



Process Book

# Security Questions For Single, Childless People

Finley Piper Plager



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# Research



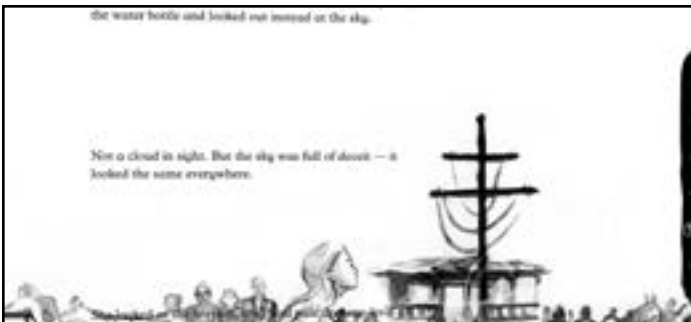
There isn't a massive library of online storytelling experiences. Overall, design-heavy web-based stories seem to come in 2 forms: highly stylized graphic novels that utilise technologies outside the realm of this class, and stories that fill out a more trending (full width, parallax scrolling, flat design) website layout with custom illustrations and/or animations.

# Research



IGN's scrolling timeline of Mario is relatively interactive, though not as interactive as it sometimes feels like it should be. For example, in the above screenshot selecting a player simply shows the user a description of the character they've clicked. Actions on one slide do not influence the visuals moving forward.

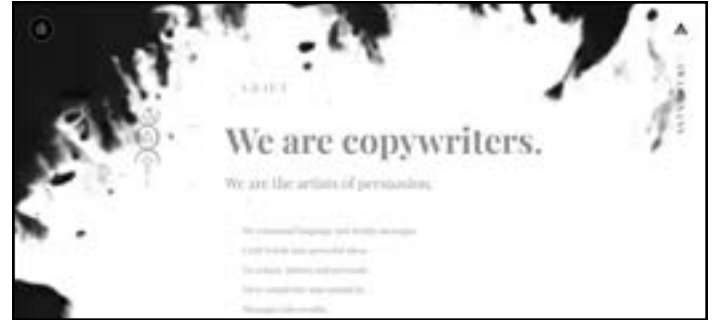
This is a relatively straight forward scrolling layout. The text swaps out with each changing illustration. There's a navigation along the left side that I cropped out because it isn't all that pleasant looking beside the illustrations.



The web adaptation of Nam Le's short story "The Boat" is highly illustrative, with a subtle navigation. The story uses sound, contrast, depth, and negative space, to set itself apart as a stunning experience.

"The Boat" also employs harsh angles and exceptionally sparse colours.

The story is not mobile responsive, and requires the reader sit through a decent loading screen at the start.



Rule of Three's site is a long, very persuasive, ad for a copyrighter's studio. The site is primarily text-based, with some integration of video and animated transitions.

The use of space gives the site an air of mystery that keeps it engaging.

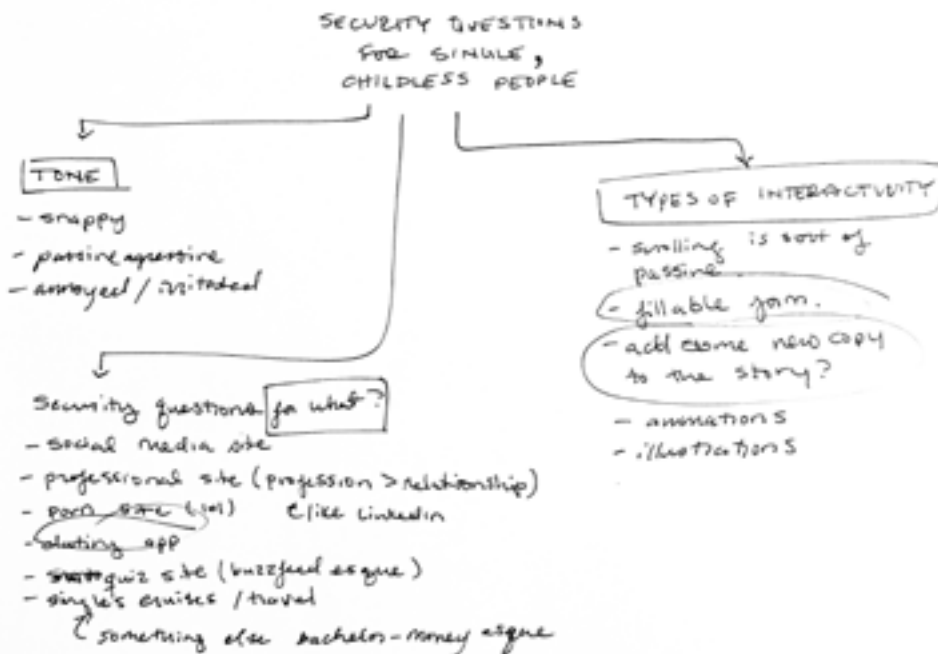


The Grey Tales tells the stories of 5 different elephants in their natural habitats. The site is super sleek and minimal, with absolutely stunning colour use.

The site is responsive to a point, but not the point of being a great mobile experience. It also incorporates sound really beautifully, but sound isn't as critical to the experience as it is in "The Boat".

The lack of a necessary order to this story is perhaps its most defining feature.

# Brainstorming



The majority of brainstorming did not leave my brain, but some did. I selected this article because I thought it would be the most fun to add to, with interactive elements and additional copy. Most of the ideation and big decisions were in the moodboarding and design comp stages.



Moodboard



# Moodbord

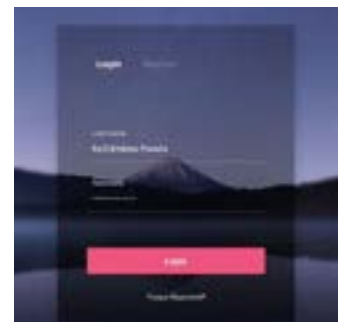
Pastels



Traditionals



Brutalist





Target Demographic





# Target Demographic

A few potential readers / visitors to the site.

Lauren

36, Woman

Field: Architecture

Device: Desktop

Lauren is incredibly successful in her field, but not so much in finding romance. She doesn't mind this much, but her mother doesn't let her forget how much it bothers her. Lauren's most visited websites are LinkedIn, NYT, and Facebook.

Kyle

26, Male

Field: Journalism

Device: Smartphone

Kyle produces podcasts, and has to travel a lot for work. He has a fair amount of downtime in between big stories, but not always downtime in the same place. He spends equal time checking facebook—watching all his old friends getting married and having kids—and arguing “journalistically” on twitter.

Skylar

22

Field: Entertainment

Device: Laptop

Skylar is an aspiring television writer, but right now they're just a runner. They like story-based videogames and watch SNL religiously.



# Written Concept



I'd like to create something fresh and innovative, sharable on social media. I plan to tell the story in the form of an interactive series of form fields (of varying types) for each security question. Ideally, the answers provided will have some sort of pay-off or ending feedback for the user, but if I can't get that working I'm going to have none of their answers read as correct and give them a button to 'try another question' every time. To maintain visual interest, each question will have a bright (potentially animated) patterned background or associated illustration, not necessarily perfectly related, though. Alternatively, it may be fun to dynamically change the content of some of the pages when a selection is made.

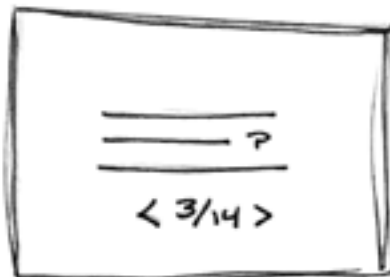


Sketches



# Sketches

## NAVIGATION

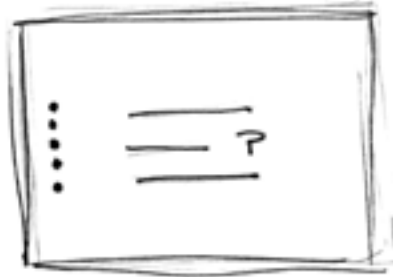


below



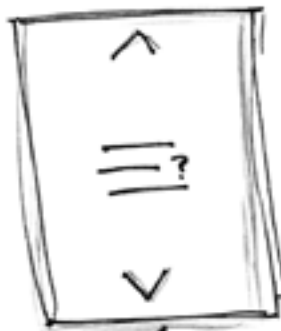
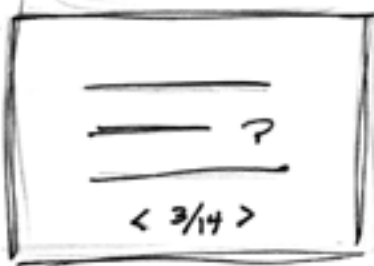
Classic slider

only appear as a submit button?



focus dots (5 @ a time?)

## RESPONSIVENESS



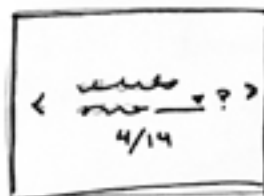
vertical nav?



TEXT SCALES  
w/ A MIN size of some sort?

## INPUTS

### DROP DOWN ▼



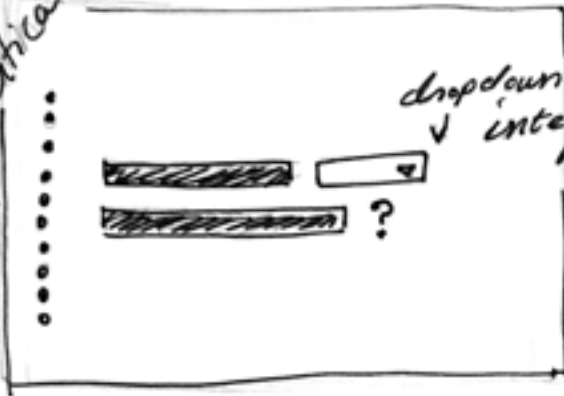
force them through questions?

### ENTER TEXT

full control of navigation

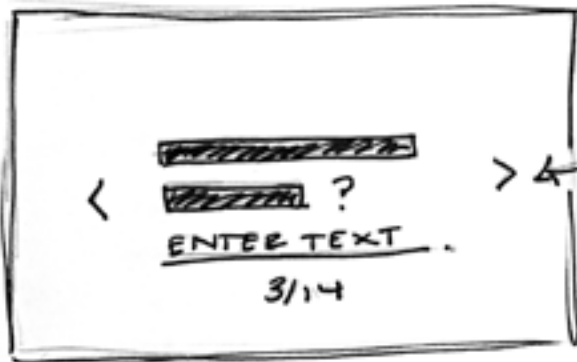
# Sketches

too many for vertical nav.



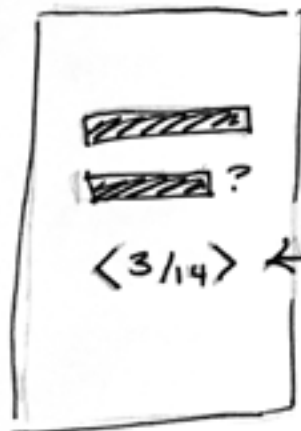
dropdown integrated into question

hoping to work on vertical centering (scale w/ v<sub>max</sub>/min)?



NAV BETWEEN QUESTIONS

dropdowns + fill in blanks



NAV MOVES.  
SWIPE ACTION?

might be awkward in chrome mobile