Project 2 – Interactive Application Process

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GRDS-387
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Story with Highlighted Pain Points

Bill is an average working-class guy who lives in an urban non-pet-friendly apartment and works a typical 9-5 job for five days per week. He commutes over an hour to his job via public transit each way. One of Bill's true passions is being outside in nature, specifically hiking. Unfortunately, given his current lifestyle with his long daily commutes and weekends filled with errands, cleaning and laundry, Bill hardly has any leisure time.

One day, Bill is thrilled to receive an invite from an old friend, Davon, who wanted to introduce Bill to his new four-legged companion, Kallie, who is an Australian Shepherd. Bill & Davon meet up at a nearby park and have an amazing day together connecting and catching up on their personal lives. Yet, Bill starts to feel a sense of emptiness on his commute home through lacking the same type of companionship that Davon has with Kallie.

Bill returns to a small uninspiring apartment and starts feeling a great deal of disappointment and loneliness. He compares to himself to Davon and realizes that Davon has a "fuller" lifestyle than he does.

Part of why having a dog is so personal to Bill is because Bill always had one growing up and now, he's living on his own in the real world without one. Aside from this, what's upsetting to Bill the most is that Davon is fortunate enough to have his family live near him to where he has many gatherings with his children and extended family. In addition to Davon's family, Davon has a true loyal companion in Kallie, who he even takes to work with him every day.

This leaves Bill to wonder how he could change his life for the better so that he could live a fuller life with more joy. He constantly dreams about being able to afford a pet-friendly apartment that's closer to his work, along with having a four-legged companion. By living closer to his work, Bill would be able to spend less time commuting and fulfill his passion being outside, especially with his dream dog. However, in order to achieve this dream, he may have to reduce some of his current expenses, increase his income, or change job locations.

Design Elements

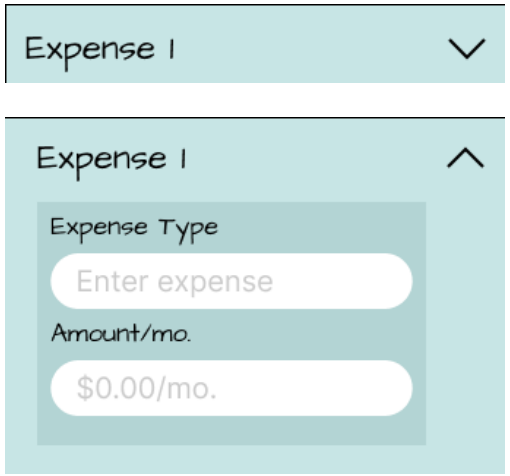
Buttons

Sign Up Explore

+ − Seen on expenses screens

- Green buttons are primary actions
- White buttons are secondary actions

Collapsible Windows (Accordion Menu)



- Input fields

Typography

Login Screen — — 360 x 93px — Architects Daughter (Edited)

About Screen — — 303 x 79px — Architects Daughter (Edited)

Regular Header — — 200 x 52px — Architects Daughter (Edited)

Header 1 — 36 pt. — Architects Daughter

Header 2 — 32 pt. — Architects Daughter

Subheader 1 — 24 pt. — Architects Daughter

Body 1 — 24 pt. — Architects Daughter

Subheader 2 — 20 pt. — Architects Daughter

Body 2 — 20 pt. — Inter

Caption 1 — 18 pt. — Architects Daughter

Subheader Caption — 16 pt. — Architects Daughter

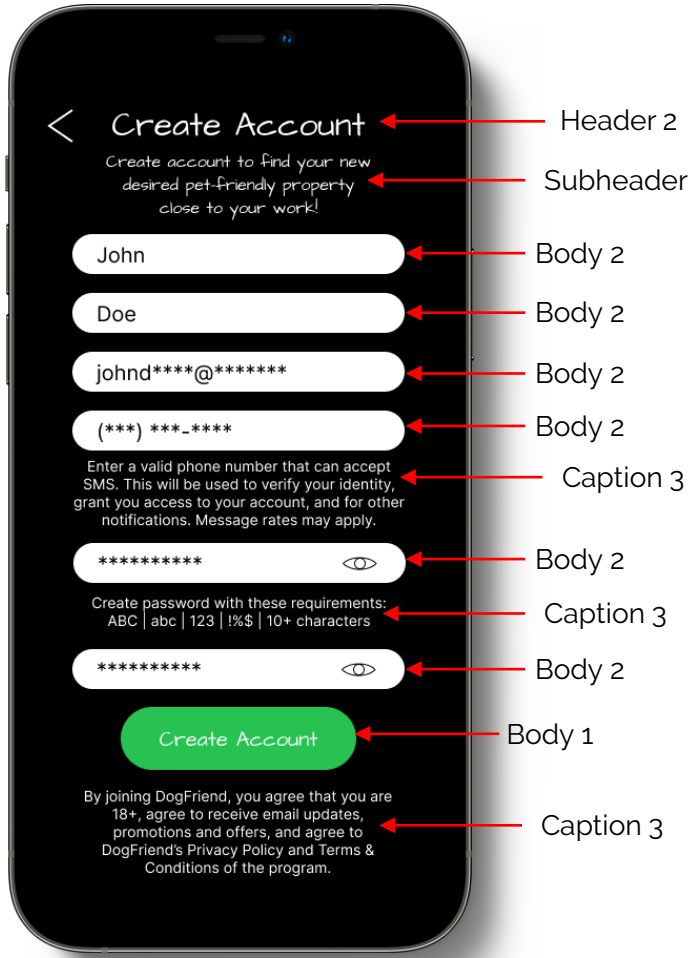
Caption 2 — 16 pt. — Inter

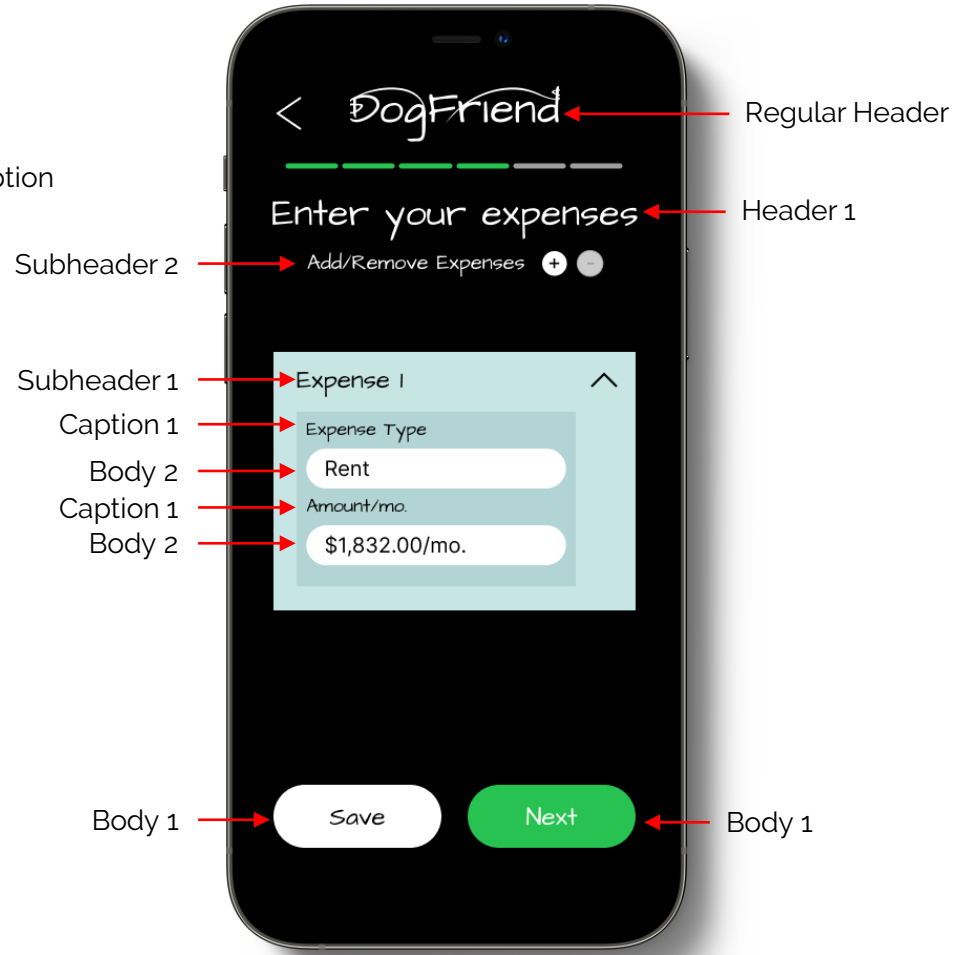
Caption 3 — 14 pt. — Inter

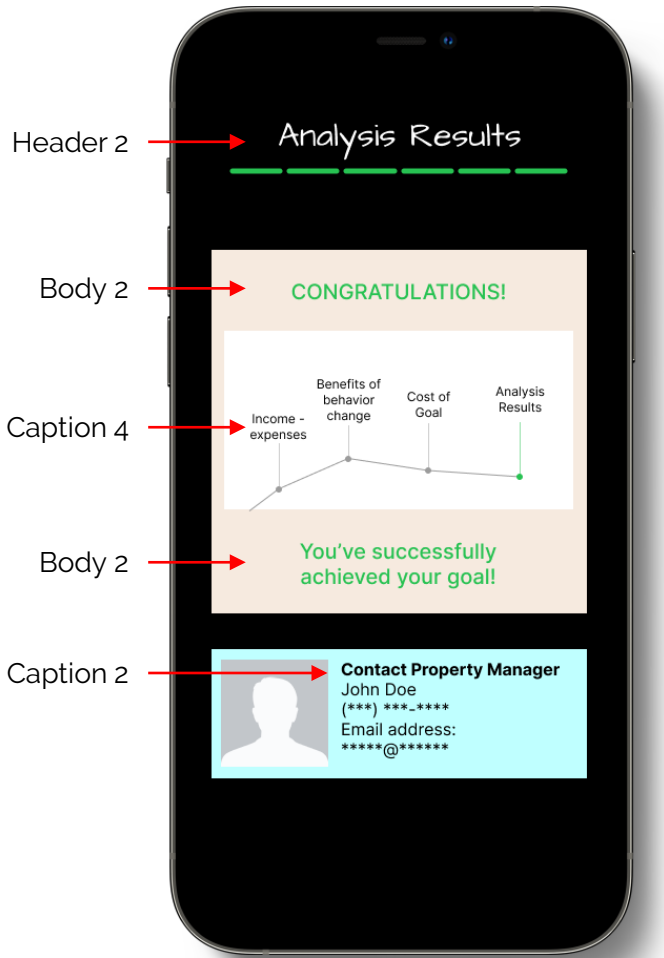
Caption 4 — 12 pt. — Architects Daughter

Caption 5 — 12 pt. — Inter

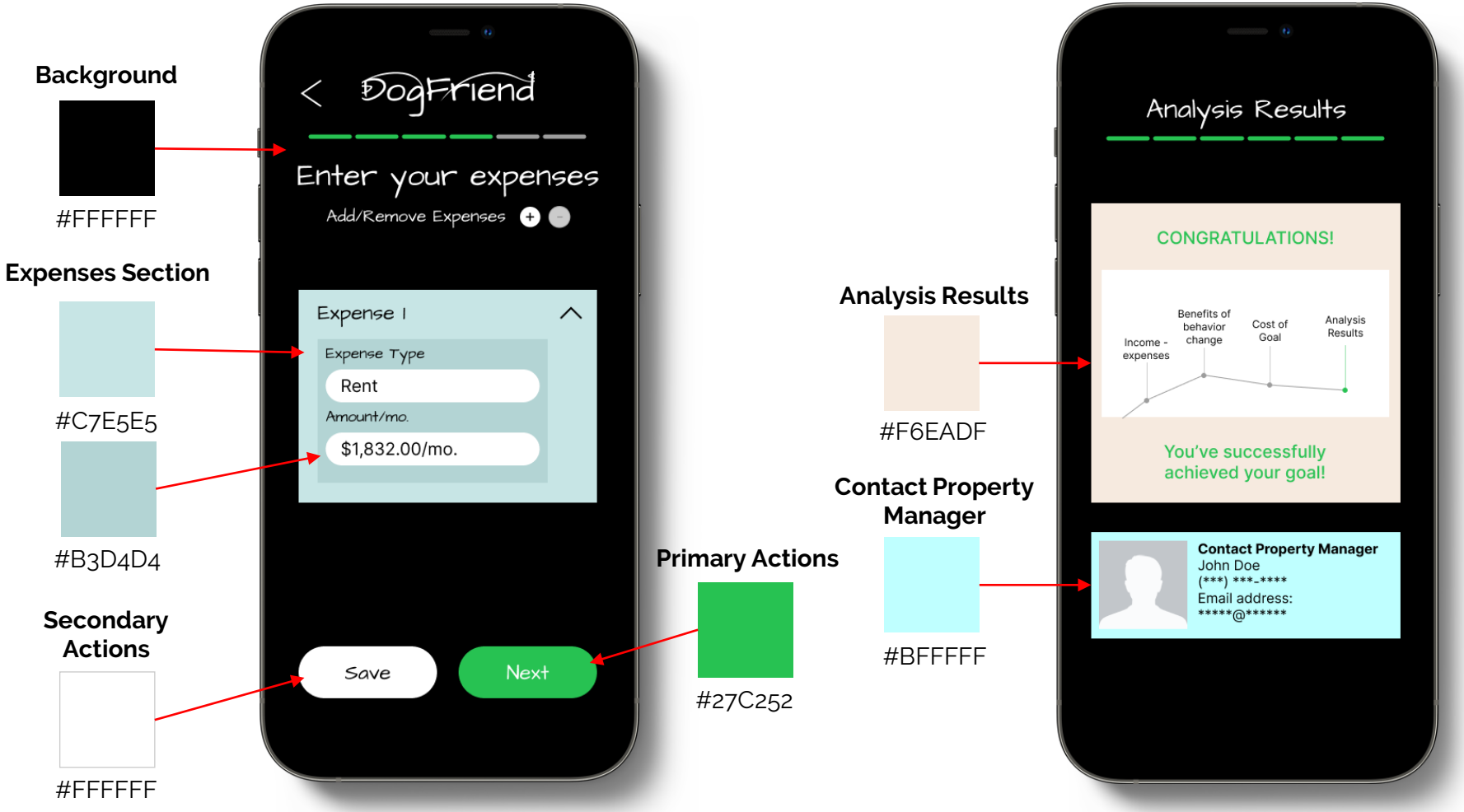
Use of Type


Create Account
Create account to find your new desired pet-friendly property close to your work!
John
Doe
johnd****@*******
(***) ***-****
Enter a valid phone number that can accept SMS. This will be used to verify your identity, grant you access to your account, and for other notifications. Message rates may apply.
****
Create password with these requirements:
ABC | abc | 123 | !%$ | 10+ characters
****
Create Account
By joining DogFriend, you agree that you are 18+, agree to receive email updates, promotions and offers, and agree to DogFriend's Privacy Policy and Terms & Conditions of the program.
Header 2
Subheader Caption
Body 2
Body 2
Body 2
Body 2
Caption 3
Body 2
Caption 3
Body 2
Body 1
Caption 3


DogFriend
Enter your expenses
Add/Remove Expenses
Expense 1
Expense Type
Rent
Amount/mo.
$1,832.00/mo.
Save
Next
Regular Header
Header 1
Subheader 2
Subheader 1
Caption 1
Body 2
Caption 1
Body 2
Body 1
Body 1


Analysis Results
CONGRATULATIONS!
Income - expenses
Benefits of behavior change
Cost of Goal
Analysis Results
You've successfully achieved your goal!
Contact Property Manager
John Doe
(***) ***-****
Email address:
*****@******
Header 2
Body 2
Caption 4
Body 2
Caption 2

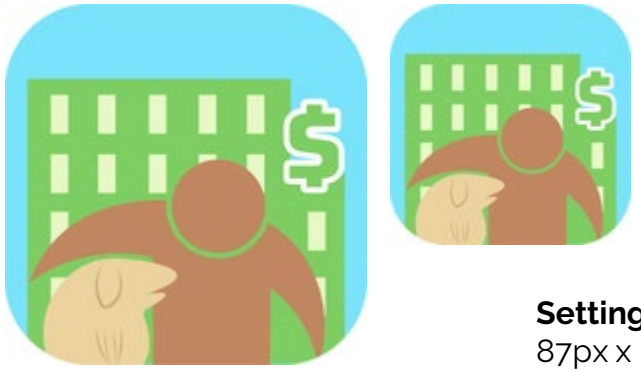
Color Studies



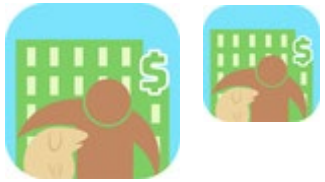
App Icon Sizes

App Store Icon Size
1024px x 1024px
(1024pt x 1024pt @1x)

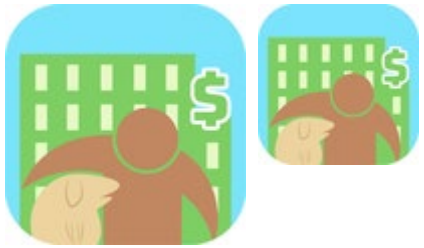
App Icon Sizes
180px x 180px (60pt x 60pt @3x)
120px x 120px (60pt x 60pt @2x)



Settings Icon Sizes
87px x 87px (29pt x 29pt @3x)
58px x 58pt x 29pt @2x)



Spotlight Icon Sizes
120px x 120px (40pt x 40pt @3x)
80px x 80px (40pt x 40pt @2x)

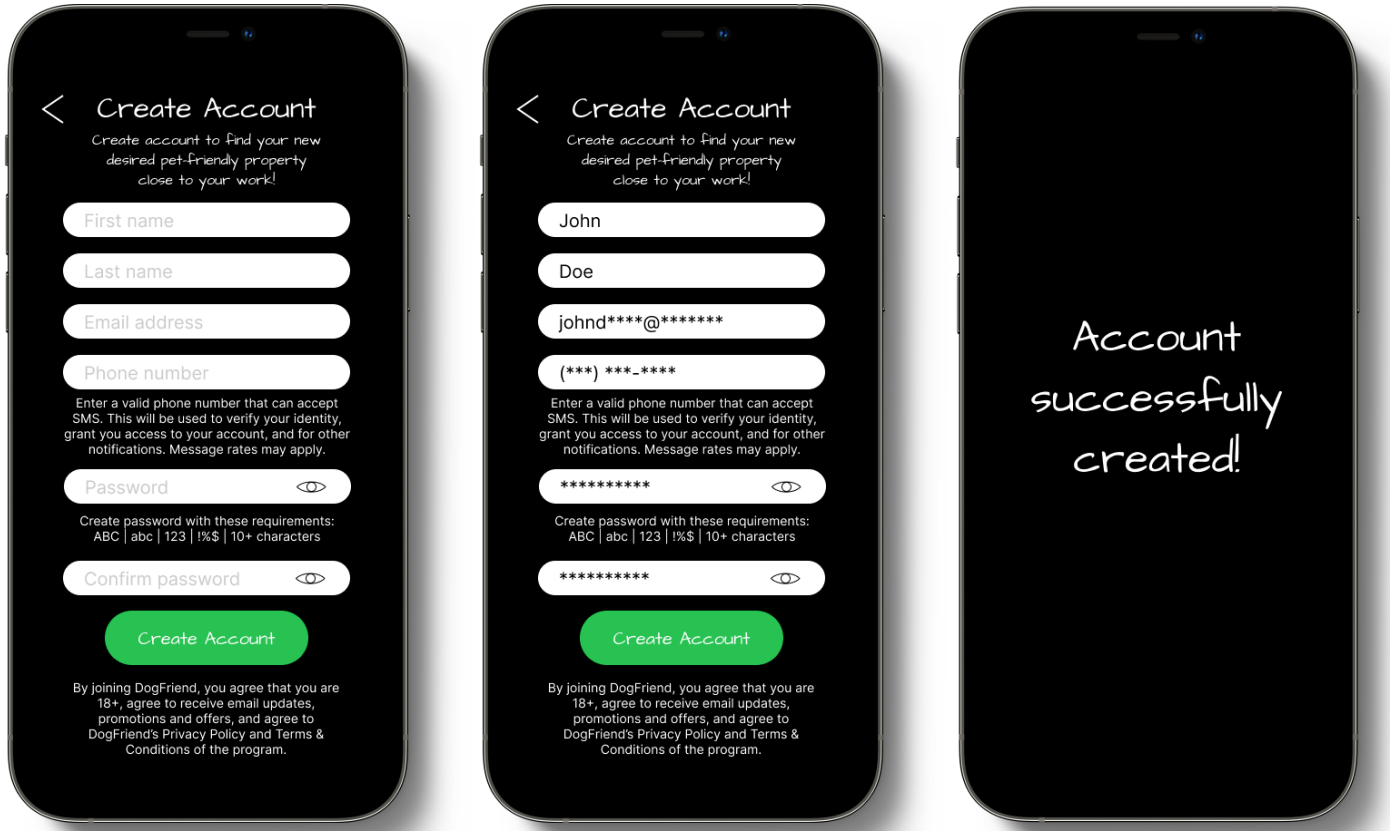


Notification Icon Sizes
60px x 60px (20pt x 20pt @3x)
40px x 40px (20pt x 20pt @2x)

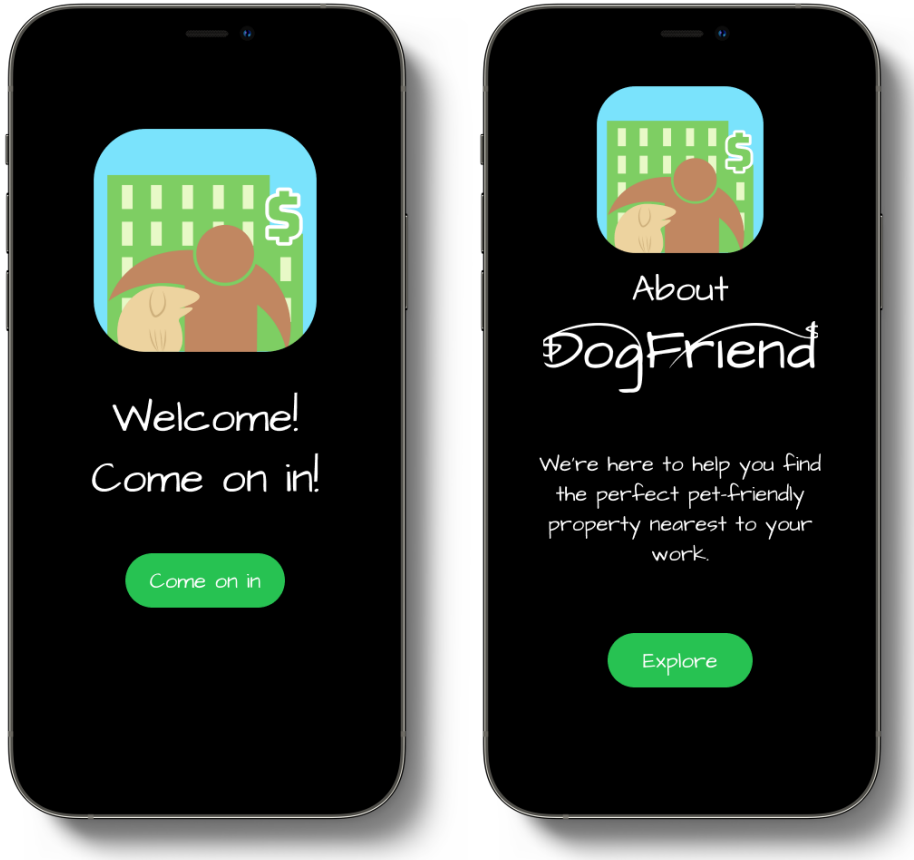
Device Mockups

Account Creation & Login

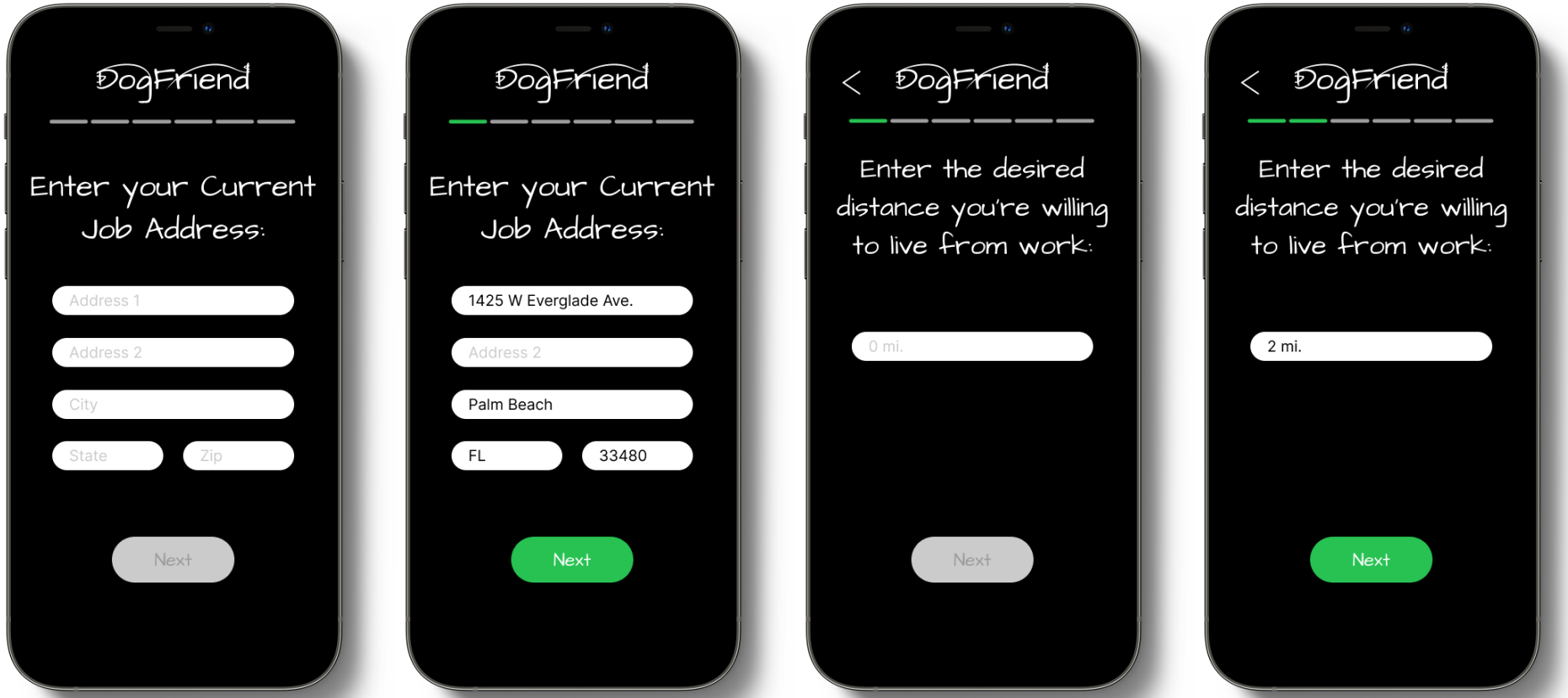
Account Creation & Login (Cont'd)



Welcome & About



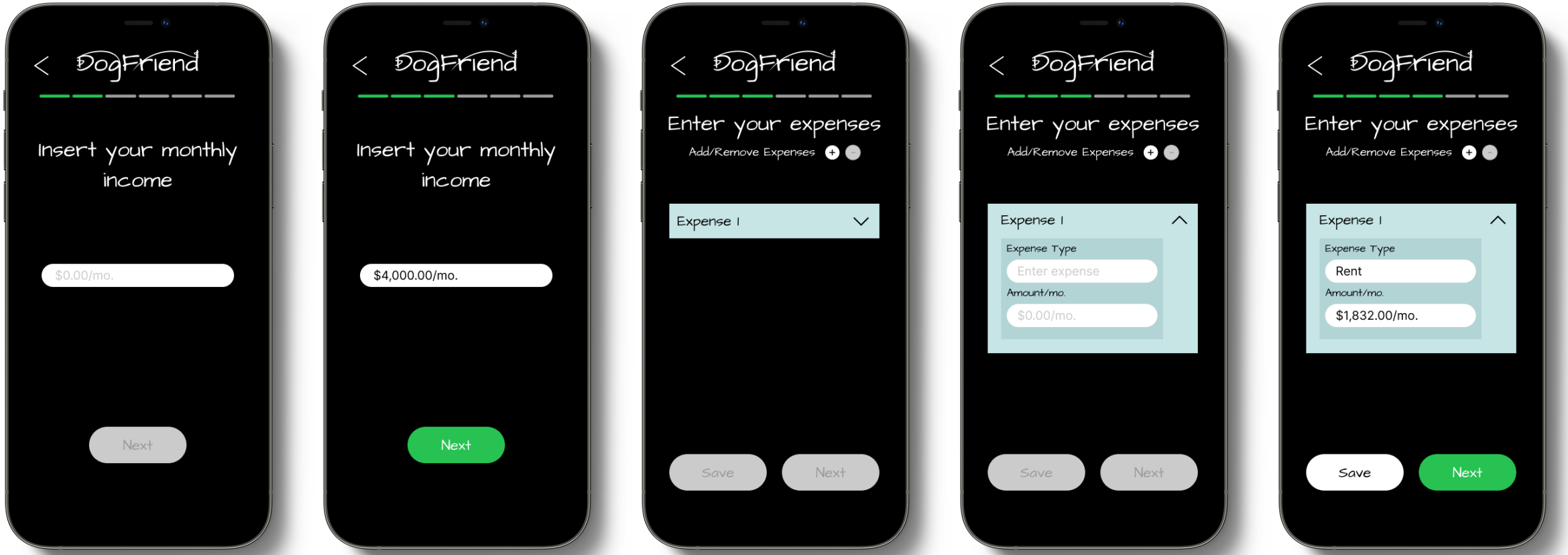
Flow 1 Visuals – Information About You



Pain Point #1: Bill's dissatisfaction with his current lifestyle which entails long commutes to and from work and living in a not pet-friendly apartment.

Solution: Help Bill overcome this challenge through providing him with the proper financial assistance him better understand his current finances (see next slide)

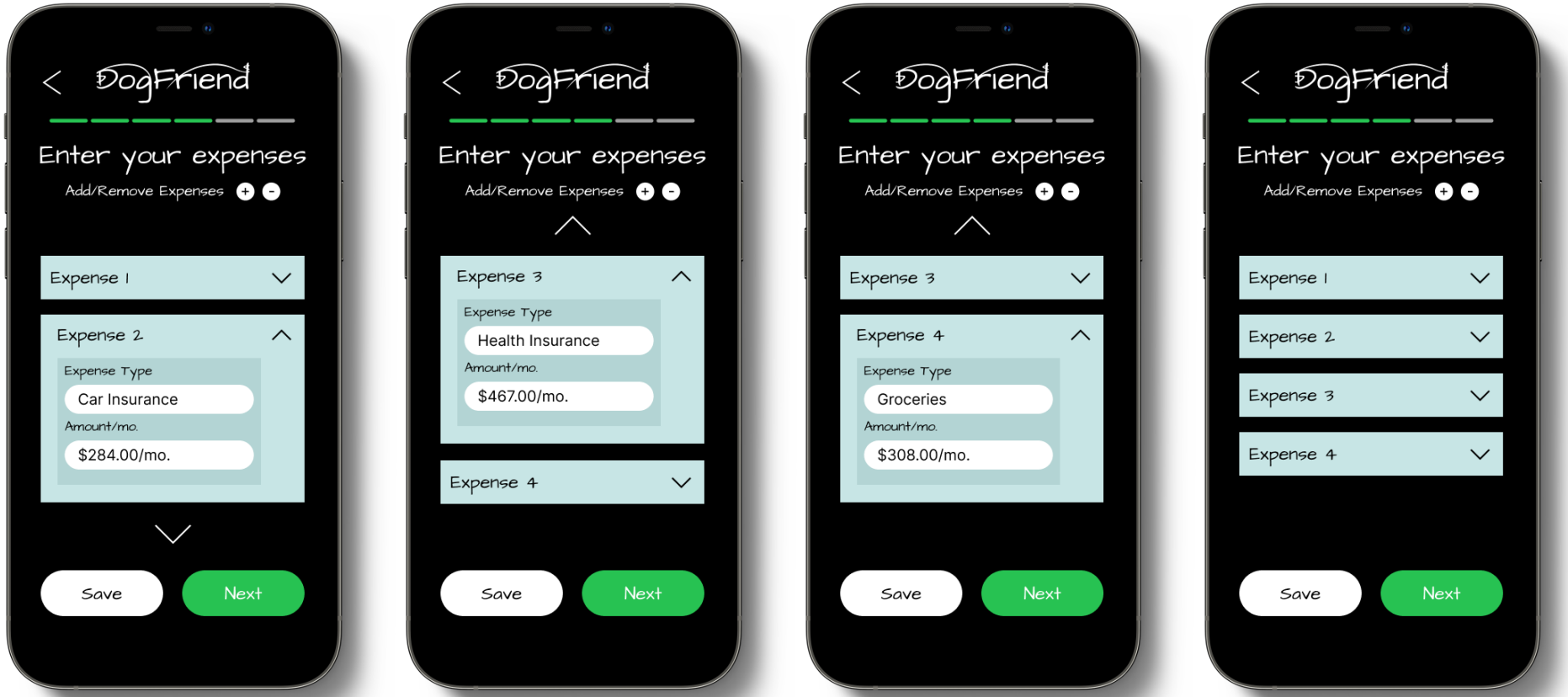
Flow 2 Visuals – Planner



Pain Point #2: Bill needs help creating a plan to find an affordable pet-friendly property close to work.

Solution: Help Bill know his financial situation so he can make changes including earning more or spending less to achieve his desirable goals

Flow 2 Visuals – Planner (Cont'd)

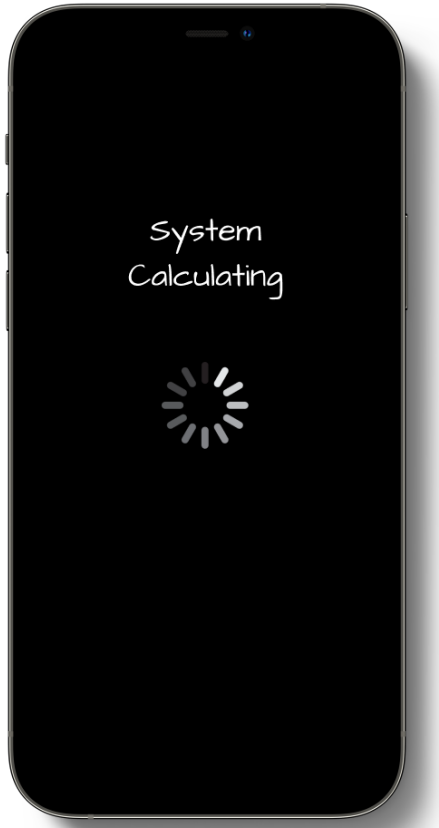


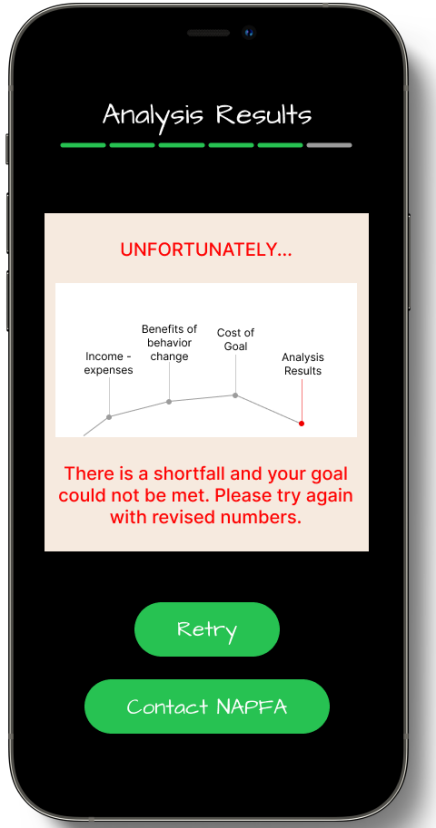
Pain Point #2: Bill needs help creating a plan to find an affordable pet-friendly property close to work.

Solution: Help Bill know his financial situation so he can make changes including earning more or spending less to achieve his desirable goals

Flow 2 Visuals – Planner + Analysis Results Shortfall

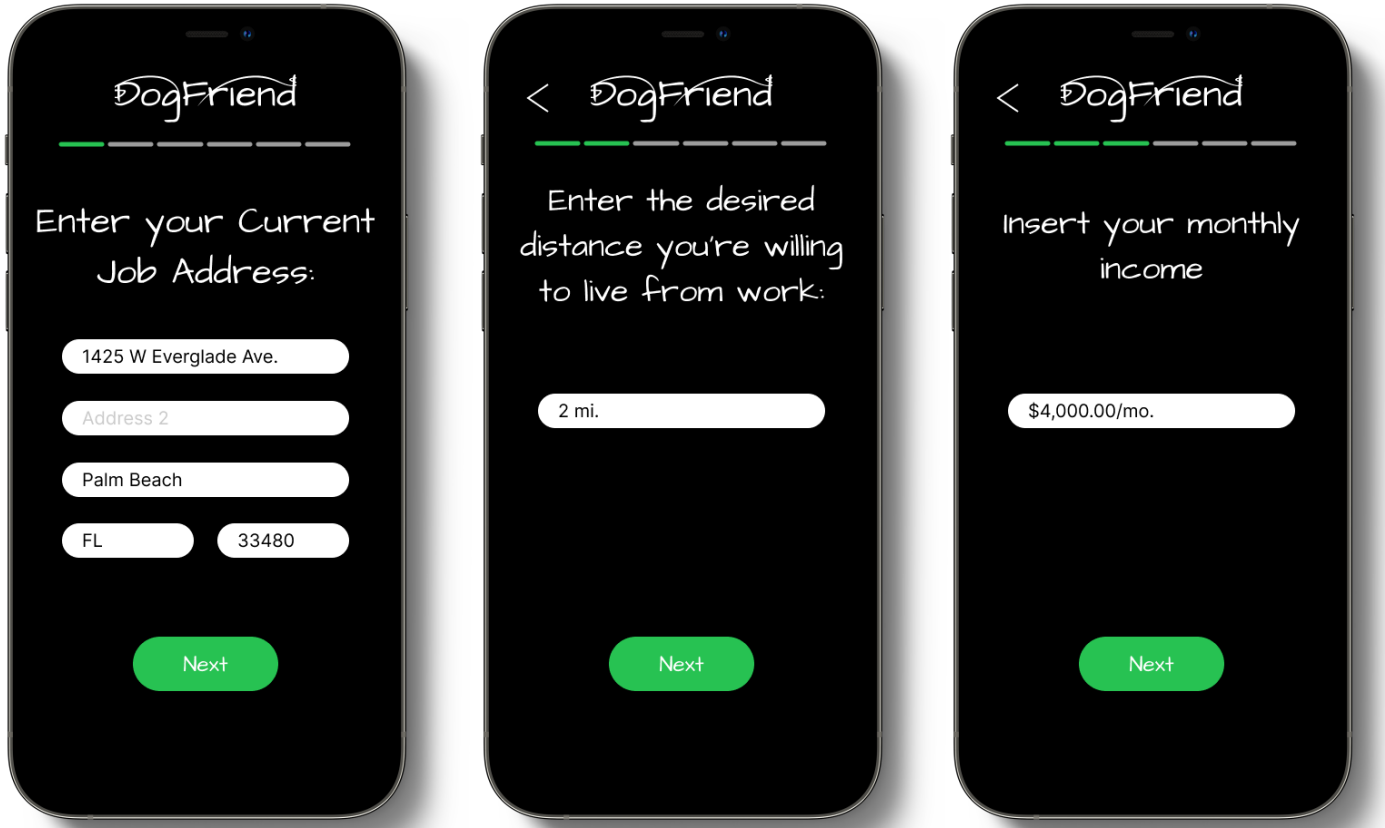
Pain Point #2: Bill needs help creating a plan to find an affordable pet-friendly property close to work.





Solution: Help Bill know his financial situation so he can make changes including earning more or spending less to achieve his desirable goals.

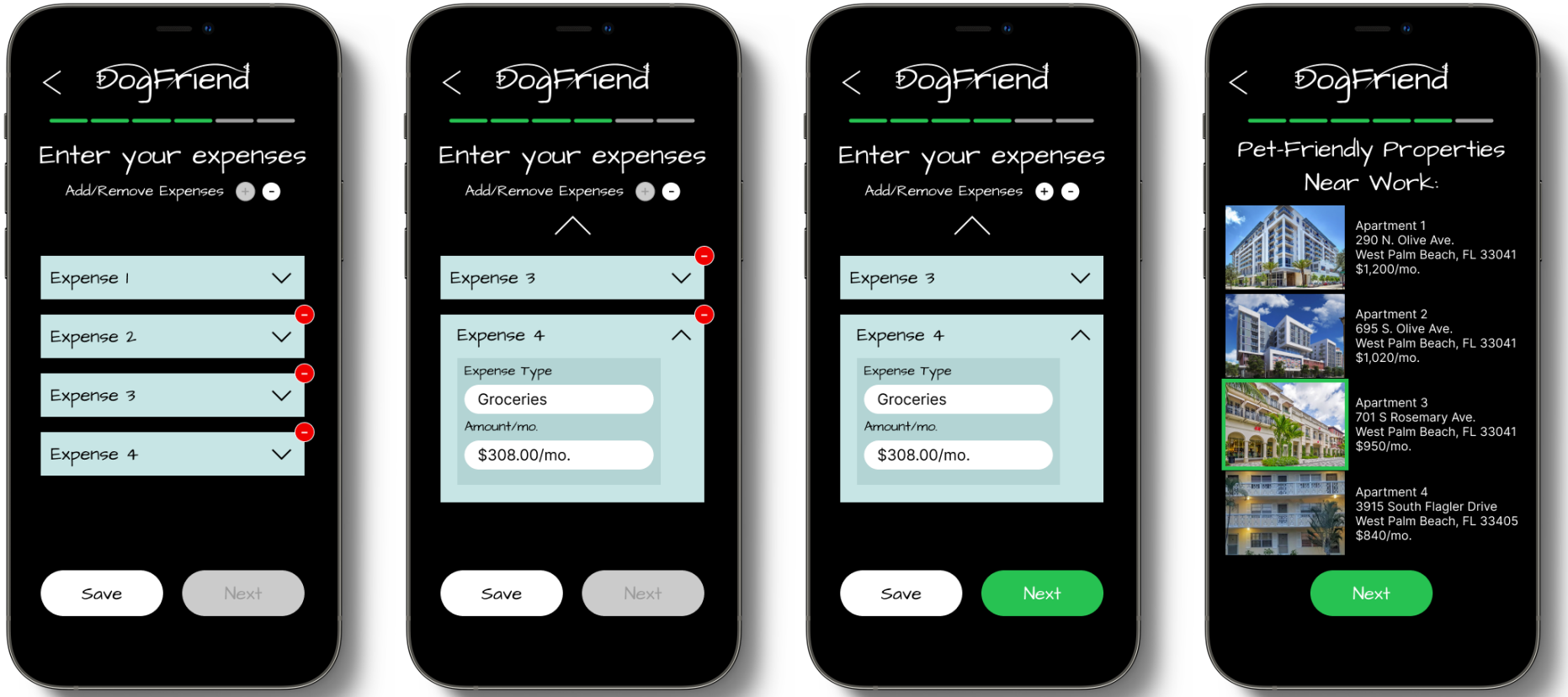
Flow 3 visuals – Tradeoffs



Pain Point #3: Bill must make tough decisions in order to achieve his goals, which may include reducing expenses, increasing his income, changing job locations, increasing the distance he's willing to live from work, finding a less expensive pet-friendly property.

Solution: Bill will ultimately be rewarded for his sacrifices and commitments

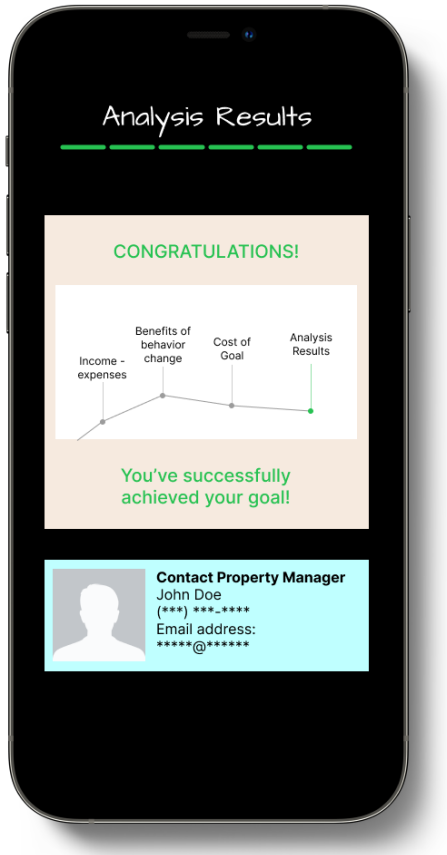
Flow 3 visuals – Tradeoffs (Reducing Expenses)



Pain Point #3: Bill must make tough decisions in order to achieve his goals, which may include reducing expenses, increasing his income, changing job locations, increasing the distance he's willing to live from work, finding a less expensive pet-friendly property.

Solution: Bill will ultimately be rewarded for his sacrifices and commitments

Flow 3 visuals – Analysis Results Surplus



Pain Point #3: Bill must make tough decisions in order to achieve his goals, which may include reducing expenses, increasing his income, changing job locations, or finding a less expensive pet-friendly property.

Solution: Bill will ultimately be rewarded for his sacrifices and commitments