



Markr.

Sprint 3: Project Progress

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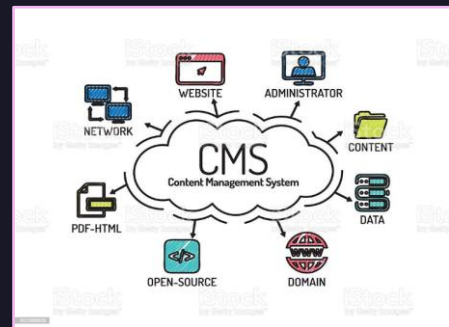
Updated Concept



Based on research, what is important to have is an admin section, since we aren't user based maybe it would be beneficial to have an active links management page, admin can see all the links that have been created to this page. they can revoke and change access wherever possible.

In the interest of making content more dynamic and less hard-coded we can do these things:

- In terms of being data driven for text based content, we have some ideas:
 - Local JSON file database
 - Local MongoDB instance for data
 - Cloud MongoDB instance



- For images and videos which can get large there are 2 routes we can go:
 - ❖ If the tool is hosted and deployed with a provider we can allow links to be posted to said content (E.g. YouTube / Vimeo / company cloud storage links to images and videos)
 - ❖ If the tool is locally hosted, we would just store the files statically in the assets folder

Our plan 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.

Testing our Design

For our testing we had access to one of the profiles for our aimed User, that being a Project Manager with Development and IT skills. She provided us with incisive and detailed feedback for the next iterations.

*ADDITIONS MADE AFTER TEACHER FEEDBACK

For this we gave our testing user a set of instructions, from which she could follow along how the prototype was built in order to understand the basis of our tool.

INSTRUCTIONS

- Start please by checking the Johnnie Walker BGS
- Why not check the logo of the brand
- Try to change the current logo
- Select a new logo in the assets page
- Save the changes
- Now try to do the same with the color palette
- And finally, with the changes saved proceed to the homepage

After following this directives, we proceeded to ask a few questions regarding both concept of the tool and prototype build, in order to understand what works, what needs improvement and what doesn't work:

- Does the concept work ?

The concept itself works as a perfect idea of how to improve a company's workflow and efficiency, although initially sounds a bit ambiguous at the beginning.

- How do the end users think about your concept ?

As a concept is good, just needs a bit of usability and interaction development (referring to the prototype). The idea of the project is good, just needs more development.

- How are the users perceiving the prototype?

It looks a bit simplistic, if that is the use it will be done(referring to the tool). Also the UI is not developed enough →use of colors, buttons, the menu, typographies, etc need more work.

- Can your design solve the client problem ? How ?

The design seems a bit raw, but given the concept of the tool, it is headed on the good direction when it comes to ideas. By improving development on UI and making the tool more interactive it could achieve the goal assigned to the project.

- What do you want to change in your next iteration ? What do you want to adapt ? which doubts do you still have ?

There are some changes we as a team were already considering prior to testing the prototype and after feedback from both user testing and teacher's consulting, there were some other changes we added to the design. This are:

- 1.** Improved "homepage" and dashboard design.
- 2.** Minor tweaks to the Menu Sidebar, including consistency through the tool.
- 3.** More interactivity for the main user when making changes to the tool elements.
- 4.** Consider the inclusion of Breadcrumbs.
- 5.** Downsize certain design elements of the tool.
- 6.** Improve the Experience Architecture of the tool.
- 7.** Use of frameworks for the workflow of our company.