

NFT-AL

Non-Fungible Token Art Locator
Mobile App Design and Ideation

MARICEL CRUDA

SPRING 2022

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Source: https://cdn.pixabay.com/photo/2022/02/12/18/19/monkey-7009603_1280.jpg

NFT

Stands for non-fungible token. Traditional works of art such as painting are valuable because they are unique. Since digital files can be easily and endlessly duplicated with NFTs artwork can be “tokenized” to create a digital certificate of ownership that can be bought and sold.

“Art is not what you see,
but what you make
others see.”

Edgar Degas



Source:
<https://cdn.pixabay.com/photo/2022/02/19/15/05/monkey-694130/>



Source:
https://cdn.pixabay.com/photo/2022/02/19/15/04/cat-7022875_480.png



Source:
<https://pixabay.com/illustrations/monkey-ape-monkey-nft-blackhat-694130/>



Source:
<https://pixabay.com/illustrations/monkey-cartoon-character-700930/>

Creative Brief

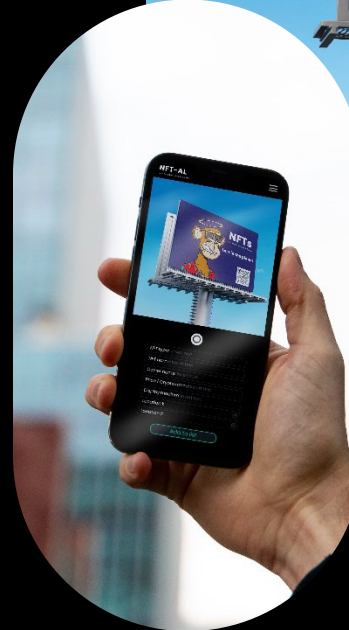
Statement of Intent

NFT-AL

Non-Fungible Token Art Locator

PROJECT DESCRIPTION

Develop and design an app that will enable a user to track and locate similar types of NFT artwork that can be seen crafted/printed in a variety of medium/platform in a physical environment. The NFT-AL app's purpose is to help the user to create a list of records where a specific and similar type of NFT artwork are seen and presented anywhere it can be seen (i.e., streets, galleries, billboards, malls, subway hall, transportation, murals, graffiti etc.).



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Why are you making it?

NFT-AL apps will be able to provide a data that can be used to provide the possibility to scale and explore the type of medium and audience exposure for NFTs fanatics that goes beyond the digital platform.

The NFT-AL app will be able to record specific locations and history of appearances of the users NFT Art collections thus making it like an extension of the user's digital NFT albums in the physical environment globally and locally.

What is important about the app?

The app will help to find a way to track and record all historical appearances of users NFT art collection outside a digital platform. The app will help the user to discover possibilities of partnering with an art institutions or commercial businesses that would be interested to showcase users NFT artwork collections.

Who is your audience?

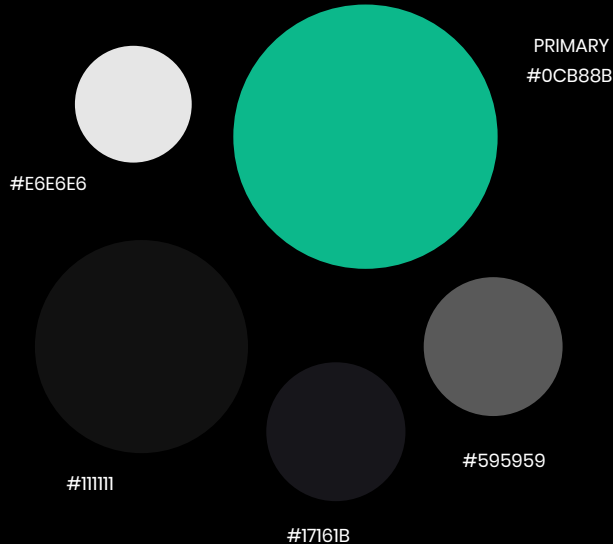
Anyone who follows and is interested in NFTs Art collection and investments. Art Investors, Entrepreneurs, Cryptocurrencies followers, NFT fanatics, Developers, Blockchain experts.

What is your messaging ?

A unique app that is build to track historical appearances of your showcased NFT Art beyond the digital platform.

Style Guide

Visual Identification



.COLORS

Green will be the primary color of the NFT-AL app visual style. In design, green can have a balancing and harmonizing effect, and is very stable. It's appropriate for designs related to wealth, stability, renewal, and nature.

Green is a dominant color in nature that makes you think of growth. Think of nature and see the incredible variety of shades of green expressing renewal and life. Green evokes a feeling of abundance and is associated with refreshment and peace, rest and security. Green helps people feel rested and secure.

Style Guide

Visual Identification



.ICONS

The stylized outline Icons is the selected visual style icons for the NFT-AL app. Because of its simplistic and minimalistic appearance. It identifies with the modern and technological concept of the apps.

Style Guide

Visual Identification

.TYPOGRAPHY

Heading

Poppins

Aa

abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

Poppins is one of the most widely used fonts in the mobile and website apps. It is very comfortable to read but also gives a lively feel to the mobile application.

Body

Open Sans Light 300

Aa

abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

Open sans is optimized for website display and mobile apps. This font is designed with upright pressure, open shapes, and a neutral but with friendly appearance.

Mood Boards



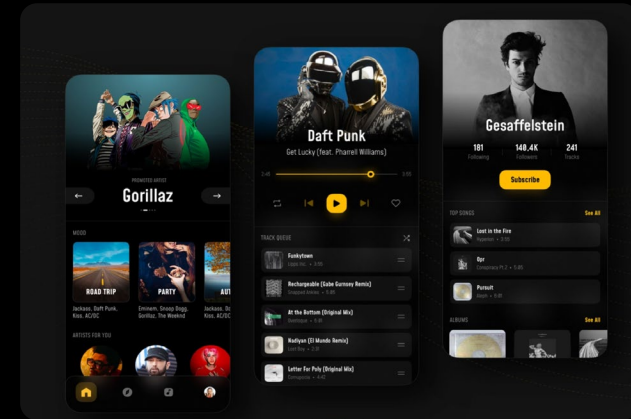
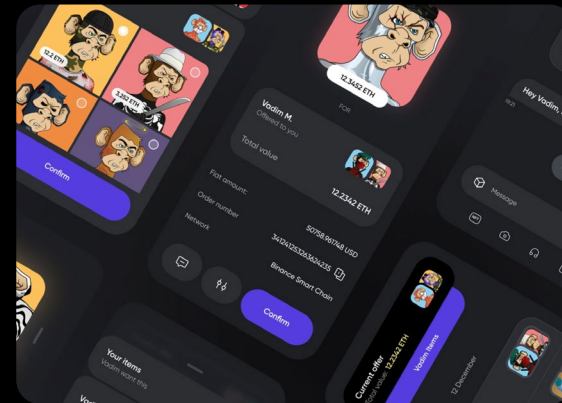
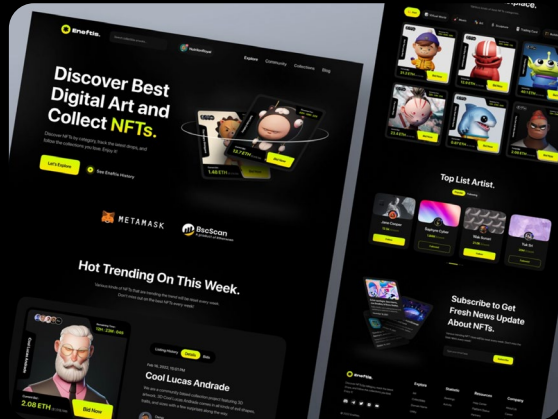
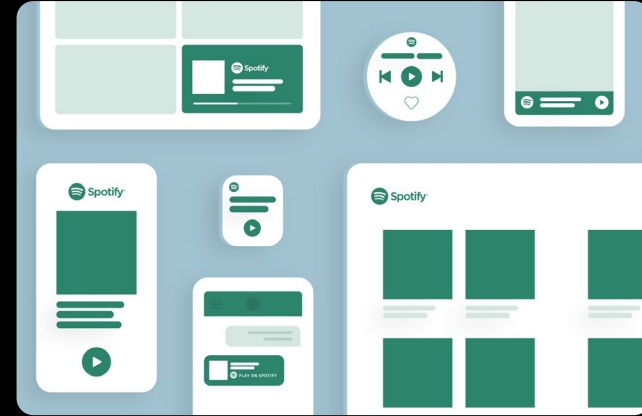
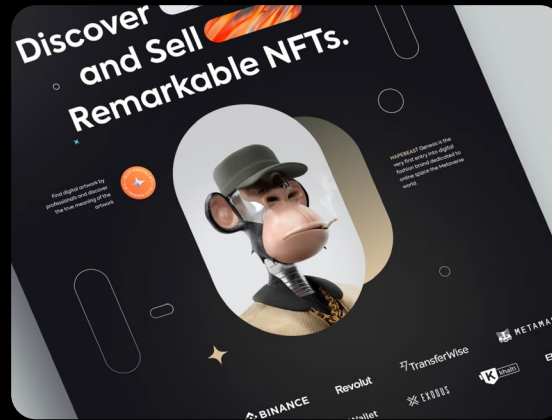
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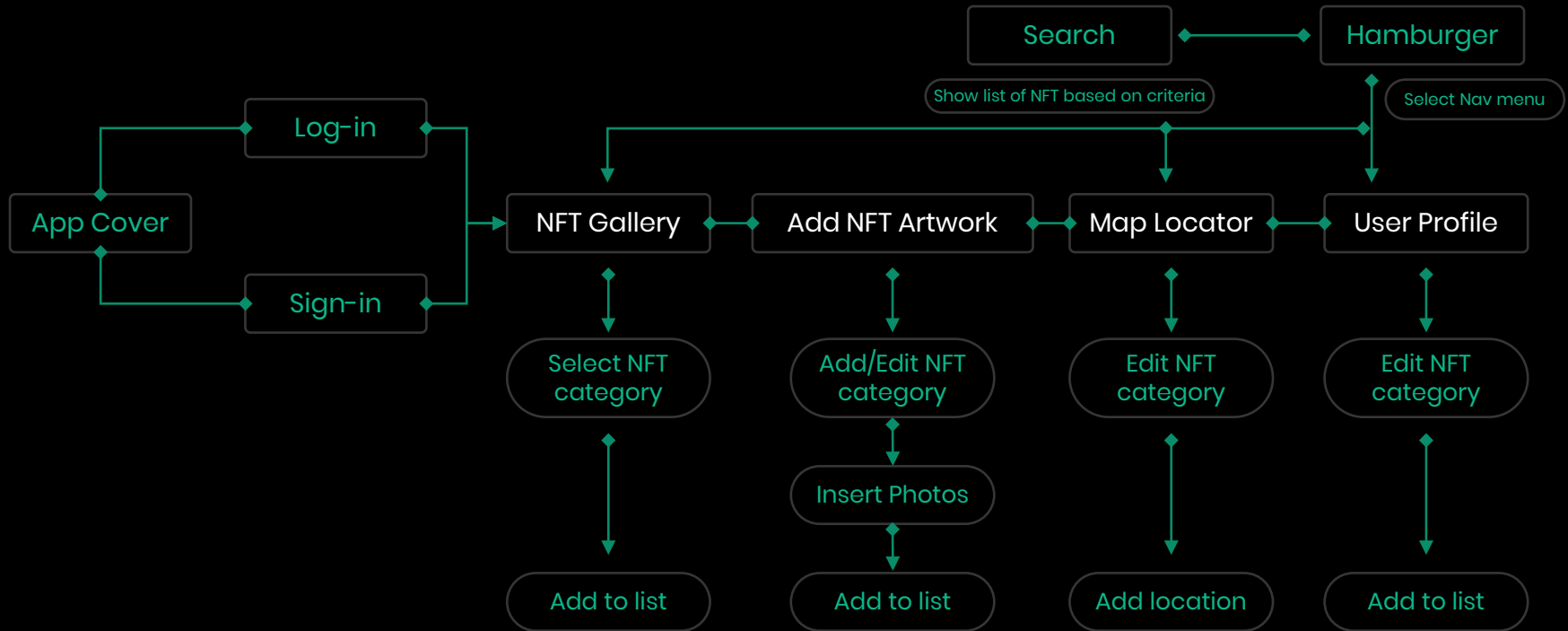
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#595959

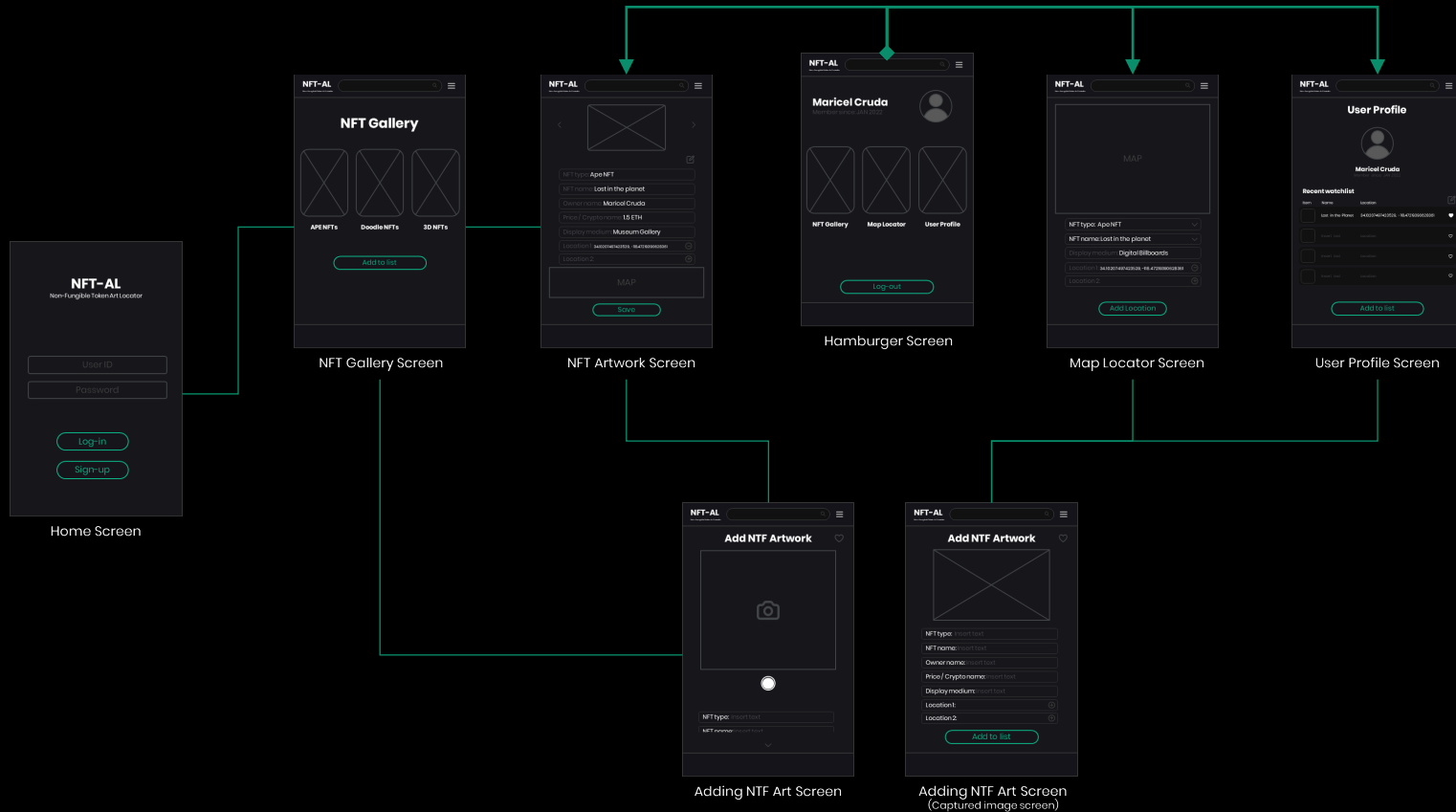
#E6E6E6



User Flow



Wireframe user flow



Wireframe .01

NFT-AL

Non-Fungible Token Art Locator

Log-in

Sign-up

Home Screen

NFT-AL

Non-Fungible Token Art Locator

Search

Menu

NFT Gallery

APE NFTs

Doodle NFTs

3D NFTs

Add to list

NFT Gallery Screen

NFT-AL

Non-Fungible Token Art Locator

Search

Menu

<

>

NFT type: Ape NFT

NFT name: Lost in the planet

Owner name: Maricel Cruda

Price / Crypto name: 1.5 ETH

Display medium: Museum Gallery

Location 1: 34.10207497423529, -118.47219390628361

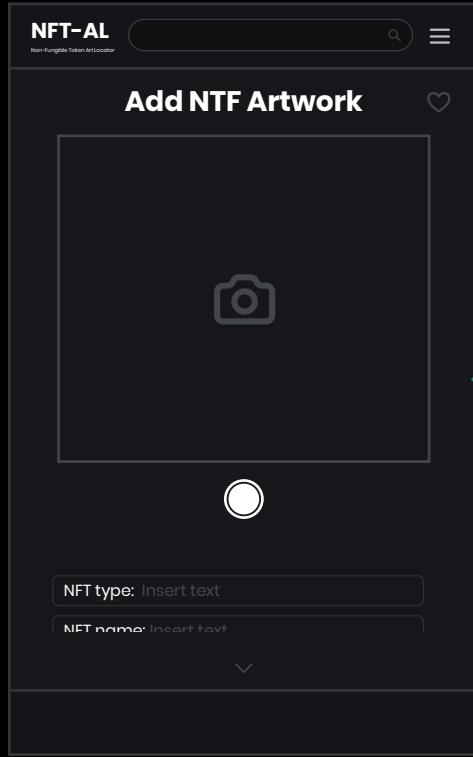
Location 2:

MAP

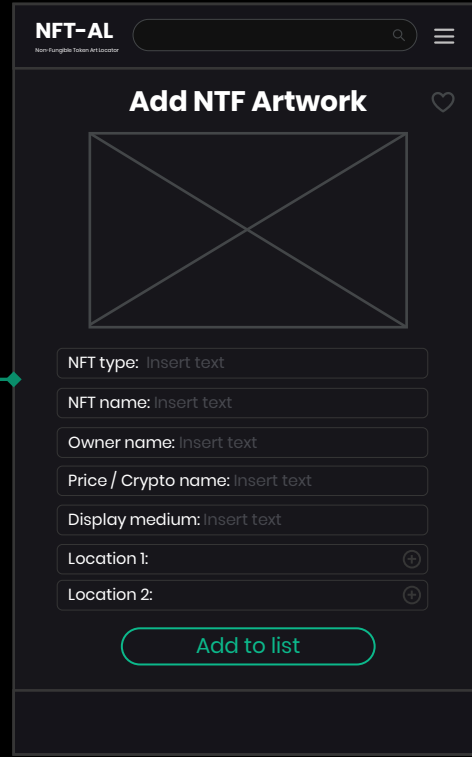
Save

NFT Artwork Screen

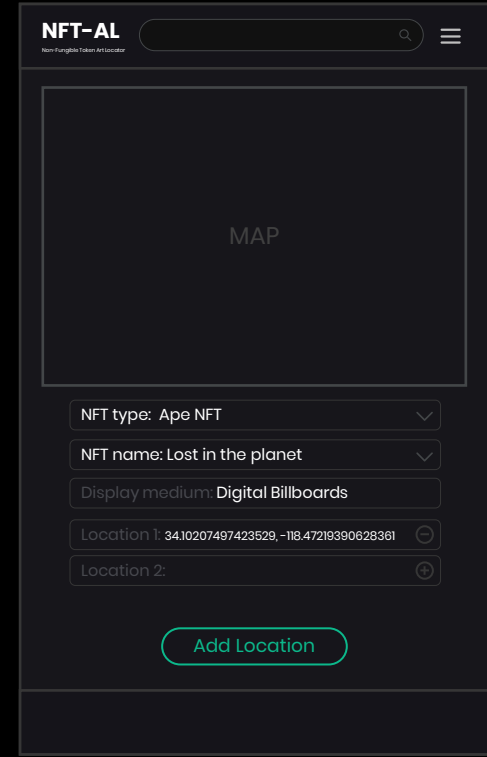
Wireframe .02



Adding NTF Art Screen

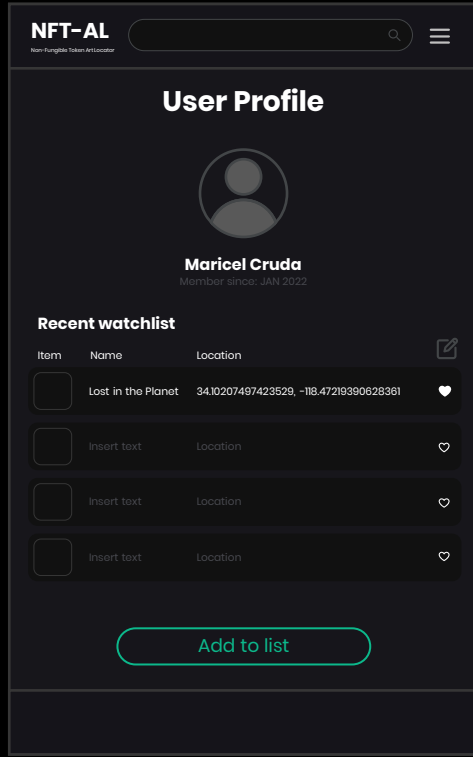


Adding NTF Art Screen
(Captured image screen)

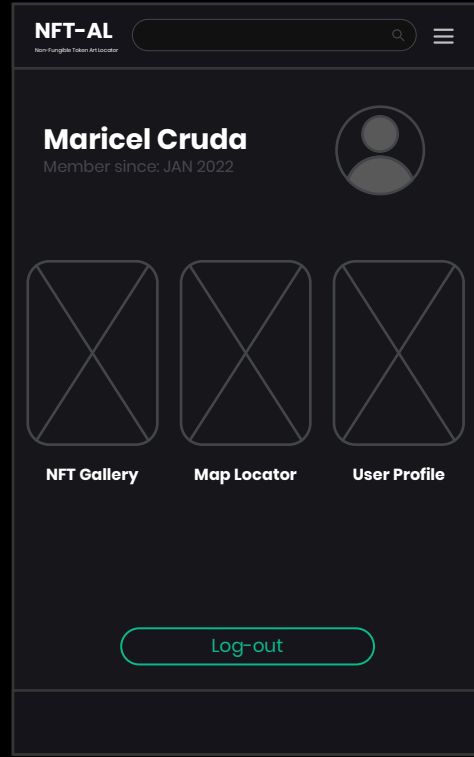


Map Locator Screen

Wireframe .03



User Profile Screen



Hamburger Screen

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