

Yik Yak Design

June 12th 2014

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Font Prices

Avenir



\$3,750

This price includes **12 different variants** of Avenir along with the commercial license to use them for our application.

Quote taken from linotype.com

Futura



\$1,000

This price includes **4 different variants** of Futura along with the commercial license to use them for our application.

Quote taken from linotype.com

Prototyping Tools

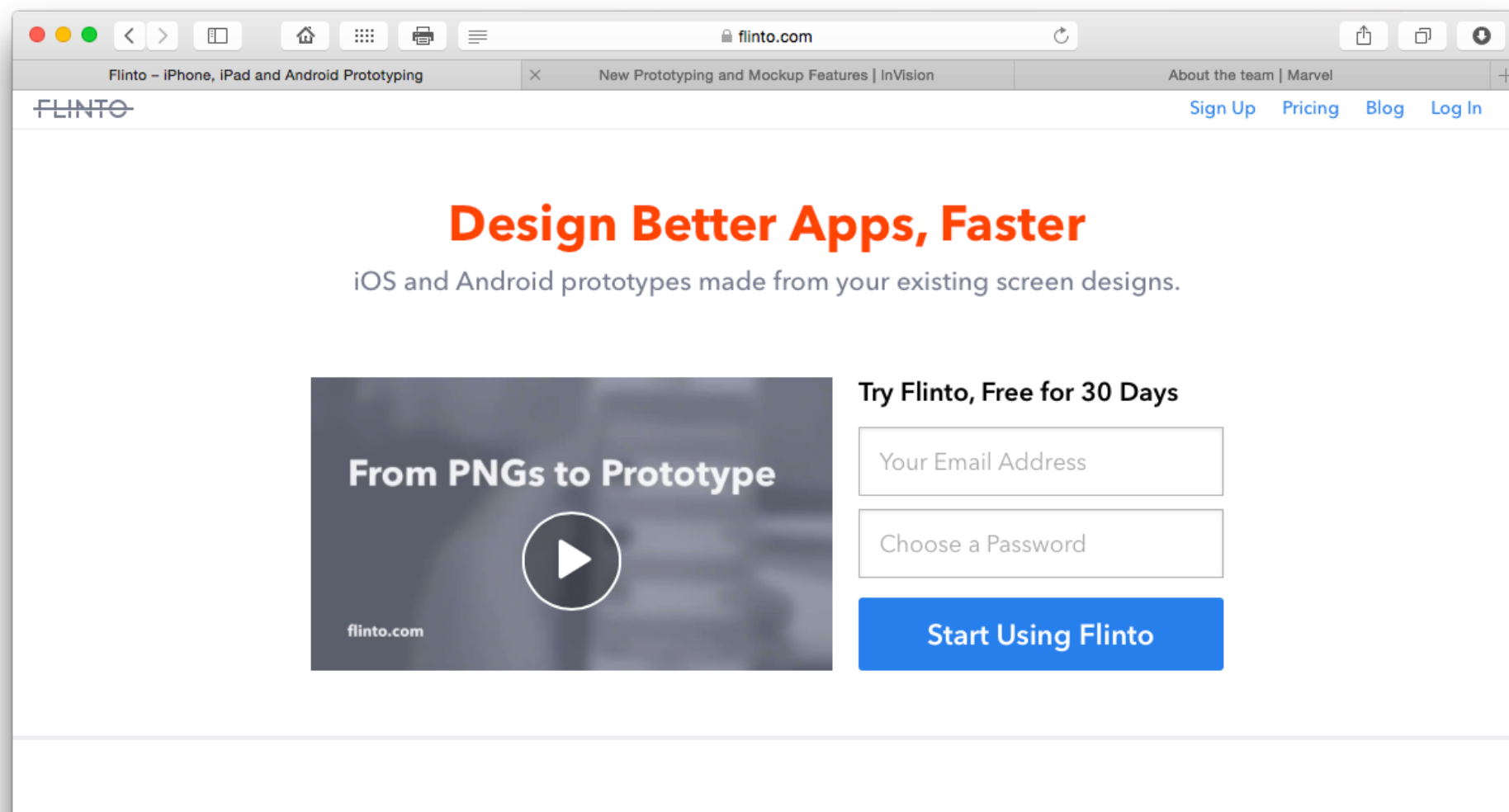
Prototyping tools will dramatically improve our workflow and help us through the design process.

I've had some experience with these tools in the past and they all have advantages and disadvantages.

Flinto

Invision

Marvel



Flinto

Flinto is an online tool that allows for dynamic workflow prototyping. I have never used it personally but have heard from others who enjoy the service.

In my opinion, while it is of high quality it **lacks features that competitors offer.**

Pros

- Ability to slice
- Share prototypes

Cons

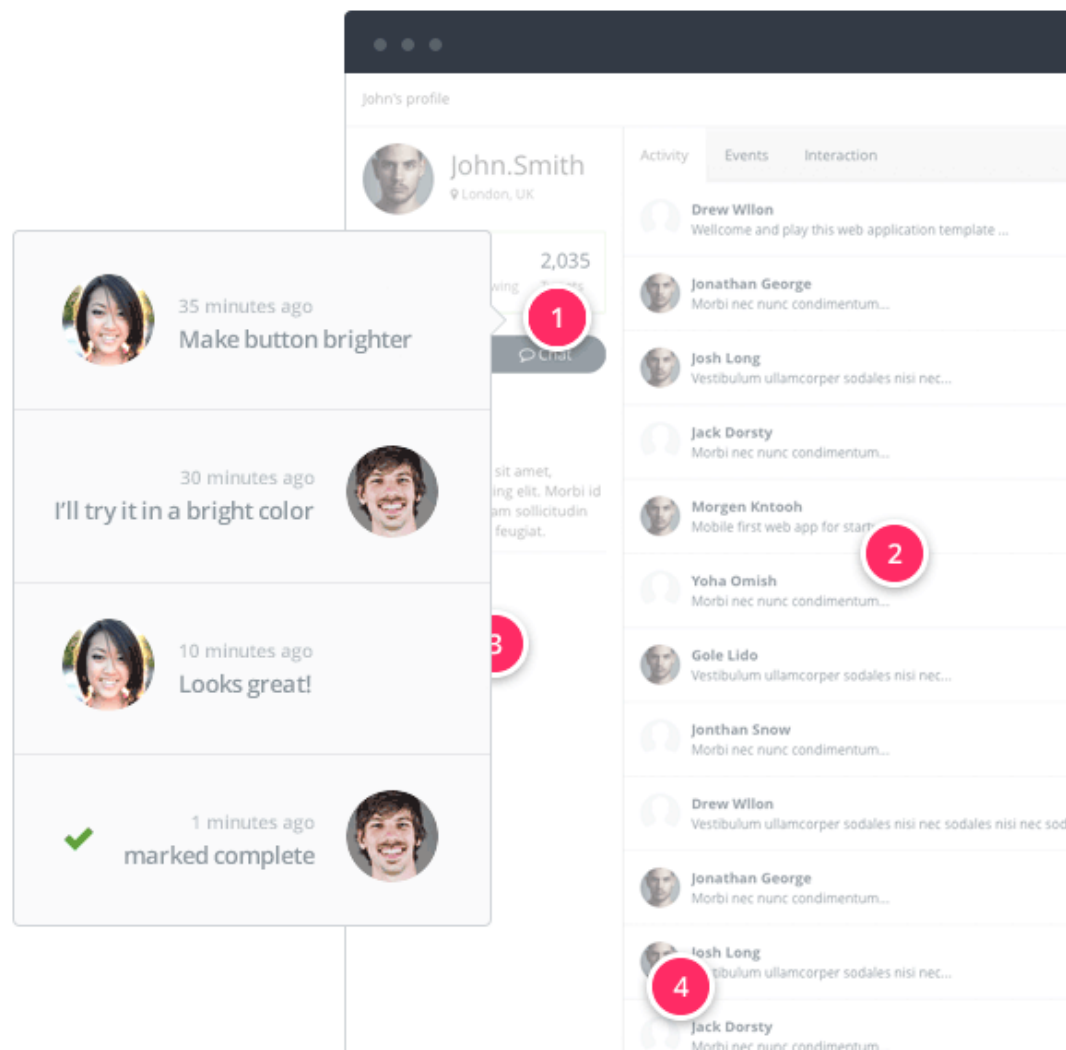
- \$20/month
- No Dropbox Support
- No psd support
- Only mobile prototyping

InVision

InVision is an online tool that also allows for dynamic workflow prototyping. It is used by professionals throughout the industry and is constantly updating its product to work better for designers. I have experience with this product and trust it.

In my opinion, it is **the best option for us moving forward.**

Commenting in InVision



Pros

Desktop syncing*

Mobile, Web, Etc.

Commenting

PSD, AI, Sketch support

Dropbox Support

Cons

\$25/month

Marvel

Marvel is a third online tool that allows for dynamic workflow prototyping. I have experience with this product and I can attest that it is very good. That being said there are better alternatives.

In my opinion, while it is free & easy with many good qualities it also **lacks features that competitors offer.**

Pros

Ability to download and share

Share prototypes

Free!

Dropbox Support

PSD Support

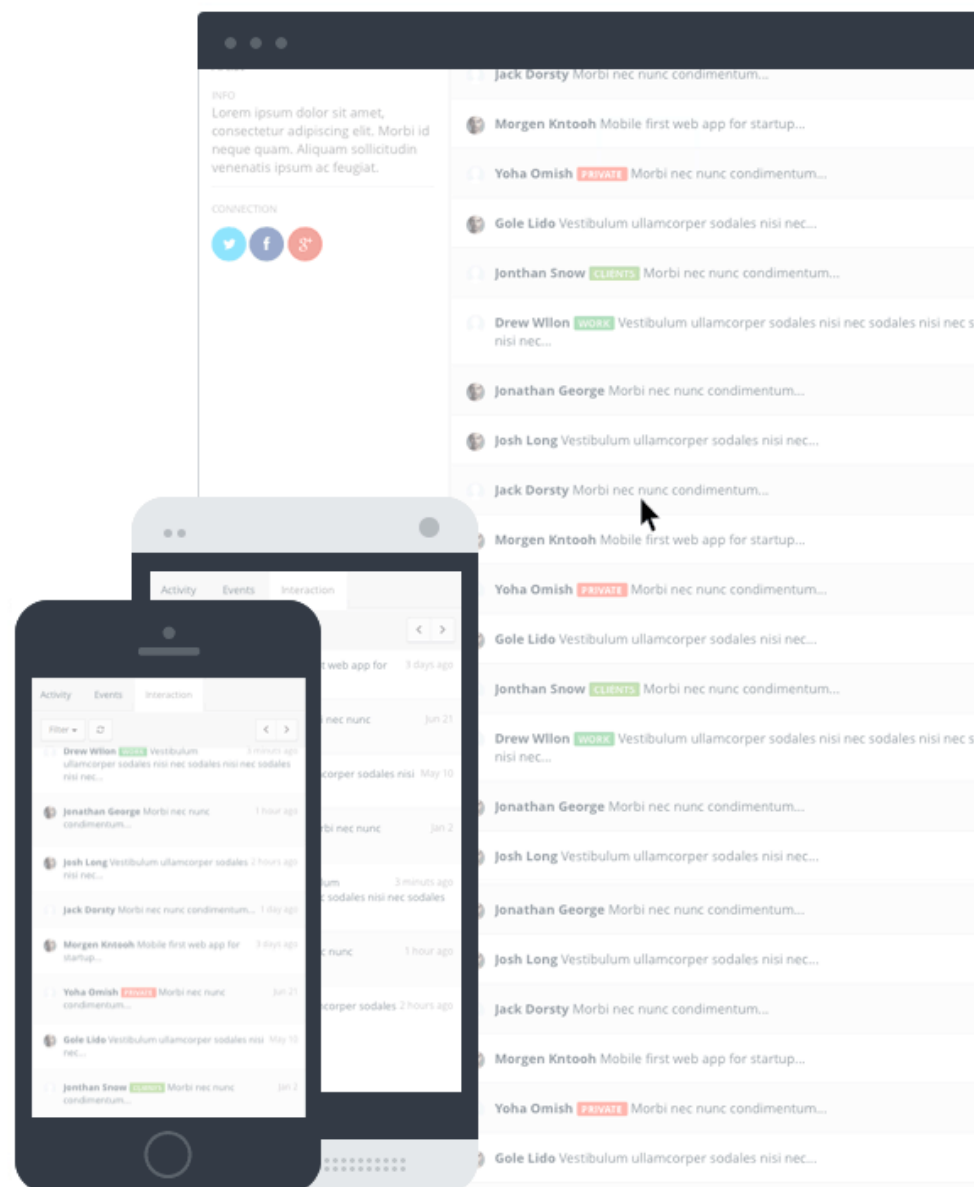
Cons

Only mobile prototyping

Can be laggy

Prototyping Tools

Moving forward, through my research and experience InVision offers us the most capabilities and is the best product available.

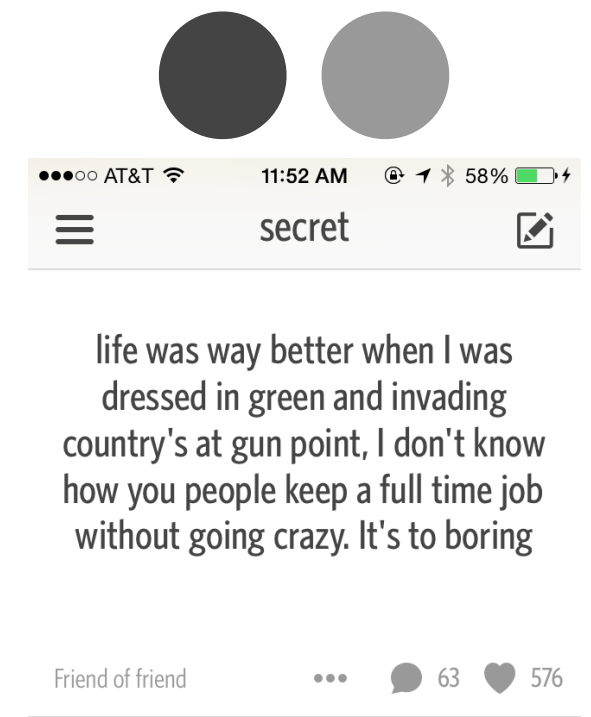
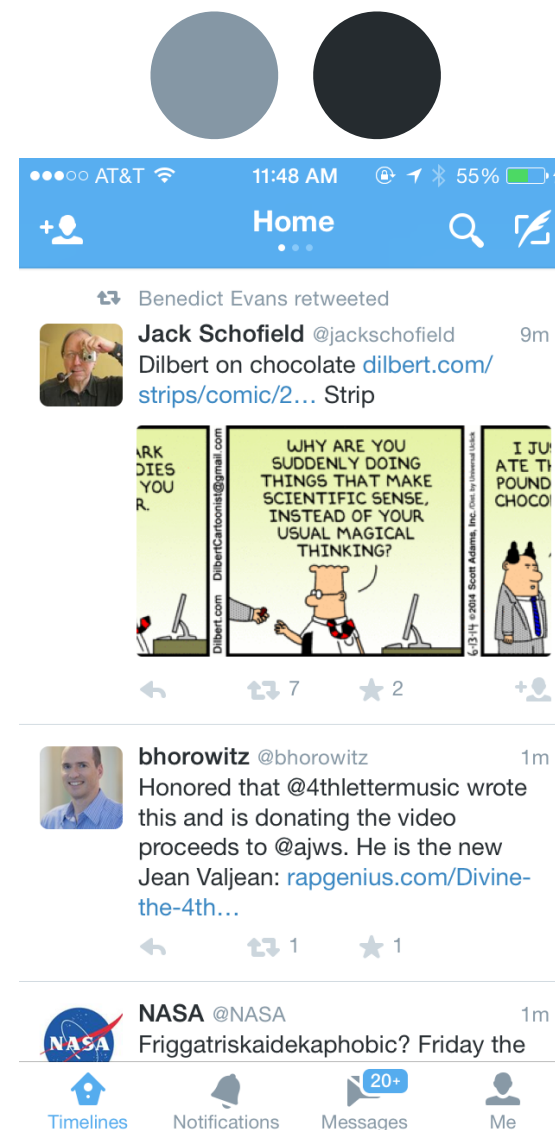
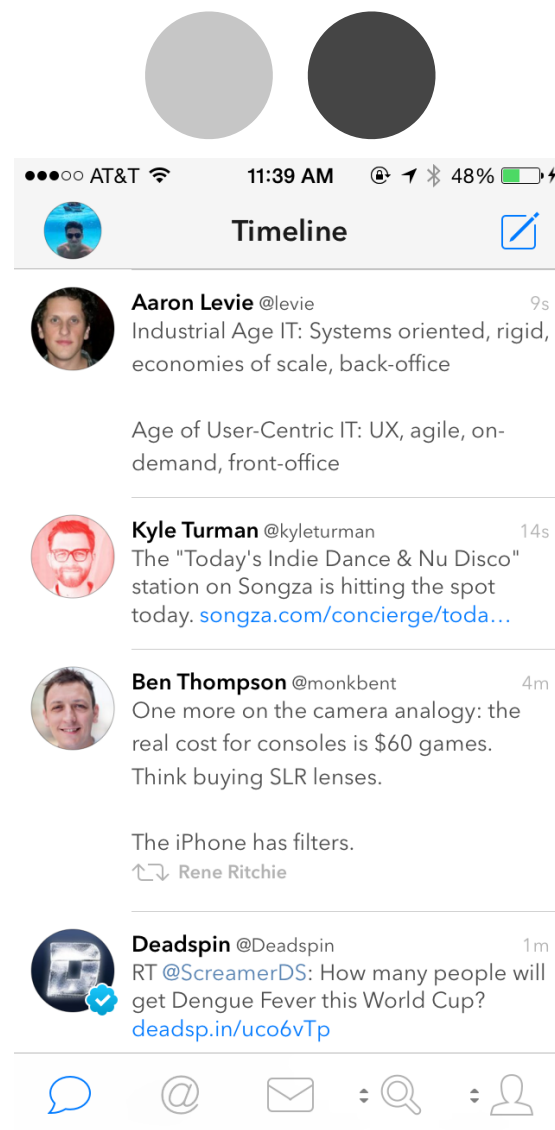


Invision

Competitive Analysis

Below are some popular social networking apps that are using different types of grey in their feed views. Each of them **use a different variation of grey** to show contrast but not as much as a heavy black. Black can be used though to show something important.

Twitter is an interesting example of something cool we can do. **All the grey they use have a shade of their blue in them.** This very subtle detail really makes their brand identity stand out.



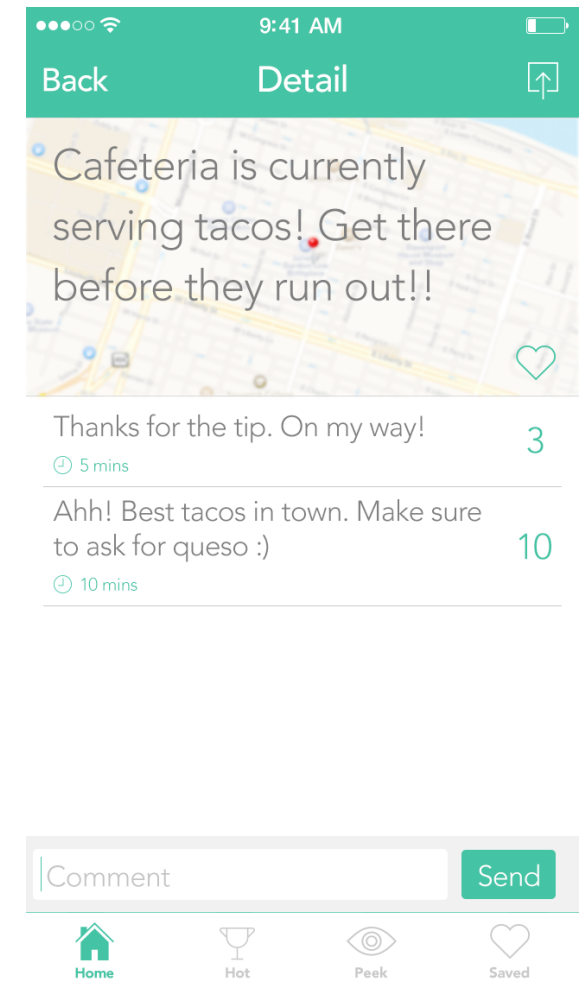
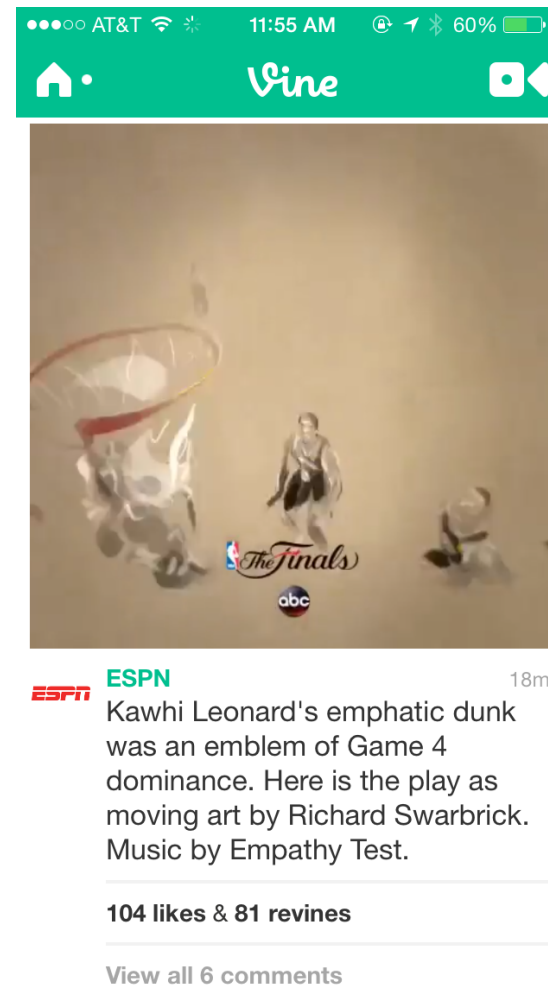
I'm up at 2am, drowning in Red Bull and trance, breathing code, because I'm a fool who thinks his dumb idea has a chance.

Competitive Analysis

Below is a comparison of vine and our potential redesign. Both have a similar aesthetic that involves grey text on a white feed with their brand color on the navigation bar.

The differences in color may be subtle but they truly stand out from other social networking tools. Green is underutilized in an environment where blue is dominant.

We can use this to our advantage.



A



B



C



C



E



F



Logo Analysis

I attempted to recreate the logo in a couple different ways. I am confident that through further refinement we can settle on the best features of each revision and finalize on the Yak.

