



## CARSTOMIZE CASE STUDY

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# INTRODUCTION

# INTRODUCTION

What's important in any creative act is the process of self-expression. Creative experiences can help children express and cope with their feelings. Creativity also fosters mental growth in children by providing opportunities for trying out new ideas, and new ways of thinking and problem-solving.

# INTRODUCTION

## SOLUTIONS

The purpose of this project is to cultivate children's creativity and let them design their own toy cars. Children can choose the shape, color, sound and stickers of their toy cars. We also provide a game to improve children's reaction ability.

**RESEARCH**

# RESEARCH

What's important in any creative act is the process of self-expression. Creative experiences can help children express and cope with their feelings. ... Creativity also fosters mental growth in children by providing opportunities for trying out new ideas, and new ways of thinking and problem-solving.



## RESEARCH

Every child is born with an imagination. At times, parents and adults nurture children's imaginations and take joy in their creative thoughts and acts. Other times, we might (deliberately or unknowingly) stifle children's imaginations, perhaps concerned that children don't understand what's real. Allowing children to use their imagination is helpful and there are many benefits of pretend play in child development.



## RESEARCH

In an early childhood setting, creativity is often linked to art—painting and drawing and so on. However, creativity is also an important part of developing children’s problem solving and innovative thinking. Art provides young children with the opportunity to turn their feelings and thoughts into something physical.

**TARGET MARKET**

# TARGET MARKET

## FEATURES & CONTENTS

### **Choose options**

Customize color  
360 ° view of toy cars  
Customize patterns:  
add stickers, sound

### **Add to cart**

Users can add their  
custom cars to garage,  
parking lots

### **Make payment**

Check out for purchase

### **Game**

Car race game

# TARGET MARKET

## TARGET AUDIENCE



1. Age 3-10 years old children
2. Parents hope to foster their children's creativity

# TARGET MARKET

## USER PERSONA



### **Tommy**

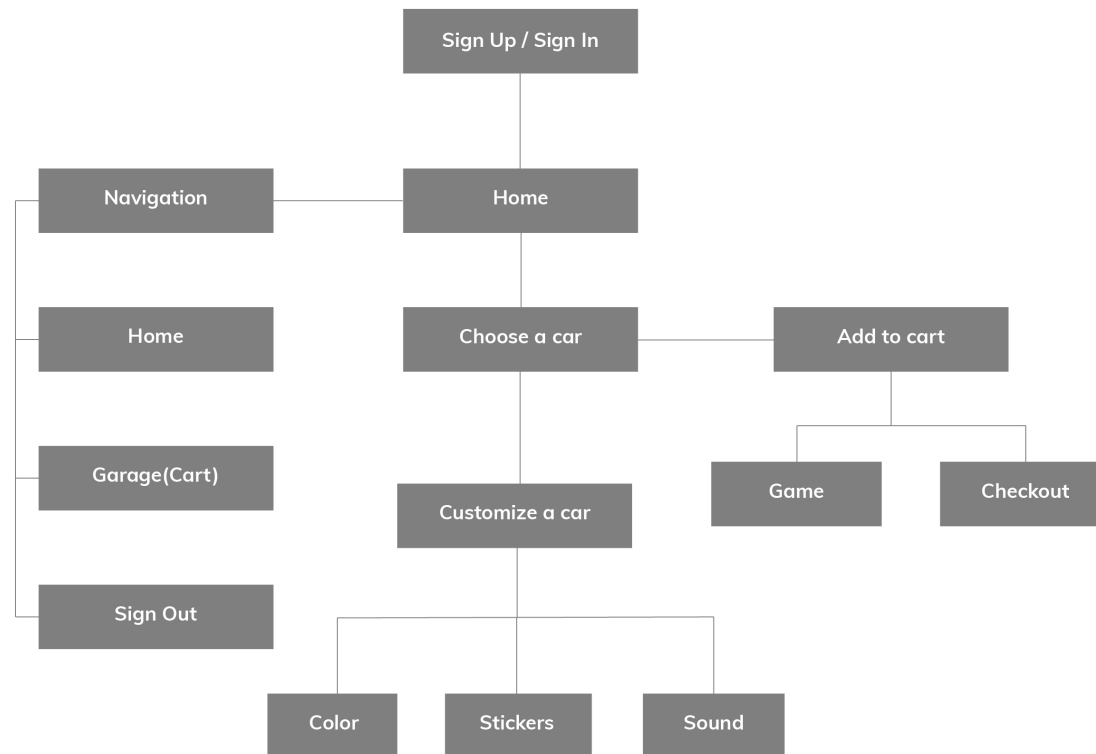
5 years old

San Francisco, CA

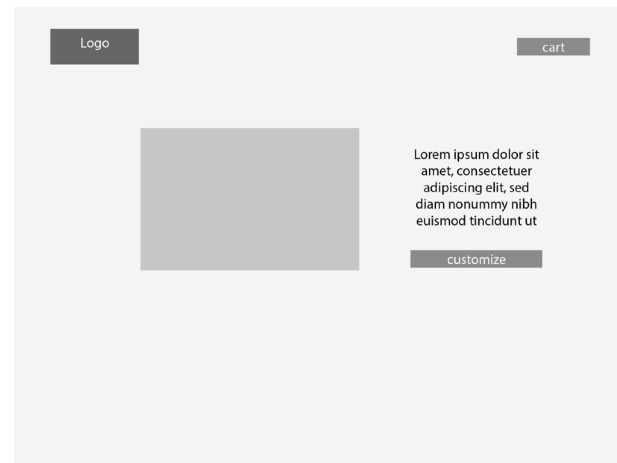
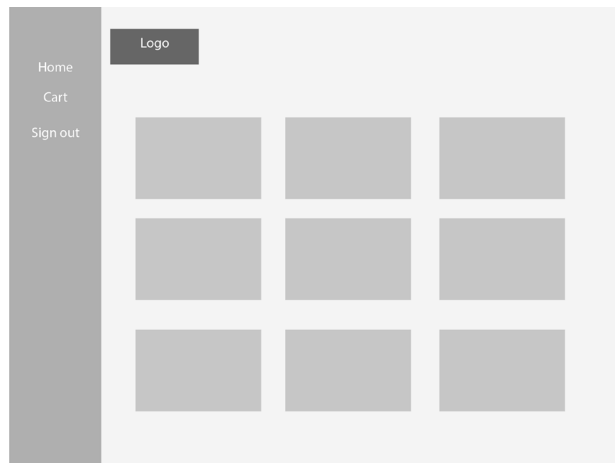
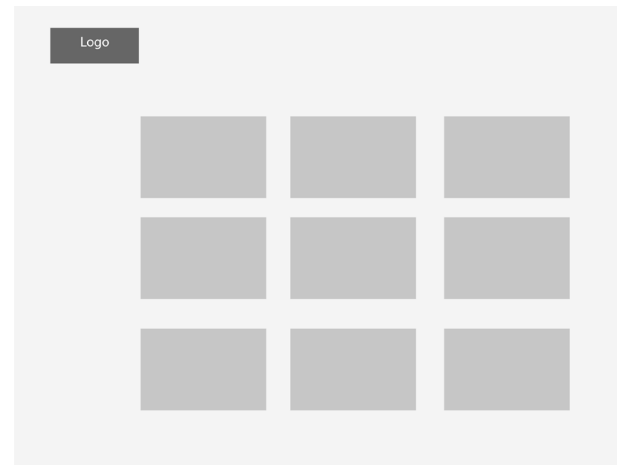
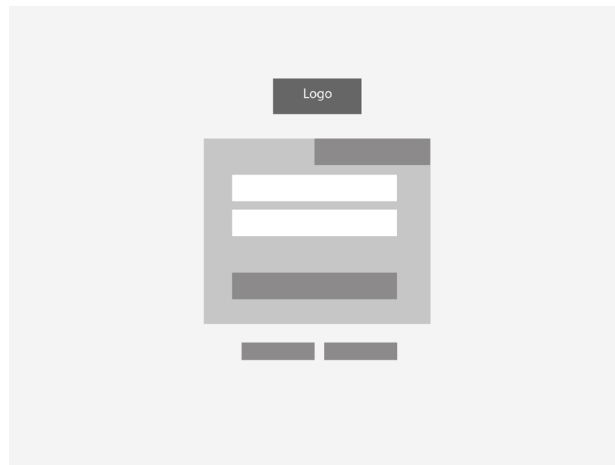
Tommy's fifth birthday is coming. He always wants a toy car as a gift. His parents decided to have Tommy design a toy car and buy it on Carstomize. They thought it would help Tommy develop his creativity.

**UI / UX DESIGN**

# SITEMAP

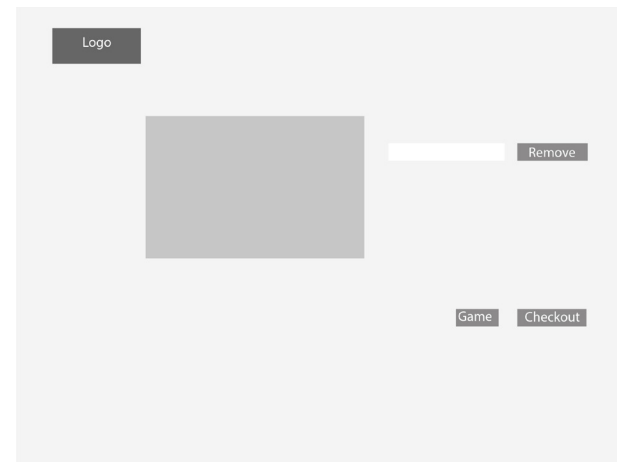
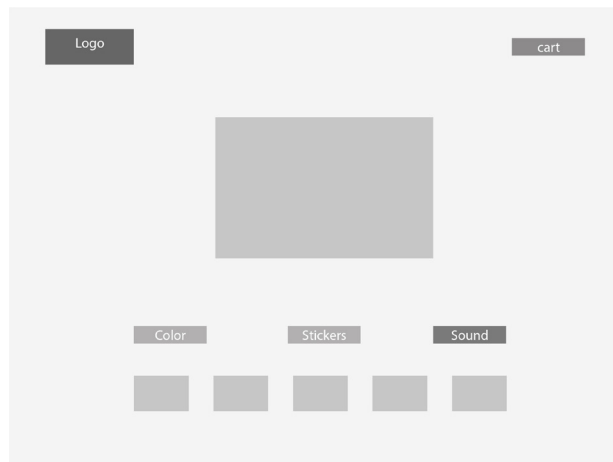
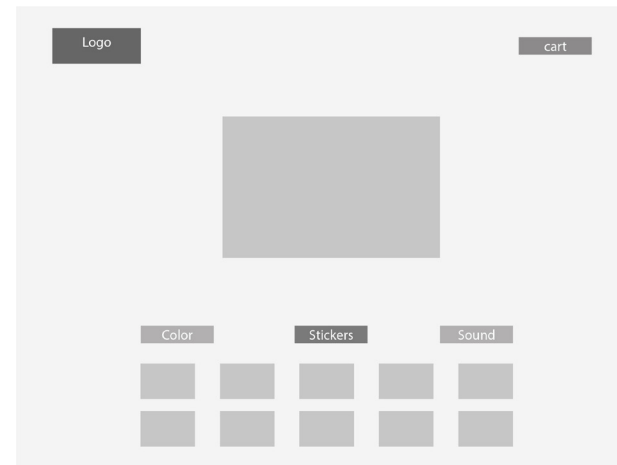
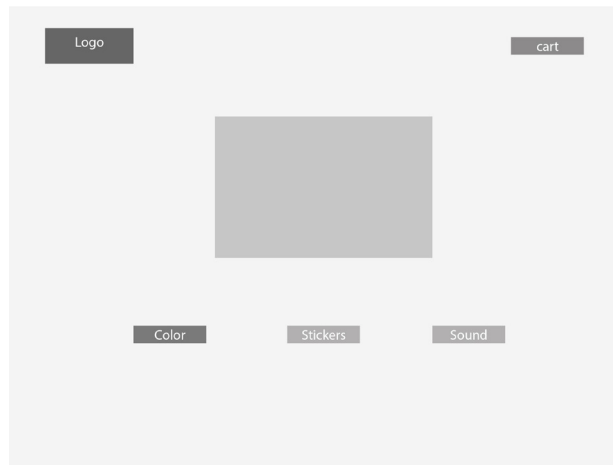


# WIREFRAMES





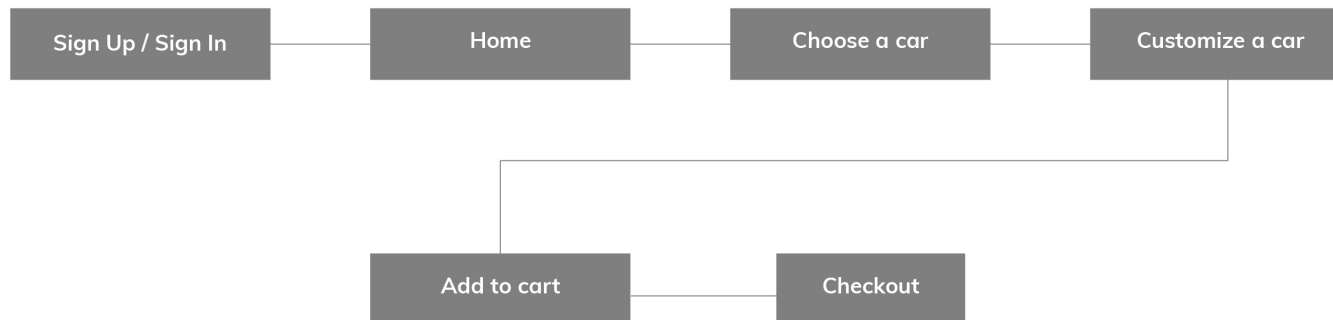
# WIREFRAMES



# USER FLOW



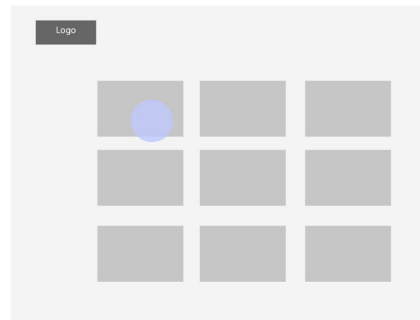
Tommy's fifth birthday is coming. He always wants a toy car as a gift. His parents decided to have tommy design a toy car and buy it on carstomize. They thought it would help tommy develop his creativity.



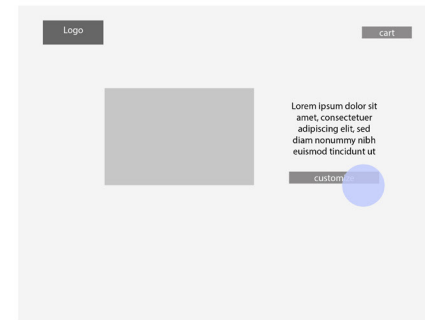
# USER FLOW



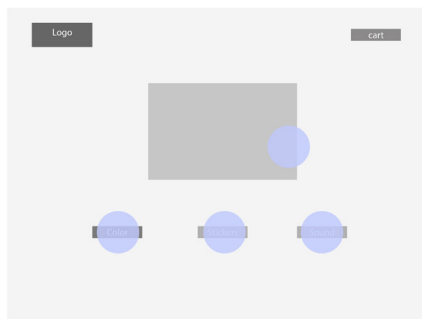
Sign Up / Sign In



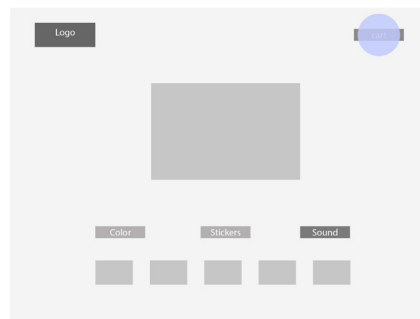
Home



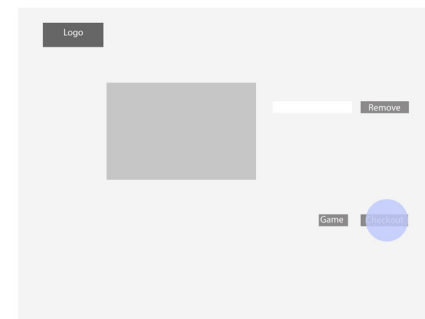
Choose a car



Customize a car

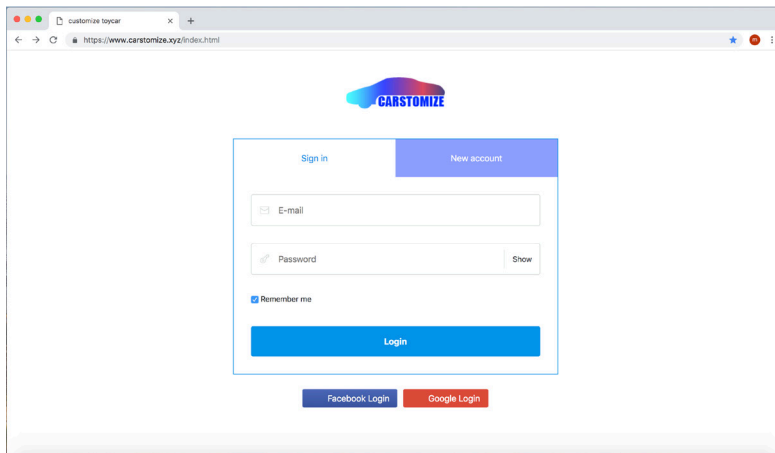


Add to cart

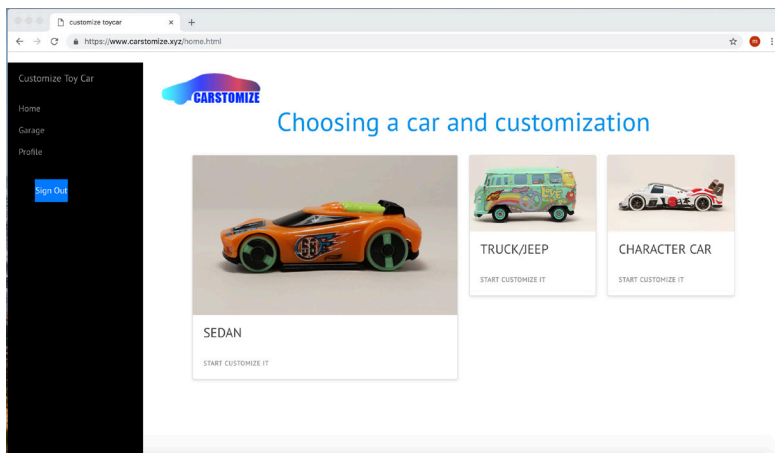


Checkout

# FINAL DESIGN

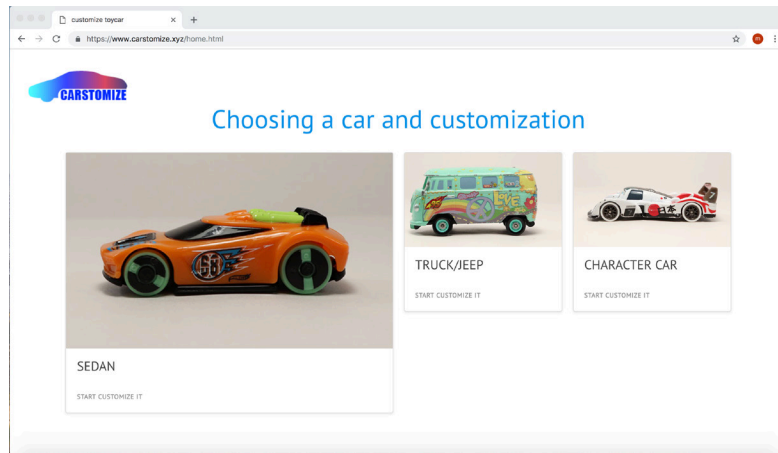


Sign In and Sign Up page, you can sign up a new account with your email address or sign in with your faacebook accout or goolge accout.

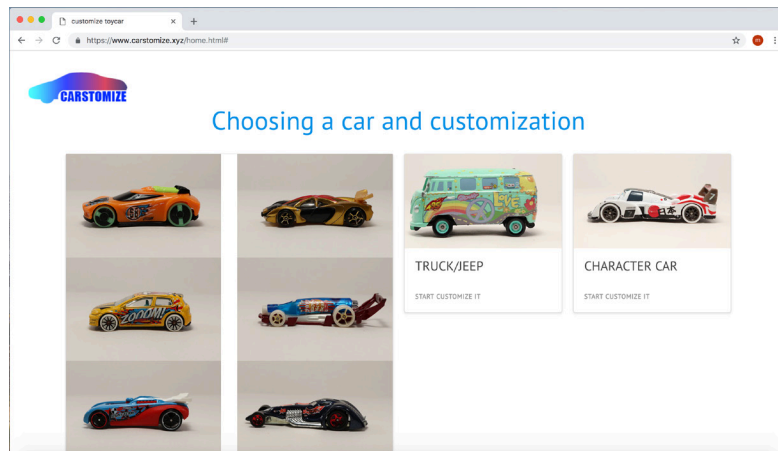


On the home page, you can click the logo and you will see the navigation.

# FINAL DESIGN

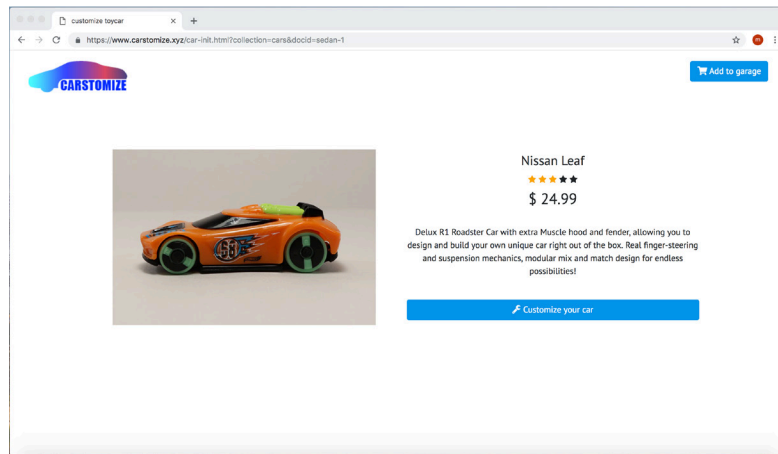


The home page will show you the kind of toy cars.

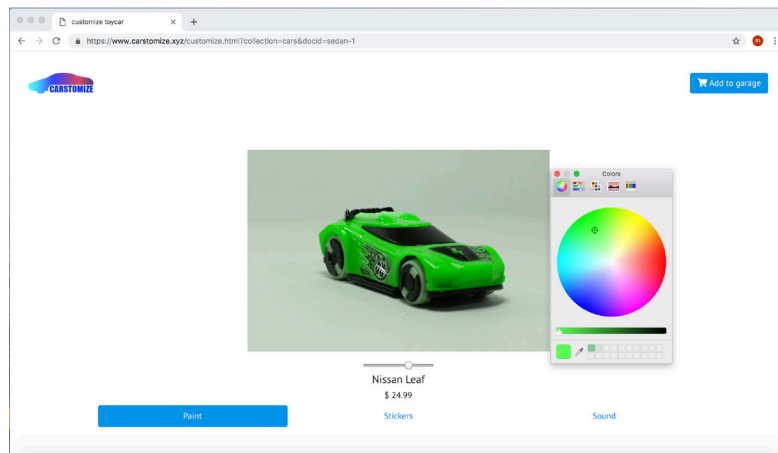


You can see more toy cars by click the items.

# FINAL DESIGN

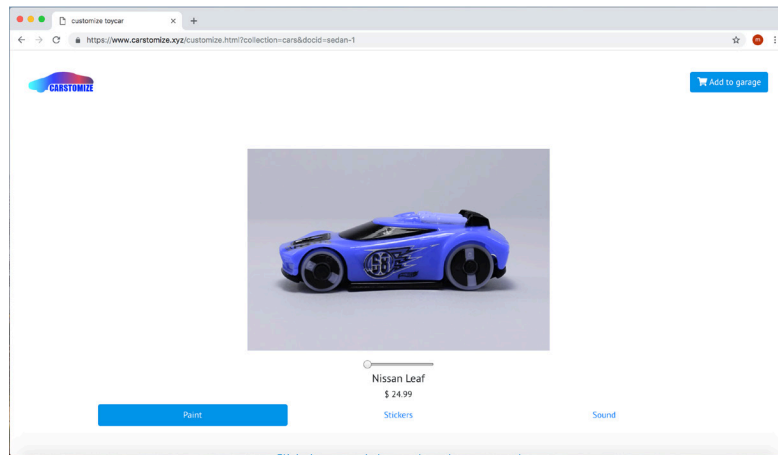


You can see more details when you choose one toy car.

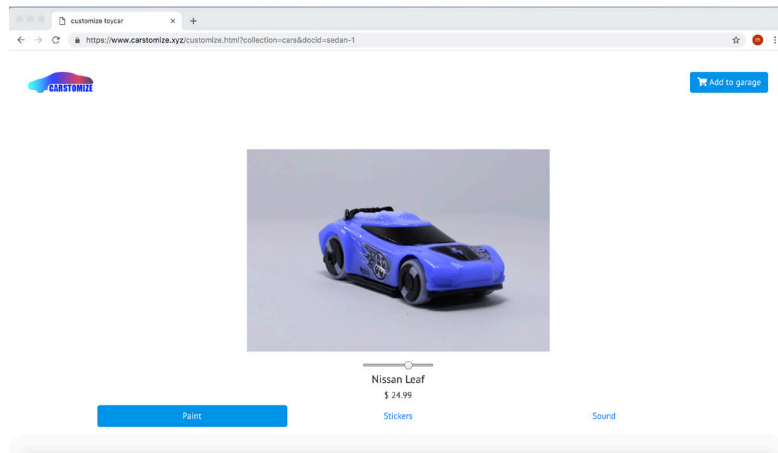


You can change the color of the car.

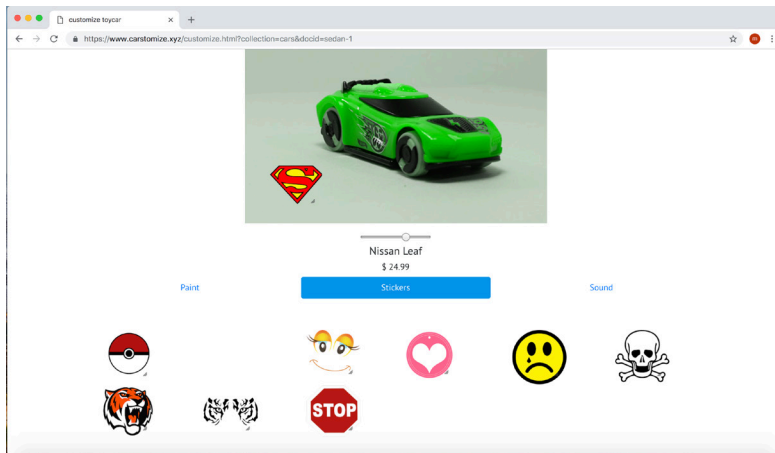
# FINAL DESIGN



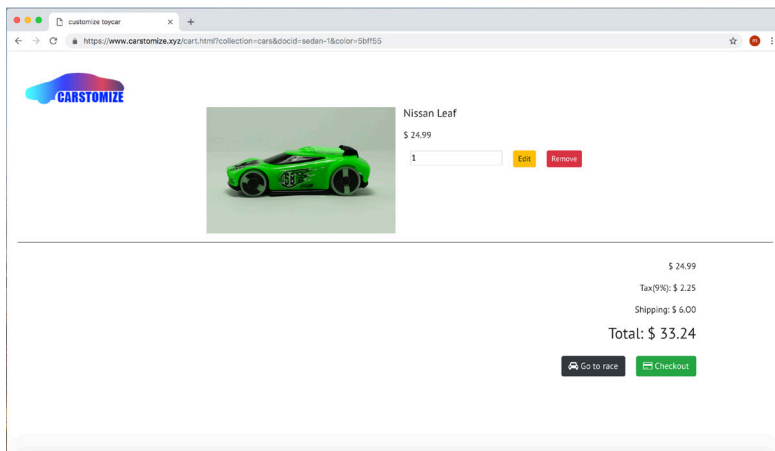
Try to slide the slider under the picture, you will have a 360 ° view of toy cars.



# FINAL DESIGN



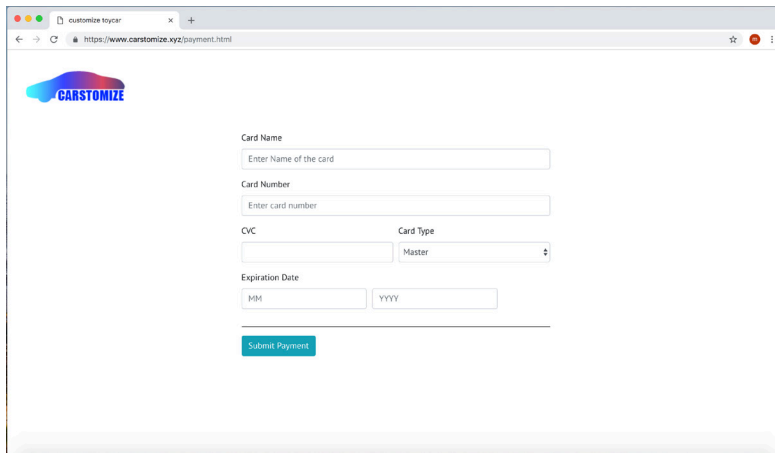
You also can choose some stickers for your toy cars, and they are resizable.



When you finish your design of toy cars, you can add it to the cart and buy it.

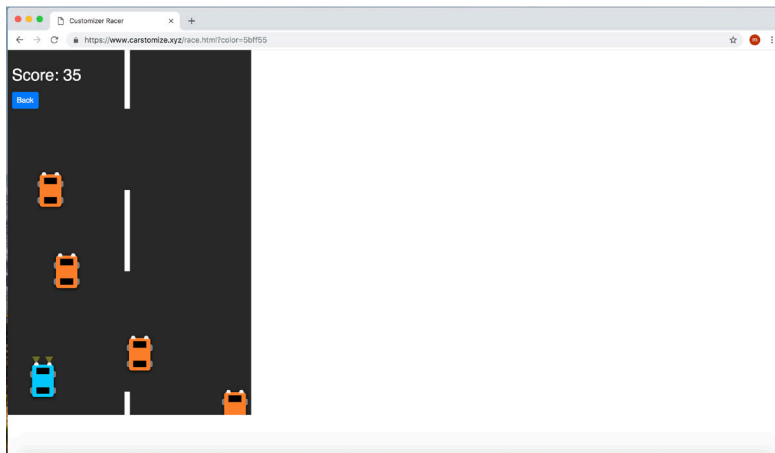


# FINAL DESIGN



A screenshot of a web browser window showing a payment form for 'CARSTOMIZE'. The browser's address bar displays 'https://www.carstomize.xyz/payment.html'. The form includes the following fields: 'Card Name' with a placeholder 'Enter Name of the card', 'Card Number' with a placeholder 'Enter card number', 'CVC' with a placeholder, and 'Card Type' with a dropdown menu currently set to 'Master'. Below these is an 'Expiration Date' section with two input fields for 'MM' and 'YYYY'. A teal 'Submit Payments' button is located at the bottom of the form.

You can input the information of your credit card and finish the payment.



Here you can play the car race game.

# CODE

```
console.log(window.location.search);

var urlParams = new URLSearchParams(window.location.search);

var collection = urlParams.get('collection');
var docId = urlParams.get('docid');
var carImgUrl;

console.log(collection);
console.log(docId);

loadData(collection, function (snapshot) {
  snapshot.docs.forEach(function (doc) {
    if (doc.id === docId) {
      console.log('Found it !!! ' + doc.data().img);
      console.log(doc.data().name);
      console.log(doc.data().price);
      console.log(doc.data().description);

      carImgUrl = doc.data().img;
      // only used by customize page to set slider max.
      $('#car-img-range').attr('max', doc.data().num_of_img);

      $('#car-name').html(doc.data().name);
      $('#car-price').html(doc.data().price);
      $('#car-img').attr('src', doc.data().img);
      $('#car-description').html(doc.data().description);
    }
  });
});

$('#customize-button').attr("href", "customize.html?collection=" + collection + "&docid=" + docId);
$('#cart-button').attr("href", "cart.html?collection=" + collection + "&docid=" + docId);
```

```
(function( $, window, document, undefined ) {
  var ElevateZoom = {
    init: function( options, elem ) {
      var self = this;

      self.elem = elem;
      self.$elem = $( elem );

      self.imageSrc = self.$elem.data("zoom-image") ? self.$elem.data("zoom-image") : self.$elem.attr("src");

      self.options = $.extend( {}, $.fn.elevateZoom.options, options );

      //TINT OVERRIDE SETTINGS
      if(self.options.tint) {
        self.options.lensColour = "none", //colour of the lens background
        self.options.lensOpacity = "1" //opacity of the lens
      }
      //INNER OVERRIDE SETTINGS
      if(self.options.zoomType == "inner") {self.options.showLens = false;}

      //Remove alt on hover
      self.$elem.parent().removeAttr('title').removeAttr('alt');

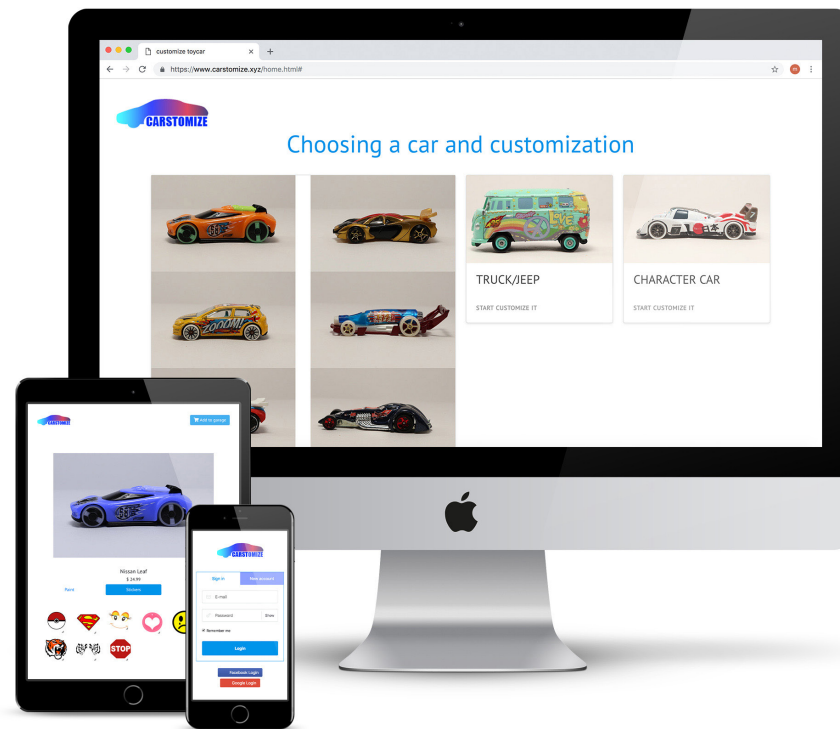
      self.zoomImage = self.imageSrc;

      self.refresh( 1 );

      //Create the image swap from the gallery
      $('#'+self.options.gallery + ' a').click( function(e) {
        //Set a class on the currently active gallery image
        if(self.options.galleryActiveClass){
          $(self.options.galleryActiveClass).removeClass(self.options.galleryActiveClass);
          $(this).addClass(self.options.galleryActiveClass);
        }
        //Stop any link on the a tag from working
        e.preventDefault();

        //Call the swap image function
        if(!self.data("zoom-image")){self.zoomImagePre = $(this).data("zoom-image")}
        else{self.zoomImagePre = $(this).data("image");}
        self.swaptheImage($(this).data("image"), self.zoomImagePre);
        return false;
      });
    }
  };
})(jQuery, window, document, undefined);
```

# MOCKUP



## DEMO SITE LINK

<https://www.carstomize.xyz>

**BRANDING DESIGN**

# BRANDING

## LOGO



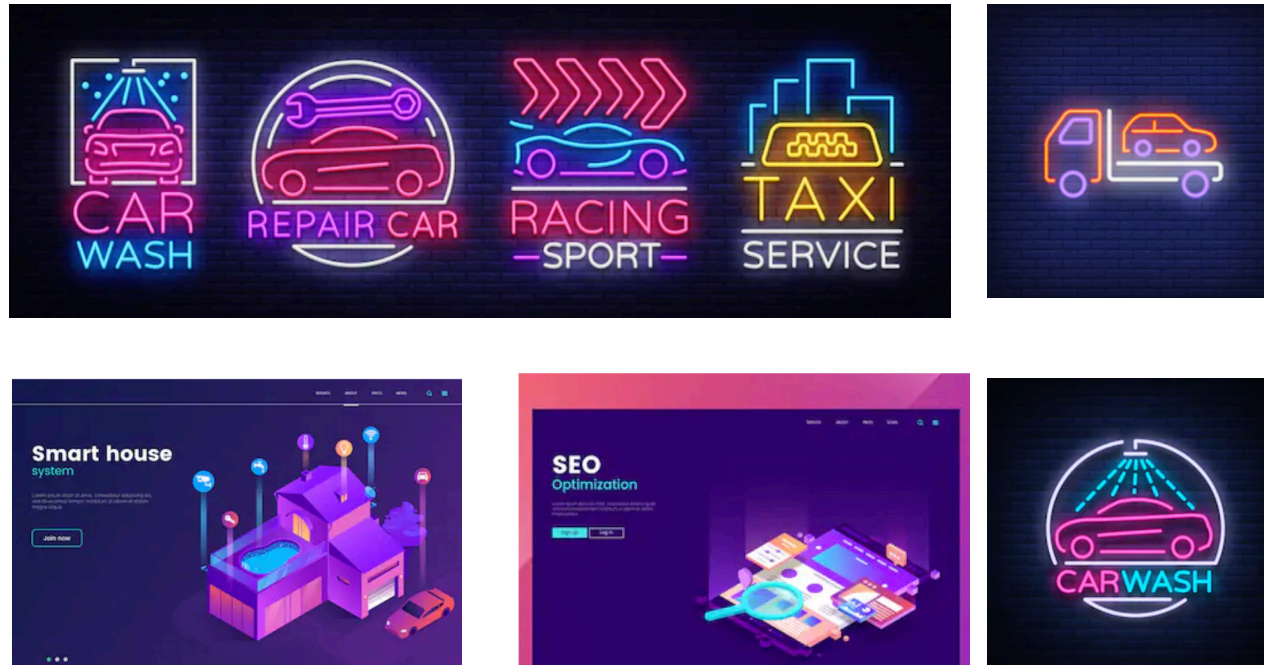
# BRANDING

## LOGO B&W



# BRANDING

## MOODBOARD





# BRANDING

## COLOR PALETTE



C20 M16 Y16 K0  
R202 G202 B202  
#cacaca



C51 M0 Y8 K0  
R112 G205 B229  
#70CDE5



C81 M69 Y0 K0  
R73 G94 B171  
#495EAB



C52 M87 Y0 K0  
R140 G70 B155  
#8C469B



C24 M87 Y42 K3  
R188 G70 B105  
#BC4669

# BRANDING

## TYPOGRAPHY

Aa

### Helvetica Neue

Light      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
             abcdefghijklmnopqrstuvwxyz  
             0123456789!@#\$\$%^&\*()

Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
             abcdefghijklmnopqrstuvwxyz  
             0123456789!@#\$\$%^&\*()

Bold        **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
             **abcdefghijklmnopqrstuvwxyz**  
             **0123456789!@#\$\$%^&\*()**

## LIST RESOURCES

1. By Carolina A. Miranda. Why Creative Education is Important for Kids[online]
2. NURTURING CREATIVITY & IMAGINATION FOR CHILD DEVELOPMENT[online]
3. By Early Childhood Australia. Supporting children's creativity [online]
4. <https://www.pbs.org/wholechild/providers/play.html> [online]

# CONCLUSION

Programming can be said to be one of my weaknesses. In this project, I cooperated with my teammates and learned a lot of code knowledge. This also greatly improved my programming ability.

**mingyanglidesign.com**