

Interactive Website: Walk Your Lost Alien



Zainab Islam
DES 427
Fall 2024

Design Brief: Walk Your Lost Alien

Project Goals

The goal of this project is to provide the user a relaxing experience embodying cute and nostalgic elements. Through the use of key interactions, the user will be able to guide their “alien” across the project screen.

Target User

All age ranges, fantasy, sci-fi lovers, gamers and non-gamers

Timeline

9.17.2024	Concept Development
9.23.2024	Persona Research, Asset Collection
9.24.2024	Concept Refinement & Selection
9.25.2024	Website & Interaction Flowchart
9.26.2024	Prototyping
10.01.2024	Milestone Check-In/Troubleshooting
10.07.2024	Final Outcome & Process Due



- COMMUNITY
- HEALTH
- WELLNESS
- AMBIVERT
- NUTRITION
- BALANCE

Alex Brown
22, Nutrition Major
SFSU

Bio

Alex is a dedicated full-time student who commutes an hour away for his classes. He spends most of his time thinking about how best to manage his time on-campus so he can relax at home. Along with his studies, he also holds a part-time job at the campus gym. When he has down time, Alex enjoys unwinding with at home with his cat or a relaxing engaging game.

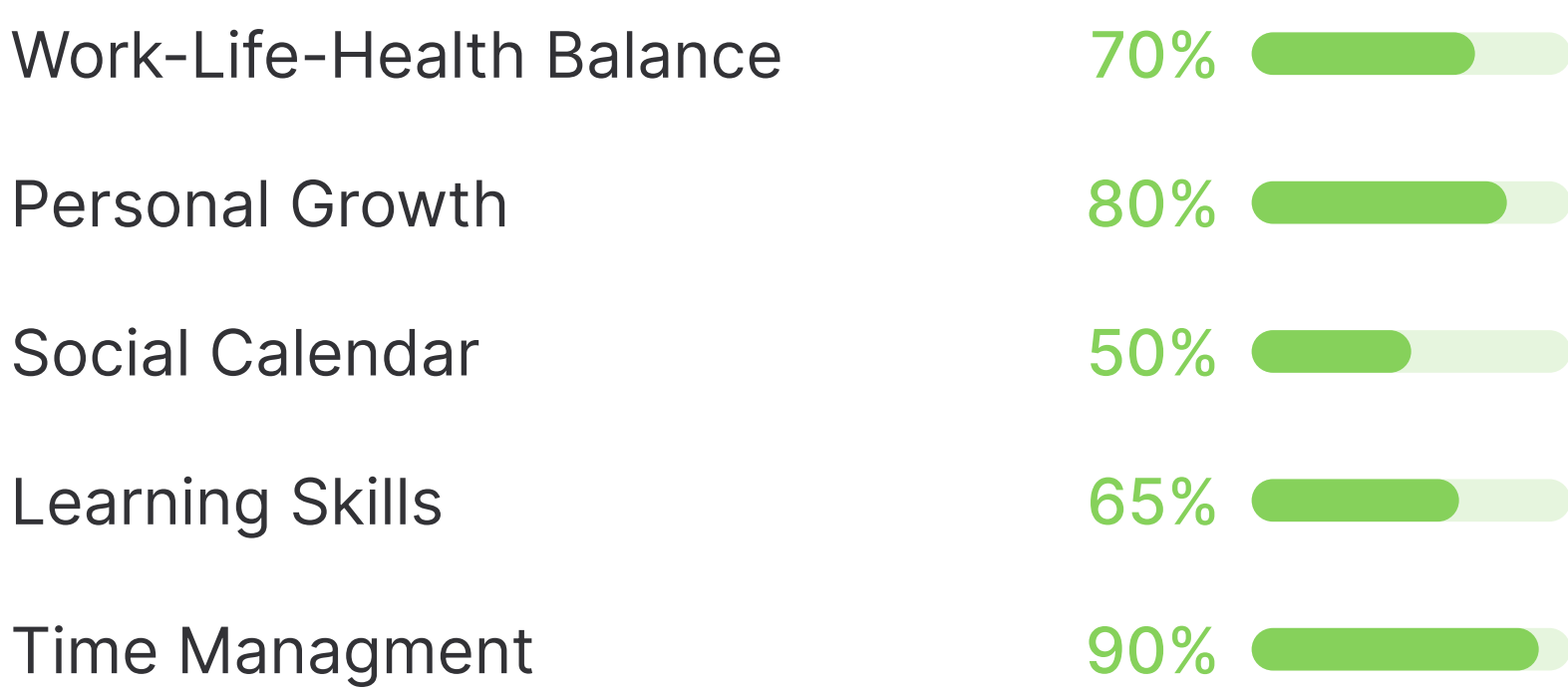
Goals & Interests

- Passion for fitness, health and nutrition
- Finding ways to maximize his time on-campus to meet his friends and get professor feedbacks
- Incorporating well-deserved quiet rest time into his demanding routine
- Nostalgic Cartoons and Games that remind him of childhood
- Identifying contribution opportunities that will attract and engage new contributors to his community.

Pain Points & Concerns

- Not having enough time to recharge at home after long work/school days
- Not having enough time to spend quality time with friends and cat.
- Being the point of contact for every related gym or nutrition topic because of his outgoing personality at work/school
- Products or services that take too long to learn or use because of complicated setups
- Dealing with mundane management such as writing emails, following up on people, or writing tasks.

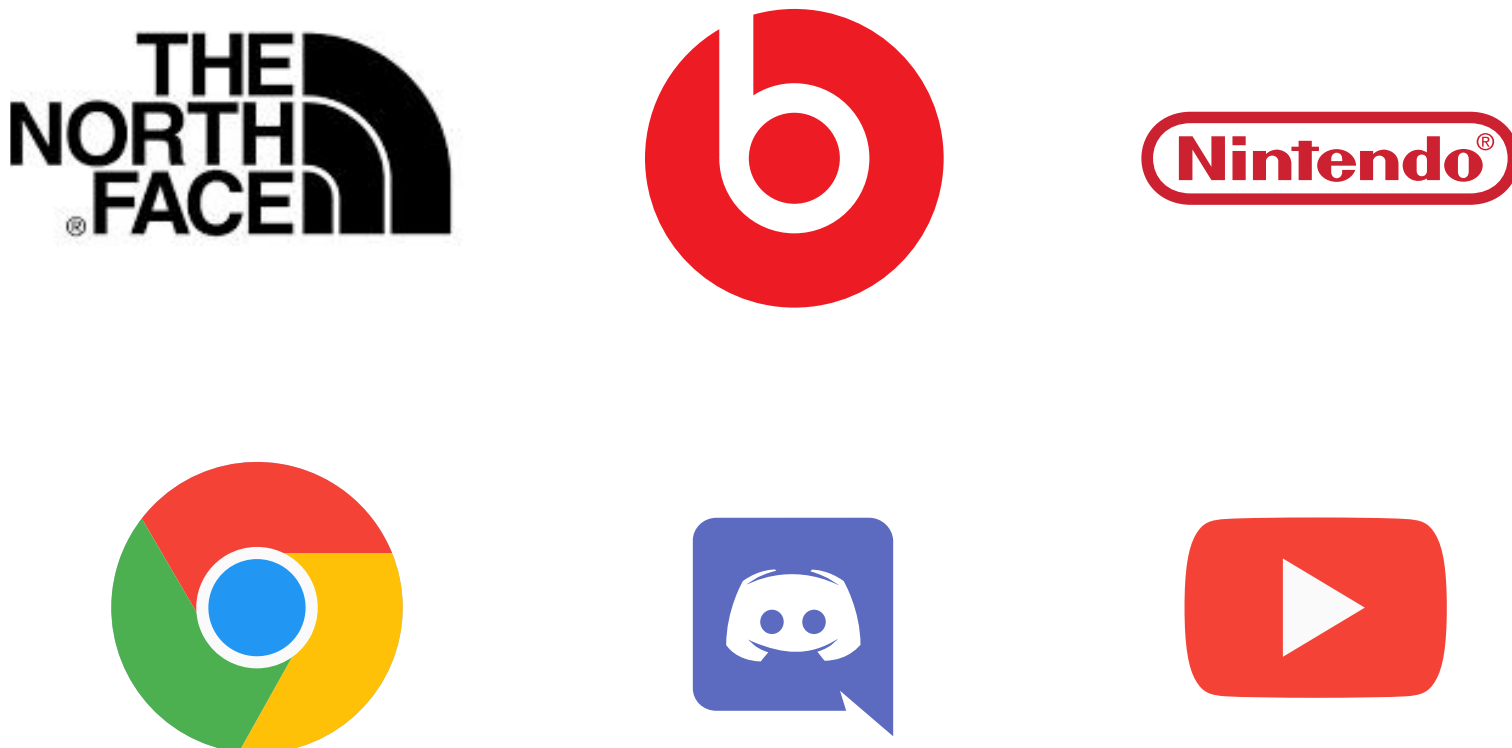
Motivations



Personality



Brands



Style Tile

Colors

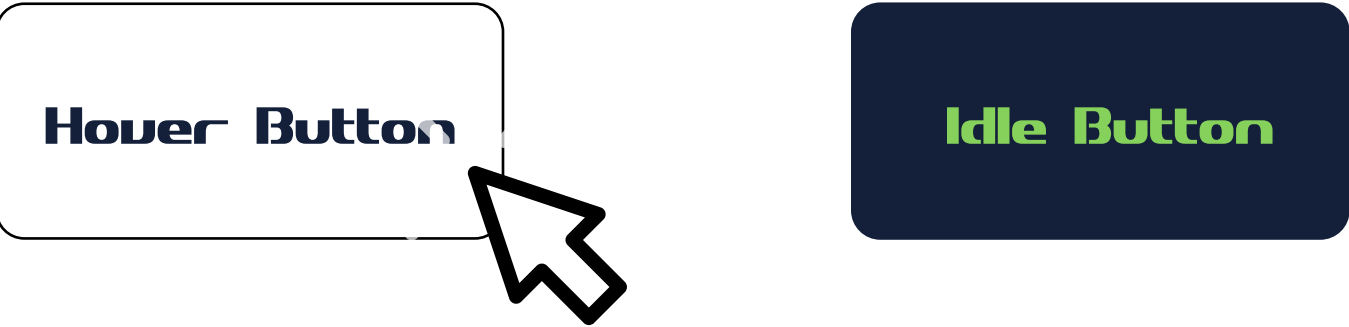
Sample Heading

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Textures



Buttons



Character Images



Flow Chart

