



SCATTERBOXX

"A fun place for puzzle lovers"

Thesis Final Review  
Sheryl Baza

Graduate School of Web Design New Media  
Academy of Art University, San Francisco

Date/Time of Presentation: 05.17.2016. 10:00 AM  
Area of Emphasis: User Experience

# ABOUT ME

San Francisco, Bay Area

Masters of Business Administration

BFA, Visual Communications Digital Design

UX/UI, Product Design



# THE CONCEPT VIDEO



# PROJECT OVERVIEW

“Sharpen your mind with Scatterboxx”

Solve/Compete



Create



Buy Themes



Ranking System



Regular user: 0-19  
Bronze: 20-39  
Silver: 40-59  
Gold: 60+

Puzzle Cuts



Easy - 8 pieces. 1 point  
Medium - 16 pieces, 2 points  
Hard - 24 pieces. 3 points

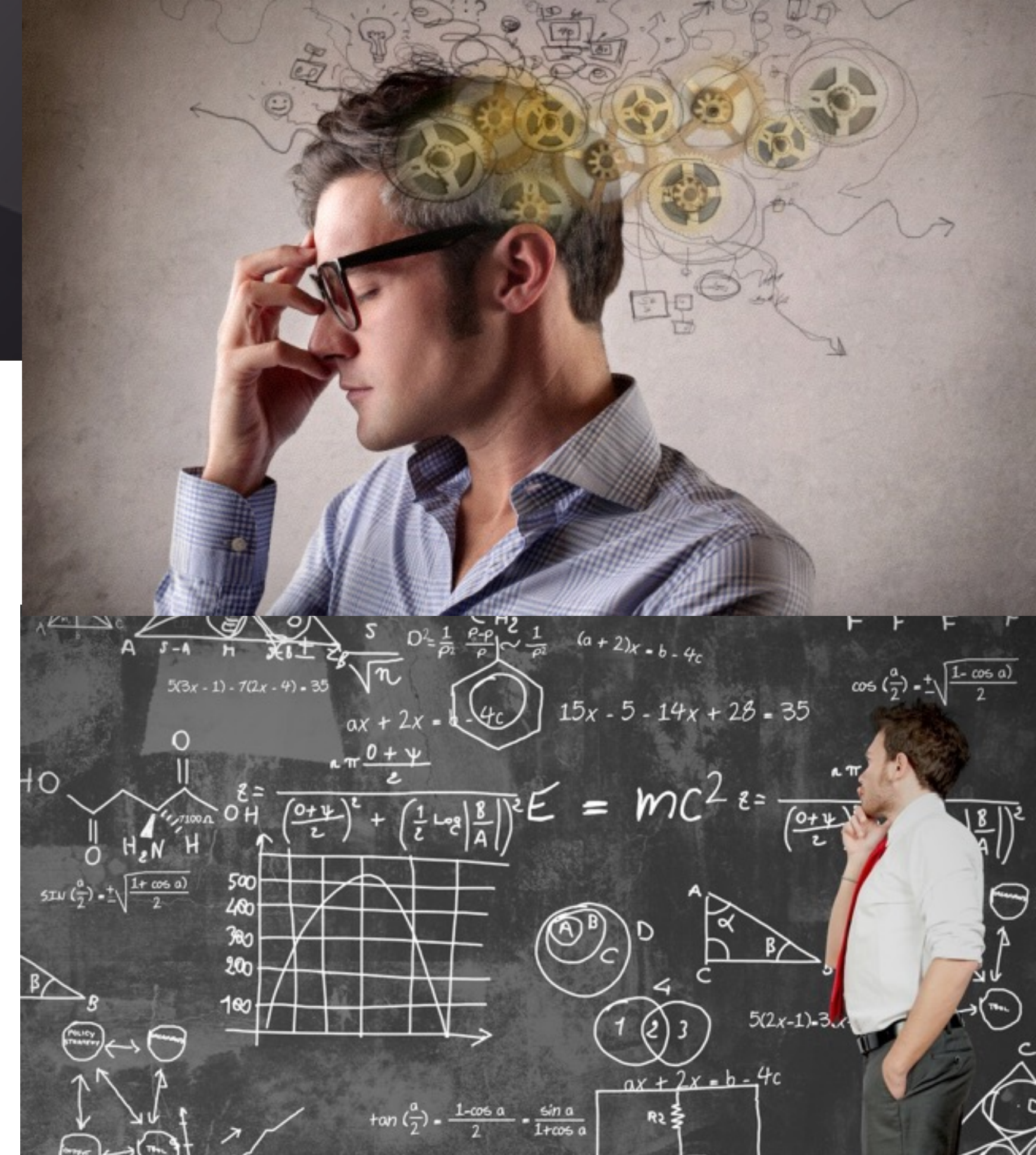
# PROBLEM

No active community for puzzle lovers

Long term brain laziness can lead to old age related disease”

—Erinma Ochu, Neuroscientist  
University of Manchester

Find abstract ways to mental development



# PROPOSED SOLUTION

## Brief Summary of Importance

### Benefits of Puzzles

“People who do jigsaw puzzles...gain a longer life span and lesser chances of Alzheimer’s, memory loss, dementia and other old age problems.”

- MacArthur Study

Memory

Spatial

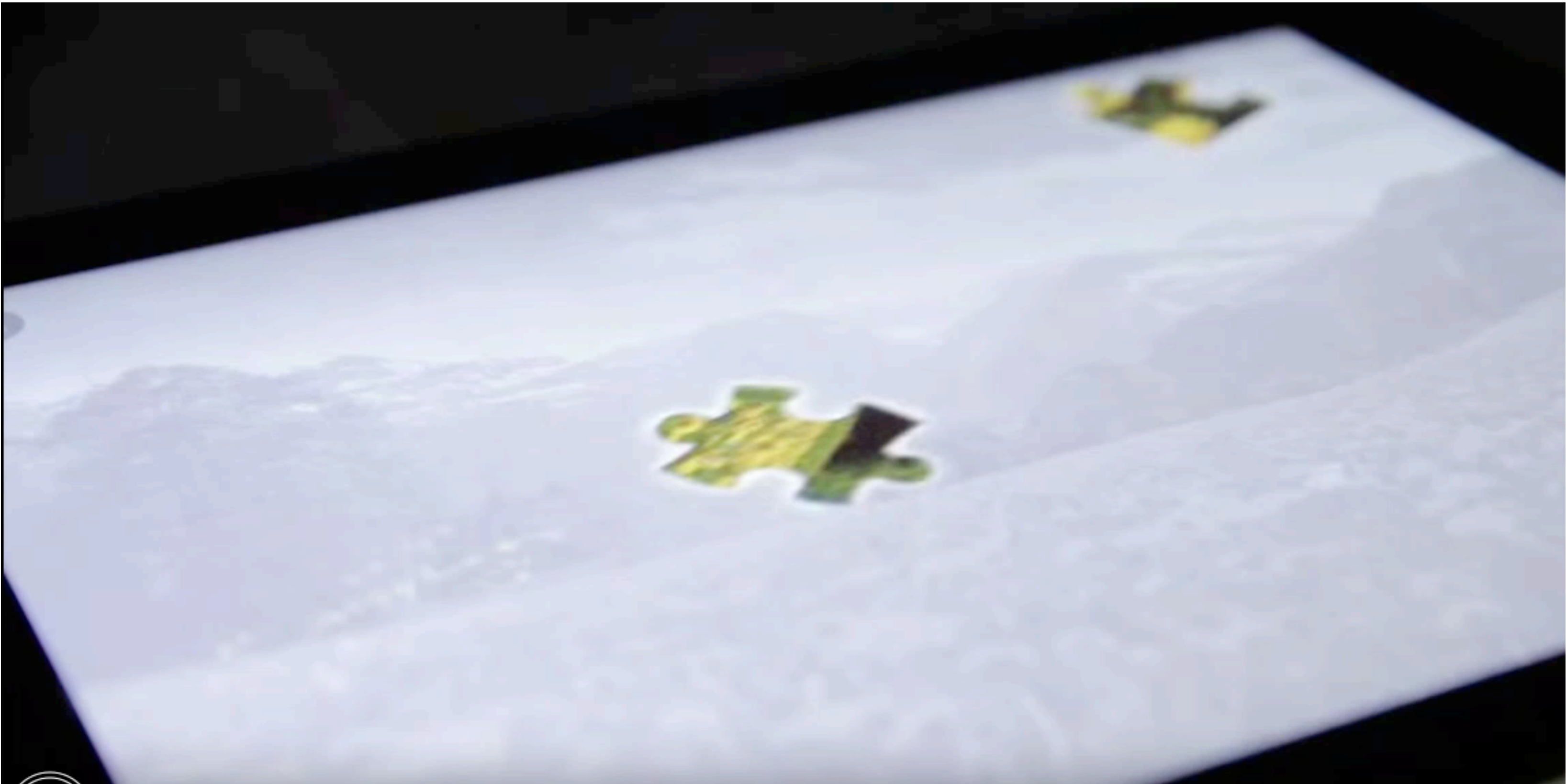
Alert

Speed

Focus



# INSPIRATION IDEA



# TARGET AUDIENCE

18-34 Millennials

Ambitious

Results-oriented

Educated

Young-at-heart

Goal/Reach: Puzzle Enthusiasts



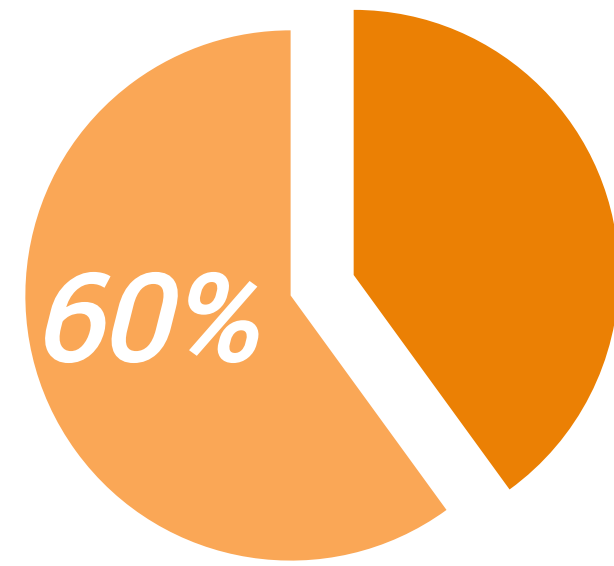


# RESEARCH & ANALYSIS

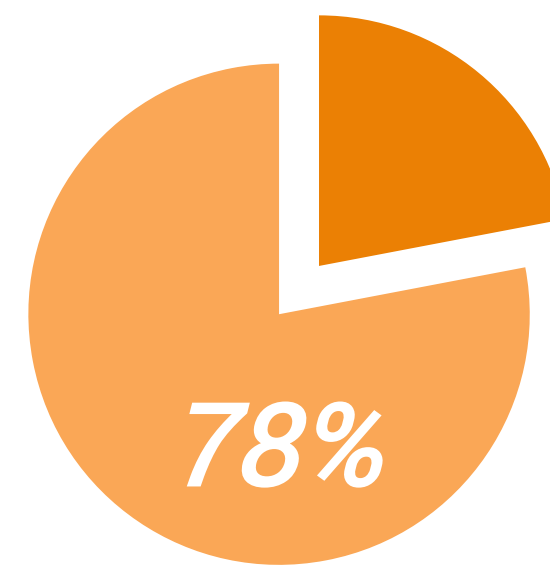
## Lessons Learned



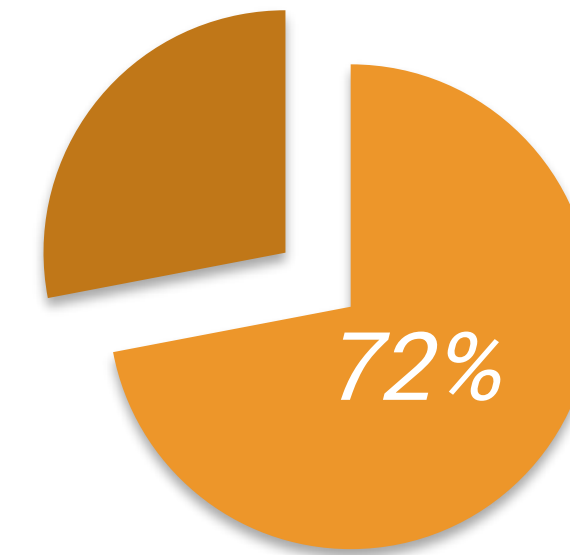
Chosen Platform  
Mobile



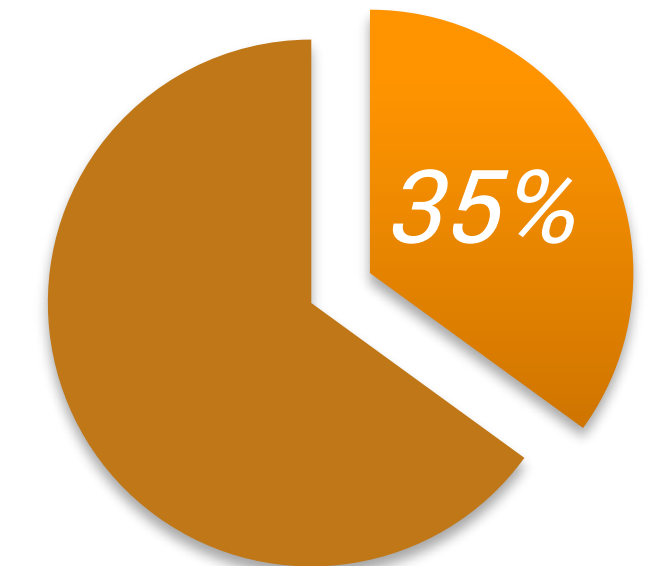
Social  
Connections



Learning  
Something New



11 Hours / Week



Casual Gaming

PGAV on Meet Millennial: [http://www.pgavdestinations.com/images/insights/Meet\\_the\\_Millennials.pdf](http://www.pgavdestinations.com/images/insights/Meet_the_Millennials.pdf)

Market Research on Social Media: <http://www.mediabistro.com/alltwitter/files/2012/12/social-media-customer-research.png>

Social Gaming: <http://mashable.com/2011/10/14/social-gaming-economics-infographic/>

# USER RESEARCH & ANALYSIS

## Interview Outcome



Drew J.

27

Los Angeles CA  
Firefighter  
BS Engineering  
iPhone 5



Chessy K.

31

El Cerritto CA  
Graphic Designer  
MFA Design  
Android User



Chris A.

30

Pacifica, CA  
FedEx Courier  
Associate Degree  
iPhone 5



Angelyn A.

25

Pleasanton CA  
Registered Nurse  
BS Biology  
iPhone 6

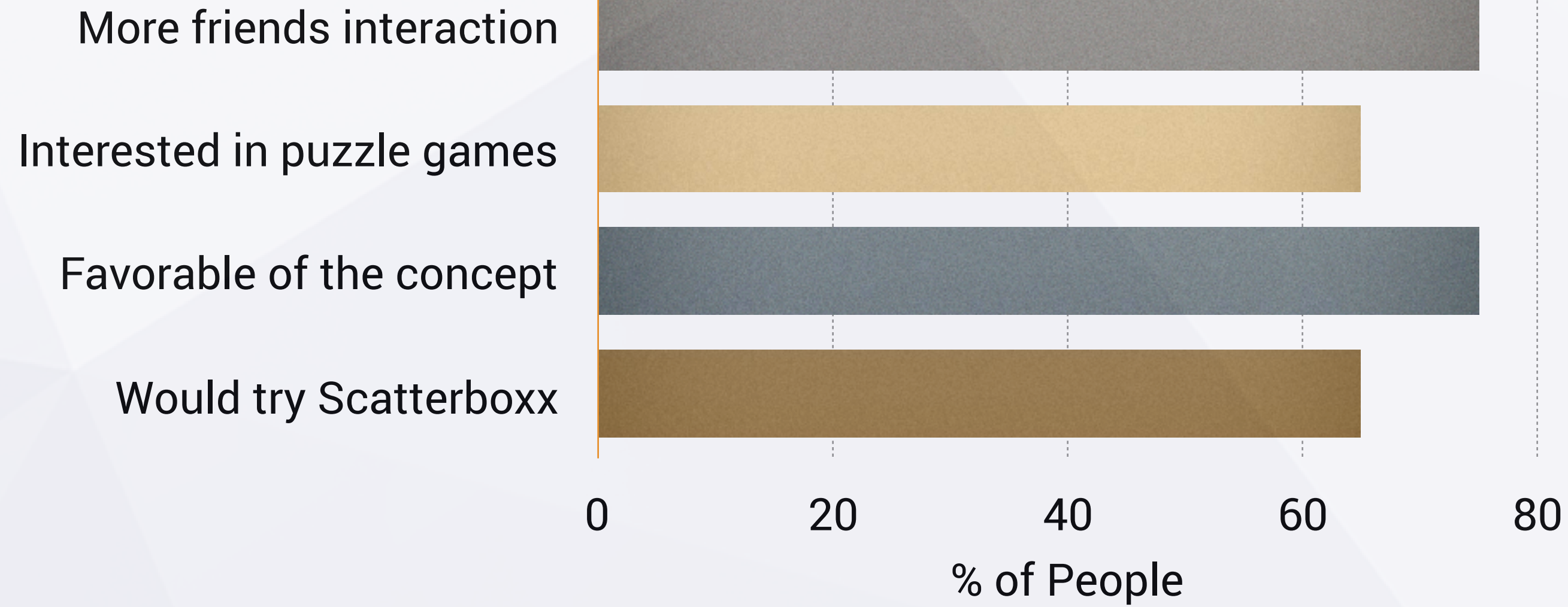


Evans H.

20

Lancaster CA  
Systems Administrator  
BS Computer Science  
Android User

# RANDOM SURVEY ANALYSIS



1. When viewing social media such as Facebook, do you often find yourself scrolling and getting bored <i>sometimes</i> ?	YES / NO
2. Do you sometimes wish there were more fun and interesting ways to interact in Facebook?	YES / NO
3. Would you be interested in sending fun and <b>simple</b> puzzle photos to your friends to solve and vice versa them sending to you?	YES / NO
4. Would you find it interesting if this concept was implemented in a social media platform?	YES / NO
5. Would you be motivated to compete with your circle friends and be ranked against them based on how many puzzles you solve?	YES / NO
6. What ideas do you think will make Facebook more interesting?	More gaming ⊕
7. What is your favorite social media app?	Temple Run

3. Would you be interested in sending fun and <b>simple</b> puzzle photos to your friends to solve and vice versa them sending to you?	YES / NO
4. Would you find it interesting if this concept was implemented in a social media platform?	YES / NO
5. Would you be motivated to compete with your circle friends and be ranked against them based on how many puzzles you solve?	YES / NO
(optional) 6. What ideas do you think will make Facebook more interactive and interesting?	

## UX DEVELOPMENT - PRIMARY PERSONA 1

Tara. The Goal Oriented Puzzle Lover Invitee



Tara Finch

MBA

31

Product Mgr

San Francisco, CA

iPhone 6

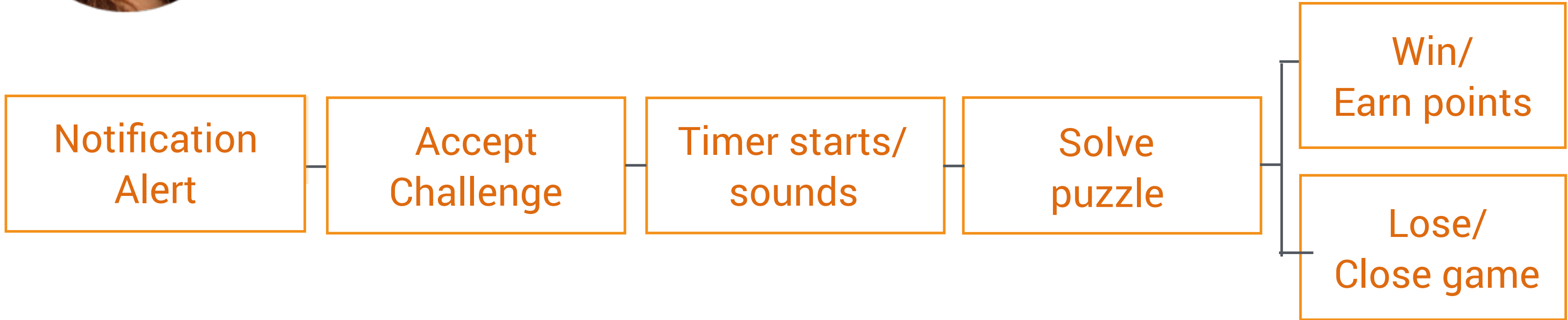
“ I love playing casual puzzle games  
because it exercises my brain ”

# USER TASK FLOW 1

Tara. The Goal Oriented Puzzle Lover Invitee



“I want to Solve my friend’s puzzle challenge”



[Link to Proof of Concept](#)

## UX DEVELOPMENT - SECONDARY PERSONA 2

Leonardo. Loves puzzles so much he is the Creator and Inviter



Leonardo Tarin

Associate Degree

Full-Time Student

San Francisco, CA

19

iPhone 6

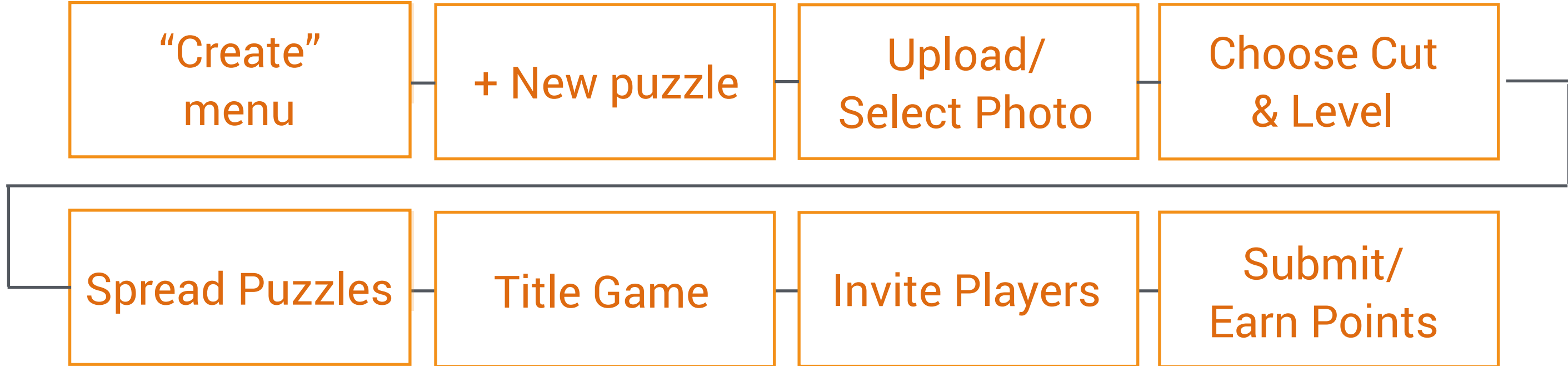
“ I love connecting with my circle of friends through fun puzzle exercises ”

# USER TASK FLOW 2

Leonardo. Loves puzzles so much he is the Creator and Inviter



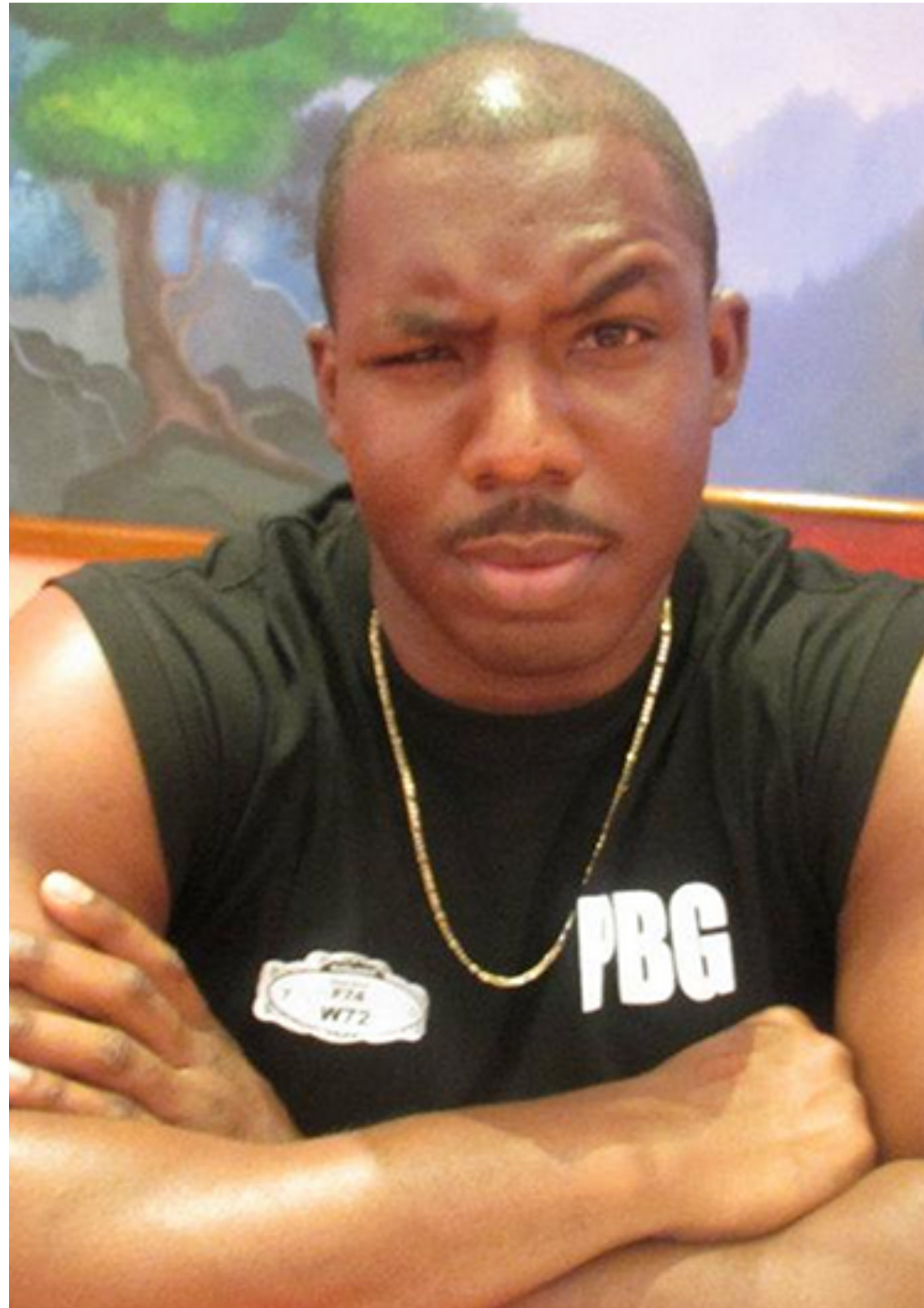
“I want to Create puzzle games to challenge friends”



[Link to Proof of Concept](#)

## PERSONA 3

Marcus. The Proud Over-Achiever



Marcus Davis

Bachelor's Degree

Engineering Student

Palo Alto, CA

27

English

Samsung Android

“

I'm proud to showcase my achievements

”



# USER TASK FLOW 3

Marcus. The Proud Over-Achiever



“I am a Gold player and I want to Customize my theme environment”



[Link to Proof of Concept](#)

# TECHNICAL DEVELOPMENT

Solve and Scatter Puzzle experience

Link: <http://www.sherylbaza.com/sb/index.html>

```
<!--snapfit.js-->
<script type="text/javascript" src="snapfit.js"></script>

<div class="demo animated" style="position:relative;"><!--parent-->
  <!--<div style="outline: 1px solid silver" -->

  
  <div class="glow">
    
  </div><!--/.end glow-->
<!--</div>/end outline 1px solid silver-->
```







# TECHNICAL DEVELOPMENT

## Technology Used



## Open Source Utilities:



Snapfit.js by [netzgesta.de](http://netzgesta.de)



CSS rotating Menu

# COMPETITOR RESEARCH

Primary & Secondary



Lumosity



Jigsaw

# COMPARATIVE STYLE MATRIX

	Scatterboxx	Lumosity	Jigsaw
Team Challenge	✓		
Leaderboards	✓		✓
Achievements	✓	✓	
Solo mode	✓	✓	✓
Timer	✓	✓	
Buy/Unlock	✓	✓	✓
Jigsaw puzzle	✓		✓

# USER TESTING PARTICIPANTS

GDS UX Class

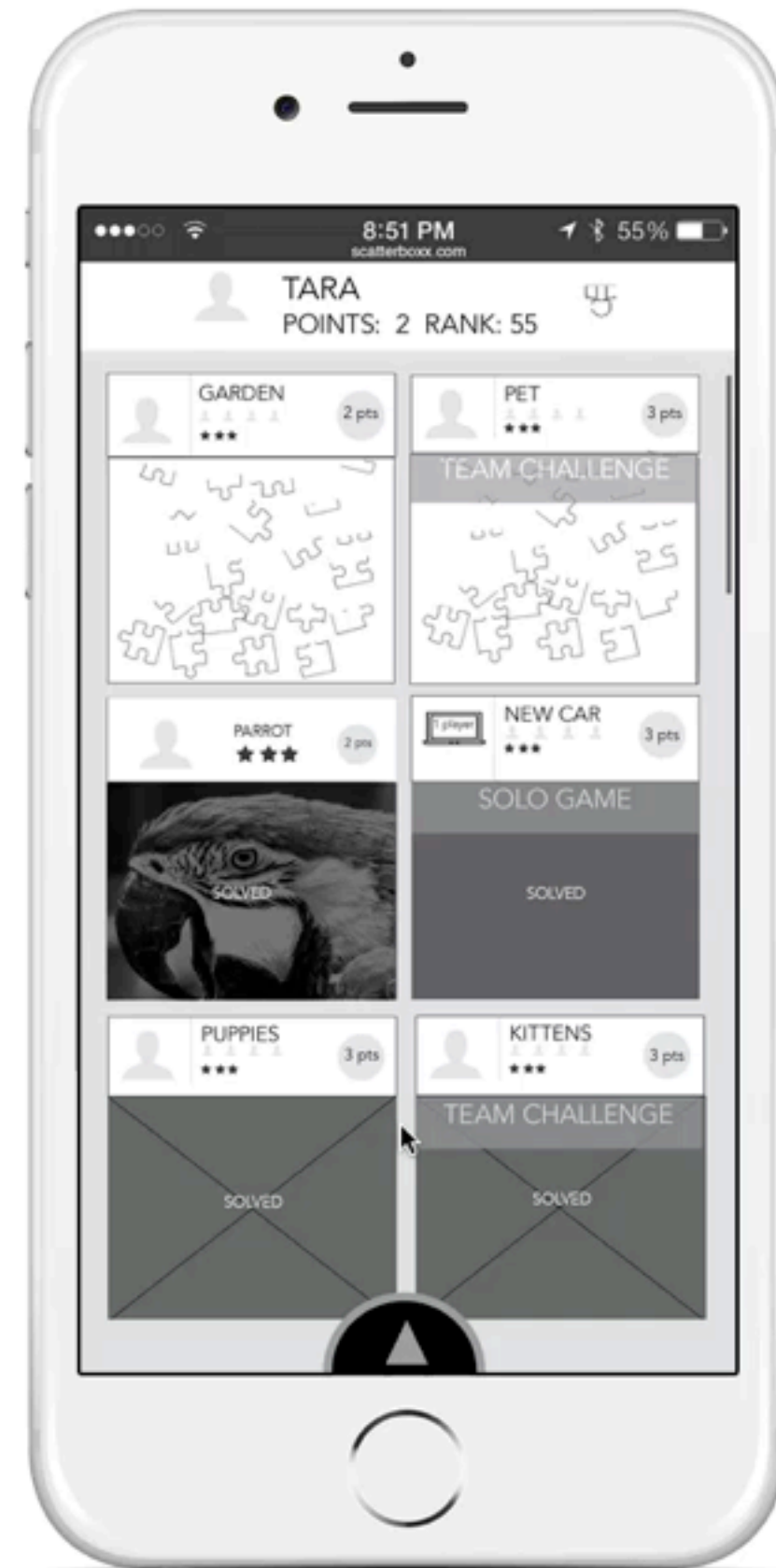
UX Club

Formal UX Testing

Ideate Conference

GDS Visual Design

Faculty

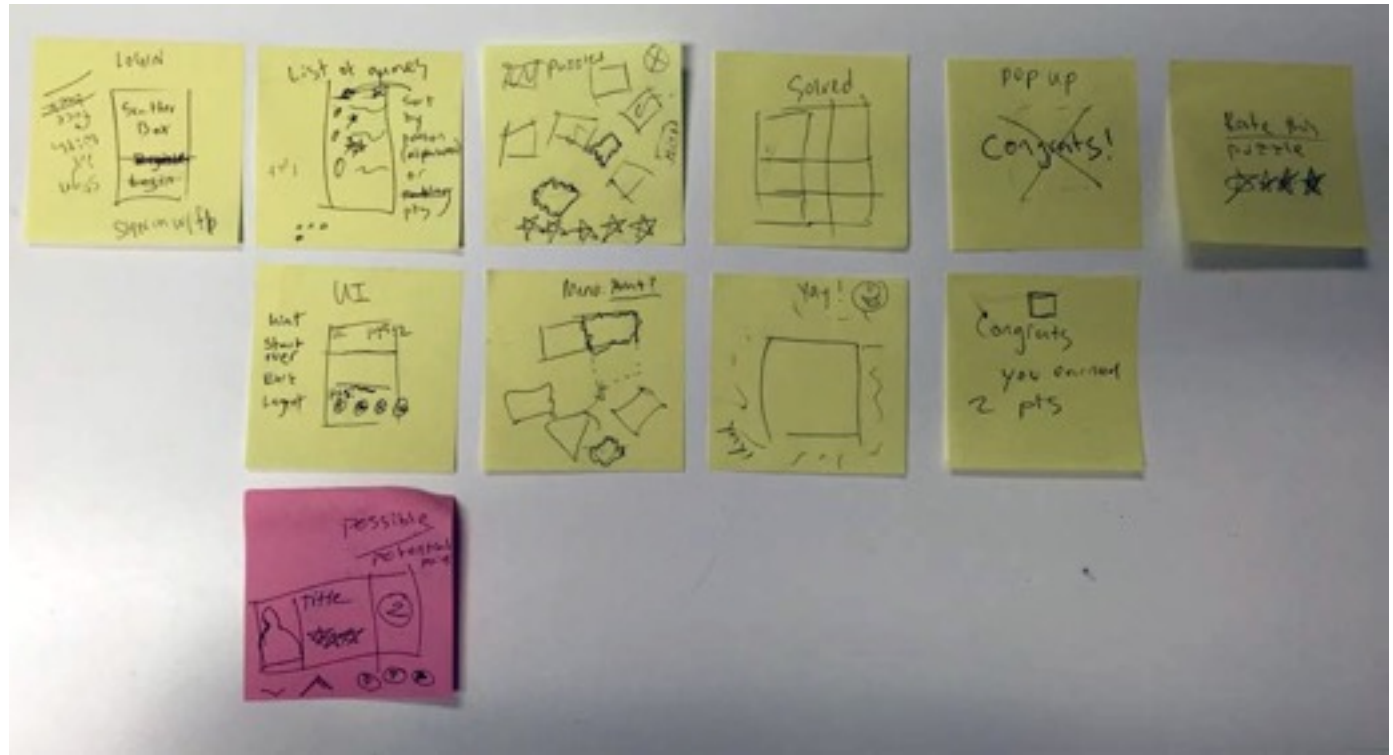




# TECHNICAL EXPLORATIONS / UX PROCESS

## Types of Tests and Findings

### Preliminary / Experiment User Scenario



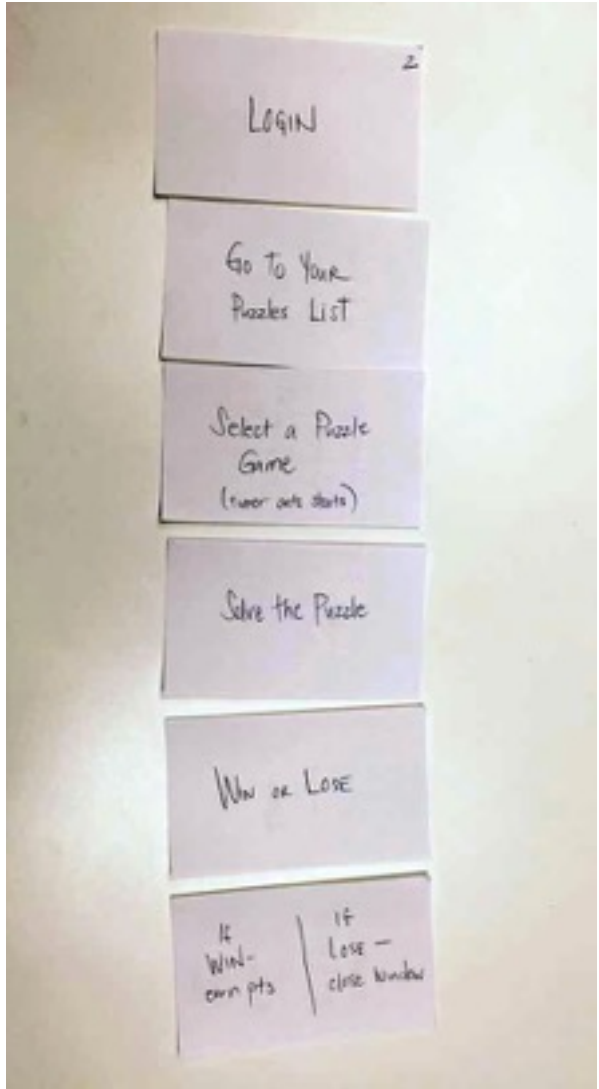
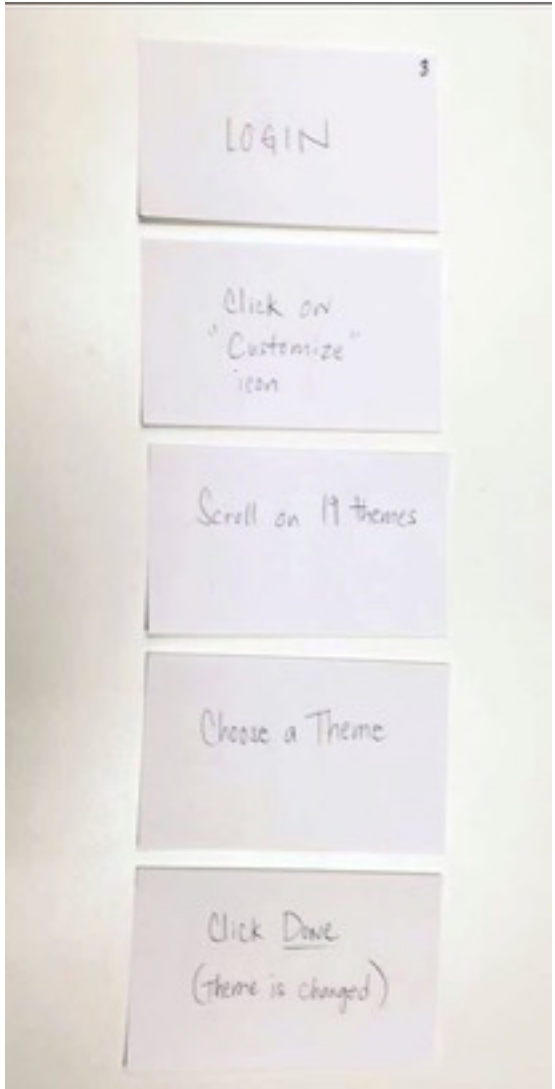
### Initial UX Chart Findings:

- Auto Scatter feature
- Use own pics
- Motivation: change the themes and puzzle cuts
- Share friends in FB
- UI Placements
- Star Ratings
- Leadership board
- Spectacular Winning experience

# TECHNICAL EXPLORATIONS / UX PROCESS

## Types of Tests and Findings

### Experimental Blind Card Sorting



### Overall Findings:

#### 5 Testers

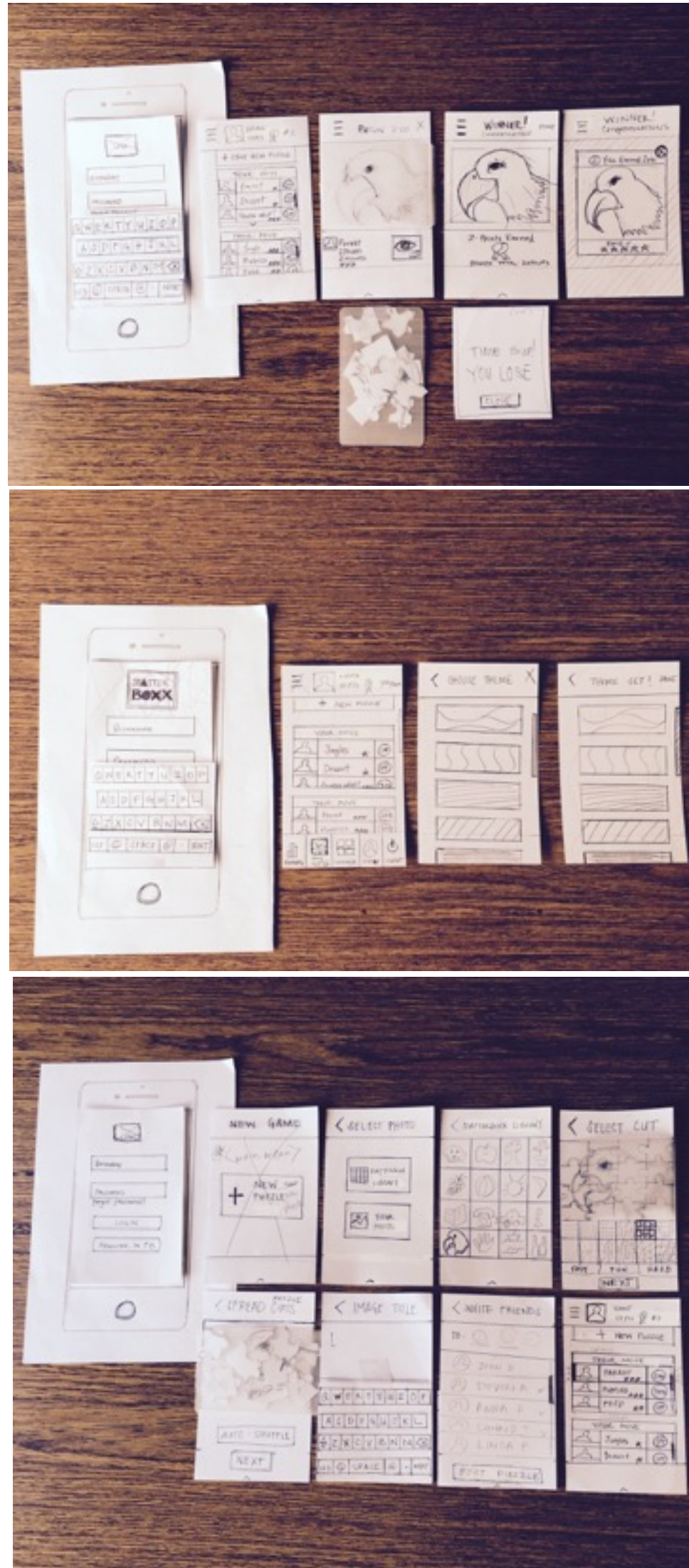
Task 1: Create puzzle games: Mixed results

Task 2: Solve puzzle games: Some inconsistencies with minor mixes

Task 3: Change themes: Accurate

# TECHNICAL EXPLORATIONS

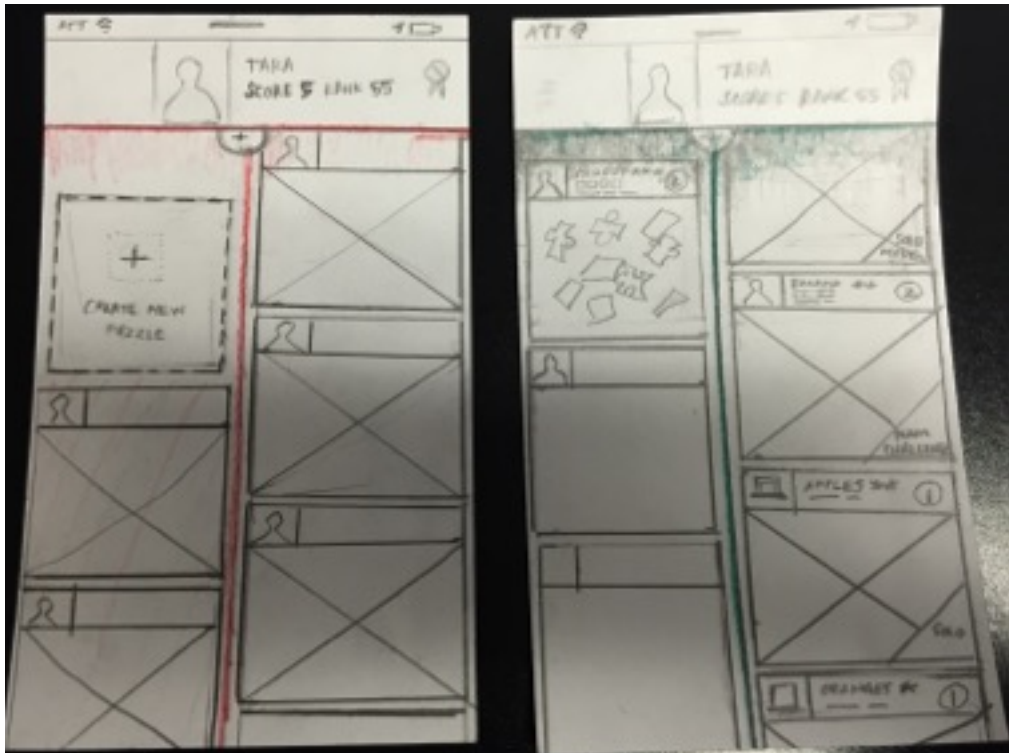
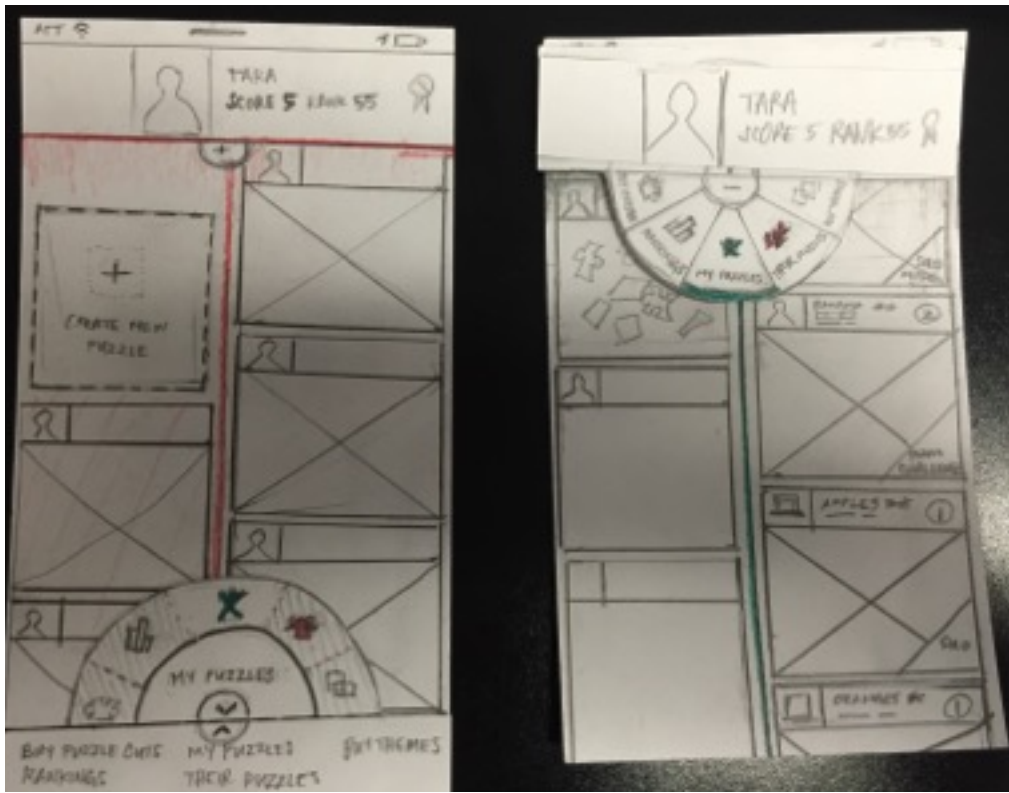
## Rapid Paper Prototyping



# TECHNICAL EXPLORATIONS / UX PROCESS

## Types of Tests and Findings

### A / B Testing - Navigation



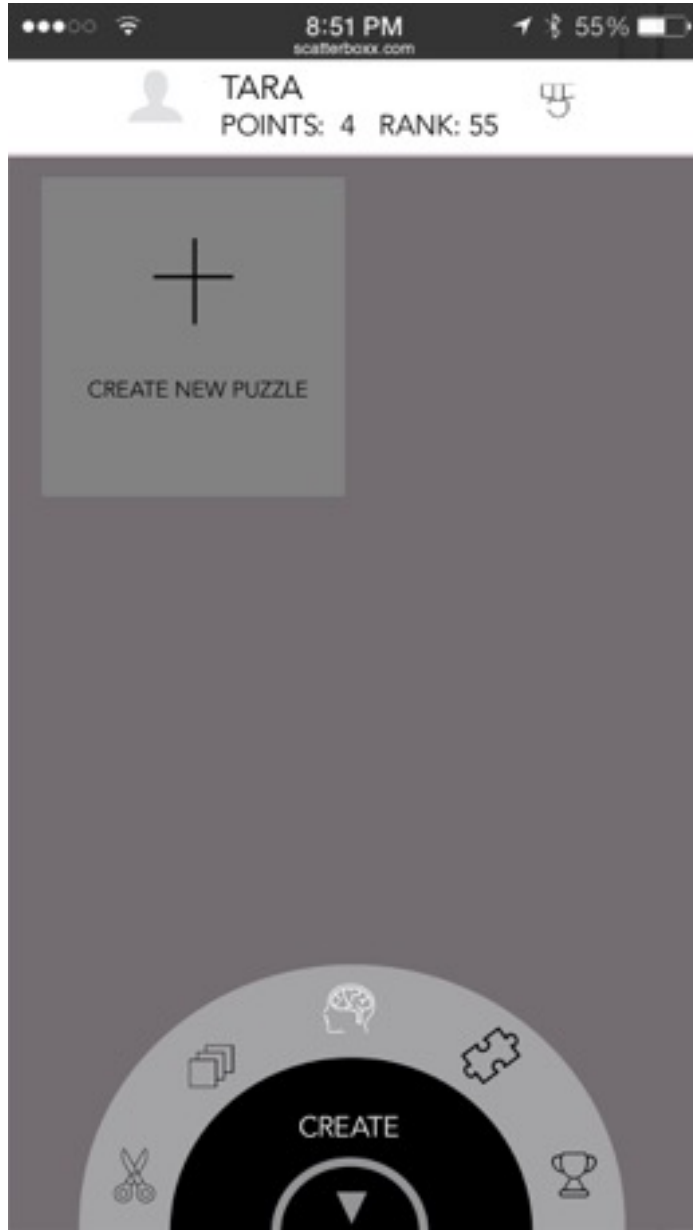
### Overall Findings:

Tab nav VS circular nav wheel  
Bottom position for quick swipe  
Unique/Different

### Before



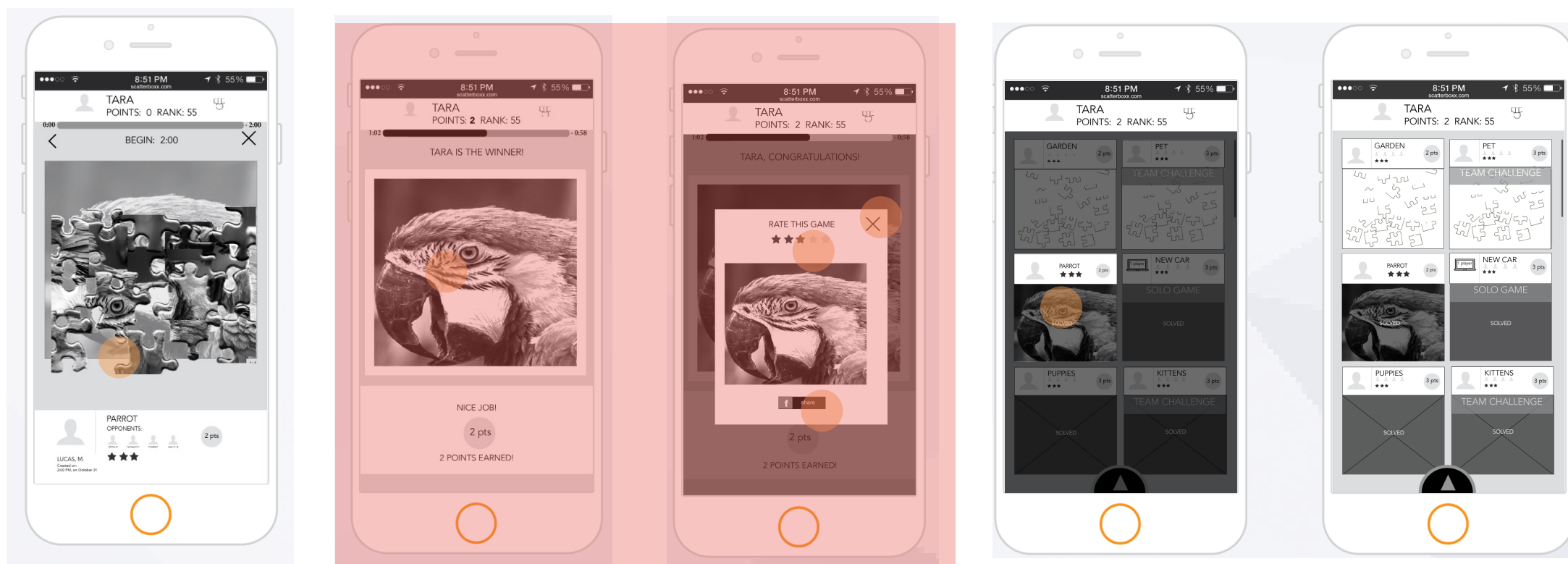
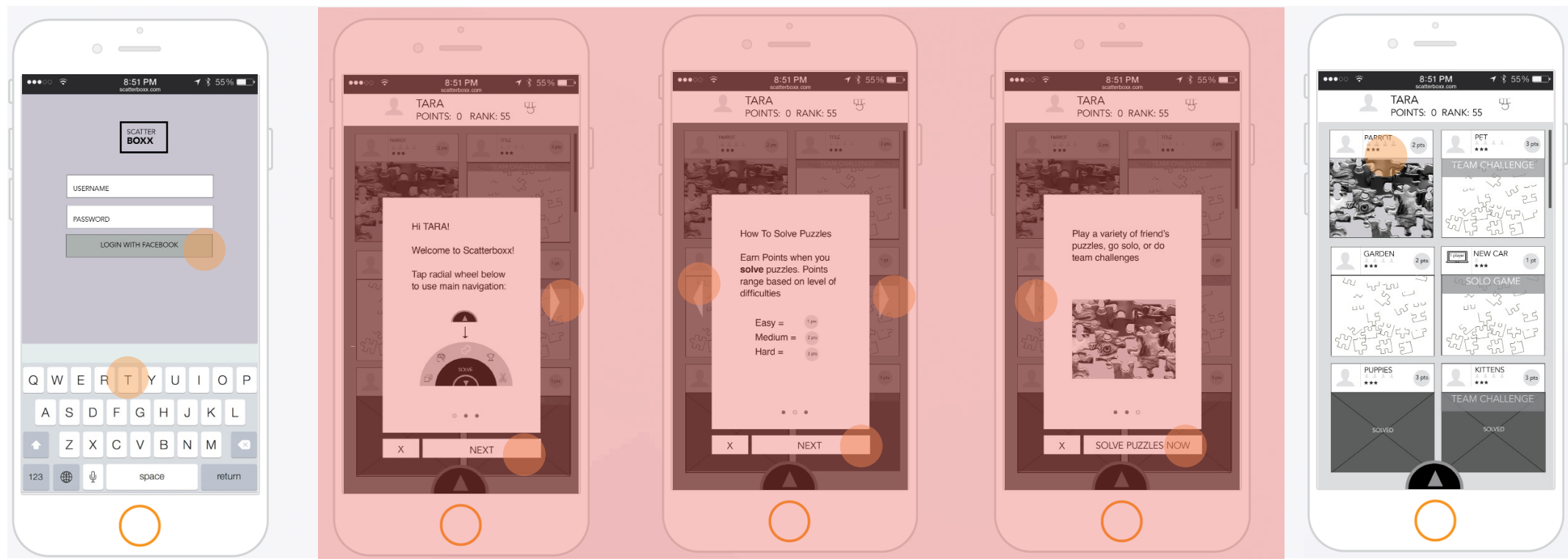
### After



# USER EXPERIENCE DEVELOPMENT

## Wireframes Task 1

**Before** Eliminated Tutorial demo & Ratings



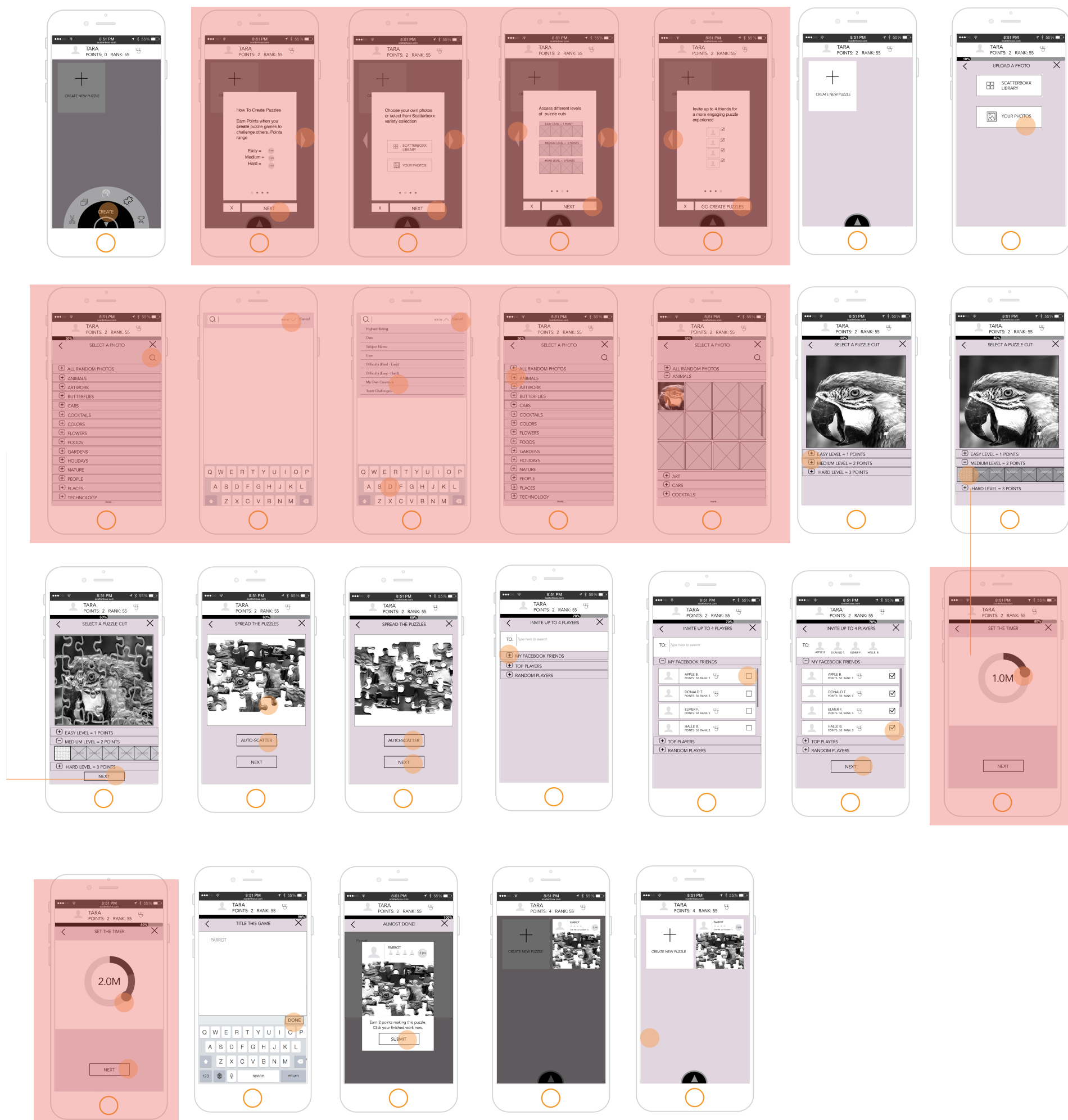
**After** Added Notification Alert



# USER EXPERIENCE DEVELOPMENT

## Wireframes Task 2

### Before

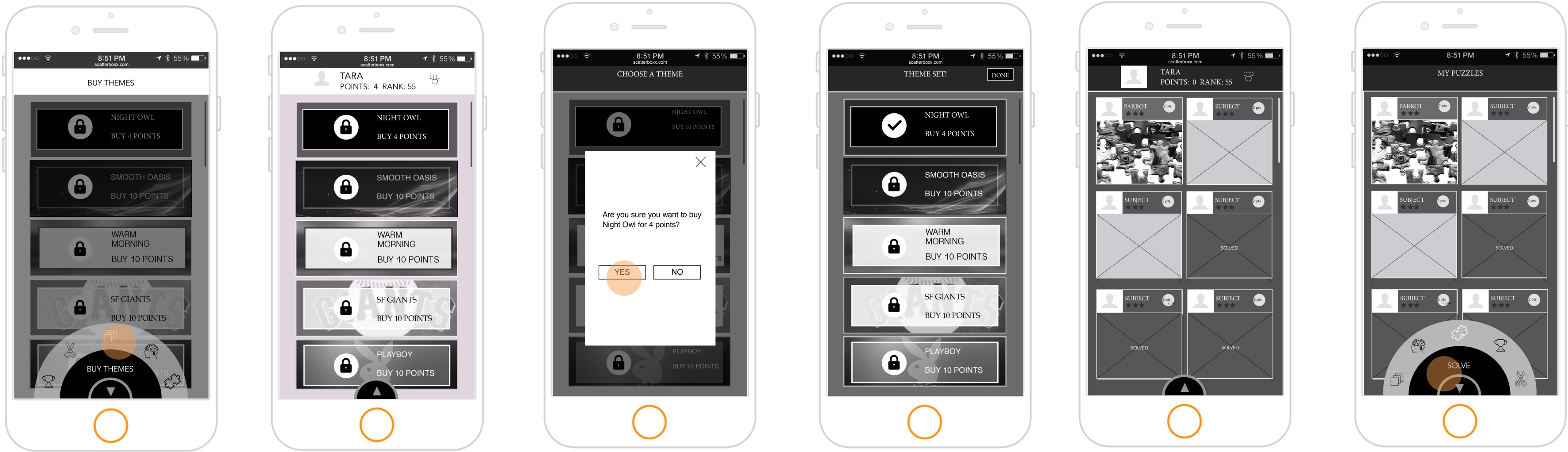


### After



# USER EXPERIENCE DEVELOPMENT

## Wireframes Task 3



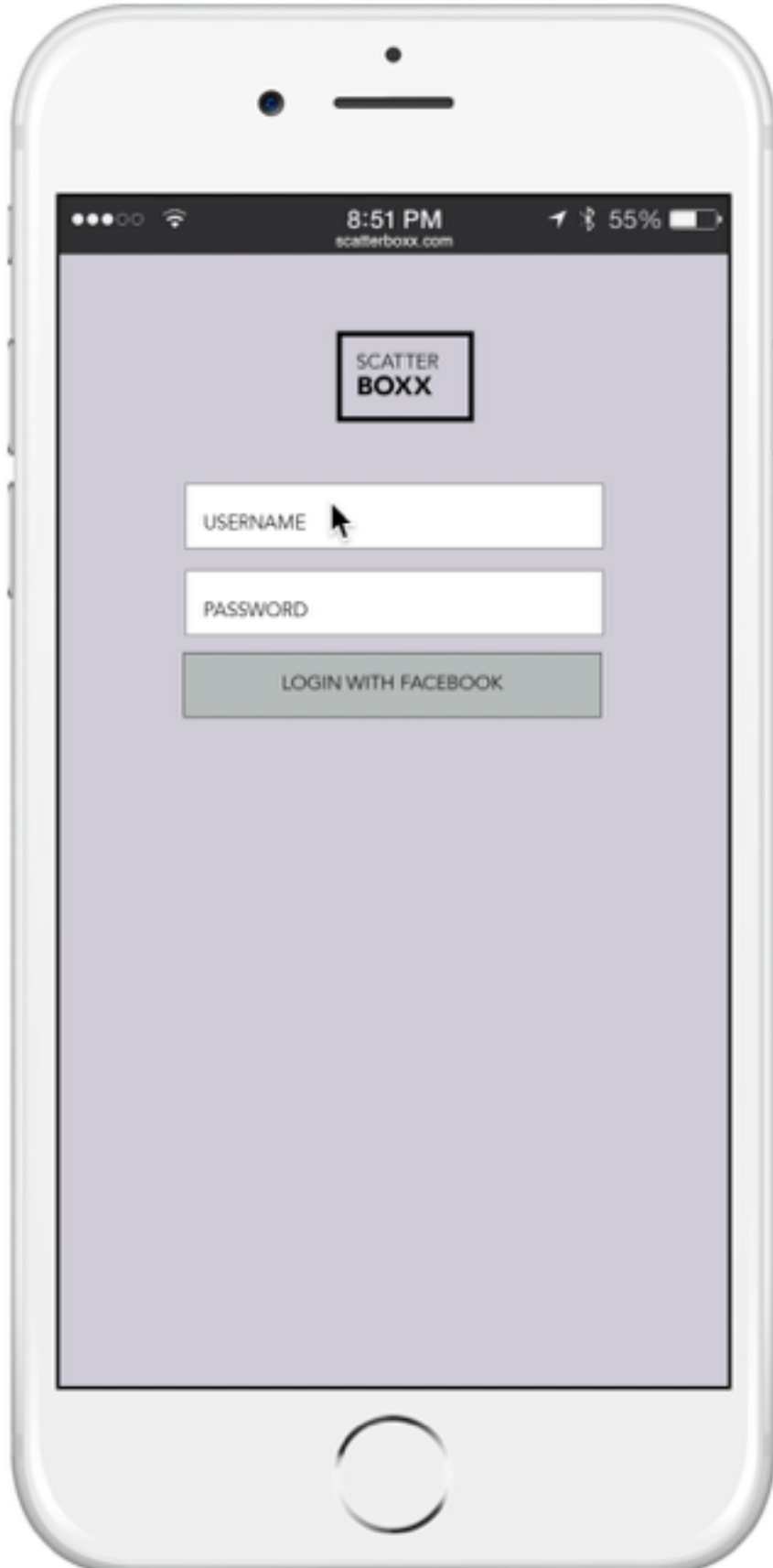
# USER EXPERIENCE DEVELOPMENT

Before and After

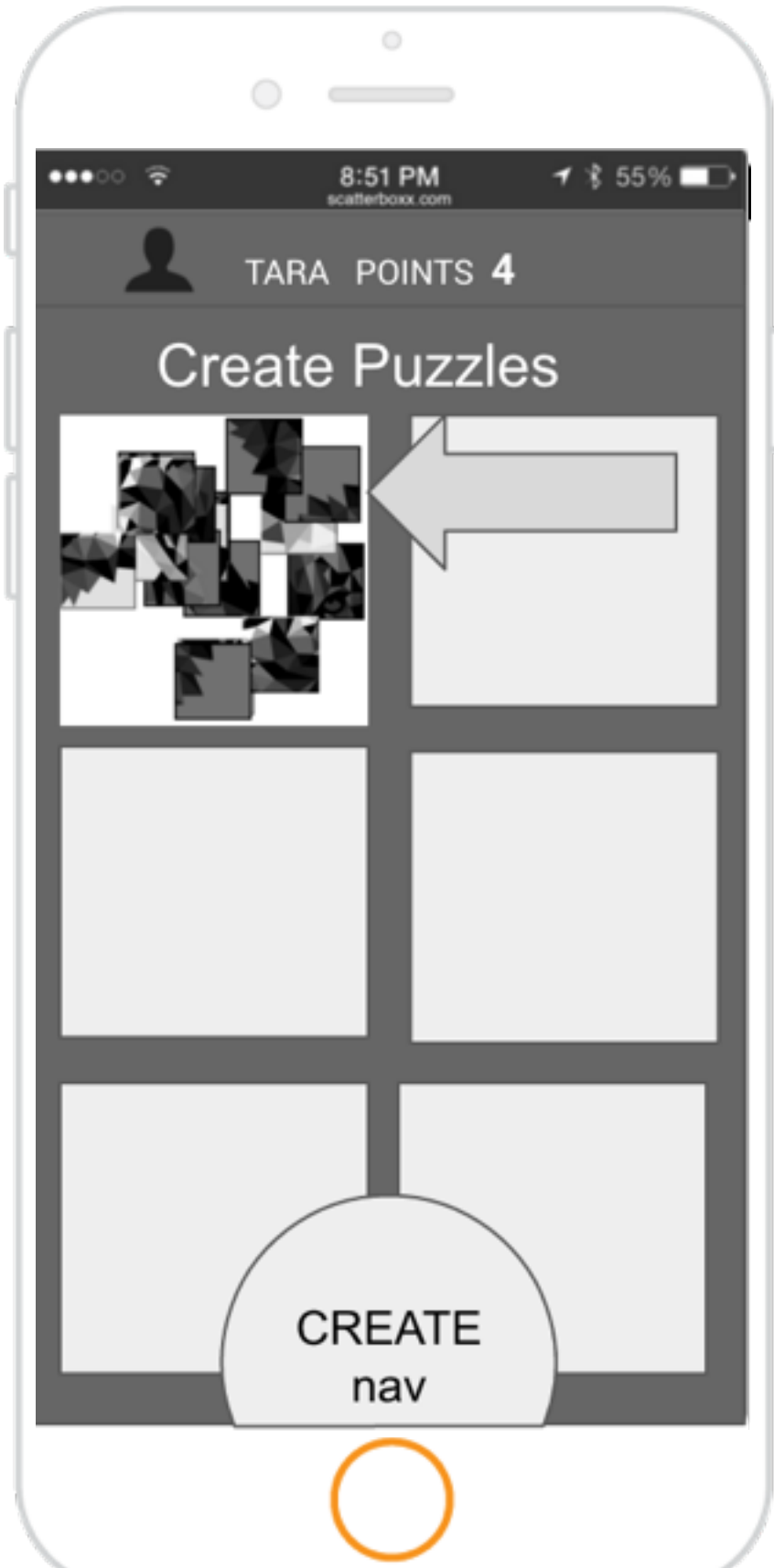
UX Before



GDS UX Iteration 7



VD w/UX Iteration 10

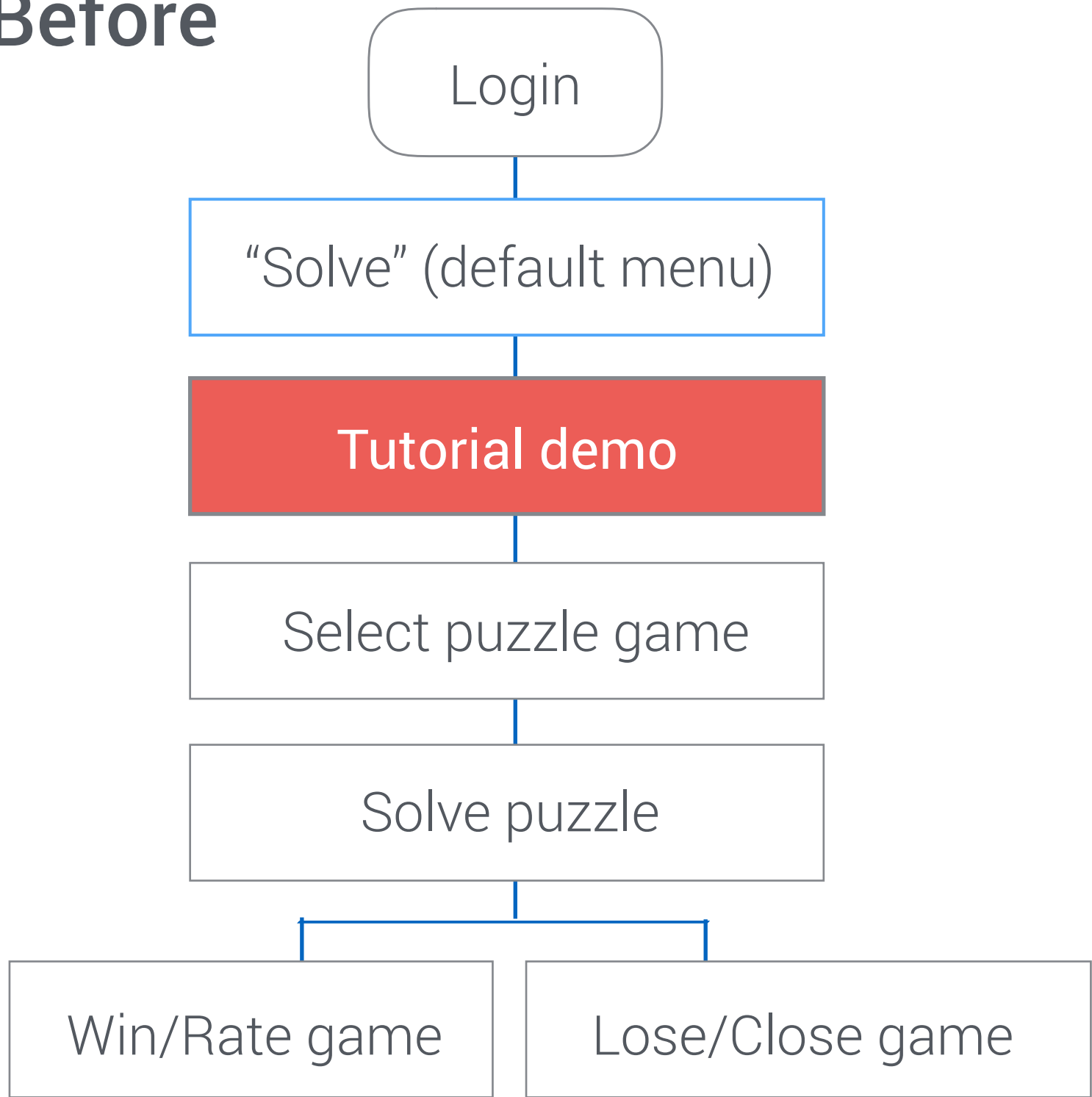




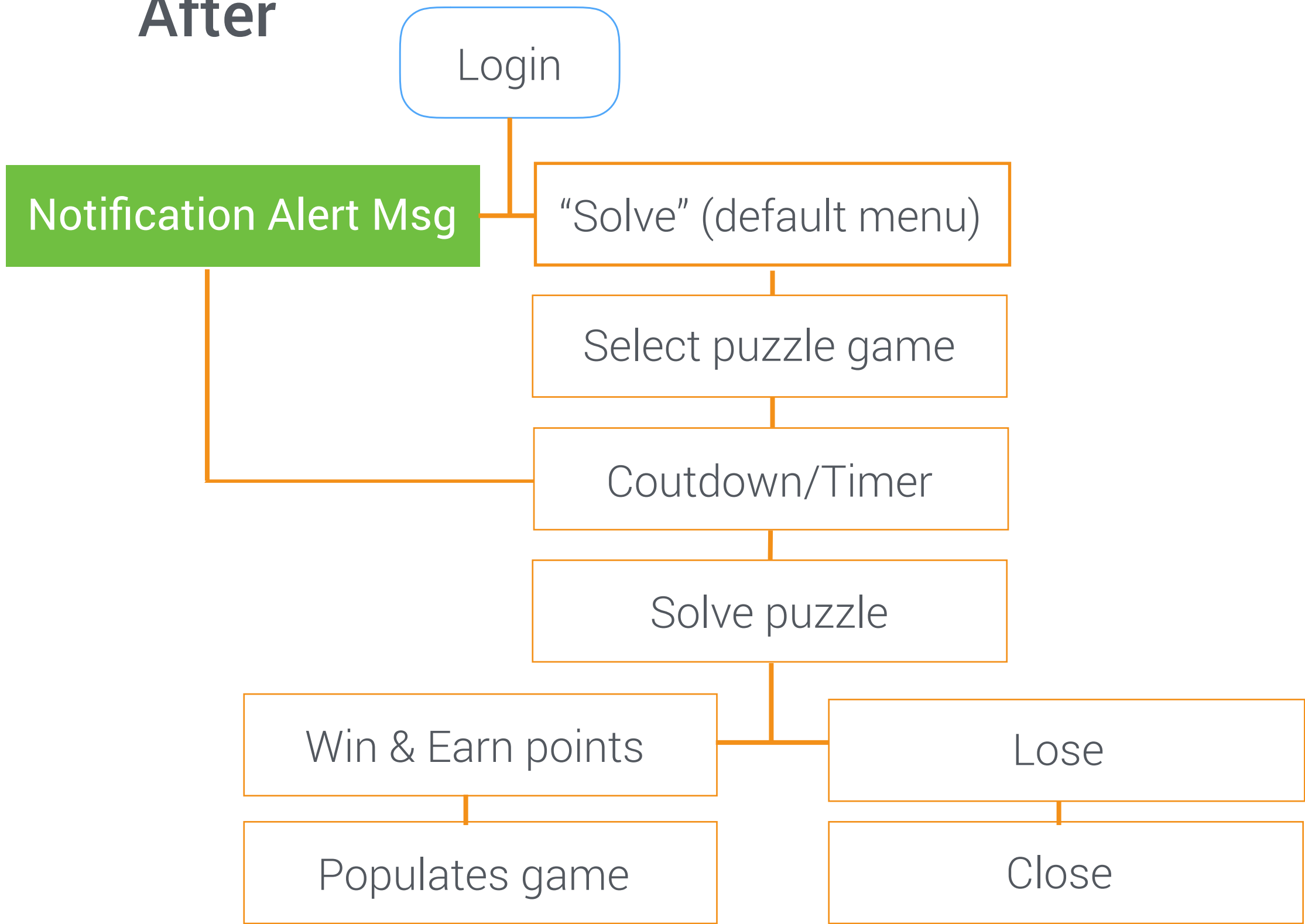
# TASK FLOW 2

## “Solve Puzzle Games”

### Before



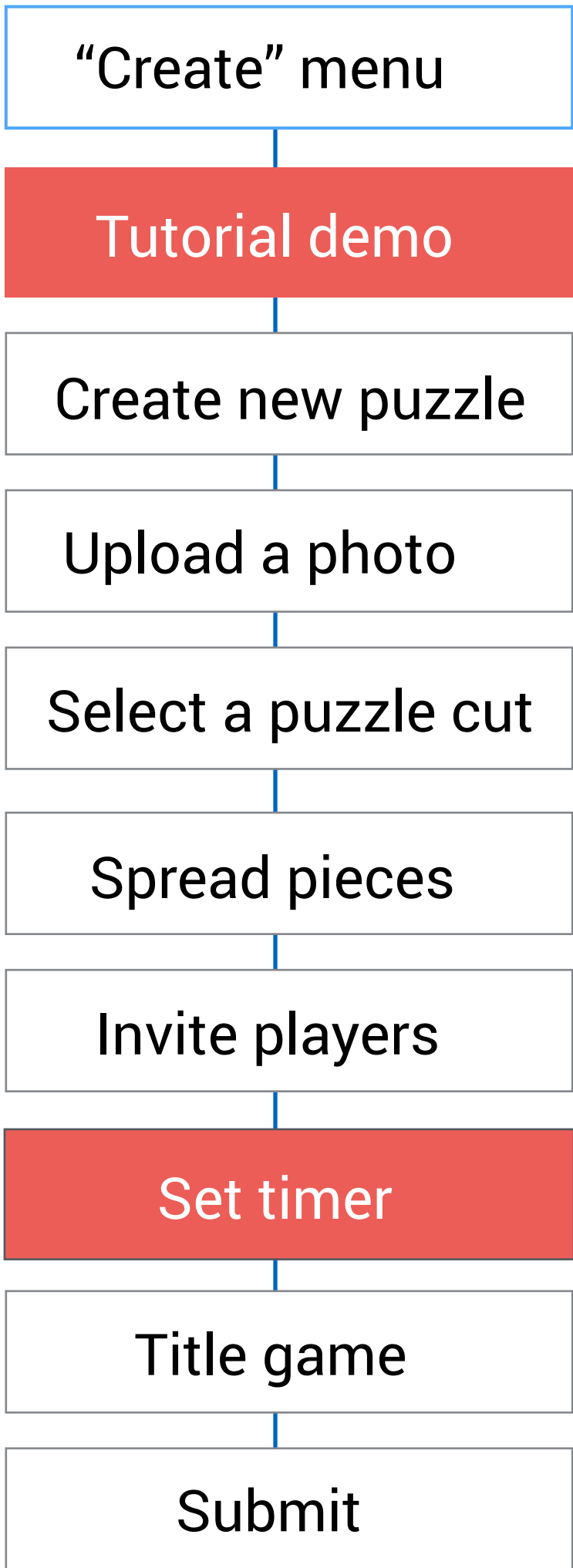
### After



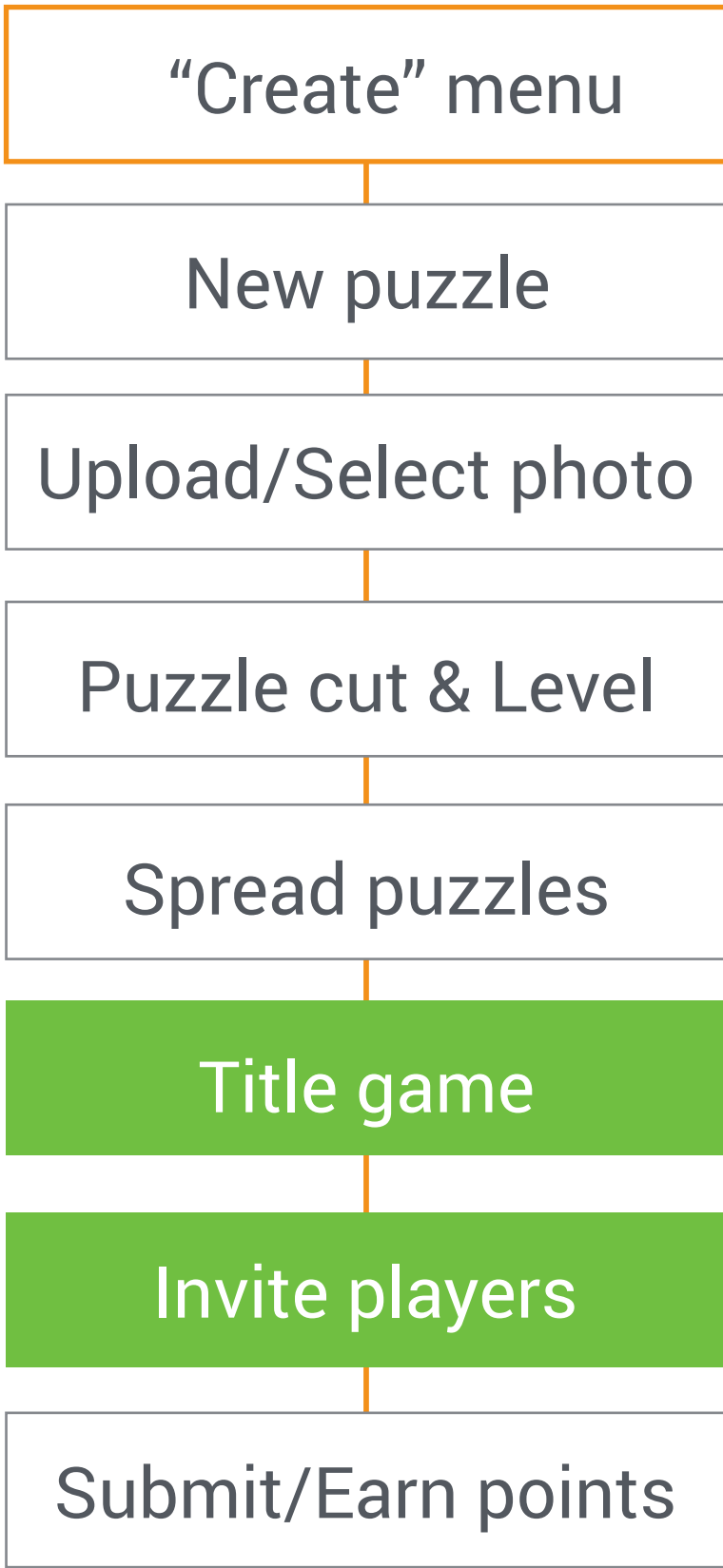
# TASK FLOW 1

“Create Puzzle Games”

Before

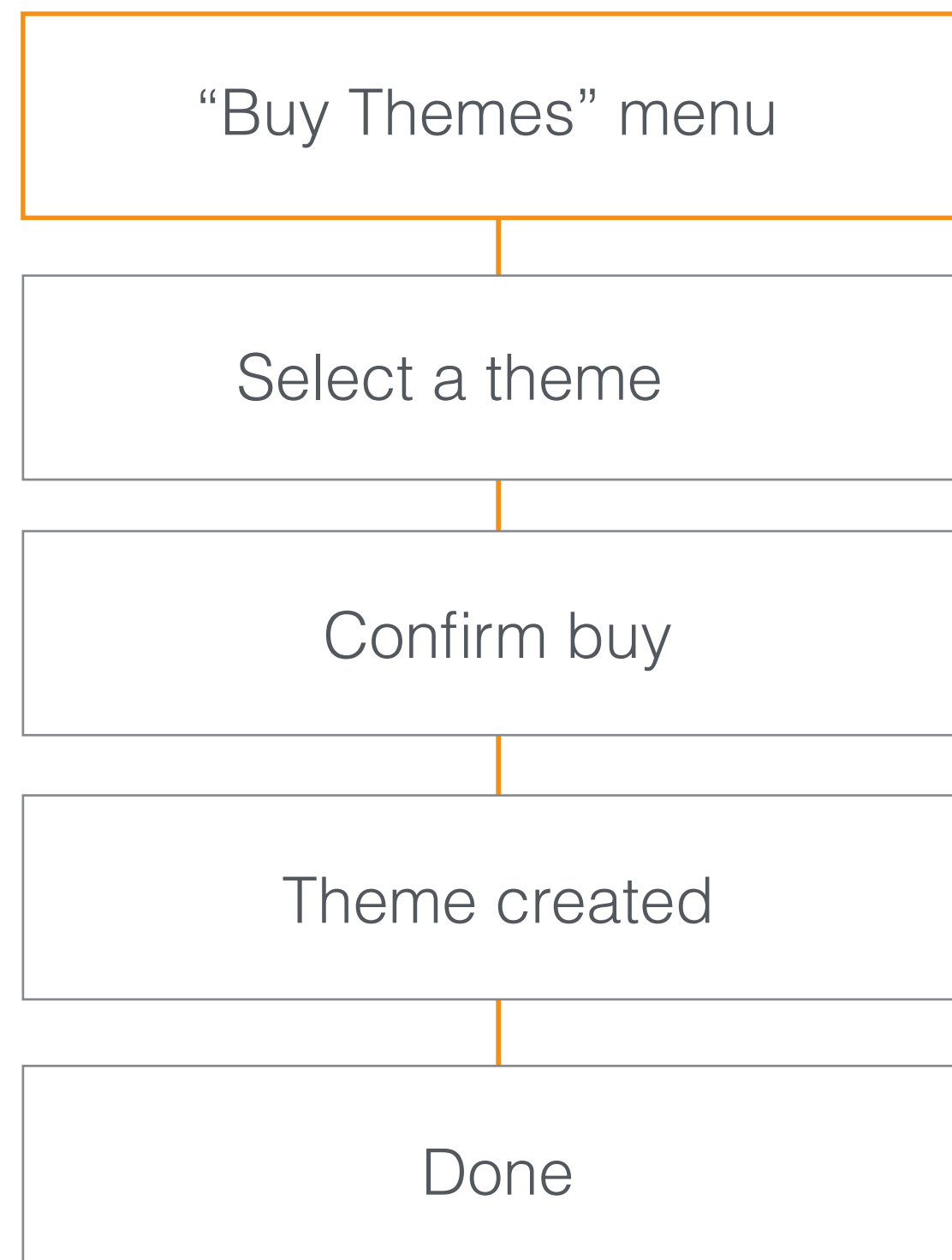


After



## TASK FLOW 3

“Buy Themes to Personalize Environment”

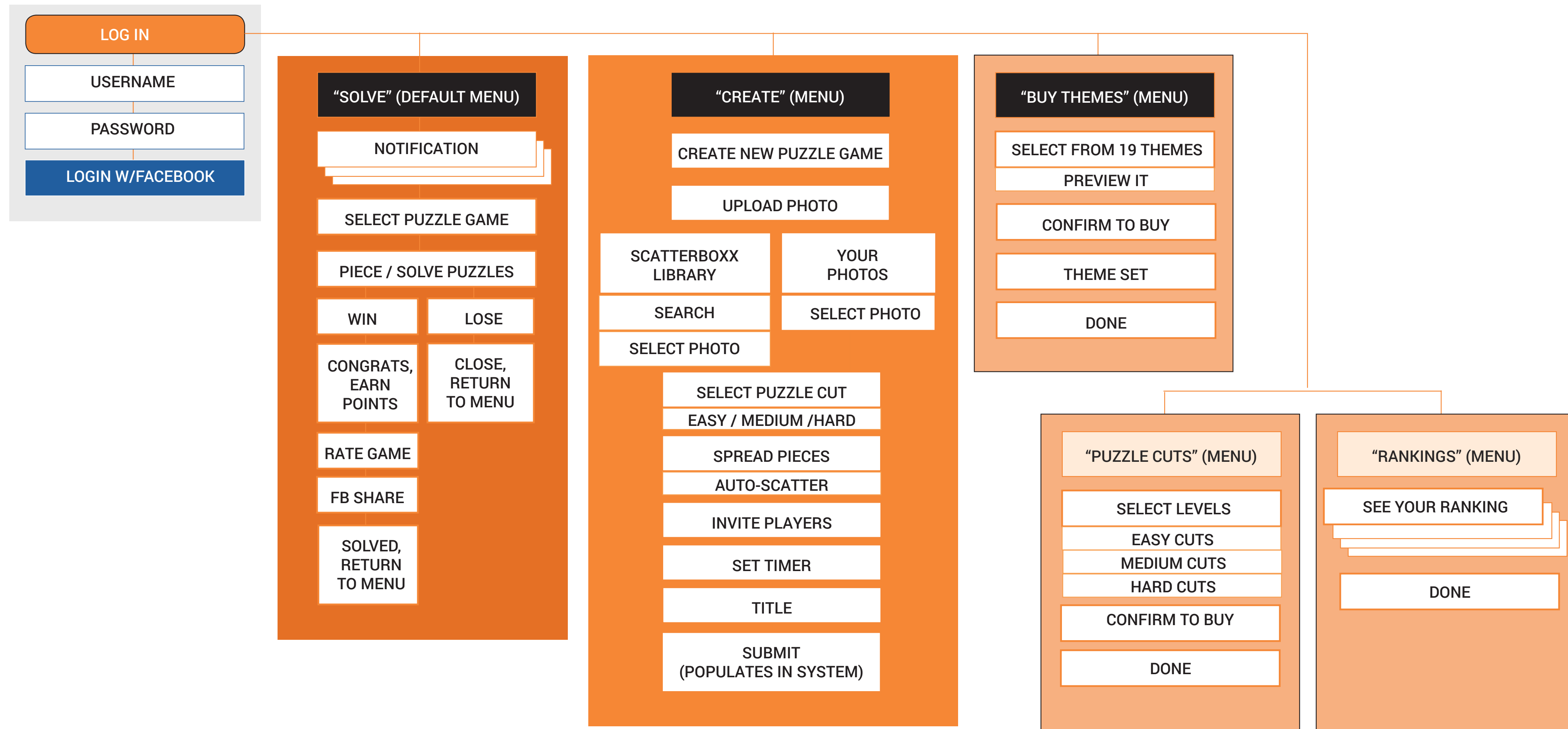


# USER TESTING DATES & FINDINGS

	#Participants	Test Type	Test UX Findings
Sept 24	GDS UX - 4	User Flow	Brainstorm a user flow for each task, give feedbacks
Sept 30	GDS UX - 2	Card Sorting	Determine logical user flow for each task
Oct 6	GDS UX - 2	Rapid Paper Prototyping	Testing & UI improvements
Oct 14	UX Club - 7	Rapid Paper Prototyping	UX Testing & additional feedbacks
Oct 19	UX Club - 2	Paper Prototyping (v2)	Follow-up Testing w/moderator & script
Oct 24	GDS - 2	Wireframe (v1)	Testing & UI feedbacks
Nov 4	GDS - 2	Wireframe (v2)	Navigation A/B testing, improved progress bar
Nov 10	GDS - 2	Wireframe (v3)	New nav wheel, add date/time, need icons
Nov 17	GDS - 1	Wireframe (v4)	New icons, larger texts, themes menu improved
Dec 4	GDS - 1	Wireframe (v5)	Add demo tutorial, revised script, renamed "my/their" to "solve/create"
Dec 8	Formal UX Testing - 1	Wireframe (v6)	Fix: header, bigger icon/text, consolidate winner/ratings, have default theme option
Dec 11	Ideate Conf - 3	Wireframe (v7)	Connect problem w/user solution, have levels & pay to beat game, visual design feedbacks
Mar 2	GDS VD - 1	Wireframe (v8)	Remove tutorial demo, add compelling images to entice/educate users
Mar 9	GDS VD - 7	Styles (v9)	A,B,C Testing. Concluded 2 styles
Mar 31	GDS VD - 1	Styles (v10)	Revise compelling notification message, to entice user. Merge wireframe with visual design
May 5	Mac Lab - 2	Coded prototype	Revised task flow 1 puzzle solving to a better experience

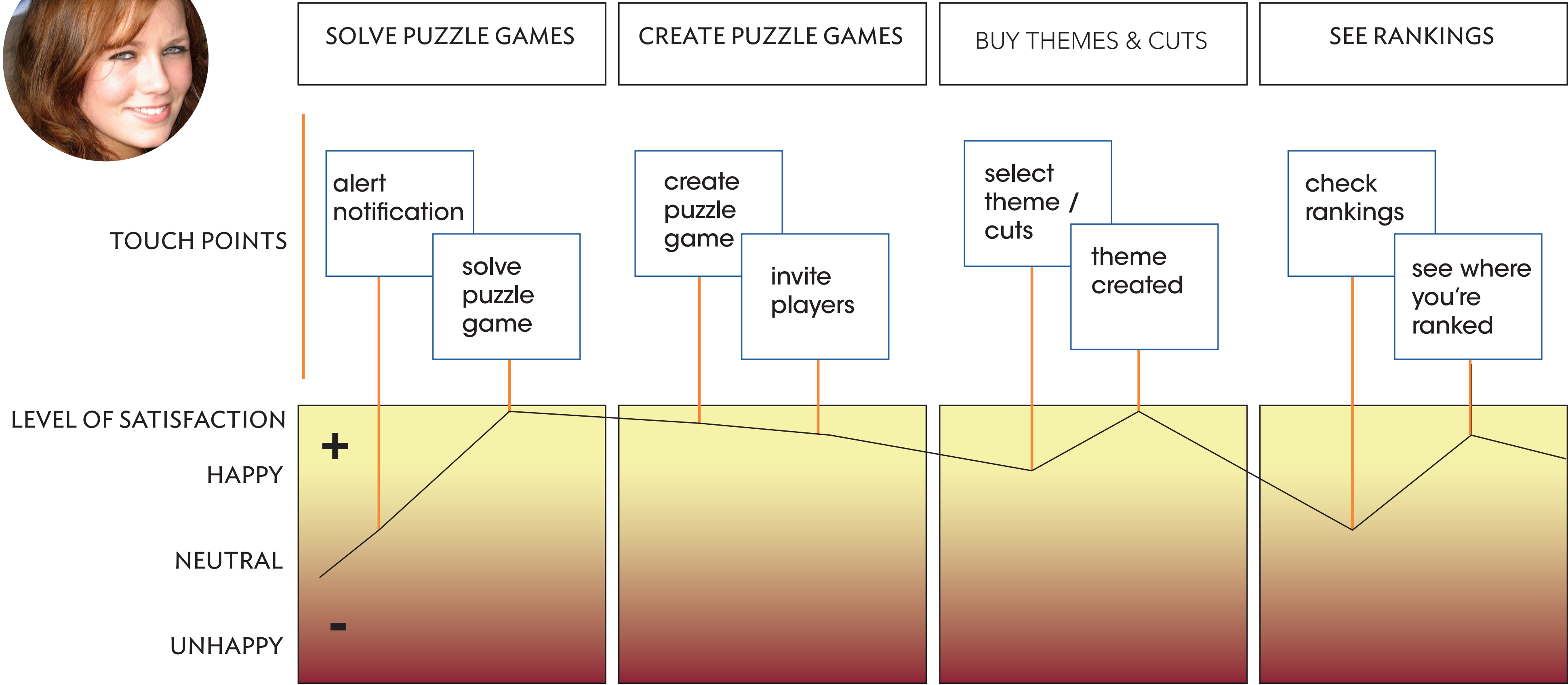
# INFORMATION ARCHITECTURE

## Site Map



# USER JOURNEY

## Experience Map



# VISUAL RESEARCH DEVELOPMENT

## Moodboard Inspiration

Animated Mood Board: <https://vimeo.com/154678272>

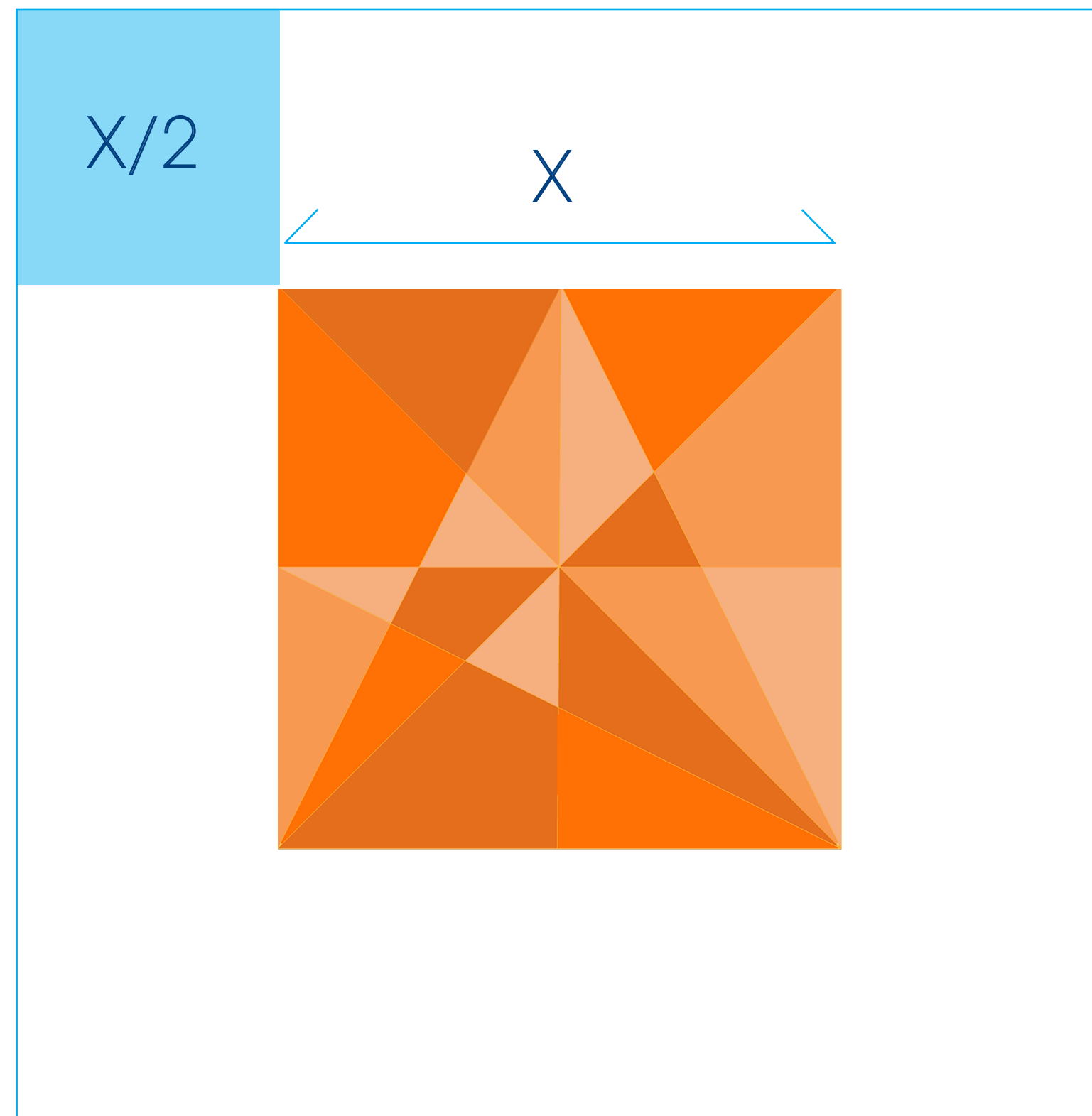
The moodboard features a grid of 24 distinct mobile UI design inspirations. Each item includes a visual sample and a caption. The designs range from dark-themed dashboards and analytics screens to colorful flat icons, game UIs, and profile pages. Many items are marked as 'Saved by Sheryl B'. The overall aesthetic is clean, modern, and focused on user experience and visual hierarchy.

- Item 1:** A simple grey button with a plus sign and the text 'Add a Pin'.
- Item 2:** A dark-themed dashboard with a large green gauge showing '650' and various charts. Caption: 'Beautiful iOS layout found on Dribbble. Love the black and green contrast! Pinned from dribbble.com'.
- Item 3:** A profile page for 'Oleg Topolov' with a dark background and orange accents. Caption: 'Saved by Sheryl B'.
- Item 4:** A dashboard with multiple circular gauges and data points. Caption: 'Saved by Sheryl B'.
- Item 5:** A dark-themed dashboard with a 'Simple Quote' at the top and various data visualizations. Caption: 'Saved by Sheryl B'.
- Item 6:** A dashboard with a large red gauge and multiple data points. Caption: 'Saved by Sheryl B'.
- Item 7:** A dashboard with four large circular gauges showing numbers 4, 11, 15, and 7. Caption: 'Saved by Sheryl B'.
- Item 8:** A dashboard with a purple and white color scheme, featuring a search bar and various data points. Caption: 'Saved by Sheryl B'.
- Item 9:** A profile page for 'Elle Goulding' with a dark background and a purple accent. Caption: 'Nice organization of images, information hierarchy, and transparent style. Saved by Sheryl B'.
- Item 10:** A set of colorful flat icons for game and playful flat design. Caption: 'Flat icons for game and playful flat design. Saved by Sheryl B'.
- Item 11:** A mobile dashboard with a weather widget, a calendar, and various data points. Caption: 'Saved by Sheryl B'.
- Item 12:** A dark-themed dashboard with a music player interface. Caption: 'Saved by Sheryl B'.
- Item 13:** A game UI for 'Two Dots' showing a 'Level 1' screen with a 'Start Game' button. Caption: 'Flat UI Design for Mobile Games. Game title: "Two Dots". Saved by Sheryl B'.
- Item 14:** A visual design mockup showing two smartphones displaying a 'Vampire Weekend' album page. Caption: 'Visual Design mockup placement of trendy transparent design style. Saved by Sheryl B'.
- Item 15:** A dark-themed dashboard with a line graph and various data points. Caption: 'Dark flat UI theme. Clean and mature style. Saved by Sheryl B'.
- Item 16:** A vertical list of celebrity portraits with names: EYE TO EYE, DICAPRIO, JOHNNY DEPP, ANGELINA JOLIE, JENNIFER LAWRENCE, BARACK OBAMA, RATE. Caption: 'Inspiration for Leadership Ranking board. Black and simple, elegant, mature. Saved by Sheryl B'.
- Item 17:** A dashboard with a blue and white color scheme, featuring a music player and various data points. Caption: 'Simple, colorful Flat design elements. Saved by Sheryl B'.
- Item 18:** A dashboard with a blue and white color scheme, featuring a music player and various data points. Caption: 'Inspiration transparent design theme with flat UI elements. Saved by Sheryl B'.
- Item 19:** A mobile game UI design with a blue and white color scheme. Caption: 'Mobile Game UI design inspiration'.
- Item 20:** A dashboard with a blue and white color scheme, featuring a music player and various data points. Caption: 'Saved by Sheryl B'.
- Item 21:** A vertical list of icons for camera, phone, messaging, and soundcloud. Caption: 'Saved by Sheryl B'.
- Item 22:** A dashboard with a blue and white color scheme, featuring a music player and various data points. Caption: 'Trendy visual design placement for mobile UI. Saved by Sheryl B'.
- Item 23:** A dashboard with a blue and white color scheme, featuring a music player and various data points. Caption: 'Another trendy flat UI design kits for widgets and utility kits by Anatolii Babii. Saved by Sheryl B'.
- Item 24:** A dashboard with a blue and white color scheme, featuring a music player and various data points. Caption: 'Another simple profile, and widgets for Flat UI kits. Saved by Sheryl B'.

# VISUAL BRANDING

## Logo Specifications

### Clearspace



Minimum digital size: 300 pixels wide

### Font Choices

Roboto Family - web app

Roboto Thin

Roboto Light

**Roboto Regular**

**Roboto Medium**

**Roboto Bold**

By: Christian Robertson.  
Apache License

“Roboto and San Francisco share a very regular, consistent sense of proportion... are eerily similar to their style to Helvetica and the reductive modernist urge it so famously embodies.”

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. The font features friendly and open curves. This makes for more natural reading commonly in humanist and serif

### Color Palette

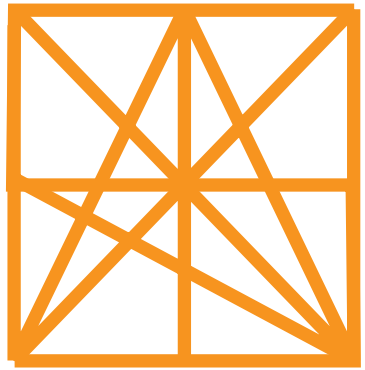
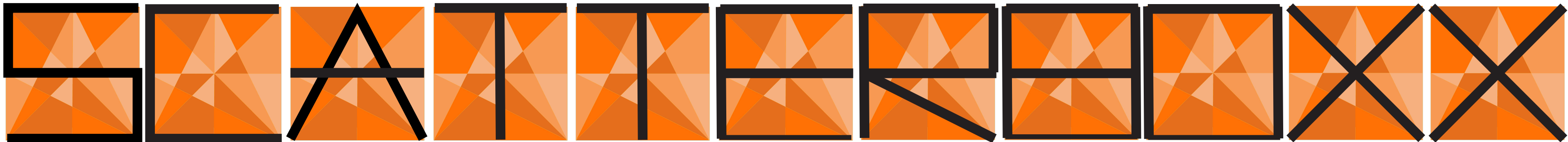


### Background





# LOGO DESIGNS



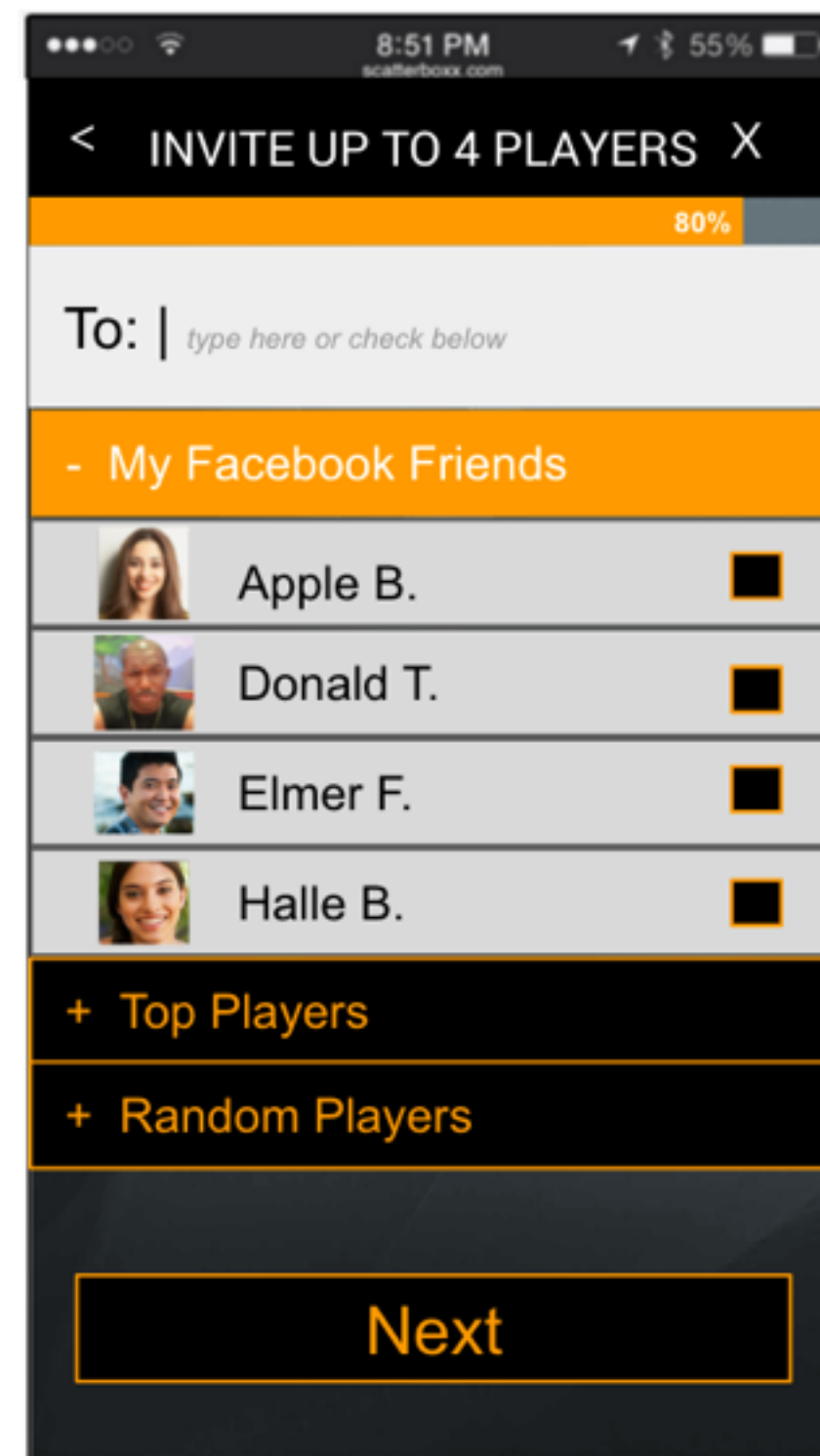
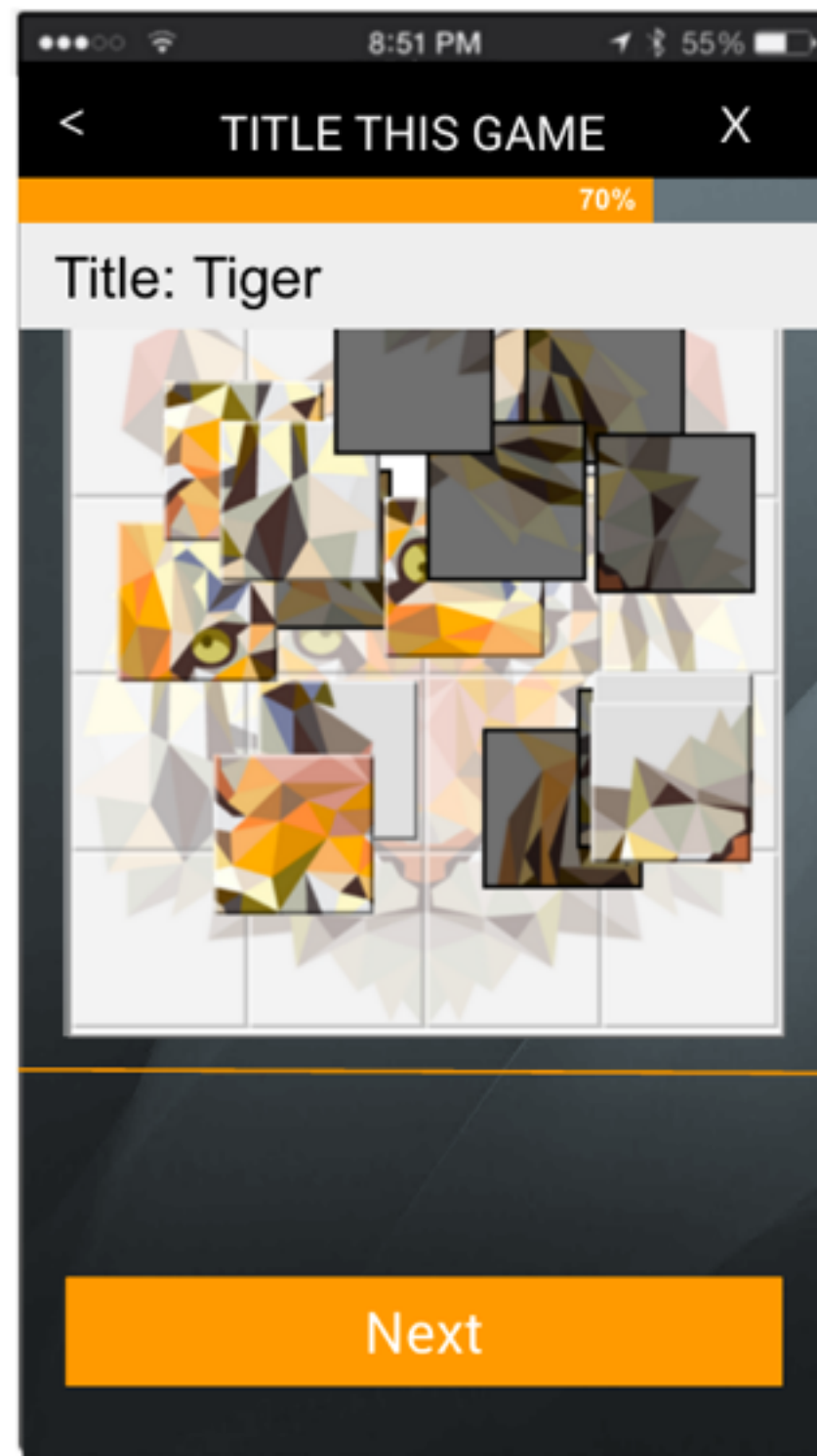
SCATTERBOXX  
*A Fun Place for Puzzle Lovers*



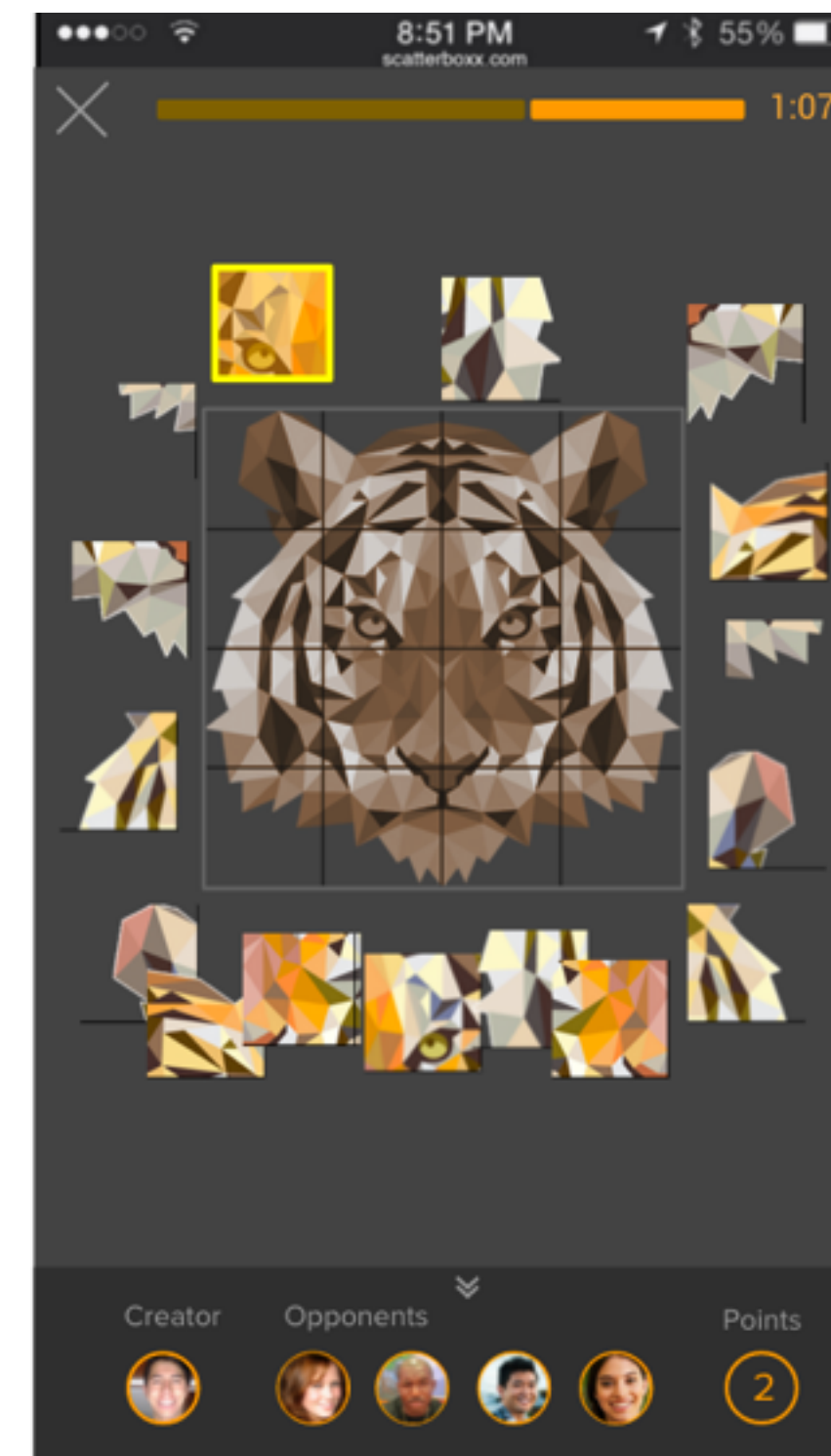
# VISUAL INTERACTIVE DEVELOPMENT

## Preliminary Stages

GDS VD / Before

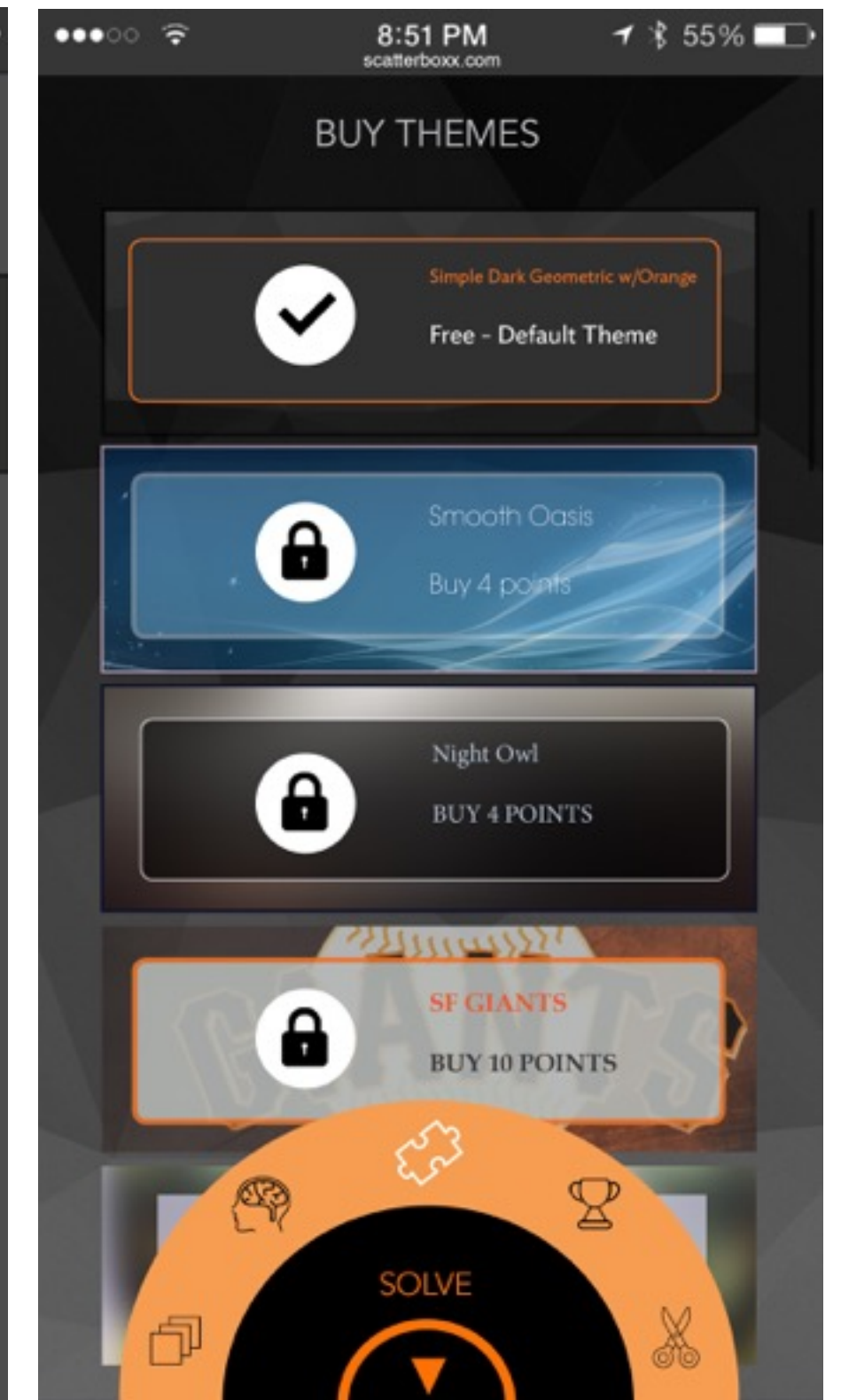
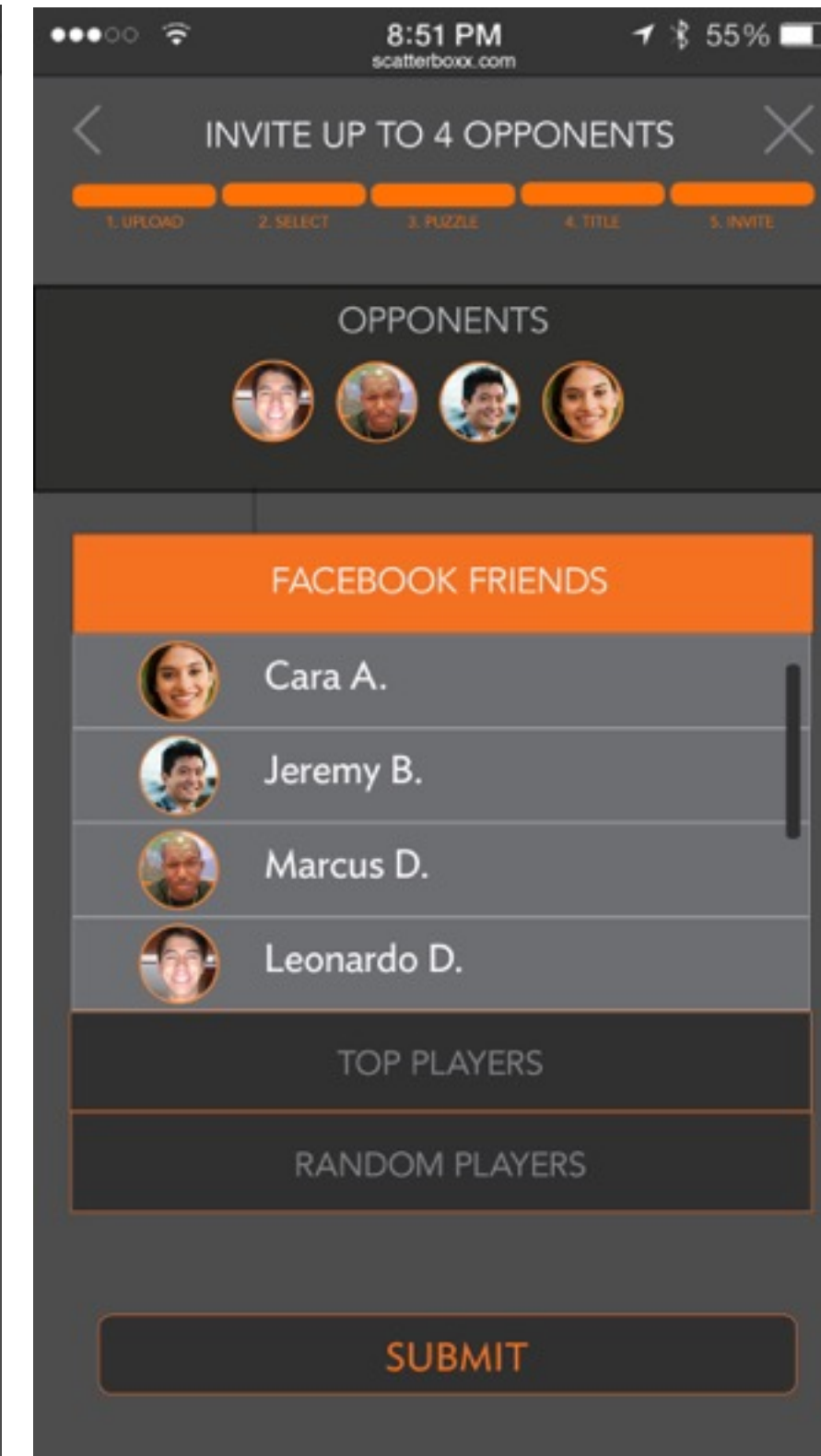
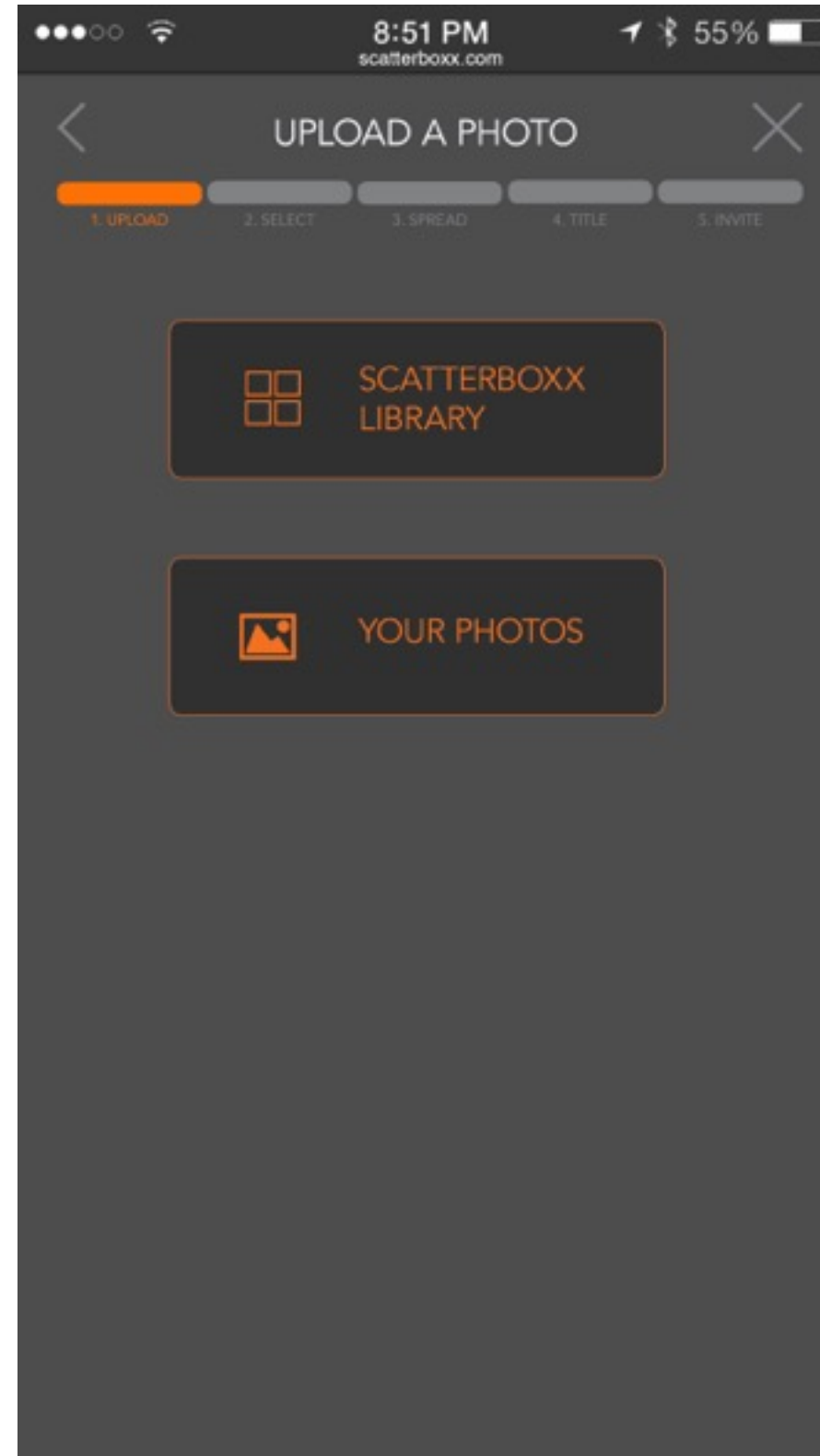
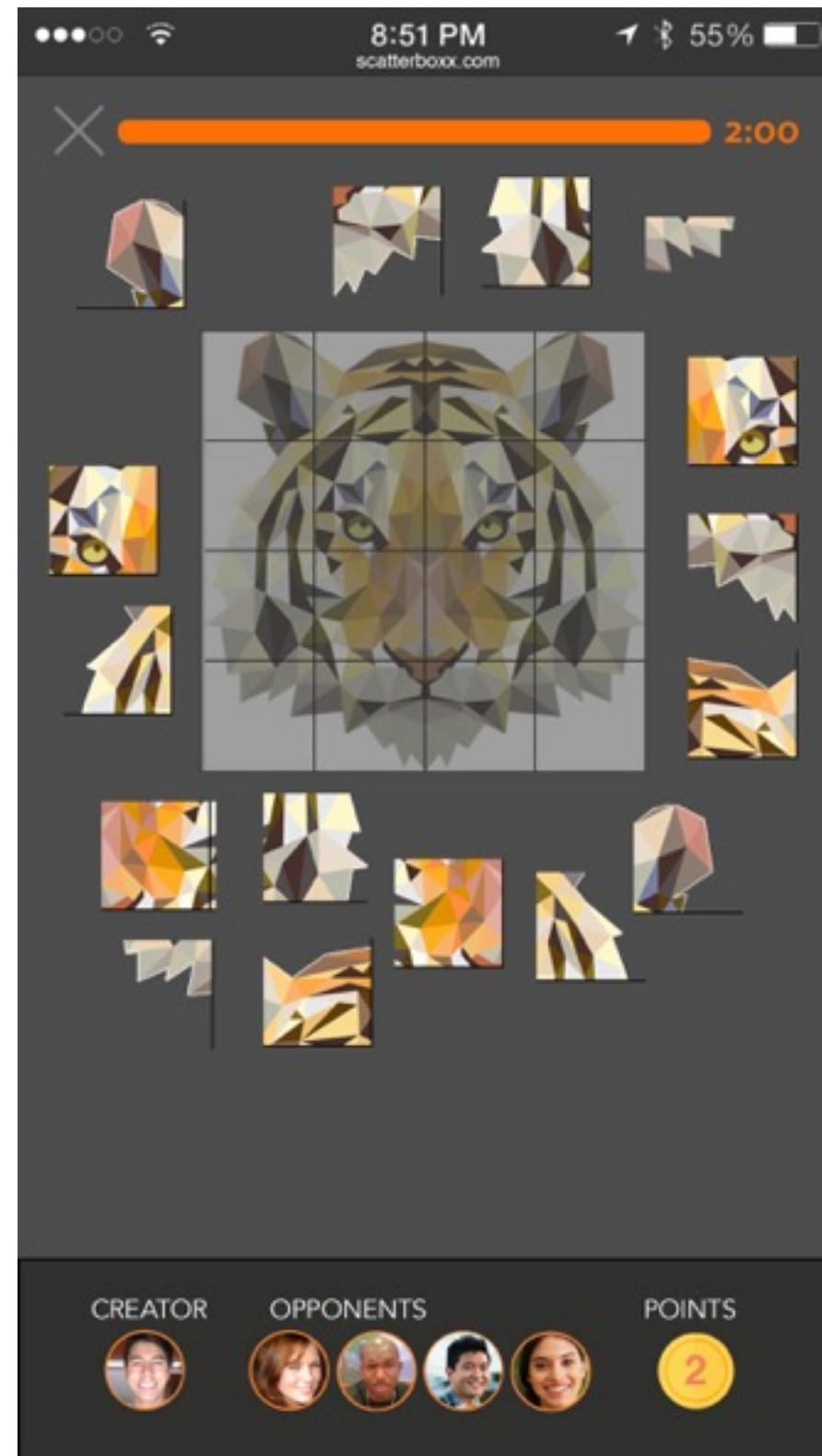
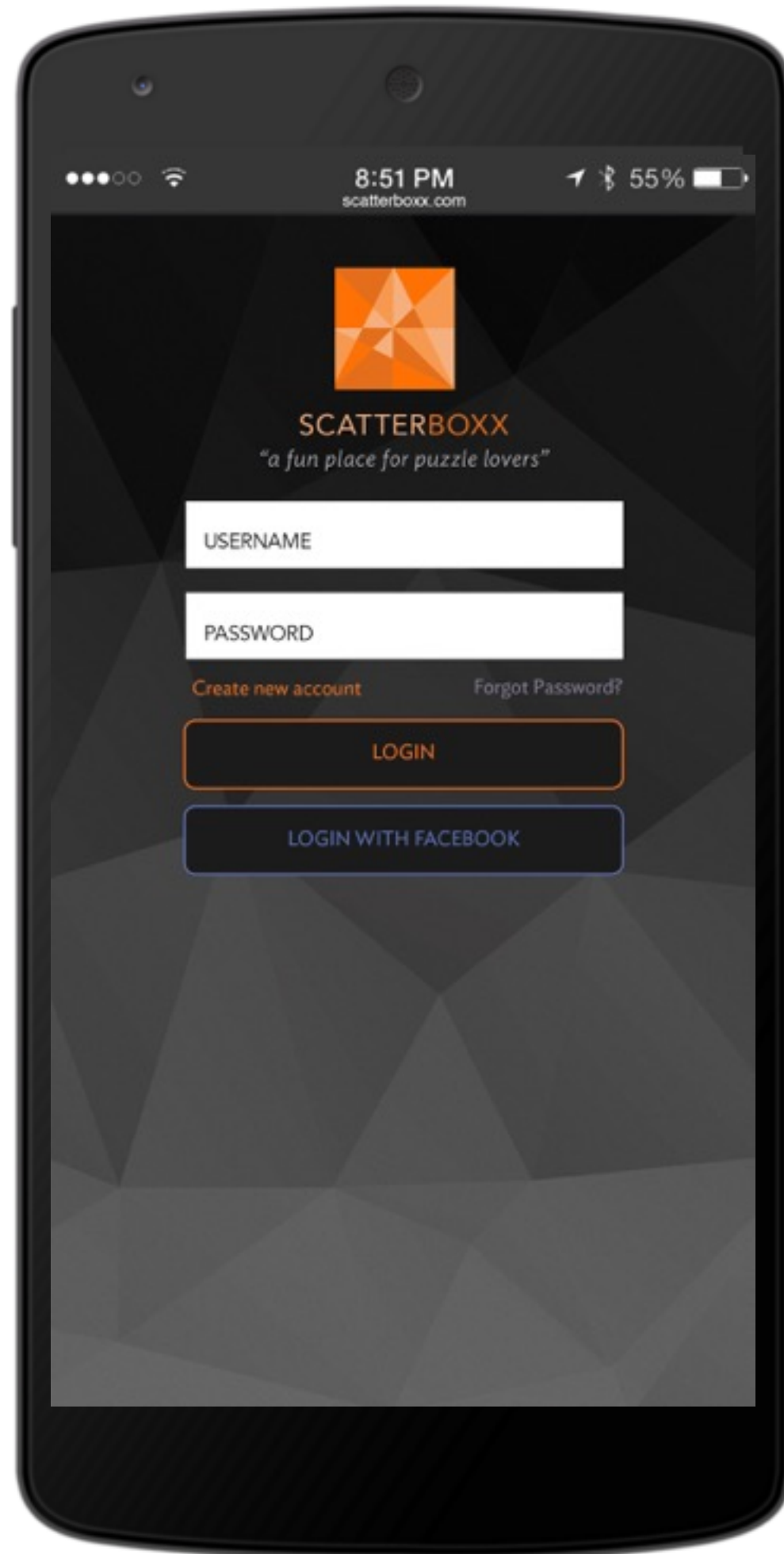


GDS VD/A-B Testing



# FINAL VISUAL DESIGN

High Fidelity Mockup.



# PROJECT NEXT STEPS

```
index.js
1 'use strict';
2
3 var famous = require('famous');
4
5 var Camera = famous.components.Camera;
6 var Curves = famous.transitions.Curves;
7 var DOMElement = famous.domRenderables.DOMElement;
8 var FamousEngine = famous.core.FamousEngine;
9 var Node = famous.core.Node;
10 var Position = famous.components.Position;
11
12 var COLORS = [[151, 131, 242], [47, 189, 232]];
13 var COLOR_STEPS = 18;
14 var DOT_SIZE = 24;
15
16 // Helper function used to generate the color pallet w
17 function createColorStep(step) {
18   step -= (step >= COLOR_STEPS) ? COLOR_STEPS : 0;
19   var r = COLORS[0][0] - Math.round(((COLORS[0][0] -
20   var g = COLORS[0][1] - Math.round(((COLORS[0][1] -
21   var b = COLORS[0][2] - Math.round(((COLORS[0][2] -
22   return 'rgb(' + r + ',' + g + ',' + b + ')';
23 }
24
25
26 // Dots are nodes with a DOMElement attached
27 function Dot(step) {
28   Node.call(this);
29
30   this
31     .setMountPoint(0.5, 0.5, 0.5)
32     .setAlign(0.5, 0.5, 0.5)
33     .setSizeMode('absolute', 'absolute', 'absolute')
34     .setAbsoluteSize(DOT_SIZE, DOT_SIZE, DOT_SIZE)
35 }
```



potential world puzzle tournament

advertising space for puzzles

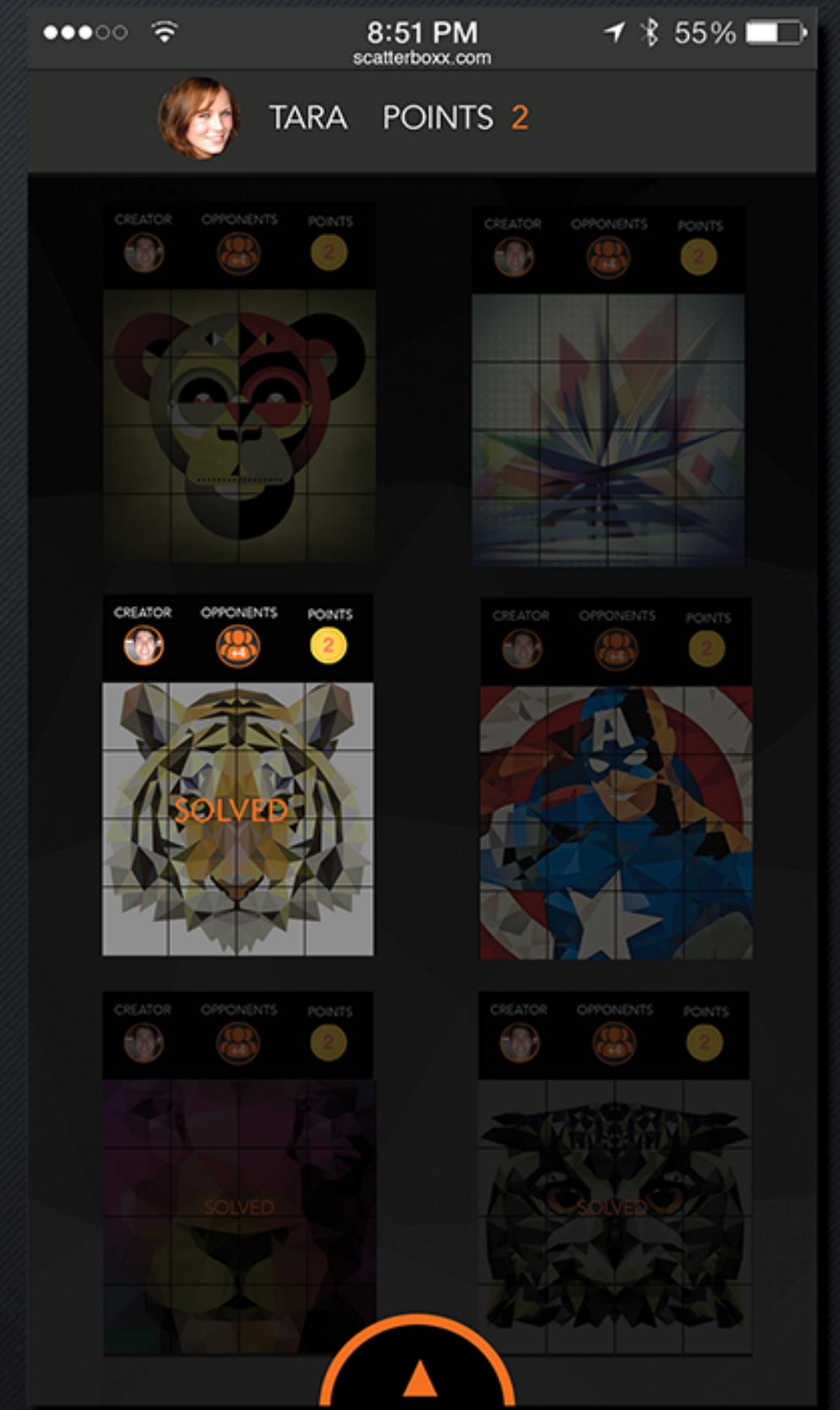
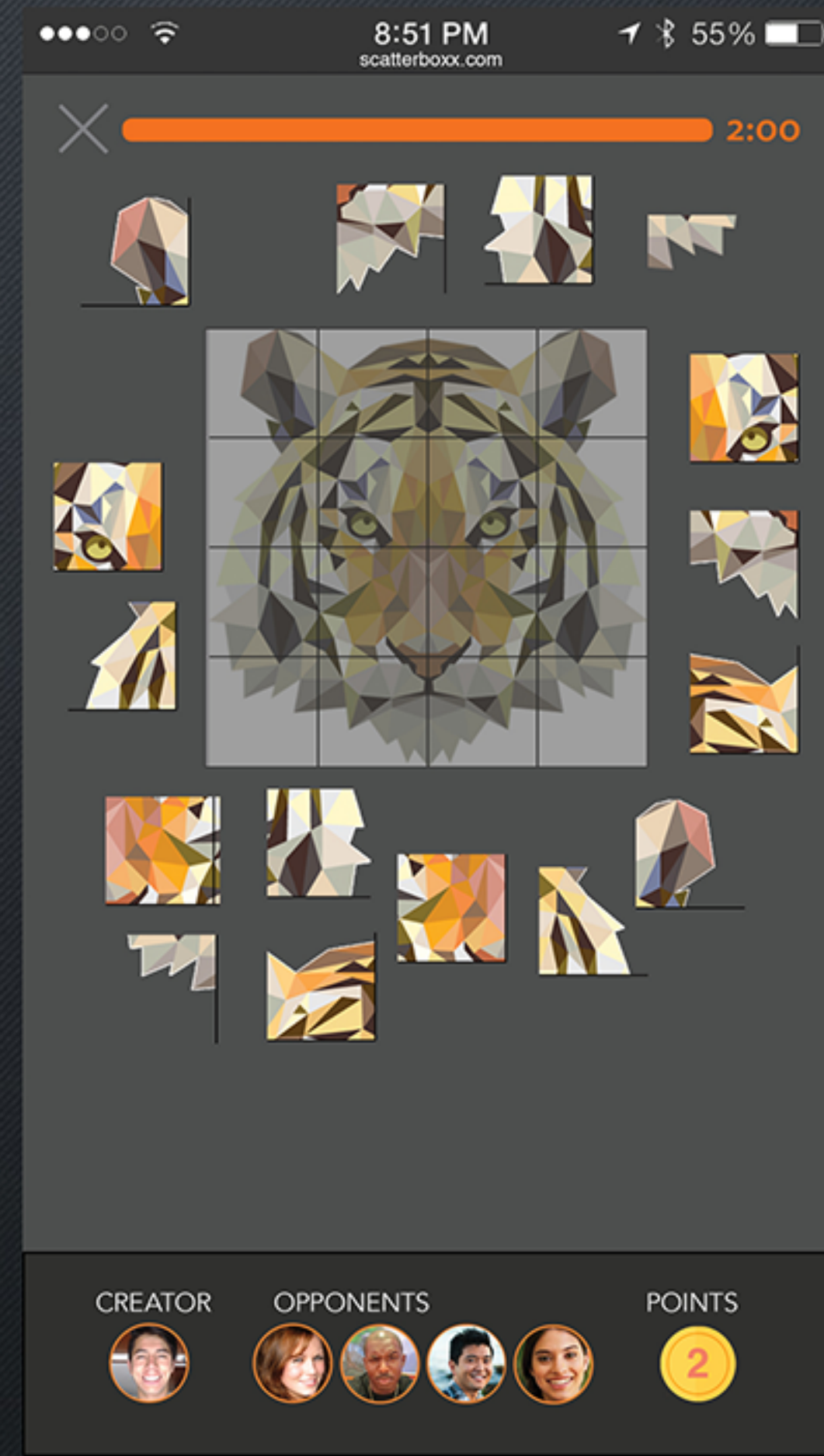
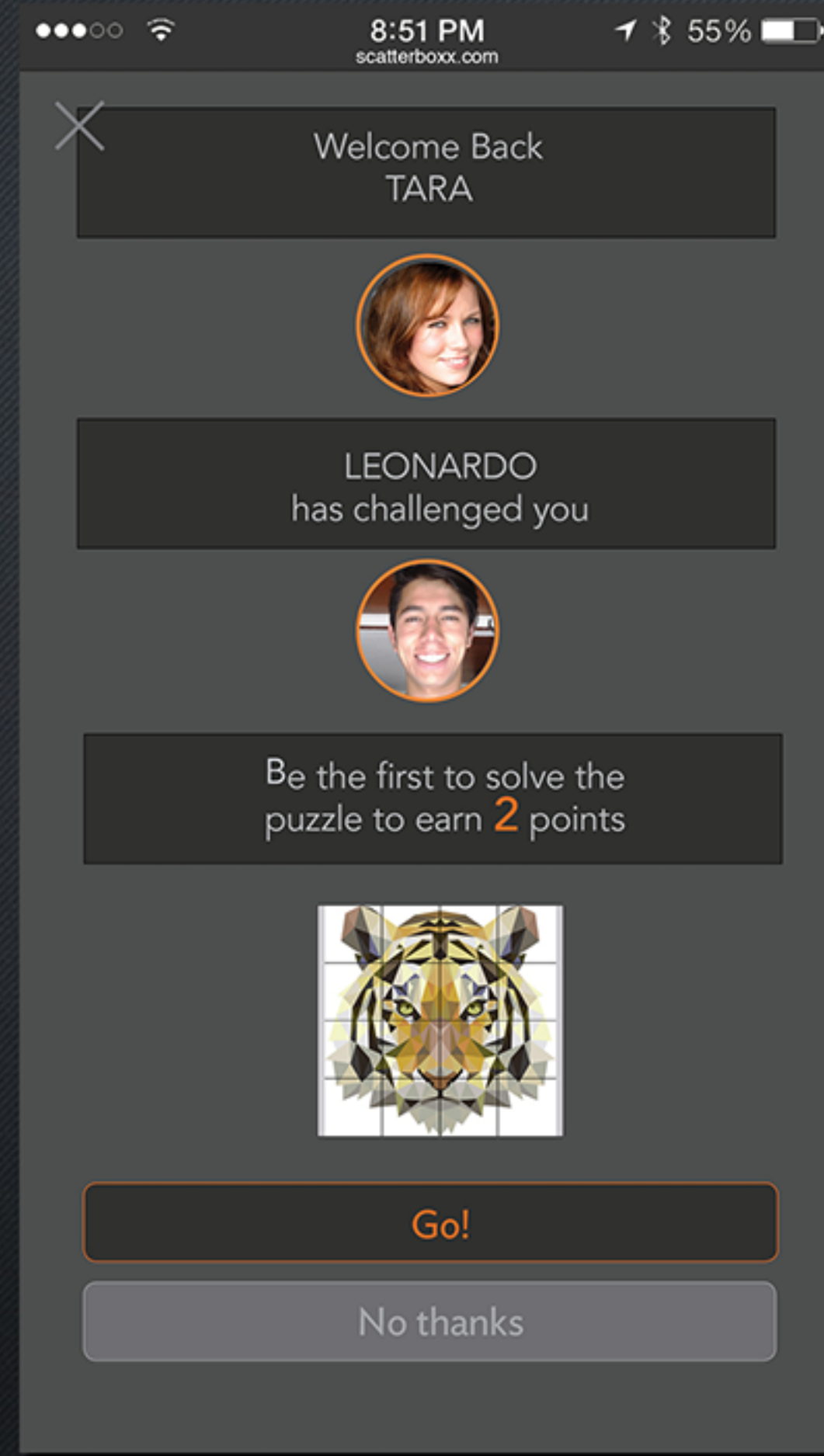
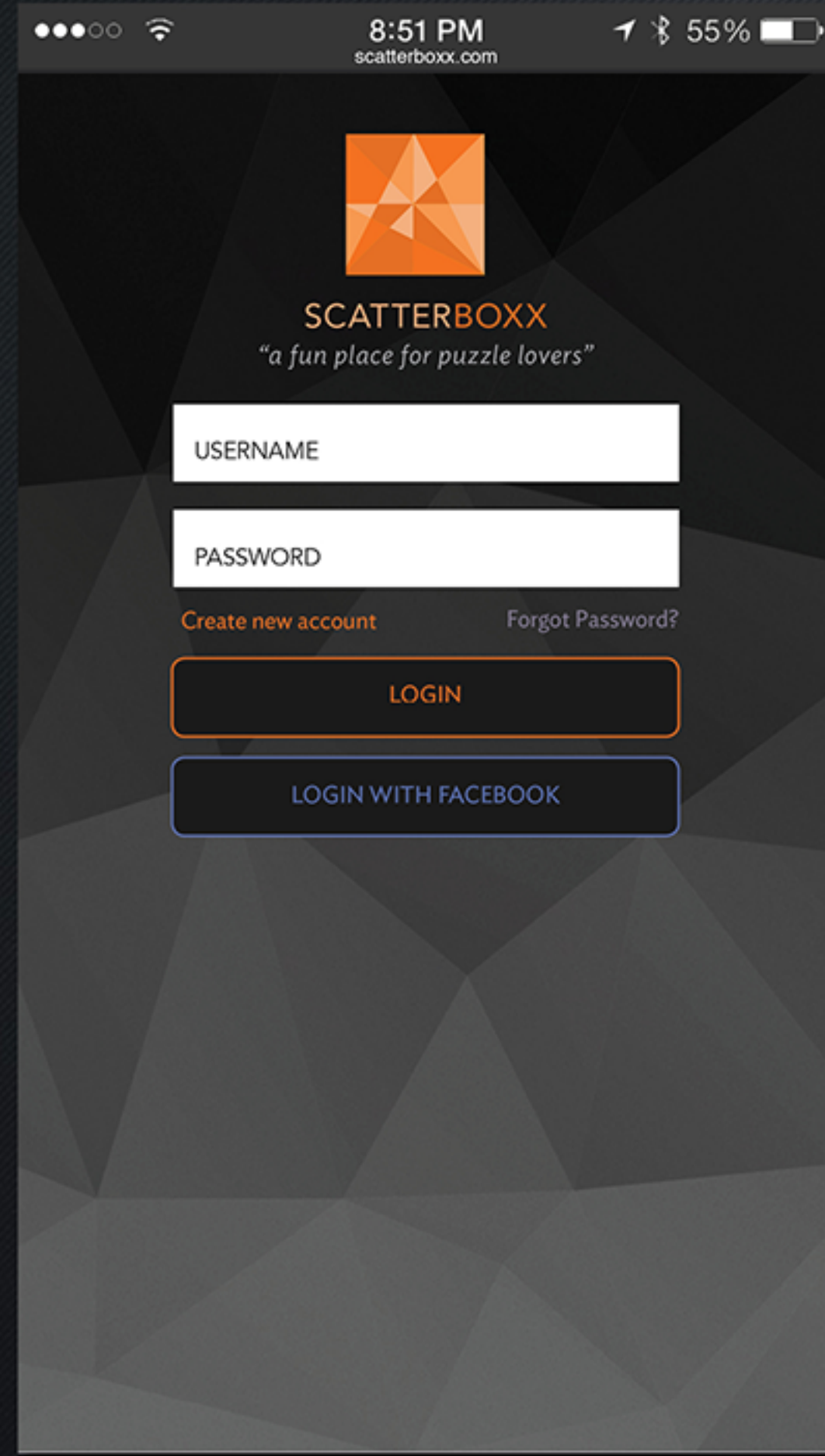
purchase points or themes with cash

increase themes or personalize with own image

variety of different puzzle cuts

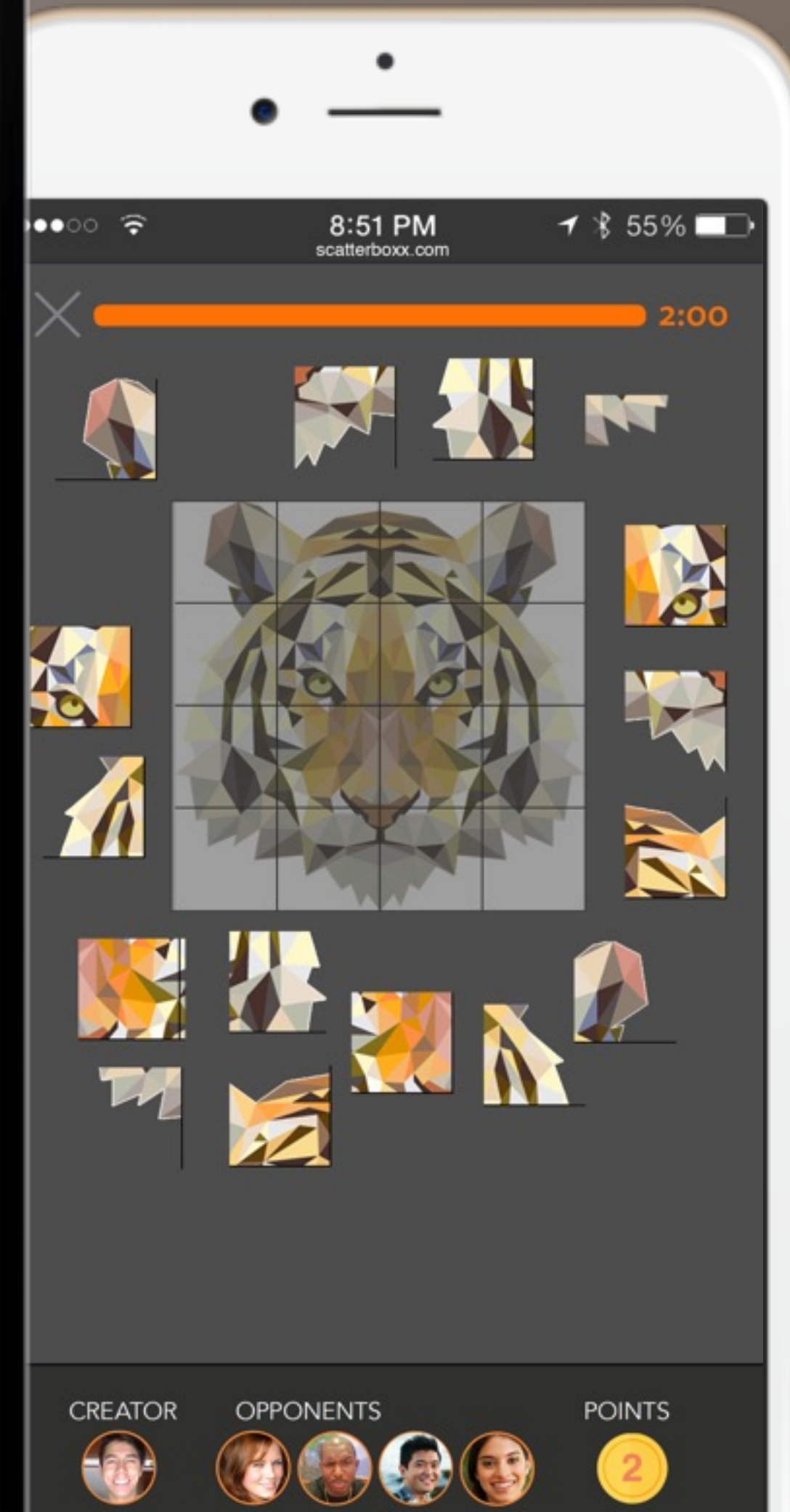
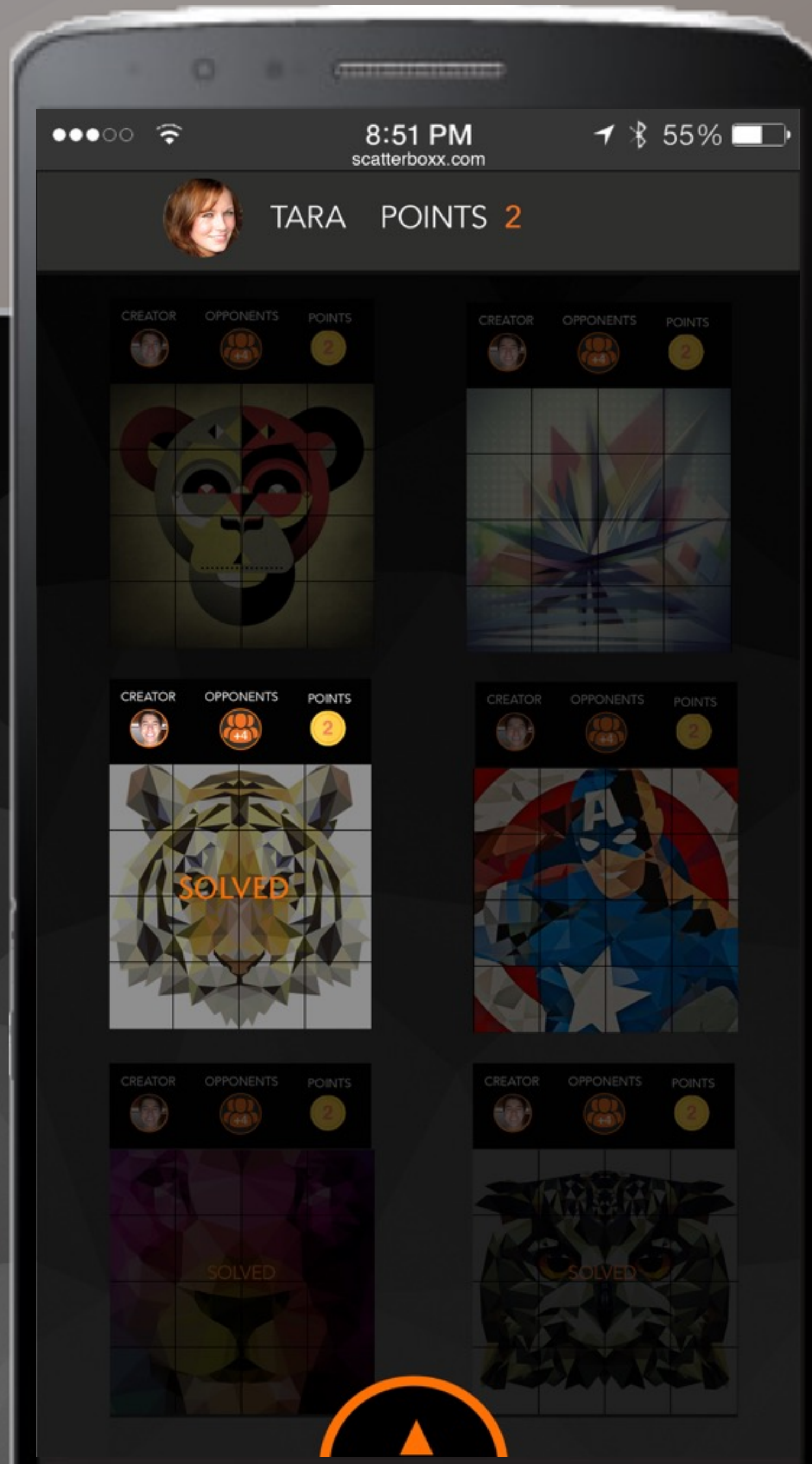
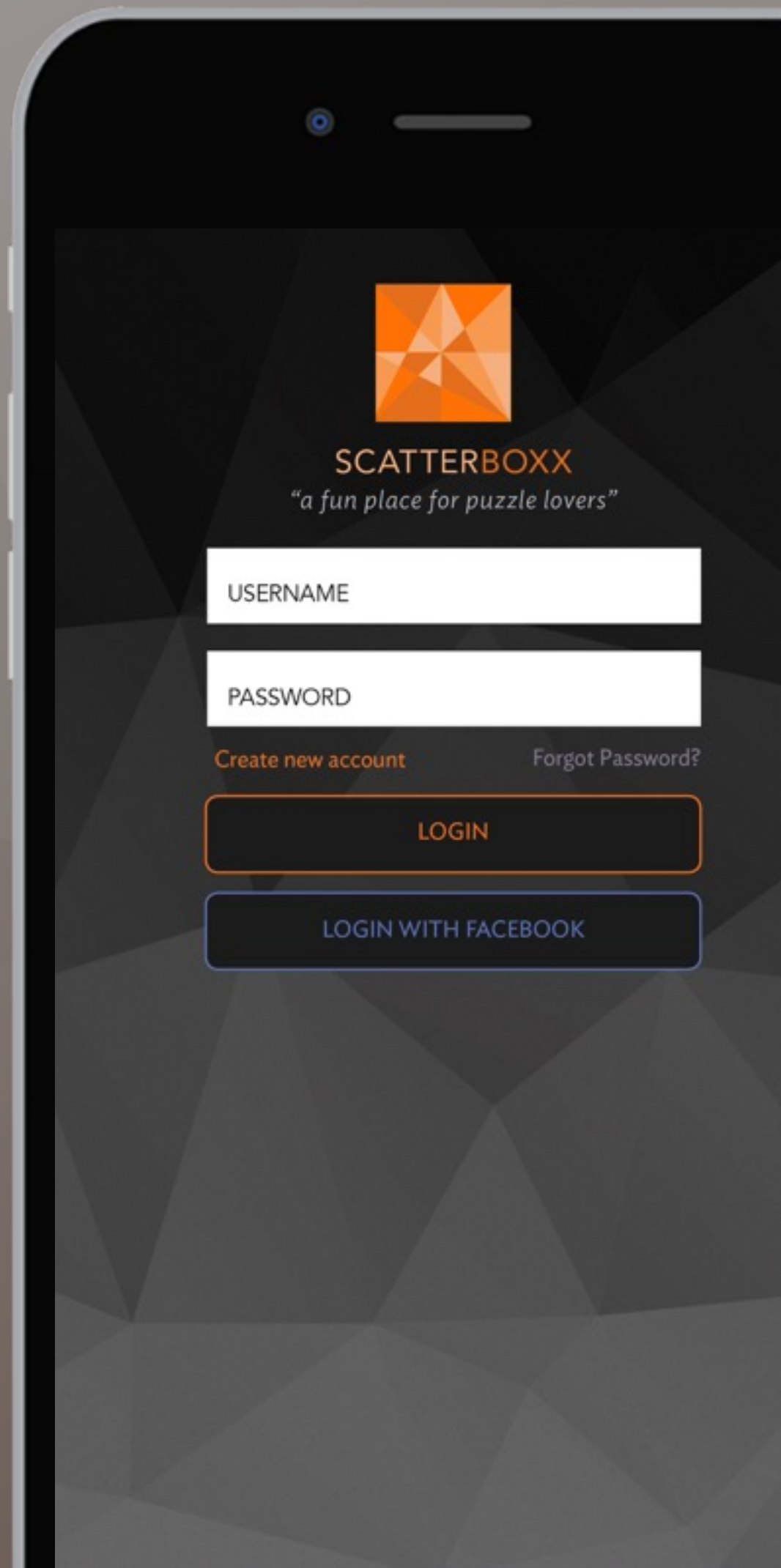


# VISUAL DESIGN MOCKUP



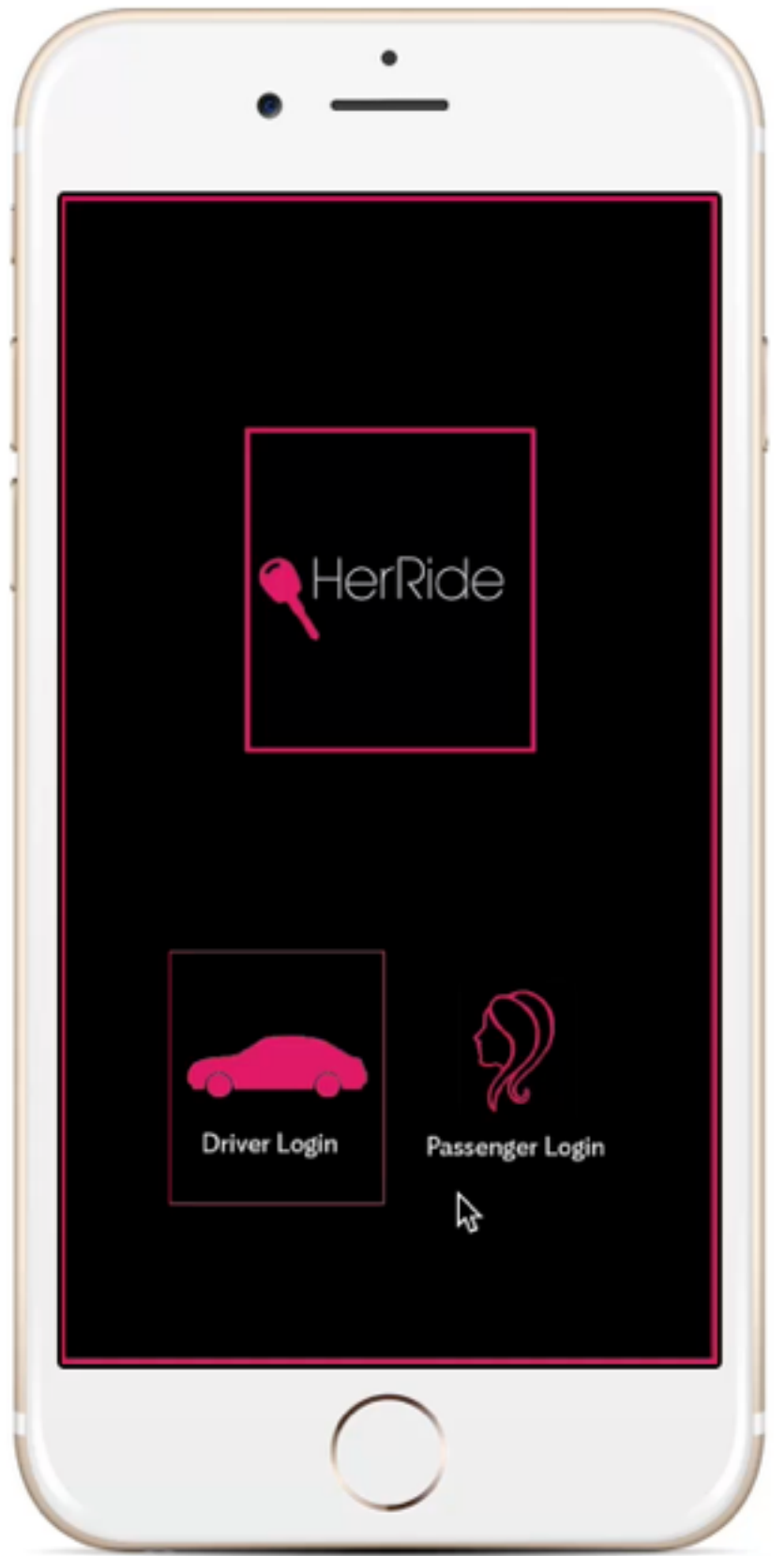
# MOBILE WEB APP





# VISUAL DESIGN & UX

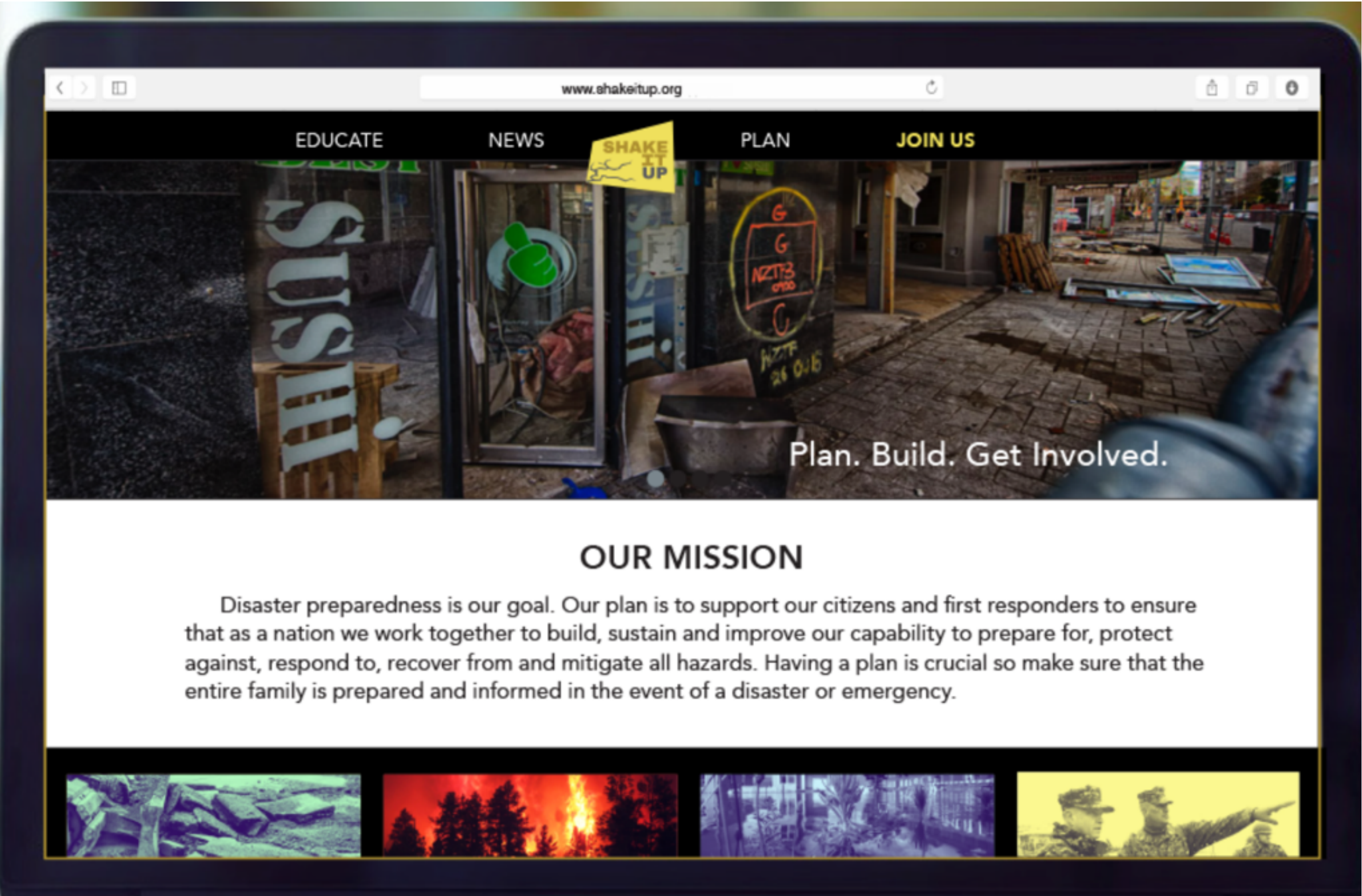
HerRide - Safe Designated Driver App for Women  
*Visual Design II - Fall 2015*





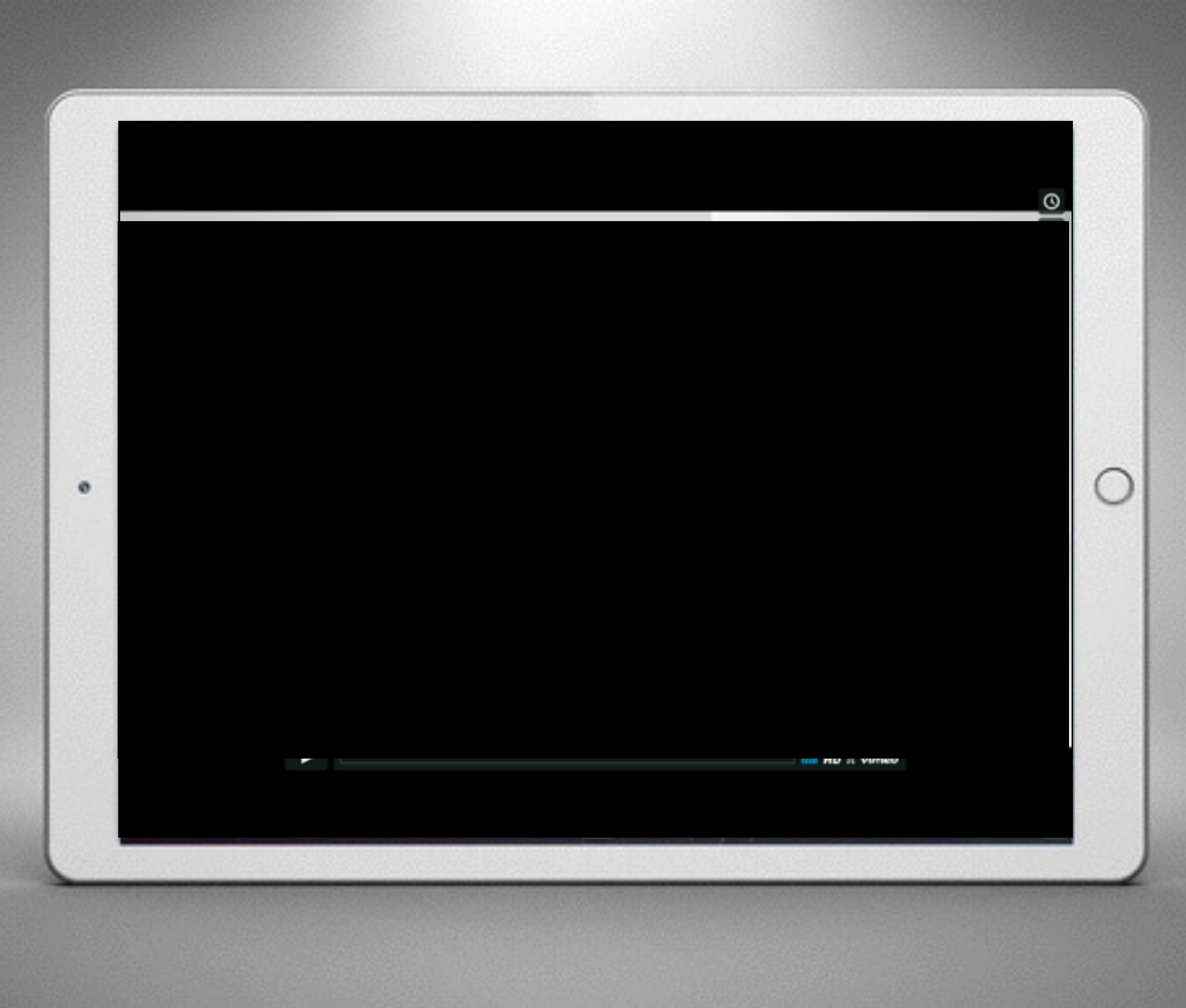
# VISUAL DESIGN & UX

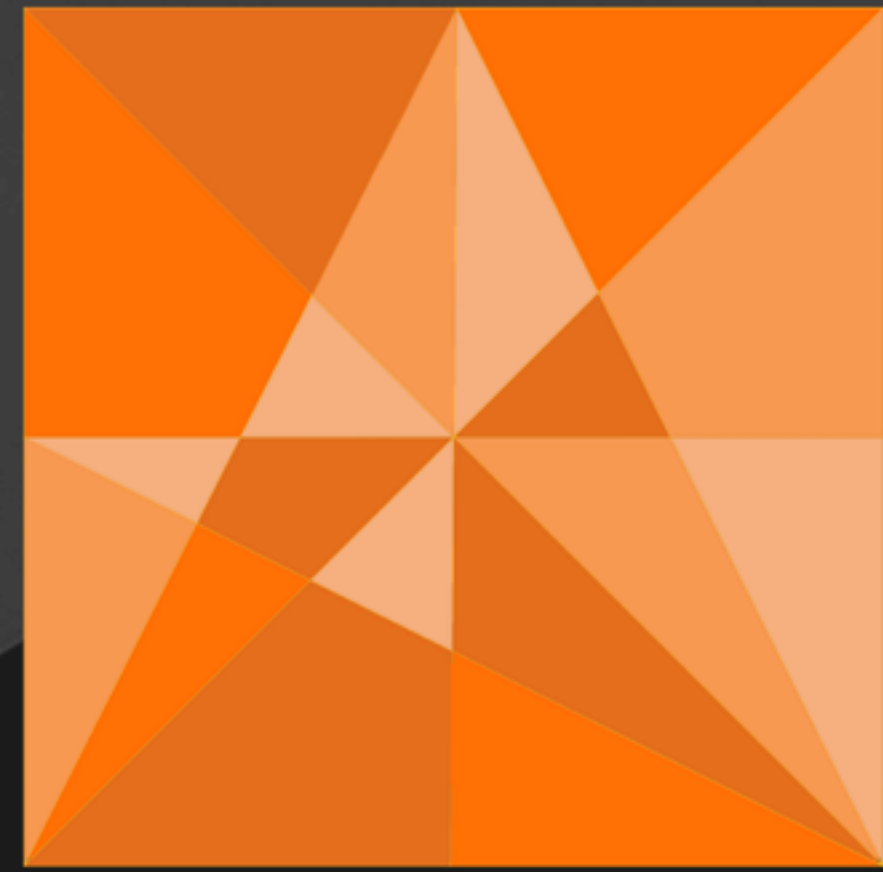
## Shake It Up - Product Design Campaign *Visual Design II - Fall 2015*



# VISUAL DESIGN & U/ MOTION GFX

TESLA - Promotional Video  
*Advanced Motion GFX - Spring 2015*





THANK YOU