

PROCESS BOOK

# TRUDINH

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UX & UI Designer | Web Designer | Graphic Designer

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TRUDINH

# CASE STUDY

PROPER GROOVE  
BRAND IDENTITY

# THE TEAM

## TEAM - STUDENT STUDIO: DIONYSUS CREATIVE TEAM

### BEHIND THE NAME

Mariko was set on naming the team after a Greek god, but who? After some serious consideration, we decided to go with Dionysus, the Greek god of wine and drunken revelry. We wanted a god that represent our madness in creativity.

#### MARIKO KOENIG

- RESEARCH
- VISUAL DESIGN
- IDEALIZATION VISIONARY

#### TRU DINH (LEADER)

- RESEARCH
- VISUAL DESIGN
- IDEALIZATION VISIONARY
- COMMUNICATION WITH CLIENT
- PROJECT PLANNING
- CREATIVE DIRECTING

#### PARKER EUGENIO

- RESEARCH
- VISUAL DESIGN
- IDEALIZATION VISIONARY

# CREATIVE BRIEF

## PROPER GROOVE IDENTITY

### CLIENT

#### Proper Groove

Proper Groove is a nonprofit, charitable organization in Washington State founded upon community initiatives. Proper Groove goals is to prevent sexual and bias-based violence in social and community spaces through pro-social bystander intervention training, direct services and advocacy for victims and survivors and resources for individuals at-risk of initiating unwanted behaviors, aspirational events that empower marginalized identities in the community, and fiscal sponsorship of aligned community initiatives.

### THE PROBLEM

Proper Groove is a new nonprofit organization with a goal to prevent sexual and bias-based violence in social spaces. Being new on the street, they need an Identity that would help them advocate their causes and pushes their messages above the sea of noise.

### SOLUTION PROPOSAL

After analyzing their website and speaking to Proper Groove board of directors and listening to their vision. We all come to an agreement that Proper Groove need a fresh new Identity that would help them spread their message and advocate their causes to the community.

### COLLATERAL

LOGO

BUSINESS CARD

LETTERHEAD

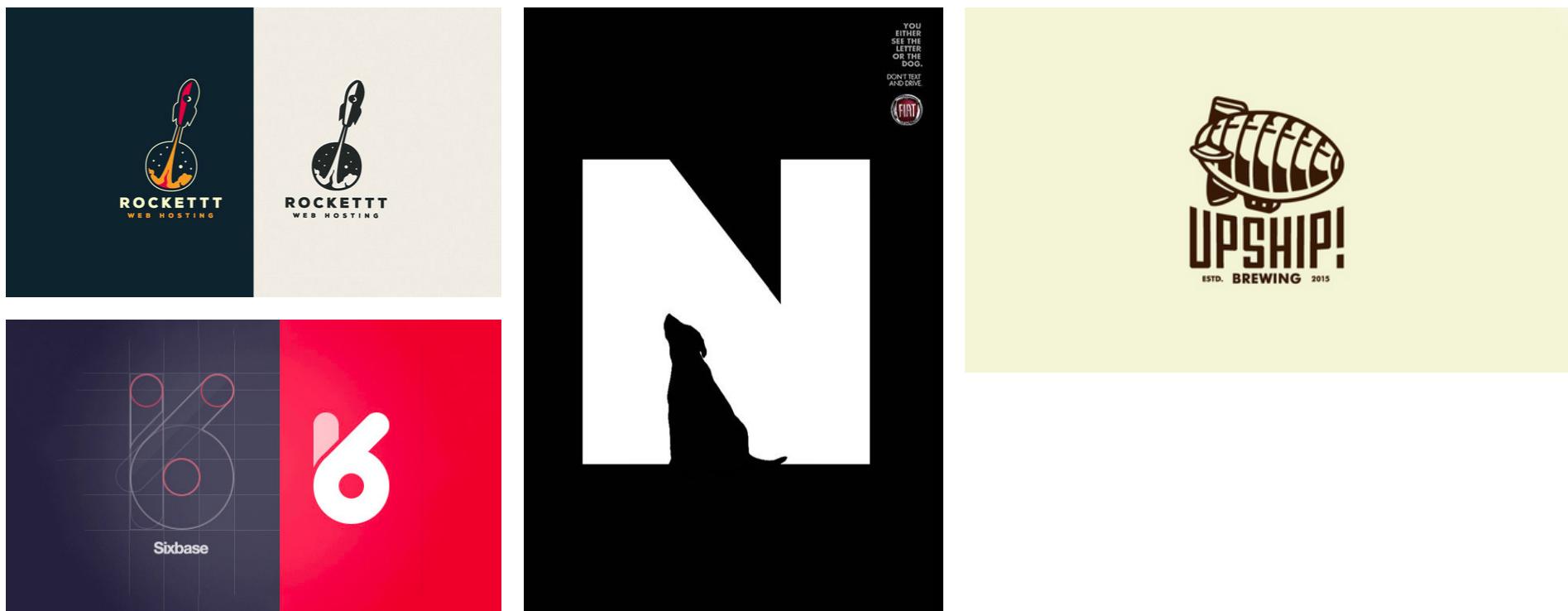
POSTER TEMPLATE

# LOGO IDEATION

After the introductory meeting with Proper Groove boards of directors discussing their mission and goals for Proper Groove, we asked them what is important to them when it comes to their Identity? Do they have any example of other brands that they feel Proper Groove could be similar too? And is there any example of Logos that they like?

They stated that they want their Identity to show strength and of great importance. They want their Logo to stand out and be noticed when viewed at bars, events, or any social spaces. They also want to make sure that the logo can go on a diverse range of posters, backgrounds, and other various location. They also stated that they like the simple and clean modern style logo that work well in squares and rectangle so that it could be placed on letterhead, business card, and social media profile photo.

Below are some examples of logo that Proper Groove has sent over:



# INITIAL IDEATION

PROPER GROOVE | 7



# FIRST ITERATION

PROPER GROOVE



# SECOND ITERATION

PROPER GROOVE | 9



After multiple iterations, Proper Groove felt that the bottom right logo fit their Identity best and gave us the green light to move forward with it and finalize the logo.

# COLORS

PROPER GROOVE | 10

After cleaning up the rough edges and finalizing the logo, we moved onto picking the colors for Proper Groove new identity. There was some disagreement at first with the creative team and Proper Groove board of directors. Proper Groove wanted to keep using their muted blue color as the primary color to their Identity.



We stated that, that blue is a very boring and dull color and it doesn't best represent who Proper Groove is. It's also a police blue and it will give people a impression that Proper Groove is a policing organization, which is a bad public impression especially when this logo will be appearing in bars and nightclubs. We believe a brighter tone will better represent who Proper Groove are.

Below are some examples of color that we believe to best fit Proper Groove:



# LOGO FINAL

PROPER GROOVE | 11

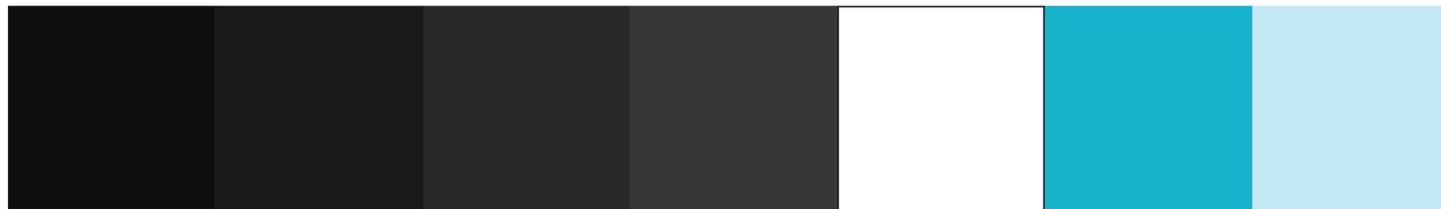
A decision was made to go with a brighter blue color to represent safe and trust-worthy, but yet also fun and inviting. There was also a concern with the previous iteration where the center part does look like a beak to a bird. With the color being very similar to twitter, that beak does remind people of the twitter logo. With the request from the client, a solution to rounding out the center was implemented. Two versions of the logo, a horizontal and vertical version were created to ensure that the brand will look presentable in any environment.



# BRAND STYLING



MAIN COLOR



#111111  
RGB (17,17,17)  
CMYK (73,67,66,83)

#1A1A1A  
RGB (26,26,26)  
CMYK (73,67,65,78)

#292929  
RGB (41,41,41)  
CMYK (71,65,64,67)

#373738  
RGB (55,55,56)  
CMYK (73,67,65,50)

#FFFFFF  
RGB (255,255,255)  
CMYK (0,0,0,0)

#0CB1C9  
RGB (12,177,201)  
CMYK (73,7,19,0)

#C4E8F0  
RGB (196,232,240)  
CMYK (22,0,4,0)

PROXIMA NOVA SEMIBOLD

PROXIMA NOVA THIN

PROPER GROOVE

VERTICAL VERSION



PROPER GROOVE

HORIZONTAL VERSION



PROPER GROOVE

PROPER GROOVE | 13

BLACK & WHITE



PROPER GROOVE



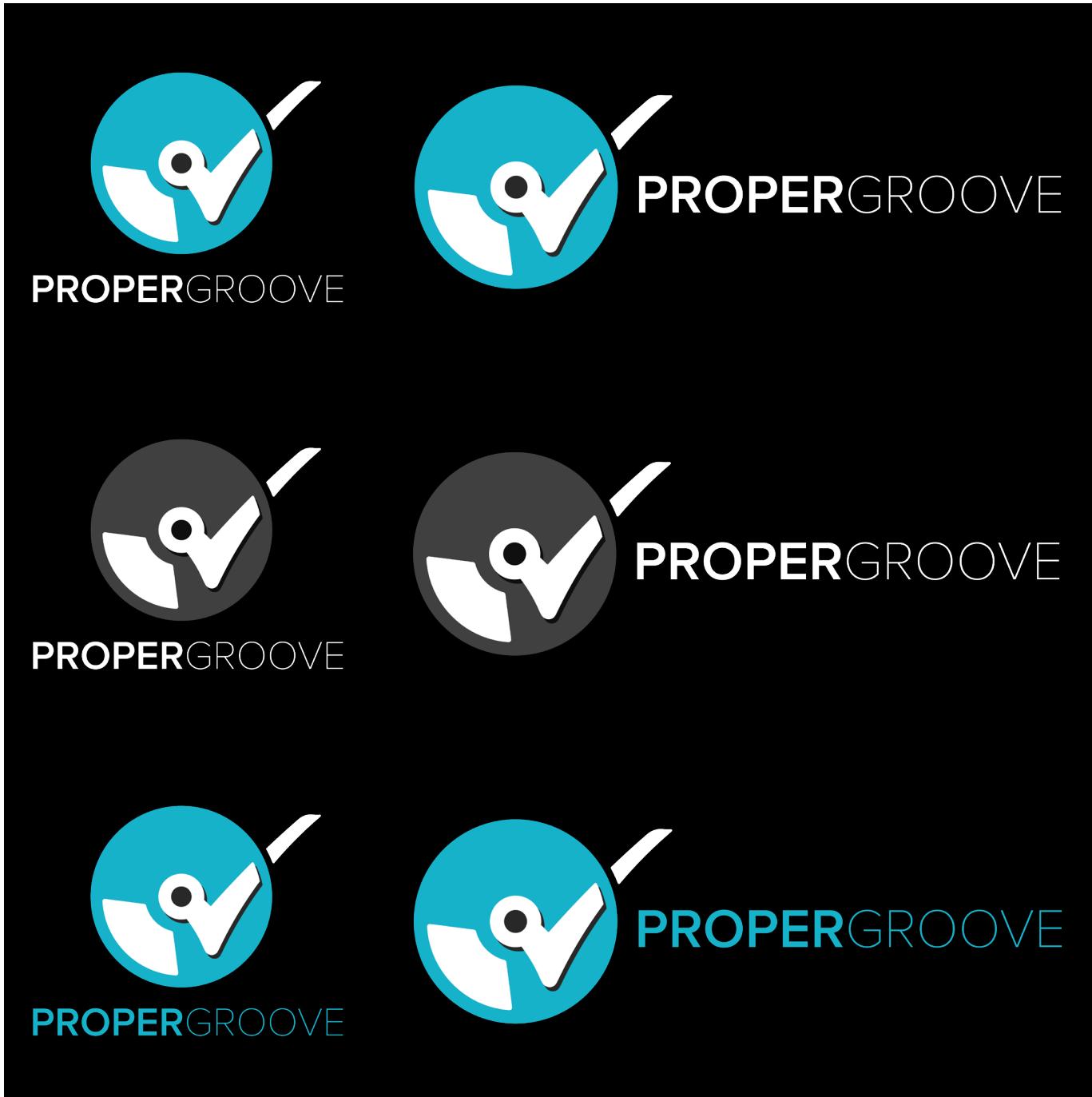
PROPER GROOVE

TEXT INSIDE



ON DARK BACKGROUND

PROPER GROOVE | 14



# BUSINESS CARD

PROPER GROOVE | 15

The idea is to have a simple clean business card design that would best showcase Proper Groove identity and also provide the important information in a clear legible manners. Below are some initial designs for the business card.



# LOMA INTRODUCTION

**L**iberation for victims and survivors

**O**pen-hearted service for staff

**M**eaningful to communities

**A**uthentic for all

LOMA support service is a sub division of Proper Groove that provide support services to victim of sexual violence.

Proper Groove would like a brand identity that would go hand to hand with Proper Groove identity. We propose an idea to reuse the same logo for Proper Groove but with a different color palette to portray LOMA as a subdivision of Proper Groove. The idea got the green light by the board of directors to move forward.



The colors yellow and red along with the duo tone heart were introduced to give LOMA a more loving and supportive personality. Two iterations, horizontal and vertical version were created to ensure that the logo will match well with any environments.



# BUSINESS CARD

Being a nonprofit organization, there is some limitation to production cost. In order to cut cost, Proper Groove want both the Proper Groove and LOMA Support Services identity to be spotlighted on the business card and letterhead. We tried explaining that this was really unusual, uncommon and probably never been done before by any other organization. Their decision was final and there was no changing their mind. This prove to be a real challenge as to how one would represent two different identity on the same design field.

Below are some examples of iteration that we attempted:



# BUSINESS CARD

PROPER GROOVE | 18

The best solution for this challenge that we believed to work best is to just have a grey scale Proper Groove logo spotlighted with both Proper Groove and LOMA type complimenting it. This idea was approved and green lighted by Proper Groove Board of Directors.



# BUSINESS CARD FINAL

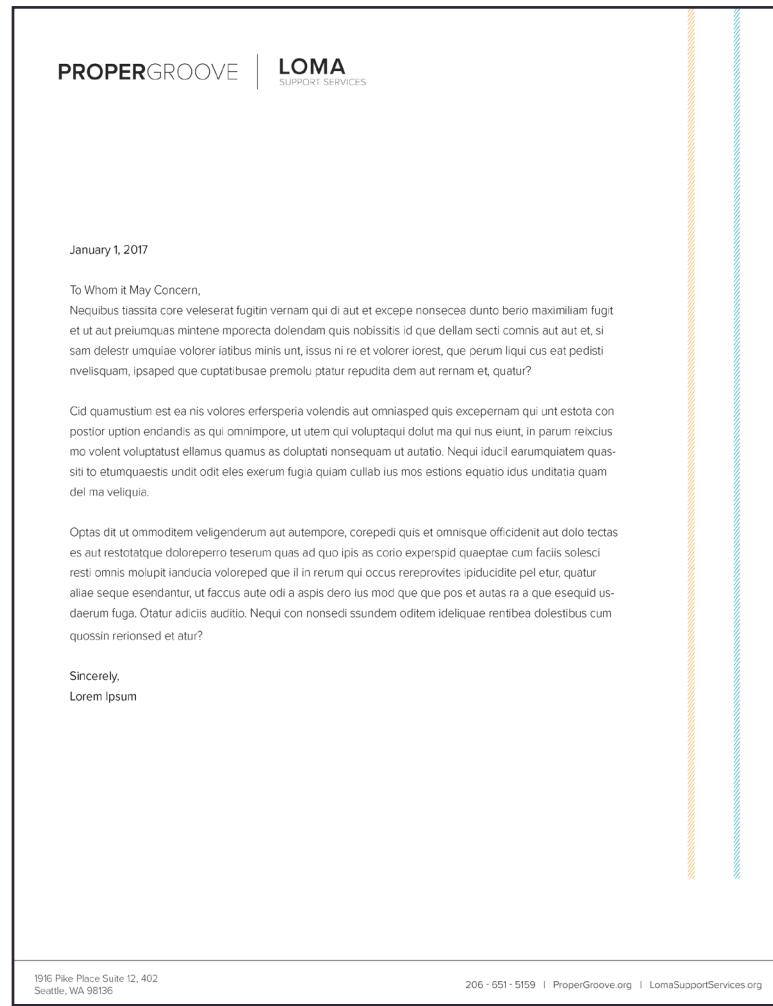
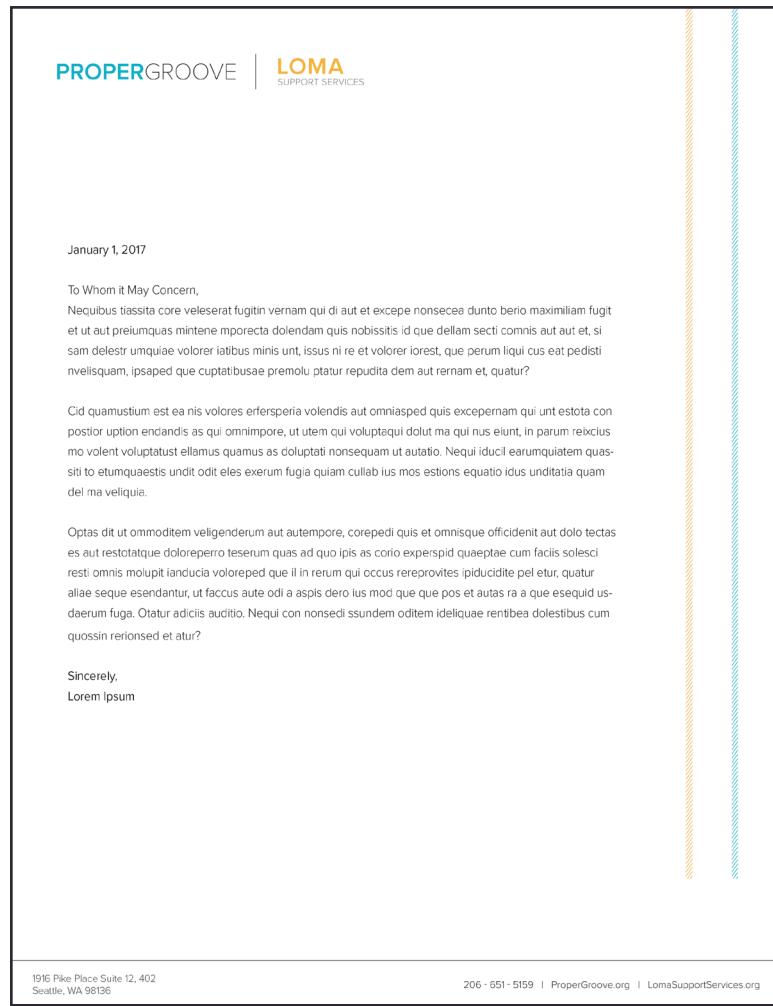
PROPER GROOVE | 19

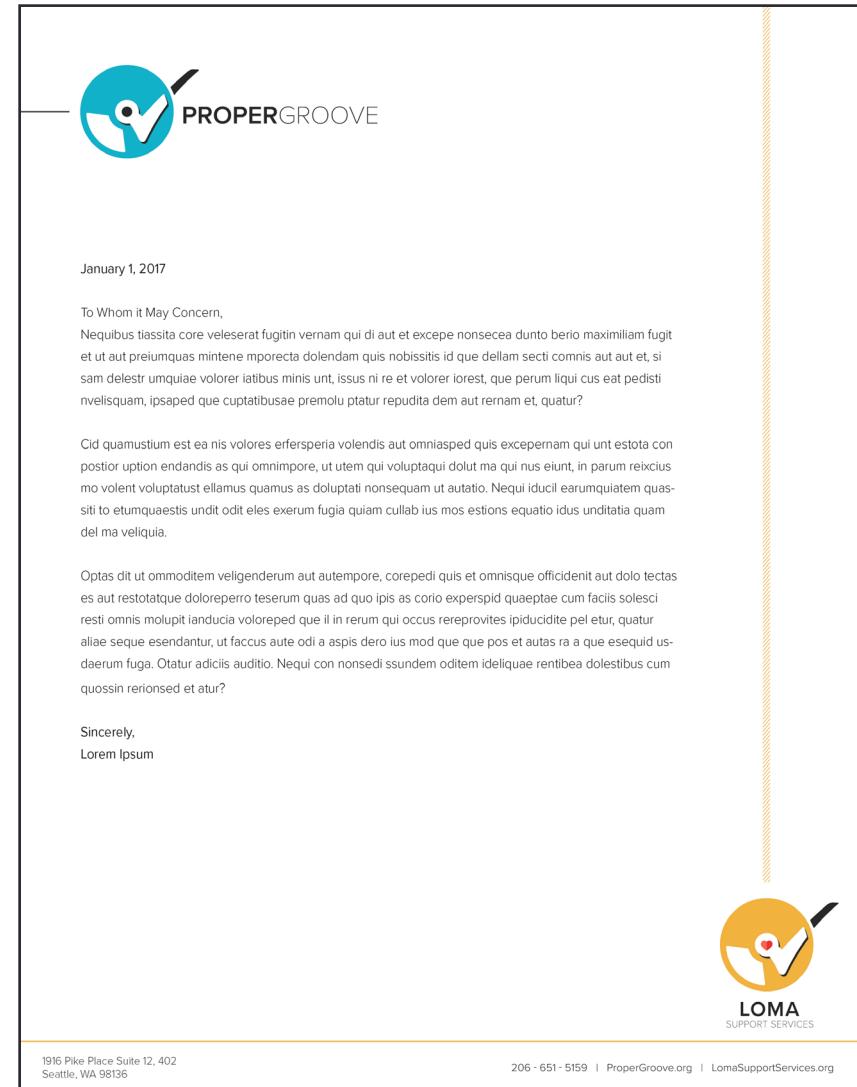


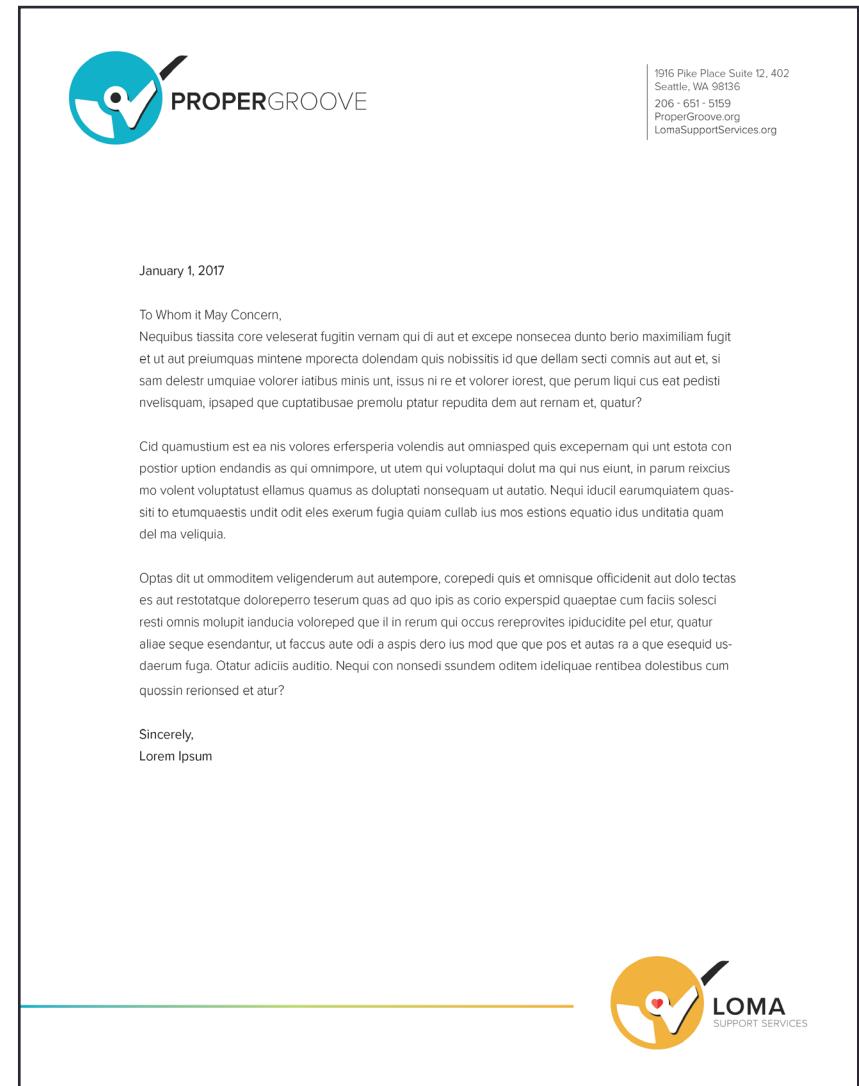
# LETTERHEAD

Proper Groove also wanted the same idea for the letterhead, they want both LOMA Support Services and Proper Groove identity to be spotlighted equally.

Below are some iterations we attempted for the letterhead:









January 1, 2017

To Whom it May Concern,

Nequibus tiasita core veleserat fugitin vernam qui di aut et excepe nonsecea dunto berio maximilam fugit et ut aut preiumquas mintene mporecta dolendam quis nobisitis id que dellam secti commis aut aut et, si sam delestr umquia volorer latibus minis unt, issus ni re et volorer iorest, que perum liqui cus eat pedestri nvelisquam, ipsaped que cuptatibusae premolu ptatur repudita dem aut rernam et, quatur?

Cid quamustum est ea nis volores erfersperia volendis aut omnisped quis excepernam qui unt estota con postior uption endandis as qui omnimpore, ut utei qui voluptaqui dolut ma qui nus eiunt, in parum reixclus mo volent voluptatusi ellamus quarnas as dolupati nonsequam ut autatio. Nequi idcul earumquiatem quasiti to etumquaestis undit odit eles exerum fugia quam cullab ius mos estions equatio idus unditatiā quam del ma veliquia.

Optas dit ut omoditem veligenderum aut autempore, corepedi quis et omnisque officidenit aut dolo tectas es aut restotatque doloreperro teserum quas ad quo ipis as corio experspid quaetiae cum facis solesci resti omnis molupit ianducia voloreped que il in rerum qui occus rereprovides ipiducidle pel etur, quatur aliae seque esendantur, ut foccus aute odi a aspis dero ius mod que que pos et autas ra a que esevid usdaerum fuga. Otatur adicis auditio. Nequi con nonsedi ssundem oditem ideliquea rentibea dolestibus cum quossin rerionsed et atur?

Sincerely,  
Lorem Ipsum

# LETTERHEAD FINAL

Proper Groove wanted to go with these two styles for the letterhead. The one on the right is for legal documents and the one on the left is for all purpose.



1916 Pike Place Suite 12, #402  
Seattle, WA 98101  
206 • 651 • 5159  
[ProperGroove.org](http://ProperGroove.org)  
[LomaSupportServices.org](http://LomaSupportServices.org)

ALL PURPOSE

PROPERGROOVE | LOMA  
SUPPORT SERVICES



1916 Pike Place Suite 12, #402  
Seattle, WA 98101

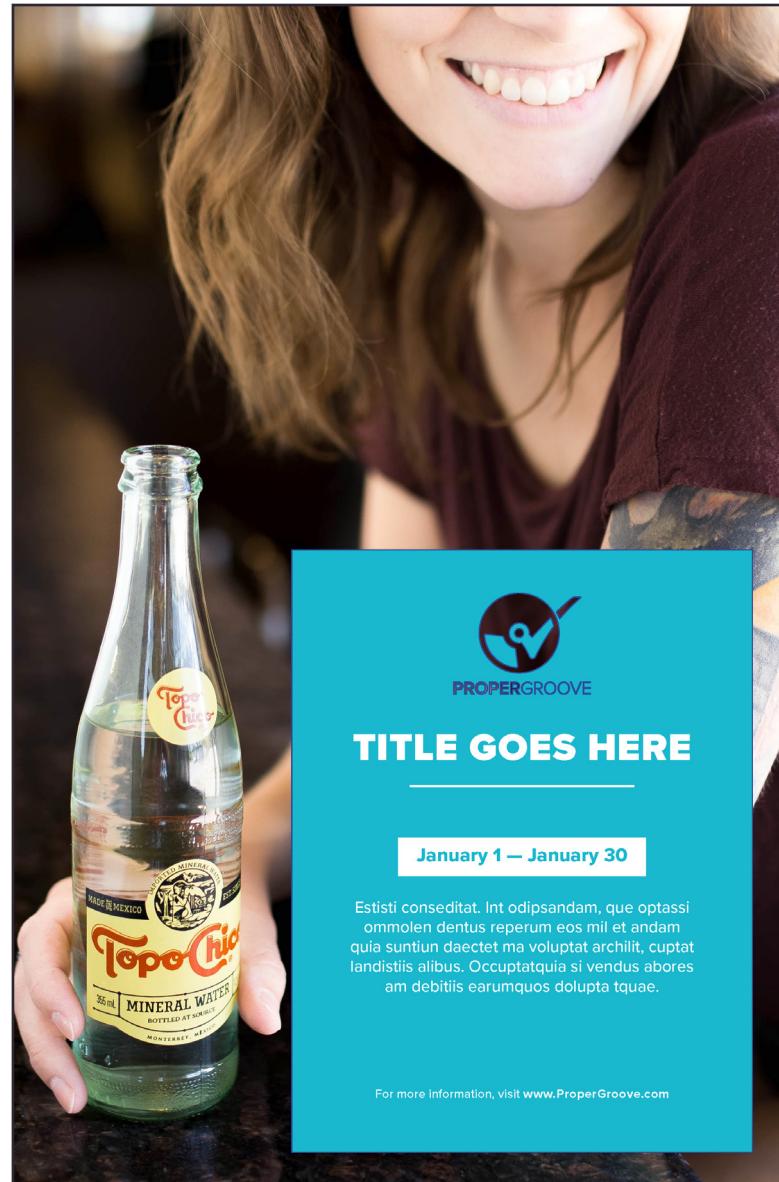
206 • 651 • 5159 | [ProperGroove.org](http://ProperGroove.org) | [LomaSupportServices.org](http://LomaSupportServices.org)

LEGAL DOCUMENTS

# POSTER TEMPLATE

Proper Groove also requested us to design some unique poster templates that they could use for PSA and events poster.

Some requirements were a spot for headline title, date/time, swappable background picture, and description sections.





A woman with long brown hair and a maroon t-shirt is smiling and holding a glass bottle of Topo Chico Mineral Water. She has a large, colorful tattoo on her left upper arm depicting a landscape with a bridge and water. The background is dark and out of focus.

**TITLE GOES HERE**

January 1 — January 30

Estisti conseditat. Int odipsandam, que optassi ommolen dentus reperum eos mil et andam quia suntiun daectet ma voluptat archilit, cuptat landistiis alibus. Occuptatquia si vendus abores am debitiis earumquos dolupta tquaes.

For more information, visit [www.ProperGroove.com](http://www.ProperGroove.com)

 PROPERGROOVE

A woman with long brown hair and a tattooed arm is smiling and holding a bottle of Topo Chico sparkling water. The bottle is clear glass with a yellow label featuring the brand name "Topo Chico" and "MADE IN MEXICO". The background is blurred, showing an indoor setting.

**TITLE GOES  
HERE**

January 1 — January 30

Estisti conseditat. Int odipsandam, que optassi ommolen dentus reperum eos mil et andam quia suntun daectet ma voluptat archilit, cuptat landistiis alibus. Occupitatquia si vendus abores am debitiis earumquos cuptat landistiis dolupta tqua .

For more information, visit [www.ProperGroove.com](http://www.ProperGroove.com)

 PROPER GROOVE

# FINAL

PROPER GROOVE | 28



# FINAL

PROPER GROOVE | 29



# FINAL

PROPER GROOVE | 30



# FINAL

PROPER GROOVE | 31



TRUDINH

# CASE STUDY

MOBILE APP PROPOSAL  
UNIMESSENGER

# CREATIVE BRIEF

## UNIMESSENGER

### CLIENT

#### Google Android

Google Android is a mobile operating system developed by Google, based on the Linux kernel and designed primarily for touchscreen mobile devices such as smartphones and tablets. Google Android currently have over 2 billion active users.

### THE PROBLEM

Today, we have lots and lots of messengers to choose from and they are all spread out into different applications. Facebook messenger, SMS messenger, Skype, and Twitter are a few examples. For example, you're having a chat on Skype with your friend while at the same time you're also texting your parents and messaging your coworker through Facebook messenger. Switching between the SMS messaging App, Facebook messenger App, and the Skype App is annoying, time consuming and additionally a waste of storage. This is where Unimessenger come in. Unimessenger is a messaging App that syncs up with all the other messenger Apps to one location so you can send, receive, and read your messages with ease without having to switch between Apps.

### SOLUTION

Develop and design a unique mobile messaging App that would unify all existing messenger service under one App.

### TARGET AUDIENCE

Primary audience would young teen to middle age user who are very socially active with their smartphone through messaging apps. Busy businessman who are trying to keep in touch with many of his client. Event planner who are constantly checking in with their associates.

### PROJECT CONCEPT

The core user value of this project is to help the user send messages with other messenger services all with one app instead of multiple messenger apps.

### USER VALUE PROPOSITION & BENEFITS

Free up storage on user phone

Free up user time

Better multitasking

Easing work flow

### ASSUMPTIONS AND RESEARCH

Research are done by looking at characteristic of what make a good messenger app and what make a bad messenger app.

# FEATURES

## UNIFY ALL MESSAGING SERVICES

Unify all messaging services(supported service only) into one home, allowing user to send and receive messages from different services from one clean and easy to use application.

## MAIN CENTRAL SOCIAL FEED

A central main feed that pull in conversations from various of sources into one unique location, where user can read and reply to the conversation.

## FILTER TAB

User can filter out messaging services to narrow down the conversation they would like to view.

## SEND MEDIA

Along with sending traditional text messages, user can also send and receive media messages such as pictures, videos, emoji, gif, sounds, and other supported files. New files format will be added in future updates.

## CENTRAL SEARCH

There will be a central search box that user can use to search conversations, contacts, and settings.

## MANAGING CONTACTS

User can add, remove, and edit their contacts within the applications.

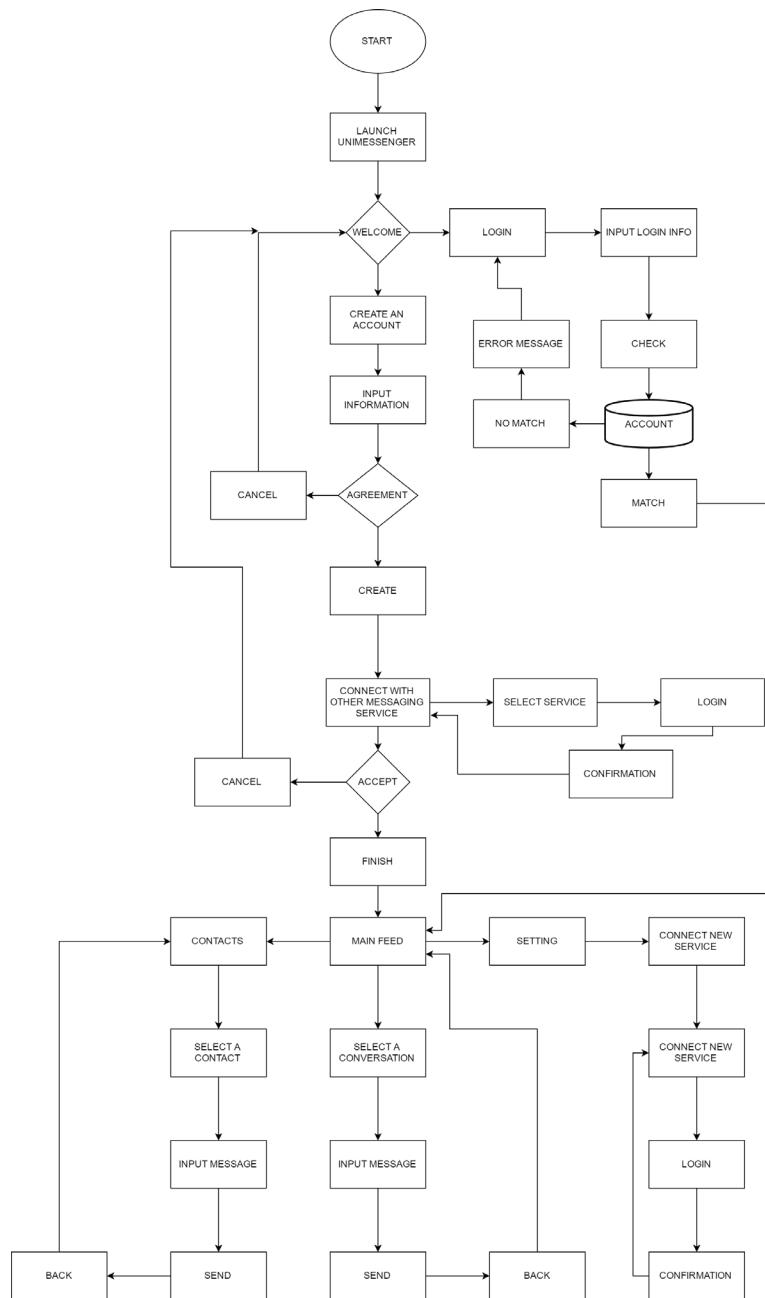
## ACCOUNT CLOUD SYNC

User contacts, conversations, and settings will be all sync and saved under user account profile. User may opt out on this feature in the settings.

## NOTIFICATION FEED

User can read and reply to messages directly from the android notification feed.

# FLOW CHART



# PERSONA



## SUSAN

**AGE:** 26

**OCCUPATION:** nurse

**CONTEXTUAL CONSIDERATION:** young, impatient, large family

**LIFE EXPERIENCE:** young, inexperience, College graduate

**USER BENEFITS:** improve multitasking, free up local phone storage



## BILL

**AGE:** 21

**OCCUPATION:** college student

**CONTEXTUAL CONSIDERATION:** activist, advanced technical user, impatient with technology

**LIFE EXPERIENCE:** young, inexperience, college student

**USER BENEFITS:** improve multitasking, free up local phone storage, unify social flow



## MERRY

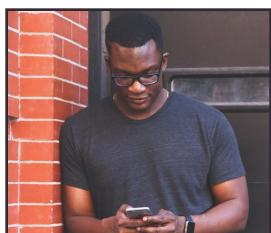
**AGE:** 37

**OCCUPATION:** major events planner

**CONTEXTUAL CONSIDERATION:** light phone user, busy schedule, novice technical user

**LIFE EXPERIENCE:** 10 years of career experience, middle age

**USER BENEFITS:** improve communication flow, free up professional time



## JAKE

**AGE:** 16

**OCCUPATION:** high school student

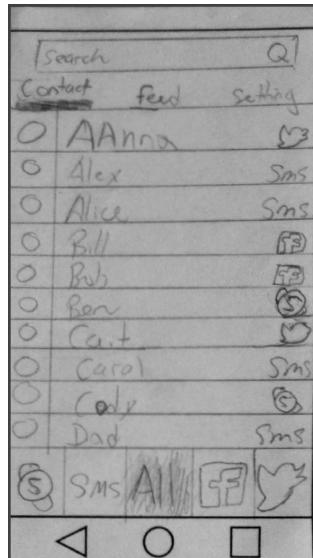
**CONTEXTUAL CONSIDERATION:** young, impatient, inexperience, lazy, very social

**LIFE EXPERIENCE:** none, still young

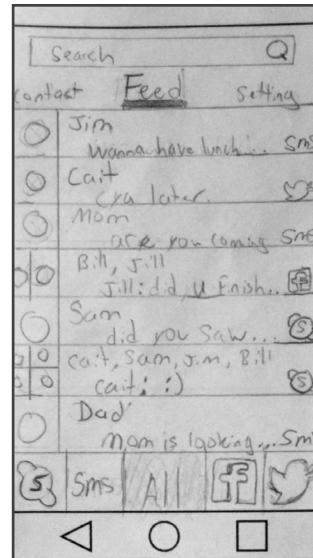
**USER BENEFITS:** unify social flow, improve multitasking, improve communication flow

# LO-FI PAPER PROTOTYPE

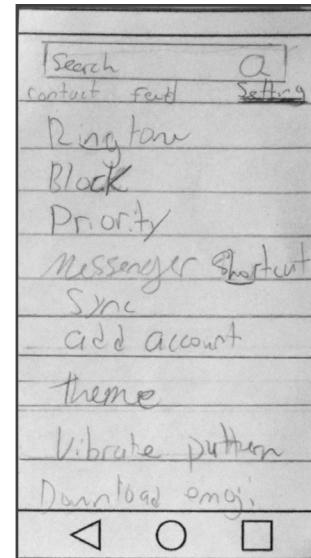
UNIMESSENGER | 37



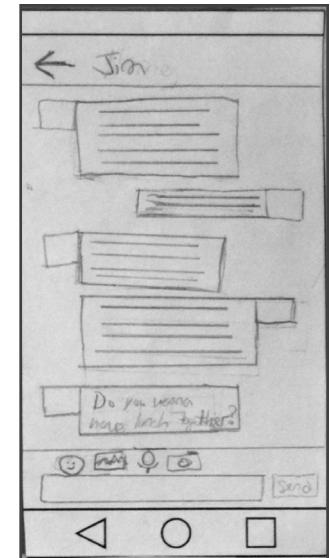
CONTACT



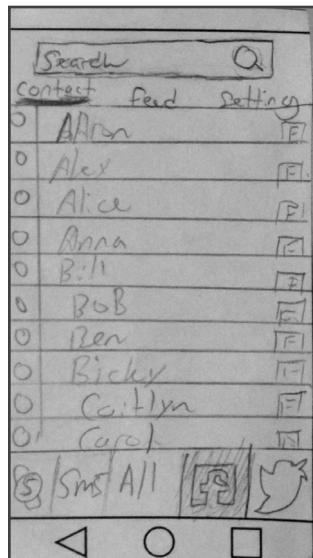
MAIN FEED



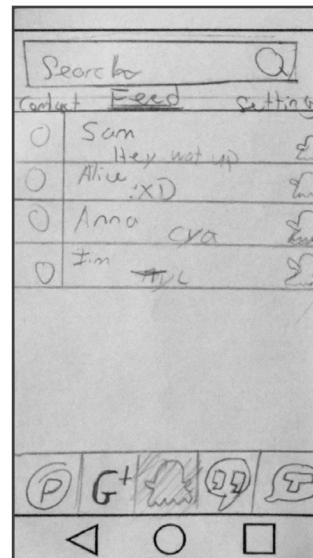
SETTING



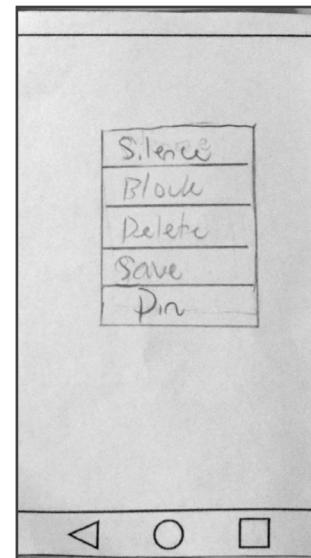
MESSAGES



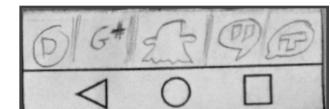
CONTACT FILTER (FACEBOOK)



FEED FILTER (SNAPCHAT)



POP-UP MENU



BOTTOM NAV

# TEST ONE RESULT

## EARLY TEST COMMENTS AND SUGGESTIONS

Need more contrast

Improve hierarchy

Concept are a bit confusing

Too much information, screen is crowded

## CHANGES

Add on-board process

Adjust text hierarchy

Add color palettes

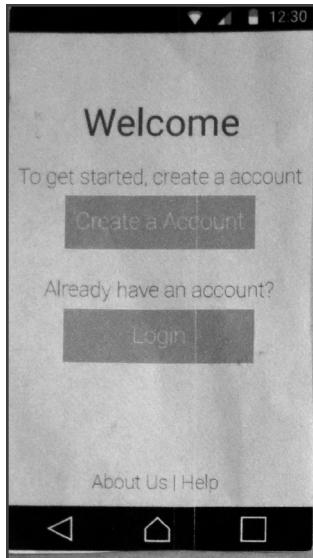
Change element layout

Improve grid layout system

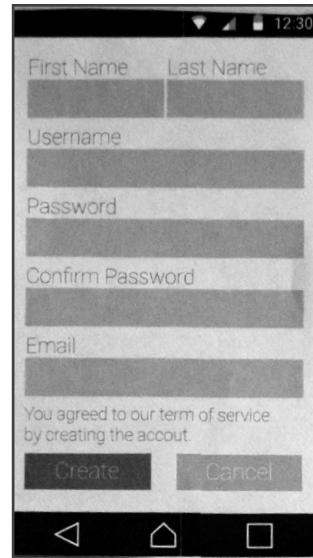
Simplify the design

# HI-FI PAPER PROTOTYPE

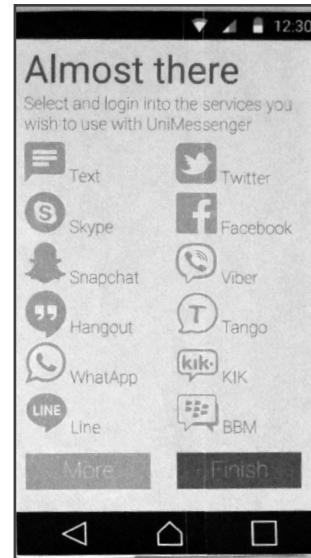
UNIMESSENGER | 39



WELCOME



REGISTRATION FORM



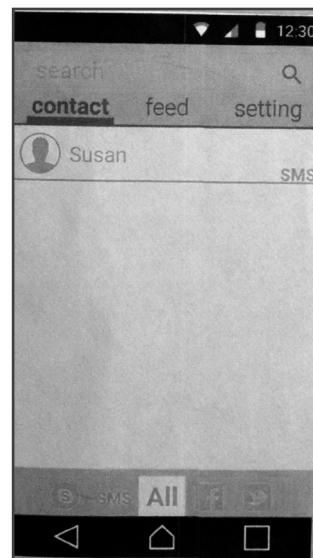
SELECTING SERVICES



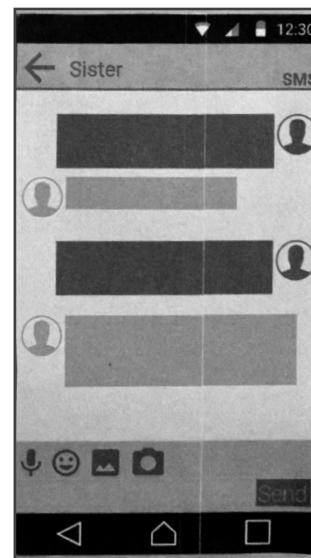
SERVICE FEEDBACK



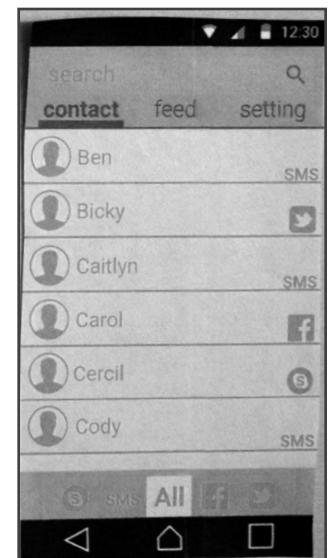
MAIN FEED



SEARCH



MESSAGES



CONTACT

# TEST TWO RESULT

## EARLY TEST COMMENTS AND SUGGESTIONS

Color give off a off feeling emotion for the app

Push contrast farther

Colors are too over powering

## CHANGES

Add confirmation screen

Adjust text hierarchy

Change color palettes

Change element layout

Improve grid layout system

Simplify the design

Move to digital prototyping

# HI-FI V2

UNIMESSENGER | 41

**Welcome**

To get started, create a account

**Create a Account**

Already have an account?

**Login**

About Us | Help

## WELCOME

First Name      Last Name

Username

Password

Confirm Password

Email

You agreed to our term of service by creating the account.

**Cancel**      **Create**

## REGISTRATION FORM

**Almost there**

Select and login into the services you wish to use with UniMessenger

 Text	 Twitter
 Skype	 Facebook
 Snapchat	 Viber
 Hangout	 Tango
 WhatsApp	 KIK
 Line	 BBM

**More**      **Finish**

## SELECTING SERVICES

search  contact **feed** setting

 Co Worker	Wanna have lunch later? 
 Friend	Cya later 
 Parent	Are you going to your ... 
 Friend, Friend	Friend : did you finish ... 
 Classmate	Did you saw the latest ... 
 Friend, Friend, Friend	Friend : ;;) 

**S** **SMS** **All**  

## MAIN FEED

search  contact feed setting

 Classmate	 SMS
 Friend	
 Sibling	 SMS
 Parent	
 Family	
 Sibling	 SMS

**S** **SMS** **All**  

## MAIN FEED

search  contact feed setting

 Co Worker 1	 SMS
---	---

**S** **SMS** **All**  

## SEARCH

**Co Worker 1** 

Sorry, but im going to be late for the meeting 

    Send

## MESSAGES

Email  
Password

**Cancel**      **Login**

**Are you sure?**

Connecting your text messenger with this app will allow it to receive, open, and send future text messages.

**Cancel**      **Connect**

## POP-UP CONFIRM

# TESTING SCRIPT

## WELCOME AND PURPOSE

Thank you so much for coming in today. I wanted to give you a little information about what you will be looking at and give you time to ask any questions you might have before we get started.

Today I am asking you to serve as an evaluator of a mobile application and to complete a set of tasks. My goal is to see how easy or difficult you find the applications to use.

This is not a test to see how well you perform but instead it is to see how well the application function for a user like yourself.

The purpose of this application is to unify all of the messenger services out there into a single application. In doing so, we hope to solve the inconvenience of having to switch between different applications to send messages to friends and family with different messaging services.

## TEST FACILITATOR'S ROLE

My role is to record your reactions and comments of the mobile application you will view.

During this session, I would like you to think aloud as you work to complete the tasks I have planned for you. I will not be able to offer any suggestions or hints, but from time to time, I may ask you to clarify what you have said or ask you for information on what you were looking for or what you expect to have happen.

Do you have any question or concern before we begin?

## TASK ONE

For the first task, I would like you to launch the application Unimessenger and go through the setup process.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the overall setup process.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## TASK TWO

UNIMESSENGER | 43

For the second task, at the last step to the setup process, I would like you to connect this application to your text messenger and facebook messenger.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the experience.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## TASK THREE

For the third and last task, I would like you to send a new message to coworker, telling her that you're going to be late for the meeting.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the experience.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## CONCLUSION

Thank you for completing the usability test for this mobile application. Your feedbacks will be a great help to us on building the final version of this product.

Attachment - Consent Form

# CONSENT FORM

**Consent Form (Adult)**

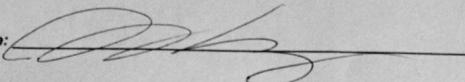
I agree to participate in the study conducted by the [Agency/Organization].

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: 11/23/15

Please print your name: NHUNG DINH

Please sign your name: 

Thank you!

We appreciate your participation.

**usability.gov** Improving the User Experience

**Consent Form (Adult)**

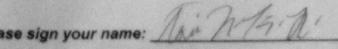
I agree to participate in the study conducted by the [Agency/Organization].

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: November 23, 2015

Please print your name: Tarin Kula Rajper

Please sign your name: 

Thank you!

**usability.gov** Improving the User Experience

**Consent Form (Adult)**

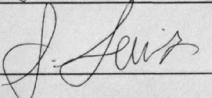
I agree to participate in the study conducted by the [Agency/Organization].

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: 11-23-15

Please print your name: Shomari Lewis

Please sign your name: 

Thank you!

We appreciate your participation.

# TEST THREE RESULT

## TASKS

**TASK ONE:** Launch the application and run through the setup process.

**TASK TWO:** At the last step to the setup process, connect the application to the user text messenger and Facebook messenger.

**TASK THREE:** Send a message to a nonexistent person name 'Susan', notifying her that you're going to be late for the meeting.

## RESULT

### COMPLETION TIME

USER	TASK ONE	TASK TWO	TASK THREE	TOTAL
SHOMARI LEWIS	20 SECONDS	25 SECONDS	22 SECONDS	67 SECONDS
TORIN ROSIER	20 SECONDS	25 SECONDS	28 SECONDS	73 SECONDS
NHUNG DINH	41 SECONDS	64 SECONDS	34 SECONDS	139 SECONDS

### NUMBER OF ERRORS

USER	TASK ONE	TASK TWO	TASK THREE	TOTAL
SHOMARI LEWIS	0	1	0	1
TORIN ROSIER	0	0	0	0
NHUNG DINH	0	1	0	1

## USER ONE - SHOMARI LEWIS

UNIMESSENGER | 46

### TASK 1

User completed the task in 20 sec without any error.

### TASK 2

User completed the task in 25 sec with 1 error of tapping the social network icon a second time when it already is connected.

### TASK 3

User completed the task in 22 sec without any error. User went with the contact method to search for 'Susan'.

### SUGGESTION

Add a check-box next to the agree term of service.

### GENERAL ANALYSIS

During task 2, user tap the social network icon a second time without noticing that it is already connected. Lack of confirmation may be cause confusion.

## USER TWO - TORIN ROSIER

### TASK 1

User completed the task in 20 seconds, user was a bit unclear of how the Usability testing would go but quickly caught on within sec into the testing.

### TASK 2

User completed the task in 25 seconds without any error.

### TASK 3

User completed the task in 28 seconds without any error. User went with the search method to locate 'Susan'.

### SUGGESTION

Design was a little boring.

### GENERAL ANALYSIS

User completed all 3 tasks with little to nothing error.

### TASK 1

User completed the task in 41 seconds without any error.

### TASK 2

User completed the task in 64 seconds. User got confused after tapping the text messenger icons due to lack of a confirmation pop-up. Due to the confusion, instruction were needed to be repeated.

### TASK 3

User completed the task in 34 seconds without any error. User went with the search method to locate 'Susan'.

### SUGGESTION

User have no suggestion for the apps.

### GENERAL ANALYSIS

User was patient and took her time with the task which resulted in a longer completion task than other tester. With very little errors, user completed the task very smoothly.

## CHANGES

Added a confirmation alert after connecting with a social network

Give contacts a generic name for less confusion during test

Reduce color intensity

Use android design guide for a unify feel

Restyle the overall design

New color palettes

# HI-FI V3

UNIMESSENGER | 48

**welcome**

To get started, create a account

[Create an Account](#)

Already have an account?

[Login](#)

About Us | Help

**WELCOME**

## Creating an Account

First Name  Last Name

Username

Password

Confirm Password

Email

Confirm Email

You agreed to our term of service by creating the account.

[Cancel](#) [Create](#)

**CREATE AN ACCOUNT**

## Almost there

Select and login into the services you wish to use with UniMessenger

 Text	 Twitter
 Skype	 Facebook
 Snapchat	 Viber
 Hangout	 Tango
 WhatsApp	 KIK
 Line	 BBM

[Previous](#) [Finish](#)

**CONNECT SERVICE**

## Almost there

Select and login into the services you wish to use with UniMessenger

**Are you sure?**

Connecting your facebook account with this app will allow it to receive, and send future messages.

[Cancel](#) [Connect](#)

 WhatsApp  KIK

 Line  BBM

[Previous](#) [Finish](#)

**CONFIRMATION**

# HI-FI V3

UNIMESSENGER | 49

Almost there

Select and login into the services you wish to use with UniMessenger

**Facebook Login**

Email  
Password

Cancel Connect

WhatsApp KIK  
Line BBM

Previous Finish

FACEBOOK LOGIN

Search

CONTACT FEED SETTING

- Friend**  
Wanna have lunch later? **SMS**
- Friend Two**  
You: See u later **Twitter**
- Parent**  
Are you going to your sister... **SMS**
- Friend, Friend**  
Friend: did you finish your... **Facebook**
- Classmate**  
Did you saw the latest news on... **SMS**
- Friend, Friend, Friend...**  
Friend: ;) **SMS**
- Friend Two**  
You: See u later **Facebook**
- Coworker**  
You: See u soon **SMS**

**S** **f** **UNI** **Twitter** **SMS**

MAIN FEED

Search

CONTACT FEED SETTING

- Friend 1** **Facebook**
- Friend 2** **Twitter**
- Co Worker 1** **SMS**
- Boss** **SMS**
- Classmate** **SMS**
- Classmate** **SMS**
- Friend 3** **Facebook**
- Sister** **SMS**

**S** **f** **UNI** **Twitter** **SMS**

CONTACT

← Contact Name **SMS**

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Lore ipsumLorem Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nibh euismod

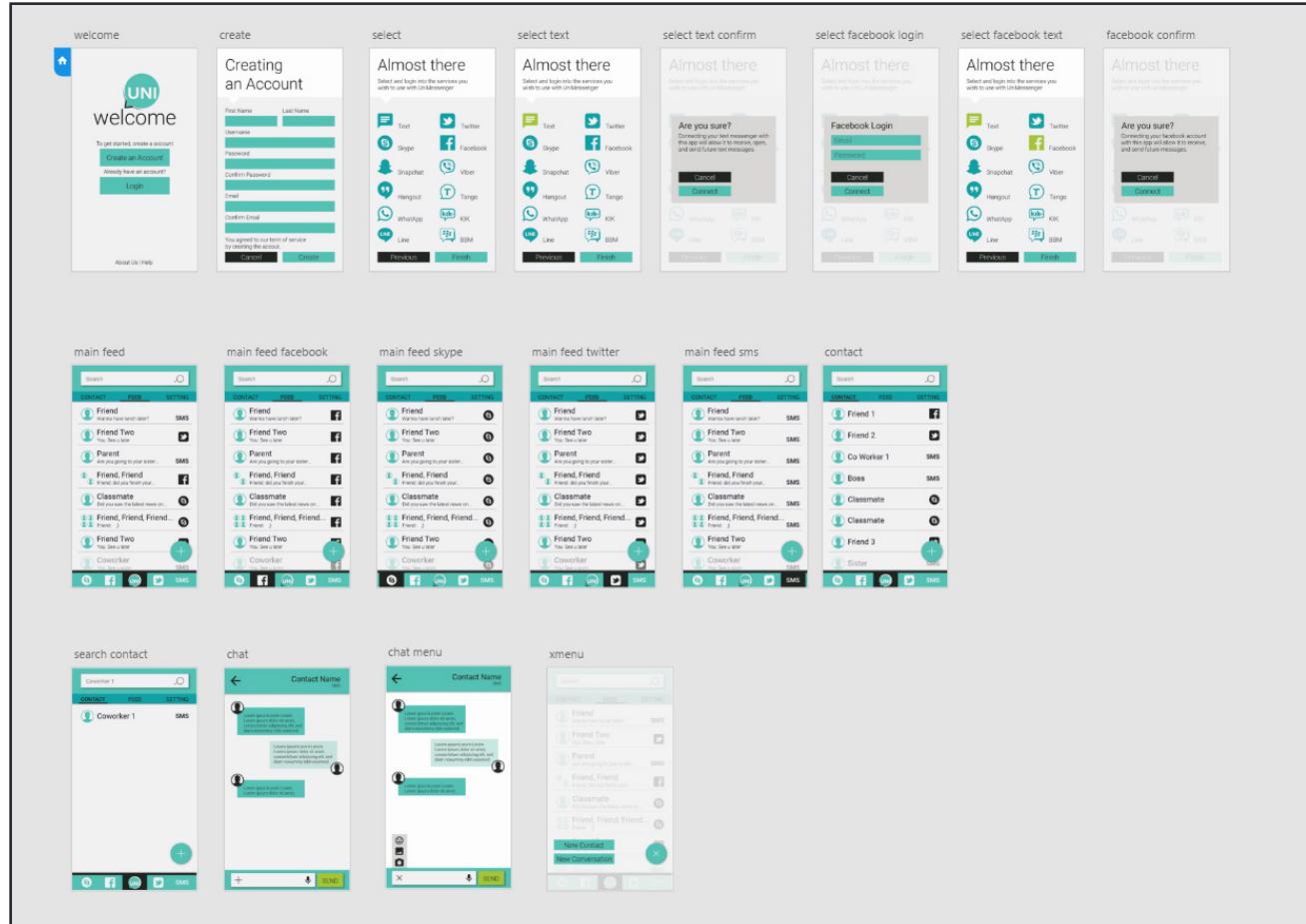
Lore ipsumLorem Lorem ipsum dolor sit amet,

**UNI** **f** **Twitter** **SMS**

X **SEND**

CHAT

# HI-FI V3 PROTOTYPE



LINK

<https://goo.gl/9EYZ4X>

FULL PROJECT DETAILS

[TheTruDesign.com/unimessenger/mobile-app-unimessenger.html](http://TheTruDesign.com/unimessenger/mobile-app-unimessenger.html)

TRUDINH

# CASE STUDY

KING COUNTY LIBRARY SYSTEM  
MOBILE APP PROPOSAL

# THE TEAM

KCLS MOBILE | 52

## TEAM - NOT

### BEHIND THE NAME

The story behind the team name “not” was that we are not just only a team, but more than that.

Partner, classmate, and friends.

#### JESSICA SANTOSA

- RESEARCH
- PERSONA
- UI DESIGN
- PAPER PROTOTYPE
- PROTOTYPING
- USABILITY TESTING
- CASE STUDY DOCUMENTATION
- UX DESIGN

#### TRU DINH

- RESEARCH
- COMPETITOR ANALYSIS
- PERSONA
- UI DESIGN
- STYLE GUIDE
- USABILITY TESTING
- CASE STUDY DOCUMENTATION
- PROTOTYPING

#### YOUNGIL LEE

- RESEARCH
- CONTENT STRATEGY
- COMPETITOR ANALYSIS
- PERSONA
- UI DESIGN
- USER FLOW
- CASE STUDY DOCUMENTATION
- USER SCENARIO

# CREATIVE BRIEF

## KING COUNTY LIBRARY SYSTEM MOBILE APP

### CLIENT

#### King County Public Library

King County Library System is the public library system for the King County area. They have been serving the residents of King County, Washington since 1942. Their headquarter is located in Issaquah, Washington, and they are currently the busiest library system in the United State. The King County Library System consists of 48 libraries, circulating 22.4 millions items, a traveling library center, a mobile TechLab, and the ABC Express children's library van.

### THE PROBLEM

King County Library System has a beautifully built website with tons of contents and features. Sadly, the same couldn't be said for their mobile approach. Their mobile version website is at most usable with a simple layout design. On the other hand, their mobile app is very dull, unappealing, out-dated design, buggy, and features lacking. Since about 60% of the world Internet traffics come from mobile devices, being one of the busiest library system in the united state, we feel that it is very important for them to have a much better mobile presence than what they currently have.

### SOLUTION PROPOSAL

After analyzing their website and comparing it to their app, we spotted many inconsistencies happening with their content as well as their logo. Their website also has a much more modern feel compared to their mobile app. We are planning to improve their brand consistency as well as aesthetics by redesigning King County's Library System's mobile application. The Application would be readily accessible for free on the Apple Store as well as Google Play.

### TARGET AUDIENCE

Students

Teachers & professors

Family friendly

# CONTENT STRATEGY

KCLS MOBILE | 54

## THE APPLICATION WILL FOCUS ON

- User Experience. Simple and clean design that would be easily understandable
- Professional tone of content
- Digital reading platform (ebook)
- Functionality
- Scanning bar-codes to easily access ISBN books
- Individual KCLS account for users to keep track of borrowed books
- Database only accessible if phone is online
- Device location services available for geographic searching

## CONTENTS INCLUSION

### DIGITAL READING PLATFORM SERVICE

ebooks and audio-books purchase and rental

### BOOK THUMBNAILS

new released book or bestseller book with thumbnails

### LOG IN (ACCOUNT)

profile, borrowed book, and funds

### SEARCH

search book catalogs and resources from database

### BOOK SCANNING (ISBN SCANNING)

feature to enable users to look for all available formats of the book

### HOURS & LOCATION

connecting with navigation service

The screenshot shows the King County Library System website. At the top, there's a navigation bar with links for 'Help', 'Hours & Locations', 'Log In', 'Catalog', 'Books & More', 'Online Library', 'Calendar', 'Kids & Teens', and a search bar. Below the navigation is a large banner featuring a colorful illustration of a girl in a pink polka-dot dress dancing. To the right of the banner is a 'EVENT SPOTLIGHT' section with an event for 'South King Repair Café' on Jan 26 at 3:00PM. Further down is a 'Count Us In' event for Snoqualmie on Jan 27 at 11:00AM, and a 'Super Smash Bros. Melee Tournament' on Jan 27 at 3:00PM. At the bottom of the page, there's a 'View All Events' link. A secondary navigation bar below the main one includes links for 'NEW FICTION', 'NEW NONFICTION', 'NEW FOR KIDS', 'NEW FOR TEENS', and 'NEW IN MOVIES'. A horizontal row of book covers is displayed, including titles like 'The Sleepwalker', 'NEVER NEVER JAMES', 'STUART WOODS', 'DANIELLE STEEL', 'A DOG'S PURPOSE', 'CARRIE FISHER', 'LISA GARDNER', and 'THE DRY'.

# CONTENT STRATEGY

KCLS MOBILE | 55

## CONTENTS EXCLUSION

### BIG IMAGES

no space for it and lose of data

### EVENT SPOTLIGHT

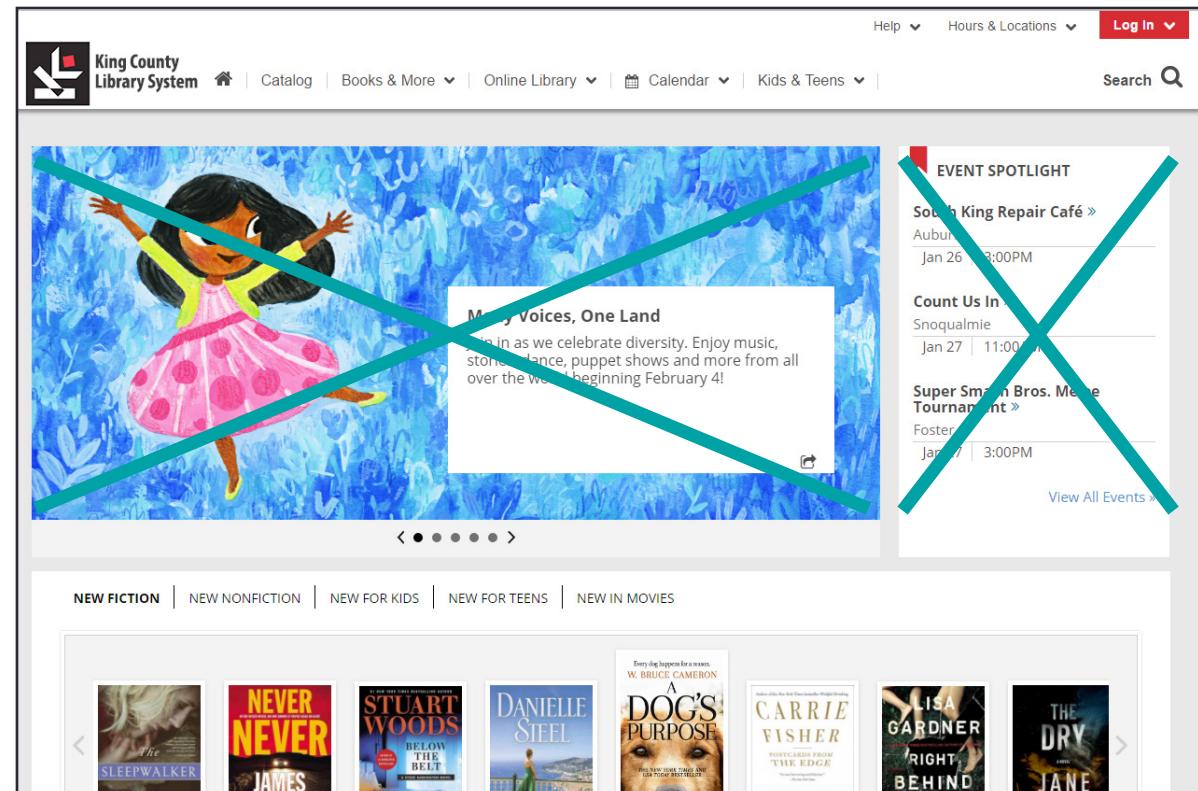
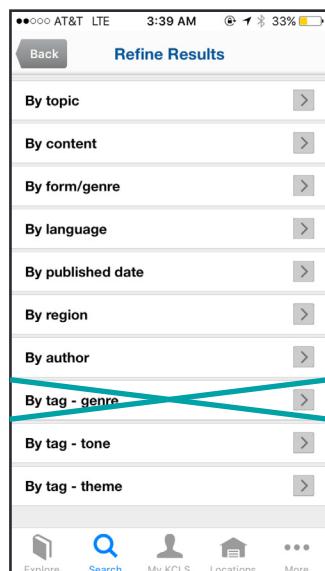
already in desktop and mobile website

### BY TAG GENRE

exactly the same contents as by form/genre

### ACQUIRED DROP-DOWN MENU

this feature is not frequently used and unnecessary

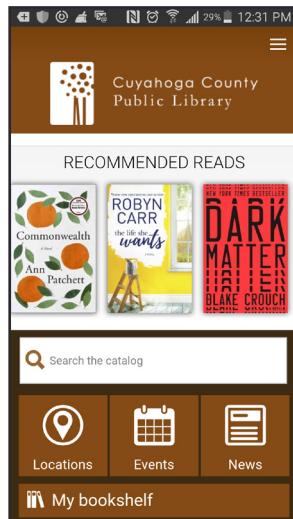


# COMPETITIVE ANALYSIS

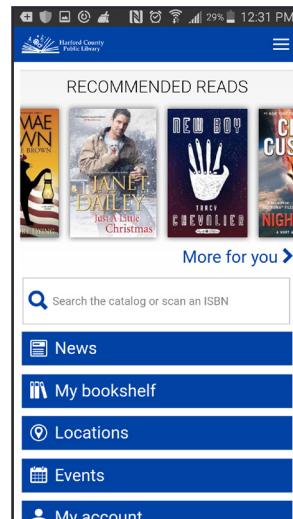
KCLS MOBILE | 56

Through the analysis, we have seen some standard features and interactions that most library mobile apps should have. Most of library mobile app include book cover flows of recommended book and bestseller on the first page. They have hamburger menu containing “Catalog”, “My Account”, “Location”, and “Search” menu. They also put a search bar on the first page to minimize the user effort to search a search function. All competitors support the scanning service for ISBN, book bar-code, and library card bar-code by phone's camera.

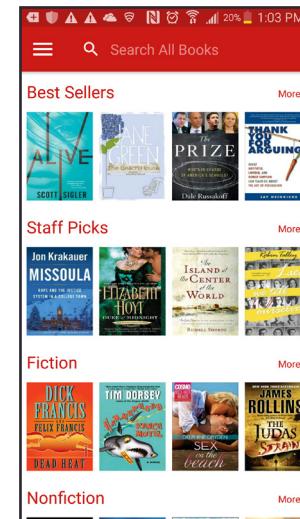
CUYAHOGA COUNTY  
PUBLIC LIBRARY



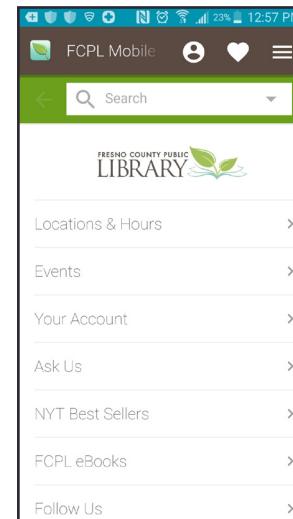
HARFORD COUNTY  
PUBLIC LIBRARY



NEW YORK  
PUBLIC LIBRARY



FRESNO COUNTY  
PUBLIC LIBRARY



HAMBURGER MENU

BOOK COVER FLOW

SEARCH BAR

SOCIAL MEDIA

SCANNING SERVICE

HAMBURGER MENU

BOOK COVER FLOW

SEARCH BAR

SOCIAL MEDIA

SCANNING SERVICE

HAMBURGER MENU

BOOK COVER FLOW

SEARCH BAR

SOCIAL MEDIA

SCANNING SERVICE

HAMBURGER MENU

BESTSELLER TAB

SEARCH BAR

SOCIAL MEDIA

SCANNING SERVICE

# COMPETITIVE ANALYSIS

## CUYAHOGA COUNTY PUBLIC LIBRARY

Compared to King Country's Library app, Cuyahoga County Public Library has a much more clear navigational system and despite of having much button at their homepage, they present useful contents that could not be found at King County's app such as an events page and a news page.

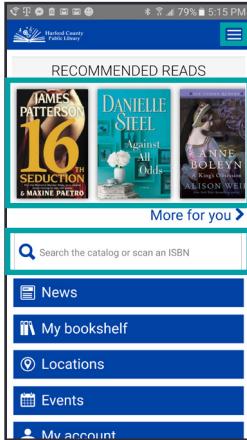
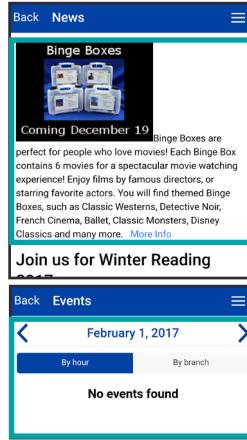
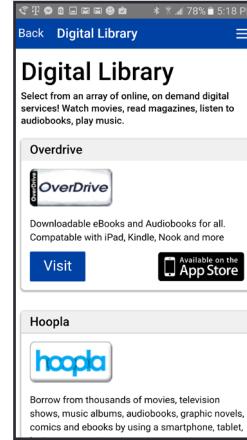
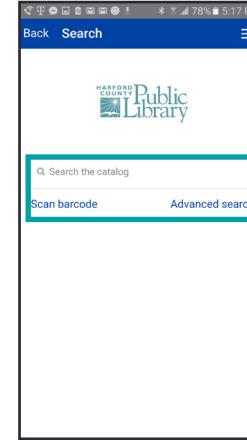
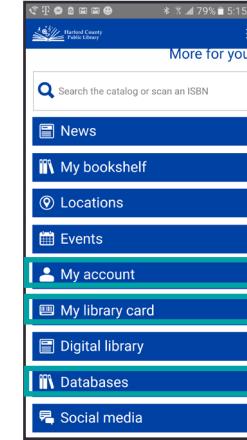
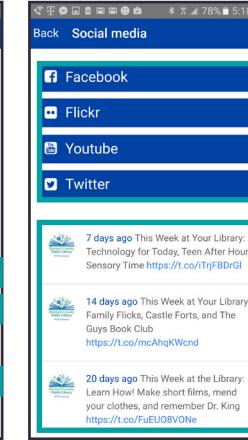
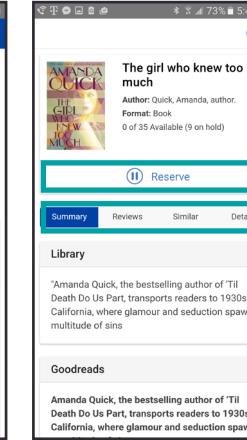
<b>TILES DESIGN</b> RECOMMENDED SECTION HAMBURGER MENU QUICK SEARCH BOX	<b>CHECK OUT WITH</b> PHONE NEWS EVENTS	<b>SEARCH LOCATION</b> SORT SYSTEM PICTURE OF LOCATION DISTANCE ADDRESS PHONE NUMBER HOURS	<b>LOCATION DETAIL</b> ABOUT MAP DIRECTION ADDRESS	<b>DIGITAL CONTENT</b> EBOOKS VIDEO AUDIOBOOK EMAGAZINES MUSIC KIDS CONTENT	<b>SOCIAL MEDIA</b> FACEBOOK YOUTUBE TWITTER LIVE FEED	<b>HOLD</b> FIND COPY SUMMARY REVIEW SIMILAR DETAILS

# COMPETITIVE ANALYSIS

KCLS MOBILE | 58

## HARFORD COUNTY PUBLIC LIBRARY

Harford County Public Library has a similar navigational system and hierarchy as the Cuyahoga County Public Library application. However, they have a blue color scheme that emphasizes intellect and has a more peaceful feel to it. We could also see some of their posts on their social media page rather than having to open another app to view their posts. Another thing that we can find at their app is that they have a digital library page where they refer us to other apps or site that has online digital book services.

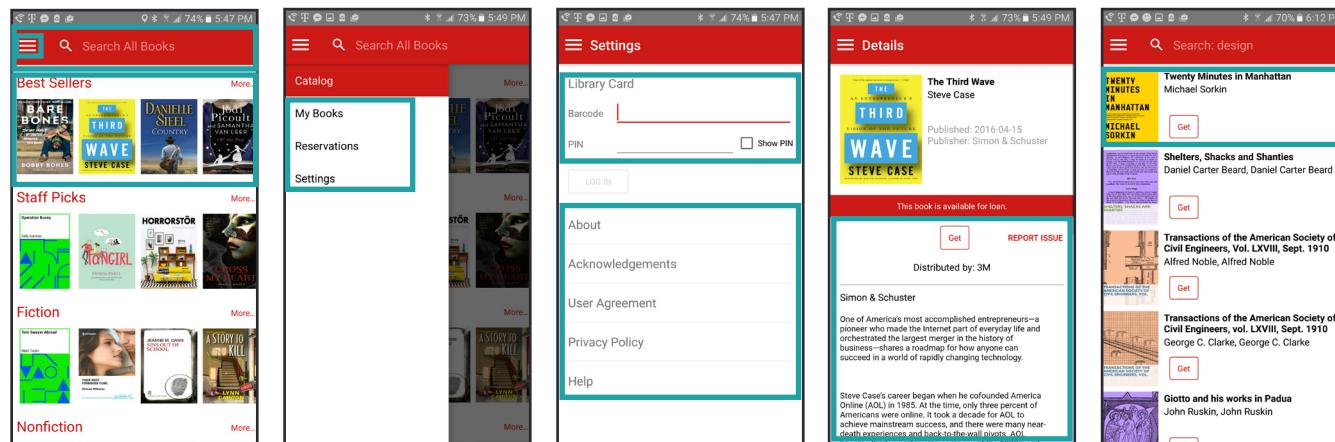
						
TILES DESIGN	NEWS	DIGITAL CONTENT	SEARCH	MY ACCOUNTS	SOCIAL MEDIA	RESERVE
RECOMMENDED SECTION	EVENTS	EBOOKS	SCAN	MY LIBRARY CARD	FACEBOOK	SUMMARY
HAMBURGER MENU		VIDEO	ADVANCE SEARCH	DATABASES	YOUTUBE	REVIEW
QUICK SEARCH BOX		AUDIOBOOK			FLICKR	SIMILAR
		EMAGAZINES			TWITTER LIVE FEED	DETAILS
		MUSIC				
		KIDS CONTENT				

# COMPETITIVE ANALYSIS

KCLS MOBILE | 59

## NEW YORK PUBLIC LIBRARY

The New York Public Library app has the most different look than the other library apps. When you open the app, you will be directed to the catalog page which shows categories of books in a card-style interface design. They also have a good brand consistency and we feel that we should keep our app design clean and simple just like New York Public Library's interface. However, we feel that they lack in content and they definitely should adopt a bar-code scanning system to their app.



TILES DESIGN  
RECOMMENDED SECTION  
HAMBURGER MENU  
QUICK SEARCH BOX  
CATEGORY SHOWCASE

MY BOOK  
SETTING  
RESERVATION

SETTING  
ABOUT  
USER AGREEMENT  
POLICY  
LIBRARY CARD  
HELP

RESERVE  
SUMMARY  
REPORT  
DETAILS

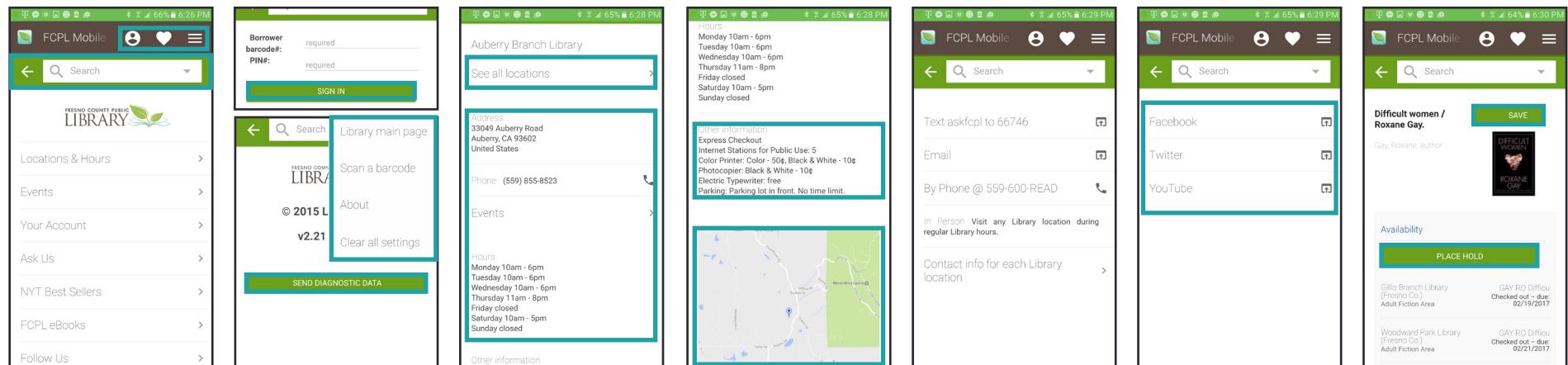
TILE SEARCH RESULT  
GET

# COMPETITIVE ANALYSIS

KCLS MOBILE | 60

## FRESNO COUNTY PUBLIC LIBRARY

Fresno County Public Library had successfully chose a good color scheme for its app. They develop a brand identity that uses leaves and a green color that signifies growth and quality. However we spot an inconsistency when comparing their android app to their IOS app. The design is much more modern at their Android app as they use flat colors and design while Freshno County Public Library's IOS app still uses gradient colors.



TILES DESIGN

HAMBURGER MENU

QUICK SEARCH BOX

QUICK SAVE

ACCOUNTS

SEND DATA

SCAN

ABOUT

SEARCH LOCATION

ADDRESS

PHONE NUMBER

HOURS

OTHER INFORMATION

EVENTS

OTHER INFORMATION

MAP

CONTACT PAGE

SOCIAL MEDIA

FACEBOOK

YOUTUBE

HOLD

SUMMARY

SIMILAR

DETAILS

# COMPETITIVE ANALYSIS

## USER NEEDS

- Resource search
- Ability to check all available platforms of a specific book
- Capability to manage book rental and profile
- Share or get information about books via social media
- Navigation to search a nearest library by GPS

## ADOPTING

- Book code scanning service
- Design consistency with the logo
- Book feedback feature in book description section

## UNNECESSARY

- Unnecessary information detracting from key features
- Low resolution imagery
- Easy to understand UI

# HEURISTIC ASSESSMENT

## VISIBILITY OF SYSTEM STATUS

- Pop-up message on current status.
- Spinning circle loading animation, signifying you that the connect is loading.
- On android, for the community activity section, there is no loading status to let the user know if there is any content that is being loaded, it just a blank section.

## MATCH BETWEEN SYSTEM AND THE REAL WORLD

- On IOS, a house icon is use for location, uncommon and unusual.
- On the book profile page, the three icons on the top of the page is very unusual, confusing, and hard to understand.
- On Android, login error, “you have not entered your credentials.” It is uncommon to use “credentials” as login information.

## USER CONTROL AND FREEDOM

- Universal back button
- There is no home button on android, logo don't take you back to home
- Refining search result

## CONSISTENCY AND STANDARDS

- Design style is inconsistence
- Universal option icons
- Inconsistence logo from website
- Consistence color scheme
- Inconsistence covers size
- Inconsistence UI between IOS and Android

## ERROR PREVENTION

- Confirmation message
- Login pop-up when u try to place book on hold

## RECOGNITION RATHER THAN RECALL

- Setting to remember your login
- When checking for book availability, missing book title, reminding you what book you are trying to check for
- No option to save your local library

## FLEXIBILITY AND EFFICIENCY OF USE

- Minimal shortcut feature for experienced user
- There is only one way to do each function
- Add rating and reviews
- Bookmarking title
- Setting prefer location

## AESTHETIC AND MINIMALIST DESIGN

- The application design is very minimal, too bare.

## HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS

- Error message

## HELP AND DOCUMENTATION

- “Help” page
- Send feedback “ask” link, to contact the library for more help

# PERSONA



**AGE:** 32 years old

**FAMILY:** Married, 1 son

**LOCATION:** Auburn, WA

**WORK:** Interior designer

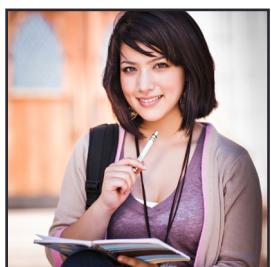
**SALARY:** \$68,597

**TECHNICAL SKILL:** Advanced

**LIBRARY VISITATION:** Few times a week

## SELENA HEART SENIOR INTERIOR DESIGNER

Selena is an interior designer and a mom who is so passionate about 6 years old son's education. She wants her kid to read as many books as possible, so her family often visit Auburn Library which is under King County Library System to rent books.



**AGE:** 20 years old

**FAMILY:** The only daughter

**LOCATION:** Tacoma, WA

**WORK:** Part-time Starbucks barista

**SALARY:** \$17,655

**TECHNICAL SKILL:** Advanced

**LIBRARY VISITATION:** Five times a week

## ELEANOR BOYLE ARCHITECTURE STUDENT

Eleanor is a freshman at UW Tacoma and she had finally decided on taking Architecture as her major. She is currently taking basic level architecture classes and is trying to familiarize herself with the history of architecture. In order to do this, she would need to do a lot of reading and her class also requires her to do many research papers.



**AGE:** 42 years old

**FAMILY:** Married, no kids

**LOCATION:** Bellevue, WA

**WORK:** Interlake High School

**SALARY:** \$50,565

**TECHNICAL SKILL:** Proficient

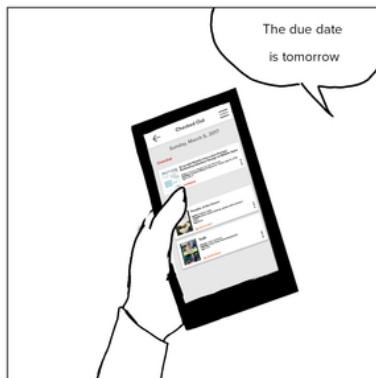
**LIBRARY VISITATION:** Once a week

## SCOTT BELL HIGH-SCHOOL SCIENCE TEACHER

Scott is a middle aged male, teaching 9th grade chemistry at Interlake High school. He usually visit the library once a week for his leisure reads. Scott is currently researching on organic chemistry to plan a class lecture for his students. Scott is using the King county public library mobile application to find books that are currently available at his local library.

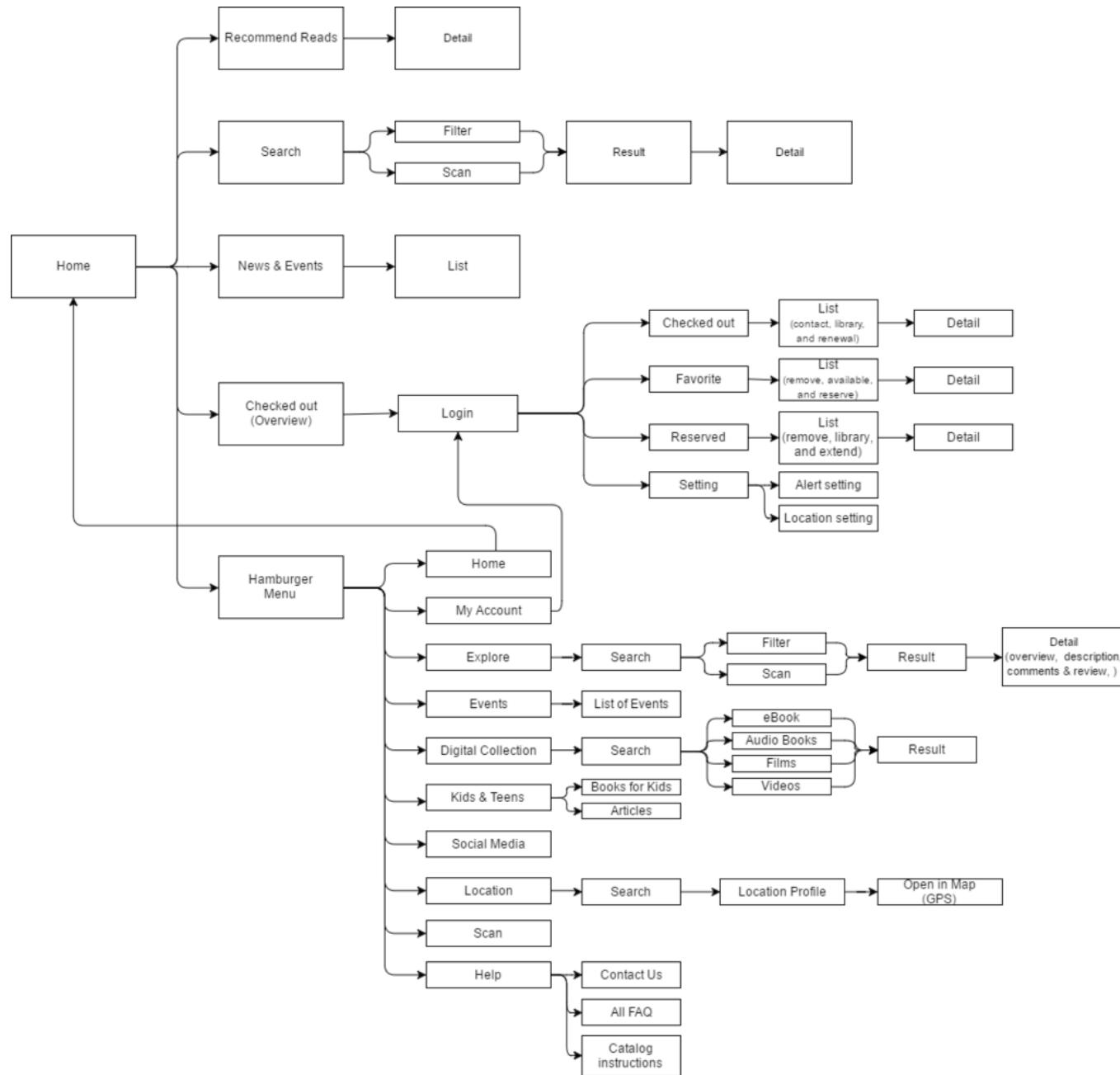
# USER SCENARIO

KCLS MOBILE | 65



# USER FLOW

KCLS MOBILE | 66



# USABILITY TESTING

## PAPER PROTOTYPE

### TASKS

#### Task 1

Search for a book title

Check for availability

Place the book under reservation

#### Task 2

Search for a nearby King County Public Library

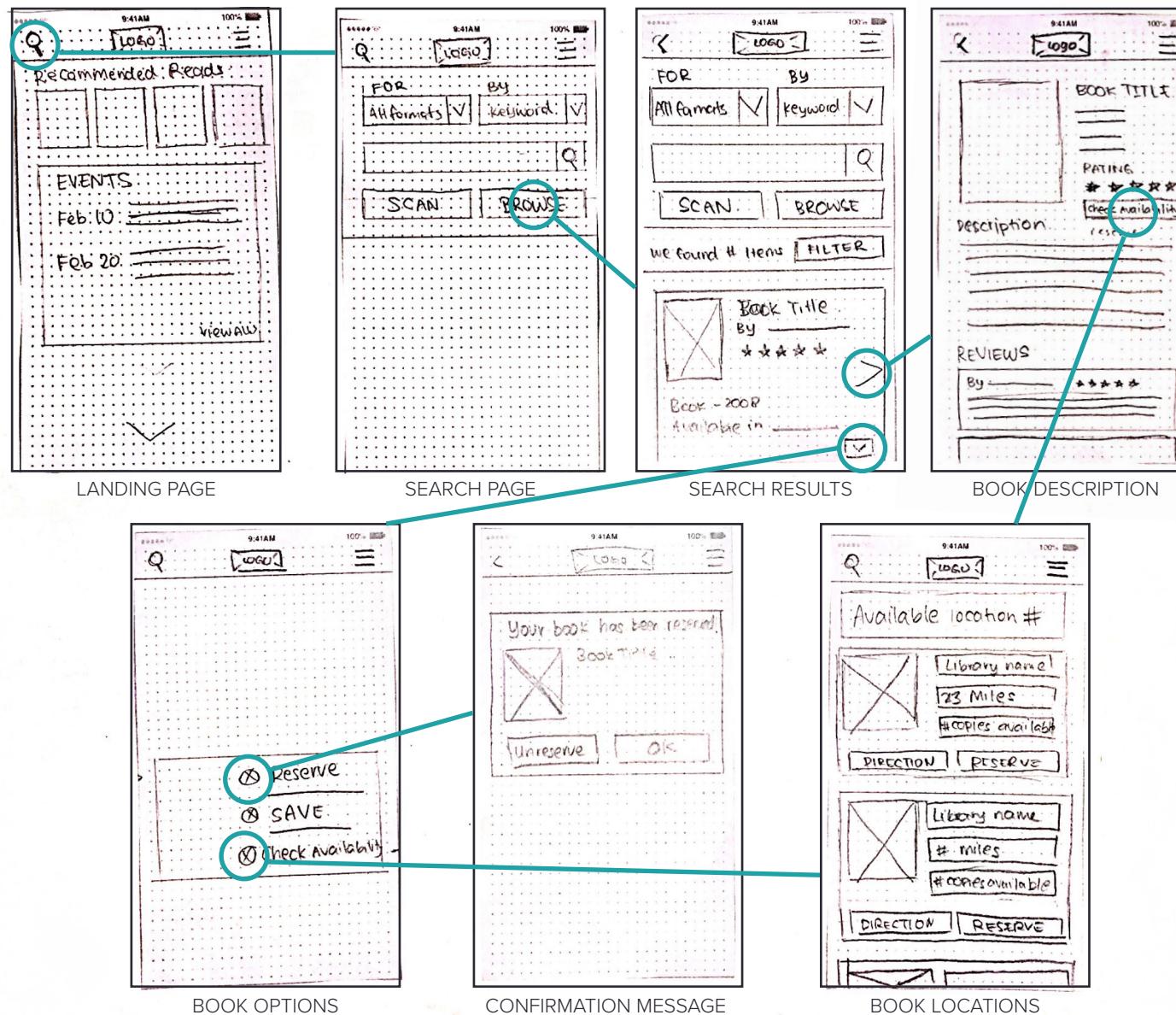
Find the library operating hours

### COMMENTS, PROBLEMS, AND CONFUSIONS

- User thoughts the search icon to be confusing.
- User were confused on the pop up screen with “reserve” and “save” as the options. User were confused on what function does “reserve” and “save” to have, as to they are too similar in wordings.
- User didn’t know that the option icons on the book title tile were click-able.
- User believed that a quick access to emailing the library features should be added.
- The result page for book search were too confusing, causing user a long of period of time to comprehend the layout.

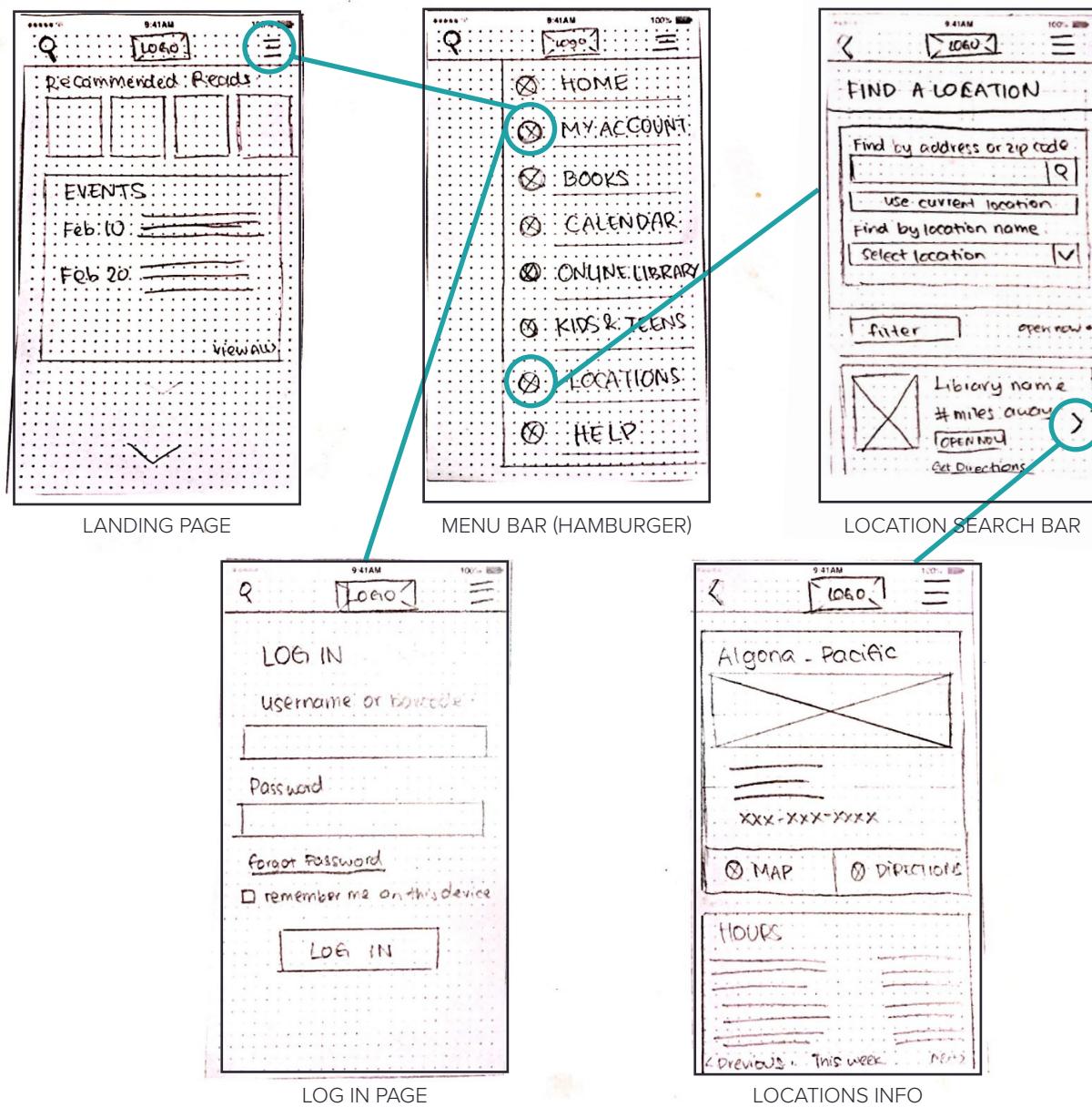
# PAPER PROTOTYPE

## TASK 1



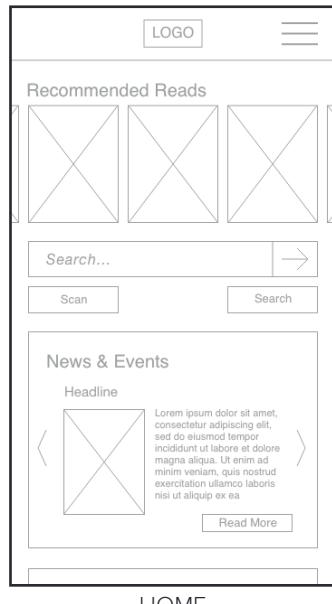
# PAPER PROTOTYPE

## TASK 2

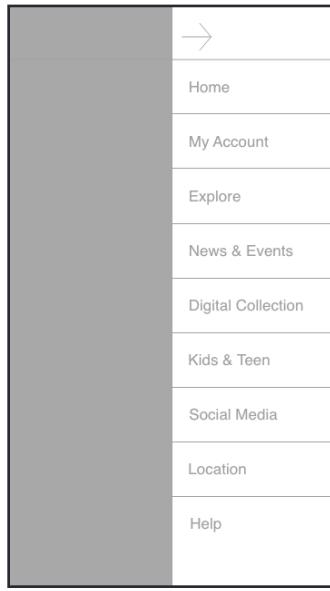


# WIRE-FRAME PROTOTYPE

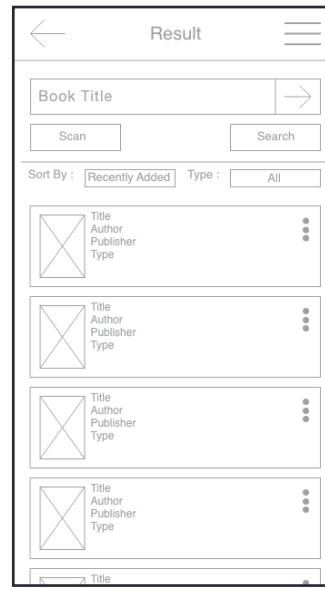
KCLS MOBILE | 70



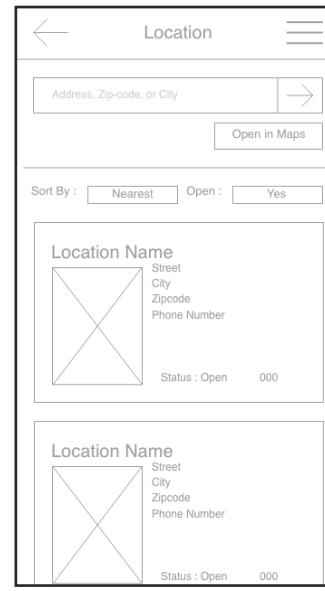
HOME



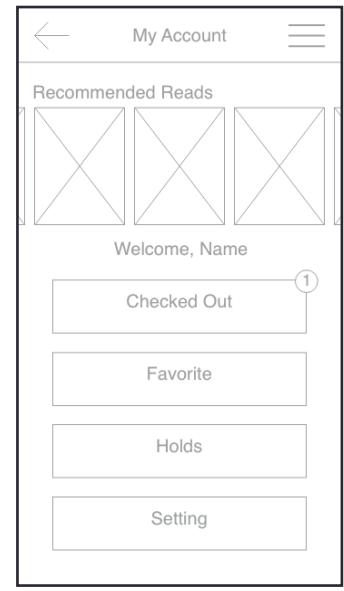
MENU



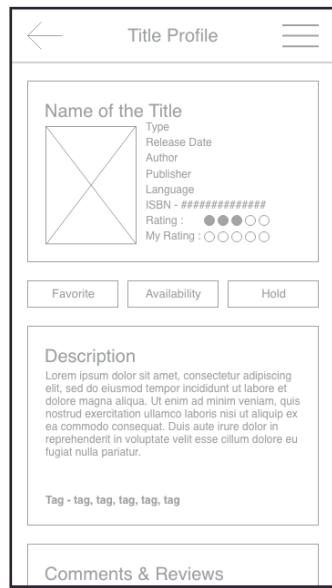
SEARCH RESULTS



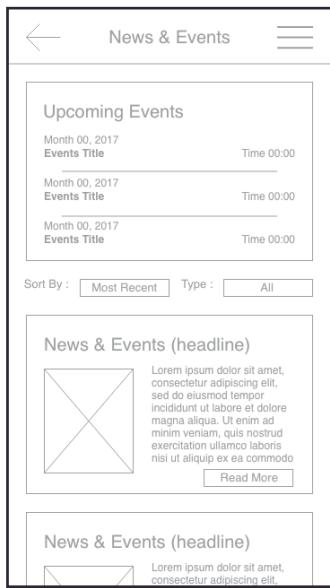
LOCATION



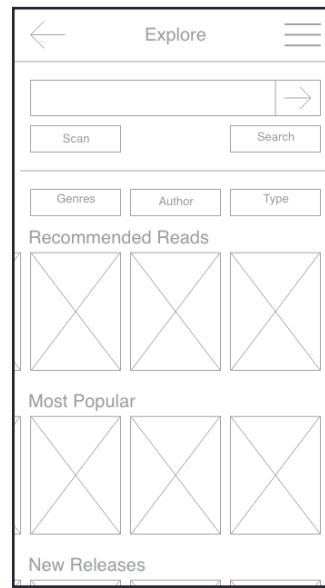
MY ACCOUNT



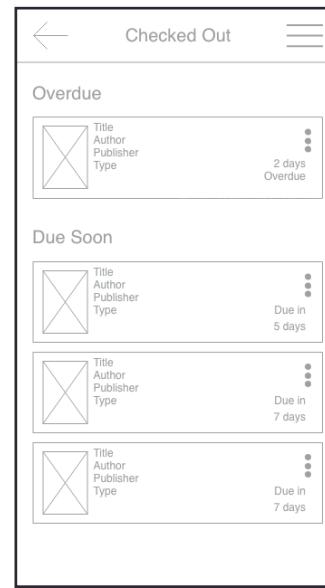
BOOK PROFILE



NEWS & EVENTS



EXPLORE

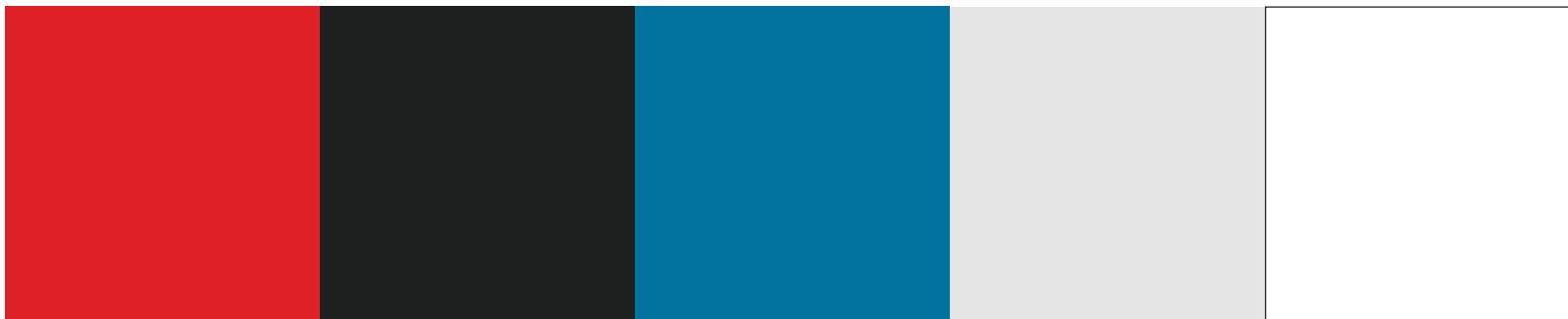


CHECKED OUT

**LO-FI WIRE-FRAME PROTOTYPE:**  
<https://goo.gl/ZAHR4h>

# COMPONENT STYLING

## COLORS



R: 221 G: 33 B: 39

R: 33 G: 33 B: 33

R: 2 G: 114 B: 158

R: 229 G: 229 B: 229

R: 255 G: 255 B: 255

## TYPOGRAPHY

Proxima Nova Medium (Headline / Buttons) 20pt

Proxima Nova Medium (Heading 1 H1) 20pt

Proxima Nova Medium (Heading 2 H2) 16pt

Proxima Nova Medium (Heading 3 H3) 14pt

Proxima Nova Light (body Copy) 12pt 16Leading

## BUTTON

KCLS MOBILE | 72

Button 1

Button 2

GENERAL BUTTON



BACK BUTTON | HAMBURGER MENU



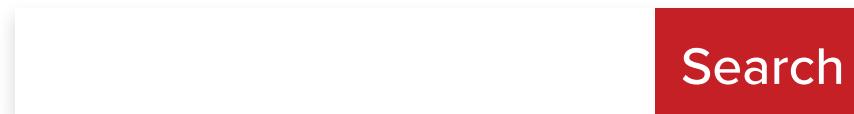
MENU BUTTON

Sort By :

FILTER BUTTON



Search



SEARCH BOX

## CONTAINER



COLOR: WHITE (R: 255 G:255 B:255)

SHADOW:

MULTIPLY,  
OPACITY (16),  
X-OFFSET (0),  
Y-OFFSET (4),  
BLUR (4),  
COLOR OFF BLACK (R: 33 G:33 B:33)

# TESTING SCRIPT

## WELCOME AND PURPOSE

Hello, My name is \_\_\_\_\_, Thank you for taking your time to participate in the testing of the new King County Library System mobile application. This mobile app is still in its prototype form and it still carries lots of flaws. I need your help in discovering those flaws in today's testing session.

The King County Library System mobile application is meant to be a companion mobile app to your library experience. The KCLS mobile app will assist you in locating nearby library branches, keep track of your checked-out books, find information on books and its availability, and discover online contents such as ebook, audio-book, and videos.

This testing session isn't meant to test you as a user but in fact to test the functionality of the app. If you feel like something isn't right, don't worry, it isn't you, it's the app. For this testing session, you will be given three tasks to complete. Please complete the tasks at your own pace and as you perform the tasks, it would be a great help if you could talk us through your thoughts process while performing the tasks. Again, thank you for your time. Your results will be a great help for us when we finalize this app for the mass.

## TASK ONE

Your first task is, using the King County Library System app to locate a nearby King County Public Branch and View the location on the map.

You have completed task one, were there any difficulties, concerns, questions, comments, or suggestions you may have while performing that task.

## TASK TWO

Your second task is using the app, figure out which books you have checked out that is currently overdue.

You have completed task two, were there any difficulties, concerns, questions, comments, or suggestions you may have while performing that task.

## TASK THREE

Your third and final task is using the app, find out the upcoming events for kids.

You have completed task one, were there any difficulties, concerns, questions, comments, or suggestions you may have while performing that task.

## CONCLUSION

You have completed the test session of the King County Mobile App. Again, thank you for your time, your result will be a great help for us to improve on the app for the final version of it. Do you have any final comments and suggestions you want to leave with us? Thank you for your time and hope you have a nice day.

# USABILITY TESTING

## STUDY GOALS

- User friendly testing
- Ensure that people can access their desired page easily
- Mapping user paths
- Ensure users are familiar with the user interface of the app

## PARTICIPANT SCREENING CRITERIA

- Students (15 - 25 years)
- Parents (25 - 50 years)
- Teachers (25 - 50 years)
- Have access to using smart phones
- Familiar with the idea of using a mobile app
- Often visit a library/ borrow books
- Read books frequently
- Does research frequently

## TASKS:

- Located a nearby King County Public Library Branch and view the location on the map.
- Figure out which book are currently being overdue.
- Find upcoming events for kids

# TEST RESULT

KCLS MOBILE | 75

## USER 1

(observation) Couldn't find the map button on task 1  
(comment) Soo many click  
(suggestion) Alert feature  
(comment) Don't separate events from kids  
(comment) Make it simple, less tap  
(suggestion) Combine Events and kids & Teen events

## USER 2

(comment) Library location look like a book profile  
(suggestion) Move "location" to top 3 on the menu underneath "explore"  
(suggestion) Universal search box, search location  
(comment) Events text look too small, didn't know it was click-able

## USER 3

(comment) Make sense overall  
(comment) Strange to have two separate event page  
(suggestion) Ability to favorite an event  
(comment) Overall nice

## USER 4

(comment) Text too small on checked-out page  
(suggestion) Change green to orange for checked-out page, green feel too safe.  
(observation) Last task seems confusing to tester  
(comment) Two event page is confusing, text too small  
(comment) Button too small  
(comment) Overall look clean and well organized  
(comment) No kids event indication at event page.

## USER 5

(comment) Like the small (1) for notification  
(comment) Seem clear and look clean  
(comment) Green is too neon bright  
(comment) Look simple, everything is easy and fast  
(suggestion) Hamburger menu tab, overlay  
(comment) Text too small  
(suggestion) Symbol for overdue book

## USER 6

(observation) She thought the search box on the home page could locate library  
(comment) Seems straight forward  
(comment) Second task is very clear since its on the homepage

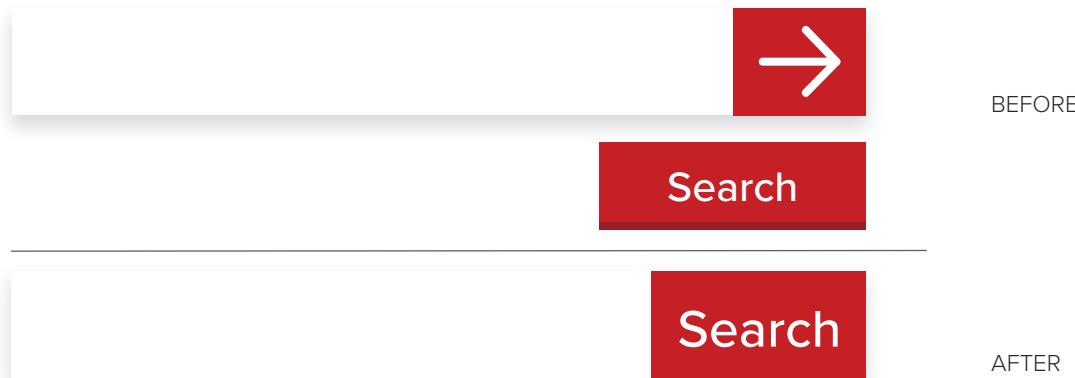
## COMMON PROBLEMS, COMMENTS, AND SUGGESTIONS

Separate events pages for kids/teen and main events confuses user  
Text are too small on certain pages, inconsistency  
Green color is too neon bright  
Button are too small on certain page  
Universal search box

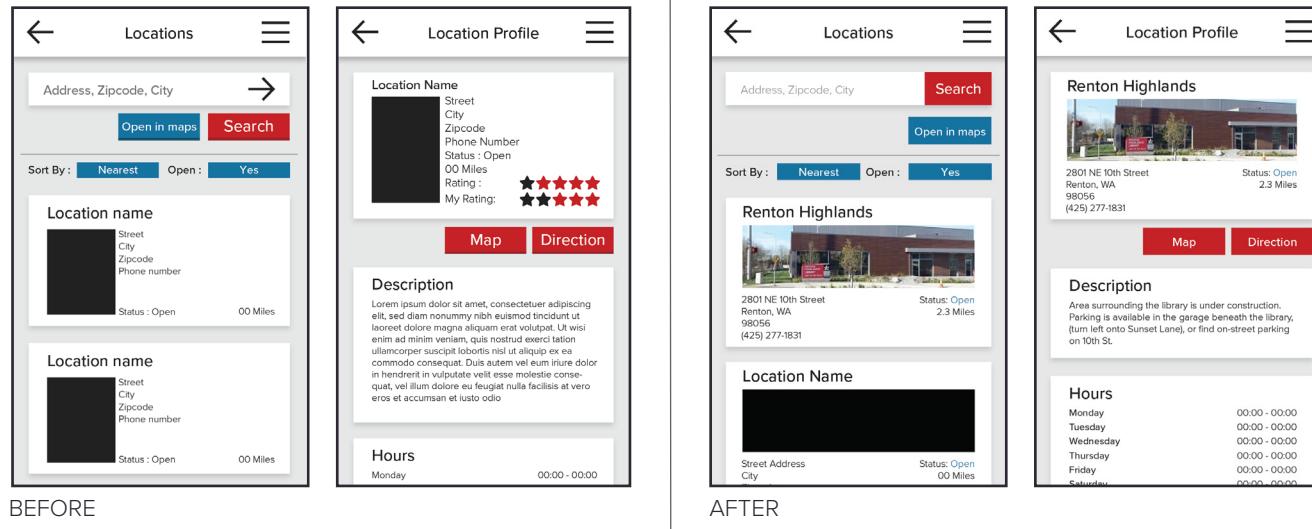
# CHANGES

KCLS MOBILE | 76

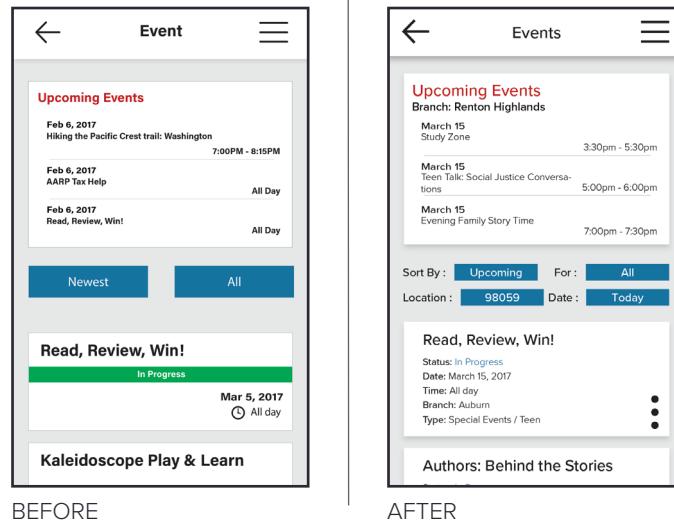
- Unify text size
- Unify button size
- Unify overall Elements, established a more strict design guide
- Remove green color
- Combine 2 events pages into one
- New Search box



- Redesign location screen



- Redesign events screen



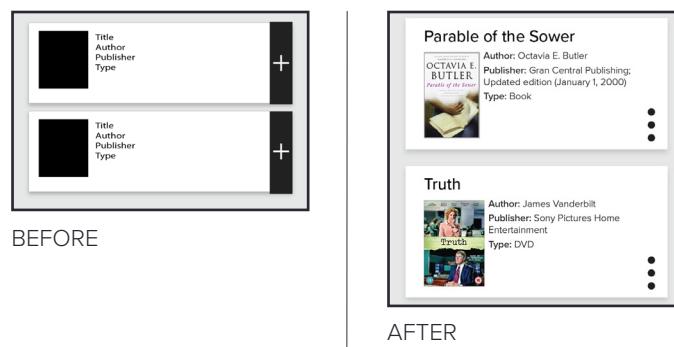
BEFORE

AFTER

- Redesign menu icon



- Redesign title layout



- Change main typeface from Helvetica to Proxima Nova

# HI-FI PROTOTYPE

KCLS MOBILE | 78

**King County Library System**

**Recommended Reads**

Search... **Search**

**Scan** **Explore**

**News & Events**

**Happy 75th Birthday KCLS!**

Happy 75th Birthday KCLS! Throughout 2017 we will be celebrating KCLS' 75th birthday and we invite you to join us. Read Director Gary Wasdin's blog for more details: <http://kcls.org/2ldAzPb>

**Read More**

**Checked Out**

**HOME**

**X**

**Home**

**My Account**

**Explore**

**Scan**

**Events**

**Location**

**Digital Collection**

**Kids & Teen**

**Social Media**

**Help**

**MENU**

**Result**

**Book Title** **Search**

**Sort By:** **Relevance** **Type:** **All**

**Parable of the Sower**  
Author: Octavia E. Butler  
Publisher: Gran Central Publishing; Updated edition (January 1, 2000)  
Type: Book

**Truth**  
Author: James Vanderbilt  
Publisher: Sony Pictures Home Entertainment  
Type: DVD

**Parable of the Sower**  
Author: Octavia E. Butler  
Publisher: Gran Central Publishing; Updated edition (January 1, 2000)  
Type: Book

**SEARCH RESULTS**

**Locations**

**Address, Zipcode, City** **Search**

**Sort By:** **Nearest** **Open:** **Yes**

**Renton Highlands**  
2801 NE 10th Street  
Renton, WA 98056  
(425) 277-1831  
Status: Open 2.3 Miles

**Location Name**  
Street Address  
City  
Zipcode  
Status: Open 00 Miles

**LOCATION**

**My Account**

**Recommended Reads**

**Welcome, Name**

**Checked Out** **1**

**Favorites**

**Reserved**

**Setting**

**MY ACCOUNT**

**eBook Profile**

**A Piece of the World**  
A Novel  
2017  
Kline, Christina Baker  
English  
ISBN: 982372498346  
Rating: ★★★★★  
My Rating: ★★★★★

**Favorite** **Availability** **Hold**

**Description**

From the #1 New York Times, A Piece of the World is a story about the burdens and blessings of a family history, and how artist and muse can come together to forge a new and timeless legacy.

Tag - tag, tag, tag, tag, tag, tag, tag

**Comments & Reviews**

wyenotgo ★★★★★  
This is a fictionalized memoir, inspired by Andover

**BOOK PROFILE**

**Events**

**Upcoming Events**  
Branch: Renton Highlands

March 15	Study Zone	3:30pm - 5:30pm
March 15	Teen Talk: Social Justice Conversations	5:00pm - 6:00pm
March 15	Evening Family Story Time	7:00pm - 7:30pm

**Sort By:** **Upcoming** **For:** **All**  
**Location:** **98059** **Date:** **Today**

**Read, Review, Win!**  
Status: In Progress  
Date: March 15, 2017  
Time: All day  
Branch: Auburn  
Type: Special Events / Teen

**Authors: Behind the Stories**  
Status: In Progress  
Date: March 15, 2017  
Time: All day  
Branch: Federal Way

**EVENTS**

**Explore Author**

**Search...** **Search**

**Sort By:** **Alphabetical** **Nationality:** **All**

A	Aakhsh, Patricia
B	Aamodt, Donald
C	Aandahl, Vance
D	Aardema, Verna
E	Aaron, David
F	Aaron, Rachel
G	Aaronovitch, Ben
H	Aarons, Edward S.
I	Aarsen, Carolyne
J	ab Hugh, Dafydd
K	Abalos, Rafael
L	Abbas, Talat
M	
N	
O	
P	
Q	
R	
S	
T	
U	
V	

**EXPLORE AUTHOR**

**Checked Out**

**Sunday, March 5, 2017**

**Overdue**

**Essential Mobile Interaction Design: Perfecting Interface Design in Mobile Apps**  
Author: Cameron Banga and Josh Weinhold  
Publisher: Addison-Wesley Professional; 1st edition (2014)  
Type: Book  
**OVERDUE**

**Due Soon**

**Parable of the Sower**  
Author: Octavia E. Butler  
Publisher: Gran Central Publishing; Updated edition (January 1, 2000)  
Type: Book  
**By 03/19/2017**

**Truth**  
Author: James Vanderbilt  
Publisher: Sony Pictures Home Entertainment  
Type: DVD

**CHECKED OUT**

**Explore**

**Search**

**Genre** **Author** **Type**

**Recommended Reads**

**Most Popular**

**New Releases**

**EXPLORE TITLE**

# FINAL PRODUCT

KCLS MOBILE | 79

## CURRENT

The current KCLS mobile app interface consists of three screens:

- RECENTLY REVIEWED:** Shows book covers for "BRAIN STORMS" by John Palermi and "Like the Willow Tree" by Diane Canfield.
- CHECKED OUT:** Displays status filters for Overdue (red), Due soon (yellow), and Total items (grey). It also shows sections for Holds (Ready for pickup, Active holds, Paused holds) and Other (Recent returns, Fees \$0.00).
- Locations:** A list of library branches with their addresses and distances from the user. Options to Sort by Distance or Name are available.

## REDESIGN

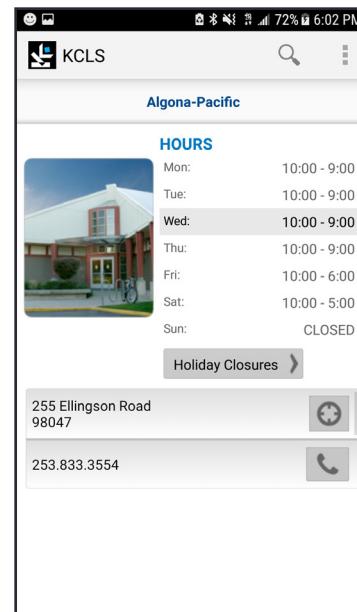
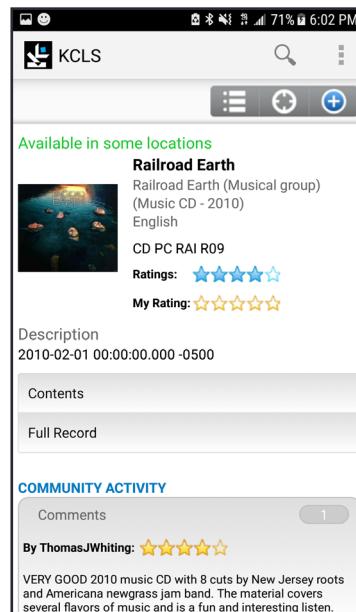
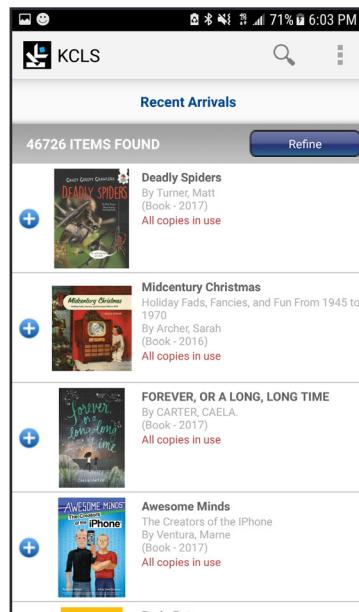
The redesigned KCLS mobile app interface consists of three screens:

- Home Screen:** Features a "Recommended Reads" section with book covers for "TOPS", "WILD WHISKEY CREEK", "THE SUN IS ALSO A STAR", "LOVE", and "WOND". Below it are search fields for "Search..." and "Scan", and buttons for "Explore" and "Read More". A "News & Events" section highlights the "Happy 75th Birthday KCLS!" event.
- My Account:** Shows a "Welcome, Name" message above a red navigation bar with five buttons: "Checked Out" (with a red notification badge), "Favorites", "Reserved", and "Setting".
- Locations:** A search screen with a "Search" button and a "Sort By:" dropdown. It lists a single location entry for "Renton Highlands" with address details: 2801 NE 10th Street, Renton, WA 98056, Status: Open, 2.3 Miles.

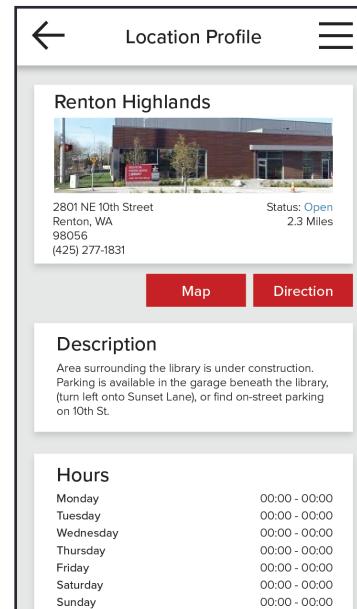
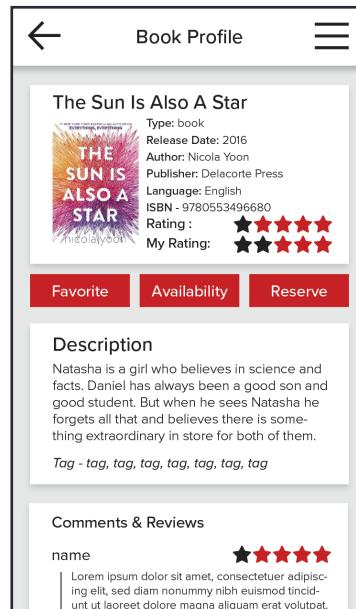
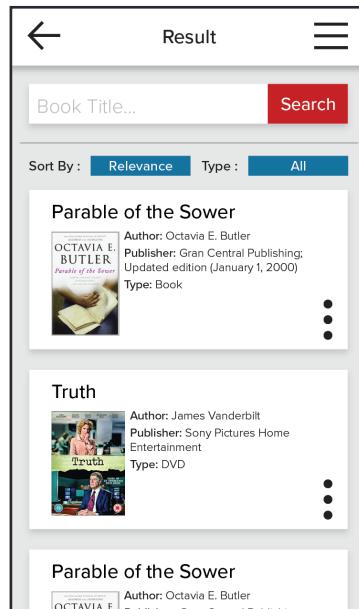
# FINAL PRODUCT

KCLS MOBILE | 80

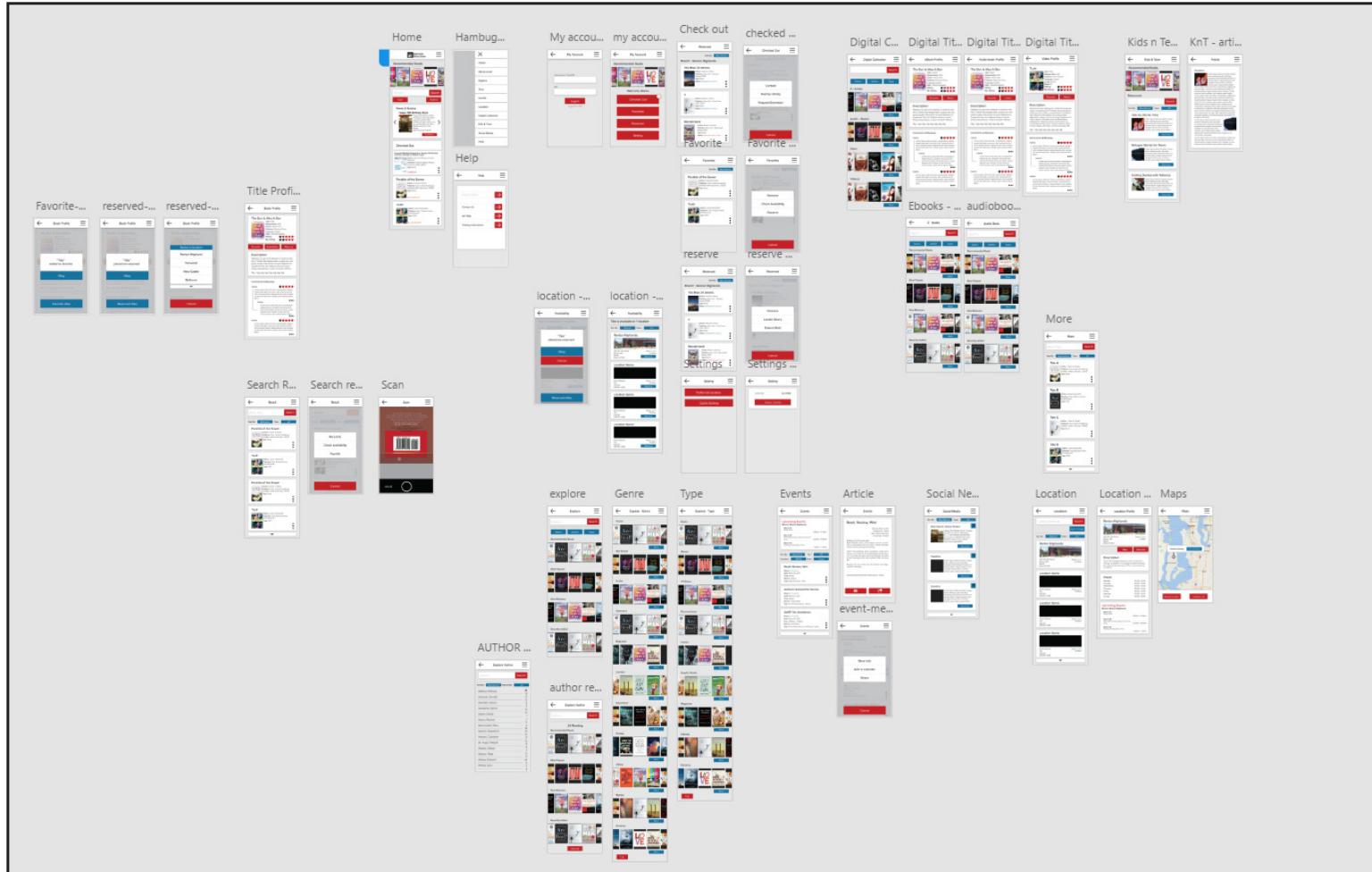
## CURRENT



## REDESIGN



# PROTOTYPE



**HI-FI PROTOTYPE:**

<https://goo.gl/j86dxt>

**FULL PROJECT DETAILS**

[TheTruDesign.com/KCLS/KCLS-mobile-app.html](http://TheTruDesign.com/KCLS/KCLS-mobile-app.html)

# CASE STUDY

BITCOIN INTERACTIVE INFOGRAPHIC  
STARTING WITH THE FIRST COIN

# CREATIVE BRIEF

## INTERACTIVE INFOGRAPHIC

### CLIENT

#### WIRED

Wired is a monthly magazine published in print and online. Wired mainly focus on subjects relating to emerging technologies and how it can affect culture, economy, and politics.

### PROJECT CONCEPT

An interactive time-line that mark the important dates and achievements of Bitcoin through out human history. The Interactive Infographic will also spotlight the key features of Bitcoin as well as a quick explanation of each feature.

### TARGET AUDIENCE

Netizen

Cryptocurrency Benefactor

Cryptocurrency Investor

Cryptocurrency Activist

### SOLUTION

Develop and design a unique, intriguing, and educational interactive Infographic depicting the history of Bitcoin. Represent how important Bitcoin is by showcasing real world implementation of Bitcoin. Use typography, color, and strong design elements to get the audience engaging and sharing their new learnt knowledge to their friends and family.

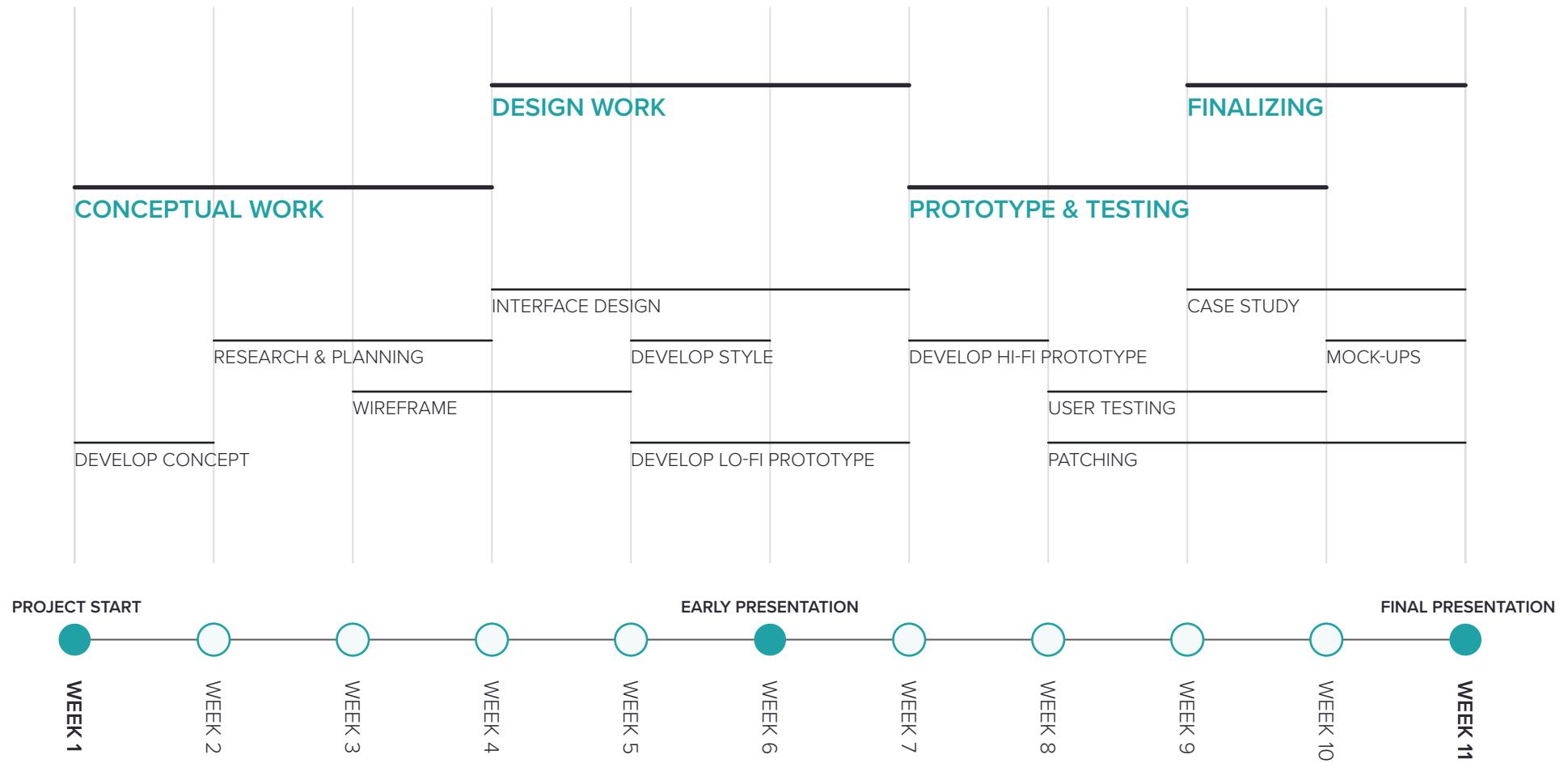
### ASSUMPTIONS AND RESEARCH

Research are done by collecting any and all data of relation to the important events that happen to Bitcoin throughout its beginning to its current state.

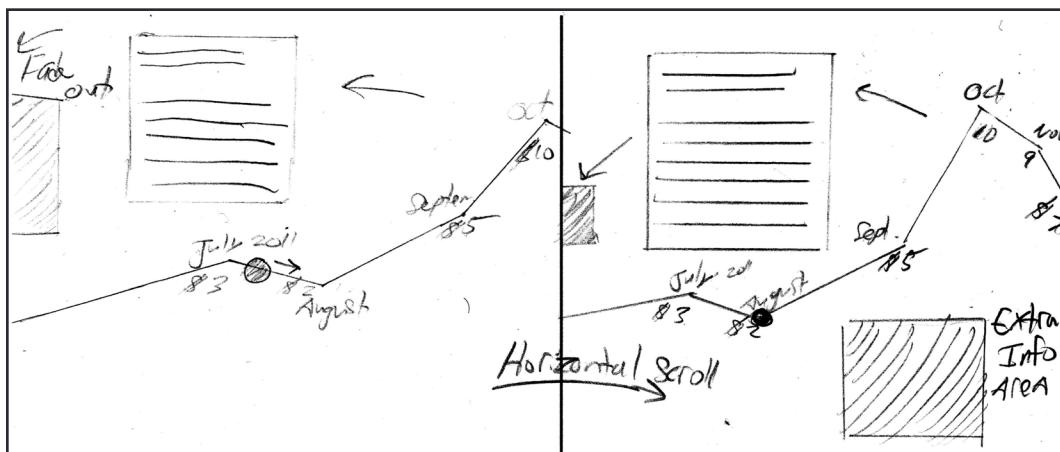
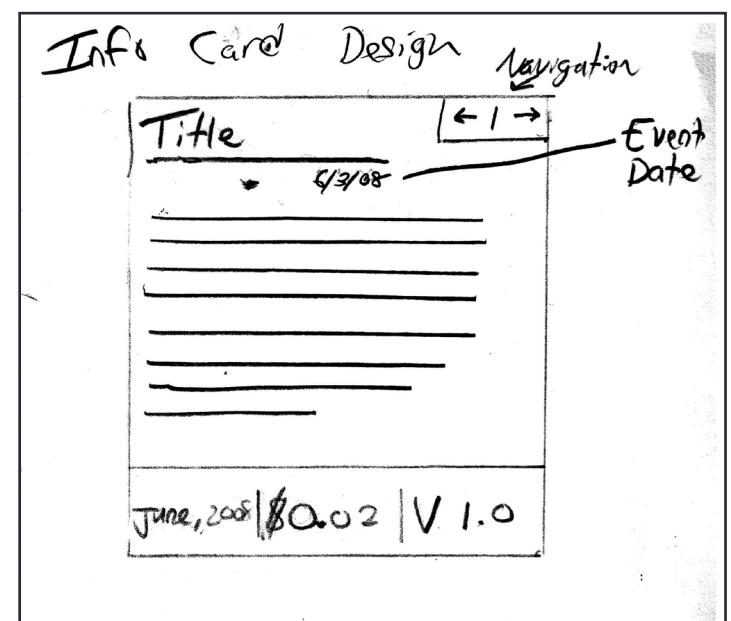
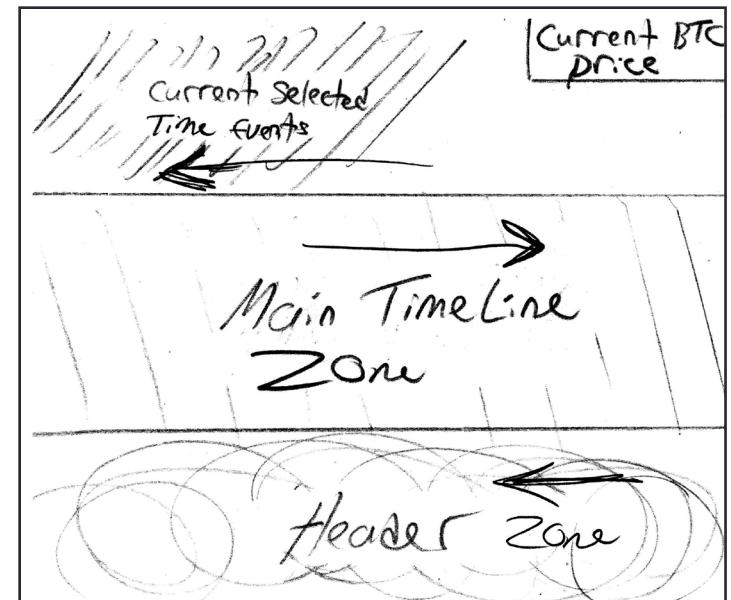
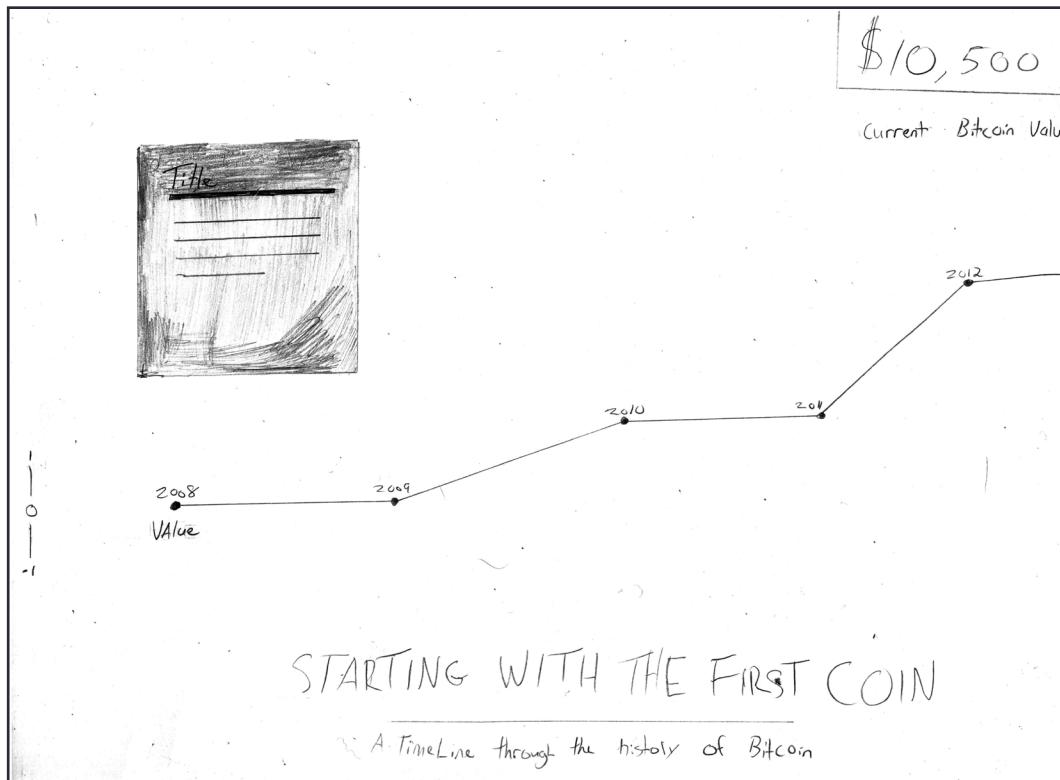
### COLLATERAL

Interactive Infographic

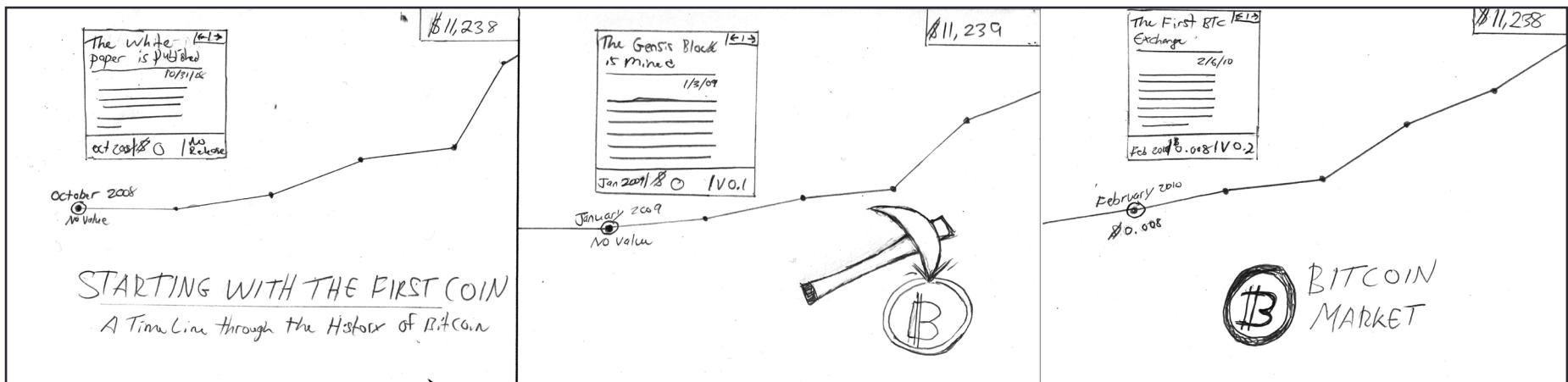
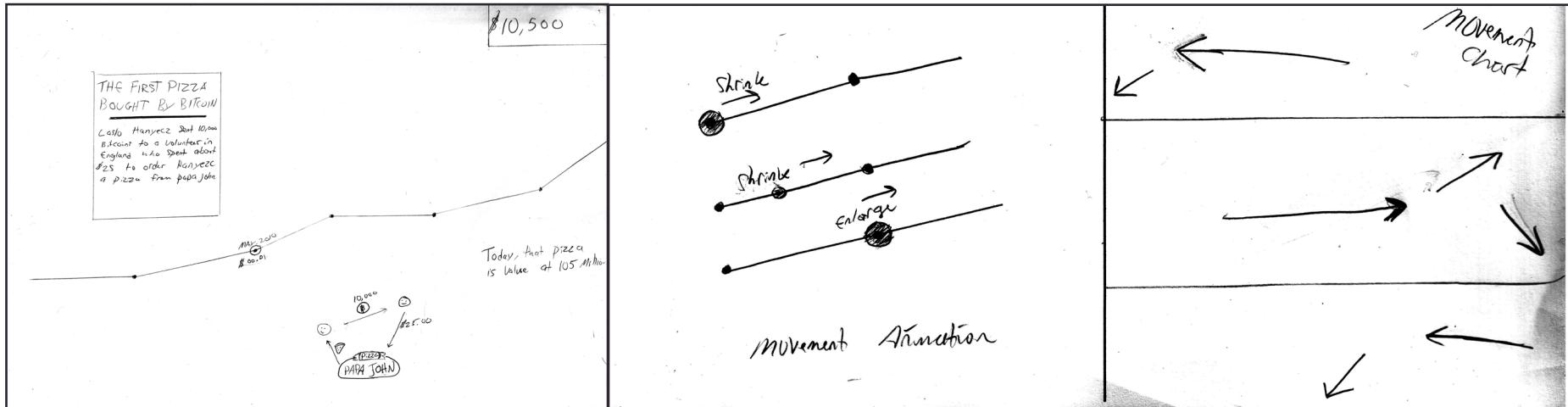
# PROJECT TIMELINE



# CONCEPT SKETCHES



# CONCEPT SKETCHES



# DEMOGRAPHIC

\*Demographic data are pulled from Wired Media Group 2017 Media Kit Version 3

## AVERAGE MONTHLY REACH

**62 MILLION**

DIGITAL	<b>20 MILLION</b>
SOCIAL	<b>21 MILLION</b>
VIDEO	<b>21 MILLION</b>
MAGAZINE	<b>2.8 MILLION</b>
EVENTS	<b>210,000</b>

## COMMUNITY BREAK-DOWN

	WIRED MAGAZINE	WIRED.COM
TOTAL AUDIENCE	<b>2.7 MILLION</b>	<b>20 MILLION</b>
MEN	<b>72%</b>	<b>62%</b>
WOMEN	<b>28%</b>	<b>38%</b>
MEDIAN AGE	<b>39 YEARS</b>	<b>43 YEARS</b>
MILLENNIALS (18-39)	<b>39%</b>	<b>45%</b>
ADULTS (40-55)	<b>36%</b>	<b>26%</b>
SENIORS (55+)	<b>25%</b>	<b>29%</b>
MEDIAN HOUSEHOLD INCOME	<b>\$97,661</b>	<b>\$87,333</b>
GRADUATED COLLEGE	<b>71%</b>	<b>44%</b>
POSTGRADUATE DEGREE	<b>59%</b>	<b>15%</b>
PROFESSIONAL / MANAGERIAL	<b>50%</b>	<b>38%</b>
TOP MANAGEMENT	<b>10%</b>	<b>7%</b>
INFLUENTIALS	<b>11%</b>	<b>11%</b>

# RESEARCH

## **BITCOIN?**

Bitcoin is the world first decentralized digital currency or a cryptocurrency that is created in 2009 by an unknown person under the alias Satoshi Nakamoto. Transaction are made through an open source peer to peer network between the users directly. These transactions are verified by a network of nodes through the use of cryptography and are recorded in a public ledger called a blockchain.

## **NODES?**

A node is a computer that is connected to the blockchain network using a client to performs certain tasks like validating and relaying transactions. In Bitcoin case, each node will have a full copy of the entire public ledgers blockchain.

## **COULD BITCOIN BE HACKED?**

If a certain somebody want to hack the public ledgers within the block chain to give themselves free Bitcoin, they will be required to hack all 11,000 current reachable nodes located at different location across the world within 10 minute. Its almost near impossible.

## **BLOCKCHAIN?**

A blockchain is a digitized, decentralized, public ledger of all cryptocurrency transactions. A continuously growing list of records called blocks of which are linked and secured simultaneously using cryptography. Once recorded, the data in any given block cannot be altered without altering all copy of the blockchain within every nodes.

## **FORK?**

Bitcoin is a open source software and like all other software out there, it have updates. Being open source, anyone can create updates for bitcoin. The update will go through a vote system and if the majority or at least 51% of all bitcoin users agreed on the update than the update get apply to the main blockchain. A group of users who disagreed with the majority vote can fork the blockchain, creating two separate blockchain that shared the same history. One blockchain moving forward with the update and one without the update. Beside sharing the same history, the two blockchain will not have any other connection with each other and are completely incompatible with each other moving forward.

## **MINING?**

Bitcoin mining is the process by which transactions are verified and added to the public ledger. Miner are rewarded with the transaction fee for their work. Bitcoin mining are done with the use of CPUs and GPUs from a computer, so anyone can start mining for Bitcoin using their computers.

# KEY SURVEY DATA

Based on the following survey, it seem that the majority of Americans are familiar of Bitcoin or at least have heard of it. With focus on Millennial, the male millennial are more likely to get involve in Bitcoin than female.

## BLOCKCHAIN CAPITAL BITCOIN SURVEY FALL 2017

Data are drawn from a recent online survey conducted by Harris Poll on behalf of Blockchain Capital of more than 2,000 U.S adult.

**27%** of Millennial prefer to have \$1,000 of Bitcoin over \$1,000 of stock

**42%** of Millennial are familiar of Bitcoin

**50%** of Male Millennial are familiar with Bitcoin while only **24%** of Female millennial are familiar with Bitcoin

**48%** of Millennial agreed that Bitcoin is a positive innovation in financial technology

**41%** of male millennial are likely to buy Bitcoin in the next year

## BITCOIN'S PRESENT ROLE IN THE AMERICAN ECONOMY

Data are drawn from a online survey conducted by OnePoll, commissioned by LendEDU. 1,000 Americans consumers age 18 and up participated in the poll.

**78.60%** of Americans have heard of Bitcoin

**86%** of Millennial have heard of Bitcoin

**13.99%** of Americans currently or have owned Bitcoin in the past

**17%** of poll participants plan to invest in Bitcoin in the future

**21.8%** of male are likely to be involved with Bitcoin while only **8.9%** of female plan to be involved with Bitcoin

# ENTRY POINTS

\*Certain entry points may be changed, added, or removed later on in the project development.

## CHAPTER 1

### **October 31, 2008**

A paper called “Bitcoin – A peer to Peer Electronic Cash System” was posted to a mailing list discussion on cryptography. The Paper was posted under the name of Satoshi Nakamoto, whose real identity still remains a mystery today.

### **November 09, 2008**

The real deal begins here, The Bitcoin Project is registered on SourceForge.net, a community collaboration website focused on the development and distribution of open source software.

### **January 03, 2009**

Satoshi Nakamoto mined the first Bitcoin block, The genesis Block. Nakamoto left a message in the code of the block  
“The Time 03/Jan/2 009 Chancellor on brink of second bailout for banks”.

The line come straight from the headline of a London Times article dated January 3, 2009, which stated that banks are being bailed out by the British government.

### **October 05, 2009**

New Liberty Standard open a service to buy and sell bitcoin.  
New Liberty Standard buy 5,050 BTC for \$5.02, roughly a tenth of a cent per bitcoin.  
New Liberty Standard based the price on the cost of electricity a computer use to mined a Bitcoins

### **February 06, 2010**

February 6, 2010; Mark the birth of the first Bitcoin currency exchange.  
“BitcoinMarket.com”  
Today, Bitcoin Market no longer exist.

### **May 22, 2010**

Jacksonville, Florida programmer, Laszlo Hanyecz offer to pay 10,000 Bitcoins for a pizza on a forum.  
Laszlo sent 10,000 Bitcoins to a volunteer in England who spent about \$25 to order Laszlo a pizza from Papa Jones.  
At Today's prices, that pizza would be worth more than \$100 million.

### **November 06, 2010**

Bitcoin market cap exceeds \$1 Million USD, with the value at 50 cents per Bitcoin.

**January 28, 2011**

25% of total Bitcoins has been generated. 5.25 million of the 21 million existing bitcoins have been mined and are circulating through the market.

**February 09, 2011**

Silk Road Market open for business, a place to buy and sell drug for Bitcoin. Sometime is called the eBay for drugs.  
Bitcoin value reaches \$1 USD per Bitcoin.

**March 27, 2011**

Britcoin, the first market exchange for Bitcoins and the British Pounds.

**March 31, 2011**

Bitcoin Brasil, the first market exchange for Bitcoins and Brazilian Reals.

**April 16, 2011**

TIME magazine publishes an article about Bitcoin: Online Cash Bitcoin Could Challenge Governments, Banks.

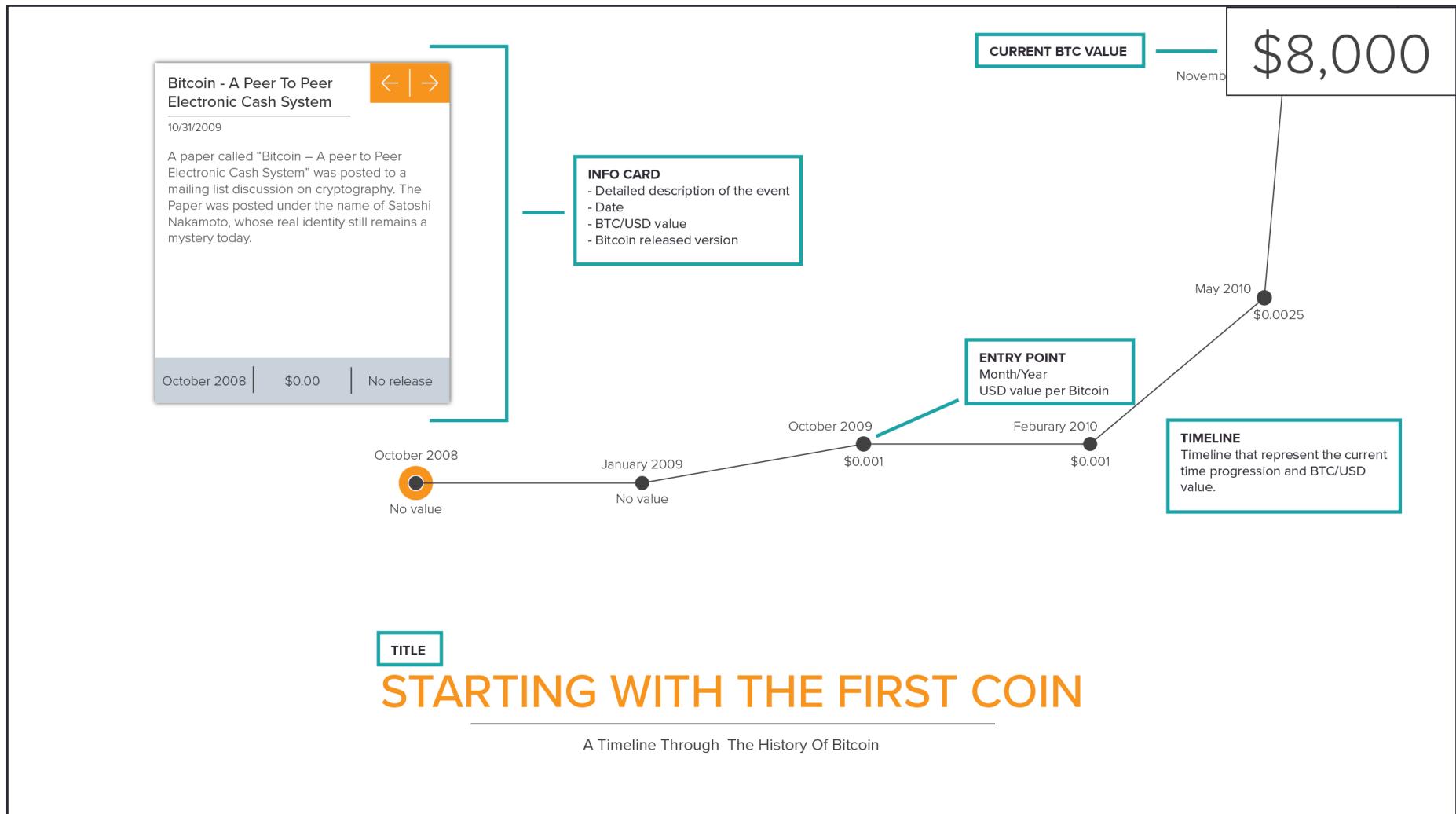
## CHAPTER 2

\*Coming Soon

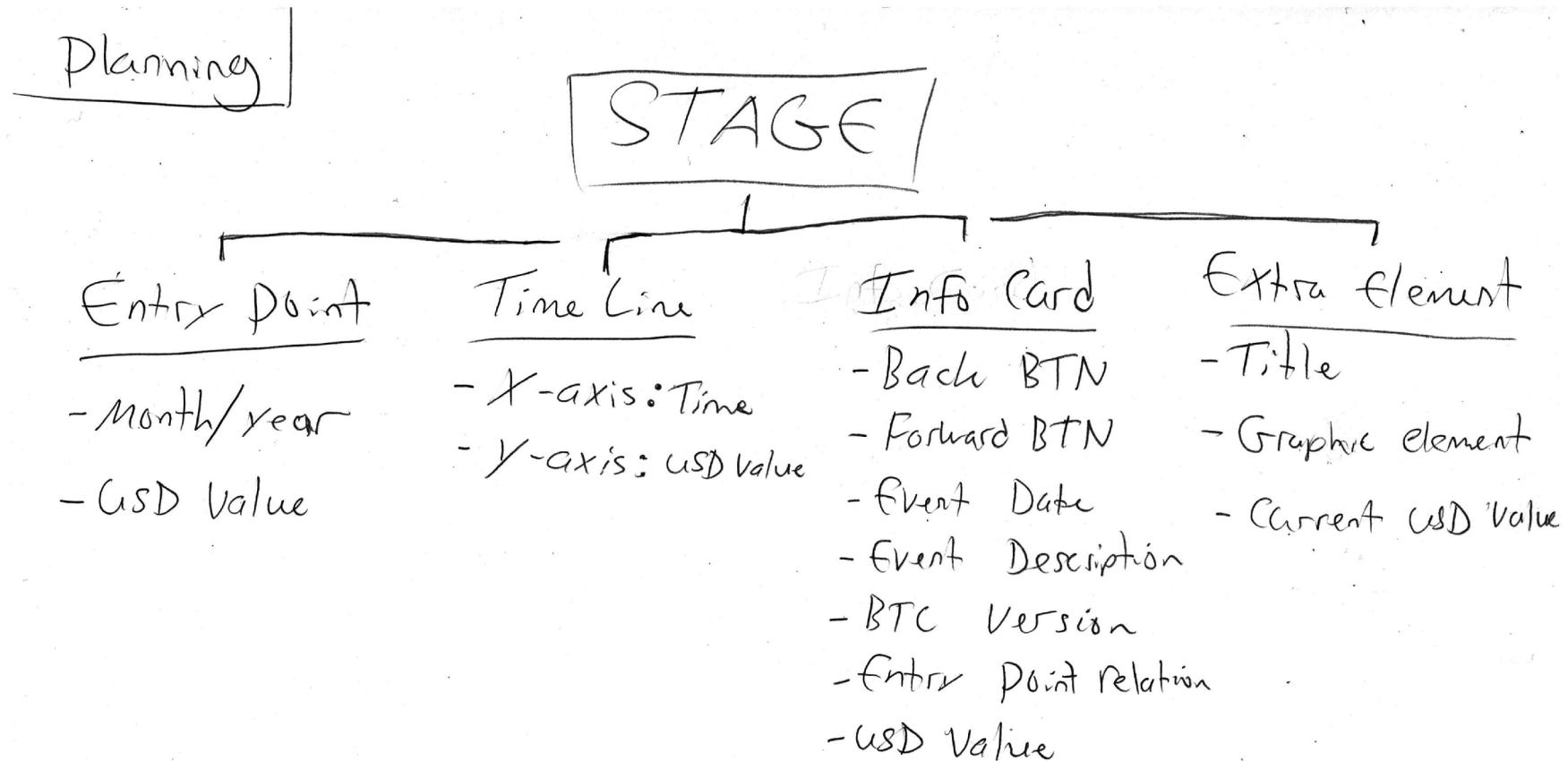
## CHAPTER 3

\*Coming Soon

# STAGE LAYOUT

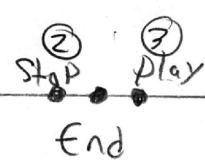
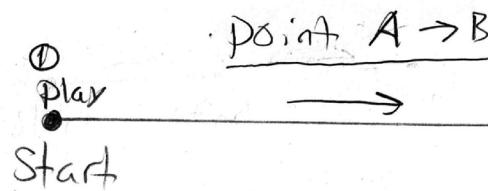


# PLANNING



# TIME-LINE DESIGN

## Time Line Design



Point  $B \rightarrow A$



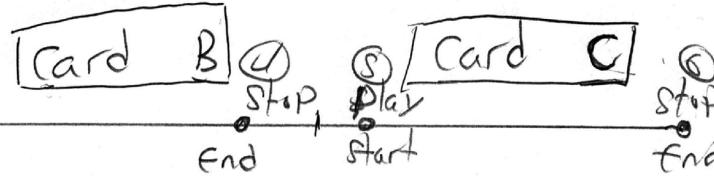
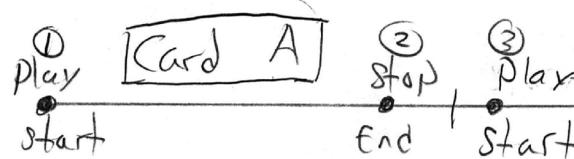
Forward

$1 \rightarrow 2$

Back

$3 \rightarrow 4$

## Info Card



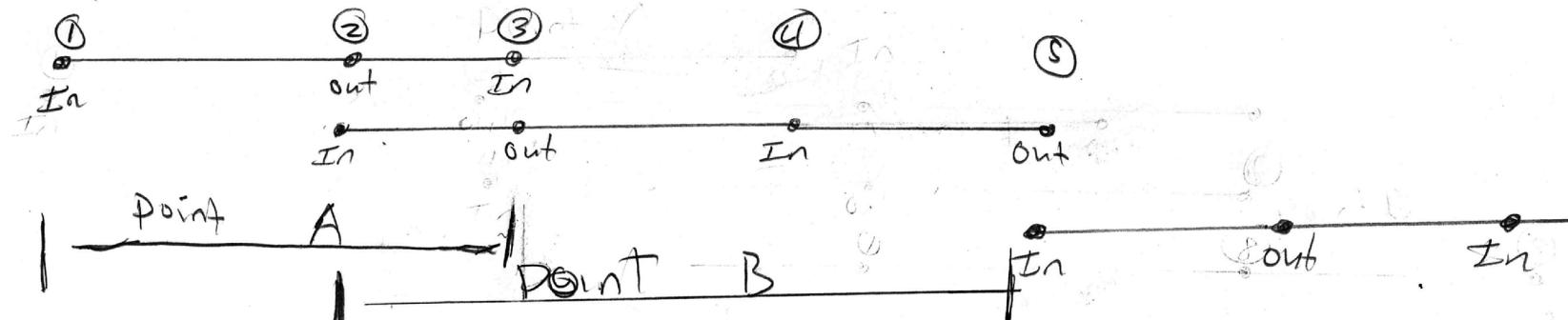
Forward

$1 \rightarrow 2$

Back

$1 \rightarrow 2$

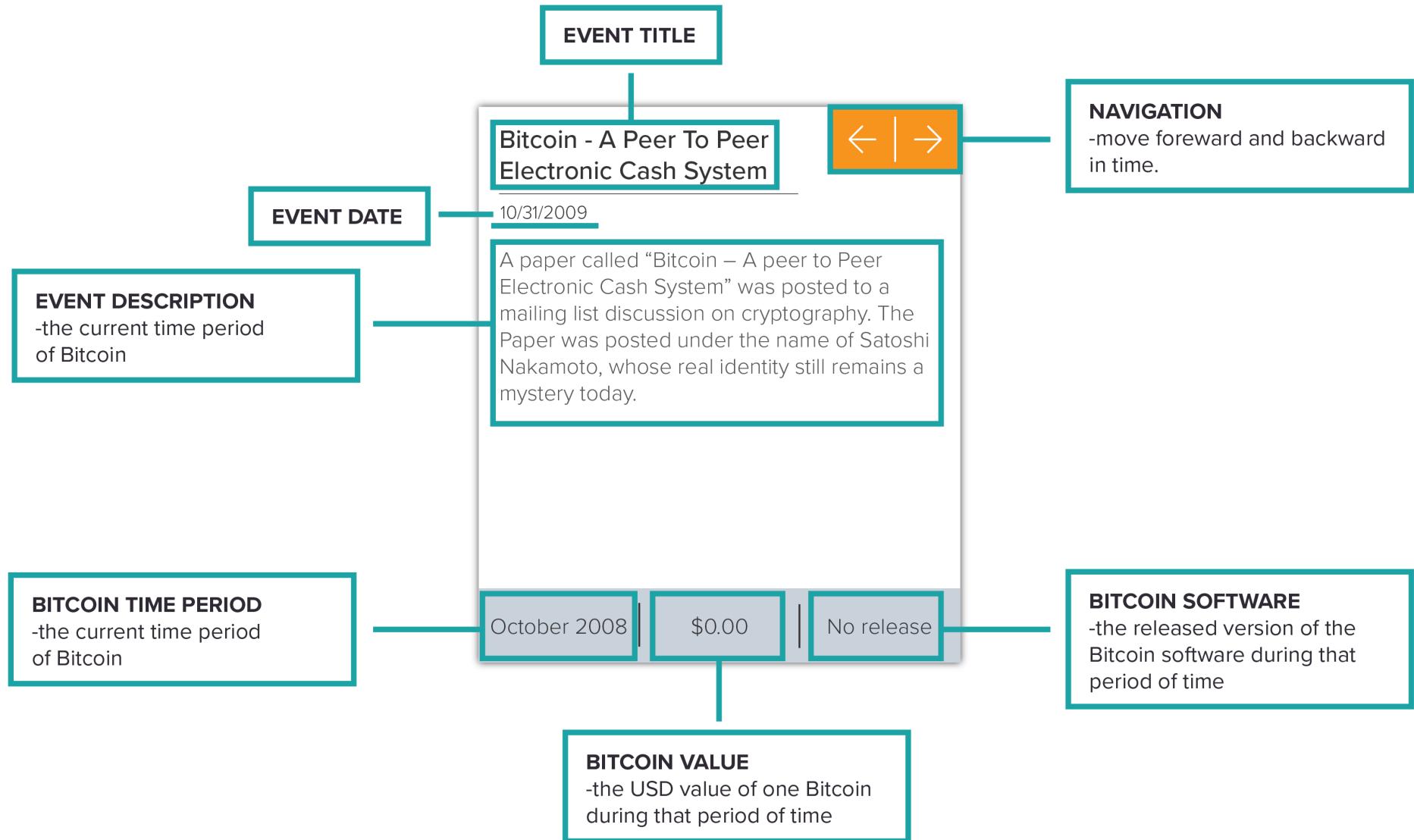
## Entry Point



# BUTTON FRAMES TRACKING

Timeline	Back	BTN Frame	Forward	BTN		
Date	Entry point Info frame	Timeline Frame	Info card Frame	Entry point Info frame	Timeline Frame	Info card Frame
OCT 08	—	—	—	16	2	26
Nov 08	56	25	1	73	49	51
Jan 09	97	73	26	121	97	73
OCT 09	145	121	51	169	145	97
Feb 10	192	169	73	217	193	122
May 10	240	216	97	265	241	146
Nov 10	288	264	122	313	289	170
Jan 11	336	312	146	361	337	194
Feb 11	384	360	170	409	385	218
Mar 11	432	408	194	457	433	242
Apr 11	480	457	194	—	—	—

# INFO CARD LAYOUT



# INFO CARD DESIGN

Bitcoin - A Peer To Peer Electronic Cash System		
10/31/2008		
A paper called "Bitcoin – A peer to Peer Electronic Cash System" was posted to a mailing list discussion on cryptography. The Paper was posted under the name of Satoshi Nakamoto, whose real identity still remains a mystery today.		

The Real Deal Begins Here		
11/09/2008		
The real deal begins here, The Bitcoin Project is registered on SourceForge.net, a community collaboration website focused on the development and distribution of open source software.		

Birth To The First Block And The First Coin		
01/03/2009		
Satoshi Nakamoto mined the first Bitcoin block, The genesis Block. Nakamoto left a message in the code of the block "The Time 03/Jan/2 009 Chancellor on brink of second bailout for banks". The line come straight from the headline of a London Times article dated January 3, 2009, which stated that banks are being bailed out by the British government.		

The First Bitcoin Exchange Rate		
10/05/2009		
New Liberty Standard open a service to buy and sell bitcoin. New Liberty Standard buy 5,050 BTC for \$5.02, roughly a tenth of a cent per bitcoin. New Liberty Standard based the price on the cost of electricity a computer use to mined a Bitcoins		

The First Bitcoin Currency Exchange		
02/06/2010		
February 6, 2010; Mark the birth of the first Bitcoin currency exchange. "BitcoinMarket.com" Today, Bitcoin Market no longer exist.		

The First Pizza Bought With Bitcoin		
05/22/2010		
Jacksonville, Florida programmer, Laszlo Hanyecz offer to pay 10,000 Bitcoins for a pizza on a forum. Laszlo sent 10,000 Bitcoins to a volunteer in England who spent about \$25 to order Laszlo a pizza from Papa Jones. At Today's prices, that pizza wolda be worth more than \$100 million.		

Bitcoin Market Cap Hit \$1 Million USD		
1/06/2010		
Bitcoin market cap exceeds \$1 Million USD, with the value at 50 cents per Bitcoin.		

25% Of All Bitcoin Has Been Mined		
01/28/2011		
25% of total Bitcoins has been generated. 5.25 million of the 21 million existing bitcoins have been mined and are circulating through the market.		

**Silk Road Marketplace &  
Bitcoin Reaches \$1 USD**

02/09/2011

Silk Road Market open for business, a place to buy and sell drug for Bitcoin. Sometime is called the eBay for drugs.

Bitcoin value reaches \$1 USD per Bitcoin.

February 2011 | \$1.00 | Version 0.3

**Bitcoin join Europe and  
Brasil**

03/27/2011

Bitcoin, the first market exchange for Bitcoins and the British Pounds.

03/31/2011

Bitcoin Brasil, the first market exchange for Bitcoins and Brazilian Reals.

March 2011 | \$0.72 | Version 0.3

**Bitcoin Apperance On  
TIME Magazine**

04/16/2011

TIME magazine publishes an article about Bitcoin: Online Cash Bitcoin Could Challenge Governments, Banks.

April 2011 | \$1.00 | Version 0.3

# ASSESSMENT GUIDELINE

## DETERMINED THE SUCCESS

### FOR WIRED

- Continue to provide engaging content to Wired audience
- Continue to reinforce the notion that Wired is a reputable outlet for emerging technologies
- Gain new subscriber

### FOR INFOGRAPHIC

- Tell the tales of bitcoin from the beginning to its current state
- Help the audience established a clearer understanding of what Bitcoin is
- Spark an interest in the user on the subject, Encourage the user to learn more about Bitcoin
- Infographic interface is user friendly
- Overall design is amusingly pleasing

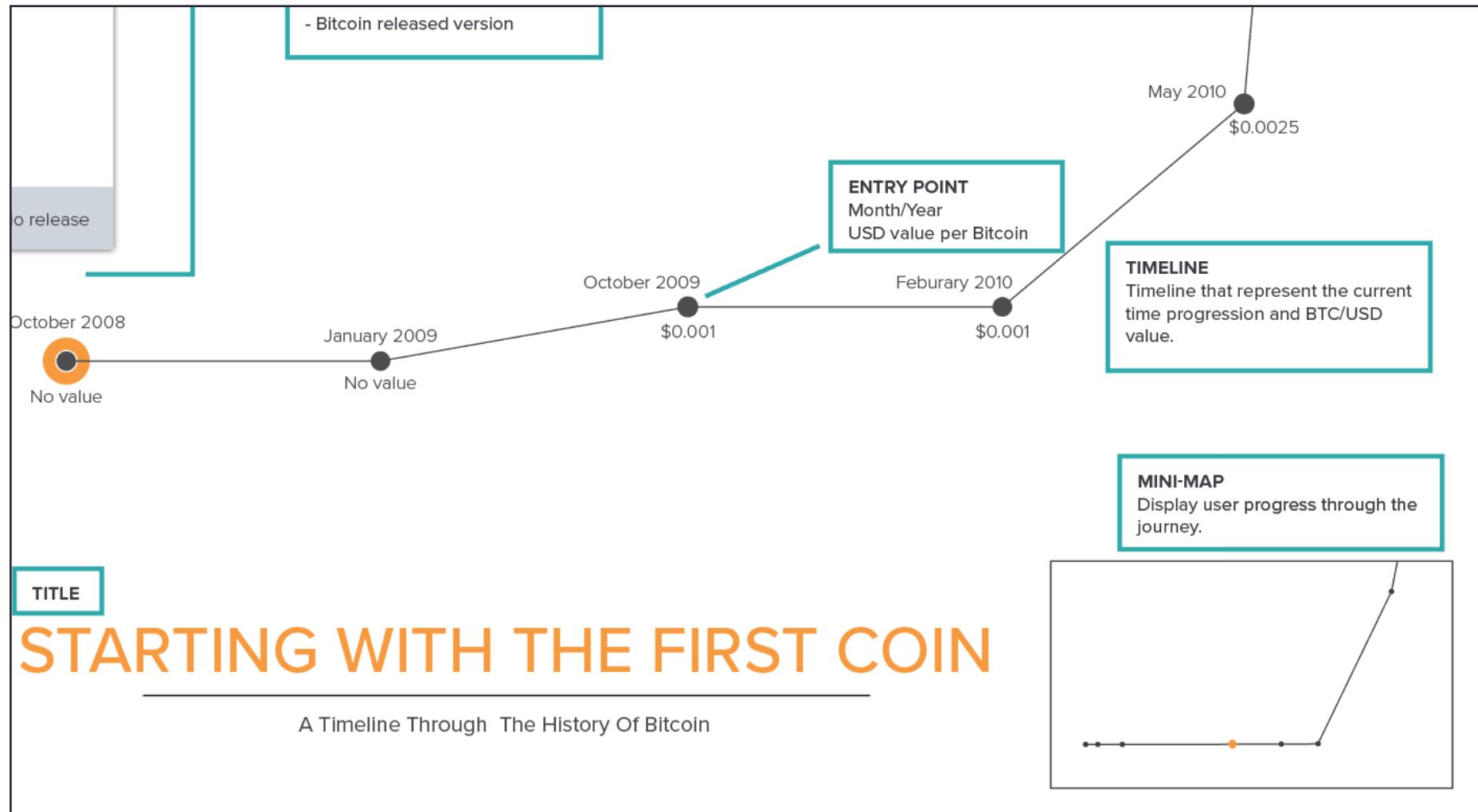
## IDENTIFY EACH OF THE ELEMENTS YOU PLAN ON HAVING

- Info card (describe the events that took place at the time of date)
  - o Detailed description of the event
  - o Detailed date
  - o BTC/USD value
  - o Bitcoin released version
- Graphic elements (help aid the event's description and present more interaction to the infographic)
- Timeline that represent the current time progression and the BTC/USD value at the time
- Current BTC price counter

## WHAT DETERMINES THE EFFECTIVENESS

- Viewer impression

# MINI-MAP IMPLEMENTATION



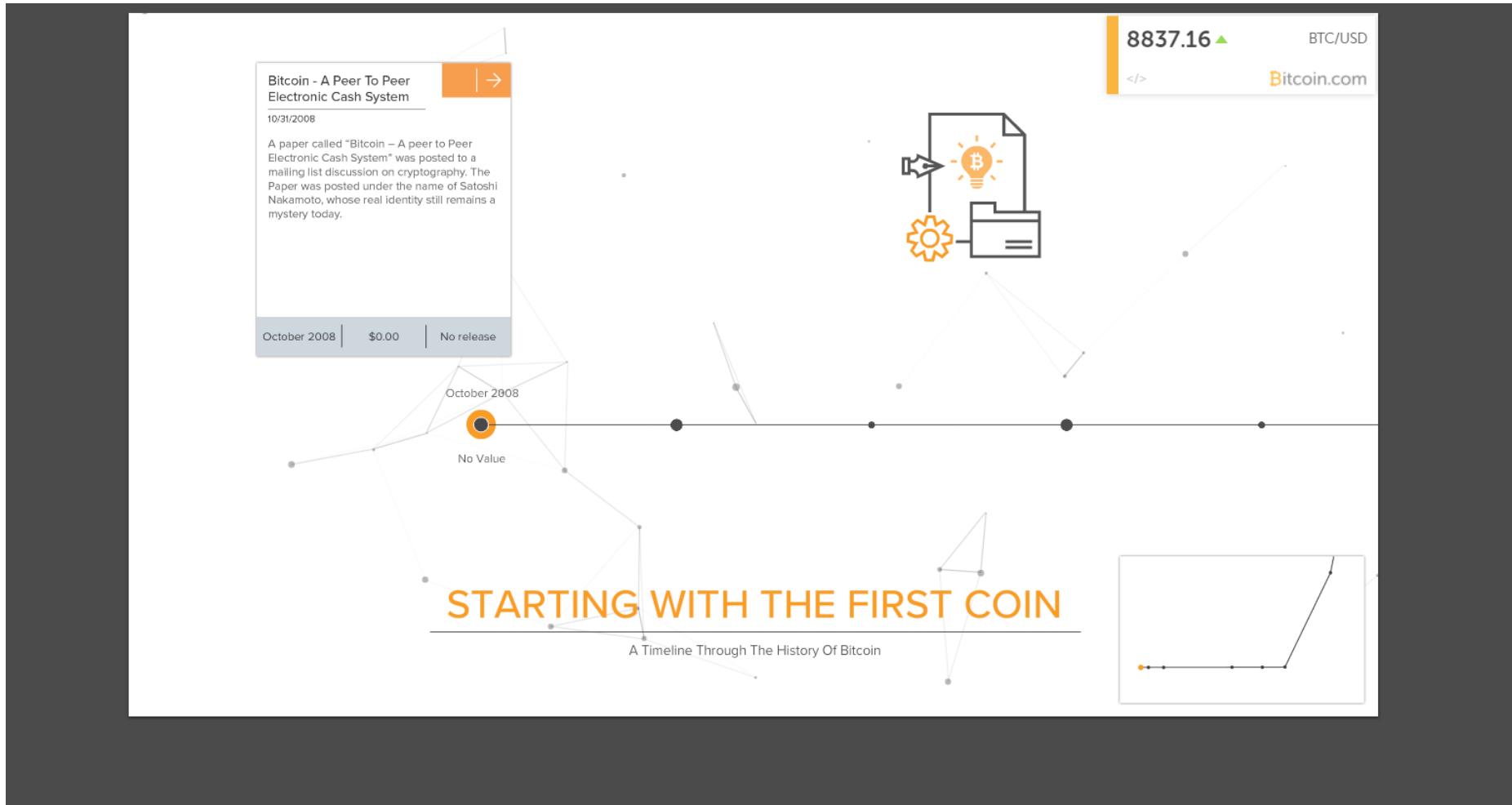
# MINI-MAP TIME-LINE TRACKING

Timeline Date	Back BTN	Forward BTN
Oct 08	—	25
Nov 08	49	73
Jan 09	97	121
Oct 09	145	169
Feb 10	193	217
May 10	241	265
Nov 10	289	313
Jan 11	337	361
Feb 11	385	409
Mar 11	433	457
Apr 11	481	—

# MARKETING PROPOSAL

A short (est. 30sec) Facebook video clips that showcase a quick teaser of the project content. The video clip is expected to act like an advertisement campaign that would reach its appropriate target audience through a network of Facebook user sharing the video clips with their friends and family and their friends and family sharing it with theirs friend and family.

The video clips would showcase a teaser of what the content would entail. The video clips would also contain links to the full content as a call to action for when it reaches an appropriate target audience that show some interest in the subject and wishes to continue on forward.



**DEMO:**

[TheTruDesign.com/Bitcoin-demo](http://TheTruDesign.com/Bitcoin-demo)

**FULL PROJECT DETAILS**

[TheTruDesign.com/bitcoin/bitcoin-interactive-infographic.html](http://TheTruDesign.com/bitcoin/bitcoin-interactive-infographic.html)

# PLANS FOR MOVING FORWARD

- Update Graphics
- Add interaction to graphics elements
- Revamp Controls to make it possible to flow through timeline with directional key
- Refine timeline movement
- Improve interface structure
- Add sounds
- Improve narration
- Implements theatrical intro and outro
- Start production on chapters 2 and 3
- Remastered to HTML/CSS for none flash compatibility devices
- Redo marketing video
- Beta stage
- Official version

# CASE STUDY

SMART WATCH PARKING  
APP PROPOSAL

# CREATIVE BRIEF

## PAINLESS PARKING

### CLIENT

#### **City Of Boston**

Boston is Massachusetts' capital and largest city. Founded in 1630, it's one of the oldest cities in the U.S. Today, Boston has one of the busiest "downtown" street, in America.

### THE PROBLEM

Today, the busy city street is already stressful enough for drivers, but adding on the factor of having to find a parking spot in the downtown area can be very difficult and frustrating.

### SOLUTION PROPOSAL

Develop a smart watch application that can locate for the user a nearby available parking spot, allow them to pay with a mobile payment seamlessly, and navigate them back to their car in a smooth user friendly manner.

### TARGET AUDIENCE

Primary target audience would be your every day city commuter, occasional city driver, and city tourist.

### PROJECT CONCEPT

The core user value of this project is to help the user locate a nearby available parking spot, allow the user to make a payment with the use of the integrated mobile payment, and to track the location of your parked car.

### USER VALUE PROPOSITION & BENEFITS

Free up user time

Seamless payment system

Increase city traffic flow

Increase city value

Increase tourist driving experience

### ASSUMPTIONS AND RESEARCH

Research are done by looking at characteristic of what make a good and bad parking apps. Transit the benefit of a mobile parking app into user smart watch device.

# FEATURES

## LOCATING NEARBY AVAILABLE PARKING SPOT

Find nearby available parking spots, and present them to user in a list format, sorting from nearest to farthest.

## TURN-BY-TURN NAVIGATION INTEGRATION

An integrated turn by turn navigation system powered by Google Map or Apple Map service; helping user navigate the city street to the available parking spot or the location of user parked car.

## PAYMENT SYSTEM

User can use an NFC supported payment system to pay the parking meter. Apple Pay and Android Pay support is also integrated into the app.

## TRACK PARKED CAR

Place a marker on user parked car to keep track of its location. User can use the turn by turn navigation system to navigate user back to their parked car.

## TRACK PARKING SESSION HISTORY

Parking session are recorded automatically for user to view in the park history section of the app.

## MANAGING USER ACCOUNT SETTINGS

User can manage their account through the setting section of the app. User can edit their payment information, billing address, and vehicle information.

## METER CLOCK TRACKING

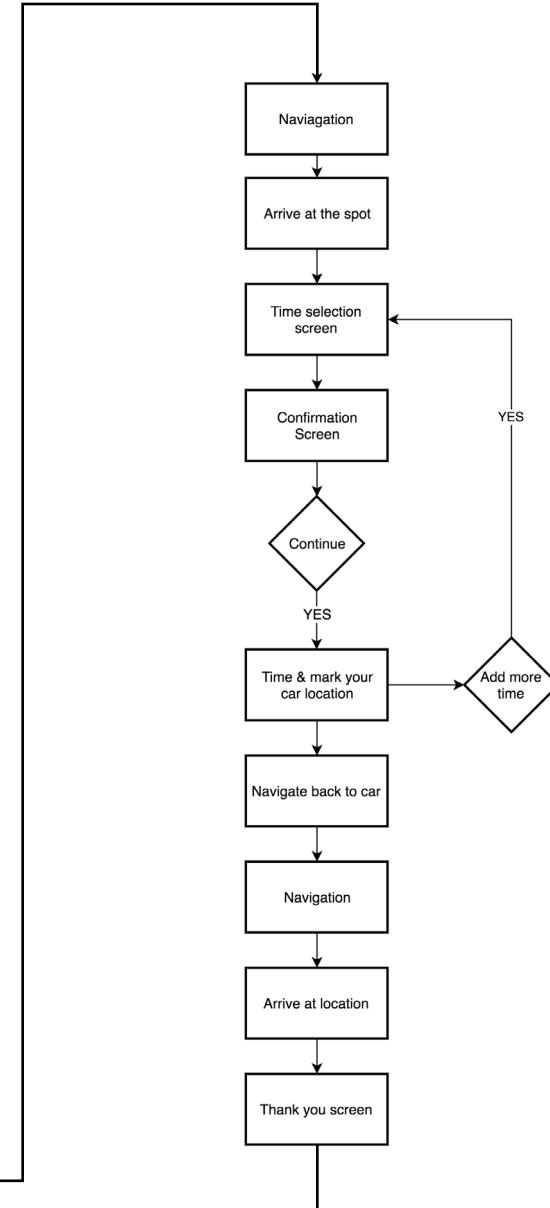
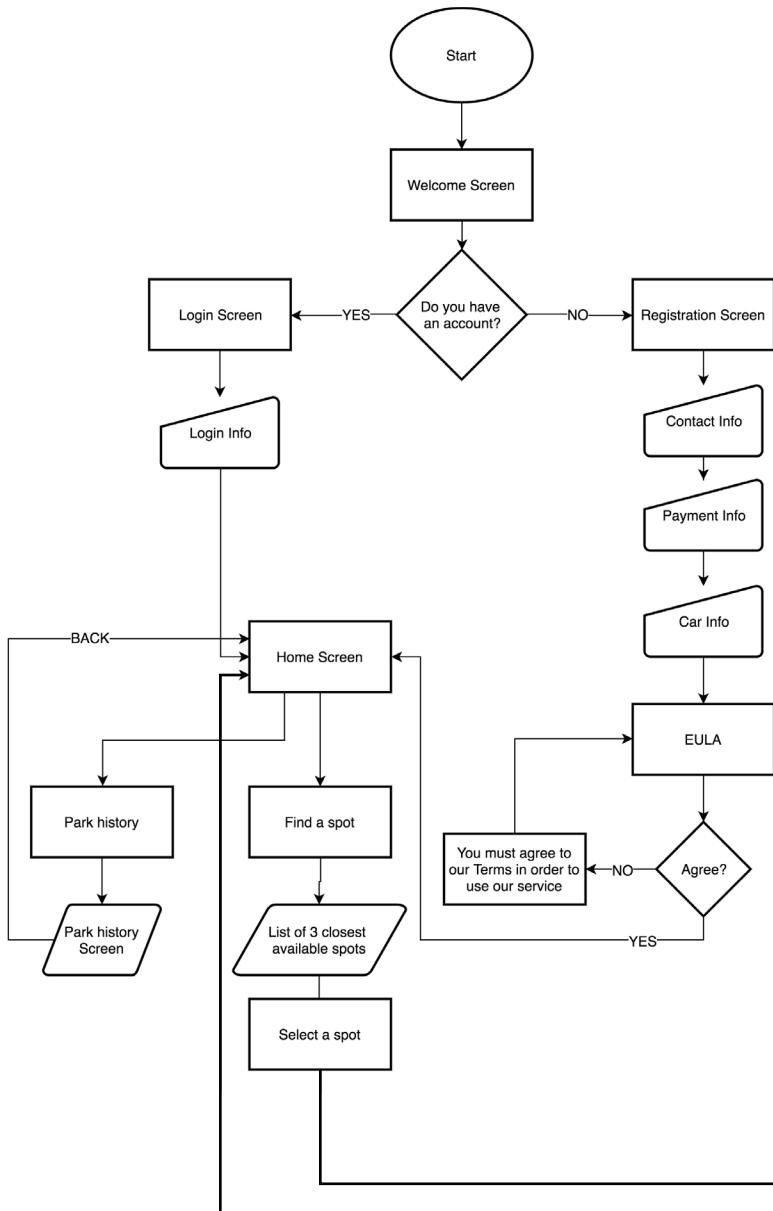
A build in timer to keep track of the meter clock, alerting user when the meter clock is running out to prevent a ticket fee.

## NOTIFICATION FEED

User can view their meter clock through the notification feed, user also have an option to extend their parking session and make payment through the notification feed.

# FLOW CHART

PAINLESS PARKING | 108



# PERSONA



## SUSAN

**AGE:** 26

**OCCUPATION:** nurse

**CONTEXTUAL CONSIDERATION:** young, impatient driver, large family

**LIFE EXPERIENCE:** young, inexperience, College graduate

**USER BENEFITS:** directional assistance, quicken commute flow



## BILL

**AGE:** 21

**OCCUPATION:** college student

**CONTEXTUAL CONSIDERATION:** activist, advanced technical user, impatient with technology

**LIFE EXPERIENCE:** young, inexperience, college student, new driver

**USER BENEFITS:** directional assistance, quicken commute flow



## MERRY

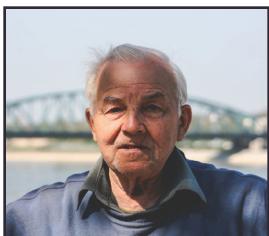
**AGE:** 42

**OCCUPATION:** major events planner

**CONTEXTUAL CONSIDERATION:** light phone user, busy schedule, novice technical user

**LIFE EXPERIENCE:** 10 years of career experience, middle age, experienced driver

**USER BENEFITS:** directional assistance, quicken commute flow



## JIM

**AGE:** 58

**OCCUPATION:** Accountant

**CONTEXTUAL CONSIDERATION:** old, experience, family man, responsible

**LIFE EXPERIENCE:** college life, long time experienced driver

**USER BENEFITS:** quicken daily commute flow, reduce daily traffic

# SURVEY

PAINLESS PARKING | 110

## QUESTIONS

1. Have you ever used a mobile application that let you pay your parking meter through your phone?
2. Have you ever used your phone to pay for any products or services before?
3. Would you install and use a mobile application that let you pay your parking meter through mobile payment?
4. Do you drive a vehicle as your main form of transportation?
5. Do you agree that finding a parking spot should be made easier?
6. Would a mobile application that let you locate nearby available parking spot be of any use to you?
7. Have you ever lost the location of where you parked your car?
8. Would a mobile application that let you save the location of your parked car be of any use to you?
9. Do you currently have any parking application installed on your smart-phone?
10. Are you willing to pay a subscription fee to make parking your car less of an annoying process?

<https://www.surveymonkey.com/r/K3YJVPP>

## RESULTS

### Based on 15 responses

Have you ever used a mobile application that let you pay your parking meter through your phone?

ANSWER	PERCENTAGE
YES	53.33%
NO	46.67%

Have you ever used your phone to pay for any products or services before?

ANSWER	PERCENTAGE
YES	66.67%
NO	33.33%

Would you install and use a mobile application that let you pay your parking meter through mobile payment?

PAINLESS PARKING | 111

ANSWER	PERCENTAGE
YES	60%
NO	40%

Do you drive a vehicle as your main form of transportation?

ANSWER	PERCENTAGE
YES	80%
NO	20%

Do you agree that finding a parking spot should be made easier?

ANSWER	PERCENTAGE
YES	86.67%
NO	13.33%

Would a mobile application that let you locate nearby available parking spot be of any use to you?

ANSWER	PERCENTAGE
YES	86.67%
NO	13.33%

Have you ever lost the location of where you parked your car?

ANSWER	PERCENTAGE
YES	40%
NO	60%

Would a mobile application that let you save the location of your parked car be of any use to you?

ANSWER	PERCENTAGE
YES	60%
NO	40%

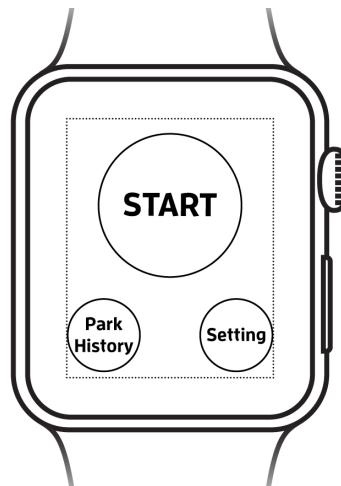
Do you currently have any parking application installed on your smart-phone?

ANSWER	PERCENTAGE
YES	40%
NO	60%

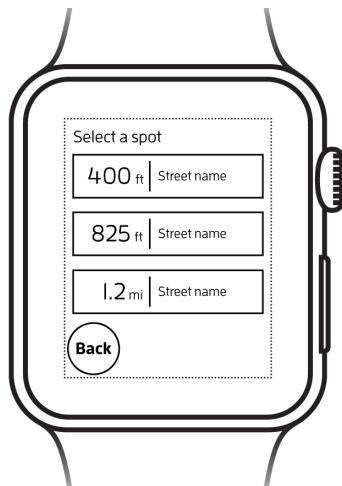
Are you willing to pay a subscription fee to make parking your car less of an annoying process?

ANSWER	PERCENTAGE
YES	20%
NO	80%

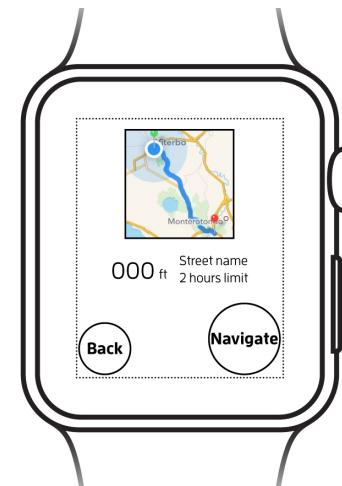
# WIRE-FRAME



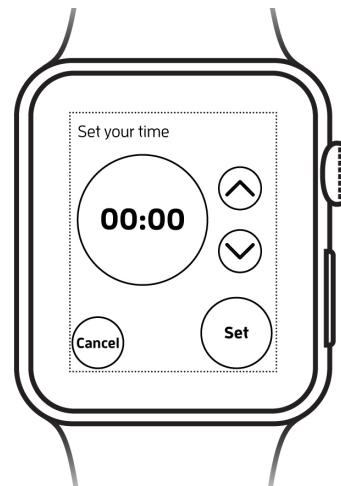
HOME



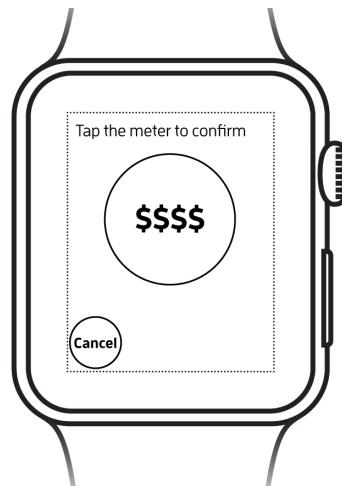
SELECT A PARKING SPOT



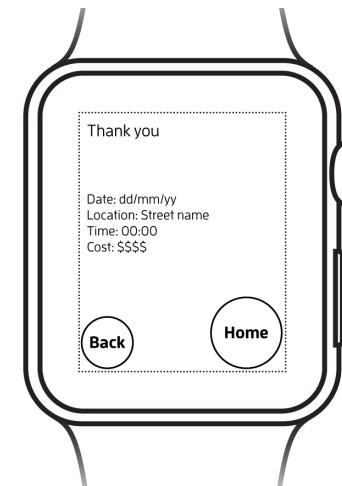
SPOT DETAIL SCREEN



SET TIME



PAYMENT



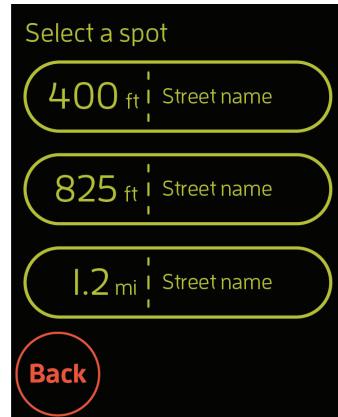
RECEIPT

# LO-FI PROTOTYPE

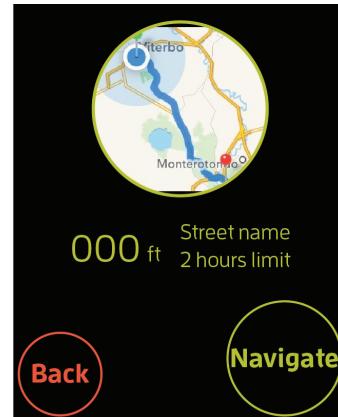
PAINLESS PARKING | 113



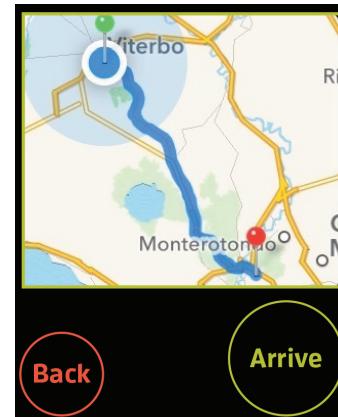
HOME



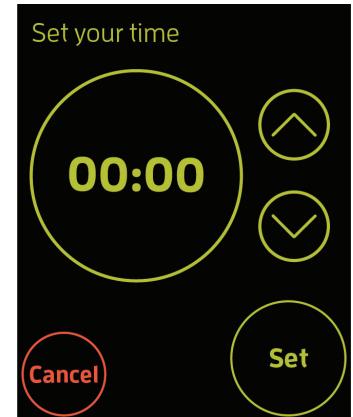
SELECT A PARKING SPOT



SPOT DETAIL SCREEN



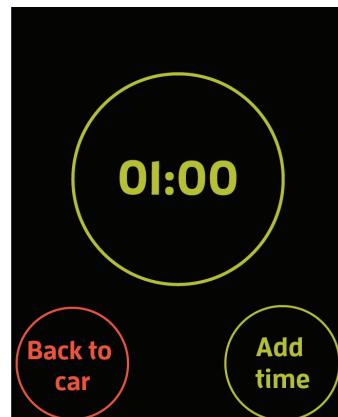
NAVIGATION



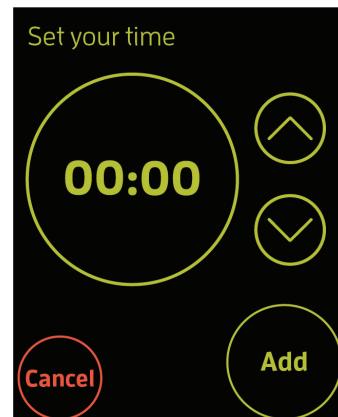
SET TIME



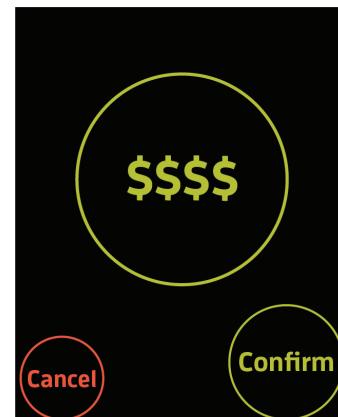
PAYMENT



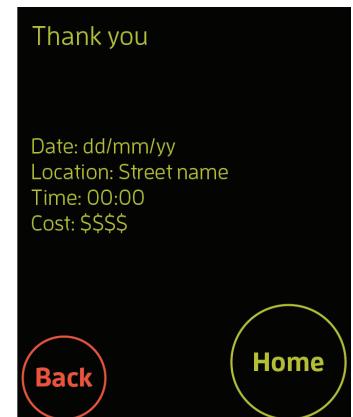
ADD ADDITIONAL TIME



SET TIME



CONFIRM

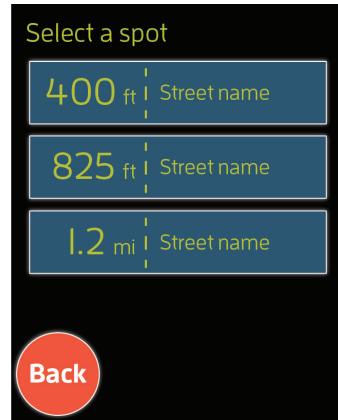


RECEIPT

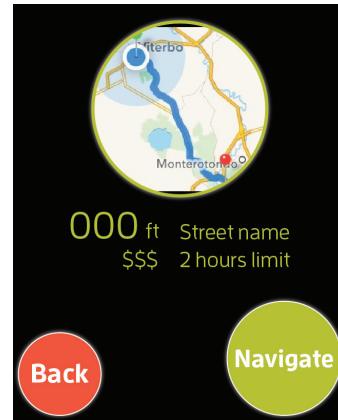
# HI-FI PROTOTYPE



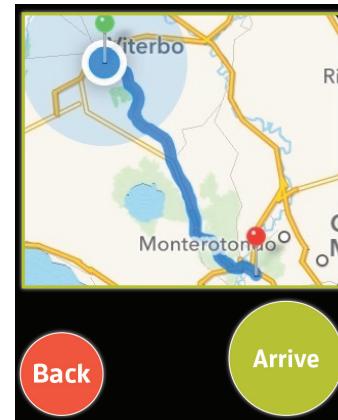
HOME



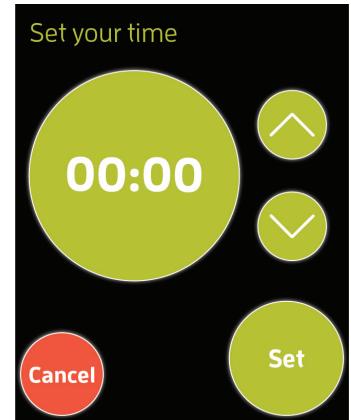
SELECT A PARKING SPOT



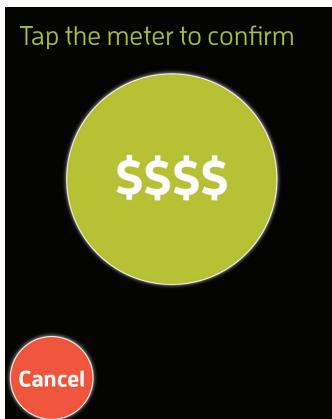
SPOT DETAIL SCREEN



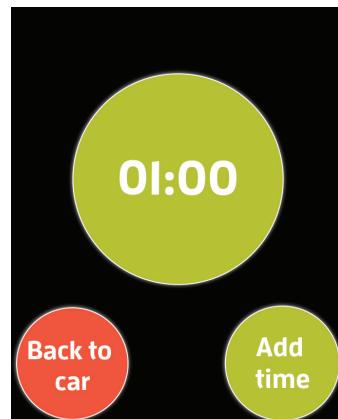
NAVIGATION



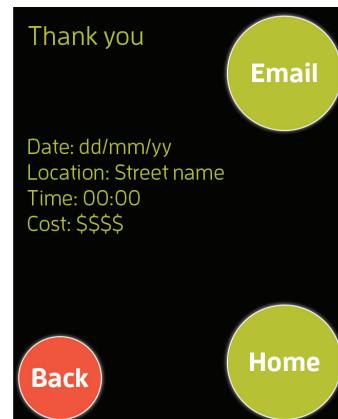
SET TIME



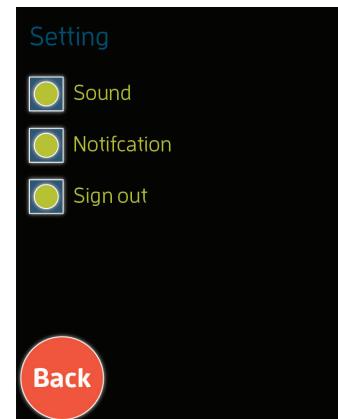
PAYMENT



CLOCK



RECEIPT



SETTING



NOTIFICATION

# TESTING SCRIPT

## WELCOME AND PURPOSE

Thank you so much for coming in today. I wanted to give you a little information about what you will be looking at and give you time to ask any questions you might have before we get started.

Today I am asking you to serve as an evaluator of a smart watch application and to complete a set of tasks. My goal is to see how easy or difficult you find the applications to use.

This is not a test to see how well you perform but instead it is to see how well the application function for a user like yourself.

The purpose of this application is to help you as a driver locate a nearby available parking spot, allow you to pay with mobile payment seamlessly, and navigate you back to your car when you're done in a smoothly user friendly manner.

## TEST FACILITATOR'S ROLE

My role is to record your reactions and comments of the mobile application you will view.

During this session, I would like you to think aloud as you work to complete the tasks I have planned for you. I will not be able to offer any suggestions or hints, but from time to time, I may ask you to clarify what you have said or ask you for information on what you were looking for or what you expect to happen.

Do you have any question or concern before we begin?

## TASK ONE

Pretend that you are dragging along on the busy street of Boston, I want you to open the apps and run through the process of finding a parking spot.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the overall setup process.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## TASK TWO

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Close out of the apps and open the notification center, Add an extra hour to your time.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the experience.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## TASK THREE

Now run through the process of navigating back to your car.

### QUESTION

Rate from 1-5, 1 being the easiest and 5 being the most difficult, how do you feel about the experience.

Is there anything that confuses you?

Is there a feature that you wish to see implemented in a later version?

## FINAL QUESTIONS

How do you feel about the experience?

Did you come by any confusion while completing the task?

Do you have any last suggestions or recommendations for the apps?

## CONCLUSION

Thank you for completing the usability test for this smart watch application. Your feedbacks will be a great help to us on building the final version of this product.

# TEST RESULT

## TASKS

**TASK ONE:** Pretend that you are dragging along on the busy street of Boston, I want you to open the apps and run through the process of finding a parking spot.

**TASK TWO:** Close out of the apps and open the notification center, Add an extra hour to your time.

**TASK THREE:** Now run through the process of navigating back to your car.

## RESULT

### COMPLETION TIME

USER	TASK ONE	TASK TWO	TASK THREE	TOTAL
ELVIS FERNANDES	48 SECONDS	30 SECONDS	19 SECONDS	97 SECONDS
SEBASTIAN WAN	26 SECONDS	20 SECONDS	12 SECONDS	58 SECONDS
CHARLES SEARLE	25 SECONDS	15 SECONDS	14 SECONDS	54 SECONDS
JASON THI	30 SECONDS	26 SECONDS	14 SECONDS	70 SECONDS
PHONG VU	29 SECONDS	19 SECONDS	17 SECONDS	65 SECONDS

### NUMBER OF ERRORS

USER	TASK ONE	TASK TWO	TASK THREE	TOTAL
ELVIS FERNANDES	1	1	0	2
SEBASTIAN WAN	0	0	0	0
CHARLES SEARLE	0	0	0	0
JASON THI	0	1	0	1
PHONG VU	0	0	0	0

## USER ONE - ELVIS FERNANDES

PAINLESS PARKING | 118

### TASK 1

User completed the task in 48 sec with 1 error, user was confused of when the payment screen will come up.

### TASK 2

User completed the task in 30 sec with 1 error, user didn't know how to check the notification on the device.

### TASK 3

User completed the task in 19 sec without any error.

### SUGGESTION

No suggestion.

### GENERAL ANALYSIS

During task 2, user couldn't figure out how notification work on the device.

## USER TWO - SEBASTIAN WAN

### TASK 1

User completed the task in 26 seconds, user completed the task with no error.

### TASK 2

User completed the task in 20 seconds without any error.

### TASK 3

User completed the task in 12 seconds without any error.

### SUGGESTION

Differentiate between driving to the parking spot and walking back to the car.

### GENERAL ANALYSIS

User completed all 3 tasks with little to nothing error.

## USER THREE - CHARLES SEARLE

PAINLESS PARKING | 119

### **TASK 1**

User completed the task in 25 seconds without any error.

### **TASK 2**

User completed the task in 15 seconds without any error.

### **TASK 3**

User completed the task in 14 seconds without any error.

### **SUGGESTION**

Pretty simple, update icons and buttons.

### **GENERAL ANALYSIS**

User completed all 3 tasks with little to nothing error.

## USER FOUR - JASON THI

### **TASK 1**

User completed the task in 30 seconds without any error.

### **TASK 2**

User completed the task in 26 seconds with 1 error, user was confused as to where the notification area is on the device.

### **TASK 3**

User completed the task in 14 seconds without any error.

### **SUGGESTION**

Pretty simple, no suggestion.

### **GENERAL ANALYSIS**

User completed all 3 tasks with little to nothing error.

### TASK 1

User completed the task in 29 seconds without any error.

### TASK 2

User completed the task in 19 seconds without any error.

### TASK 3

User completed the task in 17 seconds without any error.

### SUGGESTION

Pretty simple, no suggestion.

### GENERAL ANALYSIS

User completed all 3 tasks with little to nothing error.

## CHANGES

Added breadcrumbs to guide user

Improve text hierarchy

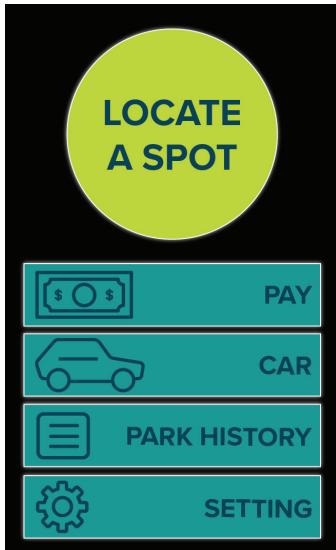
Update button design

Design layout update

New color palettes

# HI-FI V2

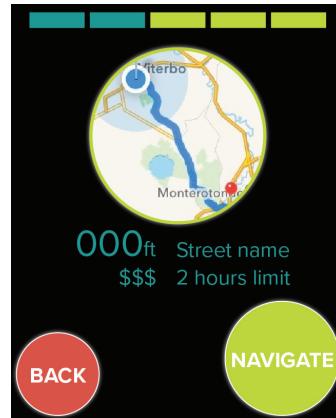
PAINLESS PARKING | 121



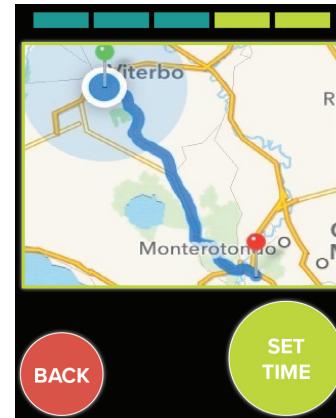
HOME



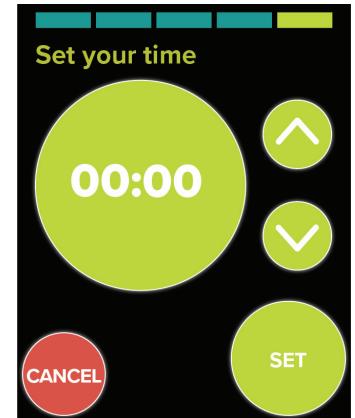
SELECT A PARKING SPOT



SPOT DETAIL SCREEN



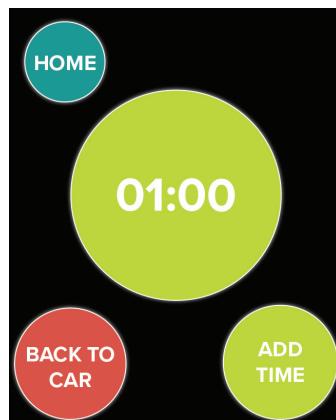
NAVIGATION



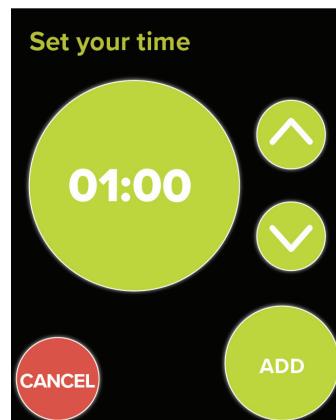
SET TIME



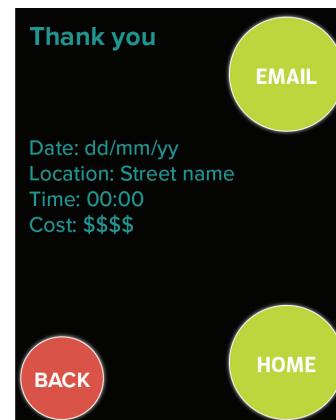
PAYMENT



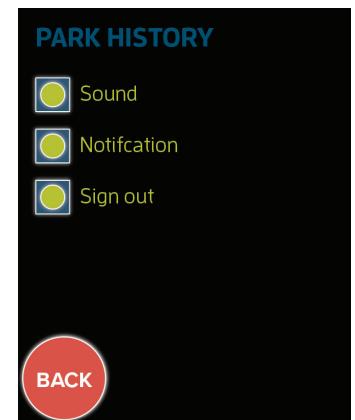
CLOCK



ADD TIME

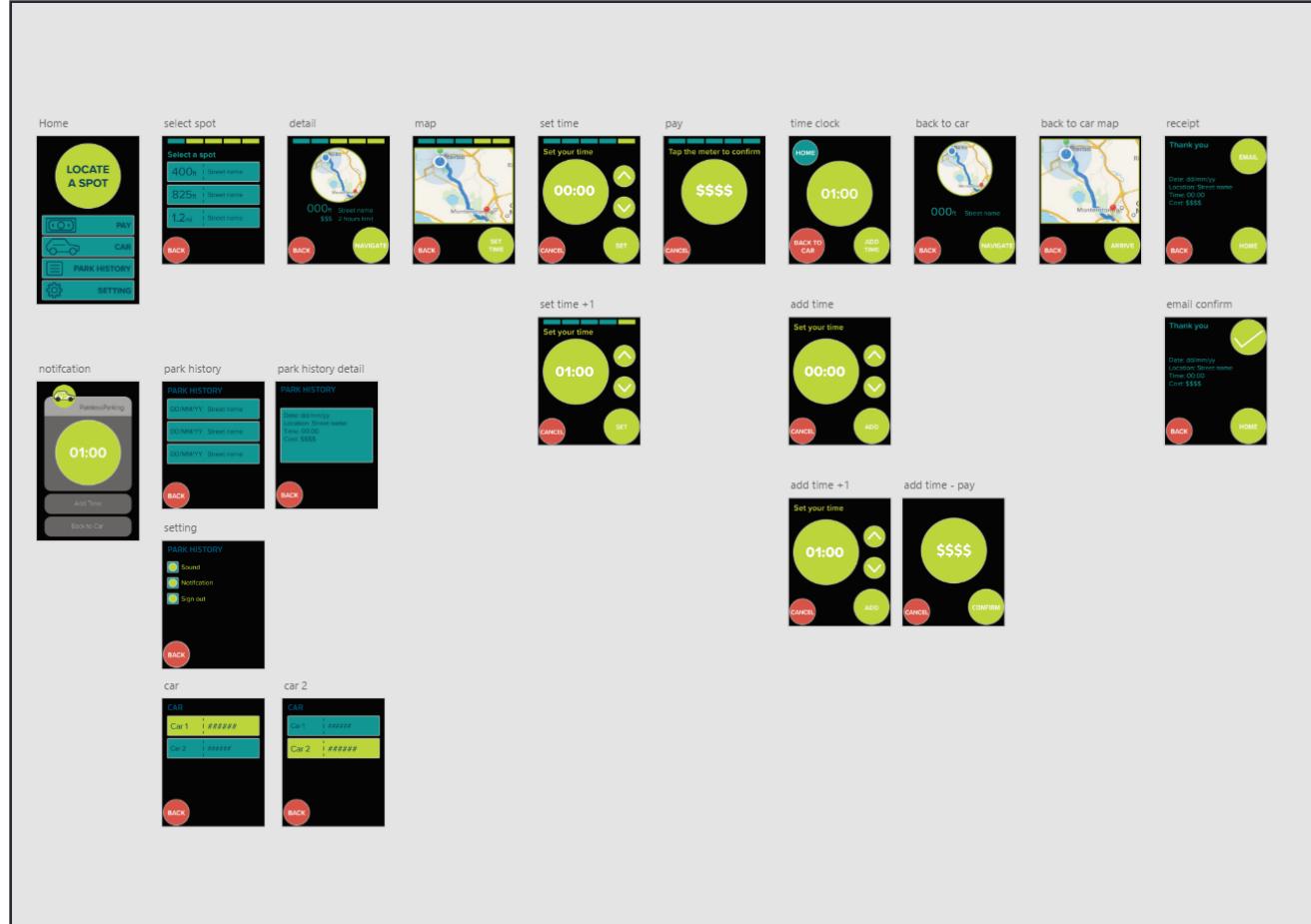


RECEIPT



SETTING

# HI-FI V2 PROTOTYPE



**PROTOTYPE**

<https://goo.gl/oa3JwF>

**FULL PROJECT DETAILS**

[TheTruDesign.com/painless-parking/smartwatch-app-painless-parking.html](http://TheTruDesign.com/painless-parking/smartwatch-app-painless-parking.html)

# CASE STUDY

MOBILE APP PROPOSAL  
SAVED

# CREATIVE BRIEF

## SAVED

### CLIENT

#### Google Android

Google Android is a mobile operating system developed by Google, based on the Linux kernel and designed primarily for touchscreen mobile devices such as smartphones and tablets. Google Android currently have over 2 billion active users.

### THE PROBLEM

Today, we live in the digital age where writing information down and carrying around documents should be a thing of the past. There is also that constant fear of losing or misplacing that important information when you needed it most. This is where Saved comes into play.

### TARGET AUDIENCE

Students & Teachers

Businessman

Self-employed

### SOLUTION

Saved is a mobile app that lets you take a quick pictures of information and documents on the go that can be stored and organized in an appealing and easy to use manner for a later date when it's needed.

### PROJECT CONCEPT

Saved is designed to help everyone to be more organized and productive. The process should be as easy as taking a picture. Long gone are the days where we have to write things down with paper and pencil, carry around heavy stacks of papers, or having that constant fear of losing or misplacing that important paper when you need it most.

### USER VALUE PROPOSITION & BENEFITS

Improved organization on user daily lives

Boost productivity

Help user stay on task

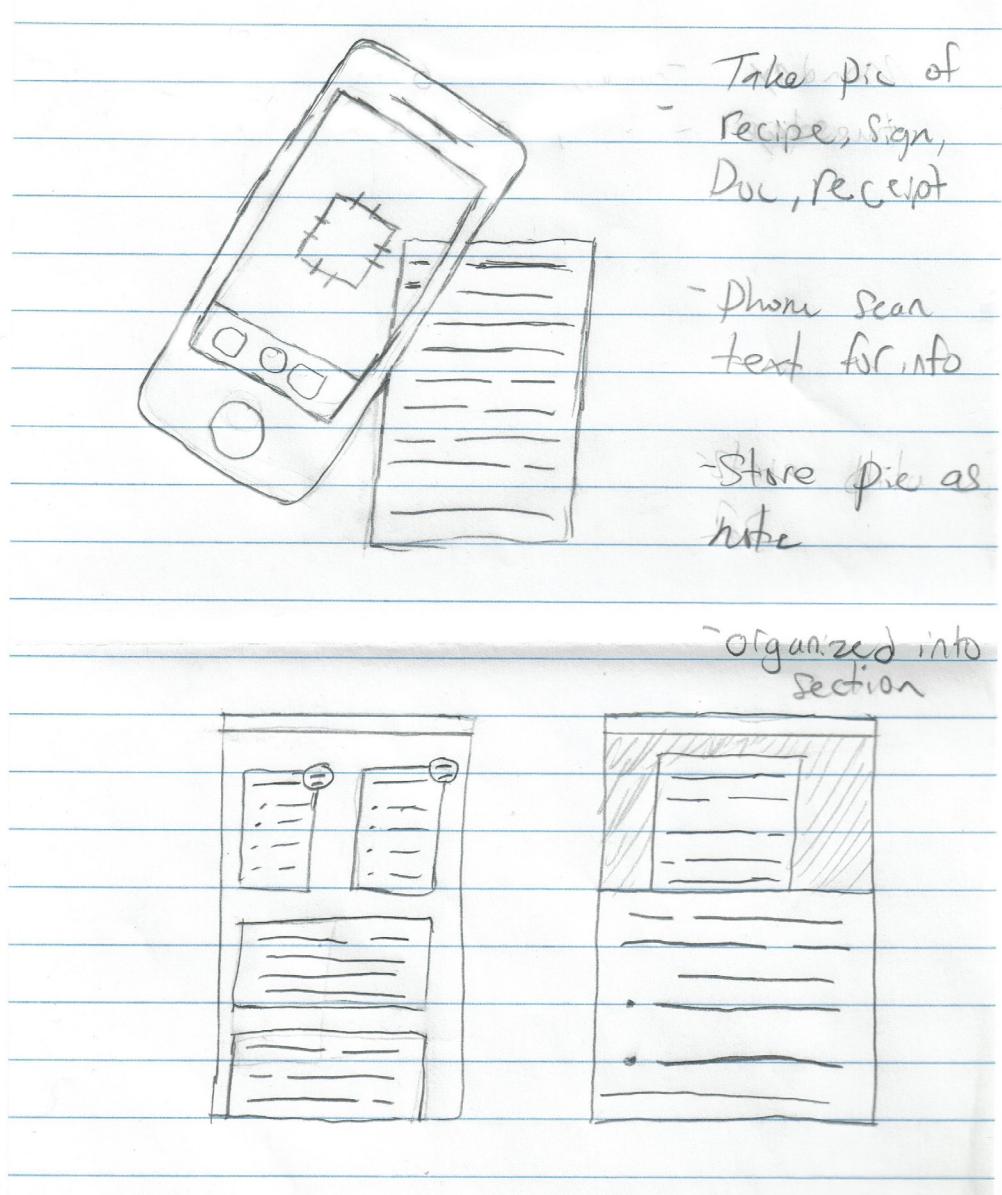
Free up personal carry loads

### ASSUMPTIONS AND RESEARCH

Research are done by looking what other notes taking apps, task management apps, and organizations tools offers to the users that are beneficial and find ways to incorporate those features into Saved. Examples of apps with bad characteristic will also be analyzed to avoid poor user experience design decisions.

# CONCEPT

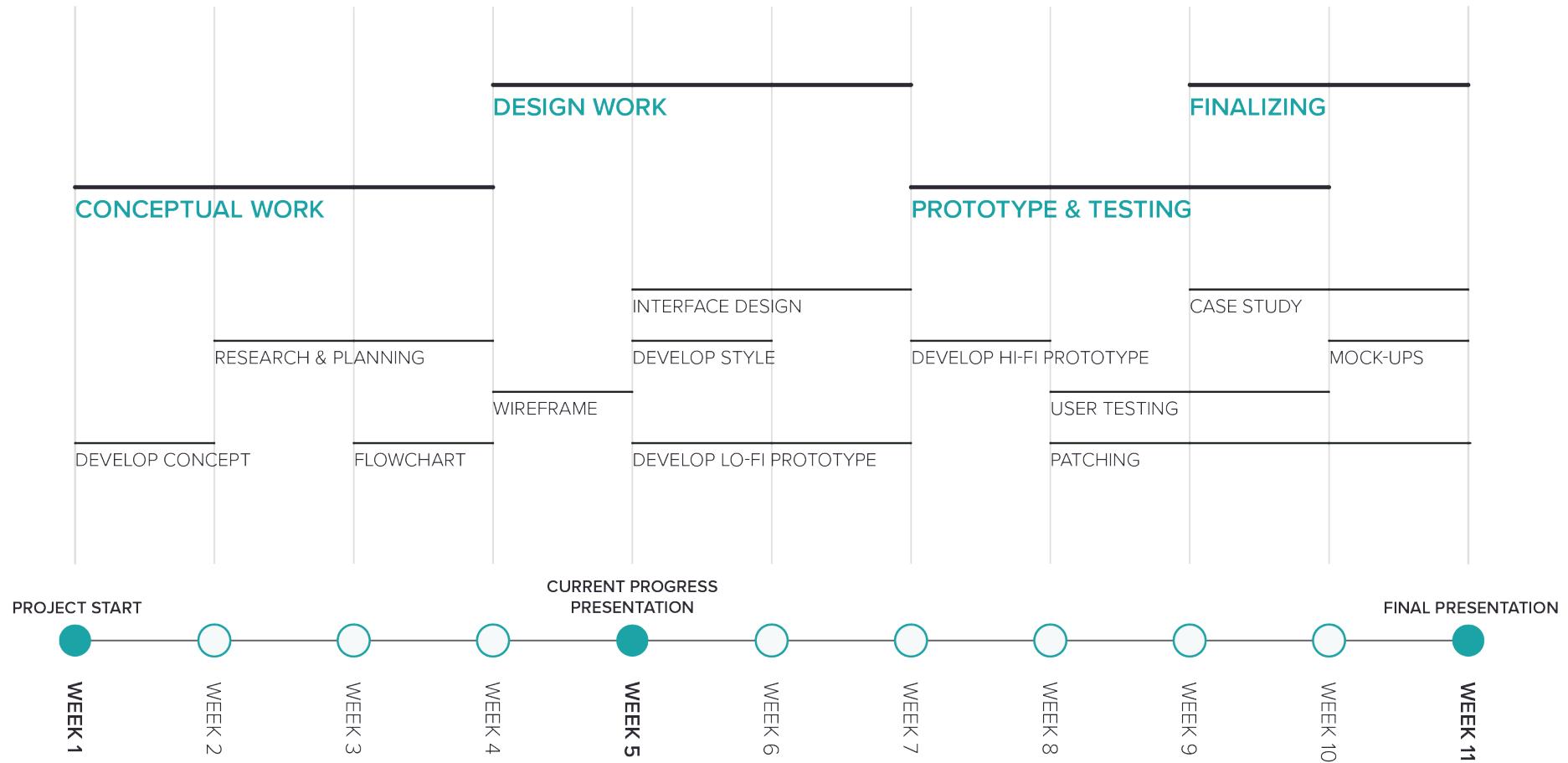
SAVED | 125



The idea is to have an intelligent note taking app that does the writing, storing, and organizing all for you. The only thing that Saved require from you is to take a picture of the information you wish to save.

- Take picture of the recipe, sign, document, or receipt
- App will scan the image for information
- Information will be stored with original picture
- The app will intelligently organize the stored information into relevant sections

# TIME-LINE



# FEATURES

## CREATE NOTES

Users will have the ability to create quick notes with text, images, videos, audio, and files.

## QUICK SNAP

Users will have the ability to take multiple quick pictures using their smartphones camera and have it saved locally on their device or over a cloud service to view on other synced devices.

## PICTURE TO TEXT SCAN

User can scan a picture taken by Saved or an existing picture on their device and convert the detected text within the picture into rich text that can be edited, copied and pasted into other apps using the Saved intelligent AI system.

## MATRIX BAR CODES DETECTION

With the intelligent AI system, Saved will automatically detect and read a matrix bar code such as a QR code, GTIN bar code, UPC, Aztec code and many others using a picture, it will present the information in a well organized and easy to read manner.

## VIDEO AND AUDIO RECORDING

Along with pictures, users can also record videos and audio with the Saved app and have it stored locally on their device or over the cloud to view on other synced devices.

## SPEECH TO TEXT

With the Saved intelligent AI system, the user will have the ability to convert recorded audio into rich text that can be edited, copied, and pasted into other apps.

## ORGANIZATION TOOLS

Saved will have organization tools that will help the user organize their notes. Tools such as color coded notes, categorized folders, pinned important notes, tags for easy search and many more.

## SEARCH

The user will have the ability to search through their library of notes based on tags and key-terms.

## USER ACCOUNTS

The user will have the option to set up a cloud-based account with limited storage to store their notes for viewing and editing on other synced accounts.

# COMPETITIVE ANALYSIS

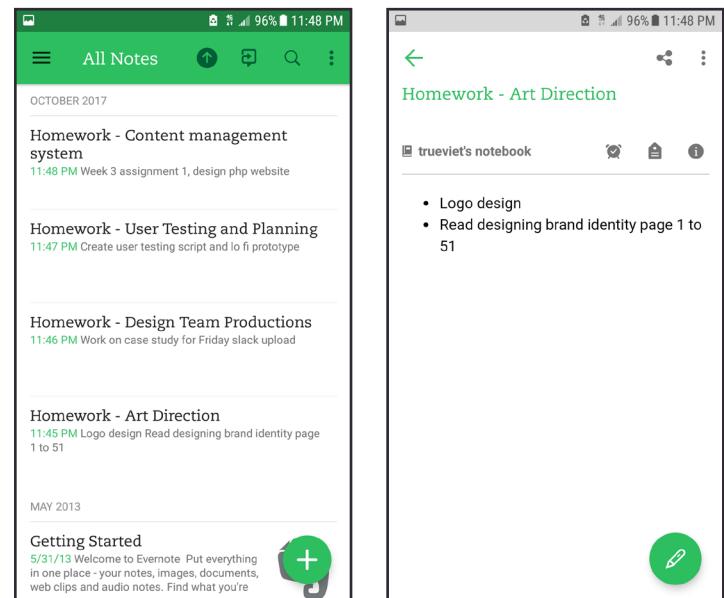
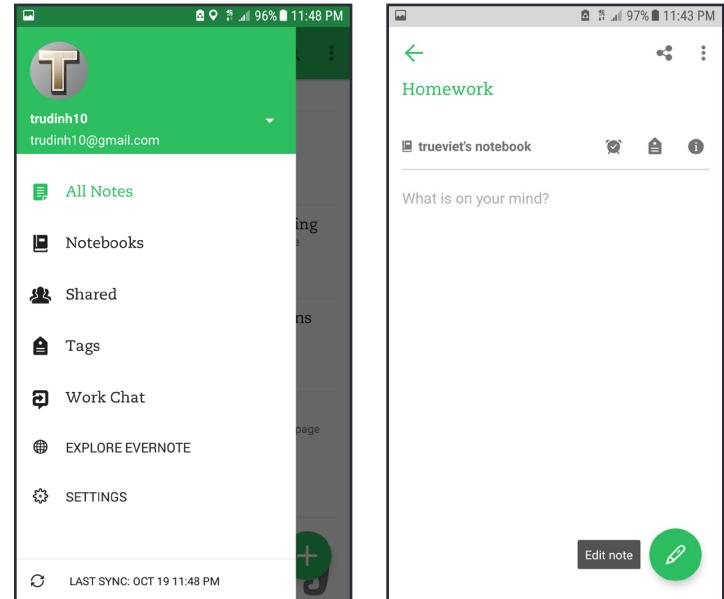
## EVERNOTE

### FEATURES

Notebooks  
 Tags  
 Share  
 Attaching images, videos, audios, and files  
 Account sync between multiple accounts  
 Set reminder  
 Search  
 Work Chat

### DESIGN

A clean, simple, and modern design  
 Primary green color  
 Hamburger slide menu



# COMPETITIVE ANALYSIS

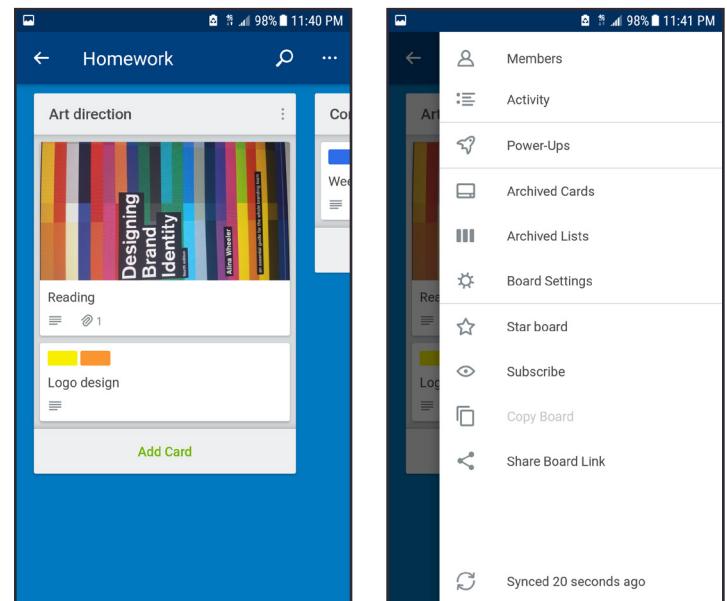
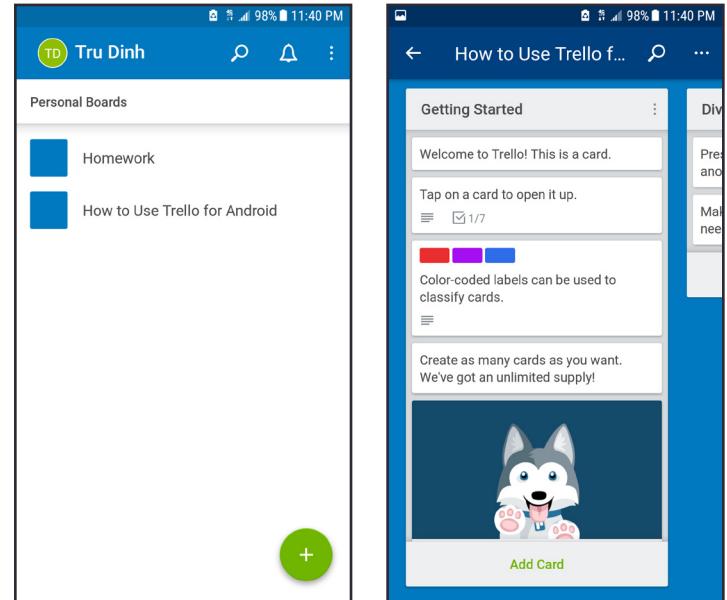
## TRELLO

### FEATURES

- Boards
- Cards style notes
- Share
- Attaching images, links and files
- Account sync between multiple accounts
- Search
- Add due date
- Add other members to your board
- Set labels on card

### DESIGN

- A clean, work feel design
- Card style design layout
- Primary blue color (can be changed for personalization)
- Hamburger slide menu



# COMPETITIVE ANALYSIS

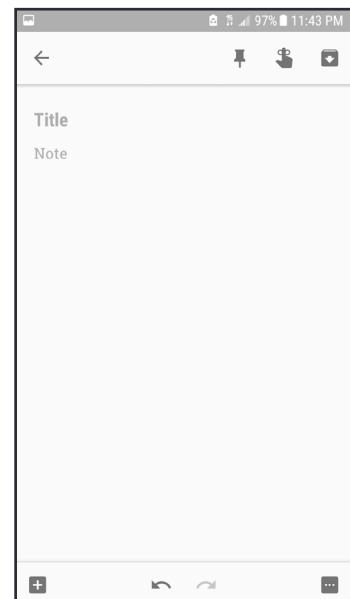
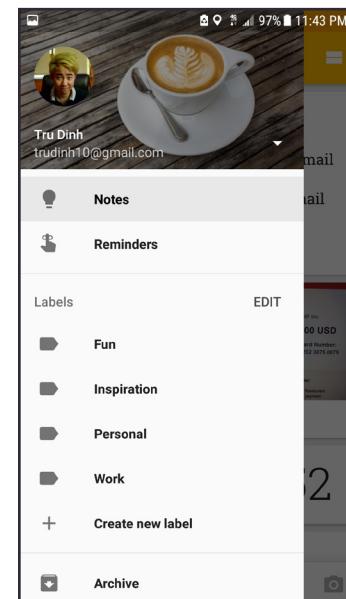
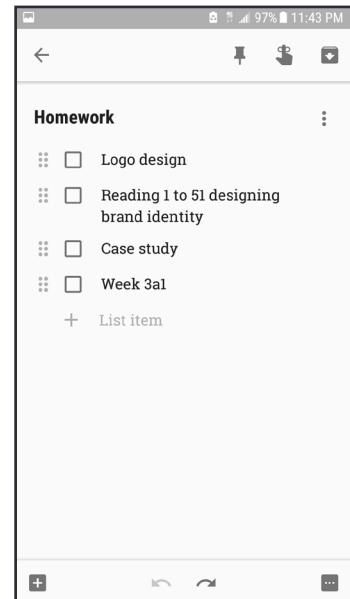
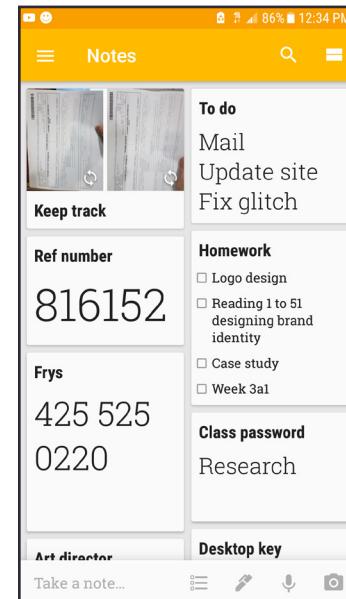
## GOOGLE KEEP

### FEATURES

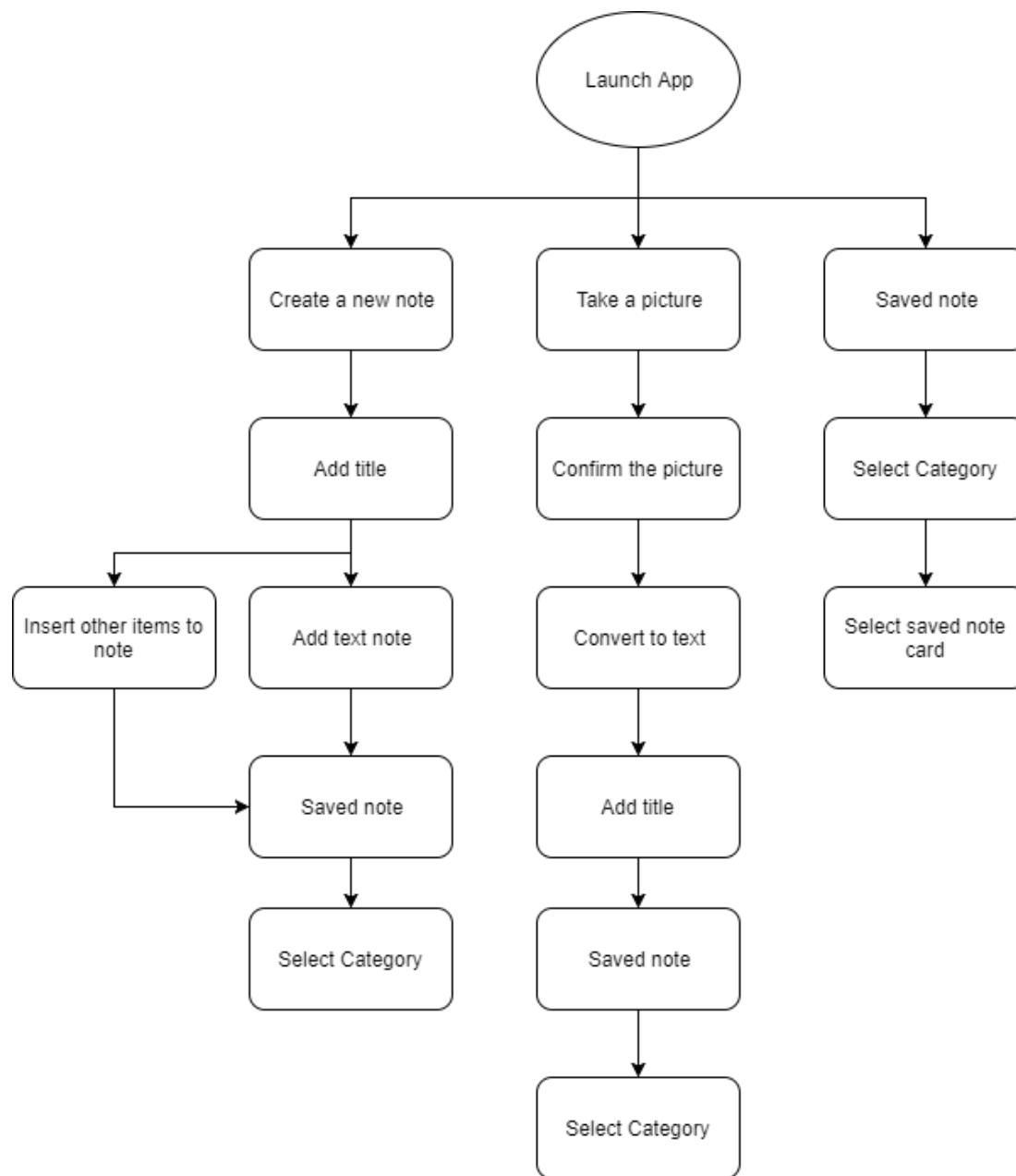
- Cards style notes
- Pin card
- Attaching images, links, audios and files
- Account sync between multiple accounts
- Set reminder
- Search
- Set labels on card
- archive notes

### DESIGN

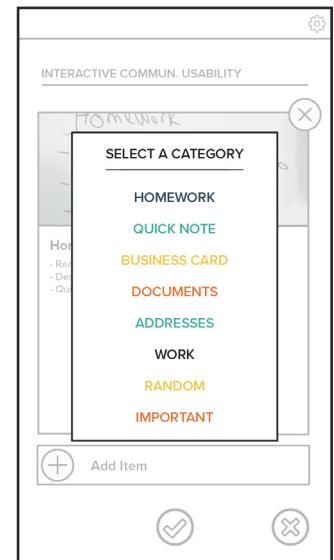
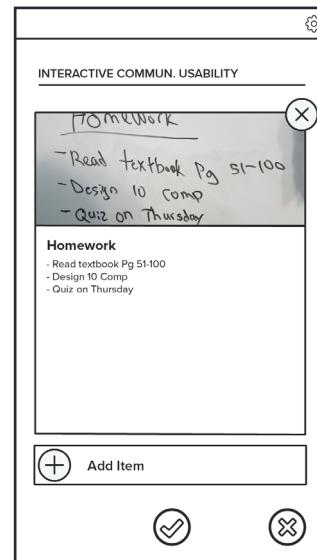
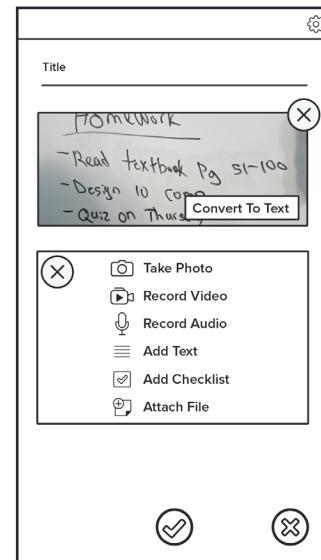
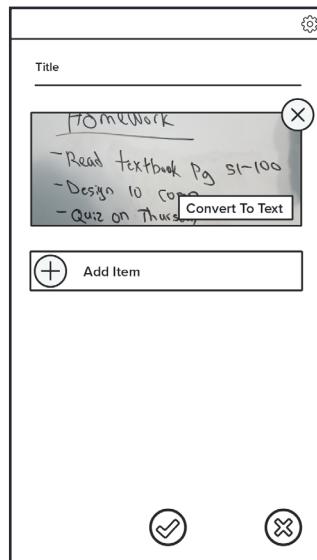
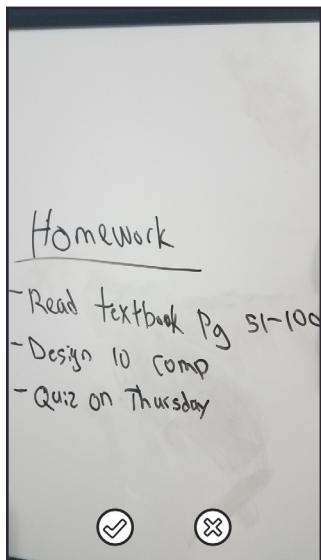
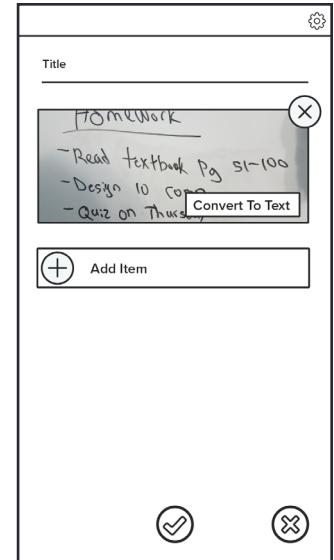
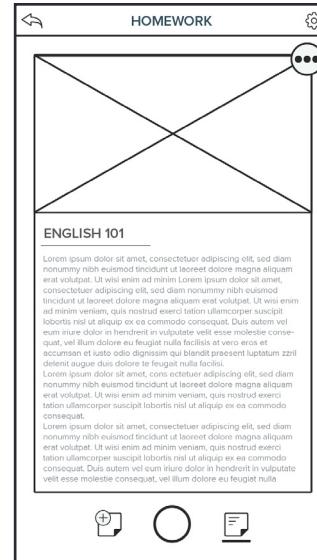
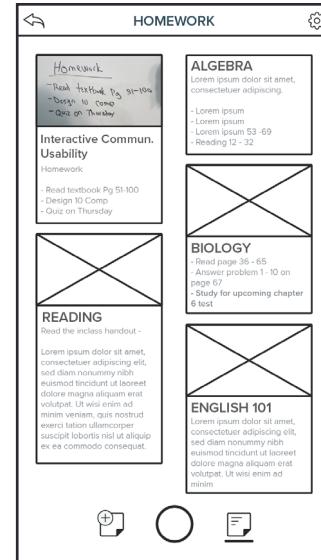
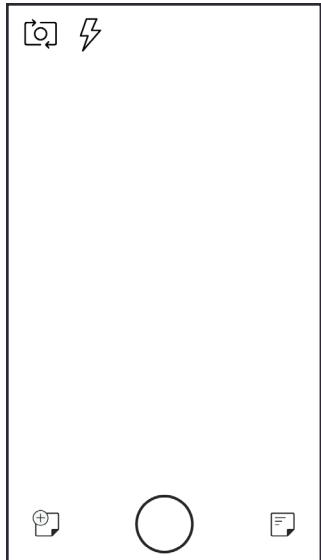
- A clean and simple design
- Card style design layout
- Primary yellow color
- Hamburger slide menu



# FLOWCHART



# WIREFRAME



# LO-FI PROTOTYPE



# TEST REPORT

## TASK

*Take a picture of the homework assignment, scan the image to text base note, and save the note after done.*

### Steps:

- Take picture
- Confirm picture
- Add a title
- Scan the image
- Save the note
- Select Homework Category

**Target completion time:** Less than 25sec

**Target error:** less than 1

## TEST 1

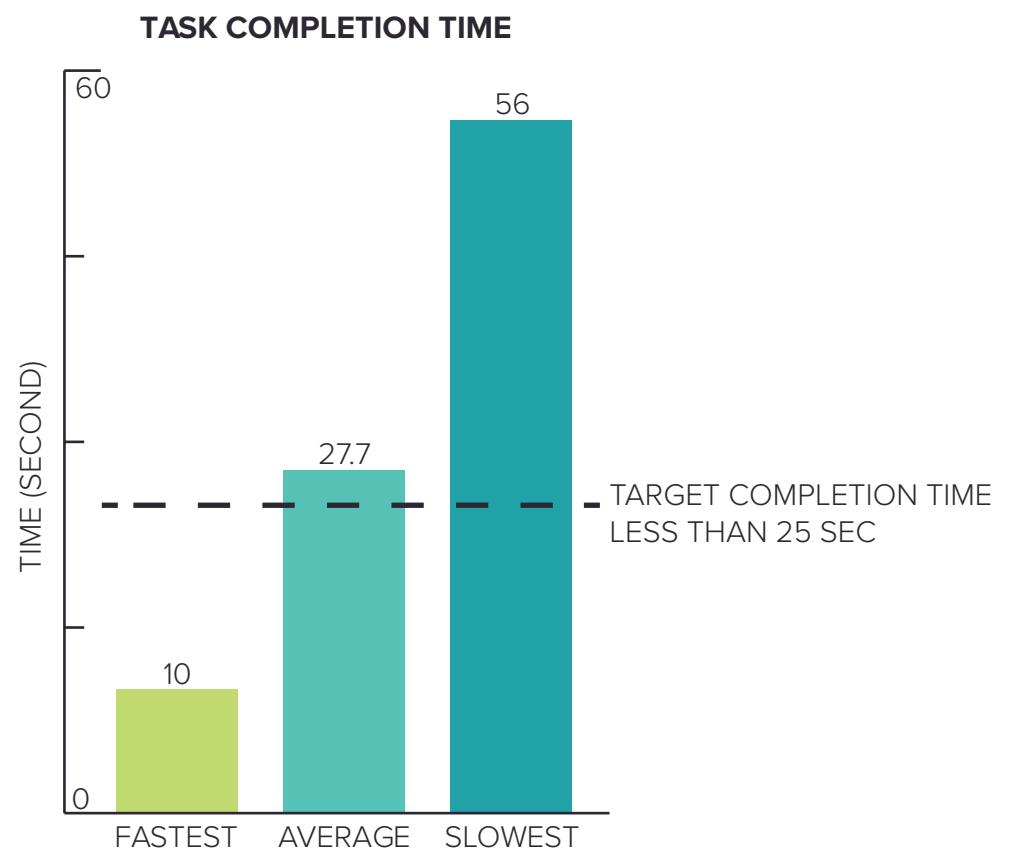
Time: 18s | Delay: 0 | Error: 1

### Observation

- User ran through the task very quickly
- User got confused on the scan features
- After explaining the concept of the scan features, user came to a clearer understanding

### Comments

- Body text needed to be larger
- Back button icon is too small
- Look good, clean and simple



**TEST 2**

SAVED | 135

Time: 22s | Delay: 1 | Error: 0

**Observation**

- User take a quick paused after taking and confirming the picture
- User ran through the given task very quickly

**Comments**

- Simple and easy to understand
- Add some color to the design

**AVERAGE NUMBER OF ERRORS****TEST 3****AVERAGE NUMBER OF DELAYS**

Time: 36s | Delay: 1 | Error: 2

**Observation**

- User skipped the scanning picture to text step
- User skipped the adding a title step
- User got confuse on with the modal “selecting a category”
- User took some time to finish the task
- User was confused about the app
- After explaining more about the app and its function user came to a clearer understanding

**Comments**

- Design look very clean and good
- Add some color
- No history with any note apps so was confused about the app

**TEST 4**

Time: 21s | Delay: 0 | Error: 0

**Observation**

- User ran through the task with 0 mistake
- User was on spot, quick, and knew what he was doing

**Comments**

- It's a nice concept and the implementation was quick and simple
- The design is a bit lacking
- The body text size needed to be a larger for readability

**TEST 5**

Time: 28s | Delay: 1 | Error: 2

**Observation**

- User skipped the adding a title step
- User tapped the wrong category at the "select a category" modal
- User was confused at what the note was about but quickly figured it out when he read "Homework" from the image
- Completed the task with 2 minor error in a well-timed manner

**Comments**

- Change "add item" to "add notes"
- Adding color would help the interface be more easily to understand
- Overall well designed and it's a good app idea

**TEST 6**

Time: 47s | Delay: 1 | Error: 1

**Observation**

- User take a quick paused after hitting the "scan" button
- User accidentally hit the "x" button to closed out the "adding note screen"
- User wanted to restart the task from the beginning
- User ran through the given task very quickly after restarting

**Comments**

- Add a confirmation pop up message after hitting the "x" button
- Design is simple and clean, look like snapchat

## TEST 7

SAVED | 137

Time: 20s | Delay: 0 | Error: 0

### Observation

- User ran through the task very quickly
- User Completed the task with 0 error

### Comments

- Like the idea of the app launching directly to the camera
- Look good, clean and simple
- Get the job done and easy to use

## TEST 8

Time: 10s | Delay: 0 | Error: 2

### Observation

- User skipped the scanning picture to text step
- User skipped the adding a title step
- User completed the task extremely fast
- User was confused about why the task was so simple
- After explaining more about the app, its function, and the steps that they had skipped over, user came to a clearer understanding

### Comments

- Recommended to add some color
- The text in some screen is too small, hard to read
- Does not like the 3 dots menu icon
- Like the logo

## TEST 9

Time: 19s | Delay: 0 | Error: 0

### Observation

- User ran through the task with 0 mistake
- User completed the task exactly how it was intended
- User enjoyed the app concept

**Comments**

- It's a nice apps idea
- "Would be something I would download and use"
- Don't like the design looks and feel
- Like the logo at the beginning

**TEST 10**

Time: 56s | Delay: 4 | Error: 0

**Observation**

- User did not start the task like intended
- User tapped on the "create new note icon"
- User took an extra step
- User took many pauses from screen to screen (new note screen, add item menu, scan button, select category)
- User took some time to finish the task
- User was confused about the app
- After explaining more about the app and its function user came to a clearer understanding

**Comments**

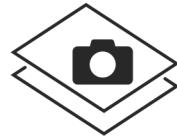
- Never used a note taking apps before and so was confused about the idea
- Like the idea
- No other comments

**IMPORTANT NOTE**

- Lots of user skipped the "add title" and "scan picture" steps
- Add a confirmation screen when tapping the "x" button
- Adjust text size
- Change some design elements
- Adjust navigation button size
- Change some languages for a clearer understanding of function
- Add small pop up reminder to add title

# LOGO DRAFT

SAVED | 139



SAVED

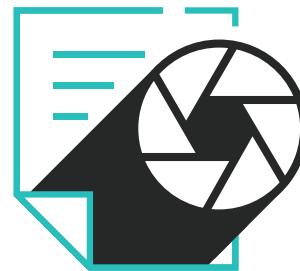


— SAVED —  
[ ] [ ] [ ]

SAVED

# LOGO FINAL

SAVED | 140

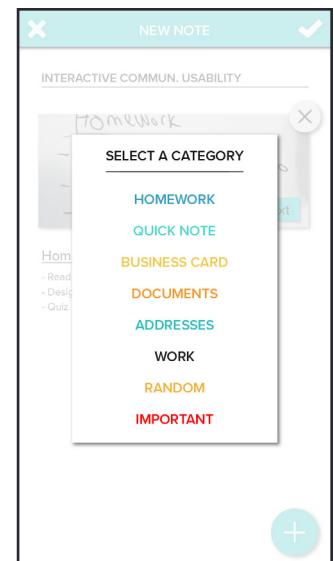
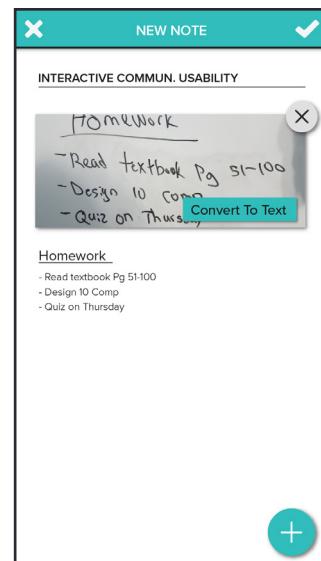
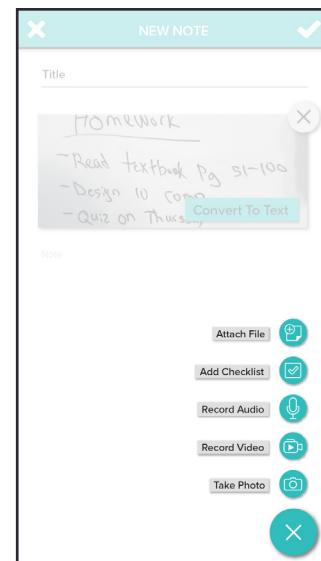
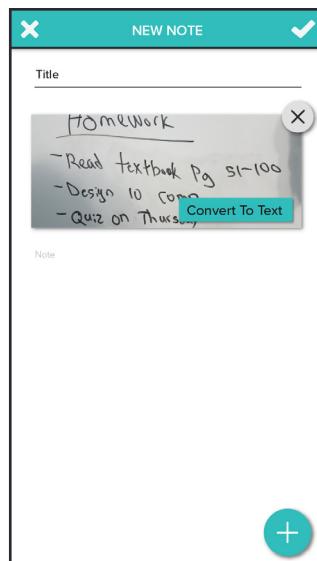
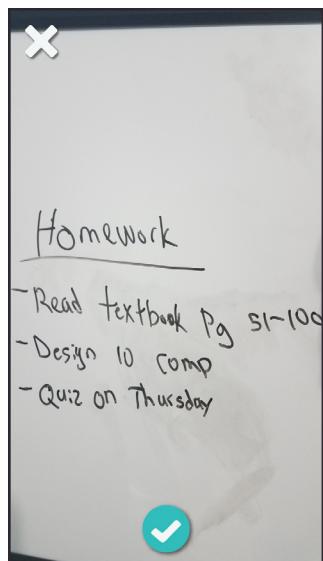
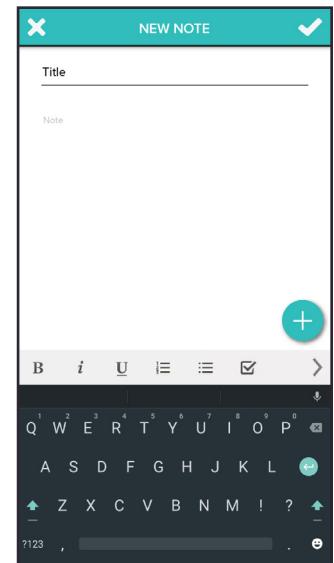
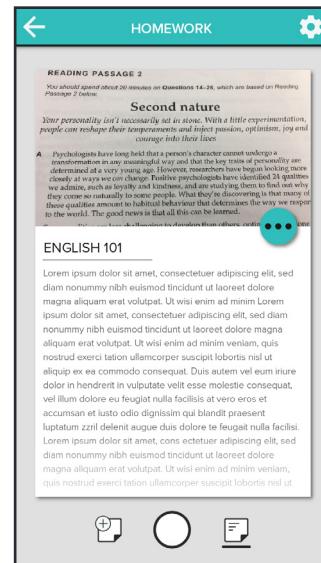
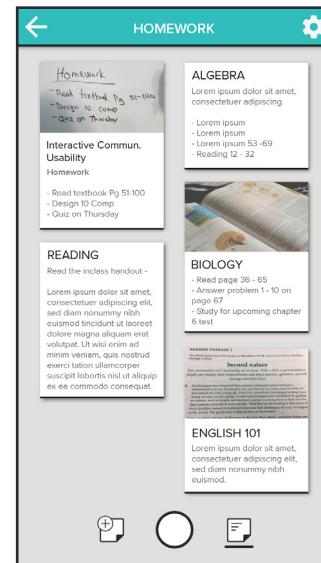
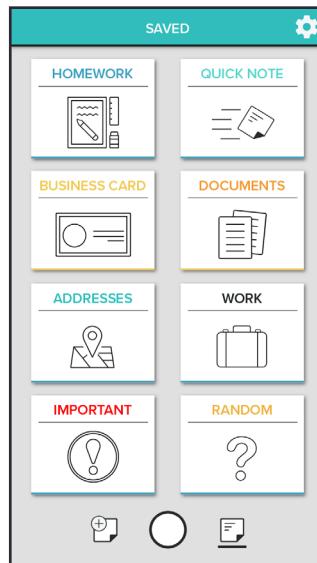


**SAVED**

# HI-FI PROTOTYPE

PROTOTYPE: [goo.gl/mToSG8](http://goo.gl/mToSG8)

FULL PROJECT DETAILS: [TheTruDesign.com/saved/mobile-app-saved.html](http://TheTruDesign.com/saved/mobile-app-saved.html)



TRUDINH

# CASE STUDY

CENTRAL ASIA INSTITUTE  
NEWSLETTER PROPOSAL

# CREATIVE BRIEF

## UNLOCKING POTENTIAL

### CLIENT

#### Central Asia Institute

Central Asia Institute is an international non-profit organization, co-founded by Greg Mortenson and Jean Hoerni in 1996. The organization is based in Bozeman, Montana and works to promote and support community-based education throughout Central Asia, primarily in Pakistan and Afghanistan, by building schools, supporting teacher-training programs, and funding school scholarships.

### TARGET AUDIENCE

My targeted audience for this Newsletter is going to be the retired CEO. Their wealth, time availability, life experience, and connection, makes them the perfect audience to target for the Central Asia Institute newsletter, Unlocking Potential. The newsletter will use colors and images as the main element to attract the audience attention and get them involve in our cause.

### SOLUTION

The two dominate colors I decided to utilize is blue and orange. The plan is to use blue to represent the organization with a strong sense of trust, letting the retired CEO know that their money is going toward a good cause. Orange represents high energy, passionate, and fun, letting them know that the people at the CAI are high spirited, energized, and passionate people who are here to help unlock the potential of the children in Central Asia. The images that I have selected are images of classes currently in session and the school being build. With the combination of colors and images and with the support of the selected fonts, this newsletter will surely succeed with the targeted audience.

### PERSPECTIVE OF THE CLIENT

Get new donor

Keep investor engaging in the cause

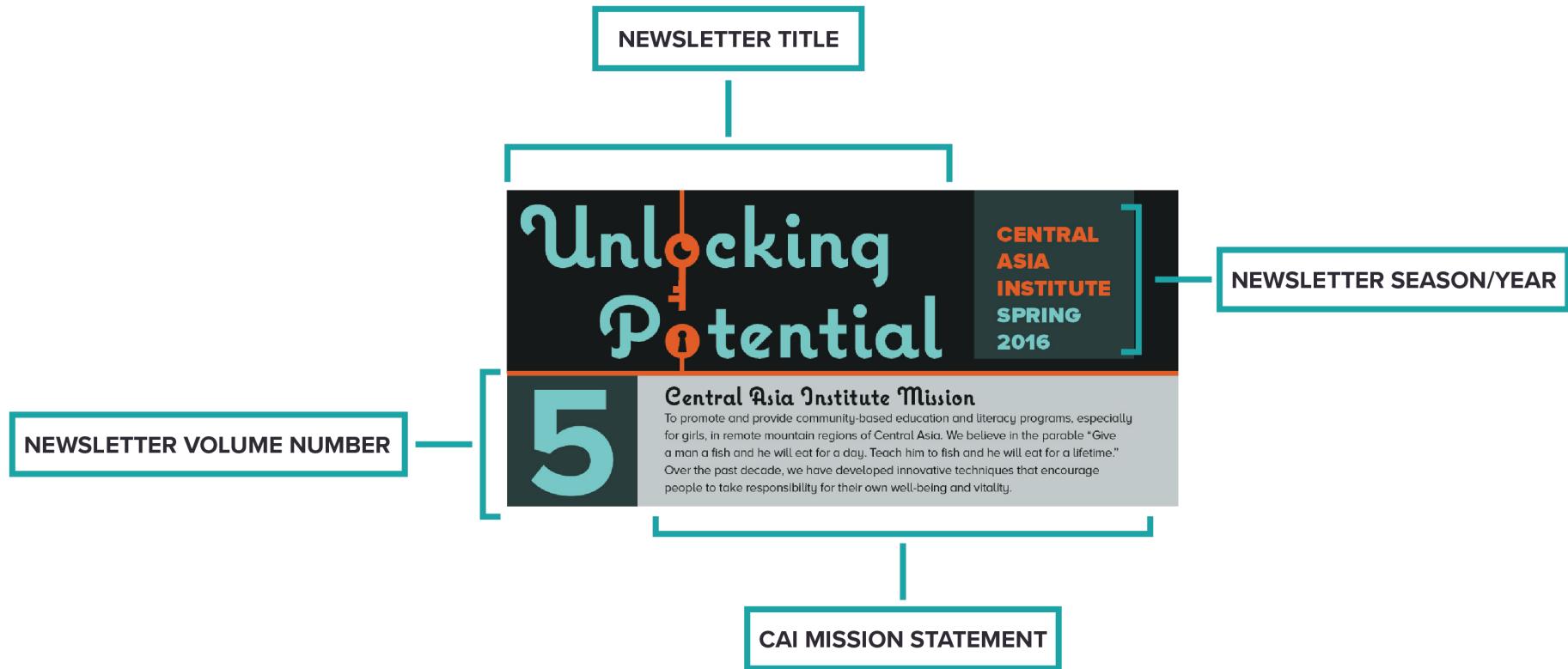
Keep investor informed

### COLLATERAL

Newsletter: 7.5 x 10 inches (spread: 15 x 10 inches)

# MASTHEAD

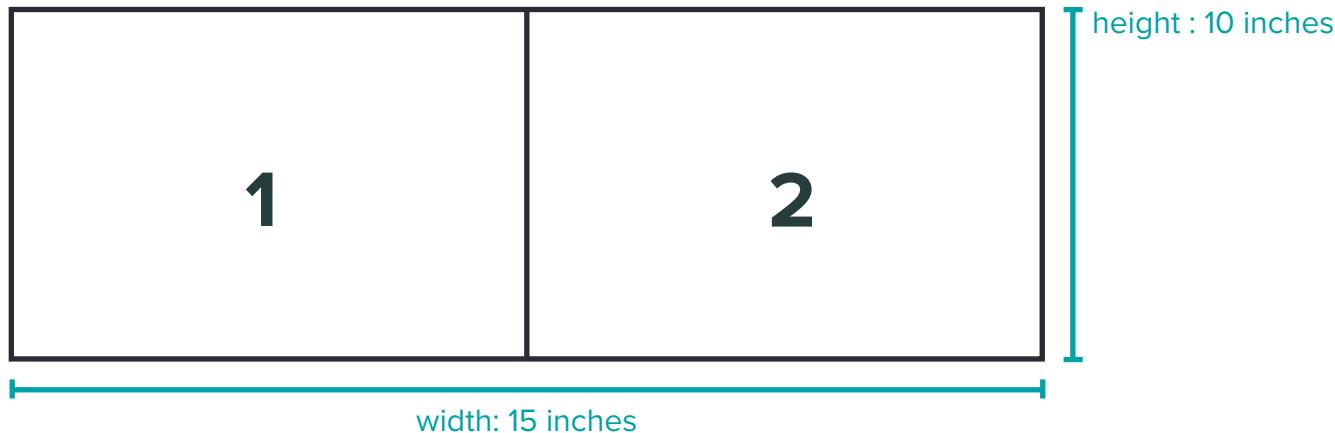
CENTRAL ASIA INSTITUTE | 144



# IMAGES

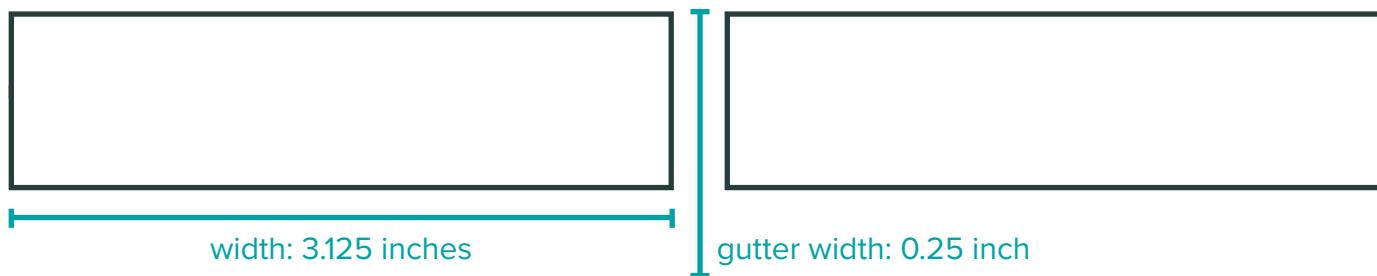


## DOCUMENT SIZE



## PAGE LAYOUT

2 Columns layout



# STYLING

CENTRAL ASIA INSTITUTE | 147

## FONT

### Couretta Regular

ԱՅԵՒԹԵՐՄԱԿՈՎՈՐՏԱՆԱՄԽԿԱ

աբեգիկլմնօպօրտսսախց

### Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## COLOR



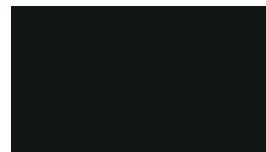
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CMYK (7,38,100,1)



RGB (118,198,197)

CMYK (23,2,4,0)



RGB (19,24,24)

CMYK (76,66,66,80)



RGB (39,61,59)

CMYK (80,56,64,52)

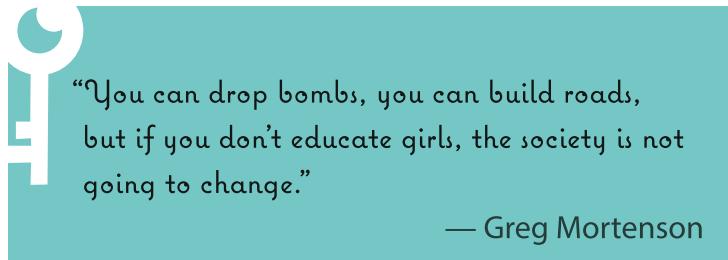


RGB (192,225,237)

CMYK (23,2,4,0)

# STYLING

## PULL QUOTE STYLE



## IMAGE STYLE



### BODY COPY

Coquette  
Regular 10pt  
Leading 14pt  
RGB (39,61,59)  
CMYK (80,56,64,52)

### CREDIT

Proxima Nova  
Bold 10pt  
Leading 14pt  
RGB (39,61,59)  
CMYK (80,56,64,52)

### GRAPHIC ELEMENT

Key Symbol  
RGB (255,255,255)  
CMYK (0,0,0,0)  
Width: 0.3789 inch  
Height: 0.8559 inch  
Background  
RGB (118,198,197)  
CMYK (23,2,4,0)

### BORDER

3.5pt Solid Border  
RGB (39,61,59)  
CMYK (80,56,64,52)



# STYLING

CENTRAL ASIA INSTITUTE | 149

## PARAGRAPH STYLE

**People**

**Community Partnerships**

Each Central Asia Institute project is locally initiated and involves community participation. A committee of elders guides each project. Before a project starts, the community matches project funds with equal amounts of local resources and labor. This commitment ensures the project's viability and long-term success.

I 0.0625 inch spacing above

HEADING	SUBHEADING	BODY COPY
Coquette	Proxima Nova	Proxima Nova
Regular 20pt	Extra Bold 12pt	Regular 10pt
RGB (224,92,37)	RGB (39,61,59)	Leading 14pt
CMYK (7,38,100,1)	CMYK (80,56,64,52)	RGB (39,61,59) CMYK (80,56,64,52)

# STYLING

CENTRAL ASIA INSTITUTE | 150

## LIST STYLE

### *Education in Pakistan*

- 58 schools fully or partially supported
- 520+ teachers fully or partially supported

SUBHEADING	LIST ITEM	GRAPHIC ELEMENT
Proxima Nova	Proxima Nova	Bullet Point
Bold Italic 10pt	Regular 9pt	Height : 0.072 Inch
RGB (39,61,59)	Leading 14pt	Width : 0.072 Inch
CMYK (80,56,64,52)	RGB (39,61,59)	RGB (118,198,197)
	CMYK (80,56,64,52)	CMYK (23,2,4,0)



# MOCK-UP

CENTRAL ASIA INSTITUTE | 151

*"The real enemy is ignorance, and ignorance breeds hatred."*  
— Greg Mortenson

**Central Asia Institute Mission**

To promote and provide community-based education and literacy programs, especially for girls, in remote mountain regions of Central Asia. We believe in the possibility "Give a man a fish and he will eat for a day. Teach him to fish and he will eat for a lifetime." Over the past decades, we have developed innovative techniques that encourage people to take responsibility for their own well-being and stability.

**Place**  
Remote, Underserved Mountain Communities

**People**  
Community Partnerships

Each Central Asia Institute project is locally initiated and involves community participation. A committee of elders guides each project. Before a project starts, the committee convenes a local assembly to determine the use of local resources and labor. This commitment ensures the project's viability and long-term success. Local NGOs (nongovernmental organizations) and international partners are selected for their dedication, initiative, and accountability to facilitate our community partnerships. While the great majority of projects work with the local government, politics, and religious groups of this complex region, we meet this cross-cultural challenge without affiliation with any particular group.

The peoples and cultures of Central Asia are one of the most diverse in the world. From Turkmenistan to Kyrgyzstan, from the deserts of Kazakhstan to the steppes of Mongolia, the terrain varies from the highest mountains to the lowest deserts. Most of the world's mountain plateau, most of the world's plateaus, and most of the world's plateaus are in the Karakoram Range of Pakistan and the Hindu Kush mountain range of Afghanistan. Very few publications serve the remote areas where we work.

The peoples and cultures of Central Asia are one of the most diverse in the world. From Turkmenistan to Kyrgyzstan, from the deserts of Kazakhstan to the steppes of Mongolia, the terrain varies from the highest mountains to the lowest deserts. Most of the world's mountain plateau, most of the world's plateaus, and most of the world's plateaus are in the Karakoram Range of Pakistan and the Hindu Kush mountain range of Afghanistan. Very few publications serve the remote areas where we work.

Islamic faith, which occurs strong family unity and community spirit.

**Projects Overseas**

The Central Asia Institute supports community-based education programs in remote mountain regions of Central Asia. Each project involves local people in all phases of the project planning, implementation, and evaluation. A committee of elders and experts guides each project. By 2007, the cooperative effort produced the following results:

**Education in Pakistan**

- 58 schools fully or partially supported
- 524 teachers fully or partially supported
- School library projects
- 624 graduates of Porter Training Program
- Teacher training workshops
- 24,000 current students, including 14,500 girls supported

**Women's Education**

- 34 women's vocational centers
- Women's NGO assistance and training
- Infant and nutritional training
- Rural Women's Vocational Fund
- Maternal health care clinics
- Eat technology scholarships

**Public Health and Conservation**

- 24 rural water projects
- Water filtration systems
- 3,200+ cataract eye surgery patients
- Sanitation and latrine projects
- Rain health clinics

VOLUME 5 | PAGE 2

**Central Asia Institute Recent Talks**

**Seattle, Washington, 2007**

*"Who brings education to the training of the 500 Indian children who returned to their homes after the 9/11 attacks?"*  
— Greg Mortenson

A phenomenon from Seattle last December, Everywhere Greg Mortenson went, people seemed to be telling him stories about the event. It was the same at Bellwether Hall, Everett, Washington, on January 12, during his 50th birthday. Five hundred people gathered in a double-blown space, sitting on the floor or listening to the talk from the balcony. Hundreds of people were there.

What is this message that we're so ready to hear? It's the attitude to the ways of war.

These about the way we fight terrorism. We are at war with the bad guys in the south. What will do is the key word.

But there's one other way to prevent people from being on the losing side. Mortenson said in his talk, "The best answer is ignorance, because it's based on fear."

Mortenson's message comes from an African proverb: "If you educate a dog, you educate an individual, but if you educate a wolf, you educate a community."

When a boy goes to school, it's good for him, it will leave his village and town. But a girl going to school leaves into a woman, becomes healthier, children, and encompasses the community to be educated.

*"The school increases girls' self-esteem. The ultimate goal is to educate women, to give them the chance to learn, to teach, to lead."*  
— Greg Mortenson

*"I have my drop basket, you can build roads, you can plant a garden, you can help, you can do whatever you want to do."*  
— Greg Mortenson

By contrast, the schooling of Afghanistan is "the most exciting need you've never heard," said Mortenson. When the Taliban was in power, only 800,000 kids were educated. Today more than 5 million children are in school. Mortenson said, "That's where we should be putting our money."

The people who stand in the way of progress are the ones who are in control of governments. We could make this world better by doubling our efforts to build schools. We even know where to find the money. Some \$6 billion less on war.

VOLUME 5 | PAGE 3

©2009 Central Asia Institute

"The real enemy is ignorance,  
and ignorance breeds hatred."  
— Greg Mortenson



# Unlocking Potential

CENTRAL  
ASIA  
INSTITUTE  
SPRING  
2016

# 5

## Central Asia Institute Mission

To promote and provide community-based education and literacy programs, especially for girls, in remote mountain regions of Central Asia. We believe in the parable "Give a man a fish and he will eat for a day. Teach him to fish and he will eat for a lifetime." Over the past decade, we have developed innovative techniques that encourage people to take responsibility for their own well-being and vitality.

### Place

**Remote, Underserved Mountain Communities**



Central Asia Institute community projects are in remote mountain villages of northern Pakistan, Afghanistan, Kyrgyzstan, and the steppes of Mongolia. The terrain varies from the highest consolidation of high peaks in the world to miles of high desert plateau. Most of our community-based projects are in the Karakoram Range of Pakistan and the Pamir and Hindu Kush mountains of Afghanistan. Very few organizations serve the remote areas where we work.

The peoples and cultures of Central Asia are as varied and diverse as the landscape, blending to create a tapestry of customs, languages, and cultures that have flourished for thousands of years. The commonality of these proud peoples is their

Islamic faith, which accents strong family unity and community spirit.

### People

**Community Partnerships**

Each Central Asia Institute project is locally initiated and involves community participation. A committee of elders guides each project. Before a project starts, the community matches project funds with equal amounts of local resources and labor. This commitment ensures the project's viability and long-term success. Local NGOs (nongovernmental organizations) and village communities are selected for their dedication, initiative, and accountability to facilitate our community partnerships. We take great care to cooperate with the various governmental, political, and religious groups of this complex region. We meet this cross-cultural challenge without affiliation with any particular group.





## Projects Overseas

The Central Asia Institute supports community-based education programs in remote mountain regions of Central Asia. Each project involves local people in all phases of the project: planning, implementation, and evaluation. A committee of elders and experts guides each project. By 2007, this cooperative effort had produced the following resources:

### *Education in Pakistan*

- 58 schools fully or partially supported
- 520+ teachers fully or partially supported
- School library projects
- 824 graduates of Porter Training Program®
- Teacher training workshops
- 24,000 current students, including 14,300 girls supported

### *Women's Education*

- 14 women's vocational centers
- Women's NGO assistance and training
- Infant oral rehydration training
- Rural Women's Vocational Fund
- Maternal health care scholarships
- Eye technician scholarships



"The schools encourage girls to enroll. The ultimate goal: produce educated girls, who when they become mothers, will teach tolerance to their sons."

— Greg Mortenson

### *Public Health and Conservation*

- 24+ potable water projects
- Water filtration systems
- 3,000+ cataract eye surgery patients
- Sanitation and latrine projects
- Rural health care camps

## Central Asia Institute Recent Talks

Seattle, Washington, 2007

A phenomenon hit Seattle last week. Everywhere Greg Mortenson went, people lined up to listen to his simple message about how to change the world.

A week ago at Town Hall, the lines started forming two hours before the event. It was the same at Beacon Hill, Green Lake, and Bainbridge Island. Every seat was filled, while more people squeezed into every available space, sitting on the floor or listening to the talk from the hallway. Hundreds of people were turned away.

What is this message that we're so ready to hear? It's the antidote to the ways of war.

Think about the way we fight terrorism. We are at war, and we fear what the bad guys will do. Fear is the key word.

But there's an alternative. "If you promote peace, that's based on hope," Mortenson said in his talk. "The real enemy is ignorance, because it's based on hatred."

Mortenson's premise comes from an African proverb: "If you educate a boy, you educate an

individual, but if you educate a girl, you educate a community."

When a boy goes to school, it's assumed he will leave his village and work. But a girl stays. She grows into a woman, bears healthier children, and encourages them to be educated.

Consider the word "jihad." We know about that word in one context — a violent quest. But the word has other meanings reflecting other pursuits. Before beginning a jihad, you ask permission from your mother, Mortenson said. If she is educated, she's less likely to give approval for a violent mission. Those

who dismiss education say that many of the 9/11 hijackers were educated — and that's true, Mortenson said. "But none of their mothers were educated."



There is an urgent need to do more and to build more schools. There are 145 million children without education, and the numbers are going up because of slavery, gender discrimination, religious intolerance, and corrupt governments. It costs only \$1 per month per child to change that, roughly \$6-\$8 billion per year.

Congress is being asked for another \$190 billion to fund the wars in Iraq and Afghanistan. Which plan is more cost-effective?



"You can drop bombs, you can build roads, but if you don't educate girls, the society is not going to change."

— Greg Mortenson



By contrast, the schooling of Afghanistan is "the most exciting news" you've never read, said Mortenson. When the Taliban was in power, only 800,000 kids were in school. Today more than 5 million children go to school — and 1.8 million are girls. That's where we should be putting our money.

The people who stood in line to hear Mortenson already know this. We are a nation of generous people. We could make this world better by doubling our efforts to build schools. We even know where to find the money: Spend a few billion less on war.

TRUDINH

# PROJECT

HISTORY OF THE BAUHAUS SCHOOL  
SMALL EDUCATIONAL BOOKLET

# CREATIVE BRIEF

## THE HISTORY OF THE BAUHAUS SCHOOL OF ART

### CLIENT

#### The Art Story Foundation

The Art Story is an educational 501(c)(3) non-profit organization founded in 2009 to demystify Modern Art and further art appreciation.

The Art Story's vision is a world where the ideas and aspirations behind the wondrous art works are accessible to everyone to explore and be inspired by. The dedicated staff help millions of people each year understand and enjoy every style of art from Impressionism to Conceptual and Digital art.

### THE PROBLEM

The Bauhaus is one of the most influential modernist art schools of the 20th century. Its goal is to reunite creativity and manufacturing. Today, young people aren't aware of the movement and the goals is to inform young people on the history of the Bauhaus and to get them engaging on the subject.

### TARGET AUDIENCE

College students

Grad school students

Instructors

### PERSPECTIVE OF THE CLIENT

Get the reader engaging in on the subject

Content as educational resources

Gain new interest from the reader

### SOLUTION PROPOSAL

Develop and design a unique, intriguing, and educational booklet on the history of the Bauhaus art school. Use typography and color palettes that strongly represent the Bauhaus style to get the reader engaging on the subject.

### COLLATERAL

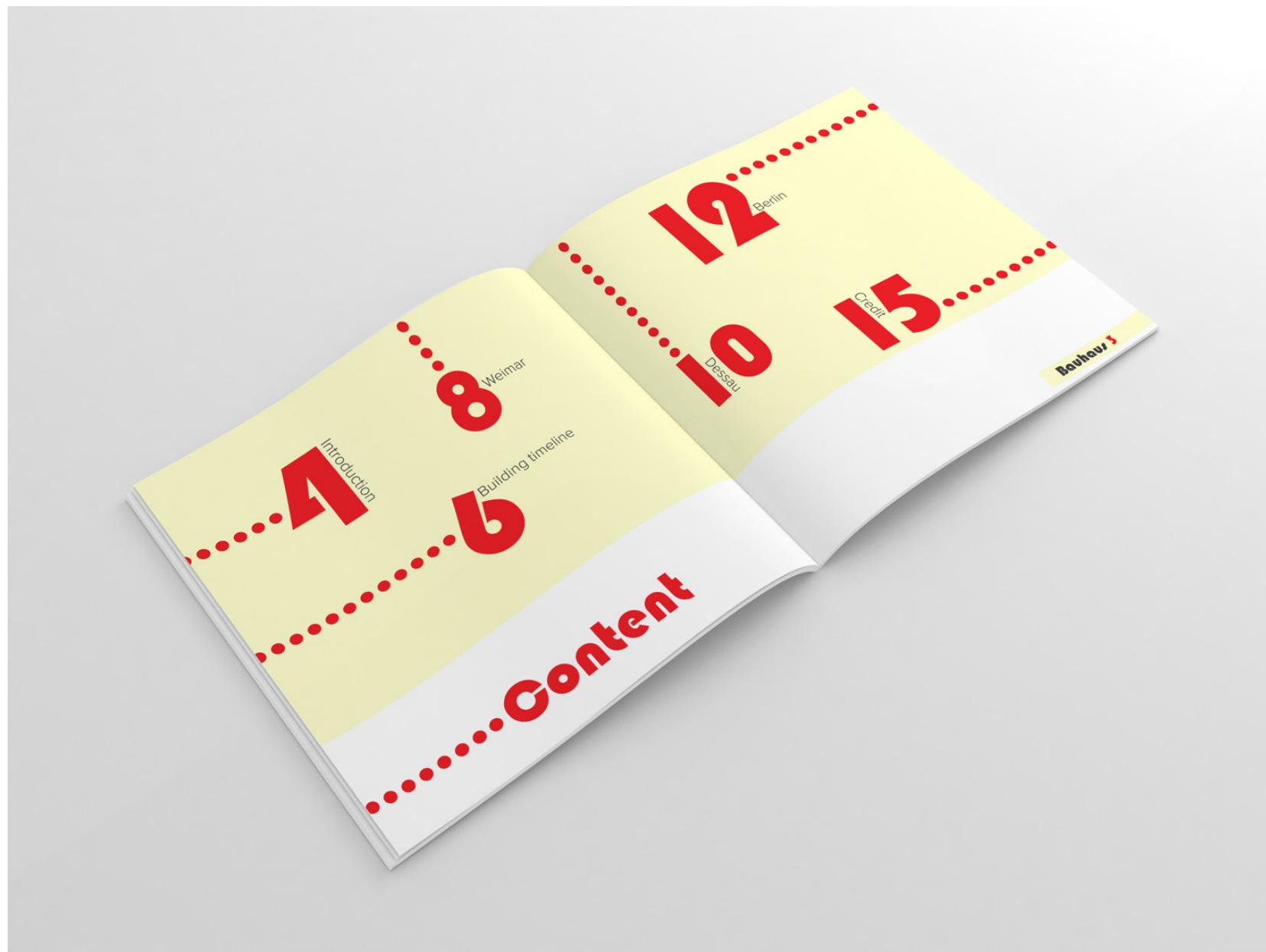
Booklet 6 x 6 inches (12 x 6 inches spread)

# MOCK-UP

BAUHAUS | 156







**DESSAU**

Bauhaus 1925 - 1932



Gropius's design for the Dessau facilities was a return to the futuristic style of 1914 that had more in common with the International Fagus Factory than the stripped-down Neo-classical of the Werkbund pavilion or the Völkerbund Sommerfeld House. During the Dessau years, there was a remarkable change in direction for the school. According to Eliane Hofman, Gropius had approached the Dutch architect Mart Stam to run the newly founded architecture program, and when Stam's friend and colleague in the ABC group, Hannes Meyer, became director when Gropius resigned in February 1928, and brought the Bauhaus its two most significant building commissions, both of which still exist: five apartment buildings in the city of Dessau, and the Bundes-

schule des Allgemeinen Deutschen Gewerbeschafferbundes ABCB (Trade Union School) in Dessau bei Berlin. Meyer favored measurements and calculations in his presentations to clients, along with the use of off-the-shelf architectural components to reduce costs. This approach proved attractive to potential clients. The school turned its first profit under his leadership in 1929. But Meyer also generated a great deal of conflict. As a radical functionalist, he had no patience with the aesthetic program, and forced the resignations of Herbert Bayer, Marcel Breuer, and other long-time instructors. Even though Meyer

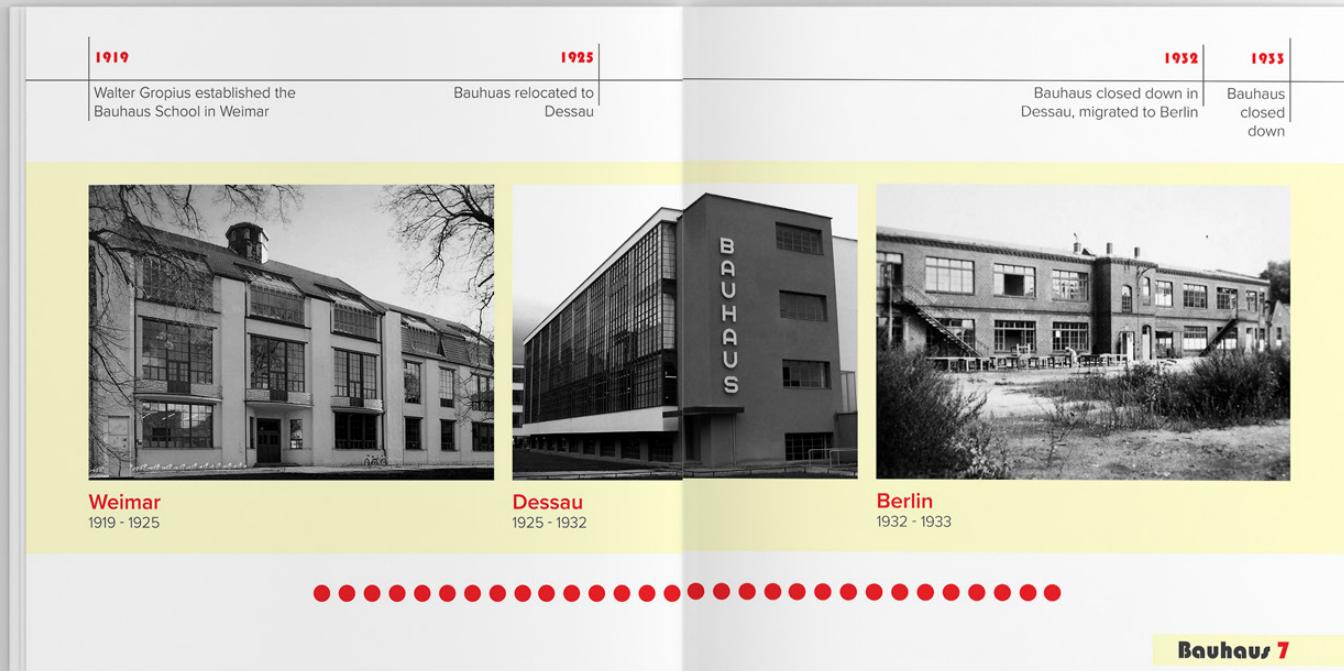
shifted the orientation of the school further to the left than it had been under Gropius, he didn't want the school to become a tool of left-wing party politics. He prevented the formation of a student communist cell, and in the increasingly dangerous political atmosphere, this became a threat to the existence of the Dessau school. Diesel may have fired him in the summer of 1930. The Dessau city council attempted to convince Gropius to return as head of the school, but Gropius instead suggested Ludwig Mies van der Rohe. Mies was appointed in 1930, and immediately interviewed those he deemed uncommitted. Mies wanted the school to focus on teaching skills so that the school could focus on teaching skills apart from the new faculty other than his close confidant Le Corbusier. By 1931, the National Socialist Party had more influence in Germany, and the German Workers' Party (Nazis) had gained control of the Dessau City Council. They moved to close the school.

**Bauhaus Model**



**Bauhaus II**





**FULL PROJECT DETAILS:** [TheTruDesign.com/bauhaus/bauhaus-booklet.html](http://TheTruDesign.com/bauhaus/bauhaus-booklet.html)

TRUDINH

# PROJECT

REFED INFOGRAPHIC  
WASTED FOOD & WHY IT MATTERS INFOGRAPHIC

# CREATIVE BRIEF

## WASTED FOOD AND WHY IT MATTERS INFOGRAPHIC

### CLIENT

#### ReFED

ReFED is a multi-stakeholder nonprofit, powered by an influential network of the nation's leading business, nonprofit foundation, and government leaders committed to reducing U.S. food waste.

### THE PROBLEM

Take information from ReFED website and turn it into an engaging and educational Infographic. Tell the story of food that is wasted, who is wasting food, why it matters, and what can be done.

### TARGET AUDIENCE

Middle age adult

Young environmentalist

### PERSPECTIVE OF THE CLIENT

Get the viewer engaging in on the issue

Spread awareness of the issue

Gain new interest from the viewers

### PLAN AND STRATEGIES

Develop intriguing and innovating icons, graph, and chart

Layout the content in a stylized and organized manner

Present the content in an appealing and aesthetic method

### SOLUTION

Develop and design a unique, intriguing, and educational Infographic on wasted food and how it can affect the viewer using the information presented on ReFED.com. The Infographic will be using appealing well designed graphs and charts as the main focal point; backed up by strong typography, clear and visual appealing icons, balance layout, and strong color palettes.

### COLLATERAL

Infographic 11 x 17 inches

# DATA COLLECTION

## TOTAL FOOD WASTE

**63 Million Tons**

FARM - 16%

MANUFACTURERS - 2%

CONSUMER-FACING BUSINESSES - 40%

HOME - 43%

**1 in 7 Americans is food insecure**

## FINANCIAL WASTE

**\$218 Billion total**

FARM - \$15 Billion

MANUFACTURERS - \$2 Billion

CONSUMER-FACING BUSINESSES - \$57 Billion

HOME - \$144 Billion

**A family of four loses \$1,500 each year on food it throws away.**

The financial cost of food waste is greatest for consumers since they pay retail prices for food, while consumer-facing businesses pay lower wholesale rates

## RESOURCE WASTE

FRESH WATER - 21%

FERTILIZER - 19%

CROPLAND - 18%

LANDFILL - 21%

**40% percent of the food produce in the U.S ends up in the trash**

## FOOD CONSUMED VS FOOD TOSSED AWAY

PRODUCE - 40% consumed | 52% tossed away

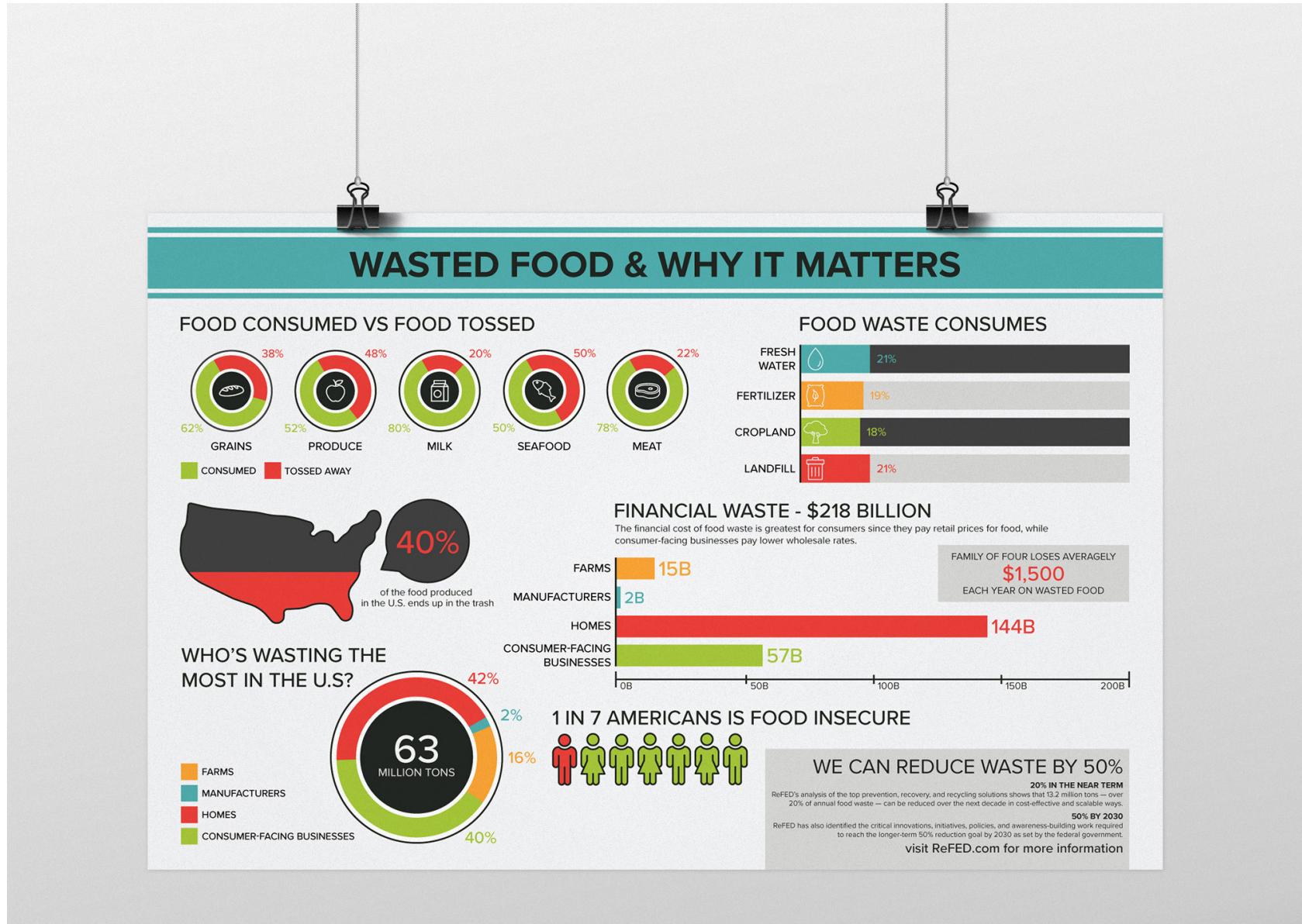
MEAT - 78% consumed | 22% tossed away

SEAFOOD - 50% consumed | 50% tossed away

MILK - 80% consumed | 20% tossed away

GRAINS - 62% consumed | 38% tossed away

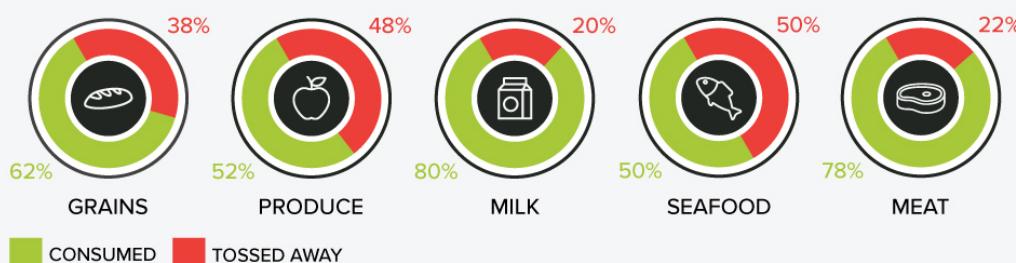
# MOCK - UP



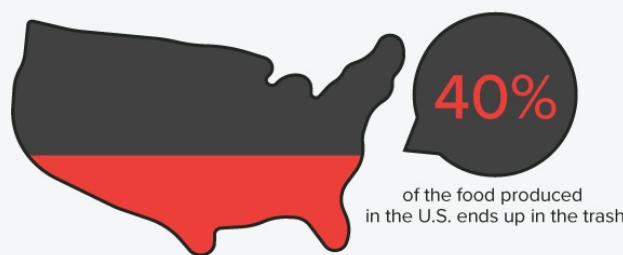
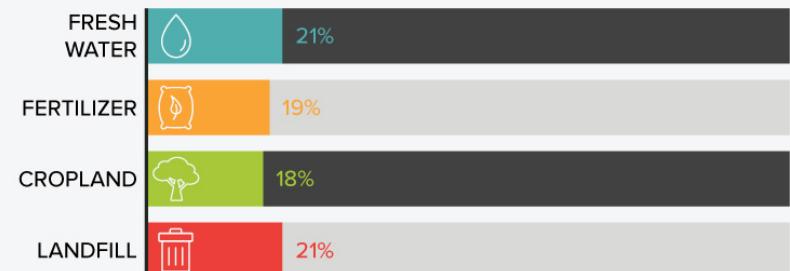
# FINAL

## WASTED FOOD & WHY IT MATTERS

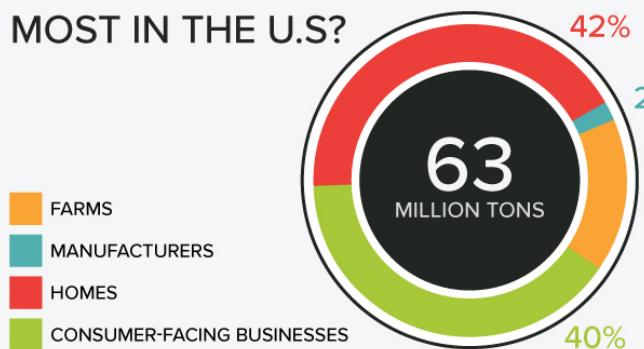
### FOOD CONSUMED VS FOOD TOSSED



### FOOD WASTE CONSUMES

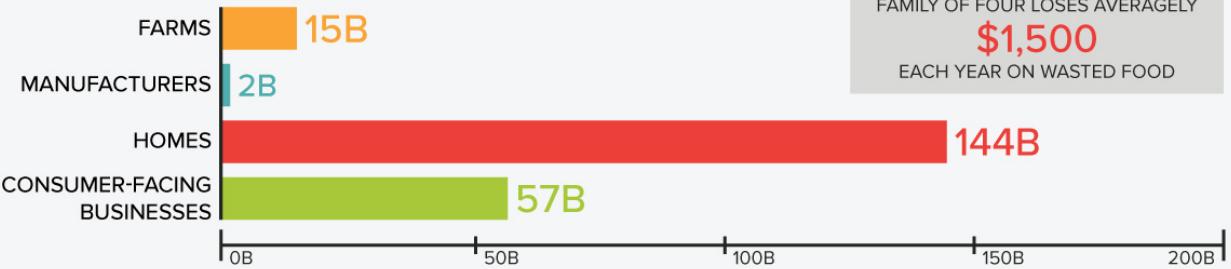


### WHO'S WASTING THE MOST IN THE U.S.?



### FINANCIAL WASTE - \$218 BILLION

The financial cost of food waste is greatest for consumers since they pay retail prices for food, while consumer-facing businesses pay lower wholesale rates.



### WE CAN REDUCE WASTE BY 50%

20% IN THE NEAR TERM  
ReFED's analysis of the top prevention, recovery, and recycling solutions shows that 13.2 million tons — over 20% of annual food waste — can be reduced over the next decade in cost-effective and scalable ways.

50% BY 2030  
ReFED has also identified the critical innovations, initiatives, policies, and awareness-building work required to reach the longer-term 50% reduction goal by 2030 as set by the federal government.

visit ReFED.com for more information