# IDD 410 Fall 2016 Blurb Book

## BY ERIC ZORN

## WHAT IS IDD 410 ABOUT?

IDD 410 Interactive Authoring is a class that is teaching User Experience with the Web as well as basic Front-End Web Design using HTML & CSS. This class teaches the most recent coding techniques and allows us to be able to learn how to work in a team environment. We are learning how to design for Responsive purposes to fit the screen resolutions of multiple devices. The class also is teaching us students how to properly format our work properly for portfolio purposes.

## WHAT ARE THE PROJECTS THAT WE HAVE COMPLETED IN CLASS?

We have completed two main projects in IDD 410 this semester. The first projec that we have completed is a site for a local restaurant or a restaraunt that we have frequented often that needs a redesign. The second project that we have done is a group assignment, comprised of a designer, researcher, and developer. The goal of this project is to ensure that we are able to work as a team and  be able to build a website for a non-profit organization. Both websites are being taught how to complete the responsive design for the website.

## WHAT DID I LOOK TO GAIN FROM TAKING THE COURSE?

After taking this course I have learned the proper skills that are needed within web design and group work. We, as mentioned above, have learned proper UX/UI Design principles and front-end web work to be able to code in HTML & CSS. We also have learned how to properly implement JavaScript to ensure the neat interactive user experience that today's standards constantly are demonstrating.

# TONINO'S PIZZA WEBSITE

# RESEARCH, PERSONAS AND COMPS

## Phil S | Accountant/CPA

"I enjoy the outdoors when I am not in the office."

| | |
|---|---|
| Age | 45 |
| Gender | Male |
| Race | Caucasion |
| Occupation | Accountant |
| Education | Certified CPA |
| Location | New Haven, CT |
| Income | $200,000/year |

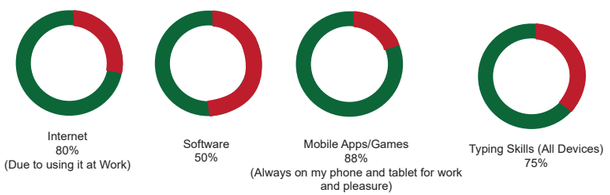
### Biography

Hello, my name is Phil Smith and I am a Certified CPA and practice being an accountant in Cheshire, CT. Cheshire is a city that is located nearest to the major city of New Haven, CT. I have a wife named Gina and two children of the ages 17 and 19, named Jason and Amy. I tend to be in very physically fit shape and enjoy running. Most recently, I have participated in the Boston marathon with my wife Gina and have been practicing cross fit in my free time at my local gym. When I am not working or engaging in fitness activities, I love to watch sports. My favorite sport that I follow on a daily basis is football and my favorite team within the NFL is the New York Giants. I actually have inherited season tickets from my father and try and take my family and sometimes my close friends to as many games as I can throughout the season. When it comes to relaxation, my favorite activity is sitting on my couch in my family room and watching a movie on Netflix with my family or friends. Or I like to go fishing with my friends at our local ponds or lakes here in Connecticut around my house. I am an easy person to talk to and love to get to know more people than my local group of friends and work colleagues, however, I do not travel out of Cheshire often due to the fact that I am often working or training for a physical activitiy, so my opportunity for relaxation is slim. I would like to become more extraverted and would like to work a little less to spend time with my family on a more consistent basis, however, it is not easy.

### Skills

-Accounting
-Mathematics
-Administration
-Business Transactions
-Engaging Others Personally/Work
-Illustration
-Fitness
-Negotiating
-Always Respected
-Easy to Talk to in Case of a Need

### Technology Usage




### Personality

**Extroversion** 90%

Phil is extremely interested in getting to know people and will do whatever is takes to become friendly with another person. He enjoys a casual drink and finds every conversation of interest.

**Sensing** 85%

Phil is very keen on sensing other people's emotions. He enjoys being very real with others and is an extremely quick and logical thinker. He is pleased very easily and does not like to cause any trouble.

**Thinking** 95%

Phil always is on top of what is going on around him and is a wise decision maker. He never is someone that will become rowdy and is always eager to help others before him. Phil adapts to the environment that he is in very easily and does not hesitate to do what he can to follow instructions but is able to make his decisions in a very fast manner to solver an underlying problem.

**Judging** 48%

Phil enjoys an environment that is very tructured and doe not like change. When the people and the environment around Phil Rapidly changes problems may arise and cause Phil to become extremely overwhelmed or sensitive to his environment that is around him. It is important to keep Phil at a place that he feels comfortable and to keep the same individuals around him in order for him to not be shy.

**Openess** 70%

When Phil is not overwhelmed or is in a comfortable environment that he is used to, he tends to be completely fine and not struggle with mingling or engaging in a conversation with anyone. He enjoys getting to know different people and learning about their interests and dislikes to better himself and to engage people on a deeper level.

### Motivations

-Supporting Family
-Making New Friends
-Bettering Others
-Furthering Skills

### User Level

-6 out of 10 (knows basic internet/app and email procedures but prefers ease of use for quick access

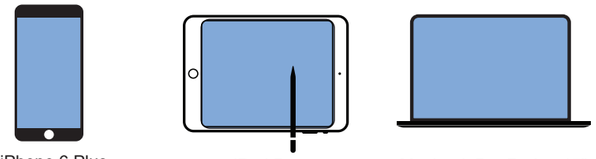
### Needs

-Money to sustain family
-Simple Technology
-Quick Loading Pages
-More Imagery

### Dislikes

-Difficult Websites and Applications/Operating Systems

### Devices

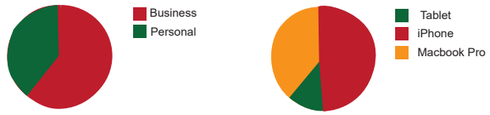


iPhone 6 Plus
**iOS 9**

iPad Pro
**iOS 9**

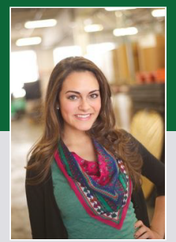
Macbook Pro Retina 15"
**OSX El Capitan**

### Mobile Applications




## Zoey K | Graphic/UX Designer

"Design is life, Life is Design"



| | |
|---|---|
| Age | 28 |
| Gender | Female |
| Race | Caucasion |
| Occupation | Graphic/UX Designer |
| Education | Master's of UX Design |
| Location | New Haven, CT |
| Income | $90,000/year |

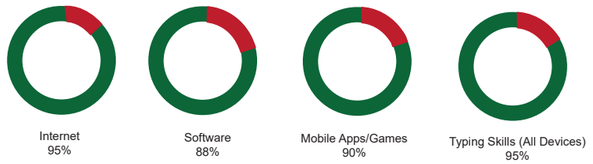
### Biography

Hi everyone, my name is Zoey Kingsley and I am a Graphic and User Experience Designer here at Digital Surgeons Digital Marketing Agency here in New Haven, CT. We specialize in multiple digital needs for companies of larger and smaller sizes. I however mainly deal with local businesses and help design their website and mobile application structures. When I am not working, which is not often, I am usually hanging out with my friends at the beach during the summer, going out to eat or dance at some local bars, or taking in art at our local Yale art galleries. I am currently single and I have one pet dog at the moment, named Spike. He is a Golden Retriever puppy. I deeply enjoy what I do and I am very involved in the AIGA Design Organization here in CT and will be participating in helping at my alma mater, Quinnipiac University with their new chapter that is beginning this Fall. I am very in to hanging out with family and friends when I have the opportunity, but most of my family is from New York City, where I grew up and I often visit during the weekends throughout the year.

### Skills

-People Person
-Hard Worker
-Follows and stays on task
-User Experience and Interface Design
-Some Web Development Skills
-Wireframing
-Easy to talk to
-Always has a positive attitude

### Technology Usage




### Personality

**Extroversion** 95%

Zoey is a people person and enjoys meeting everyone that she can speak to. Her office in New Haven, CT at Digital Surgeons Digital Marketing agency is a very social environment and promotes group work and social skills. When she is not in the office, she is always socializing with her friends and enjoys traveling.

**Sensing** 100%

When it comes to any problems, Zoey is the first one to acknoledge what may be going on around her. She is always willing to help someone in need and can sense when something appears to be wrong or not the "norm". Zoey enjoys social situations and is not afraid of speaking to anyone with diverse interests to her's.

**Thinking** 89%

Due to her extroversion, Zoey is very keen on thinking clearly and uses this concept in her work and her social life. She finds is difficult to balance multiple tasks at once outside of the work environment and finds it easier to apply all of her attention to one task at a time to accomplish the task in a positive manner.

**Judging** 97%

Zoey is great at judging whether something would be the proper outcome or not. She uses this skill heavily when she is designing at work because her products will hopefully be reaching the public on a mass level. Zoey is also very skilled at being able to talk and find out an answer to a question she may have before making a decision to do something.

**Openess** 100%

Like mentioned above, Zoey is a very large extrovert and will do whatever it takes to engage in a discussion with another person and find out more about him or her. Zoey also pays attention to other people's emotions very strongly when speaking to them. She also takes her tasks in life seriously and is not afraid to speak in front of a group of people or ask people for help when needed.

### Motivations

-Self Support
-Making New Friends/Connections
-Making other's lives easier
-Becoming Web Developer

### User Level

-8 out of 10, due to her job and always using her mobile and desktop devices

### Needs

-New Design Practices
-Learn More Coding
-Participate more in outdoor activities

### Dislikes

-Disorganizes Web Pages, apps and tasks

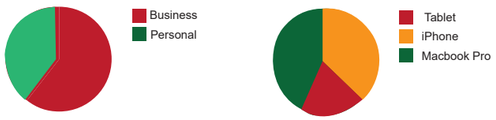
### Devices

iPhone 6S Plus
**iOS 9**

Microsoft Surface 4
**Windows 10**

Macbook Pro 13"
**OSX Mavericks**

### Mobile Applications



# Jason A | Defense Attorney

"I am a simple man with a simple plan"

| | |
|---|---|
| Age | 32 |
| Gender | Male |
| Race | Caucasion |
| Occupation | Defense Attorney |
| Education | Juris Doctorate |
| Location | North Haven, CT |
| Income | $150,000/year |

## Biography

Hey, what's up ladies and gentlemen? My name is Jason Alvarez and I am Defense Attorney for Smith&Smith Legal Offices and practice out of the New Haven Court House down on Church Street. I have very few wants in life other than to make the world a safer place and to ensure that people who cause trouble, are served justice. I enjoy Italian food, Sushi, and other international cuisines. I am single and have two cats names fuzzy and furry. I do not live far from my law offices in North Haven, CT and mainly stay around the office, court house, or hang out with my small group of friends in the area that I grew up within North Haven. I have recently become an attorney after passing the BAR exam last Spring and am trying to work my way up at becoming a larger lawyer within the New Haven, CT area and maybe starting my own firm in the future. My friends and family tell me that I need to become more social, but I believe that it is fine to be quieter and focus in what I am most interested in.

## Skills

-Hard Worker
-Uses Good Judgment
-Always Reads everything very carefully
-Cares about each client
-Wants society to have Justice
-Has life goals of owning a Law Firm

## Technology Usage

## Personality

Extroversion 70%

Jason is not an extreme extrovert, however, when it comes to his clients and interests within the court system, Jason is a very loud spoken individual and will do whatever it takes to win a case in the court room. He enjoys hanging with family or his close group of friends, but does not go out of his way to meet tons of a new people.

Sensing 65%

With the job as a Defense Attorney, Jason is forced to sense mistakes, lying, or other wrongs within the court system. When he is not at work or completing his attorney tasks, he is very shy and does not pick up on things as easily as others and really only enjoys speaking with his local friends or brothers.

Thinking 89%

As an attorney, Jason is very quick on his feet and is able to decide what is in the best interest of others and the public without hesitation. He is a deep thinker and enjoys reading both for his job and in his spare time. Jason tends to be more of an academic thinker than a social thinker.

Judging 80%

Although Jason's friends and family push him to be more outgoing outside of his office space, he does not go out often. He is very quick on judging right from wrong when it comes to a case he is dealing with or in real life, but this is due to Jason not taking many risks.

Openess 40%

Jason is not as open as others would like him to be and he tends to go with the flow from what others are doing at the moment. He does not frequent many places except for the same restaurants, bars, gym, friend's houses, etc. as he is used to. Jason does not enjoy traveling and cares mostly about his job and making sure justice is served within the court room.

## Motivations

-Self Support
-Making New Business Clients
-Making Justice in Society
-Becoming Owner of Law Firm

## Needs

-More Social
-Easy to use Apps/Websites
-Lots of Imagery for faster and more efficient information

## User Level

-6 out of 10, mainly only uses technology at work or his phone for pleasure

## Dislikes

-Heavy Worded web pages, due to the amount of reading and writing at his job.

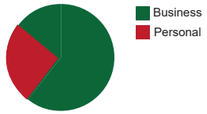
## Devices

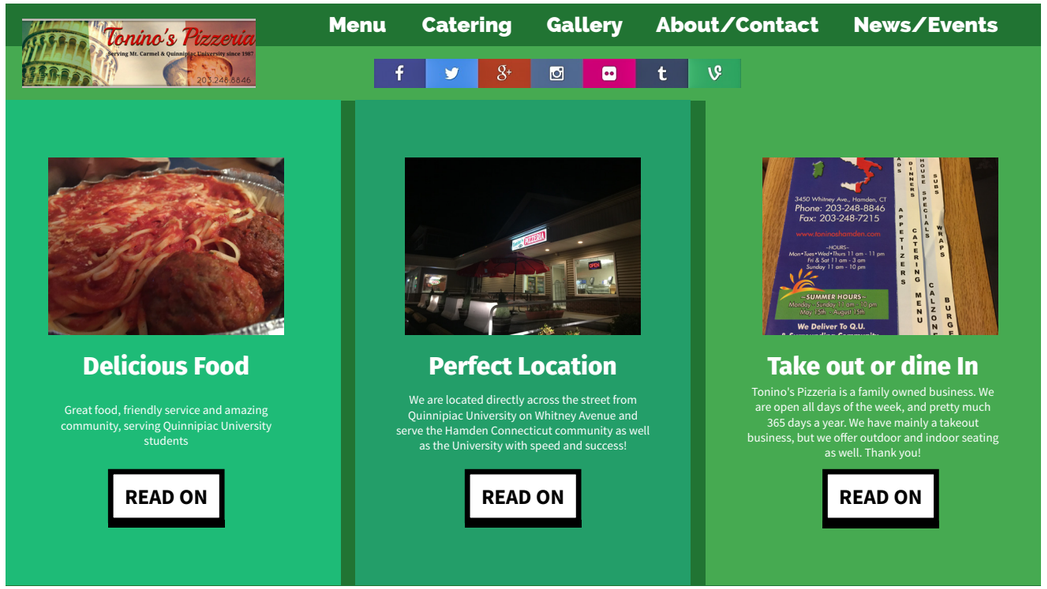
iPhone 5S
**iOS 8**

Apple Watch
**Apple Watch OS 2**

iMac 27" 5K
**OSX El Capitan**

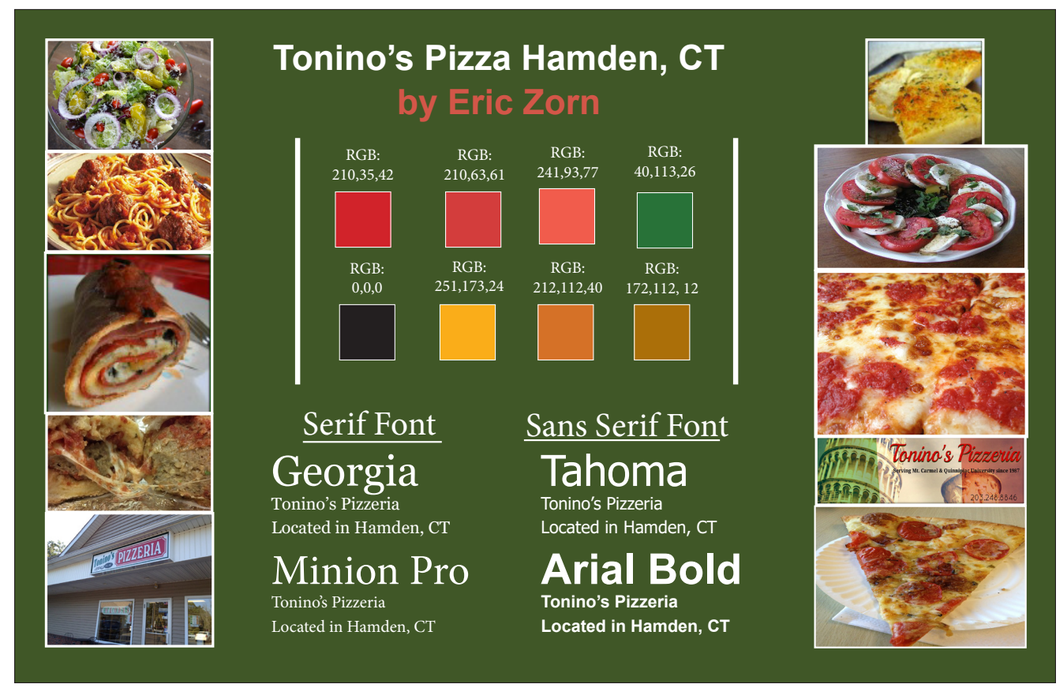
## Mobile Applications




Tonino's Pizzeria
Serving Mt. Carmel & Quinnipiac University since 1987
203.248.8846
Menu
Catering
Gallery
About/Contact
News/Events
Delicious Food
Great food, friendly service and amazing community, serving Quinnipiac University students
READ ON
Perfect Location
We are located directly across the street from Quinnipiac University on Whitney Avenue and serve the Hamden Connecticut community as well as the University with speed and success!
READ ON
Take out or dine In
Tonino's Pizzeria is a family owned business. We are open all days of the week, and pretty much 365 days a year. We have mainly a takeout business, but we offer outdoor and indoor seating as well. Thank you!
READ ON

Tonino's Pizzeria
Serving Mt. Carmel & Quinnipiac University since 1987
203.248.8846
Menu
Appetizers
Lunch
Dinner
Desserts
Drinks
Specials

Tonino's Pizzeria
Serving Mt. Carmel & Quinnipiac University since 1987
203.248.8846
Menu
Appetizers
Lunch
Coupon
15% Off $20 or more
Click to Print
Dinner
Desserts
Drinks
Specials
Click here to Place Order

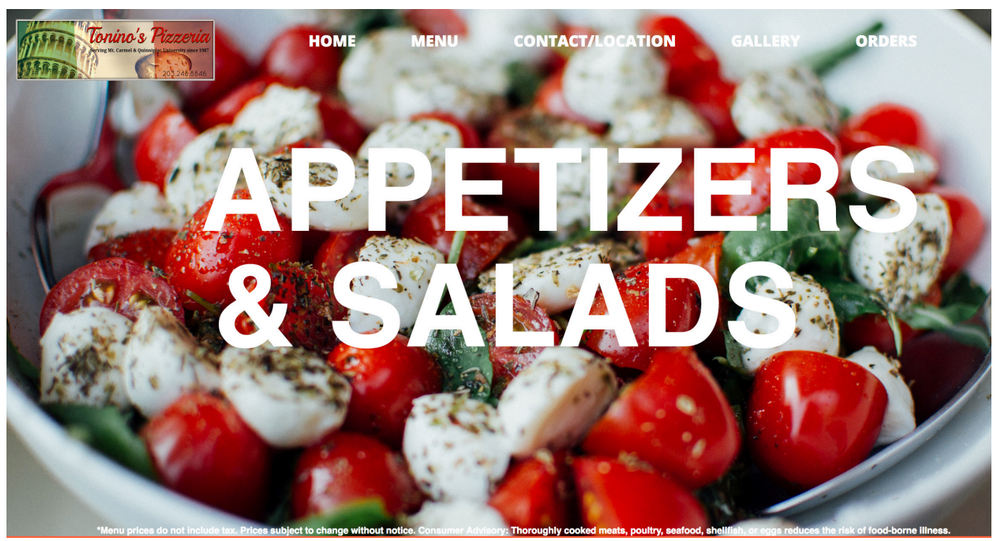

Tonino's Pizza Hamden, CT
by Eric Zorn
RGB: 210,35,42
RGB: 210,63,61
RGB: 241,93,77
RGB: 40,113,26
RGB: 0,0,0
RGB: 251,173,24
RGB: 212,112,40
RGB: 172,112, 12
Serif Font
Georgia
Tonino's Pizzeria
Located in Hamden, CT
Minion Pro
Tonino's Pizzeria
Located in Hamden, CT
Sans Serif Font
Tahoma
Tonino's Pizzeria
Located in Hamden, CT
Arial Bold
Tonino's Pizzeria
Located in Hamden, CT

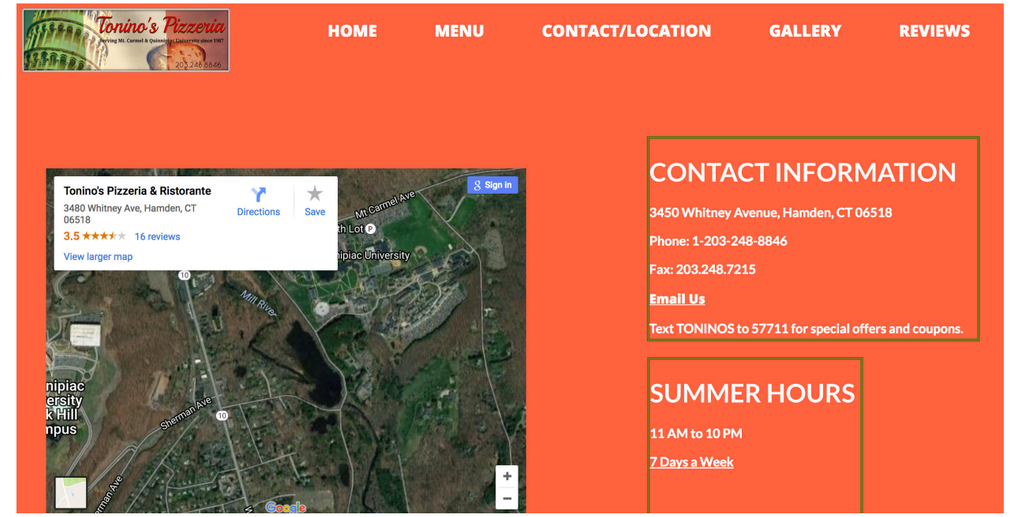
## Appetizers

1. French Fries: $3.45
2. Fried Calamari: $9.95
3. Fried Mozzarella: $5.25
4. Garlic Bread: $2.75
5. Garlic Bread Parm: $3.25
6. Buffalo Wings (BBQ Wings Available)
7. Jalapeno Poppers: $6.95
8. Chicken Tenders With Fries: $7.25

## Salads

1. Tossed Salad: $3.75
2. Chef Salad: $6.95
3. Caesar Salad: $6.50
4. Caesar Salad: $6.50
5. Antipasto: $8.25
6. Chicken Caesar: $7.95
7. Calamari Salad: $11.95
8. Fresh Mozzarella & Tomato: $6.95
9. Greek Salad: $6.45




## CONTACT INFORMATION

3450 Whitney Avenue, Hamden, CT 06518

Phone: 1-203-248-8846

Fax: 203.248.7215

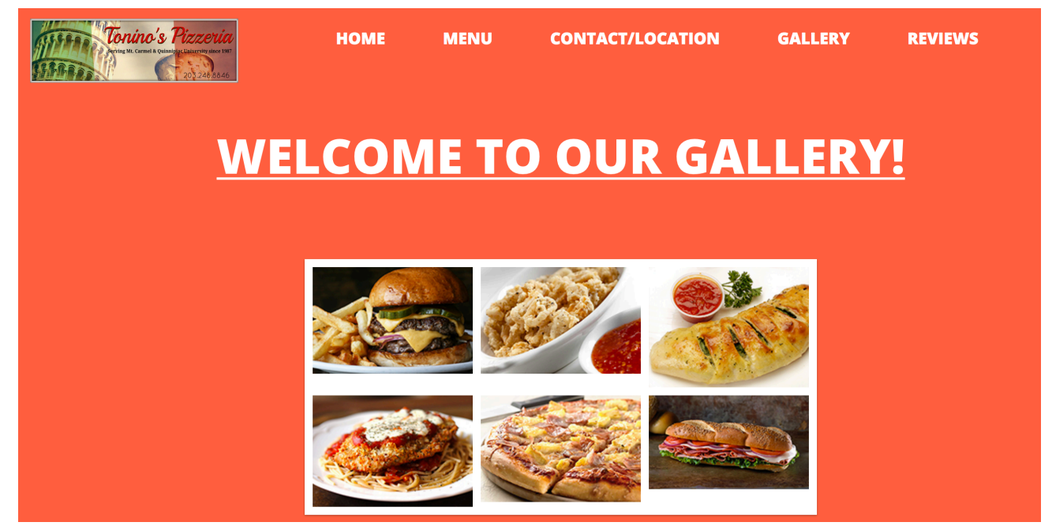
Email Us

Text TONINOS to 57711 for special offers and coupons.

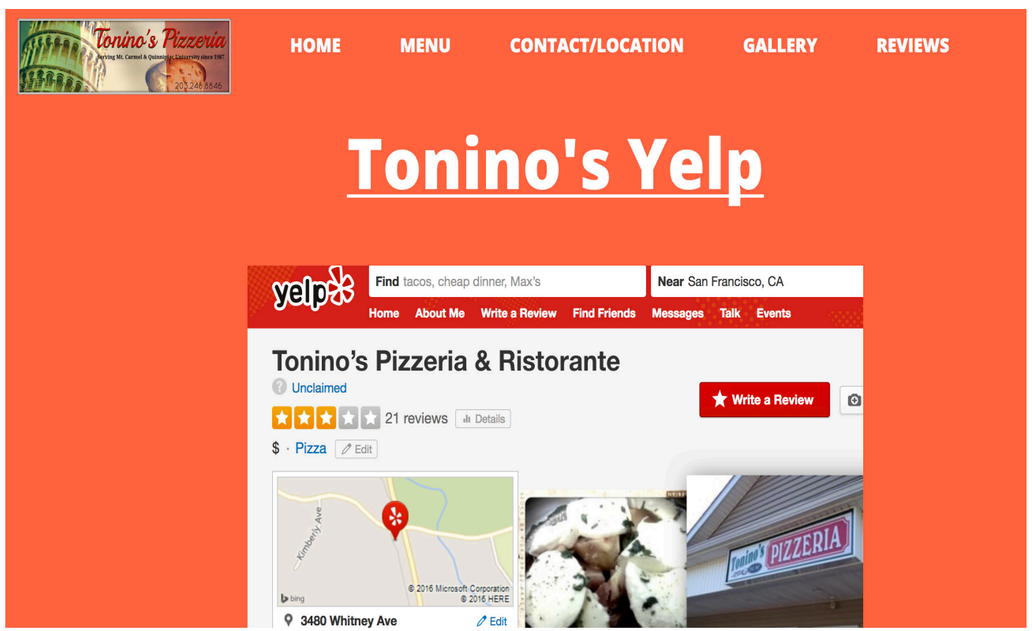
## SUMMER HOURS

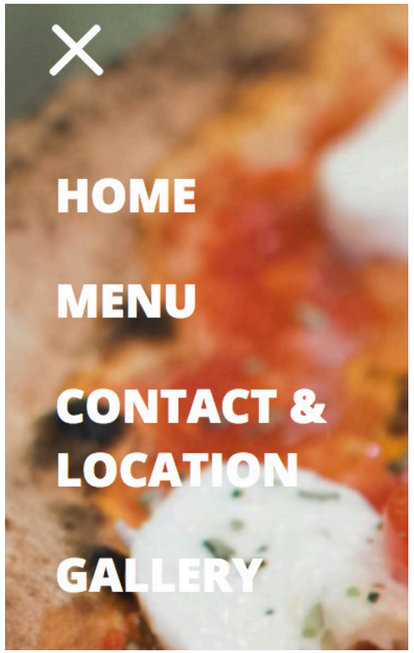
11 AM to 10 PM

7 Days a Week



Tonino's was established in 1987 by yours truly, Anthony Improta. We aim to serve you only the highest quality foods, including pizzas, pasta dinners, grinders, wraps, salads, wings, and much more. We also offer catering trays for all occasions.





# IMAGES from Root Folder

Tonino's
PIZZERIA
OPEN
OPEN

Tonino's
EST. 1987
PIZZERIA
HOT & COLD SUBS

# ATLANTIC WHITE SHARK CONSERVANCY WEBSITE

# PERSONAS, COMPS and LOGOS

## Tom Smithers

Empathetic | Hardworking

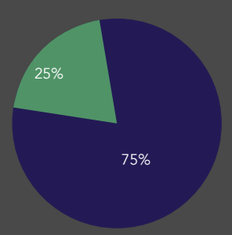
Age: 35
Gender: Male
Race: Caucasian
Occupation: Marine Biologist
Education: PhD Marine Biology
Location: Boston, Massachusetts
Income: $150,00

### Personality:

Extroversion: 80%
Sensing: 75%
Thinking: 70%
Judging: 100%
Openness: 100%

### Mobile Apps:

- 25% is personal use
- 75% is business use




### Biography:

Hello everyone, my name is Tom Smithers and I am a thirty-five year old man living in downtown Boston near most of the universities. I am a part-time or adjunct professor at Boston University in the Marine Biology program and have a doctorate in Marine Biology from Harvard University and work in a lab in central Boston to discover how to fix marine pollution and save marine life from danger by human waste. I have grown up in Massachusetts my whole life and have been a beach goer during the summers in Cape Cod ever since I was a child. I have a passion for the ocean and don't really do much else. I am not a huge fan of sports, music, movies, videogames, etc. If I could spend every minute of my life by the ocean, I would. With the very little free time that I have, I tend to exercise and run around the city or spend time with my family who also live in Massachusetts, about two hours away from Boston. I do not have any children, but I do have a girlfriend, Elisa, who I have been dating for approximately two years. Most of my life I have been attending school or have been working, so much of my free time has come to an end. I don't mind it however, I enjoy doing what I do, and they say if that is true, you never work a day in your life.

### Technology Abilities:

40% 20% 40% 40%

### Skills:

-Marine-Biology
-Surfing
-Activist
-Public Speaking
-Negotiations
Respectful

### Dislikes:

-Hard to use technology
-Angry people or people who combat the marine movement

### Motivation:

-Supporting the Marine Environment
-Making New Friends and Business Partners
-Activism towards the ocean
Furthering Skills

### Needs:

-Money
-More well designed laboratory technology for research
-Less problems with the ocean

## Alicia Miller

Friendly | Caring

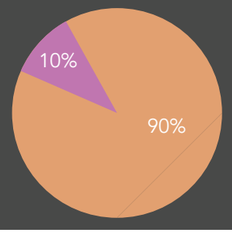
Age: 52
Gender: Female
Race: Caucasian
Occupation: N/A (Stay at Home Mother)
Education: BA Journalism from Ramapo College of New Jersey
Location: Chicopee, Massachusetts
Income: $0/annually

### Personality:

Extroversion: 60%
Sensing: 75%
Thinking: 70%
Judging: 100%
Openness: 60%

### Mobile Apps:

- 10% is business use
- 90% personal use




### Biography:

Hi, my name is Alicia Miller and I am mother and stay at home wife. Both of my children attend different universities in cities on the West Coast of the United States and I still live in Chicopee, Massachusetts with my husband and my two dogs. I enjoy going to the beach during the summer and getting involved in any charitable organizations around my area and the state of Massachusetts. Although I do not have an official occupation, I still am very active. My family is very close and we go often to New Jersey where I grew up and went to college to see my parents and siblings. I love to do arts and crafts and clean. Anything anybody asks me for help for, I am at your service.

### Technology Abilities:

60% 20% 20% 20%

### Skills:

-Cleaning
-Being a Mother
-Charitable
-Kind
-Respectful

### Dislikes:

-Public Speaking or situations involving lots of people
-Overwhelming amount of Tasks

### Motivation:

-Supporting the state of Massachusetts and Local Charities
-Making New Friends
-Being a good mother and wife
-Be more outgoing and loud spoken

### Needs:

-Family
-Events to keep her occupied

# Colleen Williams

Compassionate | Adventurous

Age: 42
Gender: Female
Race: Caucasian
Education: SUNY Albany
Location: Albany, New York
Occupation: Middle School Teacher
Income: $78,000

## Biography:

Colleen is a middle school teacher at Sunquam Elementary School in Albany, New York. She teaches Marine Biology to 8th grade honors students. She is happily married to a man named Steve who also is a teacher at Sunquam. She has 2 sons that are twins and they have a passion for anything ocean related. They love to swim, surf, and fish in their free time. Colleen enjoys taking all of the boys to the marina on the weekend.

## Personality:

Extroversion: 60%

Sensing: 65%

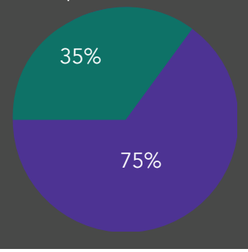
Thinking: 70%

Judging: 100%

Openness: 60%

## Mobile Apps:

- 75% is business use
- 35% personal use




## Technology Abilities:

40% 30% 85% 80%

## Skills:

-Cleaning
-Cooking
-Finding new information

## Dislikes:

-People who don't take responsibility for what they do
-Poeple who are rude for no reason

## Motivation:

-Learning new things so that I can pass that knowledge onto my students
-Making New Friends
-Being a good mother and wife

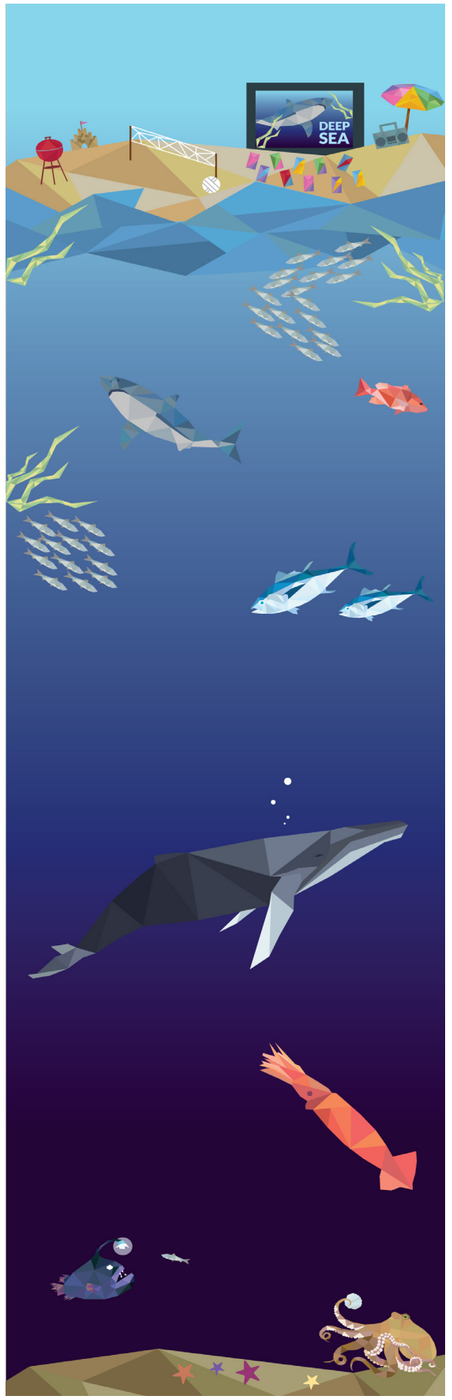
## Needs:

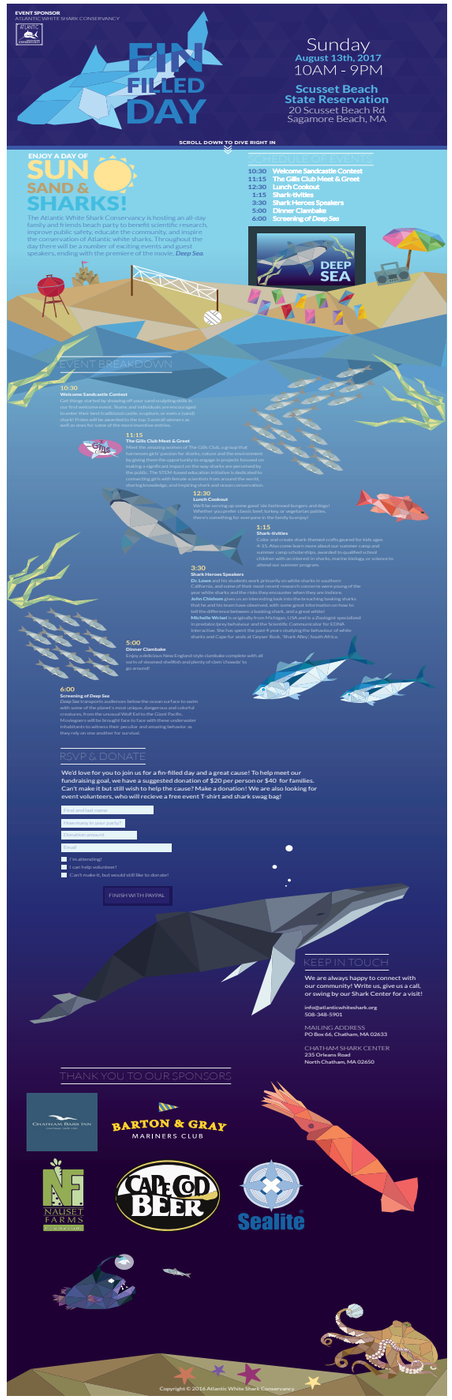
-Family
-Events to keep her occupied

FIN FILLED DAY

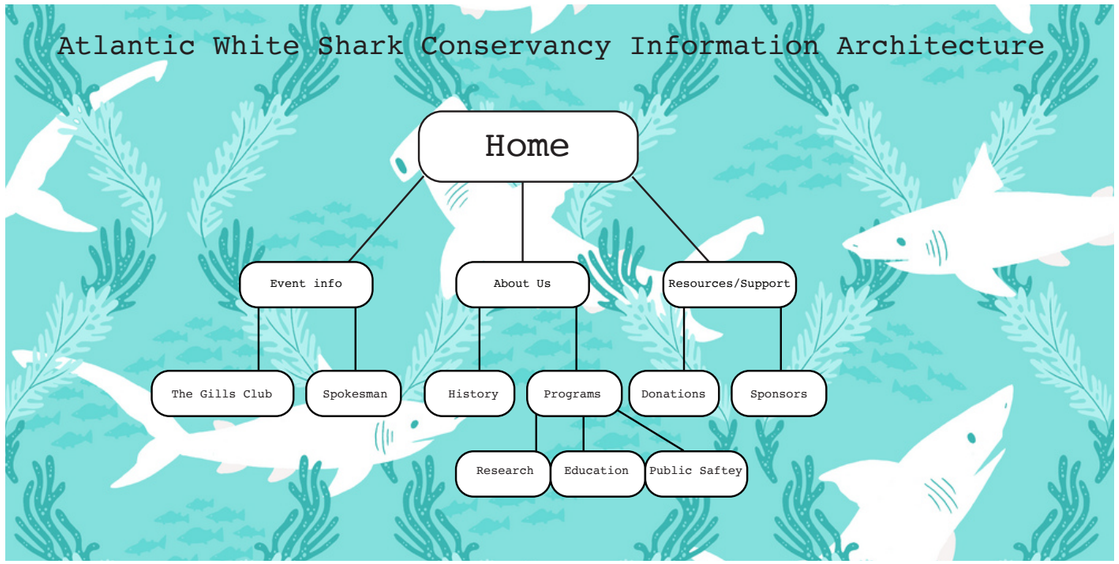
FIN FILLED DAY

# MAIN COMP and DESIGN ELEMENTS



# INFORMATION ARCHITECTURE




# COLOR AND TYPE STUDIES

## Type Studies

SUN, SAND & SHARKS – Courier

**SUN, SAND & SHARKS – Courier**

**SUN, SAND & SHARKS - GothamBold**

**Sun, Sand & Sharks - Roboto Slab Bold**

Join us for our a day in the sun and shark education - GothamBook
Join us for our a day in the sun and shark education - Lato
Join us for our a day in the sun and shark education - Century Gothic
Join us for our a day in the sun and shark education - Tahoma

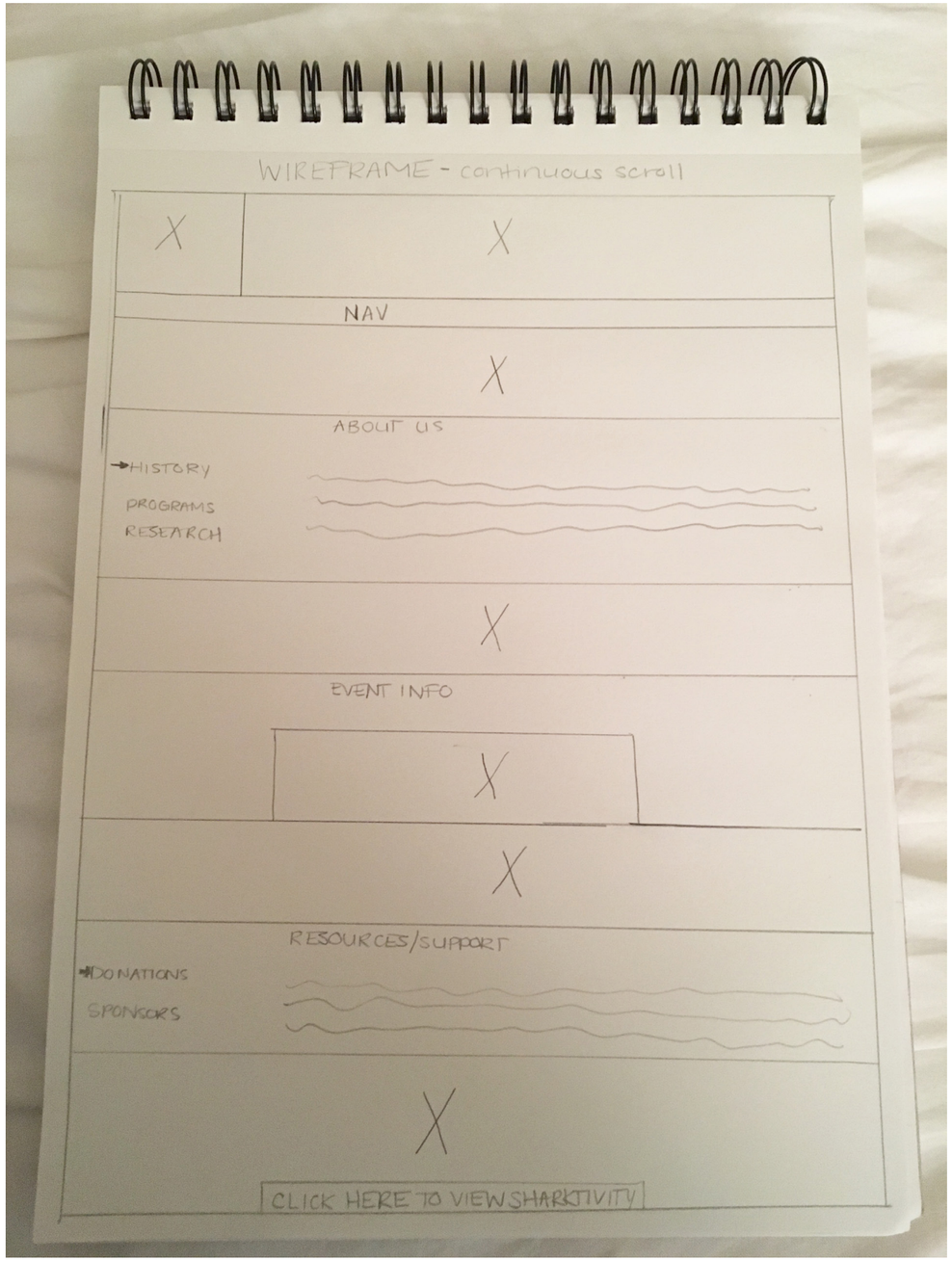
## Color Studies

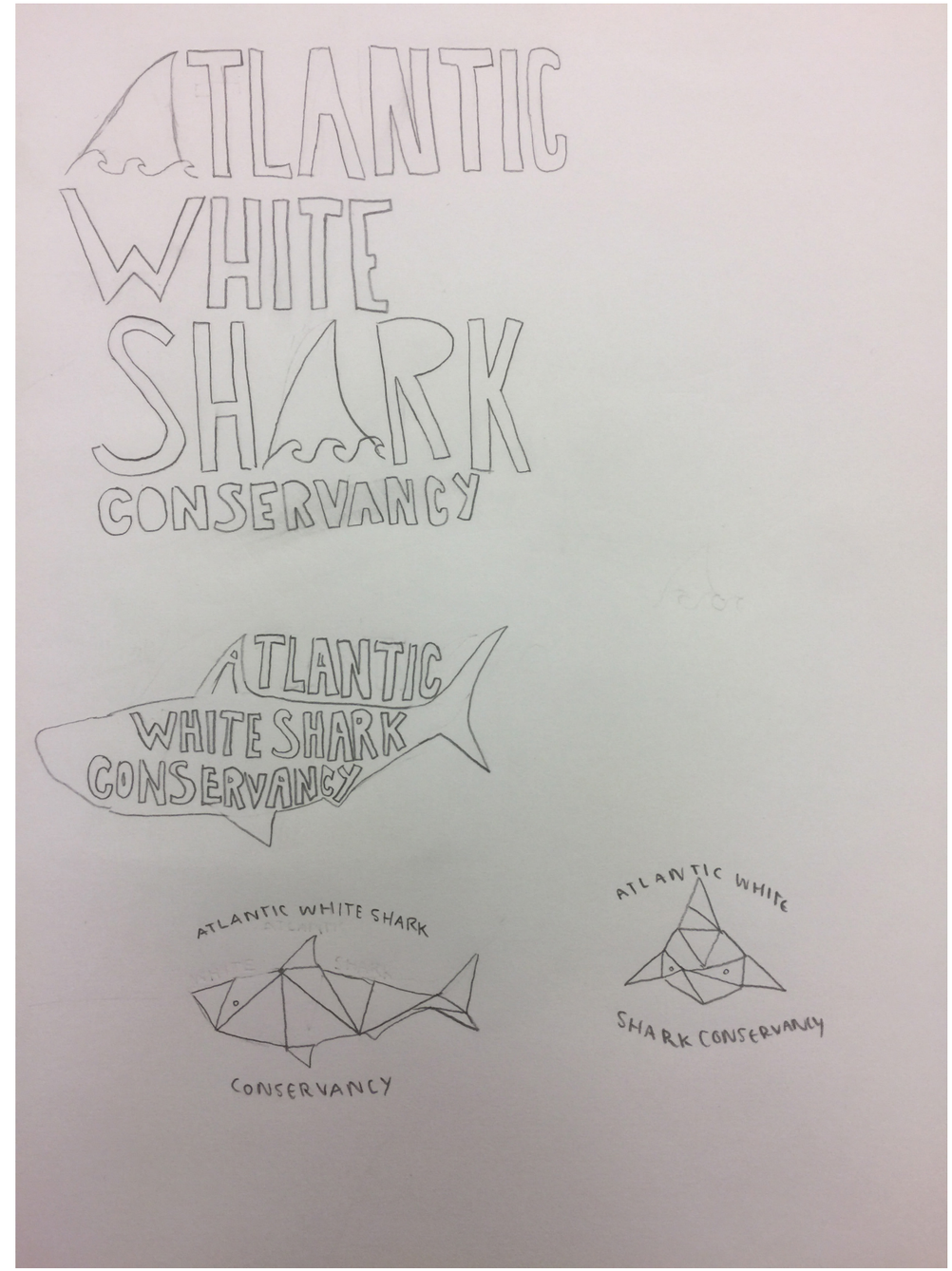
#46BCDE #4FBBC9 #75C3C9 #BDDAD6

#F5EF89 #CEAC75 #3DB9C8 #9DCECB

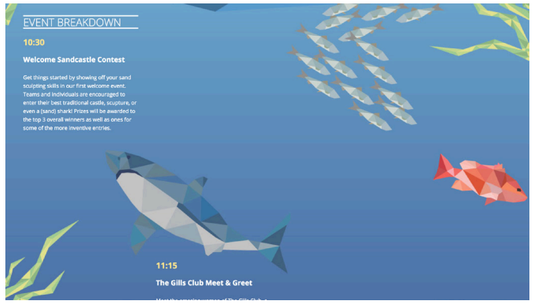
#28A69D #77C3A7 #F79F51 #884F9B

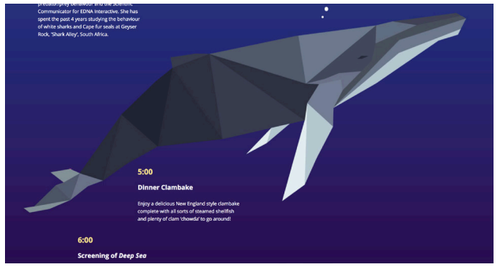
# WIREFRAME AND SKETCHES

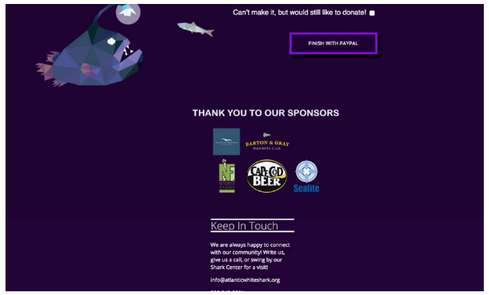


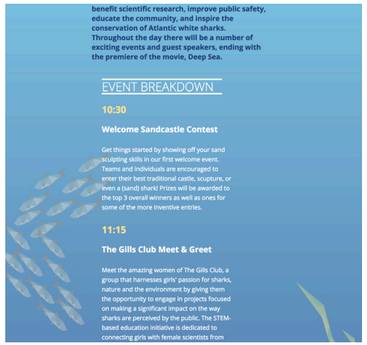



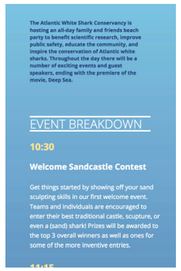
# ACTUAL WEBSITE IMAGES








# The End