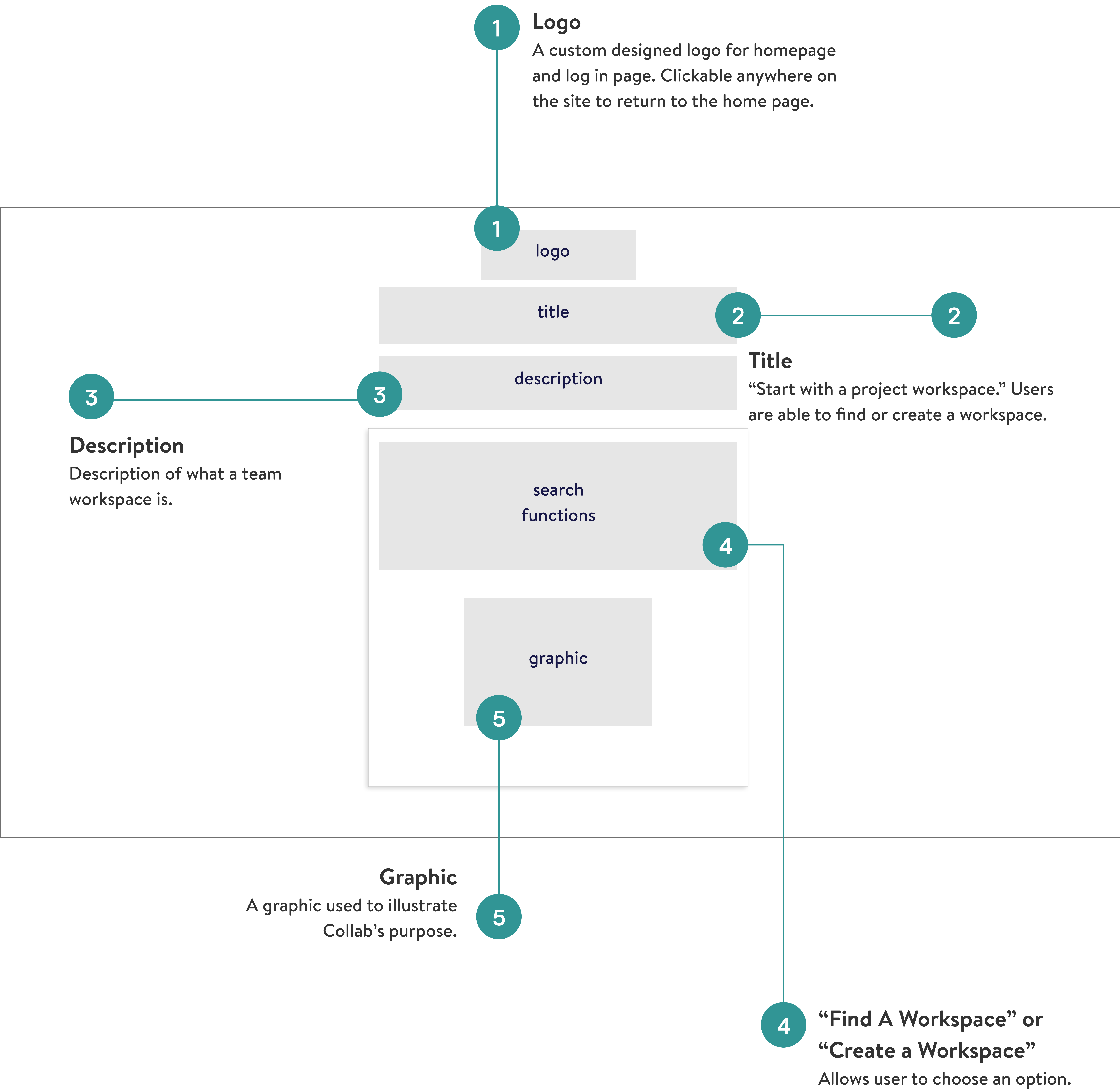
Allows user to sign in or get started.

5

Description

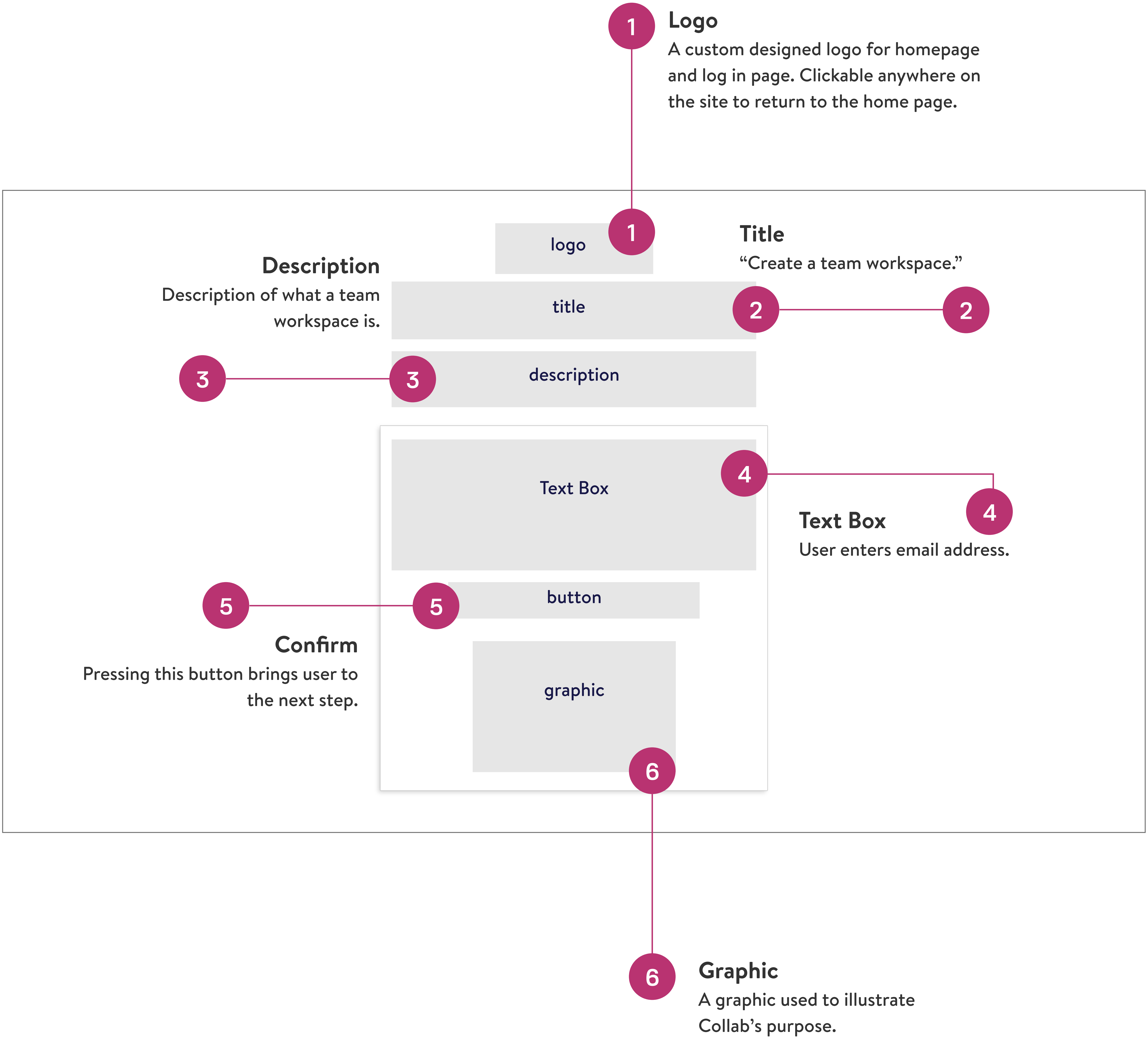
Description of what the Collab platform is, goals, and why designers, developers and collaborators should use it.

Find/Create your Team



Create your Team

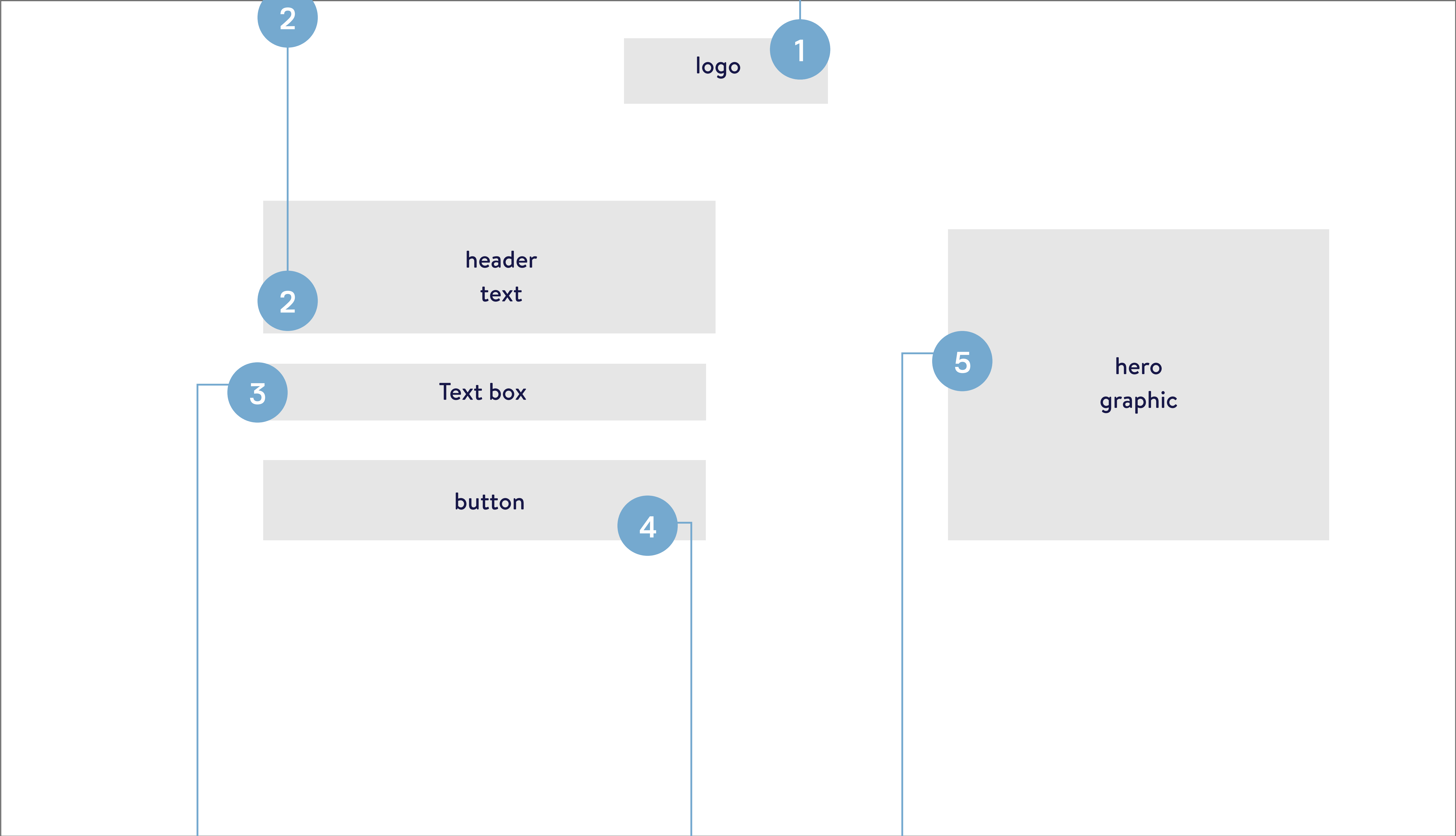
Enter Email



Name team

“What project are you working on today?”
Asks users to name their project.

1 **Logo**
A custom designed logo for homepage and log in page. Clickable anywhere on the site to return to the home page.

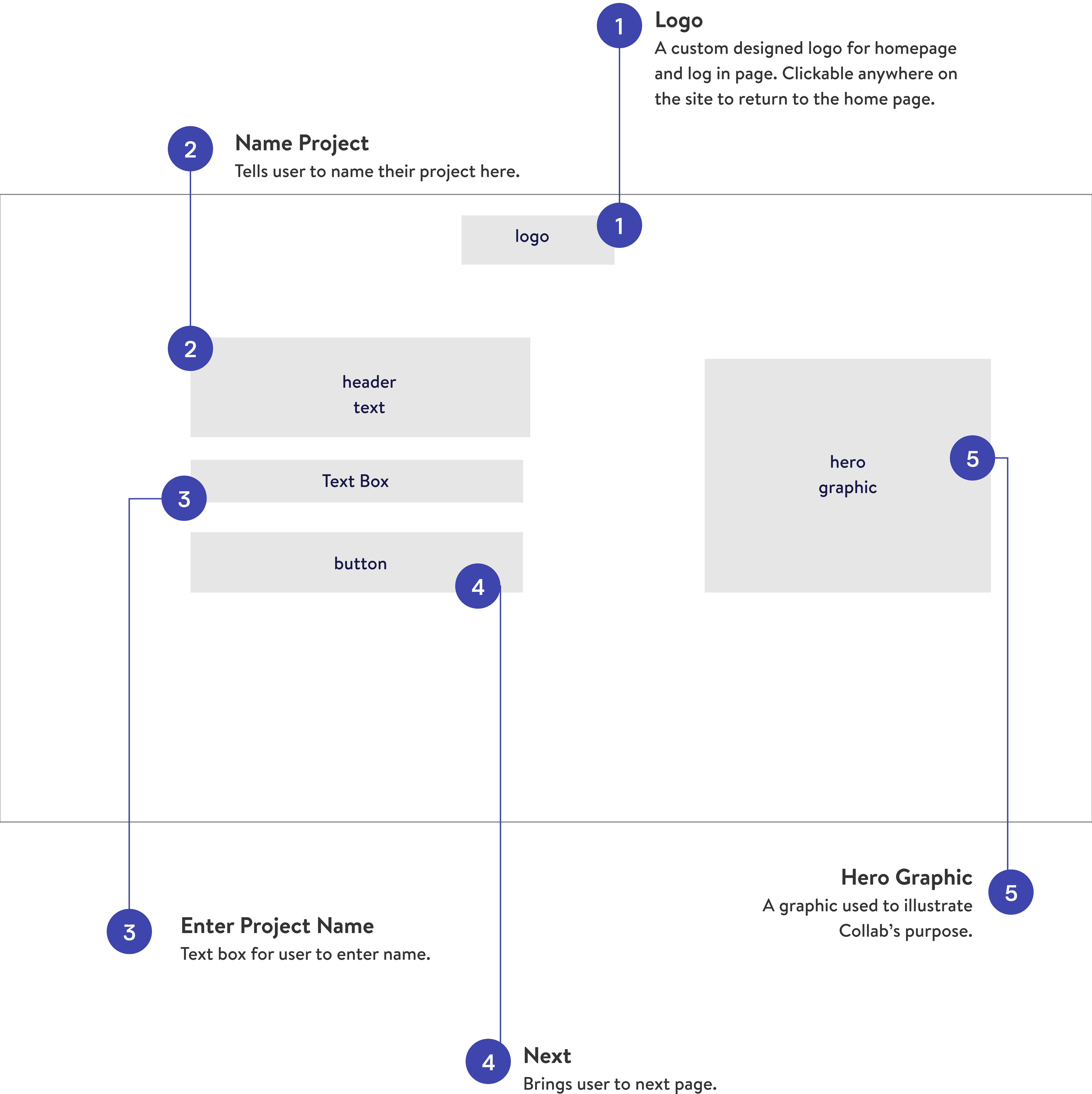


3 **Enter Project Name**
Users are able to type their project name to proceed.

4 **Next**
Brings user to next page.

5 **Hero Graphic**
A graphic used to illustrate Collab’s purpose.

Name Project



Add Collaborators

1 **Logo**
A custom designed logo for homepage and log in page. Clickable anywhere on the site to return to the home page.

1

logo

“Who else is collaborating on this project?”
Tells users to add collaborators.

2

2

header
text

3

text box

text box

3

text box

4

button

Enter Collaborator
User enters email addresses of
their team members here.

4 **Add Teammates**
Brings user to the next screen.

hero
graphic

5

Graphic
A hero graphic used to illustrate
Collab’s purpose.

5

Landing Navigation Page

1 **Logo**
A custom designed logo for homepage and log in page. Clickable anywhere on the site to return to the home page.

Meet your Team’s first Workspace
Introduces user to their workspace.

logo

2 **2**
header text

Description
Description of what a team workspace is.

3 **3**
description

button

4 **4**
Go to Workspace
Brings user to workspace home page.

hero graphic

5 **5**
Graphic
A hero graphic used to illustrate Collab’s purpose.

Collab Workspace Home

1

Navigation Bar

Contains all screens user needs to navigate through the Collab platform. Includes “My Team, starred, team chats, files and projects, and direct messages.”

2

Welcome to your Collab Workspace!

Introduces users to their workspace.

1

sidebar

2

header
text

description

3

hero
graphic

4

3

Description

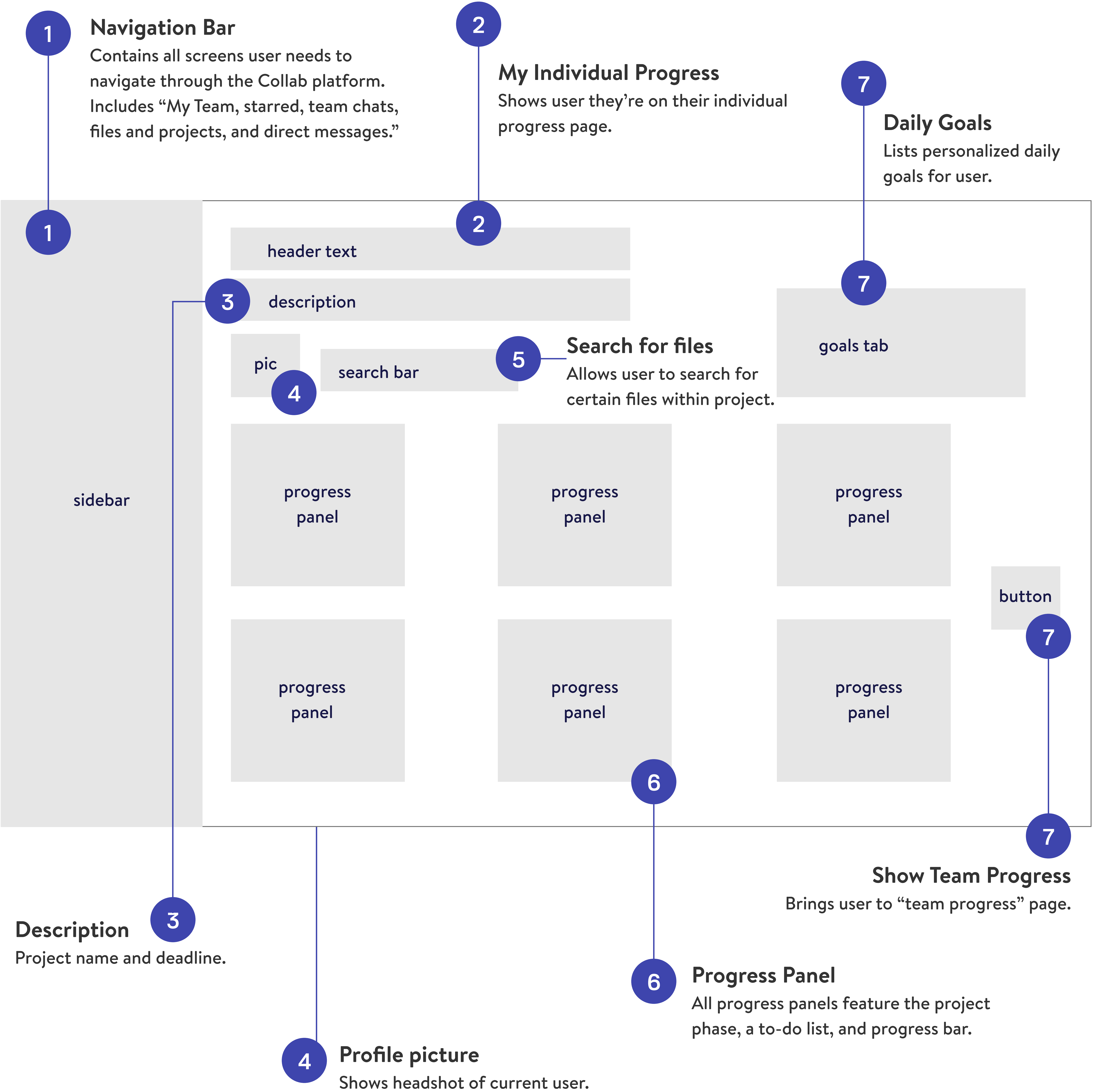
Tells user what they can click on the side navigation bar.

4

Hero graphic

A graphic used to illustrate Collab’s purpose.

Individual Progress



Team Progress

1 Navigation Bar

Contains all screens user needs to navigate through the Collab platform. Includes “My Team, starred, team chats, files and projects, and direct messages.”

My Team Progress

Shows user they're on the team progress page.

Headshots

Shows every headshot of active team members.

header text

Description

Project name and deadline.

description

progress bar

Progress Bar

Shows total progress as a team.

team
member
pictures

description

Description

Describes what project is about.

header text

progress panel

progress
panel

progress
panel

button

header text

progress
panel

progress
panel

progress
panel

Team Member Title

This will say “designer, developer, content editor, project manager, etc.”

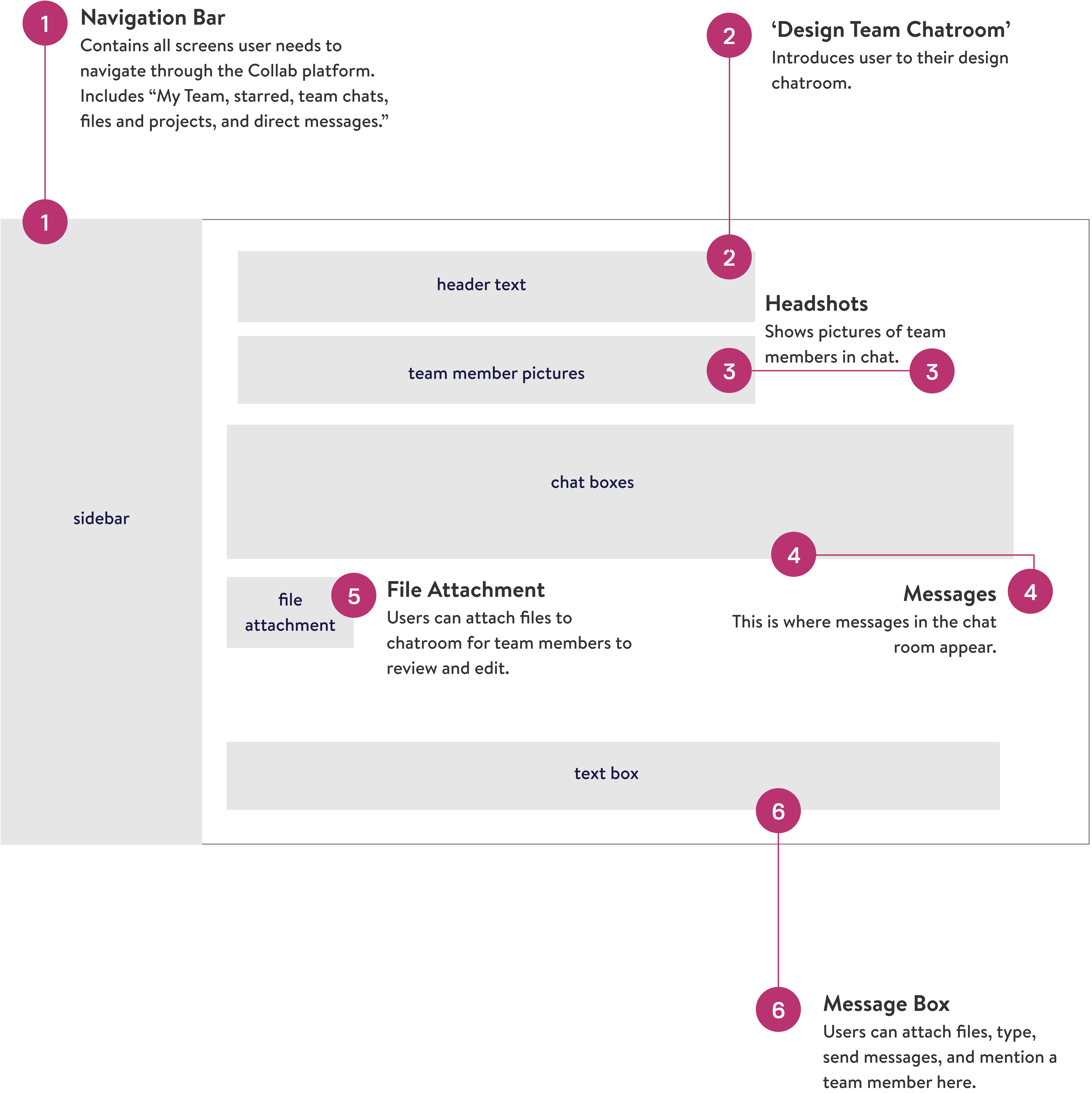
Back Button

Brings user back to individual progress.

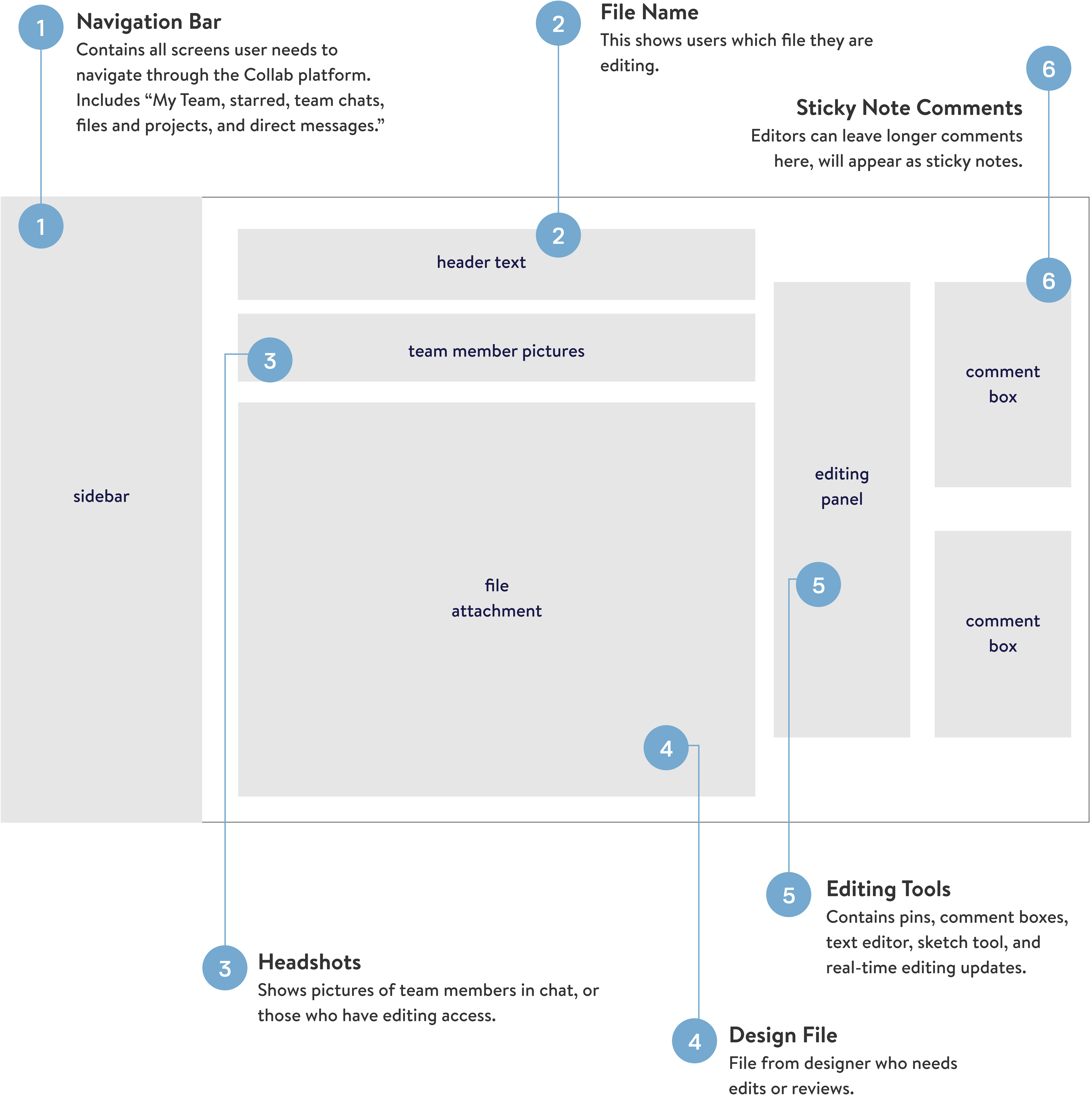
Progress

Shows each team member, progress on project, to-do lists, profile.

Design Team Chatroom




File Editing




Design - Original Storyboards

Landing page



[about us](#)[find team](#)[create team](#)[sign in](#)



MAKING PROJECTS HAPPEN.

Collab is a platform that combines the best of Adobe Xd, Slack, Microsoft Teams, and Google Drive. Say hello to your newest project management tool! Collaborate with your design, development and content team all in one space. No need for uploading multiple versions of files, file sharing through email, etc. All your work can be combined in this space!

get started

Already using Collab? [Sign In](#)

Start workspace



<

back

Start with a project workspace.

This is where you can create a team, or find an already existing team.



Find your team

Already have a team? Search for it here!



Create a team

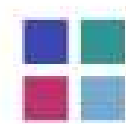
Start your greatest team project here.



Create workspace

<

back

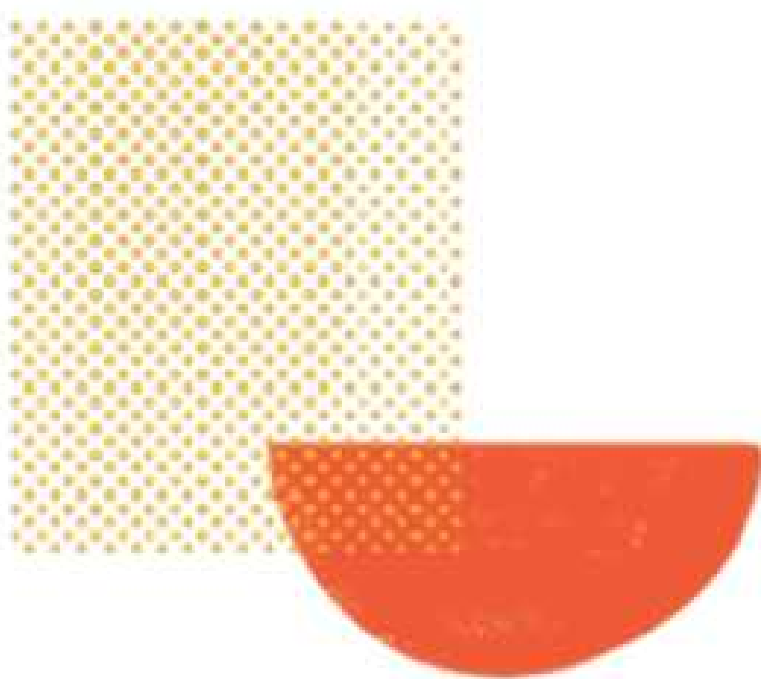
collab

Create a team workspace.

A workspace is where you and your team will communicate throughout the project. Enter your email to get started!

lyriclin98@gmail.com


confirm



Name team

<

back

collab


What's the name of your company or team?

Mejo584: International Projects

next

By continuing, you're agreeing to our [Customer Terms of Service](#), [Privacy Policy](#), and [Cookie Policy](#).

Name project

collab

<


back

What project is your team working on?

Uprooted

next

Add collaborators

collab

<


back

Who else is collaborating on this project?

greg@hello.com

molly@hello.com

arden@hello.com

add  more

add teammates

or get [invite link](#)

Landing navigation page

collab

<

back

Tada! Meet your team's first workspace: homepage

A channel brings together every part of your project - the people, conversations, designs, ideas, updates and files - so your team can move forward and get more done, more efficiently.

see your channel

Collab workspace home

Mejo584: Uprooted

Lyric Lin

Search files, chats, projects...

My Team

individual progress

team progress

Starred

+

wireframes

website draft

logo

style guide

assets

Team Chats

+

design

design + developers

whole team

design + content

random

Files + Projects

+

wireframes

website draft design

logo

style guide

about us page

written content

final design

Direct Messages

+

Greg Williams

Molly Durham

Claudia Brown

Cory Adams

Matthew Dean

< back to log in

Welcome to your Collab workspace!

Use your menu bar on the left to access your individual + team progress roadmap, team chats, files and projects, and direct messages!

Individual progress

Mejo584: Uprooted

Lyric Lin

Search files, chats, projects...

My Team

contacts

roadmap (progress)

Starred

wireframes

website draft

logo

style guide

assets

Team Chats

design

design + developers

whole team

design + content

random

Files + Projects

wireframes

website draft design

logo

style guide

about us page

written content

final design

Direct Messages

Greg Williams

Molly Durham

Claudia Brown

Cory Adams

Matthew Dean

My Individual Progress

Uprooted, project deadline: April 23, 2019

Brainstorm

The beginning phases of the project. Ideating, creating mood boards, and drawing inspiration from outside sources to convey design mood and feel.

Progress

100%

3 attachments

to-do list

Research

One of the beginning phases of the project. Researching target audiences, interviewing potential users, and creating an audience analysis chart.

Progress

100%

2 attachments

to-do list

Sketch Mockup/User Journey

This includes logo, site draft sketch, creating personas and user journeys.

Progress

50%

3 attachments

to-do list

Assets List, Structure, Logo and Style Guide

Ideating and creating potential logo designs and site assets. Creating a style guide for website theme.

Progress

70%

6 attachments

to-do list

Wireframes

Start creating several versions of your selected sketches. Sketch out basic wireframes of site design for your own reference. Note functionality and interactivity.

Progress

60%

2 attachments

to-do list

Final Site Design

Finalize all site features, graphics, logos, typography and colors. Prepare full package to hand off to developers.

Progress

30%

2 attachments

to-do list

Goals for the Day:

Finish brand style guide

Finalize logo

Finish story page wireframes

>

view team progress

Individual progress to-do

Mejo584: Uprooted

Lyric Lin

Search files, chats, projects...

My Team

contacts

roadmap (progress)

Starred

wireframes

website draft

logo

style guide

assets

Team Chats

design

design + developers

whole team

design + content

random

Files + Projects

wireframes

website draft design

logo

style guide

about us page

written content

final design

Direct Messages

Greg Williams

Molly Durham

Claudia Brown

Cory Adams

Matthew Dean

My Individual Progress

Uprooted, project deadline: April 23, 2019

Brainstorm To-do

✓

Figure out project goals

✓

Think about what the project is about

✓

Think about words to name the project

✓

Brainstorm potential color schemes

✓

Think about what the project means to you

✓

Figure out what you want the project to convey to the target audience

Research

One of the beginning phases of the project. Researching target audiences, interviewing potential users, and creating an audience analysis chart.

Progress

100%

2 attachments

to-do list

Sketch Mockup/User Journey

This includes logo, site draft sketch, creating personas and user journeys.

Progress

50%

3 attachments

to-do list

Assets List, Structure, Logo and Style Guide

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Progress

70%

6 attachments

to-do list

Wireframes

Start creating several versions of your selected sketches. Sketch out basic wireframes of site design for your own reference. Note functionality and interactivity.

Progress

60%

2 attachments

to-do list

Final Site Design

Finalize all site features, graphics, logos, typography and colors. Prepare full package to hand off to developers.

Progress

30%

2 attachments

to-do list

Goals for the Day:

Finish brand style guide

Finalize logo

Finish story page wireframes

>

view team progress

Team progress

Mejo584: Uprooted

Lyric Lin

Search files, chats, projects...

My Team

contacts

roadmap (progress)

Starred

wireframes

website draft

logo

style guide

assets

Team Chats

design

design + developers

whole team

design + content

random

Files + Projects

wireframes

website draft design

logo

style guide

about us page

written content

final design

Direct Messages

Greg Williams

Molly Durham

Claudia Brown

Cory Adams

Matthew Dean

Team Progress

Uprooted, project deadline: April 23, 2019

All Progress54%

We are designing uprooted.unc.edu for web and mobile platforms with Spanish/English versions available. Remember to keep in mind usability requirements and readability. We want to push this project out by April 16th for final testing due April 23. Go team!

Design Team

Lyric Lin

Lead Designer

To-do list

Progress50%

Greg Williams

Designer

Description here of responsibilities as a designer on the project.

Progress60%

Molly Durham

Designer

Description here of responsibilities as a designer on the project.

Progress20%

Development Team

Claudia Brown

Lead Developer

Description here of responsibilities as a designer on the project.

Progress50%

Matthew Dean

Developer

Description here of responsibilities as a designer on the project.

Progress65%

Cory Adams

Developer

Description here of responsibilities as a designer on the project.

Progress45%

back to individual progress

scroll for more

Design team chatroom

Mejo584: Uprooted

Lyric Lin

Search files, chats, projects...

My Team

contacts

roadmap (progress)

Starred

wireframes

website draft

logo

style guide

assets

Team Chats

design

design + developers

whole team

design + content

random

Files + Projects

wireframes

website draft design

logo

style guide

about us page

written content

final design

Direct Messages

Greg Williams

Molly Durham

Claudia Brown

Cory Adams

Matthew Dean

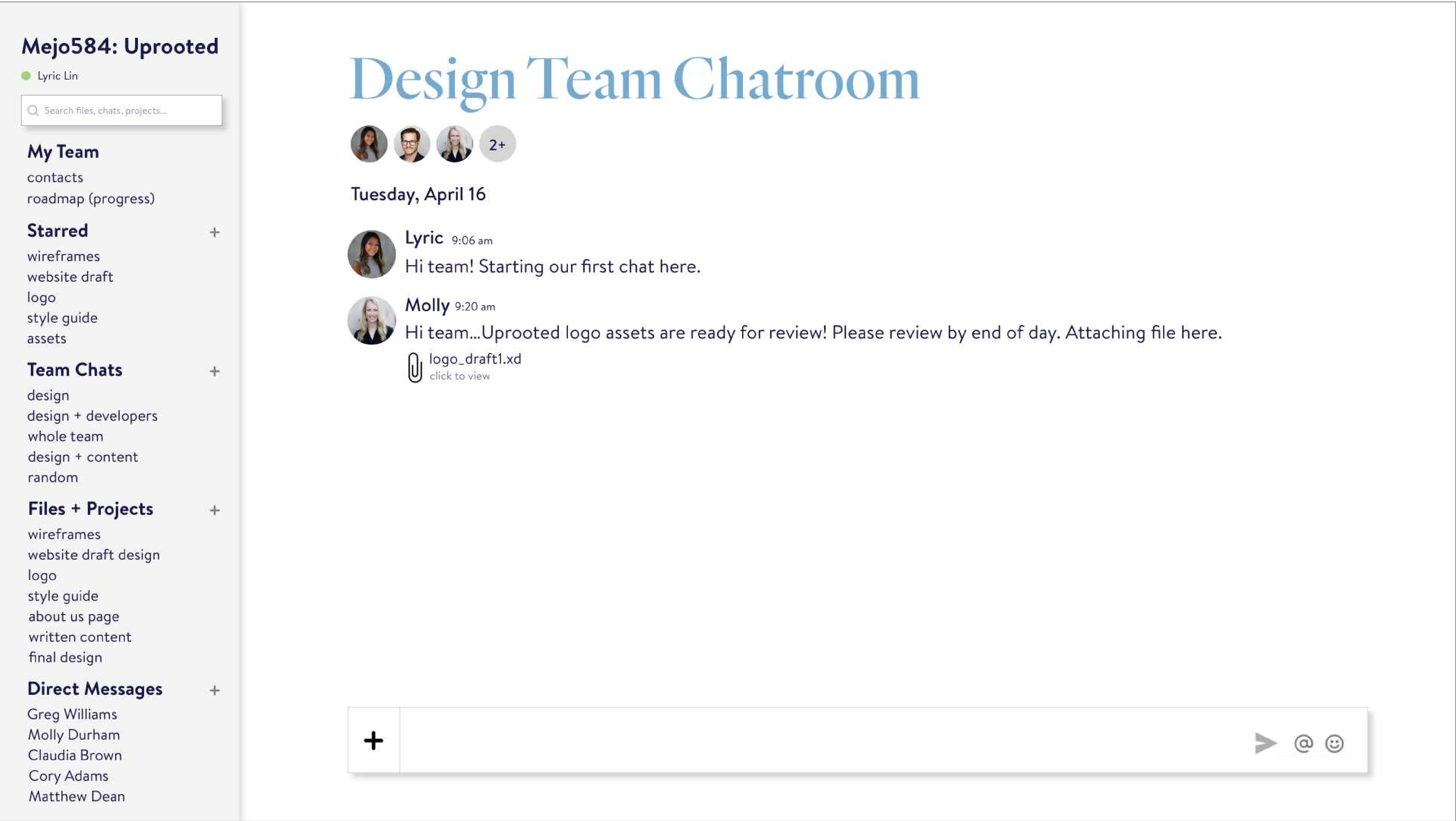
Design Team Chatroom

2+

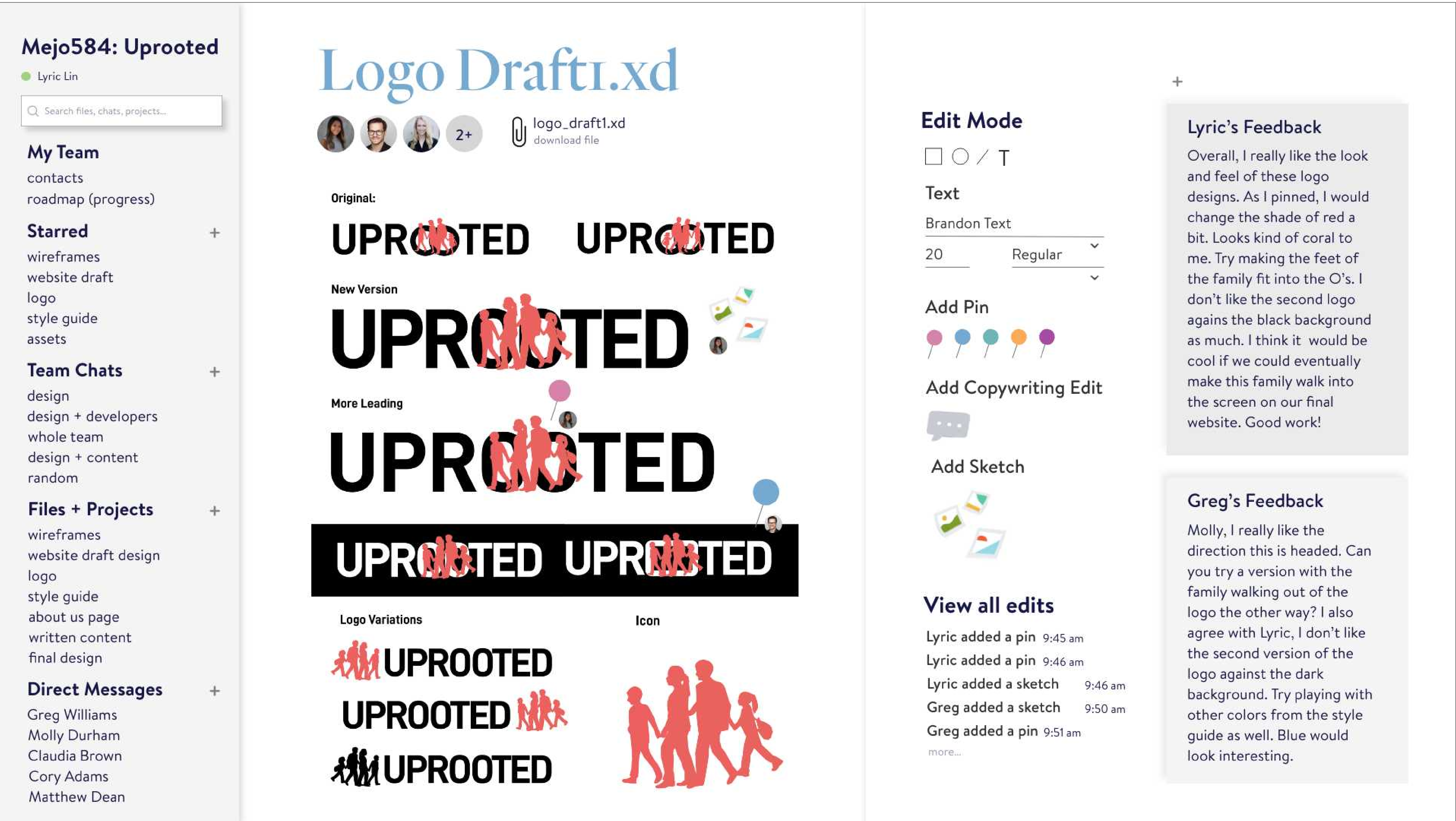
Send your first message to the design team!

Hi team! Starting our first chat here.

Chat file attachment



File editing



Edit comment box



Edit sketch pop-out



User Testing



User profiles

User 1

- Male
- 33 years old
- Income of \$20,000- \$39,999
- Self-employed in Information Technology
- From North Carolina
- Tested on desktop Google Chrome

User 2

- Female
- 29 years old
- Income of \$20,000 - \$39,999
- Director of Art and Design
- From the United Kingdom
- Tested on MacBook Google Chrome

User 3

- Female
- 44 years old
- Income of \$80,000 - \$99,999
- Education Career
- From Canada
- Tested on Windows Google Chrome

Testing Video Links

- 1) <https://bit.ly/2Vejq5>
- 2) <https://bit.ly/2vyYpr2>
- 3) <https://bit.ly/2VDmLyG>

User Testing Results

Overall, the three users shared similar positives and negatives while also offering unique suggestions.

User 1 liked the purpose of the app. His most helpful suggestion was, “arrow for team progress is a little hard to find especially because you have to scroll over to see it . The left menu bar and individual progress take up most of the screen, at least for my experience. It would be better to include a link to “team progress” page under “my team” and “individual progress” under “my team” as well. That way, if a site visitor doesn’t see the arrows to the right, they could easily have another way to access the team progress.” I was able to implement his advice in my revised site prototype. This was interesting to hear, because I thought the navigation under “roadmap progress” was pretty intuitive. However, I realize it was only that way because I knew which arrows to press to find team progress.

User 2 was a creative/design guru herself, so she thought this platform was especially interesting. She enjoyed it, and thought the color scheme, graphics, and text used were eye-catching. The headings and tool bar were intuitive from the start, making it easy to navigate through. User 2 had the same suggestions about having a “team progress” button on the side bar. Additionally, she thought the process of finding the logo drafts from the chat was difficult. She hoped clicking on the “design” chat would pull up a subcategory with the logo file, and this was something I implemented in my revised prototype. I made the steps more connected so that the user didn’t have to click around the platform as much to get to what they were looking for.

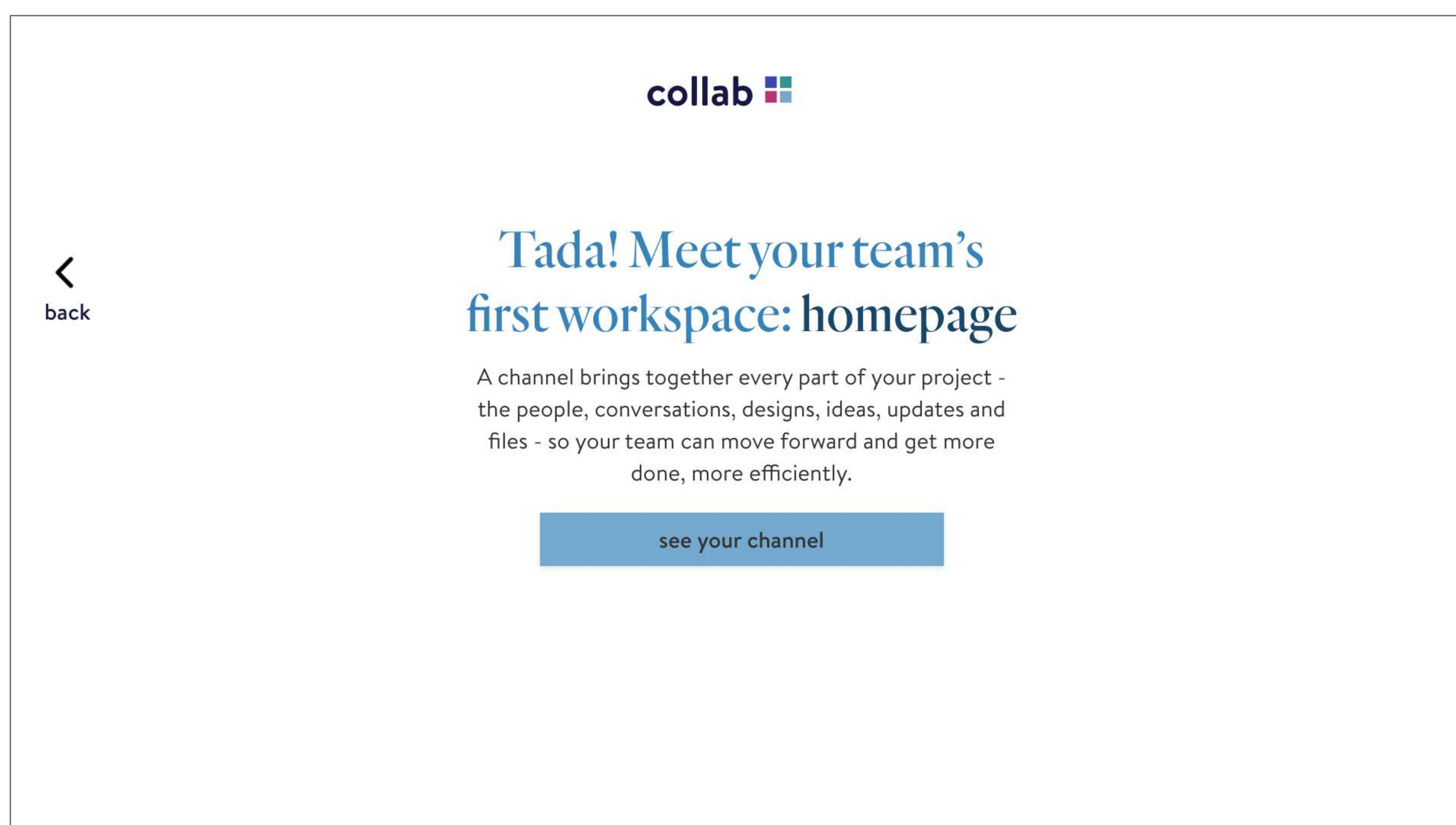
User 3 had the same comment about the team progress, saying “I was not able to find my individual progress or the team progress. It could be improved, with a button saying, ‘team progress.’” This was definitely something worth noting. Additionally, User 3 had trouble initially finding the team chat because she didn’t know how to get to the home page. This was my mistake, as I didn’t write instructions at the beginning of the user test to go through the “create a team” steps in order to get to the workspace landing page. Once she found the workspace, she was able to find team chats quickly. She liked the feedback option. Ultimately, she thought the platform was new for her, however, she liked the look and feel. Although she had to work through the platform, she was able to do so and completed all the tasks. The thing she liked the most was the group chat where team members were able to collaborate.

On the following page, a link to the original design along with images of the panels shows the subtle but important changes made to the Collab platform.

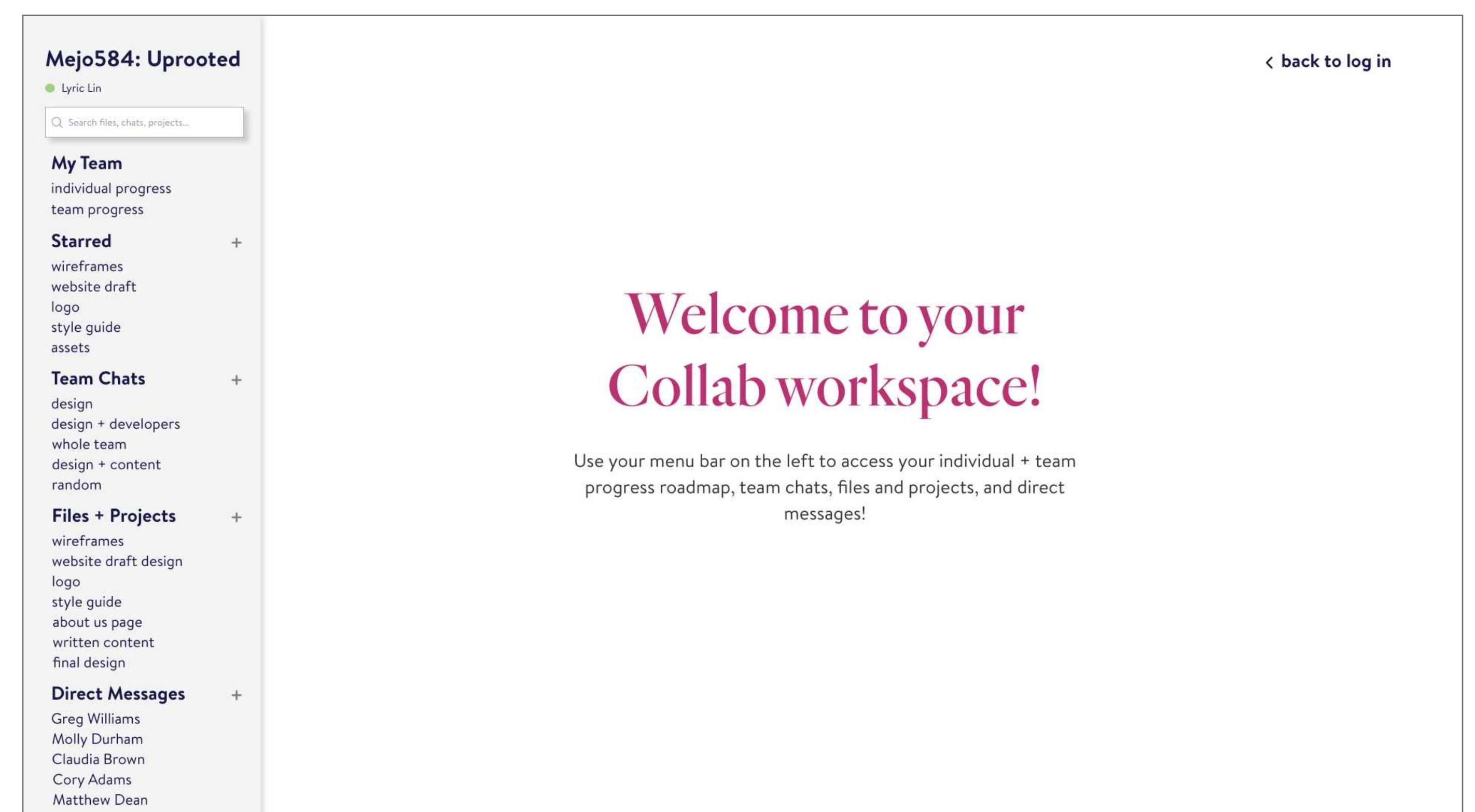
Updates: Revised Panels

Based on the three user tests, it is clear that the app is a novel idea and would take thorough explanation to understand. I made the mistake of not explaining that the user had to “create a team” before entering the project workspace, so 2/3 were confused on how to enter.

For the finished app, I would feature a walk-through for first time users that don’t understand the purpose of the app. In addition, for both individual progress and team progress, the user would be able to open up the to-do lists to see their progress. In this prototype, only one to-do list was functional in order to show the user what it would ultimately look like. Lastly, I implemented a button that would bring the user back to the chatroom once opening up a file. One user expressed concern that it was a bit confusing and would prefer being able to toggle between the file and chat at the same time. Overall, users mentioned that the app looked very simple and attractive in terms of design, and said that the headings and titles made it easy to navigate.



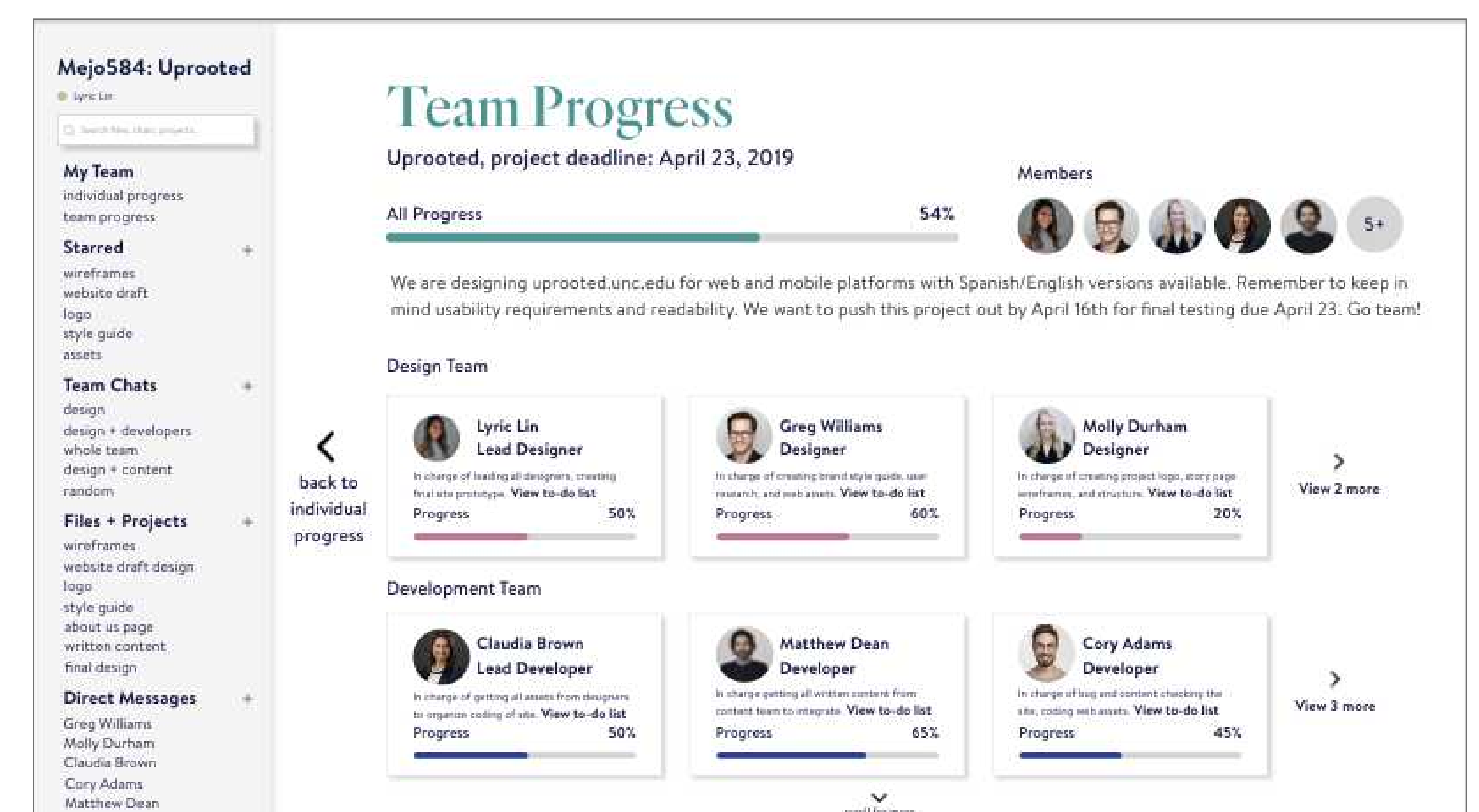
Implemented a “back” button for all “create a team” pages.



Changed navigation bar: individual navigation for “individual progress” and “team progress.”



Added a “to do” list flip under “individual progress” and “team progress.”



Larger navigation controls within platform.

More changes shown in link but not featured on this page: edit deadline was added on “edit page,” “design team chat” button added to file edit page — user tests determined users would like the option to toggle back to chat after entering the edit page. Lastly, the ability for user to choose between “find my team” and “create a team” on the home page. Both lead to the workspace.

References

- <https://www.arts.gov/news/2011/nea-announces-new-research-note-artists-workforce>
- <https://www.proofhub.com/articles/project-management-challenges>
- <https://www.byalicelee.com/slack>
- <https://slack.com/>
- www.drive.google.com

Presentation Link

<https://bit.ly/2DOvdkC>