

Micro Interactions

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Interactive III

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Project Goal

Design interactions that go well beyond
'usable' to achieve 'delight' based on a brand.

These interactions will
be used on a kiosk.

- Clarity of purpose
- Discoverability and Affordance
- Status and Feedback
- Differentiated Functional States
- Suitable target size for mode of interaction

DC COMICS

An American comic book publisher that features iconic heroes such as Superman, Batman and Wonder Woman.

I wanted to my style to be Grandiose and Bold. The designs and animations will be loud, detailed, and sophisticated.

Moodboard

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Emotional Descriptors

Exciting
Grandiose
Audacious
Gritty

Visual Descriptors

Bold
Dynamic
Grungy
Illustrations



Styleboard

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Typefaces

Display, BUTTON

ANTON

48px, Regular

H1

Montserrat

32px, BOLD

Body

Montserrat

24px, Regular

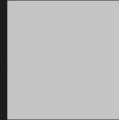
Colors



#191919



#0376F2



#C2C2C2

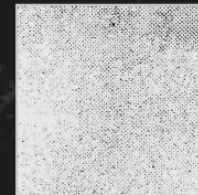
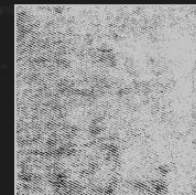
Styles



Icons



Textures



Basic Buttons

I wanted to basic button to have different hover states show the diversity of characters in DC Comics. The company is more well known for their characters rather than their brand.

Basic button

- based off of emblems
- diff buttons for diff heros?
- cycle through different states every time?

- tertiary!

comic

- cross hatch
- patterning
- sfx

skiffene

- sketch
- loirle
- color

Unity

- Hall of Justice
- Watchtower

- gray/white

- bold font

- wide vs tall?

Logos

- Flaps
- separate
- New logo
- Bold, right

Batman

→ Villains

- bats
- grapple
- Tech
- glare

Colors must be distinct to not confuse both heros

- too many? guess & profit

- Laughs
- Cards
- gun/knife
- flower

SuperMan

- red streaks
- strength
- fortress

Spikes Blood Hazard

(Sun Chape)

Wonder Woman

- lasso - stars
- sword/shield
- war (old)
- invisible plane

- The Red
- Magic
- Sports
- claws
- Speed

Main Flow?

① - Unity → Villian → Hero → Unity2
② - Button → Flap → Rip → Under Button
③ - Button → Sketch → Ink → Colored Button

active Hover Touch Selected

Primary/Secondary

① Text → [Sketches] → [Icons] → Text

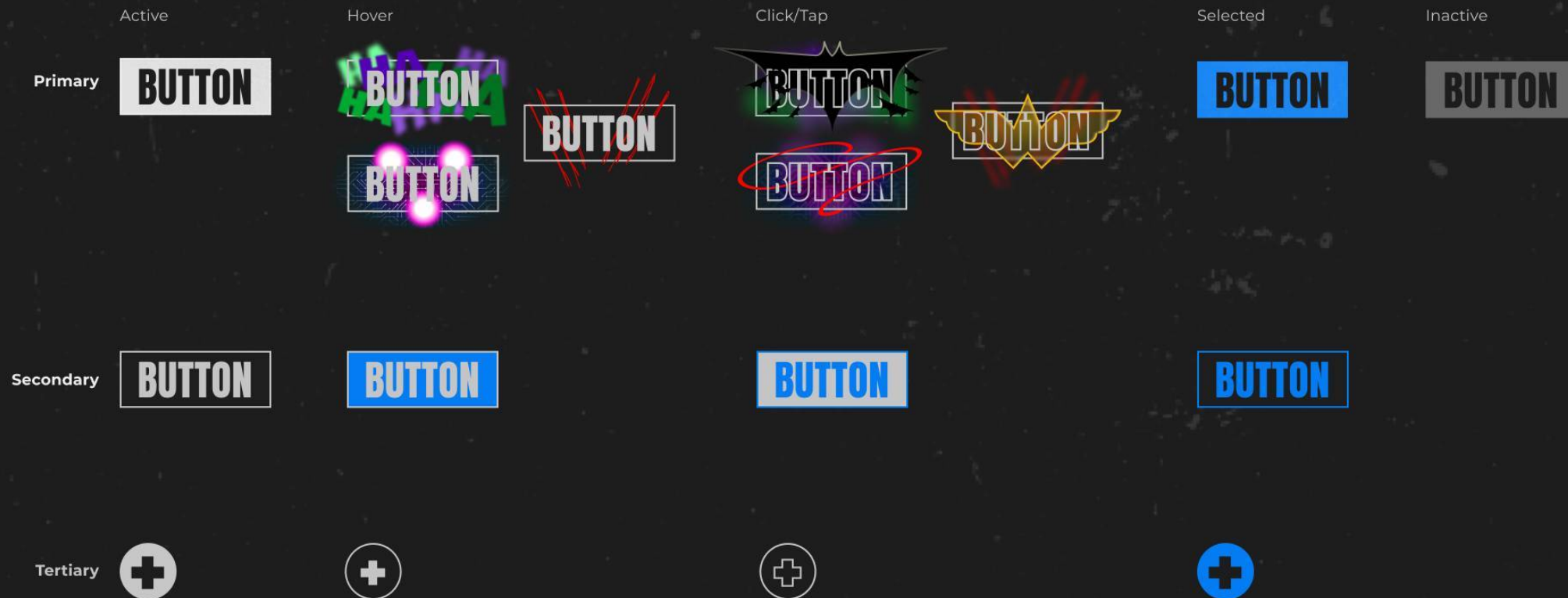
-inactive: more transparent

② Text → [Sketches] → [Icons] → Text

③ Text → [Sketches] → [Icons] → Text

Documentation

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Toggle

Based on the character Shazam, when the user clicks on the UI, the slider transform into the Shazam.

I wanted to keep the change simple while also showcasing as many DC characters as I possibility can.

Slider

Based on the character Firestorm, as the slider moves, the fire on his head gets larger

I do think that the head feels out of place compared to the other UI. The fire getting taller makes it harder to place to the UI that's high up on the screen.

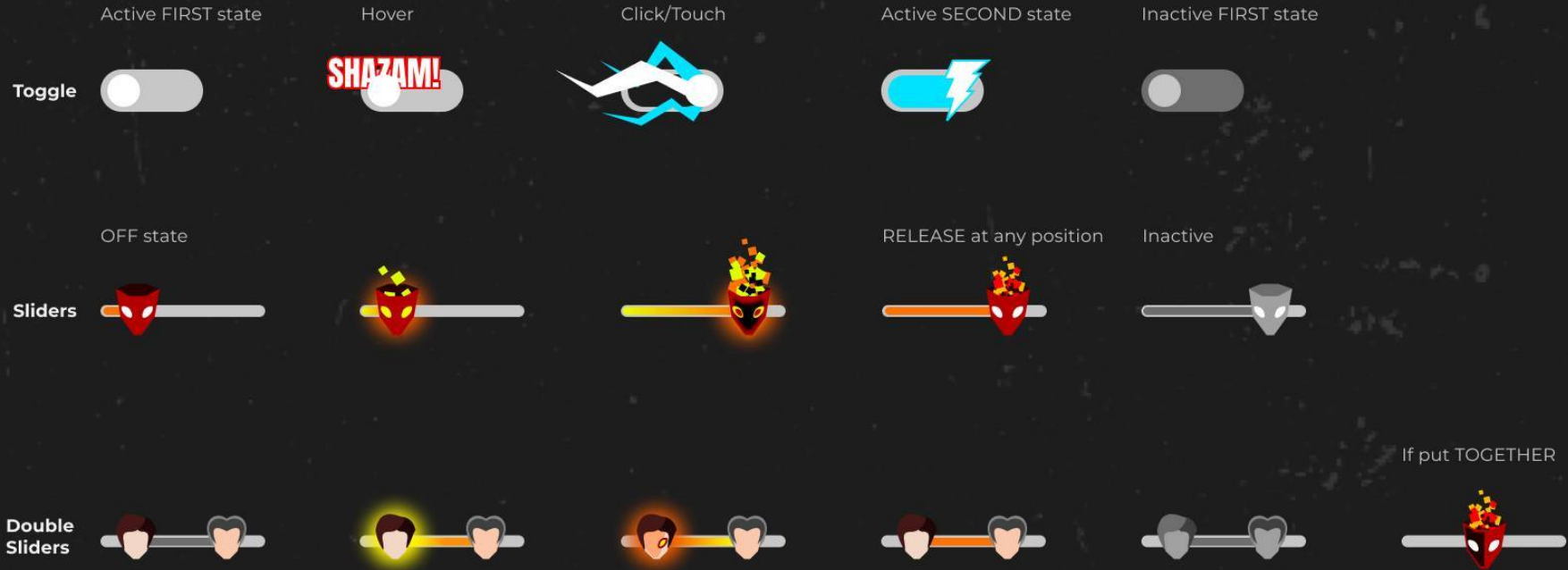
Double Slider

Based on the character Firestorm, the sliders can be used as both a range slider and a regular slider. The character Firestorm is made of two people and combing them to transform a double slider into a regular slider was an interesting idea.

I do think that the default states should be more generic to fit in wit the other UI elements.

Documentation

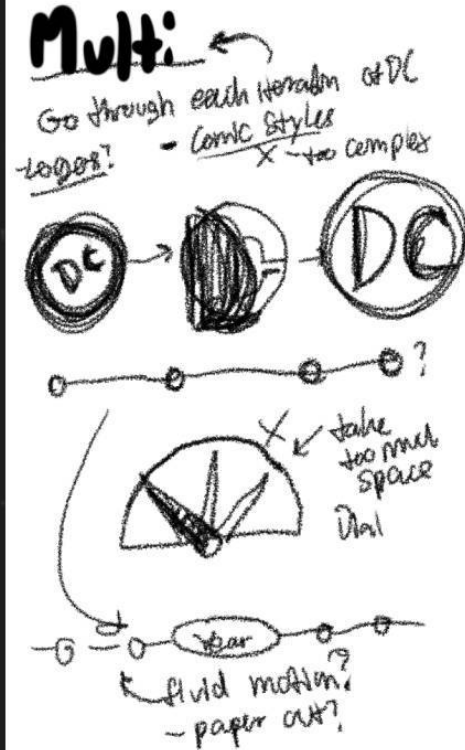
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Multi-Switch

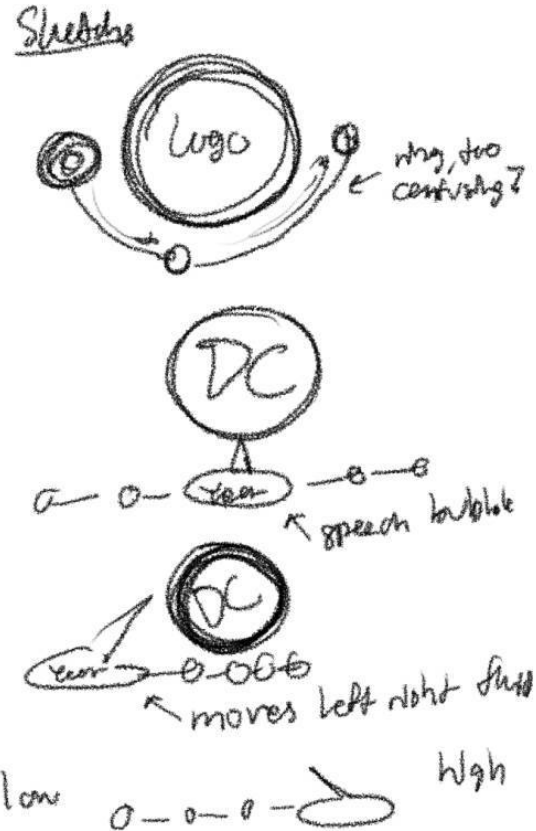
Inspired by DC's always changing branding, I wanted to allow the user to choose between each era. One thing that could be improved would be to show how the UI interacts the other UI on screen. This element is decently big and I'm worried about how reusable it is.

Sketches



Storyboard

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Documentation

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Multi-Switches

Active FIRST state



Hover



Click/Touch



Active SECOND state



Active THIRD state



Radio

Based on the character Cyborg, I like the idea of his uses of BOOM tubes as a potential hover state, His logo was in the shape of a radio button, making him the perfect fit.

The states and animations have to be keep simple since these UI elements are so information heavy.

Checkbox

Based on the character Darkseid, his Omega beams had great potential to be used as a hover state. His logo was also simple and a similar color to Cyborg's, that it group these elements with each other nicely.

The states and animations were kept simple since these UI elements are also really information heavy.

Toolbar



Based on the characters from the Green Lanturn series, each icon represents one of the lanturn corps. Text was placed under the icons to make it easier to understand where each icon will lead the user.



In hindsight, the icons might have been too unusual which may make it harder for the user to navigate.

Sketches

Radio Check Toolbar

Radio: Start w/ symbol?



Cyborg →  →  *more circular*

Fate →  →  *magic symbol?*

boom tube

appear w/ symbol

check Darkseid

 →  *too complicated*

omega beams?

glowing eye?

symbol instead?

suicide squad

spraypaint

too abstract


Toolbar







Justice League? (team based?)

- Teen Titans
- Birds of Prey
- Lanterns

more defined / less team switching

- 7 colors & 2 (black & white)

 *no similar colors & default colors*










Storyboard

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Storyboard




Radio

0 →  *boom tube* →  *cyborg symbol*

lines coming outwards

glowing selected




Check

 →  *honor* →  *selected*

omega beams animated (segmented)

- darkseid symbol


Toolbar

 →  *honor* →  *selected*

match the light spectrum

glowing ring in power

ring in full power



Documentation

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Unselected STATE

Radio ☐ Radio
☐ Radio
☐ Radio
☐ Radio
☐ Radio

Hover

☒ Radio
☐ Radio
☐ Radio
☐ Radio
☐ Radio

Selected

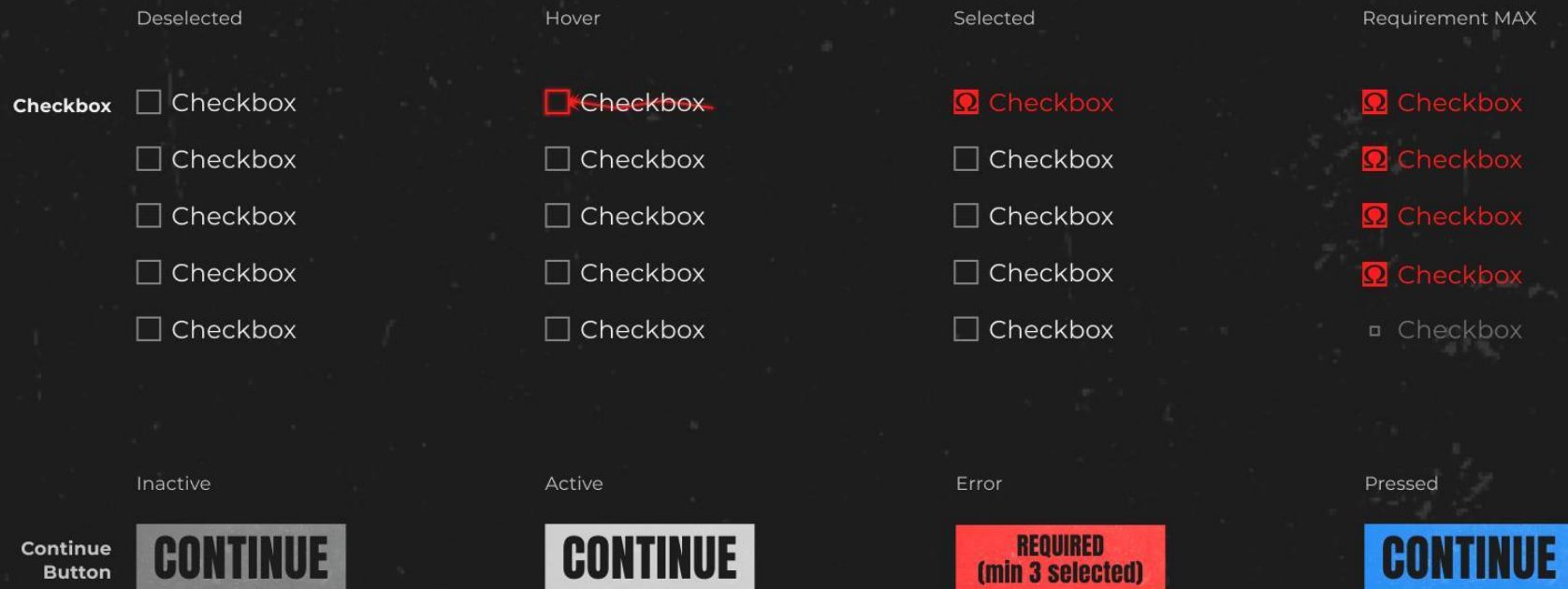
☒ **Radio**
☐ Radio
☐ Radio
☐ Radio
☐ Radio

Toolbar



Documentation 2

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Menu

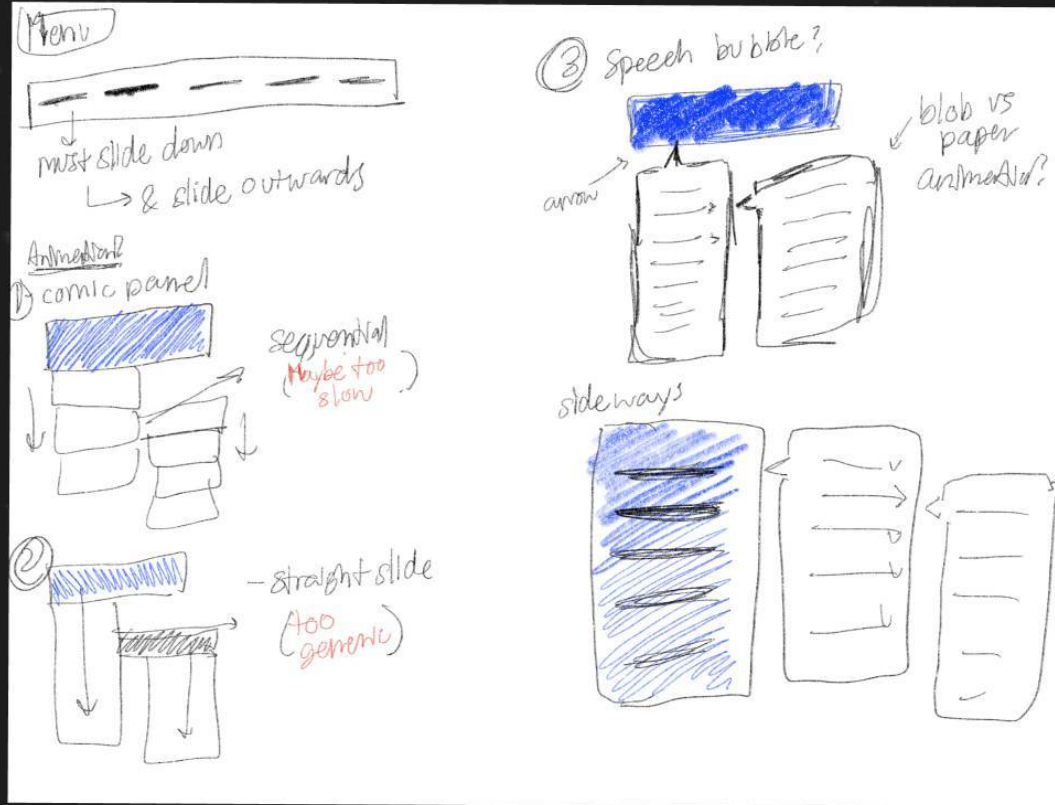
Since this will be information heavy, I wanted to keep the design simple and subtle. The only thing that will be embellished is the hover states.

Sitemap

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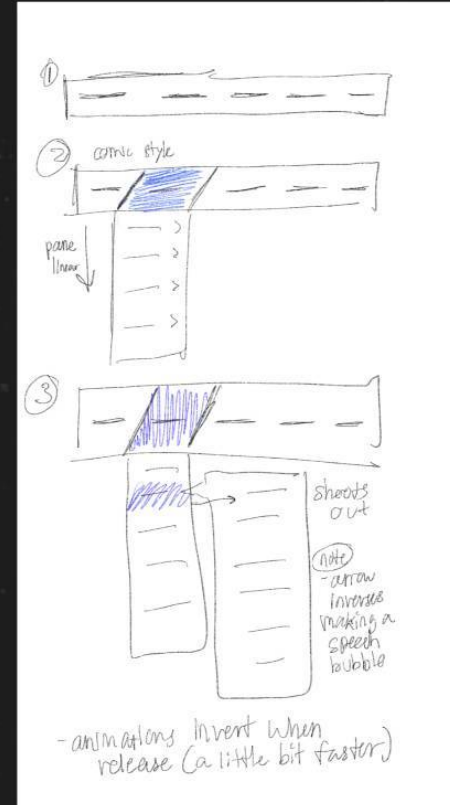
Comics			DC Infinite			Characters			Community			News
	Latest			Limited			Justice League			General		
		Future State			Vertigo			Batman			Fans Forums	
		DC Connect			Milestone Media			Superman			Collectors	
		Teen Titans Academy			Hill House			Wonder Woman			Merchandise	
		Sucide Squad			DCEASED			Flash		Youtube		
	Ages	Black Label		Trending	Supersons		Teen Titans	Green Lanturn			Comicstorian	
		Death Metal			DC Vault			Aquaman			Variant Comics	
											ComicsExplained	
		Infinite Frontier			Batman 2016			Robin			WhatCulture Comics	
		Rebirth			Milestone Returns			Starfire			Comic Drake	
		New 52			Batgirl Rebrith		Villains	Beastboy		Clubs & Events	Watchtower Database	
		Bronze Age			Harleen			Raven				
		Silver Age			Injustice			Cyborg			Watch-Alongs	
		Golden Age			Hellblazer			Aqualad			Club Rooms	
											Conventions	
	Franchises	DC		Free	Sensation Comics			Bane		Support	Q&As	
		Scooby Doo			All Star Comics			Lex Luthor				
		Hellboy			JLA			Circe			Tech	
		Watchmen			Justice League Rebirth			Professor Zoom			Troubleshooting	
		TMNT			Detective Comics			Atrocitus			DC Infinite	
		Mad Magazine			Action Comics			Black Manta				
				Pricing								

Sketches



Storyboard

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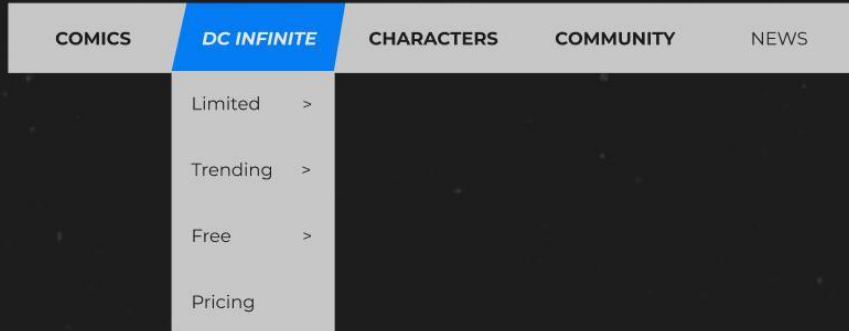
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Active

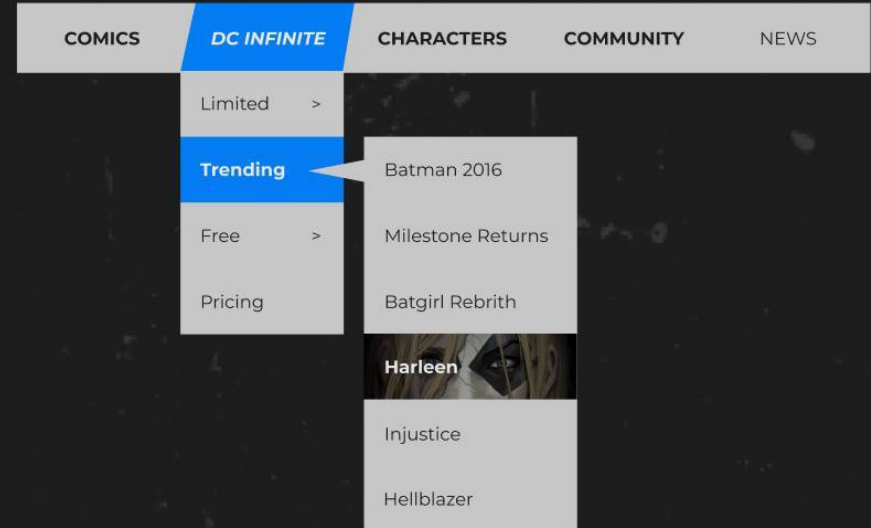
Menu



Sub-Categories



Sub-Menu

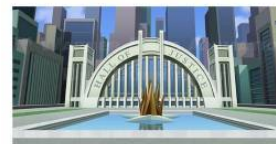
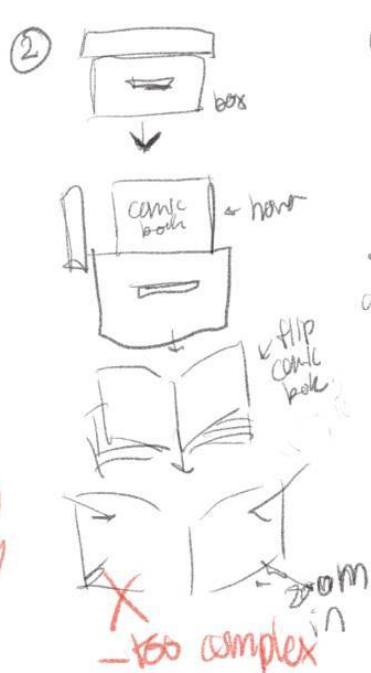
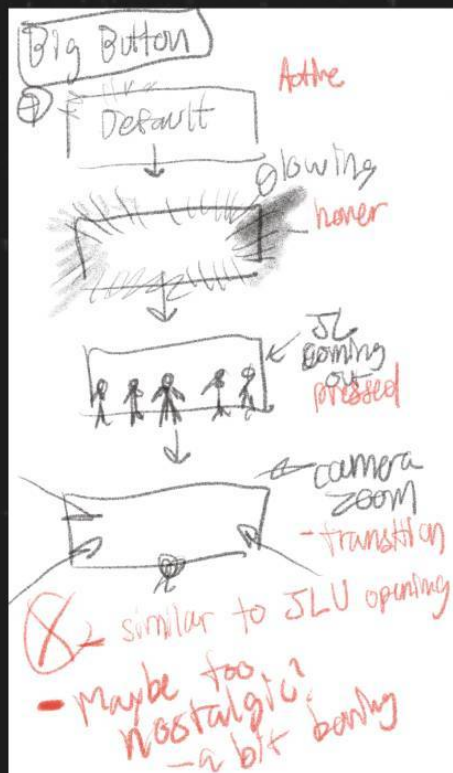


Big Button

The big button will be similar to the basic button at the start for consistency purposes. I wanted it to act as the gateway to DC Comic world.

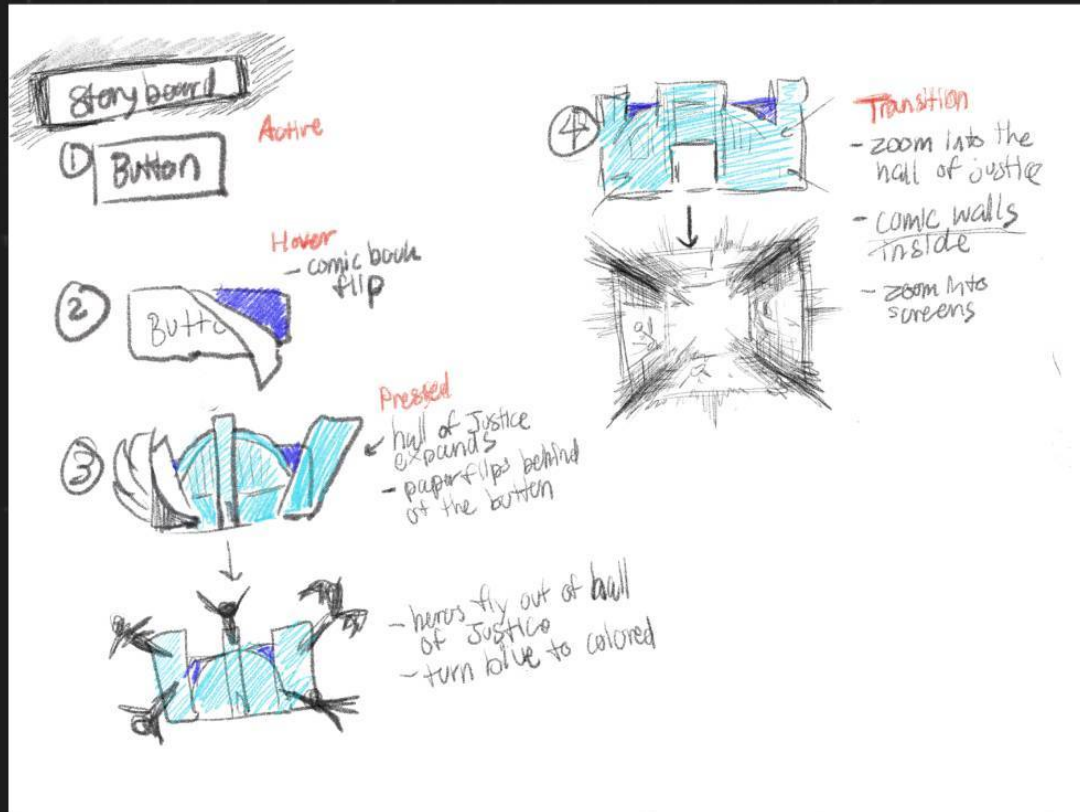
Sketches

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Storyboard

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Active

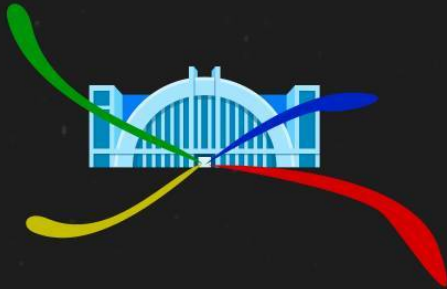
Big Button



Hover



Pressed



Transition



Progress

Based on the character Flash, the progress bar shows the character running to get to the Speed Force. To indicate the progress bar speeding up or slowing down, the character will change how he runs.

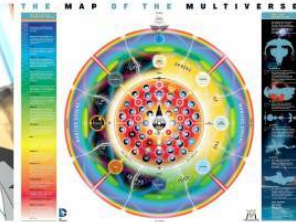
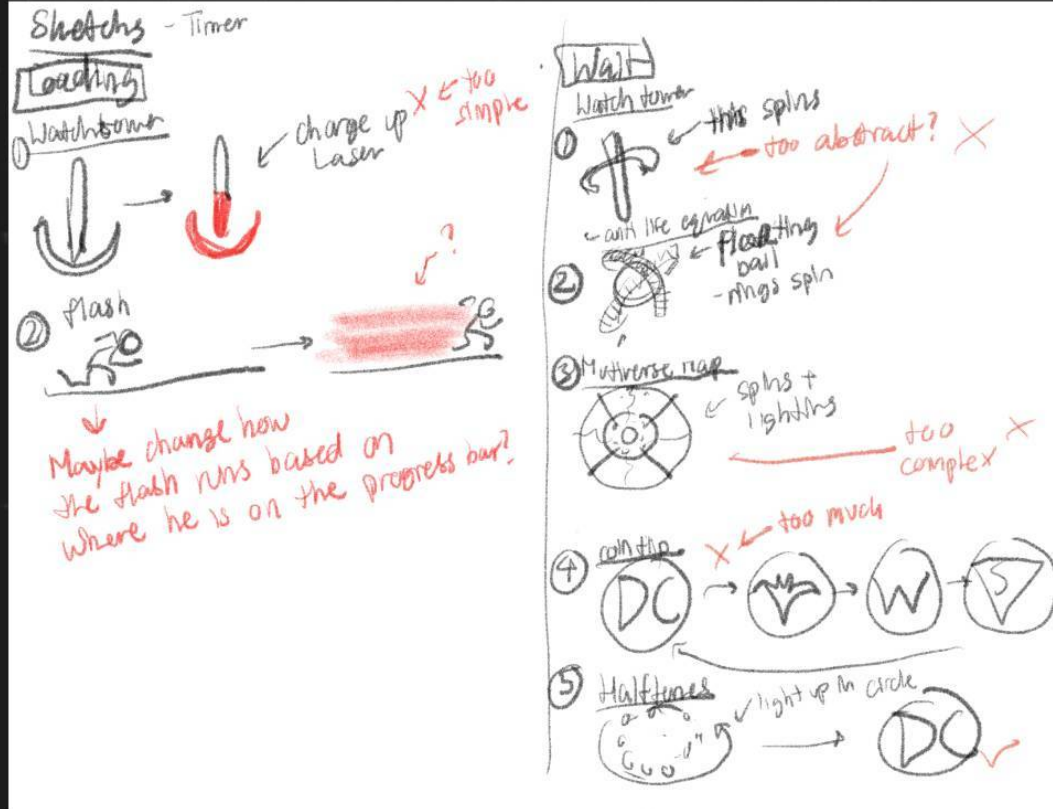
Wait

Using the current DC logo, the Wait indicator takes inspiration from comic's use of halftones. By combining that idea with an LED design, it keeps the indicator simple enough to not be too distracting but also interesting enough to notice.

The logo was used to enforce the branding since the wait indicator will be used a lot through out the UI.

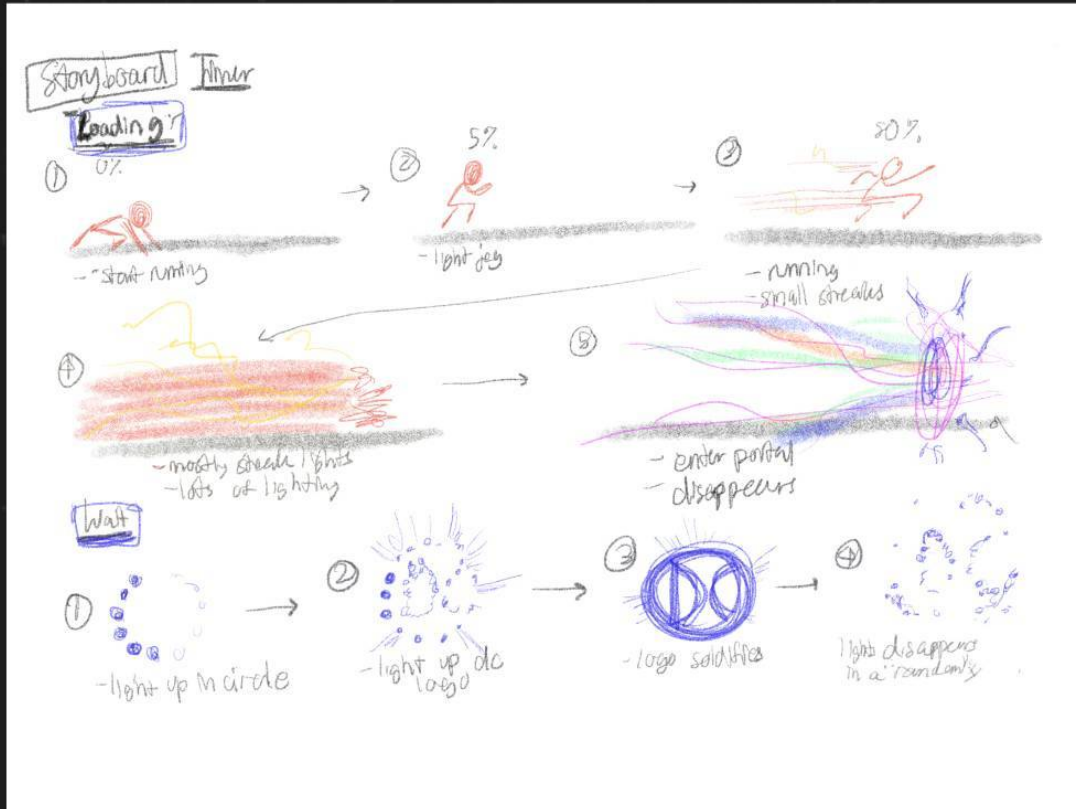
Sketches

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Storyboard

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THANK YOU

For reading my process document!