



BLUHEX



A cluster of overlapping hexagons in various shades of teal and light blue, located in the top-left corner of the image.

ARE YOU SURE
YOU WANT TO
POST THAT?
#BLUHEX

A cluster of overlapping hexagons in various shades of teal and light blue, located in the bottom-right corner of the image.



Table of Contents

Mission Statement	4
Business Goals	5
User Goals	5
Core Features	6
Similar Extensions	7
Demographics	8
Persona #1	9
Persona #2	10
Statistics & Webographics	11
Logo Journey	12
Wire Frames	13
Mood board	14
Mock Ups	15
Working Example	16
Site Map	17





WHAT IS BLUHEX?

BLUHEX is a Chrome extension for your browser used to disable the user in their attempt to create and share posts, reply to comments, tweets, and retweets within Facebook or Twitter. It's a way to cut down social drama and at the same time boost your personal productivity. All the settings are easy to control and live within a beautiful interface.

MISSION STATEMENT

The mission of Bluhex is to limit personal posts, replies to create a more meaningful conversational environment for those using social media.

BUSINESS GOALS

- Offer a free, fun, and quirky way to keep your mouth shut on social media
- Offer a clean design that doesn't over take or distract from the original site
- Design an extension that's easy to use and pleasing to the eye
- Keep track of the user's location through the day with permitted GPS tracking
- Remind people to keep a sense of humor with a tongue-and-cheek attitude

USER GOALS

- Have a way to control the over use of posts and comments for themselves
- Have an easy way to lock their post and comment section while it may be tempting to create a post when it's not in their best interest
- Control what's seen on their newsfeed to cancel commenting temptation

CORE FEATURES

- On/Off switch – Someone wanting to keep it simple and not have to think about posting
- Password – Keep the extension protected for the user
- Scheduled time of day – Easily set the time during the day that the user should focus more on work or to fit their sleep schedule
- Timer – The user can set a timer for the extension to shut off as another way to track the time during work
- GPS – Track the user's phone location to keep tabs on their whereabouts
- Keyword filter – Choose keywords to select different posts to not show on your feed

SIMILAR EXTENSIONS

Social Fixer

- 177,000 users
- Works exclusively for Facebook offering features:
 - Filter the newsfeed by keyword or author
 - Hide sponsored posts, politics, or spoilers
 - Don't show posts already read

Shut Up

- 10,000 users
- Hides all comments, on any page
- Remembers website you disable the extension

Productivity Owl

- 10,000 users
- Animated owl swoops over your page to close the open tab if it has been open too long

Freedom (App)

- 250,000+ users
- Blocks apps and websites through schedule or locked
- Costs: \$6.99/month \$29/year \$119.99/forever

Facebook

- Block certain people from commenting on their personal posts.

DEMOGRAPHICS

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

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PEW RESEARCH CENTER

PERSONA #1



Name: Joseph Byrd

Sex: Male

Age: 26

Ethnicity: Asian

Marital Status: No

Kids: No

College: Some

Occupation: Full time student & Bartender

Salary: \$ 21,500

Location: St. Paul, MN

Psychographics:

Social Grade: D (Labourer) Lifestyle: Explorer (Younger / Student)

Why Bluhex: Joseph uses Bluhex on his computer to turn on during homework time. He doesn't want to waste time on Facebook or Twitter by commenting on useless Facebook posts. What he likes about Bluhex is the ease of use mostly. He has it set to track his phone's GPS but also listed the bar he works at as his workplace. That way when he goes out and drinks with his friends the app will automatically turn on for him, he doesn't want to start and drunken arguments.

"Not only does BluHex keep me out of trouble, it also keeps me from getting too distracted through my homework. I really love that I can still see my Facebook while it doesn't allow me to post.
Highly Recommended!"

PERSONA #2



Name: Robyn Webster

Sex: Female

Age: 29

Ethnicity: Hispanic

Marital Status: Yes

Kids: No

College: Associate's Degree

Occupation: Retail Store Manager

Salary: \$ 53,300

Location: Bloomington, MN

Psychographics:

Social Grade: C1 (Supervisory) Lifestyle: Succeeder (Goal Orientation)

Why Bluhex: Robyn has started using the Bluhex extension on her browser. She enjoys that she can turn it on and leave it on. She also enjoys the way Bluhex covers the area needed to post, she says it's her little reminder to keep quiet. Her husband is very thankful and also enjoys the fact that he can easily turn it off when he needs to post something on his own.

"I love using BluHex! I don't have to worry about commenting on posts that make me angry. I can easily filter out the political posts and focus more on a happier newsfeed."

STATISTICS

Facebook:

(as of Feb 2016)

Total Users in US 156.5 million

18-24 = 26.6m

25-34 = 33.2m

35-44 = 26.1m

45-54 = 23.2m

55-64 = 18.4m

65+ = 12.5m

50 minutes a day on average

Twitter:

(as of Feb 2016)

Total Users in US 56.8 million

18-24 = 12.1m

25-34 = 12.4m

35-44 = 9.5m

45-54 = 7.3m

55-64 = 4.5m

65+ = 3m

17 minutes a day on average

WEBGRAPHICS

Chrome:

(as of September 2016)

Chrome = 72.5%

(Versions C52 = 31.2% C53 = 32.5% as most used)

IE = 5.3% Firefox = 16.3% Safari = 3.5% Opera = 1.0%

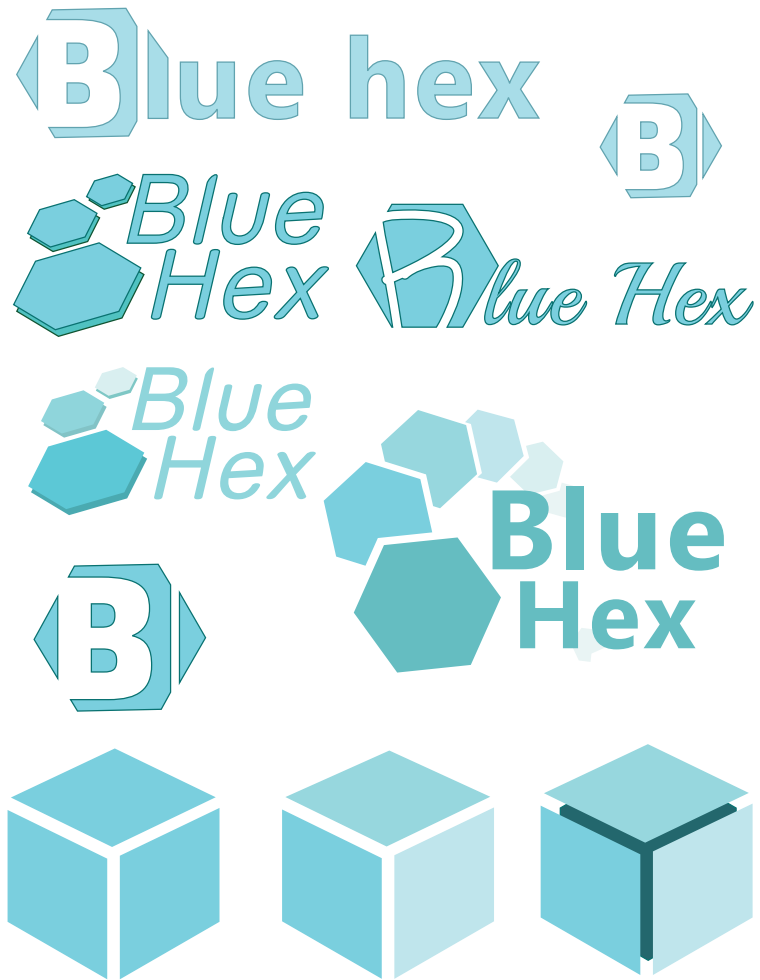
<https://www.statista.com/statistics/398136/us-facebook-user-age-groups/>

http://www.nytimes.com/2016/05/06/business/facebook-bends-the-rules-of-audience-engagement-to-its-advantage.html?_r=0

<https://www.statista.com/statistics/398152/us-twitter-user-age-groups/>

<http://www.adweek.com/socialtimes/social-media-minutes-day/503160>

LOGO JOURNEY

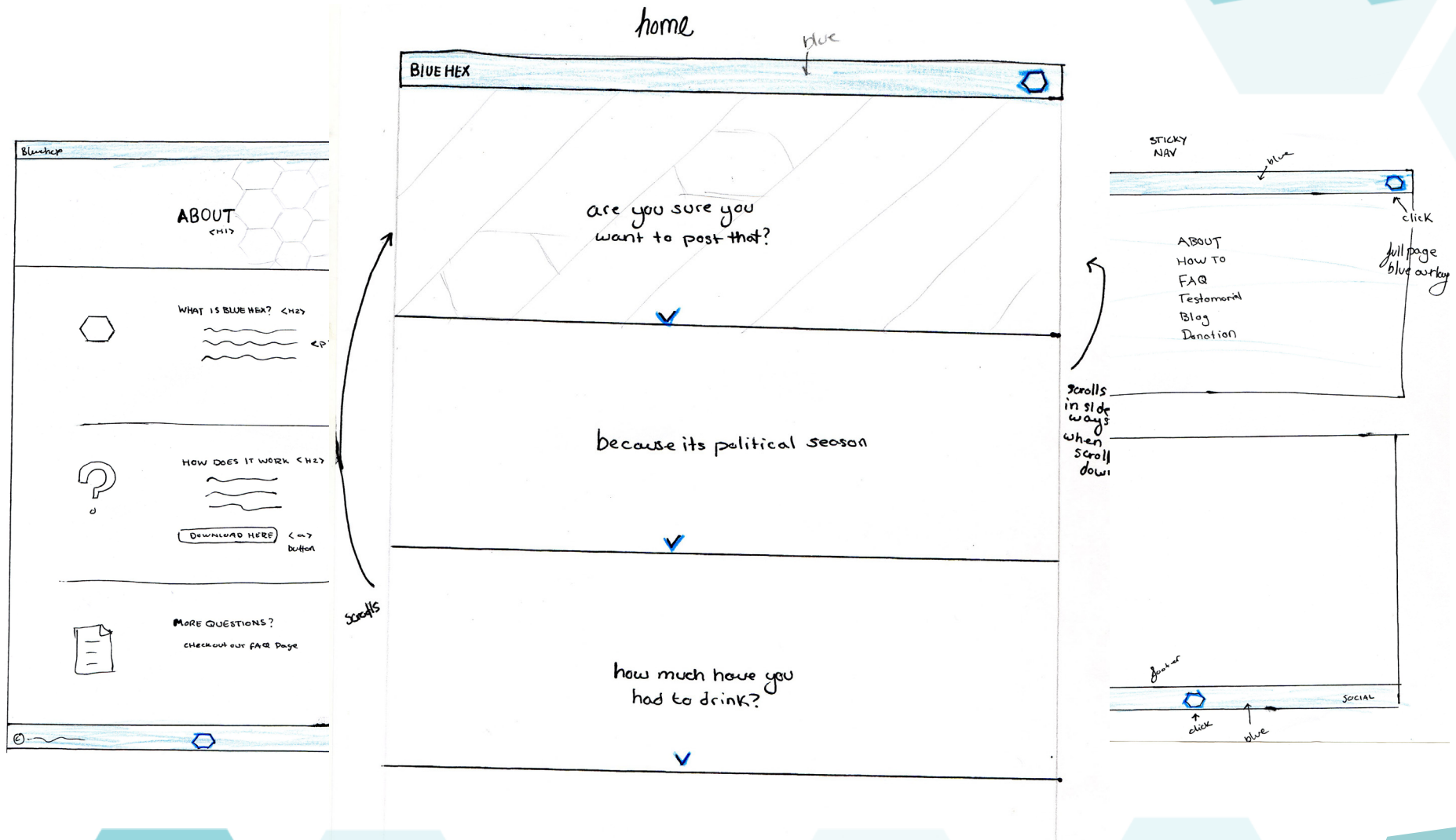


BLU  HEX

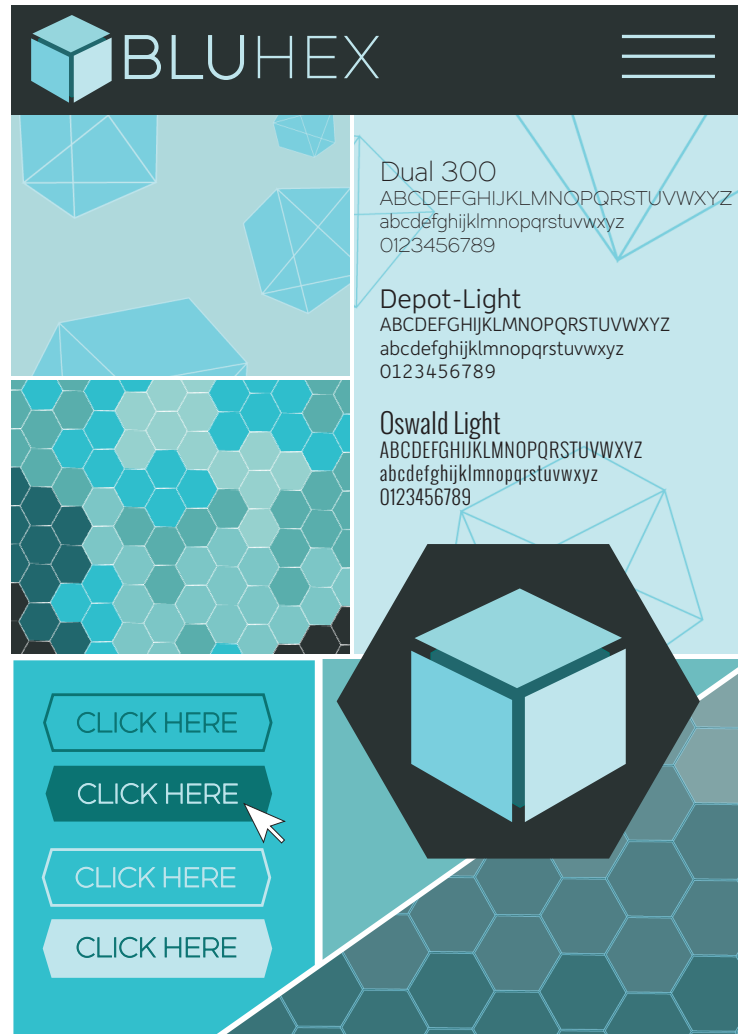
BLU  *HEX*



WIREFRAMES



MOODBOARD



MOCK UPS



WORKING EXAMPLES



Jeffrey @jeffreyisham · Jul 11

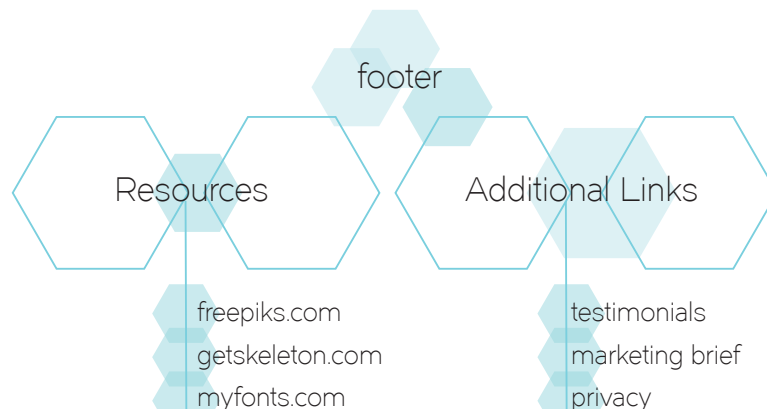
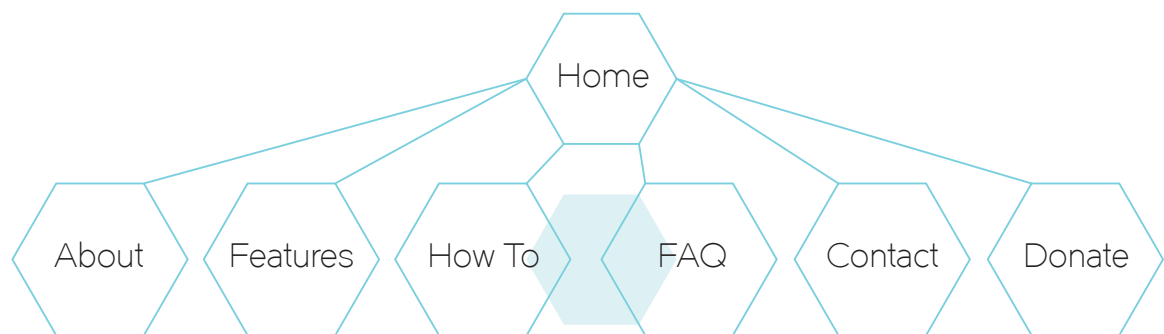
Pokemon Go is like geo-caching for nerds.
Oh. Wait. Geo-caching was already
geo-caching for nerds. Nevermind.



2



SITE MAP





Team Bluhex

Rebecca Power – Web Development

Noah Morrow – Designer / Animator

Kelsey Roenau – Designer

Sarah Fisher – Marketing

Brent Buck – Project Manager