SOLAR

PROCESS BOOK

THE PROPOSAL

Company Name: Solar

Statement of purpose: Solar will be a informational mobile application about all the planets that revolve around our sun.

Objective: Solar's objective to to provide awesome information and fun facts about our solar system, while showcasing the beauty of each planet.

Technology: This mobile application will consist stunning visuals and breath-taking images of our planets. A hamburger-menu in the top corner, and when activated, you will be able to see all planets listed. The landing page will be a large interactive image of the galaxy where you can interact with individual planets.

Size: This mobile application will be compatiable on the iPhone 6 with the resolution of 1334 x 750 (326 ppi). The iPhone 6 is 4.7 inchs tall.

Research: There are mobile applications like this but none as fresh as.

Target audience: Solar's audience will intrest anyone who need information about the solar system. It could be used for educational purposes or as a pocket study guide. From Children lerning about our solar system to adults getting lost the beauty of space. Solar is perfect for just about anyone all over the world.

TARGET AUDIENCE

SOLAR TARGET AUIDENCE

KEY TRAITS

age: 5-50
gender: any
race: any
income: any

WEBSITES

Facebook
NASA
Wikiapedia

INTREST

space, solar system, education, learning, images, fun facts

DISLIKES

un-user friendly design, lame animamations, apps w/o interaction

ABOUT SOLARS USERS

doen't matter who they are, the only thing that matters is if they like space, learning and good modern design

PERSONAS

SOLAR PERSONA 1

KATHY MOLER

KEY TRAITS
age: 5-10
gender: Female
race: any

WEBSITES
GameCaps.com
Nicktoons.com
CartoonNetwork

INTREST
space, solar system, learning, images
fun, playing

DISLIKES
naps, boring images, time-outs

SOLAR PERSONA 2

HAYDEN SMITH

KEY TRAITS
age: 19
gender: Male
race: any

WEBSITES
Tumblr.com
NASA.com
Twitter.com

INTREST
learning, partying, space, solar system, fun times, images

DISLIKES
Slow loading time, poor illustrations

SOLAR PERSONA 3

DAN MCBRIDE

KEY TRAITS
age: 40
gender: Male
race: any

WEBSITES
awwwards.com
NASA.com
School website

INTREST
learning, teaching, space, solar system, helping, information

DISLIKES
Slow loading time, false information

USER RESEARCH

When asking app useres what they would like to see in this solar system application, one student suggested that I add fun facts about each planet, like how much you would weigh on that planet and how long is that planets day. Another student would love to see awesome images and illustrations of the planets, and a matching color scheme to keep the application playful and upbeat. Some other suggestions include adding real time images from the Hubble telescope and live updates about what is happening in our solar system. Another student suggested that I should include a tab for the dwarf planets in our solar system, these ideas might be implemented into phase two of this applications development.

SWOT

STRENGTHS

Fresh look/feel.

Modern capabilites.

Easy and free to use.

Fun/informational

WEAKNESSES

Avoid other competitor looks.

Might get tired of app after looking through all planets.

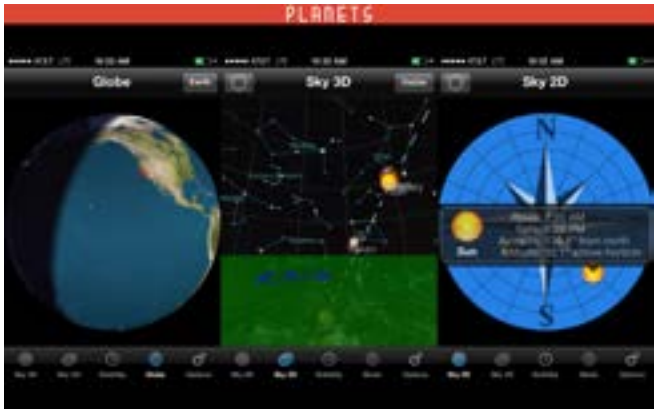
OPPORTUNITIES

Really educate more people about our solar system. Wide market. Mobile app now; PC/iOS later.

THREATS

Technology is constantly evoling; must keep up with change. Other compitition. NASA images.

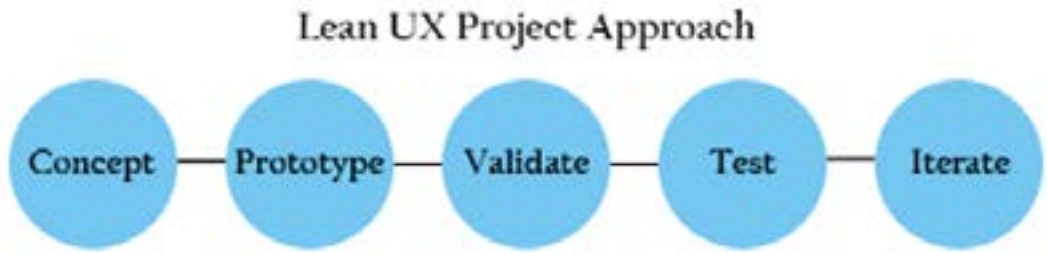
COMPETITOR ANALYSIS



	NASA	PLANET FINDER	PLANETS
Splash page	●		●
Navigation		●	●
Search	●	●	
Solar system		●	●
News	●		
Information	●	●	
Exclusive content	●		
Fun facts			
Social media	●		
Animations			●
3d			●
iPhone 6	●	●	
Images	●	●	●
Links	●	●	●

PROJECT APPROACH

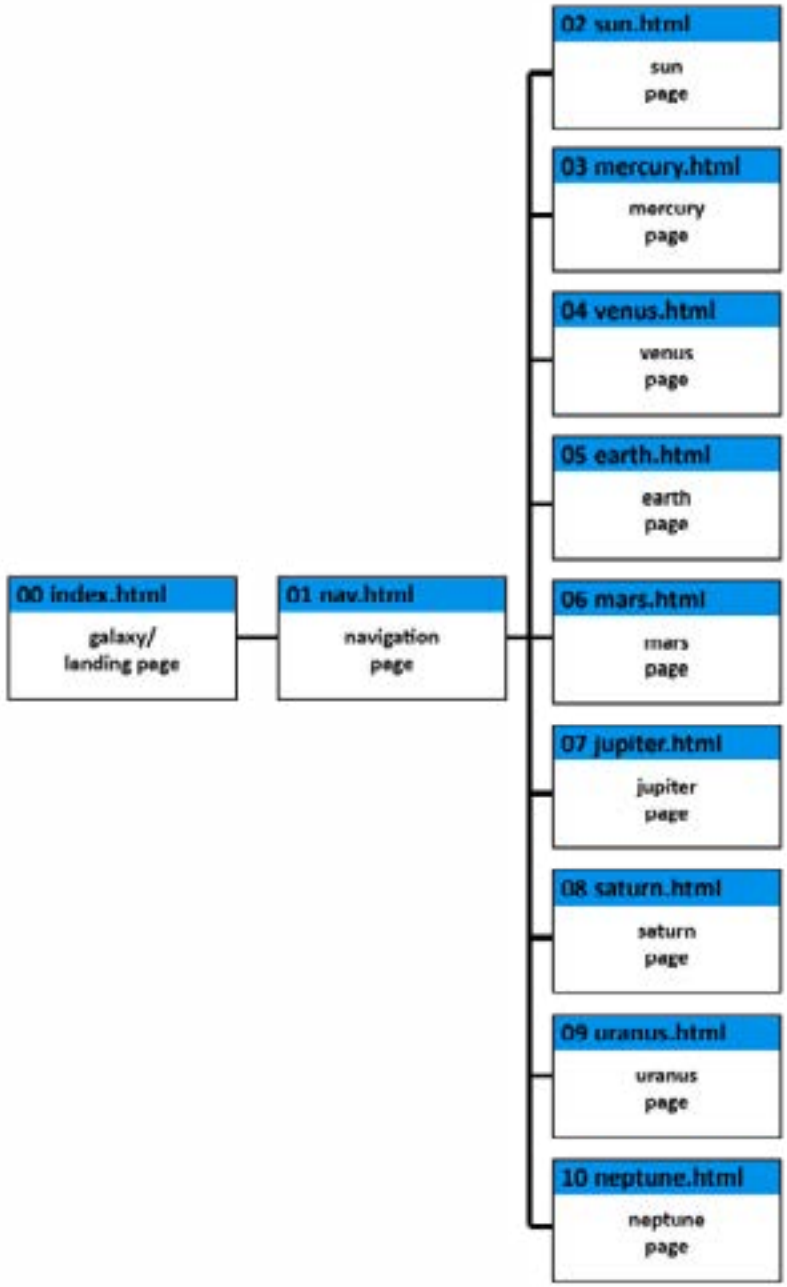
Solar's project approach will use the lean Ux project approach, because it will allow us to design a cohesive user experience starting from the app store to the follow-up's.



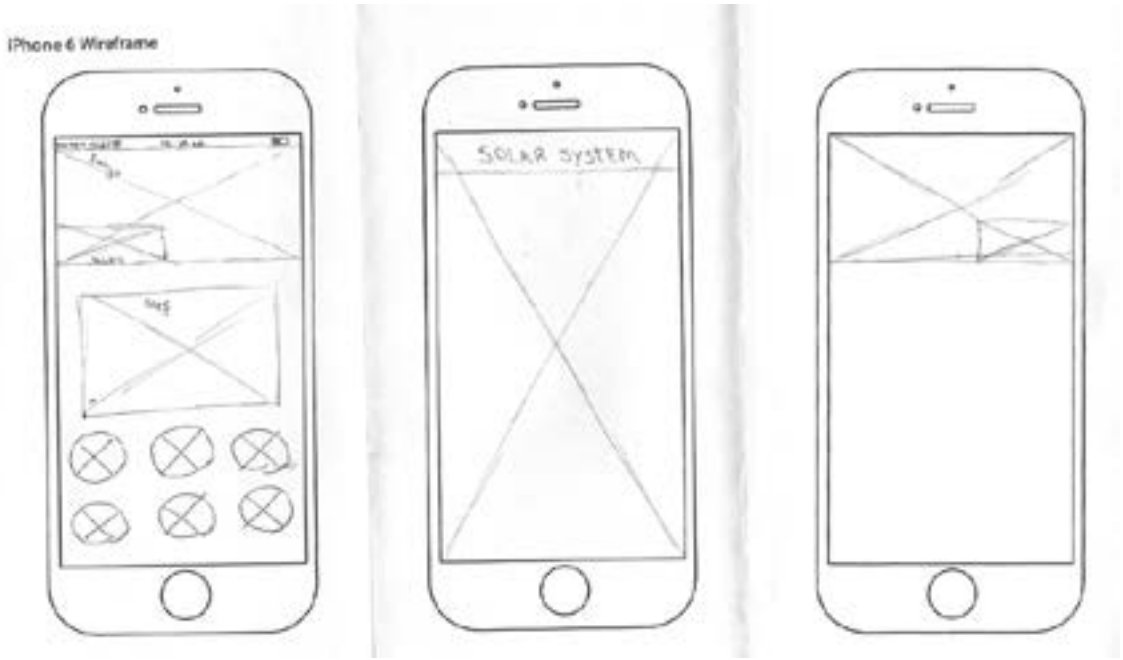
DESIGN PLAN

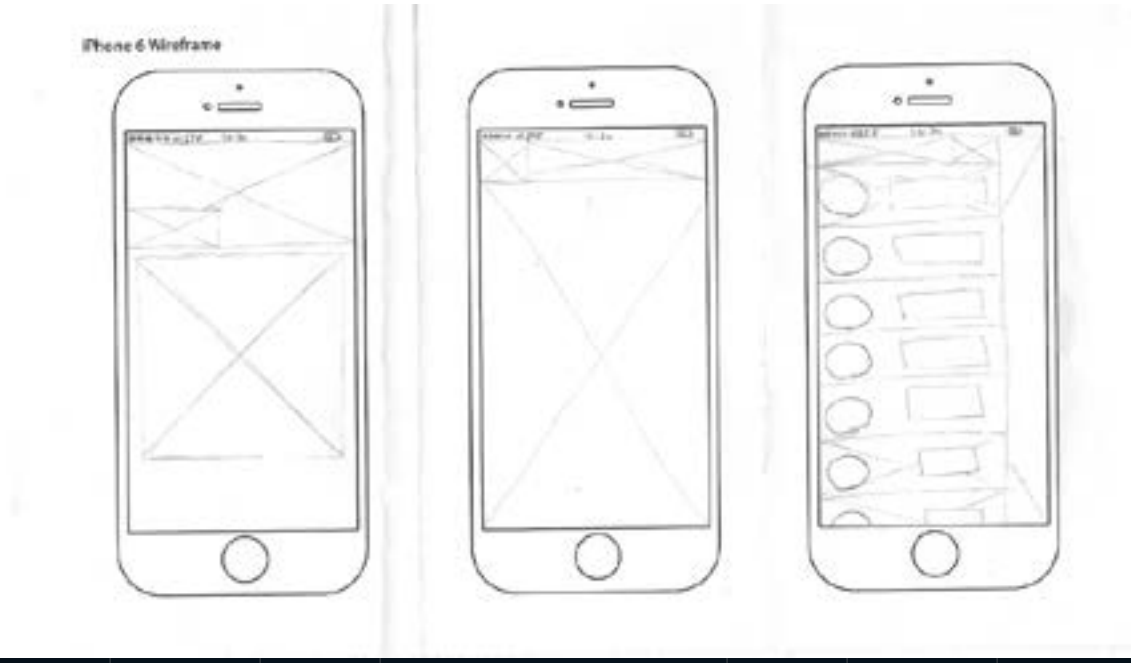
Week One: The proposal
Week Two: Wireframe of mobile application submitted for approval
Week Three: Rework of wireframe. Sketch pages (3) in-depth design
Week Four: Roughs of illustrations and copy submitted for approval
Week Five: Animate and insert illustrations
Week Six: Prototyping and testing
Week Seven: Prototype v.1
Week Eight: Prototype v.2
Week Nine: User testing.
Week Ten: Final touch-ups
Week Eleven: Present

SITEMAP

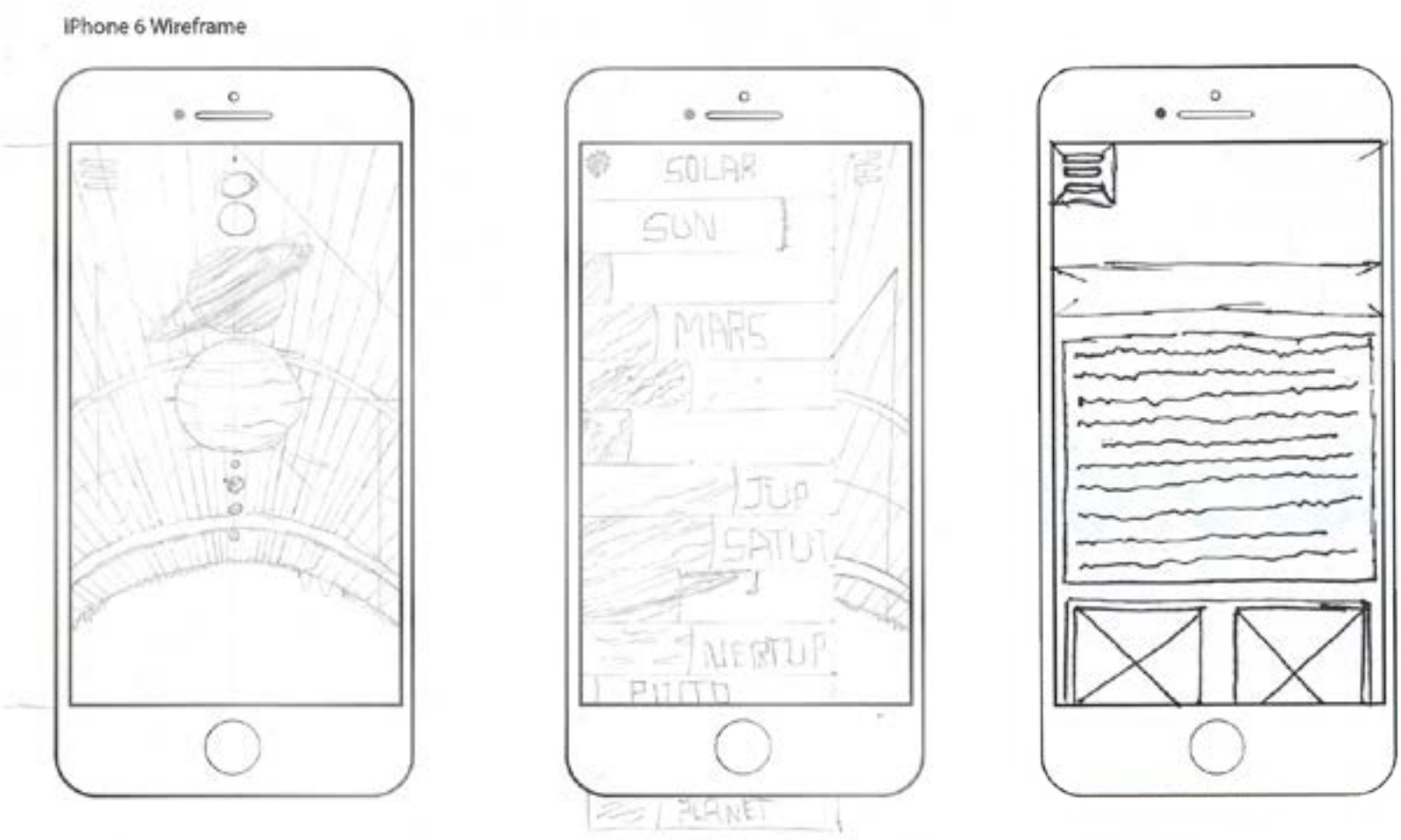

00 index.html
galaxy/
landing page
01 nav.html
navigation
page
02 sun.html
sun
page
03 mercury.html
mercury
page
04 venus.html
venus
page
05 earth.html
earth
page
06 mars.html
mars
page
07 jupiter.html
jupiter
page
08 saturn.html
saturn
page
09 uranus.html
uranus
page
10 neptune.html
neptune
page

WIREFRAMES

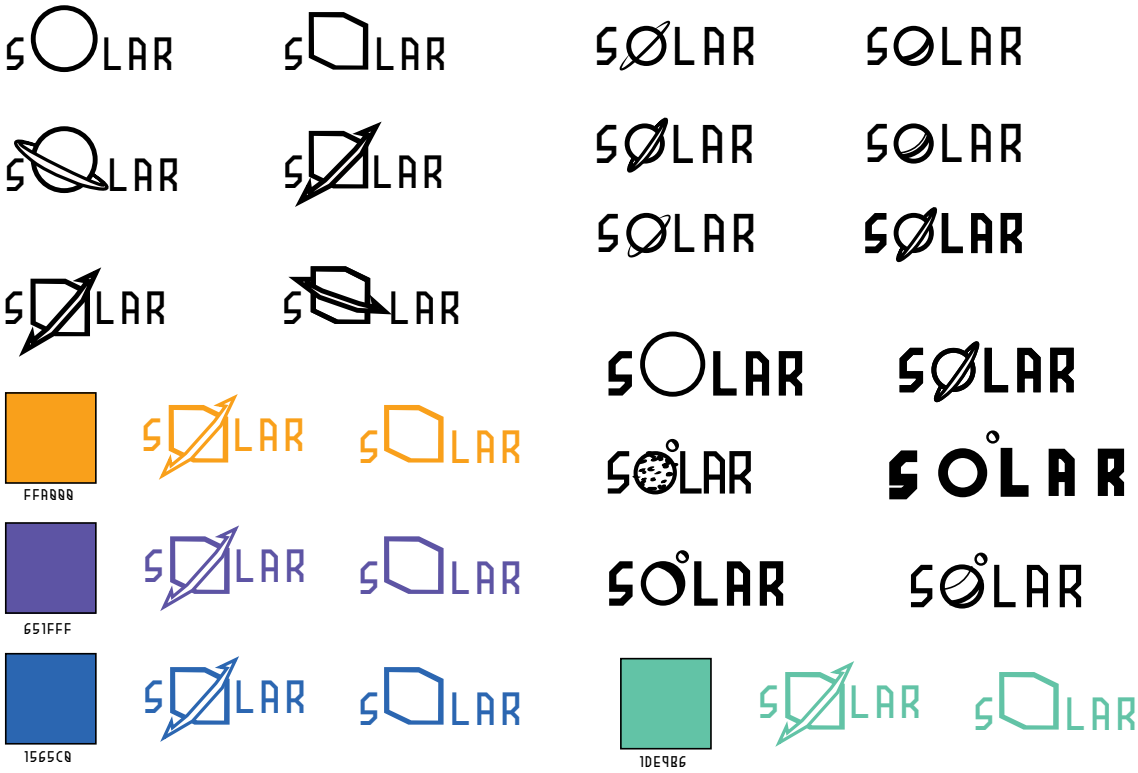




DETAILED SKETCHES



LOGOS



FINAL LOGO

SOLAR

STYLE GUIDE


SOLAR
BROWNIE REGULAR BOLD
ROBOTO REGULAR
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into
FF4081
3D5AFE
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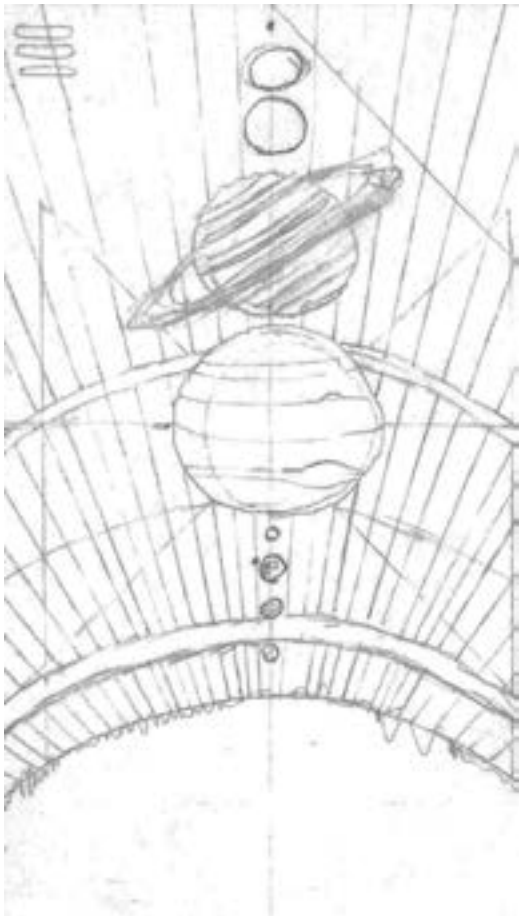
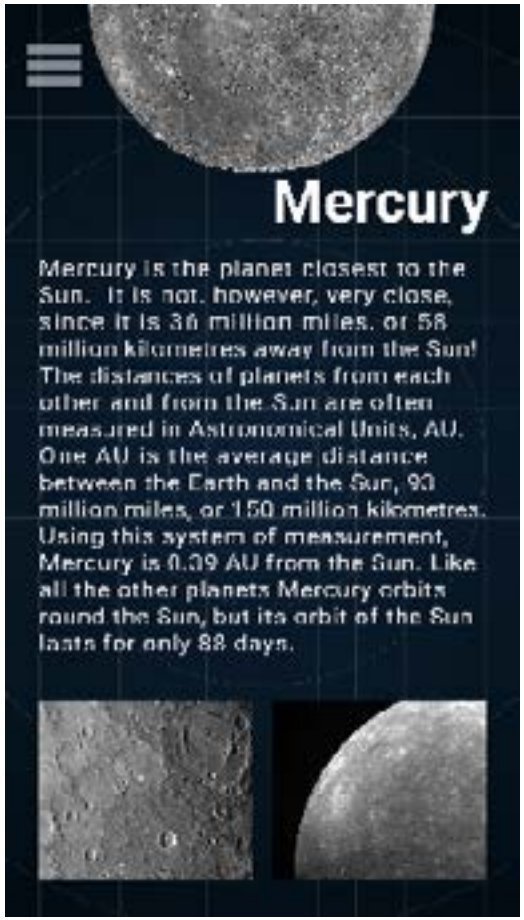
FFFFFF
SOLAR
SOLAR
SOLAR
SOLAR

PROTOTYPE V1



PROTOTYPE V2



USABILITY TESTING

Instructions: You are trying to gain information about Earth... Navigate to the "EARTH" page and back to the "GALAXY" page.

Step 1

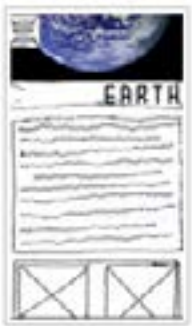
SUCCESS RATE	FAILURE RATE	COMPLETION TIME
95%	5%	11 seconds

95% total completed

Step 2

SUCCESS RATE	FAILURE RATE	COMPLETION TIME
95%	5%	5 seconds

90% total completed



Step 3

SUCCESS RATE	FAILURE RATE	COMPLETION TIME
94%	6%	6 seconds

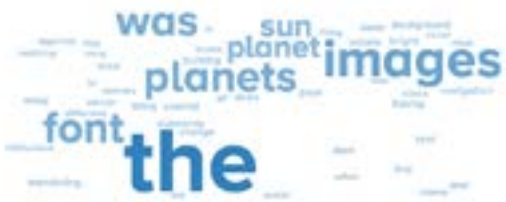
85% total completed

Instructions: You are looking at the navigation for an application...

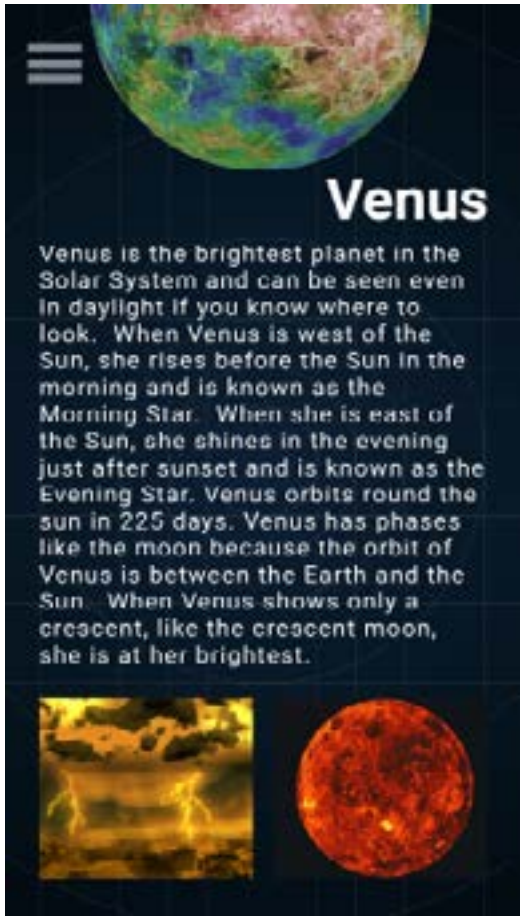
Question: What kind of application is this?

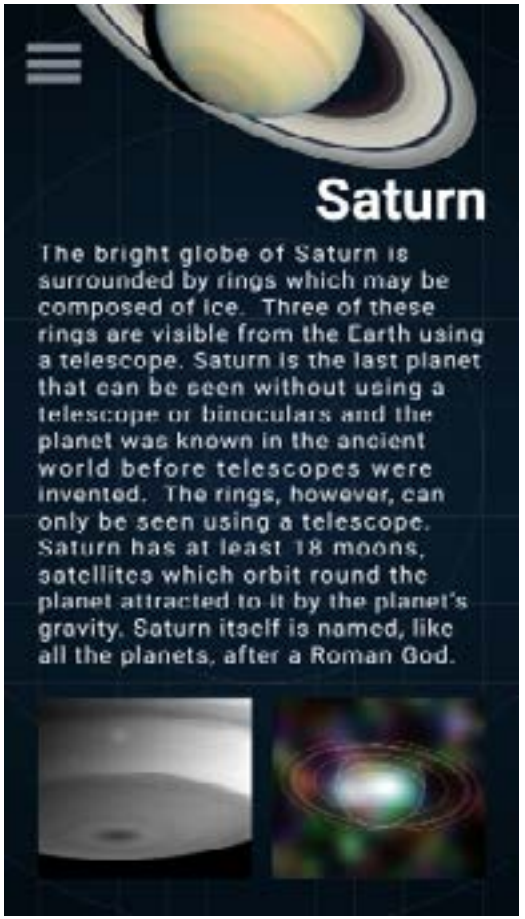
Instructions: You are looking at the navigation for an application...

Question: What stood out to you the most?



FINAL PRODUCT





CREDITS

Images : NASA Images

Copy : http://www.planetsforkids.org/