

# BRANDING DESIGN



## Addiction Drink

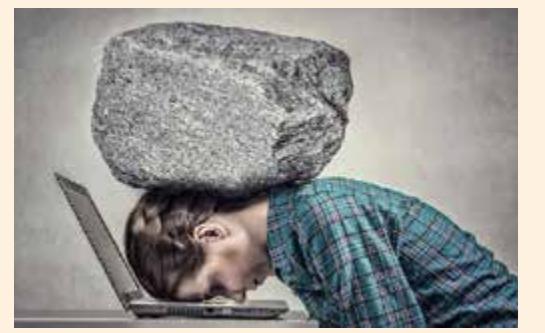
### TAZO TEA

This project is redesign the tea brand package. The brand I choose is called TAZO. Because of people's health is increasingly threatened by caffeine additions, Tazo tea brand create a type of herbal tea that there is non-caffeine inside of the tea. The herbal tea is only use the flower or herbals as the ingredients. It could be a caffeine substitute to reduce people's dependence on caffeine. The benefits of herbal tea has reducing infections, boosting iron in body, promoting flaeless skin, smoothing stomach issues and relieving stress.

# Inspiration

## Addiction

Since 2011, the public understanding and acceptance of addiction as a chronic brain disease and the possibility of remission and recovery have increased. At the same time, there is growing acknowledgment of the roles of prevention and harm reduction in the spectrum of addiction and recovery. People's addiction to coffee, tea, and alcohol mainly comes from their physiological needs and life pressure.



Caffeine



Coffee & Tea

Both Coffee and Tea as a drink are has caffeine. Caffeine is a kind of central nervous stimulant, which causes addiction. If excessive intake of caffeine, it will lead to muscle twitching. It will also cause irritability and anxiety.

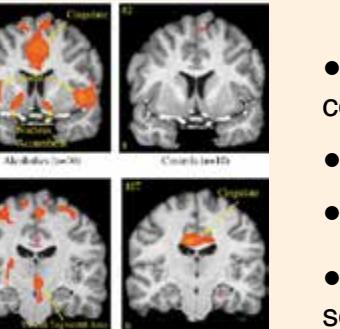
Alcohol



According to the report of WHO in 2004, 2 billion people worldwide drink alcohol, of which 140 million are estimated to be alcohol dependent. Alcohol is the most widely used addictive substance in the world, which permeates daily life, social economy and cultural activities.

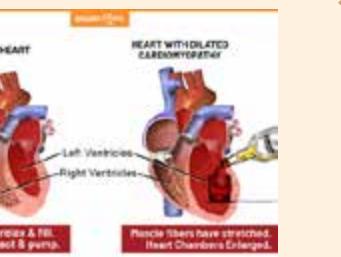
# Reference

## The Effect of Alcohol Addiction



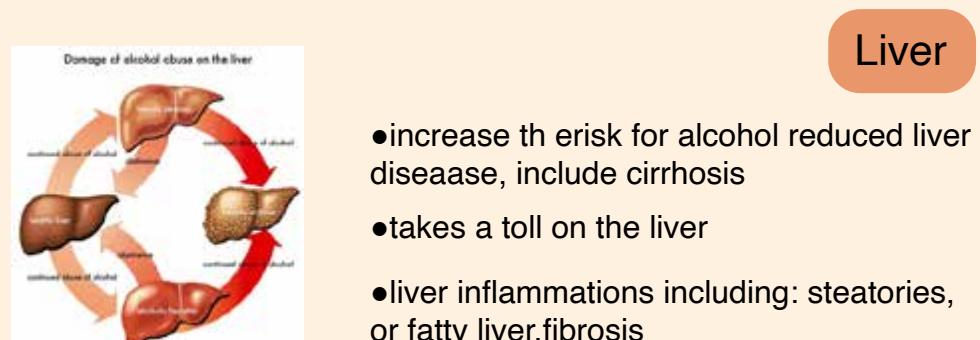
Brain

- Alcohol interferes with the brains communication pathways
- Can shrink the frontal lobes of your brain
- Can make you memory loss.
- Affect your ability to perform well in school or work



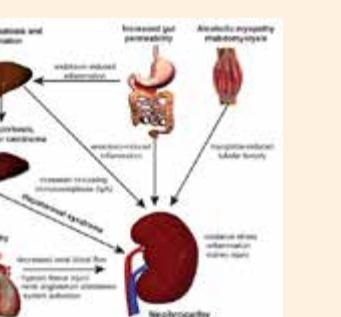
Heart

- Leading cause of cardiovascular
- Risk of heart attack
- High blood pressure
- Hypertension, heart failure, Arhythmia



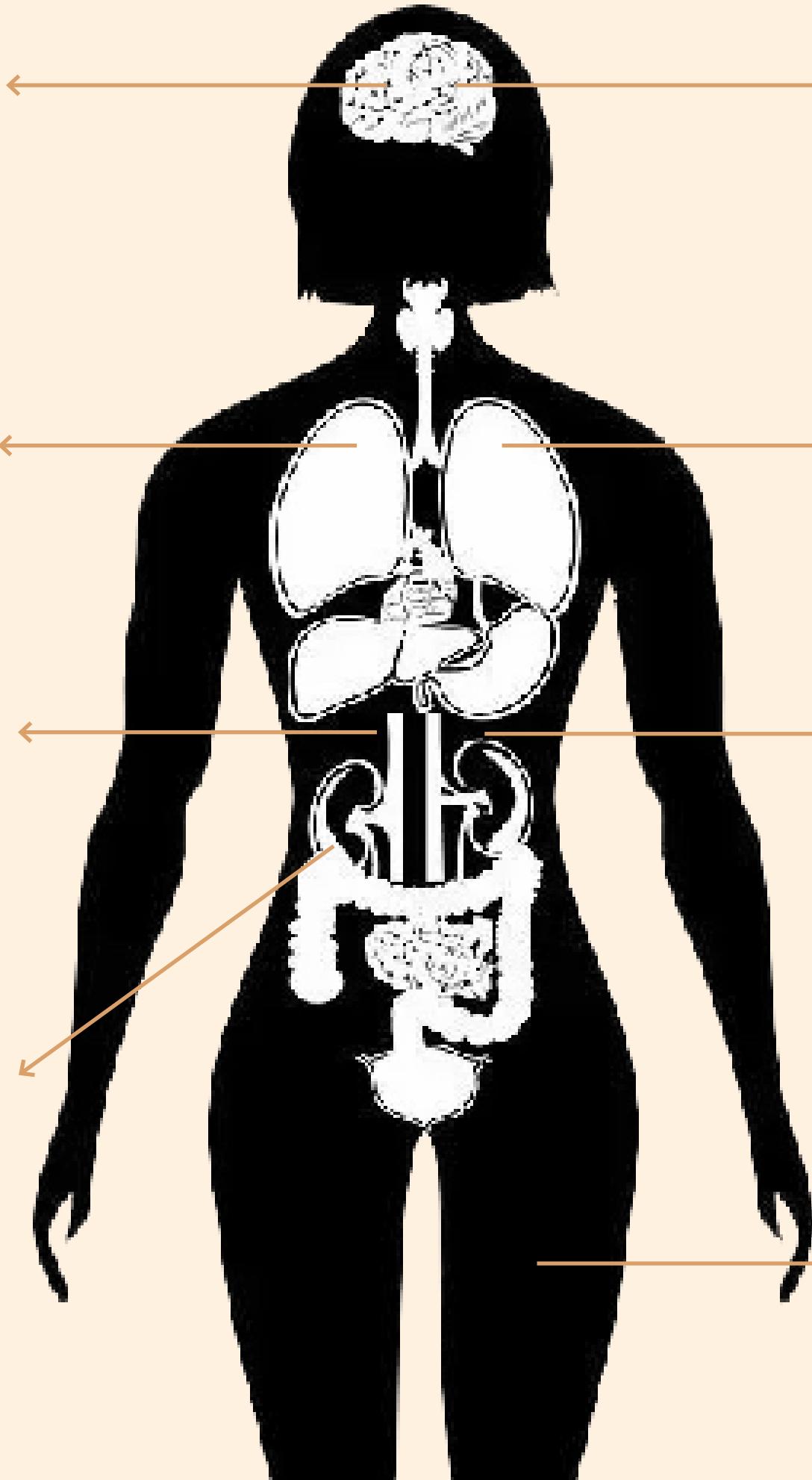
Liver

- increase th erisk for alcohol reduced liver diseasease, include cirrhosis
- takes a toll on the liver
- liver inflammations including: steatoties, or fatty liver,fibrosis



Kidney

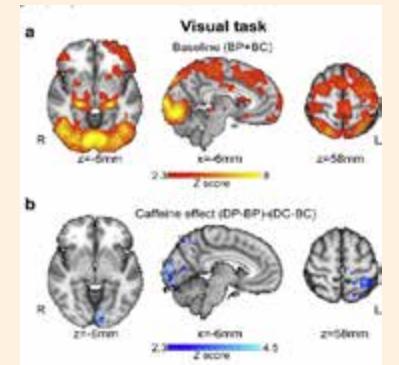
- make them less able to filter blood
- hypoixc tissuse injury
- renin angiotensin aldosteron system activation



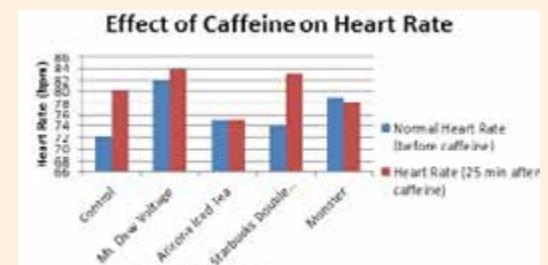
## The Effect of Caffeine Addiction

Brain

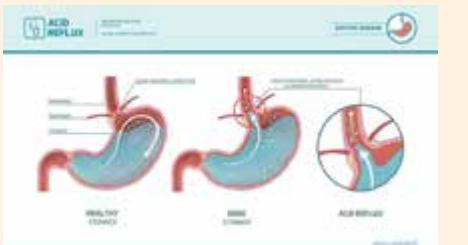
- Can cause headaches and migraines
- Can overstimulate the brain
- You can experience irritability as a symptom of withdraw



Heart

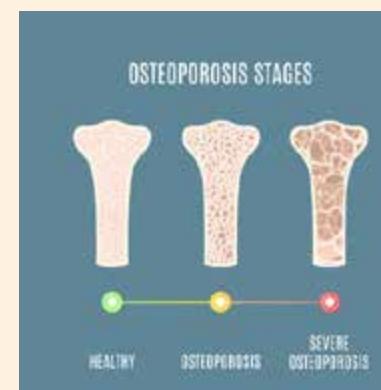


- Can cause headaches and migraines
- Can overstimulate the brain
- You can experience irritability as a symptom of withdraw



Stomach

- Nausea and vomiting are symptoms of having too much caffeine.
- It could make abdominal pain



Bone

- Prevents calcium absorption in the bones
- Nausea and vomiting are symptoms of having too much caffeine.

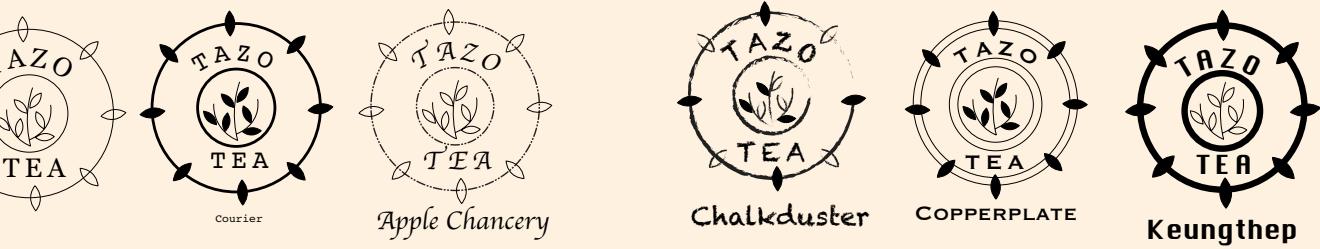
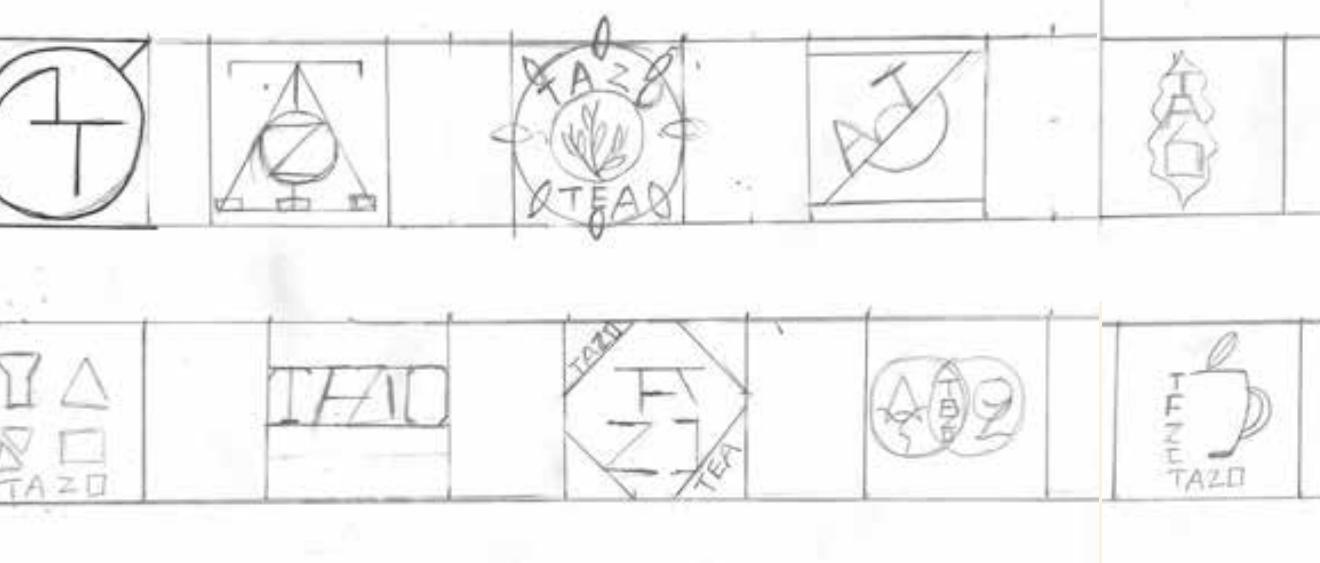
# Branding Design



This project is redesign the tea brand package. The brand I choose is called TAZO. Because of people's health is increasingly threatened by caffeine additions, Tazo tea brand create a type of herbal tea that there is non-caffeine inside of the tea. The herbal tea is only use the flower or herbals as the ingredients. It could be a caffeine substitute to reduce people's dependence on caffeine. The benefits of herbal tea has reducing infections, boosting iron in body, promoting flaeless skin, smoothing stomach issues and relieving stress.

## Logo Design

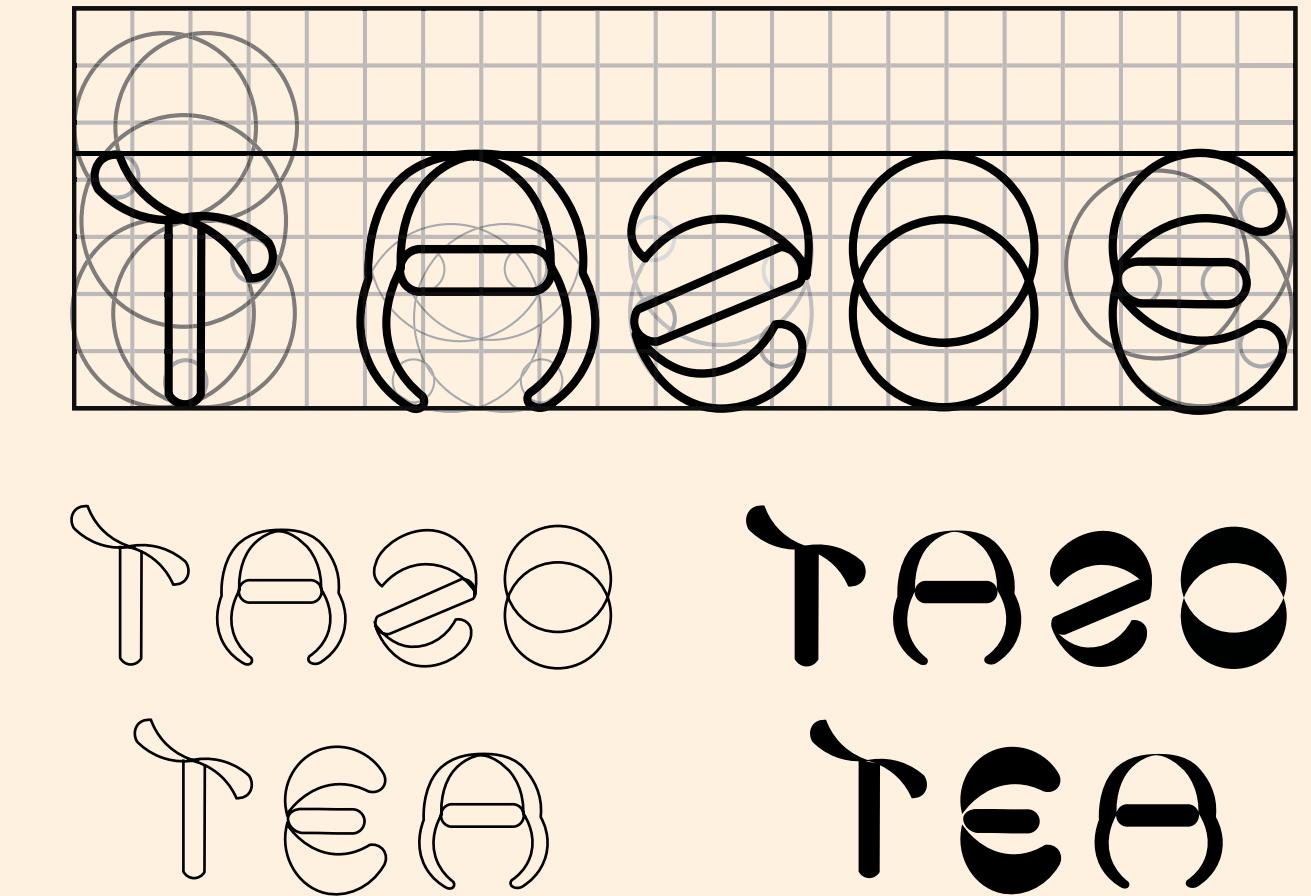
### Sketches



### Details

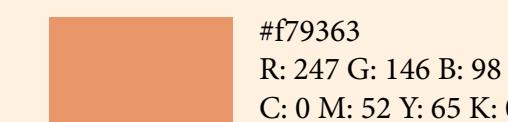


## Type Design

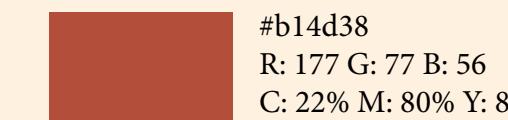


### Color

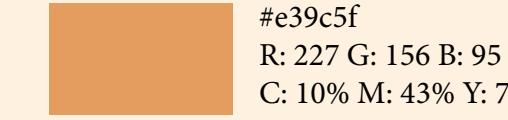
The green color I choose is present the health. And I use warm color red and orange, brown as the flower.



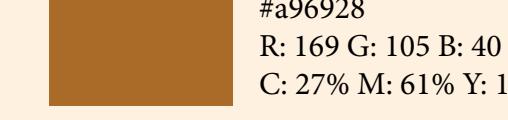
#f79363  
R: 247 G: 146 B: 98  
C: 0 M: 52 Y: 65 K: 0



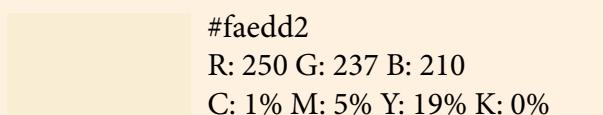
#b14d38  
R: 177 G: 77 B: 56  
C: 22% M: 80% Y: 83% K: 12%



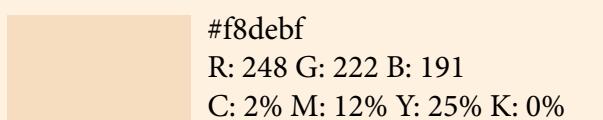
#e39c5f  
R: 227 G: 156 B: 95  
C: 10% M: 43% Y: 70% K: 0%



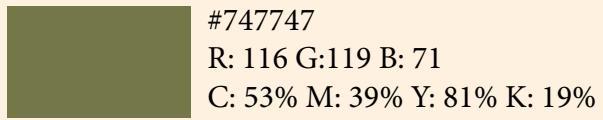
#a96928  
R: 169 G: 105 B: 40  
C: 27% M: 61% Y: 100% K: 13%



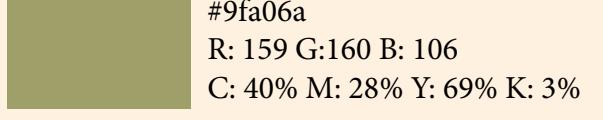
#faedd2  
R: 250 G: 237 B: 210  
C: 1% M: 5% Y: 19% K: 0%



#f8deb1  
R: 248 G: 222 B: 191  
C: 2% M: 12% Y: 25% K: 0%



#747747  
R: 116 G: 119 B: 71  
C: 53% M: 39% Y: 81% K: 19%

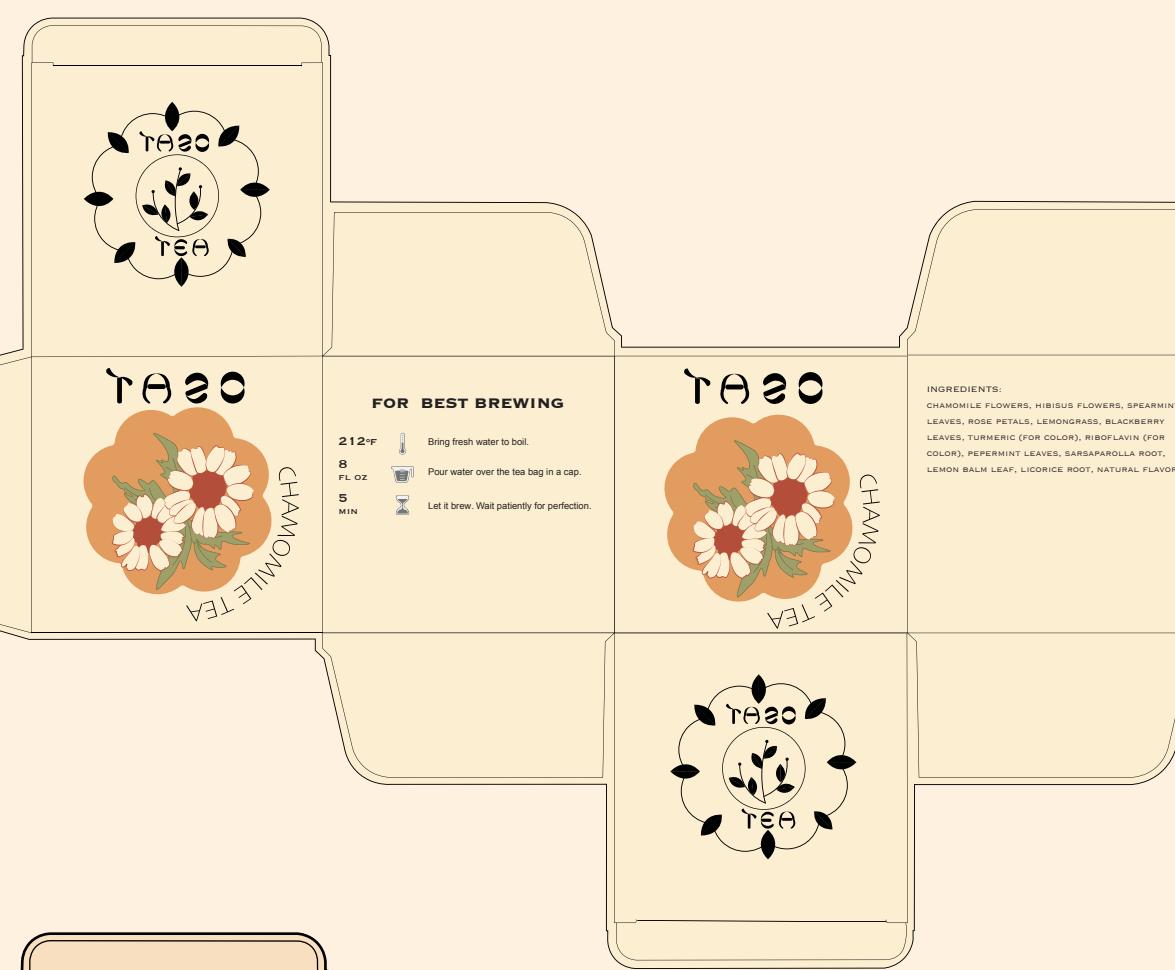


#9fa06a  
R: 159 G: 160 B: 106  
C: 40% M: 28% Y: 69% K: 3%

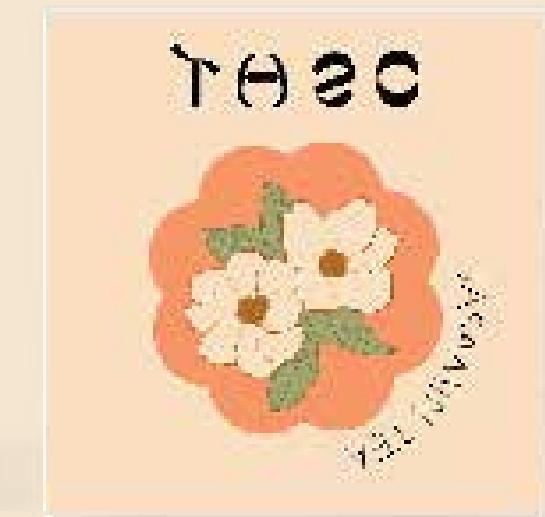
Box Package



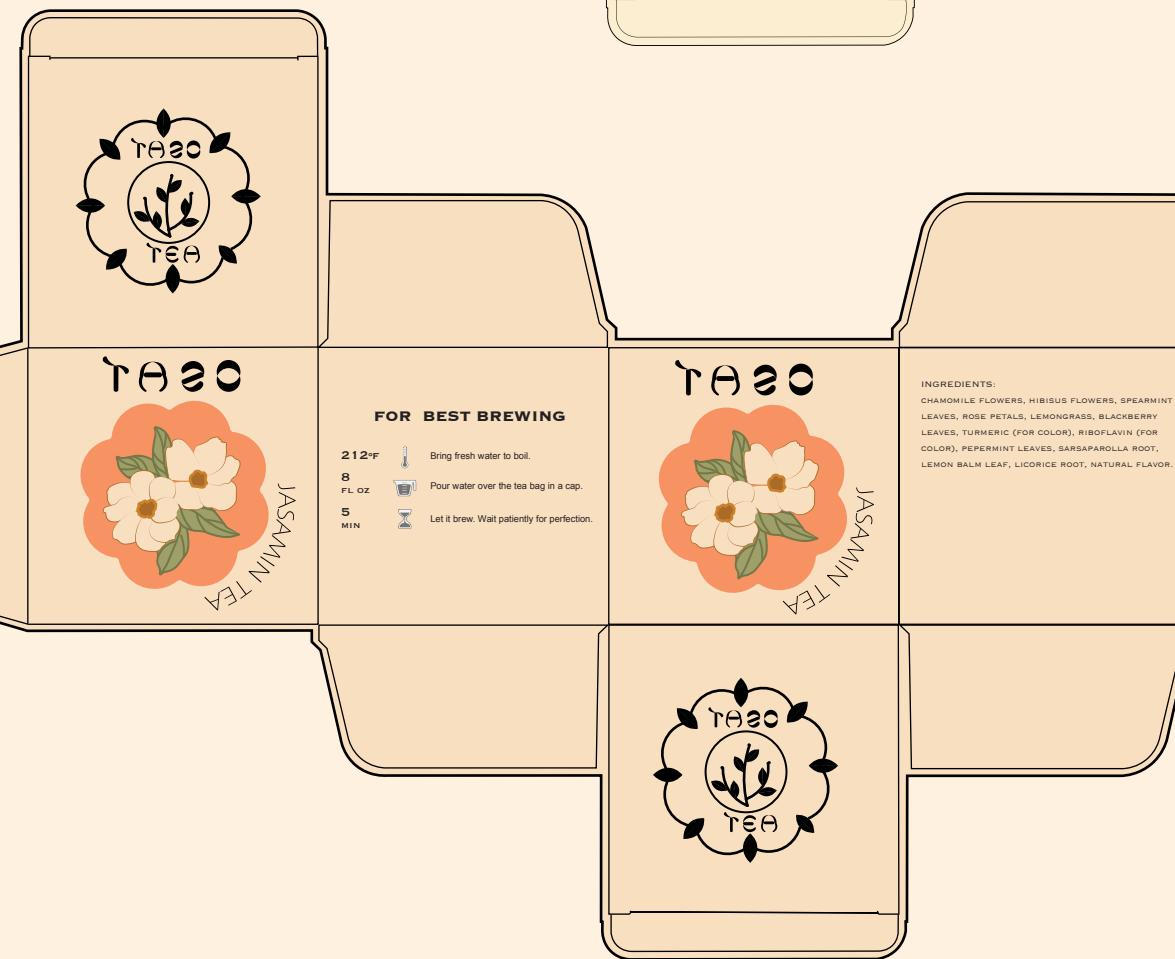
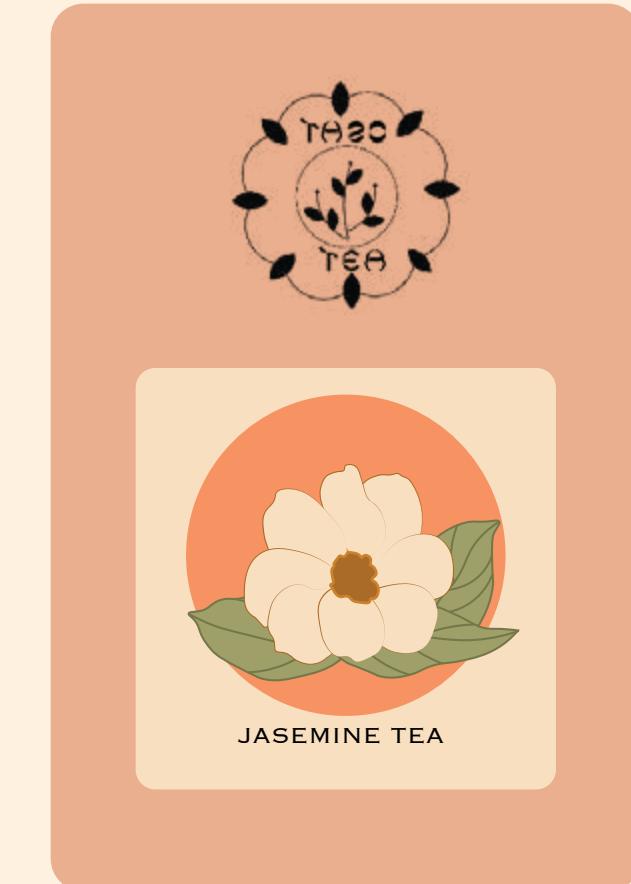
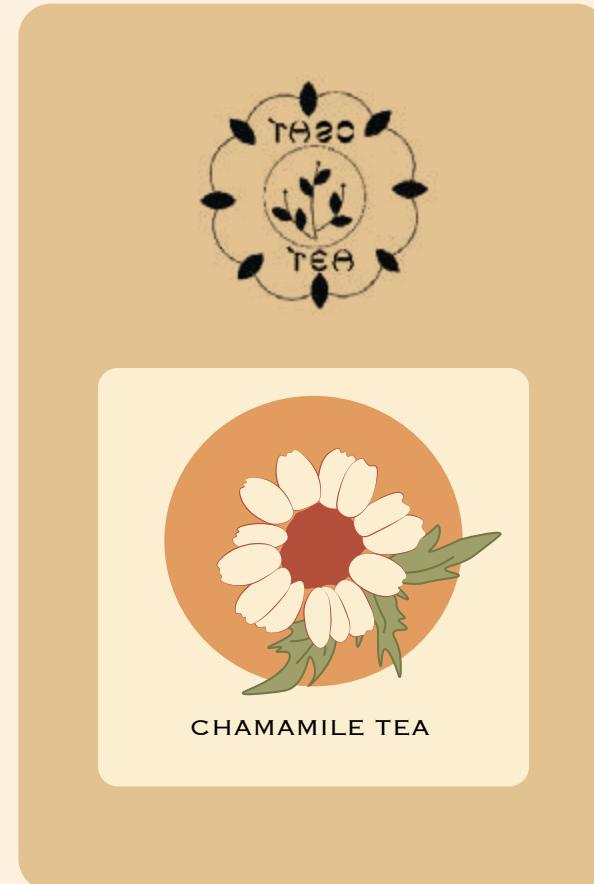
Box Format



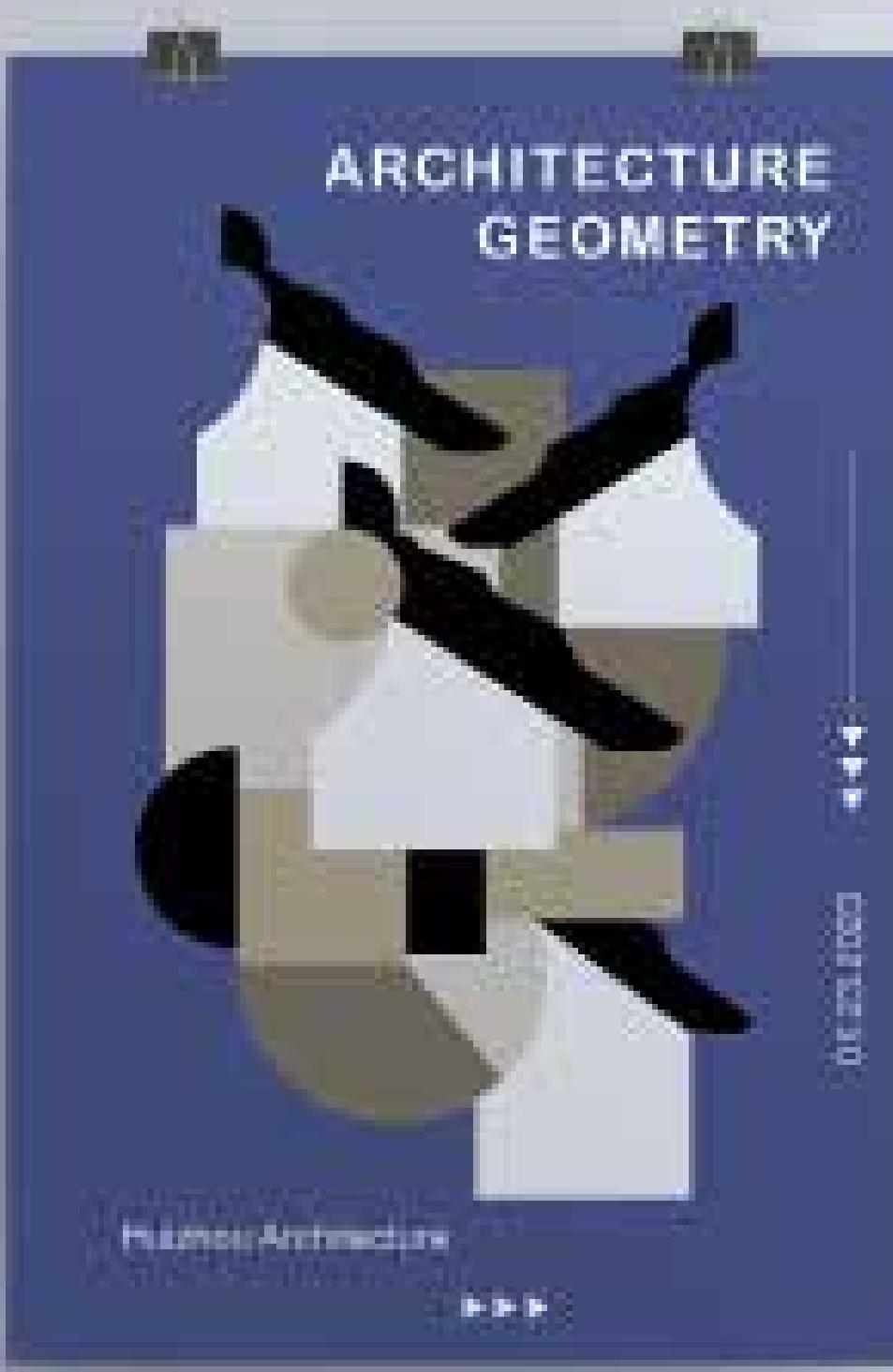
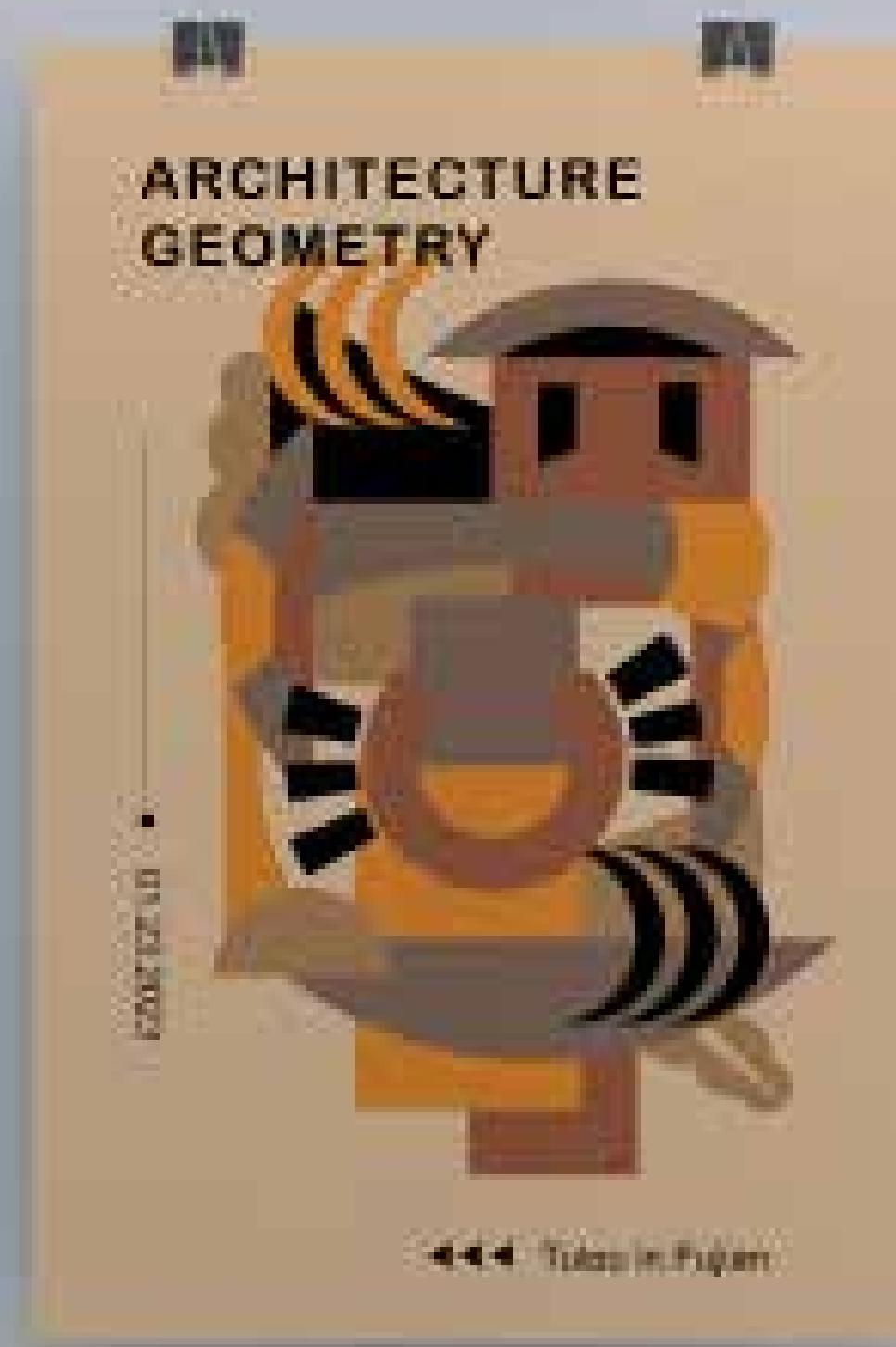
Mockup



Can Package







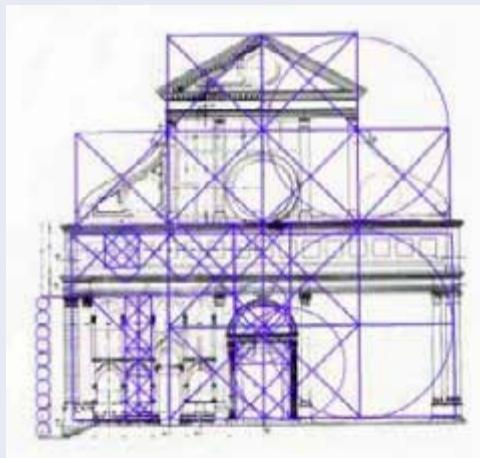
# ARCHITECTURE GEOMETRY

## Geometric aesthetics in architecture

Geometry and architecture have close connection, from ancient times to now. Geometry and architecture are all regard to space. Architecture construct space, geometry know space. The origin mean of the word of geometry is that measure the earth. With the development of geometry, the form of architecture have a lot of changes. This project is about geomrtric aesthetics in architecture. Find out the geometry in the building and extract the shape to make the graphic poster. In the art of architectural space, space can be expressed in various geometric forms. I use the plane to show the visual effect of space, use the formal beauty of geometric figures, combine and stack with each other, and combine abstract and concrete images to achieve a sense of visual balance.

# Inspiration

Santa Maria Novella, c. 1461-70



The Spedale degli Innocenti, fr. 1419



## The structure of architecture in the history

Santa Maria Novella, commissioned by Giovanni Rucellai, the façade of this church, with its white-and-green marble structure, is the only Florentine church façade on a grand scale built during the Renaissance. The introduction of volutes flanking the second story temple solves the problem of masking the sloping roofs of the side aisles – previously met in Italy by adding massive screens. It is a highly original Renaissance solution superimposed on a Gothic structure.



Parthenon Temple of Golden Ratio

There is a relationship between geometry and beautiful architecture, so architects usually combine geometry and art to create attractive functional structures. A typical example of this is to use the principle of Golden Ratio to achieve harmonious proportion. Over the years, many famous artists and architects have applied the Golden Ratio to their works. For example, the Parthenon Temple has been influenced by geometric principles.

# Research



## Huizhou Architecture

### Structure

The structure is much into courtyard type, facing south commonly and surrounded by the river and mountain. The layout is divided symmetrically by the central axis. The central hall locates in the middle, and the rooms are on two sides. The front of the central chamber is called “patio,” which functions for lighting and ventilation. The appearance of residential integrity is solid with closed tall bounding walls, horse head warping, black tiles, and white walls. In adornment respect, mostly use brick, wood, stone carvings craft.



### Reason

Huizhou architecture was deeply influenced by the unique historical and geographical environment of Huizhou and humanistic values of people.



### Characteristics

The hui-style architecture also widely used brick, wood, stone carving, showing a high level of decorative art. They also have special Horse-head wall with White Walls and Black Tiles. It referred to the wall which was between and higher than the two gable roof walls.

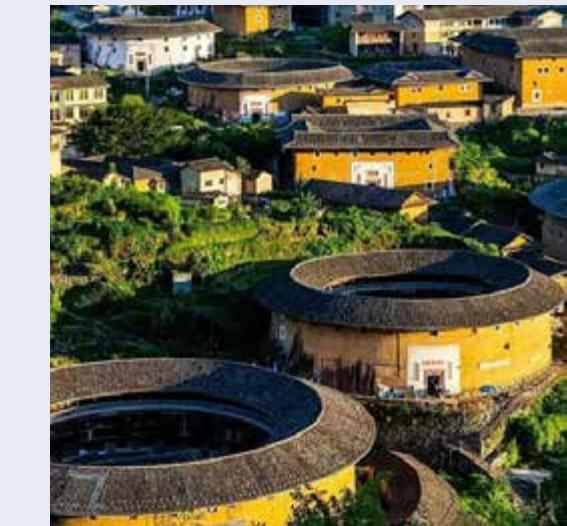


## Fujian Tulou



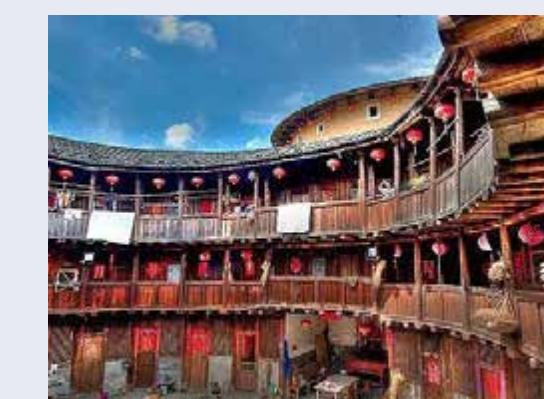
### Structure

The layout of Fujian tulou followed the Chinese dwelling tradition of “closed outside, open inside” concept: an enclosure wall with living quarters around the peripheral and a common courtyard at the center.



### Reason

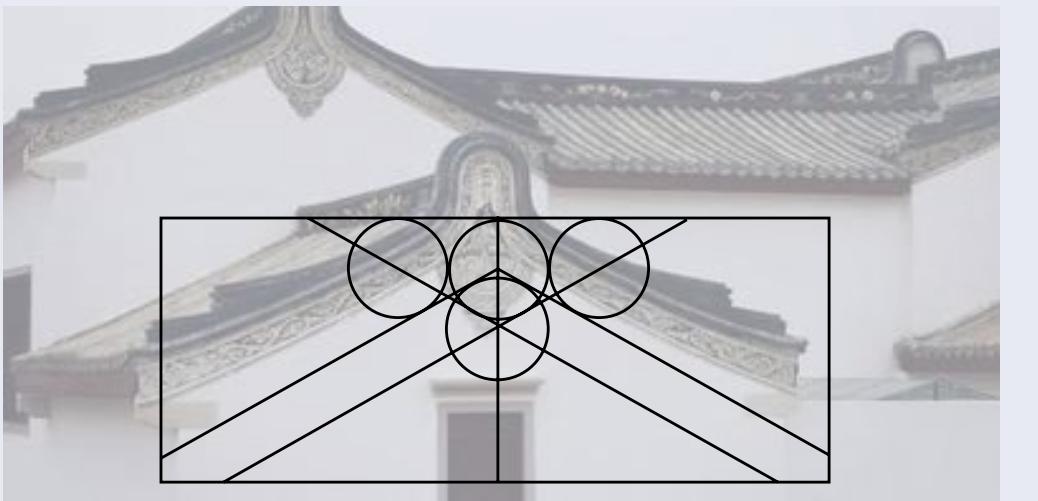
With the development of the economy and the improvement of the understanding of the ecological environment, the residents' requirements for housing are more urgent and higher. On the other hand, due to the growth of the population, in order to safeguard the common interests of the family, to adapt to the prosperity of the family and the safety of living. So they built the palace type earth wall building and the square, round and other colorful earth buildings. It is characterized by large scale and diverse types.



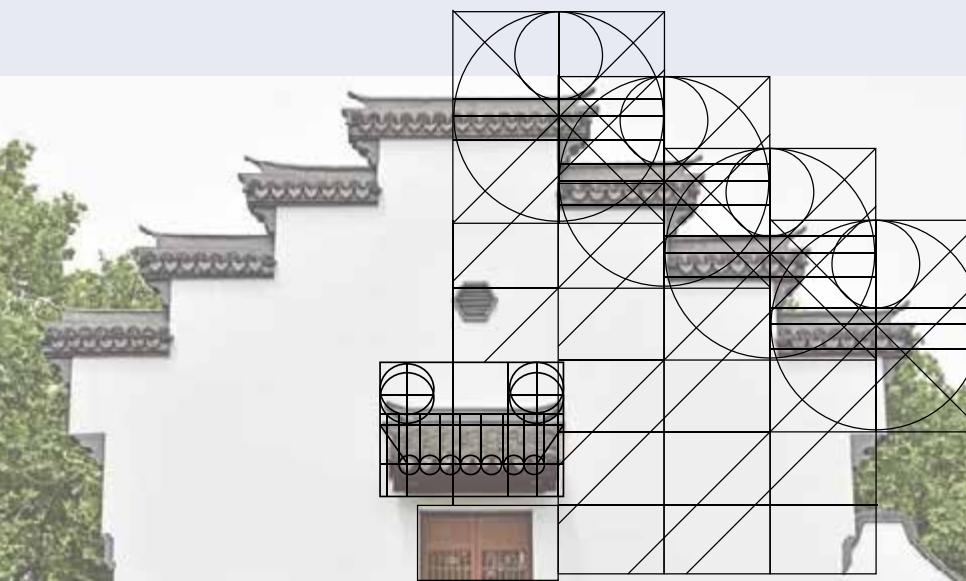
### Characteristics

The building materials include earth, sand, bamboo and wood, even brown sugar and protein. The local materials are used to build earth buildings with an outer wall thickness of 1 to 2 meters. They are strong enough to resist the attacks of wild animals or thieves, and also have the functions of fire prevention and earthquake resistance, warm in winter and cool in summer.

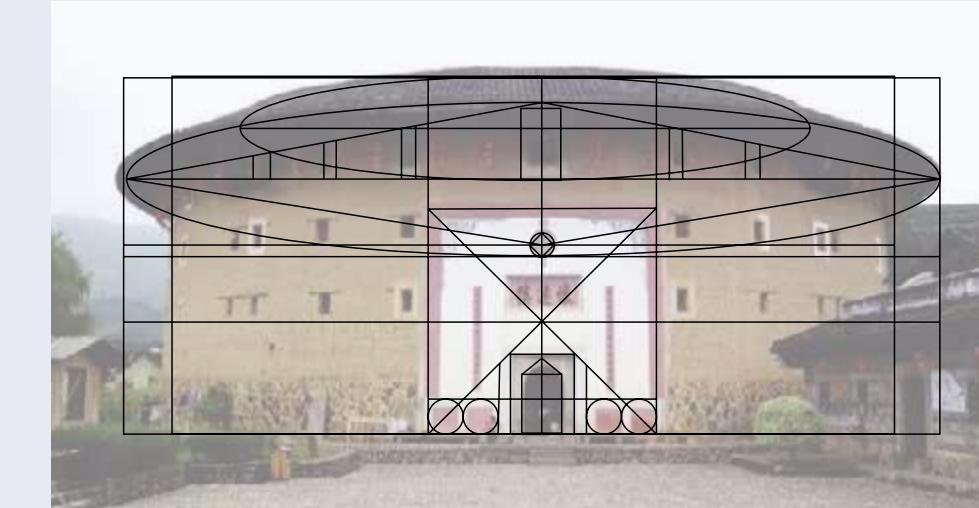
# Research



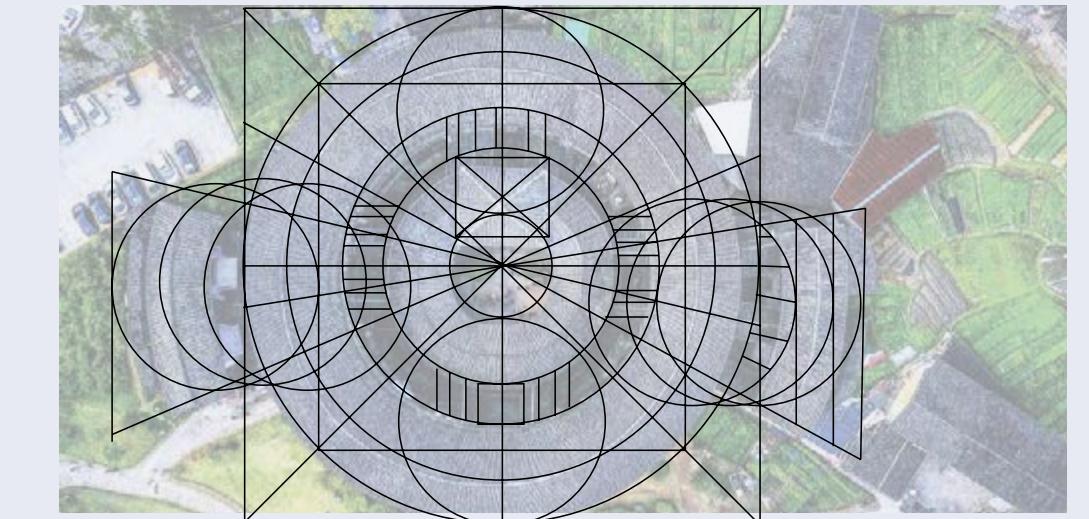
Huizhou Architecture



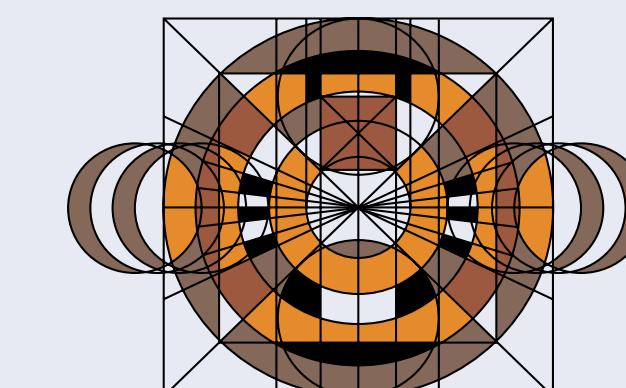
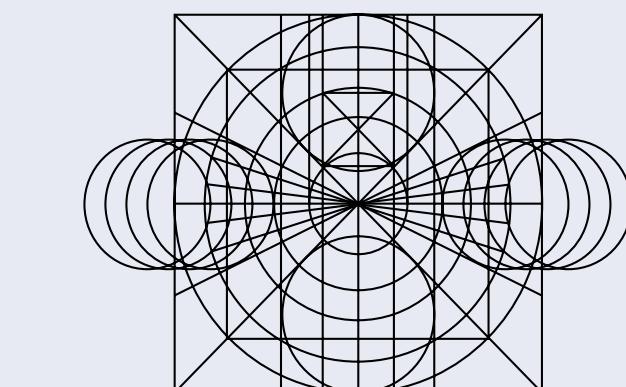
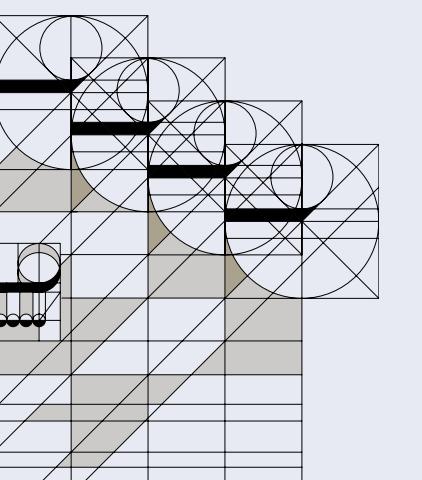
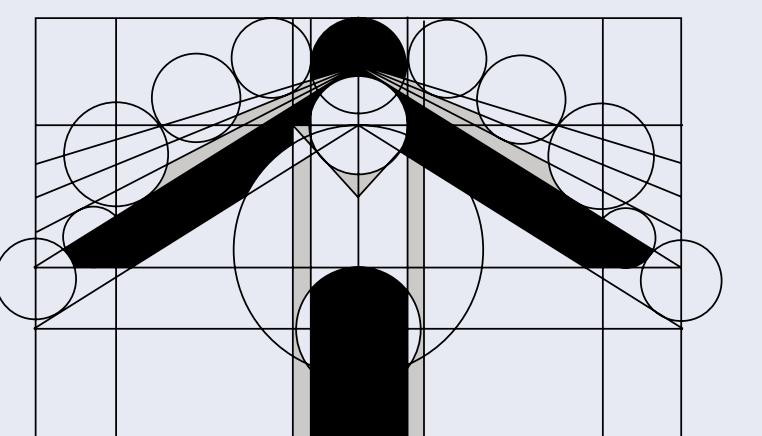
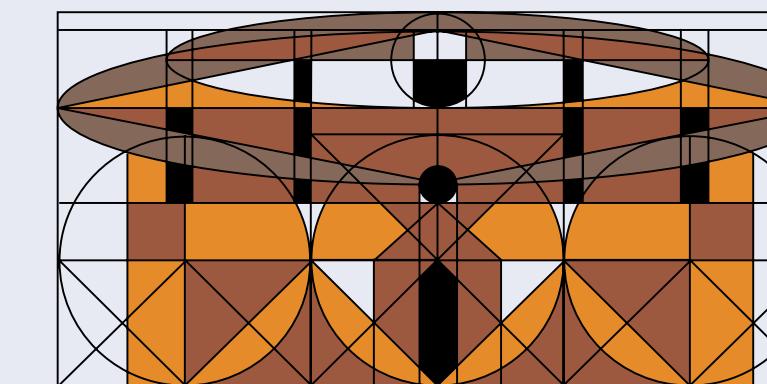
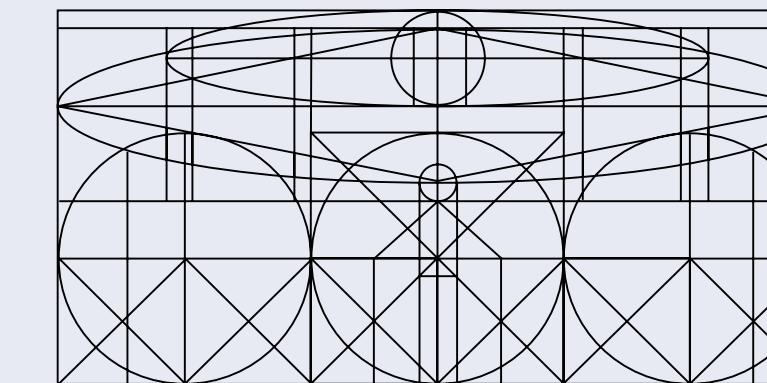
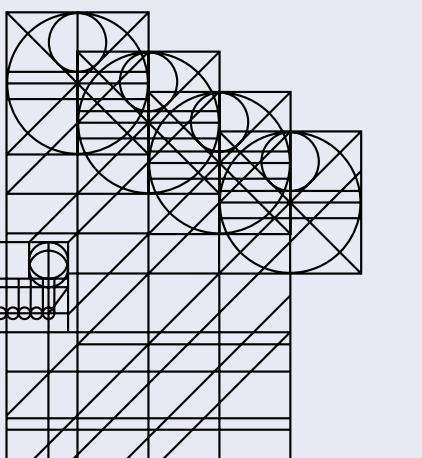
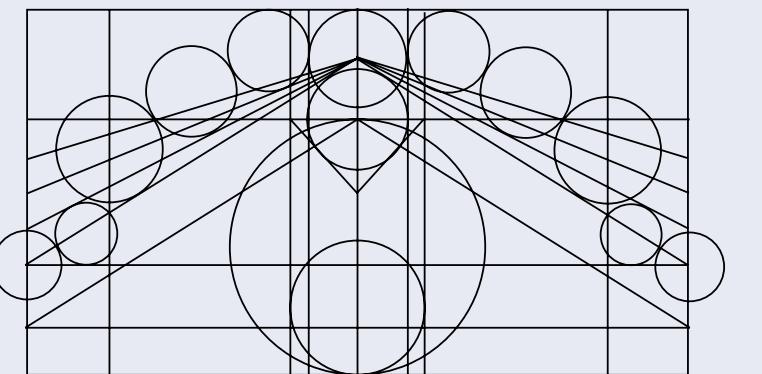
Huizhou Architecture



Fujian Tulou

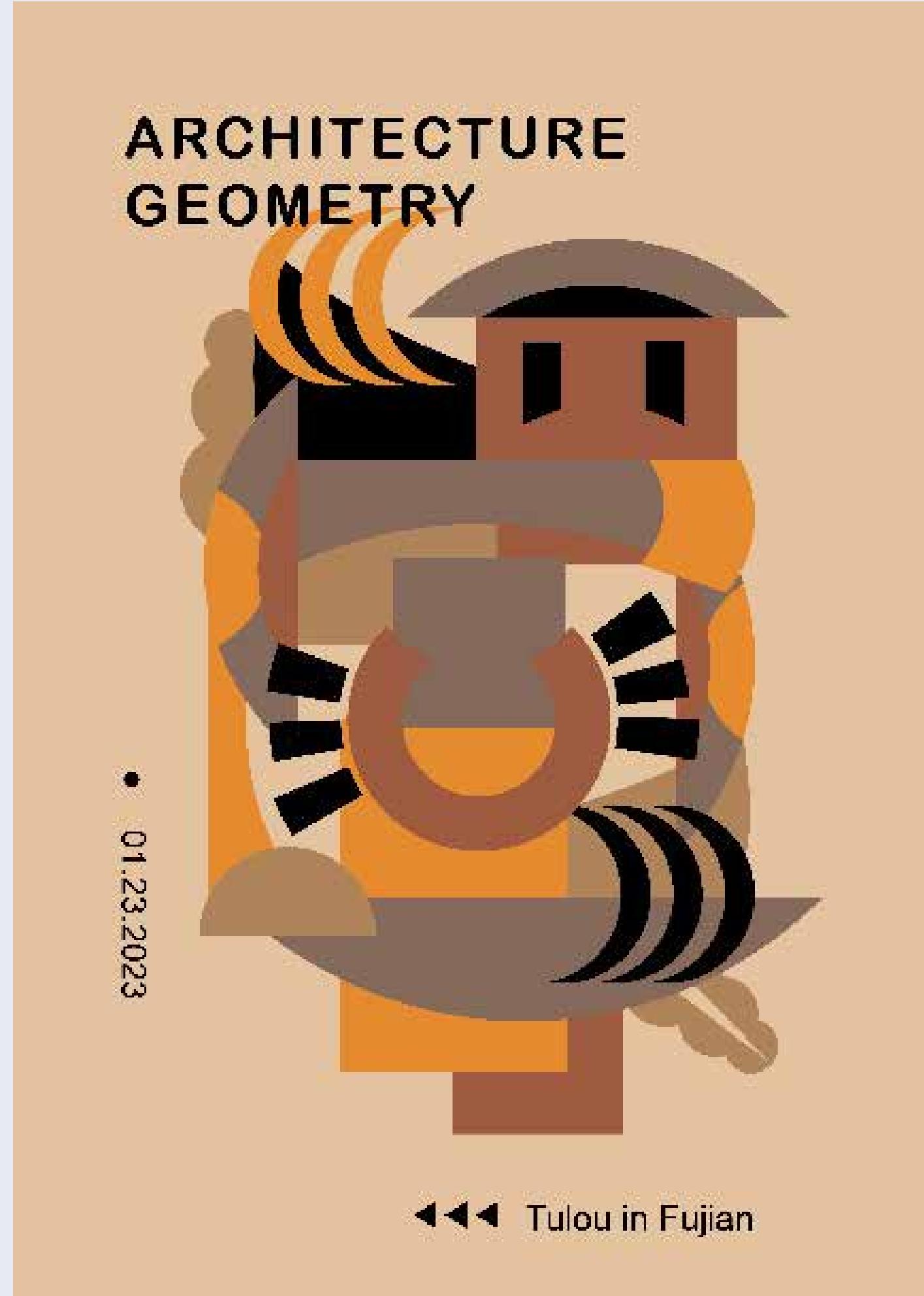


Fujian Tulou



# Poster

Architecture is a relatively abstract concept. In the art of architectural space, the sense of space can be expressed in various geometric forms. I combine and stack concrete images and abstractions to create a familiar strangeness in the picture. The difficulty of this project is to grasp the balance of the picture and learn to observe the contrast relationship between the overall weight and the relationship between the fans of the position.

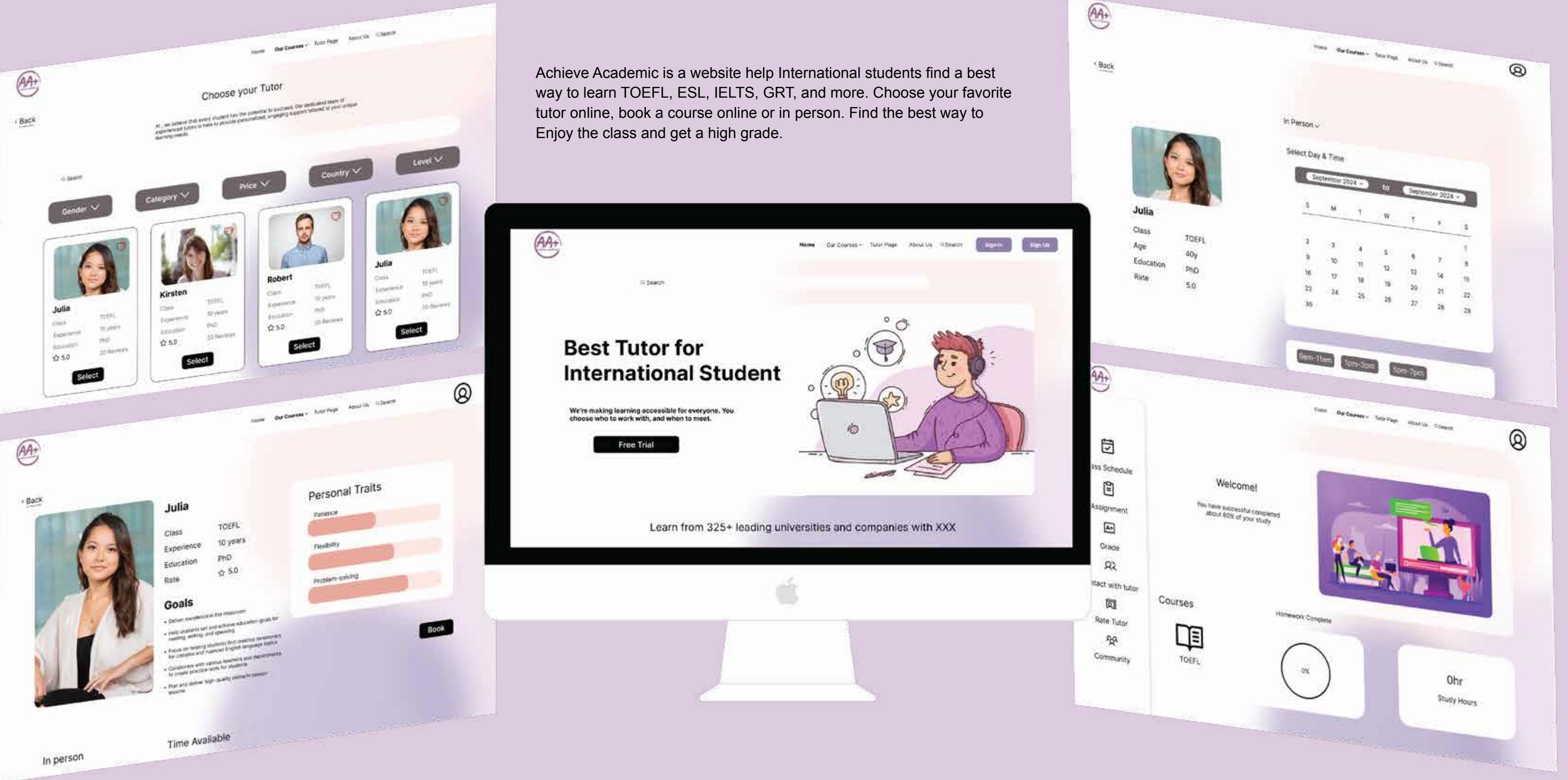


# Exhibition



# Tutor Website Design

# UI & UX

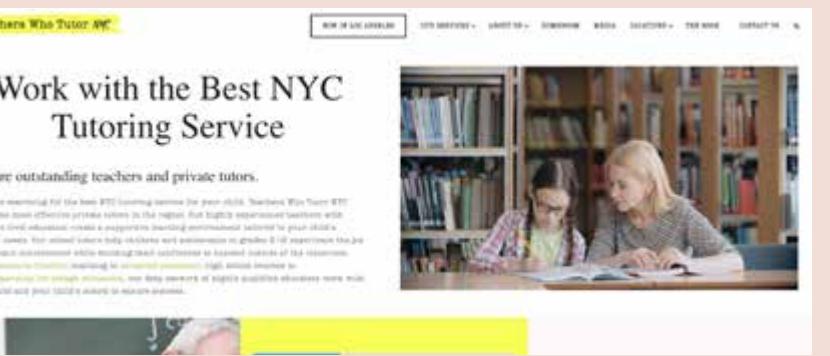


# Project Timeline

## Research

### Competitive and analogous industry research

#### Main Page



Teaches Who Tutor NYC is a tutorial company service the student who need a tutor. They are outstanding teachers and private tutors.

- The main page give a lot information about the company that customer will know if the website is useful for them.
- It gives a lot choices to customer and had different level to choose. But there are too many texts that makes the website looks too crowd and sometimes customers would not read all of them.
- It could make plans for the children and you can see how the teacher's
- But the worst thing is you cannot login or create an account. You should contact them first to get start the service.

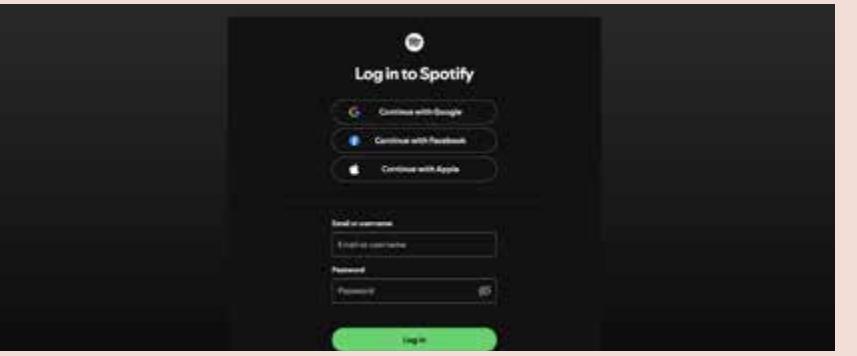
#### Forms



#### High-fidelity

- Lean branding
- Hi-fi designs
- Hi-fi prototype

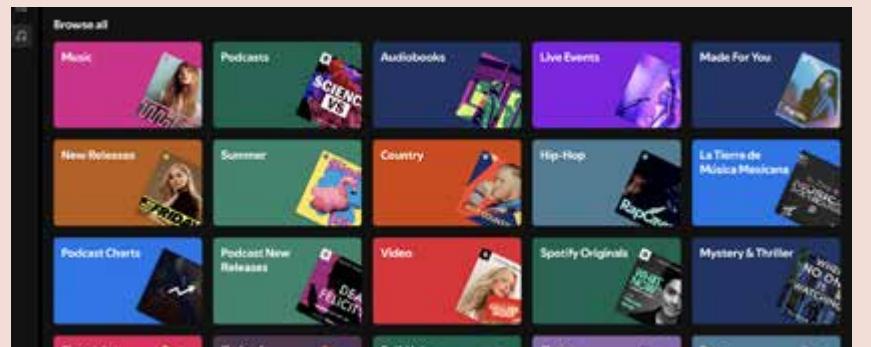
#### Account Creation



As the account creation part, I use spotify as an example. It is very clear that you can sign up and log in directly use your social media account.

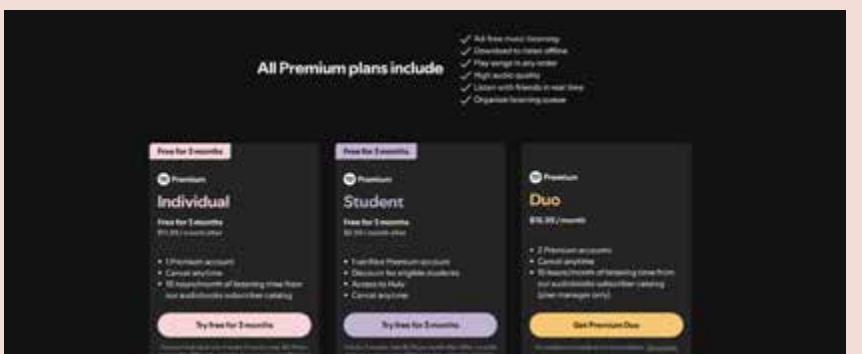
- You have multiple choices to login with different account such as Google, Facebook, and Apple.
- If you want to create an account, you have to fill in your infomation.
- Then you have to upload your information, but I think the gender and date of birth part is not necessary.

#### Selection



- Spotify is too simple that there is no much selection in main page.
- Sometimes you will confuse that how to find the music and there are not have much options to choose the different type of music.
- You have to click the browse icon to find more music. It is not flexibility and efficiency to use.

## Payment



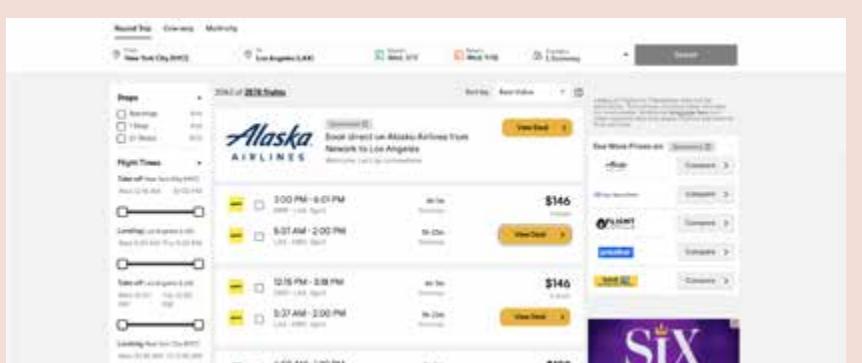
- I use Spotify payment page as an example. It gives customer many choices to use the cards and have different premium plans to different kinds of customers.
- The information of the payment is really clear that shows what is include in the plan.
- It gives multiple payment plans in different price.
- Include in 3 month free trail.

#### Confirmation / success state



The confirmation page is clear in Teacher Who Tutor in NYC website. It also has service and FAQ button on the bottom. The website shows the "Thank You" sentence that users know their information was saved.

#### Schedule



- Alaska Airline website looks so messy that the text and icon is too close to each other and a little small.
- There are not much options to let user to choose that is so simple.

# Research

## Research Plan

### Goal

Ensure the website is intuitive and easy to navigate for all user types (students, parents, tutors).

### Sample Size

Start with 4 per user type and add additional interviews as needed.

### Screener

Do you use the tutor website before?

Can you tell me about your experience with tutoring services?

How you feel about it? Is it work for you? Is it easier to use?

What difficulties have you encountered while using tutor websites?

Are there features or aspects of the website that you find confusing or frustrating?

What features or improvements would make your experience better?

Are there any additional functionalities you wish the website had?

Do you feel confuse when you use it?

How often do you use tutoring services, and for what subjects or skills?

### Methodology

Ensure the website is intuitive and easy to negative for all user types(students, parents, tutors).

Master student  
Age: 20-30

Location: At school  
Has used a tutor or not used a tutor in the past

## Research Script

1

### Intro

Hello everyone! My name is Ziwei. I am here to introduce my project that I am in the process of designing a new tutor website, and your feedback is incredibly valuable to me.

2

### Set Exceptions

This should take 30-1 hour. The goal of this interview is ensure the website is intuitive and easy to navigate for all user types. During this interview I will ask you a series of questions about your experience and preferences. Feel free to share as much as details as you like.

3

### Direction

I am looking to understand your experiences with tutor websites to make sure our platform meets your needs. Everything you share will be confidential and used only for improving my website.

4

### Get Start

Tell me about you and your grade and your level of the education. Have you ever used tutor website? Tell me about your experience with a tutor website. How you feel about it? Is it work for you? Is it online or in person? Which one you are more expect?

5

### Current Usage

Can you walk me through how you typically use the website? For example, how do you search for a tutor or schedule a session? How frequently do you use the tutor website, and for what purposes (e.g., finding a tutor, managing bookings, etc.)?

6

### User Experience

- What information do you aspect in the homepage?
- What do you like most about the tutor website?
- What aspects of the website do you find most challenging or frustrating?
- How intuitive is the website's navigation and layout? Are there any areas that could be more user-friendly?
- What features or improvements would make your experience better?

9

### Comparison and Preferences

- How does this tutor website compare to other tutor websites or platforms you have used?
- What features or aspects of other tutoring websites do you wish this one had?

10

### Feedback and Suggestions

- Can you describe a particularly negative and positive experience you've had with the website?
- What specific changes or improvements would you recommend to enhance your experience with the website?
- How easy or difficult is it to find a suitable tutor on the website?

11

### Conclusion

- Is there anything else you'd like to share about your experience with the tutor website?
- Would you be interested in participating in future user testing or providing additional feedback?

# Research

## Interview Note



Jeniffer

**"The mentor tutor is so great that I can find a tutor in my field and could contact them in community"**

### Experience

Used ADP list tutor website. I have a great experience on it. It is a online tutor website. It is about find a professional mentor

It could see the tutor's review from students. But it has too many steps to make a schedule.

The homepage should include the information of what the platform about? or How much is the fee?

The challenging or frustrating of the page of the choose tutor cannot see the availability of the tutor.

The positive experience I've had that as a community function and a question section that people could post their thought and contact to each other to get the information.

### Recommend

Make a two-way selection that tutors also could choose the students.

The evaluate system should be more specific.

The tutors should have official certification.

If the tutor is a college student, the fee could be cheaper



Huijie

**"The homepage should show the teacher's quality such as where they from or which school they graduate."**

### Experience

I used Coursera tutor website. She has a great experience on it. It is a online tutor website. It is about teach professional course and give certificate after studying.

I usually schedule online and use google to top rated website.

The homepage should include what course include and what the advantage of this website. Also it should has tutor information.

The challenging or frustrating of the page of the choose tutor cannot see the availability of the tutor.

It should has certificate, 7 days free trial. It has separate section business and personal. Simple homepage.

### Recommend

Prevent the pay first or directly.

Include a filter of the male or female tutor.

The website could for International students. The course could include Tofel, ESL, GRE, SAT, GMAT. Create a question bank.

It could has secondary function and teach technology such as art portfolio of Graphic Design, Animation Design, Fashion Design, Architecture etc. or technology of the computer science or Adobe.



Yaxuan

**"The in person tutor is not good cause the teachers are not qualified."**

### Experience

She only has experience of in person in institution.

She find the institution from friends or advertisement.

The homepage should include clear title, what course include and what the achievement of the website and the persons qualified to teach.

The challenging or frustrating is the teacher is not conscientious. Not really professional and teacher with shallow qualifications.

Online tutor is convenience and the time make schedule is flexible. In person motivate and concentrate the class.

### Recommend

It could add a function of the tutor is online or offline for example Instagram text function.

It could has dashboard include homework, grade, quiz, feedback.

It could include some video/live function to see how the tutor look like and if it is adapt to the students.

It could include different language of the website such as has lyric of translate in the video.

# Research

## Sythesis

Could see the tutor's review from students

Too many steps to make a schedule

The tutors should have official certification.

See the availability of the tutor in the page

Show the availability of the tutor

7 days free trial

Prevent the pay first or directly

It should has tutor information

Certificate for the students

Include a filter of the male or female tutor.

Teach skills of the computer science or Adobe.

Homepage should be simple

What the achievement of the website

In person motivate and concentrate the class

The tutor is online or offline like Instagram

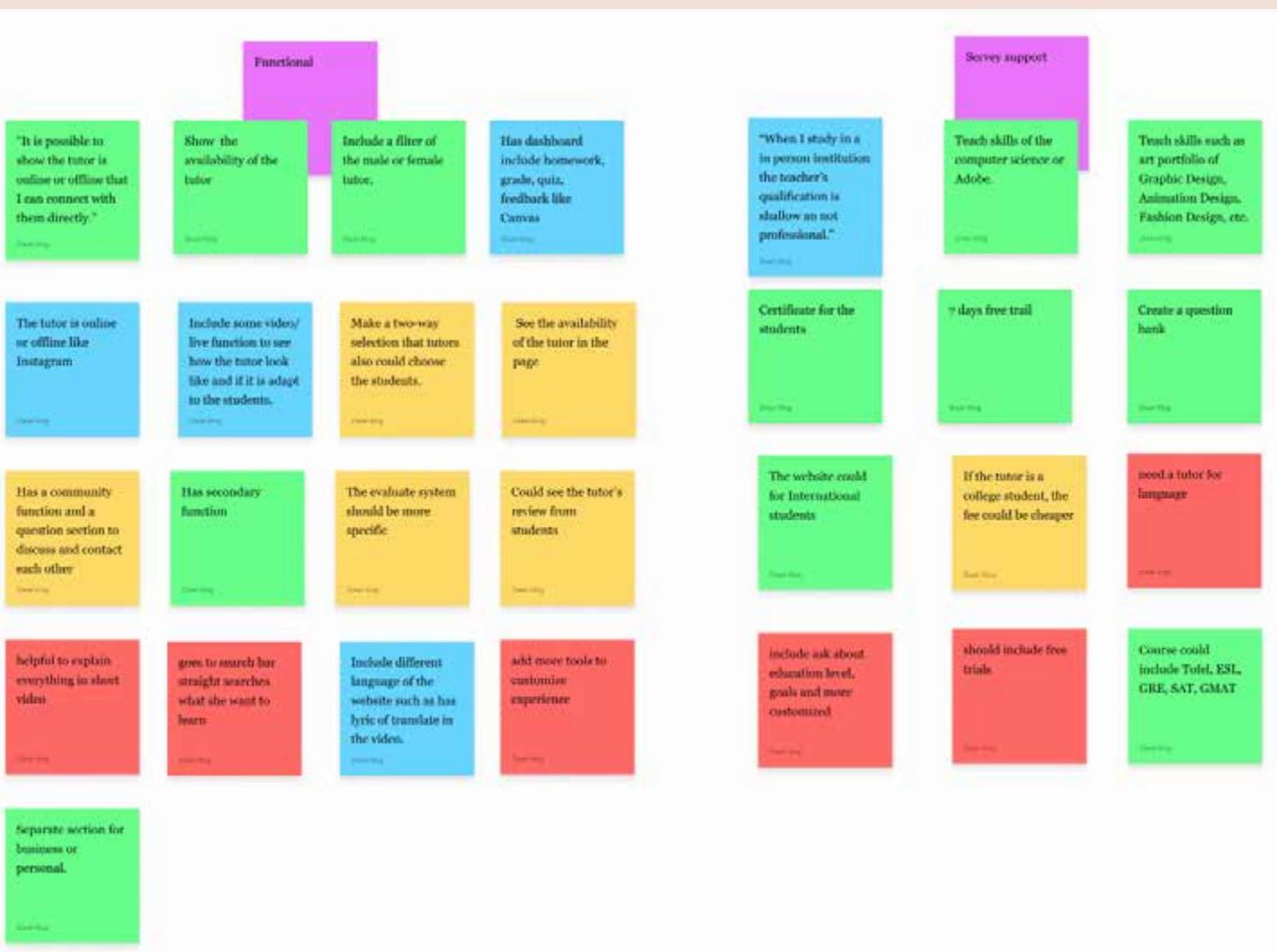
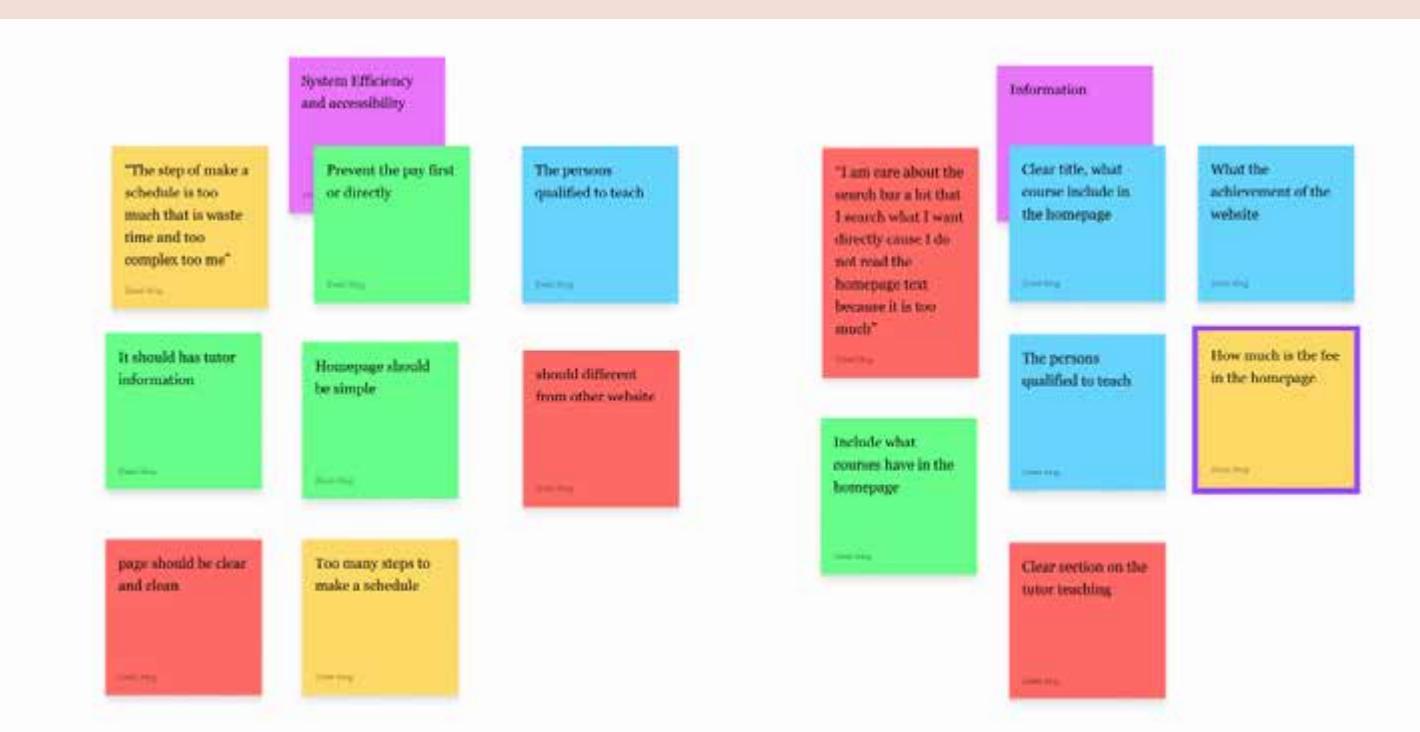
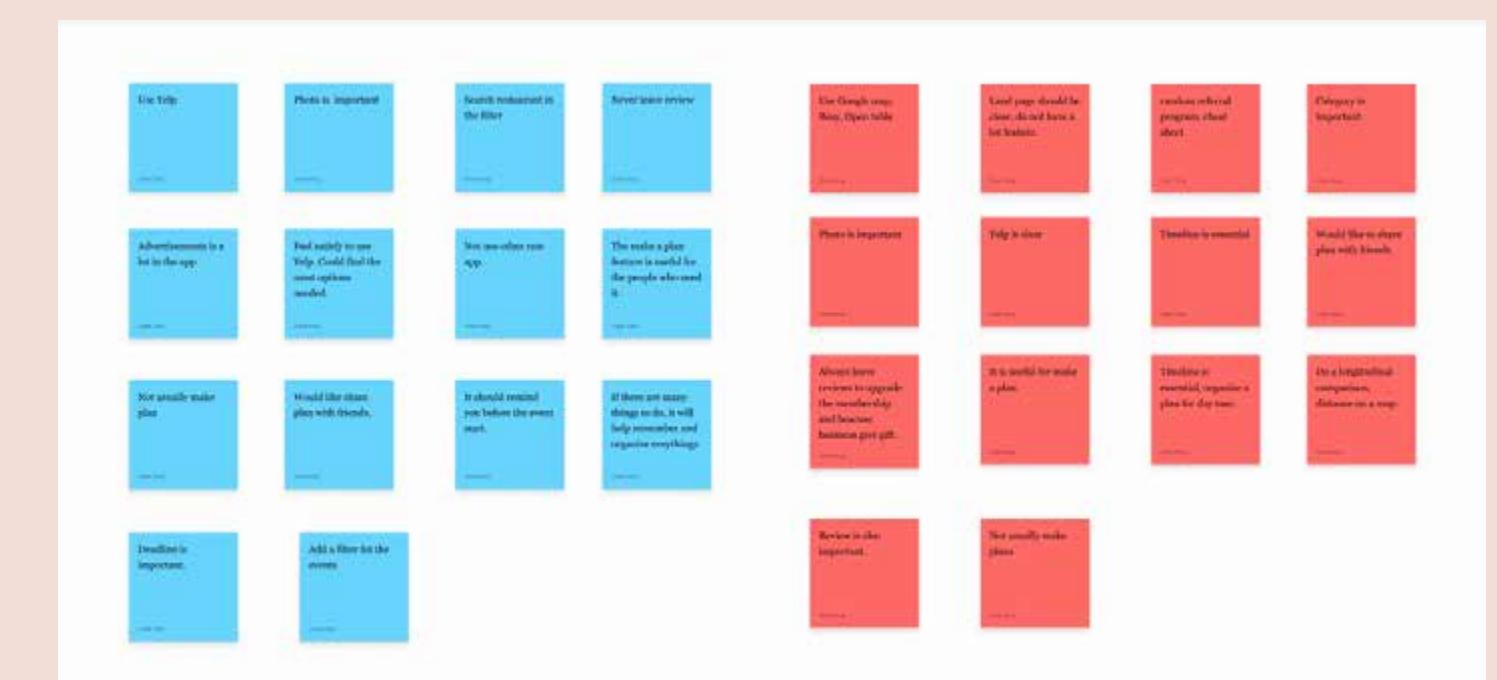
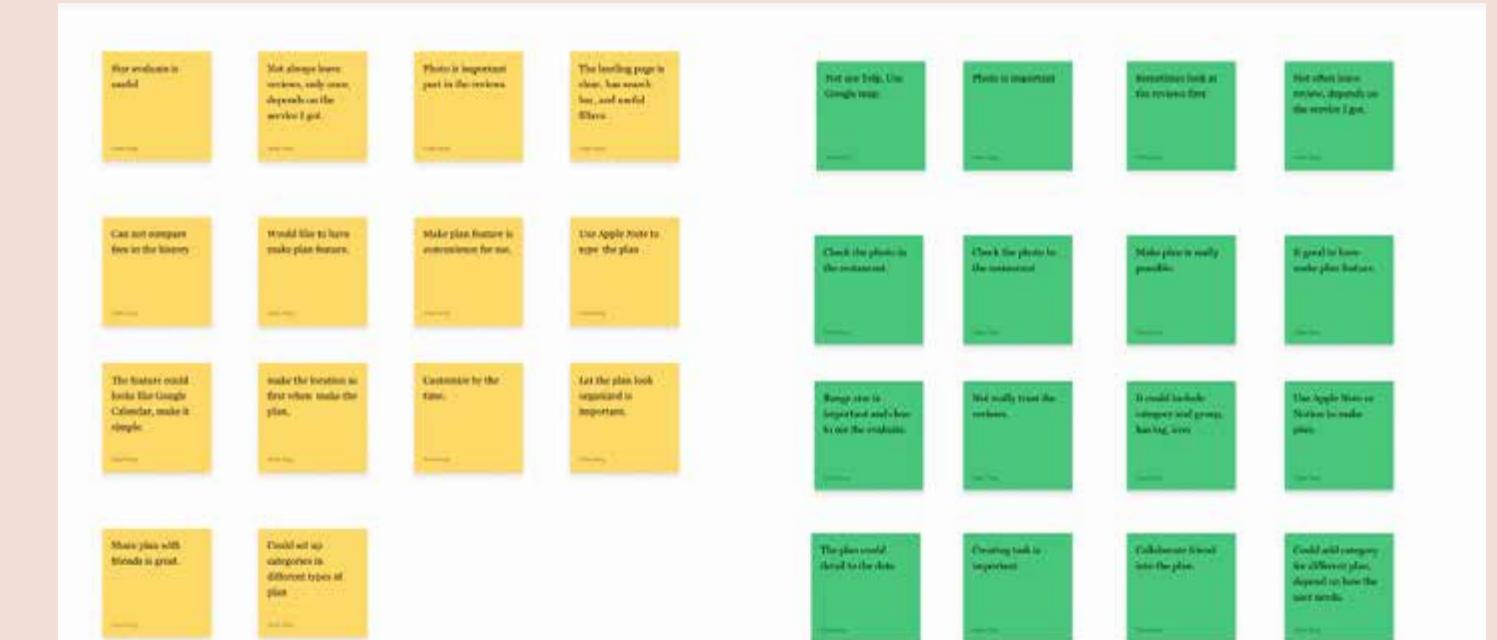
Clear title, what course include in the homepage

add more tools to customize experience

helpful to explain everything in short video

include ask about education level, goals and more customized

page should be clear and clean



# Ideation

## User Insights

User need a website for International students include TOEFL, ESL, etc. class

**"When I want to book a mentor tutor, there are many steps that make me confused."**

Some people is not read the homepage information because it has too much. Some people think the information of the tutor is not clear. There should not have much steps to book a courses. The review of tutor is available in the tutor page. Users want to know how the tutors evaluate and their skills.

User need more specific functions in the website

**"It is possible to make a two-way selection that tutors also could choose the students."**

Some people need to see if the tutor online or offline. Community section is possible to connect or ask questions to each others. Users want to see their grade, class, tutor information and homework in the website. Users want to have some videos with lyric in different language.

User need some good services in the website

**"I want to get more free trail to try the course if it fit to me."**

Some people need 7 free trials or have a chance to try the tutor the class to know if the tutor is adapt to them. Users need a question bank to do the practices.

## Ideation sketching workshop(HMW)

How might we provide useful information to the user

- Target audience- International Students
- Primary focus - The information should be useful and simple, do not include too much text
- To problem - to prevent too much text
- Desire outcome - improve the qualification of the tutor, improve the grade, learn more

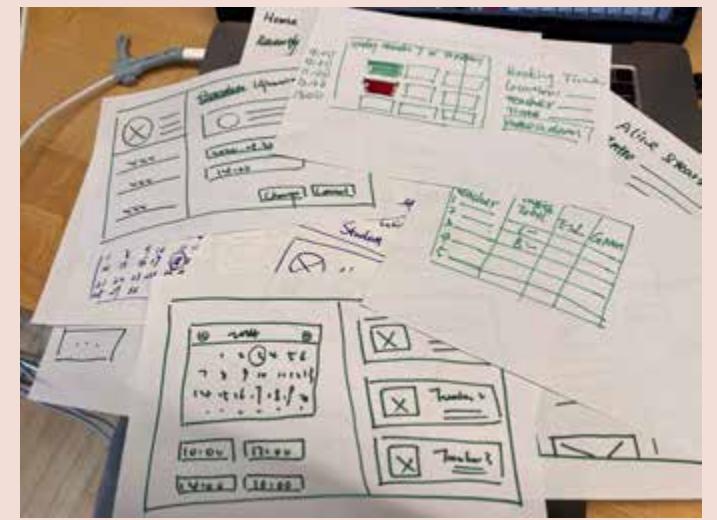
How might we make the function more comprehensive

- Target audience- International Students
- Primary focus - Add useful function of the website
- To problem - Reduce the step of book the schedules
- Desire outcome - make the website easier to use and with comprehensive functions for user

How might we support the survey for user

- Target audience- International Students
- Target Audience - International students
- Primary focus - The survey include in website such as contact with tutor, create a community
- To problem - Avoid the vague or poorly worded questions that make user confuse
- Desire outcome - Let international students could find a official way to do the practices and create a question banks for TOEFL, ESL or English placement test etc.

## Sketches



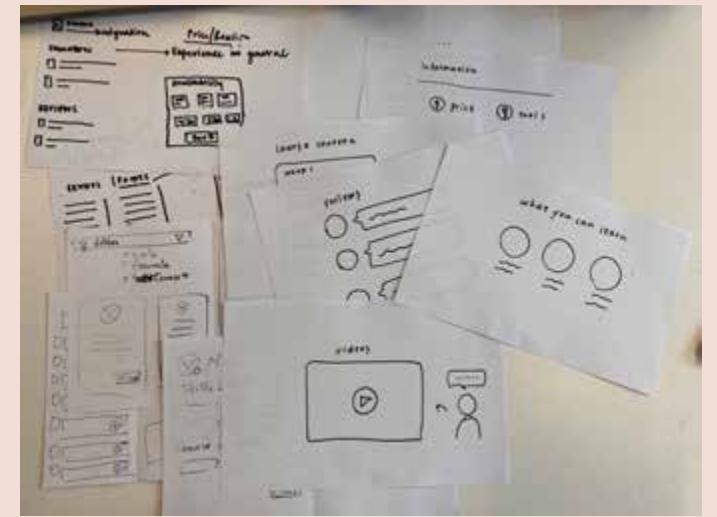
## Synthesis Idea

### Dashboard Page

- Grade
- Assignment
- Class Schedule
- Evaluate - star
- Tutor's name
- Chat section

### Schedule Page

- Calendar
- List the time selection
- Location
- Date, time, week
- Button - Cancel / Submit
- Include tutor information



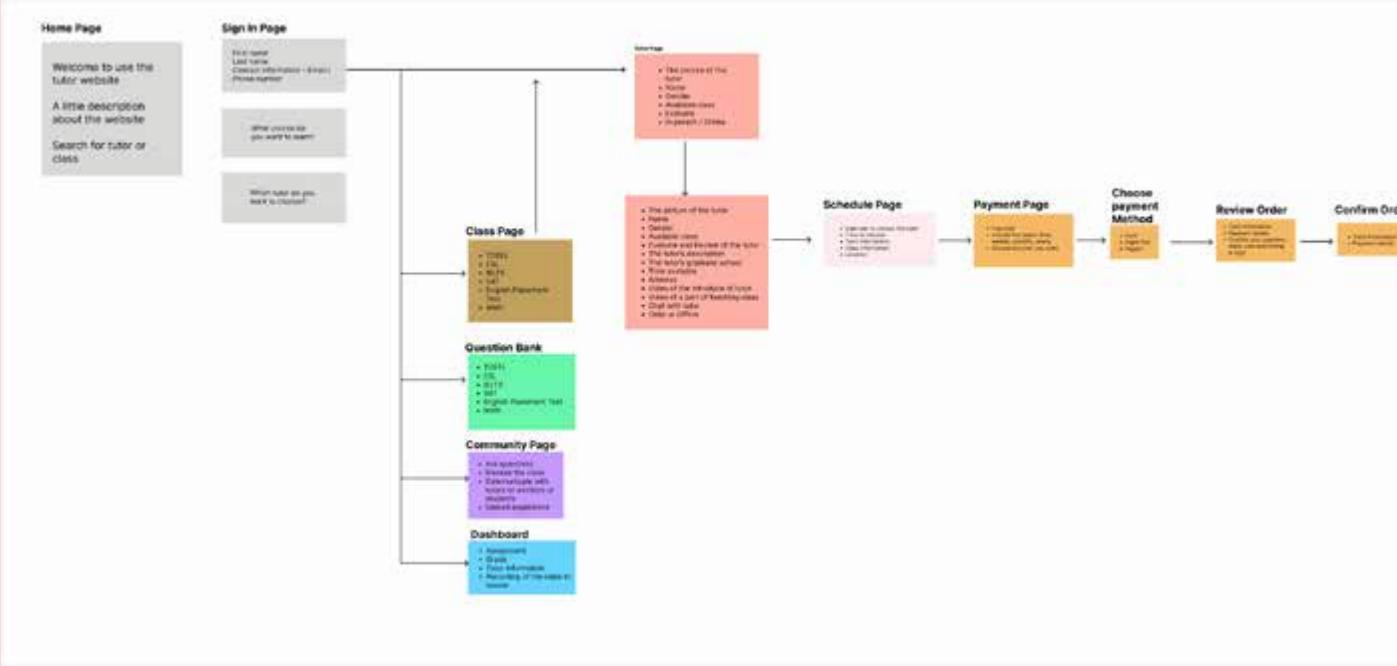
### Tutor Page

- Rate professor
- Review from students
- Information of the tutor
- Real picture
- Filter - male / female, course,
- Skills

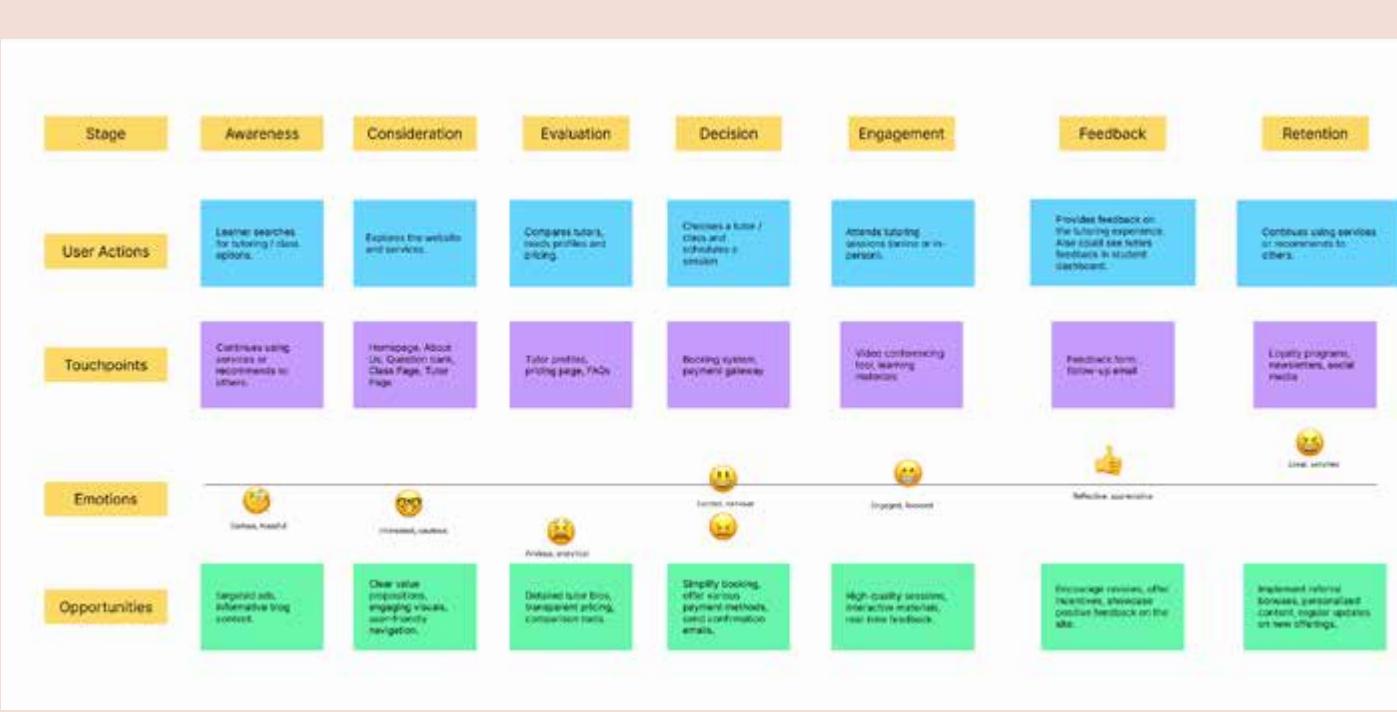
# Ideation

## Product Requirements Doc (PRD)

### User Flow



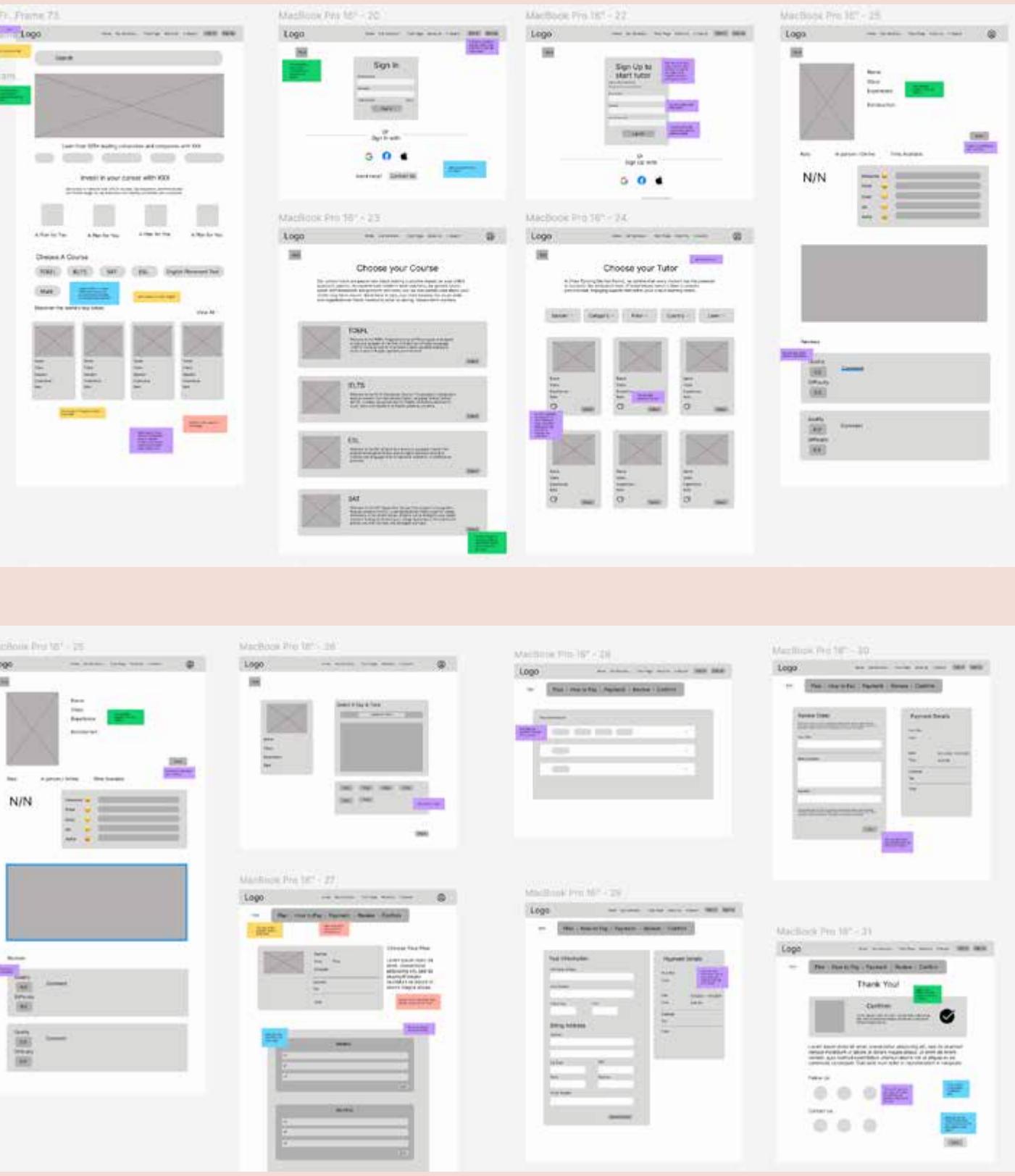
### Journey Map



## Low-fi designs (wireframes)



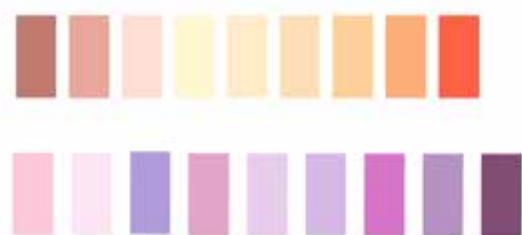
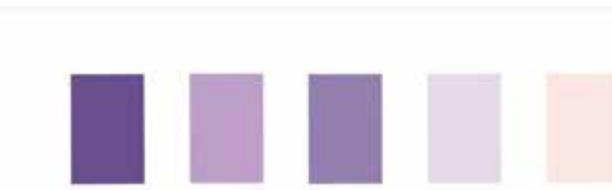
## Second round interview note



# Hight fidelity

## Lean Branding

### Mood Board



Home Our Courses Tutor Page About Us Q Search Sign In Sign Up

## Best Tutor for International Student

We're making learning accessible for everyone. You choose who to work with, and when to meet.

Free Trial

Learn from 325+ leading universities and companies with XXX

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK NYU UNIVERSITY OF OXFORD THE UNIVERSITY OF CHICAGO

Home Our Courses Tutor Page About Us Q Search Sign In Sign Up

A Plan for You Weekly Progress Updates for you Collaboration with Teachers Working as a Team

### Choose A Course for Test

TOEFL ESL ACT SAT IELTS >

### Play with English Course

Reading Learn English with Movie Learn English with comic Learn English with Music Listening Learn Conversation >

Home Our Courses Tutor Page About Us Q Search Sign In Sign Up

## Discover the world's top tutors

Kirsten Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

Julia Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

Kirsten Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

Robert Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

Julia Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

Achieve Academy

We're making learning accessible for everyone. You choose who to work with, and when to meet.

© 2024 Achieve Academy

Information Home Our Courses Our Tutors About Us Contact Us 000-000-000 00000@gmail.com Follow Us

Home Our Courses Tutor Page About Us Q Search

## Choose your Tutor

All we believe that every student has the potential to succeed. Our dedicated team of experienced tutors is here to provide personalized, engaging support tailored to your unique learning needs.

Gender Category Price Country Level

Julia Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

Kirsten Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

Robert Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

Julia Class TOEFL Experience 10 years Education 20 Review ★ 5.0 Select

This image displays a series of 12 wireframe prototypes for a web-based tutor booking platform, arranged in a grid-like pattern. The prototypes illustrate various stages of the user journey, from sign-up and course selection to payment and confirmation.

**1. Sign In / Sign Up:** A landing page featuring a 'Sign In' form with fields for Email Address and Password, and a 'Sign Up' button. Below it is a 'Sign in with' section for Google, Facebook, and Apple, along with a 'Contact Us' link and a 'Need Help?' button.

**2. Sign Up:** A 'Sign Up' form with fields for Email Address, Password, and Confirm Password, and a 'Sign Up' button. It also includes a 'Already have an account?' link and a 'Sign In' button.

**3. Home Page:** A landing page for 'AA+ TUTORING'. It features sections for 'Choose your Course' (TOEFL, IELTS), 'Tutor Profile' (Julia, TOEFL, 10 years, PhD, 5.0), 'Personal Traits' (Patience, Flexibility, Problem-solving), 'Goals' (Deliver excellence in the classroom, Help students set and achieve education goals for reading, writing, and speaking, Focus on helping students find creative resources for complex and nuanced English language topics, Collaborate with various teachers and departments to create practice tests for students, Plan and deliver high-quality online lessons), and 'Time Available' (In person).

**4. Tutor Profile:** A detailed profile for tutor Julia, showing her photo, name, class experience (TOEFL, 10 years), education (PhD), rate (\$5.0), and personal traits (Patience, Flexibility, Problem-solving). It also lists her goals and time availability (9am-11am, 1pm-3pm, 5pm-7pm).

**5. Select Day & Time:** A calendar interface for selecting a day and time. It shows the month of September 2024 with days from Sunday to Saturday. Available times are highlighted: 9am-11am, 1pm-3pm, and 5pm-7pm.

**6. Payment Methods:** A page showing various payment options: VISA, American Express, Discover, MasterCard, Zelle, and PayPal.

**7. Payment Methods (continued):** A continuation of the payment methods page, showing the same options.

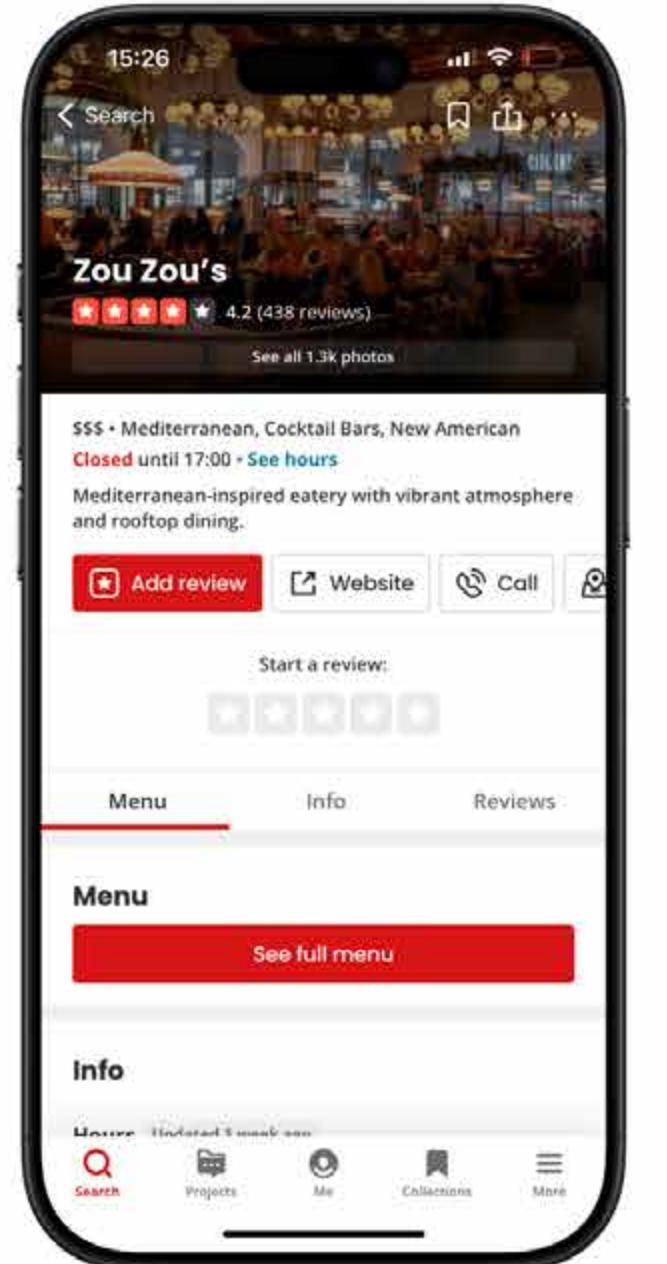
**8. Payment Methods (continued):** A continuation of the payment methods page, showing the same options.

**9. Payment Details:** A page for reviewing payment details. It shows a monthly plan for tutor Julia from 10.3.2024 to 10.3.2025, with a total of \$100.00. It includes fields for payment information (Visa Card 10003333, exp 01/25) and billing address (123 fake Street, Springfield, IL 62701 USA, 1000-000-000). A note states: "Your order will not be placed until you click "Pay". This will complete your order and change your payment method for the total amount due."

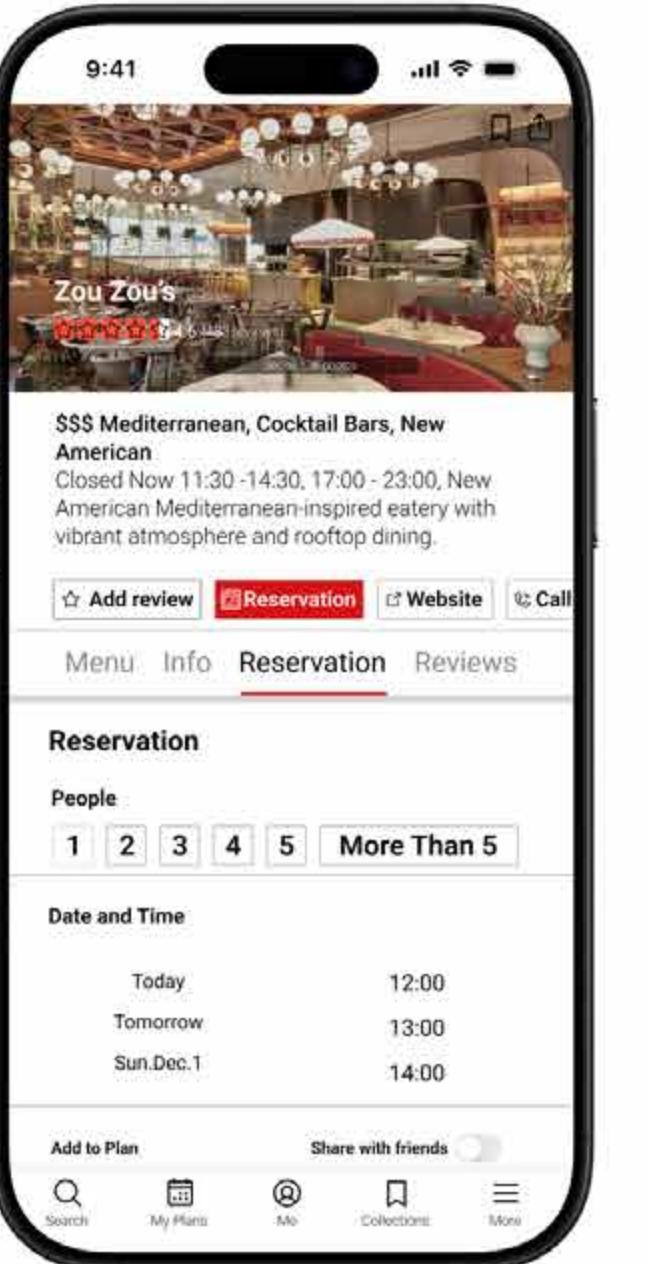
**10. Review Your Order and Pay:** A page for reviewing the order and paying. It shows the same payment details and a large 'Pay' button.

**11. Thank You!:** A confirmation page stating: "A confirmation email will be sent to you with your complete order details." It shows a summary of the booking: You're book a class with Julia!, Date: 10.3.2024 - 10.3.2025, Time: 9am-11am, and a large checkmark icon.

**12. Your Information:** A page for entering payment card information. It includes fields for Full Name of Card, Card Number, Expire Day, CVV, and a checkbox for "Save this card securely for future". A 'Save & Continue' button is at the bottom.



Original version



Design version



Design version

# Yelp New Feature Design

## UI & UX

This project is about create a new feature for an app. The APP I choose is Yelp. Aim for app that have an easy to find user base or are easy to download & use. Avoid app that have a hard to immediately access user base. The feature I create is “Make plan” & “Reservation” to help users to organize thier events.

# Project Timeline

## Research

- APP Audit
- Research Plan
- Interview Notes
- Synthesis

## Ideation

- User Insights
- Ideation sketching workshop
- Product Requirements Doc (PRD)
- Low-fi designs (wireframes)
- Second round interview note

## High-fidelity

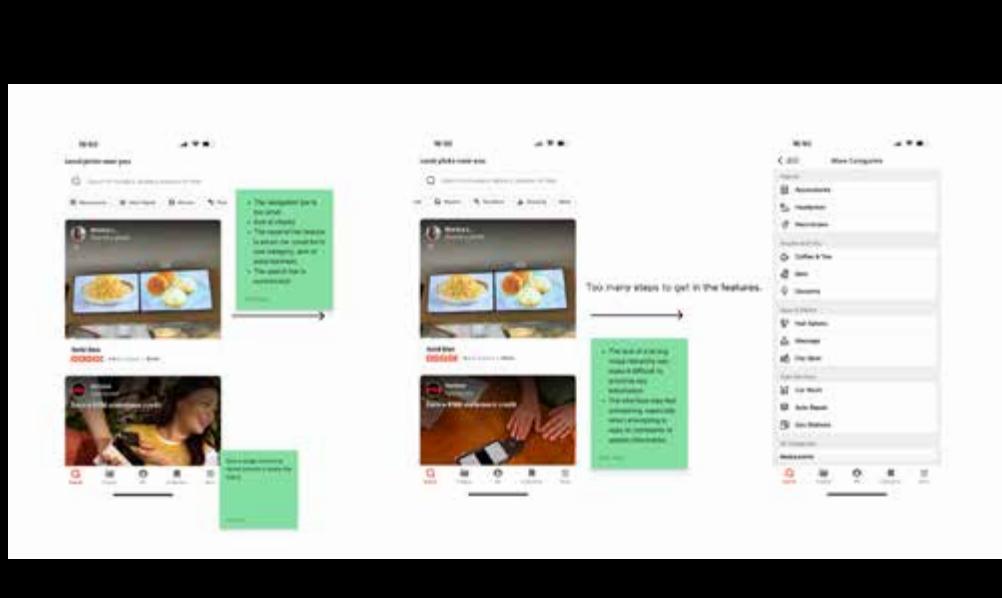
- Components & Elements
- Documentary

# Research

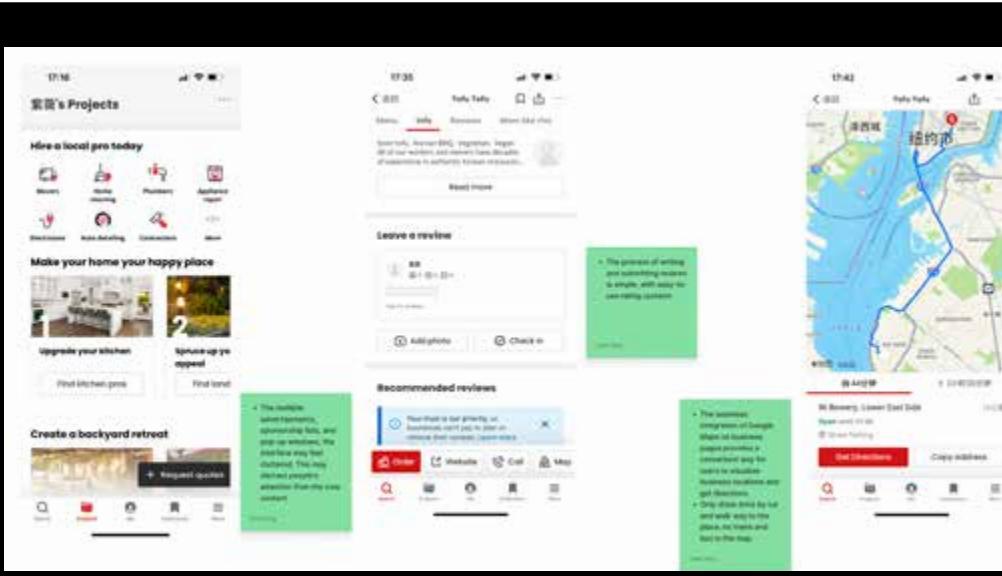
## APP Audit - screen cap key flows of the APP

### The aim of the Feature

- I will add a “Things To Do” or a Schedule/ calendar feature in this app.
- Share your schedule or plan with your friends. Your friend could edit the schedule in the app too.



- The navigation bar is too small.
- Icon is clear.
- The most of the feature is about car, could be in one category, lack of entertainment.
- The search bar is out standard.
- Give a single section to Home Service is waste the space
- Too many steps to get in the features.
- The lack of a strong visual hierarchy can make it difficult to prioritize key information
- The interface may feel uninspiring, especially when attempting to reply to comments or update information.



- The multiple advertisements, sponsorship lists, and pop-up windows, the interface may feel cluttered. This may distract people's attention from the core content
- The process of writing and submitting reviews is simple, with easy-to-use rating systems
- The seamless integration of Google Maps on business pages provides a convenient way for users to visualize business locations and get directions.
- Only show drive by car and walk way to the place, no trains and bus in the map.

## Research Plan

### Research Questions

#### What features of the Yelp app (e.g., reviews, photos, search filters) do users find most useful?

- The most useful feature is rate the restaurants feature.
- User could upload photos, videos, commons in the reviews.
- Rate by the stars are more useful feature in Yelp.
- Yelp's focus on allowing both positive and negative reviews gives users a balanced perspective

#### What are the strengths and weaknesses of the Yelp app in terms of functionality?

- The strengths function is rate restaurants.
- The weakness function is auto services such as car wash, auto repair.

#### Engagement

- Yelp has highly engaged reviewers, the app's characteristic is user rate and reviews
- Google review is inside of the Google Map, the review is not the main point of the app. Google reviews are often used for quick feedback (star ratings), but there's less incentive for users to leave detailed stories compared to Yelp's format.
- TripAdvisor is more specialized toward the travel and tourism industry (e.g., hotels, restaurants, attractions), with high engagement in these sectors, especially among travelers.

#### Satisfaction

- Yelp is trusted by users who value detailed, anecdotal reviews from real people, particularly when it comes to local businesses. Yelp's focus on reviews with both positive and negative feedback.
- Because Google Reviews is integrated into the Google Map and is easily accessible, it benefits from a wide user base, but there are also concerns about the platform's vulnerability to fake reviews or spam.
- TripAdvisor reviews are generally well-regarded in the travel and tourism space, but the platform has been criticized for some fake reviews, particularly in highly competitive destinations.

# Research

## Interview Questions

- Do you use Yelp? If not what platform do you use?
- How do you navigate Yelp's app or website to find businesses?
- What features (e.g., reviews, photos, search filters) do you find most useful?
- How often do you leave reviews, and what motivates them to do so?
- How do your behaviors differ between finding restaurants, services, or other business types?
- How do reviews and photos influence your decision-making?
- How easy is it for new users to find and use Yelp's features (e.g., writing reviews, filtering search results)?
- What challenges do you face while using the Yelp app or website?
- How satisfied are you with the overall design and navigation of the Yelp app?
- How satisfied are you with Yelp compared to its competitors in terms of review quality, user experience, and business recommendations?
- How do you feel add a plan in this app?
- Do you think it is possible or impossible to make a plan?
- Do you usually make a plan on your device?
- How do you feel the place want to go in the Yelp?
- What type of input fields, templates, or customization options would you offer users when they create a plan?
- What core functionality do you think is essential for a "make plan" feature (e.g., setting goals, deadlines, creating tasks)?
- How would users add businesses, restaurants, or events to their plan? Would they be able to customize details like time, location, or preferences (e.g., vegetarian-friendly)?
- Would you allow users to set up categories for different types of plans (e.g., a dinner date, a weekend trip, a group outing)?
- How would you enable users to collaborate on their plans? Would you let them invite friends or share their plan details via social media or messaging apps?

## Interview



Yuting

**"I am not usually add review for the restaurants. But the star evaluate is useful for me."**

### Experience

- I never used Yelp. I only use some Chinese platform such as booking or Trip platform.
- I think the star evaluate is most useful
- I never leave reviews. Only once to give a good comment
- The photo is most important for me. Sometimes the business's photo is totally different from users.
- The challenges I faced is I can not compare with the fee in the history. Not show the fee in the past.
- The landing page is clearly and I can directly search and choose anything I want. The information is clear and directly and detailed. The filter is useful and clearly and give the information directly after I choose.

### Recommend

- I feel good for add a plan feature in this app.
- If I have all my planner of the time in a feature, it is convenience for me.
- I use Apple Note to type by myself. If I have too many notes, I cannot find the one I want.
- Make it looks like Google Calendar. Straight forward and simple. Make it as location in the plan not time line.
- Let the plan looks more organize.
- It is better add businesses, restaurants, or events to the plan customize details as time.
- I allow users to set up categories for different types of plans
- I would like share the plan with my friends.



Jeniffer

**"I usually check the photo first, I want to see if the restaurant look good, I also want to see the menu and how the dishes looks like."**

### Experience

- I am using Yelp APP.
- The most useful feature for this app is I can see the restaurant photo and food photo for the specific restaurant. I can search the restaurant I want in the search filter.
- I never leave a review
- Photo is important for me and influence my decision-making
- The challenge is there are many advertisements in the app.
- It has anything I want and satisfy my requirement. It shows any options for any choice
- I am not use other rate app.

### Recommend

- The plan feature will be useful for the people who need it.
- I add salary day in the calendar. If I have many things to do, I will make a plan.
- I never make a plan.
- It could remind you the events before 15 minutes.
- Deadline of the plan is important for me.
- Time and location is more important. I search preference in the search page.
- It could add a filter for the events.
- I would like to share plan with my friends.

# Research

## Interview



Iris

**"If I do not make a plan, I cannot go out."**

### Experience

- I do not use Yelp. But I use Google map
- Photo is important for me. I want to know how the menu looks like and make sure what I want to order
- I am not usually write review. If I feel a good service I would like give reviews
- I look the review first before I want to a restaurant after I will check the photo.
- Review is not be trust because some business give gift if I give good review.
- The satisfied of use the app is could look at the photo and have range number is important and clearly to see the evaluate.

### Recommend

- I think make a plan is possible. I must make sure where I go and make plan that I will go out.
- I use Apple Note and Notion to make plan.
- The input of the make plan feature could be afferent, has category or group, add interesting hash tag, icon.
- Creating tasks could be a core functionality do you think is essential for a "make plan" feature.
- I preffer more detail to the date
- I allow users to set up categories for different types of plans mix them and depends on how the user need it.
- I would like collaborate friend into the plan.



Irene

**"I want to share my plan with friends that let them know the information of the restaurants."**

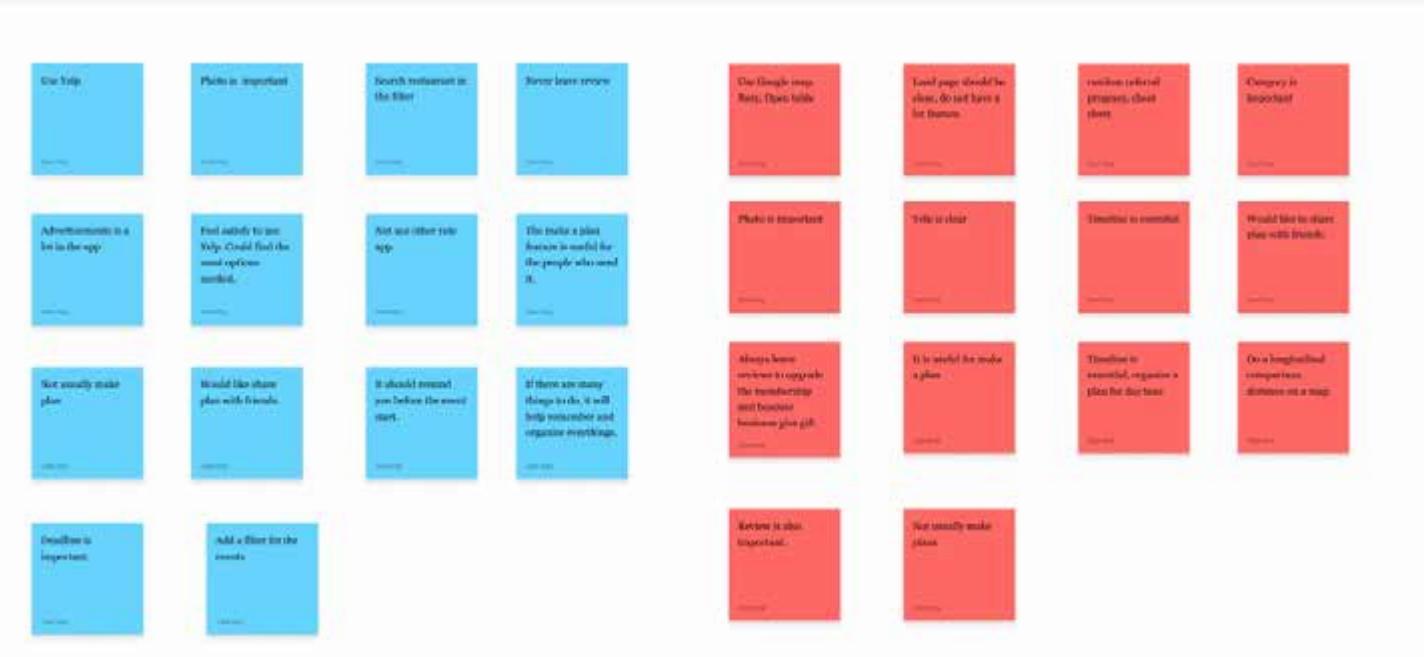
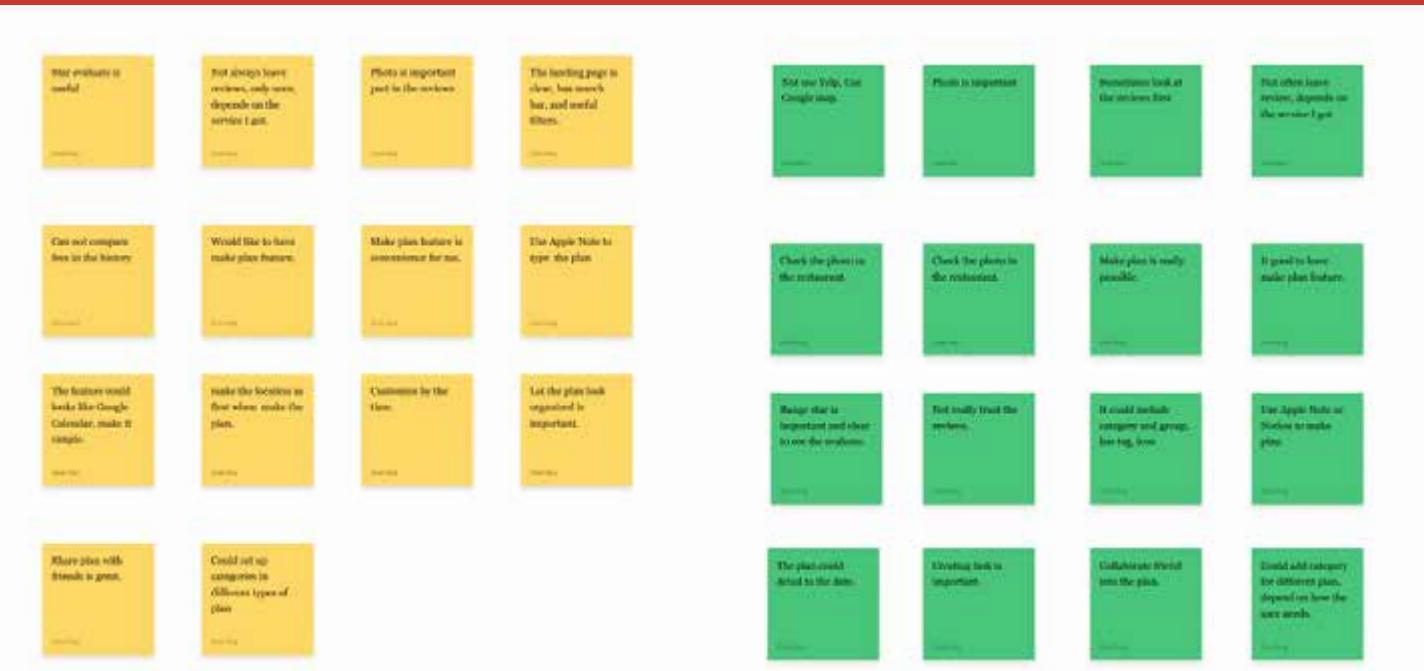
### Experience

- I used Yelp before but I never use it right now.
- I reviewed by food, general, easy to navigate make reservation how long to wait.
- I look at the star first then review, Not leave reviews sometime if give point or dessert
- The photo is important to see the restaurant environment
- Some restaurant do not have reservation. I want to see how may waitlist right now. Register the waitlist and see how long how many should I wait.
- The menu photo is clear and information for the food.

### Recommend

- It nice to give notification for the events.
- Make plan feature is possible but I do not make plan. Research similar restaurant is possible too.
- Deadline is core functionality is essential for a "make plan" feature
- Category the restaurant and options by location, best place based on personalize.
- I allow users to set up categories for different types of plans for big group.
- I would like send the link to the friends show friends icon in the feature.

## Sythesis



# Ideation

## User Insights

Users need photos in the reviews to see how the restaurant and food looks like

All of them think photo is the most part in the reviews, they check the photo first then the text. Also, the star value is important too that is obvious to see how the evaluate of the restaurants. User need to see the information of the waitlist such as how many people in the, how long should be wait, also they want to reserve the waitlist.

Users need a clear plan in the app to organize the events.

Some people need a plan for the trip because they want their plan more clearly and organized. Some app do not show all plans, they should check one by one is inconvenience. Make a plan feature is really helpful to has a organized plan. Allowing users to plan activities, events, or itineraries directly within the app. Planning an outing, trip, or group activity requires users to explore different options, which naturally leads to longer session times and more interactions with app content.

Users want to share their plan with friends.

It is important for user to share plan with friend. It help to create a multiple events to a group of people that everyone could see it and do not need send the location or time one by one. User think time and location is important for the plan. Also user need a map or direction for the plan.

## HMW

How might we approach designing the user interface for the “make plan” feature to make it intuitive and easy to use?

How might we create the “make plan” feature integrate with Yelp’s existing search and filter capabilities? For example, could users filter restaurants or events based on factors like price range, dietary restrictions, or ambiance when creating a plan?

How might we approach designing the user interface for the “make plan” feature to make it intuitive and easy to use?

How might we allow “make plan” feature share with multiple people to contribute to a plan (e.g., voting on restaurants, suggesting activities)? How would you design this collaborative aspect?

## Sketch



# Ideation

## Product Requirements Doc (PRD)

User Flow



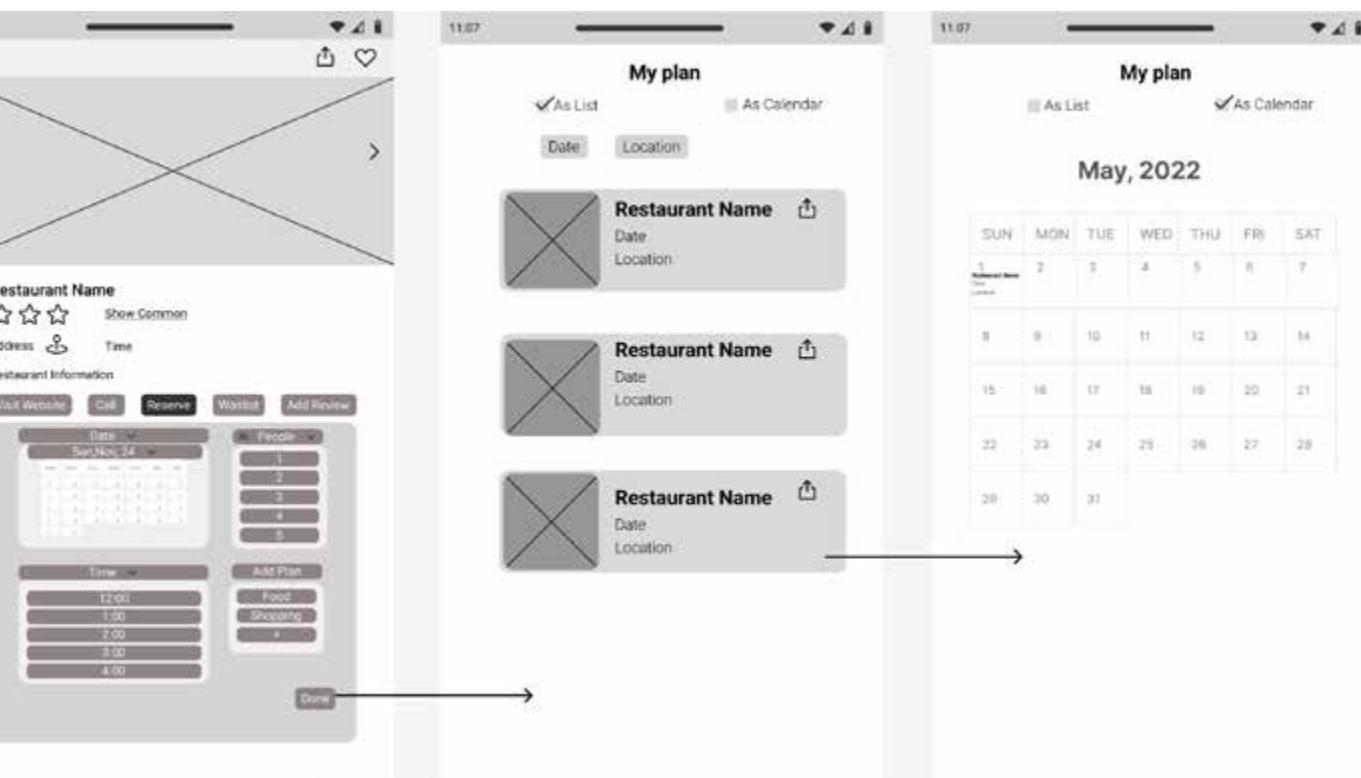
Journey Map

Stage	Goal	Touchpoint	Experience	Actions	Emotions	Painpoints
Awareness	User realizes they may have a group event.	Notification badge visible on app.	"My Plan" as a notification makes the user feel a sense of achievement as a potential solution is generated.	Click on the notification or open more.	😊 😃	Uncertain what to do next will depend on user needs.
Exploration	User explores the "My Plan" feature in the home screen.	"Make Plans" button on the home screen.	User inputs event details such as date, time, location, and invites different venue suggestions.	Create a plan by selecting date, time, and location. Add items to the plan such as food, drinks, and activities. Use these to refine given options.	🤔 😐	Overwhelmed by the many options unclear on which ones to choose first.
Collaboration	User collaborates with others to finalize a plan.	Invitation links to friends and family.	User's friends can invite, suggest, or add their own events. Collaboration happens within the app.	Friends can suggest new events. User receives notifications about new changes or suggestions.	😊	Silence about new invites creates uncertainty.
Decision-Making	User finalizes the plan and confirms the details.	Summary screen with event details and time.	User is reviewing details such as date, time, location, and invitees. Ready to confirm.	Confirms the final plan with friends and family. Adds reminders if needed. Objects has been set for everyone.	😊 😐	Confirms that the user is satisfied with the plan.
Confirmation & Execution	User executes the plan and prepares for the event.	Few confirmation notifications & status reminders.	User receives notifications about the event and any updates made (e.g., location, menu, costs).	User and their friends receive reminders. Makes last-minute updates if necessary.	😊 😐	Important logistical challenges (e.g., traffic, parking).
Post-Event Reflection	User reflects on the event and receives feedback.	Take feedback or review post-event.	After the event, the user reviews the experience and provides feedback on the planning process.	Reviews the experience and provides feedback on the event.	😊 😐	None. The application does not provide a reflection feature.

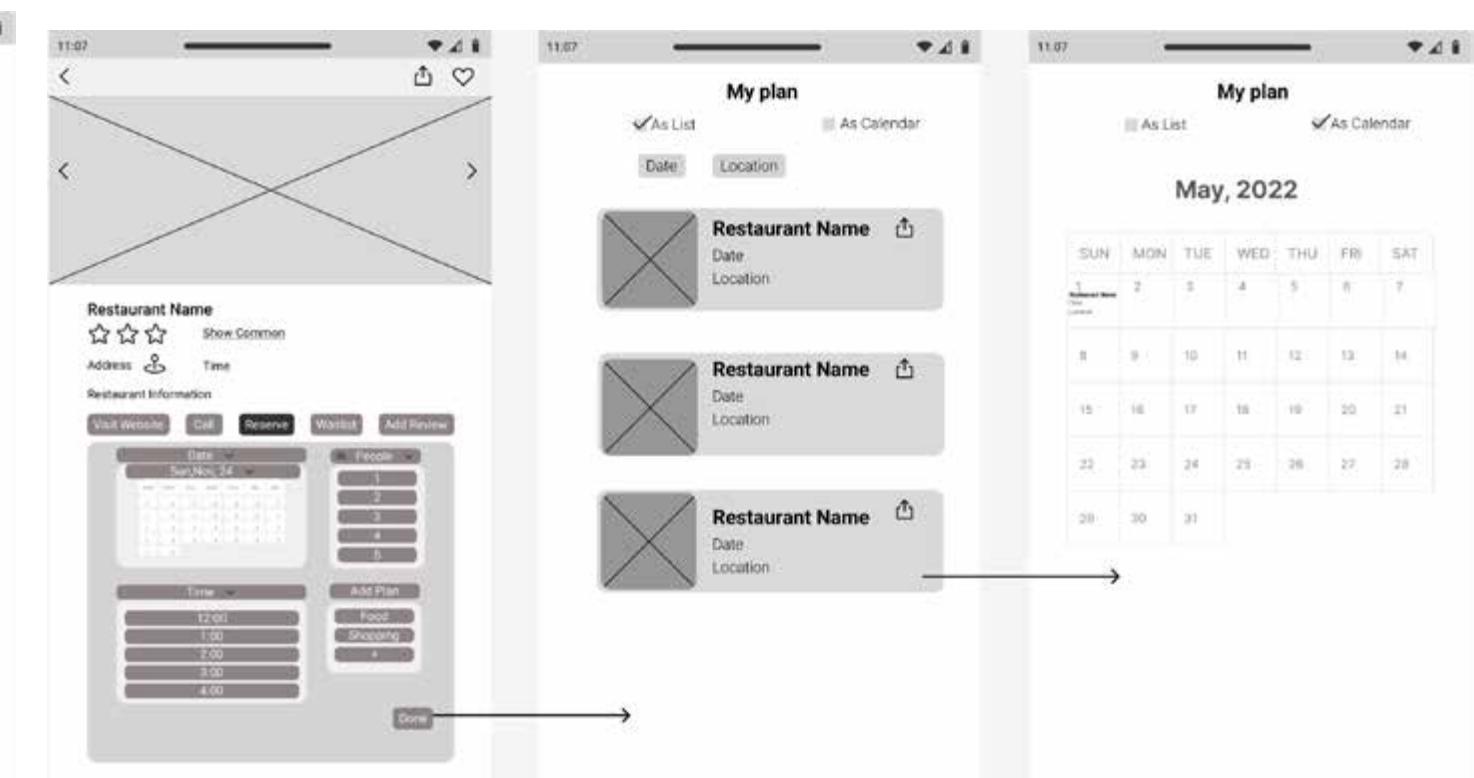
# Ideation

## Low-fi designs (wireframes)

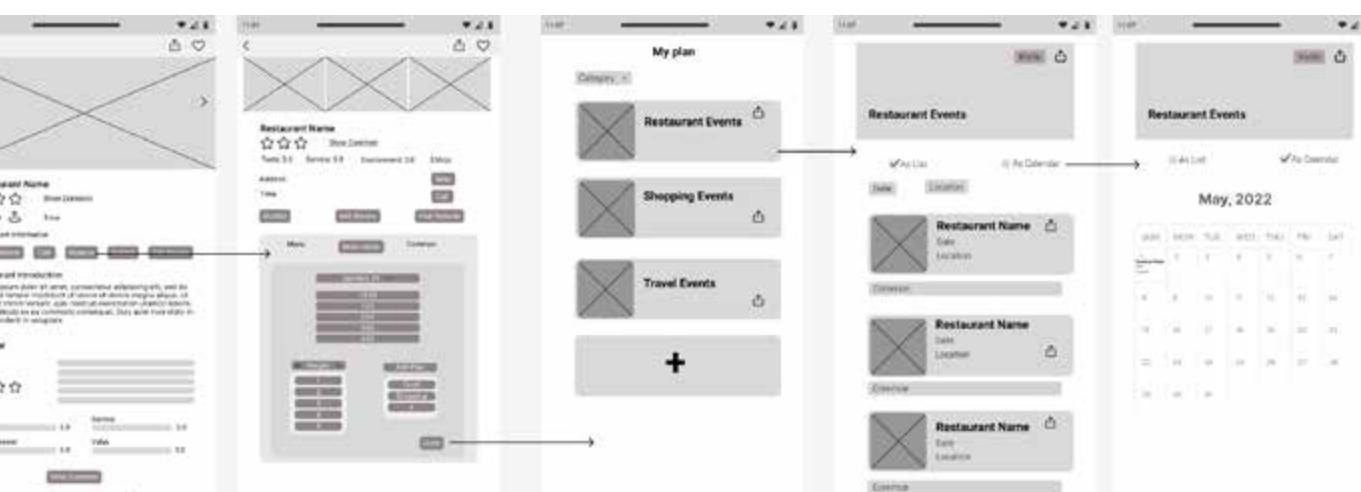
Lo-fi Version 1



Lo-fi Version 3



Lo-fi Version 2

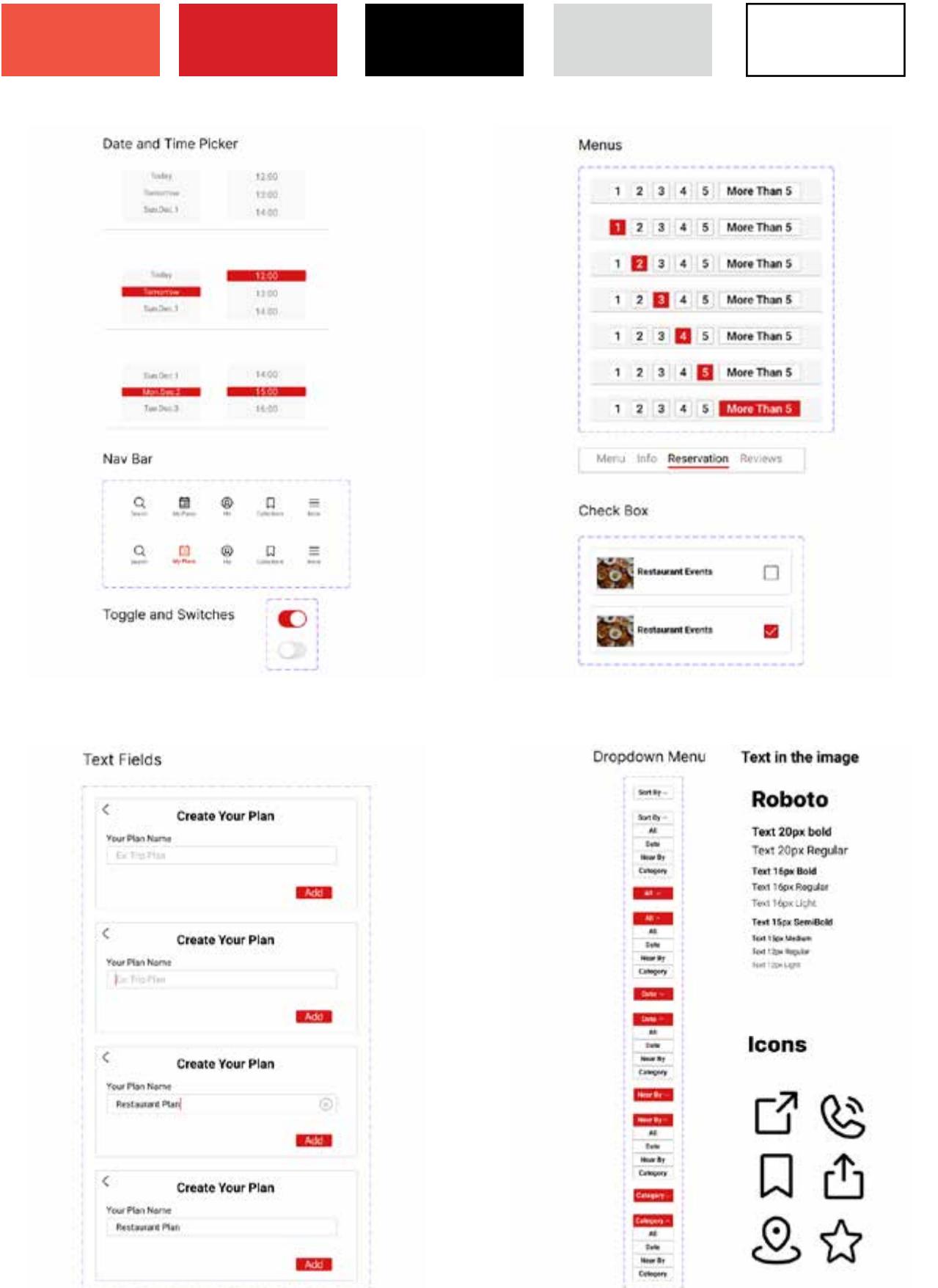


Second round interview note



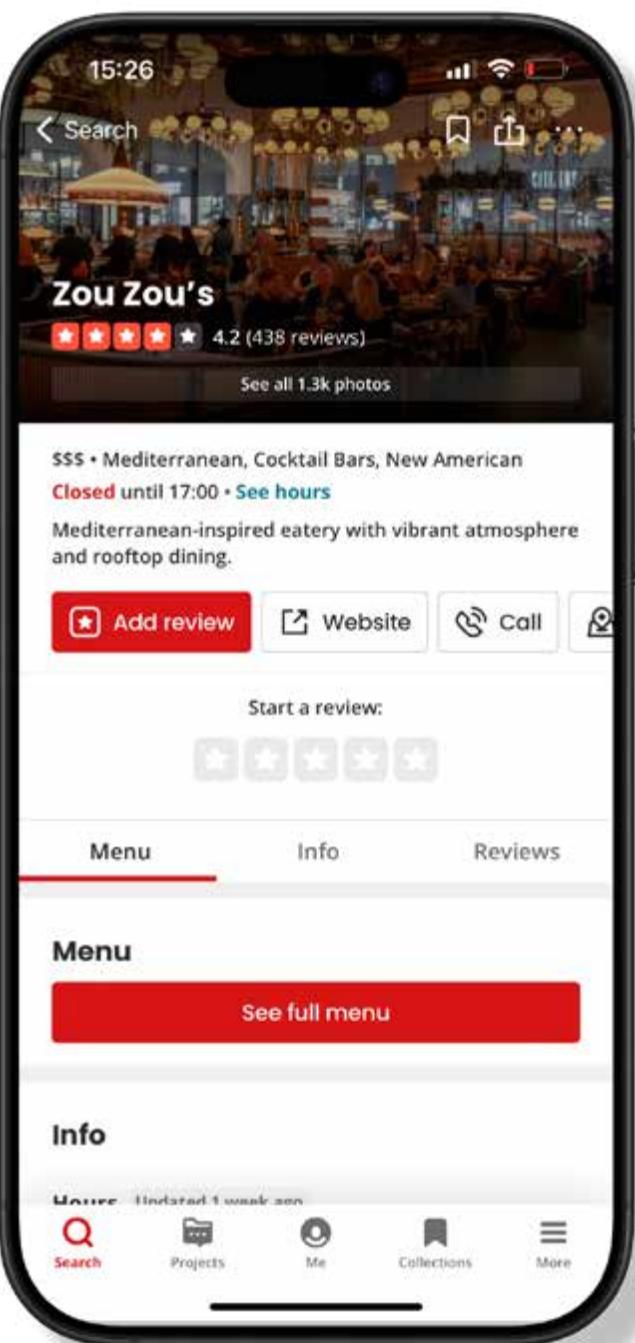
# Hight fidelity

## Components & Elements

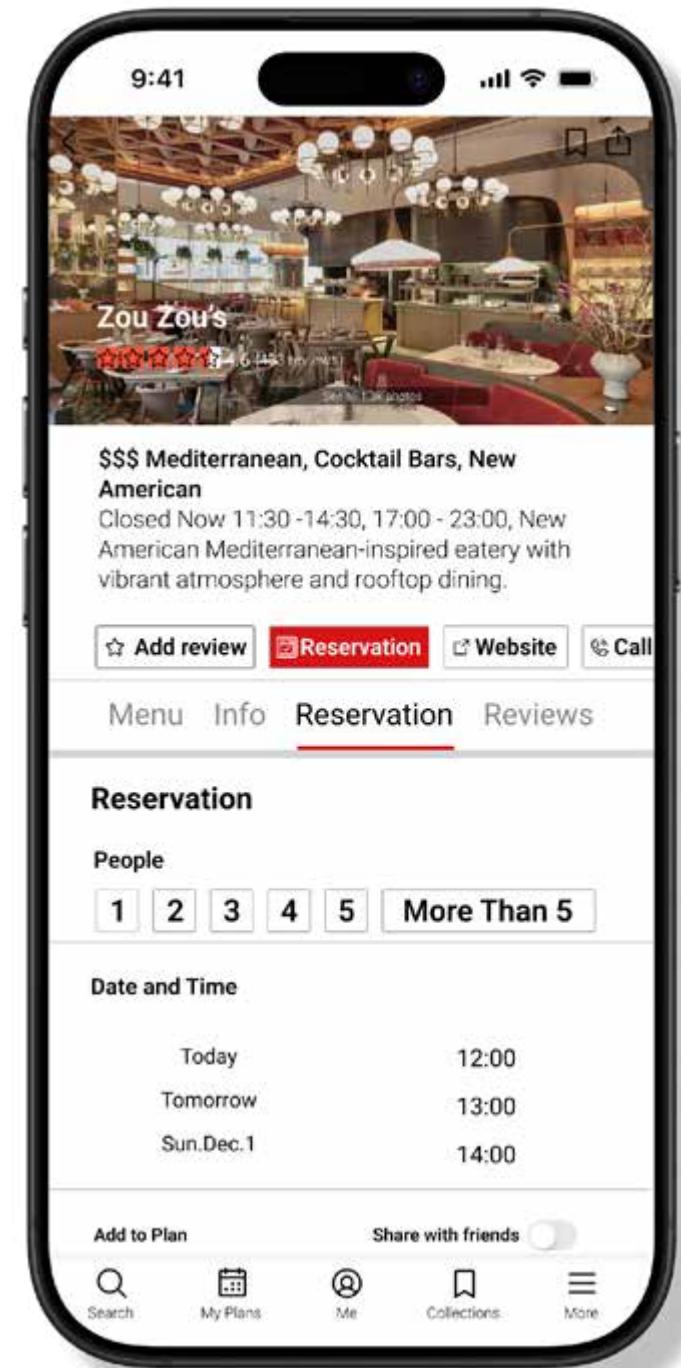


# Documentary

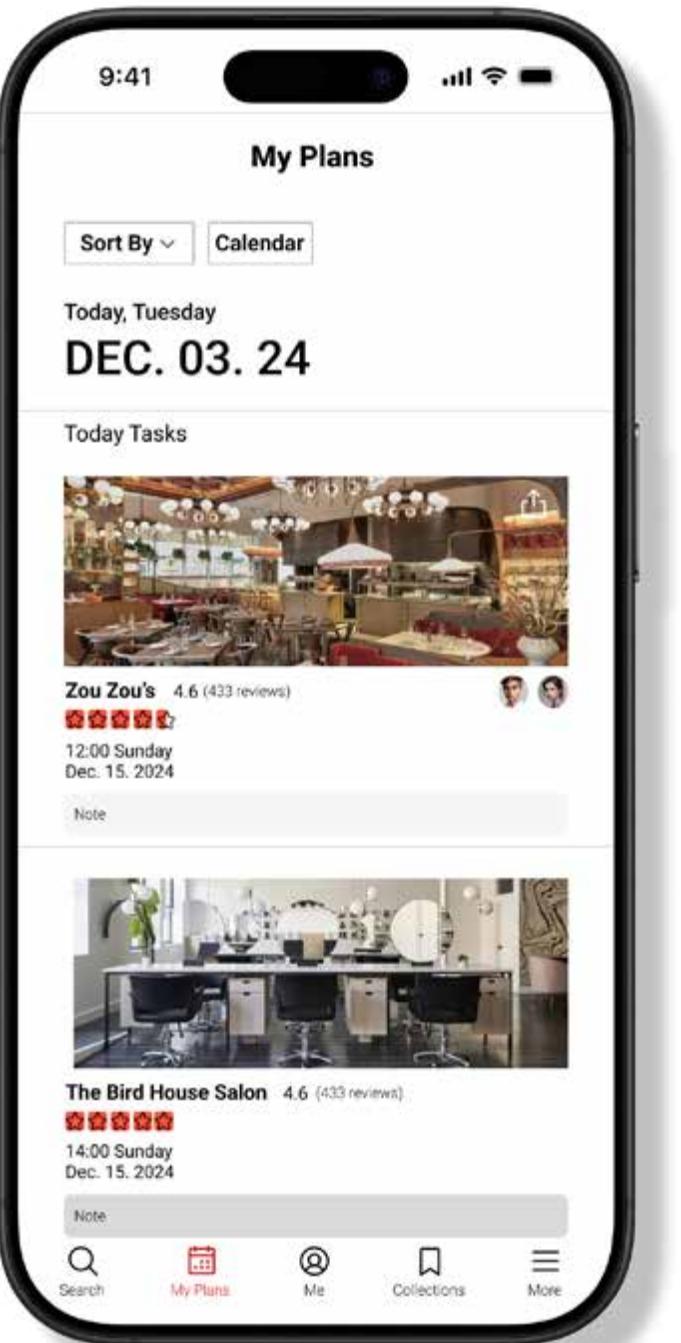
The version of the new feature



Original Version



Design Version



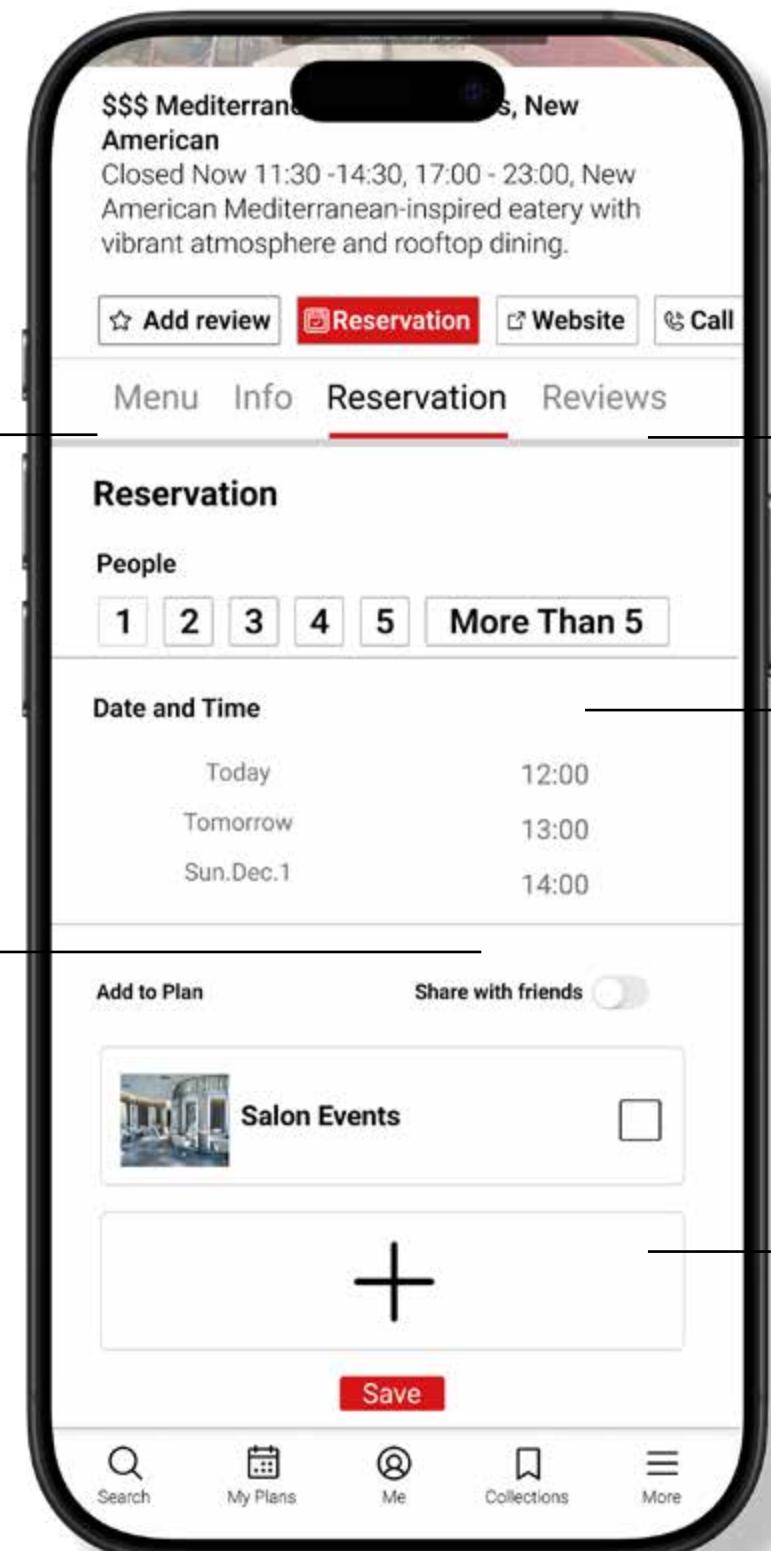
Design Version

# Hight fidelity

## Documentary

Add “Your Plan” from Reservation Step

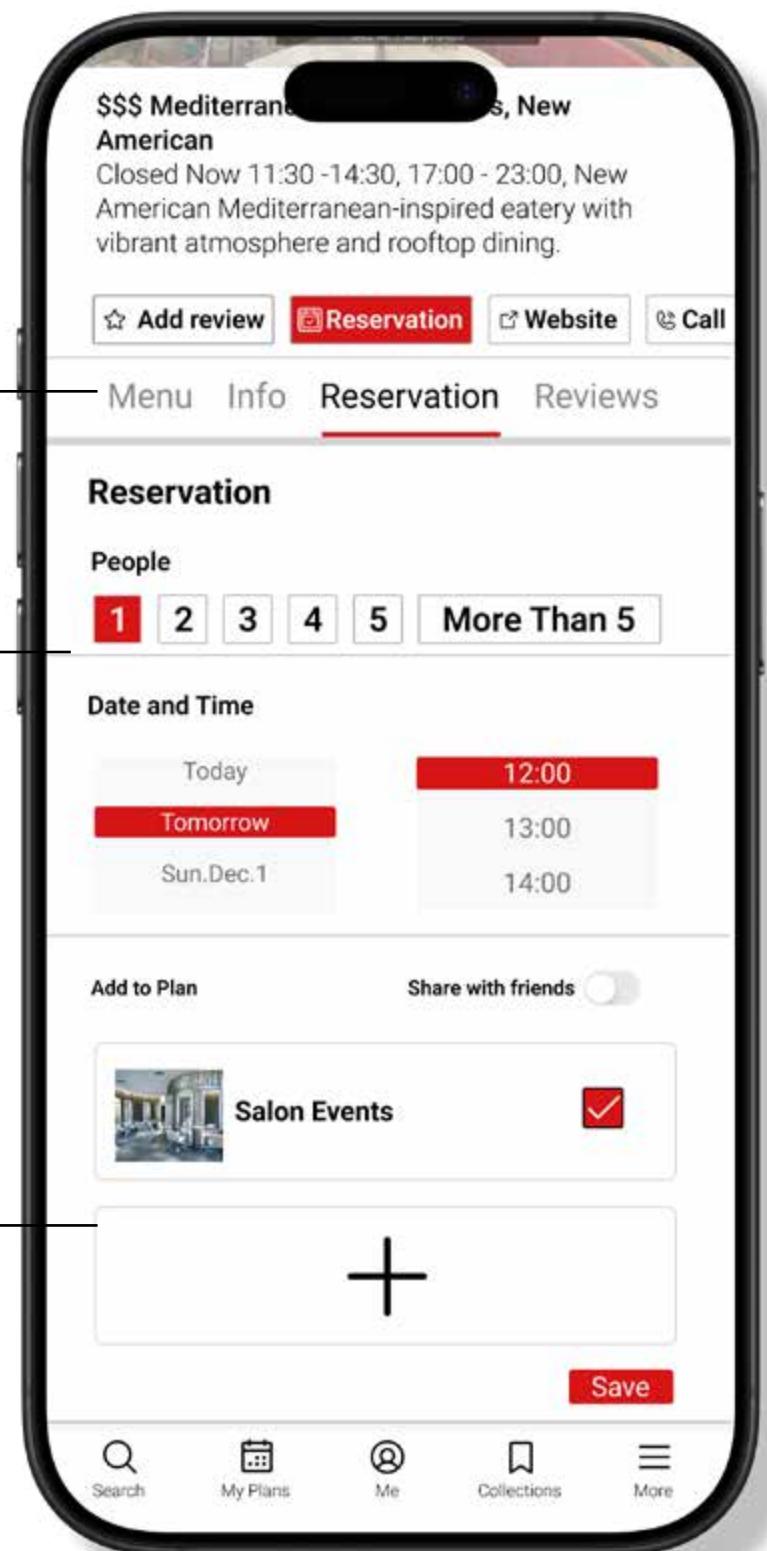
The Activity of the page with bold font and red underline.



A button on the top click to go to the page directly

Click to select the people amount, time and the plan category.

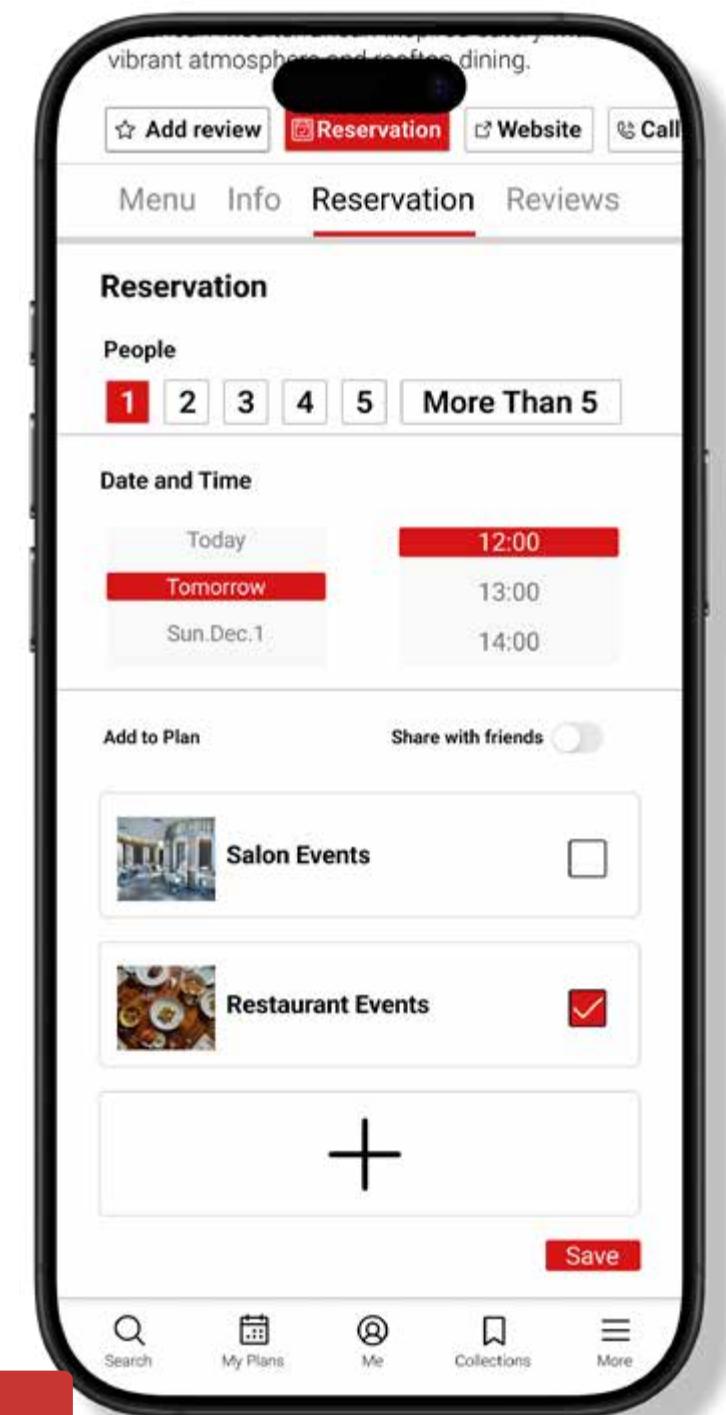
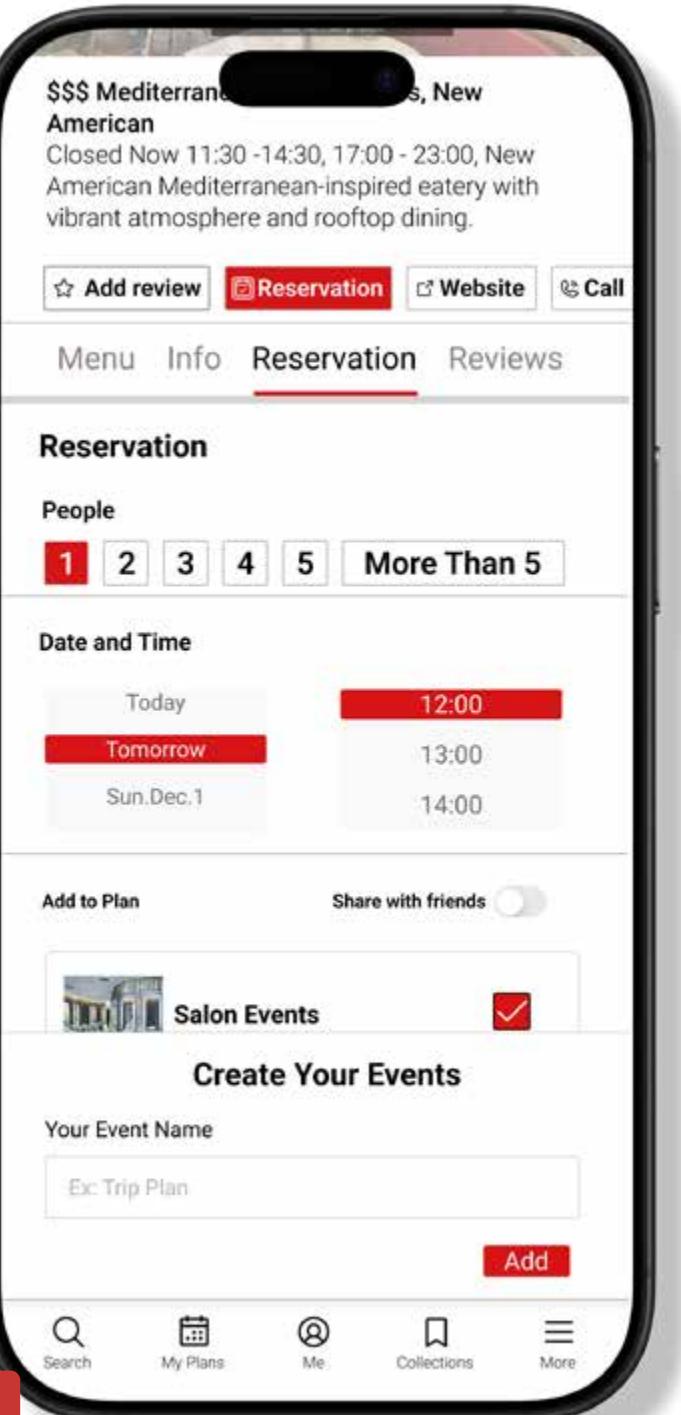
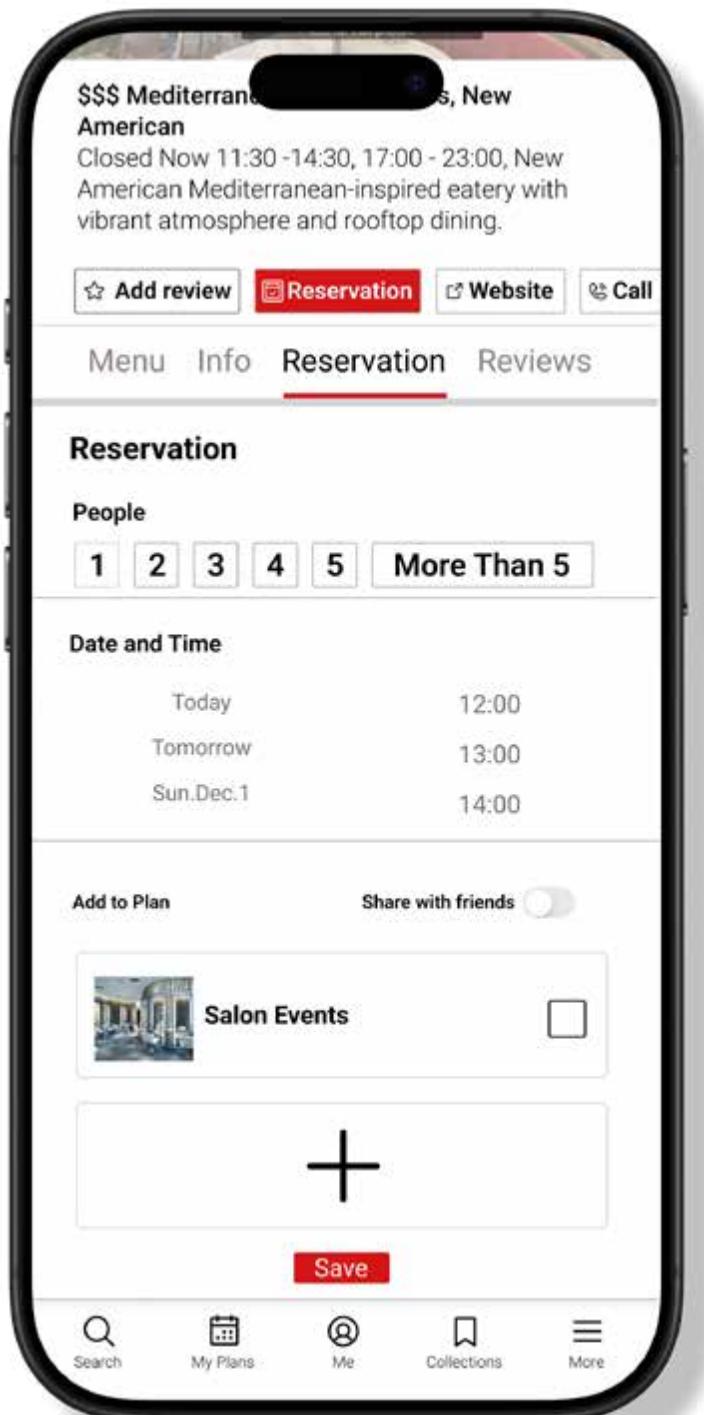
Add this event in a new category.



# Hight fidelity

## Documentary

Add a new event category



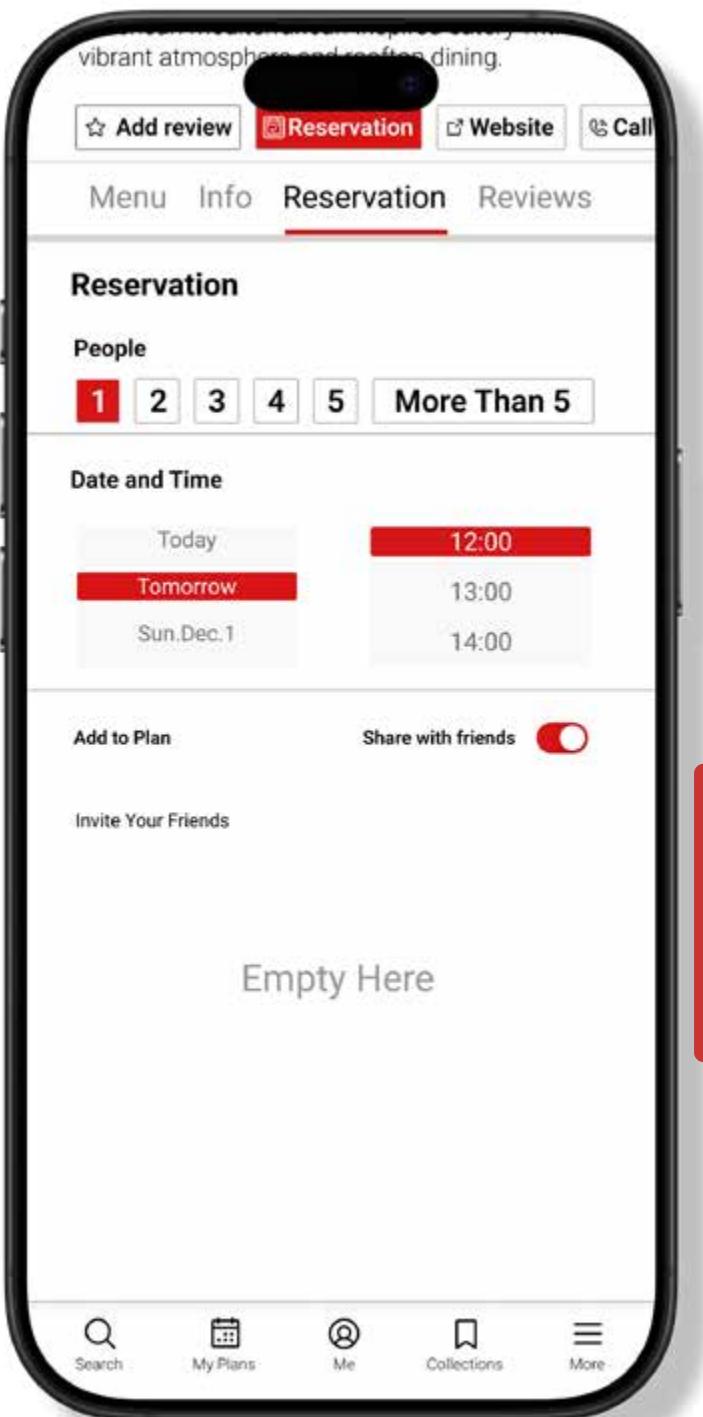
Click "+" button  
to create a new category

Type the Event name  
and add it.

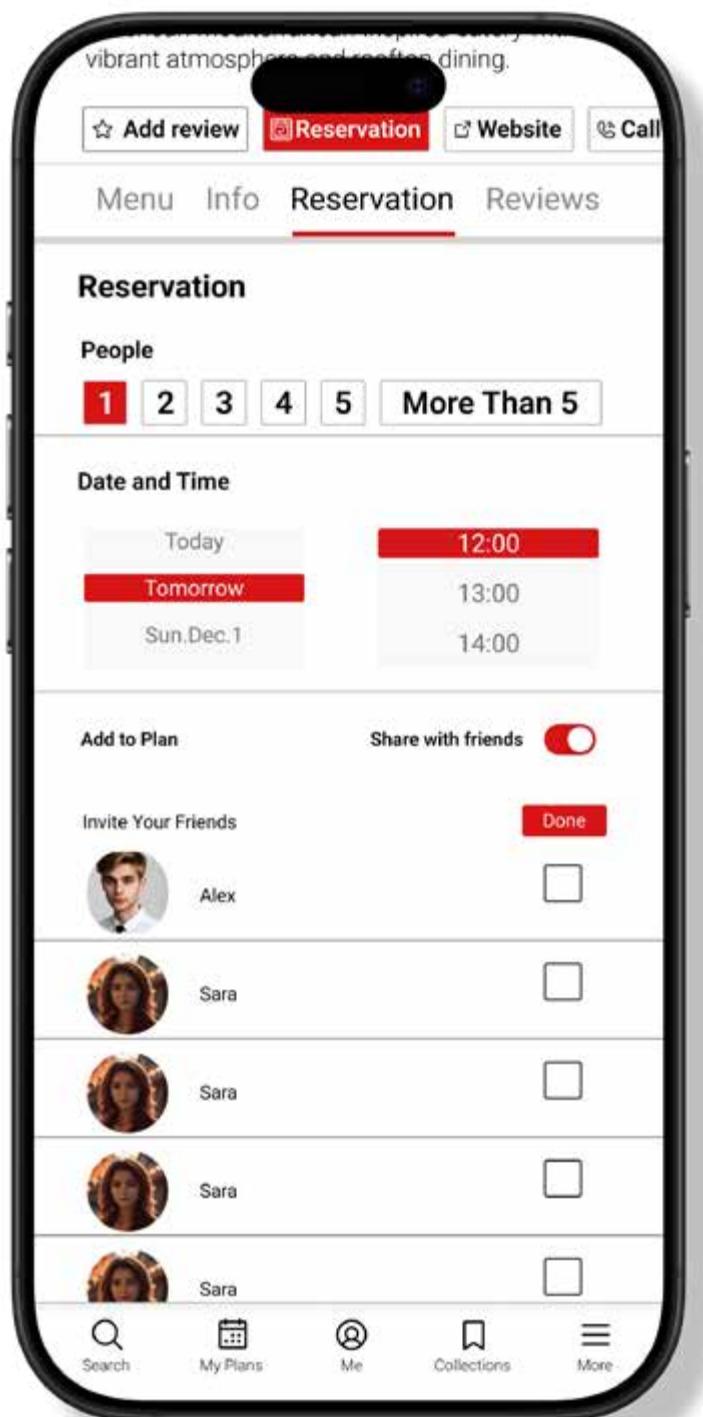
# Hight fidelity

## Documentary

Share with friends



Empty friend list version



Friend list version

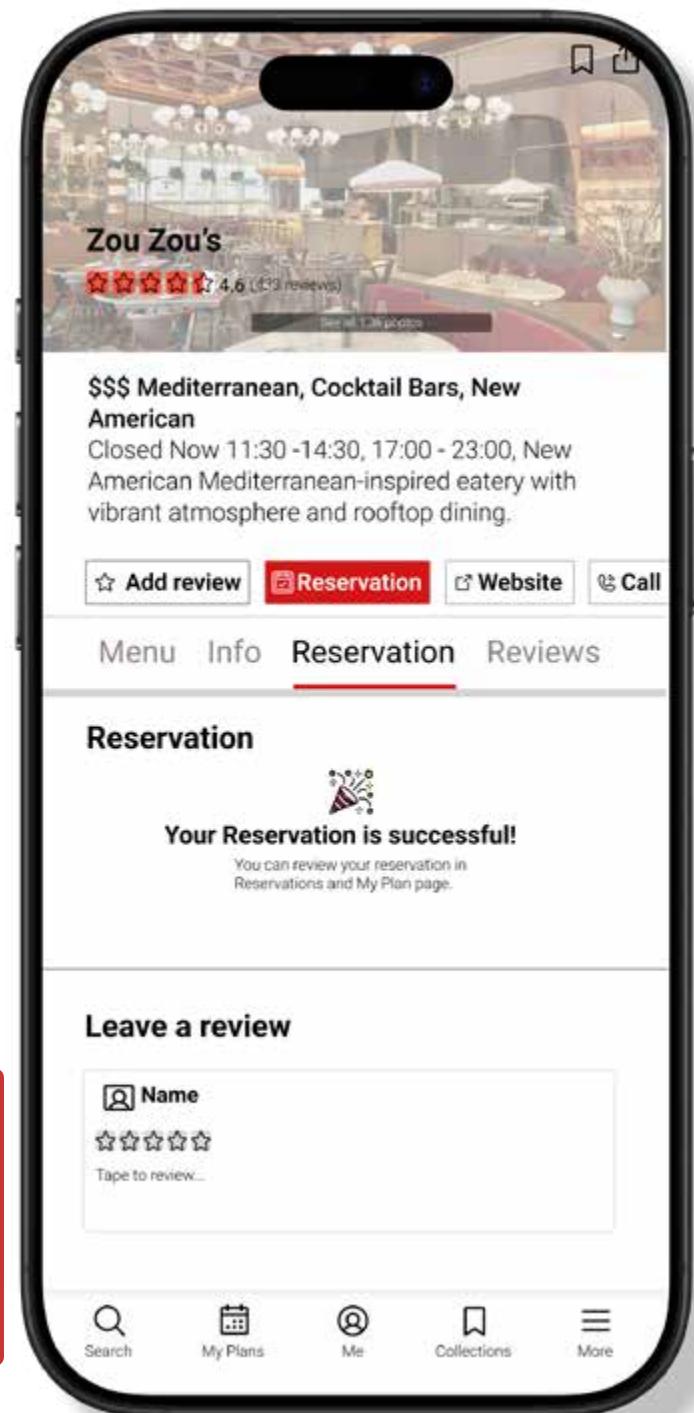
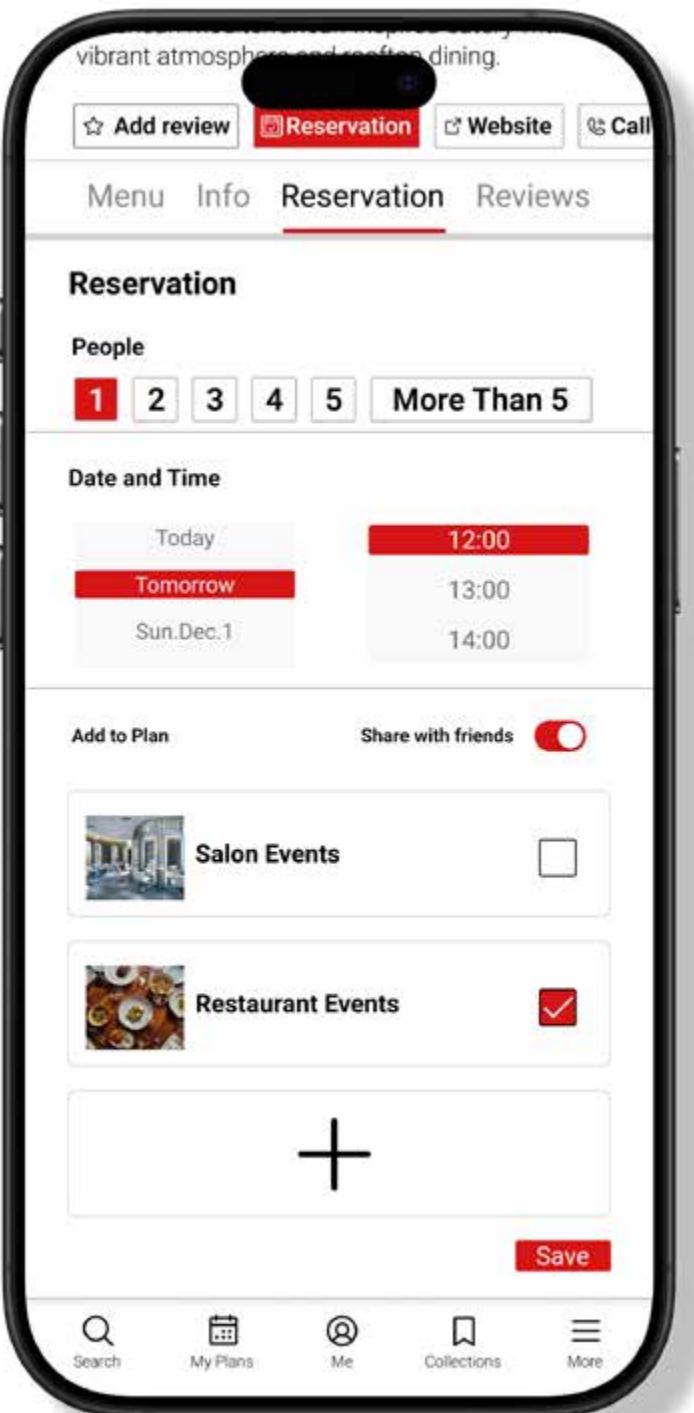
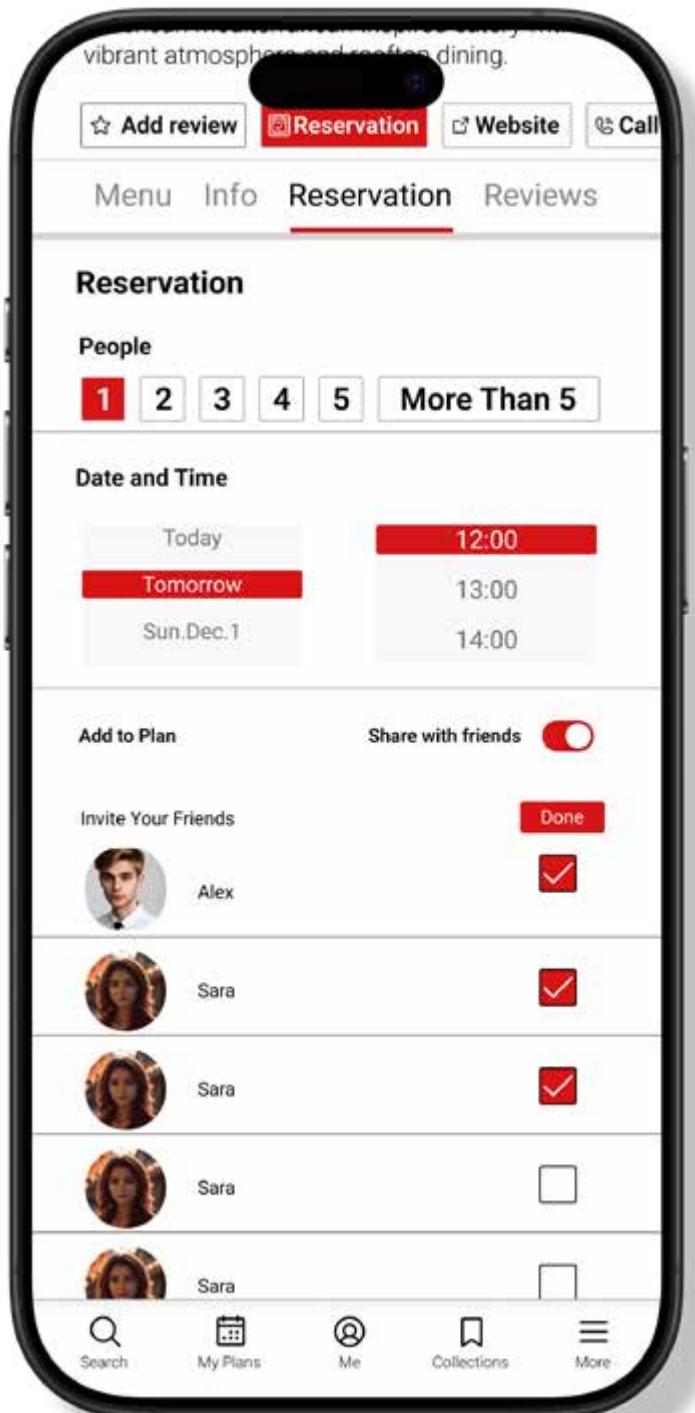


Check box version

# Hight fidelity

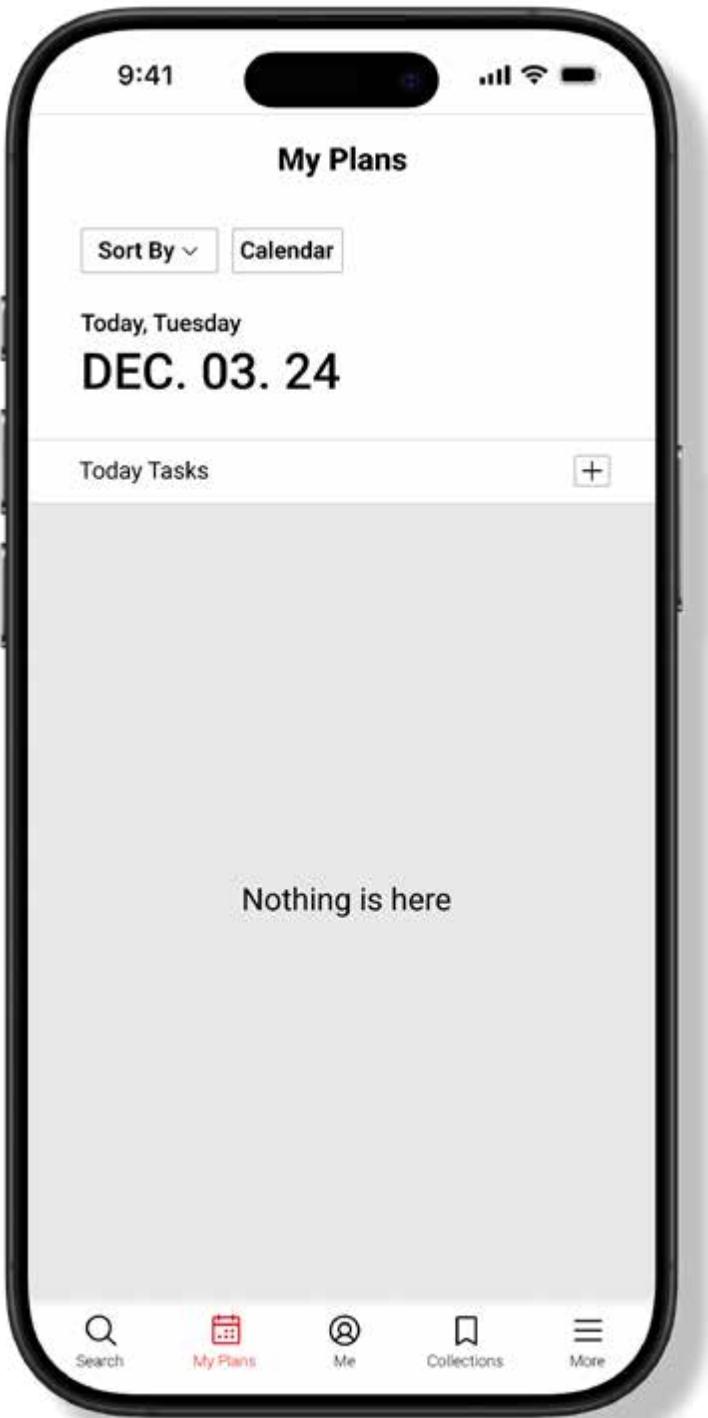
## Documentary

Successful add both your plan and reservation

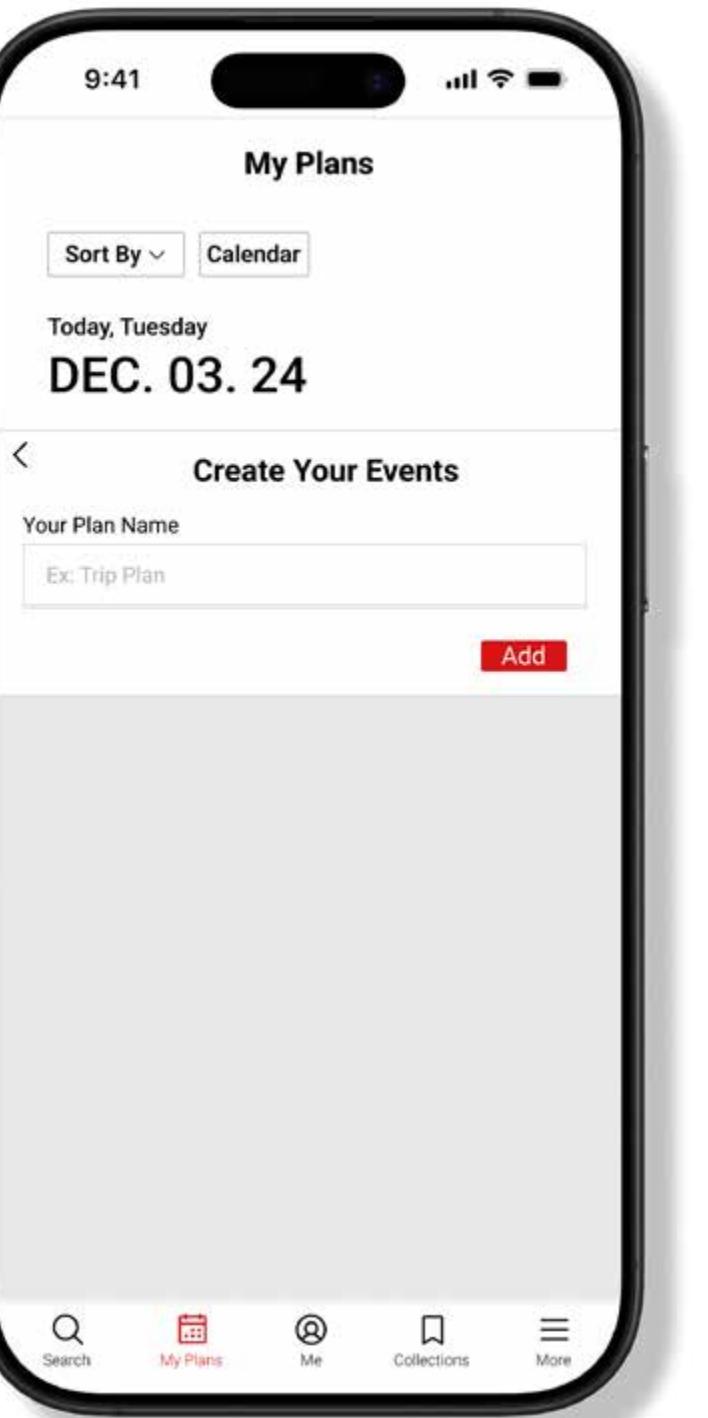


# Hight fidelity Documentary

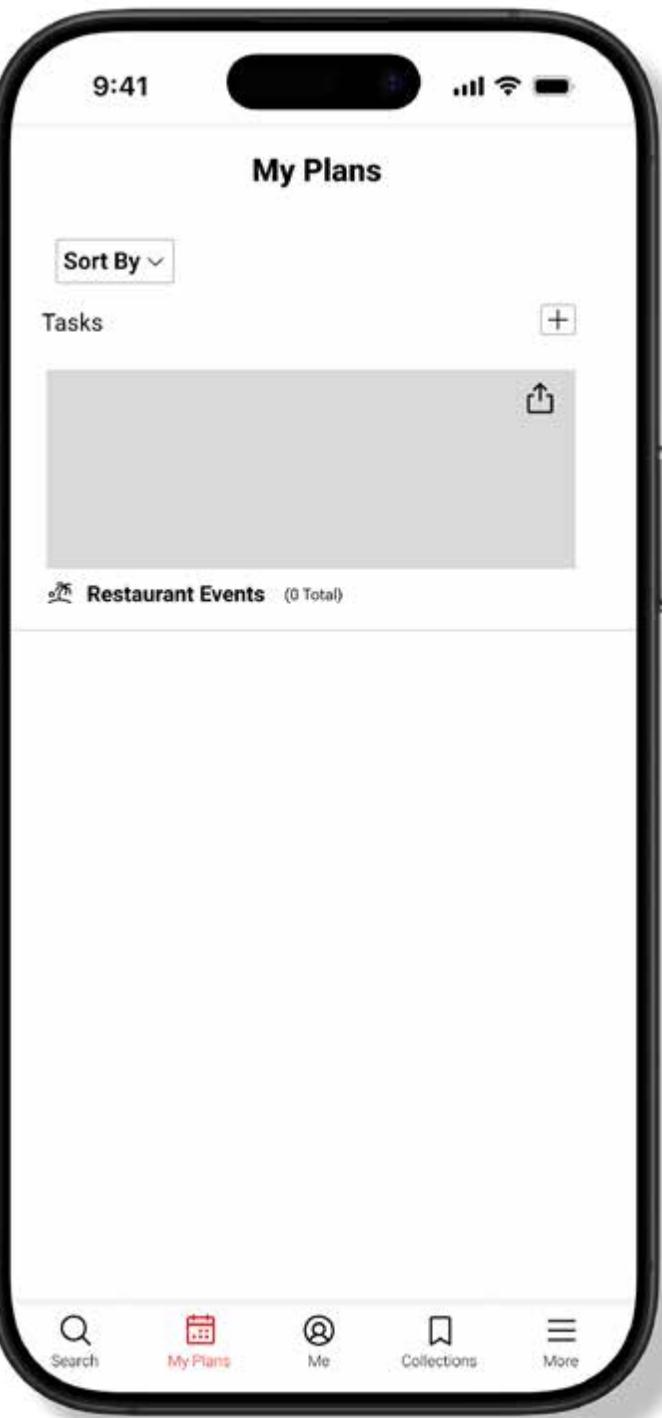
Check your plan in “My plan” page



Empty Event version



Create your event version

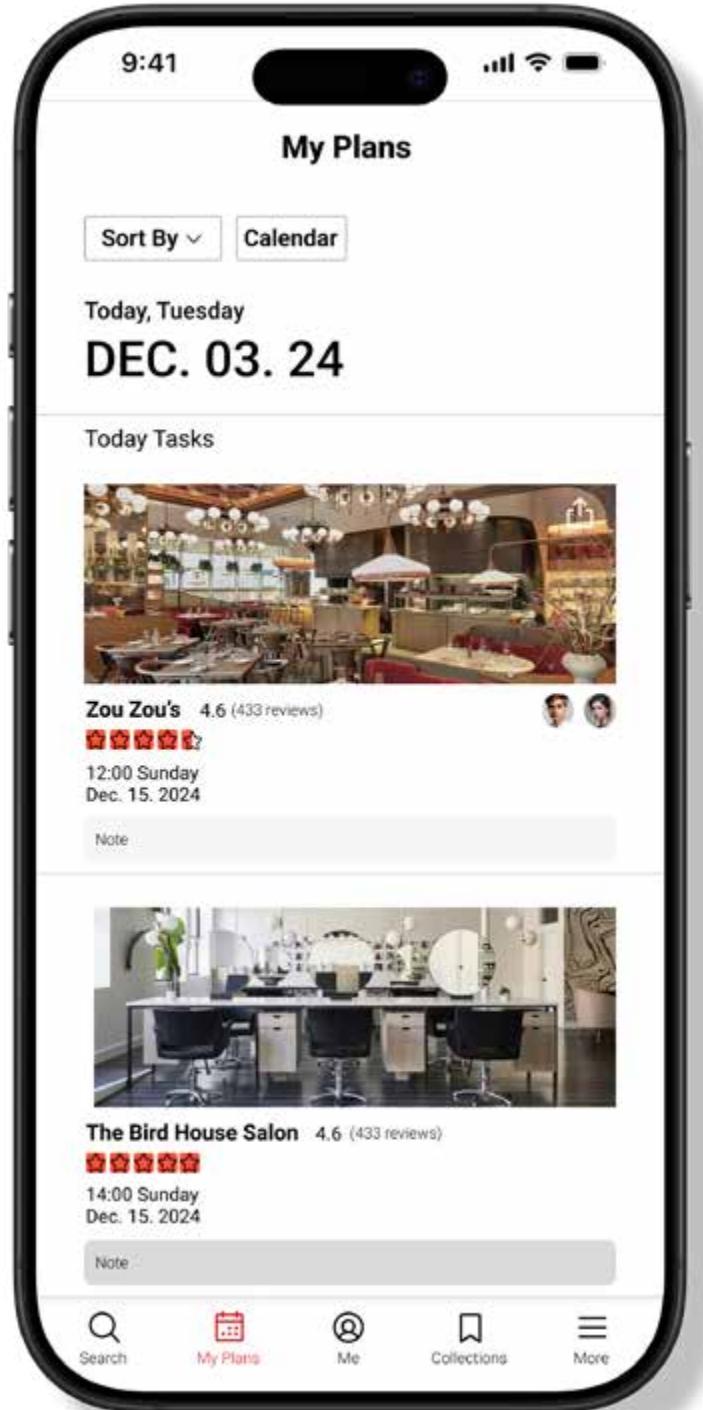


Complete add Version

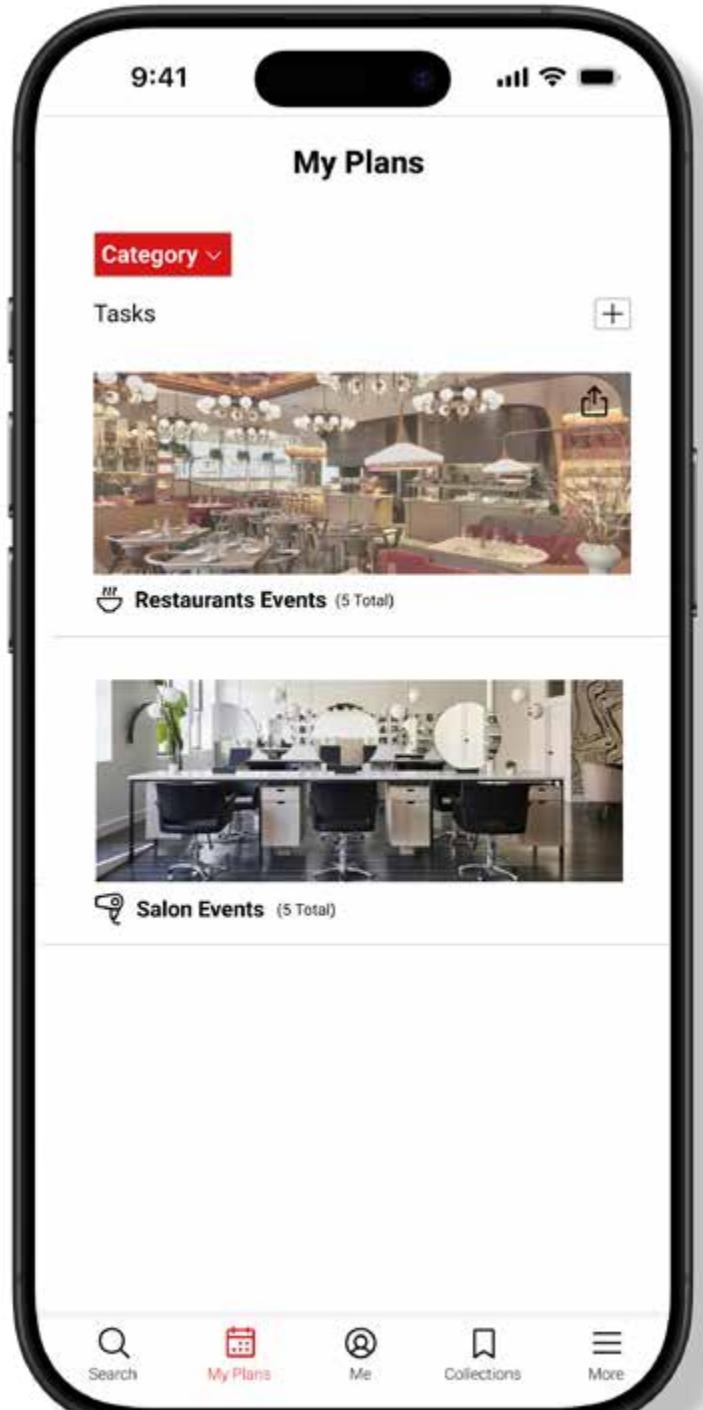
# Hight fidelity

## Documentary

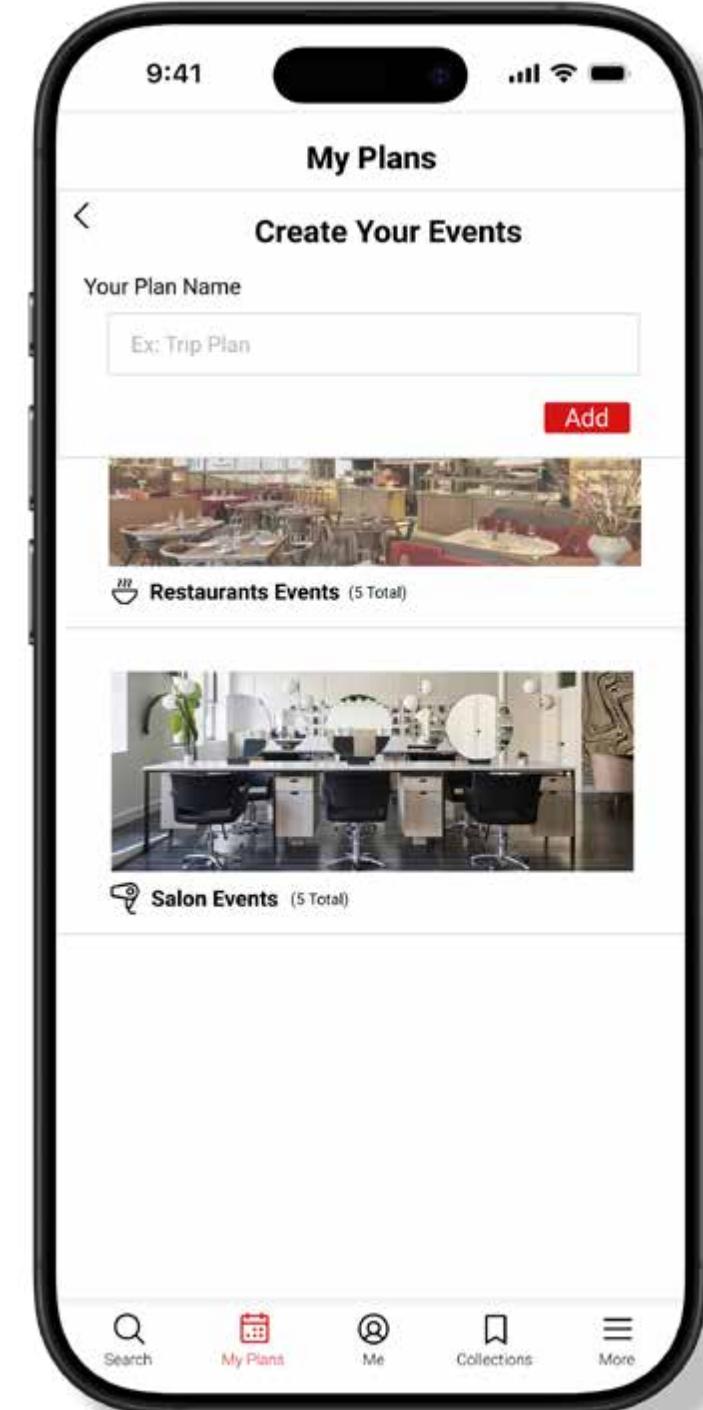
Check your plan in “My plan” page



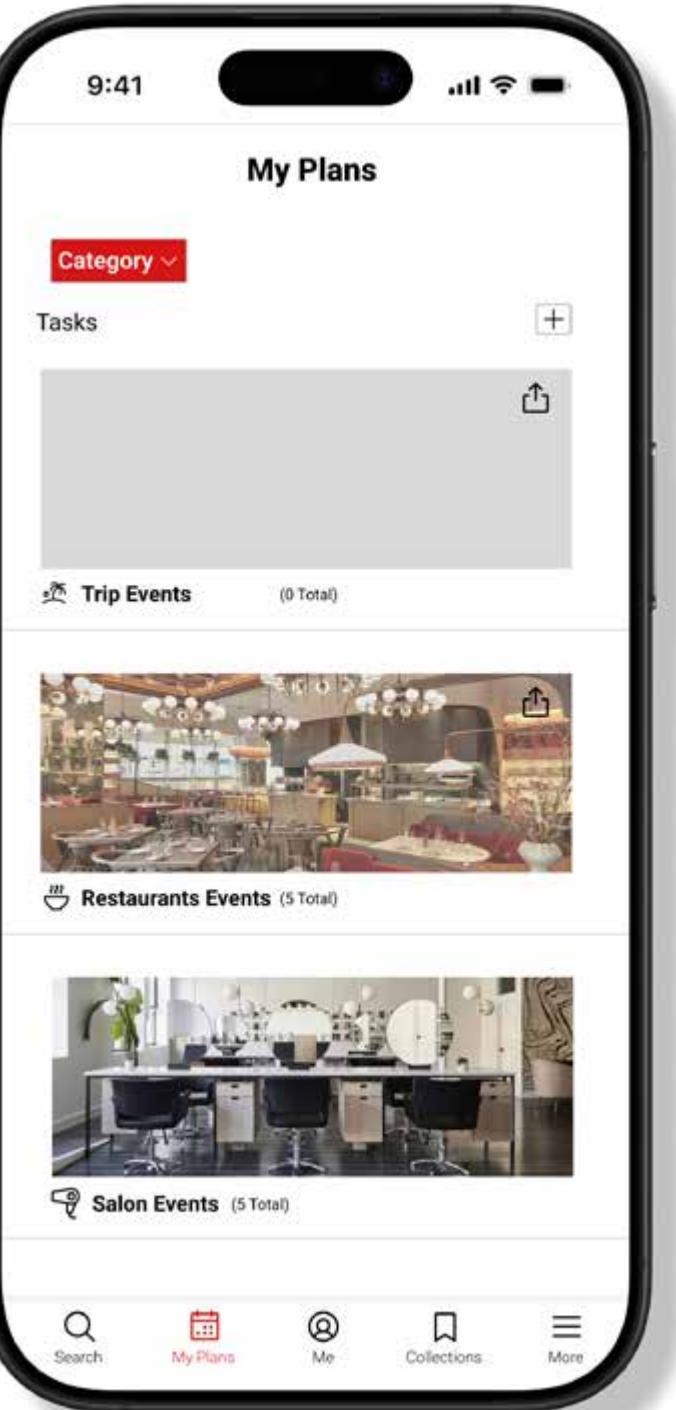
Plan page has plan version



View events as category



Add new category



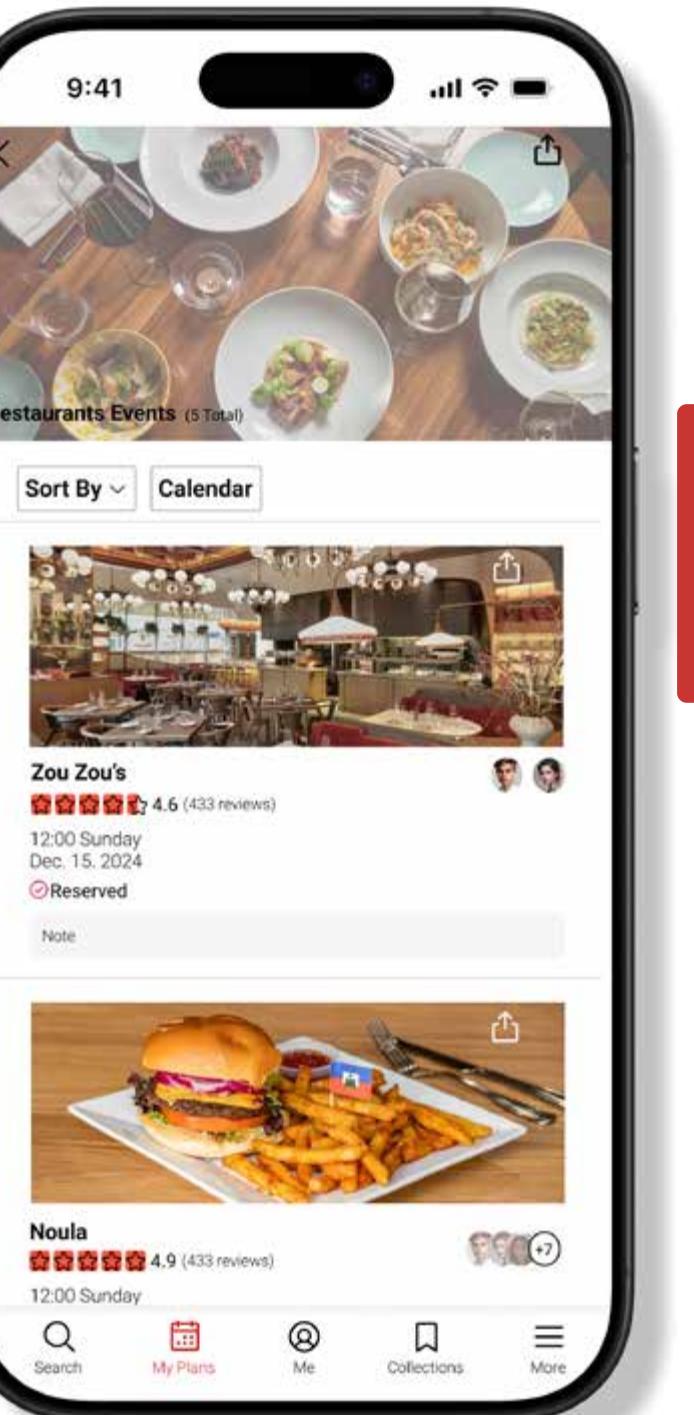
Success page version

# Hight fidelity

## Documentary

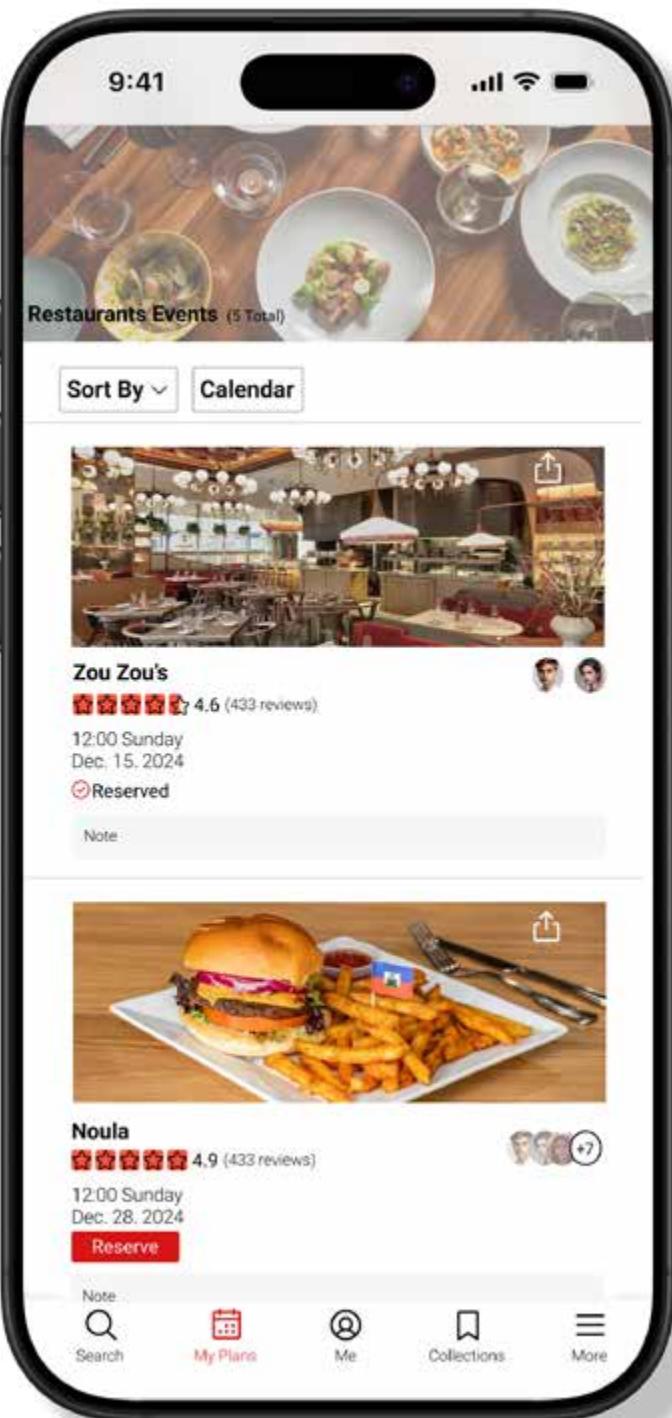
Inside of a category version

Event information  
Name of the  
restaurant, time, date,  
if it reserved or not.



Show who is join in  
this event.

If it not reserved, you  
can reserve it in this  
page.

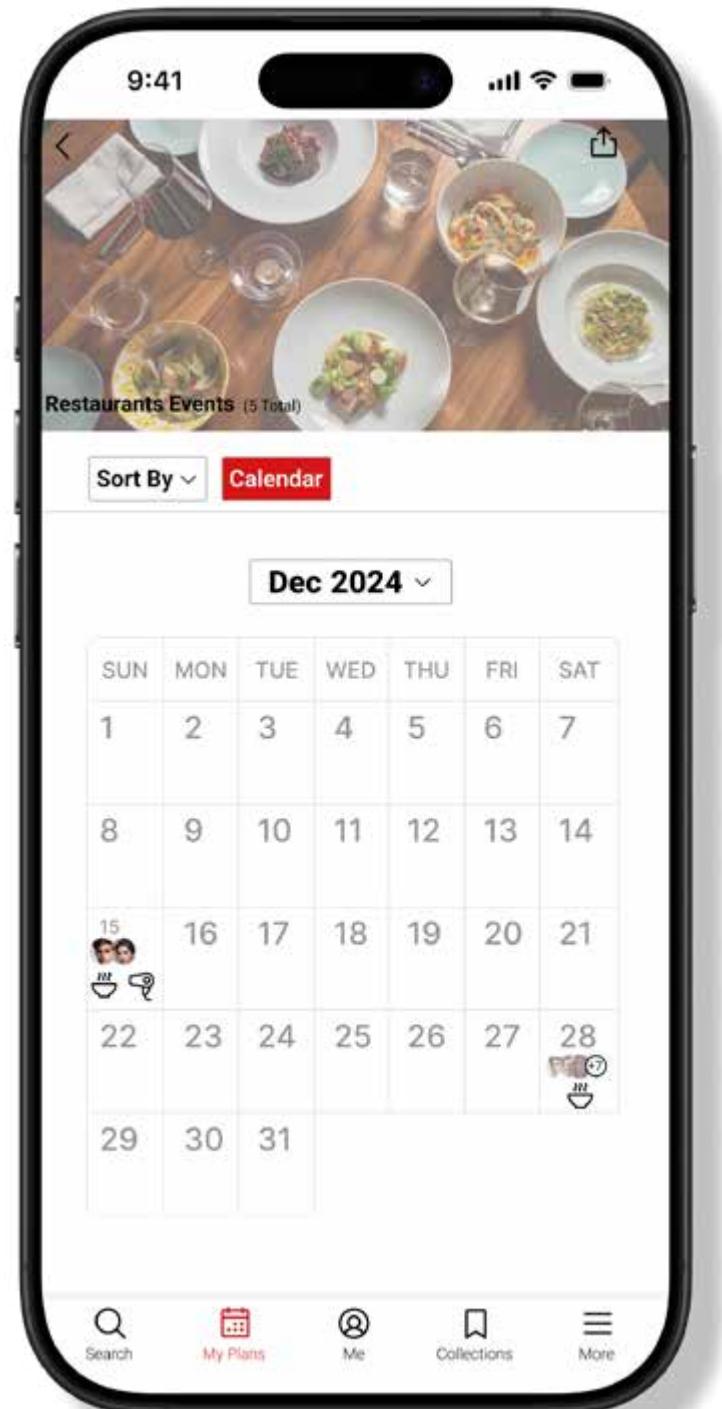


Show multiple  
people join in this  
event.

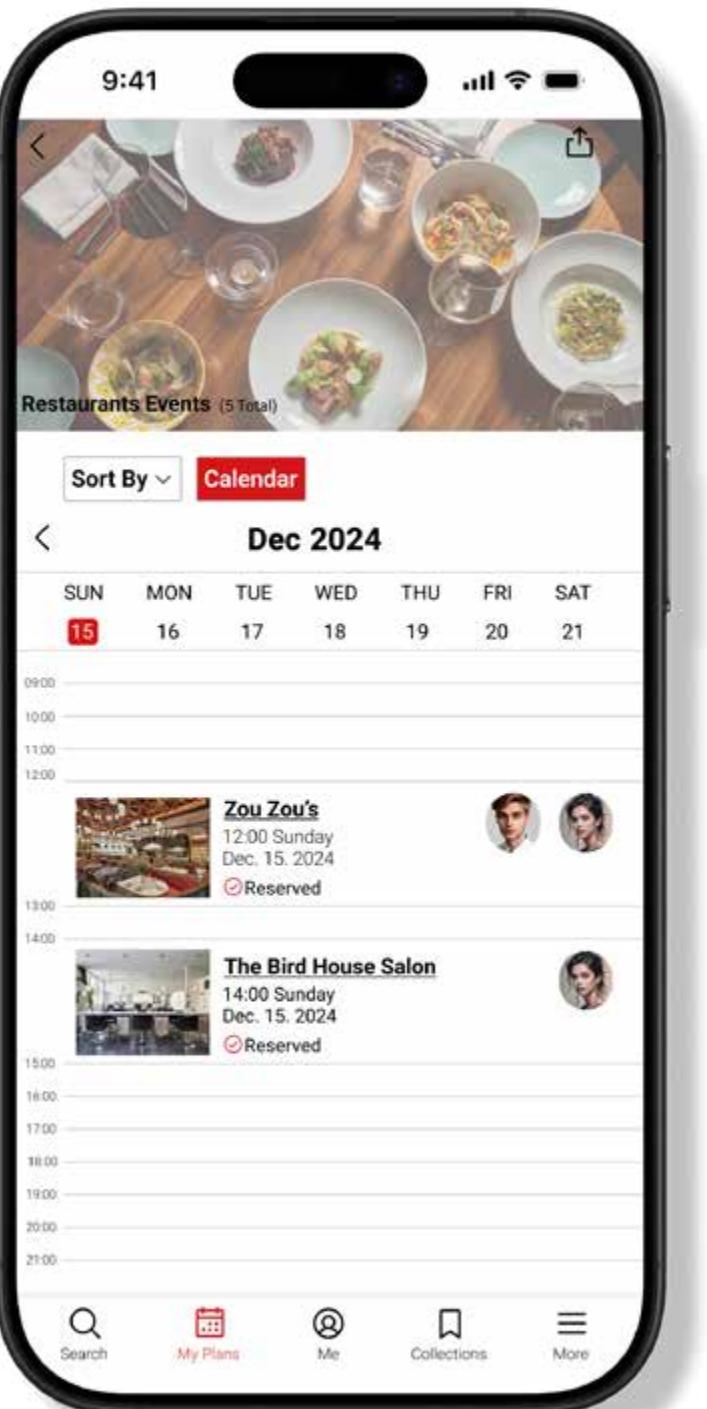
# Hight fidelity

## Documentary

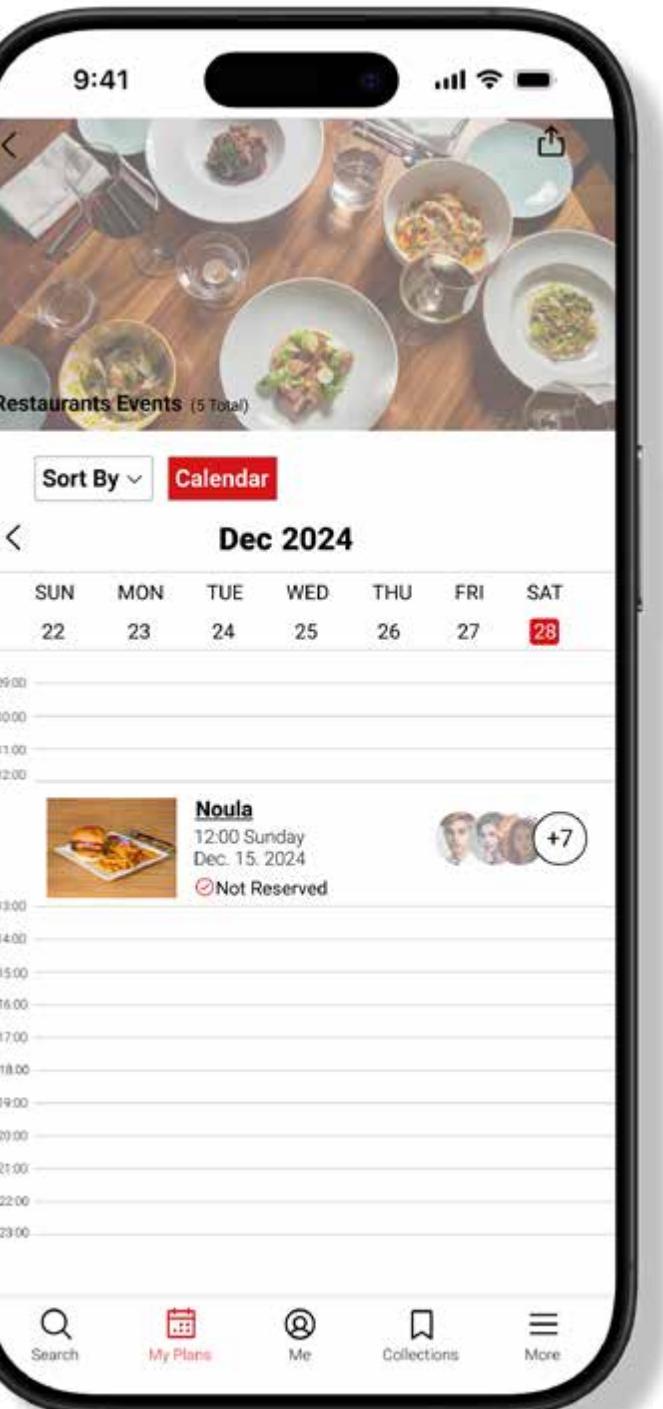
Check it as Calendar



Click it to check the detail information  
Show the people in te event and icon to tell what event and how many event in



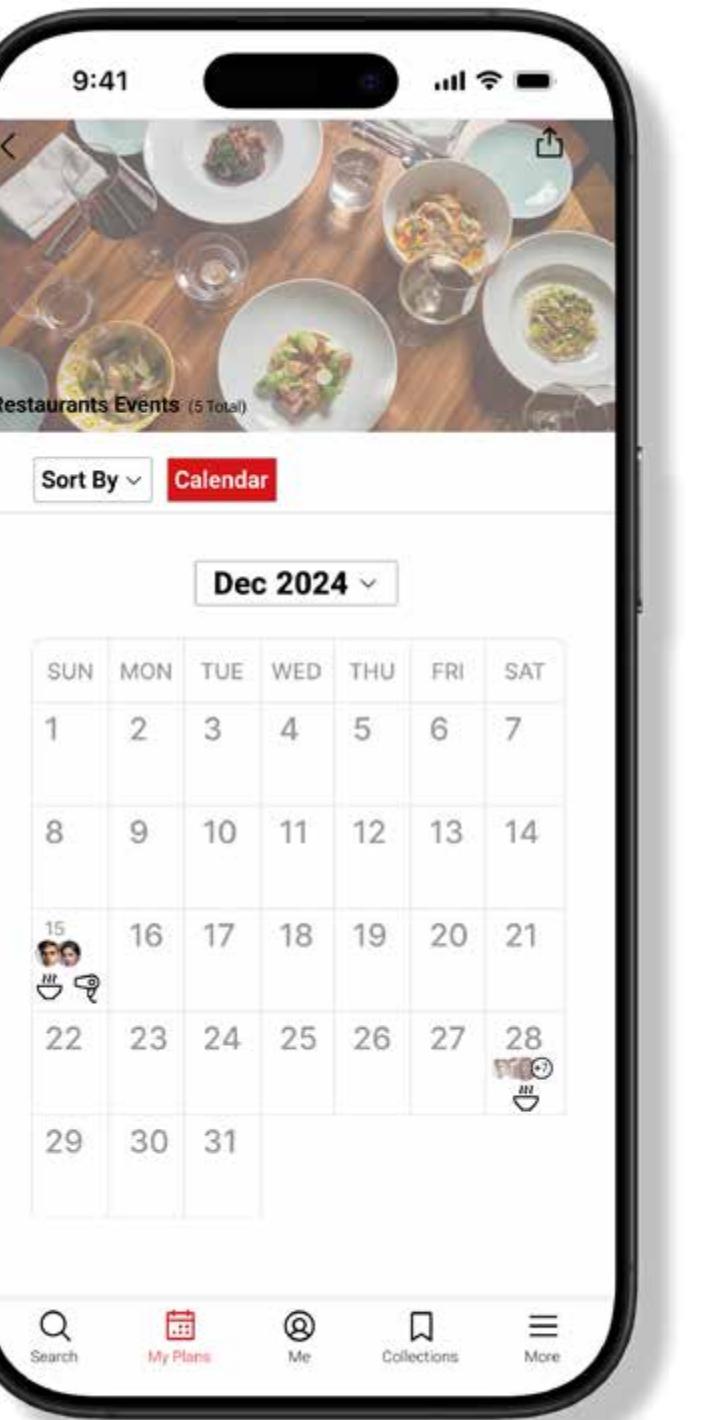
Show if the event reserved or not.  
If not reserved, could click the store name back to store page to reserve.



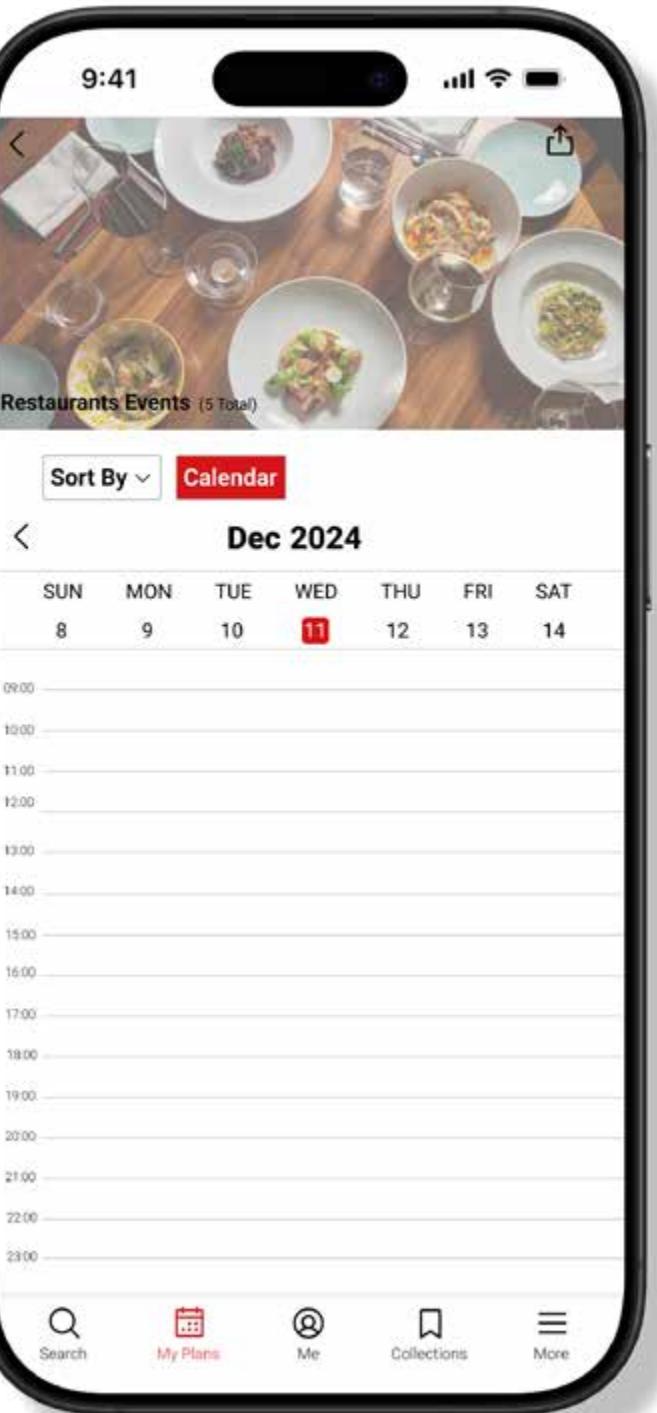
# Hight fidelity

## Documentary

No event in the date version



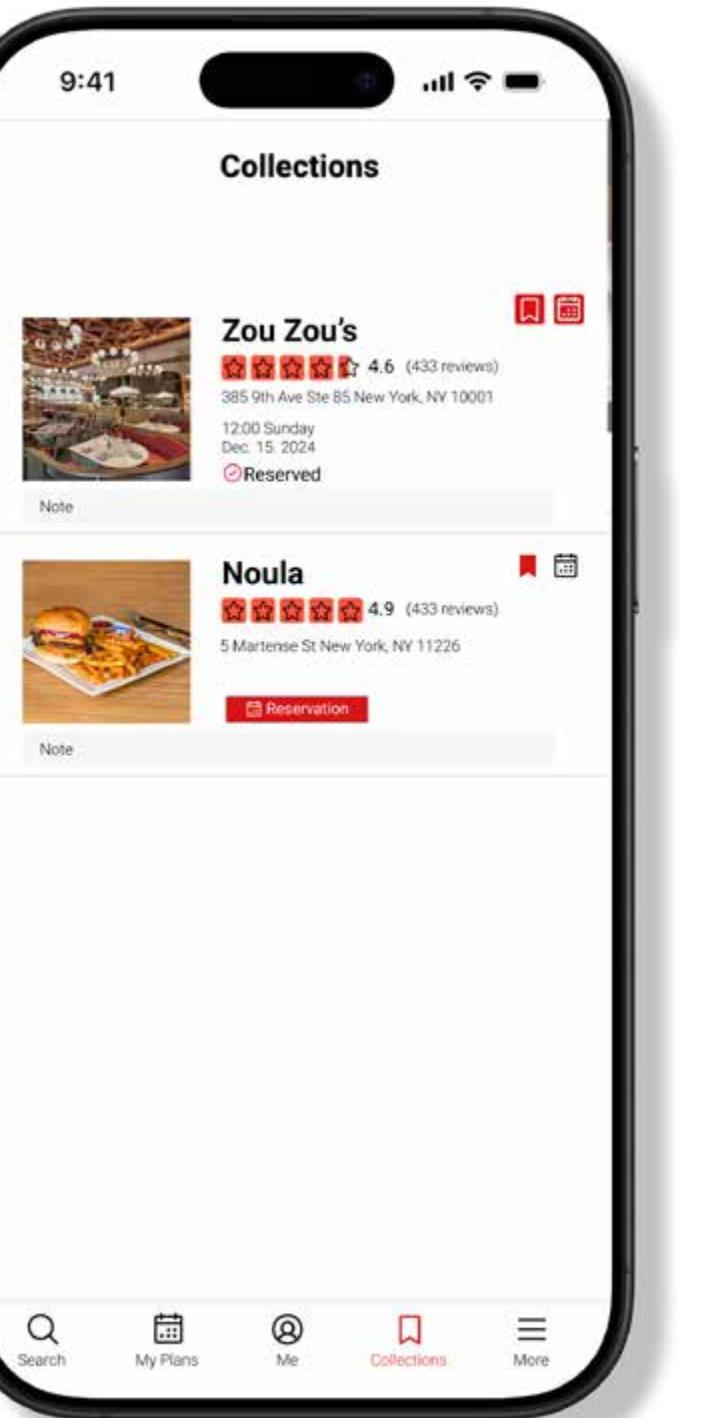
If there is no event,  
it will empty here.



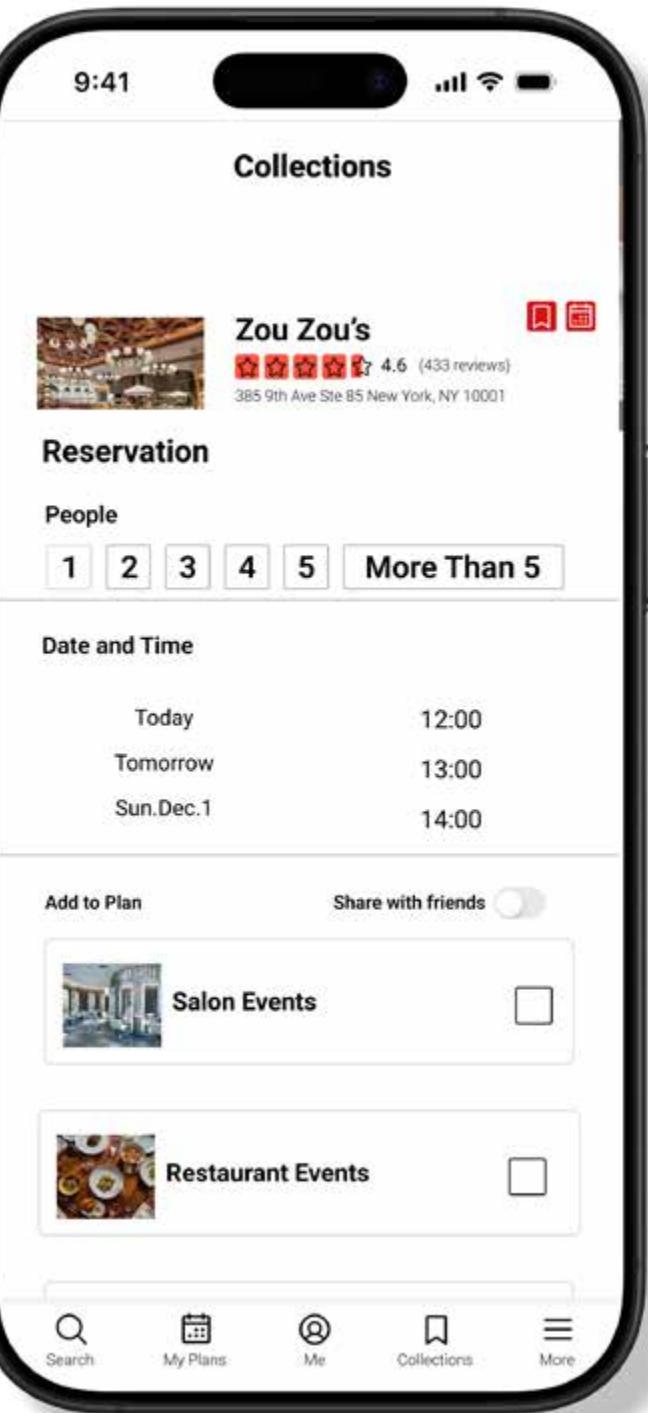
# Hight fidelity

## Documentary

Add plan or reservation from Collections page



User could reserve  
the restaurant  
directly in this  
page.



# APP DESIGN

## Stray Animals in the world



This is a pet adoption application that helps users view pets for adoption and make an appointment and educate the user about how to take care of their pets. The application users are anyone who wants to adopt a pet or want to educate themselves on how to take care of their pets. The goal of this project is to let the users browse the application first before visiting the shelter to enable saving the users' time. Make it easier for the users to filter all the animals to see whether what wanted is available or not.

# Inspiration

## Stray animals

Stray animals are mistreated and neglected in many countries of the world



Many times, we are totally unaware of what happens to animals in other countries and how strays are treated in certain places. However, when we get at the truth, we can sadly notice that the list of Countries in which animal welfare does not even reach the minimum standard is extremely long, and unfortunately is worsening day by day.



National animal protection laws and regulations are frequently inadequate and in many cases basic animal rights do not even exist in these countries. Additionally, there is a huge lack of educational and awareness campaigns addressed to local communities that should instead be implemented to lower the widespread feelings of mistrust, fear, indifference and hostility towards stray animals. It is possible to use legal policies to guide citizens to properly raise animals and create a harmonious and warm living environment for pets.

# Reference

## Stray animals are abused

The living conditions of most stray animals are very worrying; they are forgotten in the corner and not valued; their bodies suffer from illness and no one cares; their baby survival rate is very low; they have to face the miserable life of hunger and cold, looking for food everywhere.



The fate of abandoned pets is almost always tragic. While some pets are picked up by animal shelters, the authorities or taken in by people who find them, many are not so lucky, and they must live on the streets in constant fear forced to take care of themselves. For puppies and kittens that are not weaned at the point when they are abandoned, this is almost always a death sentence. Stray animals are likely to be thirsty, hungry and exposed to extreme weather conditions. Without veterinary care, shelter and food they will sooner or later become sick and die.



The word “abuse” is associated with cruel, harsh, and harmful treatment. This may include physical abuse and/or mental and emotional abuse, such as frequent yelling and threatening actions. Some people may scare their pets to the point where the animal develops an exaggerated startle response such as jumping, running quickly on a slick floor without traction, or hiding under furniture.

## Pet Abandoned

According to the White Paper of China's Pet Industry in 2020, the number of pet owners (cats and dogs) in 2020 will reach 62.94 million, and the number of dogs and cats in cities and towns will reach 100.84 million. In the past two years, some pet rescue volunteers have found that the number of stray cats and dogs in the rescue site has increased, and many of them have been abandoned by their owners.



The harmful consequences caused by pet

About 70% of abandoned and wandering animals, especially abandoned pets, will not survive. For the whole society, abandoning pets will add unnecessary burden to the society. For example, stray animals are easy to fight and bite, and may even spread some diseases.



Animals that are not neutered when dumped, will also contribute to an already existing stray animal overpopulation; their offspring will be born into a life on the streets, fighting for their survival.

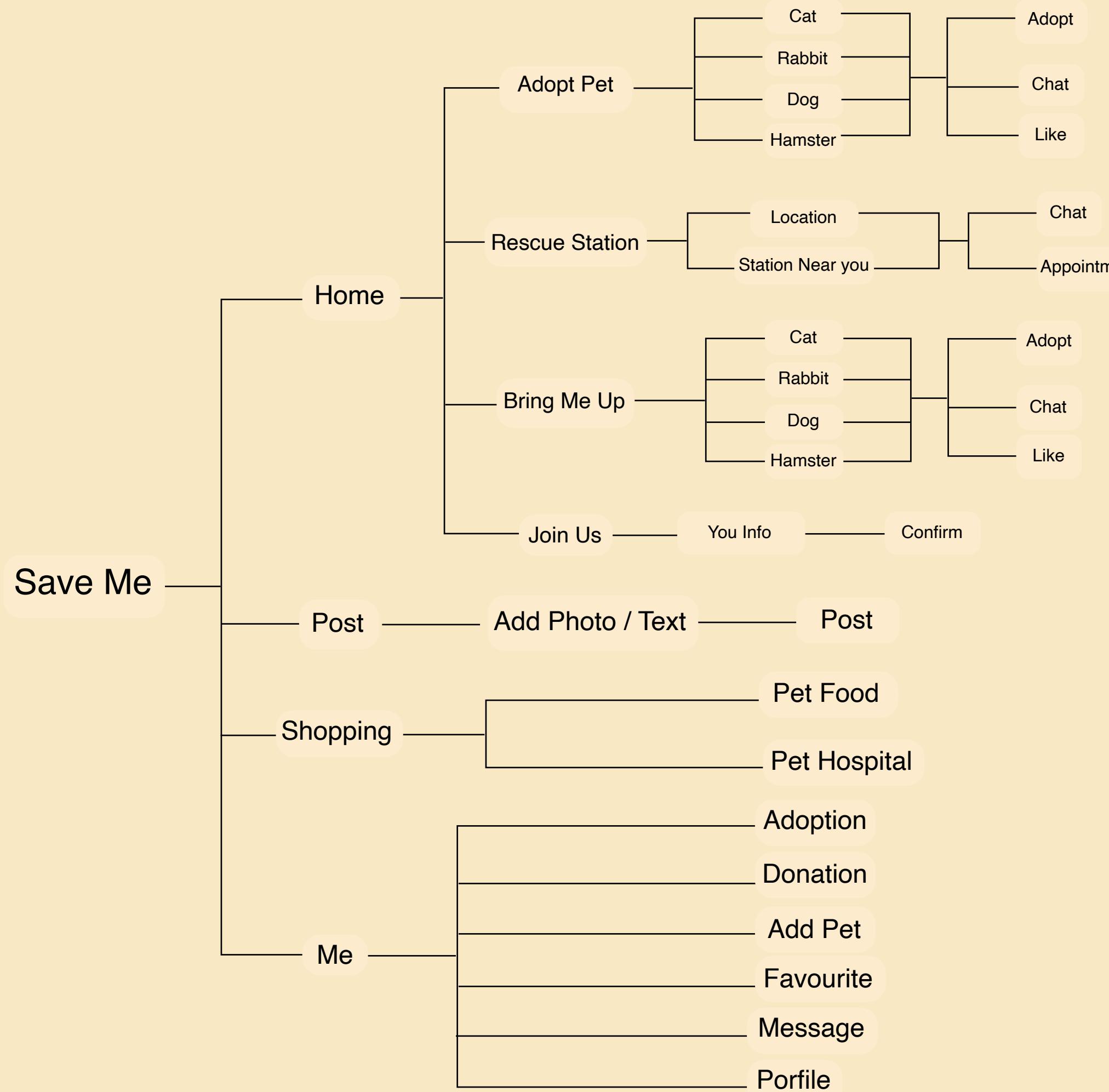


Abandoned dogs and cats face an uncertain and stressful future

Abused pets often end up in animal shelters after they have been surrendered by their former parent or seized by authorities due to evidence of abuse or neglect. These pets may never have known love, security, or safety and are at the shelter through no fault of their own. It is important that people who love animals and have the necessary resources adopt from their local shelter. When they do, they are rescuing and saving a life.

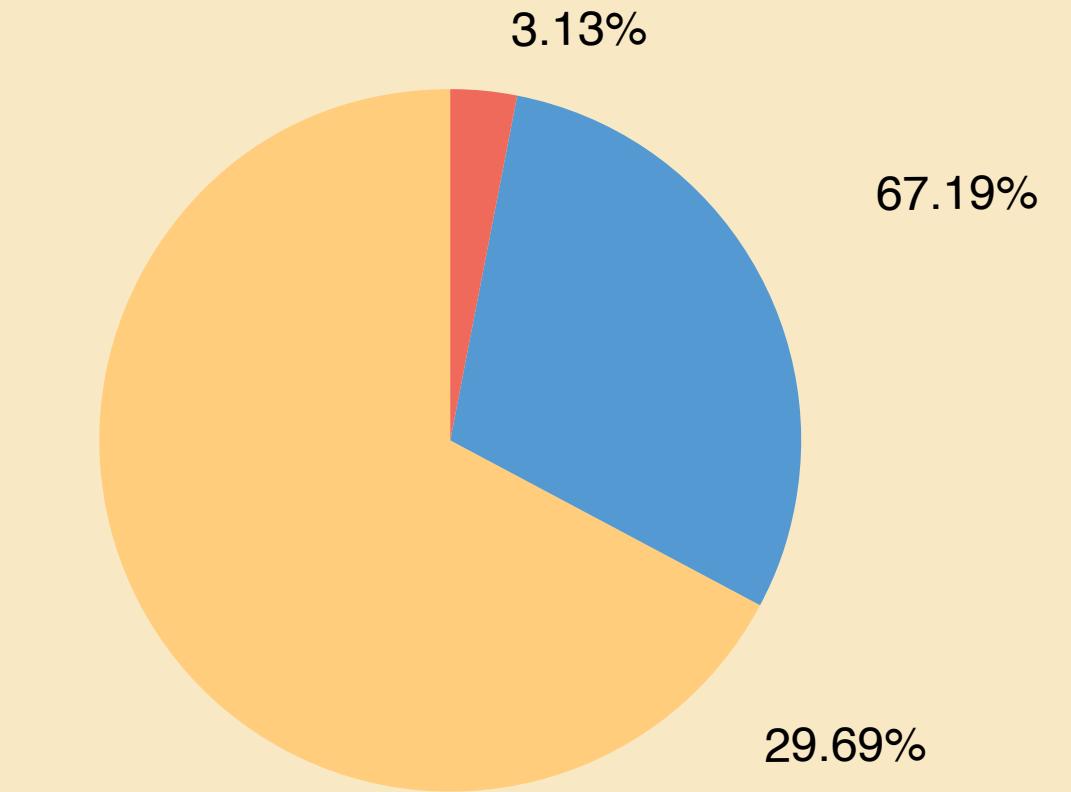


The living conditions of stray animals are also not optimistic. Some of them are lucky to be taken in by some spontaneous organizations or institutions and find suitable owners in due time; In addition, the basic living conditions have been guaranteed after being rescued or fed by caring residents. But these lucky stray animals are only a small part of the huge number of stray animals.

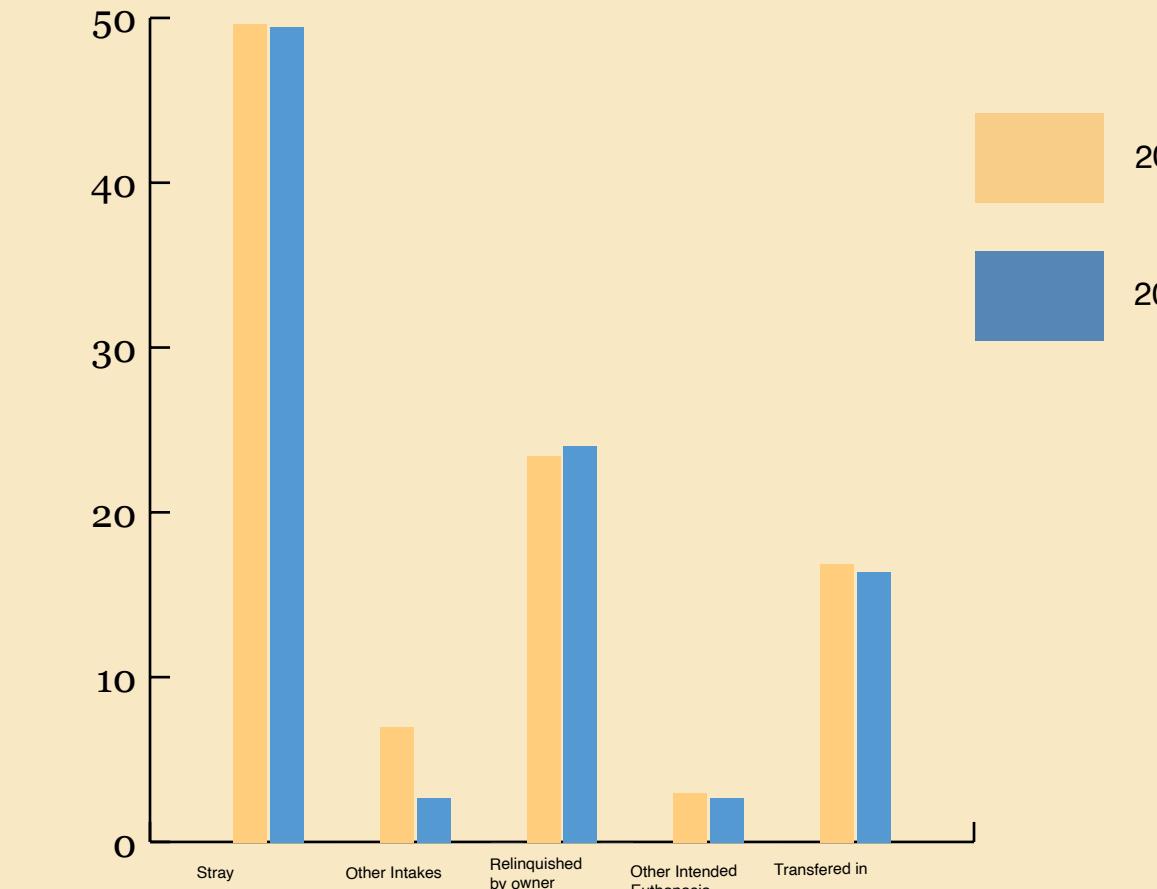


## people attitude when they meet stray animal in the street

The data provided by these shelters has improved considerably - in terms of both quantity and quality - in recent years. This progress is the result of numerous efforts undertaken by various coalitions of animal welfare organization.

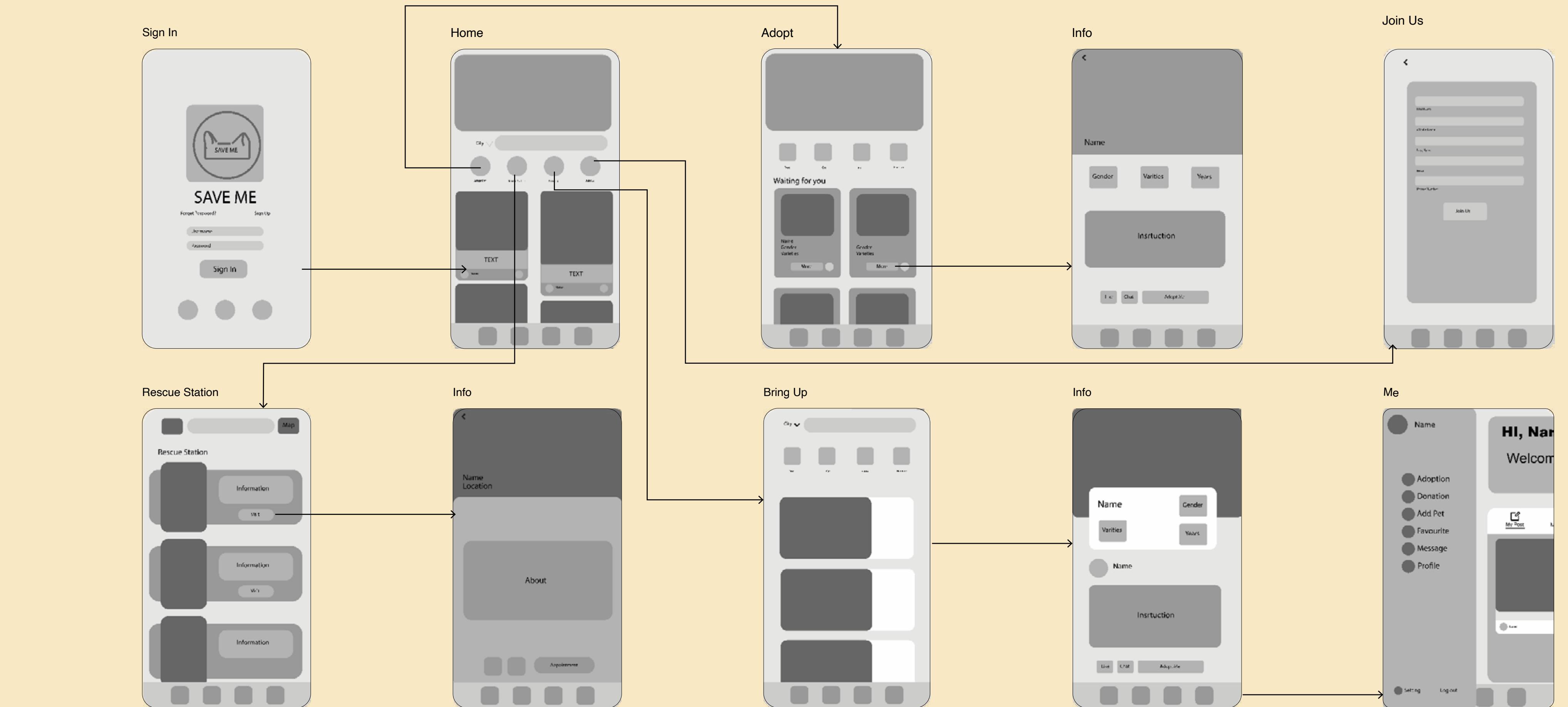


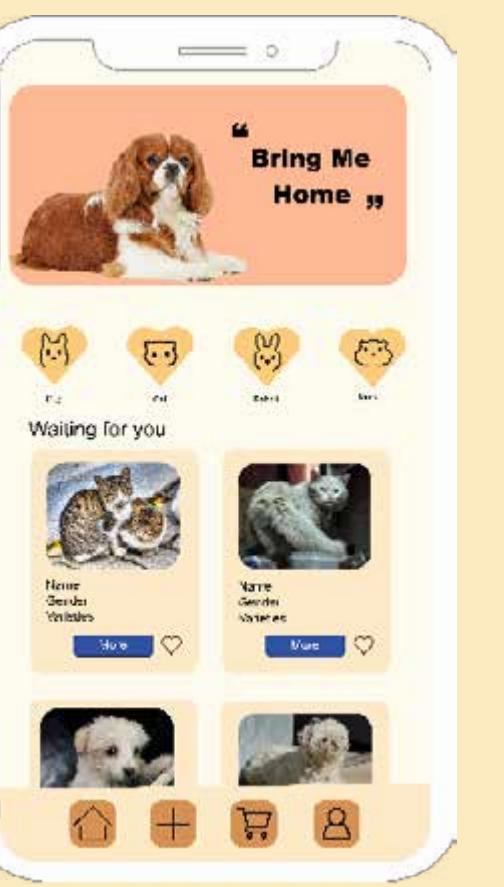
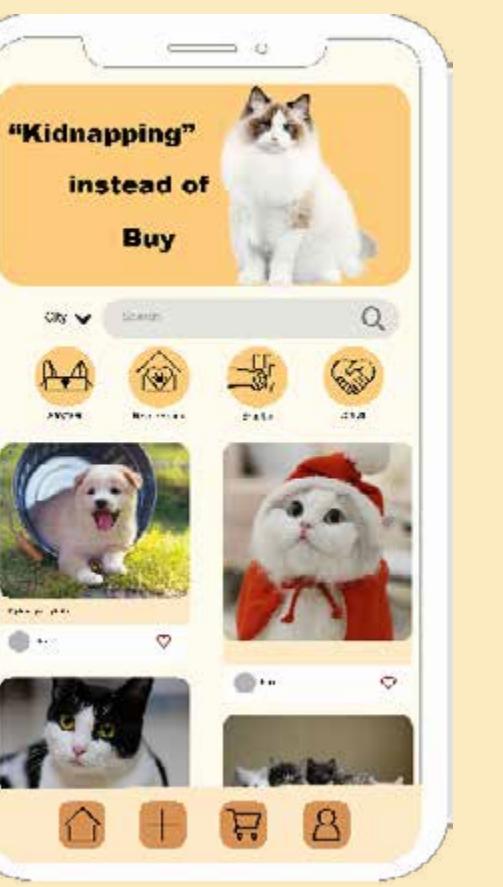
2020-2021 Intake dog data



Despite the hard work being done to revamp outdated method, healthy cats and dogs have been dying in the communities' animal shelters due to large data gaps and inconsistent information. Several years ago, Best Friend Animal Society began compiling a database of all U.S. shelters and collecting data from them. The 2020 and 2021 dataset is the most comprehensive national dataset to date, and accounts for an estimated 92% of the animals entering U.S. shelters. In this report we share detailed findings from the 2020 dataset and the short term trends impacting shelter animal populations across the nation.

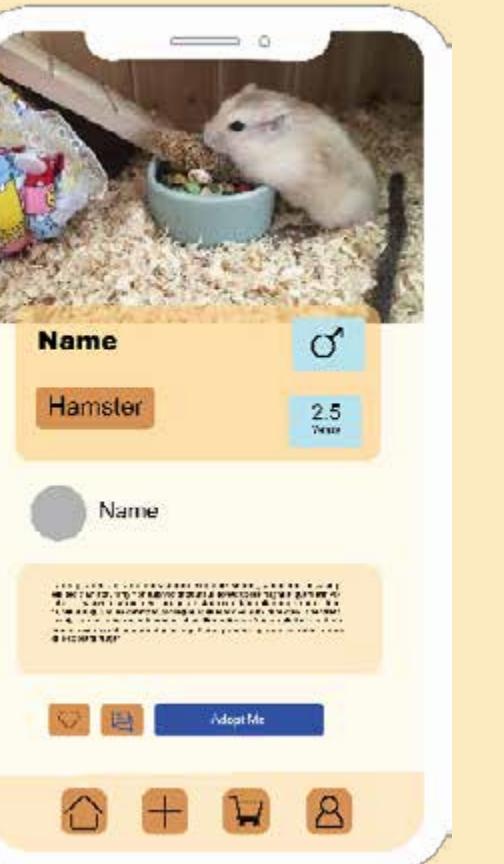
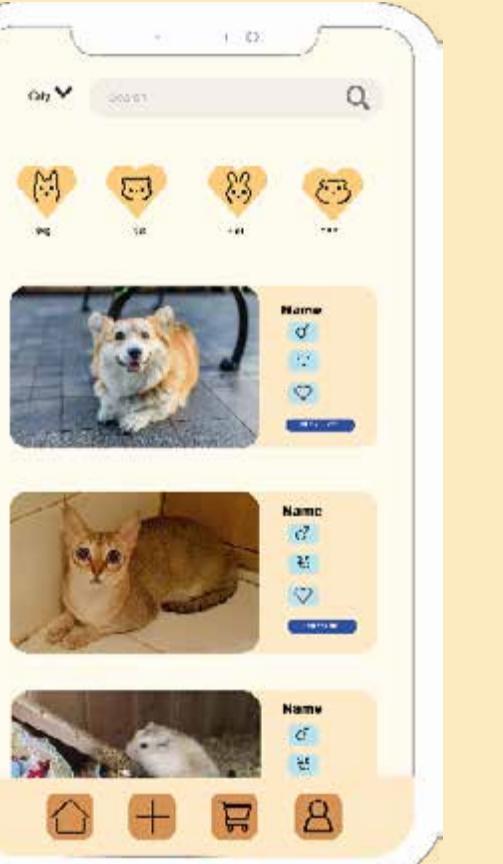
# Wireframe





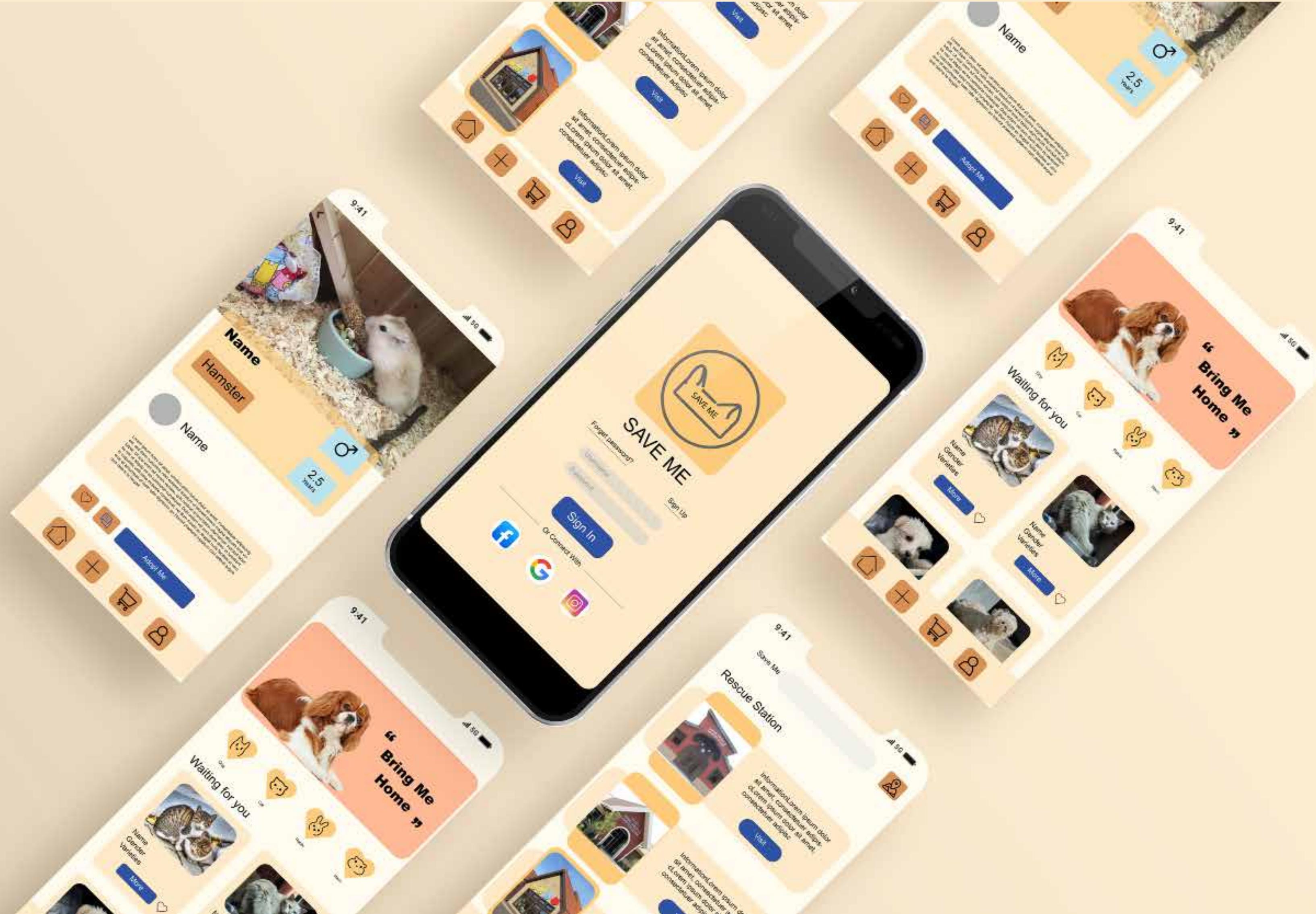
## APP Design

I researched to know more about the potential users of the application, then I used the information obtained during the research to create empathy maps. I found out that the target users are individuals who are looking for a specific pet breed to adopt but always end up not finding it in their local shelter. This can frustrate the users and cause them to cancel looking for alternative breeds since their experience with the application is not enjoyable.

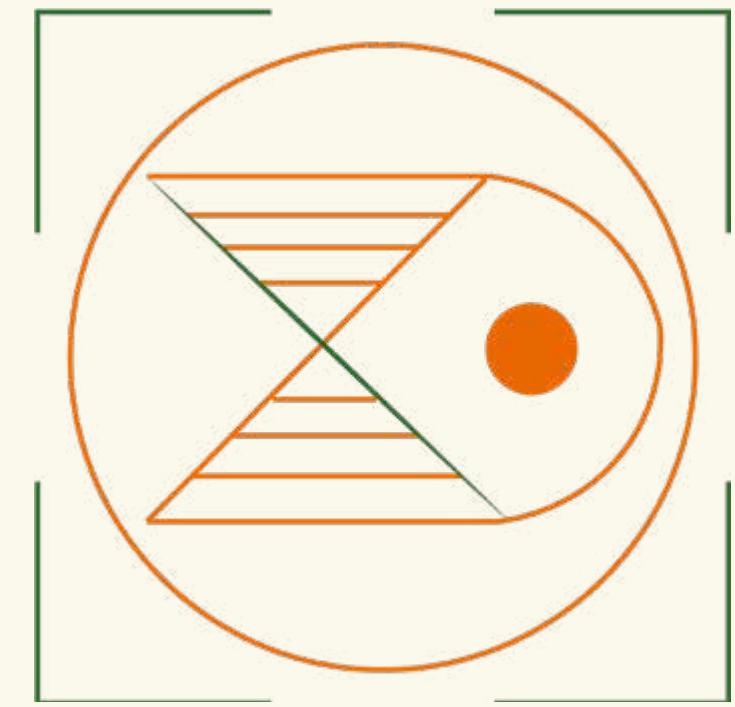


# Mockup

Adopt a pet is an indirect competitor that offers adoption services for people who want to adopt cats, dogs, and other animals. It provides very detailed information about the pets such as age, gender, name, and some pictures. "Rescue Station" is a direct competitor that provides adoption services as well as helps the users locate nearby and provides a living example of people's stories with adoption. "Adopt" is a indirect competitor that offers cats and dogs for adoption as well as some articles to help people that want to know how to take care of their pets.



# Other Works

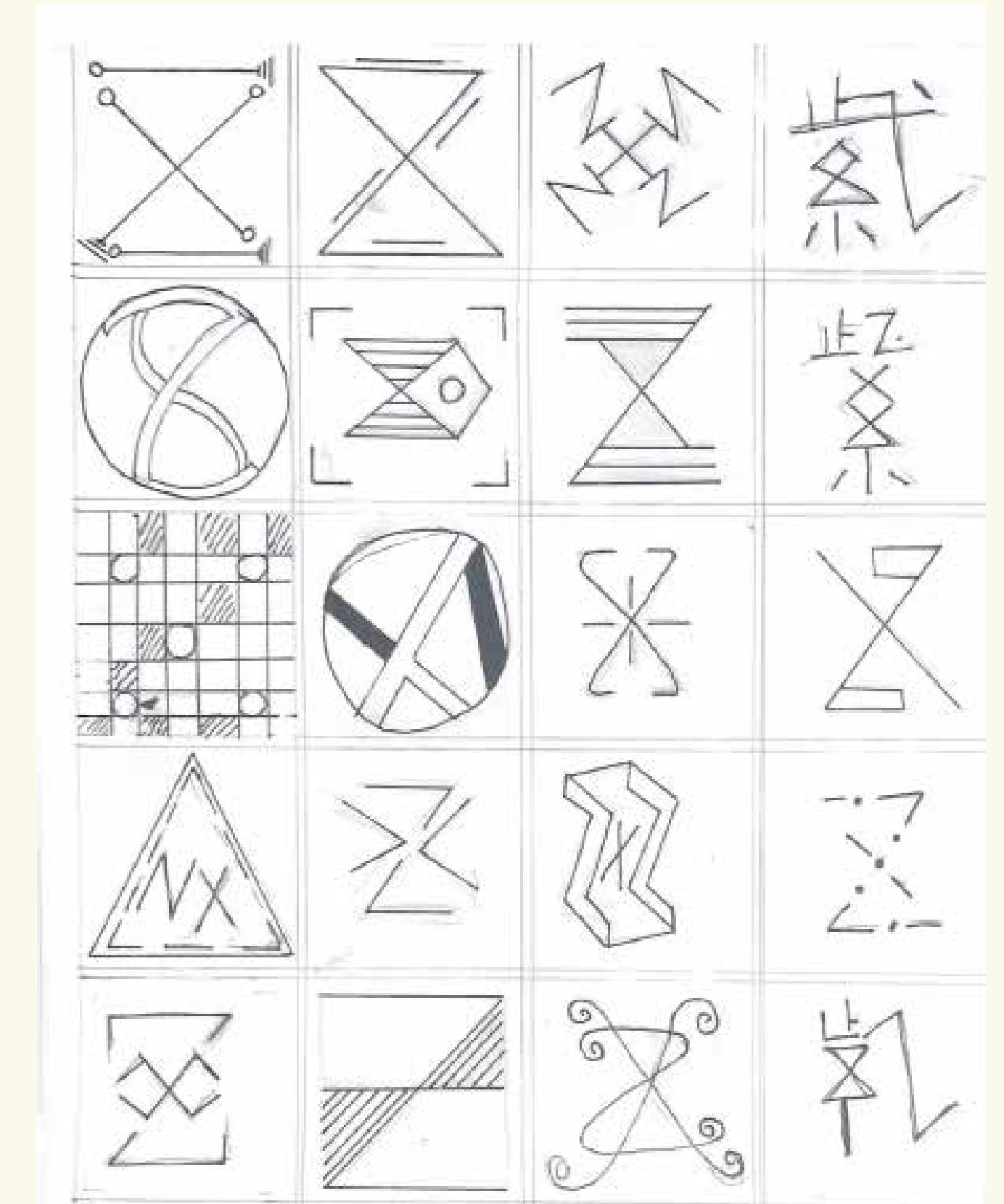
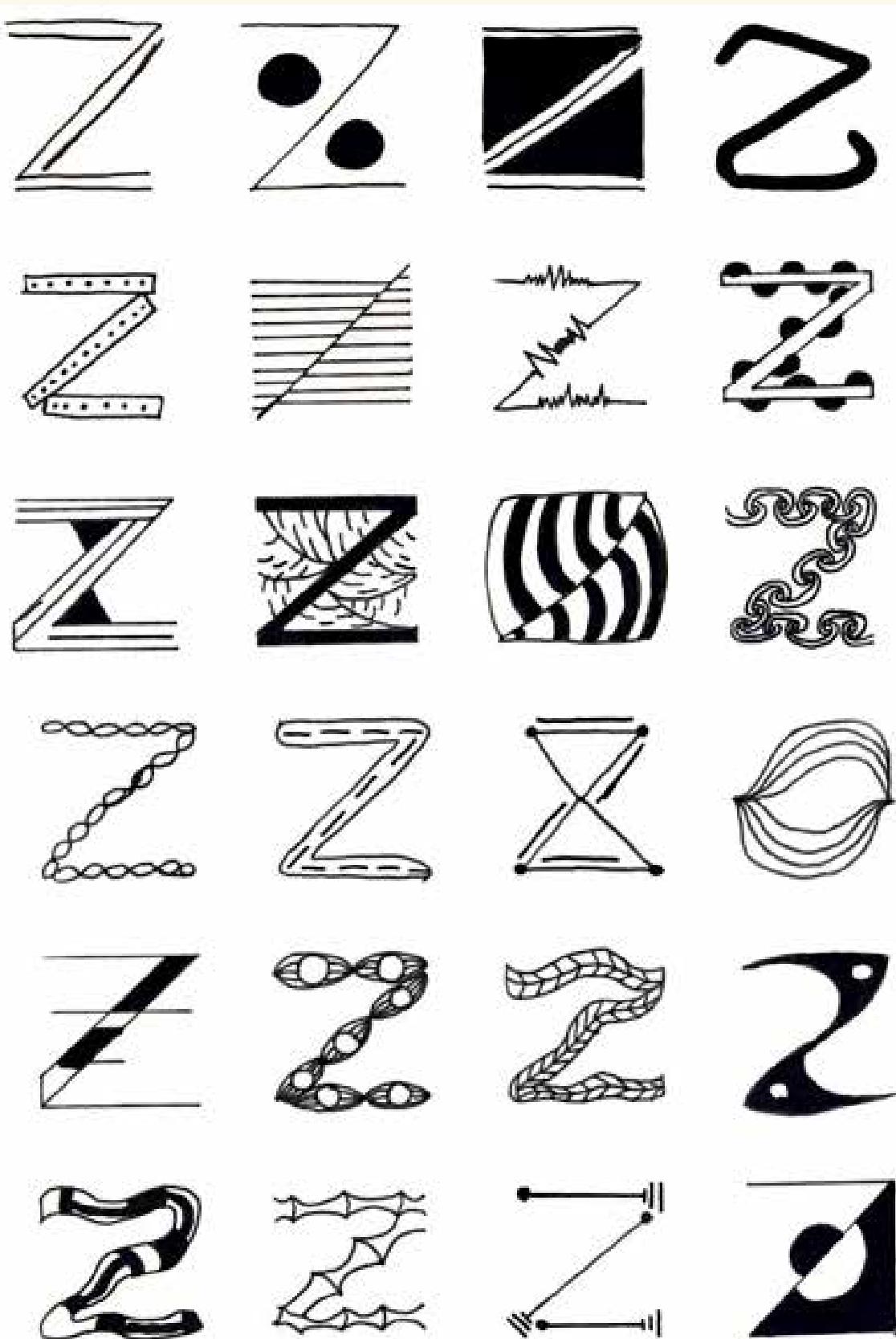


## Logo Design

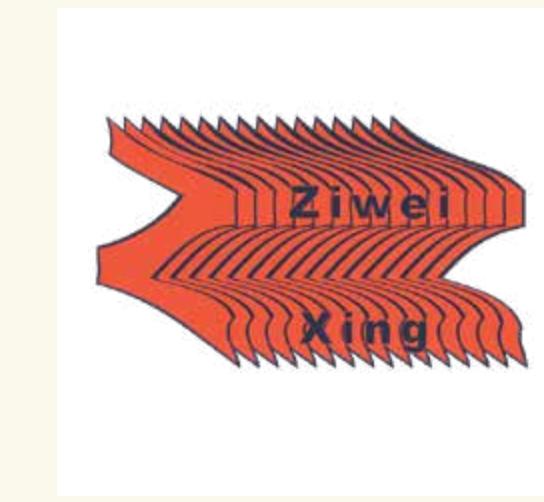
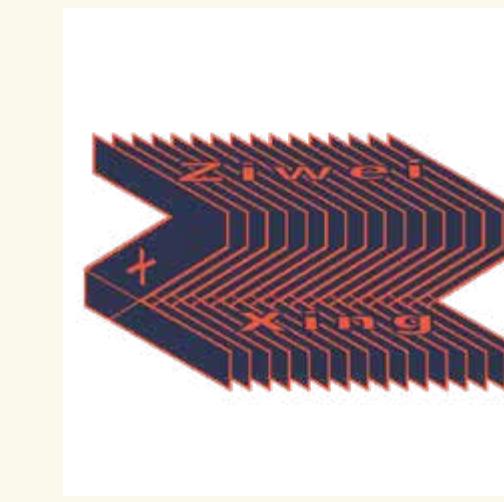
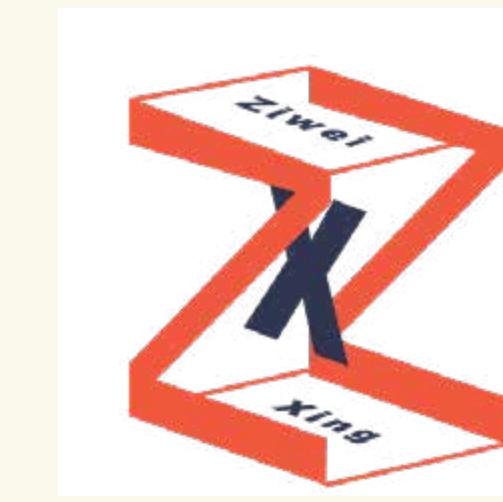
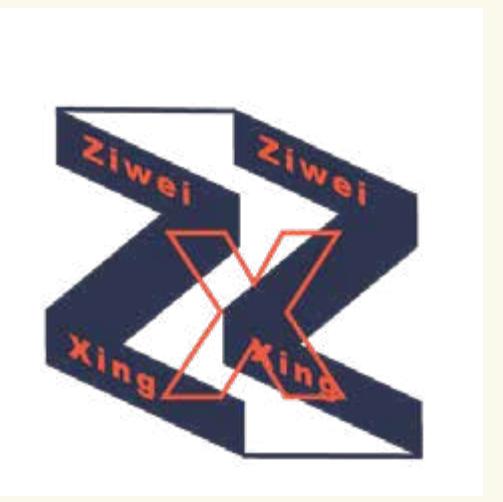
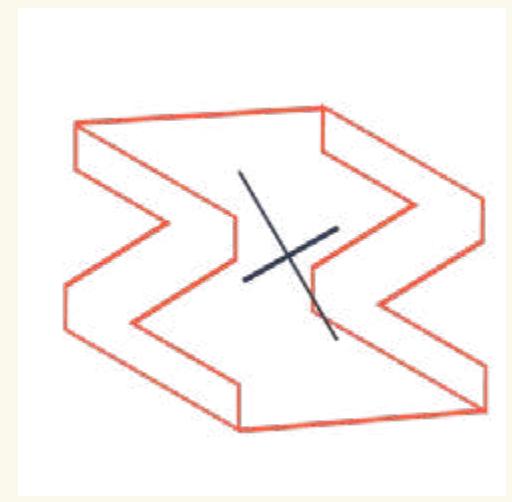
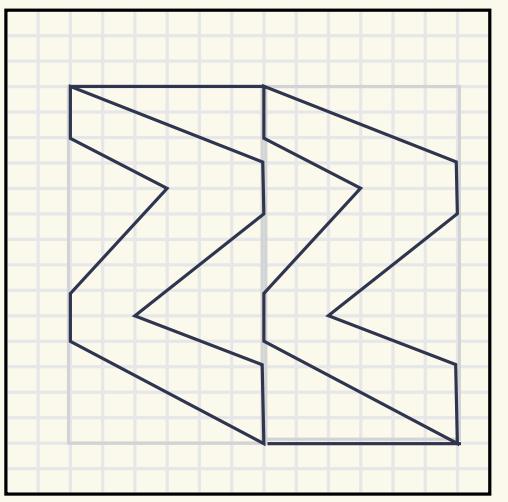
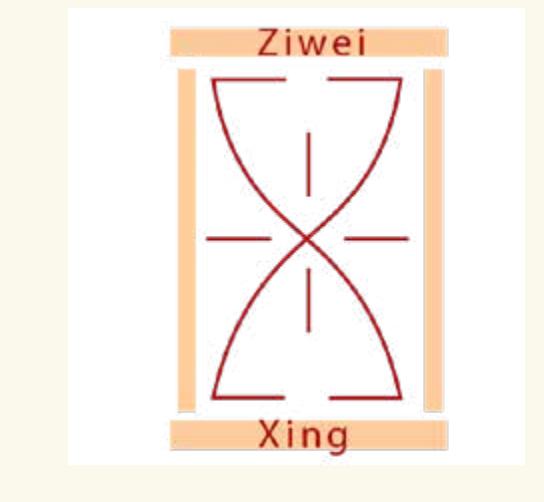
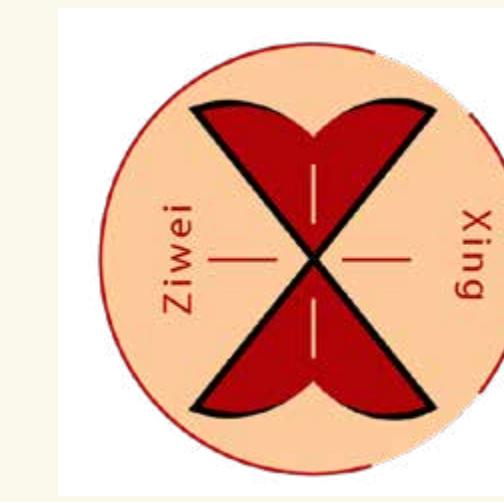
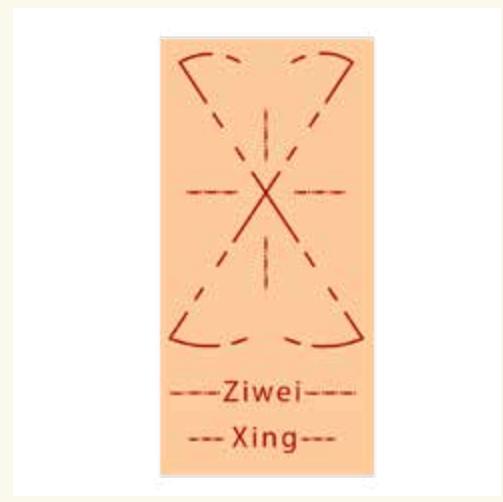
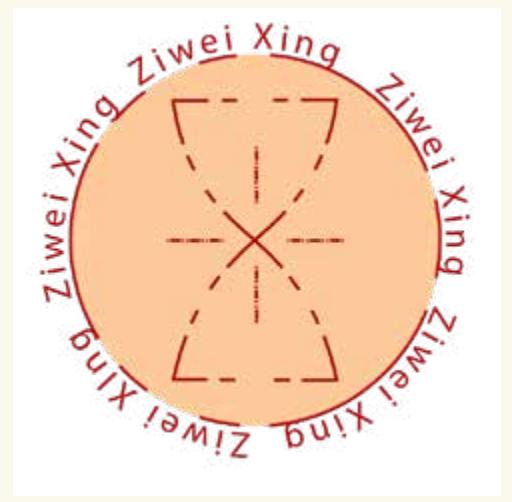
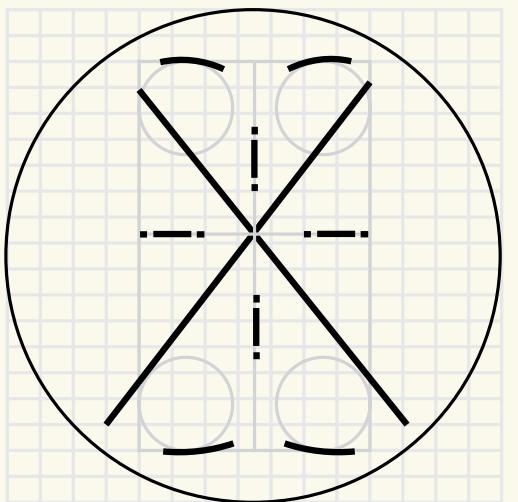
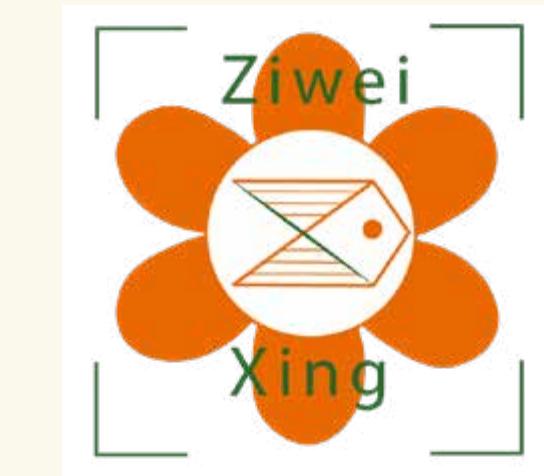
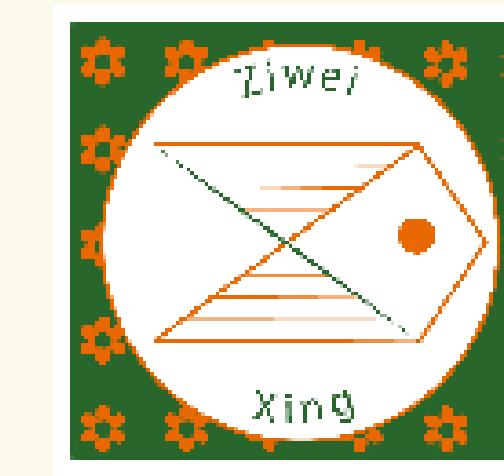
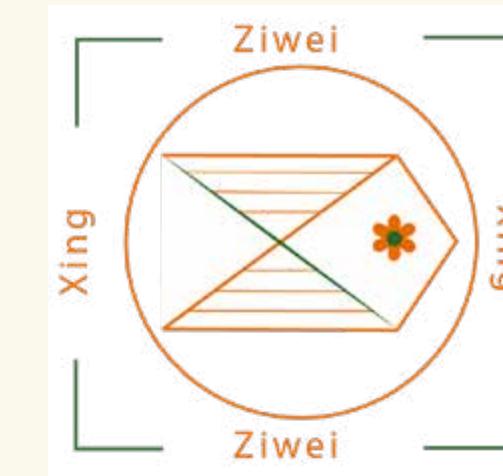
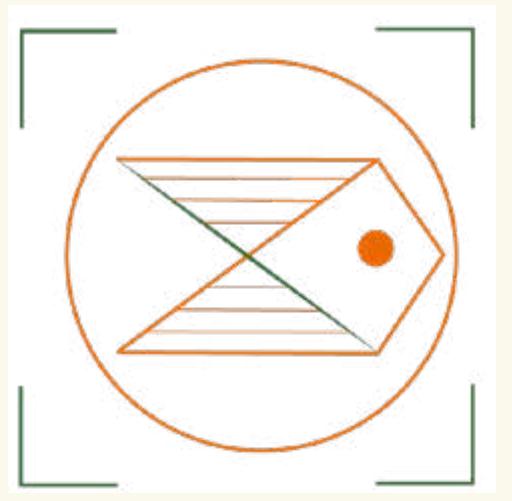
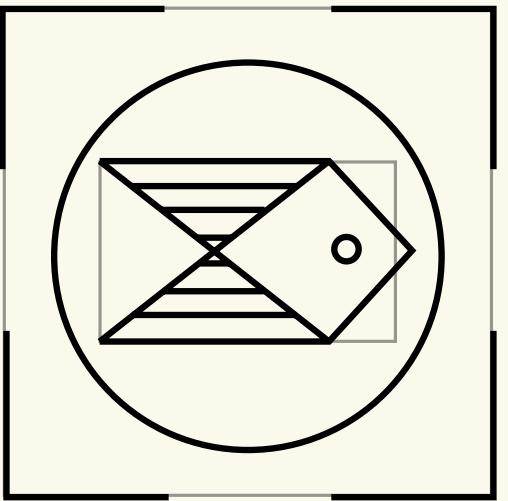
### Instruction

These monograms use my initials. At first, I brainstormed and sketched 20 monograms in the paper. After defining basic purpose and parameters of my project, I defined one sketch to make alternative views of the same idea that review my ideas and choose some to pursue further. I prefer sans-serif font and I try to use different shapes or lines and colors to create my monograms that make them look different in a different style to show diversity.

### Sketches



# Logo Digitalize



## Logo Choice

# Business Card Design

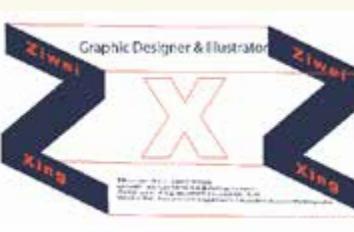
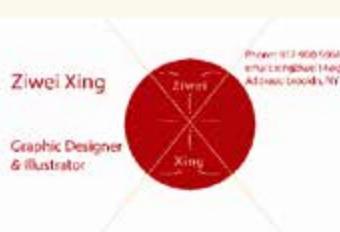
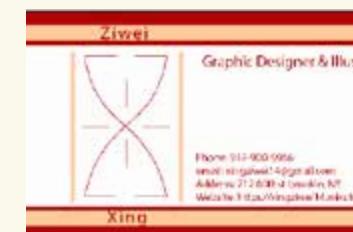
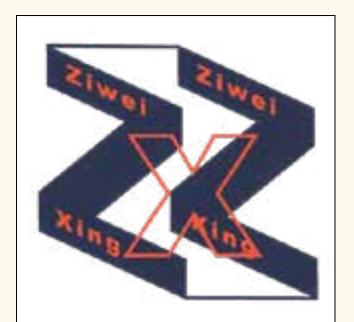
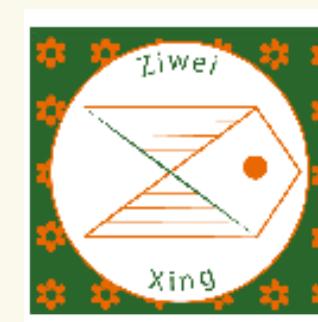
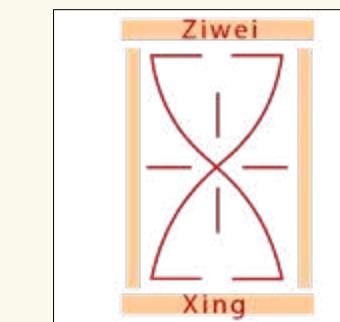


**Ziwei Xing**  
Graphic Designer & Illustrator

Phone: 917-900-5966  
email: xingziwei14@gmail.com  
Address: 712 60thst brooklyn, NY  
Website: <https://xingziwei14.wixsite.com/mysite>

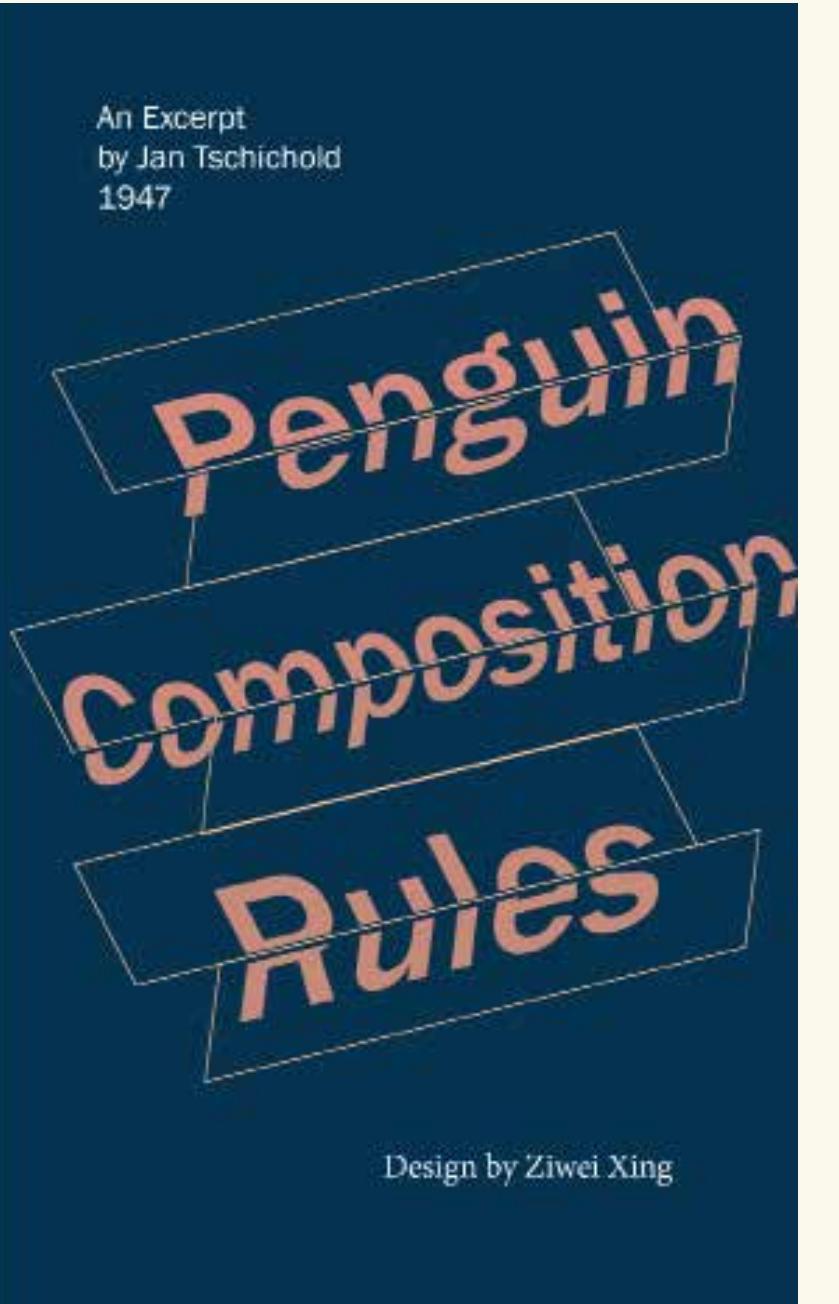
## Instruction

Based on the Monograms, I use some of them to develop my logos. First, still, sketch the logo and try to use different languages. Then, choose 3 of them to developed in different styles but the same color. Finally, use Adobe Illustrator to create them. I used 4 of the logo I designed. Create a minimum of 20 business cards for all of them. Make them distinctively different from each other but use the same color and typefaces. I tried to use the elements from my logo to design my business cards such as lines, circles, and patterns. That could reflect my personal style perfectly.



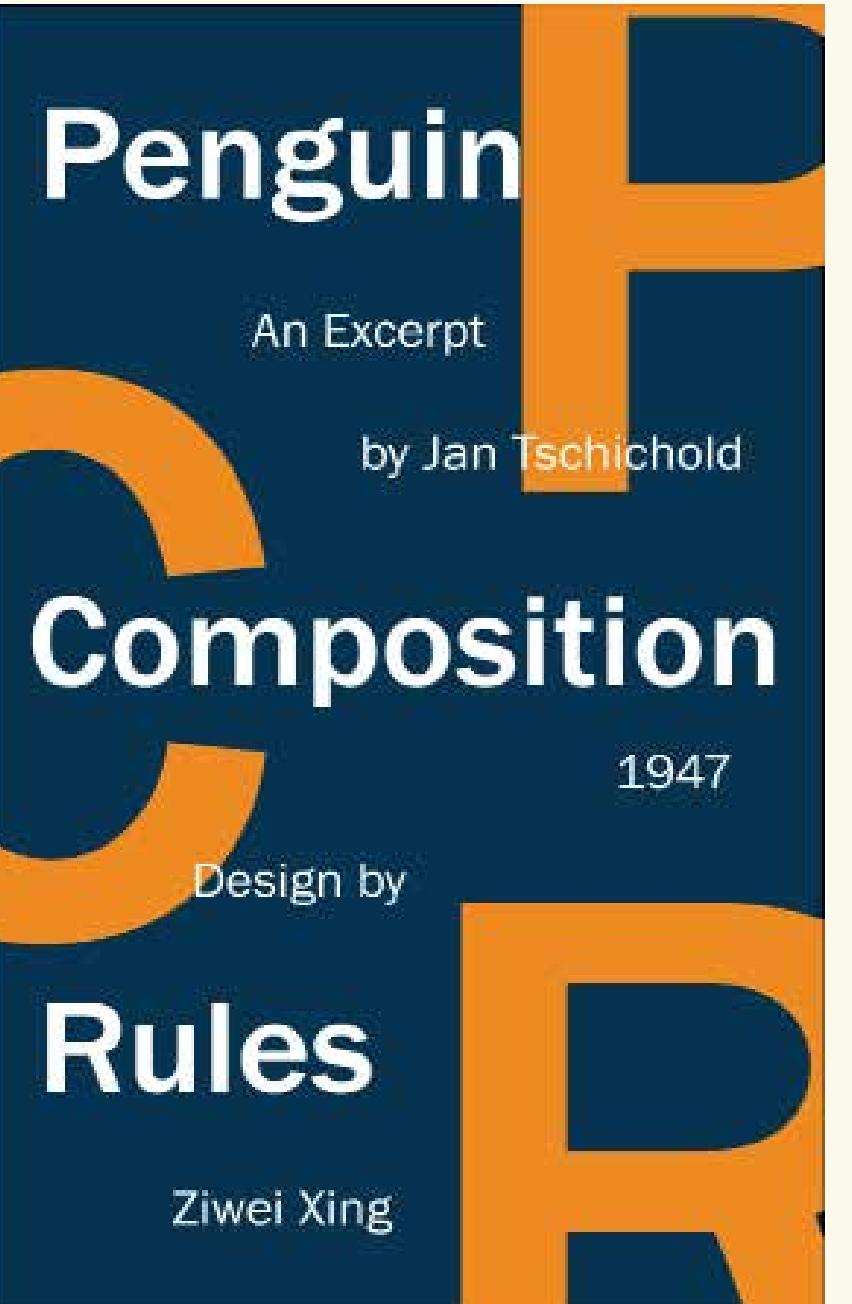
# Book Design

Book Cover



First Cover

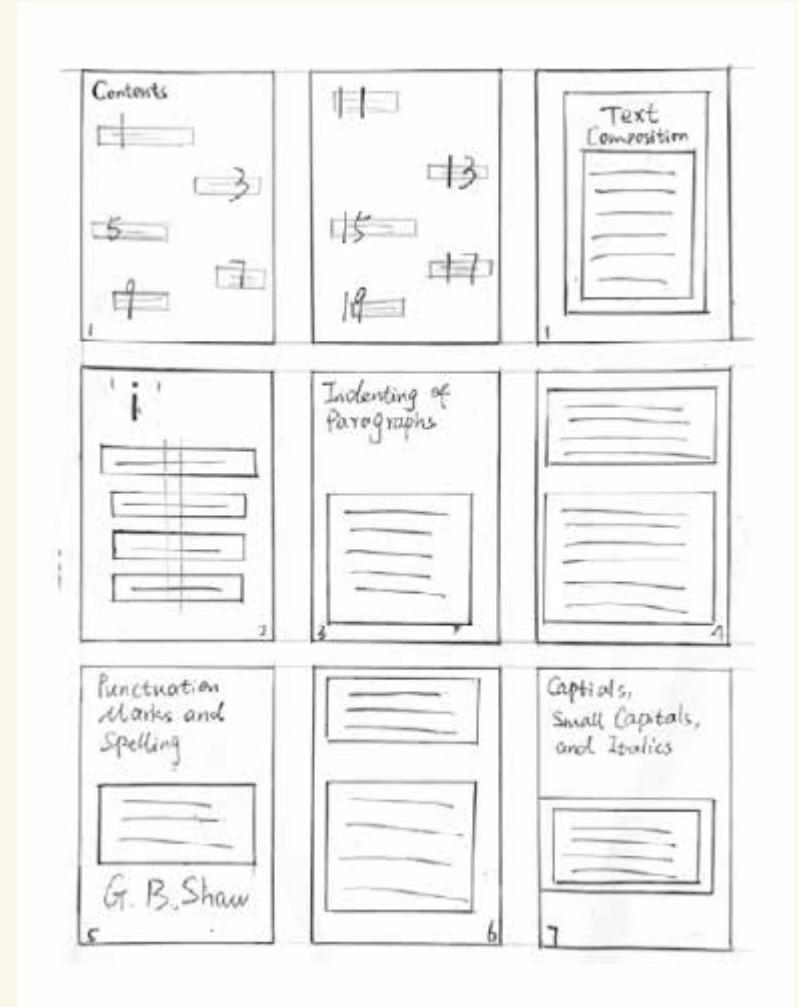
This is the first book cover I designed for the Penguin Composition Rules book. I broke the word in the middle and design them in 3D style to have a sense of space.



Second Cover

This is the second book cover I designed. I cut the capitalization of the title "Penguin Composition Rule" to move them to the corner that makes them stick out. And I make the subtitle over them to

Sketches



## Book Layout

This is the book layout I redesign the Penguin Book. I use the color to separate each sections. Different title use different colors. The Contents I design the same style with the book cover. I make the title to cover the numbers.

Contents	
1 Text Composition	11 The Printing of Plays
3 Indenting of Paragraphs	13 Figures
5 Punctuation Marks and Spelling	15 References & Footnotes
7 Capitals, Small Capitals, and Italics	17 The Printing of Poetry
9 Folios	19 Make-up

**Text Composition**  
All text composition should be as clearly word-spaced as possible. As a rule, the spacing should be about a middle space or the thickness of an 'T' in the type size used.  
Word spaces should be evenly spaced. However, it is often necessary to leave wider spacing, so leaving words less horizontal to the appearance of the page than too much space between words.  
All major punctuation marks - full point, colon, and semicolon - should be followed by the same spacing as is used throughout the rest of the line.

**'i'**  
**WordSpace**  
**Text:Space**  
**Text.Space**  
**Text;Space**

## Indenting of Paragraphs

Omit indents in the first line of the first paragraph of any text and at the beginning of a new section that comes under a subheading. It is not necessary to set the first word in small capitals, but if this is done for any reason, the word should be letter-spaced in the same way as the running title.

over indents in the first line of the first paragraph of any text and at the beginning of a new section that comes under a subheading. It is not necessary to set the first word in small capitals, but if this is done for any reason, the word should be letter-spaced in the same way as the running title.

**Punctuation Marks and Spelling**  
Use single quotes for a first quotation and "double quotes" for quotations within quotations.  
This can be done on the keyboard, put thin spaces before question marks, exclamation marks, colons, and semicolons.  
Between initials and names, as in G. B. Shaw and after all abbreviations where a full point is used, use a smaller (fleap) space than between the other words in the line.  
Marks of omission should consist of three full points. These should be set without any spaces, but be preceded and followed by word spaces.  
G. B. Shaw

**Capitals, Small Capitals, and Italics**  
CAPITALS Capitals  
CAPITALS Small Capitals  
Folios  
These should, as a rule, be set in the same size and face as the text, and in Arabic numerals.  
Pagination should begin with the first leaf in the book, but the first folio actually appearing is that on the verso of the first page.  
When there is preliminary matter whose extent is unknown at the time of making up the text into pages, it is necessary to use lower-case Roman numerals, numbered from the first page of the first sheet.  
Use small capitals for running headlines and in contents pages. They must always be slightly letter-spaced to make words legible.  
Running heads should be otherwise set, and the contents of the title of the book on the left-hand page, and the contents of the chapter on the right.  
The Printing of Plays

**Folios**  
These should, as a rule, be set in the same size and face as the text, and in Arabic numerals.  
Pagination should begin with the first leaf in the book, but the first folio actually appearing is that on the verso of the first page.  
When there is preliminary matter whose extent is unknown at the time of making up the text into pages, it is necessary to use lower-case Roman numerals, numbered from the first page of the first sheet.  
Folios for any text matter at the end of the book, such as an index, should continue the Arabic numbering of the text pages.  
Page

**Act 1 Scene 6**  
**LINDA: Go down!**  
**HAPPY: Listen!**  
**[He stops.]**  
The same rules should apply to the printing of plays as to the printing of prose. Names of characters should be set in capitals and small capitals. The text following is indented. Stage directions should be in italics, enclosed in square brackets. The heading should include the number of the act and the scene.

Do not mix old style text composition with modern face or italic hanging or ranging figures. They may be used if they are cut in the font used for the text.  
In text matter, numbers under 100 should be composed in letters. Use figures when the matter consists of a sequence of stated quantities, particulars of age, &c. In dates use the fewest possible figures, 1946-7, not 1946-1947. Divide by an en rule without a space.  
neighty-seven  
neighty-eight  
neighty-nine  
1946-7  
1946-1947  
**Figures**

**References & Footnotes**  
**askerisk\***  
**Text:**  
Do not use modern face fraction figures in any old style font. Either hanging or ranging fraction figures may be used provided that they are in harmony with the face used for the text.  
Footnotes should be set two points smaller than the text. Indent the first line of these with the same number of points as the paragraphs in the main matter. If equal full points are used for all lines of footnotes, use the same leading as in the text matter, and put 1-2 point lead underneath the last line in order to get register with the normal lines.  
For printing poetry use type of a smaller size than would be used for prose. All composition should be letter-spaced and the words should be evenly spaced. The first line of every verse should be centred on the measure, not on the first line. The beginning of each poem may be treated as a chapter opening, with small capitals. Ac.

**Footnotes:**  
Do not use modern face fraction figures in any old style font. Either hanging or ranging fraction figures may be used provided that they are in harmony with the face used for the text.

**The Printing of Poetry**  
**Bridal Song**  
by William Shakespeare  
ROSES, their sharp spines being gone,  
Not royal in their smells alone;  
But in their hue;  
Maiden pinks, of odour faint,  
Daisies small-leas, yet most quaint,  
And sweet thyme true;

Extra leading, especially between verses of irregular length, may often be misleading, as it is impossible to see whether the verse ends at the bottom of the page or not. The safest way of separating the诗诗 is to indent the first line of every verse, which which is almost not really necessary. Therefore, the first line of the second and following verses should be indented, unless the poet has indicated a shape not allowing for indentations.

**I. Preliminary pages:** The text of the book.  
Half-title.  
Printspace.  
Title page.  
Imprint or date of publication.  
Dedication.  
Acknowledgments.  
Contents.  
List of illustrations.  
List of abbreviations.  
Preface.  
Introduction.  
Errata.  
**II.**  
**Make-up**  
Books should, with certain exceptions, be made up in the following order:  
The above should each begin on a right-hand page, imprint and frontspace excepted. As a rule, chapter headings should be dropped a few lines.  
The preliminary pages should be set in the same face and style as the book itself. Avoid bold faces.  
The index should be set in two or more columns and in type two points smaller than the text. The first word of each letter of the alphabet should be set in small capitals with capitals.