

# Case Study: CityPrint

## (Mobile Application Prototype)

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*Submit a case study of one of your projects that shows your talents, unique aspect that you brought to the project, and why this project is relevant to the challenges you may face at Google[X].*

### Overview

Submitted as my final project for Maryland Institute College of Art's Information Visualization MPS program, CityPrint was a mobile application prototype that pushed the boundaries of data analysis and digital storytelling.



The primary objectives I set for the project were to:

1. Understand how Washington, D.C.'s neighborhoods are and are not transforming from 2000 to 2010;
2. Capture current or past images (i.e. landmarks, streets, places, people) that make up a neighborhood;
3. Explore Washington, D.C.'s neighborhood housing, population, wellbeing, and crime indicators and their relation to the city's captured imagery;
4. Create a possible platform to further explore overall urban development and change.

I incorporated [Flickr](#) geo-tagged images and [Neighborhood Info DC](#) Organization's neighborhood indicator clusters as my data sources, I used PowerPoint and Illustrator for my initial prototypes and then moved to an Ionic framework to develop a more native app look and feel. In the end, the prototype was developed to not only encompass the primary objectives, but create a pictorial and data enriched experience for its user.

### Contributing Aspects & Relevancy

I truly had hands-on experience in shaping the project's requirements, data, and content. Starting from determining the concept to developing initial prototypes, I was able to play different roles throughout the project's development lifecycle.

Nevertheless, I think the most relevant part of working on CityPrint was discovering how rewarding it was to work with potential end users. Being able to watch their interaction, gather their feedback, and move on to next iteration became so critical to shaping the overall design and content. Each test experience really pushed the project further to its final launch.