

Althea Marin Santos

DES 427 Interactive Design II

Design Brief

Prof. David Hurwich

24 September 2020

Howdy!

The Interactive Objects

Project Goals:

- For the user to mouse click multiple times and enjoy the mini graphics popping up to their screen
- For the user to enjoy the color, theme, and sense of vibe that is being portrayed once they mouse click
- Having the correct code when user tries the semi-final product, before final product
- Confirming color palette and theme - (old western with background)

Timeline:

- Brainstorming/Moodboard/Theme - September 7-18, 2020
- Preproductions (Design Brief, Persona, Flow Chart) - September 24, 2020
- Code process/Initiating Project - September 24-28, 2020
- Project Deadline - September 29, 2020

Target Audience:

- Age range - 7+ and older (all ages)
- More targeted towards ages 7-25 year olds since it's an interactive board

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Final Research Persona

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Emelia Ross



Demographics:

Age: 22

Occupation: Student, Part-time Resident Assistant
(Transitioned into Remote work)

Status: Single

Location: San Francisco, CA.

Income: 5,400/yr.

Bio:

- Born/raised in San Francisco.
- Received her associates degree from CCSF.
- Graduating from University of San Francisco majoring in Political Science.
- Works as an RA for USF's Housing Department.
- On weekends she wakes up before noon to start her day with a morning exercise and afterwards likes to cook a nice meal and spend time with her friends.
- Her weekends are very relaxed, but she makes sure she isn't too relaxed due to all the assignments she still has to finish and are on her mind.
- Affected by the COVID-19 pandemic, her routines and habits will change from going outside to working inside.
- She is aware that she may lose motivation here and there by not being consistent with her habits, so she may think of alternatives during her transition to class and work being remote.

Personality:

Extrovert	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Introvert
Sensing	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Intuition
Thinking	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Feeling
Unmotivated	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Hard-working

Habits:

She has an 8am to 12pm job from Tuesday to Thursday, every morning to noon. She likes to start her morning with a full cup of water and fruits. Two days a week she wakes up early to go jogging. She used to take public transportation habitually, but now she just tries to wake up before 10am since classes are online. Most of the time she makes her own lunch before another session of class or work. Sometimes after class or work, she likes to visit the park by her house to get some fresh air to relax and take a breather from all the time she's been inside. She manages to finish her assignments, study for her exams, and to sleep at around 10:30 or 11pm every night. As soon as she gets into bed, she likes to destress and play her favorite games on her phone and calls it a night.

Goals:

- To graduate and receive her B.S. in Political Science.
- Apply for full-time jobs and paid internships after her time at school, preferably remote.
- Have a healthy lifestyle while quarantining inside, but also to relax from time to time.
- Move to San Diego, CA sometime after she graduates.

Frustrations/Pain points:

- Having inconsistent information or too much information that is difficult to navigate.
- Spending too much time trying to find information or features that could be found in one place.
- Hard to understand information.
- Afraid there is not a lot of resources to receive during these trying-times.
- Not being able to take a breather and catch up with friends physically.

Start

Mouse Click
(as many times
as you want)

Cowgirl Hat & Boots Appear
(multiple times when mouse clicked)

May Change Color
(varies)

End

