

Sonny Steele
Principal UX Designer
January 4th 2018

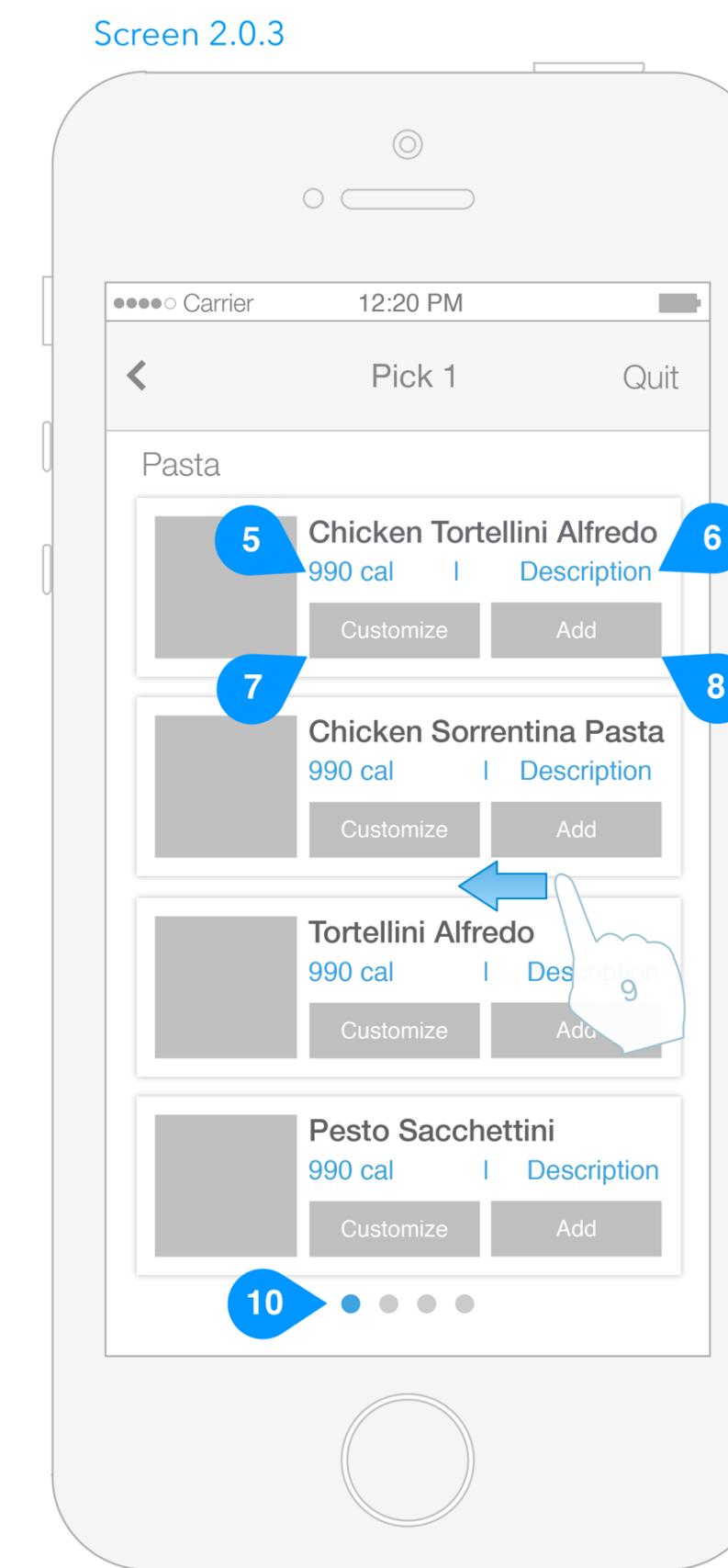
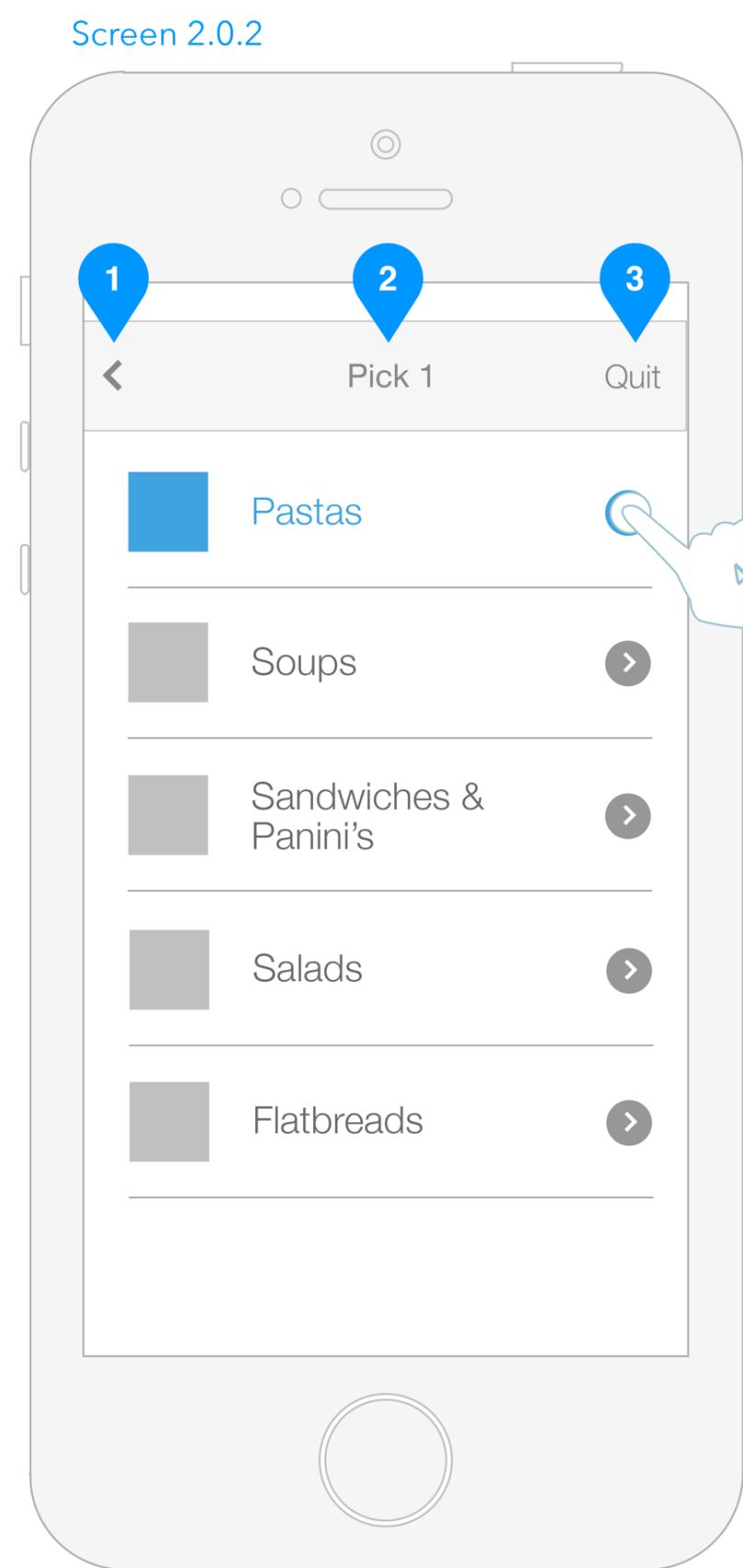
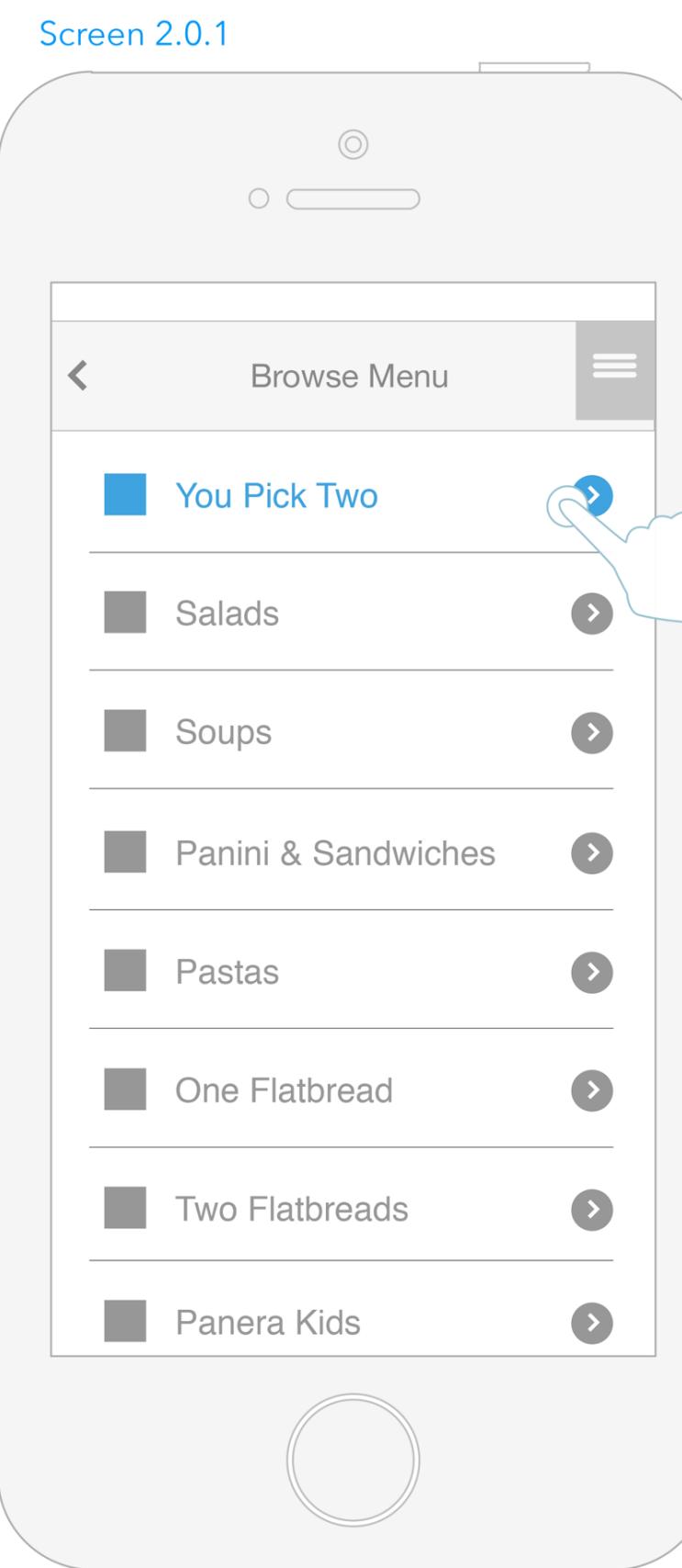


Design Examples

Panera Bread

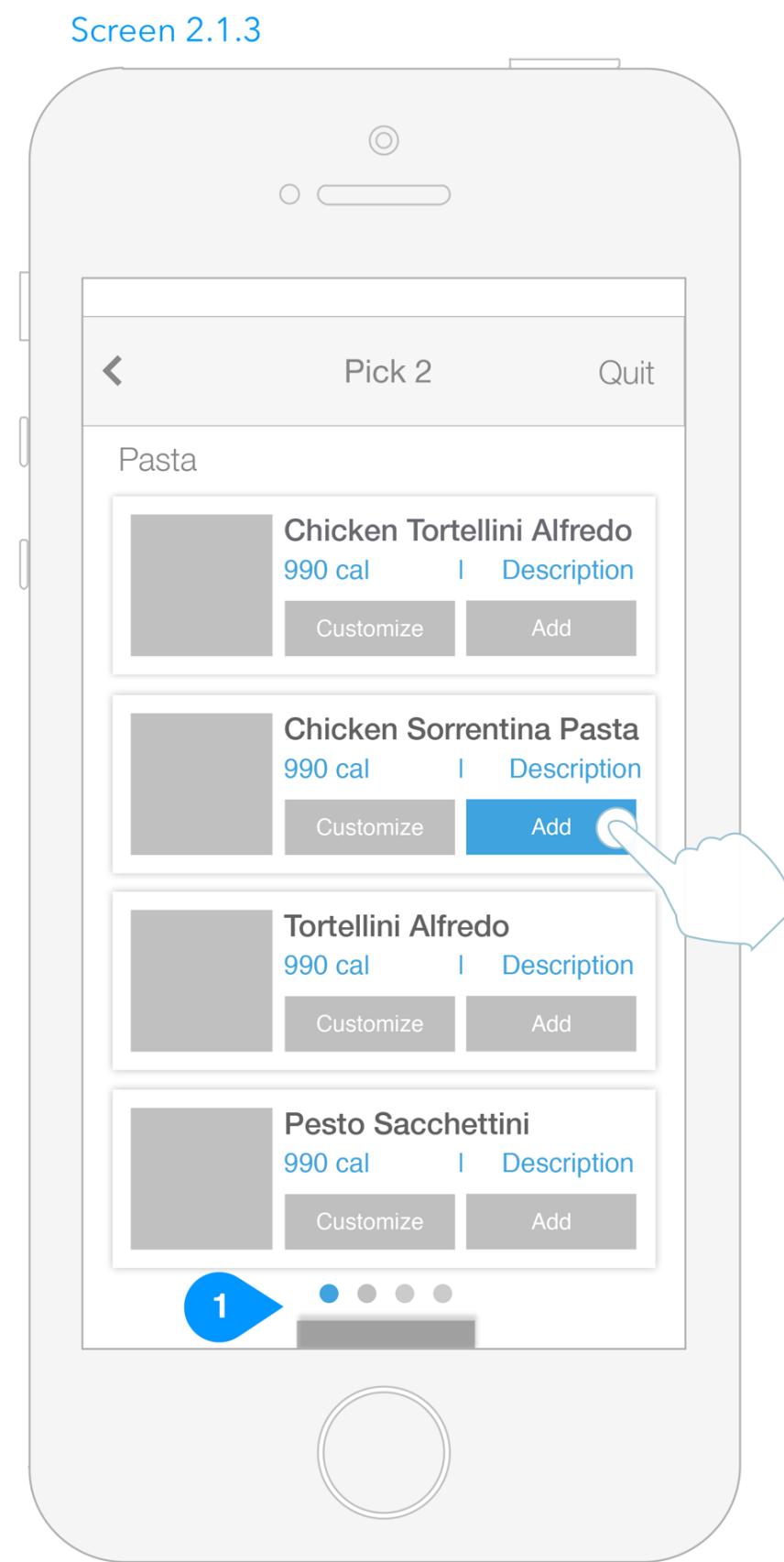
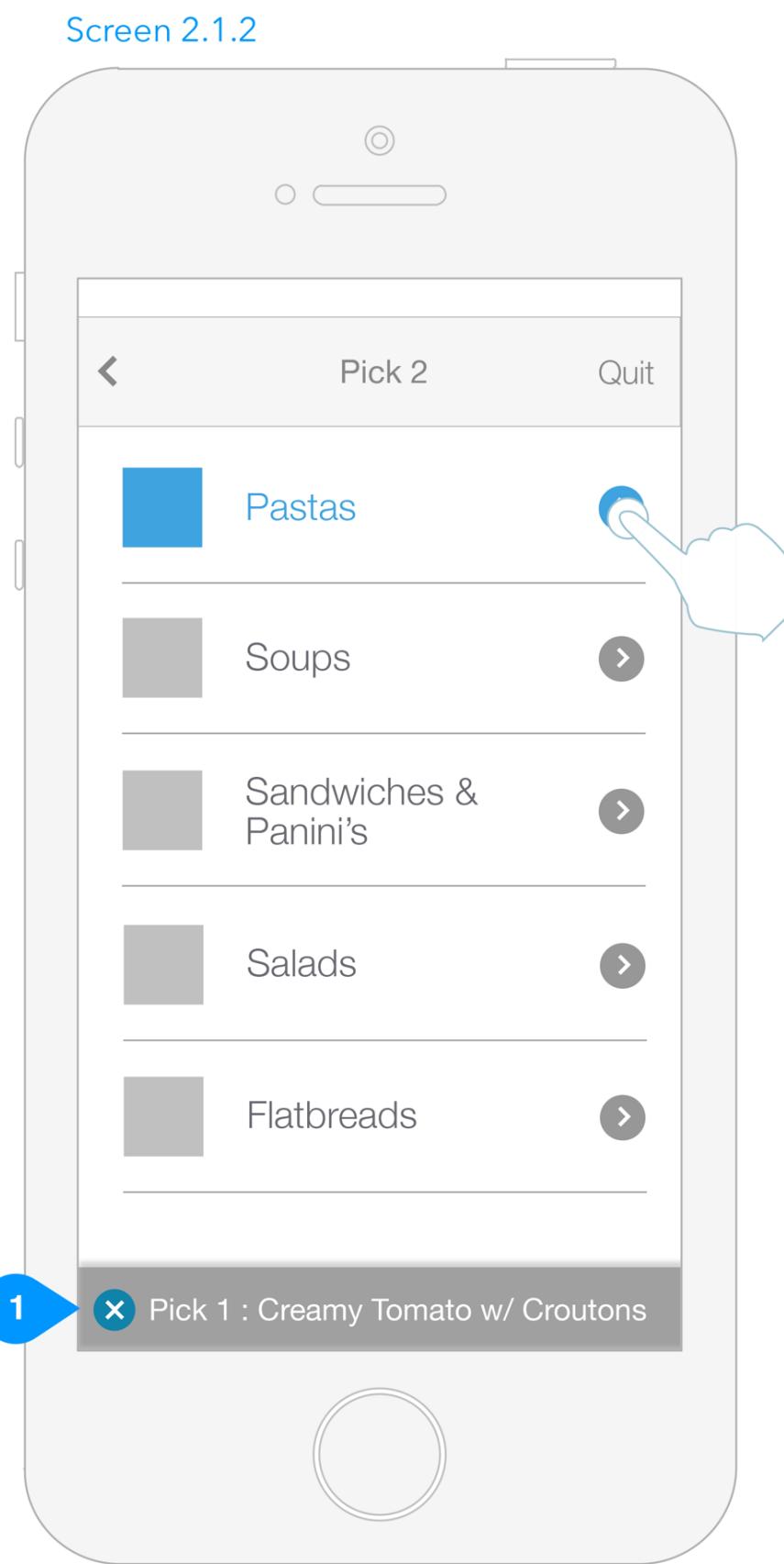
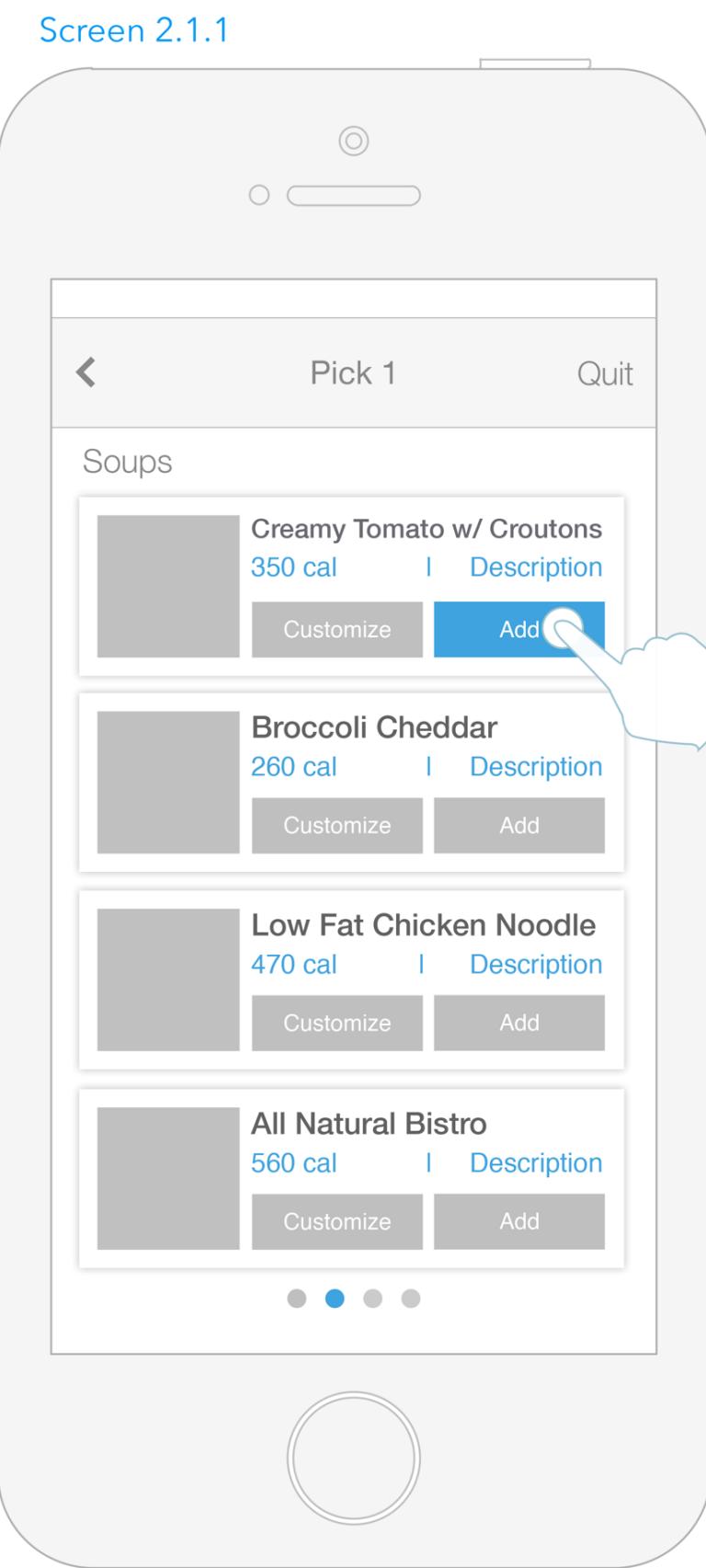
Mobile Redesign

2.0 : Mobile - You Pick 2 : Start



- 1 Back**
Tapping "Back" navigates to the previous screen.
- 2 Header**
Dynamic header displays the current "Pick" of the overall flow. Example : If the user had already selected the first pick, this would show "Pick 2"
- 3 Quit**
If nothing has been added to the "You Pick 2" flow, tapping "Quit" stops the flow and navigates the user to "Browse Menu". If the user has added a minimum of 1 pick, then a message will be displayed "Are you sure you want to quit?" w/ "Yes" and "No" as options.
- 4 Category List**
Tapping an item in the category list navigates the user to that category.
- 5 Nutrition Info**
Tapping slides a window from the bottom of the screen with the calorie information for this item.
[See Section 3.4 - Screen 3.4.1](#)
- 6 Description Info**
Tapping "Description" slides a window from the bottom of the screen with the description of that item.
[Section 3.0 - Screen 3.0.1](#)
- 7 Customize Button**
Tapping "Customize" navigates the user to the customizations flow.
[Section 3.0](#)
- 8 Add Button**
Tapping "Add" populates that item to the tray.
[See Section 2.1 Screen 2](#)
- 9 Swiping**
Swiping left, navigates the user to the next category.
Swiping right, navigates the user to the previous category.
- 10 Carousel Control**
Indicates to the user which category they have navigated to.

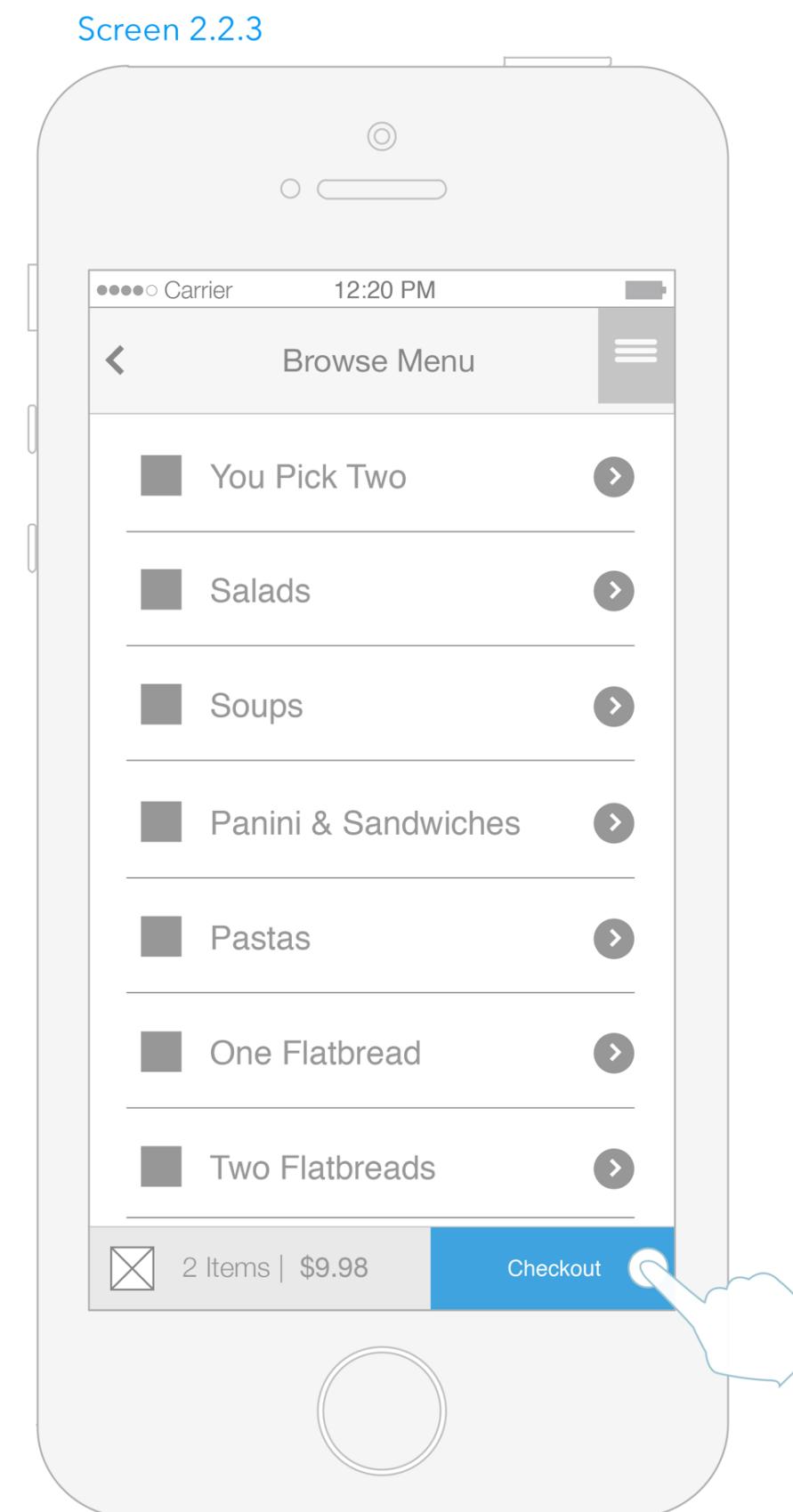
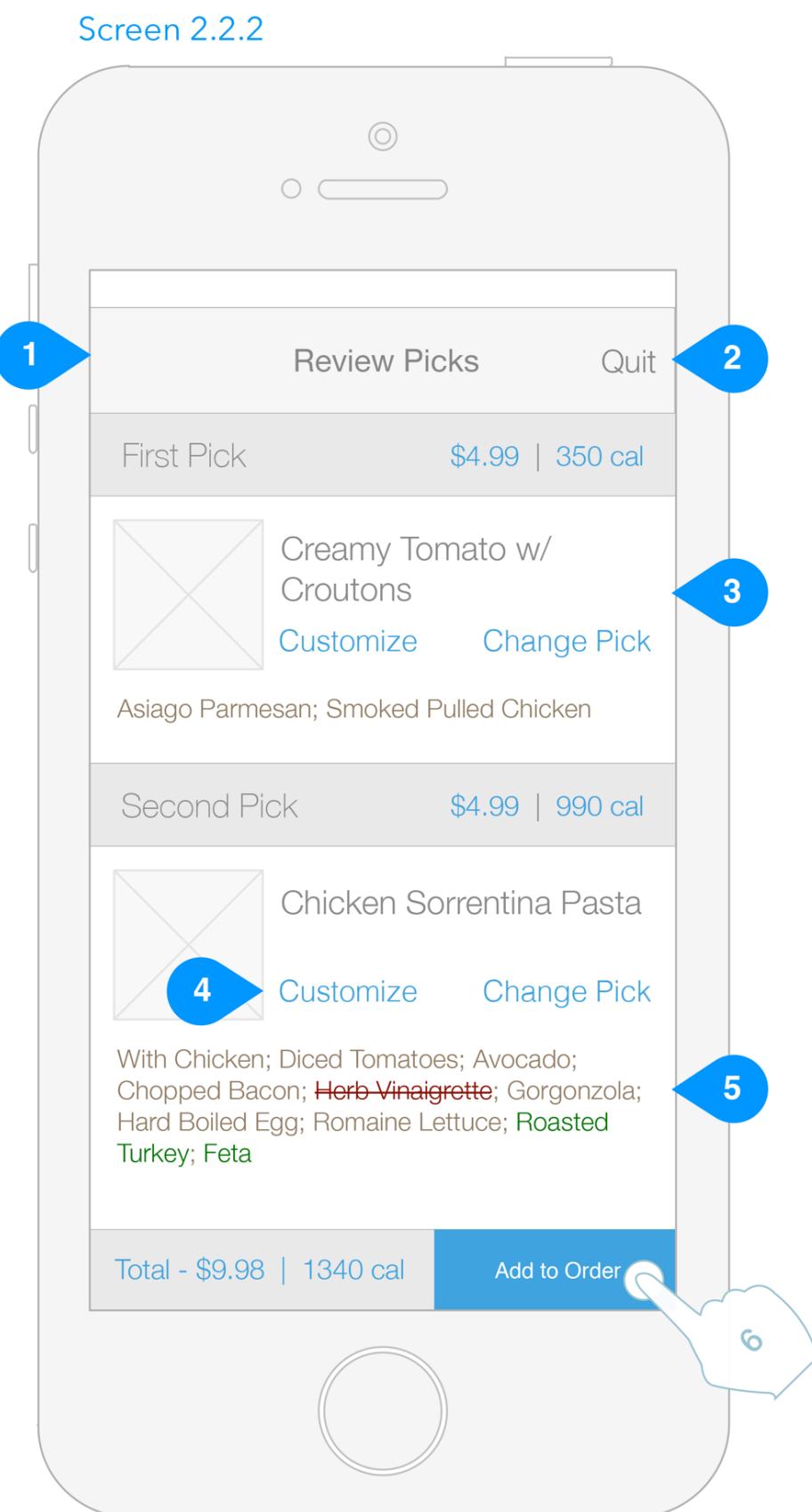
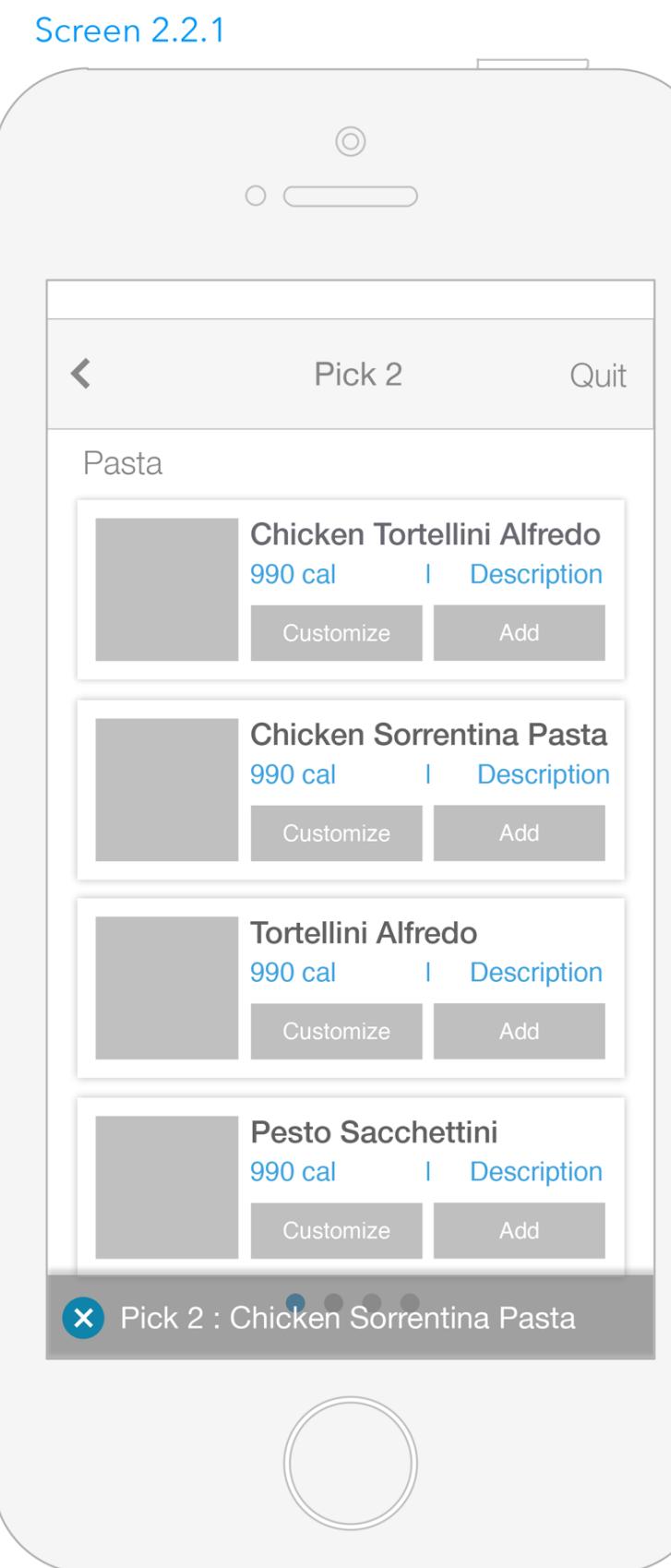
2.1 : Mobile - Pick 1



1 Tray Area

Adding and item will display the "Tray Area". When an item is added, this control will slide up from the bottom for 3 seconds and then slide back down. Initially no items will be in the tray so this area will not be visible. Once an item is added and the tray has been displayed for 3 seconds. It will slide back to the bottom but leave a small viewable area so the user may swipe up to view the entire tray. When the entire tray is viewable it will use the full height of the window. Tapping the "X" in the tray area will remove that item.

2.2 : Mobile - Pick 2



1 **Review Picks**
2 Seconds after a user add "Pick 2" the "Review Picks" window will slide from the bottom using the whole screen.

2 **Quit**
Tapping "Quit" displays "Are you sure you want to quit?" w/ "Yes" and "No" as options. If the user confirms then the flow stops and navigates the user to "Browse Menu"

3 **Pick Options**
Tapping "Customize" navigates the user to the Customization for that item by sliding this window down to reveal the customization flow. When the user has completed customization of an item, they will navigate back to the screen.
Tapping "Change Pick" navigates the user back to Pick selection by sliding this window down to reveal the Pick they are reselecting.

4 **Customize**
Tapping "Customize" starts the customization flow. See Section 3.0

5 **Item Description**
Displays the ingredients of an item. Any customizations will also be displayed here.

6 **Add to Order Button**
Tapping "Add to Order" will add the "You Pick Two" items into the cart. The "Review Picks" window will slide down from the top to reveal "Browse Menu" and the "Cart" control will slide up from the bottom when the "Review Picks" is out of view.

3.0 : Mobile - Start Customization

Screen 3.0.0

Screen 3.0.1

Screen 3.0.2

1 Back
Tapping "Back" navigates the user to previous page and stops customization flow.

2 Price and Calories
"Price" is a dynamic value that changes as ingredients are modified. Tapping "Price" slides the Review screen up from the bottom. [See Section 3.6](#)
Tapping "Calories" navigates the user to the "Calorie" information. "Calorie" information slide up from the bottom to cover the entire screen. [See Section 3.4](#)

3 Description
The item description is displayed here.

4 Size
Tapping "Size" displays a spinner to select a size relating to the item. Once a size is selected "Size : (Value)" value reflects that change.

5 Special Instructions
Tapping "Special Instructions" navigates the user to the "Special Instructions" screen. [TBD](#)

6 Side Choice
Tapping "Side Choice" navigates the user to the "Side Choice" screen. [TBD](#)

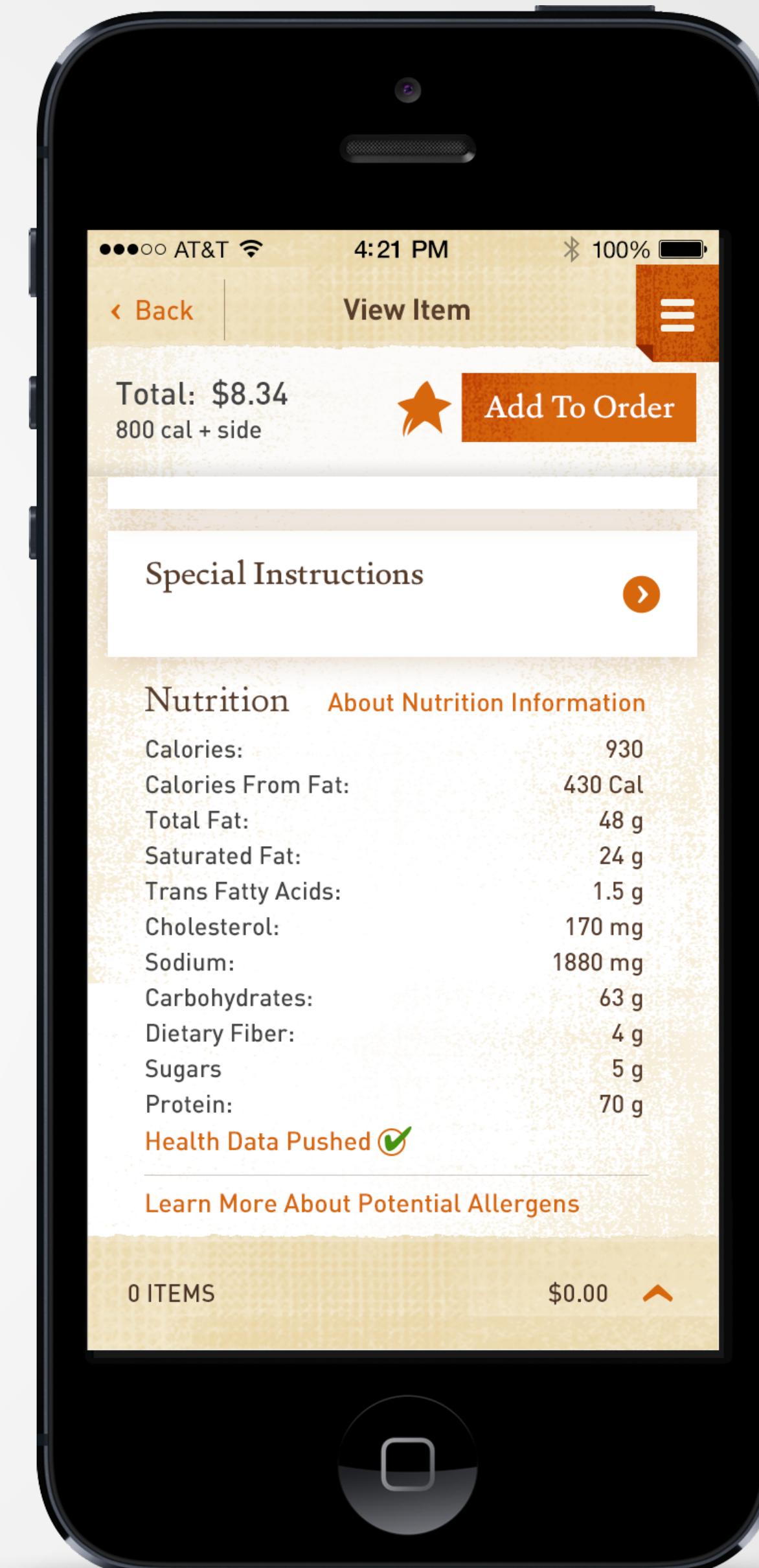
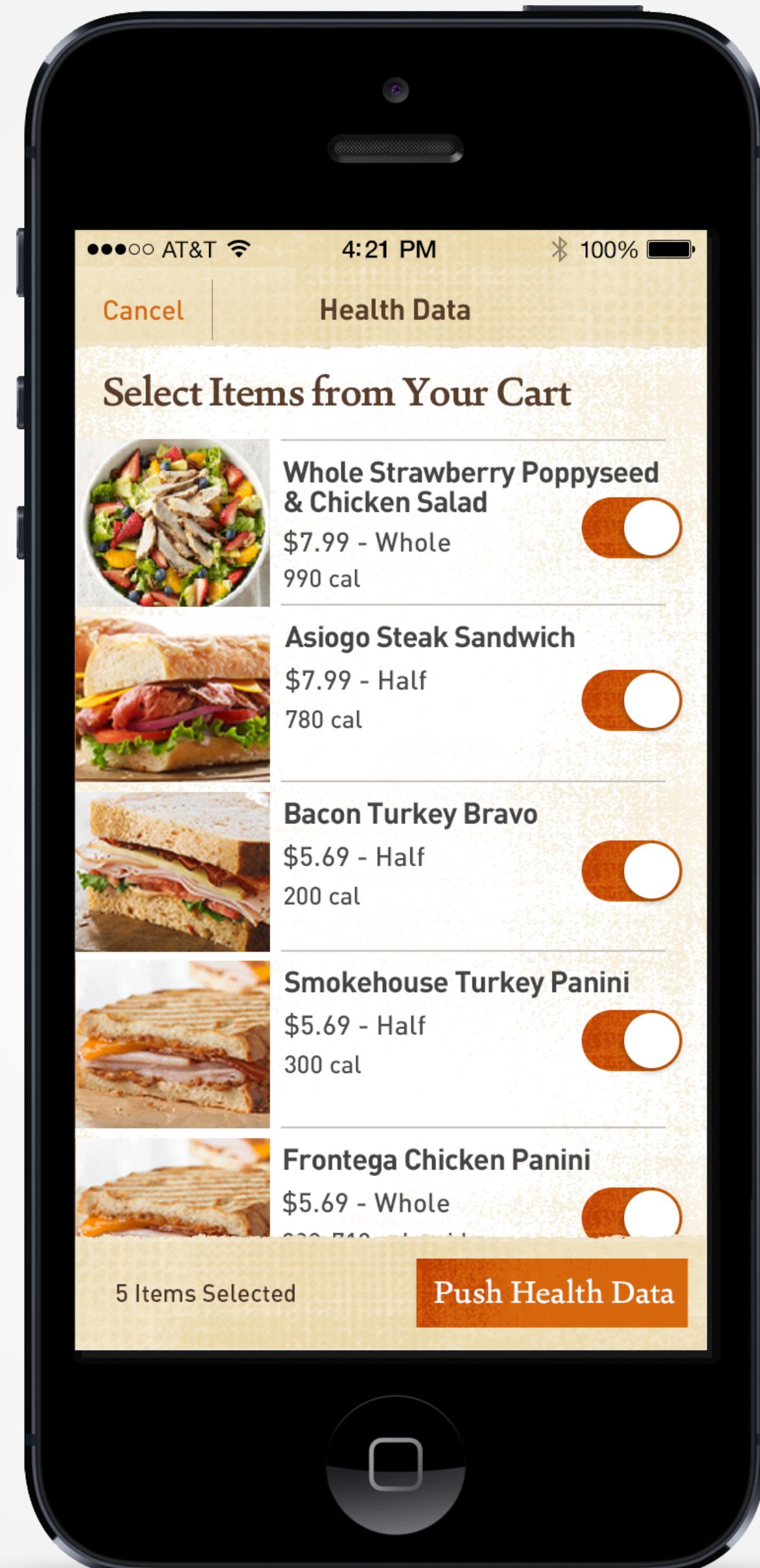
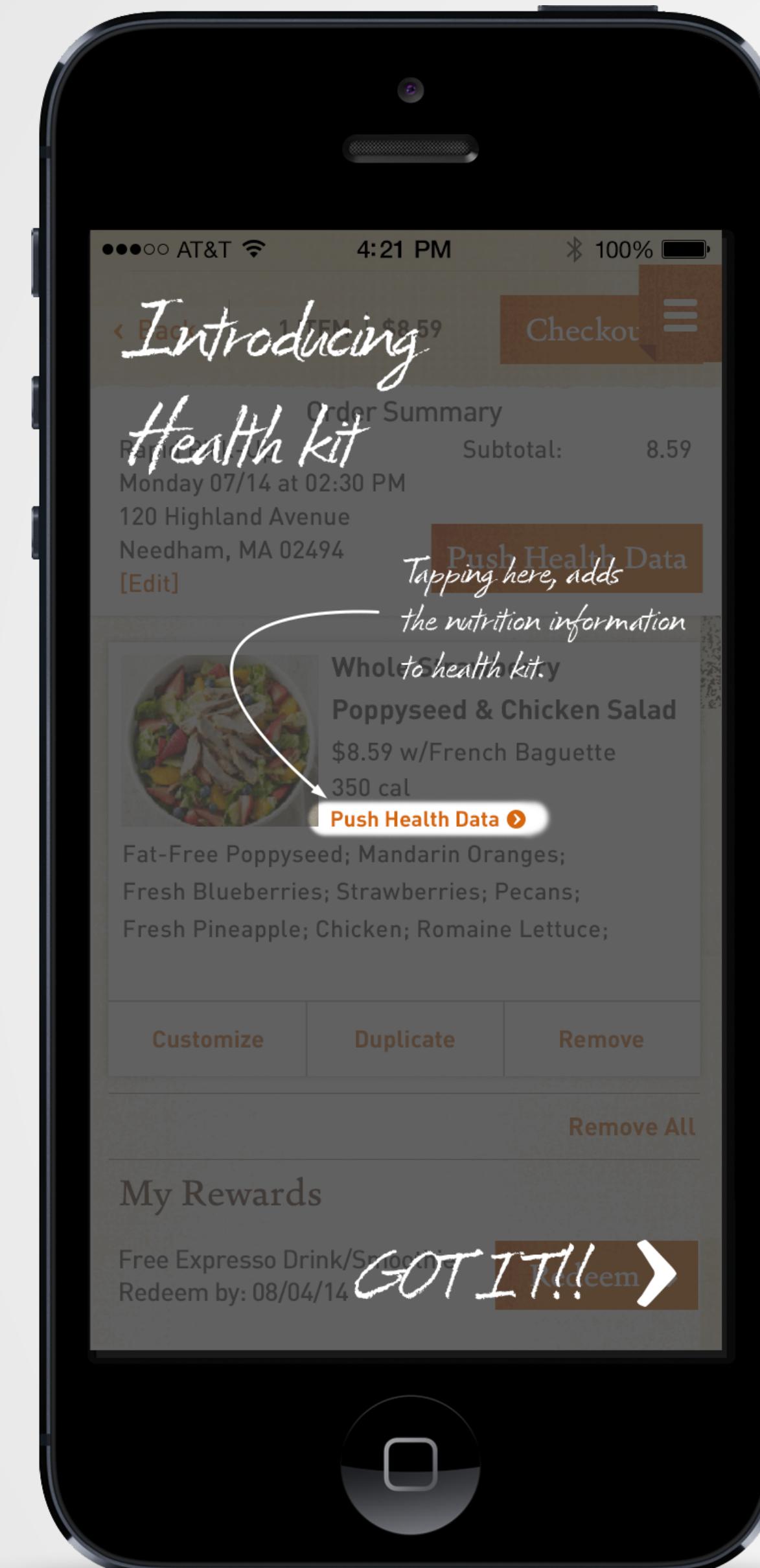
7 Customize Header
Displays which pick is being customized.

8 Item Image
Image of the item.

9 Add Pick Button
Tapping "Add Pick" adds the item to the "You Pick 2" summary and order.

10 Customize this Item
Tapping "Customize this Item" navigates the user to the customization screens for that item.

11 Coachmarks
Only displays on first use of this updated area. If the user has customized from the updated design, this will not be displayed. Coachmarks are only displayed once.



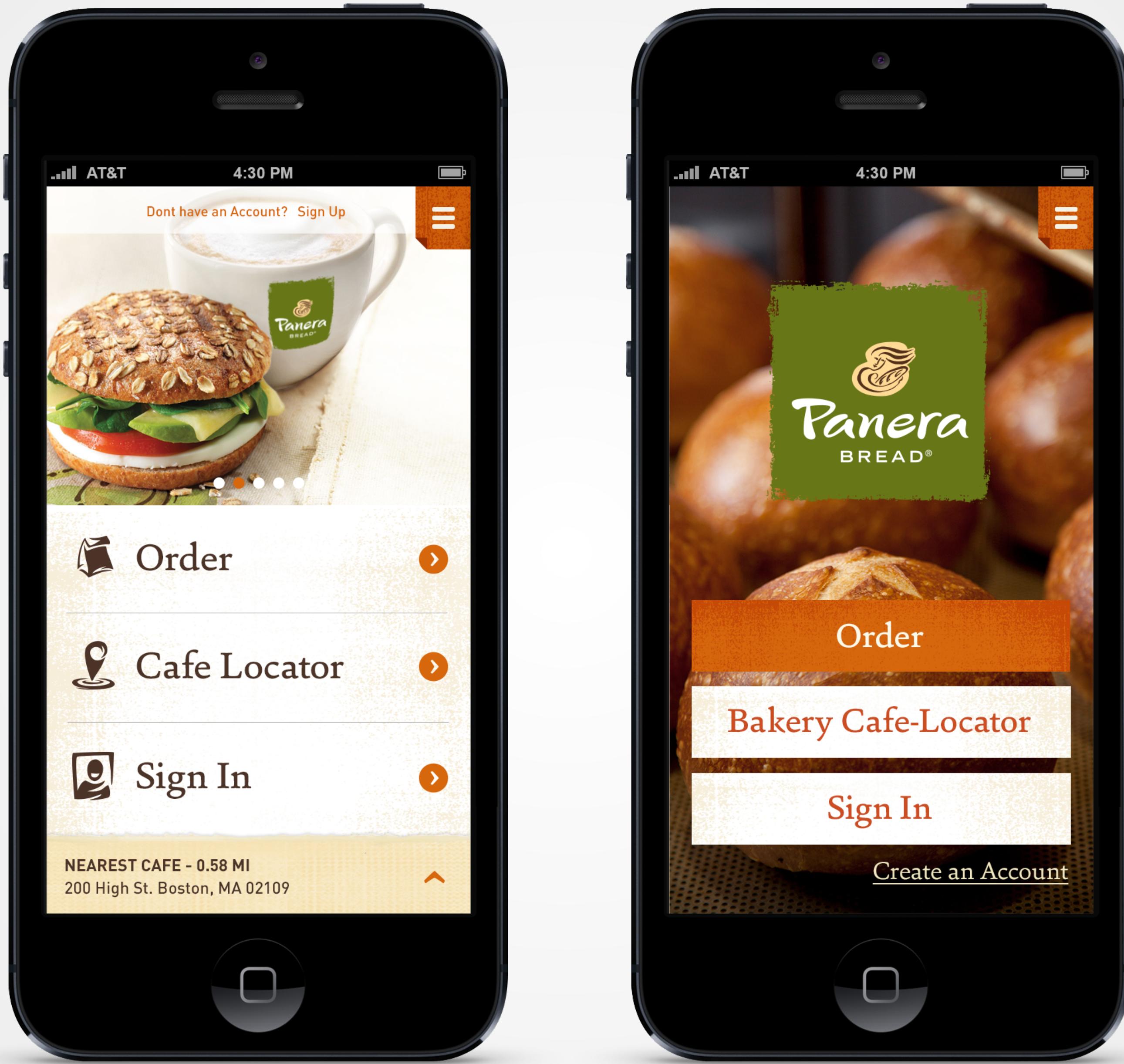
The image displays two side-by-side iPhone screens, each showing a different screen from a mobile application. Both phones are black and show a white interface with orange and brown accents.

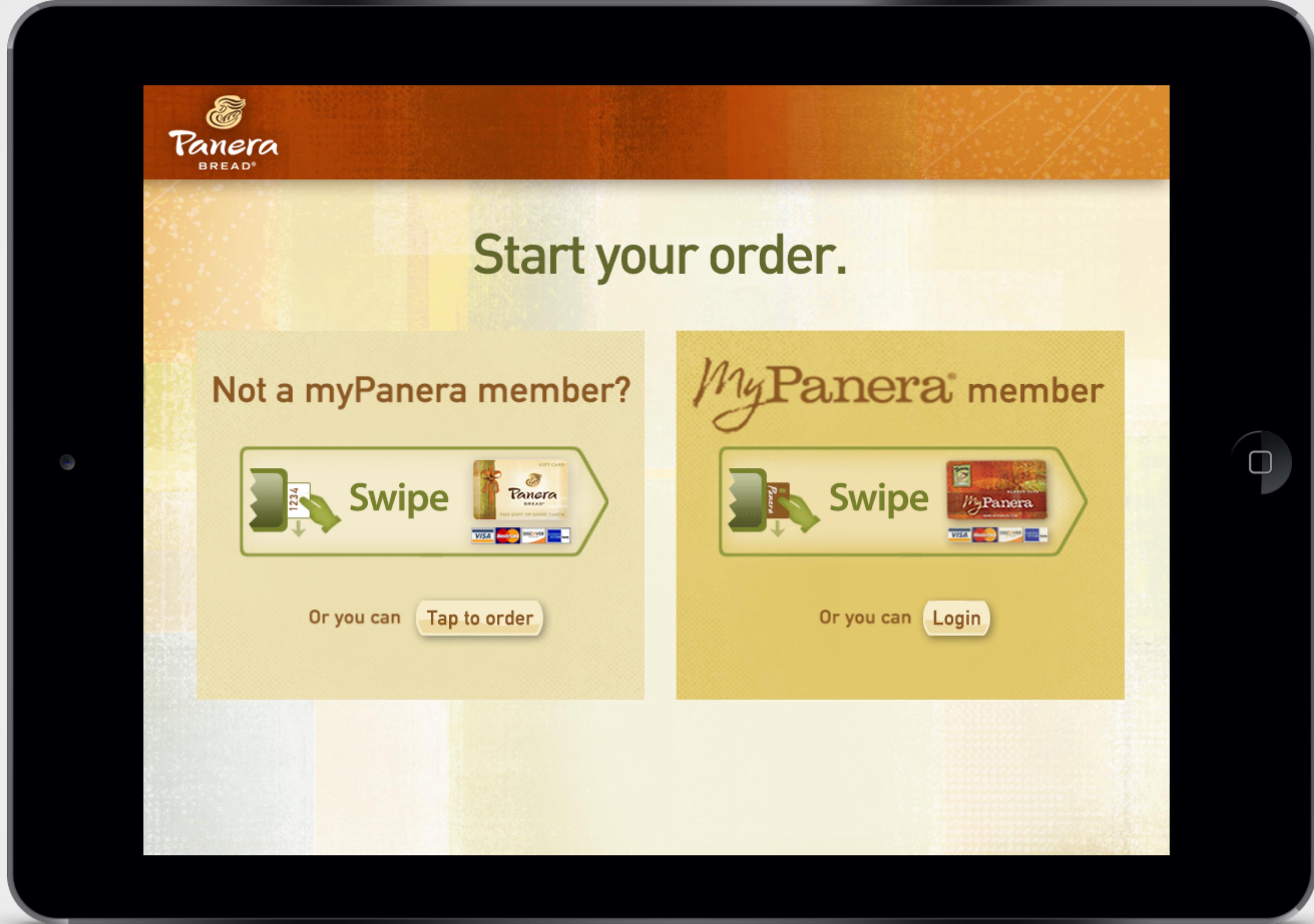
Left Phone Screen:

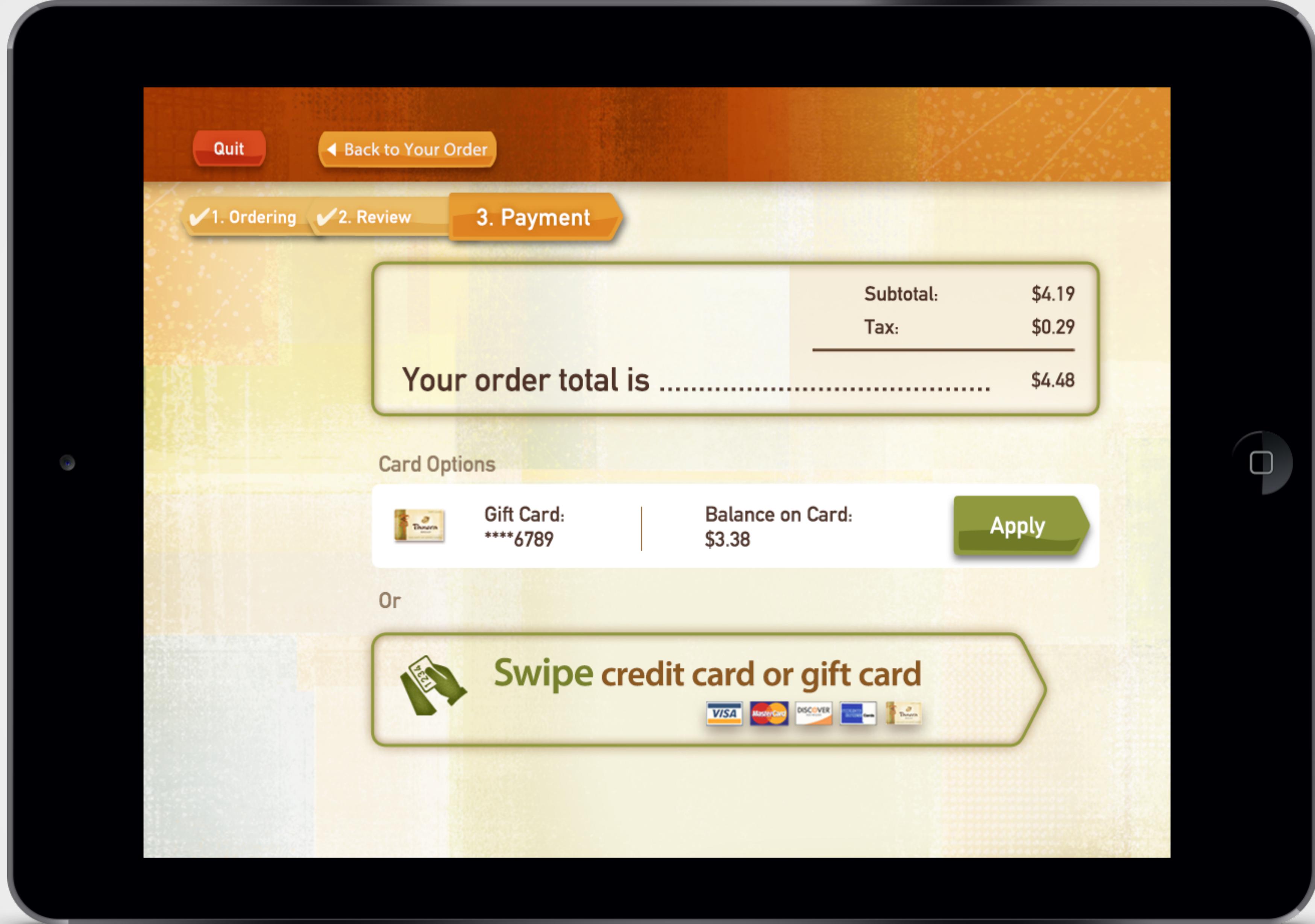
- Header:** AT&T, 4:21 PM, 100% battery.
- Section:** My Cards
- Cards Section:** Credit Cards
 - My Personal Card (Default)
Visa | ****7327
 - My Work Card
Amex | ****3487
- Gift Cards Section:** Johns Gift Card
Gift Card | ****1234 Balance \$10.00
- Buttons:** Add Card (orange)

Right Phone Screen:

- Header:** AT&T, 4:21 PM, 100% battery.
- Section:** Submit Payment
- Order Summary:** 1 item
 - Subtotal: 8.59
 - Tax: 0.60
 - Total: \$9.19
- Payment Information:**
 - Card Number: 1234567890123401234 Apply
 - Discount Code: Have a discount code? enter it here. >
 - * Payment Type: Card Type (dropdown menu)
 - * Credit Card Number
 - * Card Holder Name





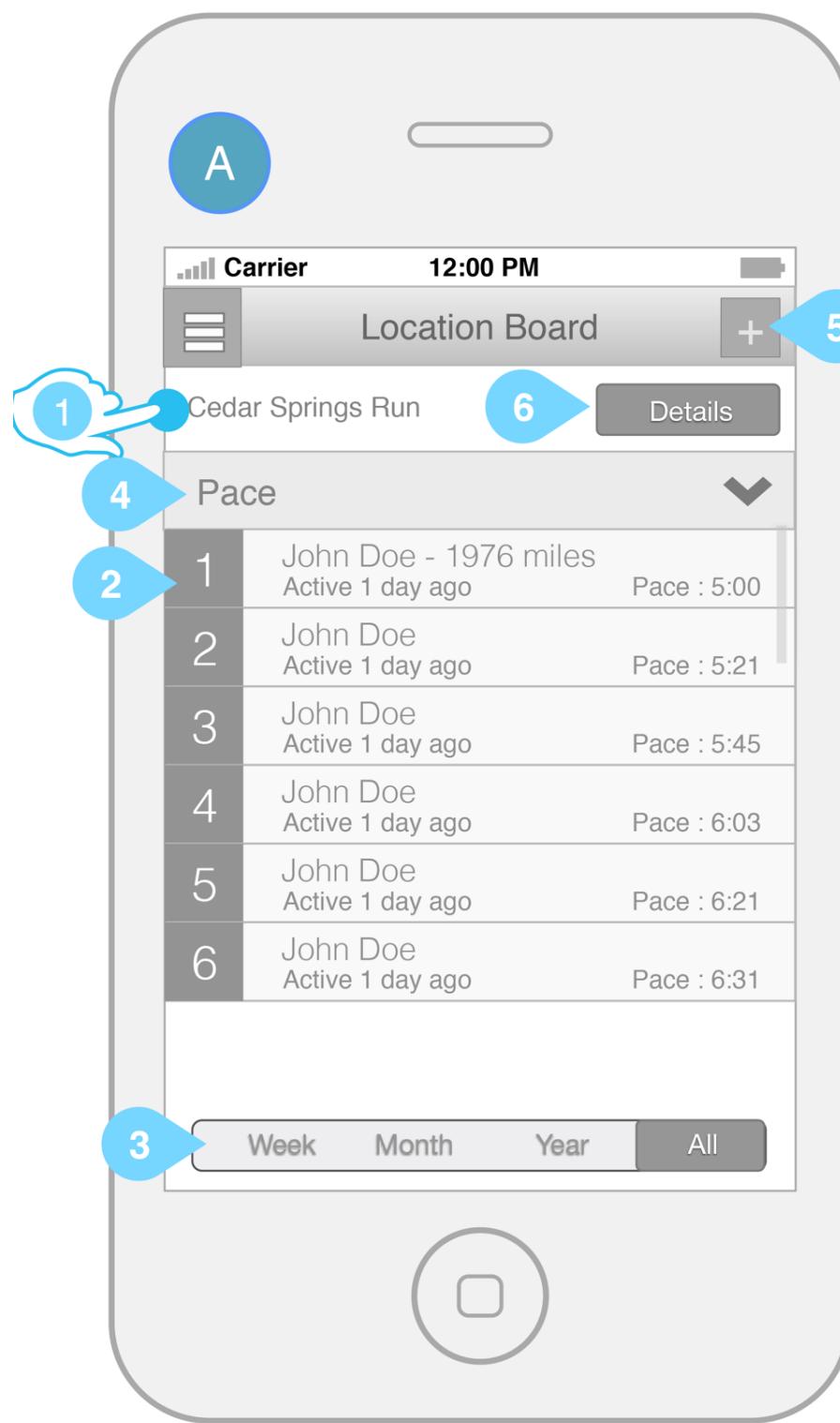


The Weather Channel

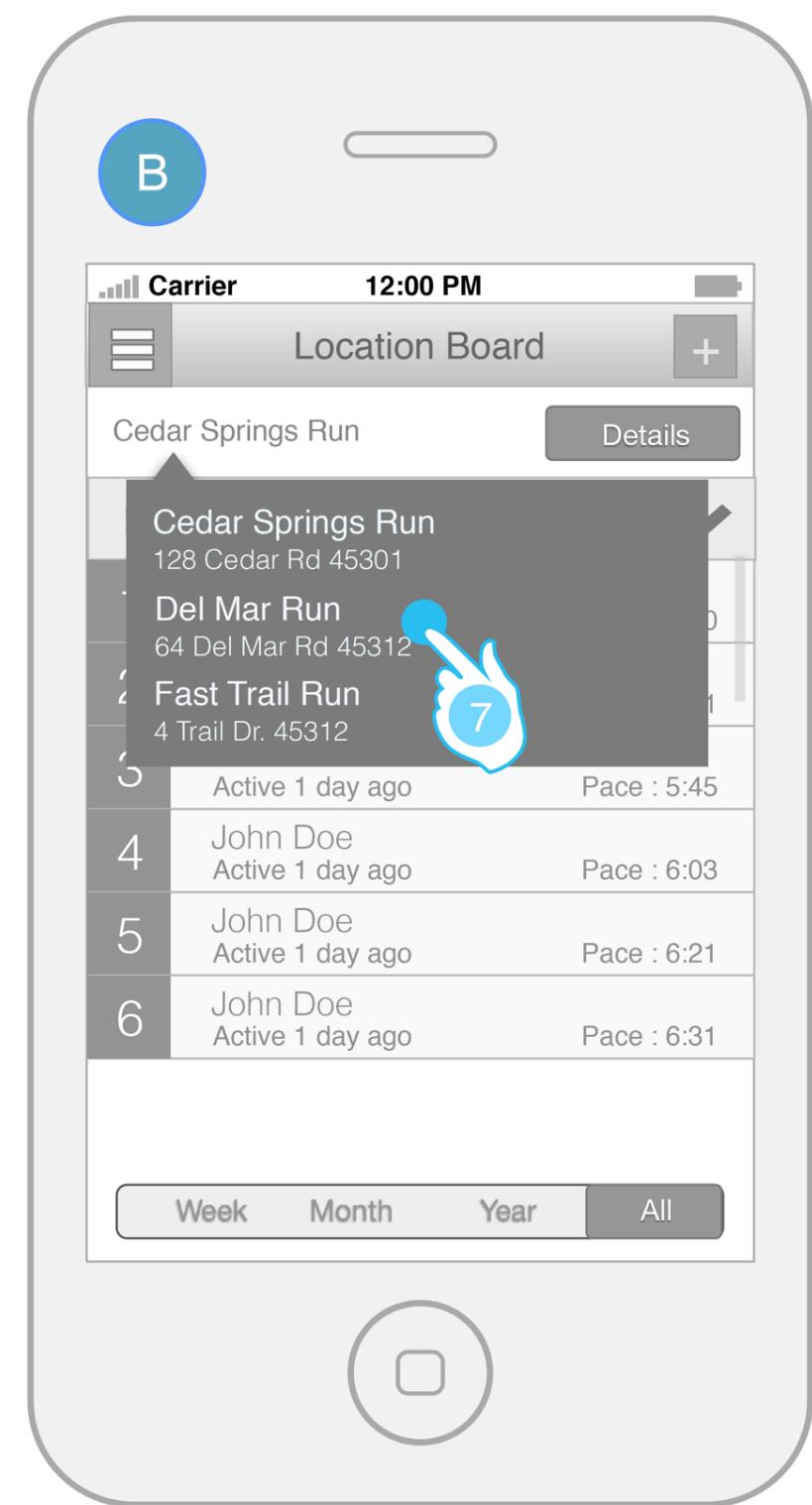
Running Application

TWC 003 : Application Wireframes

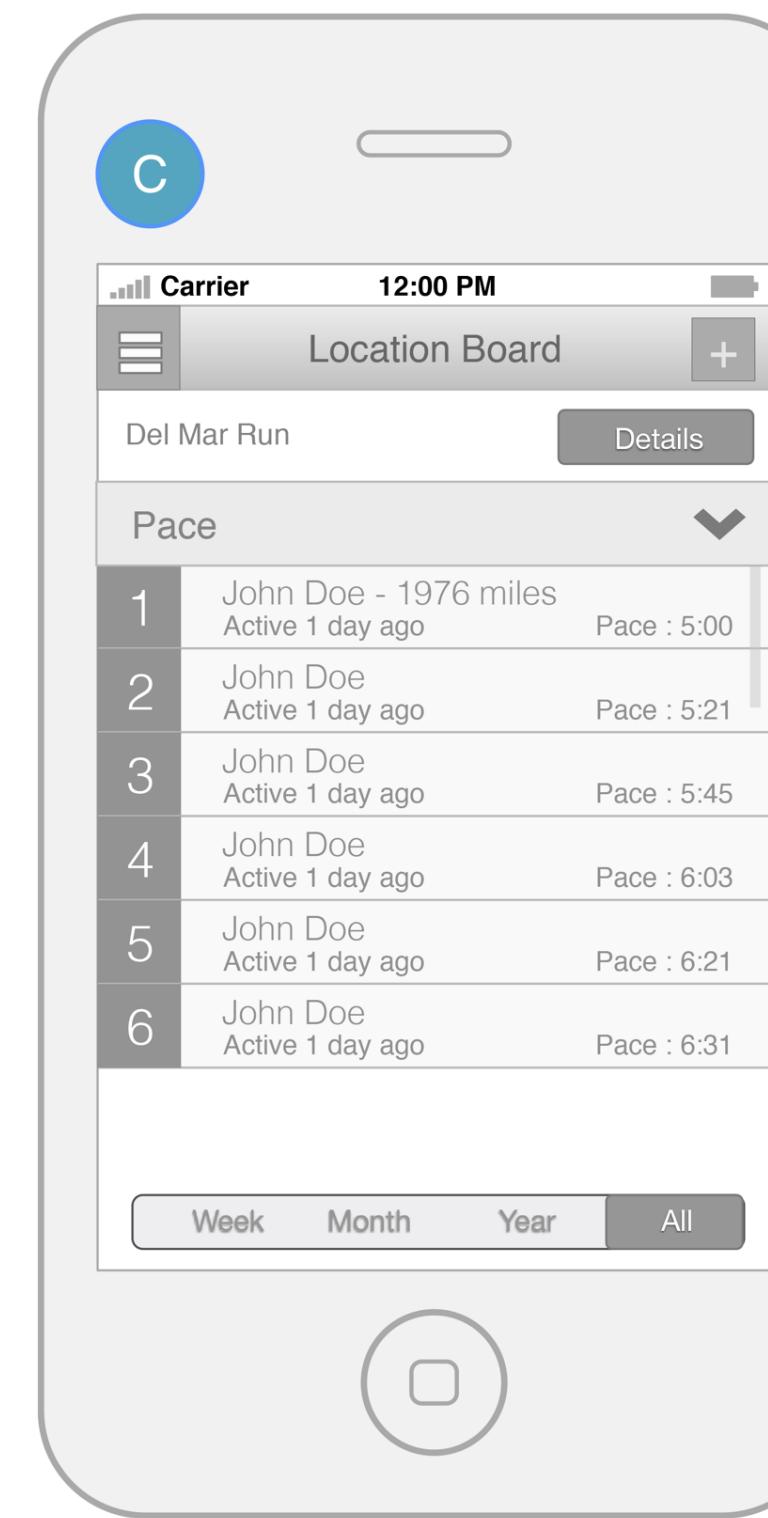
11.0 - Location Board & Landing Page



[Visual Design Doc.](#)



[Visual Design Doc.](#)



[Visual Design Doc.](#)

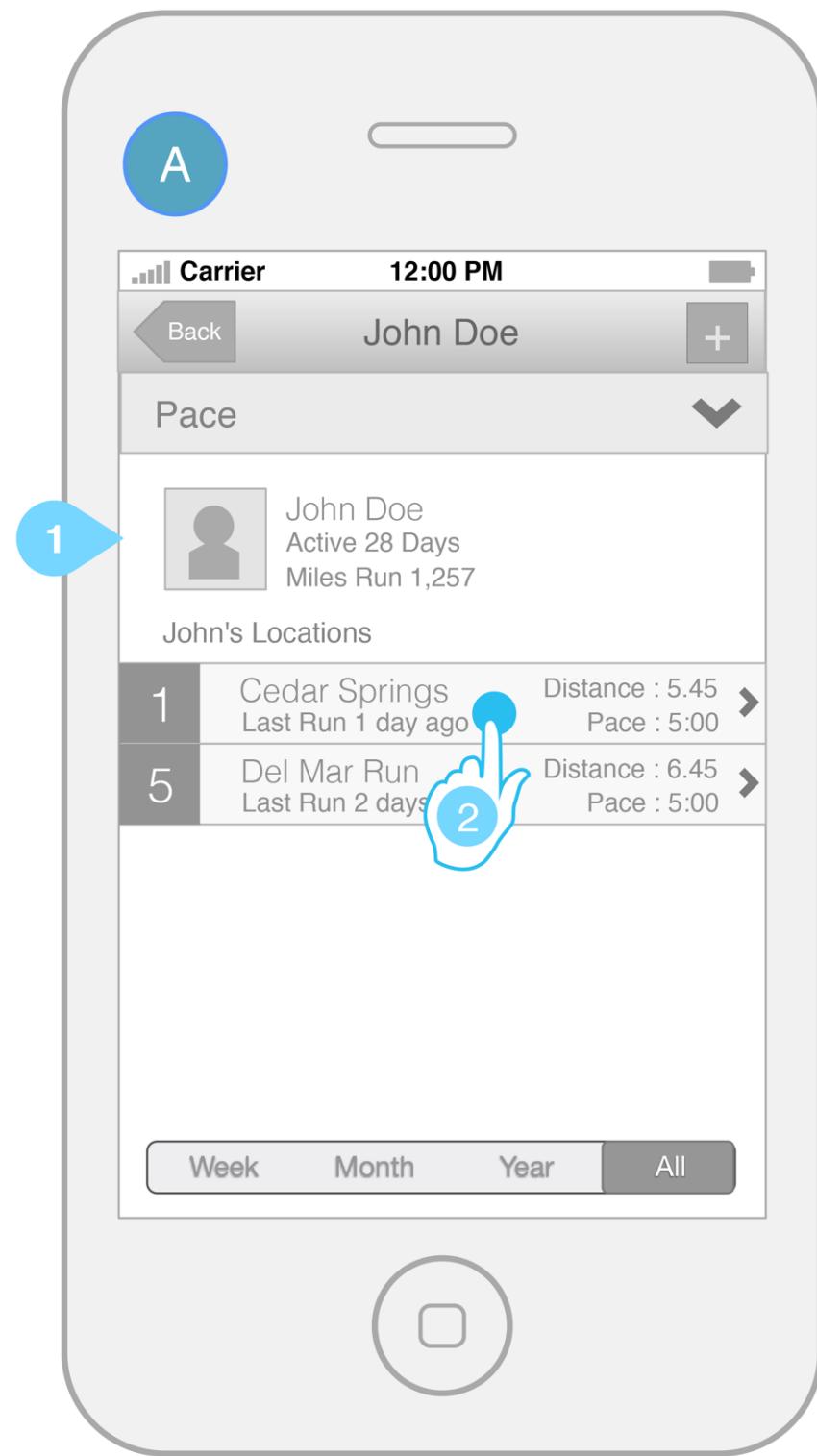
INTERACTION NOTES

Location Board is accessed from the settings menu or from the run screen. The leader board list is scrollable.

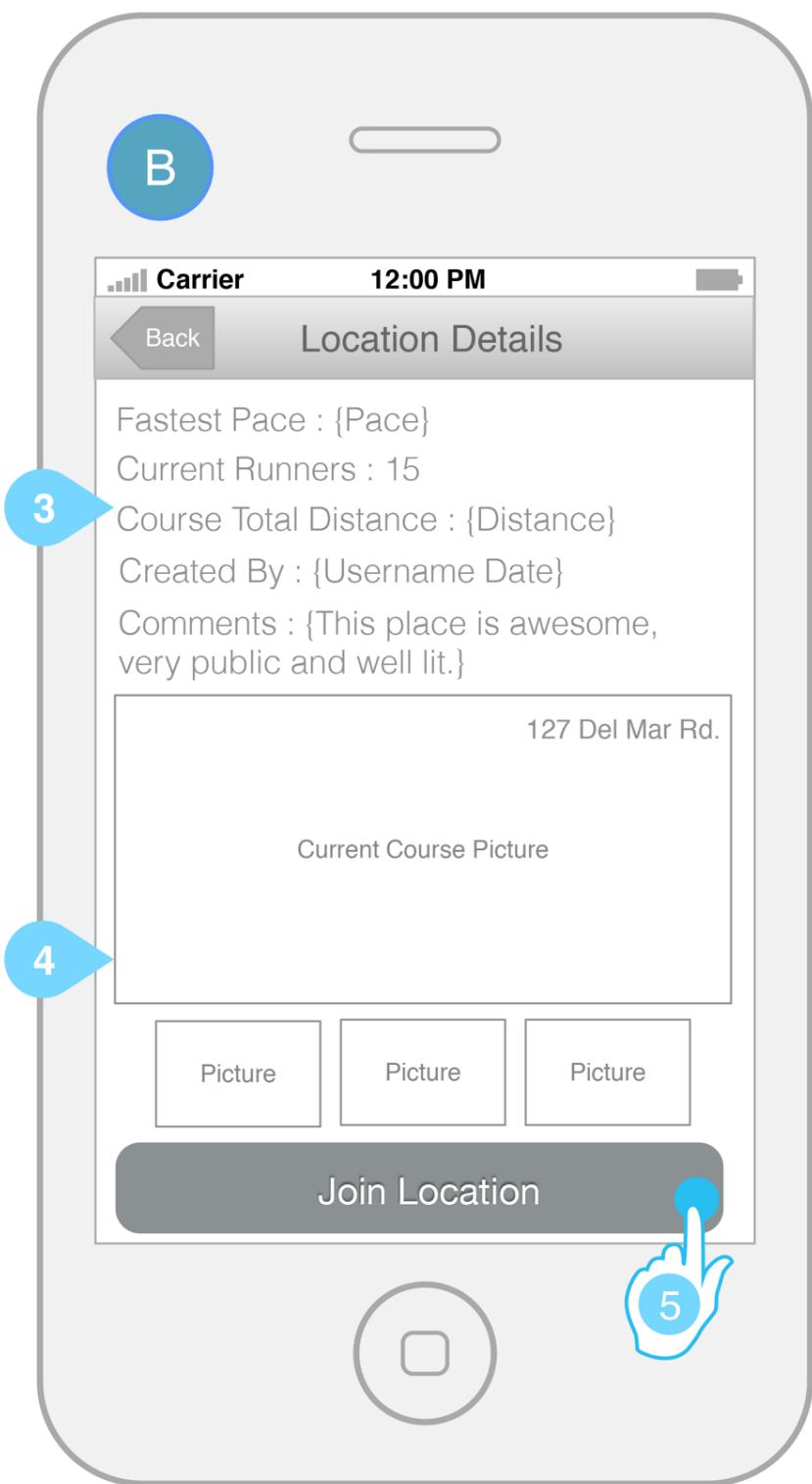
- 1 Leader Board name provides the current leader board being displayed. Tapping this will provide a list of leader boards the user currently belongs to.
- 2 Placement number for users in the leader board. In the rows will be displayed relevant data associate with that user. EG: Pace will have fastest pace.
- 3 Time Range control allows the user to select a time range to adjust the leader board.
- 4 Filter Allows the user to change the Run Type that is displayed. Tapping on filter will open a list of Run Types : # of Runs, Pace, Mileage and Time. Time is the total time of a runner over time and runs.
- 5 Add Button - Once tapped the user will be given the choice of adding a location or creating a location via a pop over menu.
- 6 Detail View will change the current display to a more detailed view of the current location displayed
- 7 Drop down list of leader boards that user currently subscribes. Tapping an item from the list will display the location board for that item.
- 8 Leader board list provides a list of current runners in the leader board. Tapping a row displays that user's profile information.

TWC 003 : Application Wireframes

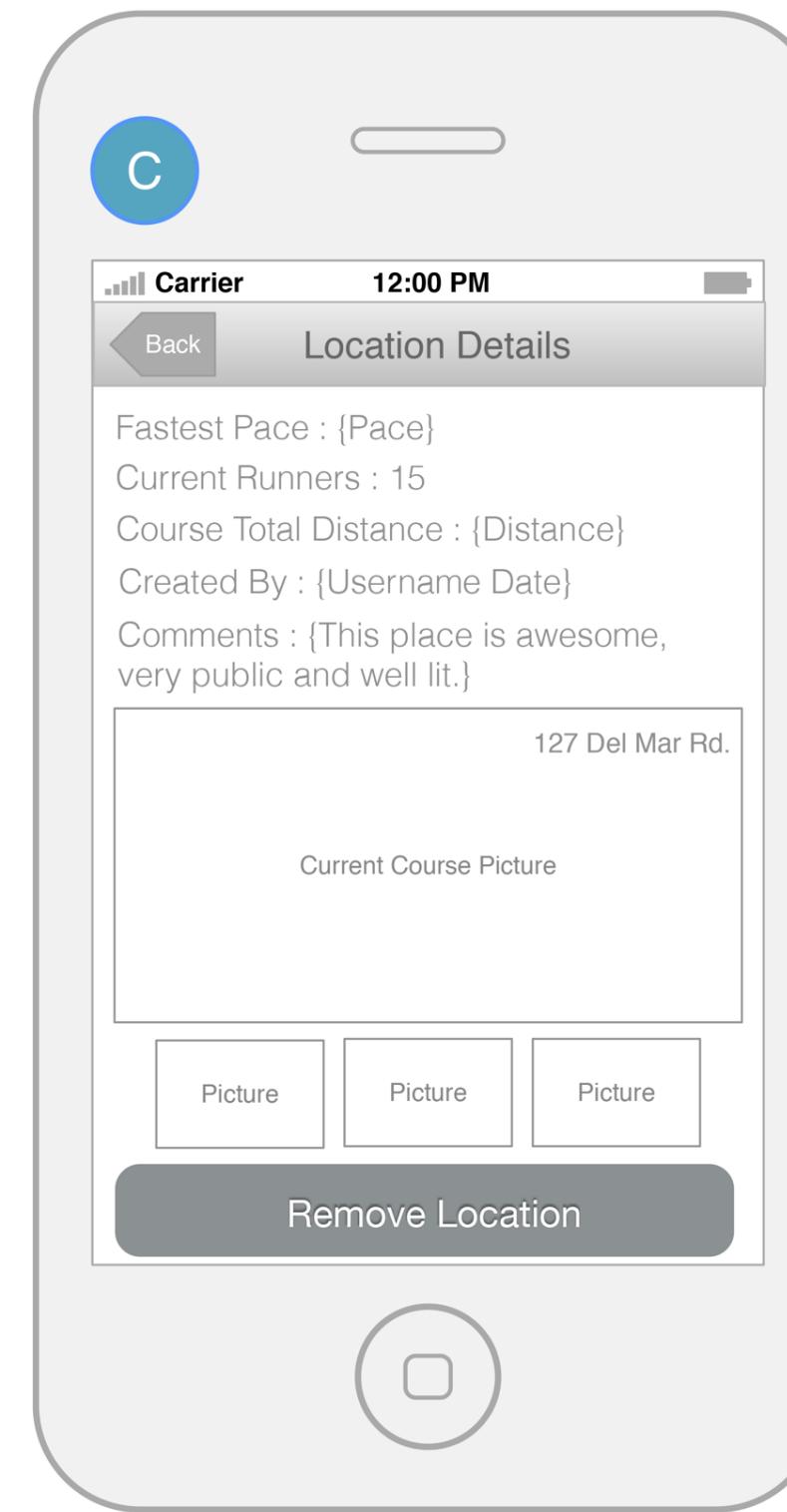
11.1 - Location Board & Runner Profile



[Visual Design Doc.](#)



[Visual Design Doc.](#)



[Visual Design Doc.](#)

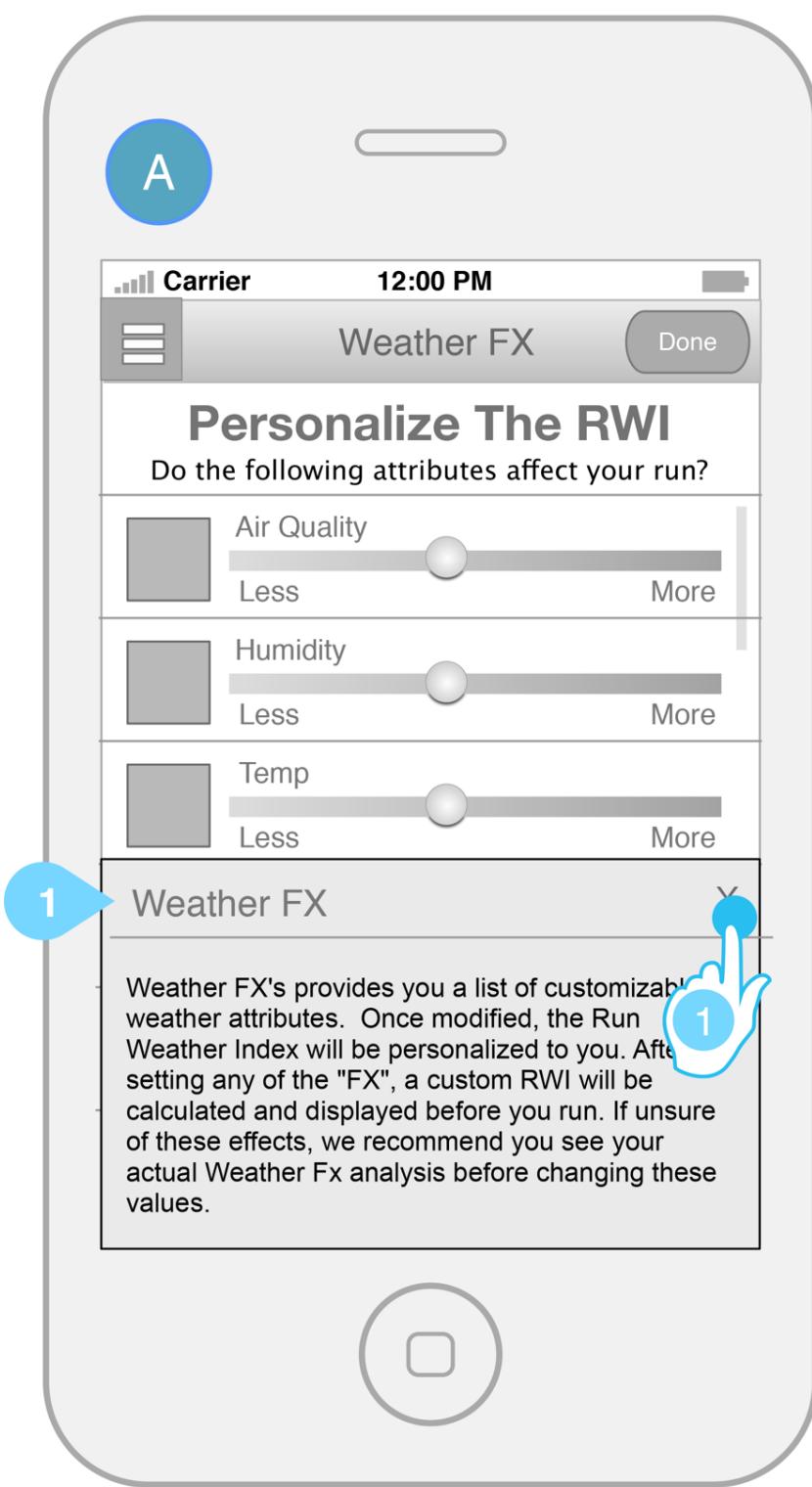
INTERACTION NOTES

Leaderboard is accessed from the settings menu. The leader board list is scrollable

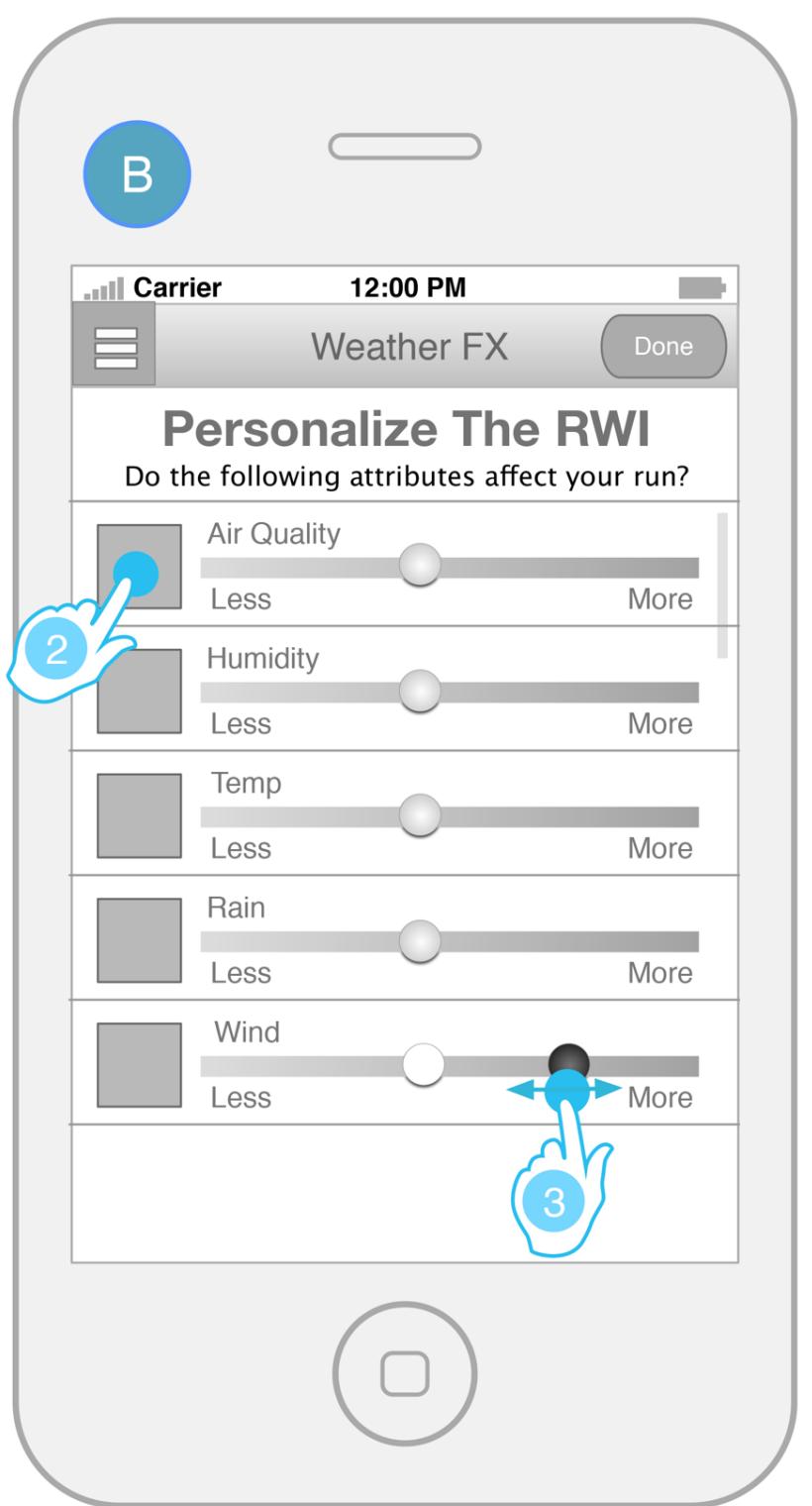
- 1 Profile information shows the basic runner profile information of a user in the leader board.
- 2 Location Boards that the current user is subscribed to. This list is scrollable and tapping an item from the list will provide the user with a view of that location.
- 3 Location Data shows the relevant information of a user that belongs to that particular leader board.
- 4 Picture of Location shows a user uploaded photo of that leader board area. Multiple pics can displayed. The add photo button allows the user to create and upload their own photo from the camera or gallery.
- 5 Join Location button allows the user to subscribe to a location. After Subscribed the button will display "Remove Location".

TWC 003 : Application Wireframes

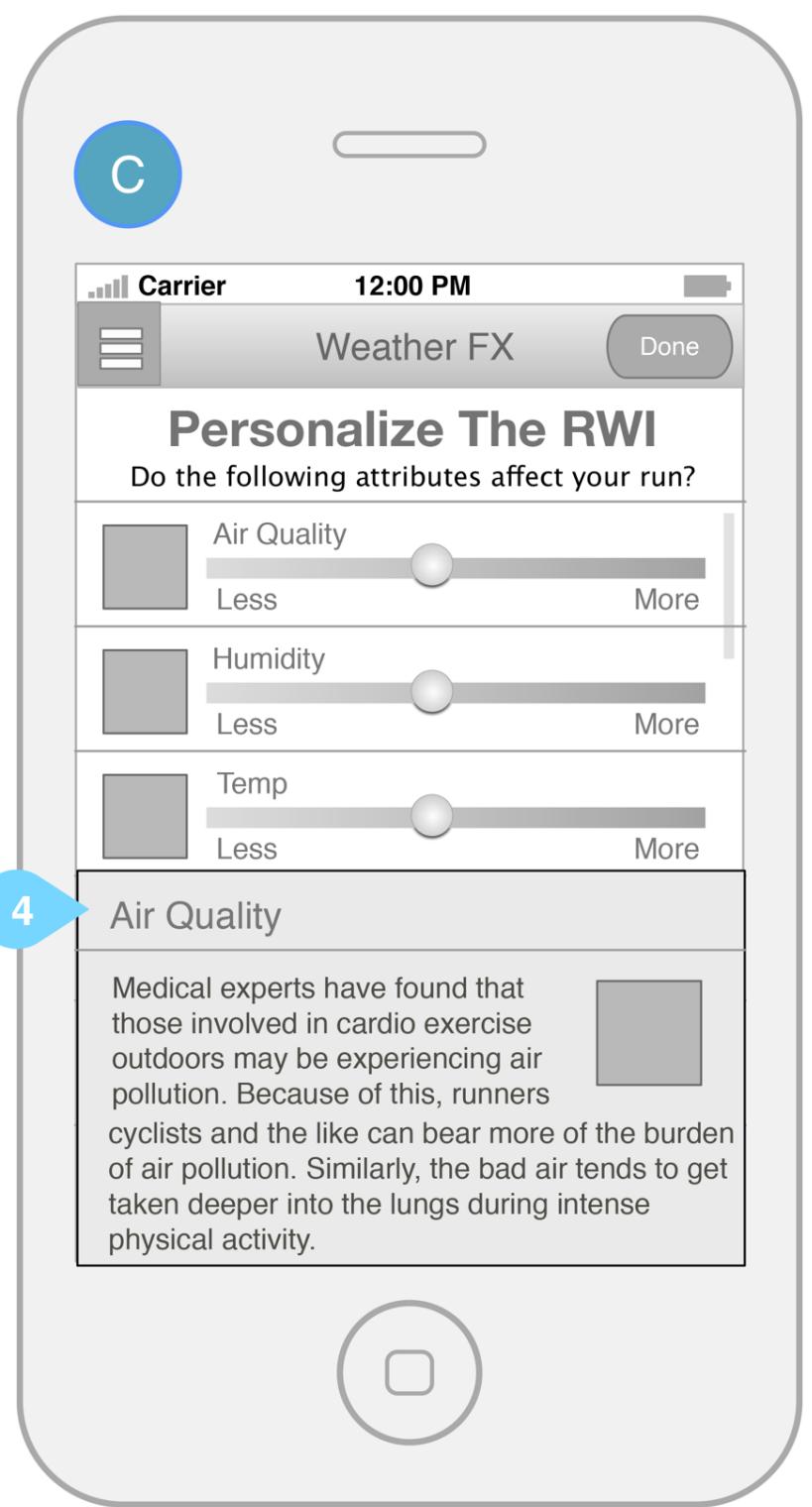
12.0 - Weather fx - Impact Levels



[Visual Design Doc.](#)



[Visual Design Doc.](#)



[Visual Design Doc.](#)

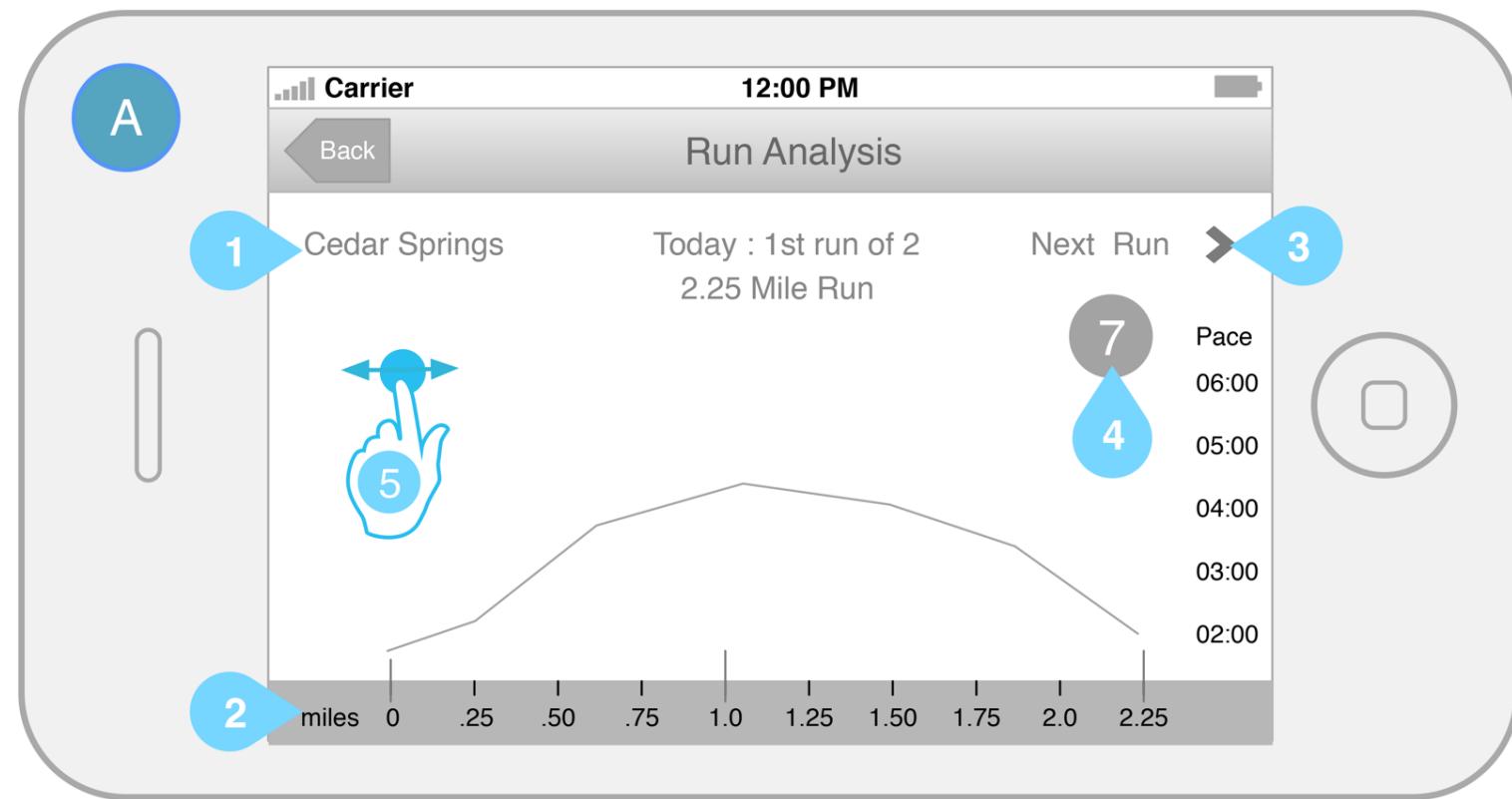
INTERACTION NOTES

My Weather FX : Is accessed from the Main Navigation and is editable when accessed through that entry point; otherwise, the display is read only and cannot be adjusted. This screen provides and adjustable display that affects the users RWI. The user can review information about a particular weather effect and slide to adjust that effect.

- 1 The first time a user access the "My Weather FX" screen (This instance is from main menu) they will see a window that provides detail on the Weather FX and what it provides.
- 2 Tapping the icon for a weather effect will bring up a slide panel that allows the user more contextual information about that effect.
- 3 Weather FX Sliders - Users can adjust the effect by dragging the slider left or right. While adjusting the slider a ghosted image will represent where the slider was and an affordance for where the slider is will also be displayed. The edit feature is available if the user has navigated to "Weather FX" from the main navigation or selected "Customize RWI" in Section 7.2. If navigating from Post Run by tapping "Customize My RWI" the menu button will be replaced with a "Back" button.
- 4 The slide up menu will appear from the bottom and provide contextual information. Tapping outside the panel will close the panel. Alternatively the user can tap the X to close.

TWC 003 : Application Wireframes

13.0 - Analysis Day View



[Visual Design Doc.](#)

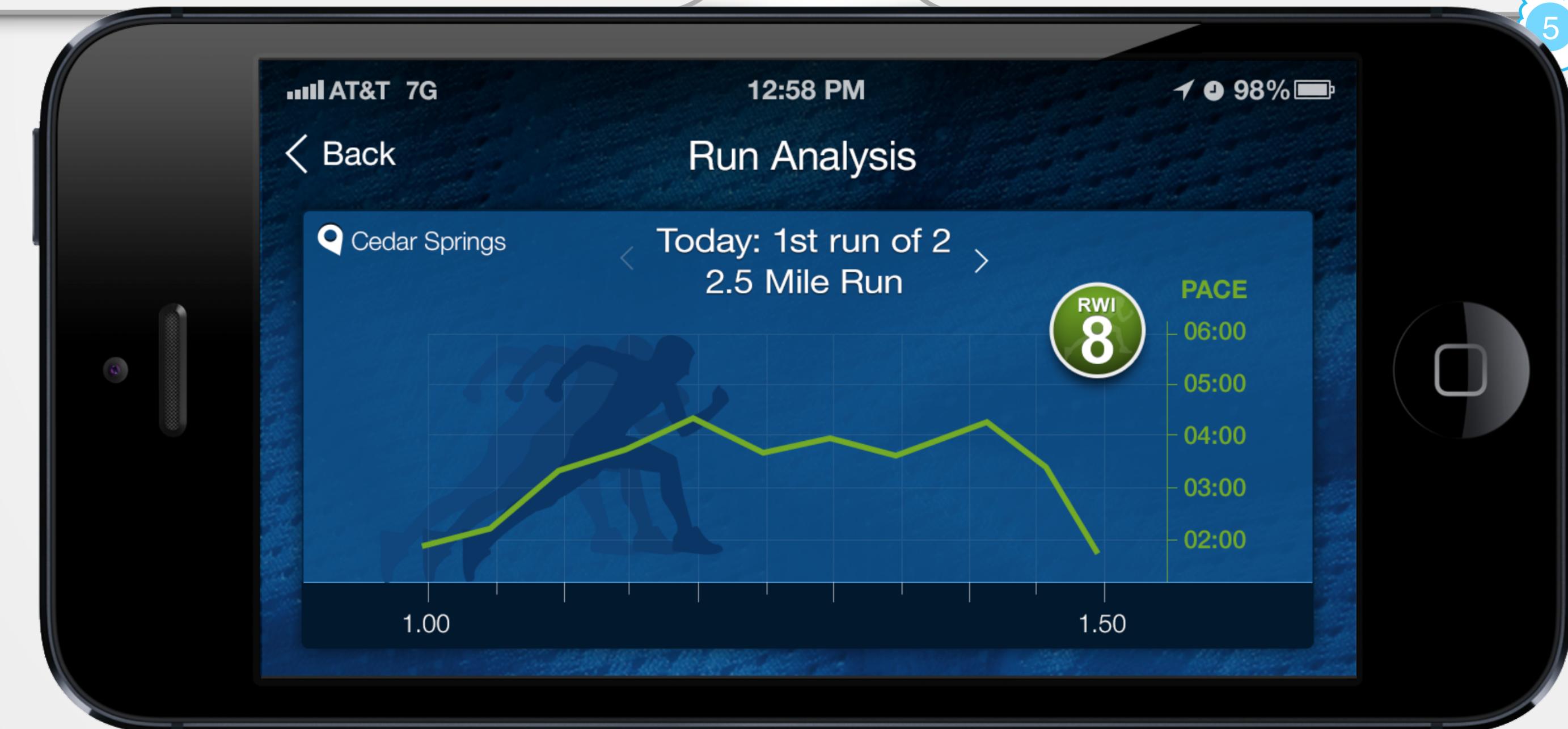
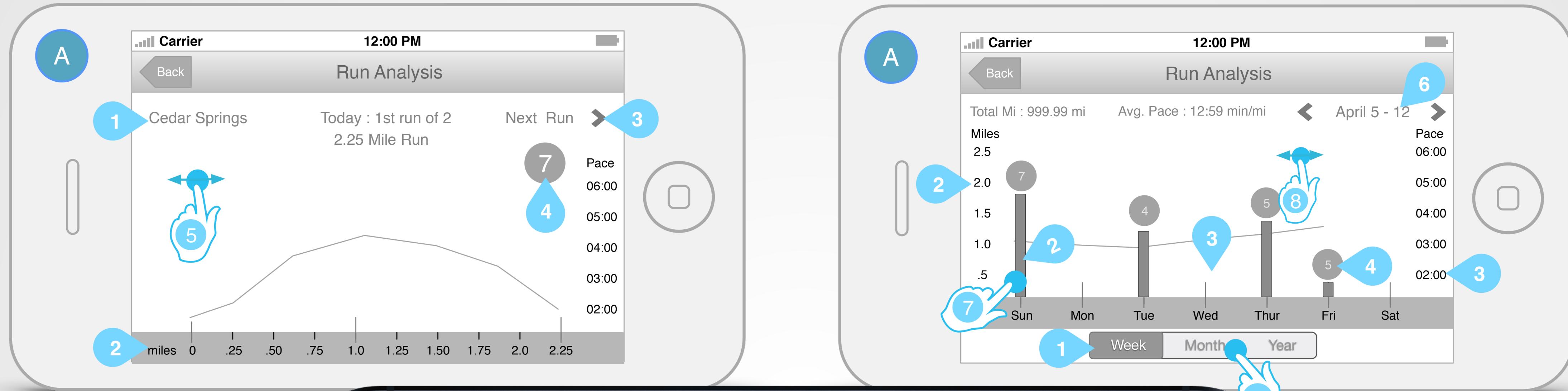
INTERACTION NOTES

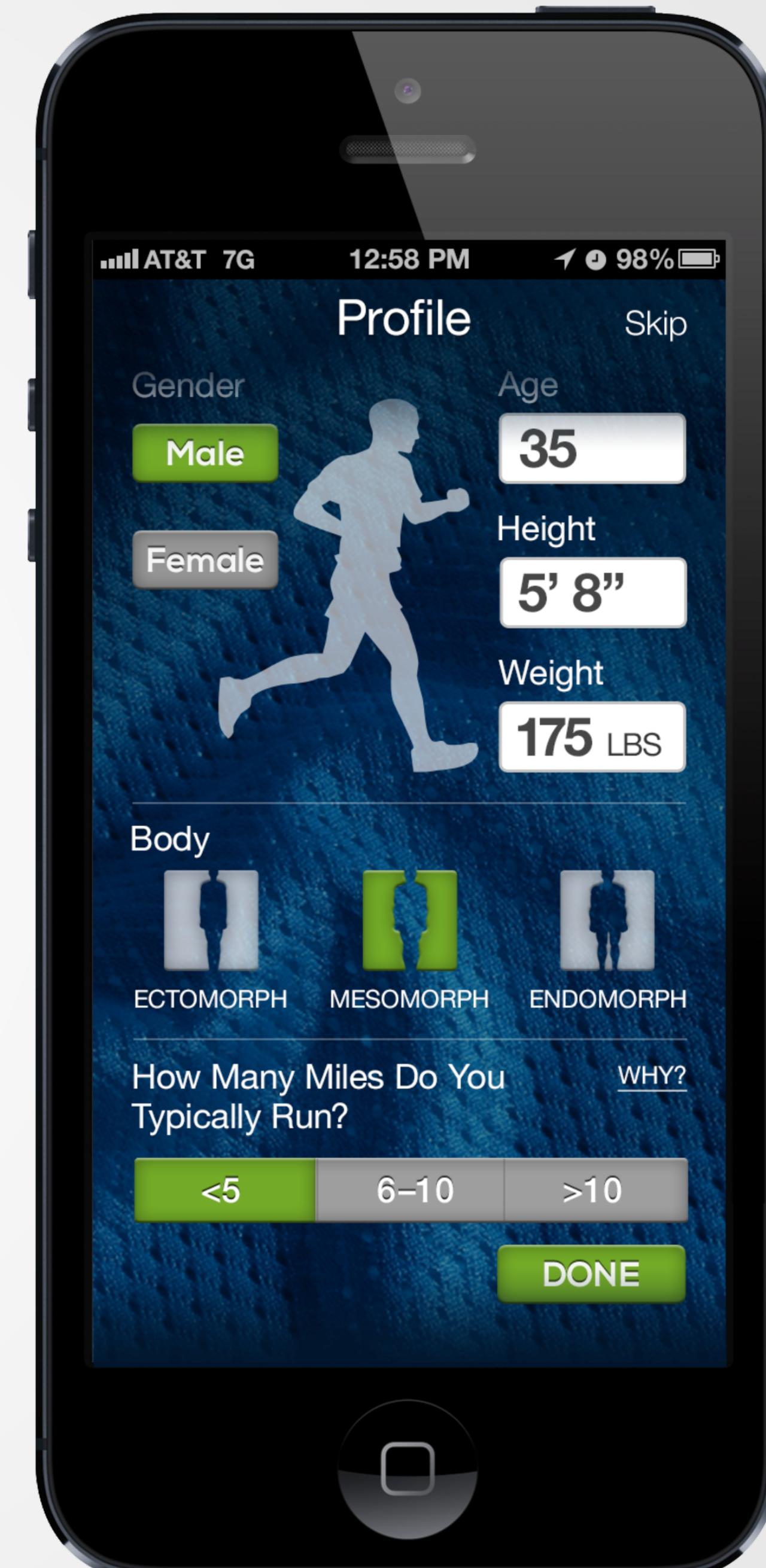
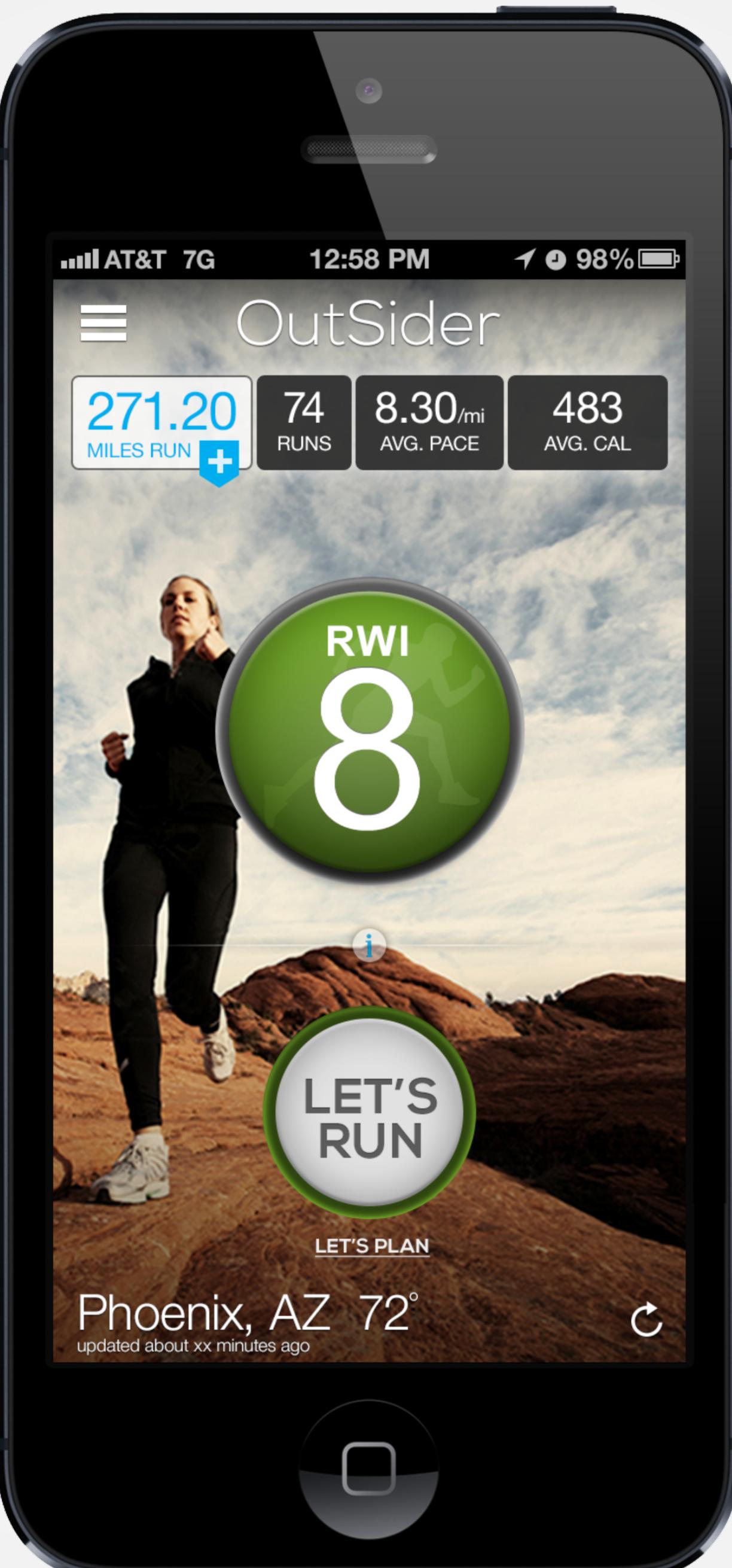
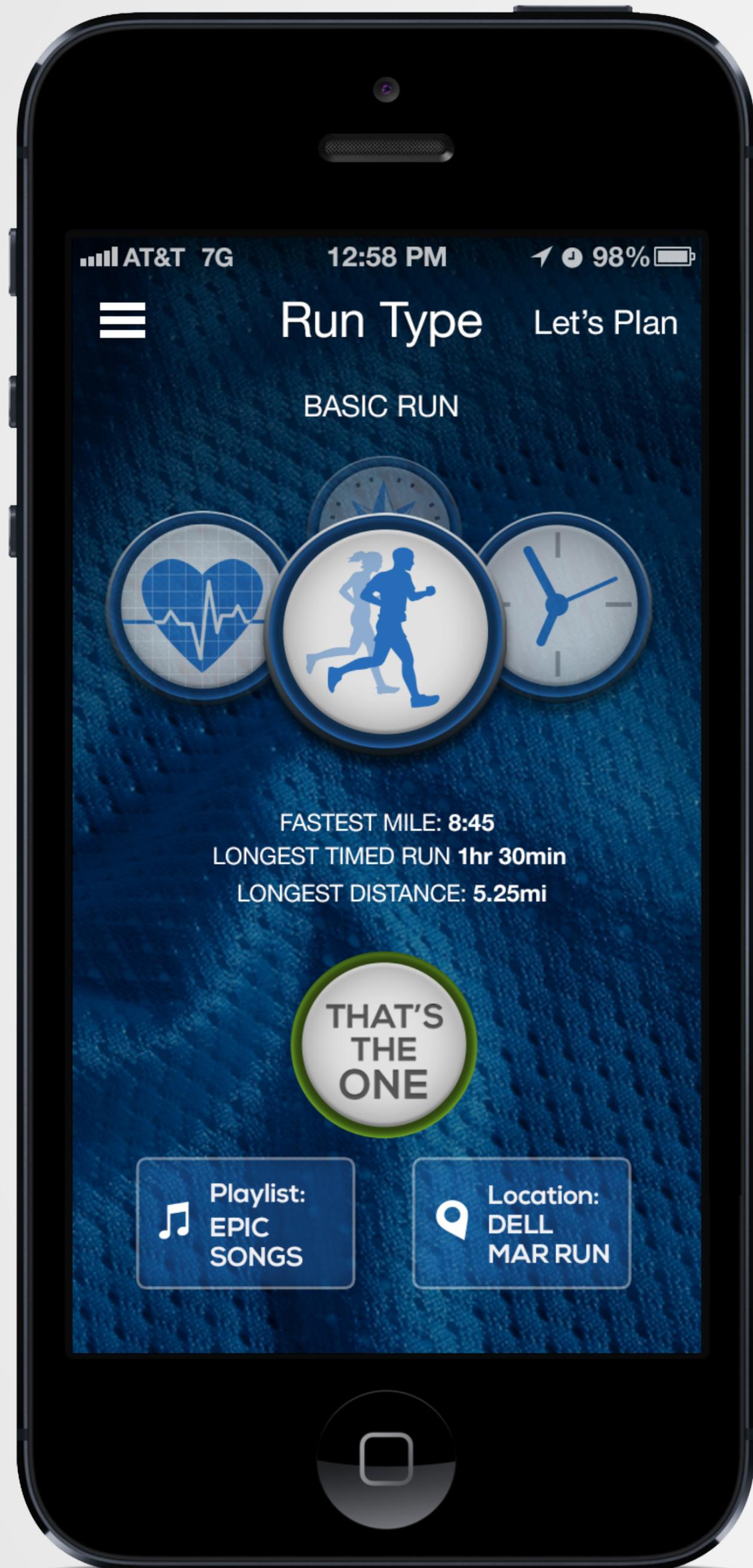
Run Analysis View : Is displayed after a post run when the user navigates to "Analysis" from the "Analysis" icon located in the "Run Details" screen. Day view, as displayed here, can also be accessed if the user taps a bar from the chart while viewing weeks in the next section 13.1.

- 1 Location Detail - When viewing an individual run, the location will be displayed along with "Today : 1st Run of 2" or if one run exists for the day, date stamp of that run. Tapping navigates to the location details for this location.
- 2 Times for this run. This displays the view of the timed run from start point to end point.
- 3 Next Run allows the user to jump to the next run. When tapping the chevron the next view will slide in. Alternatively, if previous is selected the page will slide out. previous will only be available if the user has tapped next. Alternatively the user can swipe the screen to load the next run if one is available.
- 4 RWI Stamp for that days run. If the RWI was 5 on Monday's run it will be displayed here.
- 5 Swiping the screen will load the next run or previous run if data exists.

Notes : If the user has navigated to "Run Analysis" - Day View from section 13.1 by tapping a bar in the graph while previewing week view. The back button will navigate the user back to that section. If the user has navigated from "Run Details" back will navigate the user back to the "Run Details".

The mileage at the bottom will be displayed in 1/4 mile increments until it exceeds 2.25 miles. After 2.25 miles and before 5 miles the increments will be displayed in 1/2 mile increments. After 5 miles increments will become .75 mile increments until 10 miles.



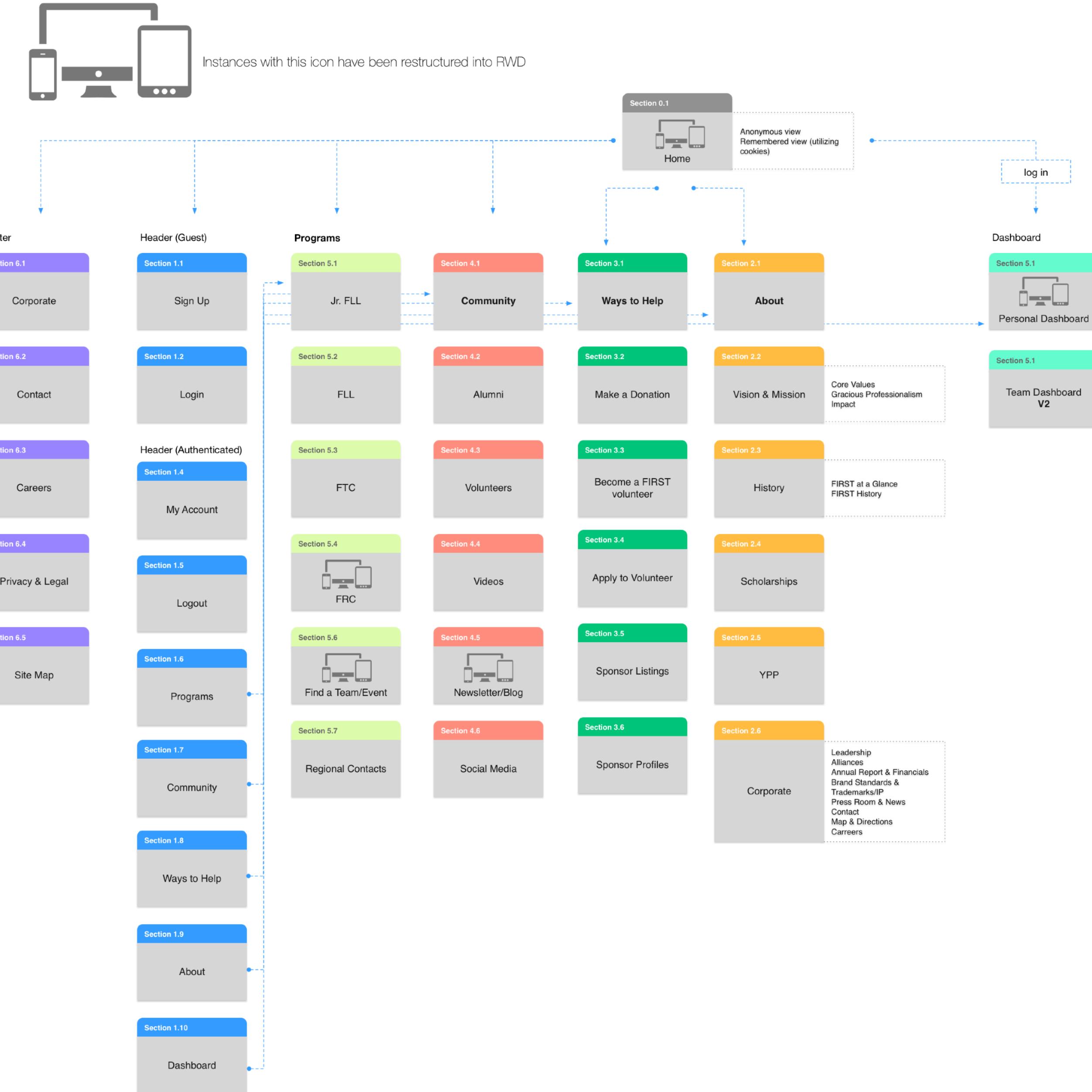




FIRST Robotics

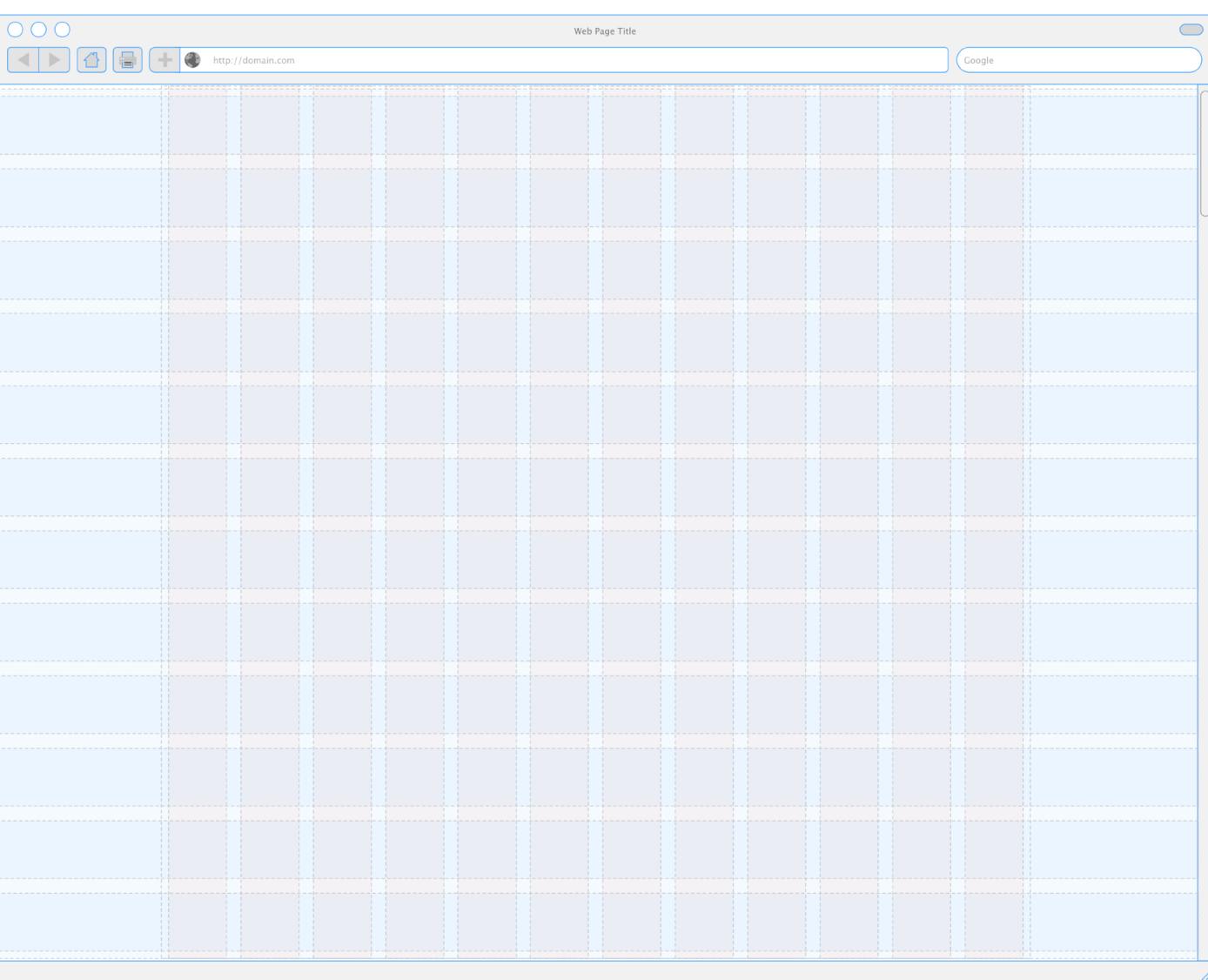
Responsive Site Design

App Map

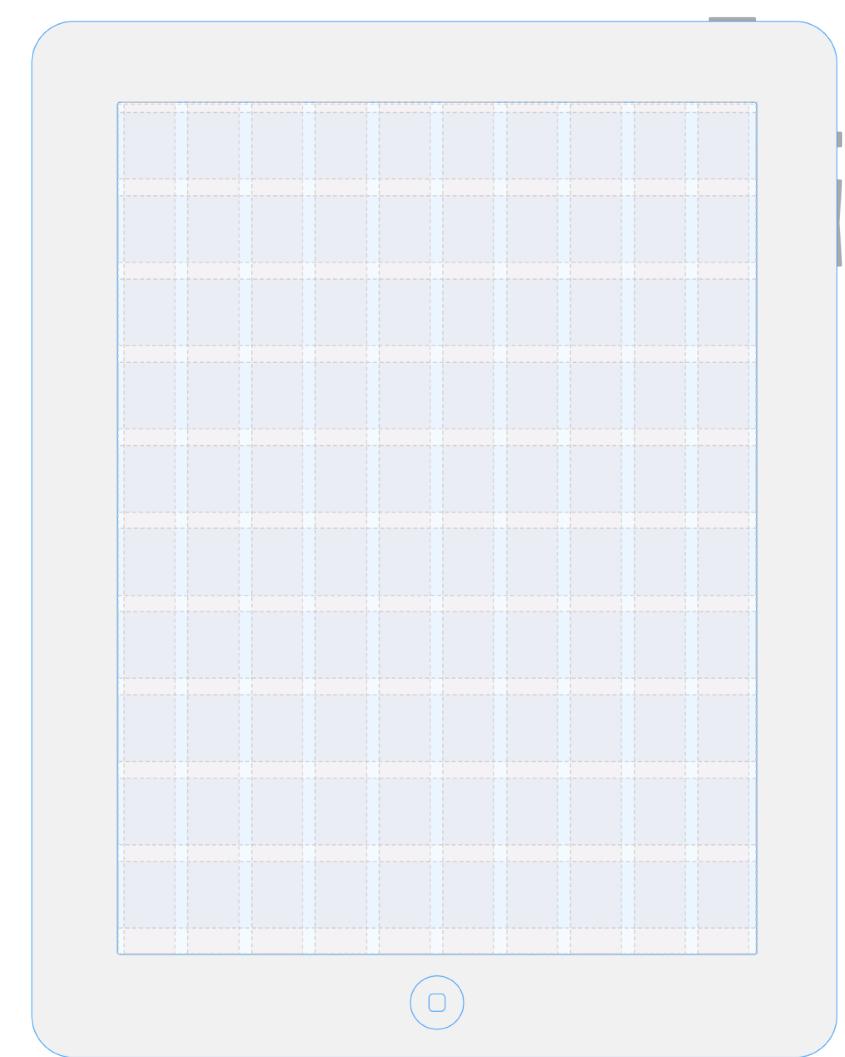


Grid Patterns

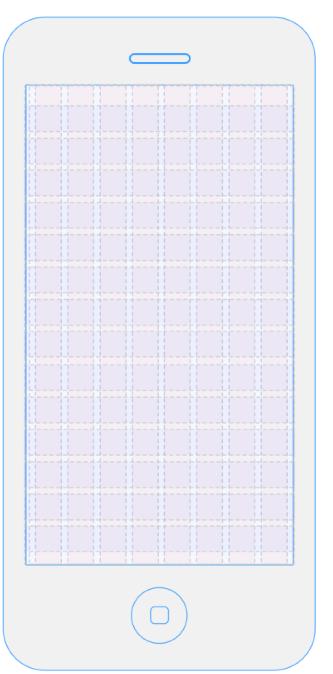
Grid Patterns



12 column
1280x800 px



10 column
1024x768 px



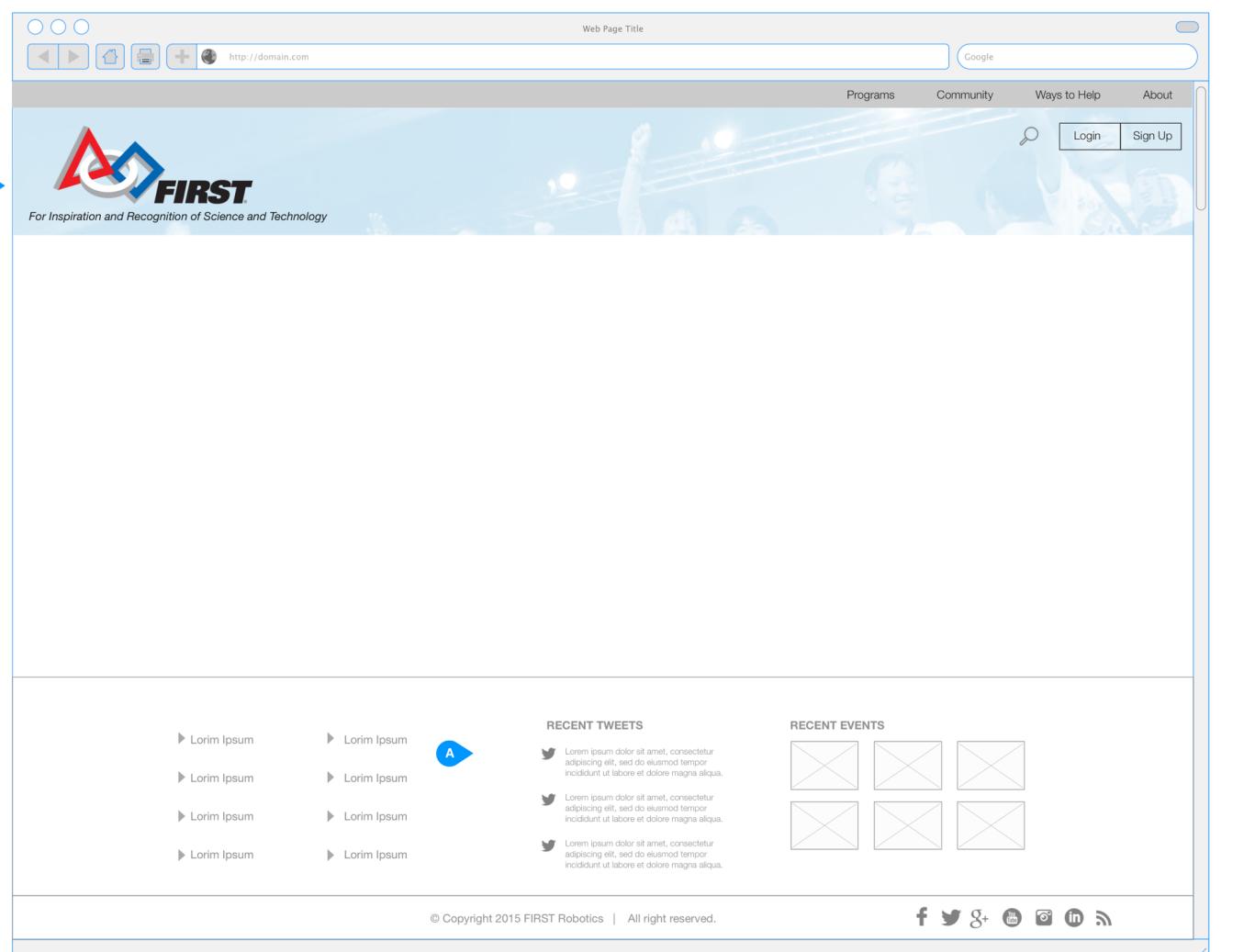
8 column
1136x640 px (retina)
568x320

Talking Points

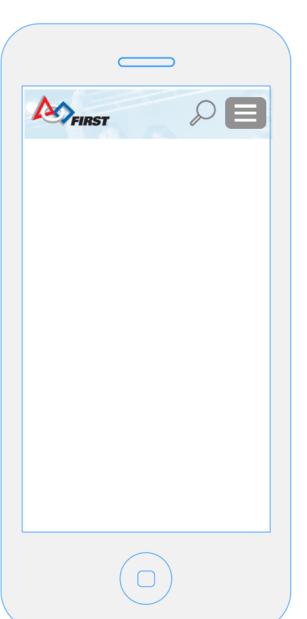
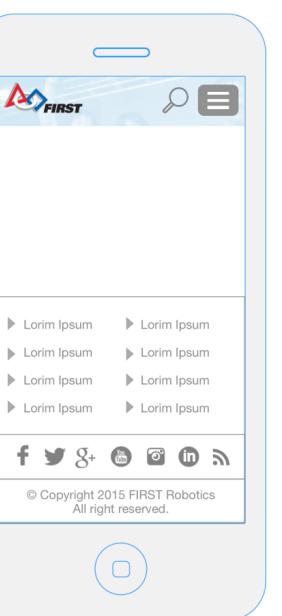
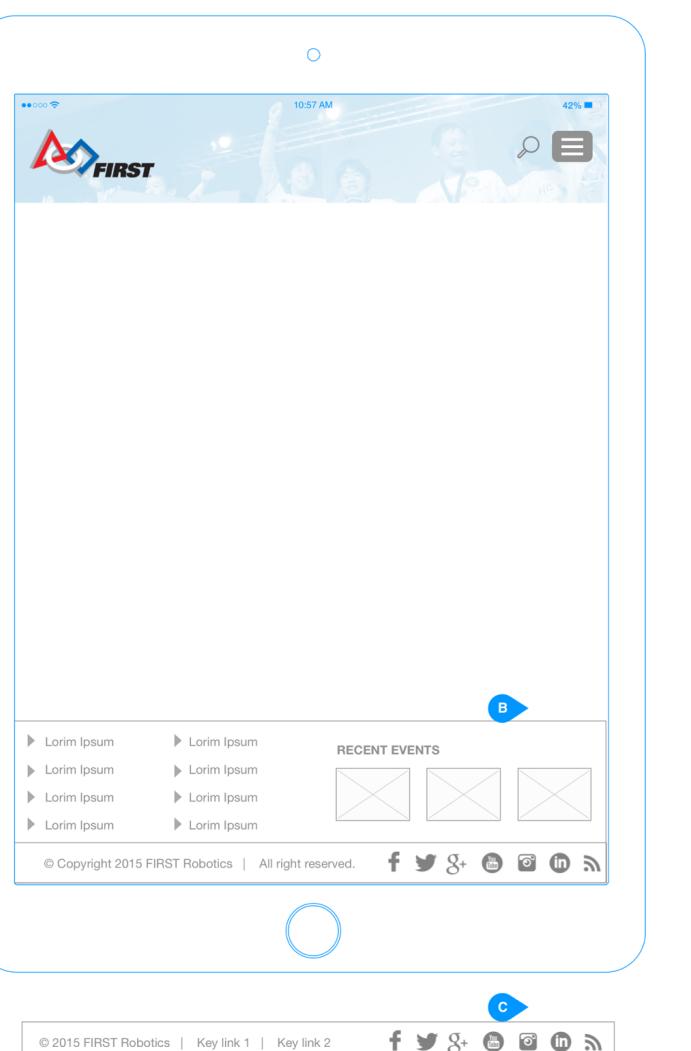
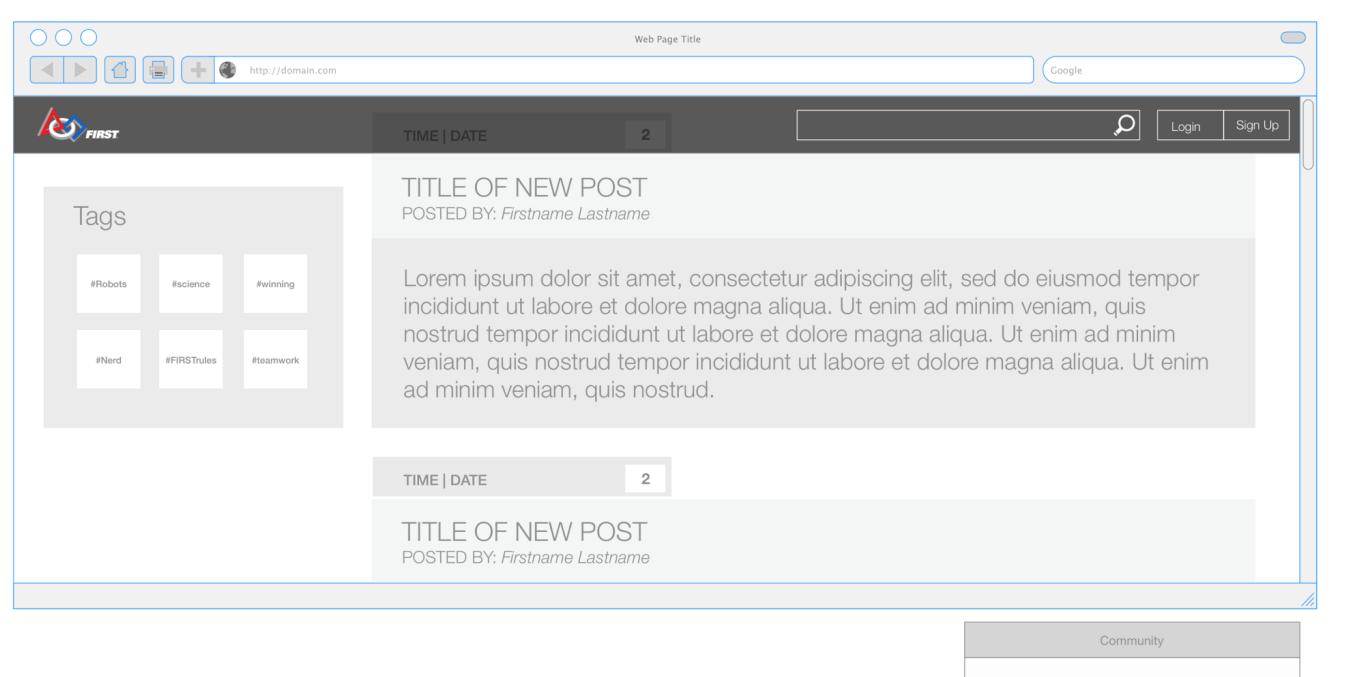
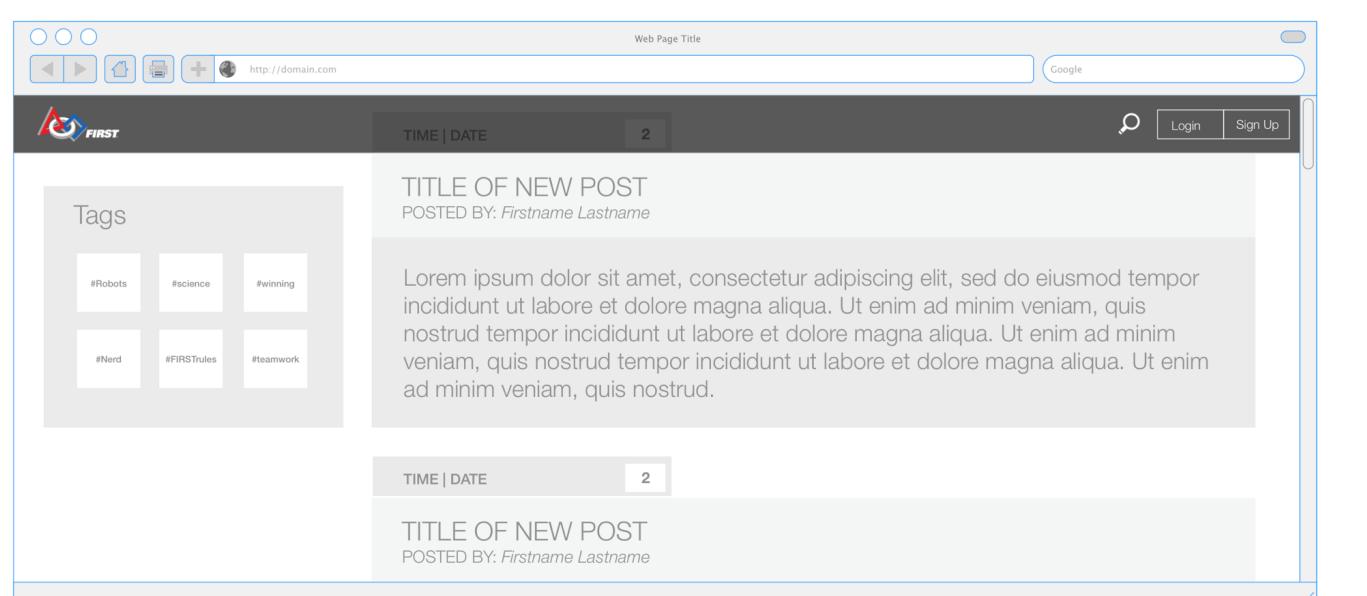
These breakpoints indicate where most of the content is going to fall. Not only does this inform decisions for developers, but it dictates what the user will see.

Global Elements

RWD Global Header & Footer



- A Dynamic Footer**
Dynamic content based on the content of the instance.
(e.g., FRC related tweets because the page is FRC landing page)
- B Sticky Expanded Footer**
When tapping on the down arrow, the expanded footer will collapse.
- C Sticky Collapsed Footer**
The collapsed footer will be a constant on the bottom of the page, overlaying page content. Tapping on the up arrow will expand the footer.



Home Page

FIRST Home Page Template A 3

The diagram illustrates the FIRST Home Page Template A 3 across four devices: Desktop, Tablet, Smartphone, and Mobile Phone.

Desktop View:

- Banner:** REIMAGINE THE POWER OF PLAY
- I am a...**: Parent, Student, Educator (highlighted with a blue outline), Volunteer
- I'm most interested in...**:
 - Jr.FLL**: Junior FIRST LEGO League (grades K-3)
 - FLL**: FIRST LEGO League (grades 4-8)
 - FTC**: FIRST Tech Challenge (grades 7-12)
 - FRC**: FIRST Robotics Competition (grades 9-12)

Tablet View:

- Banner:** REIMAGINE THE POWER OF PLAY
- I am a...**: Parent, Student, Teacher, Volunteer
- I'm most interested in...**:
 - ① Jr. FIRST**: Logo League (grades K-3)
 - ② FLL**: LEGO League (grades 4-8)
 - ③ FTC**: Tech Challenge (grades 7-12)
 - ④ FRC**: Robotics Competition (grades 9-12)

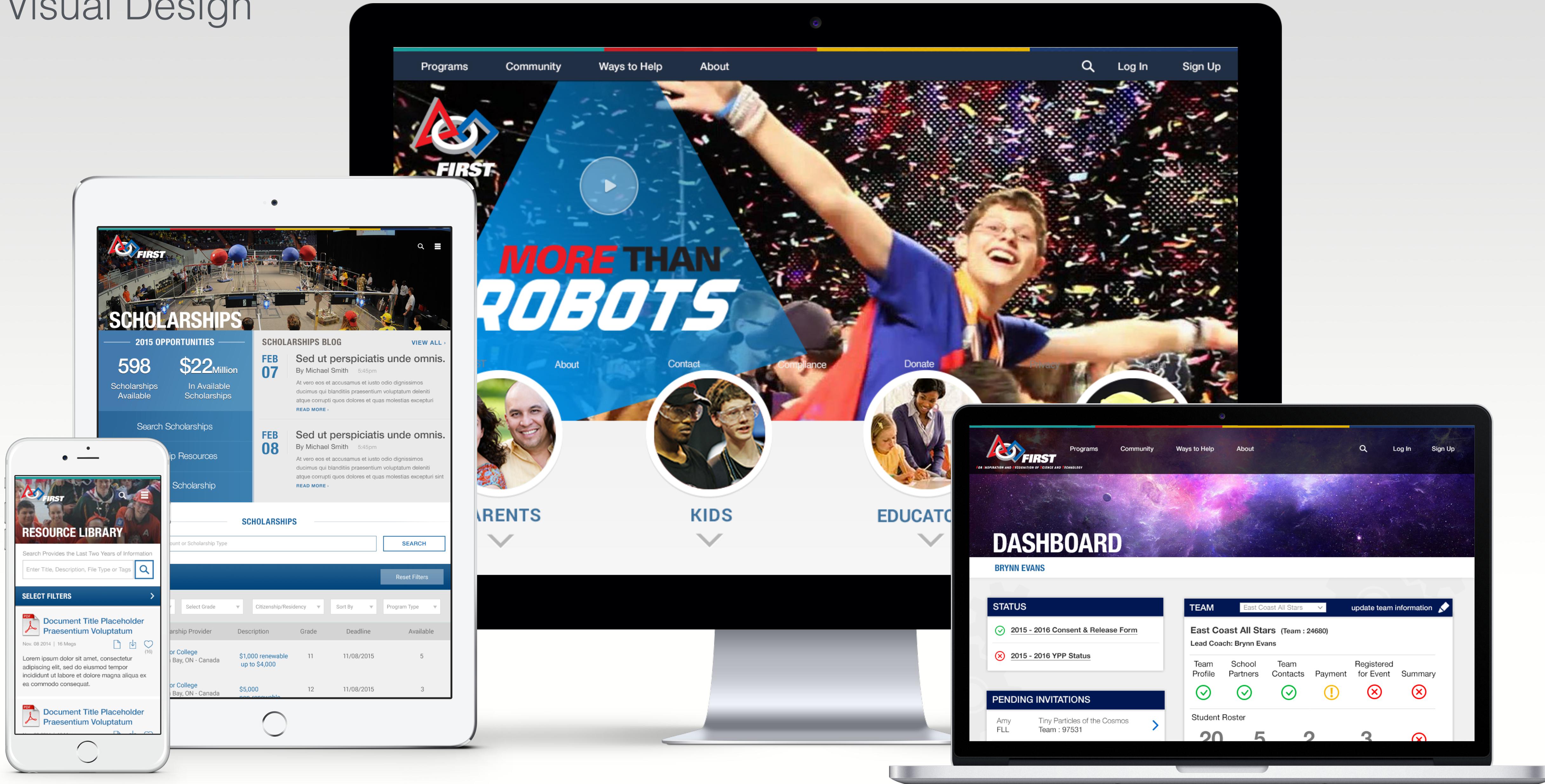
Smartphone View:

- Banner:** REIMAGINE THE POWER OF PLAY
- I am a...**: Parent, Student, Teacher, Volunteer
- I'm most interested in...**:
 - ① Jr. FIRST**: Logo League (grades K-3)
 - ② FLL**: LEGO League (grades 4-8)
 - ③ FTC**: Tech Challenge (grades 7-12)
 - ④ FRC**: Robotics Competition (grades 9-12)

Mobile Phone View:

- Banner:** REIMAGINE THE POWER OF PLAY
- I am a...**: Parent, Student, Teacher, Volunteer
- I'm most interested in...**:
 - ① Jr. FIRST**: Logo League (grades K-3)
 - ② FLL**: LEGO League (grades 4-8)
 - ③ FTC**: Tech Challenge (grades 7-12)
 - ④ FRC**: Robotics Competition (grades 9-12)

Visual Design

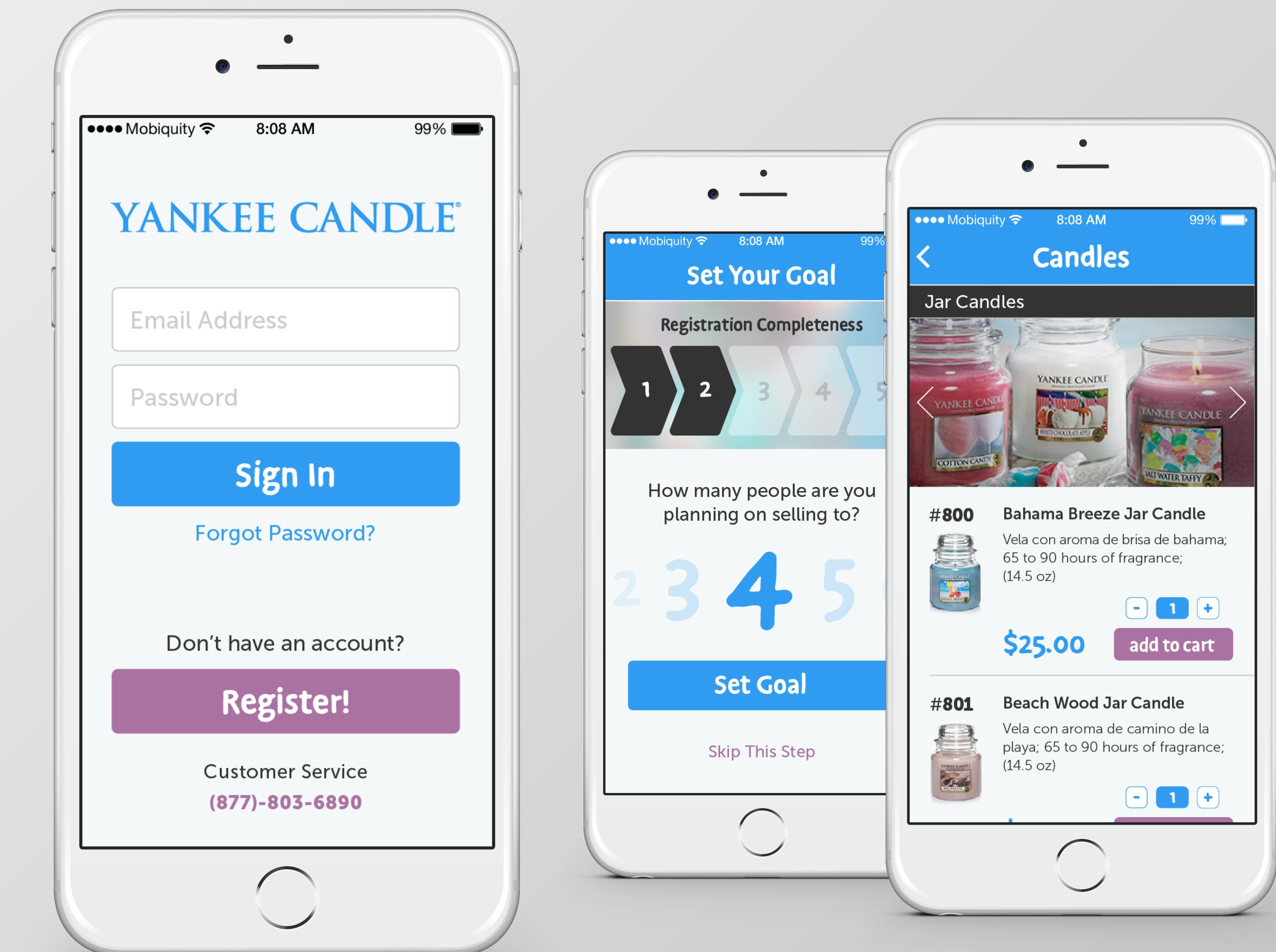


Yankee Candle

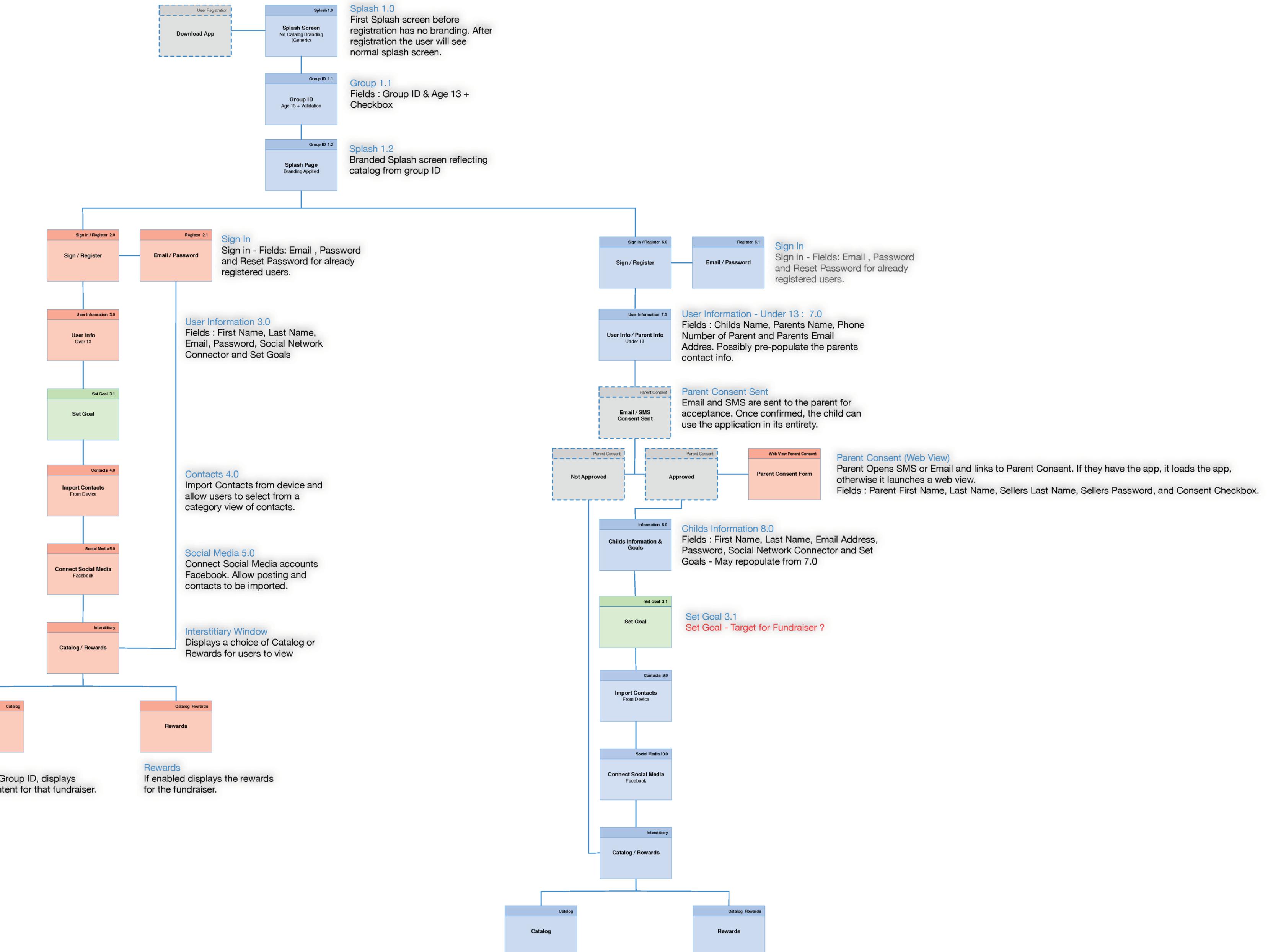
Fundraising and Analytics

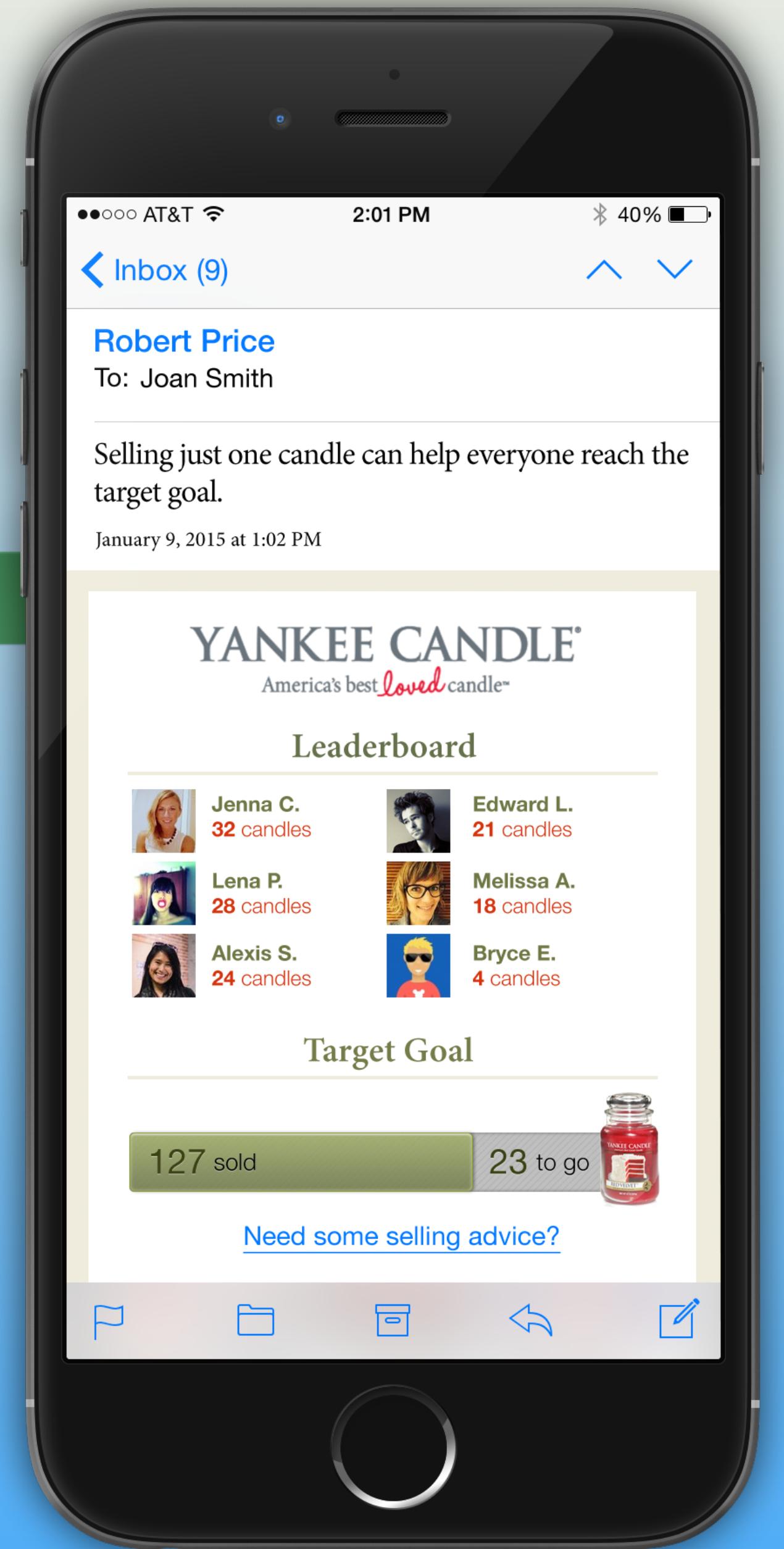
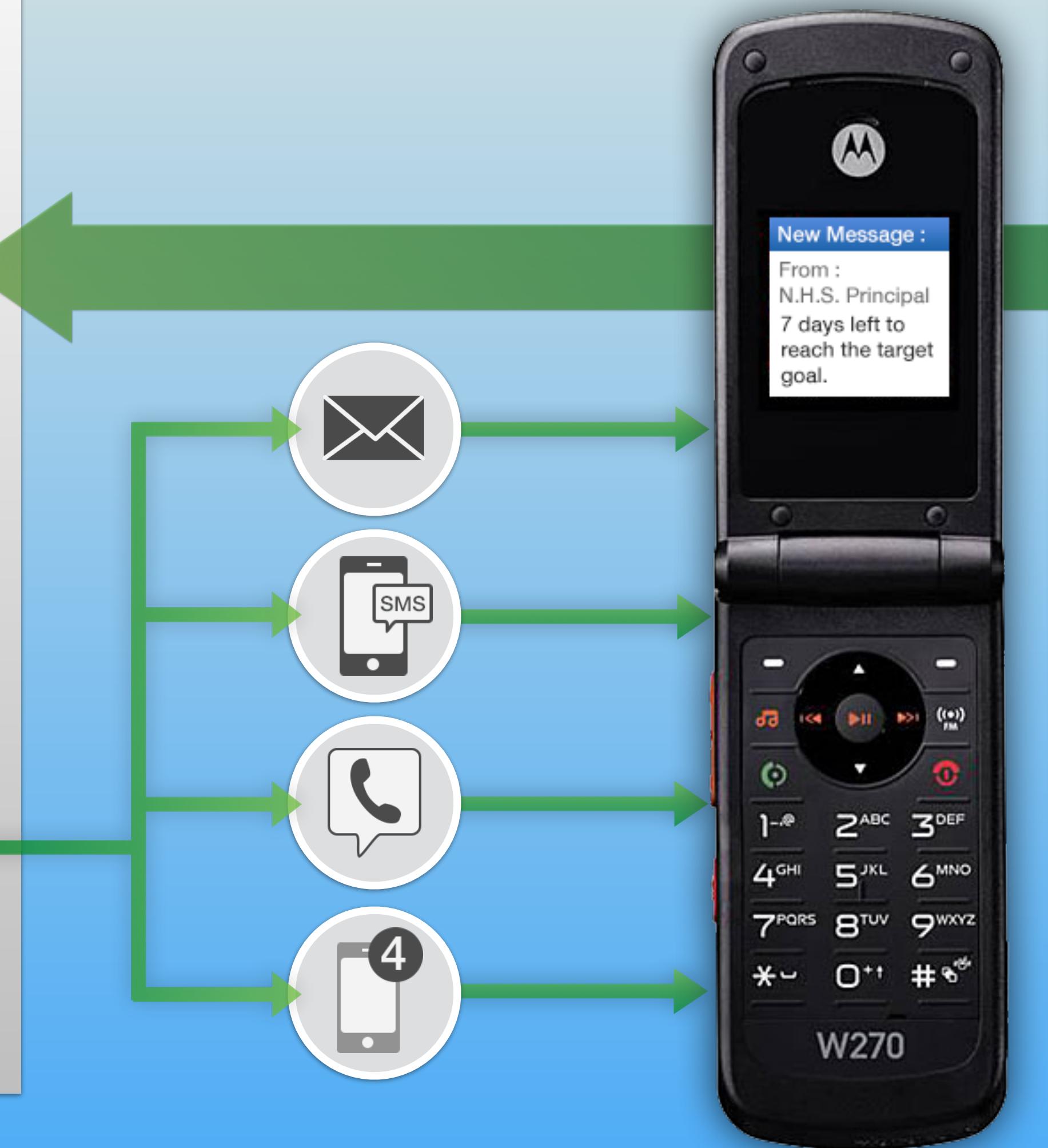
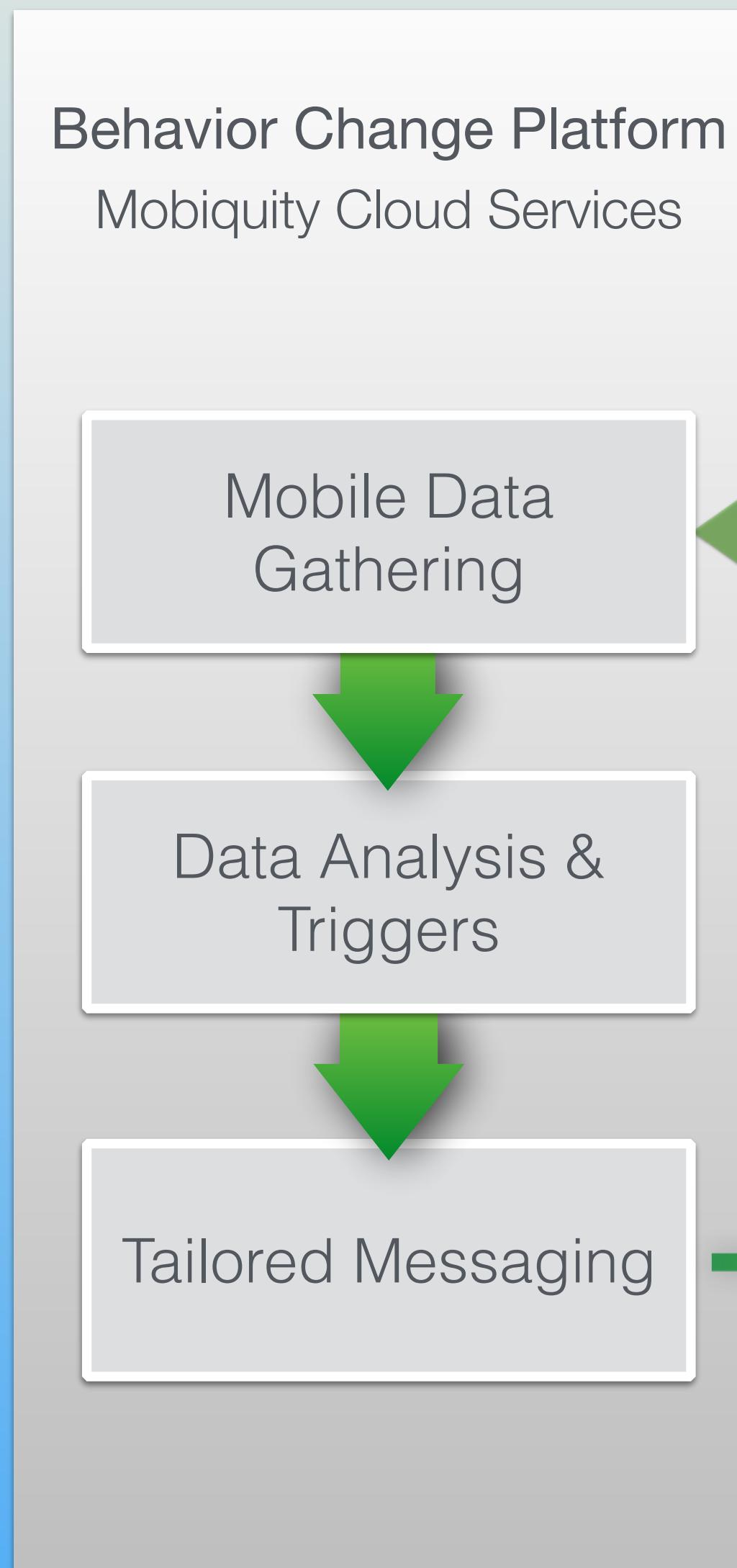
Fundraising

Yankee Candle wanted an application to allow their fundraising team to get away from paper orders and better track purchases. It also had to work with SMS messages for any device accepting them. Even legacy phones... A separate mobile app allowed the kids to market the fundraiser efficiently.



App Map





 Robert Price
Sales Associate

 Edit  Log Out

 4 Active Fundraisers

 Add  View

\$68,000 Revenue Generated

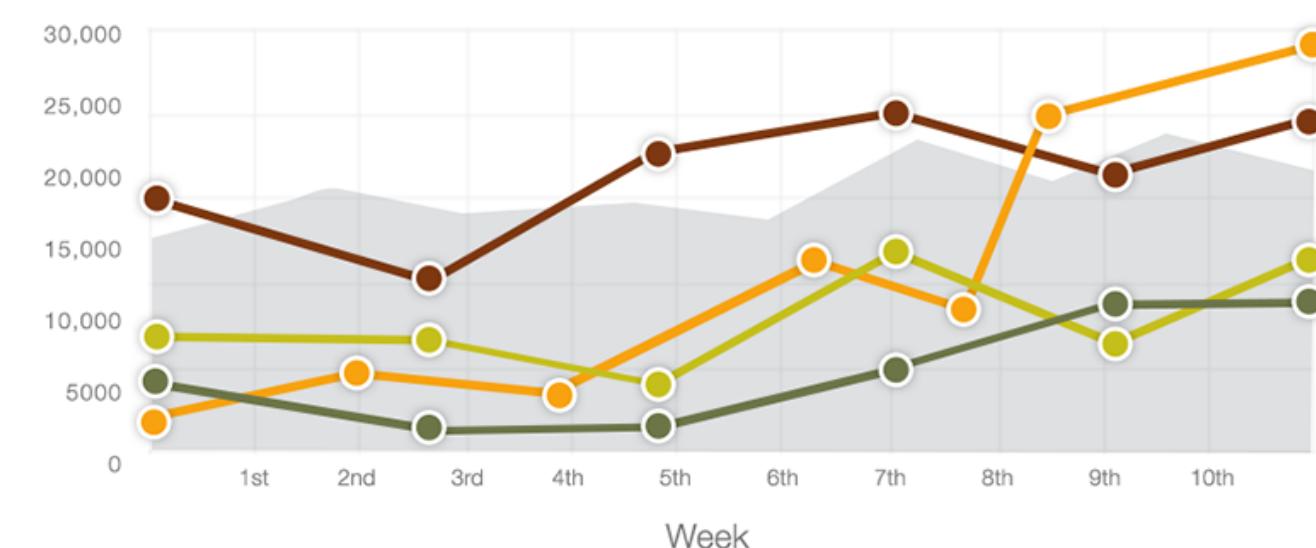
 Analytics

YANKEE CANDLE
America's best loved candle

 MENU

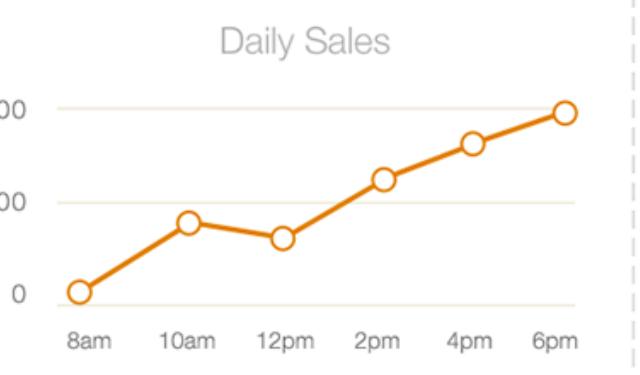
Overall Team Sales

Legend: Longmeadow H.S. (Dark Brown), Save the Penguins (Yellow-Green), National Average (Grey), Northampton H.S. (Orange), Y.P.S. Youth Program (Green)



Week	Longmeadow H.S.	Save the Penguins	Northampton H.S.	Y.P.S. Youth Program
1st	18,000	9,000	4,000	6,000
2nd	14,000	9,000	7,000	4,000
3rd	12,000	8,000	6,000	3,000
4th	21,000	5,000	5,000	3,000
5th	22,000	5,000	14,000	3,000
6th	24,000	15,000	15,000	5,000
7th	24,000	15,000	11,000	7,000
8th	23,000	12,000	14,000	10,000
9th	20,000	8,000	11,000	11,000
10th	24,000	14,000	20,000	11,000

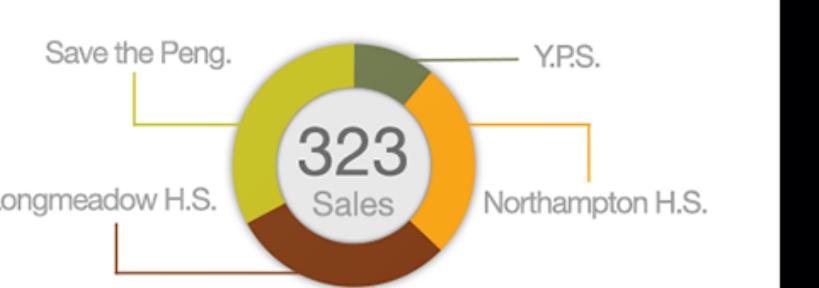
 Daily Sales



Time	Sales
8am	20
10am	80
12pm	70
2pm	100
4pm	130
6pm	180

197 New Sales

 Percentage of Sales



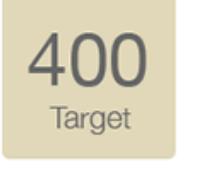
Category	Percentage
Longmeadow H.S.	32%
Save the Peng.	30%
Y.P.S.	18%
Northampton H.S.	20%

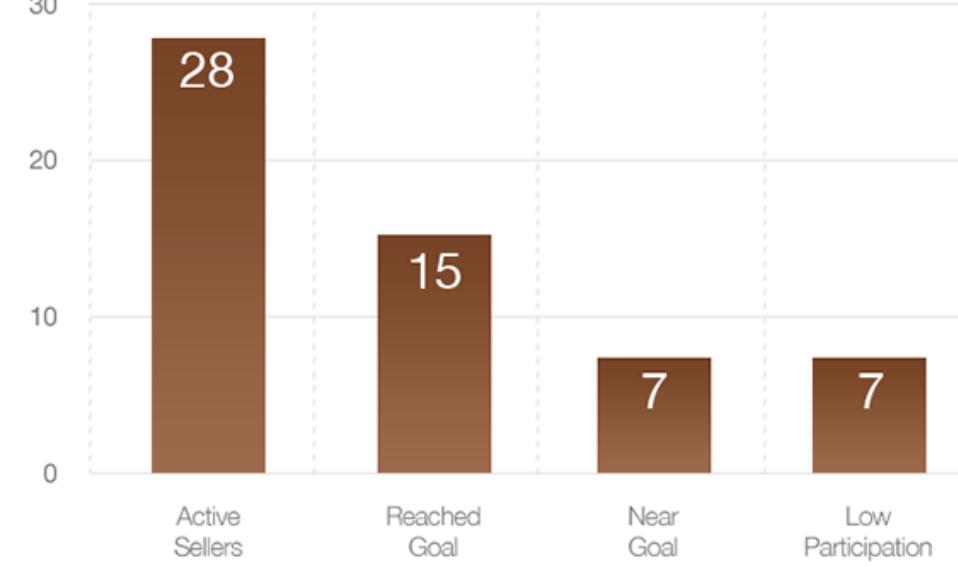
Longmeadow H.S.

 View Sellers  Add Seller  Email  Edit

 14 Days Left

 287 Sold

 400 Target



Category	Value
Active Sellers	28
Reached Goal	15
Near Goal	7
Low Participation	7

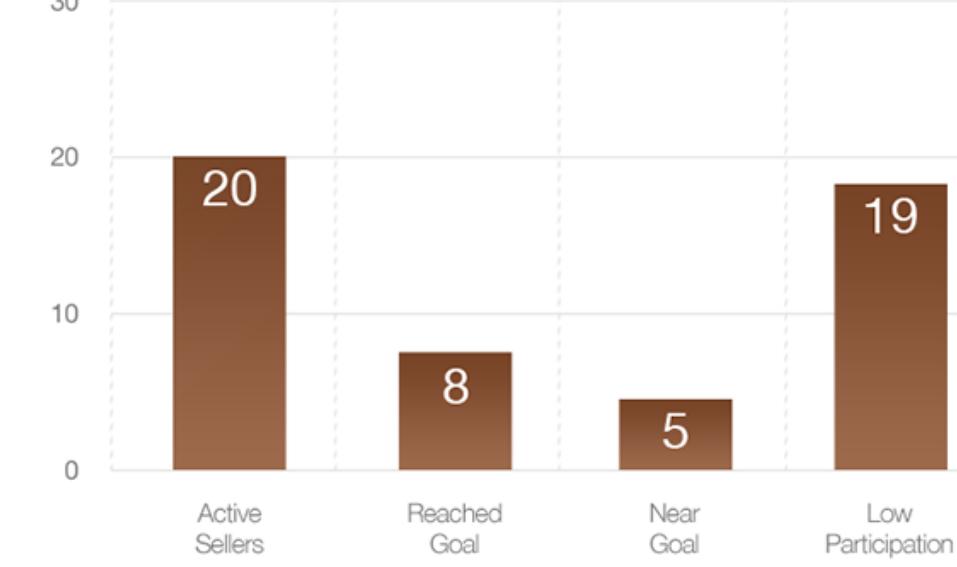
Northampton H.S.

 View Sellers  Add Seller  Email  Edit

 21 Days Left

 117 Sold

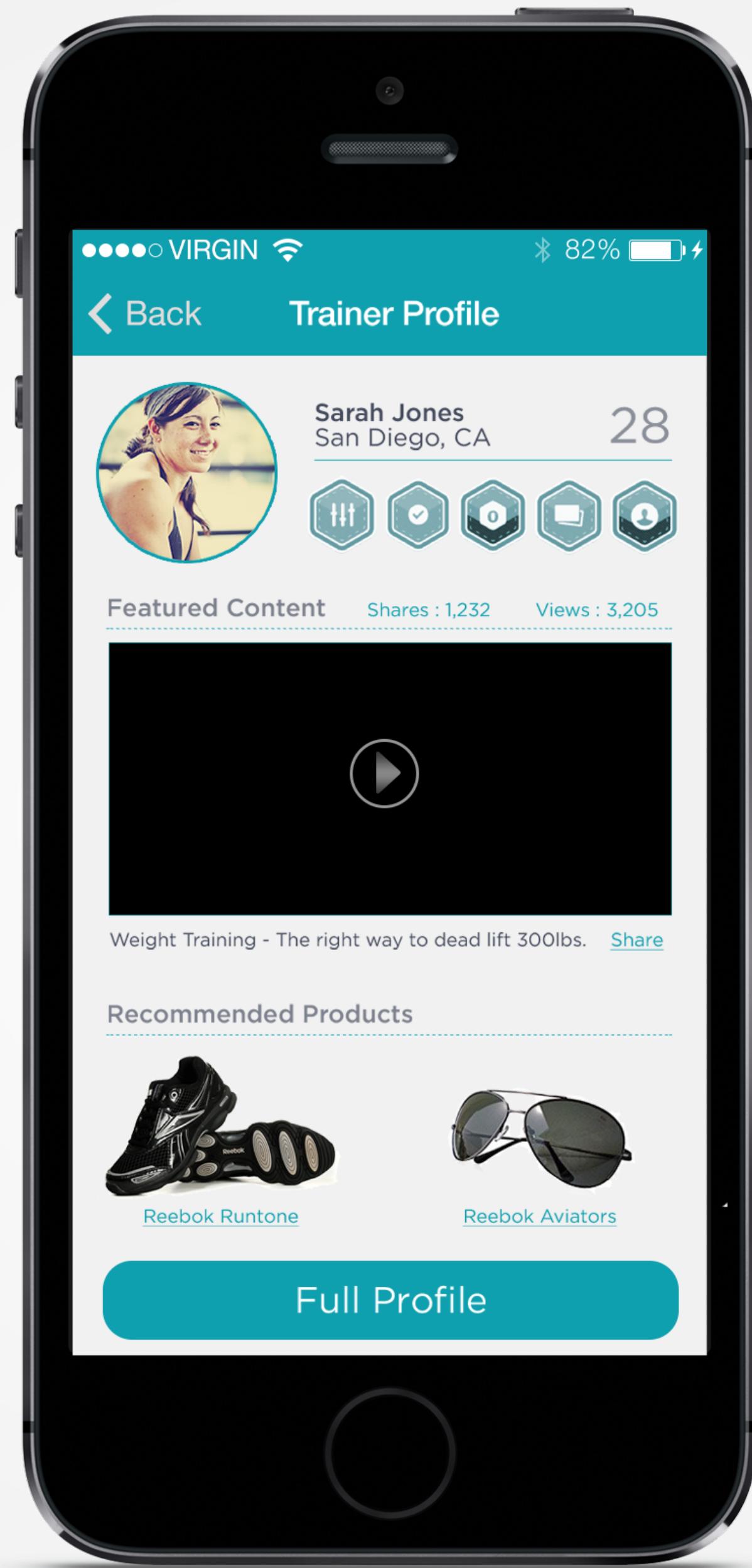
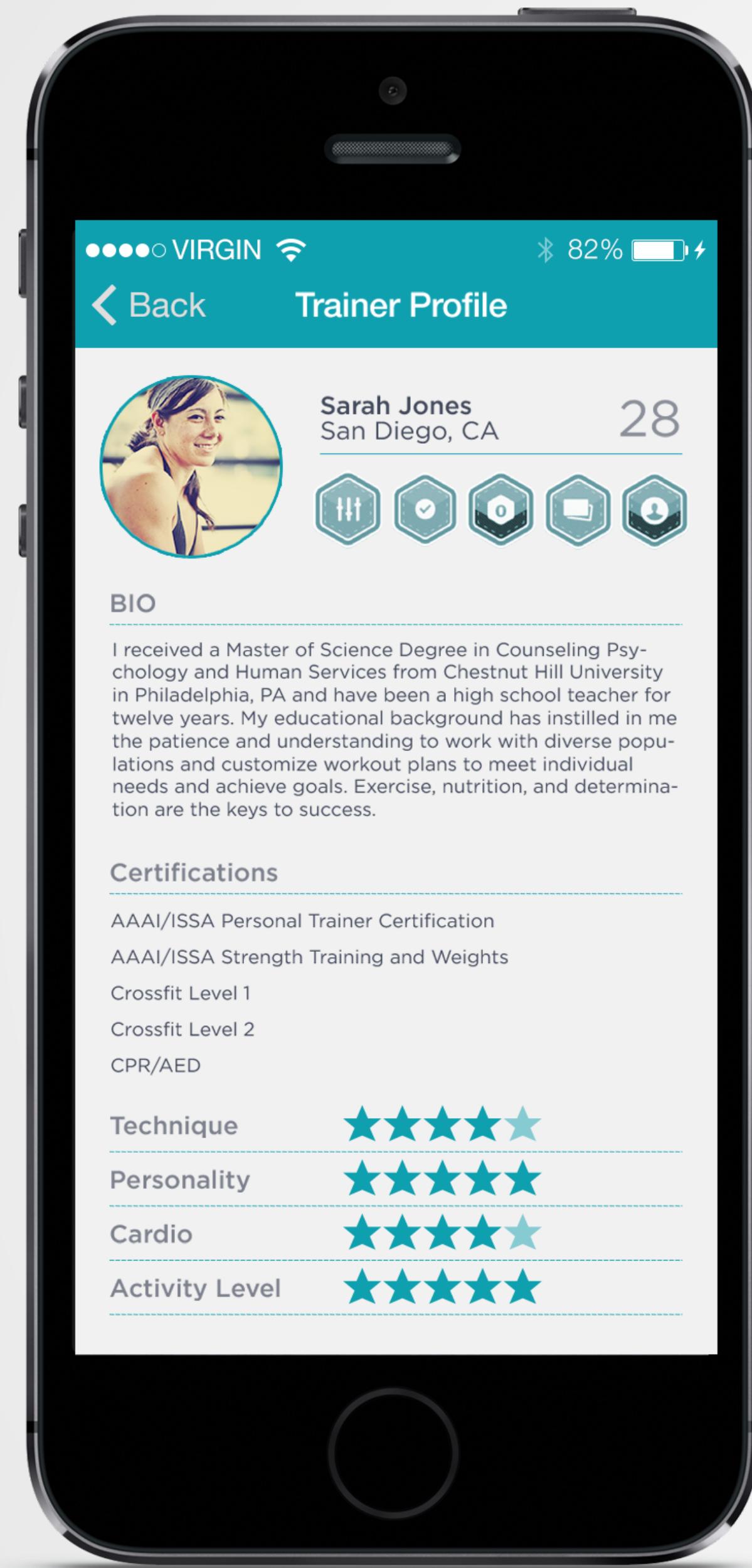
 300 Target

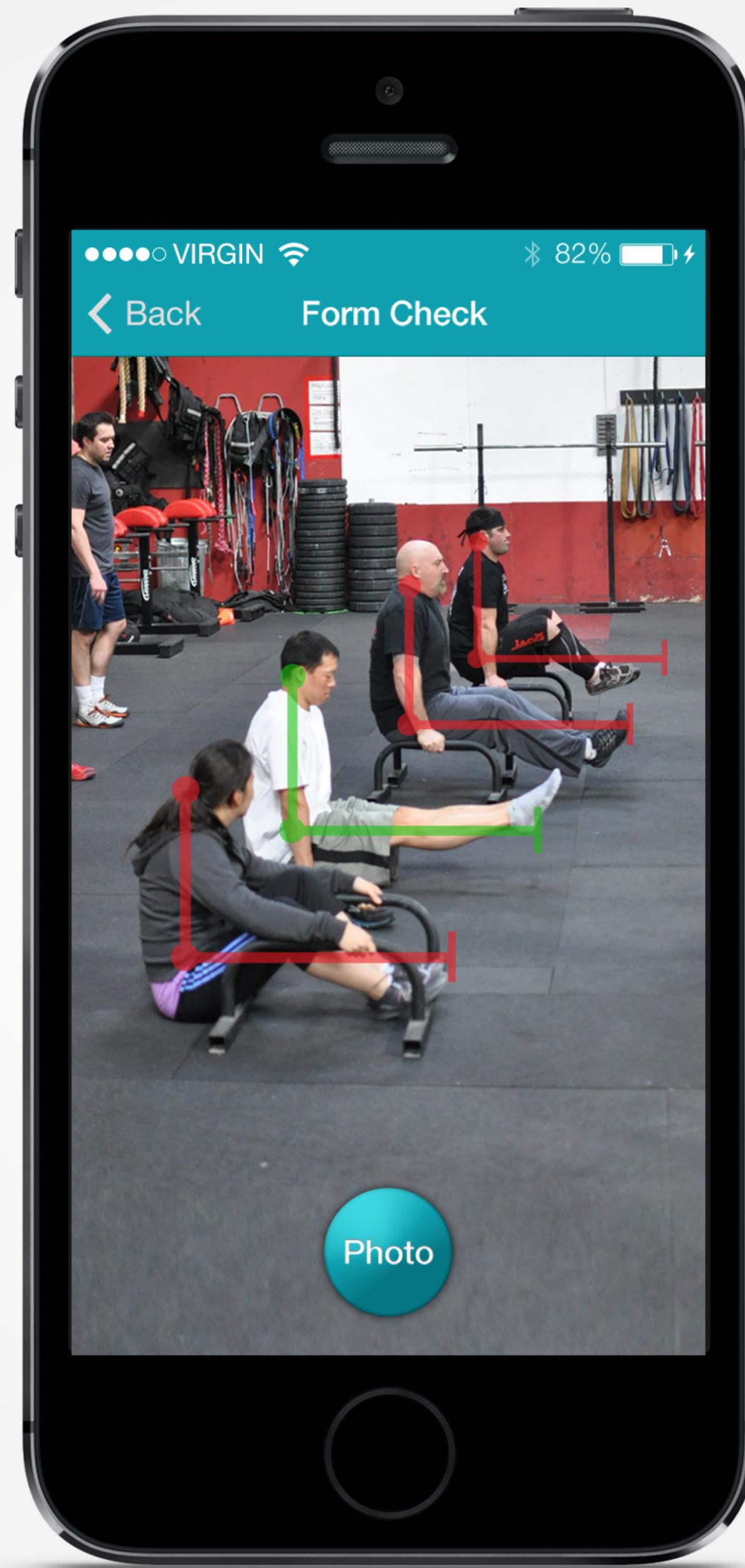
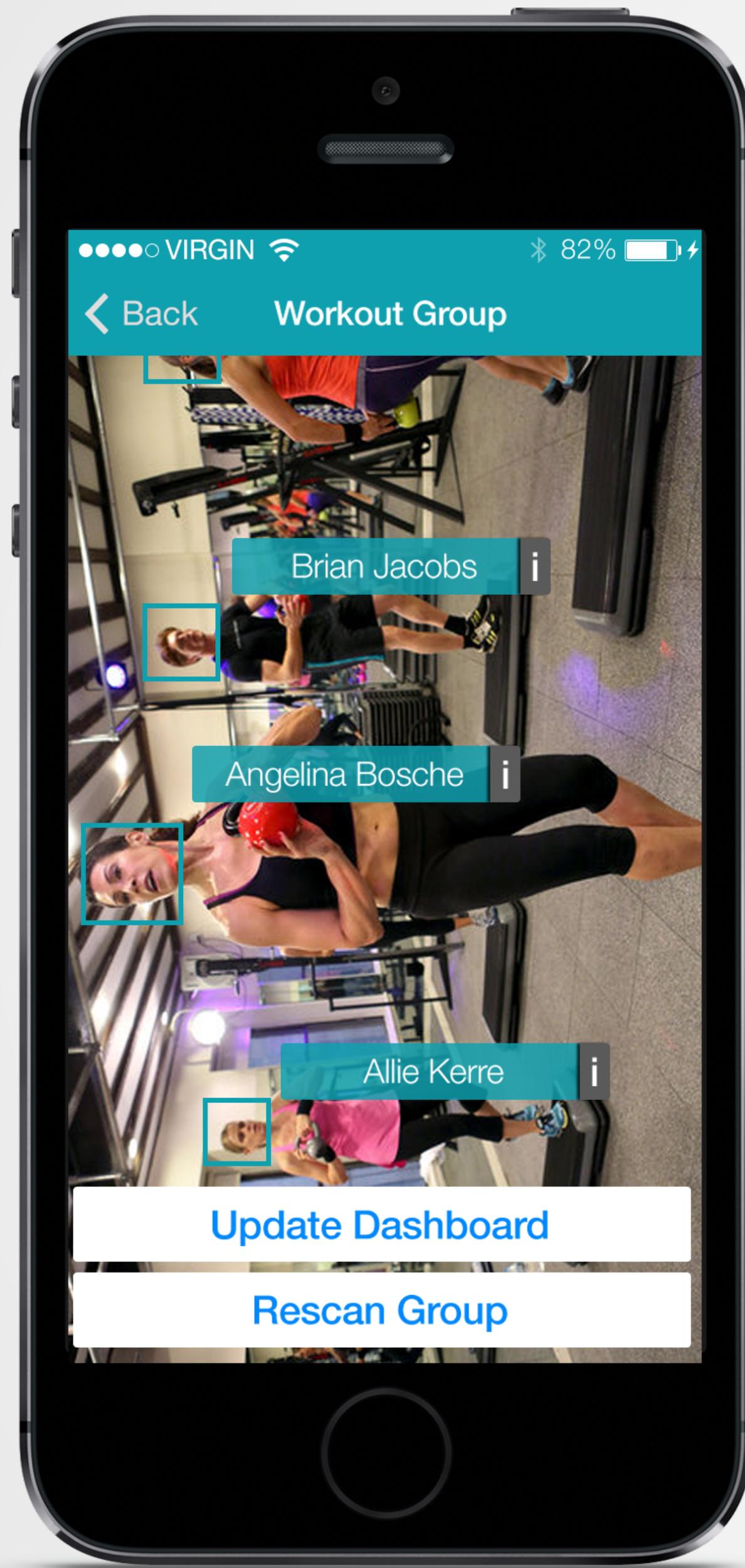


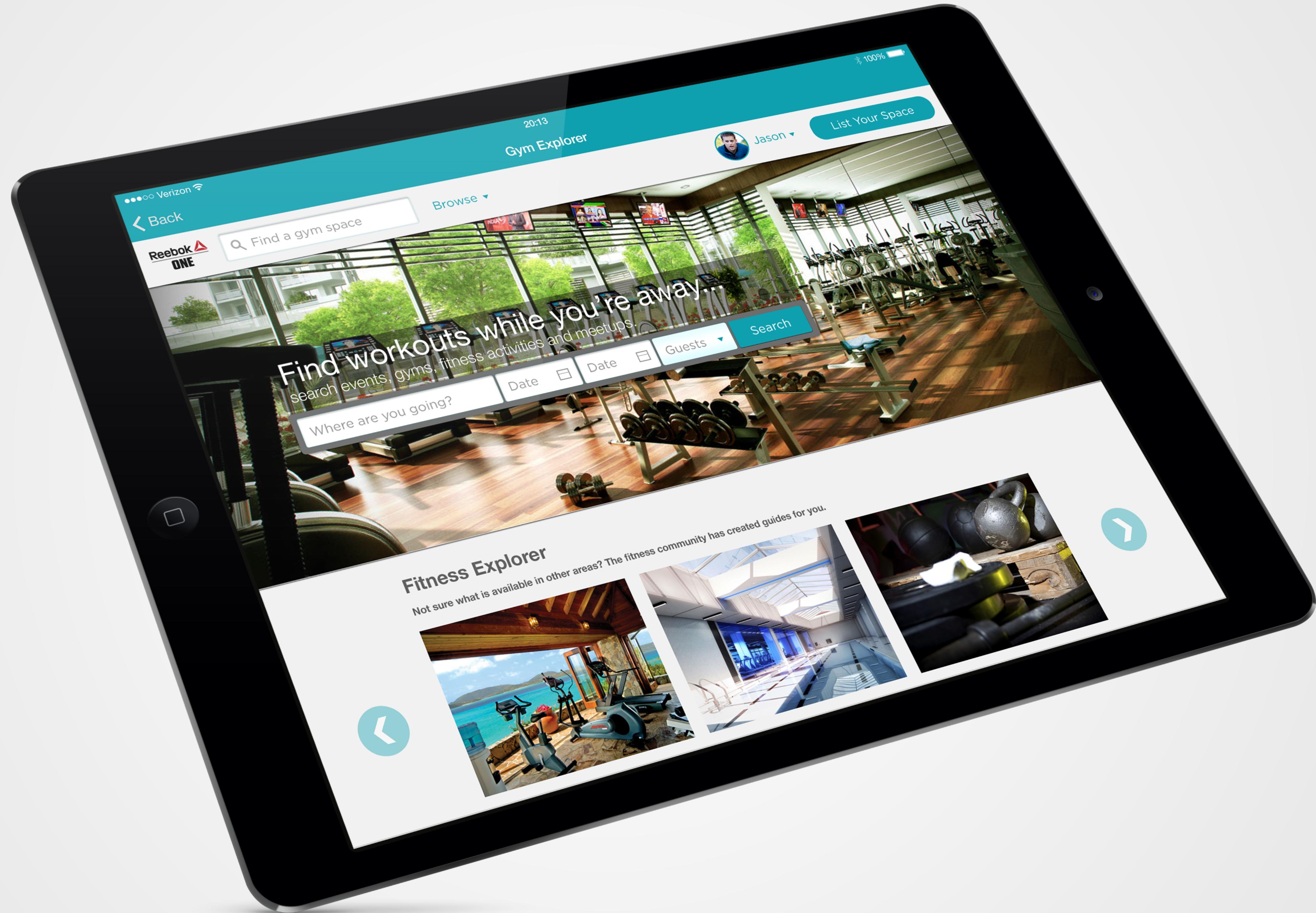
Category	Value
Active Sellers	20
Reached Goal	8
Near Goal	5
Low Participation	19

ReebokONE

Initial iOS app concepts







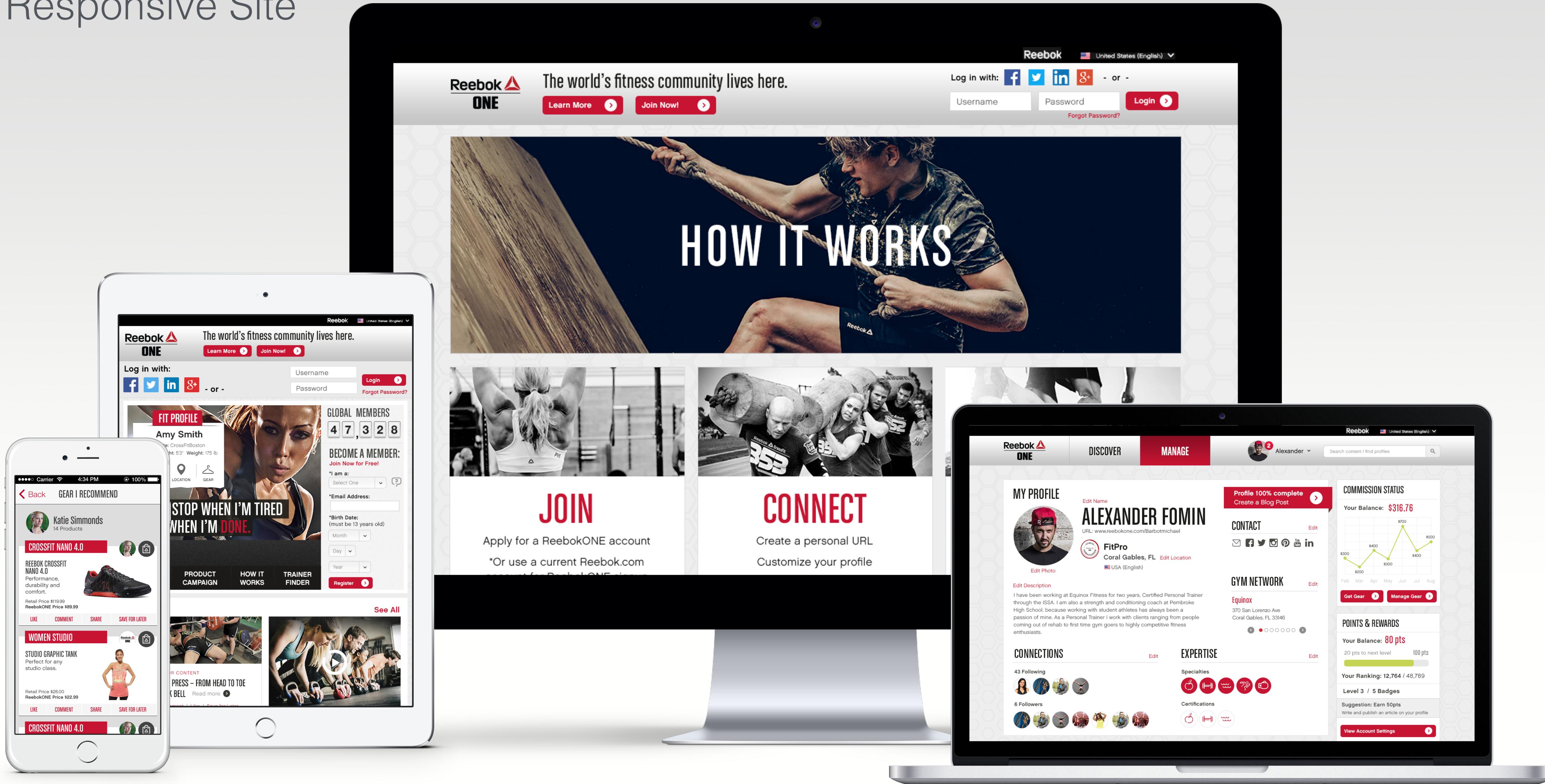




ReebokOne

Responsive Site Design

Responsive Site

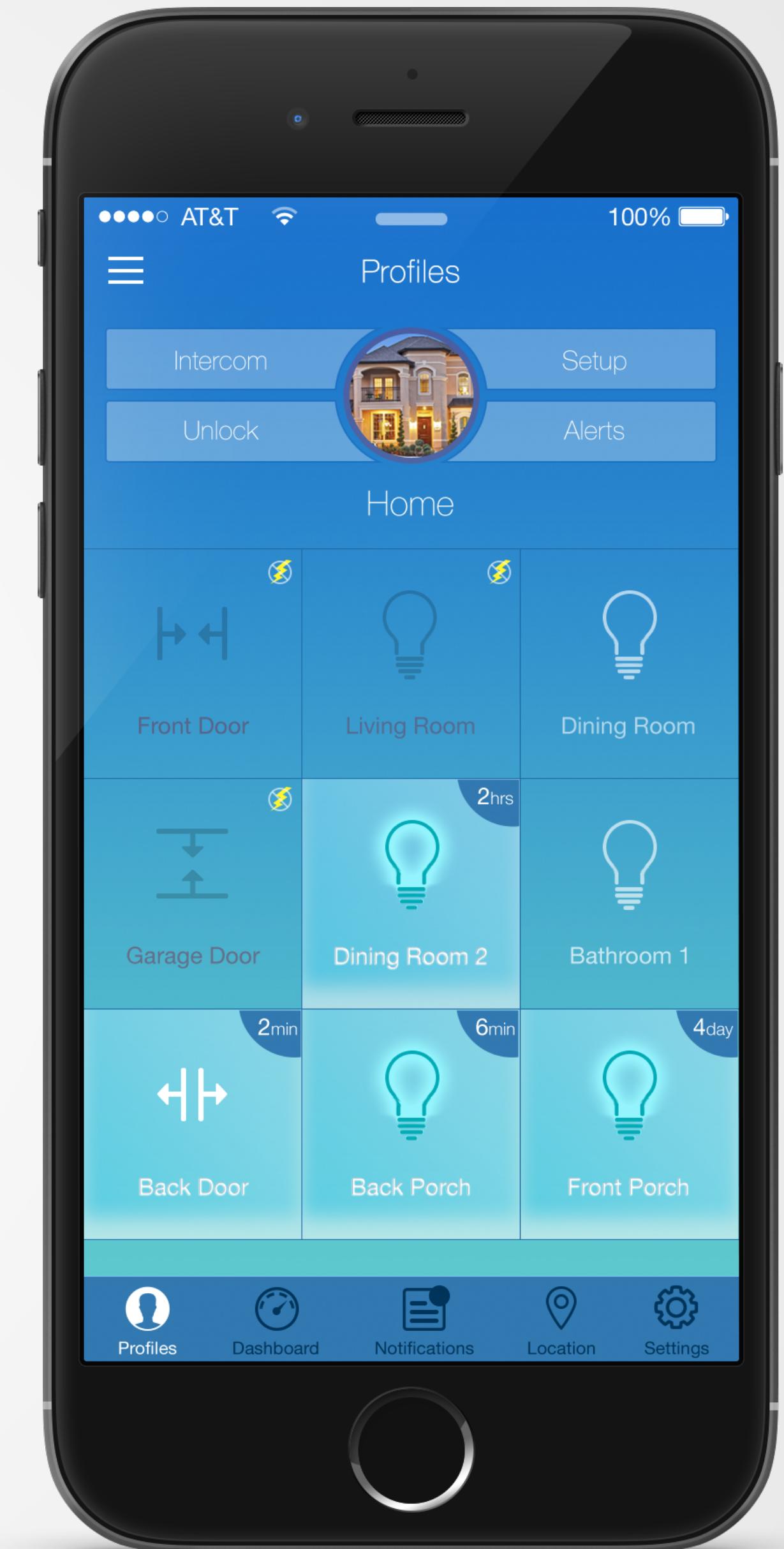


Sylvania Osram

Home Automation Proof of Concept







Thanks!!!!