



Your Smart Invoicing Friend

The image shows the Billy app interface on a laptop and a smartphone. The laptop screen displays an invoice, and the smartphone displays a dashboard with project and invoice lists. A paper airplane icon is shown flying from the smartphone towards the laptop, symbolizing the sending of an invoice.

**Send now**

### INVOICE

**your logo** Your Company Name  
Address  
Email  
Phone Number

**BILL TO:**  
Yellow Co.  
Address  
Email  
Phone Number

**Invoice Number** INV #001  
**Project Name** Super Duper Web Redesign

**Date** 2022-07-10  
**Due Date** 2022-08-10

#### ITEMS

DESCRIPTION	QUANTITY	PRICE	AMOUNT
Web Redesign per page	8	\$ 120,00	\$ 960,00
Illustration graphic	2	\$ 100,00	\$ 200,00
Photo editing	15	\$ 40,00	\$ 600,00

**PAYMENT MADE TO :** AMOUNT DU

**Projects** [View all](#)

- Project Name 01** END DATE 2022-06-01  
Client Name 1
- Project Name 02** END DATE 2022-06-01  
Client Name 2
- Project Name 03** END DATE 2022-06-01  
Client Name 3

[+ New Project](#)

**Latest Invoice** [View all](#)

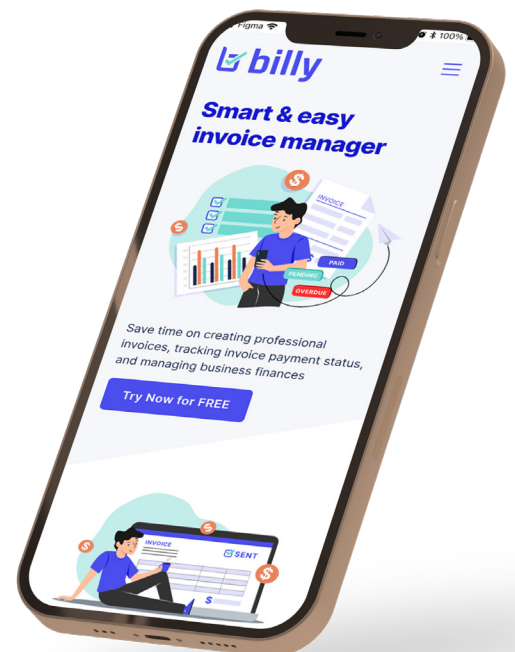
- INV 001** Project Name 1 [DRAFT](#)
- INV 002** Project Name 2 [SENT](#)
- INV 003** Project Name 3 [SCHEDULE](#)

[+ New Invoice](#)



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# Project Overview

# Project Overview

## Problem

As a freelancer and small business owner with a limited invoice managing tool, billing and invoicing are not easy tasks. It can be a very tedious activity that takes time and an additional manual effort.

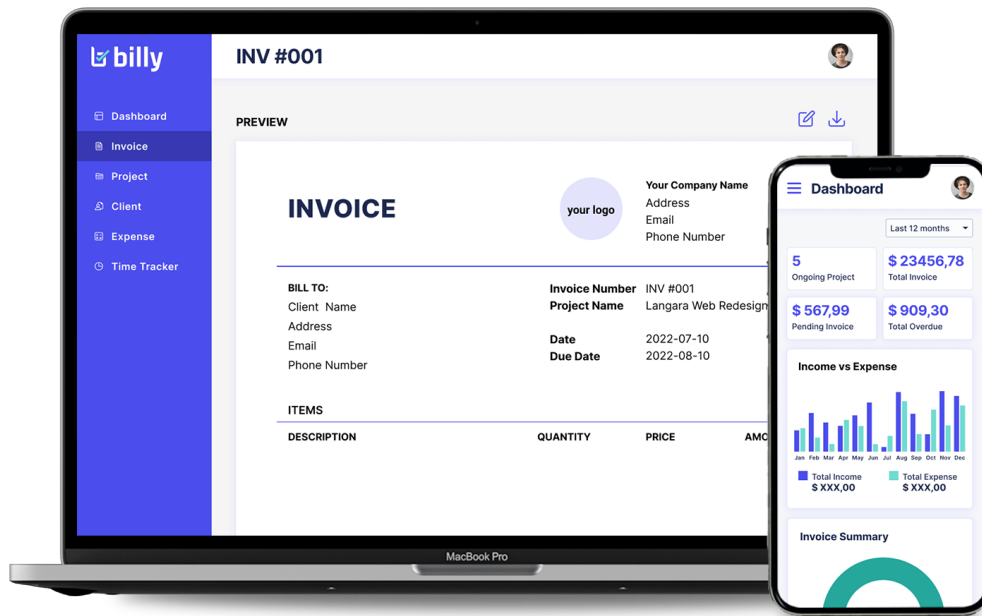
Creating and managing invoices has been a concern for them, dealing with generating process of professional invoice, knowing whether a client received the invoice, and managing the invoice payment.

They must have on hand any information related to their finances and be able to quickly access statistics or reports of their performance and the profitability of their business.

## Solution

A web platform where freelancers and small business owners can generate professional invoices in a fast and intuitive way while having control of the finances related to their business by tracking invoices and payments in a project.





## Your Smart Invoicing Friend

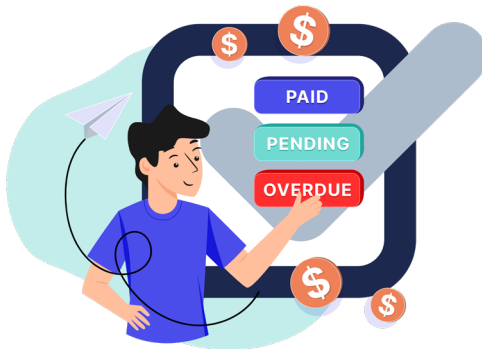
**BILLY** is a web platform which helps freelancers and small business owners generate professional digital invoices and manage business finances.

# Main Features



## Generate and schedule invoice quickly

Create a professional invoice in seconds, download it as a pdf and send it to the customers or schedule a recurring invoice.



## Track your payment status

Update your projects and invoices page and easily keep an eye on pending and overdue payments.



## Manage business income and expense

Manage all projects, clients, and invoices in one place. Get the overview of your business finance.

# Competitive Analysis



	billy	invoicequick	Invoice2go	stripe
Customised invoices	✓	✓	✓	✓
Invoice scheduling	✓	✓	✗	✗
Projects management	✓	✗	✓	✗
Incomes and expenses tracking	✓	✓	✓	✗
Time tracker	✓	✗	✗	✗
Clients directory	✓	✓	✗	✗





# Project Schedule

# Design Timeline

- Week 1** ● Team formed / Project Idea / Setting goals and expectation
- Week 2** ● Lean Canvas / User Story / Information Architecture / User Interview & Survey / User Flow
- Week 3** ● Continue with User Flow
- Week 4** ● Wireframe
- Week 5** ● Continue with Wireframe / Logo & Branding / UI Kit Element
- Week 6** ● Usability Testing / Wireframe Revisions
- Week 7** ● Mockups / UI Prototype / Usability Testing
- Week 8** ● Mockups Revisions / Proposal Draft
- Week 9** ● Proposal Revisions / Alpha Testing
- Week 10** ● Finalize Proposal / Social Media Asset
- Week 11** ● Presentation content and slide deck draft / Beta testing
- Week 12** ● Finalize slide deck / Mock presentation
- Week 13** ● Final Presentation



# Development Timeline

- Week 1** ● Team formed / Project Idea / Setting goals and expectation
- Week 2** ● Plan system architecture and tech stack
- Week 3** ● Setup front and backend environments and development milestones
- Week 4** ● Setup database and CI configuration
- Week 5** ● Backend setup and git repo screen recording
- Week 6** ● Develop react component tree / Begin development
- Week 7** ● Progress in development for front and backend
- Week 8** ● Implement feedback from usability testing / Adjustment in frontend design
- Week 9** ● Alpha prototype presentation and bug bash
- Week 10** ● Burndown chart and alpha bug bash report
- Week 11** ● Beta prototype presentation and bug bashing
- Week 12** ● Mock Presentation
- Week 13** ● Final Presentation





# Technical Overview

# Technology Usage

## Project Management



We use Trello to manage and keep track of tasklist, Slack for communicating, Google Drive to manage and share packages and deliverables, and Github Issues for issues tracking.

## Design



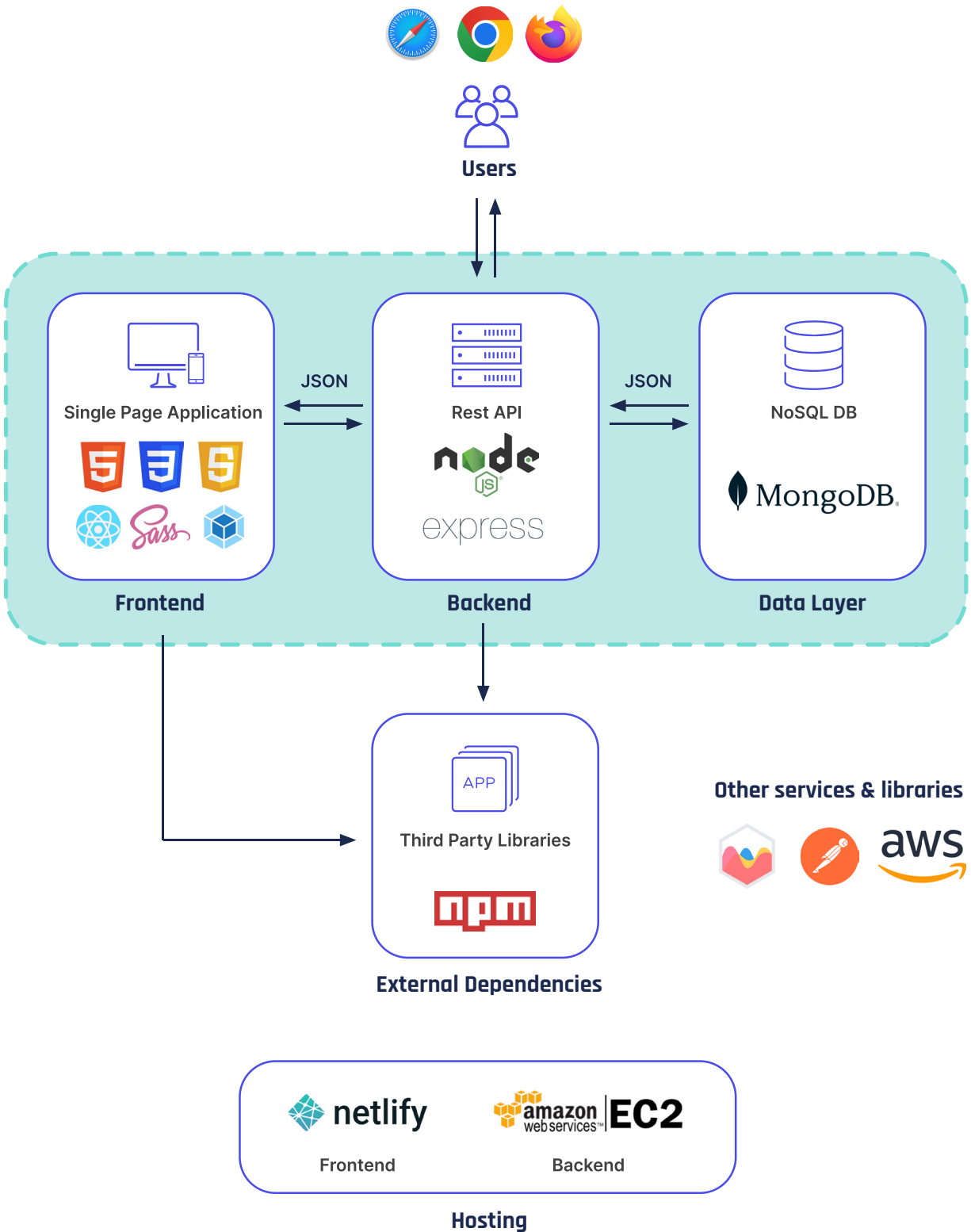
We use Figma to collaborate on UI/UX design tasks (user flow, wireframes, mockups) and UI prototype, Adobe Illustrator and Photoshop to create illustrations, icons, marketing material, and Adobe Indesign for creating project proposal.

## Development

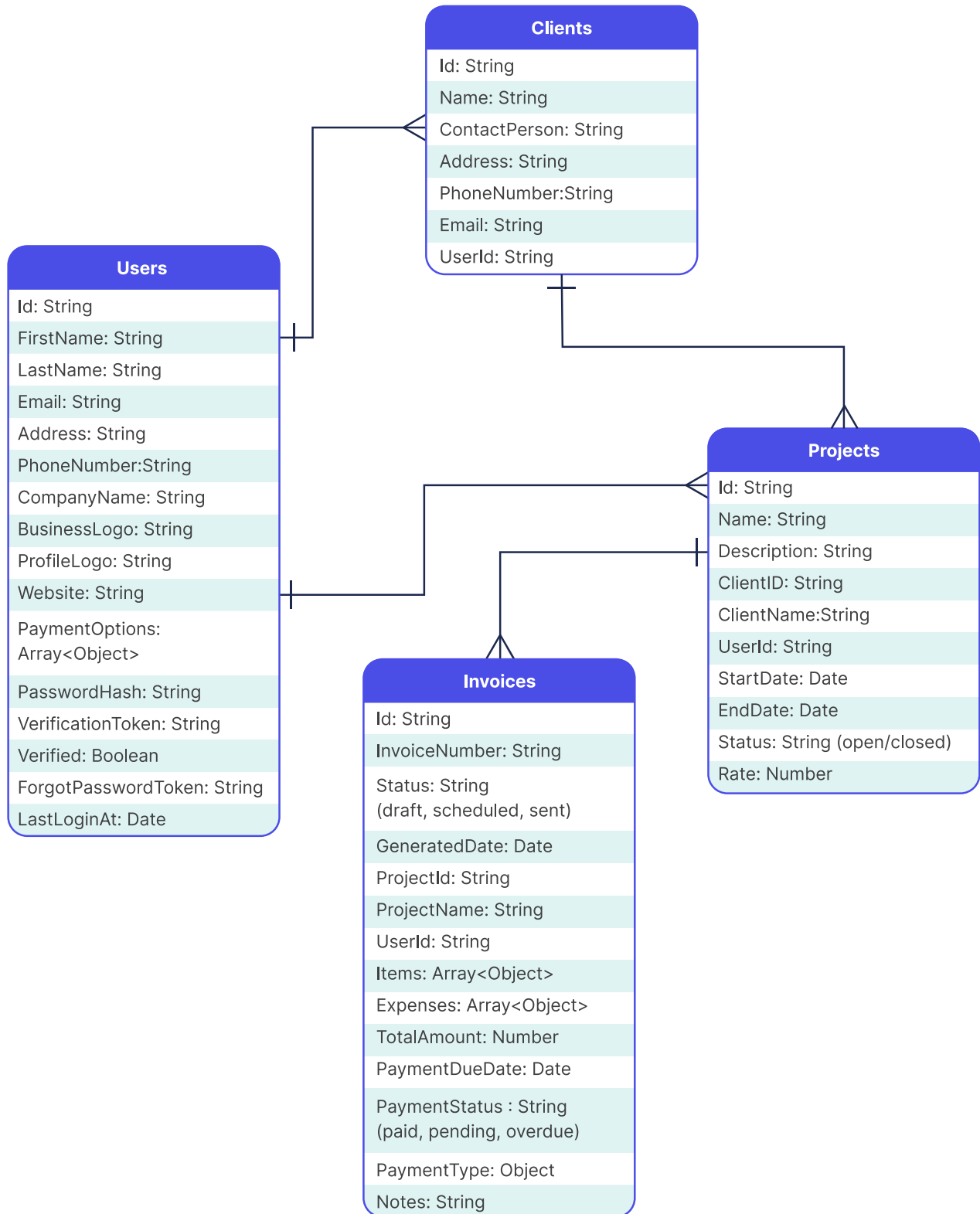


Billy's front-end is implemented using ReactJS. For styling we use SASS, Redux as the State Container and Chart.js for data visualization. All of them are bundled by Webpack and hosted on Netlify. The back-end use NodeJS and ExpressJS hosted on AWS EC2. The API are tested and documented using Postman and our persistence of data is provided by our NoSQL database in MongoDB Atlas.

# System Architecture Diagram



# Data Model



# Data-driven Features

## How is data acquired and being used on Billy Invoice?

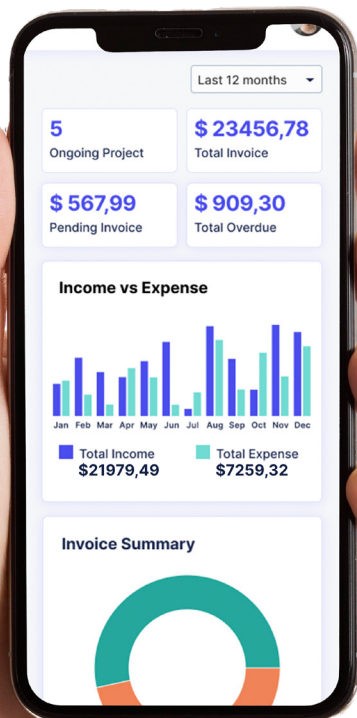
One of the main features of Billy is to gather and display in organized and concise form information about a freelancer's work. By using the application over time the user will generate data on invoice creation, expenses, projects, and income. This information is then displayed back to the user giving them insight into their finances as well as new tools to keep track of pending invoices.

## Where and how is the data available for the user?

As the users sign in, they are welcomed to the dashboard, a visually appealing summary of the latest entries done by the user. Here the user can have an overview of their business health by checking and comparing the incomes over time, checking invoices already paid or overdue, latest invoices created, projects ongoing, and various general metrics.

## Can the user manipulate and interact with the data presentation?

- Users can filter and manage the dashboard graphs for a more wide or specific overview
- Users can navigate through projects, invoices, or clients main pages, check and apply various tags and filters and understand how their work hours are being used by each project, which clients pay their invoices on time and if there are pending invoices to be sent to clients
- Users can generate reports and keep their history of invoices safe and organized for future reference



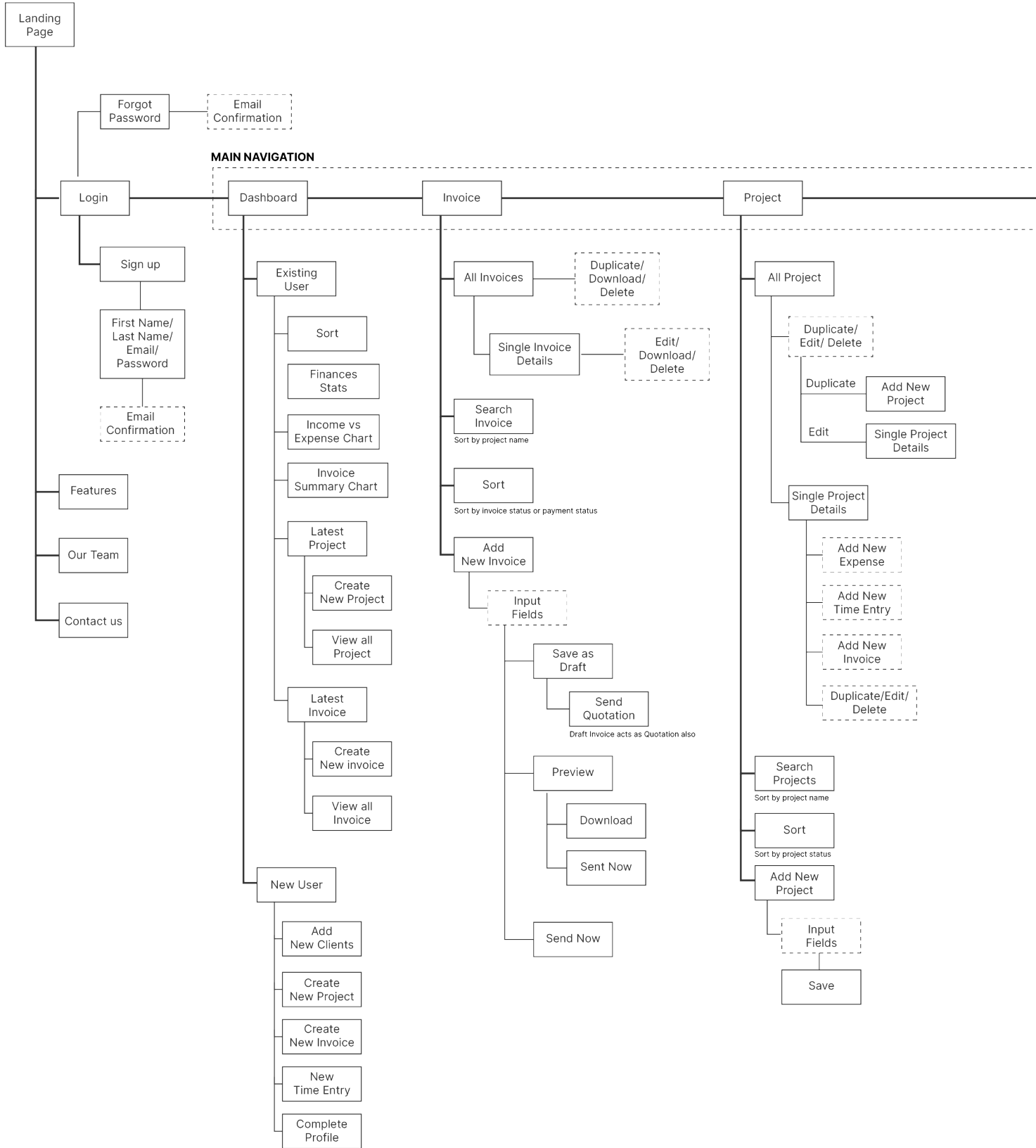






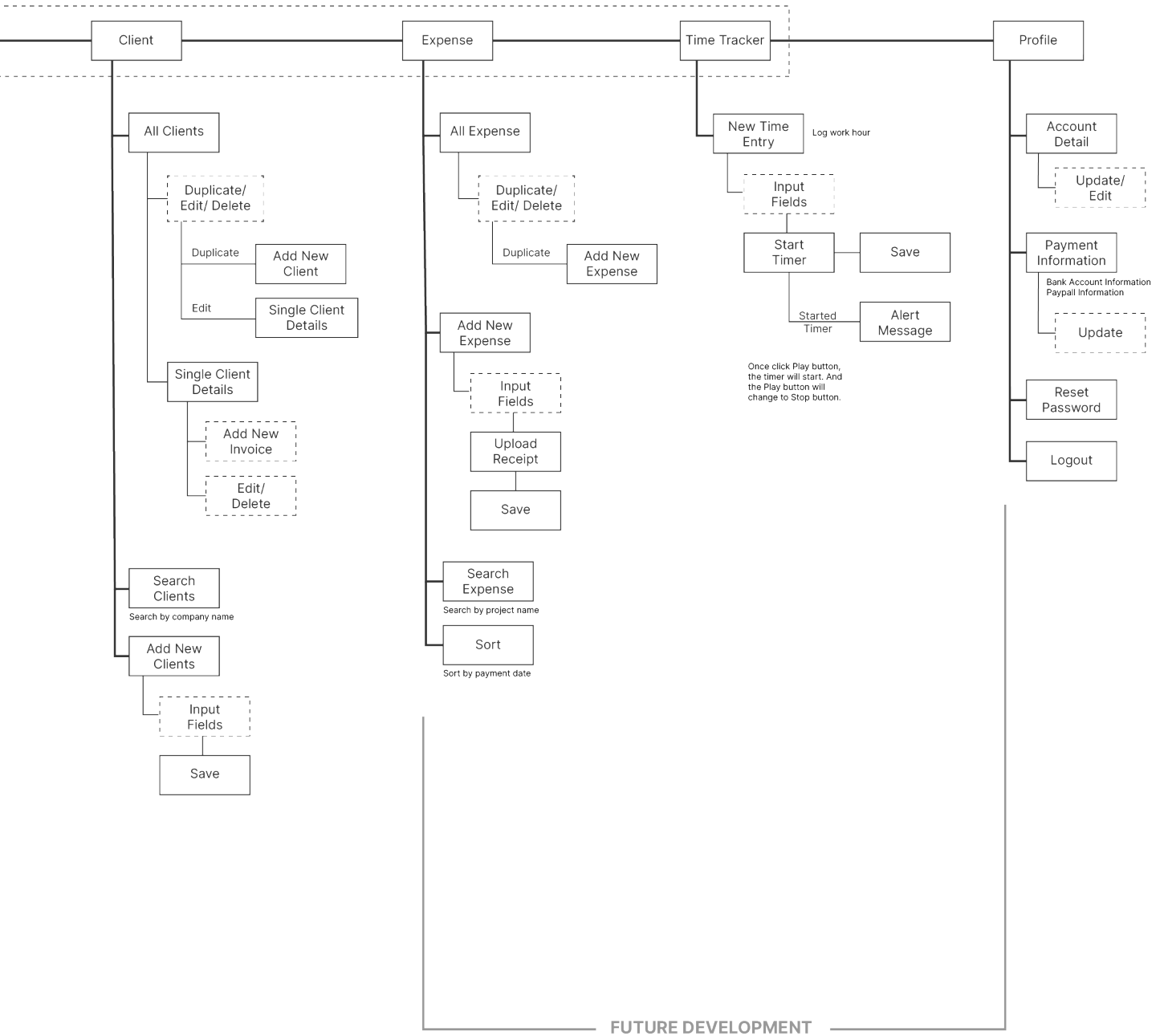
# Design Process

# User Flow



User Action

User Input



# User Persona



## Joe Anderson

Freelance Digital Marketer  
25 | Single  
New Westminster, BC

### Goals

- Focus on the important side of his freelancing career
- To establish his brand as a Digital Marketer
- To have a financial record of his income and expenses
- To travel the world - one country at a time

### Frustrations

- Not good at accounting and keeping track of his income and expenses
- Always forgot to track his time at work
- Needed to remind his clients to release the payment for the service

### Tech enabled

Early Adopter | Heavy User | Laptop



## Victoria Shuster

Small Business Owner, Clothing  
33 | Married with 1 daughter  
Kelowna, BC

### Goals

- To grow her eco-friendly business
- To contribute in reduction of clothing waste
- To stop printing paper invoices

### Frustrations

- Having to do the manual invoicing when dealing with the local suppliers
- Receiving a lot of paper invoices and receipts
- Lack of time to do the bookkeeping of business finances

### Tech enabled

Early Adopter | Heavy User | Mobile

# Brand Identity

## Logo

The icon is the combination of letter 'b' and checked mark. It is to represent Billy helps things get done.

A sans-serif font; Radjani Bold used to show modernity. The rounded corner on the font and the icon to convey that payment and invoice is something that is usually structured but it could be less rigid with Billy's help.

Combinations of cool analogous colors used to represent Billy. Iris as main color and Turquoise as secondary color.

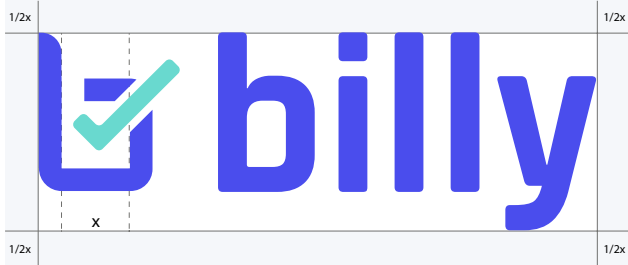
Iris is the extension of blue with a hint of purple, to represent reliability, trust, creativity, and wealth. Turquoise is a friendly and cheerful color. It's radiating the tranquility of blue, the growth of green, and the vitality of yellow.



Full Logo



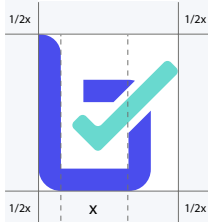
Icon Logo



## Clear Space

The logo must always be surrounded by a minimum clear space.

The minimum space surrounding the full logo and icon logo is equal to the half width of the square width in the icon.



## Logo Applications



### Full colored

Used when the background color is white or light color.



### White

Used when primary color is use as background.



### Square

Used as favicon

## Typography

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 .,:;-+()/&\$@#!?\*

### Rajdhani

Rajdhani has squared and condensed appearance interpreted as technical or futuristic. The corner are slightly rounded, giving stroke-endings a softer feeling. Rajdhani is used for logo and headings in proposal.

Font Family:  
**Rajdhani Bold**

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 .,:;-+()/&\$@#!?\*

### Inter

Inter features a tall x-height to aid in readability. It's designed for computer screen. Inter is used as sole typeface in website and for body in proposal.

Font Family:  
Inter Regular  
Inter Medium  
**Inter Bold**  
**Inter Extra Bold**

# UI Kit

## Color Palette



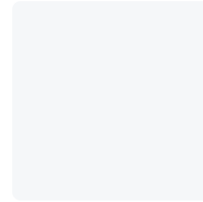
**Primary 500**  
#4B4DED  
RGB: 75, 77, 237  
Side Nav, button



**Secondary 500**  
#70DBD2  
RGB: 112, 219, 210  
Success



**Tertiary 500**  
#1C284E  
RGB: 28, 40, 78  
Footer, font color



**Neutral 500**  
#F5F7F9  
RGB: 245, 247, 249  
Background color



**Accent 500**  
#F08357  
RGB: 240,131,87  
Error



**Primary 100**  
#E3E3FC  
RGB: 227, 227, 252  
Table header, tag



**Secondary 100**  
#C3EEEE  
RGB: 195, 238, 235  
Tag



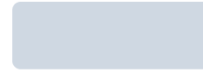
**Neutral 100**  
#FCFCFD  
RGB: 252, 252, 253  
Form background



**Accent 100**  
#FBDCD0  
RGB: 251,220,208  
Tag



**Primary 700**  
#1417CC  
RGB: 20, 23, 204  
Button Hover



**Neutral 700**  
#CFD8E2  
RGB: 207, 216, 226  
Disabled



**Primary 900**  
#222377  
RGB: 34, 35, 119  
Button active



**Secondary 900**  
#25A79C  
RGB: 37, 167, 156  
On/Off



**Neutral 900**  
#AFBECF  
RGB: 175, 190,207  
Outline



## Type Scale

### Mobile : Inter

---

<b>H1</b>	32px, Extra Bold Line spacing: -2%
<b>H2</b>	24px, Bold Line spacing: -2%
<b>Subtitle</b>	18px, Bold Line spacing: -2%
Body	16px, Regular Line height: 150%
<b>Body Bold</b>	16px, Bold Line height: 150%
Caption	14px, Medium Line height: 150%
<b>Button</b>	16px, Semi Bold Letter spacing : 3%
<u>Link</u>	16px, Semi Bold underline

### Desktop : Inter

---

<b>H1</b>	40px, Extra Bold Line spacing: -2%
<b>H2</b>	32px, Bold Line spacing: -2%
<b>Subtitle</b>	24px, Bold Line spacing: -2%
Body	18px, Regular Line height: 150%
<b>Body Bold</b>	18px, Bold Line height: 150%
Caption	14px, Medium Line height: 150%
<b>Button</b>	16px, Semi Bold Letter spacing : 3%
<u>Link</u>	18px, Semi Bold underline

## Components

### BUTTON

Default

Hover

Active

Text only

Primary

Primary

Primary

Text with icon

+ Primary

+ Primary

+ Primary

Text only

Secondary

Secondary

Secondary

Text with icon

+ Secondary

+ Secondary

+ Secondary

Text only

Link

Link

Link

Floating  
Action Button  
(Mobile only)




### TAG/ LABEL

DRAFT

SENT

SCHEDULE

	Default/off	Active/on
Checkbox	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Switch	<input type="checkbox"/>	<input checked="" type="checkbox"/>

FORM	Default	Focus	Invalid
Input	<input type="text" value="Label"/>	<input type="text" value="Label name Text"/>	<input type="text" value="Label name Text"/>
Select	<input type="text" value="Select Project"/>	<input type="text" value="Select Project"/>	<input type="text" value="Select Project"/>
Text Area	<input type="text" value="Hello"/>	<input type="text" value="Multiline Hello"/>	<input type="text" value="Multiline Hello"/>
Search Field	<input type="text" value="Search by project name"/> 	<input type="text" value="Label"/>	<input type="text" value="Label"/>

## DROP DOWN

Default

Focus

Status

Pending ▾

Pending ▾

Pending

Overdue

Paid

Action



 Duplicate

 Edit

 Download

 Delete

## TABLE

<input type="checkbox"/>	Invoice #	Project Name		Due Date	Amount	Payment Status	Action
<input type="checkbox"/>	INV 001	<b>Project 01</b> <span>DRAFT</span>		YYYY-MM-DD	\$XX.XX	Pending ▾	...
<input type="checkbox"/>	INV 002	<b>Project 02</b> <span>SENT</span>		2022-05-10	\$XX.XX	Overdue ▾	...
<input type="checkbox"/>	INV 003	<b>Project 03</b> <span>SCHEDULE</span>		2022-06-01	\$XX.XX	Paid ▾	...

## ICONOGRAPHY

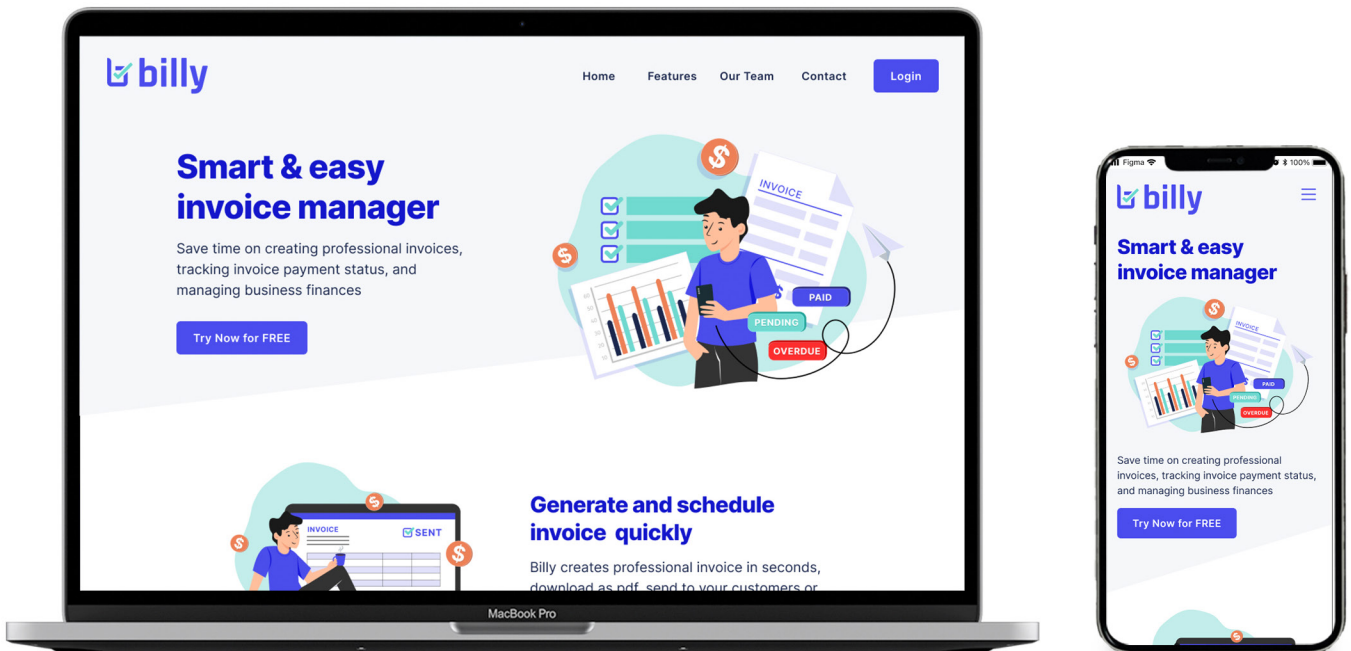
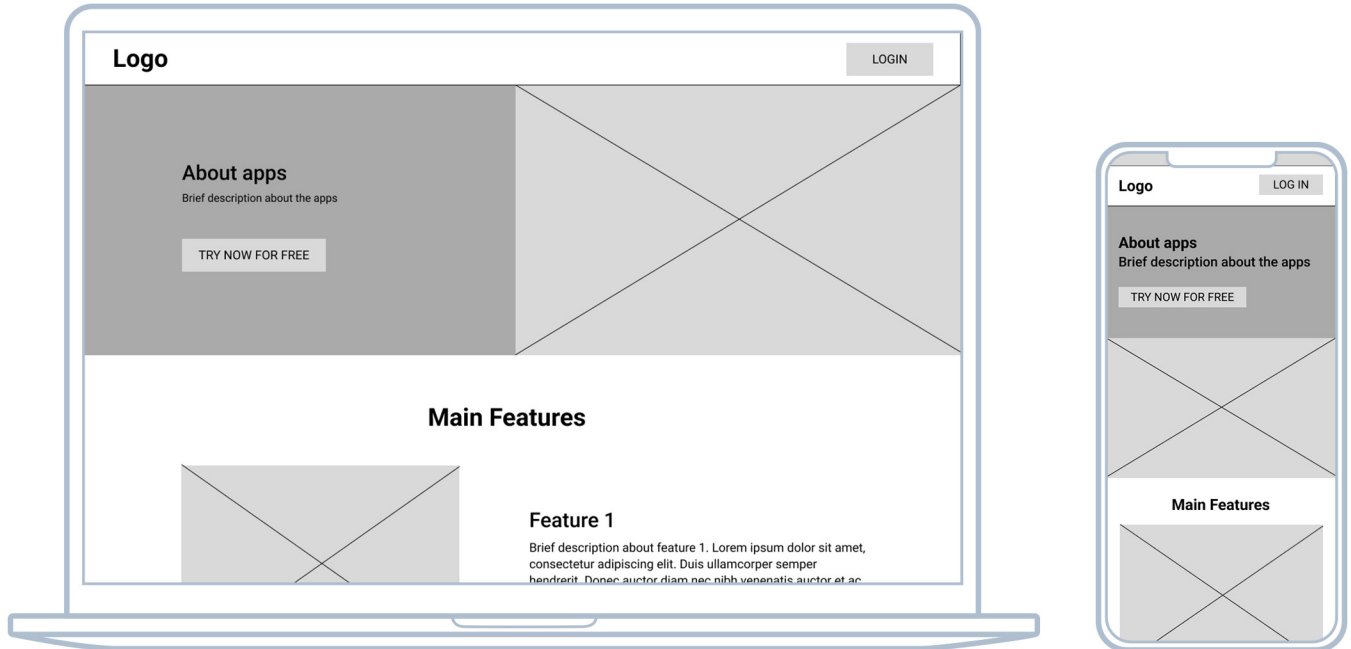


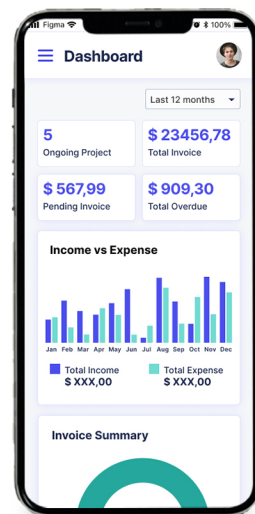
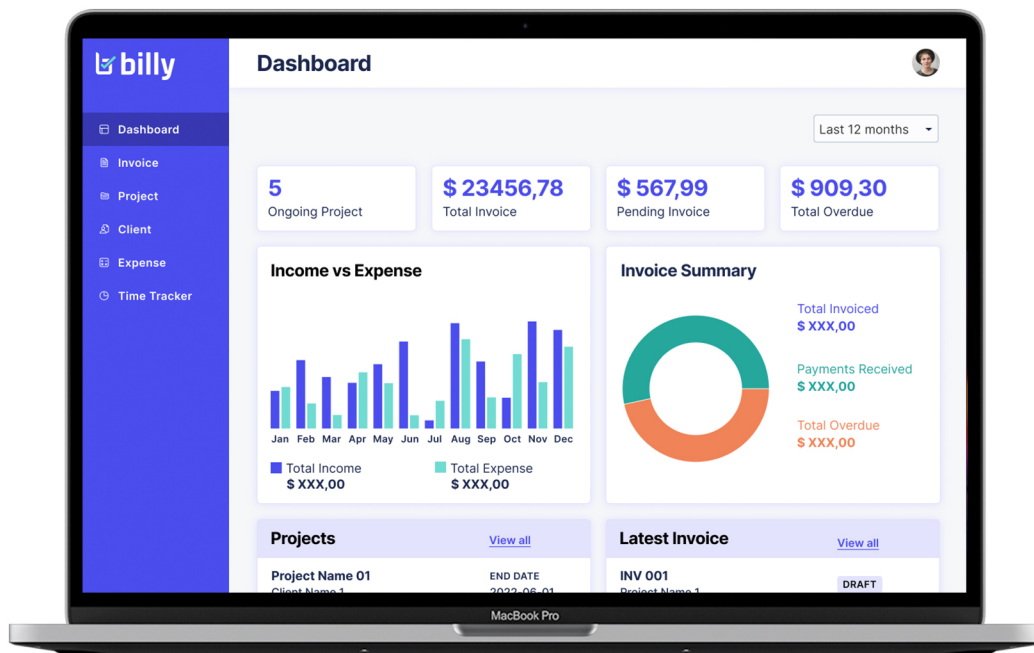
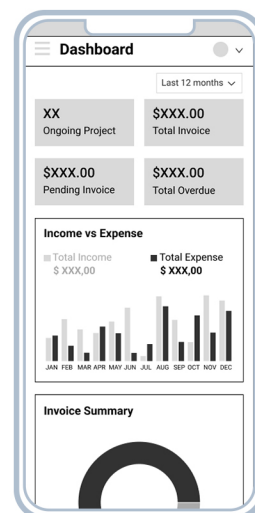
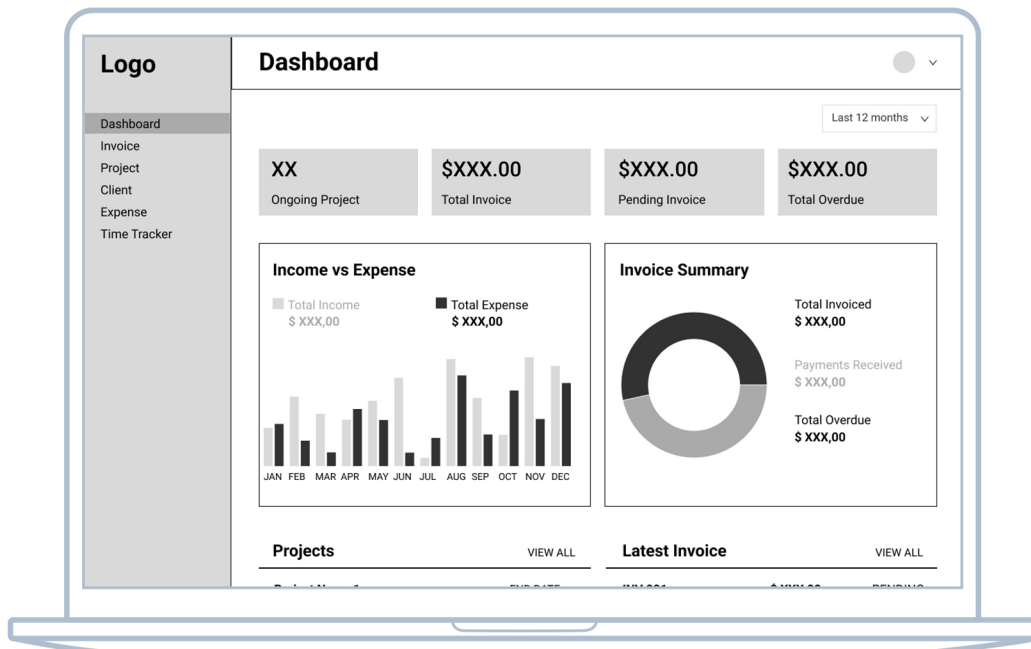
## ILLUSTRATIONS

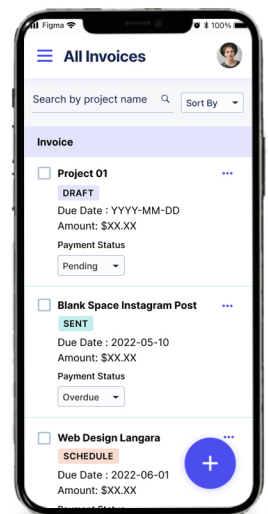
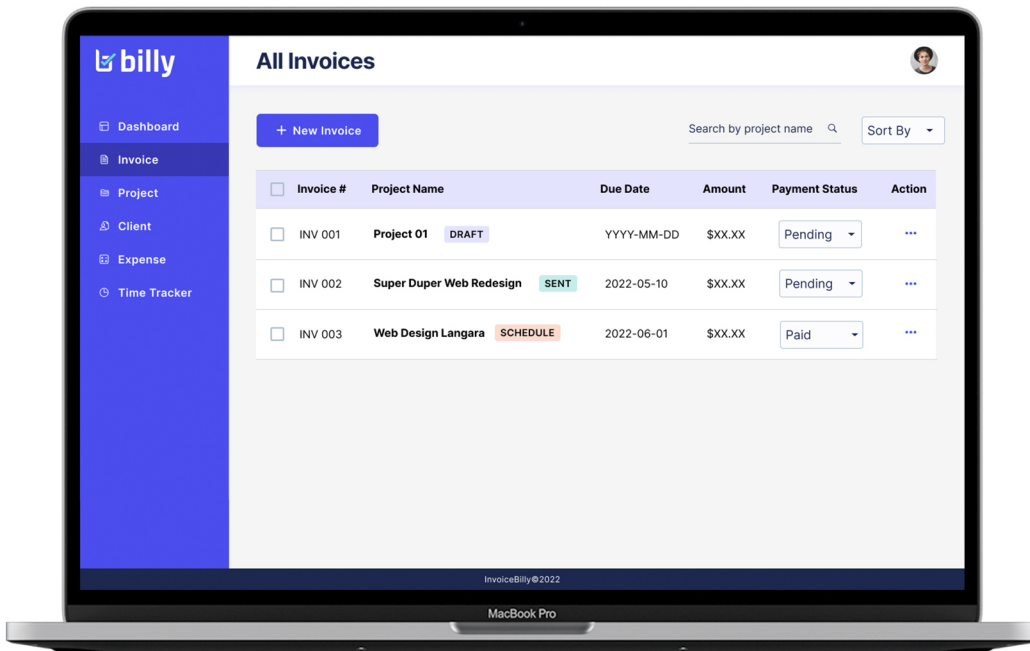
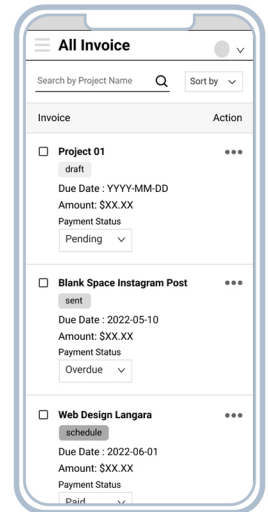
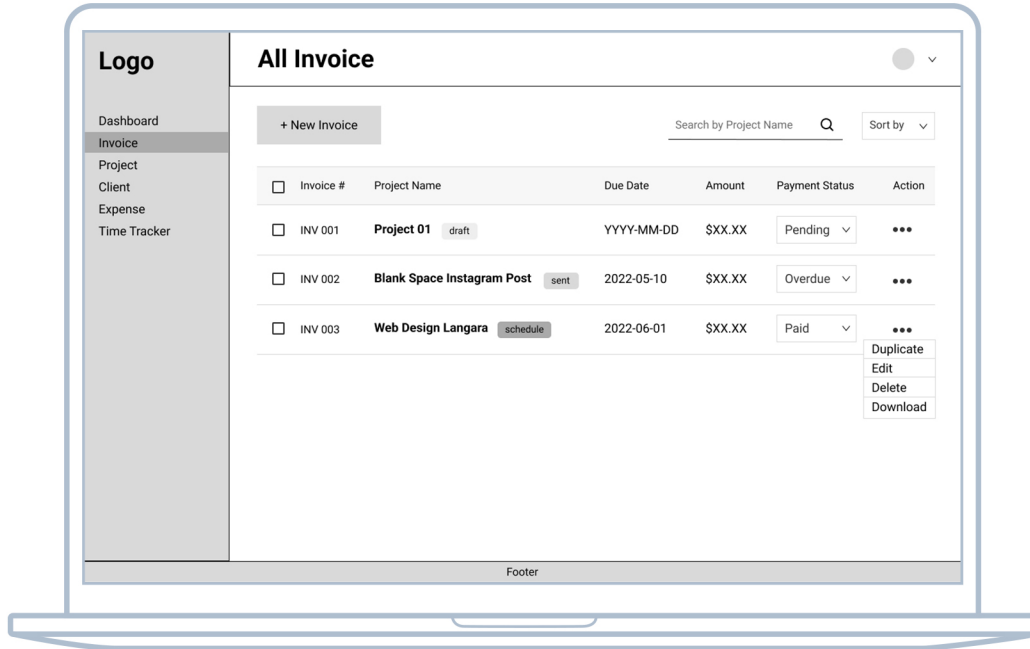
We created illustrations for 'Billy' as a person that will help user with invoicing. We used illustration to convey friendliness and to avoid too serious tone. The illustrations can be found on landing page to describe our features and as success message after sending invoices.



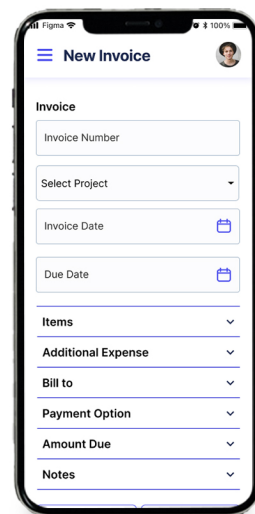
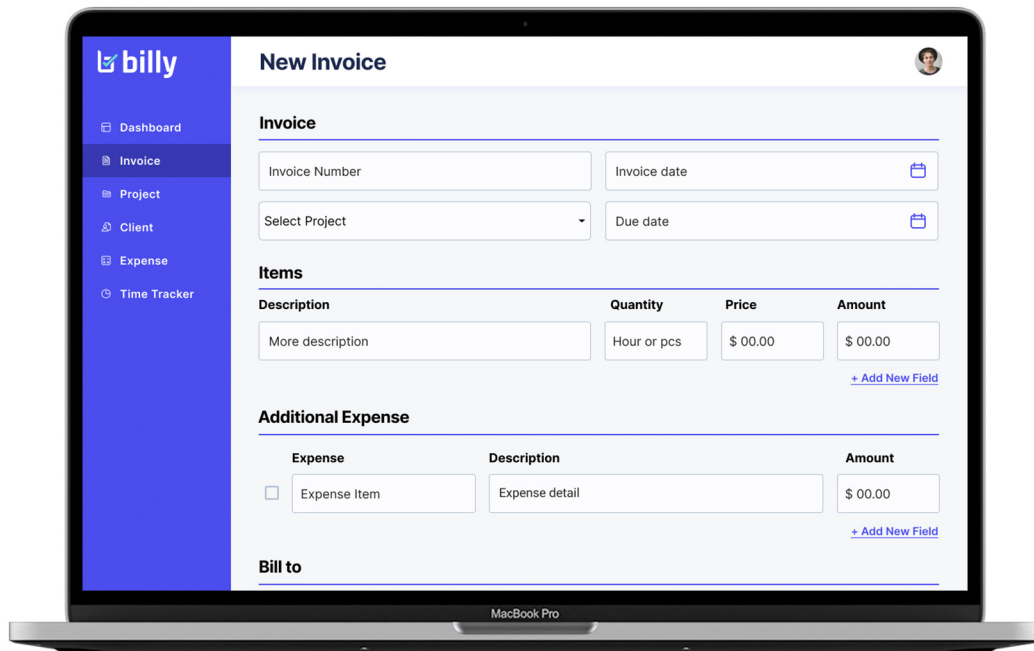
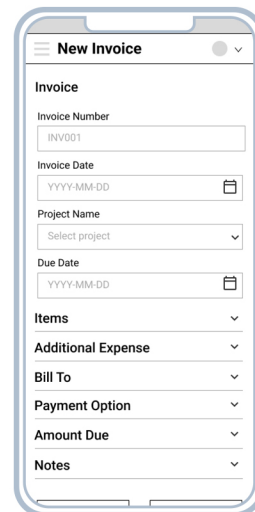
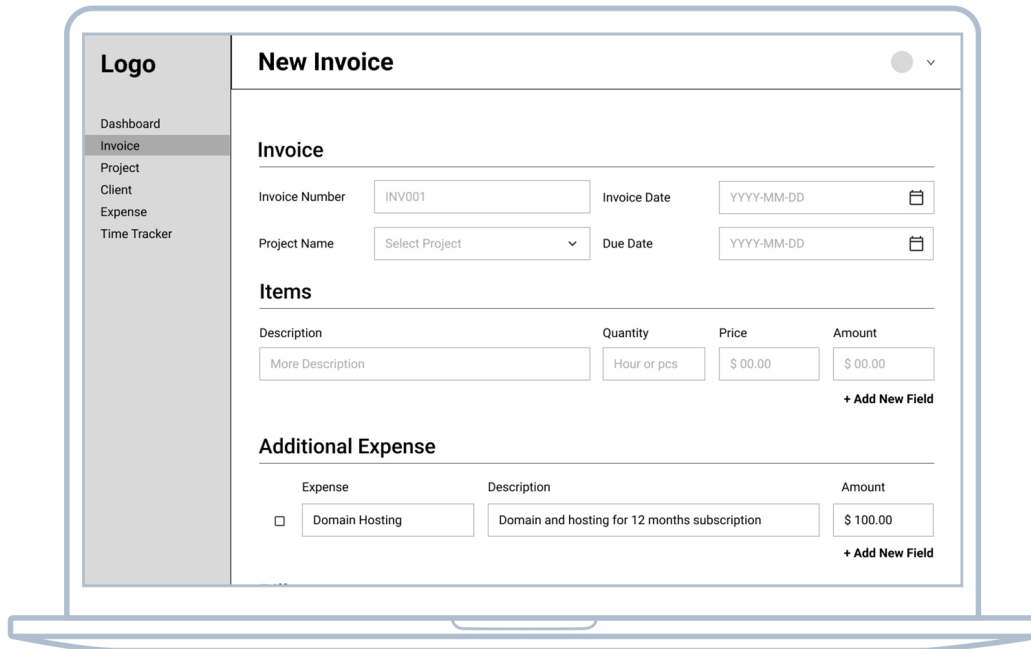
# Wireframe & Mockups

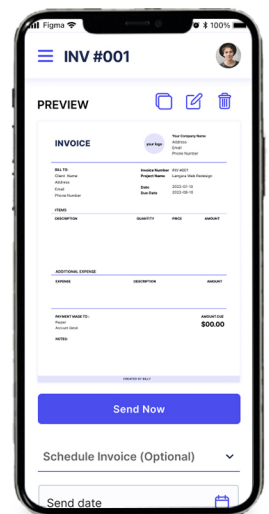
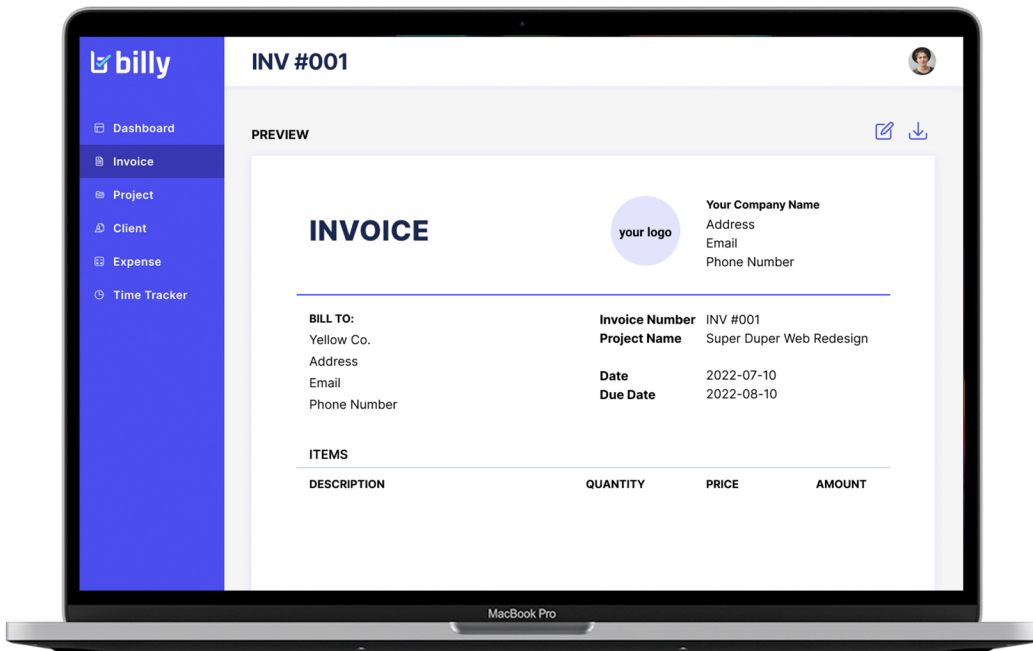
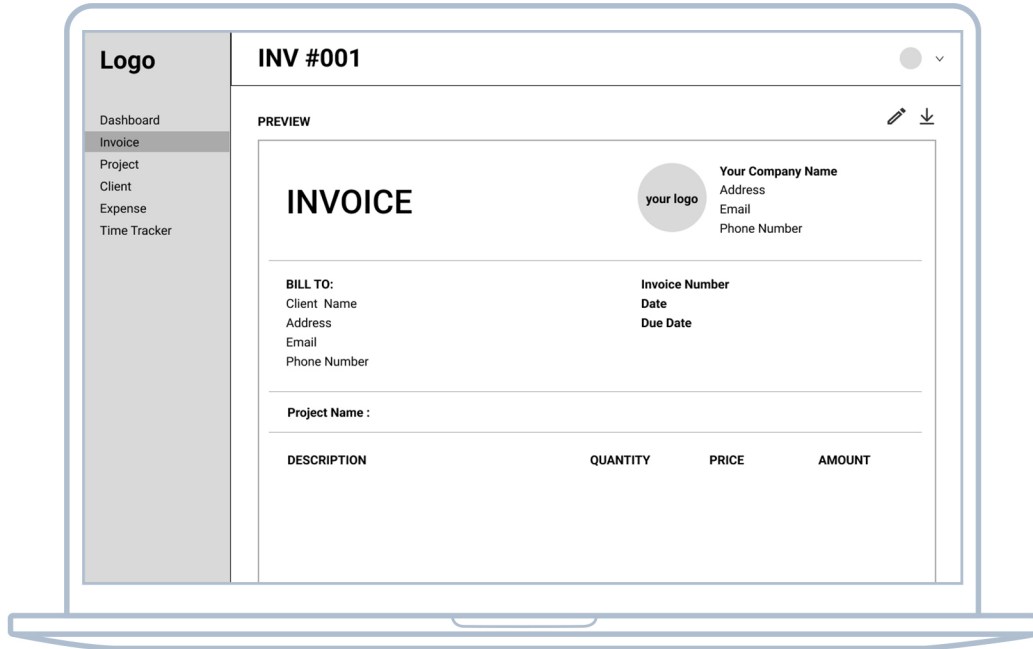












# Business Plan

## Competitive Advantage

- One-stop stress-free invoicing solution
- Overview of Invoices with status details
- Time tracker and data visualization for cash flow.

## Customer Segment

- Freelancer
- Small business owner with limited invoice managing tool

## Key Metric

- Number of user
- Number of generated invoices

## Business Model

### **FREEMIUM MODEL - PAY TO UPGRADE**

Users can sign up a free account and have access to create a limited amount of invoice. Once the quota is reached, users are able to pay \$10/month to upgrade to premium.

With premium services, users have unlimited amount for invoice creation and they also have access to select invoice template, log work hour, track expenses, create customer records, view performance in Dashboard and the advertisement will be hidden for premium accounts.

### **PRODUCT IS FREE, REVENUE IS FROM ADVERTISERS**

After getting numerous customers, it would attract business and the revenue will be gained from advertising.

# Meet the Team



## Gabriel Gimenes PM / Front-end Developer

**Responsibilities:** Act as a facilitator for the team meeting and decision making. Provide assistance to the other developers on frontend and backend.

 gabrielcgimenes

 gabrieltgimenes92



## Ashim Karki Full-stack Developer (Lead)

**Responsibilities:** Oversee development in the team. Develop and maintain backend aspect of the application. Architect the project structure, create REST API endpoints. Maintain database functionality and collaborate with front-end devs for feature implementation.

 ashim-karki

 AchillesKarki



## Luisa Rueda Full-stack Developer

**Responsibilities:** Develop API endpoints, frontend user interfaces and integration between them. Collaborate on database structure design and CI configuration for backend project.

 luferueda

 luferupa



## Karen Garcia Full-stack Developer

**Responsibilities:** Componentization of the user interface. Frontend and backend integration. Ensure the responsiveness of the application.

 karengarciam

 KariGarcia



### **Mita Trisnodjo** Graphic & Product Designer (Lead)

**Responsibilities:** Oversee graphic and UI/UX design in the team. Involve in all aspects of the design process. Ideation and visual designing of branding identity, design system, and user interface design. Finalize wireframe, mockups, and proposal.

 paramitatrismodjo [www.hellomita.com](http://www.hellomita.com)



### **Karen Chiu** Product Designer - UX

**Responsibilities:** Conduct user research, write user stories, build user flow with user-centered approach, design wireframe, annotation to high fidelity prototype, plan business model.

 karenkwchiu  karenkwchiu



### **Dexter Bolasoc** Product Designer - UI/UX

**Responsibilities:** Collaborate with the team to create user-centered design. Involve in the overall user-experience research and design process (wireframe, mockups, UI prototype), branding, presentation slide deck and photography.

 dexterbolasoc



### **Milly Tsou** Product Designer - UI/UX

**Responsibilities:** Collaborate with the team to create user-centered design. Involve in the overall user-experience research and design process (wireframe, mockups), and creating proposal.

 millytsou

# References

Portrait of Young Woman Using Mobile Phone in Cafe [Photo] . Chevanon Photography. Recovered from: <https://www.pexels.com/photo/portrait-of-young-woman-using-mobile-phone-in-cafe-323503/>

Man Sitting on the Couch with His Laptop [Photo]. Ekaterina Bolovtsova. Recovered from: <https://www.pexels.com/photo/man-sitting-on-the-couch-with-his-laptop-4047435/>

Full screen smartphone and laptop mockup design. Riandra. Recovered from: [https://www.freepik.com/free-psd/full-screen-smartphone-laptop-mockup-design\\_11573159.htm#query=macbook%20mockup&position=9&from\\_view=search](https://www.freepik.com/free-psd/full-screen-smartphone-laptop-mockup-design_11573159.htm#query=macbook%20mockup&position=9&from_view=search)

Hand holding a smartphone mock-up. Freepik. Recovered from: [https://www.freepik.com/free-psd/hand-holding-smartphone-mock-up\\_14063614.htm#query=holding%20iphone&position=5&from\\_view=search](https://www.freepik.com/free-psd/hand-holding-smartphone-mock-up_14063614.htm#query=holding%20iphone&position=5&from_view=search)

Modern smart phones mockup. Pmvchamara. Recovered from: [https://www.freepik.com/free-psd/modern-smart-phones-mockup\\_11400033.htm#page=2&query=screen%20mockups&position=2&from\\_view=keyword](https://www.freepik.com/free-psd/modern-smart-phones-mockup_11400033.htm#page=2&query=screen%20mockups&position=2&from_view=keyword)



[www.invoicebilly.com](http://www.invoicebilly.com)