BOSTON 311 APP ICONOGRAPHY

CITY OF BOSTON
Department of Innovation
and Technology

CIVIC INNOVATION CORPS

HAILEE HOVE
San Diego City College
Graphic & Interaction Design

1. THE **PEOPLE**
2. THE **PROJECT**
3. THE **CHALLENGE**
4. THE **PROCESS**
5. THE **RESULT**

THE **PEOPLE**

CAROLINE STJARNBORG

Designer & Illustrator

SEBASTIAN EBARB

Design Director

JAMES (JIM) MURPHY

Project Manager & CRM

JEANETHE FALVEY

Chief Digital Officer

THE **PROJECT**

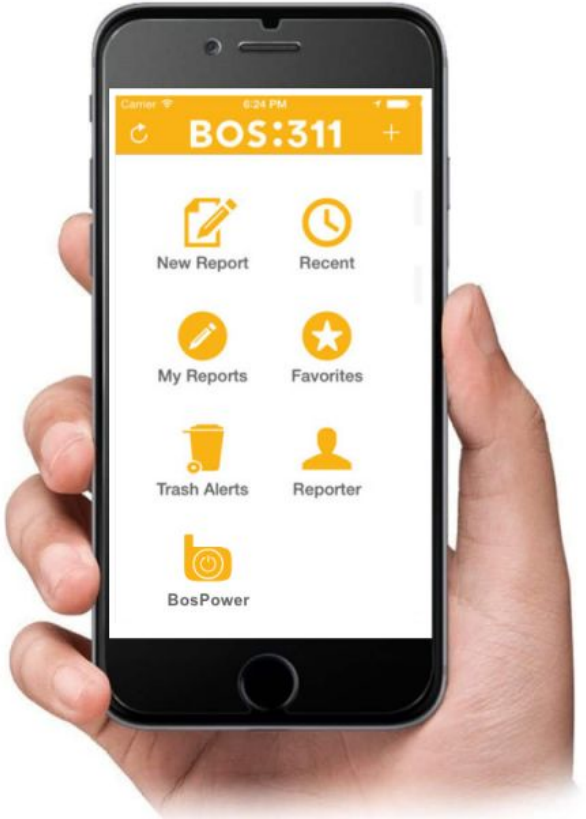
Boston 311

MY ROLE:

Create an icon system for the 311 app report list and map

THE CHALLENGE

- Improve user experience
- Provide context for reports
- 250+ icons, 14 categories
- Branding
- Small size (24px)



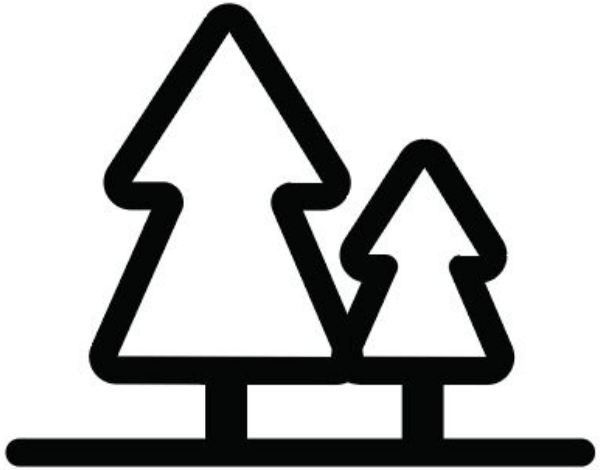
CIVIC INNOVATION CORPS

THE **PROCESS**

1

SEE SHAPES EVERYWHERE

Basic lines and shapes,
simplify concepts & ideas

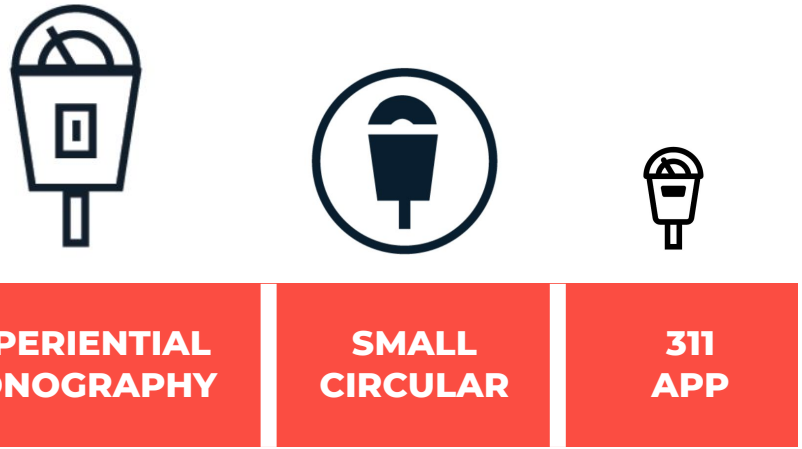


THE **PROCESS**

2

SHRINK AND SIMPLIFY

Smaller size, thicker lines, less detail to increase clarity

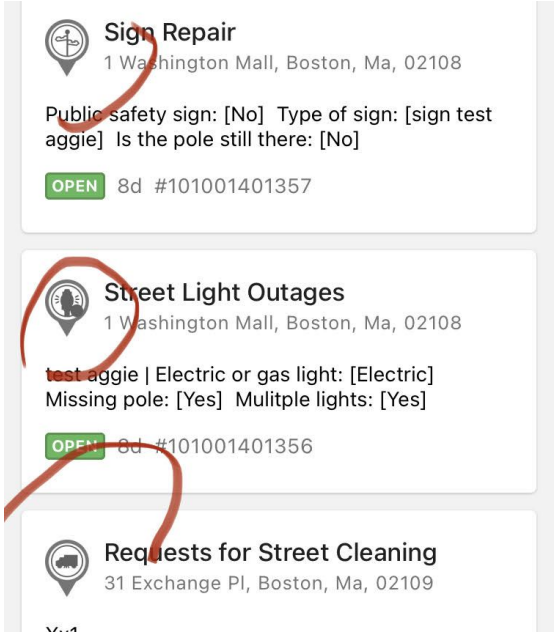


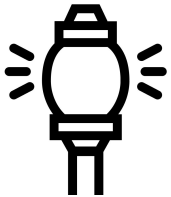
THE **PROCESS**

3

TEST & REVISE

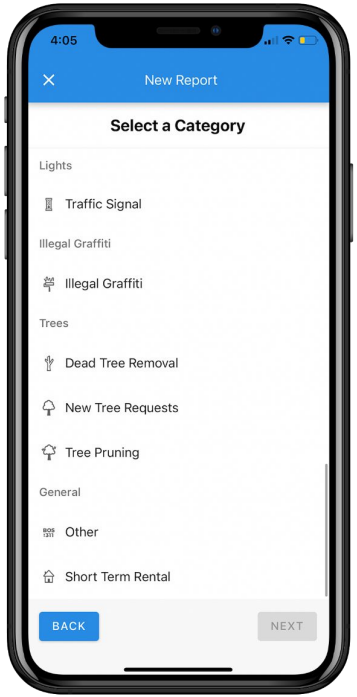
See them in action, tweak where needed





THE **RESULT**

THE **RESULT**


4:05
New Report
Select a Category
Lights
Traffic Signal
Illegal Graffiti
Illegal Graffiti
Trees
Dead Tree Removal
New Tree Requests
Tree Pruning
General
Other
Short Term Rental
BACK
NEXT

BOS
:311

THANK YOU!

CITY OF BOSTON

Caroline Stjarnborg
Designer & Illustrator

Sebastian Ebarb
Design Director

James (Jim) Murphy
Project Manager, CRM

Jeanethe Falvey
Chief Digital Officer

DoIT Team & Fellows

CODING IT FORWARD

Rachel Dodell
Co-founder & Executive Director

Ariana Soto
Director of Strategic Initiatives

Johncarlo Cerna
Alumni Mentor

MENTOR

Matt Bernius
Code For America