

# The brand

**THE PRODUCT**  
In this challenge, I must to demonstrate a design for a web system, with skills of build to organize the ideas and habilitys in design.

The logo created for this project, through the briefing, is a fluency from the proposts of the job and how this runnig with the stakeholders, like cards in flow.

**PROJECT TYPE**  
Open Sans

**INDUSTRY**  
Technology

**TIMELINE**  
5 days

**LOCATION**  
Manaus, Brazil

The proposal of logo is a simple and clean typography with an illustration of a card as an icon, simulate a kanban action. The colors are a fluency from enterprise ´s main logo, Sidia.

The name follows the proposal of the web system, to be a source of projects to do.

**TYPOGRAPHY**  
Panton Black Caps

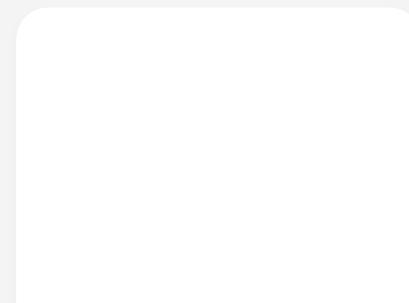
**COLORS**



#0C5DFF  
C:100 M:80 Y:0 K:30



#54AB34  
C:70 M:0 Y:100 K:0



#FFFFFF  
C:0 M:0 Y:0 K:0



# Methodologies of Creation

## BRIEFING

The system will be used for all the teams of the company. It will help all types of teams manage their work. On the system, user can plan, assign, track, report and manage work. It will be mostly used for managing software development projects.

On the system, user should be able to:

- Login the system
- See a dashboard of the projects he/she is working
- Create/Edit user stories
- Check backlog of user stories
- See details of user stories
- Create/Edit tasks for each user story
- Assign users to solve the issue
- See details of tasks
- See list of tasks assigned to him/her
- Use a kanban board to manage the tasks
- Comment the tasks
- Attach files in the tasks and comments
- Give permissions to users for each project

## DESIGN THINKING

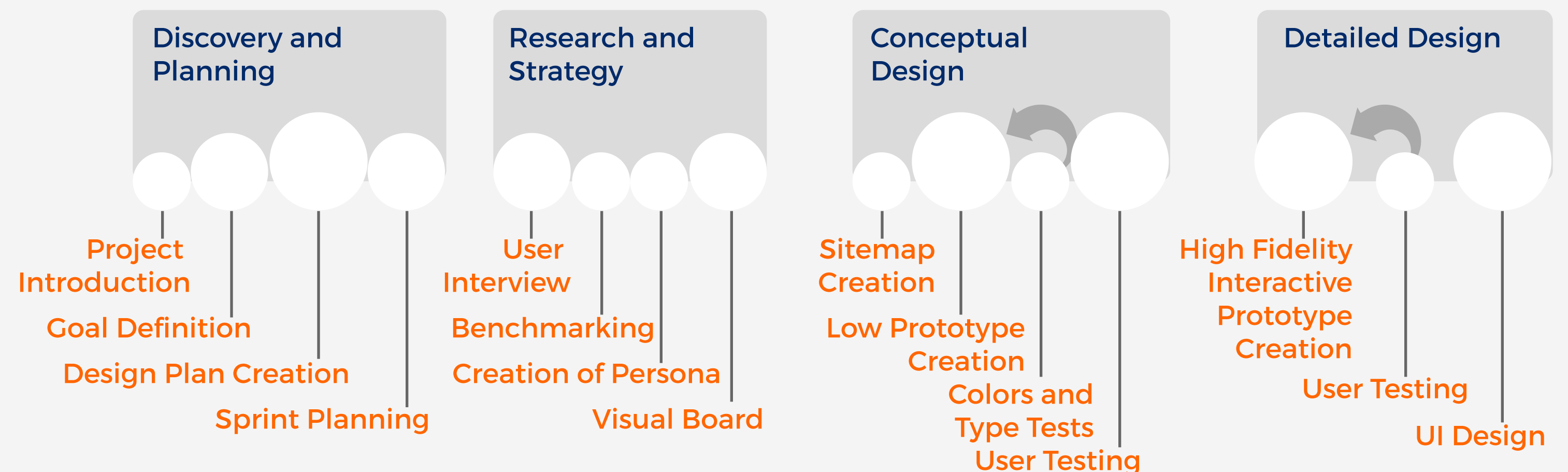
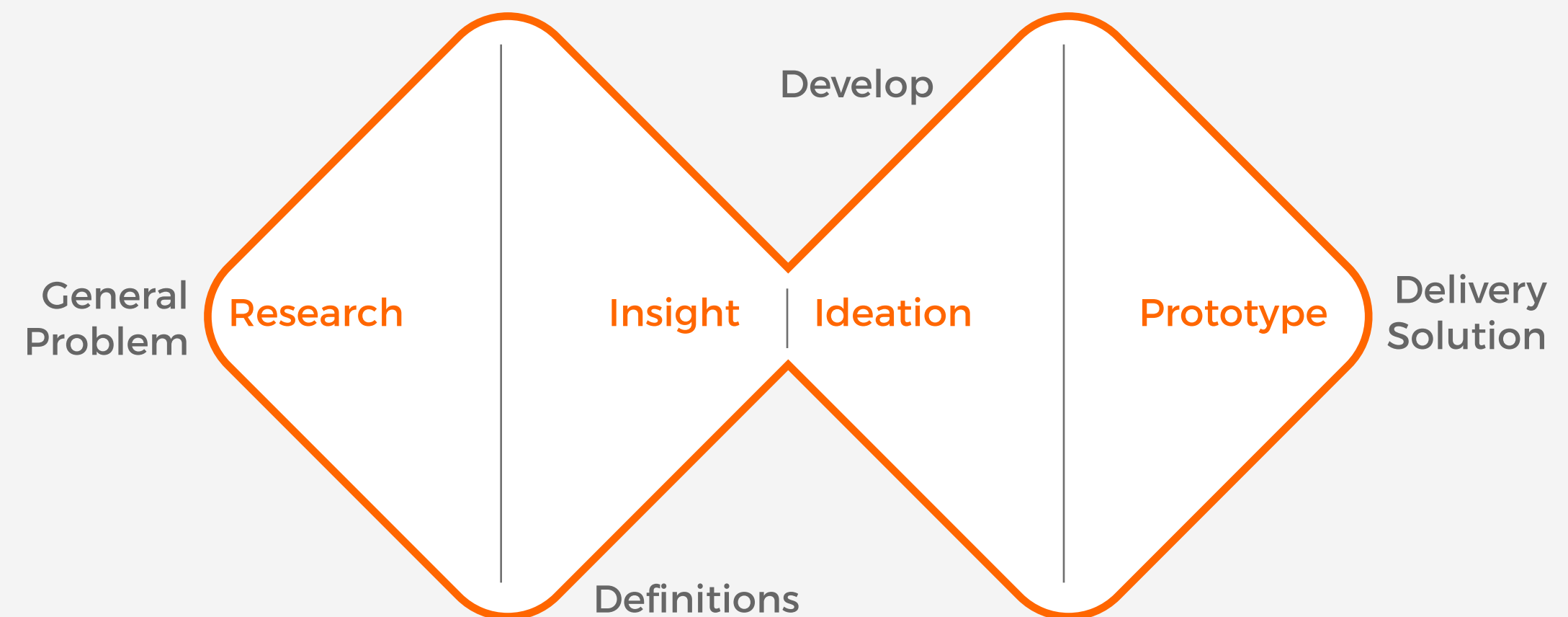
Using this methodology as base to project, it was more easy to find how start and the way to final result. The briefing released, started all the step by step and garanted a good final Project.

## THE TOOLS

Sketch for wireframing, Research by call, benchmarking on Google and others website of ideas board. Adobe XD for prototyping and micro-animations. Some leafs and a blue pen.

## THE APPROACH:

At the beginning, I saw that for the short time necessary, it would be essential to use a sprint-style organization, even with a single-person team, and I decided to choose a structured approach to the product. This helped to reach each step of the process in modules, providing a clear view of the project's objectives in advance. Improving efficiency, making mistakes quickly to decrease the time to make the prototype in a short time.



# Research

SIMILAR SYSTEMS:  
Jira and Trello

We also recommend you search about agile methodologies, since you are going to design a system to manage agile projects. This way you can understand the relation between user stories and tasks, also kanban boards.

## USER INTERVIEW

This phase is about getting to know and understanding who could possibly be a user. I needed to better understand the product proposal and understand problem points to find out what they needed. Therefore, we reduced our target audience by searching for users who use or could use tools close to what was proposed.

As a discovery phase, I needed opinions from users, so I decided to follow qualitative research instead of quantitative data. I divided the interviews into two stages. The first is aimed at finding demographic responses. The second part was about the daily activities of the person with the indicated theme.

**First questions are personal style of demographic.**

**What do you work with?**

**How is your day-to-day with projects?**

**Do you use any agile methodology in your daily life?**

**Why use agile methodologies?**

**Are you familiar with Kanban?**

**How do you use it on your team?**

**What tools do you use?**

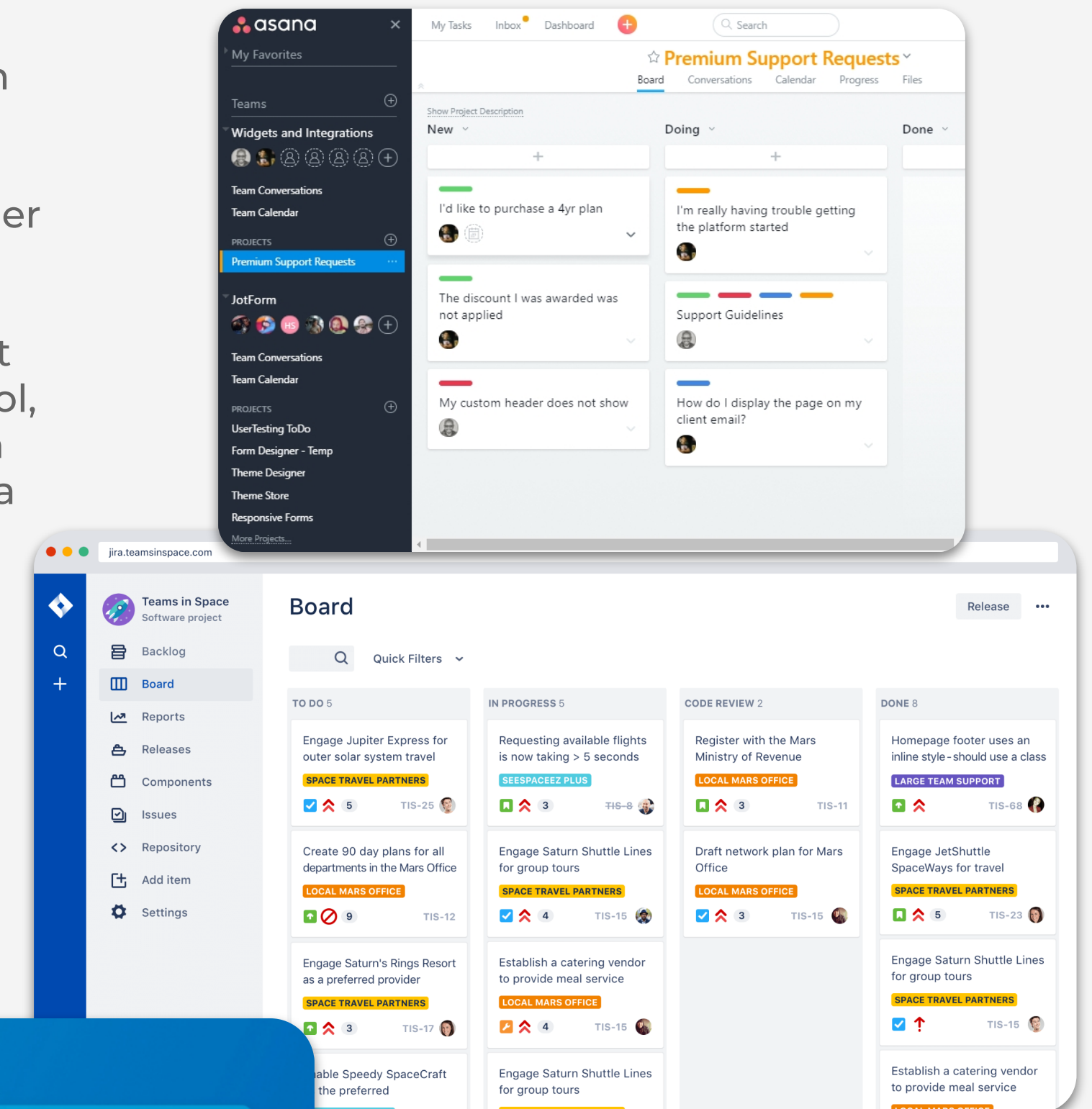
**What do participants say about the tool?**

**What makes you happy with this tool?**

**What stresses you or brings you difficulties?**

## BENCHMARKING

With an analysis of the best practices used by companies in the same work area, I put the references delivered by the briefing side by side and another one to choose from interviews. With this, the objective is to improve processes, the product and service delivered by the tool, possibly more productivity in the execution of activities and a better view of the projects.



# Strategy

## PERSONA

Based on the interviews, we created two personas: Douglas and Fábio. According to the most relevant information on the subject and the difference in not having or having a customized tool for their tasks.



### DOUGLAS

Administração e Digital Marketing  
Idade - 38  
Ocupação - Empreendedor  
Formação - Pós em Marketing Educacional  
Experiência - 6 anos no meio educacional e mais 5 em publicidade e propaganda

**"As ferramentas ágeis aceleram e movimentam a minha produtividade do dia."**

#### Principais Tarefas

- Gerenciamento de campanhas
- Gerenciamento de equipe
- Gerenciamento de tarefas diárias

#### Dores

- Não há relatório quantitativo
- Por falta de internet, na rua não tem como visualizar as tarefas
- Qualquer tipo de relatório é pago

#### Soluções

- Principal do Dashboard com as informações quantitativas
- Visualização sem a necessidade de troca de dados com servidor
- Painéis imprimíveis e visuais



### FÁBIO

Idade - 38  
Ocupação - Gerente de Tecnologia da Informação e Comunicação  
Formação - MBA Executivo em Gestão de Tecn. da Informação  
Experiência - 10 anos gerente de TI

**"O Kanban faz a equipe entregar mais em menor tempo, errar mais rápido, acertando mais rápido, também."**

#### Principais Tarefas

- Gerenciamento de equipe
- Gerenciamento de tarefas diárias
- Gerenciamento de futuros

#### Dores

- Design não atrativo e nem intuitivo
- Usando ferramenta própria, sua equipe ajusta conforme necessidades.

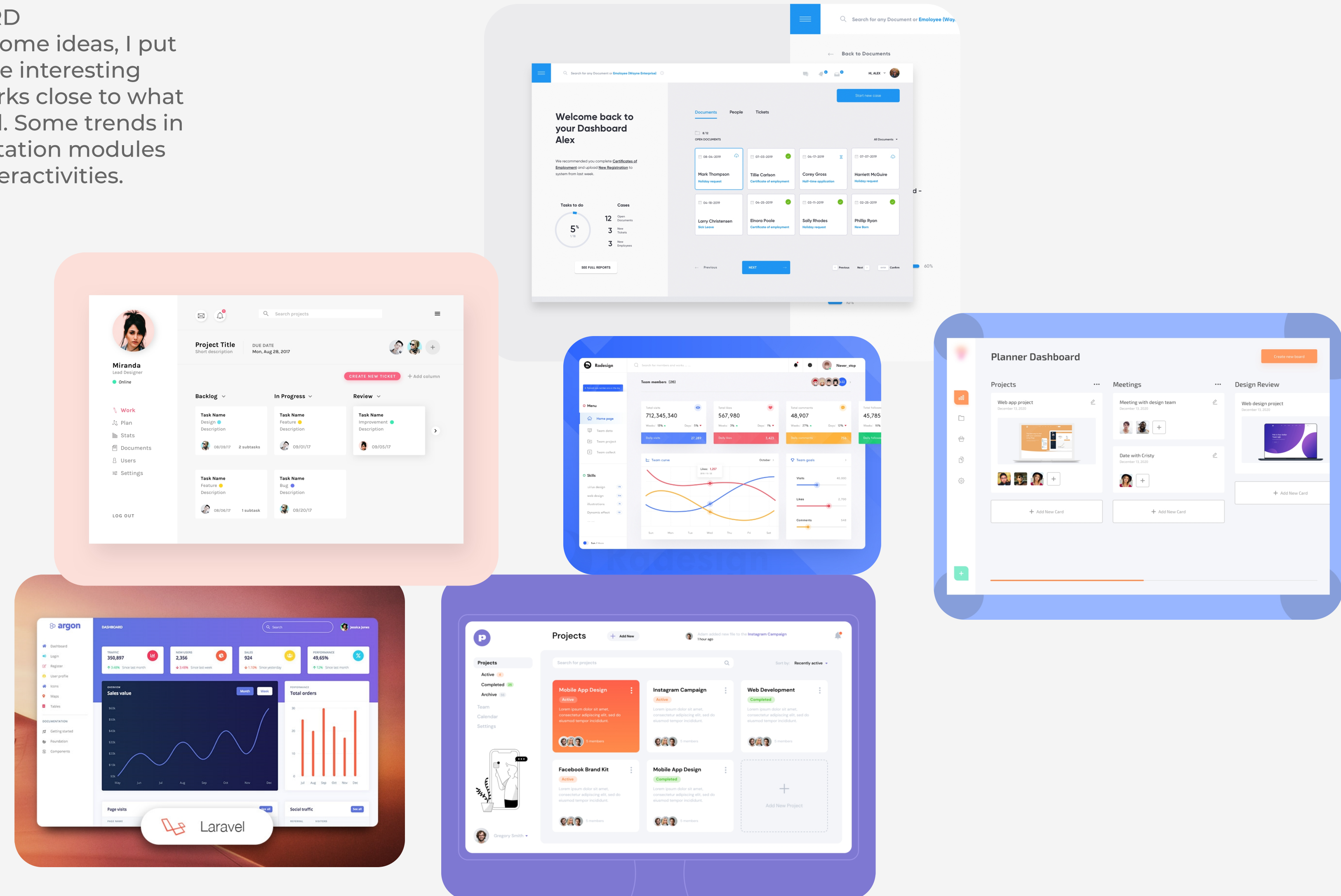
#### Soluções

- Design mais próximo da marca da empresa
- Ter uma ferramenta que otimize tempo e necessidade pontual de cada local.

# Strategy

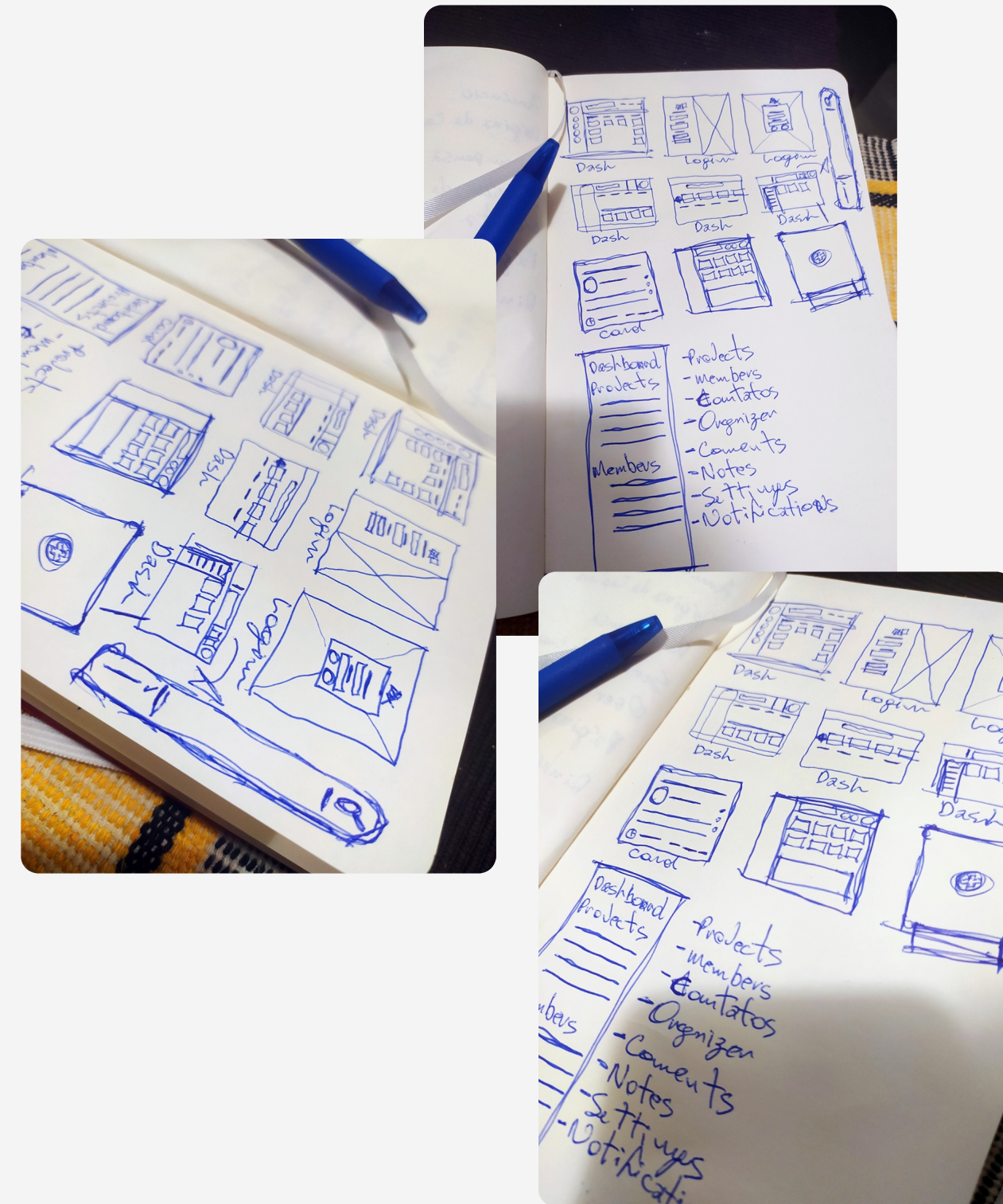
## VISUAL BOARD

To compose some ideas, I put together some interesting images of works close to what was proposed. Some trends in cards, presentation modules and micro interactivities.

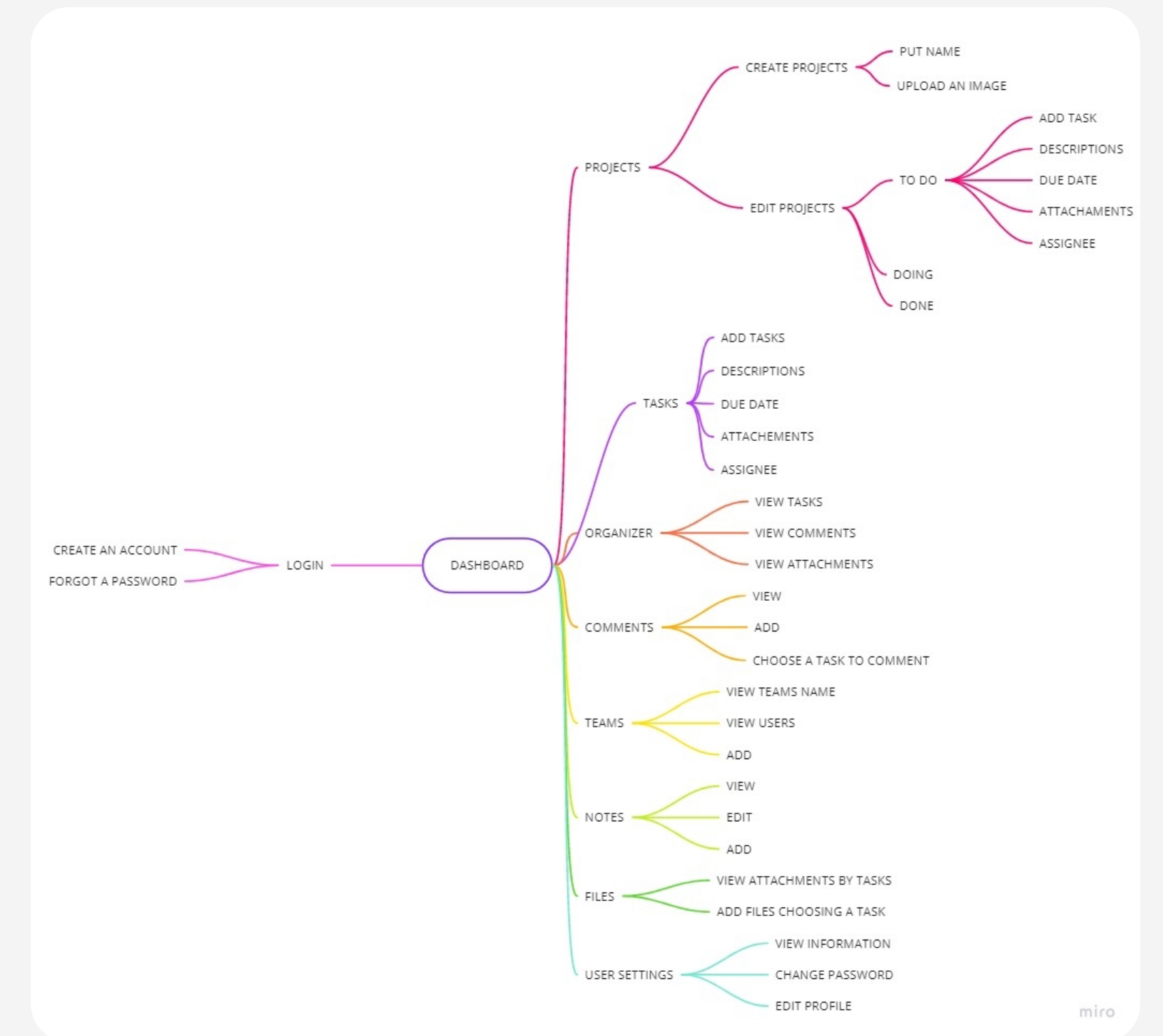


# Designing

## SKETCH



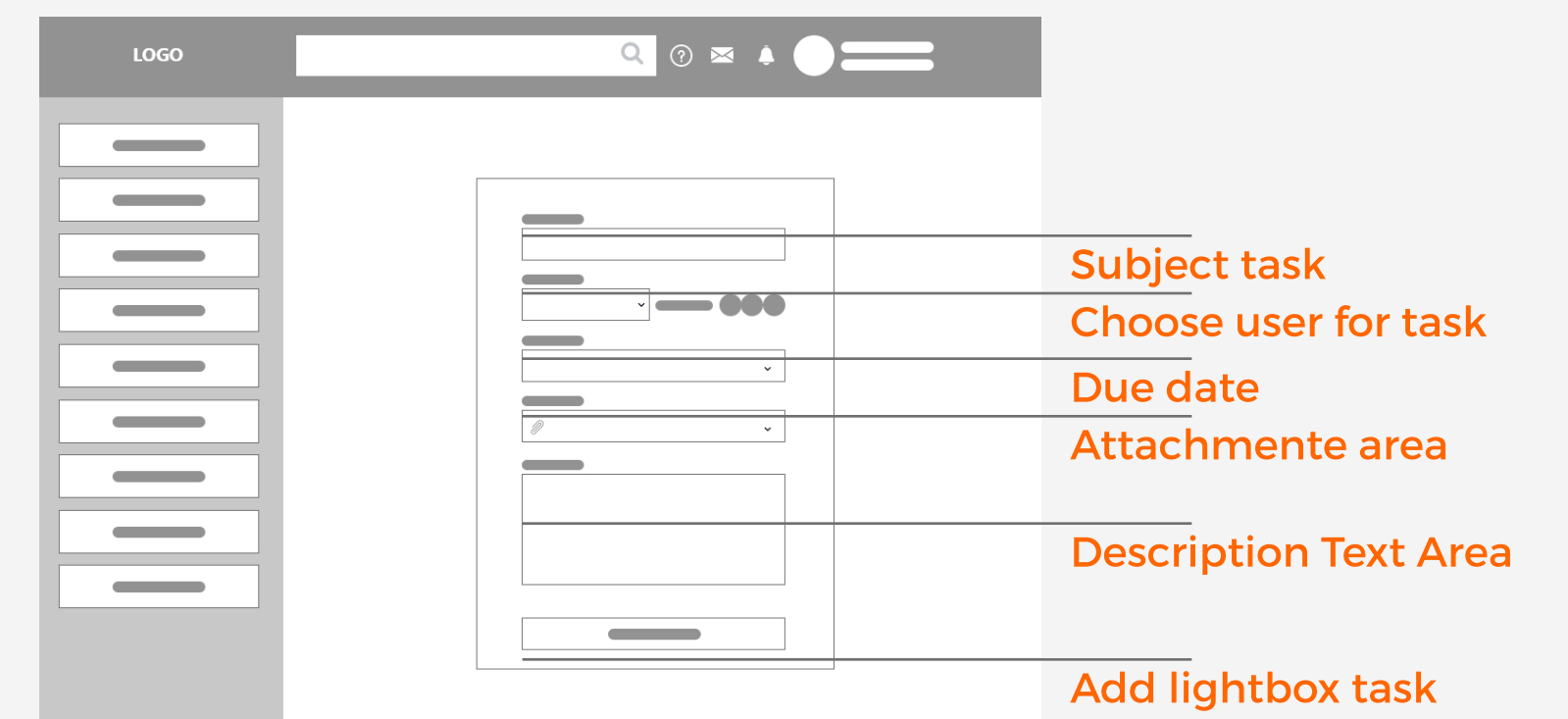
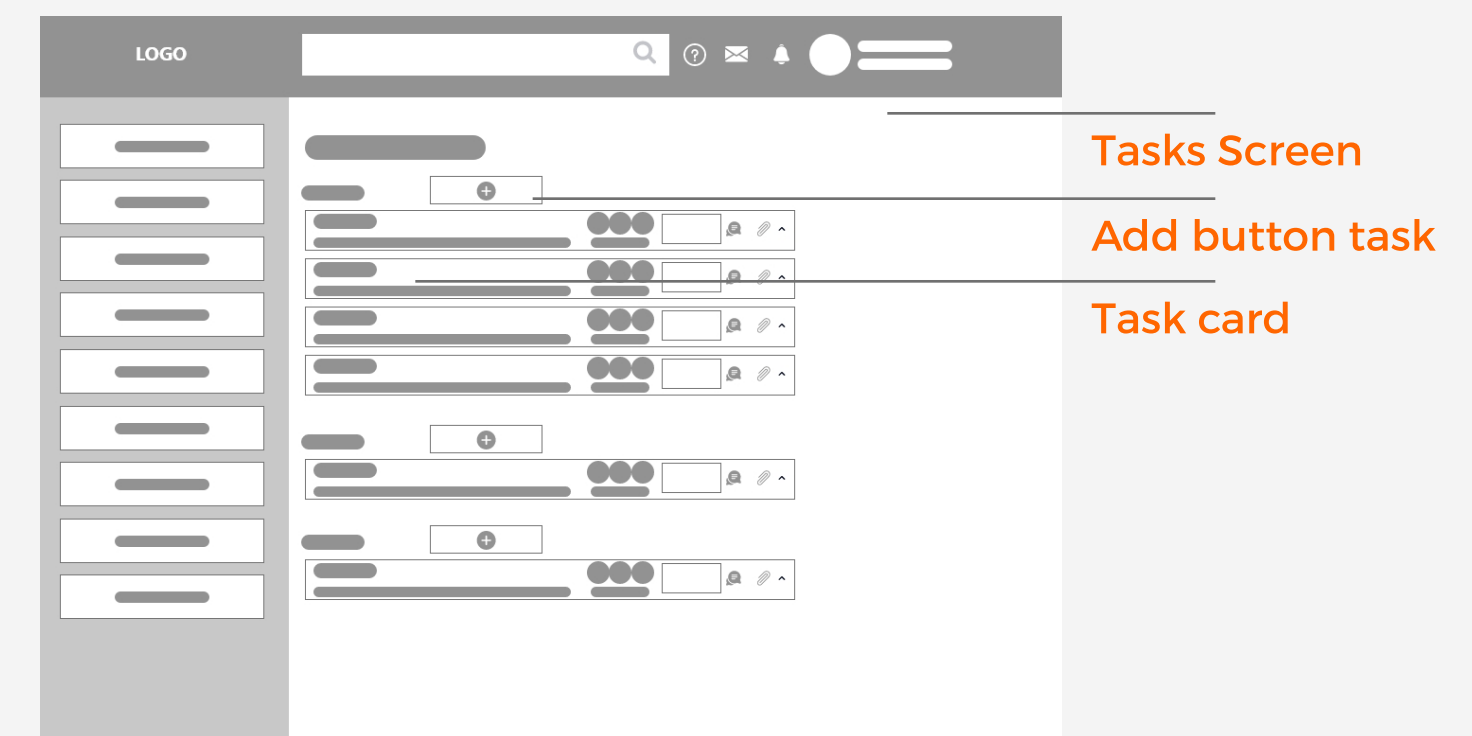
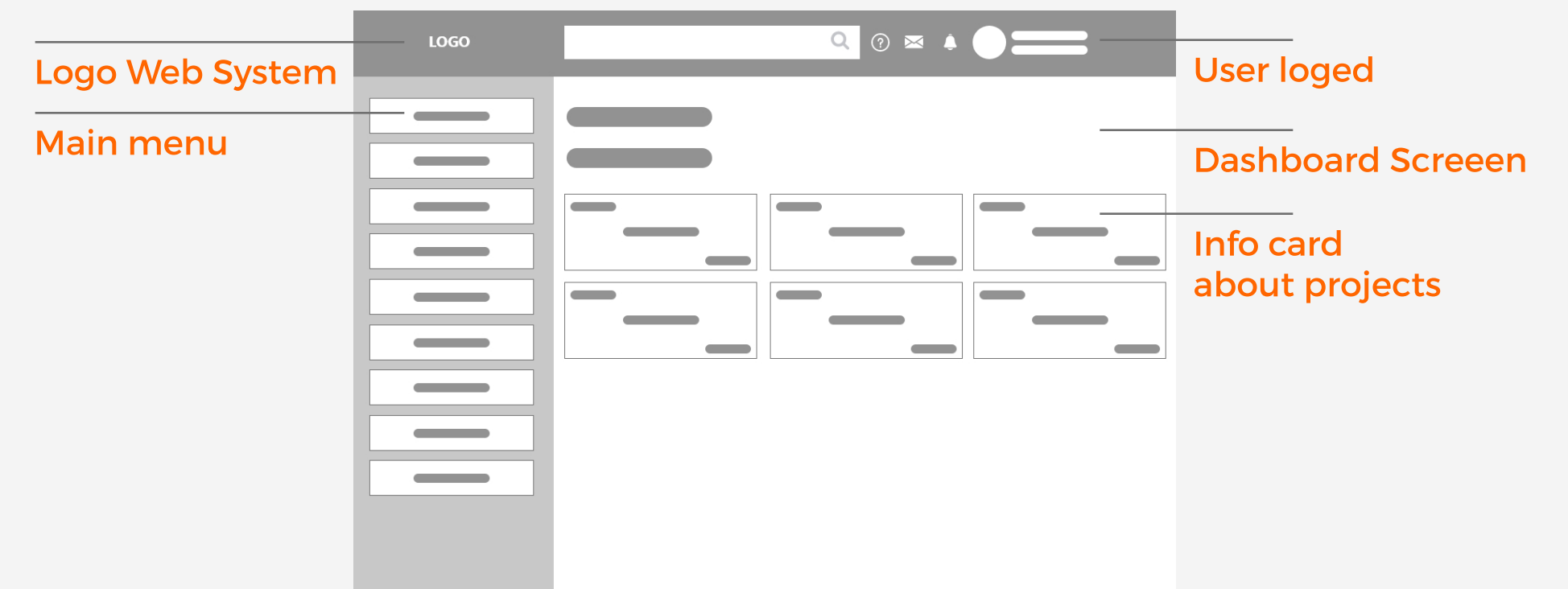
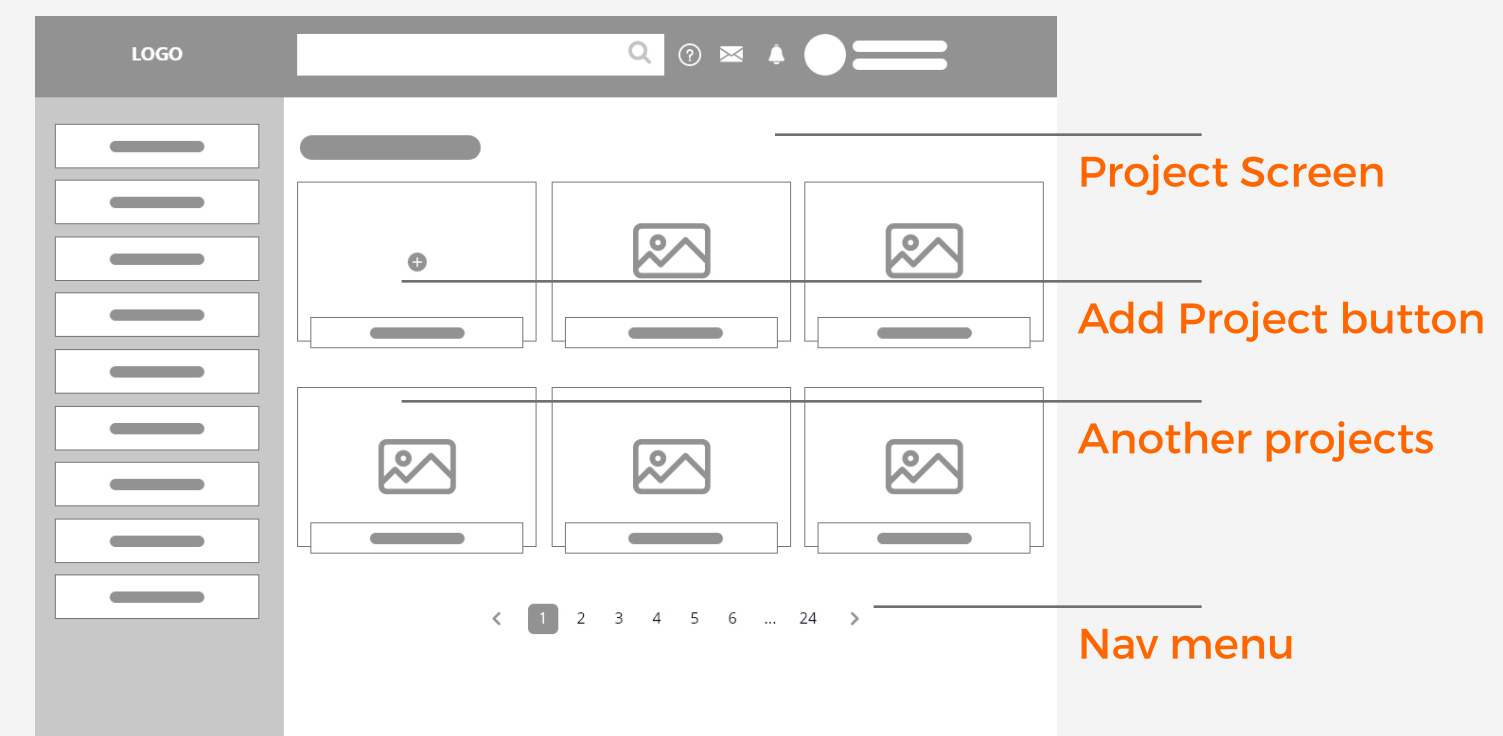
## SITEMAP



# Designing

## PROTOTYPING

I started doing low resolution wireframes to check if everything really made sense until the moment. Several modules were redone, not just once, but 3 times using the user test. After this phase, the refining process started.

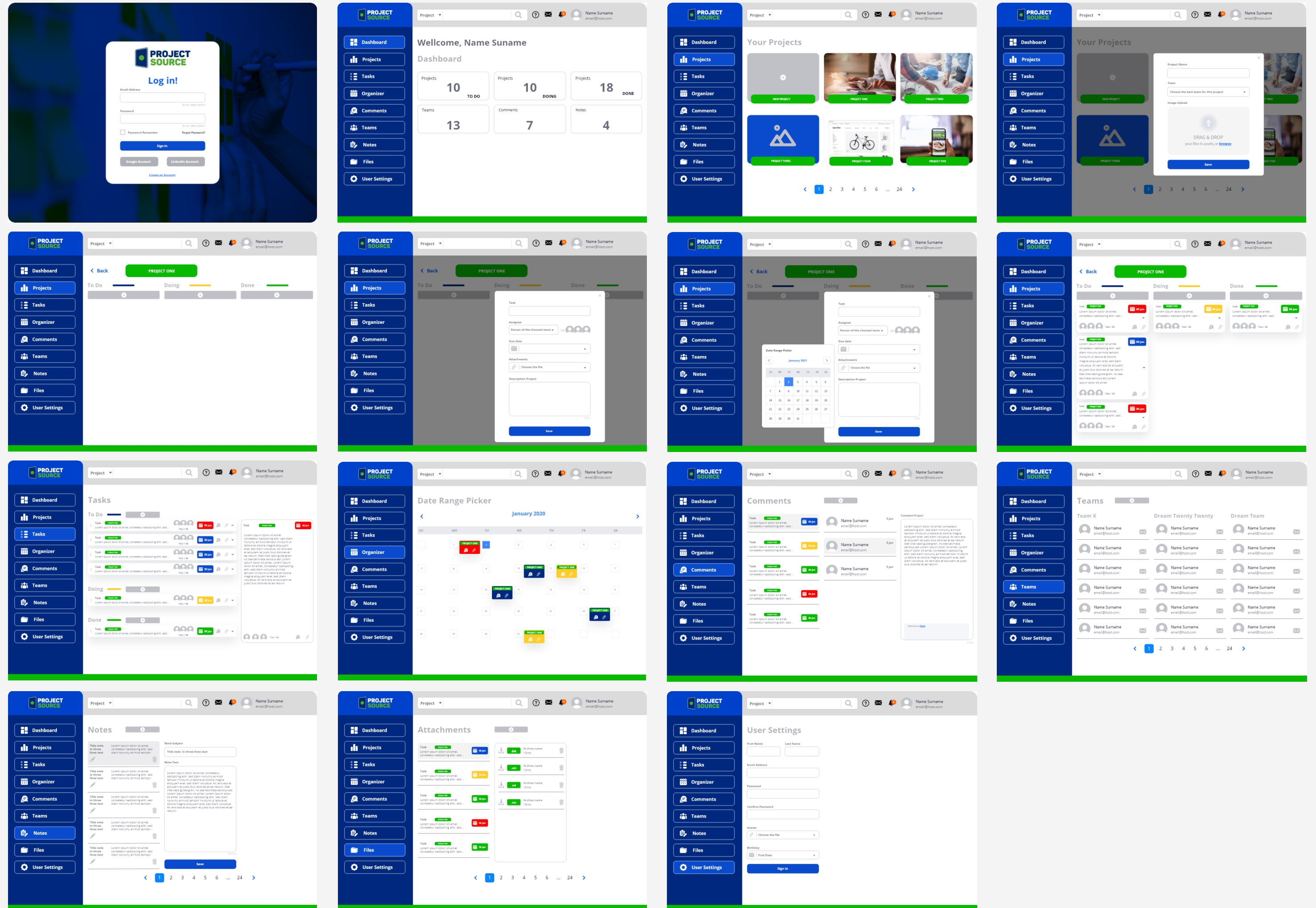


# Designing

## USER INTERFACE

The sketches were made at first based on simplicity, of course, objective and aimed at a visual with color highlights.

After testing 3 different types of color gradations with three users, the colors that most referred to safety and business idea, design and seriousness, predominated with blue. They said it "looked less complicated" and was "more interesting".





# Results

---

## LEARNING

Creating a product, a website, a system, from the first sketches, keeping in mind only the briefing and needs to be reached in just 5 days, in the midst of the day-to-day disturbances, work and studies, was very interesting.

Taking the research project to the test helps to get real experience from those who will actually consume the product. All the ideas obtained through interviews, maps and research really helped to deal with the problems during the structuring.

In the future, probably with more time, I could better plan the MVP to eliminate errors, the extra, leaving only what is necessary.

## **PROTOTYPE 1920 X 1080**

<https://xd.adobe.com/view/4f569878-a7b8-46b1-a979-32f3db334fdd-1a05/?fullscreen>

## **PROTOTYPE 1080 X 768**

<https://xd.adobe.com/view/18b3a2f8-0f88-4949-a869-80e9d463f764-4de0/?fullscreen>

---

**THANK'S**

