



**MAZE**

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Colophon Report

To everyone that taught me over the past four years – lecturers,  
designers and friends – a big thank you.

**MAZE**



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**“The fatal issue is that logic always gets you to exactly the same place as your competitors.”**

– Rory Sutherland, *Alchemy: The Surprising Power of Ideas That Don't Make Sense*

# INTRODUCTION



Maze is a tool for thought created by designers for designers. It makes sense of your mind and gets you the inspiration to help you come up with ideas. It helps you effortlessly save every thought, idea and link in any form. Build your knowledge library and explore your flexible digital canvas for ideas.

From embedding tweets and reels to allowing you to scan book quotes and taking voice notes. Once your library starts taking shape, you can search keywords and Maze will connect them on an interactive digital canvas that helps spark ideas.

Unlike never-ending reading lists or time-intensive digital gardens, Maze allows you to create your visual second brain effortlessly and seamlessly. The smart search engine connects relevant items rather than keeping them static.



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# STRENGTHS & WEAKNESSES

## Knowing my audience

I had a strong user-first approach to this project since I work alongside other designers and I can verify pain-points quickly. Working on the School of Design Startup during my placement gave me the foundation of working on a project with a

designer user base. This helped me define my tone of voice and choice of vocabulary for Maze and guided my decisions on how I address and define the solution that Maze is providing to its users.





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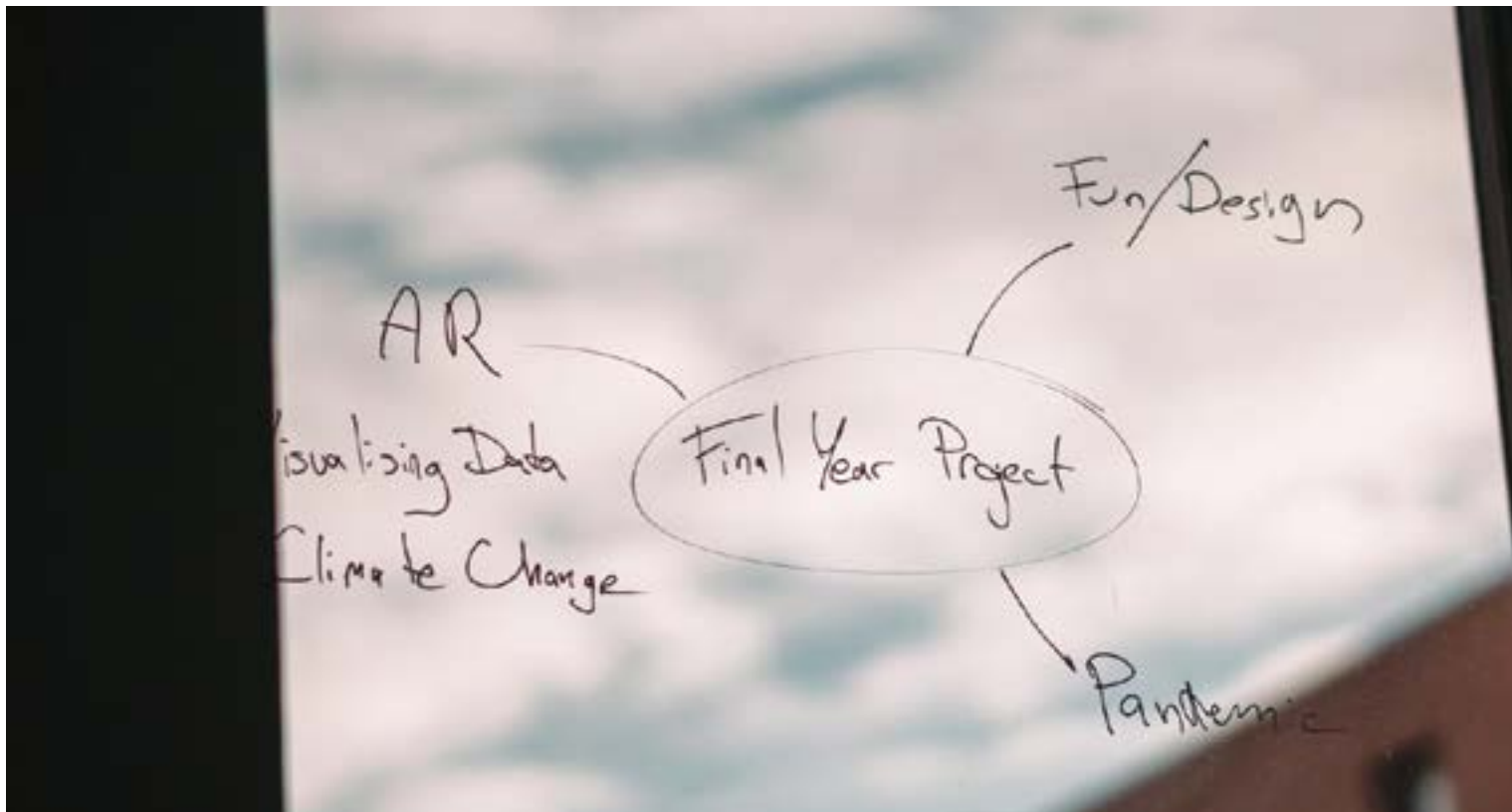
# ESSES



## Defining the Problem

From day one I knew the problem I was trying to solve was saving content and being able to find it again later. Even though the solutions kept changing, I kept referring back to what issue I was trying to solve and why I wanted it to be solved. This

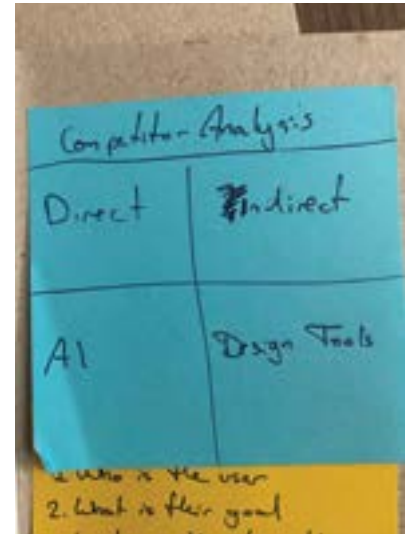
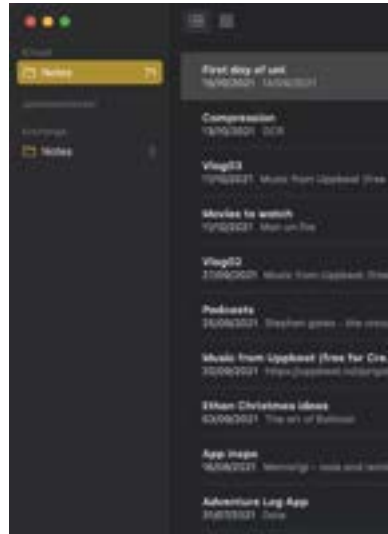
meant I could look past competitor solutions and allowed me to focus on developing a valid product that has its place in the market and will be appreciated by more people than just me.



## Poor Knowledge of AI

As much as I'm on a lookout for products using new technologies, I don't necessarily understand how they work. The key to Maze is that it uses AI to create smart connections and advanced searches. I spent a long time worrying whether

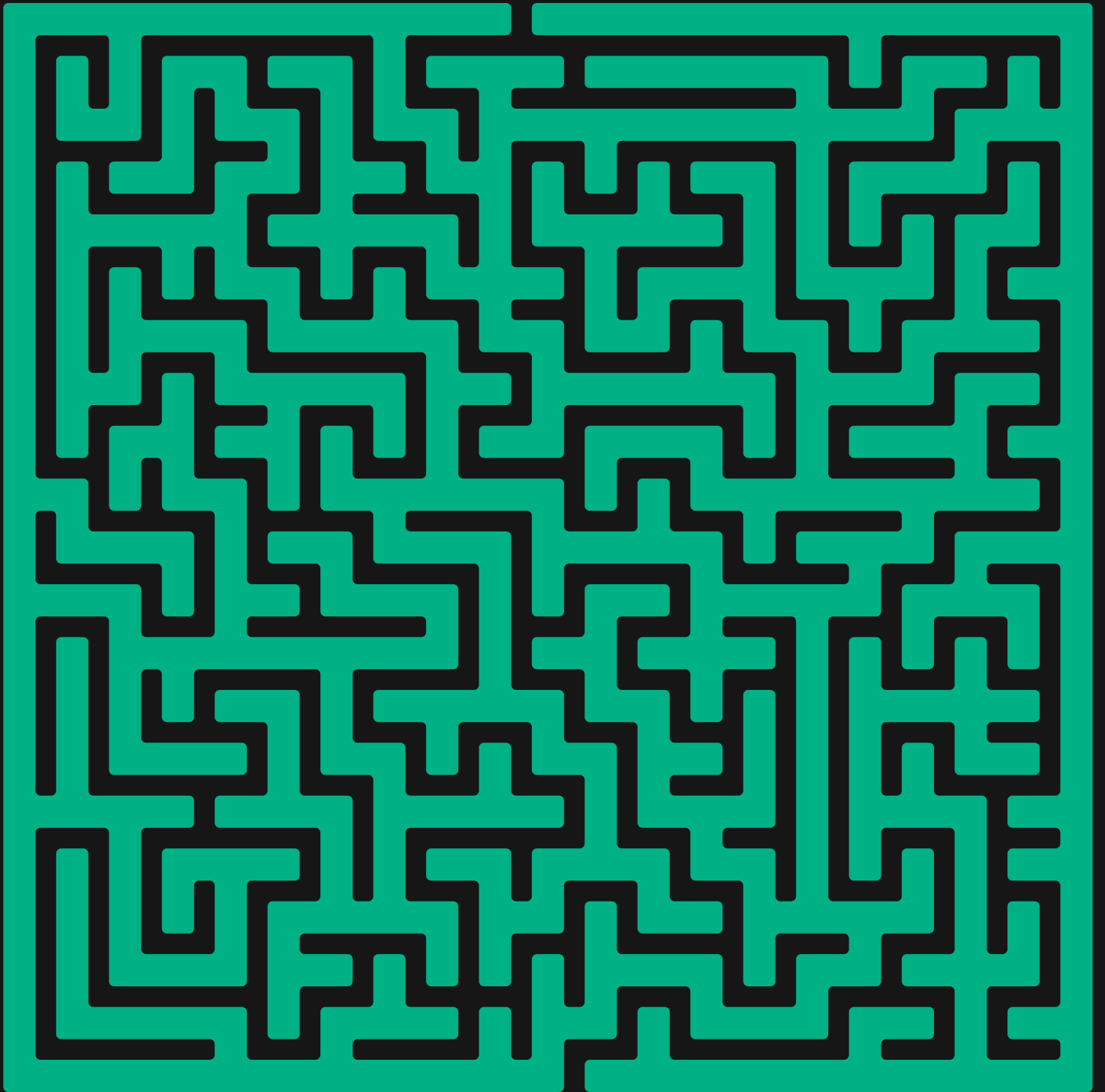
Maze could be built using current solutions or if I'm designing a speculative product for the future. I wasted a lot of time on reading papers that describe in depth what AI can do instead of focusing on the project.



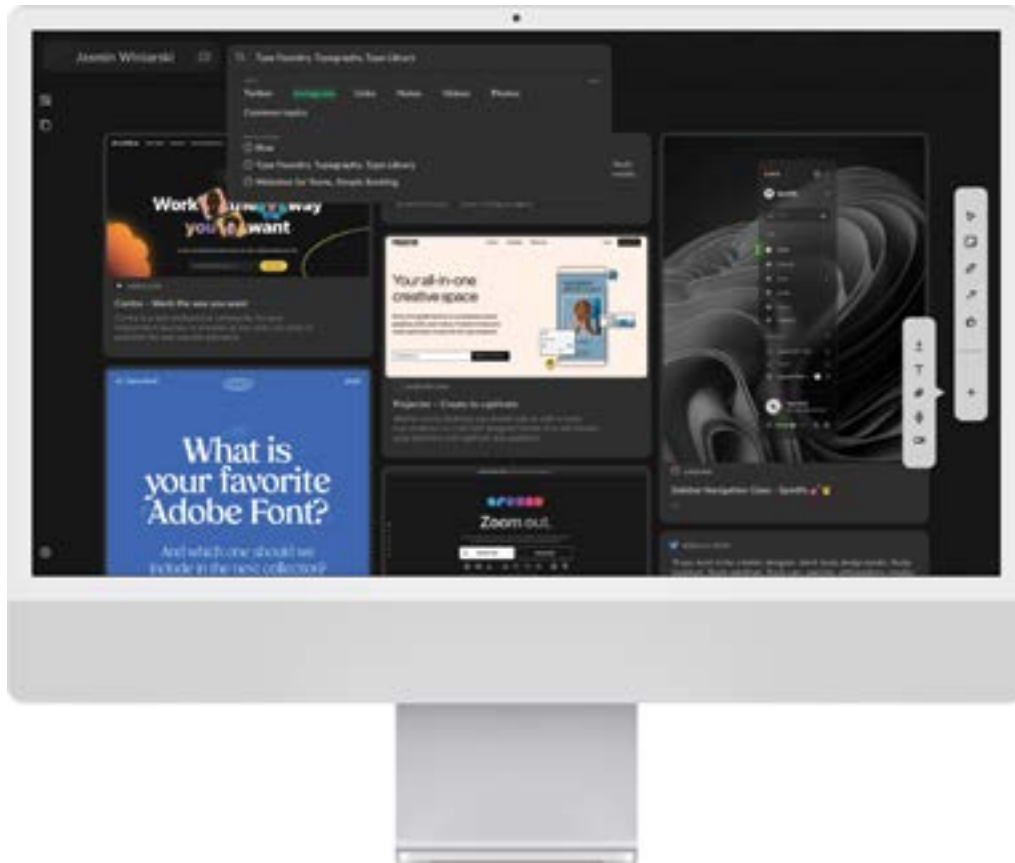
## Finding the right Solution

Knowing what problem you're trying to solve doesn't mean you immediately have a solution ready. It wasn't an easy process but I had an assortment of design tools to help me get through this. Design thinking, crazy eights, 5 whys, quick

wire-framing iterations, user personas and user stories were amongst the most effective tools I used and allowed me to put my solutions to the test often and early.



# CHA



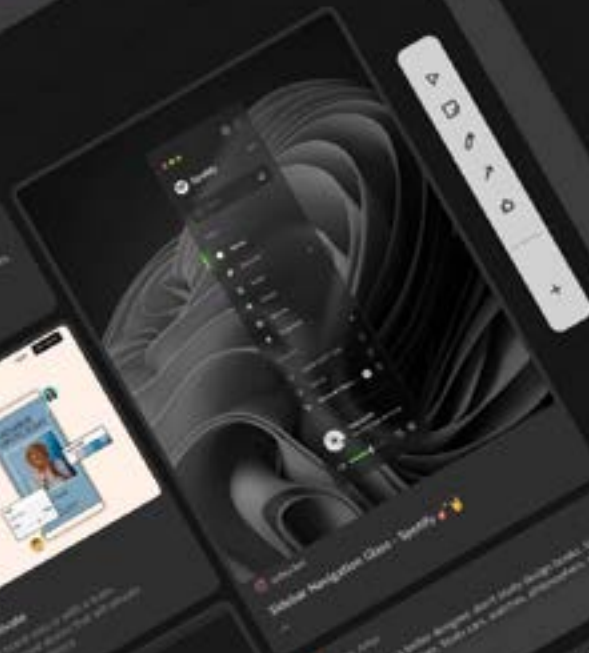
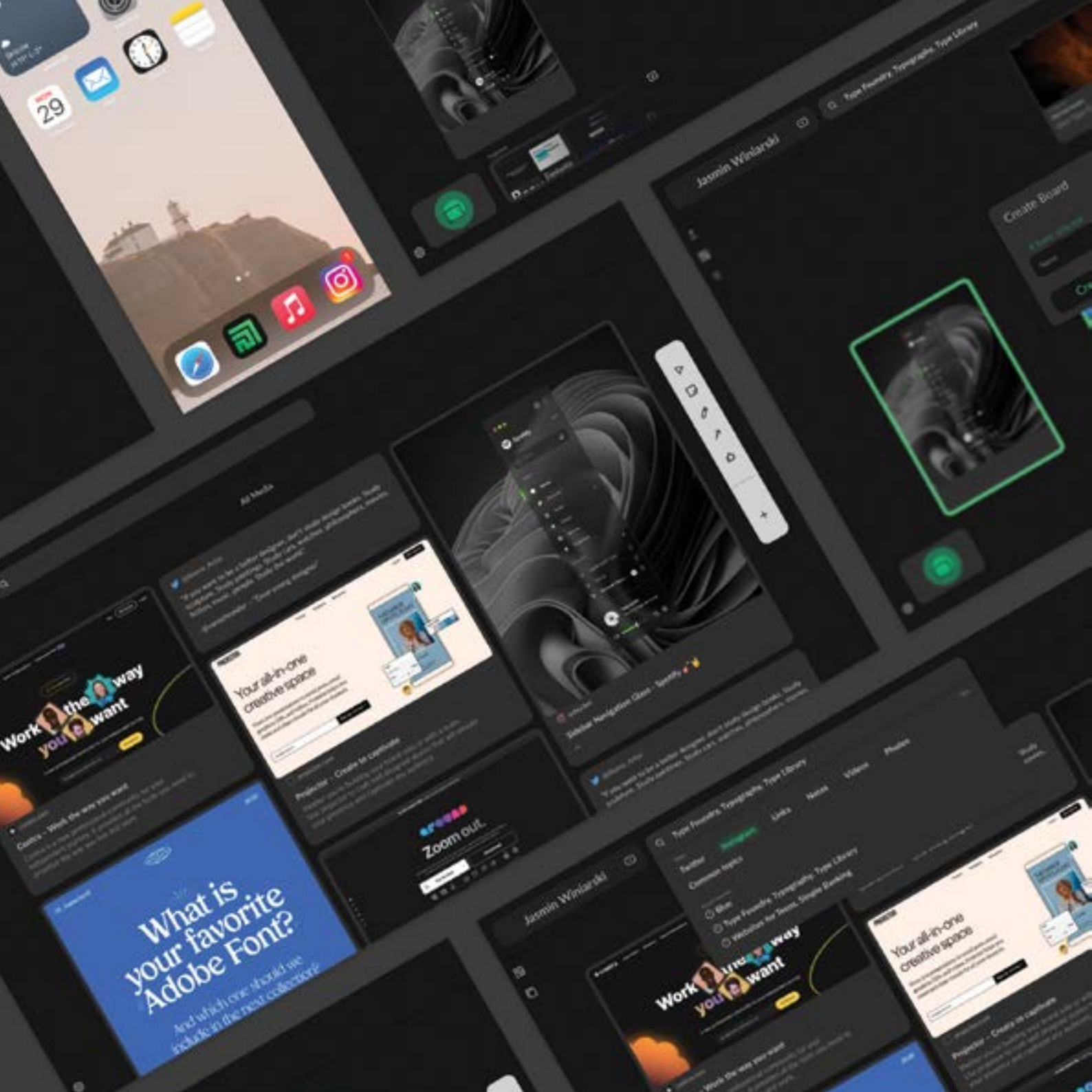
# 14

# CHALLENGES FACED

For my final year project I decided to challenge myself and design an app that could actually be useful and solved an actual problem. I haven't created a project at such a scale before so there was a big learning curve to create something that

could become a real app. One of the biggest things I learned during this process was letting go of the pressure I was putting on myself, to try and create the best and most incredible app ever, and just trusting my design abilities.











Filters

Twitter **Instagram** Links Notes Videos Photos

Common topics

Recent searches

- 🕒 Blue
- 🕒 Type Foundry, Typography, Type Library
- 🕒 Websites for Teens, Simple Banking

Add Board

Around - Video calls designed for energy, id...



D ... Fantastic

contra.com

# Work

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Sans-Serif



# What is your favorite Adobe Font?



And which one should we include in the next collection?

 [Let us know](#) [Just your type](#)

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Favorite Adobe Fonts Collection...

31 July 2021 - 21:12

Adventure Log App  
Date  
Location  
Stamp  
Photos

Inspired by Advencher adventure log notebook

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I knew what problem I was trying to solve, but I was worried I'm just creating another Pinterest or that I'm creating a useless tool. What helped me overcome this doubt was talking to as many people about my ideas as I could. They validated the solution I was creating and gave advice and

helpful insights. From then on, step by step, I was heading in the right direction. Imposter syndrome is real and I wasted too much time doubting myself. I believe this will occasionally happen in the future, but I hope this experience thought me to get past it quicker.

The next challenge was realising that “logic will only get me as far as my competitors”. I knew Maze was something new and unique, so looking at existing tools wouldn’t help me create something different. I had to break away from the strict process and experiment more. I started exploring the craziest ideas and looked into how designers

think and get inspired. The ideas included sending yourself postcards or rearranging word magnets on the fridge like children. This allowed me to look at Maze from a new perspective and come up with new solutions that will be more useful to the user rather than being just another bookmarking tool.

**MAZE IS A TOOL  
THOUGHT CREAT  
DESIGNERS FOR**

# FOR TED BY DESIGNERS.

An issue I didn't know I would run into, is not being able to pitch Maze to someone in a couple of sentences. At the beginning of this project, someone would ask me what my app does, and I would try but couldn't get the point across. It was frustrating because people would politely nod and say "Ah I see, just like App X or Y", and that's

exactly what Maze wasn't. Not knowing how to concisely explain what my app does, but realising that when it comes to creating a product for designers I can speak in designer lingo. Not every audience would understand what a tool for thought is, but in this case it was the best description.

Creating Maze required both digital and analogue tools and like with every project, I started on paper. Brainstorming, sketching and laying out the ideas using Post-Its that I had stuck to every surface imaginable in my room. I kept using Post-Its throughout the project, every time I tried to break a problem into smaller ones and to keep important information in eyesight.

# TECHNOLOGIE





# S USED

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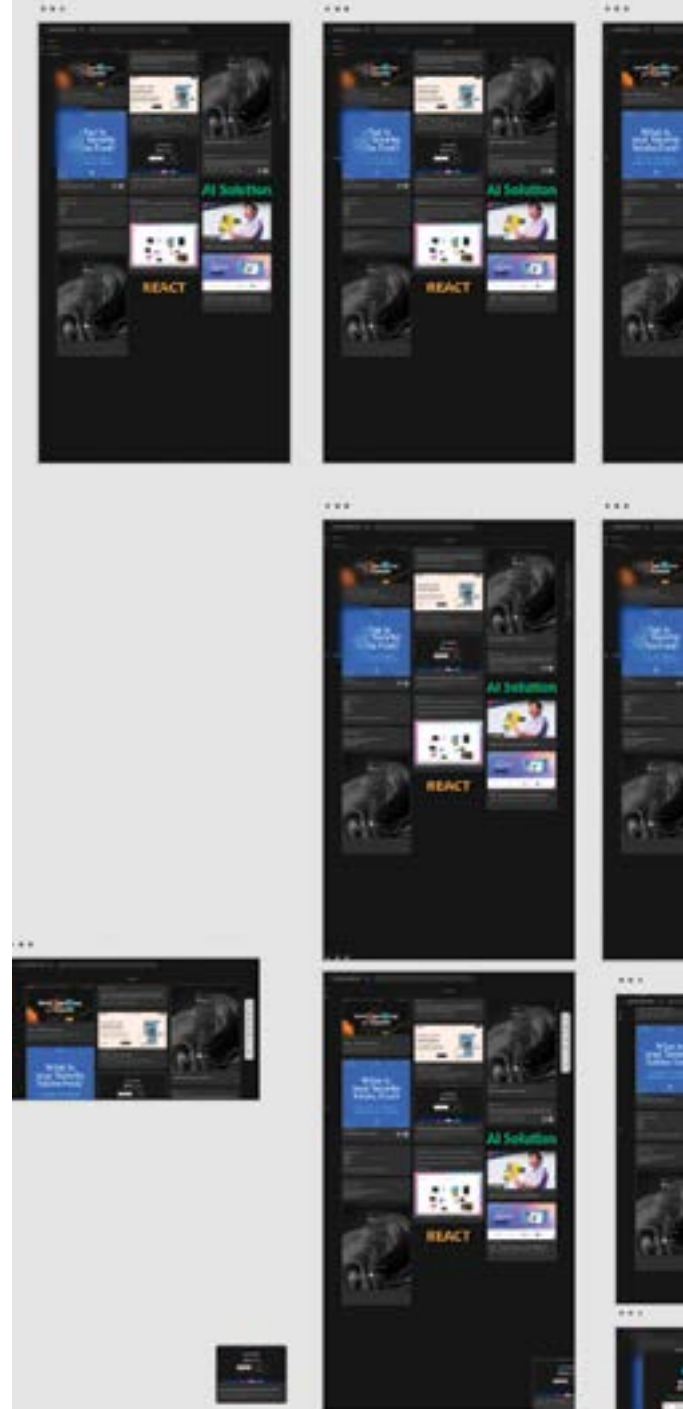
The first step into digital was organising information in Miro and Fig-Jam, both are very similar tools, but I preferred Fig-Jam to create user flows later on as-well.

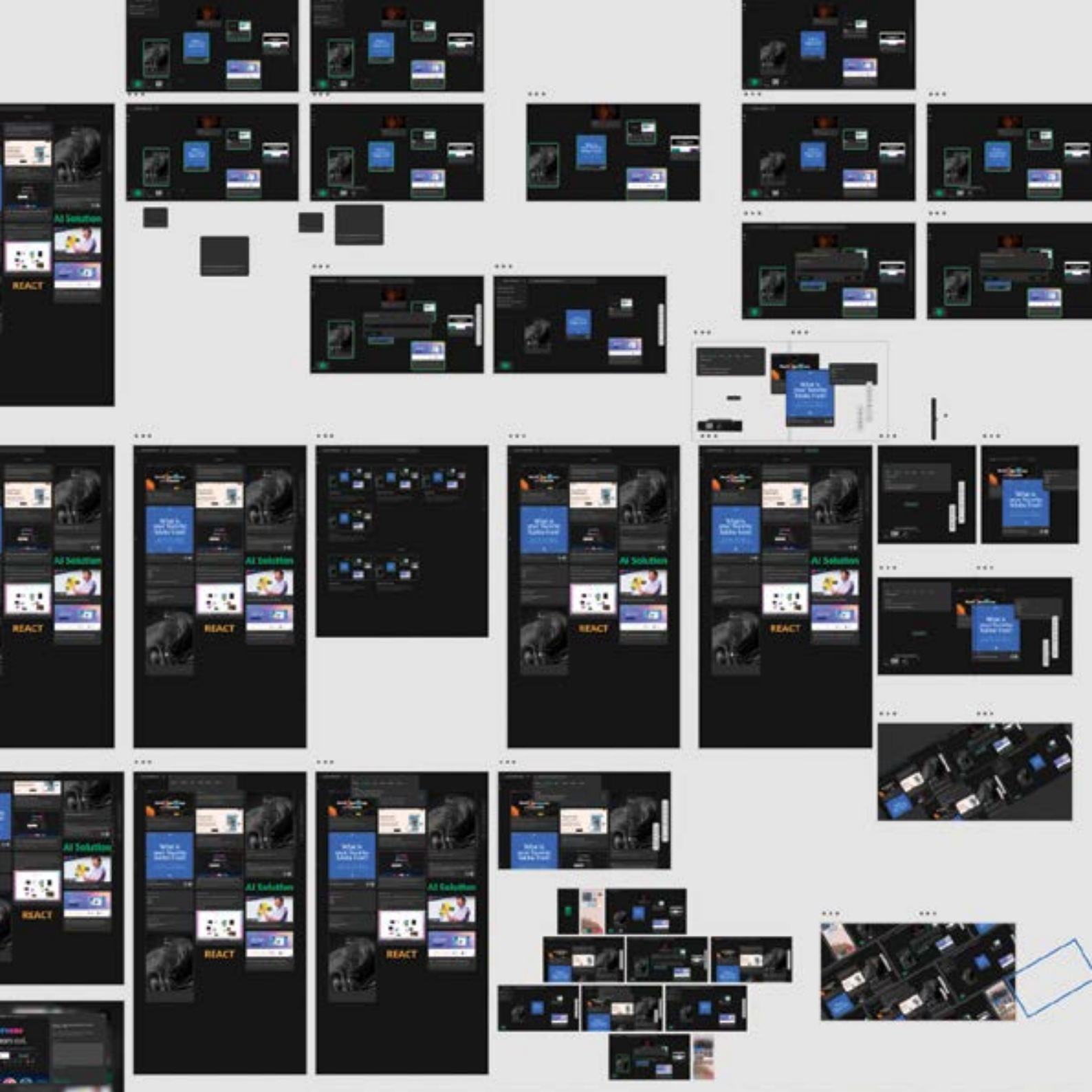
My standard tool for creating branding is Adobe Illustrator. I went from sketches into digital mockups and multiple iterations which I then dragged into Adobe Xd to see how it would look like on the screens. Using the entire Creative Cloud Suite made it easy using my assets through the different programs.

I used Adobe Xd as my main prototyping tool as I like working in it and using it feels like second nature to me. This allowed me to quickly do screens and try out different designs.

Notion was my research journal tool of choice. I have the app downloaded on every device, so every time I had an idea or found an interesting piece of research I could save it. It's also where I kept a list of competitor apps I was trying out throughout the year.

Last but not least, I used my camera. Due to COVID, I spent most of my time working on this project alone in my room. As thoughts and ideas flow differently when spoken out loud, I decided to talk into a camera and see where it led me. This allowed me to unlock some of the ideas I didn't know I had and eventually led to pinpointing the right solution to the problem I was trying to solve.





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**TARGET MARKET**

Maze is a tool made by designers for designers. Those who are wired to think differently and look for inspiration across many industries. They believe that inspiration can come from anywhere and new ideas come from putting random things side by side. The three core users are Visual, User Interface and Experience Designers aged 18-44.

They know the 5 steps to coming up with ideas, from a Technique for Producing Ideas by James Webb Young:

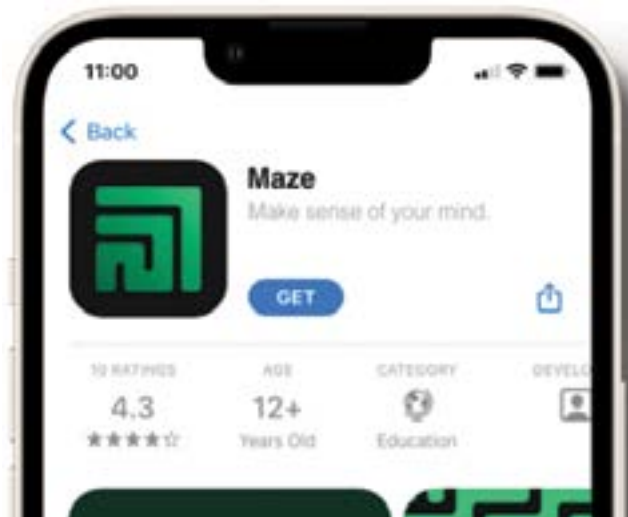
- 01 GATHER RAW MATERIAL**
- 02 DIGEST RAW MATERIAL MENTALLY**
- 03 UNCONSCIOUS PROCESSING**
- 04 THE A-HA MOMENT**
- 05 IDEAS MEET REALITY**

James Webb Young acknowledges the fact that ideas can't be forced. They are rather created by feeding the mind with new content and letting it slowly digest it and subconsciously create connections. That leads to the spark of an idea, the so-called A-Ha moment. Maze is for people that need a playground for their content where they can create that spark.

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# THANK YOU

Creating Maze was as challenging as it was rewarding. It is a project I believe has a space in the design market and I couldn't be prouder of the work I've done. I've put everything I learned over the last years into this project and then learned plenty more while I was doing it. I've met and talked to amazingly talented people because of this project.





# GOODBYE

I remember back in first year when I looked at the final year projects and was worried if I could ever create anything like that, and here we are today. It has been both a challenge and a pleasure working on this project I hope that you enjoy it as much as I do.

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**AIMAZE**