Project Summary

Dinamundo is an iPhone app that uses mobile technology to connect people through fun, light-weight moments. I was the interaction and visual designer for the product that released May 2012.

My Role

Product Designer

January 2012 - July 2012

What I did

* user flows
* wireframes
* prototypes
* timelines
* release planning
* development requirements
* scope estimations
* strategy definition
* visual design
* asset production

Project Goals

(1) To create a fun, lightweight connection between two people.

(2) To educate the user on a novel concept of two people having to be together to use the app.

Project Challenges

(1) Education of a novel concept

(2)

About the project

In January 2012, a group of talented and experienced people came together to build an iPhone app. The idea? Change the world with one mobile interaction at a time. Too often we hear people talk about unplugging, but rarely see them follow through. We decided that if you can’t beat ‘em, join ‘em. Let’s find a way to use smartphones to enable and enhance real world connections rather than let our phones constantly distract us from the world around us. The Dinamundo iPhone app brings people together to share a laugh. Users scan the QR codes on each other’s phones and are rewarded with a funny joke to enjoy together.

The Visual Design

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Scanning a QR code to unlock an amusing fortune cookie message may seem trivial at first, but we believed it was the kind of lightweight fun that people seek everyday when they check their horoscope, their favorite blog, or their favorite comedians Twitter feed. And so, the first goal of the visual design was to create a fun and friendly look-and-feel. I created over 10 fun and engaging backgrounds to display with the fortune cookie to foster the feeling of excitement and connection. I also created a friendly brand character to display within the app, on the website and in other branding such as the Facebook app center.

Also at the core of the concept was that two people would have to use the app together in order to reap the benefit. This was an experimental idea, for sure, and something that we could understand might be hard for some people to wrap their heads around. But it was also the fabric of the product concept. Hence, the second goal of the visual design was to portray this novel concept in a way that people would understand. I created 6 tour screens that each user would see as they downloaded the app to demonstrate the unfamiliar concepts within the app.

Conclusion

As it turns out