What is Behance?

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ABOUT "BEHANCE"

Behance is a social media platform owned by Adobe that focuses on showcasing and discovering creative work. It was founded in November 2005 by Scott Belsky and Matias Corral and was acquired by Adobe in December 2012. Behance provides a platform for artists, designers, photographers, and other creatives to showcase their work in the form of portfolios, projects, and creative collaborations. Users can create profiles to display their work, follow other creatives, and explore a vast collection of projects in various fields such as graphic design, illustration, photography, architecture, and fine arts. The platform also allows users to connect with potential employers and clients, making it a valuable tool for creatives to network and find opportunities.

PROBLEM & SOLUTION

1. Home Page:
- Problem: Behance lacks a dedicated home page, which is essential as a central hub for users to access various features and content.
- Solution: Create a dedicated home page featuring a navigation bar, a personalized feed showcasing recent activity from followed creatives, and sections for exploring trending projects and creatives. Ensure a clear and intuitive search option for targeted exploration. The home page provides a centralized location for users to access various features and stay updated on new content.

2. About Me Page:
- Problem: The current "About" page in Behance is not efficient for designers with multiple skills. The screen size limitation on projects presented on the About page hinders the showcase of diverse skills and expertise.
- Solution: Introduce a feature called the "Create a Skill" feature to allow designers to add and showcase their various skills beyond the limitations of the current "About" page. This feature will enable designers to display comprehensive skills, including portfolios, and visibility mentions. This provides a more holistic view of the designer's expertise.

3. Job Page:
- Problem: The job page lacks direct submission buttons for full-time and freelance positions, requiring users to navigate to external sites for application processes.
- Solution: Incorporate separate buttons for full-time and freelance positions on the job page. This will streamline the user's path, enhancing the job details section with direct application options. This change will simplify the job application process and provide alternative opportunities for those who prefer freelance work. This enhancement will make the job page more user-friendly and comprehensive, providing users with detailed information, company insights, and direct application options for a transparent and informed decision-making.

4. Assets Page:
- Problem: Users might face difficulty on the Assets page due to the absence of a draft option, hindering organization.
- Solution: Integrate a user-friendly draft system and clearly visible buttons for saving, editing, and managing drafts. This enhancement will provide an efficient way to manage and organize assets, effectively addressing the issue and improving the overall user experience.

5. Discover Page:
- Problem: The search page redirects to another page, creating a disjointed user experience.
- Solution: Optimize the search page to users don't get to another page. Implement a dynamic search feature that provides real-time results as users type, enhanced with contextual suggestions and filters. This approach will streamline the search process, enhance user engagement, and provide a more efficient and intuitive experience.

SWOT ANALYSIS

STRENGTHS

- Behance is a platform that allows creatives to showcase their work in various fields, including graphic design, illustration, photography, and more. The platform provides a diverse range of creative projects, making it a valuable resource for inspiration and discovery.
- Behance has a large community of creatives from various disciplines, including professionals, students, and hobbyists. The platform fosters a vibrant community where users can connect, collaborate, and share feedback on projects.
- Behance integrates seamlessly with Adobe Creative Cloud applications, such as Photoshop, Illustrator, and Lightroom, allowing users to import and export projects easily and enhance their workflow.
- Behance provides opportunities for creatives to connect with potential employers and clients, facilitating job opportunities and collaborations through the platform.
- The platform offers various tools and features for creatives to manage their profiles, projects, and interactions with other users, including customizable portfolios, analytics, and notifications.

WEAKNESSES

- Behance's interface can be cluttered and overwhelming for new users, with many features and options that may be difficult to navigate initially.
- The platform's search functionality may not always yield relevant results, making it challenging for users to find specific projects or creatives.
- Behance's mobile app may have limitations in functionality compared to the desktop version, with some features not fully optimized for mobile devices.
- The platform's notification system may be overwhelming for some users, with frequent notifications that may be difficult to manage.
- Behance's analytics tools may be limited in depth and accuracy, providing users with basic insights but lacking more advanced features.

OPPORTUNITIES

- The growth of remote work and collaboration tools presents an opportunity for Behance to enhance its features for remote teams, facilitating better collaboration and project management.
- Behance can leverage its large community to create and promote more creative challenges and contests, encouraging user engagement and showcasing exceptional talent.
- The platform can expand its job listings and freelance opportunities, partnering with companies and organizations to provide more work opportunities for its users.
- Behance can enhance its analytics tools to provide more detailed insights and metrics, helping users understand the impact of their work and audience engagement.
- The platform can explore partnerships with educational institutions to offer students and emerging creatives more opportunities to showcase their work and connect with potential employers.

THREATS

- Behance's dependence on Adobe Creative Cloud applications may be a threat if Adobe changes its pricing or licensing models, potentially affecting user accessibility and adoption.
- The platform faces competition from other creative portfolio and social media platforms, such as Dribbble and Instagram, which may attract users with different features and communities.
- Behance's reliance on user-generated content poses a risk of copyright infringement and disputes, requiring the platform to implement robust moderation and enforcement mechanisms.
- The platform may face challenges in maintaining user engagement and preventing user fatigue, especially if the interface and features become outdated or less appealing to users.
- Behance's data security and privacy measures may be a concern for some users, particularly in light of data breaches and cyberattacks on other platforms.

MOODBOARD

The collection of images and textures on this moodboard evokes a sense of boldness and creativity, with a strong emphasis on the interplay between light and shadow. The presence of sharp lines and geometric shapes adds a modern and dynamic feel to the overall aesthetic. The use of vibrant colors and contrasting textures suggests a playful and experimental approach to design, with a focus on creating visually striking and memorable compositions. The overall mood is one of energy and expressiveness, with a strong sense of individuality and boldness. The moodboard effectively captures the essence of a brand that is confident, innovative, and unapologetically bold.

LOGO THINKING

Expressive Behance: The letterform and B-like logo shows the versatile and expressive nature of Behance, with its ability to adapt and showcase the diverse talents and styles of its users. The letterform's dynamic shapes reflect the platform's ability to capture and highlight the unique expressions and creations of its users, their feelings, ideas, and stories through their work.

User Centric Behance: The logo visually shows attention to the user at the core of Behance's design and functionality. The letterform's shape and structure suggest a focus on the user's experience and interaction with the platform, emphasizing the importance of providing a user-friendly and intuitive interface that caters to the needs and preferences of its users.

Connecting Behance: The letterform's shape and structure suggest the platform's role as a hub for sharing portfolios and enabling meaningful connections and collaborations among creatives. The letterform's design reflects the platform's ability to facilitate the exchange of ideas, feedback, and opportunities among its users, fostering a vibrant community of creatives and promoting their work and skills.

Professional Behance: The logo features an icon of an image and a pen, which is a common theme in the design industry, symbolizing the platform's focus on showcasing professional work and creative projects. The letterform's design reflects the platform's ability to cater to the needs and preferences of its users, providing a professional and creative space for them to showcase their work and connect with potential employers and clients.

USER PERSONA

SWOT ANALYSIS

LOGO REDESIGN

BUSINESS CARD

CONSISTENCY

HI-FI REDESIGN

HOME SCREEN

Transcription of text is given in front of the corresponding screen, corresponding the numbering. For full text transcription, refer to the Behance Redesign Challenge document.

Behance's home page is a dynamic and visually rich platform designed to showcase creative work and foster a vibrant community of creatives across various disciplines, including the intersection of design, technology, and business. The platform's interface is characterized by a clean and organized layout, with a prominent search bar at the top, allowing users to quickly find specific projects or creatives. The main feed displays a curated selection of projects from the user's network and popular creatives in their field of interest, with a mix of images, videos, and text descriptions. The feed is dynamic and updates in real-time, ensuring users stay up-to-date with the latest creations. The platform also features a section for trending projects and creatives, highlighting the most popular and engaging content on the platform. The overall design is minimalist and focused on the user experience, with a strong emphasis on the quality of the presented work. The platform also provides personalized recommendations based on the user's interests and activity, helping them discover new creatives and projects that may be of interest to them.

ABOUT ME PAGE

Behance's "About Me" page is a crucial feature for creatives to showcase their skills, expertise, and creative journey. The page typically includes a section for listing skills and areas of expertise, allowing users to highlight their proficiencies in various disciplines. The page also features a section for sharing a brief biography or statement, providing an opportunity for users to share their publication, exhibitions, and other relevant information. The page may also include a section for listing publications, exhibitions, and other relevant information. The overall design of the "About Me" page is clean and organized, with a focus on providing a comprehensive overview of the user's skills, expertise, and creative journey. The page may also include a section for showcasing testimonials or feedback from clients or collaborators, adding a social proof element to the user's profile.

JOB PAGE

Behance's job page is a dedicated section for creatives and companies to connect and collaborate on various projects. The page typically includes a section for listing job opportunities, allowing users to browse through different categories and filter results based on their interests and skills. The page may also include a section for showcasing testimonials or feedback from previous clients or collaborators, adding a social proof element to the job page. The overall design of the job page is clean and organized, with a focus on providing a comprehensive overview of the available opportunities and the skills required for each project. The page may also include a section for showcasing testimonials or feedback from previous clients or collaborators, adding a social proof element to the job page. The overall design of the job page is clean and organized, with a focus on providing a comprehensive overview of the available opportunities and the skills required for each project.

ABOUT US PAGE

Behance's "About Us" page is a crucial section that provides users with a comprehensive understanding of the platform's mission, vision, and values. The page typically includes a section for listing the platform's mission and vision, providing users with a clear understanding of the platform's goals and objectives. The page may also include a section for showcasing testimonials or feedback from users, adding a social proof element to the page. The overall design of the "About Us" page is clean and organized, with a focus on providing a comprehensive overview of the platform's mission, vision, and values. The page may also include a section for showcasing testimonials or feedback from users, adding a social proof element to the page.

DISCOVER PAGE

Behance's discover page is a dynamic and visually rich platform designed to showcase creative work and foster a vibrant community of creatives across various disciplines. The platform's interface is characterized by a clean and organized layout, with a prominent search bar at the top, allowing users to quickly find specific projects or creatives. The main feed displays a curated selection of projects from the user's network and popular creatives in their field of interest, with a mix of images, videos, and text descriptions. The feed is dynamic and updates in real-time, ensuring users stay up-to-date with the latest creations. The platform also features a section for trending projects and creatives, highlighting the most popular and engaging content on the platform. The overall design is minimalist and focused on the user experience, with a strong emphasis on the quality of the presented work. The platform also provides personalized recommendations based on the user's interests and activity, helping them discover new creatives and projects that may be of interest to them.

Thank you!