

8hr **Design Process**

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What's Inside?

Creative brief

Process

Timeline

Sketches & Explorations

Branding Guidelines

Designs & Iterations

Prototype & Interactions

Links & References

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?

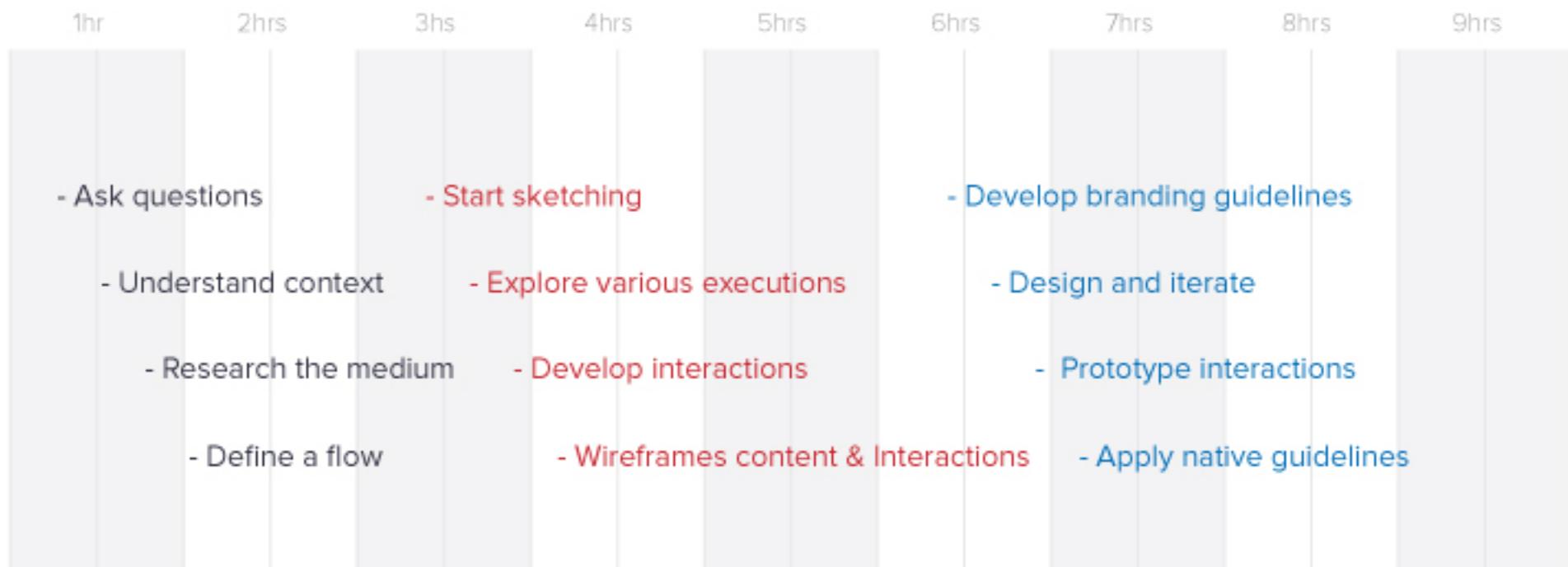
2) Research & Analyze

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

3) Prototype & Iterate

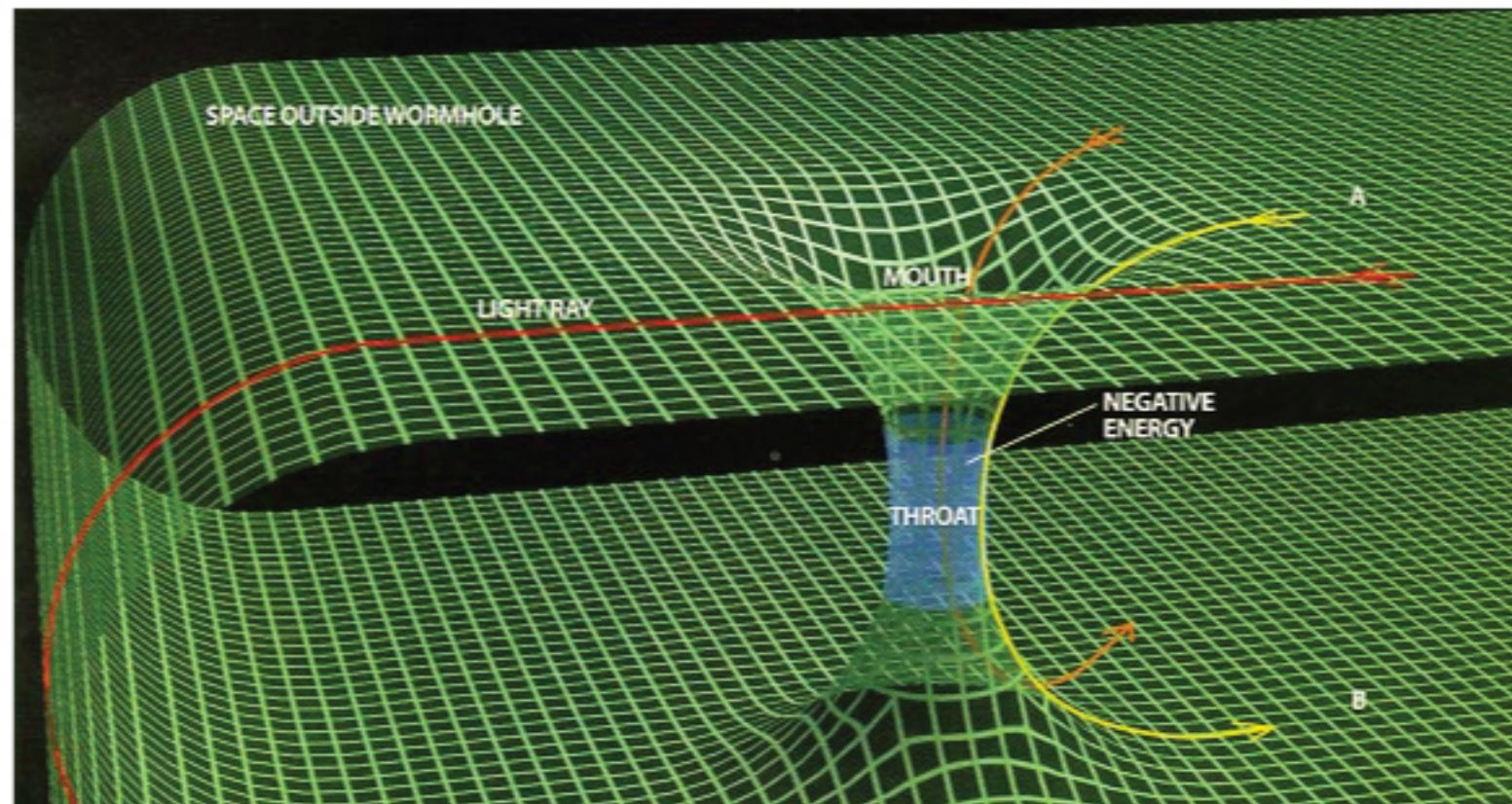
Freehand sketching
Wireframe layouts
Experiment variation
Keep iterating
Native prototyping

Timeline



What's time travel?

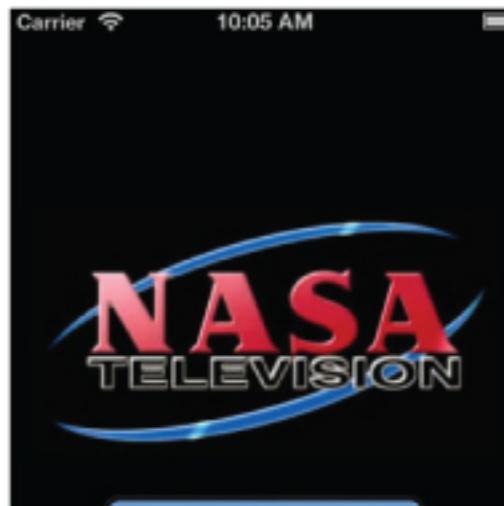
Time travel is the concept of moving between different points in time in a manner analogous to moving between different points in space, generally using a theoretical invention known as a time machine.



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.



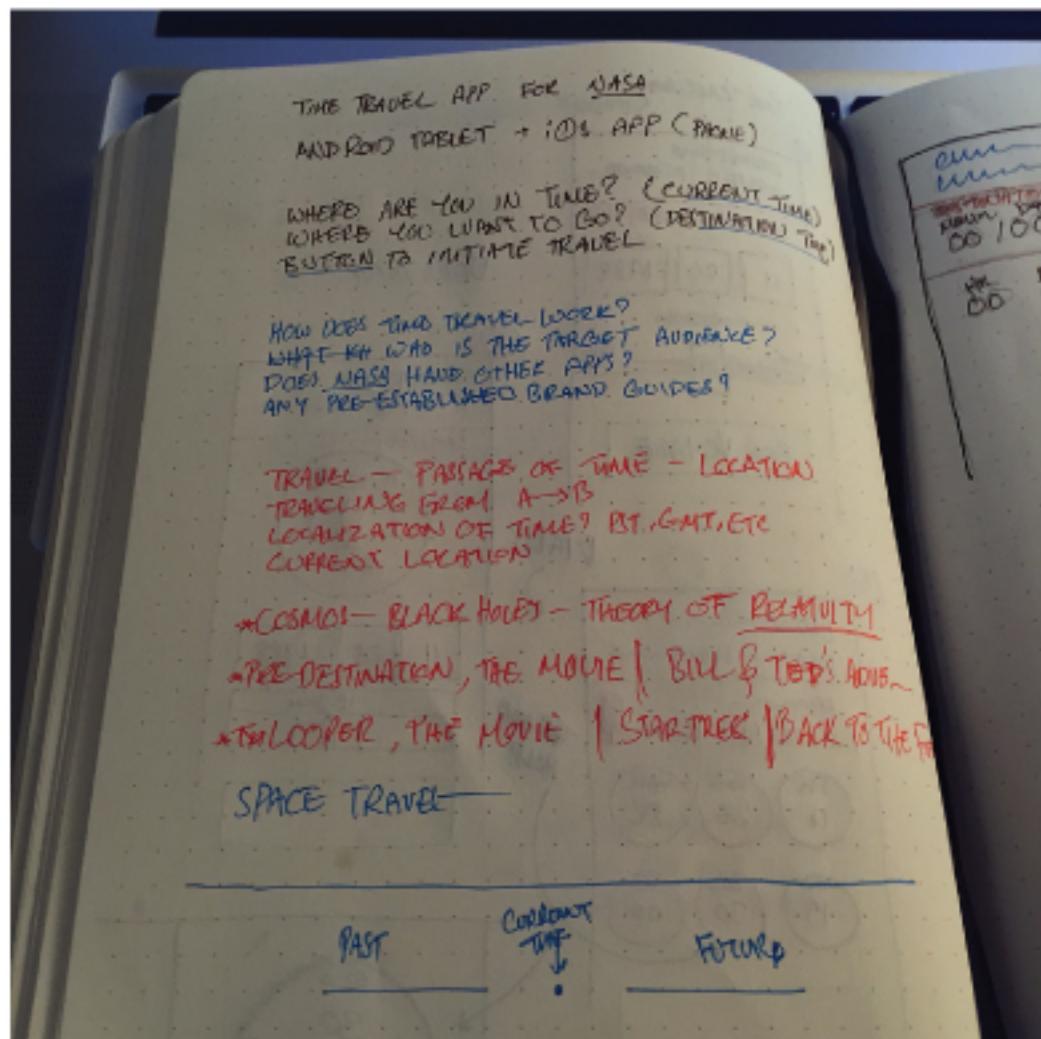
Any cultural references to time travel?

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.

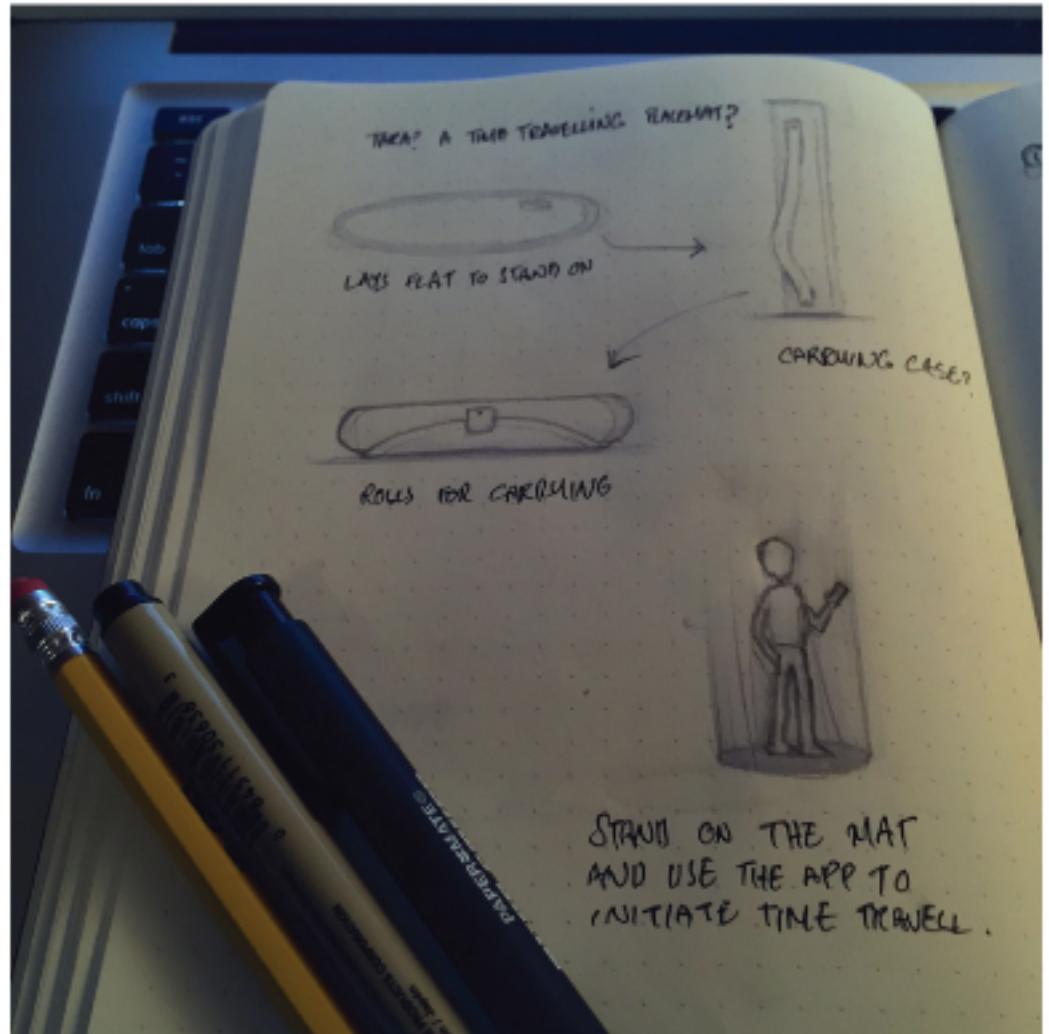
What kind of content? Date, time and what else? Which platforms/medium? Time travel to past or future? Why would you use it? Who is it for?



Build a context.

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

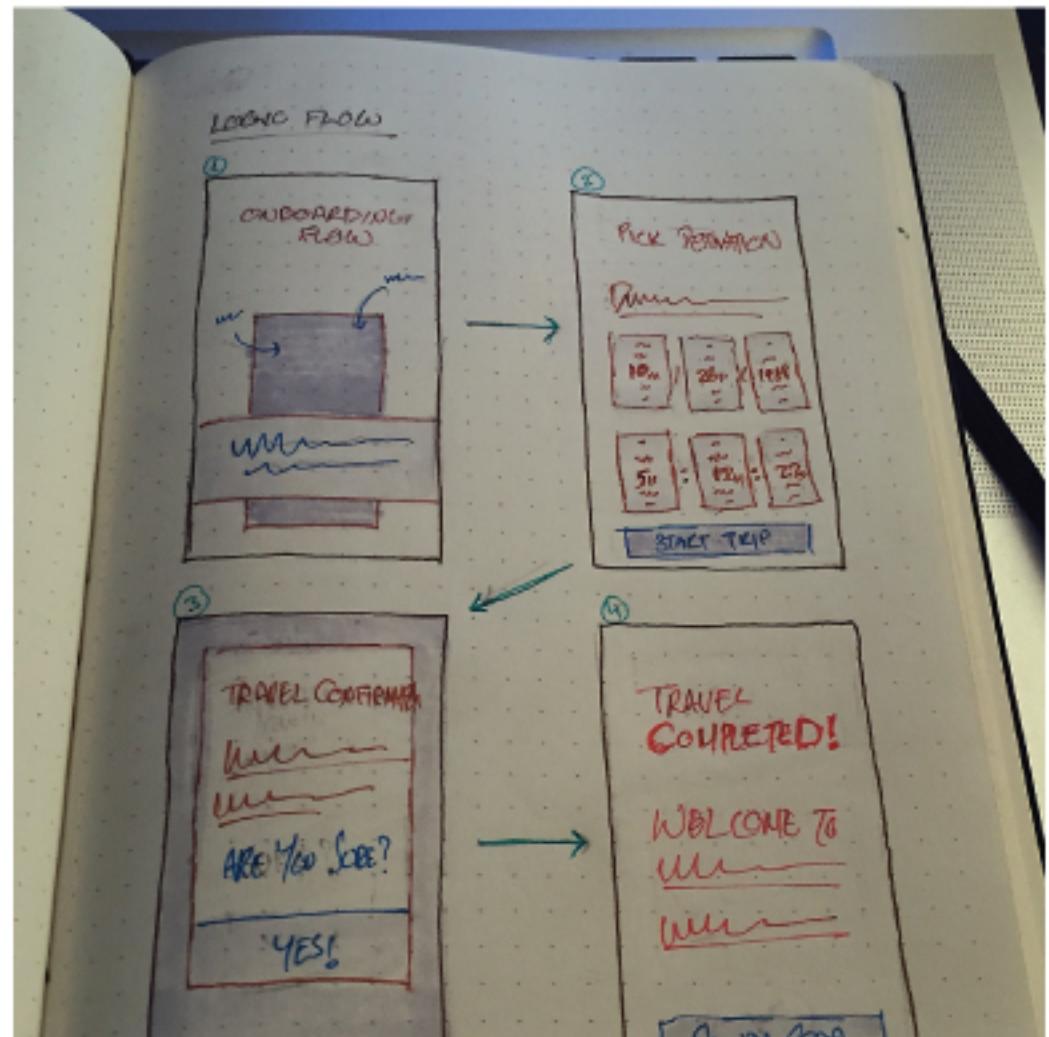
What if, there was a physical object that's controlled via the phone that enables the user to travel through time.



Build a flow.

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

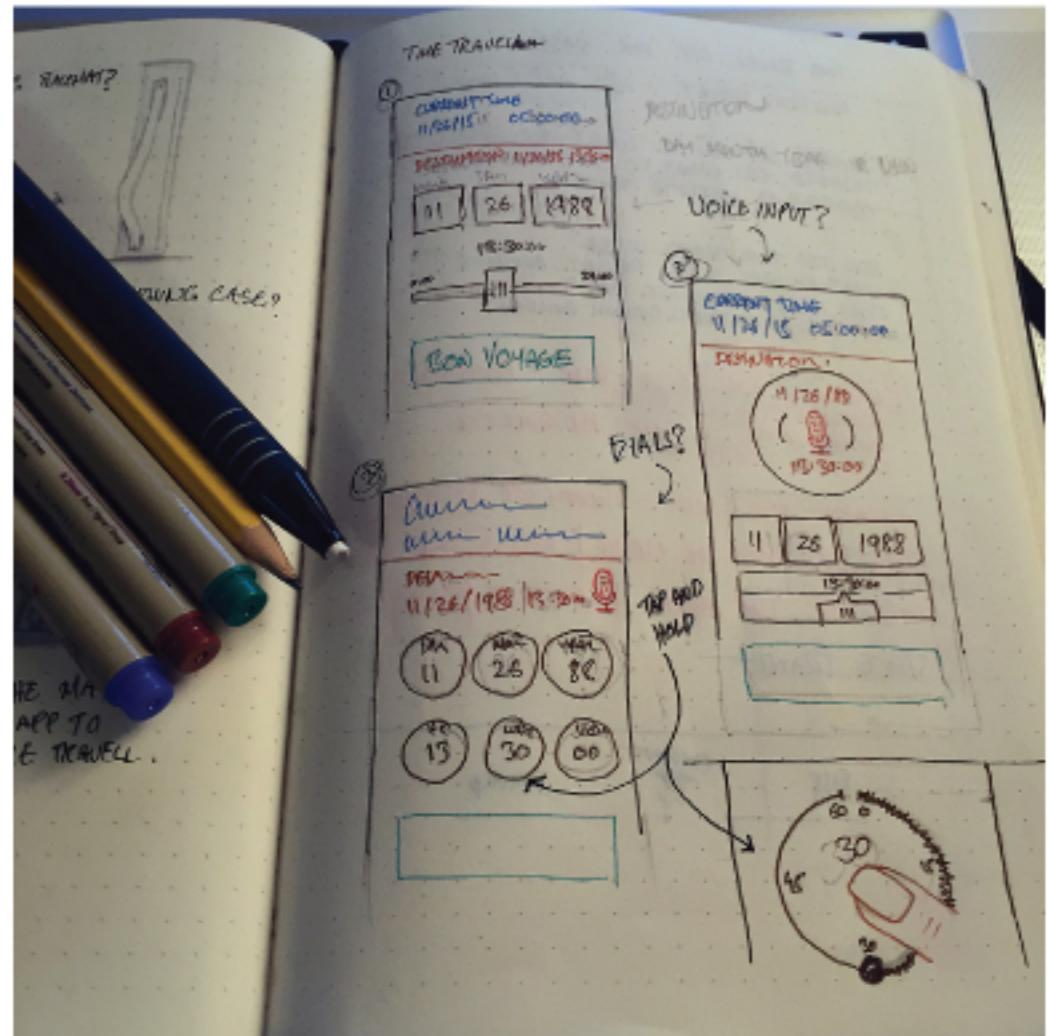
What does the user know when it lands on the screen I'm designing (**2**)? Is there an on-boarding (**1**)? or confirmation pages(**3**)?



Sketches

Explore other possibilities before committing to an approach.

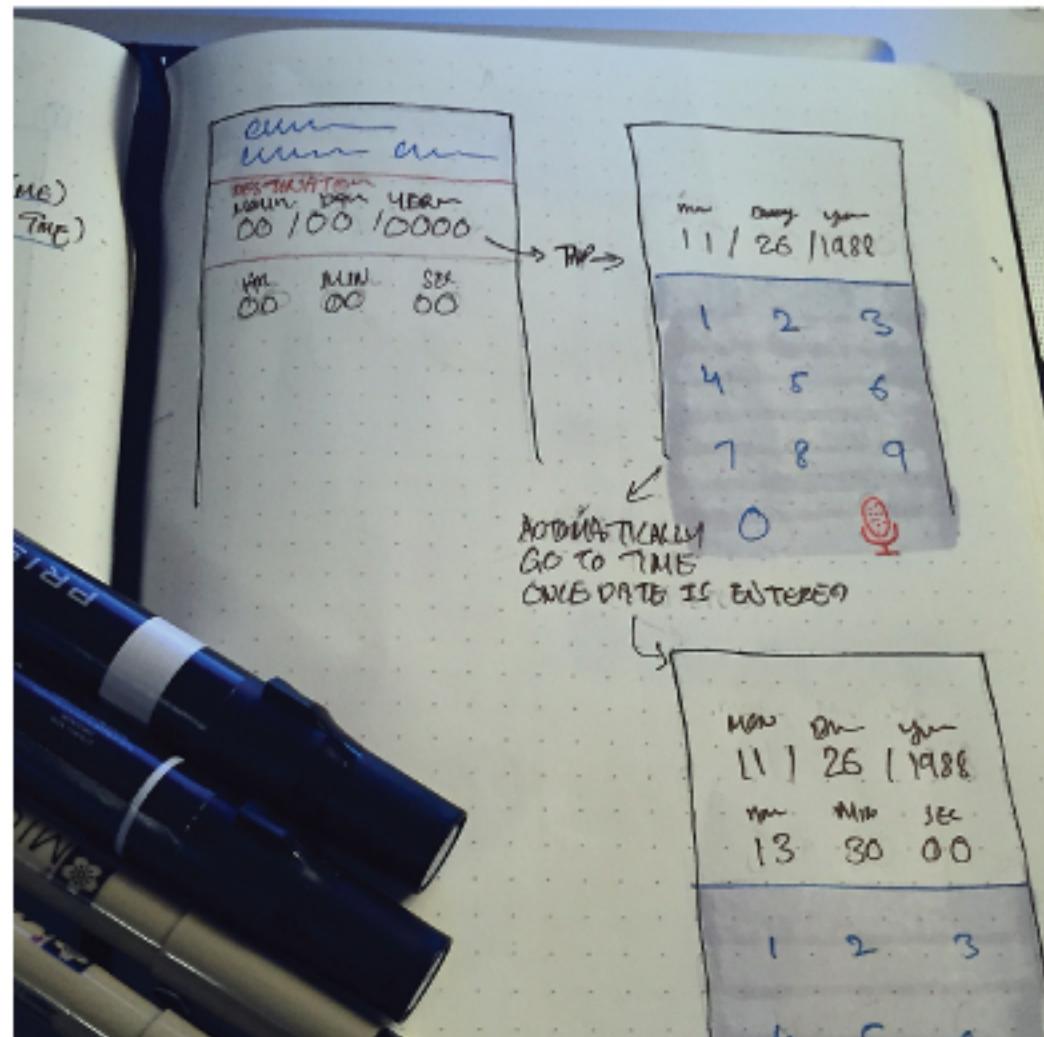
- 1)** What about text fields for dates and a slider for the timer?
- 2)** What about voice input?
- 3)** What if every input can be dialed individually if you tap and hold, a dial appears and you adjust accordingly?



Sketches Cont.

Explore other possibilities before committing to an approach.

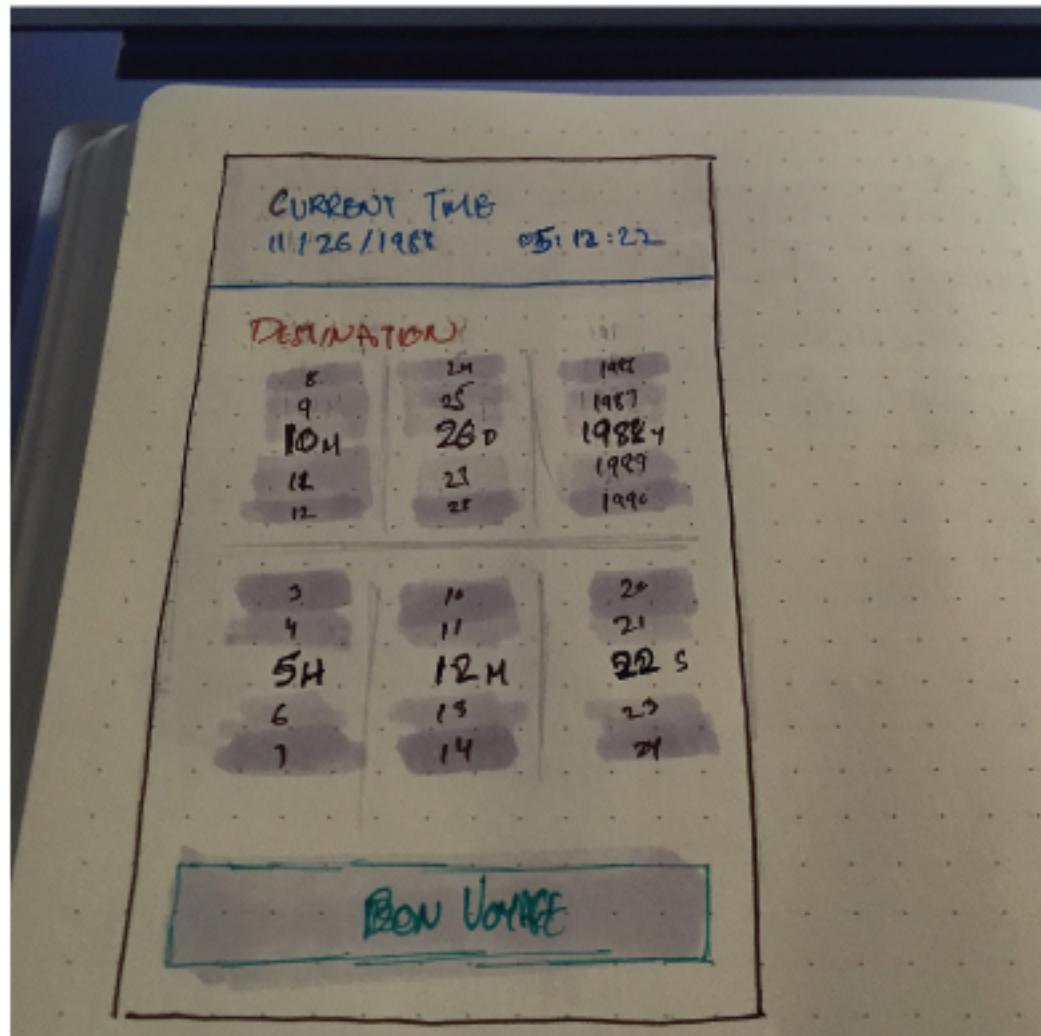
- 1)** What if both Date & Time are text fields and on tap a keyboard will show up for easily inputting data?
- 2)** What if I add a mic in the keyboard to do voice dictation for an easier way to input?



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

Current Time:
11/26/2015 13:43:34

Destination Date & Time:

09	24	2013
10	25	2014
11th	26th	2015th
12	27	2016
13	28	2017
<hr/>		
11	47	35
12	48	36
13th :	49th :	37th
14	50	38
15	51	39

Bon Voyage

- 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
11th	26th	2015th
12	27	2016
13	28	2017

11	47	35
12	48	36
13th	49th	37th
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	✖

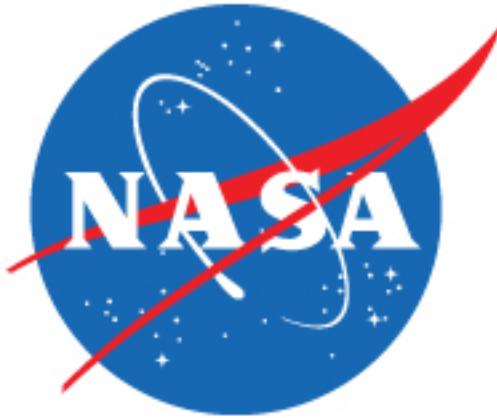
Speak destination date and time

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



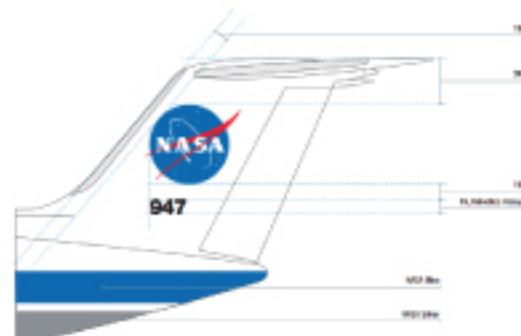
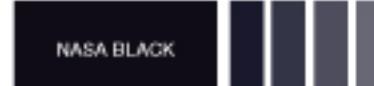
PANTONE® Cool Grey 9
Process 5C, 3M, 0Y, 50K
RGB 121R, 121G, 124B



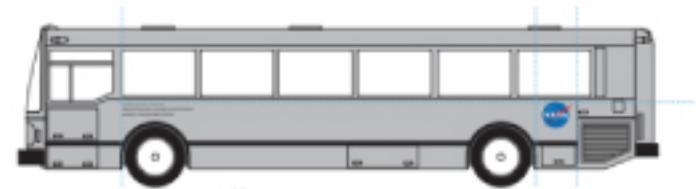
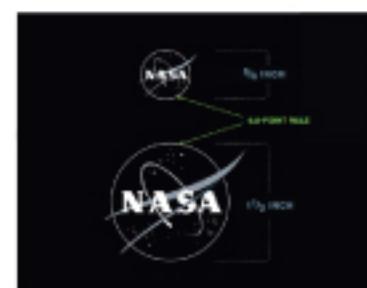
PANTONE® 877
Metallic Silver
No process or RGB color substitution available.



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



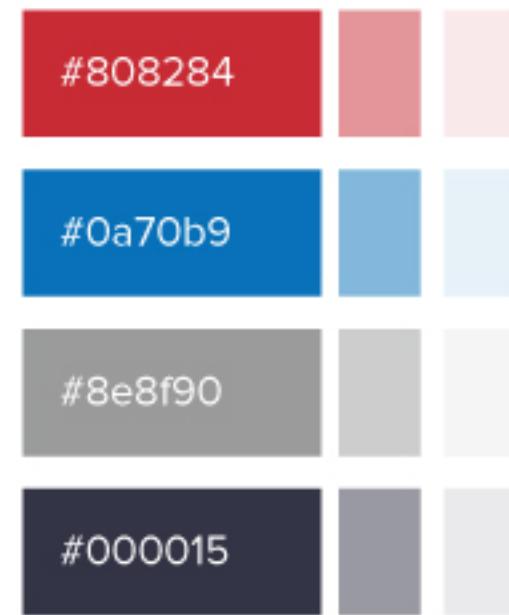
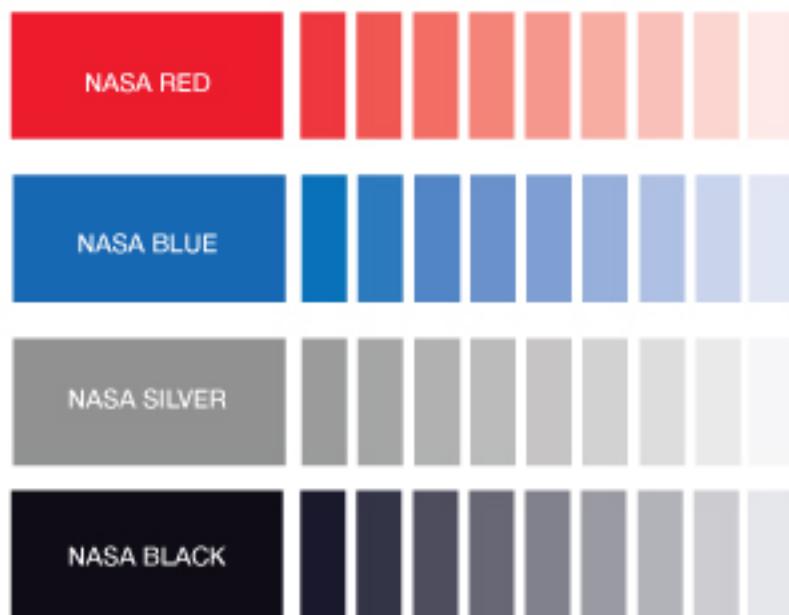
The vector gradient must be white against the background. When the design is placed on a solid or dark background, the vector gradient and its gradient should be clearly visible against the background.



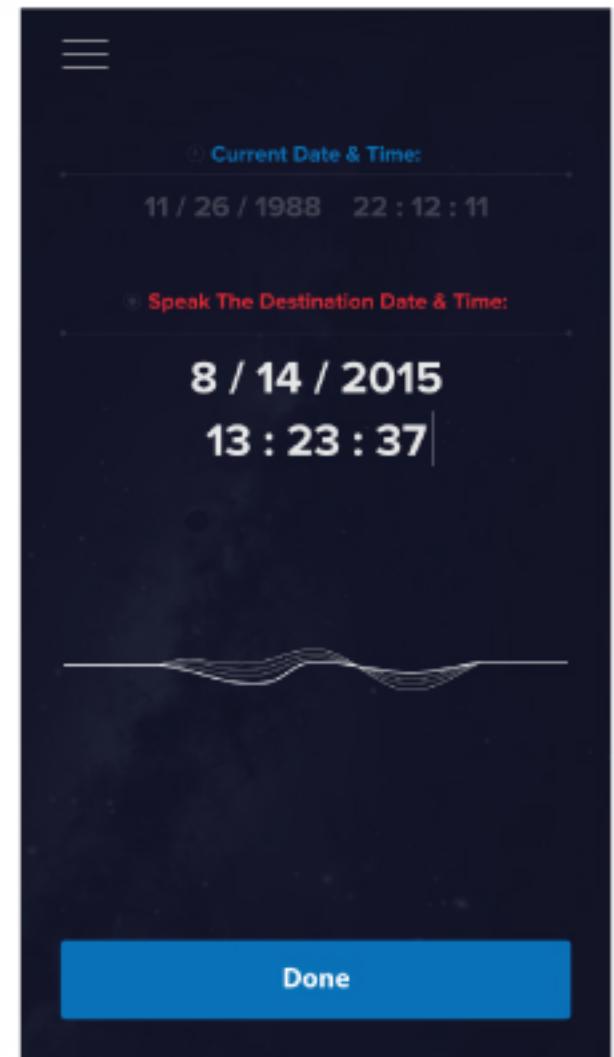
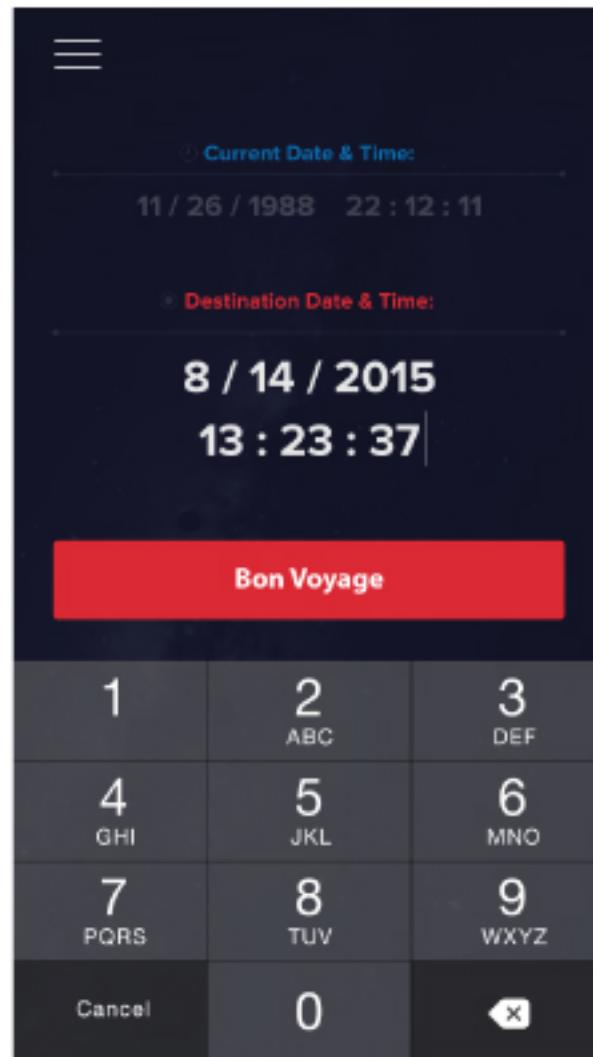
Aesthetics Mood-board



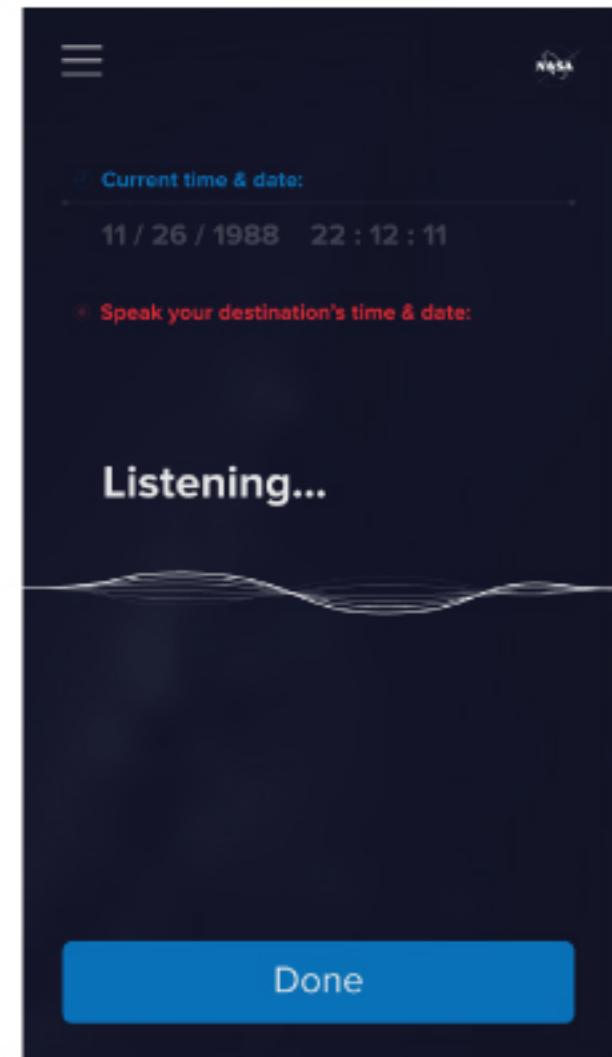
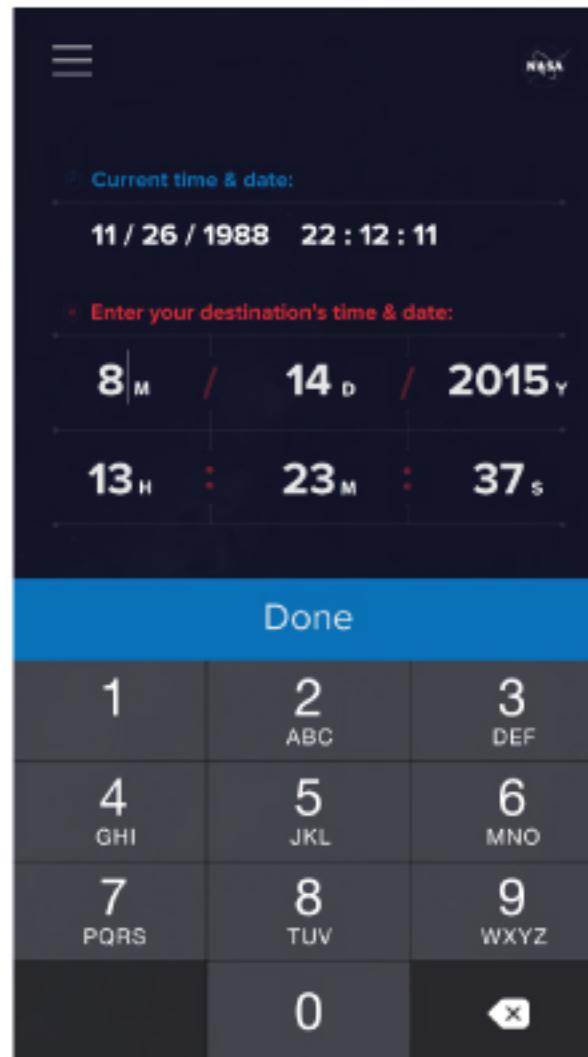
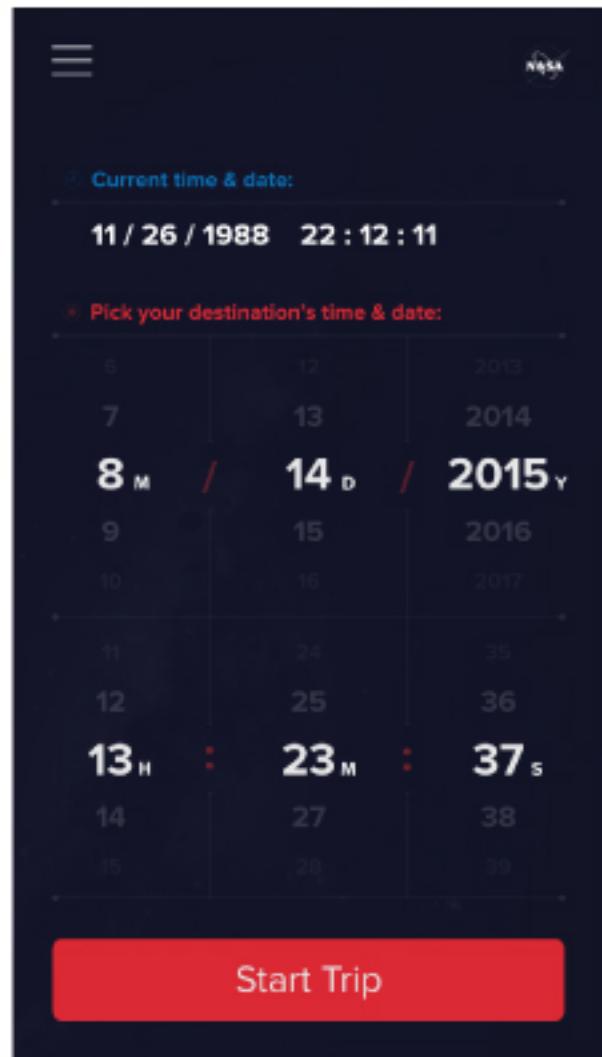
Color guide, based on NASA



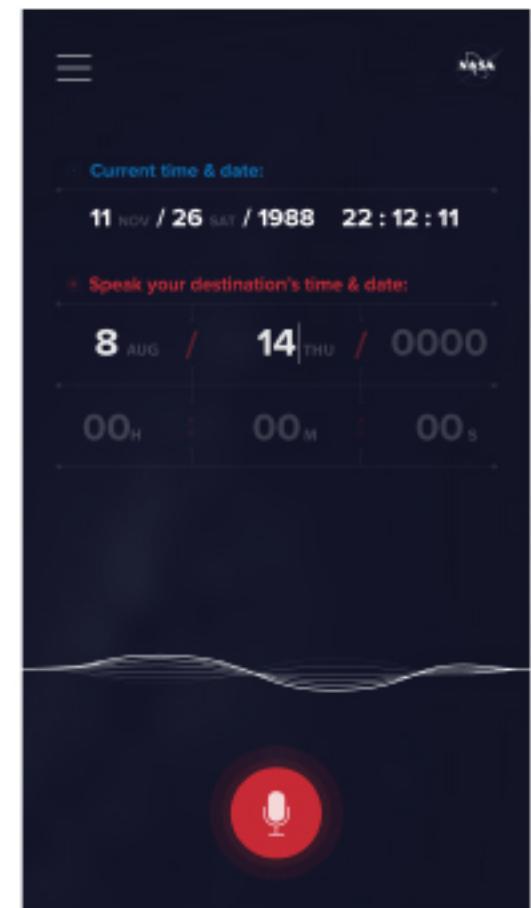
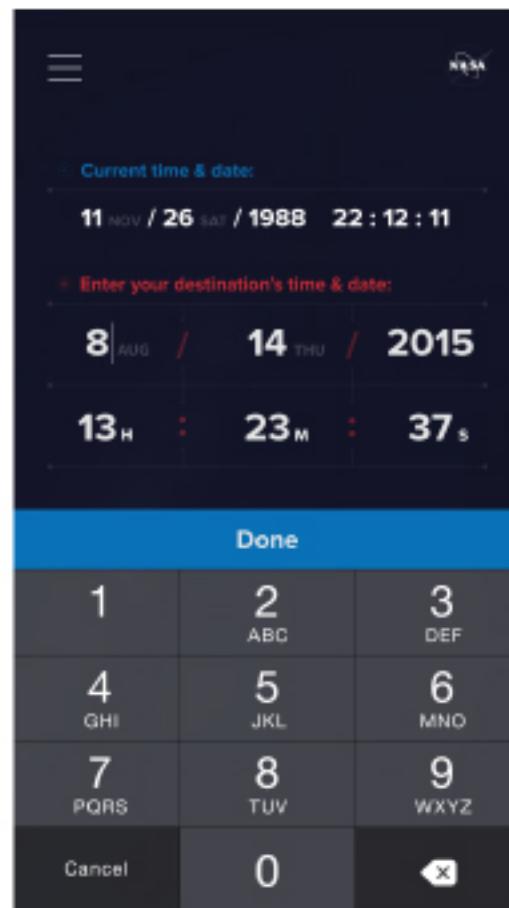
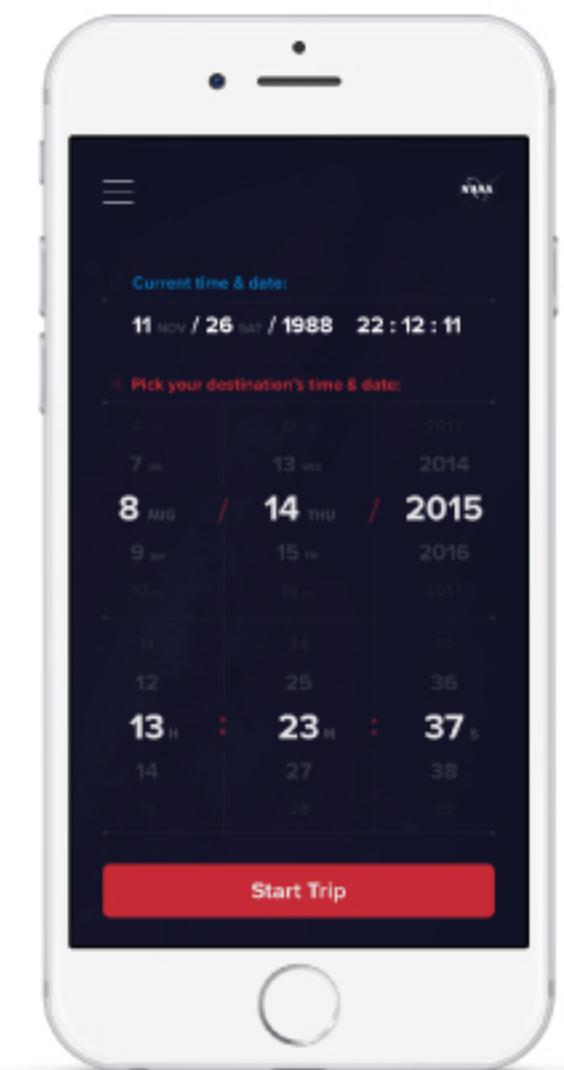
Designs v1



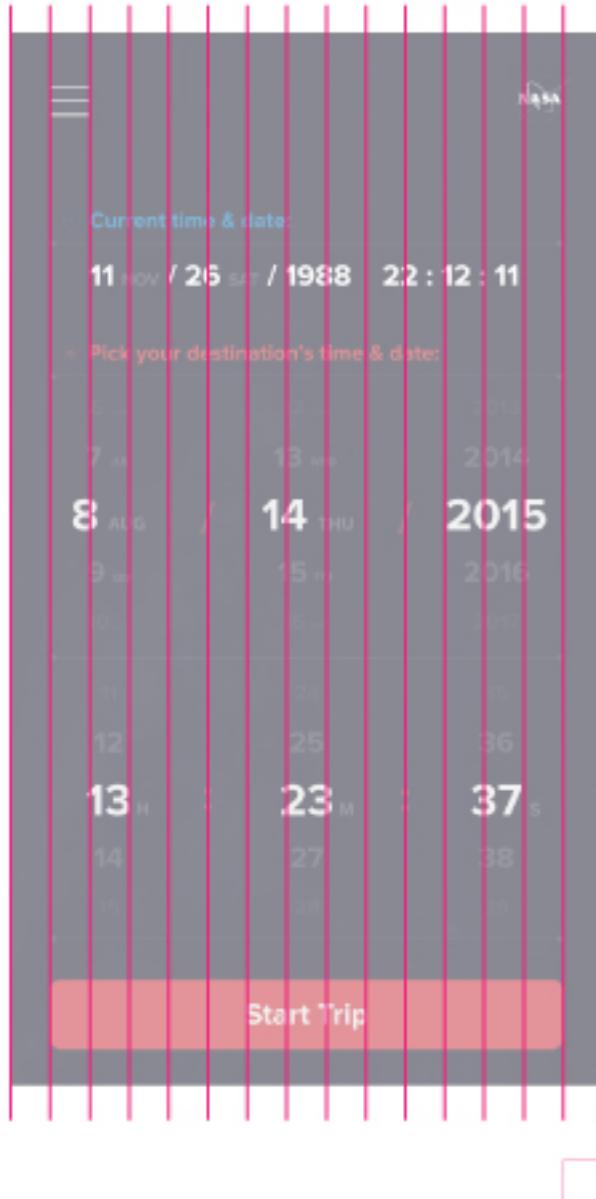
Designs v2



Designs, Final



Grid System & Specs



15 Column Grid

Designed for iPhone 6

750 x 1334 (@2x)

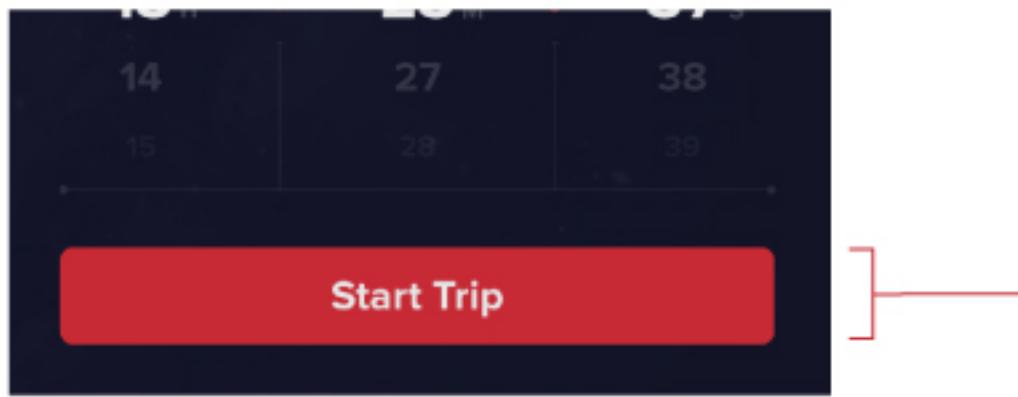
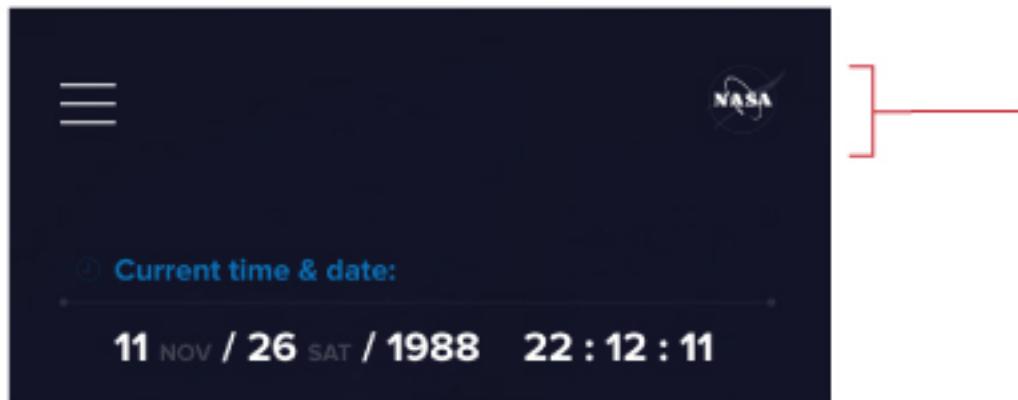
Final Prototype

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

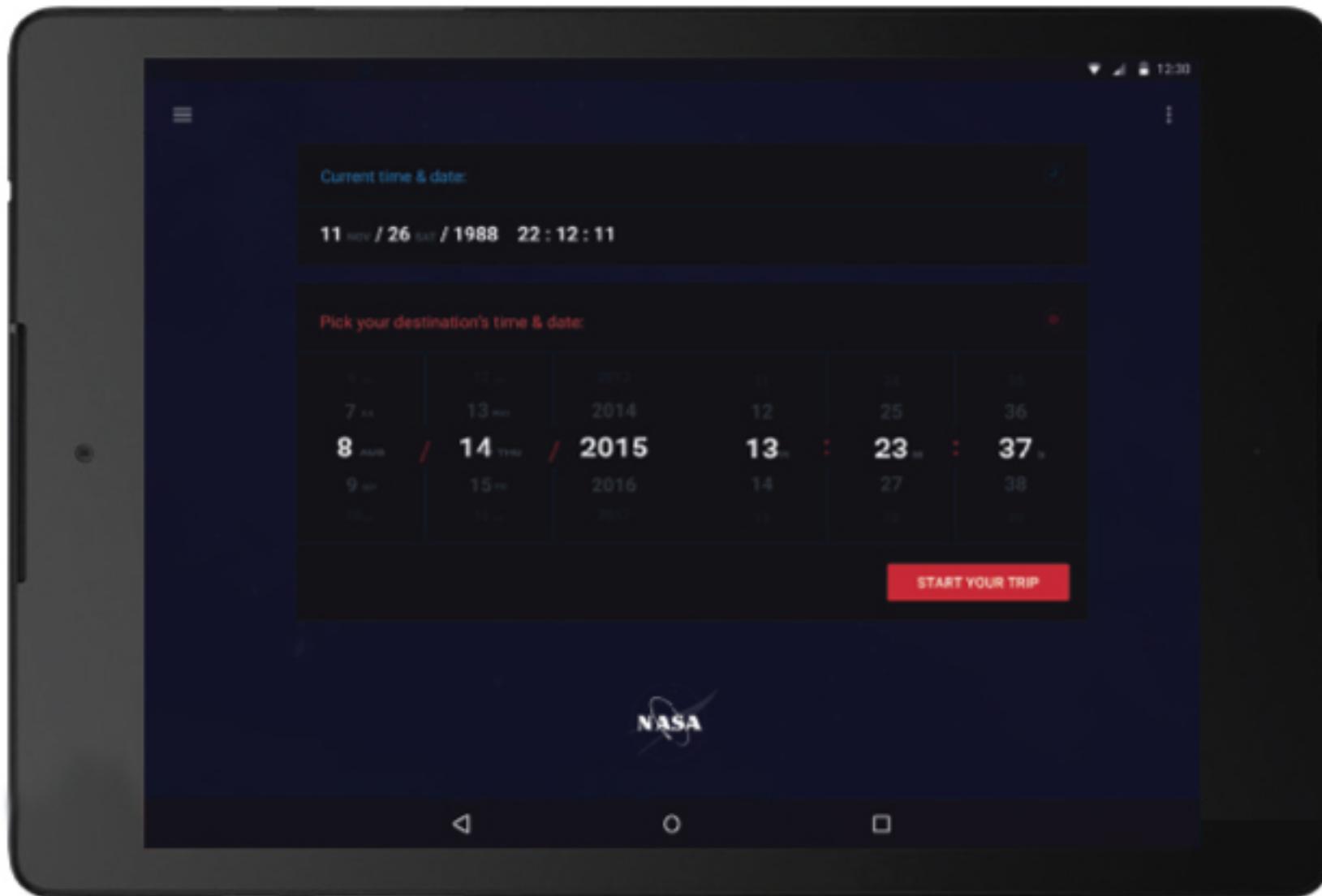
Password: nasa



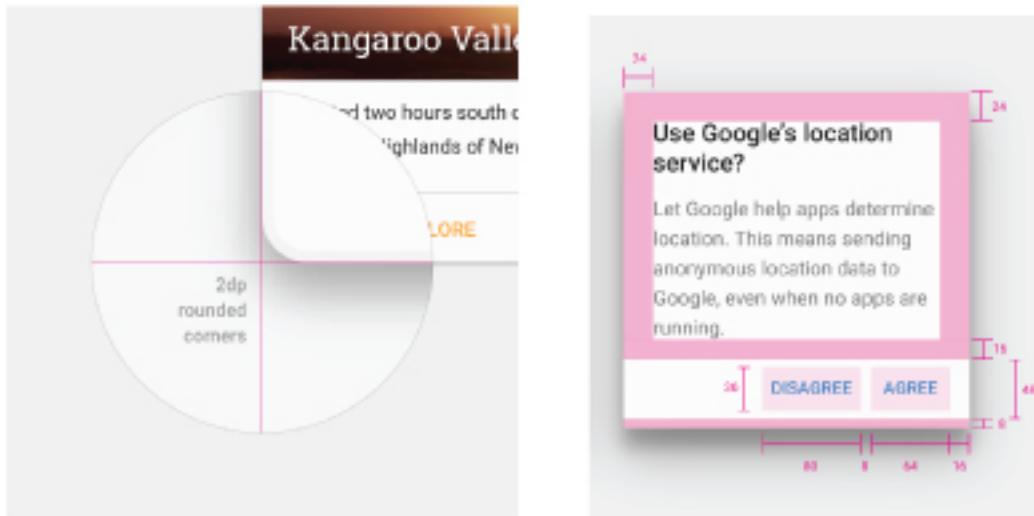
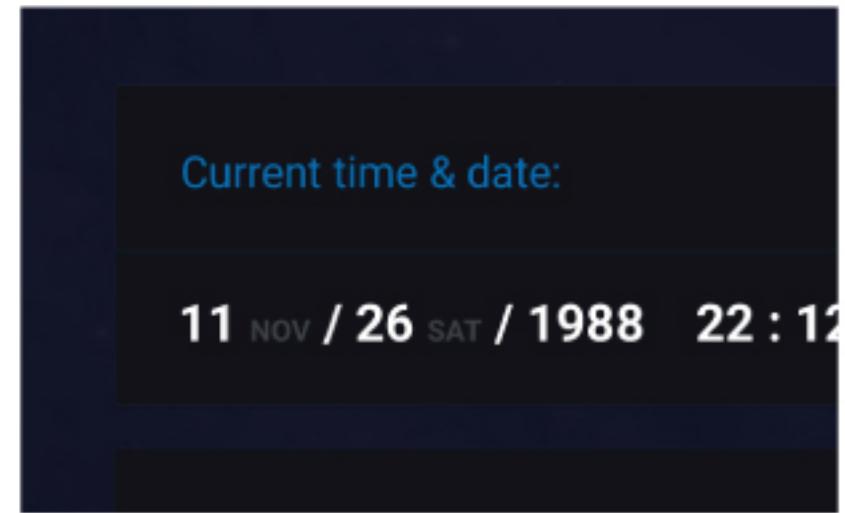
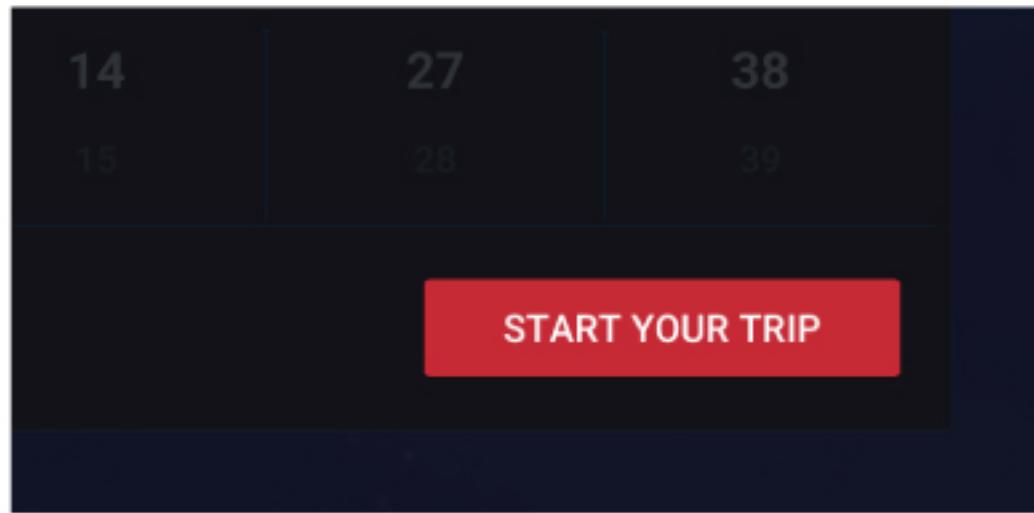
iOS native guideline samples



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