

Agency App

Abstract

Ensuring that agencies understand customers needs and keep in touch with them through a single interface.

Project Description

To ensure that a person or a team delivers a job to the customer with perfect communication.

Project Goals

This project focuses primarily on the problems experienced by agencies;

- Miscommunication
- Disruption of flow
- Failure to understand needs
- Inability to meet expectation

As a solution to the above problems, the project aims to enable agency authorities (Creative Director, Art Director, Account Manager) to communicate directly with the customer through a single platform.

Design Area

The project is planned to have a web interface for agencies and a mobile interface for customers. Although the actual user experience is considered for the web, the mobile interface is essential for support.

Personal Motivation

My motivation is to strengthen the relationship between the customer and the agency to provide a more accurate orientation. On the other hand, the ability to move communication within the team further will improve performance within the team and facilitate feedback.

Introduction Project Structure

Previously, I worked in many web design and interface design projects. Based on my experience, I want to create a communication-oriented and problem-solving platform.

Problem Statement

Many applications we use in daily life (Email, Slack, Social Media Apps, etc.) interfere with accessibility. Being able to communicate directly with the place you need will make your job easier and express your needs more accurately. Therefore, in a communication system which is reduced to a single application, users have the opportunity to work more business-oriented.

Competitive Analysis



InVision

- + Allows collaboration within a team on design.
- + Facilitate reviews and consolidate feedback.
- + Live Share
- Not for clients
- Notifications and updates are not well executed.
- Pricing, bit expensive for starters.



Slack

- + Instant messaging
- + Almost all-in-one communication tool. (chat and audio/video)
- + Categorize discussions by channels.
- For big organizations, (probably +150-200 employees)
- Just messaging
- Expensive licence
- Not for clients



Asana

- + Project management
- + Communication&Collaborate
- + Organizes Tasks.
- You can only comment on a project and not add another image or document.
- Limited functionality.
- Campaign management has no activations per event.



Basecamp

- + Can include clients.
- + Communication&Collaborate
- + Share documents
- + Creating tasks
- + Web&Mobile App
- Correcting or editing attached documents
- File Preview
- Difficult to finding folders, docs or any comments.



Vimeo

- + Video collaboration
- + Instant feedback
- + Professional analytics.
- Just video creators

Medium

A Website with a support mobile application.

Concept Development

How the concept has developed from the beginning of the project?

This idea was initially based on asking questions to experts and getting answers. Then, to make the idea more original and innovative, the focus was on the communication problem experienced by experts. Afterwards, the project evolved in this direction by including the agencies and customer relations. It was concluded that the communication problems of the experts could be experienced by a crowded team and this was a general problem.

Project Content

From the customer's point of view, it is a platform where it can clearly explain its needs and monitor the process follow-up of the work by means of a brief guidance. On the agency side, it is a prominent feature of this platform to create a faster and practical solution thanks to effective and powerful communication.

Personas



Elsa

Creative Director

She has a problem with the project. She's going to propose a few arrangements. At abroad due to business trip. She wants to share the referrals quickly with the whole team.



Matt

Account Manager

He wants to establish a direct relationship with the customer. There's a problem with the customer's request. He needs to give feedback to the customer.



Dennis

Client

Mobile user. He wants to know where things are going. He wants to add to the brief he wrote. He wants to take the job off his phone. He wants to contact the creative director. But the agency can't get a call back.



Müjde

Art Director

She's on annual leave. She wanted to see the final version. She wants the design to change. Wants to make a quick contact with the designers.



Peter

Lead Designer

He did not fully understand what was requested. He's confused. He has to consult the Art Director. He needs to lead his team.

Audience&Language

An application that can effectively and actively involve the customer in the team aid application is an innovative feature not found in other applications in the industry. Thus, a positive contribution is made to the customer's self-expression.

Future Projection

I think this idea might be more customer-oriented in the future. It may become much more functional, especially for the user. In this way, it can create more space for the customer to meet their needs. Many agencies may even want to include this in their system.

References

I got help from my colleagues at the agency. They explained their problems and the cases they faced for me. Also I made it survey for themselves.

Here is the another resources of my research about the similar problems of agencies:

<https://nusii.com/blog/biggest-problems-agencies-face-overcome/>

<https://www.quickreviewer.com/five-top-challenges-faced-by-creative-agencies/>

These web pages talk about the common problems that agencies have experienced. Many comments were made that the programs used in the agency were insufficient to solve the communication problem. At the same time, my colleagues working in the agencies said that the applications used were not sufficient to solve the problems because there was no specific application for their problems.

Action Plan

14th-20th April

- Collecting further research
- Collecting possible materials
- Discuss with others about topic

21st-27th April

- Meet with teachers to get feedback
- Collecting primary researchs

28th April - 4th May

- Idea development and prototypes

11st-24th May

- Design Experiments
- Tutorials for the project
- Use wide range of media

25th May - 1th June

- Final preparatory
- Narrows some idea developments

2nd-7th June

- Design development and experiments
- Tutorials for more feedbacks
- Preparing UI/UX
- Drawing Wireframes
- Completing Final Website
- Minor Upgrades

7th June

- The senior project submissions deadline

Research Question

- What are the general problems of agencies?
- What kind of problems are experienced in customer relations of agencies?
- Do customers think their needs are fully met?
- How is the customer communicated?
- What are the problems between the team?
- What would have changed if things were run on a single platform?

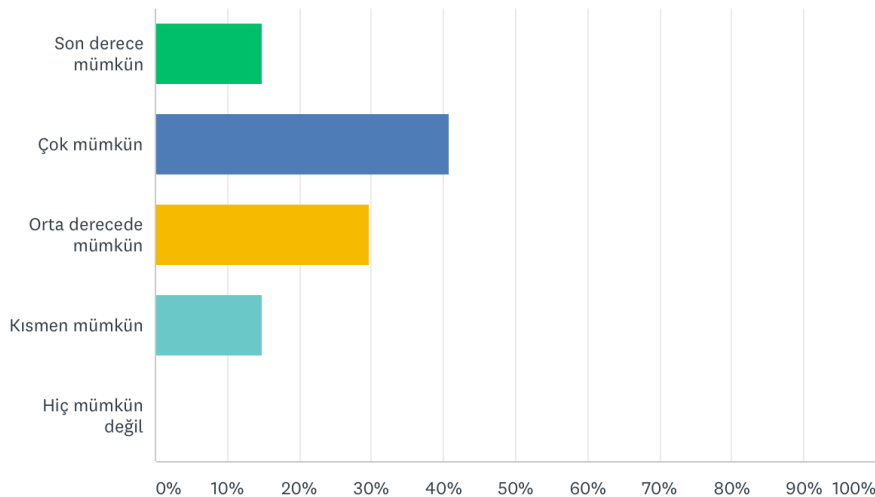
Research Methods

I asked questions to several Istanbul based agencies. I have made critical on questions with my friends who have previously had agency experience. Also here is my resources from my research:

"<https://tr.surveymonkey.com/r/TTKRZ8T>"

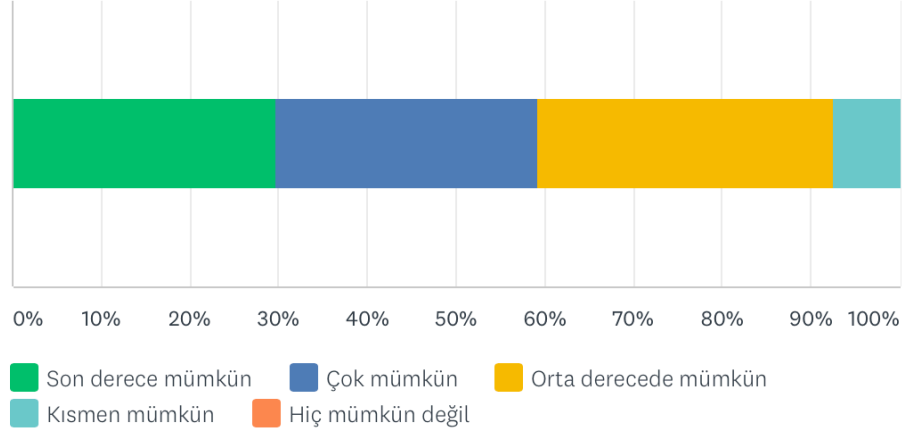
Q1: If you could access our new product right now, how much would it be possible to use our new product instead of competing products from other companies?

Answered: 27 Skipped: 0



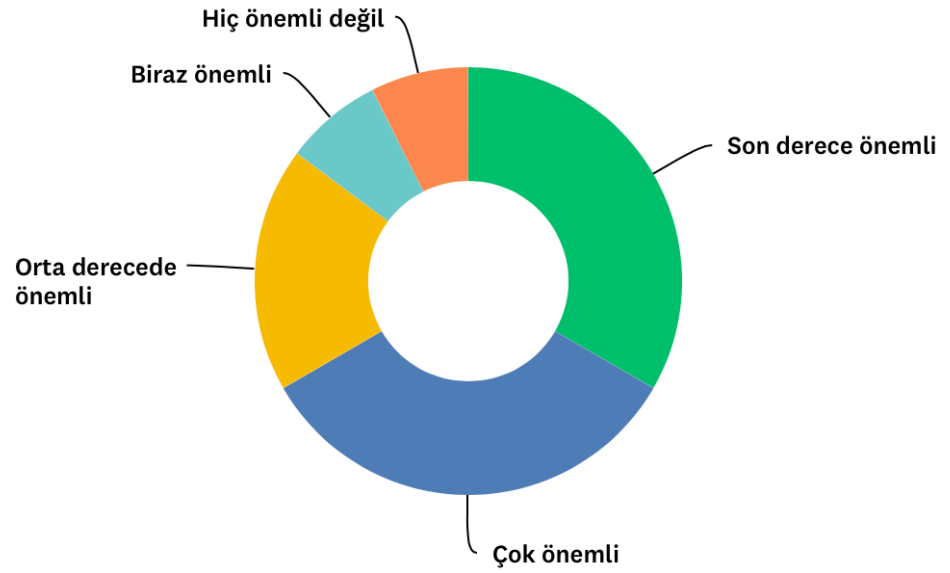
Q2: How would you recommend it to others if our new product was now available?

Answered: 27 Skipped: 0



Q3: How important is convenience when choosing such a product?

Answered: 27 Skipped: 0



Appendix

<https://www.quickreviewer.com/five-top-challenges-faced-by-creative-agencies/>
<https://www.quora.com/Whats-the-biggest-problem-facing-marketing-and-advertising-agencies>
<https://methodmeetsmadness.com/17-challenges-faced-by-traditional-creative-agencies-trying-to-provide-digital-marketing-de83664d4905>
<https://www.businessapps.com/blog/6-common-problems-for-marketing-agencies-and-how-to-fix-them/>
<https://www.forbes.com/sites/forbesagencycouncil/2019/11/14/12-exciting-agency-challenges-and-what-they-mean-for-you/#371ee97e4a75>

Research Question

These resources made an important contribution especially in identifying the general problem of agencies and in search of solutions.

Functional Requirements

The most important point of the interface I have designed in the project is that the interface consists of only one page. Thus, people can meet their needs on a single screen instead of getting lost between pages.

Proof of Concept

First of all, the interface, user interaction with the screen, icons, buttons and checkboxes should be well thought out. The reason for this is that everyone has a different user experience and it is important to make the design work as clear and understandable as possible. My goal is to make the design user-friendly and easy to read at this point.

<https://f5-studio.com/articles/what-is-user-interface-design-and-why-is-it-important/>*

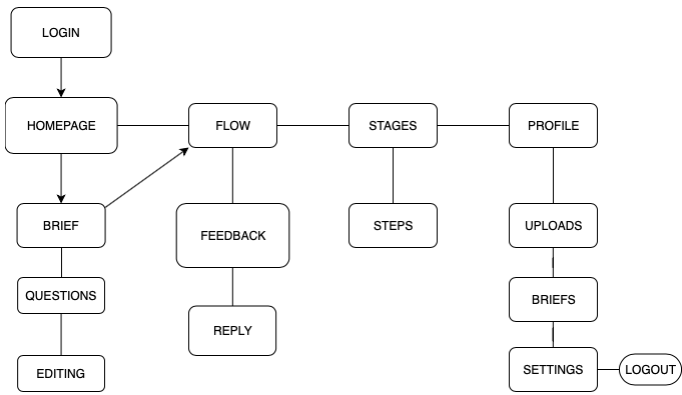
Test

My primary goal when testing was to make sure that users understand the interface at first glance. All of them were able to create a new membership as soon as they saw it. Each user was able to create his own brief. Some users did not prefer to fill out briefs because they prefer to see the interface directly. This is especially expected for business users.

Flowchart

Client's Diagram

The flow chart of Client users is shown in stages.



Agency's Diagram

The flow chart of agency users is shown in stages..

