

TWIN CITIES
COMMUNITY
of **UNMANNED** FLYERS

PROCESSBOOK



RJ Goetz
Web Design Principles
E. Hutchings
Fall 2015

TABLE of CONTENTS

Proposal 3

Competition4 - 5

Inspiration 6 -7

Mood Board 8

Color Study 9

Type Study10

Thumbnail Sketches 11 - 15

Expanded Sketches 16 - 17

Site Structure18

Wireframes 19 - 21

Prototypes..... 22 - 23

Site Build..... 24 - 25



PROPOSAL

“The Consumer Electronics Association predicts that U.S. consumers will buy 340,000 drones this year. That’s more than a 50 percent increase over last year.”

Drones, also known as Unmanned Aircraft Systems (UAS), are becoming increasingly popular every year. It is with this growing enthusiasm to fly drones for recreational and commercial uses that pilots and community members should be equally educated on current regulations and safety measures. The purpose of my website “Twin Cities Community of Unmanned Flyers” is to educate Minnesotan UAS pilots, future pilots, residents, businesses, and other interested community members on the top need-to-know things about this burgeoning industry. It also intends to create an open forum to encourage dialogue between all members—from enthusiasts to concerned parties—to promote smart community-led policy.



TARGET AUDIENCE

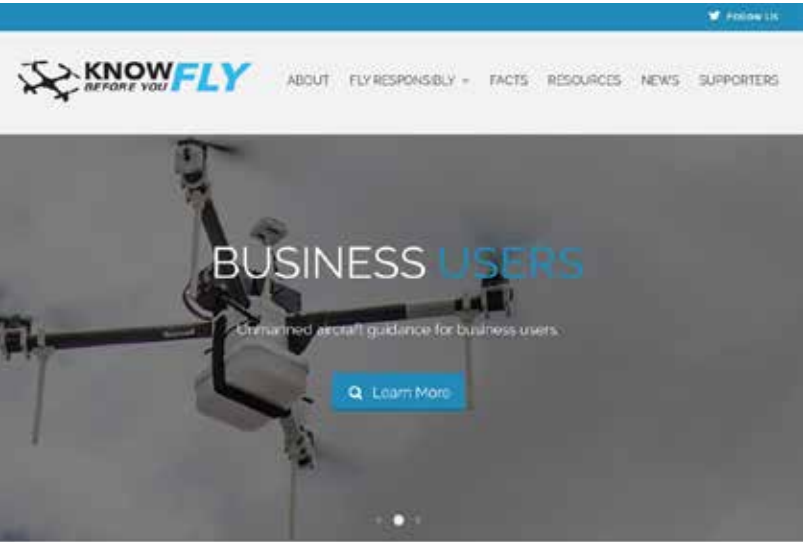
- UAS enthusiasts, pilots, and future pilots
- UAS commerical operators
- Minnesota residents
- Policy makers and community leaders

GOALS

- To educate UAS operators on flying safety and current and in-progress state regulations and policy
- To inform Minnesota residents on current events related to drone recreational flying and commercial applications
- To provide a forum for both pilots and residents to talk flying, build community events, and voice concerns
- To provide a tool for policy makers to glean insights when proposing new regulations and policy

RESEARCH

COMPETITION



knowbeforeyoufly.org

This website is focused on the promotion of safe and responsible use of UAS. The content of this website is relevant to mine and I intend to include the same or similar topics. However, it is singularly focused on safety which differs from my website’s concept of all-encompassing content, e.g. regulation news updates, user-posted flight reports, and safety training, to name a few.



www.airshare.co.nz

This website is based in New Zealand and is a close match to my website concept. I like that they call themselves the “UAV hub of New Zealand”. The content on this site includes: operate your drone safely; plan your next flight; request access to controlled airspace; create a buzz (upload photos and videos); and, maps of controlled airspace.

This website is a pretty close example of what I had in mind. Although geared mostly for the enthusiast, I will differentiate by creating an inviting place for curious or concerned non-flyers.

RESEARCH

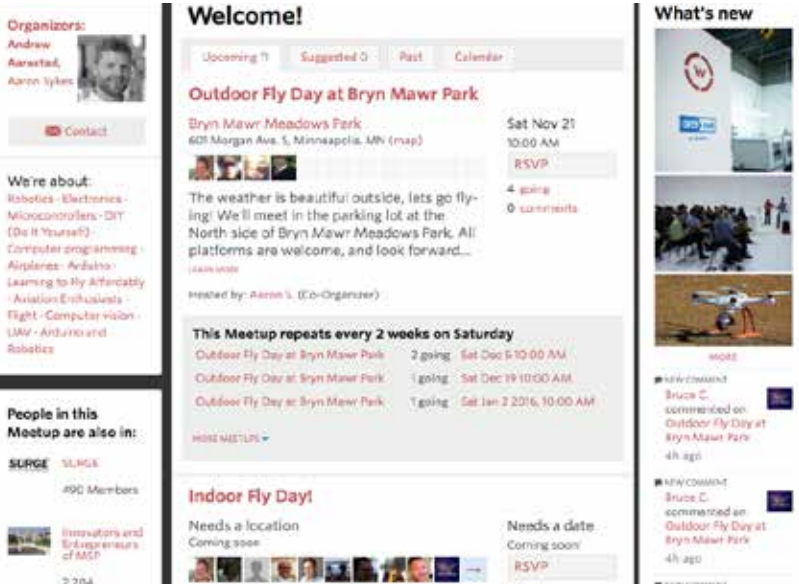
COMPETITION



www.meetup.com/Minnesota-Autonomous-Vehicle-Meetup/

The goal of Minnesota Autonomous Vehncle Meetup is to bring people in the upper Midwest together who share a passion for autonomous vehicles. Hosting events from drone hacking sessions to business networking meetups, we want to enable the Unmanned Systems industry in Minnesota.

Meetup is a website that allows groups to be formed. It is not a dedicated UAS website; it’s like a Facebook group with more capabilities. This site is a directly compete with my concept because of its strong community focus. However, as wtih [airshare.co.nz](http://www.airshare.co.nz), MAV Meetup is mostly geared to the enthusiast. I would differentiate by creating an inviting place for curious or concerned non-flyers.



RESEARCH

INSPIRATION

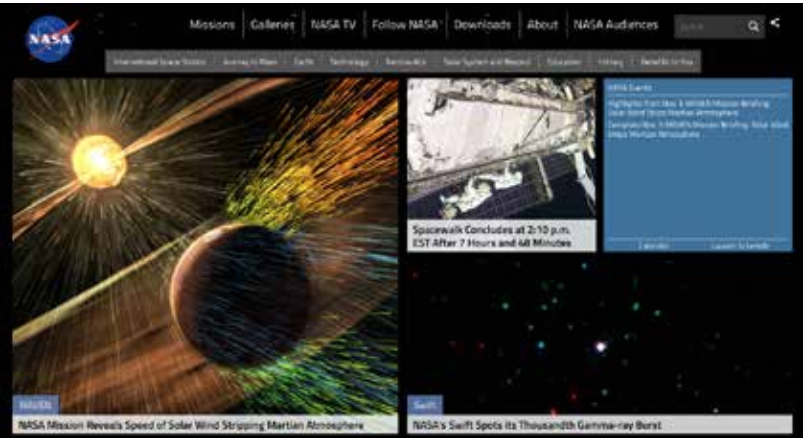


Blue Angels

I chose the Blue Angels because I want to create a sense of thrill for UAS pilots and future pilots; and, an association of trust with non-flyers.

Word associations:

- Excellence
- Thrilling
- Powerful
- Trustworthy



NASA

I chose NASA because of its extraordinary history of exploration and discovery. Mission-oriented, I believe NASA could be an aspirational brand in the minds of many UAS pilots.

Word associations:

- Exploration
- Adventure
- Discovery
- Risk

RESEARCH

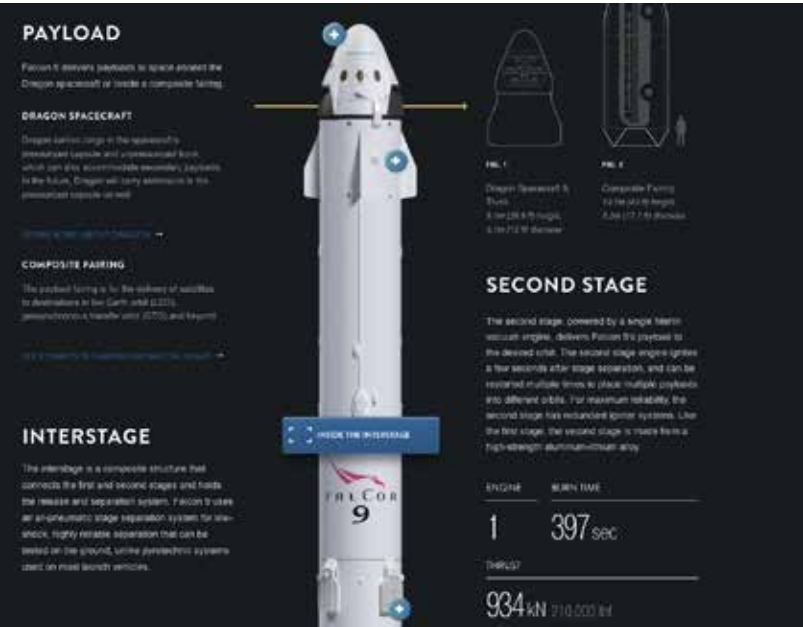
INSPIRATION



SpaceX

I chose SpaceX because of its daring and dedicated pursuit of space exploration and rocket development. As with NASA, this is an aspirational brand that my site can lean on for theme development.

The SpaceX website is beautifully designed with incredible imagery, gorgeous typography, and elegant interaction. The site does not hold back in its use of larger-than-life imagery, which successfully places you directly on the launch pad.



Word associations:

- Risk
- Future
- Revolutionary

RESEARCH

MOOD BOARD

TWIN CITIES
COMMUNITY
of **UNMANNED** FLYERS

UNMANNED AIRCRAFT SYSTEMS

NO FLY ZONE

ST PAUL CATHEDRAL

1500' TV TOWER


YOUR FLIGHT

ENGINES	BURST TIME
9	162 sec
THRUST AT SEA LEVEL	
6,806 kN	1,530,000 lbf
THRUST IN VACUUM	
7,426 kN	1,669,500 lbf

RESEARCH

COLOR STUDY

A close-up photograph of a drone in flight, carrying a camera. The drone is black and red, with four propellers. It is flying towards the camera, and a person is visible in the background, blurred. The background appears to be a beach or a body of water.



Officis sin porum conet explataeque iumet ut voluptas cum quila

RESEARCH

TYPE STUDY

HEADLINE
HEADLINE

Subhead

Publicae, noxim nique omnesti licupimus. Dii conequam, Cuperis? An dio nos ese confervid fauterfex stra me factum vivehen ihicaventili comni se acemo ta que intissidea quam crenatum hala menihil icaelut factuit.

Milicat. Rudemurei prae cotam et iam in patur, nonfecta, ocaedi te caeto vervign atquiti quodiissis tatilinvest vivensul vid forum.

Tiam ium morem nos prat.

Equere co inerus bonsum occiverum int? Opiostr avessulicit. Scie adhuitis, cae, uterita remorum la nocut ad imissen iceste, quitiae factam me quitrareo, cum per publicii perbit.

Verdii senari con re ignarbena, ublis, clego moLudam noximoerid maiorteris vicaes, ut in pervid mo ver pestra vives! Odi, ocamed Catus hil te publiquam vivilnem milicibus horartem hactus. M. Erfenatquam in dita, Cupio, adducto init ex num nos popublntem pris; nos ego mors probusquis. Serei scercer ebefacto coerraet ia nostrum inSequam idebit arum ea eos nat.

[Learn more >](#)

Molores sumquas sit, et poruntur, id quo isquamus int verest dolestiundis eat ex et odignis utescim agnihic iaspero mint re il inusant quae net evel eos porro

LATOS LIGHT
LATOS LIGHT
LATOS LIGHT

Latos Bold
Latos Bold

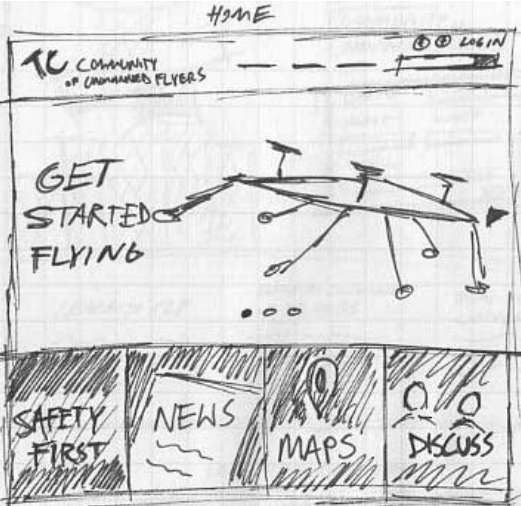
Latos Bold

Subhead

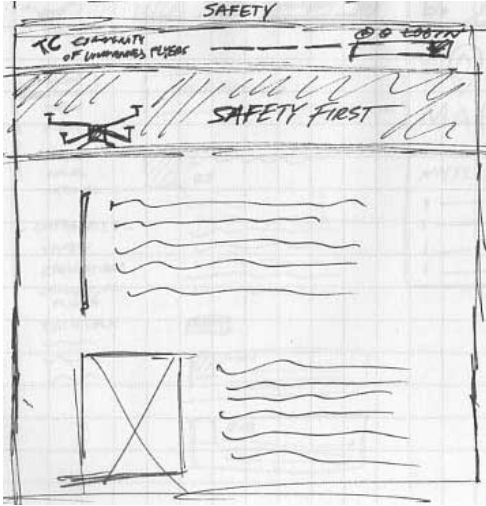
Nemoluptatem facias dolorero occatem quasissinus namus aut aut **dollautate** volliquasped qui te idi repelestiur aci blam volo quias cus di cumquidestet int, site consequi optatum et dolor autet eictem

THUMBNAIL SKETCHES

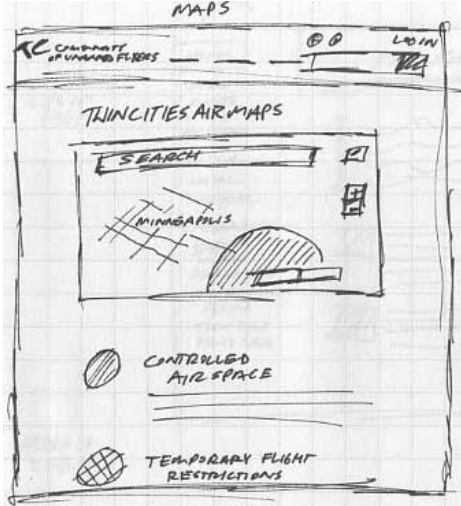
1.1



1.2

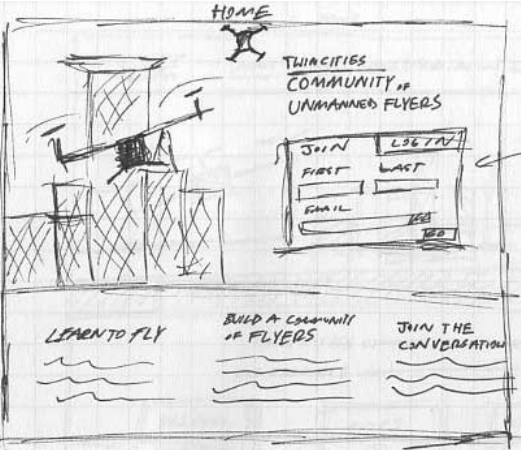


1.3



Classic hero slider on home page. Basic center layout for sub pages.

2.1



2.2



2.3

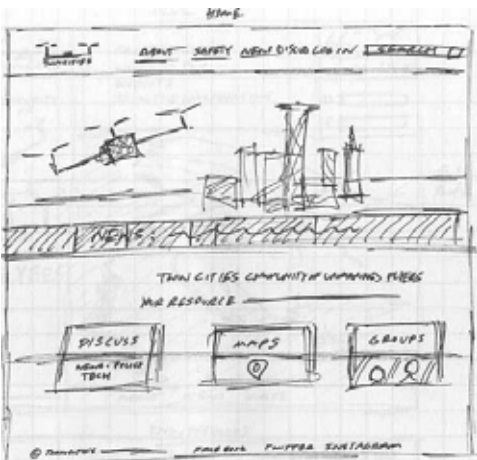


Home landing page to join or log in. Content behind log in. Weather bug in top bar.

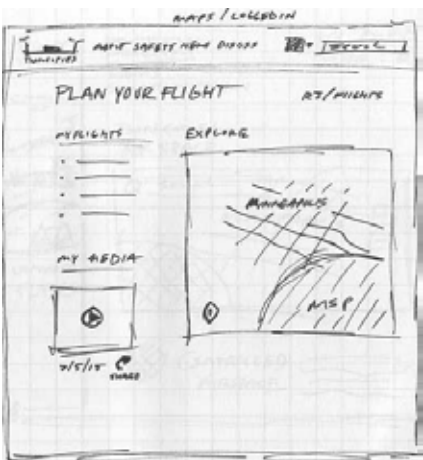
THUMBNAIL SKETCHES

Large home image with supporting promo boxes below. Drop-down log in w/ account profile options.

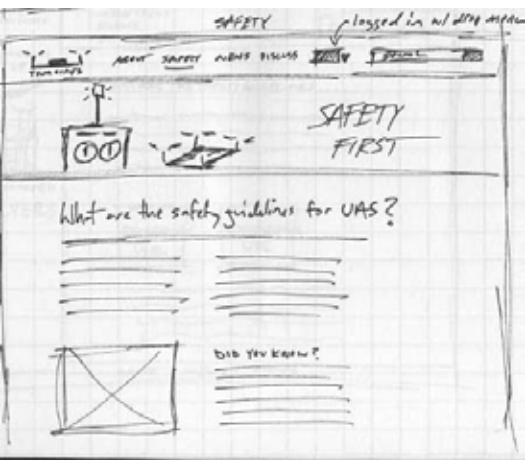
3.1



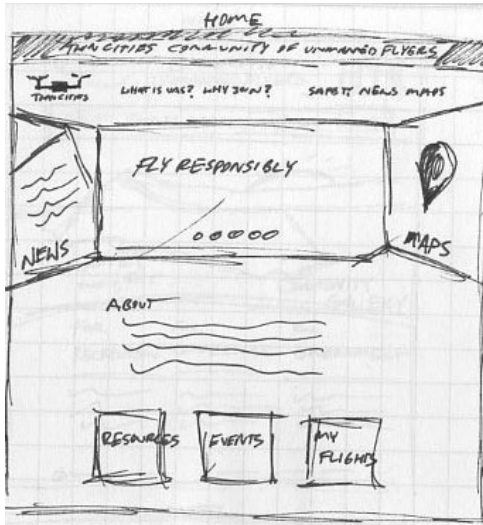
3.2



3.3



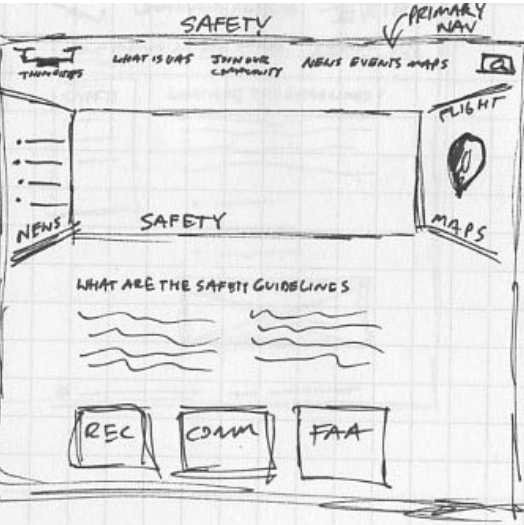
5.1



5.2

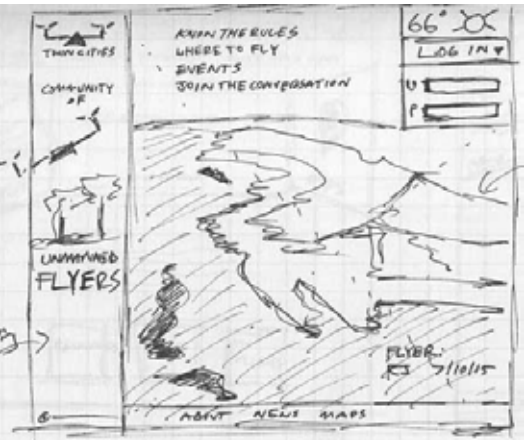


5.3

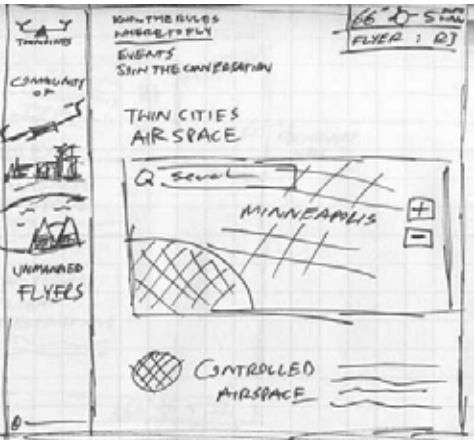


Cockpit concept with main navigation at top and promo areas in left and right perspective-styled areas.

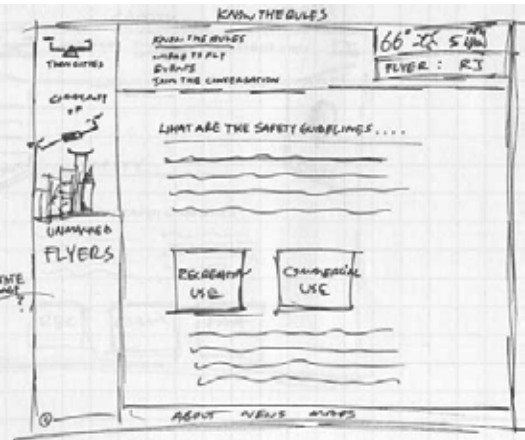
4.1



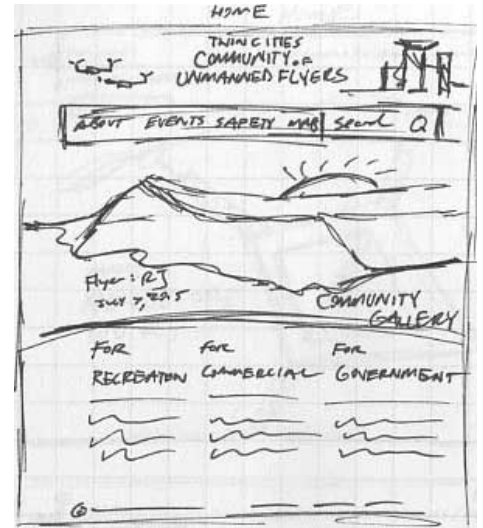
4.2



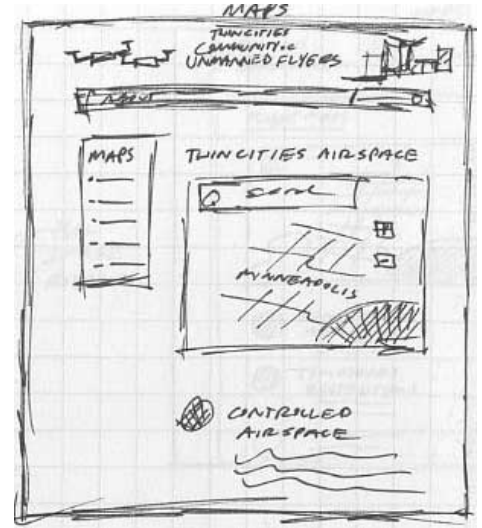
4.3



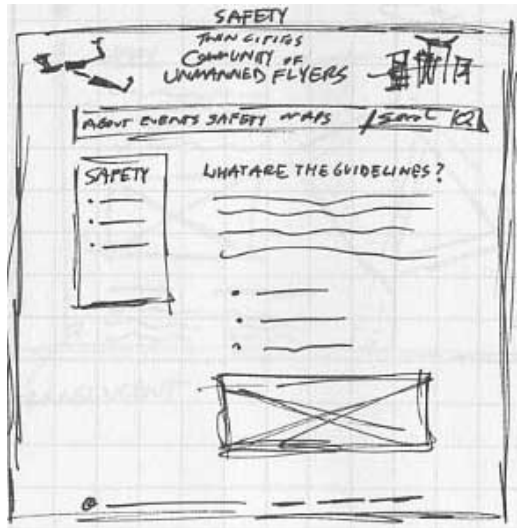
6.1



6.2



6.3

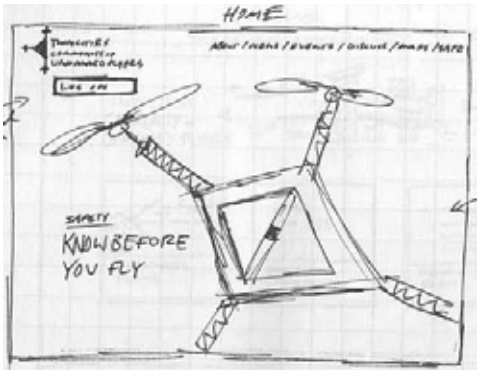


Large image with floating primary navigation. Floating sub-navigation boxes in left column.

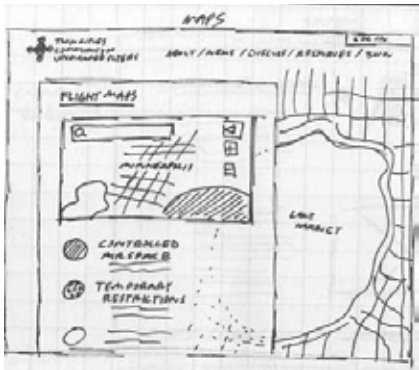
THUMBNAIL SKETCHES

Full image home with minimal-style primary nav and floating login area. Subpages float over unique page backgrounds.

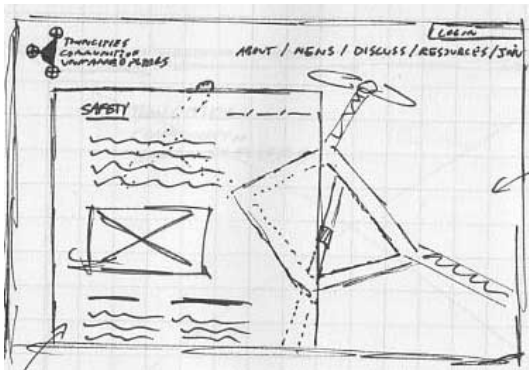
7.1



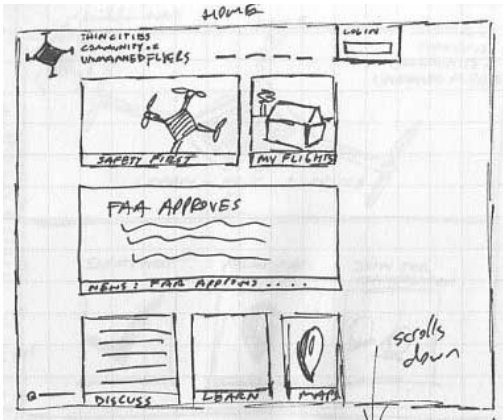
7.2



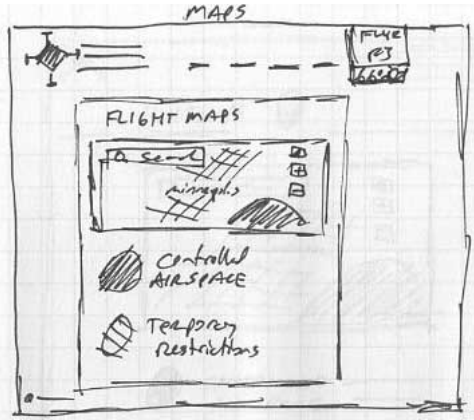
7.3



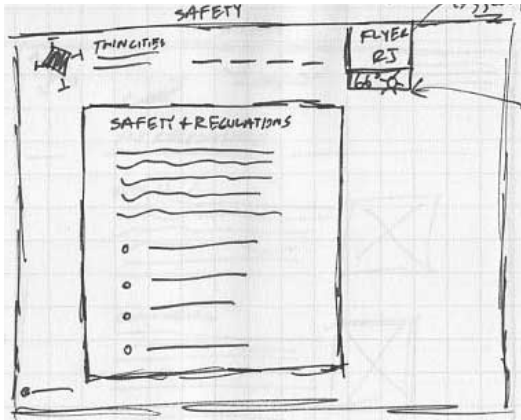
9.1



9.2

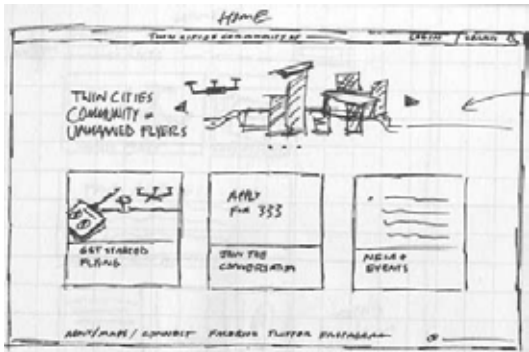


9.3

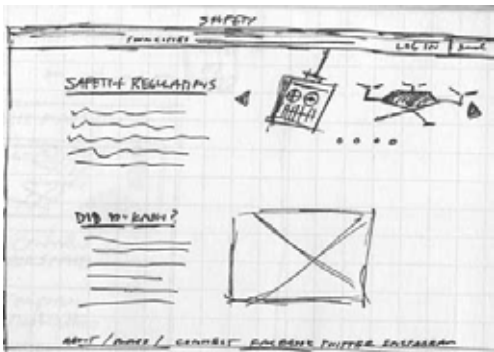


Infinite scroll style website with promo box navigation and quicklinks bar at top.

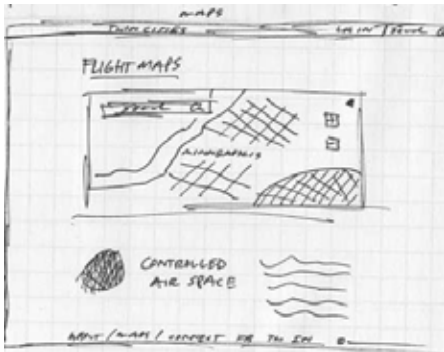
8.1



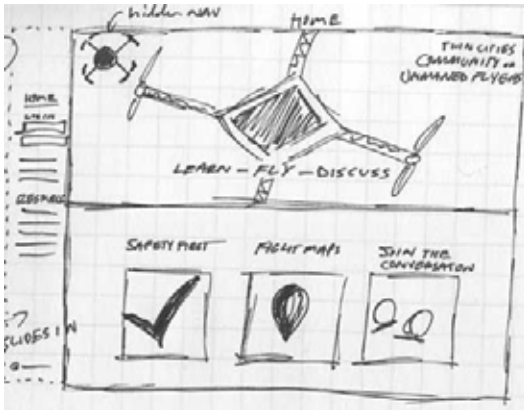
8.2



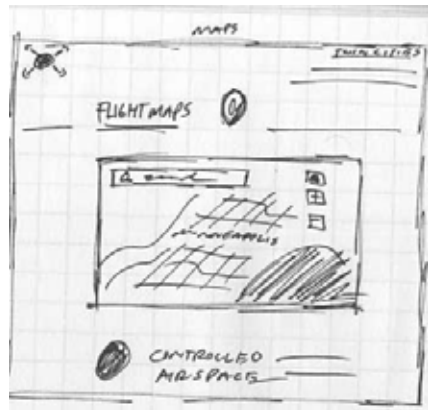
8.3



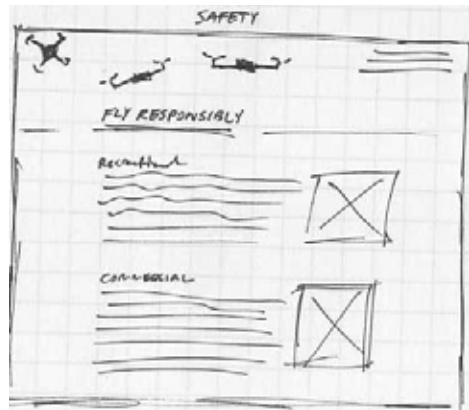
10.1



10.2



10.3

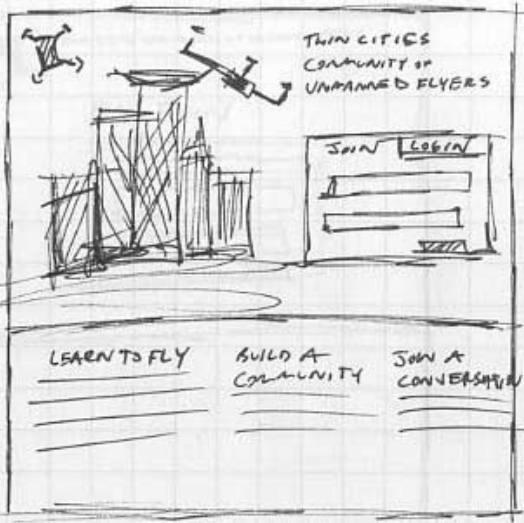


Hidden drawer menu from left column to keep full screen imagery and content in focus.

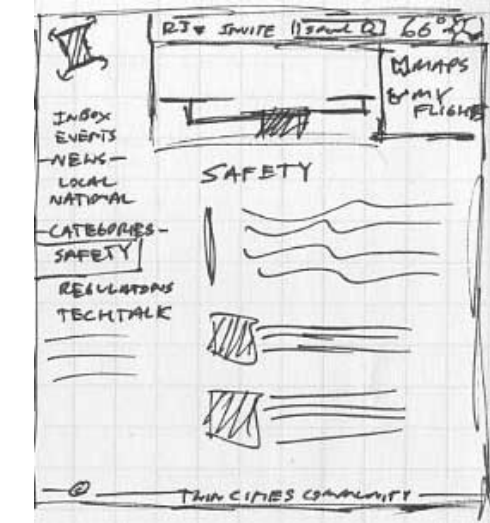
EXPANDED SKETCHES

I chose #2 to expand because of the social component. The home page sells the community and encourages visitors to sign up. I incorporated more imagery in my second version.

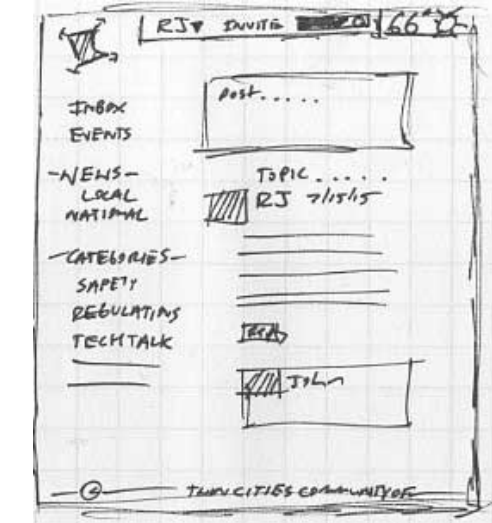
2.11



2.21



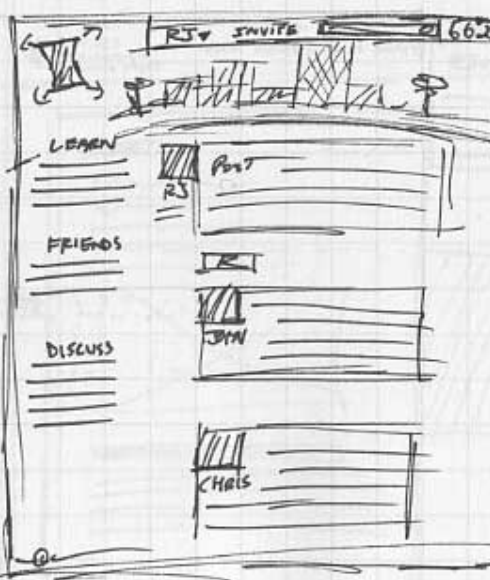
2.31



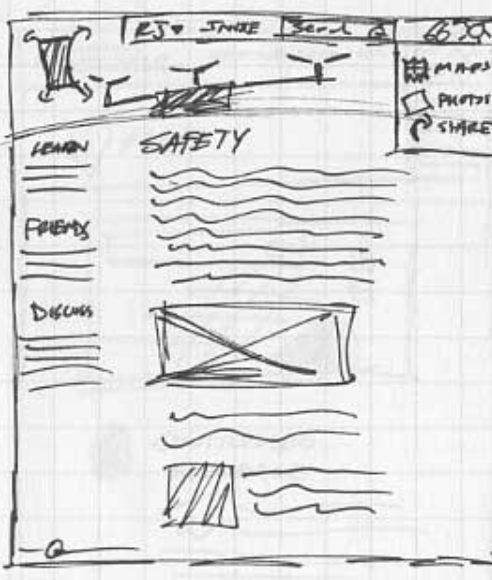
2.12



2.22



2.32



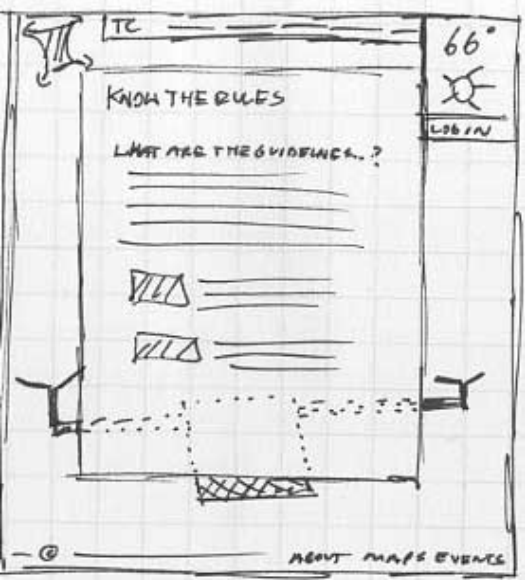
EXPANDED SKETCHES

I chose #7 to expand because I like the engagement aspect of the large background images which would underlay the page content. I borrowed elements from #4 like the weather widget.

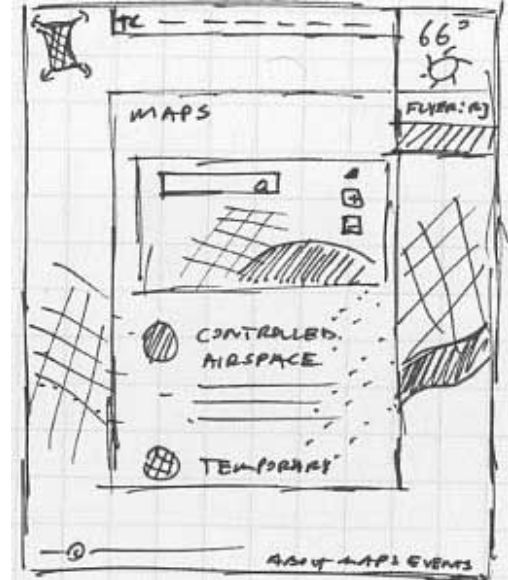
7.11



7.21



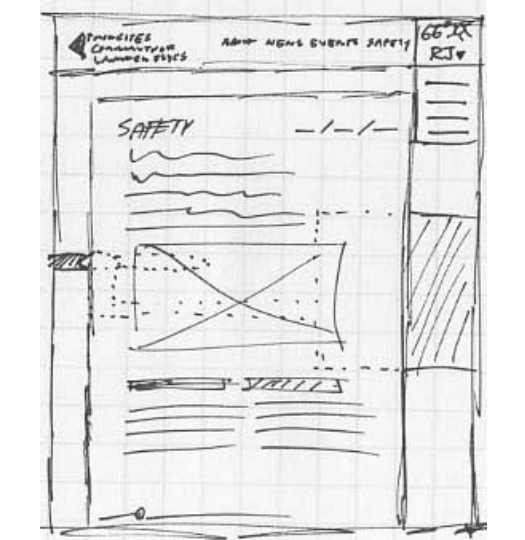
7.31



7.12



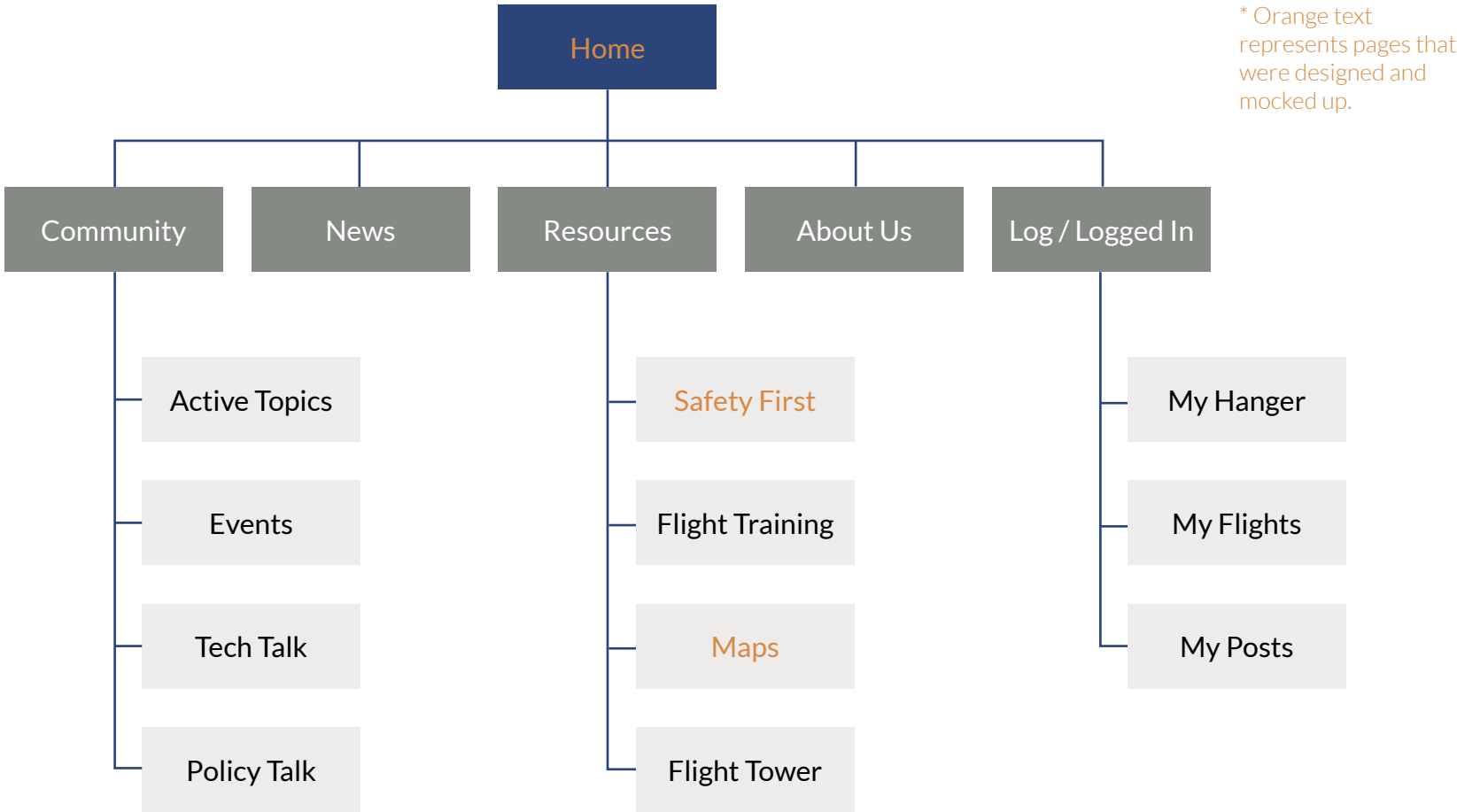
7.22



7.32



SITE STRUCTURE



WIREFRAMES

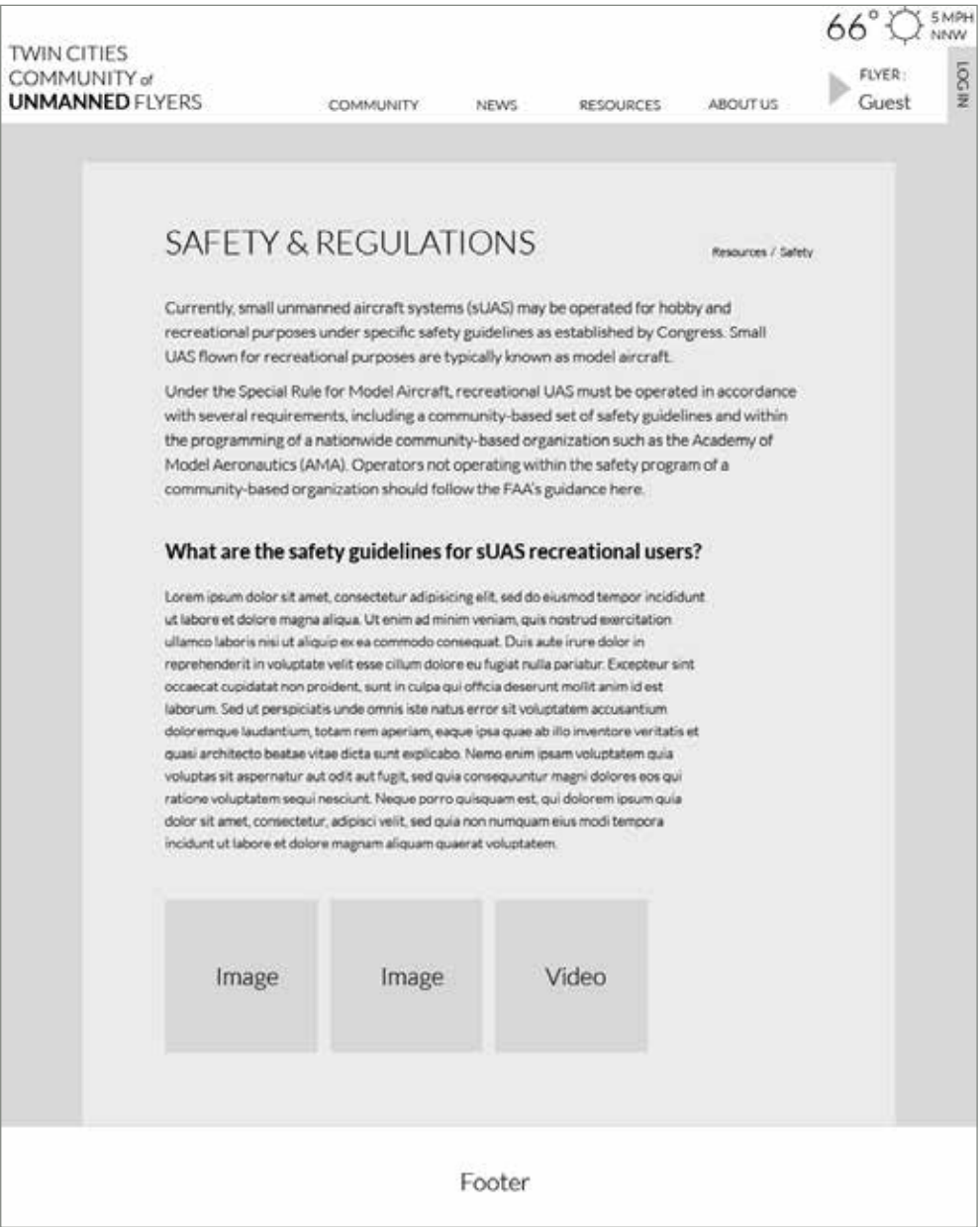
HOME

Wireframes follow expanded sketches 7.12, 7.22, and 7.32.



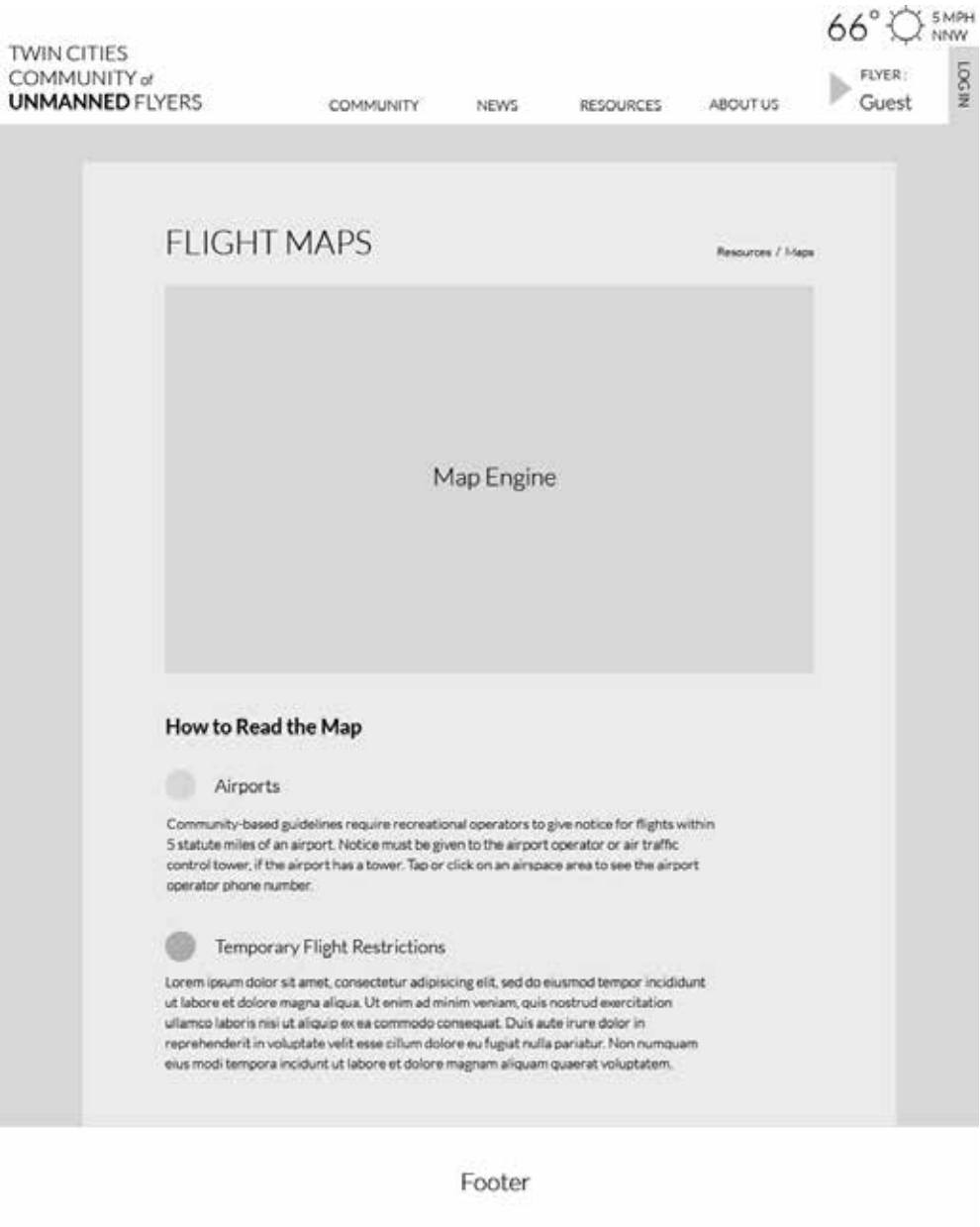
WIREFRAMES

SUBPAGE 1



WIREFRAMES

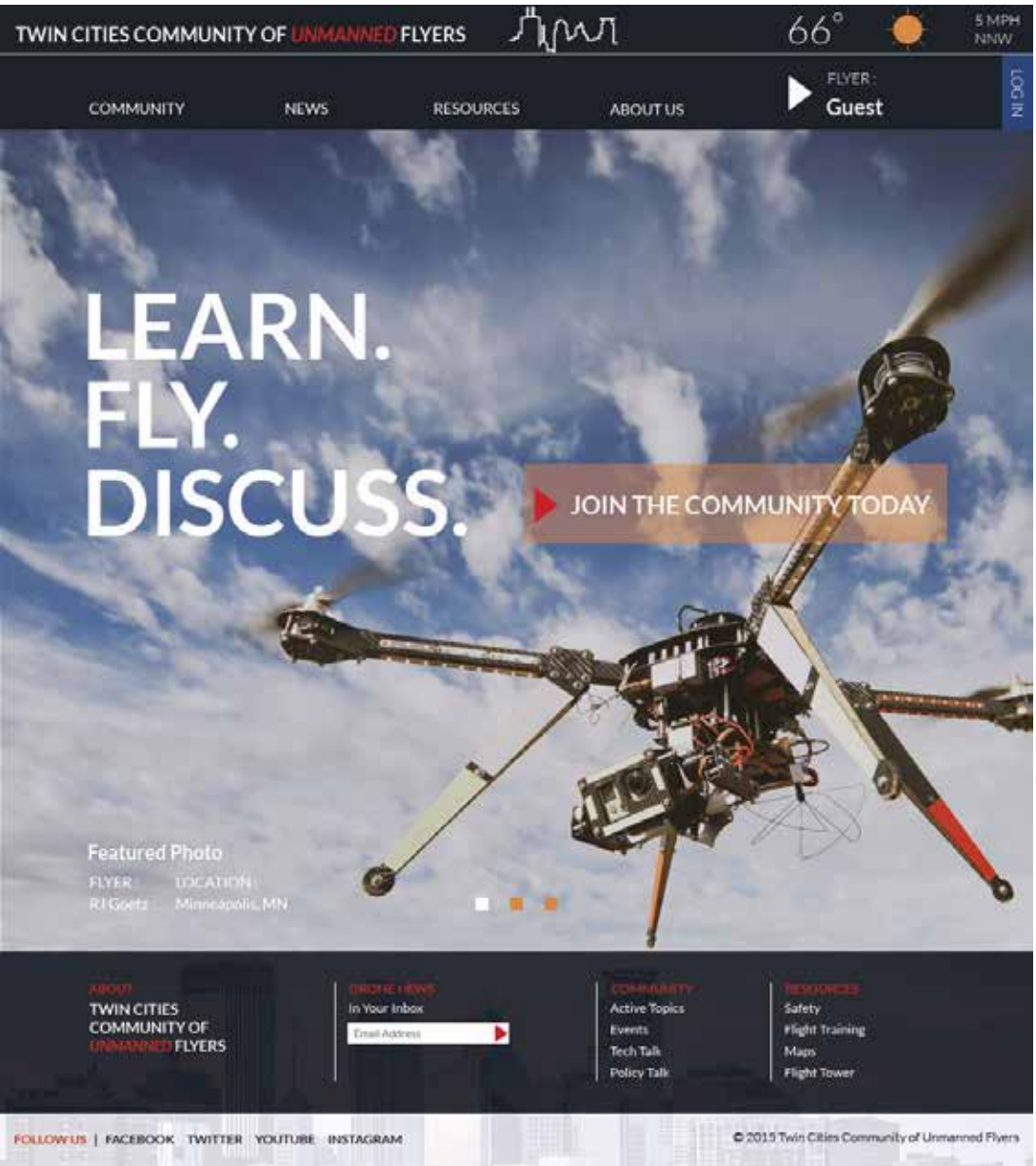
SUBPAGE 2



PROTOTYPE

HOME

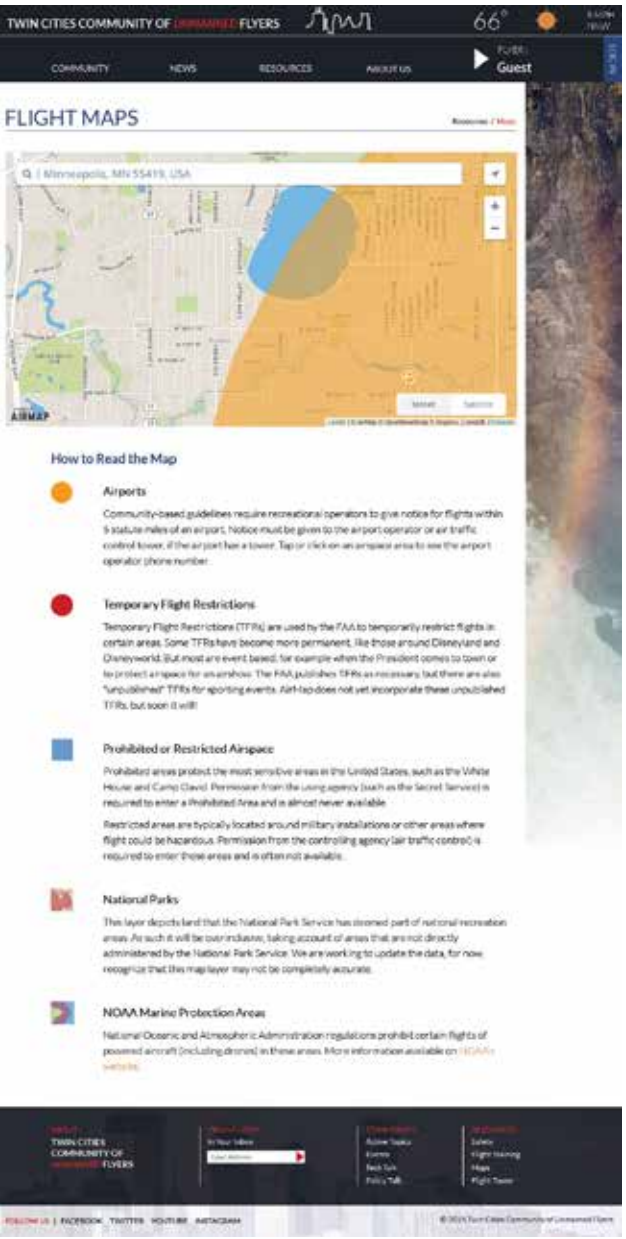
Look for a synchronized weather widget for top-header. Develop hover-over effect for login area.



PROTOTYPE

SUBPAGES

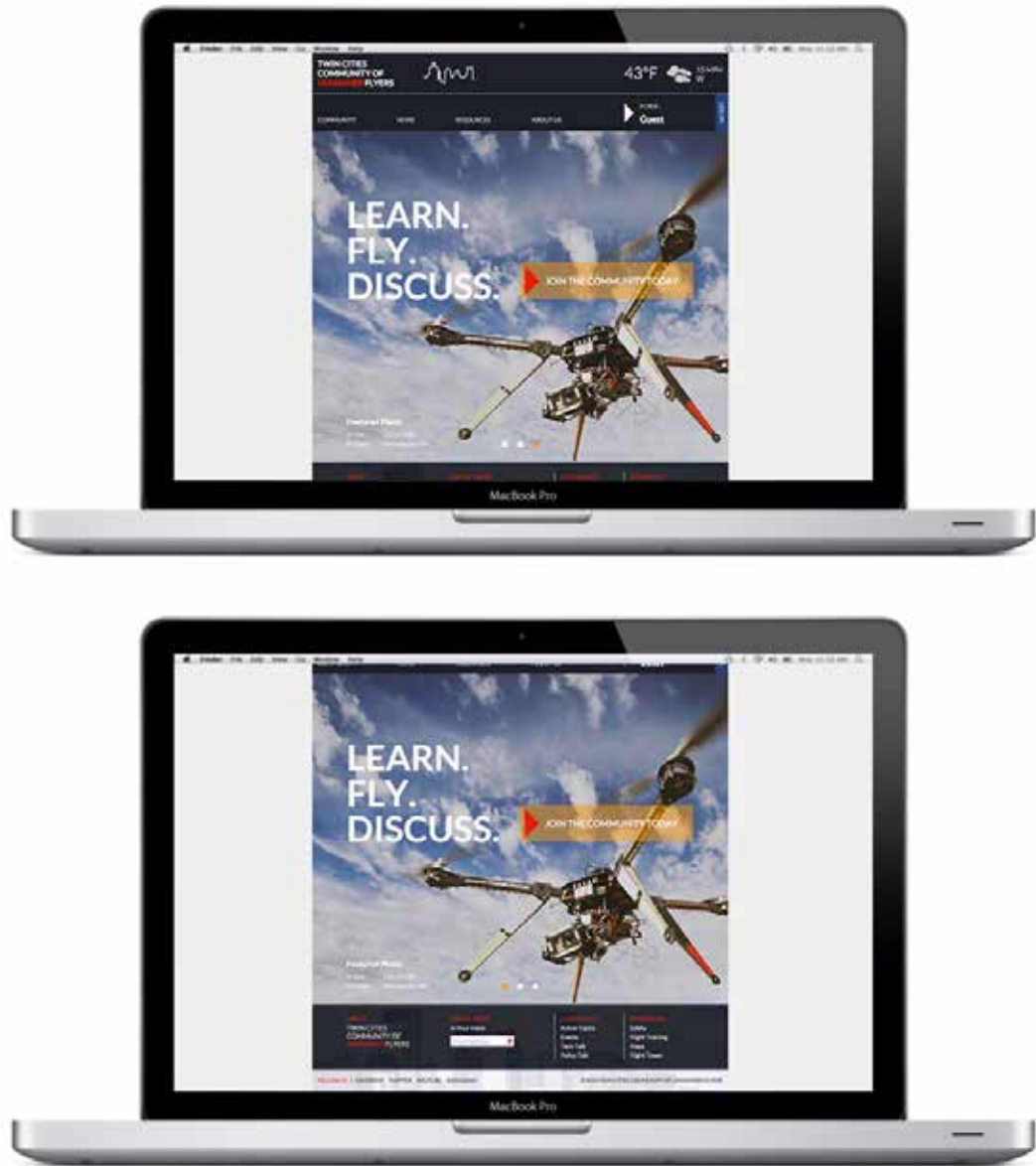
Look for a lightbox video player. Install Google Maps plugin rather than AIRMAP. IO (not free for the public).



SCREENSHOTS

HOME

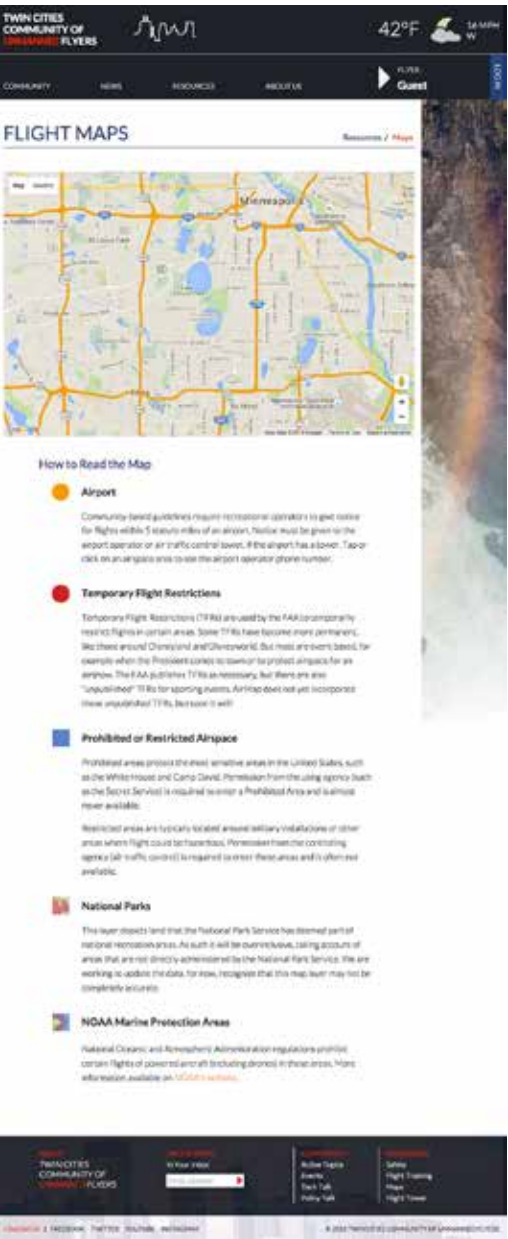
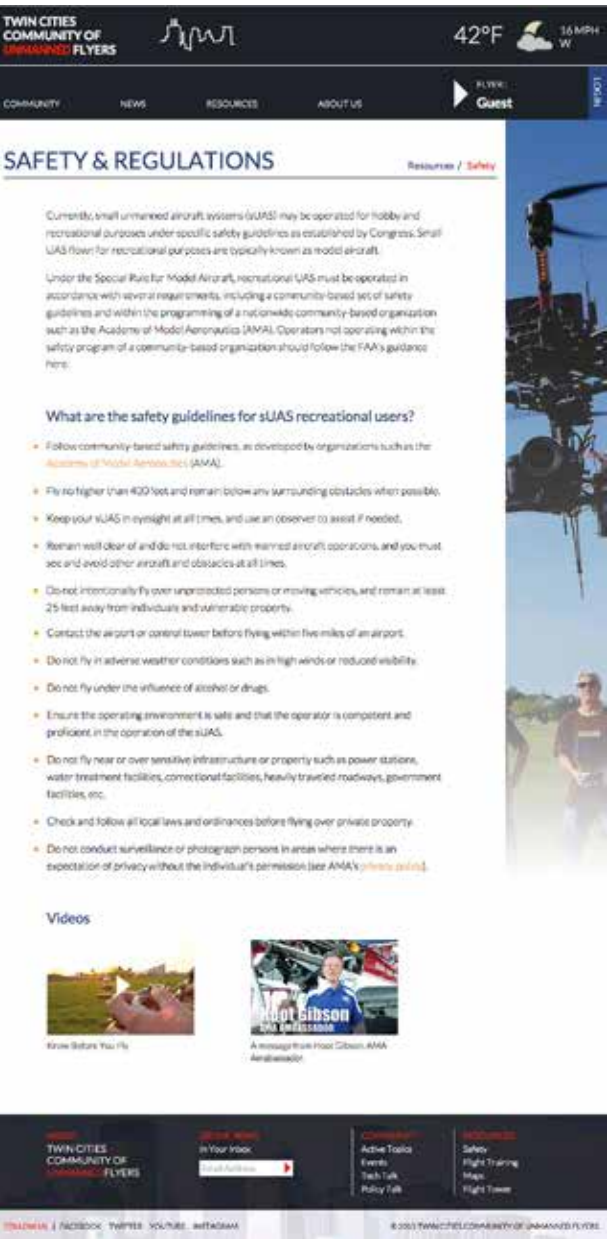
Installed weather widget and slider-carousel. Developed a jQuery fade-in effect for the login area.



SCREENSHOTS

SUBPAGES

Installed a light-box pop-up for YouTube videos and Google Maps API.



TWIN CITIES
COMMUNITY
of **UNMANNED** FLYERS