

# pp-dfd

## This Document

This document contains process work for the fake application SoCo: Social Colour. This application was designed for ARTD 313 at UIUC, Spring 2014. More information is in the README.

## The Personas

For reference, the target personas are included here.

### Kevin

**Kevin** is a 26 year old male who recently moved to Chicago, Illinois in October 2013 to start a new job as a designer at a design and innovation consultancy. Prior to starting his professional career, Kevin completed two graduate degrees in design—the first at one of the few universities in Canada to offer such a degree, and the second at one of the most prestigious programs in the United States. The past several years have offered Kevin the opportunity to partake in a variety of new life experiences; this is no more apparent than in the broadening of his palate, as he was previously known to be an extremely picky eater. Kevin is Canadian by birth, but also holds dual citizenship in the United States. He travels often to visit not only his own family back in Canada, but also to visit the community of his second graduate school, where he coincidentally met his long-term girlfriend. Kevin's favorite color is red.

### Erin

**Erin** is a 27 (soon to be 28) year old female who currently lives in Boston, Massachusetts. She has worked at a strategic branding firm, where she is now an art director and second in charge, for almost two years. Prior to moving to Boston, Erin spent some time working professionally in the Atlanta, Georgia area, her hometown (although she later moved to Florida with her parents). She graduated with a degree in graphic design and illustration in 2008 from a major art school in the southeastern United States. Erin is significantly younger than her four other siblings, so much so that she is only a few years older than one of her nephews. Erin loves music, which is a good thing because her long-term boyfriend plays tuba in a band. Erin's cat, Frankly, has his own Facebook page and has been known to Skype with other pet friends across the country. Erin's favorite color is seafoam green.

## App Ideas

### SoCo: Social Color

#### About

Social Color, or SoCo ([not to be confused](#)), is an application for designers on the go. Inspiration can come from anywhere, and wherever one happens to be, chances are they have their phone with them. SoCo allows users to take pictures of whatever is inspiring them (or has inspired them before), extracts the dominant colors, and creates a 3-6 color palette from that image. The colors can then be tweaked to perfection. Designers wanting to test out how this palette might look on a screen can add some text and set in different typefaces to prototype on the go. Finally, these color palettes, type, and the image that created them, can be shared to both the SoCo network and Facebook.

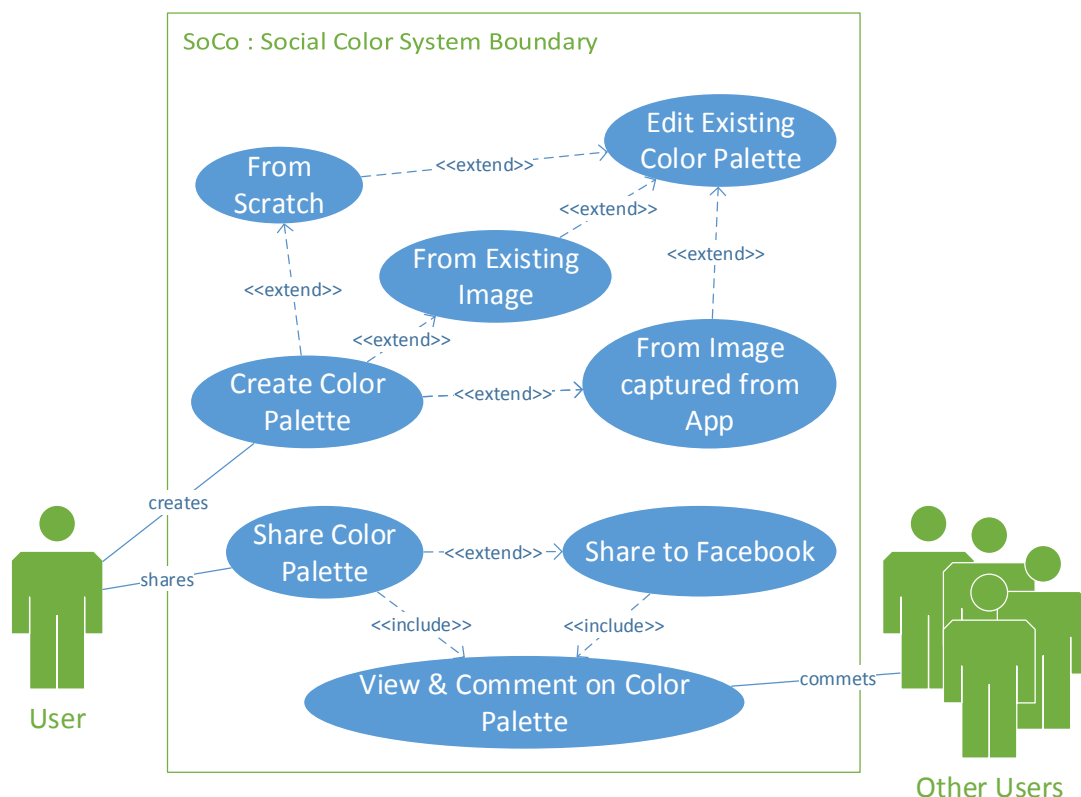
## Fitting the Personas

Because both Kevin and Erin are relatively young, it's safe to assume that they are not in their dream job, and if they think they are, it's likely that they're wrong. Because of this fact, they are still doing design work, even if it's not specifically for their job. They got degrees in this sort of thing, so it's something that they enjoy. Kevin specifically travels a lot, so would have a lot of opportunity to find color to inspire his work in his experience. Erin has a lot of relatives who are close in age that she could share her work with. The addition of typography plays to the fact that these people are professionals; they're not looking to play with rainbows, they're looking to make something that will work and work well for what they're working on next.

## User Stories

- **Epic:** Users who are designers want to be able to quickly design color palettes on the go.
  - Users can take a photo, and generate a 3-6 color palette from the dominant tones in the image. Colors can then be tweaked.
  - Users can save color palettes, along with the photo that generated them.
  - Users can tweak individual colors in color palettes.
  - Users can set type in different typefaces to accompany palettes to prototype designs.
- **Epic:** Users want to share color palettes with similarly minded friends.
  - Users can share color palettes, as well as the photos that generated them.
  - Users can comment on shared color palettes and photos.
  - Users can cross post these color palettes and photos to Facebook.

## Use Cases



## Pyles.io

### About

The advent of digital photography has silently killed the analog aspect of organizing and sharing photos. Pyles.io is an app that lets people take and share pictures on different themed boards with their friends, comment, and most importantly, arrange as if they were physically on a board.

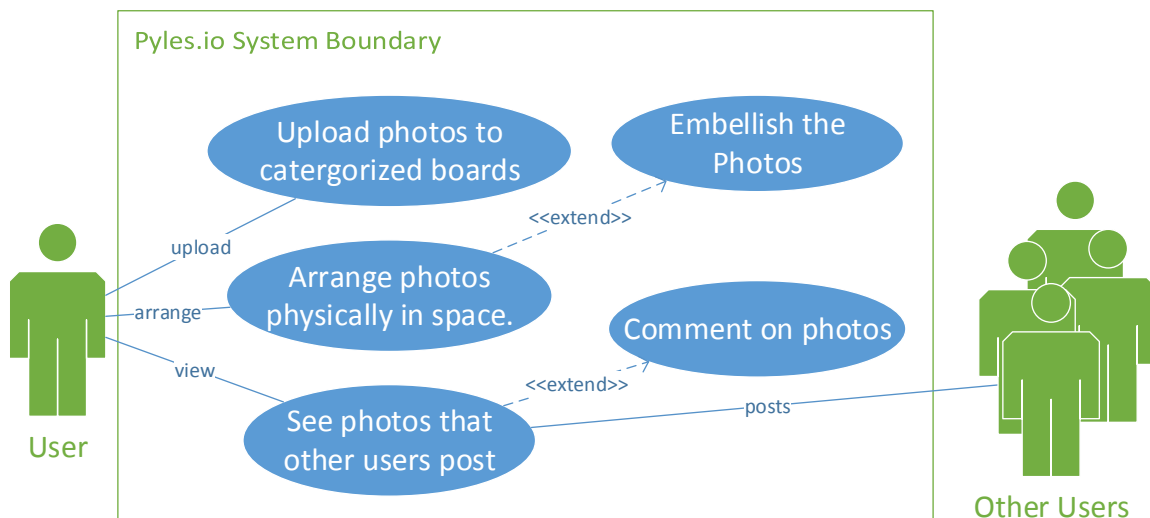
### Fitting the Personas

Both Kevin and Erin have reasons to take photos, Kevin, of his food, Erin of her cat, both of their significant other, Kevin of his travels, Erin of her travels through the city. As people who are design minded, being able to arrange how their photos appear to their friends is important to them, so an application like Pyles.io can allow them to control the way they appear.

### User Stories

- **Epic:** Users want to be able to share pictures that they take with friends, and see the pictures that their friends take.
  - Users can take pictures and share them in a categorized album with friends.
  - These pictures can be arbitrarily arranged by viewing them on a stylized, pseudo-physical photo board.
  - Users can see their friends' photos, and write comments on the back of them.

### Use Case



## Loverly

### About

Loverly is an application for the digitally inclined couple. It allows two people to share todo lists, send each other reminders, and notify each other of their locations. It provides secure messaging, shared pictures, and everything that two people in love would want to have. It even warns each user when their significant other's phone is low on battery!

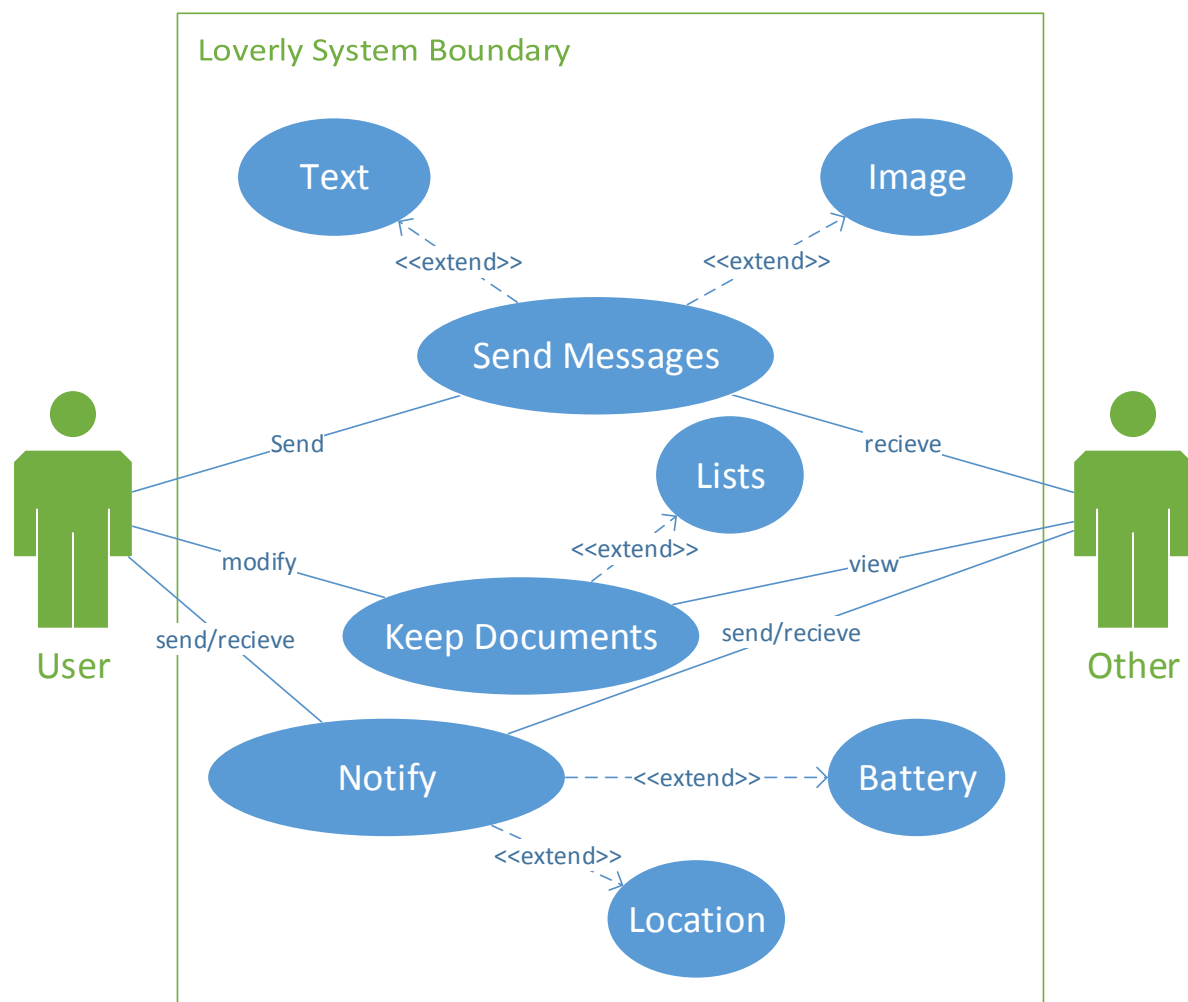
### Fitting the Personas

Both Kevin and Erin are in relatively serious relationships, as evidenced by the fact that they have been in the relationships for so long. Because Kevin travels so much and Erin's boyfriend presumably is away playing shows, there is a not insignificant amount of time apart from their partners. As such, it's likely that a way to stay connected, even when they are in these separated periods.

### User Stories

- **Epic:** Users want to keep in touch with their significant other.
  - Users can securely text and picture message their partner.
  - Users can keep collaborative documents, lists, albums.
- **Epic:** Users want to keep track of their significant other.
  - Users can set reminders for each other.
  - Users can track each other's location.
  - Users can get notified when each other's battery is low.

### Use Case



### The Winner: SoCo: Social Color

SoCo fits the personas the best, and will be the easiest to prototype. I think it fits the prompt 'Designing for Designers' best; it focuses on the part of these people that are designers, both professionally and in their personal lives. From the talks that I've had with designers that I know, this app would be well received by the design community. Finally, I think that this app would be easiest to actually implement, as a further exercise.