

DURKEE

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DESIGN PORTFOLIO

TABLE OF CONTENTS

ALLCARD PAGES 3 - 67

Allcard is a special digital card that not only stores your ID, but all of your debit or credit cards in a safe place where you can use each one as needed where ever you are. It also stores your medical card, gift cards, and all other complying cards. You can instantly use any card anywhere and never need to have multiple cards, it's all in one place.

DIGIBOOKS CAFE PAGES 68 - 114

A San Francisco based location where people can come to read location exclusive eBooks and enjoy a nice place where they can sit down in a comfortable seat with a cup of coffee. A beautiful iPad and iPhone interface that will allow customers to read exclusive eBooks, watch movies, listen to music on Spotify, and read the newspaper all-in-one app with a subscription.

SFMOMA WAYFINDING PAGES 115 - 162

The San Francisco Museum of Modern Art has many tourists throughout the entire year from all over the world. They come to learn about artists, new and old. They love learning about the unique styles of art and what there is to discover. The SFMoMA has a unique opportunity to create something amazing and because of the high amount of tourism visiting this museum, it can be very successful.

BEANSBINS COFFEE PAGES 163 - 184

A website Re-design of a famous coffee franchise. BeansBins Coffee is coffee company located within South Korea. They specialize in excellent coffee and delicious waffles. They have beautiful interior decorations and very friendly service.

REDCLOUDY CALC PAGES 185 - 199

A calculator app titled "cALC" inspired by a design firm called "rEDcLOUDY" located in Seoul, South Korea. They design many different kinds of art, most of their designs being created for stationary use and everyday writing.

ALLCARD

DANIEL DURKEE

PROBLEM

People all around the world always have their wallets with them wherever they go. People use their debit or credit cards nearly 5 times a day, and then they put it away. Wallets are often overstuffed with so many different kinds of cards, money, and the occasional gift card that can't even seem to find a spot within a wallet. Wallets have a tendency to get stolen, lost, or even broken. The biggest problem for cards, is simply that we have too many for the normal sized wallet.

SOLUTION

With "Allcard" you will be able to store all of your cards and even your United States ID all in one place. It will the exact same size as a ID or debit card and just as thin. Using this will reduce the size of a wallet tremendously, greatly reduce thievery, and allow people to simply organize and manage all of their cards at any time. With "Allcard", you will never lose any of your cards again. You can store everything in one place and use it anywhere.

Allcard is a special digital card that not only stores your ID, but all of your debit or credit cards in a safe place where you can use each one as needed where ever you are. It also stores your medical card, gift cards, and all other complying cards. You can instantly use any card anywhere and never need to have multiple cards, it's all in one place.

COMPONENTS

ALLCARD WEBSITE & IPHONE APP

- Upload money and check balances.
- View all ID cards on the Allcard dashboard, ability to remove one or more.
- Check to see when you use different transactions.

FINGER SCANNER

- Use the finger scanner to securely access your Allcard and use your cards.
- Ability to customize security from person to person.
- Ability to have a pass-code along with the retina scanner for extra security.

DAILY CARD CLOCK

- Upon touching Allcard, you will view the Home screen.
- Easily view the date, and time. View a real-time clock.
- Access the Allcard calender that shows the days of your transaction.

Allcard is a special digital card that not only stores your ID, but all of your debit or credit cards in a safe place where you can use each one as needed where ever you are. It also stores your medical card, gift cards, and all other complying cards. You can instantly use any card anywhere and never need to have multiple cards, it's all in one place.



KNOWN COMPETITORS

SQUARE WALLET

- Beautiful UI, very useful, but only holds one debit or credit card.

APPLE PASSBOOK

- Relies on external apps, very limited ways to pay, not very useful.

LEMON WALLET

- Has the ability to store all cards in your phone, but you can't use them.

ISIS

- Catered more for business use and not the average consumer.

PAYPAL

- Very useful, but used a lot more for only online purchases.

GOOGLE WALLET

- Extremely useful and easy to use, but only in the "Android" phone market.

DWOLLA

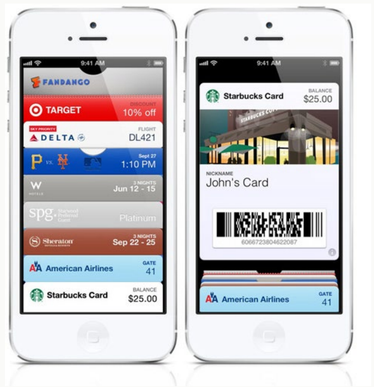
- Friendly UI and very useful for sending money, but not used everywhere.

COIN

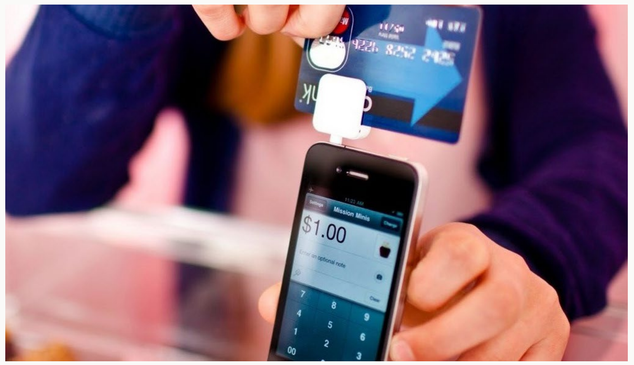
- Beautiful card and very to use, but you can only have 6 cards on it at a time.

ALLCARD CONCEPT

MOOD BOARD - DIGITAL CARD

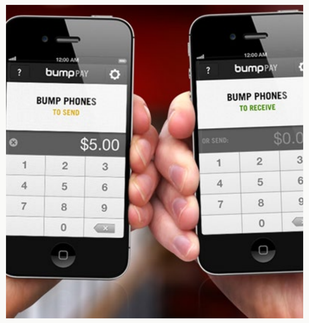






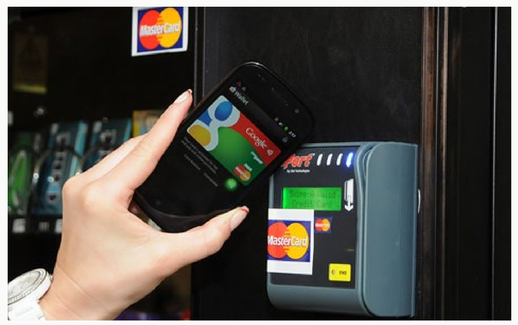


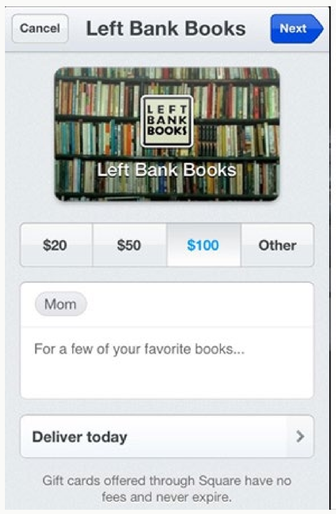


















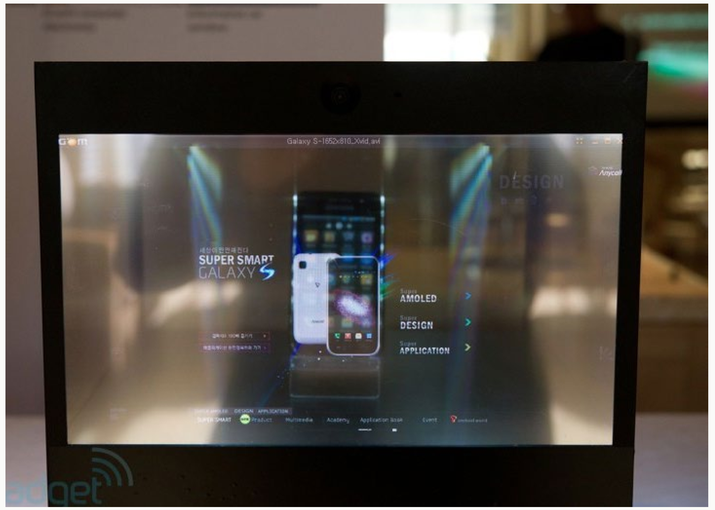


ALLCARD CONCEPT

MOOD BOARD - KIOSK





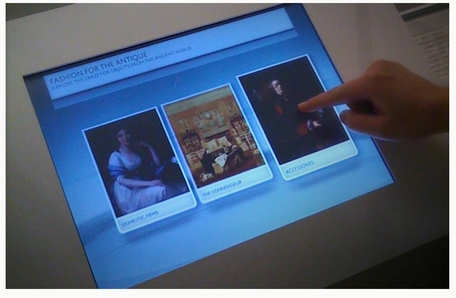


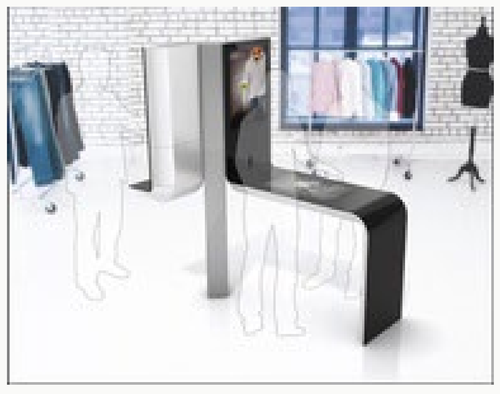




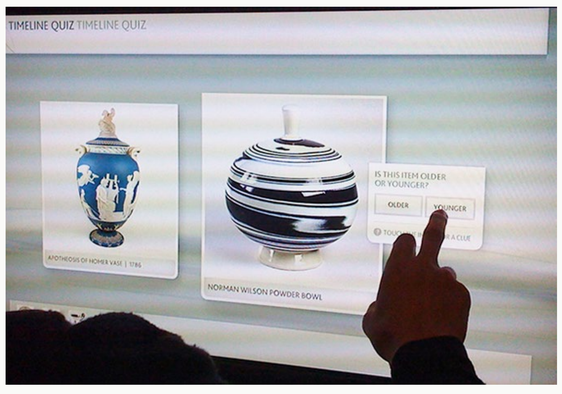














MOOD BOARD - KIOSK









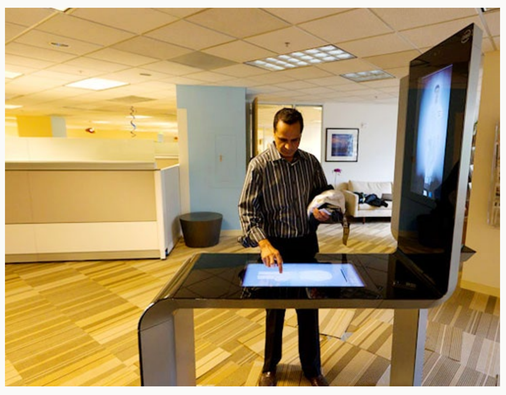












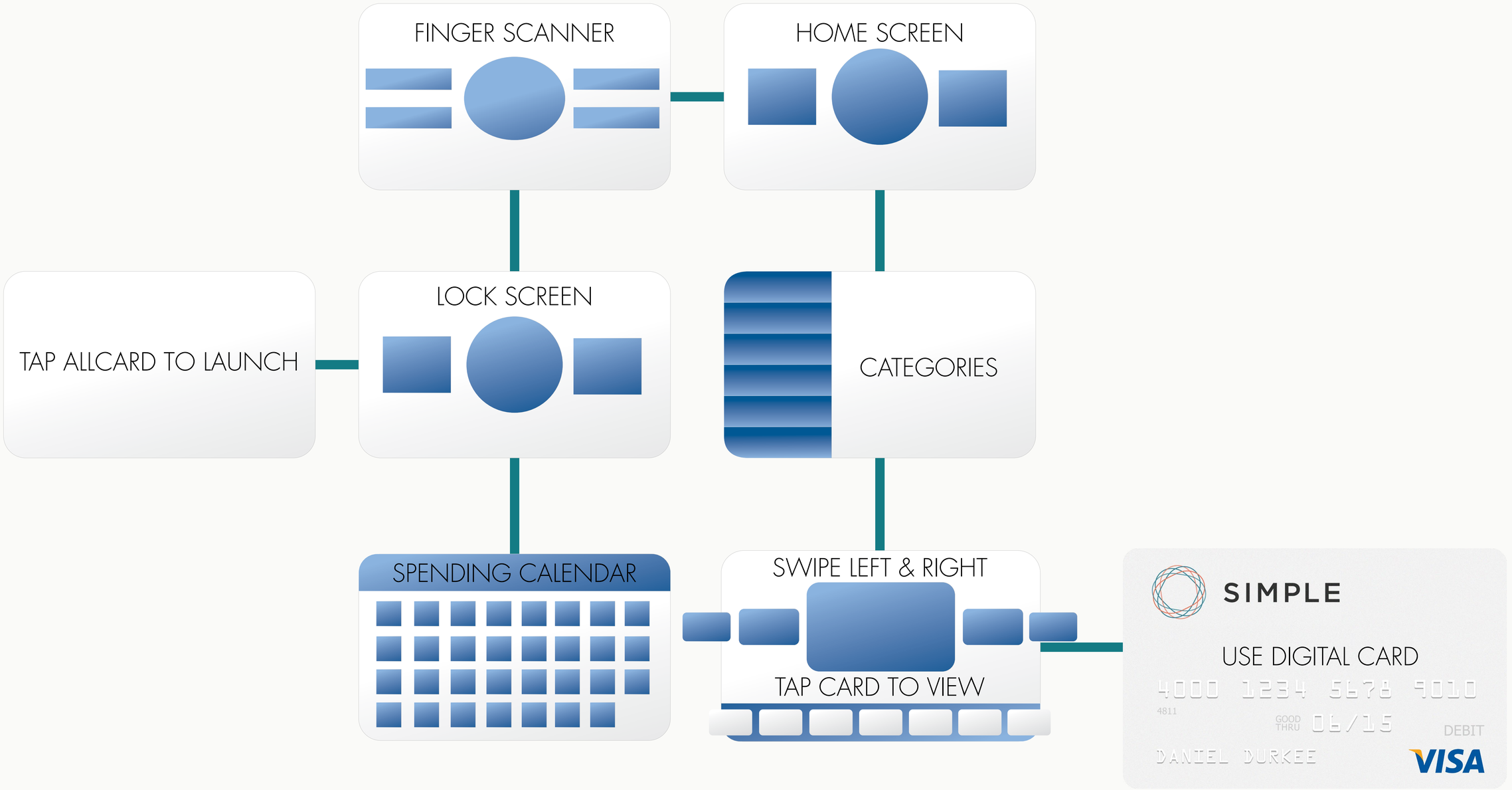






ALLCARD CONCEPT

ALLCARD WIREFRAME



ALLCARD CONCEPT

WORD LISTS

DEPOSIT
REALTIME
NAVIGATE
GLASS
SENSITIVE
TOUCH
SMOOTH
THEME
SCREEN
WARM
SEASON
WEATHER
TRANSPARENT
EASE
THIN
HOLOGRAM
TRAVEL
MIND
SECURE
INDENT
CONTROL
ELEGANCE
EFFICIENT

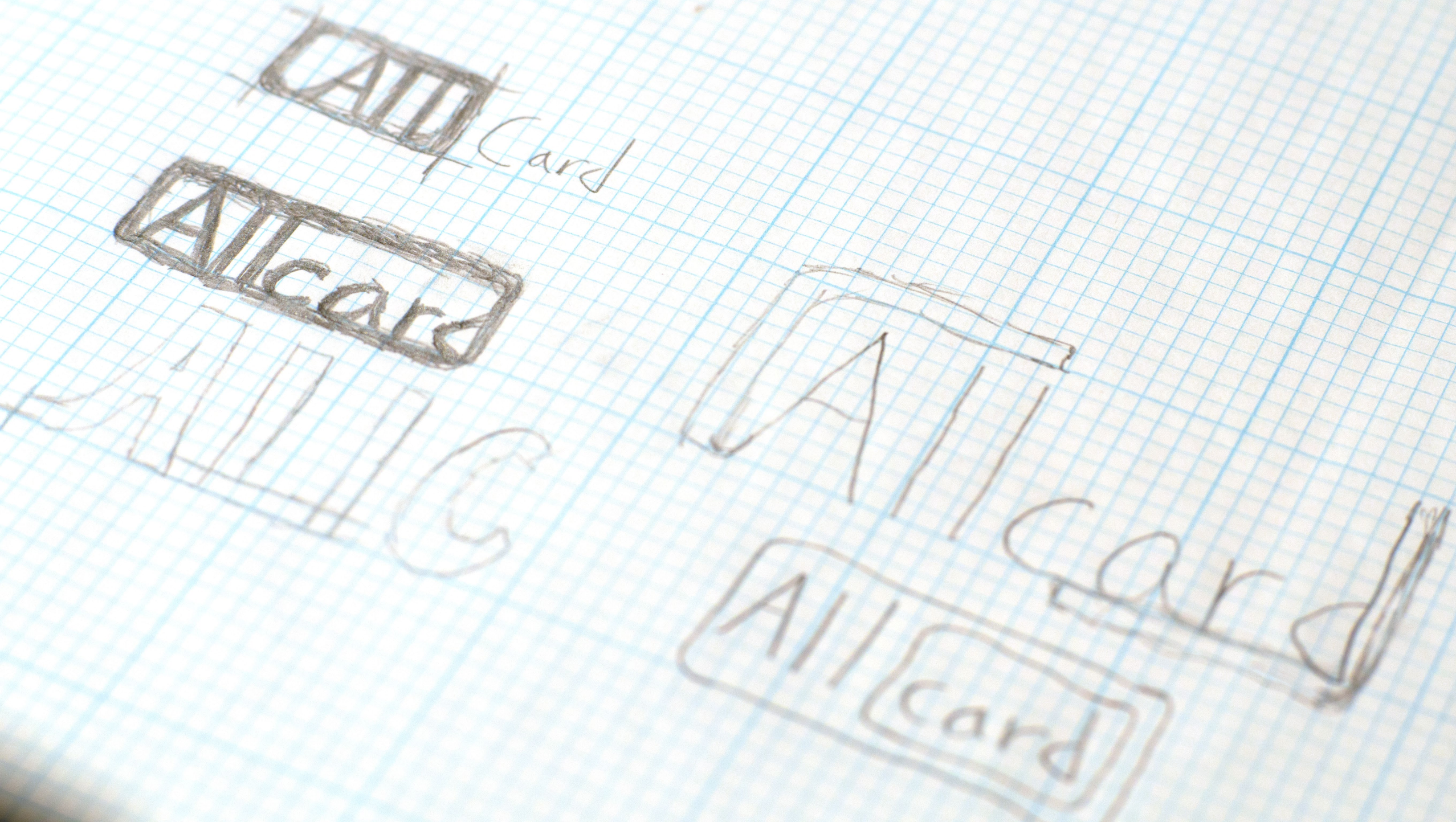
EXCITING
TRUSTWORTHY
COMPATIBILITY
USAGE
ENVIRONMENT
ALL-IN-ONE
GREEN
BRANDING
REGISTER
ICONIC
DISPENSE
ECOFRIENDLY
DARING
BUTTON
TRANSFER
INVITE
SCAN
TEMPORARY
SWIPE
FRAME
KIOSK
LASER
BARCODE

MAGNETIC
EXPENSIVE
DECORATE
ELASTIC
NATURAL
AIRPLANE
CONNECTION
PINCH
RETRACT
SCRATCH
PACKAGE
SIMPLE
FRIENDLY
SCARY
FUTURISTIC
BATTERY
STOMP
POCKET
FINGER
BRIGHT
CHARGE
FAMILY
INTERCHANGEABLE

THREE WORDS

FRIENDLY EFFICIENT SECURE

LOGO PROCESS



LOGO PROCESS

ALLCARD

ALLCARD

ALLCARD

ALLCARD

ALLCARD

ALLCARD

ALLCARD

ALLCARD

ALLCard

AllCard

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ALLCard

ALL CARD

CHOSEN LOGO

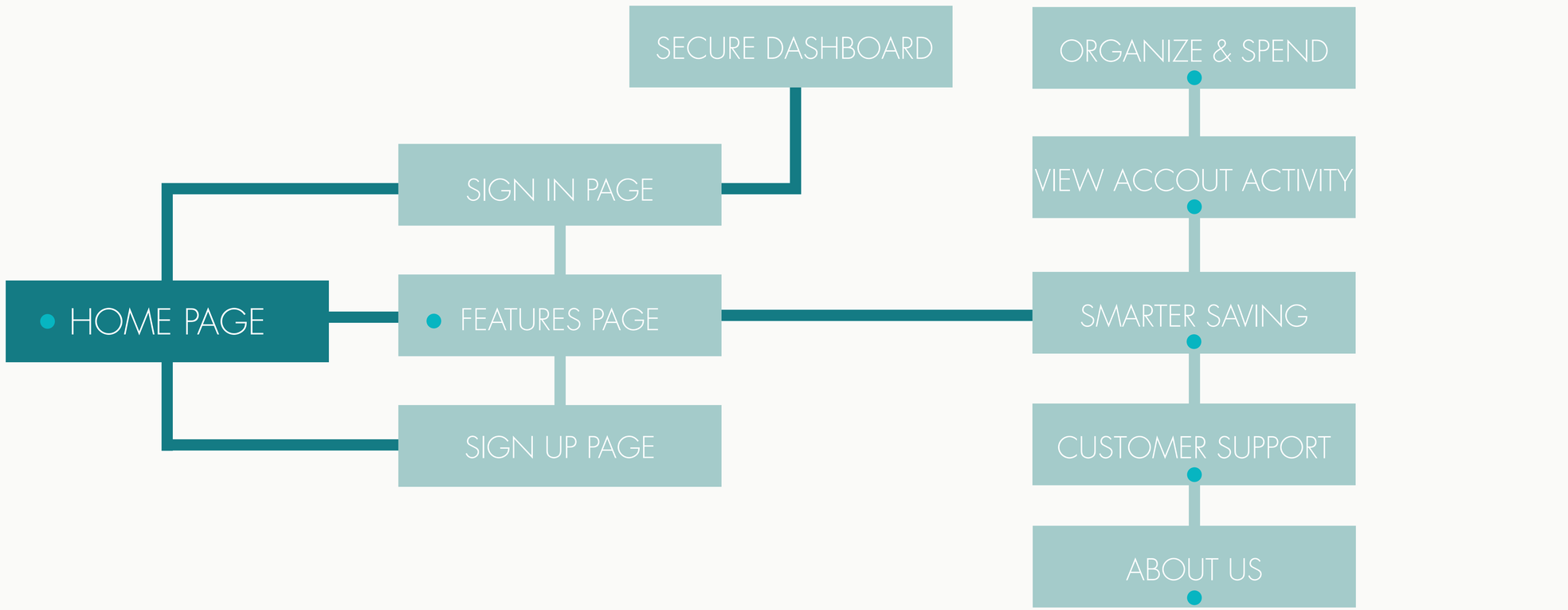
ALLCARD

REVISED LOGO

ALLCARD

ALLCARD CONCEPT

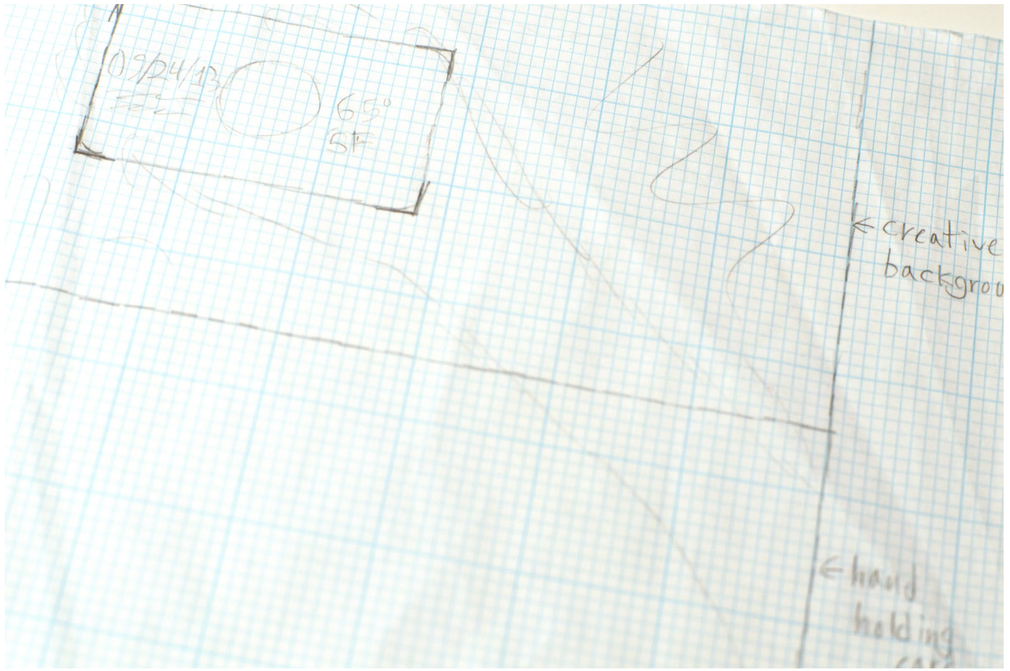
WEBSITE USERFLOW



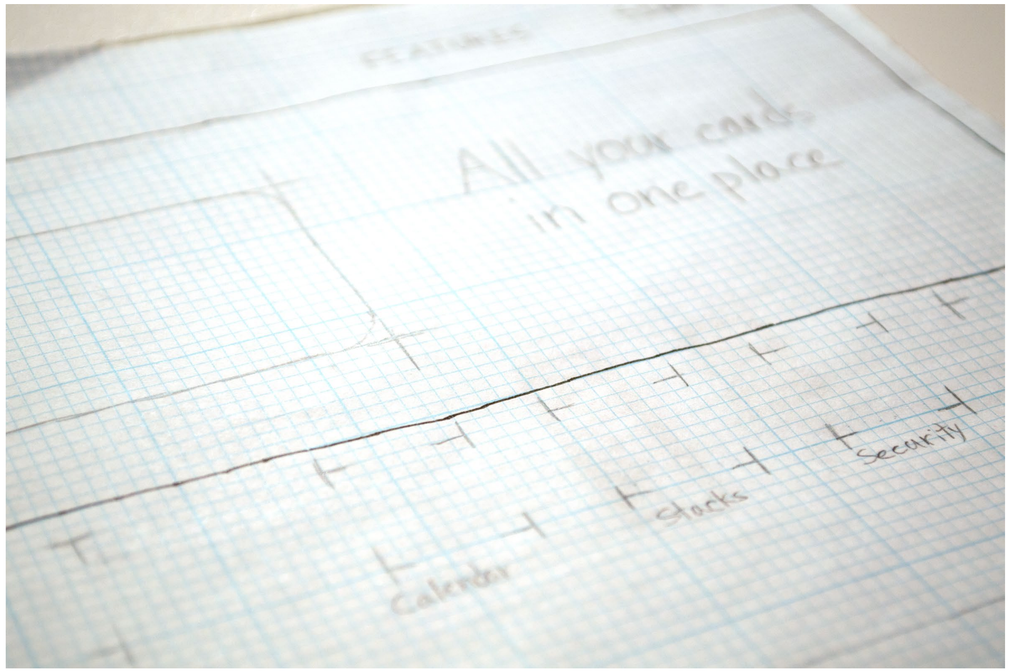


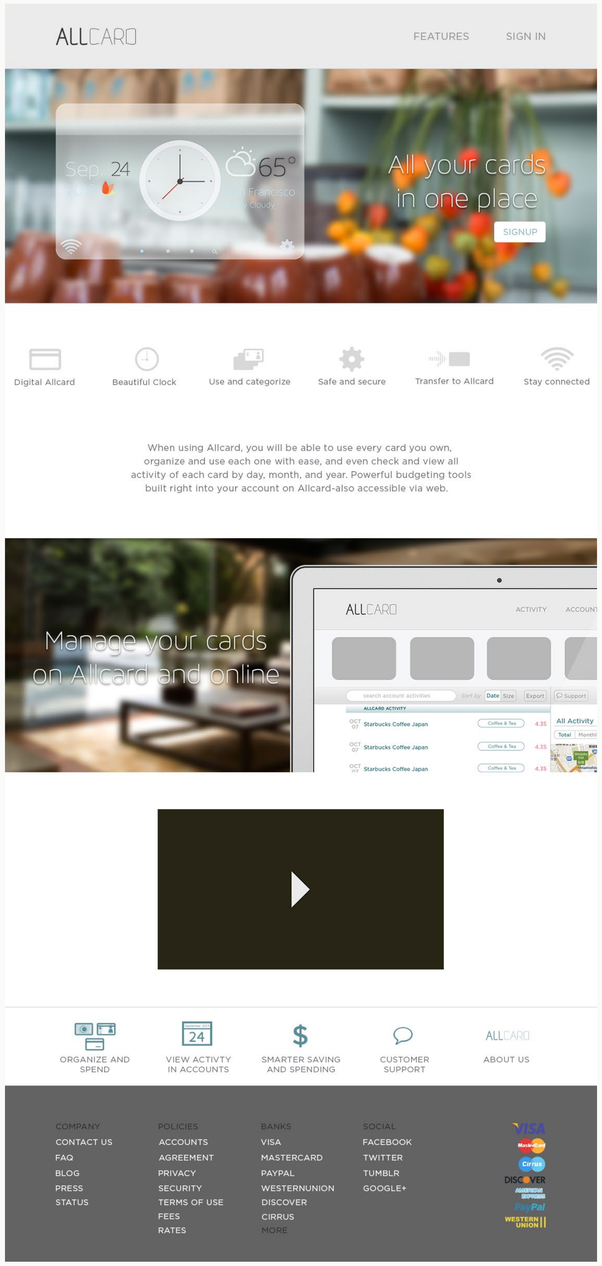
WEBSITE DESIGN PROCESS

EARLY DRAFT



LATER DRAFT





ALLCARD HOME PAGE

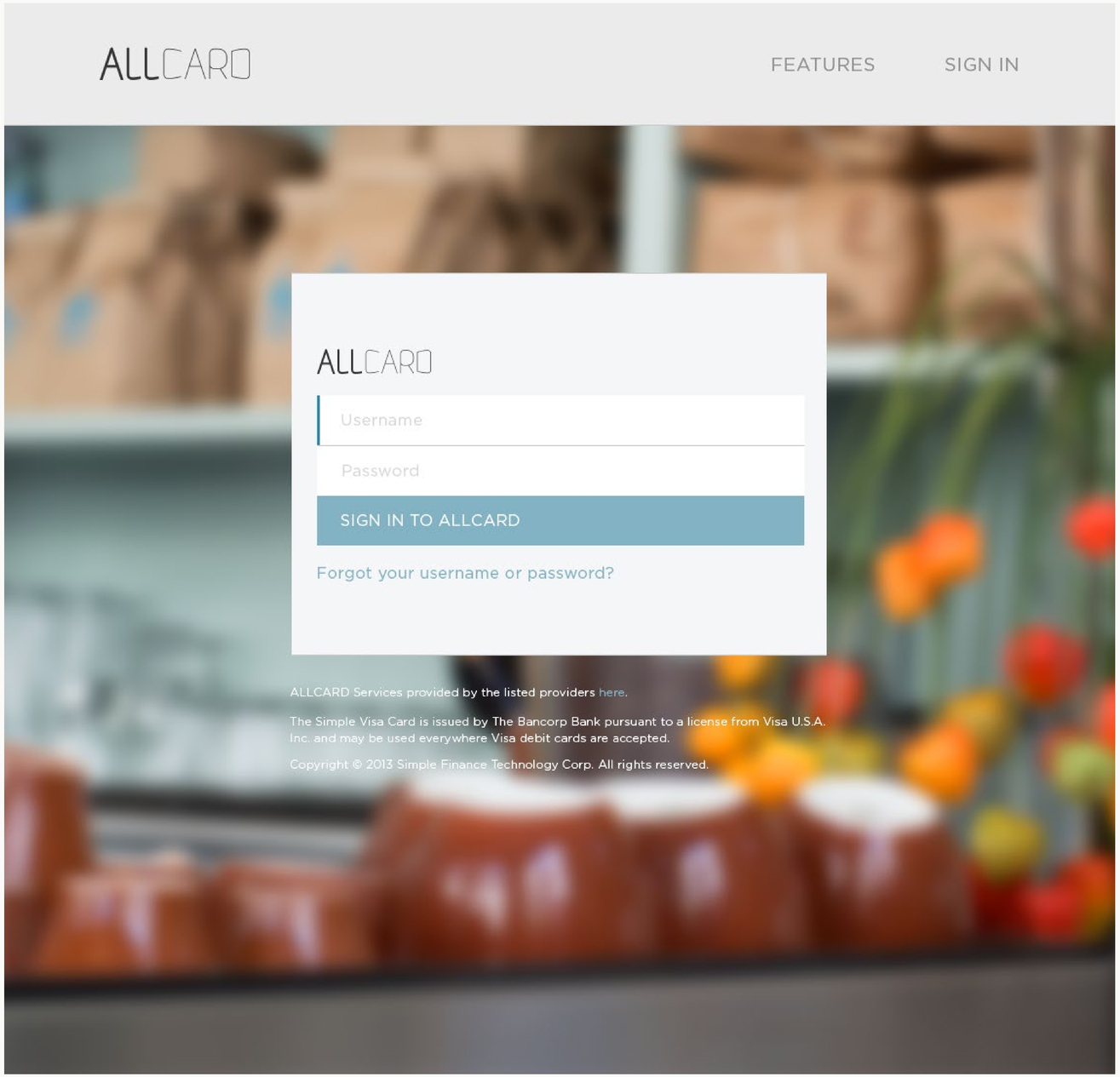
With the Allcard website homepage, you have an essence of what it is and what it does. It has a very clean friendly design and still shows the security that most card companies would have. All six icons on the website will also describe a little bit about what Allcard does. You have the ability to sign-up, sign-in, and view the features page of the website.

VIEW ALLCARD HOMEPAGE



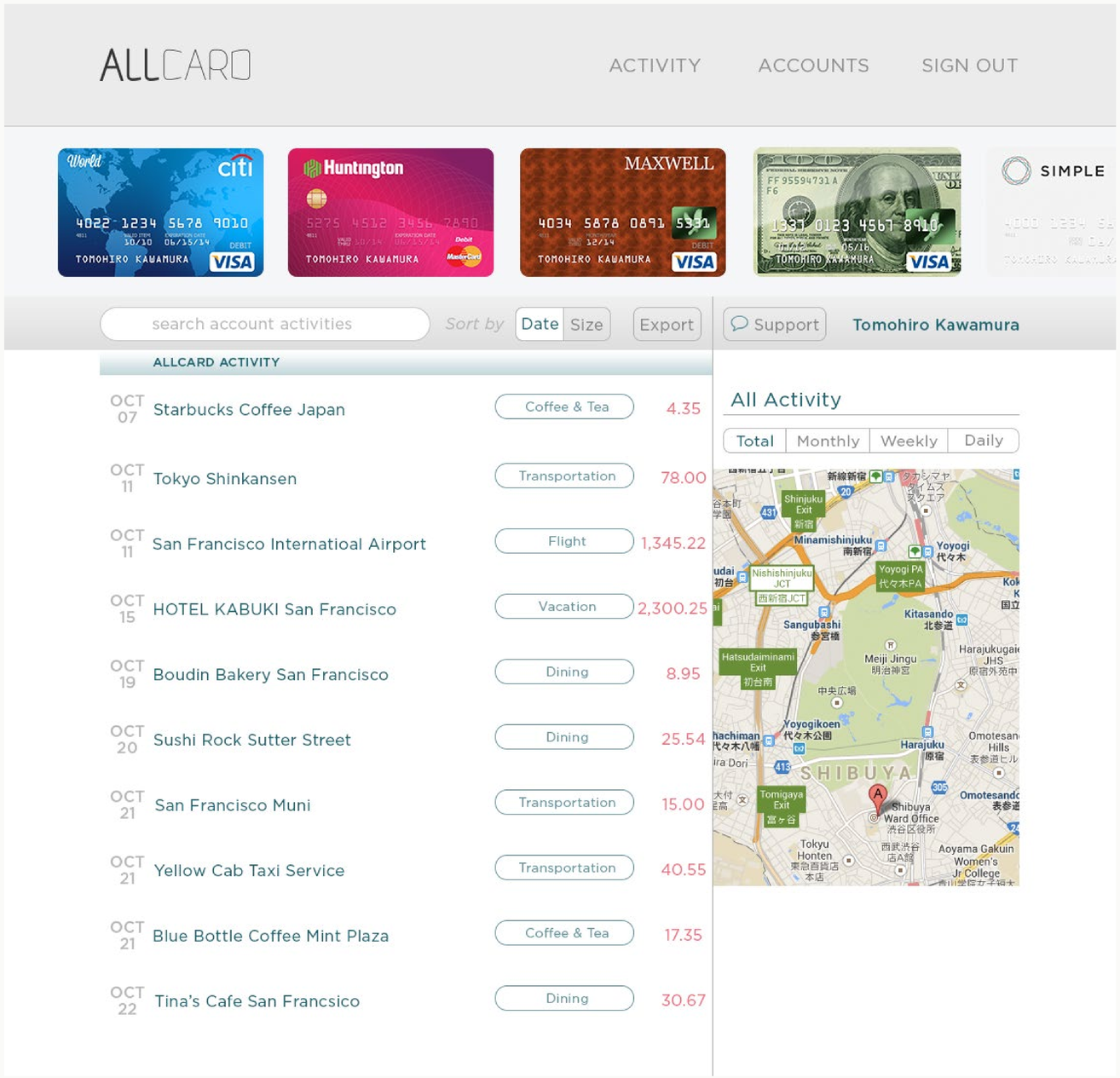
ALLCARD FEATURES PAGE

The Allcard features page tells the customer all about what the services and security are. It shows of how you can every card you've ever owned within Allcard and still have it be perfectly secure. With the thumb scanner, you will be able to keep everything safe. Three customer reviews are also listed on this page so that new users will have a feeling of comfort when signing up, they can see how others liked it as well.



ALLCARD SIGN-IN PAGE

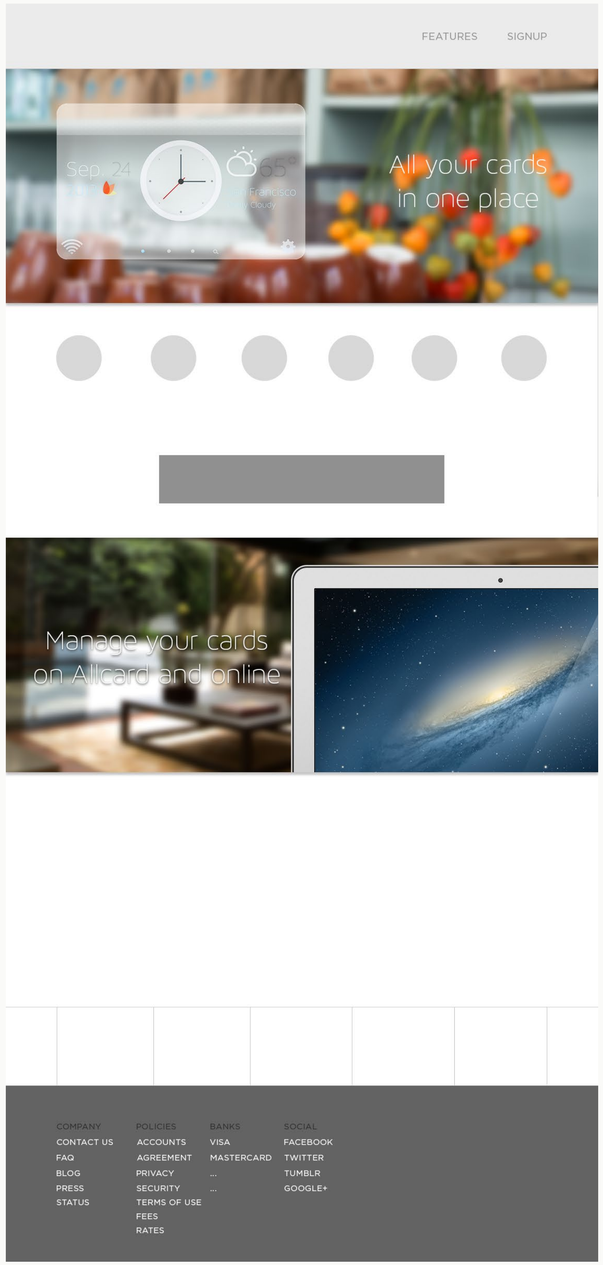
Signing in the Allcard website is very simple and easy. At the top right of the navigation bar you can just click to view the sign in screen. Just simply enter your user-name and password and then your signed in the view your Allcard accounts dashboard. If you do forget your user-name or password then simply click that area of the screen and an email will be sent to you to reset them.



ALLCARD ACCOUNTS DASHBOARD PAGE

The Allcard accounts dashboard is very safe and secure. Only available to you by signing up and signing in, you can view every card that you own, see all of your connected accounts, view the transactions that you made with each card on a certain day, and even see where the locations that you've used your card at.

EARLY MOCKUP



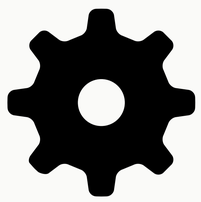
WEATHER



SEASONS

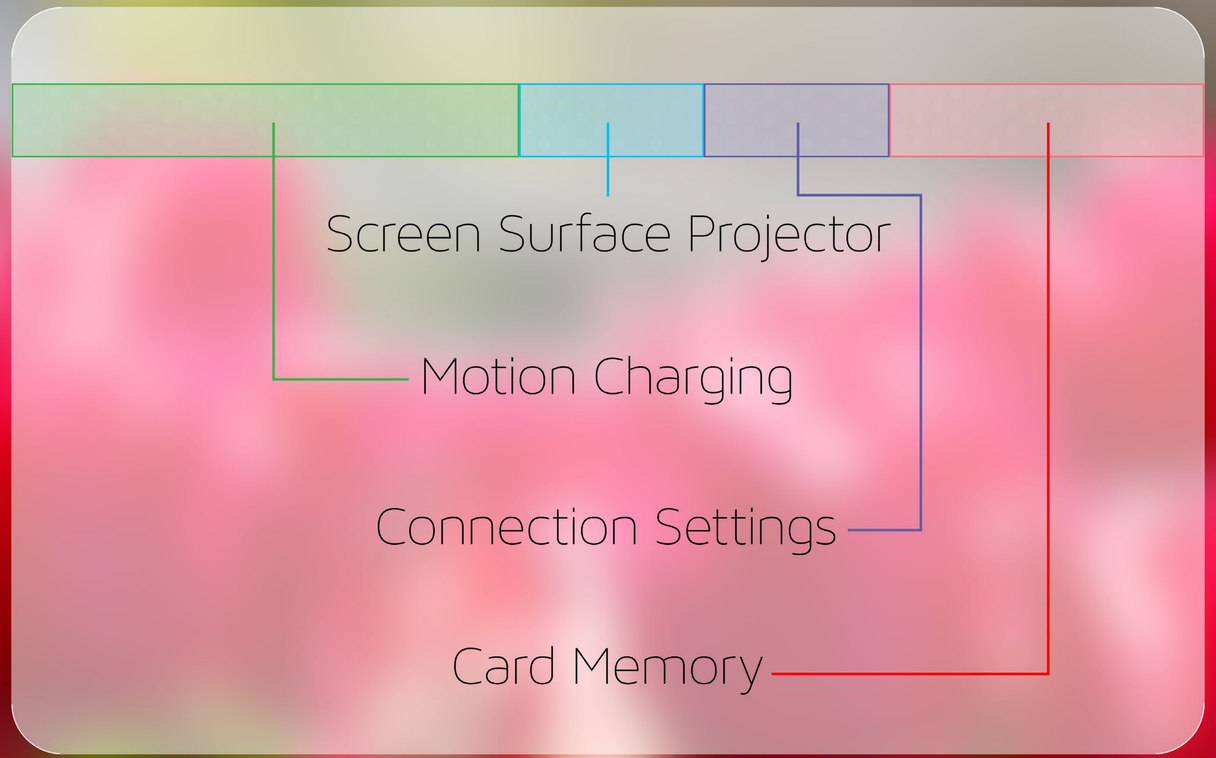


ESSENTIAL



ALLCARD CONCEPT

CARD FUNCTIONALITY



MOCKUP STAGING



ALLCARD CONCEPT

MOCKUP STAGING



ALLCARD CONCEPT

MOCKUP STAGING

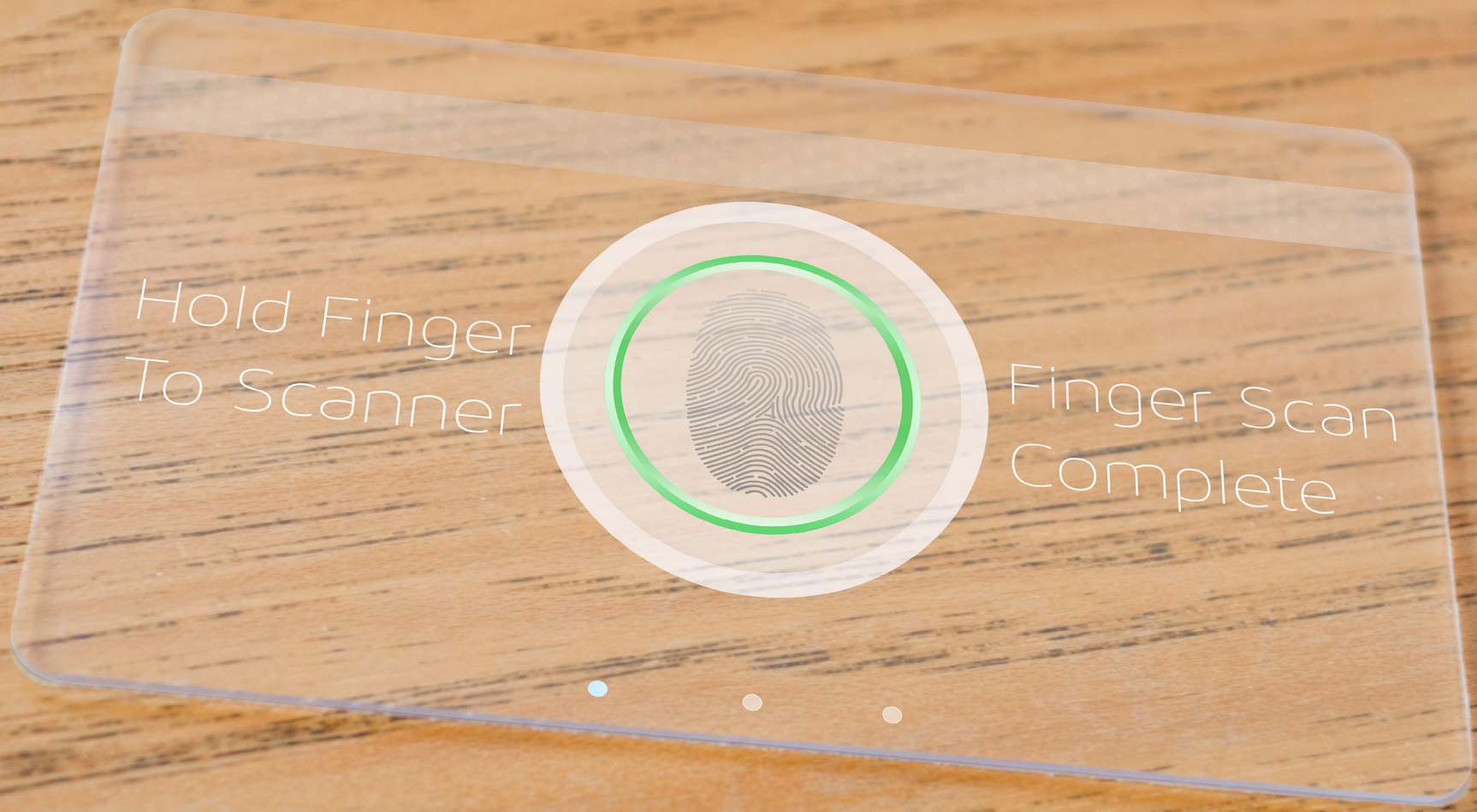


MOCKUP STAGING



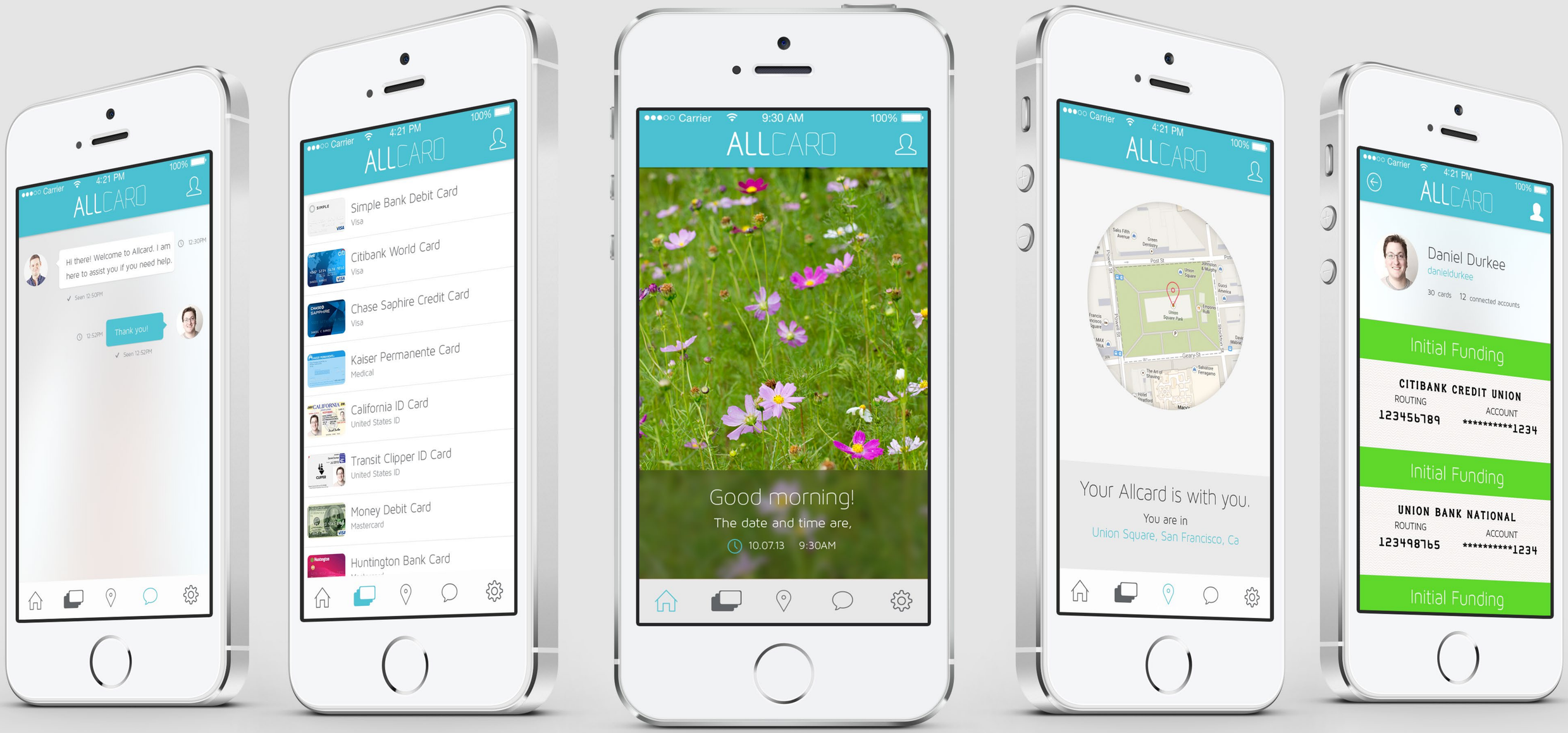
ALLCARD CONCEPT

MOCKUP STAGING



ALLCARD CONCEPT

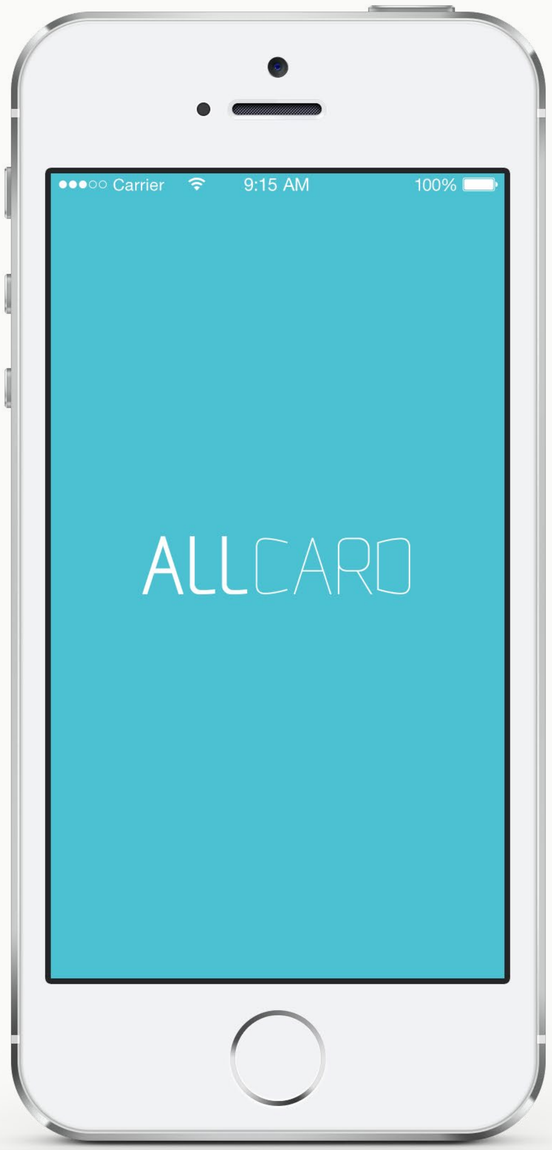
IPHONE APP



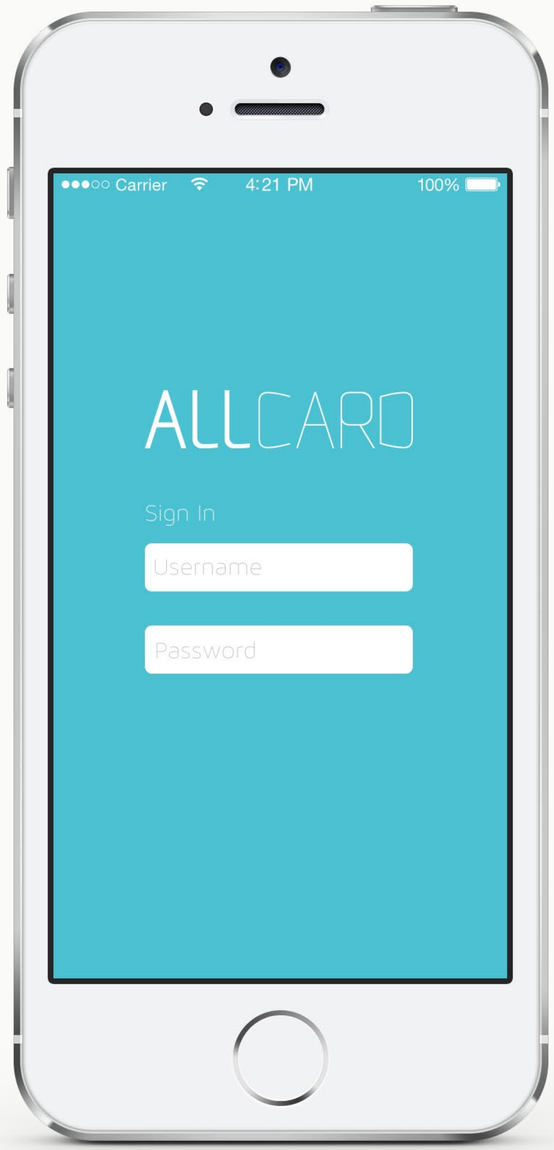
ALLCARD CONCEPT

IPHONE APP

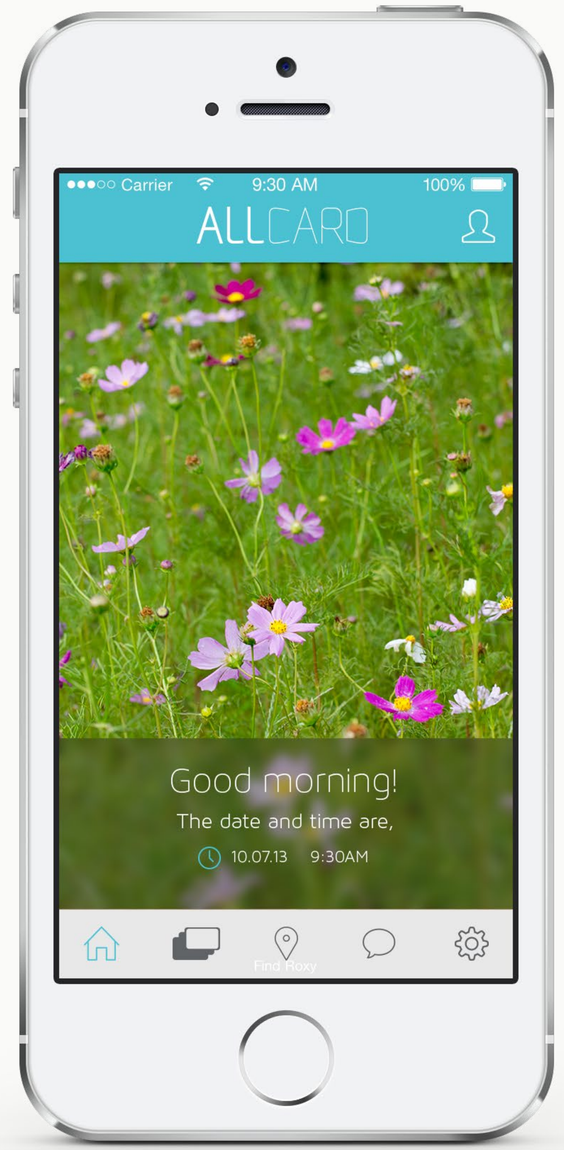
OPEN APP



APP LOGIN



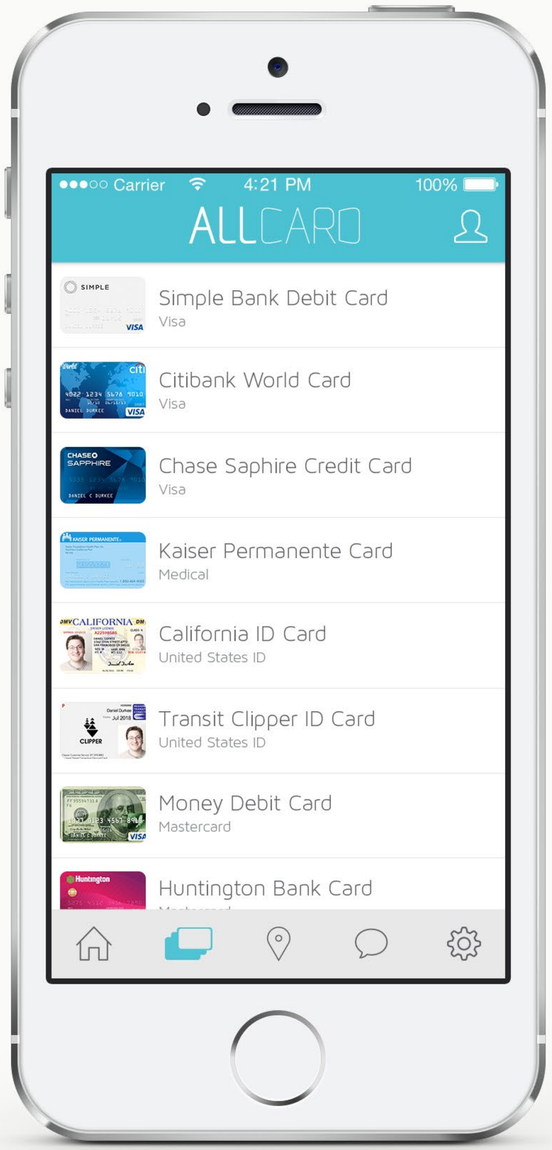
WELCOME PAGE



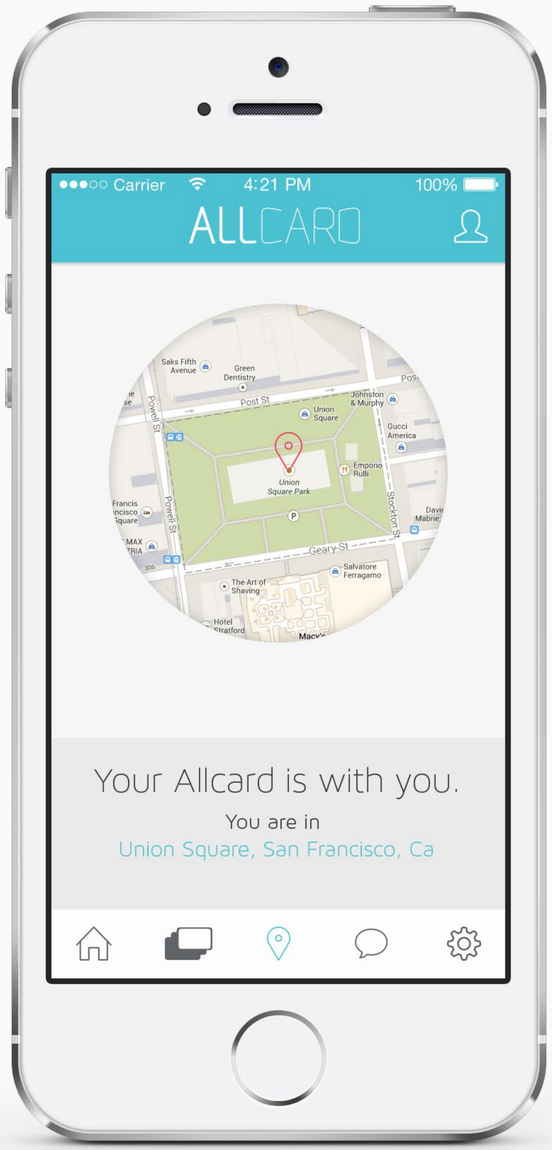
ALLCARD CONCEPT

IPHONE APP

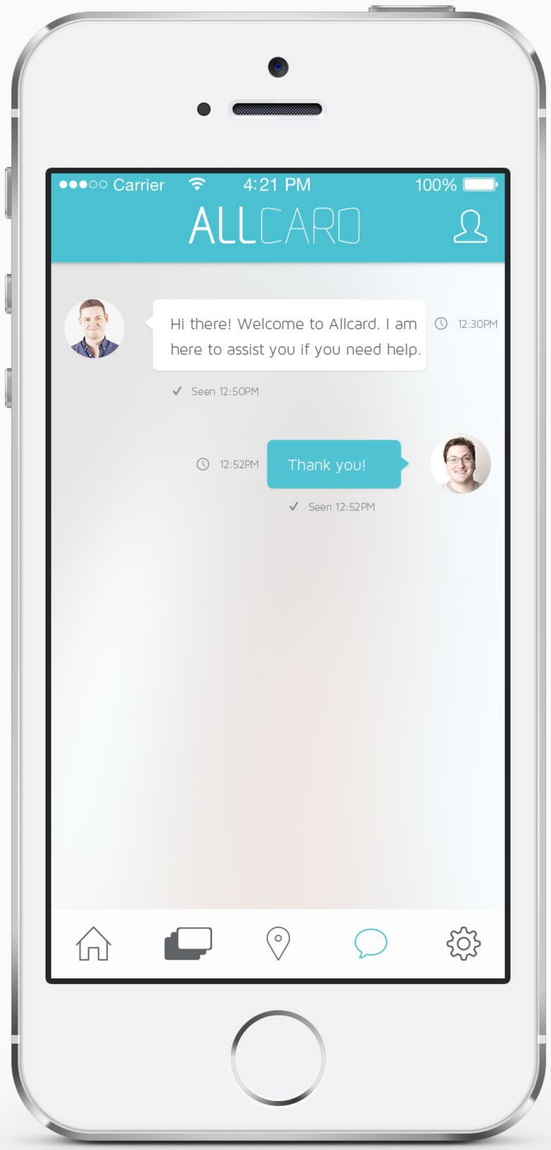
ALLCARD STACKS



LOCATE ALLCARD



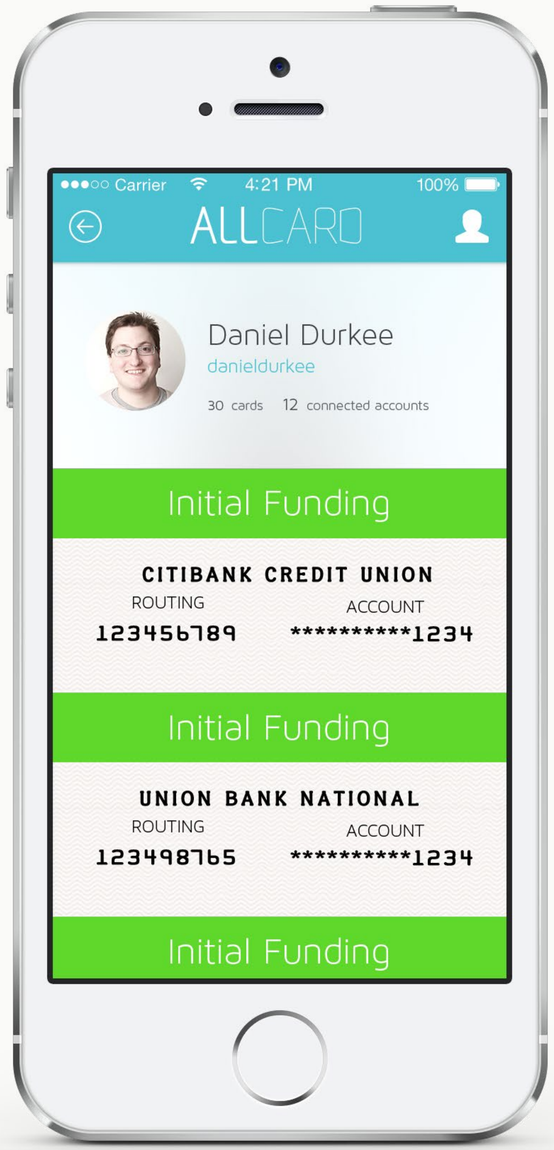
HELP DISCUSSION



ALLCARD CONCEPT

IPHONE APP

CONNECTED ACCOUNTS



TAP TO VIEW PROTOTYPE

1



TAEKYUNG KIM

Age: 23
Location: San Francisco
Occupation: Student at SFSTU
Marital Status: Single
Computer Skills: High

ABOUT TAEKYUNG

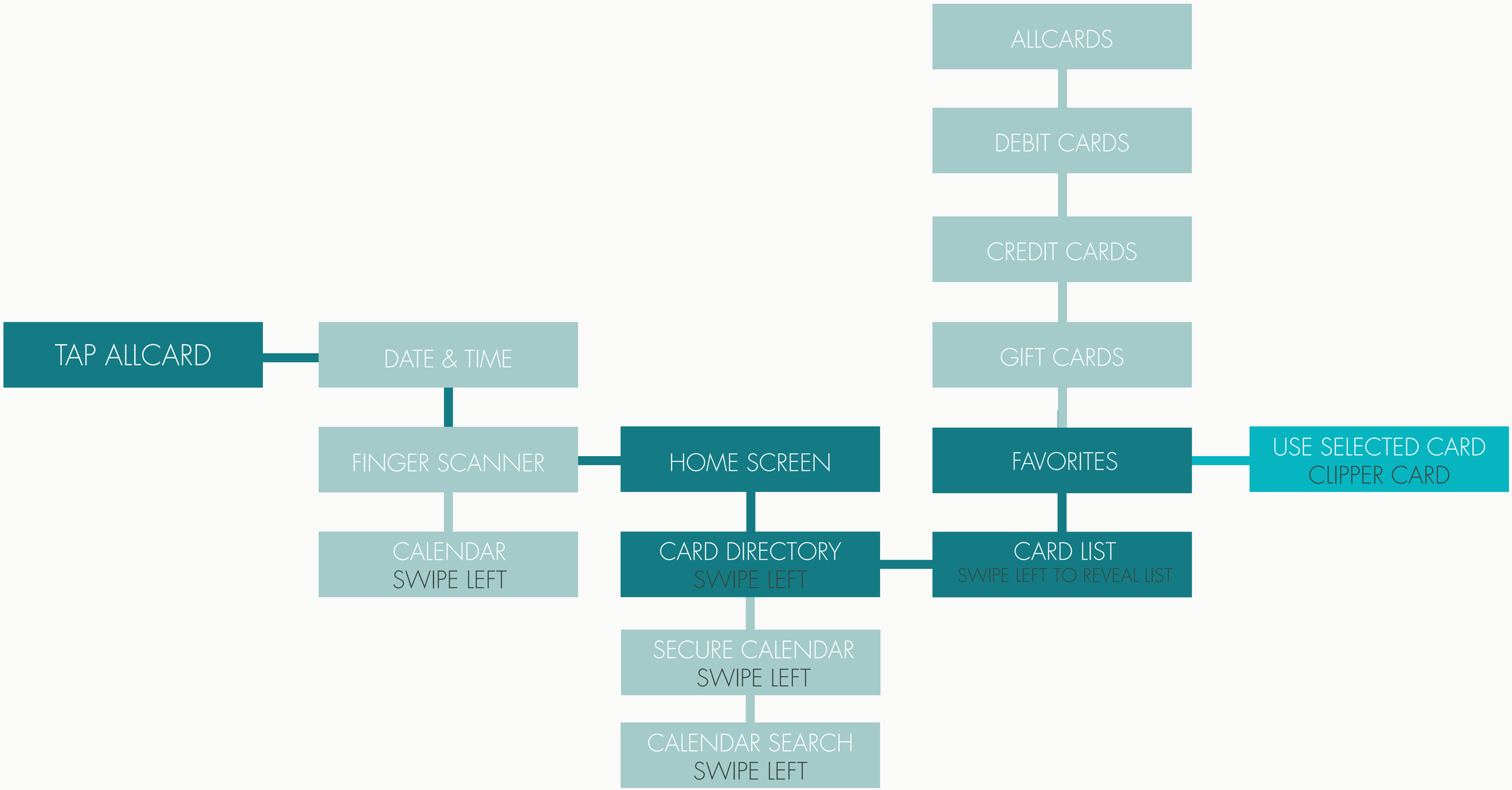
TaeKyung really likes being out and about, he uses his debit cards all the time. He also uses his phone to make payments. He believes that having all of your cards and your wallet with you is very important. What bothers him is that he has a really large wallet and doesn't like to have it in his pocket all the time. He wishes that there was a way to make using cards easier,

USING ALLCARD

When he uses goes during the day, he likes going to the movies and sometimes going to a coffee shop. He usually has a lot of things to do during the day. With "Allcard", he can use 2 of his debit cards, the buy some coffee and go to the theater, and when he goes to the doctor he can use his medical card which all of these cards are simply in one place for him to use.

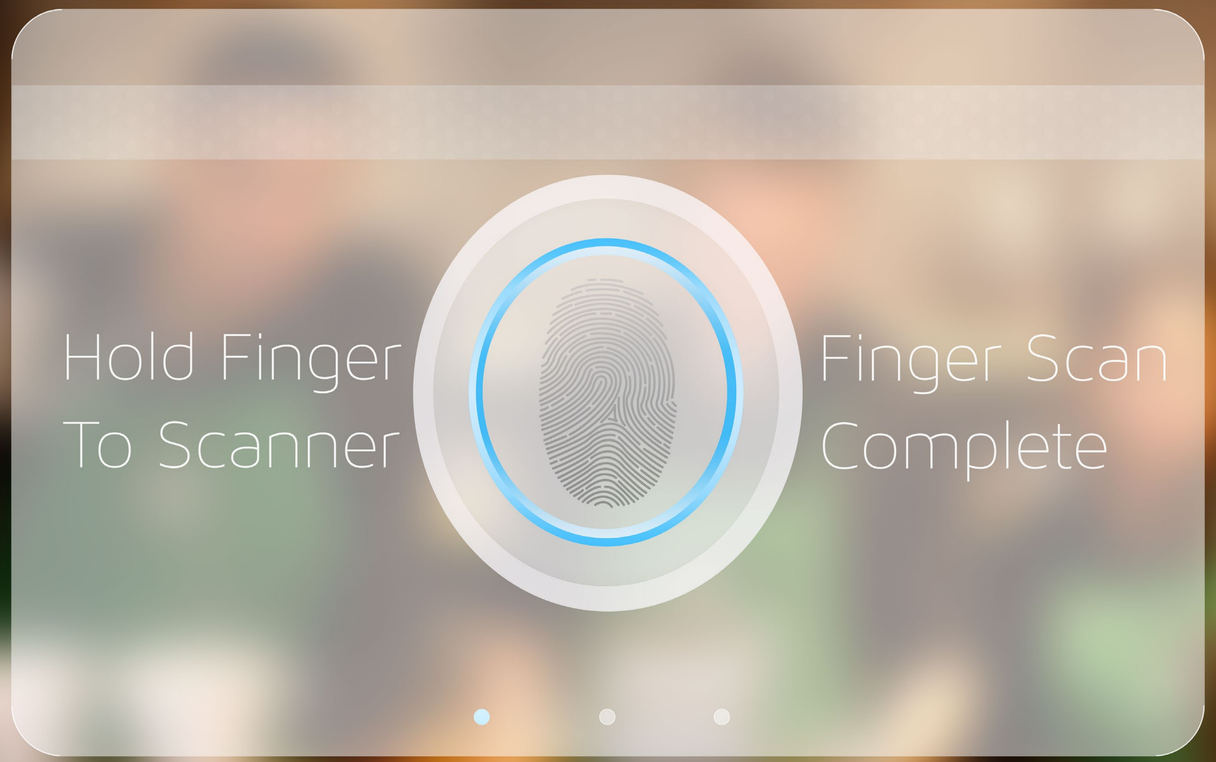
ALLCARD CONCEPT

TAEKYUNG'S USERFLOW

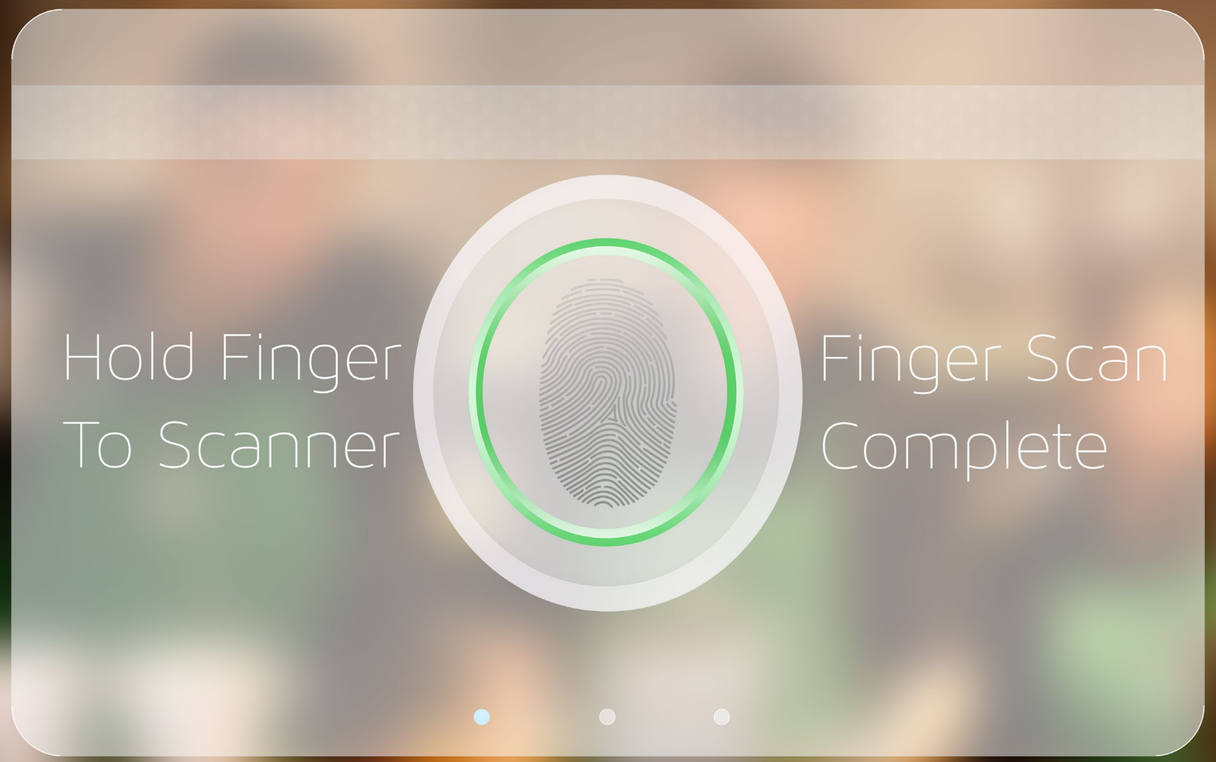



Sep. 24
2013
65°
San Francisco
Partly Cloudy

USER PERSONA



USER PERSONA




Sep. 24
2013
65°
San Francisco
Partly Cloudy

ALLCARD CONCEPT

USER PERSONA



ALLCARD CONCEPT

USER PERSONA

All Cards

Debit Cards

Credit Cards

Loyalty Cards

Personal Cards

Gift Cards

Favorites

Custom Set











ALLCARD CONCEPT

USER PERSONA

All Cards

Debit Cards

Credit Cards

Loyalty Cards

Personal Cards

Gift Cards

Favorites

Custom Set











ALLCARD CONCEPT

USER PERSONA



USER PERSONA

P

A0066888

TaeKyung Kim

Expires Jul 2018

REGIONAL TRANSIT CONECTION

CLIPPER



Clipper Customer Service: 877.878.8883
Regoinal Transit Connection Discount Card

2



RIN LORRUNG

Age: 25
Location: Berkeley
Occupation: Student at UC Berkeley
Marital Status: Single
Computer Skills: Medium

ABOUT RIN

Rin is a student at UC Berkeley, she likes going out with friends and studying when she can at various coffee shops around Berkeley where other students are too. She is usually on a budget and likes spending money, but spending it wisely.

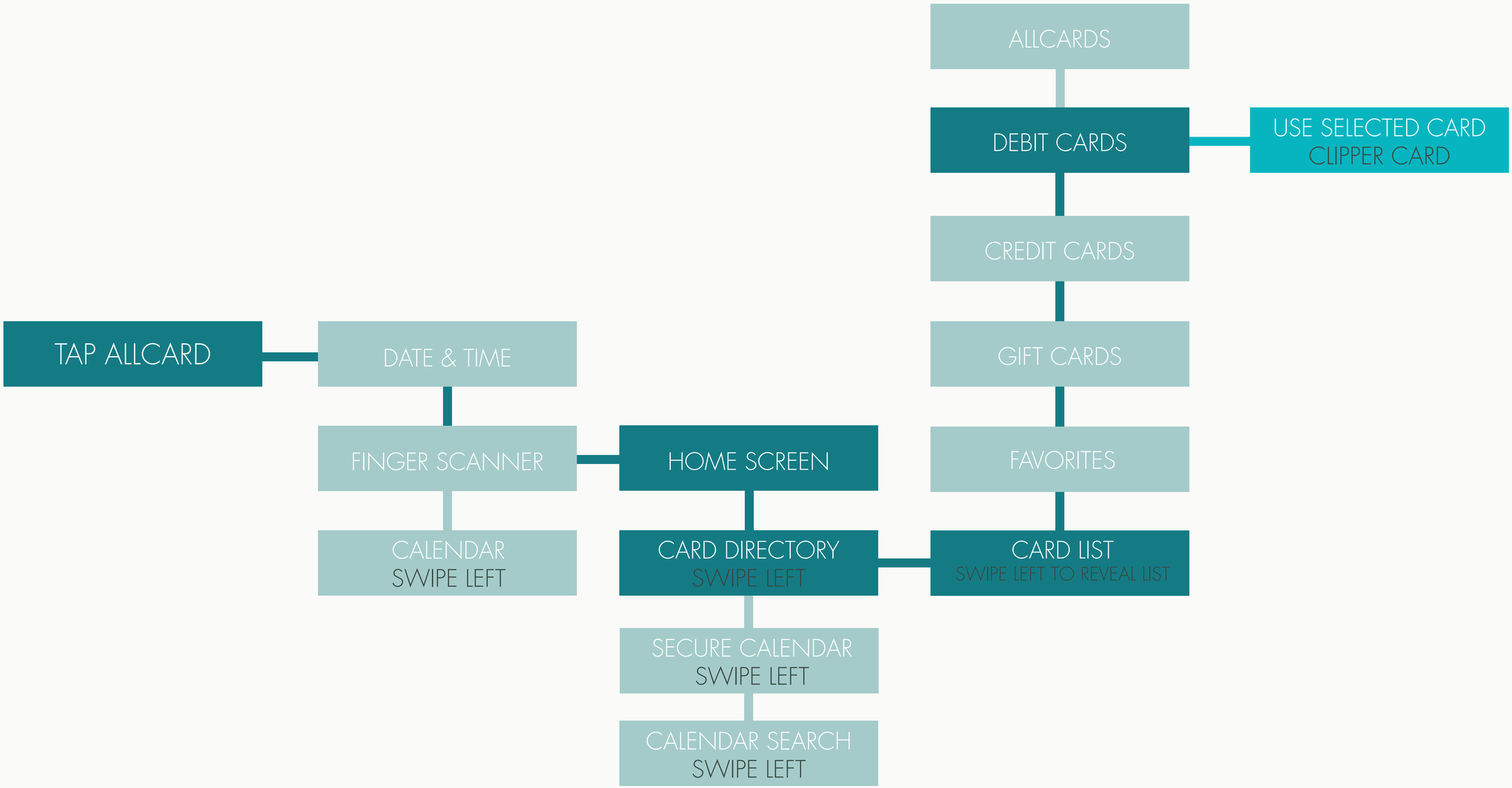
USING ALLCARD

Rin takes a lot of classes and spends a considerable amount of money on college textbooks. What's important is that she only uses one debit card for buying her books and other debit or credit cards for being out and about with friends. She uses "Allcard" for using many different cards when she is out. She uses different debit cards for different things. She manages her money well and now she doesn't have a huge wallet from having too many different kinds of cards.

TAP HERE TO VIEW PROTOTYPE

ALLCARD CONCEPT

RIN'S USERFLOW

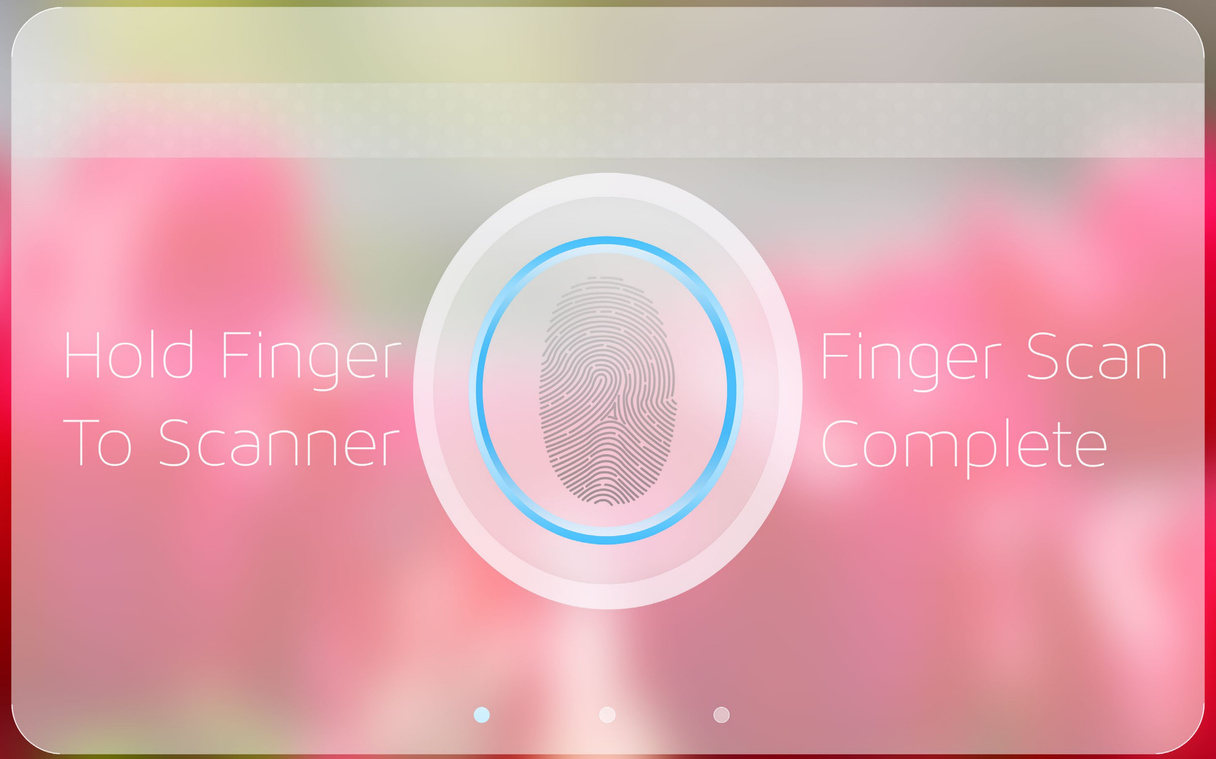


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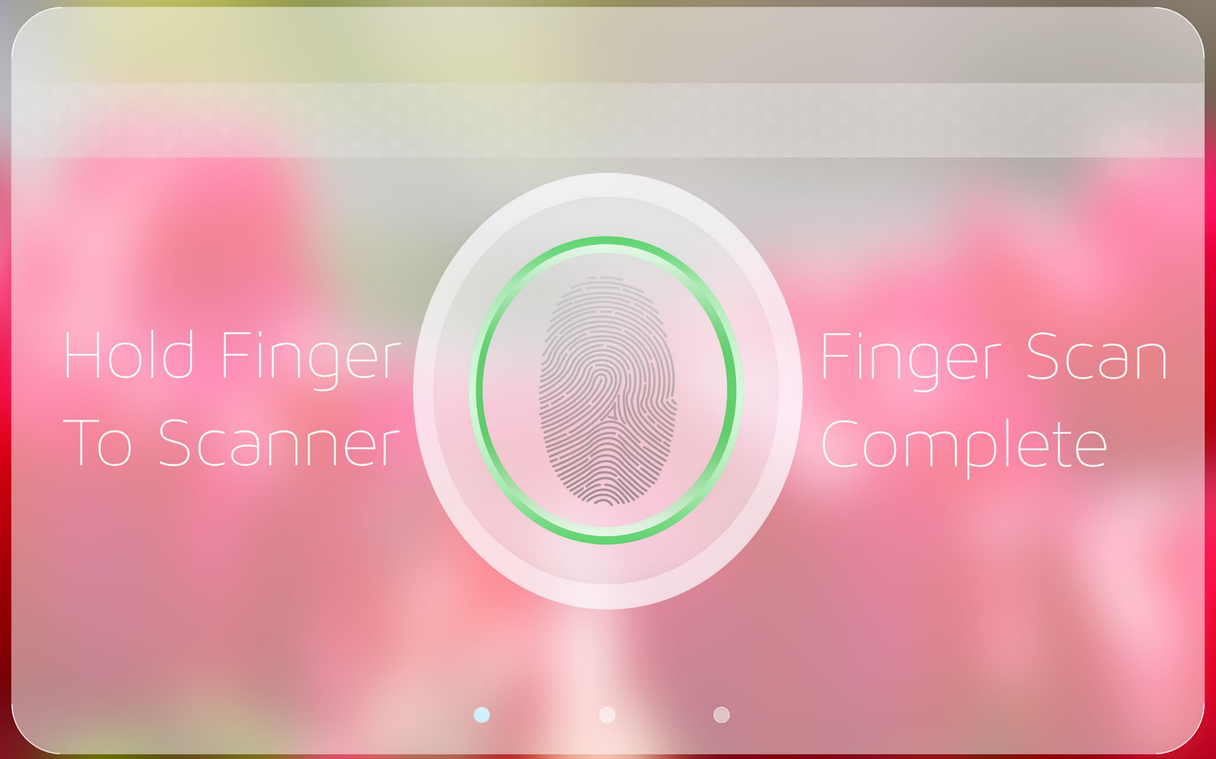
USER PERSONA



USER PERSONA



USER PERSONA



ALLCARD CONCEPT

USER PERSONA



ALLCARD CONCEPT

USER PERSONA



ALLCARD CONCEPT

USER PERSONA

All Cards

Debit Cards

Credit Cards

Loyalty Cards

Personal Cards

Gift Cards

Favorites

Custom Set











ALLCARD CONCEPT

USER PERSONA



ALLCARD CONCEPT

USER PERSONA



USER PERSONA



3



TOMOHIRO KAWAMURA

Age: 26
Location: Tokyo, Japan
Occupation: Political Science
Marital Status: Single
Computer Skills: High

ABOUT TOMOHIRO

Tomohiro recently graduated from UCLA and is now living in Tokyo Japan. He works in the international stock market and has a very busy life. He doesn't spend a lot of time at home and he traveled abroad quite frequently. During his weekend he usually likes going out and spending his time with his friends and family.

USING ALLCARD

Tomohiro likes Allcard because it makes his life much more convenient and easier because he is always traveling around and never really has time be at home. With this, he can use every card he's ever owned and take it with him everywhere. He likes that Allcard can accept all his cards that are from all over the world. All he had to do was enter his card information and select the company that each of his cards complies with and then enter each card information. After doing this, he is completely ready to use Allcard anywhere.

ALLCARD CONCEPT

USER PERSONA



USER PERSONA

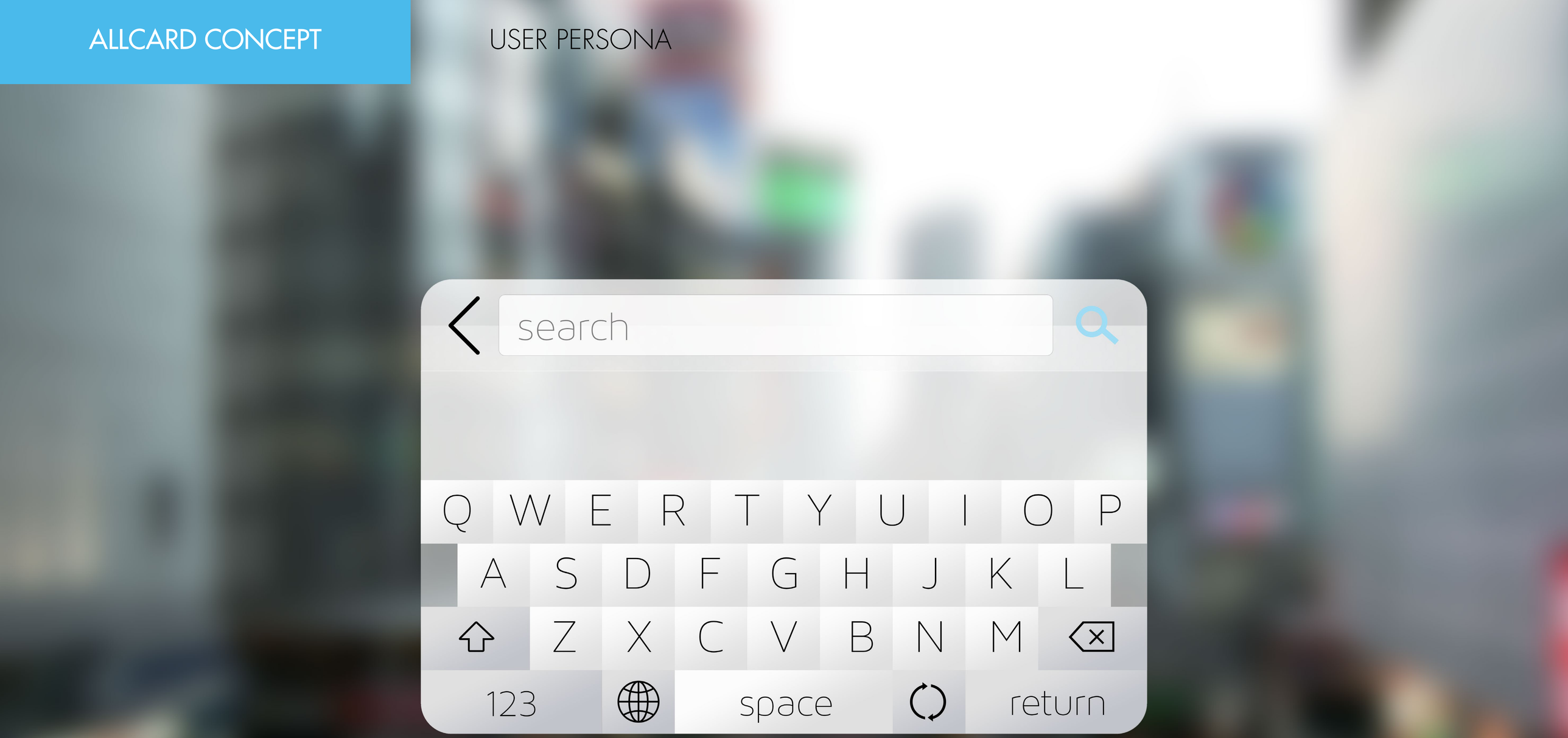


USER PERSONA



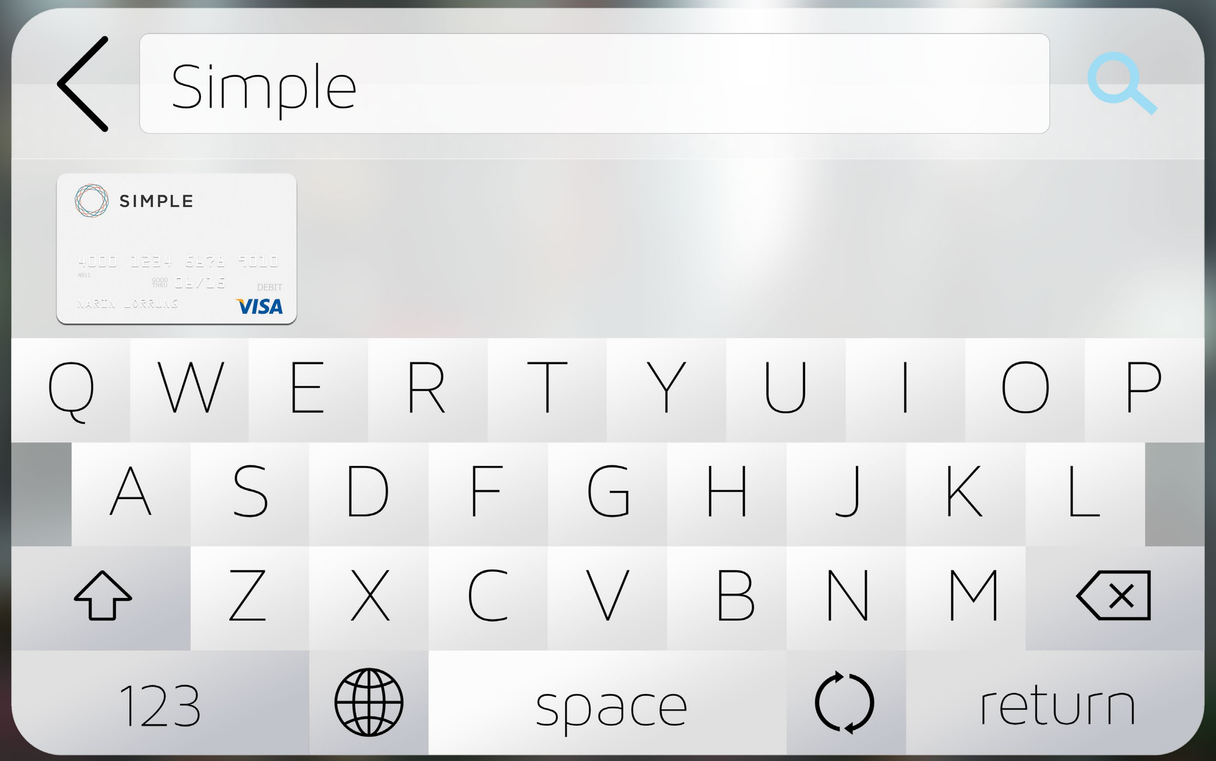
ALLCARD CONCEPT

USER PERSONA



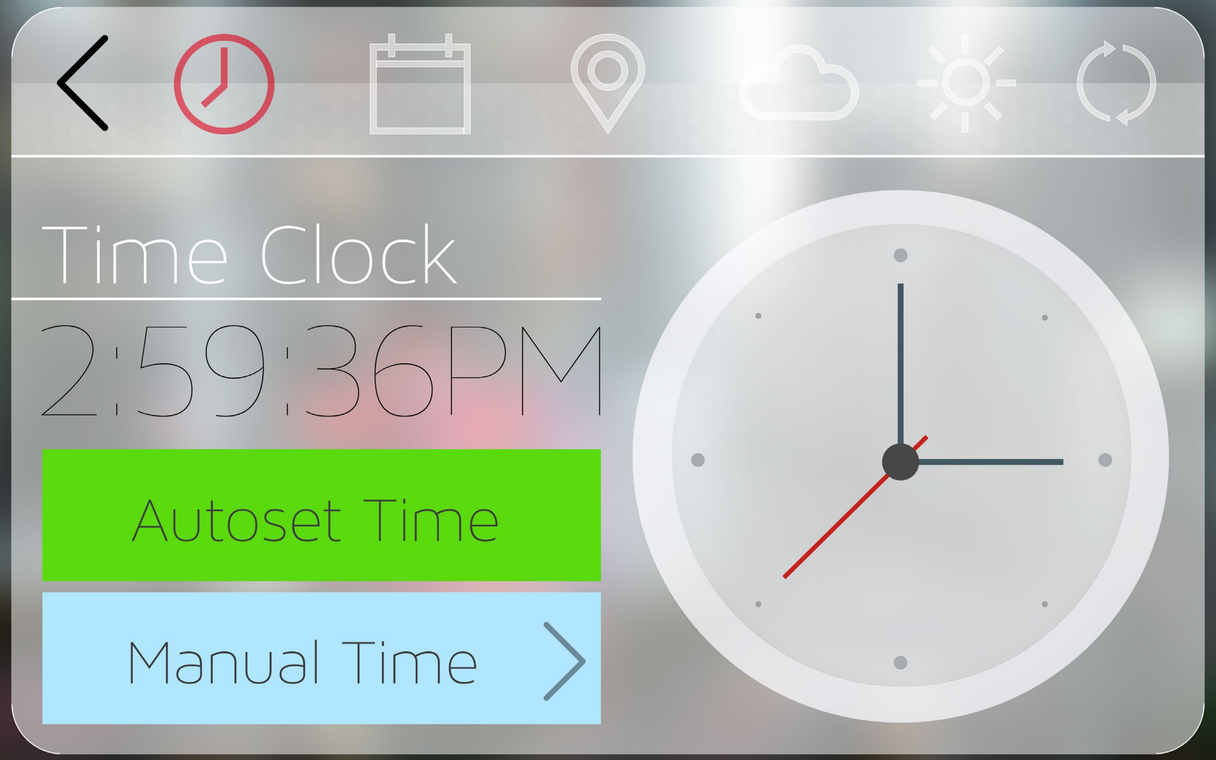
ALLCARD CONCEPT

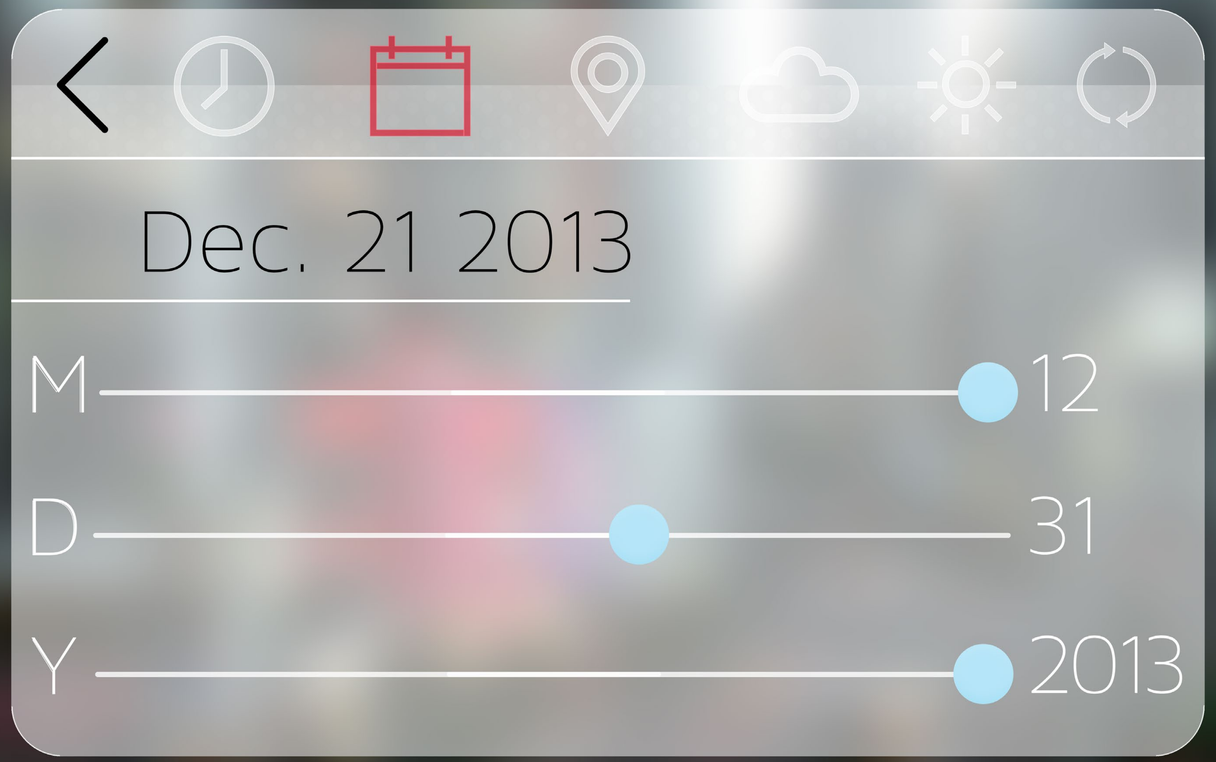
USER PERSONA



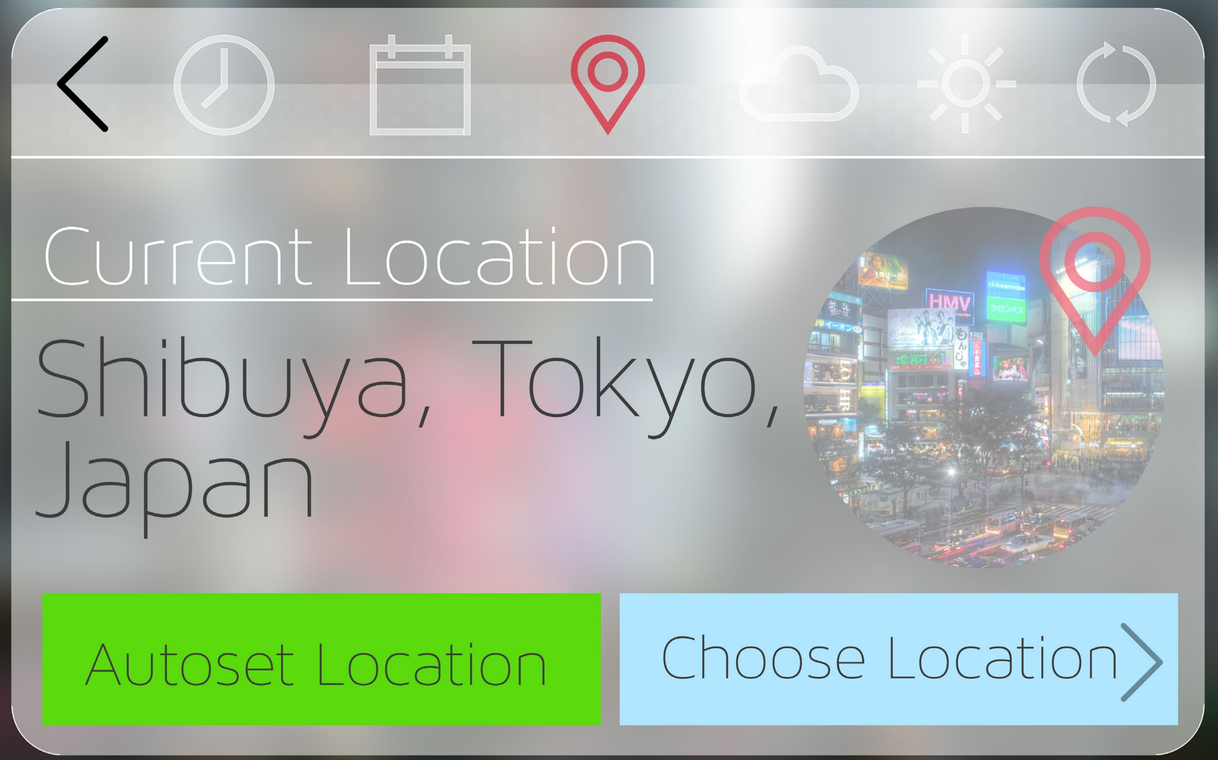
ALLCARD CONCEPT

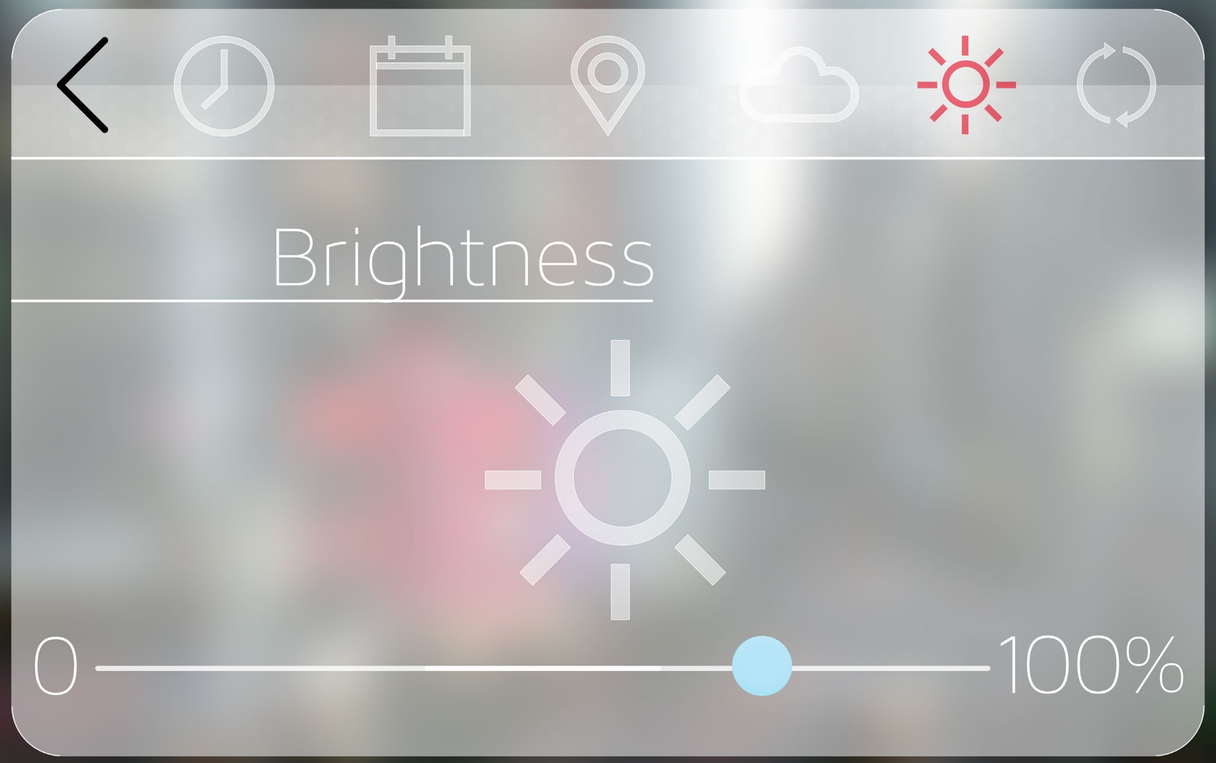
USER PERSONA




Dec. 21 2013
M
12
D
31
Y
2013

USER PERSONA




Brightness
0
100%


Refresh Allcard
Tap on icon
to refresh
Refresh is
complete

DIGIBOOKS CAFE

DANIEL DURKEE

PROBLEM

The huge success of digital devices along with the rapidly changing economy have created a huge has created a massive shift of the use from paper and books to digital eReaders. The effect resulted in a huge loss of bookstores in many location and the collapse of many book companies. The huge loss is what they provided to the average customers. Many readers around San Francisco don't exactly have a quiet place to sit down, drink their coffee and read. Even though there are many assorted cafes, the loss of places like "Borders Books" that actually had a nice cafe left people longing for it.



ECONOMIC RECESSION



BOOKSTORES CLOSE



PLACES TO READ

SOLUTION

DIGIBOOKS CAFE

A place where people can come to read location exclusive ebooks and enjoy a nice place where they can sit down in a comfortable seat with a cup of coffee.

- San Francisco based location to bring back the love for books.
- All ebooks are only available at the one location and no place else.
- Every customer will be given a digital book where they can read for 30 minutes for $3, for the next hour $6, for more hours, it's $12 more.
- Allows a bookstore to profit from people reading digital eBooks at their location.
- Creates a new way for bookstores to thrive one again.
- Provides a place for students to study and learn.
- "Internet archives" where people can access old websites, educational and recreational alike that have been discontinued from the web.
- Customers can also view old newspapers that are from the past. For leisure time customers can enjoy a nice cup of coffee while they sit and read.

SUBSCRIPTIONS

REGULAR

1 Day (3 Hours)
Monthly Price: $3.00
Access to exclusive eBooks
Access to eMagazines
Access to eNewsspapers

5 DAY PREMIUM

5 Days (3 Hours)
Monthly Price: $3.00
Access to exclusive eBooks
Access to eMagazines
Access to eNewsspapers
Access to Spotify Premium

MONTHLY PREMIUM

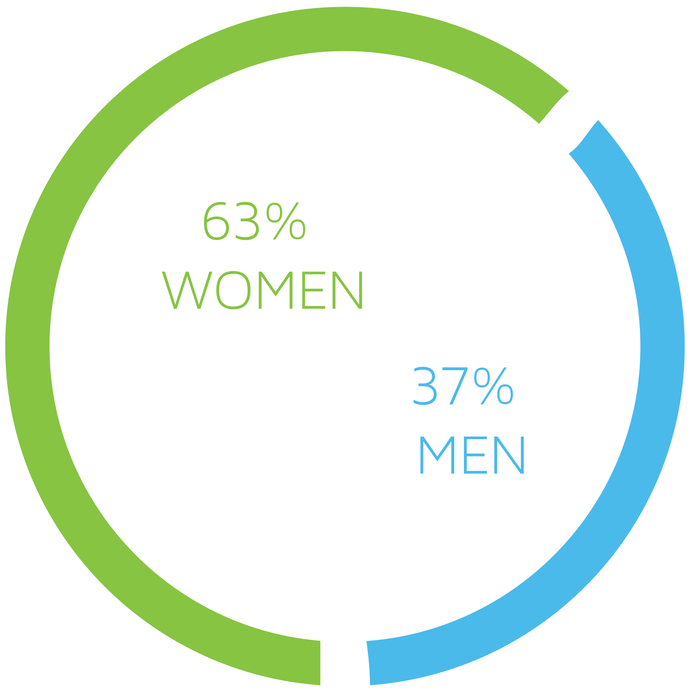
30 Days (5 hours per'day)
Monthly Price: $12.00
Access to exclusive eBooks
Access to eMagazines
Access to eNewsspapers
Access to movies not released
Access to eBooks not yet released
Access to Spotify Premium
Access to Netflix

The first 3 days of each month, this membership will have a discount at $10.00

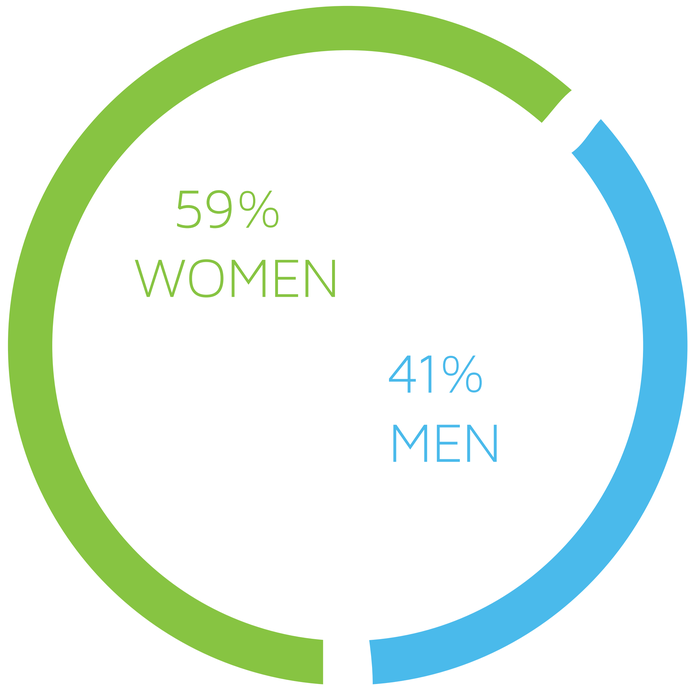
WHO READS EBOOKS?

WHO READS PRINTED BOOKS?

WOMEN. Significantly more women read eBooks than men.



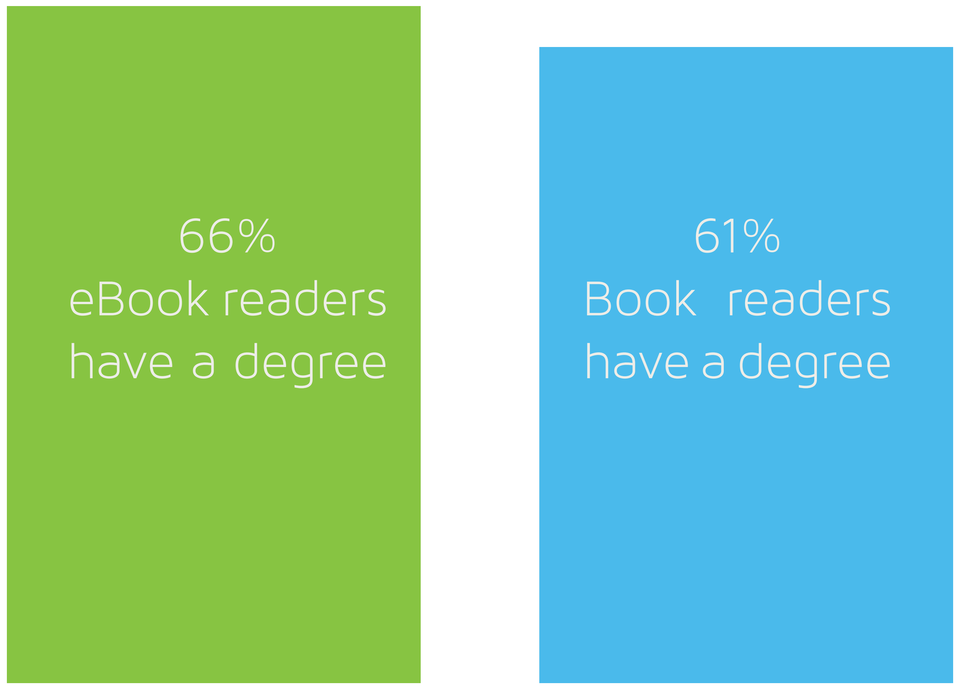
EBOOK READERS



PRINT READERS

WHO DO EBOOKS BENEFIT?

WELL-EDUCATED. Ebooks readers are more likely to have a college or post-grad degree than print readers.

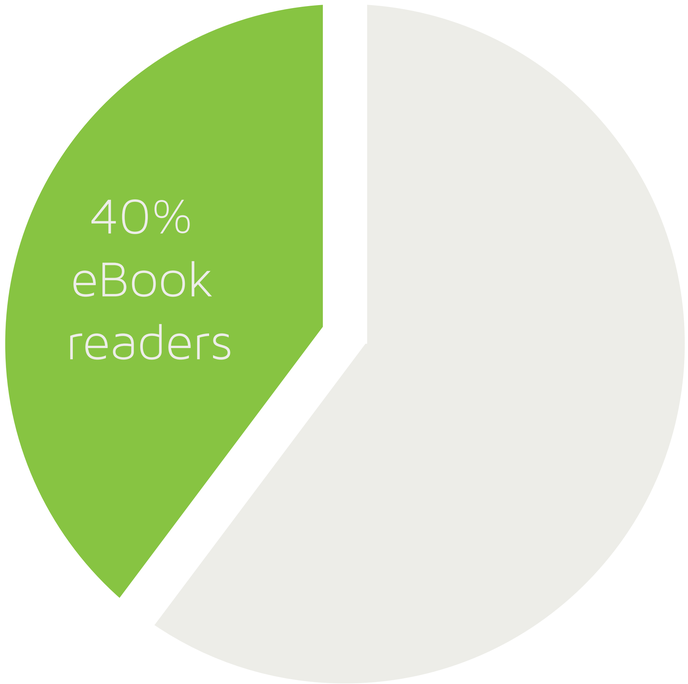


EBOOK READERS AND PRINT READERS

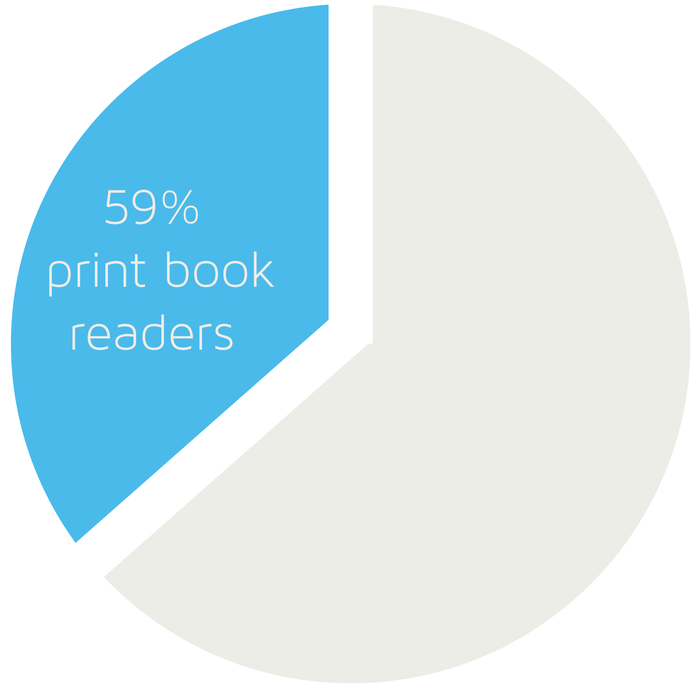
WHO READS EBOOKS?

WHO READS PRINTED BOOKS?

THE WEALTHY. People who read eBooks earn more money than people who read printed books.



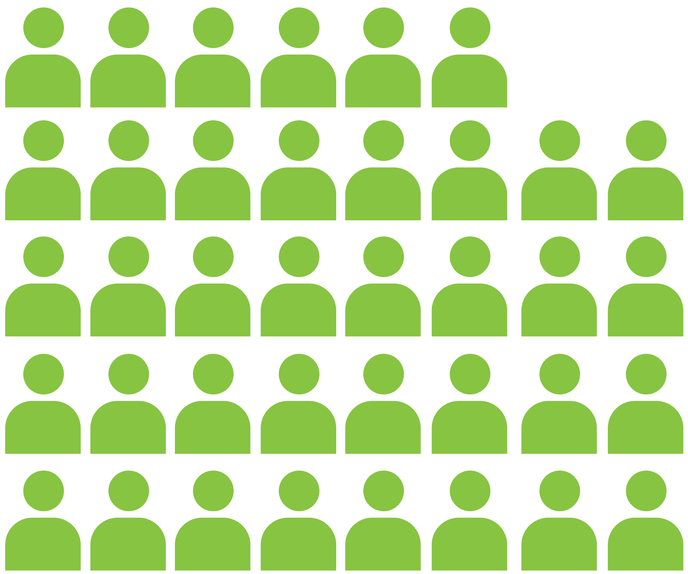
EBOOK READERS



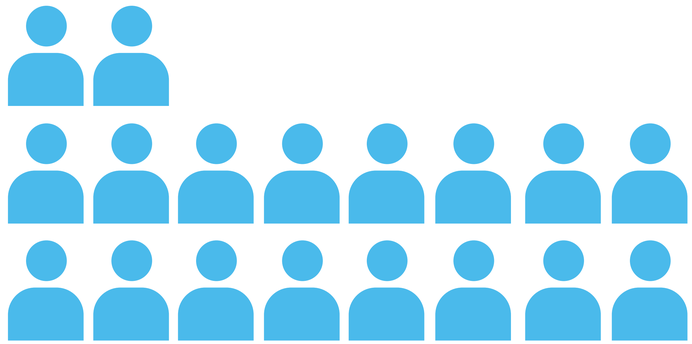
PRINT READERS

INEXPENSIVE BOOKS

BARGAINS. Readers who spent less than $5 on their last book.



38% OF EBOOK READERS

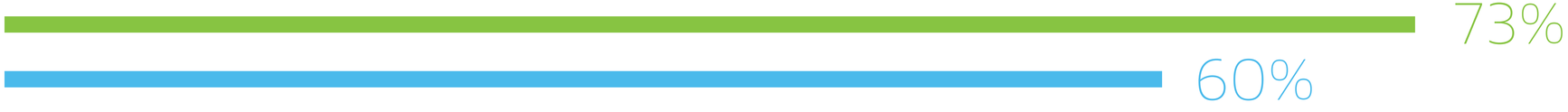


18% OF PRINT READERS

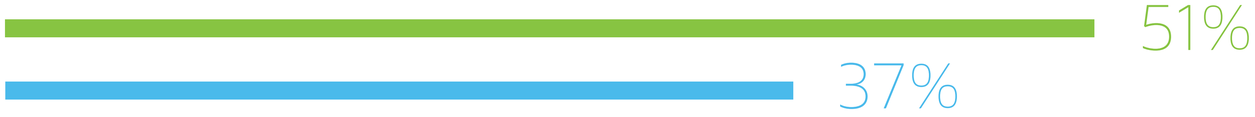
WHO LOVES BOOKS?

SIMPLE ENJOYMENT. People who simply love reading books for the pure enjoyment of it.

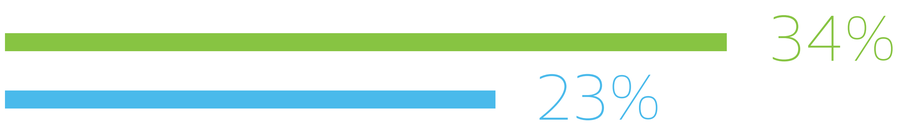
"Reading is an important part of my life."



"I like talking about books with my family and friends."



"I stay informed about upcoming books."



READER PERCENTAGES

COMPETITORS

CURRENT STRUCTURE

Not specific for San Francisco
Difficult customer service for books
Product specific and not an open source.

POPULAR COMPETITORS

Apple: The New iPad
Amazon.com: Kindle Fire HD
Barnes & Noble: Nook HD
Microsoft: Surface
Google: Android, Nexus 7

WHERE ARE READERS FOUND?

FACEBOOK Small miniature ads on Facebook can help gain customer and get more people excited to use Digibooks Cafe and even travel to their location.

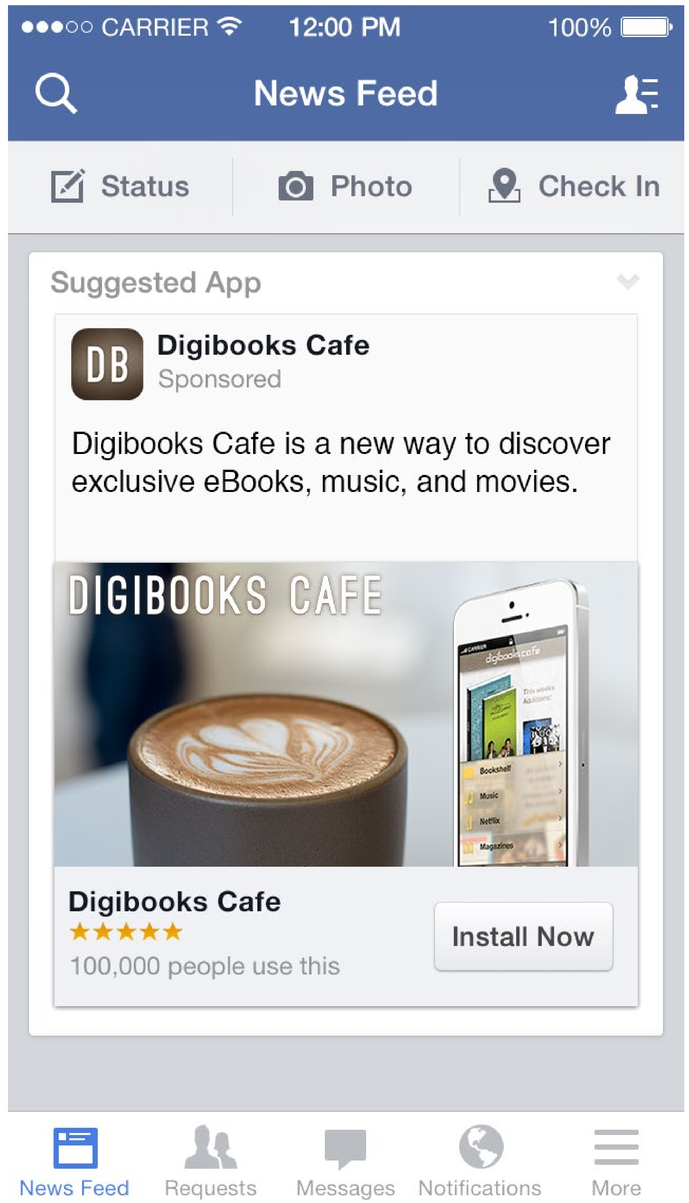
MICROSITE Having a place where people can subscribe to and learn more about Digibooks Cafe is very important and providing a microsite will definitely help customers.

DIGITAL POSTER Using a digital poster at various bus stops can help people get interested in Digibooks cafe and help them find this certain location and where ever else they can use it. Many bus-stops today have digital posters that people can use to find different stops so this will be a great help for advertising.

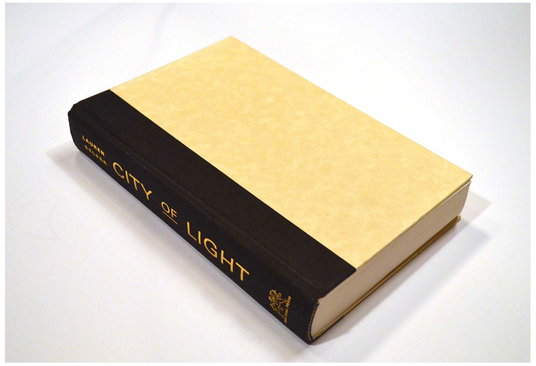
IPAD APP The iPad is one of best tablets for reading on, Digibooks Cafe will have an app that let's you read, watch movies, listen to movies and so much more. this will help attract more customers.

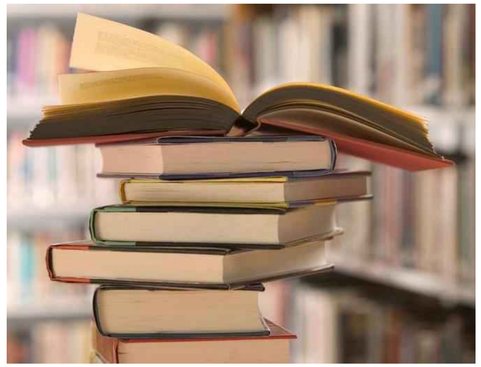
ADVERTISING

FACEBOOK Small miniature ads on Facebook can help gain customers and get more people excited to use Digibooks Cafe and even travel to their location.



MOOD BOARDS TABLES



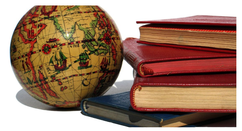








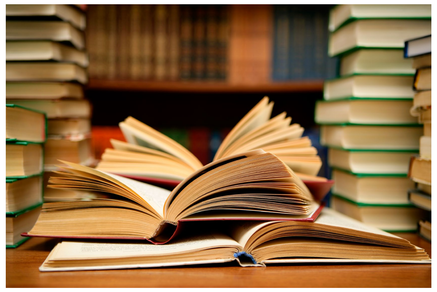


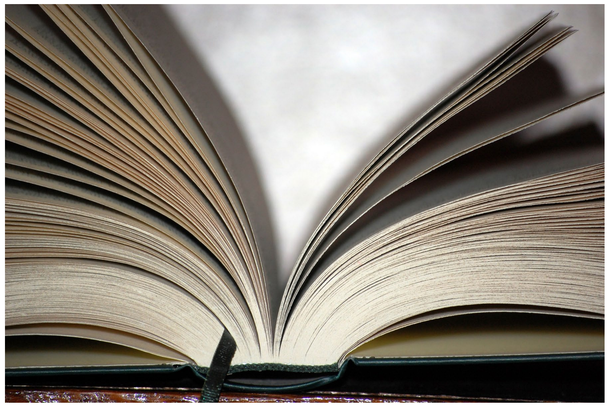








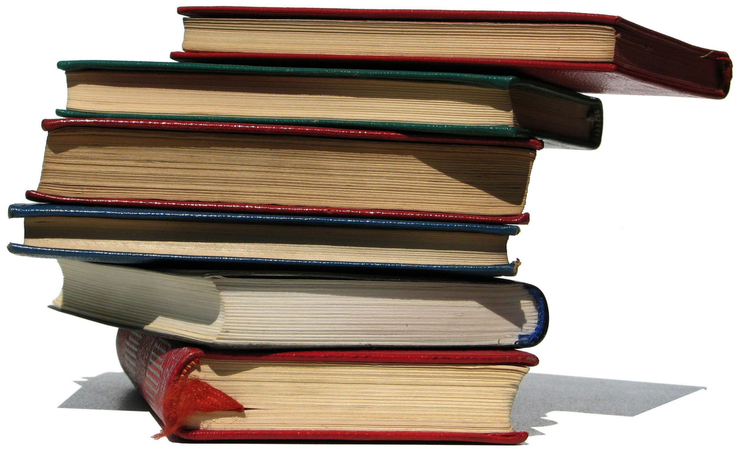








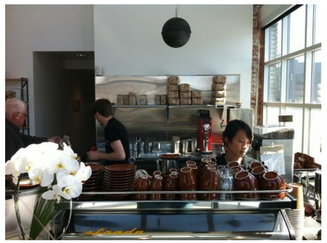




MOOD BOARDS TABLES



























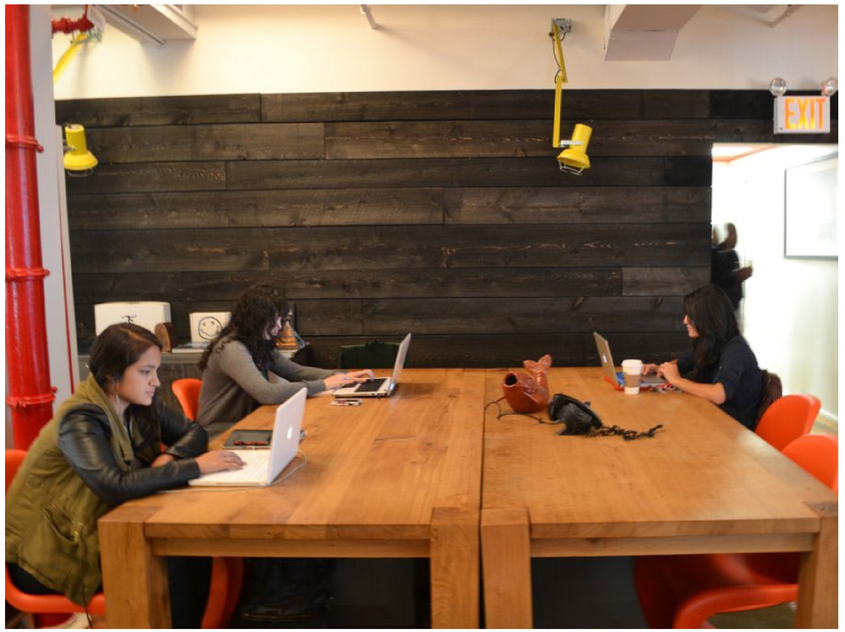




MOOD BOARDS TABLES







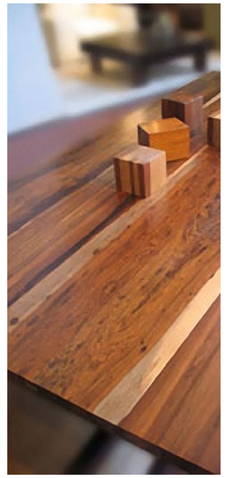














MOOD BOARDS SEATING













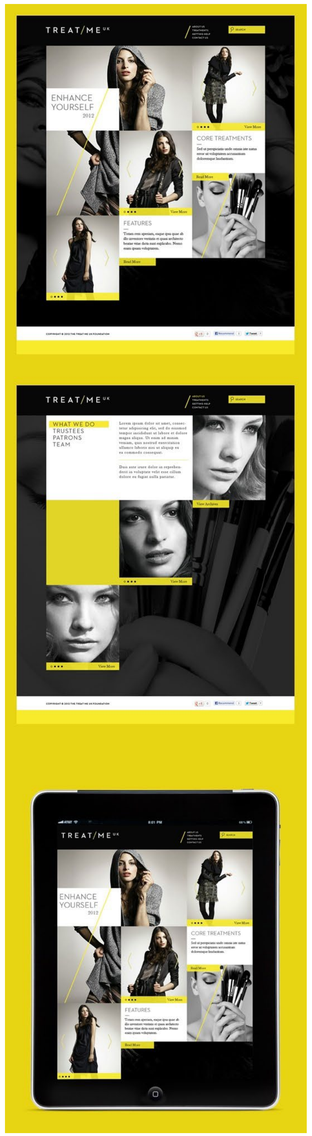




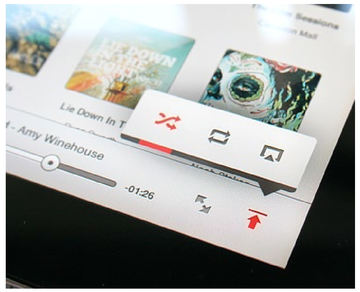




MOOD BOARDS UI CONCEPTS



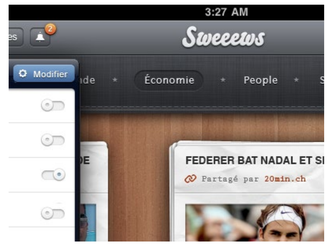


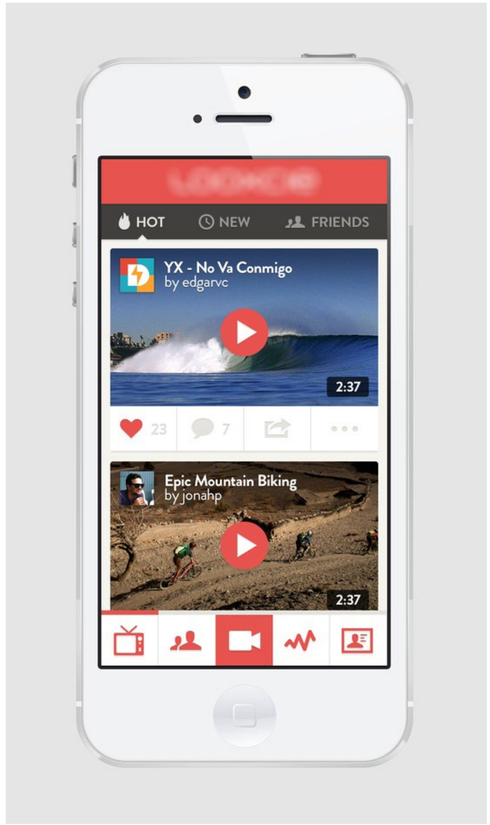




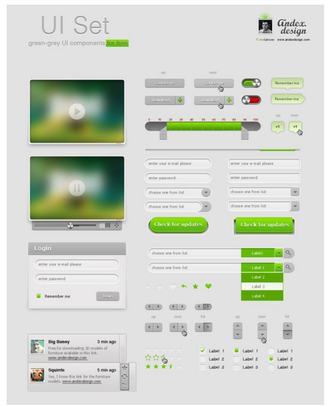














MOOD BOARDS COLOR PALETTE

C: 49 M: 48 Y: 65 K: 20
R: 122 G: 110 B: 88
L: 47 A: 2 B: 14

C: 4 M: 3 Y: 3 K: 0
R: 242 G: 242 B: 242
L: 95 A: 0 B: 0

C: 2 M: 16 Y: 76 K: 0
R: 251 G: 221 B: 91
L: 86 A: 5 B: 63

C: 44 M: 81 Y: 73 K: 66
R: 72 G: 29 B: 28
L 17 A 21 B 11

C: 0 M: 94 Y: 65 K: 0
R: 240 G: 48 B: 77
L: 54 A: 72 B: 34

C: 1 M: 79 Y: 41 K: 0
R: 239 G: 93 B: 114
L: 60 A: 58 B: 20

COLOR These main color will create a fine contrast to the iPad App design interface.

BOOKS

ROUGH
BROWN
SCRUNGY
SOFT
STAINED
SLEEK
TEXTURE
CLUNKY
MOIST
CURVE
ELEGANT
OLD
IMPRESSIVE
GIGANTIC
HEAVY
STIFF
FREEZING
LIGHT
TEXTURIZED

PERSONAL
CARVED
HAND CRAFTED
FRIENDS
TOUCH
FAVORITE
COLORFUL
CHEAP
LIFE TIME
FAMILY
NEW
HIDDEN
NOTE
FADED
TRAVEL
CURIOUS
PRINT
SLEEP
LONG FLIGHT

CHARACTERS
JOYOUS
INDULGE
DISCOVER
PLOT
AFFORDABLE
ENGAGE
LOCAL
CLEAN
CLASSROOM
CRINKLE
MARKER
PICTURE
CHAPTER
PUBLISH
EXCITING
SPELLING
SOCIALIZE
DEDICATION

EBOOKS

GENUINE
LIMITLESS
INNOVATIVE
TIMLESS
INTERCHANGE
EVOLVE
PORTFOLIO
MOVIES
SENSITIVE
DELICATE
BEAUTIFUL
LIGHT
MIND BLOWING
INTERACTIVE
EDUCATION
ILLUMINATE
INSPIRE
LONG LASTING
SURFACE

REFLECT
INTERFACE
STRESS RELIEF
LOUNGING
LANDSCAPE
BATTERY LIFE
COMFORT
ARTISTIC
HEADPHONES
ECONOMIC
NEWSPAPER
LAZY
MANAGEMENT
THOUGHTFUL
EASY
BORING
TIRED
MINDSET
CRISP

BEWILDER
LEARN
CLUBS
STUDY
VOICE NOTE
OPINION
DISCUSS
CAREFREE
TOPICS
SESSION
TYPE
ASSISTANCE
TUTOR
VIBRANT
DELIGHTFUL
MOBILE
SMOOTH
CUSTOMIZE
MULTI-TASK

THREE WORDS

EBOOKS
ENGAGING
INTERACTIVE

LOGO PROCESS

VERSION 1



VERSION 2



VERSION 3



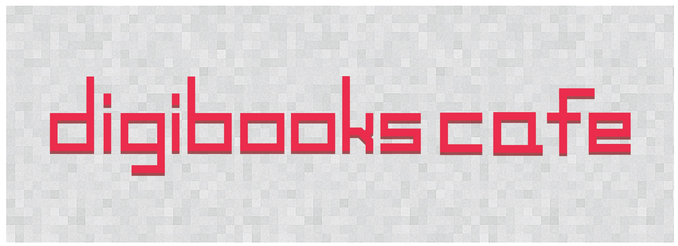
VERSION 4



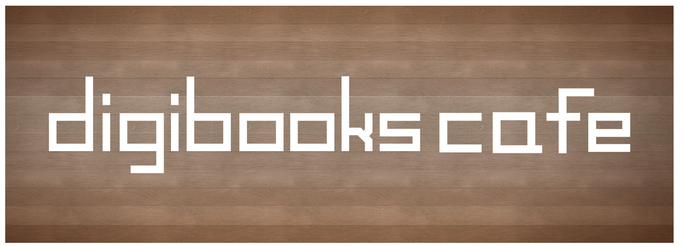
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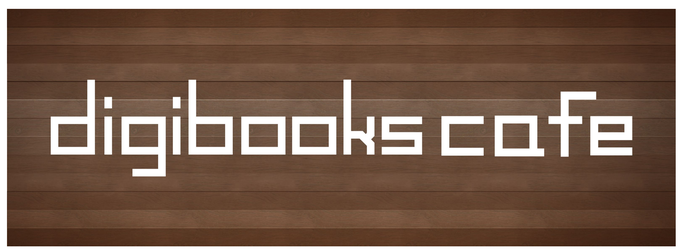
VERSION 6



VERSION 7



VERSION 8



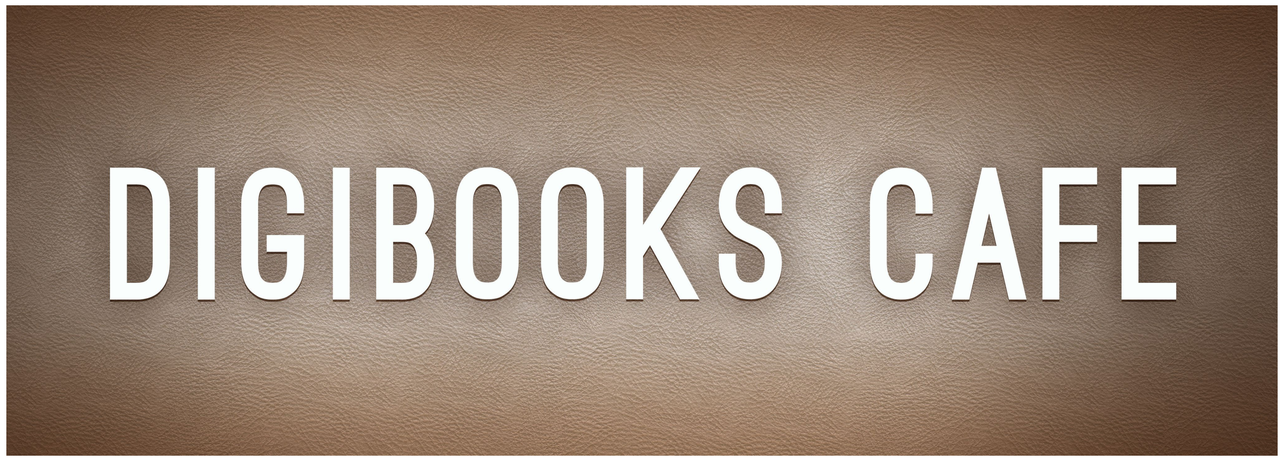
VERSION 9



VERSION 10



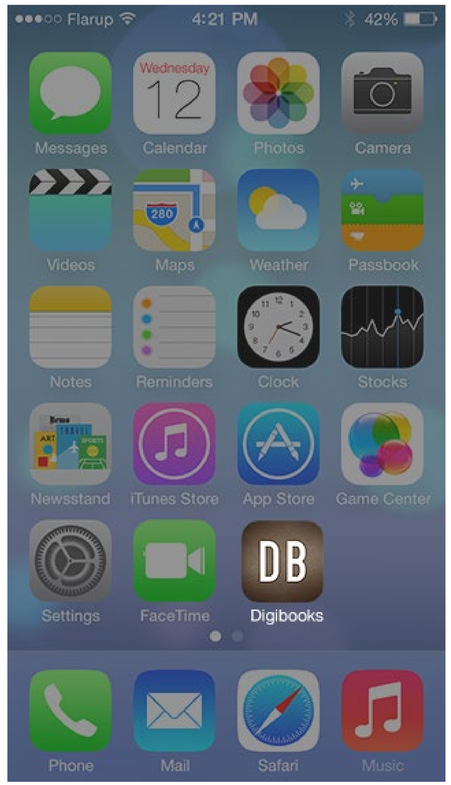
FINAL LOGO



APP ICON


DB


DB


Flarup
4:21 PM
42%
Messages
Wednesday
12
Calendar
Photos
Camera
Videos
280
Maps
Weather
Passbook
Notes
Reminders
Clock
Stocks
Newsstand
iTunes Store
App Store
Game Center
Settings
FaceTime
DB
Digibooks
Phone
Mail
Safari
Music

UI ICONS



PERSONAS



NAME: Ingrid

AGE: 46

OCCUPATION: Business Analyst at Chevron

MARITAL STATUS: Married

CHILDREN: 2

WHAT I LIKE ABOUT EBOOKS:

When i'm not with my family I really like to sit by myself and read. Nearly three years ago, there were many places to go read and enjoy a good book but certainly times have changed and now it's so much harder to find a book-store where I can read. Reading an eBook is so much fun and it's a lot easier to use than a normal book.

WHAT I LIKE ABOUT DIGIBOOKS CAFE:

I really like having a place where I can fianlly go read and enjoy a nice cup of coffee. Also, being able to take the book with me wherever I go because I subscribed to it is really nice.



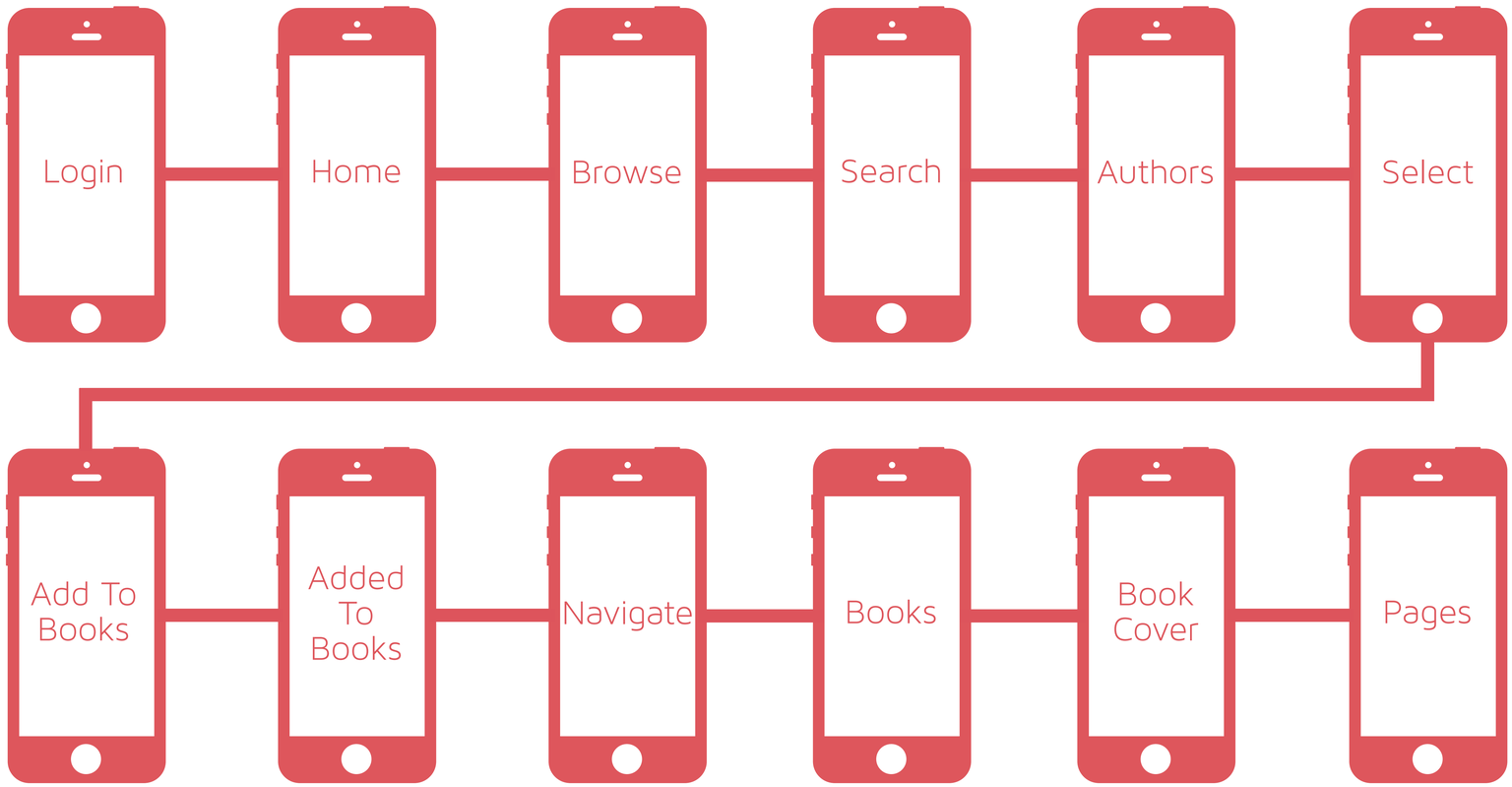
NAME: Ingrid

DEVICE: iPhone 5

HOW SHE USES DIGIBOOKS:

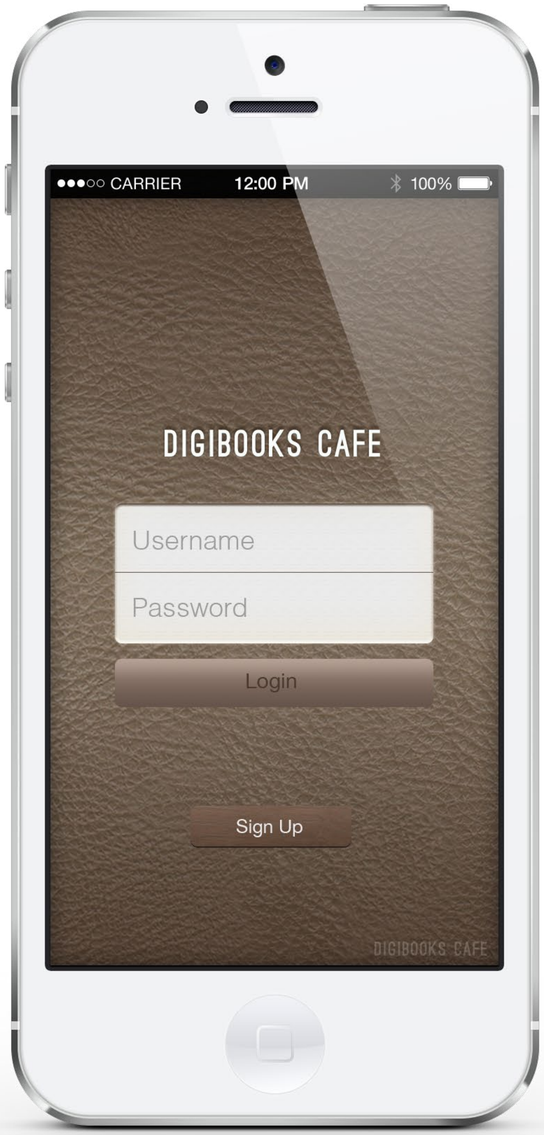
Reading, Music

HOW INGRID USES THE DIGIBOOKS CAFE APP:

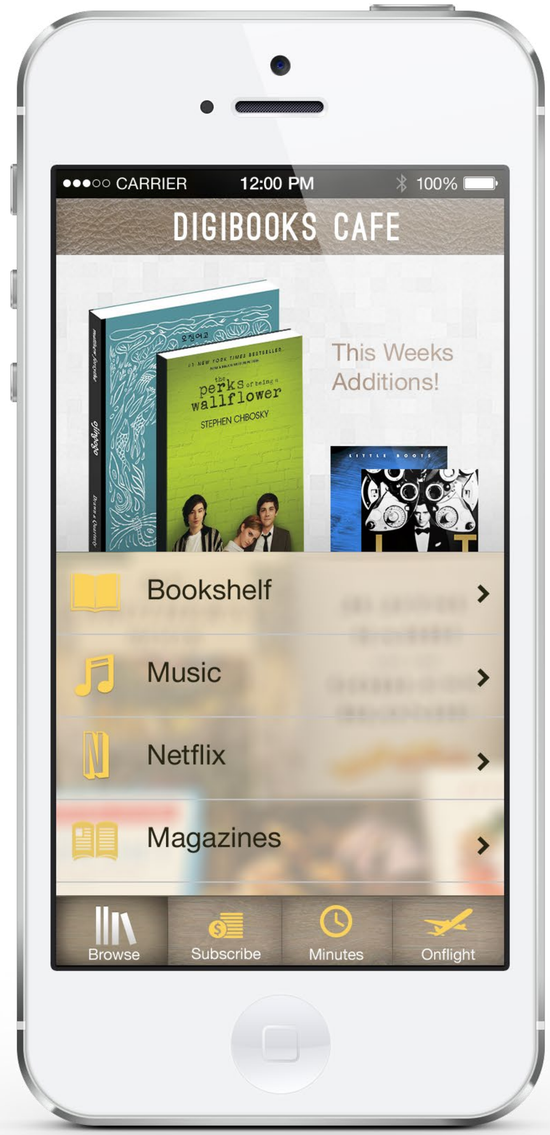


CLICK HERE TO VIEW INGRID'S USERFLOW

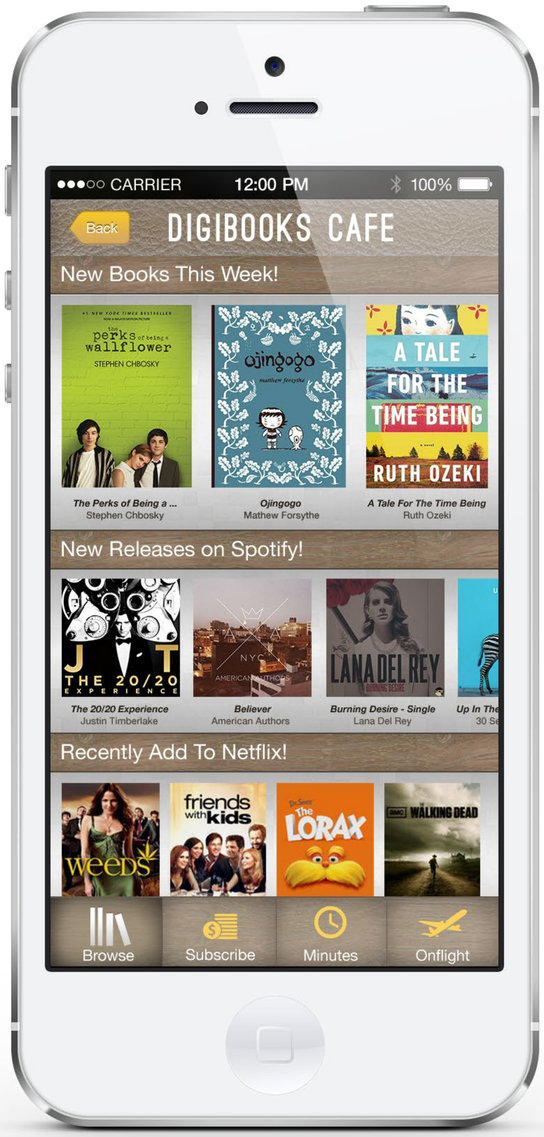
LOGIN


●●●○○ CARRIER
12:00 PM
100%
DIGIBOOKS CAFE
Username
Password
Login
Sign Up
DIGIBOOKS CAFE

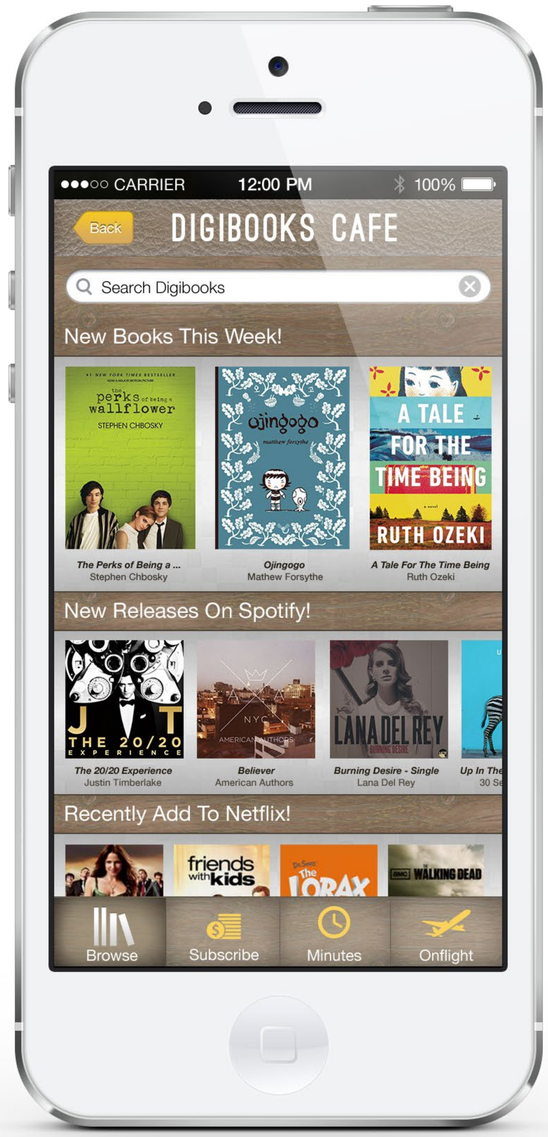
HOME


●●●○○ CARRIER
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DIGIBOOKS CAFE
This Weeks Additions!
Bookshelf
Music
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Magazines
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Minutes
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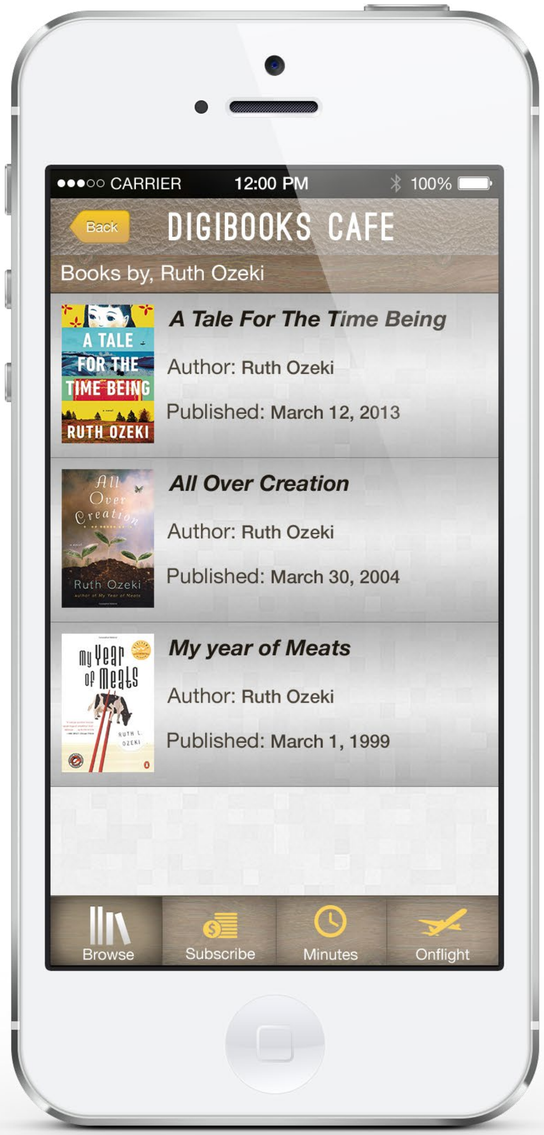
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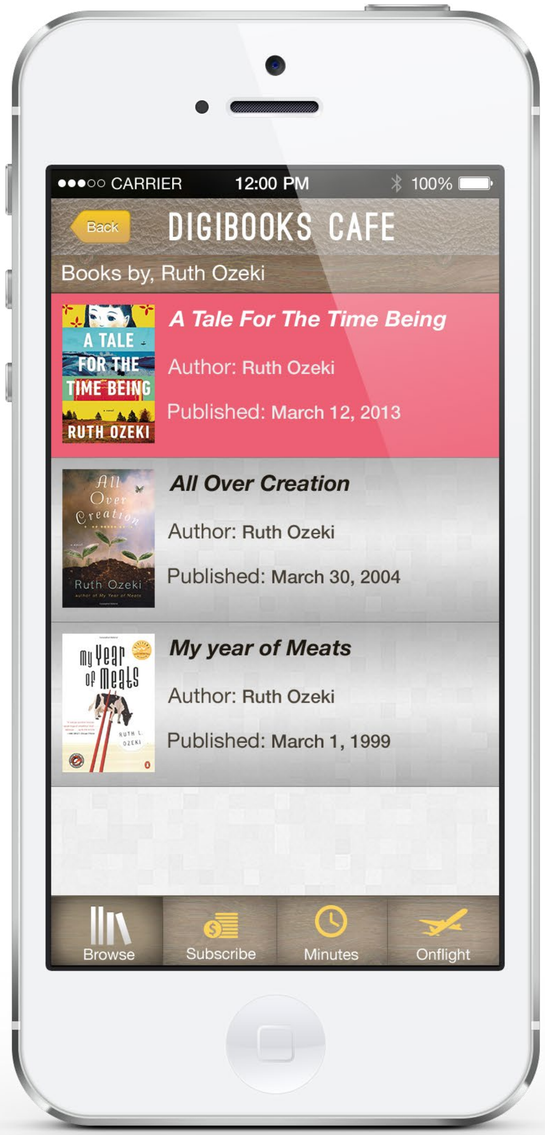


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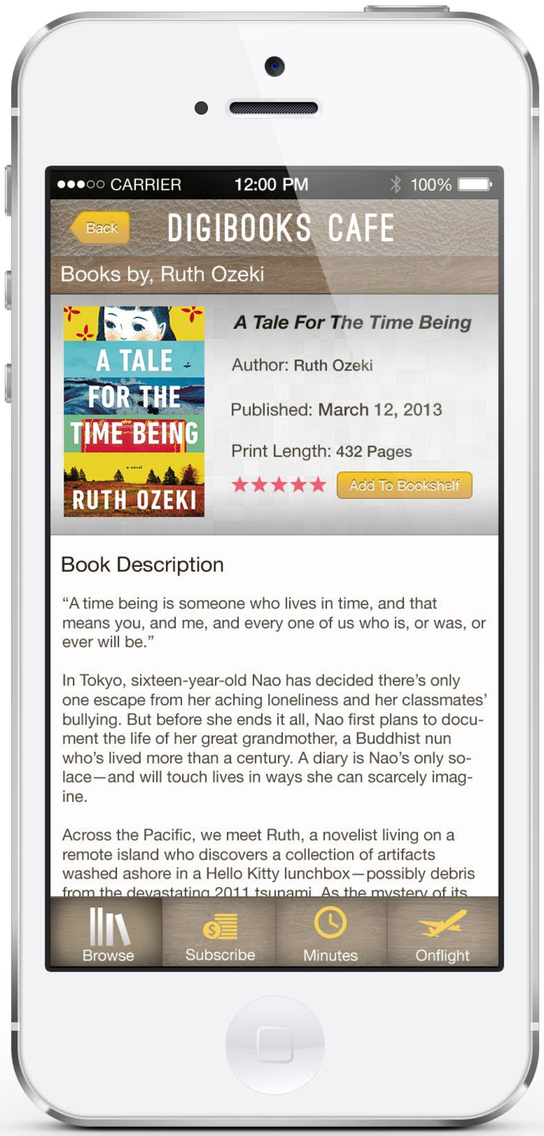


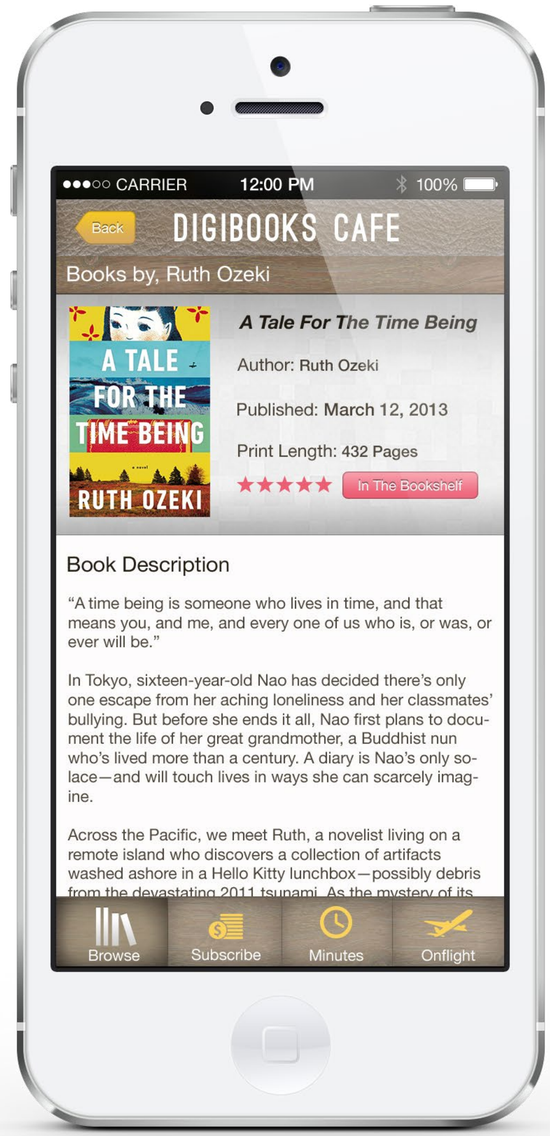
AUTHORS


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Back
DIGIBOOKS CAFE
Books by, Ruth Ozeki
A Tale For The Time Being
Author: Ruth Ozeki
Published: March 12, 2013
All Over Creation
Author: Ruth Ozeki
Published: March 30, 2004
My year of Meats
Author: Ruth Ozeki
Published: March 1, 1999
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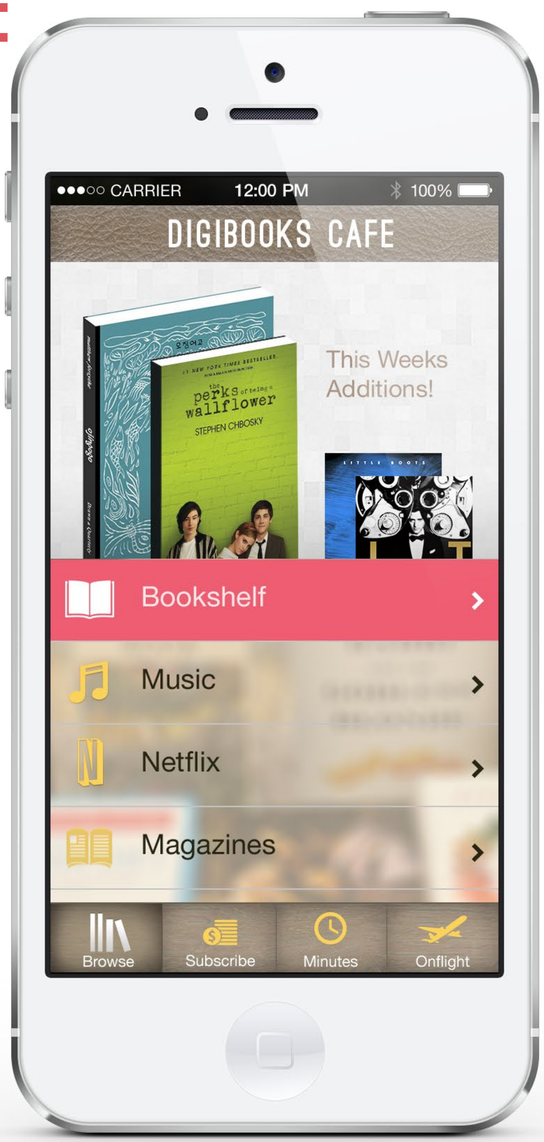

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Back
DIGIBOOKS CAFE
Books by, Ruth Ozeki
A Tale For The Time Being
Author: Ruth Ozeki
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My year of Meats
Author: Ruth Ozeki
Published: March 1, 1999
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ADD TO BOOKSHELF

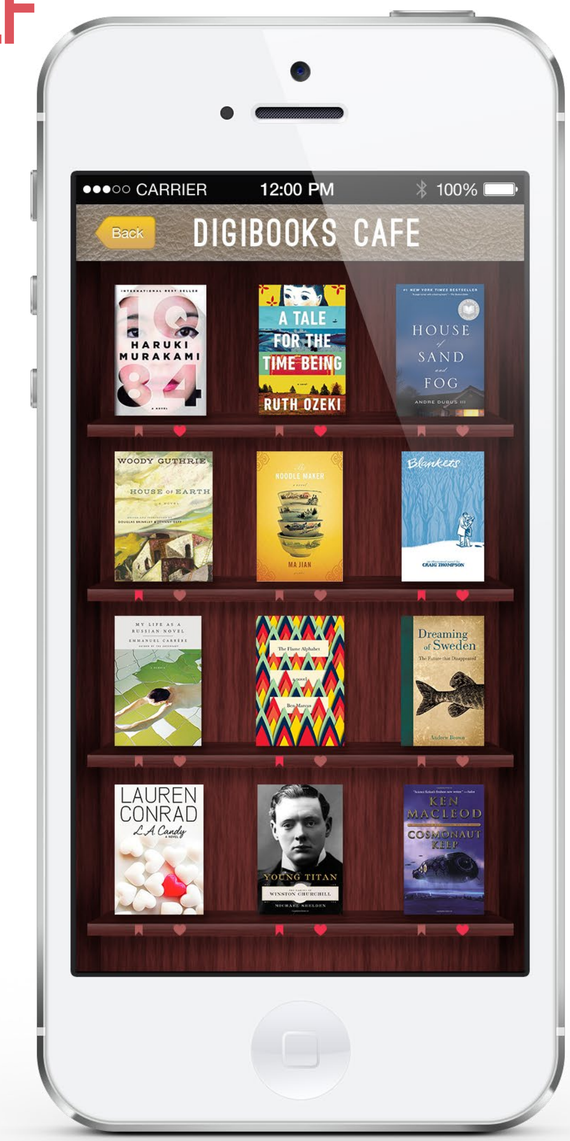




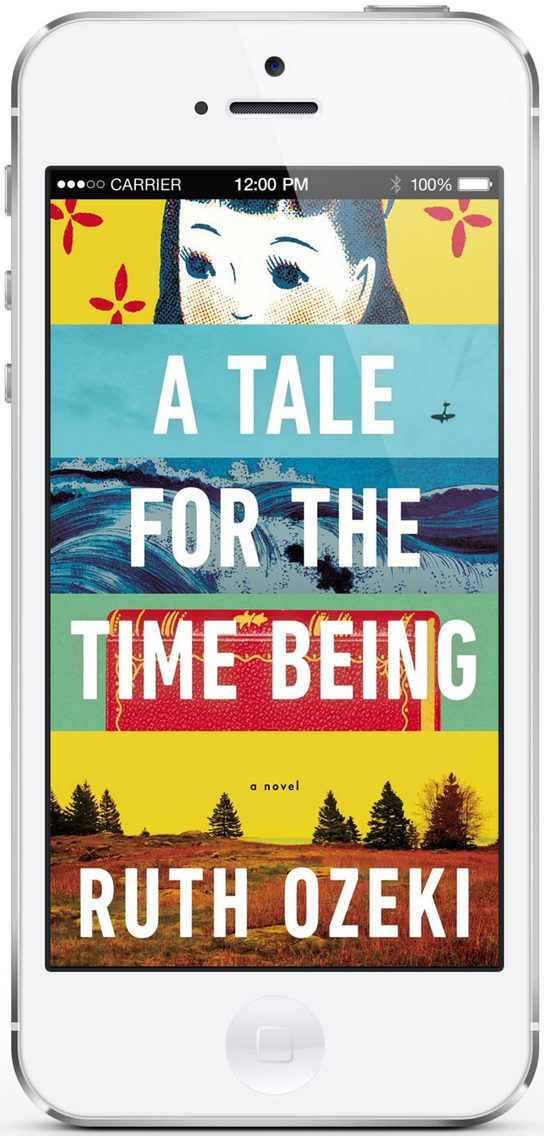
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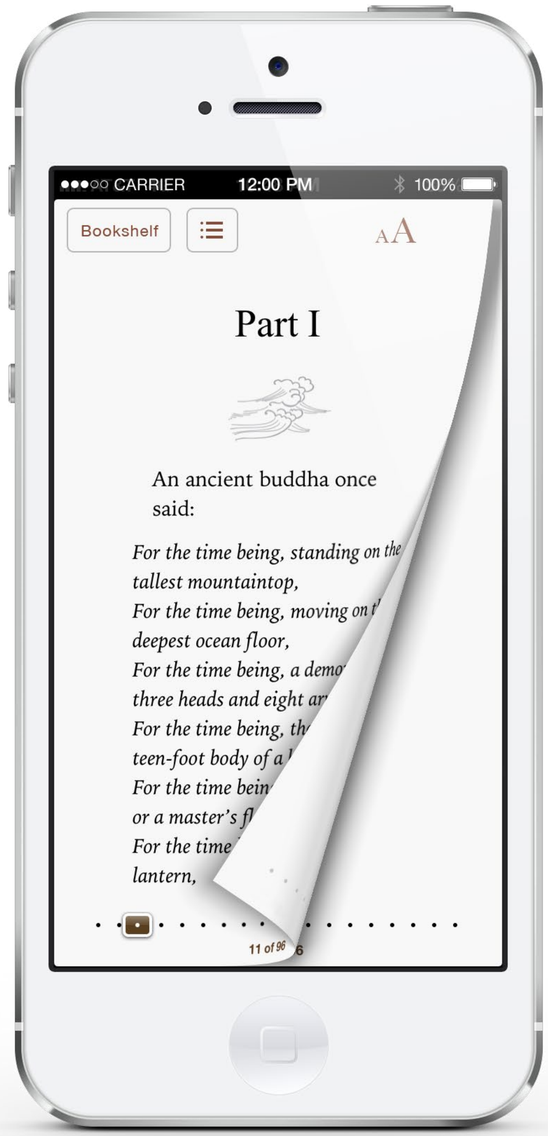
BOOKSHELF



COVER


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A TALE
FOR THE
TIME BEING
a novel
RUTH OZEKI

PAGES


CARRIER
12:00 PM
100%
Bookshelf
AA
Part I
An ancient buddha once said:
For the time being, standing on the
tallest mountaintop,
For the time being, moving on t
deepest ocean floor,
For the time being, a demo
three heads and eight ar
For the time being, th
teen-foot body of a
For the time bein
or a master's fl
For the time
lantern,
11 of 96

PERSONAS



NAME: Veronica

AGE: 47

OCCUPATION: Management Assistant at Chevron

MARITAL STATUS: Married

CHILDREN: 2

WHAT I LIKE ABOUT EBOOKS:

I enjoy reading eBooks because they are a lot easier to read if someone has poor eyesight. The contrast of the page and the text is really nice. Even though I only find time to read in the evening, it's always very refreshing to have some free time.

WHAT I LIKE ABOUT DIGIBOOKS CAFE:

I really like that I go there and read, watch a movie from Netflix, and read magazines all under the same subscription. It is a lot easier to use this than having many different memberships from other companies.



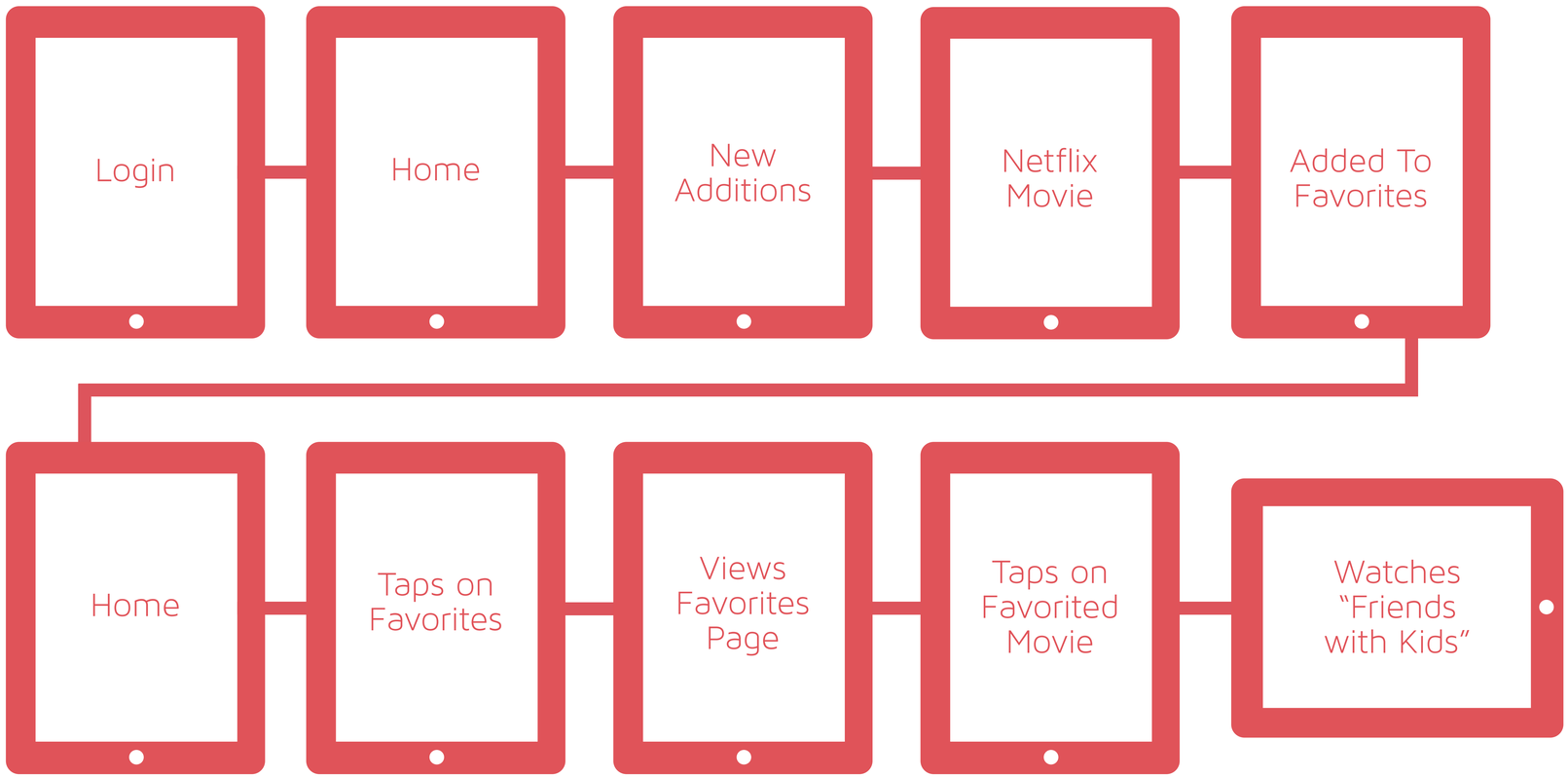
NAME: Veronica

DEVICE: iPad 3

HOW SHE USES DIGIBOOKS:

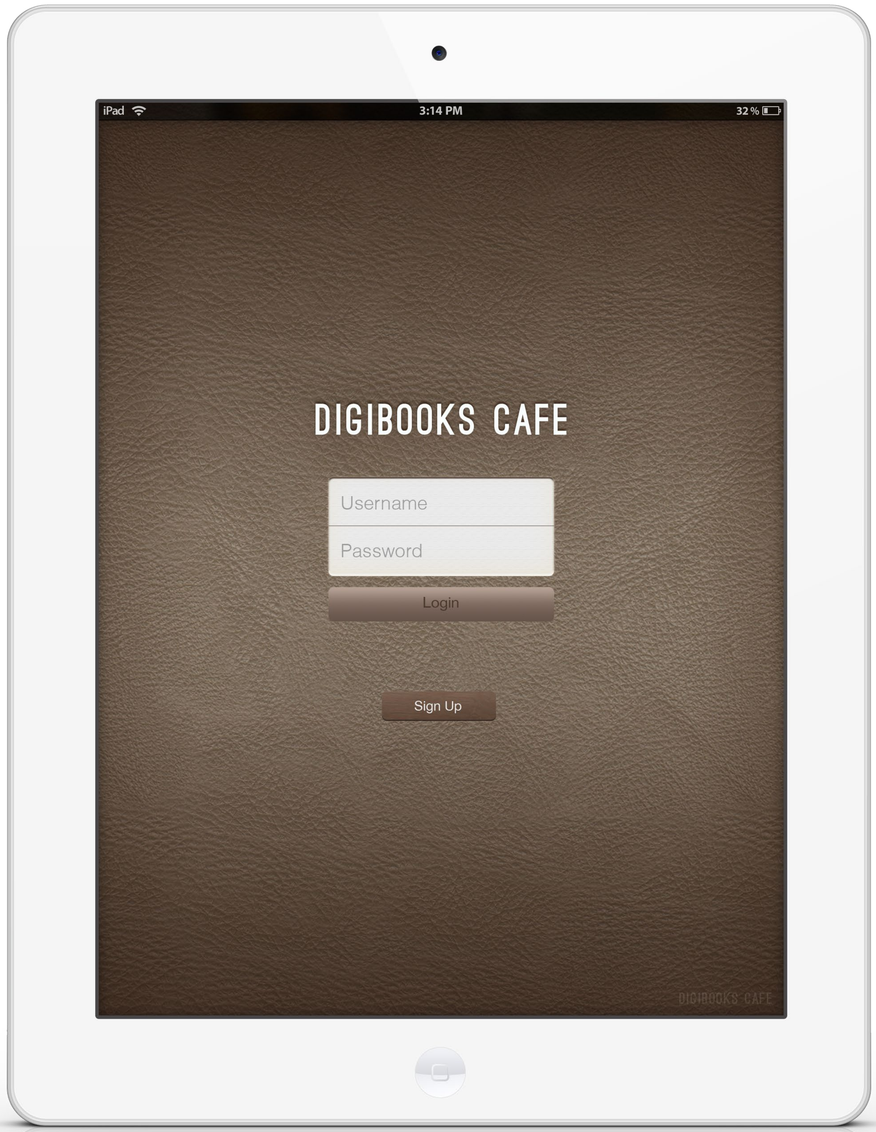
Music, Movies

HOW VERONICA USES THE DIGIBOOKS CAFE APP:

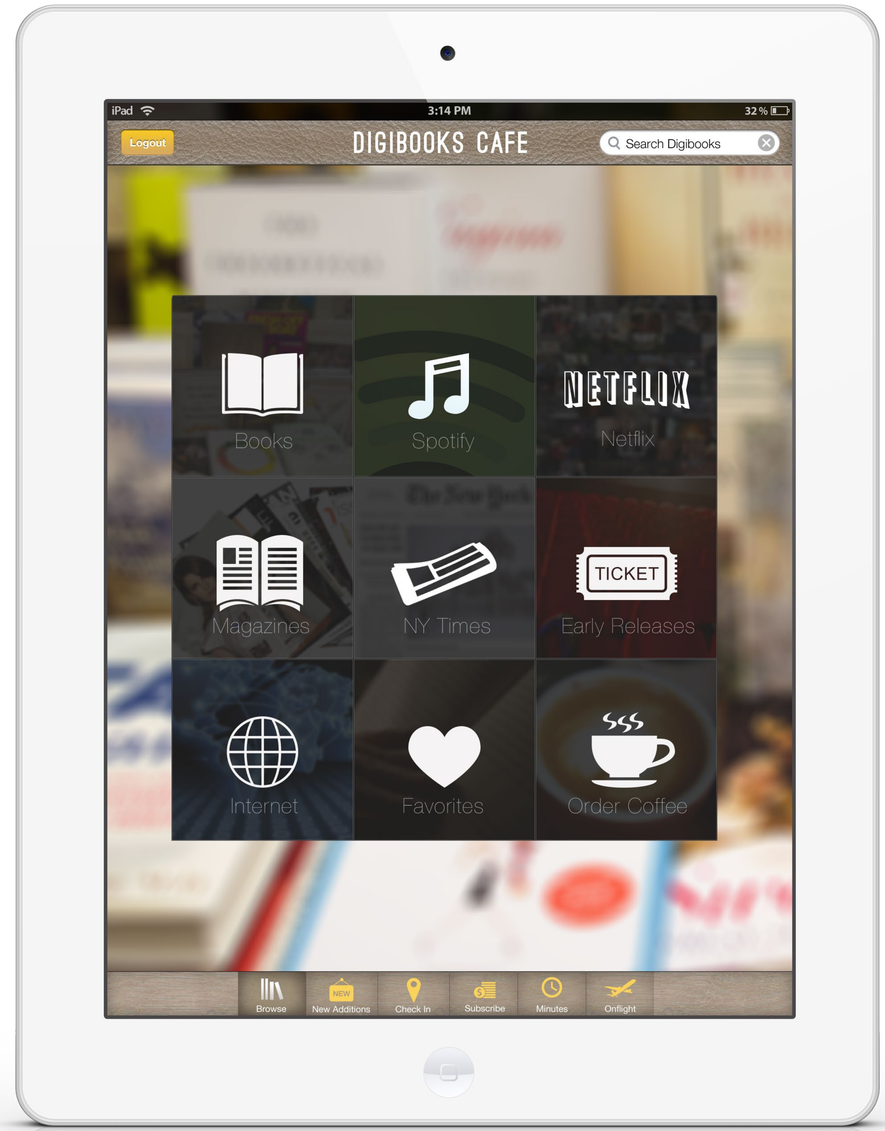


CLICK HERE TO VIEW VERONICA'S USERFLOW

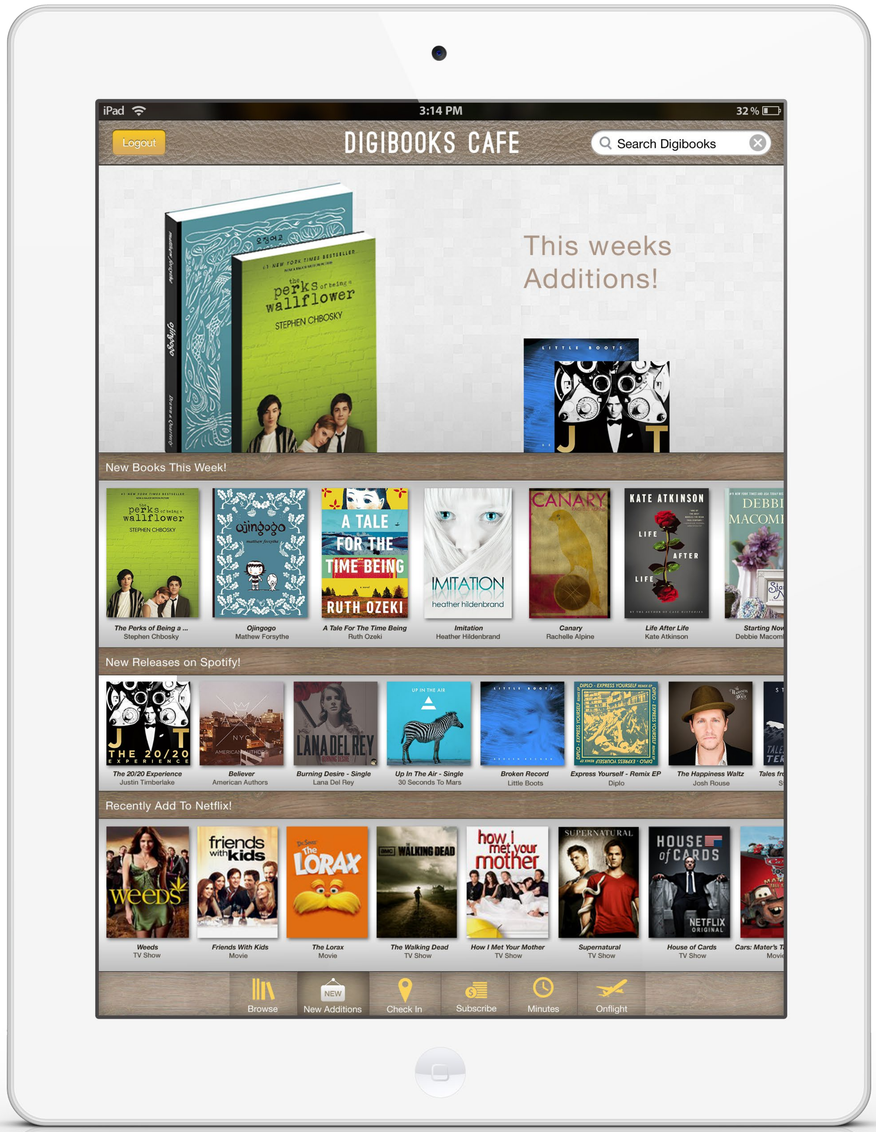
LOGIN


iPad
3:14 PM
32 %
DIGIBOOKS CAFE
Username
Password
Login
Sign Up
DIGIBOOKS CAFE

HOME


iPad
3:14 PM
32 %
Logout
DIGIBOOKS CAFE
Search Digibooks
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Spotify
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Magazines
NY Times
Early Releases
Internet
Favorites
Order Coffee
Browse
New Additions
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Minutes
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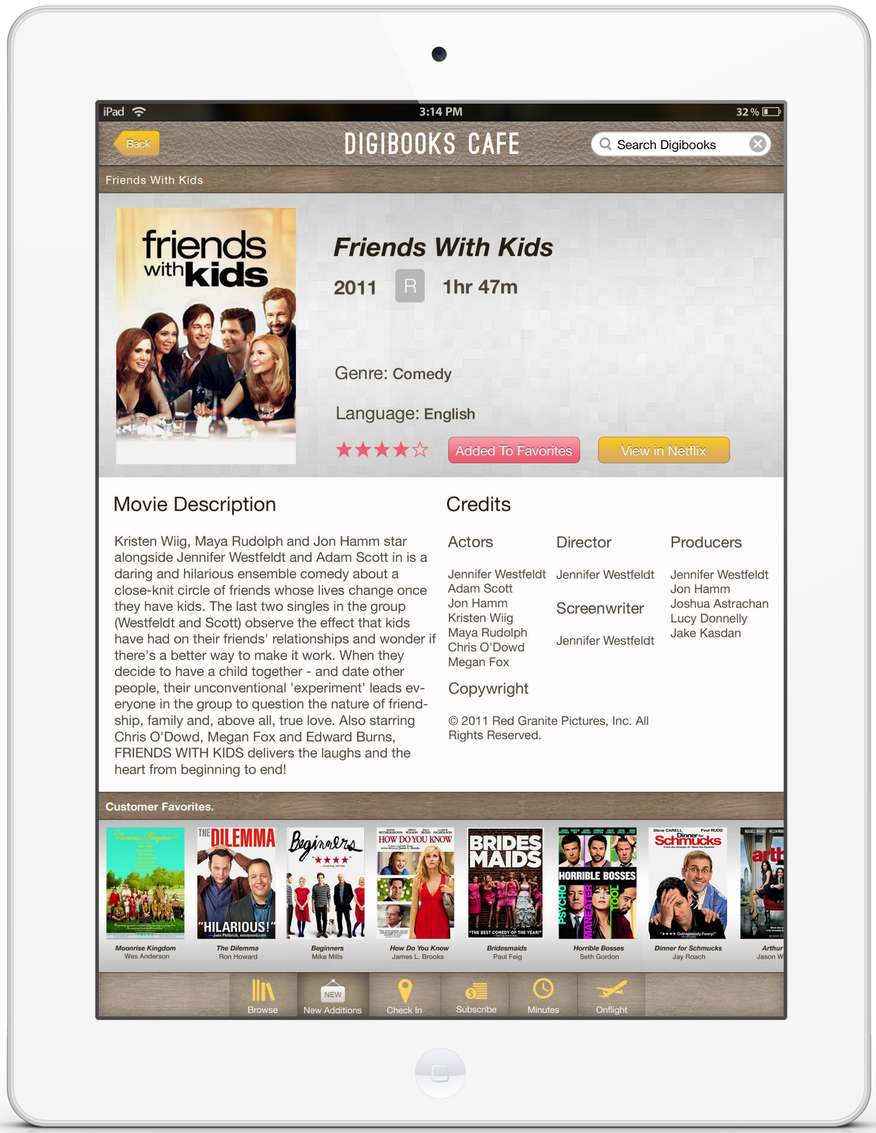
NEW ADDITIONS



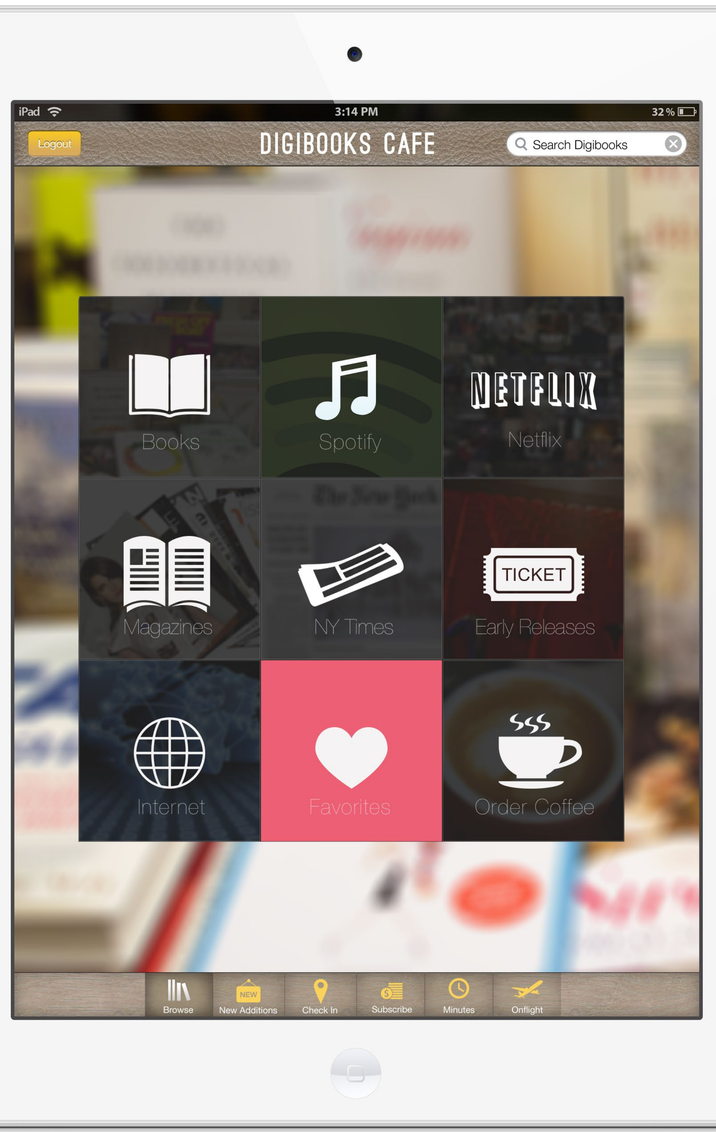
NETFLIX MOVIE



ADD TO FAVORITES



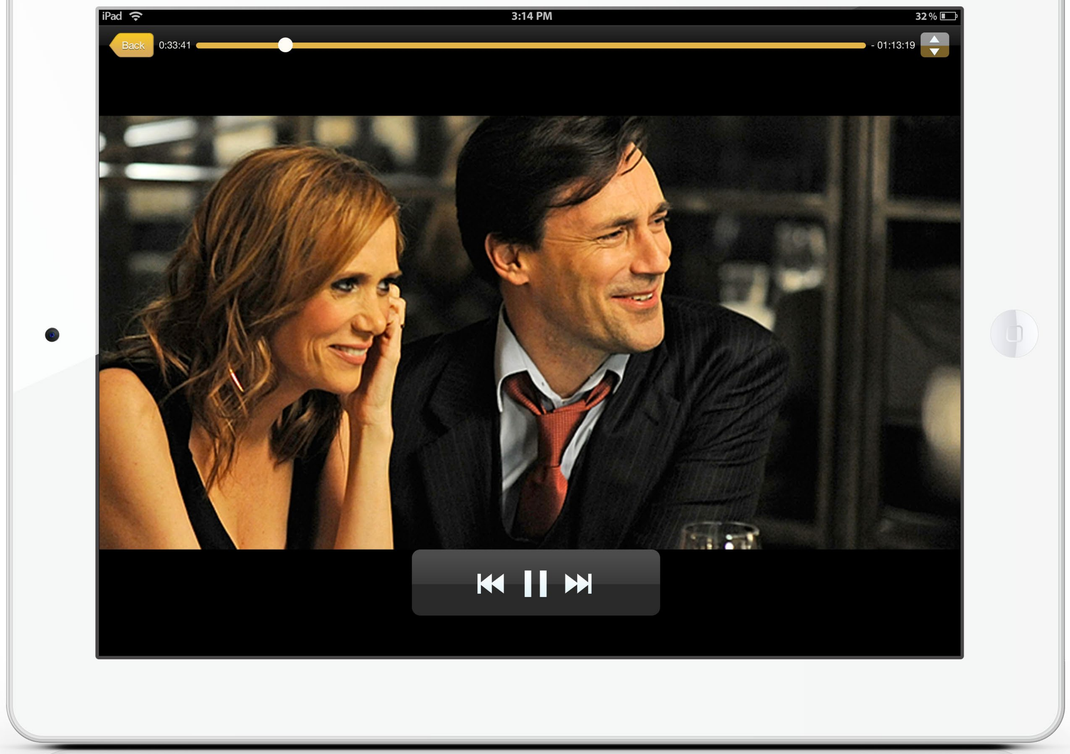
TAP ON FAVORITES



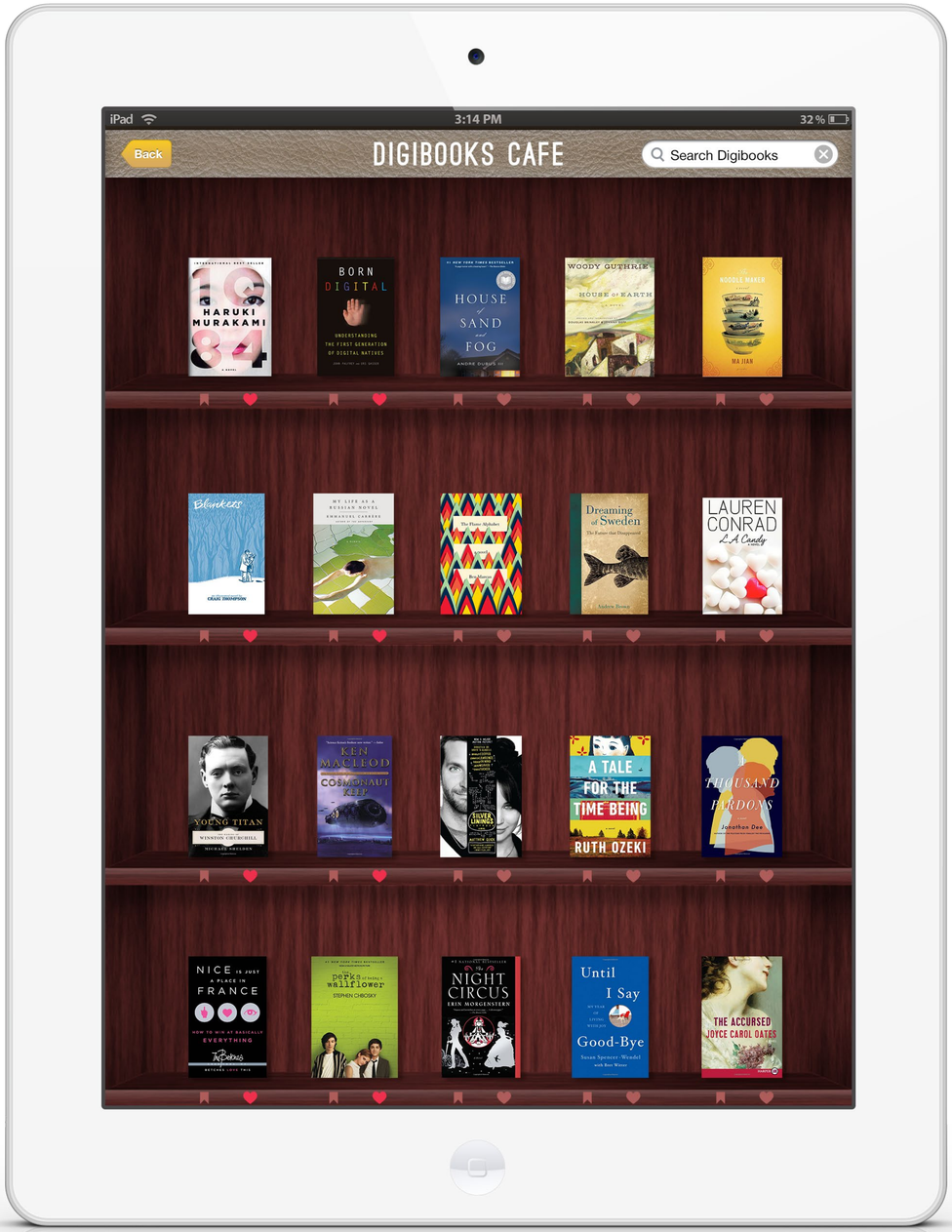
VIEW FAVORITES



WATCHES "FRIENDS WITH KIDS"



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BORN DIGITAL
HOUSE of SAND and FOG
WOODY GUTHRIE
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THE NOODLE MAKER
MA JIAN
Blunkets
CRAIG THOMPSON
MY LIFE AS A RUSSIAN NOVEL
EMMANUEL CARRÈRE
The Flame Alphabet
Ben Marcus
Dreaming of Sweden
Alderic Bowen
LAUREN CONRAD
L.A. Candy
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KEN MACLEOD
COSMONAUT KEEP
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BRADLEY COOPER
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RUTH OZEKI
A THOUSAND PARDONS
Jonathan Dee
NICE IS JUST A PLACE IN FRANCE
HOW TO WIN AT BASEBALL EVERYTHING
perks of being a wallflower
STEPHEN CHBOSKY
NIGHT CIRCUS
ERIN MORGENSTERN
Until I Say Good-Bye
Susan Spencer-Wendel with Bess Winter
THE ACCURSED
JOYCE CAROL OATES

PERSONAS



NAME: Akemi

AGE: 28

OCCUPATION: Student at SFSU

MARITAL STATUS: Single

CHILDREN: 0

WHAT I LIKE ABOUT EBOOKS:

I like reading eBooks because as a student, I can take all my books with me where ever I go. I don't have to worry about the weight of a book at all. I also like that I can bookmark certain texts on pages and come back to it later when I am using those particular notes as reference for for an essay. I simply think that eBooks make a lot of my work so much easier.

WHAT I LIKE ABOUT DIGIBOOKS CAFE:

I love that there is a place that I can go and study. I don't have to worry about finding places to read anymore because this cafe offers a wide variety of things that I can use for my projects.



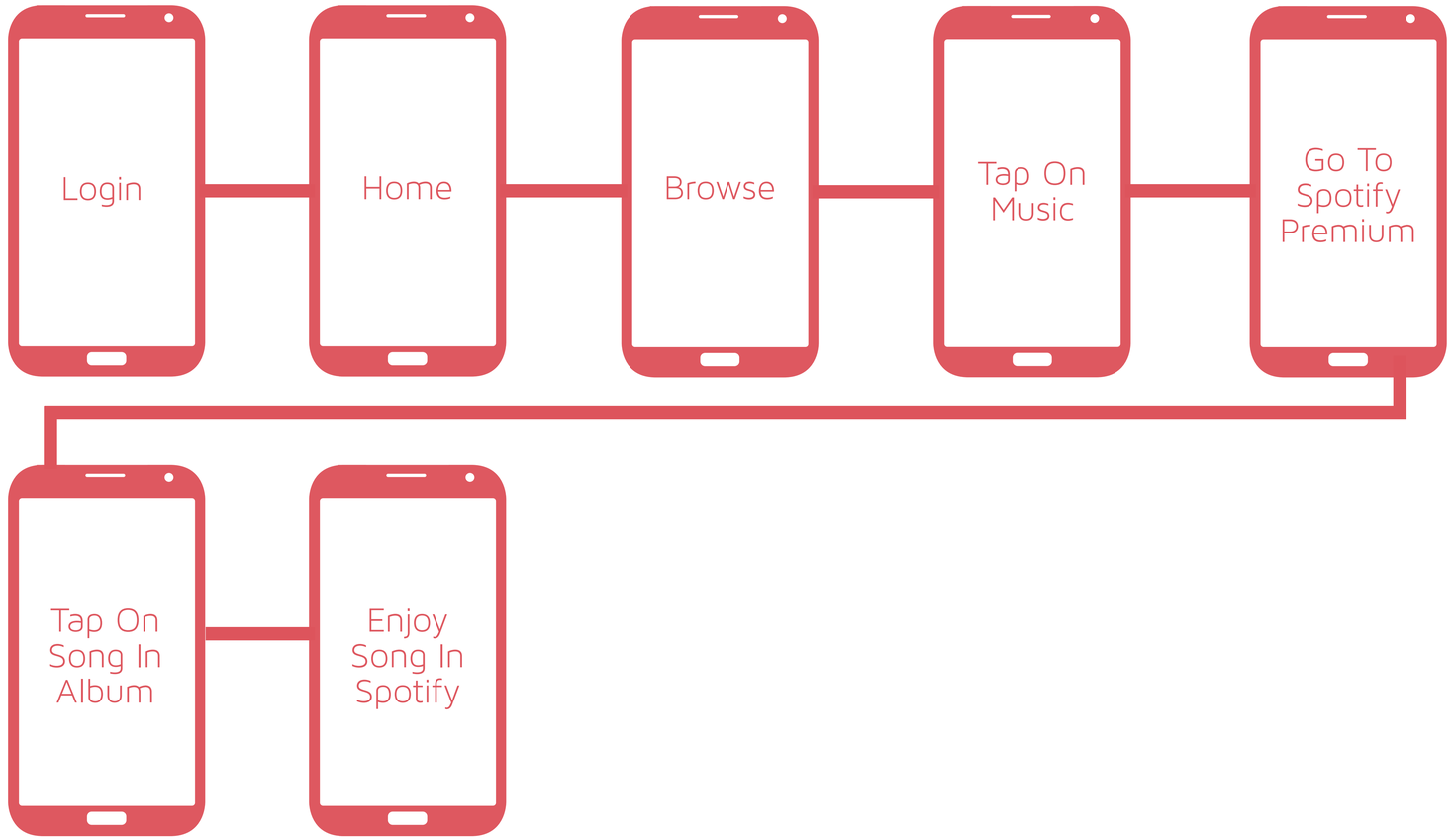
NAME: Akemi

DEVICE: Galaxy Note 2

HOW SHE USES DIGIBOOKS:

Music, Books

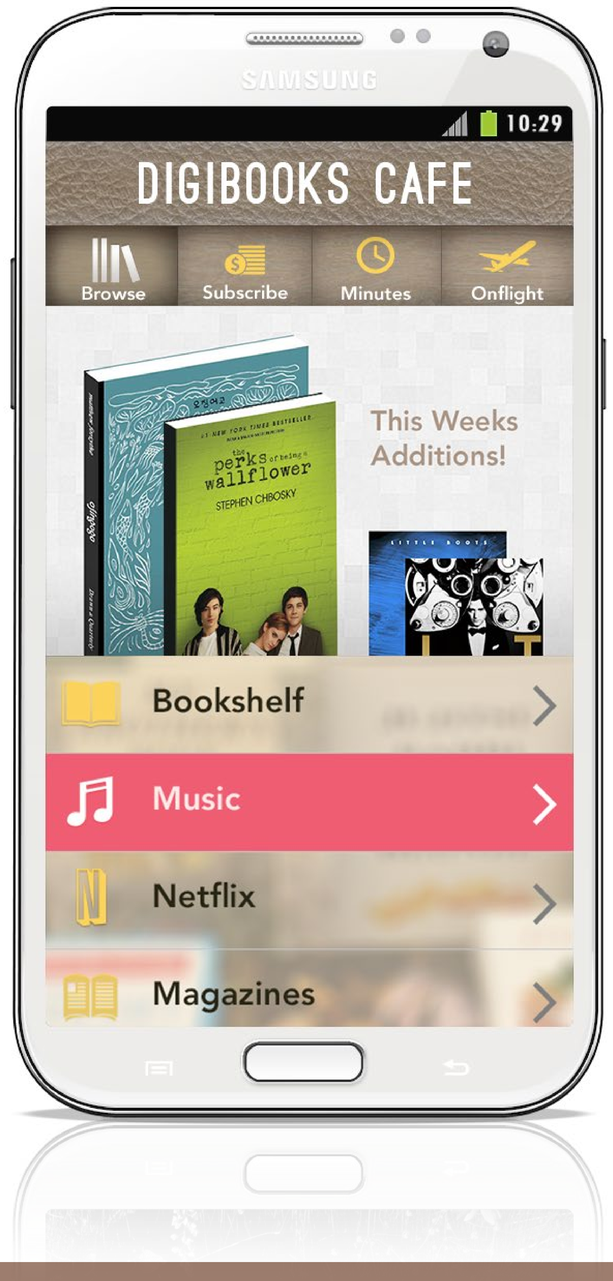
HOW AKEMI USES THE DIGIBOOKS CAFE APP:



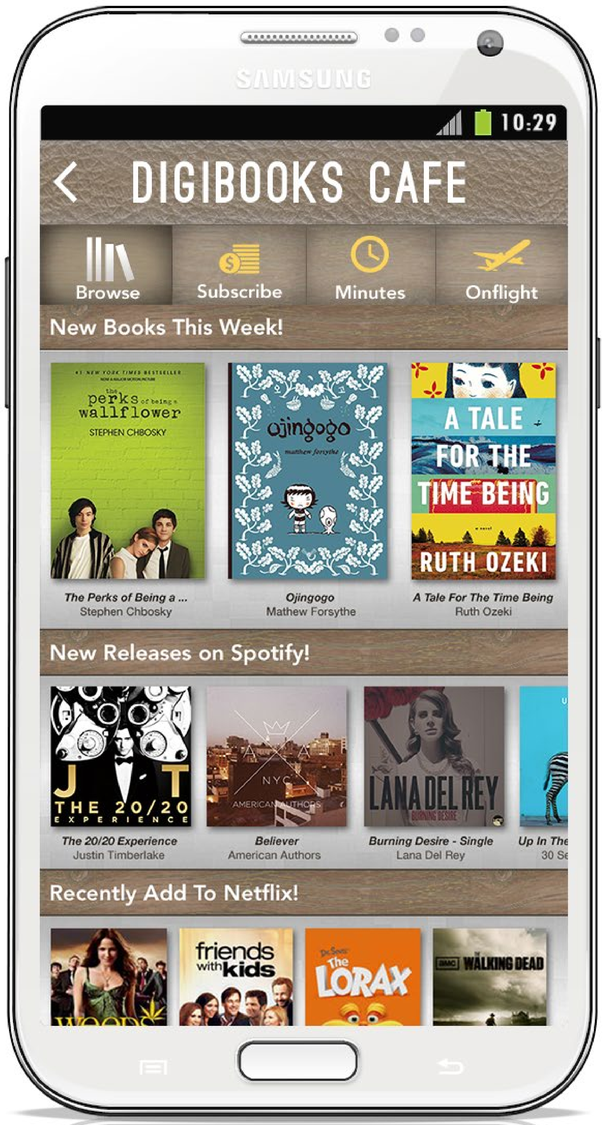
HOME



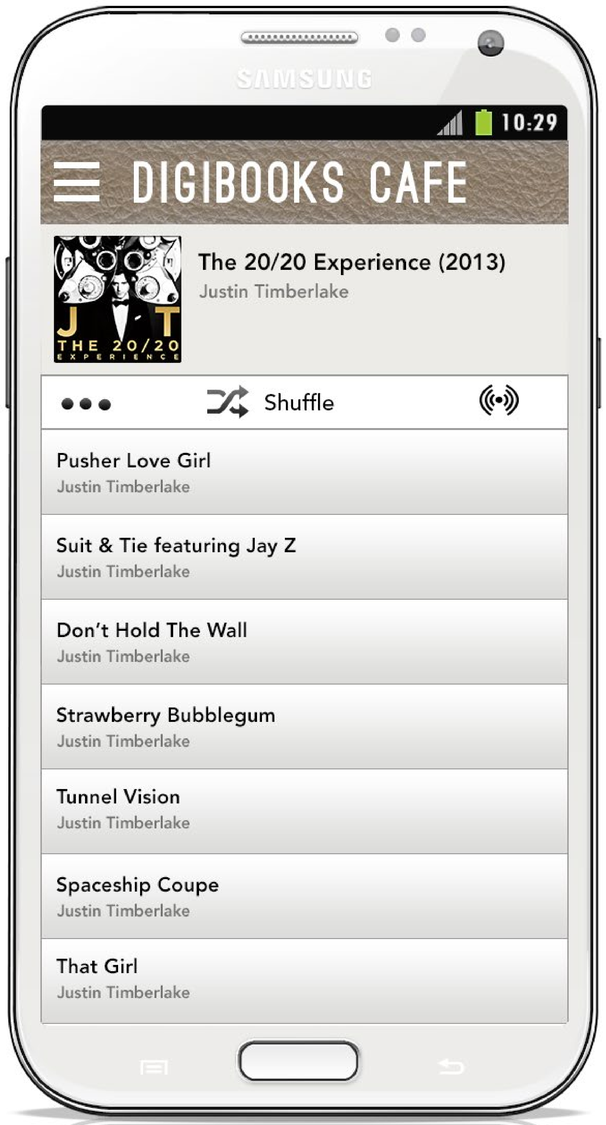
TAP MUSIC



BROWSE MUSIC

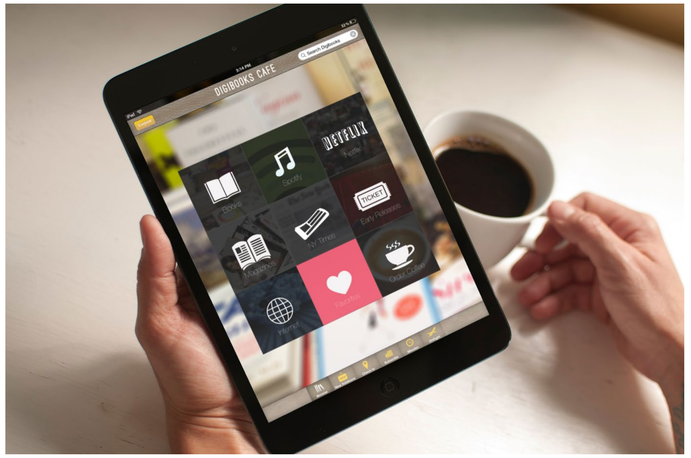


VIEW ALBUM



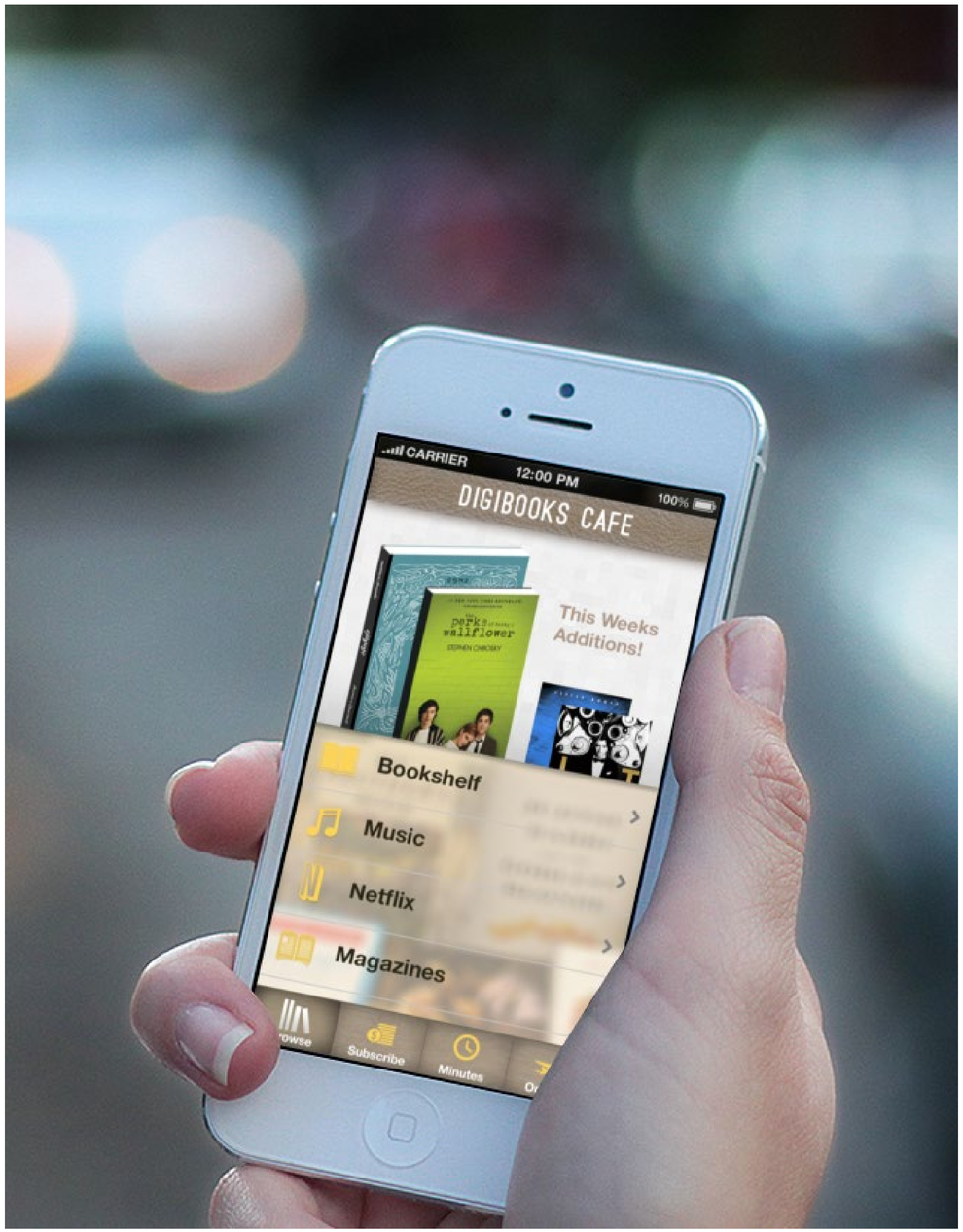
BRANDNG PLACEMENT

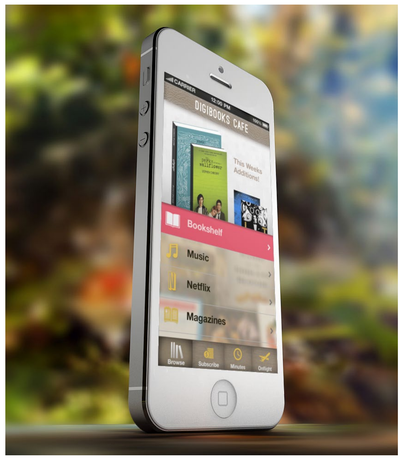


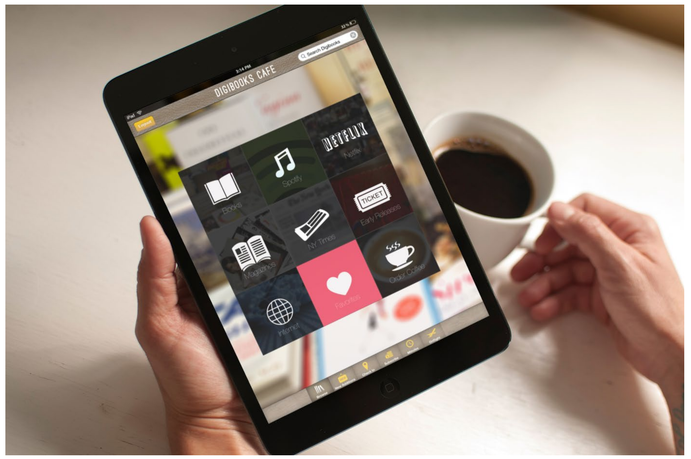




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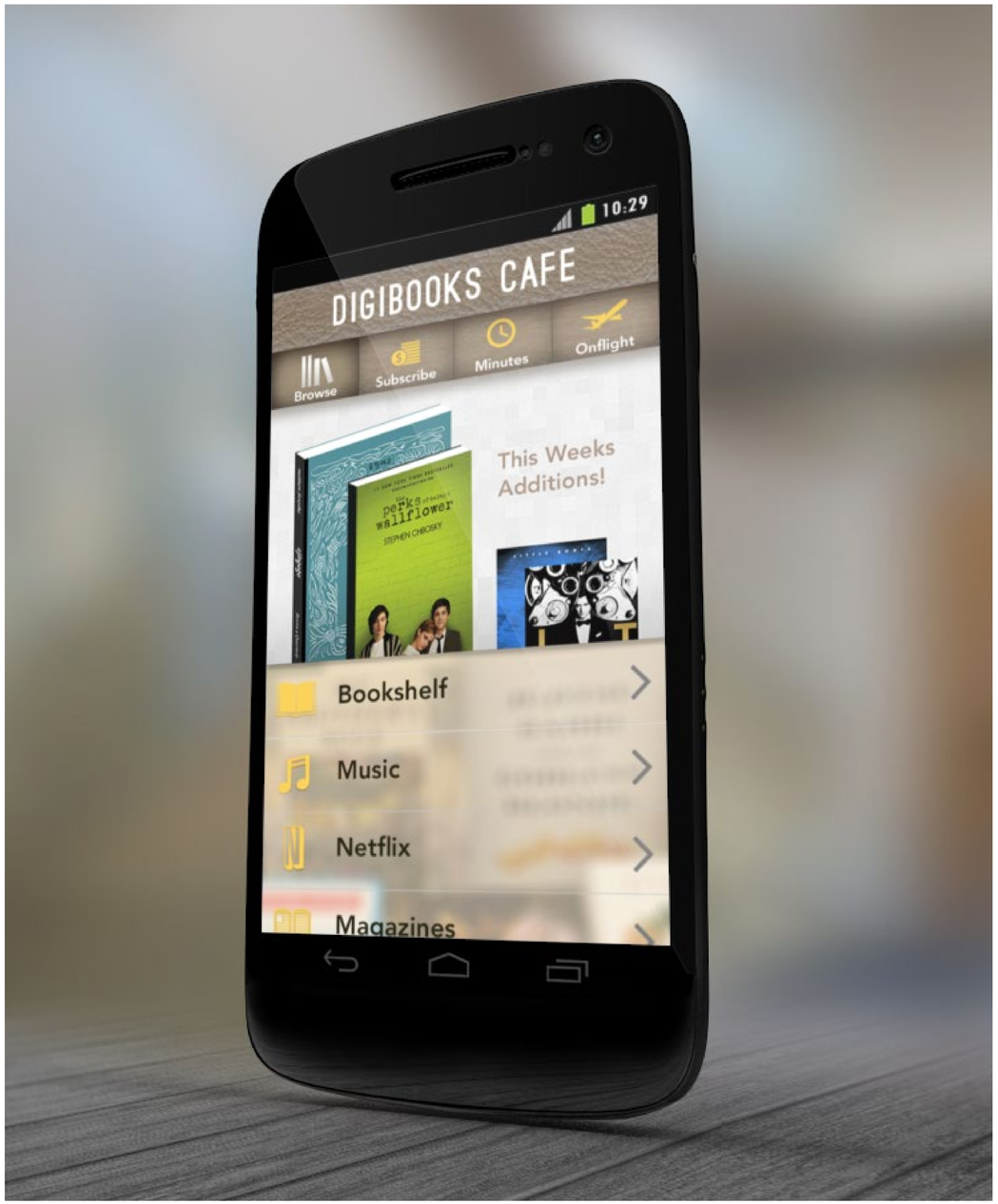








BRANDNG PLACEMENT





SFMOMA

MUSEUM WAYFINDING

DANIEL DURKEE

The San Francisco Museum of Modern Art has many tourists throughout the entire year from all over the world. They come to learn about artists, new and old. They love learning about the unique styles of art and what there is to discover. The SFMoMA has a unique opportunity to create something amazing and because of the high amount of tourism visiting this museum, it can be very successful.

COMPONENTS

WEBSITE AND KIOSK

- Easily plan your trip inside the museum ahead of time.
- Bring the whole family or just yourself, you can pick up your digital map at the museum kiosk.
- The Kiosk is a large interface where you can easily navigate and choose the galleries you want to visit.

DIGITAL MAP

- A beautiful small transparent map card that is touch sensitive.
- Interchangable, can tell you where you are, where other art is located, and how to get there.
- Ability to watch small videos on it and pan through on the map surface.

GALLERY SIGNAGE

- Signage and stickers located around the entire museum.
- Particular words can be used to target art fantatics.
- Various colors used from the museum color palette.

1



TAEKYUNG KIM

Age: 23
Location: San Francisco
Occupation:Student at SFSTU
Marital Status: Single
Computer Skills: High

ABOUT TAEKYUNG

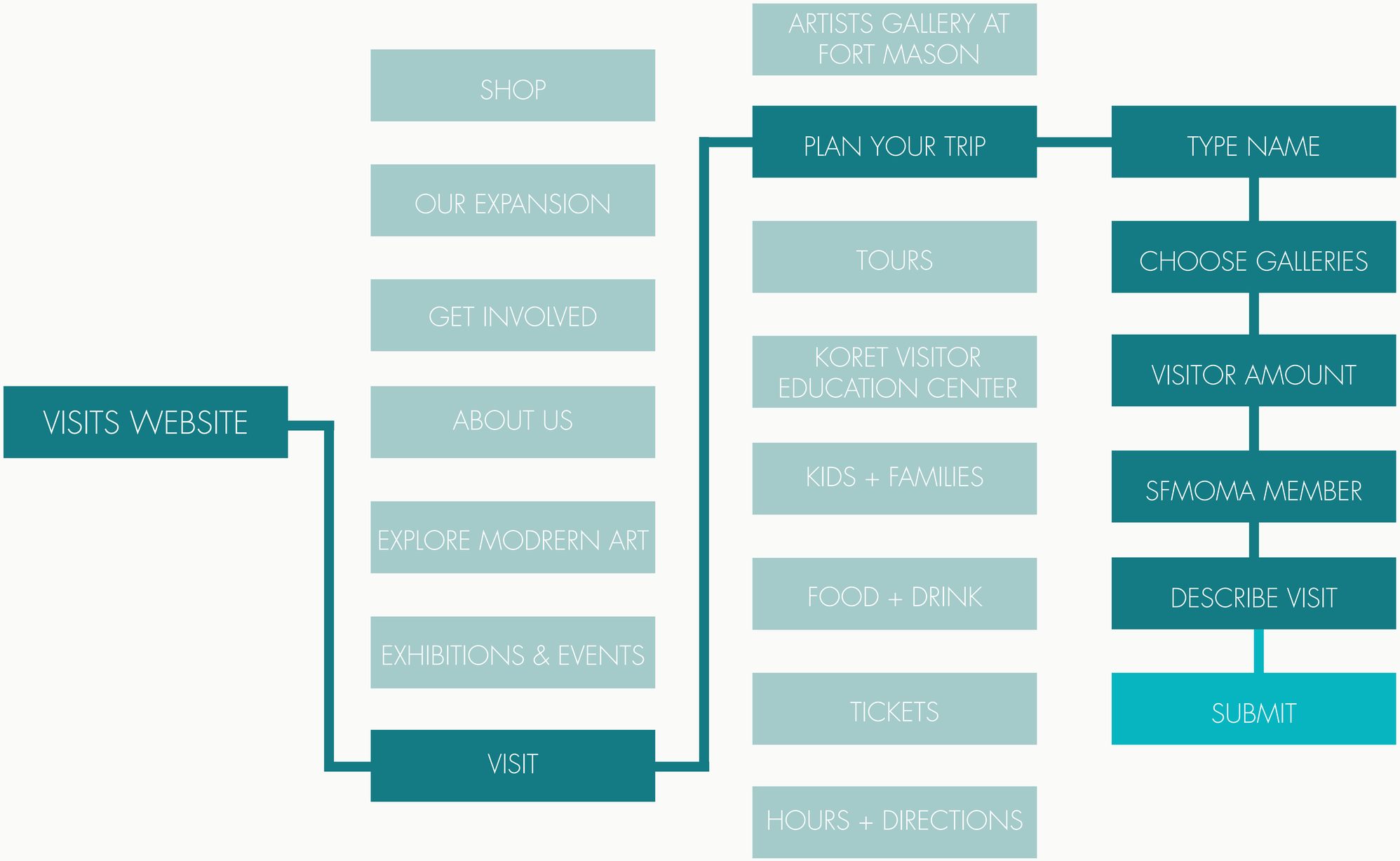
TaeKyung really loves art. Even though he is an Anthropology major, he really like being around museums and looking at different kinds of art. He enjoys spending his free time at various museums in San Francisco. The San Francisco Museum of Modern Art is by far his favorite museum.

VISTING SFMOMA

When TaeKyung visits the SFMoMA, he likes looking around at each exhibit but sometimes there are new ones and he doesn't always know where they are located at. What he likes to do is look online to see whats new. He can use the museum kiosk to pick up his digital map and find his way around the galleries.

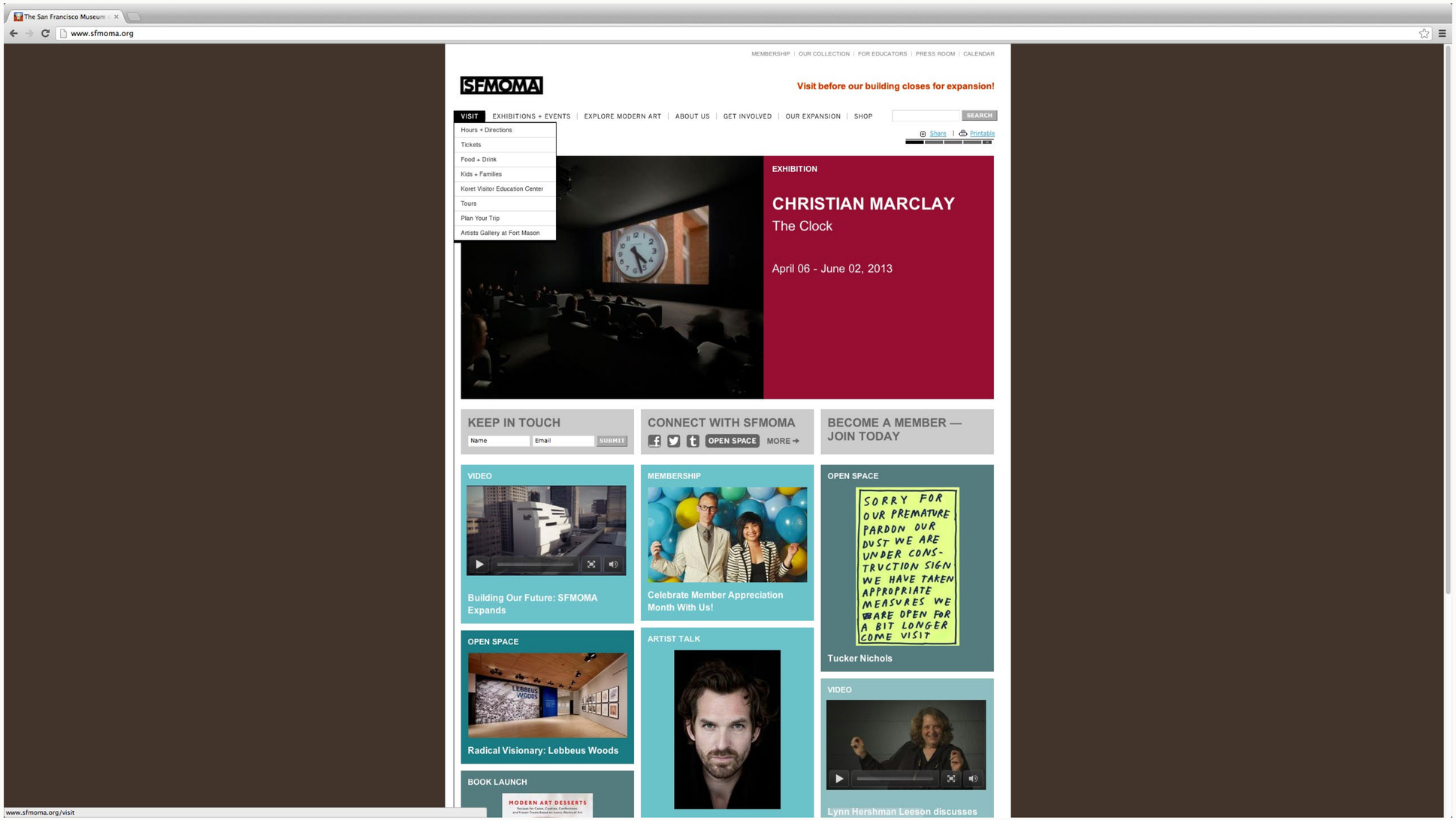
MUSEUM WAYFINDING

PERSONA 1 USERFLOW



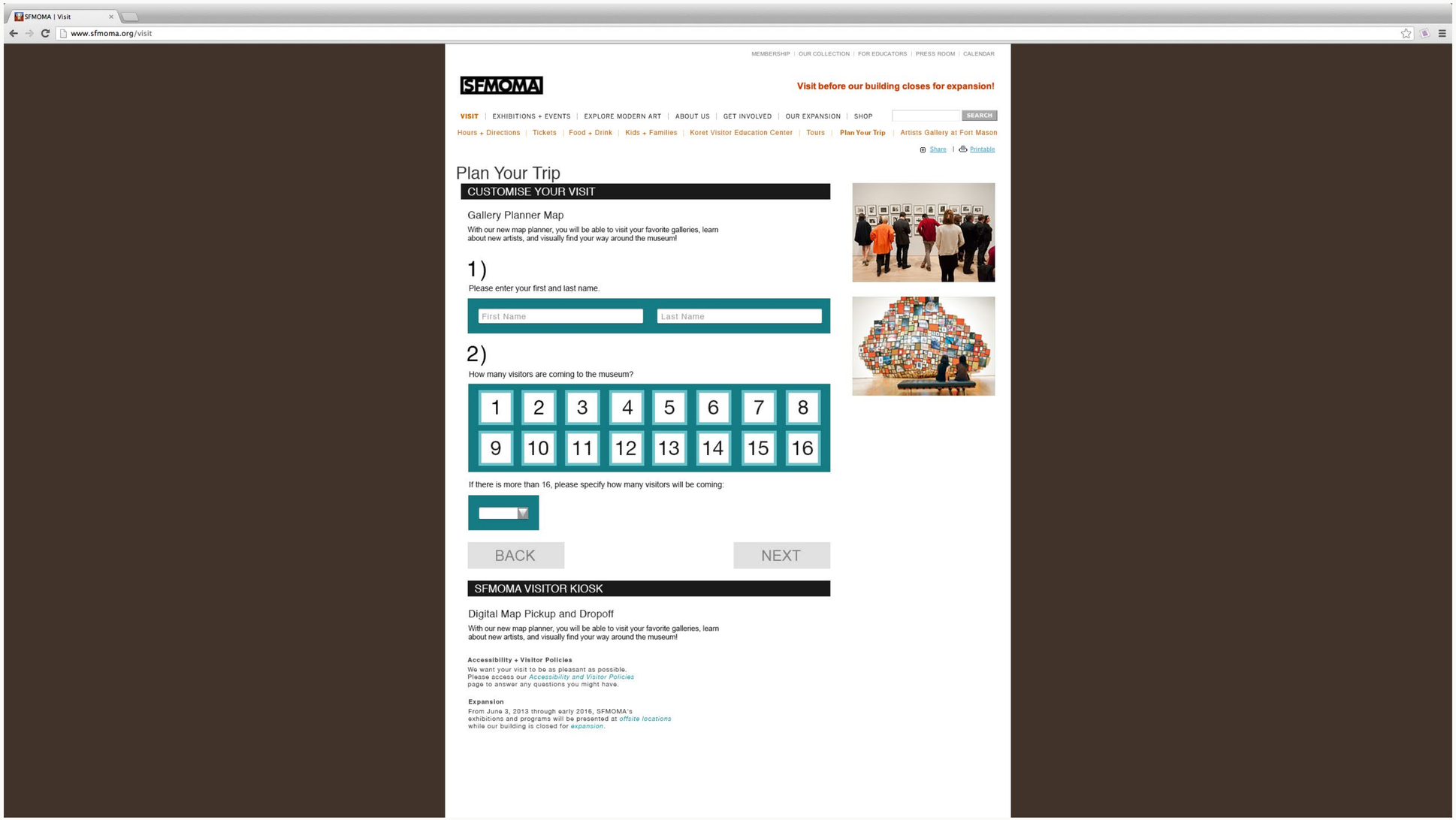
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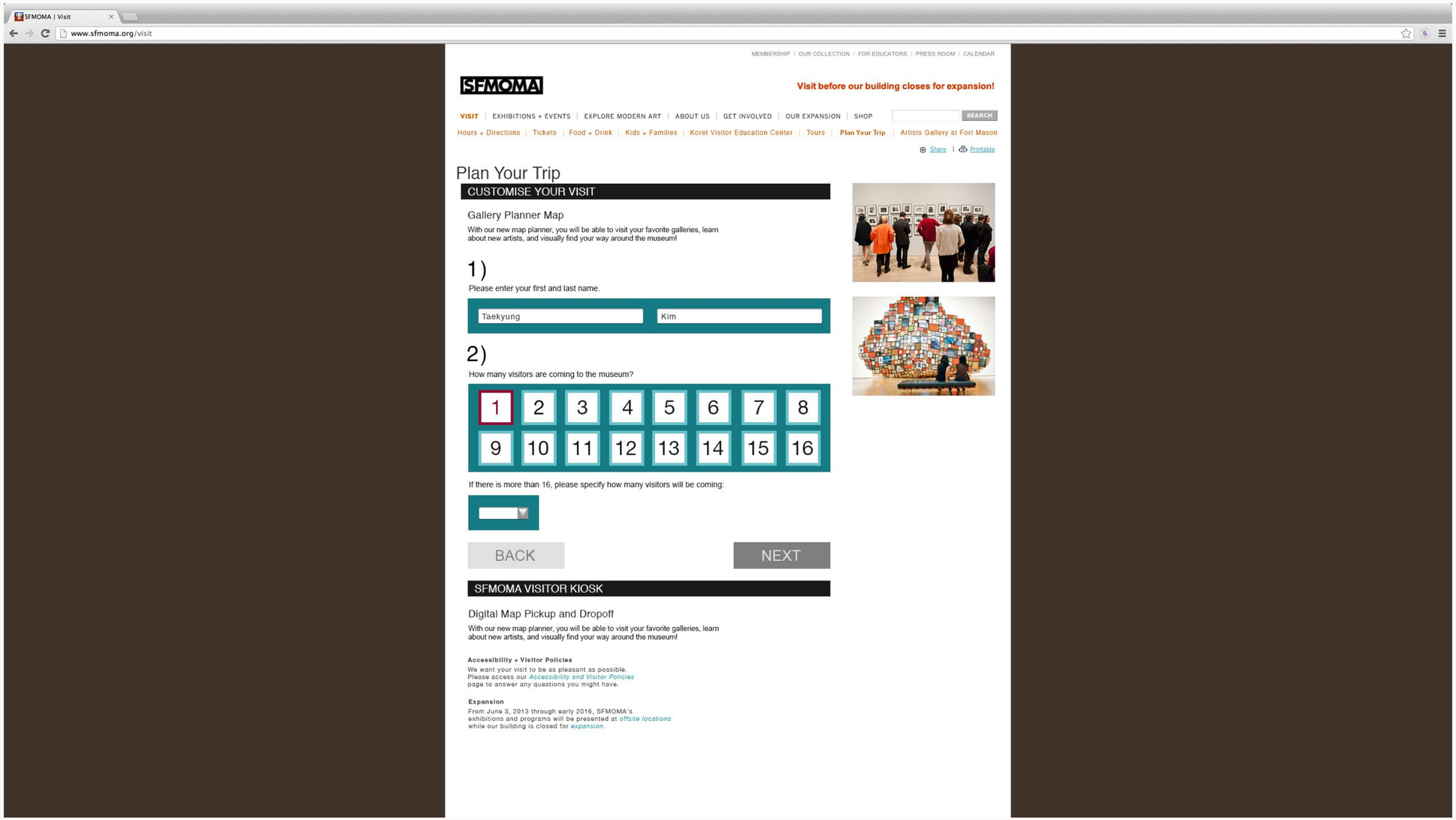
PERSONA 1 USERFLOW

2



PERSONA 1 USERFLOW

3



PERSONA 1 USERFLOW

4

SFMOMA | Visit

www.sfmoma.org/visit

MEMBERSHIP | OUR COLLECTION | FOR EDUCATORS | PRESS ROOM | CALENDAR

SFMOMA

Visit before our building closes for expansion!

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Share | Printable

Plan Your Trip

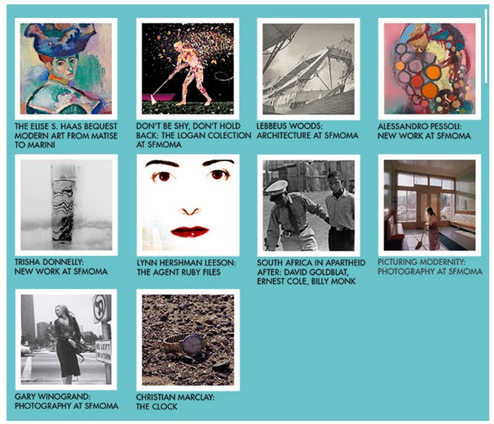
CUSTOMISE YOUR VISIT

Gallery Planner Map

With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

3)

Select the exhibitions that you would like to visit?







BACK NEXT

SFMOMA VISITOR KIOSK

Digital Map Pickup and Dropoff

With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

Accessibility + Visitor Policies

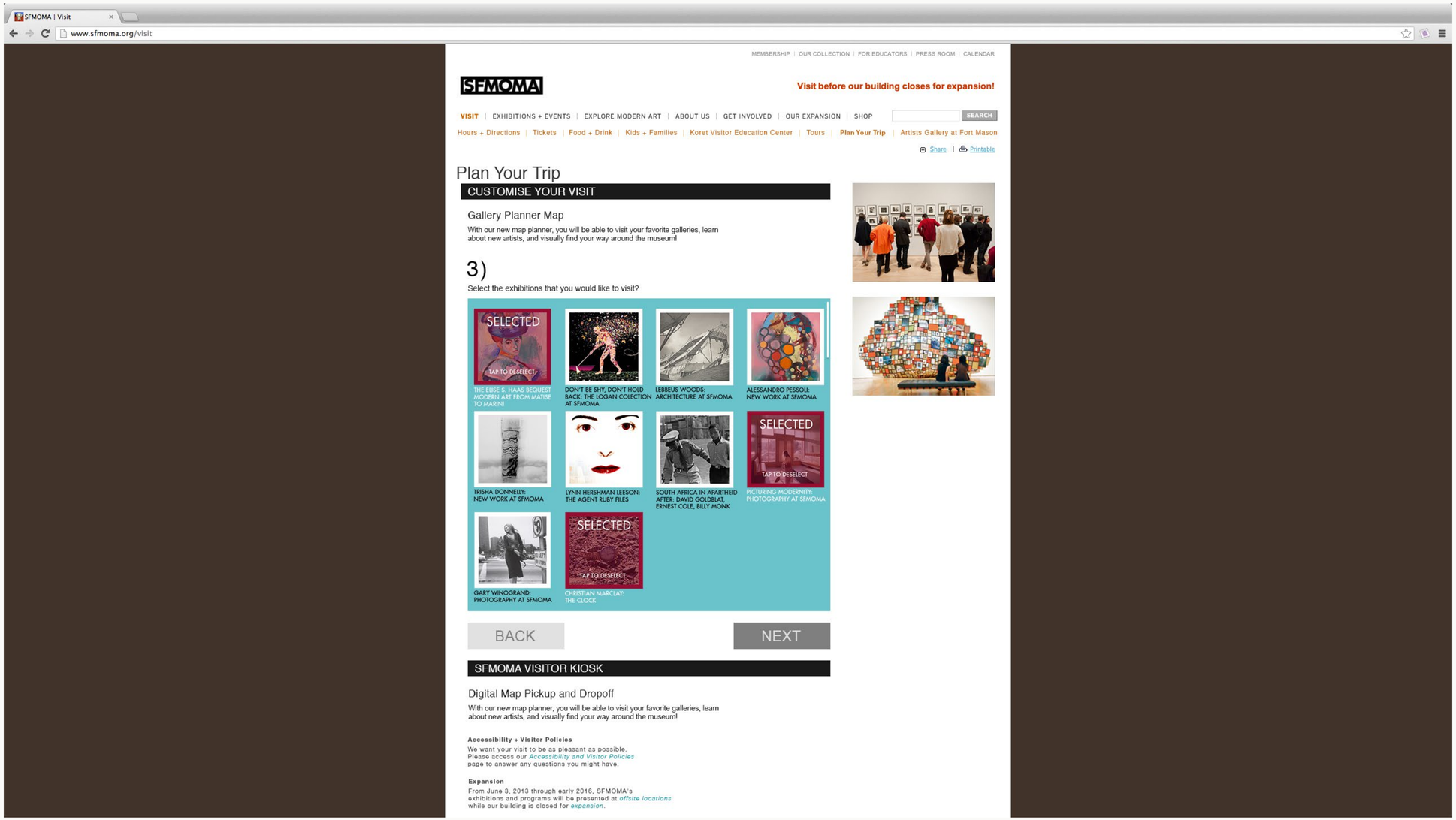
We want your visit to be as pleasant as possible. Please access our *Accessibility and Visitor Policies* page to answer any questions you might have.

Expansion

From June 3, 2013 through early 2016, SFMOMA's exhibitions and programs will be presented at *offsite locations* while our building is closed for *expansion*.

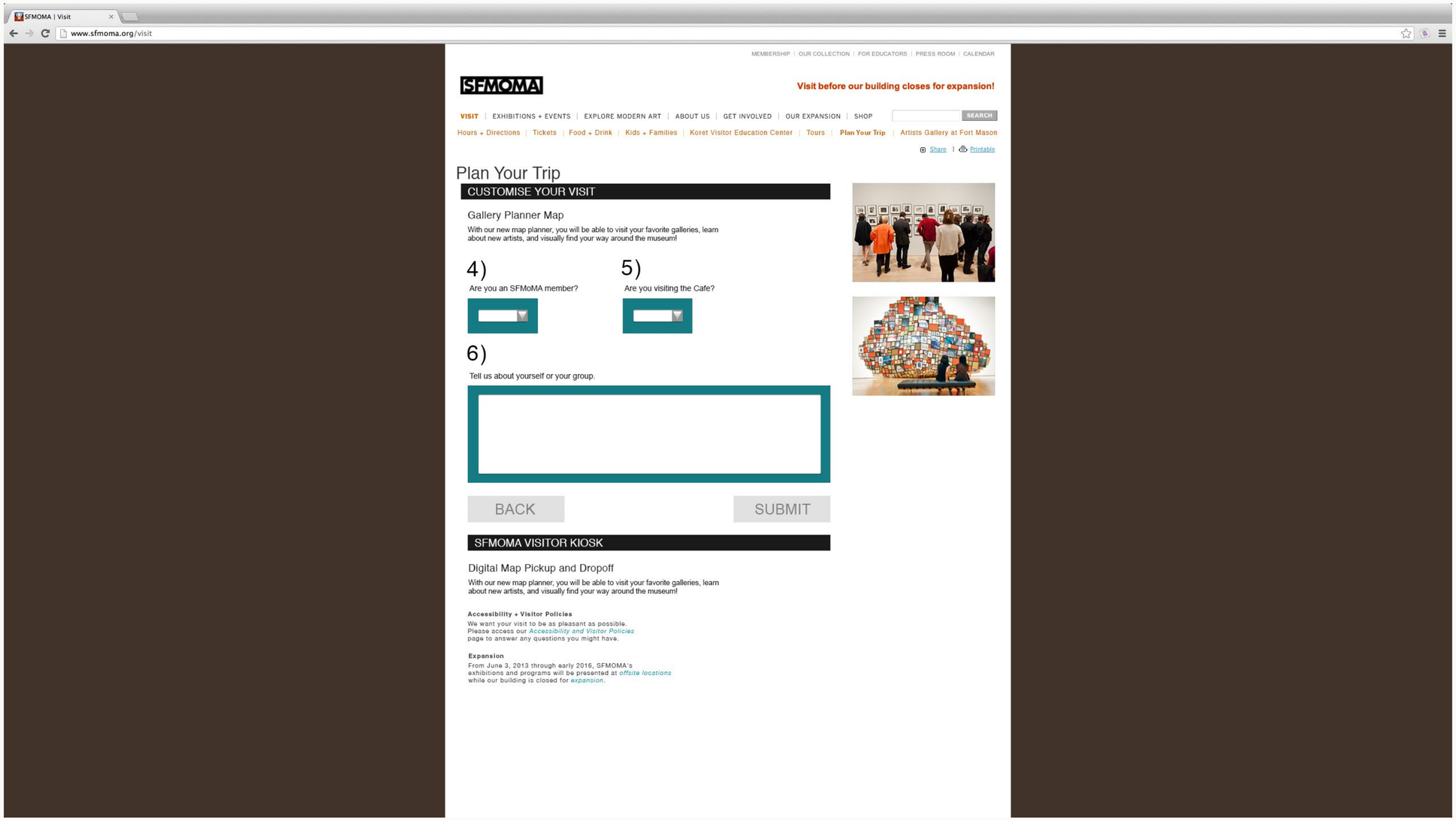
PERSONA 1 USERFLOW

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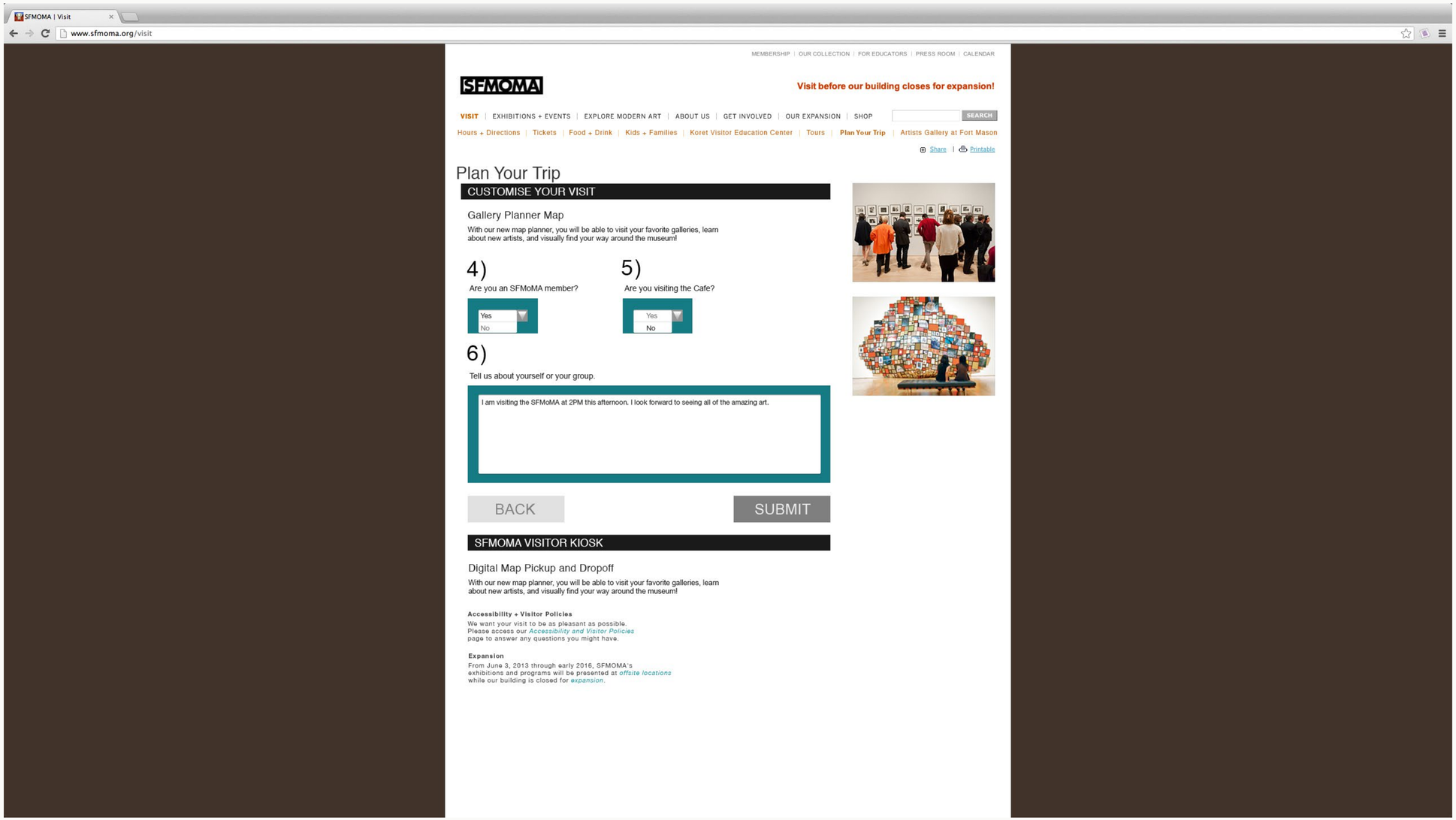
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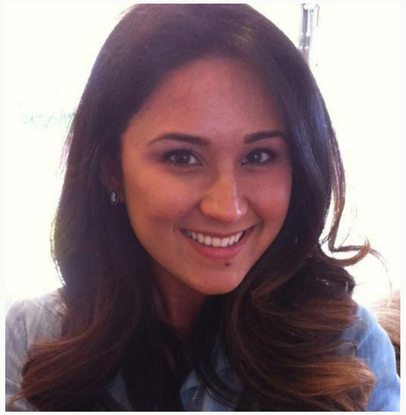


PERSONA 1 USERFLOW

7



2



STEPHANIE FLORES

Age: 27
Location: San Francisco
Occupation:Student at SFSTU
Marital Status: Single
Computer Skills: High

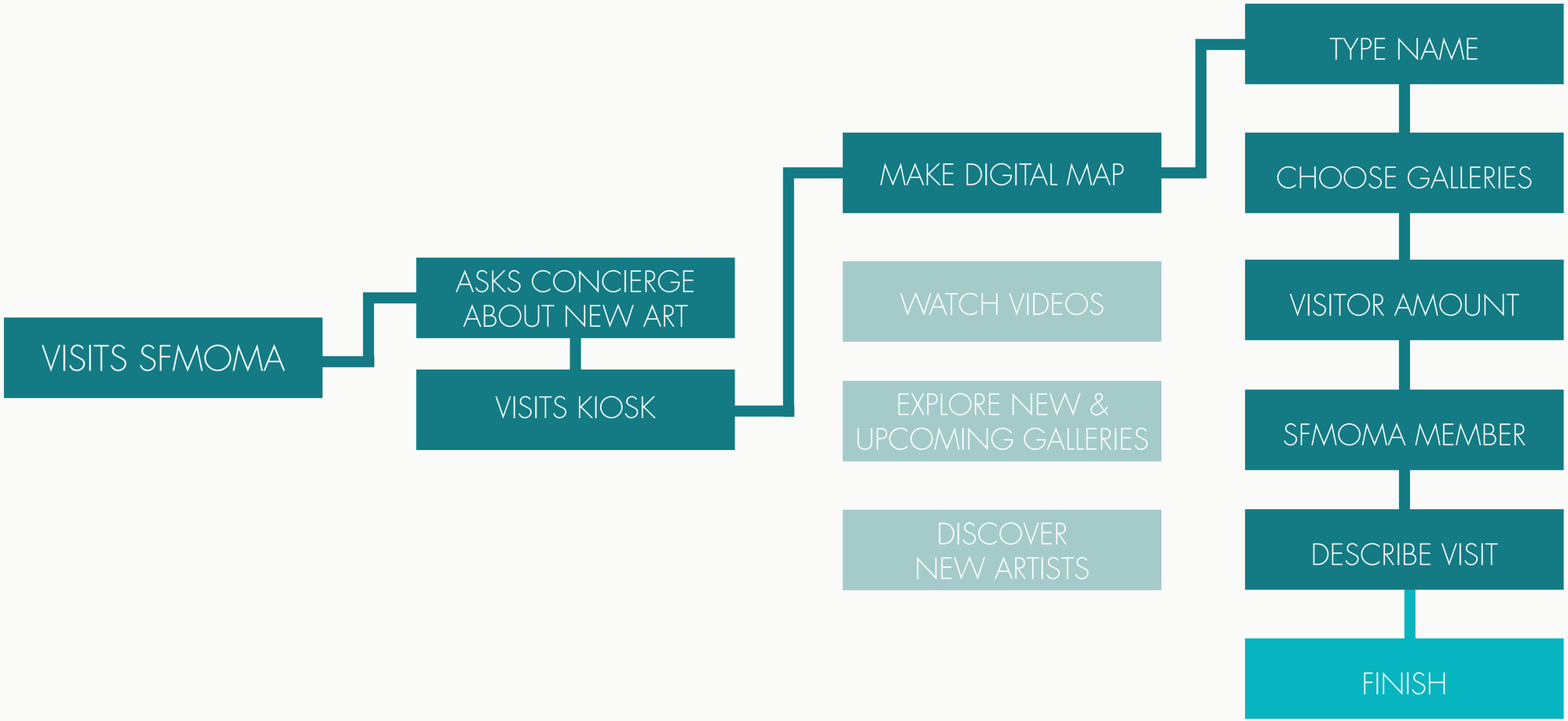
ABOUT STEPHANIE

Stephanie Flores goes to San Francisco State University and her major is child psychology. Her dream is to own a day care center and work with younger kids with disabilities. When she is not at school she likes spending her free time in art museums just enjoying the atmosphere and the wide variety of art.

VISITING SFMOMA

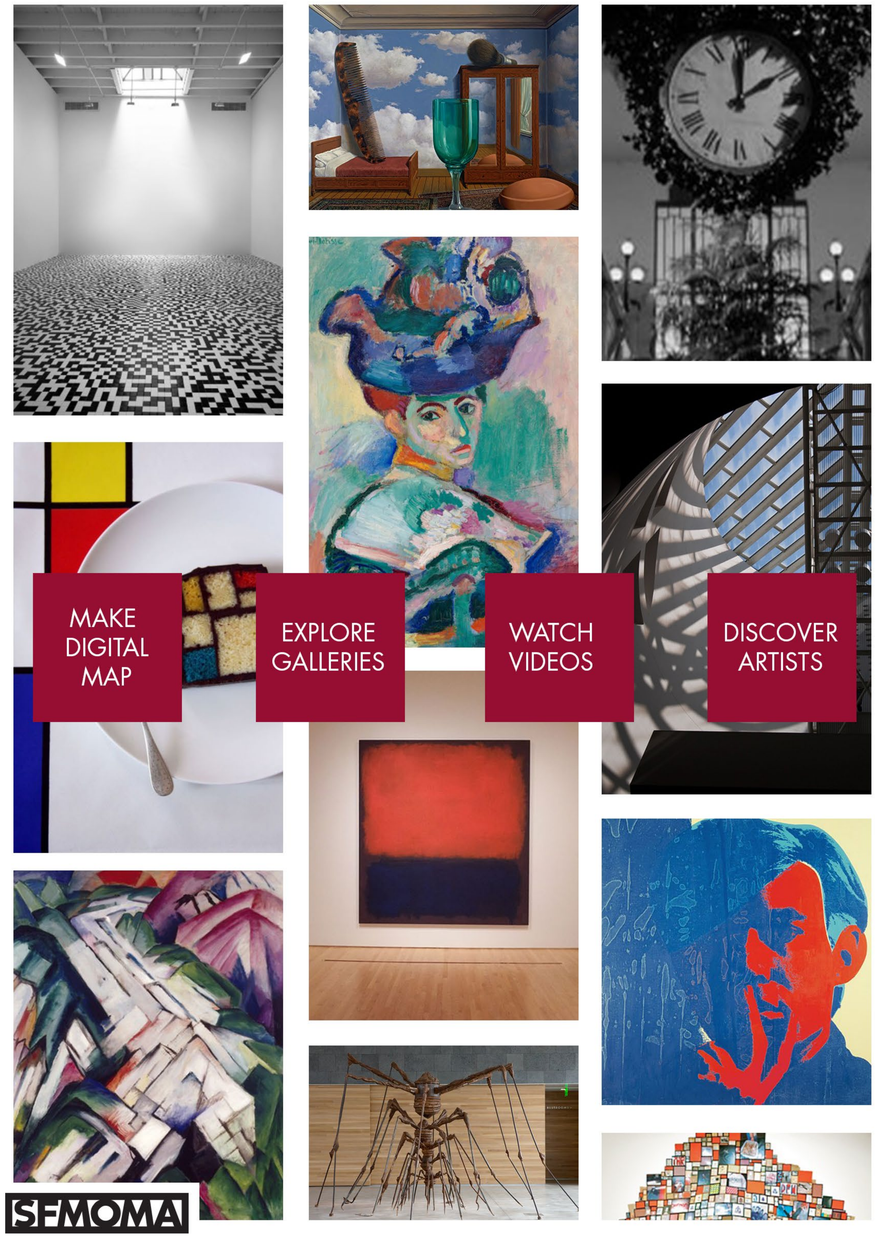
Stephanie likes visiting the SFMoMA when she finds some free time. She doesn't always know what is currently in the galleries all the time. What she likes to do is go to the museum and ask what is new. Then she can pick up her digital map at the kiosk and use it to find her way around the new galleries in the museum.

PERSONA 2 USERFLOW

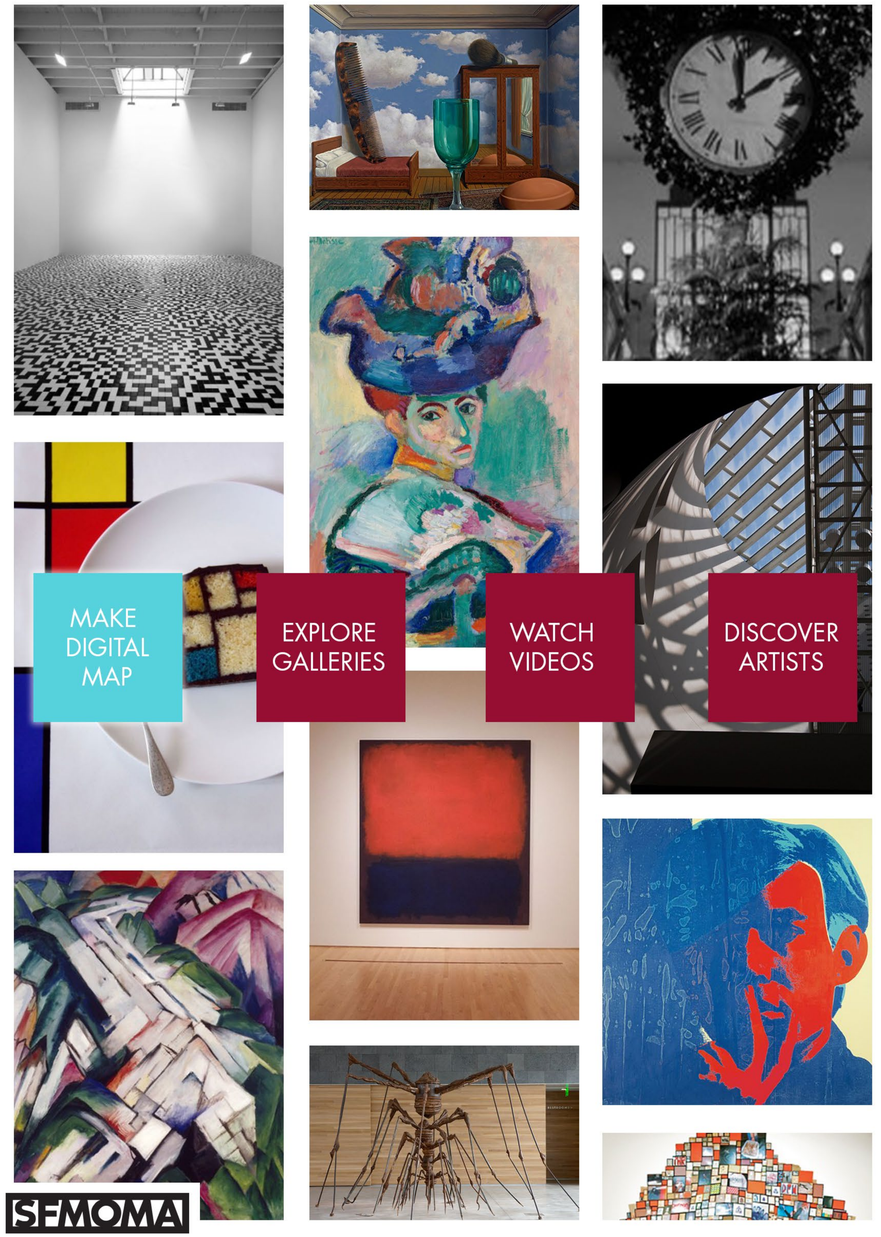


PERSONA 2 USERFLOW

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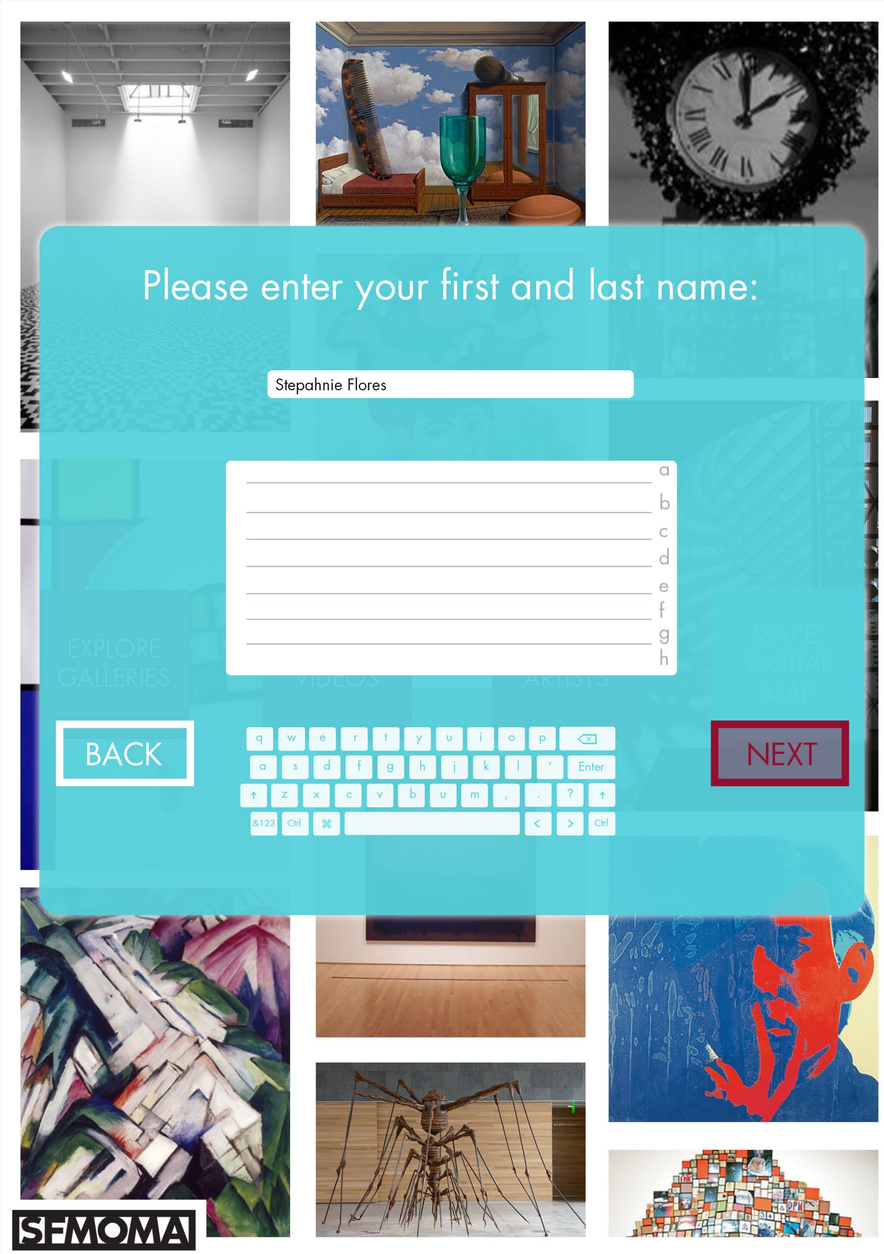


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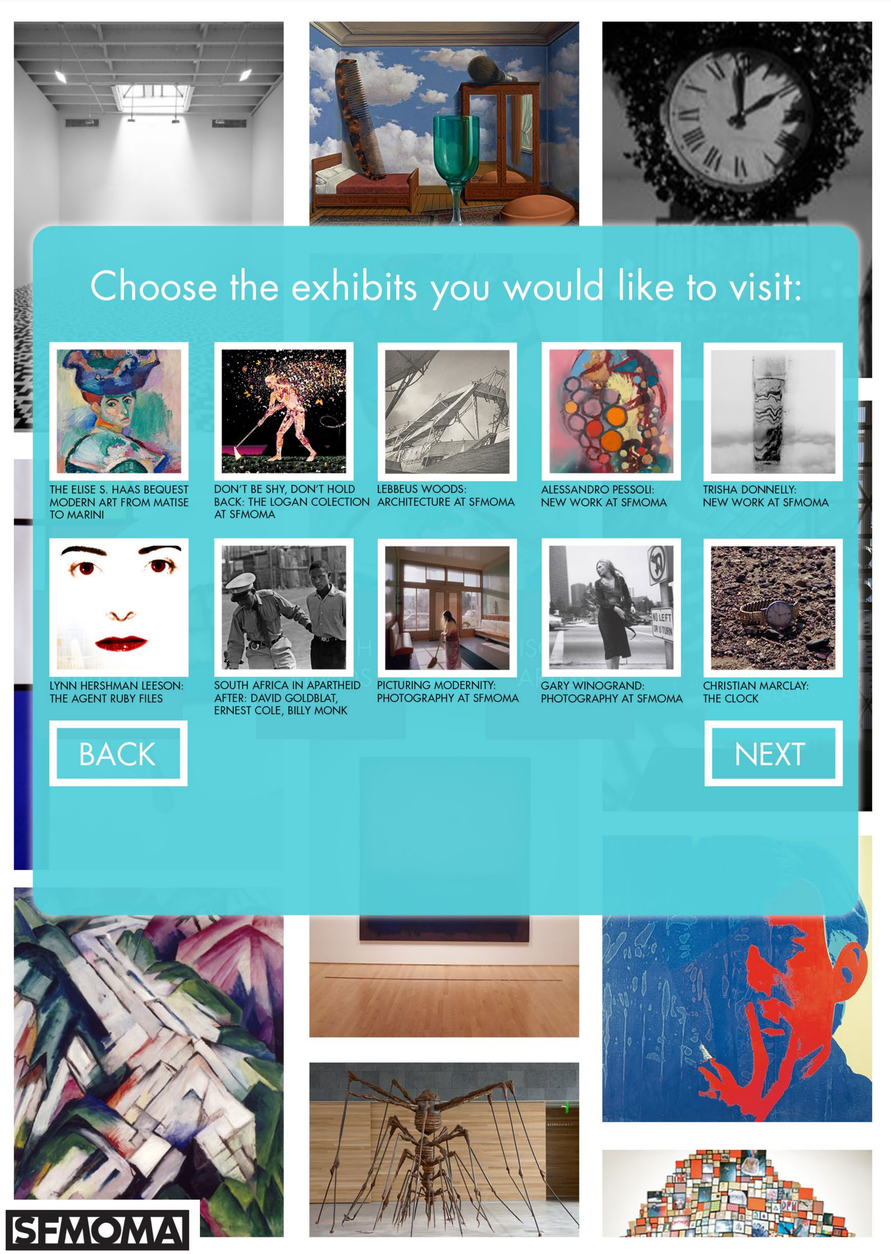


PERSONA 2 USERFLOW

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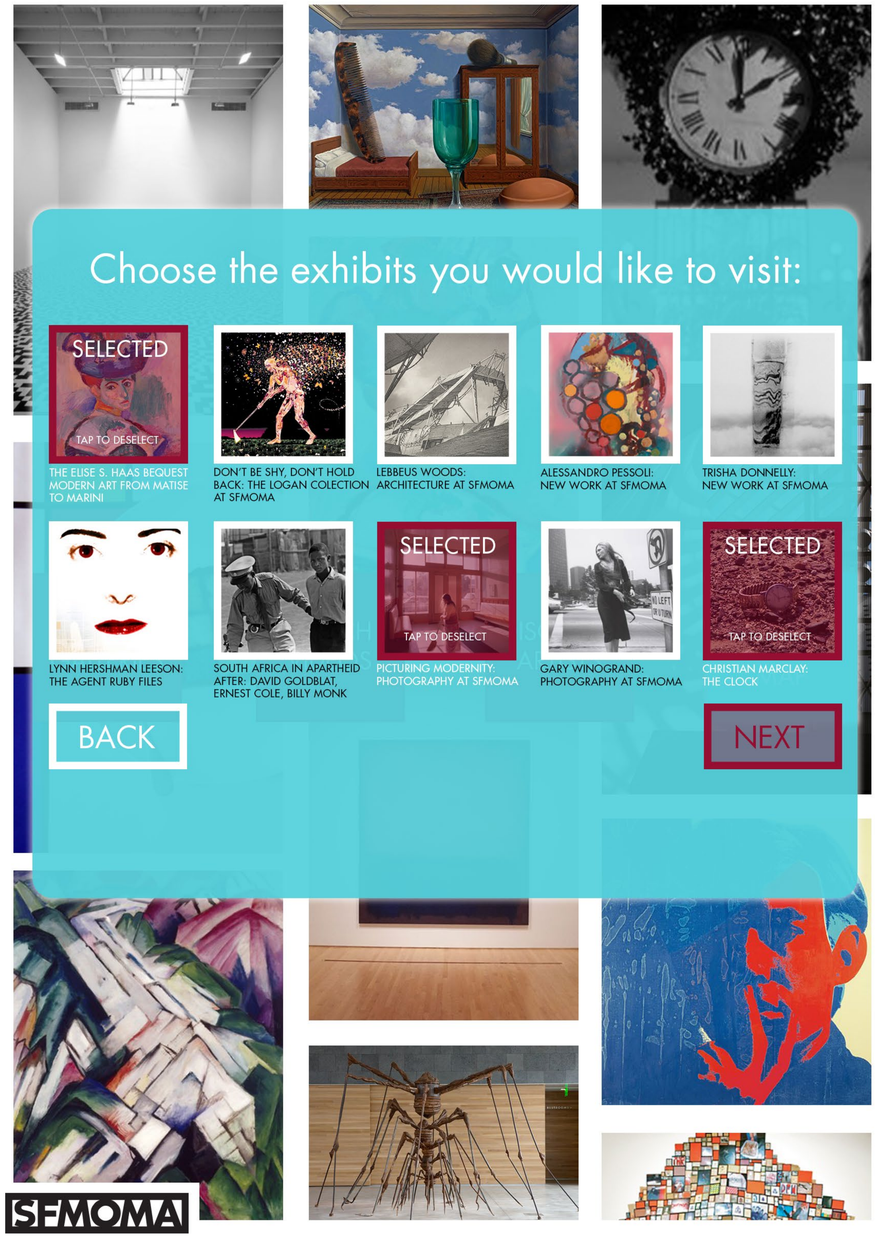


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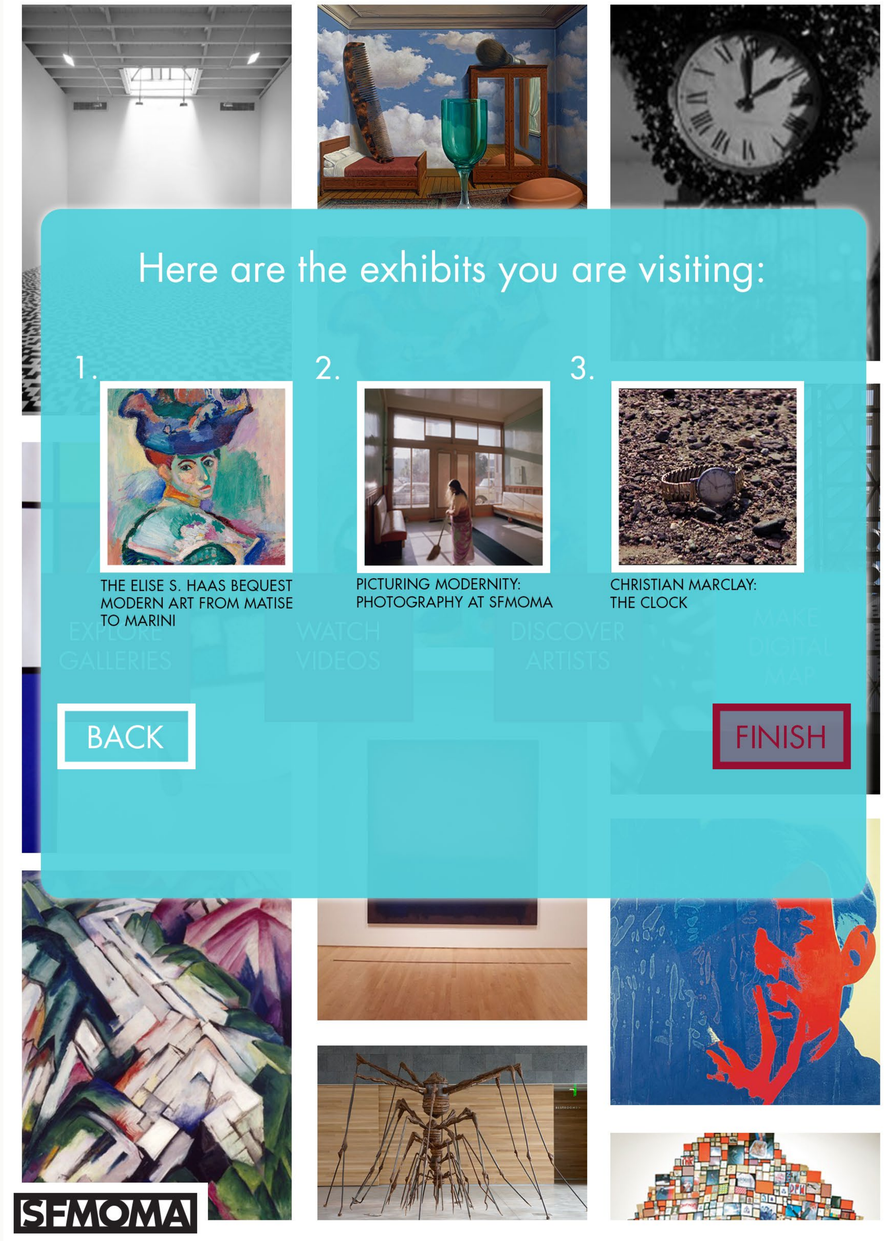


PERSONA 2 USERFLOW

5

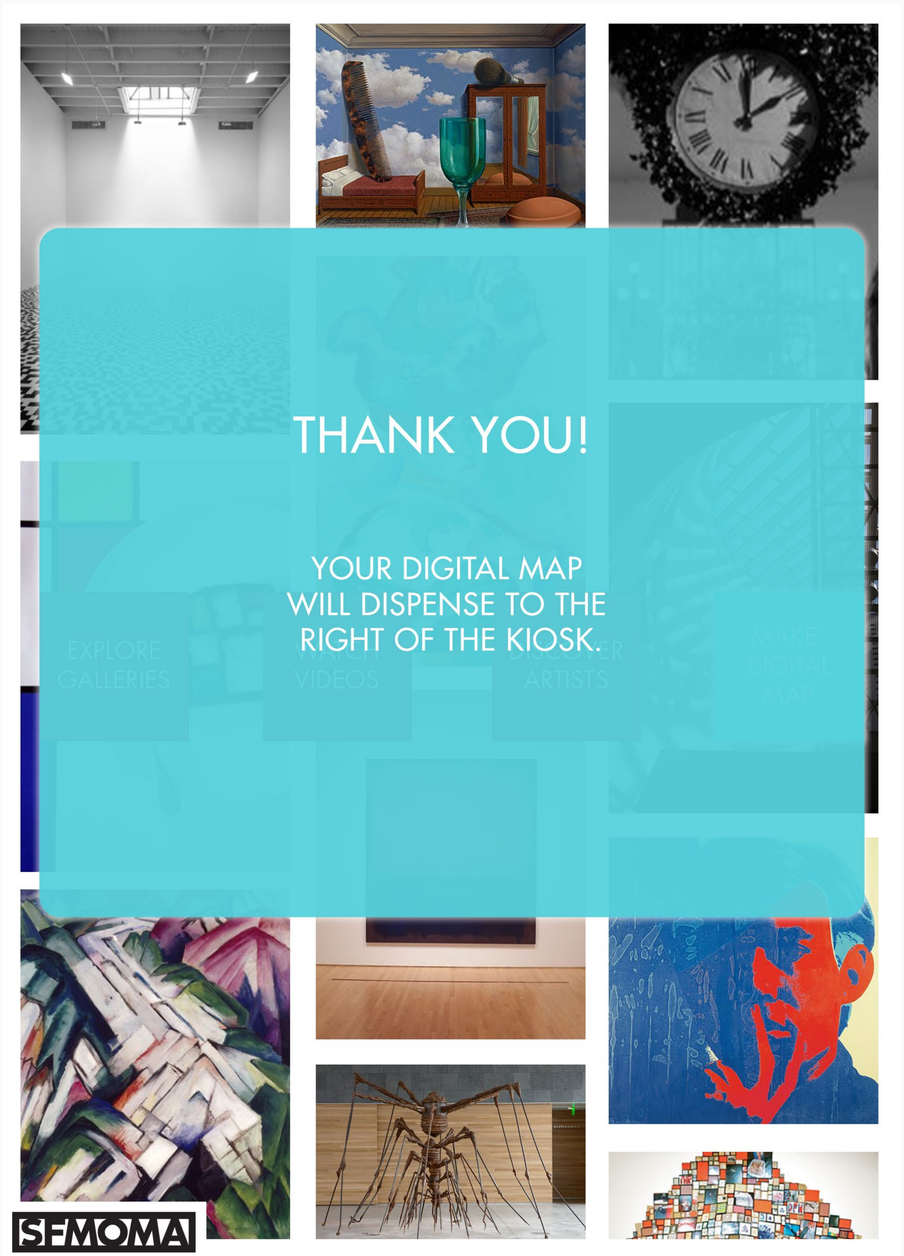


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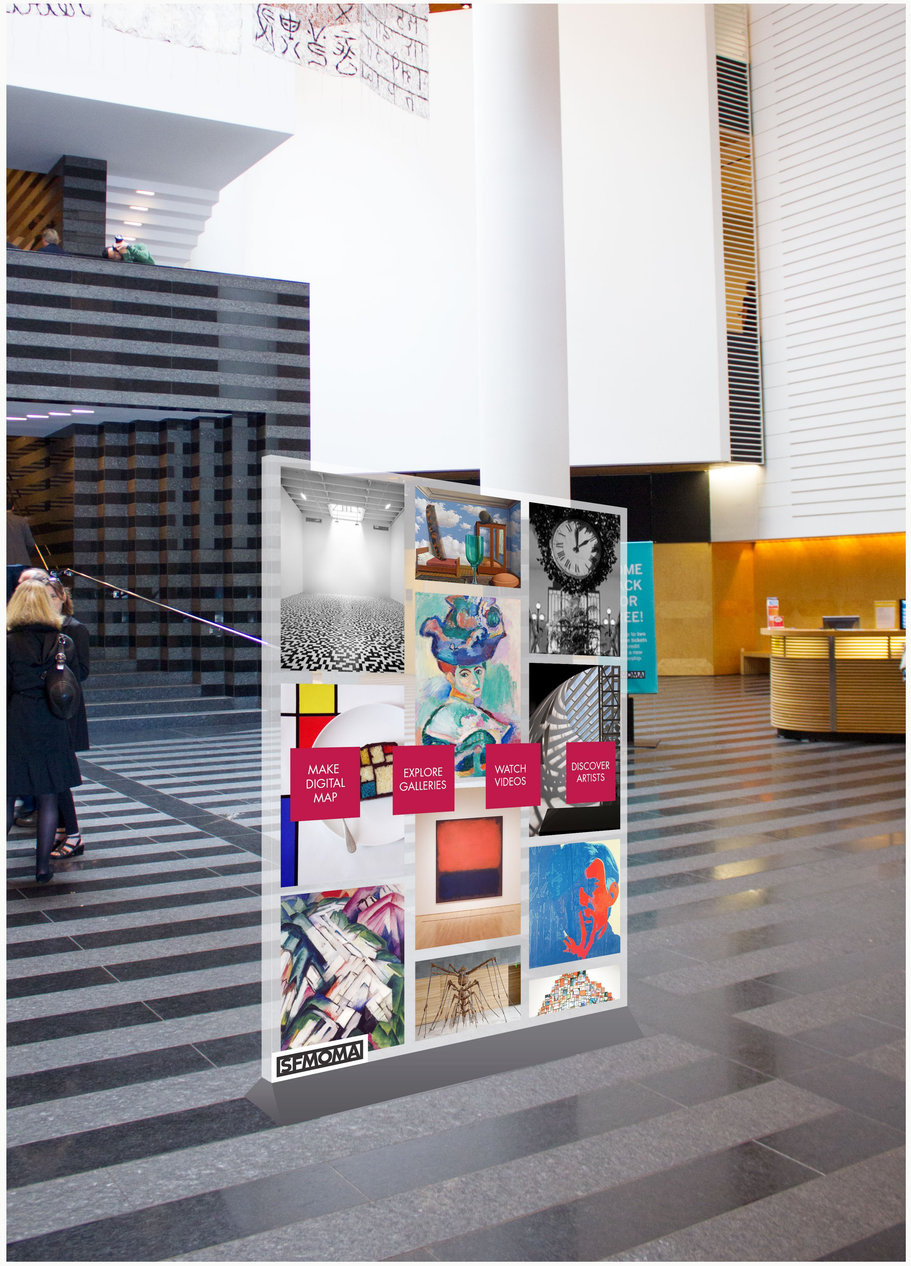


PERSONA 2 USERFLOW

7



8



3



HENRY FINUCANE

Age: 27
Location: Pinole
Occupation:Student
Marital Status: Single
Computer Skills: High

ABOUT HENRY

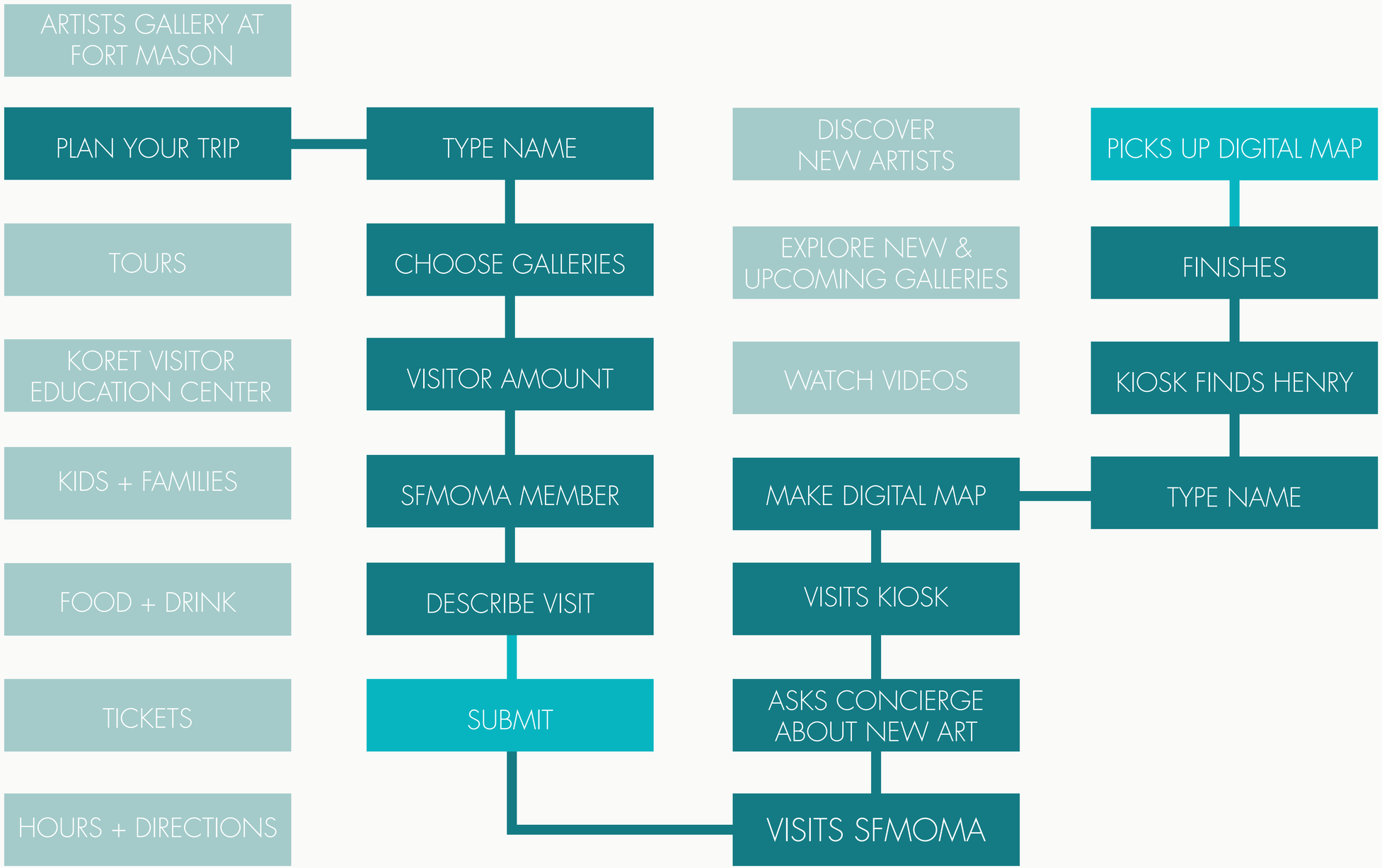
Henry really enjoys looking at art. He is often likes seeing odd forms of art that not many poeple understand. He likes going to the SFMoMA to see all of the upcoming exhibitions that are on display. Sometimes he wonders what next pieces of artwork will be displayed that are not yet posted on the internet to see.

VISTING SFMOMA

When Henry visits the SFMoMA he doesn't always know where to go and has to ask someone. With the digital map, he can be guided to specific exhibits that he wants to visit.

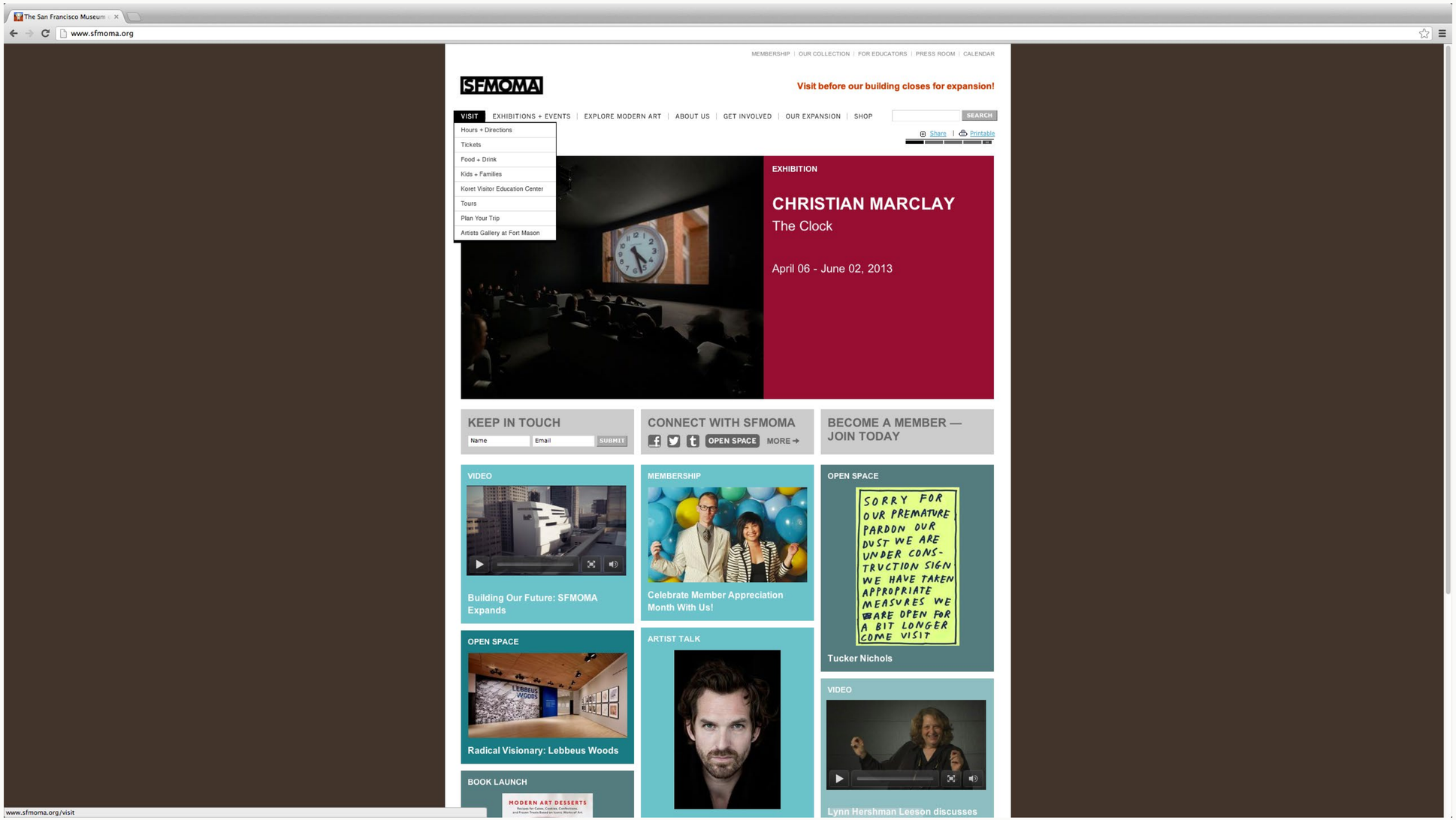
MUSEUM WAYFINDING

PERSONA 3 USERFLOW



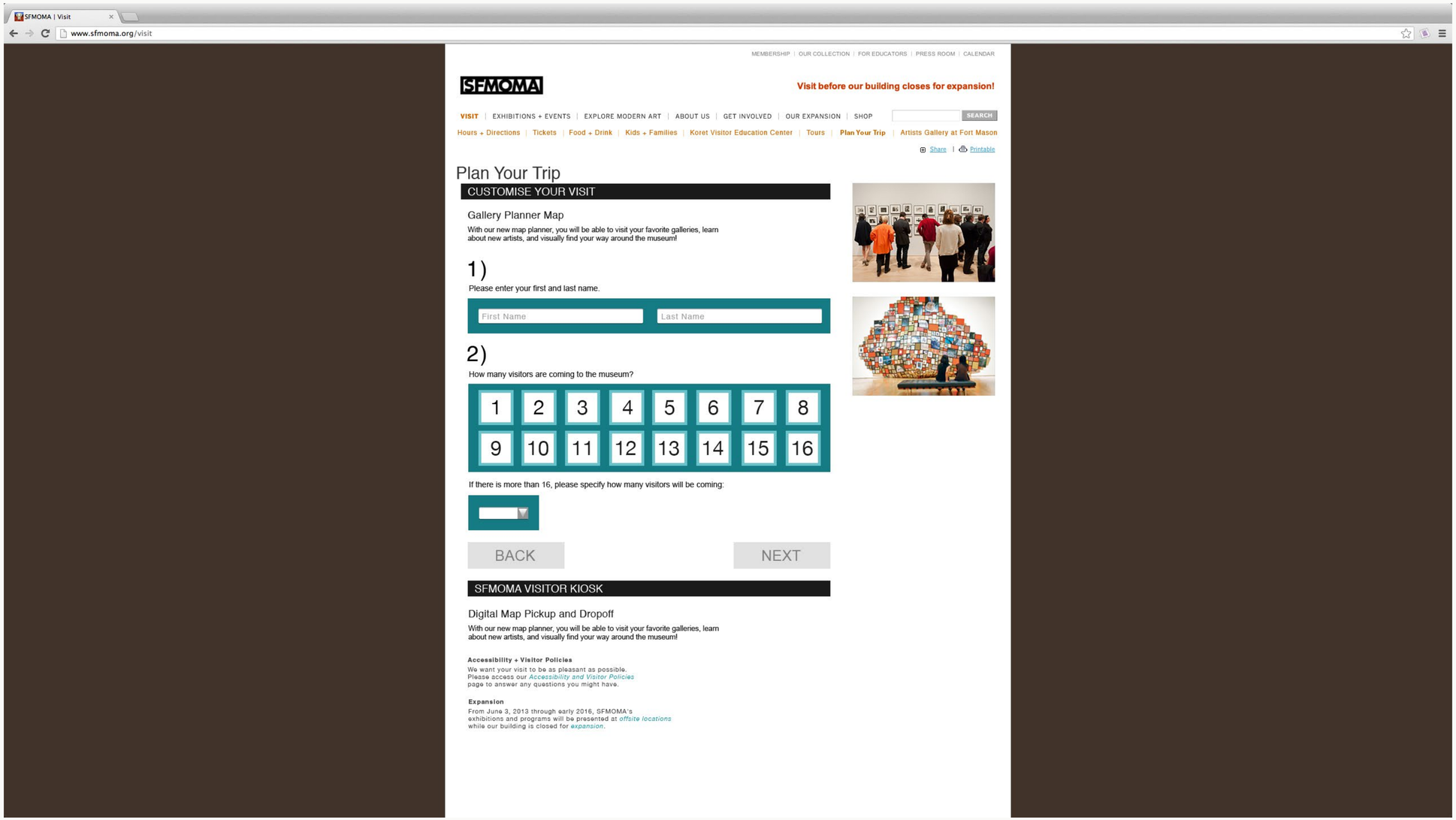
PERSONA 3 USERFLOW

1



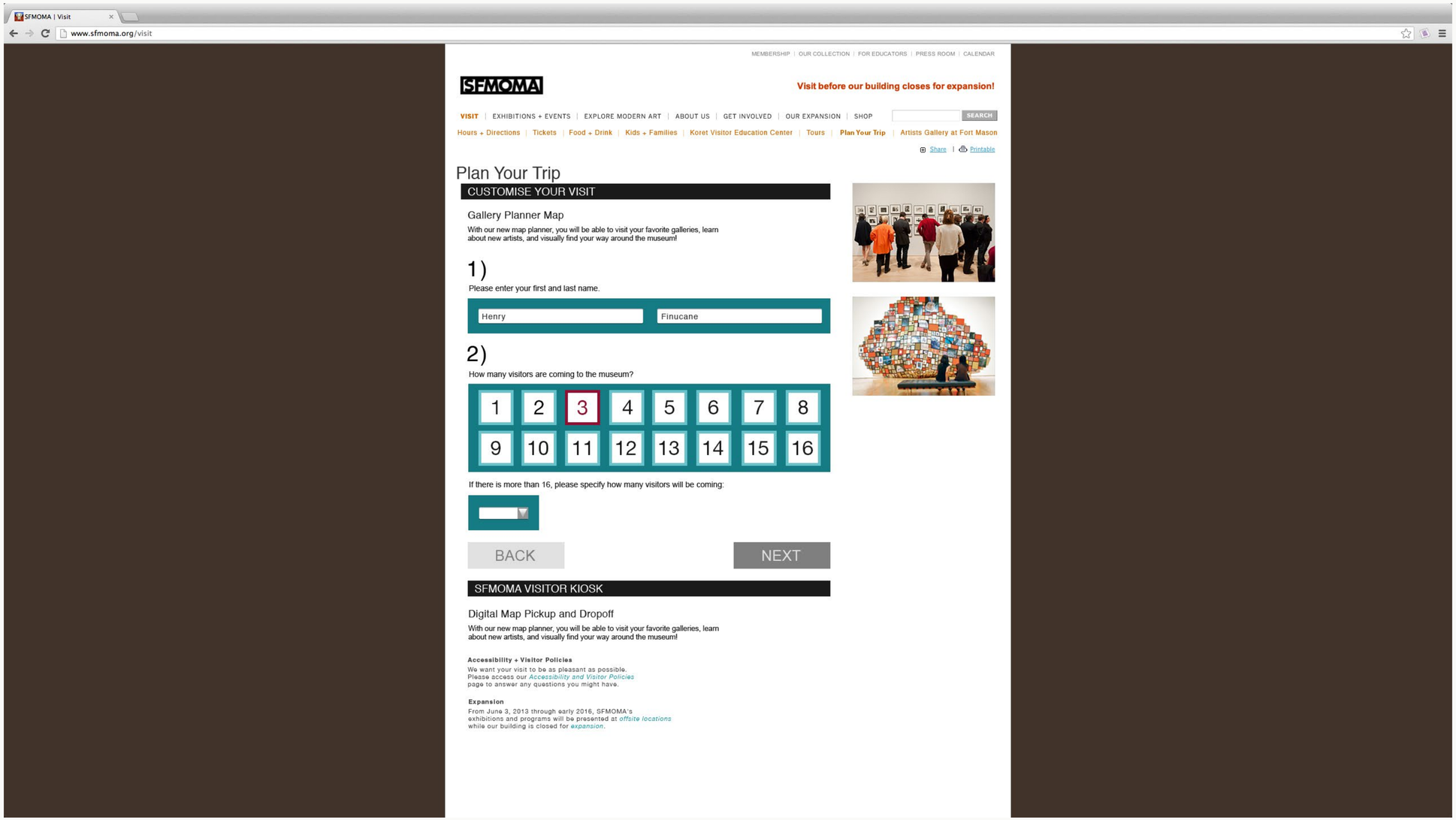
PERSONA 3 USERFLOW

2



PERSONA 3 USERFLOW

3



PERSONA 3 USERFLOW

4

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SFMOMA

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SEARCH

Hours + Directions | Tickets | Food + Drink | Kids + Families | Koret Visitor Education Center | Tours | Plan Your Trip | Artists Gallery at Fort Mason

Share | Printable

Plan Your Trip

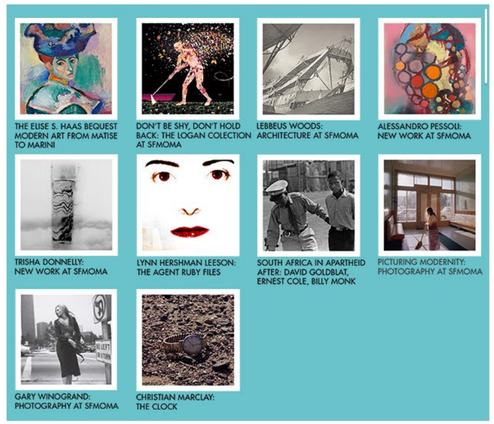
CUSTOMISE YOUR VISIT

Gallery Planner Map

With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

3)

Select the exhibitions that you would like to visit?







BACK

NEXT

SFMOMA VISITOR KIOSK

Digital Map Pickup and Dropoff

With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

Accessibility + Visitor Policies

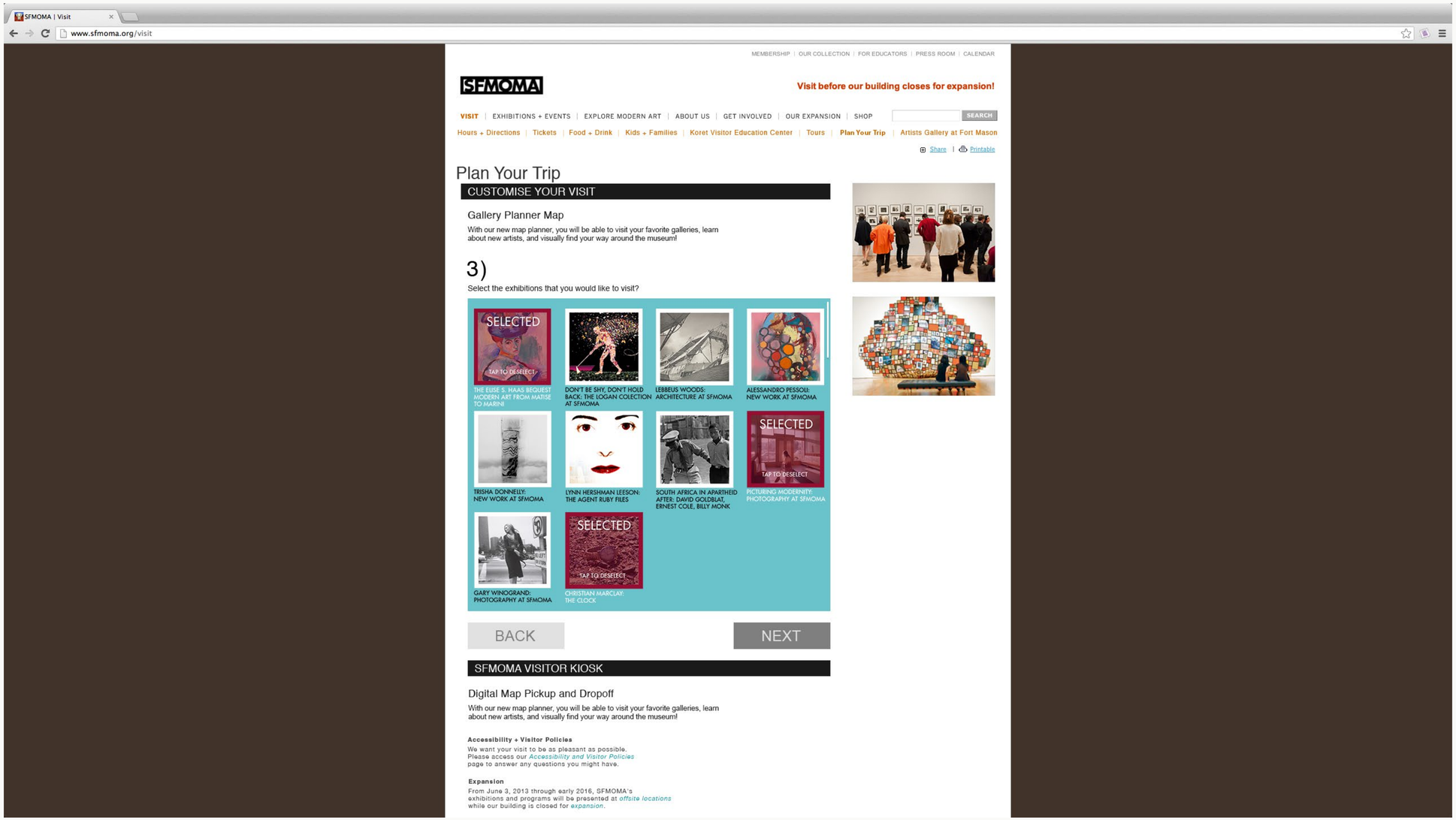
We want your visit to be as pleasant as possible. Please access our *Accessibility and Visitor Policies* page to answer any questions you might have.

Expansion

From June 3, 2013 through early 2016, SFMOMA's exhibitions and programs will be presented at *offsite locations* while our building is closed for *expansion*.

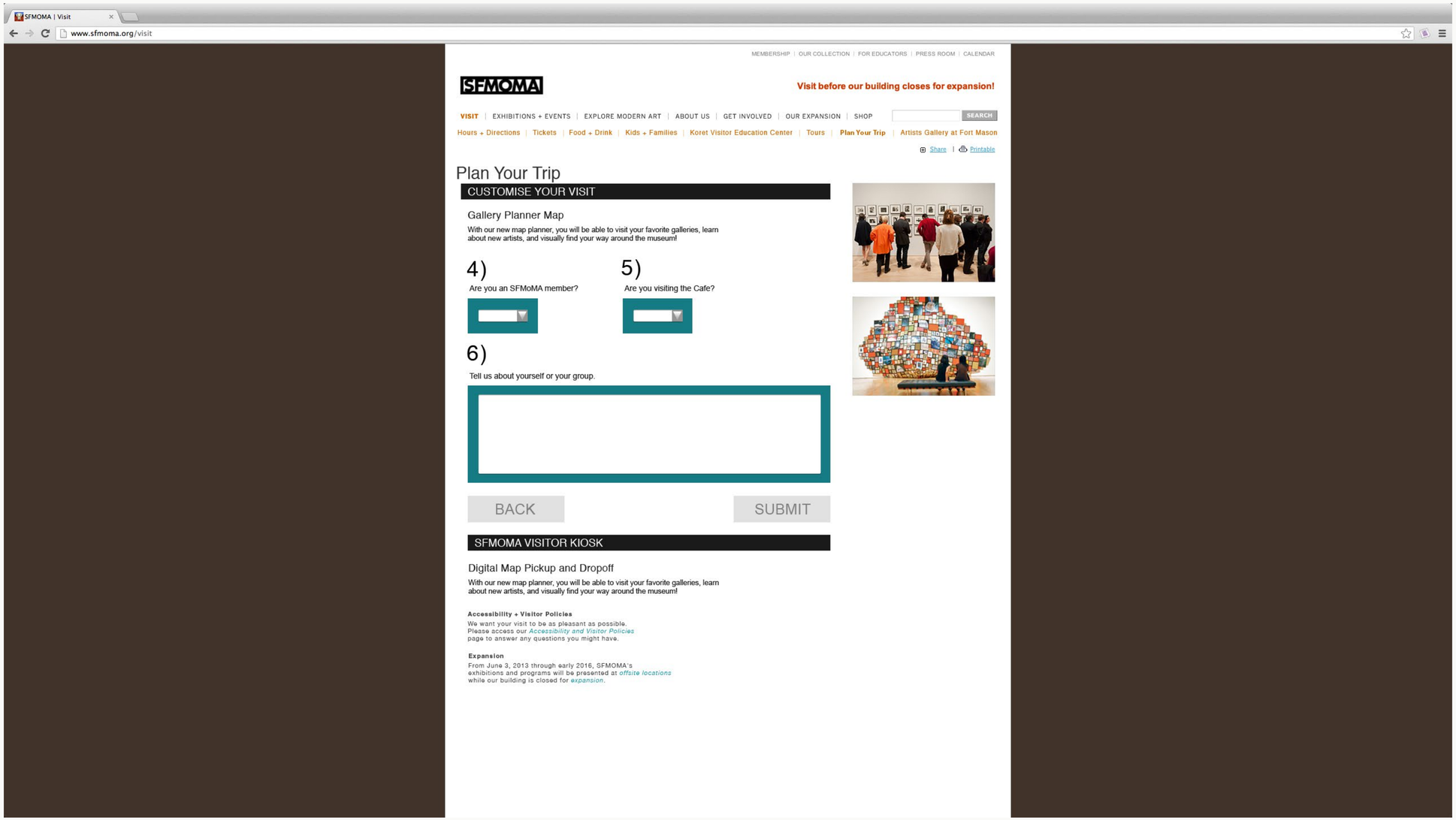
PERSONA 3 USERFLOW

5



PERSONA 3 USERFLOW

6



PERSONA 3 USERFLOW

7

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4) Are you an SFMoMA member?

Yes
No

5) Are you visiting the Cafe?

Yes
No

6) Tell us about yourself or your group.

I'm visitng the SFMoMA to see some amazing paintings by Matise and some other great artists.

BACK

SUBMIT





SFMOMA VISITOR KIOSK

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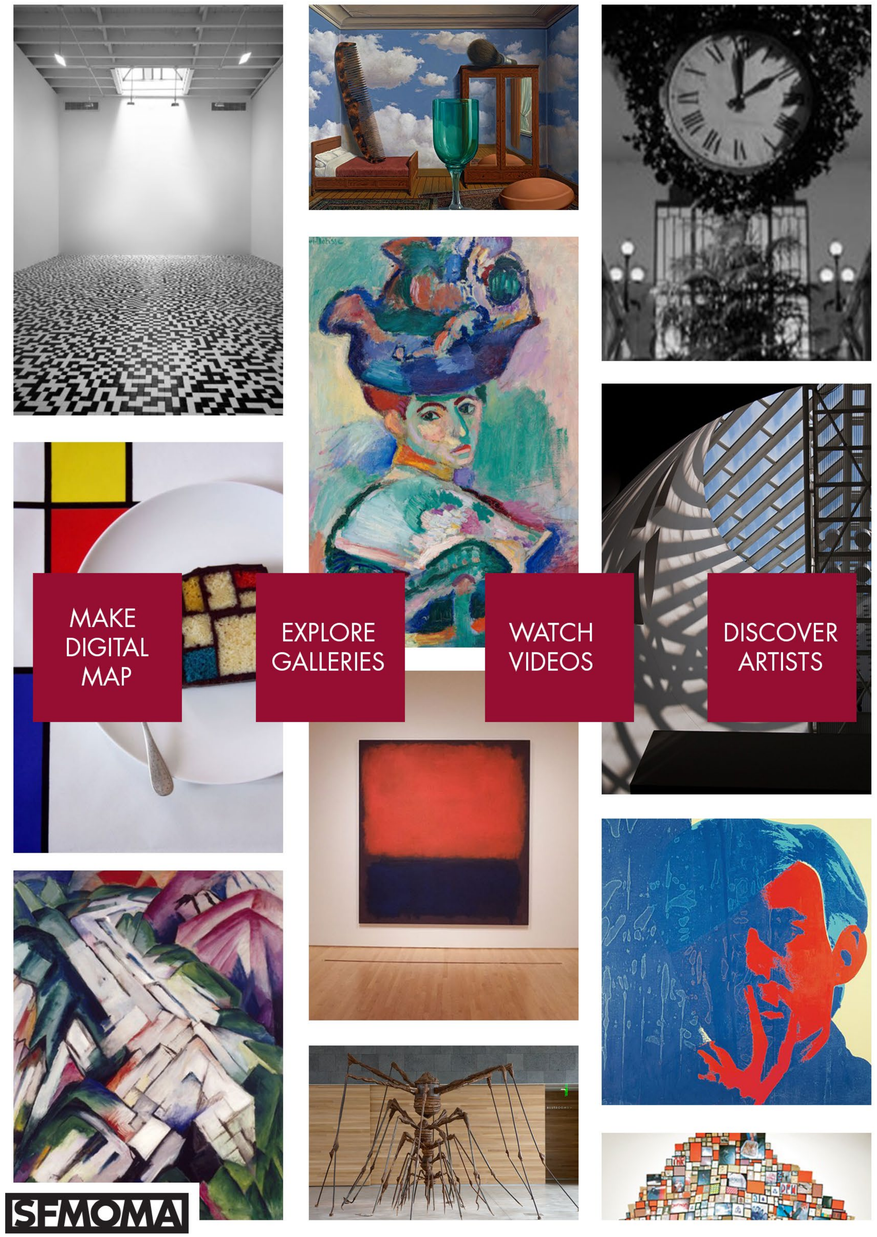
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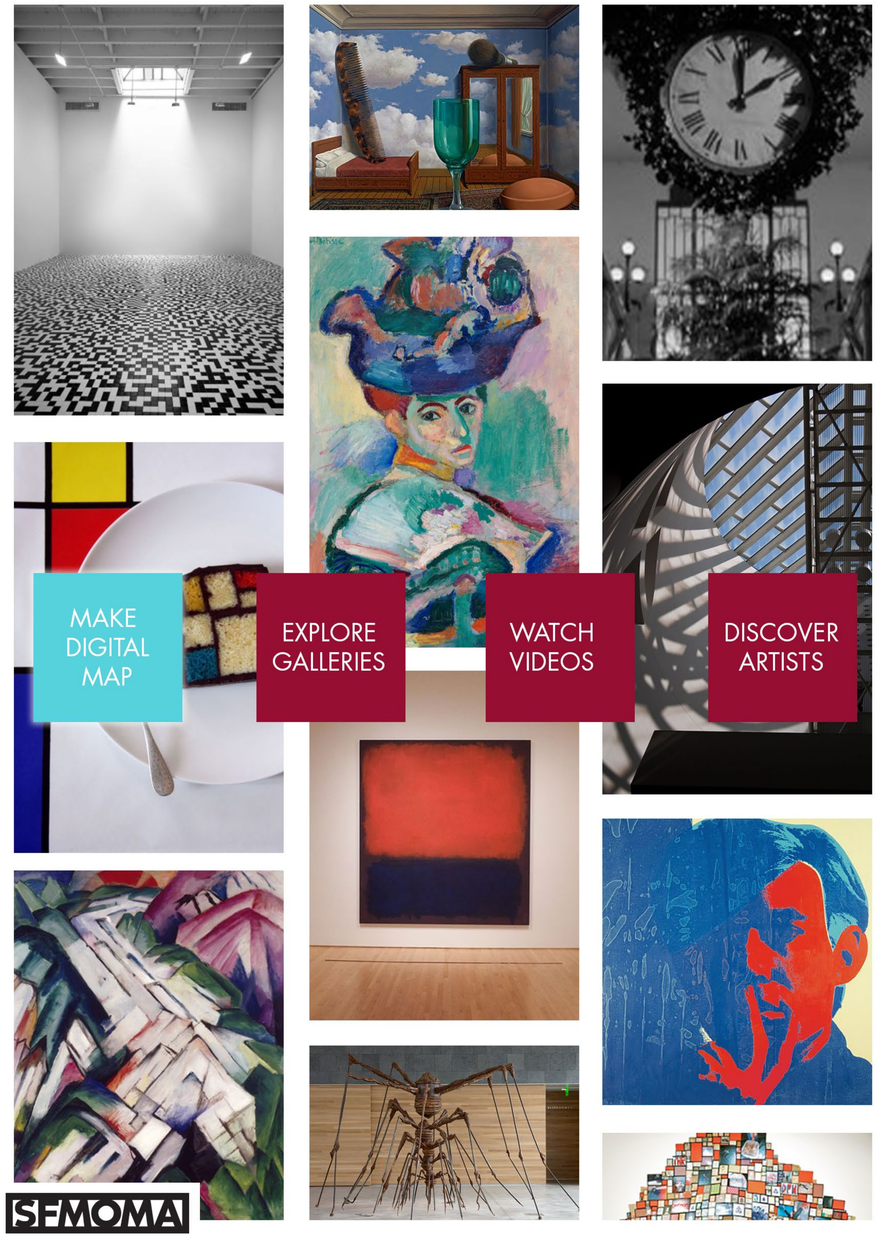
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PERSONA 3 USERFLOW - KIOSK

8

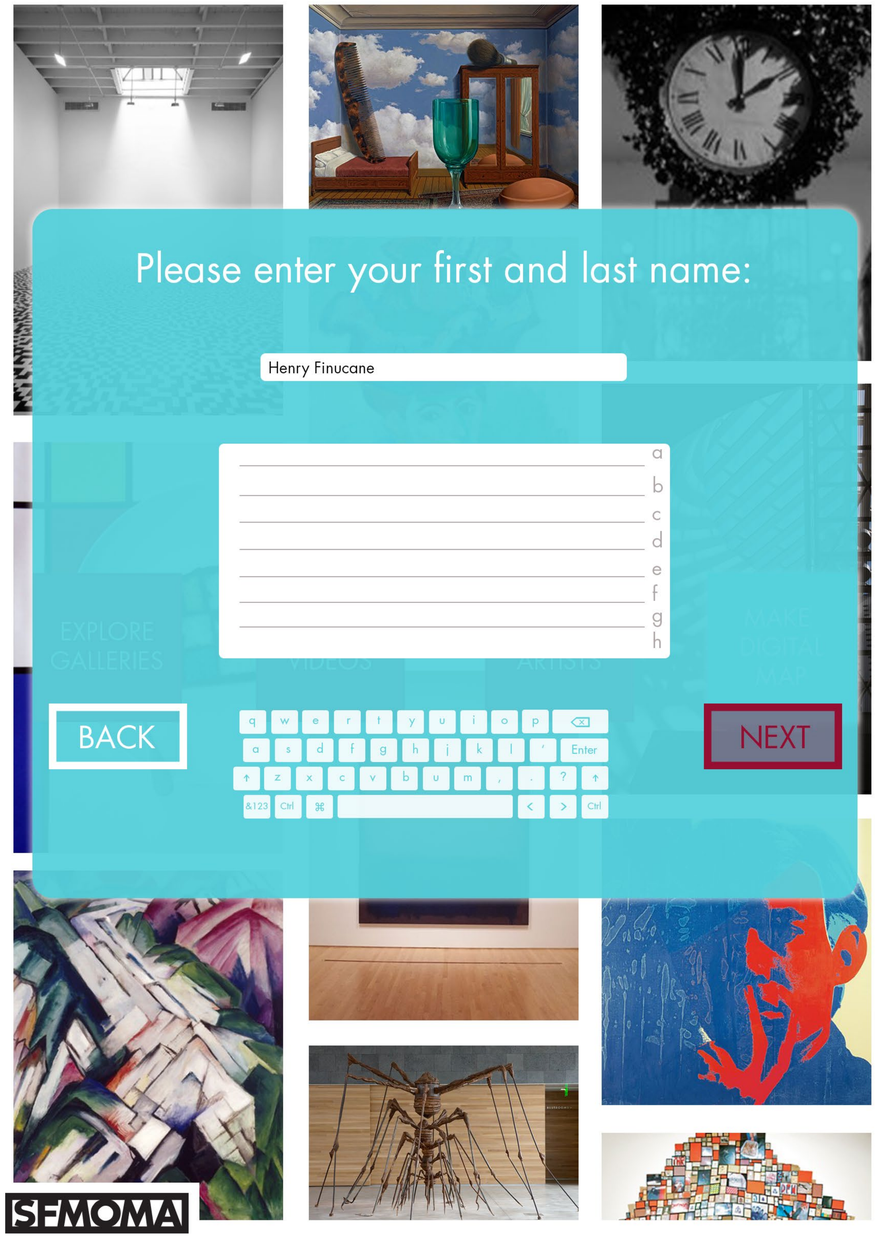


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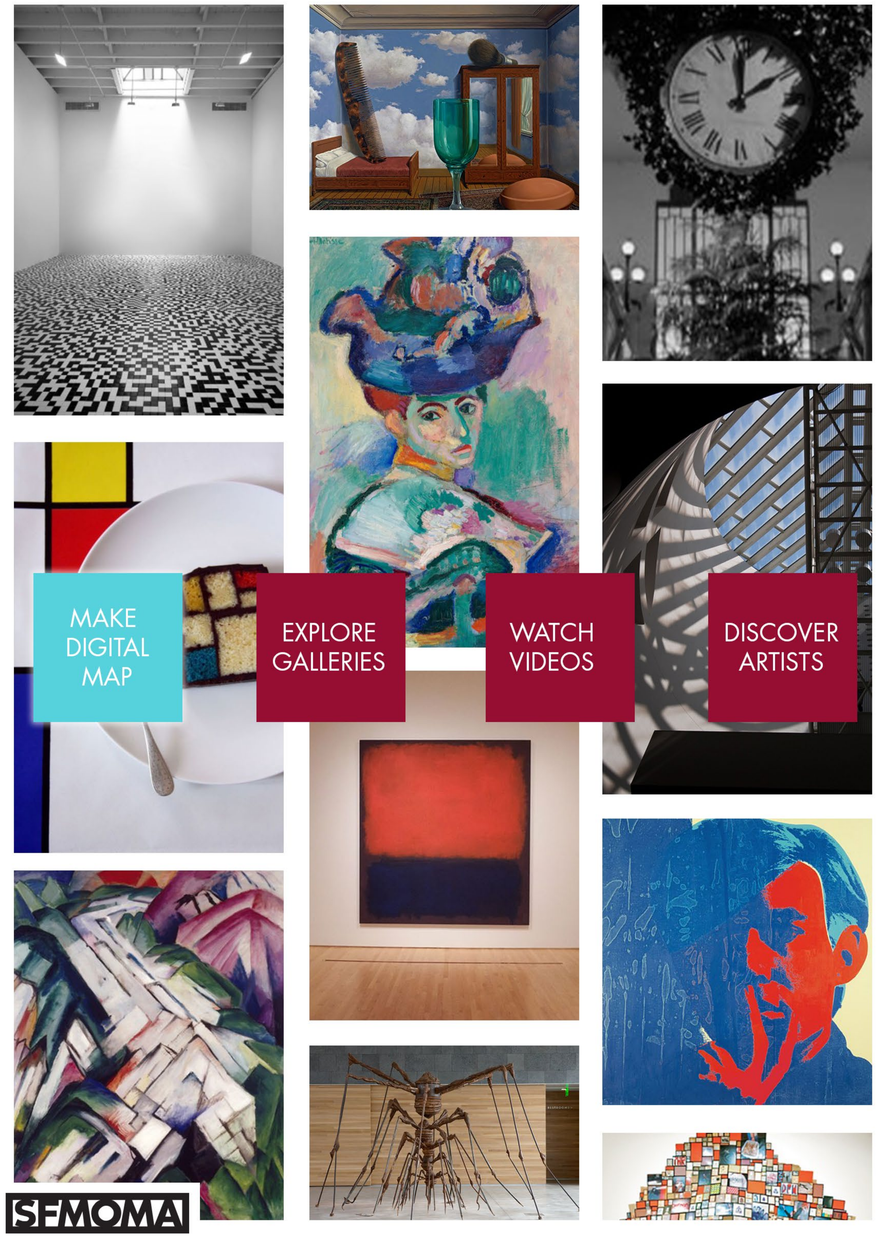


PERSONA 3 USERFLOW - KIOSK

10

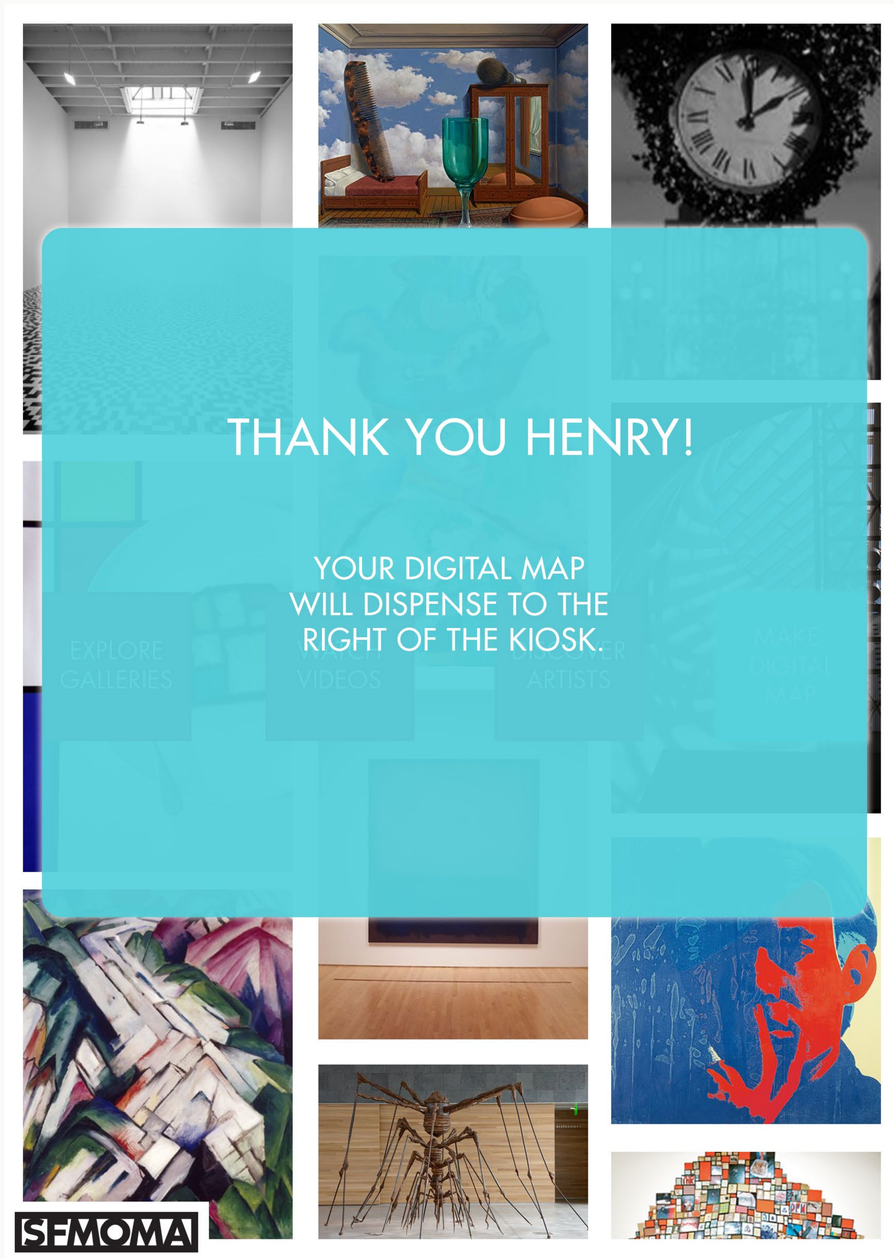


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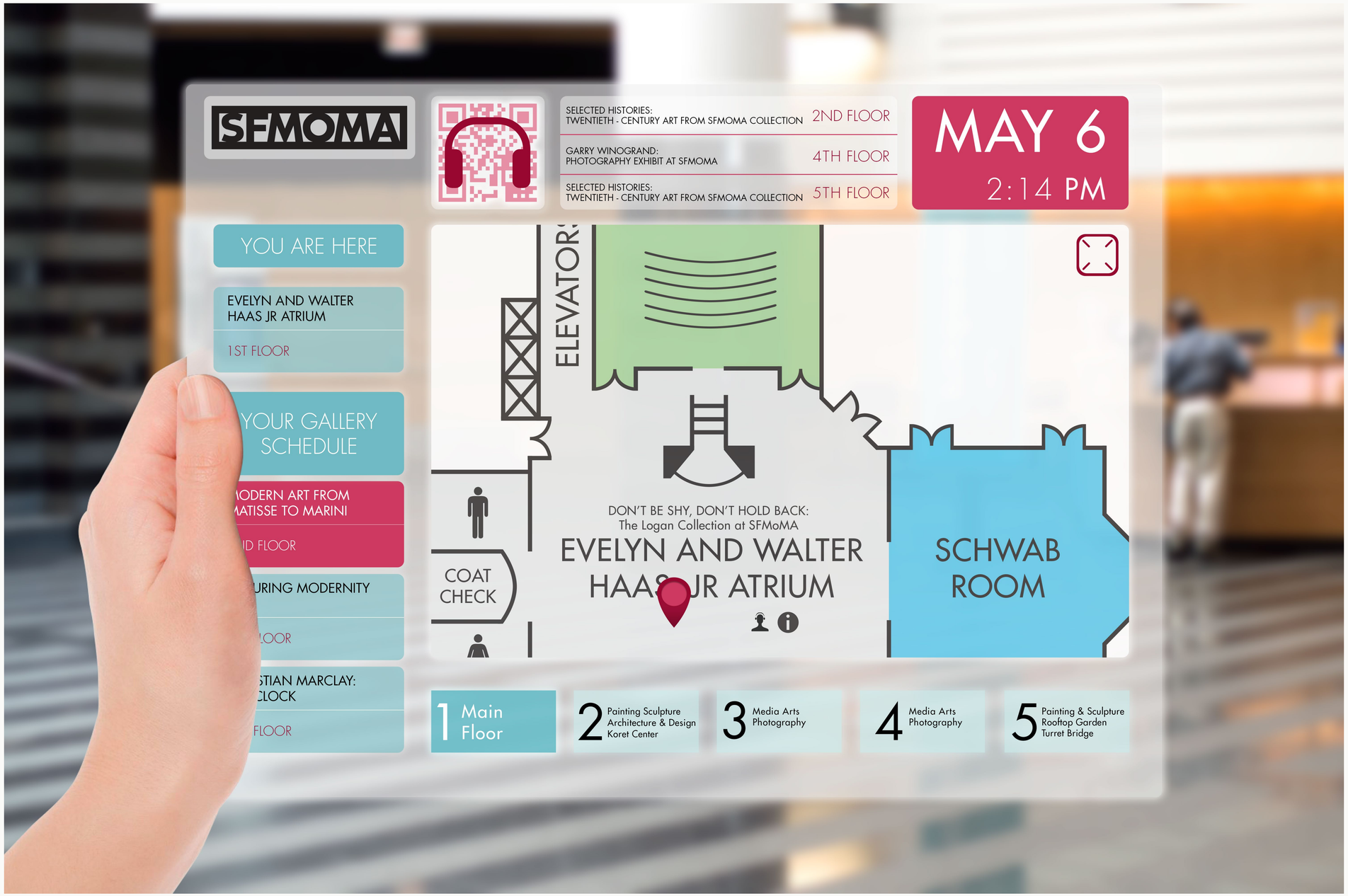
PERSONA 3 USERFLOW - KIOSK

12



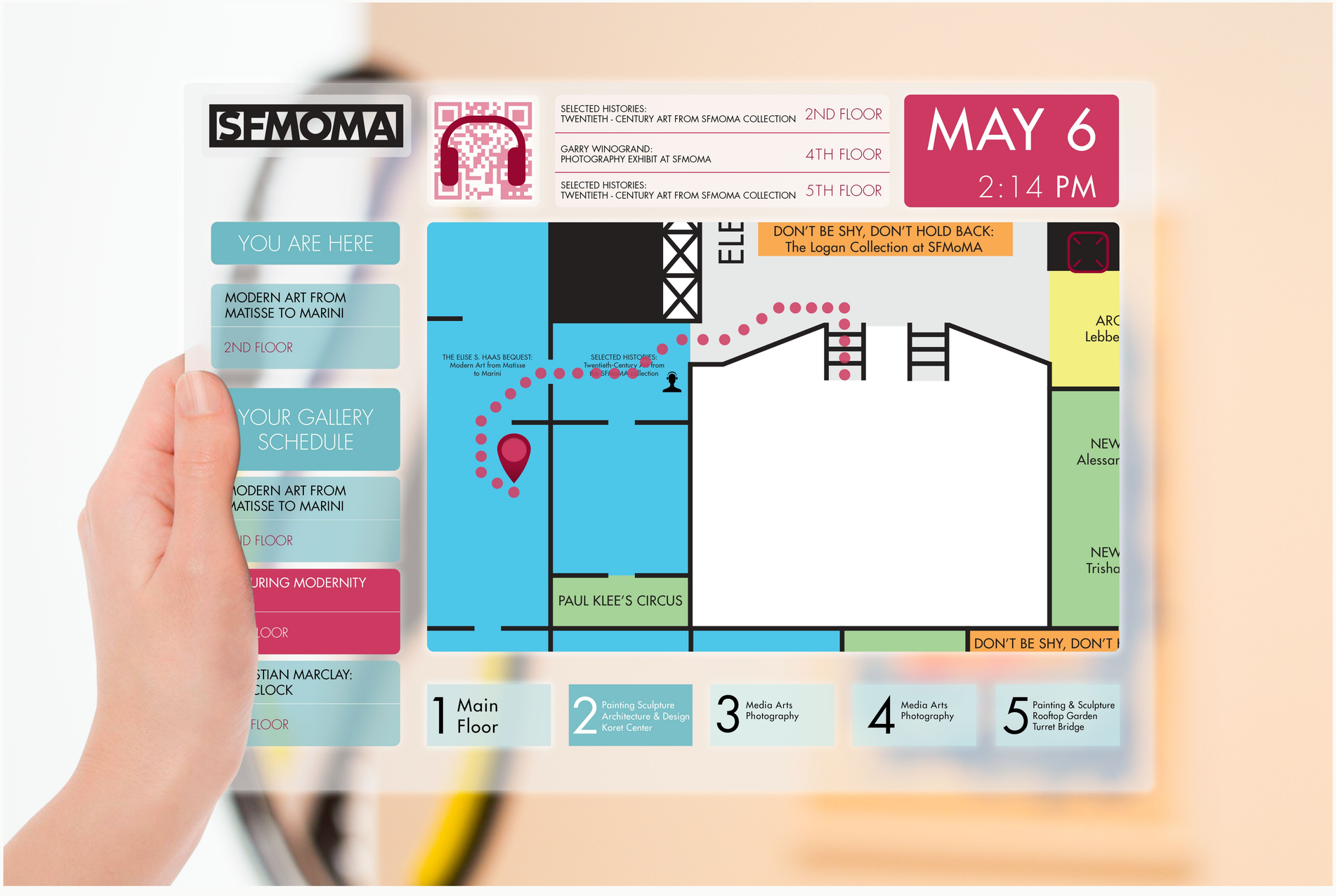
PERSONA 3 USERFLOW - DIGITAL MAP

13



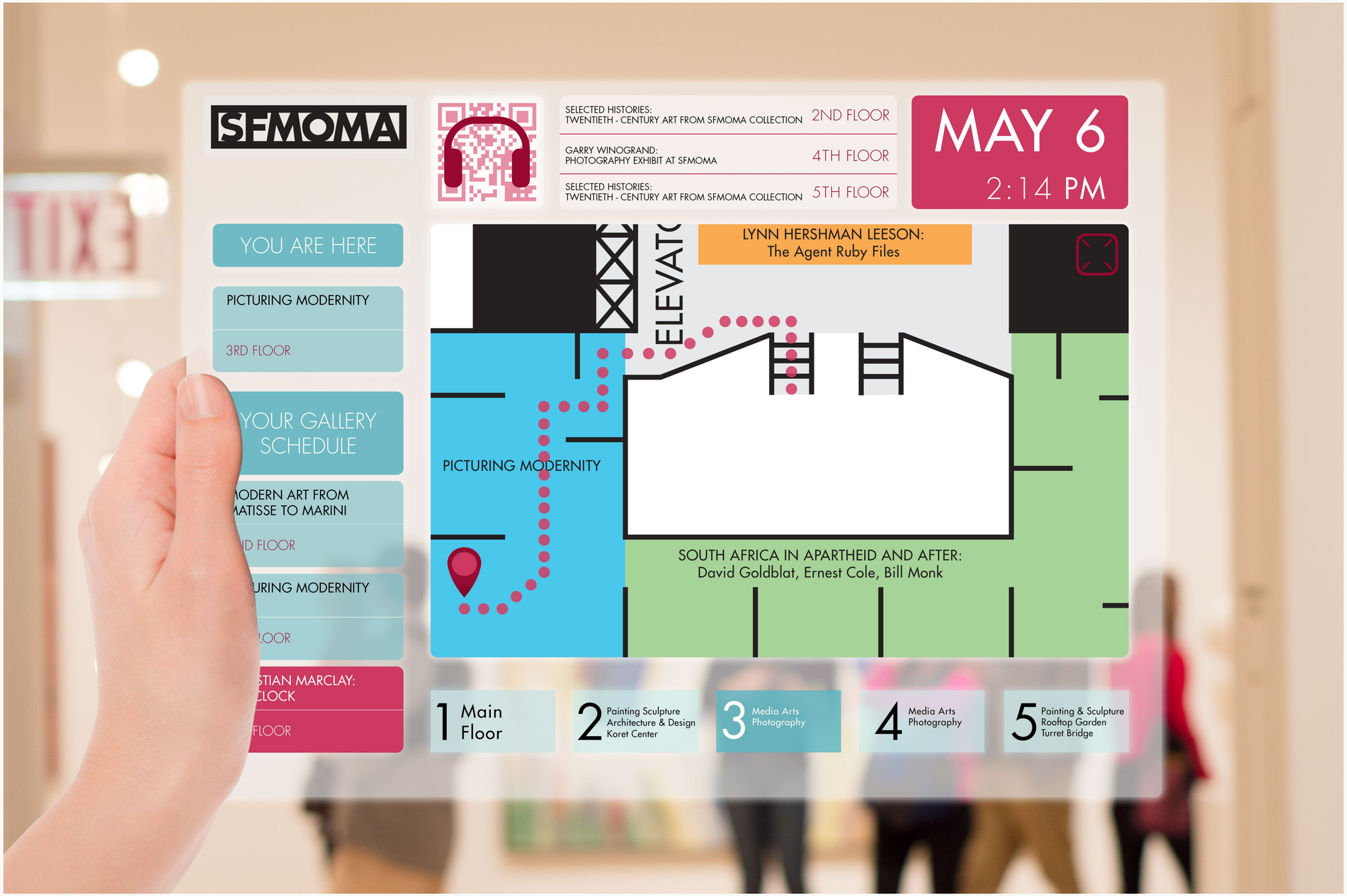
PERSONA 3 USERFLOW - DIGITAL MAP

14



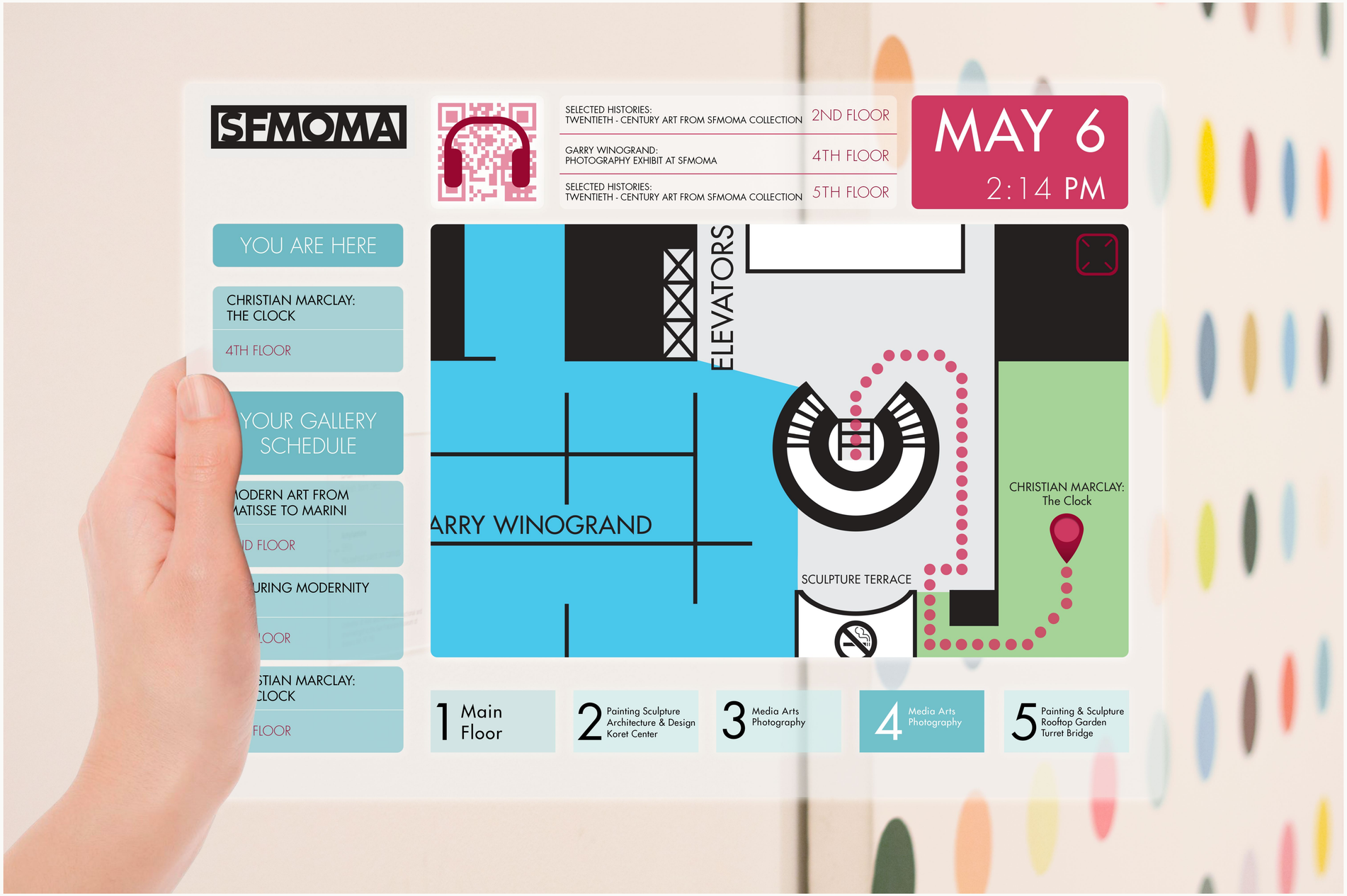
PERSONA 3 USERFLOW - DIGITAL MAP

15



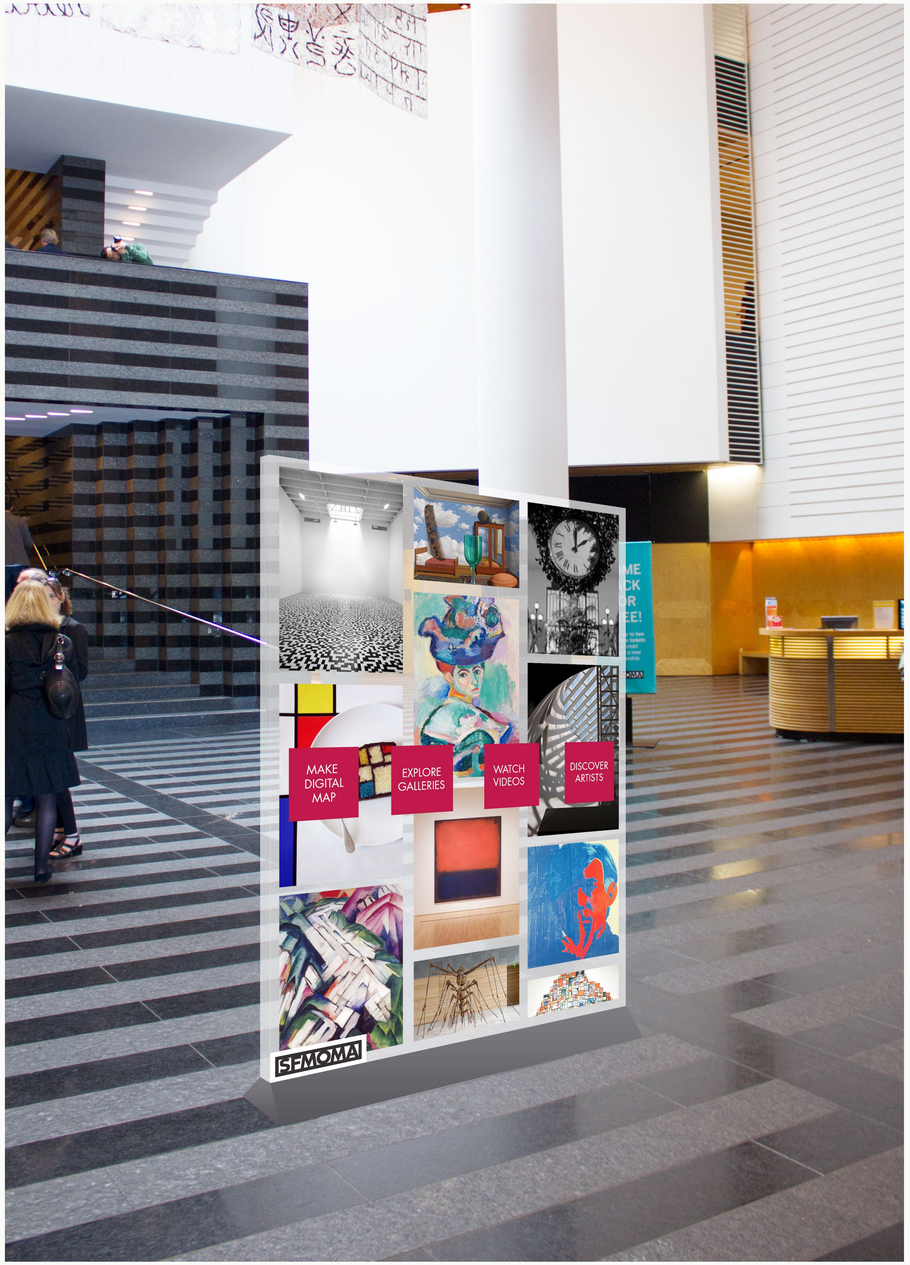
PERSONA 3 USERFLOW - DIGITAL MAP

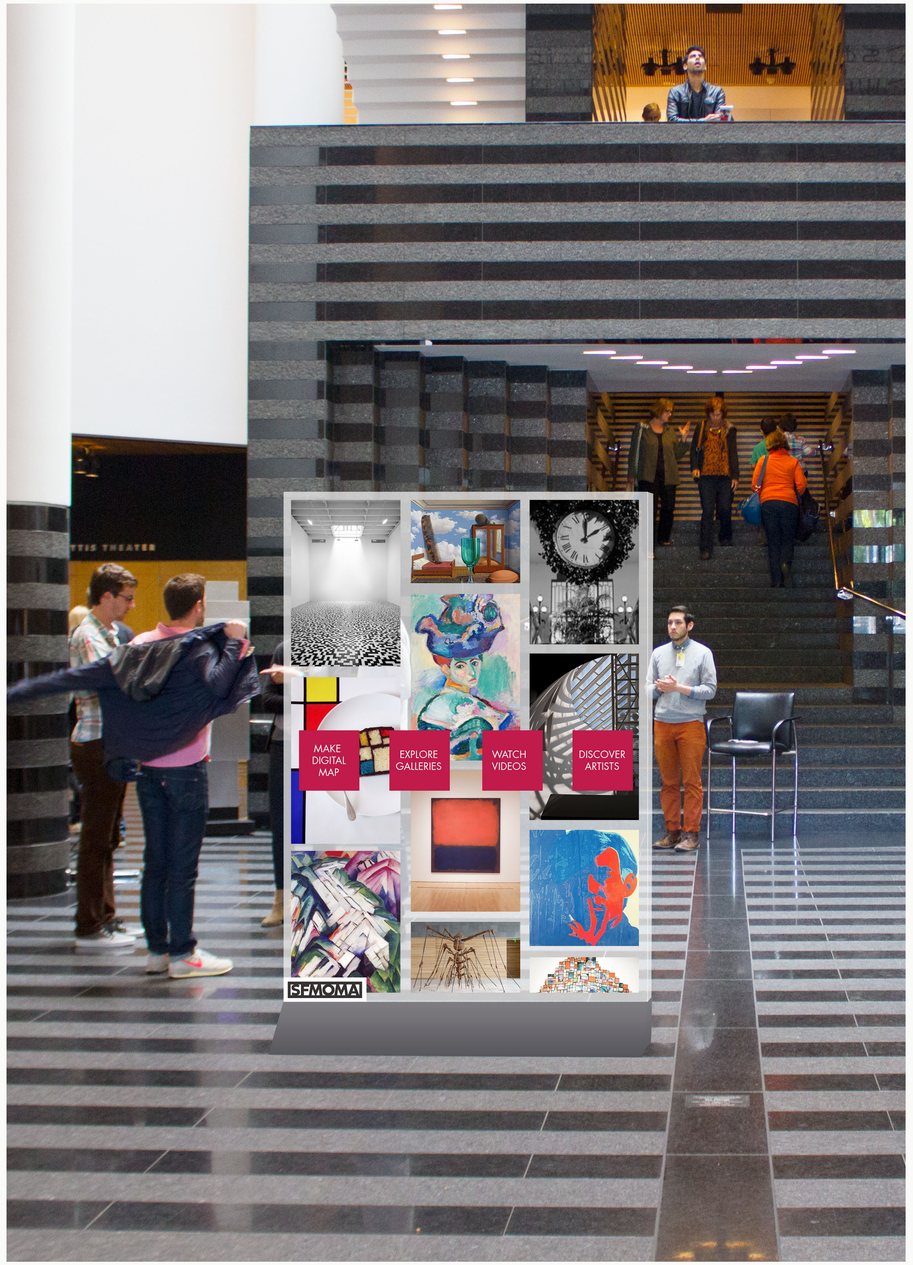
16



MUSEUM WAYFINDING

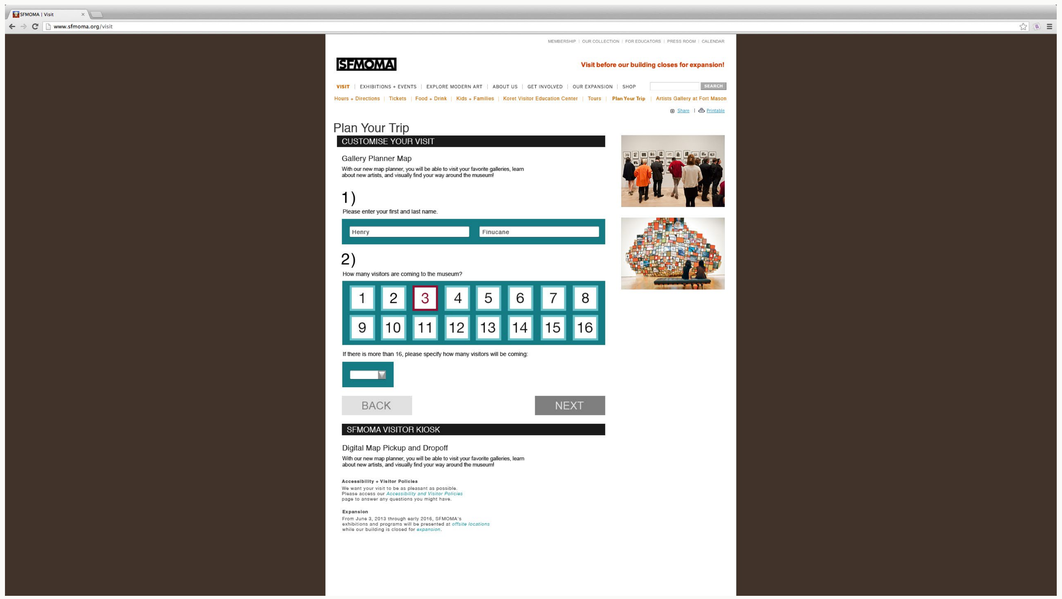
COMPONENT 1 - WEBSITE & KIOSK

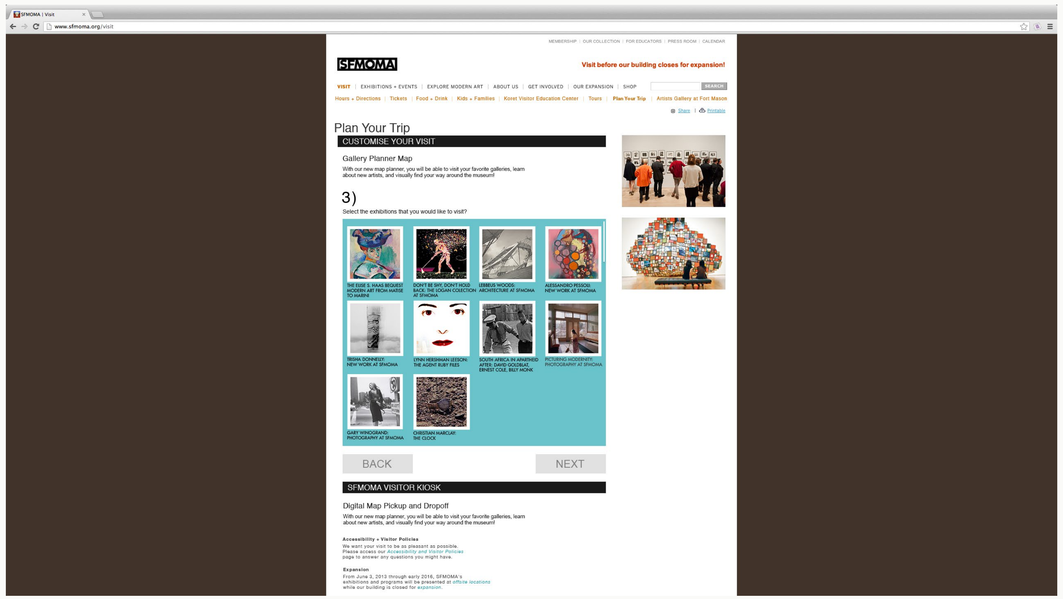


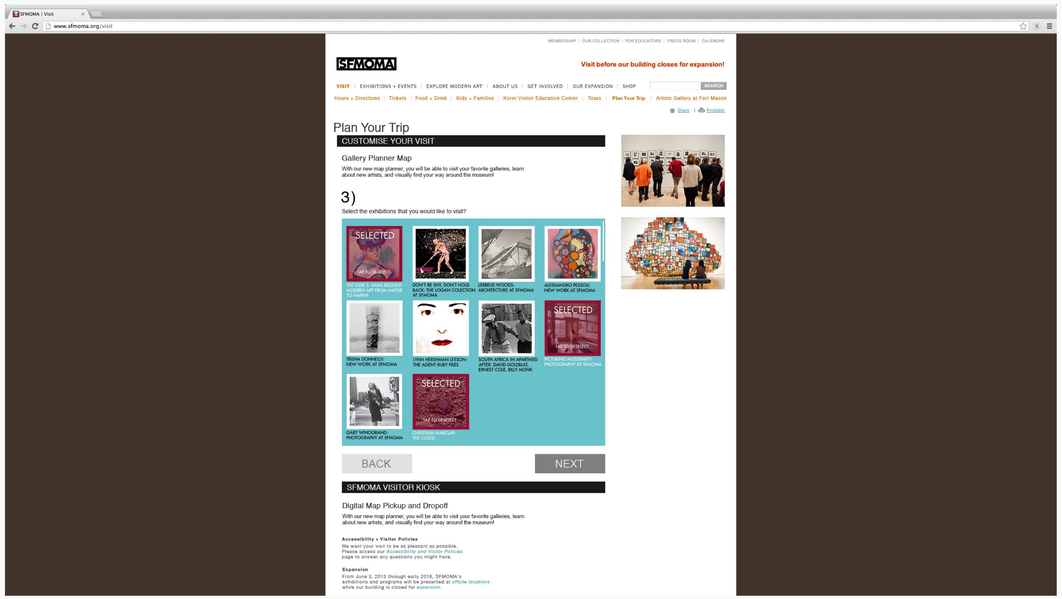


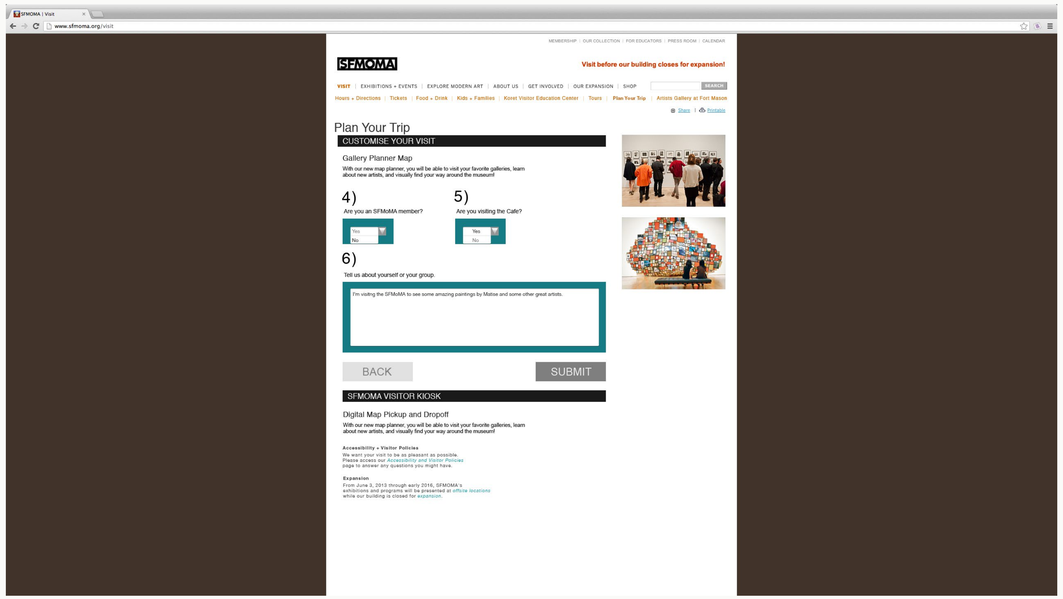
MUSEUM WAYFINDING

COMPONENT 1 - WEBSITE & KIOSK



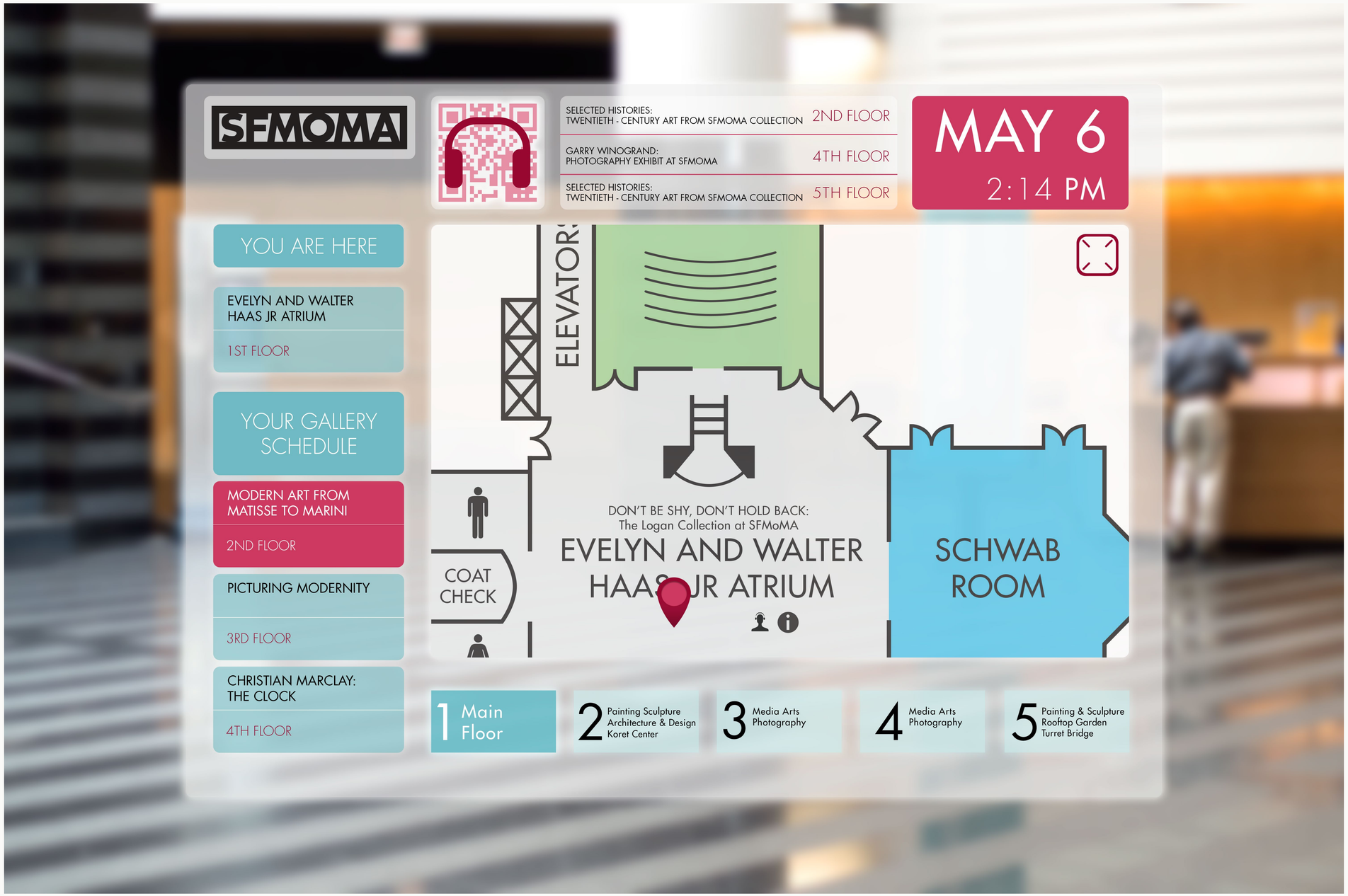






MUSEUM WAYFINDING

COMPONENT 2 - DIGITAL MAP



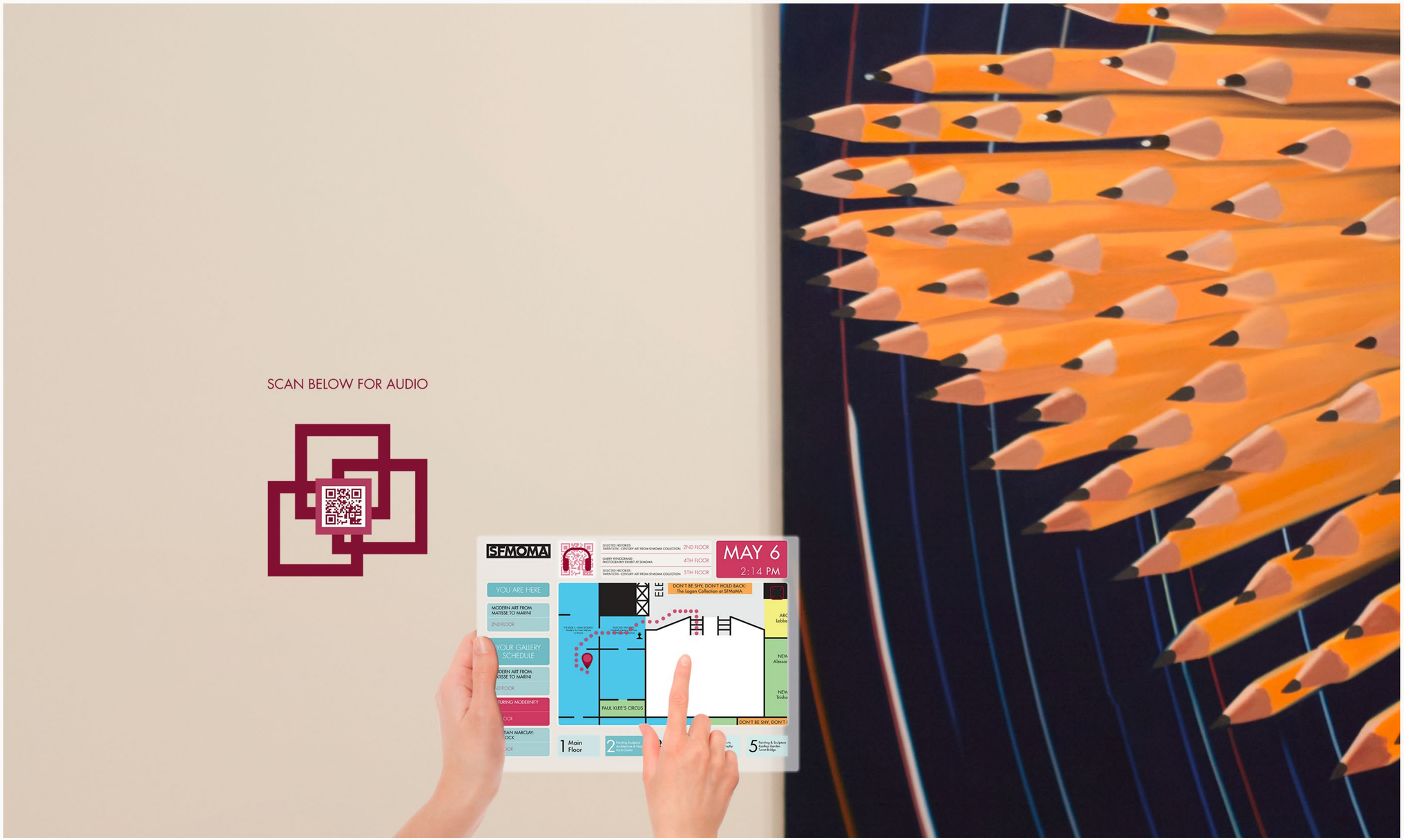
SCAN BELOW FOR AUDIO

MUSEUM WAYFINDING

COMPONENT 3 - MUSEUM SIGNAGE



COMPONENT 3 - MUSEUM SIGNAGE



MUSEUM WAYFINDING

WORD LISTS

EXCITING
TOUCH
DISCOVER
BRIGHT
INTERACTIVE
TRANSPARENT
ENGADGING
CLEAN
EDUCATION
FAMILIES
COLORFUL
MAPPING
EXPRESSION
ZOOM
WOOD
SMOOTH
VIDEO
TEACHER
GALLERIES
TABLE
PASTERIES
COFFEE
CHILDREN

SCULPTURE
BALCONY
HANGING
GLASS
CARD
TEXTURE
DISABLED
SLEEK
ENTERTAIN
TOURS
COVERSATION
STICKER
LIGHTS
BUTTON
ARTIST
SCHEDULE
PHOTOGRAPH
SQUARE
FRAME
KIOSK
COMPUTER
TICKETS
PAMPHLET

RECTANGULAR
ELEGANCE
GRAVITY
FLOAT
SIMPLE
FRIENDLY
KIOSK
TOUCH
BRIGHT
COMPANION
SMOOTH
DRAG
HOLOGRAM
EMOTION
WHITE
AMBIENT
GLASS
PHOTO
BRANDING
STONE
ILLUMINATE
NAVIGATE
AUDIO

THREE WORDS

NAVIGATE MAPPING ENGADGING

CHOSEN COLOR PALETTE & TYPE

C: 85 M: 36 Y: 45 K: 9
R: 20 G: 122 B: 130
L: 46 A: -26 B: -13

C: 53 M: 6 Y: 20 K: 0
R: 115 G: 119 B: 201
L: 73 A: -23 B: -13

C: 56 M: 3 Y: 22 K: 0
R: 105 G: 194 B: 201
L: 73 A: -27 B: -13

C: 56 M: 0 Y: 16 K: 0
R: 87 G: 209 B: 222
L: 77 A: -33 B: -18

C: 37 M: 7 Y: 16 K: 0
R: 158 G: 204 B: 209
L: 79 A: -15 B: -8

C: 17 M: 2 Y: 9 K: 0
R: 229 G: 229 B: 229
L: 90 A: -7 B: -3

C: 27 M: 100 Y: 76 K: 24
R: 150 G: 20 B: 51
L: 33 A: 52 B:19

C: 16 M: 92 Y: 47 K: 1
R: 204 G: 56 B: 97
L: 48 A: 59 B: 12

C: 4 M: 53 Y: 15 K: 0
R: 232 G: 143 B: 166
L: 69 A: 36 B: 3

C: 70 M: 67 Y: 65 K: 75
R: 33 G: 31 B: 31
L: 12 A: 1 B: 0

C: 12 M: 9 Y: 9 K: 0
R: 222 G: 222 B: 222
L: 88 A: 0 B: 0

WEBSITE TYPESET

HELVETICA NEUE: REGULAR

ABCDEFGHIJKLMNOPQRSTUVWUXYZ
abcdefghijklmnopqrstuvwuxyz
1234567890+_-=/@~#$%^&*()[{}]<>,.

DIGITAL MAP TYPESET

FUTURA STD: BOOK

ABCDEFGHIJKLMNOPQRSTUVWUXYZ
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1234567890+_-=/@~#$%^&*()[{}]<>,.

MUSEUM WAYFINDING

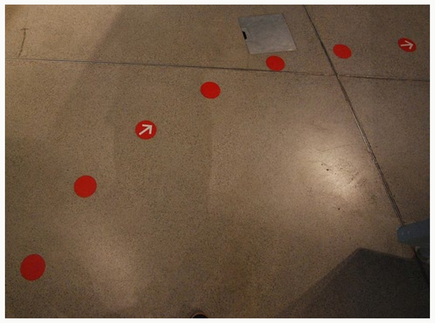
DIGITAL MAP MOOD BOARD









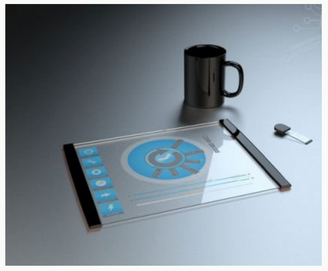




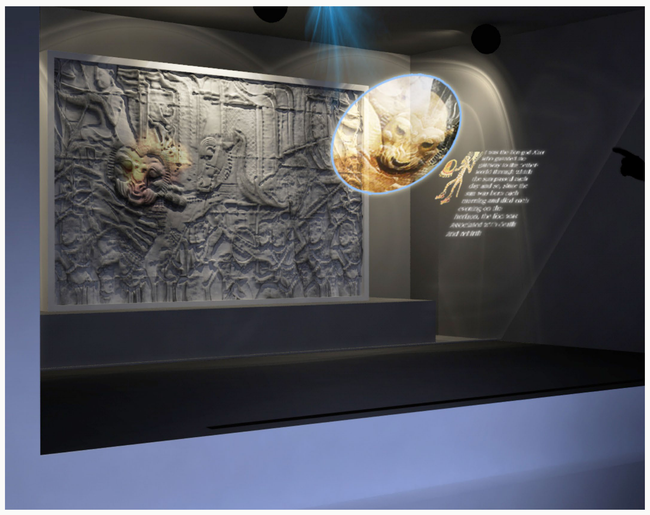












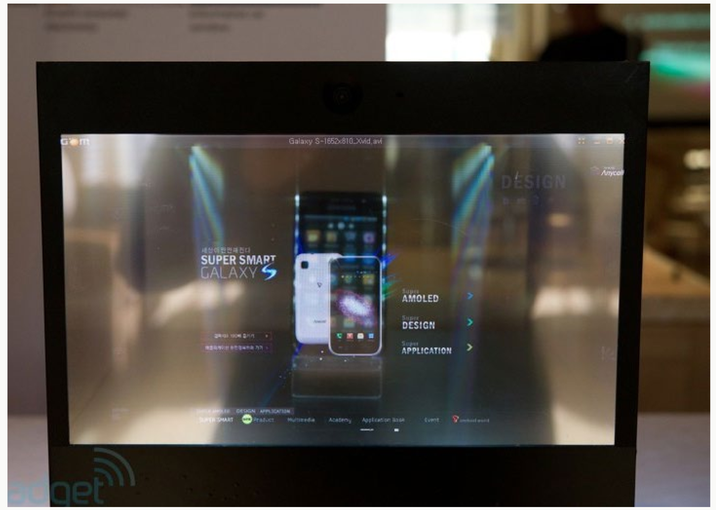


MUSEUM WAYFINDING

MOOD BOARD - KIOSK





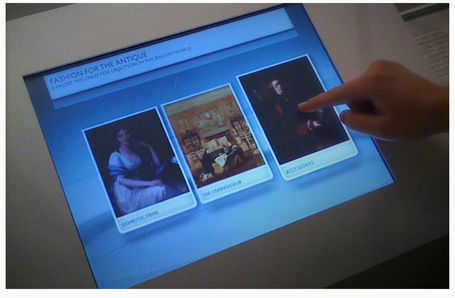






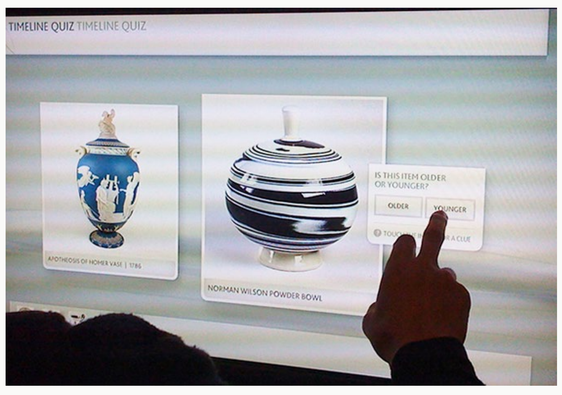














MUSEUM WAYFINDING

MOOD BOARD - KIOSK





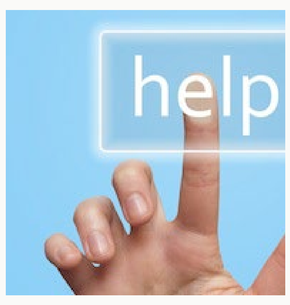


















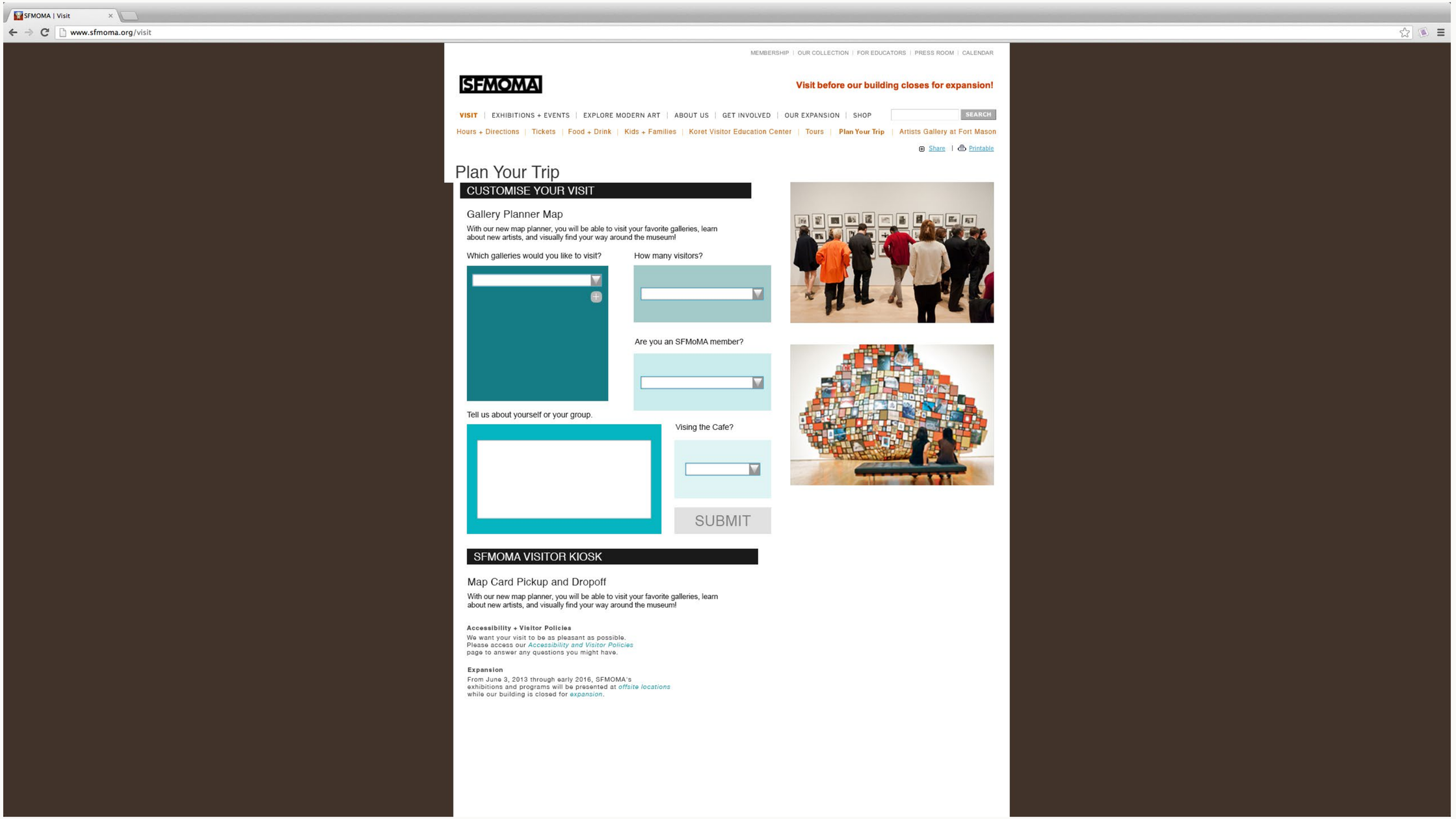


MUSEUM WAYFINDING

SFMOMA FULL COLOR PALETTE

MUSEUM WAYFINDING

WEBSITE WIREFRAME DRAFT



MUSEUM WAYFINDING

WEBSITE WIREFRAME DRAFT 2

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Please enter your first and last name.

Which galleries would you like to visit?

How many visitors?

Are you an SFMoMA member?

Are you visiting the Cafe?

Tell us about yourself or your group.

SUBMIT





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BEANS BINS

THE SPECIALTY COFFEE ROASTERY

100% PURE ARABICA

DANIEL DURKEE

BeansBins Coffee is coffee company located within South Korea. They specialize in excellent coffee and delicious waffles. They have beautiful interior decorations and very friendly service. BeansBins is unique because of how they prepare their coffee and their waffles. Their beans come from all over the world from some of the best cof-fee bean plants. They the most amazing selection of waffles.

WEBSITE COMPONENTS

HOME PAGE

- Clean design advertising coffee, events, waffles, and specialties.
- Clear display of new opening stores.
- Easy navigation of links.

ABOUT BEANSBINS

- Simple, beautiful, clean description.
- Loyalty to current branding and design.
- Friendly interface.

DELICIOUS TEAS

- Easy navigation of different teas.
- Clean and beautiful advertising.
- Friendly and interactive interface.

PROBLEM

BeansBins Coffee's website has a lot of information on it and to offer customers. The problem is that its a very clotted design and even includes 2 popup windows when you open the website once you access the home page. The website colors are beau-tiful but very limited in what they use. The are a few patterns that are not very beauti-ful and have a tendency to take away from the bottom navigation links.

SOLUTION

A new website design is what would really help this website and less text would help free up space and create less clutter. The website runs on a 960 grid design and would definitely benefit from a new1140 grid layout. This would help customers navi-gate the website a lot easier.

These are some of the well-known coffee competitors located in South Korea. They all have excellent coffee and friendly service, but the competition allows them to always create something that someone else may not have. Some coffee shops offer a similar sort of item but not created in the same way.

KNOWN COMPETITORS

Caffe Bene

- Beautiful website, great coffee and ice beverages, only a regular waffle with select choices of gelato.

TwoSome Place

- Delicious cakes and coffee, friendly service, but not a large selection.

Holly's Coffee

- Amazing coffee, great service, specialty cakes, limited supply of food.

Starbucks Coffee Korea

- Great service, specialty coffee, mugs, cards, sandwiches, and more, but doesn't have specialty waffles and a wide selection of coffee.

Angel In-Us Coffee

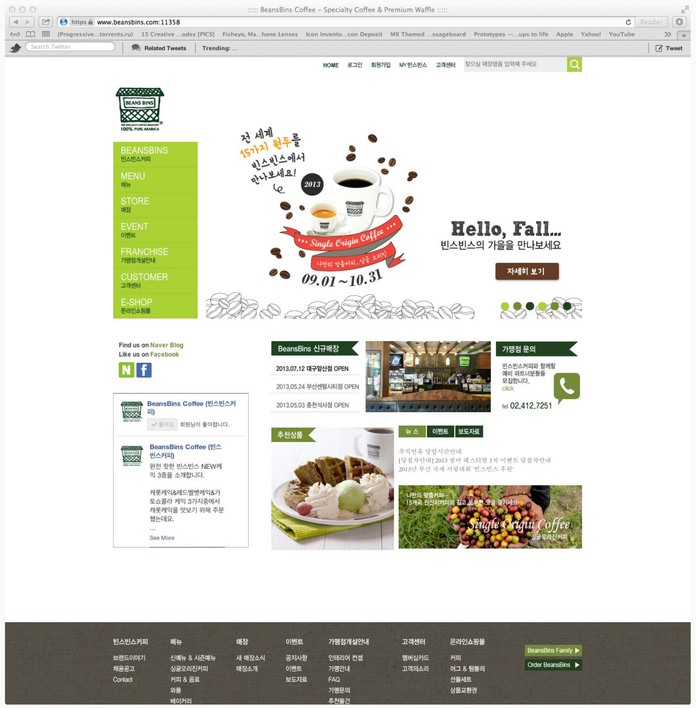
- A beautiful coffee shop, a specialty selection of coffee and cold drinks, no waffles, and limited supply of cakes.

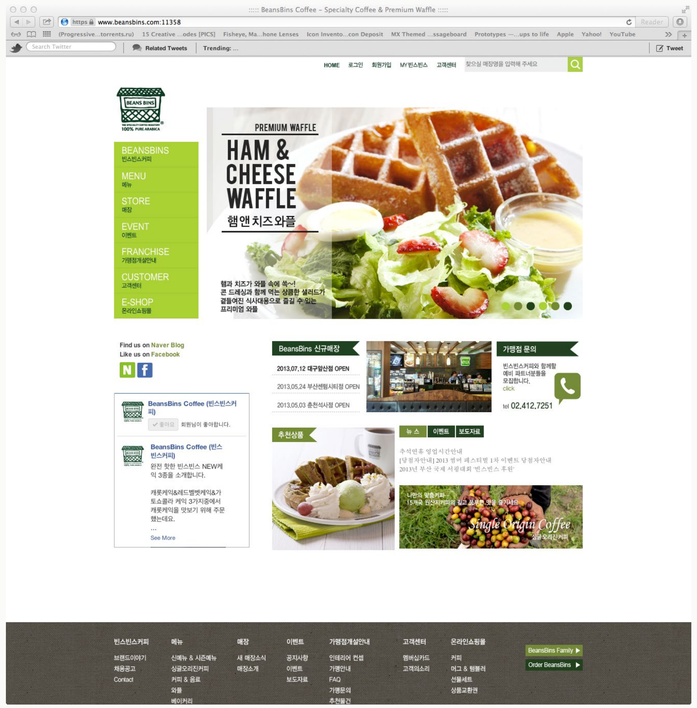


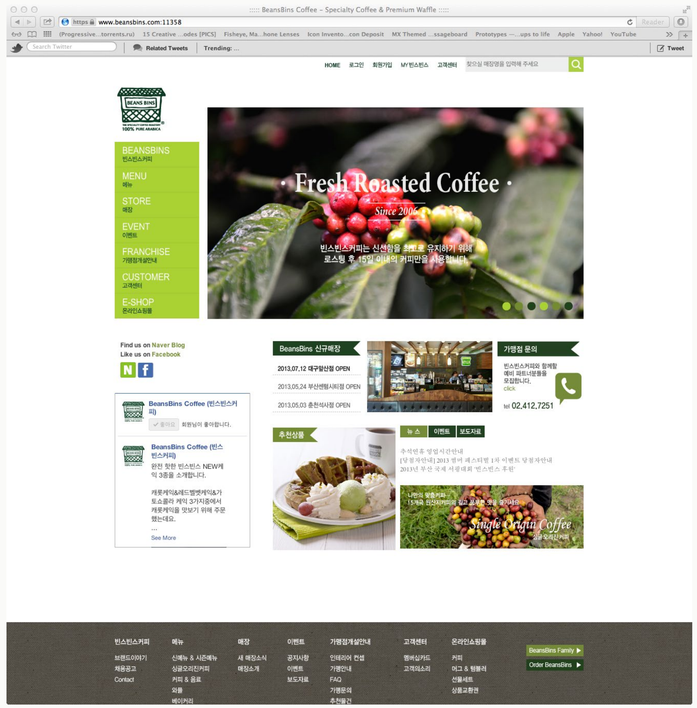
BEANSBINS COFFEE

CURRENT WEBSITE

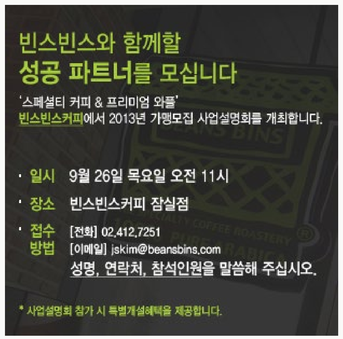
HOME PAGE







POPUP BANNERS WITHIN WEBSITE



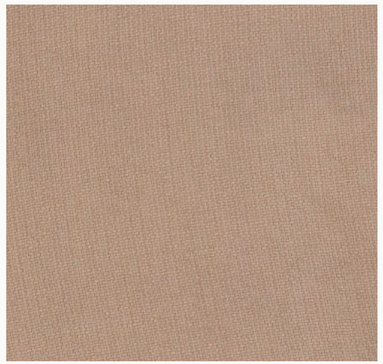


https://www.beansbins.com:11358

BEANSBINS COFFEE

MOOD BOARD - PATTERNS



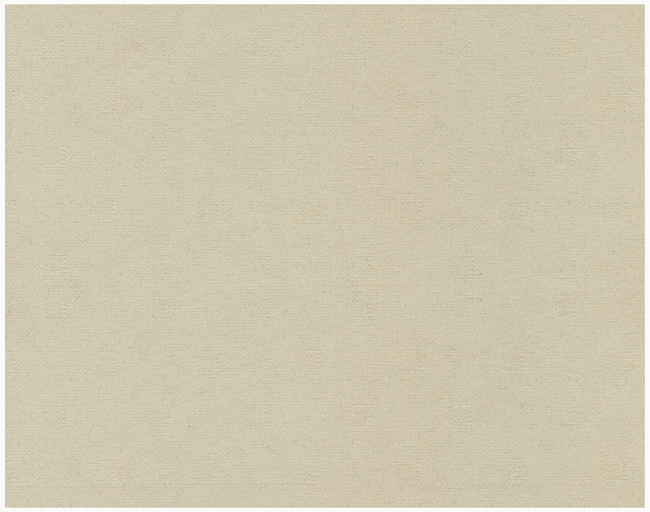










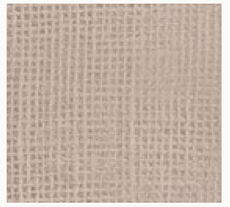














BEANSBINS COFFEE

MOOD BOARD - COFFEE & CAKES























BEANSBINS COFFEE

MOOD BOARD - DOODLES



















































BEANSBINS COFFEE

WEBSITE TYPE & COLOR

C: 38 R: 171
M: 0 G: 208
Y: 95 B: 67
K: 0

C: 85 R: 16
M: 48 G: 58
Y: 84 B: 36
K: 60

C: 58 R: 116
M: 29 G: 138
Y: 100 B: 56
K: 10

C: 78 R: 36
M: 47 G: 65
Y: 91 B: 34
K: 55

Futura Std Medium:

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abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

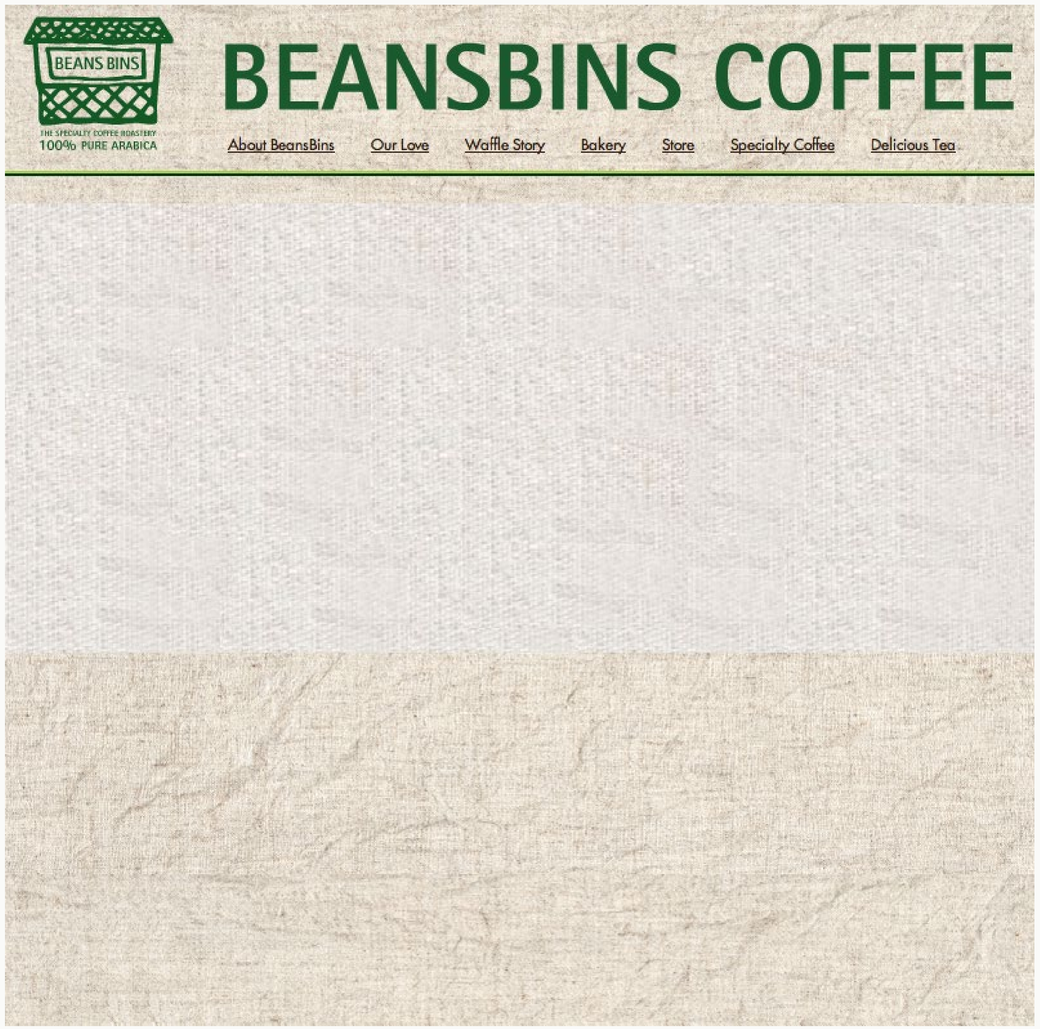
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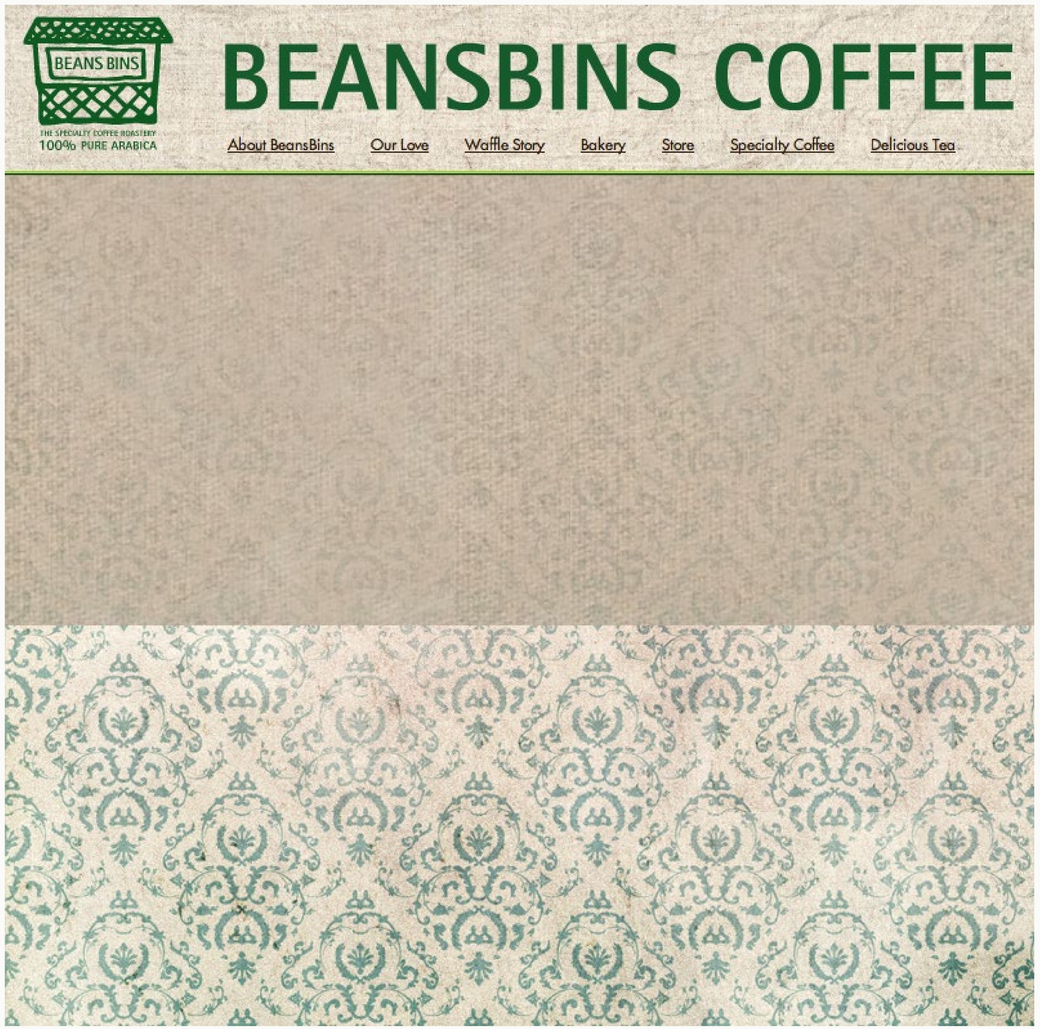
BEANSBINS COFFEE

WEBSITE WIREFRAME

HOMEPAGE



WAFFLE STORY



BEANSBINS COFFEE

WEBSITE ITEMS





















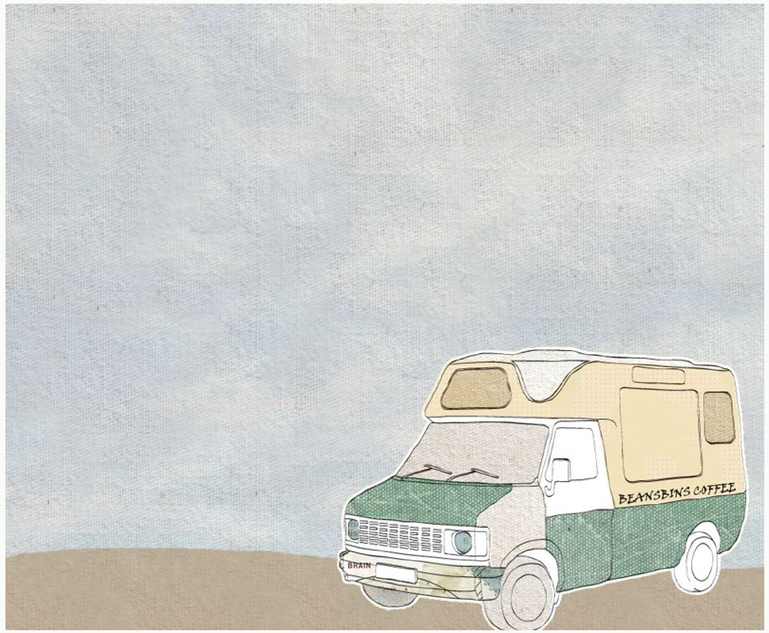






BEANSBINS COFFEE

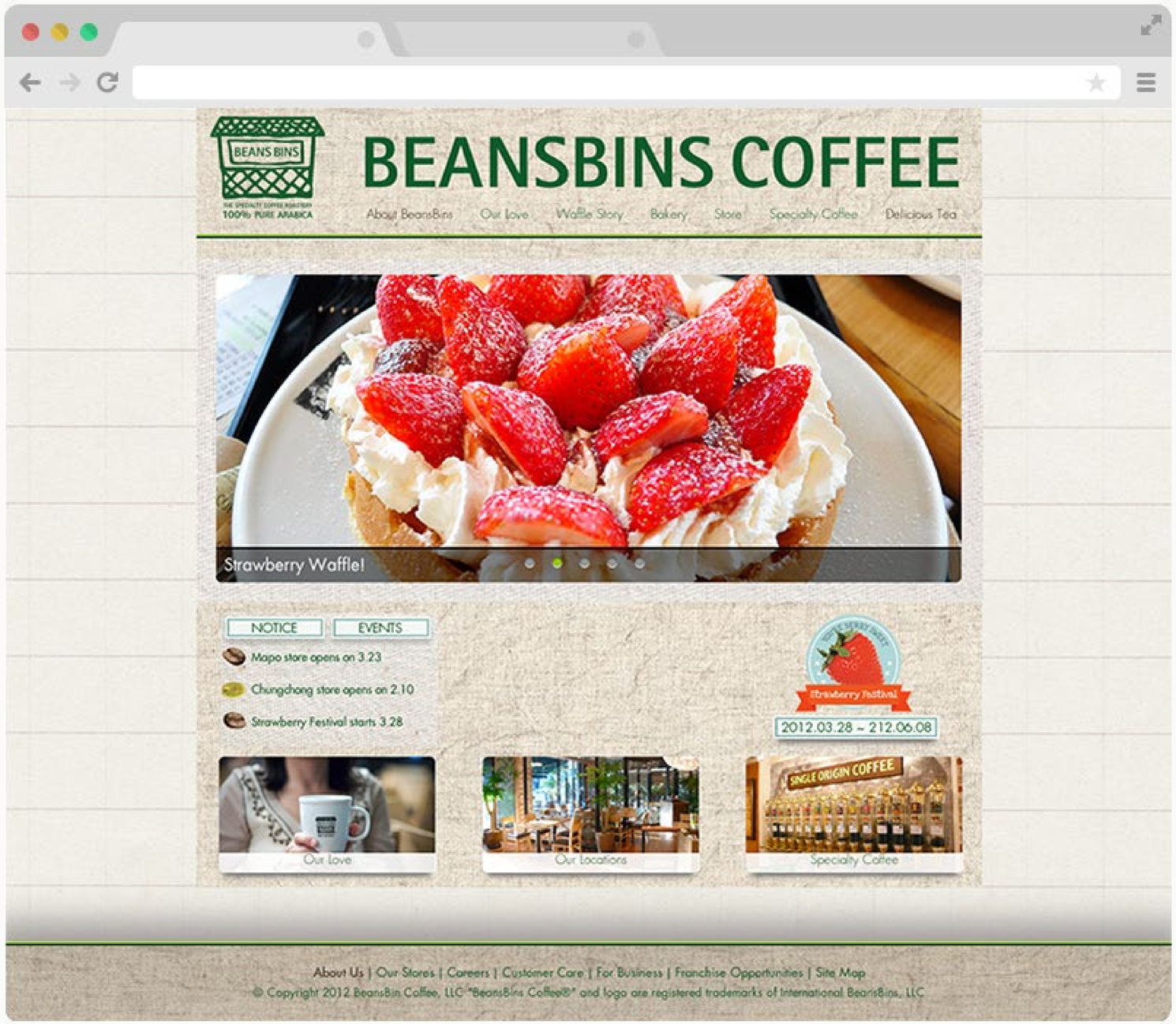
BEANSBINS WEBSITE ITEMS





BEANSBINS COFFEE

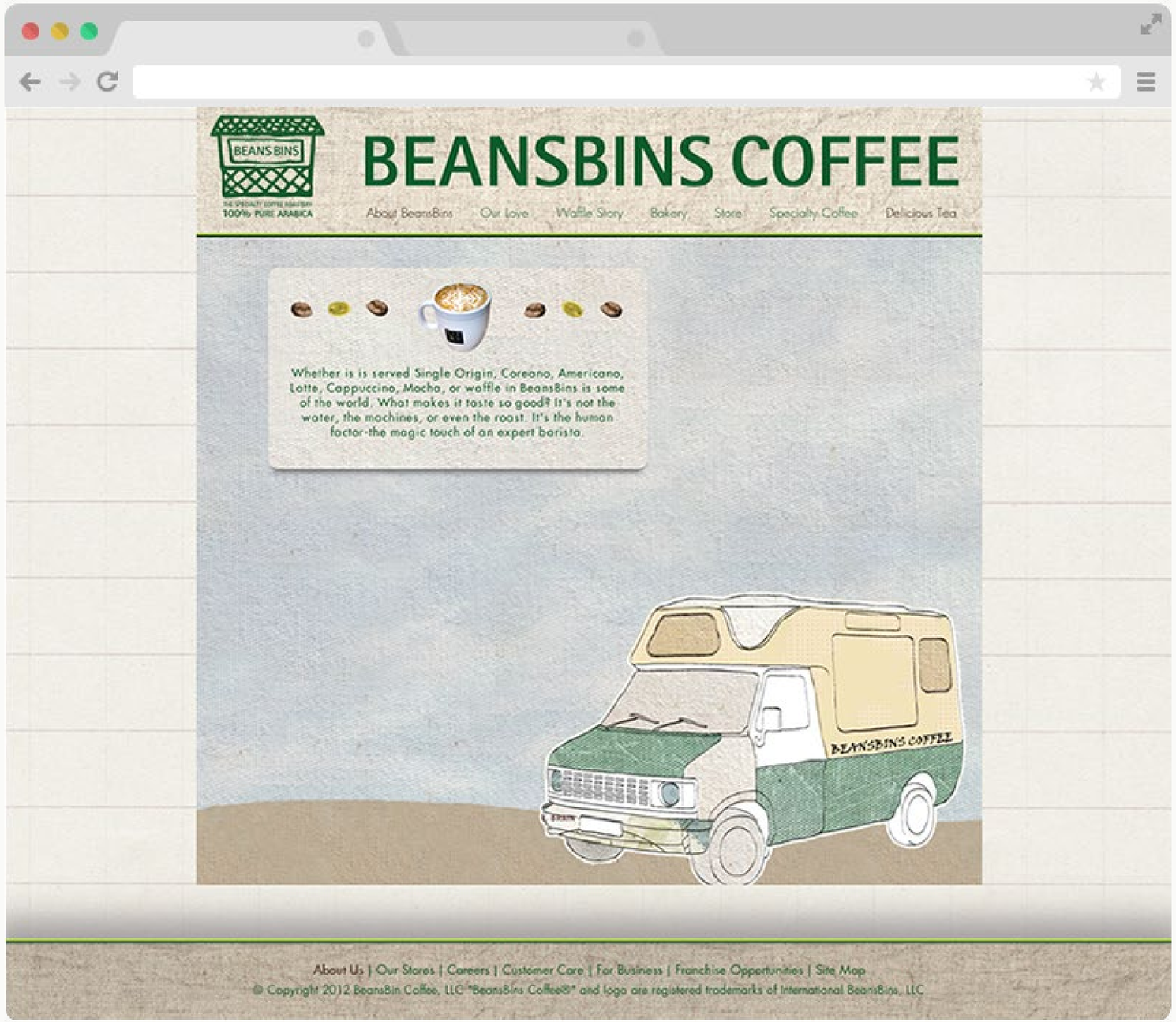
WEBSITE REDESIGN - DESKTOP



VISIT PAGE

BEANSBINS COFFEE

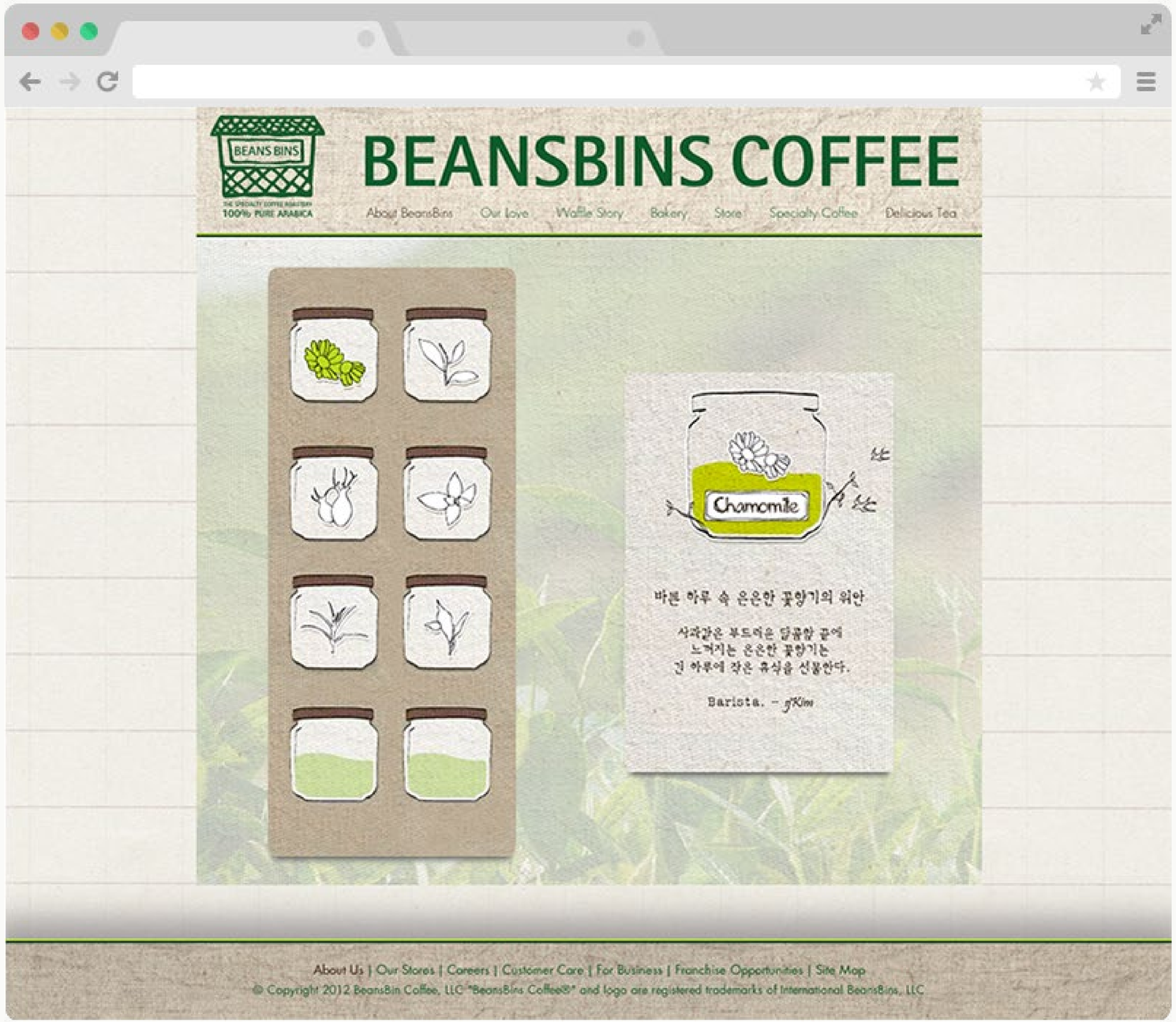
WEBSITE REDESIGN - DESKTOP



VISIT PAGE

BEANSBINS COFFEE

WEBSITE REDESIGN - DESKTOP

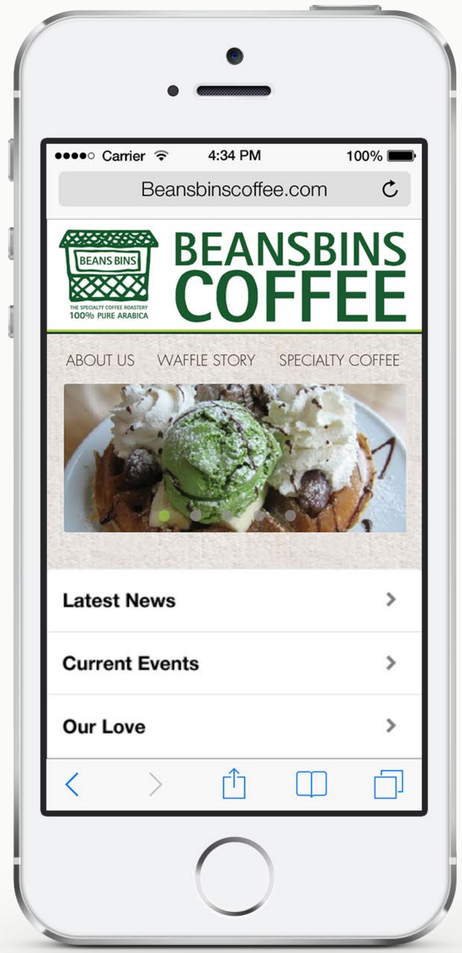


VISIT PAGE

BEANSBINS COFFEE

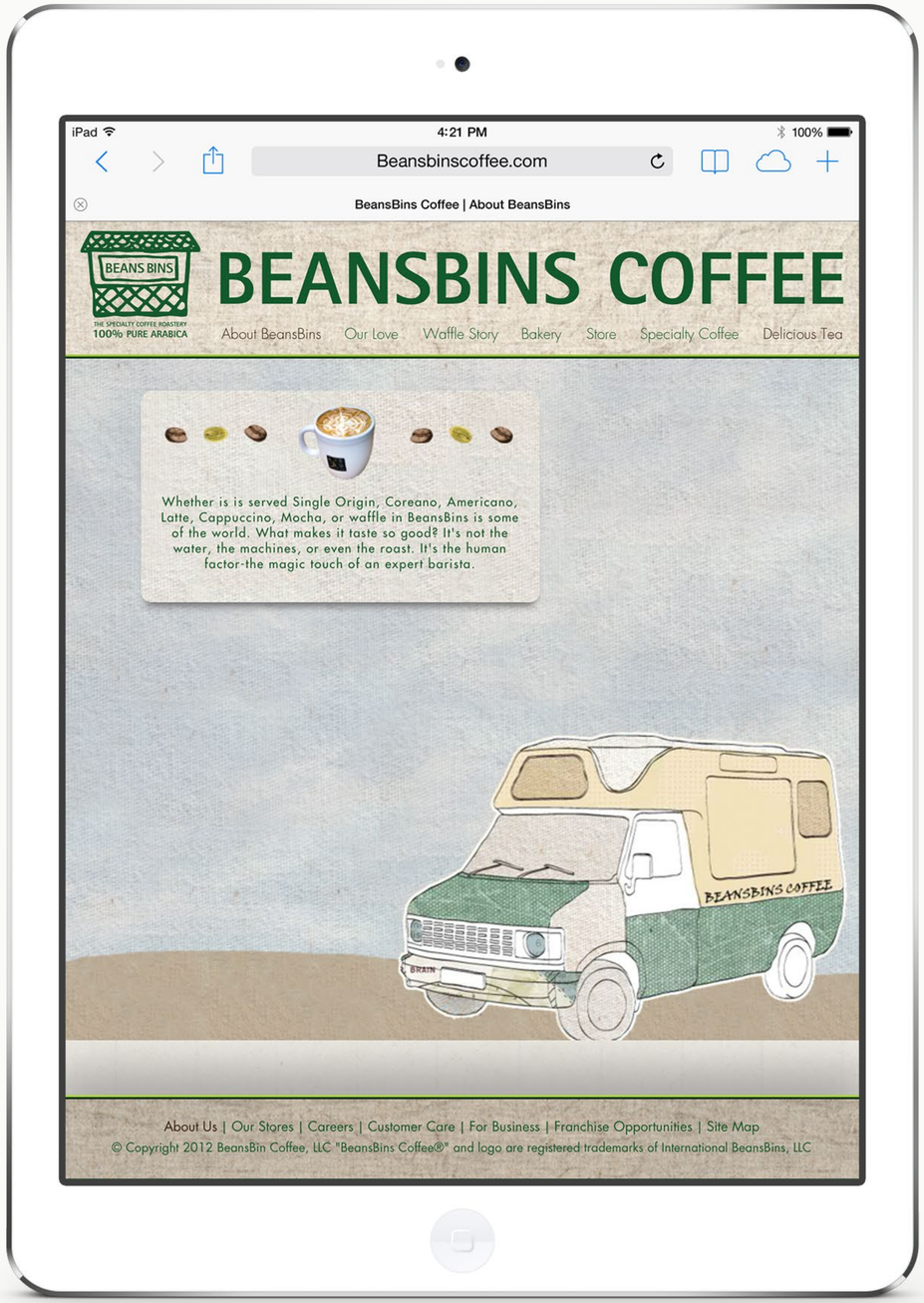
WEBSITE REDESIGN - IPAD & IPHONE





BEANSBINS COFFEE

WEBSITE REDESIGN - IPAD & IPHONE

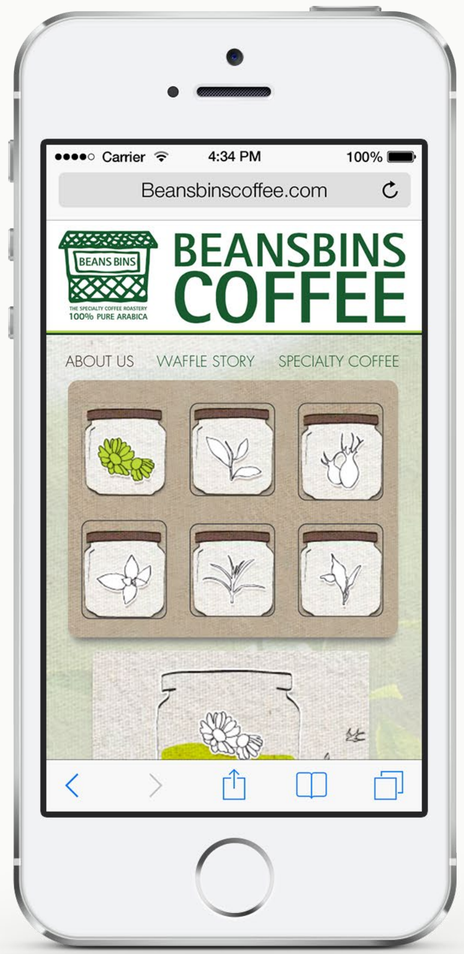




BEANSBINS COFFEE

WEBSITE REDESIGN - IPAD & IPHONE





BEANSBINS COFFEE

WEBSITE REDESIGN - PLACEMENT



BEANSBINS COFFEE

WEBSITE REDESIGN - PLACEMENT



BEANSBINS COFFEE

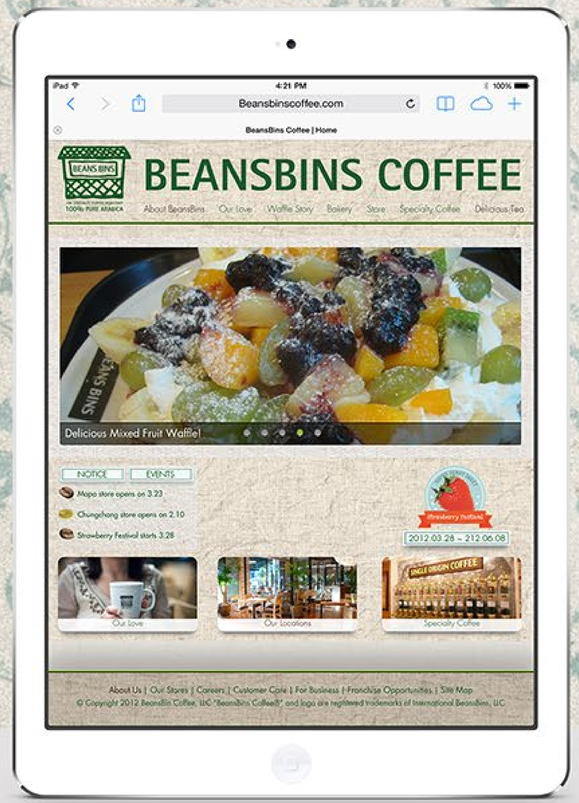
WEBSITE REDESIGN - PLACEMENT



BEANSBINS COFFEE

WEBSITE REDESIGN - PLACEMENT









rEDCLOUDY

DANIEL DURKEE

ABOUT rEDCLOUDY cALC

This calculator app titled “cALC” is inspired by a design firm company located in Seoul, South Korea called “rEDCLOUDY”. They design many different kinds of art, most of their designs being created for stationary use and everyday writing. Their artwork is revolutionary and beautiful which is why I chose to create a calculator that was inspired by their company.

IPHONE APP COMPONENTS

EASY-TO-USE INTERFACE

- Simple Navigation on number keys.
- Buttons are easy to reach and navigate.
- Number appear clearly on numbers screen.

CLEAN DESIGN

- Creative thinking.
- Buttons change on a tap.
- Minimal design with cloud textures.

CREATIVE LOGO

- Elegant design which represents their branding.
- Simple and clean app logo.
- Easy to read and understand.

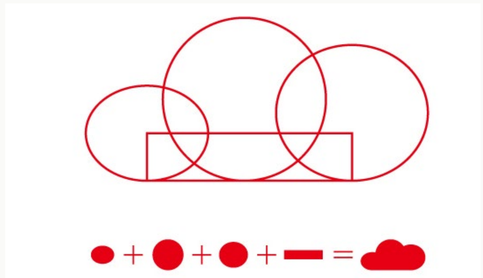
REDCLOUDY CALC

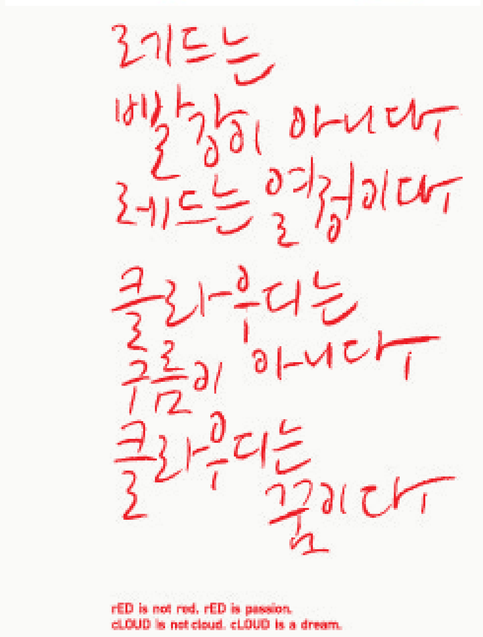
MOOD BOARD - REDCLOUDY



















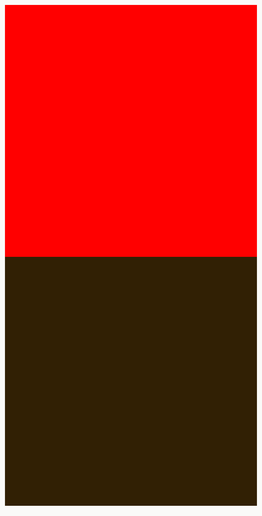




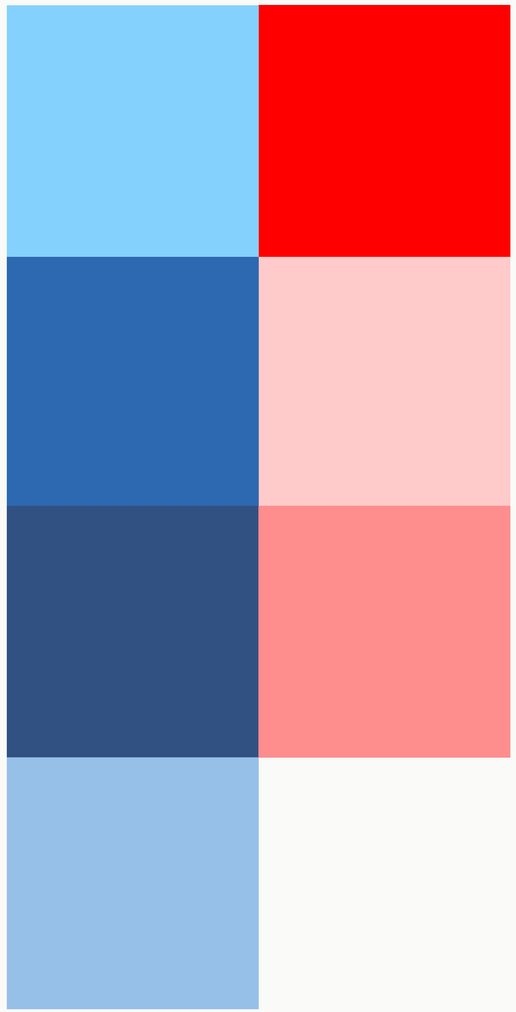
REDCLOUDY CALC

LOGO TYPE & COLORS

LOGO COLORS



USER INTERFACE COLORS



Quicksand Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@ #$%^&*()

Quicksand Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@ #$%^&*()

Quicksand Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@ #$%^&*()

REDCLOUDY CALC

LOGO DRAFTS - MAIN LOGO

VERSION 1



VERSION 2



VERSION 3



VERSION 4



REDCLOUDY CALC

FINAL MAIN LOGO



rEDCLOUDY

REDCLOUDY CALC

LOGO DRAFTS - APP LOGO

VERSION 1



VERSION 2



VERSION 3



VERSION 4



VERSION 5



VERSION6



VERSION 7



VERSION 8



REDCLOUDY CALC

APP LOGO - FINAL DESIGN



FROM - VERSION 7

REDCLOUDY CALC

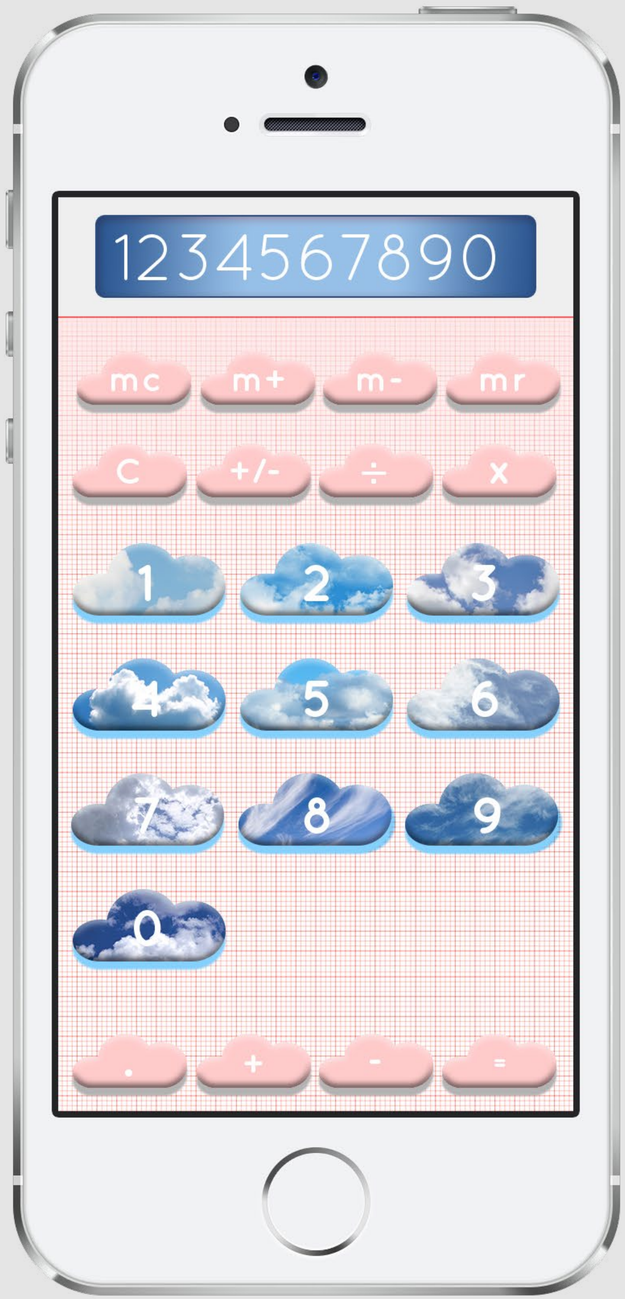
IPHONE APP DESIGN DRAFTS





REDCLOUDY CALC

IPHONE APP - FINAL DESIGN



VIEW APP WALKTHROUGH >

REDCLOUDY CALC

IPHONE APP - WALKTHROUGH





REDCLOUDY CALC

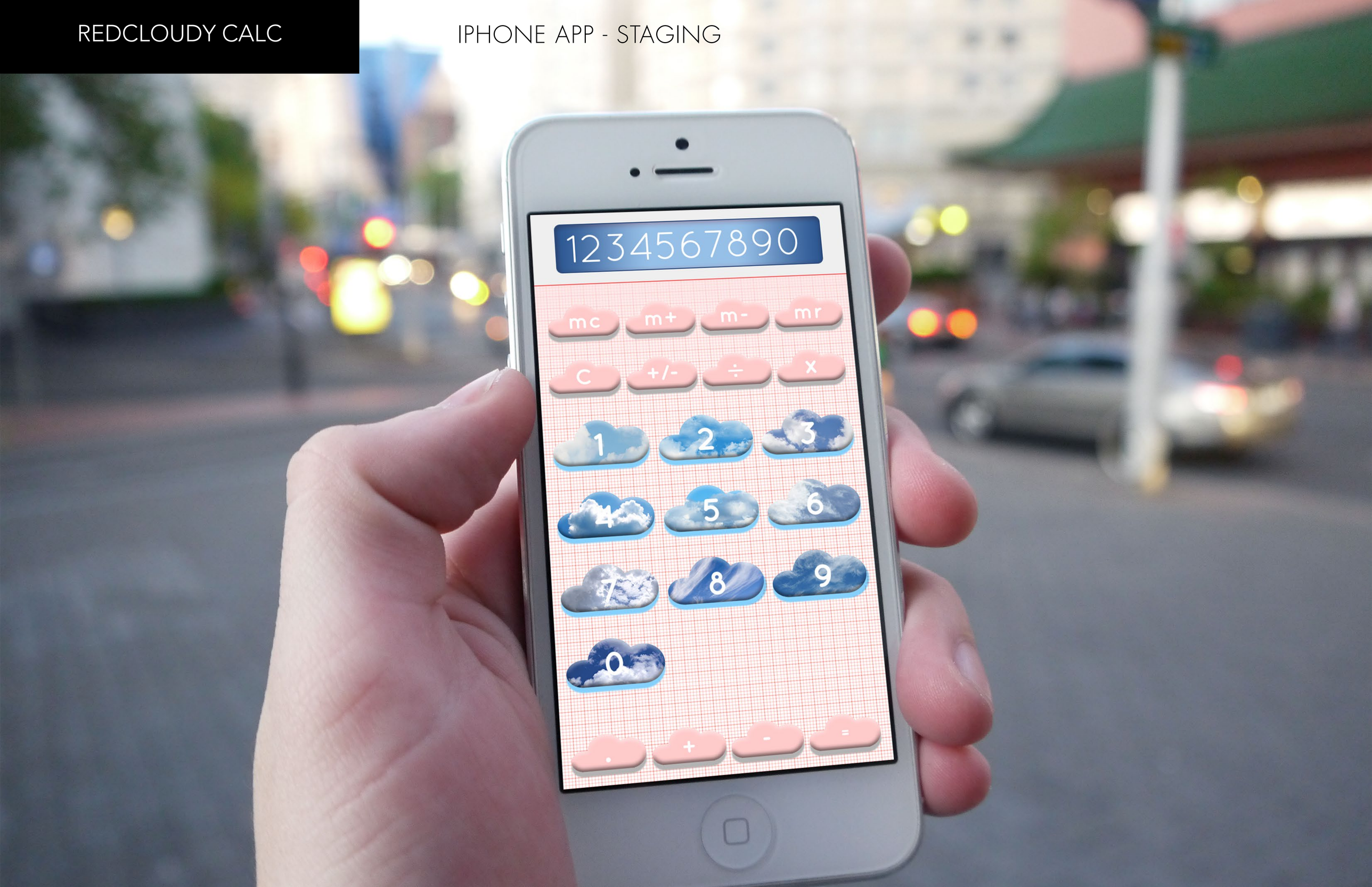
IPHONE APP - WALKTHROUGH





REDCLOUDY CALC

IPHONE APP - STAGING



REDCLOUDY CALC

IPHONE APP - STAGING



THANK YOU

DANIEL DURKEE



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