



FINAL YEAR PROJECT REPORT

“User Interface Design (Marketplace App)”

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative Technology

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DHAKA, BANGLADESH

NOVEMBER 2018



APPROVAL

This Project titled **User Interface Design (Marketplace App)**, submitted by **Md. Waziullah** to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on **29 November 2018**.

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I hereby declare that, this project has been done by me under the supervision of **Mr. Arif Ahmed**, Associate Professor and **Dr. Shaikh Muhammad Allayear**, Associate Professor and Head, Department of MCT Daffodil International University. I declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ACKNOWLEDGEMENT

First of all, I express my heartiest thanks and gratefulness to almighty Allah for His divine blessing which made me possible to complete the final year project successfully.

I would like to extend my appreciations to everyone who made the following study feasible and achievement of my ideas and objectives a reality.

To my supervisor **Mr. Arif Ahmed**, Associate Professor, Department of MCT, Daffodil International University and **Dr. Shaikh Muhammad Aliayear**, Professor and Head, Department of MCT, Daffodil International University for their constant support, patience and mentorship throughout the entire process. I can never thank them enough. I would like to offer my deep appreciation to **Dr. Shaikh Muhammad Aliayear**, Professor and Head, Department of MCT, DIU.

I would like to thank our all the teachers in Daffodil International University as well.

Finally, I must acknowledge with due respect the constant support and patience of my parents.



ABSTRACT

There are lots of Marketplace app all over the world. And specifications are different based on their clients and users demand. I have used some of them my own and I have observed several lacking and difficulties in those apps. My motive is that I will design a very modern and user-friendly marketplace android mobile application design which will help buyers and sellers. Buyer can hire freelancers for their projects and seller can sell their skills by this marketplace. Basically, there are fewer difficulties in the web version of marketplaces.

Some steps have been taken to complete this project. I have used pencil and paper to draw the interface. Balsamiq Mockups (Offline Version) software has been used for wireframing the sketching. Icons have been designed by Adobe Illustrator CC, images have been edited by Adobe Photoshop CC And Adobe XD CC 2018 has been used to design and prototype the whole application.

In this project, we can find an overview of how a marketplace app can be very helpful even in the mobile version.



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CHAPTER 1

Introduction

1.1 Background

Mobile Application(App)

"A portable application, most ordinarily alluded to as an application, is a sort of utilization programming intended to keep running on a cell phone, for example, a cell phone or tablet PC. Versatile applications regularly serve to give clients comparative administrations to those got to on PCs".

In 2017, portable applications are a fundamental piece of our life. We utilize them to visit with companions, make good on regulatory obligations, arrange pizza, take photographs of felines, and heaps of other stuff. As indicated by insights, we're investing more energy with our cell phones than before PCs. So today, we'll think about the historical backdrop of versatile applications, endeavoring to see how they turned into the focal point of our consideration in such a brief timeframe.

Trust it or not, but rather sometime in the past, there was neither App Store nor Store. The plain first cell phone was furnished with highlights like word clock, adding machine, timetable, and contact book. Coincidentally, we as a whole think about Snake amusement? The unbelievable amusement that made Nokia to a great degree well known? Around then, it was the zenith of versatile gaming knowledge. In 2002, the primary BlackBerry cell phone was discharged[1]. The gadget could help the element considering remote email. This advancement gave a major push to versatile application improvement.



1.2 Motivation

Knowledge of the mechanisms of motivation can become the great help for UI/UX designers and information designers. As a Professional Graphics Designer, I have been using many marketplaces app from the first stage of my Freelancing Career. I have faced lots of difficulties and lacking using those apps. Whenever I started to learn Ui Design I was trying to finding out the issues of Marketplace app gradually and I am motivated to create a new app for my University at the same time for all Bangladeshi Freelancers. In that time our honorable department head called a meeting at our department and announced that they are going to create a marketplace for all the students of Daffodil International University so that they can make extra money besides their study. It was great news for me and I have taken this as a challenge to submit a very professional and perfect marketplace app which will be user-friendly. Finally, I have taken this as my Final Project.

Several software will be used for designing this mobile application. For instance: Adobe XD, Adobe Photoshop, Adobe Illustrator and so on. The final output will be a prototype of this app. From this, we will have the proper idea how this app will work after being developed.



1.3 Objectives

The objectives of the project are to:

1. Building a strong and useful platform of marketplace
2. Creating a user friendly interface that helps the users to make the best use of this app.
3. Adding extra facilities that keep this app on top of all others related apps.
4. Representing our skills and excellence to the World.

Besides these, I have tried to develop some extra features in my projects. These are:

Client Engagement:

The most vital thing is the client commitment, I have included this feature with the clients continuously, by area and finish with profile.

Clients are the most imperative piece of any business, you need to finish their necessities.

Client administration and support :

Make it basic and productive for clients to connect with you and offer them apparatuses to make their life simpler while utilizing your administrations. It very well may be an extraordinary motivation to build up a versatile application. Give reaction on customers surveys and associate with them.

Promotion :

For the advancement of your Mobile application improvement, you bring to the table something to them. In the event that your clients or customers were to get informed on their cell phones with a coupon from your store when strolling by, you'd improve the probability of having them visit by giving an auspicious reason.



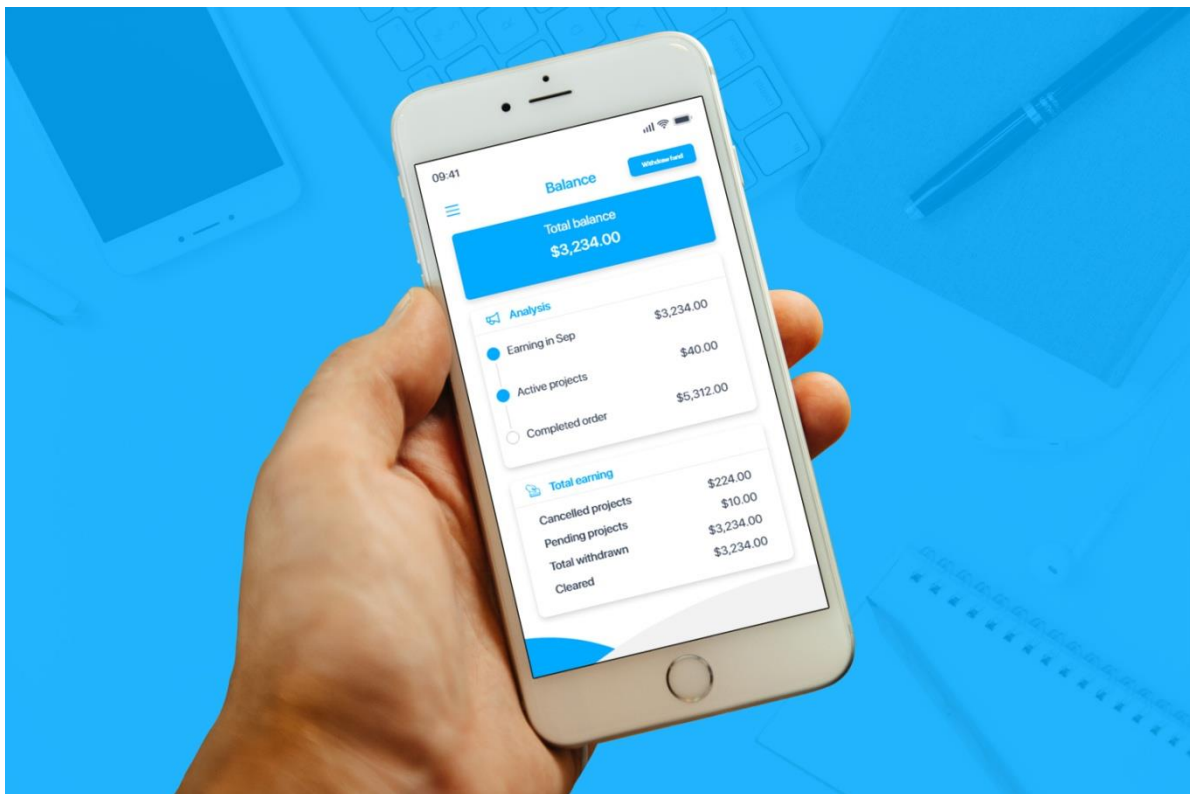
CHAPTER 2

Literature Review

2.1 Introduction

In this chapter, literature from different sources (books and internet websites) on Ui/Ux and other platforms are narrated briefly. Here I tried to give a solid idea and some literature flavor about below discussed topics.

2.2 UI Design



UI Design is the control of planning programming interfaces for gadgets, in a perfect world with an attention on boosting productivity, responsiveness and feel to encourage a decent client experience. UI configuration is normally utilized for items or administrations that require collaboration for the client to get what they require from the experience. The interface ought to enable a client to play out any expected errands to finish the capacity of the item or administration.



1. UX design is the process used to determine what the experience will be like when a user interacts with your product



Laura Klein

Principal at Users Know, Author of UX for Lean Startups

2. UX design is the art and science of generating positive emotions through product interactions



Tomer Sharon

Senior UX Researcher at Google, Author of Validating Product Ideas through Lean User Research

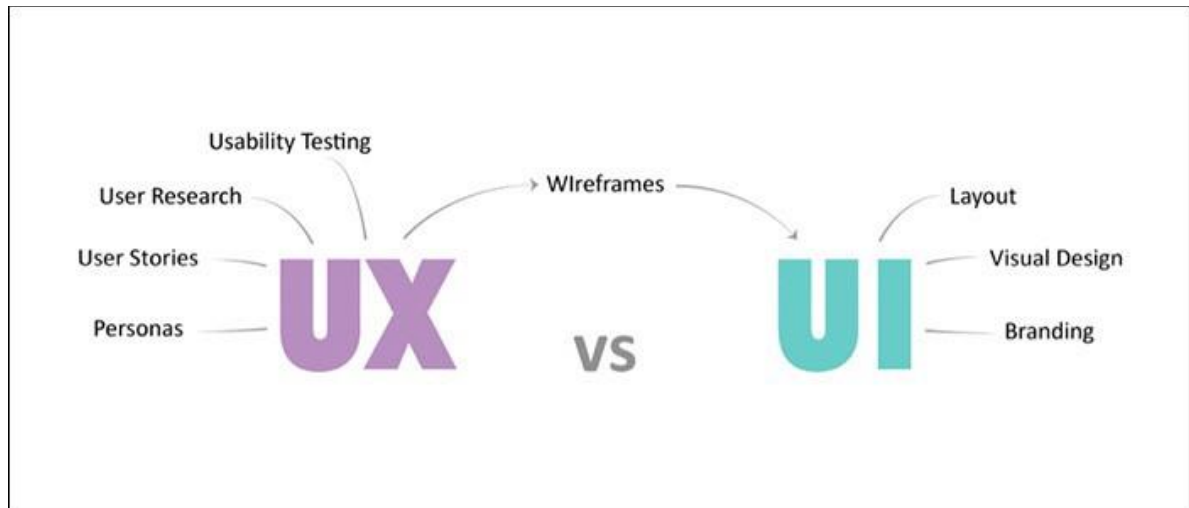
3. It's design with an awareness of every touchpoint that makes up the overall experience with your product or service



Joshua Porter

Co-founder of Rocket Insights, Founder of Bokardo

2.3 Differences between user interface and user experience:



It's essential to recognize the aggregate client encounter from the (UI), despite the fact that the UI is clearly a critical piece of the plan. For instance, consider a site with motion picture audits. Regardless of whether the UI for finding a film is impeccable, the UX will be poor for a client who needs data about a little autonomous discharge if the hidden database just contains motion pictures from the significant studios.

Consider a site with motion picture surveys. Regardless of whether the UI for finding a film is flawless, the UX will be poor for a client who needs data about a little autonomous discharge if the fundamental database just contains motion pictures from the real studios."

In this precedent, both UX and UI are basic segments for the client to appreciate the item, yet a client can't value the interface of an item if the item itself doesn't convey what the client needs.

How about we characterize UX and UI in more detail currently, to additionally illuminate the contrast between the two.



2.4 What's UX?

UX, which remains for client encounter, is the way toward inquiring about, creating, and refining all parts of a client's collaboration with an organization to guarantee the organization is addressing the client's needs. A UX fashioner must guarantee individuals discover esteem when they collaborate with an organization's items or administrations.

A UX designer is in charge of all parts of a client's association - this implies a UX planner isn't exclusively in charge of the innovation behind an item. They're in charge of how a client interfaces with an organization both on and disconnected, including client benefit and different aspects.

Basically, a UX originator must answer the inquiry: "By what method can my organization's item best address our client's issues?"

Presently, what's left for a UI designer to do?

2.5 What's UI?

A UI creator's obligations are more restorative than a UX planner's - a UI originator is in charge of the introduction of an item. In any case, that doesn't mean a UI planner just picks a few pictures and a logo and considers it daily.

A UI designer is in charge of how everything on a page adjusts in connection to one another. The visual components you see on a page, for example, catches and symbols, and the intelligence of an item, falls on the UI designer.

Have you at any point visited a site and thought, "Amazing, this organization is extremely cool and has an extraordinary item, however what extremely sold me was their site's instinctive and smooth format?"

That is to a great extent because of their UI designer.



2.6 How do UX and UI cooperate?

Since I've investigated UX and UI independently, we should perceive how they work cooperatively.

Suppose your organization needs to build up a running application, so your CEO contracts a UX designer. The UX planner is first going to do some investigation into contender's applications and your client's torment focuses.

With this data, she will choose the center highlights of the application ("must screen pulse and mileage"), and investigate client personas inside and out to make a site guide and introductory model.

From that point, a UX planner will make wireframes, test and refine them, and convert those wireframes into mockups. At that point, the UX designer will direct research and refine the item for the market. All through all stages, the UX originator is centered around the structure and estimation of the item and how that item is or isn't addressing client's needs.

Towards the finish of advancement, a UI fashioner will then take authority over the application's appearance, including on-screen shapes, pictures, catches, connections, and symbols. As should be obvious, the essential distinction among UX and UI is objectives: a UX designer is centered around the clients' involvement, including anything that may rouse or baffle them, why they would or wouldn't appreciate the item, and what the item needs to incorporate to charm the client.

A UI creator is given those requirements - she's told what the application must incorporate and prohibit, and how it will work. Utilizing those imperatives as a rule, she chips away at the structure and intelligence to guarantee the client comprehends the item and appreciates its introduction.

You can't make an extraordinary item without both UX and UI. Without a UX originator, YouTube would seem lovely and engaging however totally unusable. What's more, without a UI designer, YouTube would be an extraordinary thought in principle however would be troublesome and befuddling to explore on the screen.



2.7 Which Mobile Platform users are the most in Bangladesh?

Market share of mobile operating systems in Bangladesh from January 2014 to December 2017*[2]

Region

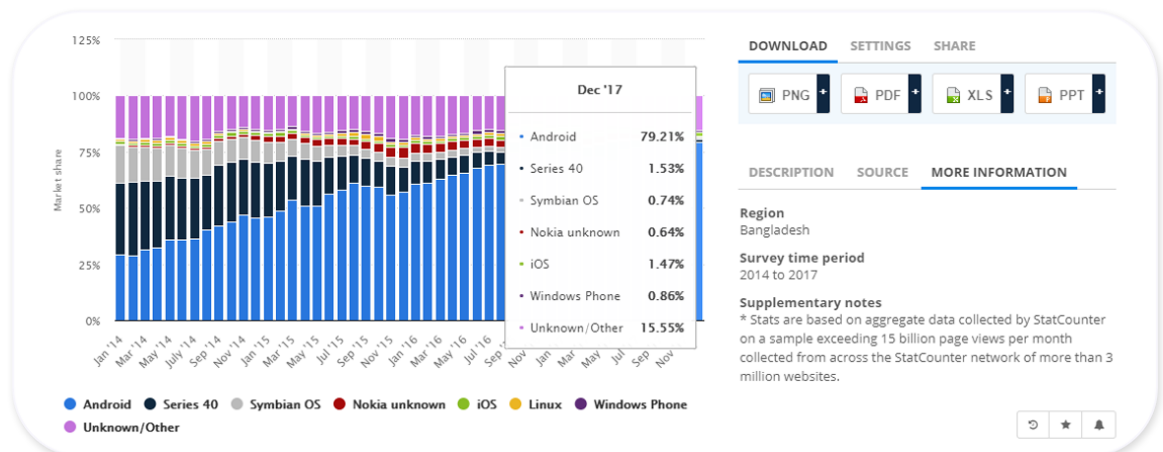
Bangladesh

Survey time period

2014 to 2017

Supplementary notes

* Stats are based on aggregate data collected by StatCounter on a sample exceeding 15 billion page views per month collected from across the StatCounter network of more than 3 million websites.



2.8 Mobile app development



Portable application improvement is the demonstration or process by which a versatile application is created for cell phones, for example, individual computerized colleagues, venture advanced associates or cell phones. These applications can be pre-introduced on telephones amid assembling stages, or conveyed as web applications utilizing server-side or customer side preparing (e.g., JavaScript) to give an "application-like" affair inside a Web program. Application programming designers additionally should think about a long cluster of screen sizes, equipment determinations, and setups due to extraordinary rivalry in portable programming and changes inside every one of the stages. Versatile application improvement has been relentlessly developing, in incomes and occupations made. A 2013 investigator report gauges there are 529,000 direct application economy employments inside the EU 28 individuals [3], 60% of which are versatile application developers.

As a major aspect of the advancement procedure, versatile (UI) plan is likewise fundamental in the making of portable applications. Versatile UI thinks about limitations, settings, screen, information, and portability as frameworks for structure. The client is regularly the focal point of association with their gadget, and the interface involves parts of both equipment and programming. Client input takes into consideration the clients to control a framework, and gadget's yield enables the framework to demonstrate the impacts of the clients' control. Versatile UI plan limitations incorporate restricted consideration and frame factors, for example, a cell phone's screen estimate for a client's hand(s). Versatile UI

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settings flag signs from client action, for example, area and booking that can be appeared from client associations inside a portable application. In general, versatile UI structure's objective is predominantly for a reasonable, easy to use interface. The UI of portable applications should: think about clients' constrained consideration, limit keystrokes, and be assignment situated with a base arrangement of capacities. This usefulness is bolstered by portable venture application stages or coordinated advancement conditions (IDEs).

Portable UIs, or front-closes, depend on versatile back-closures to help access to big business frameworks. The portable back-end encourages information steering, security, verification, approval, working disconnected, and benefit organization. This usefulness is upheld by a blend of middleware segments including portable application server, versatile backend as an administration (MBaaS), and administration situated engineering (SOA) foundation.

2.9 Android Platform



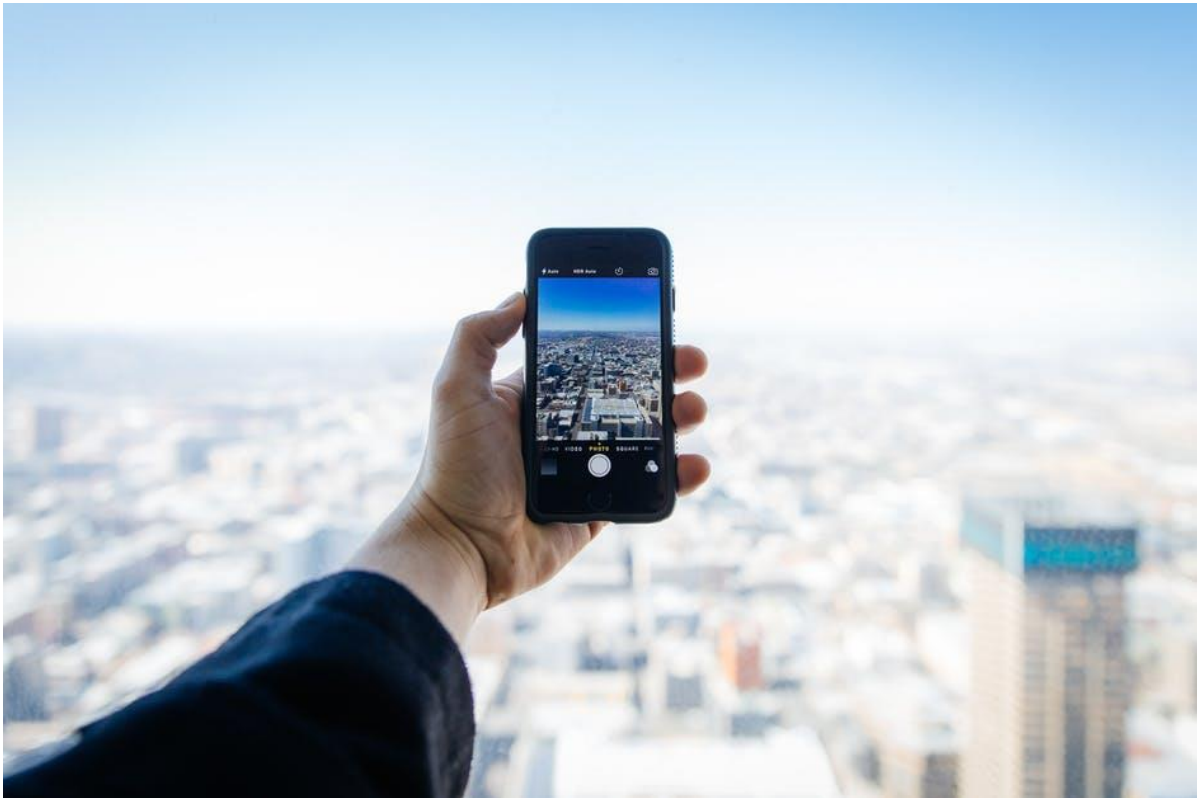
The Android stage is a stage for cell phones that utilizes an altered Linux bit. The Android Platform was presented by the Open Handset Alliance in November of 2007. Most applications that keep running on the Android stage are composed in the Java programming dialect.

The Android Platform was propelled in 2007 by the Open Handset Alliance [4], a partnership of unmistakable organizations that incorporates Google, HTC, Motorola, Texas Instruments and others. Albeit the vast majority of the applications that keep running on the Android Platform are composed in Java, there is no Java Virtual Machine. Rather, the Java classes are first assembled into what are known as Dalvik Executables and keep running on the Dalvik Virtual Machine.

Android is an open improvement stage. In any case, it isn't open as in everybody can contribute while a rendition is a work in progress. This is altogether done away from public scrutiny at Google. Or maybe, the transparency of Android begins when its source code is discharged to people in general after it is finished. This implies once it is discharged anybody intrigued can take the code and modify it as they see fit.

To make an application for the stage, an engineer requires the Android SDK, which incorporates apparatuses and APIs. To abbreviate advancement time, Android engineers commonly incorporate the SDK into graphical client IDEs (Integrated Development Environments). Amateurs can likewise make utilization of the App Inventor, an application for making Android applications that can be gotten to on the web.

2.10 iOS



iOS (once iPhone OS) is a portable working framework made and created by Apple Inc. solely for its equipment. It is the working framework that by and by forces huge numbers of the organization's cell phones, including the iPhone, iPad, and iPod Touch. It is the second most prominent versatile working framework all around after Android.

Initially uncovered in 2007 for the iPhone, iOS has been stretched out to help other Apple gadgets, for example, the iPod Touch (September 2007) and the iPad (January 2010). As of March 2018, Apple's App Store contains more than 2.1 million iOS applications [5], 1 million of which are local for iPads. These portable applications have altogether been downloaded in excess of 130 billion times.

The iOS UI depends on direct control, utilizing multi-contact motions. Interface control components comprise of sliders, switches, and catches. Cooperation with the OS incorporates motions, for example, swipe, tap, squeeze, and switch squeeze, all of which include particular definitions inside the setting of the iOS working framework and its multi-contact interface. Inside accelerometers are utilized by a few applications to react to shaking the gadget (one normal outcome is the fix direction) or turning it in three measurements



(one regular outcome is exchanging among picture and scene mode). Apple has been essentially applauded for fusing exhaustive availability capacities into iOS, empowering clients with vision and hearing incapacities to legitimately utilize its items.

Significant renditions of iOS are discharged every year. The present rendition, iOS 12, was discharged on September 17, 2018. It is accessible for all iOS gadgets with 64-bit processors; the iPhone 5S and later iPhone models, the iPad (2017), the iPad Air and later iPad Air models, all iPad Pro models, the iPad Mini 2 and later iPad Mini models, and the 6th era iPod Touch. On every single ongoing Io gadgets, the iOS consistently keeps an eye on the accessibility of a refresh, and on the off chance that one is accessible, will incite the client to allow its programmed establishment.

2.11 Microsoft Windows



Microsoft Windows is a gathering of a few graphical working framework families, which are all created, showcased, and sold by Microsoft. Every family takes into account a specific part of the processing business. Dynamic Windows families incorporate Windows NT and Windows Embedded; these may envelop subfamilies, e.g. Windows Embedded Compact (Windows CE) or Windows Server. Dead Windows families incorporate Windows 9x, Windows Mobile and Windows Phone.

Microsoft presented a working domain named Windows on November 20, 1985 [6], as a graphical working framework shell for MS-DOS in light of the developing enthusiasm for graphical UIs (GUIs). Microsoft Windows came to rule the world's (PC) showcase with over 90% piece of the pie, overwhelming Mac OS, which had been presented in 1984. Apple came to consider Windows to be an uncalled for infringement on their advancement in GUI improvement as executed on items, for example, the Lisa and Macintosh (inevitably settled in court to support Microsoft in 1993). On PCs, Windows is as yet the most well known working framework. Be that as it may, in 2014, Microsoft conceded losing most of the general working framework market to Android, due to the enormous development in



offers of Android cell phones. In 2014, the quantity of Windows gadgets sold was under 25% that of Android gadgets sold. This examination, nonetheless, may not be completely applicable, as the two working frameworks generally target distinctive stages. In any case, numbers for server utilization of Windows (that are tantamount to contenders) indicate 33% piece of the overall industry, like that for end-client utilize.

As of October 2018, the latest rendition of Windows for PCs, tablets, cell phones and implanted gadgets is Windows 10. The latest variants for server PCs is Windows Server 2019. A specific form of Windows keeps running on the Xbox One computer game console.



CHAPTER 3

3.1 For what reason is UI Design Important?

On the off chance that an interface doesn't execute as planned, if clients can't utilize it to do what they need, or in the event that they simply don't care for taking a gander at it, they'll find different approaches to finish their errands (i.e. another person's application or site).

Kathleen Johnson is an independent UX creator who has worked for Amazon.com and PayScale.com. "The principle advantage of good UI configuration is somewhat basic, you will have more joyful clients who like your item better and utilize it more," she says. "Great UI enables individuals to discover data all the more effortlessly, purchase things they need or need without a ton of exertion, and access individual, monetary, and social data they can use to make the day by day errands of life less difficult."

Designers should keep the accompanying key thoughts and subject matters best of psyche with the end goal to make a useful and convincing UI:

- **User Needs:** This is the most imperative piece of UI plan. Creators need to know and regard what their clients need to do.
- **Requirements:** Interfaces need to meet business objectives, and an originator needs to comprehend the prerequisites to meet those objectives.
- **Research:** Working with scientists (or being one themselves) will enable planners to make better structures for the UI. Some key things in research include:
 - **Expert Reviews:** The specialist utilizes their aptitudes and amassed learning to study a structure and offer proposals for development.
 - **Tests:** Put the UI before potential clients to perceive how it will perform in reality, and utilize that information to enhance the structure.
 - **Prototypes:** Create harsh variants of the UI for testing, master audits, and to confirm that ideas function of course.

Data Designerure: Awareness of how screen formats, naming, and association crosswise over pages influence interfaces will enable creators to enhance the experience.



Appearance: If a client doesn't care to take a gander at the last structure, they won't have any desire to utilize it.

Updates: Updating programming enables planners and designers to include new highlights, settle bugs, or adjust to new equipment arrangements. Updates ought to pursue indistinguishable process from the underlying discharge to guarantee that the UI isn't endangered.

3.2 Stick to core UI Principles

Plan standards ought to dependably be the focus to your structure as they convey you near planning an extraordinary, useful versatile application interface. With immense pieces of information and amazingly restricted space, there are incredible shots that you may lose track and wind up wrecked. However, this is the point at which your rudiments would manage you back.

Clarity

Structures ought to dependably enable clients to finish the given undertaking at the most punctual conceivable by making the procedure exceptionally instinctive. Continue scrutinizing your plans from the point of view of first-time client, do you comprehend everything in the division of seconds? in the event that the appropriate response is indeed, you are heading the correct bearing. Clearness lead towards expelling the superfluous and making your plan more straightforward.

Consistency

Keeping up consistency over your application will diminish the need to reconsider and recall; what we should go for is partner clients with an example and they would figure what should be done effortlessly.

Recognition

Not all things need to be out of the container. We as creatures love commonplace things and are alright with them. You require a pivotal application not a labyrinth of riddles for clients; in this way, make utilization of intuitive practices and adapted examples. For instance, don't advance an installment portal.



Breathing Space

The blank area around components is vital to attracting client's regard for the substance and arm clients with more prominent clarity and clean UI. While structuring versatile application this fills in as an extremely dynamic component and ought to be viewed as indispensable.

3.3 Why I have chosen Open Sans font for my App?

I have used many apps already and I have found that sans serif fonts are easier to read on a mobile screen. At the same time, I have analysis some forums/blogs and observed the answers of Top UI Designer. I have added some screenshots from those blogs/forums.



Aanand Kainth, Self taught software engineer

Answered Sep 19, 2017 · Author has 132 answers and 59.3k answer views

There are many appealing fonts available for free use. You can find a ginormous library of them on [Google Fonts](#), and use any of them for free. Some of the most popular ones currently, as mentioned by [designer aliul](#) are

- Roboto: sans-serif
- Open Sans: sans-serif
- Quicksand: sans-serif
- Inconsolata: serif
- Nunito: sans-serif, and serif

Of course, you shouldn't design your website around a font; the font should match the site. Often a Sans Serif font fits in, and occasionally, a serif works better. As always, use your instincts, and be creative, but not crazy.

Good luck, and feel free to ask me if you have any questions.



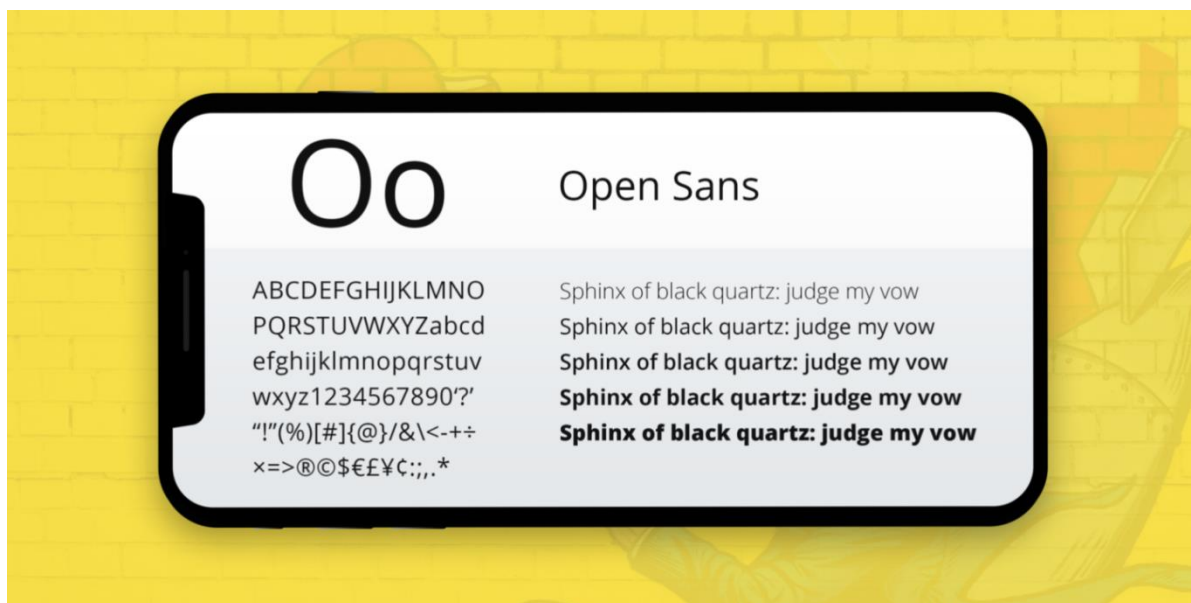
designer aliul, studied at Web Design

Answered Sep 19, 2017

Most of designer using Google fonts and also currently these have been trendy front. Most uses fonts are (open sans, lato, roboto, roboto slab, montserrat, raleway, oswald, ubuntu, playfair display, titillium web etc.)

113 Views · View 1 Upvoter

3.4 About the typeface (Open Sans) which I have selected for my project.



Open Sans is a humanist sans serif typeface structured by Steve Matteson. Open Sans was advanced for print, web, and versatile interfaces, and has phenomenal intelligibility qualities in its letterforms.

3.5 Best used for

Sites and Mobile Apps for delayed utilization and decipherability. Open Sans is simple on eyes and can be useful for normal utilization. An incredible utilization of Open Sans is in Body Copy or Navigational components. Attempt 12– 16px for primary content and 24– 30px for Headings.



3.6 Color Psychology and Product Design

The Psychology of Color

As indicated by an examination led by the Seoul International Color Expo, over 92% of individuals said that shading has an essential impact when acquiring stock. Trust it or not, just 6% said that their feeling of touch assumed a noteworthy job, though smell and hearing added up to a small 1% of individuals' votes - except if obviously, they were purchasing deodorizer or music. Further research did by the Institute for Color Research demonstrated that customers subliminally judge individuals, the earth, and the item inside the initial two minutes of the underlying survey. Significantly, 60% to 90% make an appraisal that is exclusively founded on shading. Thusly, it's implied that grabbing the client's attention with a canny design of hues is essential to internet business achievement. brain science is one of the fundamental examinations helping in plan work process. There is a part of brain science demonstrating the impact of hues on a human state of mind and conduct called shading brain science. It expresses that our mind responds to hues while we more often than don't see it. At the point when human eyes see a shading, our cerebrum offers signs to the endocrine framework discharging hormones in charge of the disposition and feelings. Each shading has its very own effect at the forefront of our thoughts and the information of the conceivable responses can assist originators with transferring the correct message and call clients to make the normal activity. Here is a short rundown of shading implications.

The *psychology* of colours



Red. It symbolizes both great and awful emotions including love, certainty, enthusiasm, and outrage.

Orange. A vigorous and warm shading bringing the sentiments of energy.

Yellow. This is the shade of bliss, the daylight, satisfaction, and warmth.

Green. The shade of nature which brings quieting and recharging sentiments.

Blue. It frequently speaks to some corporate pictures. Maybe related to separation and misery.

Purple. Since quite a while ago connected with sovereignty and riches. It's additionally a shade of a riddle and enchantment.

Dark. It partners with a disaster and demise and means a riddle. In the meantime, it very well may be the conventional and present day.

White. The shading implies virtue and guiltlessness, and in addition wholeness and lucidity.



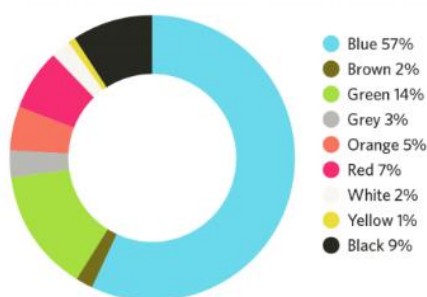
3.7 Audience Preference

Alongside shading brain science, a group of onlookers inclination is a basic factor in picking the correct item hues. This starts with building up a profound comprehension of the intended interest group profile or purchaser persona - and relying upon the plan of action, an organization may have numerous profiles or personas. These profiles will incorporate information like socioeconomics, sex, age, industry, job, business objectives, challenges, and even closer to home interests. In view of this data, item designers can choose hues that will coordinate the inclination of the greater part of their objective clients. When all is said in done, ladies prefer blue, purple and green, while men pick blue, green and dark as their most loved hues. Blending a group of people's socioeconomics with coordinating known shading inclinations adds to data item fashioners can use to pick hues that will offer their item.

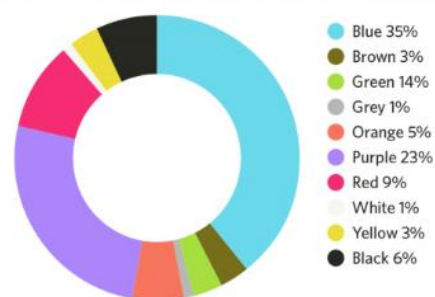
In view of a mix of shading brain research and gathering of people inclination data, shading decision can underscore the constructive qualities of an item. The correct hues will, regardless of whether deliberately or unknowingly, resound with their intended interest group, creating enhanced accomplishment for the item - while the wrong shading can restrict the appropriation of a generally all around structured item.

Favorite colors

Men



Women





3.8 Why I choose blue color for my project?

It regularly speaks to some corporate pictures since the blue is the shade of trust. It for the most part demonstrates unwavering quality, may give clients quieting sentiments. Be that as it may, as a cool shading, it likewise connects with separation and pity, so fashioners need to keep it in equalization.

CHAPTER 4

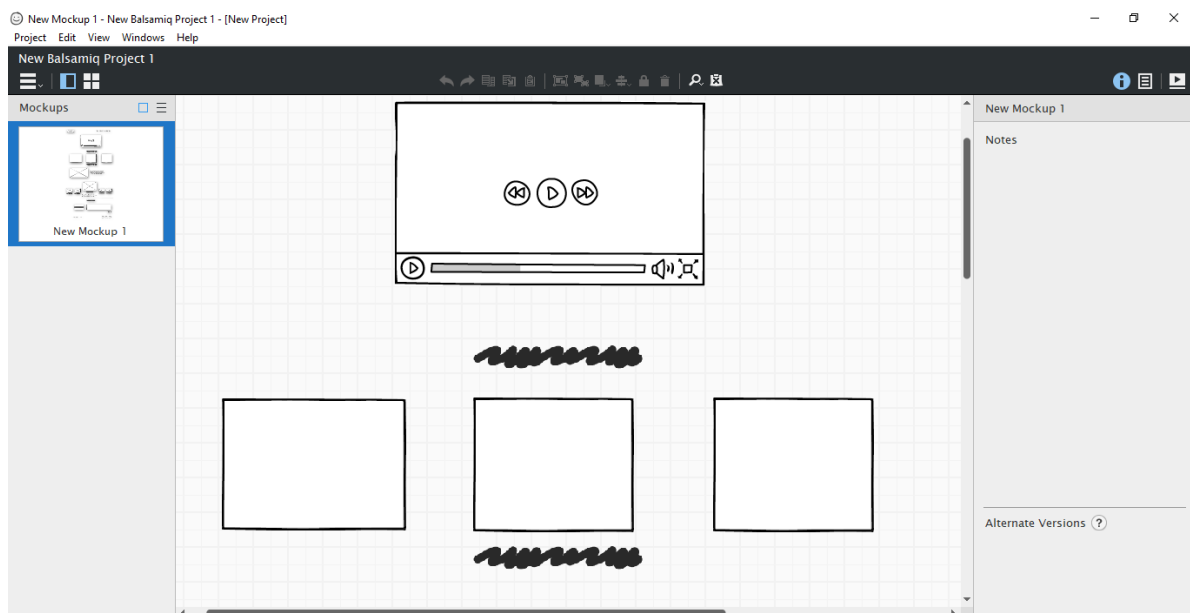
4.1 Software:

Following software were used to create the final output:

- Balsamiq Mockup
- Adobe Photoshop
- Adobe Illustrator
- Adobe Experience Design

4.2 Balsamiq Mockup

Balsamiq mockup software has online and offline version. They offer free trial for some days and they have premium packages with more nice features monthly and yearly.



Since They began in 2008 [7], they will probably enable individuals to make programming and sites that are less demanding to utilize. They do this by giving programming devices, training UI Design to non-creators, and by building an enduring organization. They get a



kick out of the chance to contend on ease of use and client benefit. We're great individuals, and we give it a second thought.

Balsamic vinegar, the top of the line, matured for 25+ year kind, shares a ton for all intents and purpose with what they need their product to be: rich, smooth, pleasurable, costly. Alright, their product is in reality exceptionally reasonable, however despite everything they need it to feel like a treat! :)

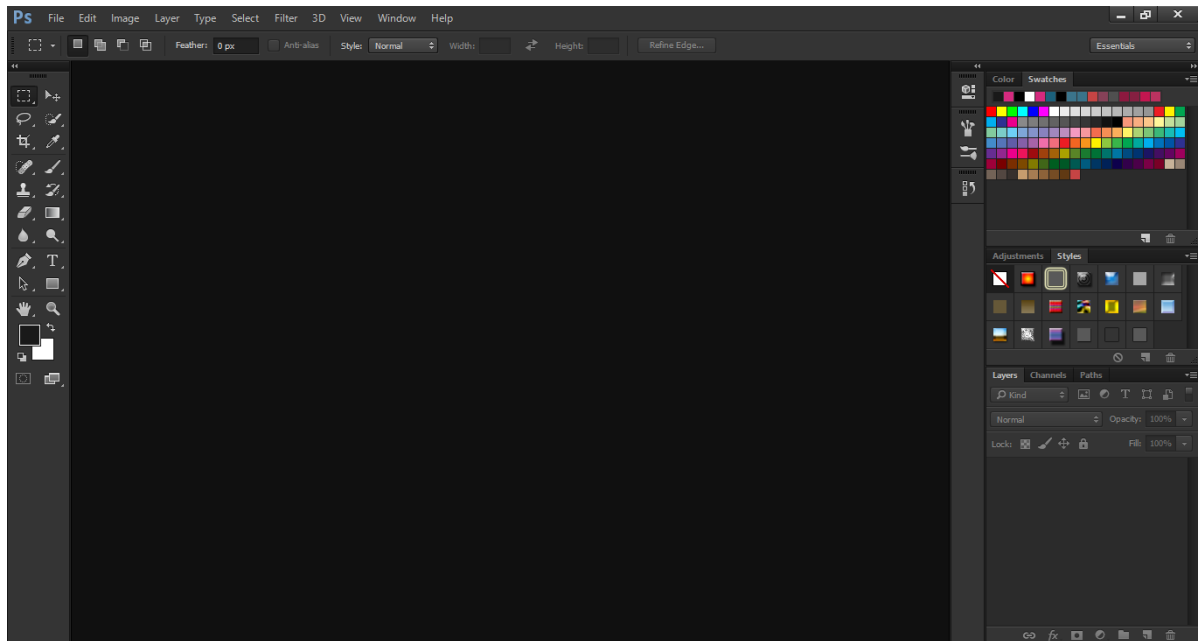
Like a fine balsamic vinegar, Their product can add flavor to something unique (for their situation wikis and bug trackers), requires craftsmanship and is made in Italy!

Balsamiq Mockup Software was utilized for Pre-generation. Its made a standard variant of my own illustration.



4.3 Adobe Photoshop

Adobe Photoshop is a raster designs supervisor created and distributed by Adobe Systems for macOS and Windows.

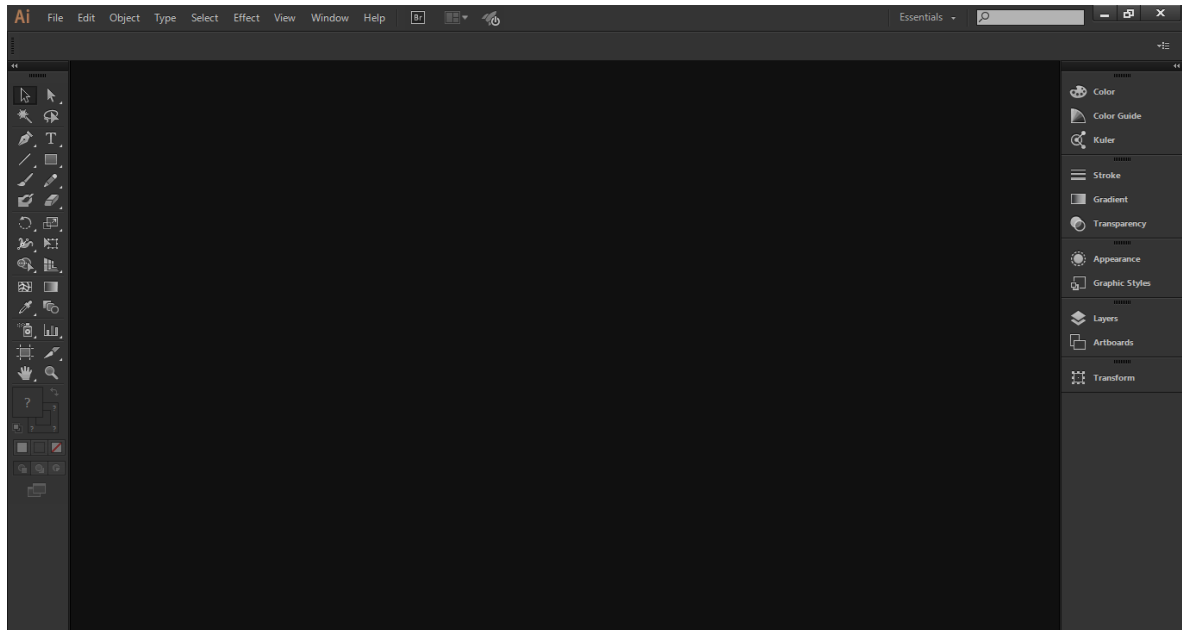


Photoshop was made in 1988 by Thomas and John Knoll [8]. From that point forward, it has turned into the true business standard in raster illustrations altering, to the point that Photoshop has turned into a conventional trademark prompting its utilization as an action word, for example, "to Photoshop a picture," "photoshopping" and "photoshop challenge", however Adobe disheartens such use.[5] It can alter and form raster pictures in numerous layers and backings covers, alpha compositing and a few shading models including RGB, CMYK, CIELAB, spot shading and duotone. Photoshop has immense help for realistic record organizes yet, in addition, utilizes its very own PSD and PSB document designs which bolster all the previously mentioned highlights. Notwithstanding raster designs, it has constrained capacities to alter or render content, vector illustrations (particularly through section way), 3D designs and video. Photoshop's list of capabilities can be extended by Photoshop modules, programs created and circulated freely of Photoshop that can keep running inside it and offer new or upgraded highlights.

The reason for Adobe Photoshop for this undertaking was essentially to alter the pictures I utilized.



4.4 Adobe Illustrator



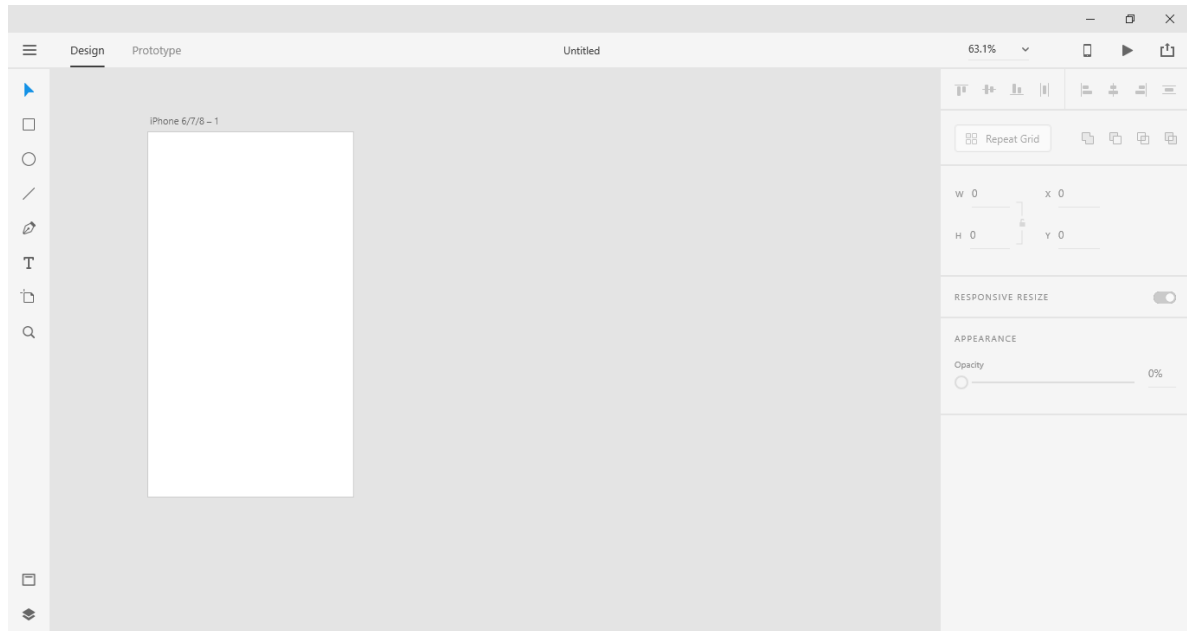
Adobe Illustrator is a vector designs manager created and showcased by Adobe Systems. Initially intended for the Apple Macintosh, advancement of Adobe Illustrator started in 1985 [9]. Alongside Creative Cloud(Adobe's day off work to a month to month or yearly membership benefit conveyed over the Internet), Illustrator CC was discharged. The most recent form, Illustrator CC 2018, was discharged in March 2018 and is the 22nd age in the product offering. Adobe Illustrator was evaluated as the best vector designs altering the program in 2018 by PC Magazine

I have utilized adobe artist to make the symbol for my task.



4.5 Adobe XD

Adobe XD is a client encounter plan programming application created and distributed by Adobe Systems. It underpins vector structure and site wire framing and making basic intelligent navigate models.



Adobe initially reported they were building up another interface plan and prototyping instrument under the name "Task Comet" at the Adobe MAX gathering in October 2015. The main open beta was discharged for macOS as "Adobe Experience Design CC" to anybody with an Adobe account on March 14, 2016. A beta of Adobe XD was discharged for Windows 10 on December 13, 2016 [10]. On October 18, 2017, Adobe declared that Adobe XD was out of beta [11].

Adobe XD rethinks the manner in which originators make encounters with quick, instinctive apparatuses that get ones into your structures and escape ones direction. Catalyst models with voice. Naturally, resize components for various screens. Make astonishing activities between artboards without courses of events.

This software was used to design the whole application at the same time used for Prototyping the screens.



4.6 Hardware Requirement:

I have used a windows desktop pc with following configuration to create this project:

- Processor: Intel Core i7 5820K (6 core processor)
- RAM: 16 GB DDR4
- GPU: Nvidia GTX 1050 TI

CHAPTER 5

5.1 Introduction

Online research led me to two conclusions. One, that most processed (ie. branded) marketplace's app has some lackings. And two, some of them are not user friendly.

I want to show some difficulties and lackings in those apps users are facing.

I have been using 3 mobile apps. These are

- Upwork,
- Fiverr,
- People Per Hour.



Here are some negative reviews of the users of those apps. I have collected these from Google Play store.



5.2 Upwork



Aleksandar Jovanovic

★★★★★ October 21, 2018



23

This app looks like it was made in a weekend, only to offer a mobile version to freelancers. I constantly struggle to find what I need. There is no possibility I've found to see the job proposal of jobs I've had an invitation and accepted it. When updating to the plus account, I should be able to see...



Rocky Pollington

★★★★★ October 6, 2018



9

Absolutely trash app for a freelancer. Absolutely zero way of filtering job types making searching for qualified listings nearly impossible. Notifications take forever to populate if at all. Looks like they hired a one of their own low quality freelancers to produce an appalling app. Needs to be 100...



A Google user

★★★★★ November 20, 2018



It stinks. To register as a new user is bad. I can't even log in or create an account. It's a waste of time please. And yes, work on your app, because it's not in the right state to service anyone. Am upset 😡😡😡😡😡😡



Whitney Borchers

★★★★★ October 10, 2018



2

Can't even log in. My credentials are correct but it keeps saying that they are not. Can't even log in one time to be able to fairly review this app. It seems I am not the only one. Developer has some serious work to do.



5.3 Fiverr



Emon Showhan

★★★★★ November 16, 2018



I hate vibration.. How can i stop the notification vibration? There are no options in the app..!!!
Please fix this issue..



Hammad Zafar

★★★★★ November 20, 2018



Time wasting on splashscreen that show very long time on android phone.



A Google user

★★★★★ November 20, 2018



I cant fin the option that will let me post things that I make and would like to sell I only see



Sukhvir Sandhu

★★★★★ November 16, 2018



Stop asking me to rate your app



Mike A.

★★★★★ November 14, 2018



Won't even let me sign up to use it, it keeps glitching so eff this thing



5.4 PPH



Nathan O'Donnell

★★★★★ November 3, 2018



Disappointing app for a great platform. Don't bother downloading if you're a seller; you can only use this app to search freelancers and post projects. I hope they release a decent app soon as they've been promising in other comments.



Babul Ahmed

★★★★★ November 6, 2018



Really upset... PPH is a great platform... But there app is rubbish.



Abdul Kaioum

★★★★★ November 20, 2018



Worst marketplace app ever. Please try to build an app like Fiverr.



Sheznan Navid

★★★★★ October 17, 2018



Bad ui ux design.



A Google user

★★★★★ November 3, 2018



Literally zero functionality for freelancers.



5.5 Here is the overall ratings of those applications.

App Name	Upwork	Fiverr	PPH
Review Collected From	Google Play Store	Google Play Store	Google Play Store
Rating	3.7	4.6	2.5

5.6 Understanding the challenge

- All of those applications don't have the registering process.
- All of those application don't support Money transaction.
- Peopleperhour app is useful for buyers but useless for the sellers.
- Profile Editing Feature is not available
- Offer details is not user friendly

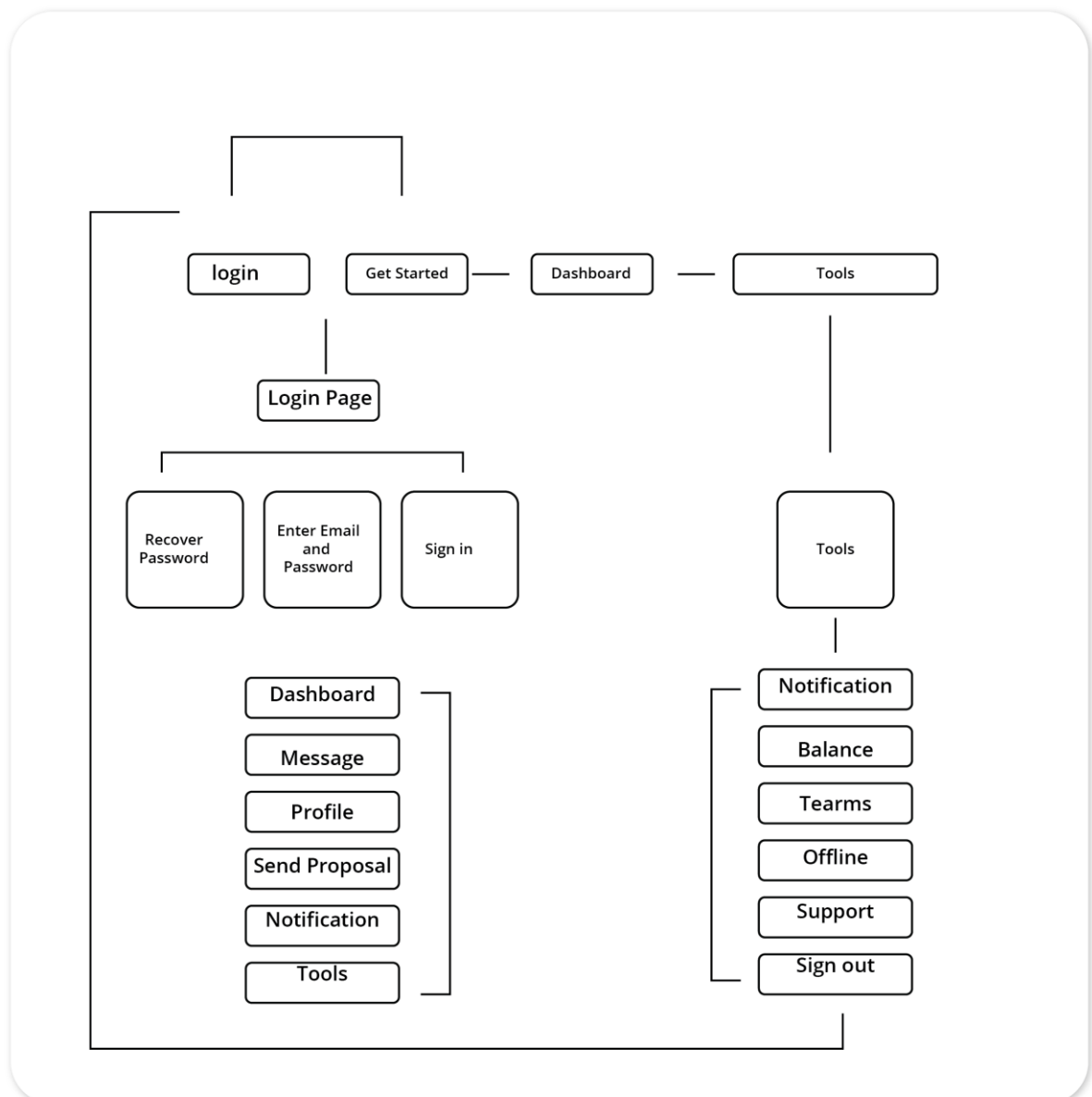
5.7 Jobs To Be Done

One of the most powerful tools I used is a JTBD form. Instead of focusing on what the problem is or what the users want, I ask myself why they need it. By understanding why people might want this app it increased my chances of making a truly valuable App.



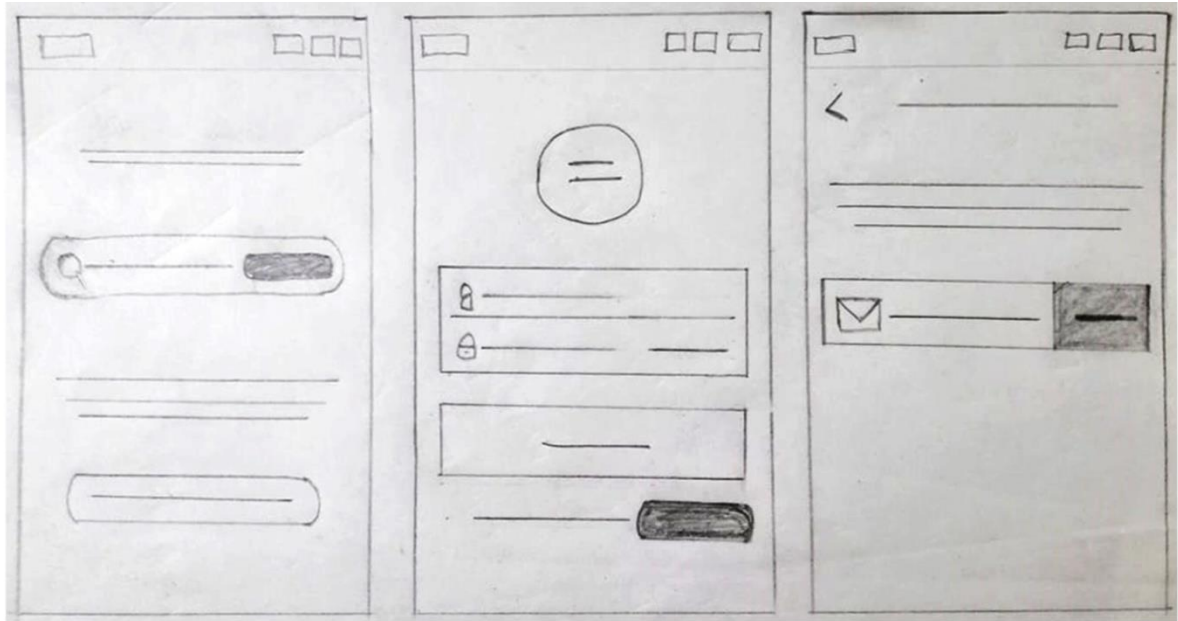
5.8 User Flowchart

Up until now I had a vague idea of how the app will function. Mapping the basic flow of the app forced me to figure each step on the path the users will take throughout the solution. I first sketched it on paper and then digitally rendered it.



5.9 Sketches

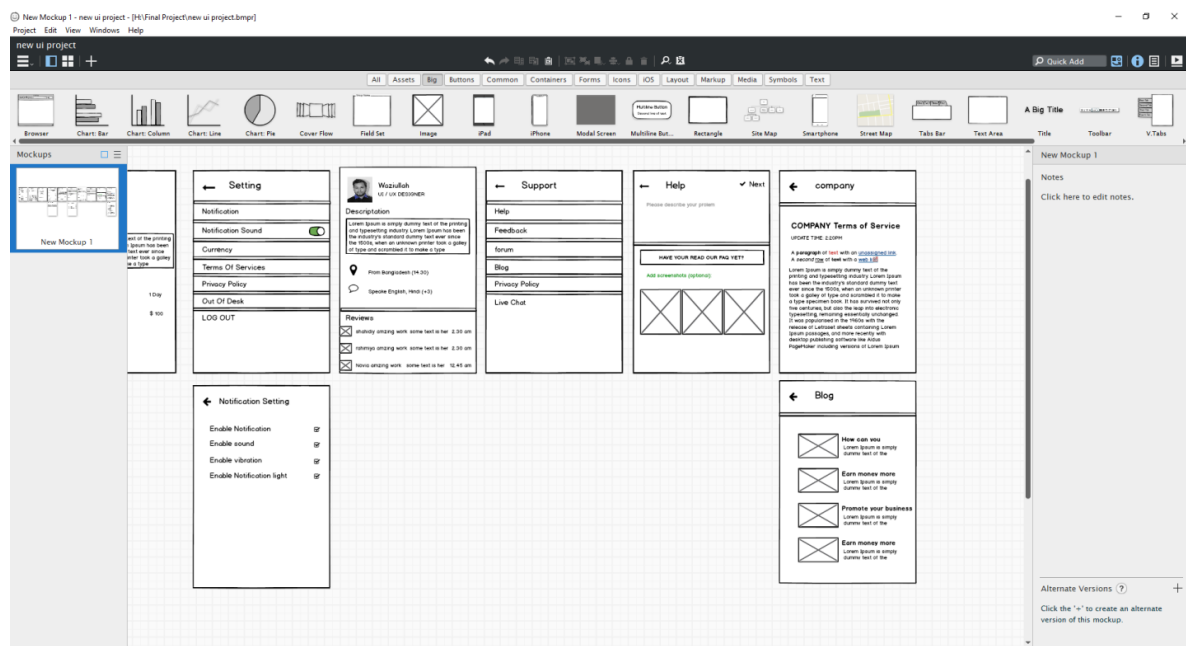
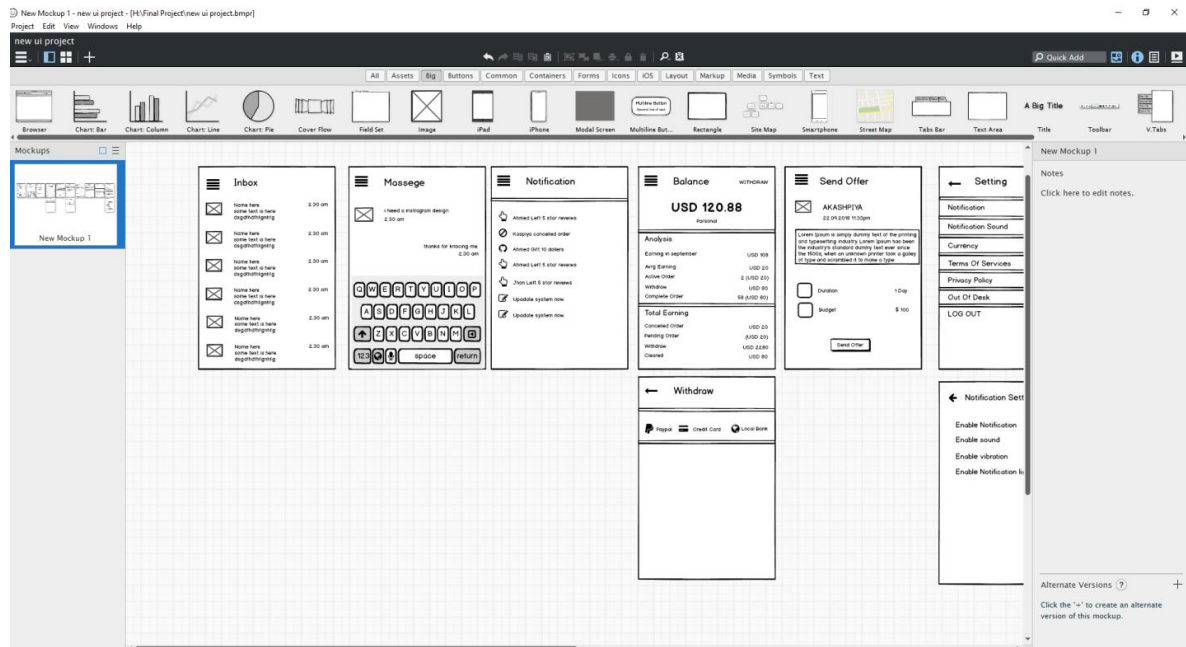
This was the first step to help me outline the app and visually imagine it.





5.10 Wireframes

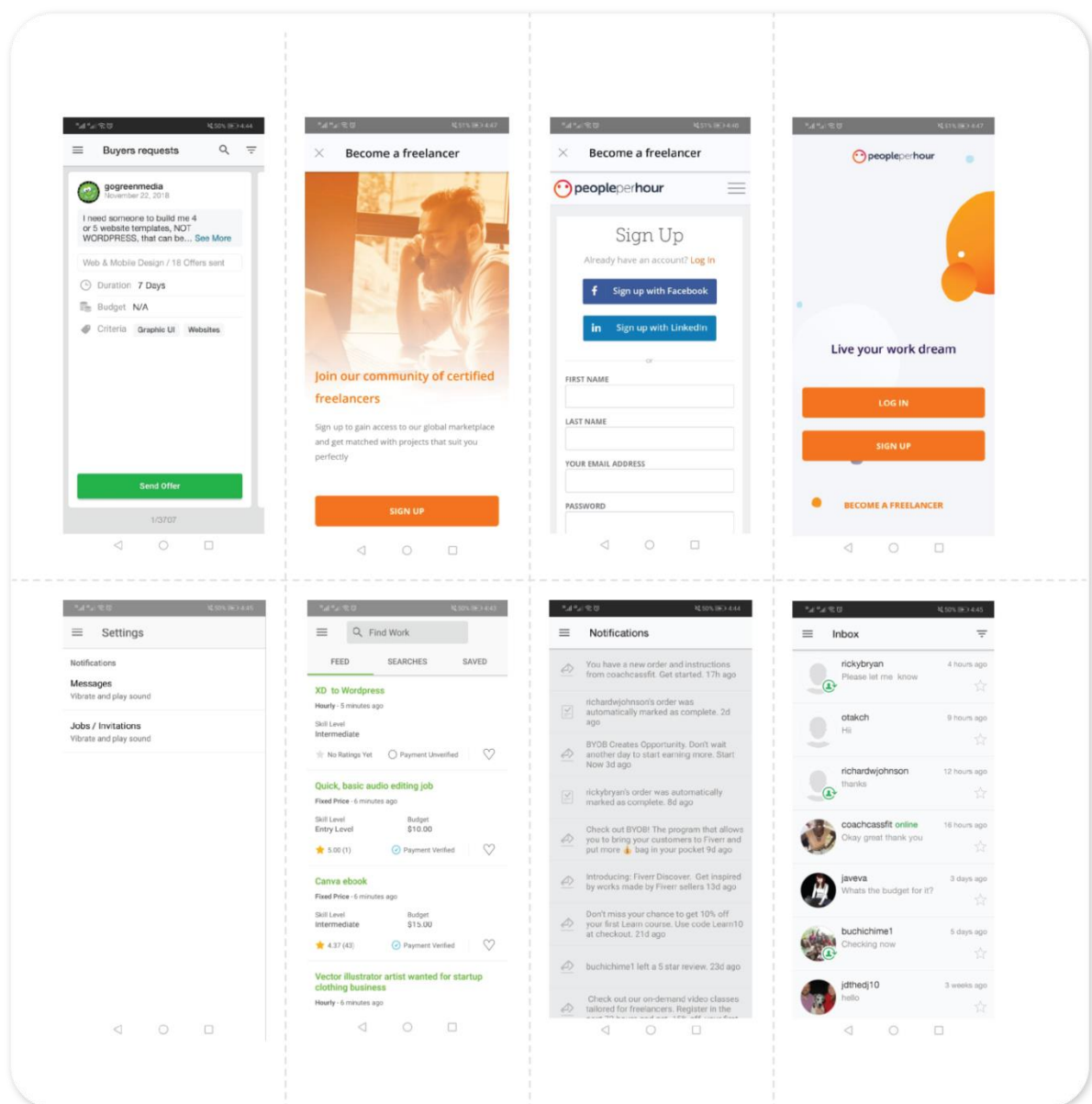
This visual guide represents the skeletal framework of the app. It helped me arrange the interface elements while I focused on the functionality rather than what it looks like. Moreover, the simplicity of wireframes allows me to quickly test ideas without diving into the details.



5.11 Visual Research

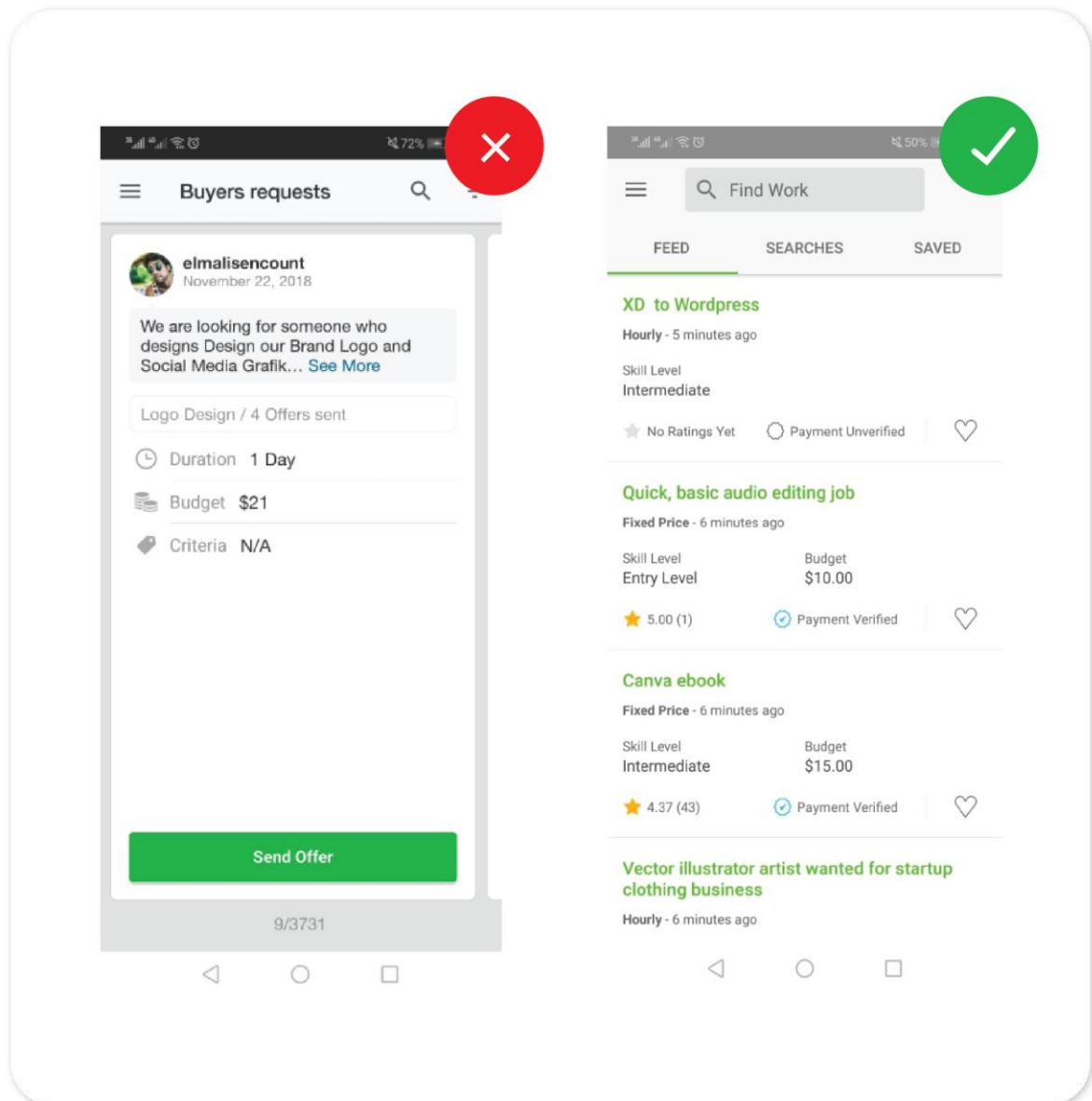
Inspiration Board

Before getting started with the visual design I create an inspiration board. The purpose was to learn about the visual world and gathering inspiration from other Freelancing and Marketplace apps.



5.12 Iteration

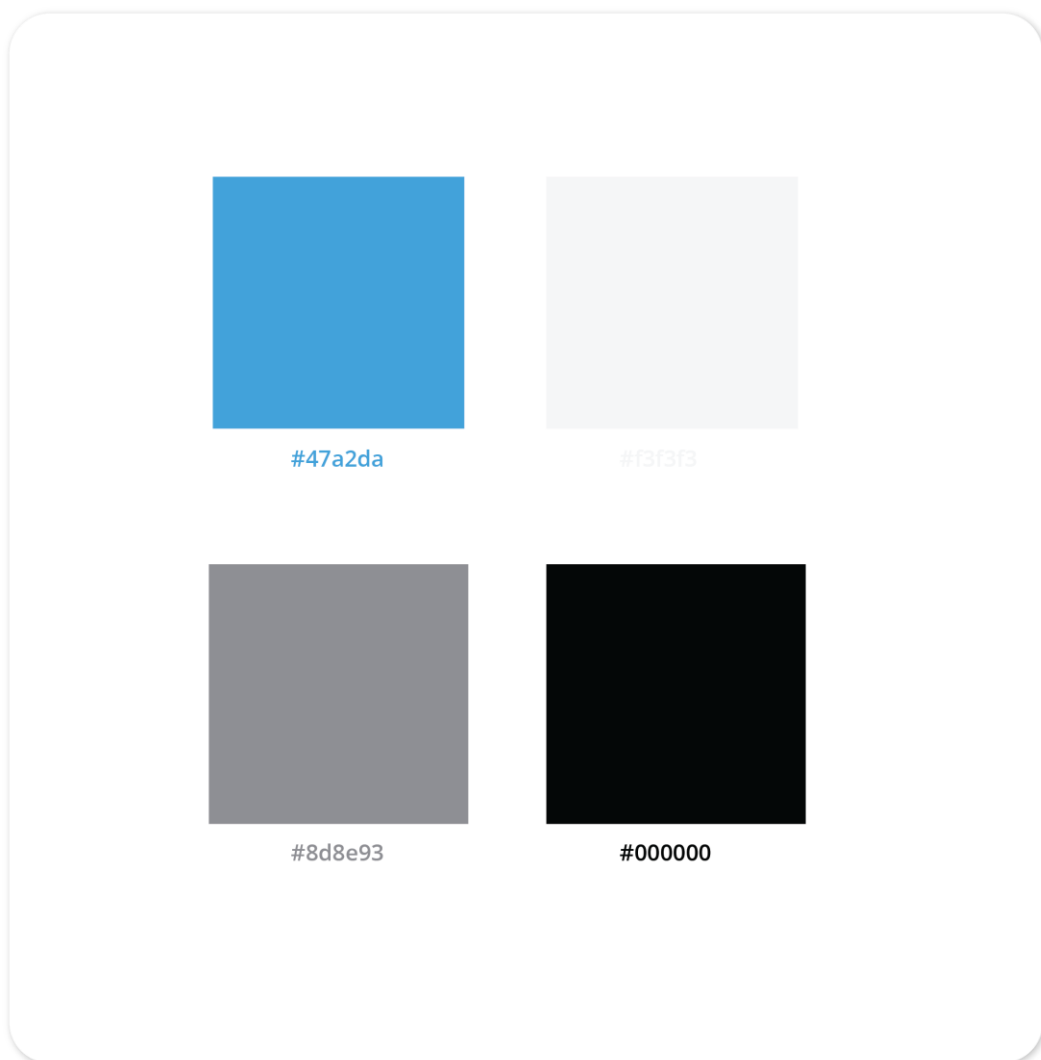
Next I explored different design possibilities: From each repetition of the design I learn something that I can use for the next iteration.





5.13 Color Palette of the Project

It regularly speaks to some corporate pictures since the blue is the shade of trust. It for the most part demonstrates unwavering quality, may give clients quieting sentiments. Be that as it may, as a cool shading, it likewise connects with separation and pity, so fashioners need to keep it in equalization.



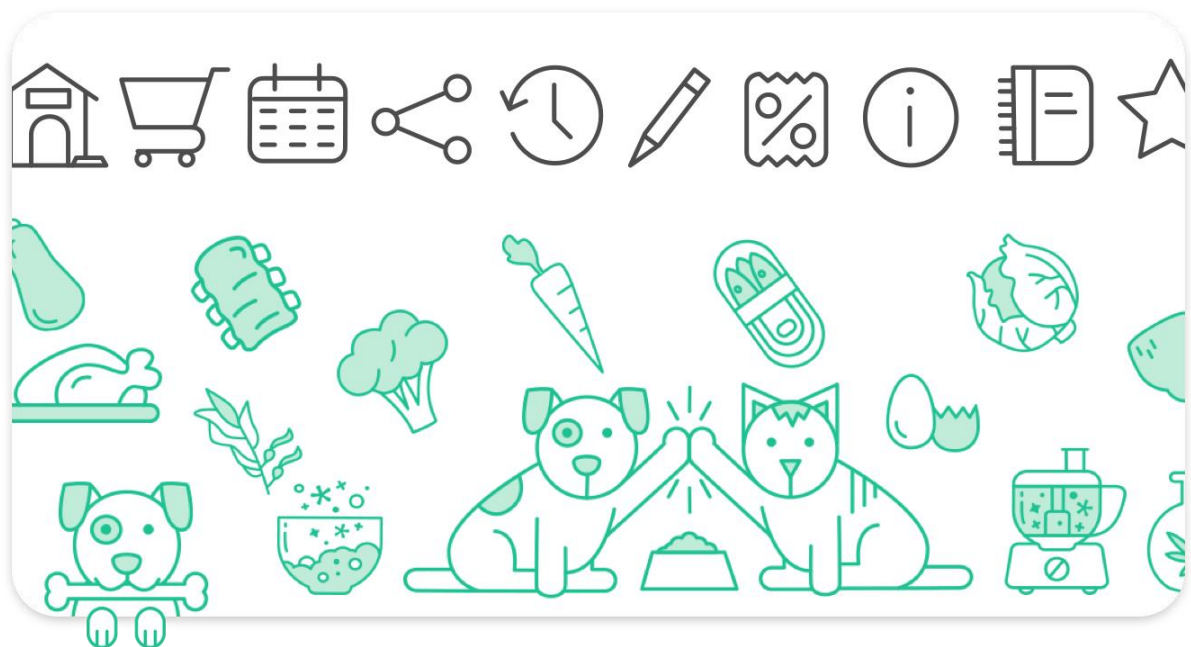
5.14 Typography



Open Sans is a sans-serif typeface designed by Steve Matteson and commissioned by Google [12]. It is a well-balanced sans serif typeface super family that seems to complement the interface. According to Google, it was developed with an "upright stress, open forms and a neutral, yet friendly appearance" and is "optimized for legibility across print, web, and mobile interfaces."; therefore, I decided to go with just one font family.

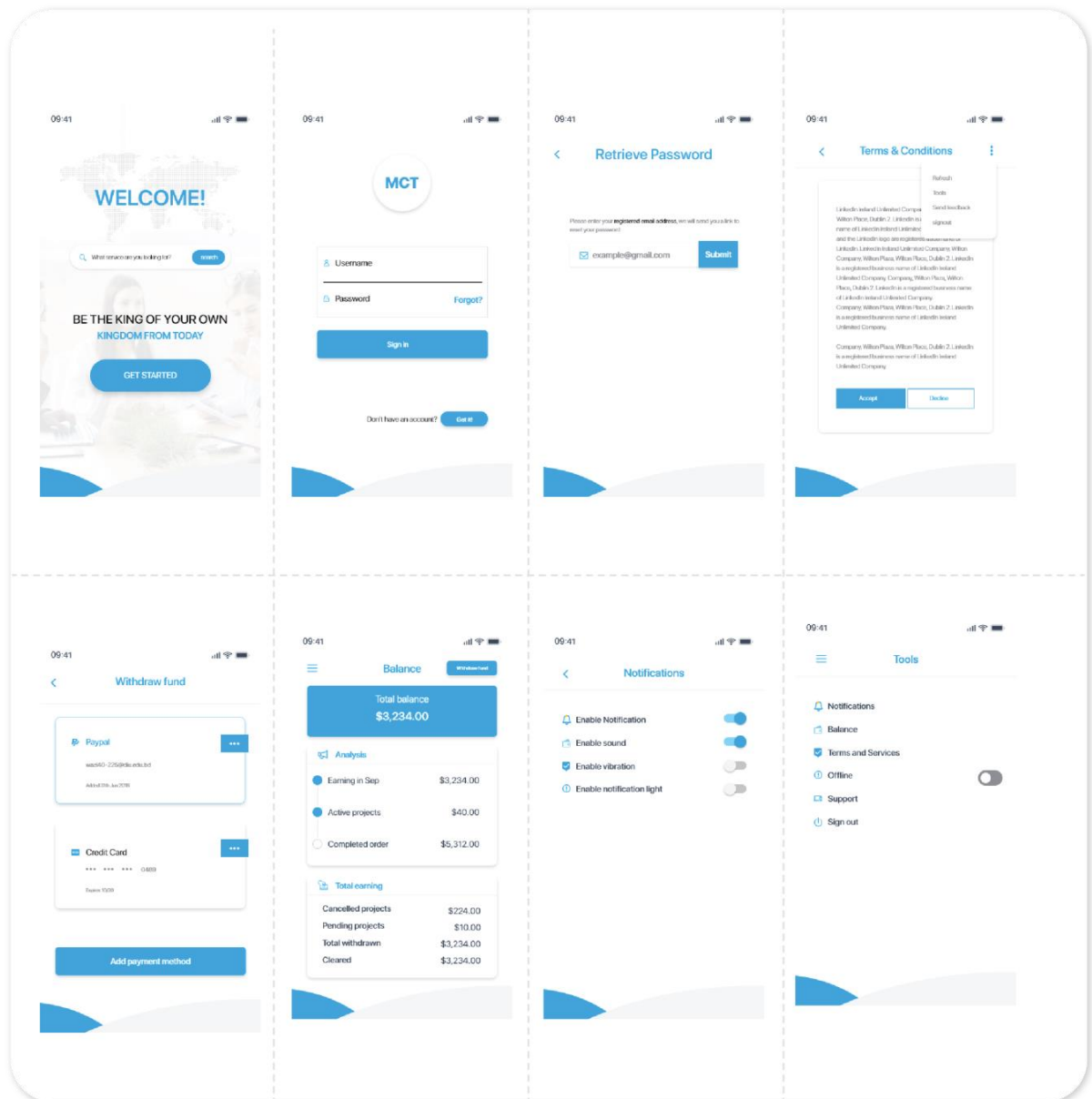
5.16 Icons & Illustrations

The illustrations and icons are an important part of the design. They communicate ideas and concepts that should not and sometimes cannot be communicated with words. Furthermore, they allow consistency of the visual aesthetics that help build the users' trust and produce moments of delight.



5.17 Final Design

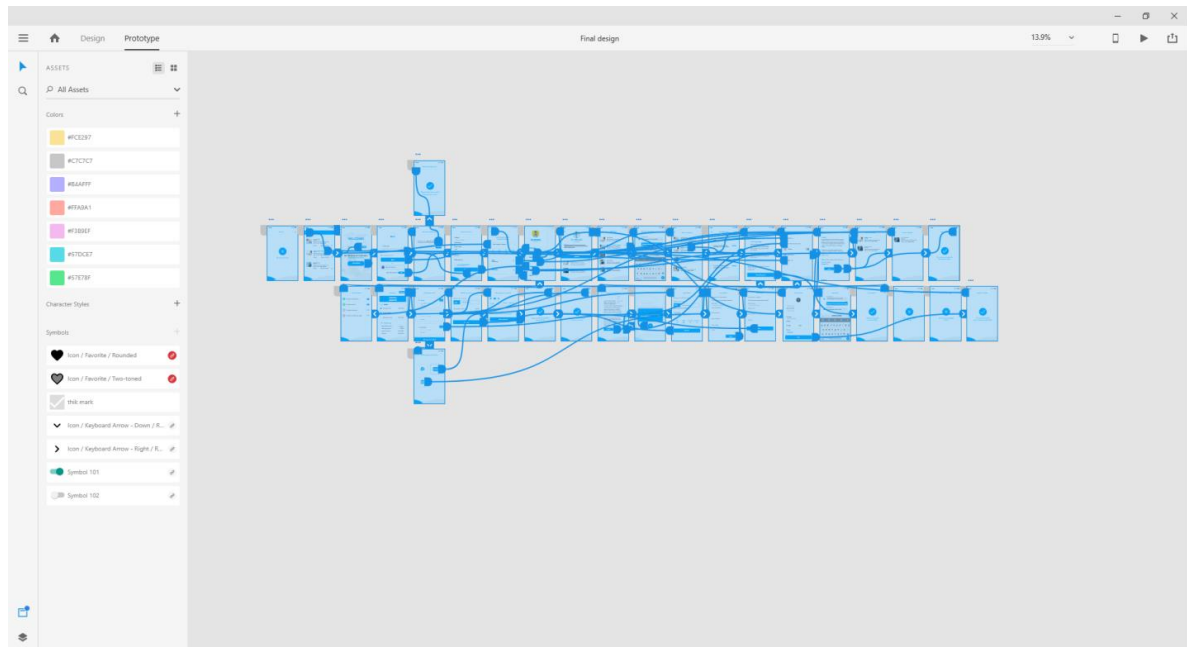
The goal of proposing this android mobile application newly is to make the experiences of the users awesome and fill their necessary needs as a buyer and seller of digital services.





5.18 Prototype

Prototype shows us how the product will work at a glance. I have completed the prototype process using adobe XD at the last stage.





CHAPTER 6

Conclusion

Designing the app has been a challenging and rewarding journey. I understood the needs of the users through the survey and conversations. Finally, I faced the challenge of creating an engaging app both from the user experience perspective and the visual perspective.

I have designed User Interface(UI) only for Freelancers due to time and resource constraints but further bigger and more complex projects can be taken by a group of multimedia producers to cover Buyer/Employer's Interface.

Various problems were faced, nevertheless, the report was completed and managed to overcome every information successfully. I hope, more students of multimedia and creative technology will be interested to create such type of projects in future. It will improve their skill in multimedia software and spread the skills of Bangladesh.

I believe that the goal was effectively accomplished for the users of Marketplace App.



Reference

- [1] In 2002, the primary BlackBerry cell phone was discharged. Source: BlackBerry Official Website.
- [2] Market share of mobile operating systems in Bangladesh from January 2014 to December 2017
- [3] A 2013 investigator report gauges there are 529,000 direct application economy employments inside the EU 28 individuals
- [4] The Android Platform was propelled in 2007 by the Open Handset Alliance. Source: Android Official Website.
- [5] Apple's App Store contains more than 2.1 million iOS applications. Source: iPhone Official Website.
- [6] Microsoft presented a working domain named Windows on November 20, 1985.
Source: Microsoft Official Website.
- [7] Balsamiq Mockup was published in 2008. Source: Balsamiq Official Website.
- [8] Photoshop was made in 1988 by Thomas and John Knoll. Source: Adobe Official Website.
- [9] Advancement of Adobe Illustrator started in 1985. Source: Adobe Official Website.
- [10] A beta of Adobe XD was discharged for Windows 10 on December 13, 2016 . Source: Adobe Official Website.
- [11] On October 18, 2017, Adobe declared that Adobe XD was out of beta . Source: Adobe Official Website.
- [12] Open Sans is a sans-serif typeface designed by Steve Matteson and commissioned by Google. Source: Wikipedia