

**Markr.**

## **Sprint 2: Concept**

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## Contents

Design Challenge.....	2
Concept.....	2
Project Goal .....	2
Our BHAG.....	3
Target Group .....	3
Storyboard.....	4
POV .....	5
HMW .....	5
Our value proposition.....	5
Mock-up screenshots.....	6
Mock-up screenshots + Prototype Link.....	7

## Design Challenge



## Concept

The concept behind Markr. is to make branding easy and efficient for companies. The idea is to improve brand consistency and project efficiency, bringing together both a user friendly tool with the complexity of developing.

## Project Goal

Our goal with Markr. is to create a platform in which companies can create, edit and easily retrieve multiple brand guide systems.

## Our BHAG

Currently 90% of startups fail, a big reason for failure is not establishing a compelling enough brand. Our goal to combat is as follows.



## Target Group

- Marketing and other company departments
- Small business owner
- Branding Agency members
- Employees making project related content with brand guidelines in mind

To identify our target user, we needed to first understand what were the main features of branding and branding style guides, as well as understand how the needs of our client converged with this knowledge and the product itself.

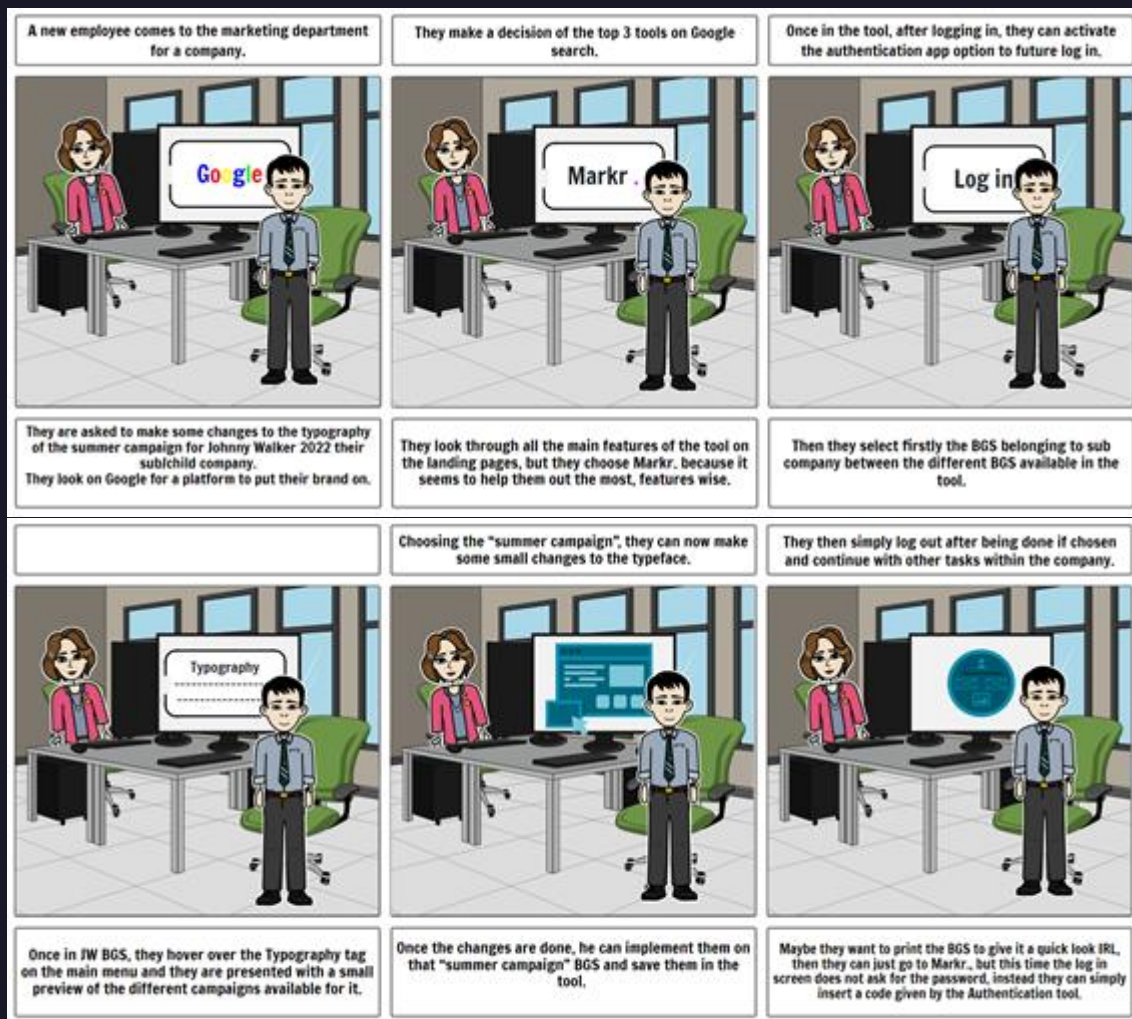
After researching on the subject, and discussing the different types of users that were linked to branding, we came to the conclusion that our main target User is a skilled type of user, one that has predetermined knowledge and vocabulary related to branding, which allows them to identify specific terms and functions without the necessity of oversimplifying the tool for them.

This can be explained as the product Stuurmen requested was a tool that essentially would allow their client's marketing department, and if needed other departments, to assess changes to any of the elements of their brand style guide without having to relay too much on the IT department.

Essentially combining 2 other tools together, Digital Asset Management (DAM) and Content Management System (CMS), which is aimed to reduce the necessary steps to fulfil simple changes as well as develop new ideas on-the-go.

With this in mind, not only did we identify our Target User but we were capable of discern a better outcome for our tool, such as the platform we would work on, the type of systems we wanted to convey and the first design processes we could include in it.

# Storyboard



## Transcript:

1. A new employee comes to the marketing department for a company.
2. They are tasked to make some changes to the typography of the summer campaign for Johnny Walker 2022 their sub/child company.
3. They look on Google for a platform to put their brand on
4. They make a decision of the top 3 tools on Google search
5. They look through all the main features of the tool on the landing pages, but they choose Markr. because it seems to help them out the most, features wise.
6. Once in the tool, after logging in, they can activate the authentication app option to future log in.
7. Then they select firstly the BGS belonging to sub company between the different BGS available in the tool.
8. Once in JW BGS, they hover over the Typography tag on the main menu and they are presented with a small preview of the different campaigns available for it.
9. Choosing the "summer campaign", they can now make some small changes to the typeface.
10. Once the changes are done, he can implement them on that "summer campaign" BGS and save them in the tool.
11. They then simply log out after being done if chosen and continue with other tasks within the company.
12. Maybe they want to print the BGS to give it a quick look IRL, then they can just go to Markr., but this time the log in screen does not ask for the password, instead they can simply insert a code given by the Authentication tool.

## POV

Creating a brand guide from scratch is rather difficult and complex if you add development to the project.

A brand **needs** a digital home, a platform for all your branding needs, one that helps you manage your Brand guide system(s) on the fly, along with categorizing them for easy retrieval, controlling who has access to individual BGS pages for read and write, and further than that, individual elements/ assets control.

## HMW

Current Brand Guide Systems platforms house only one Brand Guide System at a time and prices are made accordingly. **We offer** a reliable tool to work with multiple clients BGS'.

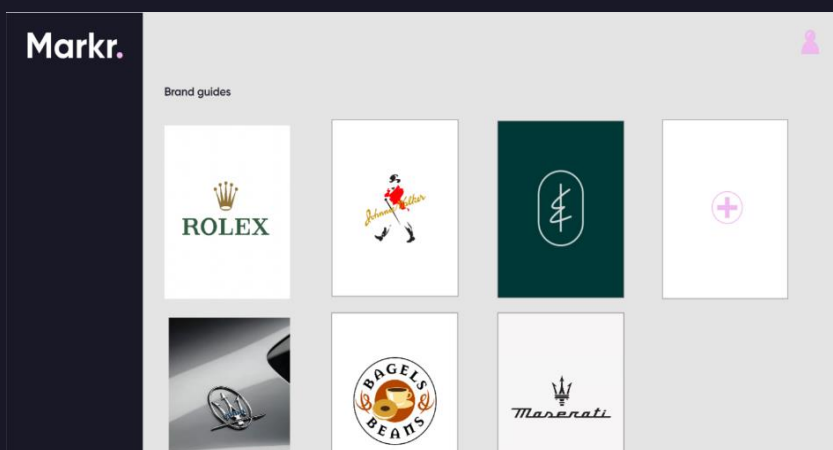
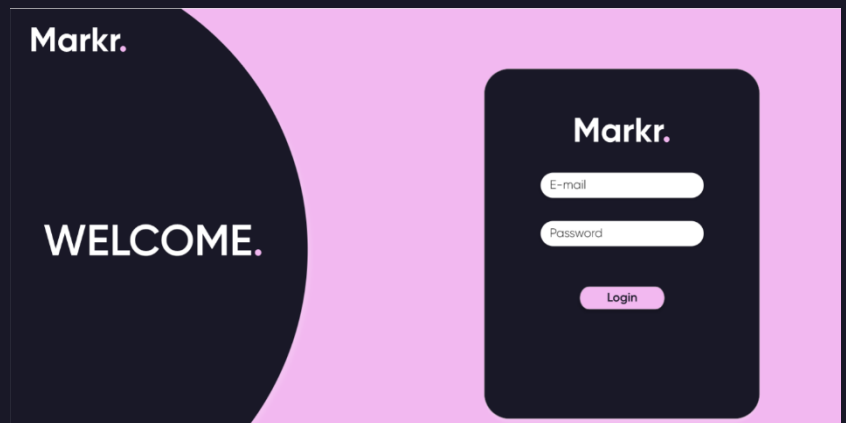
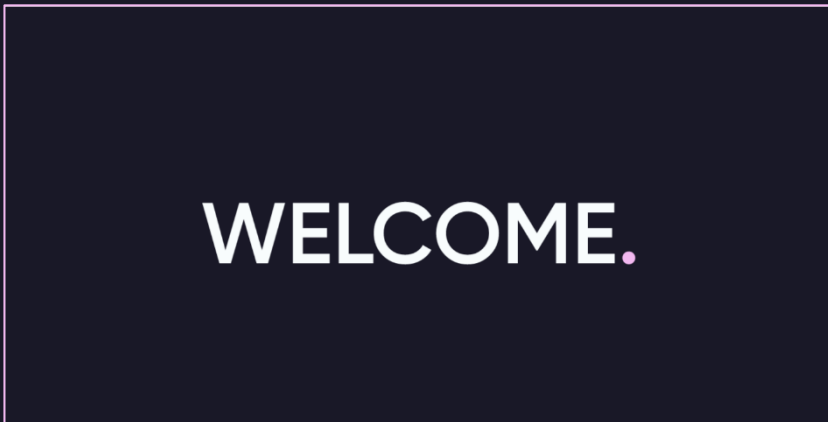
Nowadays, elements like text and images are easy to implement because it just needs to be typed in / uploaded. When it comes to more custom elements, they have to be coded manually and **our response** to this is that we will create a rich library of the most useful elements to include in a BGS and make them highly interactive.

## Our value proposition

What we do differently:

- Multiple BGS
- Access Control & User friendly login
- Rich Library of pre-existing & customizable Brand Guide System elements.
- Useful features shown in Landing page & Blog with SEO

# Mock-up screenshots



# Mock-up screenshots + [Prototype Link](#)

