



COLLECTIONS THROUGH
AUGMENTED REALITY LEARNING
(C.A.R.L)

UX/UI + BRANDING + AUGMENTED REALITY
Mint Design Studio | Fall 2019

Janelys Camelo MINT Process Book

ROLES

Visual Development Team

Kendall Brandt

Janelys Camelo

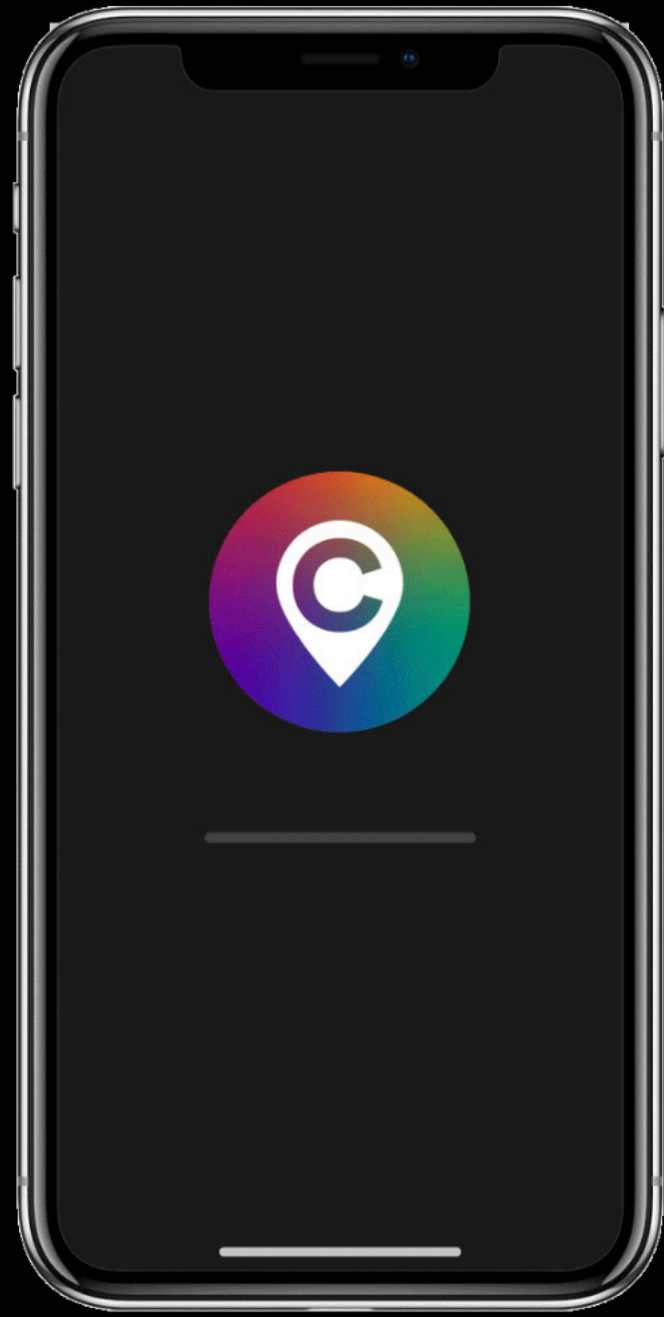
UX/UI Team

Sarah Cantor

Ian Costello

TABLE OF CONTENTS

4-5	Project Description
6-7	Project Brief
8-9	Research Presentation
10-11	Concept Presentation
12-13	Moodboards
14	Sketches
15	Early Iterations
16-17	Directions
18-19	Wireframes
20-21	Sitemap
22-23	Icon Iterations
24	Screen Design Process
25	Final Screens
26-27	AR examples
28	Timeline
29	Branding Book
30-31	Organizational Documents



PROJECT **C.A.R.L.**

PROJECT DESCRIPTION

C.A.R.L. is an immersive and interactive tour experience that guides users through the University of Florida campus. It was designed in collaboration with UF Libraries and MINT Design Studio.

C.A.R.L. stands for Collections through Augmented Reality Learning, and combines augmented reality technology with the university's rich history to create a tour experience like no other. The app can be used remotely or on campus, and follow along with the historian-approved digital tours.

Project was a collaboration between **Sarah Cantor, Janelys Camelo, Ian Costello, and Kendall Brandt**

PROJECT BRIEF

Background Information

Carl Van Ness - University of Florida Historian

- Carl is only the second Historian in the history of the University

Carl's Tours

- Carl has been giving historical walking + indoor tours for over 30 years
- The walking tours include a tour of the campus' historic district

Goals + Purpose of the Existing Tour

To teach existing students, prospective students, faculty, and community members important and interesting facets of UF History

- It revolves around the UF Historic District, UF identity, and Gator spirit
- Give voice to underrepresented groups and moments from UF history

Main Need to Solve + Motivation

Digitize Carl's historic walking tour in an innovative way and make it's existence clear to the UF community

MOTIVATION:

- To create a digital archive that is creative and accessible to everyone, including off campus audiences
- To store the information in Carl's head someplace more permanent
- Make UF History more fun and factual

Fieldwork

Interviewed Carl and Lourdes

GOALS:

- Learn about background of tour and gain general knowledge about Carl and the tour
- Establish a relationship with Carl
- Ask about strengths and weaknesses to incorporate into our solution(s)

Experienced Carl's Indoor Tour

GOALS:

- Conduct more experiential research
- Learn about what objects and parts of UF history are most important
- Get a feel for the tour's style and flow



What is the Tour Missing?

MISSING:

- A title
- Awareness
- Recognition
- Documentation
- Contemporary Materials and History
- Accessibility
- Incentive

POSSIBLE SOLUTIONS/STEPS:

- Create an identity and campus wide campaign to spread awareness
- Create an app to provide greater accessibility to the information
- Create a digital version of the tour that doesn't need to be taken in any specific order
- Utilize digital and more contemporary archives

Main Conclusions from Research

- Carl and Lourdes have been and will be excellent collaborators
- There is a lot of information about UF history to work with
- The history of UF is, in fact, quite interesting!
- Open-ended for solutions

Competitive Audit

CICERONES

- Student-led tour through campus
- 30 minute info session followed by 90 minute walking tour
- Virtual tour experience
- Chaotic, difficult to navigate
- Minimal information on buildings and architectural history
- Made to persuade students to attend UF
- Not fact checked

PREVIEW

- Involves academic advising, mentorship, expectations, and tour of campus
- Based around the Freshmen experience and student life
- Less about UF history and tradition

Persona

- Incoming student
- From the community
- 17-20 y/o
- An empty canvas ready to find their own place in a rich tradition
- Active on the mobile platform

strategy + sample questions

- Goals:
 - Gain more fundamental knowledge about the tour
 - Establish a relationship with Carl
 - Ask about strengths and weaknesses to incorporate into our solution(s)
- Sample Questions
 - Who usually comes on the tour?
 - How do you organize the tour?
 - What do you always make sure you share with participants?
 - How has your strategy for the tour changed over time?
 - What makes this tour unique from student-led tours on campus?
 - What has been the tour's biggest area of growth?

notes + interesting findings

- Only second Historian after Sam Procter
- First job was as a Curator (1985) and then brought into the University Archives
 - Primarily an archivist
 - Historian = honorary title, 20% of what he does
- Has an indoor tour as well based on objects
- Bases tour success on interest
- Tour isn't advertised, is word-of-mouth
- Bases tours on group's interest + time
- **Always** has told the story of marginalized groups on campus
- Doesn't include architectural history
- Is satisfied with the "script" he has in his head, sees no real room for growth on his part
 - Has worked over time to shorten it and curate it
- Prospective students should care about UF b/c of our tradition
- People tend to care more about fun facts
- Avoids "controversy"
- Biggest room for growth is the inclusion of contemporary materials

challenges

- Staying on task at times
 - Tangents
- Long Pauses
- Fully Comprehending Questions
 - Meaning of "controversial"

next steps ++

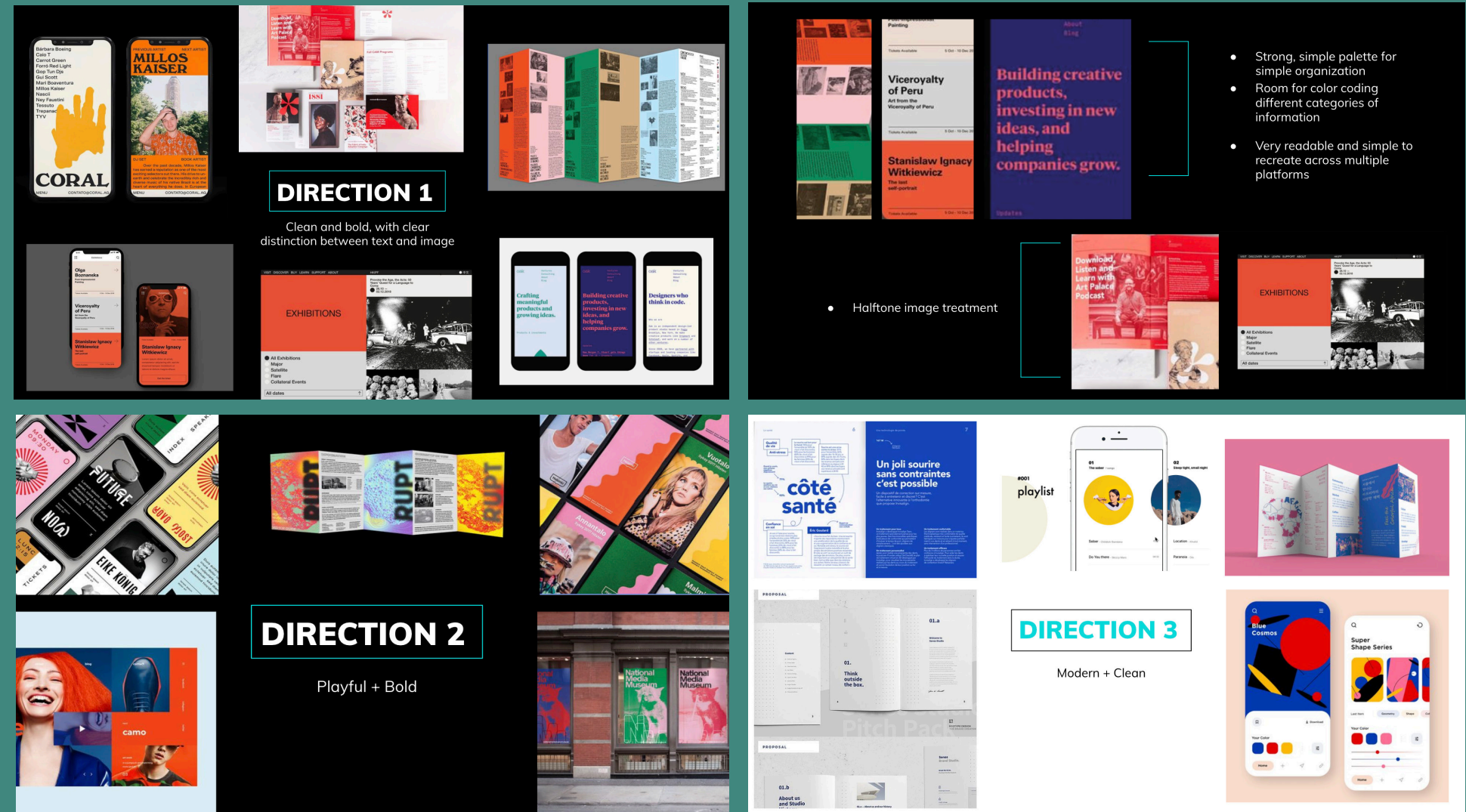
- Follow up "indoor" tour
- Strategizing solutions
- Research digital tours/historical experiences
- Eventually participate in walking tour
- Fun facts, mythbusting, and contemporary material have potential for being engaging

RESEARCH PRESENTATION

This presentation consisted of the research we conducted during our interview with the client. We outlined our goals, included sample questions, and detailed our findings. The greatest challenge was staying on task at times, as it was easy to go off in a few tangents when discussing history. Key findings from this interview included learning that Carl strives to include stories and facts about underrepresented groups and is open about discussing unpleasanties within UF history, that the tour isn't advertised and is known by word of mouth, and that people are most interested in the fun facts that he includes.

CONCEPT PRESENTATION

This presentation gave us the opportunity to pitch three separate visual directions to the client. We presented moodboards with the goal and associated keywords for each. The thumbnails to the left are from the section Kendall and I focused on. Client particularly liked directions 1 and 3 and wanted a combination of the two. She specifically enjoyed the concepts of halftone images, callout words, colored categories, designs with breathing room, and the idea of floor vinyl.



DIRECTION 1

Clean and bold, with clear distinction between text and image

DIRECTION 2

Playful + Bold

DIRECTION 3

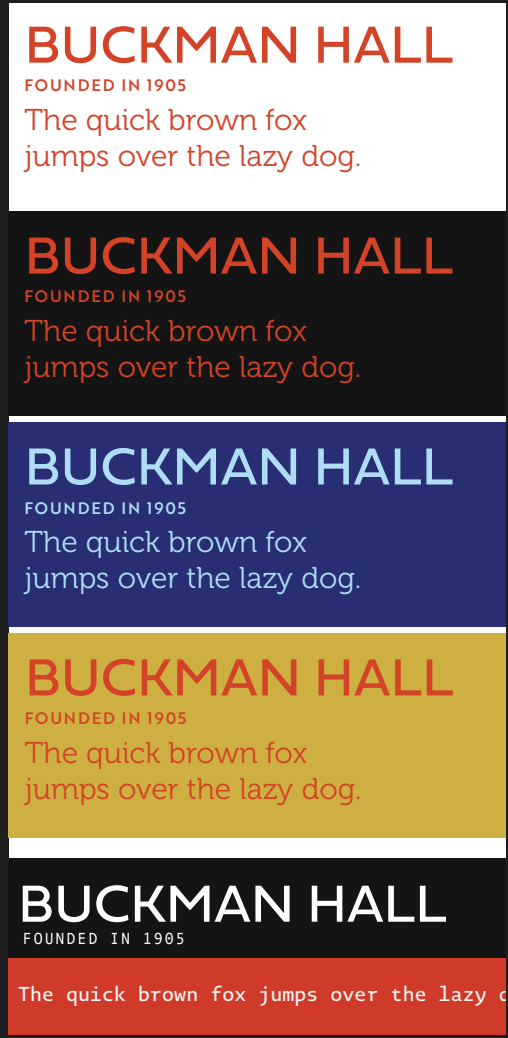
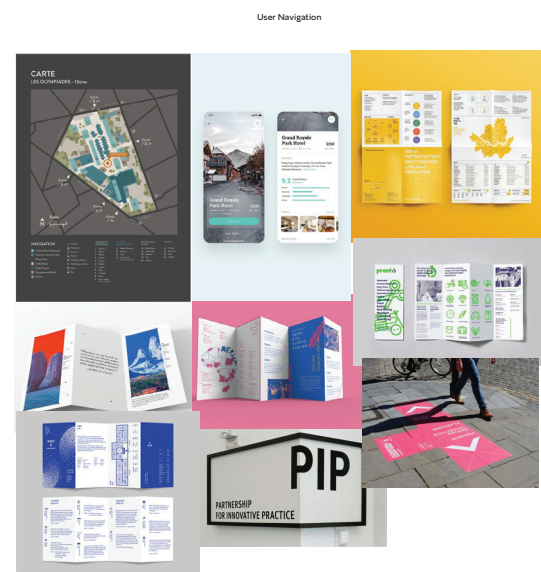
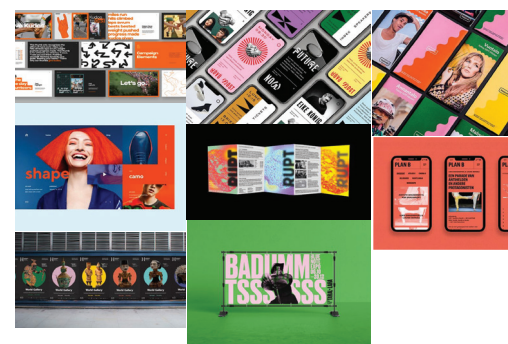
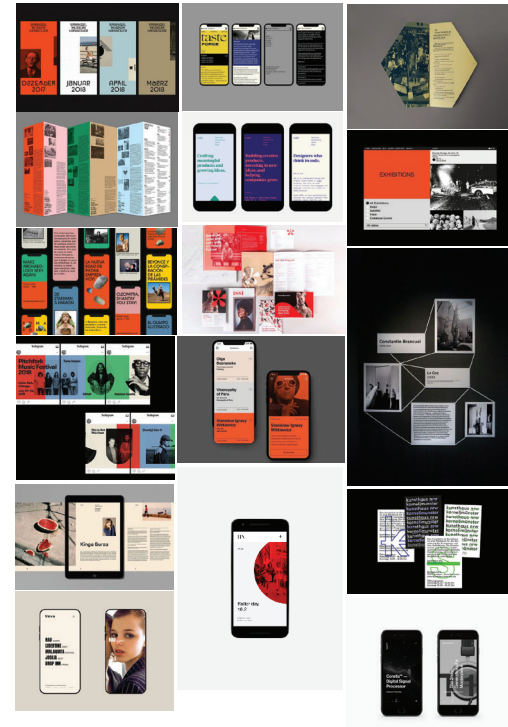
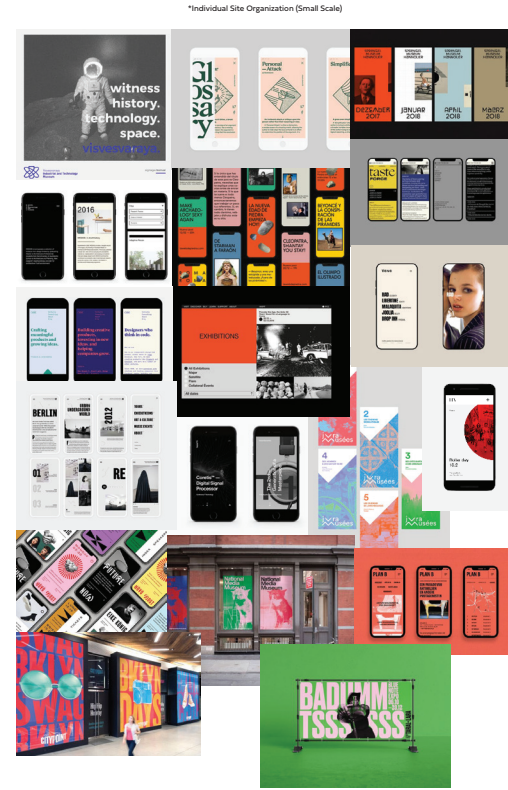
Modern + Clean

- Strong, simple palette for simple organization
- Room for color coding different categories of information
- Very readable and simple to recreate across multiple platforms

- Halftone image treatment

THUMBNAILS OF PRESENTATION

MOODBOARDING



EARLY SKETCHES/ITERATIONS OF POTENTIAL SCREENS

Janelys' sketches

For these sketches I iterated different combinations of typefaces and experimented with duo toned color schemes. They felt flat and unexciting and needed a little more time and energy put into them, however I felt like they were a good jumping off point.

Pick a Path



Athletics



Alumni



New Students

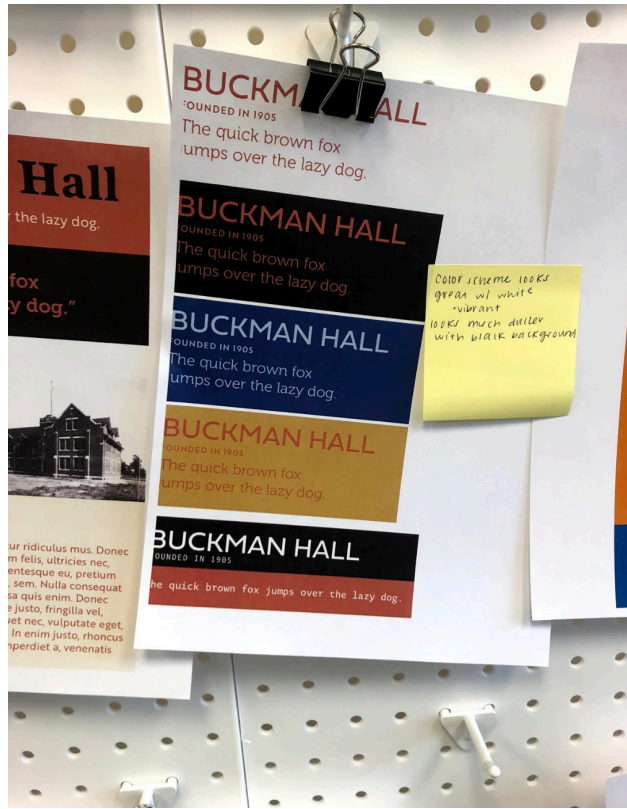
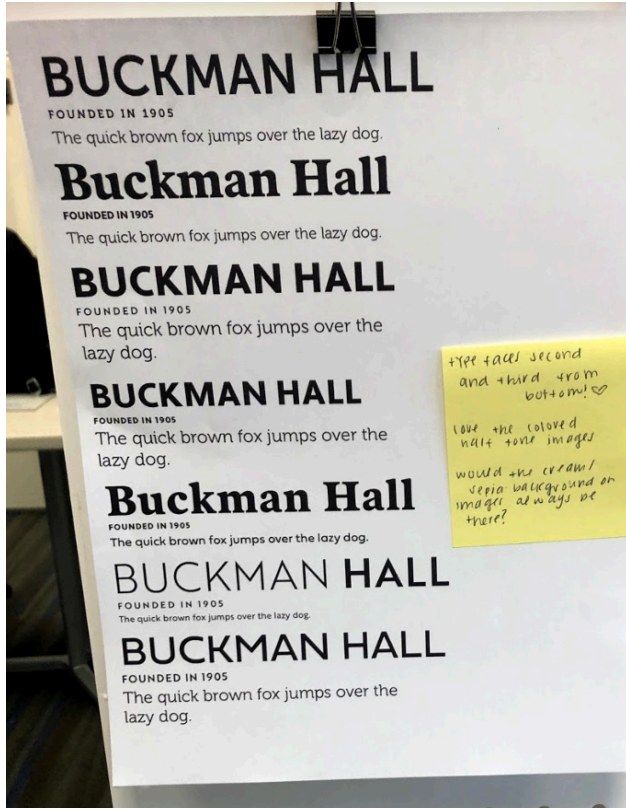
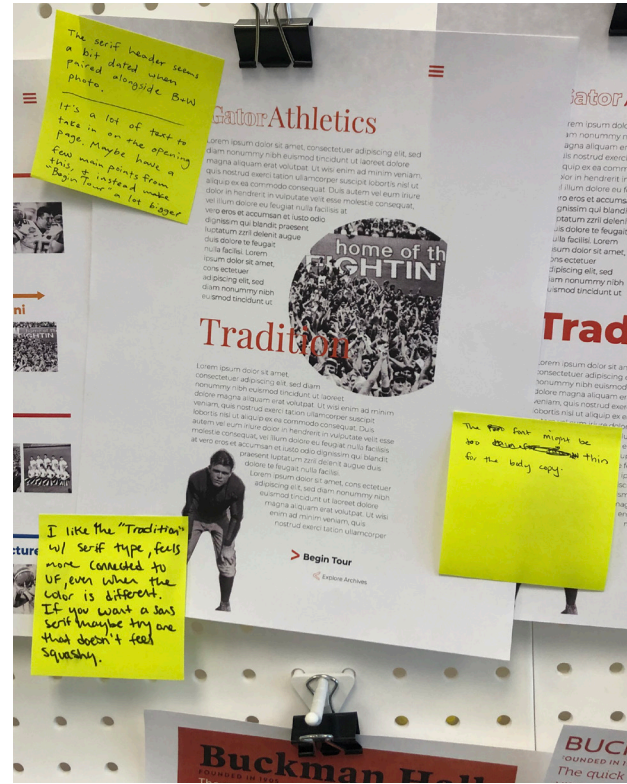


Montserrat

Montserrat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

Gator Athletics



PROCESS CRITIQUE EXAMPLE

We received decent feedback on our sketches (above) however, everyone agreed that they lacked the excitement of the designs on our moodboards. However, everyone really loved the color palette Kendall sketched, and we decided to move forward with it with a few tweaks. I continued experimenting with typography and the halftone image treatment, and aimed to make it feel more dynamic. I then experimented with the university official typefaces to make it feel UF without being obvious or being orange and blue.

EARLY SKETCHES/ITERATIONS OF POTENTIAL SCREENS

Kendall's sketches

DIRECTION 1

CHOSEN

Clean and bold, with clear distinction between text and image

KEYWORDS

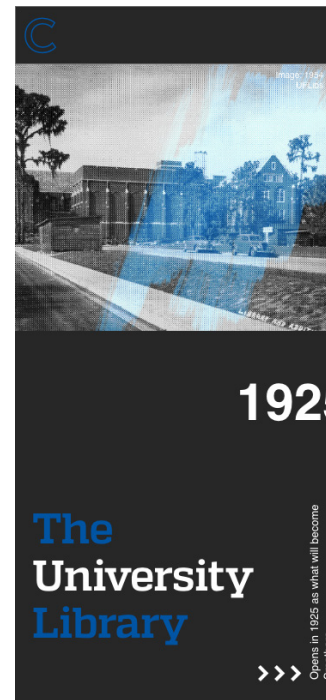
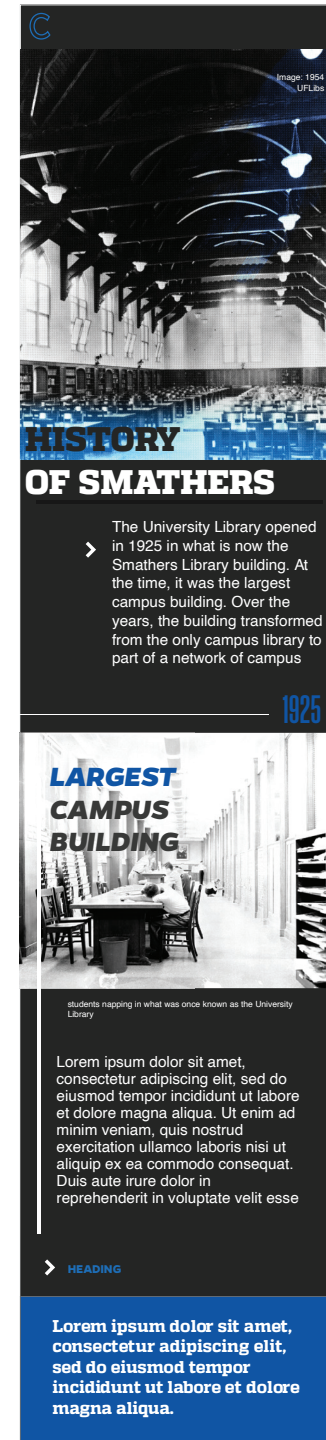
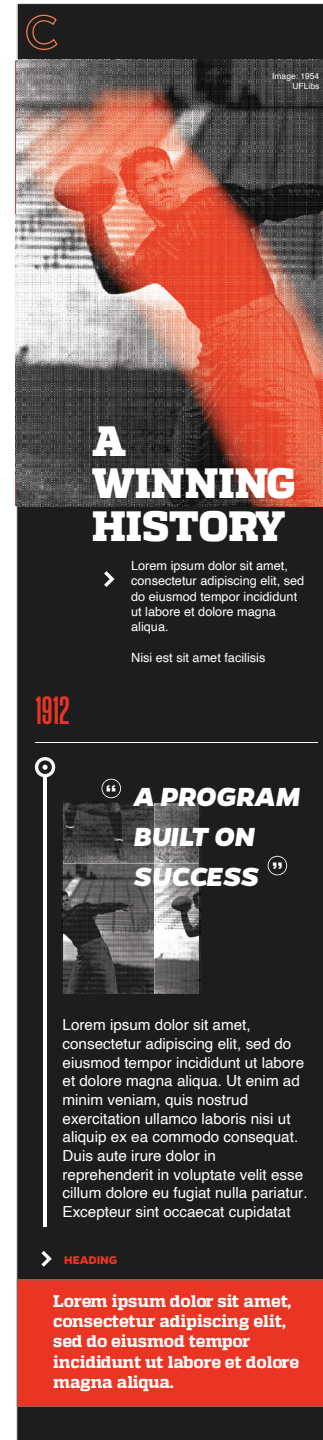
- BOLD
- DISTINCT
- TIMELESS
- CLEAN
- DISTINCT
- FLEXIBLE

Structured layouts

Pull quotes create hierarchy + dynamism to the screens.

Flexibility between text heavy and image heavy screens creates visual variety and allows for breathing room/eye rest

Edits: Changed header font to more dynamic sans serif, enlarged type size, changed body copy to have larger leading and to a more legible sans serif, Calluna.



DIRECTION 2

Clean and modern
Clear color coordination
Room for fun image treatments

KEYWORDS

- Clean
- Fresh
- Modern
- Bright
- Straightforward

Drawn circle vectors create attention and add fun to this more simple aesthetic

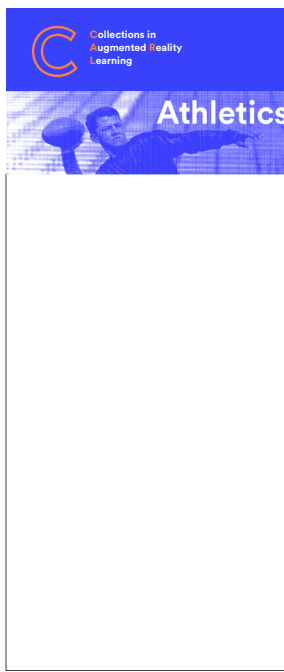
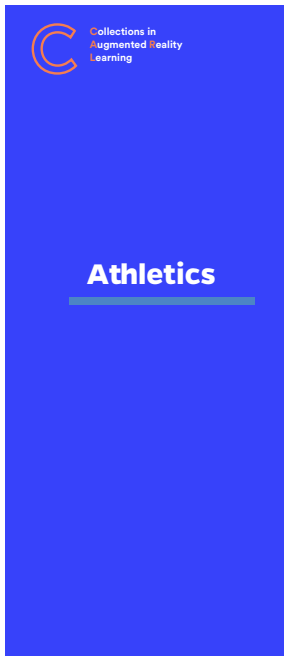
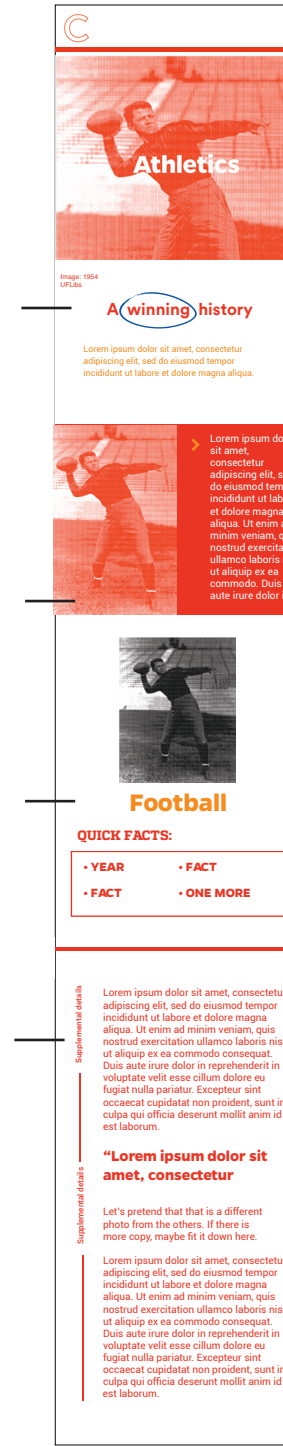
Full, one-color halftones

Playing with secondary colors

Room for small nice detail

FEEDBACK

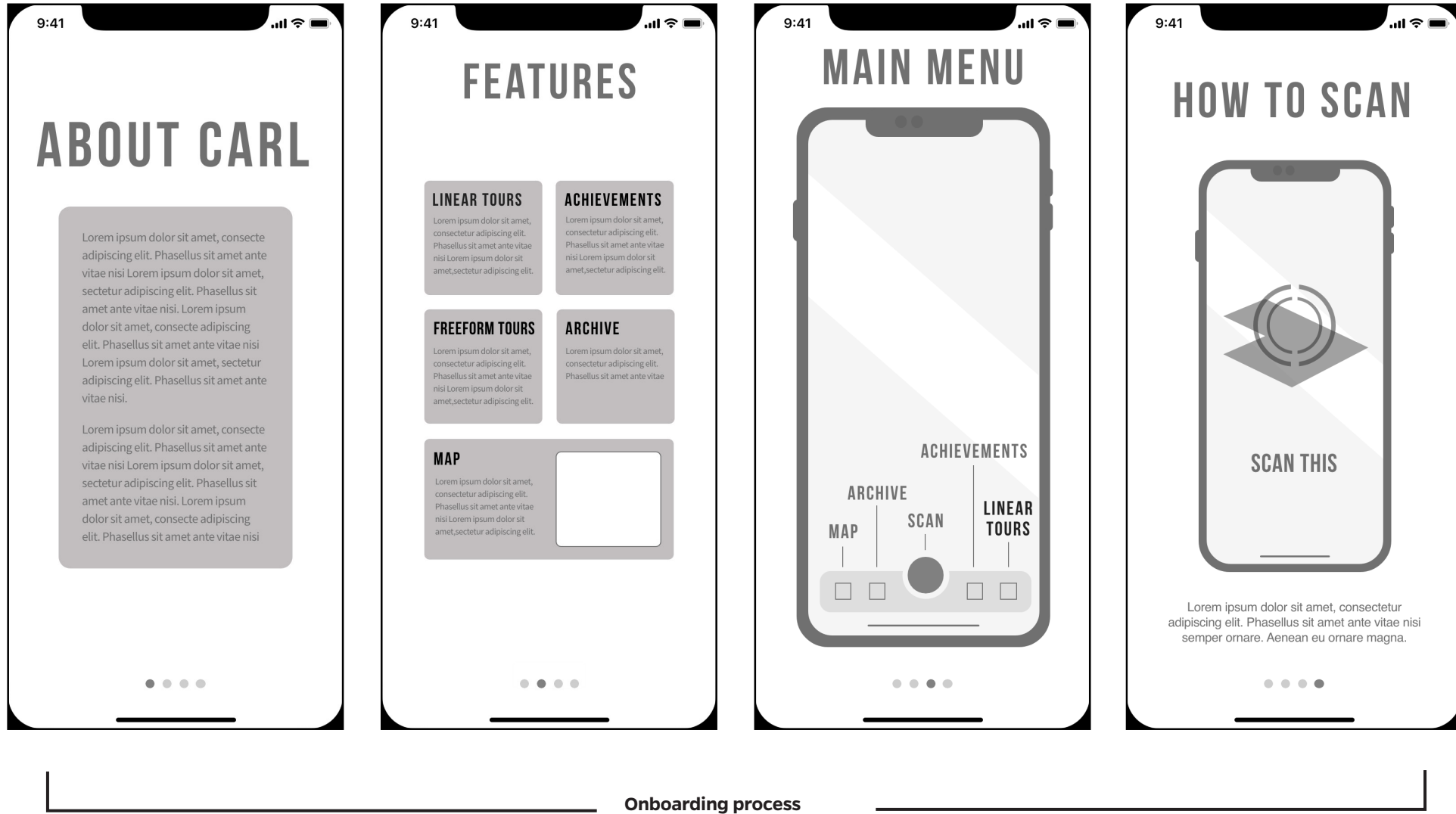
- Client was unsure of “light leak” application, however we truly liked it and worked to make it feel more intentional
- Client wants to include the circling element in direction 1
- I decided to switch header font from serif Quadon in direction 1 to sans serif Gentona to have a more dynamic, fresh feel



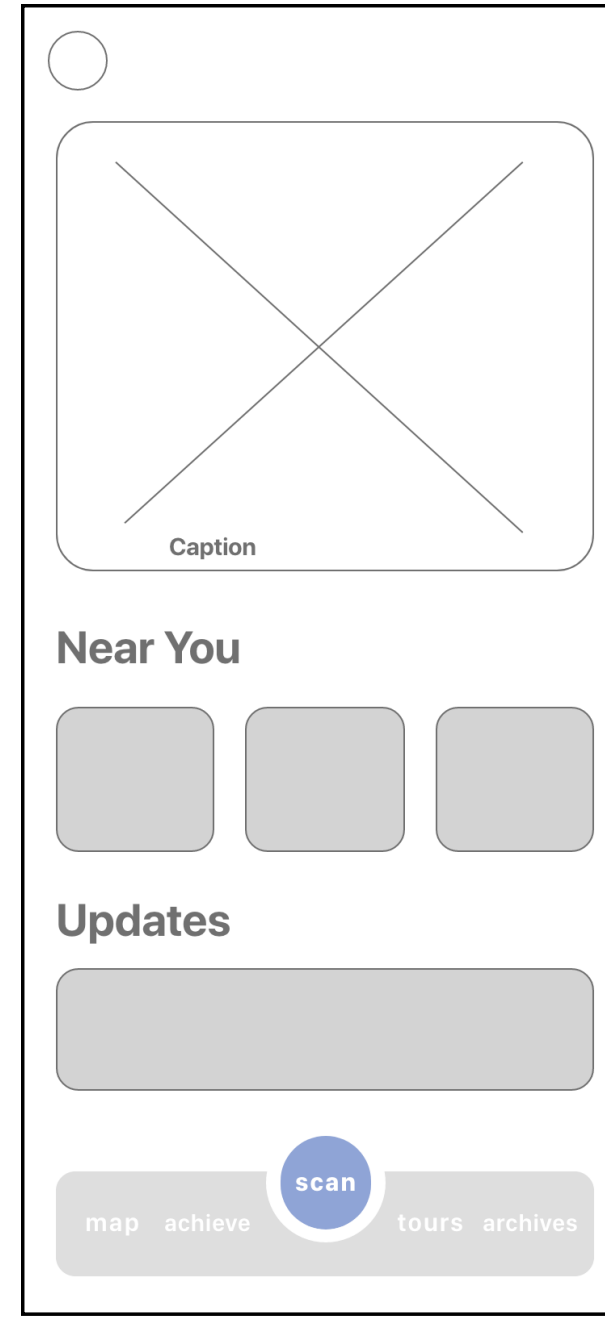
WIREFRAMES

High fidelity wireframes were used to test interactions and layouts before applying the visual system

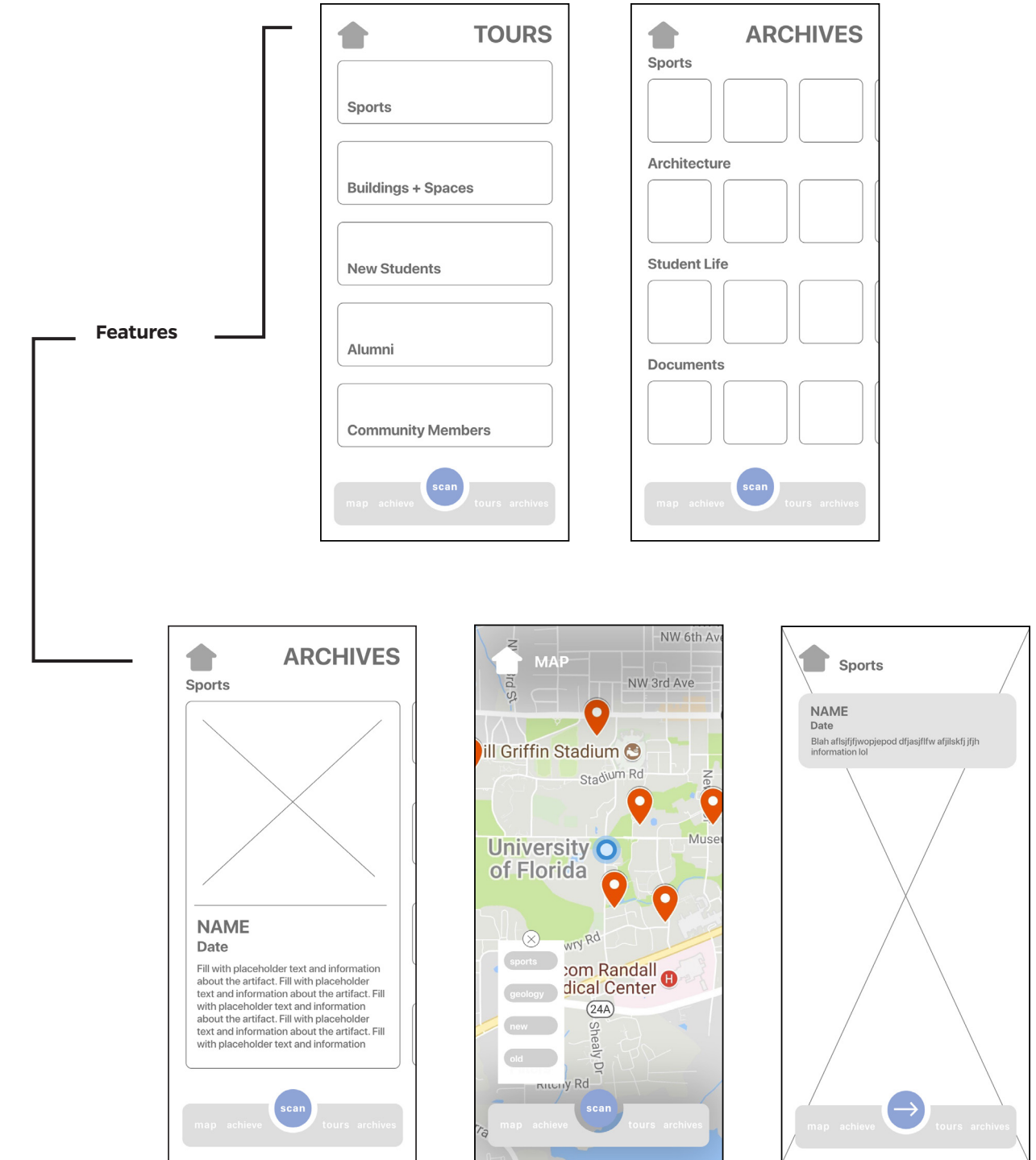
These wireframes show the Onboarding process for app, taking the user through the interface and explaining the features



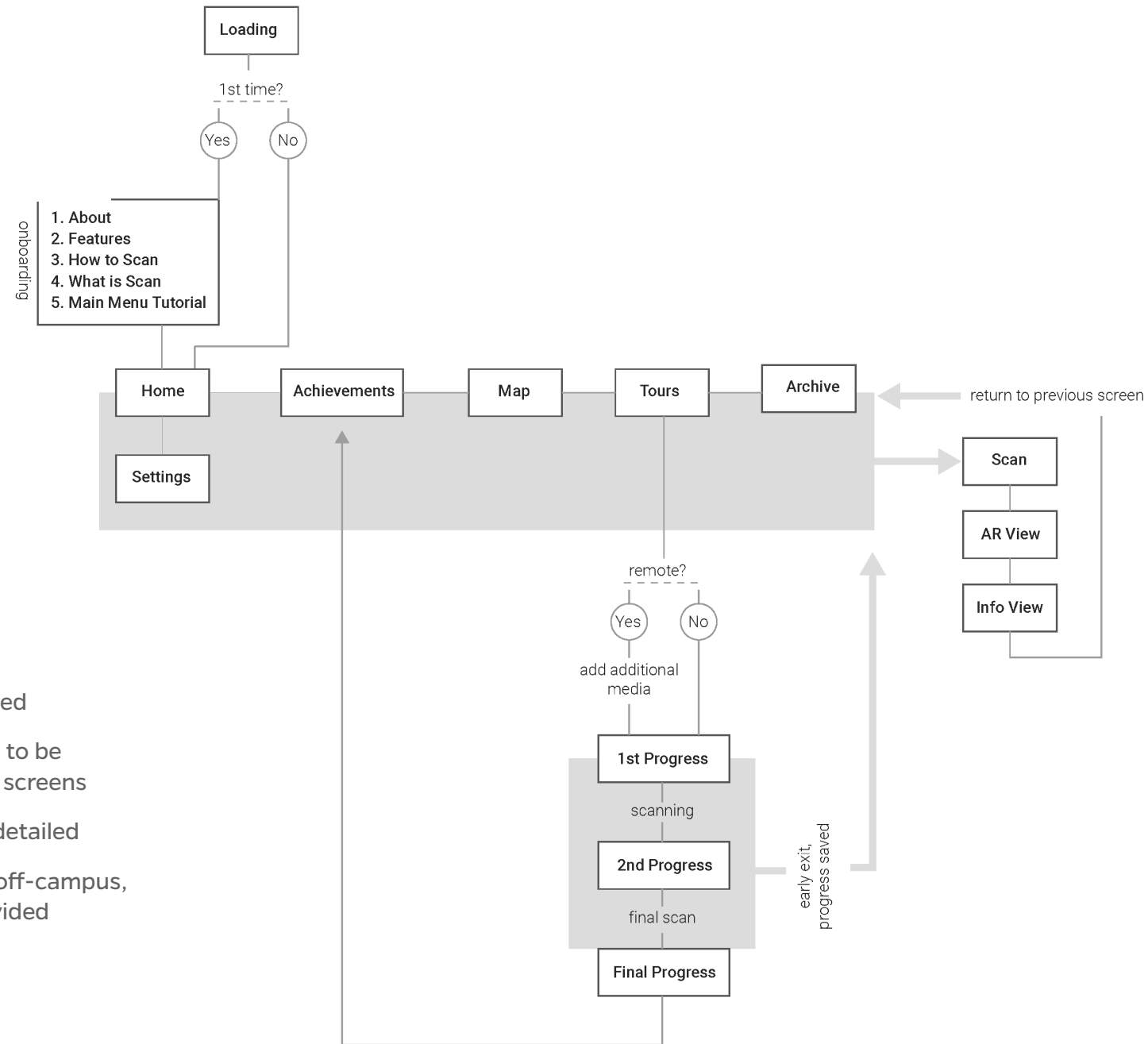
Onboarding process



Home screen



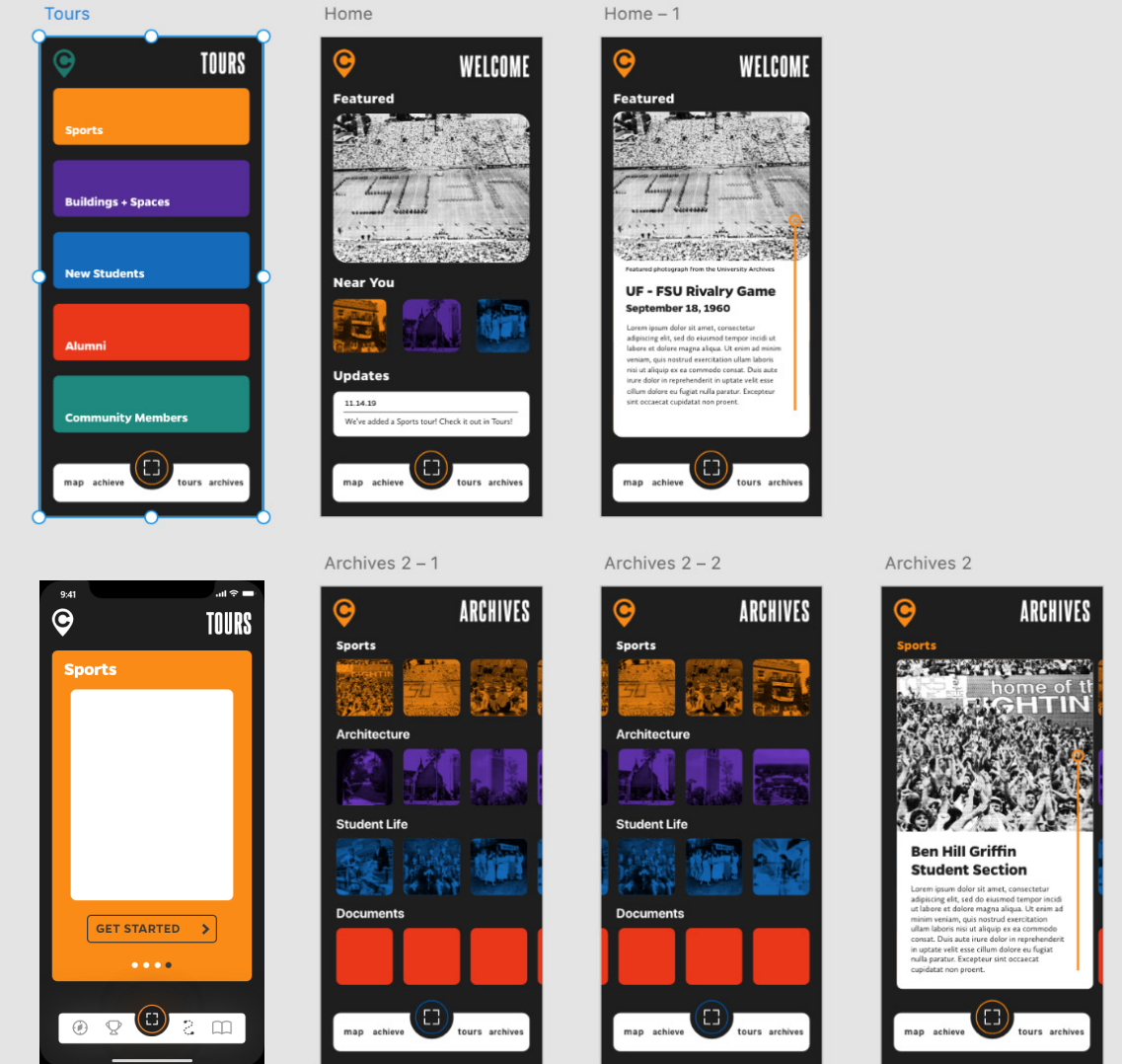
SITEMAP



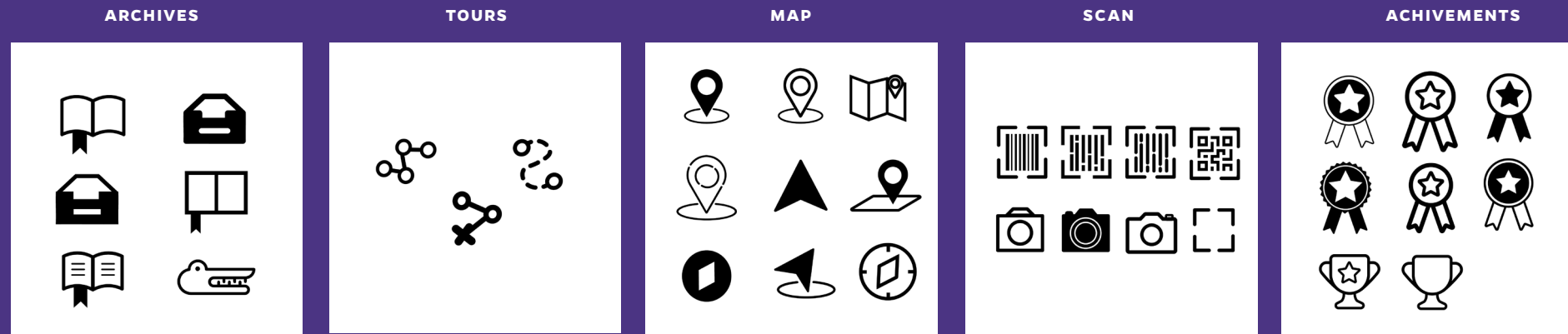
- Onboarding details
- Screen hierarchy established
- Scanning feature is shown to be ubiquitous across all main screens
- Linear tour's sequence is detailed
- If users are using the app off-campus, a secondary option is provided

SCREEN ITERATIONS

- Client chose main menu option #1 "Float", so a ubiquitous hover menu dashboard was established
- Gave users the ability to navigate to any of the main screens or scan from anywhere in the app
- Main menu overlaid any pages with vertical scroll
- Many placeholder images
- Image color treatment is currently color-on-black rather than the eventual color-on-white
- The home screen, being the app's centerpiece, had received the most development so far
- Purple color is too dark for screen when applied to image and type



ICON ITERATIONS



FINAL ICONS

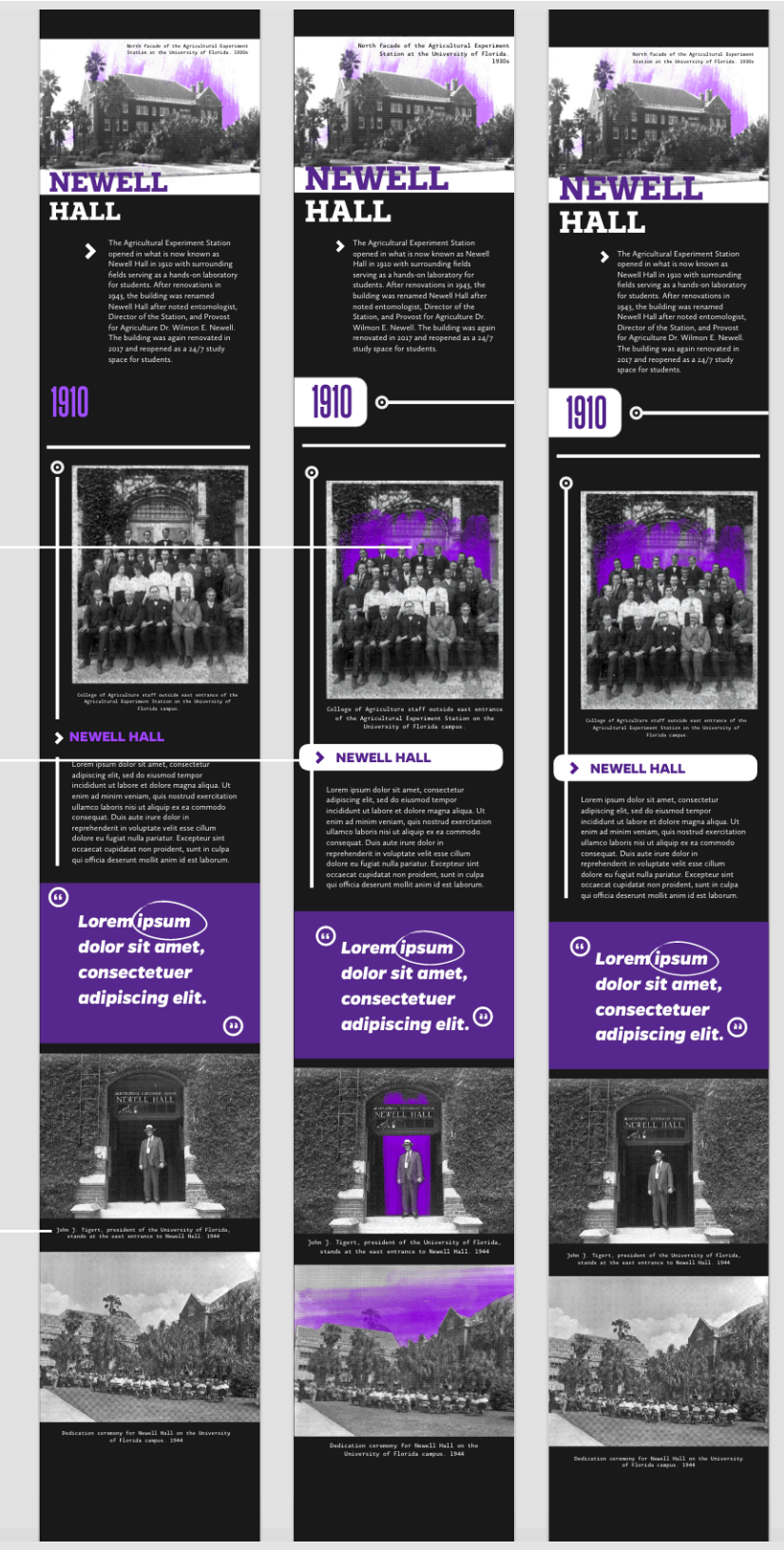
This is my process for designing the icons. I digitally sketched multiple iterations (top) and presented them to my groupmates. The bottom image contains the final designs we chose. We chose these because of their simple yet clear nature as well as their scalability.

SCREEN DESIGN PROCESS

Color splashes tweaked to feel more intentional

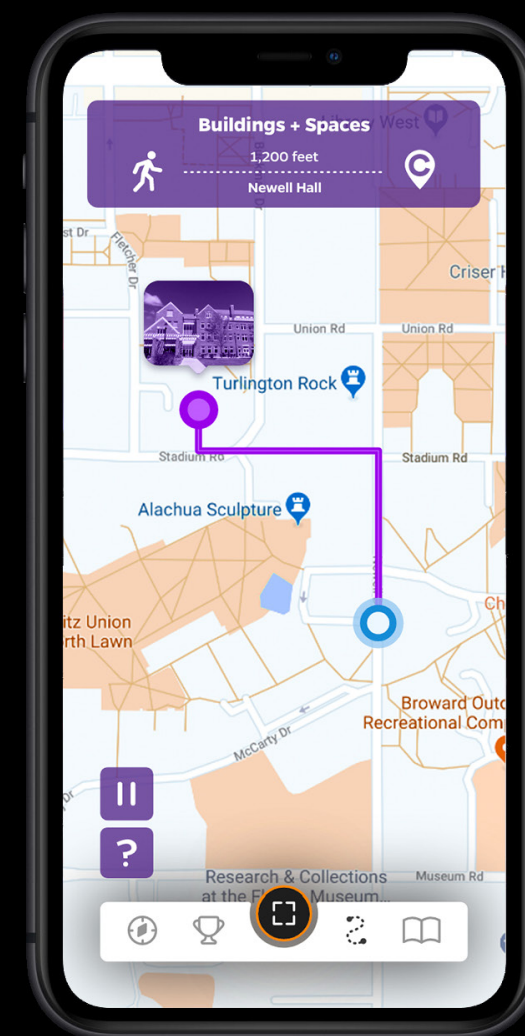
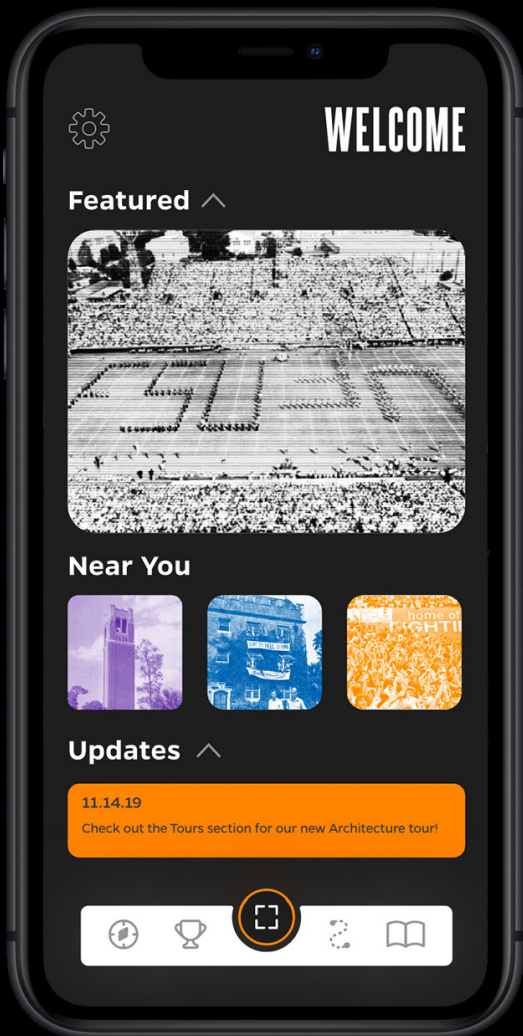
Added white bar behind headings for visibility and more cohesion with the rest of the app

Increased caption font size for legibility



FINAL SCREENS

The final screens showcase our visual system applied to the app interface. Our goal for the final product was to create a clean, engaging, high-contrast experience that enticed users to repeatedly return to the app.





1910
A new building opens on Stadium Road as the home of the Experiment Station with the intent of providing hands-on research for students.



1924
The Experiment Station building was designed in the Collegiate Gothic style by William Edwards and built by the J. J. Cain Company.



1934
The Florida Legislature rules that women of a "mature age" (at least 21 years old) who had completed 60 semester hours from a "reputable educational institution" could enroll during regular semesters at UF in programs that were unavailable at Florida State College for Women.



1934
The original Experiment Station is closed due to recommendations made by Rudolph Weaver. The building was structurally unsafe and posed many safety concerns.



1944
Newell was renovated under the direction of Rudolph Weaver and many of the historical features were removed. It was named for noted entomologist Dr. William E. Newell during its reopening ceremony in 1944.



1979
Newell Hall is listed on the National Register of Historic Places



2017 -
Newell Hall is renovated and now provides students a unique, active studying environment open 24/7.



NEWELL HALL

THE FLORIDA AGRICULTURAL EXPERIMENT STATION

1910

I designed this timeline to be animated for AR by Ian, which is a great example of how we collaborated to produce this project efficiently.



BRANDING BOOK

Designed by Kendall and I, this formal branding booklet included extensive guidelines and sample applications for our brand.

DEVELOPMENT PLAN/GOALS

week **09** | T.10.15 + TH.10.17

tuesday

GABY: Critique session: design concepts / In-class work session

SARAH: Iterate onboarding
IAN: Iterate onboarding

JANELYS: Branding iterations
KENDALL: Branding iterations

thursday

GABY: Progress assessment with professor and TAs / In-class work session

SARAH: Iterate home screen options
IAN: Make a cool dev plan template.
Finish onboarding demo.

JANE LYS: Brand identity 2
KENDALL: Brand identity 1

week **10** | T.10.22 + TH.10.24

tuesday

GABY: In-class work session: **two design directions** / Preparing for client presentations

SARAH: asdf
IAN: asdf

JANELYS: asdf
KENDALL: asdf

thursday

GABY: **Presentations with clients (2/2): choosing best of two design directions**

SARAH: asdf
IAN: 2 different homescreen-based prototypes

JANELYS: asdf
KENDALL: asdf

week **11** | T.10.29 + TH.10.31 (happy halloween!)

tuesday

GABY: Free Work Day (aim for a super productive session, wherever you will be!)

SARAH: asdf
IAN: Archives + Tours

JANELYS: asdf
KENDALL: asdf

thursday

GABY: Progress assessment with professor and TAs / In-class work session

Deliverables Development Weekly Plan

11.19.19 Prototype/User Testing with Lourdes

User Interaction

- Lourdes immediately wanted to touch the gradient photos on the archives section, maybe we should prototype out one or two
 - Maybe show the B/W versions when you click?
- Couldn't get out of achievements section easily
- Way to return to home screen from the info page
- Keep interactions consistent (swipe vs tap)
- Allow user to pace themselves for onboarding

Feedback

- Make captions on Newell Page bigger/have a zoom in function
- Purple is too dark
- Gear reads as a flower and Lourdes didn't understand the difference between the gear and the logo
 - SOLUTION: make gear more angular, maybe have gear there the entire time. **Also remove the "c" from the center**
- Community at the top and sports at the bottom for the linear tour section. **"Intro to UF" at top**
- Combine linear tour categories so they feel less exclusive, implement keyword/overview feature that explains what is on the tour
- Floor vinyl only lasts 1 year, we can use signage, however this all might need to incorporate more orange and blue
- Maybe a badge for visiting library exhibitions
- Add a space for contextualization of the history and buildings for the AR timeline/whatever AR solution we create
- Combine Alumni + Prospective Students + Current Students into Student Life tour
- Intro to UF tour
- Hints for how to earn badges

Post Client Interaction Reflection Documents

10.08.19 Visual Directions Presentation with Lourdes

- **Likes:** Halftone images, Callout Words, Colored categories, breathing room, floor vinyl, between Visual Directions #1 + #3
- Narrow down what we can realistically produce for presentations DEFINE EDGES
- Get copy to work with
- Lourdes said **"5-6 buildings"** we can do with that what we will
- **No:** to Kiosk, Visual Direction #2

10.24.19 Visual Directions Presentation with Lourdes & CARL!

- **Likes:** Style Direction #1, UXUI Direction #1, Full color halftones, circles for emphasis, UXUI Direction #1 felt new + familiar
- Onboard/Main Menu can highlight UF colors most strongly
- Make the brush strokes feel more intentional
- Be sure to reference metadata, only include images with info behind them
- Consider UF branding – ie.will people associate that shade of orange with Auburn
- **No:** Brush strokes, UXUI Direction #2 felt too floaty

10.31.19 Reflection Meeting with Gaby

- **Likes:** Typography
- **Suggestions:**
 - Make red color a little more orange
 - Play with the brush strokes so they feel more intentional (specifically the blue one)
 - Make orange and blue a little bit more prominent, at least in the color section of the style guide

To Do

30/30 completed

✓	Date	Task
✓		(Ian) Achievements
✓		(Kendall) Logo
✓		(Janelys) Icons
✓		(Sarah) Style Application
✓		Branding Booklet (Kendall)
✓		Onboarding: Copy (Janelys)
✓		Copy for tour onboarding
✓	11/20	Map: Edit badges, remove gradients, make white UI dark (Ian)
✓	11/21	*Achievements: Badge spacing, highlight, *how to earn a badge, swipe dots (Ian)
✓		Menu: Link up to screens + Scan, fix scan button fill (Ian)
✓		Tours: Design onboarding, scanning?, progress + finish screens (Sarah)
✓	11/20	Home: Fix gear icon (Ian)
✓		p1p11'ojk;
✓		Timeline: 2D Design (Janelys)

To Do List

Screengrabs from the documents and methods we used to keep ourselves organized and on task. We updated these frequently. We used google docs and forms to make the information easily accessible and editable to everyone.

