

Design Decisions

Search Bar

I chose to make the scenario with the user more interactive by adding a way for the user to create a group of interests as soon as they visit the page.

Slogan

I chose the slogan "Organizing the world's stories" because I thought it impacted and delivered a better idea of what Flipboard does.

This statement speaks to me giving me a vision of how vast the database of Flipboard is, world wide coverage.

F At first, I thought reusing the logo F for a sentence would be a bit tacky, but I believe no vision should go without trial. I ended up encompassing more branding for the user to recognize.



FLIPBOARD

Sign In

Sign Up

Organizing the world's stories.

 Find your story



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The idea you see scattered along the bottom of the page is to represent movement and animation.

The trail of "boards" scatter and grow from left to right.

The boards would show a flipping motion later to reveal images, seen on the next page.

This animation idea was inspired by the name, flipboard, to flipping boards.

I really liked playing around with different compositions of shapes pulled from the logo. Later, I found a growing pattern that resided in the design of the page inspiring the mock of the animation seen to the left.



FLIPBOARD

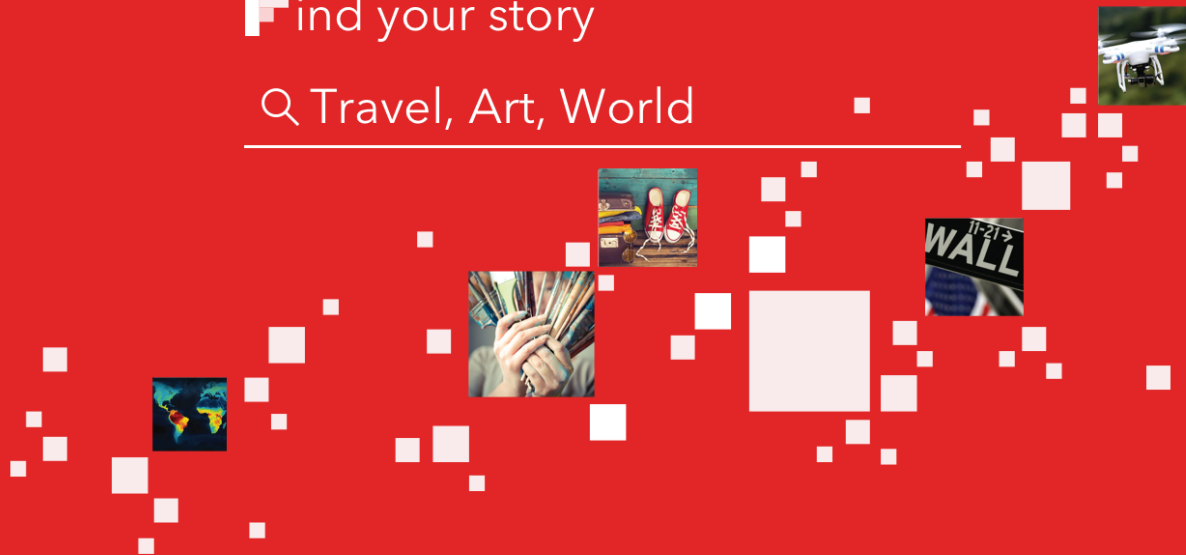
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Q Travel, Art, World



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Here you can see the animations flipping into pictures.

They appear after a story or category is typed in the search bar. The search bar acts as a regular search pulling the picture of similar stories that matched the query.

Travel is then concatenated into a category itself and groups to a single object after a space is typed. A comma is placed to differentiate the object grouping.

Other categories are then allowed to be concatenated to the search, adding more images to the animation.