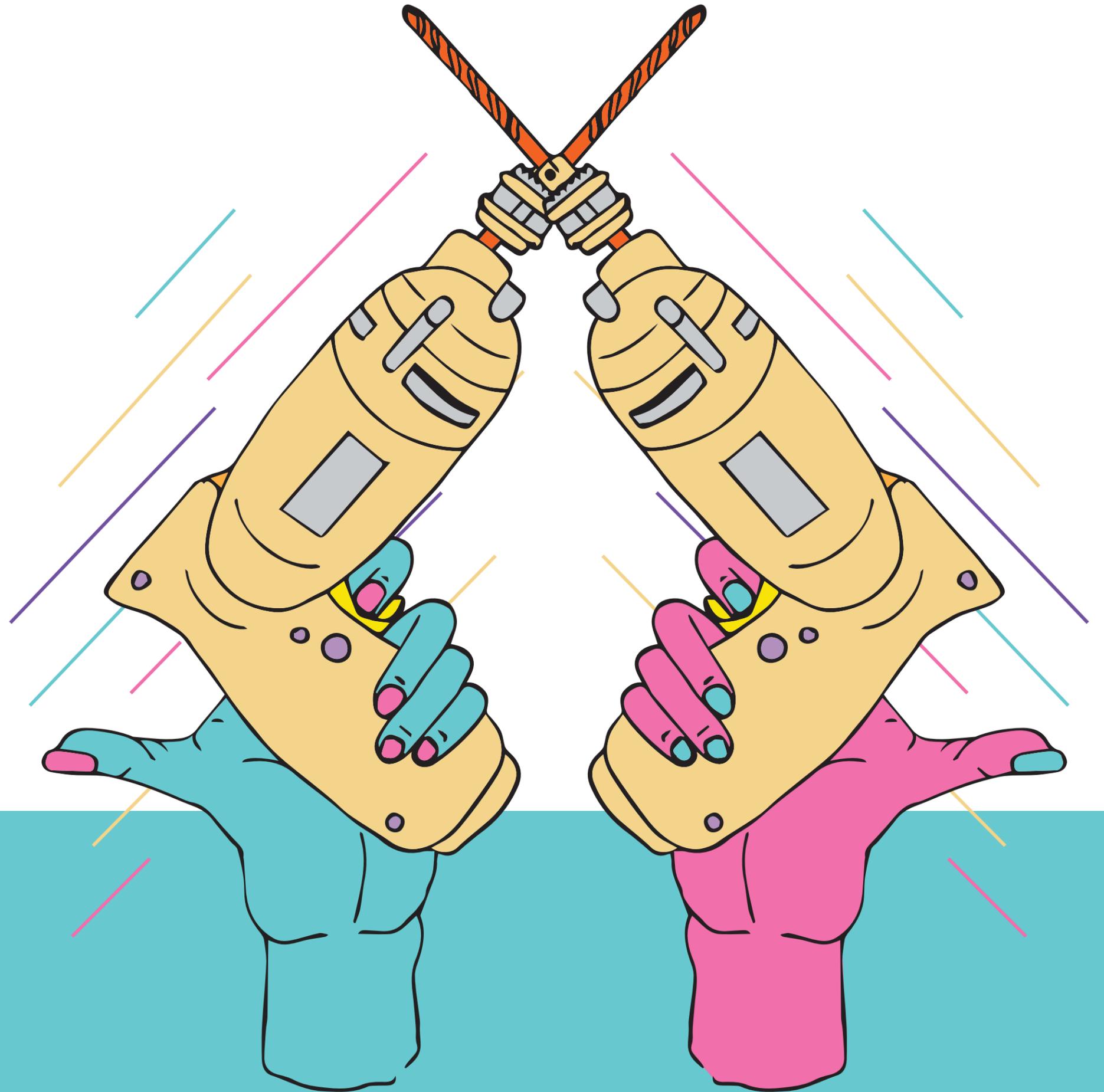


PROCESS BOOK

GIRL MAKERS APP

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Graphic Design 3
Instructor: Sarah Seward
Term: Fall 2017



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Section 1

Initial Research

04 / Initial Research

06 / Design Brief



Initial Research

The Maker Movement term refers to a recent wave of DIY (do-it-yourself) innovative endeavors. It believes that anyone can explore, take apart, understand and create things. Anyone can be a maker now that tools, skills, data and capital are more accessible.

The figure of the Maker is understood and represented as predominant white and male.



The discourse implies that anyone regardless of race, gender or class can participate. However, there are some very apparent issues of equality and privilege in the Movement. The figure of the Maker is understood and represented as predominant white and male.

Initial Research

The discourse implies that anyone regardless of race, gender or class can participate. However, there are some very apparent issues of equality and privilege in the Movement.

The figure of the Maker is understood and represented as predominant white and male.

“Female makers experience gender norms, bias and stereotypes that affect their involvement and access to maker spaces.”



Data & Information

11% face cultural views of inappropriateness
 12% don't feel safe going to Maker activities
 17% have been excluded for being a woman

Design Brief

I AM BUILDING: *(What it is)*

An app to encourage teenage girls to engage in more hands-on activities, become fearless Makers and learn a craft. Teenage girls face more difficulties than their younger peers when it comes to engaging in Making and this app will aid in providing more opportunities. The app will provide information on the Maker movement and Make culture, as well as specific activities, projects and possible career paths. Showcasing inspirational female Makers out in the world and by providing a mentorship program.

FOR: *(Who it's for)*

The Maker Movement has influenced a new wave of self-based production. Everyone is invited to participate, independent of age, race, or gender. However based on Intel's own Maker Movement Report of 2014 it seems that older girls (from high-school and up) aren't being engaged as much as their younger peers in these activities. Due to this, the target market is primarily teenage girls (13-19 years old) of all backgrounds. Focused on American based individuals, but with the possibility of growing internationally.

IN ORDER TO: *(Value provided)*

This app will aid teenage girls to not miss out in the joys of making, help them be able to learn a craft or skill they would've otherwise not have any contact with, aid in growth mindsets, break gender and age stereotypes, increase the girls career opportunities, empower them, provide better livelihoods and opportunities and provide them with a possible future financial economic progress.



Design Brief

BY:
(How it does it)

Users will gain overall knowledge on the field of making and craft by the information presented on the app, as well information on successful female makers. This will allow the user to form a emotional and visual connection with the act of making and the professionals in the area. One of the features of the app will be of basic learning while playing a game, this will help users learn simple movements and logic needed to perform certain making tasks, as well as help identify different materials and tools for each task.

Another feature will be a safety information game on how to use the tools and procedures when performing certain activities. There will also be a chance to view tutorial videos, order a Starter Kit to put the knowledge learned to test, contact an on-line or on-site instructor, track your progress on the projects and activities and the possibility to meet other girls to begin a collaborative project.

AT A TIME WHEN:
(Tech/trend that makes this service possible)

The Maker Movement has recently encouraged many individuals to explore their creativity and be able make their own objects and DIY (Do It Yourself) projects, by providing easy access to tools and materials that once were restricted to a small group of people.



Section 2

The User

09 / Research Guide

11 / User Interviews

15 / Personas

18 / User Journey



Research Guide

SCREENER Users Must:

- be between 13-19
- not familiar with Maker activities or being hands on
- have interest in learning new skills
- have interest in learning about a craft and possible career path
- are not afraid of tools
- own a smartphone



"The girls first experience to building should be a Starter Kit that is the complete opposite of a doll-house."

Research Guide

OBJECTIVES

- basic description of what is it a Maker activitie
- what are the current tools the girls use whenever they "make" things
- what do they like/dislike about their current methods of learning a new skill or when doing a hands on project
- how would they like it to be/what do they still need
- what are some additional things they would like to see or learn about making and learning a craft
- what would they like to do with the tracking data:
 - be aware of their learning progress
 - share them
 - match up with another peer for cooperative projects
 - see end of the year progress
- what are some additional things they would like to track
- any additional insights

SCRIPT

Hi, my name is Juliana and thank you so much for talking to me today. I am working on a design project about Girl Makers and the different ways in which I could encourage them to engage in being more hands on and making things. First I would like to get a sense of what your own personal experience with hands on activities is like and how you would like to improve this and what tools could best help you.

–

1. How do you engage in hands on activities now?
2. Do you prefer to do these activities by yourself or with others?
3. Do you feel like you'd need an instructor?
4. What tools (apps, wearables, websites) do you use to help you when you're engaging in hands on activities and projects?
5. What do you like about those tools?
6. What about those tools is motivating?
7. What do you nor like about those tools?
8. What is frustrating?
9. What is unnecessary?
10. Would you like to use it to find others similar to you that are also engage in making and doing similar projects?
11. Do you have any additional thoughts on making activities or learning a craft, motivations for engaging in making or improving your skills?



User Interviews

SCREENER 1

Catarina, age 19

Q1. In terms of creating art, I mostly work traditionally with markers.

Q2. I prefer working with other people. It's good for feedback and for exploring new techniques and aesthetics I might have otherwise never tried.

Q3. I don't think I'd need an instructor but, I do think it would speed up the learning process.

Q4. YouTube, Instagram, Art Station, Pintrest and sometimes Deviantart.

Q5. Yes.

Q6. If an app is created to motivate people to create, I think it'd be great not just for artists, but for anyone who might be looking for a past time or some sort of outlet. Crafting and creating has no limits and, in my opinion, is a healthy form of expression. In terms of improving a skill, practice is the best way to get better at anything.



Q1. How do you engage in hands on activities now?

Q2. Do you prefer to do these activities by yourself or with others?

Q3. Do you feel like you'd need an instructor?

Q4. What tools (apps, wearables, websites) do you use to help

Q5. Would you like to use it to find others similar to you that are also engage in making and doing similar projects?

Q6. Do you have any additional thoughts on making activities or learning a craft, motivations for engaging in making or improving your skills?

User Interviews

SCREENER 2

Kamila, age 15

Q1. Usually I watch videos on Youtube that teaches some of the things I find more interesting.

Q2. By myself.

Q3. Yes. It's very important. But good instructors with patience and goodwill are very hard to find.

Q4. Youtube and Pinterest.

Q5. Yes.

Q6. I think that we (women in general) are too underestimated when it comes to make things by ourselves and create whatever we want. We are as capable as anyone else but all our potential is covered to seems bad or incomplete specially if we don't have the "help" of men.



Q1. How do you engage in hands on activities now?

Q2. Do you prefer to do these activities by yourself or with others?

Q3. Do you feel like you'd need an instructor?

Q4. What tools (apps, wearables, websites) do you use to help

Q5. Would you like to use it to find others similar to you that are also engage in making and doing similar projects?

Q6. Do you have any additional thoughts on making activities or learning a craft, motivations for engaging in making or improving your skills?

User Interviews

SCREENER 3
Darci, age 16

Q1. Workshops' ads on social media.

Q2. Depends on what kind of activities, but do it with others might have more fun.

Q3. Yep , I feel I need an instructor if I am not familiar with the activity.

Q4. Websites/Skill share.

Q5. Sure, I would love to.

Q6. Maybe more pop up workshops for people to join and they might start to engage in hand crafting.



Q1. How do you engage in hands on activities now?

Q2. Do you prefer to do these activities by yourself or with others?

Q3. Do you feel like you'd need an instructor?

Q4. What tools (apps, wearables, websites) do you use to help

Q5. Would you like to use it to find others similar to you that are also engage in making and doing similar projects?

Q6. Do you have any additional thoughts on making activities or learning a craft, motivations for engaging in making or improving your skills?

User Interviews

SCREENER 4
Larissa, age 13

Q1. I normally do these activities when I have free time or when I need to take some time away from my daily routine, always at home.

Q2. I prefer to do them by myself.

Q3. No.

Q4. I use Pinterest and Youtube as a source for tutorials, using free available material to practice

Q5. Yes! With them, I can learn from their experience without feeling like I'm in a classroom.

Q6. I think that what troubles any beginner is the need to go out and buy a bunch of new supplies, even though you can perfectly begin and practice with what you already own and then invest your money.



Q1. How do you engage in hands on activities now?

Q2. Do you prefer to do these activities by yourself or with others?

Q3. Do you feel like you'd need an instructor?

Q4. What tools (apps, wearables, websites) do you use to help

Q5. Would you like to use it to find others similar to you that are also engage in making and doing similar projects?

Q6. Do you have any additional thoughts on making activities or learning a craft, motivations for engaging in making or improving your skills?

Personas

THE BEGINNER MAKER

Jen, 12 years old

Public high school student



"We are as capable as anyone else!"

She wants it because...

She believes women in general are too underestimated when it comes to making things by themselves and want to show the world the women are strong and have a lot of potential.

HER TOOLS

- First tool

HOW SHE DOES IT NOW

- First step

FEATURES FOR HER

- Show potential outcomes
- Community support
- Instructor and teachers support
- Grows with them as they improve
- Projects and activities suggestions based on their likes
- Possibility of a collaborative project with another maker

WHY SHE WILL LOVE IT

- Milestones
- Rewards, celebrations
- Real-time encouragement
- Community support
- Physical accomplishment

Personas

THE DEDICATED MAKER

Carla, 19 years old - School Drop out



"Practice is the best way to get better at anything."

She wants it because...

She believes creating has no limits and is a healthy form of expression that everyone should engage in.

HER TOOLS

- Markers
- Sketchbook
- Screwdriver
- Ruler
- Woodcutter
- Sandpaper

HOW SHE DOES IT NOW

- Sketches and plans in advance a possible project
- Searches on-line for inspiration or tips
- Keeps process journals
- Likes to share on social media or with other makers

FEATURES FOR HER

- Training programs/ challenges
- Real time feedback
- Final artifact critique
- Auto-uploads to on-line process journals or logs
- Competitions
- Sharing options (Ways to showcase work)

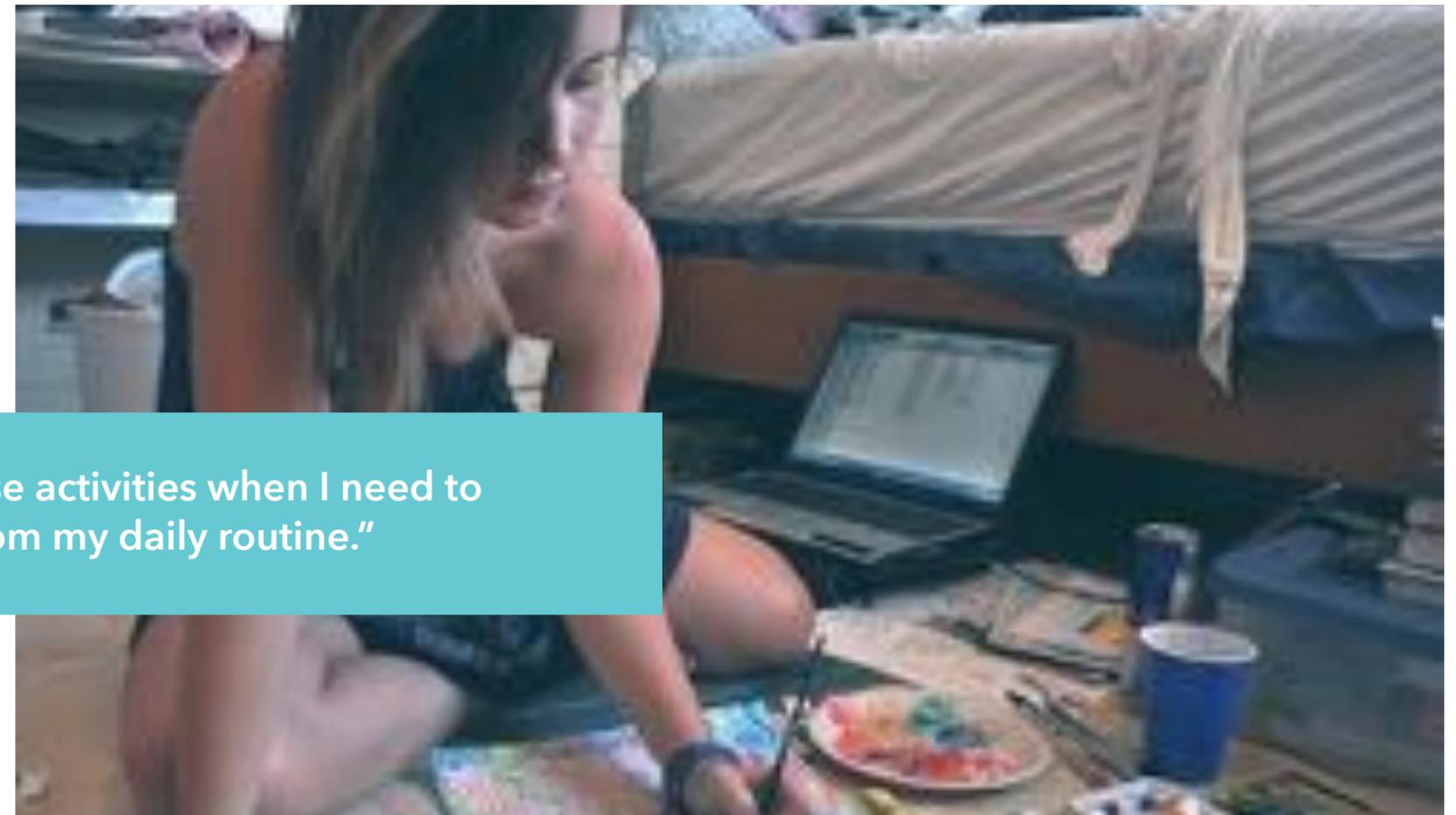
WHY SHE WILL LOVE IT

- Community of makers they are a part of already
- Training programs and challenges
- Ability to see results
- Ability to get more feedback from fellow Makers

Personas

THE OCCASIONAL MAKER

Larissa, 16 years old - Private high school student



"Normally do these activities when I need to take time away from my daily routine."

She wants it because...

She wants to learn without having to commute great lengths, practice the skills they already know with the tools they already have and save money.

HER TOOLS

- Personal tools

HOW SHE DOES IT NOW

- Usually by themselves
 - Plan projects ahead by searching on-line for inspiration and tips
 - Use tutorials
 - Use free available material to practice

FEATURES FOR HER

- Insight over time
 - Build up of investment
 - Projects and activities suggestions based on their likes
 - On-line support

WHY SHE WILL LOVE IT

- Tracking maintenance
 - Goal setting
 - Levelling up
 - Project suggestions
 - Lifestyle suggestions
 - Convenience
 - Money saving

User Journey

Before starting the design sketches and graphic element selection for the making of the app, it was important to establish the User Journey.

The User Journey basically depicts the steps a user takes in order to reach a goal when using a particular app or website.

Thus defining my potential User's Journey was necessary in order to establish certain sections that my app would require. For example, I noticed I might need three type of levels for the maker activities and projects; that the user would need to define goals and skills they would like to learn with the app; they would need information and location data on where to buy or get the tools needed for a project; as well as providing them with the possibility of joining a collaborative maker project.



photo image of the User Journey Sketch

Section 3

Preliminary Design

20 / Design Principles

21 / App Names

22 / App Sections & Elements

23 / Element Collages

26 / Element Collage Refined

27 / App Concepts



Design Principles

Fundamental Goals of the App Design

NOW'S THE TIME TO BE FEARLESS

The Maker Movement has influenced a new wave of production in which anyone can make and build their own things. With this new wave of DIY (Do It Yourself) projects, we want all girls to be able to engage in the joy of making something by hand. Learn in a fun way the steps needed to build and make your own things. Join the Maker community, become a Female Maker!

EMPOWER YOUR MAKER SPIRIT

No complicated rules or nerve-racking activities to learn. We believe anyone can do anything as long as they have access to reliable information and step by step tutorials. We're in it for helping you make something with your own hands and be proud of it. We're about helping girls become bada** fearless Makers.

BREAKING STEREOTYPES

Although the Maker Movement encourages and welcomes everyone to participate in Making, there are some issues of gender and age still dominant in the Movement. We don't encourage stereotypes or gender biases, we believe everyone should engage in hands-on activities, stimulate their creativity and learn how to make awesome things.

MAKING MADE EASIER

We're about making your life easier, providing safe and female friendly spaces so you can grow. We believe doing an activity or project, even if it's a little bit everyday, will help you achieve your goals faster. For that you need to be able to be ready to work anywhere! No need for long commutes or under-bearing classes, we make it simple.



APP Names

- Fearless Makers
- Girls Who Make
- Girls In the Workshop
- Girls With Tools
- Fearless Femmes
- We Can do IT
- Female Built
- Shape Up
- Female Boost
- Goddesses of the Trade
- Crafty Chicks
- Maker Goddesses
- Power Tools
- Girls and Gadgets
- Girls With Gadgets
- Girls and Machines
- Machine Girls
- Maquina Girls
- Power Tools 4 Girls
- Tool Power
- Girls and Their Tools
- Tools 4 Girls
- Gurl Tools
- Marvel Makers
- Maker Mavens
- Maker Girlz

Potential front runners:

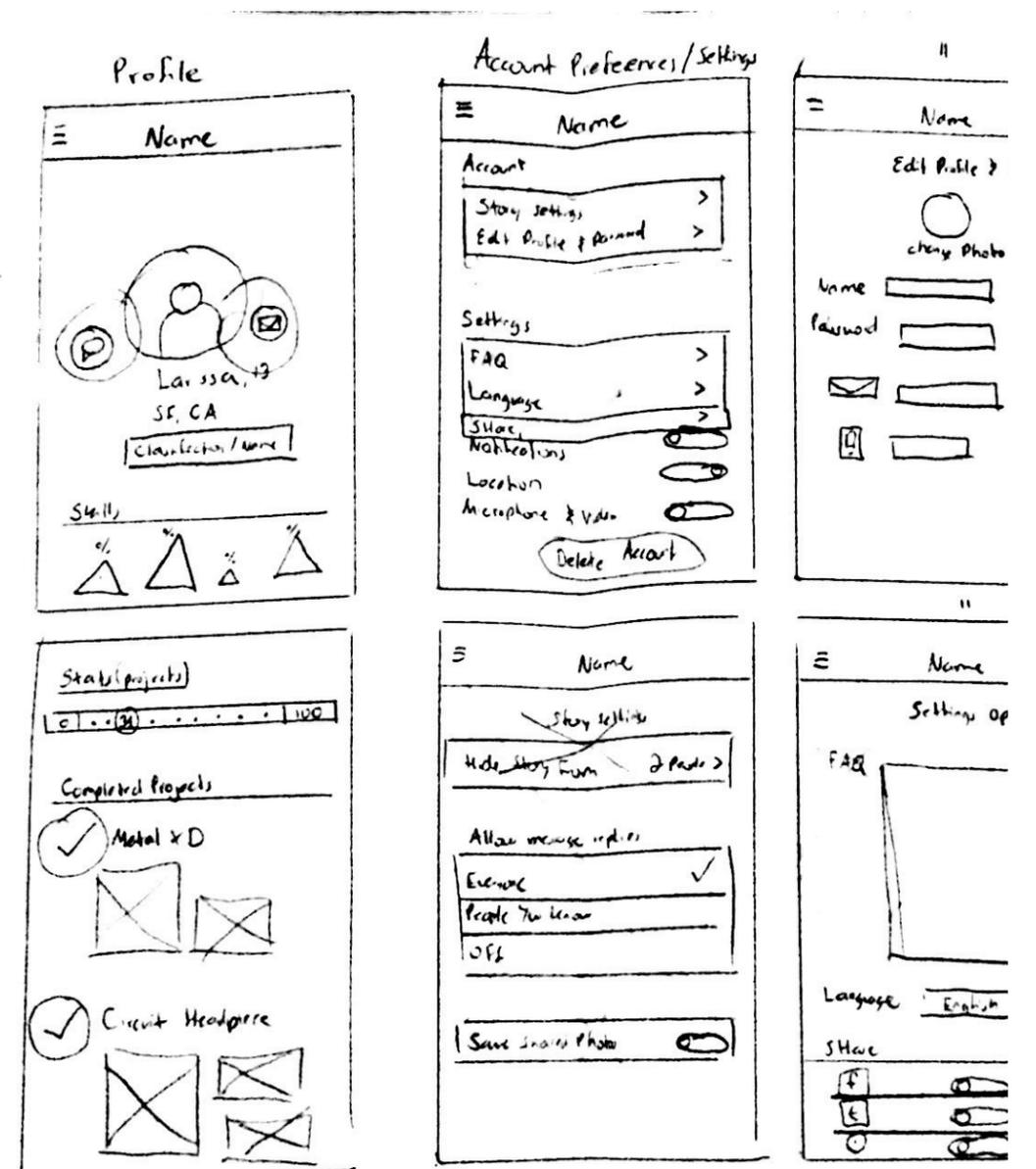
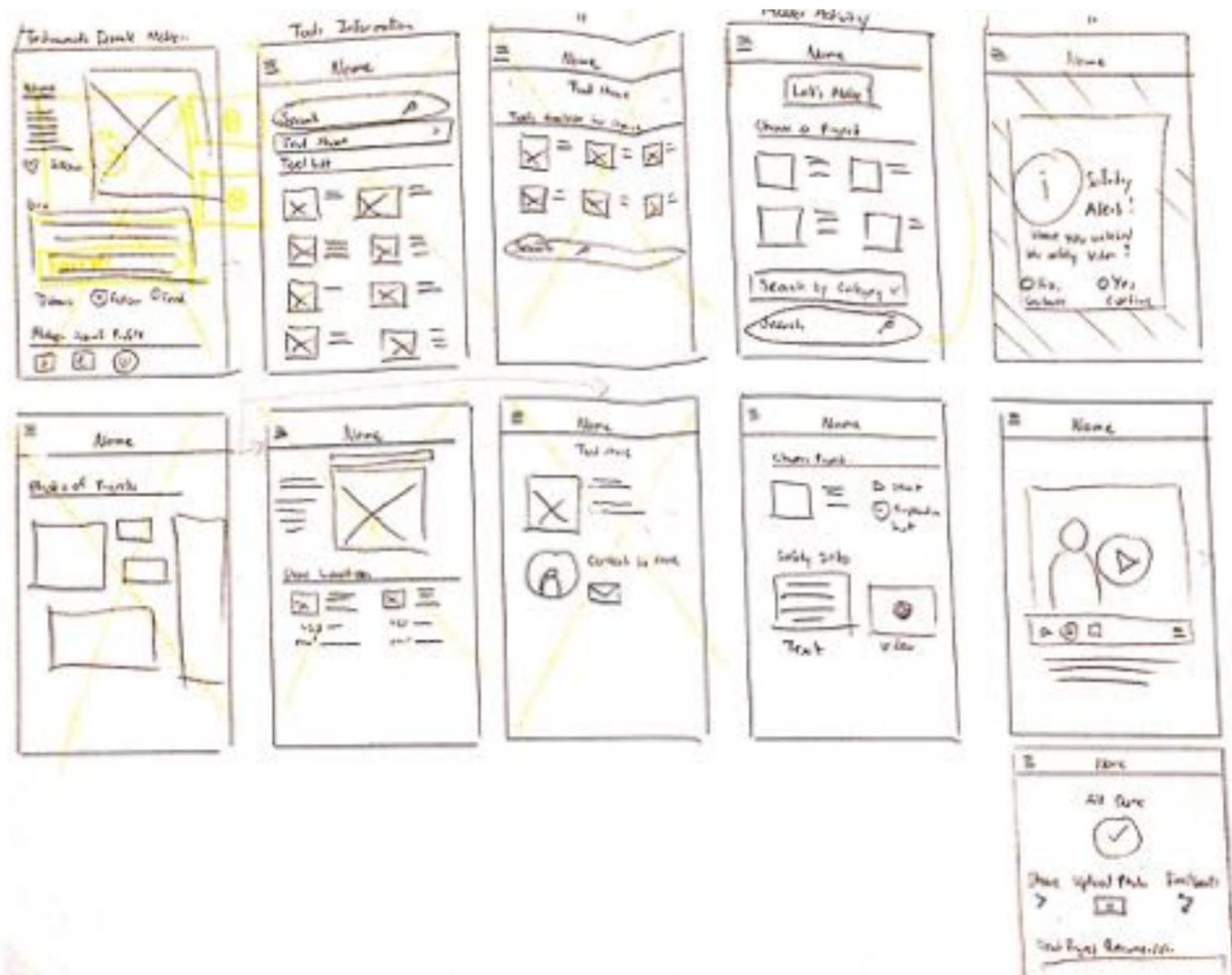
- Girls In The Workshop
- Maker Mavens
- Fearless Makers
- Maker Girlz

Final Choice:

- Maker Girlz



APP Sections & Elements

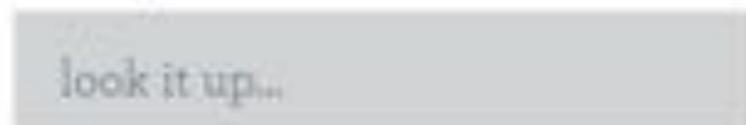


Element Collages

Possible Colors



Possible Input Field



Possible Iconography



Possible Typography

Headline

From Archer Medium

Subhead

From Archer Book

Pe volonun nassam te porro id id elitit ai dolomun. Eae quatit, aliter ea dolores nra estuodiam, comat aucti te etur? Qui omnia doleat, ut vellaci comassam, omninolo olli-oribus, que reperae nes dolime

Possible Illustration/ Graphic Elements



Possible Data Visualization



This is an example of a [learn more](#) button

From Archer book

Possible Button



Element Collages

Possible Colors



Possible Iconography



Possible Typography

Headline

Font: Iron Serif Regular

Subhead

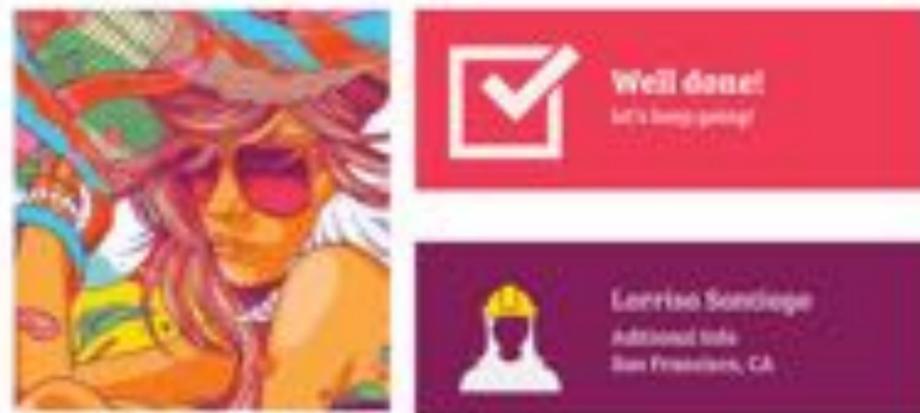
Font: Railway Regular

Pa volorum cusam in pona e id exili si dolorum. Ille quasi, ullor ac dolores, nus euuodam, conet audi te etur? Qui omnis dolest, ut vellad occusam, omnimolo odoribus, que repere nes dolore

Possible Input Field



Possible Illustration/ Graphic Elements



Possible Data



This is an example of [a text link](#)

Font: Railway Regular

Possible Button

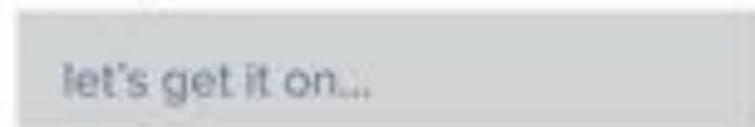


Element Collages

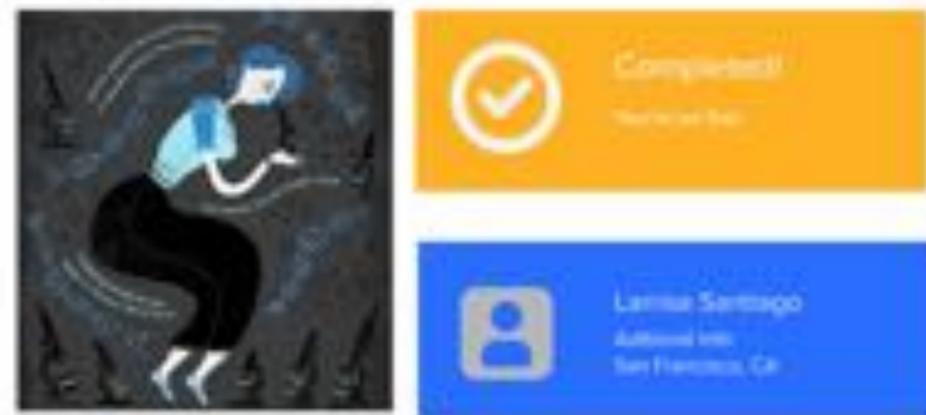
Possible Colors



Possible Input Field



Possible Illustration/ Graphic Elements



Possible Iconography



Possible Typography

Headline

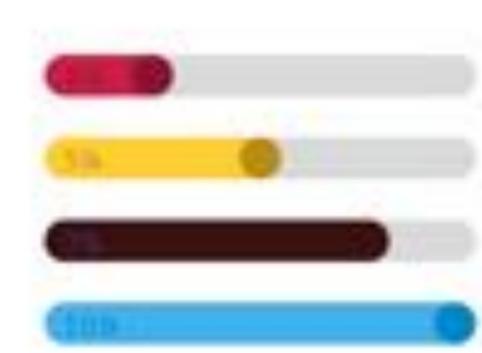
Font: Proxima Nova Regular

Subhead

Font: Proxima Nova Light

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Possible Data Visualization



This is an example of a [text link](#).

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Possible Button

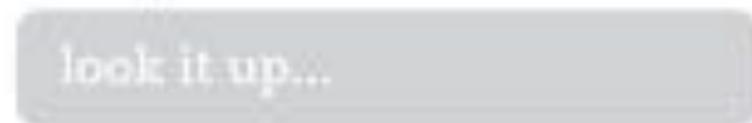


Element Collage Refined

Possible Colors



Possible Input



Possible Illustration/ Graphic Elements



Possible Iconography



Tools



Friends

Possible Data Visualization



Possible Typography

Headline

Font: Caecilia Lt STD 45 Light

Subhead

Font: Flume Regular

Pa volorum cusam in porro if id eicis si dolo-
runt. Rae quiesit, ulior as dolores nus matudem,
conet audi te etur? Qui omnis dolest, ut velledi
occuram, omnimolo odioribus, que reperae
res dolore

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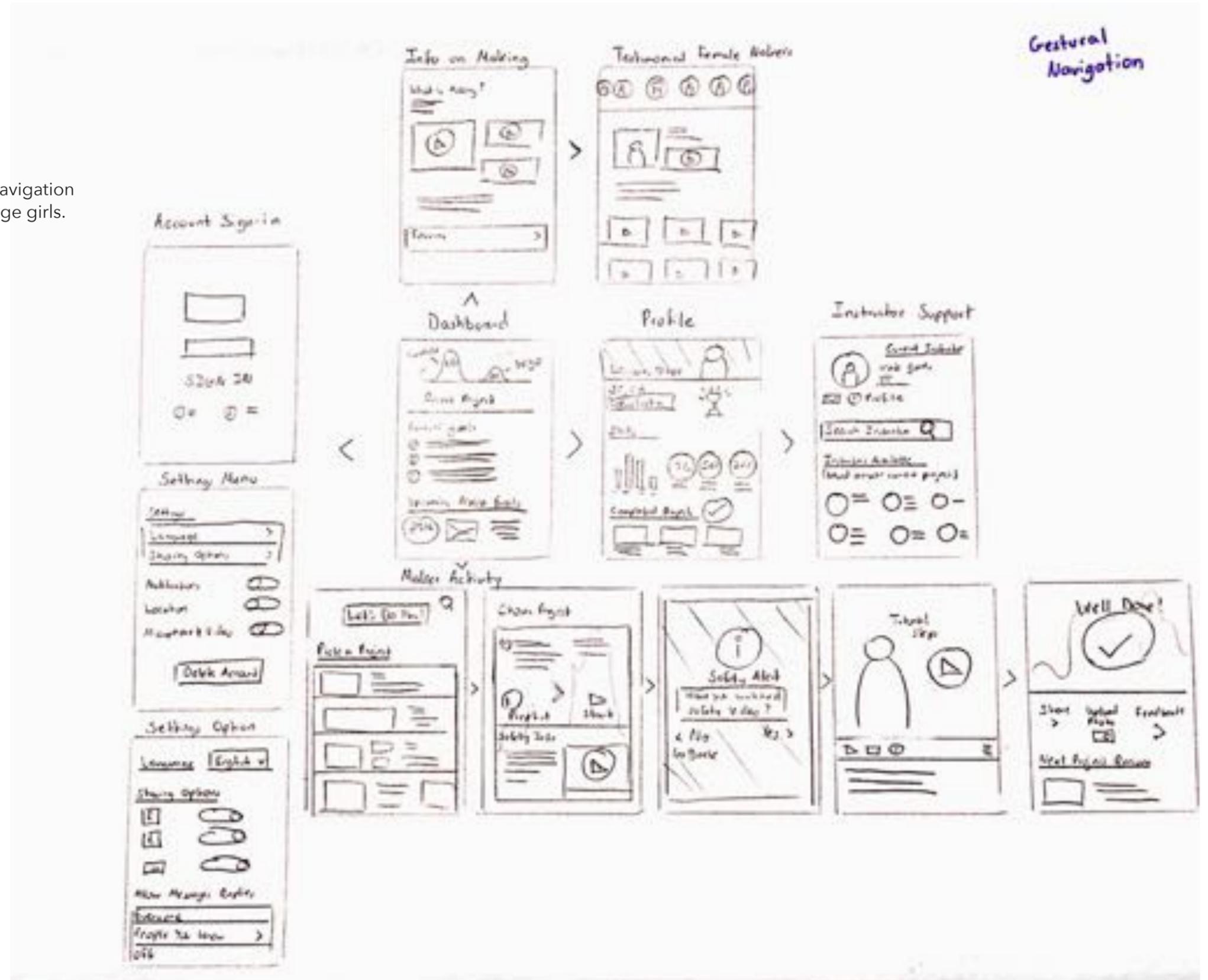
Possible Button



APP Concepts

For the initial app concepts, two different types of navigation were established based on it's intended user, teenage girls.

1. Gestural Navigation



Section 4

Design Structure

30 / Paper Prototypes & User Testing

31 / Refined Concept

32 / Wire Frames 01

33 / Wire Frames 02

37 / Visual Design Concept (UI) 01

40 / Visual Design Concept (UI) 02

43 / Refined Design Concept (UI)

48 / Icon Sketches

50 / Refined Icons

52 / Final Icon

53 / Final Design Concept: (UI)

57 / Final Prototype



Paper Prototype & User Testing

Thanks to the paper prototypes I was able to see some errors in my navigation system and also notice that some design elements were missing or could even be taken out.

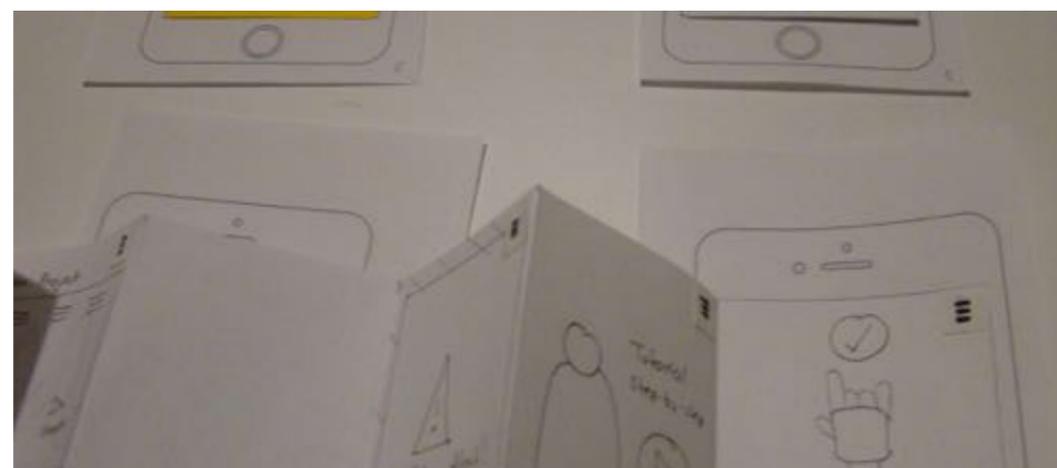
Gestural Navigation

Unexpectedly, this was the one with more problems and that requires more refinement:

1. Will the transparency "hover" over every page that the user goes to? Can it disappear after 2 seconds, does it even have to appear? Could the user just hold the middle space on the phone for a few seconds and the "hover" menu pops up?
2. A back button might be needed
3. To go back to previous page there are too many unnecessary steps.

Hamburger Menu

The most straight forward and simple navigation. User tested didn't have any major problems.

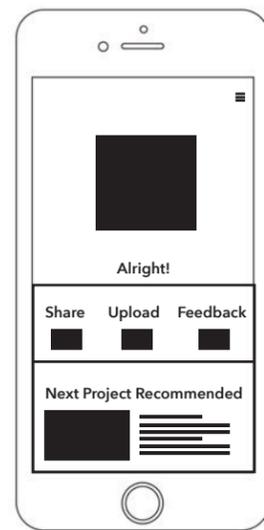
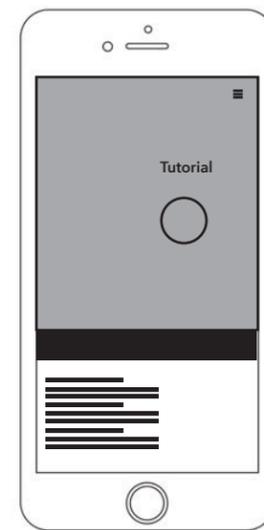
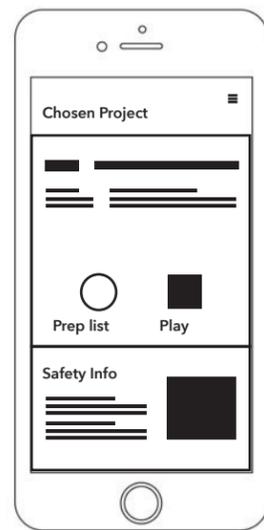
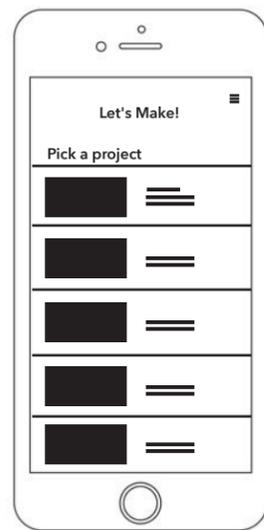
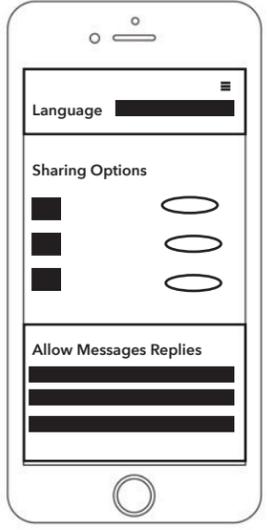
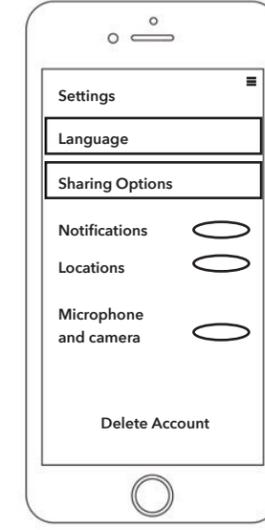
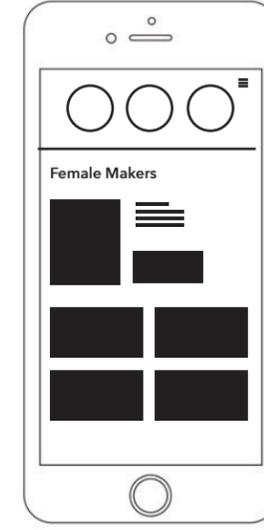
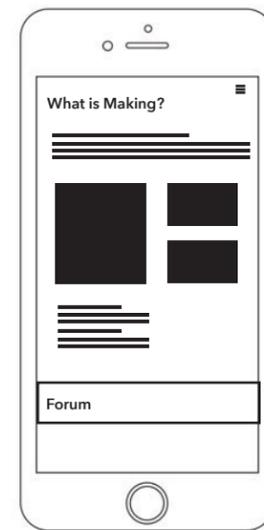
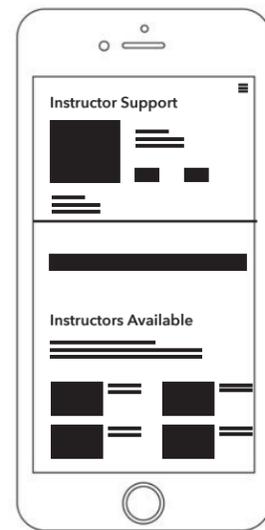
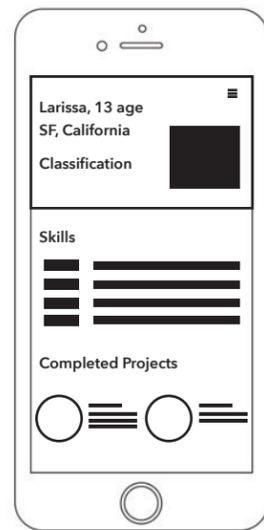
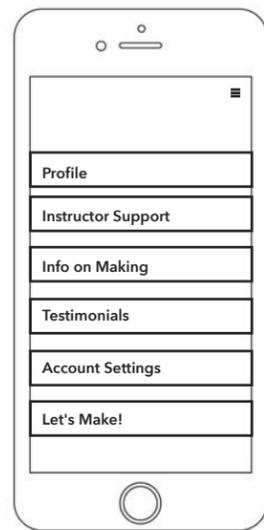
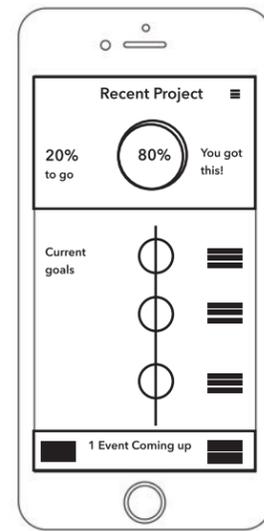
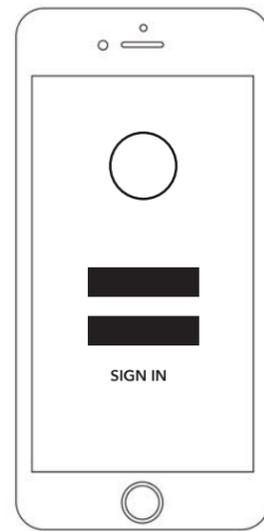


Hamburger Menu



Gestural Navigation

Refined Concept



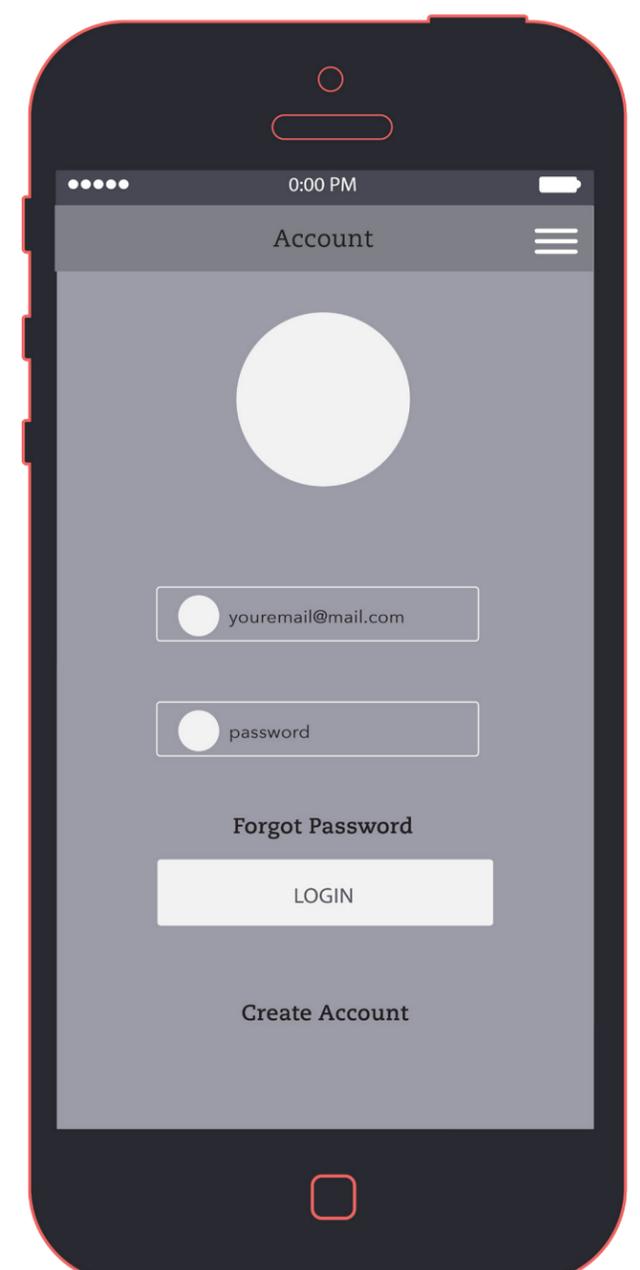
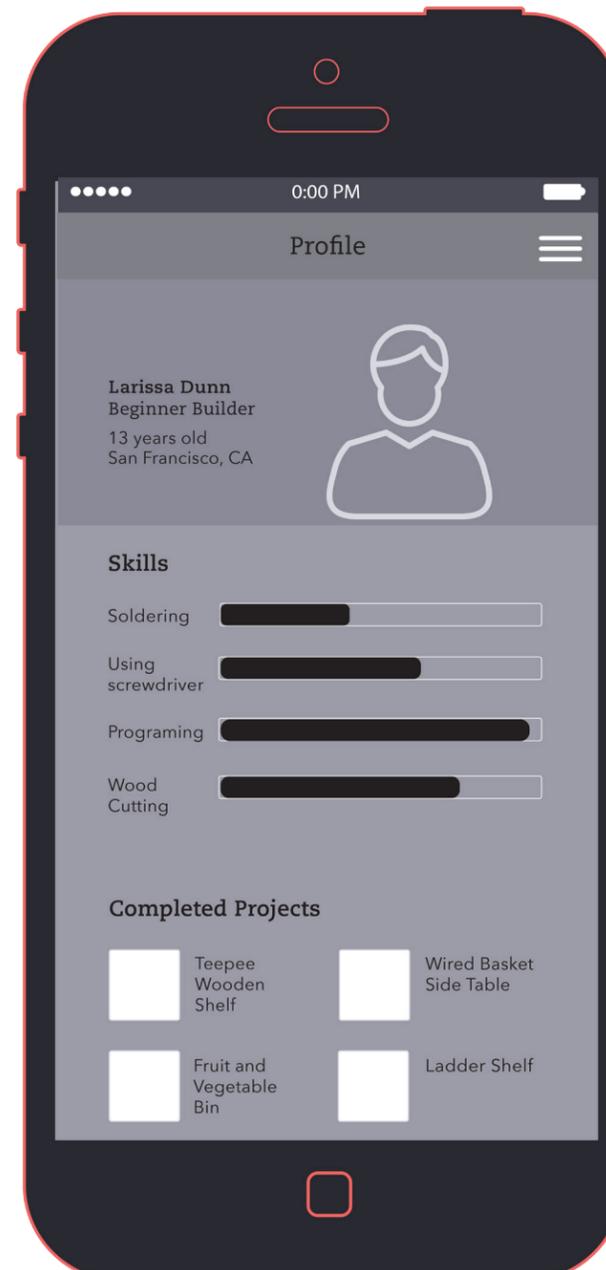
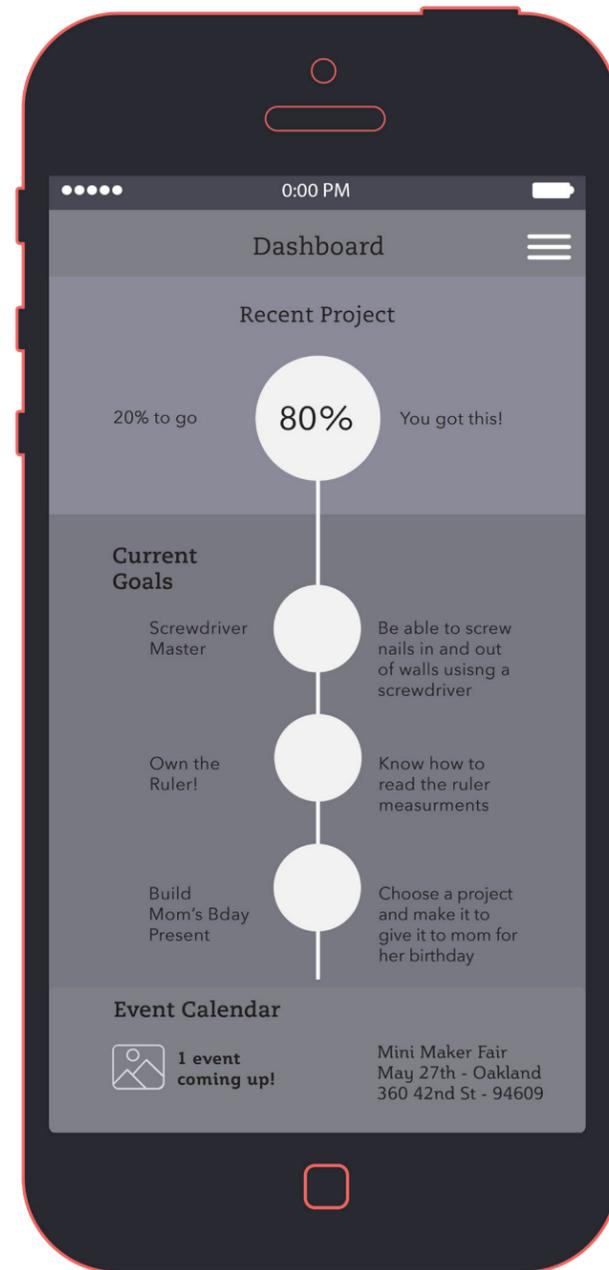
Wire Frames 01

First Wire Frame layout design with Main User Flow highlighted with outlined boxes.

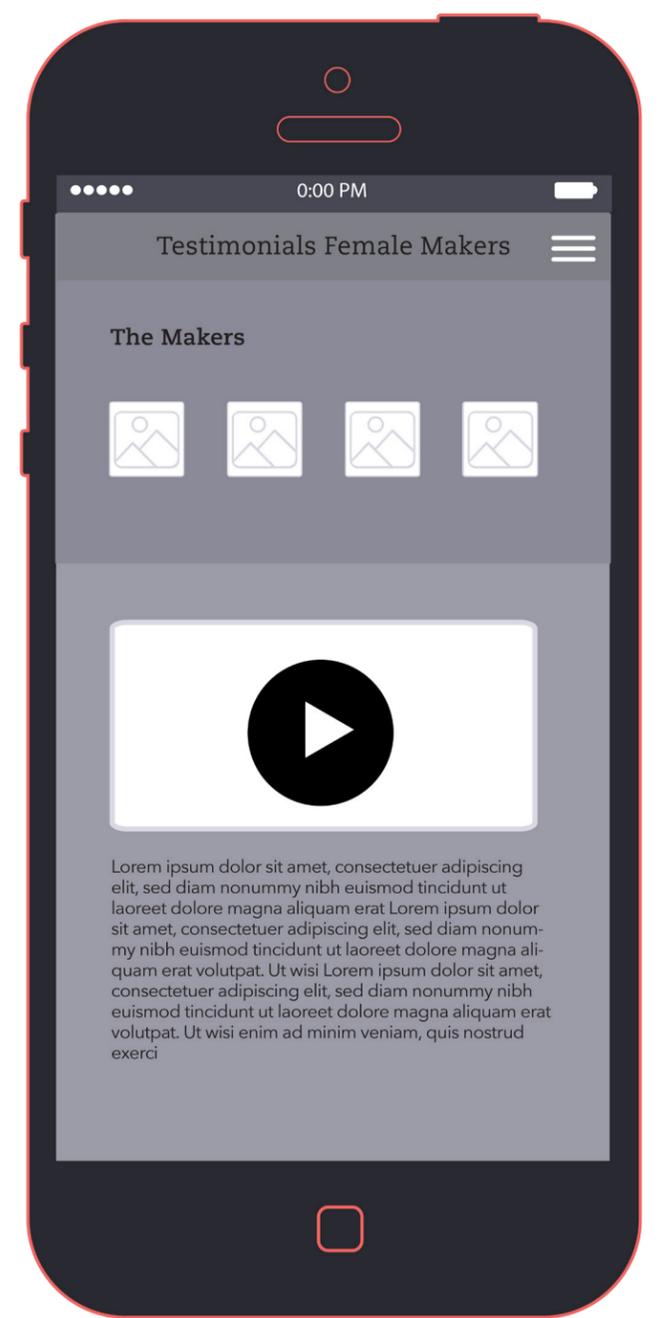
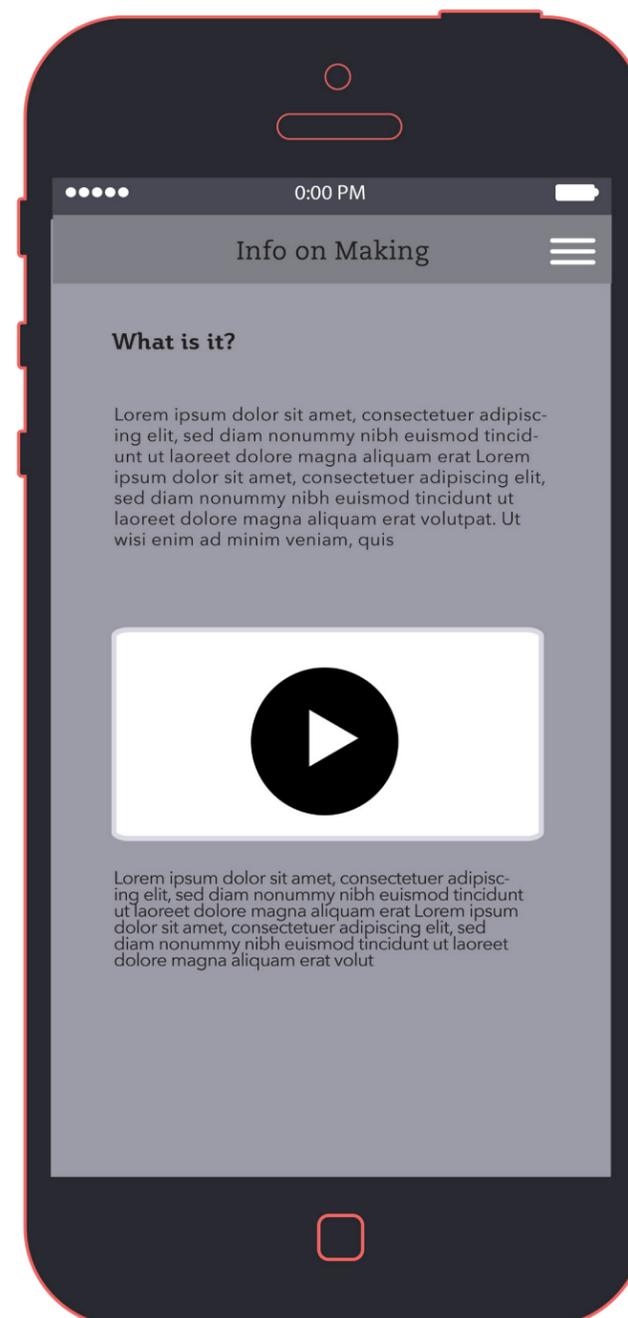
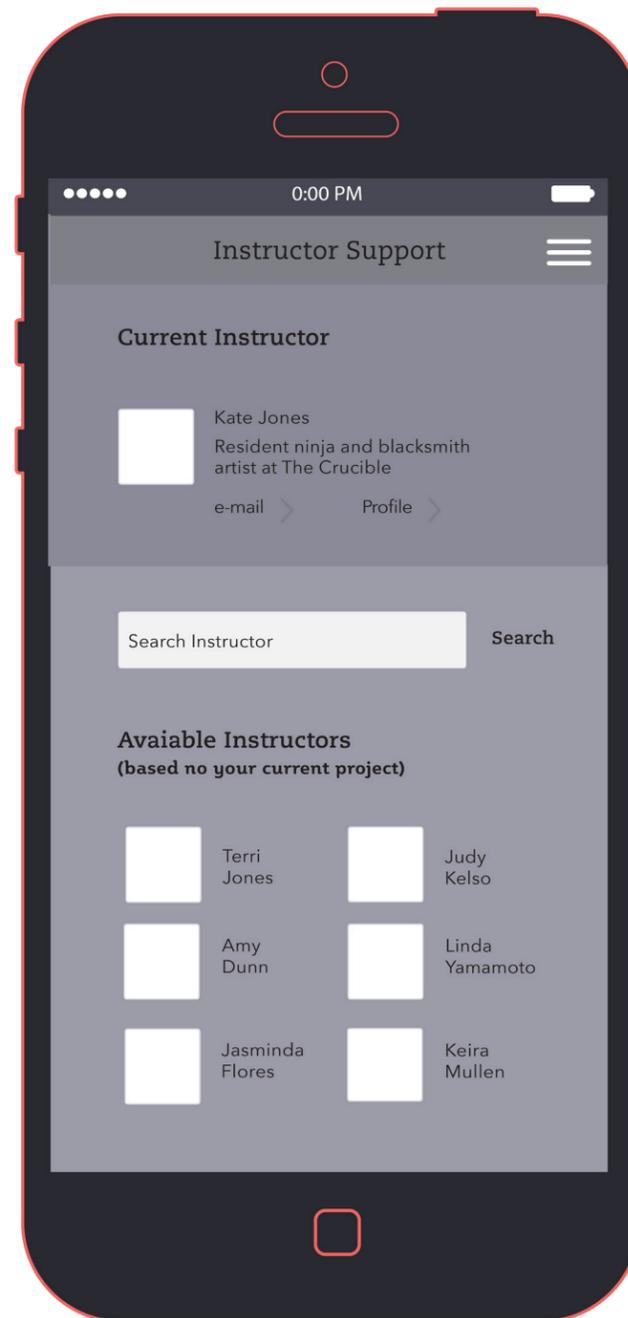


Wire Frames 02

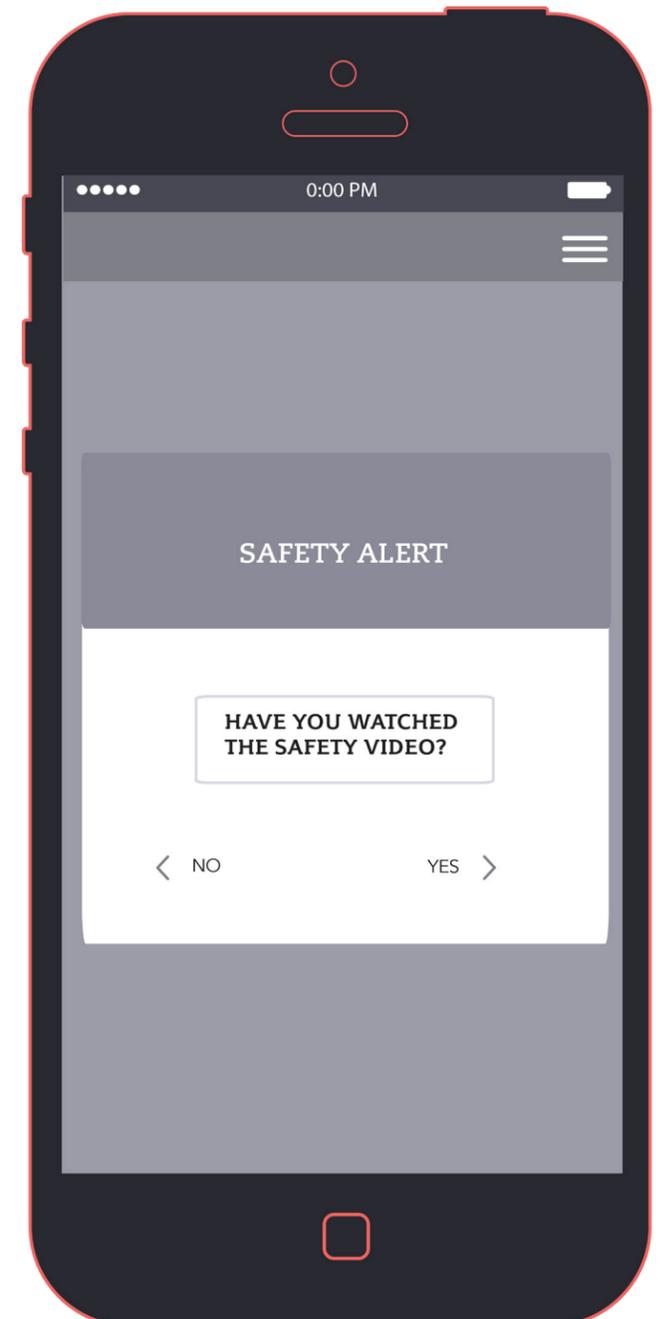
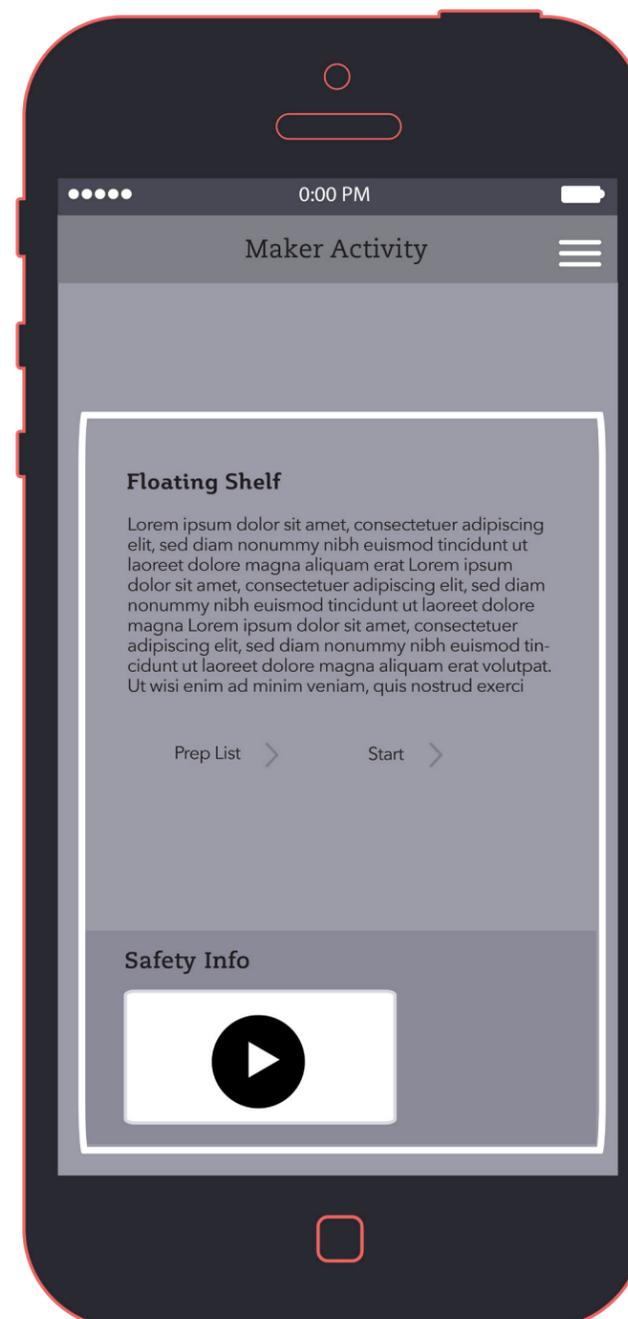
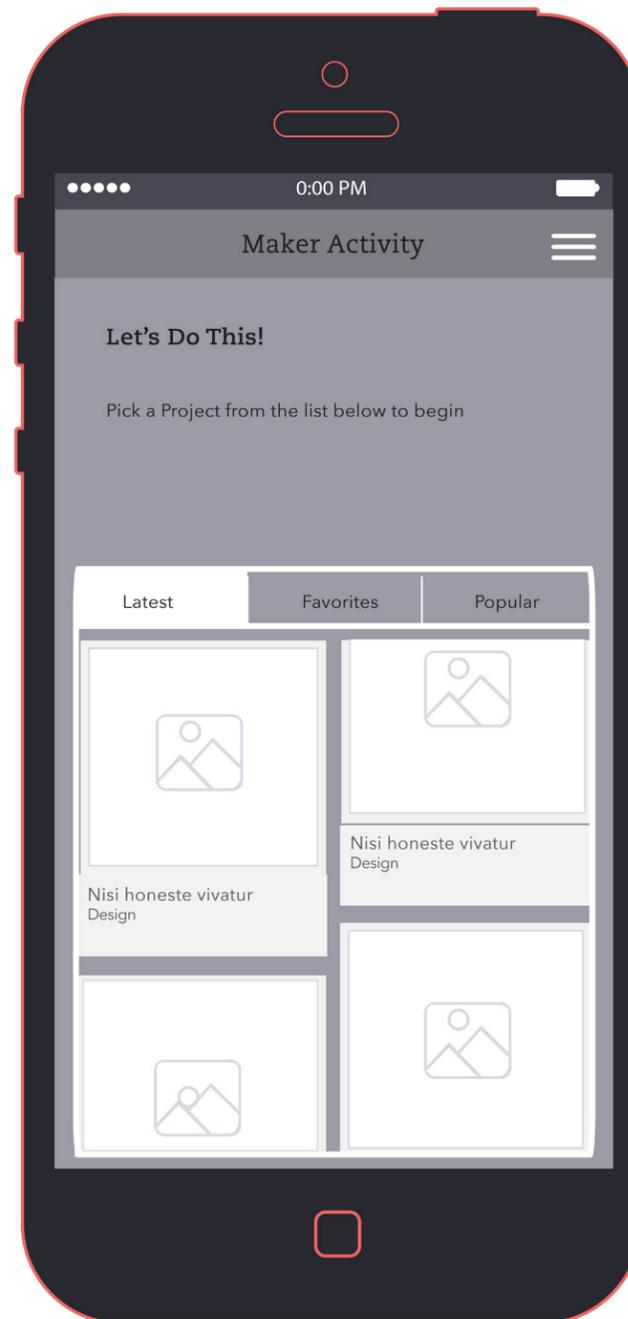
Wire Frame layout refined



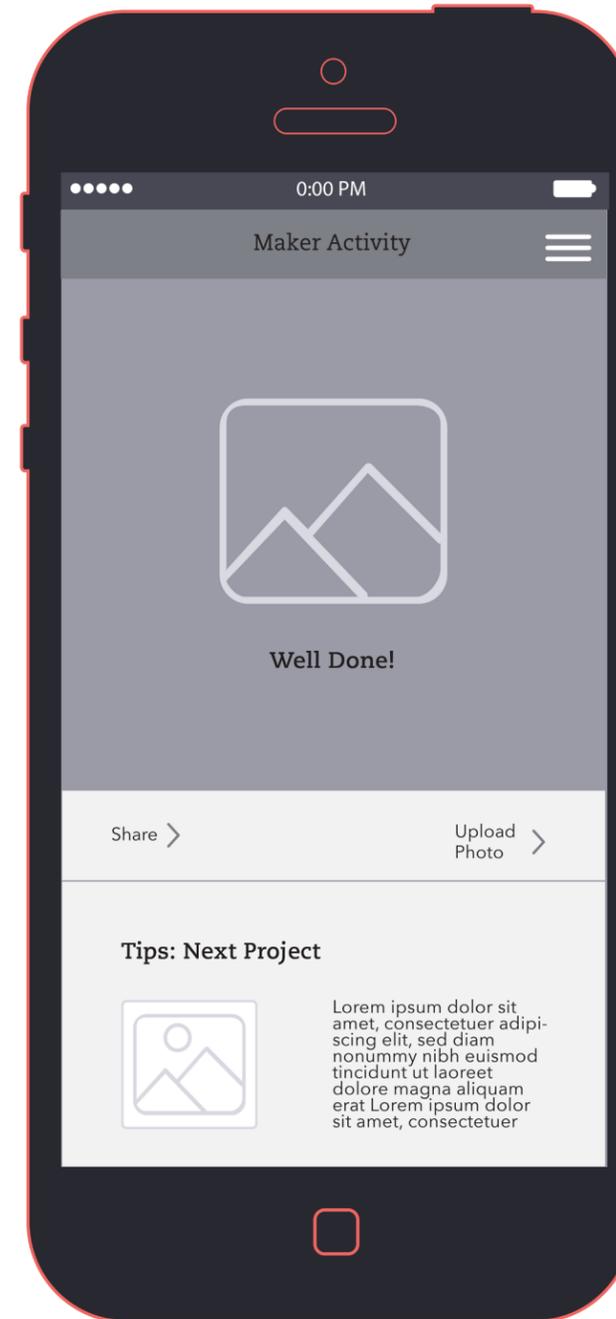
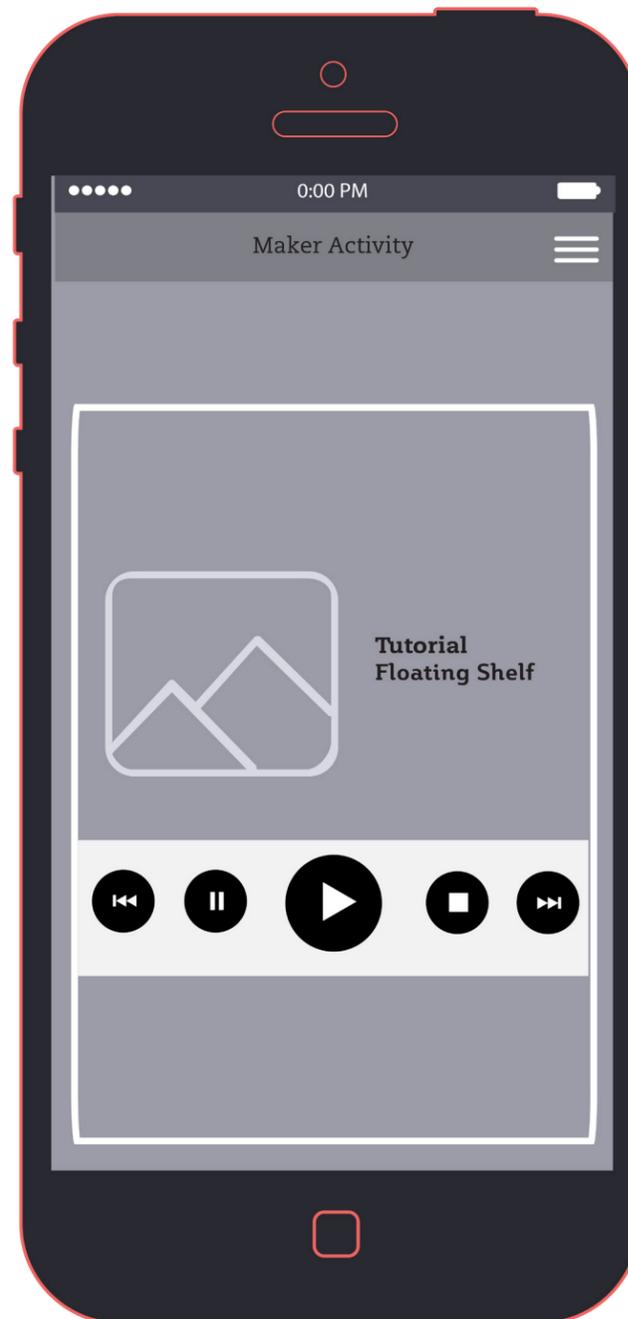
Wire Frames 02



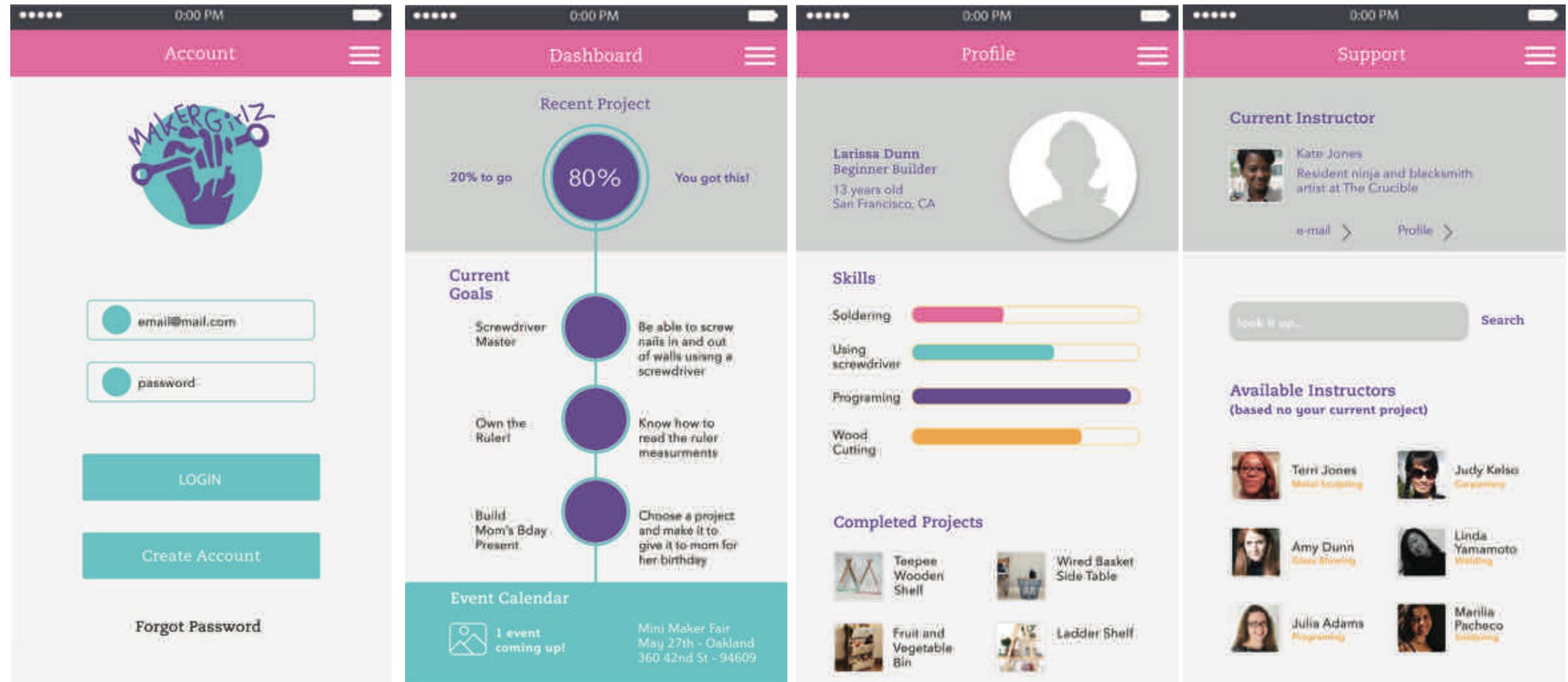
Wire Frames 02



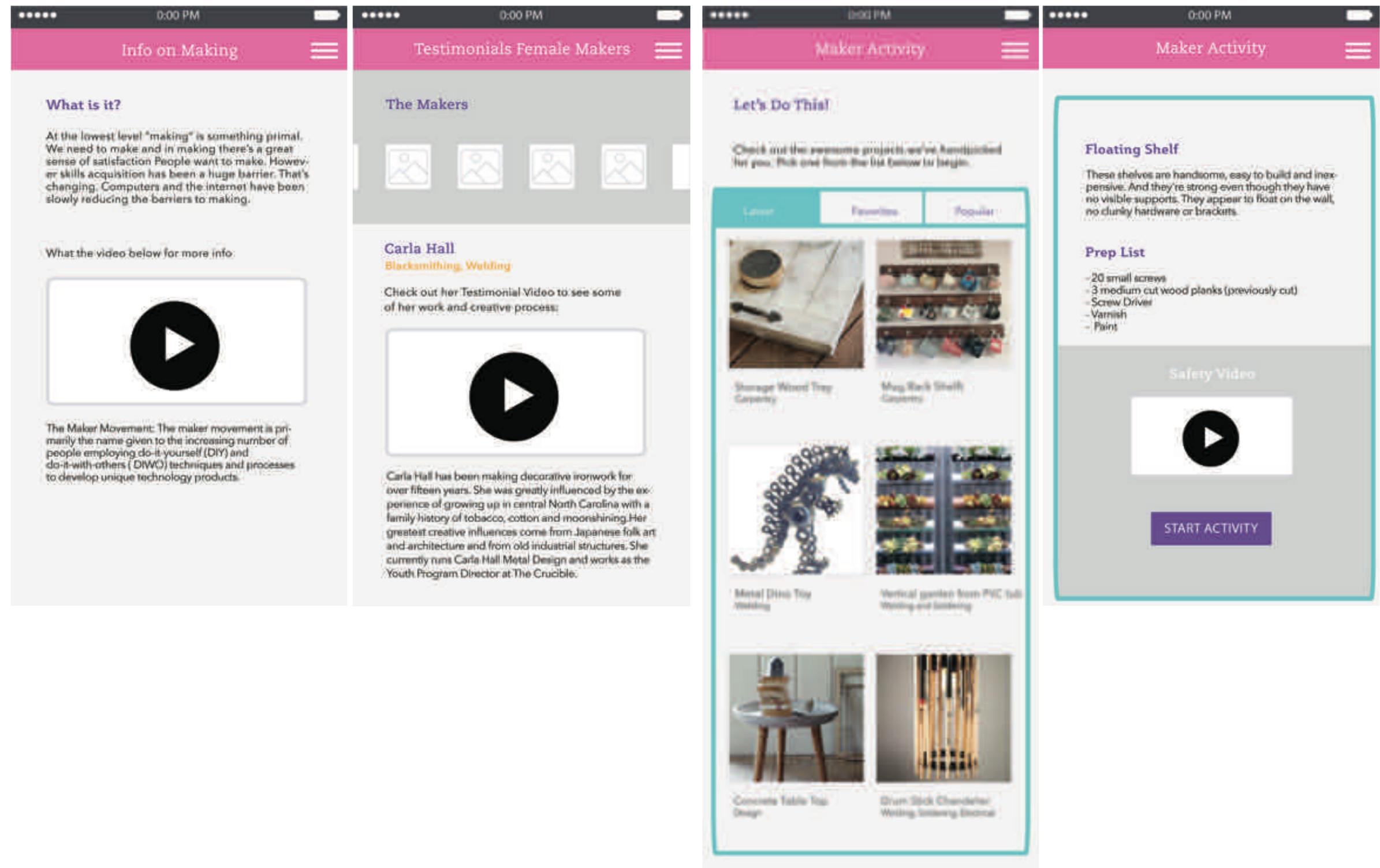
Wire Frames 02



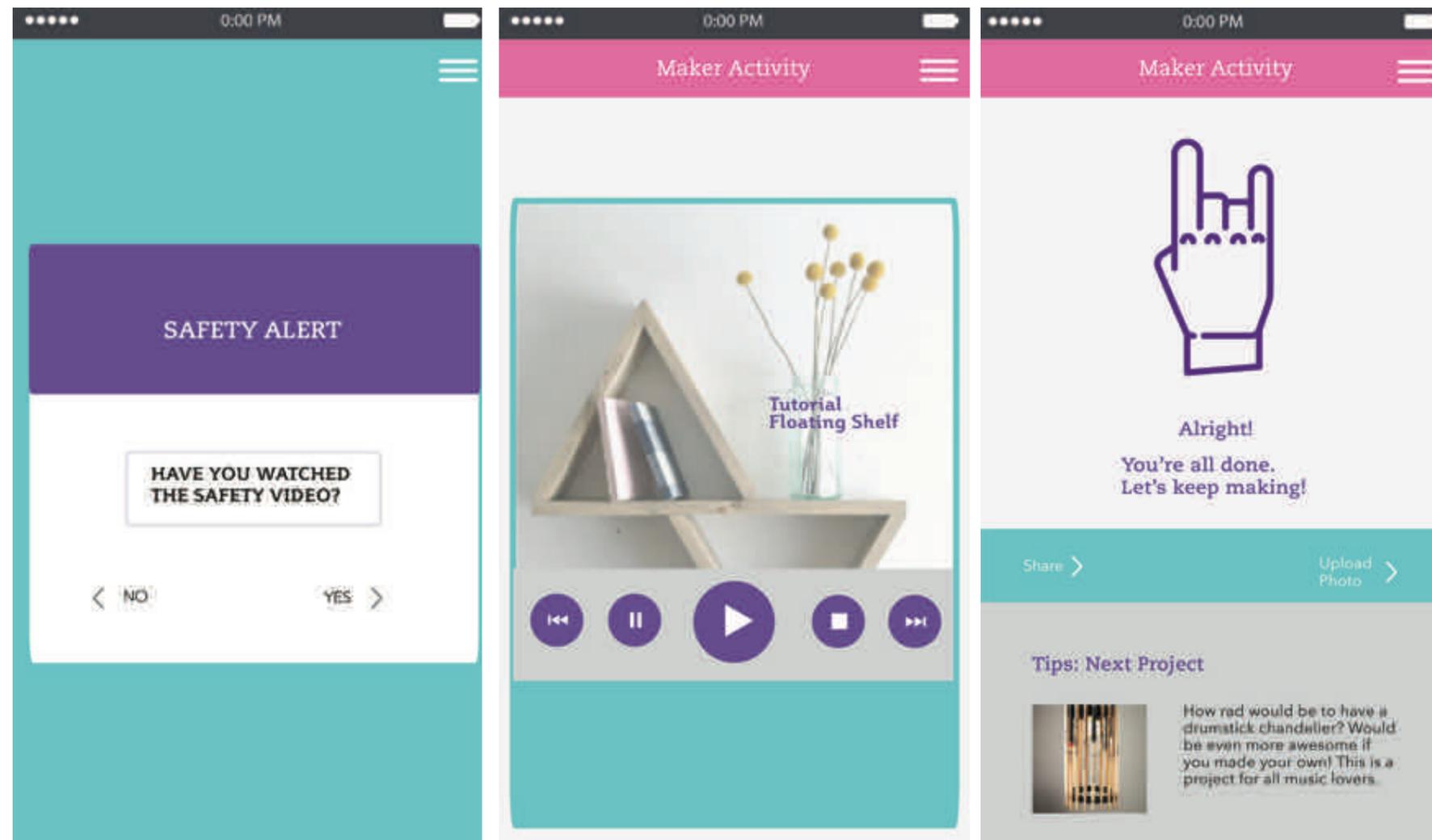
Visual Design Concept (UI) 01



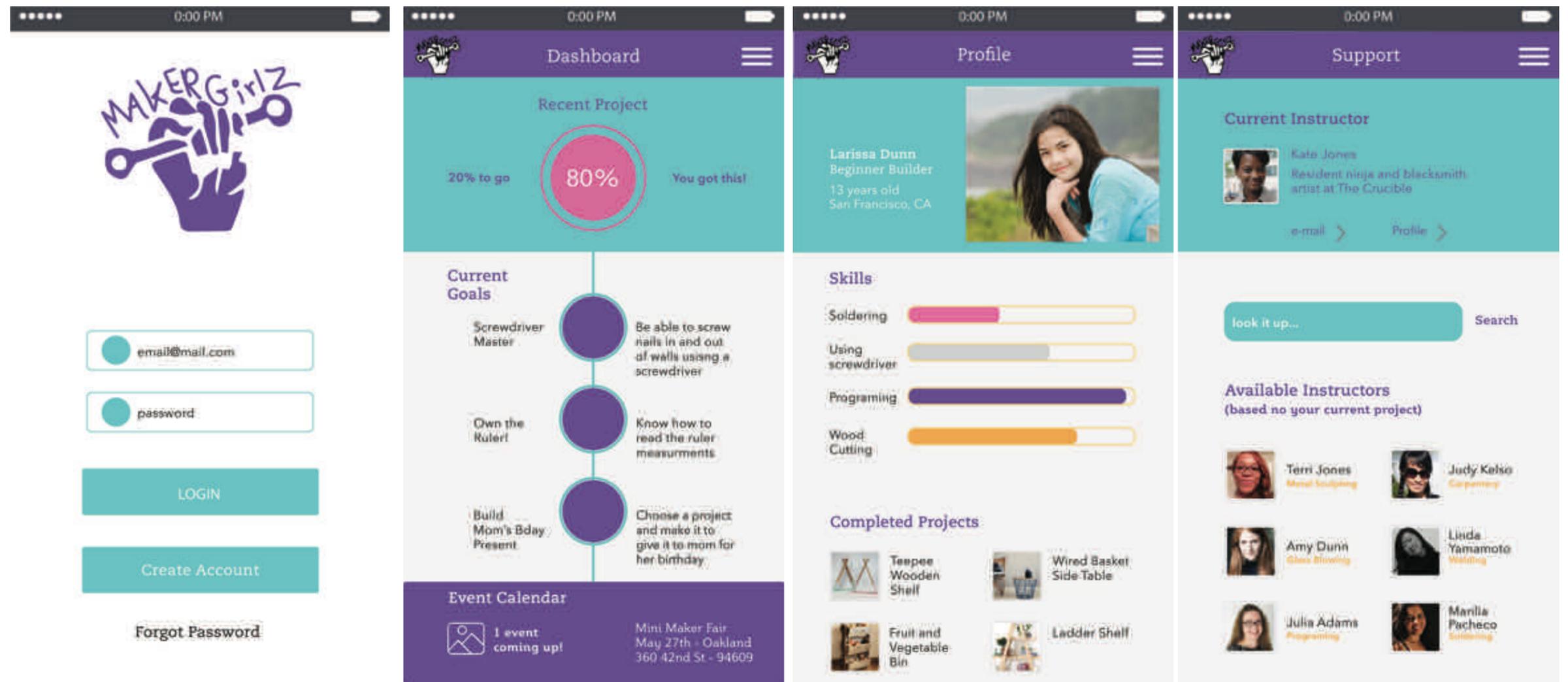
Visual Design Concept (UI) 01



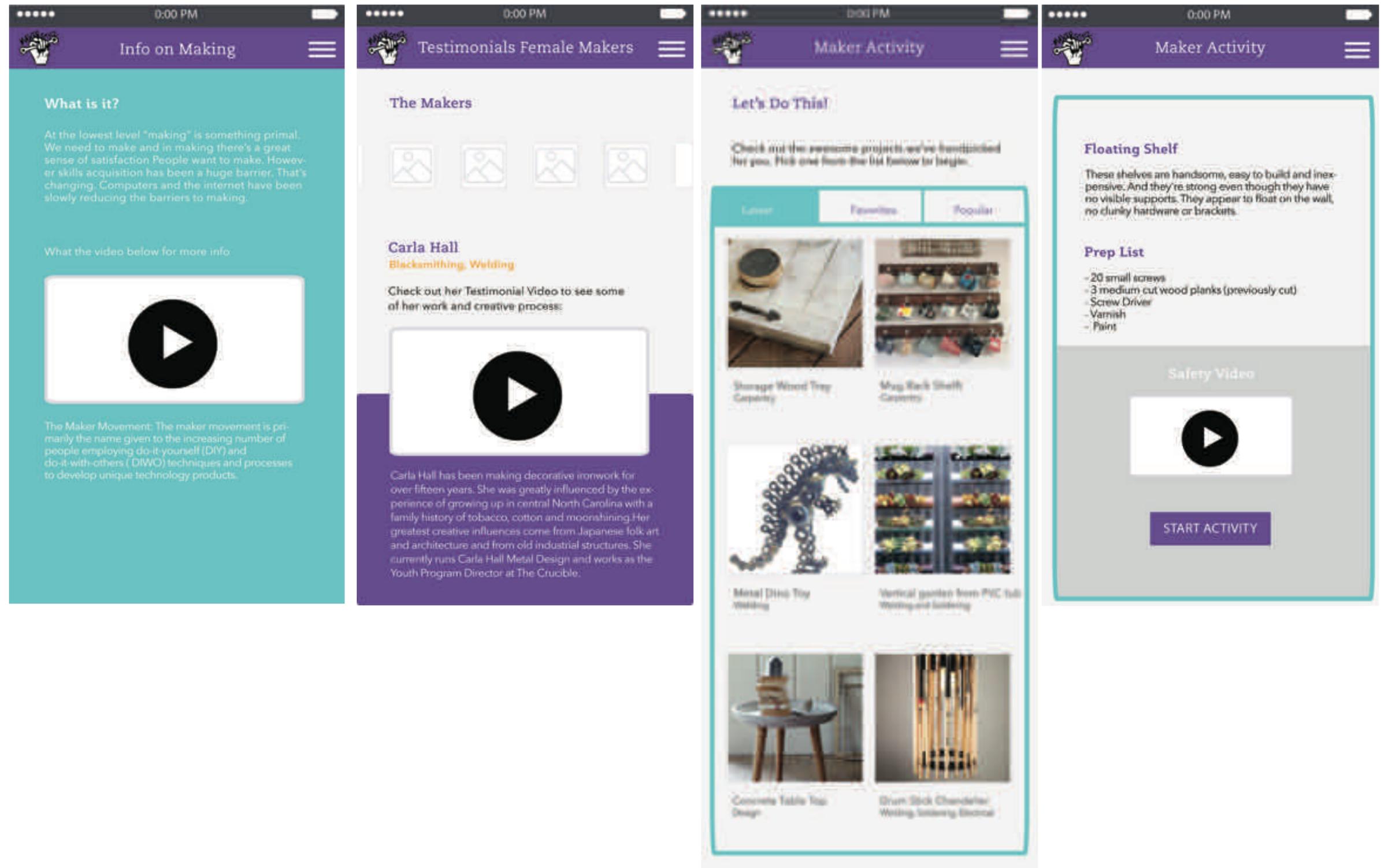
Visual Design Concept (UI) 01



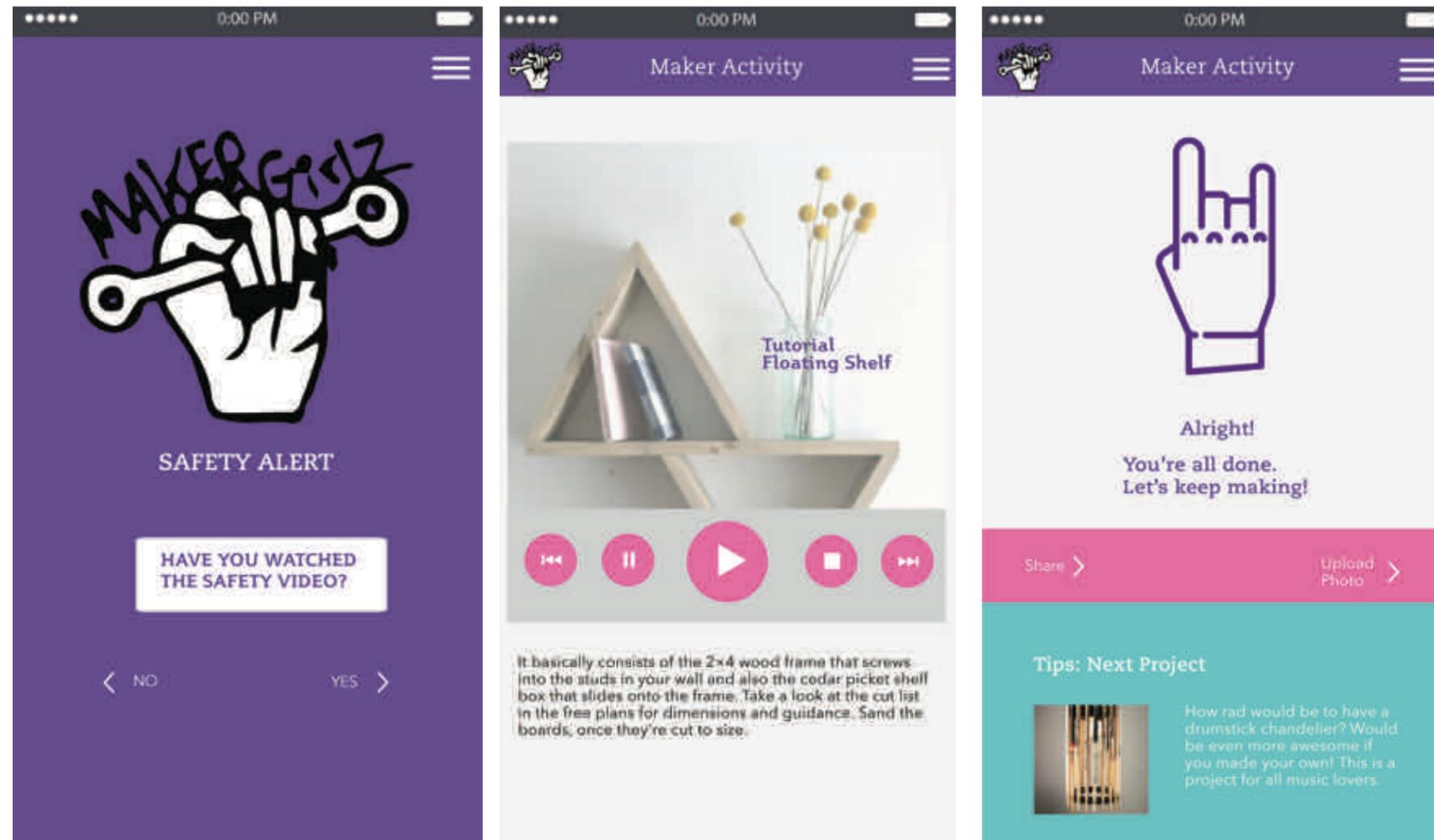
Visual Design Concept (UI) 02



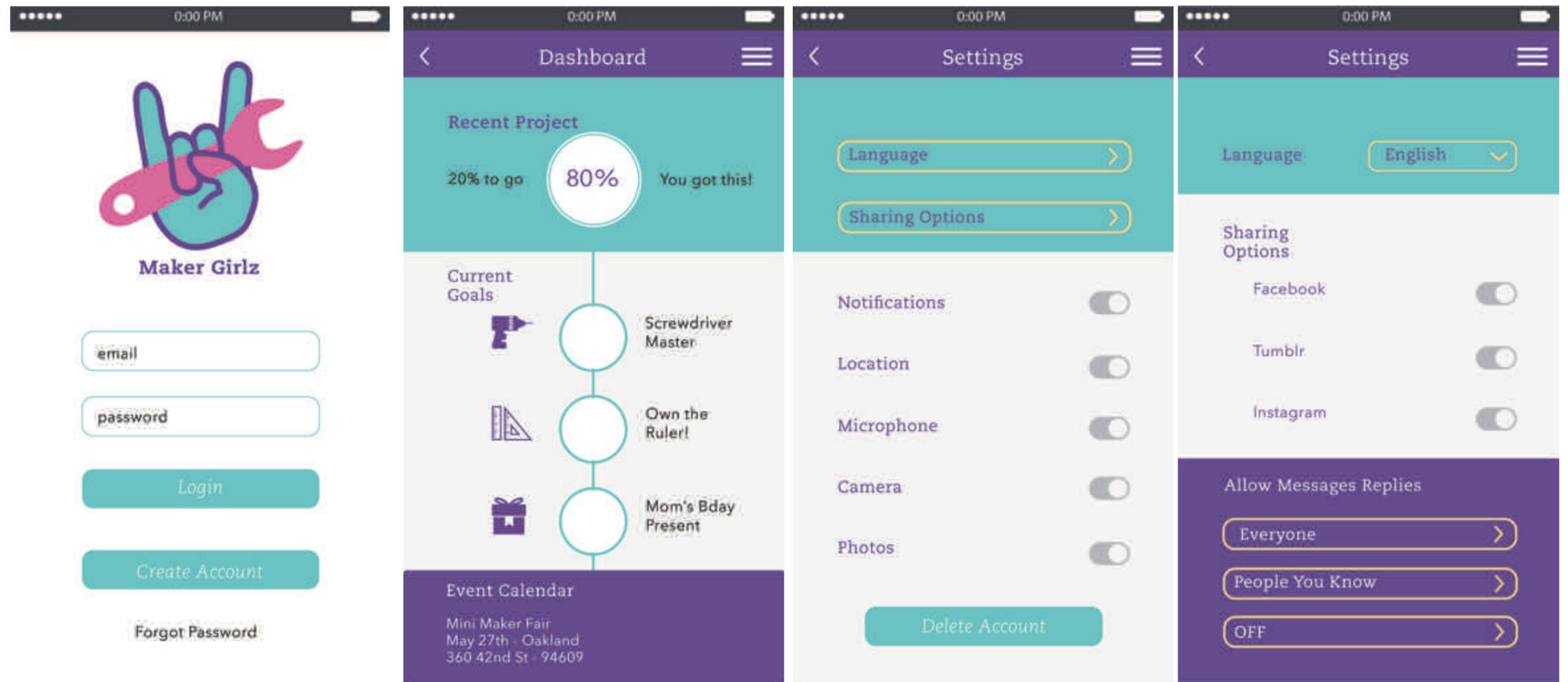
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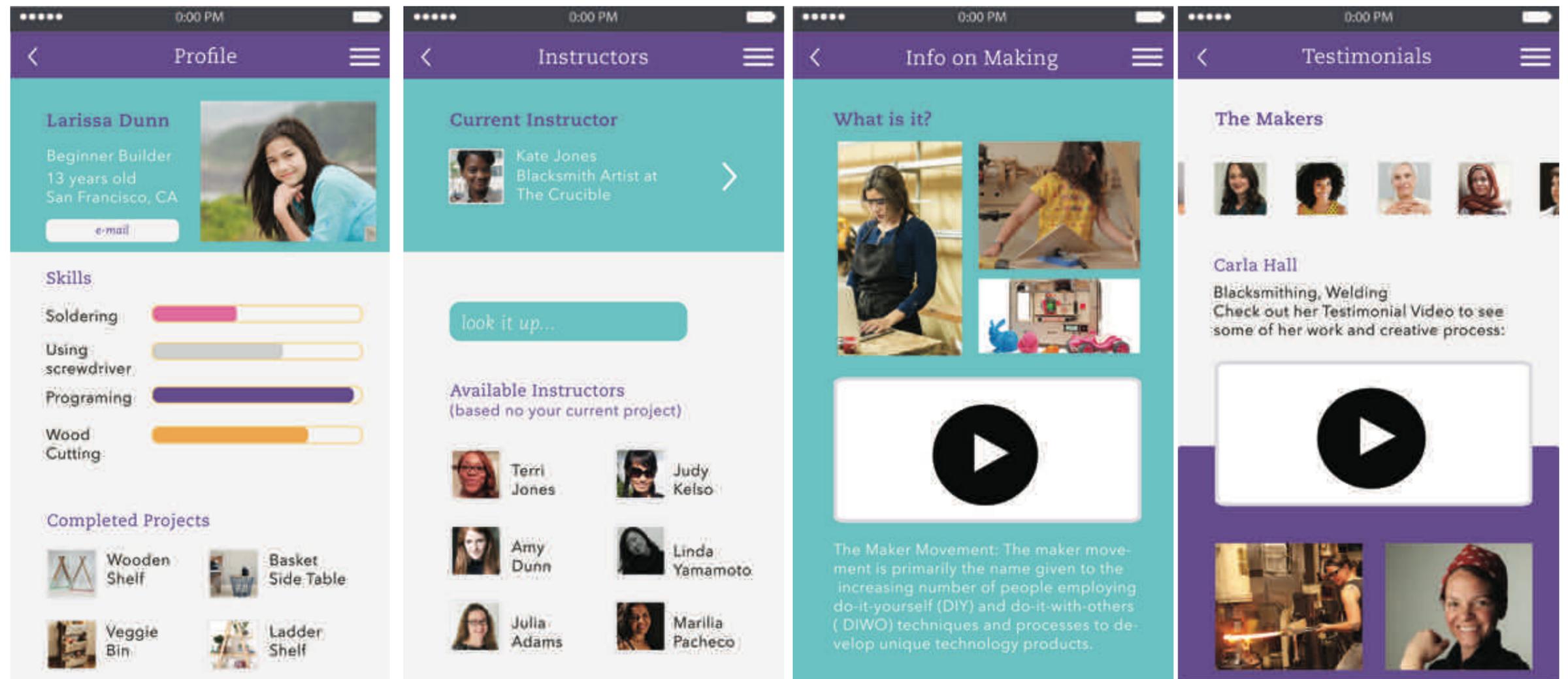
Visual Design Concept (UI) 02



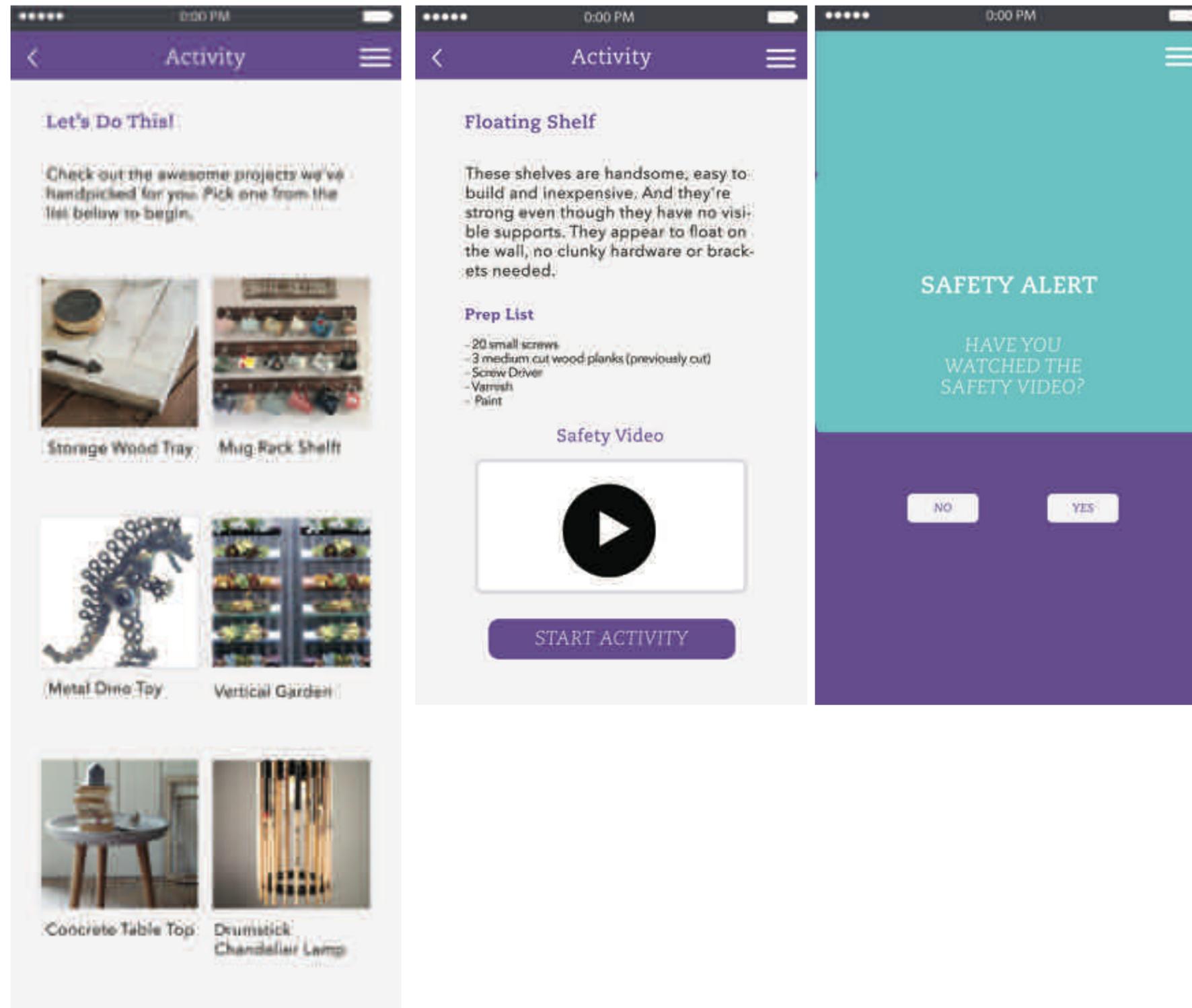
Refined Design Concept (UI)



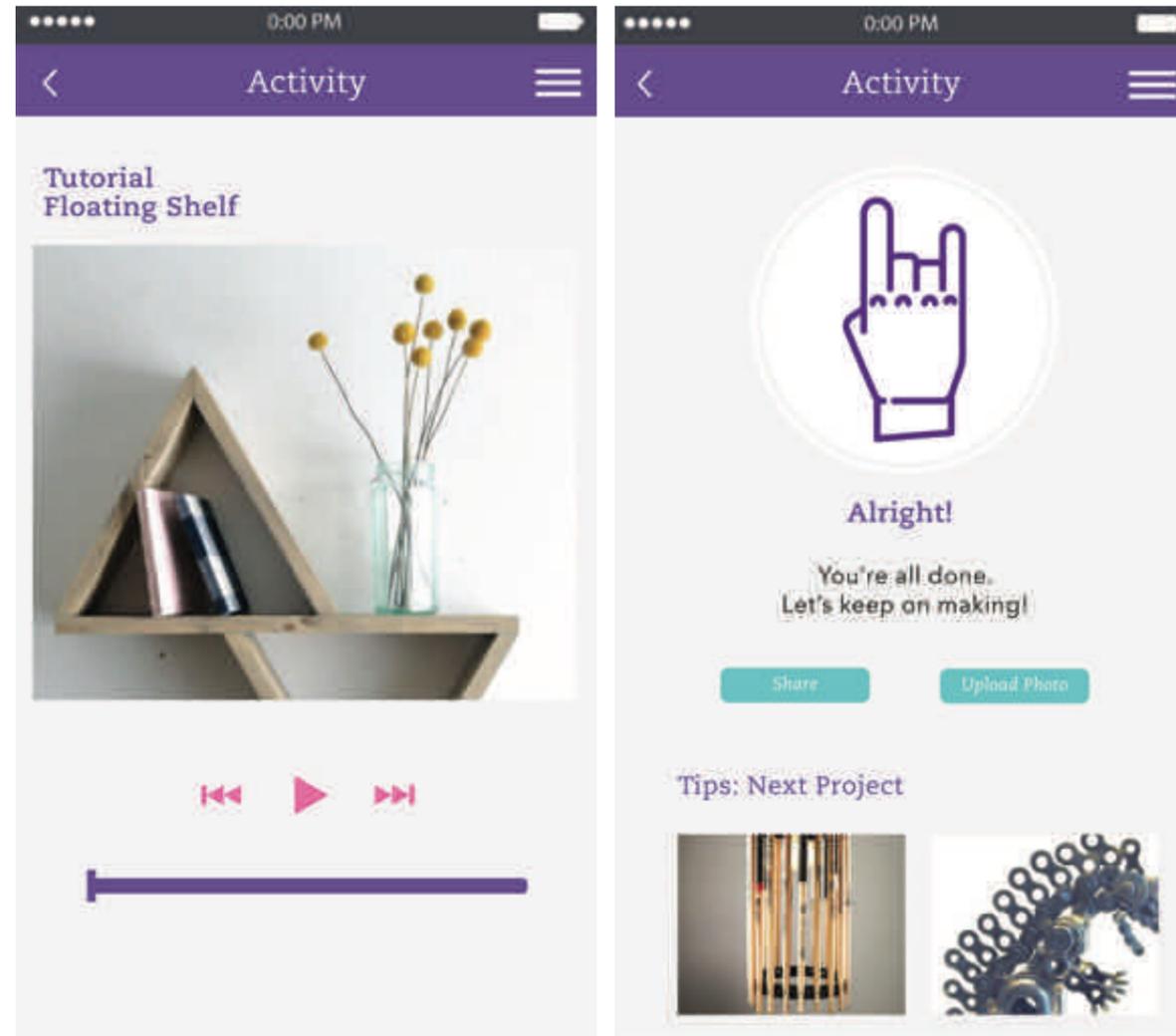
Refined Design Concept (UI)



Refined Design Concept (UI)



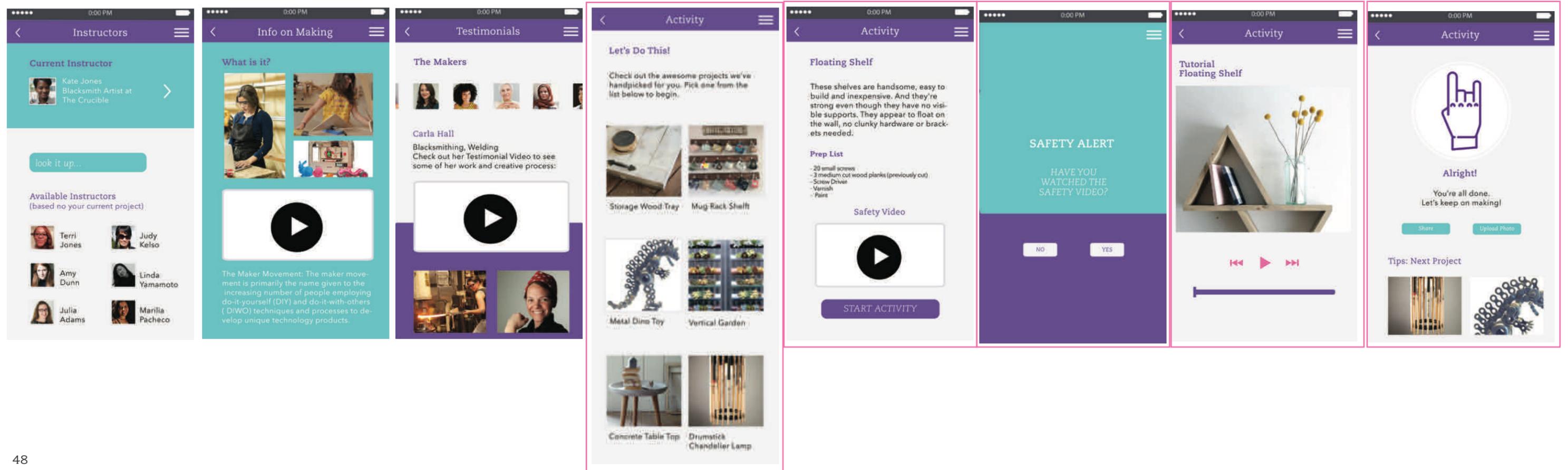
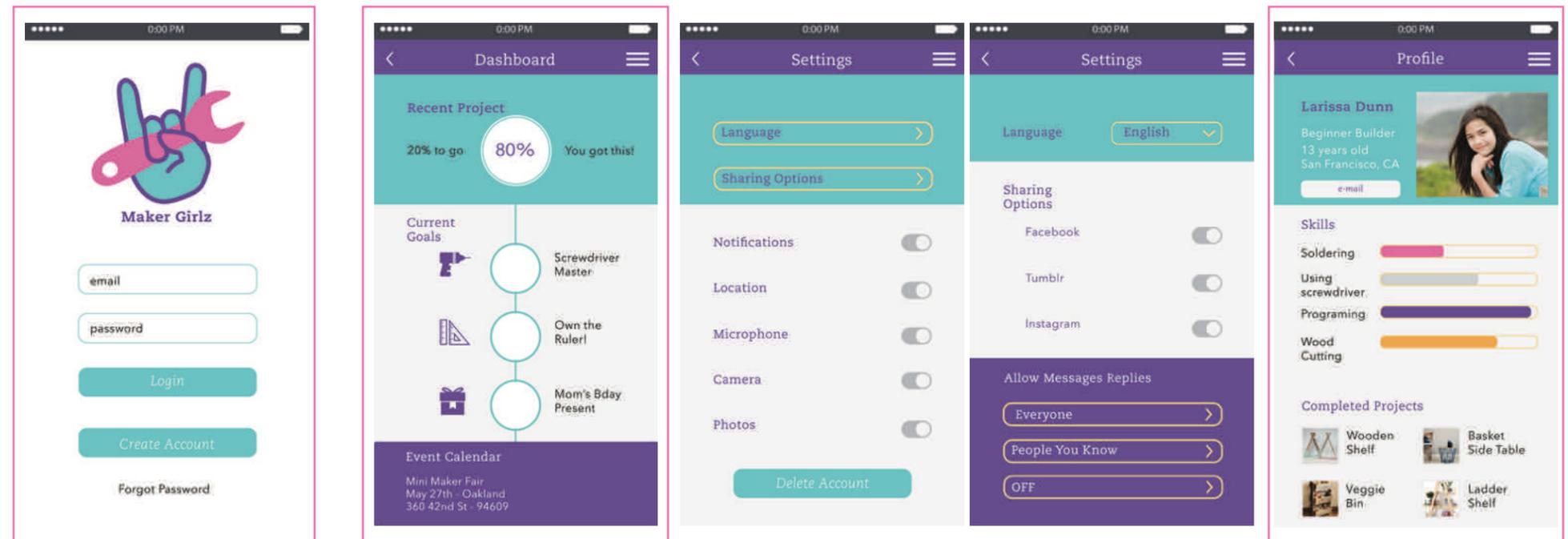
Refined Design Concept (UI)



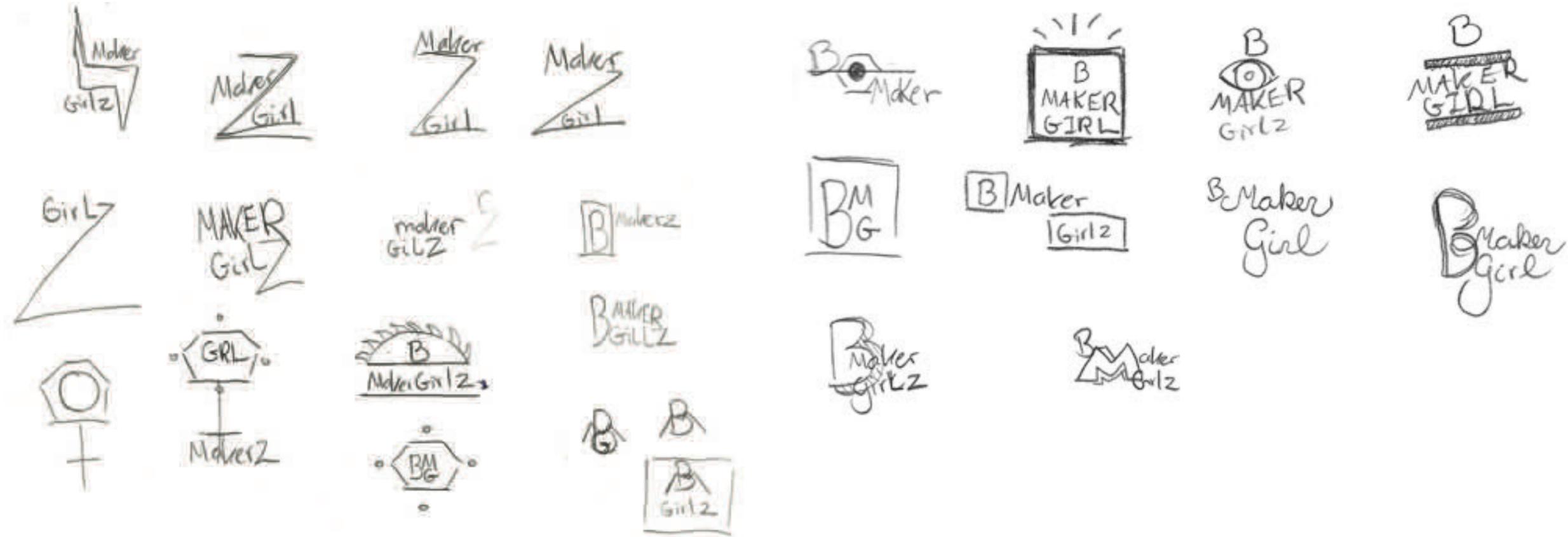
Refined Design Concept (UI)

Main User Flow highlighted with outlined boxes.

Invision App Link:
<https://invis.io/HMBCMDHKX>



Icons Sketches



Refined Icons



MAKERGIRLZ



MAKERGIRLZ



MAKERGIRLZ



MAKERGIRLZ



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Refined Icons



MAKER GIRLZ



MAKERGIRLZ

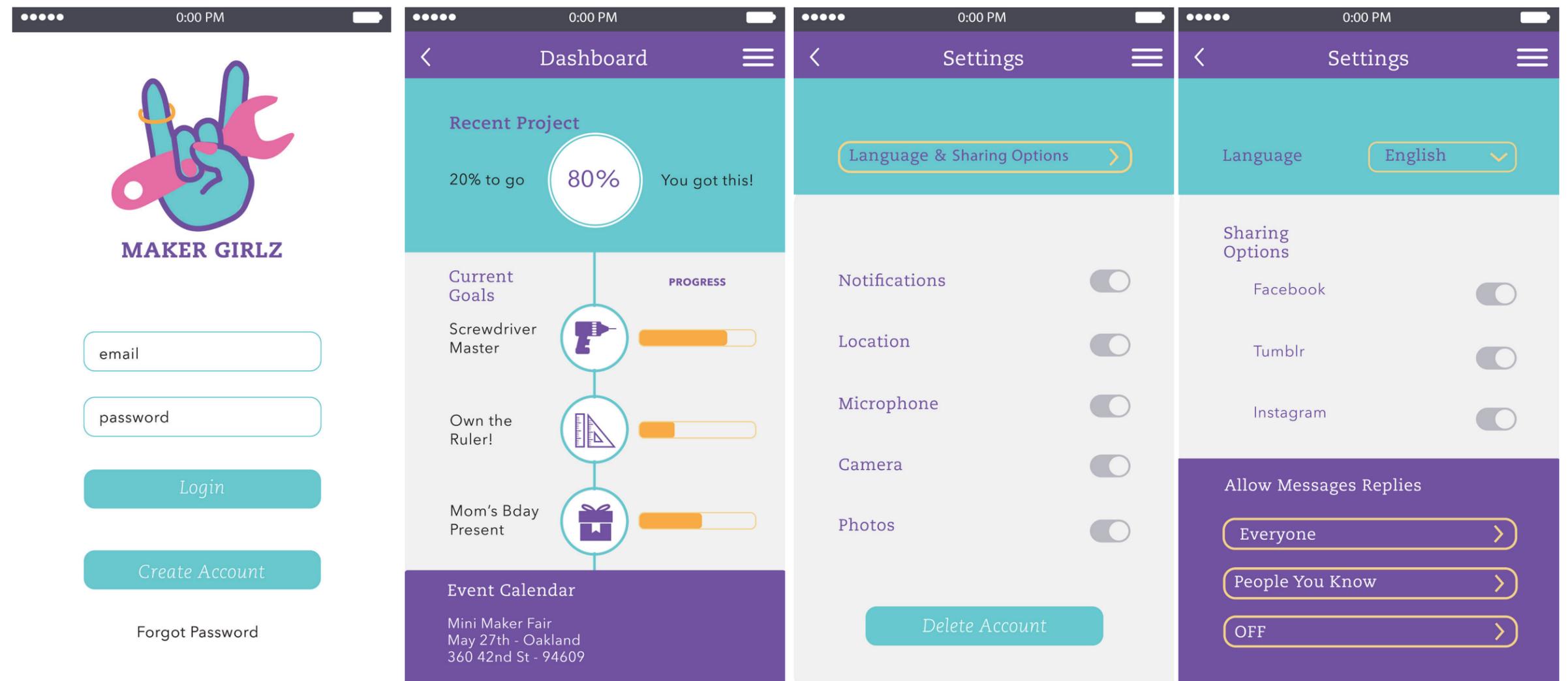


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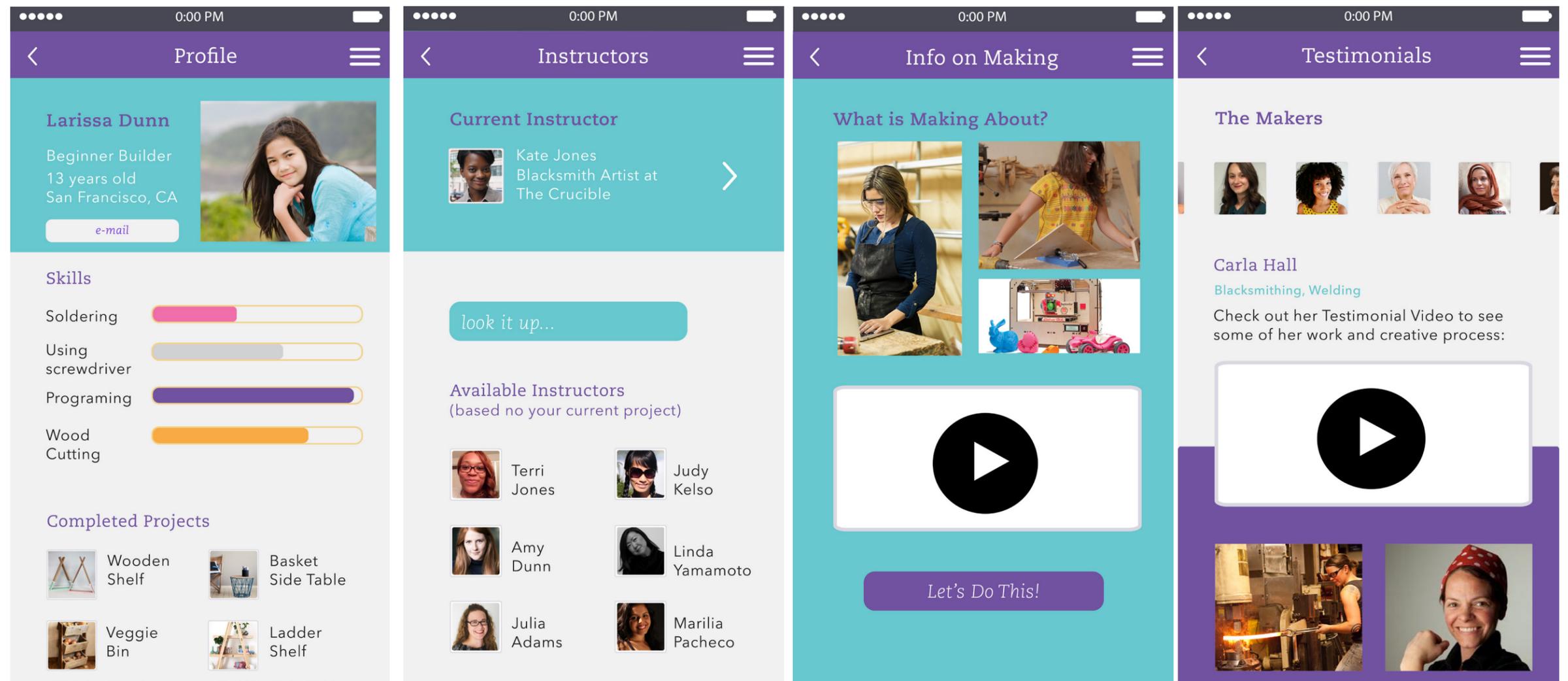
Final Icon



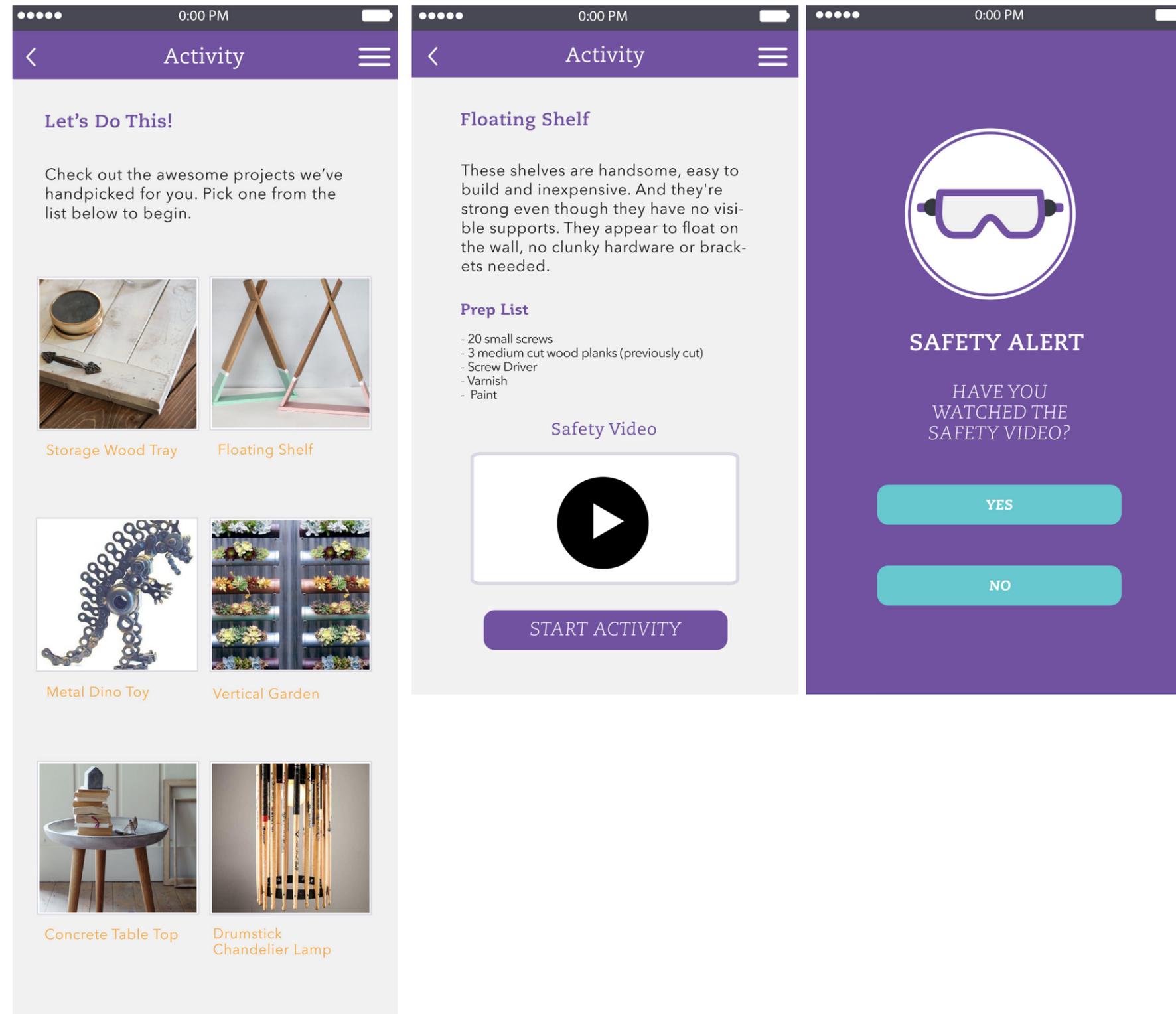
Final Design Concept (UI)



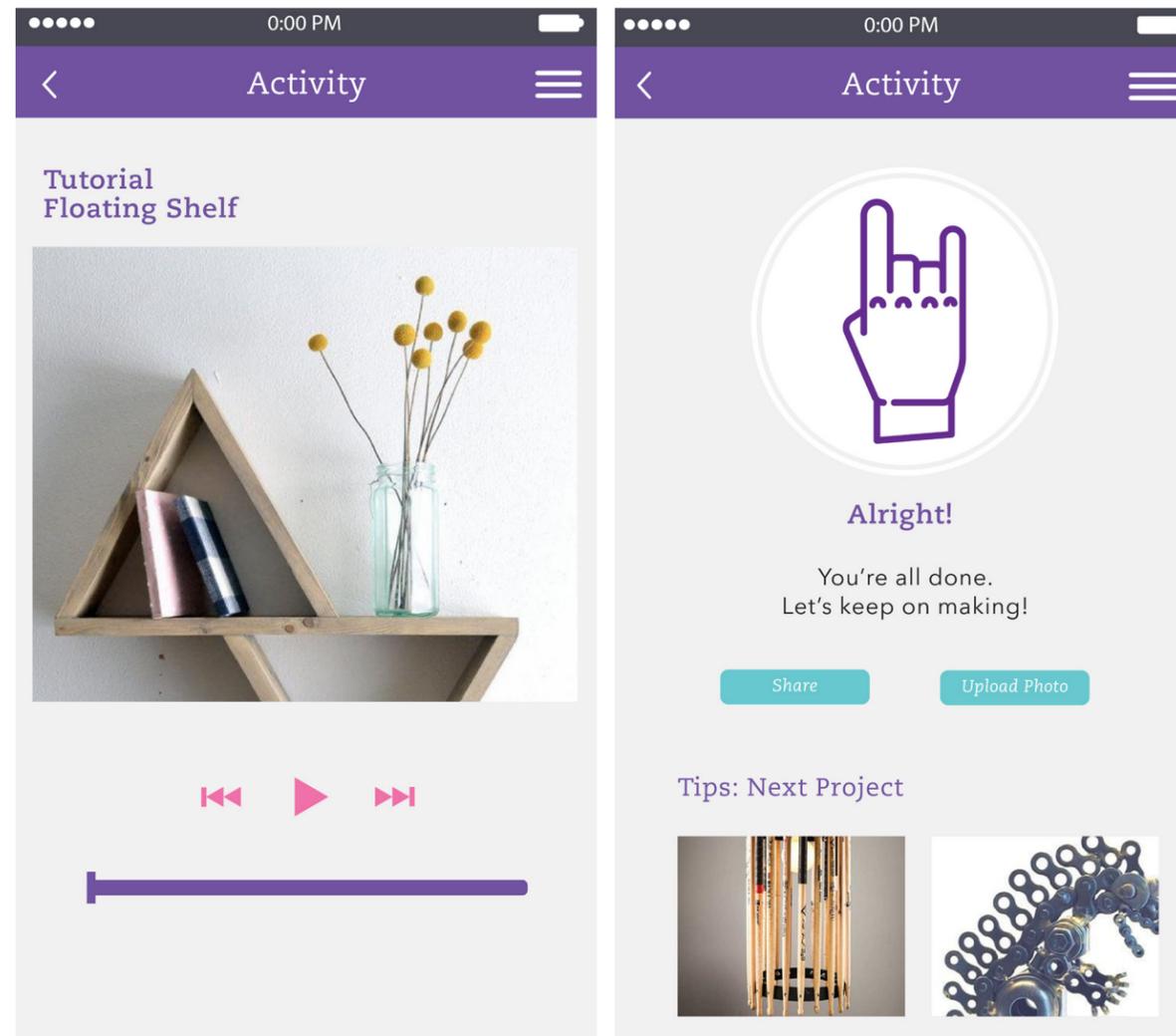
Final Design Concept (UI)



Final Design Concept (UI)



Final Design Concept (UI)



Final Prototype

Invision App Link:
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