

Koalafied



Koalafied

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Introduction

Entering a field with little to no work experience can be an intimidating task, particularly for freelance creatives. Koalafied aims to reduce these barriers by connecting these qualified users with collaborators and potential clients by creating a platform for them to showcase their work to an audience in search for talent. Interactions through the app will be conducted in a way that is trustworthy, reliable, and accommodating of both parties' time and needs.

Key features include an accessible way for users to promote their work with customizable settings. This allows for a variety of presentation layouts to best highlight their projects. In addition, it offers exposure to a broad audience that is interested in seeking talent. As a result, a mutually beneficial relationship between sellers and buyers is formed, with both members achieving their professional objectives.

View the live prototype here - <https://bit.ly/2VIP9Od>

Proposal

The Problem

The job market has become extremely competitive with **53% of the Gen Z population and 43% of Millennials opting to freelance full-time**, and this number is only continuing to grow. In combination of a saturated market and freelancing becoming more common, emerging artists are finding it more difficult to market their skills to possible employers.

Aspiring freelance artists such as fine artists, musicians, and dancers encounter similar obstacles, ranging from

- A lack of experience
70% of freelancers skew from the ages of 18–34
- No platform to showcase their talent
Not all artists have the skillset to produce their own portfolio website or the resources to purchase their own domain, leaving them to rely on social media as a main source of promotion.

The Solution

By combining elements of a social media, portfolio, and hiring application, this app would provide a platform for creative in all sectors to offer their talents for economic profit.

Key Features

- Connect with other professionals in the industry
- Price and market yourself accordingly with other artists
- Showcase your talents and build an online presence within your region
- Earn money doing what you love

For Clients | Are you looking for a creative individual with expertise in the field of art, design, dance, or music? Find the perfect collaborator to elevate your next project!

For Professionals | Build up your online presence, earn money doing what you love, and connect with other users for future opportunities!

Benchmark Analysis

Identifying and analyzing the strengths and weaknesses of existing products and services is a helpful guide to our creative direction. In most cases, benchmark analysis works to line up your design with others, to show where they fall short, and where they succeed.

Case Study 1

Resonance

“A marketplace where you can find performers, teachers, and more at the tap of a button.”

Usability

- Primarily professionals from the U.S.
- Search for artists or creatives to book or hire
- Market yourself as a professional on the app and sell your services

Content

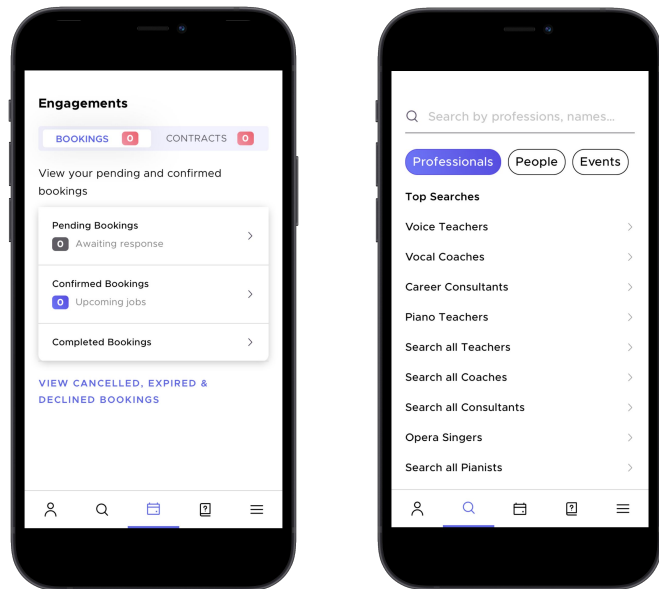
- Set and change rates
- Set work hours and automatic scheduling
- Add photos and videos to fill out your profile

Visual Design

- Cool tones (mainly purple)
- Clean interface, easy to use
- Sans-serif typeface, possibly Volte or Giga Sans

Technology

- Can link other social medias
- Payment processing through a variety of payment options
- Showcase your talent in galleries



Case Study 1

Resonance

“A marketplace where you can find performers, teachers, and more at the tap of a button.”

Information Architecture

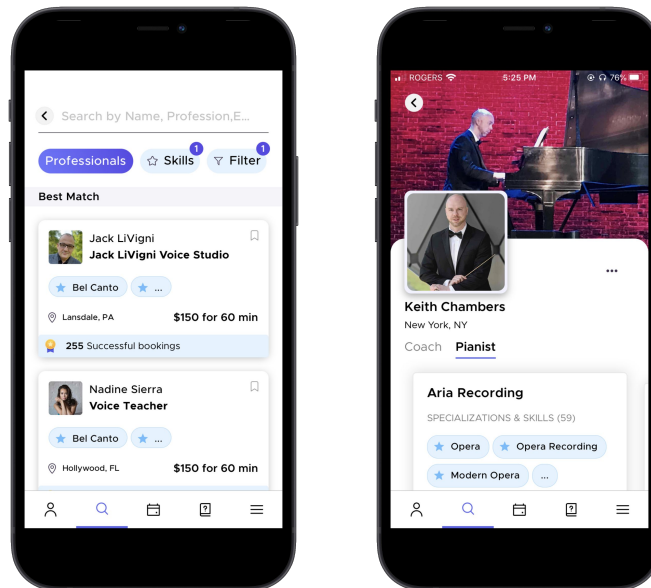
- Sign up for an account
- Verify your account via email
- Set-up whether you are a client or seller

Novelty

- Create and customize “Profession card”
- Easy transactions and automatic payments
- Low transaction fee
- Policies in place to protect both the client and the artist

Pain Points

- Content appeals only to the USA
- Cannot contact artists before hiring them
- It appeals only to professionals
- New, independent artists are at a big disadvantage
- Lack of community



Case Study 2

Fiverr

“The largest marketplace for digital, freelance services.”

Usability

- International market
- Sellers can market their services
- Buyers can ask questions about the services offered by the seller

Content

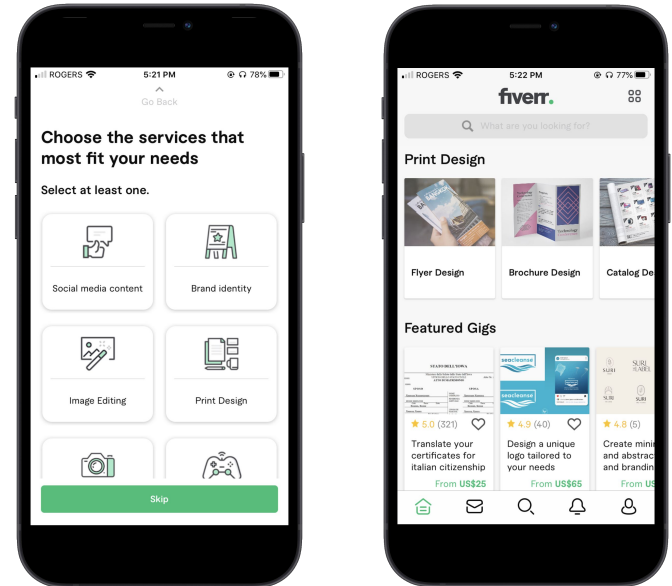
- Find multiple services that can provide your needs and compare them
- App is a middle-man between transactions

Visual Design

- Sleek navigation bar
- Crowded galleries
- Mismatched colour palette due to photos being different colours
- Proxima Nova typeface

Technology

- Link other social medias
- Payment processing with a variety of payment options
- Showcase your talent in galleries



Case Study 2

Fivver

“The largest marketplace for digital, freelance services.”

Information Architecture

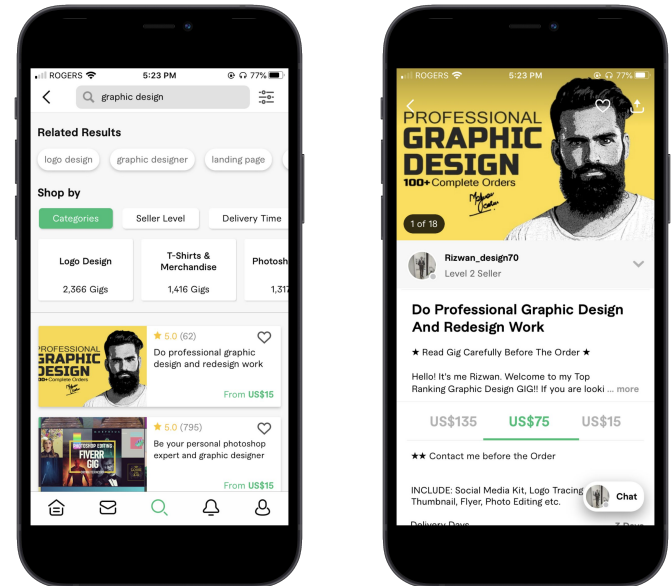
- Sign up for an account
- Select what services interest you
- Search via main homepage

Novelty

- Anyone regardless of location can sell their services
- Benefits for buyers such as return policy
- Hundreds of competing sellers to choose from
- Most “gigs” are cheap and can be as low as \$5

Pain Points

- Only digital services
- Possible language barrier between users as it is international
- Delayed customer service support
- Uncurated and competitive (saturation of users makes it difficult to get noticed)
- Fivver takes 20% off every transaction
- Freelancers are disadvantaged



Phase 1

Research

PACT Analysis

PACT stands out for **People, Activities, Context and Technologies**. We outline how we can implement these as well as why they are important in building a networking app for professionals in the creative arts.

People

Our target audience is creative professionals who are looking to make a name for themselves and showcase their work to possible clients.

The age range of potential users is young to middle-aged adults of various genders and cultural backgrounds.

Koalafied is targeted towards buyers and sellers of talent. Therefore, we must consider the needs of a variety of users and make fulfilling them our top priority.

We must take into account physical, psychological, and usage differences amongst people.

We must make it accessible to those with limited abilities such as hindered senses including colour blindness and those with physical disabilities such as limited hand/finger movements.

People who speak different languages or have cultural differences may interpret things differently.

The users of our app have fairly similar needs, they either are seeking out talent or they are trying to showcase their talents. Our app needs to be designed to fit both of these needs, possibly by having slightly different interfaces for each group.

Activities

Our app will help clients look for any creative professionals (photographers, painters, graphic designers, DJ's, dancers, musicians etc). [Users will also be able to connect with other creative professionals and refer them to others in the future.](#) The app will also be used as a way to promote these professionals.

When using the app, the client will have to communicate with the professional via messaging. The app will have its own messaging system.

Clients will be able to search for professionals based on their needs. Clients will be able to scroll through different professionals' profiles and then look at the professional's gallery to see if they like their work. [Clients can save their favorite services or profiles for the future.](#)

If the client/artist is not getting the pay or the product they deserve, they can contact customer support, get an admin involved, and file for a possible reimbursement/refund.

[Sellers will be able to choose between multiple layouts and will be able to customize their profiles via different design features.](#)

Context

Organizational context takes into account the power structures and policies that exist which alter a user's experience. Koalafied's organizational context lies in the policies and legal guidelines suggested in the app and how the company will follow through with them to intervene in disputes between users.

The physical environment in which a device is used is vital when considering a user's interaction with it. Clients in search of freelancers will likely be browsing in professional settings during paid time, while freelancers using the app may be using it casually at home. Therefore, it's important to ensure a professional appearance for potential clients browsing the app in a workplace setting.

As a mobile app, it will be used remotely and in any space that has a connection to wifi/data.

Technologies

Our app is concerned with creating an engaging environment where artists can share their skills, network and seek opportunities. Because of this communication and content are our top priority in technological features. Communication will allow users on the app to contact one another and a mixture of content and function will make it possible for the correct information to be displayed on everyone's profiles.

The main technologies provided in this app will be messaging, password protected logging in and logging out, location services and camera access. [As well as secure payment methods.](#)

Most important to this app is selling, purchasing and commissioning work so payment/ecommerce is crucial. Payment will be possible through existing secure payment methods, users will be able to fill in their personal card information or link their Paypal.

This app will be compatible with smart devices, tablets, and the output will be predominantly visual based.

[Privacy and security online while paying is a concern for buyers, making sure that credit card information stays secure and in confidentiality is a priority.](#)

System Requirements

System Requirements Chart

Feature Name/ Requirement	Rationale	Priority	Content	System Function
Messaging	To connect with other professionals in the industry	Must Have	Contact information of professionals and preferred method of contact	These messages are exchanged with other users
Filters	Narrow down desired content by searching specific keywords or tags (service, age, experience level, location, etc)	Must Have	Users can search using the search feature through a database of already of created works	Sellers can make finding their content easier by adding keywords or tags to their profile to narrow down searches
Pricing	Will let users know how much professional is charging them for their work	Must Have	There will be user specific pricing for different products	Display users preferred pricing for certain products

System Requirements Chart

Feature Name/ Requirement	Rationale	Priority	Content	System Function
User profile	Choose between a basic buyers profile or a sellers profile.	Must Have	Add portfolio, gallery, and listings under your sellers profile. Basic info will be added to your buyers profile.	Instead of having one large profile for both sellers and buyers, users will be able to choose what kind of profile they want.
Portfolio/Gallery	Allows sellers to display their work or craft through some kind of gallery or portfolio.	Must Have	Users upload photos, documents or videos on their profile and add to their personal galleries.	Makes it possible for artists to interact with each other through their work, displayed in an engaging get discovered, commissioned, collaborated with and gain traction.
Feed/Homepage	A curated homepage, filled with profiles and content that may interest the user	Must Have	Users can find related content to what they've been searching for using the homepage	By using popular searches, the app will display related content you may be interested on the homepage

System Requirements Chart

Feature Name/ Requirement	Rationale	Priority	Content	System Function
Feed/Homepage	A curated homepage, filled with profiles and content that may interest the user	Must Have	Users can find related content to what they've been searching for using the homepage	By using popular searches, the app will display related content you may be interested on the homepage
Ecommerce	The user can pay for the professional for the work they have done	Should Have	There will be a list of financial service providers	Users will be able to facilitate payment for the product they received
Policies	App will have policies in place to ensure safety of users. These policies and rules will build trust with the user in using our app.	Should Have	Legal guidelines depending on location, suggested practices for safe transactions, contract templates, company disclaimer.	This will provide guidance and direction to freelancers who are in the beginning stages of their career and have less experience in business practices.

System Requirements Chart

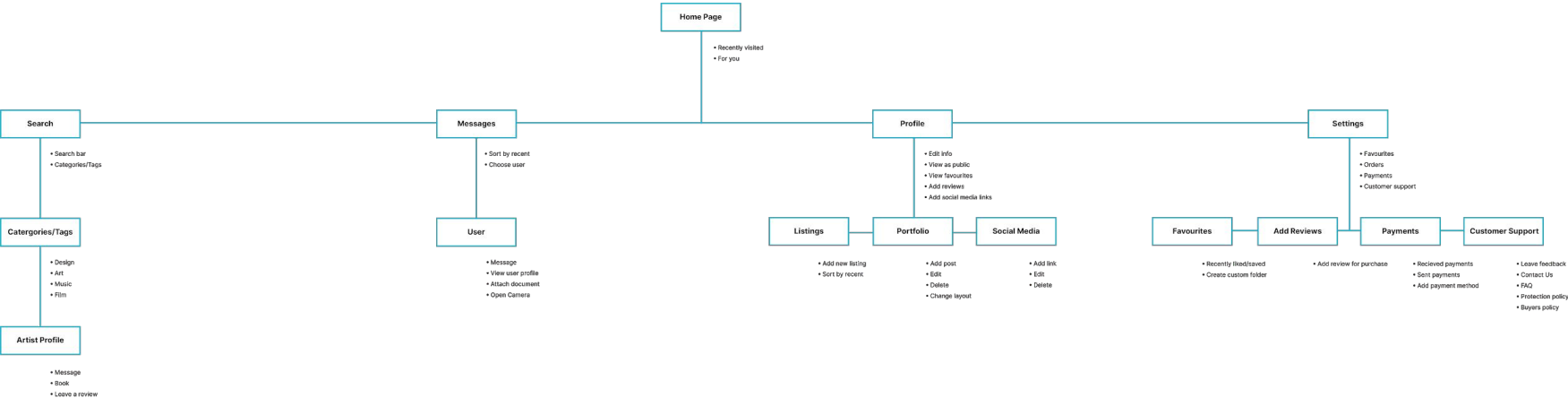
Feature Name/ Requirement	Rationale	Priority	Content	System Function
Leaving Reviews/User Ratings	Users can leave a review based on how satisfied they were with the service they purchased.	Should Have	Reviews are left beneath a seller's/artist's profile which contributes to their overall score or star rating. They will consist of marked as well as written ratings.	This will allow buyers to build trust with their talent, sellers will have a reputable following to further market their services. Provides a list of previously populated comments and feedback.
Likes	Allow clients to favourite certain products/artists	Should Have	Lists/samples of artist's products	Allows users to tag different profiles or projects
Custom Features + Design Layouts	Lets the user customize their page. This makes their profile stand out and helps the user gain more attention.	Could Have	In the settings user can go to design layout and change the layout of their page. The user can pick the layout from the options from the app.	Changes how their profile page looks. Gives users the option to Add photos, colours, and other customizable features.

System Requirements Chart

Feature Name/ Requirement	Rationale	Priority	Content	System Function
Experience level (verification)	Users will be recommended your services and profile more based on reviews and ratings	Could Have	User ratings and reviews, receiving a lot of purchases for your service will increase your chances of being recommended	Through high number of purchases and user ratings, the app will deem you a “popular service” and display your content or other people's feed
Connecting with talent agencies and art galleries	Allows buyers to find a group of talent and allows artists to find groups to join.	Could Have	Agencies and galleries will have their own profile to market their individuals and search for work as well as new members.	Provides users with lists of relevant individuals and sources
Tutorials	Show tutorials and info on how best to sell product	Could Have	Users scroll through video tutorials and view certain ones	System searches for and plays video user has clicked on

System Map

System Map



User Personas

Cecelia Lu

Bio

- Cecelia is a full-time design student, part time employee. She has been working hard the last few years to build her portfolio and refining her visual language skills. While she has sold her art before in person, she has very little experience selling her art in the online marketplace. Cecelia is an introvert and rather shy, so building her online presence is an entirely foreign process to her. While her other friends have had some success in marketing themselves and networking, Cecelia is unsure how and where to start.

Demographic

- 20 years old
- Female
- Student/H&M employee

Traits and Attributes

- Passionate about art and design
- Strong visual language skills
- Responsible, future-focused

Pain Points/Needs

- Nervous about messaging and interacting with others, even online
- Cecelia wants to start building her online presence without ○ dedicating too much time or spending too much money
- Cecelia is more than willing to learn, but is also preoccupied by school and her job, so a reasonable learning curve is ideal

Hobbies

- Making stickers, illustrating on her iPad
- Playing Switch and Steam games
- Longboarding

Chester Mendoza

Bio

- Chester is the son of a lawyer and CEO of a large oil company. After going to business school and working at his mother's oil company, he decides he wants to dabble in the film industry. He has created short films and participated in minor film competitions, but never won first place. The prize money from these competitions makeup for a large part of his budget. He is very focused and knows what to expect from the talent he is hiring. He hopes this film project will help him become an established director.

Demographic

- 35 years old
- Male
- Independent filmmaker

Traits and Attributes

- Professional
- Impatient
- Overconfident
- Egotistical
- Cunning

Pain Points/Needs

- Concerned with budgeting for producing his feature film despite the fact that he is financially stable
- Has a rental camera
- Wants to make a movie on a budget
- Looking for creative individuals to work on his feature film

Hobbies

- Riding his motorcycle
- Playing Words with Friends

Ahmed Sallah

Bio

- Ahmed is a mural artist who has been creating murals for his local community centres. As well as taking on other projects near his town. His parents however wanted him to become a med student but he decided to drop out to follow his own passion. As of now he lives with his parents and he works part time at a subway to earn money to try and move out and live on his own. He wants to move somewhere downtown so he can work on bigger murals. In addition he's looking for more experience so he can be prepared to make the huge murals in downtown that he wants.

Demographic

- 24 years old
- Male
- Part-time mural artist/Subway employee

Traits and Attributes

- Has goals on his mind
- Organized
- Arrives on time
- Professional

Pain Points/Needs

- Is not patient when doing work
- Easily aggravated by the idea of doing something wrong
- He has difficulty keeping up with his schedule
- Not confident in his abilities (feels as though he will never be ready to create big murals downtown)

Karen Smith

Bio

- Karen Smith is a mother of triplet boys and works as a manager of a financial advisory. She is very set on acquiring great service. So much so that she chose to become a manager herself and offer the best experiences she can. She is someone who knows what she wants and does everything in her power to get it, she often shares her experiences with her friends and family.
- She is a buyer and wants to hire someone independently from the Koalafied app. She is seeking a unique experience. Specifically a dance performance that specializes in family entertainment and acrobatics.

Demographic

- 56 years old
- Female
- Financial Advisor

Traits and Attributes

- Hagglers
- Persistent
- Determined
- Family/work driven
- Loud
- Confident

Pain Points/Needs

- Is argumentative as a person
- Cares for her and her family's needs
- Needs unique talent in the performing arts
- Prioritizes her son's needs
- Attentive to detail and the small things
- She is very demanding and specific

Hobbies

- Is in a mommy group, has a blog where she writes about her life and experiences
- Grows fresh vegetables in her garden
- Loves watching acrobatic and gymnastic acts.

Bill Calloway

Bio

- Bill has recently decided to pursue a career in music after working in finances for several years. He was very involved in the arts and music scene in the city in his early 20s, but with the stress of work, he's been unable to dedicate much time to playing the bass guitar. After being convinced by his friends who share a similar sentiment of being dissatisfied with their jobs, they've decided to collectively regroup and try a career change while maintaining part-time jobs. After two years of practicing and recording, their band is about to release a debut EP together with his friends as an independent band, named Public Poison. Bill is looking for ways to start promoting their band and hopefully transition into solely working on their music full-time.

Demographic

- 29 years old
- Male
- Bass guitarist, part-time bank teller, former financial advisor

Traits and Attributes

- Free spirit, open-minded, Indecisive, reserved
- Passionate but lacks confidence at times

Pain Points/Needs

- In search of stability and direction
- Looking for validation, lacks confidence in his decision-making skills and is easily impressionable
- Is anxious about the band being unsuccessful and having to resort back to his old career path

Hobbies

- Bass guitar
- Photography
- Going out to bars
- Camping activities

User Scenarios

Cecelia Lu

Scenario 1

Cecelia just downloaded the app. Cecelia wants to set up her account and set up a new profile.

- Needs: to be able to input personal user data and set up her profile
- Features: access to photos, keyboard input, access to photos
- User Flow: homepage → profile → edit info → add bio

Scenario 2

Cecelia has a library of her best work saved to her iPhone gallery. She wants to add her photos and build a gallery to display her visual language skills.

- Needs: to be able to add photos to their gallery/portfolio
- Features: access to photos, user profile input, profile settings
- User Flow: home page → profile → portfolio → add photos

Scenario 3

Cecelia wants to link her Instagram on her portfolio.

- Needs: to be able to look add her social media to her profile
- Features: manual input, keyboard input
- User Flow: home page → profile → add more (social media) → add new → enter link → enter type of social media

Chester Mendoza

Scenario 1

Chester has installed Koalafied. He wants to find younger actors who may be willing to work for a lower than fair price.

- Needs: post an ad to notify actors of open positions
- Features: keyboard input, possible access to photos
- User Flow: homepage → profile → listings → add new listing

Scenario 2

Chester has been messaging a young actor who is interested in working for him, but does not think that his price is fair.

- Needs: to send the actor a copy of the movie's budget to prove that this is the most he can be paid.
- Features: keyboard input, access to clipboard
- User Flow: homepage → messages → user (actor's name)
→ attach document

Scenario 3

Chester and the actor have finally agreed on a price. After signing a contract on both ends, Chester must pay the actor a down payment.

- Needs: pay the actor
- Features: access to bank account
- User Flow: homepage → settings → payments → make payment

Ahmed Sallah

Scenario 1

Ahmed wants to create to make sure clients know where his location is because he doesn't want to go to far away from home to do a project.

- Needs: to be able to put location info in his account bio
- Features: keyboard input
- User Flow: homepage → profile → listings → add text (location)

Scenario 2

Ahmed is about to sign contract and wants to make sure that legally all the requirements are met so he check policies.

- Needs: policies page
- Features: manual input
- User Flow: homepage → settings → customer support
→ protection policy

Scenario 3

Ahmed just finished a mural for a client. He notices that the client hasn't paid him the correct amount.

- Needs: User form page
- Features: Manual input
- User Flow: homepage → message → user client

Karen Smith

Scenario 1

Karen needs to hire a dance performer for her son's 6th birthday party.

- Needs: to be able to search available performers and look through people's galleries/portfolios.
- Features: access to photos, keyboard input, access to explore page
- User Flow: homepage → search → categories/tags → "dance" → "performer" → artist profile → book

Scenario 2

Karen has looked through many profiles and bios of artists and performers and wants to add them to her favourites. She wants to be able to organize herself so she can make the choices which best fit her needs.

- Needs: to be able to create a folder of all her liked works
- Features: access to feed, access to personal settings, profile settings
- User Flow: homepage → settings → favourites → create folder

Scenario 3

After the event where Karen needed a dance performance, she feels the need to call customer support and get a refund. She thinks that the performer falsely advertised themselves.

- Needs: to be able to reach customer service and file a complaint
- Features: keyboard input, access to settings
- User Flow: homepage → settings → user (client's name) → message → settings → customer support → forum

Bill Calloway

Scenario 1

Bill and his band just completed a paid gig at a live-music bar owned by a client he connected with over Koalafied. After having a positive experience, they decide to leave each other high reviews on their profile.

- Needs: give a 5-star to his client and leave a positive written review
- Features: user profile, ratings
- User Flow: homepage → profile → view reviews → leave review

Scenario 2

To guarantee their legitimacy, Bill wants to post videos of past performances/gigs their band has done so that viewers can get a sense of what they sound like live.

- Needs: upload a video to his user profile/portfolio
- Features: user profile, content upload, video posts
- User Flow: homepage → profile → portfolio → select video → edit (caption, cropping, etc.) → post

Scenario 3

Bill wants to change his profile tag settings to include Music - Genre (Alternative) so that potential listeners and clients can find him more easily in the search page.

- Needs: To add tags to his profile
- Features: user profile settings, tags, filter search
- User Flow: homepage → profile → edit bio → add tags → add “alternative” to genre tags

Interview Plan

Interview Plan

Statement of User Study Goals

Our goal is to find out more about potential users in order to find out their needs. We want to get their feedback to achieve an optimal experience and provide them with a service that is tailored specifically towards them. Through their feedback, we want to understand the challenges they face when competing online and what features they would like to see in a possible service to help them succeed in an online marketplace.

Big Questions to Answer from User Research

- What are the biggest barriers to entry to starting to sell online?
- Would an online platform help artists to succeed/promote themselves?
- Will it help them hire the right talent?
- Do our main features appeal to them? Why would they choose our app over the competition?
- Is there anything missing from the app?
- What features would you like to see in the future to improve your experience on the app?

Interview Plan

Copy of Questions Asked

- 1 Have you ever sold/marketed your skills before? What was your experience like?
- 2 Have you ever done a commission/purchase online? What was your experience like?
- 3 How did you get in touch with your buyer/client?
- 4 How comfortable are you with messaging buyers/clients?
- 5 What are your major privacy concerns when buying/selling online?
- 6 What services would you be most likely to search?
- 7 What do you consider when marketing yourself against other artists?
- 8 Do you have a body of work? Do you currently promote yourself? Which platform? Why or why not?
- 9 What do you hope will be different than other service-based, business, and networking apps?

Ethical Issues We May Encounter When Interviewing Users

A lot of user data relies on personal information, particularly in their user profiles and interactions with other users. Those who are scouting talent under a company may have confidentiality agreements of their own, such as not publicizing work prior to its release or not sharing company information and data with those outside of the organization. Therefore, it is important to protect users' privacy and omit information that would identify certain individuals or companies, particularly when asking users about their experiences when interacting with others on the app. To ensure the user's privacy is protected, we won't record personal information and keep their responses anonymous.

Facilitator Script

Opening Statement

Hi, thank you for agreeing to participate in Koalafied's user testing. My name is Katerina Davies, and I will be walking you through the session today with the help of (names of primary researches 2 and 3). We are a group of student researchers from the York/Sheridan Bachelor Program in Design currently pursuing a course called User-centered Design: Prototyping and Usability. We are conducting a series of usertesting sessions in order to assess the user interaction and experience of our digital product.

Privacy Policy

Before we start our user testing, we would like to review the Informed Consent Form with you [review consent form]. We would like to emphasize your right to withdraw from the study at any time including before, during, or after the study is conducted. If you choose to withdraw from the study, your collected data will be permanently deleted. Please contact our instructor via email at borxu@yorku.ca to withdraw your participation.

Think Aloud Protocol

Although we will have a brief interview following the testing, we ask that you openly express any questions, concerns, or difficulties you may encounter while using the app during the process. We would like to clarify that we are testing the capabilities and user-friendliness of the application and not you or your abilities. If you are unsure of what steps to take, we encourage you to think aloud and we will provide guidance if required. In this way, we are hoping to improve our product by identifying points which may be frustrating and unclear to users.

Testing Script

Project Brief

Koalafied is a portfolio and talent acquisition platform that is tailored towards creatives looking to promote their work for possible financial profit. You can use this app to discover new talent and hire them for your next big project. As a professional or creative individual, you can build your online presence, earn money doing what you love most, and connect with other professionals for future opportunities!

Key Features

- Showcase your talents and build an online presence within your region
- Price and market yourself accordingly with other artists
- Earn money doing what you love
- Network with other professionals in the industry

Test Script

You are a recent University graduate. You are looking to market yourself and sell your services. You want a fast and easy way to find clients, but since you are a recent graduate you do not have that many connections. You go around asking your friends from the program and they all mention this new app that they are using to market themselves and network: Koalafied. It's an app that helps promote all types of creative work: such as graphic design, art, dance, acting, photography, film, music, etc. You are looking to connect with other creatives for an upcoming project. So you decide to use this app to promote your work to start making money as a freelancer.

Participants

- University students
- Young design students
- Professional individuals who are looking for talent

Interview Insights

Insights from Interviews

Negative Experiences

With the responses we received through these individuals, past concerns related to privacy and payment issues, copyright infringement, finding the social aspects like messaging intimidating and not having an available app for students and youth to use in order to network and career search. Through the Koalafied App, we have created an engaging platform that is youth friendly and uplifting to individuals new to the professional art world. Through payment, we involved secure purchasing methods like Paypal. We have also implemented a protection and buyers policy which insure all of the user's information stays safe and confidential. The app offers 24 hr customer service, which is helpful in copyright issues involved in art theft as long as the user can prove it is their original work.

Positive Experiences

During our interview, we found that most of our experiences selling and buying online was mostly positive. This gives us insight into what features they like and what to bring over from similar apps like Etsy, Fivver, LinkedIn, etc.

No Experience

During our interview we found that there were many people with limited to no buying or selling experience. This taught us that not all experiences are equal and we need to be able to guide the user the best we can when we implement these features. The interviews also showed that what may have been a plainly obvious feature to us, was not the case for others. A lack of experience also came from barriers to entry that made it difficult for those we interviewed to sell in the online market. These are features we will need to consider when we implement them into our app.

Insights from Interviews

Online Experience

Our interview participants were most familiar with having customer-buyer interactions over Instagram, followed by platforms such as Etsy, Amazon, Depop, Soundcloud, and Kijiji. Notably, Instagram was most commonly used for those offering services to promote themselves whereas buyers in search of goods and services would opt for platforms like Etsy, Amazon, and Depop.

Interactions with Friends

Most of the participants seem to just be starting their freelance work and they are only selling their products to friends, family, and people they have already connected with for the time being. These prior connections have been made with the help of family or friends.

Features to Include

Participants offering services recognized the importance of individuality when marketing themselves against competition. Therefore, having customizable features to allow their work to be showcased at its best was an important feature to include in our app. In addition, creative users were interested in having an app that offered work opportunities to students and those with minimal experience as these connections are often difficult to find when entering the workforce. On the other hand, buyers would be interested in knowing the skill set of the seller they're purchasing services from. As a result, incorporating the skill level and experience of the seller would quicken the process of scouting talent when filtering through searches & navigating user profiles.

Phase 2

Prototyping

UI Research

Moodboards

Simple, monotone or complimentary, simple illustrations, lots of negative space, clean, organic yet structured.

Rationale

In this visual research of the app's aesthetics depicts simple monotone and complimentary examples. The blue would match the colour of our Koala logo and the yellow/orange would contrast it really well. The app would still mostly have negative space to show off the users work and art. Simple illustrations can be added to create a more welcoming and art related aesthetic.

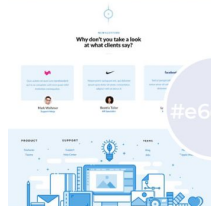
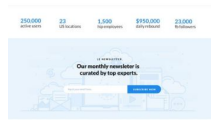
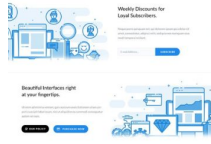
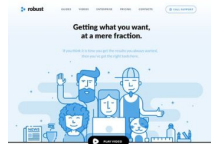
Josefin Sans

Poppins

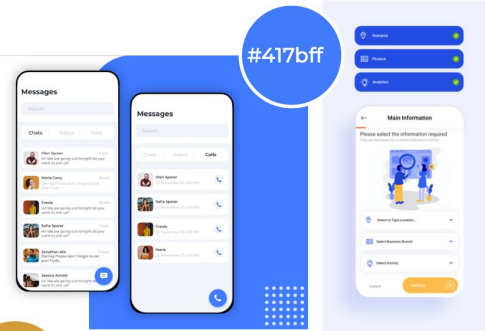
Ubuntu

Koalafied-

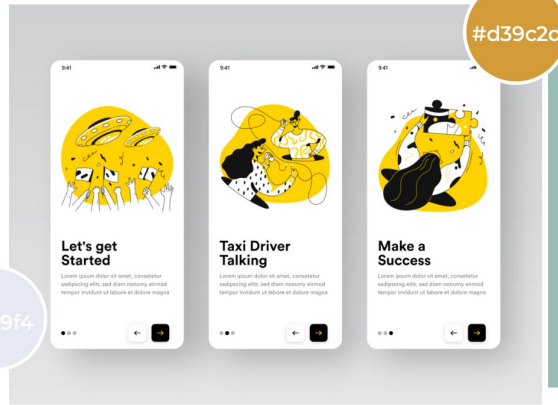
Quicksand



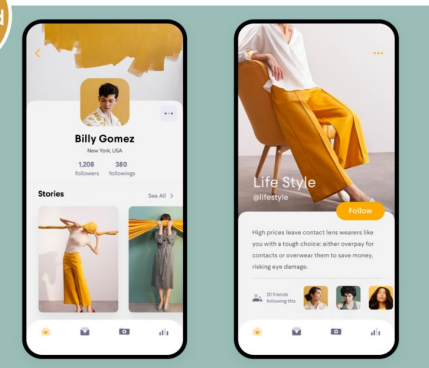
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#417bff



#d39c2d

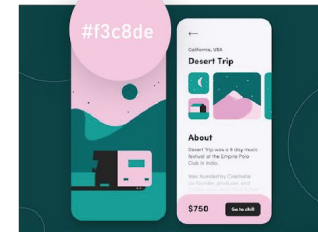
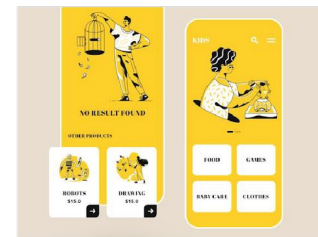
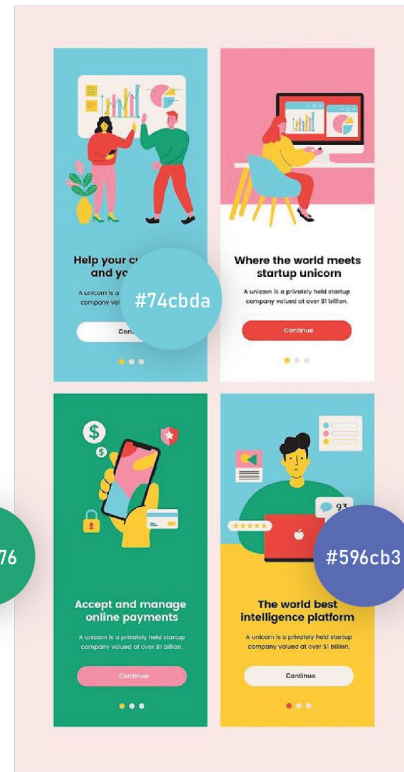
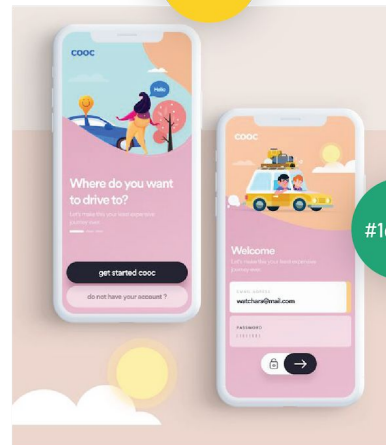
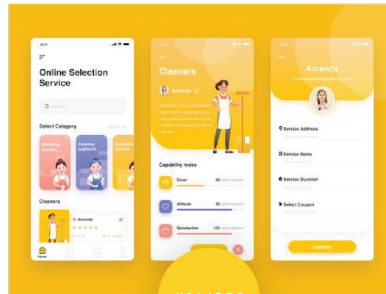


Moodboards

Soft, illustrative design,
with a light pastel colour palette

Rationale

The UI design of the app should reflect the creativity of the individual user. For this reason, I believe the app should be inviting, not intimidating. The abstract illustrations are added to create this comfort and showcase a very easy to accessible interface.



Inter
Bahnschrift
Metropolis
Montserrat
Proxima Nova

Creative
Illustrative
Cheery
Vibrant
Pastel
Colourful
Abstract

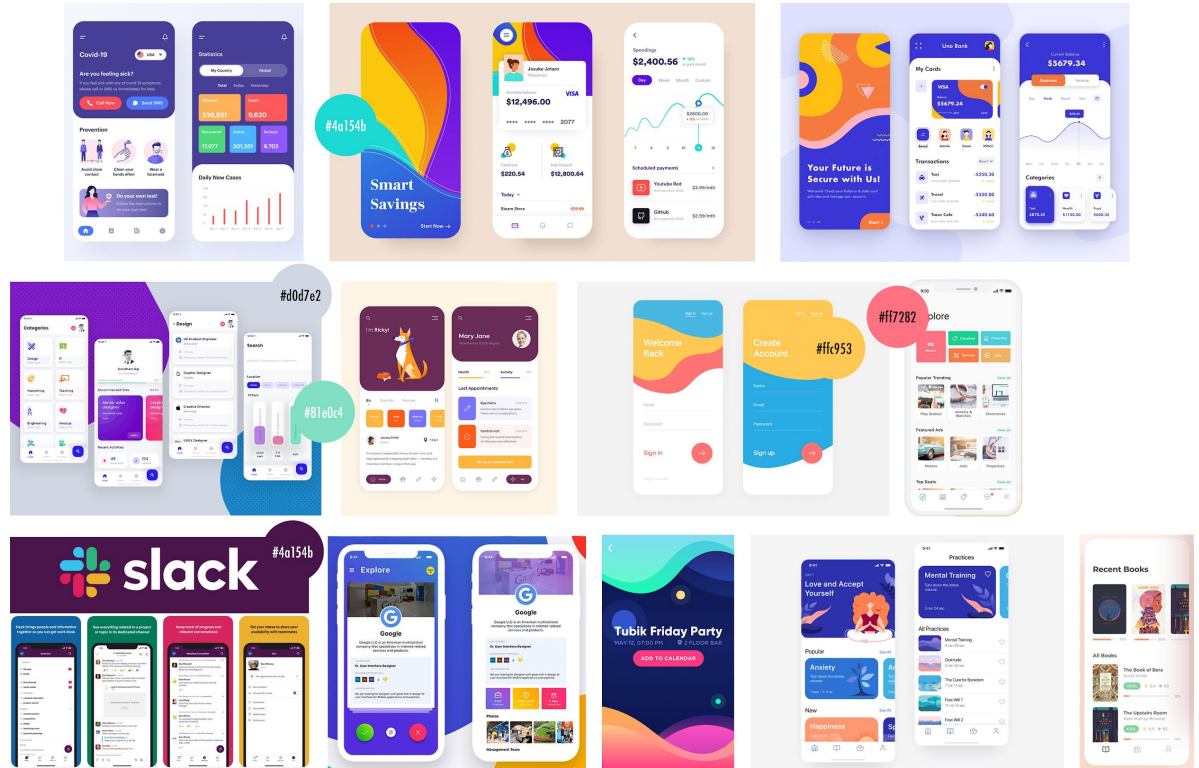
Moodboards

Modern, energetic, vibrant, unique, bold, cheerful

Rationale

This visual research showcases a colourful and user-friendly collection of UI/UX designs. The gathered resources communicate artistic vibes, as Koalafied is targeted towards creative individuals. The floating wave elements create movement which can be representative of artist's talent and creativity.

Serifa BQ
Andale Mono
Ayuthaya
Courier New
Abril Fatface
Futura



Moodboards

Simple illustrative style. Colors that are playful and fun that represent an individual creativity.

Rationale

When researching colors for the app. What came in mind was colors that stand out make people interested in the app. Doing so a lot more people looking for creators will gravitate to this app versus other competitors.

Open sans

Francois One Regular

Lilita One

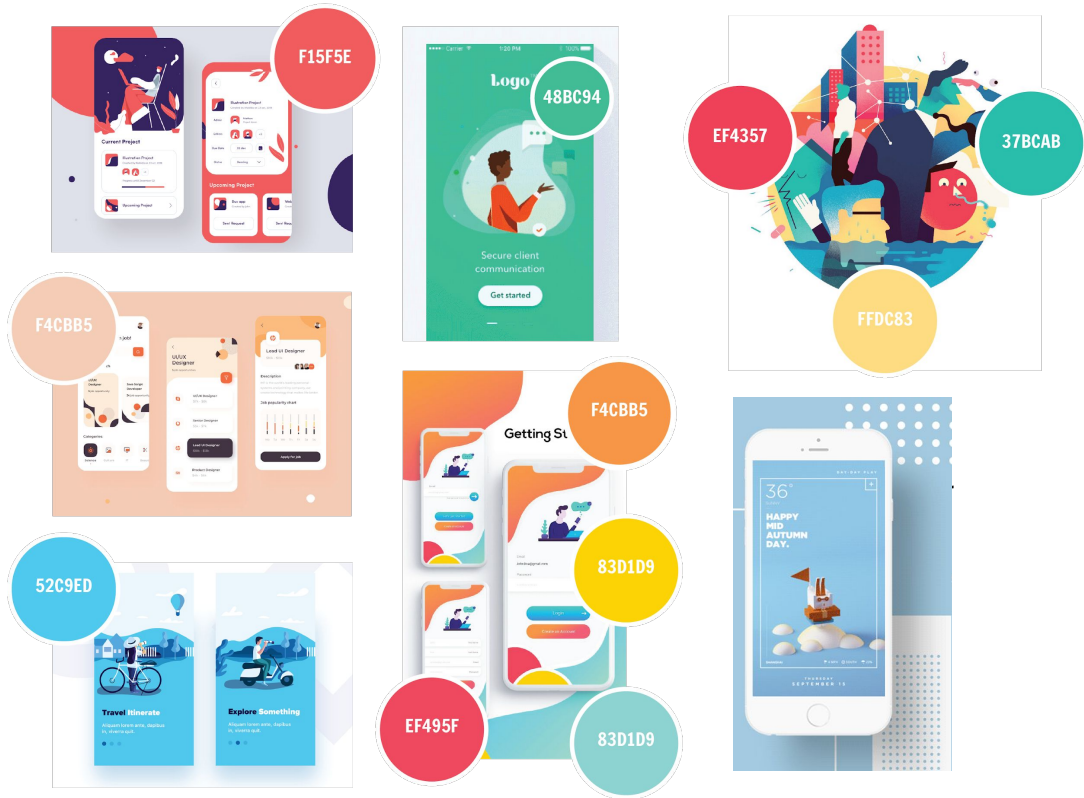
Futura

Patua One

Arial Black

Chivo Black

Poppins



Moodboards

Eclectic, energizing, and exciting colour palette to give a fresh, inspiring impression to users looking for creative talent and opportunities.

Rationale

Green and grey are colours associated with koalas and would tie the colour palette and app name together. The use of green in an electrifying way intends to capture the viewer with just colour rather than illustrations. The large amount of negative white space makes the app feel breathable and therefore showcase the artists' work.

Acumin Variable Concept

Krungthep

Raleway

Fjalla One

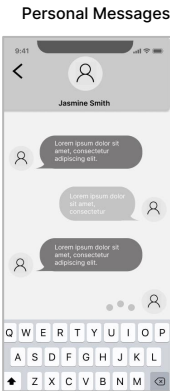
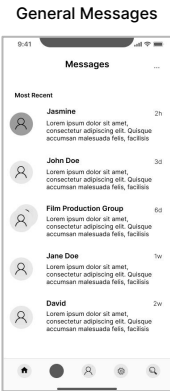
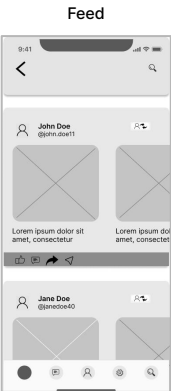
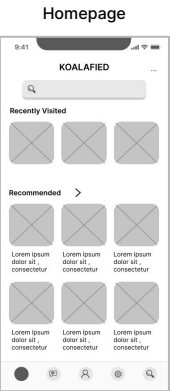
Lato



Hi-Fidelity Wireframes

Homepage

Messages



*Yellow overlay indicates overflow that is only visible on the screen after scrolling down

Search

Search Categories



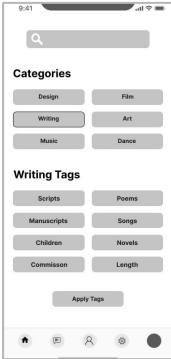
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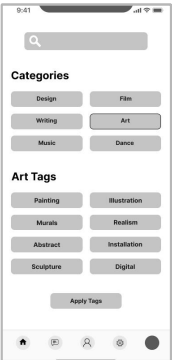
Search - Film



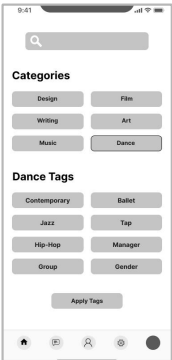
Search - Writing



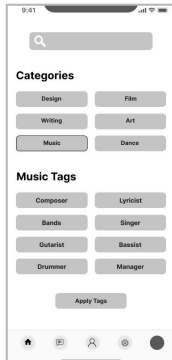
Search - Art



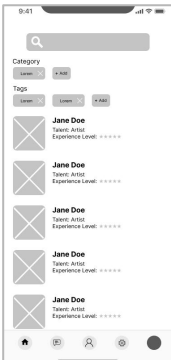
Search - Dance



Search - Music

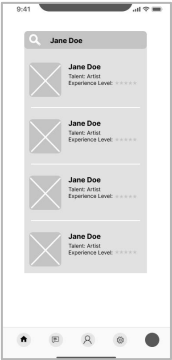


Search via Tags

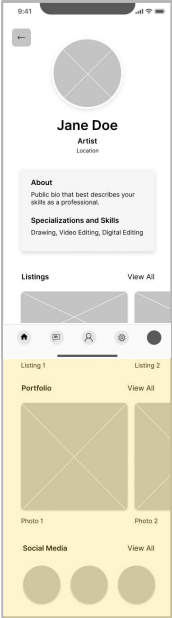


Search

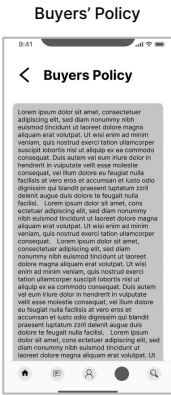
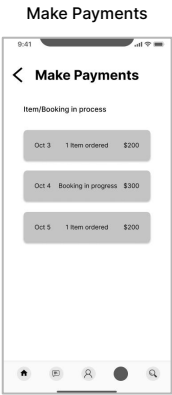
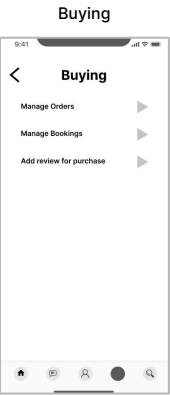
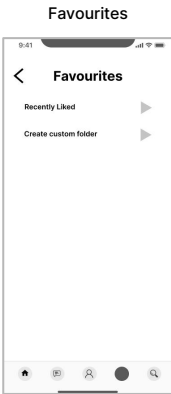
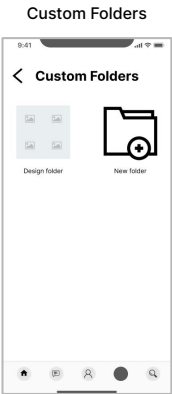
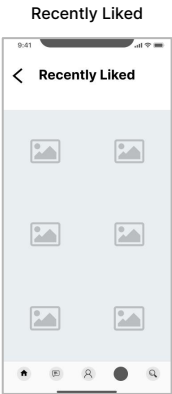
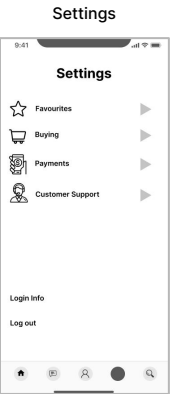
Search Bar Results



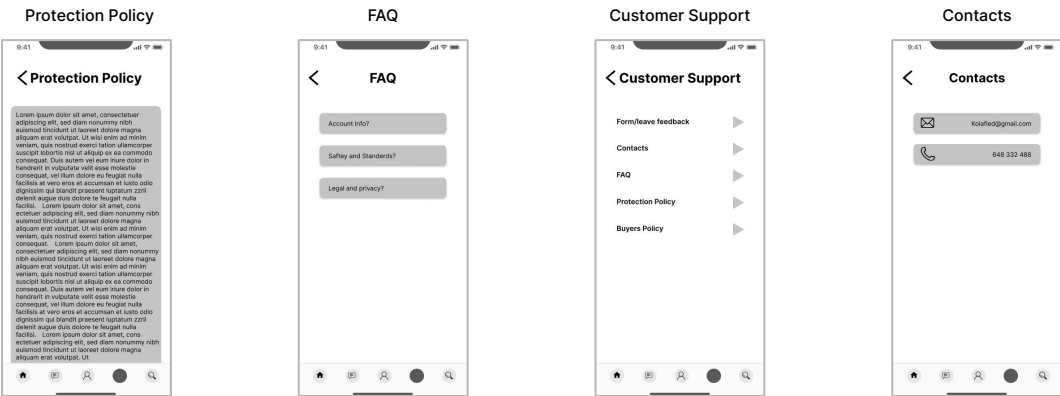
User Profile



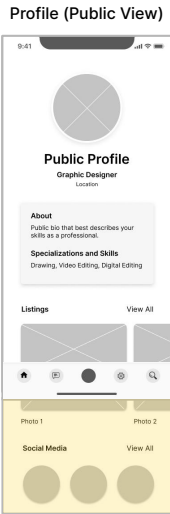
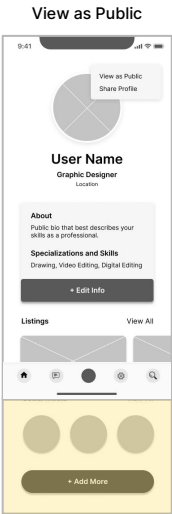
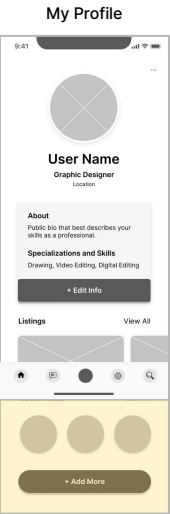
Settings



Settings



My Profile



My Profile

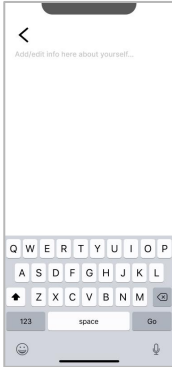
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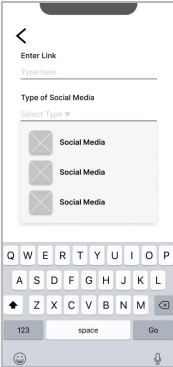
Social Media - Deleted



Edit Info



Social Media - Select



Social Media - Options



Social Media - Add



Portfolio

Job Postings

Portfolio



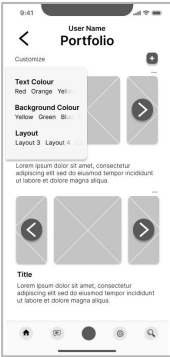
Portfolio - Customize 1



Portfolio - Customize 2



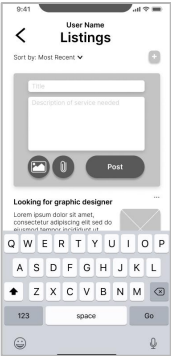
Portfolio - Customize 3



Job Postings



Job Postings - Add



Visual Compositions

Onboarding

Open Page

Sign Up

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Already have an account? [Sign in](#)

Loading

Sign Up

By signing up you accept the Terms of service and Privacy Policy

QWERTYUIOP

ASDFGHJKL

ZXCVBNM

123 space Go

Personal Info

Add Information

QWERTYUIOP

ASDFGHJKL

ZXCVBNM

123 space Go

Add Personal Info

Add Information

QWERTYUIOP

ASDFGHJKL

ZXCVBNM

123 space Go

Name Category

✓

...

About

Jerry Mander is the founder...

Specializations and skills

Drawing, Video Editing...

New category

Add/edit info here about yourself...

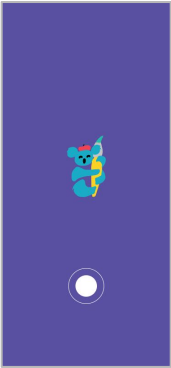
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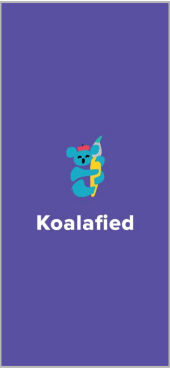
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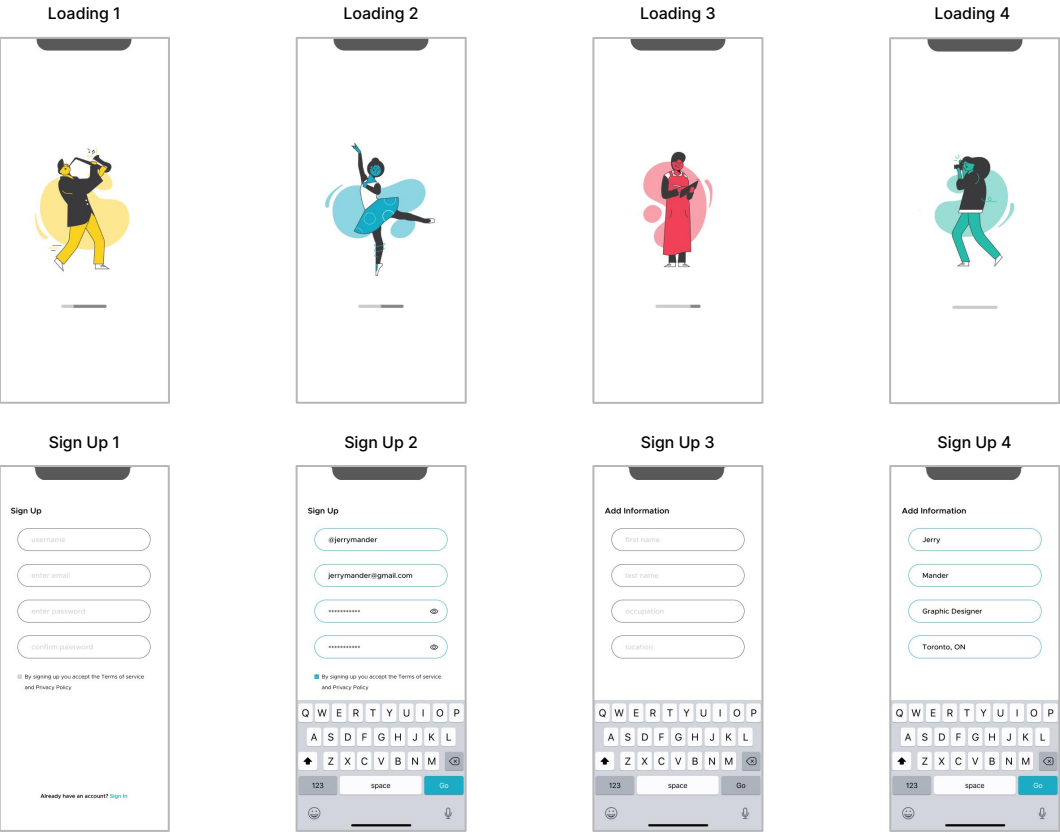
Opening Page



Opening Page



Onboarding

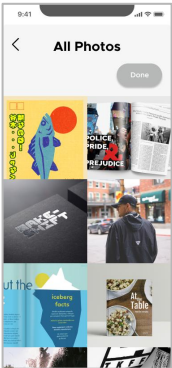


Onboarding

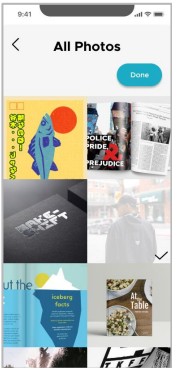
Add Profile Photo



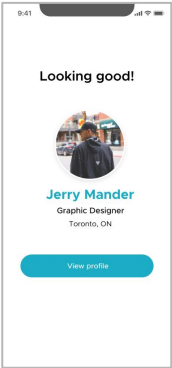
Gallery



Choose Photo



Added Photo



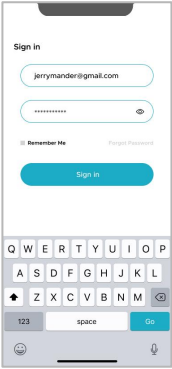
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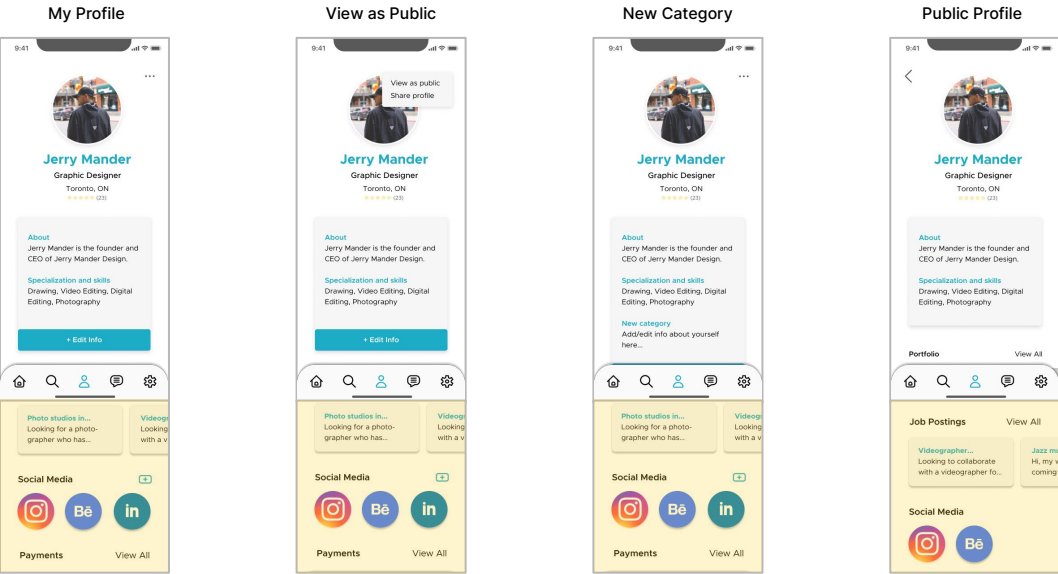
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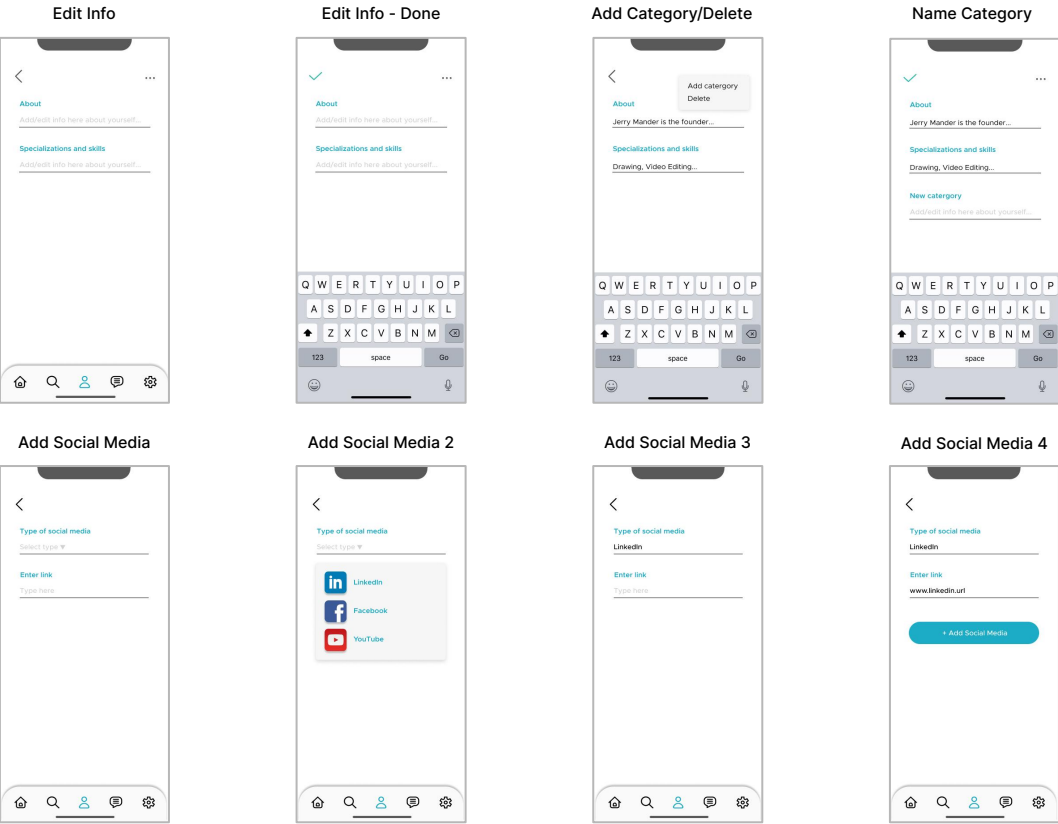
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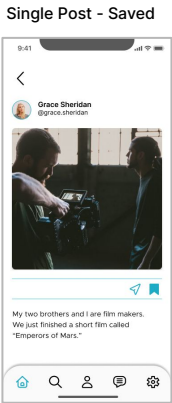
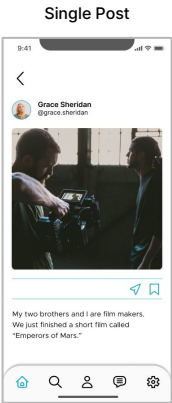
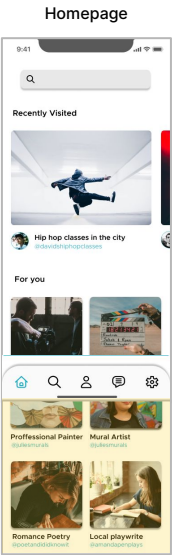
My Profile



My Profile

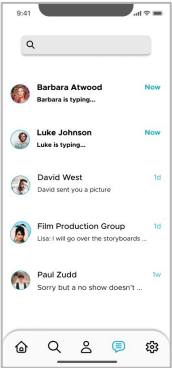


Homepage

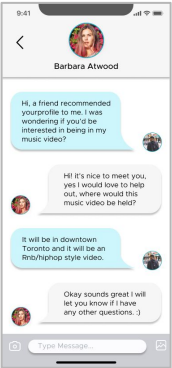


Messages

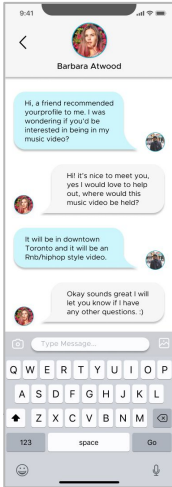
General Messages



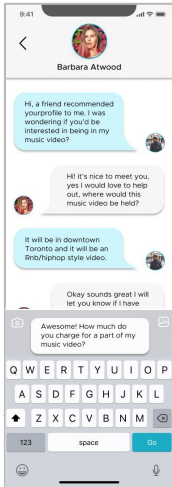
Messaging - Barbara 1



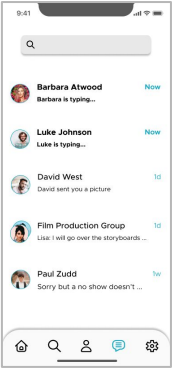
Messaging - Barbara 2



Messaging - Barbara 3

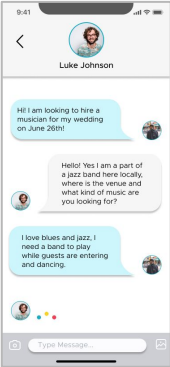


Barbara is typing...

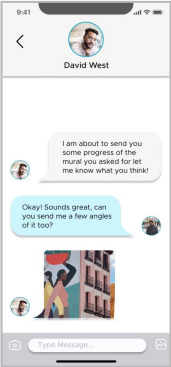


Messages

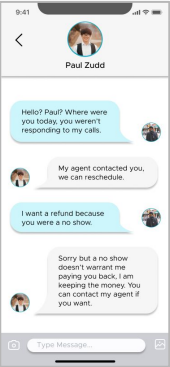
Messages - Luke



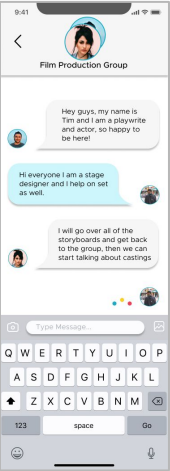
Messages - David



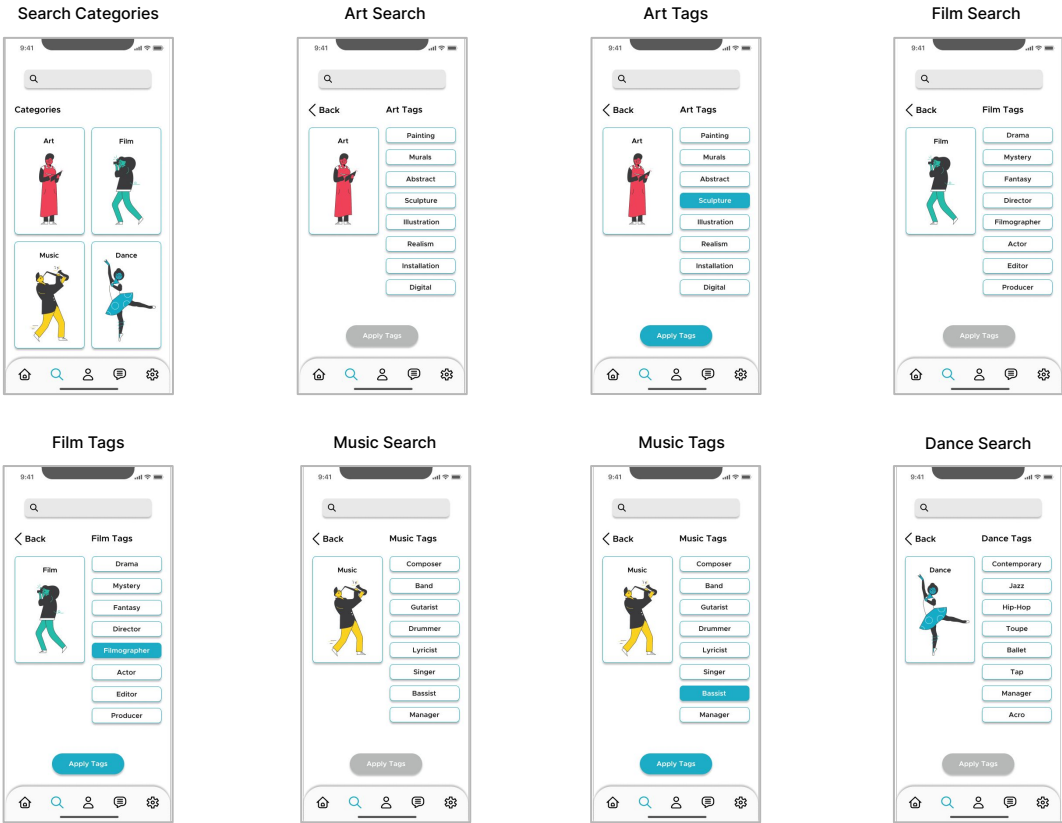
Messages - Paul



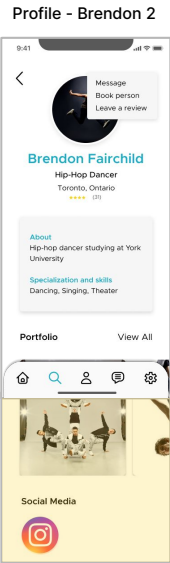
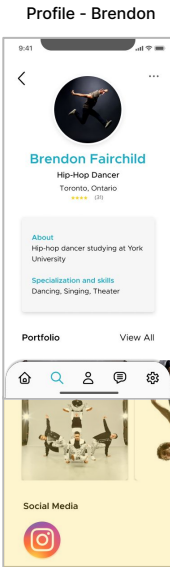
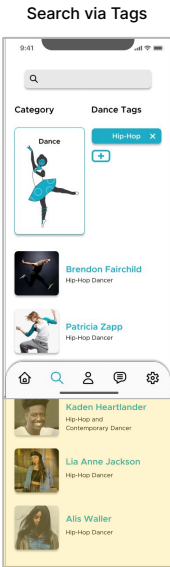
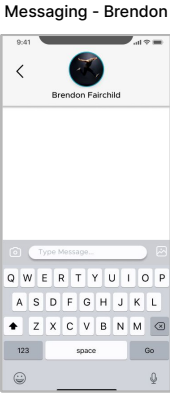
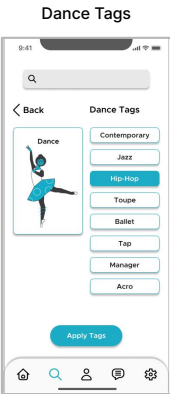
Group Messaging



Search

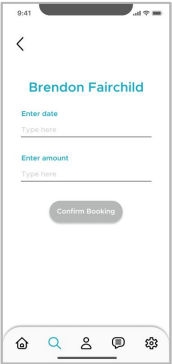


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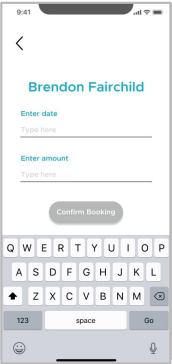


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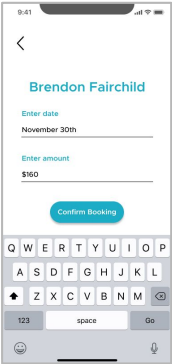
Hire Brendon



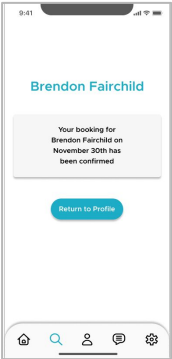
Hire Brendon 2



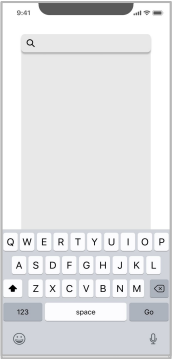
Hire Brendon 3



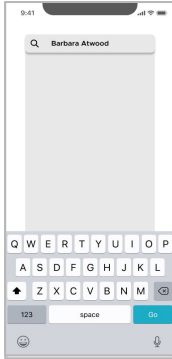
Confirm Hire



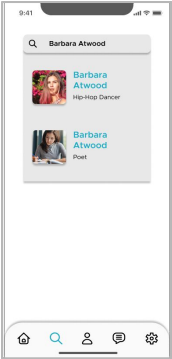
Search via Search Bar



Search - Barbara

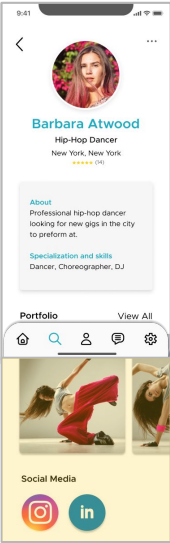


Search Results

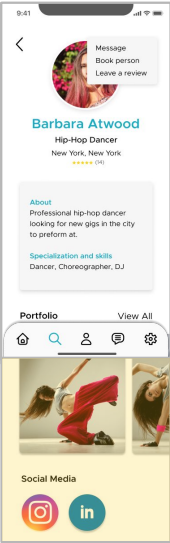


Search

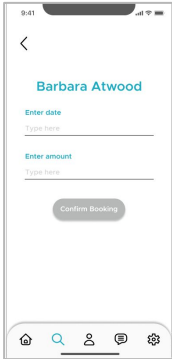
Profile - Barbara



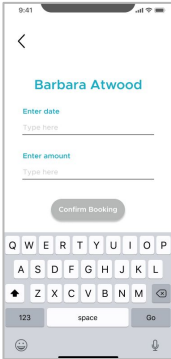
Profile - Barbara 2



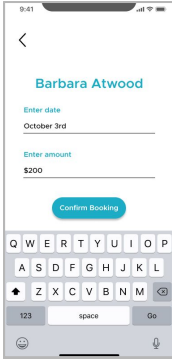
Hire Barbara 1



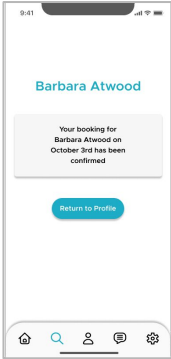
Hire Barbara 2



Hire Barbara 3

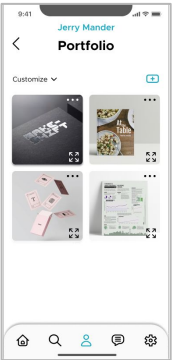


Hire Barbara 4

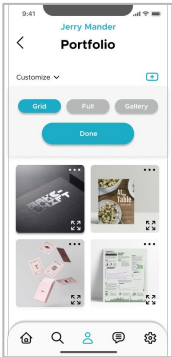


Portfolio

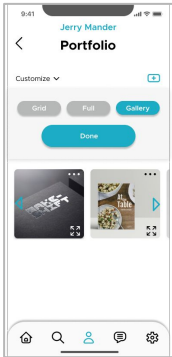
Portfolio - Default



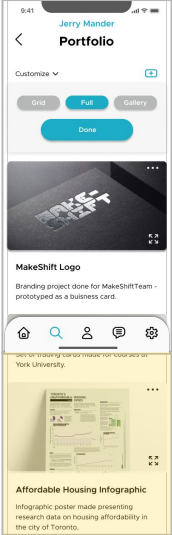
Customize - Grid



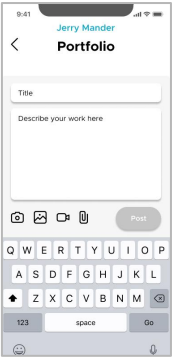
Customize - Gallery



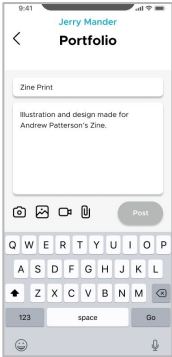
Customize - Full View



Portfolio - Add Project

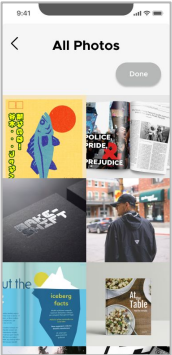


Portfolio - Add Caption

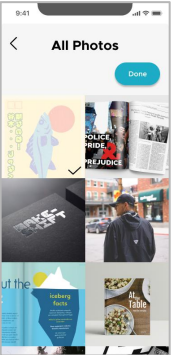


Portfolio

Portfolio - Add Project



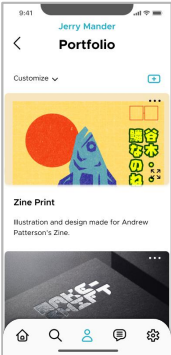
Portfolio - Add Photos



Portfolio - Post Project

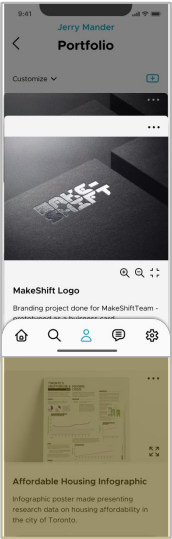


Project Added

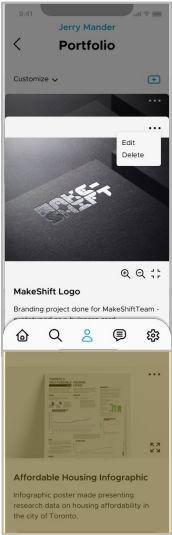


Portfolio

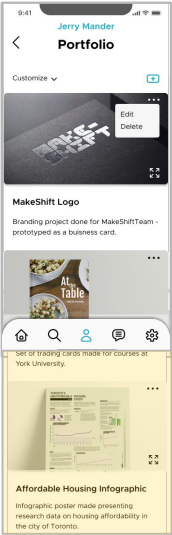
Project - Full Screen



Project - Edit



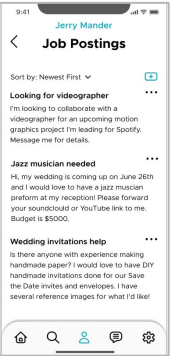
Project - Edit 2



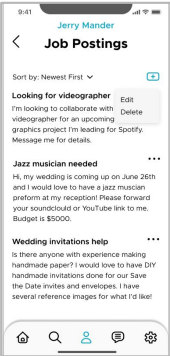
Job Postings

My Reviews

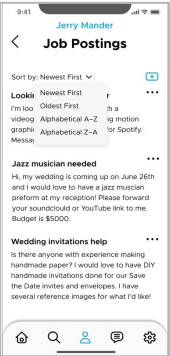
Job Postings



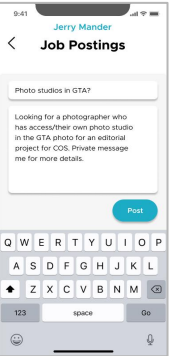
Job Postings - Edit



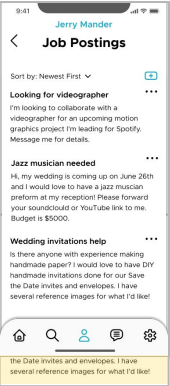
Job Postings - Sort by



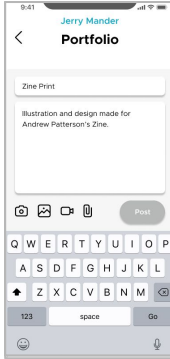
Job Postings - Add



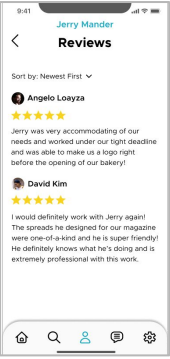
Job Postings - Added



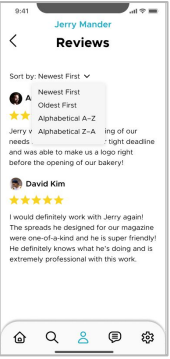
Portfolio - Add Caption



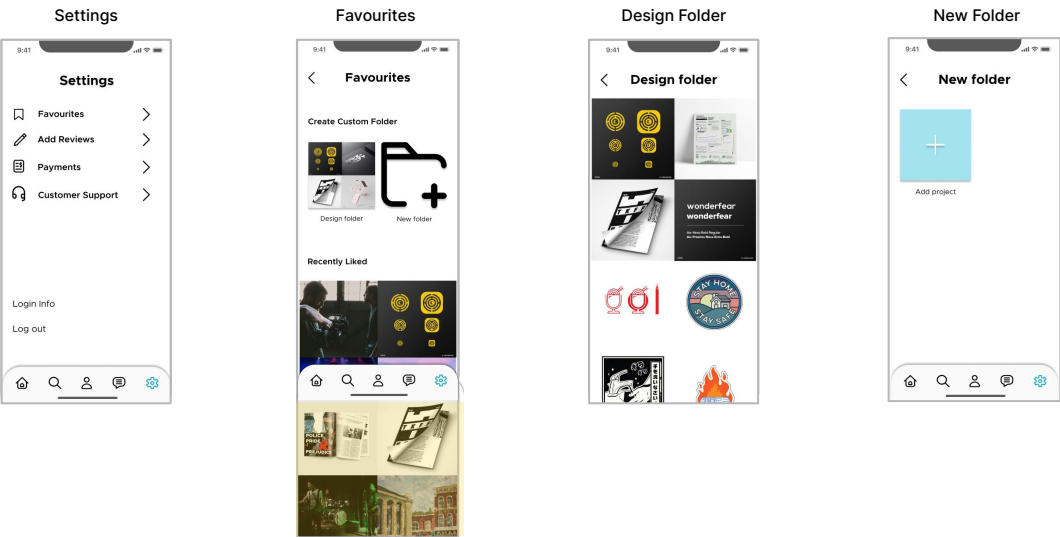
My Reviews



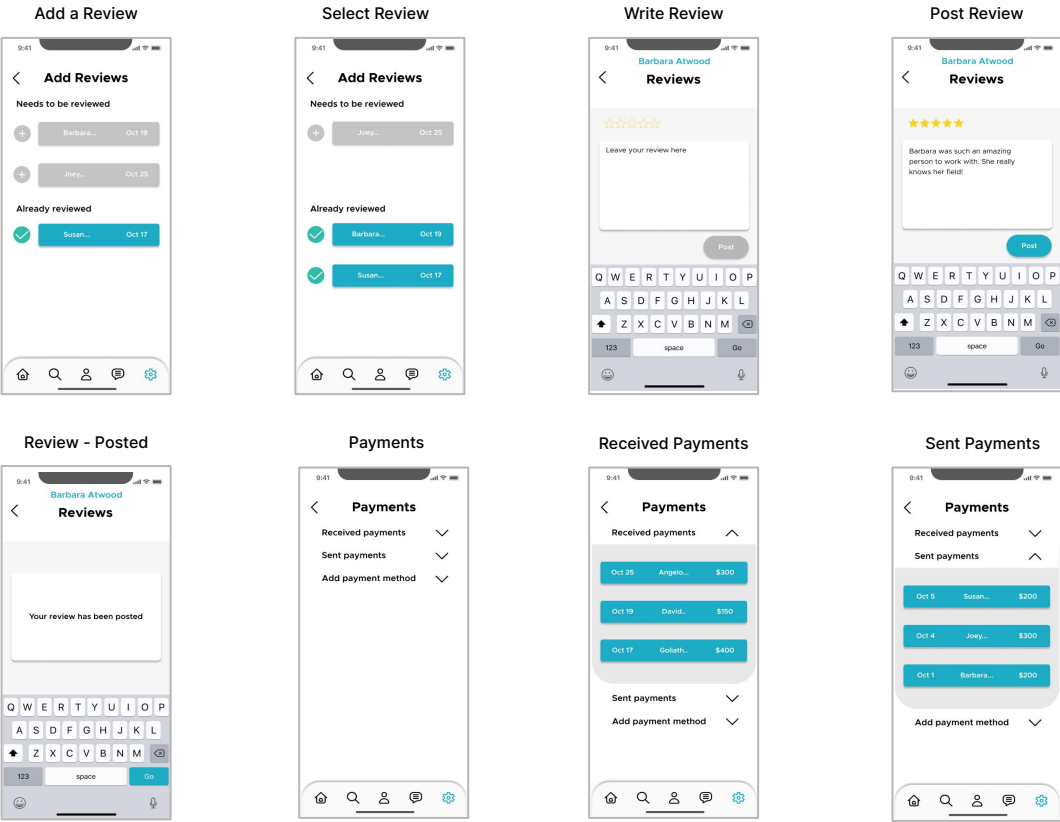
My Reviews - Sort by



Settings

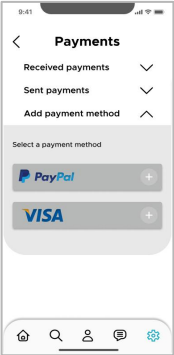


Settings

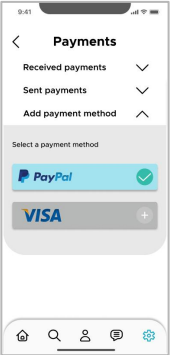


Settings

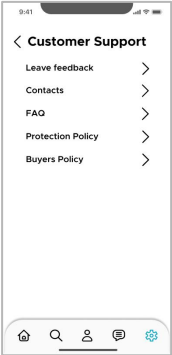
Add Payment Method



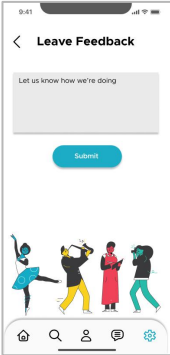
Payment Added



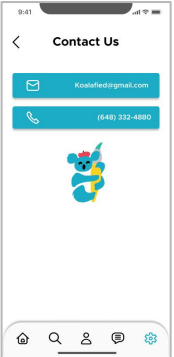
Customer Support



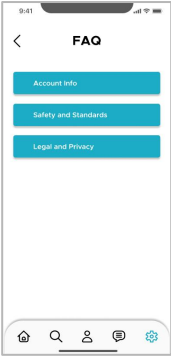
Leave Feedback



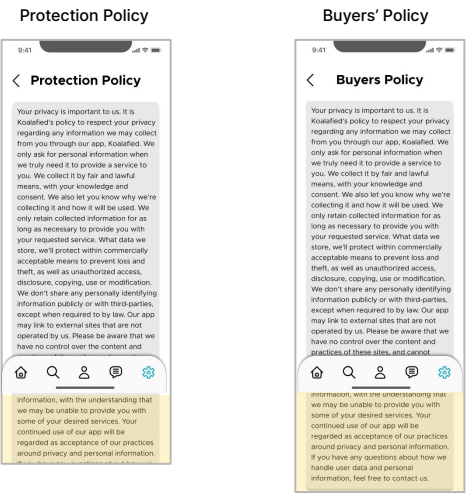
Contact Us



FAQ



Settings



Phase 3

User Testing

User Testing Plan

User Testing Plan

Objective 1

Evaluate how easily users can navigate their profile

- Can users set up their profile?
- Can users successfully add their info in their bio?
- Can users add or link their social media?

Objective 2

Evaluate how easily users can navigate their portfolio

- Do users know how to showcase their work on the app to potential clients/buyers?
- Are users able to include all necessary details about their projects such as a title, description, and necessary attachments?
- Are users able to customize the presentation of their portfolio to best suit their work?

Objective 3

Evaluate how easily users can navigate their job posts

- Are users able to create job postings to scout for talent?
- Are users able to refer back to past postings they've made?

User Testing Plan

Objective 4

Evaluate the main structure and navigation system of the application

- Can users navigate the home page feed?
- Can users scroll through their recently viewed projects?
- Can users find projects they are interested in through the feed?

Objective 5

Evaluate how easy it is for users to search and contact talent

- Are the category and tags system useful to users?
- Are buyers able to successfully scout talent that meets their needs?
- Do users know how to communicate with their collaborators? How convenient is it for them to contact each other?

Objective 6

Evaluate how users navigate through system management

- Are users able to find Koalafied's contact information?
- Can users leave reviews for the people they worked with in order to help others in the future?
- Can users refer back to previous posts they've saved?

Objective 7

Evaluate how easy it is to understand payments

- Are users able to add their preferred payment methods?
- Can users easily send payments?
- Can users easily find their received payments?
- Are users able to view the history of their past transactions?

Objectives, Tasks and Scenarios

Objective 1

Evaluate how easily users can navigate their profile

Task 1 Setup profile

Scenario: Your name is Jerry and you are a graphic designer based in Toronto. You just downloaded Koalafied. Sign up for an account, fill out your personal information, and add a photo of yourself.

Task 2 Add information to bio

Scenario: You notice that there's no information about you in your bio.

Task 3 Link your LinkedIn account to your profile

Scenario: You want to elaborate on your professional experience and qualifications by including a link to your LinkedIn account.

Objective 2

Evaluate how easily users can navigate their portfolio

Task 1 View portfolio

Scenario: You are a few days into using the app. You have already added some photos of previous work. You want to view all of them.

Task 2 Customize the layout of your portfolio

Scenario: You want to change the layout of your portfolio to emphasize each individual project. Change the presentation layout to full view.

Task 3 Upload a new project to your portfolio

Scenario: You want to demonstrate your illustration skills by uploading one of your recent projects which includes a blue fish titled, "Zine Print." Create a new project and upload an image of "Zine Print" along with a description.

Objective 3

Evaluate how easily users can navigate their job posts

Task 1 Go to job postings

Scenario: After using the app for quite some time, you have several job listings posted. You can't recall if you made a listing for a photographer.

Task 2 Make a new job posting

Scenario: You realize you did not post that new listing. Post a job listing asking for a photographer based in the GTA.

Objective 4

Evaluate the main structure and navigation system of the application

Task 1 Explore the homepage feed

Scenario: You want to explore the works of other creatives on Koalafied. Tell us what projects you see as you scroll through your homepage.

Task 2 View a photo

Scenario: You saw an interesting project called “Emperor’s of Mars”. What can you tell us about the project?

Task 3 Like photo

Scenario: You are impressed by the project (Emperor’s of Mars) and want to save it so you can refer back to it later.

Task 4 Viewing the artist’s profile

Scenario: You read the post and wanted to learn more about the director. What are the filmmaker’s skills and qualifications?

Objective 5

Evaluate how easy it is for users to search and contact talent

Task 1 Find a hip-hop dancer

Scenario: You are in a rush because one of the dancers in your upcoming RNB music video has injured himself. Rather than waiting for a response on a job posting, you need to find another hip-hop dancer to substitute immediately.

Task 2 Book talent

Scenario: Impressed by Brendon's profile, you want to hire him.

Task 3 Find another hip-hop dancer

Scenario: You realize that you need a female hip hop dancer as well. A friend recommends a dancer named Barbara Atwood. What are her qualifications?

Task 4: View a new message

Scenario: You have been messaging Barbara about her work and want to see if she would be interested in being in your video. Did she message back?

Task 5 Send a message

Scenario: You want to ask her how much she will charge to be in your RNB music video.

Objective 6

Evaluate how users navigate through system management

Task 1 Go to settings

Scenario: You are suspicious about malicious activity happening outside of your knowledge. You want to find the contact information for the Koalafied team as soon as possible out of fear that you may have been hacked.

Task 2 Leaving review for past commision

Scenario: After finding out everything is fine, you remember how well your most recent collaboration went. You forget whether or not you left any feedback for Barbara. You want to help their business grow by increasing their rating on the app.

Task 3 View a previously liked photo

Scenario: Upon completion of your RNB music video, your director has informed you that he has retired. You need to find a new director to work with and recall a previous work that you saved to your favourites. Something about Mars? You want to revisit that work again.

Objective 7

Evaluate how easy it is to understand payments

Task 1 Include a payment method to your account.

Scenario: You want to link your paypal account to your Koalafied account to compensate Susan for her time.

Task 2 Check your sent payments

Scenario: You completed your transaction with Susan and you want to confirm that it has been deposited in her account.

Task 3 Check your received payments

Scenario: Confirm that Angelo has paid you for designing spreads for his latest magazine.

User Testing Analysis

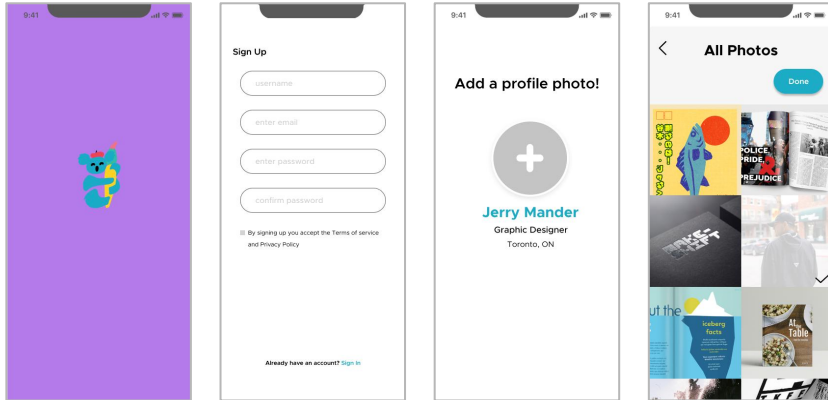
Objective 1

Task 1: Set-up Profile

Scenario

Your name is Jerry and you are a graphic designer based in Toronto. You just downloaded Koalafied. Sign up for an account, fill out your personal information, and add a photo of yourself.

3/3 participants completed the task without any issues



Objective 1

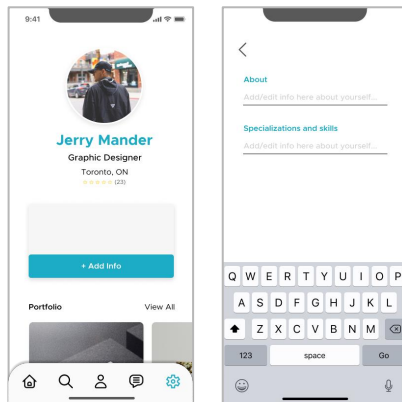
Task 2: Add information to your bio

Scenario

You notice that there's no information about you in your bio.

3/3 participants completed the task

- o It took participant 1 an extra moment to find add info button as she thought the box above it was to add a photo



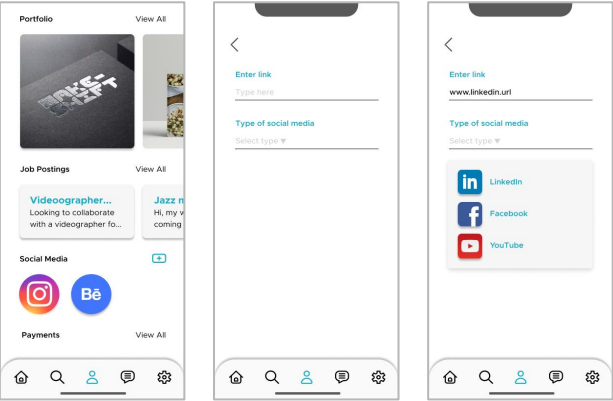
Objective 1

Task 3: Link your Linkedin account to your profile

Scenario

You want to elaborate on your professional experience and qualifications by including a link to your LinkedIn account.

3/3 participants completed the task without any issues



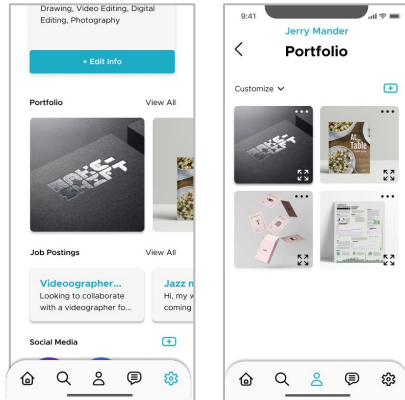
Objective 2

Task 4: View your portfolio

Scenario

You are a few days into using the app. You have already added some photos of previous work. You want to view all of them.

3/3 participants completed the task without any issues



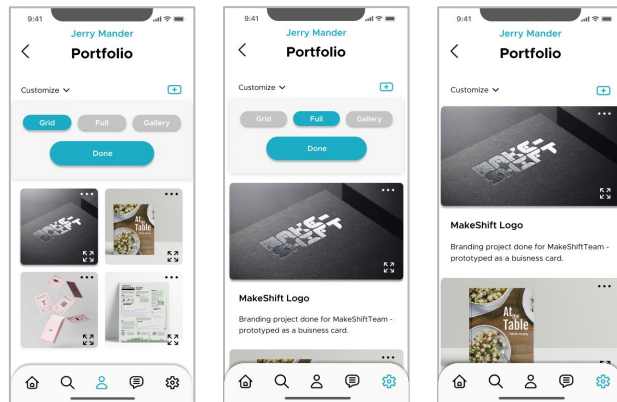
Objective 2

Task 5: Customize the layout of your portfolio

Scenario

You want to change the layout of your portfolio to emphasize each individual project. Change the presentation layout to full view.

3/3 participants completed the task without any issues



Objective 2

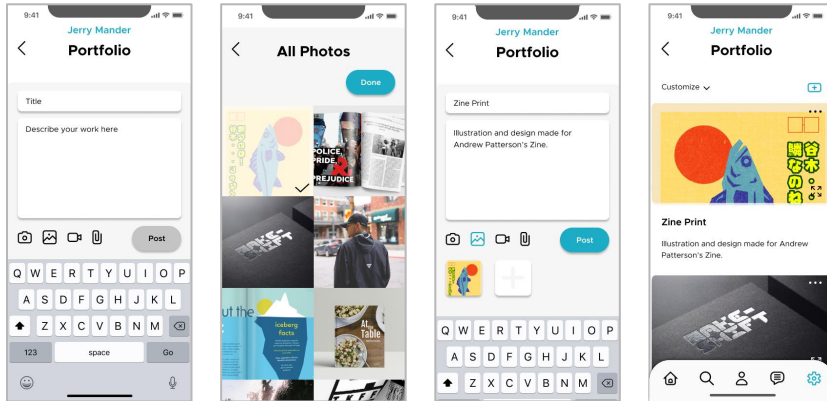
Task 6: Upload a new project to your portfolio

Scenario

You want to demonstrate your illustration skills by uploading one of your recent projects which includes a blue fish titled, “Zine Print.” Create a new project and upload an image of “Zine Print” along with a description.

3/3 participants completed the task

- 2 participants got lost within the app while searching for job postings. Participant 2 went to homepage and messages first, while participant 3 initially went to search.



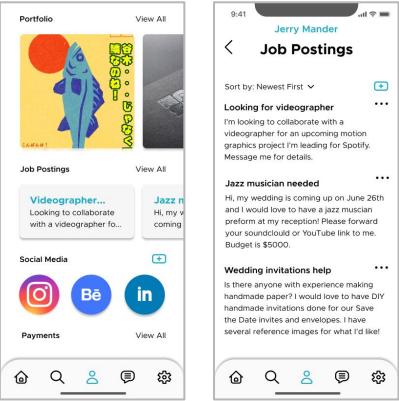
Objective 3

Task 7: Go to job postings

Scenario

After using the app for quite some time, you have several job listings posted. You can't recall if you made a listing for a photographer.

3/3 participants completed the task without any issues



Objective 3

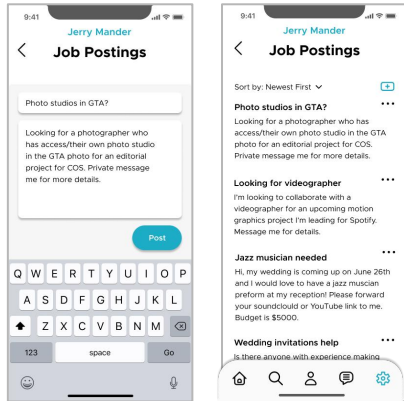
Task 8: Make a new job posting

Scenario

You realize you did not post that new listing. Post a job listing asking for a photographer based in the GTA.

3/3 participants completed the task

- Participant 2 had much difficulty finding Barbara's profile and although she eventually found it, it was through messages and not by searching her name.



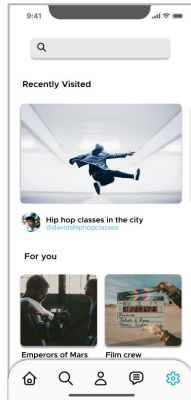
Objective 4

Task 9: Explore the homepage feed

Scenario

You want to explore the works of other creatives on Koalafied. Tell us what projects you see as you scroll through your homepage.

3/3 participants completed the task without any issues



Objective 4

Task 10: View a photo

Scenario

You saw an interesting project called "Emperor's of Mars". What can you tell us about the project?

3/3 participants completed the task without any issues



Objective 4

Task 11: Like a photo

Scenario

You are impressed by the project (Emperor's of Mars) and want to save it so you can refer back to it later.

3/3 participants completed the task

- Participants did not make the connection between like and save, thought they were two separate features.



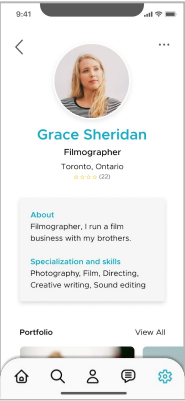
Objective 4

Task 12: View the Artist's Profile

Scenario

You read the post and wanted to learn more about the director. What are the filmmaker's skills and qualifications?

3/3 participants completed the task without any issues



Objective 5

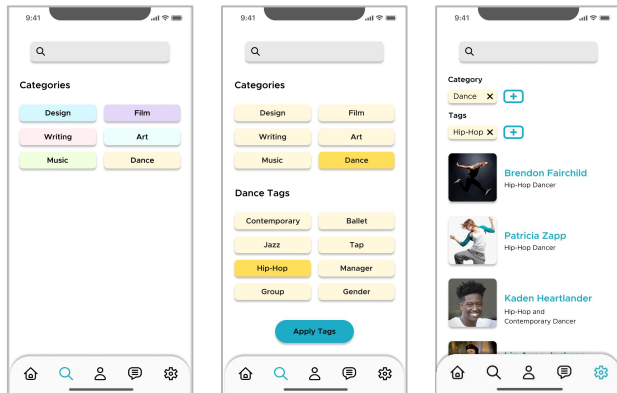
Task 13: Find a hip-hop dancer

Scenario

You are in a rush because one of the dancers in your upcoming RNB music video has injured himself. Rather than waiting for a response on a job posting, you need to find another hip-hop dancer to substitute immediately.

3/3 participants completed the task

- Participants struggled to find Barbara's profile in our intended manner through typing her name into the search bar



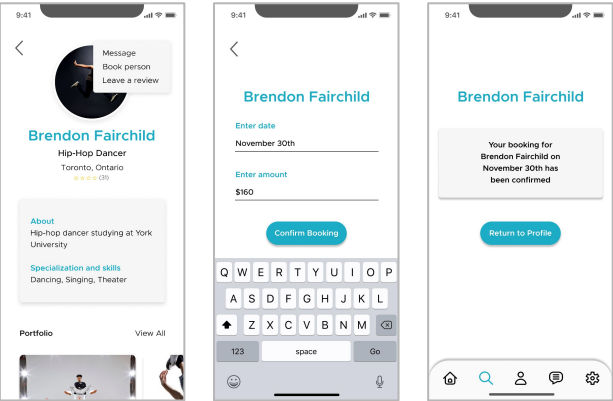
Objective 5

Task 14: Book a talent

Scenario
Impressed by Bredon's profile, you want to hire him.

3/3 participants completed the task

- Many participants went to messages first instead of booking talent



Objective 5

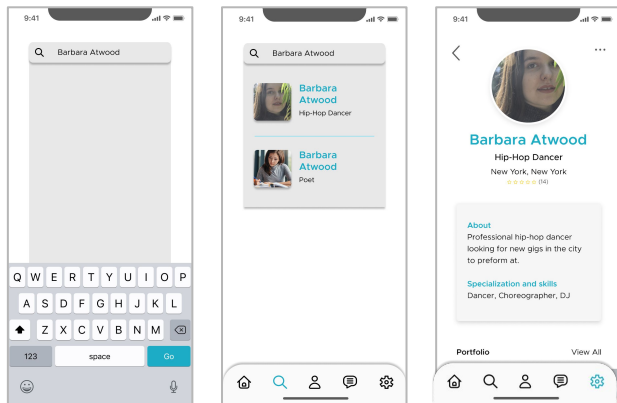
Task 15: Find another hip-hop dancer

Scenario

You realize that you need a female hip-hop dancer as well. A friend recommends a dancer named Barbara Atwood. What are her qualifications?

2/3 participants completed the task

- Participant 2 had much difficulty finding Barbara's profile and although she eventually found it, it was through messages and not by searching her name.



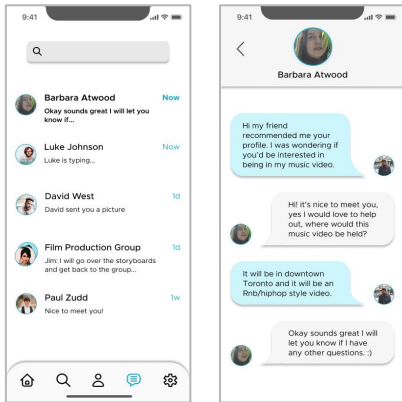
Objective 5

Task 16: View a message

Scenario

You have been messaging Barbara about her work and want to see if she would be interested in being in your video. Did she message back?

3/3 participants completed the task without any issues



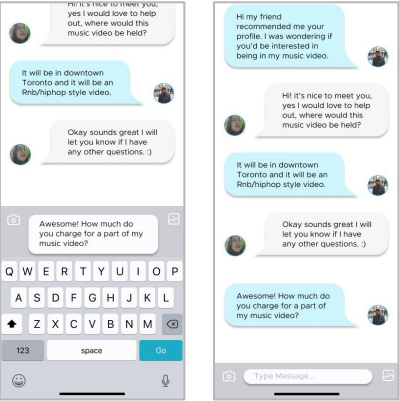
Objective 5

Task 17: Send a message

Scenario

You want to ask her how much she will charge to be in your RNB music video.

3/3 participants completed the task without any issues



Objective 6

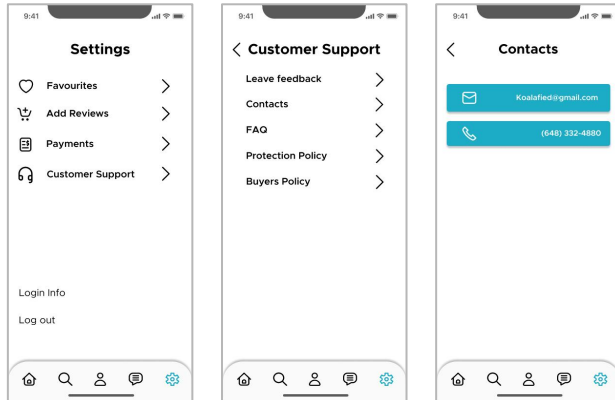
Task 18: Go to Settings

Scenario

You are suspicious about malicious activity happening outside of your knowledge. You want to find the contact information for the Koalafied team as soon as possible out of fear that you may have been hacked.

3/3 participants completed the task

- Participant 2 went to FAQ first, protection policy, then contacts. This was because they misinterpreted “Contacts” with an S to be a database for their own personal contacts.



Objective 6

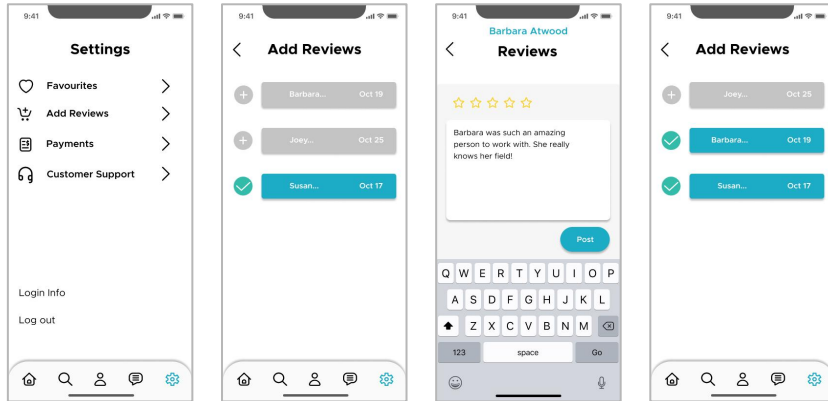
Task 19: Leave a review for a past commission

Scenario

After finding out everything is fine, you remember how well your most recent collaboration went. You forget whether or not you left any feedback for Barbara. You want to help their business grow by increasing their rating on the app.

3/3 participants completed the task

- Participant 1 did not leave a review through settings or in profile as we intended.



Objective 6

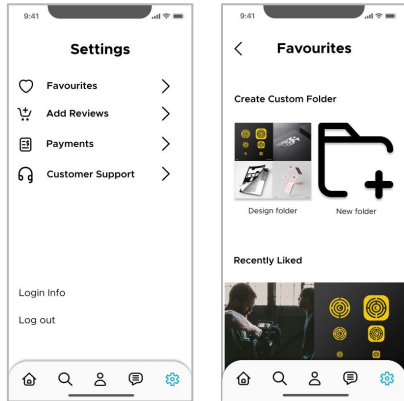
Task 20: View a previously liked photo

Scenario

Upon completion of your RNB music video, your director has informed you that he has retired. You need to find a new director to work with and recall a previous work that you saved to your favourites. Something about Mars? You want to revisit that work again.

3/3 participants completed the task

- Participant 2 experienced minor difficulty, went to home, profile, and then settings.



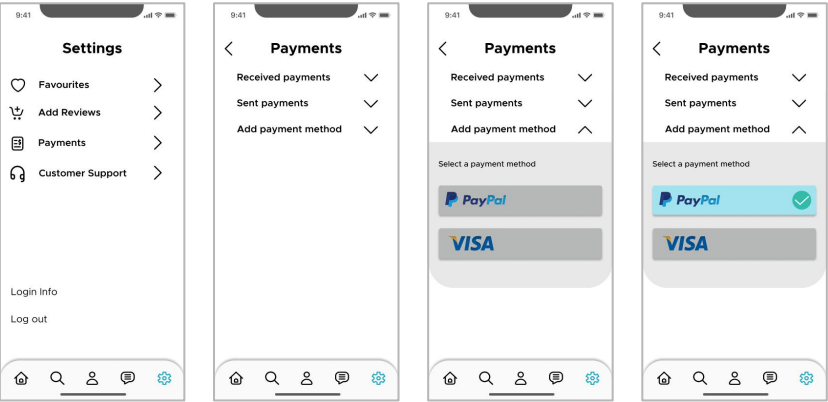
Objective 7

Task 21: Include a payment method to your account

Scenario

You want to link your paypal account to your Koalafied account to compensate Susan for her time.

3/3 participants completed the task without any issues



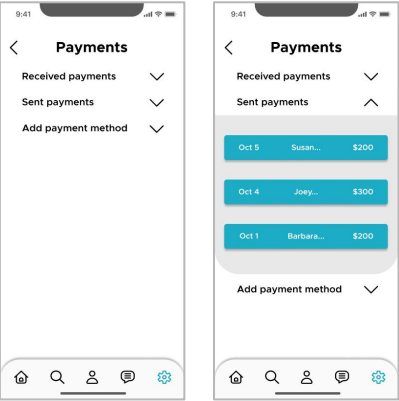
Objective 7

Task 22: Check your sent payments

Scenario

You completed your transaction with Susan and you want to confirm that it has been deposited in her account.

3/3 participants completed the task without any issues



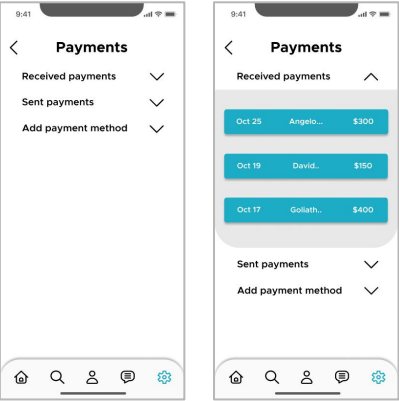
Objective 7

Task 23: Check your received payments

Scenario

Confirm that Angelo has paid you for designing spreads for his magazine.

3/3 participants completed the task without any issues



User Testing Reflection

Procedure

How It Went

The user tests went very well overall. All three of our participants were able to finish almost every task we gave them and gave us beneficial feedback. We were able to get perspectives from individuals outside of this project and it proved to be very helpful, we structured the interview well so everything went smoothly for the most part.

Expectations

Overall, our participants completed every task but one. We expected leaving a review (objective 6, task 2) to be the most difficult task, but to our surprise, finding job postings was the most difficult for most users (objective 3, task 1). We also expected tasks such as liking a photo to be very simple (objective 4, task 3), but 2 users had difficulty with it.

What Occurred During the Test

Our three participants were scheduled consecutively within three hours, with one hour being allotted to each individual. The key investigator, Katerina, had sent the consent form to all participants and reviewed it together at the beginning of our testing on Zoom, in addition to reading the facilitator script. While the user scenarios were being conducted with our prototype link, the remaining four members took notes on the participants' behaviour when navigating the app. Following the scenarios, all investigators engaged in an interview with a participant regarding their thought process during the tasks.

Challenges and surprises

When the user testing occurred we were surprised how some users were struggling to go back to some of the pages. Our users found that objectives such as finding job postings and liking a photo were more difficult than anticipated. We also received a few comments on the design of the app and how it looked, users suggested that we change some of the colors and icons. There were no connection issues and all the meetings were conducted smoothly and without any delay.

Reflection

How did you find the user testing process?

The user tests were conducted smoothly with no delay or any major issues. Our primary investigator, Katerina, was very helpful and guided the users without being too leading. She went over the project brief, consent form, privacy policy, and script flawlessly. None of the participants had any issues with the consent form either. She also made sure to remind the users of the think out loud protocol wherever it applied. No connectivity issues.

What have you learned during the process?

There were many things we took away from user testing, the most important was how a third party audience without any design experience would view our app. It was especially encouraging to hear from participant 3, who having no prior prototyping experience, was able to navigate our app without any issues.

Would you change anything next time?

There were scenarios that we could have rewritten to be clearer. There was one scenario in particular, that a lot of the users had trouble with (finding job postings). In addition to that there were some flaws in our prototype that also made it hard for the use key functions in the app. In the future we will have to make sure to change the prototype so users can have a better experience using the app.

Proposed Changes

General Feedback

Participant 1

- Confused with saved option, but likes how everything flows
- Says it is easy to navigate and she likes it
- Did not recognize the heart as a save feature
- Suggested “add to favourites” as a possibility
- Reword the word ‘saved’ maybe
- Likes the minimalist design and colour scheme as it allows the images to pop and stand out
- The blue also resonates as a professional appearance to them
- Pastel colours are a bit awkward, suggests “outline of blue”

Participant 2

- Blank add info doesn’t look like a text field and misinterpreted it for pictures (maybe leaving headings included would help)
- Felt Job postings was not prominent enough (videographer and other job posting titles were more prominent)
- Felt user should choose their type of social media before entering the url link
- Shopping cart is beside Add Reviews
- Susan looks selected, suggested making 2 separate sections for people who have been left reviews vs who has yet to be reviewed

Participant 3

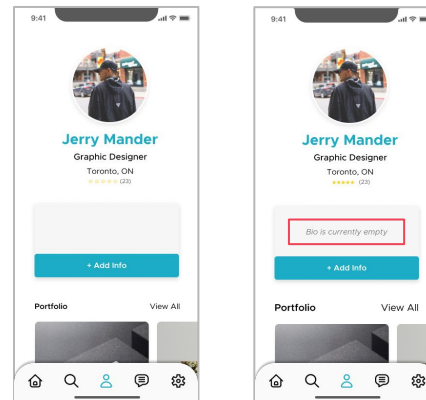
- Likes the simple design
- The heart for liking things and other symbols are easy to figure out
- Only found it difficult to get out of search
- Initially wasn’t expecting job postings to be under public profile

Profile

Have a better way to indicate add info

UX - Have a better way to indicate add info to bio

- Add heading, title, or prompt to the blank space to indicate that the bio is empty

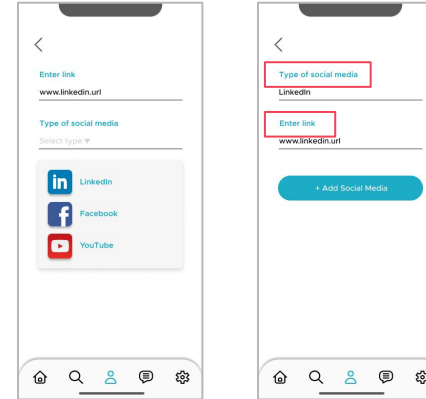


Profile

Changing hierarchy of adding social media

UX - Change hierarchy of “adding” social media

- Have the user choose what type of social media and then add the link

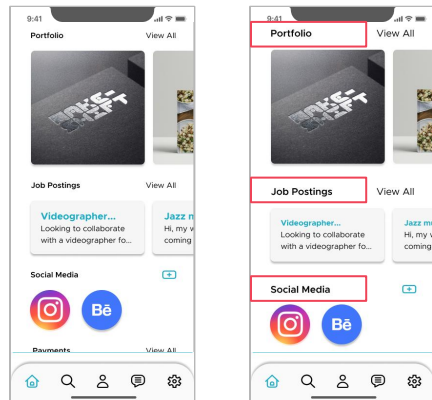


Profile

Change heading size of job postings

UX - Change the titles of the job postings to be smaller, or at least the same size as the heading

- Purpose is to make Job Postings easier to find

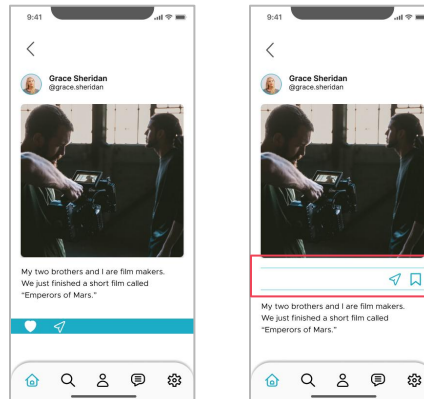


Homepage

Change heart icon to bookmark

UX - Change icon to something clearer for user

- Change the heart to a bookmark, makes the association of saving easier for users
- Also make the blue bar a little wider so icons are not so close to touching its edges
- We changed the layout of the page and made the icons appear above the caption

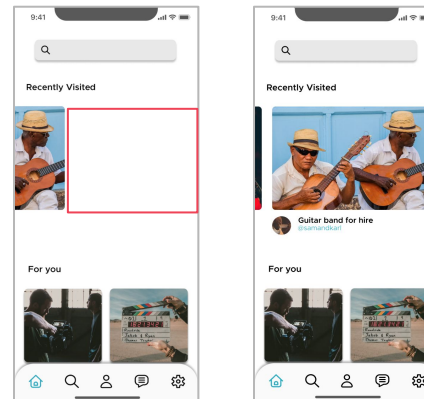


Homepage

Fix white space in horizontal scroll

UX - Fix horizontal scrolling

- Fix spacing & scrolling, making sure the layout stays clear/consistent



Previously, blank space would appear following the contents in the horizontal scroll

Search

Change colours of the categories

UX - Change the colors for the search page

- Use another palette besides pastel colours
- Add a blue outline to buttons

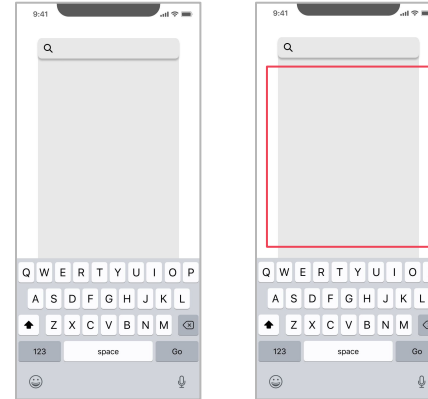


Search

Add a way out of search

UX - Add way out of search

- Add more options for users to go back to the previous screen if they click the search bar
- When selecting out of the search page, users can return to previous page
- Change can only be seen in prototype



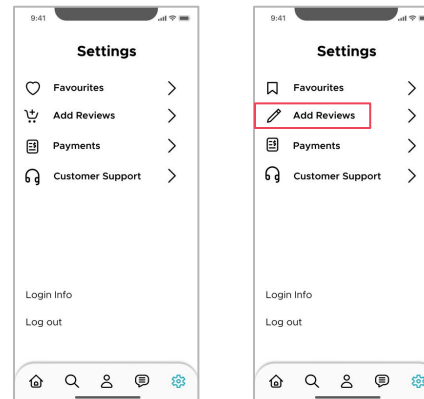
Highlighted area now exits the user out of the keyboard search when tapped

Reviews

Change the icon for add reviews

UX - Change the icon for add reviews

- Currently a shopping cart
- Change it to a more appropriate icon

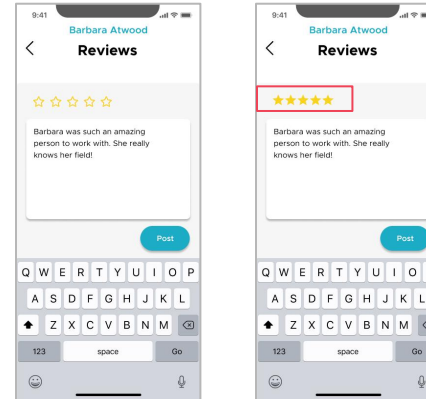


Reviews

Fill in rating stars

UX - Fill in stars for reviews

- Outline of stars was too confusing
- Looked as if the profile still was not reviewed yet

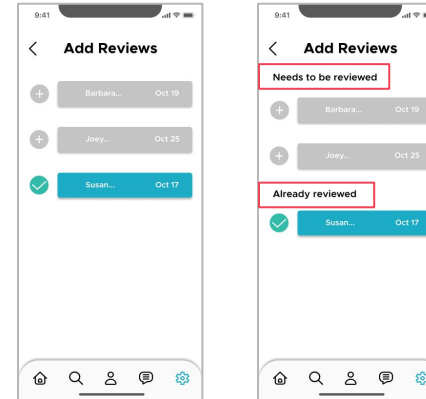


Settings

Indicate difference between those who you have and have not reviewed

UX - Indicate difference between those who have/have not been reviewed

- Currently, those who have been reviewed are highlighted in blue with a check mark, and those who have not are in grey
- Make 2 separate sections for people who you have left reviews for and those you have not left reviews for



Phase 4

Style Guide

Logotype

Concept Ideas

The typeface used in the logo is Proxima Nova. The idea came from wanting to make something professional and minimal much like our app. When looking through the app, there isn't fancy decorative writing, it's simple and gets to the point. That's why we went for a minimalistic design for the logotype.

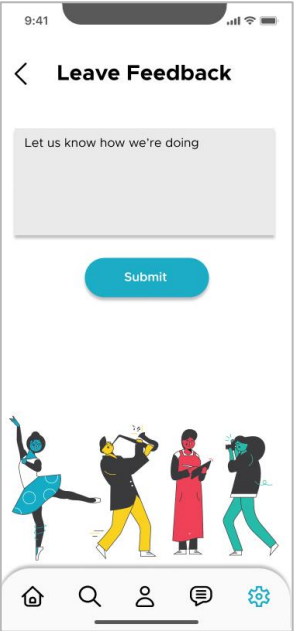
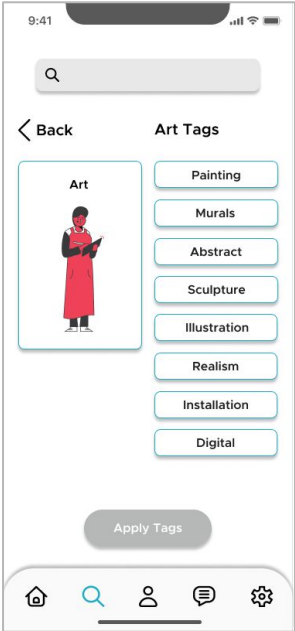
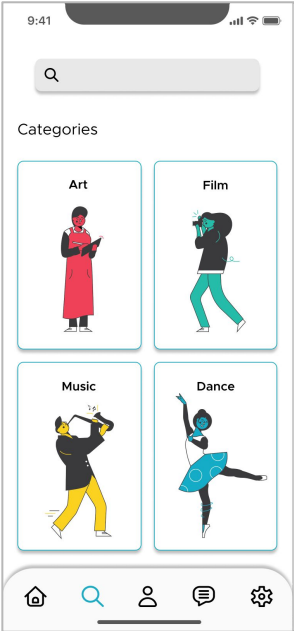


Illustrations

Concept

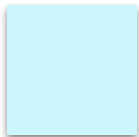
When creating the illustrations, we thought about how it would affect the user's projects. A minimalistic design was decided after considering the importance of the user's project and how the design of the app should not overshadow the work of our users. We created each character in mind by the talent categories. Yellow represents music, blue represents dance, red represents art, and green represents the film. We put these illustrations on the onboarding, search, and leave feedback pages. The illustrations were put on these pages because they don't have the users projects and we thought it would improve the overall aesthetic.





Colour

Text Bubble



#CDF5FC

RGB
205,245,252



#F6F6F6

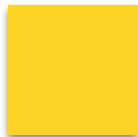
RGB
246,246,246

Home Screen/ Logo Colours



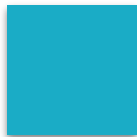
#5A50A2

RGB
90,81,162



#FCD224

RGB
252,210,35



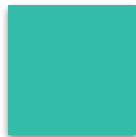
#1AACC6

RGB
27,172,198



#EF4357

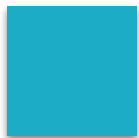
RGB
239,67,87



#33BCAA

RGB
51,188,170

Button Icon Colours



#1AACC6

RGB
27,172,198



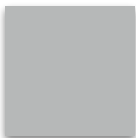
#D3D3D3

RGB
211,211,211



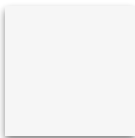
#C4C4C4

RGB
217,217,217



#B6B8B8

RGB
217,217,218



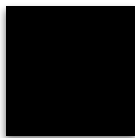
#FFFFFF

RGB
246,246,246



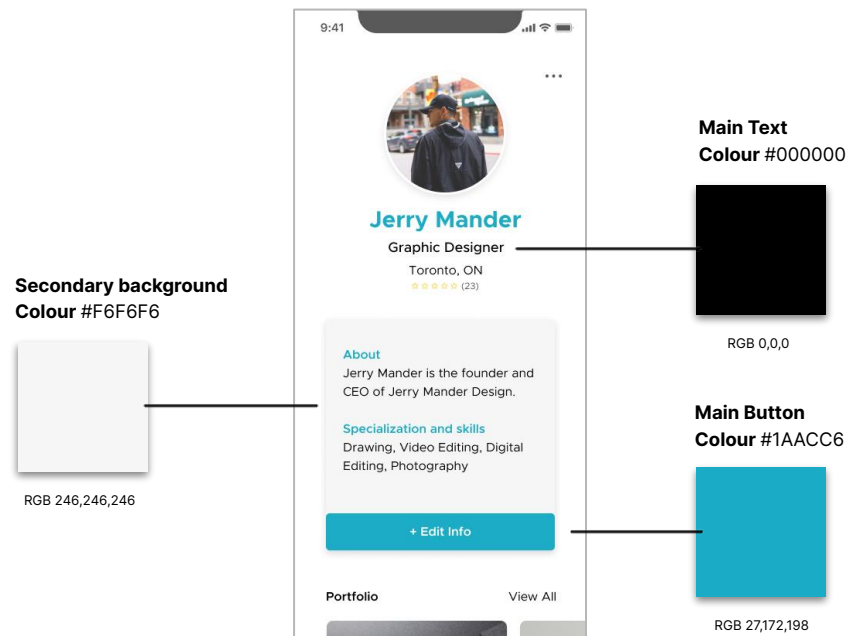
#A3E3EF

RGB
204,206,211



#000000

RGB 0,0,0



Secondary text
Colour #1AACC6



RGB 27,172,198

A mobile app interface with a white background and a dark grey top bar. It features a back arrow icon, a label 'Type of social media' in blue, a dropdown menu 'Select type', a label 'Enter link' in blue, and a text input field 'Type here'. At the bottom is a navigation bar with five icons: a home icon, a magnifying glass, a person, a speech bubble, and a gear. Two lines connect the color swatches to the interface: one from the blue swatch to the 'Type of social media' label, and another from the grey swatch to the 'Enter link' label.

Third text
Colour #D3D3D3

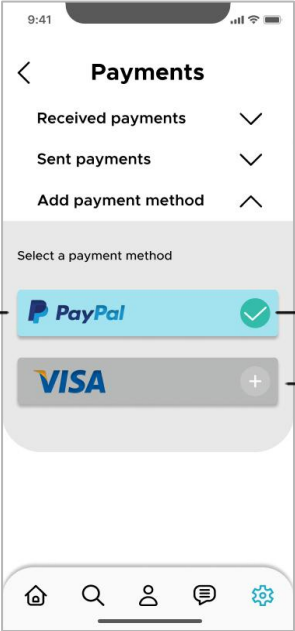


RGB 211,211,211

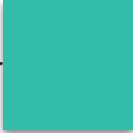
Secondary Button
Colour #A3E3EF



RGB 204,206,211



Check Button
Colour #33BCAA



RGB 51,188,170

Third Button
Colour #C4C4C4



RGB 27,172,198

Typography

Font

Metropolis

Ink

Black
#000000

Grey
#D3D3D3

Blue
#1AACC6

Typography	Weight	Size
Title	Bold	30px
Header	Semi Bold	20px
Subtitle	Medium	18px
Button	Semi Bold	16px
Body text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim quis	Regular	16px

Title

Colour Blue #1AACC6

Body

Colour Blue #000000

Button

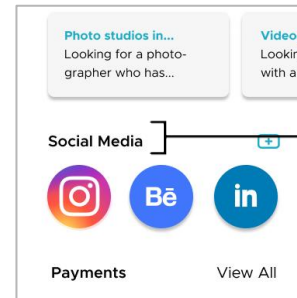
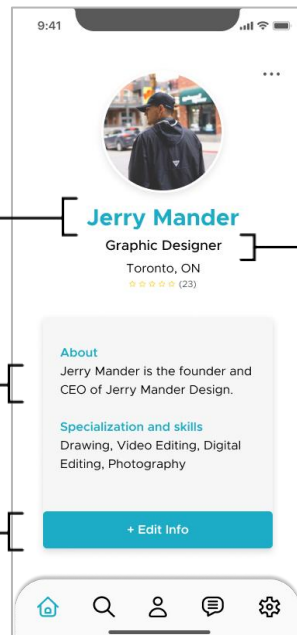
Colour Blue #FFFFFF

Subtitle

Colour Black #000000

Header

Colour Black #000000



Iconography

Overview

General navigation icons



Navigation bar icons



Settings/Contact



Feed



Profile/Portfolio

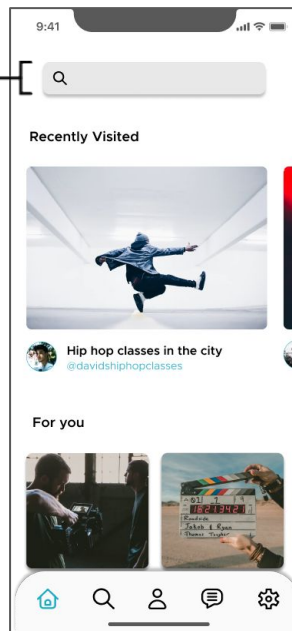


In Use - Home Page

Search Icon

Colour Black #000000

Width 15px, Height 16px



Nav Icons (Selected)

Colour Turquoise #1CACC6

Width 28px, Height 26px



Nav Icons (Unselected)

Colour Black #000000

Width 28px, Height 27px

In Use - Profile

Back Icon

Colour Black #000000
Width and Height 15×16px

Gallery Icon (Selected)

Colour Turquoise #1CACC6
Width and Height 28×28px

Portfolio Icons (Unselected)

Colour Black #000000
Width 28px, Height 18px

Add Icon

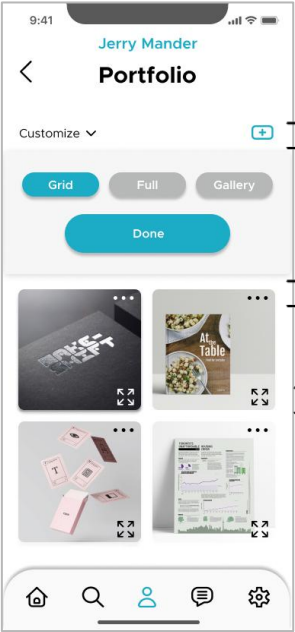
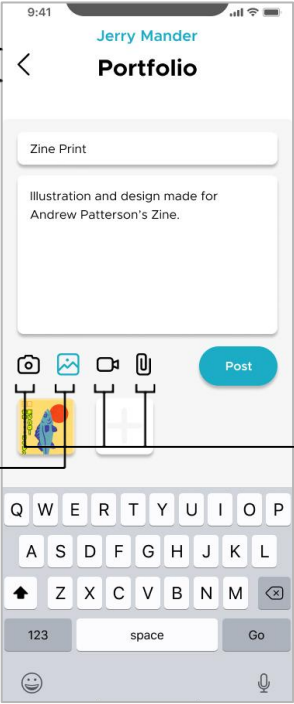
Colour Turquoise #1CACC6
Width 28px, Height 19px

More Options Icon

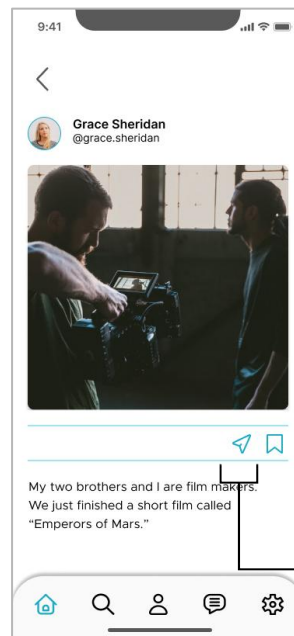
Colour Black #000000
Width 26px, Height 4px

Expand Icon

Colour Black #000000
Width and Height 21.6px



In Use - Feed



Save Icon

Colour Turquoise #1CACC6

Width 19px, Height 23px

Send Icon

Colour Turquoise #1CACC6

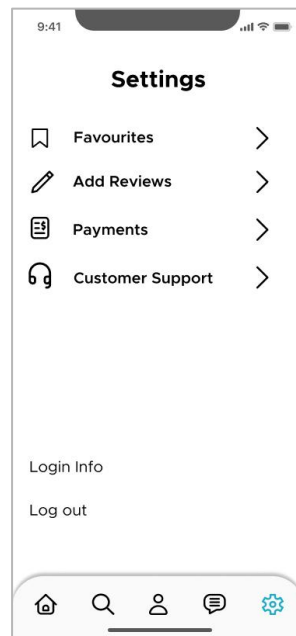
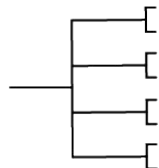
Width 24px, Height 24.9px

In Use - Settings

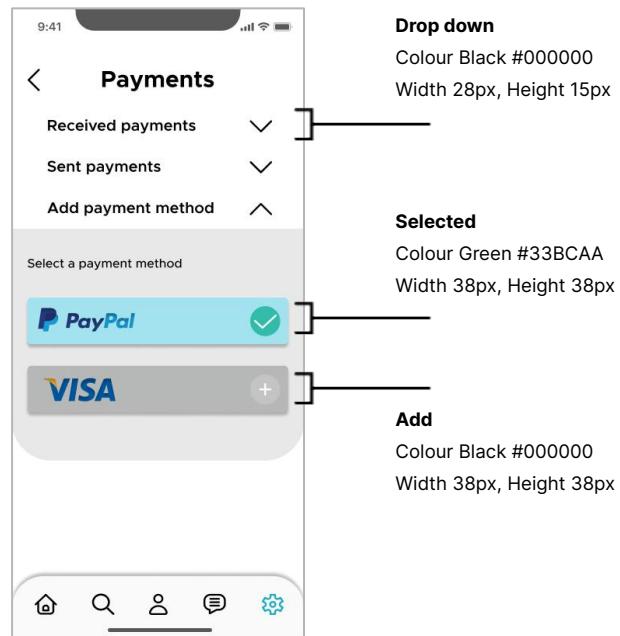
Settings Icons

Colour Black #000000

Width 19px, Height 23px



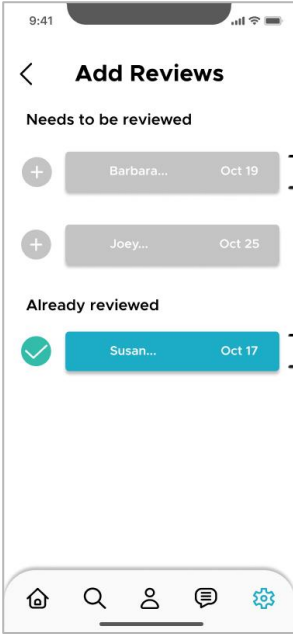
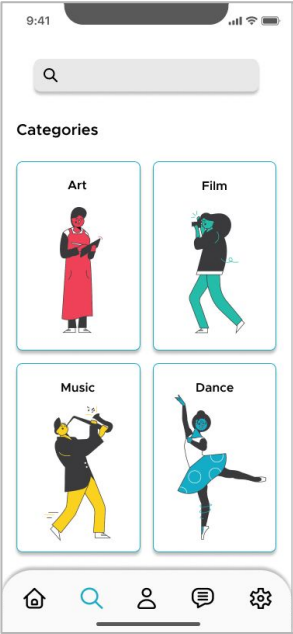
In Use - Payments



Buttons & Text Boxes

Large Buttons

Search Page
Width 159px, Height 244px
Colour #FFFFFF, Text Colour #000000
Drop Shadow; Blur 4, 0x, 4y, #000000, 25%



Add Reviews Page
Width 276px, Height 51px
Colour #C4C4C4, Text Colour #FFFFFF
Drop Shadow; Blur 4, 0x, 4y, #000000, 25%

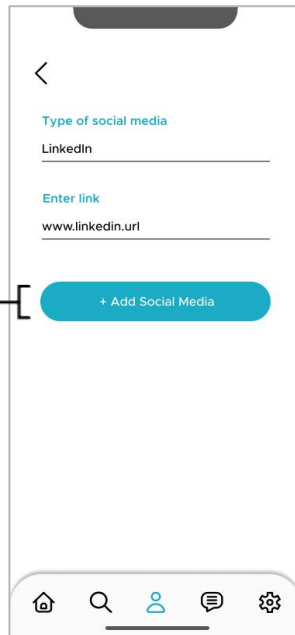
Reviewed; Susan
Width 276px, Height 51px
Colour #1CACC6, Text Colour #FFFFFF
Drop Shadow; Blur 4, 0x, 4y, #000000, 25%

Large Buttons

Search Page

Width 297px, Height 51px

Colour #1CACC6, Text Colour #FFFFFF

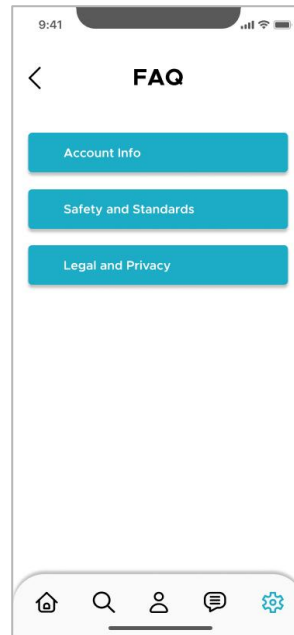


FAQ Page

Width 335px, Height 51px

Colour #C4C4C4, Text Colour #FFFFFF

Drop Shadow; Blur 4, 0x, 4y, #000000, 25%



Medium Buttons

Customize Button

Width 101px, Height 32px

Colour #1CACC6, Text Colour #FFFFFF

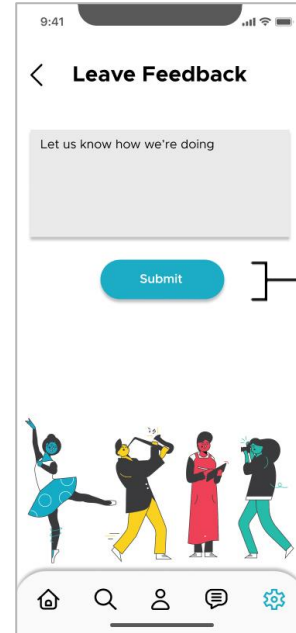
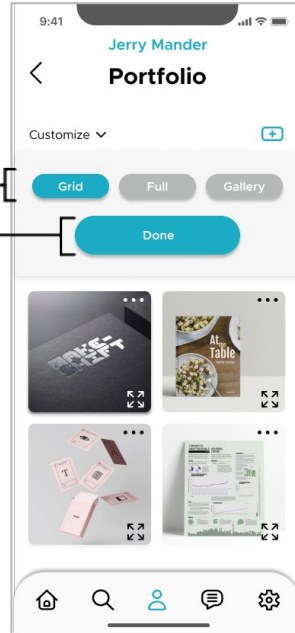
Drop Shadow; Blur 4, 0x, 4y, #000000, 25%

Done Button

Width 217px, Height 51px

Colour #1CACC6, Text Colour #FFFFFF

Drop Shadow; Blur 4, 0x, 4y, #000000, 25%



Submit Feedback Button

Width 160px, Height 51px

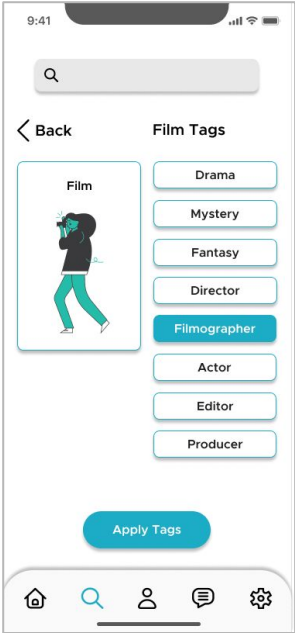
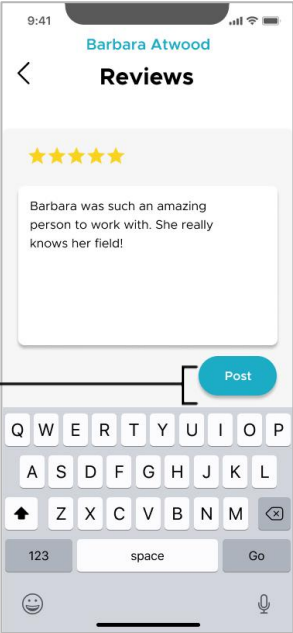
Colour #C4C4C4, Text Colour #FFFFFF

Drop Shadow; Blur 4, 0x, 4y, #000000, 25%

Small Buttons

Post Button

Width 101px, Height 51px
Colour #1CACC6, Text Colour #FFFFFF
Drop Shadow; Blur 4, 0x, 4y, #000000, 25%



Drama Button (Unselected)

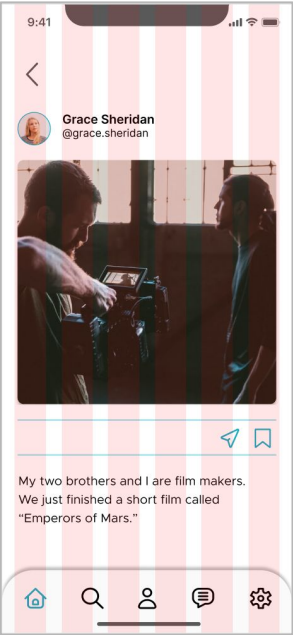
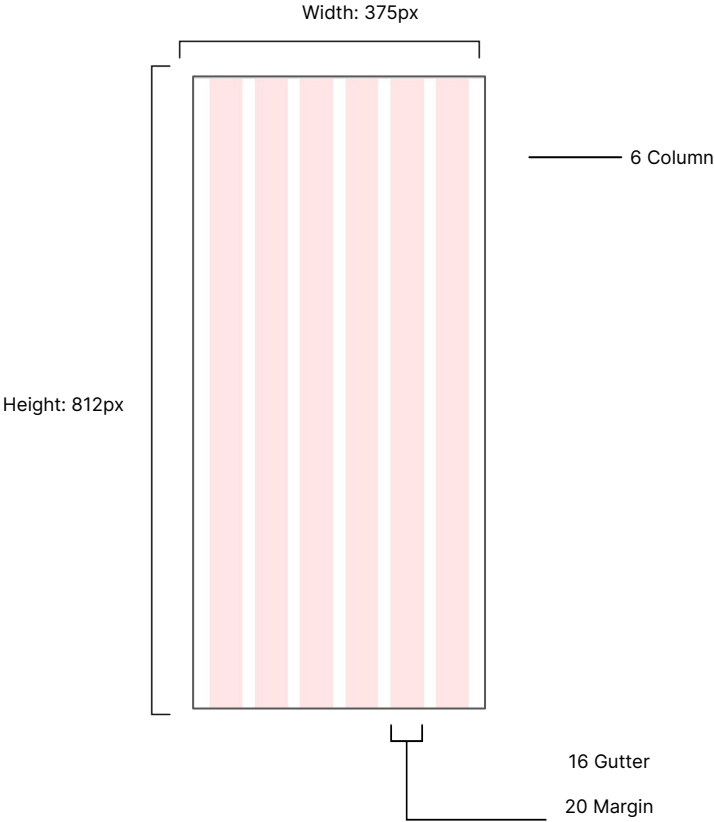
Width 160px, Height 35px
Colour #FFFFFF, Text Colour #000000
Stroke 1, Colour #1CACC6
Drop Shadow; Blur 4, 0x, 4y, #000000, 25%

Filmographer Button (Selected)

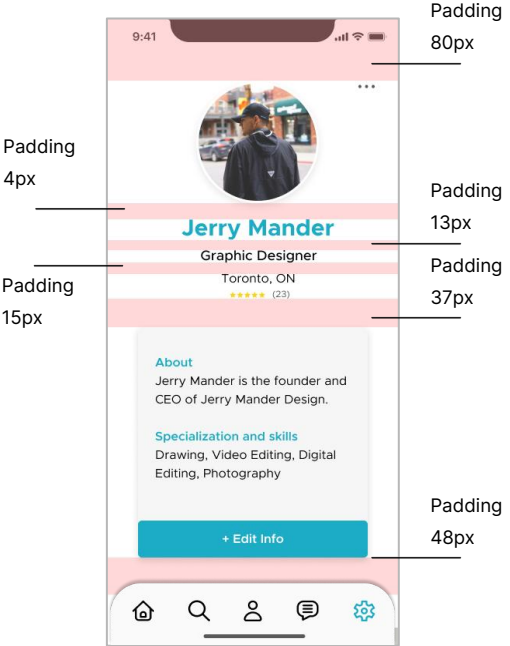
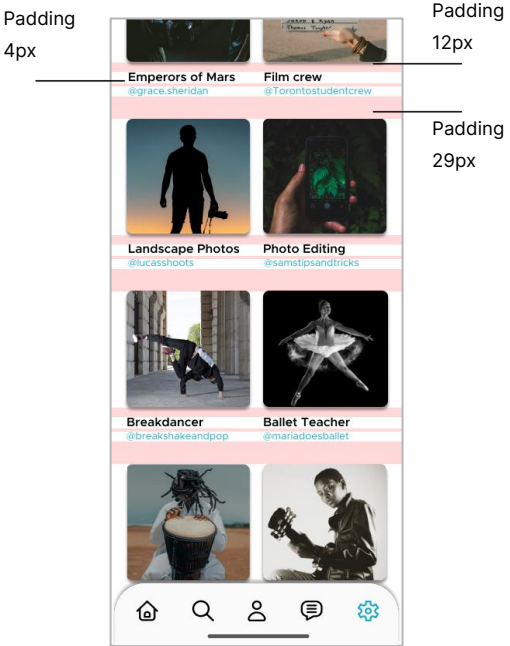
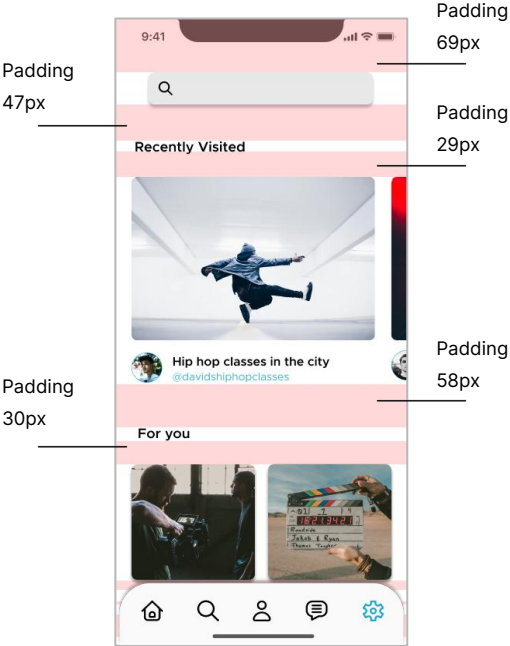
Width 160px, Height 35px
Colour #1CACC6, Text Colour #FFFFFF
Drop Shadow; Blur 4, 0x, 4y, #000000, 25%

Layout

Grid Systems

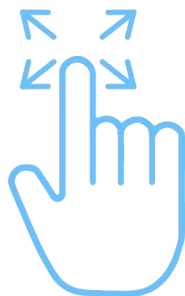


In Use - Home Page and Profile



Interactions

Touch Settings



Tap

Tapping is used for buttons, selections and expanding content.



Scroll

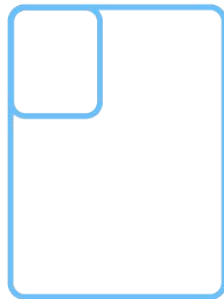
Scrolling can be done vertically and horizontally where applicable.

Screen Dynamics



Dissolve

Transition in the opening screen of Koalafied dissolves



Smart Animate

Smooth animations between automatic screens like the loading page



Instant

Transitions between majority of the apps pages are instant, triggered by tapping

Appendices

Interview Response Data

1. Have you ever sold/marketed your skills before? What was your experience like?

A: I have marketed my skills in the creation of social media layouts for promotion purposes, the creation of prints, and stickers. I had the opportunity to work with a group of designers in creating an **Instagram page and Etsy account** dedicated to selling pieces to raise donation money for different causes. These experiences have been **met with challenges**, but **overall it has been an enlightening experience**.

B: Yes I have marketed my skills before. In previous projects, **I have recruited my friends from film school and their friends and family to assist in my film projects at no charge**. They were untrained to appear natural in front of the camera. The lack of experience tends to give a stiff performance. **The overall response has been great**, however to get to the next level, I need to acquire some outside professional talent.

C: I am actually starting to market myself. I am a full-time sales representative and I have a side business I started where I sell sustainable pet food, I advertise myself from my **Instagram account**. **My experiences are new but have been fairly positive so far**.

D: I'm starting to market my skills on **social media (mainly Instagram)**. So far, I haven't taken it too seriously so I haven't sold anything, but the response to my work **has been very positive**, so I can only say good things so far.

E: I have done gigs occasionally but **haven't marketed myself extensively**. My experiences vary; some were successful, fun, and helped with self-growth as an artist, and **some were challenging** and helped with my business skills. **Overall, most experiences have been positive**.

2. Have you ever done a commission/purchase online? What was your experience like?

A: I have purchased items through Amazon and Etsy. My experience was fine and satisfactory as Amazon has tracked packages that arrive fast as I have a Prime account. For Etsy, my purchase and delivery were done by hand as it was from a personal friend's shop. I do not, however, have experience in purchasing commission pieces.

B: Yes, for example my last film. Being based in Alaburic, New Mexico, and wanting to shoot in Colorado, I thought it was a good idea to try and find talent online. The camera crew I settled on was based in Scottsdale, Arizona, we conducted the initial meeting online and made arrangements to meet at the shooting site a few days after the interview. This process was very successful and worked out well.

C: I have purchased items online in the past, especially living in the digital age I receive a lot of the items I need through applications like Amazon, Etsy and Vegan Essentials which is a Canadian website. My experiences are, for the most part, good and straight forward. I had one experience where I purchased a Halloween costume for my daughter and son, the orders came in the wrong size. It was a frustrating experience because I had to contact the individual retailer as well as Amazon to get a refund on my purchase.

D: I have made purchases and commissioned products online. So far, I haven't run into any problems using an online platform.

E: I haven't done a commission/purchase online as I generally sell my musical services in person. As payments have been received from people I am already close with, they've been cash transactions.

3. How did you get in touch with your buyer/client?

A: Buyers/clients would either contact me directly in person, as they are my peers, or they would contact me via social media either through my group Instagram or personal account.

B: The camera crew for my last film was initially found by doing research online, referrals from colleges, and analyzing their past project. I eventually contacted them through their website and we arranged a Zoom meeting.

C: With my new pet food business called *Live. Pet. Love*, most of my clients either find my Instagram page, they know my products from word of mouth, or they find my website. I have never marketed any skills that relate to artistic work. My kids are both creative people though.

D: If I ever have any inquiries, or my customer has any inquiries about my product, most times I use email for communication.

E: I have clients reach out to me through personal references. The scale of my business has been very small/casual as I've only marketed to those in my close social network such as friends and family, but am looking to expand.

4. How comfortable are you messaging buyers/clients?

A: I have not reached out to other buyers and clients, instead, I let them contact me first. Also, because of my limited exposure and experience, I am usually very nervous when messaging them and try to be as polite as possible. So, I am comfortable enough to communicate with them, but every time I do it is a task that I am very much nervous about beforehand.

B: I am very comfortable with messaging possible clients.

C: Fairly comfortable, I have no problem messaging someone online to acquire the service I need or am looking for. Especially when done online, it is extremely simple to get in touch with someone. They rely on people like me to contact them first.

D: I'm comfortable with messaging buyers and clients whenever I/they have a problem that needs to be clarified.

E: I'm fairly comfortable with messaging strangers, as I've used apps/sites such as Kijiji and Depop before. However, these platforms are pretty casual and I've never had to message someone in a business-setting, which I find a little intimidating.

5. What are your major privacy concerns when buying/selling online?

A: My privacy concern when buying online is the use of my bank account for online purchases as well as having my address in a database. One concern I have for selling online is having my items be replicated by other artists, or having images of my products used for the purpose of other companies/creatives.

B: I do not have any privacy concerns when marketing myself and looking for crew members. Because I've only shot short films in the past, no one is on payroll and there is no access to my bank account online. My employees sign a waiver agreement and I pay them in cash. This is about to change as I am now looking to make a full length film.

C: Credit card information is definitely a big one for me, I would like for that to stay secure. I am also concerned of other services possibly manipulating my information and allowing it to get in the hands of other companies or sellers. Something that also worries me is when I do not get a confirmation email or notification of some sort, I would prefer to be able to keep track of what I purchased.

D: Probably the fact that I have to give a stranger my address and contact information is a little concerning, but that's why I mostly buy from trusted companies and delivery services. I think there are fewer risks in selling because most of my work can be done from home, without contact with my buyer.

E: As an artist, my main concerns are copyright infringements of my work. It's difficult to take down all copyrighted material as the internet is a vast system.

6. What services would you be most likely to search for?

A: I would probably search for other creatives in a different discipline than myself, in order to collaborate on some work. The fields I would be most interested in are photography, illustration, visual art, and fashion.

B: I will need someone to take care of payroll, someone to design sets, artists for scene concept art, extra writers on set for last minute script changes, costume designers, makeup artists, actors, food catering, and film editors. I will need a second set of film crew for a separate location, as the crew I currently work with has agreed to work at the Las Vegas and Denver locations.

C: I live in a large home and have a big family so the service I have been using from online is cleaning services. I have someone to come and help with laundry, dusting and vacuuming. Since I have a side business that sells pet food, the service I am most likely going to need is a graphic designer. I had a designer make my logo a few months ago and help me with my website. In the future I am going to have to make business cards, pamphlets and other merchandise.

D: As a buyer, most things I buy online are for my entertainment (electronics, games, sports equipment). As a seller, I want to broaden my horizons, which is why social media is important to make sure people know who I am and what I provide.

E: I would be most likely to search for musical services out of interest to see how other people are choosing to display their content on the app and find inspiration.

7. What do you consider when marketing yourself against other artists?

A: When marketing myself against other artists I consider my education level, skills that I have, and the experience I have garnered in works/projects throughout my education as well as outside as personal pieces.

B: When marketing myself against other filmmakers, I consider the fact that people have the ability to create their best work, which they can use in their portfolio to further promote themselves. I have confidence in my directing team that we can bring out the best in the talent that we do hire.

C: I do not market myself against other artists.
(Question does not relate).

D: I always consider the fact that there are thousands of other people who probably do what I do, which means if I want to get somewhere, I'll have to stand out.

E: I try not to compare myself to other artists; I see my art as original and a reflection of myself. That being said, I do recognize certain aspects such as personal approachability, interest towards clients, organization, and communication skills which direct clients to use your services.

8. Do you have a body of work that you are promoting? Which platform? Why or why not?

A: I do have a number of graphic design projects done in my university studies as well as personal illustrations. I have my own graphic design [Instagram](#) as well as a group account [@makeshiftteam](#). My [personal Instagram](#) is a place where I can accumulate and document all my personal projects, and [@makeshiftteam](#) is where the works of all members are showcased.

B: Yes, I have multiple short films to my credit. I promote myself by [word of mouth](#), [my connections](#), and [networking](#). I chose to promote myself this way because I believe they are [the best promoters for future works](#) and [developing a reputation](#).

C: As I am not an artist, I do not have any art-related bodies of work [out there](#). I currently promote myself and my pet food brand on my [website](#) and [Instagram](#). I hope to grow my business with the help of a graphic designer.

D: My body of work is mainly in graphic design. I mainly [promote myself on Instagram](#) because [it feels the most friendly for my service](#).

E: Yes, I have a musician body of work. Initially I [posted videos on Instagram](#), but now I've been uploading songs that I write and compose onto [SoundCloud](#) because [I've found it the most accessible](#).

9. What do you hope will be different than other service, business, and networking apps?

A: I hope that an app can be developed which can allow students access to **more job opportunities** fit for our **level of experience**. Many jobs posted either require a higher level of experience and skills that students or recent graduates would not have. Also, **students would not always have their own connections for job opportunities**, so having an app that directs them towards **careers fitting with their skill set** will make the process smoother.

B: I hope that an app can be developed which can allow me to easily **filter through talent** so I can find exactly what I am looking for. I would like the ability to **locate talent agencies** to find on site creatives and fill-ins. I would also like to have an easier way to **keep track of payments** such as **salaries and rental equipment**. Another addition to improve current services is a way to get and **organize permits**. I would also be interested in seeing a **library of scripts** submitted by screenwriters for sale for producers to look through and purchase. Being able to access scripts through a simple **search by theme or topic** would be a huge help.

C: I hope that an app can be created which exists for **younger audiences and users**. I feel that most apps regarding business and networking are run and are for older folks. **My kids have struggled to find job opportunities or communities meant to help them career and interest wise**. Also, for someone who is older and is just creating small business, **it would be nice to have a platform which uplifts and assists people who are just starting out**.

D: I hope that in the future that Instagram will add a way to **directly purchase products through the app** itself so that both the buyer and seller don't have to create/visit a website(s) for something very simple. It would be much more streamlined for both the buyers and sellers.

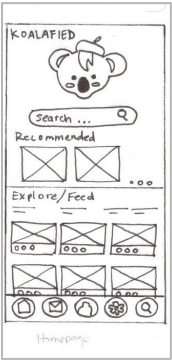
E: I would like **more custom features**. As an artist, my authenticity and ability to display this matters greatly to me. Features such as **custom designs, layouts, and customer interaction features** appeal to me.

Low-Fidelity Wireframes

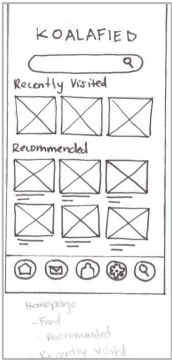
Homepage

Messages

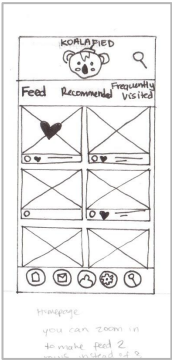
Home Page



Feed



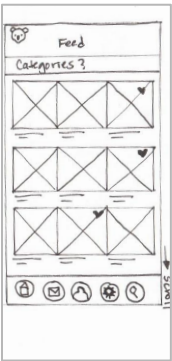
Feed 2



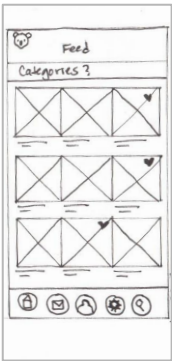
Feed 3



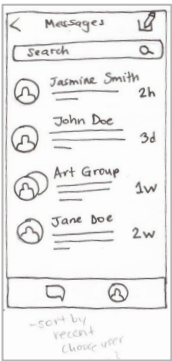
Feed 4



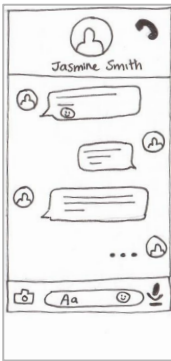
Feed 5



Messages

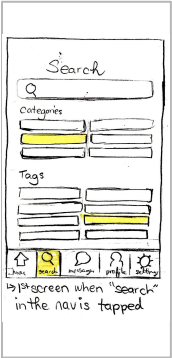


Messages 2

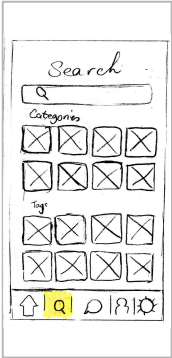


Search

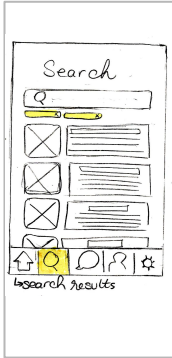
Search Tags



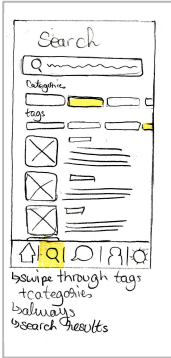
Search Tags 2



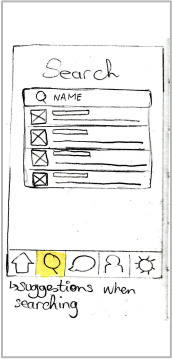
Search Results



Search Results



Search Suggestions



Settings

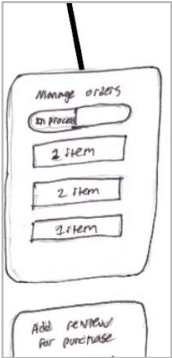
Settings



Buyng



Manage Orders



Add Review



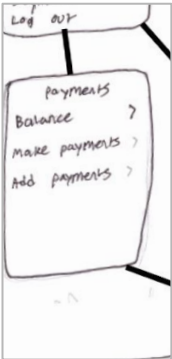
Manage Bookings



Add Review 2



Payments



Make Payment



Settings

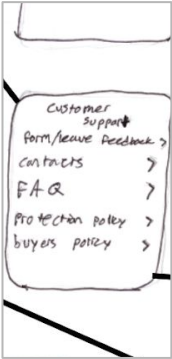
Balance



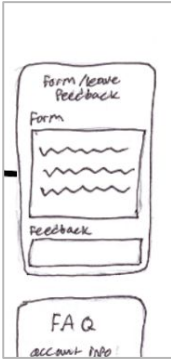
Add Payment Method



Customer Support



Leave Feedback



Contact Us



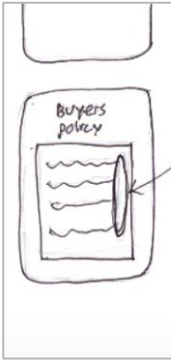
FAQ



Protection Policy

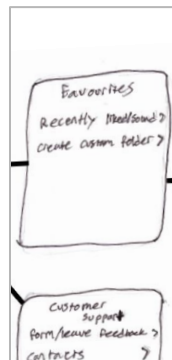


Buyers' Policy

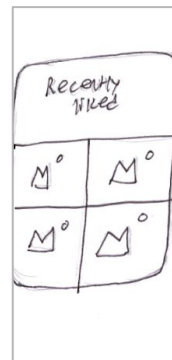


Settings

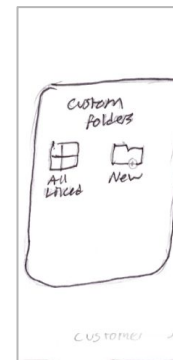
Favourites



Recently Liked

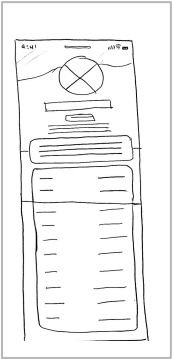


Custom Folders

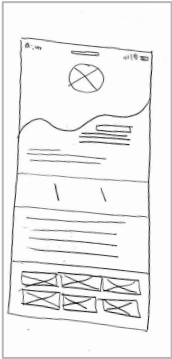


Profile

Profile



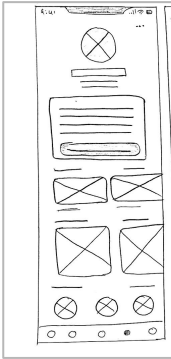
Profile 2



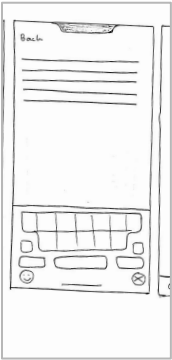
Profile 3



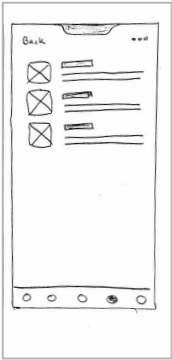
Profile 4



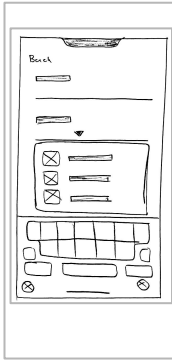
Edit Bio



Linked Social Medias



Add Social Media



Portfolio

Job Postings

Portfolio Layout 1



Portfolio Layout 2



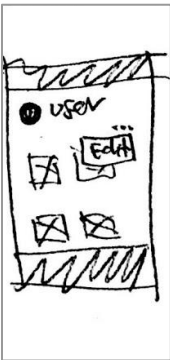
Portfolio Layout 3



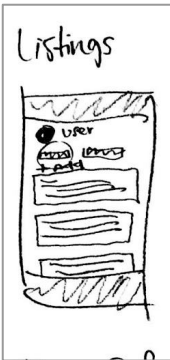
Customize



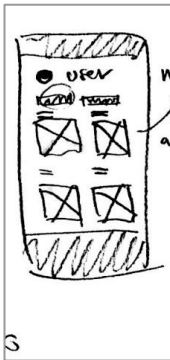
Edit Project



Job Postings



Job Postings 2



User Testing Invitation

Email Invitation

Hi, we are students from the York/Sheridan Program in Design, currently taking a course called User-centred Design: Prototyping and Usability. We are conducting a series of user testing sessions to evaluate the functionality and overall look and feel of our interactive digital product.

With the struggle of artistic individuals searching for jobs and getting their work out there, Koalafied aims to provide a platform for these creatives, especially individuals looking to penetrate the job market, to network and market themselves. The key features of Koalafied include connecting talent with other professionals in the industry, pricing and marketing yourself accordingly with other artists, showcasing your talents in order to build an online presence within your region, and of course, earning money doing what you love!

Users can create a portfolio and or job listings to market themselves and search for other creatives to collaborate with. Koalafied offers an easy and efficient way to connect with these individuals and hire them. Some creative categories include dance, film, writing, design, art, music, photography, theatre and many more.

We are calling out for participants for a 20-minute user testing session followed by a 15–20 minute interview. We are specifically interested in investigating how easy it is to perform given tasks and achieve specific results using our interactive prototype. (Unfortunately, no compensation will be provided at this time).

Email Invitation

During the interview, you will be encouraged to express any opinions, desires, or further expectations for the product. The ultimate goal of this user testing session and interview is to get your feedback to improve the overall quality of our product!

The user testing session will be online using the video conferencing platform "Zoom". If you are interested in participating in this user testing session, you have the option to choose from one of the dates stated below that works best with your schedule.

Please respond with a one-hour time slot between these following time windows that is convenient for you:

Tuesday, November 17th (7pm-9pm)

Wednesday, November 18th (10am-9pm)

Thursday, November 19th (10am-9pm)

Friday, November 20th (6pm-9pm)

Thank you in advance for your consideration. Your input is very important to us!

Best,

Katerina Davies (on behalf of the Koalafied team)

User Testing Data

Objective 1

Task 1: Set-up Profile

Scenario

Your name is Jerry and you are a graphic designer based in Toronto. You just downloaded Koalafied. Sign up for an account, fill out your personal information, and add a photo of yourself.

Participant 1

[15:35] Participant was able to follow scenario successfully.

Participant 2

[11:49] Participant was able to follow scenario successfully.

Participant 3

[12:47] Participant was able to follow scenario successfully. Slight difficulty with selecting “go” after inputting personal data.

Objective 1

Task 2: Add information to your bio

Scenario

You notice that there's no information about you in your bio.

Participant 1

[16:00] Participant was able to follow scenario successfully.

Participant 2

[12:15] Questioned "Add info" (perhaps we need something to indicate that it's a bio?), needed scenario to be repeated. Says the boxes looked like she was supposed to add a picture.

Participant 3

[13:02] Participant was able to follow scenario successfully.

Objective 1

Task 3: Link your LinkedIn account to your profile

Scenario

You want to elaborate on your professional experience and qualifications by including a link to your LinkedIn account.

Participant 1

[16:32] Participant was able to follow scenario successfully.

Participant 2

[12:48] Went to Add Info initially, then top right menu, then found social media links.

[13:01] Questioned whether or not the link can be inputted after selecting social media.

Participant 3

[13:20] Participant selected social media first before "add link".

Objective 2

Task 4: View your portfolio

Scenario

You are a few days into using the app. You have already added some photos of previous work. You want to view all of them.

Participant 1

[16:55] Participant attempted to click on image.

[16:59] Participant scrolled horizontally before clicked the view all in the portfolio section.

Participant 2

[13:43] Participant was able to follow scenario successfully.

Participant 3

[13:56] Participant was able to follow scenario successfully.

Objective 2

Task 5: Customize the layout of your portfolio

Scenario

You want to change the layout of your portfolio to emphasize each individual project. Change the presentation layout to full view.

Participant 1

[17:18] Participant was able to follow scenario successfully.

Participant 2

[14:04] Participant was able to follow scenario successfully.

Participant 3

[14:16] Participant was able to follow scenario successfully.

Objective 2

Task 6: Upload a new project to your portfolio

Scenario

You want to demonstrate your illustration skills by uploading one of your recent projects which includes a blue fish titled, "Zine Print." Create a new project and upload an image of "Zine Print" along with a description.

Participant 1

[17:53] Participant was able to follow scenario successfully.

Participant 2

[14:50] Participant was able to follow scenario successfully.

Participant 3

[14:53] Clicked on paperclip first instead of image icon. Participant had trouble selecting the correct project.

[15:06] Participant completed scenario successfully.

Objective 3

Task 7: Go to job postings

Scenario

After using the app for quite some time, you have several job listings posted. You can't recall if you made a listing for a photographer.

Participant 1

[18:40] Went to profile, job postings, scrolled horizontally first, then clicked viewed all. Participant needed the scenario repeated.

Participant 2

[15:10] User cannot go back once clicking the search bar. Needed the scenario repeated.

[15:26] Participant went to homepage and messages, and is not looking within the profile. Participant got lost in the app

[16:28] Participant recommended making 'Job Listings' more prominent.

Participant 3

[16:10] Went to home page first, was lost, didn't know where to go.

[16:42] Went to search, eventually made their way to profile and job postings.

Objective 3

Task 8: Make a new job posting

Scenario

You realize you did not post that new listing. Post a job listing asking for a photographer based in the GTA.

Participant 1

[18:54] Participant went a bit ahead of the scenario
Completed scenario successfully.

Participant 2

[17:10] Participant was able to follow scenario successfully.

Participant 3

[17:08] Participant was able to follow scenario successfully.

Objective 4

Task 9: Explore the homepage feed

Scenario

You want to explore the works of other creatives on Koalafied. Tell us what projects you see as you scroll through your homepage.

Participant 1

[19:34] User is looking through homepage and is reading what she sees out loud.

[19:43] Acknowledged that the feed is personalized to them, and that it is majority dancers. Recognizes that top images are what she recently viewed.

Participant 2

[17:46] Commented on white space in horizontal scroll.

[17: 50] Participant was able to follow scenario successfully.

Participant 3

[17:40] Participant voiced the users she saw, mentioning their specialties and skills.

Objective 4

Task 10: View a photo

Scenario

You saw an interesting project called “Emperors of Mars”. What can you tell us about the project?

Participant 1

[20:20] Participant was able to follow scenario successfully.

Participant 2

[18:12] Participant was able to follow scenario successfully.

Participant 3

[18:18] Participant did not immediately click on photo, but did so after a second.

Objective 4

Task 11: Like a photo

Scenario

You are impressed by the project (Emperor's of Mars) and want to save it so you can refer back to it later.

Participant 1

[20:45] Interpreted heart as a like, and the arrow as potentially being “save for later” and went to messages. “Instagram has a separate save function” that is not the same as a like.

Participant 2

[18:40] Was able to save, but suggested we change the heart to a bookmark.

Participant 3

[18:35] First participant to like post and save it without any issues.

Objective 4

Task 12: View the artist's profile

Scenario

You read the post and wanted to learn more about the director. What are the filmmaker's skills and qualifications?

Participant 1

[22:29] Participant was able to follow scenario successfully.

Participant 2

[19:16] Participant was able to follow scenario successfully.

Participant 3

[18:55] Participant was able to follow scenario successfully. Questioned which male profile was the right one to click.

Objective 5

Task 13: Find a hip-hop dancer

Scenario

You are in a rush because one of the dancers in your upcoming RNB music video has injured himself. Rather than waiting for a response on a job posting, you need to find another hip-hop dancer to substitute immediately.

Participant 1

[23:10] Immediately went to explore page. Needed reminding for the specific search needed (hip-hop, gender).

Participant 2

[20:12] Asked group, "What is gender dance?"

Participant 3

[19:50] Participant struggled to exit after stumbling on Barbara's profile instead of a male hip-hop dancer. The participant went into search again and found a male dancer.

Objective 5

Task 14: Book talent

Scenario

Impressed by Brendon's profile, you want to hire him.

Participant 1

[23:43] Participant went to message instead of book person. Participant was confused by the wording. Went to top profile messaging.

[24:05] Would not want to book user before confirming anything, wants to message him before booking and confirm information/details.

[24:30] Completed the task successfully.

Participant 2

[20:35] Participant suggested we fill in stars.

[21:12] Participant suggests that the top-right menu on profile be spaced out more as they're close together.

Participant 3

[20:30] Participant went to messages before book talent.

Objective 5

Task 15: Find another hip-hop dancer

Scenario

You realize that you need a female hip hop dancer as well. A friend recommends a dancer named Barbara Atwood. What are her qualifications?

Participant 1

[25:10] Participant found Barbara but needed the interviewer to repeat the fact that you know the dancers name already. So you can find her in messages.

Participant 2

[22:30] Participant was able to follow scenario successfully. **Perform on Barbara's profile is spelled wrong.**

Participant 3

[20:15] Participant was able to follow scenario successfully.

Objective 5

Task 16: View a message

Scenario

You have been messaging Barbara about her work and want to see if she would be interested in being in your video. Did she message back?

Participant 1

[25:19] Participant was able to follow scenario successfully.

Participant 2

[22:50] Participant was able to follow scenario successfully.

[22:55] Suggests putting a notification on the nav bar to show that there is an unread message.

Participant 3

[22:22] Participant was able to follow scenario successfully.

Objective 5

Task 17: Send a message

Scenario

You want to ask her how much Barbara will charge to be in your RNB music video.

Participant 1

[25:57] Participant was able to follow scenario successfully.

Participant 2

[23:22] Participant was able to follow scenario successfully.

Participant 3

[22:40] Participant was able to follow scenario successfully.

Objective 6

Task 18: Go to Settings

Scenario

You are suspicious about malicious activity happening outside of your knowledge. You want to find the contact information for the Koalafied team as soon as possible out of fear that you may have been hacked.

Participant 1

[26:33] Participant was able to follow scenario successfully.

Participant 2

[23:58] Went to FAQ first, protection policy, then contacts.

Misinterpreted "Contacts" with an S to be a database for their own personal contacts.

[24:21] Suggested we change it to "Contact Us" instead of "Contacts".

Participant 3

[22:40] Participant was able to follow scenario successfully.

Objective 6

Task 19: Leave a review for a past commission

Scenario

After finding out everything is fine, you remember how well your most recent collaboration went. You forget whether or not you left any feedback for Barbara. You want to help their business grow by increasing their rating on the app.

Participant 1

[27:20] Participant was able to find leave a review, but not in settings or in profile. Went to own user profile initially, then Barbara's profile, leave a review.

[27:25] Mentioned that the stars were not prototyped, and might have wanted to make that selection.

Participant 2

[25:27] Found it confusing that Susan was already highlighted.

Suggested we separate sections. However, participant was able to successfully get to profile through messages.

Participant 3

[23:52] Participant was able to successfully able to get to profile through messages. Mentioned that she liked the past reviews inclusion

Objective 6

Task 20: View a previously liked photo

Scenario

Upon completion of your RNB music video, your director has informed you that he has retired. You need to find a new director to work with and recall a previous work that you saved to your favourites. Something about Mars? You want to revisit that work again.

Participant 1

[28:11] Participant was able to follow scenario successfully.

Participant 2

[27:30] Went to home, my profile, then settings. Should add space at the bottom of the photo list as large as the nav bar so its fully scrollable.

[28:19] Does not like the blue bar—It's too close to the icons.

Participant 3

[24:48] Participant was able to follow scenario successfully.

Objective 7

Task 21: Include a payment method to your account

Scenario

You want to link your paypal account to your Koalafied account to compensate Susan for her time.

Participant 1

[28:25] Went to profile first rather than settings.

Participant 2

[28:55] Didn't think "payments" under profile was an appropriate route, then went to settings.

[29:18] Thought the VISA would disappear after adding PayPal. Suggested we possibly add plus buttons.

Participant 3

[25:14] Participant was able to follow scenario successfully.

Objective 7

Task 22: Check your sent payments

Scenario

You completed your transaction with Susan and you want to confirm that it has been deposited in her account.

Participant 1

[28:50] Participant was able to follow scenario successfully.

Participant 2

[29:50] Participant was able to follow scenario successfully.

Participant 3

[25:30] Participant was able to follow scenario successfully.

Objective 7

Task 23: Check your received payments

Scenario

Confirm that Angelo has paid you for designing spreads for his magazine.

Participant 1

[29:03] Participant was able to follow scenario successfully.

Participant 2

[30:16] Participant was able to follow scenario successfully.

Participant 3

[25:45] Participant was able to follow scenario successfully.

Consent Forms

Human Participants Research
INFORMED CONSENT FORM
Department of Design
York University

Project Title: Koalafied

Course FA/YSDN 3005 User-centred Design: Prototyping and Usability

Section M

Instructor Borzu Talaie

Student Name(s):

Niruban Mohendran: nirubanm55@gmail.com, Katerina Davies: davies22@my.yorku.ca, Michael Huh: mikehuh2000@gmail.com, Samuel Oh, samohsa@my.yorku.ca, Alisa Vasilevich: alisa.vasilie@gmail.com

This project is a study of how professionals market themselves and how clients look for professional help. This research will help us find ways for the professional to put themselves and their work out there and gain a following for their brand name. Clients will be able to go and seek out professional help in an easier, faster, and more professional way.

Participants will be asked what it's like to be a freelancer and how they have promoted their work in the past. Clients will be asked how they sought out for professionals in the past.

The questions that will be asked are:

1. Have you ever sold/marketed your skills before? What was your experience like?
2. Have you ever done a commission/purchase online? What was your experience like?
3. How did you get in touch with your buyer/client?
4. How comfortable are you with messaging buyers/clients?
5. What are your major privacy concerns when buying/selling online?
6. What services would you be most likely to search?
7. What do you consider when marketing yourself against other artists?
8. Do you have a body of work? Do you currently promote yourself? Which platform?
Why or why not?
9. What do you hope will be different than other service-based, business, and networking apps?

Human Participants Research
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Nature of participation

- ☐ Questionnaires
- ☐ Interview
- ☐ Naturalistic observation
- ☐ Focus groups and workshops
- ☐ Other (please specify)

The following information has been informed to the participant

- ☐ The right of not to participate, not to answer any questions, and/or to terminate participation at any time without affecting our relationship now or in the future
- ☐ The right to anonymity and confidentiality
- ☐ Notes will be taken during the interview
- ☐ Any queries concerning the research or the project as a whole will be answered promptly
- ☐ Participant may contact the Department of Design at telephone number (416) 736-5885 or email the instructor Borzu Talaie at borxu@yorku.ca for answers to questions about research and the rights of the participants
- ☐ Risks and benefits of this study
- ☐ Any other issues (please specify)

Participant's statement

- ☐ I have read and understood this form
- ☐ The participation is voluntary, and hereby agree to participate in this project
- ☐ Agreement to allow the student(s) to use the research result in their course project (as stated above) both in print and online
- ☐ I acknowledge that I have received a copy of this consent statement

Participant's Name:

Participant's Signature:

Date:

Date November 18, 2020

Study Name Koalafied User Testing

Researchers Names: Michael Huh (mikehuh2000@gmail.com), Katerina Davies (davies22@my.yorku.ca), Samuel Oh (samohsa@my.yorku.ca), Alisa Vasilevich (alisa.vasilie@gmail.com), Niruban Mohendran (nirubanm55@gmail.com)

We are undergraduate students from the York/Sheridan Program in Design at York University. We are conducting research for the course called, "User-centred Design: Prototyping and Usability". I, Katerina Davies, am the Principal Investigator for this research session. My contact detail is davies22@my.yorku.ca.

Purpose of the Research

We are conducting this user testing session to evaluate the overall experience and also the look and feel of the mobile app that we have designed. We are specifically interested in investigating how easily you can perform given tasks and achieve specific results using our interactive prototype. There will be a short interview after the testing session where you will be able to express your opinions, desires and further expectations of the product. The ultimate goal of this user testing session and interview is to get your feedback to improve the overall quality of our product.

What You Will Be Asked to Do in the Research

Small user tasks will be given to you to accomplish using our interactive prototype. Your actions and performance will be recorded with a screen capture software (only your computer screen will be recorded and not your face). While the user testing is in progress – and also during the interview that follows the user testing session – one of us will take notes to document our observations and also your feedback. The user testing session will take about 20 minutes. The interview will take about 15-20 minutes.

Risks and Discomforts

We do not foresee any risks or discomfort from your participation in this testing session. You have the right not to answer any questions.

Benefits of the Research and Benefits to You

The benefit for us is that we will be able to evaluate the usability and functionality of our mobile app – to further enhance and improve its functionality and features. The benefit to you is that you will become familiar with the processes that are involved in the design and development of digital products.

Voluntary Participation and Withdrawal

Your participation in this study is entirely voluntary, and you may choose to stop participating at any time. Your decision not to volunteer, to terminate your participation, or to refuse to answer particular

questions will not influence the nature of the ongoing relationship that you may have with the researchers or study staff, or the nature of your relationship with York University either now, or in the future.

If you decide to stop participating, you may withdraw without penalty, financial or otherwise.

In the event you withdraw from the study, all associated collected data will be immediately destroyed, wherever possible. Should you wish to withdraw after the study, you will have the option to also withdraw your data up until the analysis is complete by November 23, 2020. This is the last day for withdrawals.

Confidentiality

Unless you choose otherwise, all the information you supply during the user testing session will be held in confidence. Data will be collected by screen and audio recording, and by note-taking during the testing session and interview. Collected data will be anonymized by assigning a number to each testing session, and your identity will not be disclosed in any way. Collected data will be safely stored on password-protected computers and the Department of Design server. Only student researchers and professor Borzu Talaie (borxu@yorku.ca) will have access to this information. All collected data will be destroyed by December 8, 2020, when the study is complete. Confidentiality will be provided to the fullest extent possible by law.

The results of this research will be shared with the class and the professor through presentations, written reports and video documentation.

Questions About the Research?

If you have questions about the research in general or about your role in the study, please feel free to contact me at davies22@my.yorku.ca or our professor, Borzu Talaie (borxu@yorku.ca).

This research protocol has been reviewed by the Research Ethics Committee in the Department of Design at York University, which is the delegated authority to review research ethics protocols by the Human Participants Review Sub-Committee, York University's Ethics Review Board, and conforms to the standards of the Canadian Tri-Council Research Ethics guidelines. If you have any questions about this process or your rights as a participant in the study, please contact the Department of Design Ethics Committee members, Shital Desai (desais@yorku.ca) or David Gelb (dgelb@yorku.ca), or by phone at (416) 736-2100 x22831.

Legal Rights and Signatures

I _____, consent to participate in Koalafied User Testing conducted by Katerina Davies. I have understood the nature of this project and wish to participate. I understand my rights and have been given the opportunity to ask questions. I am not waiving any of my legal rights by signing this form. My signature below indicates my consent.

Signature

Participant

Date

Signature

Principal Investigator

Date

Additional consent (where applicable)

1. Video recording

- ☐ I consent to the video-recording of my computer screen and audio-recording of the interview(s).

2. Video recording or use of photographs

I _____ consent to the video-recording of my computer screen in the following ways (please check all that apply):

In academic articles	N	Y
In print, digital and slide form	N	Y
In academic presentations	N	Y
In media	N	Y

Signature

Date