Pulled

Process Document and Style Guide

Concept, Persona, Scenario of Use

Web App Summary

Pulled is a web app designed to help users keep track of the comic books they have read. Users should be able to keep track of different titles they are reading and have read, including their progress within each title. Users will also be able to mark which titles are their favorites, as well as record notes about each title. Currently the app functions as a personal tracking tool, but in the future it should be able to be expanded into a more social tool as well, so that users can let their friends see what they are reading.

A Note on How Comics Work

General Summary
Comic book companies publish several books/titles, each of which will have an issue that comes out monthly. For example, DC Comics will publish a Batman comic, Wonder Woman comic, and Superman comic, and one issue of each will come out each month. Comics are released each Wednesday, and different titles will come out on different weeks each month. For example Batman might come out the first Wednesday of a month, while Wonder Woman and Superman come out on the second monday. Most comic book readers have a "pull list", or a list of ongoing titles that they are keeping up with.

Comics Vocab:
Title-A comic, such as Batman, that serially tells a story/stories. Titles consist of issues, and are usually named after characters or teams of heroes.
Issue-One installment of a title. It tells a part of the full story.
Ongoing-A title that is still releasing issues every month.
Pull-list-A list of titles that a given reader is following (reading each issue as it comes out).
Comics Release Schedule/System:
Each title releases an issue once a month. Comics are always released on a Wednesday. Different titles release their monthly issue on a different Wednesday within the month.

Persona

Tim is a college student and a comic book reader. He follows several ongoing titles, including Batman, Justice League, and Hawkeye. These titles consist of his "pull list," and he goes to his comic book store on Wednesdays to buy the issues for these titles.

Sometimes Tim will get busy and forget or not have time to read his comics, so he falls behind. Tim sometimes has a difficult time remembering which titles he has fallen behind on, and wants to keep better track. He also has a hard time remembering the release schedule, and sometimes shows up to the comic book store only to find out that none of the titles on his pull list came out with an issue that day.

In addition to reading ongoing titles, Tim also likes going back and reading older comics, whose titles have been completed. He reads most of these on the computer, since they are more difficult to find in print. Sometimes he closes out the window he is reading in and loses his place. Sometimes he stops reading, forgets to go back to it and wants to pick up the title a month later.

Tim also likes to talk to people on social media, such as Tumblr or Reddit, about comics. Since he knows very few people who read comics in real life, he has made many friends who read comics on the internet. Tim enjoys using social media to discuss comics with other people, as well as discover different titles to read.
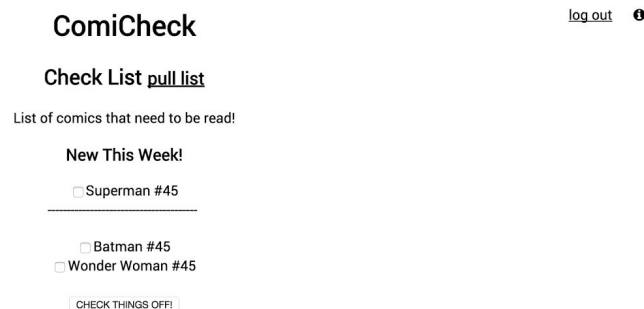

Scenario of Use

A typical user scenario would be the user would read a comic or so, and then go online and enter that they read that issue. Another use would be if a user wanted log old issues of comics that they read ages ago so that they can visually see a list of all the comics that they have read. Other users might want to log their thoughts about each comic title, or save their favorites to reread later.
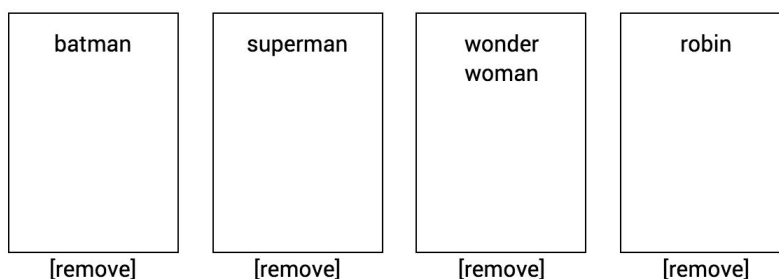
Process

Early Stages

In the beginning of the process, I had actually started with a slightly different concept, with an emphasis on the checklist use. In this version of the app, the user would use the program like a checklist, where they would set a list of their subscriptions and the checklist would be automatically updated from that list. The rough wireframe of the checklist concept looked something like this:

ComiCheck   log out ⓘ

Check List <u>pull list</u>

List of comics that need to be read!

New This Week!

☐ Superman #45

☐ Batman #45
☐ Wonder Woman #45

[CHECK THINGS OFF!]

ComiCheck

Pull List [+] <u>check list</u>

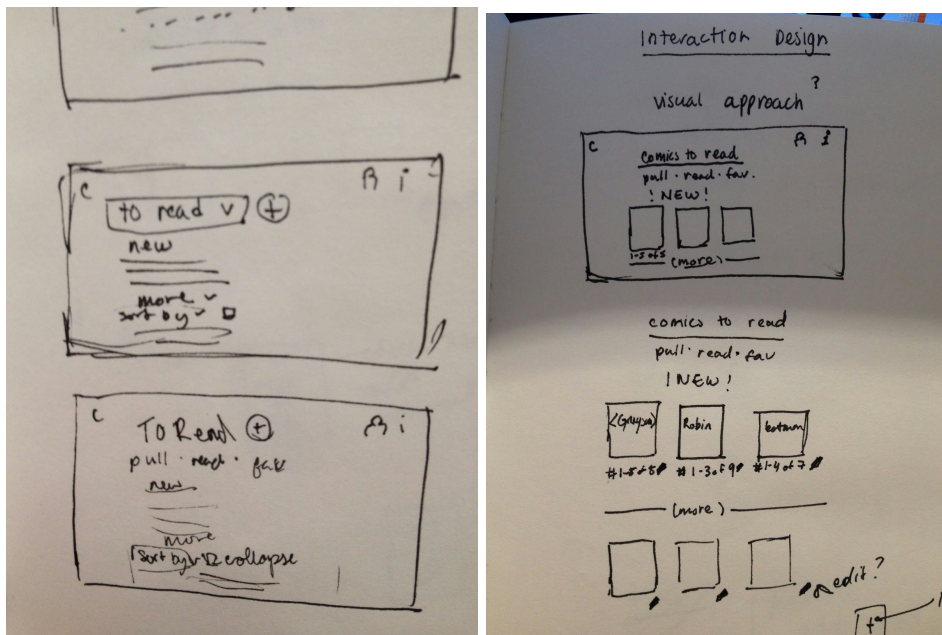| batman	superman	wonder woman	robin
[remove]	[remove]	[remove]	[remove]

Widening the Scope

Eventually I decided against this because the scope was narrow, and the app would have been fairly simple and not particularly interesting beyond its single utility. I

opted for a more fleshed out tracking system, where users could track how many comics they've read, and users could see the list in front of them.
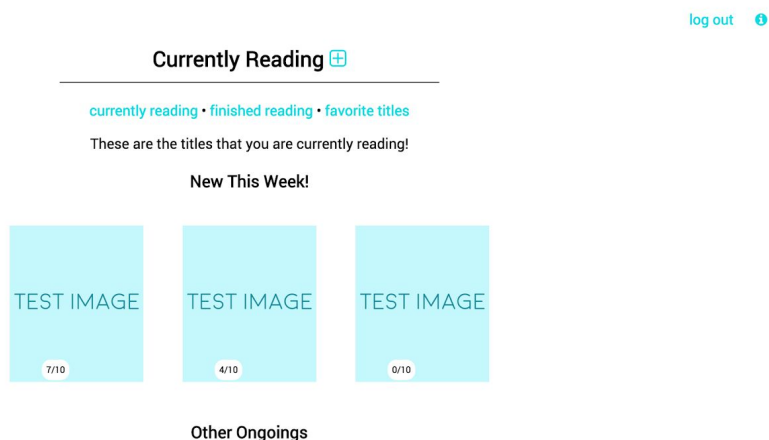
I sketched out a variety of ways that the lists could be laid out.

I considered a typical list format for each list (reading, read, and favorite), but I ended up choosing a grid list so that I could have more interesting visuals and more interactive modules for each comic, rather than plain links.

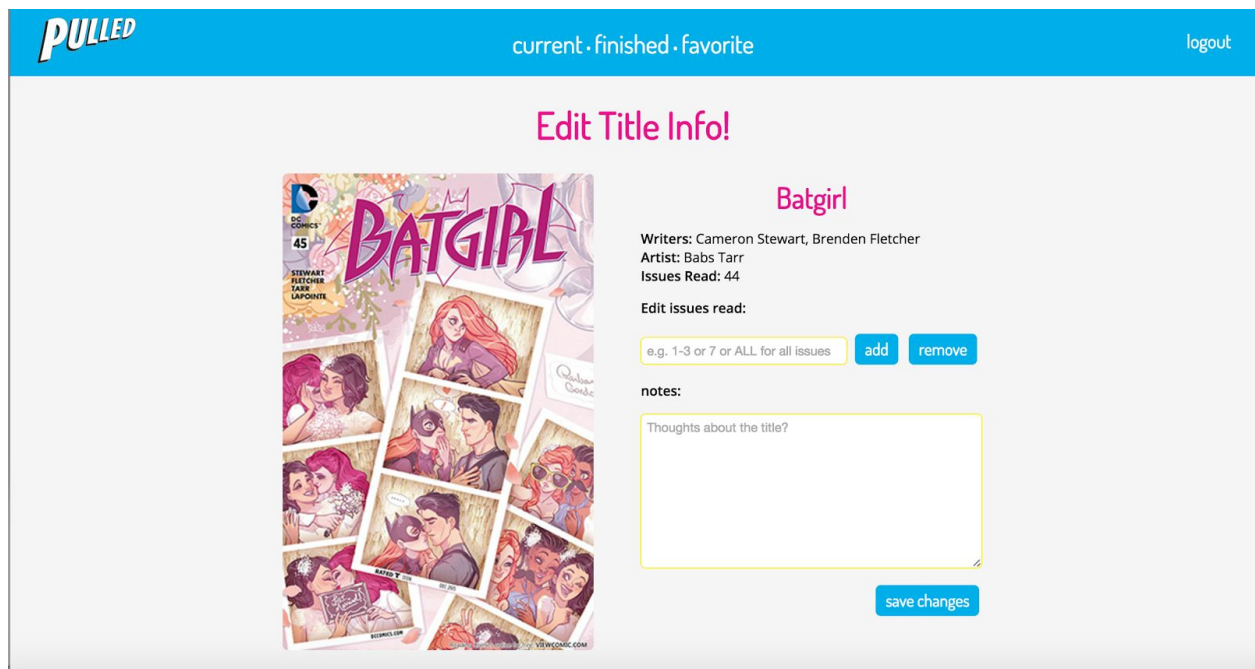After choosing the grid format, I created a prototype:

I gathered feedback from usability testers and based upon comments I received, I decided to reword some of the buttons/links, as well as move the navigation above the page title. I also went through the visual design and branding process before making my final prototype

Designing Visuals

I wanted to create a fun, comic-booky feel for the website, to keep in line with the comic books theme. However, knowing that my target audience is mostly younger people like myself (and to also avoid general tackiness), I didn't want to go overboard with the motif. I wanted the website to come across as clearly for comics, but also clean and orderly.

To achieve this, I tended towards rounder elements, to echo round elements in comic books (halftone dots, speech balloons, rounder fonts). The comic images and buttons are both slightly rounded at the corners:
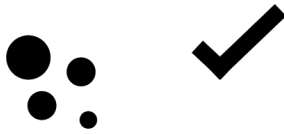

Along these lines, I chose the header font Dosis because it has some rounded qualities. I had also tried a bunch of other fonts, but I preferred this one for not being too circular or geometric. Since Dosis is less geometric than some of the other fonts, it comes across as more natural and closer-looking to the hand-lettering of comics than the more geometric fonts. I chose Open Sans to go with it because I thought that a humanist font would have qualities in common with Dosis, but the lack of rounded edges would be enough for the body type to contrast with the headers.

Below is an illustrator file I used to experiment with font pairings and logos:
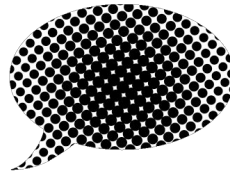
fredoka one head

open sans. lorem ipsum body body body font lskdjf ksjf ljksaj fi e hlh aiw ai jfl lskdj kj kljih k klj ioj akslfj iidj aslk jfisa l sadj iojlaks jfdsisd l sadfj lskaj foj lfkajs ajflsdj faijflkdsj klajklj

comfortaa head

lato light lorem ipsum body body body font asldfkja skajf ak sjd flkajd flkajsl kjadlkfjslkjakl asdjflkas asjflkajsdlkf alkfjalksdjf laskjfla skj l lajsfkajsl fajslk fjalskjflaskjf laskjfl kjs kjjsafljd

righteous head

roboto regular lorem ipsum body body body font aslkfjas; asldkjf alskj laskj flkasj flaksj l asdfalk alsj f;alksj lksaj d;flkajs fl;asjdflkjas;lkfjasl fja as lksjf ;alsjl;fasjlfsaj lfkjaslf jaslj faskjasjfal sjalksj
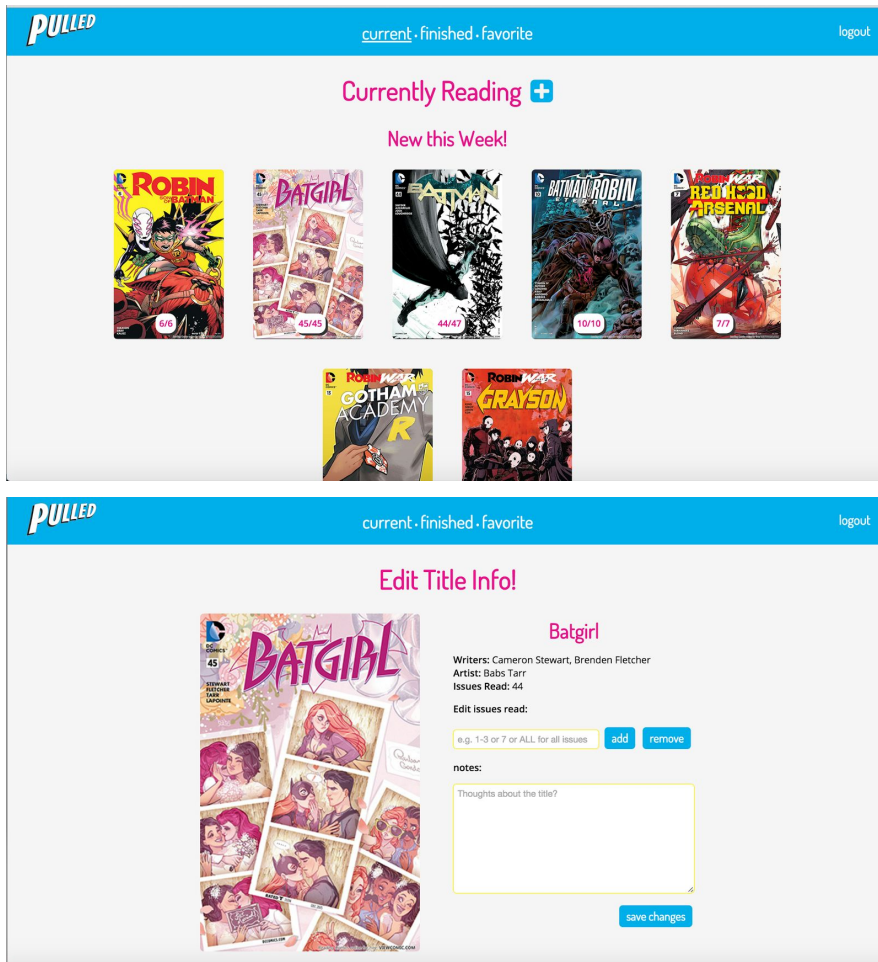
The logo I ended up with (the outlined white at the bottom of the above picture), has sharp angles to contrast with all the rounder elements that are on the website. The font is Bangers, a typeface similar to those used for comic covers and sound effects. I adjusted the type so that its shape would match the dynamic shape of old fashioned comic book covers like Superman. The shape also looks a bit like it is being pulled/stretched, which matches the namesake well. The app is called "Pulled" after a "pull list," the comics version of a subscription list.
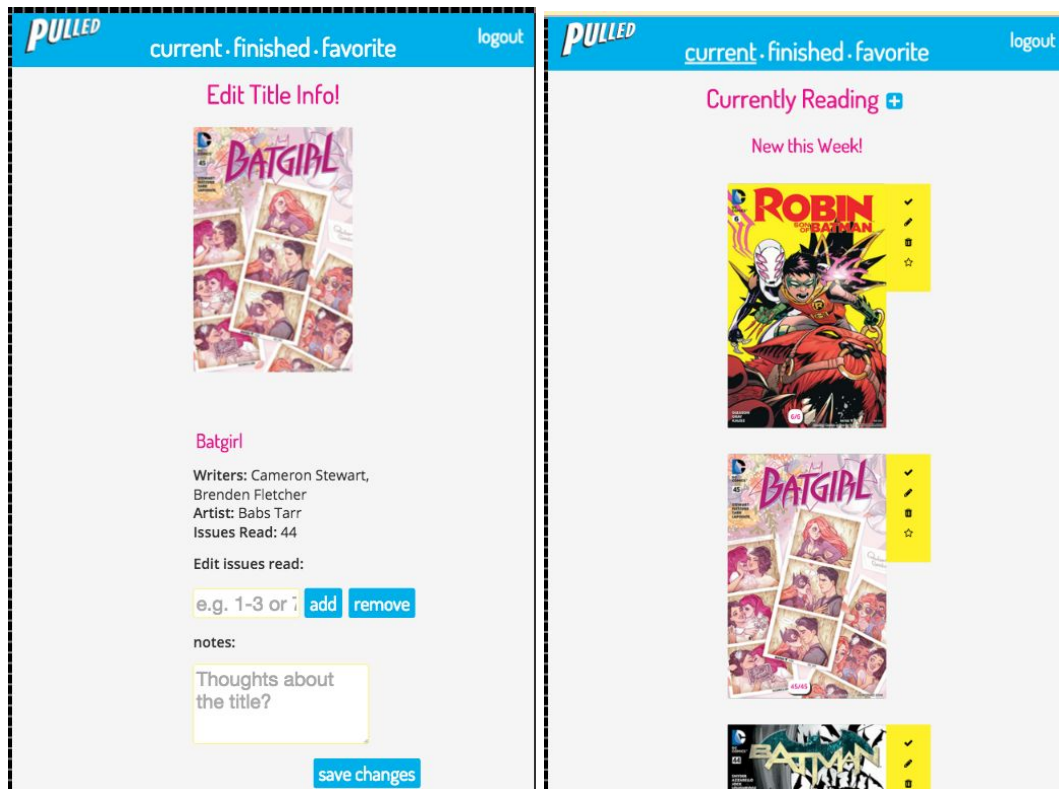
I chose a CMYK inspired color scheme in reference to the fact that comics are traditionally a print medium, and (somewhat surprisingly) are still popular as printed issues among people who read them. They are pure CMY in the CMYK mode of Adobe Illustrator, but I chose to lighten the white a little bit because I thought that a dark grey would work more harmoniously with other colors, whereas black would have created a sharper contrast in an already bright color palette.

Latest Prototype

Screenshots of the latest prototype are shown below:
Desktop:

Mobile:

The mobile version positions items vertically so that users can look at them one at a time. In the next version, the items will be larger and cover a larger portion of the screen.

Style Guide

Typography

Page Headers should be in *36px Dosis*
Sub-headers should be in *24px Dosis*
Body Type should be *13px Open Sans*

Colors

Colors are as follows:
#F5F5F5--To be used as a background color
#00afec--Main color, for header background, links, and button backgrounds. Good for filling backgrounds in conjunction with white text
#ea148c--First accent color, for headers and link hovers
#fff02a--Second Accent color, for use on the hover dropdown and thin borders. Use this color sparingly

#333333--Near black, used for shadows and plain text

Buttons

Buttons for submitting/entering are as follows:

```
button{
        background-color: #00afec;
        color: white;
        border: none;
        padding: 5px;
        padding-left: 10px;
        padding-right: 10px;
        font-family: 'dosis';
        font-size: 36px;
        border-radius: 5px;
        margin: 3px;
        transition: .75s;
}
button:hover{
        background-color: #ea148c;
}
```

Regular links are cyan, hover magenta, Open Sans font
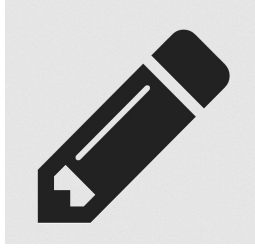Navigation links are white on cyan background, hover magenta, Dosis font

Logo

Bangers font, modified to look more like a classic comics cover title

Icons and Imagery

Icons from Font Awesome (such as the following) will be used to succinctly indicate affordances:

Comic covers are to be used to identify comics:

Use either the cover of the last issue that the user has read, or the most recent cover, as the situation calls for it. Leave covers in their original dimensions, and do not stretch or crop them.