8hr **Design Process**

By Omar Jalalzada

What's Inside?

Brief:

Demonstrate how you can apply a common visual language for a NASA time travel app, which consists of a UI that identifies where in time you are, where in time you want to go, and an actionable affordance to initiate time travel (don't worry about flows). Provide a screen for both an iOS phone and an Android tablet that are on brand, while also being considerate of native platform design guidelines.

Deliverables:

A low-fidelity overview of your proposed UX (wireframes or sketches are fine)

A high-fidelity mock-up for one widget or interaction (iOS and Android tablet)

Any materials you used to arrive at final results (paper sketches, explorations, etc.)

The Design Process

1) Understand & Relate

Understand the brief
Ask more question
Re-frame the problem
Whats the context?
Why does it exist?

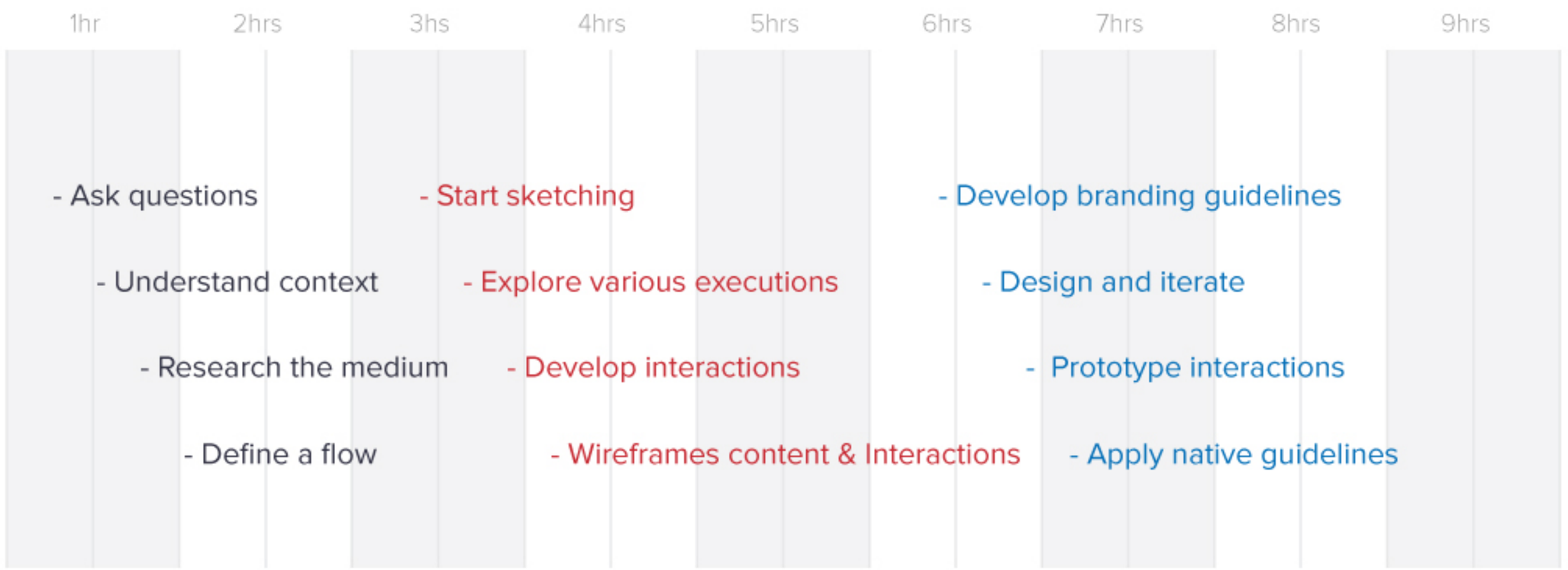
2) Research & Analyze

Whats time travel?
Who is NASA?
Native design guidelines
Pre-stablished patterns
Who is this for?

3) Prototype & Iterate

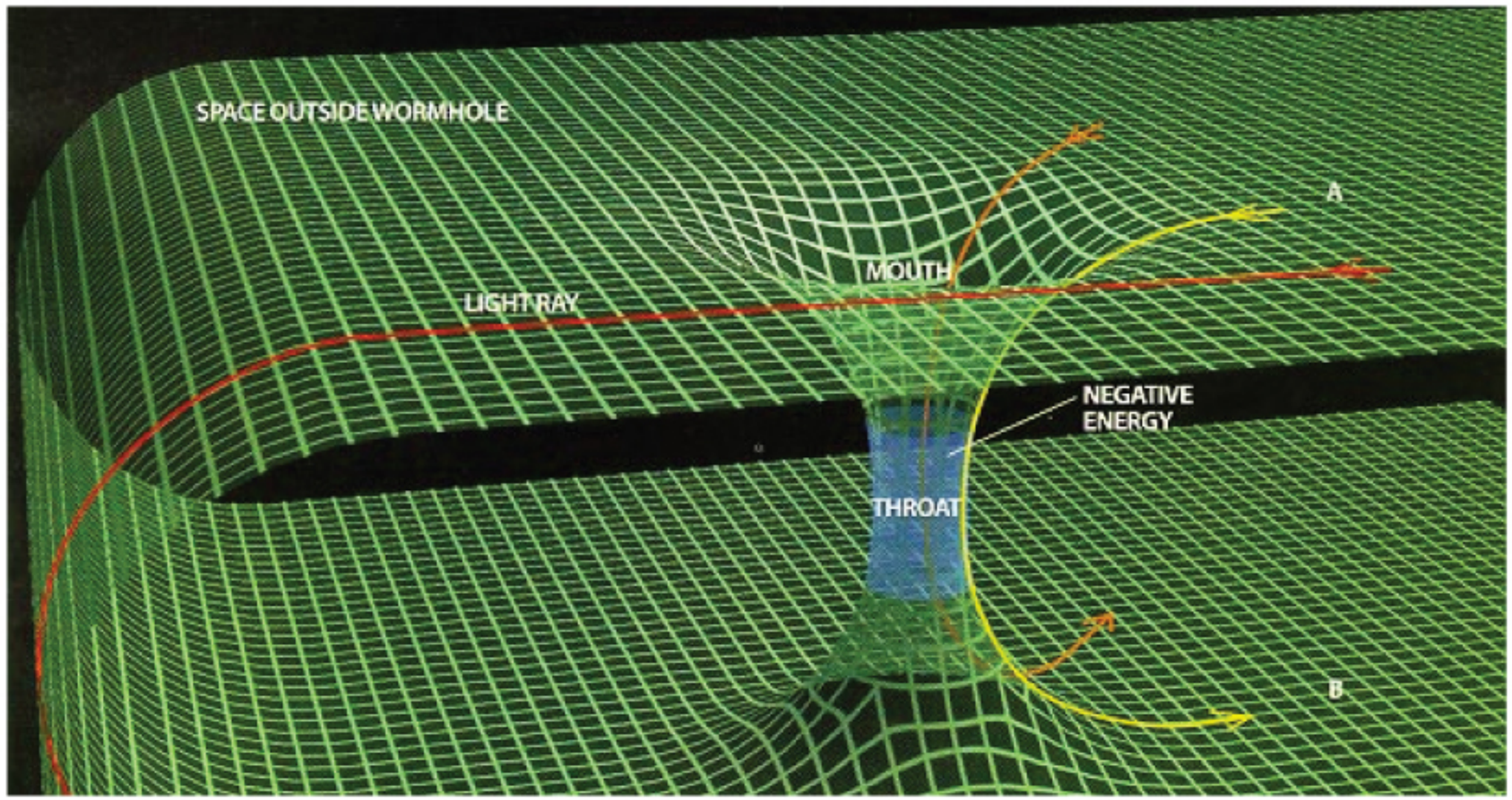
Freehand sketching
Develop alternative ideas
Wireframe layouts
Design then iterate
Prototype in the native form

Timeline


1hr
2hrs
3hs
4hrs
5hrs
6hrs
7hrs
8hrs
9hrs
- Ask questions
- Understand context
- Research the medium
- Define a flow
- Start sketching
- Explore various executions
- Develop interactions
- Wireframes content & Interactions
- Develop branding guidelines
- Design and iterate
- Prototype interactions
- Apply native guidelines

What's time travel?

Time travel is the concept of moving between different points in time in a manner analogous to moving between different points in space, generally using a theoretical invention known as a time machine.



Time travel using a wormhole » Photo Credit: Future of things

Does NASA have other related apps?

NASA have a variety of different apps but nothing related to this topic.

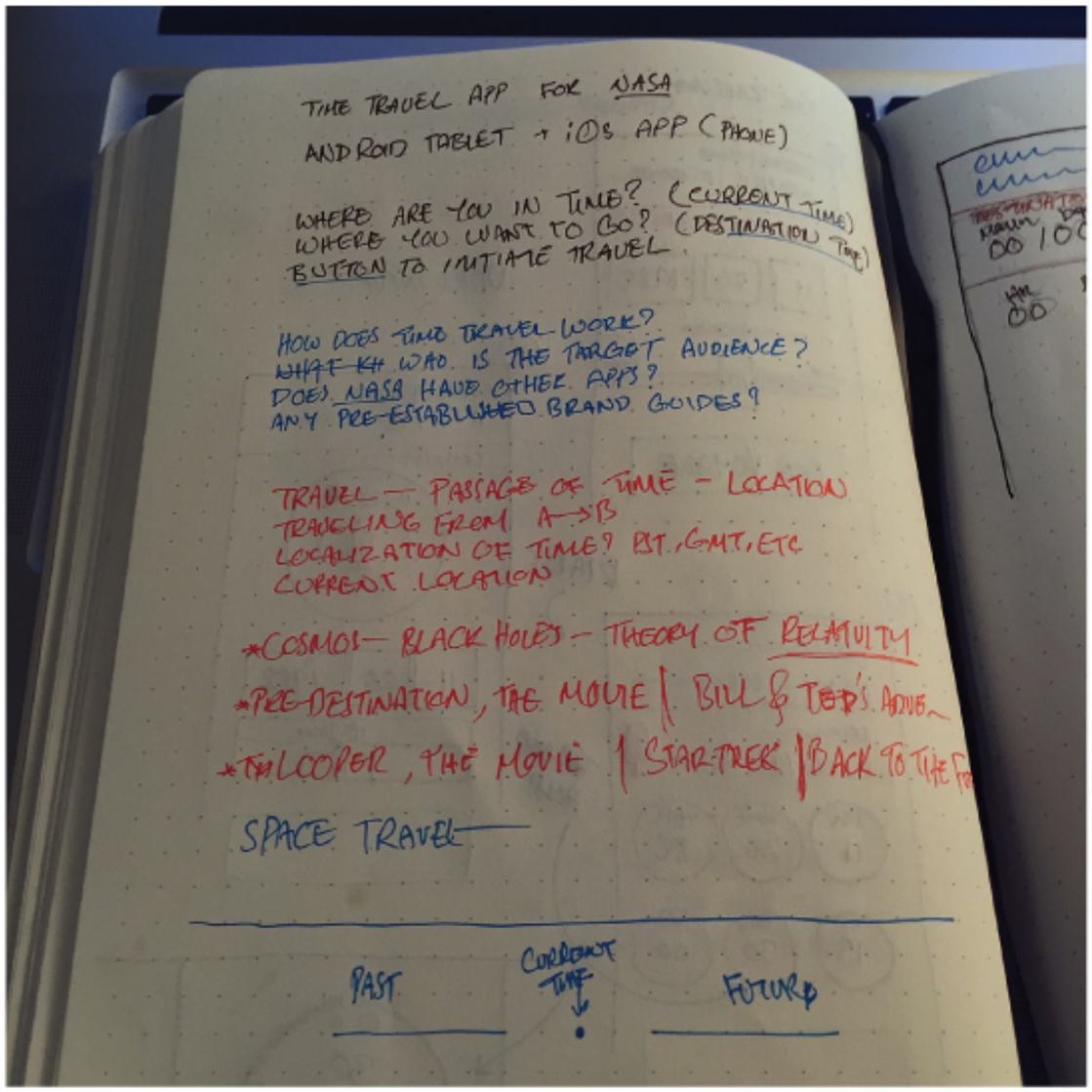
Any cultural references to time travel?

Hollywood is a major influence on the topic, making movies like: Back to future, The Looper, Terminator, Pre-Destination, etc. No actual facts.

Ask more question.

Understand the problem by asking more questions, re-framing the problem from different perspectives. Introduce a cloud of various possibilities for further exploration.

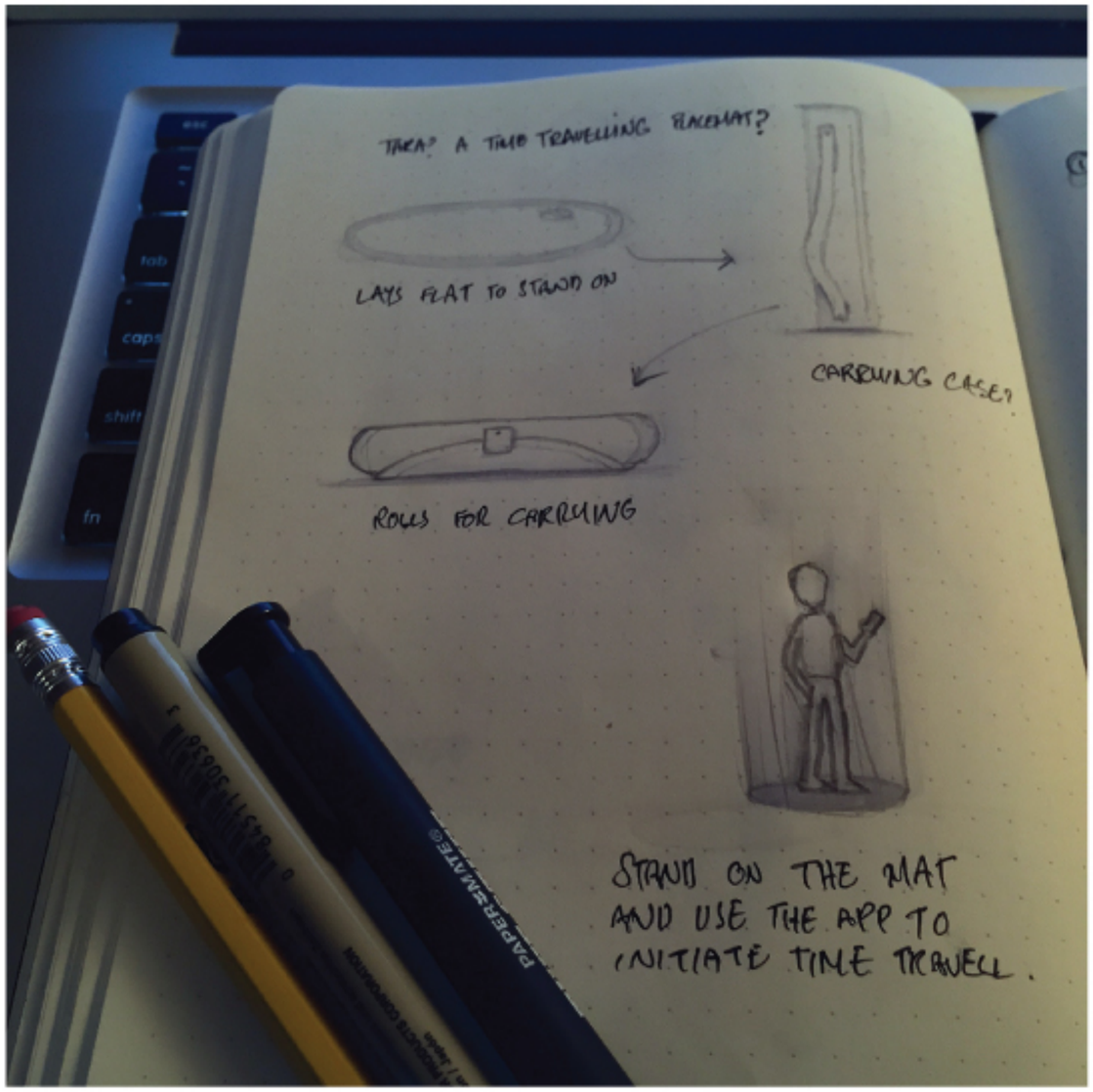
What kind of content? Date, time and what else? Which platforms/medium? Time travel to past or future? Why would you use it? Who is it for?



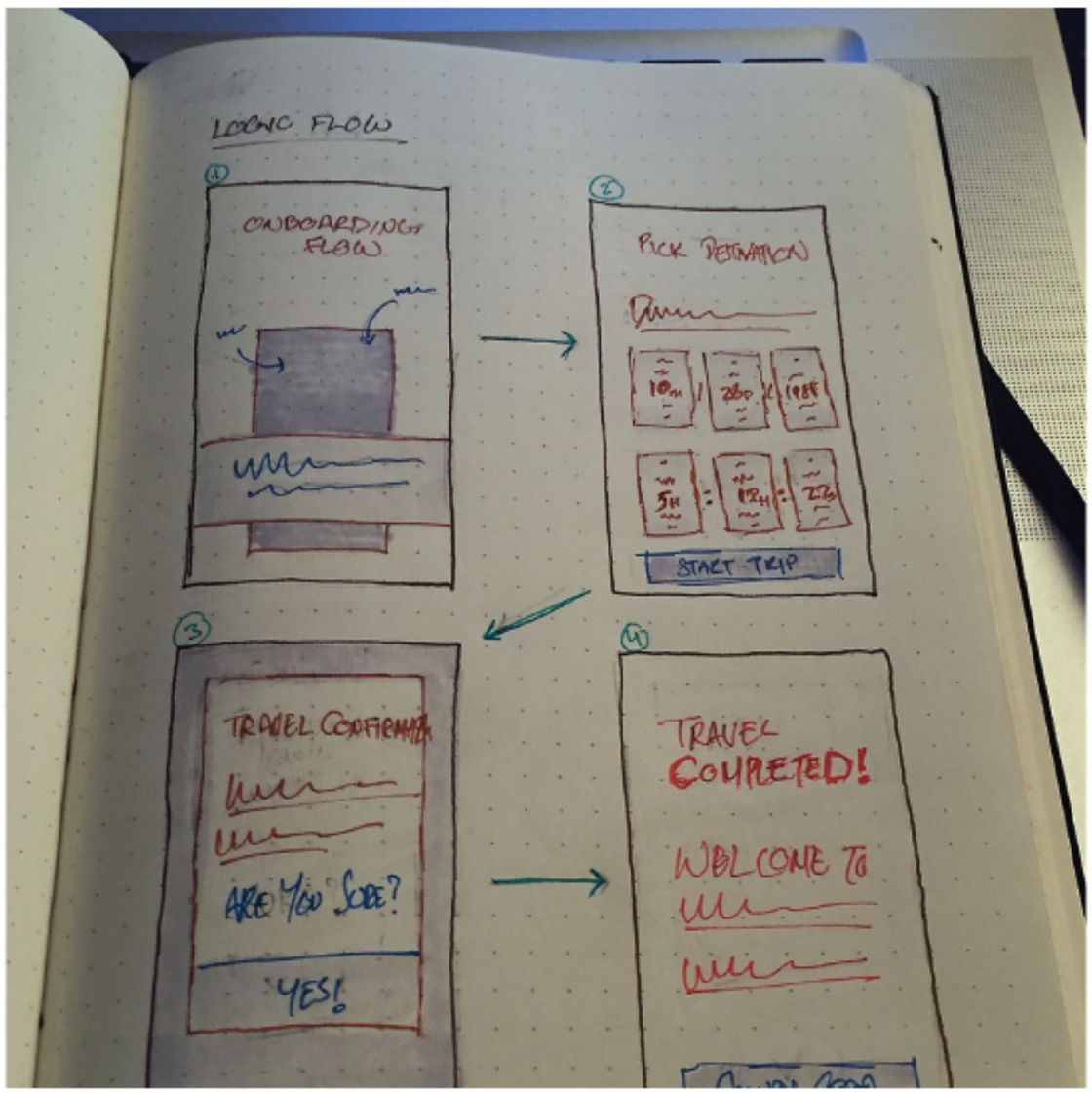
Build a context.

The assignments requires only one designed screen but conceptualizing a context helps to better frame a solution.

What if, there was a physical object thats controlled via the phone that enables the user to travel through time.



Build a flow.



If I'm designing a single screen, how does it fit in an flow?

What does the user know when it lands on the screen I'm designing **(2)**? Is there an on-boarding **(1)**? or confirmation pages**(3)**?

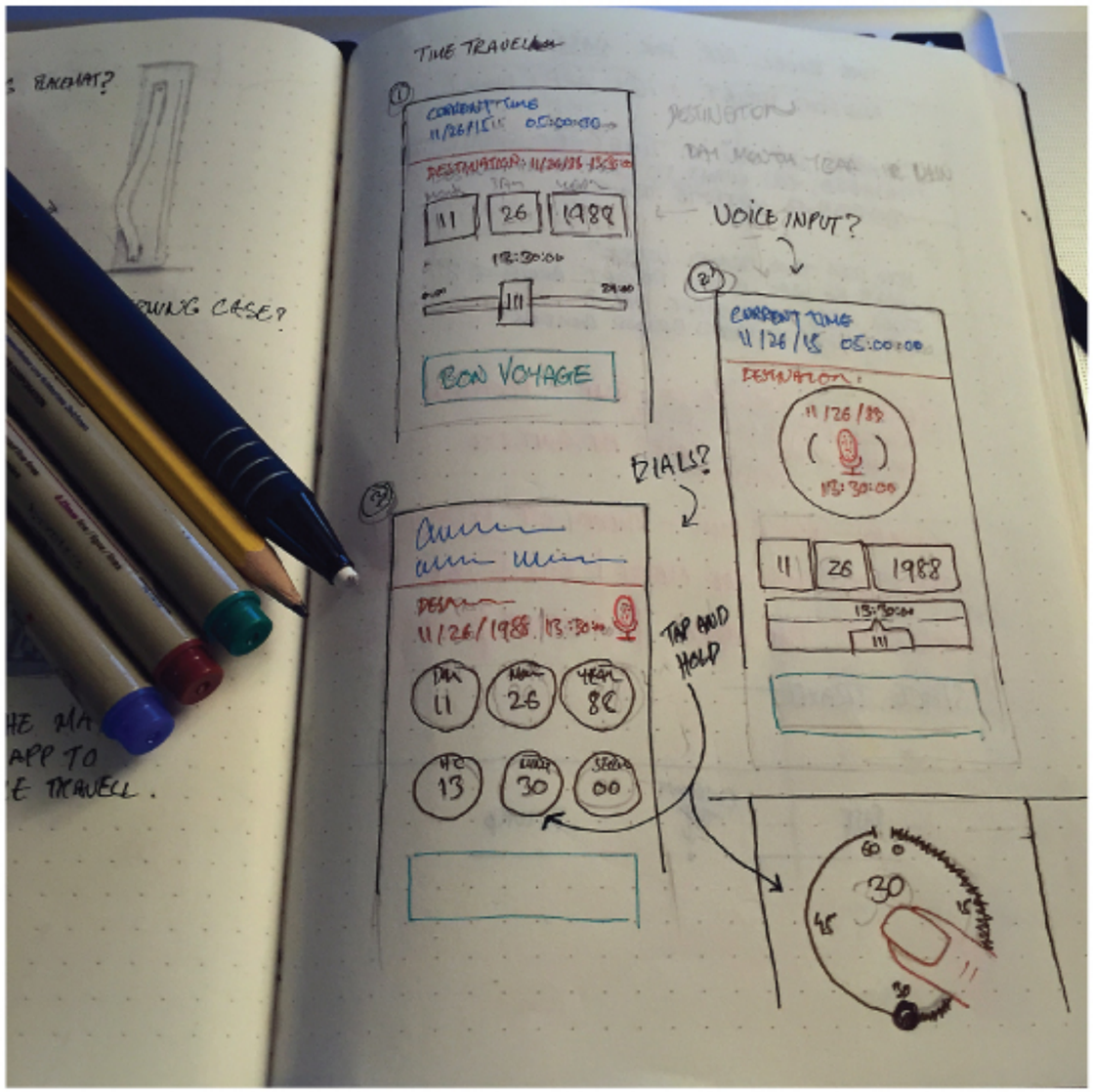
Sketches

Explore other possibilities before committing to an approach.

1) What about text fields for dates and a slider for the timer?

2) What about voice input?

3) What if every input can be dialed individually if you tap and hold, a dial appears and you adjust accordingly?

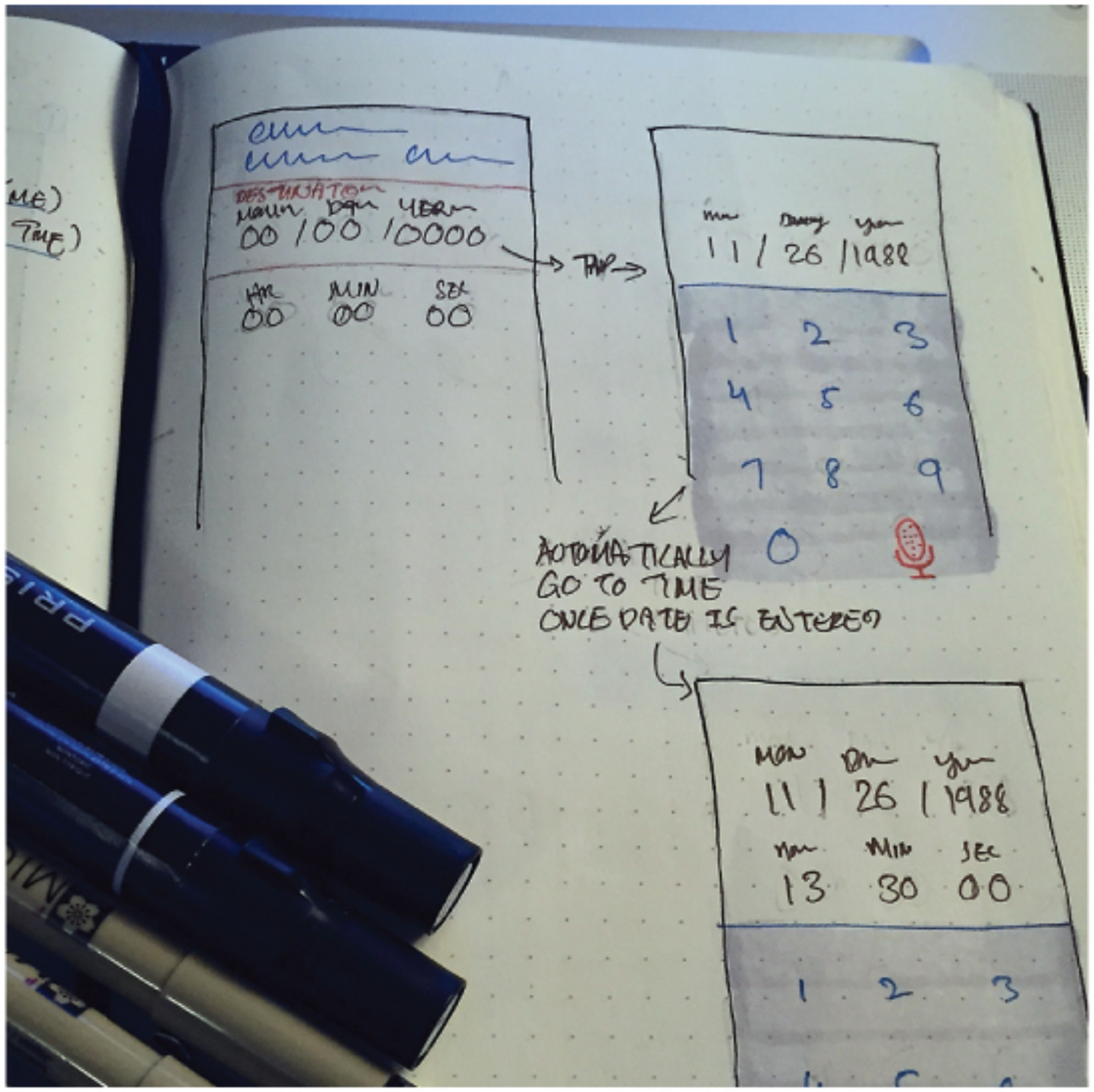


Sketches Cont.

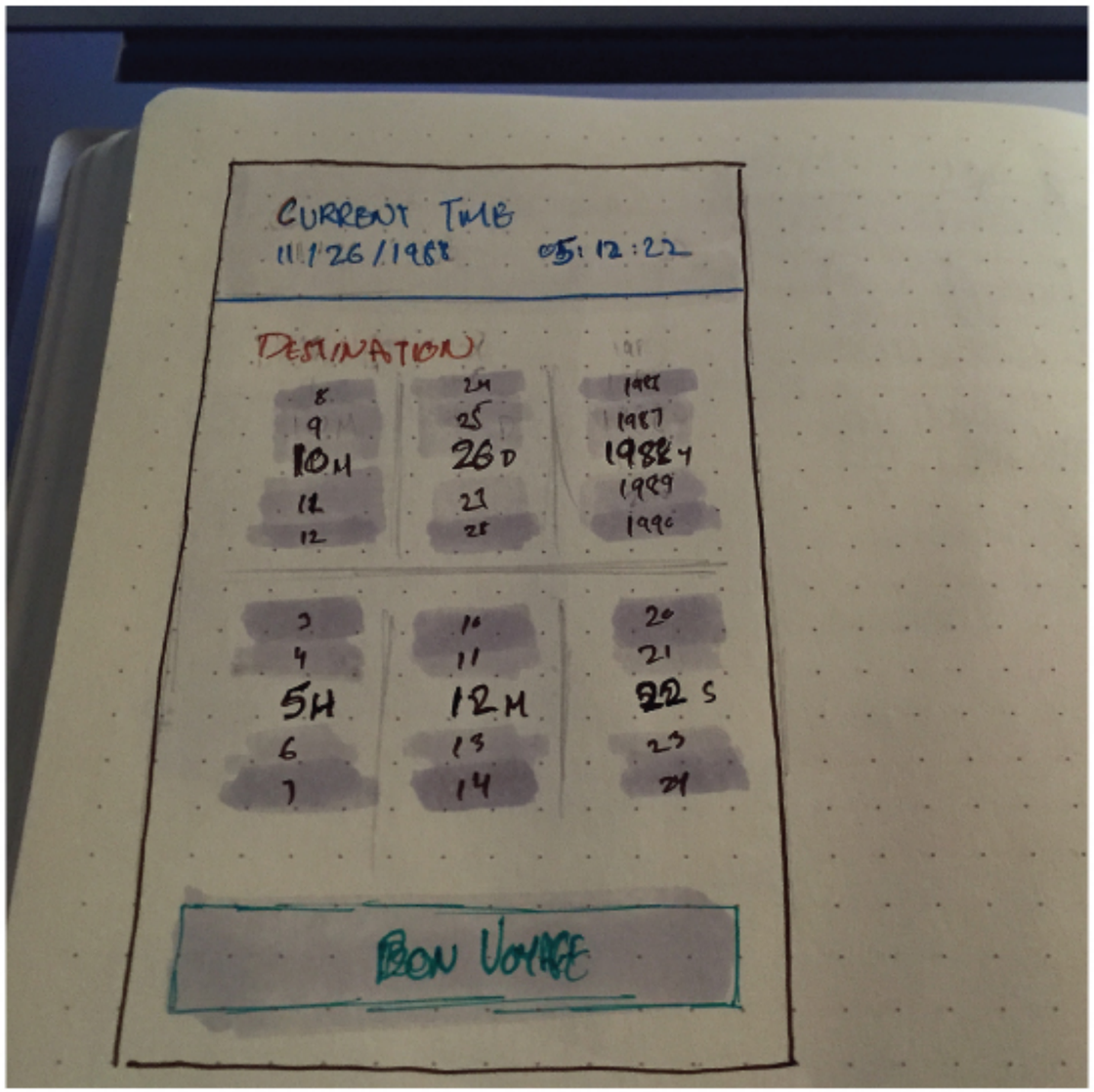
Explore other possibilities before committing to an approach.

1) What if both Date & Time are text fields and on tap a keyboard will show up for easily inputting data?

2) What if I add a mic in the keyboard to do voice dictation for an easier way to input?



Sketches Cont.



Explore other possibilities before committing to an approach.

1) What if time and date are dials that you can easily adjust? Can I use different interaction to let the user input data in different ways? Like the native date picker?

Wireframes

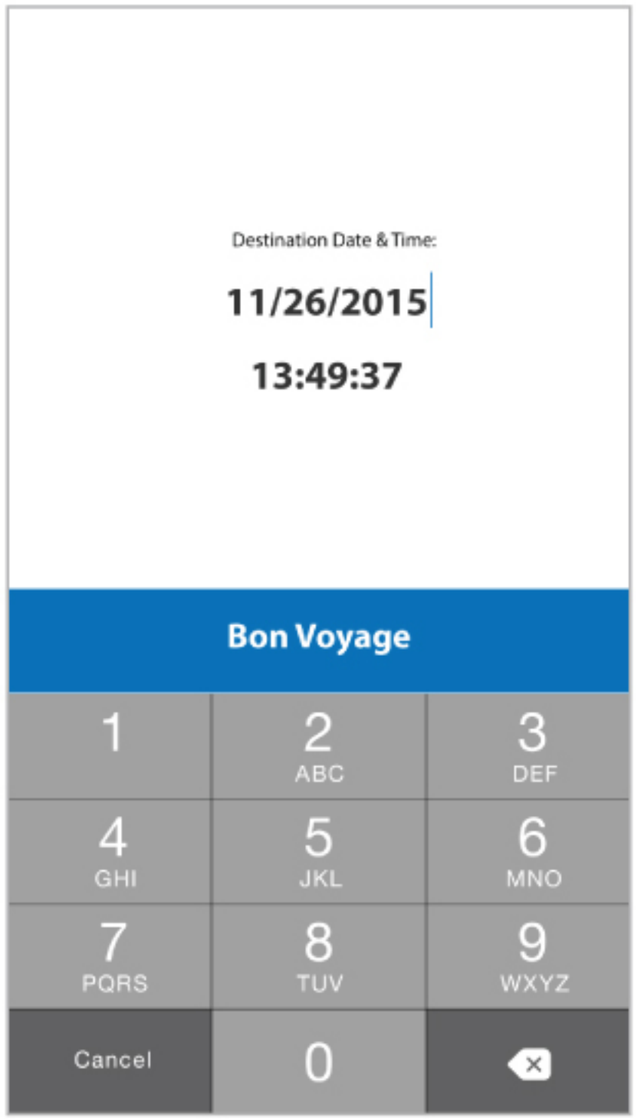
Slide up & down to adjust date picker

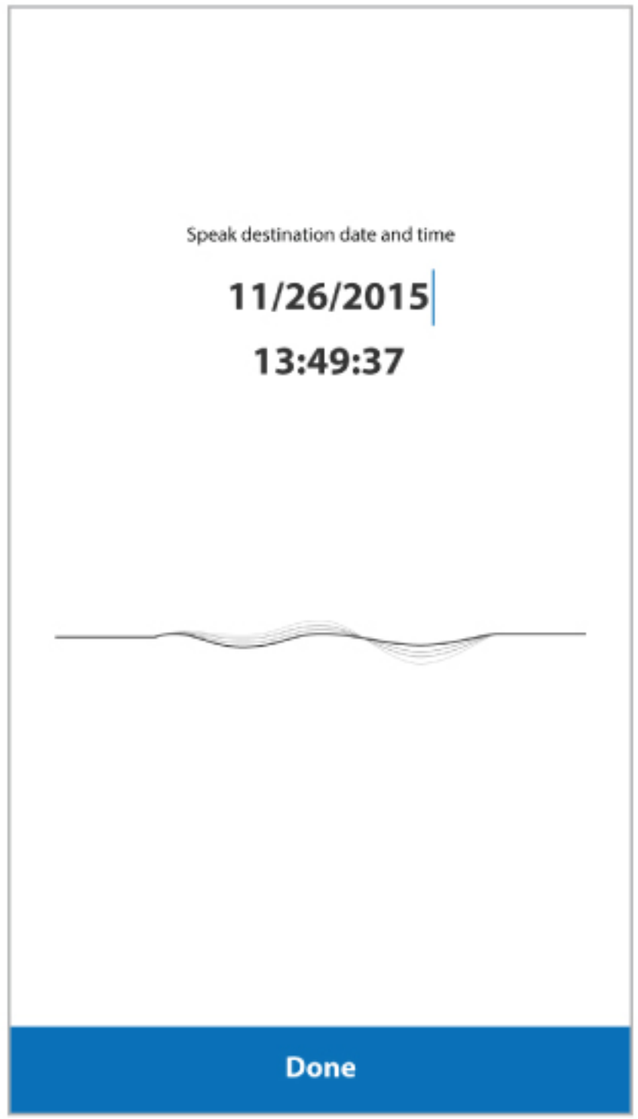
Double tap to input via a keypad

Tap and hold to a to utilize voice input

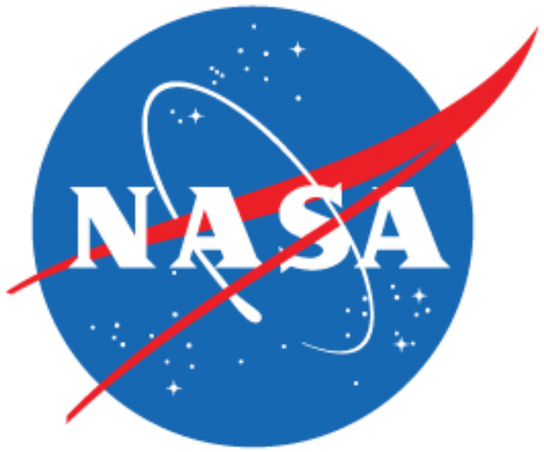
Wireframes


Current Time:
11/26/2015 13:43:34
Destination Date & Time:
09 24 2013
10 25 2014
11M / 26D / 2015Y
12 27 2016
13 28 2017
11 47 35
12 48 36
13HR : 49MIN : 37SEC
14 50 38
15 51 39
Bon Voyage


Destination Date & Time:
11/26/2015
13:49:37
Bon Voyage
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
Cancel
0


Speak destination date and time
11/26/2015
13:49:37
Done

NASA's Branding Guideline



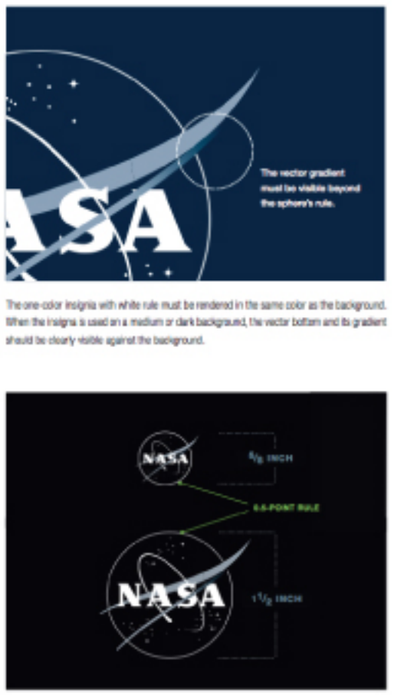
PANTONE® 185
Process 0C,100M, 100Y, 0K
RGB 252R, 61G, 33B

PANTONE® 286
Process 100C, 060M, 0Y, 0K
RGB 11R, 61G, 145B

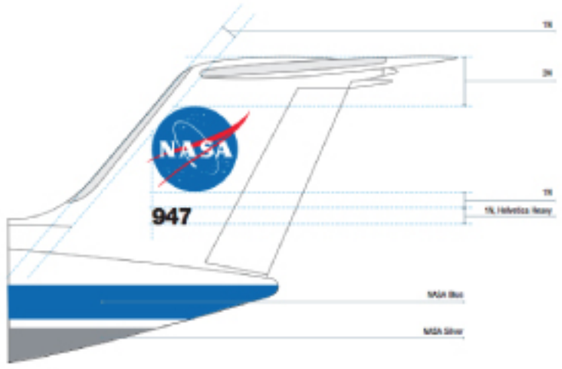
PANTONE® Cool Grey 9
Process 5C, 3M, 0Y, 50K
RGB 121R, 121G, 124B

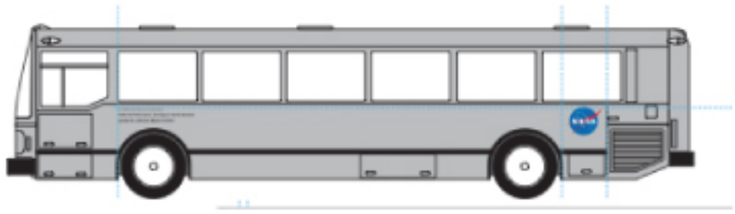
PANTONE® 877
Metallic Silver
No process or RGB color substitution available.

PANTONE® Black 6
Process 60C, 40M, 20Y, 100K
RGB 0R, 0G, 0B

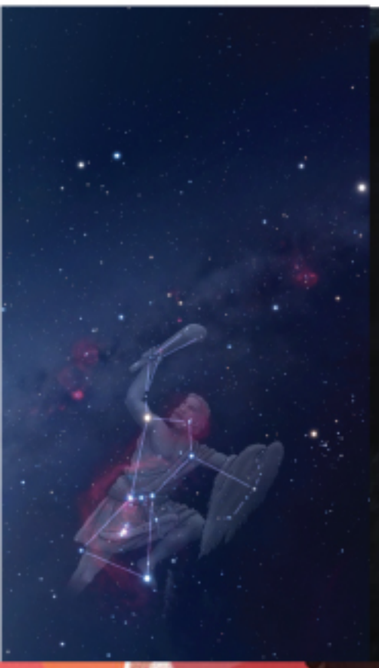


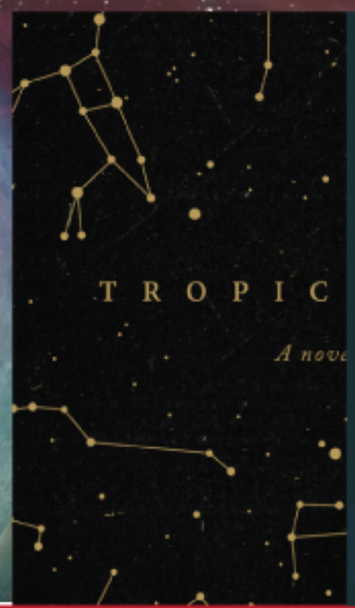
The one-color insignia with white rule must be rendered in the same color as the background. When the insignia is used on a medium or dark background, the vector bottom and its gradient should be clearly visible against the background.



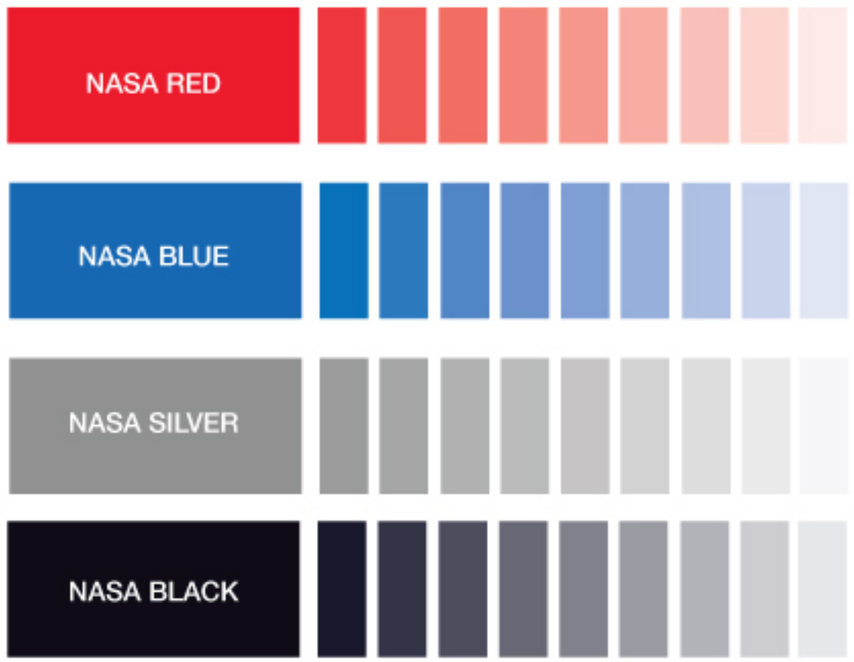


Aesthetics Mood-board





Color guide, based on NASA

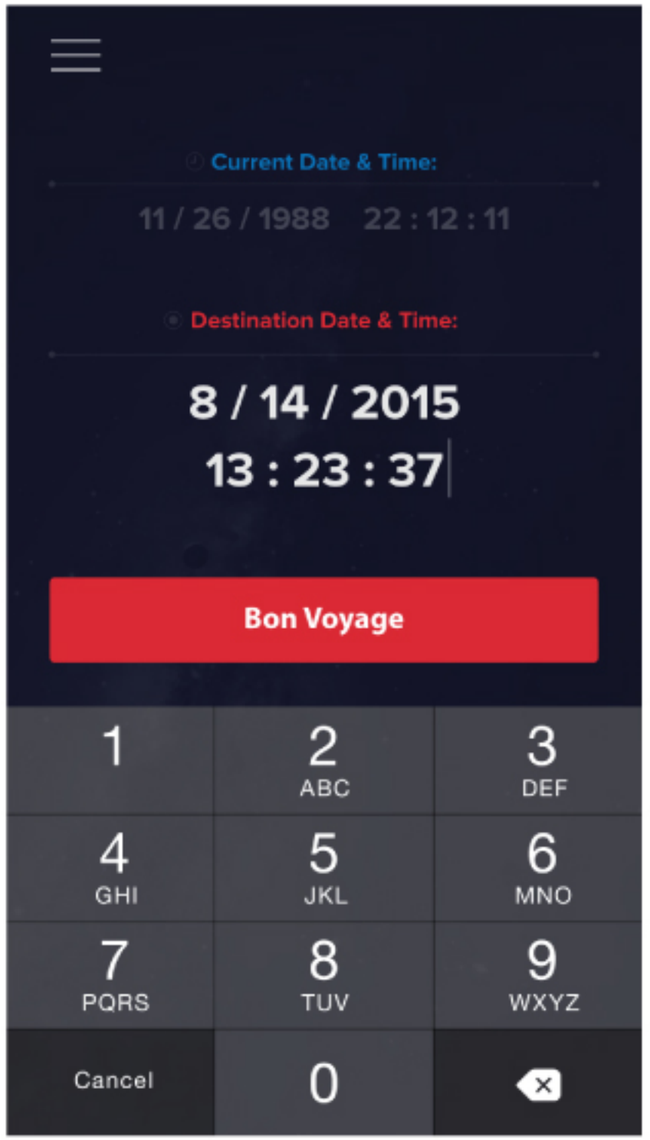


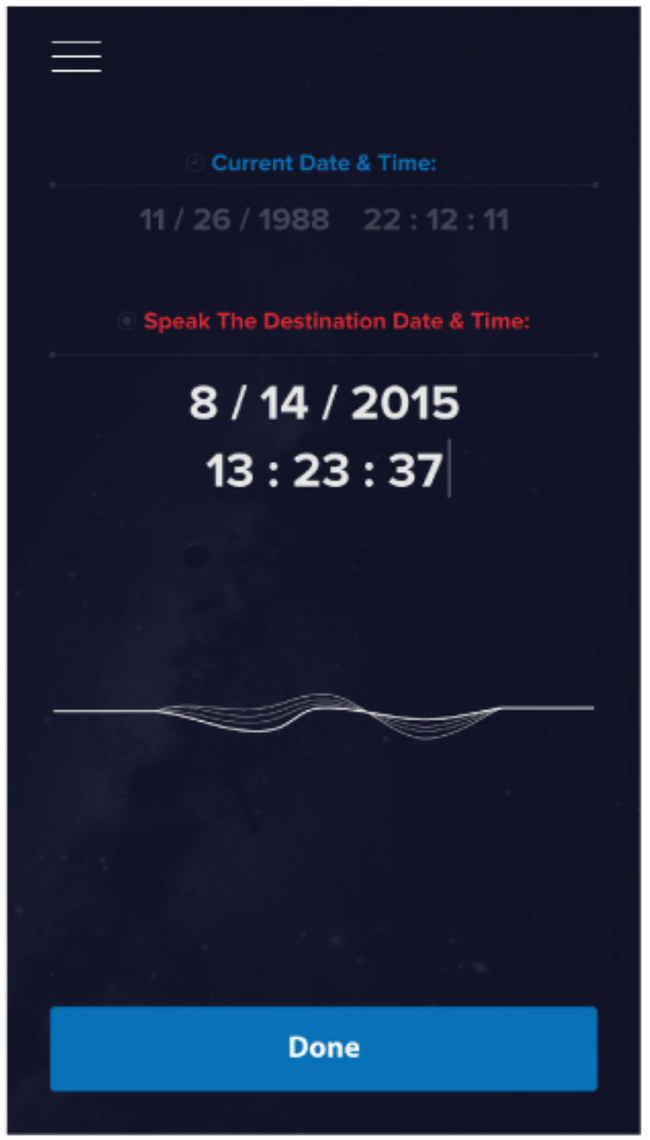
Nasa's Original colors

New palette for the app

Designs v1

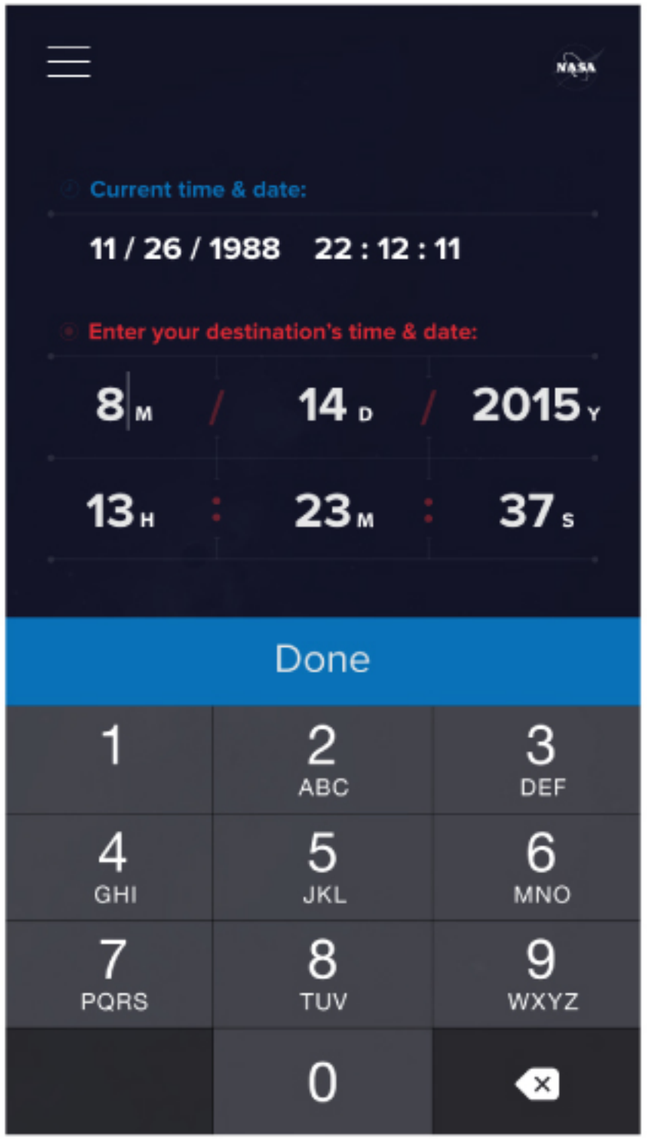

Current Date & Time:
11 / 26 / 1988 22 : 12 : 11
Destination Date & Time:
6 12 2013
7 13 2014
8 M / 14 D / 2015 Y
9 15 2016
10 16 2017
11 24 35
12 25 36
13 Hr : 23 Min : 37 Sec
14 27 38
15 28 39
Bon Voyage

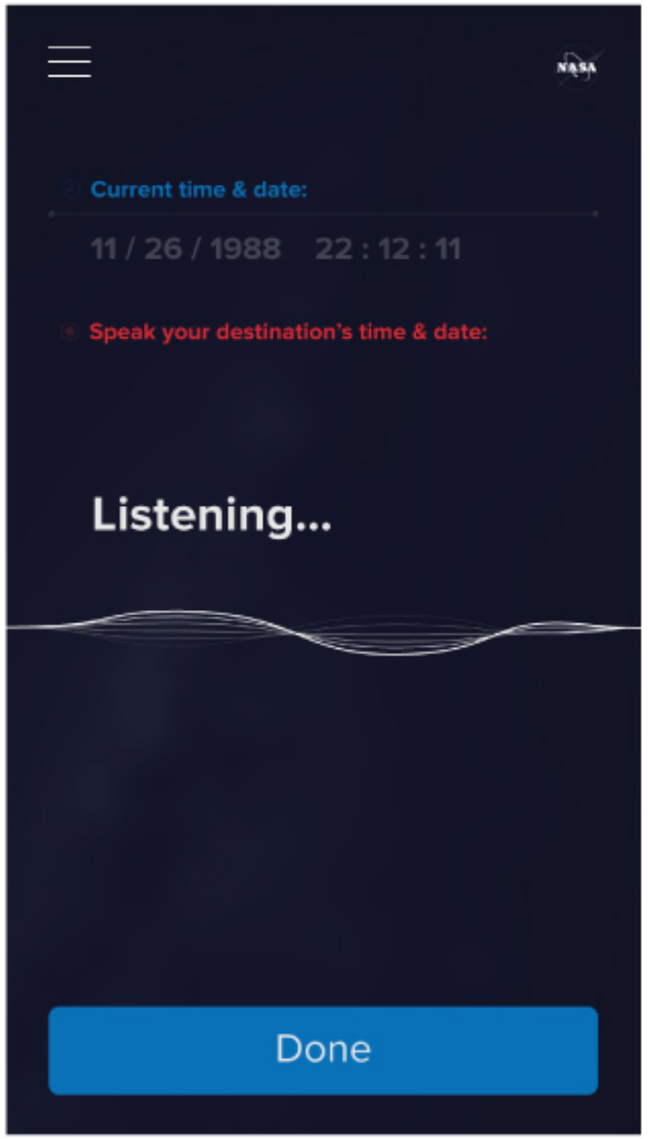

Current Date & Time:
11 / 26 / 1988 22 : 12 : 11
Destination Date & Time:
8 / 14 / 2015
13 : 23 : 37
Bon Voyage
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
Cancel
0


Current Date & Time:
11 / 26 / 1988 22 : 12 : 11
Speak The Destination Date & Time:
8 / 14 / 2015
13 : 23 : 37
Done

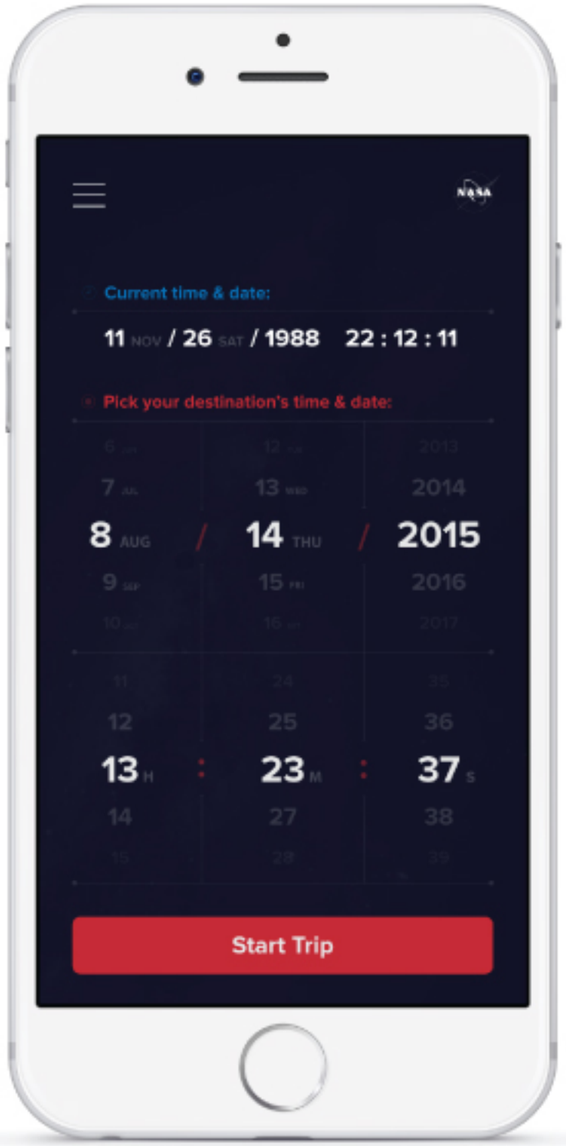
Designs v2

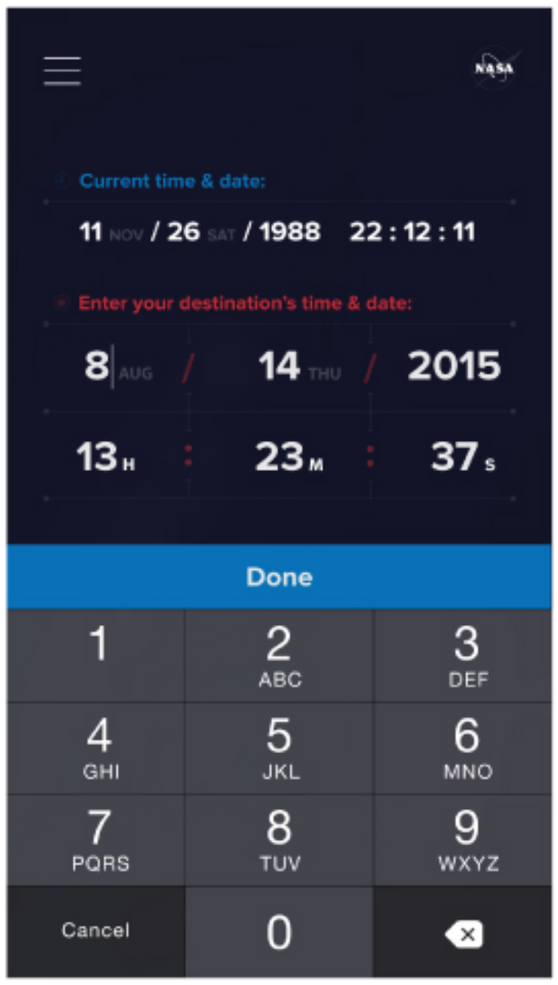

Current time & date:
11 / 26 / 1988 22 : 12 : 11
Pick your destination's time & date:
8 M / 14 D / 2015 Y
13 H : 23 M : 37 S
Start Trip


Current time & date:
11 / 26 / 1988 22 : 12 : 11
Enter your destination's time & date:
8 M / 14 D / 2015 Y
13 H : 23 M : 37 S
Done
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
0

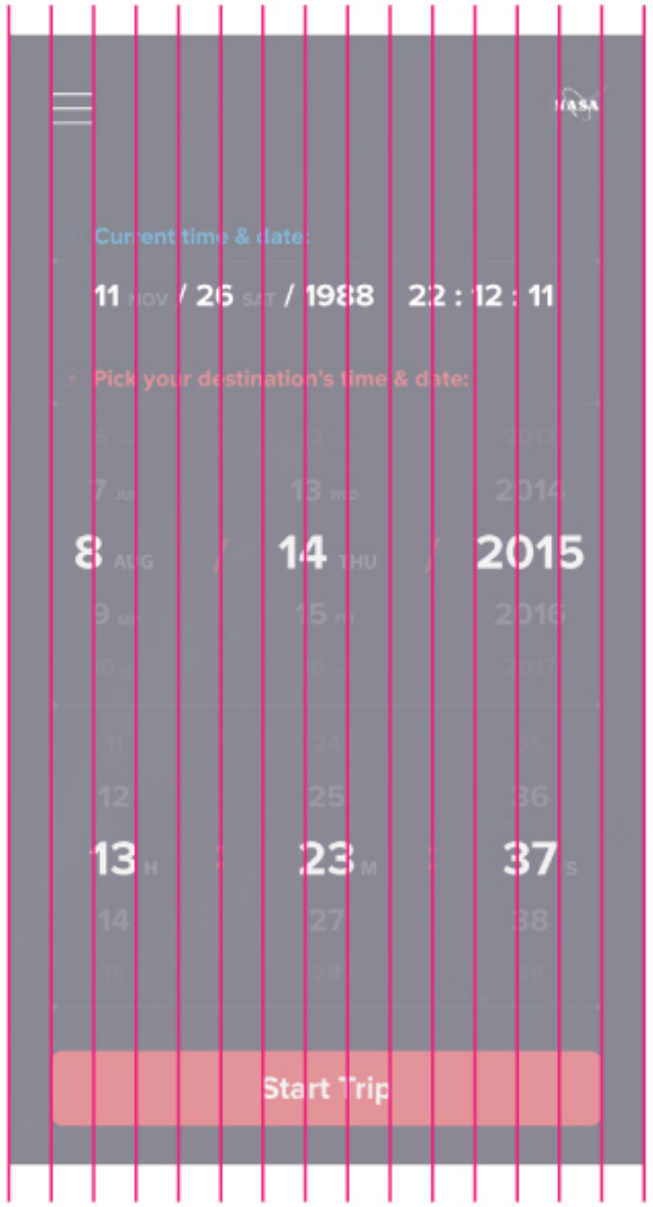

Current time & date:
11 / 26 / 1988 22 : 12 : 11
Speak your destination's time & date:
Listening...
Done

Designs, Final





Grid System & Specs

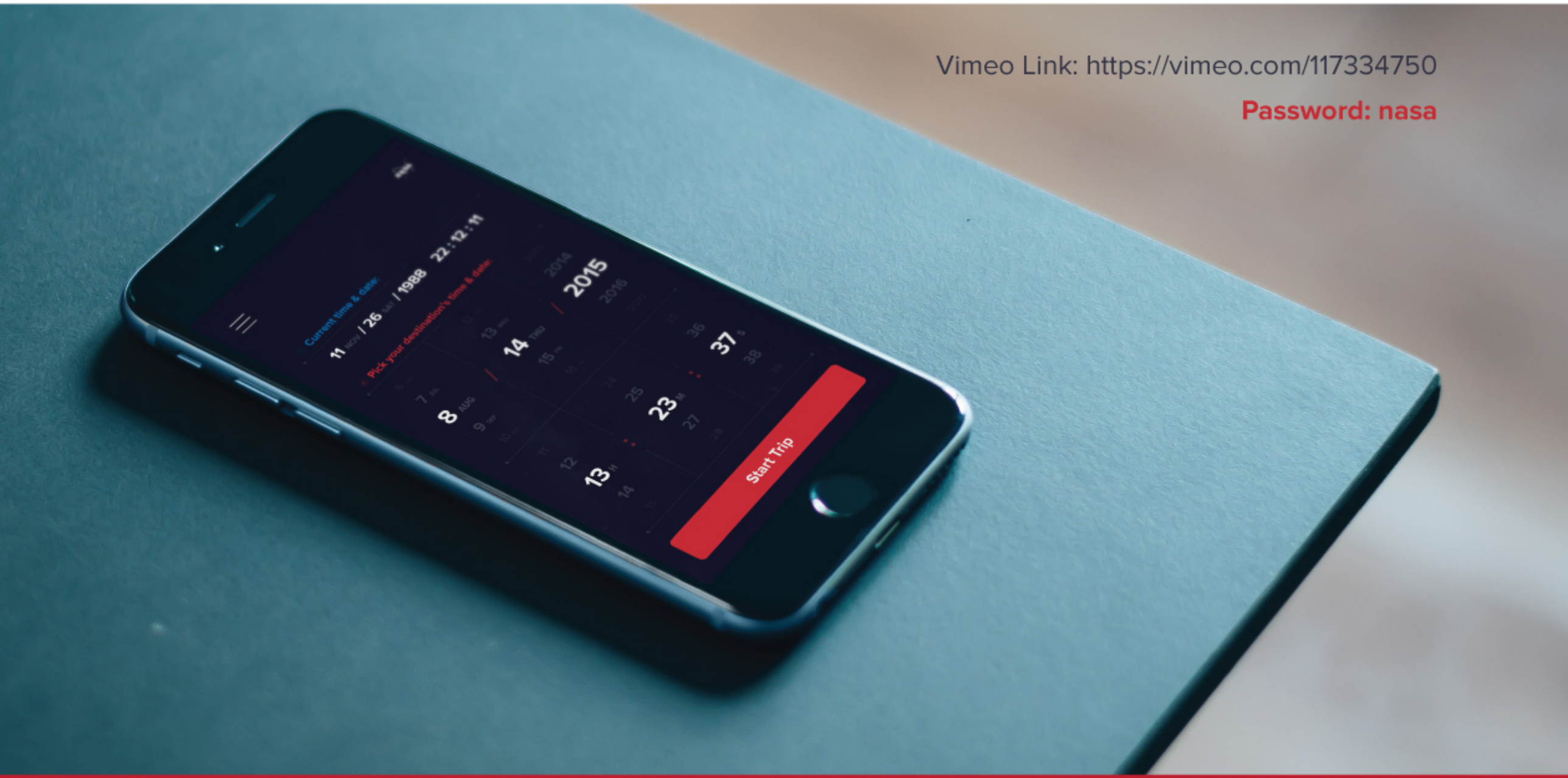


15 Column Grid

Designed for iPhone 6

750 x 1334 (@2x)

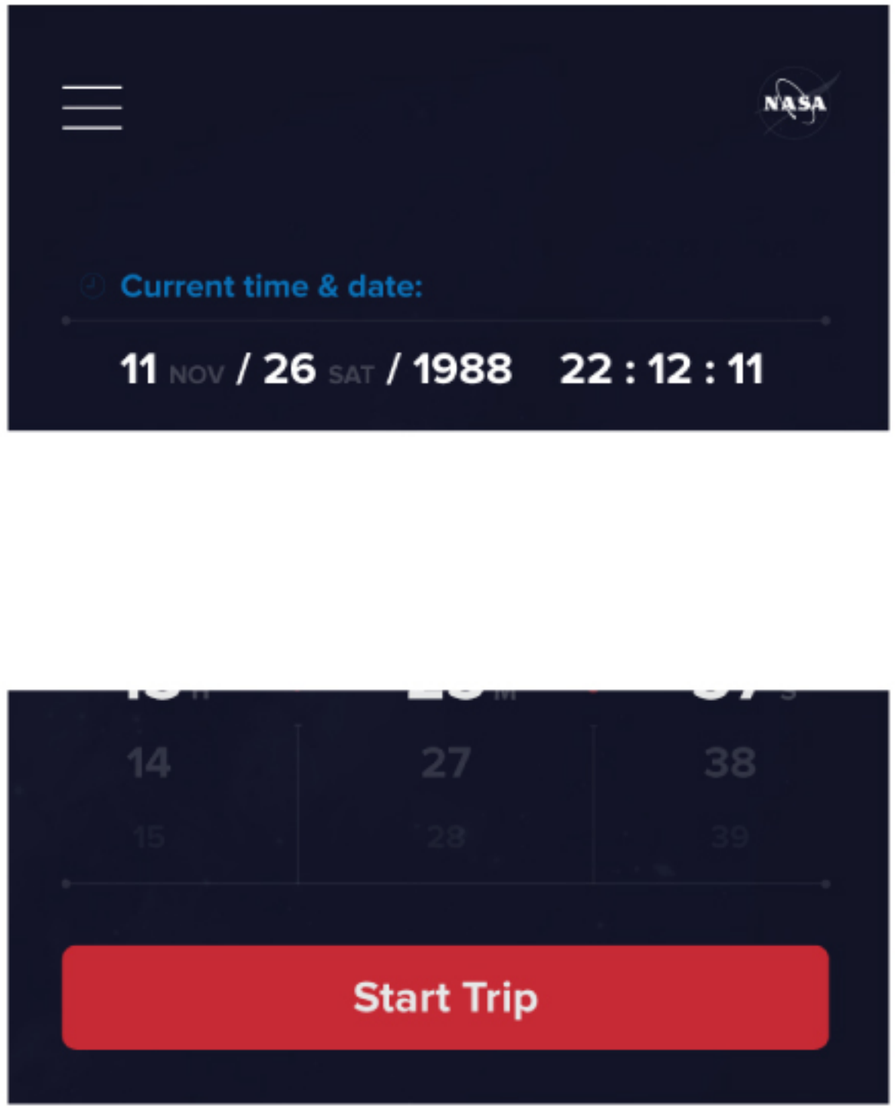
Final Prototype

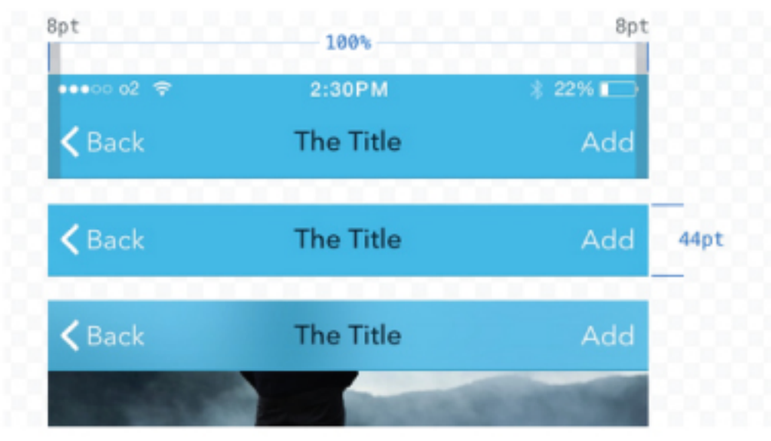


Vimeo Link: https://vimeo.com/117334750

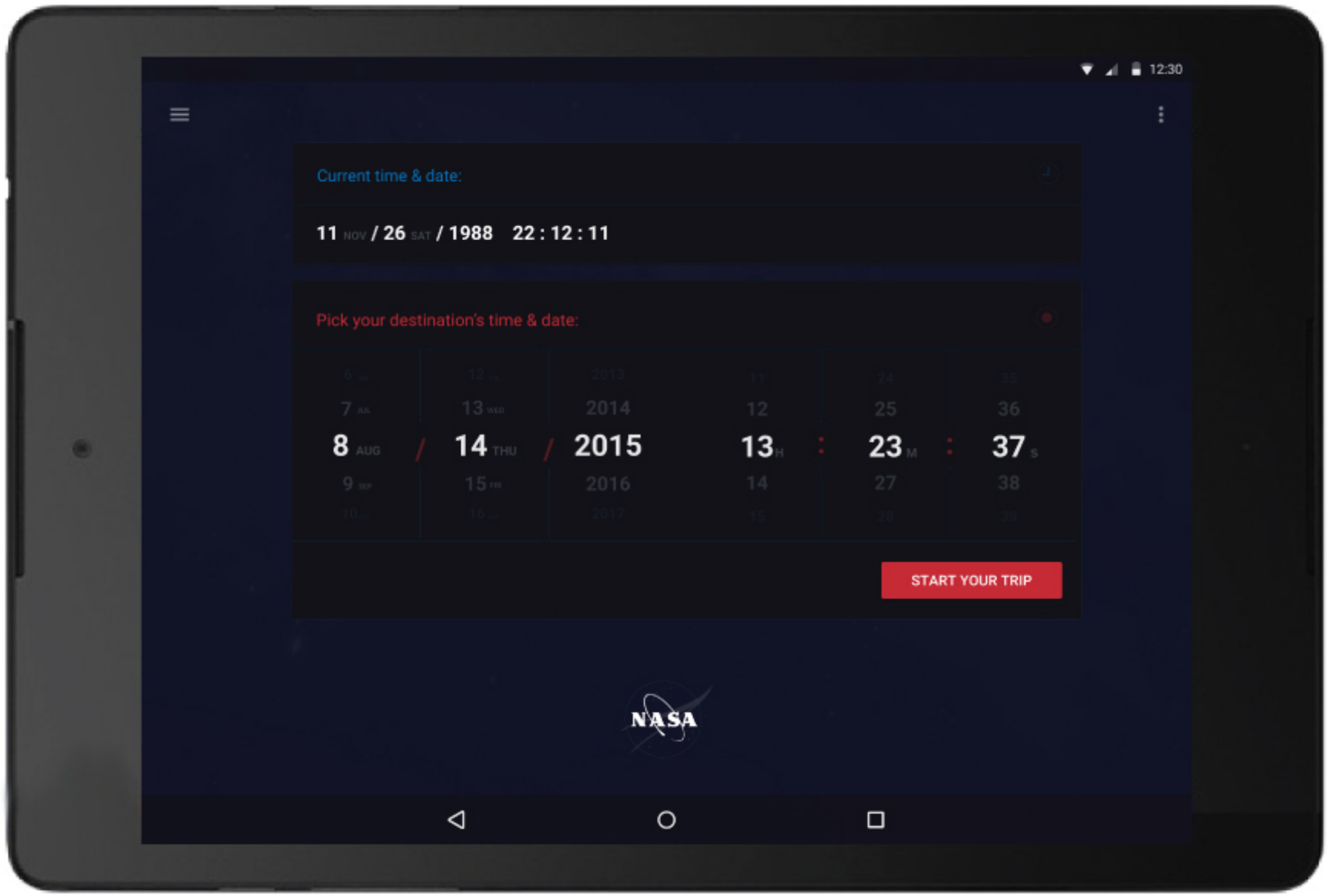
Password: nasa

iOS native guideline samples

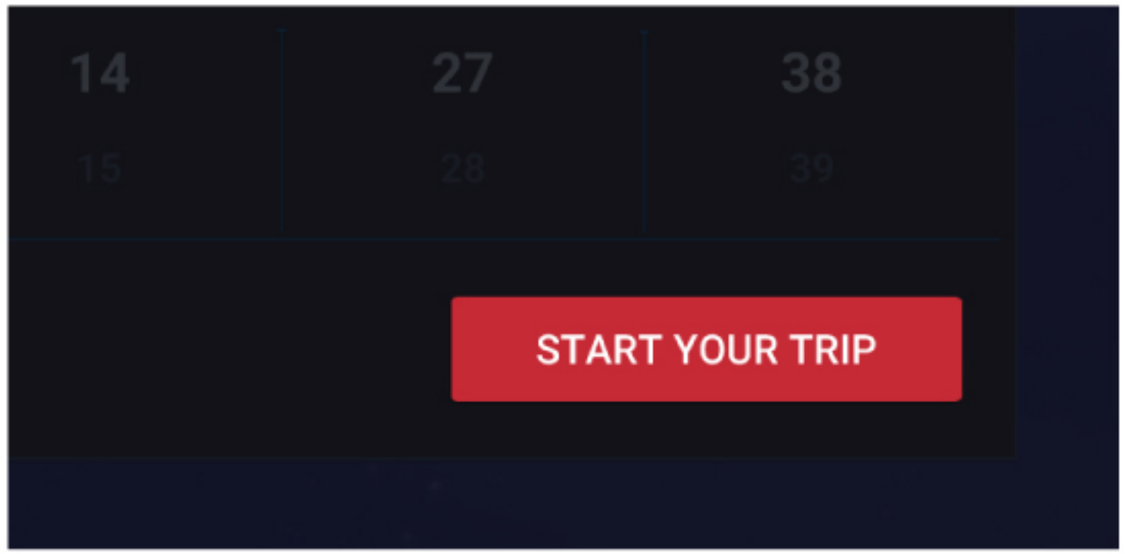


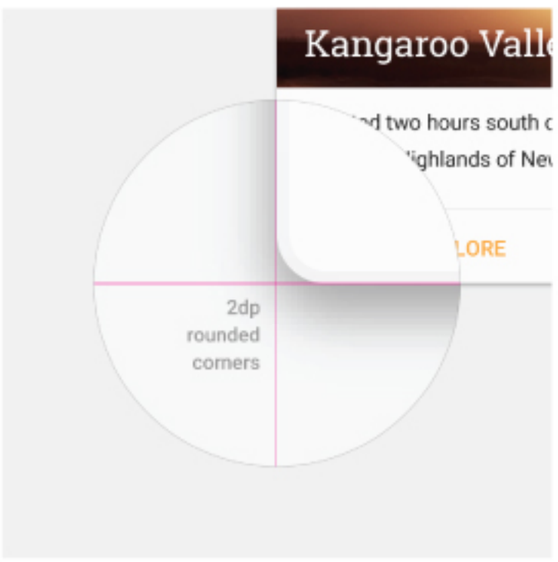


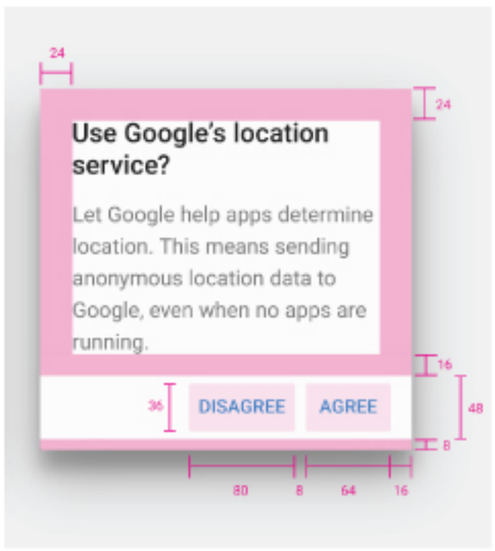
Android Tablet Layout



Android Tablet native guide samples







Roboto

Headline	Regular 24sp
Title	**Medium 20pt**
Subheader	Regular 16pt
Body 2 / Menu	**Medium 14pt**
Body 1	Regular 14pt
Caption	Regular 12pt
BUTTON	**MEDIUM 14PT**

Thank you.

Tools Utilized:

- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe After Effects CC
- Pixate 1.0.6

Final high resolution renders:

- iOS Mock-up
- Android Tablet Mock-up