

# BORED?

MDDN201 Dorothy Park



Kill your time with surprisingly amusing and useless products!

## Profile

‘Bored?’ is a website that will randomly redirect you to a collection of amusing and useless products, which will help your brain refreshed while you’re stuck in extremely procrastinating situations, like in the middle of making a 8-page designed report for a school project!

Countless weird and absurd infomercials aired mostly in 1990’s were part of time killing and amusement for those who were bizarrely tempted to buy one of those products. This website is designed for those who not only miss those infomercials but also grew up watching them and are now adults who are able to purchase the products for themselves!

Even if you haven’t had an experience with one of these infomercials, it is still a great way to kill time by watching some surprisingly amusing and useless products that are still being sold.



### for who?

This website is dedicated to any of those who are professional level procrastinators and appreciate bad taste, absurdity, weirdness and 90's nostalgia.

### How is it done?

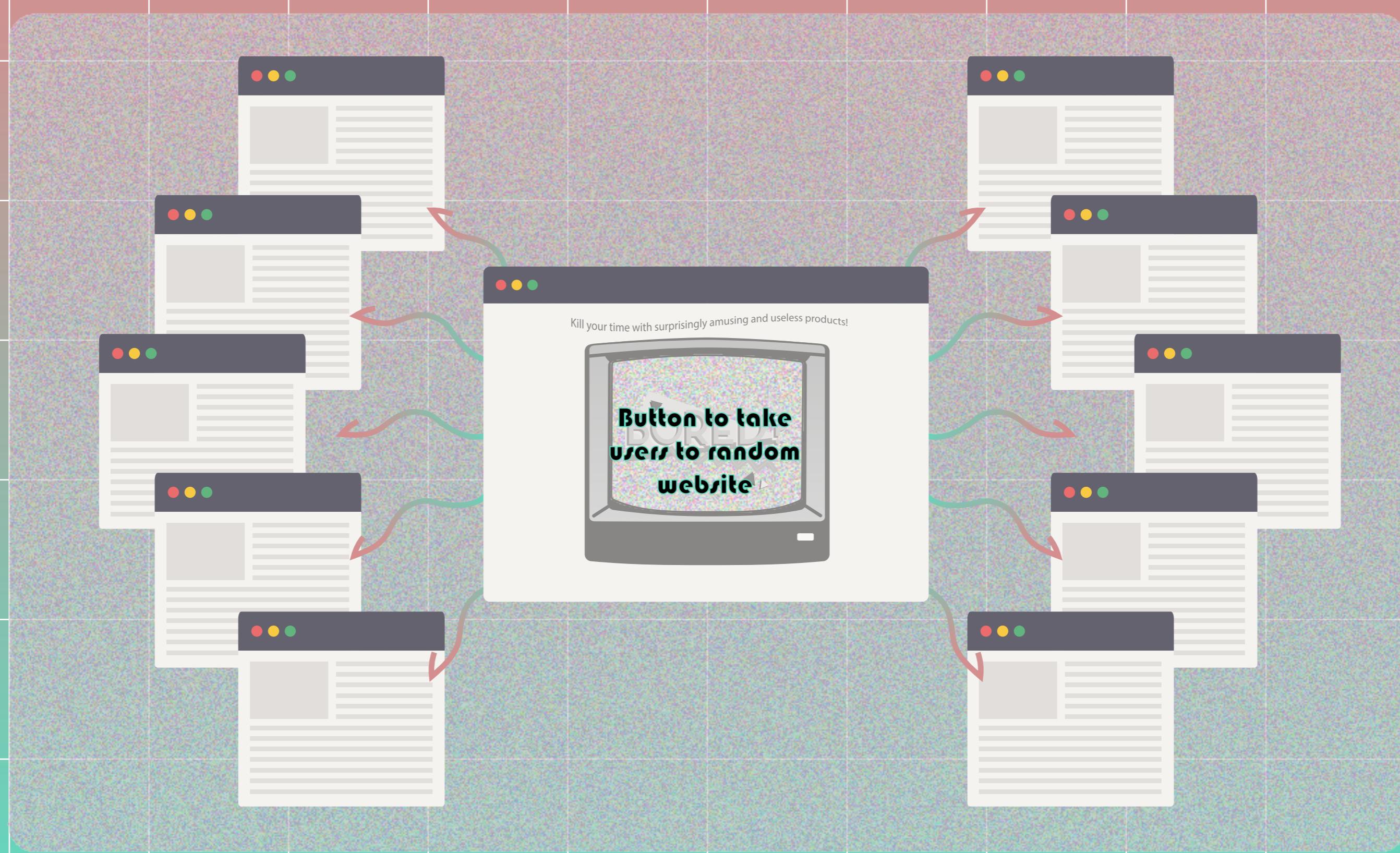
Everything will be made from scratch, using a Javascript function to redirect the users to random useless product pages.

### Atmosphere

Overall color scheme and design will be heavily relying on the 90's aesthetics, since the golden age of the useless infomercials was 1990's.

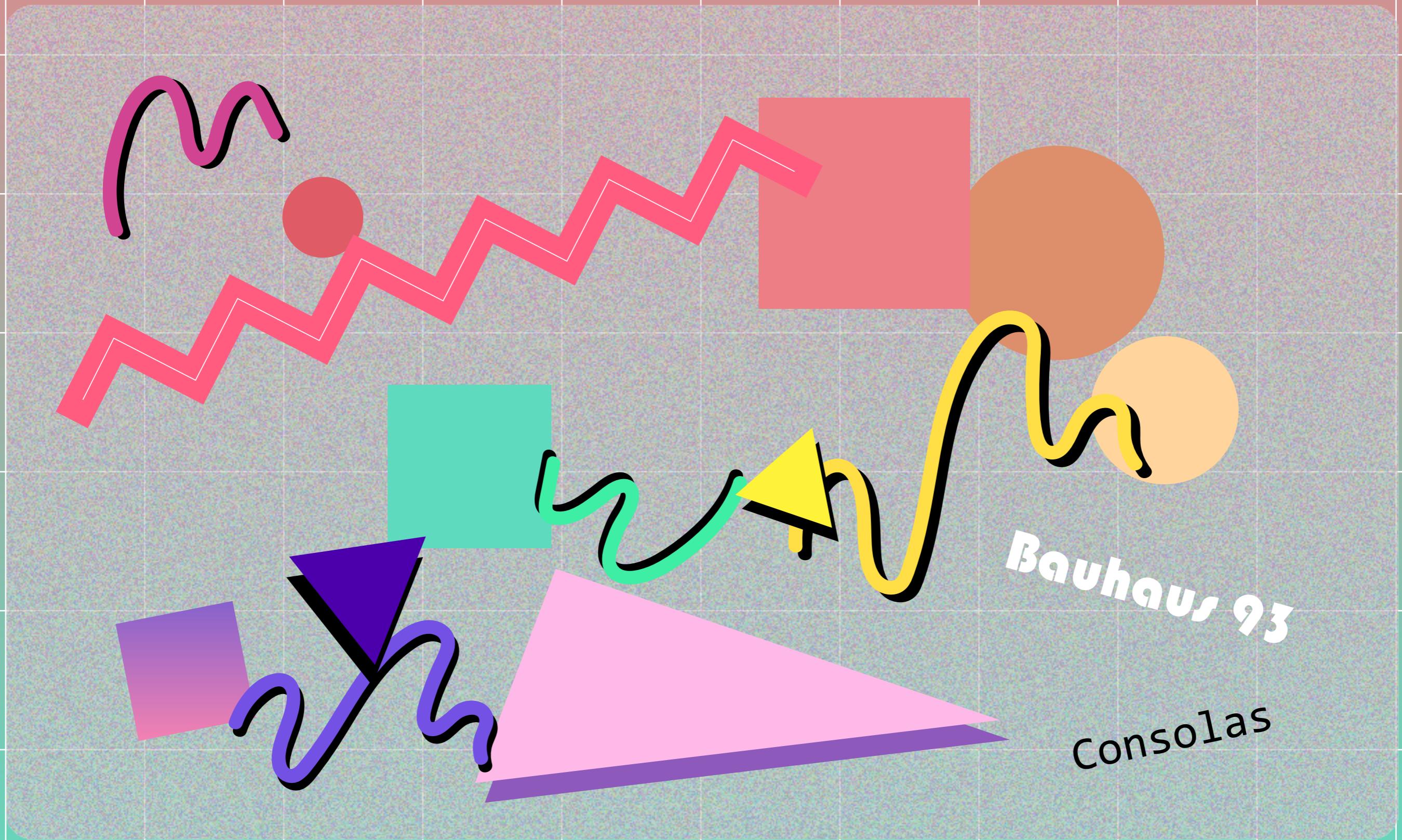
# BORED?

## Wireframe



BORED?

## Color Schemes and Key Shapes

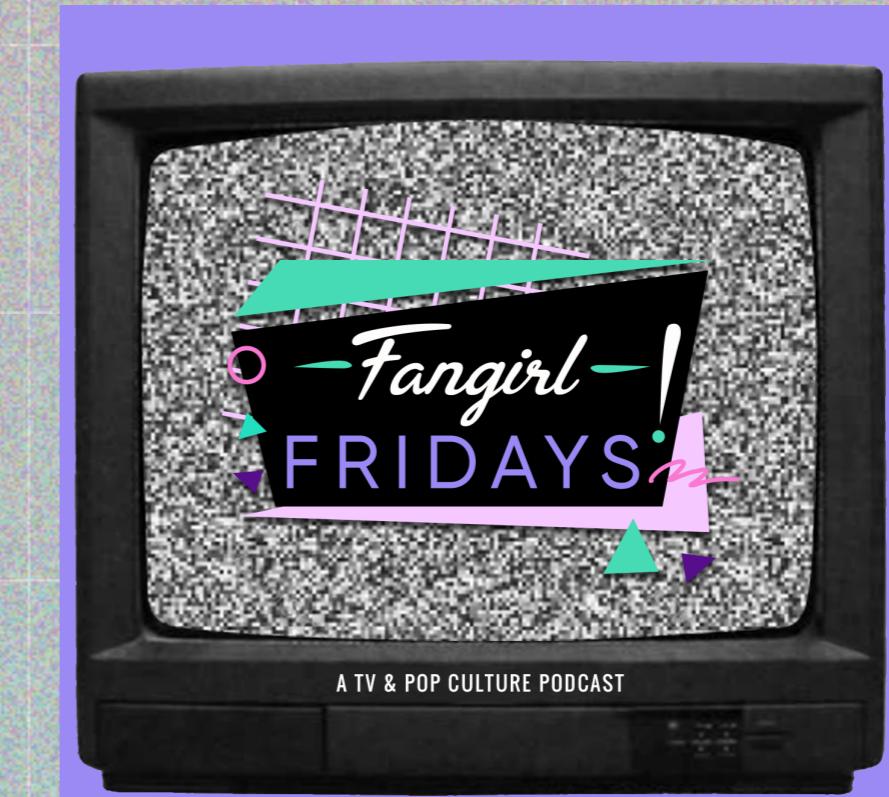




## Style References

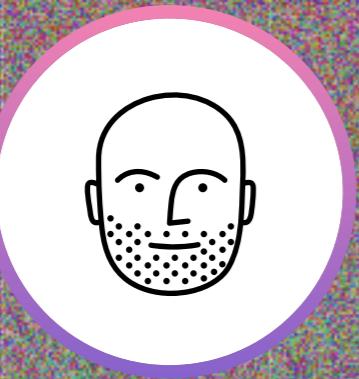
Macintosh Plus 90's GIF

90's Party



# BORED?

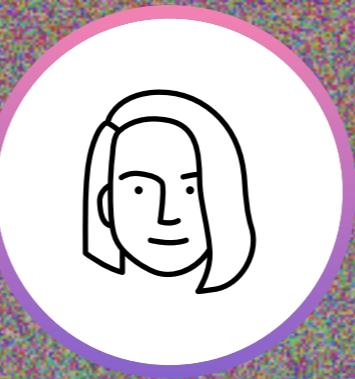
## User Personas



**OLIVER • 21**  
3rd Year Design Student  
Busy at the end of trimester

As a 3rd year design student Oliver faces numbers of project deadlines at the end of trimesters. Even though he should be hustling with his projects, he is always up for a good banter and a break every so often to keep his mind sane.

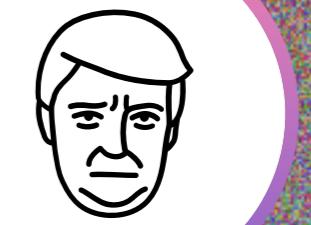
**KEY TRAITS:**Good sense of humor.  
Fast learner·Young and swift



**NINA• 35**  
UX Designer at UXBank  
Always Busy

Nina is a very busy UX Designer and she is always busy with her work. Her secret of being a successful designer is to get abundant inspirations from random stuff she sees on the internet on her break times, but she's recently struggling to find something good.

**KEY TRAITS:**Collector·Explorer·  
Organized·Appreciate 90's Aesthetics



**RONALD • 73**  
President of Unified States  
Plenty of Time

He may represent a country, but what he actually does is not that much so he really needs to find something that makes him look like he's doing his job with fast time consuming.

**KEY TRAITS:**Excellent convincing skills



## User Journey Map

Positive Experience

User feels great after procrastinating

User feels enough rested continue on their duty

User promises themselves one more click

User gets stressed

User feels guilty

Negative Experience





## Other References and Inspirations

The Useless Web

Tim Urban on TED - Inside the mind of a master procrastinator

NYT - Why Your Brain Tricks You Into Doing Less Important Tasks

User Persona Vectors