OCULAR

PORTFOLIO WEB APP - PROPOSAL

Designed by Sumitra Manga
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SumitraManga@gmail.com

CONTENTS

OVERVIEW

CLIENT

Ocular are a design firm located in sunny Lyall Bay, Wellington. For over 15 years, Ocular specilise in Design, Web, Branding, Video + Animation and Strategy. Catering to all to those who need a fresh design makeover or help start the design of their business from scratch.

PROBLEM

The problem Ocular currently has is that the design firm does not have a web app which can communicate both the firm's success (projects by the designers) and get a deeper insight into what the team is like all within one app.

This leaves people wondering if they can work with the firm whether it is a client or a designer approaching them to work for the firm.

REQUIREMENTS

- Create a Single Page Application (SPA)

- Use Ocular's existing header section with main navigation on their current website

- Be able to view a list of designers working at Ocular

- View the details about the individual designer's with a list of projects

- View project details and overall statistics of each designer's projects (this includes the number of views, appreciations, and comments)

- Make the code for this project available to the open source community

DEFINED SUCCESS

- Stakeholders needs are met

- A design has been created that is easily understood by all target audiences

- The app will be able to see individual designers work so potential customers of Ocular know who they will be working with and what their designers are like

- All designers work can be viewed within one place (within a SPA)

BUSINESS GOALS

- Make sure that web app is appealing to the target audience

- Integrate the web app nicely into their existing site

- The final web app shall not contain any errors

RESEARCH - INTEREVIEW

INTERVIEW

A lot of similarities were found in regards to comparing with the survey

- Aged 22

- Young student studying towards her way into the Digital Design industry

- Outgoing

- Sees the meaning behind design rather than just for styling purposes

- Not just wanting a job because she needs one but to be involved with the meaning behind the design and the firms values

- This shows that most designers are

- Also cares about the environment she wants to work in

- Cares about ethics

- The way she designs is with a purpose. She wants a style that is trendy but also stands out from the crowd

- Jasmine is a visual learner

RESEARCH - SURVEYS

AIMED AT DESIGNERS
POPULAR RESULTS
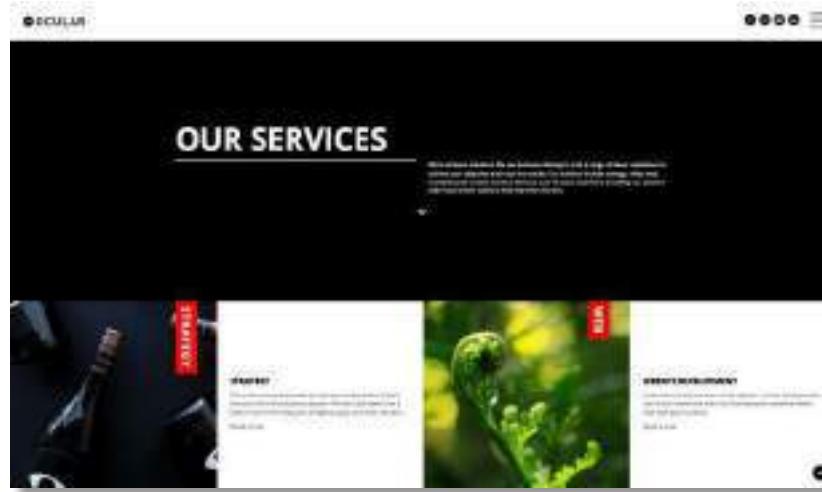
- Aged 18-23
- Students
- NZ European
- Female
- Live in Wellington
- Would consider working for a design firm
- Importance: style, people, quality of work, health matters, work environment, clear pathway overall, creativity
- Workplace atmosphere is very important
- Like simplistic design
- Find inspiration from Pinterest
- Inspired by colour and typography, look and feel, the message,
- Visual learner (93.3% but 2.2% are text based so need to cater to them)
- People are interested in not just the boring working side but what's fun about working at a design firm and what the people are like

AIMED AT PEOPLE WITHIN THE COMMERCE INDUSTRY SURVEY 2

- Female
- NZ European (Next being Indian)
- In the business industry (next being tech industry)
- 24-30
- 50% of participants are thinking of owning a business
- Past experience of exploring design firms averaged of 4/5 (This means there is competition going on)
- "There is a wide range of design company's and I feel if there was a common place where there could be reviews on work done it would be great especially for people who aren't familiar with the industry"
- These people are unsure of what they want mostly (need gudience)
- Choose design firms based on friends and family recommendation and depending on what design looks like
- Experience and clients listed on website (wanting to see list of clients. This also is a connection between the first survey)
- Quality of work is important
- A good portfolio is important

- Care about values (line up with clients)
- Feedback/reviews/Testimonials is important
- Maybe consider design firms in regards to upping their business (getting a firm to help them with their business)
- Some people are consider design firms to be a good part of helping a business gain attraction

RESEARCH - WEBSITE ANALYSIS

In order to understand how I am going to easily intergrate the portfolio web app into Ocular's existing website, I had done an analysis on their website.

RESULTS

- Very simple clean website
- The header suggests the Lyall Bay views which gives us the vibe of what Ocular is surrounded by (the ocean and airport)
- Very smart with how they worded their business goals to the client/ potential client
- A touch of colour is added on hover to some elements but main this site is black and white
- The black and white colour palette give off a professional serious feel
- The logo is just as sharp as the website with a modern touch as the
- The site already shows who the team consists of which is good
- Ocular definition: of or connected with the eyes or vision
- This would explain why they have used an eye as apart of their logo
- In my opinion is directed at the customers of Ocular, connecting the clients vision with their eyes
- Website is full responsive
- Social media links are avaliable
- Company consists of Web, Strategy, Brand, Design and Video
- Firm supports locals from Lyall Bay
- Firm has worked for NZ brands
- Firm caters to people around the North Island

COMPETITOR SWOTS

NINESIXTY

Nine sixty have a "Our Work" Section showcasing their work

STRENGTHS

- Simple website
- Responsive
- Some projects have details about the project with who they are, what they do and what the design firm has created for the client
- Heading image scenery when clicked on project matches the project theme
- Show their work environment is casual/fun
- Overall a consistent modern site

WEAKNESS

- Some project only show images of mock up
- Doesn't show who their team consist of

OPPORTUNITES

- Could provide info about all projects
- Show images of the team

THREATS

- Not showing who their team consist of could leave users wondering who they are dealing with

FAHRENHEIT

STRENGTHS

- Shows images of the team with a little bit about them
- Shows image of Lyall Bay in the header
- Map of where the design firm is located
- Shows that the design firm works with local companies

WEAKNESS

- Having to assume what the projects are about on when first visiting the "Our Work" section unless the search has been filtered
- Realised that the name of the company and service use appears on hover of the project

OPPORTUNITES

- Could add titles to the project so the user knows what it's about without having to click on the project itself

THREATS

- Randomly imagery of a girl holding fireworks may suggest something else not related to design firms
- Other design firms within the same area (Lyall Bay)

COMPETITOR SWOTS

SCOPE DESIGN

STRENGTHS

- Colour scheme is clean
- Review is avaliable
- Good layout in terms of the responsive of the projects showcased

WEAKNESS

- Could be possible that all work is not shown in the Portfolio section as a client has stated that they "have worked with SCOPE for over 10 years" but projects showcased suggest that the design firm only done one off projects

- No info about the individual projects
- No consistent heading throughout the site

OPPORTUNITES

- Could add a contrasting colour which is consistent throughout the site so the site doesn't appear as bland
- Using the positive space to balance out the elements could be considered

THREATS

- Looks very bland and way too simple compared to the other design firms looked into

OBJECT

STRENGTHS

- Gets straight to the point
- Uses simple animation to enhance the portfolio
- Produced work aligns with the style of the site/design firm
- See the client and designers as equals

WEAKNESS

- The colour palette on some pages are too bright such as the Skills page (not good for accessibility)
- Would be difficult for people to read the text on hover as it is

crossed out

OPPORTUNITES

- Could produce a consistent colour scheme that is calm to the eye
- Could have the line under the text

THREATS

- A lot of colour schemes all within one site could be misleading and confusing
- The menu is not just a menu. Is is the portfolio as well which could be confusing to the user

PRIMARY AUDIENCE & PERSONA

- Already within the commerce industry
- 24-30 year olds
- Working for others at the moment
- Going to have a business
- Help prepare their business through design

Neil Patel

Xtensio

Need gudience	Cares for values	Success
Modern	Organised	

Goals
- Have a successful business
- Gain an understanding of how design will help his future business
- Have confidence in design firms leading his project

Frustrations
- Doesn't understand how design firms work
- Unfamiliar with the industry
- Fears that values and vision doesn't align with his
- Doesn't know how successful projects created by design firms are

"I am thinking of having opening my own business"

Age: 29
Work: Within the commerce industry
Relationship status: Single
Location: Wellington City

Personality

Introvert	Extrovert
Thinking	Feeling
Loyal	Fickle
Analytical	Creative

Bio

Living in the windy city of Wellington Neil Patel is currently in the commerce industry working his way up to be a entrepreneur of his own business. Quality and values are very important to Neil as he want's a successful business. He likes to work with people who he has a connection with (either with friends or family) as he finds them more trustworthy than to be working with complete strangers. Although, seeing how successful others are with what has been produced influences Neil take part in what he thinks would be best for his future business. In saying this communication is key to understanding what Neil would like produced.

Motivation

Friends and Family

Understanding

Success

Reviews

Brands & Influencers

Preferred Channels

Portfolio

Design style (latest)

Quality of work

Design firms

SECONDARY AUDIENCE & PERSONA

Lexi Sterlings

Xtensio

"Digital Design is my passion! "
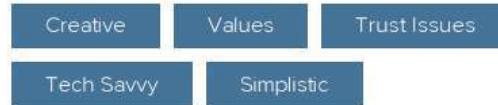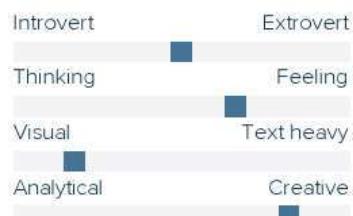
Age: 21
Occupation: Student
Course taking: Digital Design
Location: Wellington City, NZ
Character: Unique and courageous

Personality

Introvert	———————————————	Extrovert
Thinking	———————————————	Feeling
Visual	———————————————	Text heavy
Analytical	———————————————	Creative

Creative · Values · Trust Issues · Tech Savvy · Simplistic

Goals
- Find the perfect design agency to work for
- Always keep on top of time management due to long work hours (short on time)
- Express her creativity
- See previous work of design firms when researching
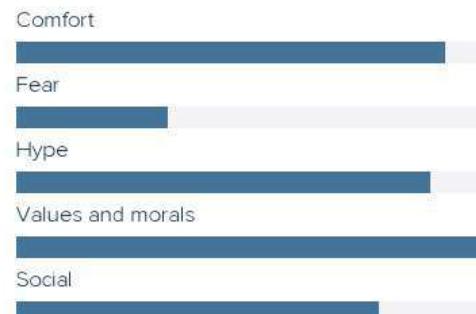
Frustrations
- Fears that she'll be stuck with a design firm who doesn't have any morals and values lining up with hers
- Doesn't like cultural appropriation
- Wants validation before diving depth into anything

Bio

Lexi Sterlings is a student at Yoobee School of Design currently studying in the Graphic Design field (Diploma in Digital Design) on her way up to find a job within her industry. She would consider working for a design firm but is still unsure. With her love for Graphic Design, Lexi has an eye for style which she find inspiration within colour and the way pieces of work speak to her.

Lexi is interested in seeing who the designers are and what kind of work a design firm can produce as she doesn't want to be with a company that is terrible and that doesn't align with her morals and value and is not very successful.

Motivation

Comfort

Fear

Hype

Values and morals

Social

Brands & Influencers

Instagram · Behance · Pinterest

Preferred Channels

Mobile User

Online & Social Media

Workplace atmosphere

Instagram as finding design inspiration

- Design students
- 18-24 year olds
- Looking for a job within a design firm
- Want to be apart of a design firm that is lively and values their team

HEADING

Ocular portfolio web app. Ocular portfolio web app. Ocular portfolio web app. Ocular portfolio web app. Ocular portfolio web app. Ocular portfolio web app. Ocular portfolio web app. Ocular portfolio web app.

OCULAR

MOODBOARD

UI STYLE GUIDE

Default

HOVER

SELECTED

CALL TO ACTION

CTA HOVER

H1 HEADER

H2 HEADER

Body text . Body text.
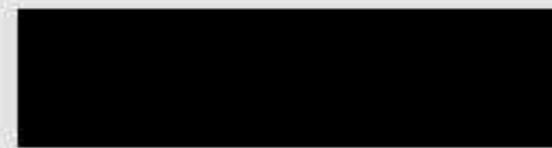
All text lefted aligned

RED
#FF0D00
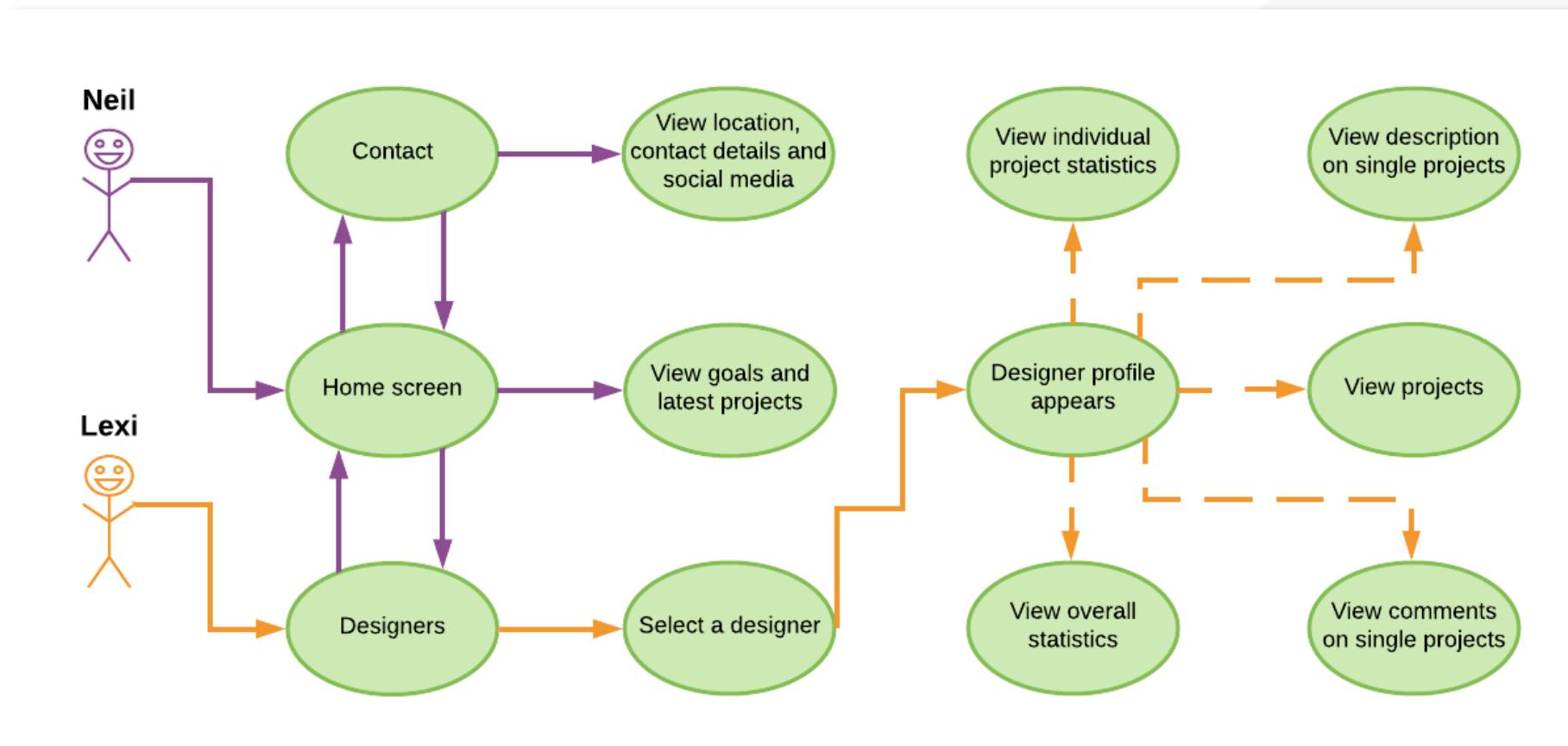
BLACK
#000000

WHITE
#000000

USE CASE

LOW-FI PROTOTYPING & USER TESTING

SKETCHING AND LOW-FI

In order to create a user friendly app I had went ahead and created sketches which were then narrowed down to create a digital prototype. After this, the prototype was used for user testing purposes to ensure I have a an app which caters to the target auidence. After testing on 6 particpants (1 session was conduced as a peer) I aanlysed the resutl to find any trends which will need to be taken into consideration of redesigning parts of the app. After this, an iteration 2 of the prototype was made to confirm the layout and begin the high

fidelity version of the web app.

USER TESTING
TECHNIQUES USED:

- Digital wireframing
- Scenario based testing
- Voice recording whenever possible
- Usability testing incorporated with first click testing

TASKS ASSIGNED:

1. You want to find where the firm is located

2. You are wanting to know what the team is like

3. You want to know about the latest projects the firm has done

4. You want see what other designers are saying about an individual designer's project

5. You want to see how popular the projects are

PASS RATE

- 85% of each tasks
- Failed tasks - #2 and #4
- Passed tasks - #1, #3 and #5

TRENDS/POINTS OF INTERESTS

- Particpants from the primary audeince were influncned by Facebooks interface thefore clicked on the comments stats rather the comments icon under the project image.
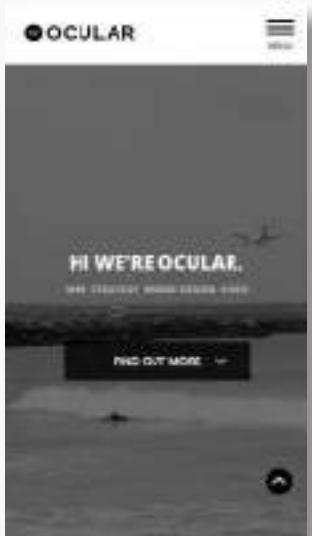
- Clicked on logo in order to go back to the home page but did not work as the logo was static
- Did not know the home page was scrollable
- Some ididn't notice that the view stats icon didn't exist
- Particpants like that there only a few sections you can go to
- Particpants thought it was easy to navigate through the app

CHANGES MADE

- Added a button on the home screen which takes you to auto scroll down on the home screen
- Added a title along with the stats icon and also a red background tab it ensure it is visable
- Made both comment icons the same type
- Changed the text placeholder to real text to ensure that the particpants of the testing can understand the context

FINAL PROTOTYPE

LANDING SCREEN

OUR GOAL

Our goal is to provide our clients with an exceptional outcome with a insightful and indepth process. We care about our clients wants and needs whilst catering to the audience their business attracts

OUR LATEST PROJECTS

OCULAR - CHRISTMAS PRESENT

NAVIGATION

OCULAR

HOME

DESIGNERS

CONTACT

DESIGNERS

OCULAR

MEET OUR DESIGNERS

DARRYL POWELL

View Darryl's projects

CONTACT

OCULAR
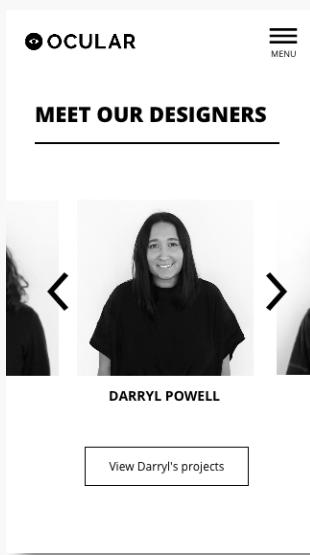
CONTACT US

DESINGERS PROFILE/ PROJECTS

DARRYL POWELL

539   34   4

RALPH HOTERE

Ralph Hotere is a New Zealand Maori Artist. This book is dedicated to all of his artwork.

DESIGNERS PROJECT STATS

DARRYL'S PROJECTS STATISTICS

TECHNICAL REQUIREMENTS

INTERFACE

- Swiper carousel pluign to show designers of Ocular. This carousal is responsive for mobile tablet and web. I was unable to find responsive carousals so this would be perfect

- Google charts to show overall statistics of a designer's projects

- PagePiler or any other one page app plugin to spilt into sections

- Font Awesome replace words with visuals such as on the designers page and logo's for Ocular's social media. Comparing this library with Flat Icon, Flat Icon will take up time in regards to downloading. Font Awesome has the option add icons via a tag within the HTML.

- Google Maps to diaplay the location of Ocular

- jQuery for scrolling to elements, and showing specific elements whenever nesccesary

- Bootstrap for the modal as it is premade therfore would be faster to code and style the modal

DEVELOPMENT/CODING

- Behance API for accessing profiles in order to get the data of the design firm's team members - Extensive research has been done to ensure that the design is possible to devleop

- Grunt (Recently taught in class so all team members will understand how to use it. It also complies SASS, lints JavaScript and minifies both CSS and JavaScript. As React already auto refreshes it is not neccessary to have Gulp auto refreshing as well)

- jQuery AJAX request (easiest / quickest way to get data. Will save time compared to writing it in vanilla JavaScript)

- React.js (Since this is a single page application and React is built for SPA where as node.js is more for server side and not suitble for SPA)

CODING STYLE GUIDE

During the Development these best practisese are to be followed

CODE STYLE GUIDE

- Single quotation marks for JS

- camelCasing when assigning names to variable and other elements

- Indentation is created using 1 tab key

- All variable names start with a letter

- Using variable and const in JS

- Scripts and CSS are external

- Code is well commented to explain the functions in JS and HTML when need be

- Use Grunt as liniting tool, SASS complier and JS and CSS minifer

- Logically named functions

- Using react.js as a front-end framework

- Classes for CSS
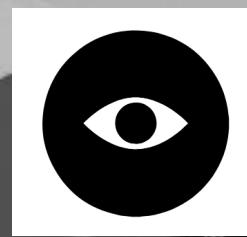
- ID's for Javascript unless justified

ERROR/DEBUGGING

1. Check console (read the message)

2. Comment out code line by line and re-add the code

3. Command + Z out until you reach a point where there are no errors

4. Google error

5. Get a group member to check code

6. Ask Richard to check code

GITHUB

- Check with group before merging into master (message group)

- Write relevant commit messages

- Make regular commits on your branch

- Only working code/elements should be push to master branch (without errors)

OCULAR WEB PORTFOLIO APP
FOR EDUCATIONAL PURPOSES ONLY