Hack@Brown2020

* Hack@Brown is an annual hackathon that invites individuals of all backgrounds and skills to create with design and technology. Across from Brown and RISD, a new brand identity is created with the theme of the year Garage.

* My role includes creating: 3D visuals, social media profile, registration page, event and promotional posters.

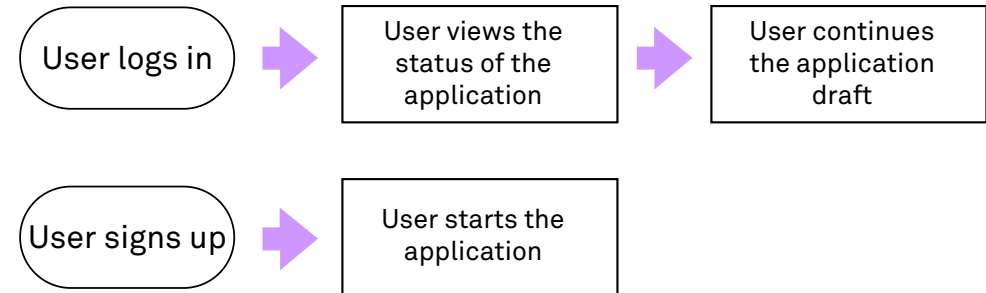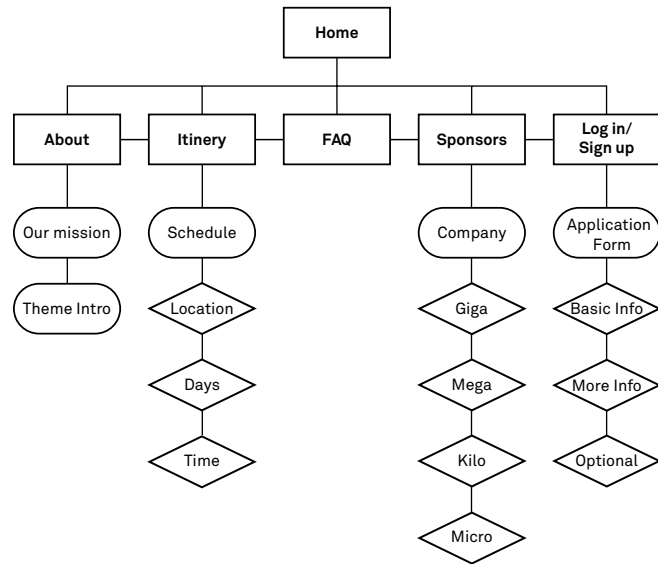|	
category	Branding, UI/UX
duration	2019–2020
team	Lulian Ahn, David Charatan, Samaaya Jayamaha, Ryan Kang, Miranda Mo, Christine Wang
software	Adobe Create Suite, Cinema4D, Figma

Problem

The label "hackathon" comes with a stereotype that people are competitive and prioritizes winning the prize, rather than the experience. This deters non–computer science and first–timers away from participation.

How can we create a culture of inclusivity and growth to encourage even those who never coded before to join Hack@Brown?

Analysis

```
                        ┌──────────┐
                        │   Home   │
                        └──────────┘
        ┌───────────┬───────────┼───────────┬───────────┐
   ┌────────┐  ┌────────┐  ┌────────┐  ┌────────┐  ┌──────────┐
   │ About  │  │Itinery │  │  FAQ   │  │Sponsors│  │ Log in/  │
   └────────┘  └────────┘  └────────┘  └────────┘  │ Sign up  │
        │           │                      │       └──────────┘
  (Our mission) (Schedule)            (Company)    (Application
        │           │                      │          Form)
  (Theme Intro)  ◇Location◇            ◇ Giga ◇     ◇Basic Info◇
                     │                      │            │
                  ◇ Days ◇              ◇ Mega ◇     ◇More Info◇
                     │                      │            │
                  ◇ Time ◇              ◇ Kilo ◇     ◇Optional◇
                                           │
                                       ◇ Micro ◇
```

```
┌──────────────┐      ┌──────────────┐      ┌──────────────┐
│ User logs in │  ➤   │ User views the│  ➤   │User continues│
└──────────────┘      │  status of the│      │the application│
                      │  application  │      │    draft     │
                      └──────────────┘      └──────────────┘

┌──────────────┐      ┌──────────────┐
│User signs up │  ➤   │User starts the│
└──────────────┘      │  application  │
                      └──────────────┘
```

Goals

*   Maintain a cohesive design visually and thematically

*   Cultivate the "Garage" entrepreneurial spirit

*   Contextualize a startup environment

*   Celebrate the creating process

*   Focus on inclusive + accessible design

User Objectivity

FOR A USER

*   Register for the hackathon

*   Look for a host

*   Get information about the details of the event

FOR A STAFF

*   Receive accurate information from the users

*   Provide accommodation case by case

*   Keep a record of biographical data

*   Prepare appropriate workshop

Soeun Yoon

Challenges

*   Seamlessly integrate our 3D imagery into the website
*   Creating a responsive framework for the website
*   Diverging from the vertical directionality of the landing page
*   Inclusive design to outreach towards first–time and unrepresented group of people within the industry

Functional Revision

1. Created the illusion of full bleed images. Each section of the landing page had a new background color and accompanying rendered scene
2. Made renderings transparent and placed top of a solid color background, so the imagery and text could fit any screen size
    a. Needed images and text content to be able to move around without ruining the seamless effect
3. Designed the registration form to move horizontally to seem like one long scene

Content Revision

Researched multiple gender/race inclusive surveys, including the US Race and Ethnicity Census to achieve appropriate content

1. Forwent the convenient checkboxes for a multi–select drop–down menu to include more identification choices
2. Included the option for participants to not disclose their race/gender and added 5 more choices to each category, including a self–describe option.
3. Designed a better layout for consistency and visual hierarchy

Soeun Yoon

Skeleton

Soeun Yoon

200px   *same navigation as rest of the website   36px 36px 36px   36px   200px
About Itinerary FAQ Sponsors   Log out

18%   Hi, Alexander!   55%

60px

14px   Application Status
       APPROVED
25px   Attendance Confirmed!

25px   Not Attending Anymore

       Reimbursement Status
       IN PROGRESS

text centered
(within button)

About   Itinerary   FAQ   Sponsors   Log out

200px   Optional Information

        Resumes are only used to provide information to
50px   sponsors and are not used in the lottery process.

        Resume:
60px   Upload   resume.pdf

        Website
60px   35%   75%
        Github

60px   Linkedin

60px   Additional Comment

50px   Previous   36px   Submit application   36px   3/3

                                width: 100vw

Awesome :)

15px   We can't wait to meet you in person.
       In the meantime, we have a couple
       more questions to make sure you
       have a great time:

                                40px

       Sweatshirt Size   25px

       S   ▼

                                40px

       Legal Name (In case of emergency)

       First Name   Last Name

                40px   45px

       Phone Number   fixed image in the
                           back but only that
       (   )   image

                           rest of the
                           questions scroll up

       Dietary Restrictions

       Select all that applies   ▼

       What kind of project are
       you planning to make or
       learn about?

       You can always change this! Having a
       better idea of what hackers are
       interested in helps us support you.

       Select all that applies   ▼

*Past Version

*Current Version

01–02
Content Revision

03

Content Revision

*Past Version

*Current Version

Awesome!

We can't wait to meet you in person. In the meantime, we have a couple more questions to make sure you have a great time:

Sweatshirt Size
- ☐ S
- ☐ M
- ☐ L
- ☐ XL

Phone Number
( ) _____

Dietary Restrictions
- ☐ Vegetarian
- ☐ Vegan
- ☐ Kosher
- ☐ Halal
- ☐ Nut Allergy
- ☐ Shellfish Allergy

Legal Name
(In case of an emergency)

First Name   Last Name
Rya|

What kind of project are you planning to make or learn about?
You can always change this, and it's okay not to know yet! Having a better idea of what hackers are interested in helps us support you.

- ☐ Web Application
- ☐ iOS Application
- ☐ Android Application
- ☐ Hardware Hack
- ☐ Undecided

Need somewhere to stay before or after the hackathon?
Hack@Brown is more than happy to host students who will be arriving early on Friday or leaving late after Sunday. We have plenty of sleeping spaces and air mattresses during the hackathon, but we also have a limited number of spots for staying in a dorm Saturday night. If you require housing, we will send you a form to match you with a Brown/RISD student in the weeks preceding the hackathon.

- ☐ I need a host
- ☐ I don't need a host

Are you a Brown student living on campus?
[Yes] [No]

Are you willing to host a hacker?
All you need is a place on the floor & we'll provide everything else (air mattresses, blankets, etc). We'll send out a form asking for more details in the following weeks!

Why should you host?
- You'll get to meet a new friend from across the country!
- You'll get to show them how cool Brown students are and why Providence was named the coolest city in the US by GQ in 2015.
- Someone will be really grateful that you gave them a warm place to stay and a place to shower. We can all agree that showers are great.

- ☐ Yes! I'll host a hacker

Please read over the Hack@Brown code of conduct.

Awesome :)

We can't wait to meet you in person. In the meantime, we have a couple more questions to make sure you have a great time:

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S ▼

Legal Name (In case of emergency)
First Name   Last Name

Phone Number
( ) _____

Dietary Restrictions
Select all that applies ▼

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☐ Select all that applies
- ☐ Vegetarian
- ☐ Vegan
- ☐ Kosher
- ☐ Halal
- ☐ Nut Allergy
- ☐ Shellfish Allergy
(Save)

☐ Select all that applies
- ☐ Web Application
- ☐ iOS Application
- ☐ Android Application
- ☐ Hardware Hack
- ☐ Undecided
(Save)

Takeaways

In the end, the hackathon was a success!

We had >400 participants and >1500
unique users at peak on the website.
It was a truly humbling experience and
I loved my team!

To improve design and brand awareness for next year, I will:

* Storyboard the user journey to improve UX flow
* Adapt 3D renderings onto products — tote bags, hats, etc.

Soeun Yoon