NOSAJNOSLIW Notes:

Main Nav:

Process – Discussion of evolution of process, Jesse James Garret, Lean UX Strategy Etc…

Project - Portfolio Design, OUT App, Brother Thesis, AV&C Sales Center Wireframes

Contact – Contact Information

About – History/Bio

Project Template:

S – Situation

T – Task

And

R – Results

Strategy & Goals – Content Strategy, Identify Client Goals, Identify Key Concepts, and MVP’s

Research – ProtoPersonas, Identify User Pain Points, Surveys and Results

Prototyping & Design – Prototypes, Wireframes, User Flows

Usability testing – Internal Testing, Discussion

Handoff

Portfolio Goals/Things to Address:

Tool Mastery

Process Focus

Key Concept Communication

Cross Functional Collaboration

Applied Perceptiveness

Writing on UI/UX Design

Visual Syntax Grammar

Tough Challenges

Range of Expertise

Dealing w/NDA’s

Content Strategy

Behavior Strategy:

Use the Materialize scrollspy function to navigate each project page.

You can use the Pushpin Plugin to lock the position of your project nav bar.\

Use this Owl Scroll (<http://www.owlcarousel.owlgraphic.com/index.html> ) to allow users to select between your different UX portfolio projects.

Fonts:

Adobe Edge – Advent Pro, Amaranth, Inconsolata

Downloaded - Archivo

Google Fonts – Josefin Sans, Archivo Narrow, Lato, Raleway

Out magazine copy:

I’ve always loved magazines, and have followed their progression from monthly glossies to twitter. In fact I even wrote a bit for Refinery29 when she was a baby. So when I was assigned to build an “App That You Would Use!” in 2012 in grad school, I figured, why not make a magazine for the tablet. No browsers, no excessive tabs and loading time. Just power on and read and covet beautiful things.

The full assignment was to design an app and use ActionScript 3 to completely build this sucker from scratch.

SPOILER ALERT: Nosaj and ActionScipt 3 throw each other off the cliff in the end, but Nosaj is saved miraculously and realizes that his first UX wasn’t that bad and he wants to do it again and again and again!

I’ve revisited that experience recently using some of the design thinking and tools that I’ve acquired over the last several months in an effort to grow as a designer.

Discovery:

Competition was nil. Wired was doing the best job and GQ was using pdf hotspots. There really were no fashion editorial men’s magazines that were doing what I envisioned for OUT.com on the tablet. I was addicted to my iPad at the time so I knew what interactions I liked and which ones I didn’t. It would have to be something easy and addictive like Flipboard.

So I started sketching, using Flipboard as an inspiration for both my design and development research.

Hypothesis:

My hypothesis was that building an app that could bypass the clunkiness of using browsers on a tablet would be more beneficial to readers. Who would be my guinea persona? Me, of course!

Identify an MVP:

I happened to be interning with the Digital Creative Director at Here Media at the time, so it was a perfect opportunity to try to create the precursor to a really sweet MVP. Something simple based off of an already existing RSS feed that could be launched relatively easily.

Client Goal:

I presented my project idea to the Creative Director and he informed me that the idea was great, but that the budget and readership were not. Out was a bonafide glossy! This product would need to trump the current website and help drive traffic overall.

This nugget actually fed my curiosity for investigating the publishing app platform and still does. If people were going to go from glossy to glassy and be bound by browser UI, the experience would need to be beautiful. Or as beautiful as my novice Illustrator could muster. This was my first foray away from Photoshop for a UI project as well.

Prototpye Presentation:

I presented my prototype to my Professor and to the Creative Director and Marketing Manager, and the feedback I received was great, they loved the logic of my app, though Readership at OUT didn’t really demand such a product.

The app’s ultimate setback was the RSS feed. It would need to be far more robust in order to facilitate my design. ActionScript 3 wasn’t good at adding tags into xml, I learned. It would have to be reprogrammed which would cost money etc… But it was viable! My design had salience!

My original prototpye was a little less polished and done in Illustrator, but I’ve recently reinterpreted it in an effort to master Sketch.

BROTHER copy:

Abstract/Hypothesis -

BROTHER is a project that I undertook as my thesis requirement for the Master of Science program in Integrated Digital Media at NYU Poly. I received my degree in May 2013. The project concerns itself with the creation of a multicultural marketing vehicle by way of a digital/mobile media channel that is aligned with the proven advanced digital media usage habits of minority men, gays and blacks specifically. In my paper, I explore a variety of psychological research and media audits to discuss the dismal treatment of young men of color in the media and the proven sub conscious effects of these images on whites (and the whitened) in regards to hiring, voting, shooting young men of color randomly in the street, subsequent murder trial verdicts...

I compare the negative media treatment of minority men of color with the inclusive and identity affirming media treatment of gays in order to justify a media outlet that attempts to redefine the American male mainstream in the face of our rapidly changing population demographic. My thesis then goes on to explore a variety of marketing data compiled from sources including AdAge, Global Hue, Google, e-marketer.com, The Heinz Foundation et al... to expound on the vitality of the African American and gay consumer market and the necessity for new digital media channels that meet their usage habits and hearken to their particular consumer interests.

In creating this channel, men of color would then enjoy the media legitimacy (and subsequent political/social benefits) and minority identity affirmation that gays have been able to achieve in recent years, and advertisers would have a means of accessing literally trillions of dollars of untapped economy.

Research -

Along with scouring a variety of scholarly articles concerning media representation of young men of color and gay men, I spent several months digesting a variety of marketing statistics concerning digital media usage, education, earnings and goods consumption habits of African Americans, Latinos and Gays. In an effort to corroborate some of this information I sought out feedback from several of my peers by way of a brief survey. Please feel free to access it [here](http://bit.ly/10Lk0XG" \t "_blank). (<https://docs.google.com/forms/d/1CQuLRbXkDil7iVNiGq3pvKFt49KoJuA10OQvavkg3WY/viewform>)

Of the twenty participants in my survey, eleven were straight, one identified as bi, and eight were gay. Five of the gay participants identified to some degree with targeted LGBT ads.

Only one reported satisfaction with representation of LGBT men in advertisements. All of them saw some significance in advertisers diversifying their strategies to mirror the diversifying population.

Half of the users used IOS devices while the other half used blackberry or android for phone usage.

All were tablet owners with only two of them using IOS tablets. The others used Android.

Of the straight participants two were mixed-race one identified as others two were caucasian and three identified as African-American/ black.

All reported word of mouth as the most influential factor in their purchase decision making. Of the eleven straight participants, five are caucasian, four were African-American, one identified as Hispanic/Latino and one as mixed race.

Eight were tablet owners and 6 owned an iPhone. All were smartphone users.

Only two participants reported uncertainty with subscribing to a magazine with content targeting advertising and editorial content that targeted straight and gay men simultaneously.

I used this feedback in conjunction with my to create a set of fictitious personas (ProtoPersonas according to the LEAN UX methodology) that would allow me to get a better grasp of the variety of potential users, their individual goals, a brandable design aesthetic, and content requirements that were unique to my particular endeavor.

Sketches and Visual Design –

The logo design references historical American slave auction bills using contemporary fonts that are similar to the typography employed in these in antebellum advertisements. Given the nature of my thesis and its main purpose as a marketing vehicle for minority American men, I thought that it would be witty and apt to appropriate this rich though sordid typographical history into my site.

The final logo incorporated seven different fonts (Bodidly, Bodoni, IFCRailroad, Rosewood, Showboat, OldNewspaperType, and LTNutshell) all of which were very similar to the look of the typography in the Antebellum advertisements. The lack of uniformity in the type served to underscore the idea of homogeneity and ownership of our multicultural American History. Themes that were very important in the construction of my editorial philosophy and the construction of my thesis in general.

UX Design –

My UX required quite a bit of planning and research. I leaned heavily on the texts of [Jesse James Garrett](http://www.jjg.net/elements/) and his particular approach to UX planning and the flow of information. His text, The Elements of User Experience, was a great help to me throughout the entire design and ideation process.

My initial plan was to feature all content by way of modals that would allow the user to never have to leave the homepage essentially. Features would pop up in a lightbox or shadowbox modal format above the main page content. Links to similar stories would be offered in the pop up or the user could simply navigate back to the home page to check out more stories by clicking outside of the modal. Ad spaces with blue boxes.

The layout and infinite scrolling content were inspired by popular men’s fashion publications like VMan, and Hypbeast. I appreciated in particular the categorization and infinite scroll functionality of the VMan site and tried to create an interface that would be friendly to this type of navigation. I envisioned that initial content for my site would be either syndicated fashion, lifestyle and tech content in coordination with original street fashion photographs of young gay and black men. This in itself is a very simple way to begin to publish positive images of both minorities.

Hypothesis –

Research –

Sketches & Visual Design –

Thesis -

Prototype –

Post Mortem -