BUILDER BUDDY

Process Deck

An **interactive 3D experience** that provides a library of step-by-step instructions to LEGO creations.

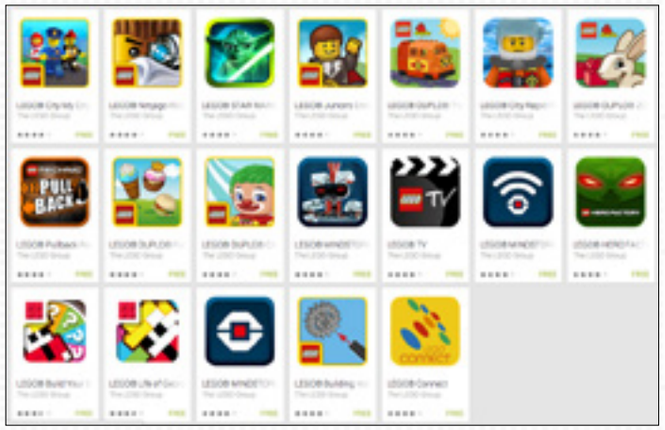
GOALS

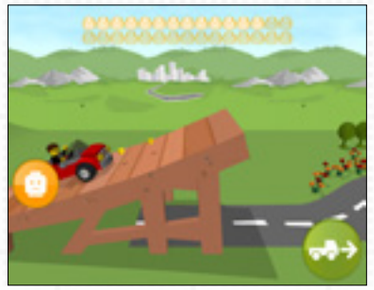
- Design an intuitive, scalable, and interactive application that allows for the presentation of complex data.
- Users should be able to find, filter, and sort the data easily.
- The experience should be engaging, simple, and fun!

TABLE OF CONTENTS

To start off, I looked into what LEGO is like **today.**

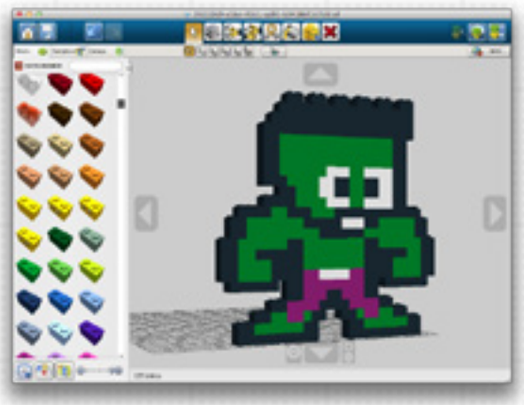
What is their branding like? What kind of applications do they have? What's the overall style and feeling they're going for? What I found was that they're not very consistent, and the brand is surprisingly sporadic and incohesive.





However, I did discover a few consistencies:

- A blue, grey, and white color scheme was used in many of their user interface designs.
- Sans-serif typefaces were always used.
- Vibrant colors were used to display a playful nature.
- Children are definitely the target audience.



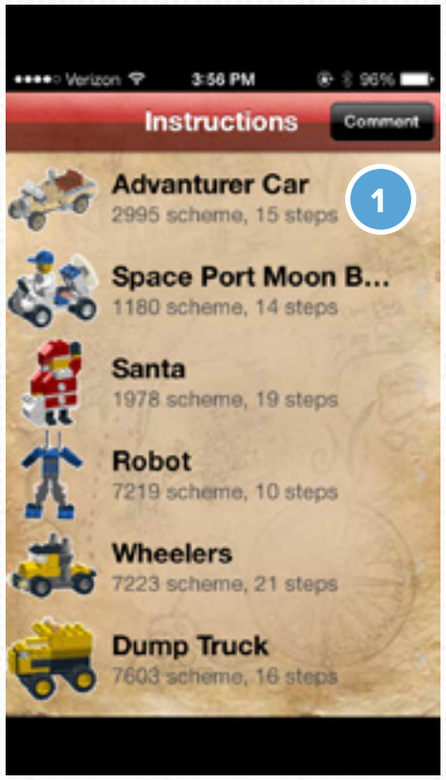
LEGO Instruct

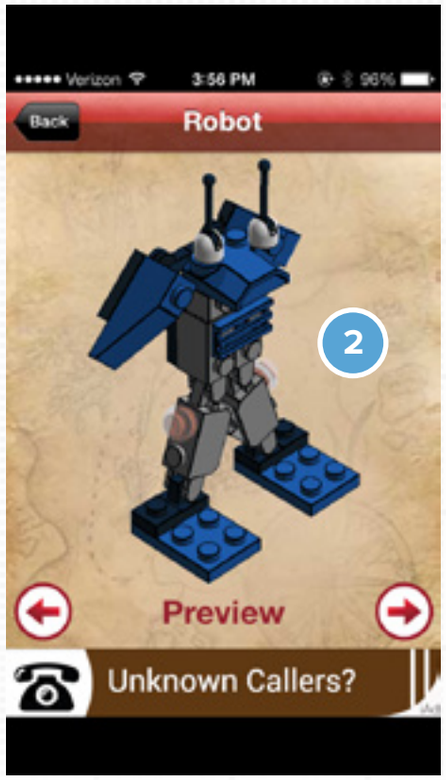
One app exists in the market that directly competes with my concept. It's nothing special, but I was still able to pull some ideas from it.

1. The app begins with a scrollable library of available instructions. Along with the name of the creation, it also includes the scheme number (?), and the number of steps.

2. Once a build is selected, it immediately transitions to a larger preview. Arrows at the bottom indicate progression.

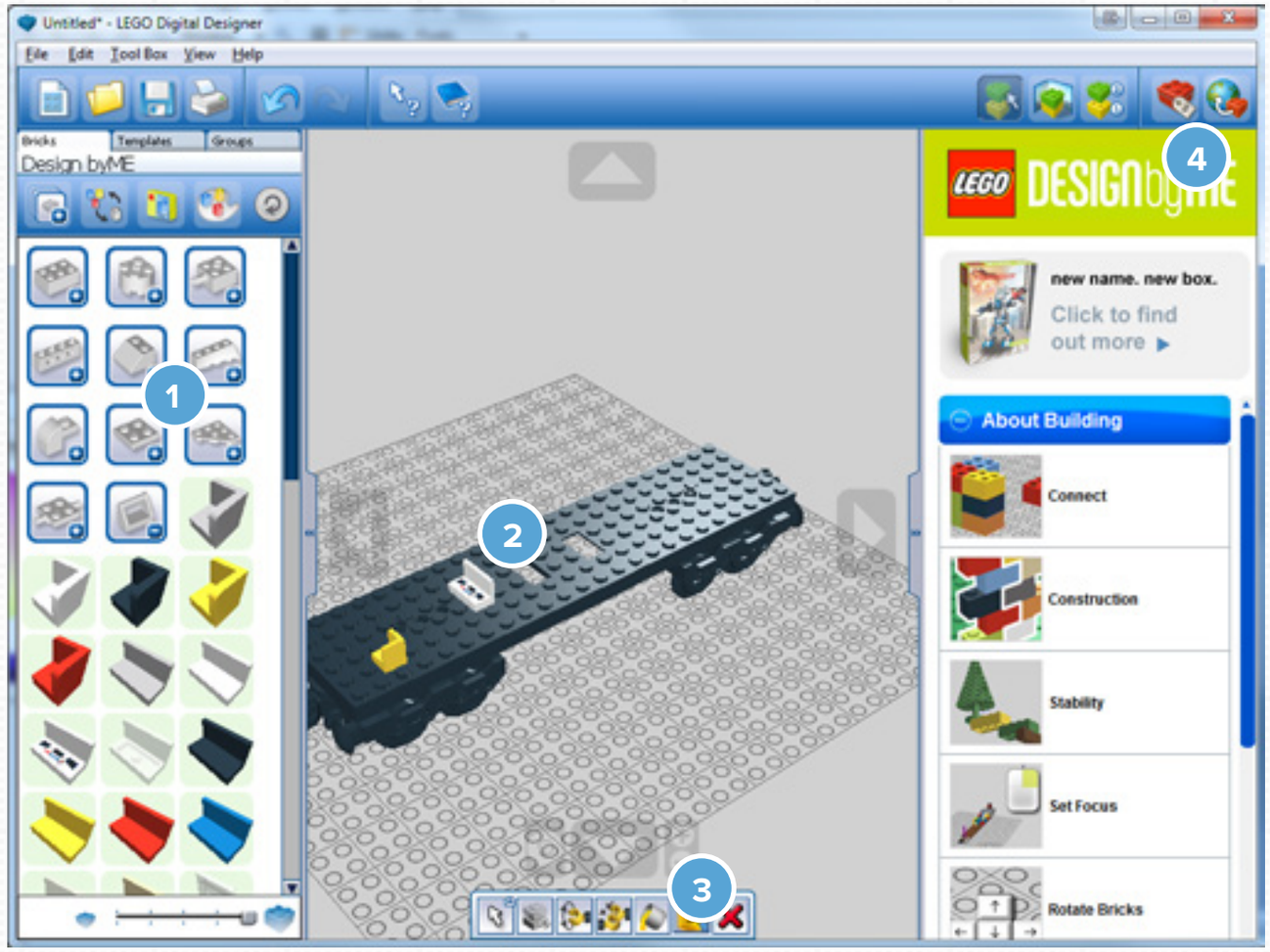
3. From then on, it shows you step-by-step instructions with LEGO graphics, and an indicator of the steps left at the bottom.





LEGO Digital Designer

An application that allows users to digitally build their own LEGO creations.



1. LEGO pieces are always displayed on the left. Navigation through these pieces is based on hierarchy. The white pieces are basic shapes, and then once selected, related pieces are displayed below by color.

2. A large display in the middle of the application brings immediate attention to the build.

3. Selected tools are needed for nearly every action, which can become cumbersome and frustrating.

4. Users can share their build once it is completed.

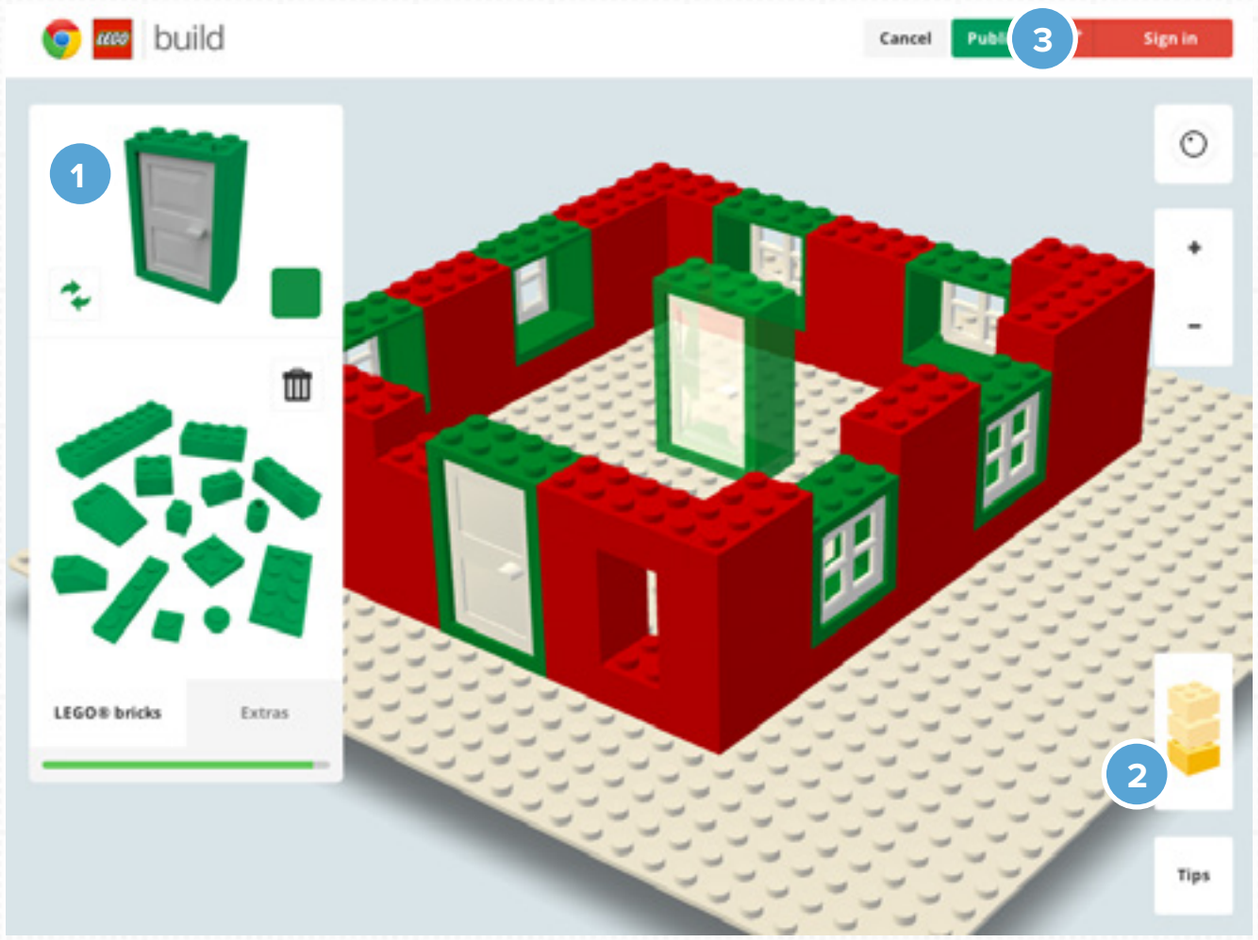
Build with Chrome

A well-crafted and intuitive application for building and sharing LEGO creations.

1. LEGO pieces are displayed on the left, with a larger piece indicating what is currently selected.

2. Different views are available to see the build from different perspectives.

3. After signing in to Google+, you publish your build and share with others.



Target Audience:

Children ranging from 5 to 12 years old looking for new creative experiences with their current LEGO collections.

DREW

12 years old

Boy

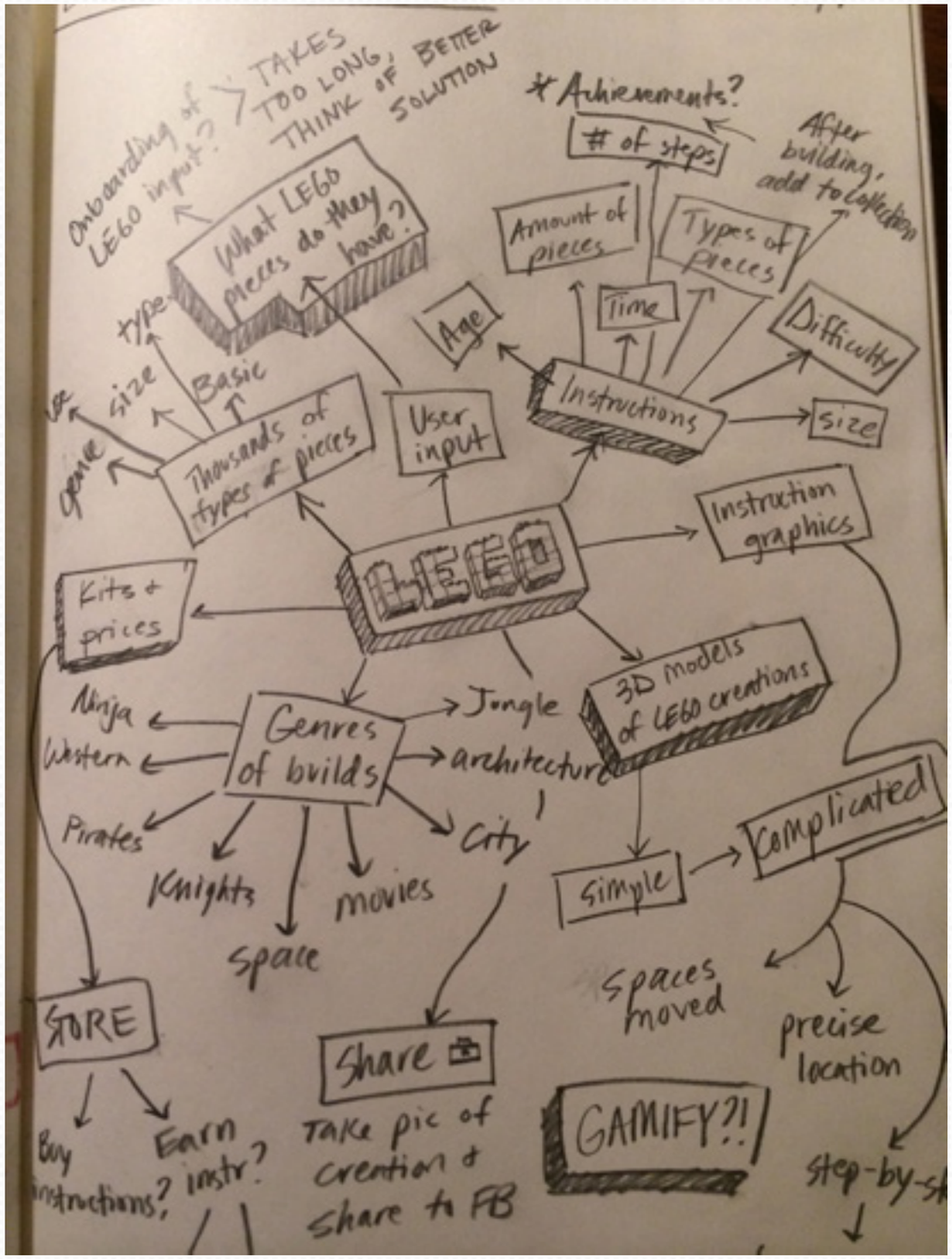
- Is a 4th grade student at a public school in Rochester, New York.
- Loves superheroes and sports.
- Owns a very large collection of LEGOs inherited from his older brother.

ELIZABETH

6 years old

Girl

- Is a 1st grade student at a public school in Los Angeles, California.
- Loves Barbies, dollhouses, and princesses.
- Owns a small collection of LEGOs that she enjoys playing with often.



Feature Brainstorm

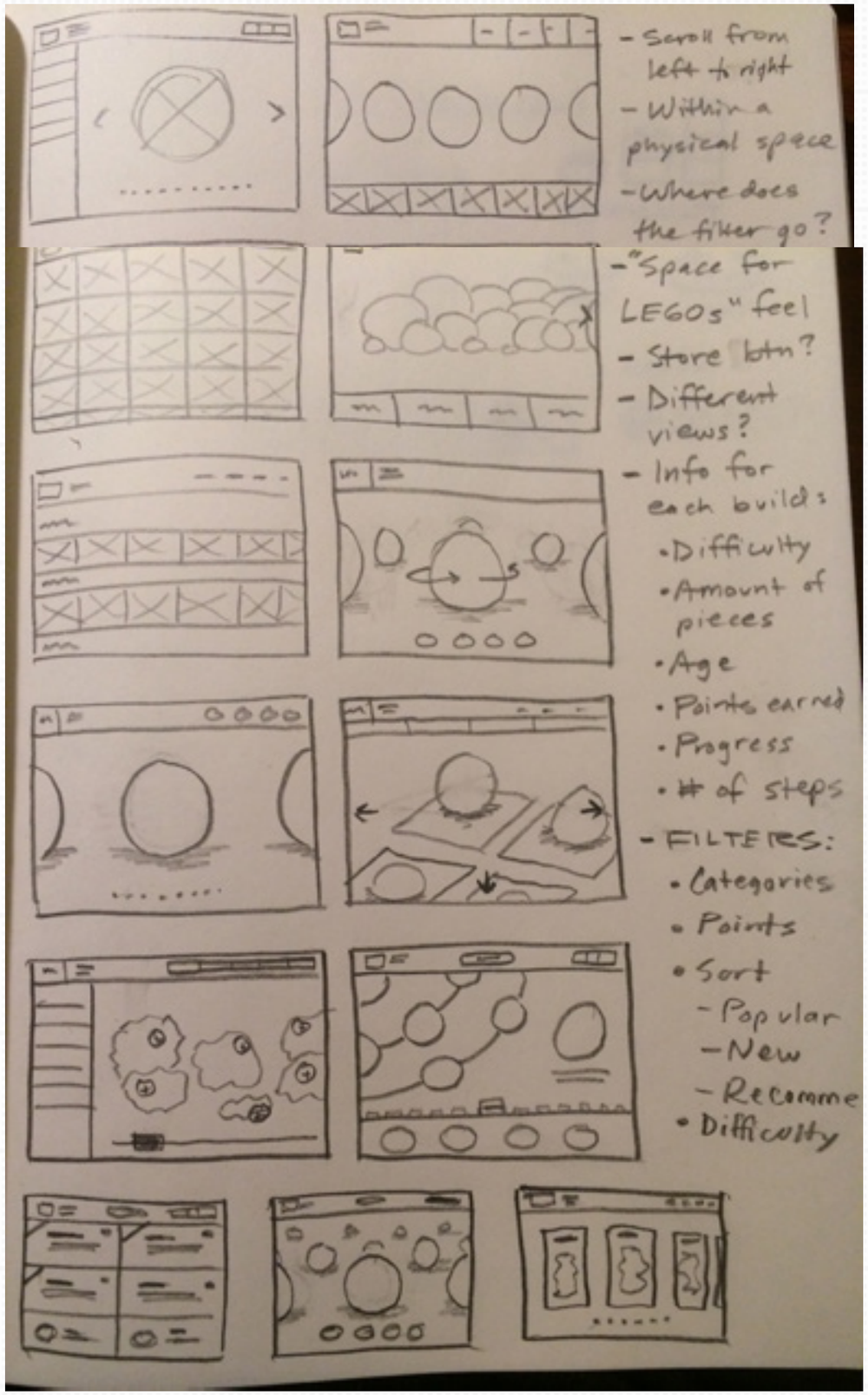
What kind of features will my application have? Will there be achievements for finishing builds? Do users buy instructions or do they unlock them? What will the filter consist of? A few of my final conclusions included:

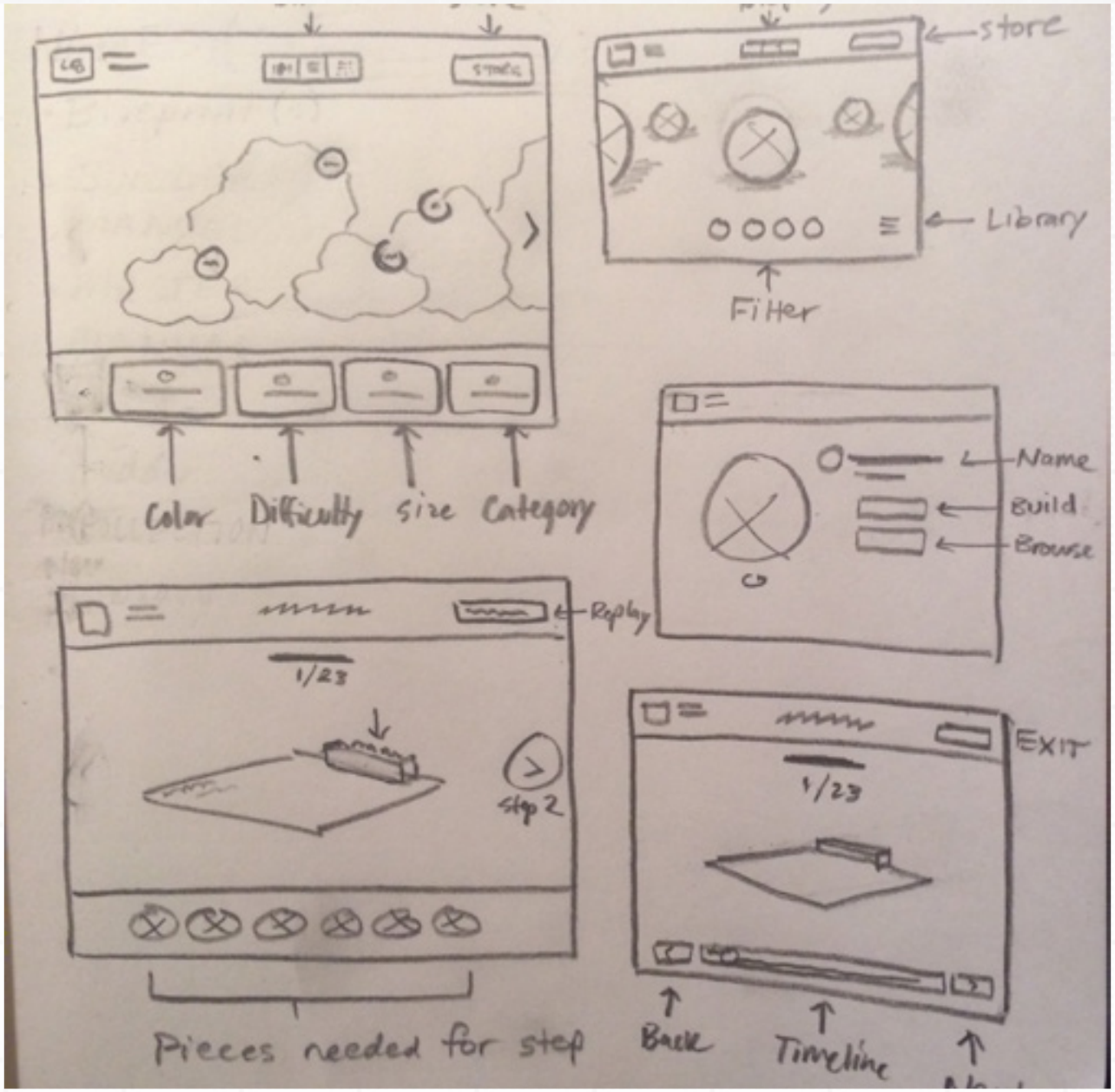
- Different views of the builds. Ie: slideshow, list, or grid.
- Filter: Color, Difficulty, Size, Category
- Social capabilities
- Animations for each step of the instructions
- Indicators for “New”, “In Progress”, or “Untouched” instructions

Thumbnail Wireframes

The next step was to get a feel for the experience. I wanted it to be simple, spacious, and attractive, like looking into a big box of LEGOs.

I played with different views of the models first, which was primarily focused on a carousel navigation concept. As I continued, I wrote down any ideas or questions I had as I went along.





Final Thoughts

Once I had a pretty good understanding of which direction I wanted to head in, I drew some final ideas before jumping into the hi-fidelity wireframes.

I declared the location for the filter, the navigation of the 3D models, and the workflow that I would eventually show in my prototype animation.

WIREFRAMES - HI-FIDELITY

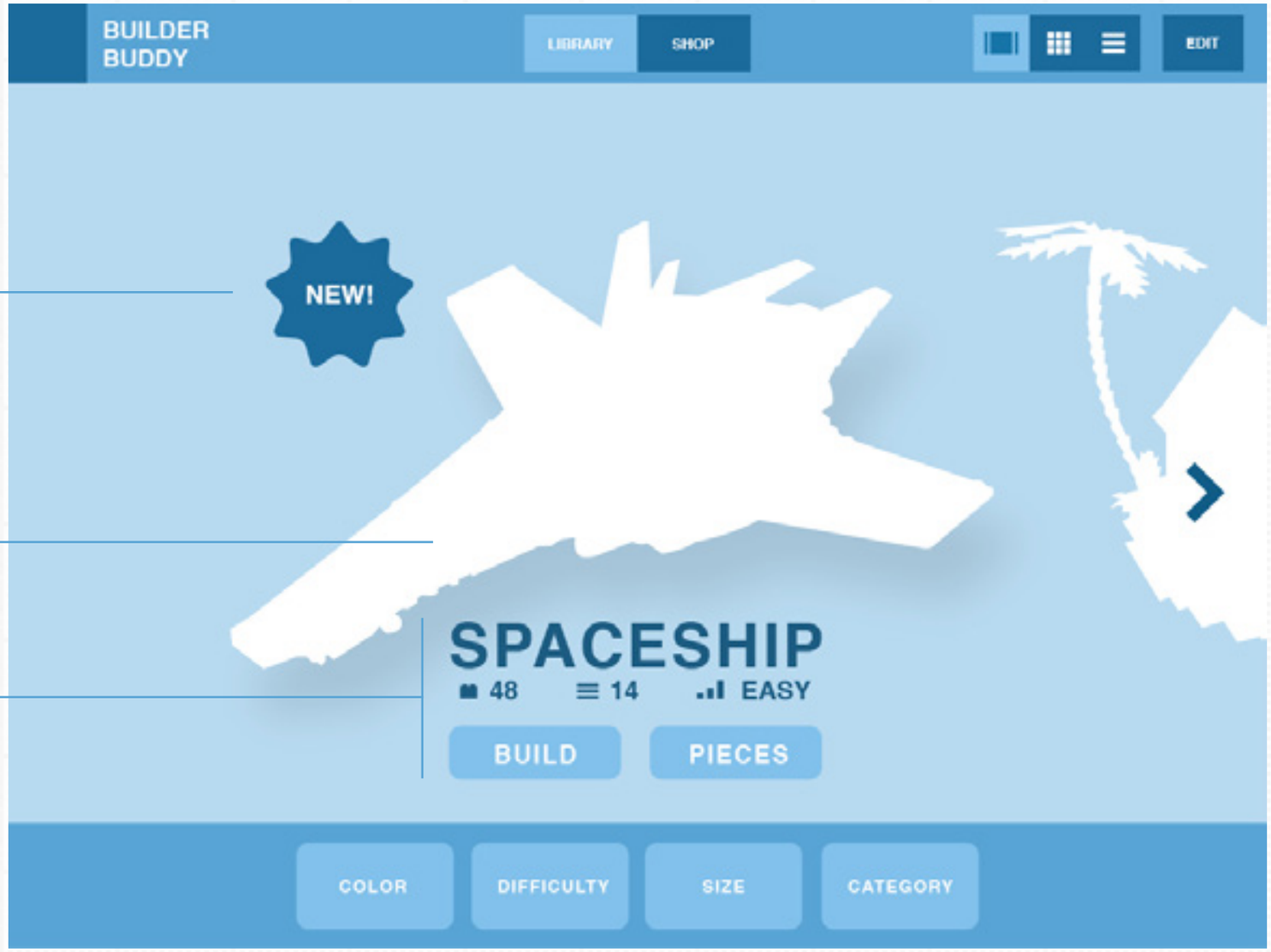
Users can navigate either their Library of instructions, or search the Store for more.

Enable different views of the builds, including slideshow, grid, and list.

The Edit button allows users to delete instructions from their library.

One of three indicators: New, In Progress, and Neutral.

Another model and arrow icon indicate the user can swipe left and right to navigate through builds.

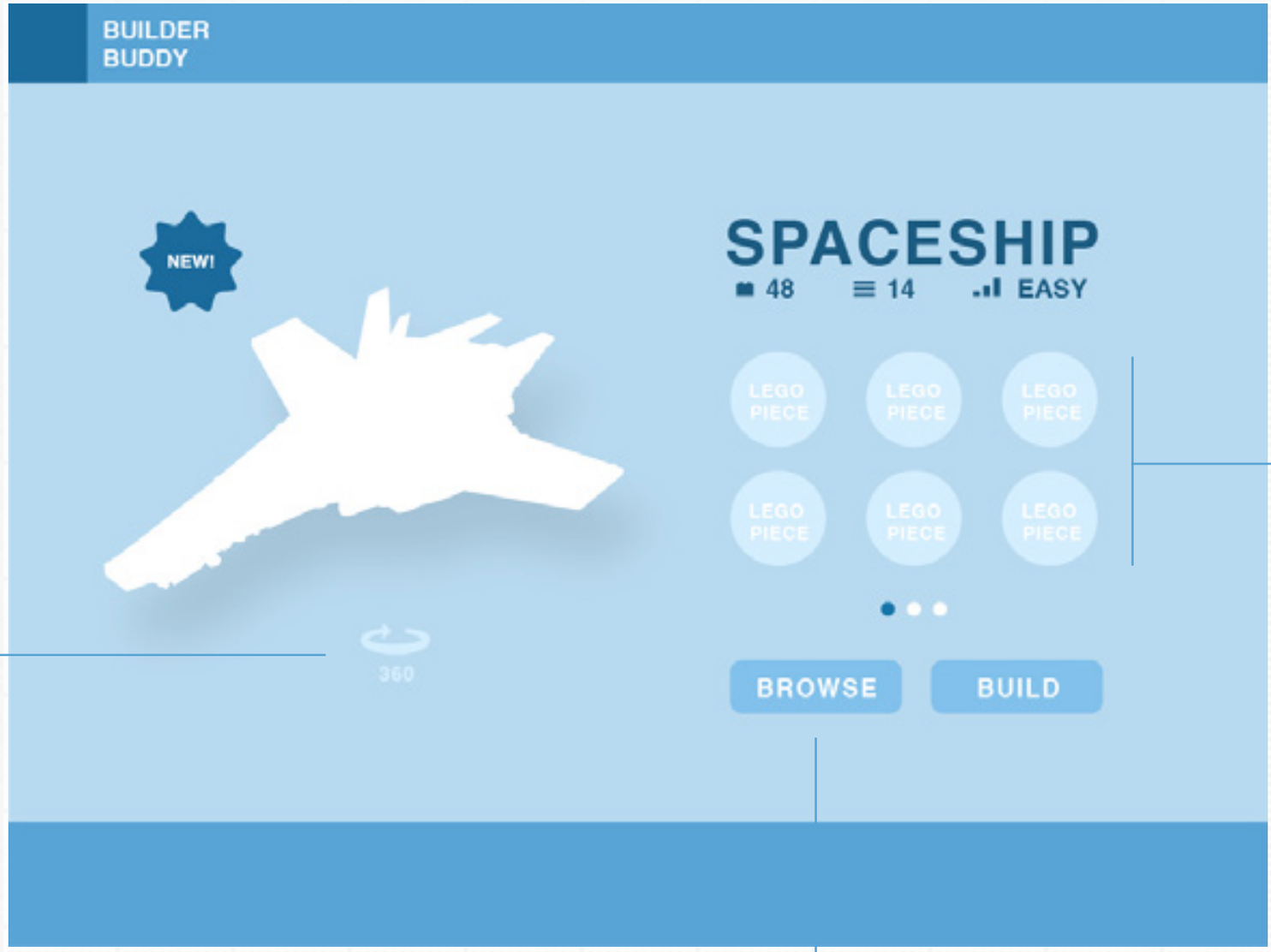


Large 3D model of the LEGO build.

Information about the build is displayed underneath, showing number of pieces, number of steps in the instructions, and difficulty. The user is also prompted to start the build or see the pieces that are required.

Filter controls will appear above the buttons once one has been selected.

WIREFRAMES - HI-FIDELITY



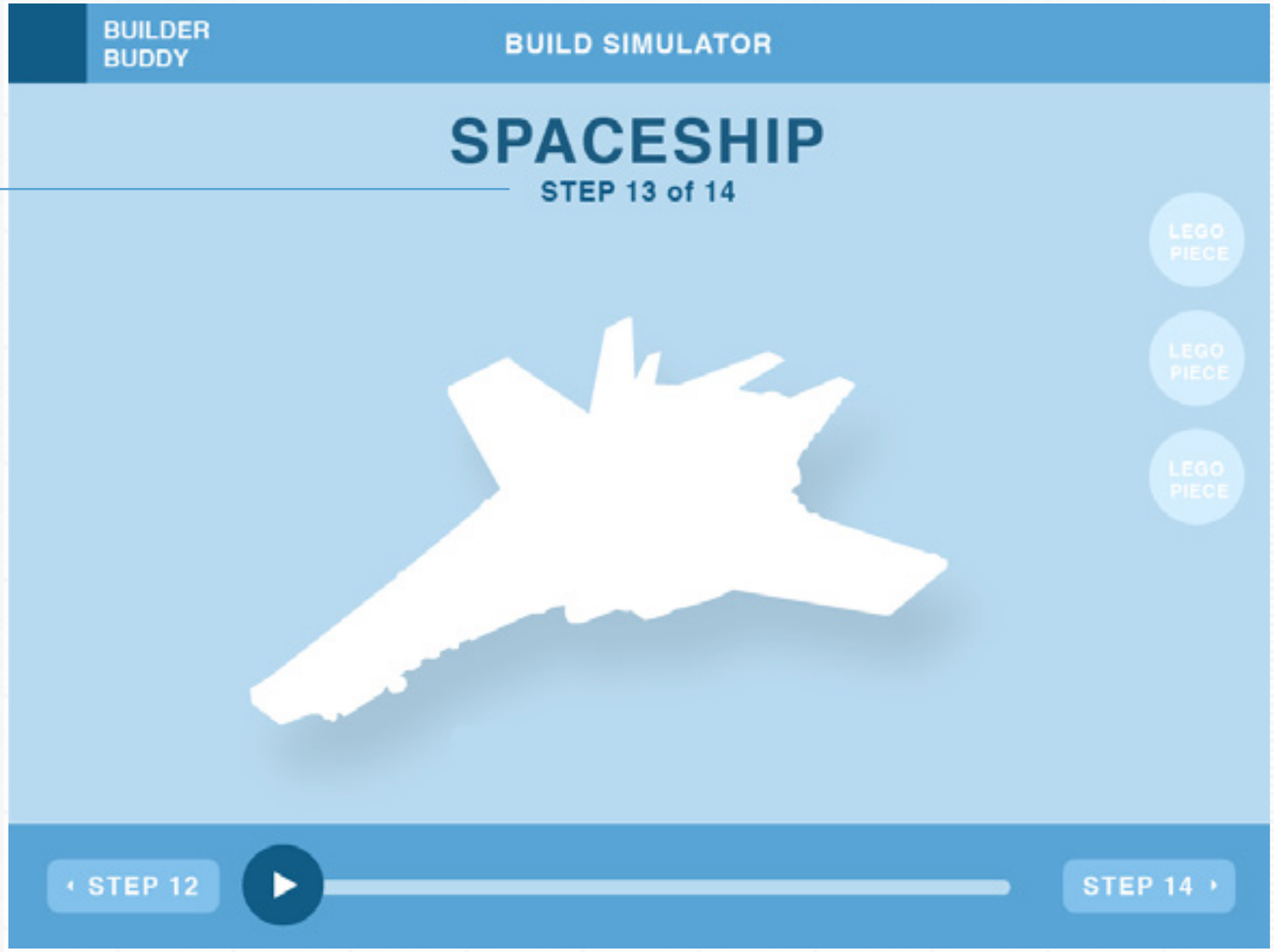
Required pieces are shown in a grid format, and can be navigated by swiping left and right.

The user can do a full 360 degree rotation of the 3D model in order to get a better view of the build.

Users can go back to browsing their library, or continue on to the instructions.

WIREFRAMES - HI-FIDELITY

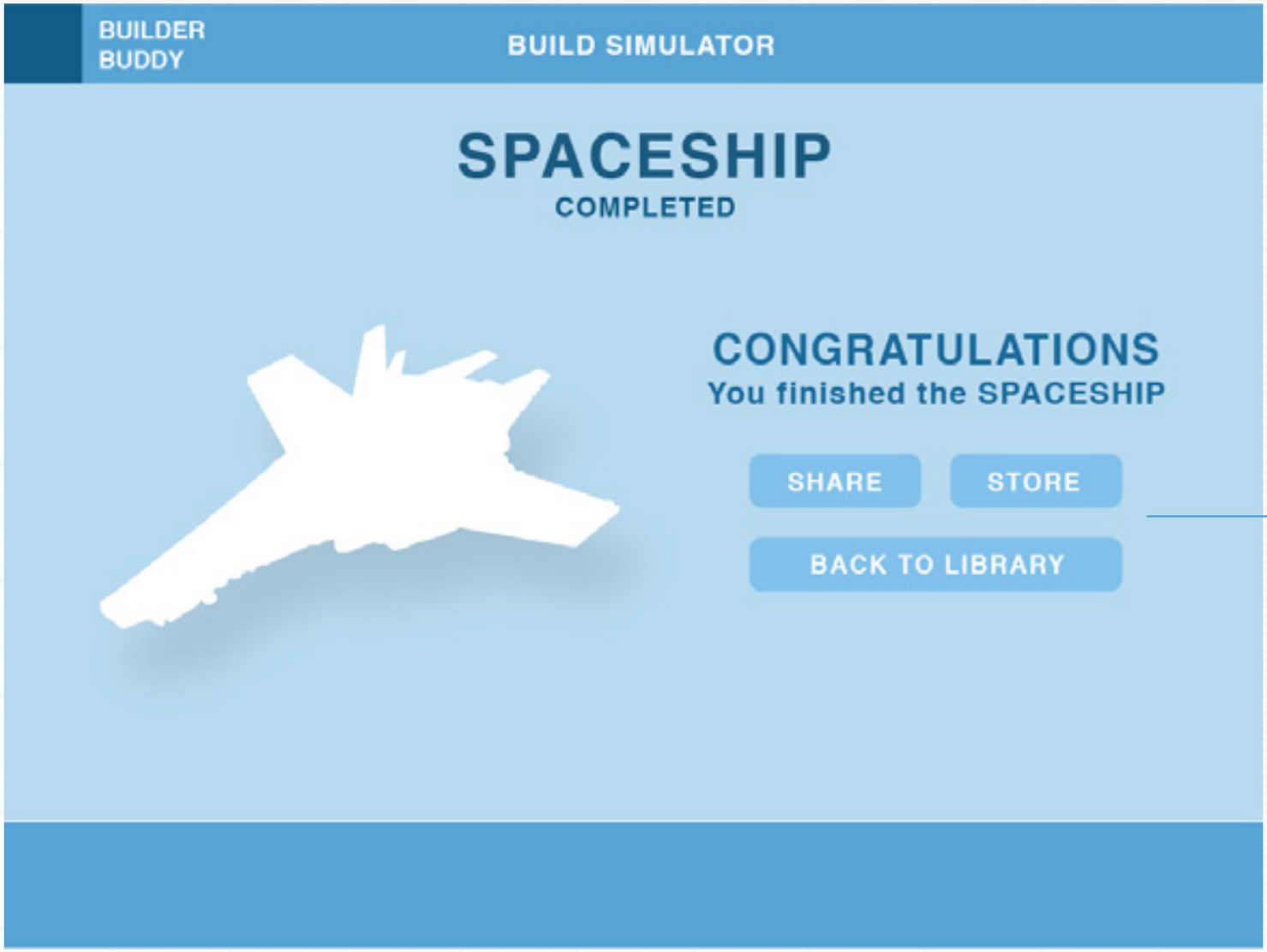
The current step is shown below the title of the build.



Pieces needed for the corresponding step are shown on the right side of the screen.

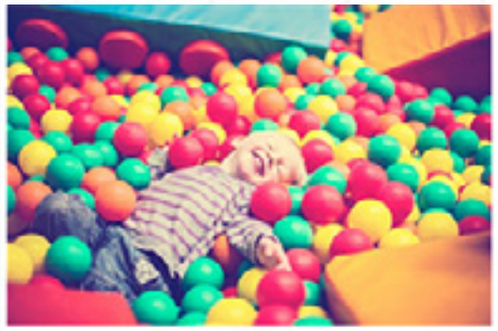
Users can navigate forward or backword through the step-by-step instructions.

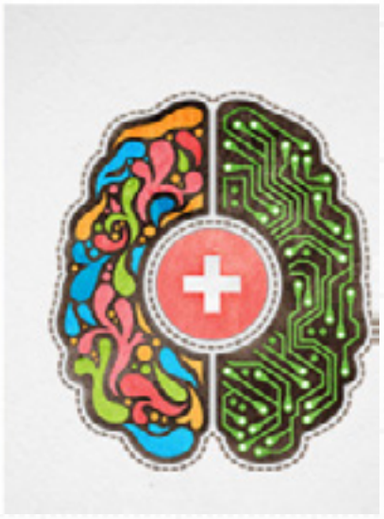
The animation explaining the instructions will play automatically, but users can pause, rewind, or replay.



After completing the build, users are prompted to share a picture of their creation, shop the Store for new instructions, or go back to their library.

DESIGN - MOODBOARD



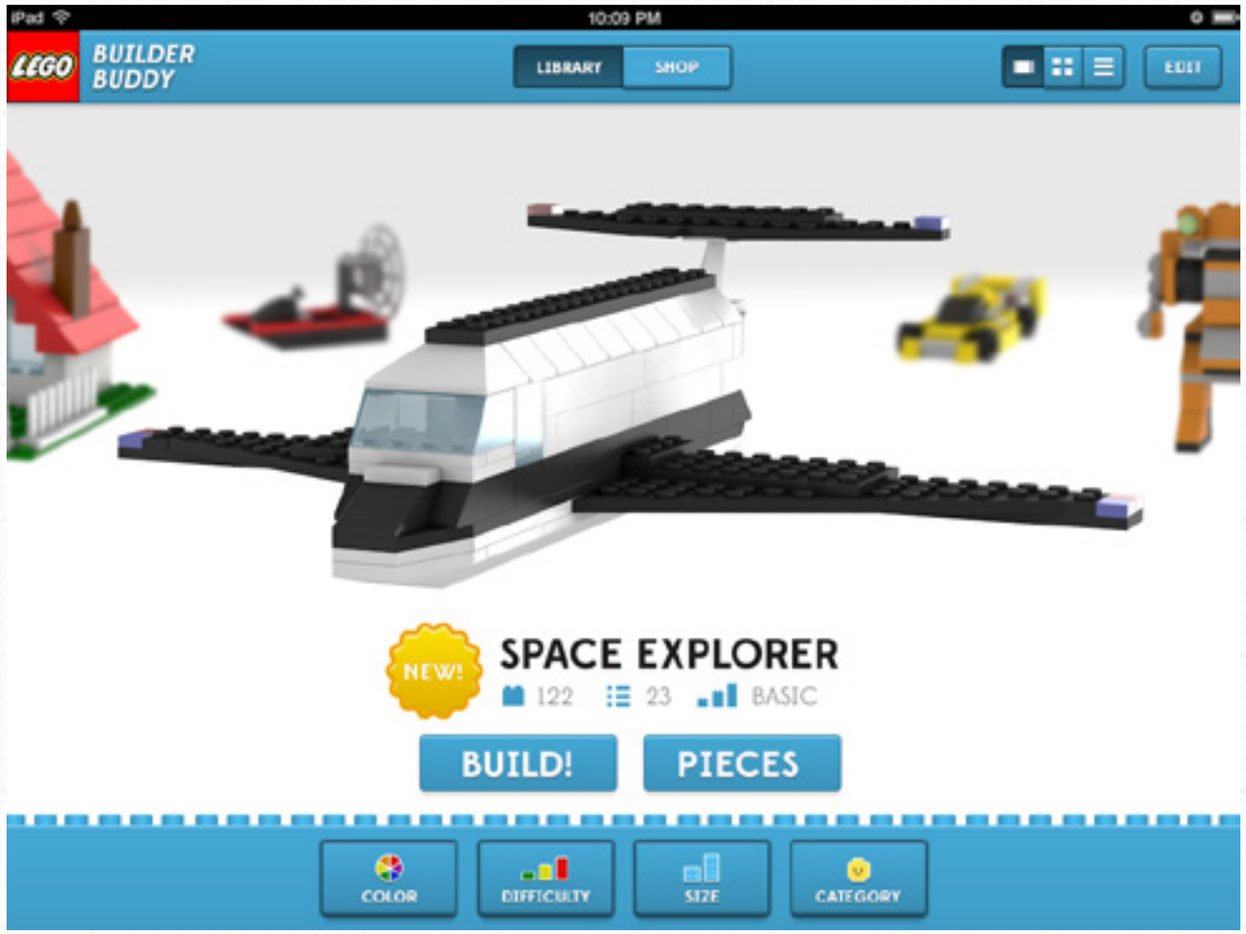


little life kid life

Round #1

The initial design was headed in the right direction, but something wasn't quite right...

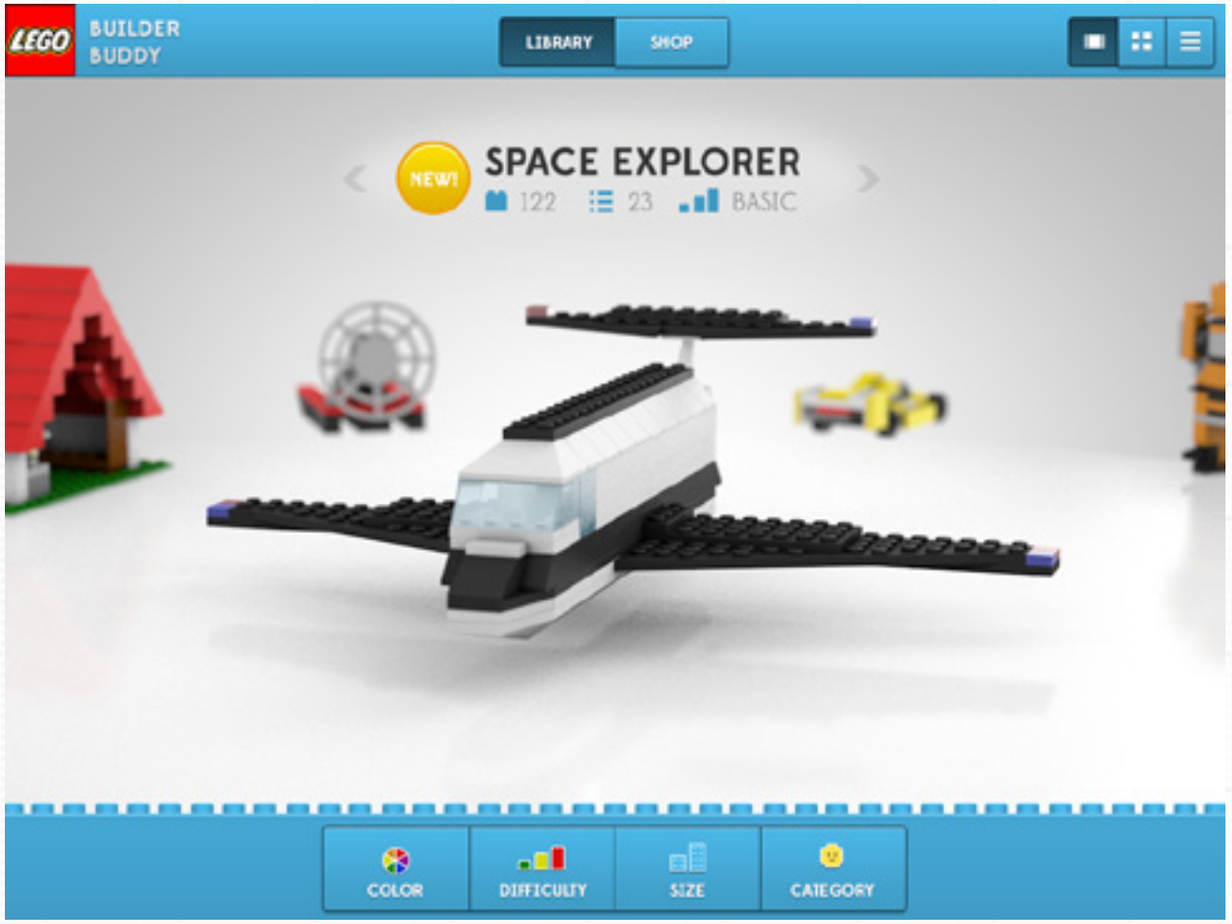
- It's too cramped and confined, there is too much going on.
- The information below the 3D model is too small.
- The skeumorphism of the buttons and LEGO pegs are too exaggerated.
- The environment of the builds is dark and lifeless, the grey tone feels boring.



Round #2

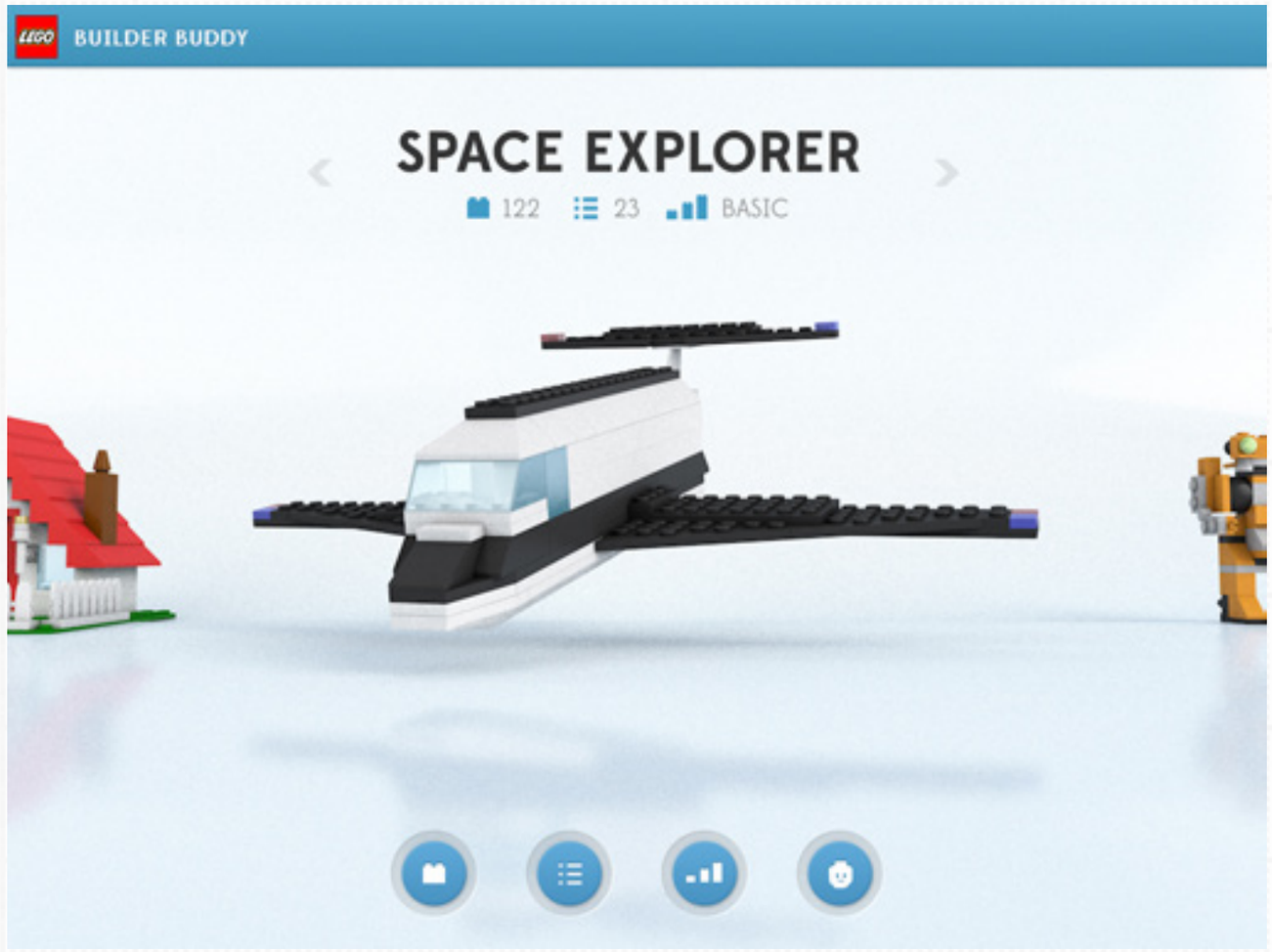
It's getting better, but again, the aesthetic just isn't working. Also, let's scrap the Edit button, there's no use for it. In fact, maybe it's time to scrap a lot of things.

- Still feeling pretty cramped.
- The information above the 3D model is better, but still feels small.
- I flattened the buttons a bit, but it's less profound now.
- I added shadows to the builds to add more depth, but it feels even duller.



Round #3

OK, now we're getting someplace. It's much more spacious, those blue bars were taking up way too much space.



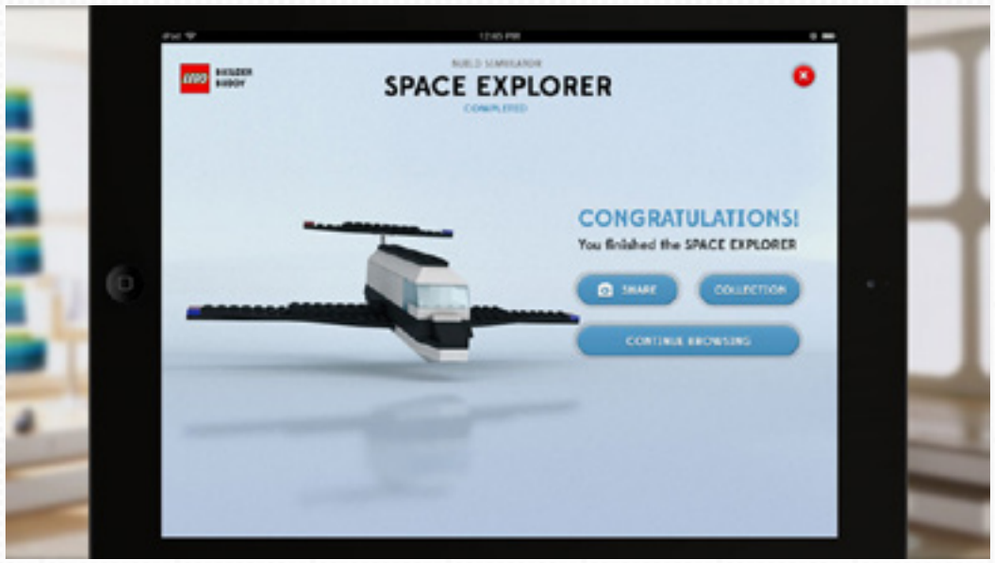
- The floating UI is much better, there's so much more space! Overall it gives it a much more pleasant feeling.
- The environment now has a hint of blue and the reflection adds a great touch.
- Instead of "Color" in the Filter, I switched it to "Amount of Pieces".
- Extraneous features have been scrapped. The app must communicate simplicity!

Final Round #4

Finally, something that feels open, simple, and colorful.

- Pagination icons have been added in the bottom right to indicate the number of builds in the users library. Being in the bottom right, it feels almost like page numbers of a book.
- The filter was moved to the left in order for a more well-balanced composition.

DESIGN - FINAL COMPS



By **engaging** young minds in an exciting interactive application, LEGO Builder Buddy will introduce a **new, original, and creative LEGO experience.**