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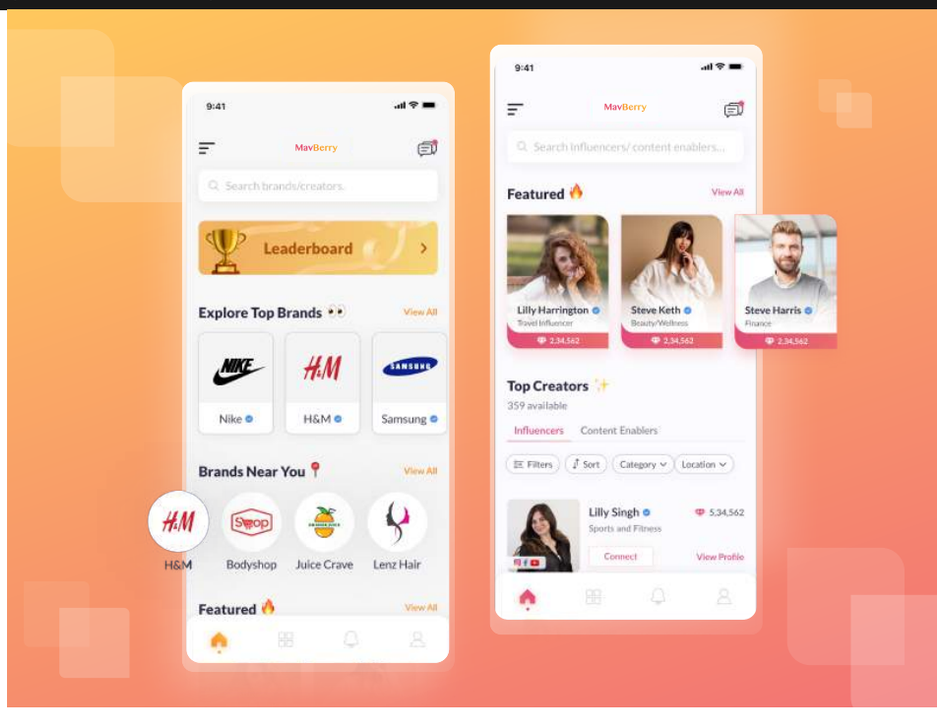
GRID DESIGN
by squareboat

MavBerry

MavBerry

Digital marketplace for influencers, content enablers, and businesses to broaden the reach of varied creators.



Work we did.

ADMIN PANEL

MOBILE APP

Tools we used.

ADOBE XD

Overview.

MavBerry is a platform that seeks to give influencers and content facilitators visibility according to their specialization. The objective is to empower and increase the reach of varied artists while also making life simpler for businesses and marketers.

THE OPPORTUNITY.

Explore brands, influencers, and content enablers as per different criteria and **connect** with them.

DESIGN RESEARCH

User personas were created to empathize with the end users

Influencer

Ragini Sharma
Influencer
28 years old
Pune, India

"I am an influencer who enjoys providing daily doses of fashionable and contemporary styling suggestions. I want to network with companies and other creators to broaden my audience and develop my craft."

Personality

Talkative

Eager to learn

Creative

Motivation

Ragini is a fashion student who is eager to spread her thoughts throughout the world. She is excited to work with businesses, other influencers, and content creators to expand her learning and reach. She has trouble finding companies and other creators who can meet her requirements for various projects, though. She is optimistic that she will find an app that combines her needs and desires.

Goals

- To connect with brands of different domains.
- To find content enablers who can help her with the projects she undertakes.
- To collaborate with other influencers to increase her reach.

Pain Points

- Connecting with any brand becomes a hassle.
- Searching for top influencers and content enablers as per different criteria such as category, and location is time-taking.
- Getting noticed as a newcomer becomes challenging.

Brand

Juice Crave

Brand

Est. 2001

Mumbai, India

"Juice Crave is a nectar brand that has been ensuring tasty fruit nutrition for millions of Indian families. We aim to expand our flavors and deliver the goodness of fruits to every household."

Traits

Taste

Convenience

Nutrition

Motivation

Juice Crave was founded in 2001 with the mission of making the goodness of the finest fruits accessible to everyone. Made from 100% real fruit and 0% concentrate, the beverage brand aims to grow its reach and provide unadulterated nutrition. They usually get stuck between the hassle of finding influencers to market their products per different age groups and hope that they can find a solution to it soon.

Goals

- To gain public insights into their products.
- To find content enablers who can assist them in the rebranding of their projects.
- To connect with influencers and have them promote their products.

Pain Points

- Connecting with any creator as per the needs is a hassle.
- Searching for top influencers and content enablers as per different criteria such as category, and location is time-taking.
- Lack of authenticity and quality.

The behavioral and emotional tendencies of the users were captured through an **empathy map**

Says

- Finding and working with other creators would become seamless.
- I would become more noticeable to brands.
- Credibility will hopefully be more transparent.
- I'll be able to gain knowledge from analyzing my competitors.

Thinks

- Concentrating on my work will attract brands to me.
- Is creating content independently really worth it?
- Will I be able to find the creators to collaborate with as per the needs of my project?
- What kind of content will my viewers connect to?

Does

Feels

- Search influencers and content enablers and brands as per the requirements.
- Prepare for the pitch to collaborate.
- Research the project and circle back with the other parties involved, during iteration.
- Reply to all queries thoroughly as soon as possible.

- Anxious about if the app would work in my favour.
- Hopeful that brands would be aware of my existence.
- Uncertain whether the collaboration will work smoothly or not.
- Energized by the prospect of increased growth at work and audience reach.

Says

- Search for creators as per product criteria will be easy.
- Working collaboratively for product growth will be seamless.
- Maintaining payment logs will be simpler.
- Screening the credibility of creators would be hassle-free.

Thinks

- Are the creators dependable and competent?
- Is the platform credible for discussing delicate topics?
- Will I be able to find the creators to collaborate with as per the needs of my project?
- I hope I can win the audience's confidence.

Does

- Search influencers and content enablers as per the requirements.
- Analyses the creator before collaborating with them.
- Assess market trends and make collaborative plans.
- Reply to all queries thoroughly as soon as possible.

Feels

- Fearful- will there be value for my time and money?
- Hopeful to find the right fit for my brand.
- Worried about how trouble-free the collaboration process will be overall.
- Ecstatic by the potential for greater product expansion.

Qualitative research was conducted to understand why and how decisions were taken

Ten individuals were interviewed one at a time, of which 4 were the owners of small local businesses and 4 were content creators on various social media platforms. They had a cap of between 1,000 and 10,000 followers per platform. These individuals were questioned about how they typically approach collaboration.

01 Are you drawn towards a growing influencer with great content?

02 How do you feel about influencer marketing? Have you ever collaborated with any creators?

03 Have you ever tried influencer marketing platforms? If so, which platforms have you used?

04 Did you observe a boost in business owing to influencer marketing?

05 How challenging is it to find a creator who is qualified and centered on your industry?

06 Would you recommend this method of marketing to your peers?

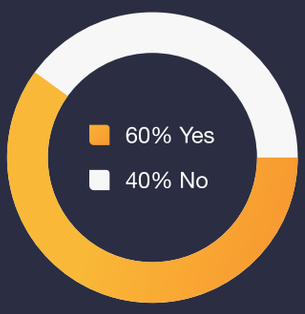
07 Which third-party tools do you use mostly to assess influencer performance?

Outcome

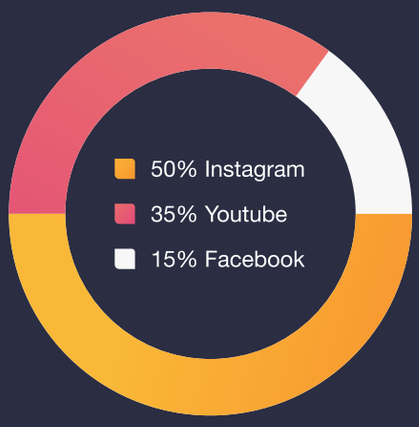
Influencer marketing has emerged as a critical tool for making an impression since the prospective audience has largely moved online. It is a fantastic approach to effectively spread the word about any product or concept to a large audience in a short amount of time. Even though it might be advantageous, it can also backfire if you don't discover a creator who is a good fit for the message that the brand wants to spread. Some of the sites used to evaluate the reach of creators include Instagram, Youtube, Facebook, and LinkedIn. This type of marketing is undoubtedly advised to increase product awareness and open up growth opportunities.

Quantitative research was conducted to assess data and generalize findings to a larger population

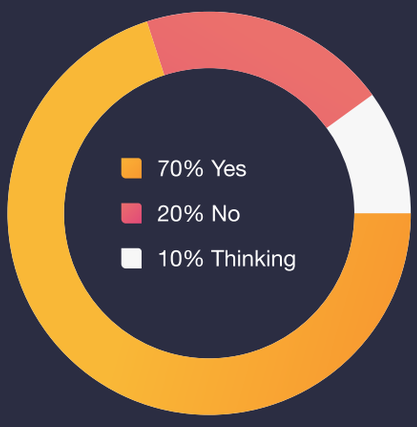
01 Have you ever used an influencer to market a product for you?



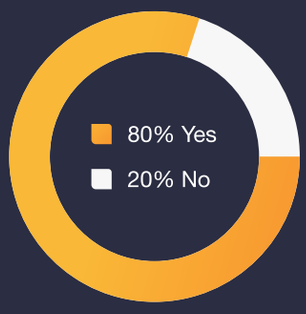
02 Which platform do you often use to approach creators?



03 Does your brand have a social media presence?



04 Would you recommend this method of marketing to your peers?

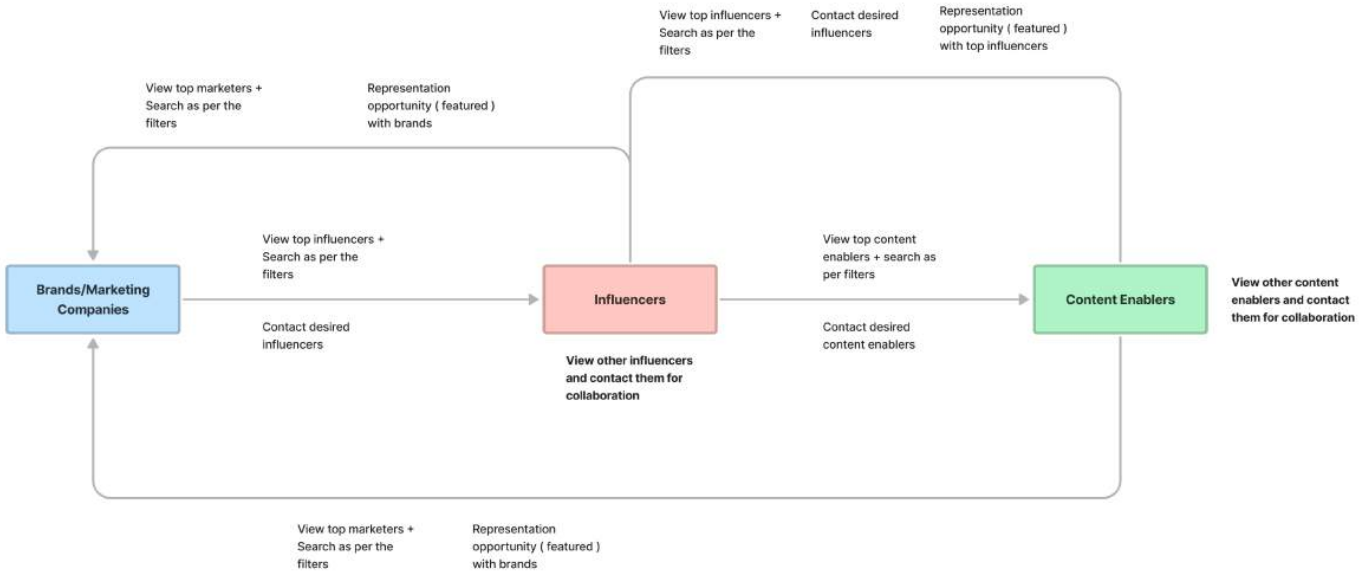


We created **information architecture** to build the content structure and facilitate seamless navigation

01

Relations

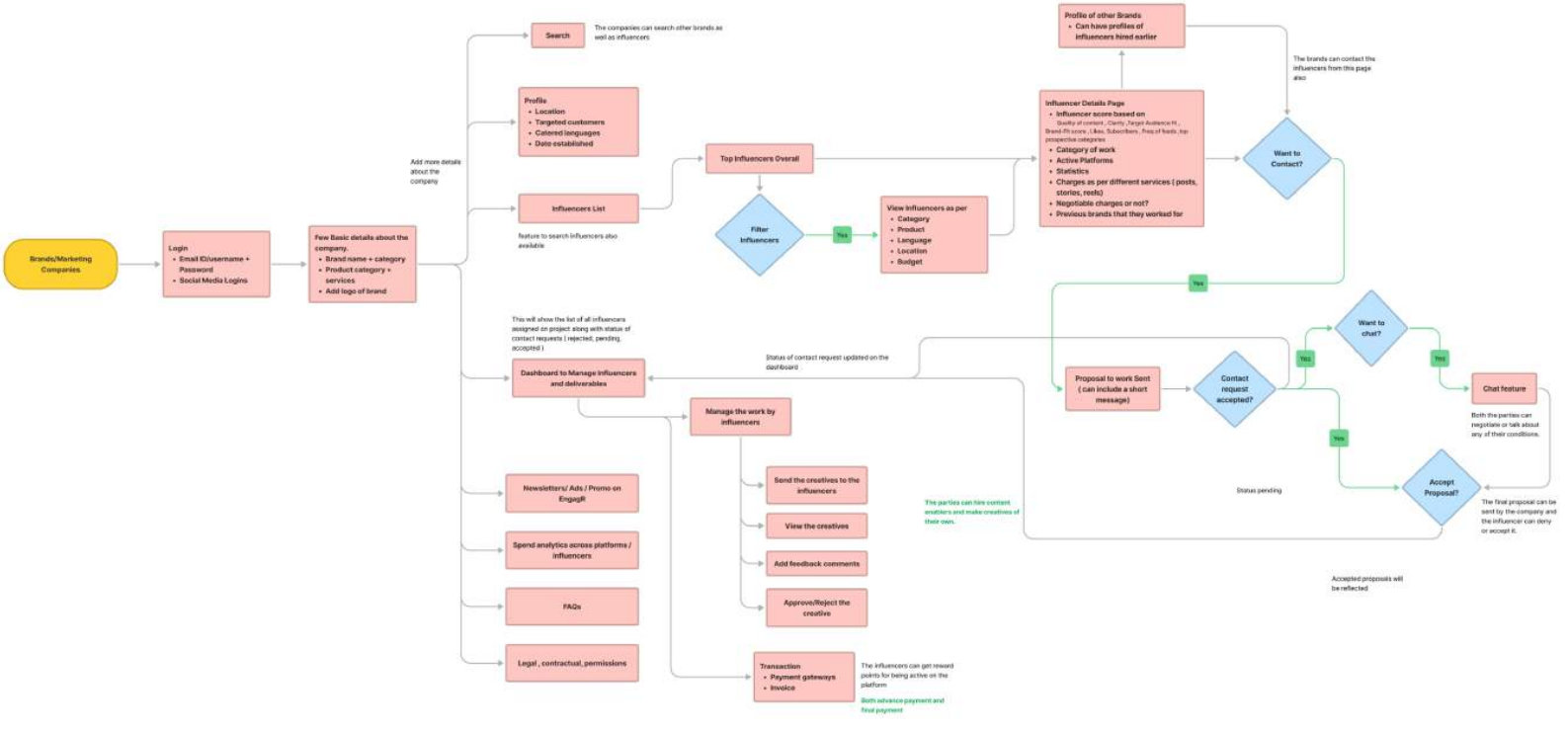
Relations flow depicts how brands, influencers, and content enablers will be interacting with each other.



02

Brand Side

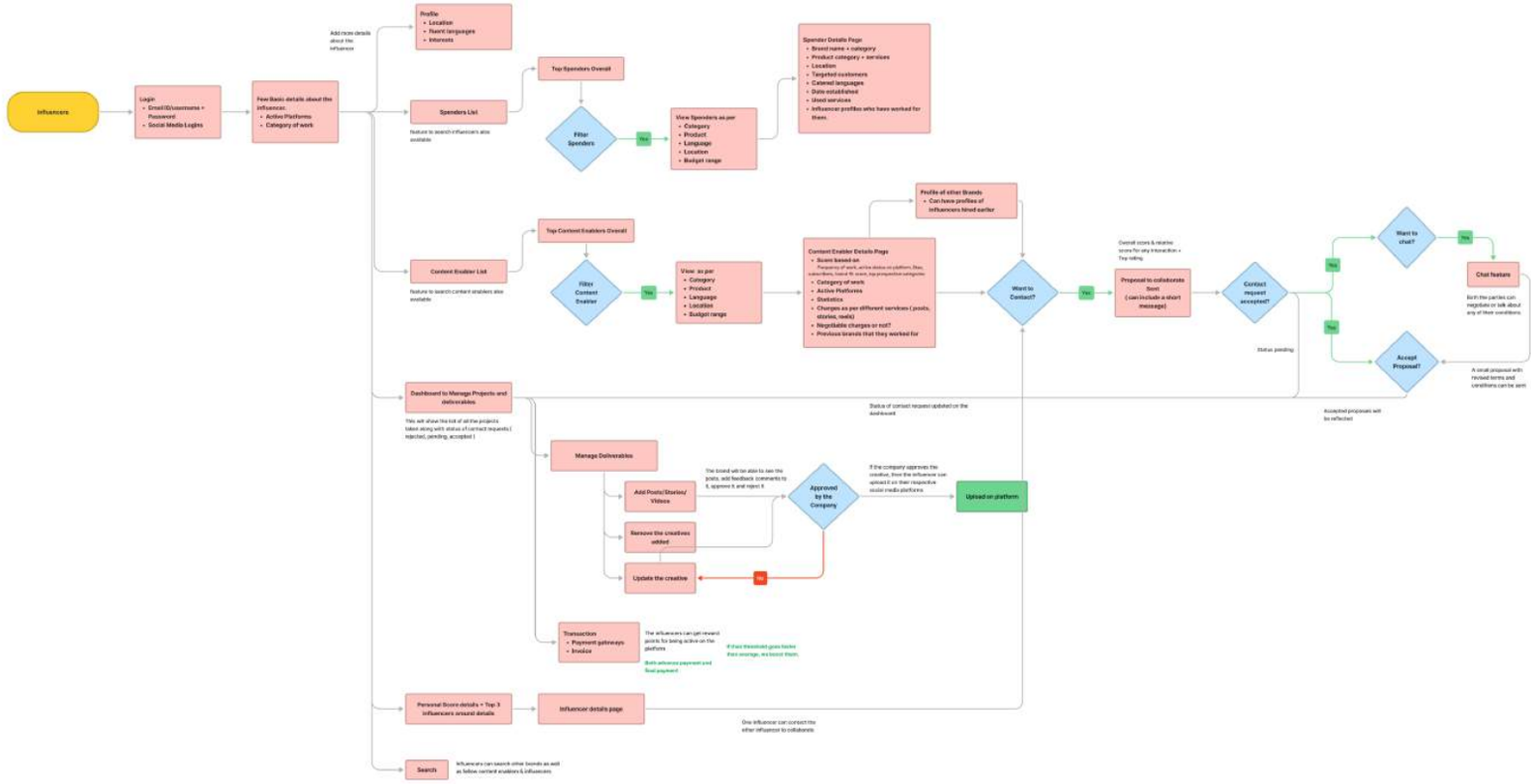
The brand flow shows the path taken by the brands to use the app seamlessly.



03

Influencer Side

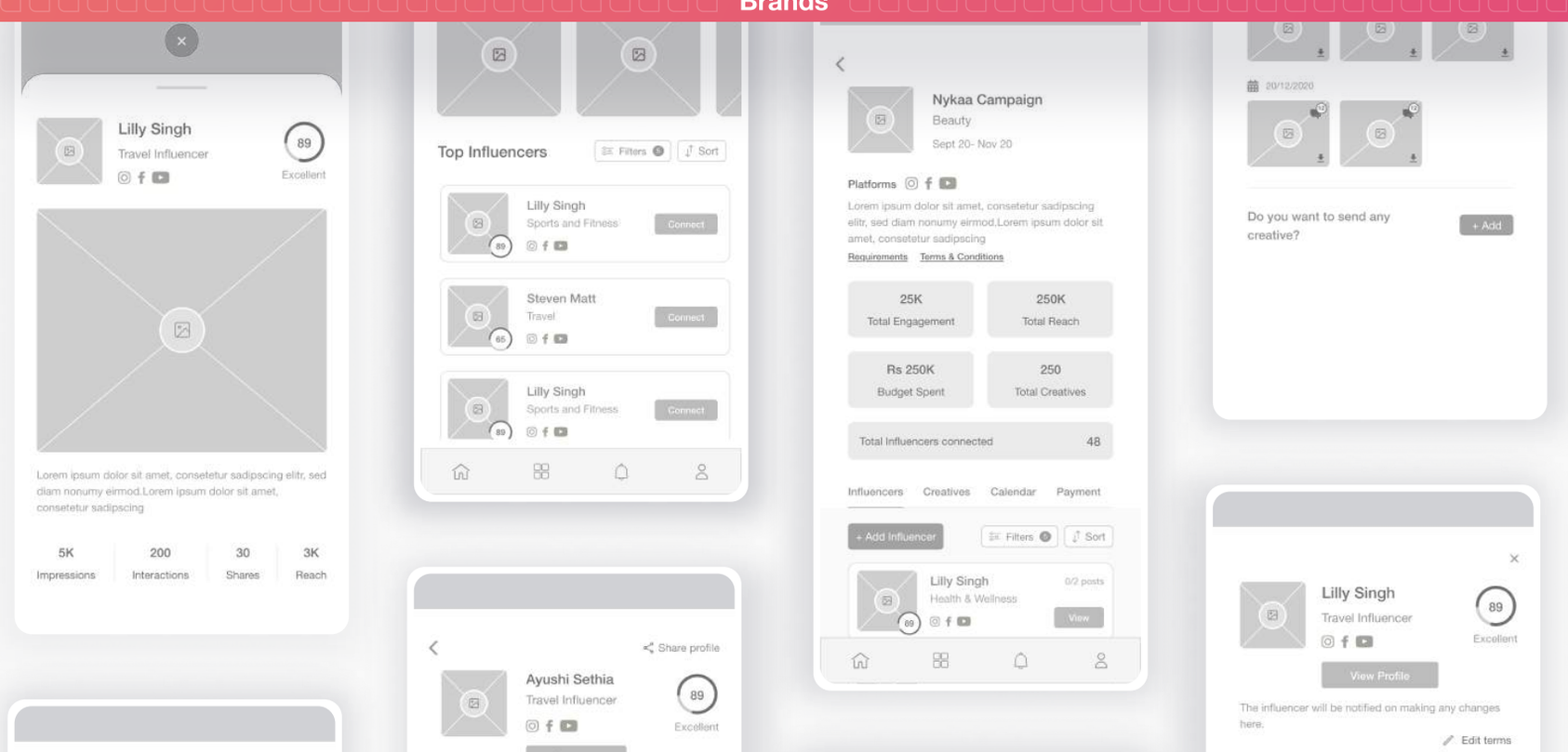
The influencer flow shows the path taken by the creators to collaborate with other parties.

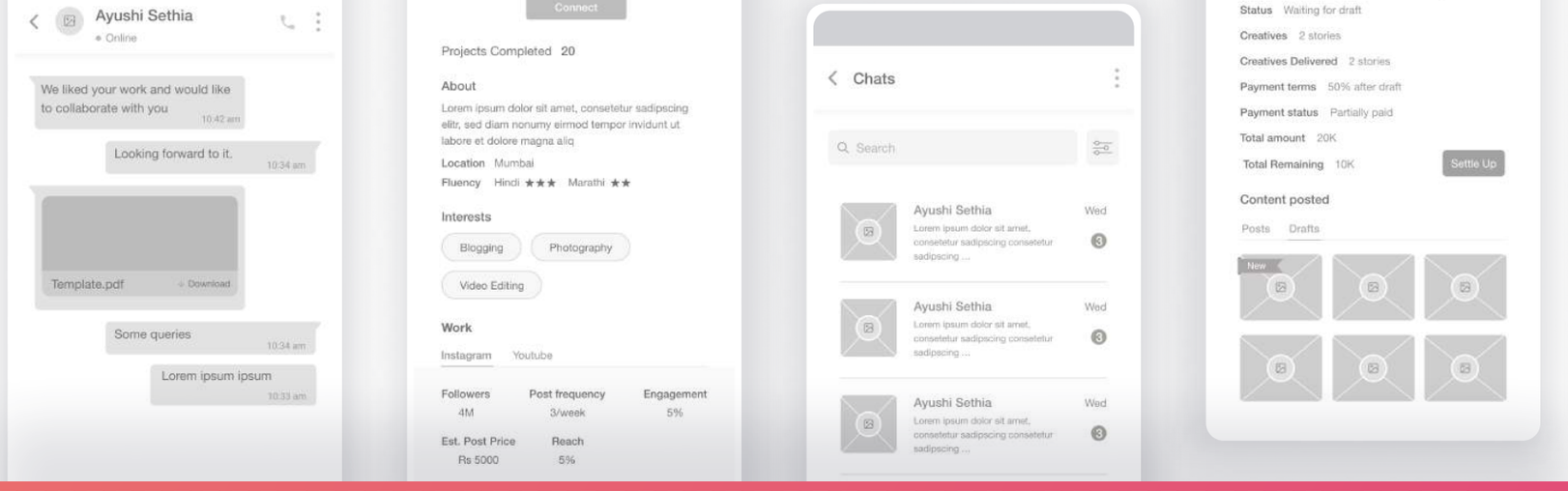


WIREFRAMES

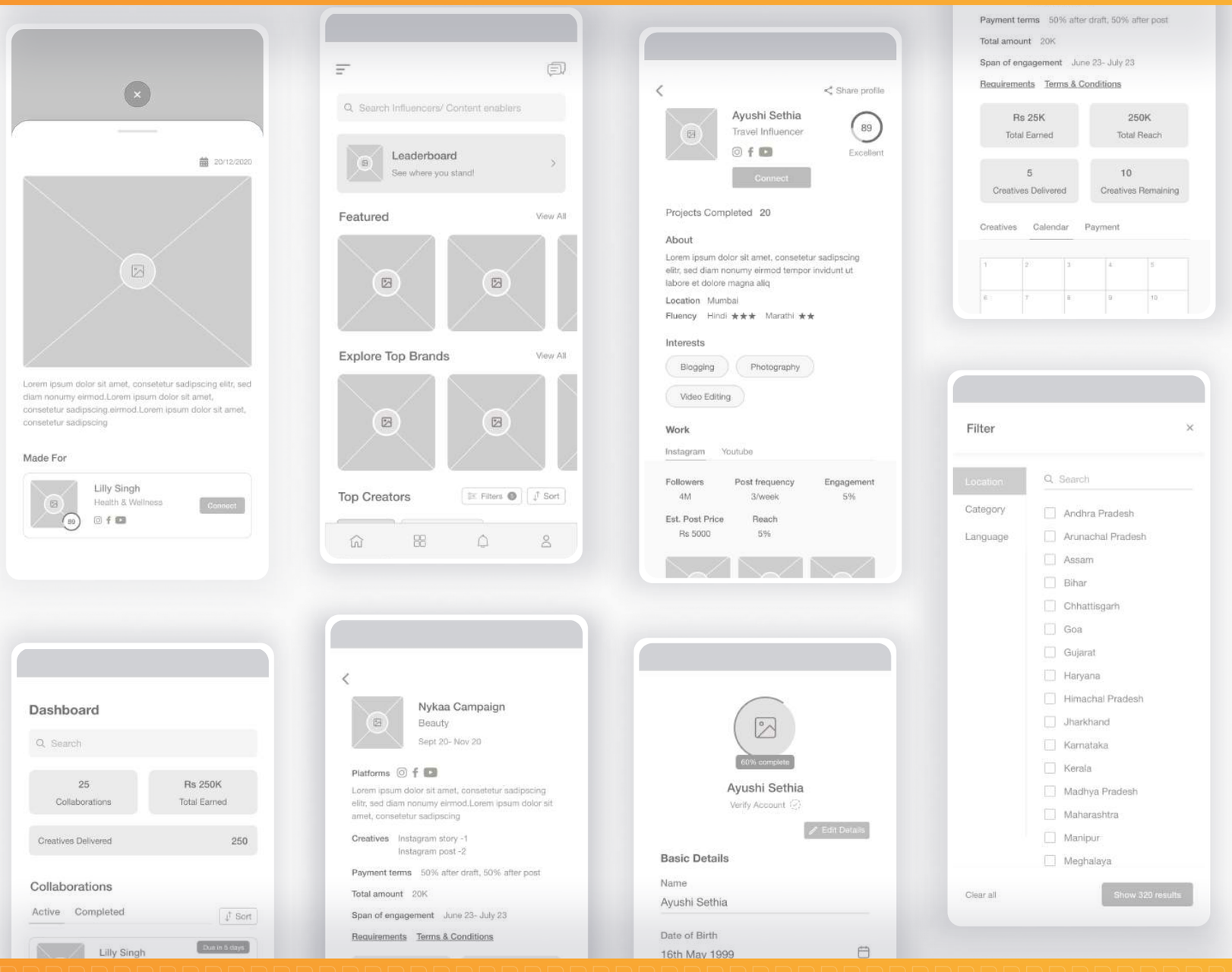
Wireframes were created to obtain a general idea of the complete user flow

Brands





Creators



DESIGN SYSTEM

Typography and colors used

Lato

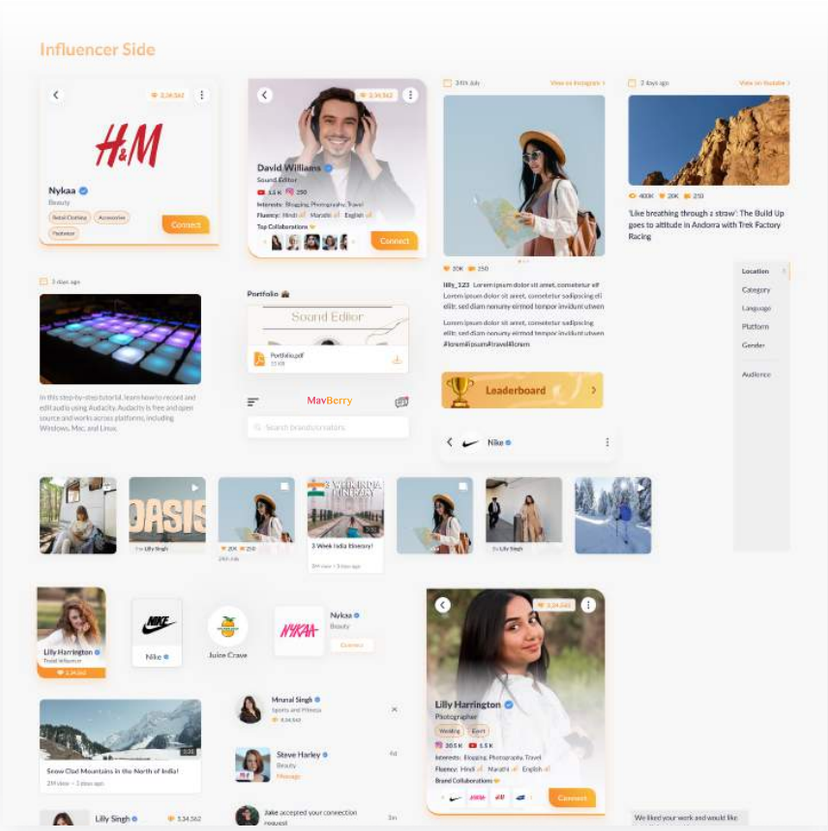
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

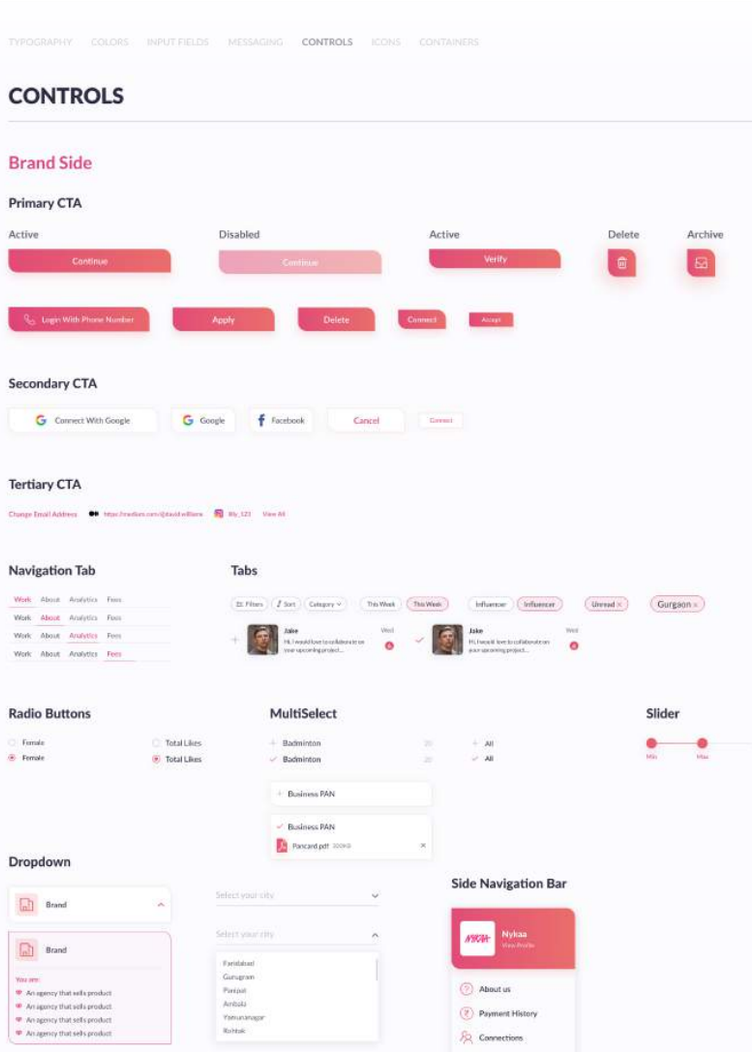
0123456789

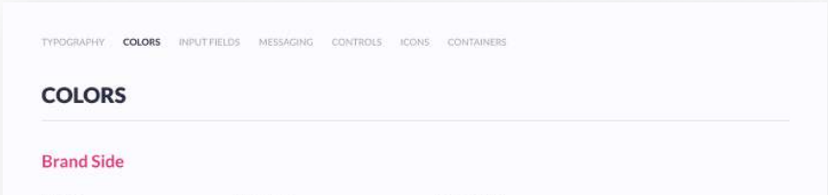
Regular Medium Semibold **Bold**

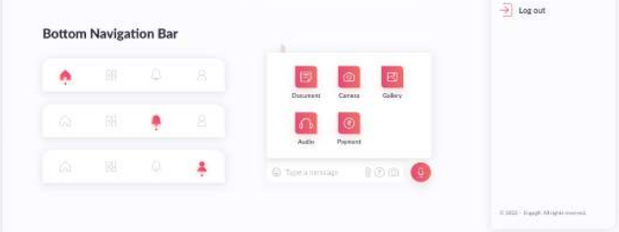
	#EB706C	#DF407C	#FCFCFF	
	#F8902E	#F9B837	#F7F7F7	
	#2B2D42	#E80D0D	#50B94E	

Design component OR style guide sheet



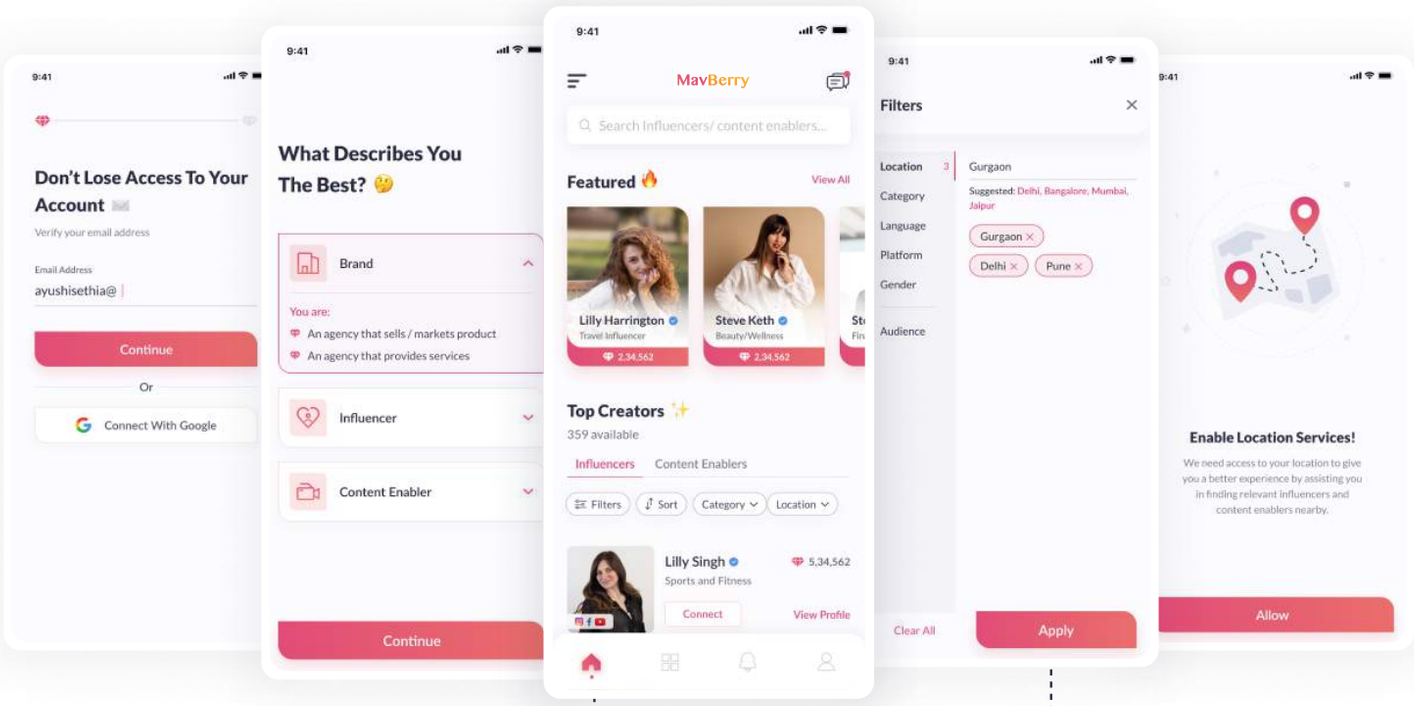






UI SCREENS

You can **explore** influencers and content enablers as per their specialization



01

Homepage

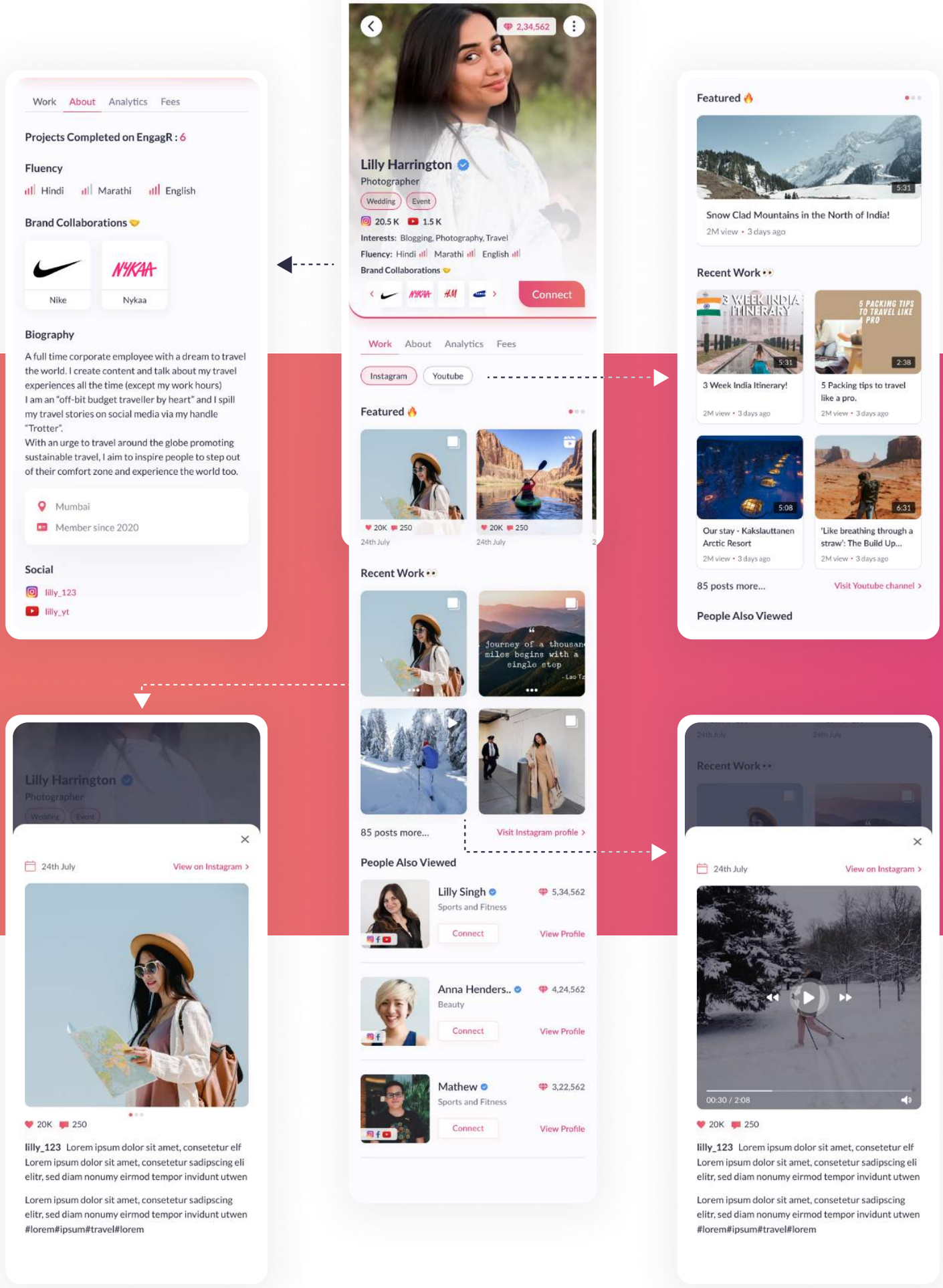
The homepage displays the list of all the influencers and content enablers as per their cumulative score.

02

Filters

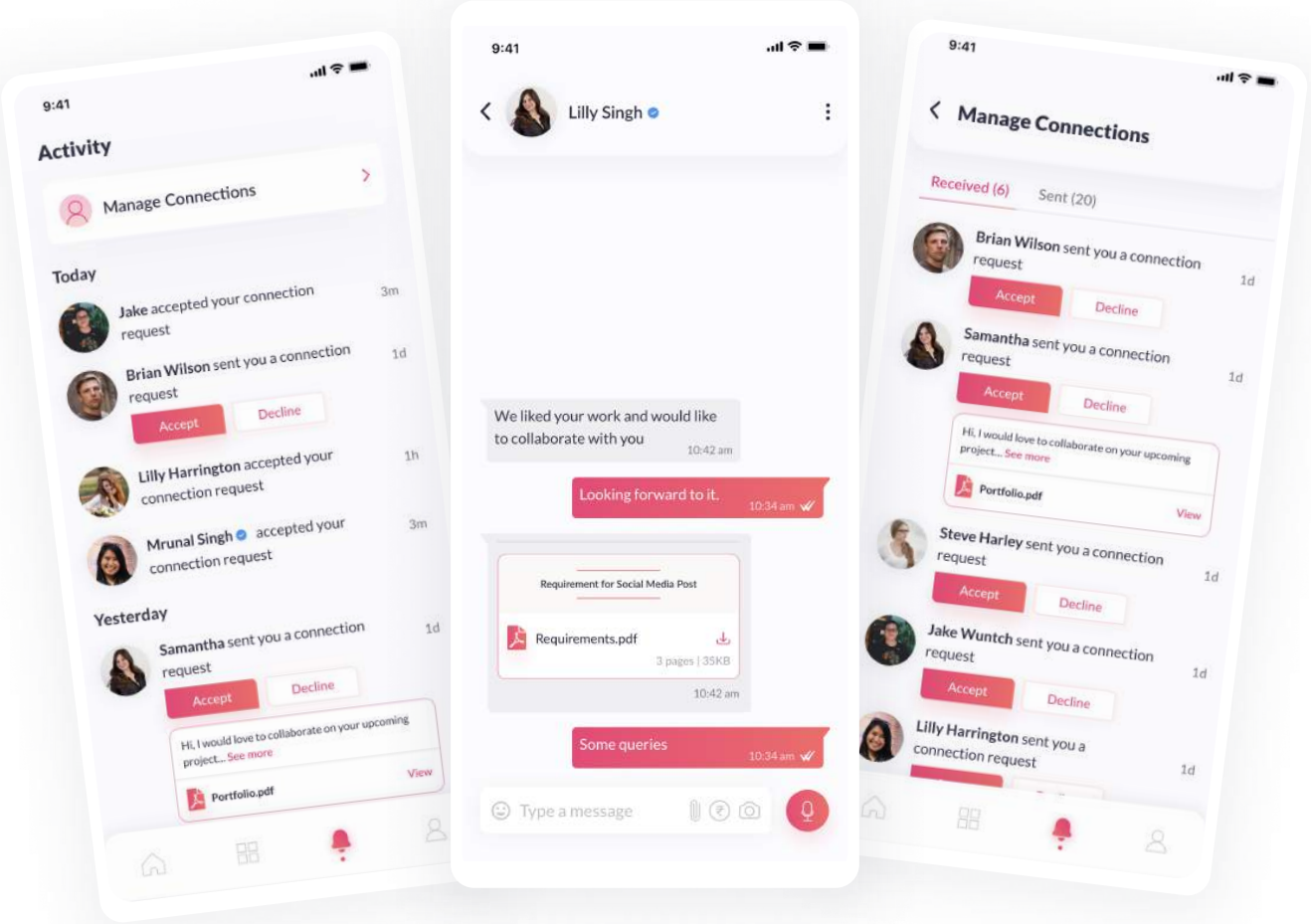
The creators can be filtered on different parameters such as their location, category of work, language, etc.

You may look at their **profiles**, which provide details on everything from their work to their statistics



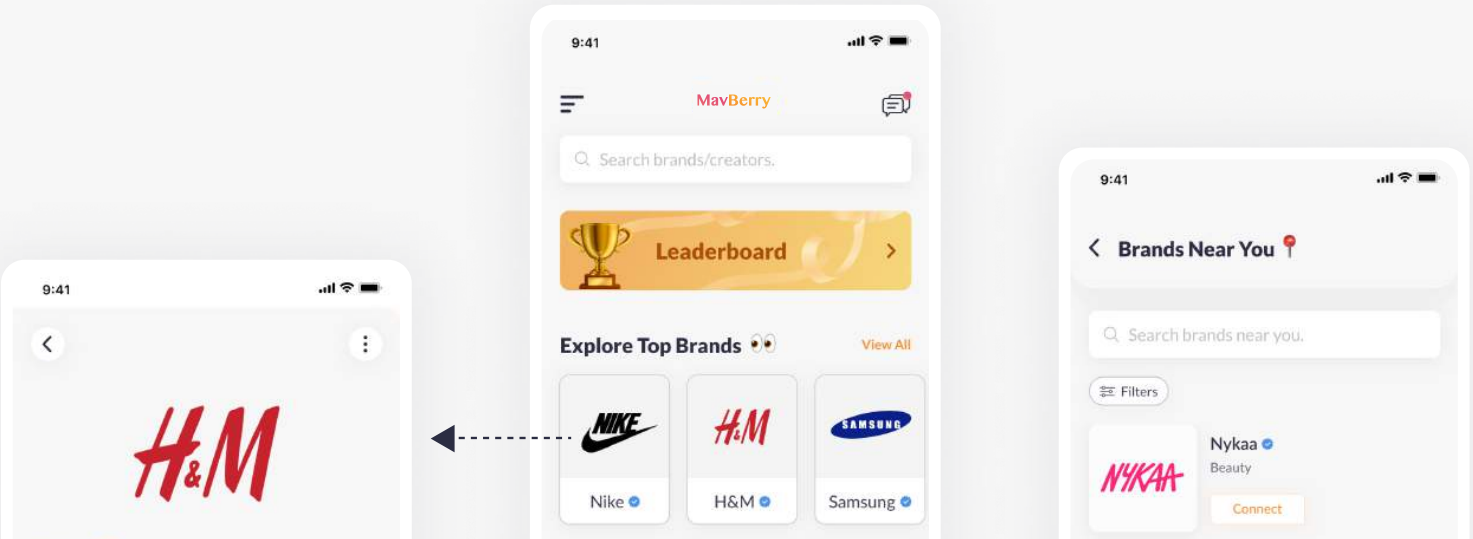
Connect & chat with them to discuss ideas and work collaboratively

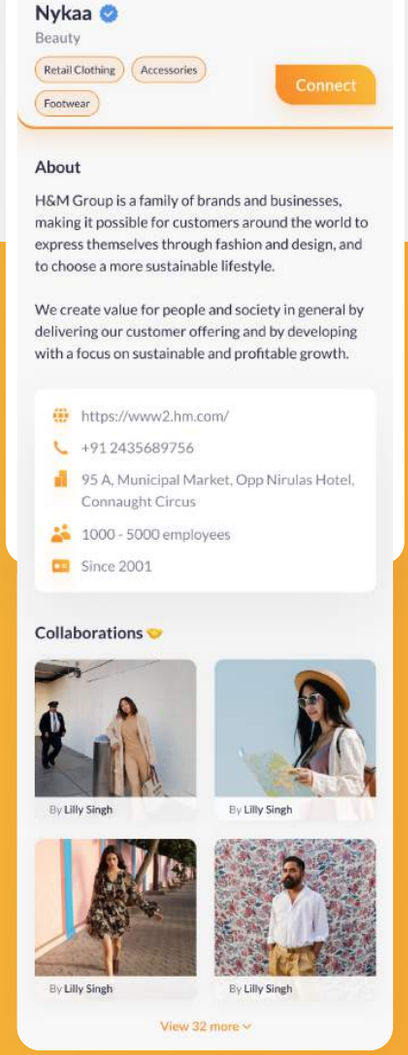
All three parties can connect and discuss ideas for prospect works. The chat section enables all basic features such as search, archive, etc.

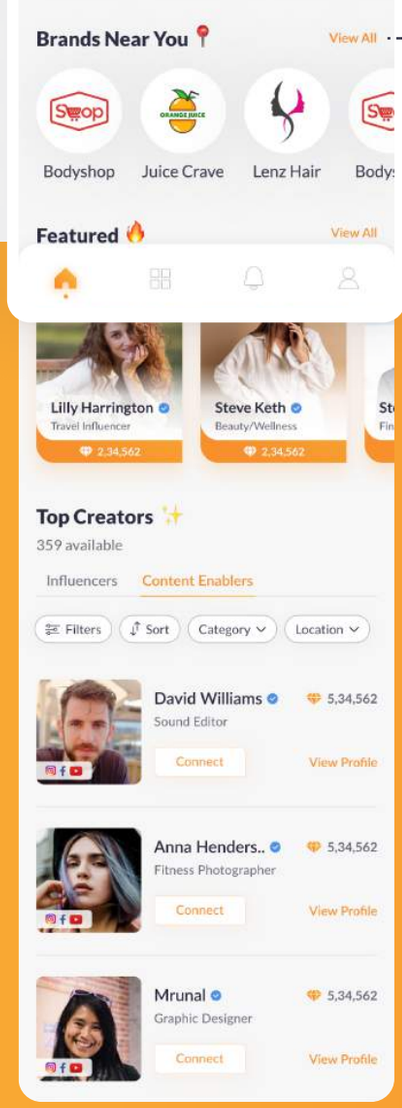


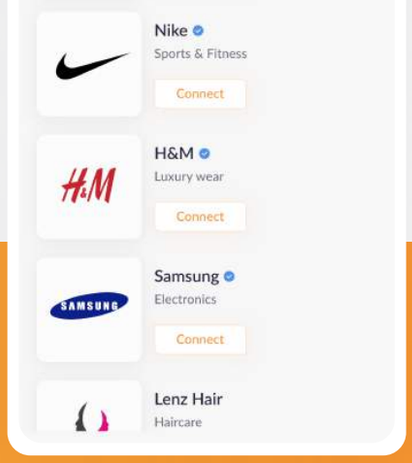
KEY FEATURES/ SCREENS - INFLUENCERS/ CONTENT ENABLERS

The creators can **look for brands** and **connect** with them for projects





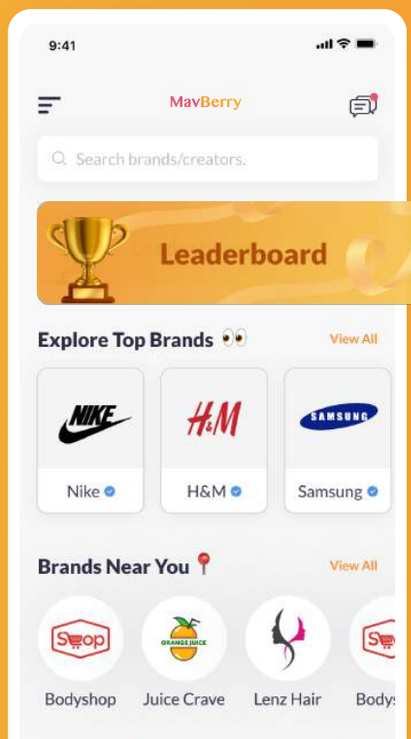


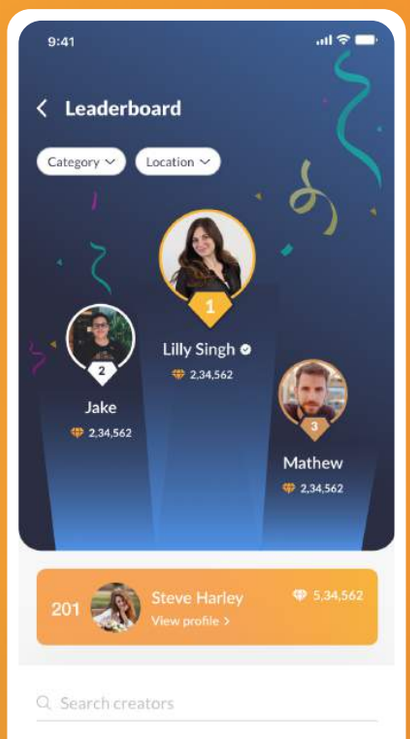


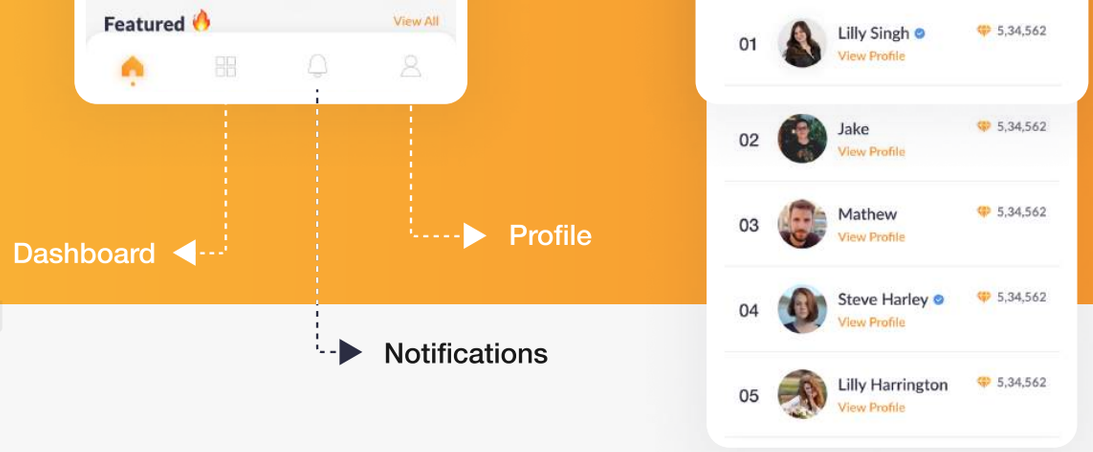
The creators can filter the list of brands as per their category and verification.

Leaderboard section to know rankings

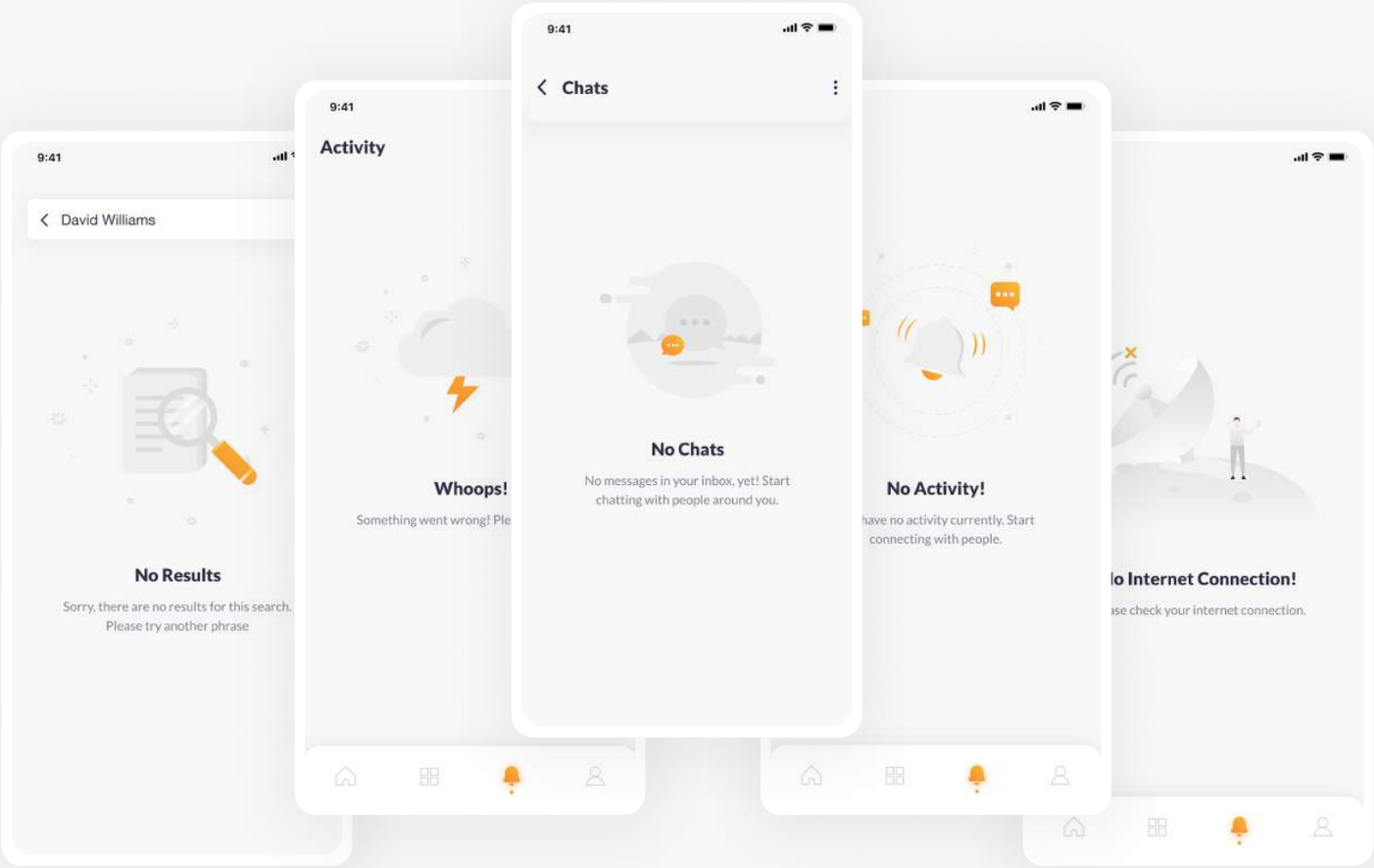
The creators can look at the leaderboard area to see how other people are ranked in various categories and locations.

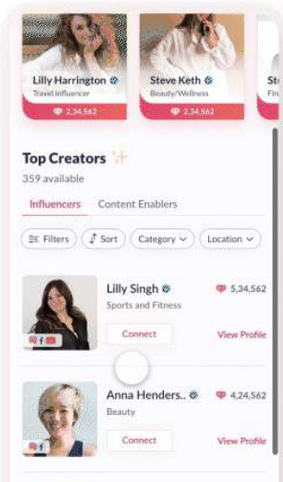






Error & empty states



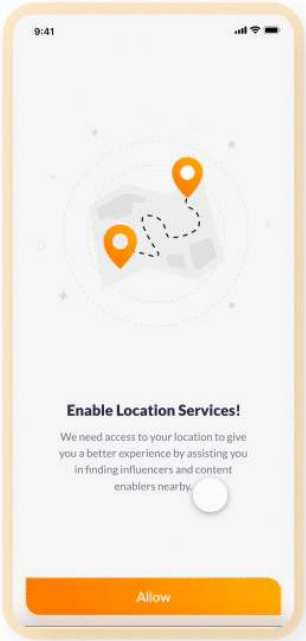


Brand

Brands can log in and view influencers and content enablers according to their filter criteria. The app gives them access to information on the creators, including their social network handles, the types of work they do, and their interests. To work, the brands can connect with the creators and have discussions with them.

Creators

The content creators can log in to search for brands and other creators (influencers/content enablers) according to their criteria to collaborate. Additionally, they can also check the leaderboard to monitor their progress and see other individuals succeeding in various fields.



squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

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GRID DESIGN by squareboat

We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

Contact Us

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