

# Macy-McCarthy

## my\_Stuff:)

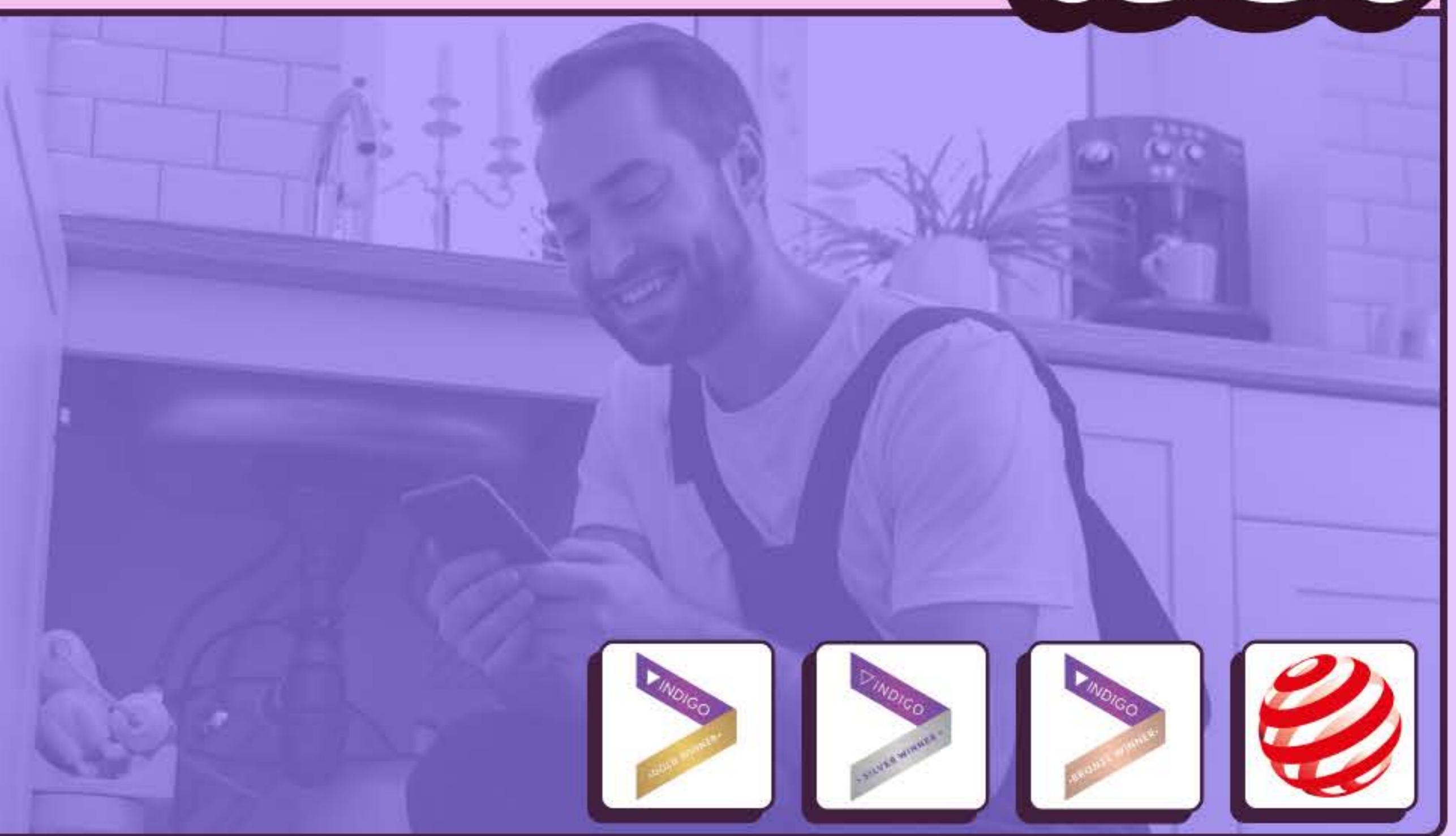
### Nifty

from\_to-do\_to\_done

one central app for all your  
home maintenance needs



- manage\_home\_maintenance
- diagnose\_home\_repairs
- simplify\_DIY\_repairs
- hire\_reliable\_help



pg.01

### GeoJoy

educational; immersive; fun;

pg.13

NATIONAL  
GEOGRAPHIC  
physical and digital  
family learning adventure



friendly\_files\_worth\_the\_extra\_mile

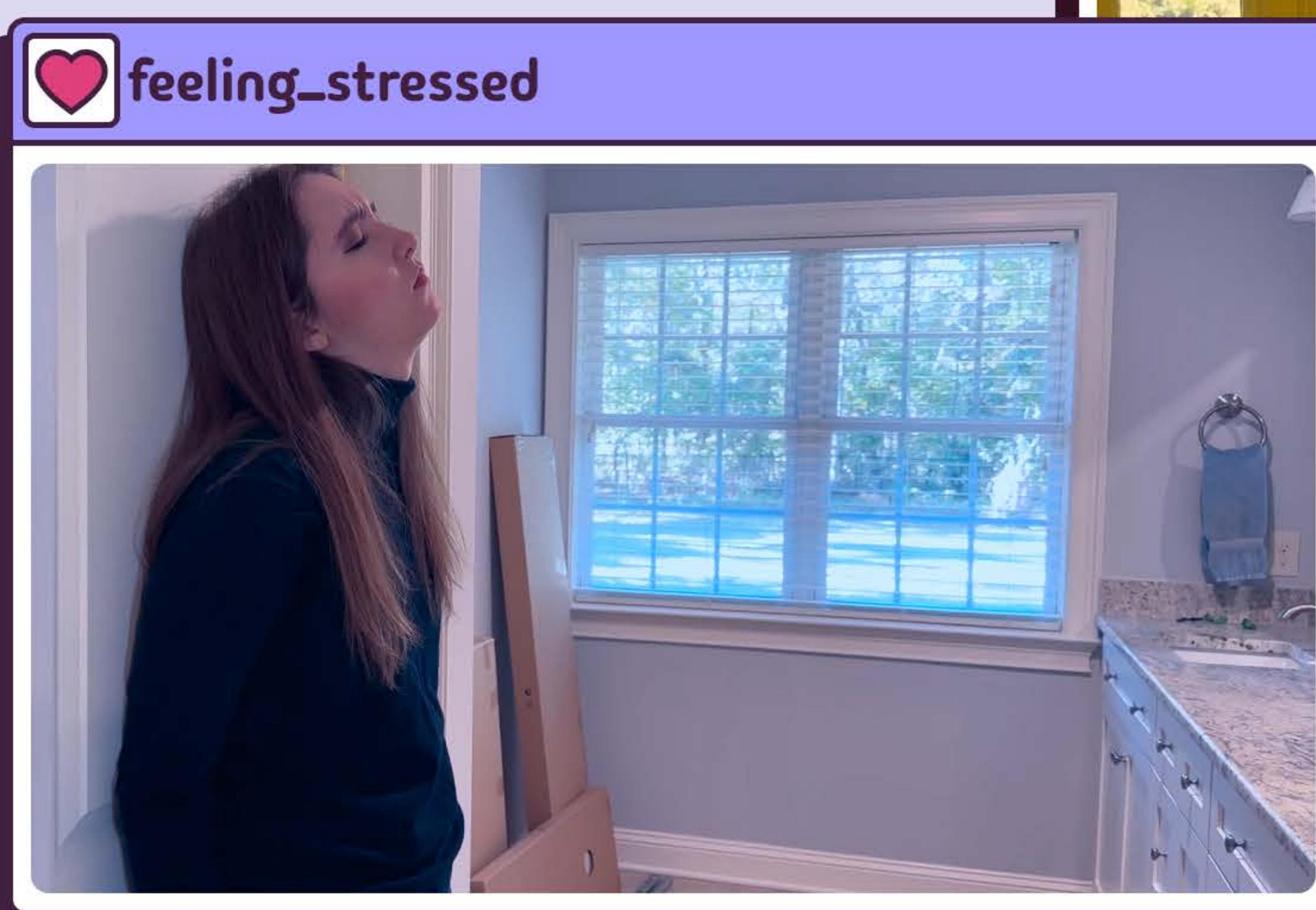
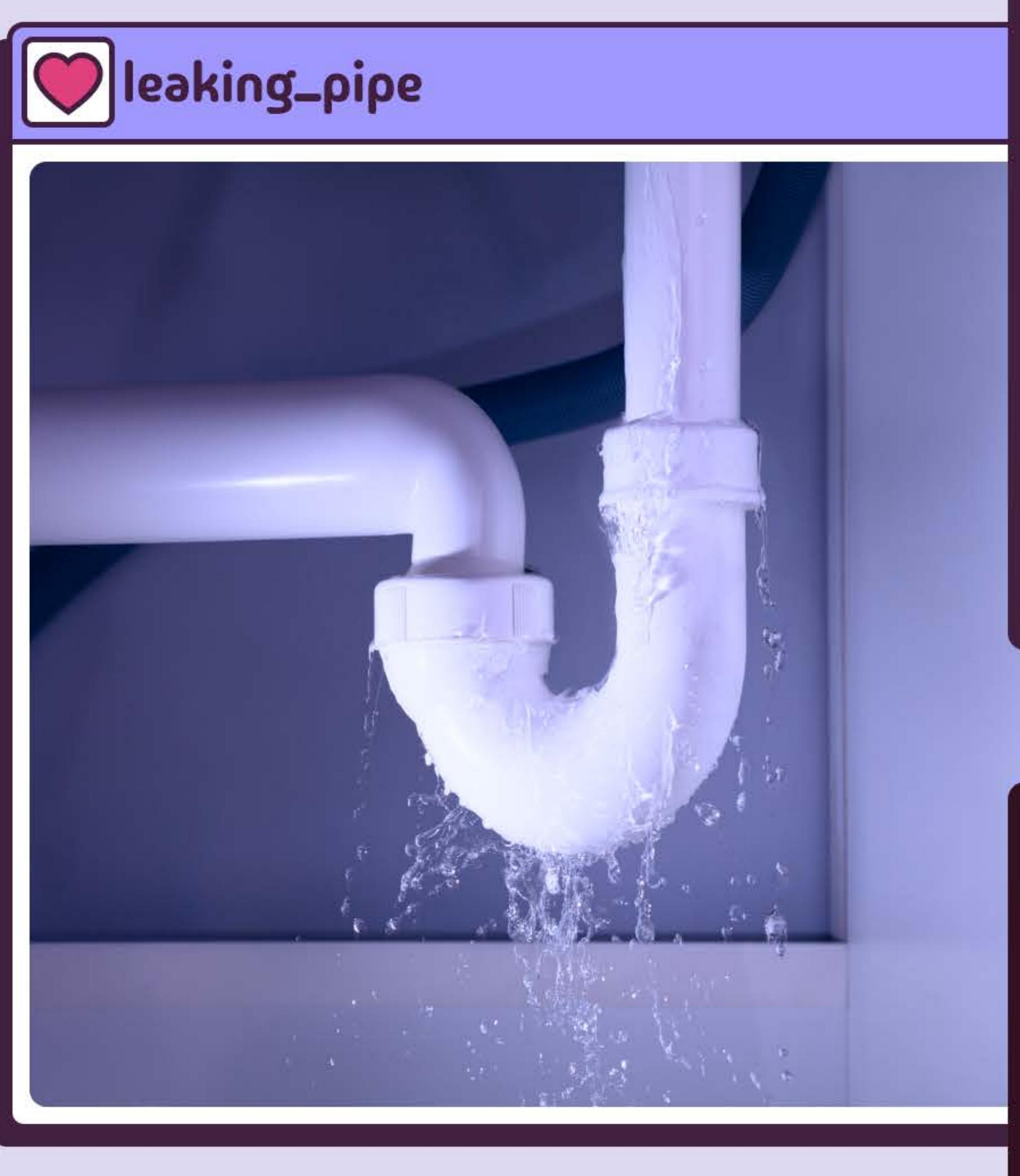
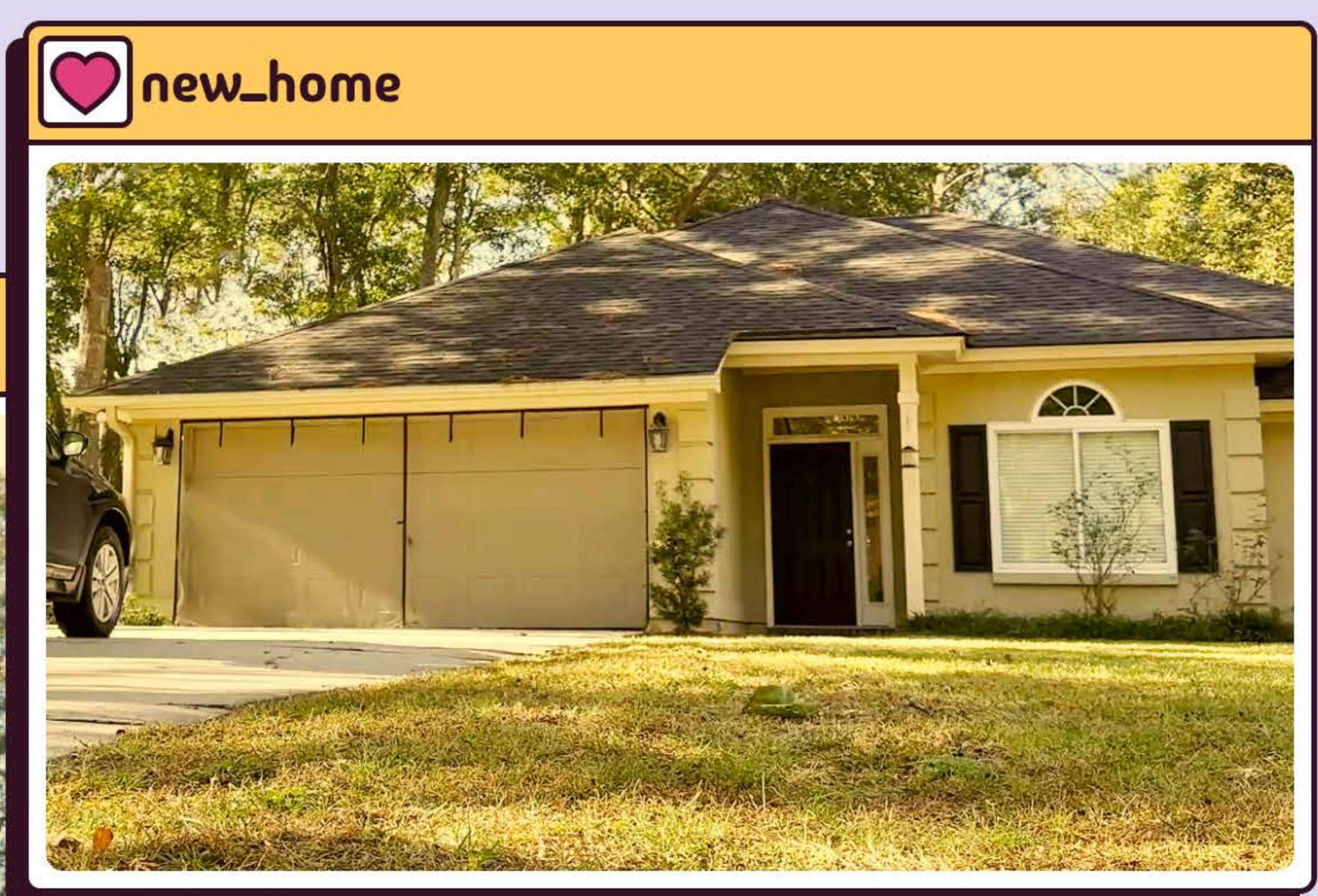
pg.27

computer files made:

- inviting
- tactile
- customizable



# From-To-Do...



01



# To-Done

# Nifty

manage\_your\_home\_maintenance

A woman with long brown hair, wearing a black turtleneck, is looking down at her smartphone. She is standing in front of a window with wooden blinds. To the right of the window, there is a digital interface showing a 'List' of tasks for November 12, 13, and 14. The tasks include 'To-do today' (Water plants, Thunderstor..) and 'My notes' (Update 2h ago, a note about a pipe). The background shows a staircase with yellow walls.

diagnose\_home\_repairs

A close-up of a shiny, metallic door handle and lock mechanism. To the left, a smartphone screen displays the 'Diagnoses' section of an app, showing a picture of a door lock and the text 'Door lock problem'. The background is a blurred indoor setting.

do\_it\_yourself

A woman with long brown hair is shown from the side, focused on using a screwdriver to fix a door handle. To the right, a smartphone screen shows the 'Guidance' section of an app, featuring a woman holding a paint roller and the text 'DIY'. The background is a plain wall.

hire\_reliable\_help

A woman with long dark hair is looking down at her smartphone. To the right, a smartphone screen shows a profile for a service provider named 'Daniel', with a rating of 4.8 stars and the text 'Plumbing HVAC'. Below the phone, there is a stylized graphic of a hand holding a paintbrush, with the text 'macy\_made' written next to it.

02

# From-To-Do...



manage\_your\_home\_maintenance

## user\_insight

"i would be better about doing my own home repairs if i were more **organized** about my **tasks**, **documents**, and **manuals**"

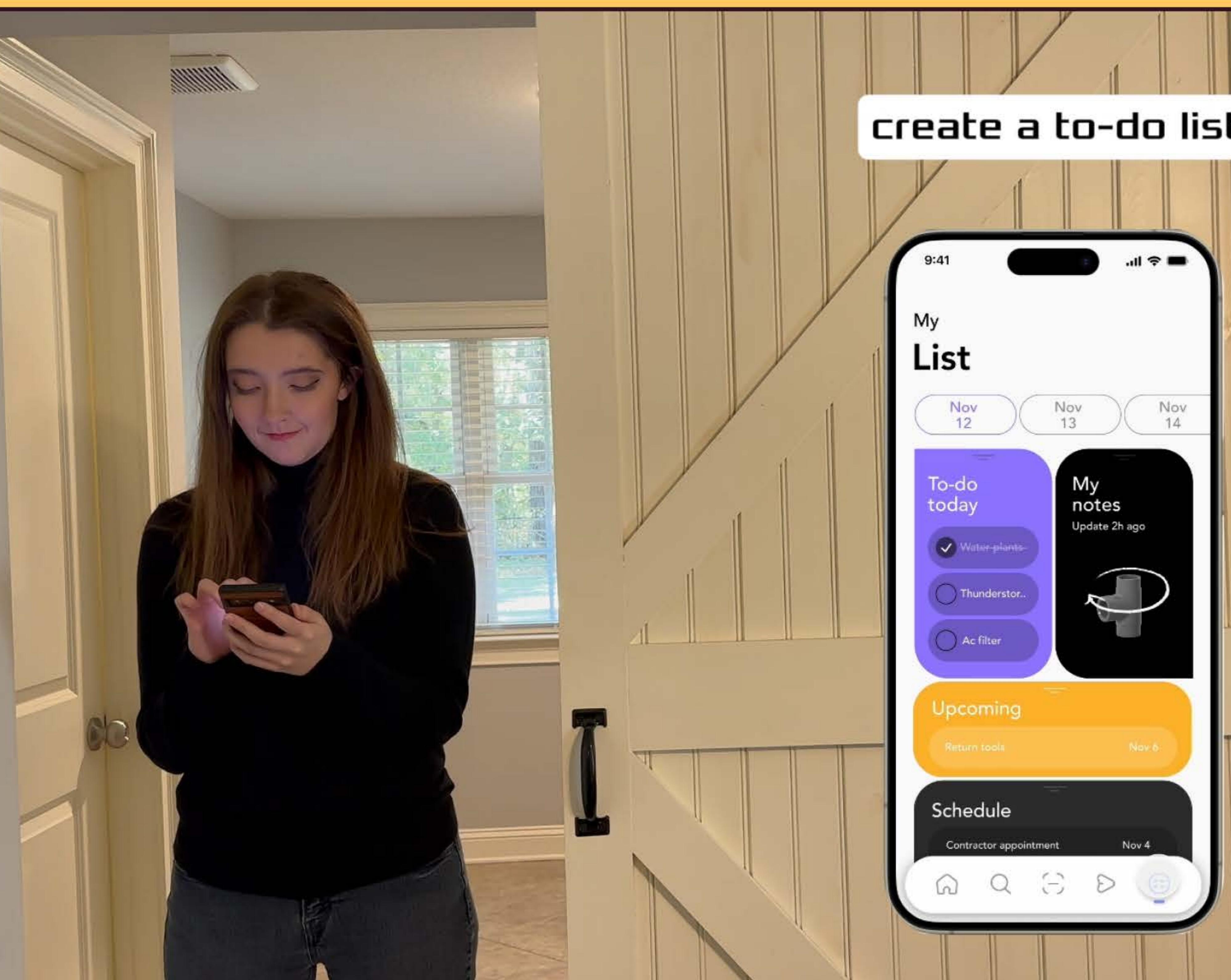


manage\_your\_home\_maintenance

nifty makes it simple and intuitive for users to **track** all the **past and upcoming maintenance** their house has



manage\_your\_home\_maintenance



03



# Nifty



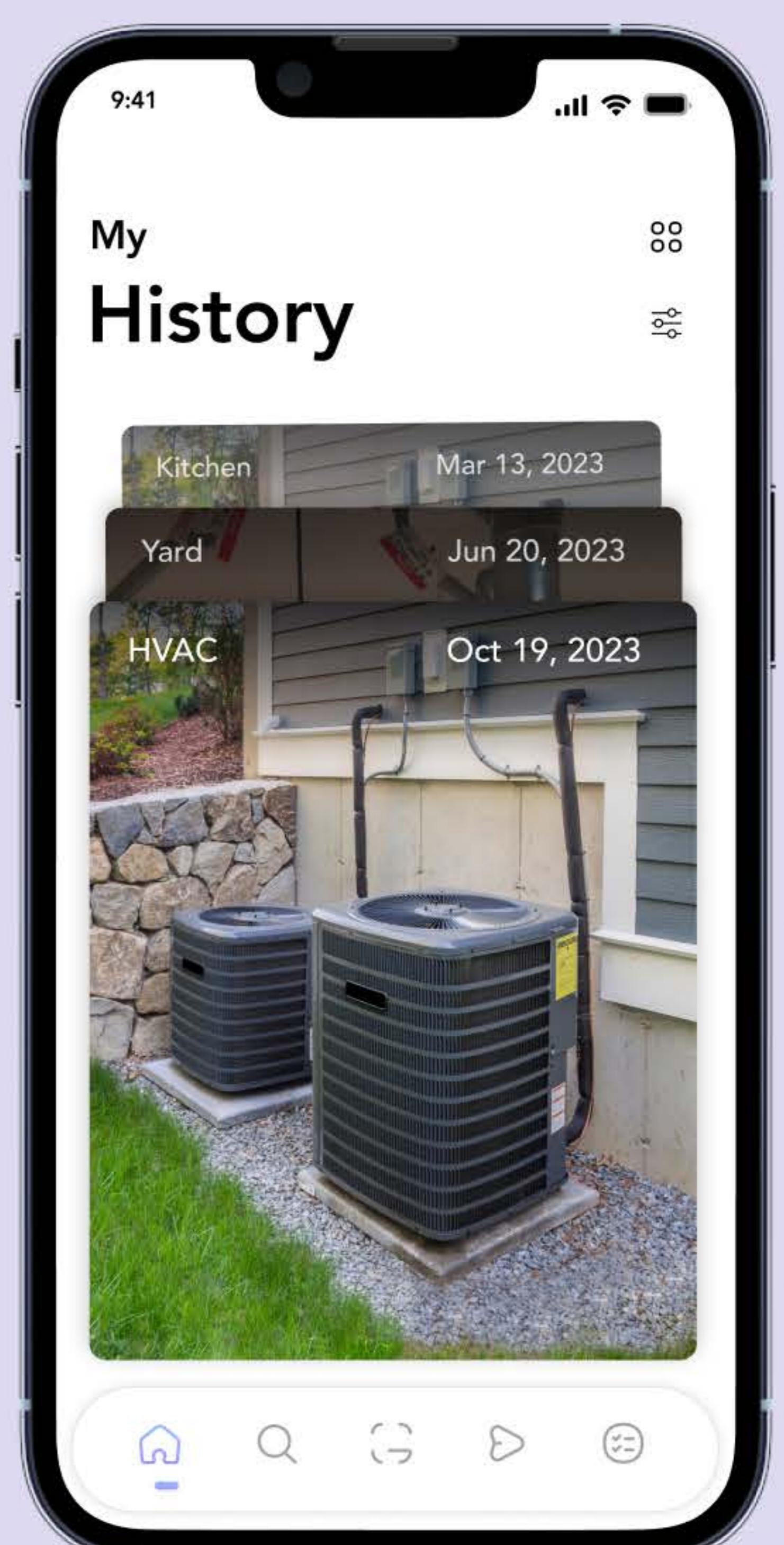
**home\_profile\_and\_reminders**

users can build a **profile** for their homes that tracks their info, history, tasks, insurance, and current tools



**home\_history**

the **home history** makes it easy to know when something was last installed, serviced, repaired, or altered



**to-do\_list**

the **to-do list** alerts users when they have **routine maintenance** that's due, such as changing the air filter or servicing their heater

04



# From-To-Do...



diagnose\_home\_repairs

## user\_insight

"home repairs would be easier for me if I had access to more useful resources like **tools** and **instruction**"

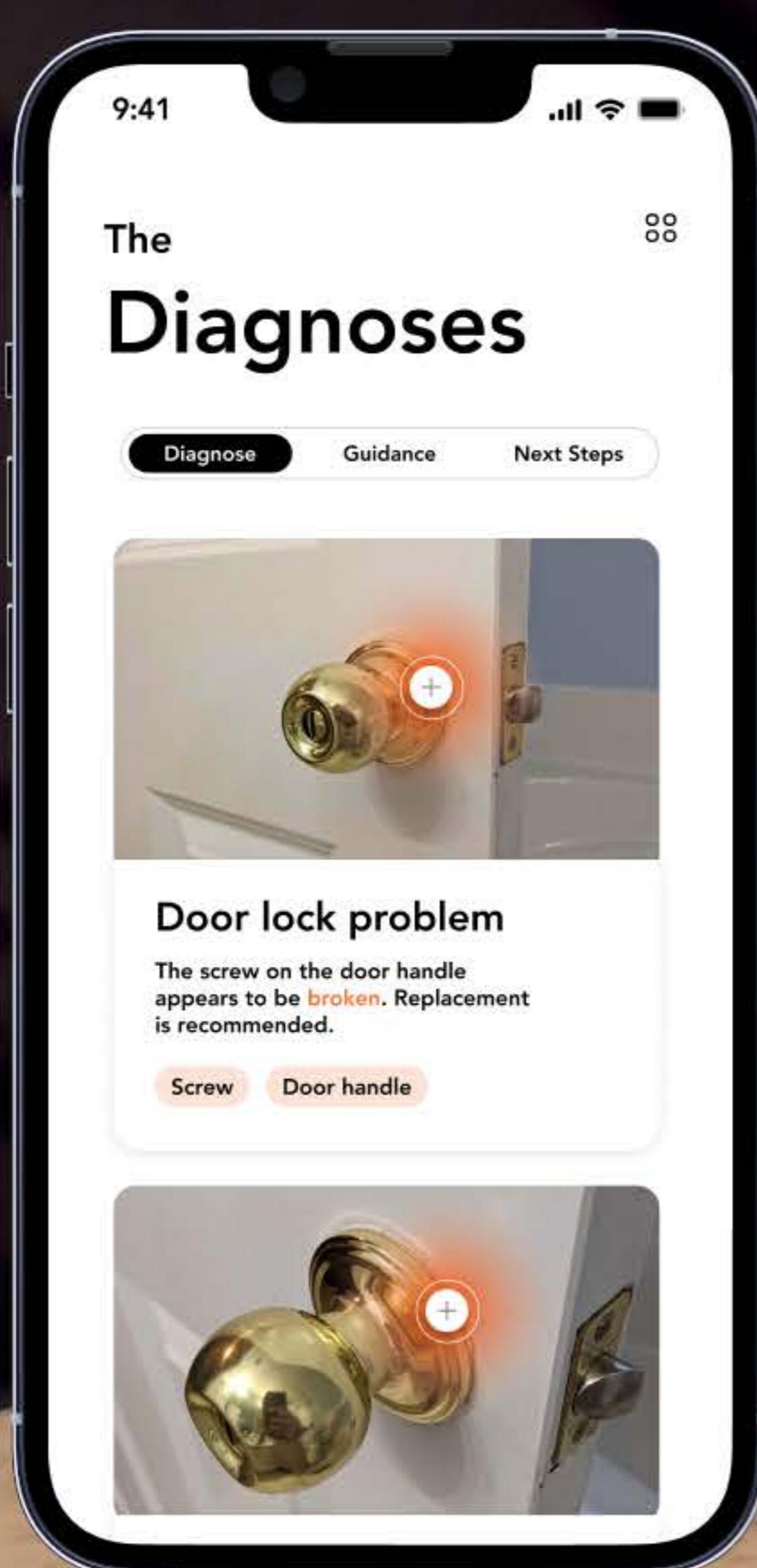


diagnose\_home\_repairs

when something breaks or goes wrong in their home, users can use the nifty app to **find out what's wrong** and get a **course of action** for how to fix it



diagnose\_home\_repairs



05

# To-Done



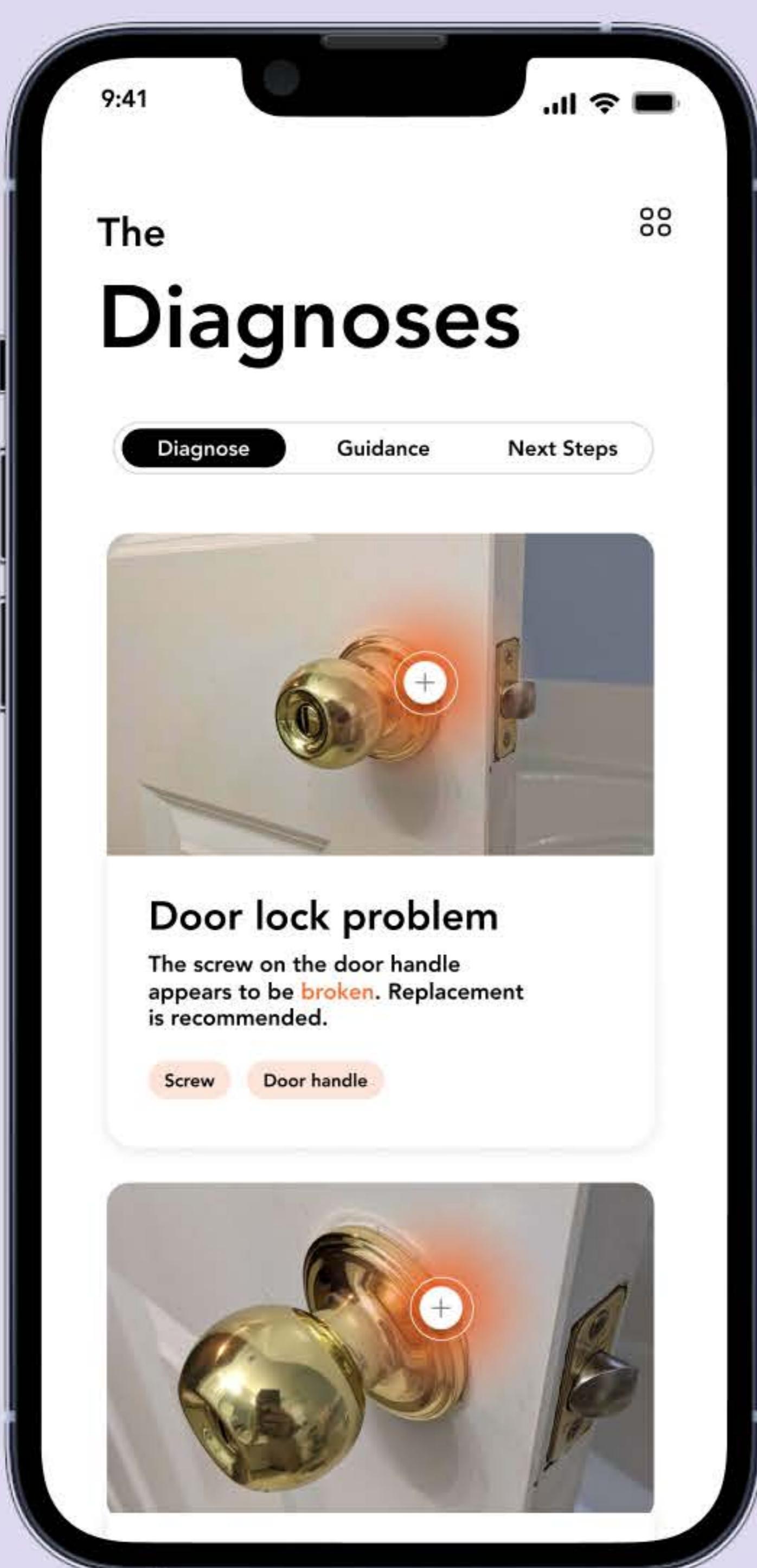
# Nifty

**tell\_nifty\_what's\_wrong**

nifty uses **speech-to-text analysis** to determine what the issue with the user's home could be

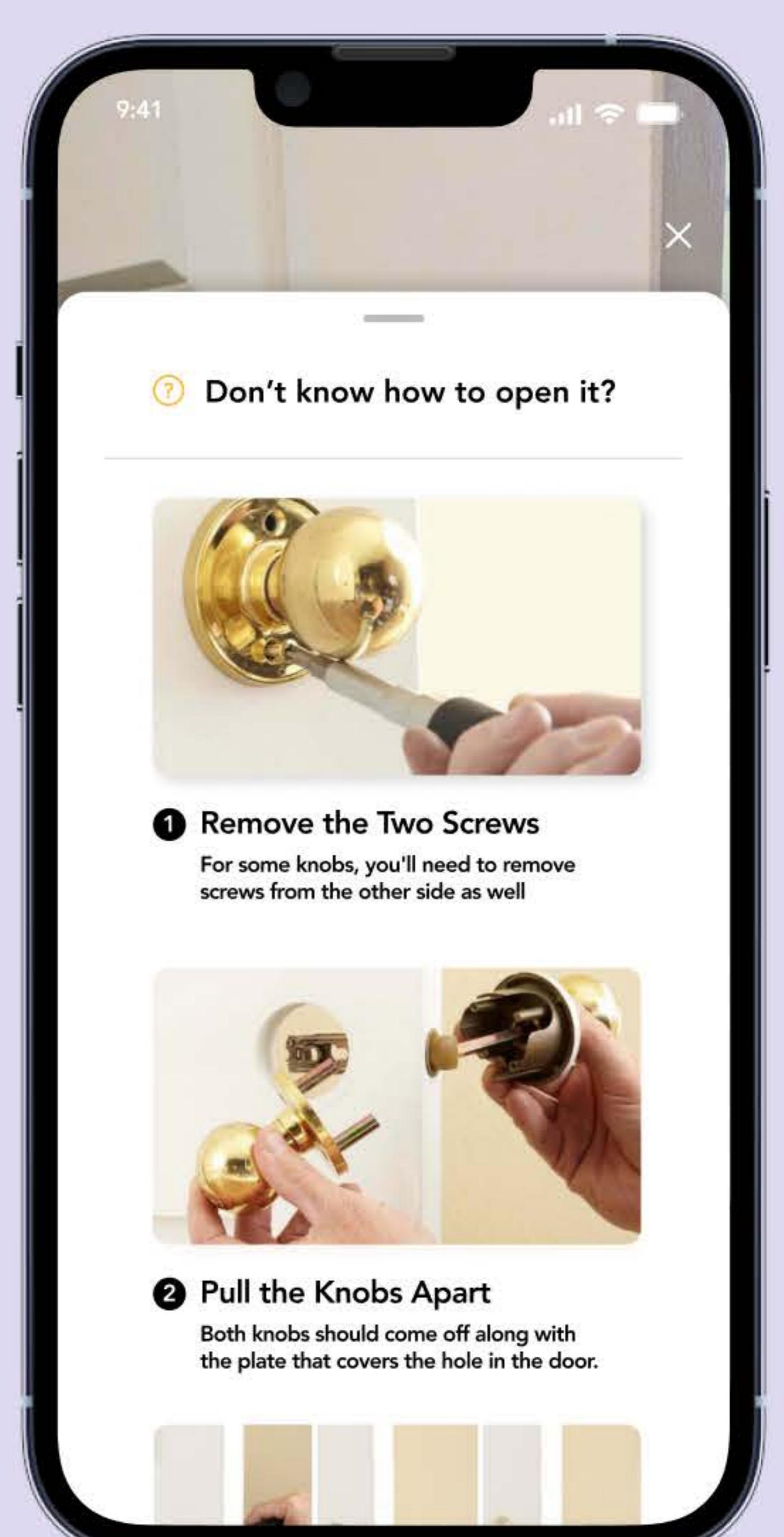
**find\_the\_issue**

the app **guides users** through locating the issue in order to figure out where the problem lies



**learn\_what's\_wrong**

the app **explains** and then **educates** users on what is broken and needs to be fixed



06



# From-To-Do...



do\_it\_yourself

## user\_insight

"youtube would make it easier for me to do repairs if videos got to the point and were clearer"

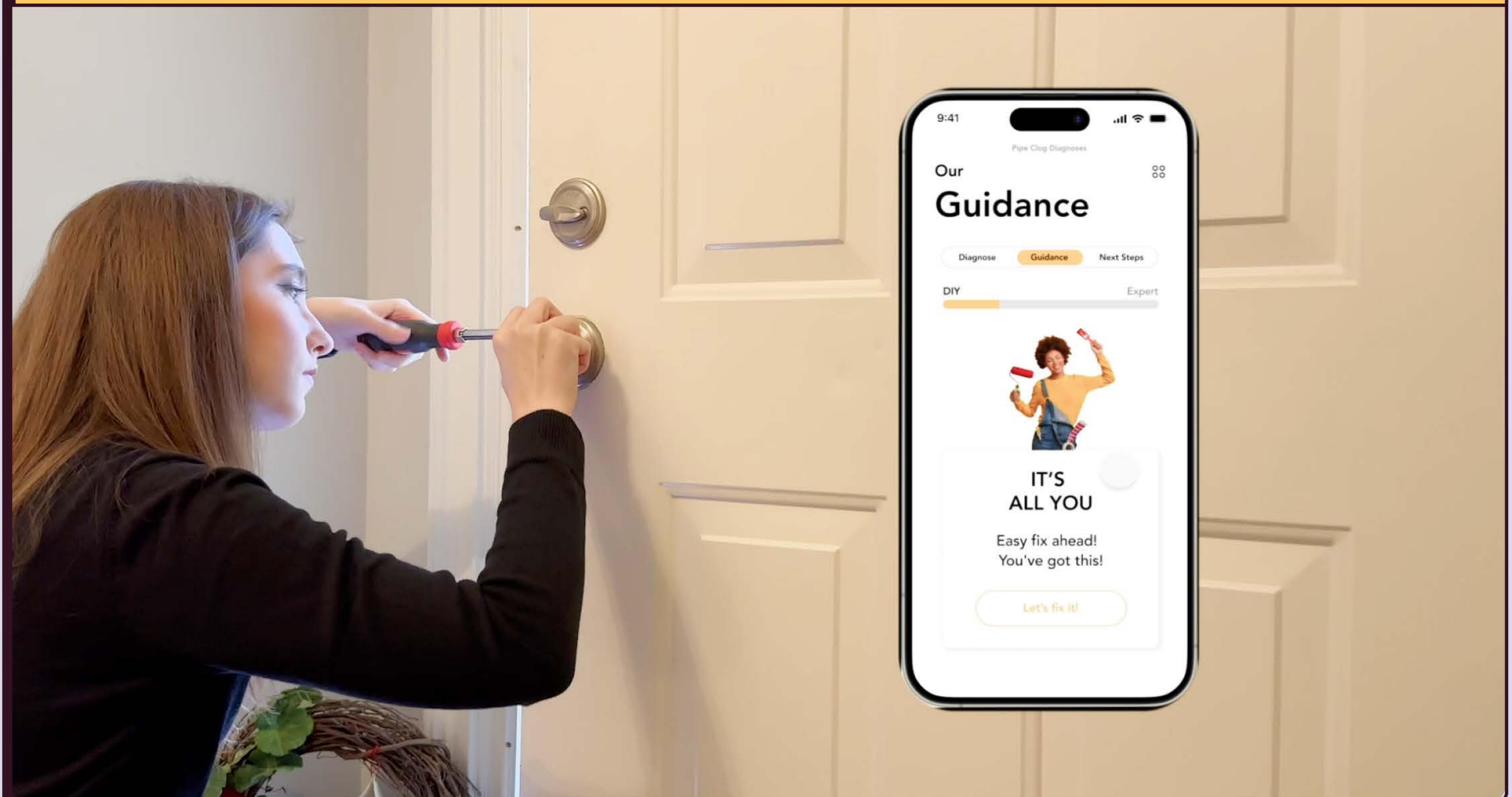


do\_it\_yourself

youtube **isn't always clear or sufficient** for users to easily understand their problem, so nifty offers a **step-by-step solution** and **access to the tools** to fix whatever might be broken



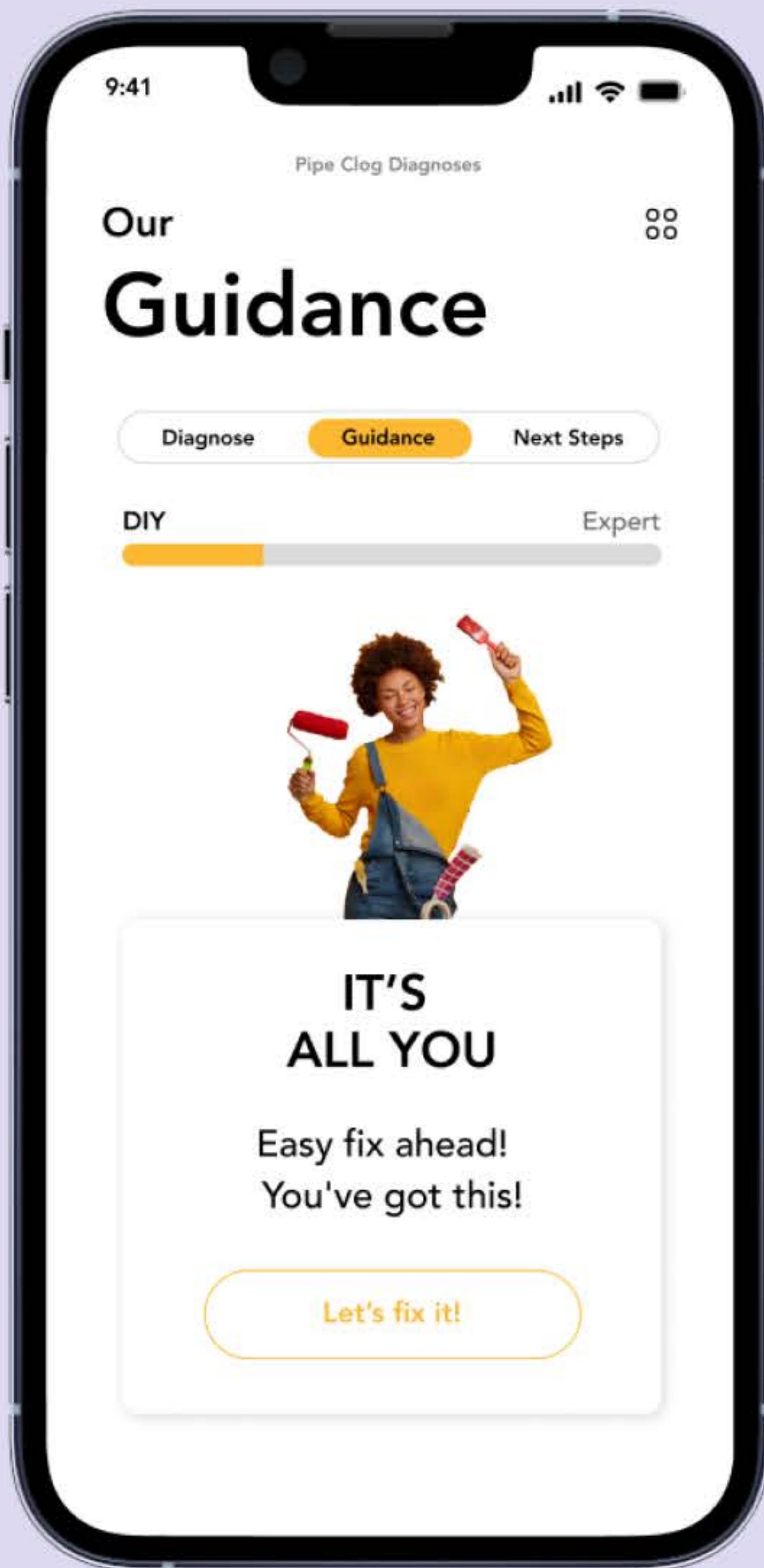
do\_it\_yourself



07



# Nifty

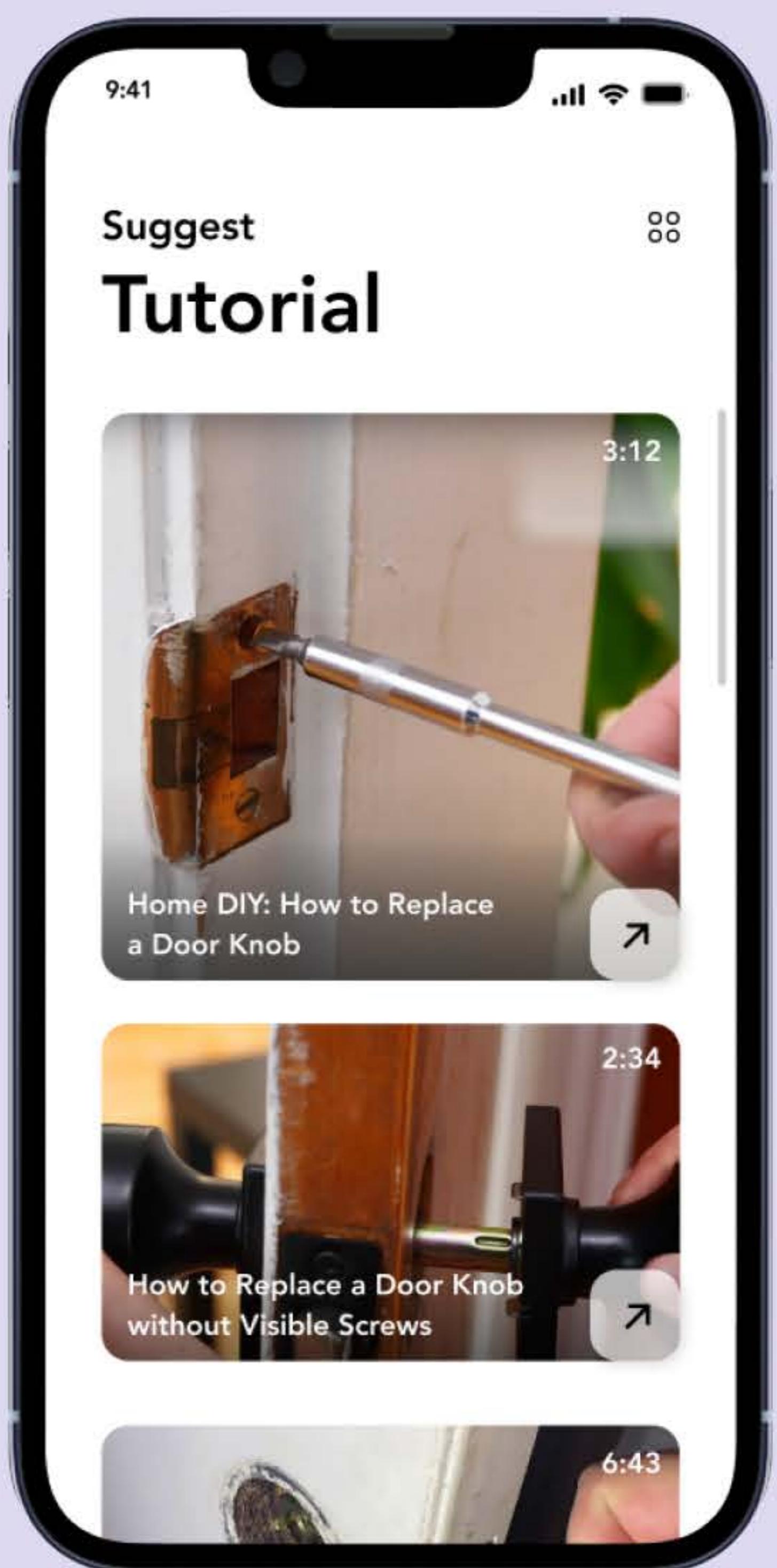
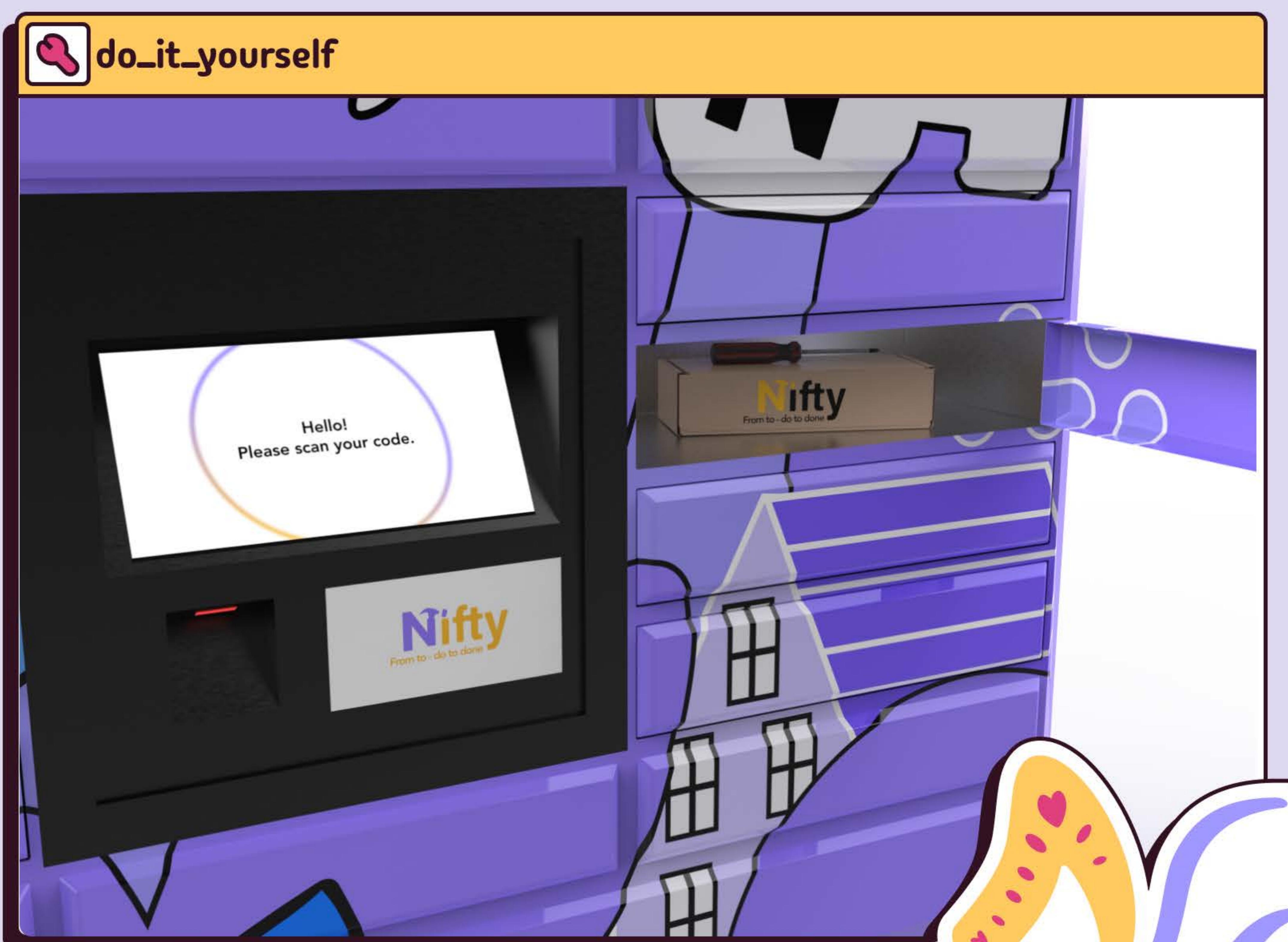
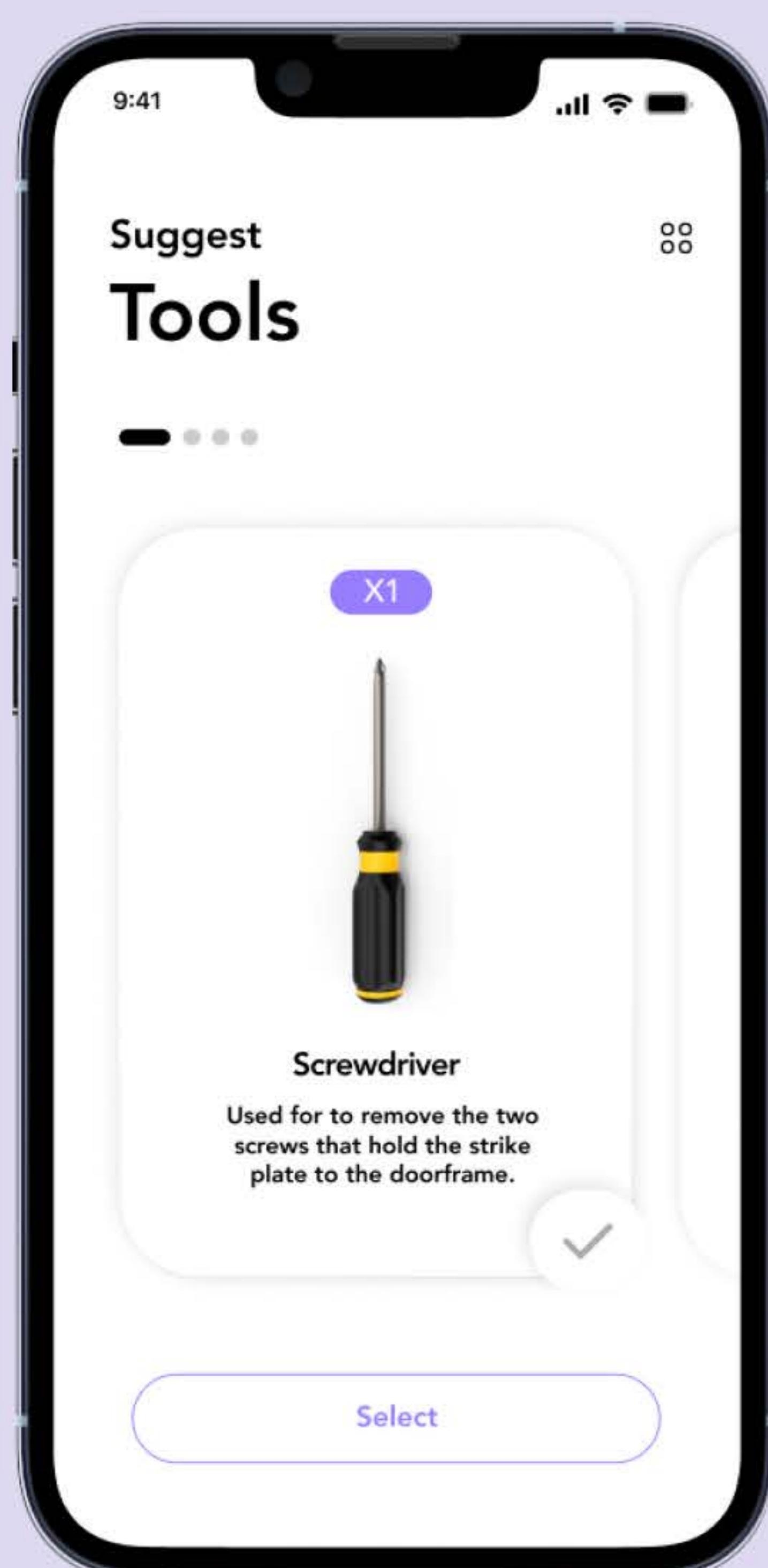


**get\_some\_guidance**

for simple **diy** tasks, users can follow **curated guides** on how to fix their problem

**borrow\_what\_you\_need**

when a user doesn't have a tool, they can **borrow** it from a nearby **nifty rental locker** so that they don't need to buy a tool for one project



08



# From-To-Do...



hire\_reliable\_help

## user\_insight

"i want a contractor with a **good reputation** and **reasonable price**"

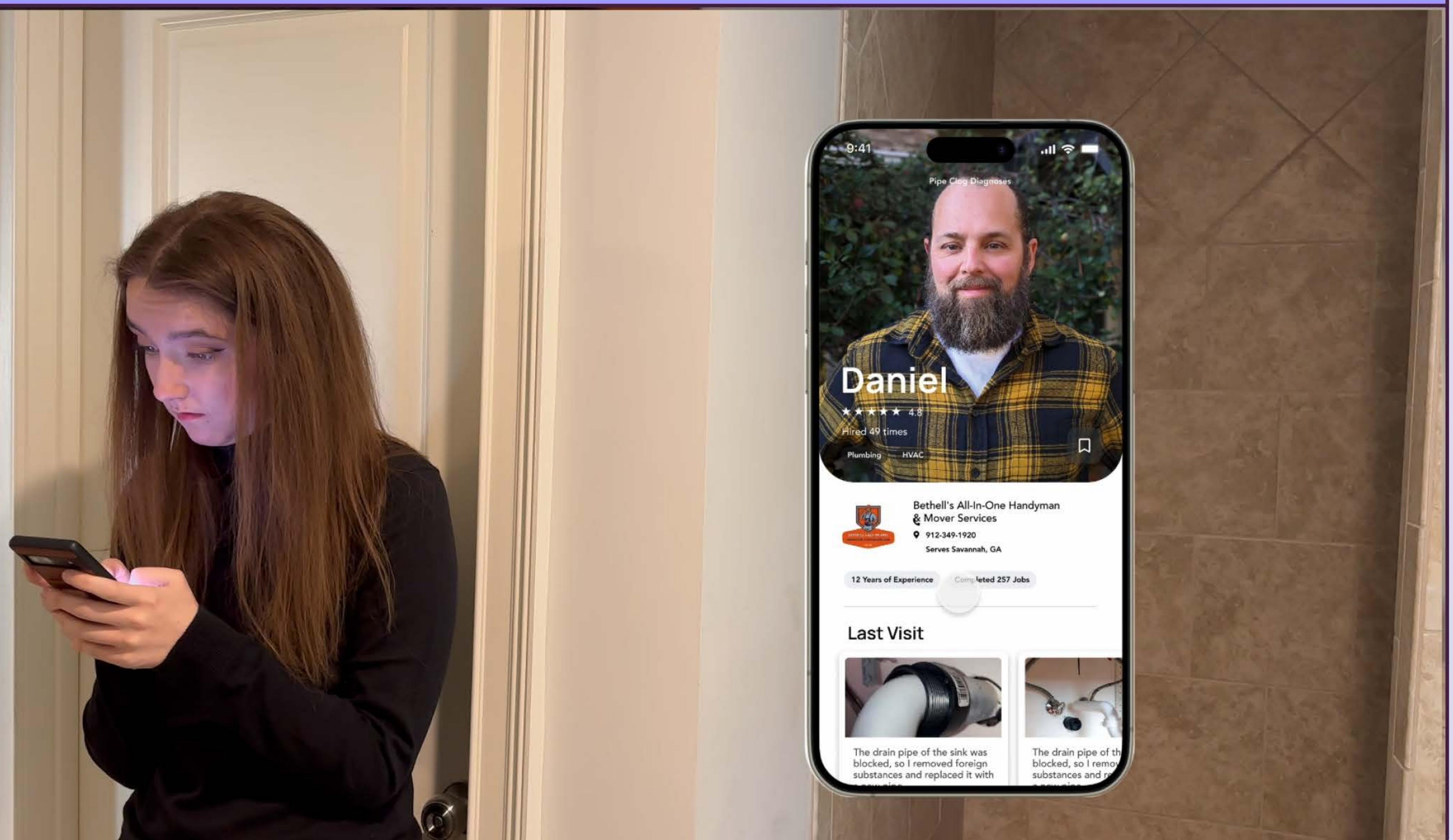


hire\_reliable\_help

some home maintenance tasks are too difficult or too dangerous to do alone, so nifty acts as a hub for users to find **reputable contractors**



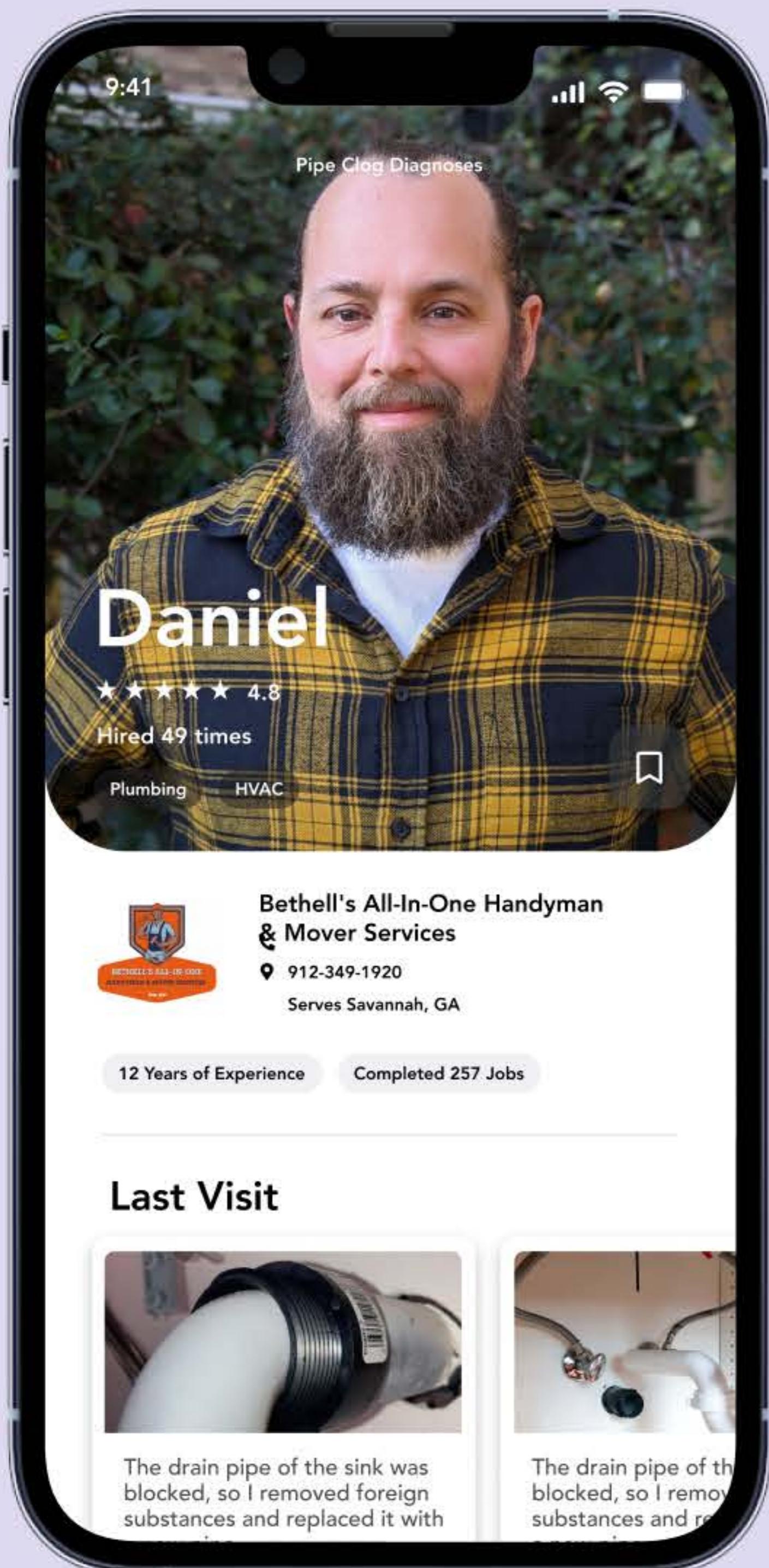
hire\_reliable\_help



09

# To-Done

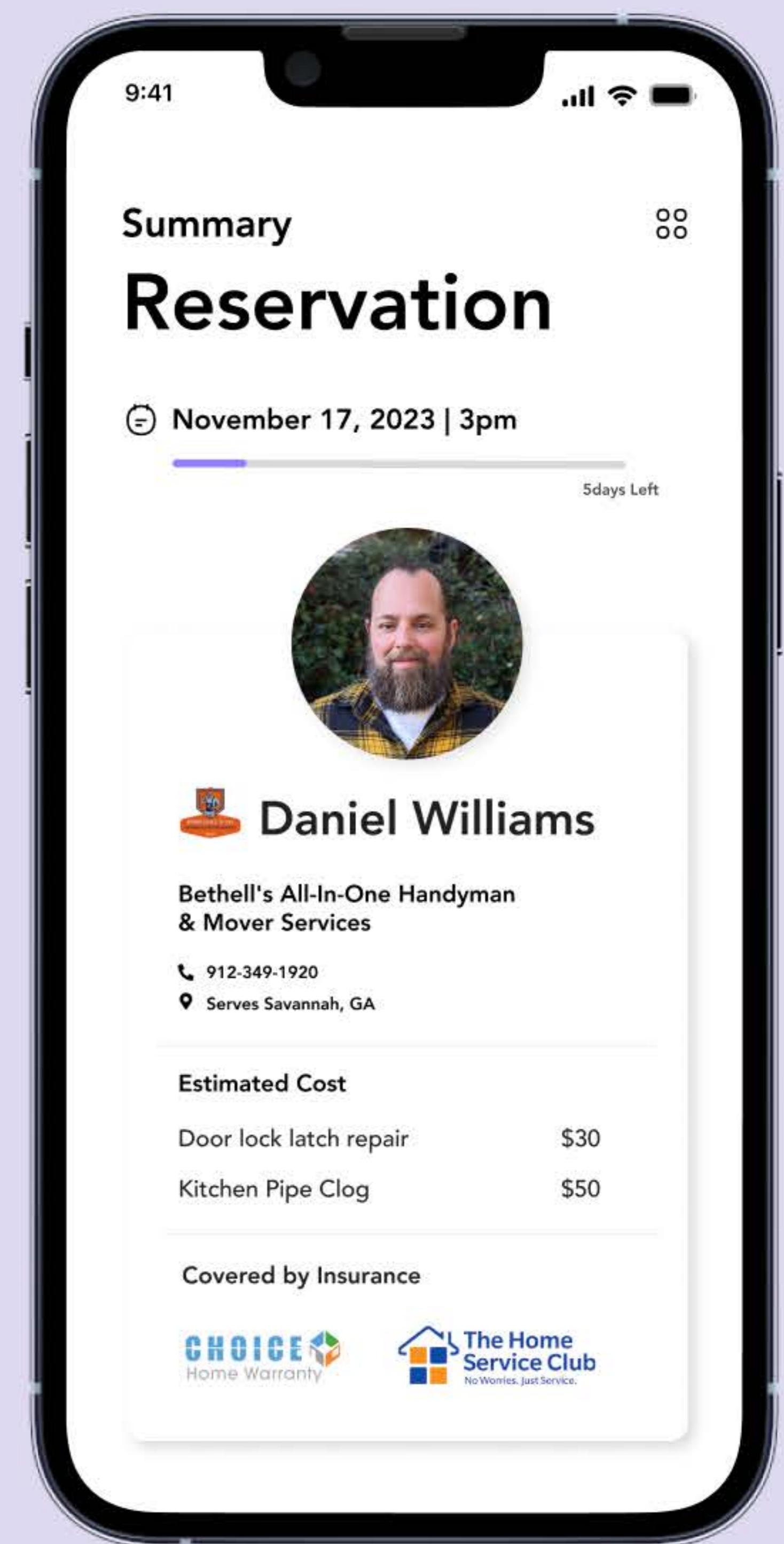
# Nifty



**book\_a\_contractor**

nifty makes it easy to browse available contractors for your **specific problem** and **book a reservation** for them to visit your home

when the time comes, they'll come by to fix what users can't fix on their own



10

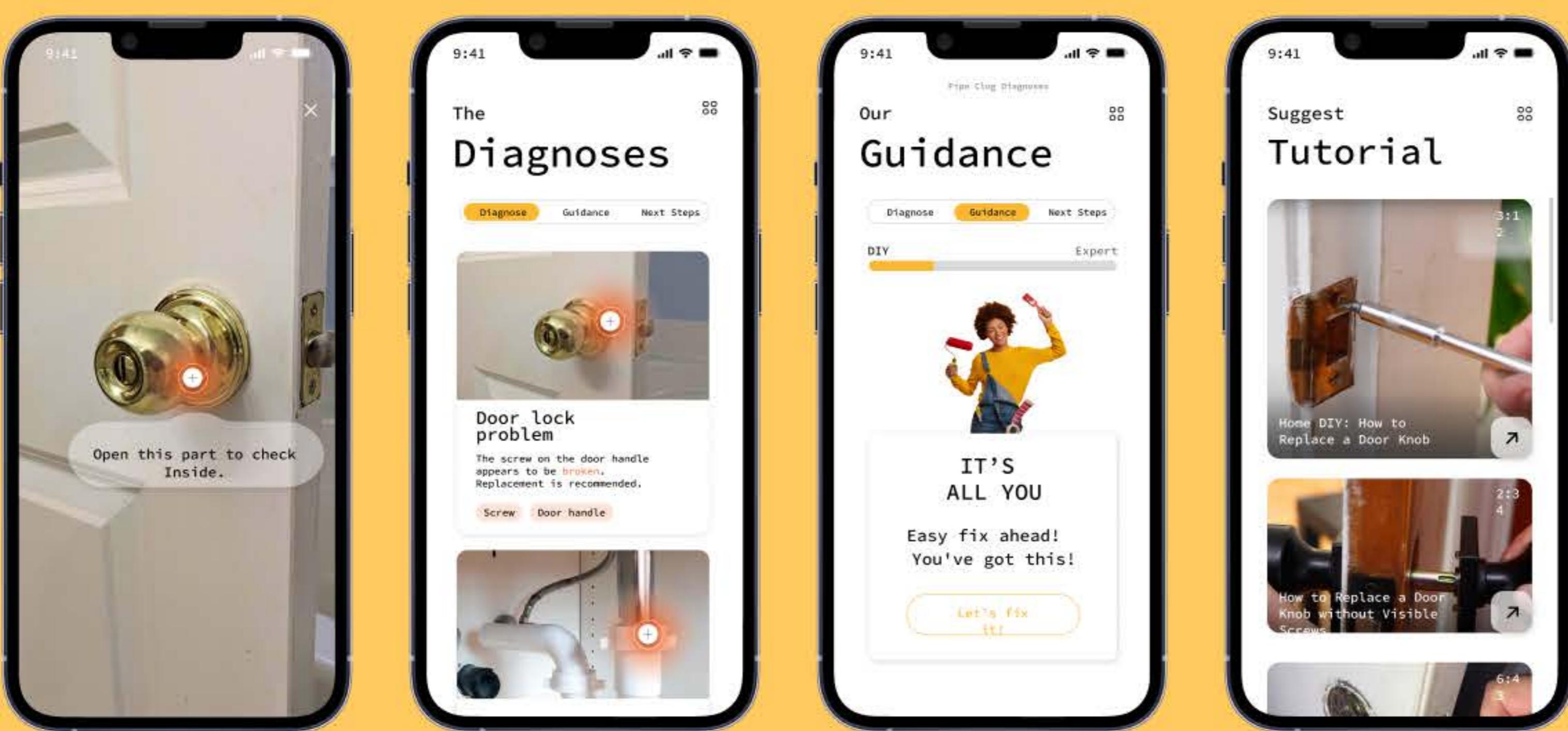
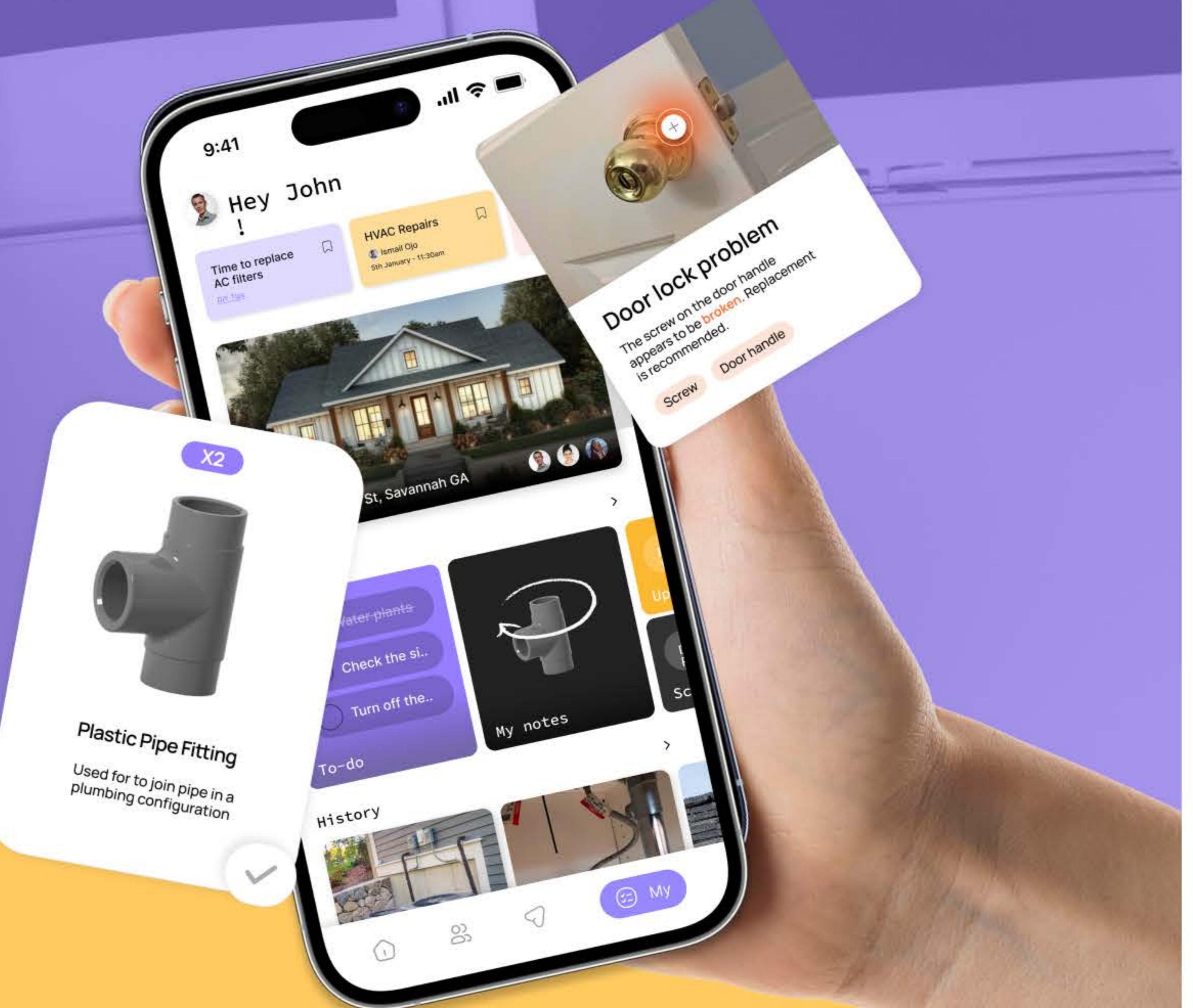


# From To-Do...

# Nifty

## FROM TO-DO TO DONE

Nifty is an app and tool rental locker system that **simplifies the overwhelming and complex world of home maintenance.**



## Diagnose Your Home Issues

Diagnose home issues using Nifty's augmented reality guide. If it's an easy fix, Nifty will help you fix it by giving you a step-by-step guide for connecting you to videos. If it needs an expert touch, use Nifty to find, hire, and schedule a contractor.



## Borrow Tools From Our Rental Lockers

Don't have the tools? Borrow them from a Nifty rental locker at your nearby hardware store. It will alert you when your tool is ready for pickup, and when it needs to be dropped off. Using Nifty's tool rental locker, you'll save time and money.





reddot winner 2024



# Nifty



indigo\_awards

## gold\_student\_winner(2024)

- interactive design,
- digital tools and utilities
- mobile interaction & experience,
- mobile app
- mobile responsive design
- interaction design for social change
- apps for social change
- virtual reality (vr) design for mobiles



indigo\_awards

## silver\_student\_winner(2024)

- apps
- product or gadget design for social change
- ux, interface & navigation
- digital design for social change
- logos for social change
- integrated graphic design for social change
- virtual reality (vr) design
- ux, interface & navigation
- branding for home & garden



indigo\_awards

## bronze\_student\_winner(2024)

- product or gadget design
- branding for social change
- branding for technology

12

Confidential and proprietary information,  
provided for your review only. Drawings may  
not be photocopied, scanned or otherwise

reproduced and designs shown in the drawings may not be  
produced or developed without prior written permission.

© 2025 Macy McCarthy. All rights reserved.





# GeoJoy

Educational.



Immersive.



Fun.



13

**where\_curiosity\_and\_creativity\_can\_explore\_the\_universe**

a **subscription box** for the whole **family** that **gamifies** a unique **craft experience** to teach curious children and bring families **together**

**learn through creating**

**Ready Jet Go!**

Assemble the lunar lander module

Decode the encrypted message from the satellite

Launch your rockets into space to explore

Complete the mission

**macy\_made**



# GeoJoy

kids are  
**natural  
explorers**

 target\_audience



parents want to **encourage**  
their kids to learn  
**while bonding** as a family



15





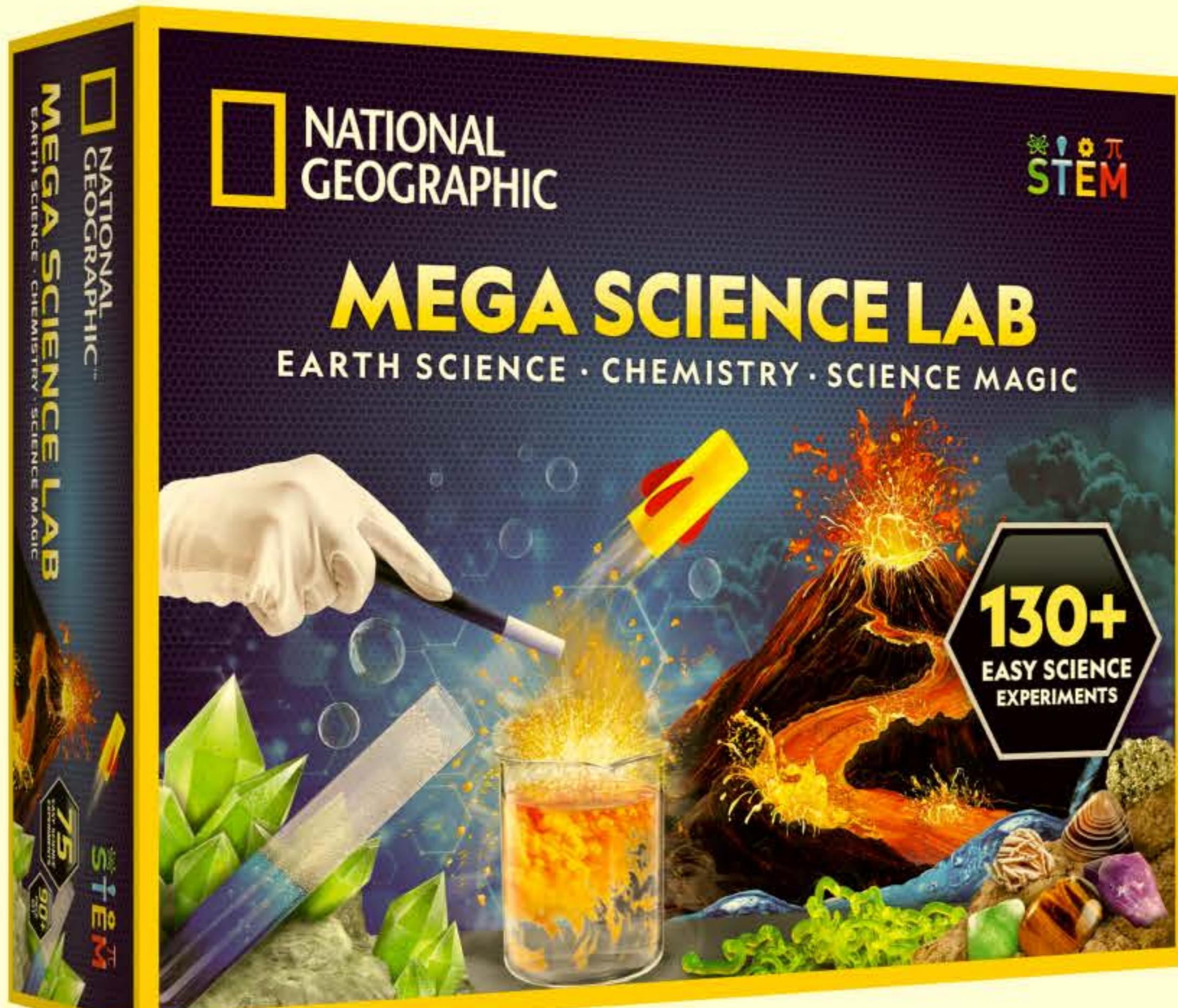
stickies



# GeoJoy

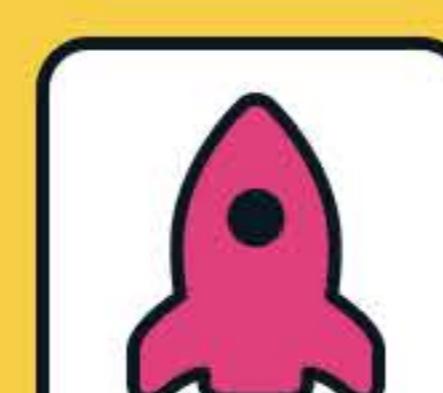


national\_geographic\_inspiration



considering the products National Geographic **already provides...**

market\_research





## idea\_brainstorming



### opportunity\_space:

a product  
**both digital and physical**  
that is

**Educational.**

**Immersive.**

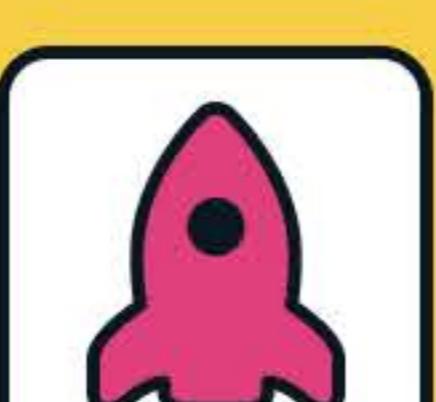
**Fun.**

# GeoJoy



`augmented_reality_activity_boxes`

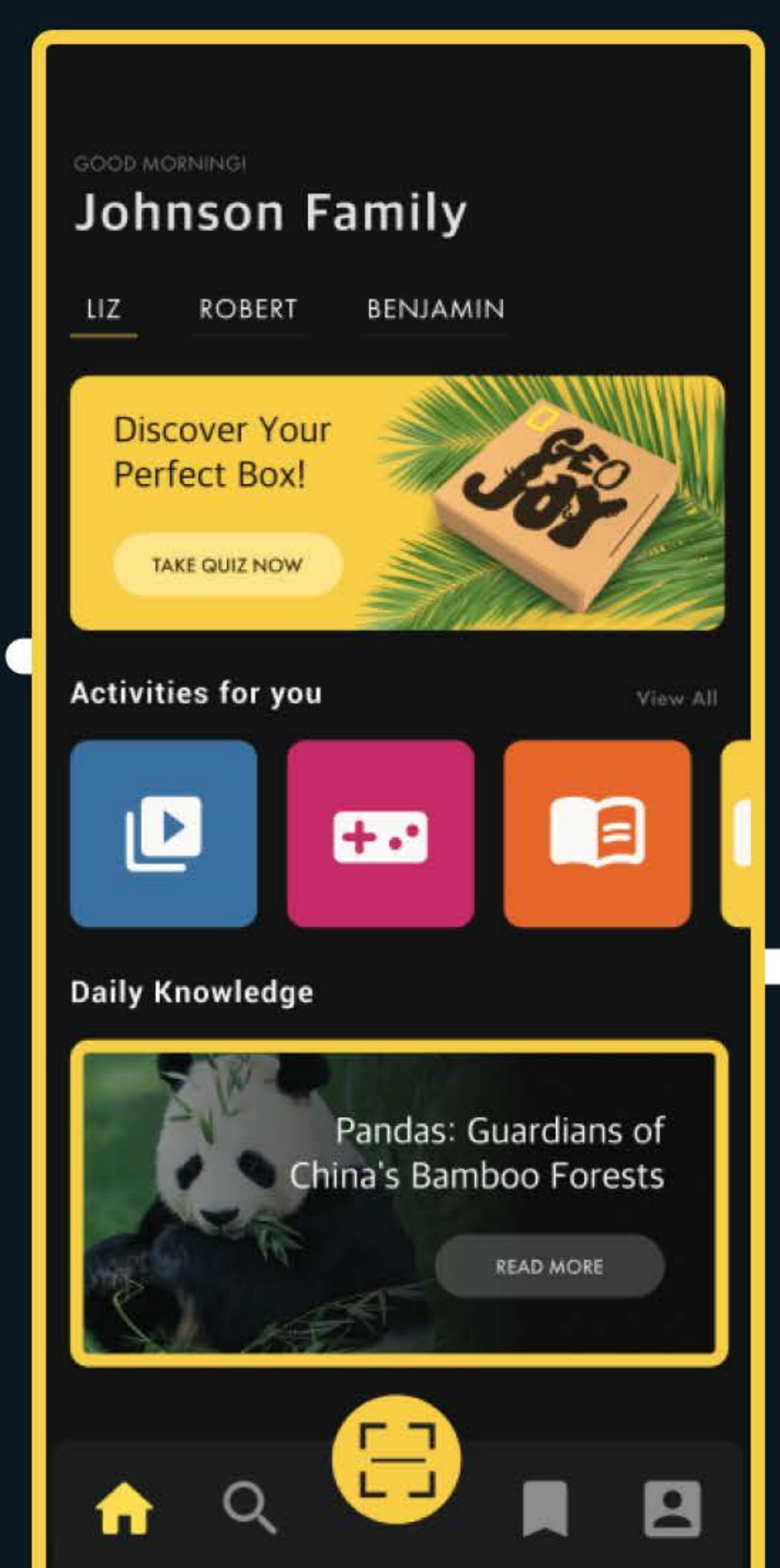
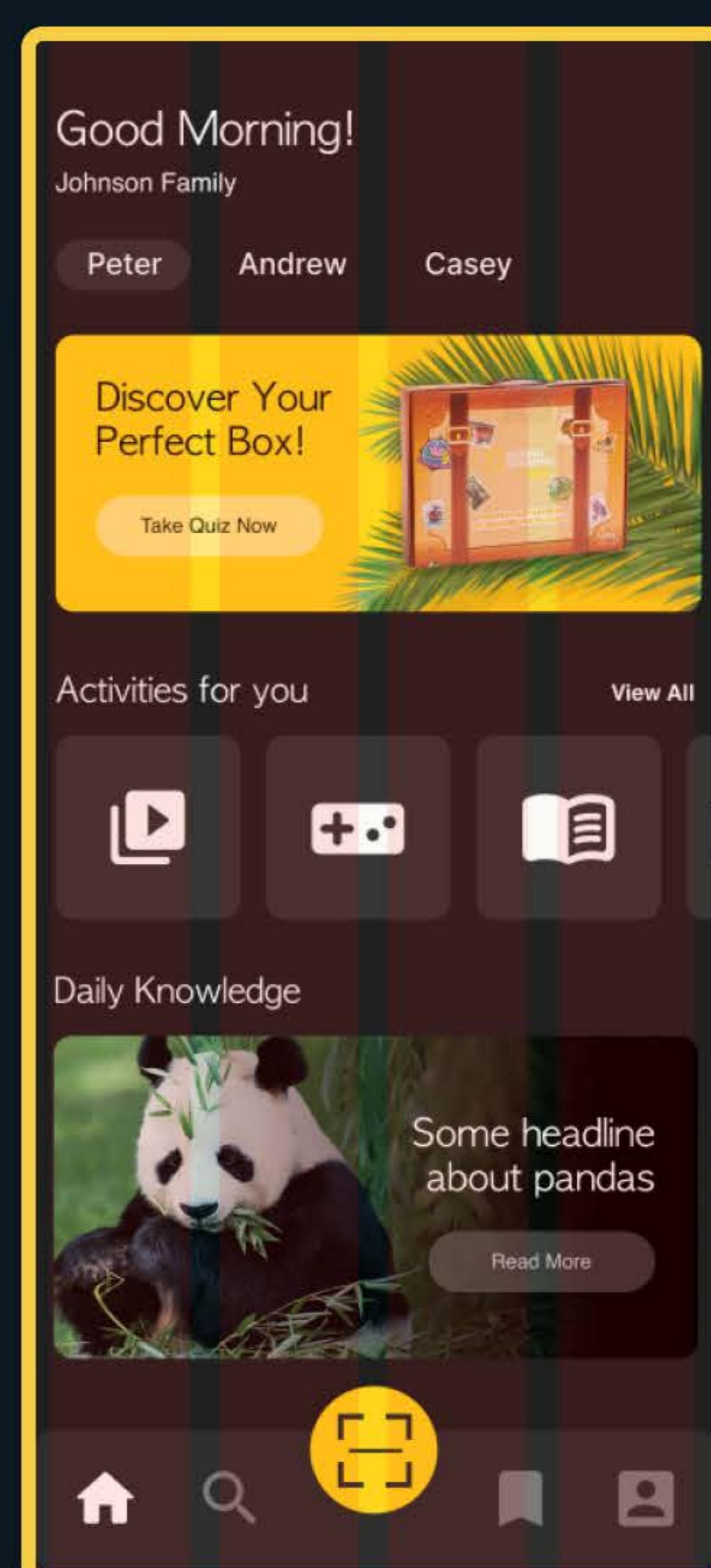
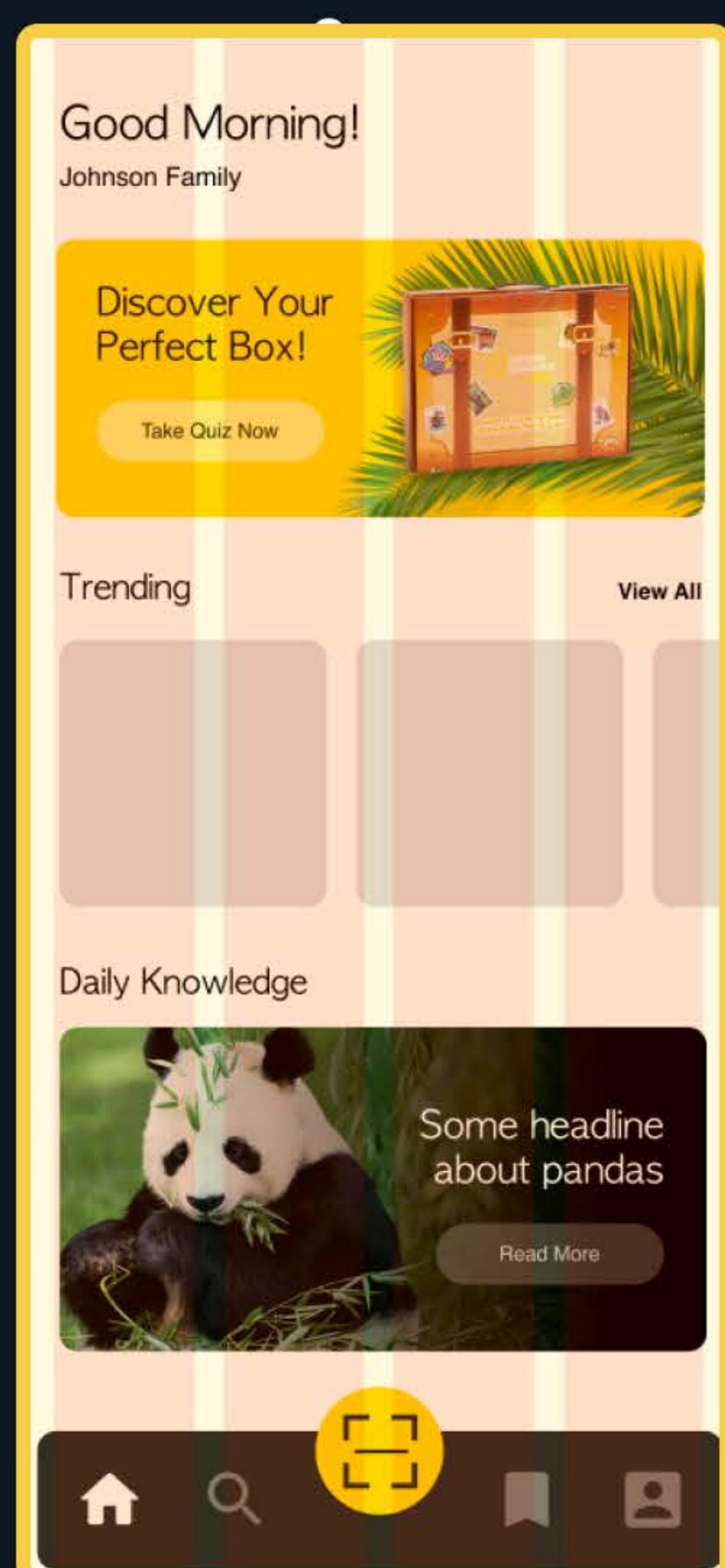
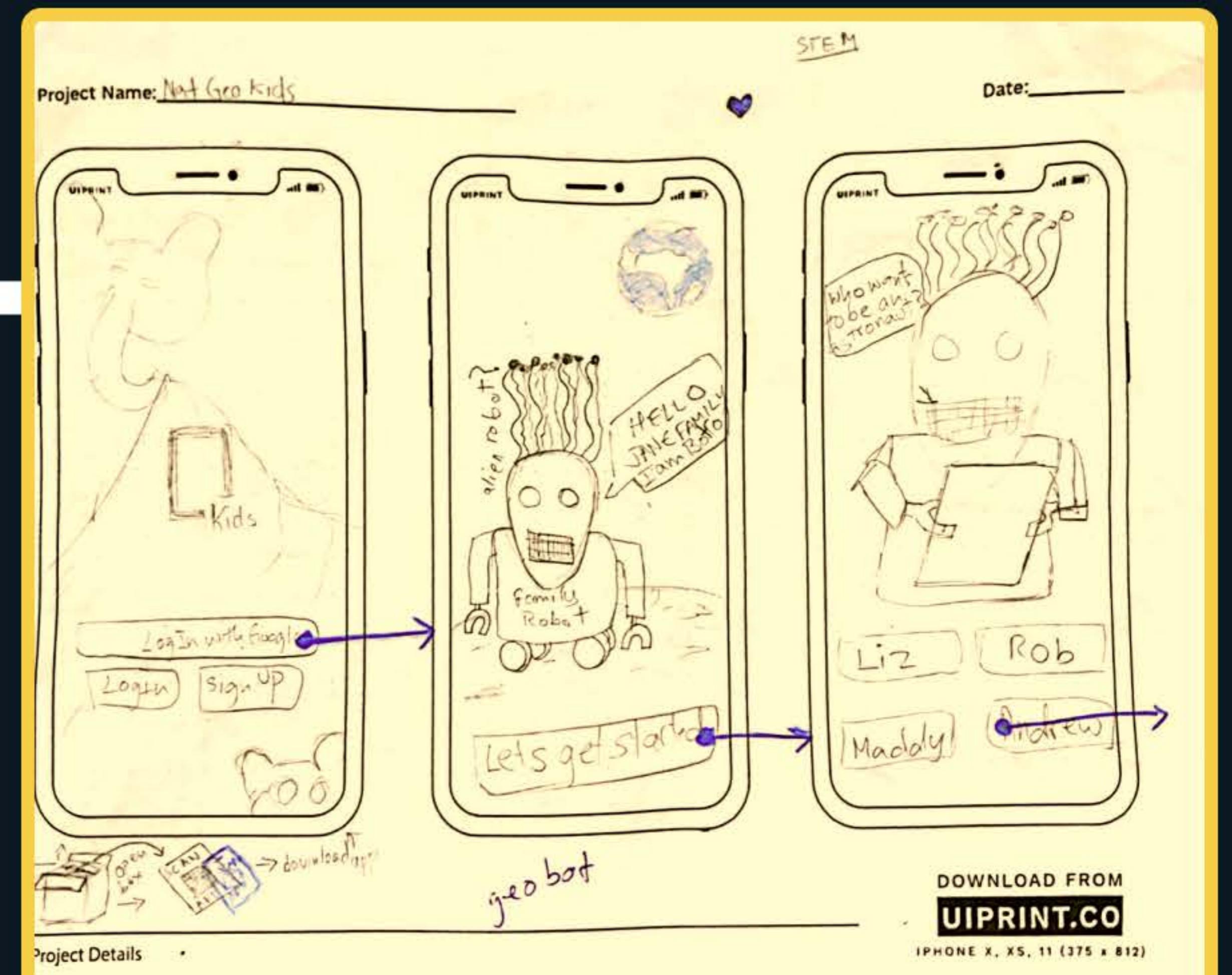
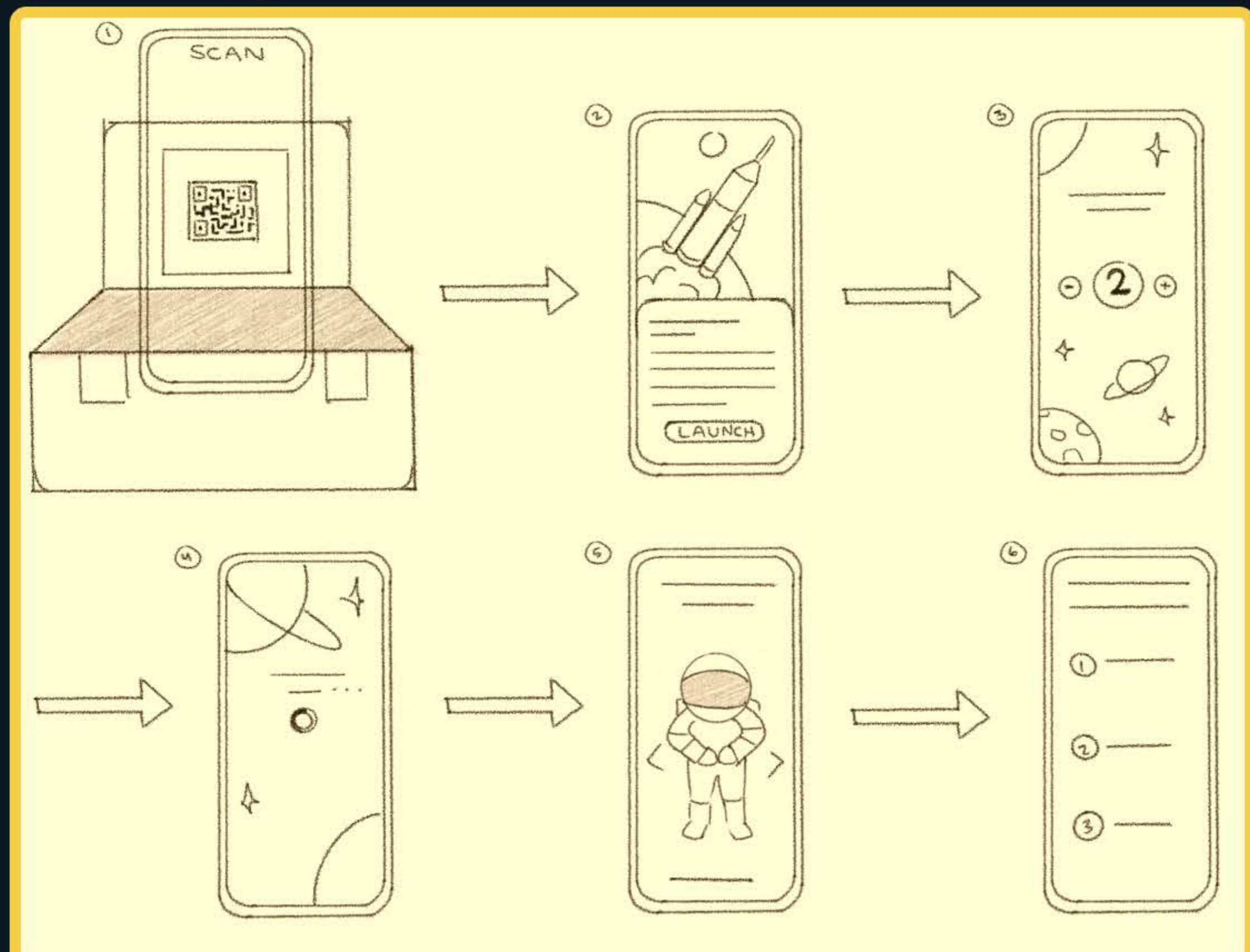
GeoJoy is a **family-oriented subscription box** where the **entire family crafts** the pieces for the game





## educational\_activity\_boxes

each box unlocks a **unique learning activity** and **online game** for the entire family to enjoy



# GeoJoy



geojoy\_activity\_box

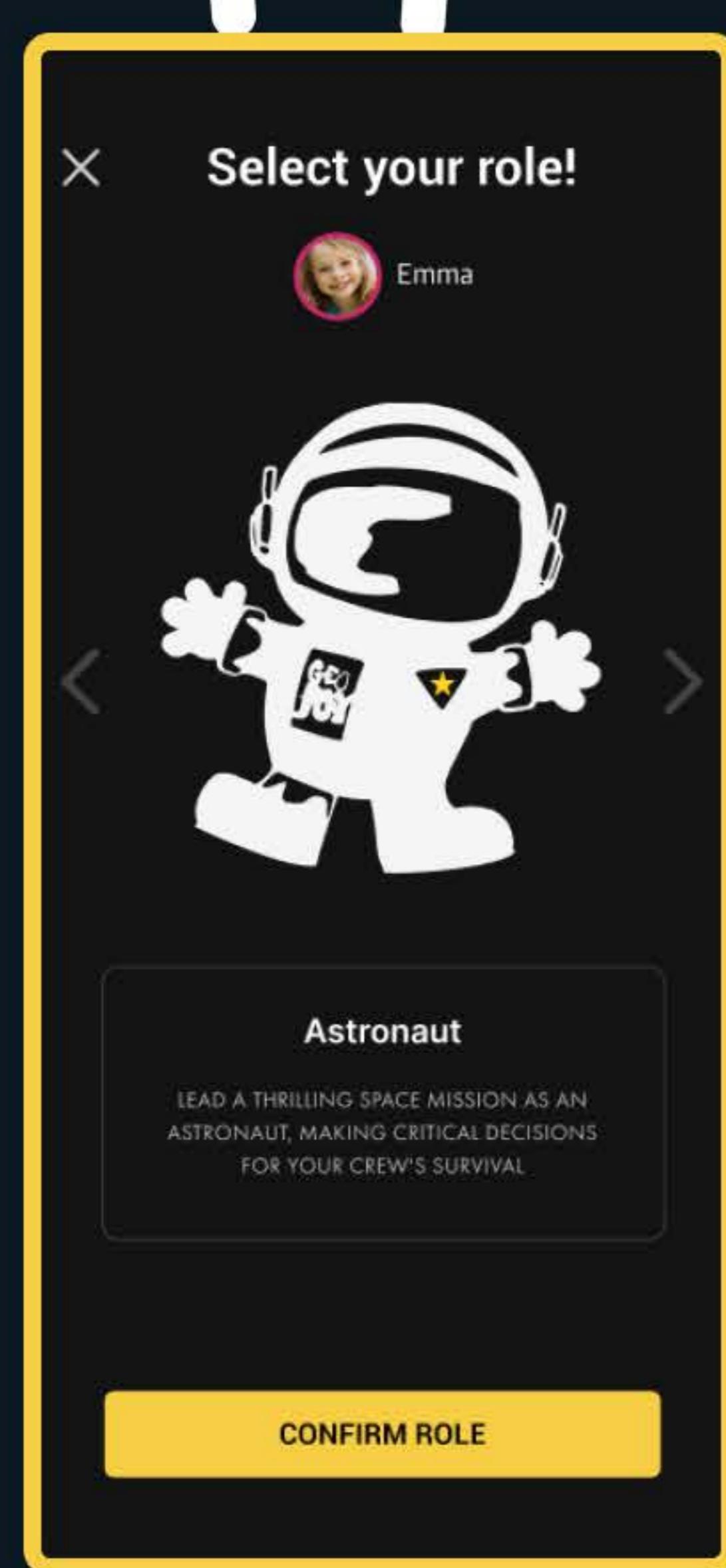
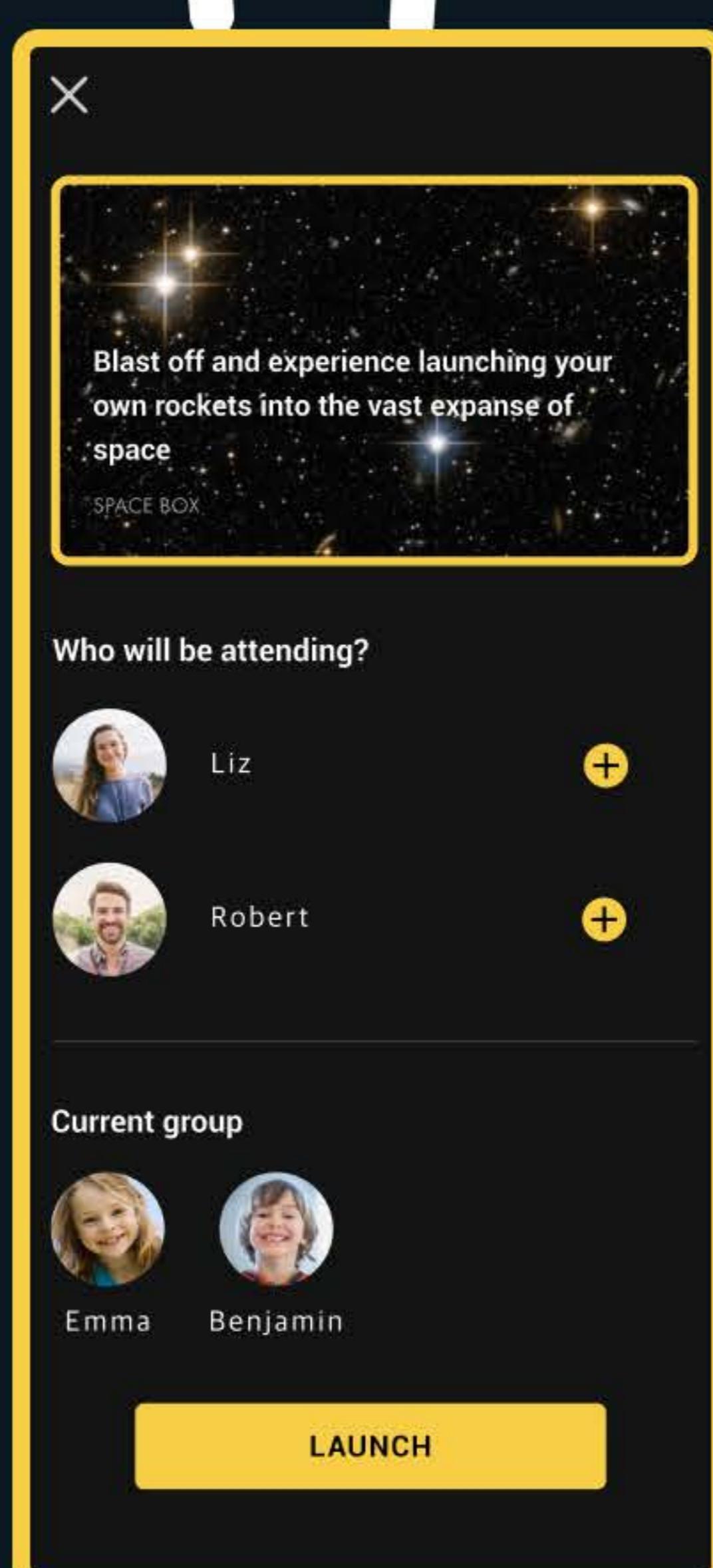
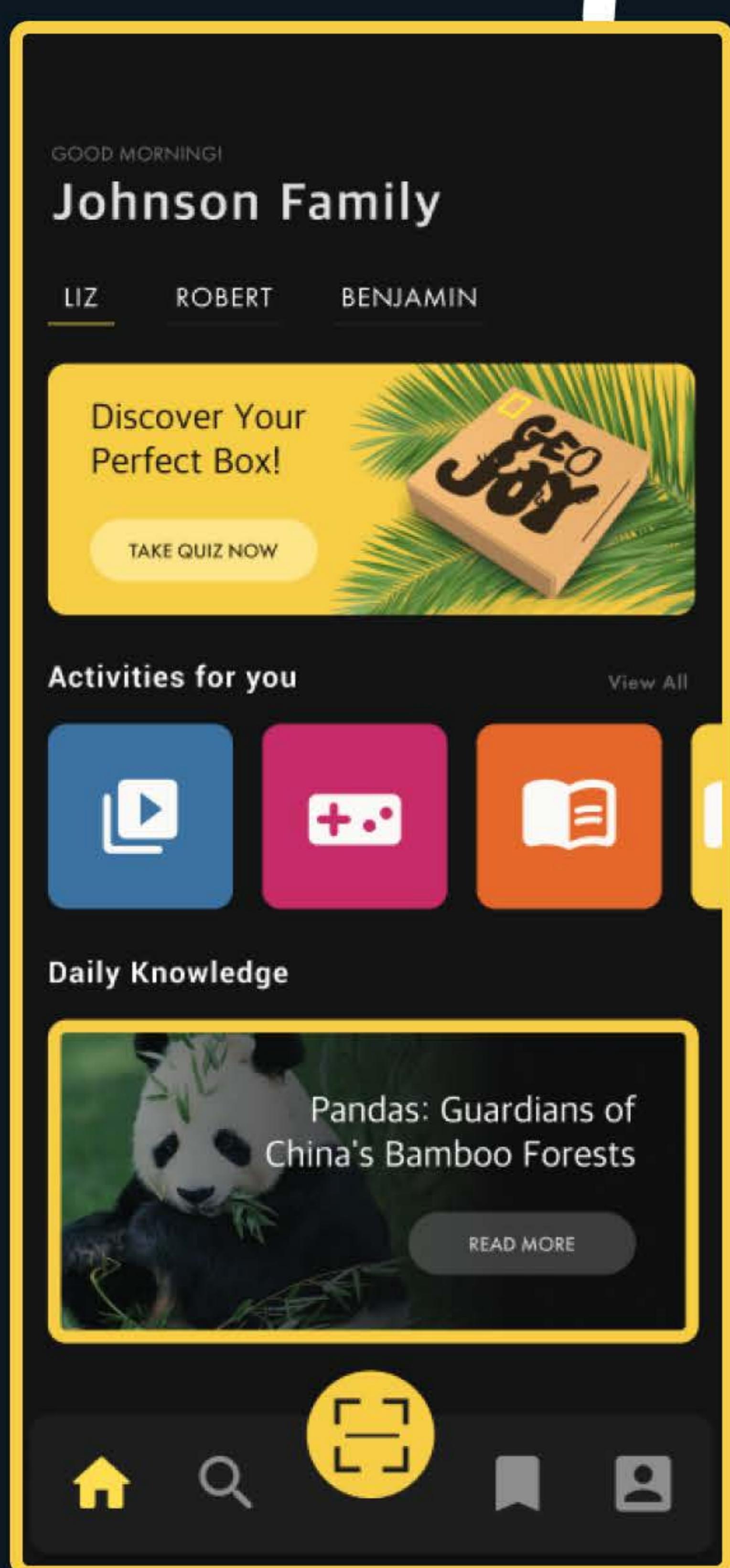
every month, families  
**choose what subject**  
they want to learn  
about in their **next**  
**adventure**



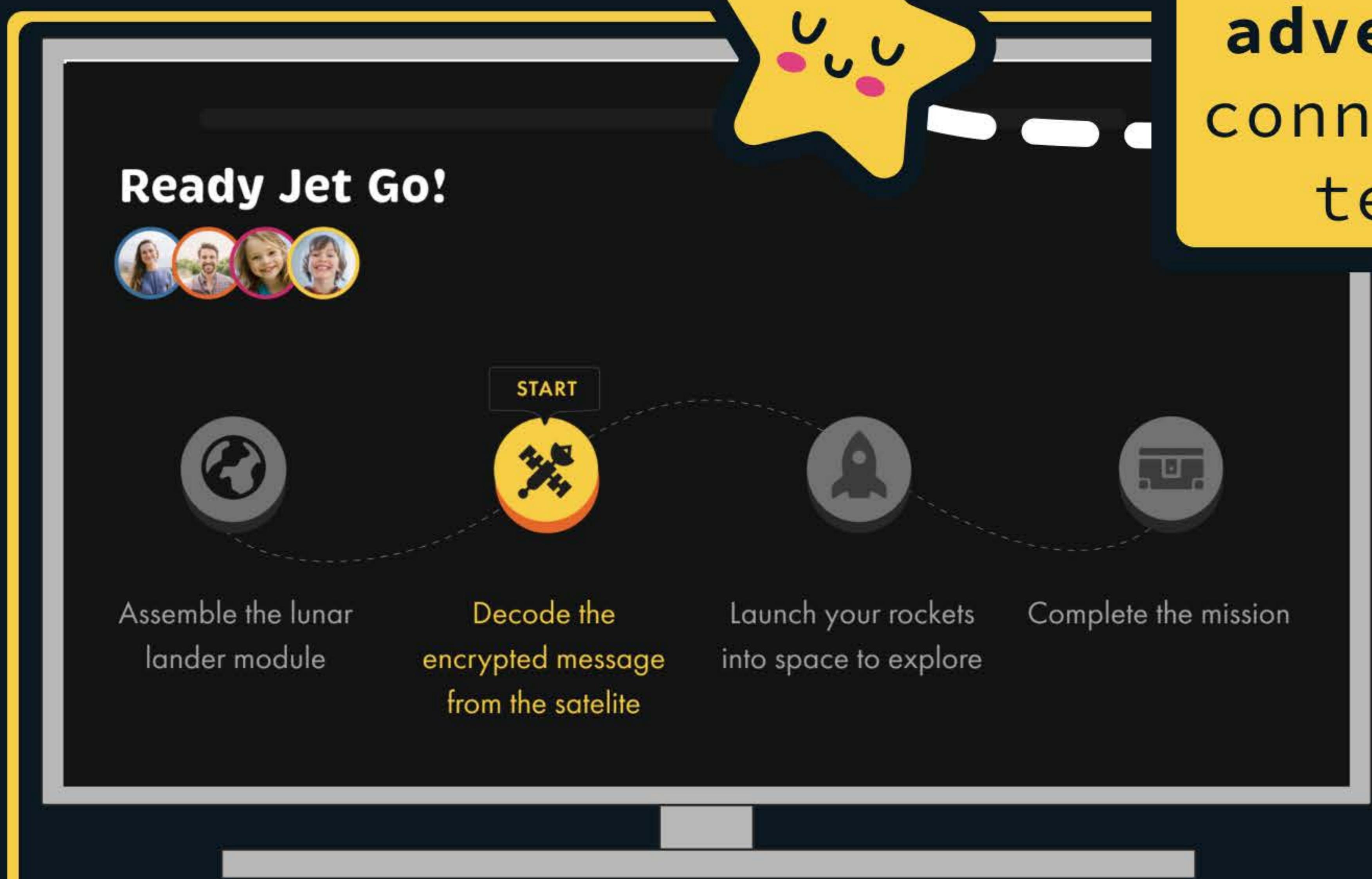


geojoy\_family\_adventure

every adventure provides  
**kids and parents** with **connected** activities to **collaborate** on as they **learn**  
about the world and beyond



unique roles for the  
**whole family**



a **guided**  
**adventure** that  
connects to the  
television

# GeoJoy



Score: 0  
ASSEMBLE THE LUNAR LANDER MODULE 2/5

Astronauts

Your tasks are to assemble the payload system of your rockets! Use the piece that says 6

**work together** by completing different educational and **creative activities** depending on your chosen role

ASSEMBLE THE LUNAR LANDER MODULE

Which part of the rocket holds astronauts?

Nose Cone      Shaft

Payload System      Fins

ENTER

ASSEMBLE THE LUNAR LANDER MODULE

Which part of the rocket holds astronauts?

Nose Cone      Shaft

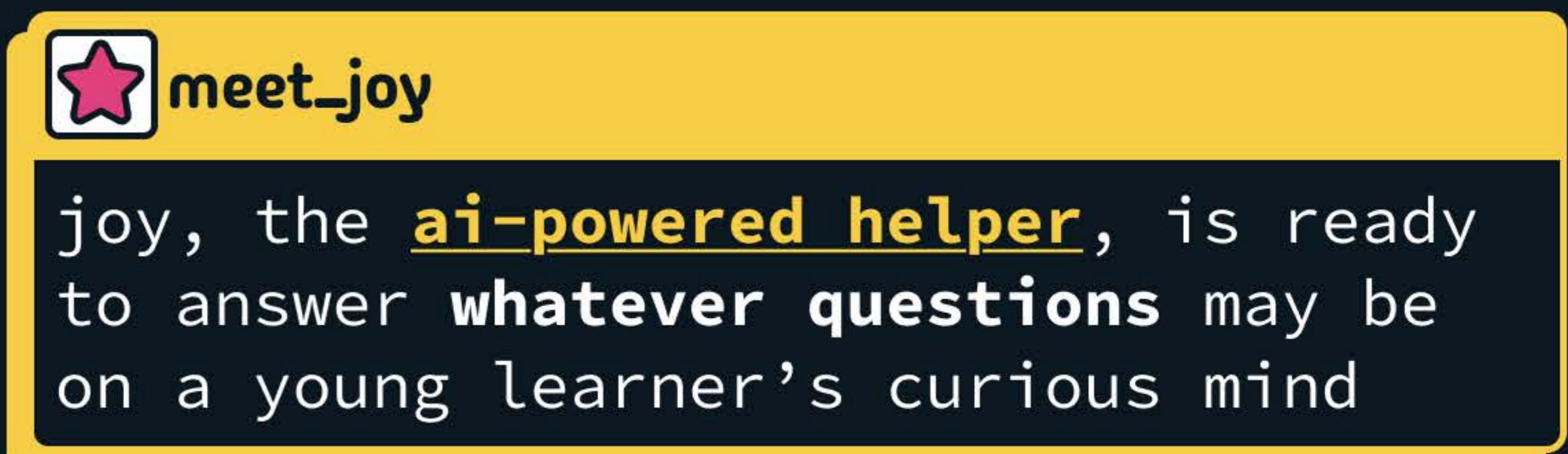
Payload System      Fins

Correct

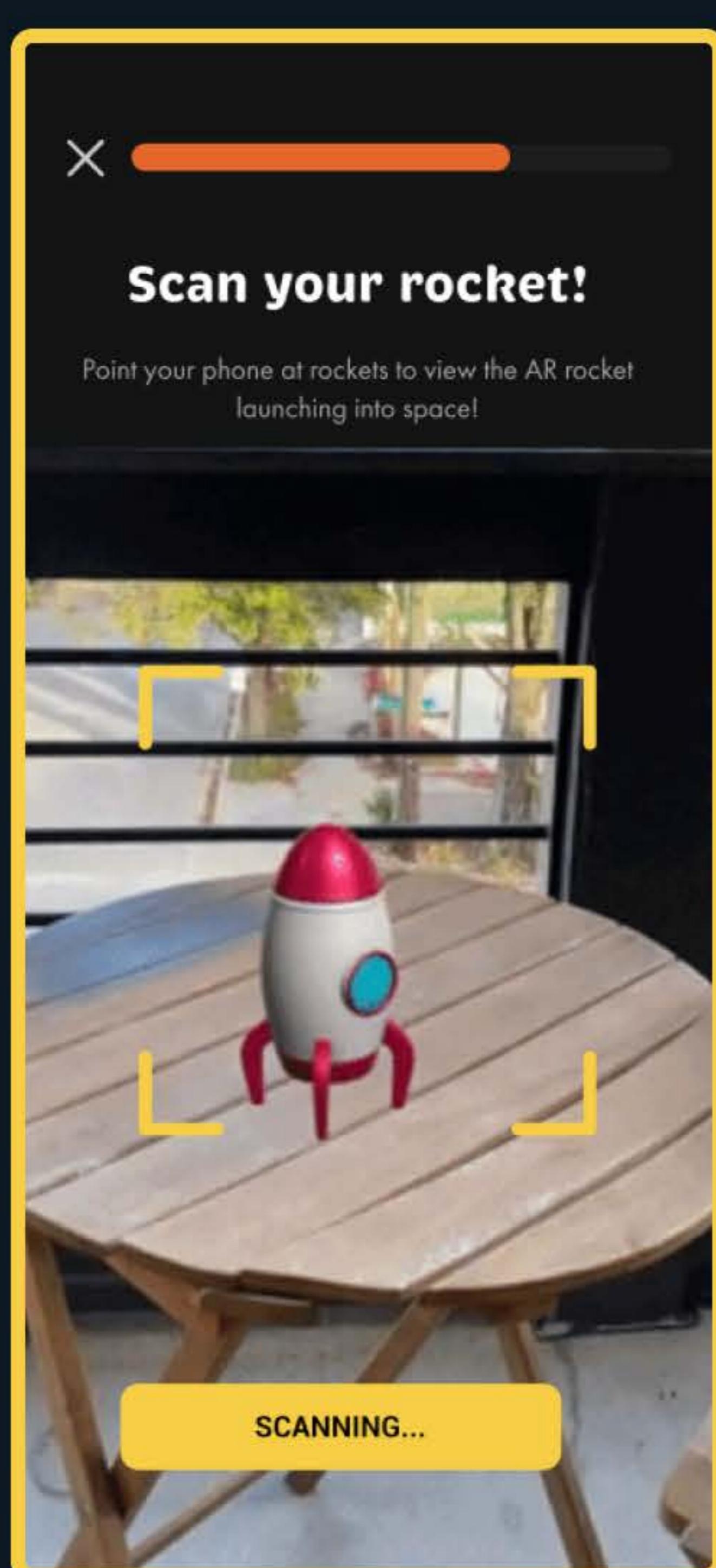
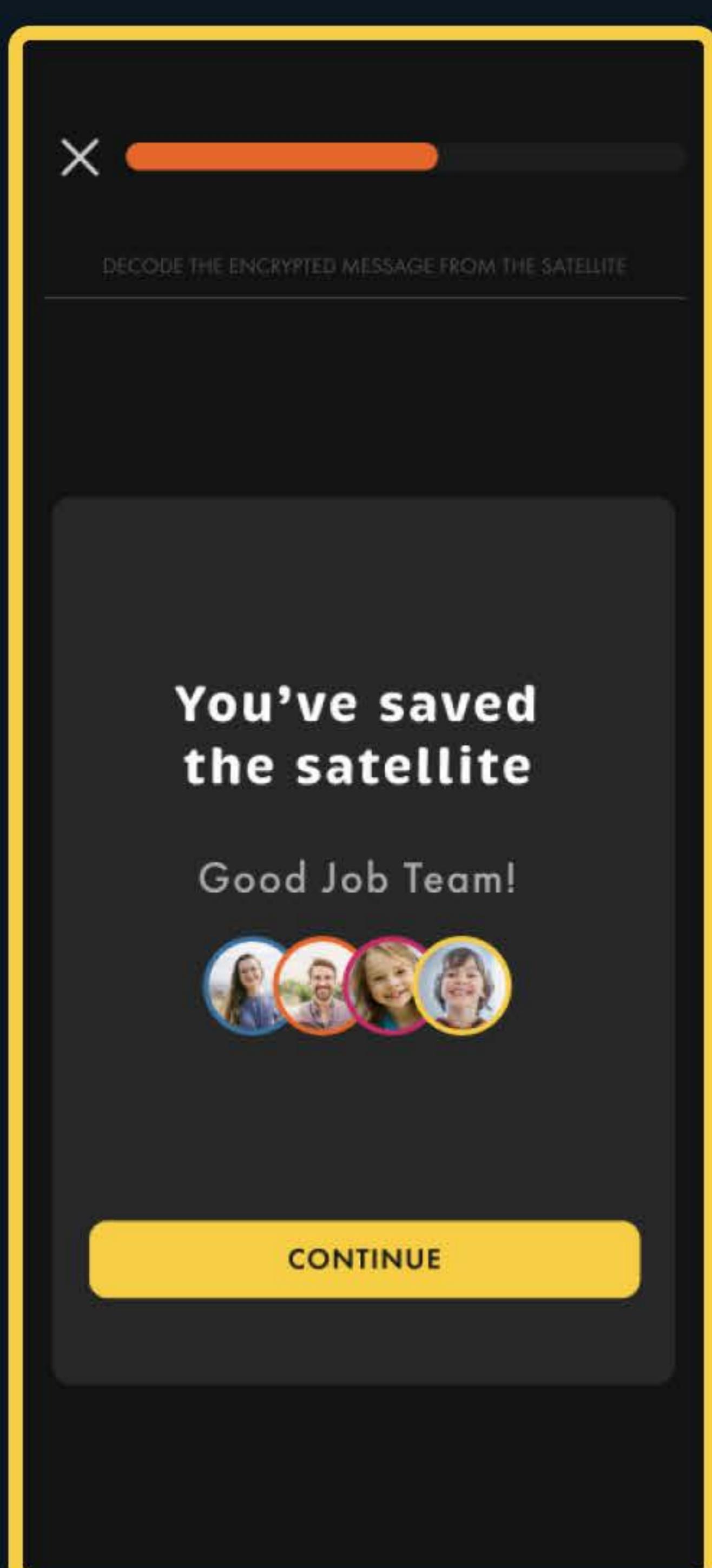
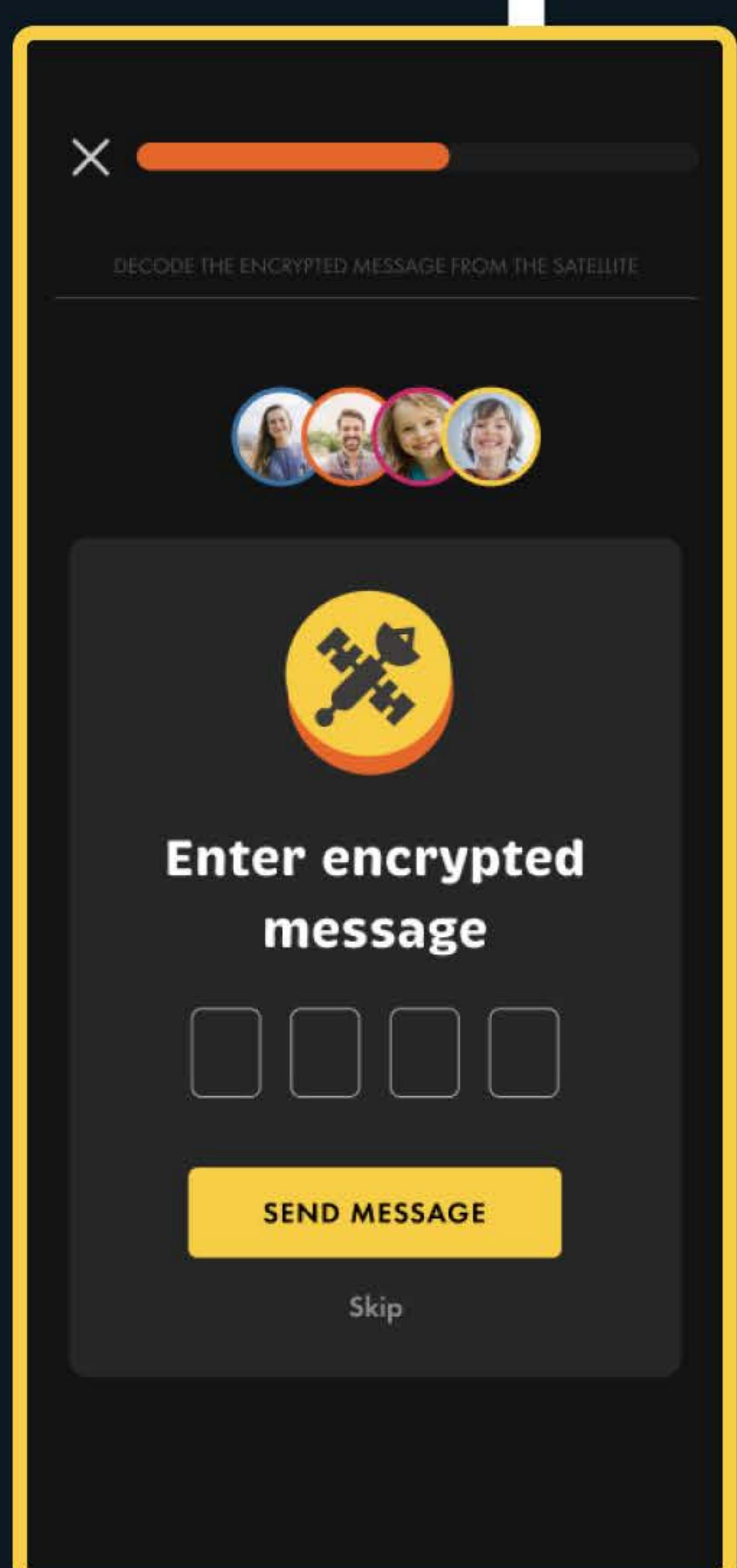
Excellent Job Team!  
+50 points

CONTINUE



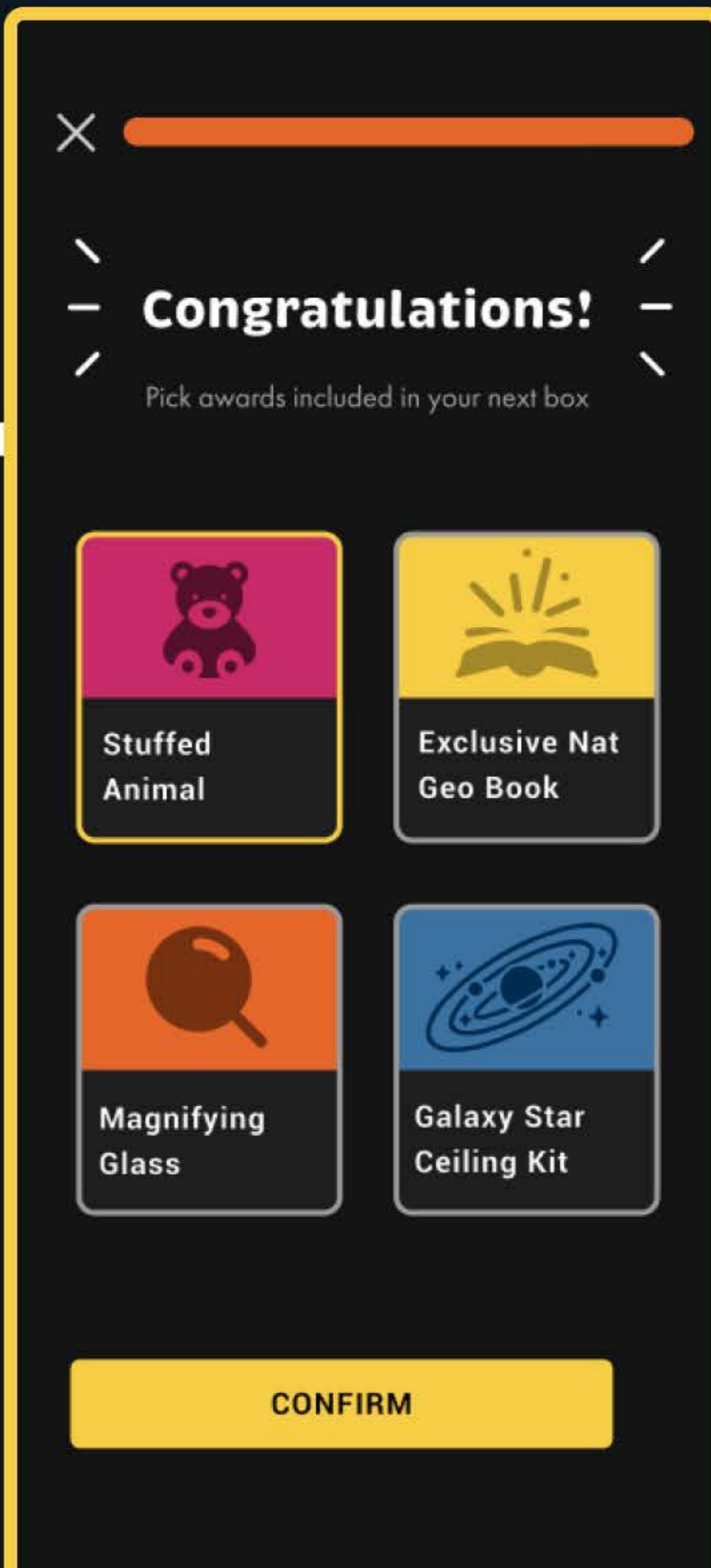


finish the **activity**  
to **win** the game

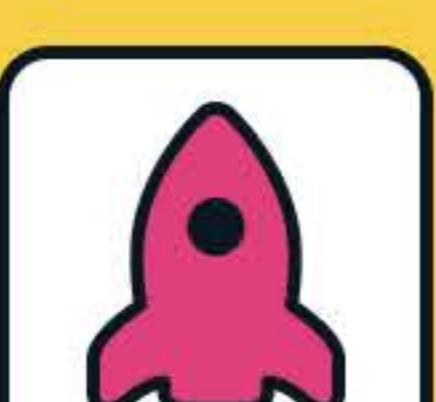
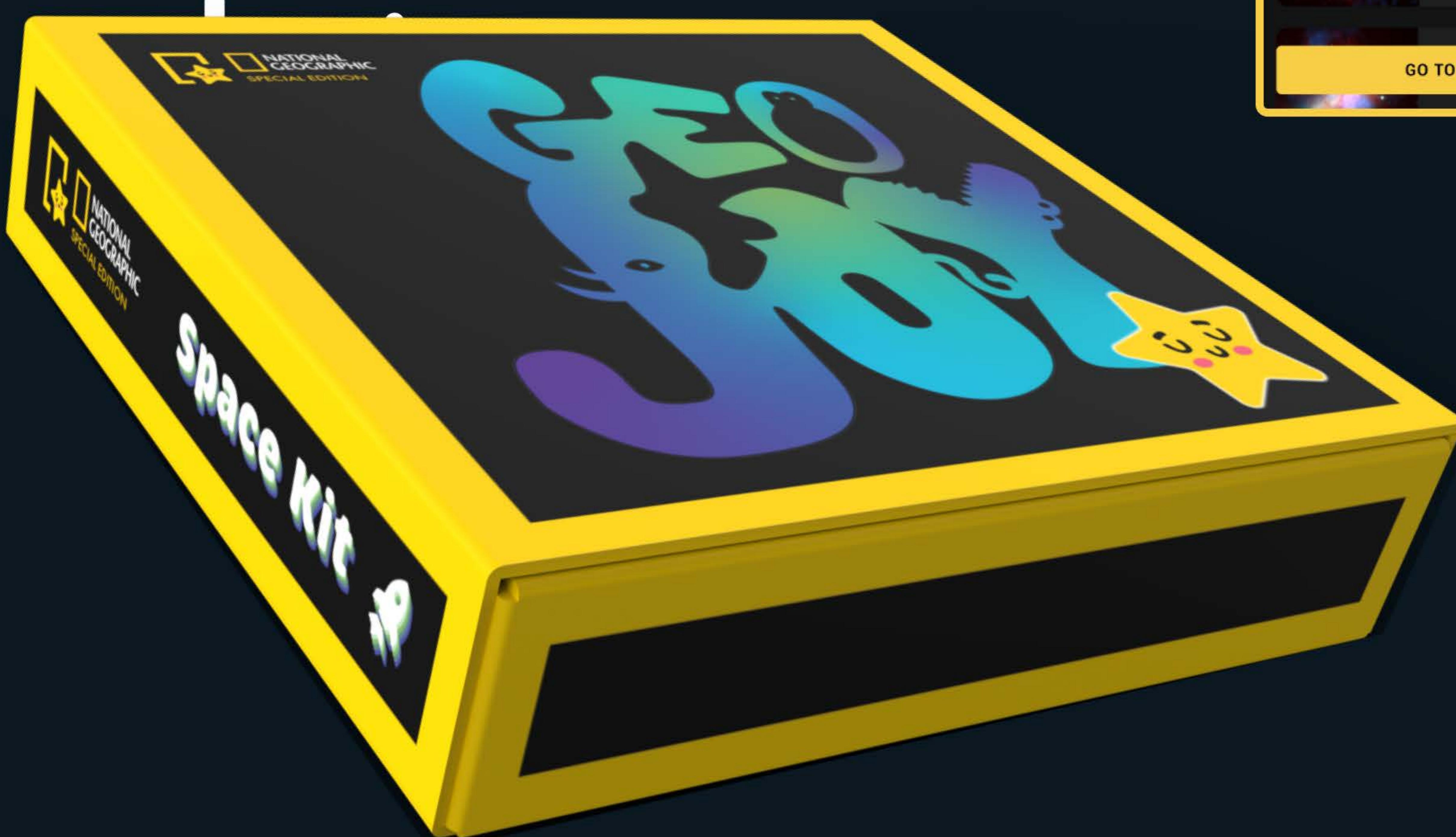
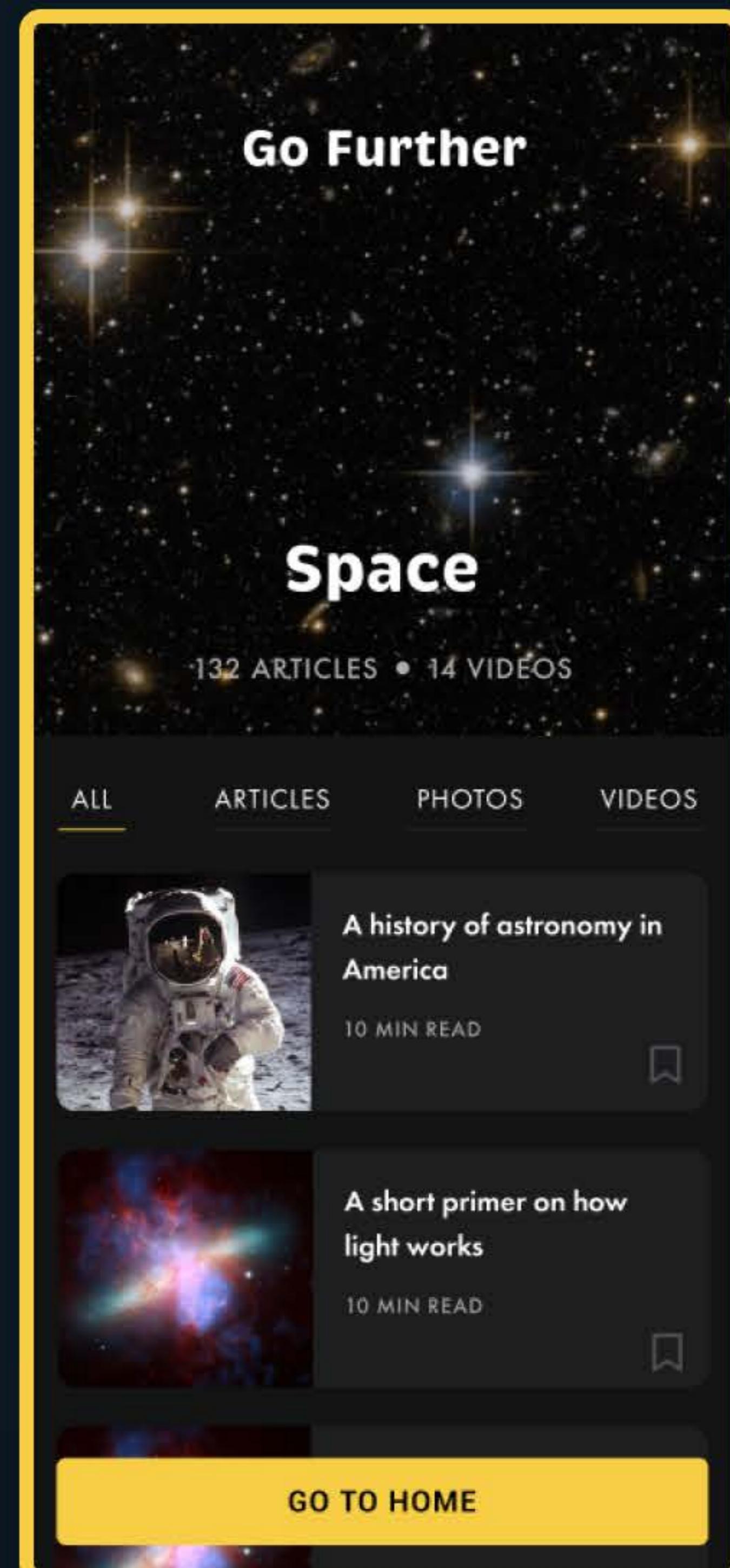




pick a **prize** to be included  
in **next month's box...**



...and **continue** your  
**learning** adventure





**GeoJoy** brings people **together** through **learning** by being...

# Educational. Immersive. Fun.



## indigo awards

- **silver\_student\_winner(2024)**
  - ux, interface & navigation
- **bronze\_student\_winner(2024)**
  - product or gadget design



# 26

Confidential and proprietary information, provided for your review only. Drawings may not be photocopied, scanned or otherwise reproduced and designs shown in the drawings may not be produced or developed without prior written permission.





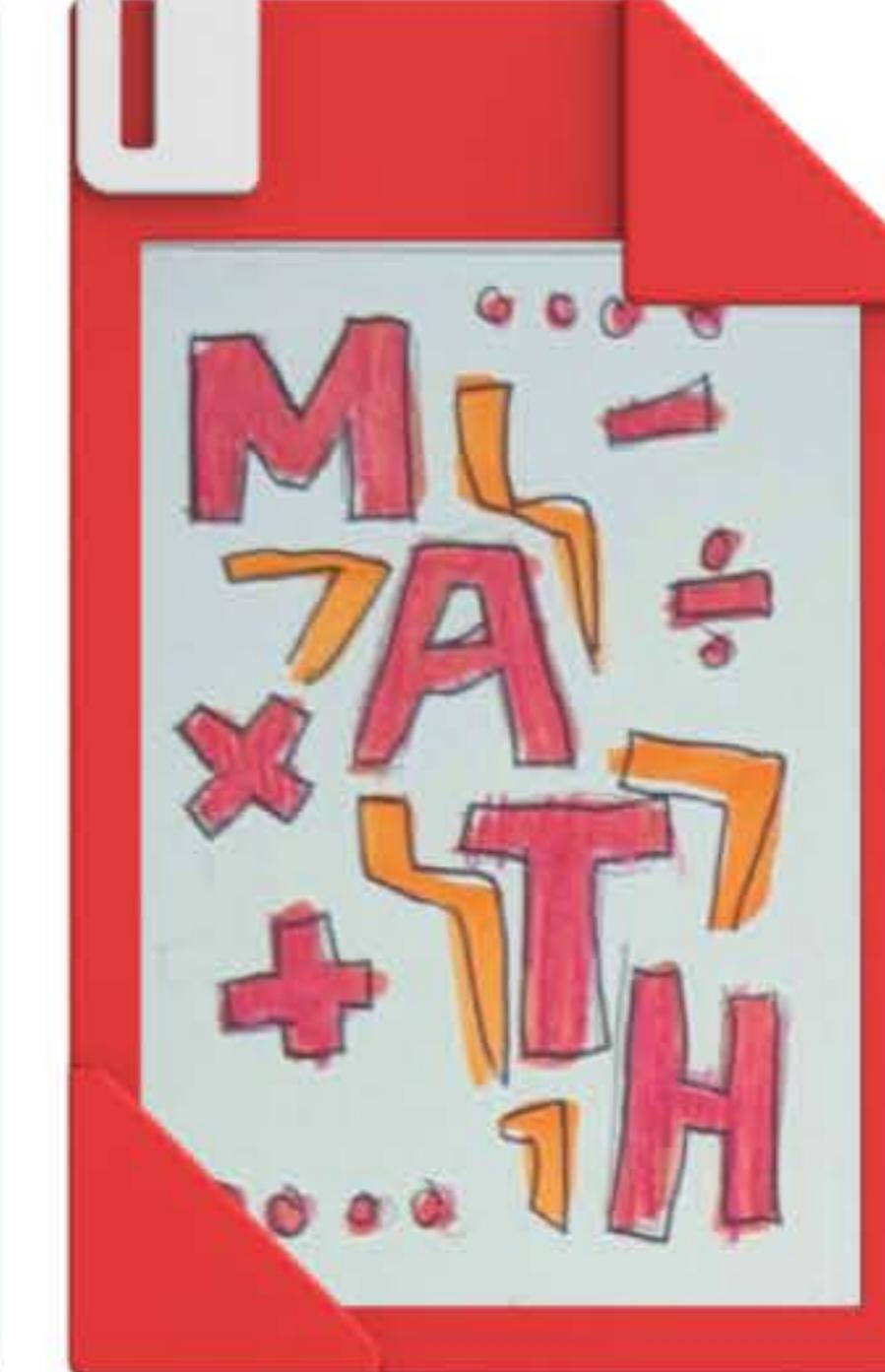
file management made **tactile**, where kids can slip their own **drawings** into the **slot** on the front and back  
it's easier to **care** about something that expresses **you**



wireless  
card reader

clip to hang  
off backpack

4"



2.5"



and a hanger for a  
whole collection

giving students the  
space to express  
themselves and have fun

storage drives  
for students to play with



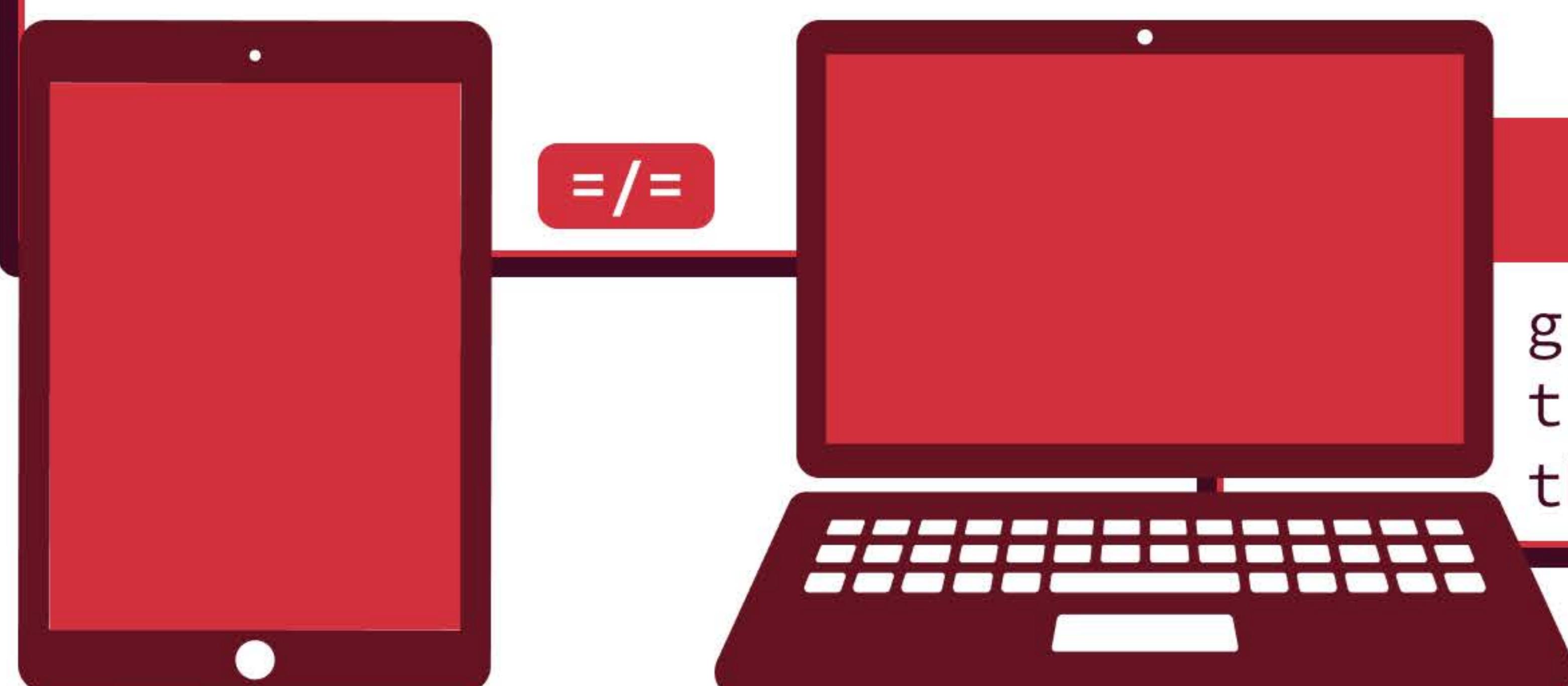
Work-in-Progress!





## tech\_disconnect\_in\_students

kids are being thrown into an increasingly **tech-savvy world** with **no practice** in actually using that technology

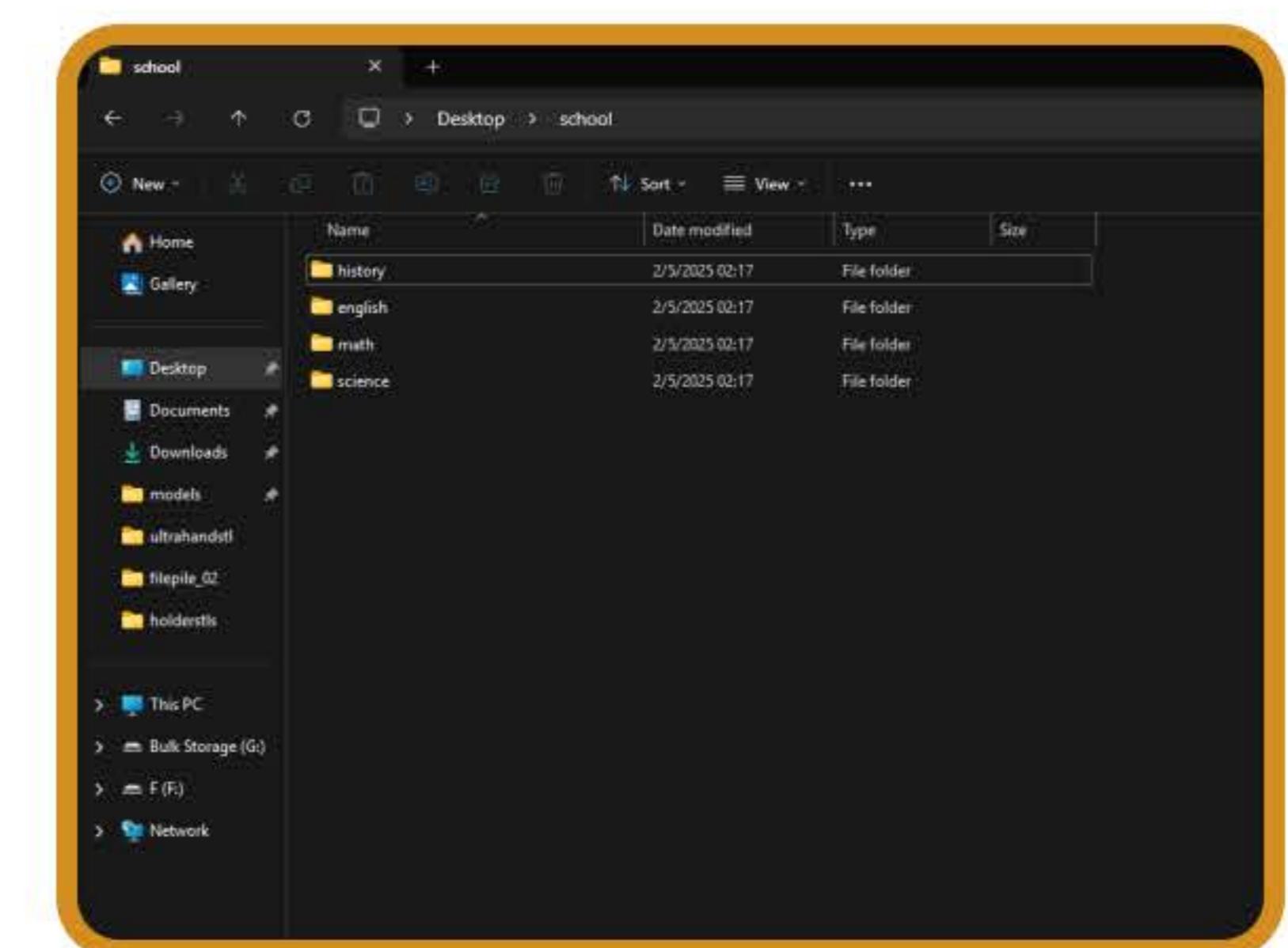
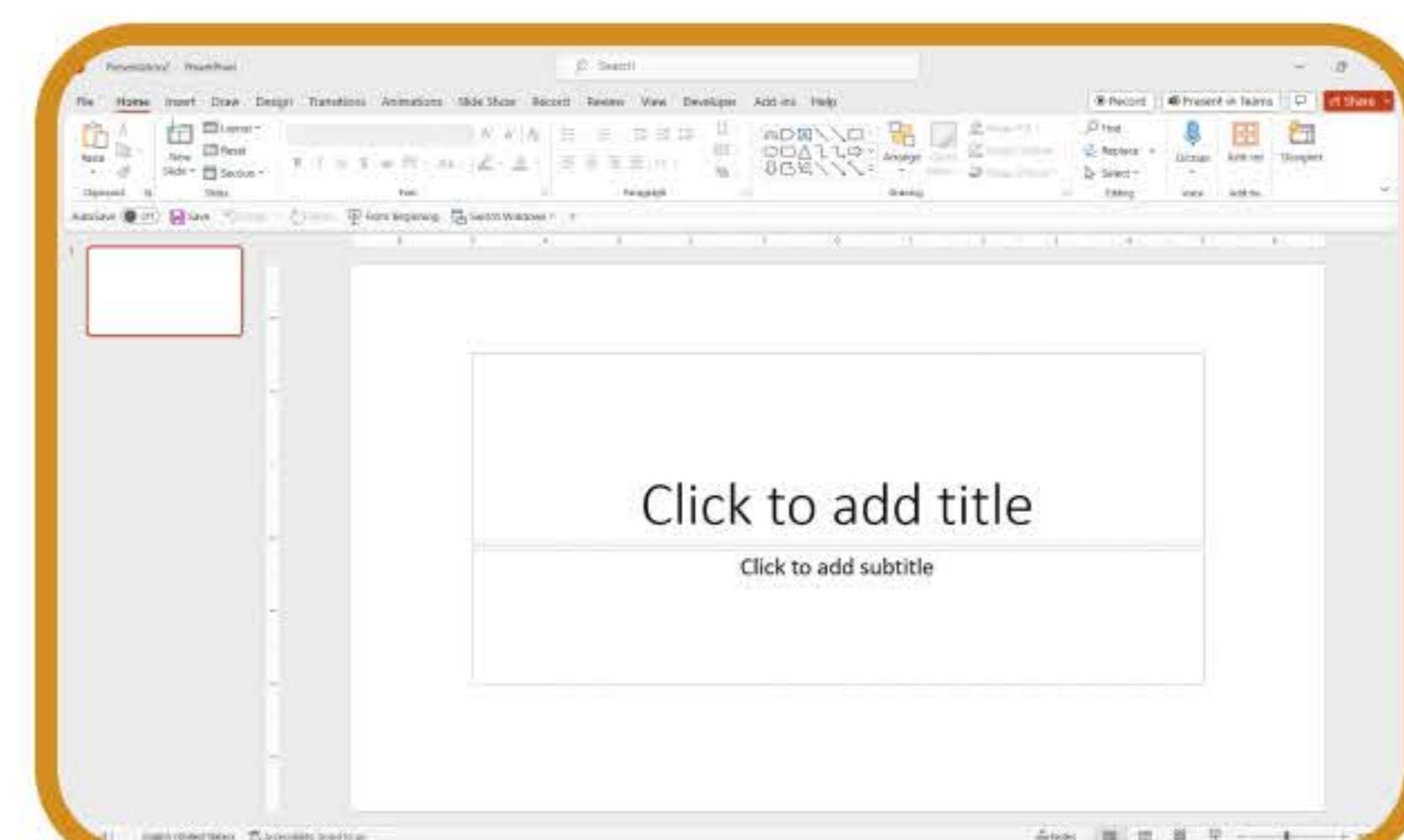


growing up with tablets does **not** translate to the **computer literacy** the world **expects** them to have



## overwhelming\_busywork

computer interfaces are **utilitarian** and look like a place for work, not something a middle schooler **would enjoy experimenting with**



## not\_a\_toy

kids don't realize that **computers can be fun**

but kids love to learn if they get the chance to express themselves



## doodle\_on\_your\_files

just like when we'd **doodle in our notebooks**, FilePile is a tactile way for kids to **learn to care** about what's on their laptop

# And\_More\_To\_Come!

## Macy- McCarthy

