JAG'DESIGN

Design Team

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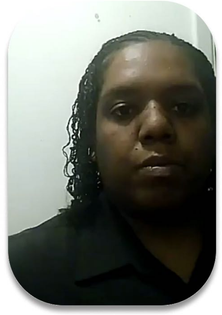
Studio Manager
Chentia Akter



Ceo/Spokesperson
Kamren Wallace

Managing Director
Dante Desagun

Grace Schwab
Design Manager

Jag'D is a team of visionaries who strive to bring simplicity and intuitive UI design to the table.

Definition of Project

"The Chat" is an innovative mobile application that stems from comprehensive research and strategic analysis, including a S.W.O.T. analysis for popular platforms like Discord, Facebook, and Pinterest. The project incorporates insights from current and future trends within the app landscape. It is carefully designed with site maps and wireframes to ensure a user-friendly and intuitive experience, aiming to carve its niche in the dynamic digital communication space.

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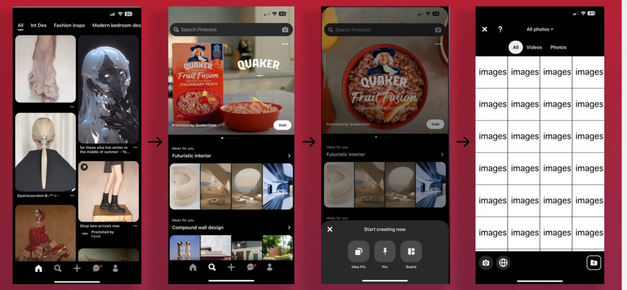
S.W.O.T ANALYSIS

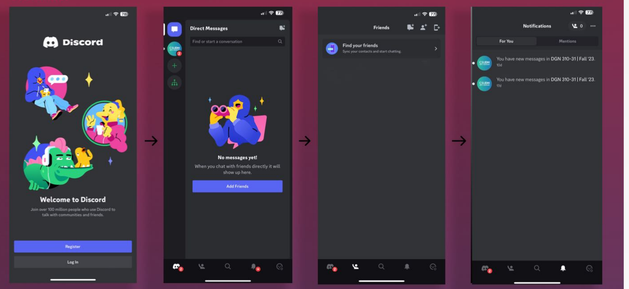
Strengths, Weakness, Opportunities, and Threats is a framework to analyze your business, another business and/or it's software. You do this at the beginning of the process, usually before research. It's part of a competitive analysis.

Pinterest
Workflow



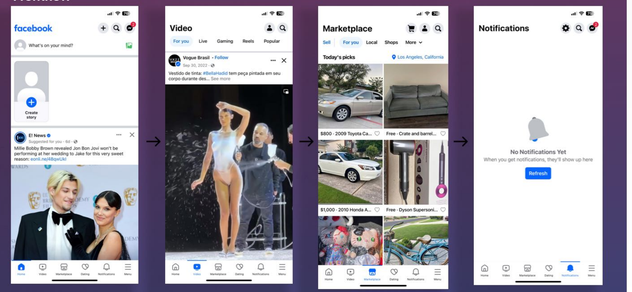
Home Page → Search Page → Create Page → Select Image to Pin

Discord
Workflow



Login → Discord Home → Friends Lists → Notifications

Facebook
Workflow



Home → Watch → Marketplace → Notifications

Strengths

Company1: Pinterest
1. Pinterest offers a visually appealing platform for easy idea discovery.
2. It attracts a niche audience, making it ideal for targeted marketing.
3. Pinterest integrates e-commerce with "Buyable Pins" for brand sales.
4. High user engagement on the platform benefits content creators and businesses.

Company2: Discord
1. Community Building: Discord fosters online communities.
2. Voice and Text: High-quality communication for gamers and groups.
3. Customization: Server admins have control for tailored experiences.
4. Bot Ecosystem: Extensive bot support for added functionality.

Company3: Facebook
1. Large user base.
2. Diverse ecosystem (Instagram, WhatsApp).
3. Digital advertising leadership.
4. Innovation and research focus.

Weakness

Company1: Pinterest
1. Pinterest historically leaned toward a predominantly female user base, potentially limiting diversity.
2. Effectively making money while keeping users happy was challenging for Pinterest.
3. Pinterest faced strong rivals in the visual content space.
4. Expanding globally and adapting to diverse regions presented difficulties for Pinterest.

Company2: Discord
1. Content moderation challenges.
2. Privacy and data usage concerns.
3. Server overload issues.
4. Complex user interface for some.

Company3:Facebook
1. Data privacy issues.
2. Regulatory challenges.
3. Content moderation difficulties.
4. Decline in user engagement.

Opportunities

Company1: Pinterest
1. E-commerce Growth: Pinterest can enhance shopping features to boost sales.
2. Diversify User Base: Attract a broader audience for wider advertising appeal
3. International Expansion: Explore untapped markets worldwide.
4. AR Integration: Incorporate AR for engaging product experiences.

Company2: Discord
1. Business and Education Growth: Expanding in workplaces and schools.
2. Content Creator Partnerships: Collaborating with online influencers.
3. Global Reach: Growing in more countries.
4. Adding Features: Introducing new tools to attract more users.

Company3:Facebook
1. Digital advertising growth.
2. Metaverse development.
3. E-commerce integration.
4. Expansion in emerging markets.

Threats

Company1: Pinterest
1. Competition: Intense rivalry from other platforms.
2. Privacy Concerns: Data privacy regulations and user concerns.
3. Ad Blocking: Potential revenue loss from ad-blockers.
4. Changing Trends: Need to adapt to evolving user interests.

Company2: Discord
1. Competition: Facing tough rivals in the messaging space.
2. Content Moderation Issues: Struggling to control harmful content.
3. Privacy Risks: Potential problems with user data privacy.
4. Server Reliability: Risk of service interruptions.

Company3:Facebook
1. Data privacy concerns.
2. Regulatory scrutiny.
3. Competition.
4. User trust issues.

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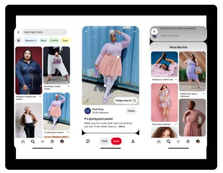
PINTEREST

CURRENT TRENDS

1. Cottagecore
2. Y2K Fashion
3. Home decor trends

FUTURE TRENDS



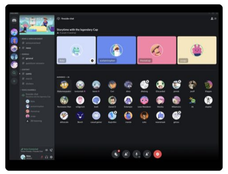
1. AI generated content
2. Shoppable Content
3. Video Content

Discord

CURRENT TRENDS

1. Rise of Discord bots
2. Increase of Discord for live streaming
3. The growing popularity of Discord for non-gaming activates

FUTURE TRENDS



1. Discord will become more powerful tool for education and collaboration
2. The rise of Discord AI bots
3. Discord will become more integrated with other platforms

FACEBOOK

CURRENT TRENDS

1. The rise of short form video: Facebook Reels
2. The growth of Live Streaming
3. The increasing use of Facebook for social commerce

FUTURE TRENDS

1. The Metaverse
2. AI powered experiences
3. AR and VR

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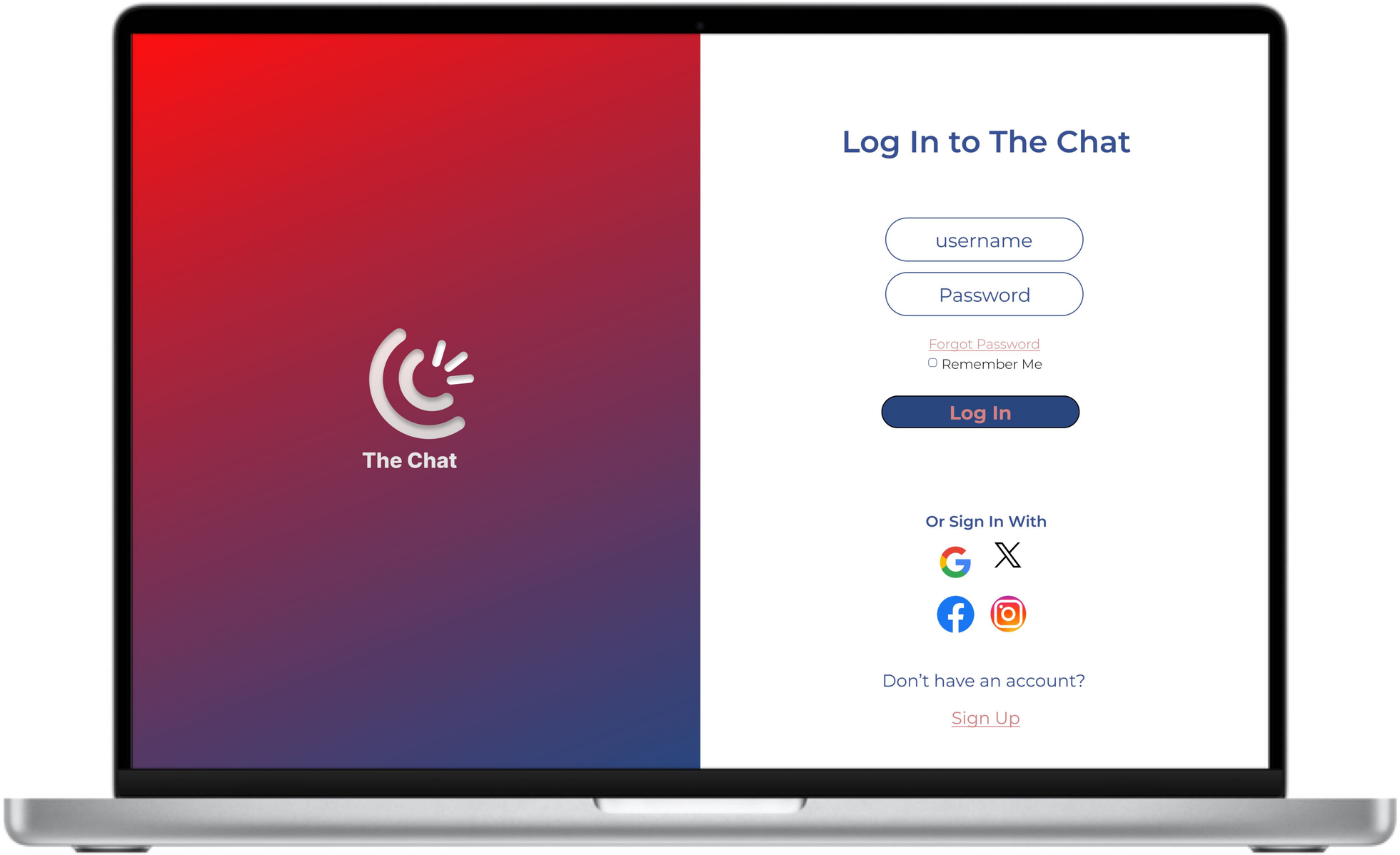
Login Page



Wireframes

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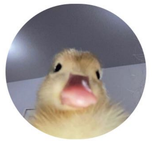
User Profile

The Chat

User

New Post

Account Settings



@FluffyDuckling

Bio

Enjoying every splash and quack

15 Chatsters

43 Chaptners

53 Chaperone

Caption

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Wireframes

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User Profile Continued

Caption

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Wireframes

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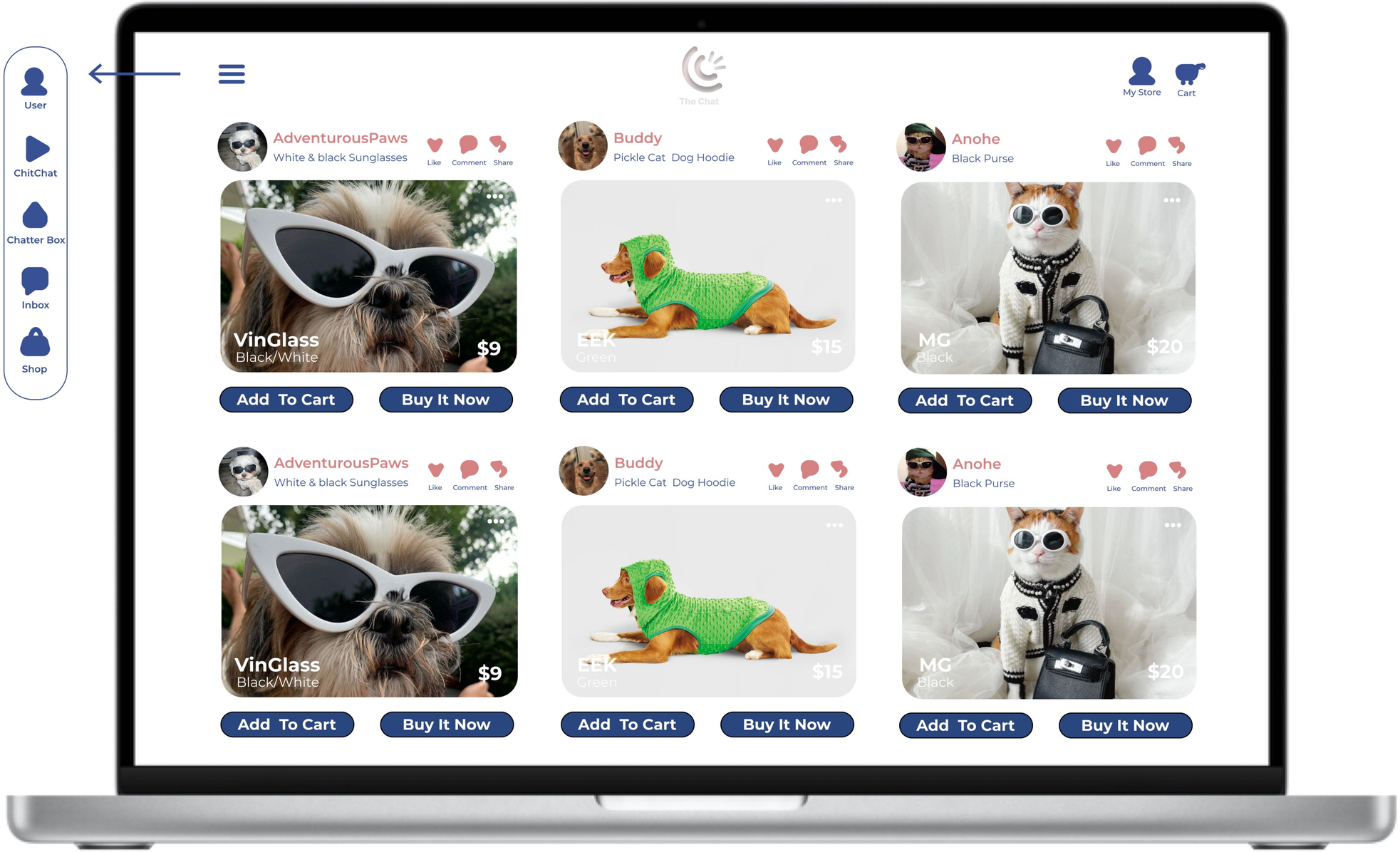
Shopping Page



Wireframes

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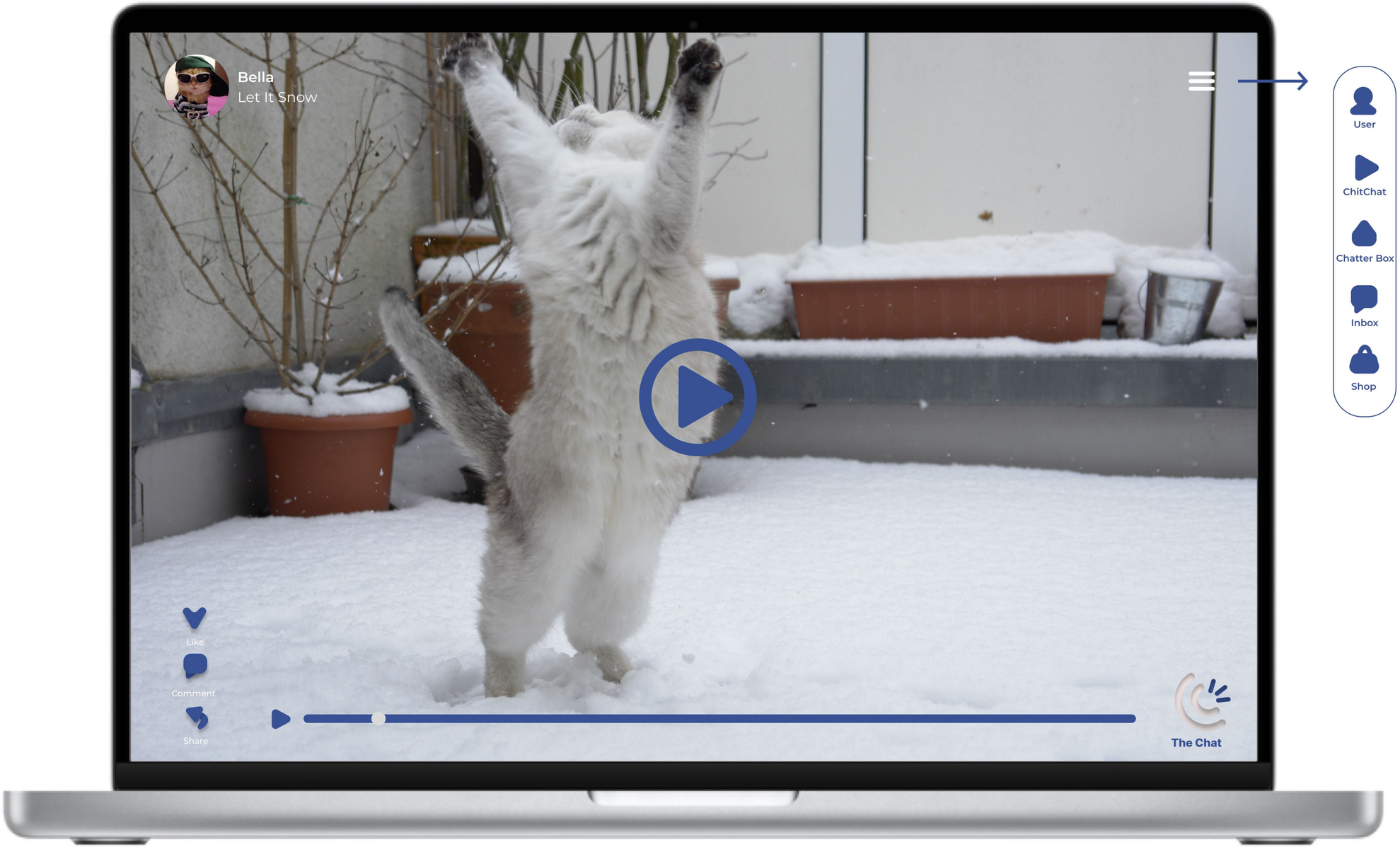
ChitChat



Wireframes

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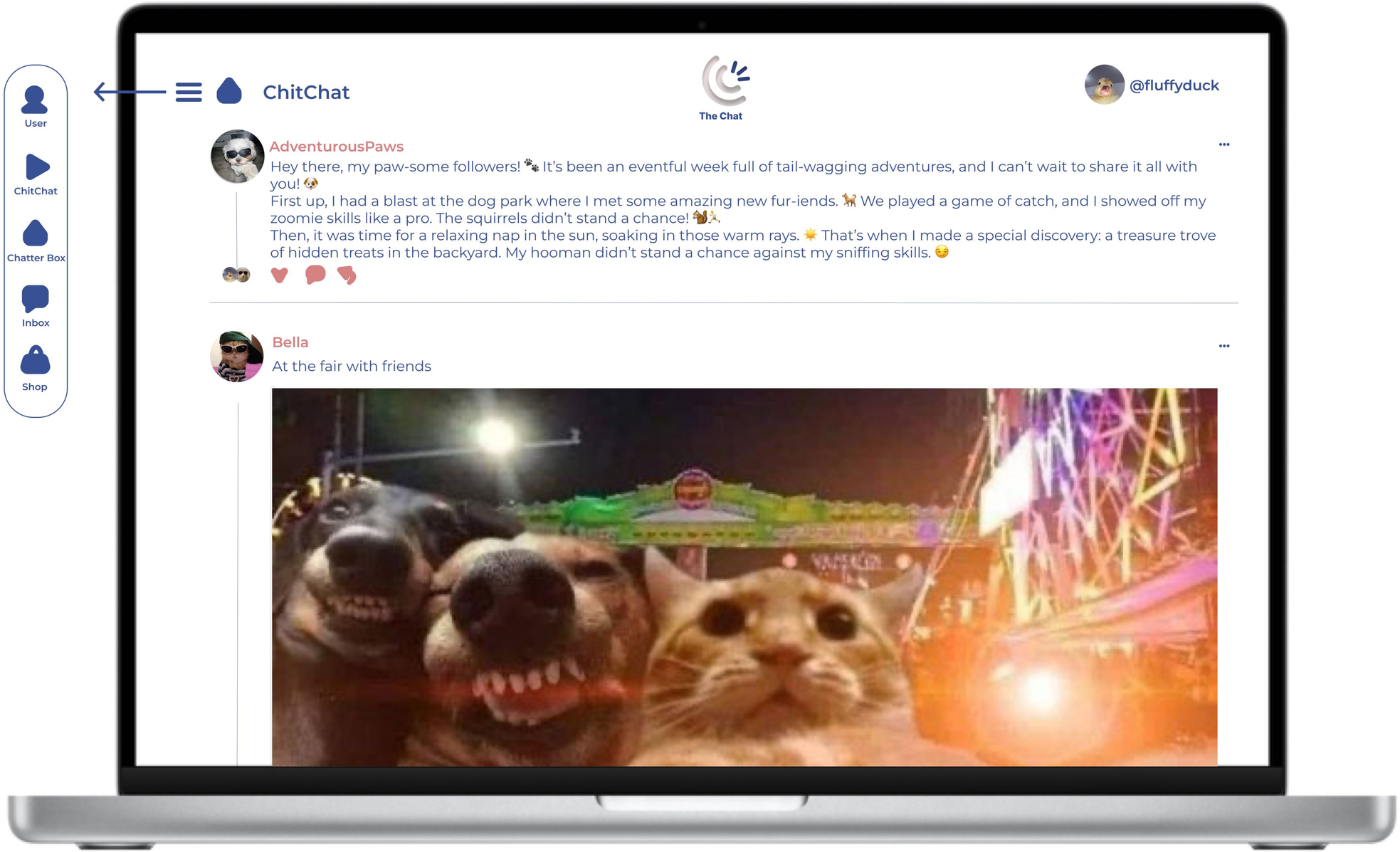
Chatter Box



Wireframes

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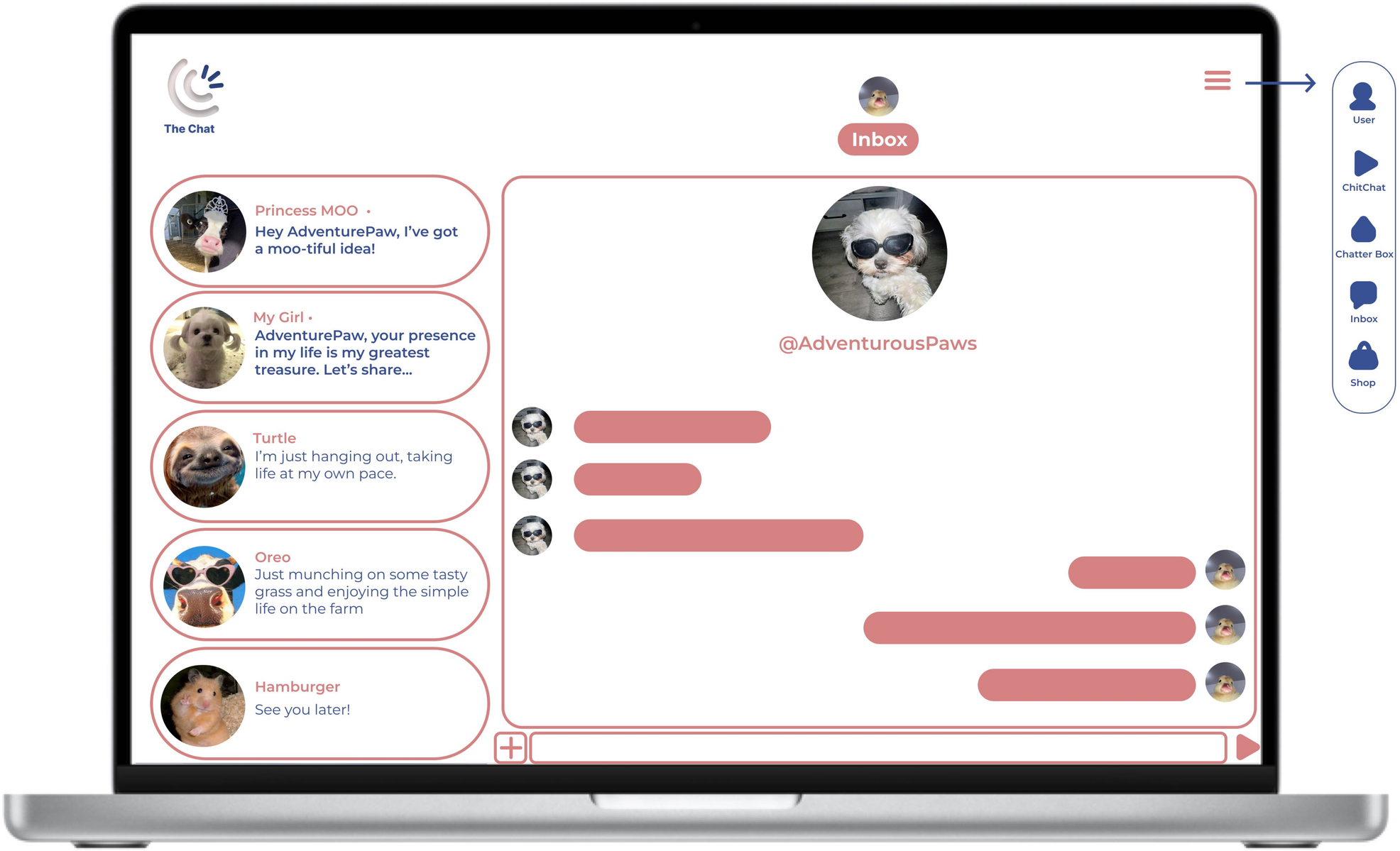
Inbox



Wireframes

TYPOGRAPHY

The Chat App

Font Family: Montserrat

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Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 0

Design Team’s Business Card

Font Family: Khmer

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 0

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The Chat

Text Hex # D68282

Text Hex # 385195

Design Team

Text Hex # 385195

Logo Hex # F61113

COLORS

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Conclusion

"The Chat" is on its way to becoming a reality! Through thorough research and analysis, we have identified the strengths and weaknesses of existing platforms like Discord, Facebook, and Pinterest, paving the way to fill a gap in the market. We've envisioned its future with current and upcoming trends in mind, ensuring its relevance and appeal. Our sitemaps and wireframes give "The Chat" a solid foundation, while the chosen colors and typography breathe life into its personality. Now, with a clear vision and foundation laid, we're ready to bring "The Chat" to life and transform the way people connect.

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Thank You!

"The Chat" will welcome new users enthusiastically, we hope our presentation has correctly demonstrated our intentions of creating an innovative and incredible app. We will forever work towards a revolutionary future that has the average user in mind.