



DRAW -MY- PHILLY

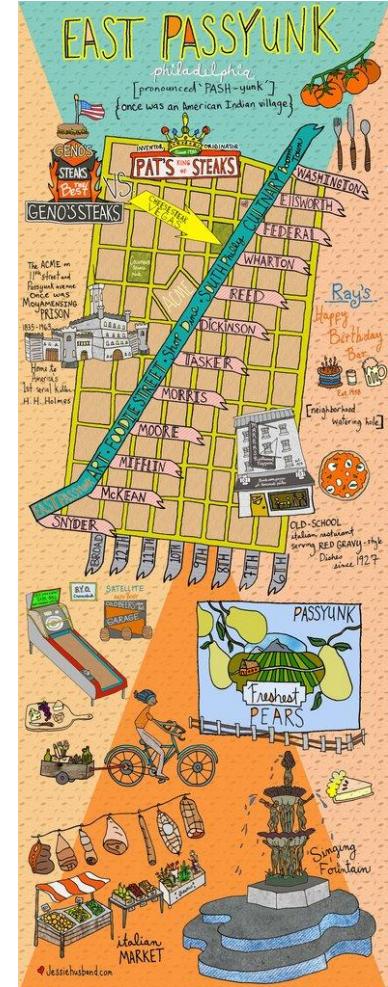
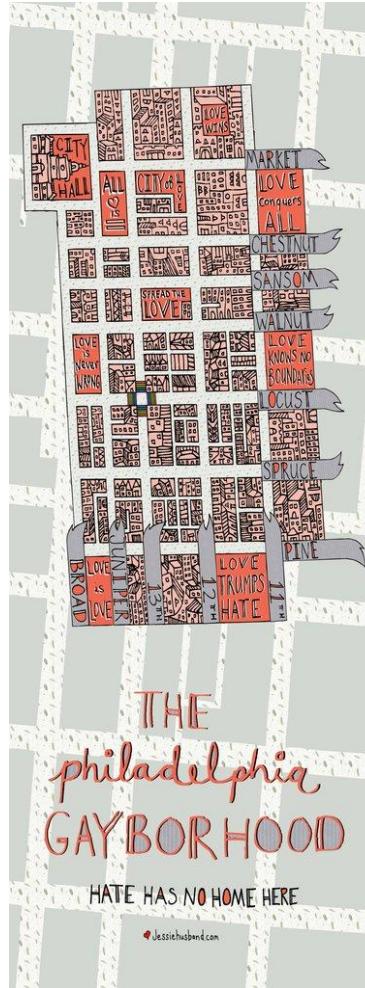
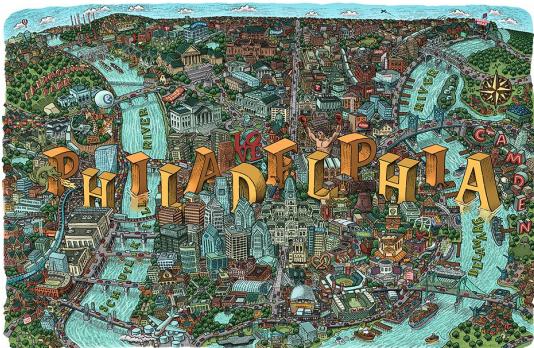
Connecting Students to Philadelphia

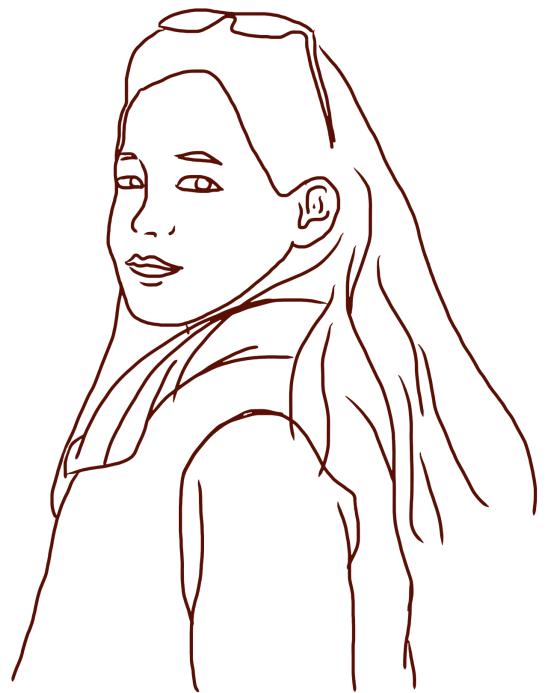
DRAW MY PHILLY

A play on “Draw My Life,” a popular Youtube series in which the creator narrates the story of their life whilst illustrating it in fast motion on a whiteboard.

Draw My Philly is a web app that creates custom illustrated maps, given photographs.

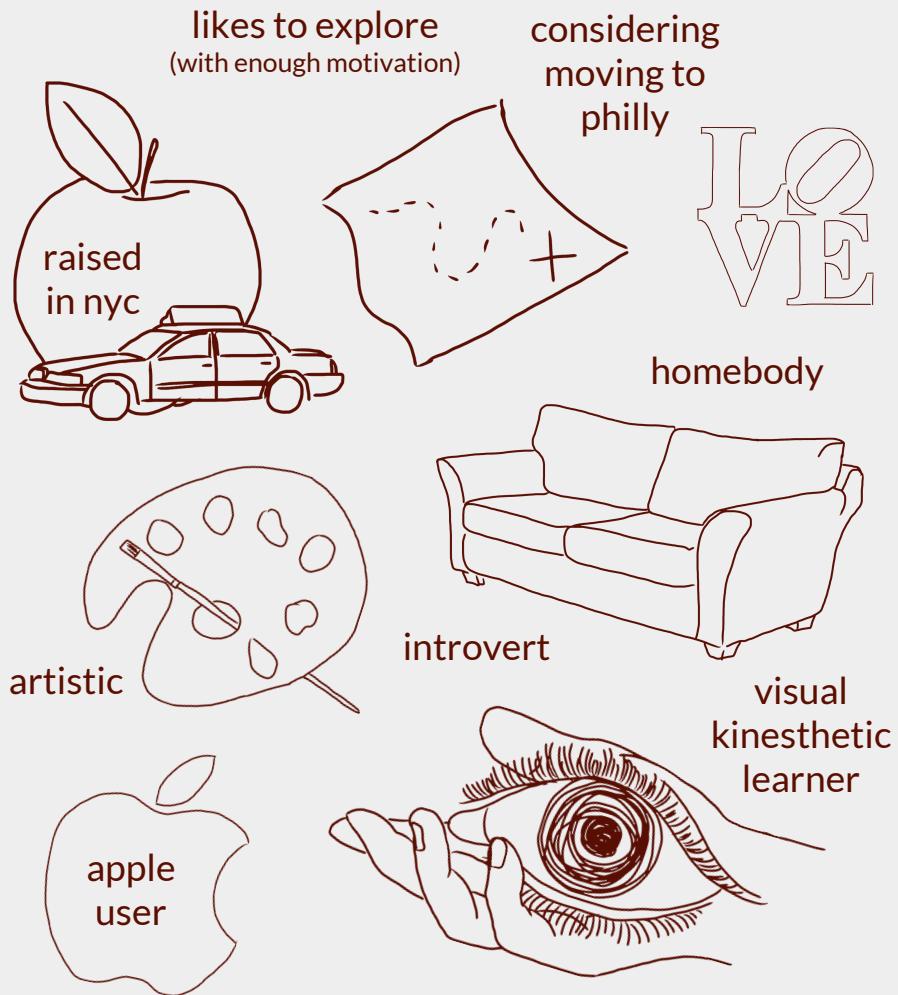
The program then renders the photos onto the map with a cohesive aesthetic using computer vision.

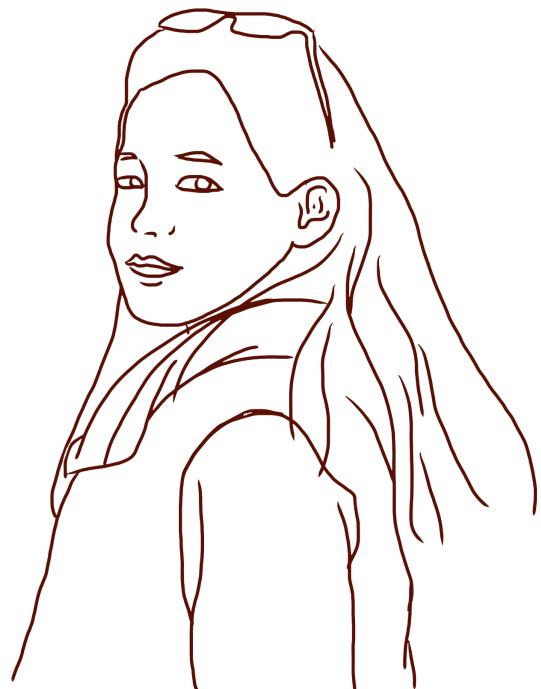




GRACE

Urban Studies & Fine Arts double major
Sculpture & Printmaking double concentration





GRACE

Urban Studies & Fine Arts double major
Sculpture & Printmaking double concentration

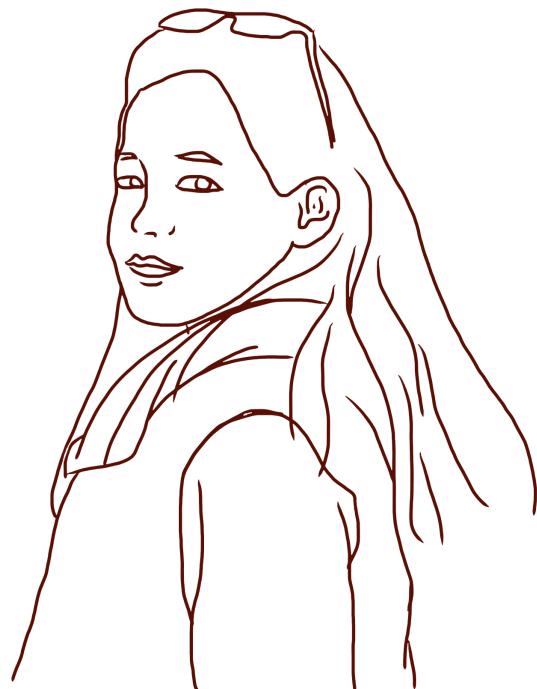
I WANT...

to explore the different neighborhoods of Philly.

to walk around and discover new places.

to know where to take people when they visit me.





GRACE

Urban Studies & Fine Arts double major
Sculpture & Printmaking double concentration

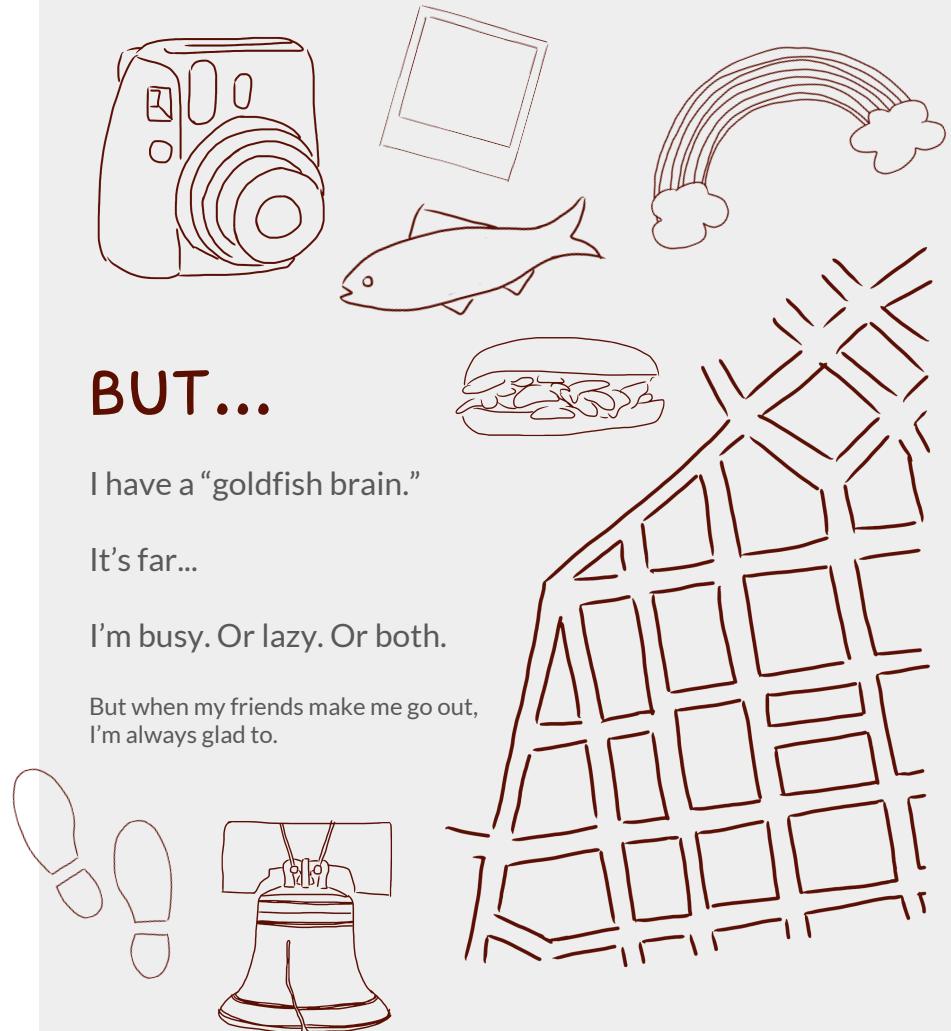
BUT...

I have a “goldfish brain.”

It's far...

I'm busy. Or lazy. Or both.

But when my friends make me go out,
I'm always glad to.



USER JOURNEY: BEFORE

Wants to visit city,
maybe go with friends.

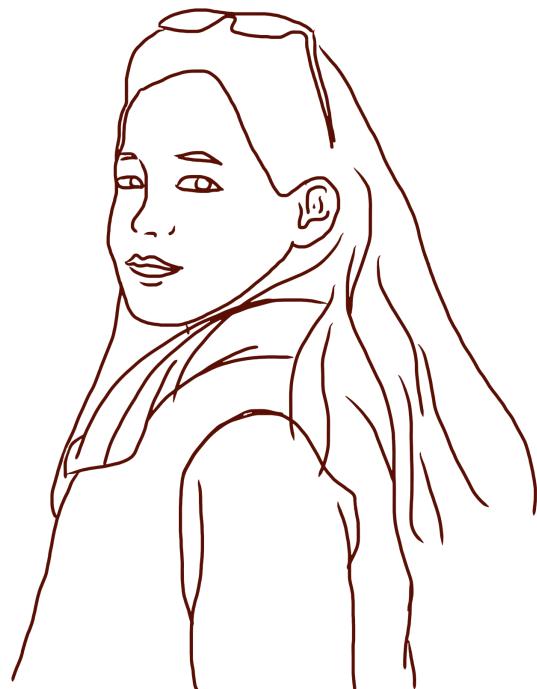
Doesn't know
where to start.

Gets distracted
by work.

Idea of exploring city
falls to the wayside.



...



GRACE

college senior; familiar with urban environments;
curious to explore the city leisurely and intellectually

PROBLEM STATEMENT

Grace wants to **explore** the city **freely**,

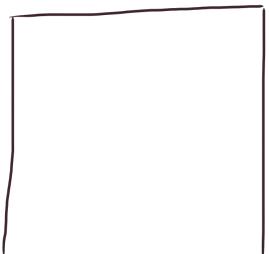
But a **lack of structure** makes it difficult to plan trips into the city and takes more time than she cares to spare.

A successful solution would encourage and focus her **existing motivations** for exploring the city by providing a **goal**, but still allow her to **explore on her own terms**.

We will know it has worked when she learns about, visits, and recalls a higher quantity of new/unique places in Philly.

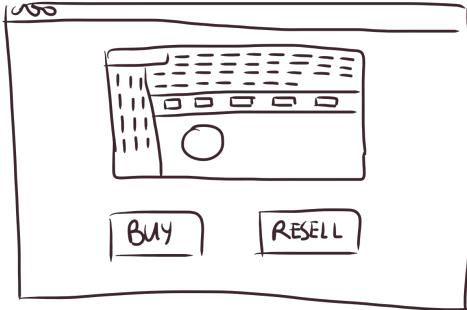
IDEATIONS

SYLLABUS

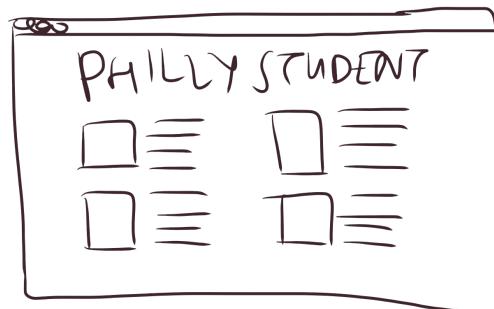


integrate
into curriculum

official ticket
reselling

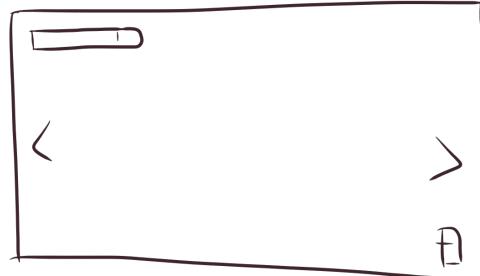


PHILLY STUDENT

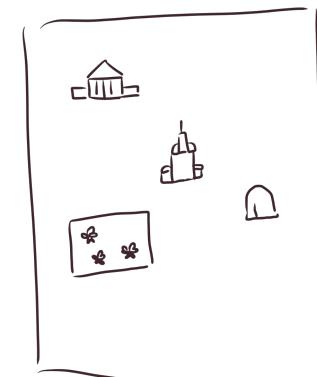


eventbrite +
groupon for
students

create your own
philly street view



diy philly memory
book



customized
illustrated map



like national park
passport but for
philly



provide public
transport tickets

SOLUTION: DRAW MY PHILLY

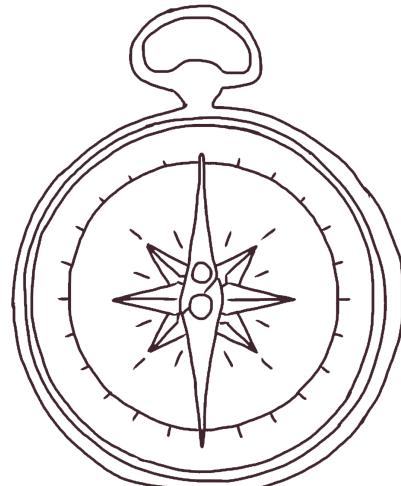
Draw My Philly is a web app that creates custom illustrated maps, given photographs.

The program then renders the photos onto the map
with a cohesive aesthetic using computer vision.



artistically
fiddly

playful



USER JOURNEY: AFTER

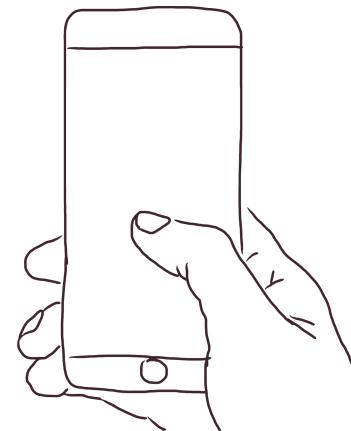
Wants to visit city,
maybe go with friends.



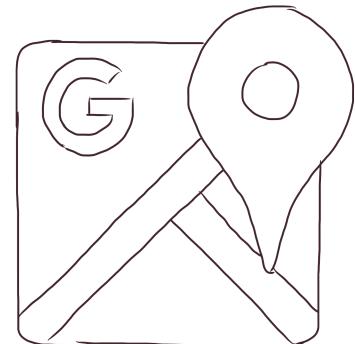
Has a goal and vague sense
of how she'd like to explore,
i.e. check out a new
neighborhood, visit a certain
landmark to include on map.



Texts friends to ask whether
anyone is interested in
exploring that part of Philly
with her. 1-2 friends
interested.

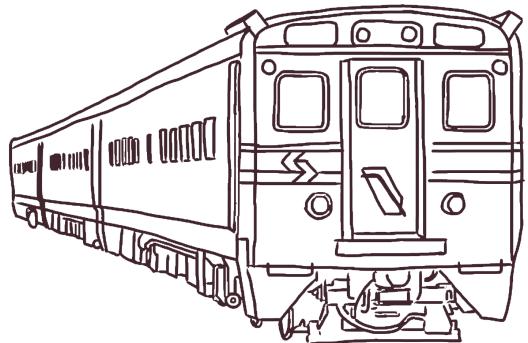


They make plans to go the
following weekend. They
figure out which train to
catch and which direction to
walk using Google Maps.



USER JOURNEY: AFTER

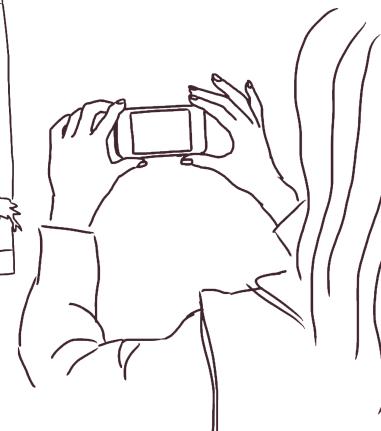
On the date they set, they meet on campus, walk to the train station, catch the train into the city, and follow directions set by Google Maps.



Along the way from the train to their destination, they see an interesting shop, check it out, enjoy it, and take a photo of it.



They reach their destination and take a photo of it.



Now onto the app!



PROTOTYPE

DRAW MY PHILLY

Logout



PROTOTYPE

DRAW MY PHILLY

Logout



PROTOTYPE

DRAW MY PHILLY

Logout

THE
CITY

THE
NEIGHBORHOODS

PROTOTYPE

DRAW MY PHILLY

Logout

THE
CITY

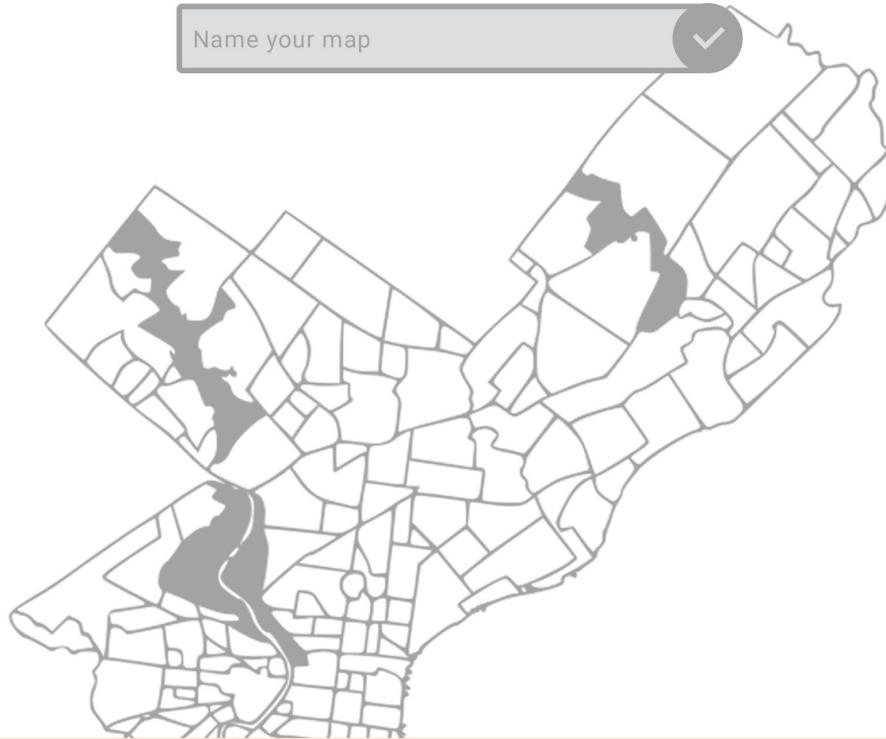
THE
NEIGHBORHOODS

PROTOTYPE

DRAW MY PHILLY

Logout

Name your map



PROTOTYPE

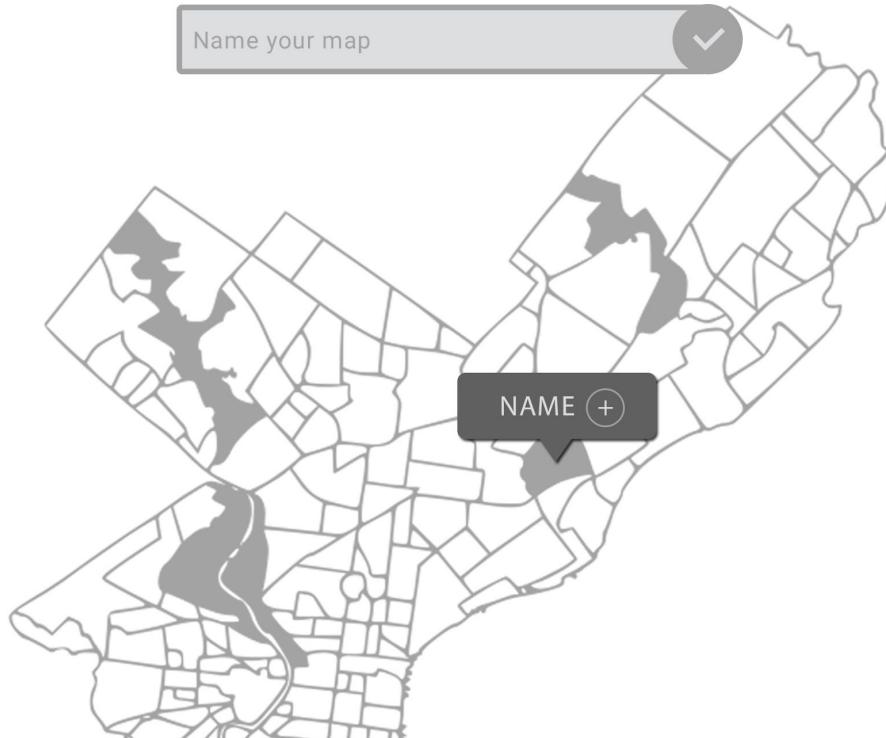
DRAW MY PHILLY

Logout

Name your map



NAME A small white plus sign icon inside a dark grey circle.



PROTOTYPE

DRAW MY PHILLY

Logout

Name your map



UPLOAD IMAGE

Browse files

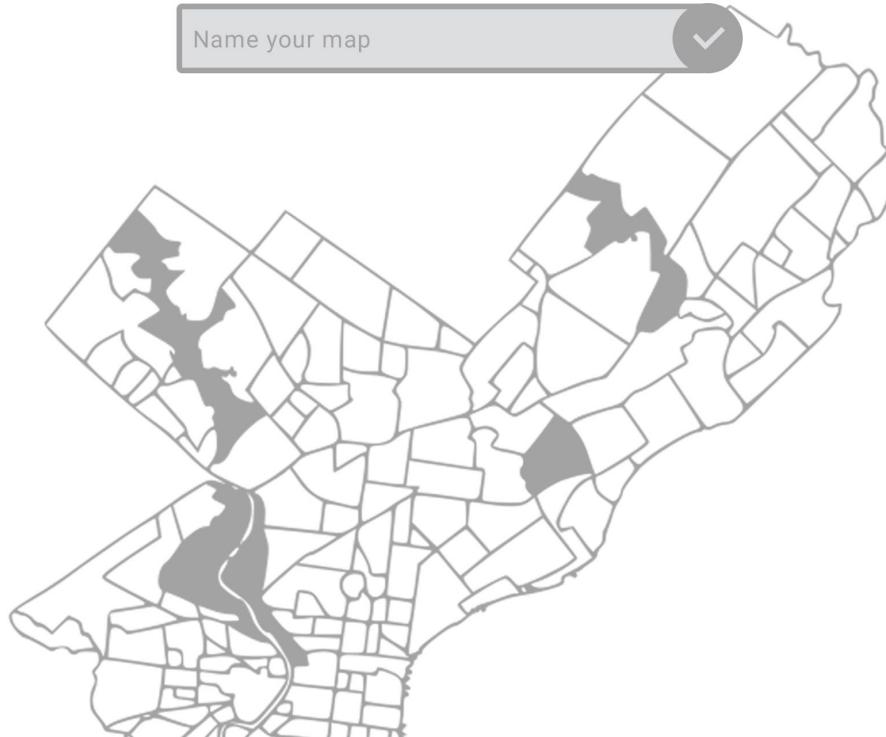
Upload

PROTOTYPE

DRAW MY PHILLY

Logout

Name your map



PROTOTYPE

DRAW MY PHILLY

Logout



PROTOTYPE

DRAW MY PHILLY

Logout



VIEW

RENDER

PROTOTYPE

DRAW MY PHILLY

Logout



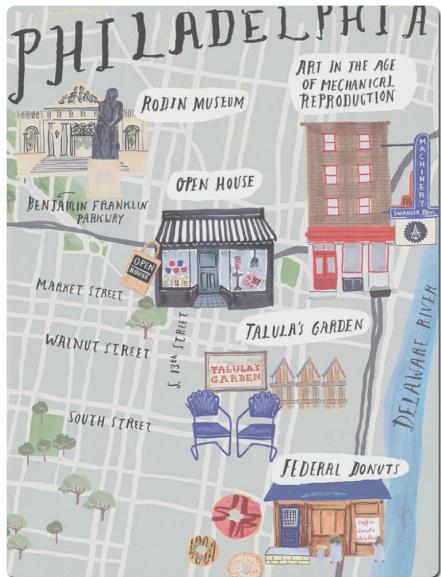
VIEW

RENDER

PROTOTYPE

DRAW MY PHILLY

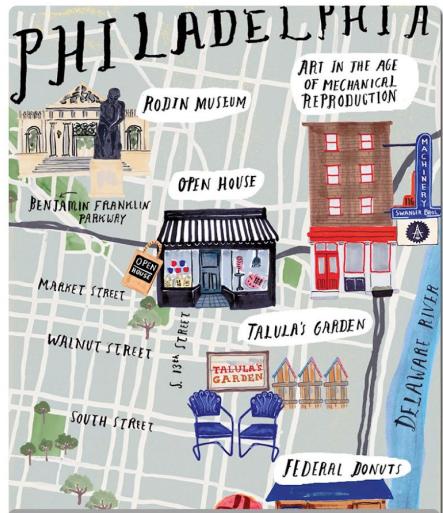
Logout



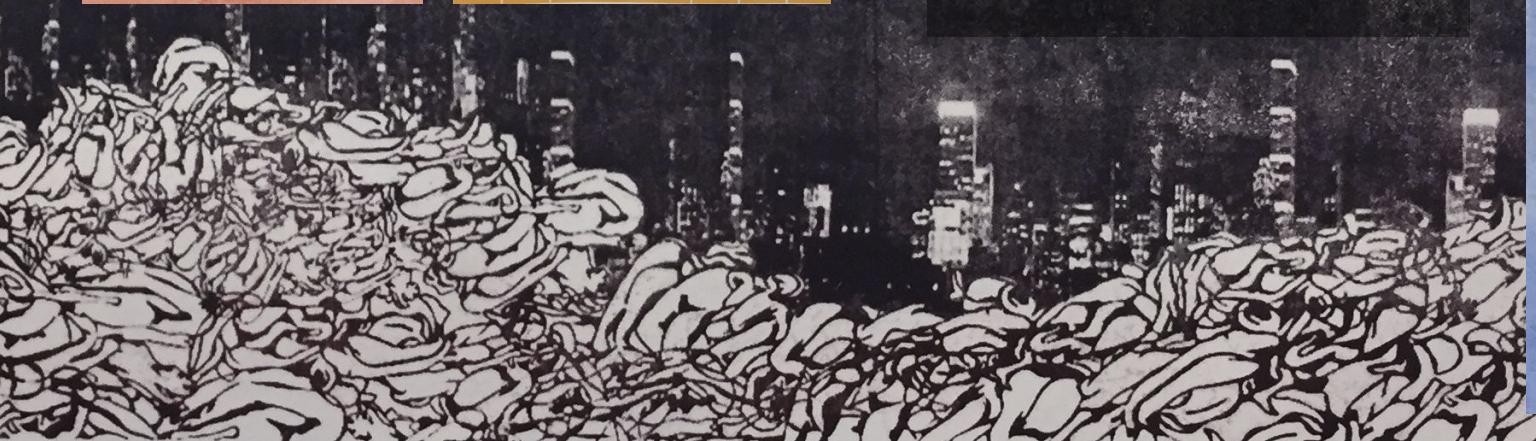
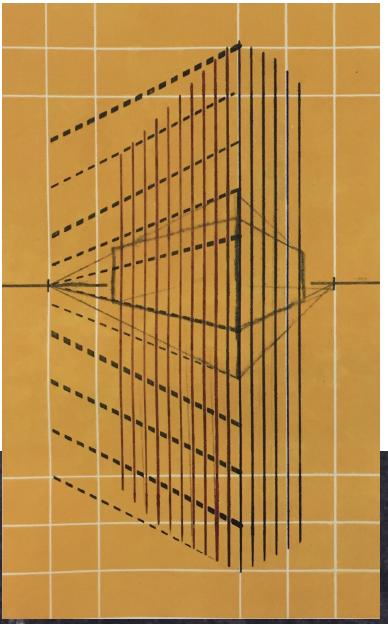
PROTOTYPE

DRAW MY PHILLY

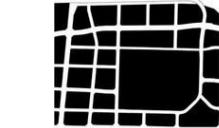
Logout



PRINT







MISSISSAUGA



BARCELONA



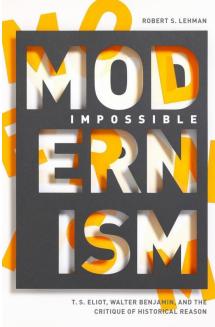
COPENHAGEN



LONDON



ROME



STYLE GUIDE

COLORS



#3A5798



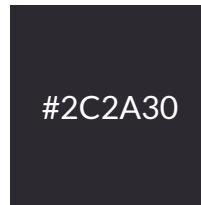
#D5C18F



#40262C



#2D3B42



#2C2A30



#C68E55

FONTS

PATRICK HAND SC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NORMAL | **BOLD** | *ITALIC*

Lato

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Thin | Light | Normal | **Bold** | **Black**

STYLE GUIDE

TYPOGRAPHY

HEADING 1, PATRICK HAND

SC 30 NORMAL

HEADING 2, Lato 24 Black

HEADING 3, Lato 18 Light

HEADING 4, Lato 18 Thin

Heading 5, Lato 14 Light

Heading 6, Lato 14 Thin

Body Text, Lato 14 Normal

Lore ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

Bold Italic Hyperlink

STYLE GUIDE

ELEMENTS



Name your map

NAME +

NORMAL

HOVER

ACTIVE

CONCLUSION

I WANT...

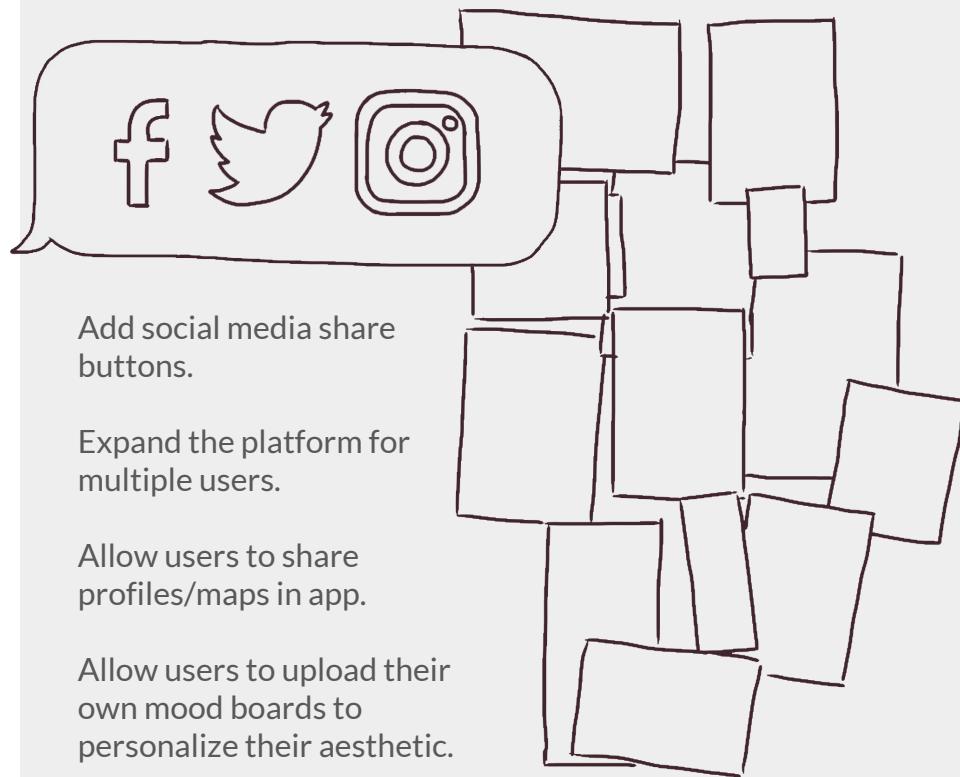
to explore the different neighborhoods of Philly.

to walk around and discover new places.

to know where to take people when they visit me.



FUTURE DIRECTION



Add social media share buttons.

Expand the platform for multiple users.

Allow users to share profiles/maps in app.

Allow users to upload their own mood boards to personalize their aesthetic.