SCATTERBOXX

"AN EXCITING PUZZLE TWIST TO SOCIAL MEDIA"

SCATTERBOXX

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1 AUTOBIOGRAPHY

ABOUT

Sheryl Christine Baza is from San Francisco, California. She attained her Master of Business Administration (MBA) degree from University of Phoenix and graduated Summa Cum Laude with her Bachelors of Fine Arts (BFA) in Visual Communications and Digital Design from American InterContinental University.

She is currently a full-time student at the Academy of Art University in San Francisco pursuing the Master of Fine Arts graduate degree program in Web Design and New Media (WNM). The WNM program encapsulates a wide array of exciting creative design fields, which include: UX/UI, visual design, and motion graphics, which are valuable skills for designers looking to explore different possibilities of design new media.

Her prior experience with design is most prevalent to the field of Graphic Design. Becoming a graduate student at the Academy of Art University is a monumental stepping stone in her dream of a career in the design industry. Art and design has always been her number one passion ever since her childhood. Her goal is to pursue a rewarding career as a UX Designer in the San Francisco Bay Area, ultimately advancing throughout her career, long-term.

EXPERIENCE

Sheryl was prior active duty U.S. Air Force for six years and has traveled all over the world. She is now serving in the Air Force Reserves at Travis Air Force Base, California. She is currently a systems administrator at the Client Systems work center. She manages and supervises nineteen military personnel, oversees all helpdesk related functions, and is responsible for maintaining the overall network security and connectivity of over 3,000 Air Force personnel. Alternatively, she is the lead designer for special projects for high visibility commanders for various departments. Sheryl has revamped SharePoint's content management Intranet site, produced recognition plaques and awards, yearbook print design project, poster boards, flyers, shirt designs, reports and presentations.

PERSONAL LIFE

During her past time, Sheryl spends quality time with her husband and their handsome and lovable Japanese golden retriever, Clu. She loves traveling and exploring different cultures from all over the world. She stays current on latest technology and gadgets news, design patterns, business and investment news.
Notable Accomplishments.

- 2014 Presidents List Award: 3.7 GPA, Academy of Art University, San Francisco, California
- 2012 Distinguished Graduate Award (DGA). 3D1X1 Client Systems Technical School, Keesler AFB, Mississippi
- 2010 Winner of Atrium Holiday Art Decoration Contest, Travis AFB, California
- 2010 Summa Cum Laude: 4.0 GPA, American Intercontinental University, Hoffman-Estates, Ilinois
- 2008 1st Place in Northern Air Show's poster and logo design contest. North-Western Region and Canada
- 2003 Airman of the Year. Communications and Information Systems, Yokota Air Base, Japan

2 RESUME

SHERYL C. BAZA

2350 Greendale Drive. South San Francisco CA 94080
650.989.1357
User Experience Designer
Email: sherylb79@yahoo.com
Portfolio: www.sherylbaza.com

EDUCATIONAL BACKGROUND

2016 (expected graduation) – Master of Fine Arts (MFA)
Academy of Arts University, San Francisco, CA

2010 - Masters of Business Administration (MBA)
University of Phoenix. San Francisco, CA

2006 - Bachelor of Fine Arts: Visual Communications / Digital Design (BFA)
American InterContinental University. Hoffman Estates, IL
** Summa Cum Laude, GPA 4.0

2004 - Bachelor of Science: Business Administration (BS)
2004 - Associate of Arts: Business & Management (AA)
University of Maryland. College Park, MD

2003 - Associates of Applied Science: Information Mgt Technology (CCAF)
Community College of the Air Force. Maxwell AFB, AL

TECHNICAL SKILLS/EDUCATION EXPERIENCE

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Fireworks
Wireframing, prototyping, interaction models, user task flows, mockup, storyboards, user testing
Drupal, Php, MySQL, HTML5, CSS, jQuery, JavaScript, FTP clients, BBEdit, Sublime, Invision, Optimal Workshop

EMPLOYMENT HISTORY PROFESSIONAL EXPERIENCE

09/98 – present:
United States Air Force,
Travis Air Force Base, CA
    - Job Title: Lead Designer /
       IT Systems Administrator

SHERYL BAZA
UX/UI Designer

CONTACT

San Francisco, CA

650.834.0530

sherylb79@gmail.com

www.sherylbaza.com

in http://www.linkedin.com/pub/sheryl-baza-mba/26/520/b87

f https://www.facebook.com/sheryl.baza

P http://www.pinterest.com/sherylb79

https://twitter.com/sherylb79

EDUCATION

2016 (estimate grad) - Master of Fine Arts (MFA)
Web Design & New Media
Academy of Art University
San Francisco, CA

2010 - Master of Business Administration (MBA)
University of Phoenix
San Francisco, CA

2006 - Bachelor of Fine Arts (BFA)
Visual Comm / Digital Design
American Intercontinental University
Hoffman Estates, IL
** Summa Cum Laude, GPA 4.0

2004 - Bachelor of Science (BS)
Business Administration

2003 - Associate of Arts (AA)
Business & Management
University of Maryland
College Park, MD

2003 - Associates of Applied Science (CCAF)
Information Management Technology
Maxwell AFB, AL
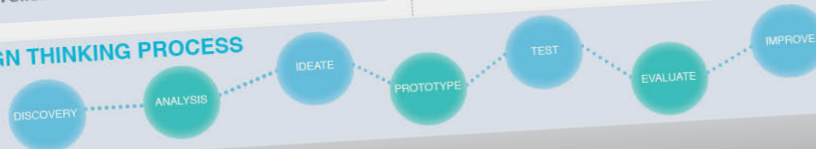Community College of the Air Force

EMPLOYMENT

09/1998 – present: United States Air Force
Travis Air Force Base, CA
Lead Designer /
Systems Administrator
U.S. AIR FORCE

SKILLS

Ae After Effects   Ai Illustrator   Fw Fireworks   Dw Dreamweaver

Id InDesign   Fl Flash   Pr Premier Pro   Ps Photoshop

UX Design

Visual Design

Photography/Digital Imaging

Graphic Design/Illustration

Motion Graphics

Web Design

Typography

Branding/Corporate Identity

ADDITIONAL SKILLS

HTML, CSS, jQuery, JavaScript, Drupal, PHP, MySQL, Responsive Web Design, BBEdit, Sublime, InVision, Optimal Workshop, Balsamiq, Omnigraffle Usability Testing, User Research & Persona Creation, Wireframe Production, Prototyping, Mockups, Interaction Design, Information Architecture, Agile or SCRUM development, Project Management
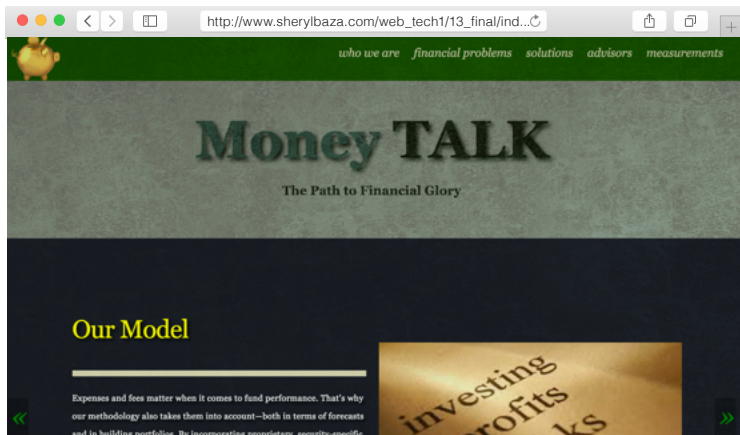
DESIGN   BUSINESS

DEVELOPER

DESIGN THINKING PROCESS

DISCOVERY   ANALYSIS   IDEATE   PROTOTYPE   TEST   EVALUATE   IMPROVE

3 PORTFOLIO

who we are   financial problems   solutions   advisors   measurements

Money TALK

The Path to Financial Glory

Our Model

Expenses and fees matter when it comes to fund performance. That's why our methodology also takes them into account—both in terms of forecasts and in building portfolios. By incorporating proprietary, security-specific

results of america's personal financial position

Surveys conclude more than 1 in 4 Americans have more credit card debt than emergency savings, a sign that many are struggling to find firm financial footing despite the improving economy A survey from Bankrate.com finds that 28% of Americans say they owe more credit card debt than they have in emergency funds or savings accounts. About 51% have more in emergency savings funds than they owe in credit card debt. The study findings have been tracking this data since 2011.

STRUGGLING 28%

SAME 27%

UNSURE 21%

WELL OFF 14%

who we are

financial problems

solutions

advisors

measurements

our goal of providing a more secure financial future, we also can manage their holdings of company stock and disclose the risk of having too high a concentration within a portfolio.

Investment Relations from a professional financial team

▲ back to top

who we are

financial problems

solutions

advisors

measurements

MONETY TALK WEBSITE
Web Link

2014 Spring Semester
WNM 608: Web Technology 1
Instructor: Mark Barfield

- Responsive Web Design (RWD)
- Mobile compatible
- Animation transitions
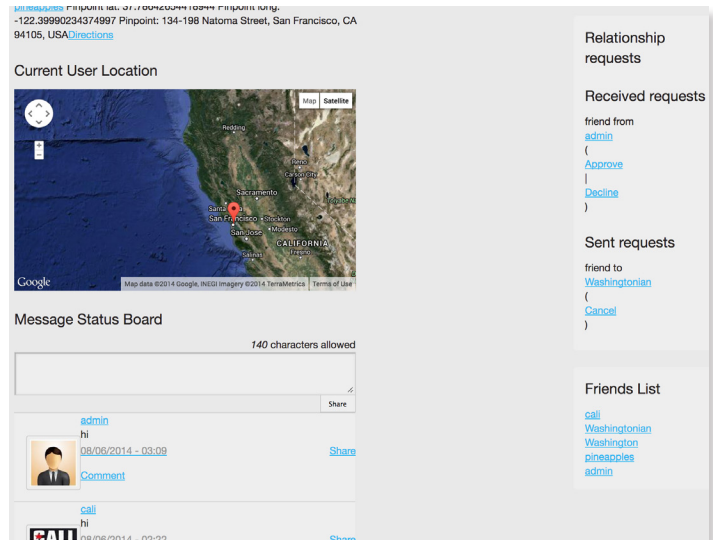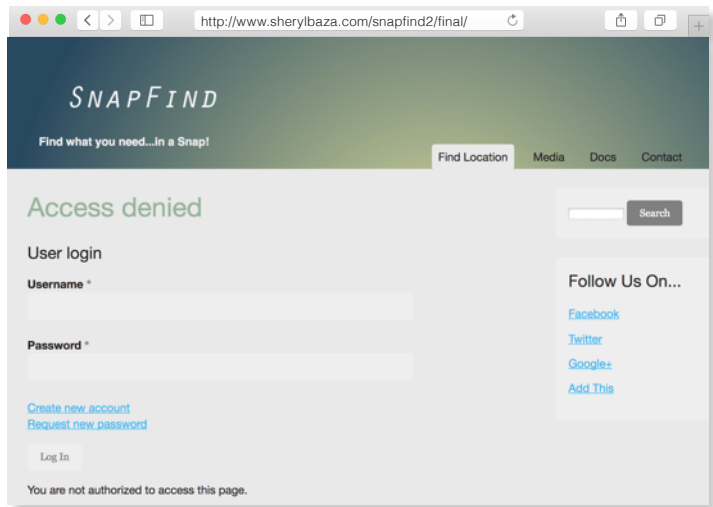- CSS
- jQuery
- JavaScript
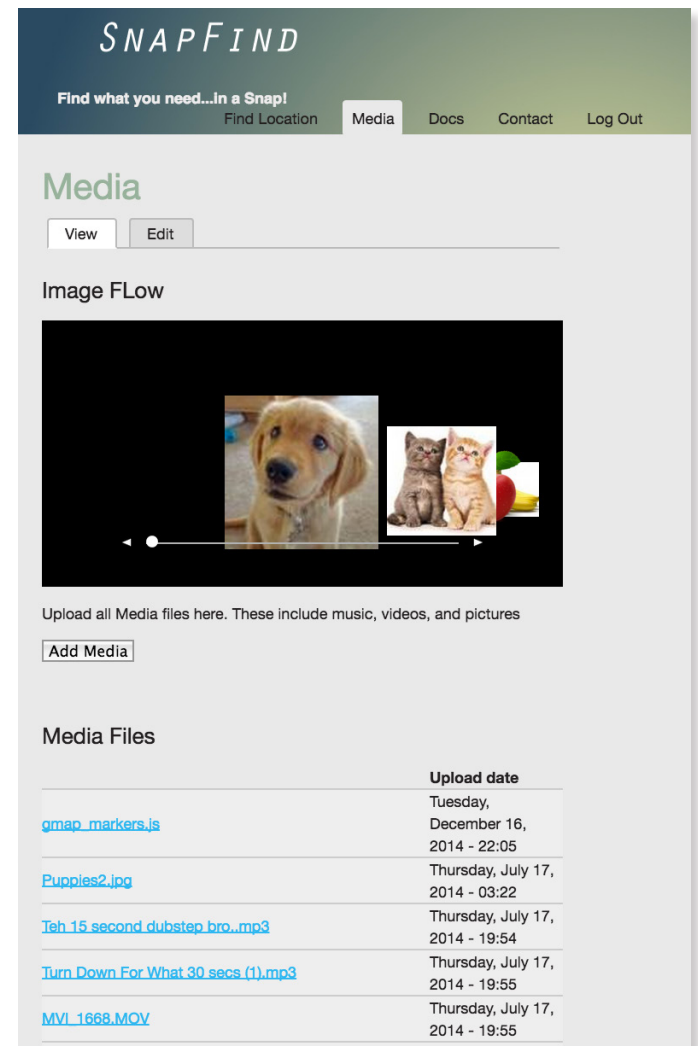- Typography

CLICK IMAGES

SNAPFIND WEBSITE

Web Link

2014 Summer Semester
WNM 618: Web Technology 2
Instructor: Ethan Wilde

CLICK IMAGES

- User Generated Content
- Drupal powered site
- CMS-content mgt system
- Relationship module
- Message board

MONEY TALK WEBSITE
[Web Link](#)

2014 Spring Semester
WNM 608: Web Technology 1
Instructor: Mark Barfield

• CSS, HTML
• Suckerfish Navigation
• Data Organization

CLICK IMAGES

SPOT ME APP
Prototype Link

2013 Fall Semester
WNM 606: Principles of UX
Instructor: Elias Fullmore

App Development Concept

Proposed app concept to help locals find best deals in categories of: restaurants, events, discount sales.

Involves:
Business plan
Technical Analysis
UX/UI development
User Research
User Testing
Prototype Testing
Agile Development

CLICK IMAGES

IPHONE REPAIR WEBSITE
Prototype Link

2013 Fall Semester
WNM 606: Principles of UX
Instructor: Elias Fullmore

Mobile, Tablet, Website Redesign

Proposed redesign of existing small business client

Involves:
WIreframe
Visual Mockup
Hi Fi Prototype
Mobile/Tablet/Desktop compatible
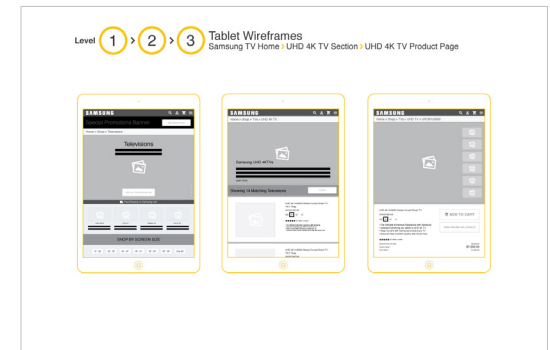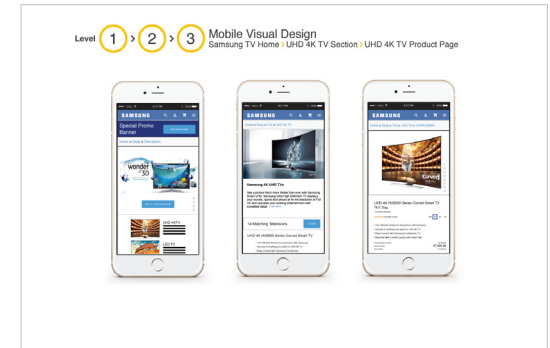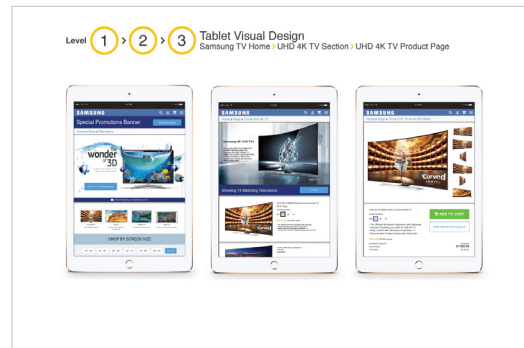
CLICK IMAGES

SAMSUNG 3D TV PROPOSAL
PDF Link

2014 Fall Semester
GLA610: Balancing Creativity & Profitability
Instructor: Dan Erikson

PROPOSAL FOR SAMSUNG 3D TV
WEBSITE REDESIGN

Team Name: Design Hive
Role: Art Director
Responsibility: supervised and unifed the vision. In charge of the overall visual appearance and how it communicates visually; how it stimulates the moods of and psychologically appeals to the target audience, the visual elements, artistic style, coordinates the rest of the creative staff's activities, and is engaged in planning what the fnished piece will look like. Solidified the vision of the collective imagination.

Involves:
WIreframes, Site Architecture
Visual Design
Mobile/Tablet/Desktop compatible

DESIGN HIVE
PROPOSAL FOR SAMSUNG 3D TV WEBSITE REDESIGN

Presented by:
Megan Kriekskamp, Tony Riza, Tyler Colby Richardson, Sheryl Baza,
Ellie Chang, Issy Deng, Theda Chang, Jemone McDowell
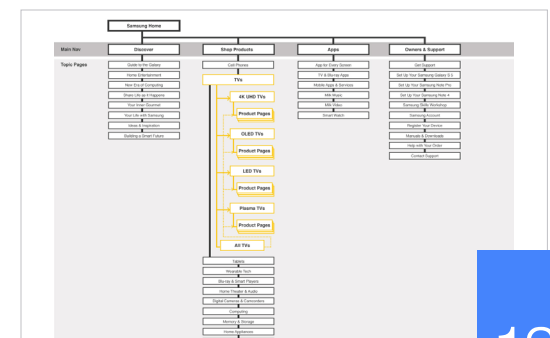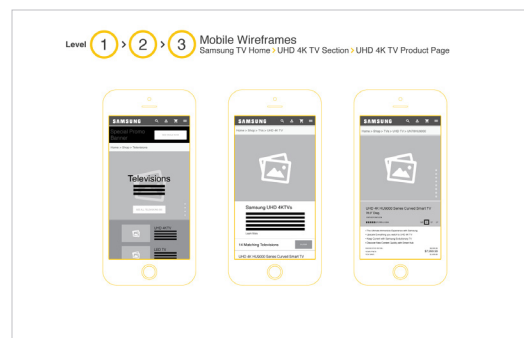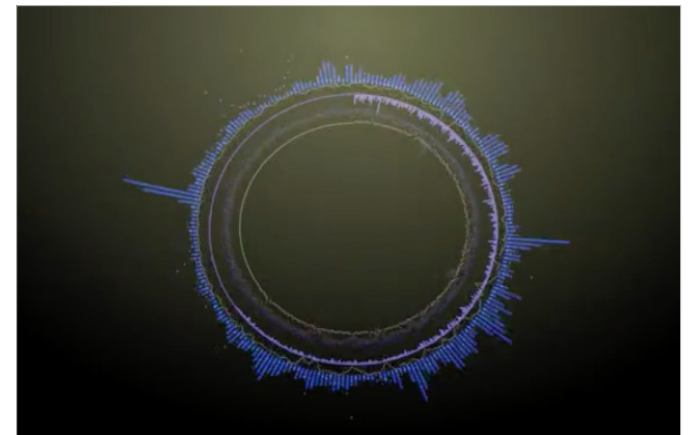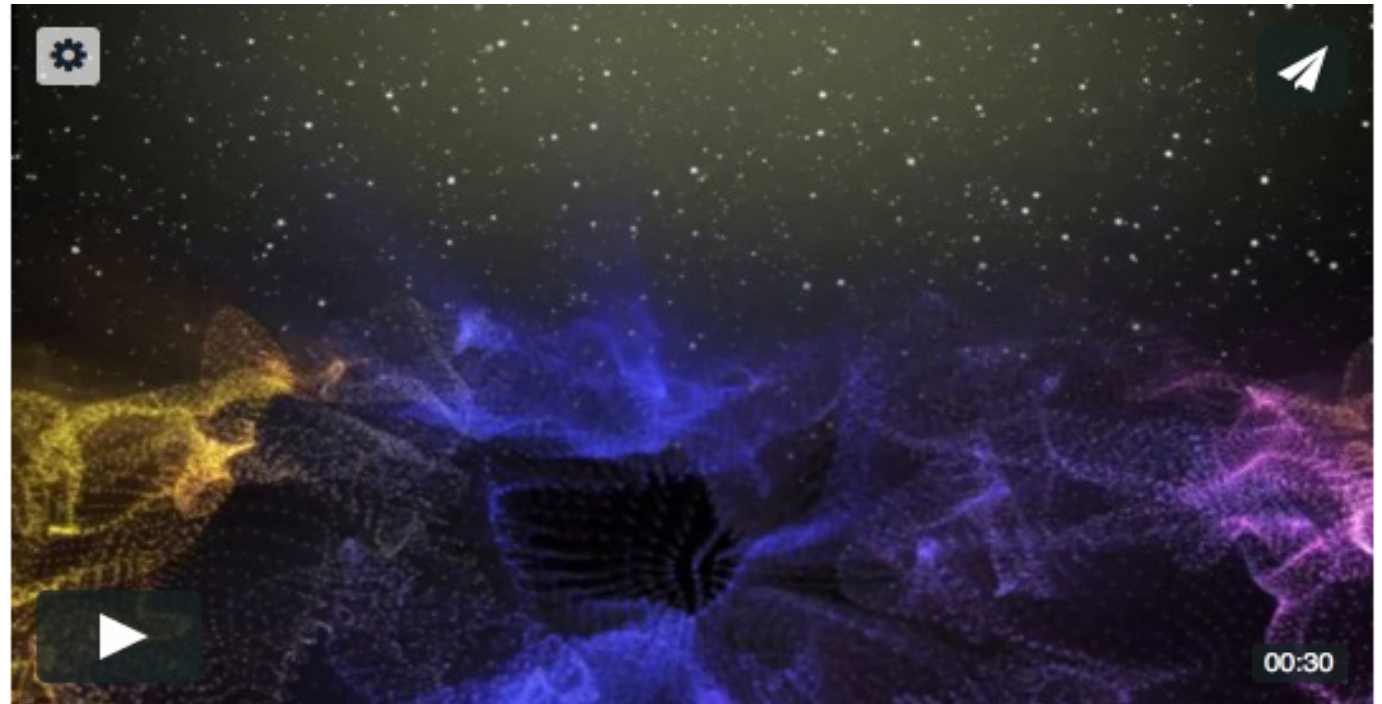
TURN UP FOR WHAT
[Vimeo Link](#)

2013 Spring Semester
WNM 613:
Topics in Motion Graphics
Instructor: Nikki Oettinger

Concept: Creative Music Video
Midterm Assignment
Song: "Turn Up For What"
by Lil Jon & DJ Snake

CLICK VIDEO

SAVE THE WORLD
[Vimeo Link](#)

2013 Spring Semester
WNM 613:
Topics in Motion Graphics
Instructor: Nikki Oettinger

Concept: Environmental
Be Part Of The Solution,
Not The Pollution
Finals Submission

CLICK VIDEO

POLARAMA ART
Image Link

2014 Spring Semester
WNM 619:
Advanced Digital Imaging
Instructor: Michael Brunsfeld

Medium: Photoshop CC

CLICK IMAGE

CLU (Backlight, HDR)
Image Link

PAINTED LADIES (HDR)
Image Link

RIVER (Long Exposure)
Image Link

2014 Fall Semester
WNM 622: Digital Capture
Instructor: Scott Drapeau

Medium: Photoshop CC
Format: RAW Capture
Camera: Sony Mark 3

4 PROJECT DEFINITION

WHAT IS SCATTERBOXX?

Share photos, media, with friends as puzzle pieces. It allows users to solve and piece the puzzles, earn points and achieve medal earnings--from regular user, bronze, and gold. When achieving medal earning, the user has the ability access different variations of puzzle cuts, and with gold status, user can customize their themes and environment. To incentivize more participation, users can earn points and be ranked on a leadership board list to proudly display their medal earnings. Lastly, Scatterboxx allows users to go into Private Puzzle mode to interact privately with a closer niche of friends.

THE PROBLEM AND GOAL

The Social network method of viewing is boring and mundane. There is minimal interaction--simply viewing and scroll, with no brain stimulation. The interface lacks visual flair. Users want to me actively engaged and want more interaction. The GOAL is to push the envelope and create an exciting and creative puzzle twist to social media and change the way people view social media ot a whole new level

USER'S NEEDS

Based on a random survey of 40 mobile users, users desire more interaction and amusement. They enjoy a fun problem solving type of activity. It affords them the opportunity for brain stimulation, and an option to have a friendly competition amongst their circle of friends.
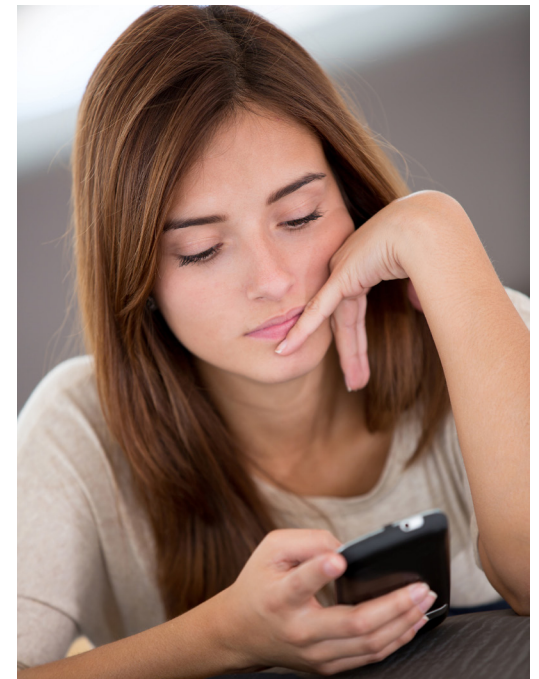
THE SOLUTION

This unique project will create a much more meaningful user experience. Friends will view their friends' shared media in scattered pieces. They must piece the puzzle in order to view the media. As puzzles get solved, users earn points and get ranking status among their friends. Rankings are on the basis of: regular user, silver, gold, and platinum elite. To incentivize and motivate further participation, users on gold medal status, has the ability to change and customize their themes and environment. Ultimately, Scatterboxx promotes friendly competition, brain stimulation, fun problem solving interaction, curiosity.

COMPETITIVE ADVANTAGE

Scatterboxx's competitive landscape is unique from most social media outlet because it incorporates an interesting and creative new twist to the social network—making it more fun and interactive! Users have the ability to share their mystery puzzles amongst their friends. In turn, their friends will piece puzzles together and challenge each other due to the interactive puzzles. Humans are naturally curioius, thus the human factor of curiousity and wanting to know what's behind the image are great motivational factors. Likewise, it promotes friendly competition with friends, enhancing and maintaining deeper relationships through collaboration and engaging more with your circle of friends. Furthermore, to have more control, users can create private rooms with close niche of friends to share photos privately and earn more additional points. This may be more fitting for couples to share private photos, or interact in close niche of friends. Ultimately, Scatterfboxx promotes friendly competition, brain stimulation, problem solving, and fun play in social media.

DIRECT COMPETITOR

Puzzle for Friends
Facebook's online social networking/game service

INSPIRATION

Through my development process, my inspiration was derived from the desire of solving problems and hobby of collecting glass. The idea evolved through making fun use of glass particles in a puzzle solving way. I was also fascinated with the social media craze and wanted to tap into that market.

VISION

The vision is to deliver a robust, visually stunning and attractive interface platform, to build/code primarily in Drupal & CSS, with relationship module, message boards, and to simulate animated elements of puzzle pieces and share this common past time to a vast group of friends in the social network platform.
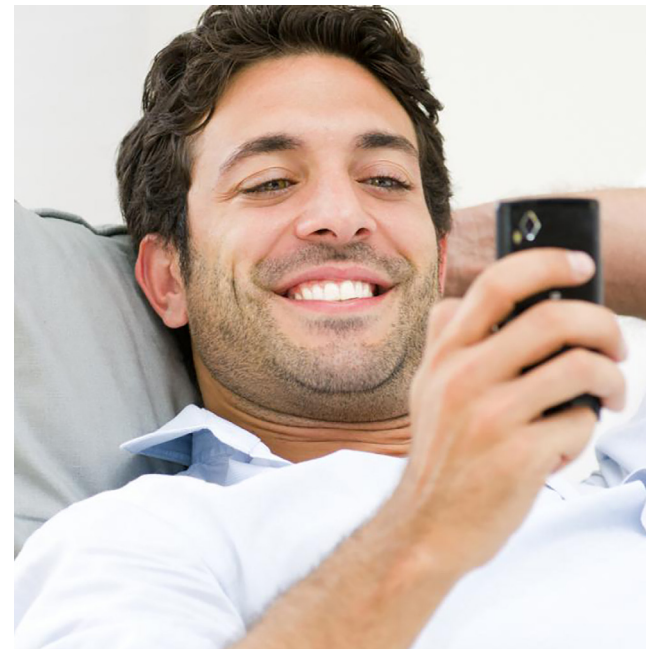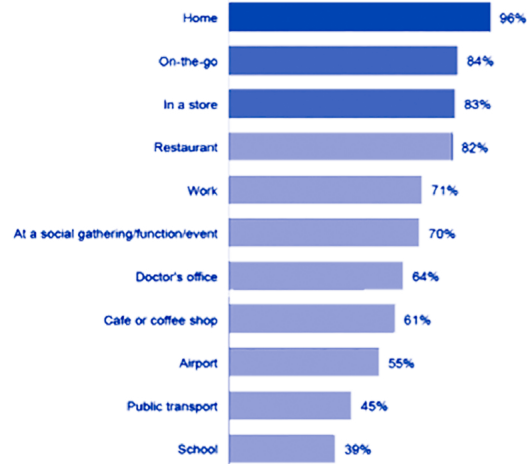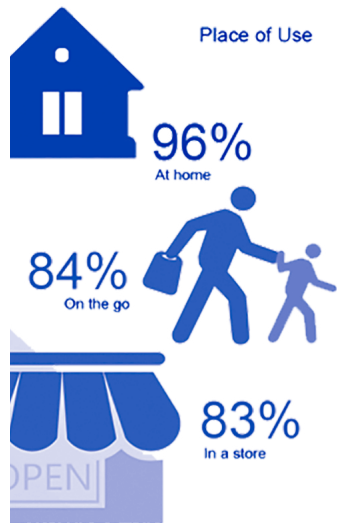
5 RESEARCH & ANALYSIS

72% Spend 11 hours / week on social media

35% Of social gamers have no previous gaming experience

$54 Billion
Revenue by 2015

Place of Use

96% At home
84% On the go
83% In a store

Place	%
Home	96%
On-the-go	84%
In a store	83%
Restaurant	82%
Work	71%
At a social gathering/function/event	70%
Doctor's office	64%
Cafe or coffee shop	61%
Airport	55%
Public transport	45%
School	39%

SMARTPHONES ARE USED EVERYWHERE

72% of social media enthusiasts spend an average of 11 hours per week. They are predominantlycontinuously on their smartphone devices which is 96% at home, 84% on the go, and 83% on the shop.

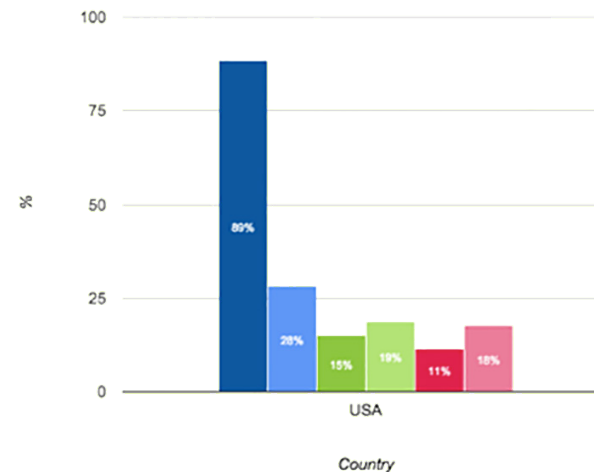Smartphone usage is becoming the dominant form of viewing social media.

SOCIAL MEDIA IS A PROFITABLE MARKET

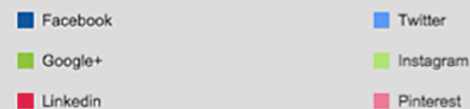Research and analysis forecast that social media will be a profitable $54 billion dollar industry by year 2015.

Smartphone usage is becoming the dominant form of viewing social media.

There are nuerous platforms in social media. Facebook is the leader in social media realm; with Twitter, Google+, Instagram, LinkedIn, and Pinterest following as well.

Usage of Social Networking Platforms on Smartphone

Facebook 89%, Twitter 28%, Google+ 15%, Instagram 19%, Linkedin 11%, Pinterest 18%

USA
Country

Base: Smartphone owners

- Facebook
- Twitter
- Google+
- Instagram
- Linkedin
- Pinterest

COMPETITORS

Below is a collage style moodboard depicitng the competitive lanscape of social media/social gaming. Left side is social gaming (Fb's Farmville, candy crush, Sims social, mafia wars are some popular ones. On the right side, are well known social media platforms (tumblr, instagram, twitter, flicker, snapchat, linked in).

Although there are numerous social media and gaming out there, I find my idea concept unique and having a distinctive competitive advantage amongst these competitors. In other words, no concept like this has ever been created and it doesn't exist

Competitors
Similar aspects of
Social Games and Social Network
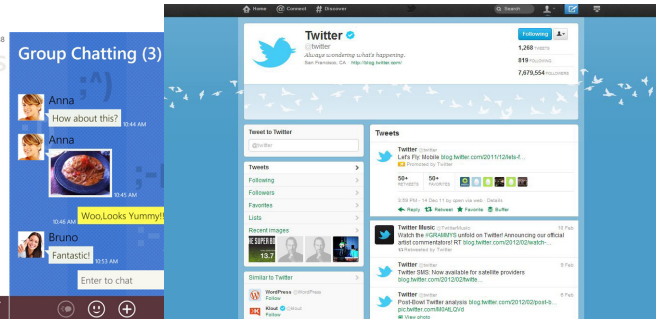
PRIMARY & SECONDARY COMPETITORS

The primary competitor is Facebook's Puzzle For Friends. Puzzle For Friends is essentially a fusion of social media with added games. The secondary competitors are Tumblr and SnapChat. Tumblr is a social blogging site, giving users the ability to customize their theme. Snapchat is a photo messaging app where users can take photos, videos, add text and drawings and then sharing them which makes it very interactive; and then the message disappears after a short time.

Puzzle For Friends

Pros:
• Compete with friends on social media

Cons:
• Unexciting puzzle environment
• Bad UX/UI design

Tumblr

Pros:
• Customize your theme

Cons:
• Micro social blogging site
• No fun, problem solving

SnapChat

Pros:
• Interactive photos
• No feeds

Cons:
• App. Not RWD
• No problem solving

COMPARITIVE MATRIX

An in-depth comparative matrix analyzing competitors' features.

Scatterboxx is more versatile on some of the items exhibited.

	SCATTERBOXX	Puzzle For Friends	SnapChat	Tumblr
Responsive web	🟩	🟩	🟥	🟩
Social media message feeds	🟩	🟩	🟥	🟩
Simple, easy to use	🟩	🟥	🟩	🟩
Modify, edit, delete	🟩	🟩	🟥	🟩
Share Media photos videos, links	🟩	🟩	🟩	🟩
Create custom theme environment	🟩	🟥	🟥	🟩
Private room feature	🟩	🟩	🟥	🟥
Interact/manipulate photos/media	🟩	🟥	🟩	🟥
Puzzles inside Feed	🟩	🟥	🟥	🟥
Promote Friendly Competition	🟩	🟩	🟥	🟥
Earn points and achieve medals	🟩	🟩	🟥	🟥

6 TARGET AUDIENCE

PRIMARY TARGET AUDIENCE

Comprised of 26-36 years old, young educated, ambitious and competitive young adults. These individuals are social gamers that have little to no previous gaming experience. They identify with Scatterboxx as a form of past time; away from the mundane stresses of life.

SECONDARY TARGET AUDIENCE

Retired senior citizens. Technology competent. As a retired citizen, the senior audience have more past time to interact, connect with family and friends, and stimulate their mind through puzzle solving

TERTIARY TARGET AUDIENCE

Puzzle Gamers enthusiasts who love to solve puzzles and make it their hobby on their daily lives. They also appreciate the fact that they can share their newfound game by connecting with friends and loved ones

Primary
26-36 Years, Educated

Secondary
Retired Senior Citizens, Tech Competent

Tertiary
Puzzle Lovers, Social Media enthusiasts

EXPERIENCE MAP

The Experience Map serves as a journey of the user's overall user experience. It highlights four critical components of Scatterboxx's features, user's actionable tasks, and identifies the user's overall level of satisfaction--from a positive to a negative touch points.

The four main components of user interaction are to:
- Share puzzled photos
- Solve the puzzled postings from friends
- Open Private Puzzles with select group of friends
- See Rankings and the Incentives it provides

The actionable tasks are labeled appropriately on the diagram below. User's actions range from: uploading/sharing photo media,

cutting, spreading the puzzle pieces, sharing it; solving the scattered puzzles postings, earning points; creating private puzzle rooms, solving and interacting with close friends privately, earning additional points; viewing how you're racked and stacked amongst your friends, competing, and customizing themes.

Based on the groundwork of the user's journey, the qualitative insights of the framework of "doing" and "feeling", predominantly gives the user expereince an overall sense of positive level of satisfaction. User testings were conducted, and the users experienced similar outcomes.
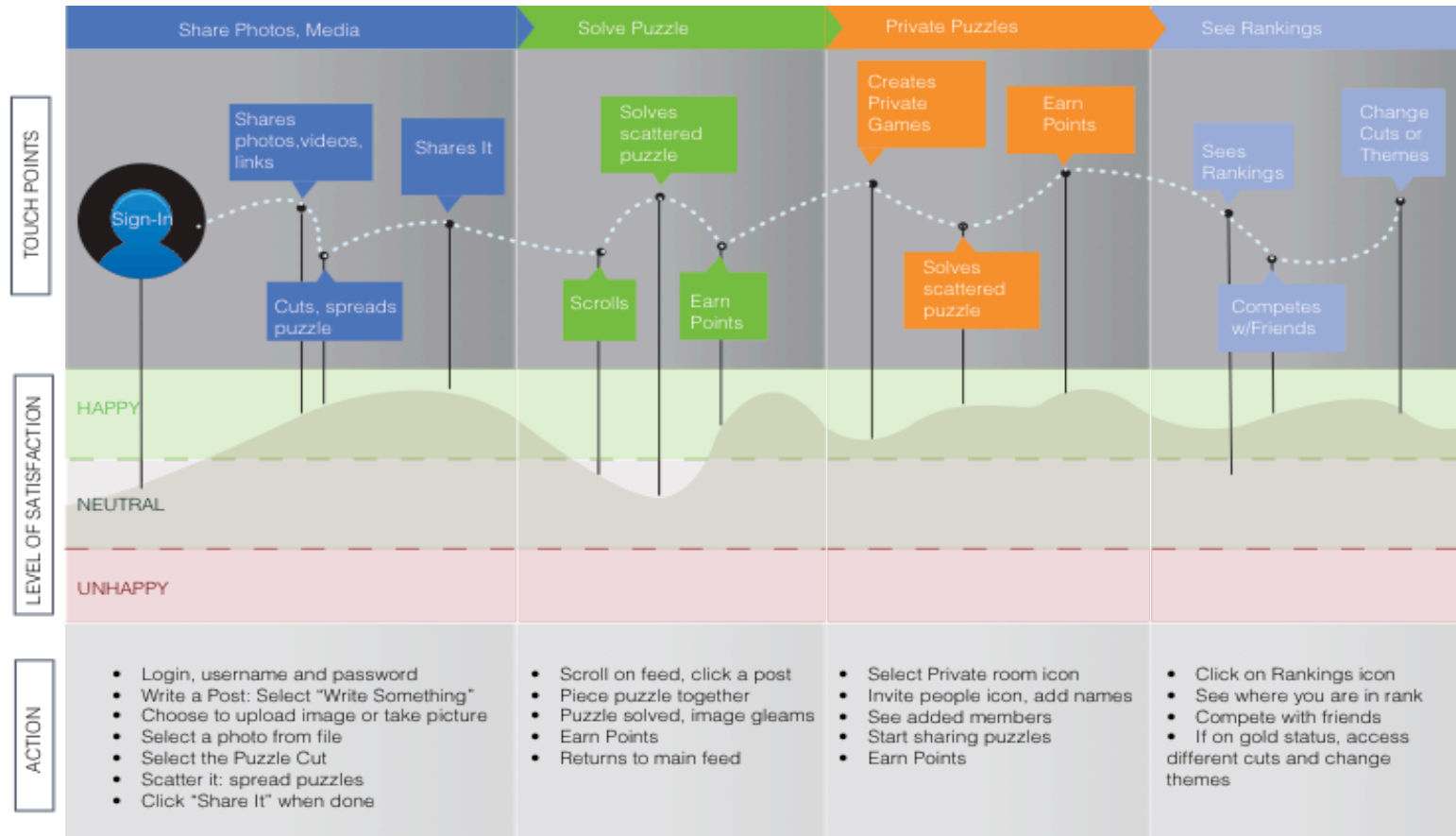
7 PERSONA DIAGRAM

Name: Marcel Davis
Education: Bachelor Degree
City: Palo Alto, CA
Age: 28
Language: English
Technology: iPhone 6, Macbook Pro

PRIMARY PERSONA

Marcel is a young energetic 28-year old full time student and part time employee. He is always friendly, joking around and has a positive attitude. Marcel is also tech savvy and an avid mobile smartphone user who enjoys the latest tech trends and gadgets, and interaction with his friends on his social network. He loves the city, the fast pace environment and busy lifestyle it offers. During his past time or break Marcel loves to get online and read latest the media and buzz craze with his friends but gets instantly bored scrolling. Marcel wishes for a more challenging interactive environment on social media versus the mundaneness of scrolling and reading.

While waiting for the train, his friend messages him a new app that has gone viral. It is a new creative twist in social media where friends can share their media by gamification and challenging each other with puzzles. Marcel is intrigued by this unique concept and downloads it. Instantly, he figures out the objective of the game and gets hooked quickly. Marcel is addicted by the competitive nature of the environment. The more puzzles he solves, the more points he earns. He can use the points to buy new puzzle cuts and change his theme environment. He can also create a private session where he can share more photos with his close friends; even with his girlfriend in a private setting. With his points, he is motivated to maintain his elite ranking status so he can proudly display his medal rankings amongst his friends and show off his cool new puzzle features.

Marcel is a huge fan of the app: Scatterboxx. He enjoys it immensely on a daily basis. Due to the nature of the app's friendly competitive gaming environment, it allows him to maintain much closer ties with his current and old friends. He is also curiously intrigued and motivated to piece what people are sharing on the feed. As an avid regular user, he is now more mentally prepared to react quickly through problem solving exercises with the time-based puzzles. The Goal: Marcel doesn't get bored anymore in this new interactive social media platform. This new creative twist on social media bridges the gap by integrating a fun dynamic competitive environment, promoting brain stimulation and problem solving

SECONDARY PERSONA

Name: Jack Ross   Age: 50
Role: Human Resources   Language: English
Education: Bachelor Degree   Technology: Laptop, Android device
City: Los Angeles, CA

Jack is very reserved and likes to keep his personal life private. He's in a long distance relationship and often sends private photos to his girlfriend in Snapchat but with the latest hacking of user photos is disconcerted by it
He doesn't like MMS texting because it looks too disorganized and he doesn't like it. Similar to Snapchat he wishes there were more fun, interactive way to sending photos to friends and loved ones.

TERTIARY PERSONA

Name: Jasmine Flores   Age: 32
Role: Business exec   Language: English
Education: MBA   Technology: Samsung Galaxy S3, Macbook Air
City: Palo Alto, CA

Jasmine is marketing executive who plays hard and works hard. She loves to solve problems and has fun at the same time. Due to her goal-oriented background, Jasmine has a competitive nature and loves challenges.

Jasmine finds herself addicted to casual social games. Jasmine loves to play simple fun games such as Angry Birds, Temple Run, Drawing with Friends, and Candy Crush. Jasmine is hooked on social games and wishes there were more games that promote earning awards so she can proudly display of her achievements within her social circle.

USER TASK FLOW

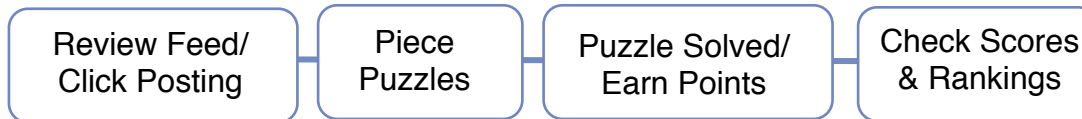There are three main functions that users can be actively engaged in. In summary, the primary taskings deployed ar sharing photos, solving puzzles, and opening private puzzle rooms. Sharing photos from the activity feed goes through seven distinct steps in the user flow. Solving puzzles begins in the activity feed, and goes to four steps in the user flow. Lastly, opening Private Puzzle room goes into four steps in the user flow process

Task 1: "I want to Share Photos to my activity feed"

| Write a Post | — | Type Message | — | Select Photo | — | Upload Photo | — | Puzzle Cut | — | Scatter It | — | Share |

Task 2: "I want Solve the Puzzles"

| Review Feed/ Click Posting | — | Piece Puzzles | — | Puzzle Solved/ Earn Points | — | Check Scores & Rankings |

Task 3: "I want open a Private Puzzle room"

| Click on Private Board | — | Invite People | — | Add Members | — | Share Privately |

7 CONCEPT VIDEO

SCATTERBOXX CONCEPT VIDEO
Vimeo Link

Duration: 1.15 min

Brief Synopsis:
Share photos with friends as puzzle pieces
Solve the puzzles
Earn points and medals
Friendly competition among friends
Open in private puzzle mode

CLICK VIDEO

9 PROOF OF CONCEPT

The Proof of Concept will demonstrate three significant user tasks.

1. I want to Share Puzzled Photos

2. I want to Solve Puzzles

3. I want to open Private Puzzle Board and select group of friends

TASK 1 - I WANT TO SHARE PUZZLED PHOTOS

1/7 Log in
1. Username
2. Password
3. Login

2/7 Post a Puzzle
Select "Post a Puzzle"

3/7 Message & Photo
1. Type Message
2. Choose to Upload an Image
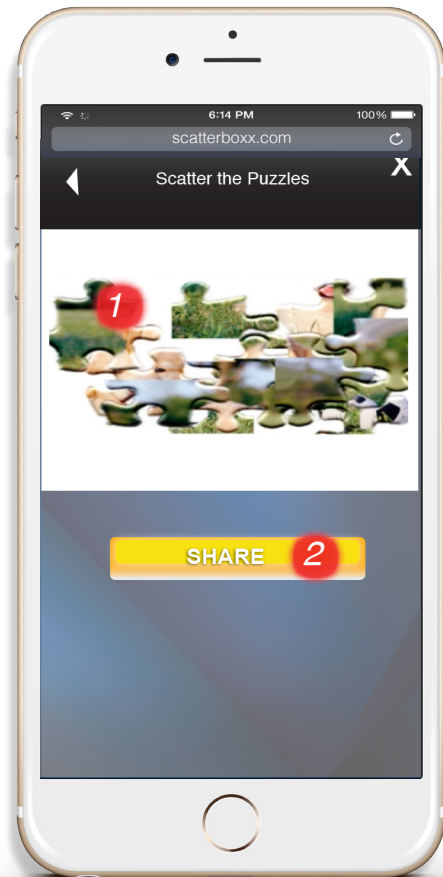
4/7 Select Photo from file
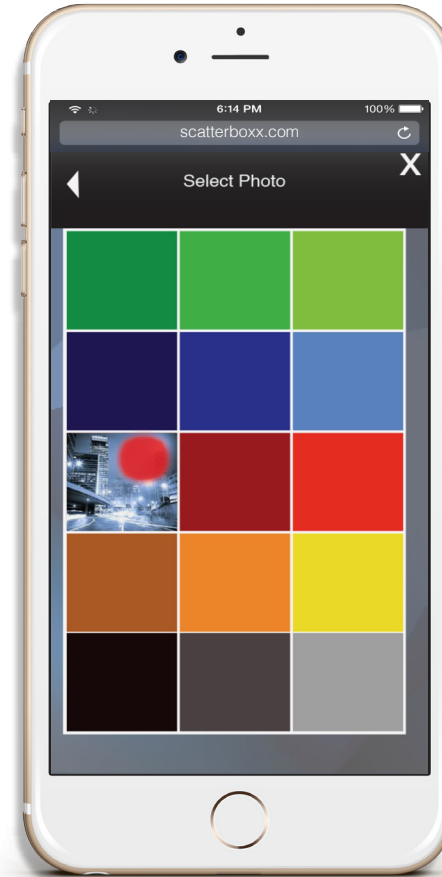
5/7 Log in
Select Puzzle Cut

6/7 Image gets cut

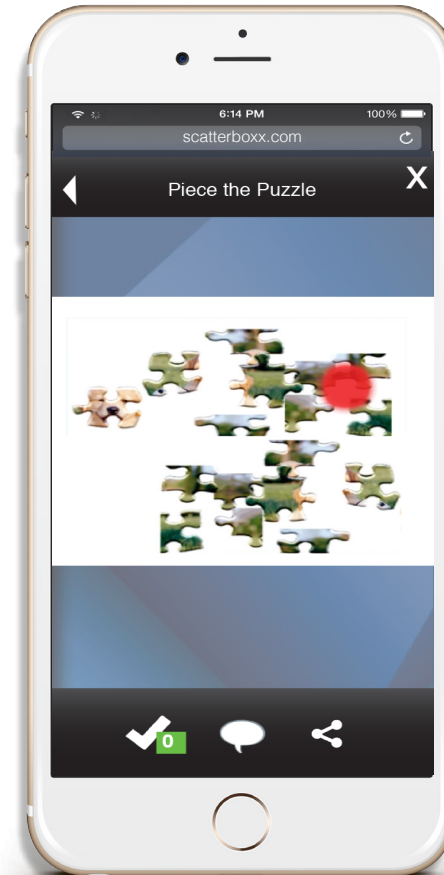7/7 Scatter It
1. Spread puzzle cuts
2. Click "Share" when done
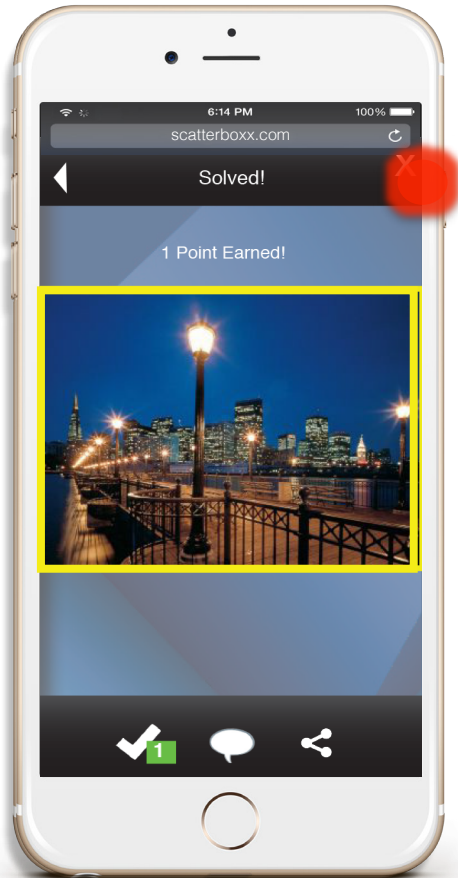
TASK 2 - I WANT TO SOLVE PUZZLES

1/7 Log in
1. Username
2. Password
3. Login

2/4 Piece Puzzles Together

3/4 Puzzle Solved
Image gleams
Earn points
Close out

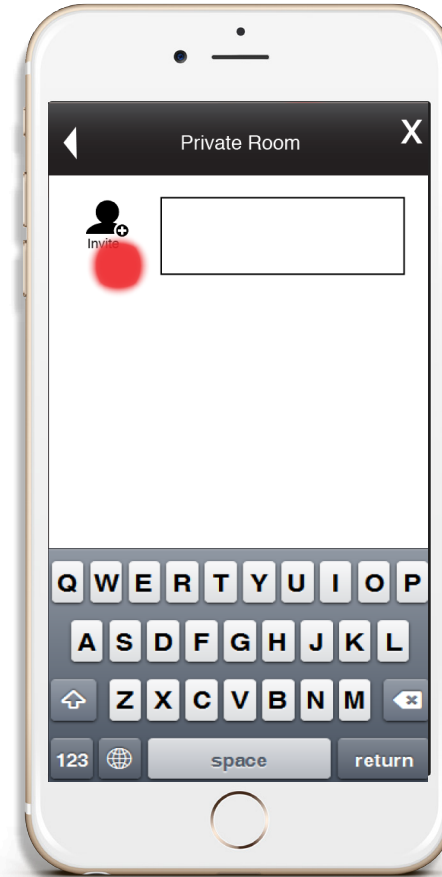4/4 Check Score and Ranking
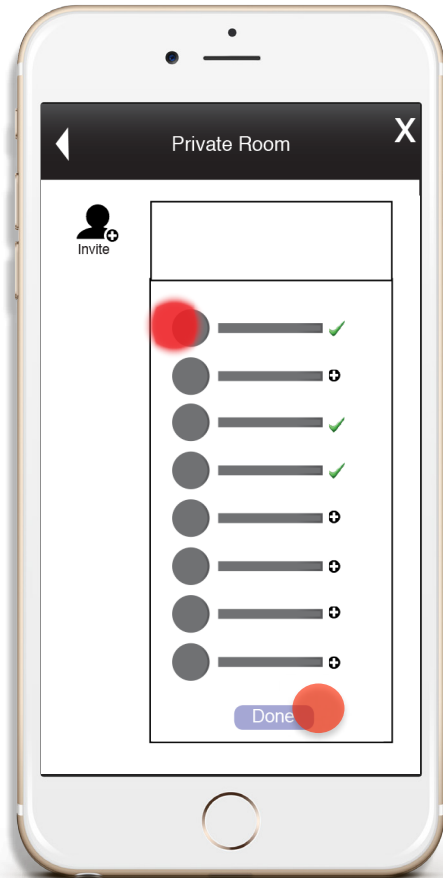
TASK 3 - I WANT TO OPEN A PRIVATE PUZZLE BOARD
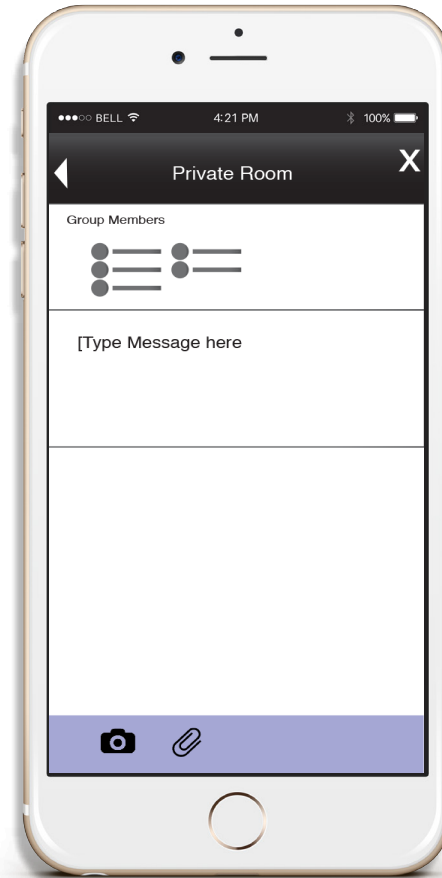
1/4 Private Room
Select lock icon

2/4 Invite People
Click on "Invite" icon

3/4 Puzzle Solved
Image gleams
Earn points
Close out

4/4 See Added members to Group

Private Room

X

Invite

✓
✛
✓
✓
✛
✛
✛
✛

Done

●●●○○ BELL 📶   4:21 PM   ✳ 100% 🔋

Private Room   X

Group Members

[Type Message here

DEVELOPMENT PROCESS

The project development proces portion include: the preliminary visual development, logo design, moodboard, content summary/deliverables list, content resources and a user testing plan

PRELIMINARY VISUAL DESIGN DEVELOPMENT

To the right is the early stage preliminary visual development. The look and feel is subtle yet vibrant, appealing primarily toward a mature adult target market. The background colors contain differnt gradient tones. The main screen's visual platform is straightforward; with the list of friends positioned on the left cascading. The activity feed are held in containers boxes for organization. The goal is to have a simplified, modern look.
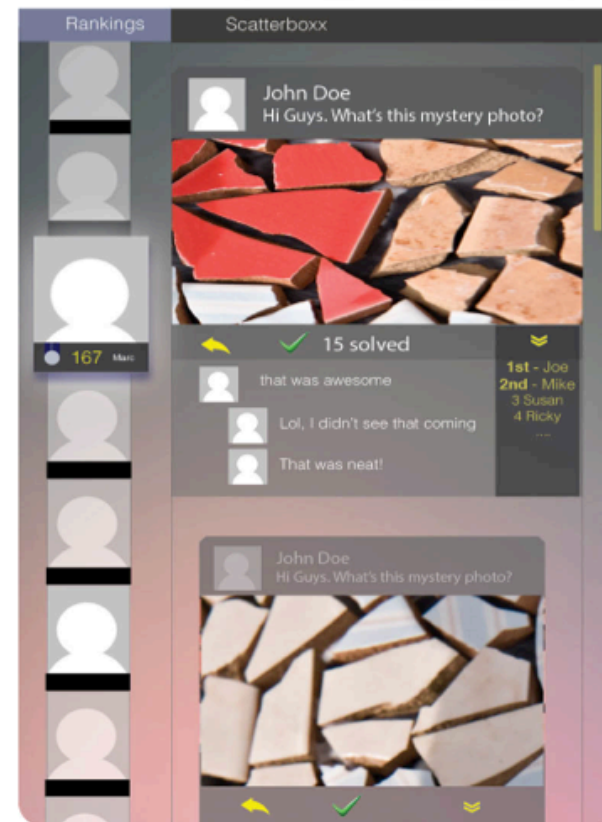
LOGO DESIGN

The development of the logo design went through a series of iterations. The main intent was to have a visual represenation of a box. It is tilted to observe a fun represenation of puzzled look. The color choice of blue was selected because blue is a universally accepted color.

MOODBOARD

The moodboard look and feel is subtle yet vibrant, appealing primarily toward a mature adult target market. The background colors containing 14 various gradient. The choice of Typography are combinations of various Helvetica typefaces. The color schemes are selected to serve functionality The goal is to have a simplified, modern look.
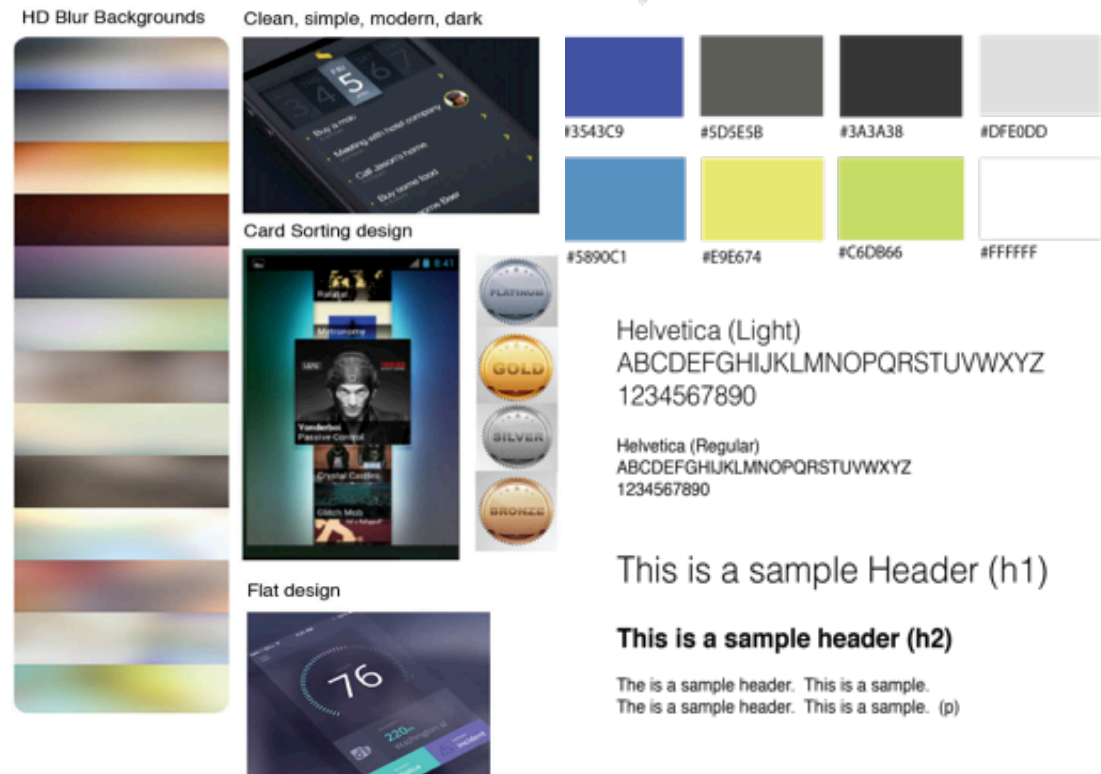
SCATTERBOXX

WIREFRAMES

The wireframe serves as the initial plan, the skeletal framework/blue print that depicts the page layout or arrangement of the site's content, including the arrangement of its interface elements, navigational systems, and how they work together.

03 Task: "I want to open a private board"

1/4
Log in
Username
Password
Login

username
password
Log in
or
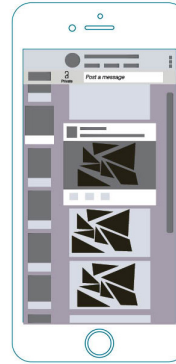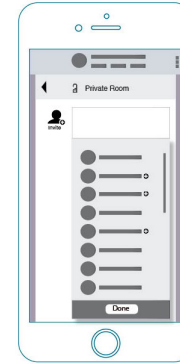login w/facebook
forgot   sign up
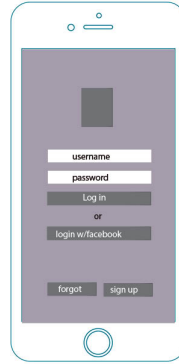
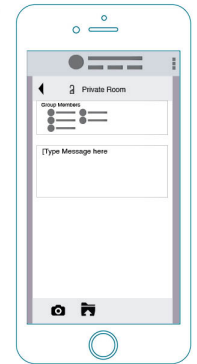03 Task: "I want to open a private board"

2/4
Private Room
Select "Private" icon

Post a message

03 Task: "I want to open a private board"

3/4
Invite People
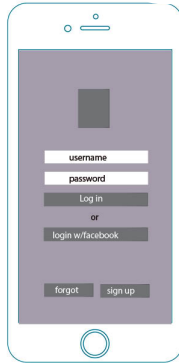Click on "Invite" icon
Add Names
Click Done

Private Room
Invite
Done

03 Task: "I want to open a private board"

4/4
See Added Members to Group

Private Room
Group Members
[Type Message here

01 Task: "I want to share photos to my feed"

1/6
Log in
Username
Password
Login

username
password
Log in
or
login w/facebook
forgot   sign up
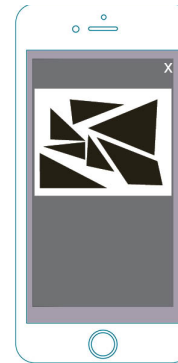
2/5
Review Feed/
Click on a Post
Scroll
Click on a Posting
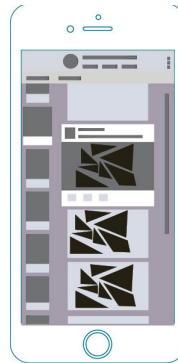
3/5
Piece Puzzle together

X

4/5
Puzzle Solved
Solved, image gleams
Earn Points
Automatically returns to the main feed

X
1 Point Earned!
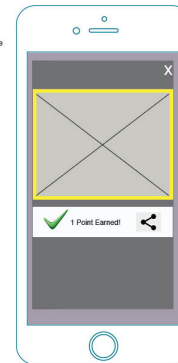
5/5
Check Score and Rank
Left column is where you're stacked amongst your friends
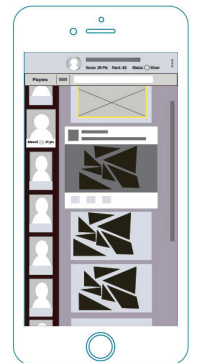
Task: "I want to share photos to my feed"

1/5
Log in
Username
Password
Login

username
password
Log in
or
login w/facebook
forgot   sign up
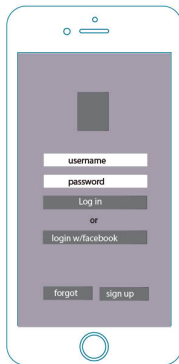
1 Task: "I want to share photos to my feed"

2/6
Write a Post
Select "Post a Message"

Post a message
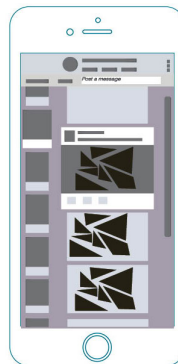
01 Task: "I want to share photos to my feed"

3/6
Type Message
Type the message
Choose to Upload an Image

Message Posting
[Type message here

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123   space   return
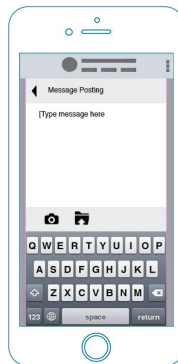
01 Task: "I want to share photos to my feed"

4/6
Select Photo from File

X
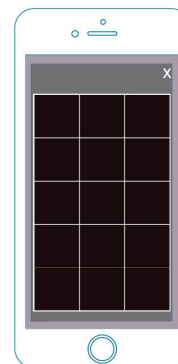
01 Task: "I want to share photos to my feed"

5/6
Puzzle Cut
Select the puzzle cut

Puzzle Cuts
X
Select Puzzle Cut
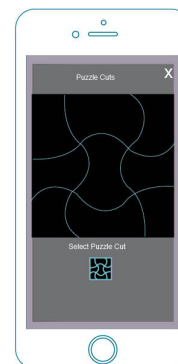
01 Task: "I want to share photos to my feed"

6/6
Scatter It
Spread Puzzle cuts
Click "Share It" when done

Scatter the Puzzles
Share It
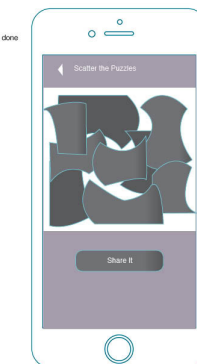
CONTENT SUMMARY/ DELIVERABLES LIST

1 logo
15 screens:
3 navigation icons:
settings, lock, 'post a puzzle'
share, message, points summary,
attach photo, camera icon, invite
icon
3 reward badges:
Bronze, Silver, Gold
1 design- profile card container
1 design- posting container

1 design – profile menu container
1 – regular message container
1 – private message container
1 – pictures gallery grid
10 – puzzle cuts template
13 blurred backgrounds for custom themes
1 circle picture frame
Buttons: login, forgot password, register/sign-up

USER TESTING PLAN

A rough diagram planning for user testing, including site development throughout the duration of the upcoming semesters.

	Fall 2014	Spring 2015	Fall 2015	Spring 2016
Paper Prototyping	▶	▶	▶	
A/B testing UI & Visual	▶	▶	▶	
Field Research		▶	▶	▶
Interviews / Surveys	▶			
Rapid testing of Med. Fidelity Prototype		▶	▶	
"Formal" Testing with High-fidelity Prototype			▶	▶
Document Testing			▶	▶
Bug Fixes			▶	▶
Final Rapid testing, minor UX and Code fixes				▶
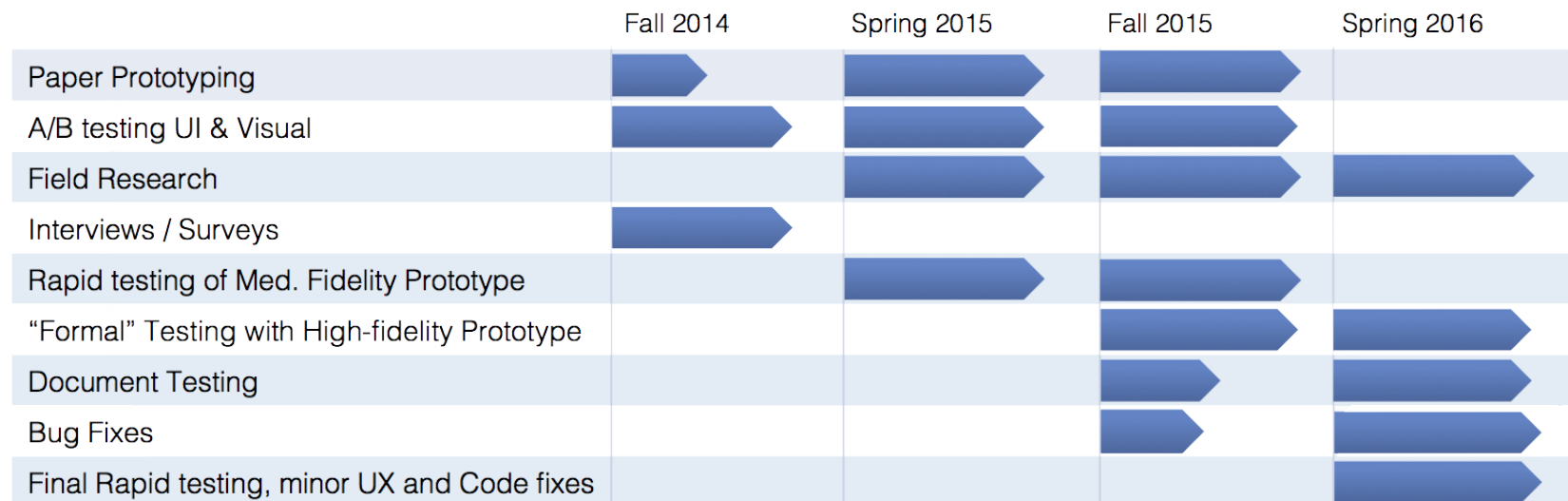
11 TECHNICAL SUMMARY

TECHNOLOGY PLAN

Scatterboxx's technology plan constructs will be centered through a responsive web design (RWD) site.   Selection for this approach is aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones). It is accessible on multiple devices and cross compatible via multiple web platforms (i.e., Safari, Chrome, Firefox, Internet Explorer, Opera).

A site designed with RWD adapts the layout to the viewing environment by using fluid, proportion-based grids, flexible images, and CSS3 media queries, an extension of the @media rule, in the following ways:

- The fluid grid concept calls for page element sizing to be in relative   units like percentages, rather than absolute units like pixels or points.

- Flexible images are also sized in relative units, so as to prevent them from displaying outside their containing element. Media queries allow the page to use different CSS style rules based on characteristics of the device the site is being displayed on, most commonly the width of the web browser.

Fully **Responsive Web Design**
One website for all device

Site Map / Information Architecture

This site map describes the web navigation design, the functionality of different content pieces and the relationship between them. This IA provides organization on the site's proper structure.

The green highlighted areas are specific areas that identifies what I can code.

SHARE PUZZLES	Post a Puzzle	Type message	Insert/Take a Photo	Select Puzzle Cut	Scatter Pieces	Share It

Create Account

SOLVE PUZZLES	Select a Posting	Solve the Puzzle Pieces	Puzzle Solved	Earn Points	Return to Activity Feed

SIGN IN

PRIVATE PUZZLES	Select Locked Room Icon	Invite People Icon	Add Members	Share Private Puzzle Posts

SIGN OUT

VIEW COMPETITION	Click Users Icon List	View where you're stacked	View Score & Medal Rank

CHANGE THEMES	Select Settings menu	Themes activated on Gold medal	Customize to 19 Themes	Click OK	Theme Updates

What I can code

TECHNICAL SPECIFICATIONS / DATA DIAGRAM

Front-End Components
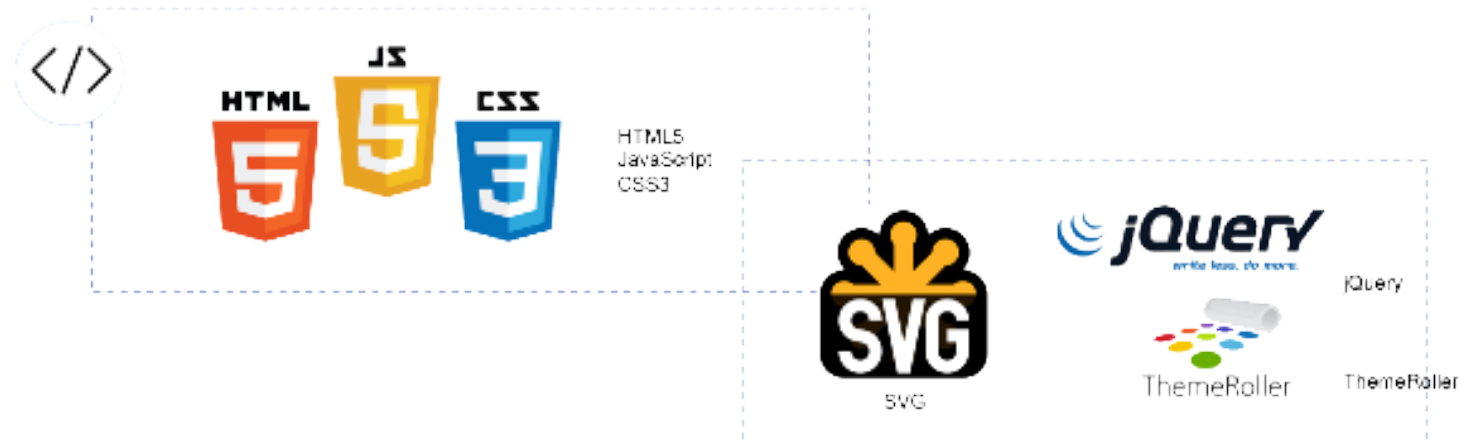
Back-End Development

FRONT-END DEVELOPMENT

The Scatterboxx front-end components will run on commonly used web language: HTML, JavaScript, and CSS. JavaScript functions will execute specific commands allowing the user to control the browser to communicate asynchronously what is displayed. SVG (Scalable Vector Graphics) vector graphics will be incorporated to modify dimensions of graphics without losing quality—ideal for responsive web design. HTML5 will serve as components outlining/illustrating the structure of puzzle cuts designs. jQuery is a cross-platform JavaScript library designed to simplify the scripting of HTML. jQuery's syntax will provide the dragable/snap proponents, allow a smooth transition of animated element and handling of events. jQuery also allows for a power dynamic web page. The Theme Roller system separates color and texture from structural styles that define things like padding and dimensions. This allows theme colors and textures to be defined once in the stylesheet and to be mixed, matched, and combined to achieve a wide range of visual effects.

BACK-END DEVELOPMENT

For the back-end components, Drupal is an open source contet management platform that will power the user generated content. It will contain multiple modules that will support messaging, adding relationship/friends, and a secure login. Moreover, MySQL and PhpMyAdmin will be used to handle the high performance, scalable content and oversee administration over the web

12 TIMELINE OF CLASSES

MFA WNM COURSE COMPLETION

AAU 101	Interactive Online Orientation	OLS	2013 Fall
WNM 601	MS: Inside Programming	BROOKS, LAKISHA	2013 Fall
WNM 605	MS:Typography for Dig.Masters	HINES, KIMBERLY	2013 Fall
WNM 606	MS: Principles of UX	FULLMORE, ELIAS	2013 Fall
GLA 615	History of Graphic Design	PERKINS, SAMANTHA	2014 Spring
WNM 608	MS: Web Technology 1	BADGER, MARK	2014 Spring
WNM 613	MS: Topics in Motion Graphics	OETTINGER, NIKKI	2014 Spring
WNM 619	MS: Advanced Digital Imaging	BRUNSFELD, MICHAEL	2014 Spring
GLA 627	Industrial Des.: Global. World	CHAPARRO, YVETTE	2014 Summer
WNM 618	MS: Web Technology 2	WILDE, ETHAN	2014 Summer
GLA 610	Bal. Creativity & Profitabilit	ERIKKSON, DAN	2014 Fall
WNM 622	MS: Digital Capture	DRAPEAU, SCOTT	2014 Fall
WNM 643	MS:Interactive Des. & Concepts	NORVALL, HEATHER	2014 Fall
GLA 676	Prof. Pract.: Designers/Adver.	MINARDS, BRIAN	2015 Spring
WNM 663	MS: Adv. Top. in Motion Graphi	SEBESTYEN, COLIN	2015 Spring
WNM 699	MS: Special Topics (Masters Portfolio)	NORVALL, HEATHER	2015 Spring

PROJECTED MFA PROGRAM COMPLETION

Spring 2016

ANTICIPATED GRADUATION DATE

Summer 2016

TIMELINE OF CLASSES

The following diagram illustrates my current and anticipated timeline of classes. Curently, I am pending 27 semester hours in the WNM program. Midpoint presentation is this Spring 2015. I am currently attending the Masters Portfolio to redesign my currentl portfolio, the Advanced Topics in Motion Graphics class to further my knowledge and skills in motion graphics, and the last installment of the graduate liberal arts requirement. If midpoint concept is approved and requirements are met accordingly as planned, I will have six directed studies remaining to execute my project.

01 GLA610
Balancing
Business with
Creativity

02 WNM622
Digital
Capture

03 WNM643
Midpoint for
Thesis Project

01 WNM801-9
GDS
User Experience

02 WNM801-10
GDS
Visual Design

03 WNM801-17
GDS
Responsive Web

Midpoint Review

Final Review

| Fall 2014 | Spring 2015 | Fall 2015 | Spring 2016 |

01 WNM699
Masters
Portfolio

02 WNM663
Advanced Motion
Graphics

03 GLA676
Professional
Practices
For Designers

01 WNM801-***
GDS

02 WNM801-***
GDS

03 WNM801-***
GDS

13 BIBLIOGRAPHY

iPHONE 6 STOCK PHOTOS

http://cdn.macrumors.com/article-new/2014/09/iphone6-stock-photo.jpg?retina

STATISTICS ON MOBILE USAGE IN UNITED STATES

http://think.withgoogle.com/mobileplanet/en/ Our mobile planet research Infographics

SOCIAL MEDIA RESEARCH DATA

http://www.mediabistro.com/alltwitter/files/2012/12/social-media-customer-research.png Research analysis infographic data

SOCIAL GAMING ECONOMICS

http://mashable.com/2011/10/14/social-gaming-economics-infographic/   Research analysis infographic data

PERSONA FEMALE IMAGE

http://www.123rf.com/photo_20838397_business-woman.html Secondary Persona: Jasmine pic

PERSONA MIDDLE AGED MAN IMAGE

http://www.123rf.com/photo_12428981_portrait-of-laughing-middle-aged-man-in-winter-coat-over-dark-background.html?term=middle%20aged%20man Tertiary Persona: Jack pic

YOUNG WOMAN IMAGE FOR PROJECT DEFINITION

http://www.joanncohen.com/text-get-respond/

2 YOUNG WOMEN BORED ONLINE

https://www.pinterest.com/pin/433471532856739732/

MAN ON PHONE FOR PROJECT DEFINITION

http://media.nu.nl/m/m1nx0f1ais74_wd1280.jpg/seksueel-getinte-tekstberichten-vooral-dinsdagochtend.jpg guy happy on phone

RESPONSIVE WEB DESIGN - TECHNICAL DEVELOPMENT CONTEXT

http://en.wikipedia.org/wiki/Responsive_web_design Technical Development on RWD

RESPONSIVE WEB DESIGN IMAGE

http://www.boxchilli.com/wp-content/uploads/2014/10/responsive-websites.jpg

ABOUT DRUPAL

https://www.drupal.org/ About Drupal

JQUERY DRAGABLE AND SNAP

http://stackoverflow.com/questions/4491830/jquery-cool-drag-and-drop-snap-to-position

THEME ROLLER - CHANGING THEMES & ENVIRONMENT

ThemeRoller http://jqueryui.com/themeroller/

http://learn.jquery.com/jquery-mobile/theme-roller/

PROJECT TITLE: SCATTERBOXX

PROJECT SUBTITLE: "AN EXCITING PUZZLE TWIST TO SOCIAL MEDIA"

NAME: SHERYL BAZA

STUDENT ID #: 00932328

ACADEMY OF ART UNIVERSITY, GRADUATE SCHOOL OF WEB DESIGN & NEW MEDIA

MIDPOINT PROPOSAL. VERSION: "MIDPOINT ORIGINAL"

DATE OF PRESENTATION: 02/27/2015

TIME OF PRESENTATION: 01:00 PM

INTENDED AREA OF CONCENTRATION: USER EXPERIENCE, VISUAL DESIGN, MOTION GRAPHICS

Thank you to all--friends, family, and Academy of
Art University faculty members for all your support
in making my Scatterboxx Thesis book possible.
I could not have done this without you.

THANK YOU