



minerva

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Welcome to Minerva!

The purpose of this packet is to illustrate the contemporary practices of design across a variety of platforms, while incorporating user experience user interface design. Through this packet there is a variety of deliverables collectively from the semester. We have progression from idea planning to hand drawn wire framing. This packet is not entirely designed to show the best of this semester, but rather the collective thought process and steps that went behind every design and the meticulous reworking we were constantly doing, thus we present to you the app we call Minerva.

We hope you enjoy. Thank you.

- Austin & Josh

Our Problem Statement

Who: Anyone that is interested in finding digital media

What: A website/app that helps deliver that information through user filtered criteria

When: Whenever a person wants to access digital media and has a stable Internet connection

Why: To take the annoyance out of searching for digital media as well as finding the best available solution.

How: Through a computer based application or phone application.

Problem:

Digital media is difficult to access for the average person due to cost, Internet availability, playable devices, and subscription needs.

As we navigate through the document each section will greet you with a summary introduction of what's to happen in that section, giving the reader the ability to understand what's going on without having to search through what could be construed as confusing informatoin.

Survey Results

The best way to quickly gain information while keeping anonymity is the use of a survey. This following survey we issued and got an incredible response of over one hundred people. The purpose is to conduct that initial research to see if the app we've thought of has an value in the eyes of the audience, and what they would be looking for if using it.

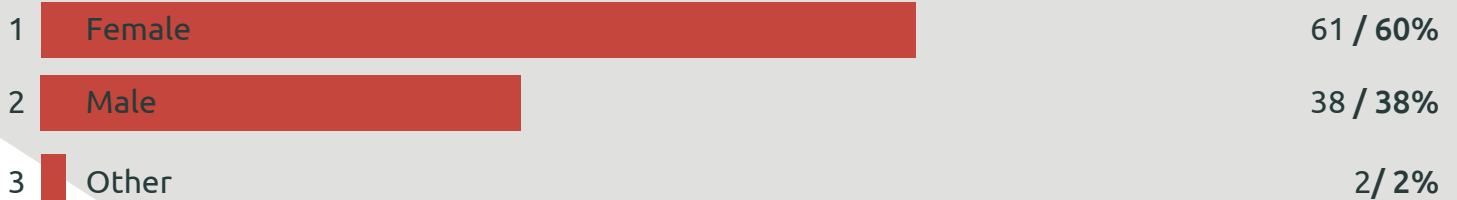
What is your age?

101 out of 101 people answered this question



Are you:

101 out of 101 people answered this question



Do you recieve daily home internet?

101 out of 101 people answered this question



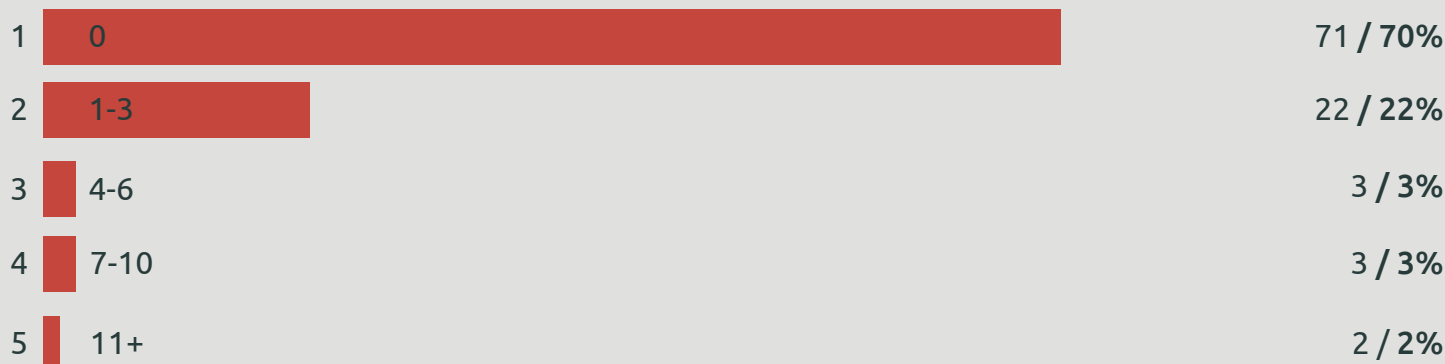
How often do you indulge in digital media? (movies, music, video games, E-books, etc.)

101 out of 101 people answered this question



How many digital media sources do you sort through before ending your search?

101 out of 101 people answered this question



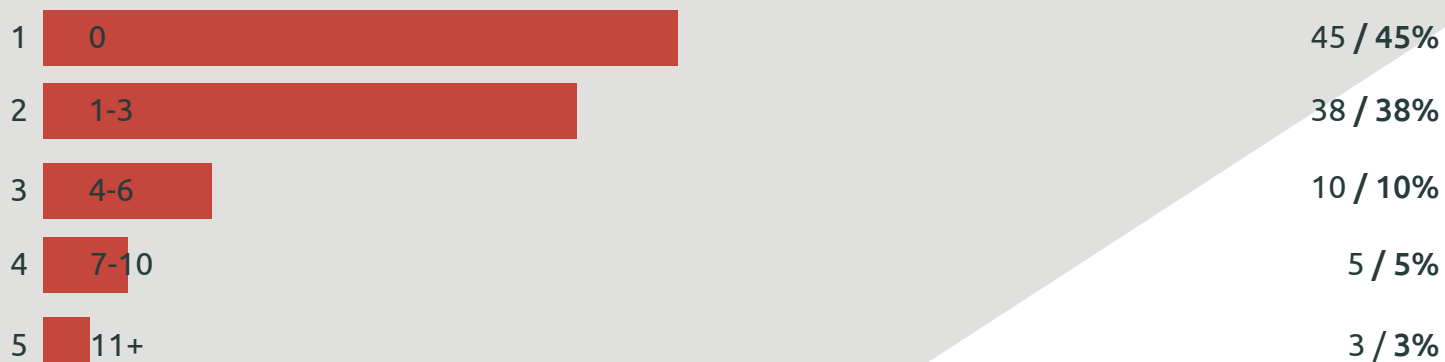
How often does the price of digital media affect your usage?

101 out of 101 people answered this question



How often do you have difficulties accessing the digital media you are looking for?

101 out of 101 people answered this question



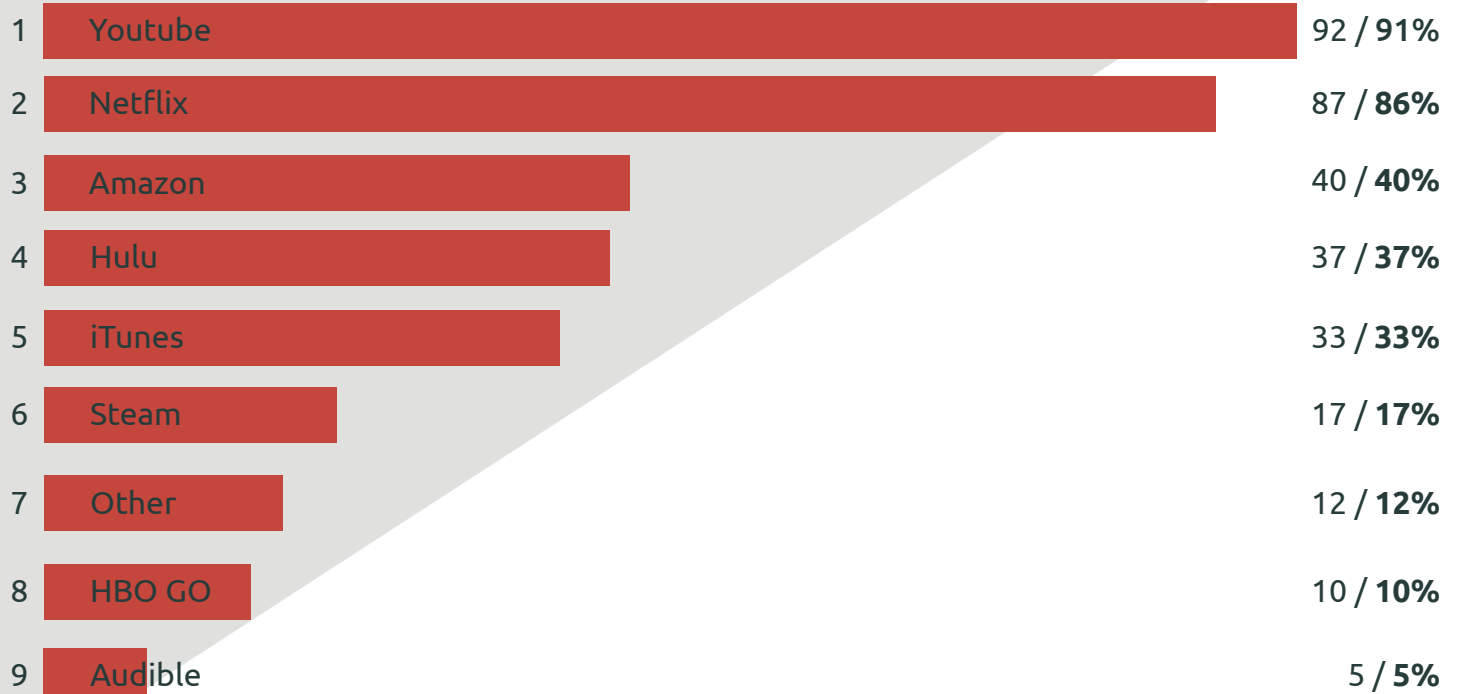
What are you most likely to do when purchasing digital media?

101 out of 101 people answered this question



Which of these digital media sources do you use weekly?

101 out of 101 people answered this question



How much do you pay monthly for all types of digital media?

101 out of 101 people answered this question



The survey yields very interesting results, our target audience was expected to be the younger group, and while it was, it was surprising how far the age range reached from having friends share. We unfortunately had the free version of typeform and hit our max at 100, actually 101 for some reason. Nevertheless it would of been really interesting to let this circulate for a few weeks or month even as opposed to three or four days and seen what the responses were. We predicted a lot of these responses, not statistically, but as what would be the majority, and it was nice to see that our mindsets were in the same place as the people taking our surveys, and it made us feel more confident in the fact that we were on to something and in the right path.

Interviews

Through extensive research we developed what we believed the best questions to ask our audience and put that into practical use with interviews. The purpose of an interview is to get that one on one connect with someone, to really get to know them and see how they feel about a subject. The only issue that seems to arise is that they're extensive, and take a lot of time as opposed to something as simple as a anonymous survey. However, they hold a big importance in the fact that they are crucial in finding that target audience and seeing how they truly feel when not just behind a computer screen.

We targeted people that ranged in our target demographic (19-30) for the sake of keeping continuity through the project, as well as finding the best possible results. We both had very busy schedules and thus could not do the ideal thing of doing these interviews together. Austin used a recording device and with the permission of the interviewee recorded the conversation to go back later on and transcribe word for word what was said. Josh took a different approach and just took notes of what he felt was important in the interviews. While it would be easy for the interviews to just be over in a few minutes asking the questions that were planned out, we let the person direct our questions. Let them really tell us what they wanted to and go off that, it's a great way to get information without inputting any of your biases.

Overall the interviews were extremely successful and unique to each person as their level of comfort kind of helped dictate how much they talked. It was interesting that there were a lot of common things that span over multiple people, a lot of people seemed to enjoy YouTube, and have the desire to watch things on outside applications away from their phone. Price is not the biggest concern, but a detour from watching media of choosing regardless. It should also be noted that it seems that time was a major concern, people don't want to wait, this bring me back to the attention span thing again, in that people want things instantly, its the way our society now works. This information helped us mold the foundation of our application. We took the ideas that people seemed to like, or hate and figured out how to either apply or not apply them to our app, essentially cherry picking the good, and getting rid of the rest. For example, it was mentioned a few times that QWERTY keyboards are essential, using an ABC method is non efficient. We saw this and realized that could be a concern as it's something that you typically see universally now, and that we would also need to apply this. This is just a brief overview of what we took from these interviews, each interview also contains a summary of what it was about, as well as a detailed transcript in some situations.

Cordell Strong - 20 - Currently Unemployed

Summary: He uses the internet a lot and throughout the day. Cordell does not have a smartphone so his access is limited by his ability to have an internet connect as well as a device to access that internet. Getting things done immediately can be frustrating because of his lack of smartphone. However he still find a way to indulge in digital media through games with his friends, and watching dumb videos on youtube. While he completely prefers to just own physical copies of whatever media he is interested in, he does get annoyed with the amount of ads on the free version of digital media. Typically experiences are good, but finds it annoying when apps sign the user out of their profiles. When presented with a paid version of an app/website he typically finds a free version somewhere. His only expectation for the app we're developing would be for it not to be slow. He uses his laptop, and ps4 primarily and the desktops here at school. Overall the issue Cordell brought the light was the idea that some users might not have a smartphone and must rely on the Web version.

Austin: In a typical day what is your relationship with the internet?

Cordell: I use the internet quite a lot. Mostly for stuff like facebook and youtube. I also use it for online gaming with my friends over in Colorado. If I didn't have the internet I wouldn't really be able to talk to them on a regular basis.

Austin: When do you normally first use the internet in a typical day?

Cordell: Usually around 10 or 11. When I wake up it isn't my biggest priority to get online. I usually just check my emails before going to class, unless my classes are really early like Mad's.

Austin: Do you find it more of an annoyance or convenience?

Cordell: I guess it depends on the situation. If it's super early, sometimes I just don't get on. Other times I'm indifferent about getting online. If it's for something that needs to be done right away, that can be a little frustrating since I don't have a smartphone.

Austin: What are some ways you indulge in digital media?

Cordell: I don't know if it counts, but I mostly use the internet to play games with my friends. Other than that, I use websites like youtube to watch dumb videos. I use crunchyroll once a week to watch Super. But I don't use the internet for things like movies or TV (with the exception of Super). I buy all of my movies and TV series physically.

Austin: Do you then prefer to physically own the movies as opposed to digitally?

Cordell: Physical all the way. I'm the same way with books too. I just like having something there. I could have all the movies in the world on a hard drive, but what if it takes a dump on me. And services like Netflix don't always have the same titles. They switch them out for other movies and now you can't watch the movie you wanted.

Austin: For the apps/websites you use (YouTube, crunchyroll) what do you like/dislike?

Cordell: Advertisement kind of suck. I know there's things like ad-block, or paying for the app, but I don't want to pay for something if it's free and ad-block isn't installed on all computers. I think both websites work fine, maybe if crunchyroll would have a "new" next to episodes that would be nice. I'm too lazy to remember what episode aired last.

Austin: What have your experiences been like when trying to access digital media?

Cordell: Usually pretty good. I've used things like Netflix at my friends houses. Something I've seen though is that Netflix will occasionally sign people out of their profiles, which is obviously annoying. I know my friend Zack hasn't had access to his Netflix for the past week because of this. But for me personally, I don't have too much trouble. When I'm playing games with my friends online, I rarely have problems disconnecting with them.

Austin: Tell me about your current digital media expenses? Have you ever paid for any products or services?

Cordell: Currently the only thing I have to worry about is internet cost, which I luckily don't have to pay for. Thanks mom and dad. Anyway, any apps I do use, there's a free version of it.

Austin: How do you use your phone to find digital media?

Cordell: I don't. No smartphone. So, yeah...

Austin: What are your expectations with an app like this?

Cordell: I guess I would just want it to be fast. I don't want it to take five or ten minutes to compare prices. I don't see any reason as to why it would be slow other than internet connection, but I guess speed would be my only concern. I can't really think of anything else.

Austin: What types of devices do you use when accessing digital media?

Cordell: There's my laptop, which I'm using now, xbox one, ps4, and when I'm at school I use the desktops there.

Austin: Talk to me about the amount of time you typically spend searching for your media of choice?

Cordell: I typically know right where to go when I'm looking for something. If I want to watch the newest episode of Super, I know right where to go on crunchyroll. When I use things like youtube, I'm just on there for fun. I'm not really looking for something in particular. When I'm really trying to find something it really only takes me a minute, maybe two.

Austin: Actually answered my last question too, which was to explain in what ways you go about finding the digital media you're looking for? Unless you have anything else to elaborate on that one?

Cordell: Um, I think the only thing I could add would be having a recommended section. I use those quite a lot when I'm looking for new things to watch.

Austin: Do you have any questions for me?

Cordell: Nope.

Brice Burwell - 24 - Customer Service representative

Summary: Through talking with Brice it wasn't long before noting that he finds the internet and these apps have kind of made him impatient as everything is just a few taps or clicks away. Unlike Cordell, Brice primarily uses his phone alongside his PS4. He also dislikes the free versions of apps because they sell preferential info to outside companies which in turn bombard him with advertisements. He also doesn't like the lack of variety when it comes to television streaming apps. He's paying approximately twenty bucks a month for his services and would even be willing to pay a small one time fee for an app like this if it wouldn't lead to irrelevant sites. His biggest concern when looking for digital media is finding sketchy sites with viruses. He quickly gives up his searches after about 10 minutes. Brice brought to light the concern of using trustworthy sites and keeping everything running fast, as a lot of people lack patience in today's instant society.

Austin: What do you typically use the internet for?

Brice: business, relaxation, shopping, news

Austin: Do you find it's more of an annoyance or convenience?

Brice: convenience for sure but also somewhat of a crutch

Austin: Could you elaborate on that?

Brice: everything is seconds away but with that being said it makes so that I have become impatient with many things. If I can not do exactly what I set out to do quickly I often become frustrated.

Austin: When do you normally first use the internet in a typical day?

Brice: In the morning to stream music when I take a shower

Austin: What are some ways you indulge in digital media?

Brice: netflix, youtube, crunchyroll, youmusic, pandora, iheartradio

Austin: What have your experiences been like when trying to access digital media?

Brice: easy enough for the most part.

Austin: For the apps that you use what do you like/dislike?

Brice: I dislike that if they're free they sell my preferential information to other companies who bombard me with adds. I also dislike the lack of variety for tv streaming apps

Austin: Tell me about your current digital media expenses? Have you ever paid for any products or services?

Brice: netflix and psplus which cost me about 17\$ a month give or take. I do also use amazon etsy and ebay

Austin: How do you use your phone to find digital media?

Brice: I google it if it's not on youtube or netflix

Austin: What are your expectations with an app like this?

Brice: that it would combine streaming services all in one for searches and that it wouldn't lead you on to sites that have nothing to do with your search like google. hopefully less adds too

Austin: If the app were to cost for an ad free experience what price do you think would be fair? Would you pay even if it was cheap one time fee ?

Brice: since it's just a search engine 2 to 5\$. If it were a subscription fee I don't think I would pay for it unless it gave me access to all these apps. if it did however, I would be willing to subscribe for 9.99 upwards to 15\$ a month.

Austin: What types of devices do you use when accessing digital media?

Brice: mostly my phone and ps4 but sometimes also my laptop

Austin: Which do you find easiest? What's the most annoying parts?

Brice: my phone, constant virus threats for my phone and trying to use a ps4 controller as a type-board.

Austin: Talk to me about the amount of time you typically spend searching for your media of choice?

Brice: it honestly depends on for what.

Austin: Let's say a movie you've been wanting to watch

Brice: if it's for a video it's usually anywhere from 2 to 10 mins

Austin: Do you find that you get annoyed easily?

Brice: Yes, it can be frustrating to not find what you're looking for.

Austin: Explain in what ways you go about finding the digital media you're looking for?

Brice: netflix, youtube, then to google search and whatever site that leads me to

Austin: Do you have any questions for me?

Brice: Nah

Olivia Herrera - 24 - Conservatory Assistant at Hidden Lake Gardens

Summary: Olivia enjoys using the internet for digital media; however, there are some issues that arise in this situation. The first issue which a lot of people might deal with is lack of time, with a full time job, freetime is more on the rare side. Meaning wasting time searching is a major annoyance. She spoke a lot about how she wasn't fond of the recent HULU update, which made everything more minimalistic, yet annoying as if you don't know the title of what you're searching, it's hard to know what you're looking at. She was very concerned with the user interface of websites, it's the make it or break it. Her expenses are low, only paying \$7 a month of Crunchyroll. While she is content, HBO would be an app she would like to have if cost wasn't an issue. From this interview I deducted that time is of the essence and so is good, clean design that isn't just aesthetically appealing, but very user friendly.

Austin: In a typical day what is your relationship with the internet?

Olivia: I use it a lot, so I would say pretty close.

Austin: What do you typically use the internet for?

Olivia: To search and check fact, to watch TV shows and anime on Crunchyroll, and occasionally watch videos.

Austin: When do you normally first use the internet in a typical day?

Olivia: I normally use at after 12PM or for a few minutes at 9AM.

Austin: Any reason for that?

Olivia: Typically I'm working, so I can't use it unless I'm on a break or after I'm out.

Austin: I see, how about day's you're not working?

Olivia: I use it after about 10AM, I like to sleep in.

Austin: What are some ways you indulge in digital media?

Olivia: I binge watch TV shows...does that count?

Austin: Yes! Do you find that you do that often?

Olivia: Unfortunately no, I don't have a lot of free time.

Austin: What are some of the apps and websites you use the most?

Olivia: Google, for simple things. Netflix or Hulu, Crunchyroll and youtube and maybe then facebook.

Austin: Is there a preference in which apps you use the most, for example do you prefer watching digital media over social networking sites, or does this just happen to be how it is with no real rhyme or reason?

Olivia: Uhm, I like Netflix because it's simple and easy to understand. Hulu just changed so I don't really like the new look to it, it's annoying, Crunchyroll makes it easy to find what I want. Don't really use cable because it's so much easier to find on these apps.

Austin: Out of these, which would you say you like the most?

Olivia: I like Crunchyroll because I like anime and animation and it makes it really easy and simple to look for new things and find other options.

Austin: What have your experiences been like when trying to access digital media?

Olivia: Normally okay, unless the internet's out or if they change their format like Hulu?

Austin: So the user interface is important to you and your viewing experience?

Olivia: Very, if it's tedious or not user friendly I don't like using it.. Like Hulu.

Austin: What don't you like about the new Hulu?

Olivia: It used to be like Netflix, easy to see in a grid formation, and you could actually see pictures of the shows, and an idea of what the title meant.

Austin: Tell me about your current digital media expenses? Have you ever paid for any products or services?

Olivia: I only pay for Crunchyroll right now, which is only \$7 a month, the rest I bum off my brother.

Austin: Is there anything you would like to get, if cost wasn't an issue?

Olivia: No, I don't think so, I'm pretty content with what I have... well maybe HBO.

Austin: Like through cable or an app?

Olivia: Through an app to watch shows I've missed.

Austin: How do you use your phone to find digital media?

Olivia: I don't find music on my phone, or even social media really, I mostly use Youtube on my phone, I don't use Netflix or anything because it's kinda annoying on the phone.

Austin: What makes you use Youtube as opposed to other apps when mobile?

Olivia: It's easy, it has everything, and I might just watch trailers, or a quick video on break or something.

Austin: What are your expectations with an app like this?

Olivia: Well for my Roku, if I wanna find a film, I have multiple channels and if I search it will give me all my options. So something simple, and easy to understand.

Austin: So something simple with a lot of options to meet your demands?

Olivia: Yeah, that's pretty much it.

Austin: What types of devices do you use when accessing digital media?

Olivia: My TV and my phone on occasion, but primarily my Roku, which I guess is connected to my TV.

Austin: Talk to me about the amount of time you typically spend searching for your media of choice?

Olivia: If I don't find it within like 10-20 minutes I just give up.

Austin: Can you elaborate a little? Is it because you're searching so long you're tired of it? Or is it just because you have a lacking amount of available time?

Olivia: It's just because I looked everywhere for it and couldn't find it, so I give up.

Austin: Explain in what ways you go about finding the digital media you're looking for?

Olivia: I Roku it, and if I can't find it on Netflix or Hulu I Google it.

Austin: Do you ever resort to pirating anything?

Olivia: Nah, that requires too much work. I'll just rent it some other time.

Cody Barnett - 20 - Goodwill manager

Summary: Through my interview with Cody I found out he uses digital media a lot, in a wide array of apps/websites. While he watches television shows on apps like Netflix, Hulu and Amazon Prime when he has the time, he also indulges in apps like Facebook/Youtube and other social networking sites when time is limited due to the quick access of them. He is not fond of the ads on some free versions of the sites simply because of the number of ads that come up. Even though he uses his phone a lot, he doesn't use it for digital media, he prefers the larger screen of his laptop, or even the TV. His only recommendation would be to be able to more easily search through a lot of service providers to find what you're looking for. From Cody's interview I concluded that the app can't just be IOS and android friendly as people tend to like to use their televisions, especially when watching movies and media of that nature.

Austin: In a typical day what is your relationship with the internet?

Cody: Very intimate haha, not but I use it every day, so yeah.

Austin: What do you typically use the internet for?

Cody: To stream TV shows, to do homework and just entertainment.

Austin: When do you normally first use the internet in a typical day?

Cody: Usually in the morning, probably when I check social media first.

Austin: What are some ways you indulge in digital media?

Cody: Before going to bed, I watch Dragon ball super on Crunchyroll, throughout the day I use Facebook, Twitter, Instagram, Fantasy Football app, Netflix, Hulu, Amazon prime. I mean that's pretty much it. I have a lot of programs I use at work, but it's not really for enjoyment.

Austin: You kind of already answered, but what are some of the apps and websites you use the most? If there is anything else you haven't already said.

Cody: Uhm, that's about it, maybe ESPN. I use a lot of social media apps?

Austin: Do you prefer the social networking aspect as opposed to using just digital media?

Cody: I just use those when I'm bored and don't have time to watch a show.

Austin: What have your experiences been like when trying to access digital media?

Cody: I mean my internet isn't awful, so not really anything bad.

Austin: What do you like/dislike about the apps you're using?

Cody: Maybe the ads on Hulu, I don't know, I don't really dislike anything about them,

Austin: Tell me about your current digital media expenses? Have you ever paid for any products or services?

Cody: Nah, I don't really pay for anything right now, I do on occasion download some music, but shit I'm not paying for it. I just bum off my brother.

Austin: Do you pirate then?

Cody: I mean, some music, yeah.

Austin: How do you use your phone to find digital media?

Cody: I don't really...uh does that work?

Austin: Yeah for sure, you don't ever check out Youtube or any of those apps mobile

Cody: Not really, i prefer the larger screen of my laptop or TV.

Austin: What are you expectations with an app like this?

Cody: I expect it to be like a big search bar, where you could search for what you're looking for more easily, and it would give all the options. Pretty much how you've explained it sounds good.

Austin: What types of devices do you use when accessing digital media?

Cody: My laptop mostly, I guess on occasion I do use my iphone to listen to music I've downloaded from my laptop.

Austin: Talk to me about the amount of time you typically spend searching for your media of choice?

Cody: It takes a minute to search through everything and try and find what I'm looking for?

Austin: How would you frame the time? Do you have a limit?

Cody I give it about 10-15 minutes then I give up.

Austin: Explain in what ways you go about finding the digital media you're looking for?

Cody: I hit up Netflix, and Hulu, then maybe Amazon Prime as a last resort.

Austin: Do you have any questions for me?

Cody: Nah.

Brynn Burgy - 19 - Currently Unemployed

Summary: Brynn uses the internet frequently and starts out early. Mixing digital media and social networking at about 50/50 she finds herself indulging in digital media quite frequently. She currently is a big fan of Netflix, Hulu, and Amazon Prime. As for music she uses Pandora, because it's free. Cost is definitely an issue as she's currently unemployed and a full time student. Because of this she spends approximately she spends around \$6 a month on renting movies, if fiscally it wasn't an issue there would be much more she would watch. She unlike Olivia never really gives the interface much though, she's more concentrated on trying to find what she's looking for. Which sometimes may take up to an hour or so before she gives up. While she does use her phone, like Cody, she prefers the larger screen of her television. He typically search involves checking the big name apps and then resorting to google as a last resort before giving up. Brynn made me realize that cost is also an issue, while charging would be an easy way to make money, a lot of users might not be fiscally able to do so.

Austin: In a typical day what is your relationship with the internet?

Brynn: I use it...frequently?

Austin: What do you typically use the internet for?

Brynn: I just watch movies, TV Shows and get on Social media.

Austin: Do you say your experience is more geared towards social media, or indulging in digital media?

Brynn: Probably 50/50 honestly.

Austin: When do you normally first use the internet in a typical day?

Brynn: When I first wake up.

Austin: What are some ways you indulge in digital media?

Brynn: Netflix, Hulu, Amazon Prime, social networking sites like Facebook, Instagram, Twitter, Pinterest because I'm basic.

Austin: Do you ever use any music apps?

Brynn: I only use pandora really.

Austin: You kind of answered this but what are some of the apps and websites you use the most? Are there any more?

Brynn: Is the flashlight an app?

Austin: What?

Brynn: What?

Austin: So is that a no?

Brynn: No there is nothing else I use

Austin: What have your experiences been like when trying to access digital media?

Brynn: I don't know. I got good internet. It goes fast.

Austin: How do you feel about the interface? Do you like or dislike the way the apps look?

Brynn: They're okay I guess, never really gave it much thought.

Austin: Tell me about your current digital media expenses? Have you ever paid for any products or services?

Brynn: I rent movies on occasion on Amazon prime and on the TV

Austin: How much do you think you spend on average in let's say a month?

Brynn: Probably around \$6

Austin: How do you use your phone to find digital media?

Brynn: Uhh, I search for it?

Austin: That works. Do you use any of the Netflix/Hulu/Amazon Prime apps?

Brynn: Nah I don't use my phone for that, I use my TV.

Austin: What are your expectations with an app like this?

Brynn: If you have a keyboard don't make it any of that ABCD bullshit, make it QWERTY or don't make it.

Austin: What types of devices do you use when accessing digital media?

Brynn: Mostly just my TV, but I guess sometimes my phone.

Talk to me about the amount of time you typically spend searching for your media of choice?

Brynn: A shameful amount.

Austin: Could you elaborate?

Brynn: Maybe about 20 minutes or so, I don't know a long time.

Austin: How long do you think you look before giving up?

Brynn: Probably like an hour if I really want to find something.

Austin: Explain in what ways you go about finding the digital media you're looking for?

Brynn: Netflix and hulu and amazon prime, then I search google.

Austin: Do you ever pirate?

Brynn: Nah I use to but not anymore.

Austin: Do you have any questions?

Brynn: Nope.

Tryna Gladstone - 19 - Full time student

Summary: From Tryna, I learned that advertisements can be very irritating and difficult to deal with. Free versions of some applications are fine but she rarely wants to spend money on them. She wishes the selection of movies and shows were as broad digitally as she can get them physically. She does not pay anything monthly because she continues to mooch off her parents and others.

1. Netflix, youtube, Spotify, pandora,
2. Stupid ads, I hate ads! I get that that's how they make their money but I don't want to listen to them. The free versions are fine but I don't want to spend money on it.
3. I do like them but If there is a certain movie on my mind I wish I could stream it but with most in most cases you would need to get the DVD mailed to you and it's not streamable.
4. The trouble is that not everything is available at the time that I want it.
5. Yes, I'm a moocher so I don't have to pay for it
6. It's nice with physical is that it is always there and you know you can watch it whenever you want. The nice thing with digital is that you can find new stuff. Would like the convenience of having it whenever I want digitally.

Francesca Rocco - 20 - Student

Summary: From Francesca I learned that again, commercials and ads can make some applications very difficult to use and become an annoyance. Also, many movies that she would like to watch, she cannot find because they are simply not accessible on her current streaming apps. In the demographic she is in, she pays very minimal for her digital media and she is content with that.

1. Netflix, youtube
2. Poor internet connections, commercials/ads,
3. For the most part but there are some movies that I would like to watch that are not on there.
4. Yes, because I have poor connections. Sometimes I am in the mood to watch a certain show but the types of digital media I have don't have them.
5. Yes, I pay almost 9 dollars a month. I pay for Netflix and that is all.
6. I enjoy digital copies better because you do not have to keep track of them

Douglas LaRowe - 21 - Student

Summary: From Douglas, I learned that loading times can be very irritating. Along with that, he does not enjoy when Netflix does not have any new shows or movies. He liked when Netflix tried harder to personalize the content they showed to each individual and wished they would do that again. He only pays about \$15 a month and is okay with how much he is paying.

1. ESPN App, Huddle.com, Netflix, apple music
2. When it doesn't load properly. When Netflix doesn't have anything new out so there is nothing to watch
3. Good but they used to have a thing where you could take a quick quiz and it would tell you what movies you like.
4. Yes, all the time I am looking for movies that I cannot find
5. \$15 a month and I am okay with it
6. I like that digital copies don't take up space and it's more convenient but it's always there but at least when it's physical you will have it forever.

Paddy Mulqueen - 19 - Student

Summary: From Paddy, I learned that loading screens can become a hassle. On top of this, he claims that there are not enough options on his current applications and to get more/better options you are required to pay more which he doesn't like. He is able to use free trials, as well as mooch off others at times to reduce his monthly costs. He also enjoys the sentimental attachment behind physical copies.

1. Youtube, apple music, pandora, Netflix, Amazon Prime,
2. They load very slowly, and not enough options and better options cost more money
3. They don't have everything you're looking for. They claim to have everything but they only have what big populations are looking for but not what I'm looking for as an individual.
4. Yeah, cost adds up and a lot of the time it is difficult to find everything that you want.
5. Currently it is 0, I have a free trial for Netflix and pandora is free and the ads don't bother me. My girlfriend pays for prime. I mooch a little but not that much
6. I prefer digital because it's more convenient but it is nice to have physical copies because of the sentimental attachment.

Olivia Cablido - 20 - Student

Summary: From Olivia, I learned that loading screens make her very upset. Applications such as Netflix and Hulu don't recommend shows and movies that actually fit her interests. She enjoys these applications but they do not always have the best selection of movies and the film she is looking for isn't always on them. She does not pay anything for her digital media, she instead mooches off others.

1. Apple music, Netflix, pandora
2. I get mad at Netflix when it won't load. The variety of what applications recommend don't actually fit my interests.
3. Yeah, for the most part except for the selection of movies. Sometimes the movie I am looking for isn't on there.
4. If I'm somewhere that doesn't have wifi I cannot access it.
5. I don't pay for any of it, I just mooch off other people
6. I think digital is easier to access rather than owning hard copies. The hard copies are nice because I know they won't be taken away like on Netflix.

Focus Group

Summary: The focus group allowed for us to interact directly with a group of individuals that was more personal than an anonymous survey, yet not as personal as a one on one interview. Our demographic for this focus group was the 19-30 range, and we noticed some common responses. The average participant spent approximately four hours on the internet, daily. We had given a brief summary on what our overall project was about, so when asked 'what are you looking for?' They answered in a more narrow response, talking about what they would be looking for in an app, as opposed to what they just use the internet for. We allowed our conversations to flow more natural in some instances as opposed to just asking a question and getting a one sentence response, then taking the key points from that and putting it all together. Overall everyone seemed to use the same apps, with a few outliers, Netflix and Youtube were very popular. The experience this group seemed to have collectively was loading times sucked, and they liked the fact that the apps served their purpose. The prices did vary in regards to the amount of money spent on digital media monthly. Overall we learned that, one, people are impatient, they don't want to wait. This makes sense because we live in a society where everything is instantly available at our fingertips and people lack the attention span to wait*. This could apply to the time it takes to find something (searching through many apps) and the quickness of the interface. And the last major important thing that we learned is that not everyone exclusively uses their phones, so their would need to be web support and support for other devices.

Our Focus group would consist of people within the age range of 19-30 simply because according to our survey that was 63% of our responses.

How often do you guys use the internet?

What are you looking for?

What are some of the apps you use the most?

What has your experiences been like? Which apps suck and which ones are good?

How much dough are you dropping on digital media?

How do you use your phone to find these things?

Do you ever use anything other than your phone?

How long do you look before you say screw it and give up?

What would you expect out of an app like this?

The questions are more relaxed and laid back to possibly invoke more of a casual conversation between peers, and get the details going. We haven't done the focus group yet.

People in focus group: Seth Hubbard, Grant Davis, Nate Harris, Jillian Betts, Emily Jones, Garrett Romeo, Olivia Herrera

* <http://time.com/3858309/attention-spans-goldfish/>

1. How often do you guys use the internet?

They all use the internet daily, some more than others, but an average of 4-5 hours a day.

2. What are you looking for?

A few people wanted user friendly applications (non confusing layout and interface)

Mostly everyone said that they wanted easier access to digital media/social media integration (which was something we hadn't put much thought into prior)

3. What are some of the apps you use the most?

Youtube and Netflix were probably the most common one, with everyone agreeing to using them daily.

We also got a lot of social media input such as Pinterest, Facebook, Instagram.

Not as many people used Hulu and Amazon, simply because of the cost of paying for more programs.

4. What has your experiences been like? Which apps suck and which ones are good?

We seemed to get an equal amount of good and bad responses to this, the bad being the first thing people generally mentioned and kept coming back to elaborate on. It overall consensus seemed to be that they can be sometimes frustrating with loading times.

The good was that that most of the apps were liked because they did what they were suppose to do.

Netflix was mentioned many times as everyone had it, the issue wasn't in the program itself but the selection amount.

5. How much dough are you dropping on digital media?

This was kind of split, four people said nothing (they were either using a friends account, or had a sibling/parent that paid for it)

The other three had different prices, \$7, \$15 and \$20

There were some notable exceptions that aren't a regular thing, for example, a few people said they might occasionally rent from the Redbox, while a few might buy a movie if they particularly liked it.

6. How do you use your phone to find these things?

Googling/academic use for school and finding general information.

App market/Android market to find apps and whatnot.

Staying in contact with people/actually doing phone things (texting/calling).

Everyone used Youtube on their phone, but only some used Netflix, they preferred larger screen of their laptop/television, unless they didn't have access to either of those two.

7. Do you ever use anything other than your phone?

They started to kind of answer this question with the last question, but some of the answers were Laptop, tablet/iPad, TV streaming device and school computer.

8. How long do you look before you say screw it and give up?

The range seemed to be on average 15-30 minutes before giving up; however, there were a few outliers at 5 minutes before getting frustrated and over an hour because she was determined to find what she was looking for.

9. What would you expect out of an app like this?

Userfriendly and simple was the overall opinion. They didn't wanna spend a lot of time figuring it out, or having complicated controls to maneuver around and search for things.

Cost was another issue in a few ways, one being they didn't want to pay for another service, the other being that they wanted to find things as cheap as they could. So a function to search by price was a must have.

QWERTY keyboard was a must have, or the ability to control for other devices via phone, that way you can use your phone's keyboard and not have to move to each individual letter saving time.

Card Sorting

Throughout this method we found that a lot of our participants had similar responses. While the preset categories obviously had the most similarities the custom made ones were not far off, with the exception of a few outliers of course. It gave us a good understanding of our users expectations and how well they understood our topics. One notable example is when Josh was doing one of his card sorts the custom category read 'Watch stuff on' while the preset category we created was 'Streaming device'. With this information we can continue to structure our website around the most common similarities and have a sense how to properly label/categorize things so that the average user won't find it complicated. We picked our closed sort categories based off of our mind-maps, which while they're not included in this packet, they were in our last.

To touch on that topic quickly they were given out as a way to see how peoples minds worked, and where they were directed by one choice word.

Our mind map's yielded some interesting results, we had a two of them done from people in class and it was interesting that they kind of knew what we were already doing so the topic stayed pretty straightforward. It wasn't until people from outside of the class started taking it that some of the tangents they went off on were crazy, but interesting nevertheless. When Josh and I compared our results we found that we had quite a few that were similar, we highlighted anything that appeared on multiple pages, or of course across all 6 pages. For the taxonomy portion we came up with the following categories as they seemed to suit the wide array of responses we got. Devices, Applications, Accessibility, Personal Connectivity. The name are similar to the defined categories we had for our card sorting, but oddly enough they seemed to fit, and we couldn't think of better solutions to this. It did give an interesting perspective on the 'customer journey' that could happen and their train of thought.

Francesca Rocco

Open Card Sort

Internet related

Connectivity	Keyboard	Recommended	Website
Amazon	iTunes	Responsiveness	Accessibility
Tablet	Subscription	Netflix	Youtube
Hulu	eBooks	iPad	Laptop

Physical Interaction

Buy	Searchability	TV	Rent
Shows	Cost	Music	Games
Films	Smart-phone		

Closed Card Sort

Usability

TV	Recommended	Cost	Keyboard
Responsiveness	Accessibility		

Digital Media

Amazon	iTunes	Youtube	Netflix
Shows	Rent	Films	Website
Subscription	eBooks	Hulu	Music
Buy	Games		

Streaming Device

Searchability	Smart-phone	Tablet	Connectivity
iPad	Laptop		

Tryna Gladstone

Open Card Sort

Entertainment

Films	Hulu	Shows	Games
Youtube	eBooks	Netflix	Amazon
iTunes	Music	Tablet	TV
iPad	Smart-phone	Laptop	

MISC.

Recommended	Accessibility	Responsiveness	Searchability
Connectivity			

What makes the Internet good

Website	Cost	Subscription	Keyboard
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How you can get media on the web

Buy	Rent
-----	------

Closed Card Sort

Usability

Recommended	Accessibility	Searchability	Connectivity
Responsiveness	Subscription	Buy	Cost
Rent	Keyboard	Website	

Digital Media

Amazon	iTunes	Youtube	Netflix
Shows	Films	eBooks	Hulu
Music	Games		

Streaming Device

Tablet	Smart-phone	TV	Laptop
iPad			

Travis

Open Card Sort

Digital Media

Films	Hulu	Shows	Netflix
Cost	TV	Amazon	iPad
Tablet	Laptop	Searchability	Connectivity
Subscription	Smart-phone	Website	

Watch stuff on

Youtube	Accessibility
---------	---------------

Buy/Rent

eBooks	iTunes	Buy	Rent
Music			

No category

Recommended	Keyboard	Responsiveness	Games
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Closed Card Sort

Usability

Recommended	Accessibility	Searchability	Connectivity
Responsiveness	Subscription	Buy	Rent
Keyboard			

Digital Media

Amazon	iTunes	Youtube	Netflix
Shows	Films	eBooks	Hulu
Music	Games	Cost	

Streaming Device

Tablet	Smart-phone	TV	Laptop
iPad	Website		

Olivia Herrera

Open Card Sort

iPad	Tablet	Laptop	TV
Smart-phone			

Function

Searchability	Cost	Keyboard	Connectivity
Recommended	Website	Subscription	Buy
Rent	Responsiveness	Accessibility	

Apps

iTunes	Youtube	Netflix	Amazon
Games	Films	Shows	eBooks
Music	Hulu		

Closed Card Sort

Usability

Recommended	Accessibility	Searchability	Connectivity
Responsiveness	Subscription	Buy	Rent
Keyboard	Cost	Website	

Digital Media

Amazon	iTunes	Youtube	Netflix
Shows	Films	eBooks	Hulu
Music	Games		

Streaming Device

Tablet	Smart-phone	TV	Laptop
iPad			

Cody Barnett

Open Card Sort

Devices

iPad	Tablet	Laptop	TV
Smart-phone	Connectivity	Keyboard	Responsiveness
Searchability	Recommended	Accessibility	

Apps

iTunes	Youtube	Netflix	Amazon
Games	Films	Shows	eBooks
Music	Hulu	Buy	Rent
Website	Subscription	Cost	

Closed Card Sort

Usability

Recommended	Accessibility	Searchability	Connectivity
Responsiveness			

Digital Media

Amazon	iTunes	Youtube	Netflix
Shows	Films	eBooks	Hulu
Music	Games	Subscription	Buy
Rent	Keyboard		

Streaming Device

Tablet	Smart-phone	TV	Laptop
iPad	Website	Cost	

Brynn Burgy

Open Card Sort

Platform

iPad	Tablet	Laptop	TV
Smart-phone	Website		

Qualities

Searchability	Cost	Keyboard	Connectivity
Recommended	Subscription	Buy	Rent
Responsiveness	Accessibility		

Apps

iTunes	Youtube	Netflix	Amazon
Games	Films	Shows	eBooks
Music	Hulu		

Closed Card Sort

Usability

Recommended	Accessibility	Searchability	Connectivity
Responsiveness	Cost	Keyboard	Buy
Rent	Subscription	Website	

Digital Media

Amazon	iTunes	Youtube	Netflix
Shows	Films	eBooks	Hulu
Music	Games		

Streaming Device

Tablet	Smart-phone	TV	Laptop
iPad			

Personas

Our personas are meant to take a lighthearted approach at a important part of designing, and that's having a client in mind. While they seem humorous, they have serious issues behind them that we received from our interviews, surveys, and even focus groups. We decided to completely change the design from our prior design we turned in at midterms, it felt too awkward and didn't match the theme which we've not settled on. The exaggeration of our personas are in no way a representation of that group in general, but simply a representation of some of the problems that group may have (financial, timebased, etc.)

Our primary persona would have to be Curt and his issue of not necessarily wanting to use his phone all the time, but rather another device, after all this app would be used to watch a variety of digital media, some of which includes TV and movies, and a larger screen is idea in most situations. Our Secondaries would then be Amber and Natalia.

We tried to tackle all of these problems with our app and I believe they turned out successful, and gave a nice vague audience that the reader can relate too, yet not feel attacked by because they're so over the top.



CURT ROLF

Age: 22

Sex: Male

Occupation: Brewing Technician

Location: Washington

Interest & Hobbies: Shopping at Whole Foods and wearing Ironic T-Shirts

Particular

Sarcastic

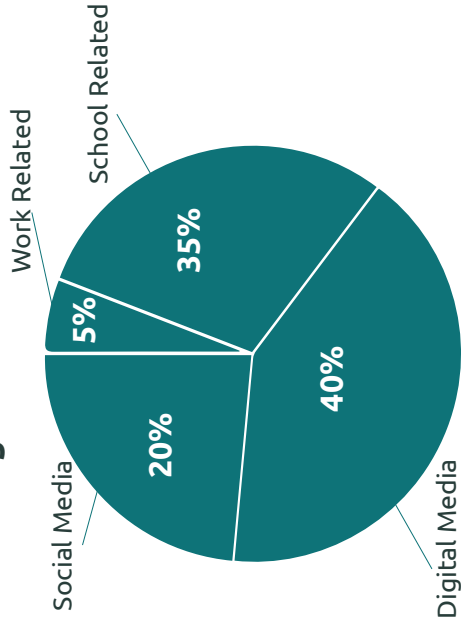
Adventurous

“Constant access to technology is a total crutch”

BIO:

Curt is a senior in college that works part time as a brewing technician at a place you’ve probably never heard about. When he’s not listening to cassette tapes or trying grow his own entirely organic, GMO free garden, he’s kicking back giving into his favorite hobby of watching vintage film. He hates the fact that people are constantly on their phones and is willing to do just about anything to avoid unnecessary use of his own, which is a problem because some of his preferred devices for streaming films aren’t compatible with the applications he uses.

Tech Usage:



Personality:

Obnoxiousness



Intelligence



Tech Savy



Patience



Motivations:

Wants to maximize efficiency and not have to compromise his lifestyle to enjoy digital media



Frustrations

- Unable to access his digital media on his preferred device
- Has very select taste - takes a while to find his genre of film
- Gets frustrated after looking for a while and gives up



Goals

- Being able to not use his phone as often
- Utilize his subscriptions to their full potential
- Being able to search for any film through many platforms/apps

App interest:



Preferred devices:





AMBER GERRY

Age: 25
Sex: Female
Occupation: Plant Biologist
Location: Michigan
Interest & Hobbies: Read blogs and workout

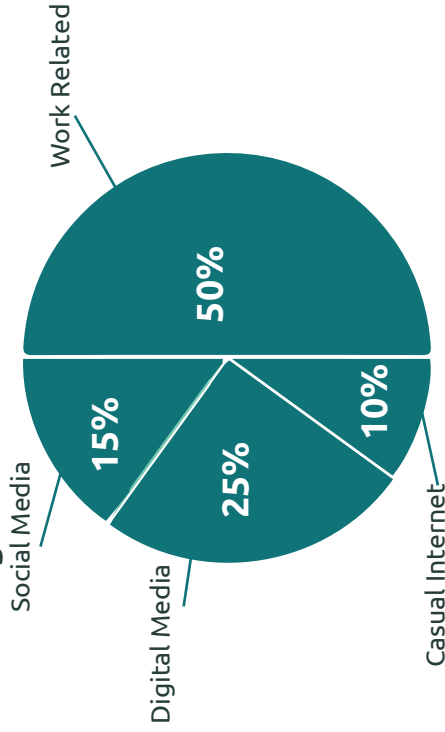
- Realistic
- Sassy
- Introverted

“Who has time to go out and rent a movie?”

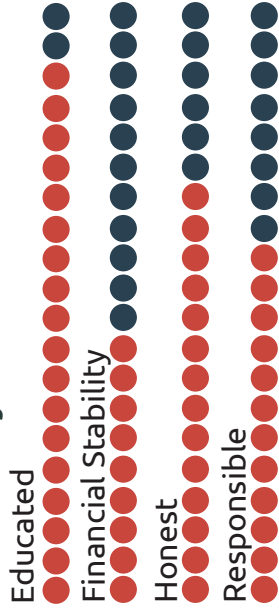
BIO:

Amber has recently joined the workforce after graduation of college. She works as a plant biologist and spends most of her time working on very uniform paperwork and in a organized lab. In her free time she enjoys listening to eBooks and binge watching family shows. While she enjoys these things freetime is extremely rare. She is not the most tech savvy and hates when interfaces are complicated or require a lot of extra steps, it's unnecessary. While balancing the budget of her cost of living with the now impending student loan debt, cost is denitely a deciding factor whenever she does something.

Tech Usage:



Personality:



Motivations:

The desire to have a life outside of work with the little spare time she has



Frustrations

- Being so busy, she has limited time, things need to be efficient
- Not great with apps, things need to be laid out in a user friendly manner
- Always broke so things need to be cost effective



Goals

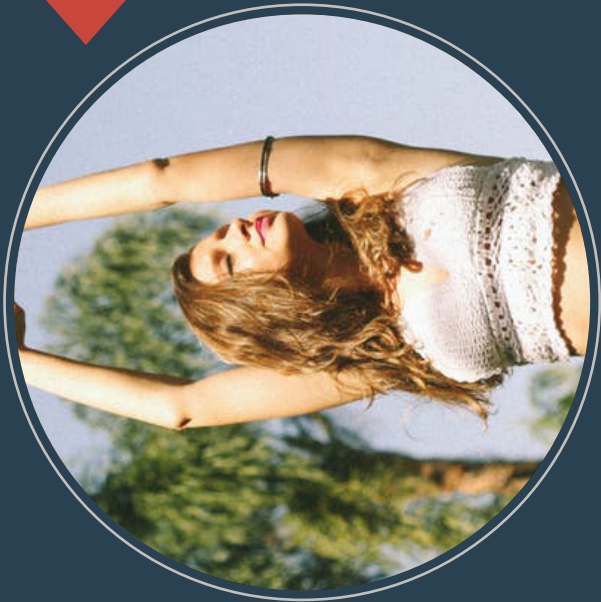
- Being able to find what she's looking for in the first few minutes
- Learn one program so she doesn't have to struggle learning multiple
- Find a cost effective solution to help find the best deals possible

App interest:



Prefered devices:





NATALIA DAYNA

Age: 19
Sex: Female
Occupation: Full time student
Location: Michigan
Interest & Hobbies: Shopping with the girls and kombucha

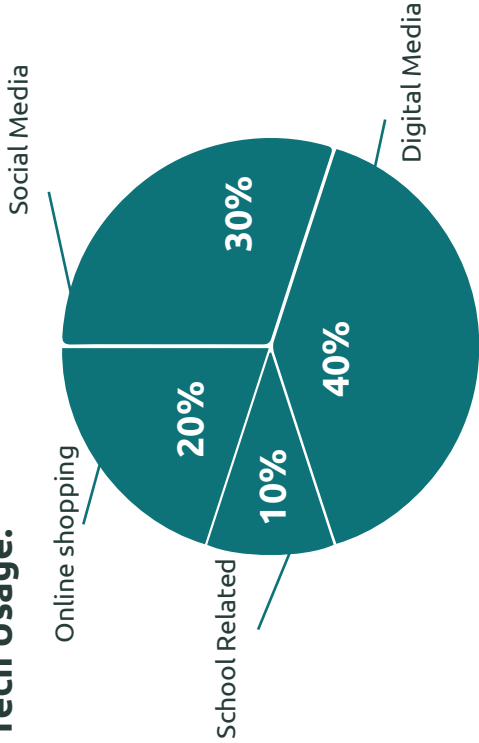
- Clueless
- Sociable
- Pretentious

“It’s just NOT fair - I can’t afford to pay for everything”

BIO:

Native of California, shes attending college halfway across the country, mostly just to get away from her family. Since she moved so far her father has cut her allowance making her have to choose between going shopping on the daily or paying some bills, so now she has to decide between a skinny mocha frappe (with almond milk of course) or pay to watch the teen drama shows which she adores.

Tech Usage:



Personality:



Motivations:

Wants to find the cheapest options since shes now ‘poor’



Frustrations

- Having to choose between going out or paying to enjoy her shows
- Sometimes things get too complicated and its so annoying
- Going to the video store to have to rent a movie, it’s way outdated



Goals

- Being able to quickly find results sorted by price
- Having a simple layout that’s easy to understand
- Have everything available at an instant

App interest:

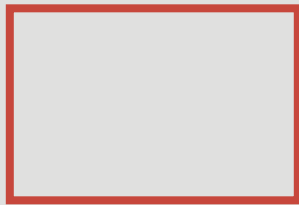


Preferred devices:

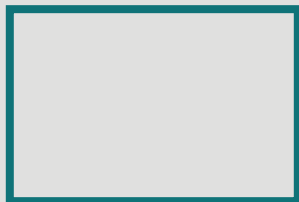


Research of other companies

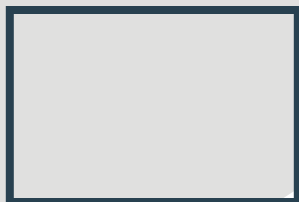
Throughout our research of other companies with similar agendas as our own we found a lot of useful material. We learned that design shouldn't be over complicated, and much like people described in interviews and focus groups, ads are distracting and take away from the professionalism of the app. Main content is extremely important as it's the first thing the viewer sees, so it should be relevant and inviting. The interface is also a large influencer on the quality of the website. No one wants to use a broken app. Supporting content should do as it says and add credibility to our main content. I would like to say we found things that work and things that don't and through careful cherry picking and trial and error we hope to take the best from all of the apps and leave behind what shouldn't be there.



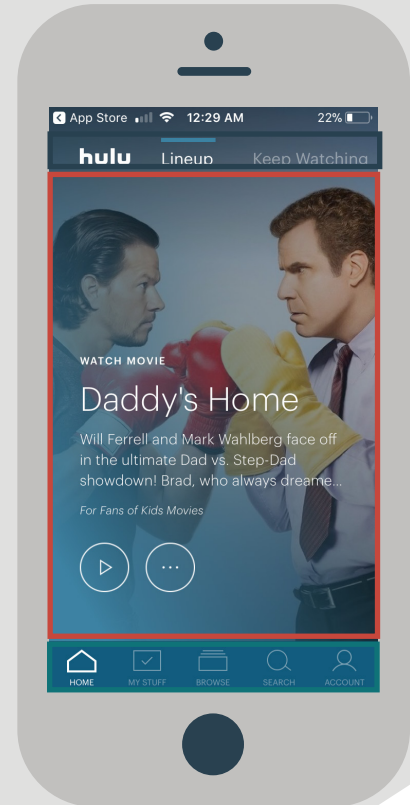
= Main Content



= Interface Content

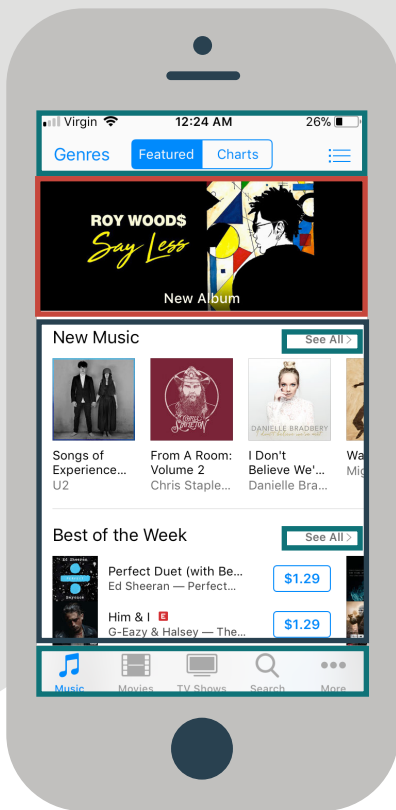


= Supporting Content



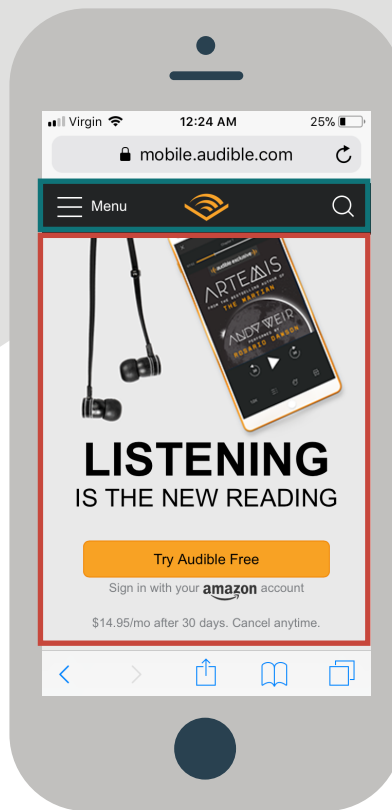
Hulu

Hulu is a very minimalist modern app, the main content is displayed as about 80% of the front page. The interface at the bottom helps direct your eyes, as well as the navigation tabs at the top of the page. The top navigation we considered supporting as it doesn't change the page, but simply a carousel scrolling style.



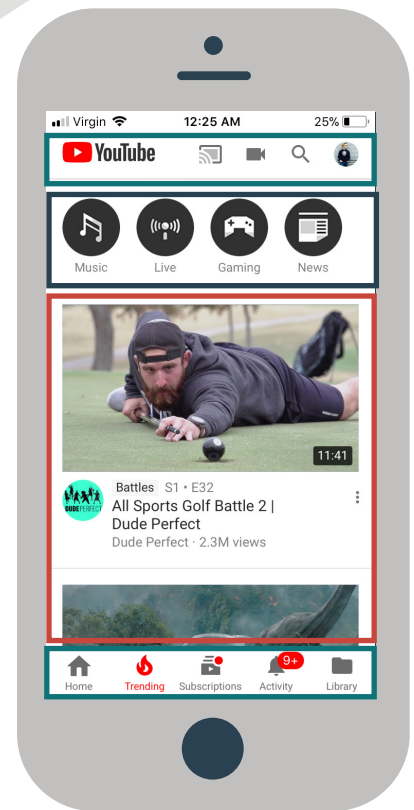
iTunes

iTunes was very pleasing as it was simple and straight to the point, yet there was variety. The actual act of using the app made it very easy. The navigation bar at the bottom made moving around easy as well. It's kind of hard to decide if something is supporting or interface in the sense that it directs you through the app.



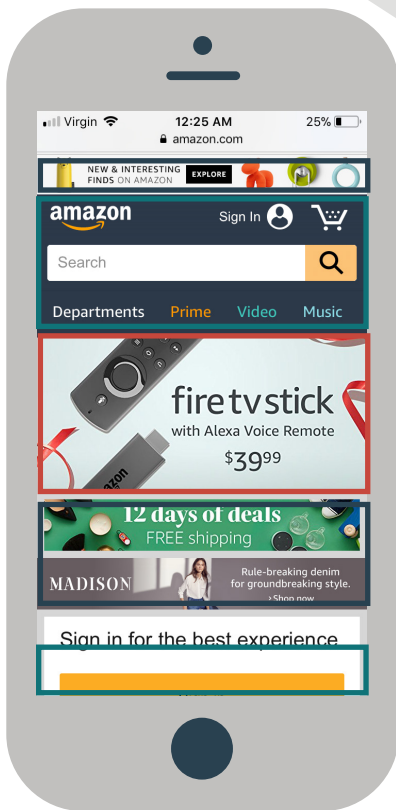
Audible

The mobile version is just the main content and some links to direct you. I was going to try the app version but I don't have an account. The website is very similar to the mobile app, very minimalistic, clean, yet not a lot of information readily available.



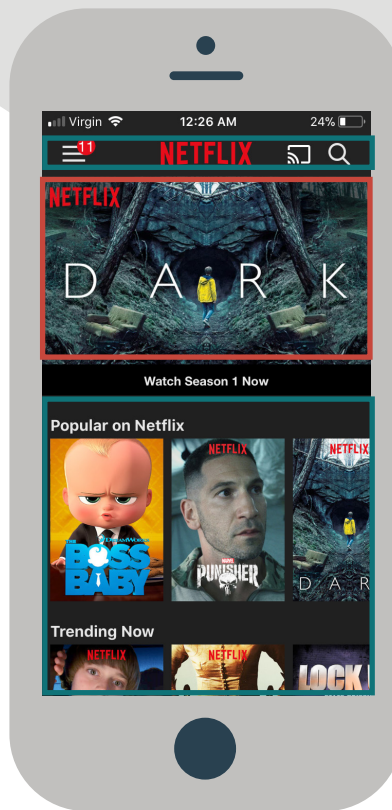
Youtube

This was the mobile app version of YouTube. It succeeds in having a lot of content, but not chaotic, there is a simple balance. There are navigation bar's at the bottom, as well as the top making it extremely easy to access what you're looking for. The supporting content kind of confused us, because it looks like it could also count as interface simply because of it's design.



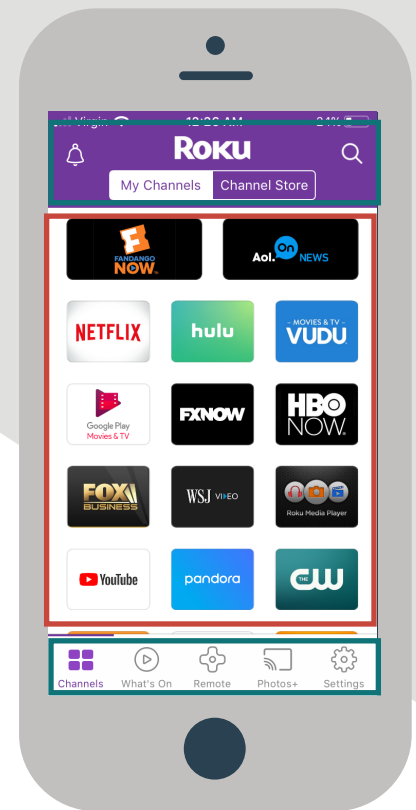
Amazon

Amazon was extremely efficient when using, it's simple but contained a plethora of information. Even though it was the website, not the app, it had a lot going on, and yet simple to find what you were looking for, or even to find something in a particular category.



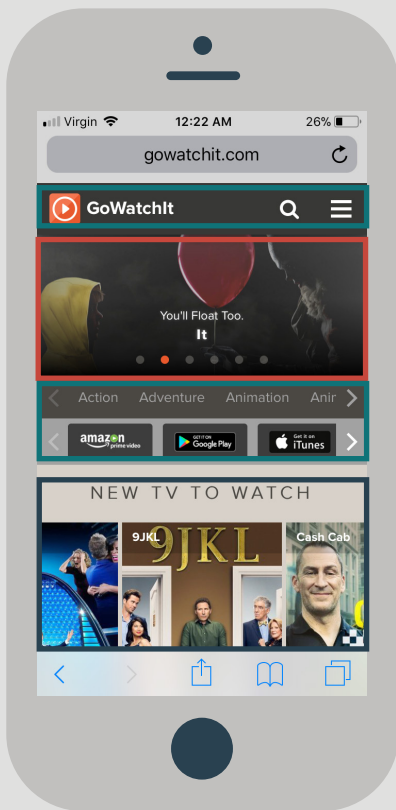
Netflix

Netflix was the app that we liked the most when visualizing what Minerva should be like, simple and straight to the point. It gave the viewer a lot of control in a simplistic navigation and easy to comprehend way.



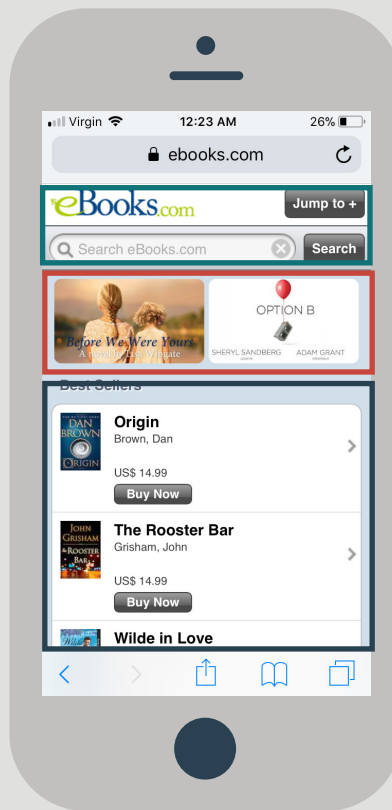
Roku

Roku was different since it's not a stand alone app it has qualities we enjoyed, but it's more of a remote for the actual TV app, you can't view or access any of the programs through it alone. This was a large inspiration for what we felt we needed for our app.



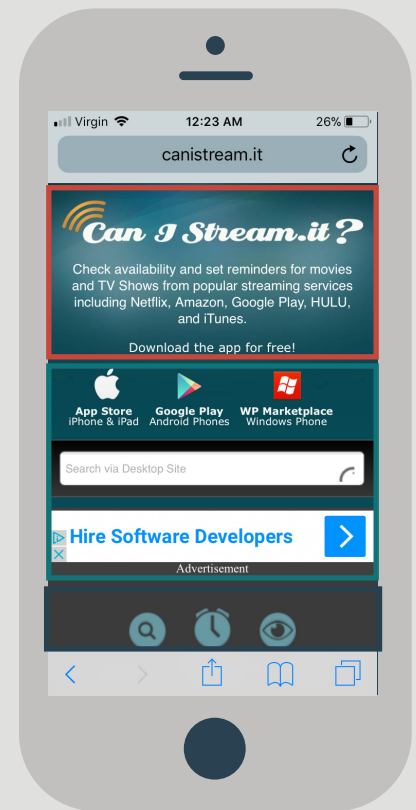
gowatchit

Again with this site the mobile was very similar to the actual website. I decided that the genre's were supporting content as opposed to interface. This app was simple and straight to the point.



eBooks

I included both the web-site version and mobile because ours may use the website just as much as a mobile app. The mobile app didn't have a very good interface/explanation, just straight to what you need it to do.



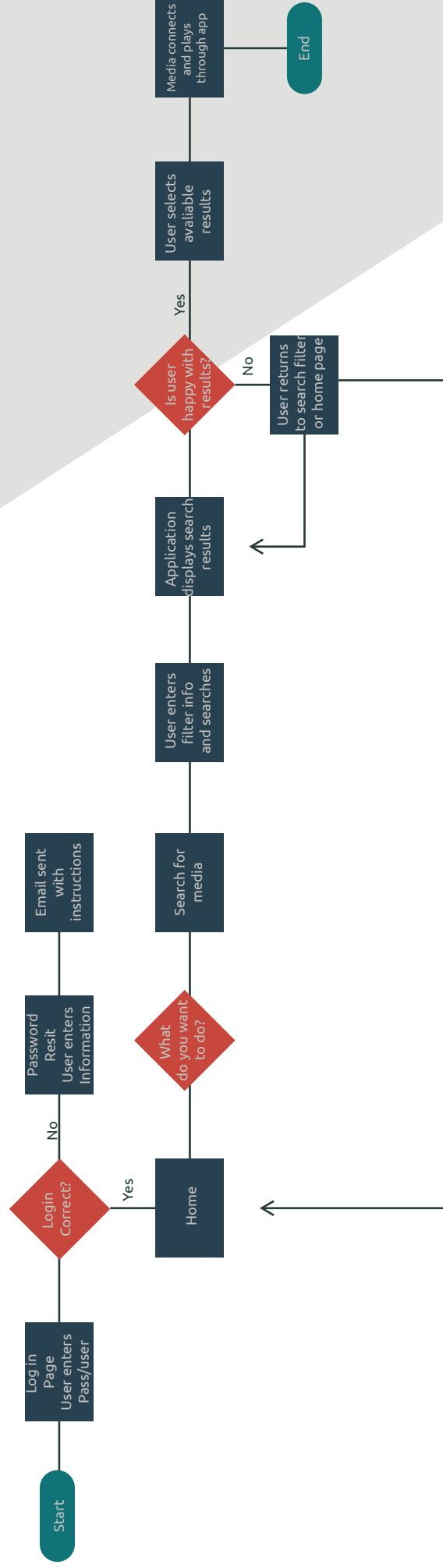
canistreamit

The mobile app was kind of crappy, the add takes up a quarter of the small screen and, then the main content is asking you to download the app. I did not have enough space at the time, and wanted to see with these apps how they would look on the mobile version. The web version was similar, had ad's but the search bar made it super easy to know what you were suppose to do. Probably the most obvious task based site out of the 5 I look at.

Task flow

A task flow is a tool that helps the designer think through their own design before the features are developed, to get a sense of how things will begin to work. We did our task flow initially as an actual website not just a mobile application, but as time went on that changed when we had to make the decision to do either a website style or app style, both would be too much. We kept it pretty simple, unlike a user flow we're not trying to link everything back into itself and do the entire app, we're simply following one major task and that's getting to a film and watching it. For this example we're assuming that the user doesn't want to register, they already have an account. This is the flow on how someone could simply get from point A to B without a lot of interference in-between. We decided to not include every single option and turn as that could potentially have hundreds of results and would defeat the purpose.

Our task flow is also the basis we followed when presenting our works such as the POP application and balsamiq variation of this project and even the final mockup.



Low fidelity wire frames

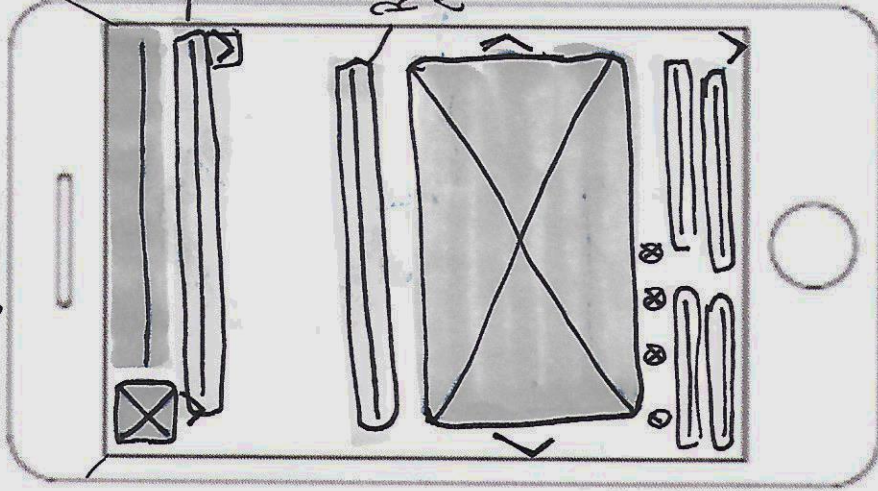
Low Fidelity wire frames served their purpose and are the essential building blocks of our entire application. They served to help us get an understanding of how everything should come together. Ours look kind of goofy because this was again near the beginning and we didn't have a clue how this would go. Through multiple revisions and critiques of fellow classmates we slowly progressed; however, it was much more complicated than the initial design displayed.

Since this was done with pen and paper our only option was to scan the images making them not the best quality, but they're still readable. The handwriting on the sides and around the images were just our notes and thoughts.

Overall we found out that this was the most important step and it taught us the basics of how we were suppose to structure a mobile application and what all is affected by the slightest movement or change. The varying shades of gray would be our way of identifying where we would want main content, interface content, and supporting content. We tried to identify them the best of our abilities this early on, but it wasn't until more research of other companies and the practically of actually doing it till we realized that there may need to be slight changes, if not just design wise, but the way we wanted to structure our information. A crucial step into the long process that is UX/UI.

Home / Logo

"Home"

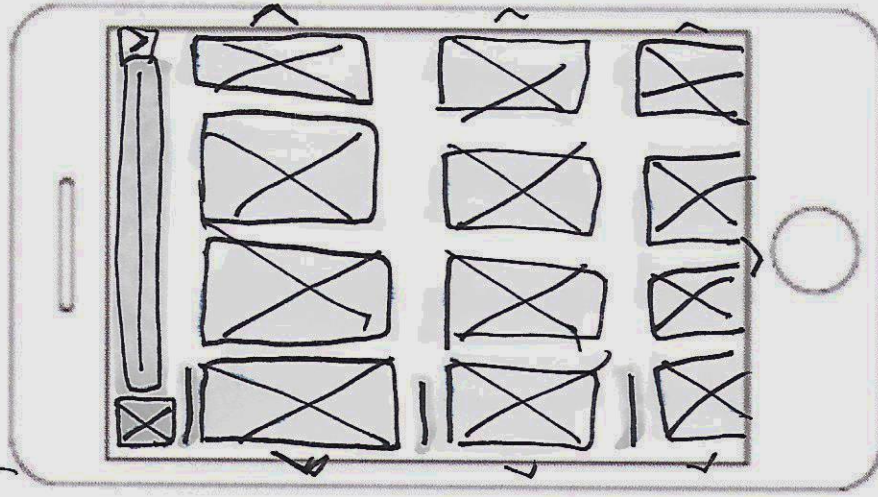


Title of app / company name

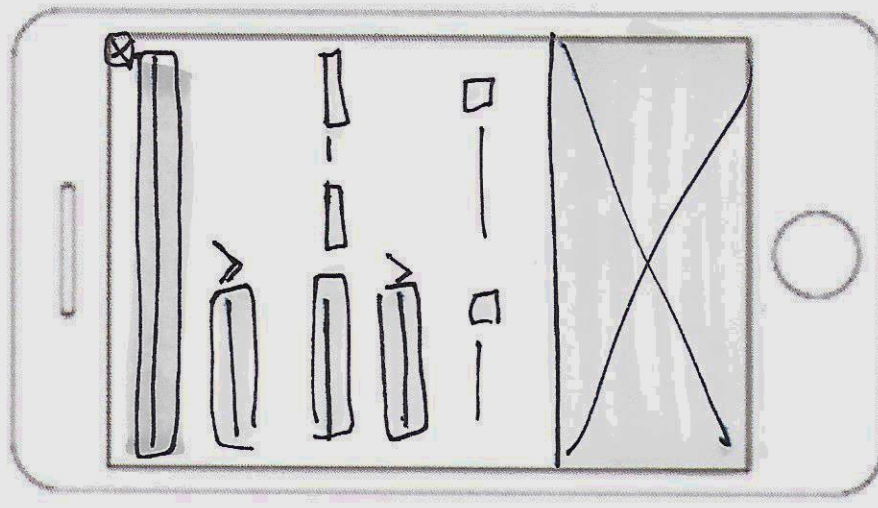
Search feature with a drop down menu

Recommended (based on your last history)

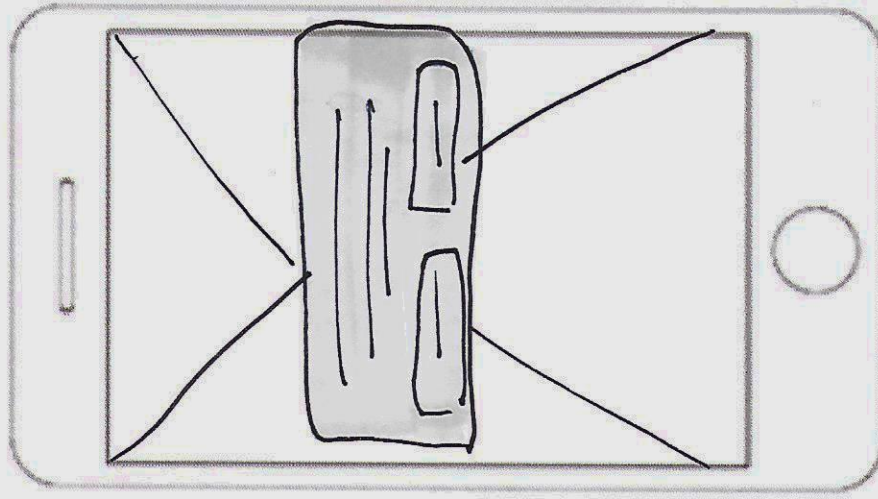
"SEARCH feature"



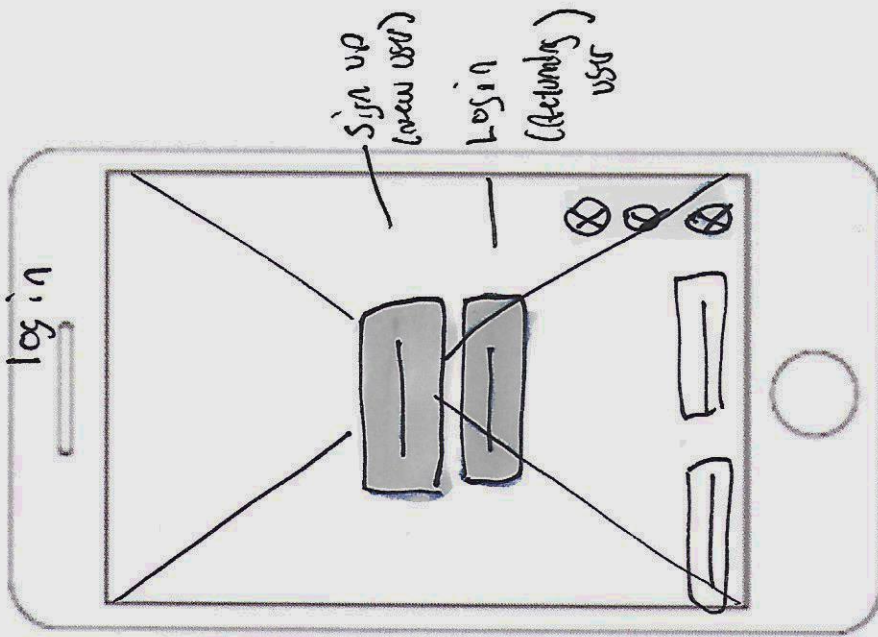
"FILTER"



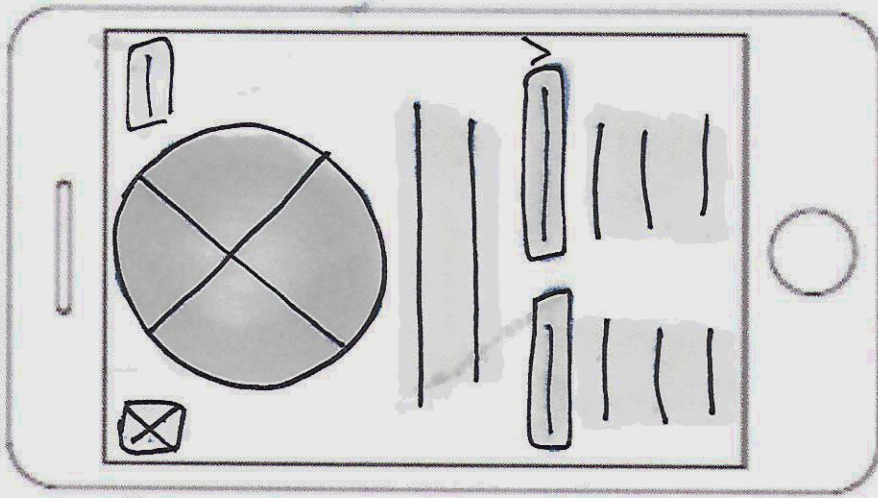
"Notification popups"



"Initial sign up"



"Profile"



Home
Button /
Logo →

Sign up

First Name

Last Name

Email

PW

Submit

This would be where a new user would go to sign up for the app.

Log in

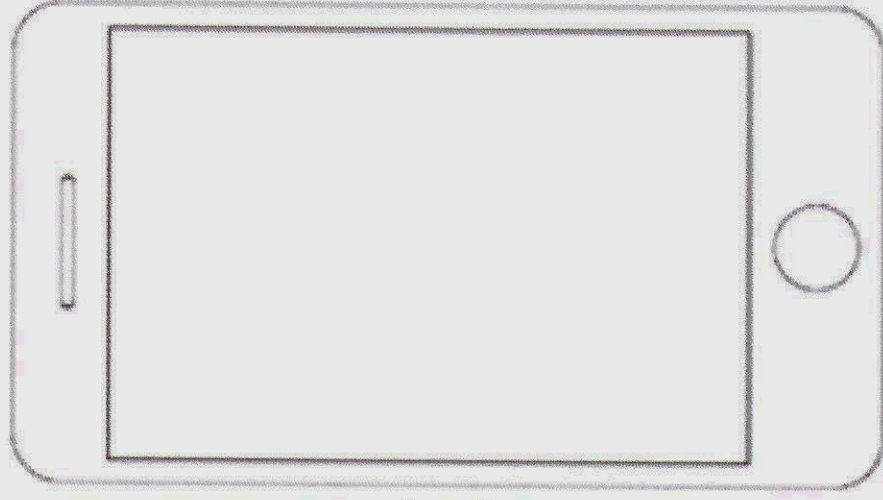
Log in

Lost PW?

User Name

Password

This would be where a previous user would go after they "forgot login / sign up". This would then take you to Home page.



POP Outlines

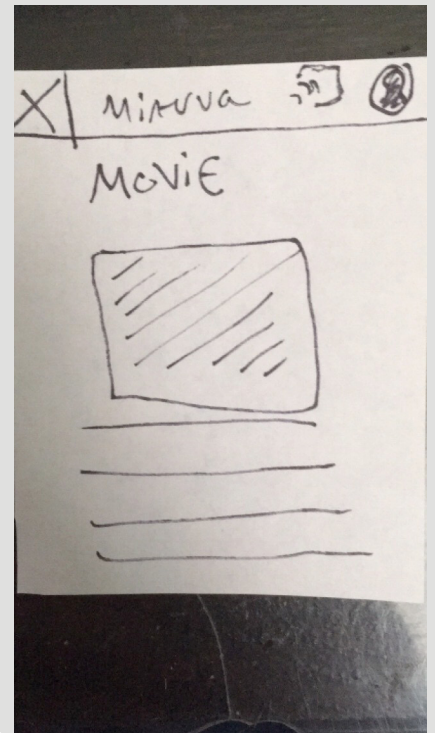
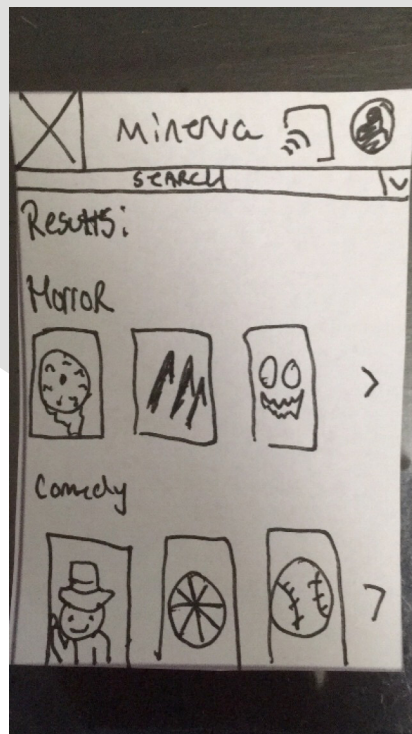
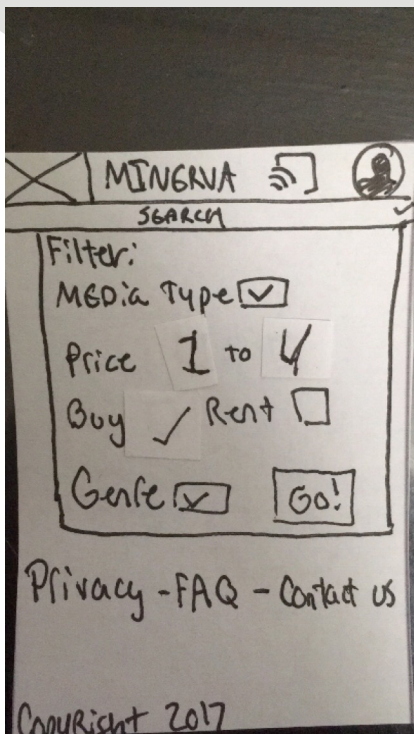
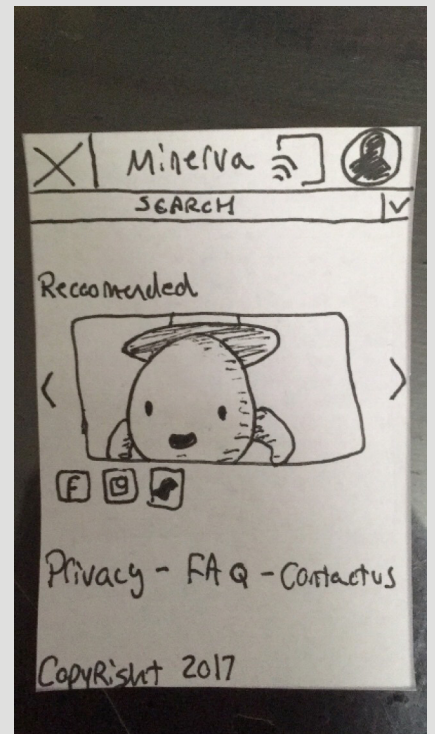
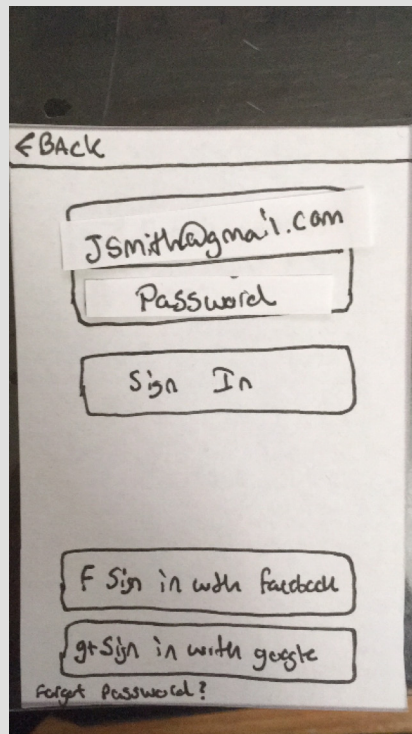
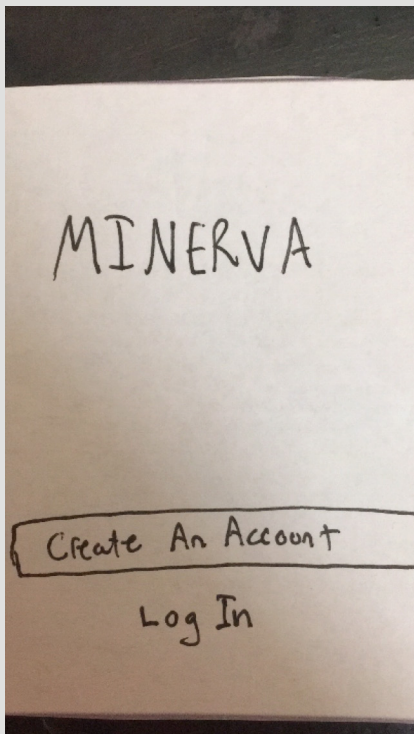
We had a lot of difficulty with POP from the start. We first started off experiencing a bug with changed all of the links from each image; and had to restart. When we restarted we had the chance to think everything through and work towards a better version of what we had.

This was incredible tedious; however working with our hands provided us the leeway we needed in case we accidentally messed up. If made it so that it wasn't a big deal and we could simply change out the papers.

We got the complete version of our app up until this point in time with POP. While it was extremely primitive, we had the opportunity to share it in a real application scenario with our classmates and friends and let them mess around with it and try and break it. Which was not hard to do by the way. There are so many little things to take into consideration this definitely helped us prepare for the designing versions that come later.

Everything is still up and running at the following link:

<http://marvelapp.com/718f9hh>

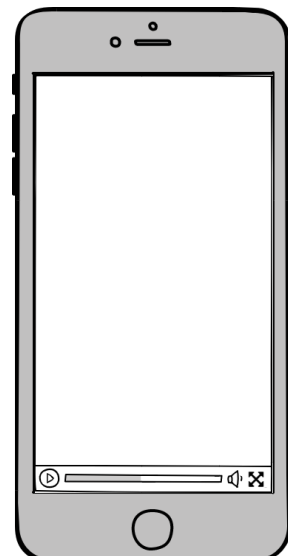
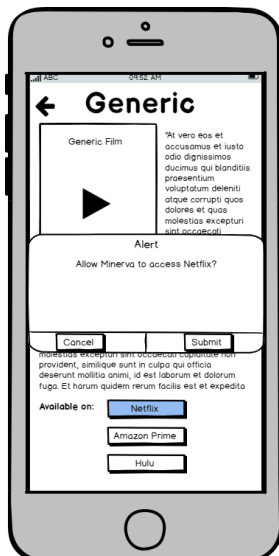
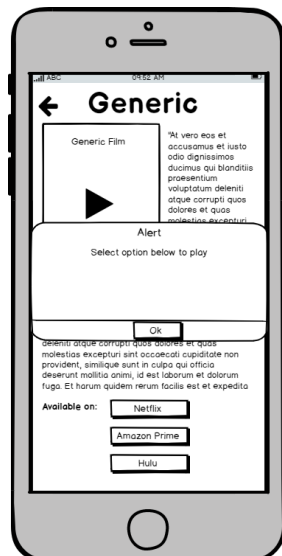
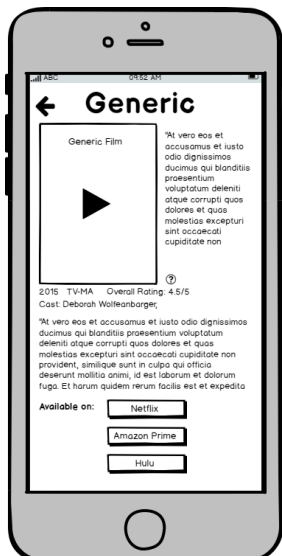
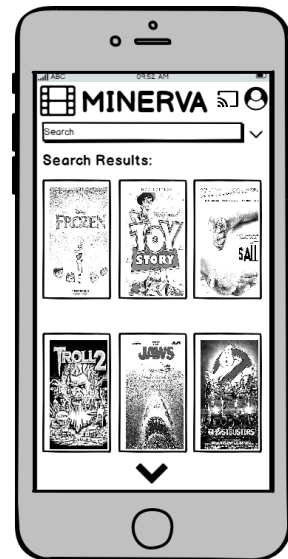
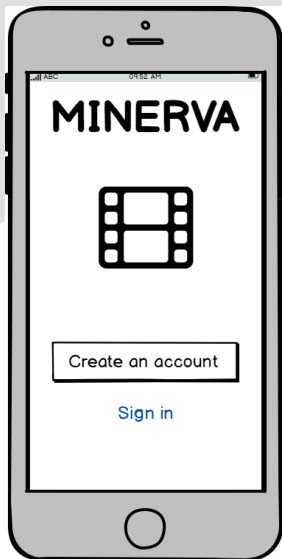
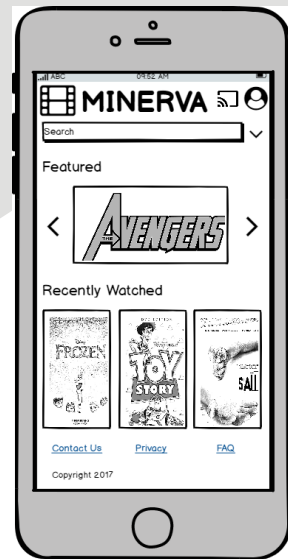
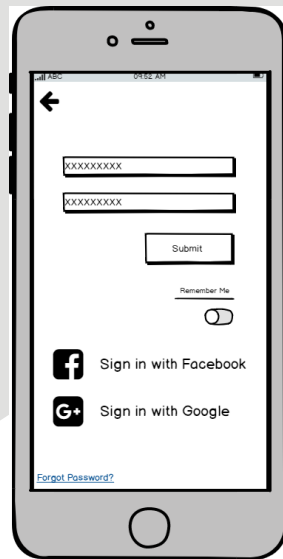
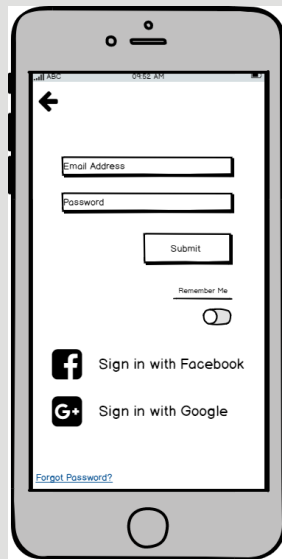
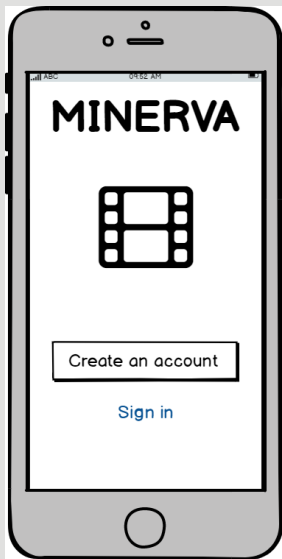


Balsamiq Wireframes

The balsamiq wire frames are also known as high fidelity wire frames, this is the point where in the UX world you start to make things actually resemble what they're suppose to be without flat out designing the entire project. We had good success with this program, unlike POP there were no bugs and we were both able to work on the same project at the same time, the way Google docs work when shared with another user. This made it incredibly easy to work and didn't leave the work to one person as the other had no choice.

While this was digital and more neat, there were issues that I found, while it had a lot of fancy buttons it didn't really allow us to utilize them for what they should be, we had to kind of just do what we did in POP but on the computer. This was good practice though, to get in the hang of the tedious labor that is needed while preforming this type of work. Overall this came out beautifully (that is if you take away the design portion) everything worked great and we were able to access every page and function, it was a very user friendly application to navigate and create with.

Our Balsamiq is still live, however, it can only be viewed if you're added to the project, so the link sharing isn't really possible.



Style Tile



Logo example

This is an Example of a Header

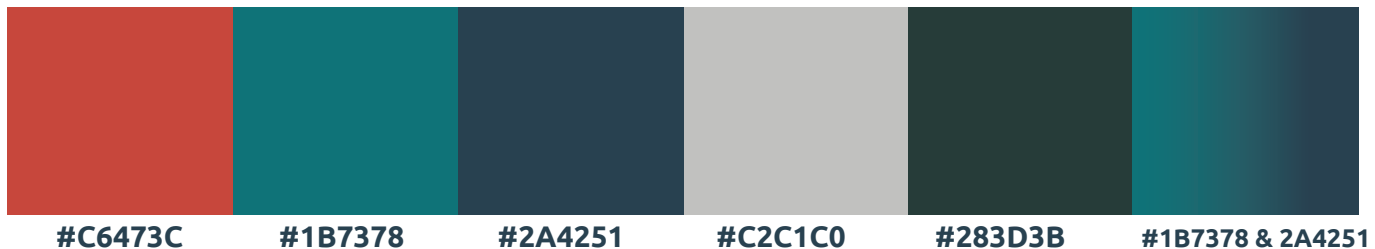
Font: Ubuntu Bolt 24pt #2A4251

This is an Example of a Sub Header

Font: Ubuntu Bolt 14pt #2A4251

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Font: Ubuntu Regular 12pt #283D3B

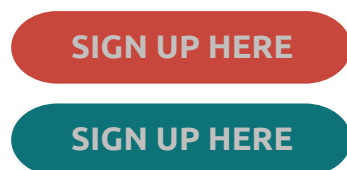


This is an example of how Minerva's app icon would look in the App Store.

A few examples of the icons we used. They're all Material Icons, an open source free set.



Buttons



Adjectives

Modern

Clean

Solid

Mockup Pages

The final step to this long process of designing an application, the mock-up. We really like how these turned out, initially we were heading into a direction that was different from this; however, we took some advice from the Material.io website and utilized a number of their techniques. We used their color tool to find a suitable pallet which works much better than our old pallet. We also used their icon pack, as it was free to use, and has that modern, sleek look we were going for with this project. We also tried to use a very flat, trending style, minimalistic, yet efficient. We not only used the techniques from that website in the app, but throughout the entire packet. It was insightful. Our mock ups on inVision turned out great as well, and can be found at:

https://invis.io/VNETVFAM5#/267907437_Mockup2

The reason we went with the pages we did was to show the dynamics of our website through design choices, as well as going back to that initial task flow. We decided against making all of the pages detailing the search results as with balsamiq and POP it was well over 20 pages and that would require much more time. The hot spots that are there are efficient in getting the point across and directing the user around the app.

The colors we chose were representative of what we felt an app like this needed. Something trendy, yet sleek and minimalistic. We took the darker pallet from the thought that if someone is accessing their phone in the dark to watch a movie (common practice) then they wouldn't wanna be blinded by bright colors and screens. We then found a color pallet using Adobe and modified it accordingly. At this point we also needed to work on touching up images and that's where we decided on a logo and what icon packs to use. We also used all free useage images from https://commons.wikimedia.org/wiki/Main_Page

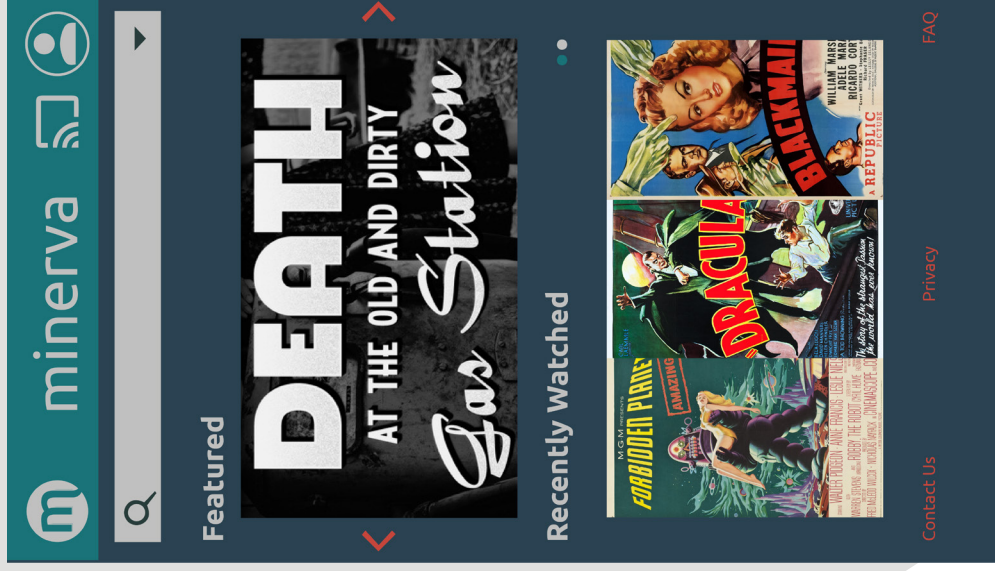
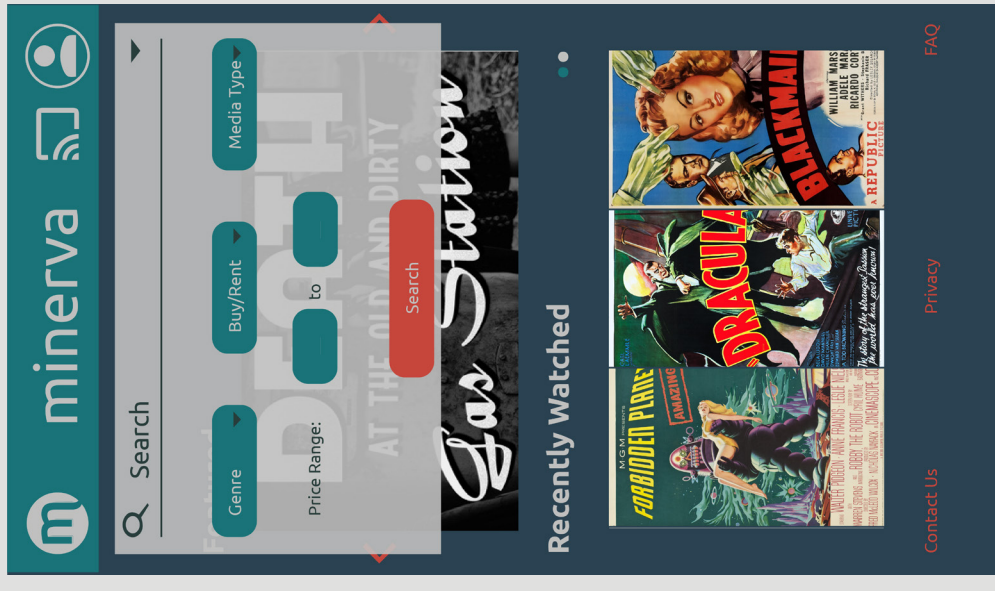
Overall we are very pleased with how this turned out, and it was incredible to work through the process that got us this far. This is Minerva.



minerva

SIGN UP HERE

LOG IN





minerva



Search Results



minerva



Film Name

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1947 TV-MA Overall Rating 4.5/5
Cast: Deb Wolf, Vince D'Onofrio
Director: Amy Davidtz

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Available on:

- Netflix
- Hulu
- Amazon Prime