

Project 03

The year is 2028, the iPhone has become obsolete. Big Inc, a tech company, has found an intra-body solution to all digital functions that we once relied on our mobile devices for. With this new technology we are able to project all needed digital tools above the space of our palm. As the technology is deeply rooted in the core of our composition, it is highly responsive to the biological processes in our body.

First released in New York City, OneWay has altered our way of living. Those who do not have the technology will not comply with basic necessities: paying for groceries, applying for a place to live, and getting a job to name a few. This new technology has crossed ethical borders, severely impacting the livelihood of the low-income and middle class sectors of society.

This experience spans the boroughs of NYC, a location-focused prompt on what decisions you will make in this new state of the world. Throughout every decision, users will be able to see how much stress they are put under.

My designs were motivated by the concept of a map of the NYC boroughs. I knew that since I was centering the decision-making process around location, I wanted my assets to be consistent with this idea of where one is located. My main assets included outlines of each of the included boroughs. For my color, I wanted to create a two-tone palette with my split screen design. This allowed me to do more than just have questions and buttons for each scenario. To contrast my cooler blue two-toned palette, I thought a bright and loud red would work well. I used the inclusion of red to create a bold statement in each screen. Overall, I wanted the experience to be simple but bold.