

# UBACK DESIGN SPRINT no. 1

## DESIGN ANALYSIS & STYLE TILES

# UI TEAM

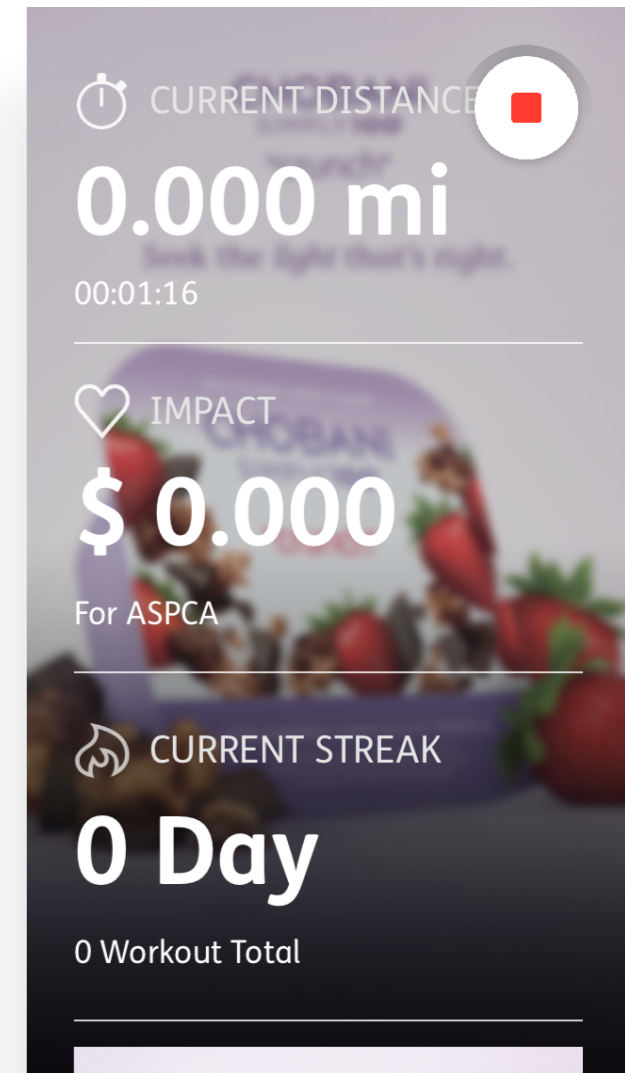
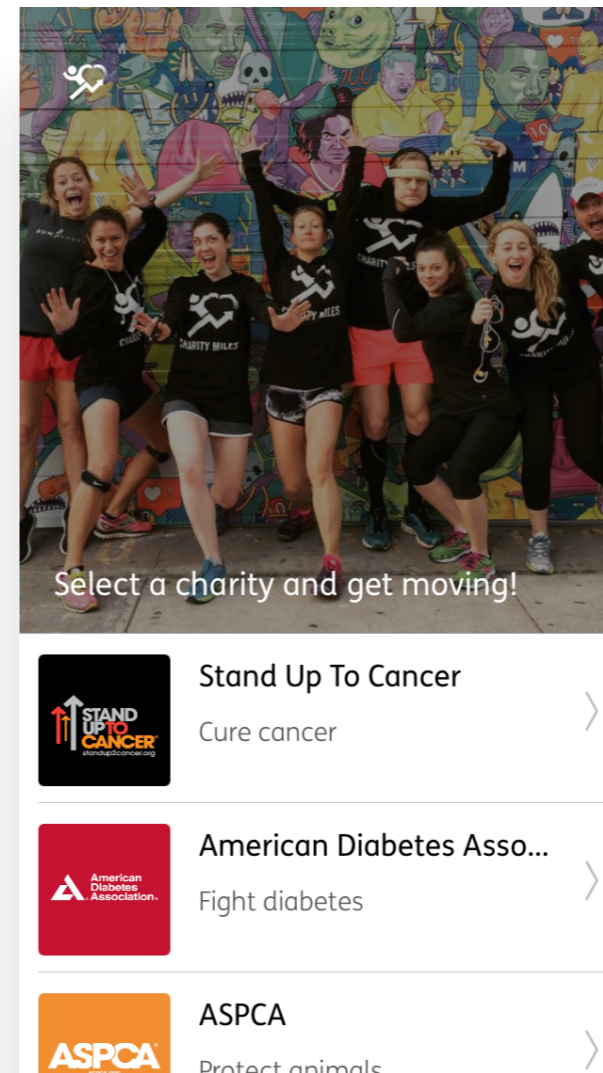
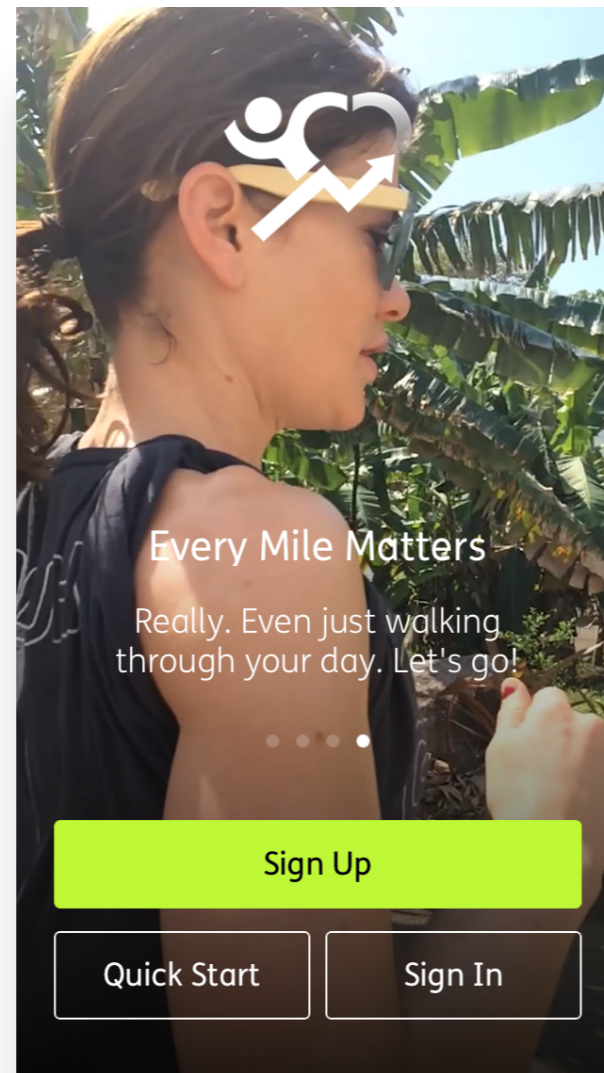
DARYLE MACIOCHA / LAINEY SARGENT / SHALEENEE JADOOPAT

# DESIGN ANALYSIS

## DIRECT COMPETITORS

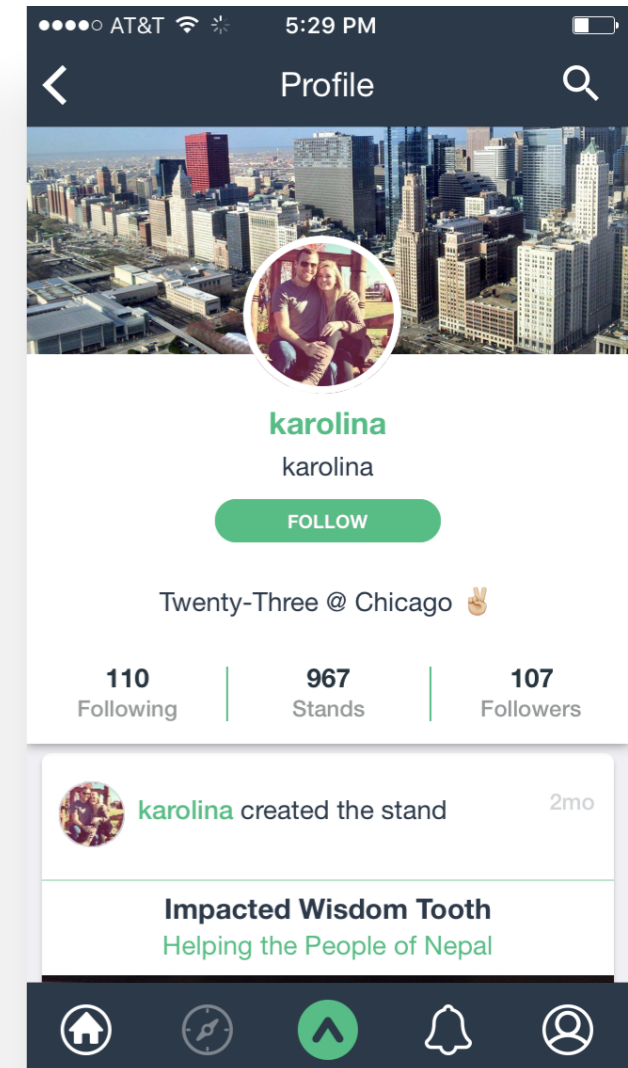
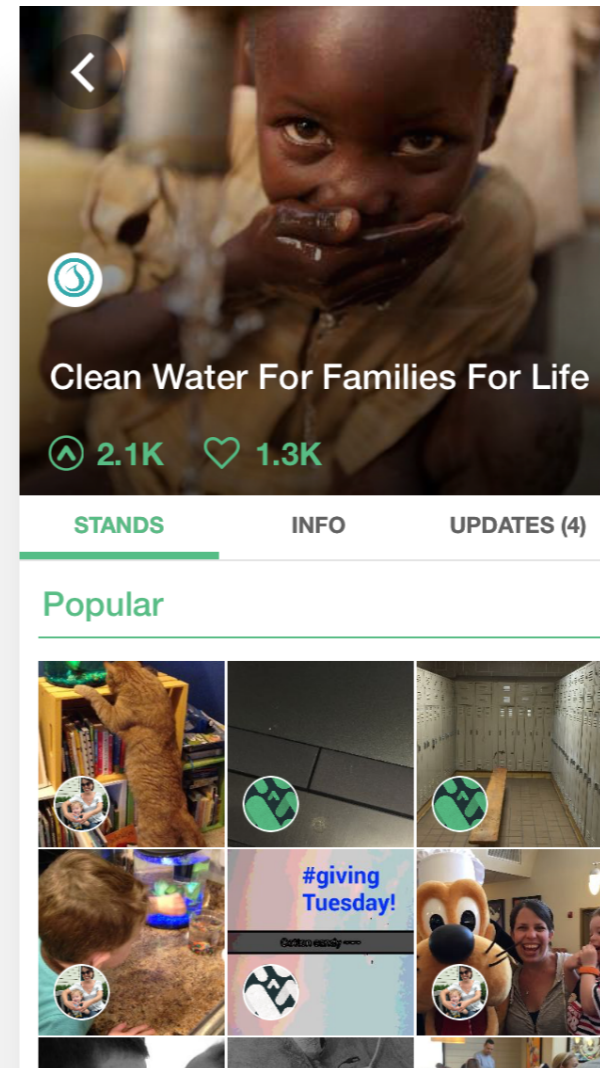
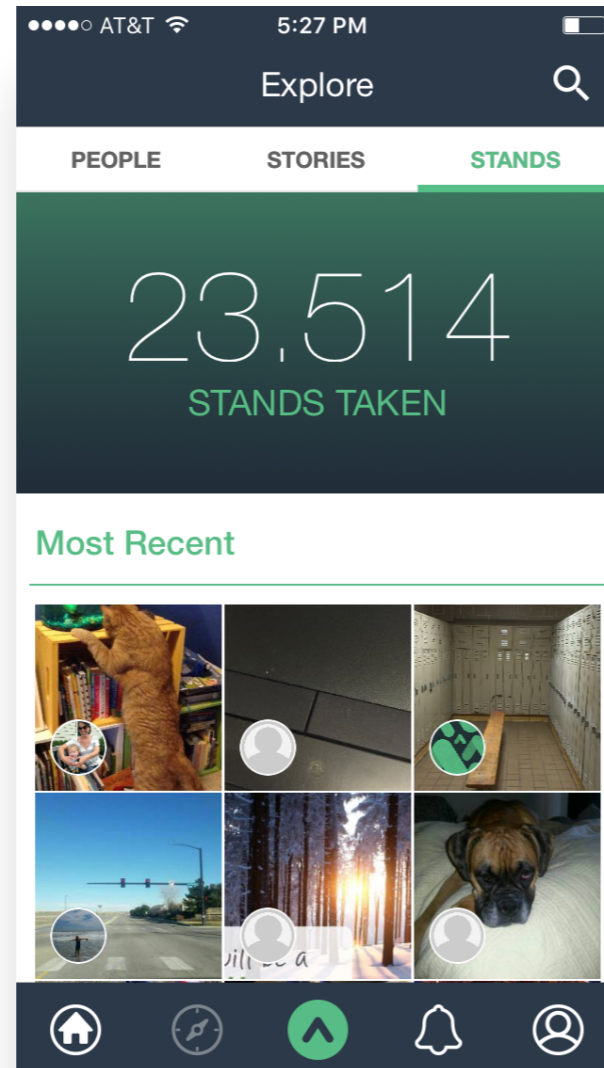
# CHARITY MILES

- Logos are prominently displayed in rows
- Branding color is not apparent- giving campaigns center stage
- Uses blurred overlay on photography
- keeping content and campaigns are the main focus



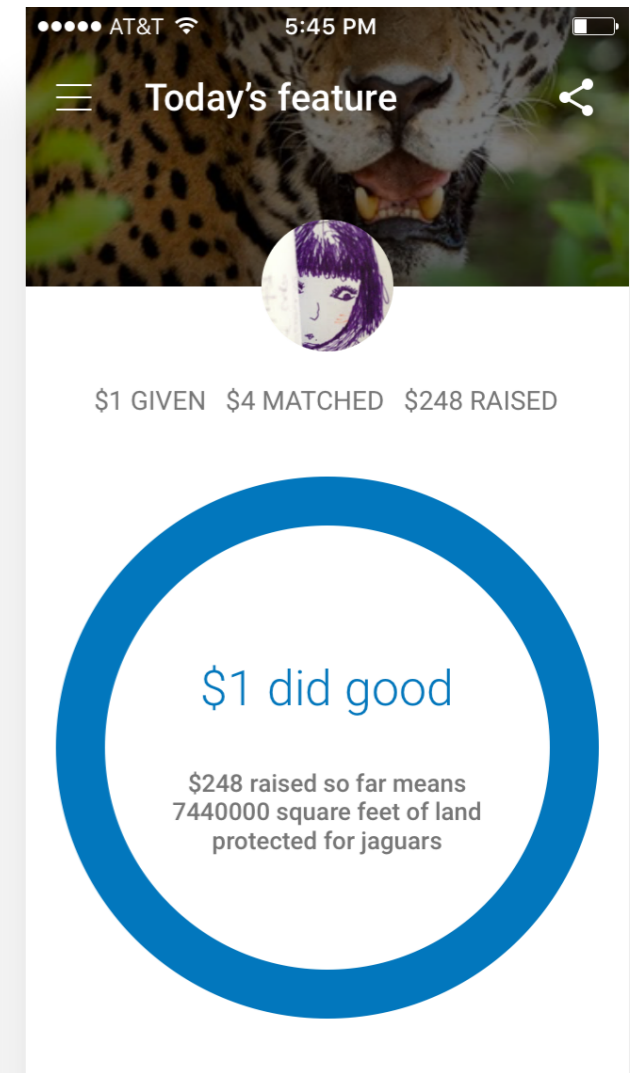
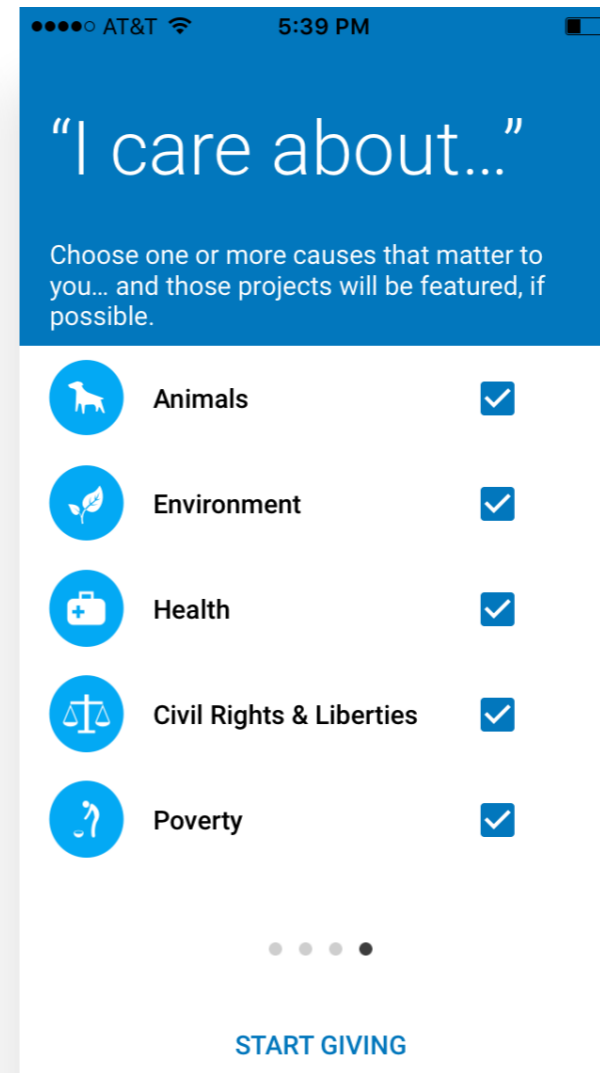
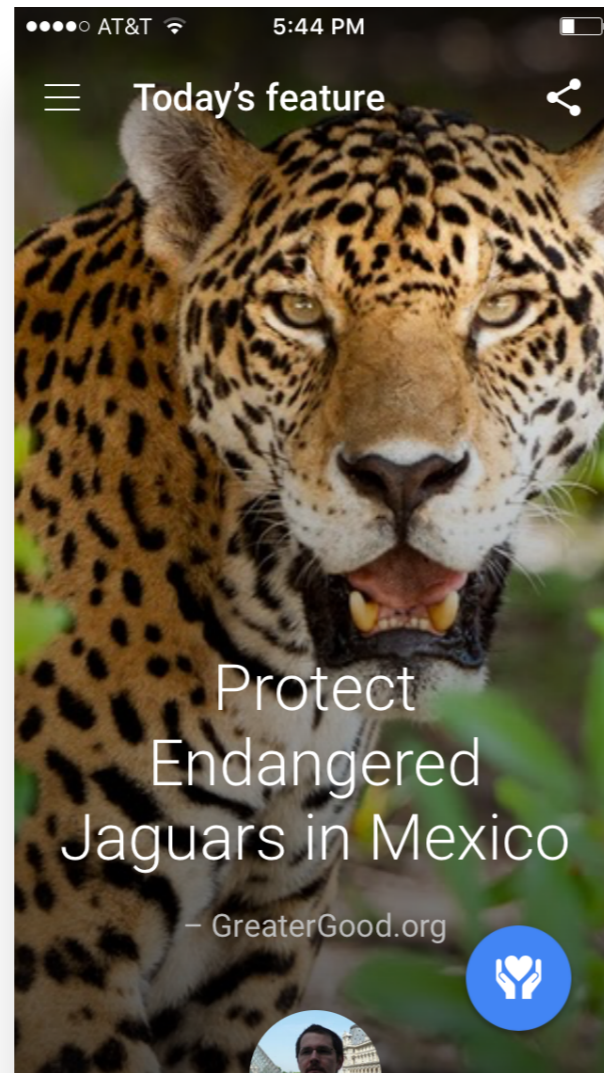
# STAND4

- Clean background
- Lots of imagery
- Simple
- Engaging
- Nice use of branded green throughout



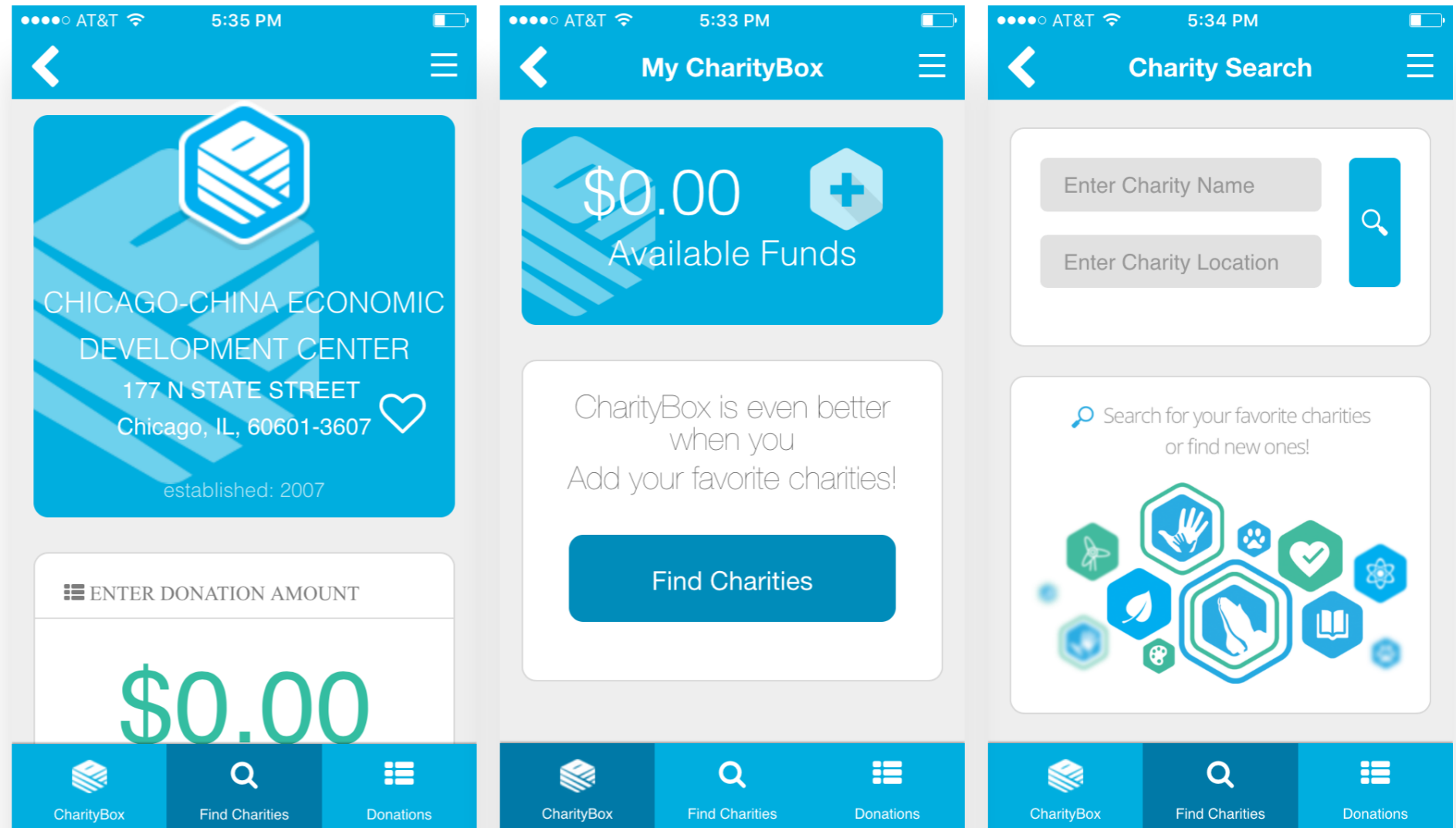
# ONE TODAY

- Bright and simplistic
- Bold, thick lined icons
- Content is easily scannable
- Showcases full screen hero image in each campaign



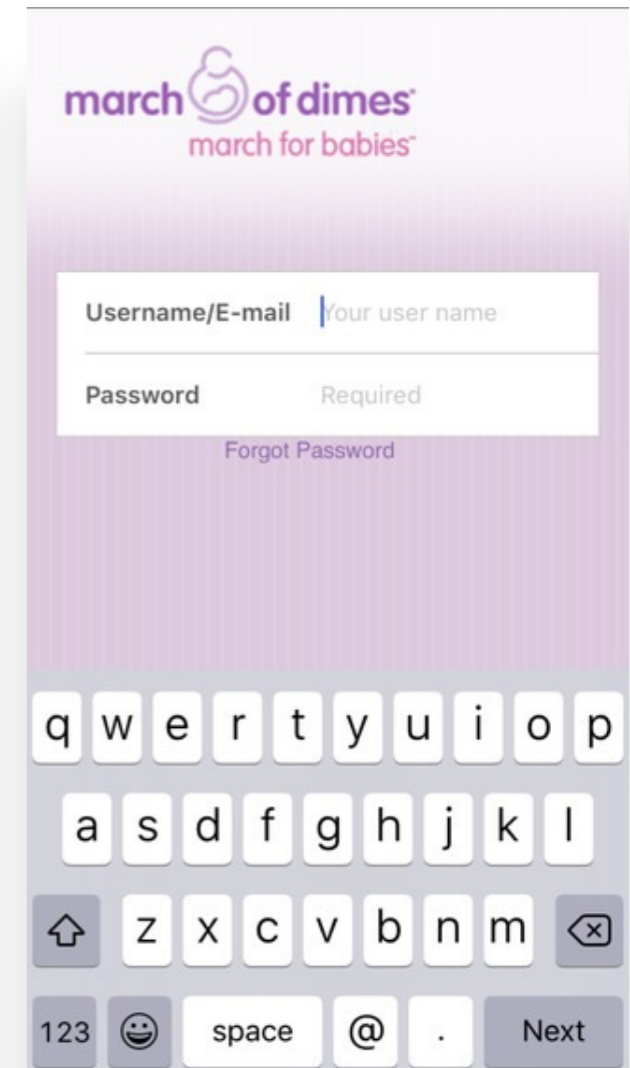
# CHARITY BOX

- Simple and sophisticated
- rounded forms are approachable
- Lacks charity logos and photos
- Content separated on white cards
- Calming, loyalty, stability, clean



# MARCH OF DIMES

- Pastel color palette- feminine, youthful, caring
- Rounded font matches overall style
- Use colorful icons for hamburger menu
- Photography is bright and positive



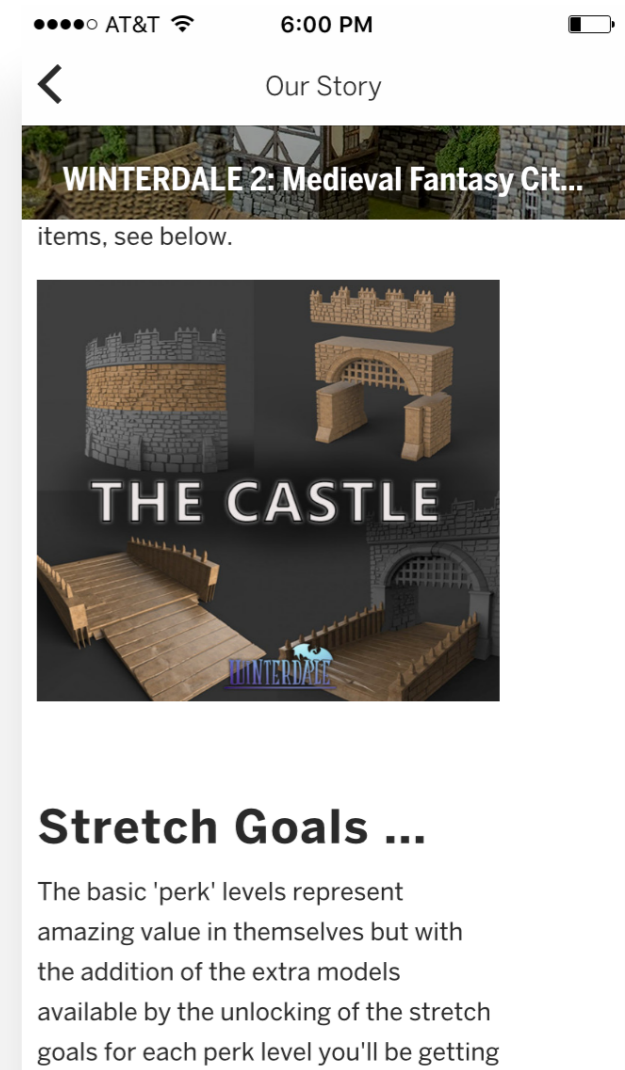
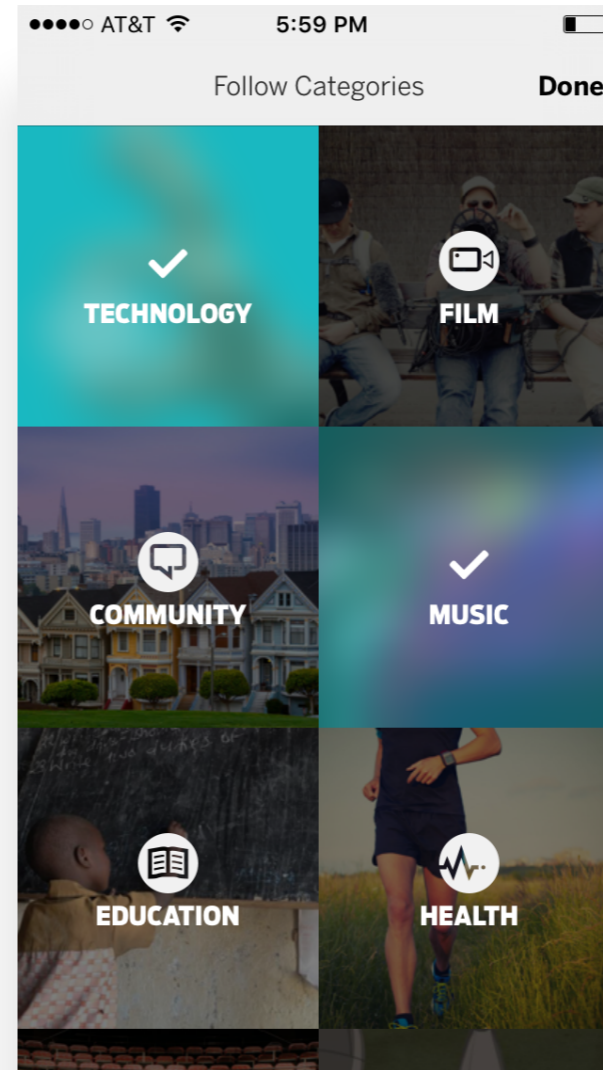
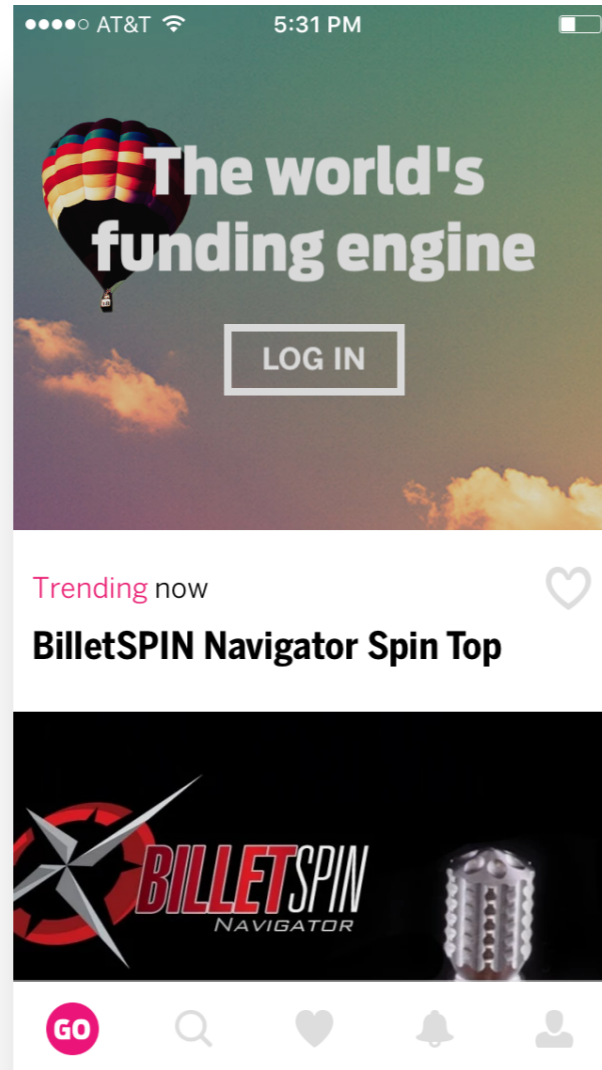


# DESIGN ANALYSIS

## NON-DIRECT COMPETITORS

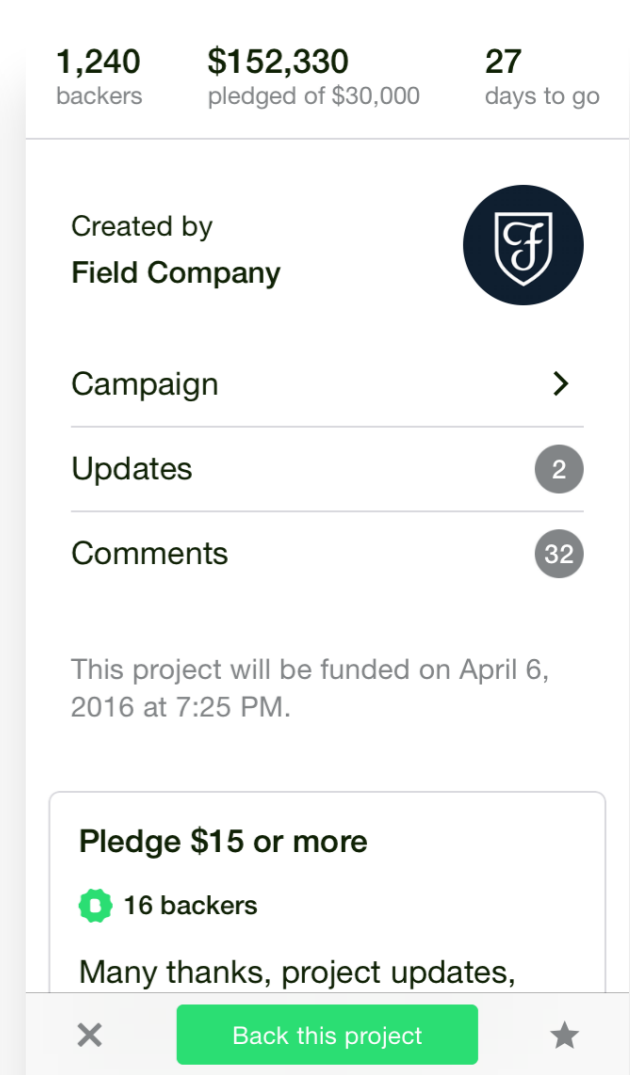
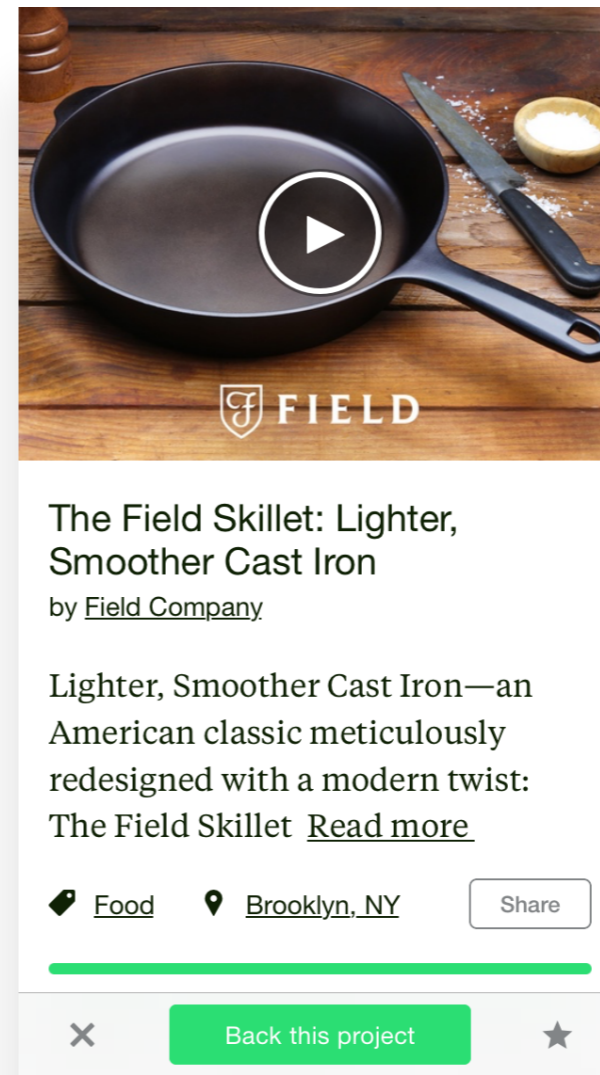
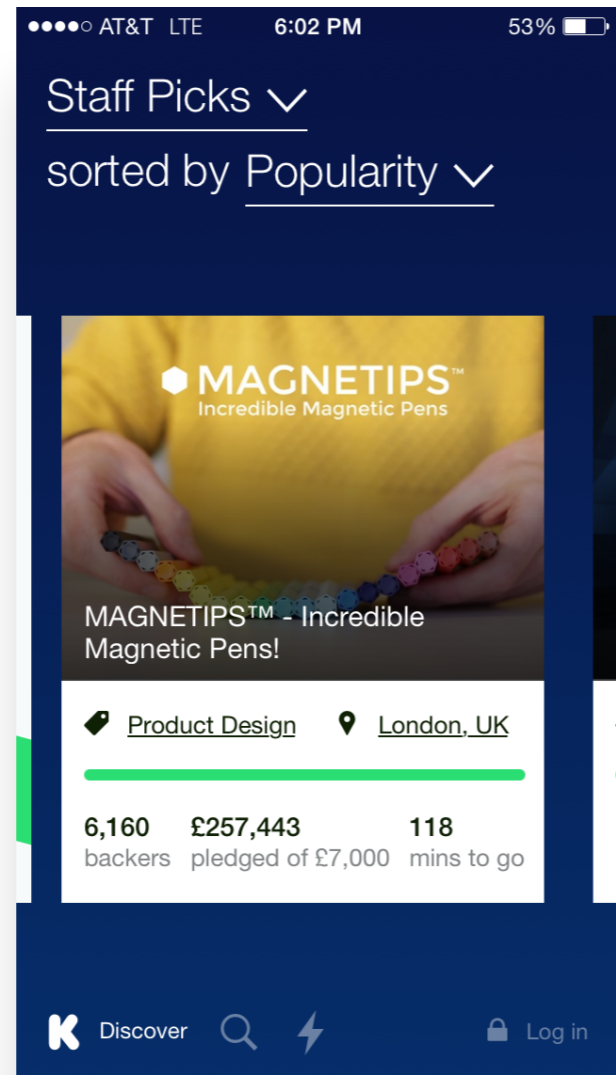
# INDIE GO-GO

- Categories use a photography and Icons
- Brand color prominent throughout
- Funding information displayed simply



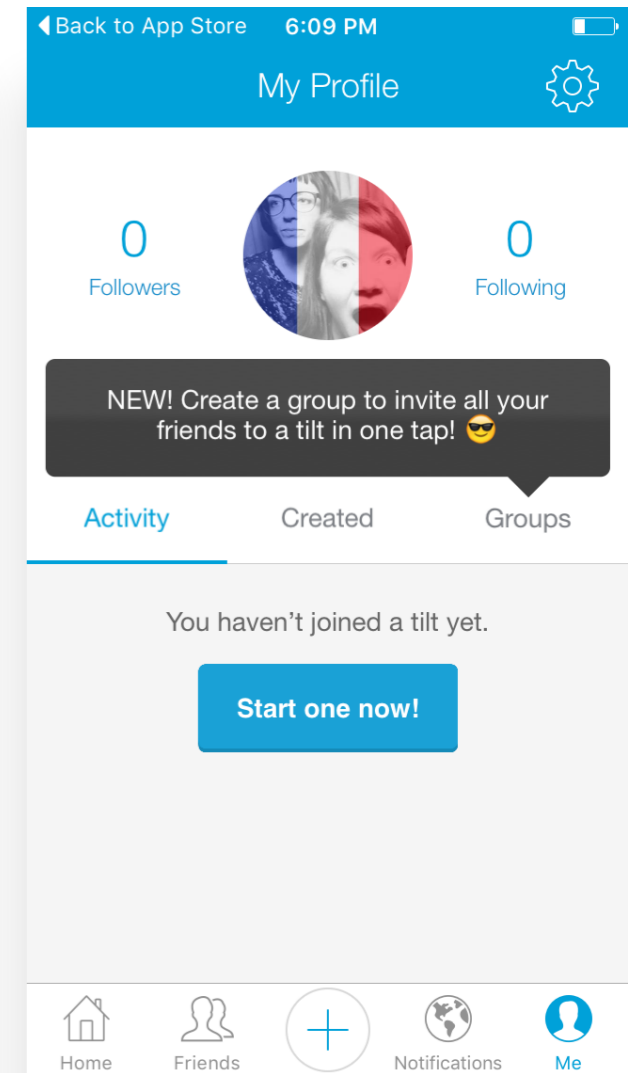
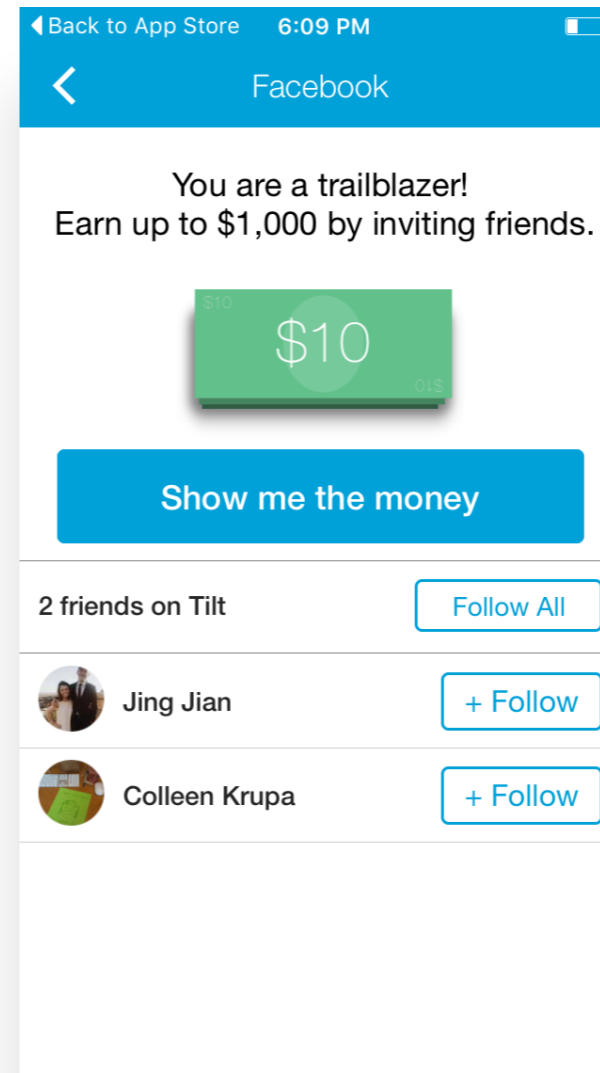
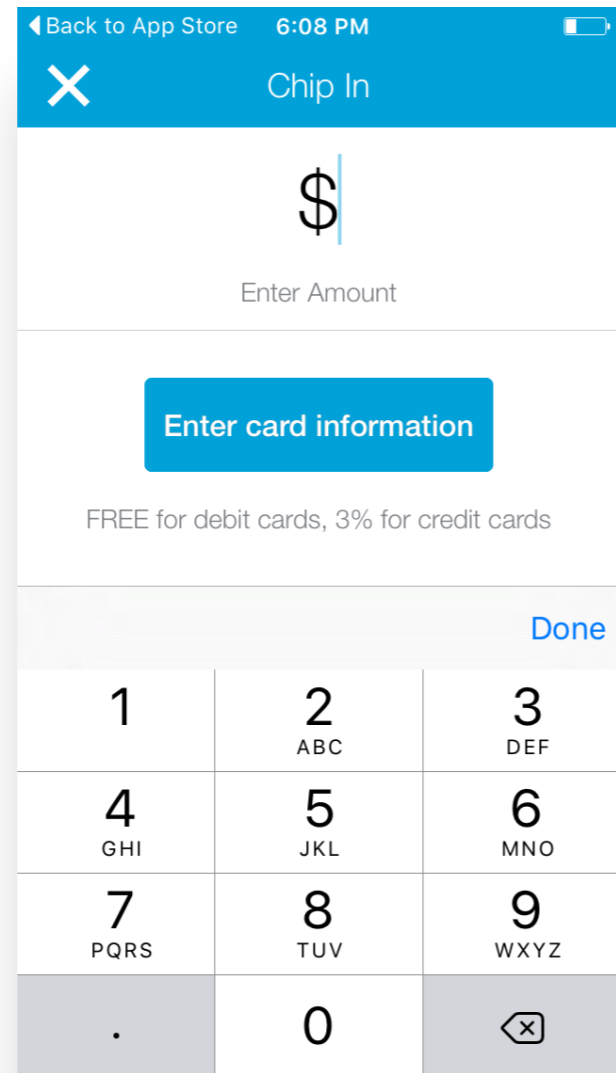
# KICKSTARTER

- Utilizes cards for projects
- Brand color only on category pages
- Clear, organized information
- Buttons should be larger, more noticeable



# TILT

- Clean, bright design
- Two-color palette
- Buttons not prominent
- No leveraging of imagery beyond Facebook profile images

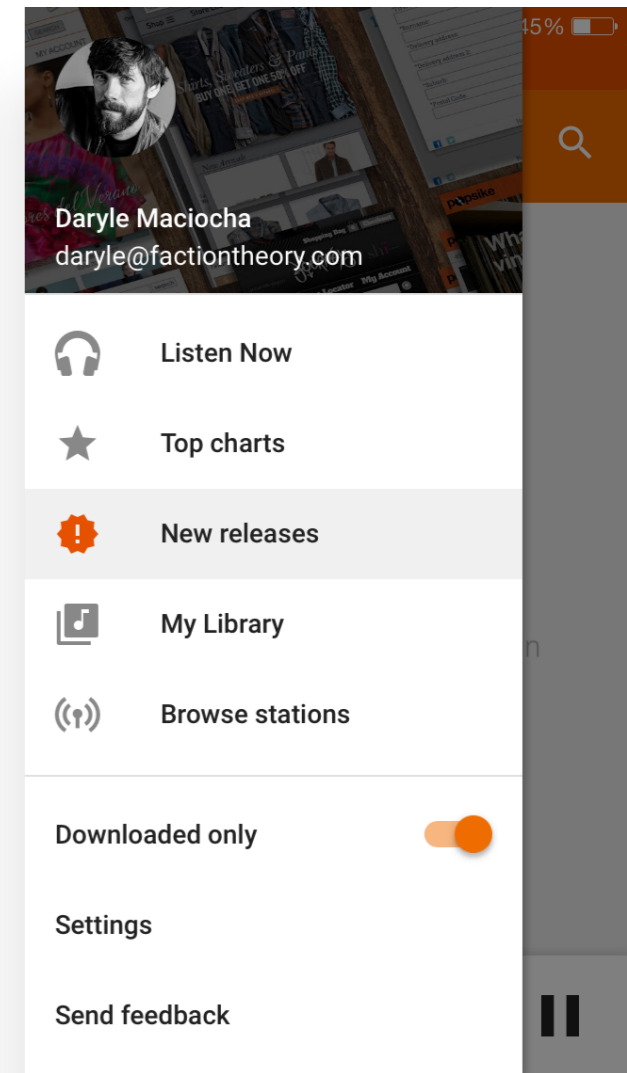
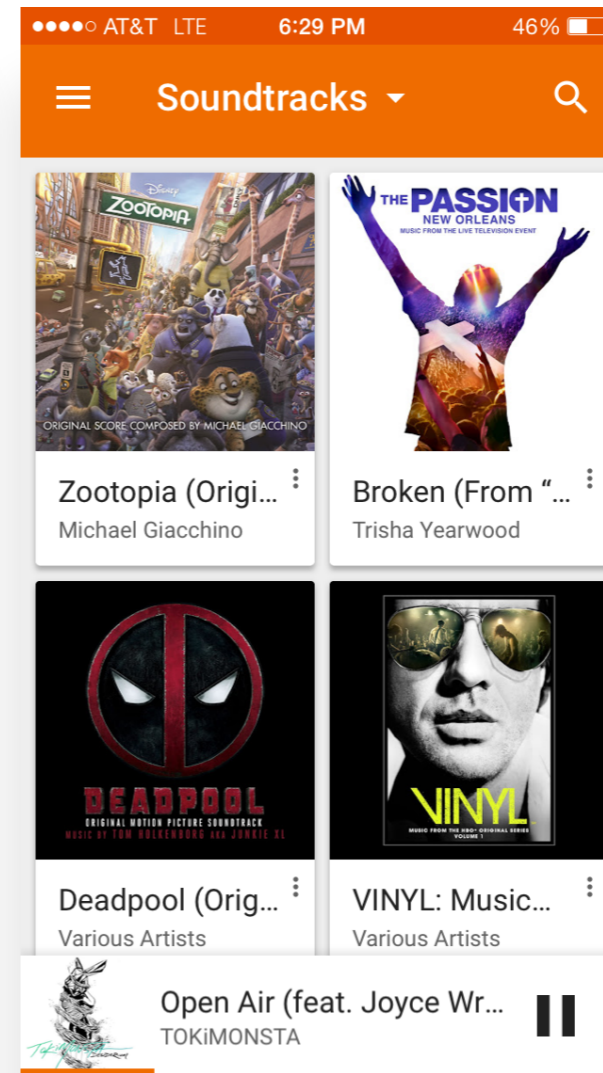
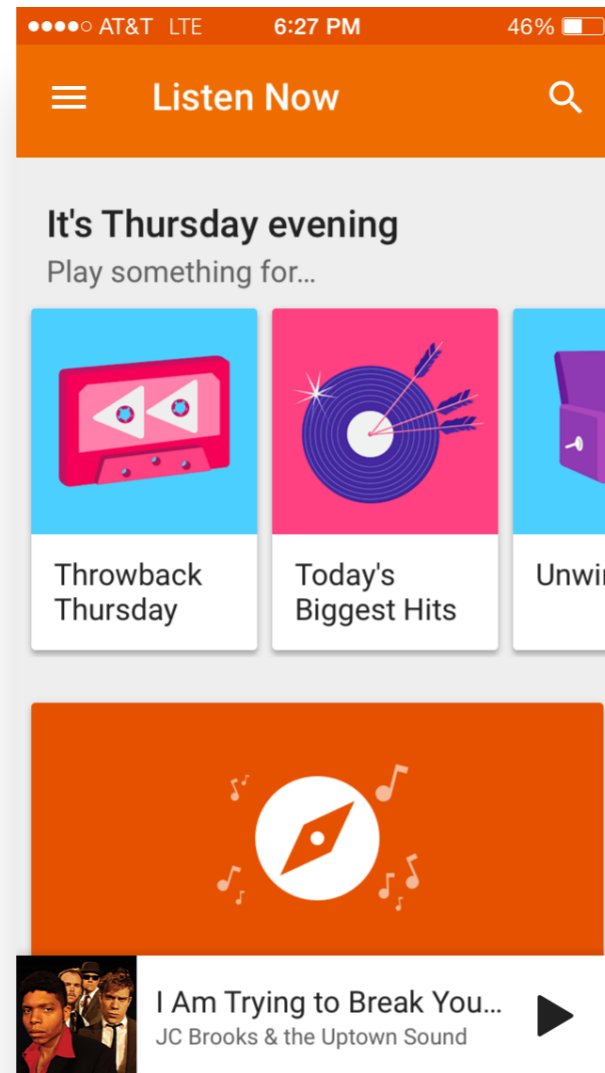


# DESIGN ANALYSIS

## DESIGNS TO EMULATE

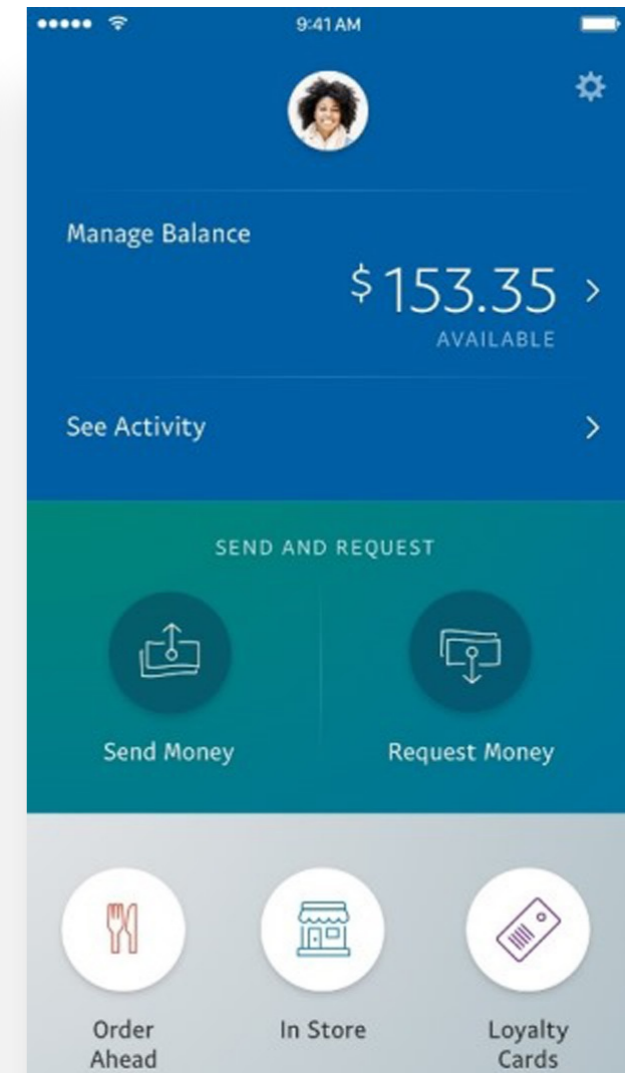
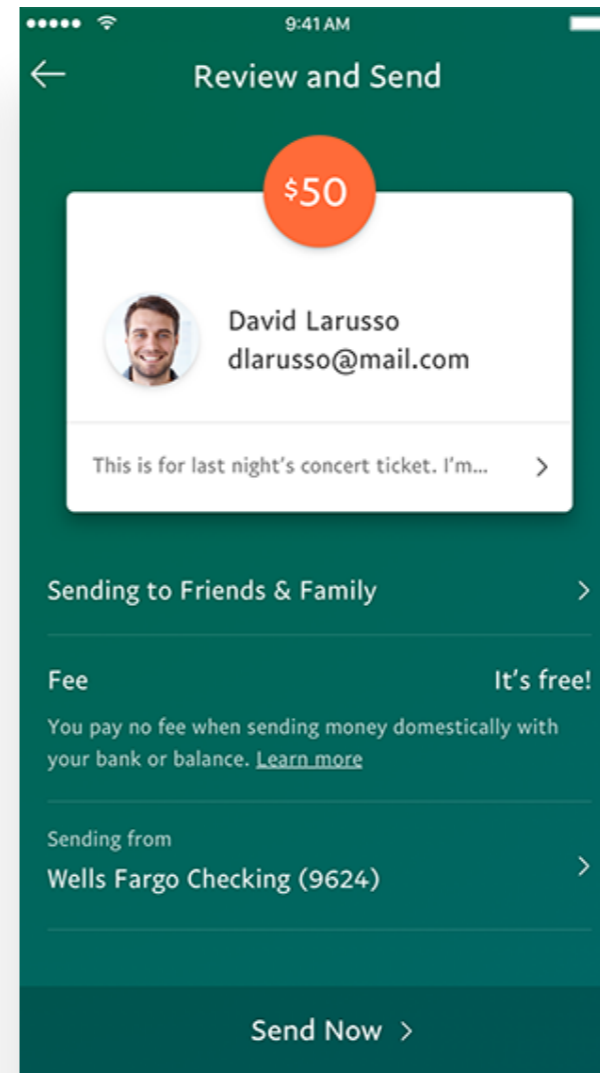
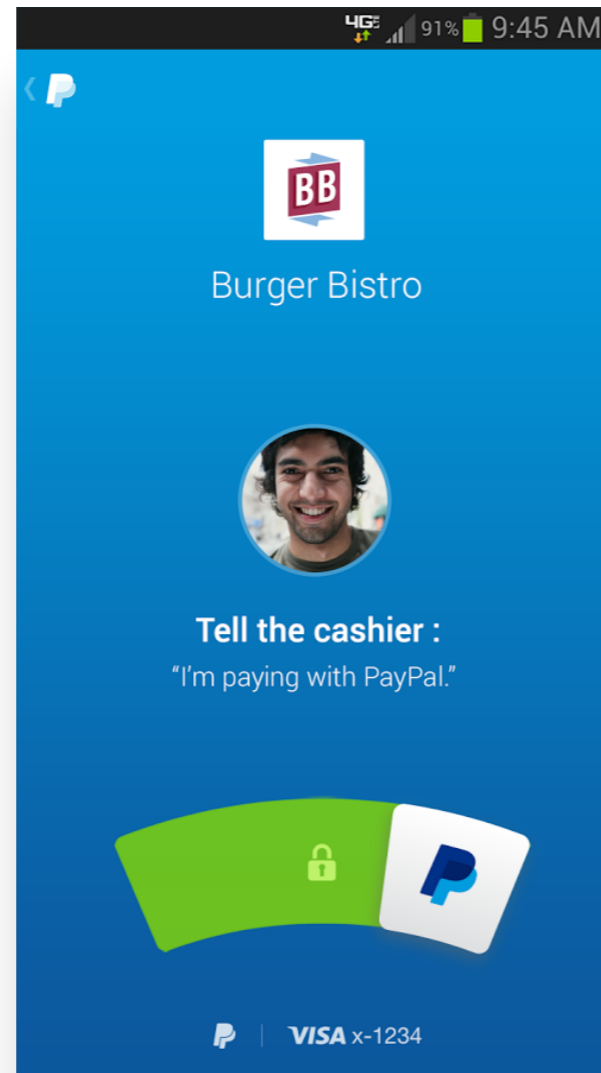
# GOOGLE PLAY

- Swim lane approach uses iconography, not photos
- Brand color prominent throughout
- Limited text areas (text truncated to support design)



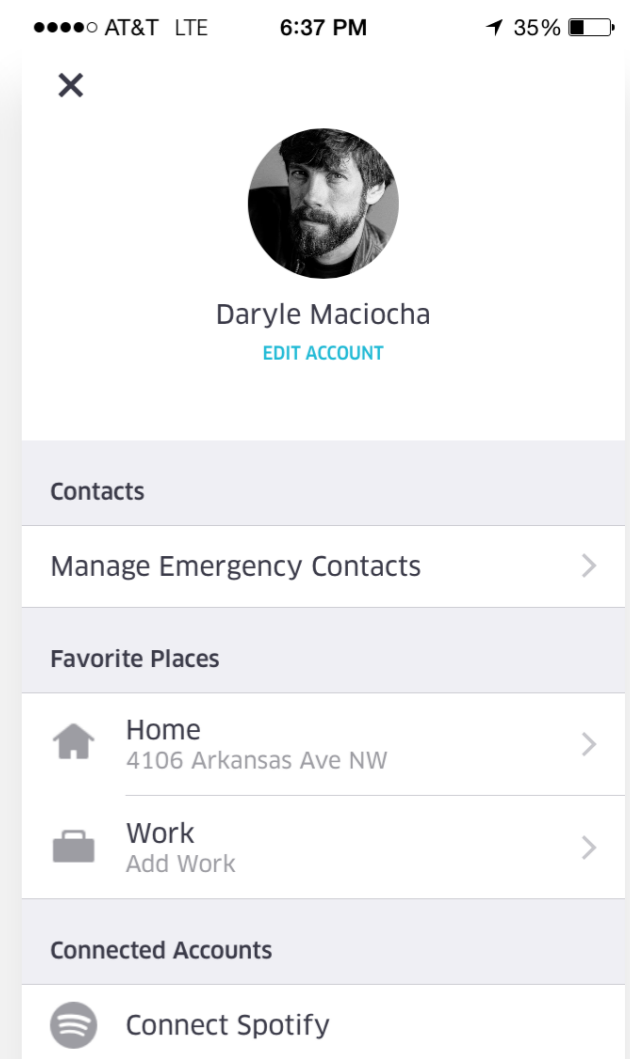
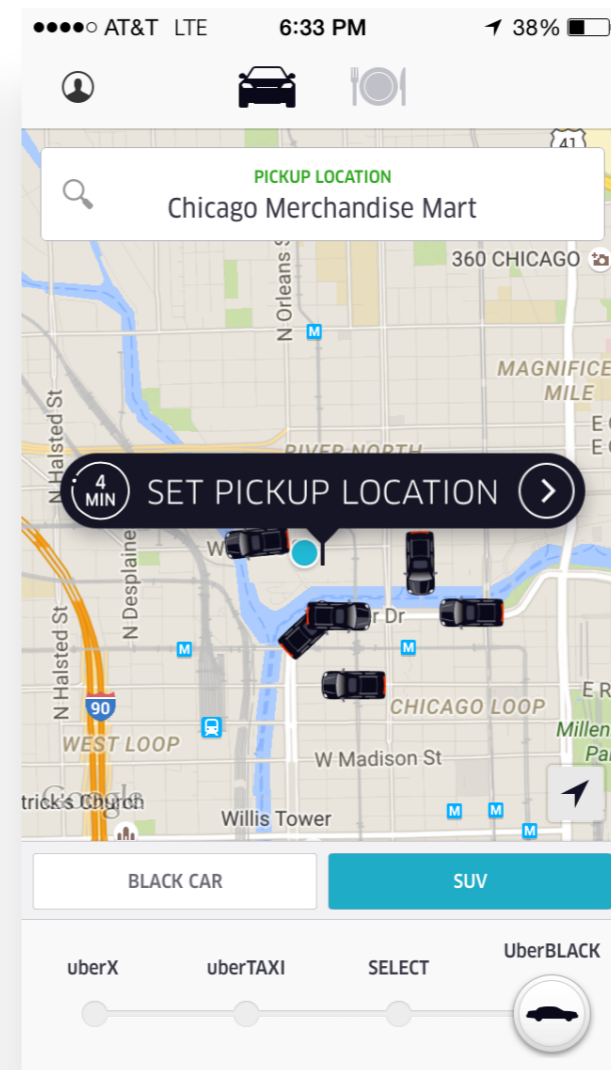
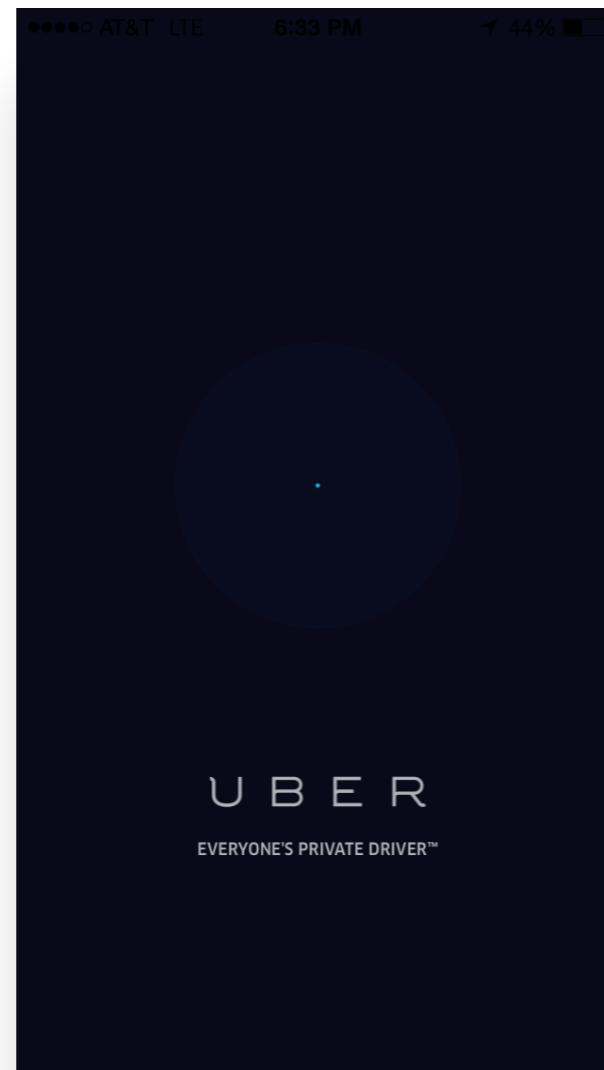
# PAYPAL

- Professional, clean, trustworthy
- Good use of iconography
- Screen background color changes with content



# UBER

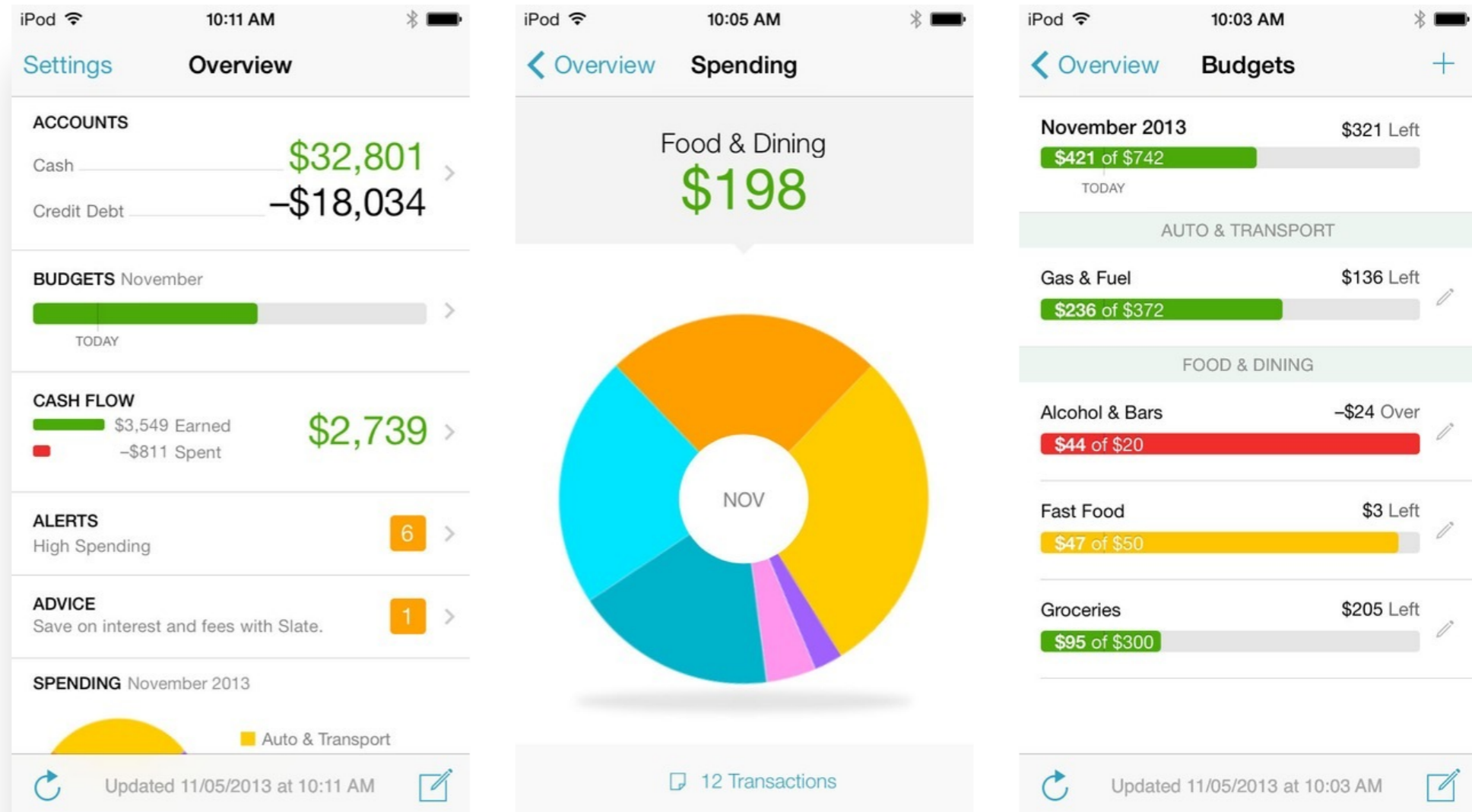
- Familiar layout (and use of google maps) eliminates need for onboarding
- Monochromatic scheme is stylish but provides little visual hierarchy
- Food delivery feels like a completely different app





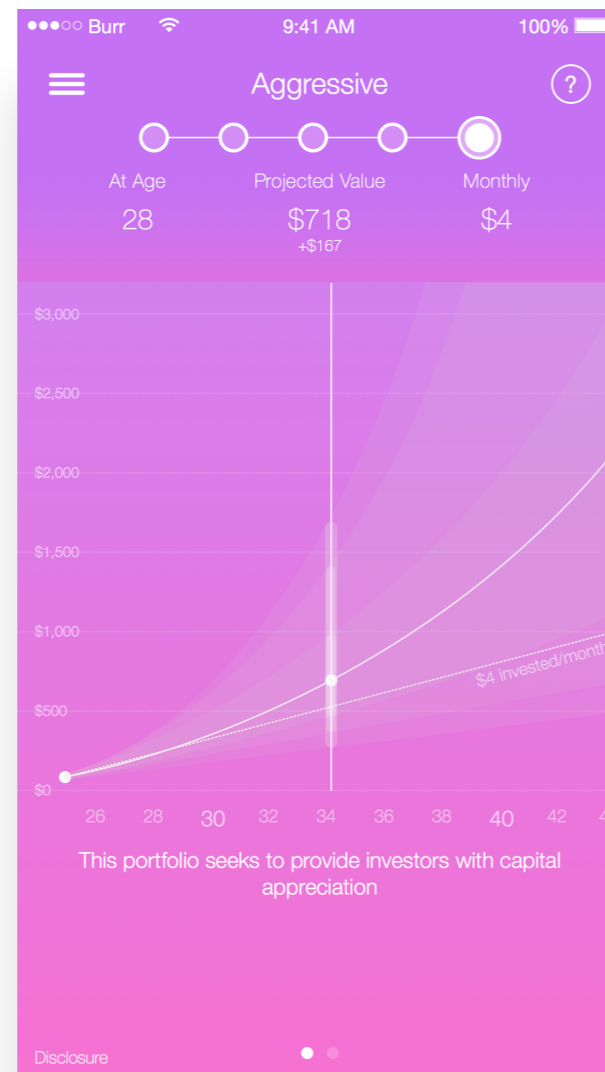
# MINT

- Welcoming, clean interface
- Excellent use of colors displaying hierarchy of information on elements
- Help anyone money make sense without much effort



# ACORNS

- Friendly, involving, trustworthy
- Clean background on white text
- More complex information screens occasionally don't easily translate to a monochromatic palette



Performance

Account Value \$16.17

Total Gain/Loss (All) -\$0.12 (-0.71%)

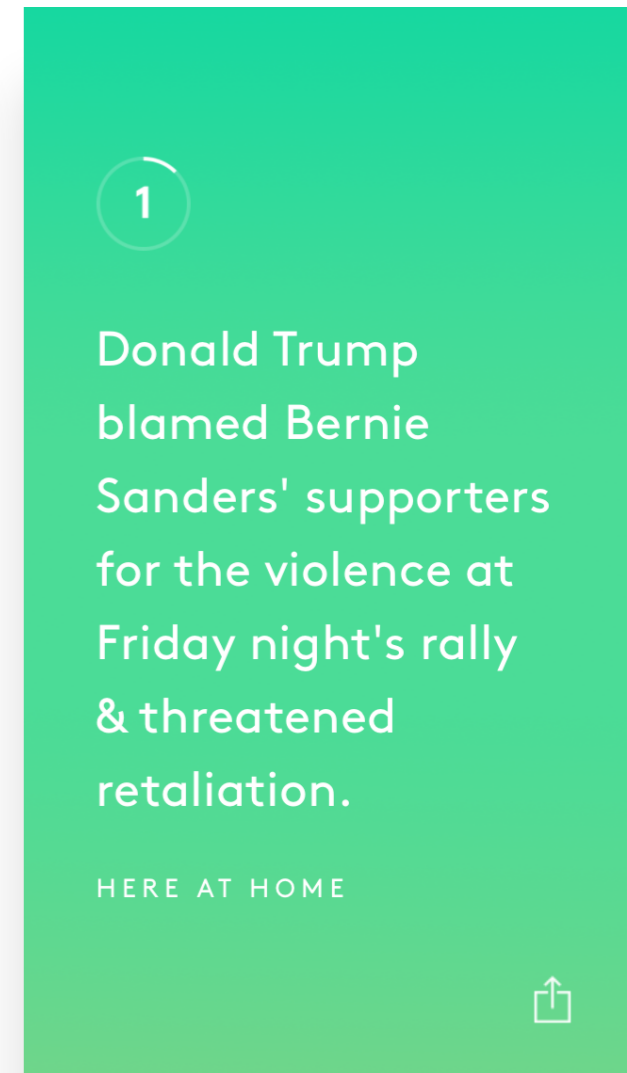
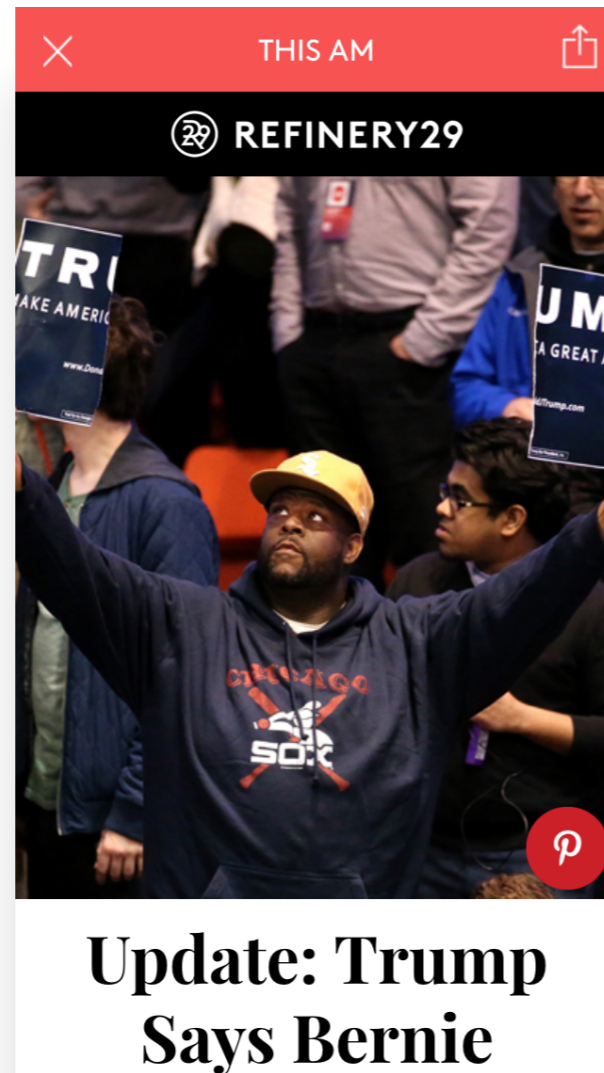
Dollar Percentage Shares

Corporate Bonds	12.79%
Government Bonds	12.83%
Large Company Stocks	13.13%
Small Company Stocks	25.26%
Emerging Market Stocks	13.84%
Real Estate Stocks	22.15%

Market Open

# REFINERY 29

- Bright, crisp, modern
- Negative space helps break up the large amount of content
- Helps CTA's stand out
- Content and photography help with information hierarchy



# STYLE TILES

# SHALEENEE'S TILES

## Color Palette



## Adjectives

Simple

Clarity

Friendship

Positive

Modern

**This is the heading  
Ubuntu Font**

This is the subheading

This is the paragraph text This is the paragraph text This is the paragraph text This is the paragraph text This is the paragraph text Lora Font.

LOGIN

SIGN UP

## Select Cause



Health



Arts & Culture



Environment



Religion



Disaster Relief



Social Advance





### Adjectives

Quirky

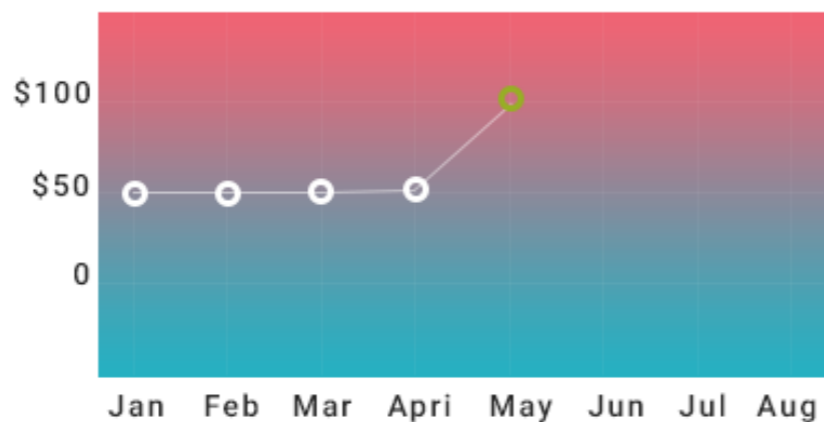
Happy

Reliable

Engaging

Active

### Donation History



### Home Example Layout

*It's Breast Cancer Awareness Month!*

Find A Nonprofit To Donate To

NONPROFITS CAMPAIGNS FILTERS

#### Alley Cat Allies

Featured Animal

**DONATE** .2 Miles | 200 Followers

Welcoming

Minimal

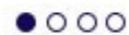
Professional

Elegant

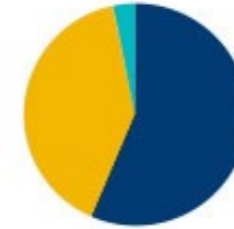
# uBack



uBack helps you find nonprofits that are important to you anytime, anywhere.



START EXPLORING



	Towards Cats	75%
	Administration	15%
	Fundraising	10%

Button Raleway - 14pt - Bold

**BUTTON**

Links Style - Raleway SemiBold - 14pt

[Read More](#)

Share Social Media - Active - Inactive








# LAINY'S TILES

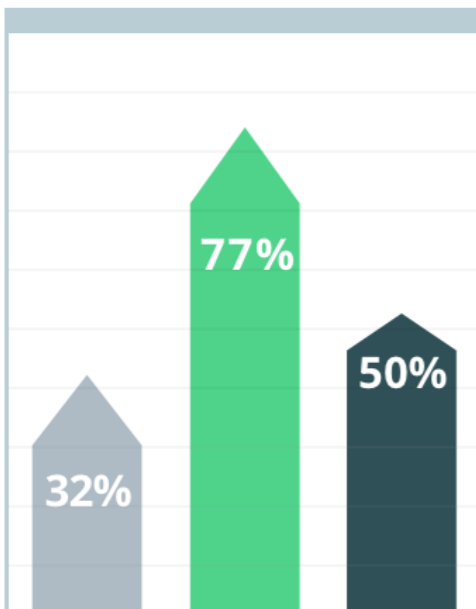


## Open Sans

 Campaign ▾

 Campaign ▾

 Campaign ▾



### Campaign Highlights

## Children's Header

How we care for children, protect their welfare, and prepare them for the future are the most important issues we face during our lifetime...

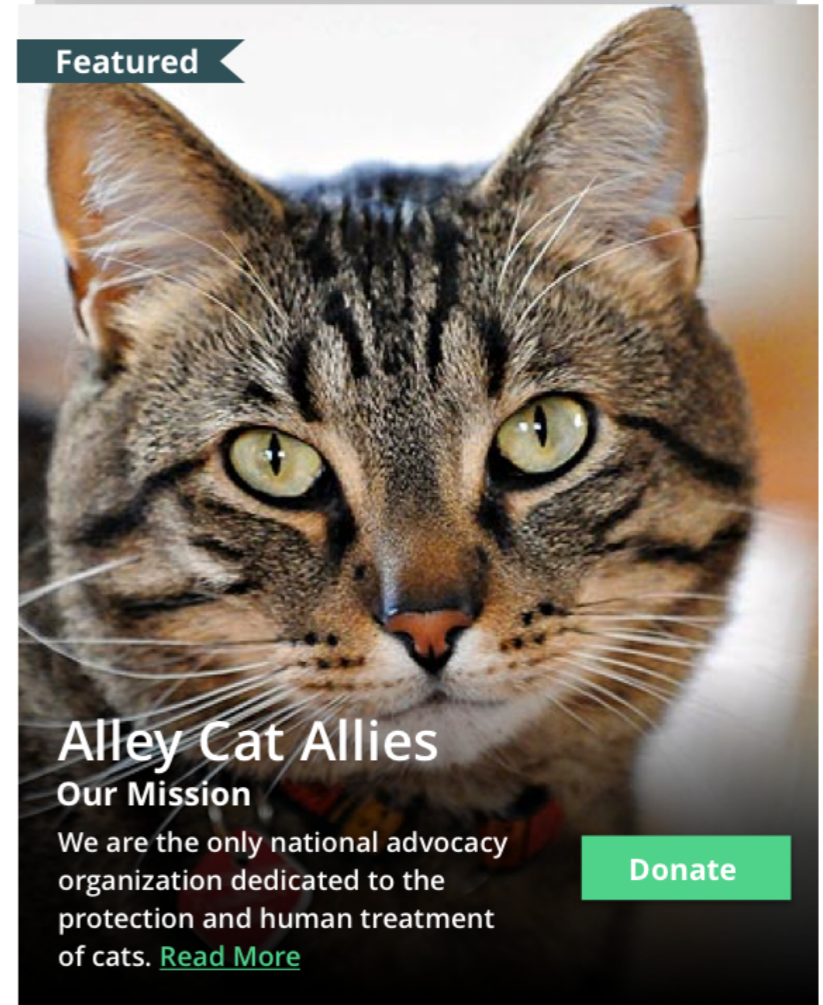
♥ 3



*"I really loved helping."*

How we care for children, protect their welfare, and prepare them for the future are the most important issues we face during our lifetime...

### Featured



## Alley Cat Allies

### Our Mission

We are the only national advocacy organization dedicated to the protection and human treatment of cats. [Read More](#)

Donate



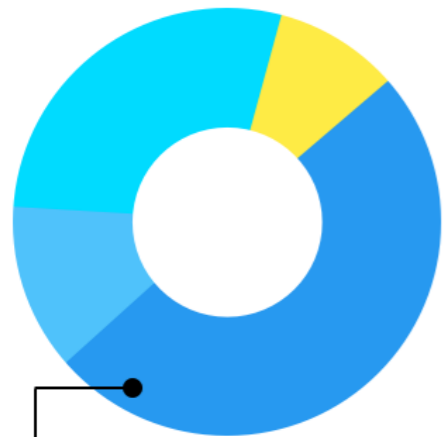
Animals



Arts/Culture



Health



Towards Cats 75%

## Engaging

## Positive

## Bright

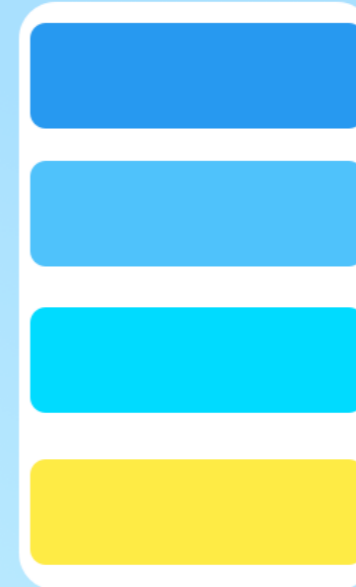
## Active



### Alley Cat Allies

We are the only national advocacy organization dedicated to the protection and human treatment of cats.

[SHARE](#) [LEARN MORE](#)



## Lato



73% raised

Donate



ENVIRONMENT



HEALTH



EMERGENCY

Social

Reliable

Simple



## Heading for Paragraph

### Sub Head

How we care for children, protect their welfare, and prepare them for the future are the most important issues we face during our lifetime.



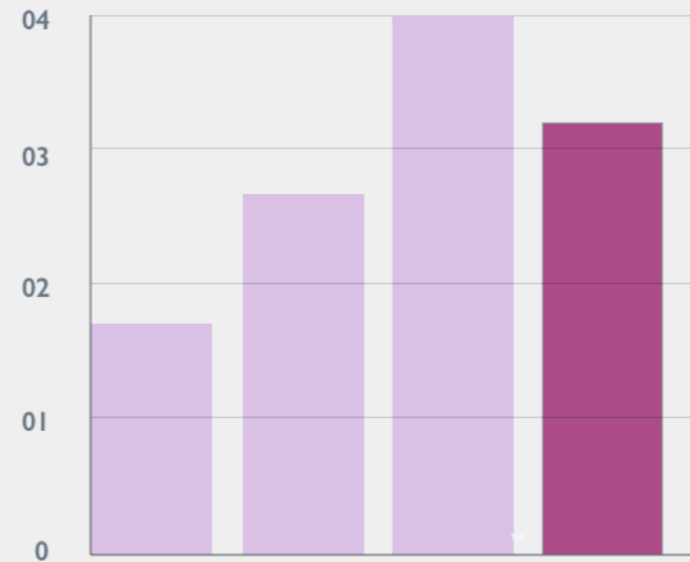
Health



Environment



Animals



BUTTON

BUTTON

DROPDOWN



Campaign 1

Campaign 2



Gill Sans

# DARYLE'S TILES

# uBack

Simple, Personal Giving



simple  
bright

positive  
reliable






**DON'T MISS A MOMENT TO ENGAGE.**

uBack powers quick and easy giving to the nonprofits you care about most. Discover new ways to support important causes and streamline your tax reporting with our easy-to-use dashboard.

uBack connects you to the causes that matter most to you - anytime, anywhere.

You're busy. You want to help. uBack makes it easy.

[SIGN UP TODAY](#)

-  **INSPIRE GIRLS ACADEMY**  
Chicago, Illinois >
-  **NORTHWESTERN SETTLEMENT**  
Chicago, Illinois >
-  **JOURNEY ARTS FOUNDATION**  
Charlotte, North Carolina >



**INSPIRE GIRLS ACADEMY**

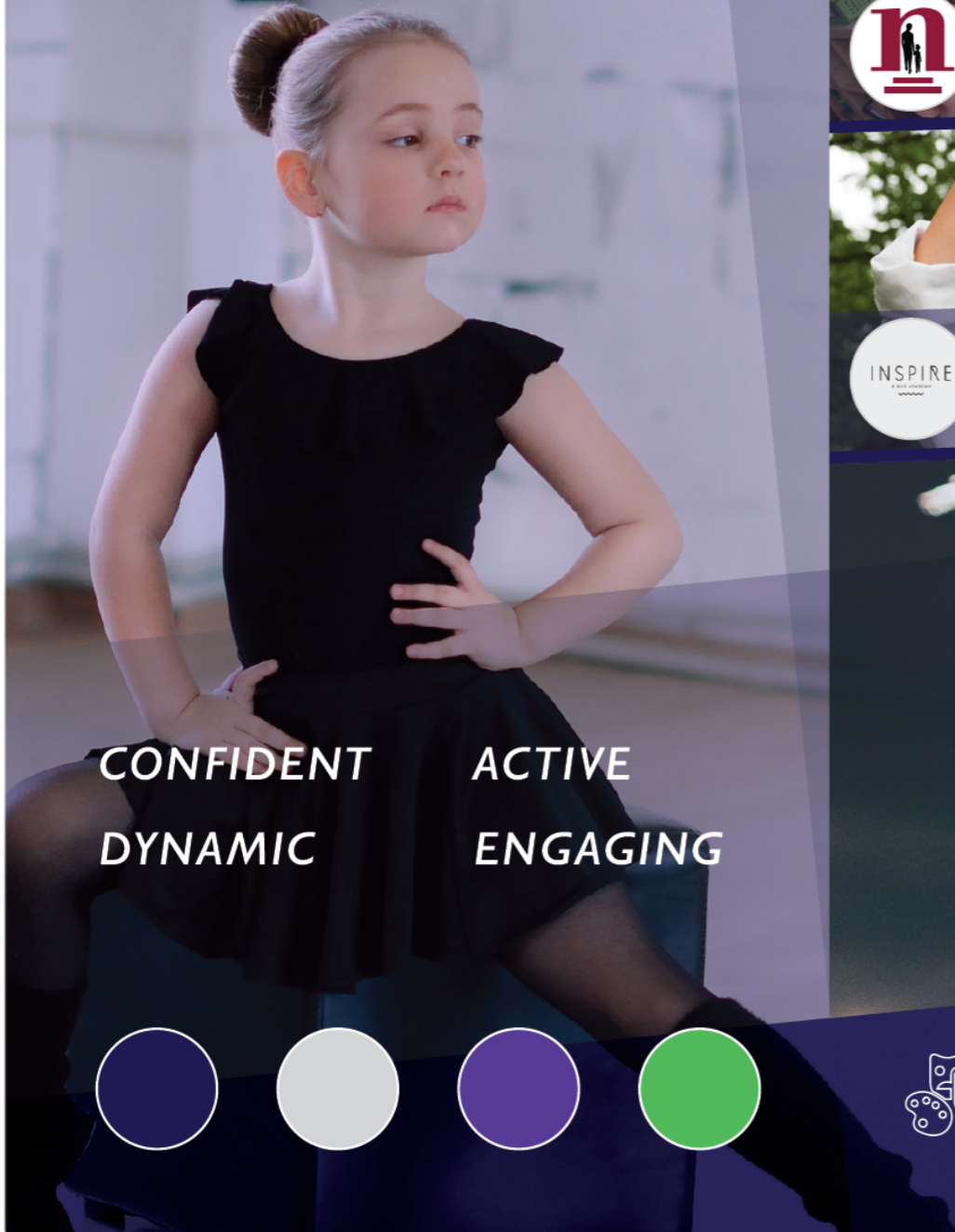
\$5 \$20 \$100 \$150

\$20

[DONATE](#)



**uBack**  
Simple, Personal Giving



CONFIDENT  
DYNAMIC

ACTIVE  
ENGAGING



**NORTHWESTERN SETTLEMENT**  
Chicago, Illinois

**INSPIRE GIRLS ACADEMY**  
Chicago, Illinois



**JOURNEY ARTS FOUNDATION**  
Charlotte, North Carolina



The Journey Arts Foundation supports activities designed to expose youth to arts and cultural events in Charlotte and surrounding areas. The Foundation uses money to sponsor supervised trips to museums, shows and events that can trigger a positive experience and enlighten underprivileged/underserved and at-risk youth to various forms of art/culture. Its is our hope that through these funded activities, the youth

\$5

\$20

\$100

\$150

**DONATE**





INSPIRE GIRLS ACADEMY

**INSPIRE GIRLS ACADEMY**  
CHICAGO, ILLINOIS

\$5 \$20 \$100 \$150

**DONATE**

MY NONPROFITS SUGGESTED **FEATURED** NEAR YOU

INSPIRE GIRLS ACADEMY CHICAGO, ILLINOIS

**n** NORTHWESTERN SETTLEMENT CHICAGO, ILLINOIS

JOURNEY ARTS FOUNDATION CHARLOTTE, NORTH CAROLINA

HOW **INSPIRE GIRLS ACADEMY** USES YOUR DONATION

44% CLASSROOM IMPROVEMENT

5% TEACHER DEVELOPMENT

**ABOUT**

FOUNDATIONS OF MUSIC VISION:

Our vision is a society where children of all means have access to music education and the opportunity to creatively express themselves through music; where all children are inspired to engage in their communities and realize their full potential.



QUESTIONS?