

&

&count

DESIGN DOCUMENT

Created by Micah Domingo



CONTENTS

INSPIRATION
IDENTITY
WIREFRAMES
MOCKUPS
SUMMARY

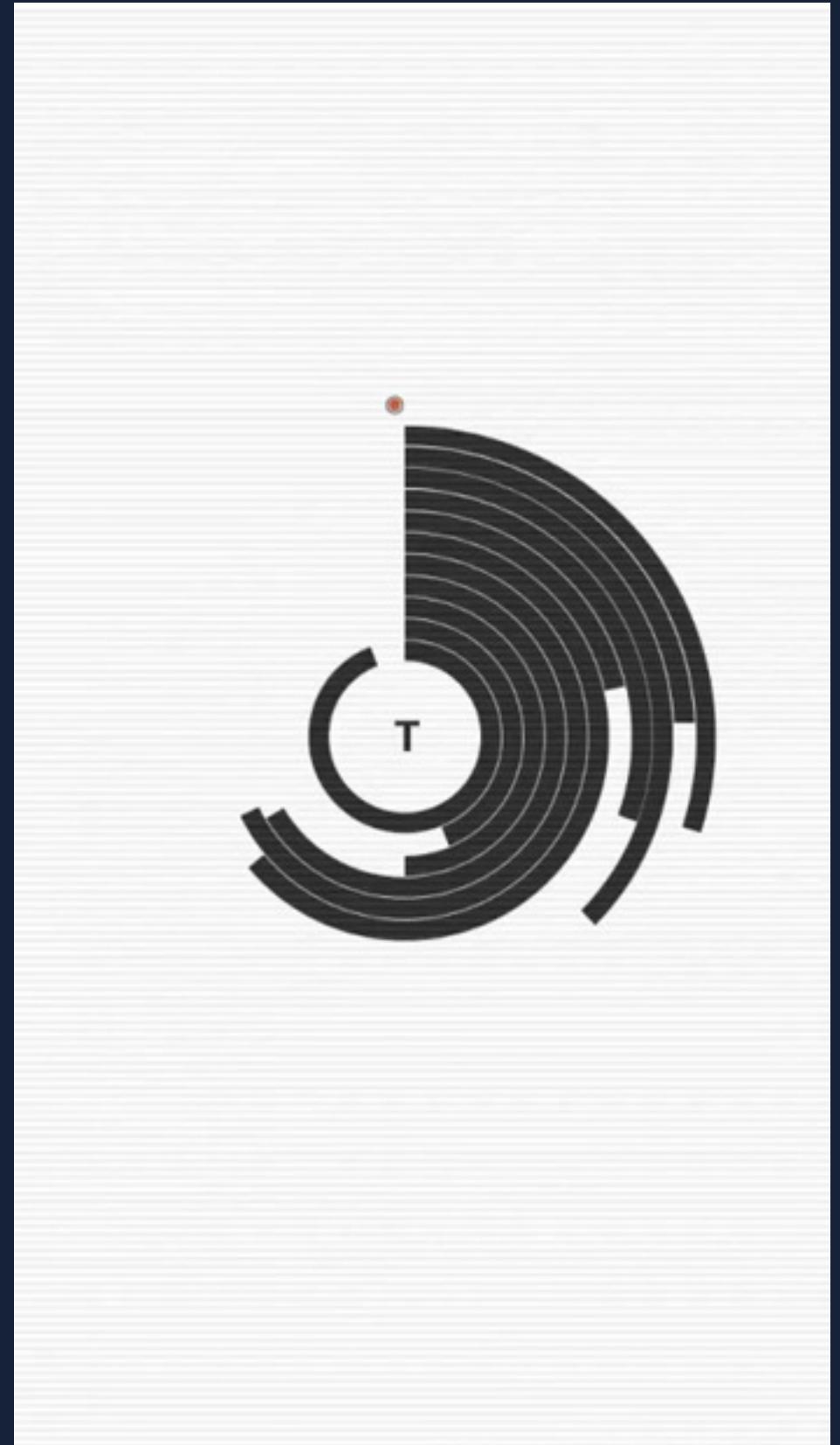
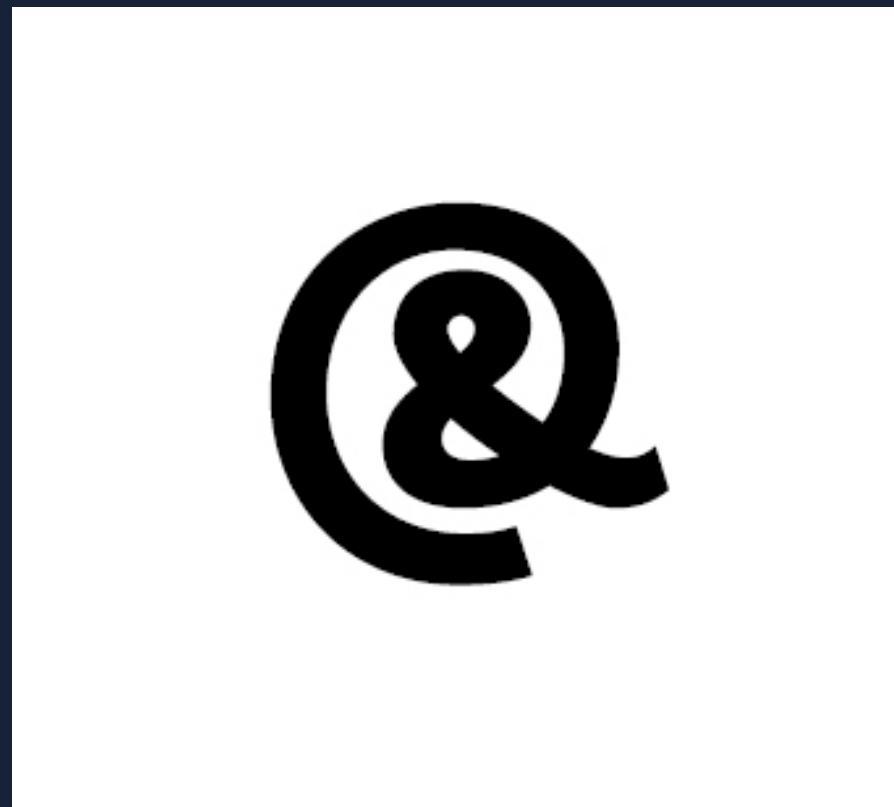


DESIGN INSPIRATION

I set the goal of creating an image that was relative to the apps purpose and name. I wanted to achieve this through the use of typography and simple shapes.

Using the ampersand symbol as the base and focal point of the logo came from image one.

The idea of simplicity, minimalism and the use of negative space derived from image two.





MARKET INSPIRATION

Lordz is a dance studio that hold drop-in classes and long-term courses for all skill levels. They have a clean, colourful and responsive website that allow users to sign up for classes and view schedules.

Fairplay Academy is a website that offers tutorials that are taught by a few of the world's most well-known choreographers.

The elements that were pulled from each example were content. Figuring out the kind of information and how others display their content aided in the design.

The interface of the &count app is similar to the YouTube app. I felt that using an interface that many people are already familiar with would help with the user experience.

The screenshot shows a mobile-responsive website for 'Lordz'. At the top, there is a navigation bar with a menu icon, the 'Lordz' logo, and a search icon. Below the header, there is a grid of six class offerings, each with a '+' button to the right. The classes are:

Class Name	Date	Day	Time	Duration	Price
Breakdance 1	29.08.2016	Mo	18:00 Uhr	14 x 55 min	210.00
Popping I - Popping Mike	25.10.2016	Di	20:00 Uhr	9 x 90 min	180.00
Hip Hop 1	26.10.2016	Mi	19:00 Uhr	9 x 75 min	225.00
Breakdance 1	26.10.2016	Mi	20:15 Uhr	9 x 75 min	225.00
Breakdance 1	27.10.2016	Do	15:30 Uhr	9 x 60 min	180.00

<http://lordz.ch/class/>

The screenshot shows a mobile-responsive website for 'Fairplay Academy'. At the top, there is a navigation bar with a menu icon, the 'Fairplay Academy' logo, language options (EN, UK, EUR), and a shopping cart icon. Below the header, there are two main sections for choreography tutorials:

- 'THE MOTTO' CHOREOGRAPHY TUTORIAL** by JOHNNY "JBLAZE" ERASME. It includes a video thumbnail, a photo of Johnny Blaze, and buttons for 'MORE INFO' and 'ADD TO CART'.
- "BED MEDICINE" CHOREOGRAPHY TUTORIAL** by CJ SALVADOR. It includes a video thumbnail, a photo of CJ Salvador, and the 'Fairplay Academy' logo.

<http://fairplayacademy.com/en>



IDENTITY



WHAT IS &count?

&count allows users to learn how to dance from their favourite and the best choreographers in the world.

What makes &count different from other dance tutorial websites and apps is the ability to connect with choreographers and other dancers from around the world.

Subscribe to choreographers. Comment, share and even upload your take on choreography taught.





FONTS

Lato was the font chosen for &count. Lato is a versatile sans-serif font that has 10 weights. Sans-serif fonts have better readability on smaller screens.

In addition, although one font was used, the variation of weights made the hierarchy of information clear.

Lato Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Lato Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Lato Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

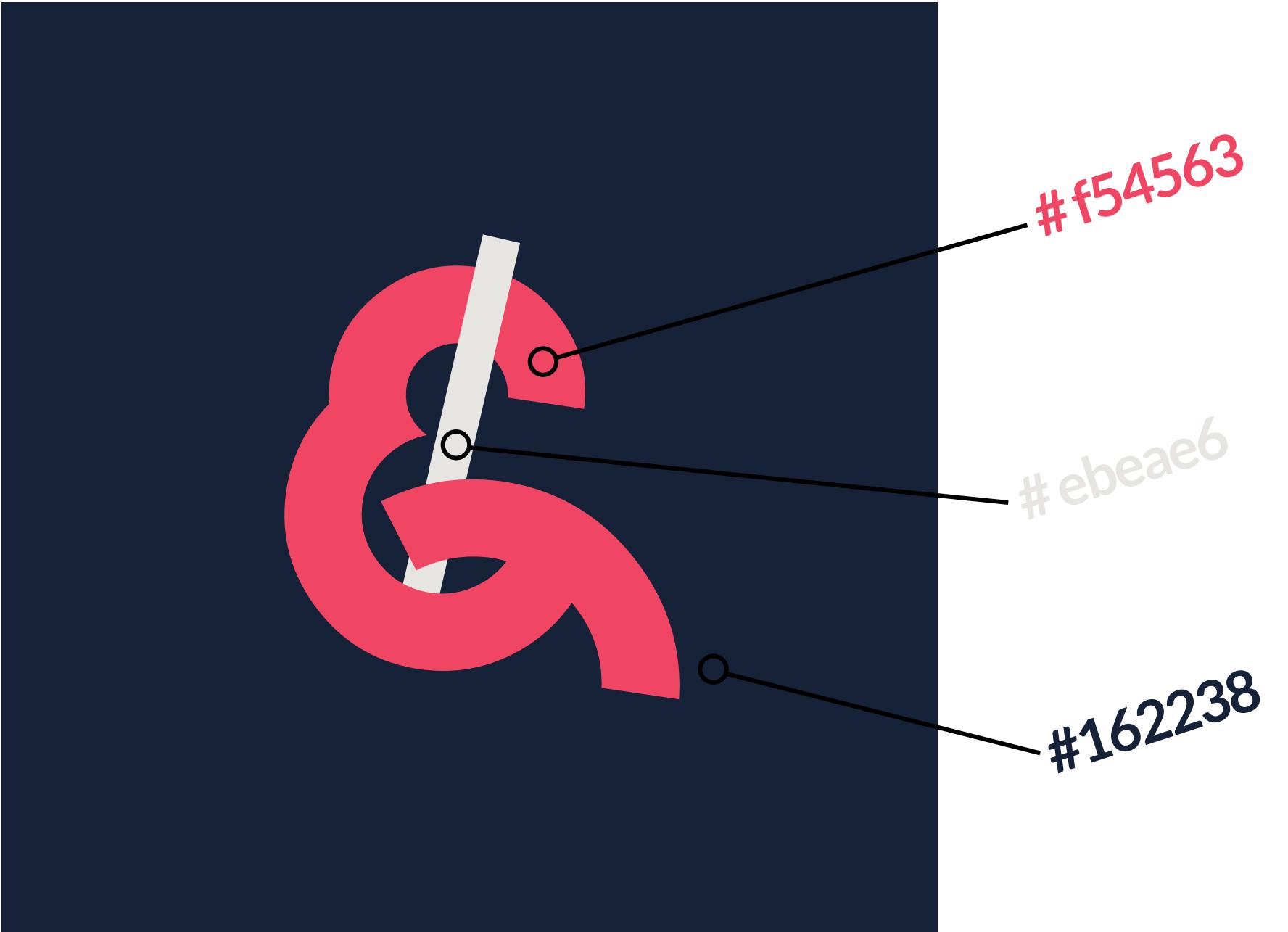


COLOURS

Red acts as the highlight colour, reflects energy and passion

Blue is the base of most of the app. The “cool” colour creates the sense of professionalism.

Darker tones are easier on the eyes





WIREFRAMES



LAUNCH & LOGIN



Username

Password

SIGN IN

[Forgot your password?](#)

[Don't have an account? Get started!](#)



SUBSCRIPTIONS

The image shows a smartphone screen displaying a video player application. At the top, the status bar shows signal strength, the brand name "Applidium", the time "11:27 AM", and battery level "100 %". Below the status bar is a search bar with a magnifying glass icon and the word "Search". Underneath the search bar are two buttons: "Recent" (white background) and "A - Z" (gray background). The main content area displays two video thumbnails. The first thumbnail, titled "'Needed Me' - Intermediate Part 2/8", shows a play button in the center and a duration of "3:20" in the bottom right corner. Below the thumbnail, the description reads "Choreography by Anthony Lee" and "8 videos". To the right of the video details is a vertical ellipsis menu. The second thumbnail, titled "'Endless Summer Symphony' - Advanced Part 1/9", also features a play button and a duration of "5:50". Its description includes "Choreography by Vinh Nguyen" and "9 videos". Like the first video, it has a vertical ellipsis menu to its right. At the very bottom of the screen, there is a navigation bar with five circular icons: "Subscriptions" (dark blue), "Library" (light gray), "Search" (light gray), "Trending" (light gray), and "Profile" (light gray). The "Subscriptions" icon is highlighted with a dark blue circle.

Recent A - Z

3:20

"Needed Me" - Intermediate
Part 2/8
Choreography by Anthony Lee
8 videos

5:50

"Endless Summer Symphony" - Advanced
Part 1/9
Choreography by Vinh Nguyen
9 videos

Subscriptions Library Search Trending Profile



VIDEO PLAYER

Minimize

►

II 🔊 1:21 / 5:50 HD []

"Endless Summer Symphony" - Advanced Choreography by Vinh Nguyen

Tutorial Playlist Autoplay

9 videos

1 "Endless Summer Symphony" - Adv. Part 1/9
Vinh Nguyen 5:50

2 "Endless Summer Symphony" - Adv. Part 2/9
Vinh Nguyen 4:12

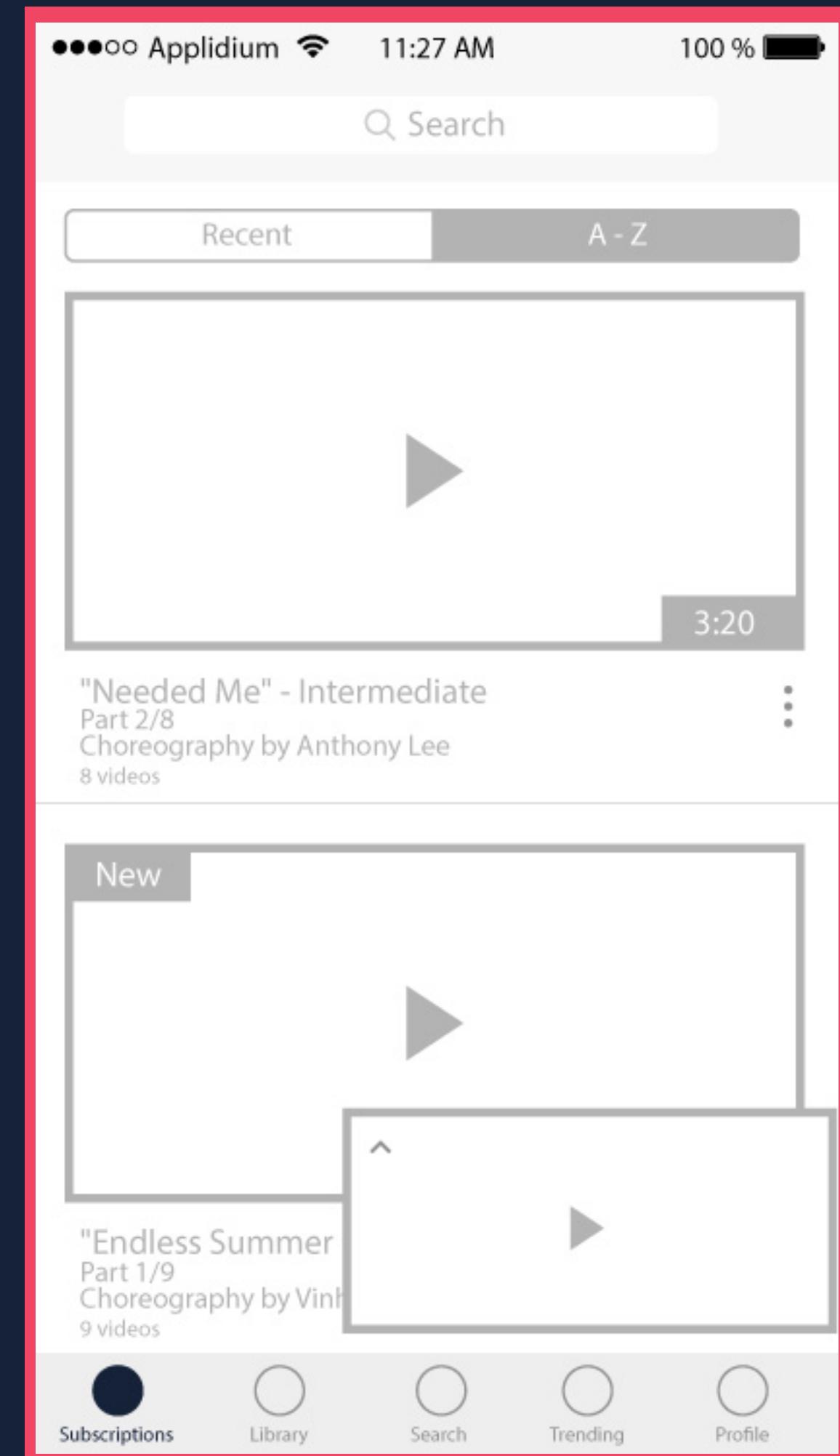
3 "Endless Summer Symphony" - Adv. Part 3/9
Vinh Nguyen 10:00

4 "Endless Summer Symphony" - Adv. Part 4/9
Vinh Nguyen 7:30

Subtitles Mixed View Share Watch Later Profile



VIDEO PLAYER MINIMIZED





SEARCH

The image shows a smartphone screen with a red border, displaying a search interface. At the top, there is a status bar with signal strength, the brand name "Applidium", the time "11:27 AM", and a battery level of "100 %". Below the status bar is a search bar with a magnifying glass icon and the word "Search". To the right of the search bar are three horizontal dots. The main content area is titled "Recommended". It displays two video thumbnails. The first video thumbnail has a play button in the center and a duration indicator of "10:00" in the bottom right corner. Below the thumbnail, the title is "'Molly' - Intermediate" followed by "Choreography by Vinh Nguyen" and a vertical ellipsis. The second video thumbnail also features a play button and a duration indicator of "9:20" in the bottom right corner. Below its title, it says "'Say It' - Intermediate" followed by "Choreography by Mike Fal" and a vertical ellipsis. At the bottom of the screen, there is a navigation bar with five circular icons: "Subscriptions" (white), "Library" (white), "Search" (dark blue), "Trending" (white), and "Profile" (white). The "Search" icon is highlighted.

•••oo Applidium 11:27 AM 100 %

< Search

Recommended

10:00

"Molly" - Intermediate
Choreography by Vinh Nguyen

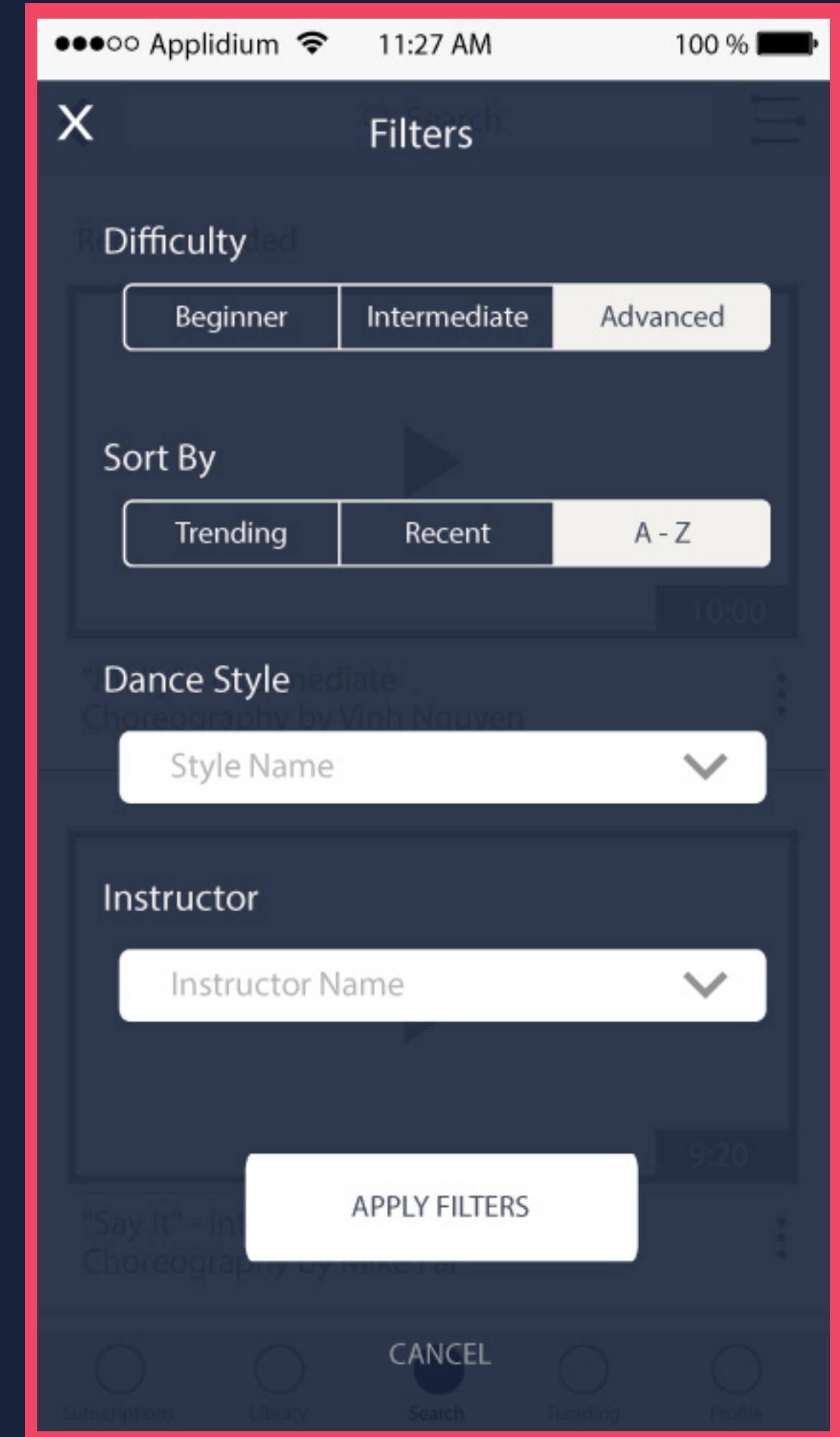
9:20

"Say It" - Intermediate
Choreography by Mike Fal

Subscriptions Library Search Trending Profile



SEARCH FILTERS





MOCKUPS



SUBSCRIPTIONS

●●●●○ Applidium 11:27 AM 100%

Search Subscriptions

Recent A - Z

3:20

“Needed Me” - Intermediate

Part 2/8

Choreography by Anthony Lee

8 videos

NEW

5:50

“Endless Summer Symphony” - Advanced

Part 1/9

Choreography by Vinh Nguyen

9 videos

Subscriptions Library Search Trending Profile



VIDEO PLAYER

The screenshot shows a mobile application interface for a video player. At the top, there is a video preview window displaying three people dancing in a studio. The video player includes standard controls like play/pause, volume, and a progress bar showing 1:21 / 5:50. The title "Endless Summer Symphony" - Advanced is displayed, along with the choreography credit "Choreography by Vinh Nguyen". Below the video, a section titled "Tutorial Playlist" shows "9 videos". An "Autoplay" toggle switch is turned off. The main content area displays four video thumbnails for the playlist, each showing a different part of the tutorial. The first thumbnail is labeled "Part 1/9" and has a duration of 5:50. The second thumbnail is labeled "Part 2/9" and has a duration of 4:12. The third thumbnail is labeled "Part 3/9" and has a duration of 10:00. The fourth thumbnail is labeled "Part 4/9". Each thumbnail includes the title, part number, duration, and the choreographer's name, Vinh Nguyen. At the bottom of the screen, there is a navigation bar with five items: Subscriptions, Library, Search, Trending, and Profile.

●●●● Applidium 11:27 AM 100%

Minimize Settings

Endless Summer Symphony" - Advanced

Choreography by Vinh Nguyen

Tutorial Playlist

9 videos

Autoplay

"Endless Summer Symphony" - Adv.
Part 1/9
Vinh Nguyen 1

5:50

"Endless Summer Symphony" - Adv.
Part 2/9
Vinh Nguyen 2

4:12

"Endless Summer Symphony" - Adv.
Part 3/9
Vinh Nguyen 3

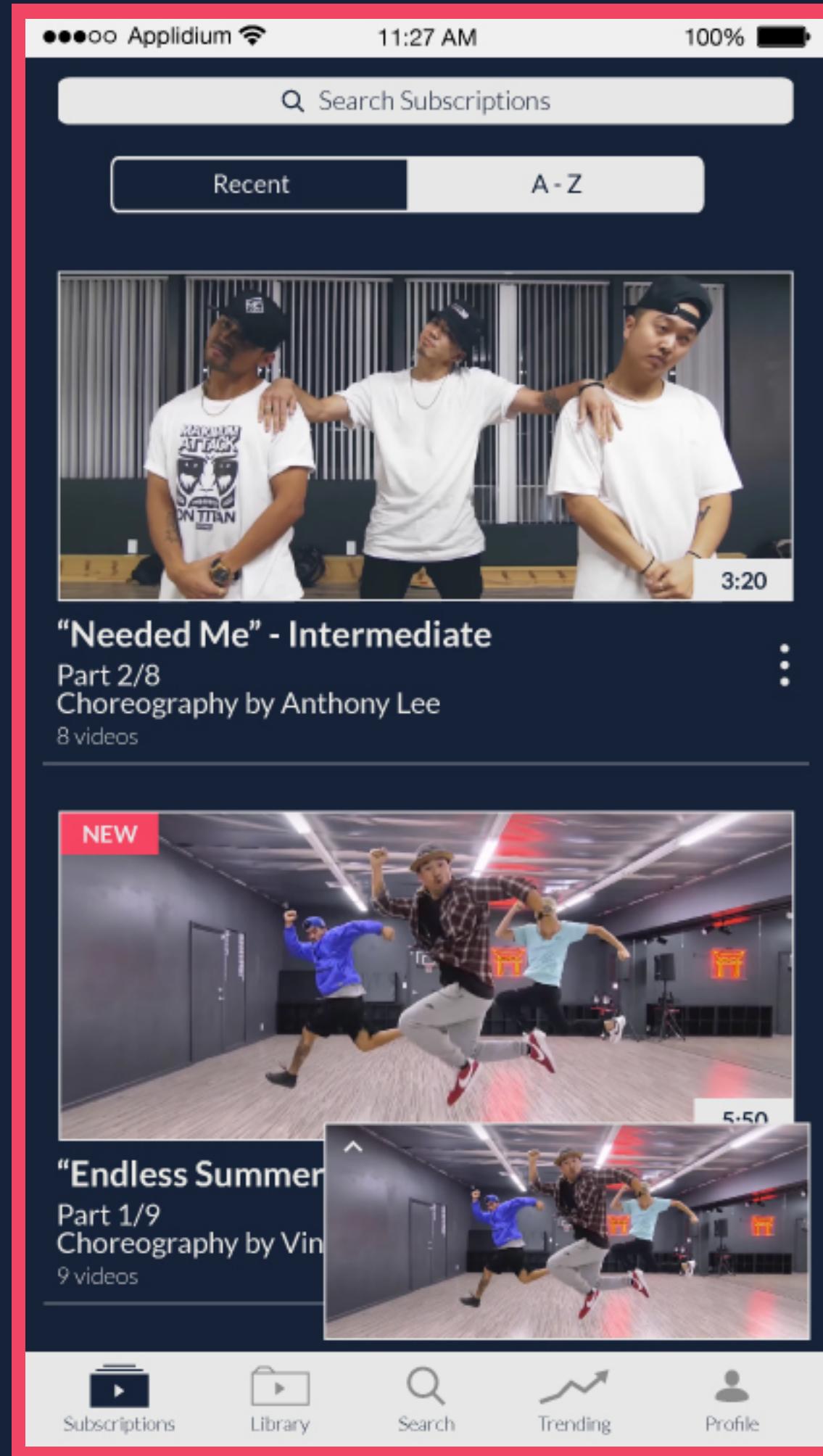
10:00

"Endless Summer Symphony" - Adv.
Part 4/9
Vinh Nguyen 4

Subscriptions Library Search Trending Profile



VIDEO PLAYER MINIMIZED





SEARCH

Applidium 11:27 AM 100%

< Search All Tutorials Filters

Recommended

 4:20

"El Chapo" - Advanced
Part 1/9
Choreography by Jawn Ha
9 videos

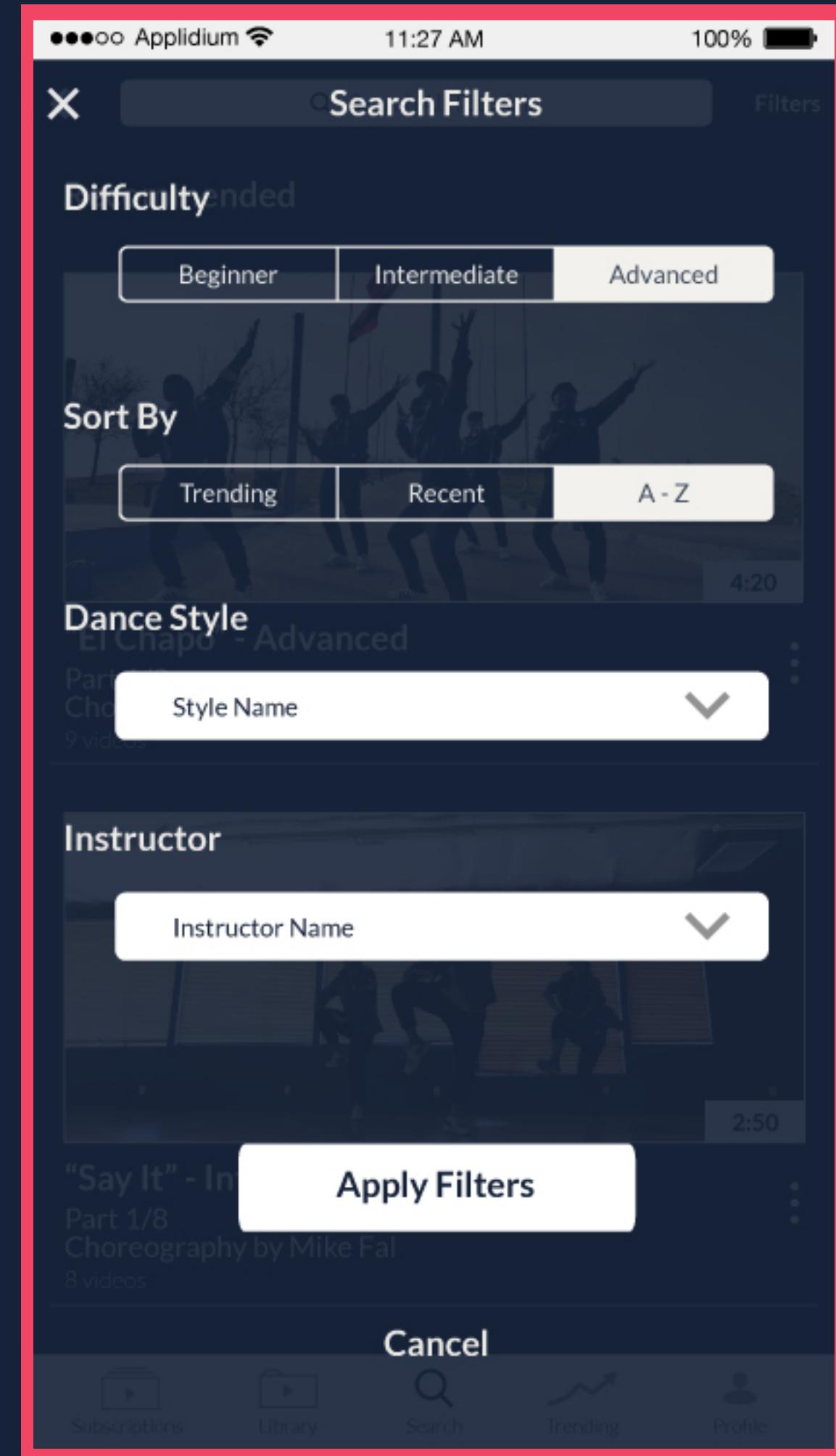
 2:50

"Say It" - Intermediate
Part 1/8
Choreography by Mike Fal
8 videos

Subscriptions Library Search Trending Profile



SEARCH FILTERS





SUMMARY



DESIGN PROCESS

- Brainstorming
- Decision Trees
- Quick hand drawn wireframes
- Digital wireframes
- User testing
- Logo, Fonts, Colours
- Mockups

USER TESTING

- Titles at the top showing the user where they are in the app
- Label everything, not all icons explain where they lead to
- Different navigation locations

&



THANK YOU.