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VISUAL IDENTITY BUILDING ON EARLY-STAGE STARTUPS
A day-to-day diary as a visual designer for Tracy AI
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ABSTRACT

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This thesis covers on-site job development during a period of 10 weeks, starting from 17.10.2018 until 26.11.2018. The format of this thesis is a diary where the author describes the tasks carried out on a daily basis from the perspective of a visual designer for an early-stage startup called Tracy AI. The main responsibilities and tasks are related to the visual appearance of the brand Tracy AI.

The aim of this thesis is to document day-to-day operations and report the different processes and methodologies that the author uses in order to succeed at the assigned tasks. Also, the author reports on any occurring conundrum related to the assigned tasks and how they are fixed, if so.

The content of this thesis will be helpful for any individual who is looking forward to understanding how design-field related individuals work in modern and very early stage startups. The documentation on different design techniques and the use of different technologies, tools and work environments could provide a better comprehension for future design-related prospective employees. Furthermore, the resolution of conundrums during design processes could provide a departure point for future designers when encountering similar scenarios.

Keywords: design, visual identity, startup
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1 INTRODUCTION

Visual design consists on defining and creating what goes into a brand’s unique style and voice. Therefore, a very wide range of different brand areas comprehend from graphic design to user-interface design. Visual designers understand the user experience, the user interface and the web design. They perform as brand communicators in between managers, stakeholders and clients.

This diary thesis consists of a weekly report starting from 17.09.2018 until 26.11.2018, 10 weeks in which I will be working as a visual designer for a startup company called Tracy AI. In there, the author will be designing and implementing the main visual aspects concerning this brand at its main product. The results will be an enhanced experience towards the products that Tracy AI offers and a better perception of Tracy AI as a company.

During the first week, it has been established that the main focus is going to be on implementing a color palette and font set for Tracy AI. In the beginning of the second week concepts for a new logo would be started and implementing a final asset at the very end that week or the third week. Once the logo has been approved, in the third or fourth week, the project for the new website will be started. This project includes all stages of website design and development, from idea conception to implementation on the CMS WordPress. The duration of this last project is initially expected to extend until the end of the tenth week. In case this last project is finished before the tenth week, additional tasks related to product development will be performed.

1.1 Author’s professional background

My interests for computers and human interaction started around 1,999 at the attic of my family’s house, in where my brother Marcos (an advanced electronics engineer) developed a version of the popular game “Navy Wars”. It was then when I became interested in computer science and networks. From that point on, when the Internet started to become more available, I started investigating the technical side of human communication over the networks. At the age of 14 I developed my first website in PHP programming language, which hit 1,000 visitors a month. But my website did not look quite as I would have wanted it to look, and I had no knowledge on how
to make it look better. It was then when I started to study cascade-styling sheets, hypertext language markup and design software. After 5 years and many complements from my supporting family, I started studying Administration of IT systems over the network, which would grant me an Erasmus scholarship in Finland. In here, I was working with a graphic design artist called Paul Hitchman, a tech savvy and superb designer. We worked closely together for 3 months to develop what was the first corporate magazine in Finland to use a digital platform to serve their clients for Metso Pulp & Paper company (Paul Hitchman, 2011, cited 17.09.2018). During those three months in Finland, I realized something crucial that would change my perspective towards humanity and computer science: people are willing to pay more for a tool that satisfies their needs, but is, on top of that, more visually appealing. Fast-forwarding, I started in Finland a university degree of Business Information Technology, which would land my first design job after 7 months of joining the university. Nowadays, and after being a self-taught Digital Product Designer, my knowledge has swiftly focused on how humans interact with digital products and services, and how humans perceive beauty. I have over 10 years of experience in designing and implementing my own designs as well as working for a fast-paced startup with Agile methodologies and design sprints.

In Tracy AI, I will be working as a sole visual designer implementing the ground base for the future success of the organization as a brand. The scope of this job title comprehends from idea conception on different visual assets, such as the logo, iconography, font set, website, up to designing and implementing different parts of the core product.

1.2 Company’s background

Tracy AI aims to help individualistic sales people to analyze their sales performance and learn how to enhance their sales capabilities (how to close more deals) by making reports based on individual coaching sessions and retrospective analysis over those coaching sessions (Juho Isola, discussion 17.09.2018). The Tracy AI platform of use is through chat bots available for Facebook, Skype, Microsoft Teams and Slack (and possibly more platforms in the future) in where the user would, after an introduction of Tracy and oneself, perform daily coaching sessions where Tracy AI would ask the user to answer several questions related to their job, such as how many deals did the user close that specific day, or if the user had any sales meetings that day. After a specific amount of time, Tracy AI will send a report to the user’s e-mail containing a
comparison of oneself towards how the same user was performing in the past. This way, using Tracy AI has two main benefits: firstly, the user can exercise reflection over the day on the coaching session and realize certain things related to their job. Secondly, the user can analyze retrospectively their performance before and after using Tracy AI.

Tracy AI is a child idea born within Taviq Oy, a past company specializing in providing digital services for financial institutions and winner of Kasvu Open 2015 (Enni Aittila, 2015, cited 17.09.2018). The company is composed by Juho Isola, the CEO and product manager, and Heikki Nättiälä, the lead software developer. Tracy AI’s headquarters are located in Helsinki and they have also an office in the University of Oulu.
2 STARTING SITUATION

Tracy AI’s internal structure is defined as a horizontal hierarchy, in where the culture and way of working emphasizes and encourages teamwork. In this type of company, the core focus leans towards general internal working processes that affect the end product, rather than a vertical structure company, which focuses on each individual job.

2.1 Author’s tasks in the job place

The tasks to be developed by the author slightly differ from his usual working duties as a Lead Product Designer. The reason for that is that setting up a new company requires from a swift to briefly focus on the tasks involving the company’s external image rather than on the product in order to provide traction both for potential customers and for potential investors. If the author’s tasks have been mostly related to building products, the author now has to focus on the business branding side, which includes building Tracy AI identity and the main showcase product, the website, as well as supporting assets like presentation templates or mockups.

2.2 Company structure

Juho Isola is the CEO and product manager, developing functions such as managing the overall operations and resources of the company, making major corporate decisions and acting as a main point of communication between the board of directors and company operations. Heikki Näätäliä is the lead software developer in charge of the entire development process of the organization’s products, including all the engineering side of the organization’s, from server-side developing operations to model creations, software design or any tech-related affair.

2.3 Reporting

All the design decisions are going to be presented and articulated to both Juho Isola and Heikki Näätäliä in order to be able to comply with their design demands, but always considering the designers’ point of view and recommendations. Objectives are going to be discussed on weekly meetings establishing an estimate time scope for them. After major design iterations, design
decisions will be open for feedback in within the organization, which will constitute the base for a subsequent iteration, or the start of a new project. After reaching major milestones, additional meetings might be held in order to guide the designer on weighting and deciding the next design project.
3 DIARY ENTRIES

The tasks to be performed are firstly going to be agreed in meetings or brief discussions. Once the task has been agreed, and additional documents that support the start of the task are delivered, the task will be performed. All the tasks performed are compiled in this chapter.

3.1 Week 1

3.1.1 Monday 17.09.2018

During this day the main task was to remember what needs to be done to see if there is anything that needs to be rechecked, prepared or discussed.

In the morning, a meeting has been held with Juho Isola regarding the current situation of the company and what needs to be done in order to reach close milestones in where design is critical. During this meeting, Juho Isola presented a document file that explained the current structure of the products’ sales funnel and the focus where the designer should put his efforts into.

Overview and connections (CURRENTLY)

![Diagram](image-url)

Figure 1. Overview and connections in between Tracy’s showcase products
Additionally, at the end of this meeting it has been discussed what should be done about the logo and iconography and an estimate time schedule of 2-3 weeks has been set for this task prior to starting the development of Tracy AI main website where the efforts will be dedicated to brainstorm, research, inspire, sketch, design and showcase (with several iterations of this cycle until it suits the organization) designs for a new logo.

Later this day, the new work environment was set in order to provide more productivity and effectiveness. This set up includes replacing monitors, setting up hot corners on Mac OS, cleaning IT equipment (both hardware and software) and readjusting the work chair. All this aims to provide with the most comfortable work environment avoiding injuries such as back aches or eye strain, which are very common problems among sedentary-type of work (Greg Voakes, 2014, cited 17.09.2018).

3.1.2 Tuesday 18.09.2018

The starting point of the day was choosing the colors for the organization. In general terms, both the theory and the practice of choosing a color scheme is fairly complex. This task has been approached by researching and combining two color theories to figure out the way to approach the start of choosing the color.

In a color theory, there are different types of formulas in order to achieve color harmony. Some of them are analogy (adjacent colors from a 12-color wheel), complementation (contrary colors from a 12-color wheel) and nature-based (found naturally, like in flower plants) (Jill Morton, 1995, cited 18.09.2018). Together with another theory, the Color Psychology (Brian Lischer, 2018, cited 18.09.2018), a color palette that denotes femininity, clarity and simplicity wants to be achieved. Due to the constraint origins in design, an analogue color is not a suitable choice for Tracy AI case because part of the organization’s visual assets (such as website) should have one predominant color and the text should be compliant with WCAG 2.0 AA at least at a contrast ratio of 4:5:1 (WCAG, 2018, cited 18.09.2018). Complementation and a nature-based color palette are a better option, as it will allow there to be a main color to express the organization’s tone, an opposite color for contrast, and a neutral color for texts and clarity.
After some iterations contrasting and combining these two theories, the color resultants are:

![Color scheme iterations](image)

*Figure 2. Color scheme iteration based on color theory and color psychology*

From the above-mentioned color scheme iteration, a new iteration will be made with the co-founders of the company and decide the new color. The rest of the day was dedicated to rearranging the inspirational assets and color palettes.

### 3.1.3 Wednesday 19.09.2018

Continuing with the color palette, today it was intended to deliver something to the CEO of the company for reviewing the first interaction. It is important that the founders have a voice when deciding the colors for the company, mainly because as evangelists of the product, they need to feel comfortable when giving presentations, showing the website and overall exposing the company’s image. For this matter, a set of colors were selected to be picked for the final stage of the color palette:

![Color palette iteration](image)

*Figure 3. Further iteration on color scheme for Tracy AI*
And the resultant final color palette after tweaking the colors is:

![Color Palette](image)

**Figure 4. Final color palette scheme for Tracy AI**

While waiting for the response of the founders from their preferred color, sketching the logo for the company was started. There are several ways one can design a logo, but in this case, when there is no reference, research for inspiration is a good starting point, followed by sketch with pencil and paper, and later on digitized versions of the previous sketches.

During the inspirational phase when making a logo, and in order to get a sense of what the founders are intending with the message that the logo should provide, the founders were asked to play a game where they would share words that they think that the company is related somehow, too. Some of the words were: lady, intelligence, robot, nature, brain, flower, watch, spiral, sales, journal, learning, nice, fast, chat, change, coach, American, dream, house, paycheck, briefcase, hair wax, colorful, pink car, suit, glass doors, pavement, salad for lunch. These keywords were used for the designer to get inspired on how the logo should reflect the organization’s feeling.
After some pounding, initial sketches were done:

![Sketches on logo design](image)

*Figure 5. First sketches on logo design*

### 3.1.4 Thursday 20.09.2018

Continuing today with sketching the logo, digitized versions of the sketches performed yesterday were the main task today.

In order to produce a digitized version of a drawing, the sketches are photographed and placed overlaying in a design software called Sketch canvas with certain transparency in order to create shapes on top of the photography with the highest fidelity possible. After that, different shapes are created always following the outline of the original drawing.
Many variations were done in order to squeeze each model as much as possible. All the variations picked from the models done will be transferred into a mockup together with a set of different variations in order to represent different scenarios (for example, when printing) for presentation to the organization’s upper management.

Since the mockup to produce will host some type, it is important to choose the right font for the company’s brand. Again, there are several ways to do this, but it is mostly up to the designer to decide which typeface is more versatile and will suit most of the organization’s purposes. In this particular case, we are looking for clarity, simplicity, readiness and clutter-free typeface. Google Fonts has a big database of typefaces available for free, and due to budget limitations and implementation simplicity, this option is the best for this purpose at the given circumstances.
3.1.5 Friday 21.09.2018

Continuing with the logo design, today four designs were selected based on a public poll shared in Slack channel. Each of the four logos are highly different from one another, which will ensure that further iterations will trigger a more positive or more negative feedback, helping us to discard some of these four logos. The workflow to follow now is to let creativity interfere in this iteration phase and to modify or combine each logo in different ways until some esthetically pleasing is created to give the message that the organization’s management wants. In order to achieve a higher grade of performance while performing this iteration, it is important to create a new document with the four-finalist logos and rearrange the graphical assets within them so that manipulation tasks (like rotation) perform as expected.
3.2 Week 2

3.2.1 Monday 24.09.2018

Today’s work log started with a recap on the past messages from Friday in where the team agreed for the designer to pick the 4 most popularly interesting logos and make iterations from them. Therefore, a new Sketch document was created to allocate these four logos and after that all the visual components compounding these logos were renamed and rearranged in order to be able to interact with them in the fastest way possible.

The result of this day was a set of new iterations departing from the 4 selected logos from last week which gives us a total of 9 logos designed with a negative iteration too to be able to see the contrast on dark backgrounds, as shown below in the figure 9:
Today, the selected logos will be transformed into golden ratio proportions, with the goal of diminishing negative feedback due to a sense of unbalance.

From yesterday's iteration, there is now a conundrum from the design since no logo has awaken the expected interest of a logo that would be wanted to be the company’s one: what is happening to the finalist logos? What is the issue that viewers are having with them? Sometimes the answer comes simply after asking so, but in this particular case, the answers given are “I don’t know, it’s just missing something” and “It doesn’t give me a sense of balance” (Juho Isola, discussion, 25.09.2018). As a designer, it is important to know how to articulate design decisions, and how to interpret design feedback.

On the one side, the fact that each viewer is biased by their tacit knowledge (that is, the accumulation of their life experiences), makes the interpretation of a logo (or any design) highly depending on the point of view from the viewer. Furthermore, the way that a viewer gives feedback is also biased by this knowledge, meaning that certain feedback might mean one thing to one viewer and another thing to another viewer. On the other hand, the designer uses its best knowledge to interpret this feedback and make any visual asset be interpreted in one way or another.

In this example, we have one logo on the left and the same logo with different proportions on the right. Each of these trigger, different feelings, which is depending on the viewer. The ultimate goal is to design a visual asset that gives a sense of a common feeling among the viewers, no matter where that feeling comes from.

Figure 10. Feeling triggering comparison in between same asset with different proportions
Nevertheless, there are certain things that can be done in order to remove some biased feedback. One of these things is the Golden Ratio. The Golden ratio exists when a line is divided into two parts and the longer part (a) divided by the smaller part (b) is equal to the sum of (a) + (b) divided by (a), which both equal 1.618 (Gurpreet Kaur 2017, cited 28.09.2018).

Figure 11. Golden ratio mathematic theory

After several iterations and founders’ opinions, the final logo for Tracy AI with golden ratio proportions applied are:

The rest of the day was dedicated to cleaning up all the unused assets and save the ones that are going to be used for the future.
3.2.3 Wednesday 26.09.2018

After the logo and font set have been approved, established and cleaned up on unused assets, today first designs of the Facebook cover image will be performed. Even thought it was not part of the agreed tasks on the timeline given, it has been suggested by the designer due to start getting some inspiration on the feeling that the visual assets of the company rather than the logo and the avatar should look like.

For this task, a screenshot of the Facebook current page is made and ported it to Sketch app, cleaning up all the visual assets so that all what is left is a blank template to start designing. Like usual, the first stage is research for inspiration and continues with the design of a variety of assets iterate and repeat this cycle.

The entire day has been dedicated to research and couple of not important iterations have been made.

3.2.4 Thursday 27.09.2018

Continuing with the research phase of the feeling that Tracy AI should give to the viewers, the entire day was composed by numerous iterations on the Facebook page of Tracy AI organization. During this day, couple of iterations were sent for feedback, with negative results, which gave a good indication on where the design should not be heading towards, narrowing the possibilities for reaching the wanted design.

Trying to overcome the negative feedback, explorations of a concept called isometric design were performed with successful results. This method consists of a visual representation of three-dimensional objects in two dimensions; a form of orthographic projection, or more specifically, an axonometric projection (Anas Mirza, 2017, cited 27.09.2018). This iteration asset parts from an isometric base grid and continues with an asset that represents the essence of the company in simplicity. The result at the end of today’s journey was:
Even though yesterday’s iteration gave a more positive feedback that previous iterations, there is still some friction to polish. As it is now, it is not giving the organization a sense of love, which was emphasized by the CEO of the company (Juho Isola, discussion, 28.09.2018). In order to achieve so, the corners of the asset have been rounded to make it less aggressive and complex geometry has been removed. Also, the color scheme was changed to be more in synergy with the background and emphasize the text. Now the result is more playful, smooth, emphasizes the text better and geometry seems more in sync to an isometric grid:
Up to this point, a color scheme has been chosen, an avatar and a logo designed, and the first visual asset for the company has been done. The next design project in within branding is going to focus on the website.

The rest of the day was dedicated to remove unnecessary layers in software, rearrange the ones that are useful and rendering and renaming files to be easily accessible.

3.3 Week 3

3.3.1 Monday 01.10.2018

Today the focus was on inspiration on the website project. For this, extensive wandering around in search of inspiration for the design of the “home” section was performed, with no clear results on how this section would look like but giving a vague idea on the possibilities and things worth trying.

For the first try, complexities like text was removed, and the copy write was based on the current website. Furthermore, on order to remove even more complexity and also time, the initial design was created with assets in common to other sources, like the Facebook Page. After some initial sketches, the result has been:

![Home section of Tracy AI website](image)

*Figure 16. Home section of Tracy AI website*
The above screen was sent for feedback to the founder with a positive outcome, therefore it stays as it is for the moment, as there are more tasks to perform that require more attention, like the design of the rest of the page.

The rest of the day was dedicated to cleaning up unused layers, organize the assets and schedule a meeting in where wireframes will be presented and discussed to serve as a guide on the next design iteration for the web page.

3.3.2 Tuesday 02.10.2018

A meeting was held early in the morning today in order to contrast opinions from yesterday’s design and present wireframes on the different sections the future website should host with more realistic copy write.
Discover The First AI Based Sales Training Tool for Salespeople

Figure 17. Wireframe for Tracy AI
Based on the above wireframe, today we designed the rest of the sections with a very simplistic approach, making emphasis with colors, shapes and font weights in order to guide the user throughout the website with the goal to convert this user into a client. The author of the wireframes, Juho Isola, ideated those based on the book The Conversion Code: Capture Internet Leads, Create Quality Appointments, Close More Sales by Chris Smith (Juho Isola, discussion, 02.10.2018).

The rest of the day was dedicated to rearranging layers and use Symbols, a powerful feature in Sketch that allows you to reuse elements easily across your document’s Artboards and Pages, or even multiple documents (Symbols. 2018, cited 02.10.2018).

3.3.3 Wednesday 03.10.2018

The purpose of today’s work was to design Tracy AI website home page with a more visually appealing aesthetic parting from yesterday’s simplistic base designed from the wireframes given.

The main task focused on balancing the different elements in within the sections designed. For this, an inspiration research phase was performed prior to the start of the design. The most important asset to design today was the report asset on the “how it works” section. Later on, the design was sent for feedback, which received positive outcomes, and therefore the present design is what will be implemented into a WordPress instance in the following weeks.
Figure 18. Tracy AI new website design
The rest of the day was dedicated to converse with the stakeholders, cleaning up unnecessary assets and rearranging useful assets in within Sketch.

3.3.4 Thursday 04.10.2018

The tasks of today focused in rearranging assets and set up an atomic design system, which will facilitate the future design developments and implementations.

Atomic design is a methodology composed of five distinct stages working together to create interface design systems in a more deliberate and hierarchical manner. These stages are atoms, molecules, organisms, templates and pages (Brad Frost, 2016, cited 04.10.2018). Based on this theory, the Sketch file containing design assets for Tracy AI now have a molecular hierarchy, which will allow us to reuse assets, making sure that these keep consistent across all designs.

Figure 19. Atomic design system structure

Asides from re-structuring the assets into an atomic hierarchy, a counter section in the website where to display some quantitative data was designed.
The rest of the day was dedicated to research hosting services to allocate the future website of Tracy AI.

3.3.5 Friday 05.10.2018

The goal of today was to improve the Finnish website current assets in order to provide the viewer a more pleasant experience in the website and a better understanding of the product. Given a document by Juho Isola, changes to current assets were made in order to achieve the above-mentioned goals. The assets changed are screenshots of Tracy AI conversations in Facebook Messenger that provide the viewer with an overview of how Tracy behaves in different scenarios.

Additionally, some website hosting research was made in order to select the most suitable one for hosting Tracy AI’s website.

3.4 Week 4

3.4.1 Monday 08.10.2018

The main goal today was to start designing a template PowerPoint presentation for showcasing the product of Tracy AI to different target audiences, such as stakeholders, investors, pitch decks and so on.

After a brief discussion on the purpose of the presentation and the main target audience, a rough sketch of the structure of the presentation was generated, which will serve as a base for further development the following days.

The rest of the day was dedicated to find out a suitable gradient visible for multiple platforms (such as LED TV and projectors) to be used in the presentation template with the goal of giving a striking first impression of the product.
3.4.2 Tuesday 09.10.2018

Keeping the same line and base work as yesterday, the goal of this day was to finish up the PowerPoint presentation by fine-tuning the different elements and the overall composition of the template.

For this, a new conversation in between Juho Isola and the designer was needed in order to pin-point the issues with the template designed and how to change them to please the viewer, being the gradient the most concerning area of the template, as it did not show properly on all the platforms intended (like projectors). This issue was solved by tuning-down the colors of the gradient until reaching a contrast ratio that emphasizes the text.

The rest of the day was dedicated to exploring for new ideas for near-future design projects.

3.4.3 Wednesday 10.10.2018

After a brief meeting with Juho Isola, today’s goal was to fetch the fonts from the designer’s computer that are used to represent the company and send them to all Tracy’s employees so that it is available for them for e.g. presentations, texts and pitch decks. Also, in this meeting, the PowerPoint finished yesterday was re-tweaked and the structure of it changed, therefore the goal for this project was to re-make the presentation according to the new guidelines.

Since the above-mentioned presentation is modified, a theme has been made out of it so that future presentations have all the same base, and in order to modify all presentations at once, only the theme modifications would be necessary.

The rest of the day was dedicated to experiment on 3D design for Tracy AI assets, like isometric bubbles.
In addition to the PowerPoint presentation, today’s goal was to start a design on an A4-format version of the presentation in order to be used as a template for future releases of e-books.

Since an e-book needs to have certain parameters when it comes to margins, paddings, readable font sizes and so on (Chris Robley, 2014, cited 11.10.2018), this template was done through a previous template with already set-up margins and page bleedings. This way a consistency and readability are ensured across the entire document. Also, page orientation and font and image scaling were reduced to fit the text.

This template was developed in PowerPoint, rather than a design software, to ensure that all members of the organizations have access to it and are able to modify it.

The rest of the day was dedicated to keep experiment with 3D design for Tracy AI assets, like isometric bubbles.
3.4.5  Friday 12.10.2018

The main goal of today was to deliver the A4 e-book PowerPoint template to the CEO of Tracy AI. The tasks to be performed in order to finish up with this project were to change the size the fonts, check the margins to ensure that the entire document is going to be displayed properly in case it is printed, and elaborate one example for every different type of page that might be needed for an e-book in order to provide the user with ready-made examples so that they would not have to think about anything else than writing.

The rest of the day was dedicated to experimenting with 3D design for Tracy AI assets, like isometric bubbles.

![Figure 21. Tracy AI PowerPoint e-book theme with custom-made slide layouts](image)

3.5   Week 5

3.5.1  Monday 15.10.2018

Today's goal was to revamp two current assets (charts) reflecting the problems in traditional sales coaching that the organization has been using.
For the two assets, and due to the simplicity of them, only the colors and the shapes were modified. For the colors, the addition of the Tracy brand colors will make the charts to present the company better. For the shapes, adding rounded corners will give a more human and natural sense on the overall chart, making these more pleasant to read and investigate.

The rest of the day was dedicated to keep experimenting and learning 3D modelling for future purposes.

3.5.2 Tuesday 16.10.2018

The task of today was to research and start designing a social media asset for posts in different social media channels like Facebook or Instagram.

After a brief discussion with Juho Isola, it was agreed the overall sense and visual aspect that the asset should have, should be something very visually striking and seductive, inviting the viewers to click in and therefor generating potential leads in order to take them through the sales funnel. Some research was done to serve as an inspirational point of departure, and later this day initial design of this asset has been started.

The rest if the day was dedicated to keep researching and testing different kinds of designs for this purpose.

3.5.3 Wednesday 17.10.2018

Today’s goal was to meet Juho Isola in Helsinki for a brief meeting in which we discussed the priorities, current design-related tasks and what needs to be done in the short future that requires design involvement.

The output of this meeting was positive and on track. During this, we discussed the technical reason why the website project was not started yet (there is still no server allocated for this project) and several other design-related affairs such as feedback on the logo and past projects. As per the rest of the projects, past ones were closed, and ongoing ones are still under development, with outcomes in within next week.
The rest of the day has been dedicated to travel back to Oulu.

### 3.5.4 Thursday 18.10.2018

Today's goal was to keep iterating on the design for the main social media platform posts. For that, several assets were gathered (making sure that they do not infringe any copyright rules) and plotted in several different Sketch canvases or further development.

Due to the nature of this specific task, in where the constraints are only coming from platform guidelines, creativity is a double-sided weapon, as it can leave the designer with a total control on the design, but at the same time it makes ideation harder, since there are no constraints to think about.

The rest of the day has been dedicated to remove and rearrange those assets that are no longer used and store the ones that are potentially useful and usable in the short future of this project.

### 3.5.5 Friday 19.10.2018

Today's goal was to finish the social media platform post designs and start the development of the website, since the technical issues have been resolved on this last one.
In order to start the development of the design for the website, it was needed from the CTO of the company to resolve additional technical issues related to the domain of Tracy AI. This took several hours to be resolved. Meanwhile, there was room for additional tasks to be developed, in which the previously designed social media post images were adapted to a 16:9 screen ratio to fit PowerPoint presentations for future presentations. Doing this, extra designs were removed and a consistence across multiple channels of communications was ensured.

The rest of the day was dedicated to learning about WordPress instances in the chosen environment, a business plan for WordPress.org.

### 3.6 Week 6

#### 3.6.1 Monday 22.10.2018

The goal of today was to start the development of Tracy AI’s website by firstly installing a WordPress theme and framework and later on start designing according to the mockups that were done during week 3.

In regards to the theme, the organization decided to go for a theme from Elegant Themes called Divi because it is the most used WordPress theme in the world (BuiltWith, 2018, cited 22.10.2018) and once the design is set, the way to add content is very visually intuitive, very useful for fast-paced organizations like Tracy AI in where business goals can change quickly.

The entire day was dedicated to installing and setting up the WordPress environment with Divi.

#### 3.6.2 Tuesday 23.10.2018

Continuing with the development of the website, the goal today was to place all the elements that consist of the home page for later styling.

To do so, we used an easy approach from Divi called Visual Builder in where we the page is formed in sections containing modules (Elegant themes, 2018, cited 23.10.2018). For this website there is a full-width hero that contains a text and image module, a testimonials section containing
a thumbnail and text modules, a plain text full-width section, a section with two column grid modules for explaining what the product does, a number counter module in within a section, a three-column module in within another section for the pricing, and a contact form module on the last section.

The rest of the day was dedicated to studying the best practices on how to develop each section’s module in the homepage.

3.6.3 Wednesday 24.10.2018

The goal of today was, since we already placed all the pertinent elements in the homepage, to start custom styling the website to make it look like the designed mockups.

In order to do so, a mix of pre-defined customization options in Divi have been set, and for deeper customization, a custom Cascading Style Sheets, which is a language that tells the website elements how those should be displayed, has been made.

Since there is a lot of work to do in this, as we have to consider multiple devices and eye constraints, the entire day was dedicated to these modifications.

3.6.4 Thursday 25.10.2018

The goal of today was to host a meeting with Juho Isola to chat about the current state of the website, pin-point the main issues and talk about the copy write for this.

After the meeting, Juho Isola redacted an e-mail pin-pointing the following issues to be fixed for this day: all the buttons of the website should redirect to the contact form at the bottom of the page, the counter section needs to be overhauled to host a different set of metrics, and the references section should be tweaked so it hosts only two testimonials but all the company logos.

The rest of the day was dedicated to backup and rename the assets uploaded to the WordPress instance.
3.6.5 Friday 26.10.2018

The main goal for today is to re-check that all elements from the design are plotted in the WordPress instance, and to keep tweaking the Cascading Style Sheet to achieve a live design that mimics the designed mockups, giving special attention to the header menu and the “How it works?” section.

For the header menu to mimic the menu from the mockup design, the major task was to custom CSS the button “Contact us”. This was done with the following CSS:

```css
/*-----------------------------------------------*/
/*[CTA Menu Item]----------------------------------*/
/*-----------------------------------------------*/

/* style the get started cta button */
.cta-menu {
    border-radius: 6px;
    border: 2px solid white;
}

.cta-menu a {
    color: #fcf9f9!important;
}

li.cta-menu {
    background-color:rgba(0,0,0,0);
    font-weight: 700;
    text-align: center;
    padding: 20px 20px 30px 20px!important;
    border-radius: 200px;
    -moz-transition: all 0.5s;
    -webkit-transition: all 0.5s;
    transition: all 0.5s;
}

li.cta-menu:hover {
    background-color: rgba(255,255,255,0.2);
}

/* fixed header button text color */
.et-fixed-header #top-menu .cta-menu a {
    color: #d046a1!important;
}

.et-fixed-header .cta-menu {
```

39
And the result of this code is:

![Contact us button](image)

*Figure 23. "Contact us" button achieved after applying custom CSS rules in a WordPress instance*

The entire day was dedicated to tweak Cascading Style Sheets to mimic the designed mockup.

### 3.7 Week 7

#### 3.7.1 Monday 29.10.2018

Today’s goal was to keep styling the website, paying special attention to the behavior of different devices and screen resolutions, also called responsiveness. Additionally, the Lead Software Developer of the company required Tracy AI logos and avatars in specific resolutions and ratios, so some time was also spent to deliver this.

In order to check the responsiveness of the website, we used a special browser software called Blisk, which allows live previews on different screen resolutions.
After the website was checked and ensured its compatibility with smaller devices, we submitted the URL link to the CEO, who gave the approval on the website, therefore this project was considered closed.

The rest of the day was dedicated to backing up the website.

### 3.7.2 Tuesday 30.10.2018

Today’s goal was to start designing an onboarding explanatory section on the website to expand on the product for the actual users of it, also called success section. This section would be especially helpful for managers of the users of the product, as all the information regarding the product, how to set it up, and how to work with it in within the different platforms would be all in one place.

After a meeting with Juho Isola in where we clarified the tasks to develop on this project and the deliverables expected for the users of the product, the rest of the day was dedicated to investigating what would be the best way to approach this project and study the different technical constraints that would suppose to implement each option available.
3.7.3 Wednesday 31.10.2018

Today’s goal was to design a mobile menu for the success section, in where the same items as the sidebar are replicated.

For this, the sidebar menu was set to be hidden on mobile and tablet through media queries in the cascading style sheet, and a toggle menu has been designed and queried so that it only triggers its visibility on mobile devices and tablets, excluding then, the desktop view. Additionally, this new toggle menu has been set to be a global variable so that any modification done to it will spread across the entire WordPress instance, speeding the process when modification this item.

The rest of the day was dedicated to keep tweaking the website on the mobile version and testing on different devices.

3.7.4 Thursday 01.11.2018

Today’s only goal was to enable Google Analytics in the website in order to provide actionable information regarding the visitors of the website and its behavior.

In order to be able to fetch user data from Google analytics, we created a tracking code from Google Analytics panel and pasted it into the header.php file of our WordPress site, right before the closing <head> tag.

The website is fully implemented and functional now, with custom styles and Google Analytics tracking system.

The rest of the day was dedicated to organizing the file system of Tracy AI that hosts the different assets of the website.
3.7.5  **Friday 02.11.2018**

Today’s goal was to integrate the main product of Tracy AI, a chatbot, into the different websites. This way, the website visitors would get to interact with the product, increasing the chances of interest towards it.

For that, a plugin was installed and configured into the WordPress instance to display a button on the bottom-right side of the visitor’s viewport. If the visitor is new, the button would automatically be clicked and display the greeting message “Hi, I'm Tracy. Just send me a message and see how this works!” straight after finishing the page loading.

Later today, the same element was implemented in the URL [https://www.aisalestrainer.fi/](https://www.aisalestrainer.fi/) and translated to Finnish language.

![Image](image.png)

*Figure 25. Tracy AI chatbot integration into gettracy.ai website*

The rest of the day was dedicated to starting a new landing page for Finnish market.

3.8  **Week 8**

3.8.1  **Monday 05.11.2018**

The goal of today was to finish up building the structure of a new landing page for the Finnish market. This page is intended to be as a strong selling spot for the Finnish customer, therefore the predomination in this project is simplicity on design, and bold copy write.
The landing page is being built from common elements from the English home page to ensure synergy across the entire online identity.

In order to remove unnecessary items and boost clarity of content, the header menu was completely re-done by setting up a conditional menu that triggers certain elements in specific pages, and custom CSS code to simplify its design.

The rest of the day was dedicated to start tweaking the mobile version of this project.

3.8.2 Tuesday 06.11.2018

Today’s goal was to finish up the tweaks for the mobile version of the Finnish website, analyze the website in search of mistakes in text and design issues and customize the contact form so it is easily identifiable and filterable by the receiver.

In order to spot mistakes in text, it was asked to Juho Isola to thoroughly review the site and make notes on the mistakes encountered, and also any evident design flaws.

For the design issues, the website was analyzed in many different devices, both physically and virtually, and notes where taken for later fixing them.

Since the contact forms system was previously implemented, only minor tweaks where necessary for this, like changing the subject line for this specific page.

The rest of the day was dedicated to cleaning up the WordPress instance and talk about the next possible project.

3.8.3 Wednesday 07.11.2018

The goal of today was to hold a meeting to talk about the next design project and start thinking about this.
In this product design meeting, all Tracy AI team worked together to establish a goal for the next design project, which is going to be the design of a digital page in which the raw data from Tracy is computed into useful insights for sales people.

For this project, an initial 1-hour workshop after the meeting was required in order for the designer to understand how Tracy works and what type of data does it fetch. After that, the software developer and the designer exchanged some ideas on potential useful computations and how to visualize them. After that, the designer started wireframing a potential data view.

**Report**

new2-fake-user-3

Period: 01.10.2018 - 20.10.2018  
Sessions: 18

Sales process

<table>
<thead>
<tr>
<th>Variable</th>
<th>n</th>
<th>Mean</th>
<th>Std</th>
<th>SE</th>
<th>50p</th>
<th>95p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospecting</td>
<td>2</td>
<td>0.500</td>
<td>0.500</td>
<td>0.354</td>
<td>0.500</td>
<td>0.650</td>
</tr>
<tr>
<td>Booking meetings</td>
<td>1</td>
<td>1.000</td>
<td>0.000</td>
<td>0.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>Sales phone calls</td>
<td>3</td>
<td>0.333</td>
<td>0.118</td>
<td>0.068</td>
<td>0.250</td>
<td>0.475</td>
</tr>
<tr>
<td>Preparing for meetings</td>
<td>1</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Sales meetings</td>
<td>3</td>
<td>0.583</td>
<td>0.236</td>
<td>0.136</td>
<td>0.750</td>
<td>0.750</td>
</tr>
<tr>
<td>Asking questions</td>
<td>4</td>
<td>0.375</td>
<td>0.375</td>
<td>0.188</td>
<td>0.250</td>
<td>0.887</td>
</tr>
<tr>
<td>Listening customers</td>
<td>1</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Understanding needs</td>
<td>2</td>
<td>0.375</td>
<td>0.125</td>
<td>0.088</td>
<td>0.375</td>
<td>0.488</td>
</tr>
<tr>
<td>Talking about benefits</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry and product knowledge</td>
<td>2</td>
<td>1.000</td>
<td>0.000</td>
<td>0.000</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>Presenting solution</td>
<td>2</td>
<td>0.250</td>
<td>0.000</td>
<td>0.000</td>
<td>0.250</td>
<td>0.250</td>
</tr>
<tr>
<td>Preparing proposals</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenting proposals</td>
<td>1</td>
<td>0.250</td>
<td>0.000</td>
<td>0.000</td>
<td>0.250</td>
<td>0.250</td>
</tr>
<tr>
<td>Asking for deals</td>
<td>1</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Talking about price</td>
<td>2</td>
<td>0.125</td>
<td>0.125</td>
<td>0.088</td>
<td>0.125</td>
<td>0.238</td>
</tr>
<tr>
<td>Handling objections</td>
<td>2</td>
<td>0.500</td>
<td>0.250</td>
<td>0.177</td>
<td>0.500</td>
<td>0.725</td>
</tr>
</tbody>
</table>

**Figure 26. Tracy AI prospect raw data**

The rest of the day was dedicated to keep interacting with the team and wireframing different ideas.
Today’s goal was to keep wireframing and studying the different scenarios for a sales people and understanding better how Tracy AI.

In order to achieve an easier solution to data visualization than the current reports and provide the user with actionable insights, a grouping was made so that the user would know immediately what the three-best metrics are, three worst metrics, bottlenecks and trainings needs. So, the first view of this new report is going to contain those elements. As for the rest of elements, and since they are not that important for the user, a simple table with an intuitive rating was thought to be a good approach for the second view.

The rest of the day was dedicated to starting the design of the new report and to choose the colors for this.

Figure 27. Tracy AI new report template wireframe
Today’s goal was to finish the design of the first view of Tracy AI report template and to design the second view of this, which will contain, as mentioned on Thursday 8th of November of 2018, the rest of the elements in a simple table or score card.

Figure 28. Tracy AI new report template design. First view.
Figure 29. Tracy AI new report template design. Second view.
Now that all the views from the report have been designed, implementation can begin. This is going to be made from scratch using HTML and CSS with the help of a grid system framework to seed up the development process.

The rest of the day was dedicated to studying the most suitable framework to implement the report template.

3.9 Week 9

3.9.1 Monday 12.11.2018

Today's goal was to start implementing the first page design of the new Tracy AI report and make sure that it behaves decently on the main screen resolutions and screen ratios.

For this, Bulma has been picked to be the development framework since it has a grid setup and different useful components, like cards, containers and tabs, which will speed up the development process (Bulma, 2018, cited 12.11.2018). All the document markup language hosts Bulma framework CSS classes to give visual styling, and these were extended with custom CSS classes in order to achieve the designed screen.

The rest of the day was dedicated to re-implement the privacy policy and terms of service of the main Tracy AI website.

3.9.2 Tuesday 13.11.2018

The goal for today was to keep implementing the design for the Tracy AI report. This time the focus was towards the second screen, the detail view, but also having in mind the very likely scenario of the user viewing the report on a handheld device.

Since this second screen hosts the same structure across the entire page, a table was chosen to be the approach for visualizing the data. To this table, all the borders where removed to have a structure-like table without the appearance of it, that later on was modified accordingly to mimic the designed screen.
The rest of the day was dedicated to tweaking the mobile version and to finish styling additional elements, like the navigation tabs.

3.9.3 Wednesday 14.11.2018

The purpose of today’s work is to finish the implementation of the reporting template and make sure that it is visible in both bigger and handheld devices.

Since the table of the “details” section is hosting a considerable amount of data, it represents a problem when viewing so in a handheld device, since the width of the table overflows from the container. This has been fixed by setting a fixed width for the table and set a CSS property of “overflow-x: scroll”. This way, the table keeps being the same width, and the overflow is contained in a horizontally scrollable area. As for now, it is the fastest and easiest implementation without having to code a separate view for handheld devices.

Figure 30. Comparison view of detail section for desktop and handheld devices.
The rest of the day has been dedicated to organizing code and assets.

3.9.4 Thursday 15.11.2018

Today’s goal was to insert in the website a plug in to display the cookies acceptance in order to be compliant with the new 2018 General Data Protection Regulation (European commission, 2018, cited 15.11.2018).

In order to do so, we installed a plugin called GDPR Cookie Consent that would trigger a sticky message at the bottom of the website for new visitors. Once this new visitor would accept the terms of the message by clicking on the “accept” button, he would not be asked any further information regarding this matter. Also, in order for this message to not interfere with the chatbot demo, situated at the bottom right of the page, we set a delaying time for this of 15 seconds before it starts automatically interacting with the user.

The rest of the day was dedicated to style the above-mentioned implementation to match Tracy AI’s brand style.

3.9.5 Friday 16.11.2018

Today’s goal was to deliver the implementation code for the report template to the Lead Software Developer.

Before doing that, additional tasks were required, like properly importing and setting the body font into the code and try to minimize and comment the code as much as possible in order to be easily understandable for anybody that wants to modify it in the future.

In order to be able to set the font for the entire report, we called the font set from Google Fonts on the SCSS file and set the variable $body-family that Bulma framework provides with the value “Josefin Sans, sans-serif;”. In order to be able to minimize the code and ease the task of finding the right pieces, we set all SCSS and CSS rules into our SCSS custom file, and added comments referencing the style to be applied followed by the SCSS or CSS rules.
The rest of the day has been dedicated to polish the design system in the Sketch file.

3.10 Week 10

3.10.1 Monday 19.11.2018

The goal for the first day of the last week was to rearrange all the assets made in sketch into separate documents hosted in different folders.

The primary reason to do that is to have a design system file based on symbols that could be used in designs from a separate document than the design system. Having this type of structure facilitates the logic when it comes to editing specific assets, or parts from the design system. Also, at this point in where there is not much in this design system, it is more important to build a workflow and a system than to have a design system already bound.

The rest of the day was dedicated to start organizing assets from all the design documents for later export.

3.10.2 Tuesday 20.11.2018

Today’s goal was to keep organizing the assets prior to the author’s leave.

Now that the main design assets have been split into multiple documents, the items that compose these assets are going to be renamed, re-grouped, and re-arranged into understandable layers whose name can easily identify what component it is referring to.

Additionally, and due to the simplicity of the main task, the rest of today was dedicated to think about the structure and start writing the discussion chapter of this thesis.

3.10.3 Wednesday 21.11.2018

Today’s goal focused on combining the two previously designed report examples for the Finnish market into one single asset.
For this asset, and in order to make it easier to show in different platform, a 16:9 canvas has been divided into two halves, one side for each screenshot. Without altering the canvas ratio, the content was resized to fill the height of the canvas, and later on the entire image has was re-centered.

The rest of the day has been dedicated to keep organizing assets from all the design documents.

3.10.4 Thursday 22.11.2018

At only one day to end the 50 entries, today's goal was to redact small guidelines for performing the main actions and fixing the issues that tend to happen for anybody that would modify the websites of the company.

Starting from a blank e-mail, issues and main tasks to potentially perform were written down and explain on a structure consisting on a scenario, how to fix or perform and how to save. Also, screenshots were added to help with the explanation of the task.

The rest of the day was dedicated to other minor tasks like cleaning.

3.10.5 Friday 23.11.2018

For the last day of work at Tracy, the goal was to perform exports, digital cleaning, compression tasks and delivery to be able to deliver the assets designed during the past 10 weeks.

The most important assets (logo, avatars, color palette, gradients, bubbles, report) were exported in several different formats, compressed into a single file and sent to the developer for future uses.

Also, a brief chat has been held today by Tracy AI CEO and the author to thank for the work performed during the 10 weeks in the company and summarize the work done during that time and how it has helped the organization, talk about the future possibilities of collaborating in projects again as the company moves forward.
4 DISCUSSION

During the 50 days of thesis report, the main focus has been towards creating the visual appearance of the company Tracy AI, starting from the very basic design assets, like the color palette, towards more specific and complex assets, like the main website.

4.1 State analysis comparison

All of the work performed during the 10 weeks was intended to establish the company's online presence and assist with the sales on both the user and the investor side. Therefore, in comparison to the starting situation projection, there has not been any major deviation from what the project was intended to pursue and achieve, and all the tasks that were initially planned have been successfully carried out and started to make a positive impact on the company already.

Thanks to the previous knowledge that the author had from developing websites and performing similar roles and similar tasks on other companies, plus the experience utilizing the software toolkit intended for the project, it was fairly straight-forward to elaborate and execute the different tasks of the different projects that covered this thesis. In addition to that, the author’s professional experience allowed to forecast time demands depending on task difficulty, which resulted in additional time to assist with product development. Furthermore, the help from the CEO and the Lead Software Developer on the different tasks and activities to carry out during the 50 days have made the workflow smoother and easy-going.

Thanks to a good planning, all the tasks intended for this project were achieved, and there were several extra days to design and implement additional product features.

4.2 New models and methods

Overall, and because of the fact that the author has already performed most of the tasks that are covered in this thesis in previous companies, the different workflows and methodologies of design work that have been used where already familiar, with the exception of choosing the color palette for the company. This was an unknown task never previously performed and required gaining
new theoretical knowledge regarding the meaning of colors, the feeling that each of them triggers, how to combine them, and how to be compliant with online platform visual guidelines.

Regardless of the acquired or known applied knowledge, reporting during a period of 50 days has given the author time to ponder over the planning side of each project, articulate and polish the current workflow and personal work behavior, improving his soft skills, with the proof of a less-fractioned and less-friction design feedback process that resulted in less unnecessary communication, giving more time to focus on the task and being more efficient on the creative side.

4.3 Learning outcomes

There are three major outcomes from having been at a very early-stage startup performing thesis work:

Firstly, after reporting the day-by-day operations of a visual designer, based on the company introduction and the progression of the reporting, there is a clear sense on how it feels to work in such a company and company setup. Horizontal level of hierarchy is very different to older-times bigger organization vertical hierarchy, with its perks and its handicaps, but nevertheless interesting and very self-enriching.

Secondly, and based on previous discussions with the CEO of the company, the work performed for this thesis has already had a positive impact based on different prospect feedbacks. The fact of having a beautiful, clear and understandable website eases the job of the prospects to understand what the product is capable of doing and how they would benefit from it.

Thirdly, and from a personal standpoint, the mix in between the criticality of the tasks to perform and the already known areas to develop the work into, has caused an enhancement in design and coding skills thanks to focusing and having in mind the importance of the work to be performed.
4.4 Most interesting topics

While choosing the least interesting topics would be much easier task to do, after some analysis, it is clear that the author has more predilection towards the entire cycle of a design implementation, from wireframes or idea conception to implementation. The author enjoys fragmenting his work into projects, whether they are big or small, in where i.e. thought, wireframes, sketches, design, implementation are preferably all involved and there is a clear workflow to follow that involves creative thinking in a structured environment in order to not deviate from the goal. Therefore, making the website, the logo, choosing the color palette and designing and implementing a report template where the most enjoyed and interesting topics for the author.

Other tasks, such as e-book template creation, or social media visual cover assets where the least enjoyable, as the tasks to perform did not involve any new way of thinking or did not represent a problem to solve, but just an additional task to perform.

4.5 Development ideas

Having already worked for an early-stage startup has helped the author to correctly set a tone of communication, prepare a suitable working setup, and set a design feedback loop which would encourage honesty and let room for fast improvement.

One thing that has noticeably been improved has been the last one mentioned, a design feedback loop. On earlier days, the approval of a design from upper management would suffer from several rounds of feedback loop before it is accepted. On top of that, the design subjected for feedback would have several design iterations and tweaks before feedback was being given, causing, thus, potential good designs to be discarded before they were even showed. This has been solved nowadays by performing one design iteration of higher quality before every feedback session and adding the potential good designs as alternatives in case the main iteration would not go forward. This way, it is ensured that nothing is discarded too early, and that no matter how, the project goes forward design-wise.
From the above-mentioned, we can deduce that one of the areas in where the author is willing to work on is the interaction of own's work with upper management, the way the design decisions are articulated, how they are perceived by upper management, and how well the author is capable of aligning the goals to the expectations to the design.

Also, the author is interested in becoming better at coding his own designs, using naming conventions and understanding better the way to work around front-end frameworks, with the possibility to learn as well how to implement not only designs, but functionalities like animations or data processing.

4.6 Benefits on work analysis

Analyzing the author’s own work as it was been written in the thesis has helped, most of all, to realize the situation at that time when it comes to planning work tasks, and to set a reference framework to work around with the task. For example, the color palette was implemented through complementation, nature-based and color theories, or logo was designed with the golden ratio. This way of working results in a more thought-through creative process that sets certain boundaries on where to start but does not ban or strict the design to those boundaries necessarily, allowing a faster start with a clearer path to go through, but allowing as well turnarounds and unexpected things to happen, which might, in return, produce a more creative and unique output.

Additionally, retrospective analysis has let the author acknowledge the fact that if he well thought at some point of his professional career that his skills, output at work, knowledge, did not have an impact, were not difficult to achieve and anybody could do it, it is far from truth. Whether regulated education or not, design takes time to understand, to process, to articulate, to feel. Along all the author’s professional career, and thanks to the work analysis, the improvement on the design field, including tools used, perception and hits, is tangible and even plausible.
5. CONCLUSION

During 50 days, the author performed the role of a sole visual designer at an early-stage startup, being in charge and involved in a different variety of projects with the main goal of providing the company an entire set of assets that would compose the visual ground base of an online visual appearance that matches across the different diffusion channels and serves a wide range of purposes and audiences. For this, the author relied on past professional experience in order to plan and prioritize the tasks to be performed, and to complete several projects that were already done in the past. New knowledge was acquired as well, in order to understand certain design choices or to use certain software more fluently.

All the activities and work performed until the end of the day-to-day operations reflects what it means to work at a startup, revoking the ideal of the startup based on coffee breaks and fancy chairs, but a place where many things are yet not done, and each individual plays a key role in the future success of the company.
REFERENCES


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