TIMEOUT

TimeOut

Work in Process | Visual Communication Design

Dec 09, 2014

TejalSampat

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Thesis Committee

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Defining the problem

Can a mobile application designed using user-centric research influence young adults to **limit their smartphone usage** in social gatherings and situations?

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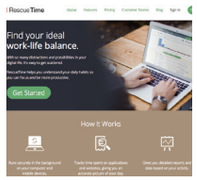
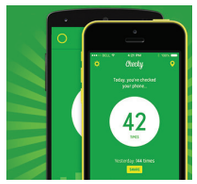
Comparative Analysis

	Existing Products	Restricts Use	Sends Alerts	User Generated prompts	Influences behaviour	Mobile App
	RescueTime (Website)	✓	✓	✗	✓	✗
	Lunecase (Hardware)	✗	✓	✗	✗	✗
	Checky (App)	✗	✗	✗	✗	✓
	21 Habits (App)	✗	✓	✗	✓	✓
	Moments (App)	✓	✓	✗	✗	✓
	TIMEOUT APP	✓	✓	✓	✓	✓

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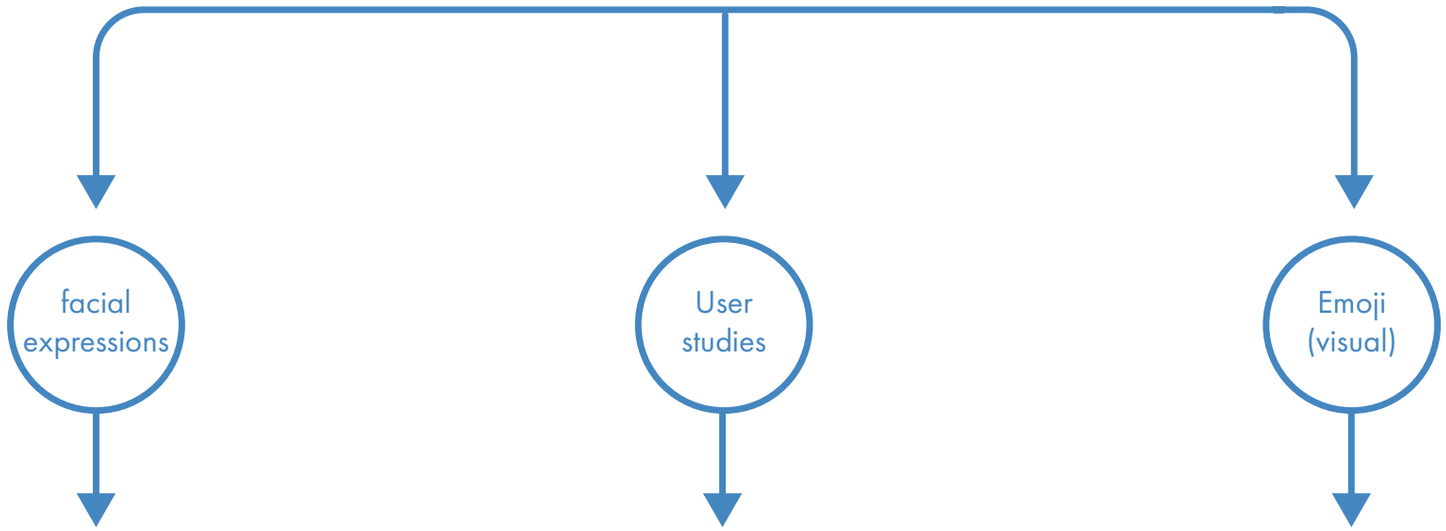

Microexpressions
- Brief involuntary facial expressions when trying suppressing an emotion
- 6 main expressions: Happiness, sadness, fear, anger, disgust, surprise and contempt.

Facial Action Coding System(FACS)

Four principles:
- Efficiency, Accuracy, Recall, Emotional response

- Hallway/Guerilla Testing
- Expert Review
- A/B Testing
- User dairies

- **Formative Evaluation:** Heuristics & EPIC (Executive Process/Interactive Control)Model
- **Quantitative:** Success rates, task times, error rates, satisfaction qn.
- **Qualitative:** Observe Pathways, problems faced
- **Indicate severity of problems:** Critical, serious, minor issue

Cartoon Faces: How to Draw Heads, Features & Expressions - Christopher Hart

Making Faces: Drawing Expressions For Comics And Cartoons - 8Fish

Modern Cartooning: Essential Techniques for Drawing Today's Popular Cartoons - Christopher Hart

Cartoon Cool: How to Draw New Retro-Style Characters - Christopher Hart

Facial Expressions: A Visual Reference for Artists - Mark Simon

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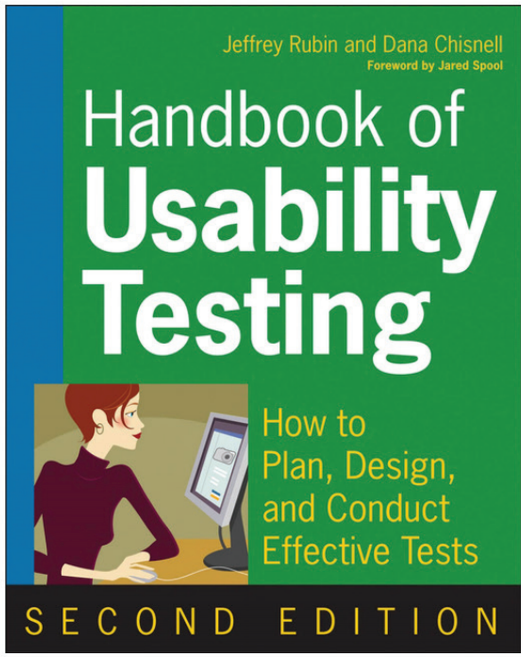

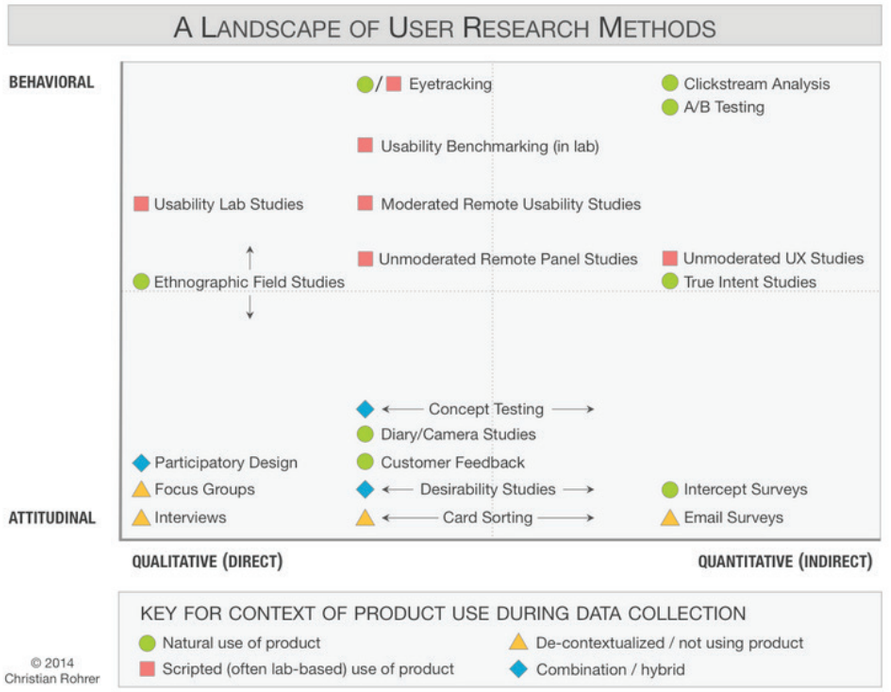

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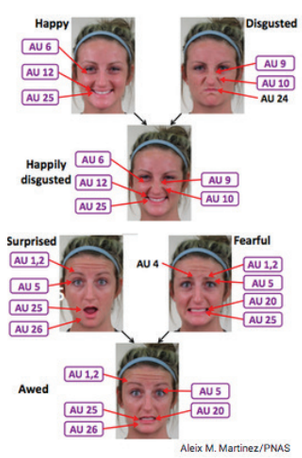
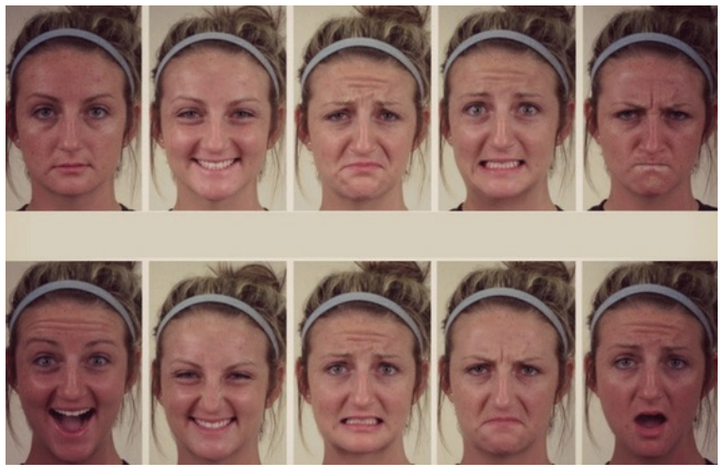
Christian Rohrer





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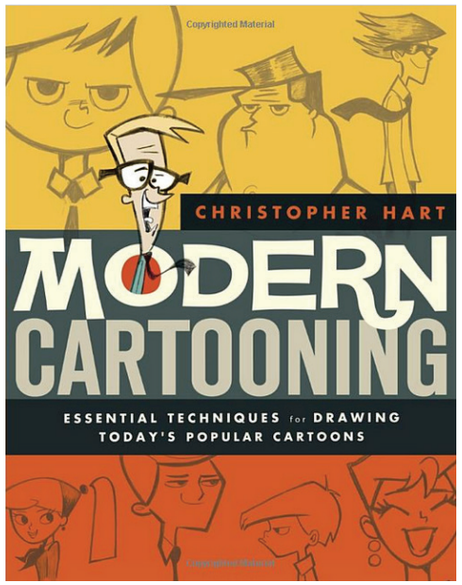

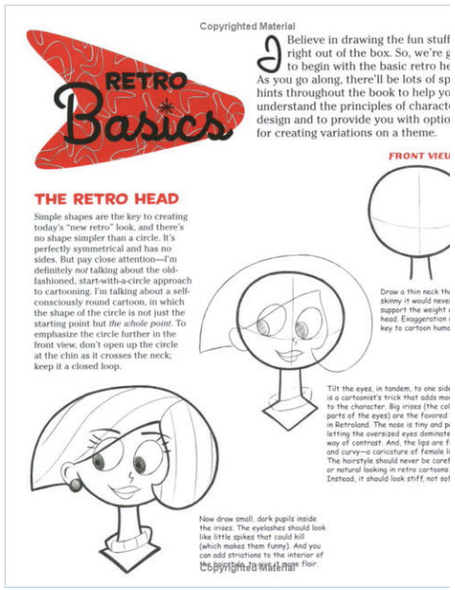

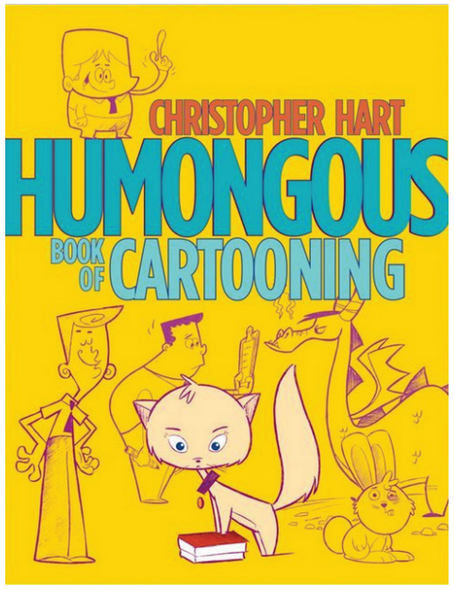

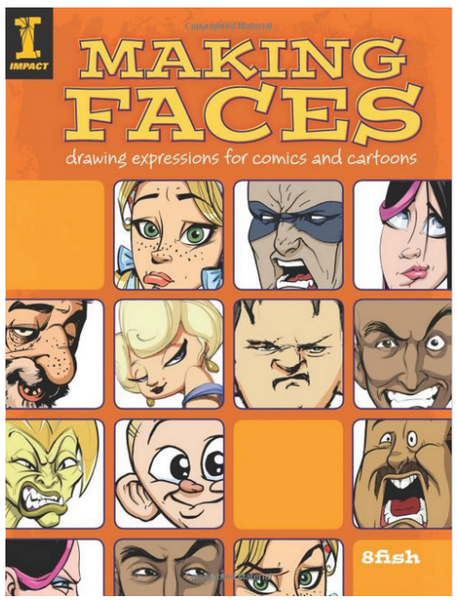

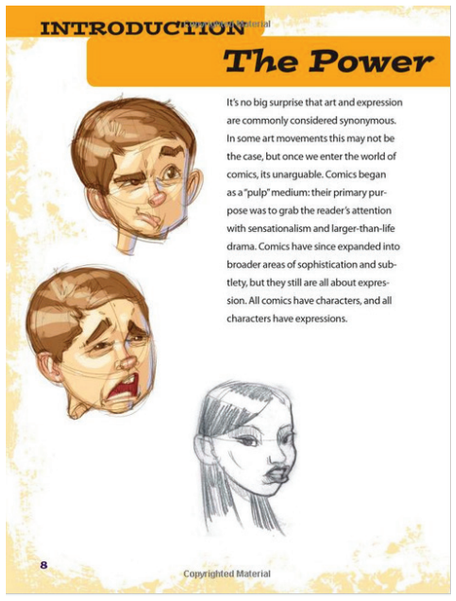

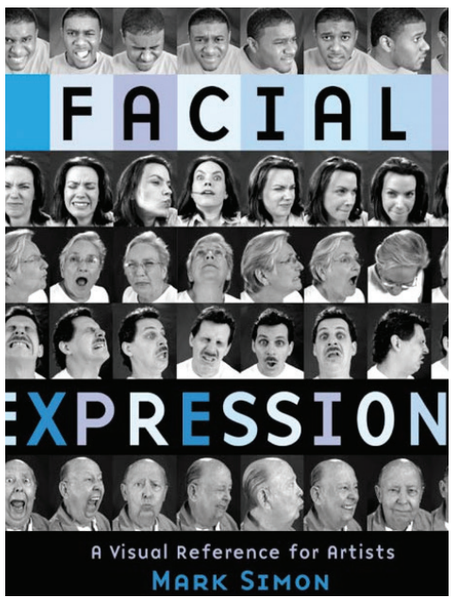

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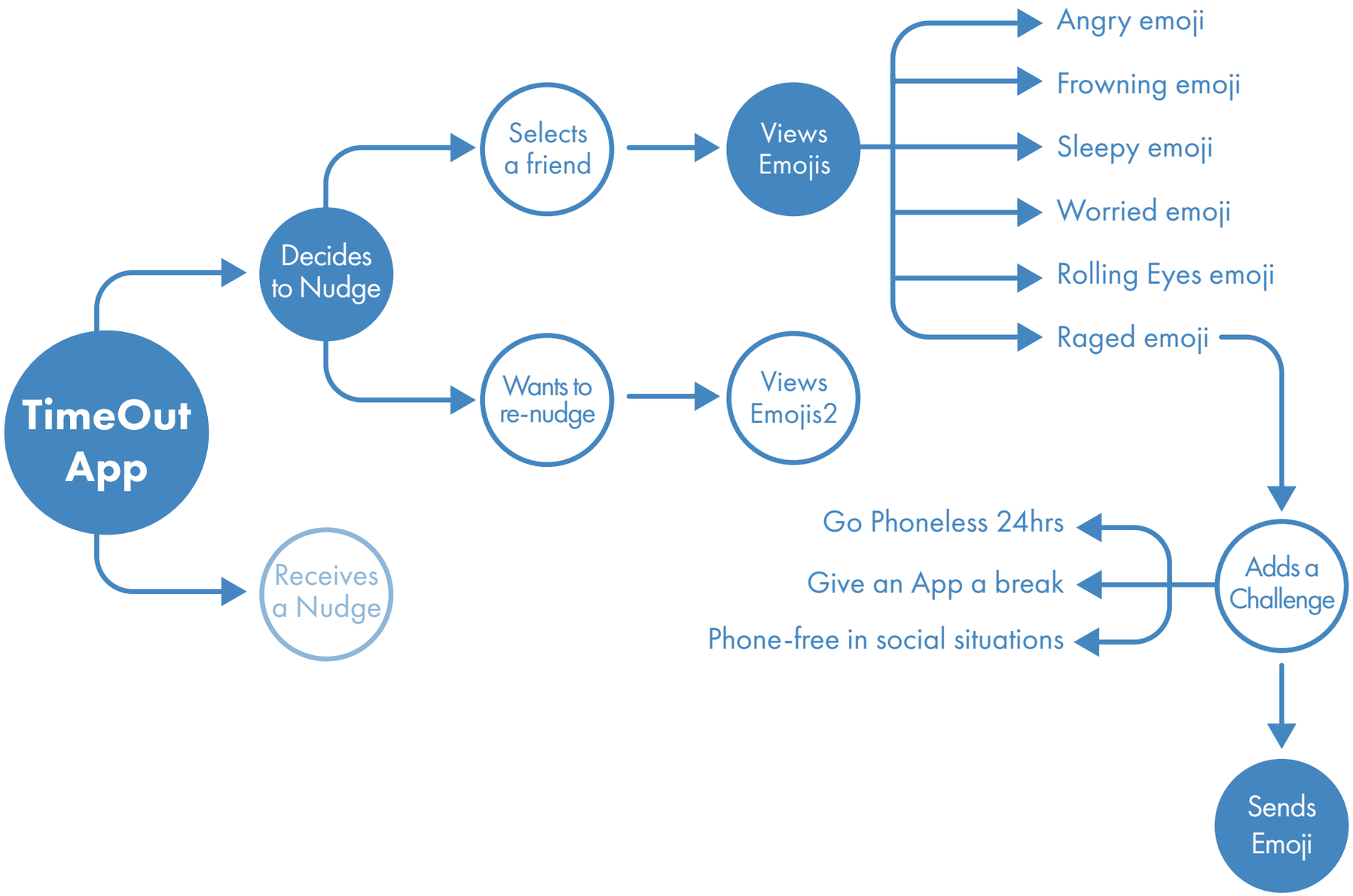
User Workflow: 1



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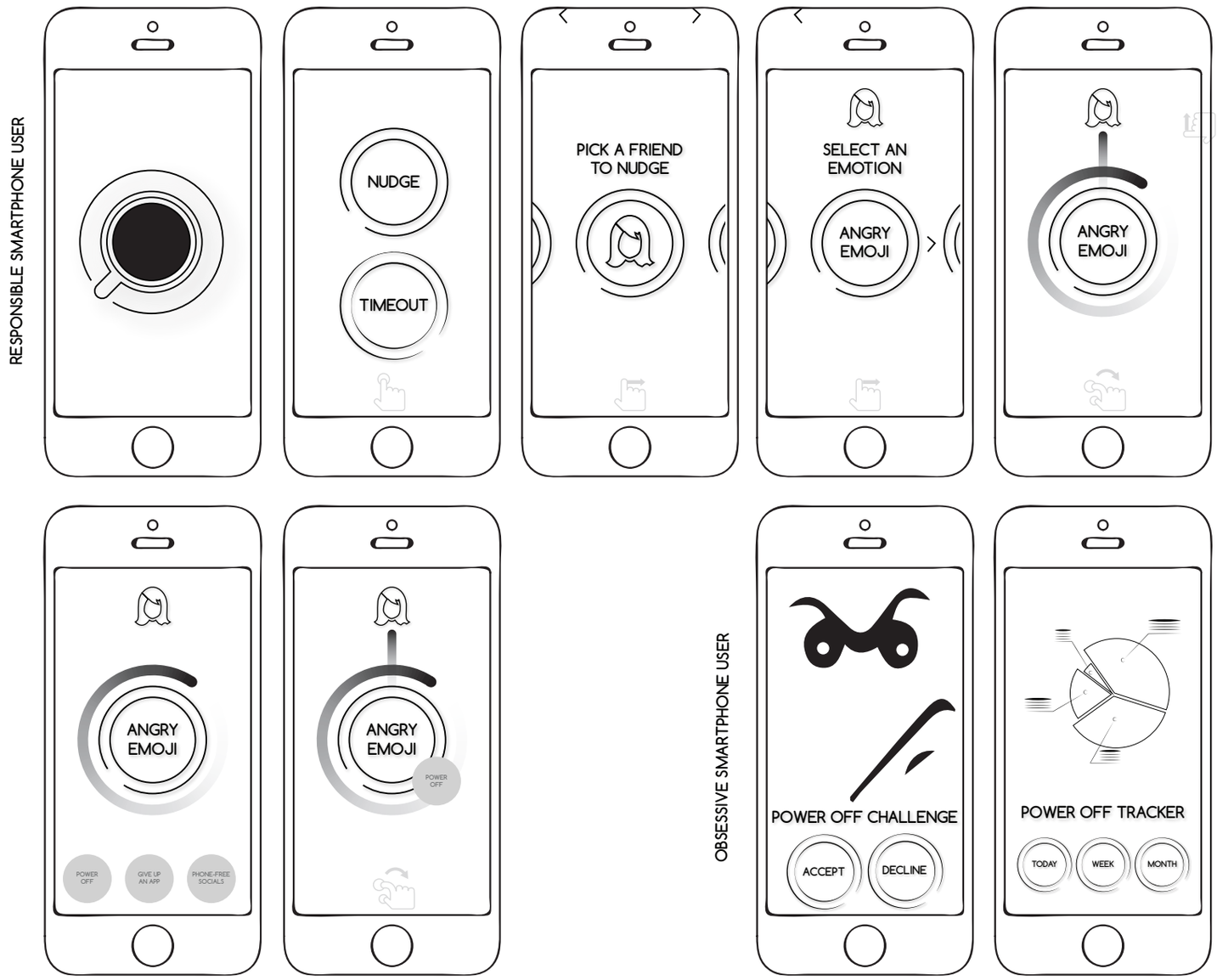

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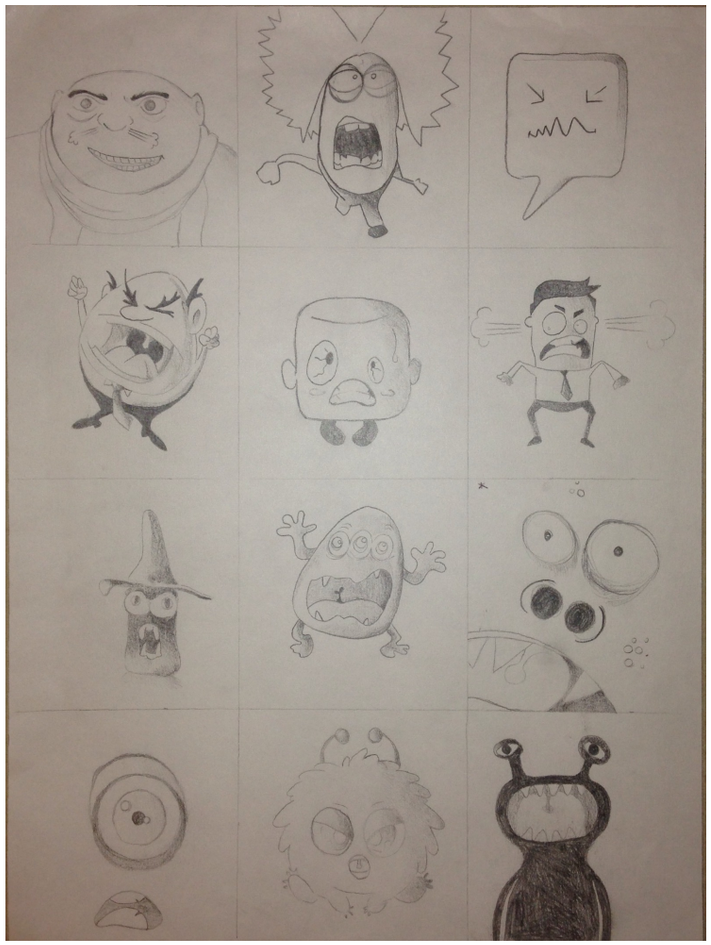

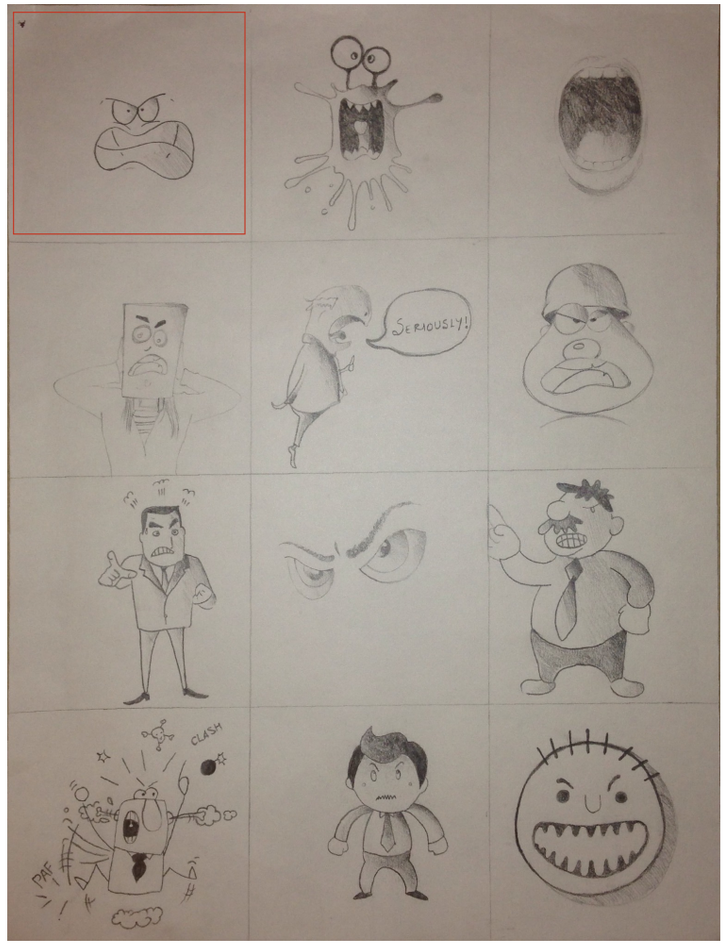

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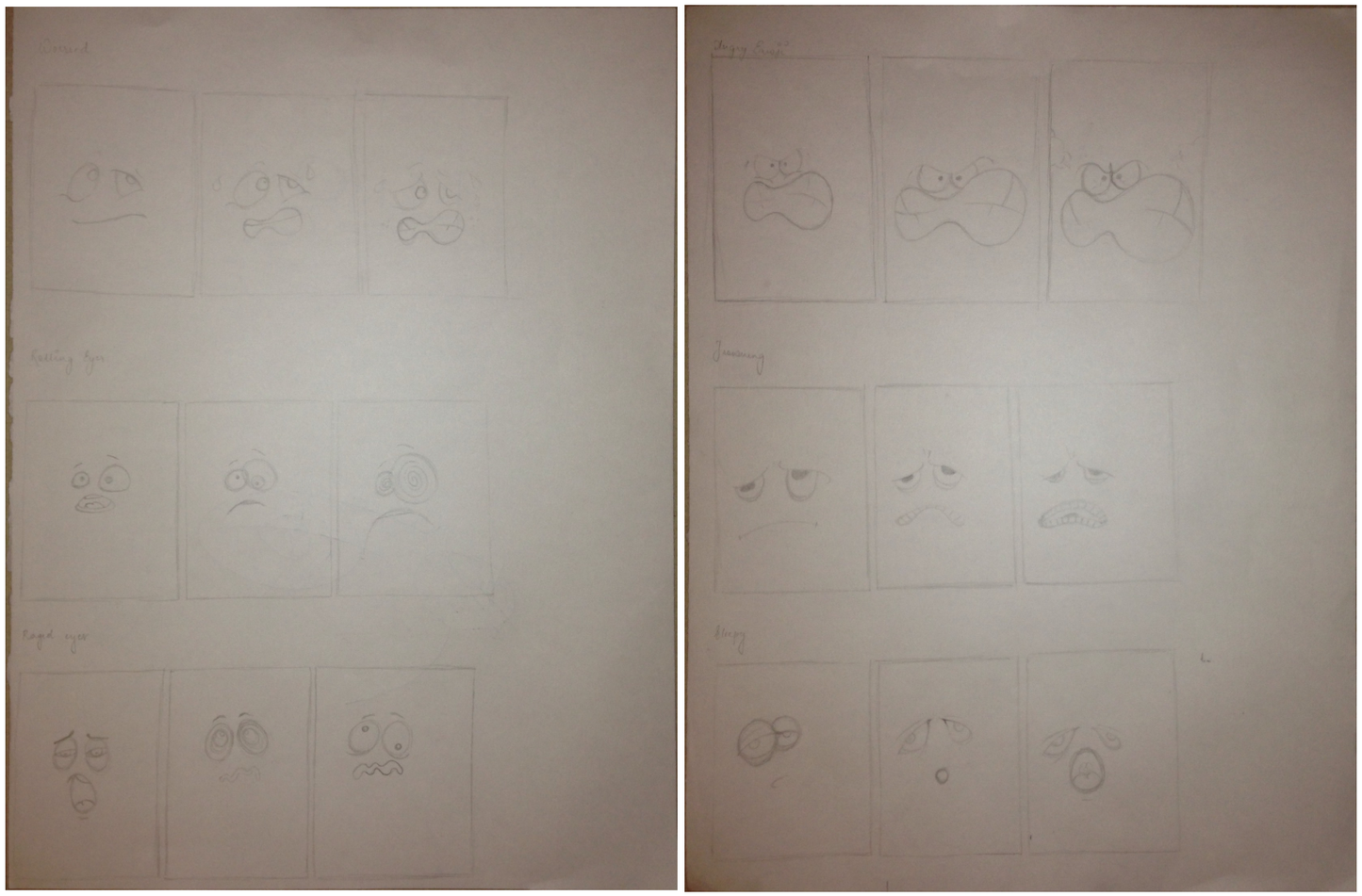

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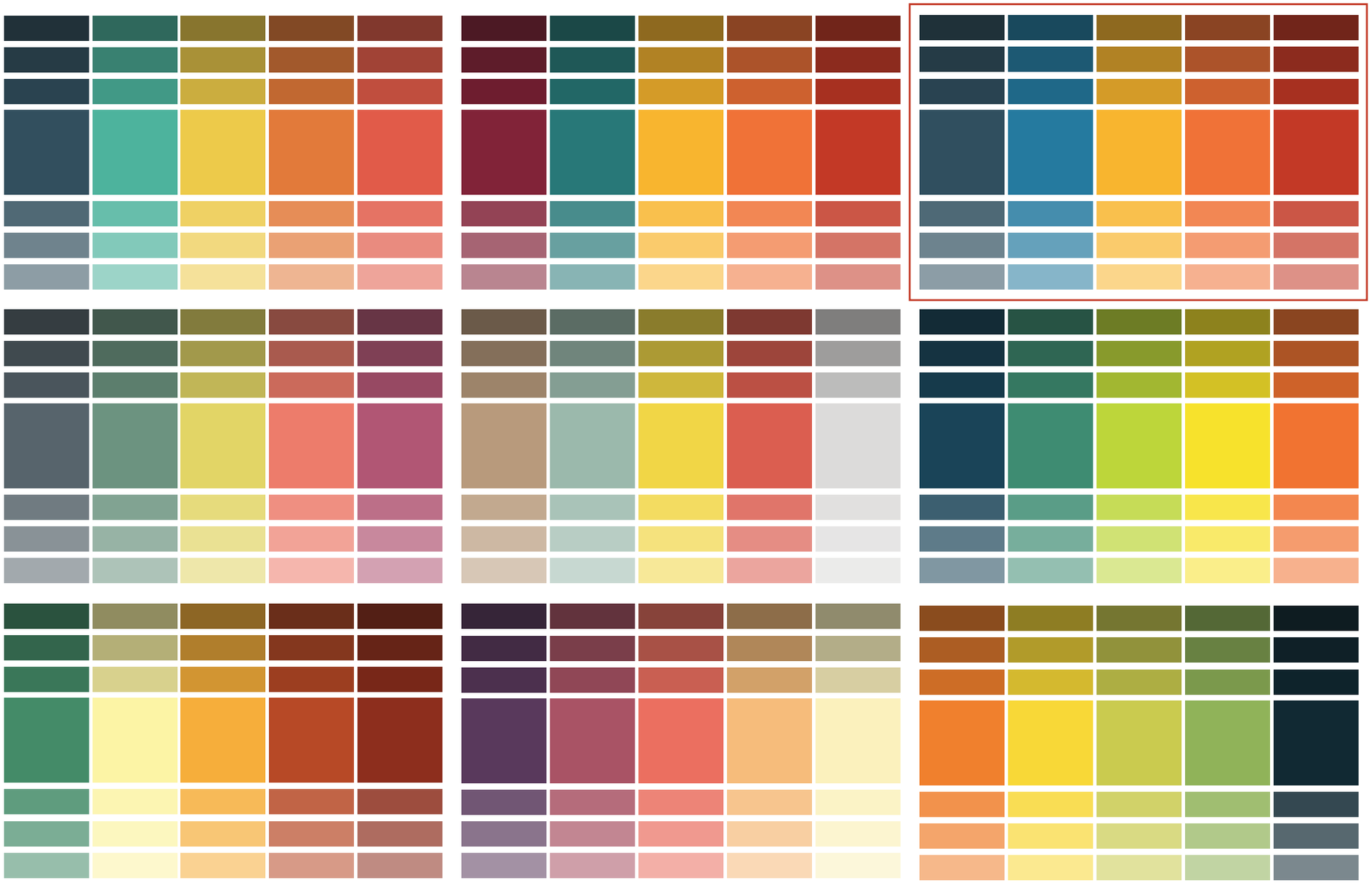

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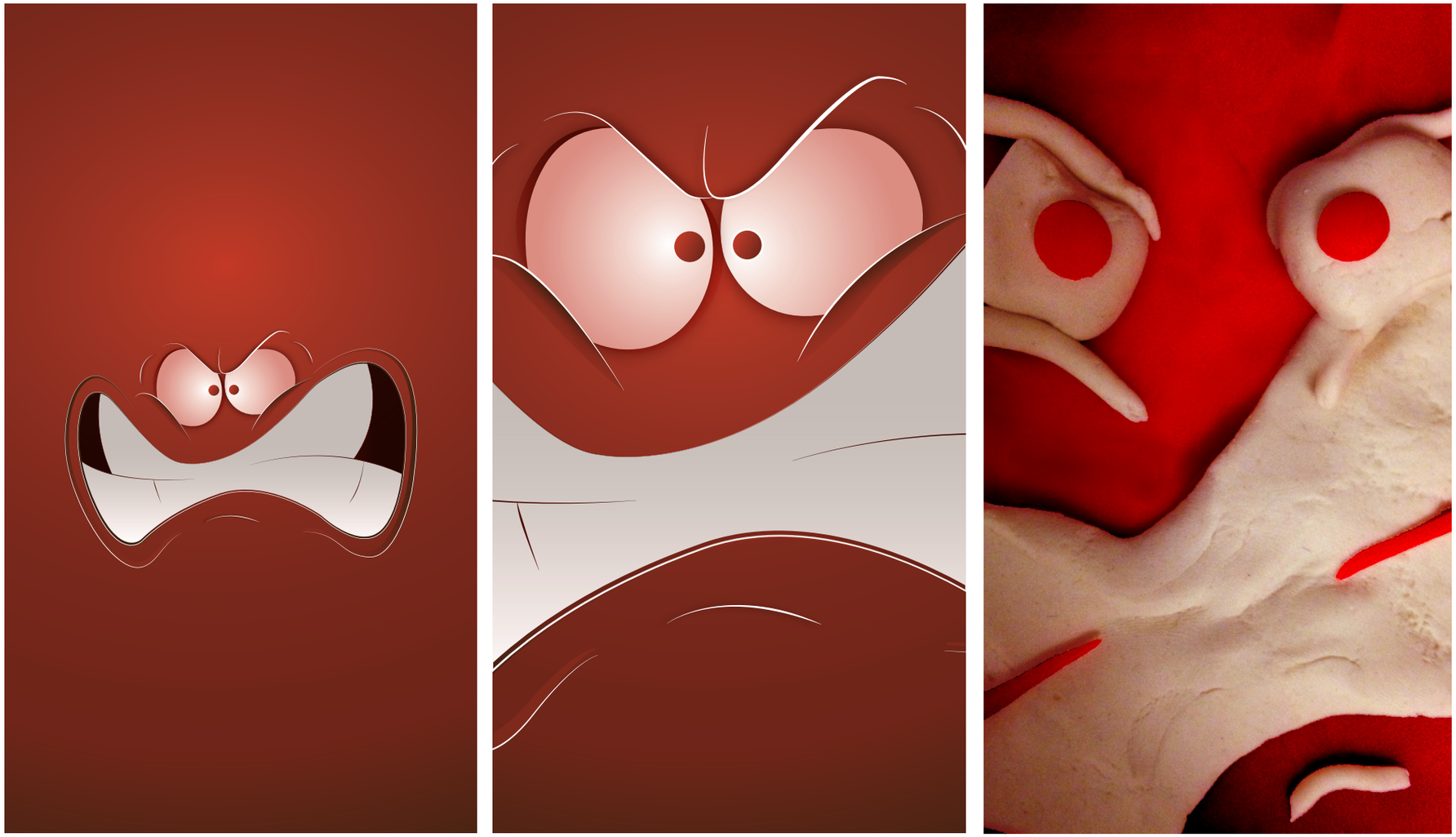

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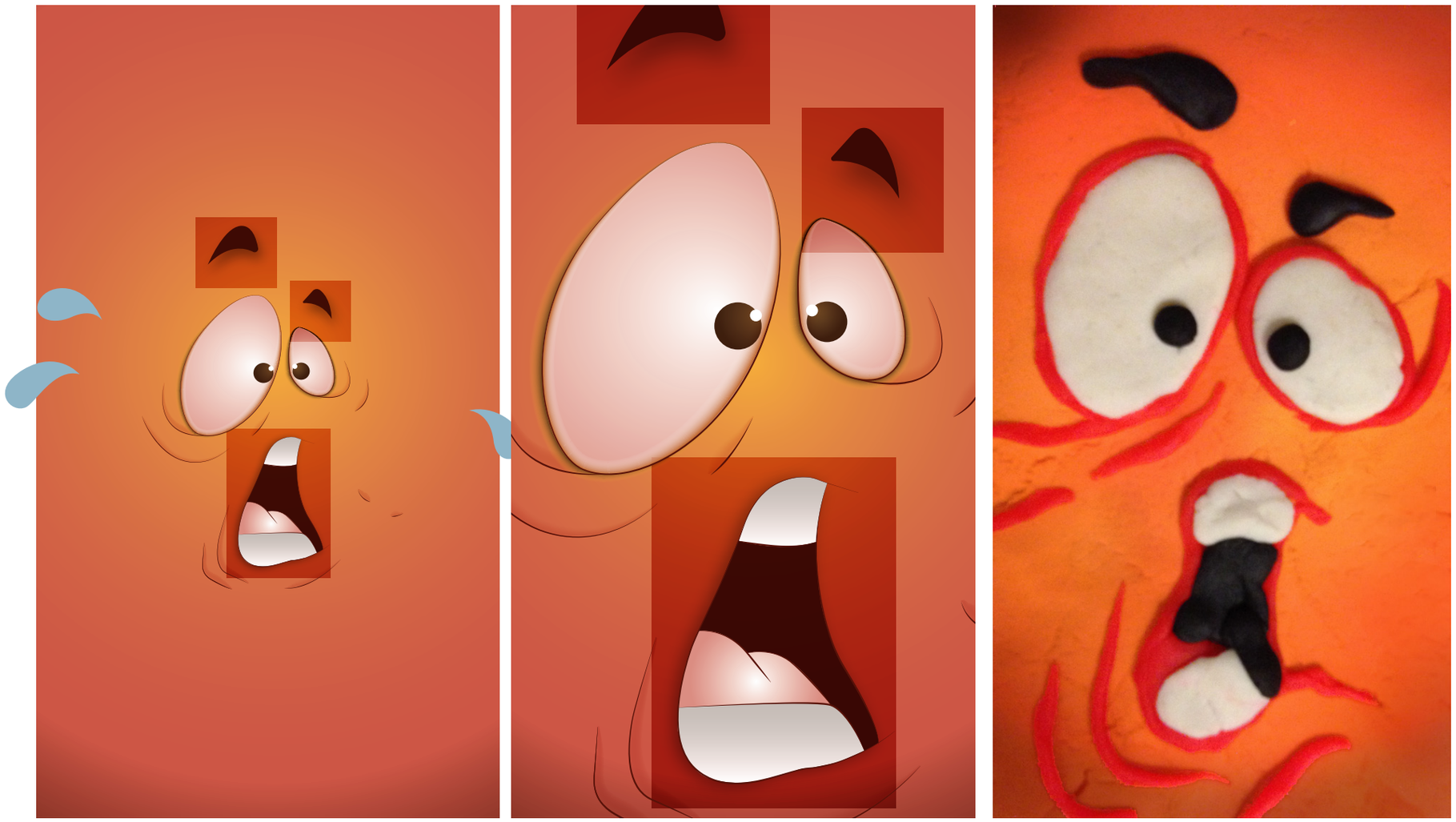

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- Interface design for the iPhone app (10 screens)
- Welcome/Splash Screen
- Logo Design
- Design emoji's (6 different expressions)
- Icons for the app (TBD)
- Motion Graphics/Promotional Video (90 secs)
- Comparative charts for challenges (3)

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