MMP 200
Spring Semester

Studybook Network

Leping Jiang

TABLE OF CONTENT

Creative Brief

Persona

User Flows

Design Specs

Artboards

URL of Prototype/ Video

CREATIVE BRIEF

Description

A platform that provides students to communicate other students that are in the same course, students will be able to ask questions, and app can send and receive images, videos and messages, and tutor to help with homework, and we will a place that people can post deal on used and new textbook, and sell old textbook.

Purpose of mobile app

Help students to study and find better deal on textbook

Target Audience

College students from 18-25, medium, comfortable at using computer and smartphone, looking for help on homework, need help on course, and look for cheaper textbook.

Provide tutoring, student discussion, and find cheaper textbook and get rid of old textbook

They most likely will use this at home when they have trouble with homework and need help on it and beginning and the end of the semester, they try to find textbook and sell textbook.

User Tasks

Discuses homework and experience in the class, get tutoring

Functionalities

Tutoring (video chat, voice chat, send and receive image, video, voice, text, and text file)

Discussion (send and receive image, video, voice, text, and text file)

Course listing, course searching, textbook finder, textbook seller, premium membership, donate to developer

Supported platforms

Android, web, and IOS

Visual Style

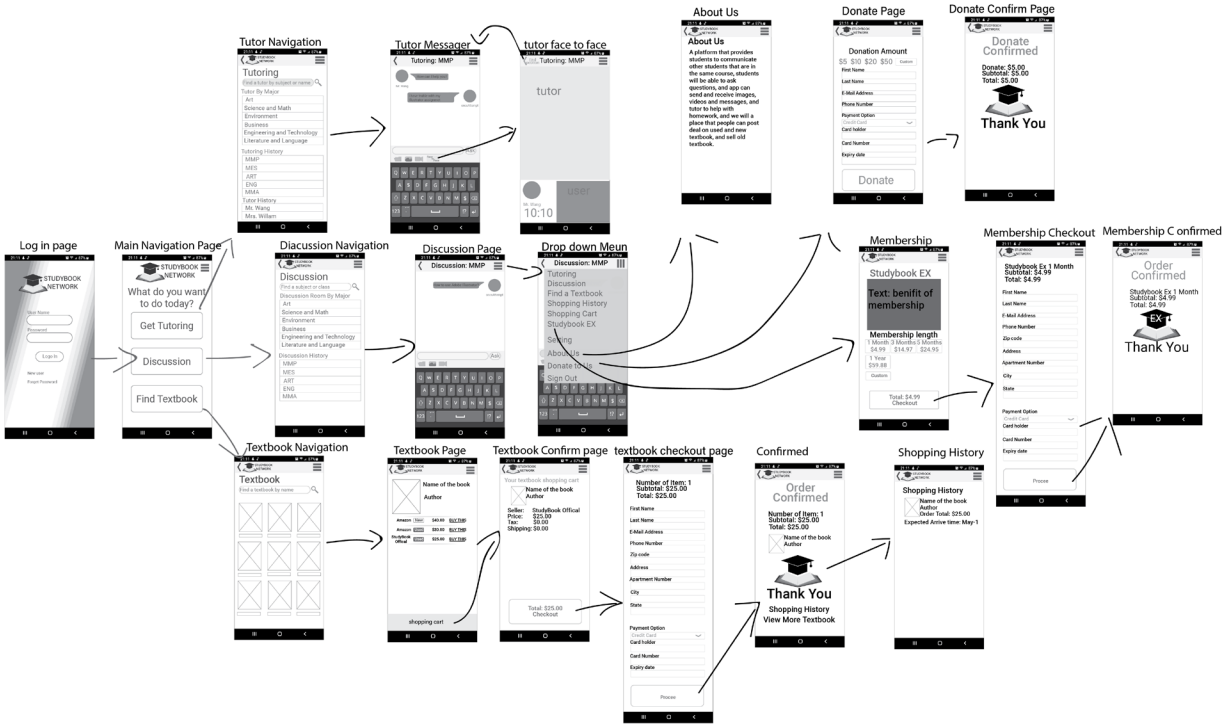
Clean, easy to find function, flatten design, closer to Google Material Design.

PERSONA

Name – Age Occupation from City, State	
 "My personal goals are to be happy, healthy and to be surrounded by loved ones."	**Personal Background** *Johnny Lin lives with his parents in Brooklyn in the sunset park area. Both of his parents are working, but in different place, and he doesn't have a job. He graduated FDR high school when he 6 months ago, and now he is attending CUNY, major in Art. And he is the first one in his family to attend college.* *He didn't attend any club, but he really drawing, and he find draw in computer is better that paper, he can gain more exposure. He likes to game with his friends using his computer almost never use a console, he is comfortable using most of the computer and mobile device.* Since he is the first in his family to attend college, he doesn't have an idea about college have trouble with course math and English, and he want to save money.
More About (add name)	**Engagement & Activities**
Motivations Trying to find something that can help he to study, and better solution than buy textbook in full price. **Frustrations** Having trouble with study and look to save money. **Goals** Get tutoring, get advice from other students and find cheaper books.	**Personal Computer: Medium, fluent** **Internet Usage: High, YouTube, Google** **Mobile: High, YouTube, Facebook** **Social Networking: High, with friends** **Television Shows: Game show, Art show**

Scenario: When work on his math assignment he found he has trouble with solving those math problems, and he is searching for help. And he was look for someone that can look over his essay and found the problems and share opinions about his essay.

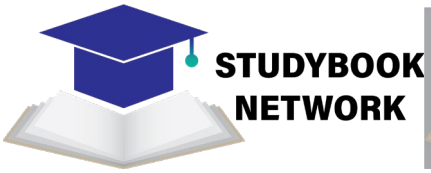
USER FLOWS


Log in page
Main Navigation Page
Tutor Navigation
Tutor Messager
tutor face to face
About Us
Donate Page
Donate Confirm Page
Diacussion Navigation
Discussion Page
Drop down Meun
Membership
Membership Checkout
Membership C onfirmed
Textbook Navigation
Textbook Page
Textbook Confirm page
textbook checkout page
Confirmed
Shopping History

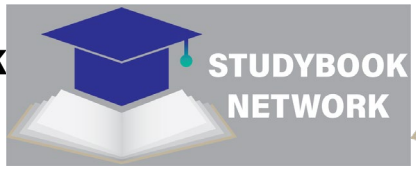
DESIGN SPECS

Logo

Normal mode



Dark mode



Simplified

Layout and Spacing

Device dimensions 18.5/9-1480/720

Layout Grid

Number of columns -4

Gutters -154

Margins -37

Typography

Titles – Roboto 73 Regular Roboto 52 Regular

Subtitles - Roboto 43 Bold

Body – Roboto 33 Regular 38 Roboto 43 bold 48

Dropdown Menu- Roboto 61 Regular Roboto 40 Regular

Message – Roboto 26 Regular

Navigation – Roboto 43 Light

Colors

Primary colors

R 113- G 177- B 215
C 54%-M 16%-Y 6%-K 0%
Hex#- 71B1D7

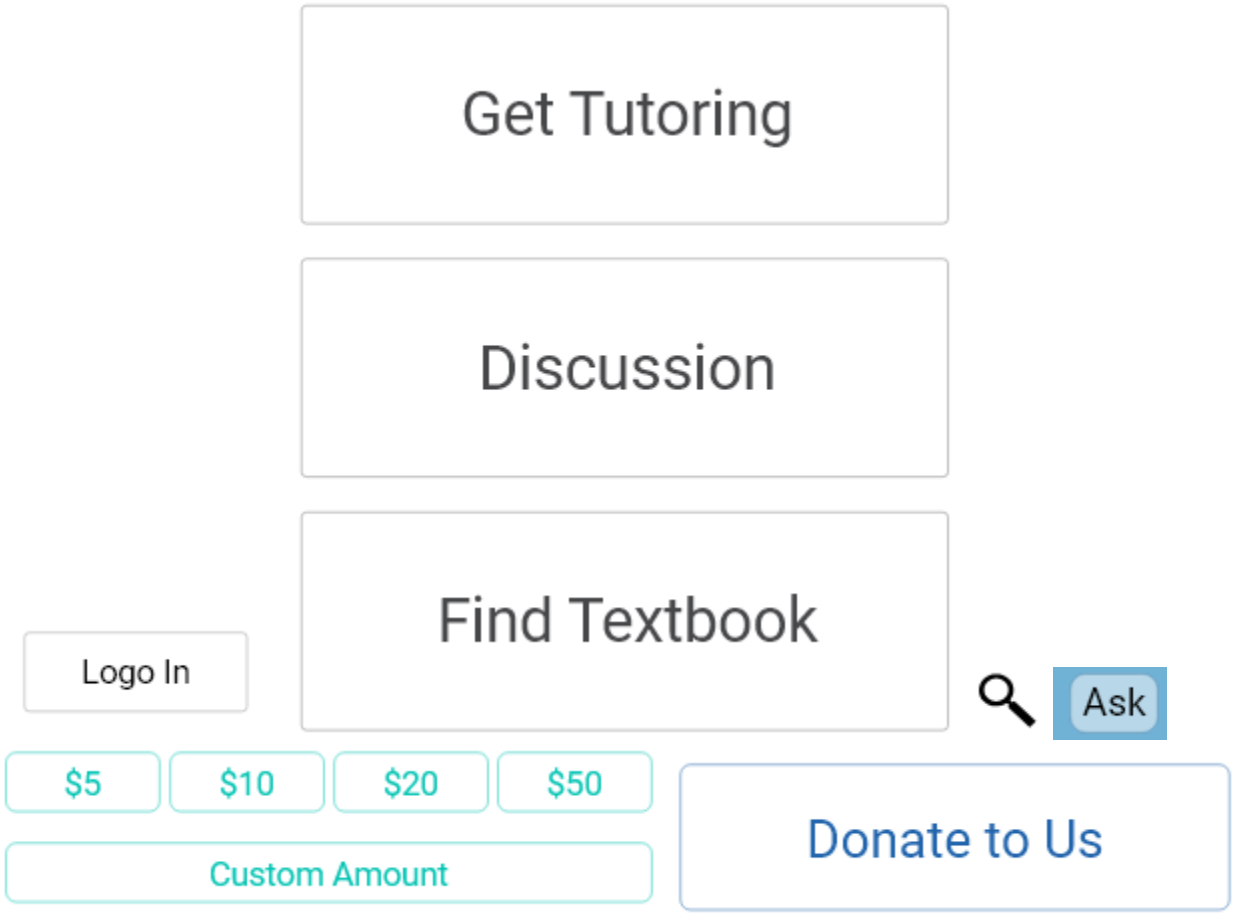
Secondary colors

R 46- G 54- B 143
C 99%-M 96%-Y 3%-K 0%
Hex#- 2E368F

R 47- G 188- B 176
C 70%-M 0%-Y 38%-K 0%
Hex#- 2FBCB0

Interface Elements and Components

Buttons



Various control components

Dividers

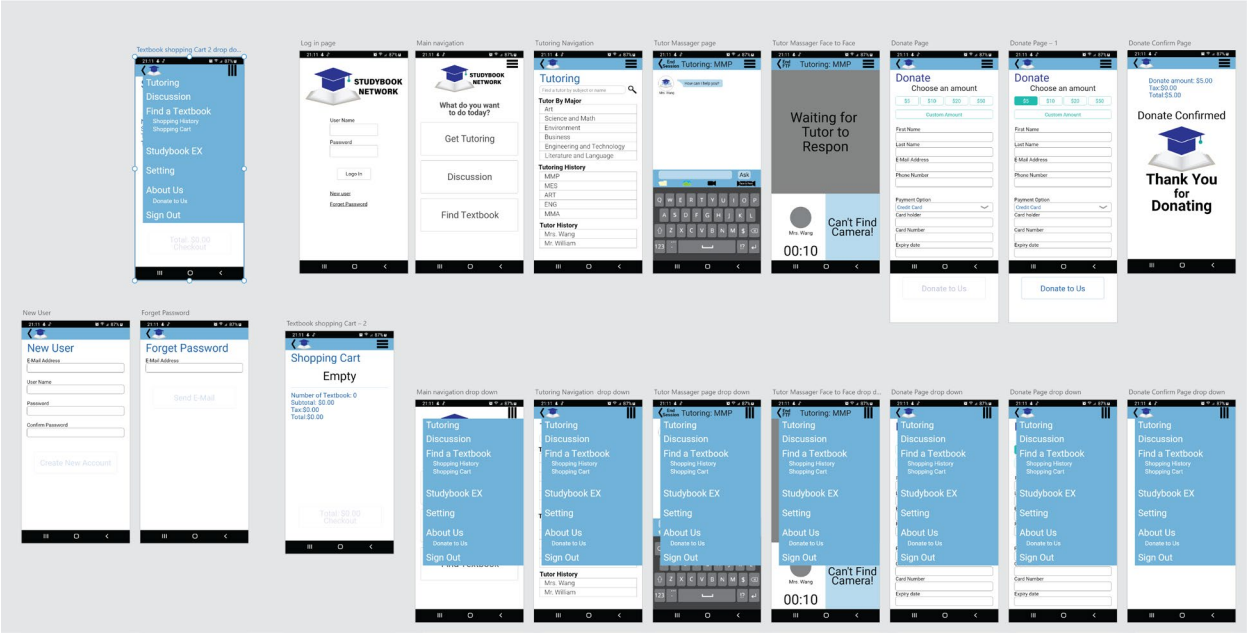
Amazon	New	$44.58	BUY THIS
Amazon	Used	$33.96	BUY THIS
StudyBook Offical	Used	$25.00	BUY THIS

Amazon	New	$44.58	BUY THIS
Amazon	Used	$33.96	BUY THIS
StudyBook Offical	Used	$25.00	BUY THIS

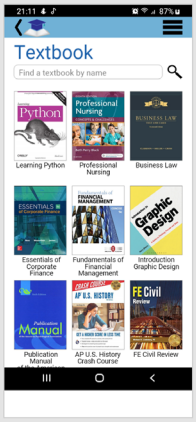
Iconography

ARTBOARDS

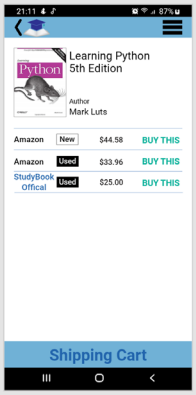
Normal Mode



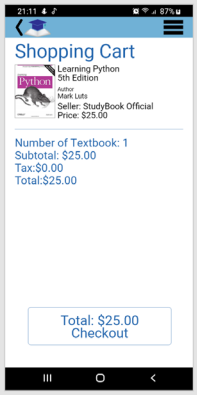
Textbook Navigation



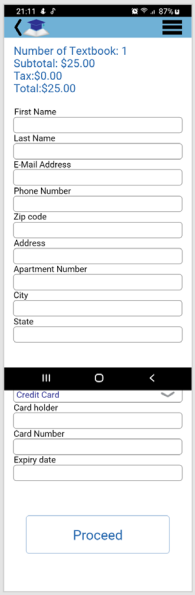
Textbook page



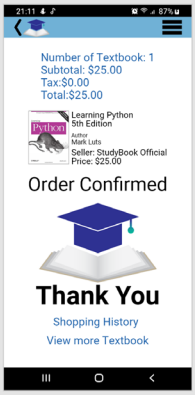
Textbook shopping Cart



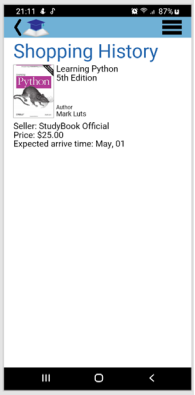
Textbook Payment



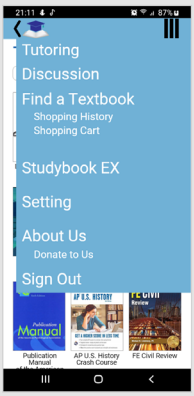
Textbook Confirm



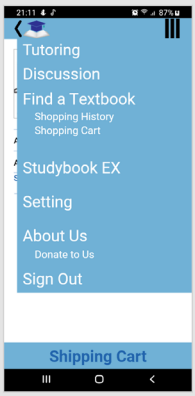
Textbook shopping Cart – 1



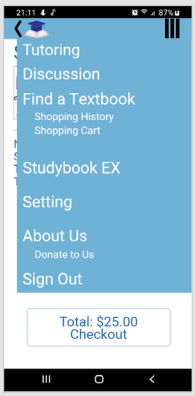
Textbook Navigation drop down



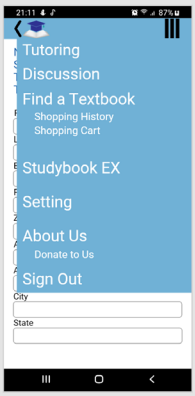
Textbook page drop down



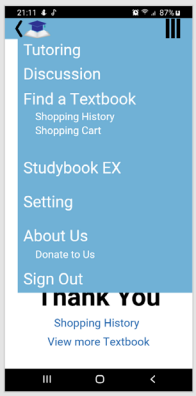
Textbook shopping Cart drop down



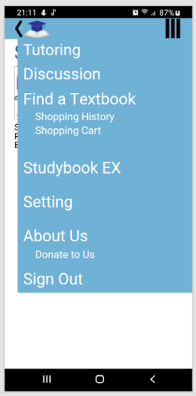
Textbook Payment drop down

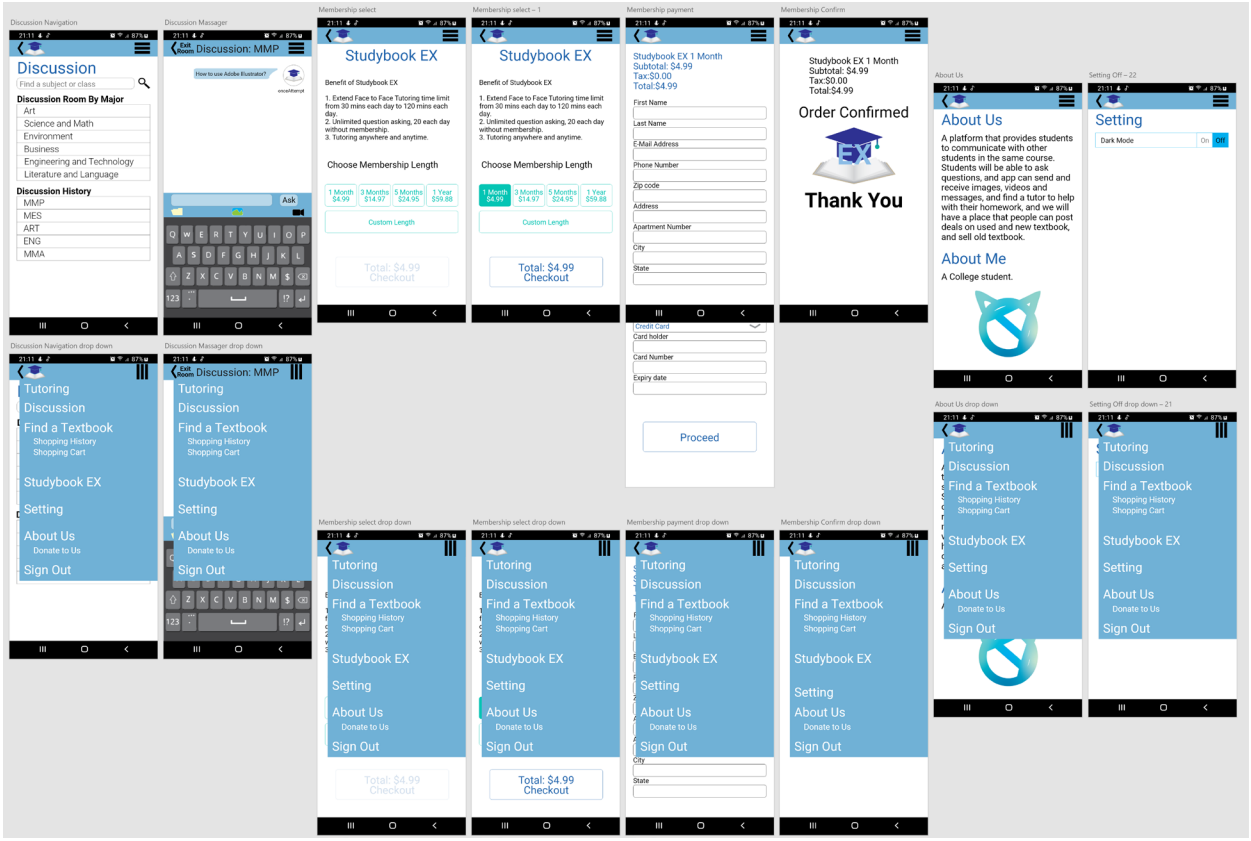


Textbook Confirm drop down

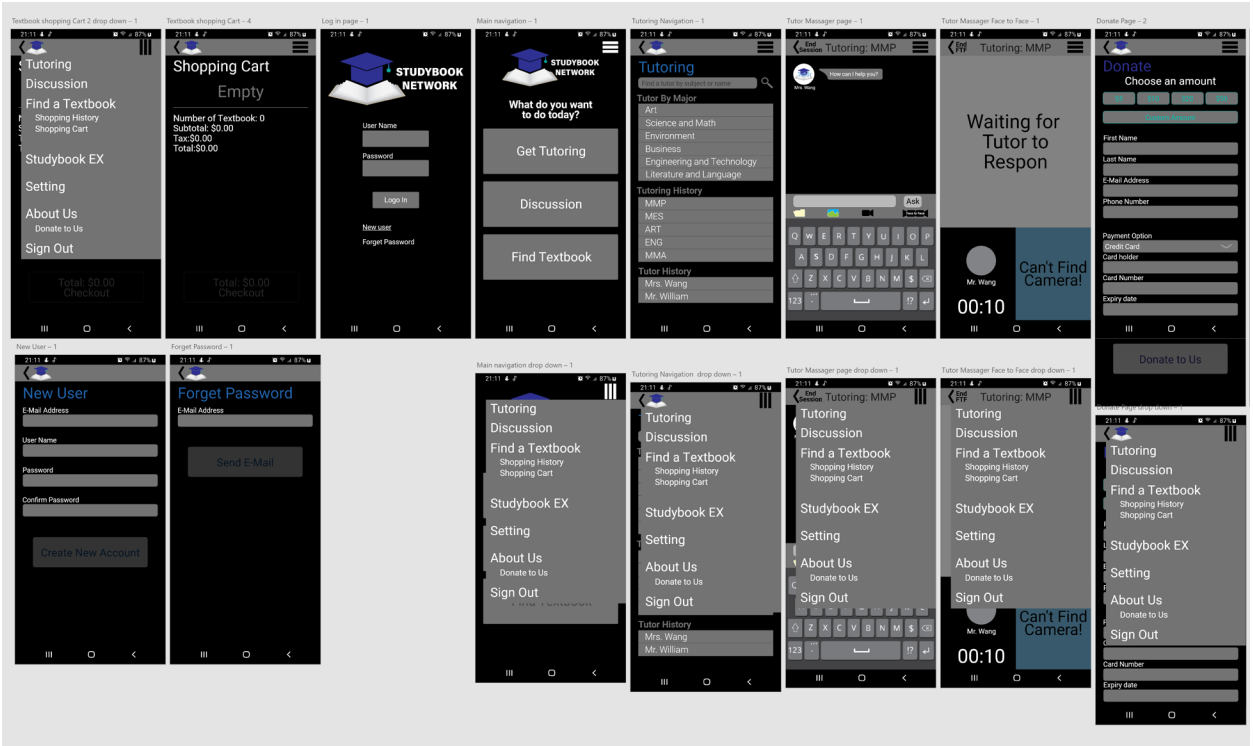


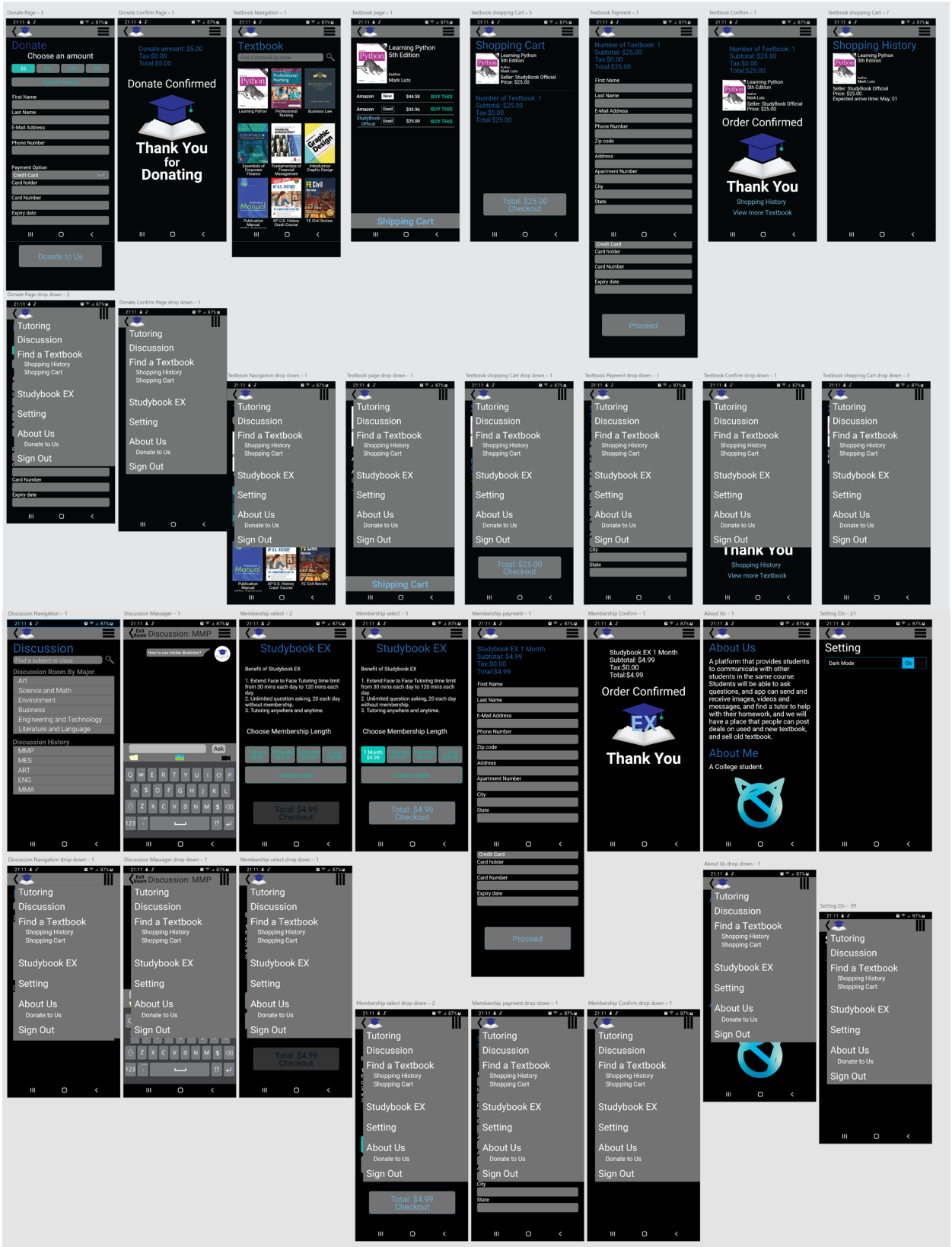
Textbook shopping Cart drop down




Discussion
Discussion: MMP
Studybook EX
Choose Membership Length
Total: $4.99
Checkout
Order Confirmed
Thank You
About Us
A platform that provides students to communicate with other students in the same course. Students will be able to ask questions, and app can send and receive images, videos and messages, and find a tutor to help with their homework, and we will have a place that people can post deals on used and new textbook, and sell old textbook.
About Me
A College student.
Setting
Proceed
Tutoring
Discussion
Find a Textbook
Shopping History
Shopping Cart
Studybook EX
Setting
About Us
Donate to Us
Sign Out

Dark Mode


Shopping Cart
Empty
STUDYBOOK NETWORK
What do you want to do today?
Get Tutoring
Discussion
Find Textbook
Tutoring
Waiting for Tutor to Respon
Can't Find Camera!
00:10
Donate
Choose an amount
New User
Forget Password
Send E-Mail
Create New Account


Donate
Choose an amount
Donate to Us
Donate amount: $5.00
Tax:$0.00
Total:$5.00
Donate Confirmed
Thank You for Donating
Textbook
Learning Python 5th Edition
Shipping Cart
Shopping Cart
Total: $25.00 Checkout
Number of Textbook: 1
Subtotal: $25.00
Tax:$0.00
Total:$25.00
Proceed
Order Confirmed
Thank You
Shopping History
View more Textbook
Shopping History
Seller: StudyBook Official
Price: $25.00
Expected arrive time: May, 01
Tutoring
Discussion
Find a Textbook
Shopping History
Shopping Cart
Studybook EX
Setting
About Us
Donate to Us
Sign Out
Discussion
Discussion Room By Major
Art
Science and Math
Environment
Business
Engineering and Technology
Literature and Language
Discussion History
MMP
MES
ART
ENG
MMA
Discussion: MMP
Studybook EX
Benefit of Studybook EX
1. Extend Face to Face Tutoring time limit from 30 mins each day to 120 mins each day.
2. Unlimited question asking, 20 each day without membership.
3. Tutoring anywhere and anytime.
Choose Membership Length
1 Month $4.99
Total: $4.99 Checkout
Studybook EX 1 Month
Subtotal: $4.99
Tax:$0.00
Total:$4.99
Order Confirmed
Thank You
About Us
A platform that provides students to communicate with other students in the same course. Students will be able to ask questions, and app can send and receive images, videos and messages, and find a tutor to help with their homework, and we will have a place that people can post deals on used and new textbook, and sell old textbook.
About Me
A College student.
Setting
Dark Mode

URL OF PROTOTYPE/ VIDEO

https://xd.adobe.com/view/7e01d176-015c-49e5-78b0-065e077f96b5-0830/

https://xd.adobe.com/spec/34760de3-c7f2-4276-64df-c3d82db95f18-4247/