



KEEP LOVE

By Chen Sijie

08.07.2017

# Contents

INFORMATION .....	1
1. Description of the project. ....	1
2. Study of similar products. ....	1
3. Research of ideal visual solutions .....	2
DEVELOPMENT OF CONCEPT .....	3
4. Structure of concept .....	3
5. Mood charts and Mind mappings .....	3
6. Target group.....	3
7. Description of personas .....	3
8. Use cases.....	4
9. Concretize the content of the App.....	4
DESIGN .....	6
10. Predesign: Sketches. ....	6
11. Elements .....	7
12. Gestalt .....	9
13. Control harmony and tension of the graphics .....	9
14. Color .....	10
15. Composition of the pictures .....	11
16. Logotype.....	12
17. Grid.....	13
18. Typography .....	15
DESIGN AFTER TEST .....	16
19. Changes.....	16
20. Test's explanation .....	18
21. Definitive visual result.....	19
PRODUCTION .....	20
22. Software used .....	20

## INFORMATION

### 1. Description of the project.

Keep Love is used for lovers who are keeping a long-distance relationship to manage photos they share every day, which most lovers would do, especially when they are not near. With this APP, lovers can upload photos and share with each other. What's important is that the photos shared by one person can only be seen by his/her partner, only two people.

### 2. Study of similar products.



#### WeChat

WeChat is a social media phone application. The user can send instant messages to each other, and the most interesting function is the MOMENTS, where users can upload photos, short videos, text, or share music and articles, and make comments.



#### Instagram

Instagram is a social media application. The user can upload photos and videos, and make comments.

### 3. Research of ideal visual solutions

#### Instagram

- + The comment contains name and comments, without any other sign like “:”, very simple and concise.
- It is an image-based application, every post should contain images or videos. While for this application, the user can also post texts in case they want to share some thoughts with their partners.

#### WeChat

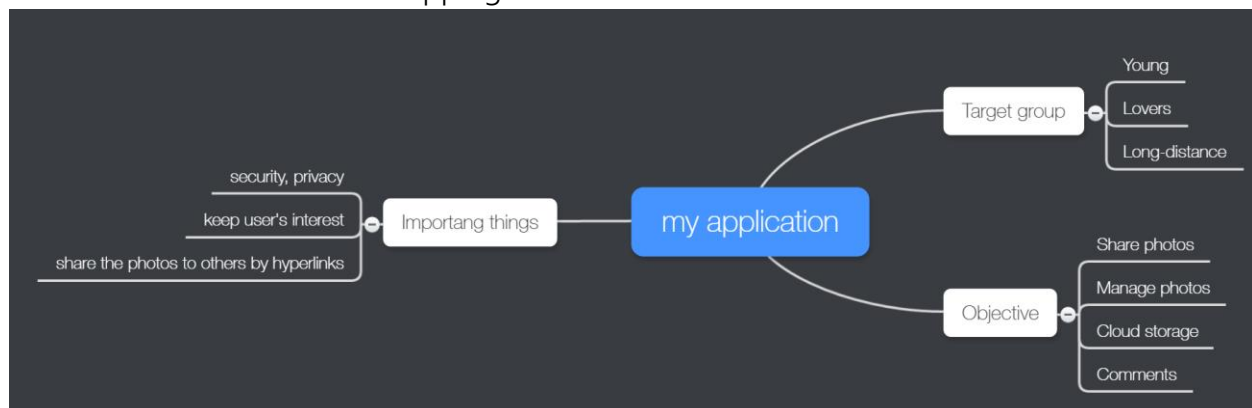
- + The cover image of a user is interesting that the user can show something different to others through the cover image.
- The square profile is acceptable for all ages and genders. But for my application, I would like to have circular profiles for users because the circle is cuter, tender and more romantic.

## DEVELOPMENT OF CONCEPT

### 4. Structure of concept

An application for lovers who would like to share and record each other's daily lives by photos. An application which can help to manage photo albums. This application contains three themes/ topics/ sections, user can manage photos in different themes. Photos posted in the application only can be shown to the user and his/her partner. The photos should be stored in cloud so that they can be shown in every device after logging in.

### 5. Mood charts and Mind mappings



### 6. Target group

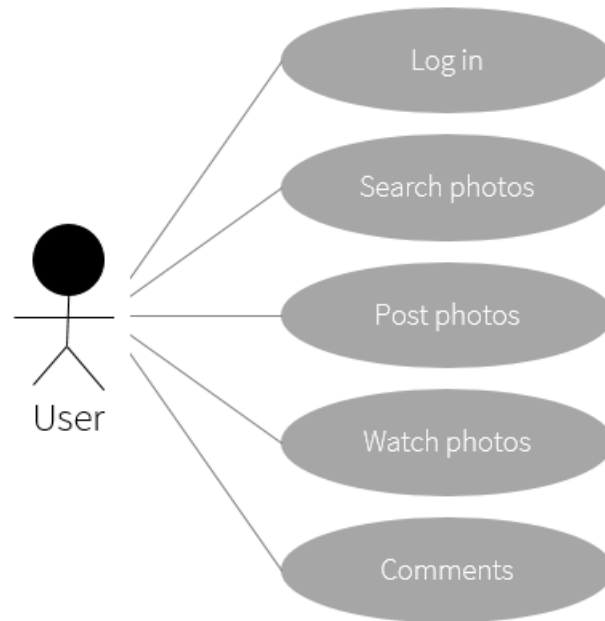
There are two lovers: Jeff and Dim. They are in different cities. Jeff works in New York, while Dim studies in Paris. They cannot see each other very often. They usually chat online, sharing each other's life. They take photos, and send them to each other, so Dim knows about Jeff's apartment, colleagues and the pet cat Bonbon, and Jeff is familiar with the way home of Dim, even the flowers beside the road. The photos increase with the days they've been together, so they need something to sort and store their photos.

### 7. Description of personas

Annie is a 17 years old girl. She just graduated from a high school located in Shanghai, and is going to study in Pennsylvania State University.

Her boyfriend Tom stay Shanghai, is going to study in Shanghai Jiao Tong University. So, they will be apart for a long time. Annie like cats and foods, and she also like taking photographs of them. She usually shares pictures taken by herself with her boyfriend. Now she is in America, she sends photos to her boyfriend by WeChat every day, so the photo album in her phone is in a mess, mixing with other photos, and her boyfriend must save all photos one by one in WeChat. These photos are in need to be backup. Otherwise if her phone is lost, those photos are lost.

## 8. Use cases.



## 9. Concretize the content of the App

The application runs in smart phones, like Android and iPhone, named KEEP LOVE.

The mainly function is for users to post photos. After signing up, user can add one friend, which is his/her partner. Only the user and his/her partner can share/post/comment all photos.

After logging in, user can see that there is a number above three buttons. The number shows how many days have the couple been together.

Three buttons in the main page are SHARE, WITH, YOU. These three buttons match three different sections. In the SHARE part, user can upload photos of daily lives. For the WITH part, user can upload photos of the two. And in the YOU part, user can upload photos of single person between the two. In each section, there are two buttons above photos.

These two buttons, named as two lovers, determine whose photos can be shown. If the button is in pressed state, it means photos uploaded by this person can be shown. By clicking the buttons, user can view photos taken by himself/herself or his/her partner exclusively or both.

User can switch to other part by scroll the screen to the right or to the left. The photos are shown in three ways: by timeline, in the album as thumbnails, and in the detailed page.

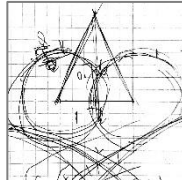
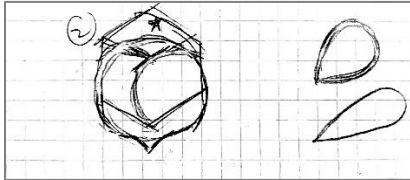
User can make comments about these photos. User can return to the main page by clicking the return button.

User can search for photos by clicking the search button and then type in some key words, then they can search by time, event, and place.

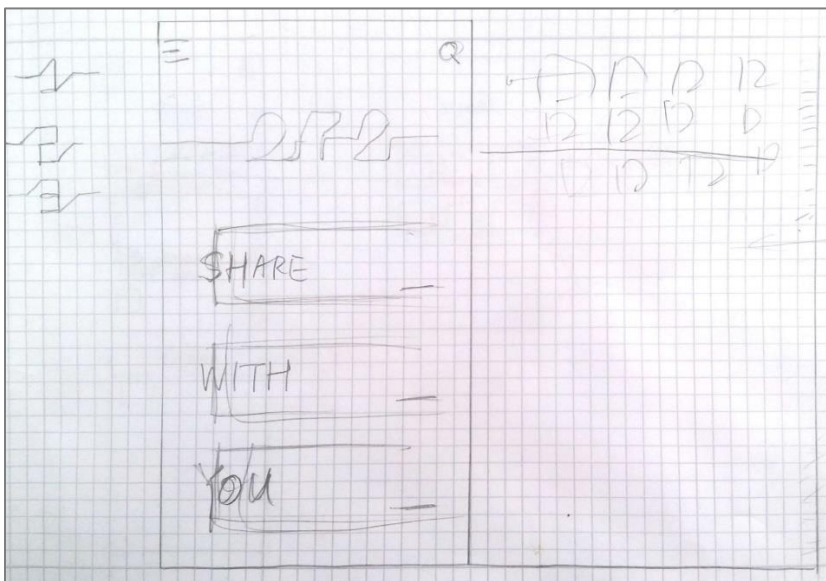
## DESIGN

### 10. Predesign: Sketches.

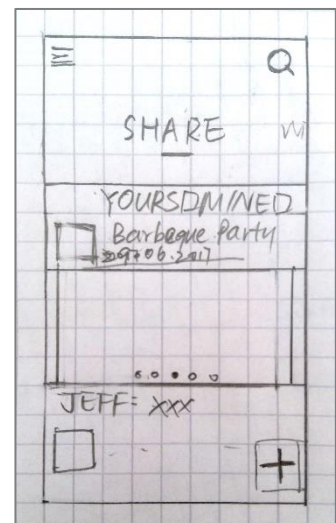
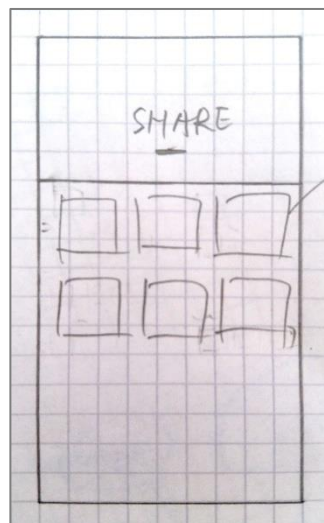
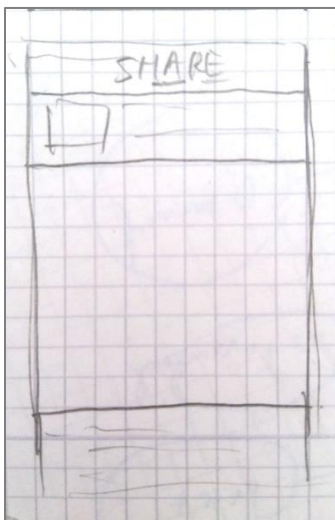
#### LOGO



#### MAIN PAGE



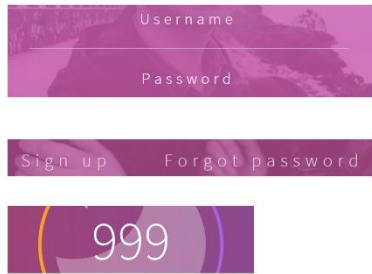
#### DETAIL PAGES





## 11. Elements

### TEXT

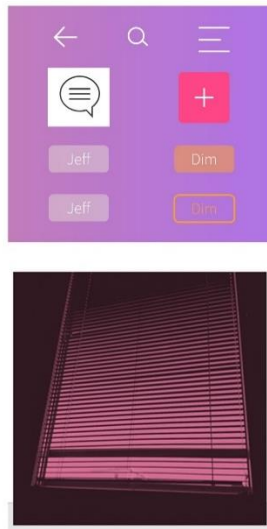


Window & Light  
11.06.2017 00:21

Jeff get up, little piggy XD

Jeff the windows are so cleeeean!  
Dim yes I cleaned them XD  
Jeff then you must be well-payd

### BUTTON



### BACKGROUND

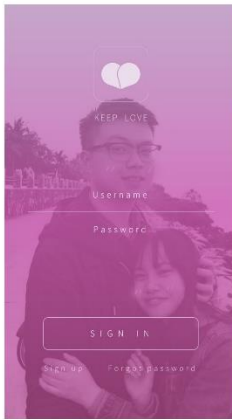


Image + gradient

Image + gradient

Image + gradient

## BACKGROUND



Image



Image + gradient



Gradient

## LINKS



Return to previous page



Search page



Make comment or reply to comment



Post new photos



Don't show photos taken by Dim



Show photos taken by Dim

## LINKS

SIGN IN

Sign in, jump to main page



Search by categories (time, event, place)

Time | Event | Place

SHARE

Jump to SHARE section

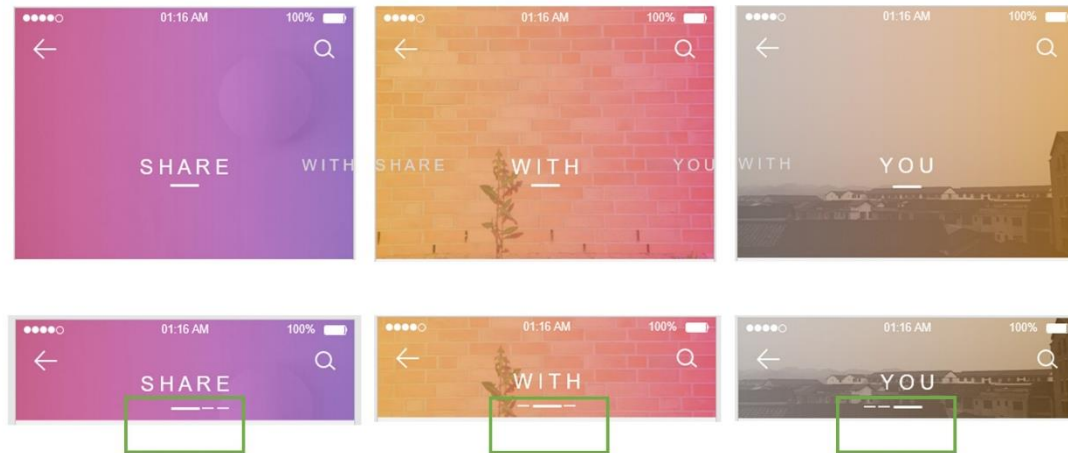
WITH

Jump to WITH section

YOU

Jump to YOU section

## 12. Gestalt

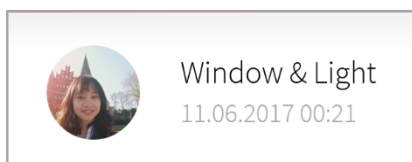


The little bar under the title represent the three sections. The longest bar represents the current page, and the other two shorter bars represent the other two sections. Scroll left or right could jump to other section.

## 13. Control harmony and tension of the graphics



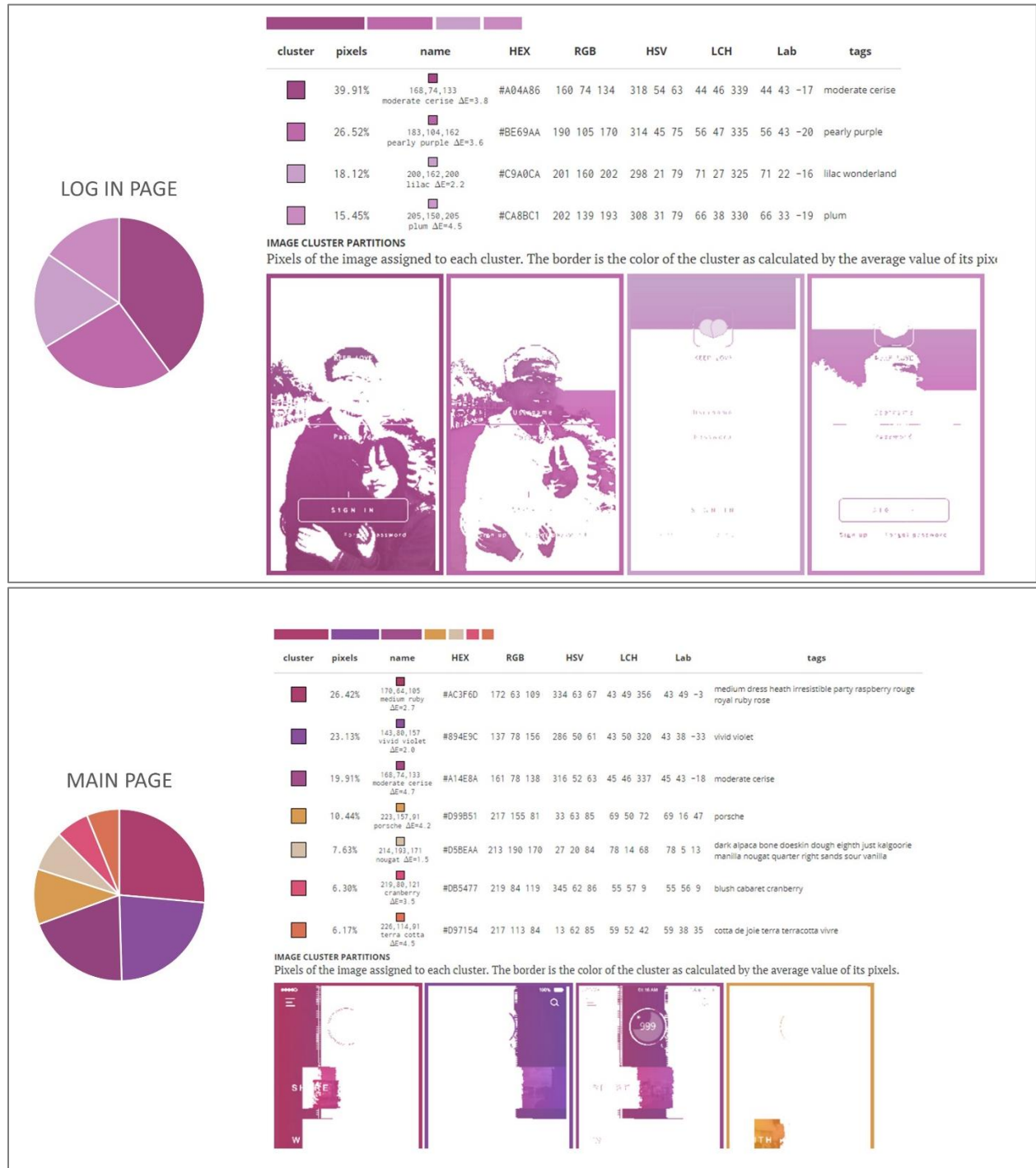
The three buttons are close to the right side, and the titles are close to the left side. The design is attractive and lead user to first focus on the title and then click these buttons.



The user profile is cut to circle shape, because circle is more tender and romantic than square

## 14. Color

The basic colors are purple, red and yellow. Purple for romantic, red for passion, and yellow for happiness. The most part is in purple, because this application is designed for lovers.



The background in every page is always an image covered by transparent gradient color.

The text in LOG IN page is white, while the text in three sections (which is comment) is black.

The text in the button is shown in two ways:



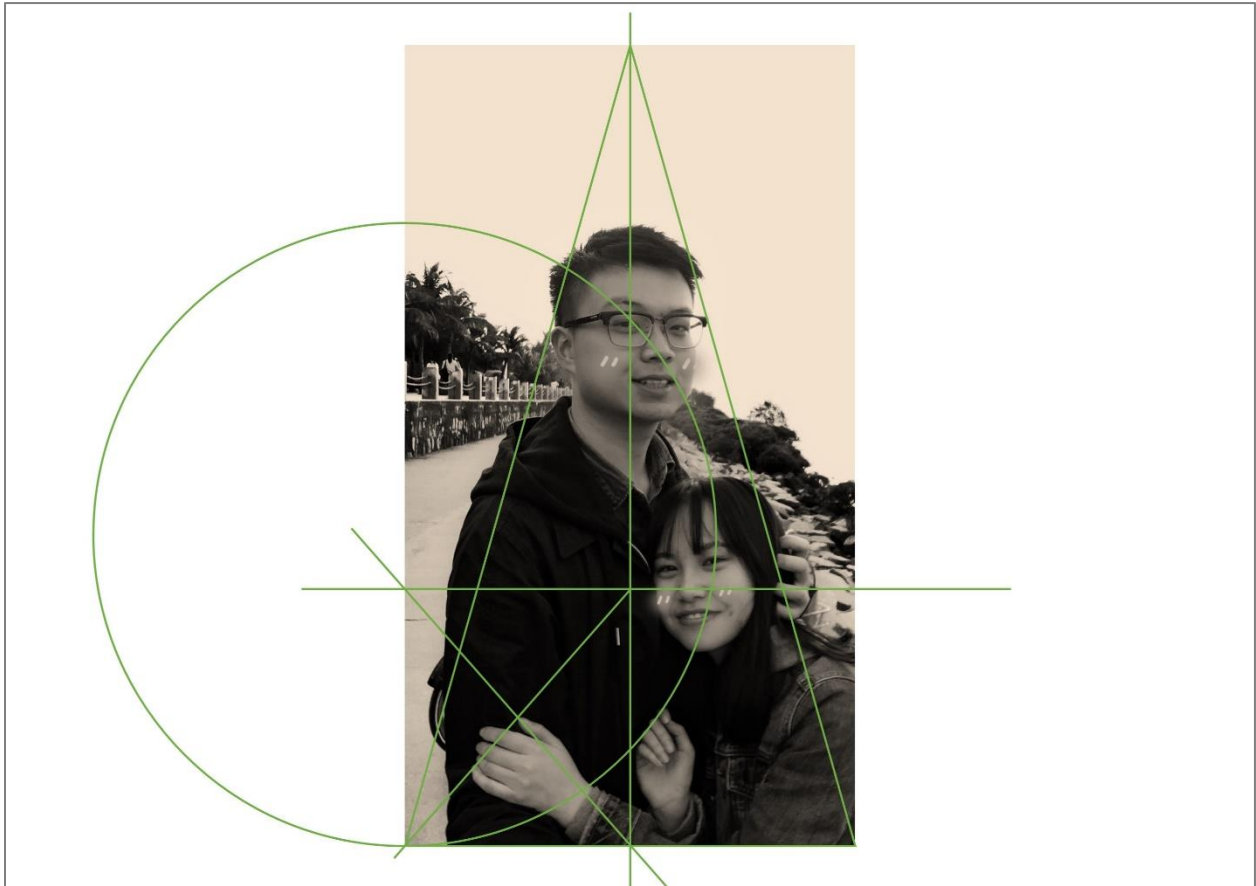
inactivated state



activated state

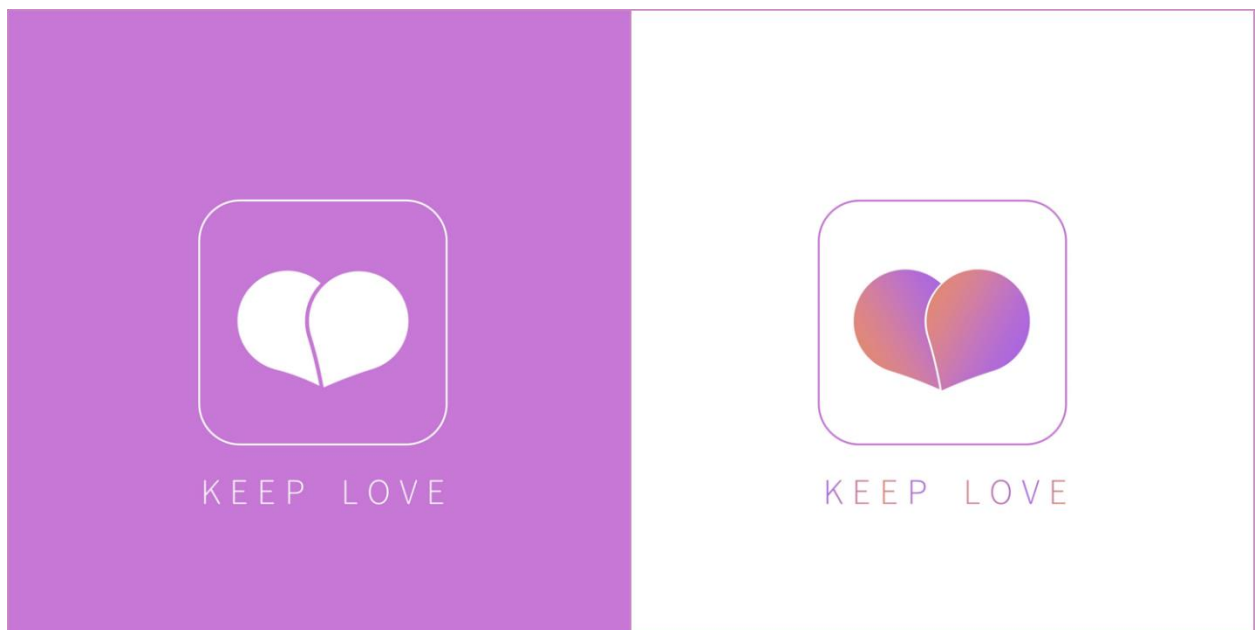
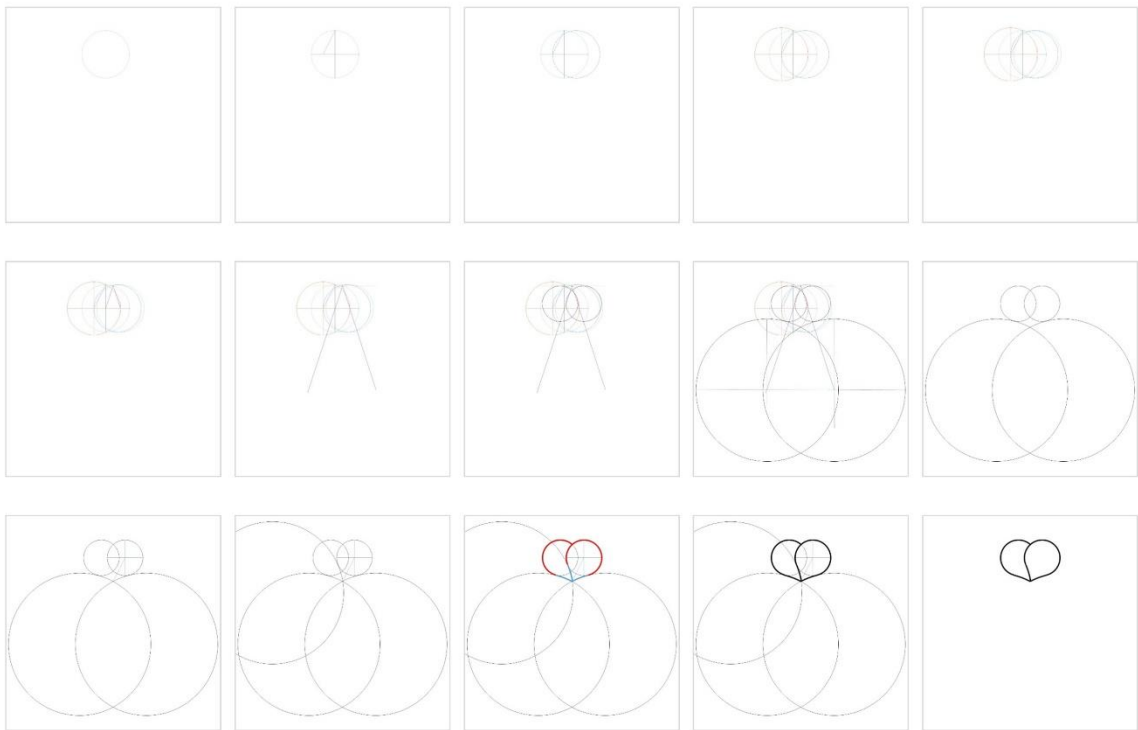
The color of text and button background and border match with each section.

## 15. Composition of the pictures

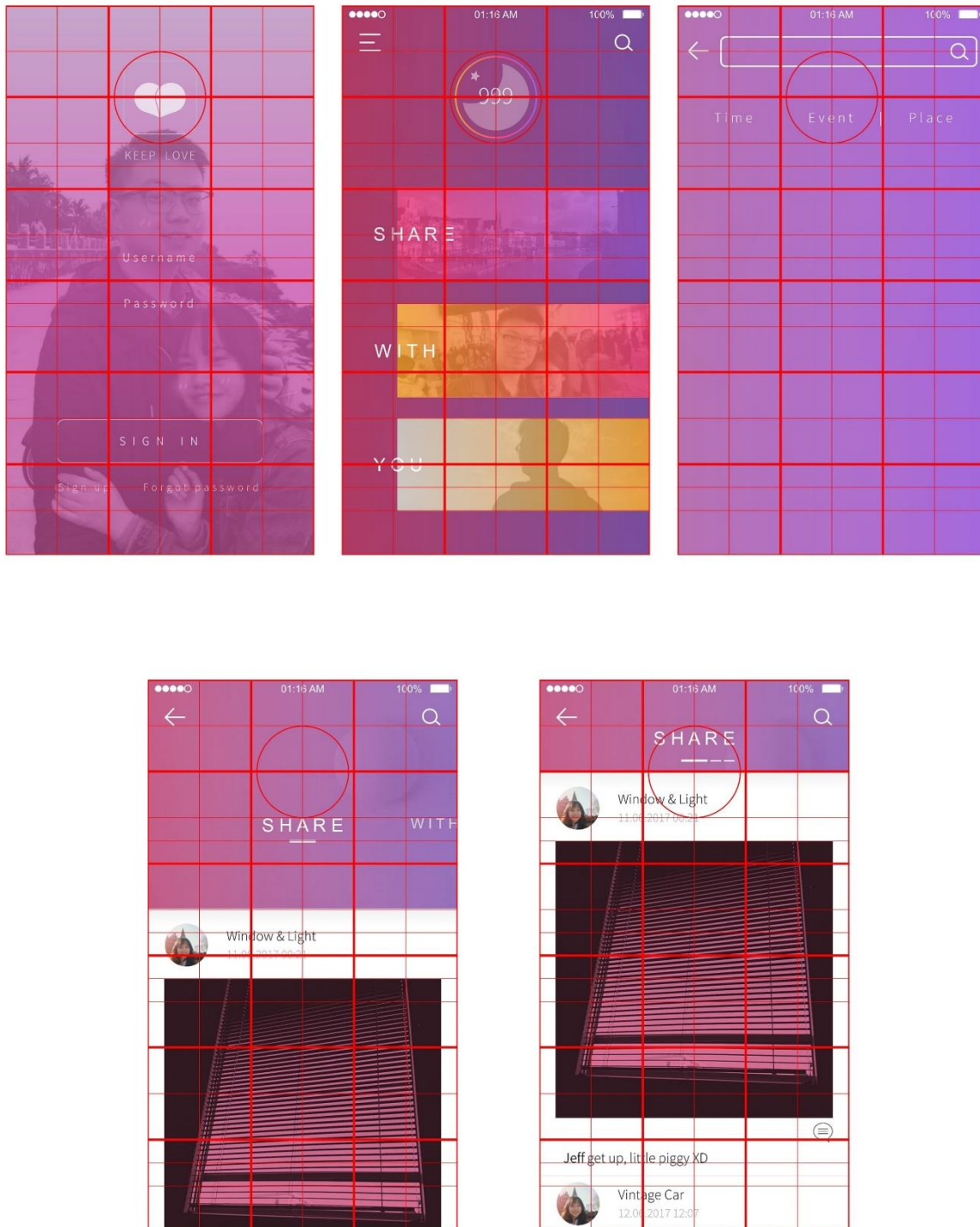


These two people are in a triangle and a circle, which lead the user look at their faces.

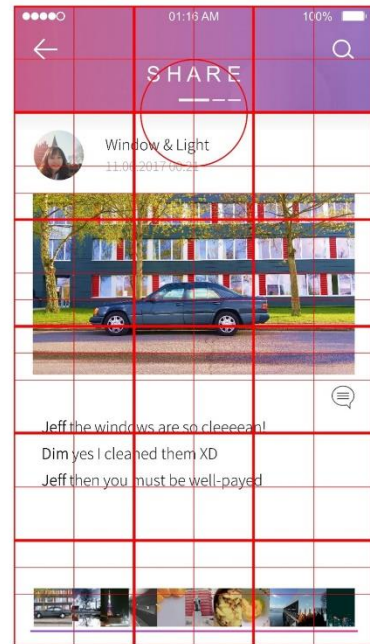
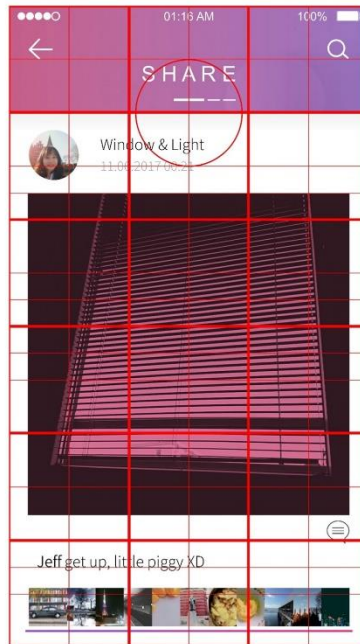
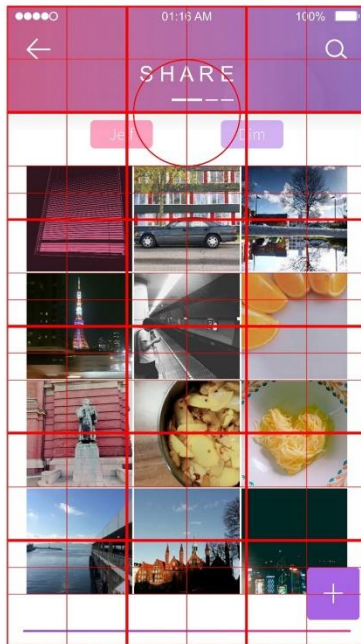
## 16. Logotype



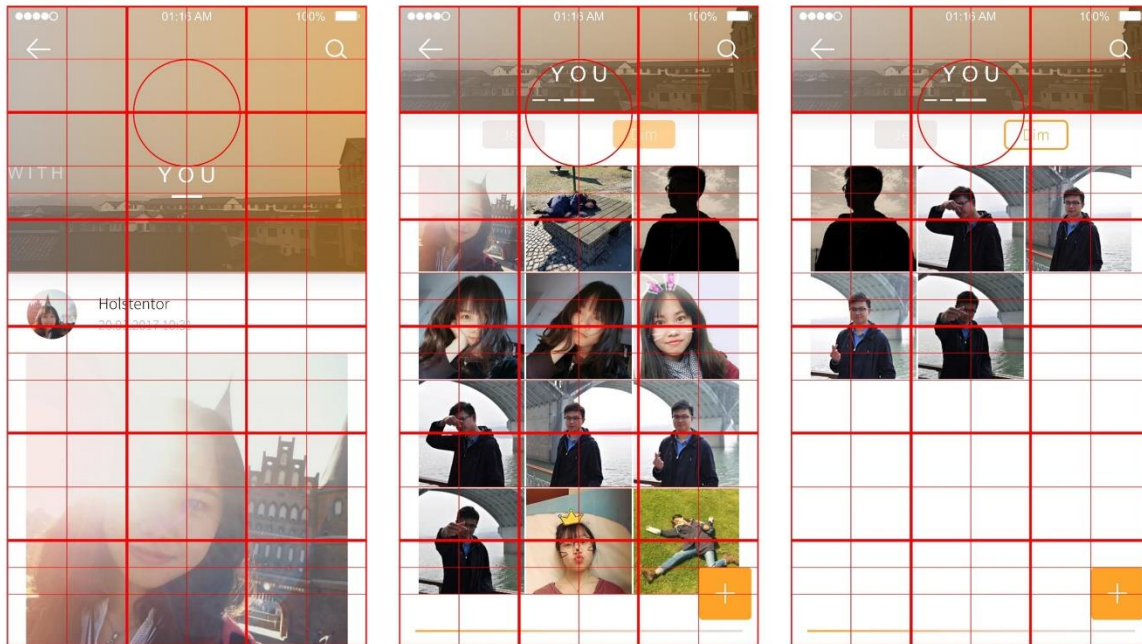
## 17. Grid











## 18. Typography

### Source Sans Pro Light

- Logo - 12
- Hints - 10.5+
- Number – 24
- Search types – 14
- Post name – 14
- Post time – 12
- Comment author (Bold) – 14
- Comment – 14
- Button – 14

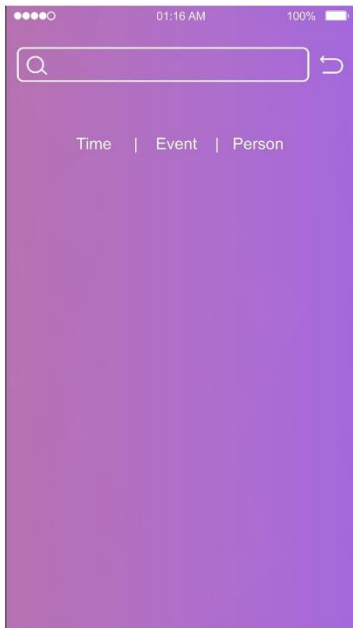
### Helvetica

- Section in main page – 18
- Section – 18
- Subsection - 14

## DESIGN AFTER TEST

### 19. Changes

		<p>Changes:</p> <ul style="list-style-type: none"><li>• Position</li><li>• Color</li><li>• font</li></ul> <p>Reasons:</p> <p>Add more pink into the background, make the color lighter</p>
		<p>Changes:</p> <ul style="list-style-type: none"><li>• Position</li><li>• Pattern</li><li>• Font</li><li>• Bar</li></ul> <p>Reasons:</p> <ol style="list-style-type: none"><li>1. Change the clock to moon and star, because the clock seems like the time left is not much, while the moon means endless periods.</li><li>2. Remove the bar in each buttons. Because it is confusing, user tried to click the bar instead of click the whole button/image.</li></ol>



Before

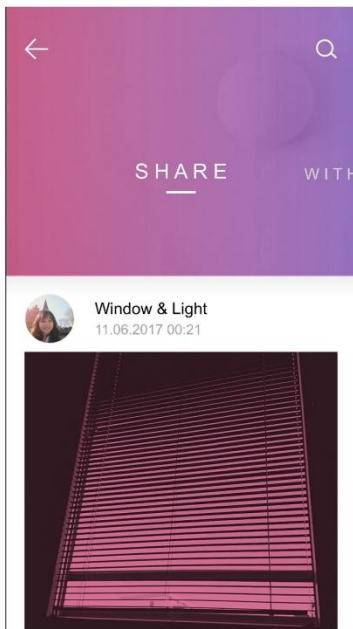


After

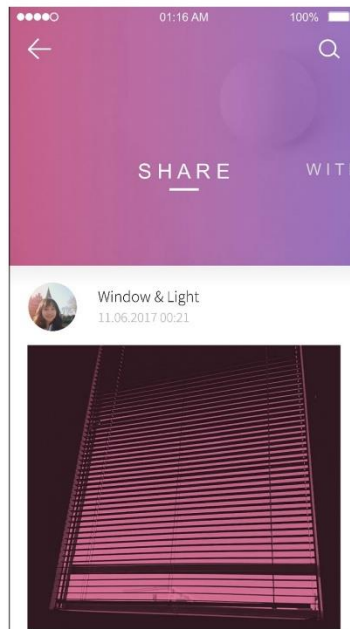
Changes:

- Position
- Button
- Font

Reasons:  
The return button in other pages is on the left side. According to the consistence rule, the return button in this page should also be on the left side.



Before



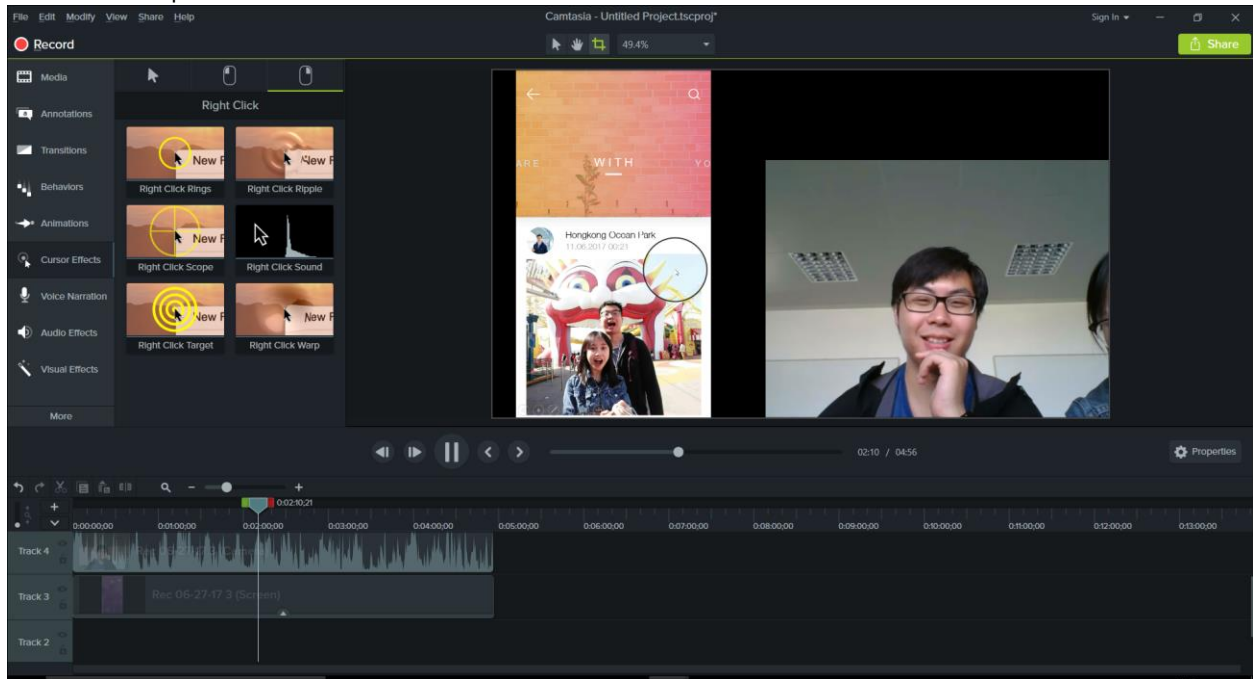
After

Changes:

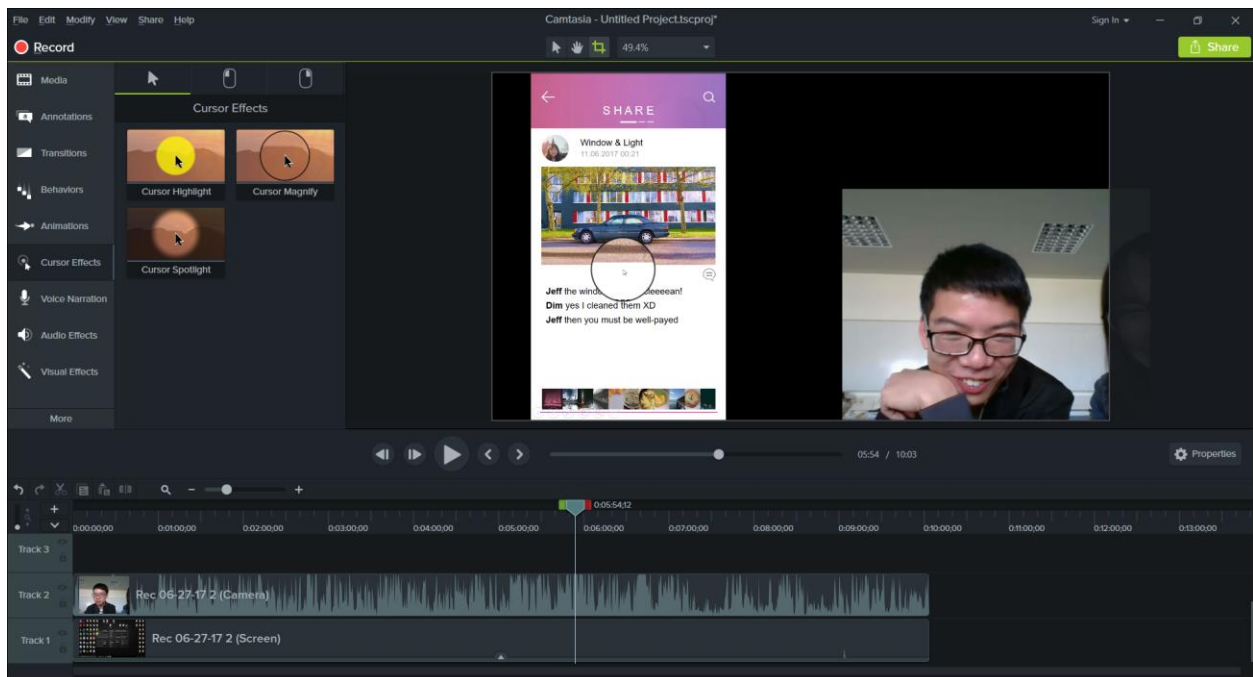
- Position
- Font

Reasons:  
According to the consistence rule

## 20. Test's explanation



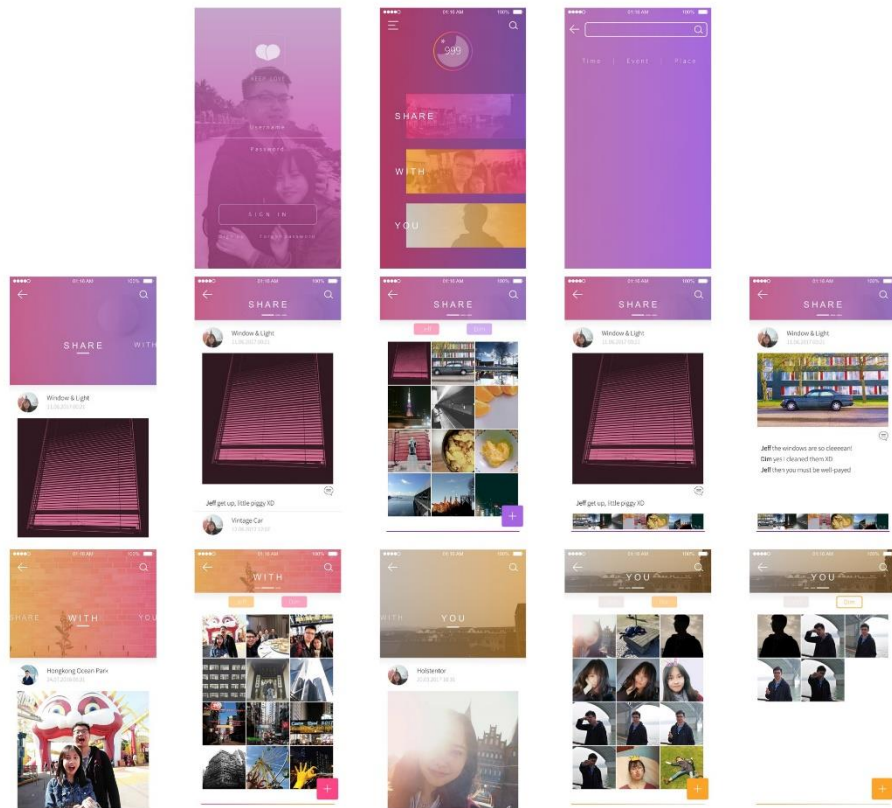
"The color scheme is good, and the composition is good."



"The LOG IN page could be pinker, because this application is for lovers. The purple is a little bit dark."

Improved: Make the LOG IN page pinker.

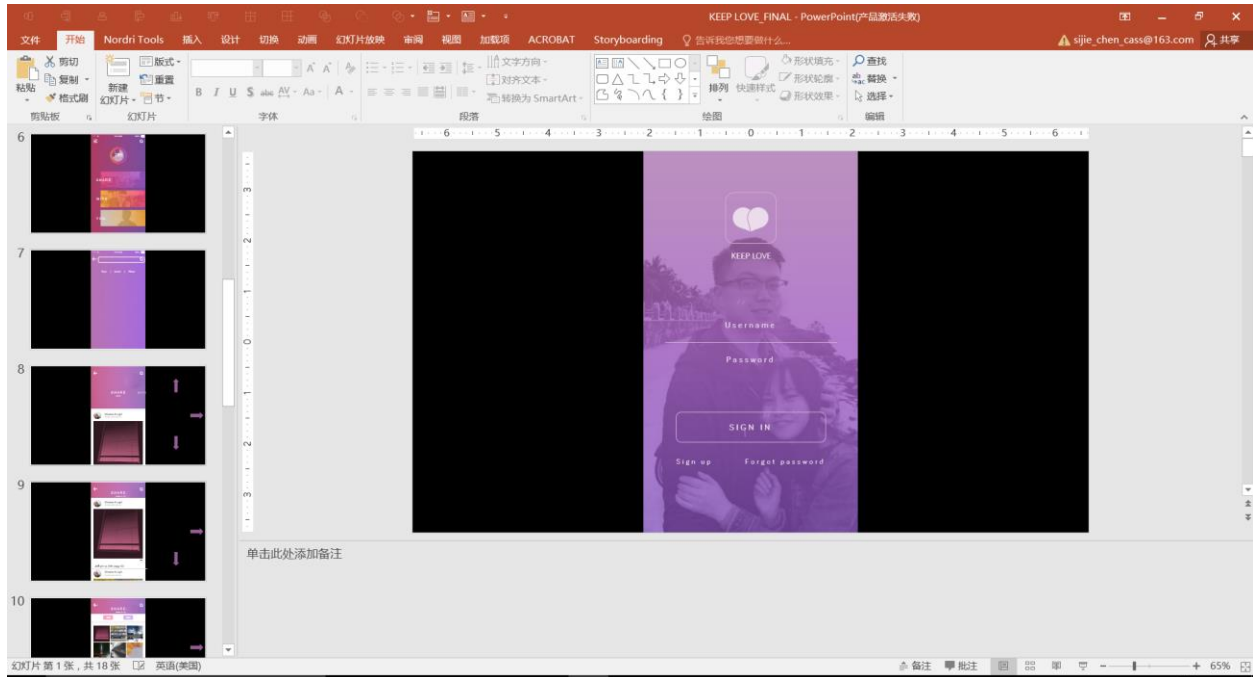
## 21. Definitive visual result.



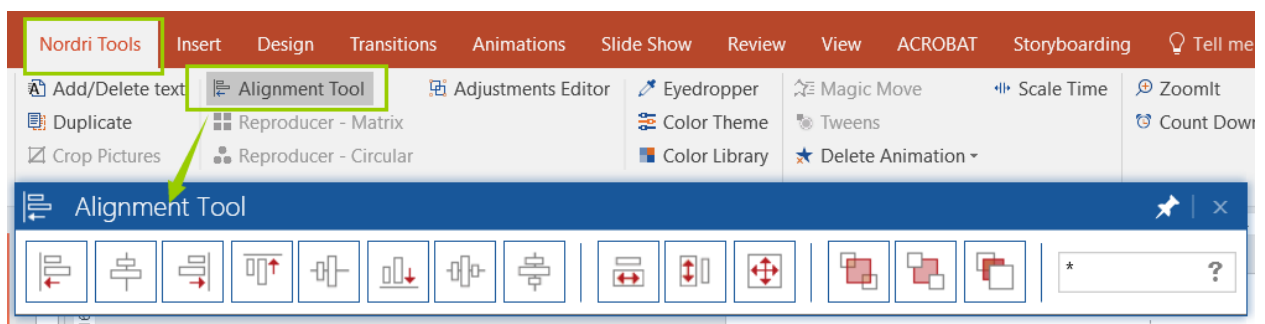
## PRODUCTION

### 22. Software used

PowerPoint: the main part of work was done in the PowerPoint

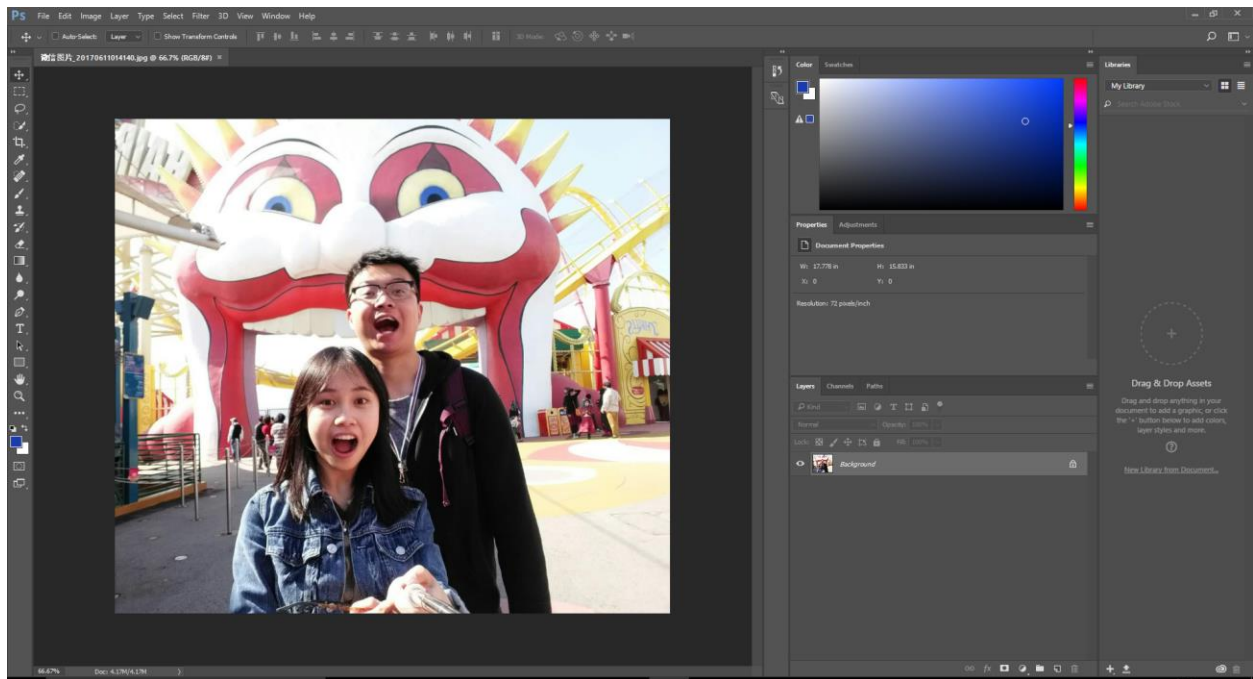


Nordri Tools: a plugin for PPT. In this project, what has been used is the “Horizontal distribution” and “Vertical distribution”





Photoshop: mainly for crop the images to square shape.



幕布: for generating mind mapping

