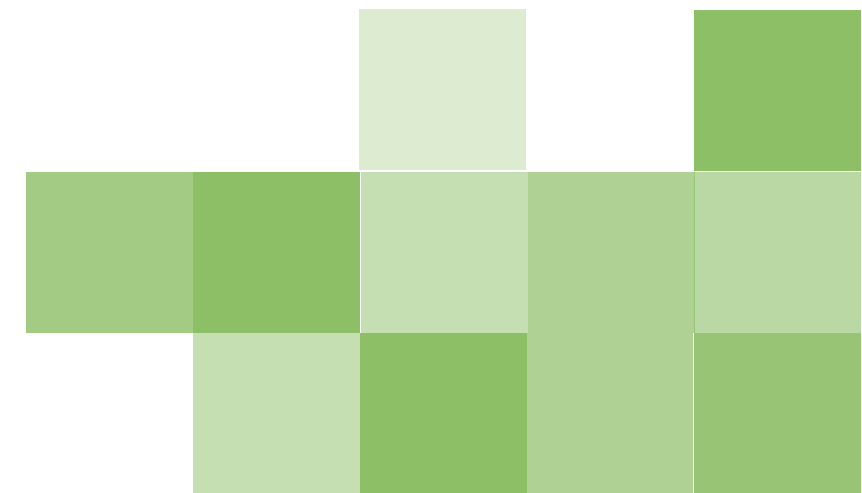


BROOKLYN

Design Deck/*tablet*
Clarence Alexander



Objective:

The type of persons who will use this site are people similar to Darneil James. People who are trying to engage in Brooklyns endeavors or learn more about it.

User Profile

Empathy Map

Survey Results and Questions

Competitive Research w/ notes ■■■

Design Trend Research

Mood boards

Wireframes ■■

Tablet Design ■■■■■■



DARNEIL JAMES
Web Designer, Business

Sex	Male
E-mail	darneil_jj@yahoo.com
Phone	(254)223-9870
Age	27
Social	f in t
Job	Web developer
Income	\$40,000.00
School	Four years of college, major in web design and minor in business

VISITING

Site He want to find out what's new in his city and other business protocol.

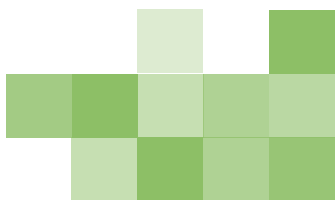


LAURA WILLIAMS
Historian, Research

Sex	Female
E-mail	lpw425@yahoo.com
Phone	(204)254-0538
Age	25
Social	f in
Job	Historian
Income	\$37,000.00
School	Four years of college, major in history and minor in research

VISITING

Site She is Looking for a get-way from studying.



empathy map

Objective:
Daneil is at home looking for information about his city. To get a better understanding of Daneil I constucted this empathy map to get a sense of whatthe user feel in this case.

- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet Design ■■■■■■

Think and Feel

This section will be filled of words that relates to what darneil thinks or feel at the monment of being on the old website.

Whats new, cozy, mouse, how mich things cost, food, flor rug keyboard, excited, chair,

Hear

What is darneil hearing at the monment of being on the old website. It can range from in door or out door.

Car sounds, Music, TV, Silets, Paper ruffles, Natural sounds

Say and Do

This relate more to what Darneil is doing and or saying to someone while browsing the site.

Yes!, How are you?, Homework, sit in chair, On facebook, Looks at related sites, Sip wine

See

Refers to what Darneil is seeing at this time. Though it seem arbitrary, this is a very inportant factor.

Book, Papers, Desk, Window, People

Think and Feel

This section will be filled of words that relates to what Laura thinks or feel at the monment of being on the old website.

Parties, Warm, Yoga, How mich things cost, Trip, Get away, Calm,

Hear

What is Laura hearing at the monment of being on the old website. It can range from in door or out door.

Spotify, Facebook sounds, Wind from window,

Say and Do

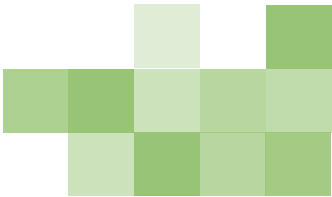
This relate more to what Laura is doing and or saying to someone while browsing the site.

No!, Nails, Cooking, Talking on cell phone, Drinking energy drink, Typing, Studying,

See

Refers to what Laural is seeing at this time. Though it seem arbitrary, this is a very inportant factor.

Computer, Table, Purse, Keys, Lip stick,

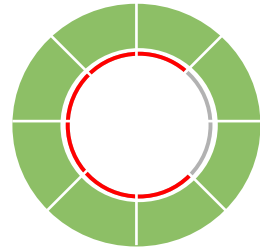


survey results and questions

Objective:
These graphs display the survey results in a form of the most common answers.

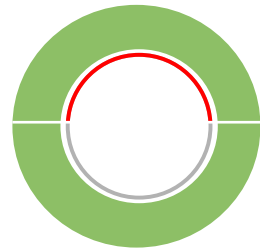
- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet Design ■■■■■■

Comment:
The green represent how many people are a part of the survey. Their is also a small key that goes with every graph.



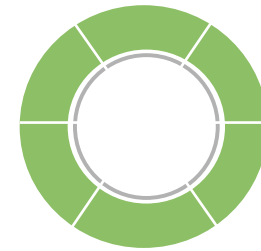
Have you ever visited city webpage?

yes ■
no ■



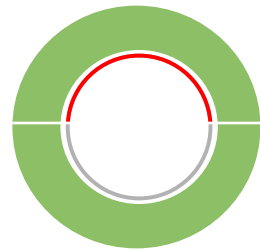
What was your reason or purpose for going to the webpage?

infomation ■
other ■



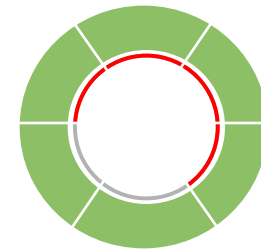
Where do you go to find out information about your city?

google ■
other ■



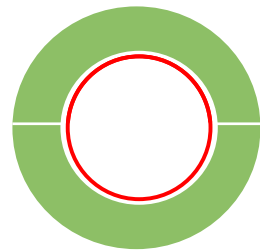
Where you able to fine what it was that you where looking for?

yes ■
no ■



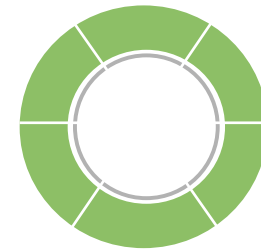
What type of information do you look for?

weahter ■
news ■



How long did it take you and why?

long time ■
short time ■

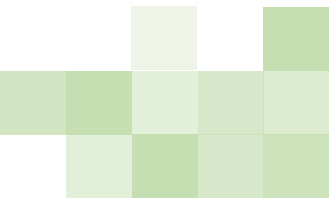


If I told you, you can find all the information about your city on this site would you go to it?

yes ■
no ■

If it's one thing you can change about the site what will it be?

What would make you go to a site like this?



competitive research w/ notes

Objective:

Based off the trend that most sites follow today, these site are some of the main structures of my new design.

User Profile

Empathy Map

Survey Results and Questions

Competitive Research w/ notes ■■■

Design Trend Research

Mood boards

Wireframes ■■

Tablet Design ■■■■■■

Comments:

Examples of these feature aren't in this doc.

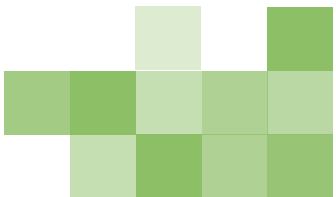
Notes:

Far more morden then the other sites i've visited. This site is packed with icons and images that actually look like arlington without looking to predictable.

1 This is an nice feature however, maybe it shouldn't be located at the top of the site.

2 Great icons along with the hover effect texts.

3 Great side nav and search/dropdowns.It contrast well against the dynamic blue background.



competitive research w/ notes

Objective:

Based off the trend that most sites follow today, these site are some of the main structures of my new design.

User Profile

Empathy Map

Survey Results and Questions

Competitive Research w/ notes ■■■

Design Trend Research

Mood boards

Wireframes ■■

Tablet Design ■■■■■■

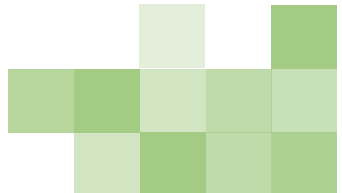
Notes:

This site stands out from the other government site, which makes it more rememable. However it is lacking in design and basic alignment. Most of the features seems to be added with out any real purpose.

1 The man nav though different from other government site, still lacks an professional finish. The yelllow helps make the content in the nav stand out.

2 This is an nice feature for government sites. It allows you to search an drop down menu of frenquently asked questions.

3 Not sure why this is in it's current location or why it have this display.



competitive research w/ notes

Objective:

Based off the trend that most sites follow today, these site are some of the main structures of my new design.

User Profile

Empathy Map

Survey Results and Questions

Competitive Research w/ notes ■■■■

Design Trend Research

Mood boards

Wireframes ■■

Tablet Design ■■■■■■

Notes:

The layout and look/feel of this site is pretty good. It has the government feel but doesn't look to boring. Along with simple clean design.

1 Love the three colume layout. This help keep the content easy to read and get to.

2 To basic and standardized in terms of color and gradient

3 A feature that change the font size of the text. Help for an more wide range of people.



Objective:

Based off the trend that most sites follow today, these site are some of the main structures of my new design.

User Profile

Empathy Map

Survey Results and Questions

Competitive Research w/ notes

Design Trend Research

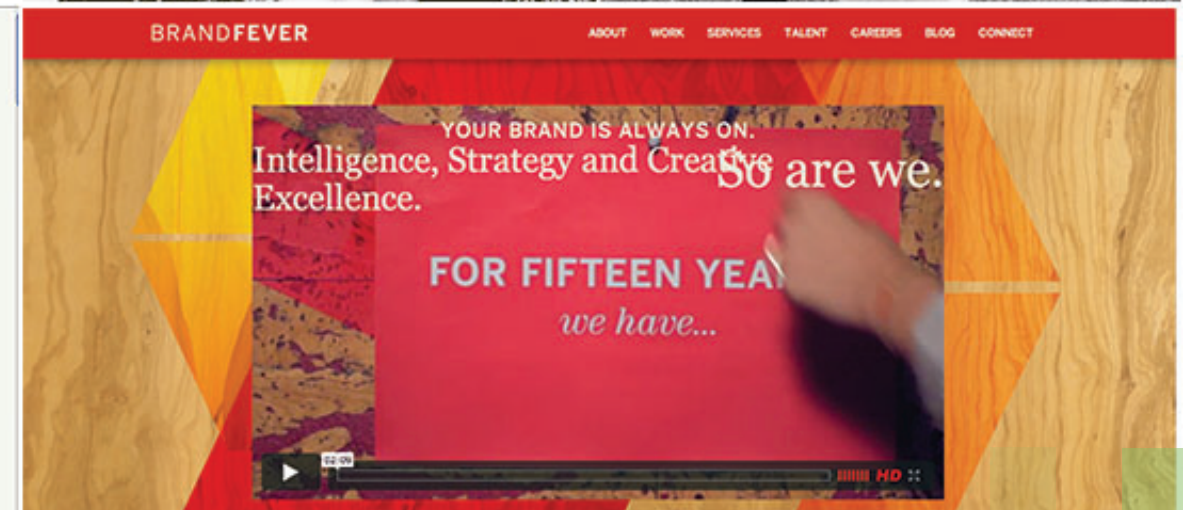
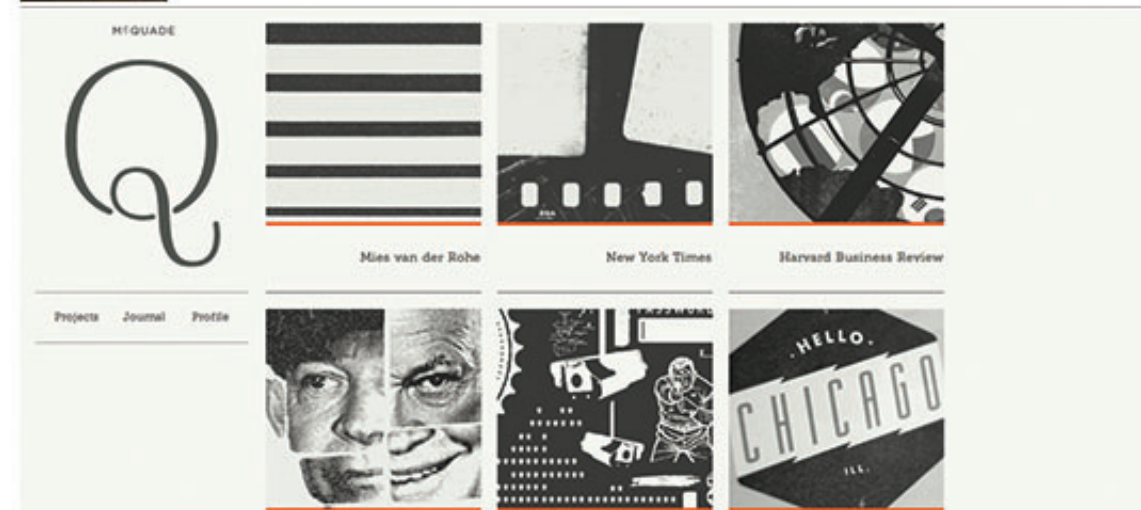
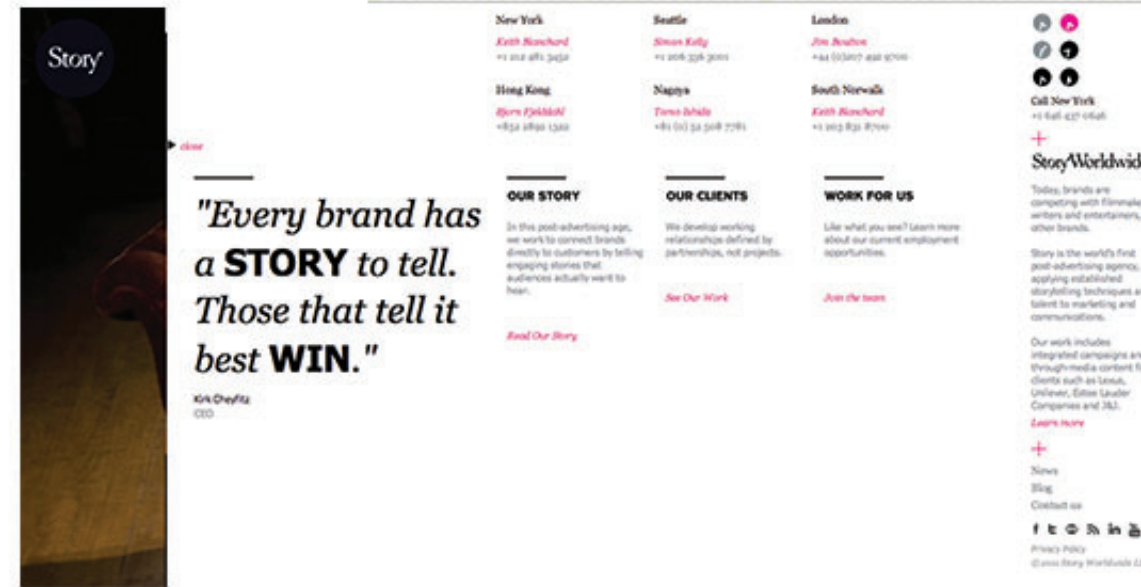
Mood boards

Wireframes

Tablet Design

Comments:

I quickly noticed the pattern that these sites share. And this element of "big images" helps sets the user with a theme of the site.

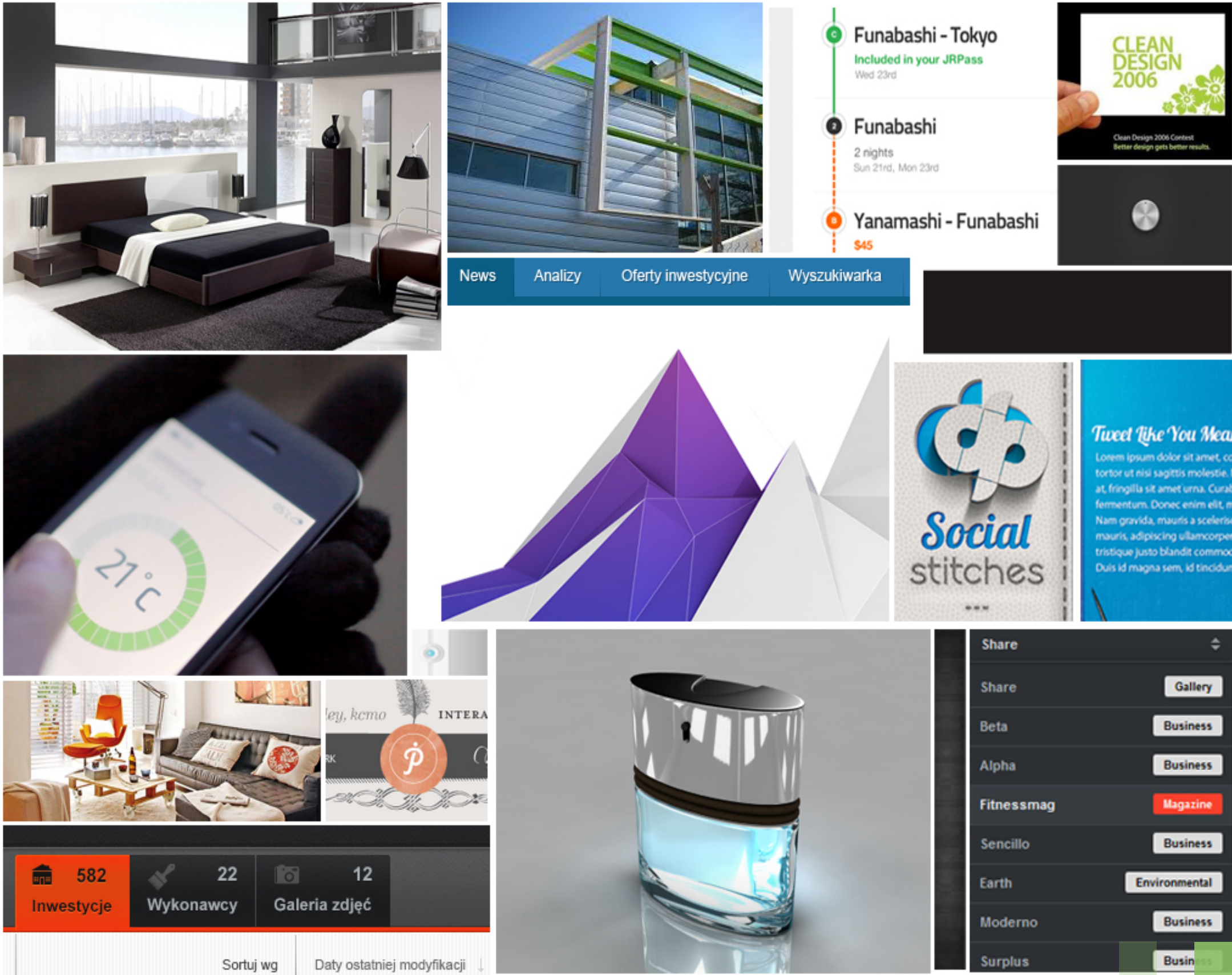


mood boards

Objective: Most of the design elements that will be applied to the website will come from the mood board. This is help guide how the look and feel of the site should be.

- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet Design ■■■■■■

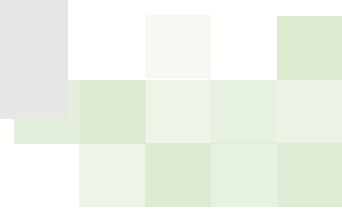
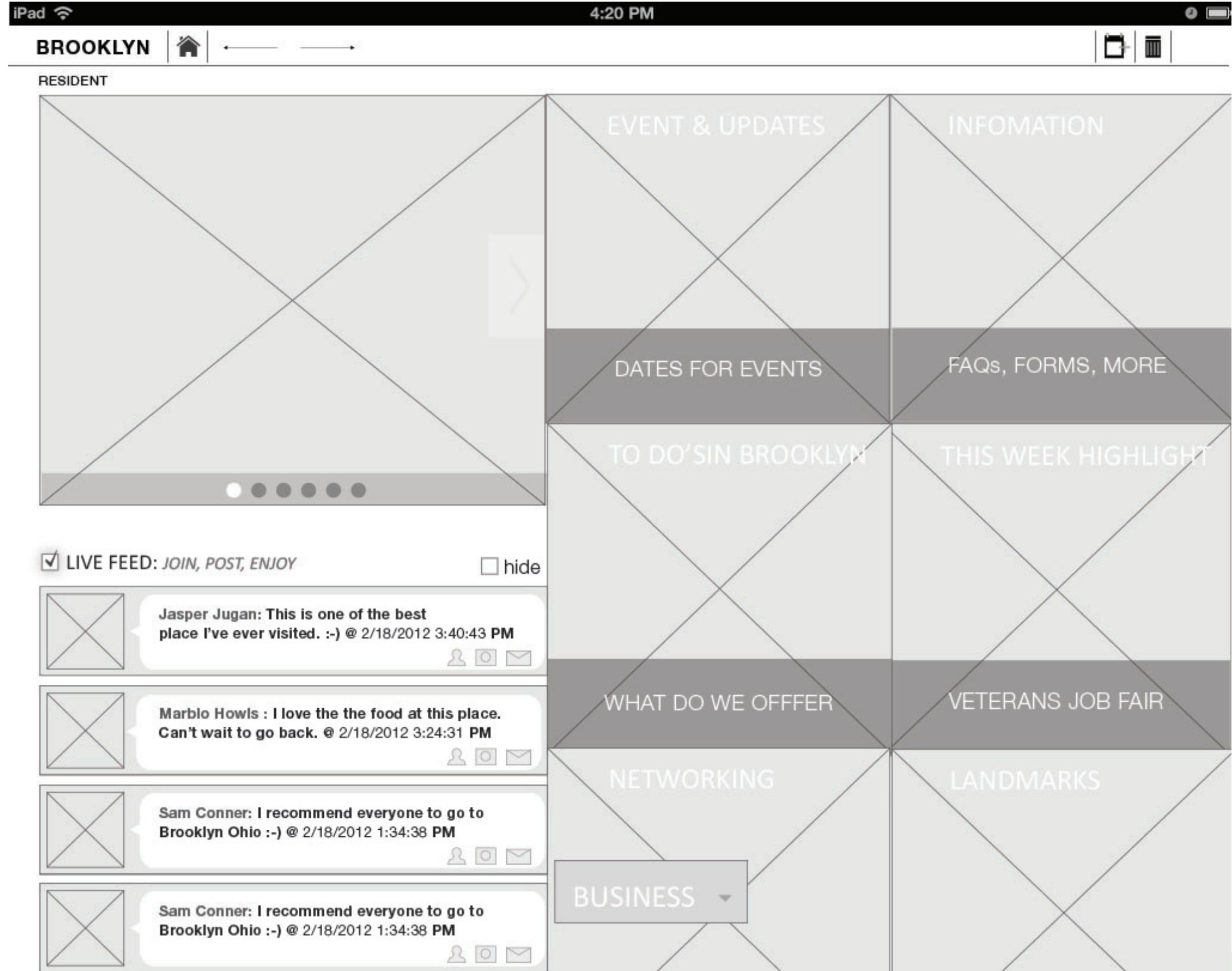
Comments: The biggest things I took from this mood board was the green color, rectangular shapes and letter spacing.



Objective:

The wireframes are the starting stages of the new website. These are two previous design that I came up with.

- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet designs ■■■■■■



Objective:
The wireframes are the starting stages of the new website. These are two previous design that I came up with.

- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet Design ■■■■■■

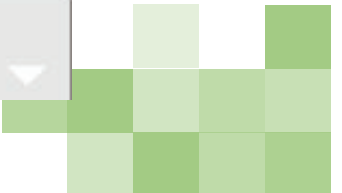
The wireframe is for an iPad, as indicated by the status bar at the top showing 'iPad', signal strength, and the time '4:20 PM'. The app header includes the 'BROOKLYN' logo, a home icon, and navigation arrows. Below the header, there are two main sections: 'EVENTS & UPDATES' and a 'LIVE FEED'.

The 'EVENTS & UPDATES' section is a calendar view. The top right corner shows the current month, 'NOV'. The calendar displays the following events:

Month	Date	Day	Event
NOV	24	mon	City Council Meets
NOV	25	tues	Zumba
NOV	26	wed	H.S General Meets
OCT	1	mon	City Council Meets
OCT	5	fri	Weight Watchers
OCT	1	mon	City Council Meets
OCT	5	fri	Weight Watchers
OCT	1	mon	City Council Meets
OCT	5	fri	Weight Watchers
OCT	1	mon	City Council Meets
OCT	5	fri	Weight Watchers

The 'LIVE FEED' section is titled 'LIVE FEED: JOIN, POST, ENJOY' with a 'hide' toggle. It contains four user comments, each with a placeholder profile picture, the user's name, the text of the comment, the date and time, and icons for user profile, photo, and message:

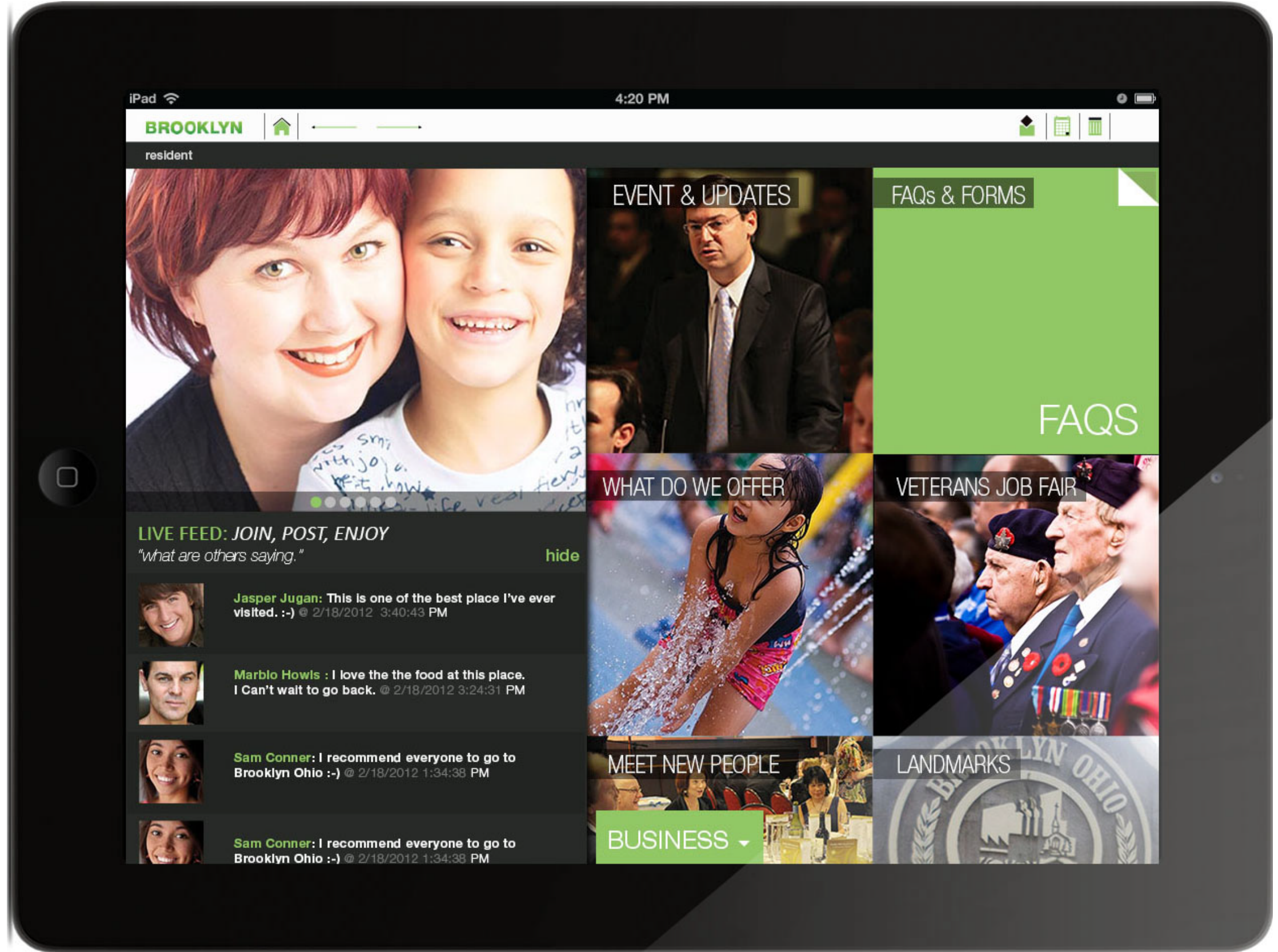
- Jasper Jugan:** This is one of the best place I've ever visited. :-) @ 2/18/2012 3:40:43 PM
- Marblo Howls :** I love the the food at this place. Can't wait to go back. @ 2/18/2012 3:24:31 PM
- Sam Conner:** I recommend everyone to go to Brooklyn Ohio :-) @ 2/18/2012 1:34:38 PM
- Sam Conner:** I recommend everyone to go to Brooklyn Ohio :-) @ 2/18/2012 1:34:38 PM



Objective:

These were two designs that I encountered on the path of design. These were designs to represent Brooklyn based on the research.

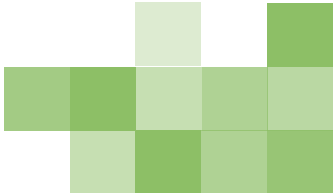
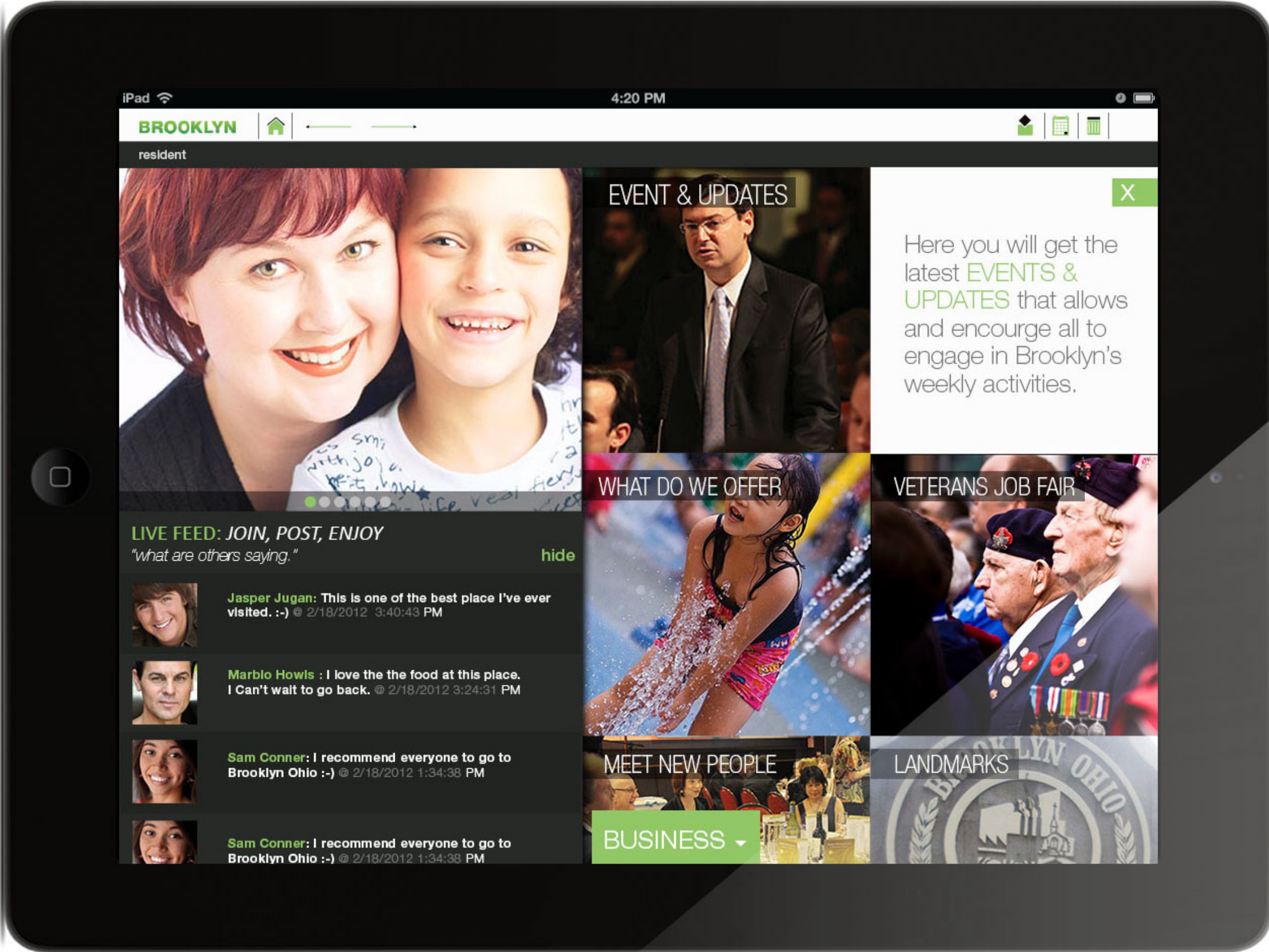
- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablets Design ■■■■■■



wireframes

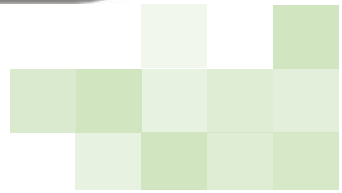
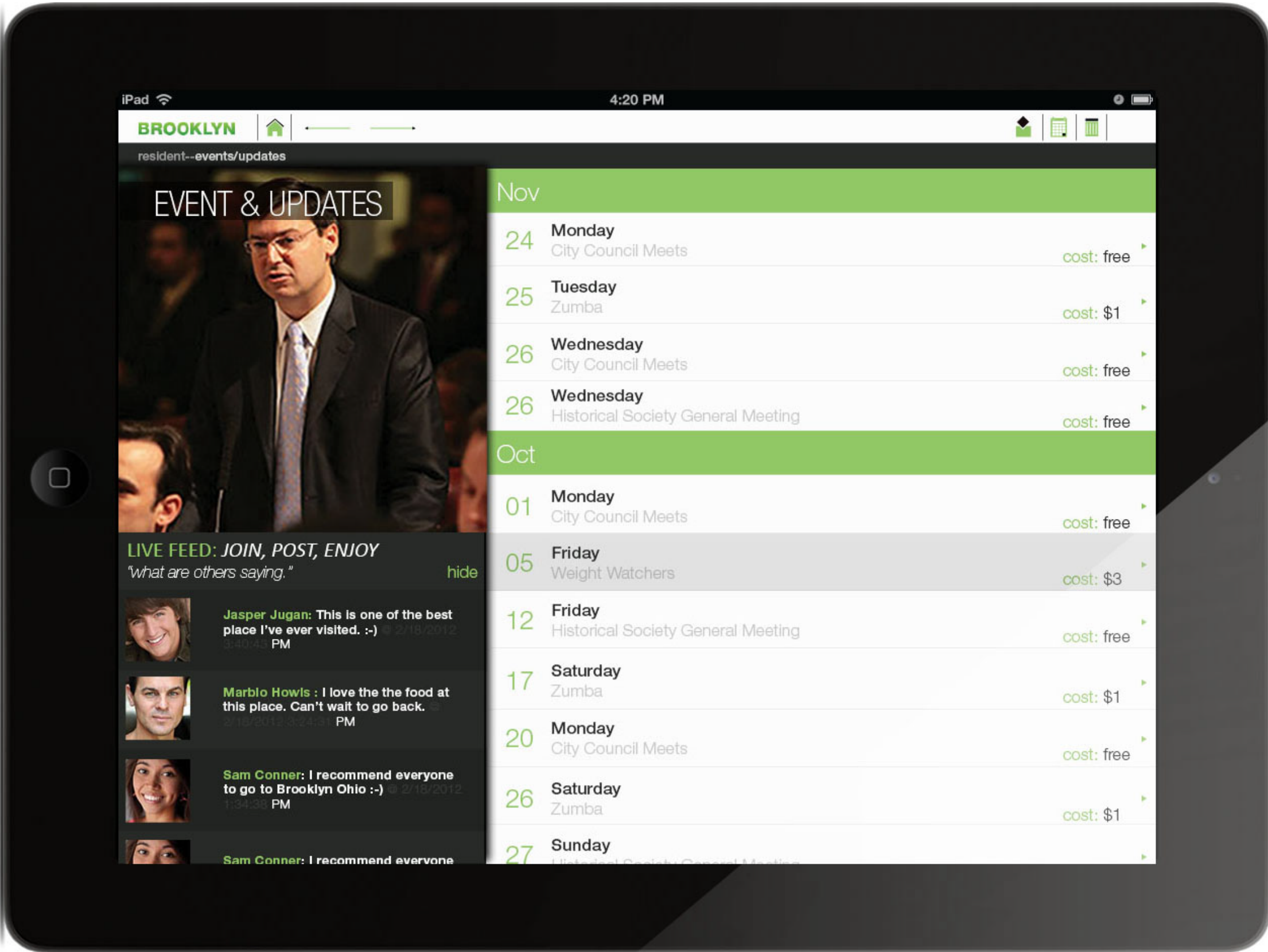
Objective: These were two designs that I encountered on the path of design. These were designs to represent Brooklyn based on the research.

- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet Design ■■■■■■



Objective:
Make a site that shows the common needs and wants of the user. While maintaining a solid design that display BROOKLYN ,OH.

- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet Design ■■■■■■



Objective:

Make a site that shows the common needs and wants of the user. While maintaining a solid design that display BROOKLYN ,OH.

User Profile

Empathy Map

Survey Results and Questions

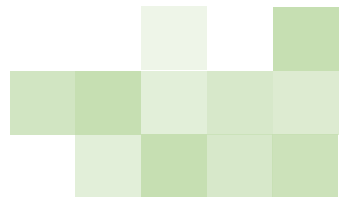
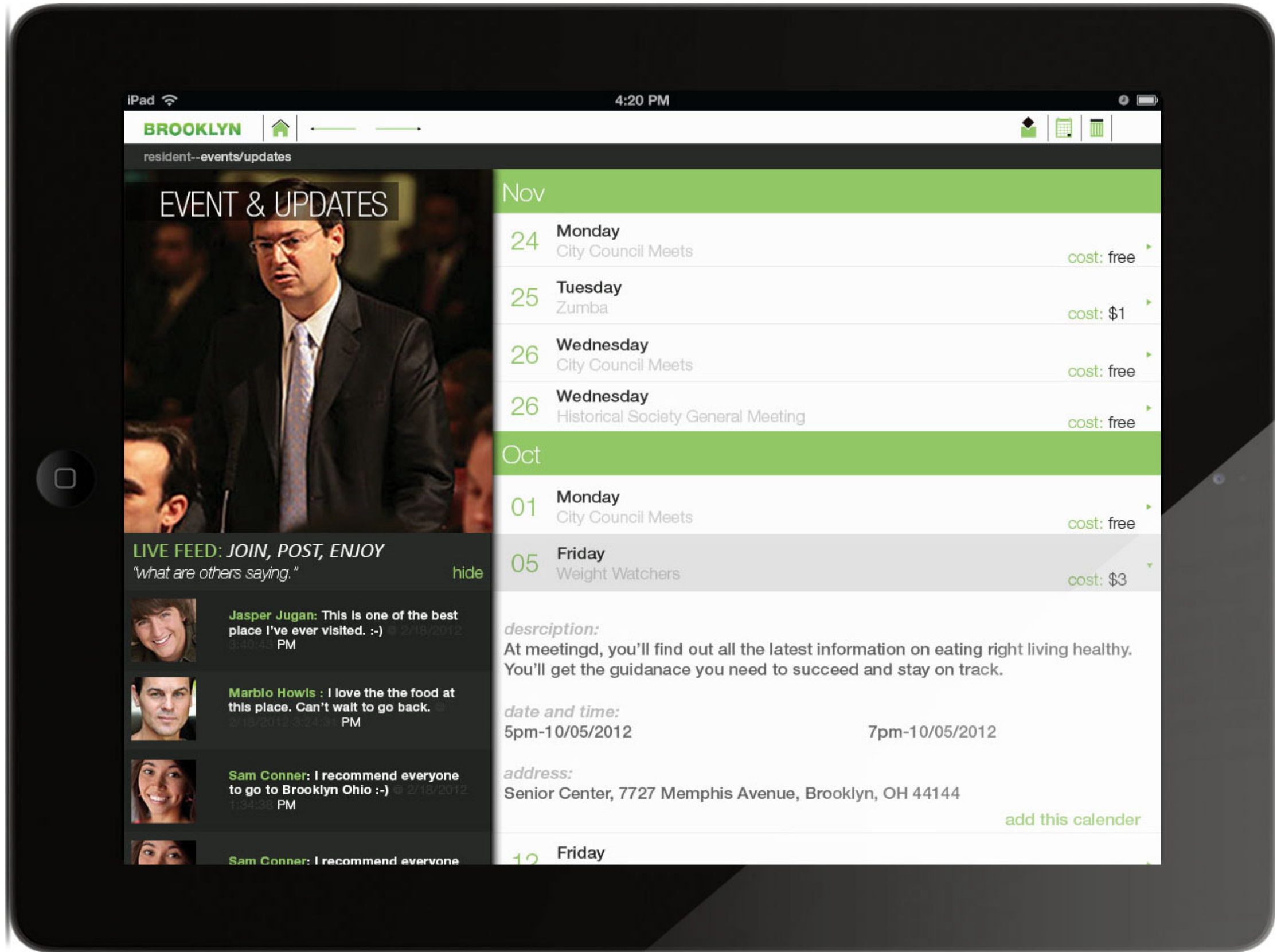
Competitive Research w/ notes ■■■

Design Trend Research

Mood boards

Wireframes ■■

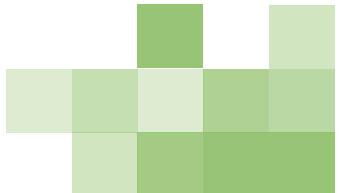
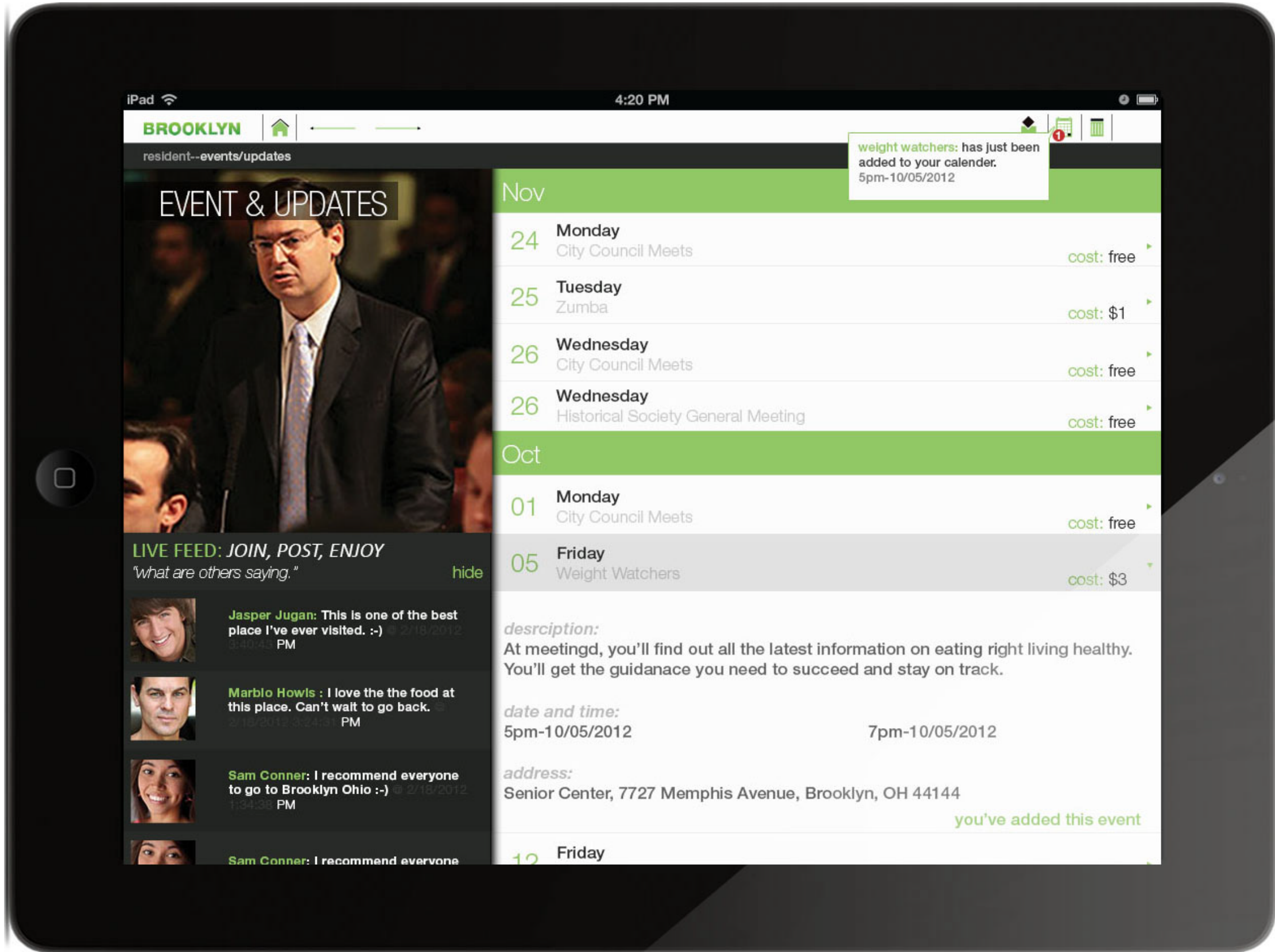
Tablet Design ■■■■



Objective:

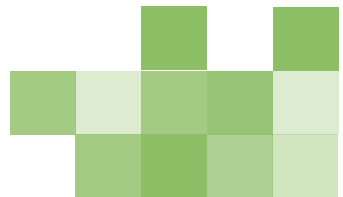
Make a site that shows the common needs and wants of the user. While maintaining a solid design that display BROOKLYN ,OH.

- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet Design ■■■■■■



Objective:
Summarize everything that was learned in this process. What worked and what didn't work out for the site.

- User Profile
- Empathy Map
- Survey Results and Questions
- Competitive Research w/ notes ■■■
- Design Trend Research
- Mood boards
- Wireframes ■■
- Tablet Design ■■■■■■



Objective:

These were two designs that I encountered on the path of design. These were designs to represent Brooklyn based on the research.

User Profile

Empathy Map

Survey Results and Questions

Competitive Research w/ notes ■■■

Design Trend Research

Mood boards

Wireframes ■■

Tablet Design ■■■■■■

