



City Lights

Project Definition

Abstract

1. Mobile website for tourists in San Francisco
2. Users can send messages through the Bay Bridge
3. Save and schedule animations

Project Definition

The Need

This project is needed because the light installation on the Bay Bridge is temporarily. This project would help to found the bridge to keep its lights permanently. It also can help the city to attract more tourists.

Project Definition

City Lights Mobile Website

- Create a message
- Simulate an animated message
- Save message
- Schedule message
- Deliver message on scheduled date

Target Audience

Primary

- San Francisco tourists
- 20-30 years old
- Smartphone access

Secondary

- San Francisco Locals
- 20-30 years old
- Smartphone access

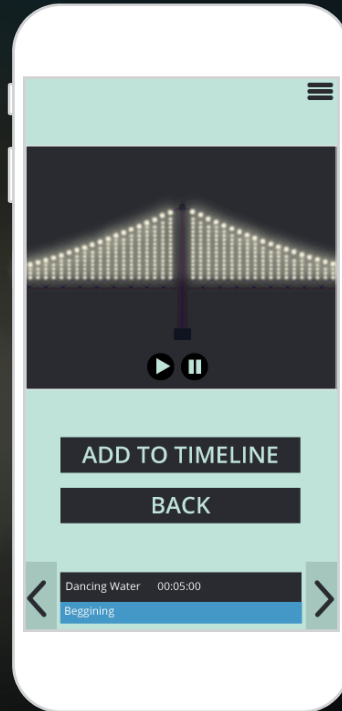
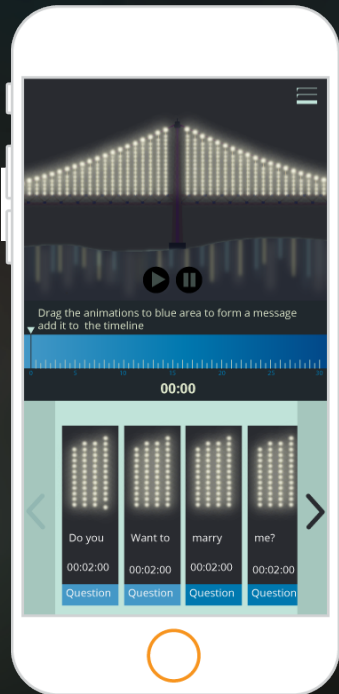
Guerrilla Testing

TASK: Using paper wireframes Write the message: “Do you want to marry me?” and play it in the simulator.

In total 6 people test the app during two rounds of testing.

Guerrilla Testing

The Wireframes/First round



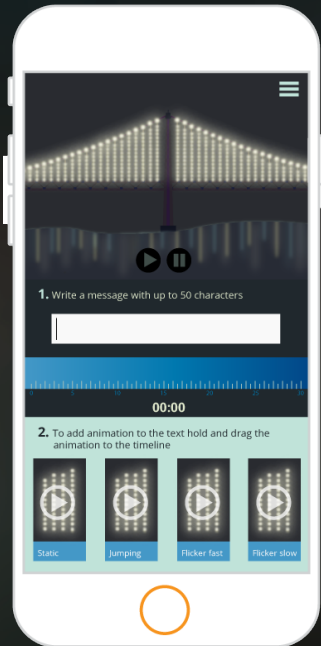
Guerrilla Testing

The Findings/First round

1. Move timeline below the simulator
2. Add a timeline ruler and pinhead to the timeline
3. Create a gradient in the timeline instead of color boxes
4. Grey out the play button when the timeline is empty
5. Add Play button on top of the animation bits
6. Grey out the left arrow button when there aren't animations to the left
7. Label the simulator on the preview screen.

Guerrilla Testing

The Wireframes/Second round



Guerrilla Testing

The Findings/Second round

1. Find a different approach for forming the sentences.
2. Make the phases more customizable.
3. Incorporate social media.
4. Implement a way to add different animations to the sentence display.
5. Identify properly the animations that can be previewed.

The Final Result

www.yesselhinojosa.com/aau/wnm617/m15/index.html

The Challenges

HTML, CSS, Javascript

- 800 divs that accommodate the bridge lights
- Smart mask that let the lights only shine inside the bridge
- Frames that change dynamically according to the words and animations
- Local storage to populate animation cart screen and cart number of items.

Thank you!