

Brightie

Brightie is a healing smart lighting mobile app for international students (ages 18-25). It aims to provide users with emotional support and practical functionality through a warm visual design and interactive experience. The app effectively relieves the loneliness and pressure of users living in a foreign country, while optimizing their learning and living environment. Brightie is not only a lamp, but also an emotional assistant for users and a partner in life. Brightie heals every moment of life, helping to adjust emotions and find a balance between learning and socializing

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MA Communication design



Project 3: App 360

Outputs

Submission for this project is in the form of a pdf document that meets all the requirements of the imaginary competition. These include:

- predominantly visual submission;
- user research;
- ideation;
- wireframes;
- pixel-perfect mock-ups;
- evidence of testing - video (link v
- walkthrough of app or speculative
- relevant process.

Limit your pdf document to no more than 10MB. Submit via your portfolio website.

Guidance notes

- Your user group is international students and others as typical target users.
- The objective is to design an app device you choose. Remember, you are designing the thing - but the link between it and the internet.
- Spend some time identifying a device that potentially interact with a smartphone, rice cookers, kettles etc. Instead, look for design for only one specific smartphone Samsung Galaxy Android etc.
- Technical details relating to connectivity or other devices are not part of this competition. You are designing the connectedness of the machine you are sufficient that connection would be the future. Most suitable devices are those by electricity, although connection is potentially possible through the addition of sensors.
- Put into practice the skills and knowledge from the previous projects on the module, the competition and the wants and needs of the user groups. Use your models of a suitable device - the thing - for the sketches and use various techniques to explore potential solutions. Work through to produce hi-fidelity, pixel-perfect, mock-ups.
- Bring elements of emotion into your design. Colour to engage the user.
- Don't over-complicate your final design and functional capabilities work them out.
- Present your competition entry in your final pdf submission should be well-structured and at the best standard as you can. Comprehensive, suitably structured content include clickable links to relevant video host them.
- Give your app a name and include it in the pdf.
- Have fun and enjoy the work!

Learning outcomes

This project covers all the module learning outcomes. Find these under Module Information in the main left-hand sidebar of the module Blackboard space.

Resources

Book: Jesse James Garrett. The Elements of User Experience: User-Centered Design for the Web and Beyond (2nd Edition) (Voices That Matter). Pearson

PROJECT 3

Design and New Media ARTD6115

Launch: wk11 w/c Mo 09/12/24

Completion: final portfolio hand-in date Th 16/01/25

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v.03.04

APP360

"the cursed animosity of inanimate objects"
John Ruskin 1819-1900

Aim

The aim of this project is to give you the opportunity to bring together all that you have learned so far on the module, in order to create high fidelity prototypes of a potential smartphone app that meets the requirements of an imaginary design competition.

Introduction

This final project of the module, is an incremental step up from the earlier projects for a number of reasons. You will be developing a prototype mock up of a smartphone app and working through all the stages of an iterative design process. You will also be setting your own brief, in that you will need to identify your own focus for the app. Finally, you will be applying some elements of psychology and design theory to your final product.

Brief

Imagine you are applying for a six month internship with a leading design studio. Applications for this position will be numerous and highly competitive, so the studio have decided to base selection on a design competition.

To enter the competition you must design a smartphone app for an appliance or other device - a physical thing - in common usage amongst international students in the UK. Having identified a suitable device, you will need to develop your ideas for the app using user-research and ideation through to lo- and hi-fidelity prototyping of the final product. Testing will need to be done and an iterative design process undertaken. The competition hosts will also want to see the process that underpins the evolution of your ideas.

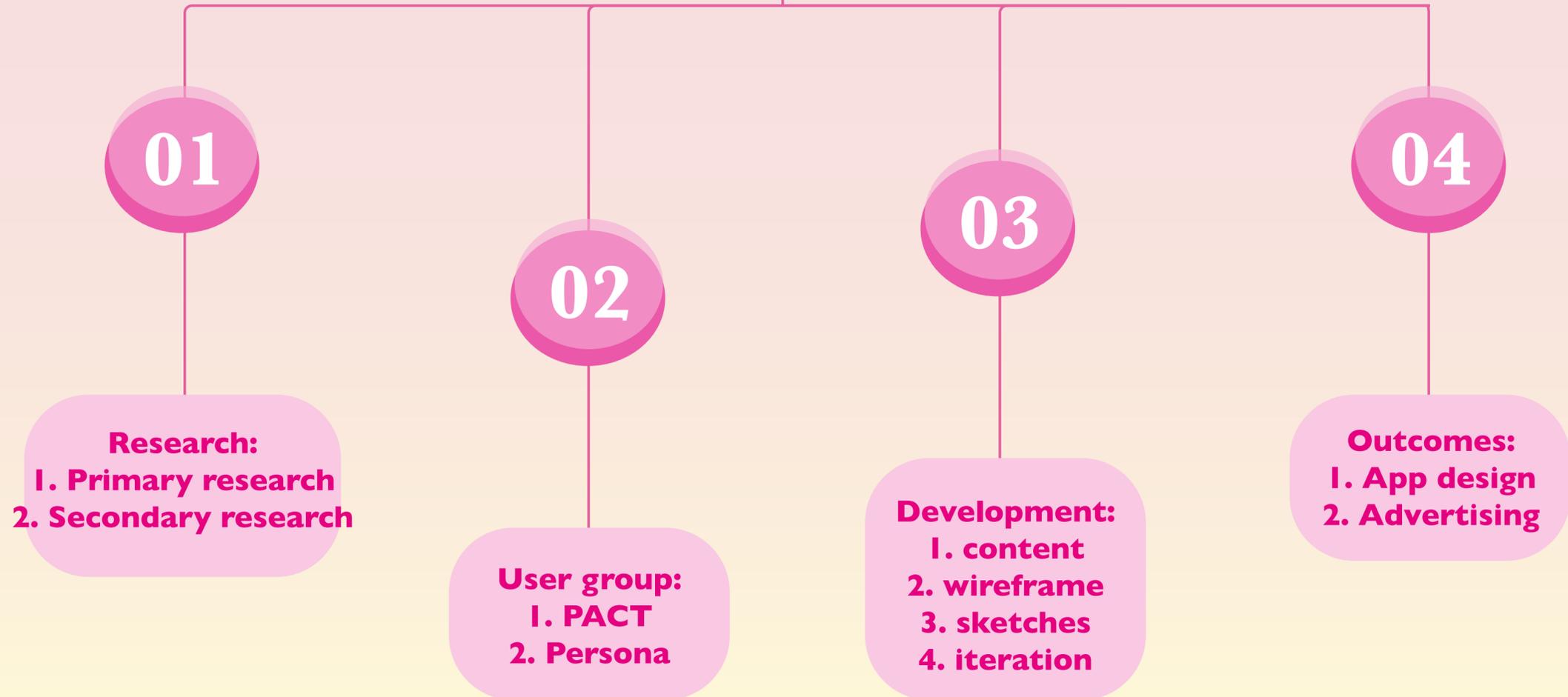
To be successful, your app needs to be differentiated from other competition entries. With this in mind, the studio are looking for novelty, functionality and practicality. As well as these characteristics, a successful competition entry will be usable, useful and will introduce an emotional element into the design. Most of all, the studio will expect you to demonstrate your creativity and to stand out from the crowd with compelling, relevant ideas.

Submission to the competition is by a pdf document (up to 10 screens), with annotated images which should include links to a short testing video and a video of the app - the latter either as a walkthrough of features or as a speculative scenario of the app in action.

AL 12/24



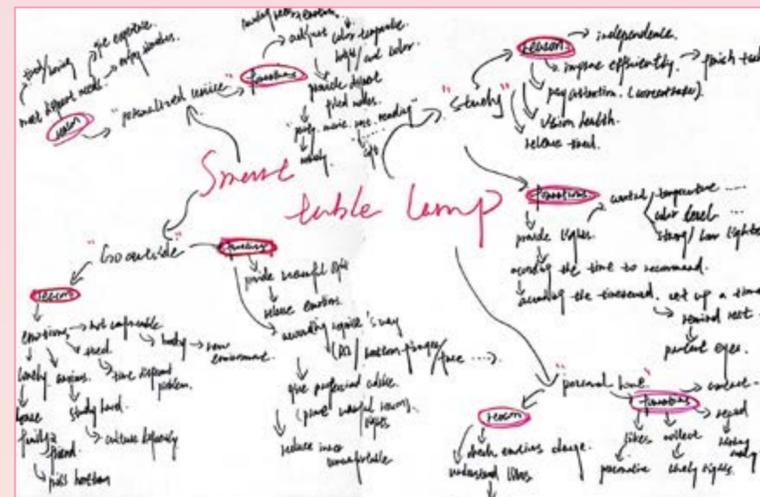
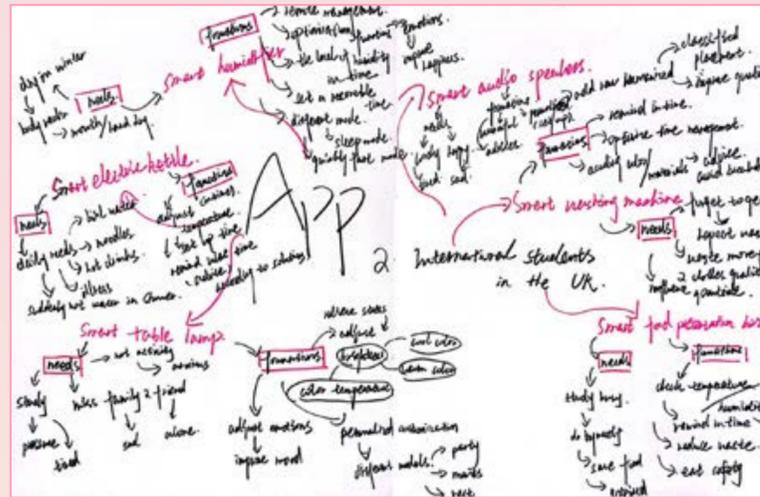
The appiaction "Brightie" design process



Research

Mindmap

In the research stage, I searched for a number of smart equipment to meet the needs of international students' life and study through the mindmap (first picture), such as smart table lamp, humidifier, and washing machine. Finally, I chose "Smart table lamp" as the theme for Project 3 (second image). As international students face academic pressure and emotional loneliness in a foreign country, I hope "Smart Lamp" provides them with a sense of practicality and companionship through learning support, emotional regulation, and personalized lighting experiences.

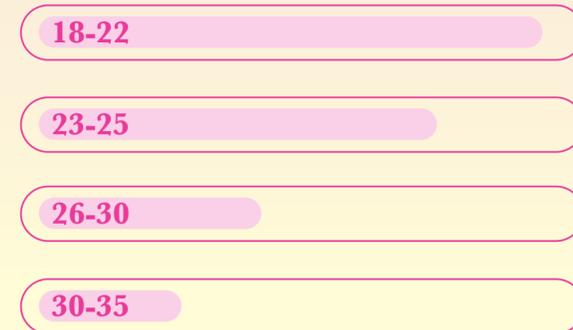


User group

After determining the topic, I divided the international students into four ranges, analyzed their needs and interest. I ultimately chose students aged 18-25 (undergraduate and graduate students), they face academic pressure, emotional loneliness, and need to adapt to a new environment. I will focus on their emotional changes, living conditions and pain points on research.



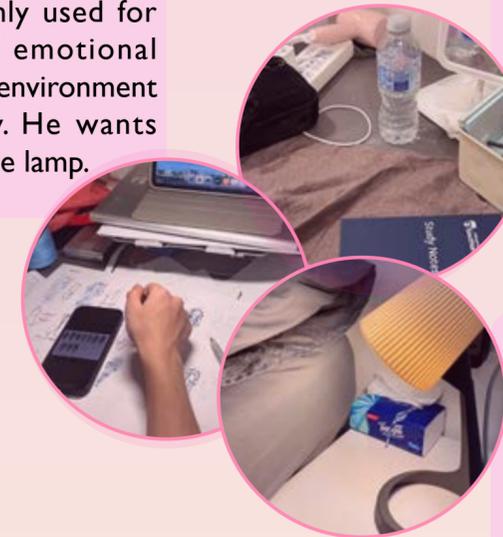
Age distribution



Primary research

Person 1. interview

A cold lamp, mainly used for studying, lack of emotional warmth, feel cold environment in the dormitory. He wants multifunctional table lamp.



Person 2. interview

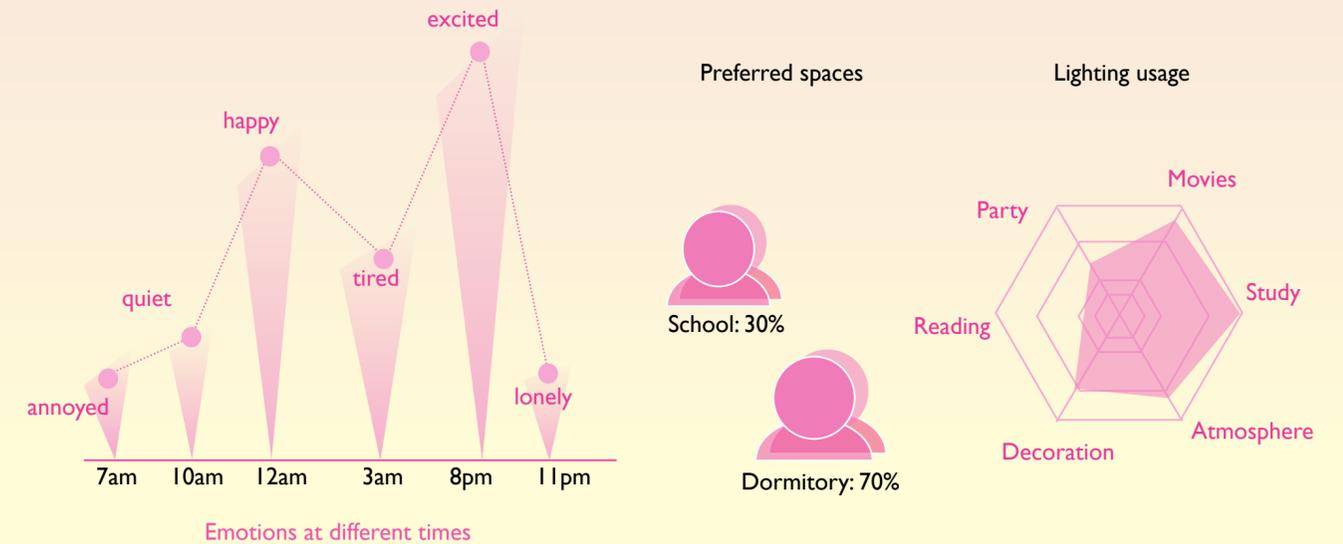
There is no desk lamp, only rely on the dormitory with the roof of the white light. The dormitory is deserted, and he prefers to go to friend's house for a party and feel relaxed in the lively environment. Expect to be functional and provide emotional companionship's devices

Person 3. interview

A warm lamp, like to watch movies to create a casual atmosphere. Pay attention to the emotional and decorative functions. But her lamp's function is single, not suitable for studying, bad for eye health.

Secondary research

I analyzed their living habits, lighting needs and emotional changes through secondary research. Most students stay in the dormitory after school and enjoy some personal time, but they often feel lonely due to being alone for a long time.



People

International students aged 18-25 cover the undergraduate and graduate students. They face academic pressure and acculturation, and miss their families, and need emotional support and practical tools. They are familiar with intelligent technology products. So, smart lamps can improve physical and mental health, regulate emotions, improve learning efficiency, and provide personalized lighting experience to help them find warmth and happiness.



Contexts

User activities are campus dormitories or social apartments. The room is small and the intelligent technology is not complete, and the network is unstable. So, the lamp can provide a variety of functions such as learning, relaxation and social interaction, and support mobile phone control, and users can quickly connect to use.

Activities

Features include mood regulation, learning support, and personalized lighting customization. When they are depressed and lonely, they relieve their emotions through warm light, improve their concentration through optimized cold white light when learning, and create and choose lighting scenes according to their preferences.

Technologies

The mobile app is simple to use, intuitive and interesting interface, and has high practical value. Anthropomorphic illustration design engages users's eyes. The smart lamp provides the function of adjusting the color and brightness of the light, personalized service, and optimize the user experience.

Persona



Name: Jennie
Age: 20
Gender: Female
Education: Undergraduate (freshman)
Major: Marketing
Country: Canada
Current location: Manchester, UK

Personality trait:

First time abroad, leaving the company of parents, live in en-suite, do group homework at school, hope rest at night to enjoy alone time. Be interested in cute and healing items, decorate a romantic living environment.

Interests points:

Personalized service: adjust the color of the light freely to achieve unique value.
Emotional regulation: miss family and friends, light relieves anxiety, feel relaxed.
Easy to use: adjust the lights easily from the phone at any time.



Name: Simon
Age: 23
Gender: Male
Education: Postgraduate
Major: Fashion design
Country: China
Current location: Winchester, UK

Personality trait:

First arrived in the UK for 3 months, rented a single apartment, heavy schoolwork, do homework at night.
Like watching movies, listening to music, and chatting with friends.

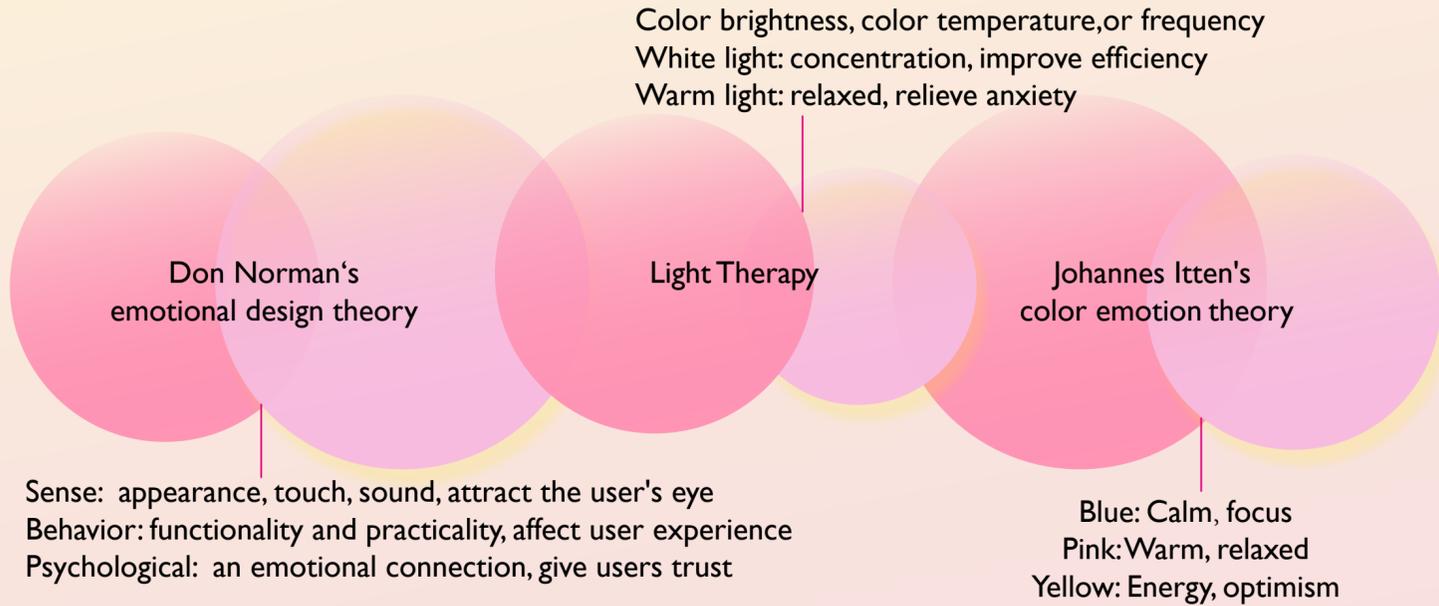
Interests points:

Learning efficiency: a suitable lighting environment for studying.
Emotional support: get a warm and comfortable environment to relieve loneliness.
Technical service: simple and practical.

Secondary research

Theory

Through the analysis of psychology and color theory, I found light therapy is a way to regulate physical and mental health. Lighting can adjust emotions, improve life quality. Color psychology and emotional design theory explain different light colors can meet people's emotional and functional needs. These theories provide design basis and emotional value support for my projects.



Personalized Light

Novelty: through light therapy and emotional design theory, users can identify and understand their emotions, and light becomes a medium to regulate emotions.

Learning assistant

Practicability: My app can meet multiple needs for studying, leisure and emotional support.

Mood lights

Innovation: I combine emotional regulation, focus on studying and personalized lighting functions to break the limitations of traditional desk lamps.

Three important points

Inspiration for illustrations & layout

To better attract users' attention, I researched on the Dribbble website to analyze excellent interface layout's examples. And I also deeply inspired by Korean illustrator Rena, whose illustration style is mostly simple lines and soft colors. She uses anthropomorphic design techniques to create a warm and relaxed atmosphere to show the story behind her work.



Inspiration for app's name

"Brightie" is the theme name of my project. It is a combination of "bright" and "ie".

"Bright" represents warm and sunshine, "ie" represents the anthropomorphic suffix. User can associate the bright light, feel a sense of security and happiness, and establish an emotional connection with app through a relaxed and playful way.



Development

App's content

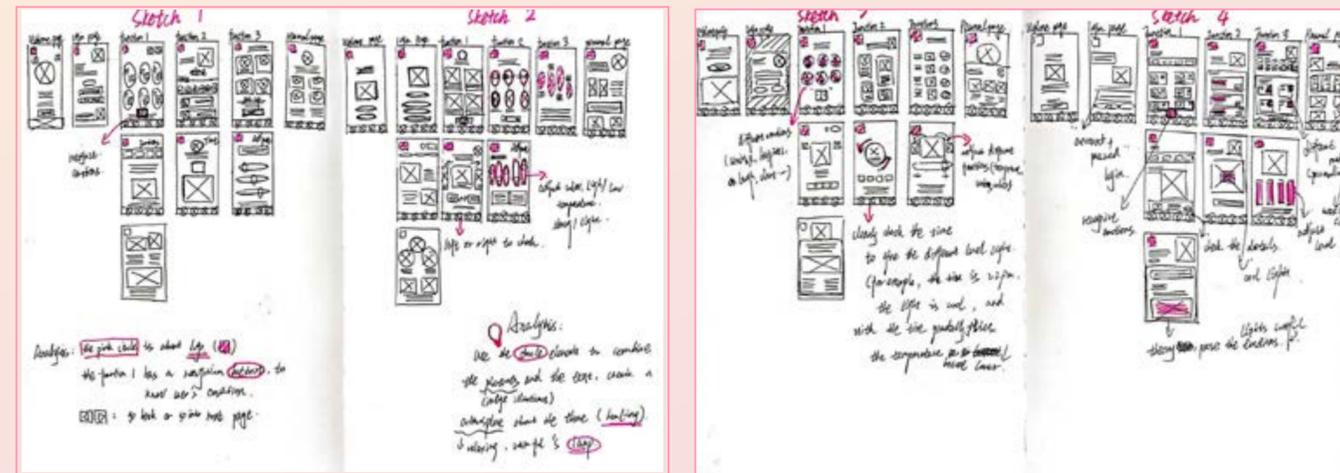
The App of "Brightie" can help international students (aged 18-25) ease the loneliness in a foreign country, academic pressure and adapt to changes in the new environment.

To solve these problems, the "brightie" application contains a welcome page, a login page, 3 core function pages, and a personal homepage. I hope users through the three functions of "mood, study and magic", obtain a sense of happiness and security, improve learning efficiency and life quality, and improve their mood and health status.

wireframe

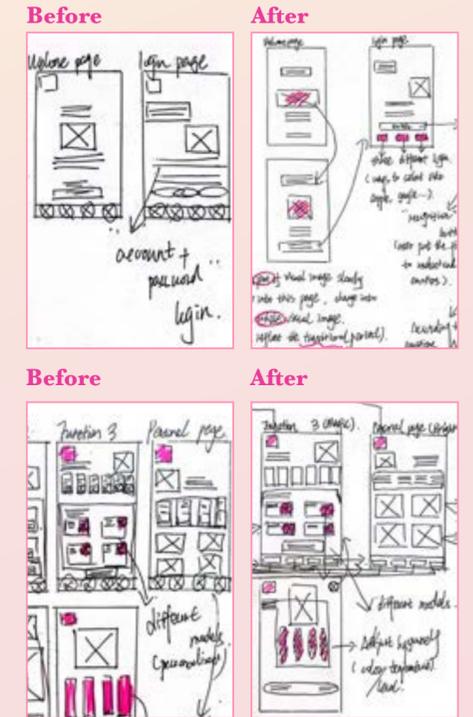
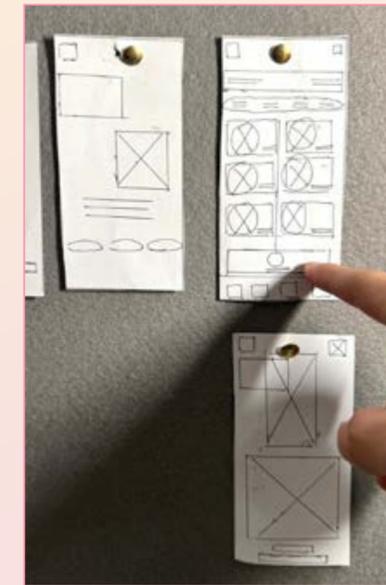


Sketches for layout

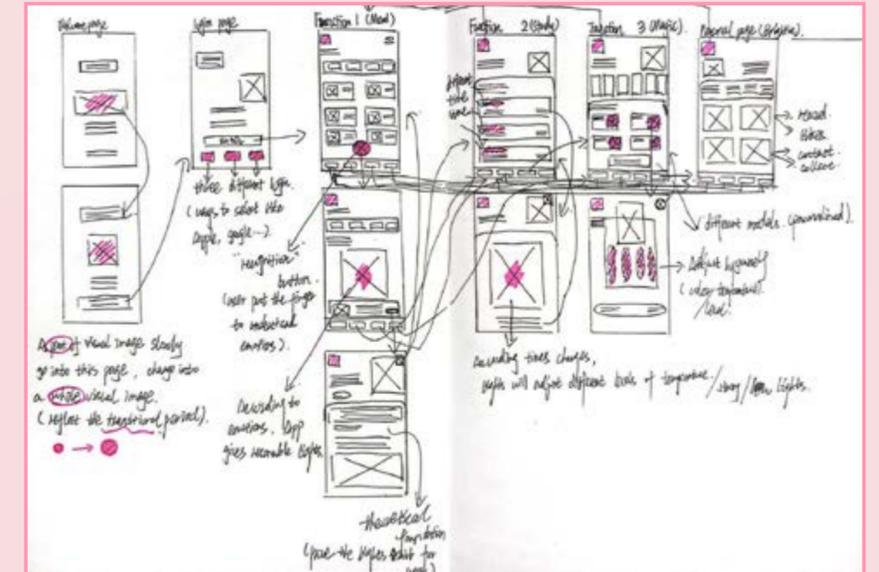


Testing & first iteration

I used paper prototype for the first test. Users think the content page is not intuitive, the position of some buttons is confused. Finally, I adjusted the spacing between the images and the text, and redesigned the button position to allow users to quickly browse the content. I have added a new welcome page, the change from half visual image to the complete visual image, this sense of transition creates a pleasant vision when opening the app.

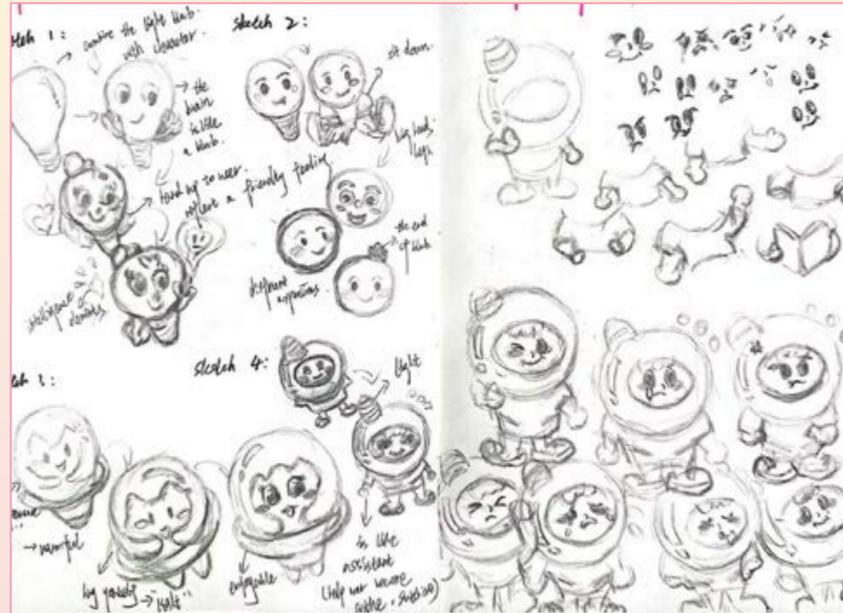


The improved layout



Sketches for illustrations

I was inspired by the appearance of a classic light bulb and used anthropomorphic design techniques to create a cute and healing visual image. The bulb is rounded and cute.



Color for illustrations

I designed multiple visual images according to the three functions of the app, and expressed the user's emotional state through smiling and blinking. The spiral part is designed as a head feature, it gives user a sense of freshness. This reflects the warmth and healing design of the smart lamp.



Sketches for icon



icon

The design inspiration of the logo comes from the illustration characters. I extracted the hands of the characters and combined them with the theme yellow. I use sans-serif fonts to give people a comfortable look, and brown text adds layer to the yellow background of the logo.

The logo expresses open arms to embrace themselves, which reflects a healing connotation and directly expresses the multi-functional lighting. I hope "brightie" is a friendly and warm app. This can reduce the loneliness of international students, but also relieve the tired physical condition.



Color scheme & typeface

Yellow symbolizes positivity and sunshine, pink represents warmth and caring. The combination of the two expresses the app's healing emotional design. And I choose gill Sans for the text of the whole app. I want to present a simple and comfortable look and feel to users and give them a relaxed and happy mood.

GillSans Regular
GillSans Bold



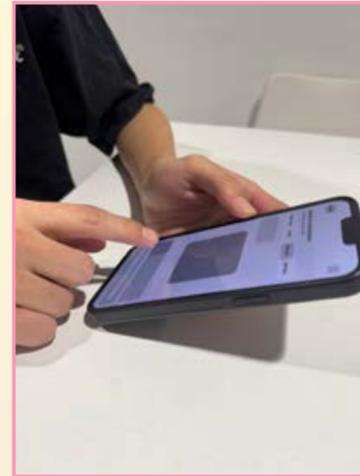
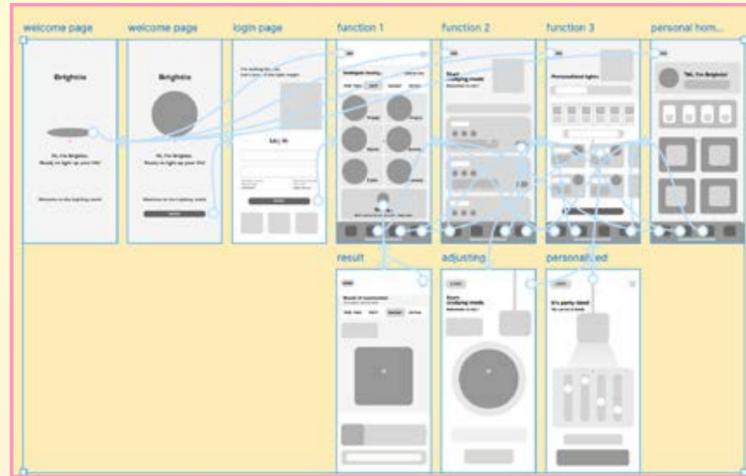
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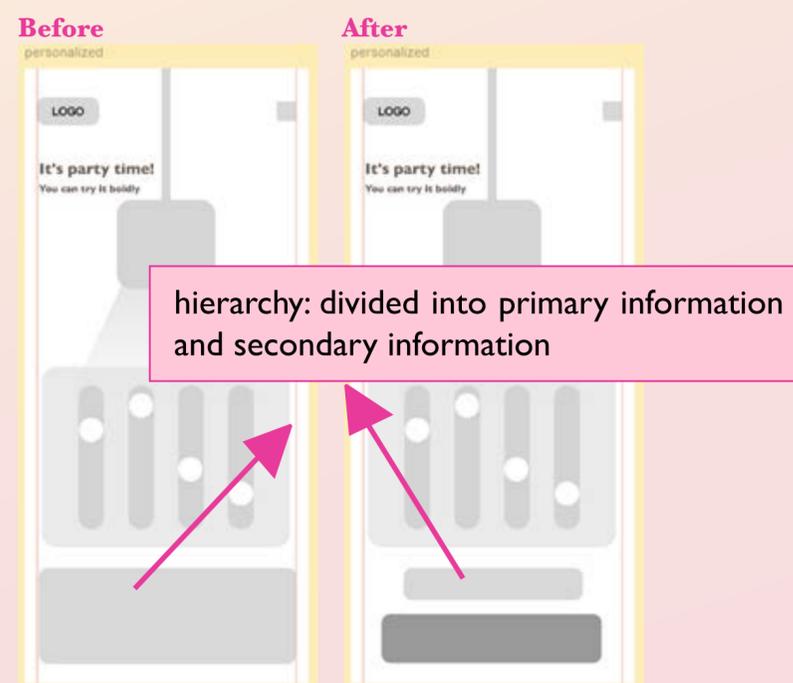
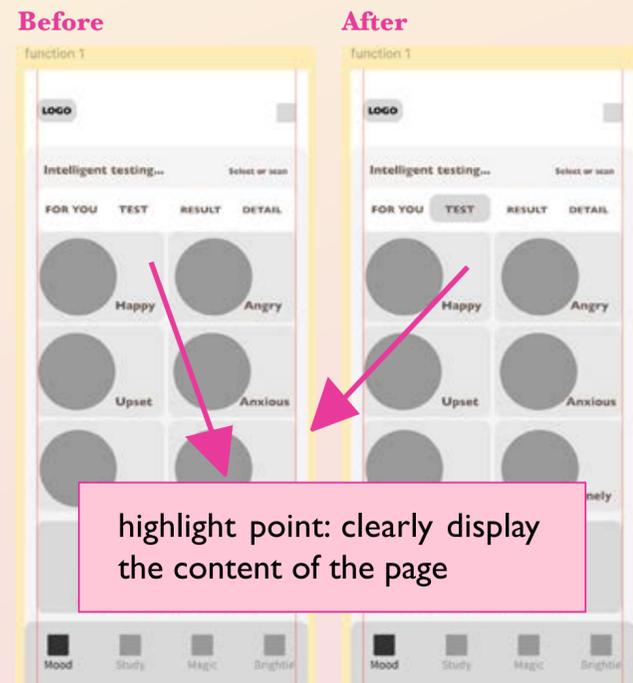
low-fidelity model & Testing

After the first iteration from the paper, I made a low-fidelity interface design and find international students to test it.



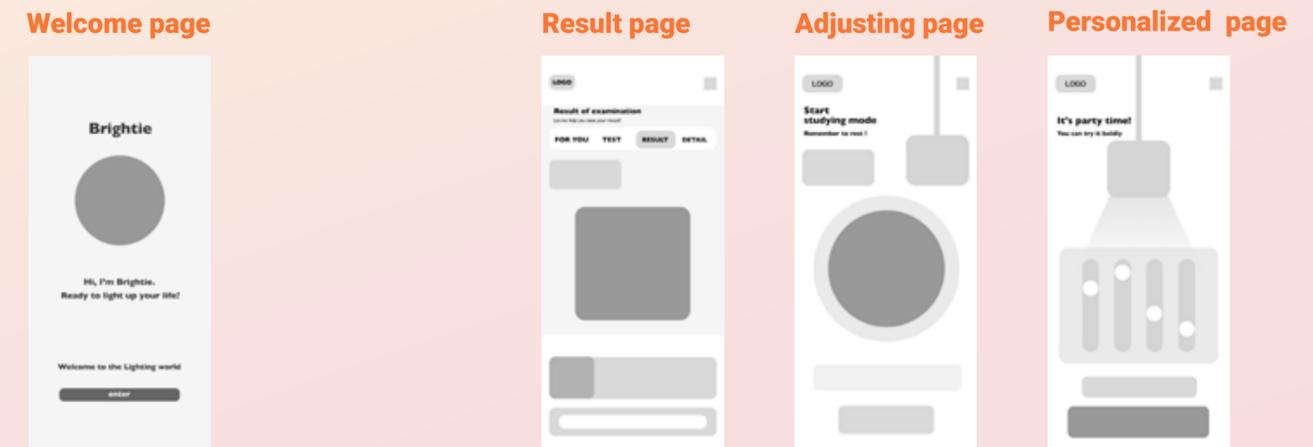
Second iteration

In the second iteration, compared with the previous design, the layout of the "mood light" was adjusted from clutter to clear and tidy. Users want to click the Logo at the top of any page to jump back to the welcome screen. Based on user suggestions, I also placed illustrations in different ways, and adjusted the layout of elements and text to make the visual hierarchy clearer.



Final low-fidelity model

I modified the layout according to the user's suggestion, the final "Brightie" app includes 2 welcome pages, 1 login page, 3 core features, and a personal home page.

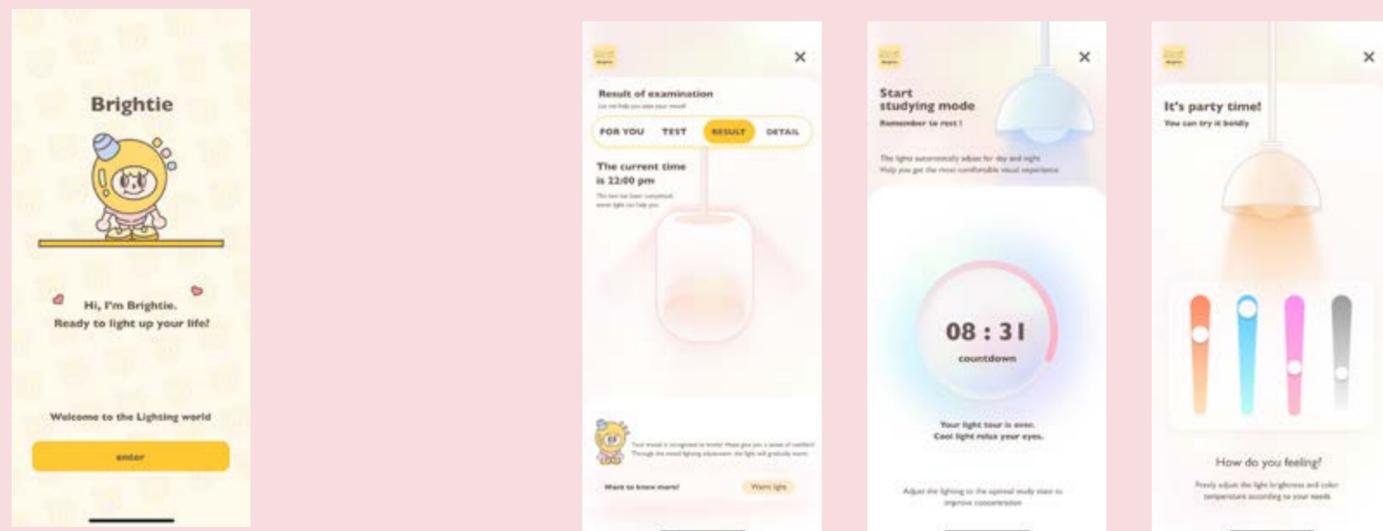
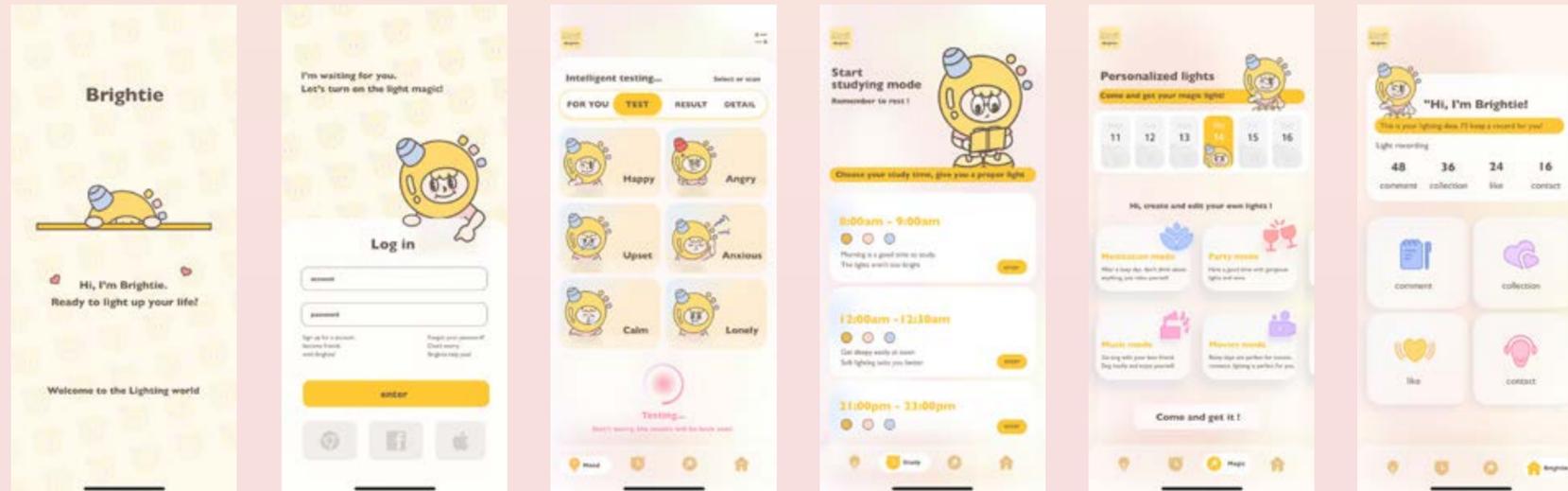
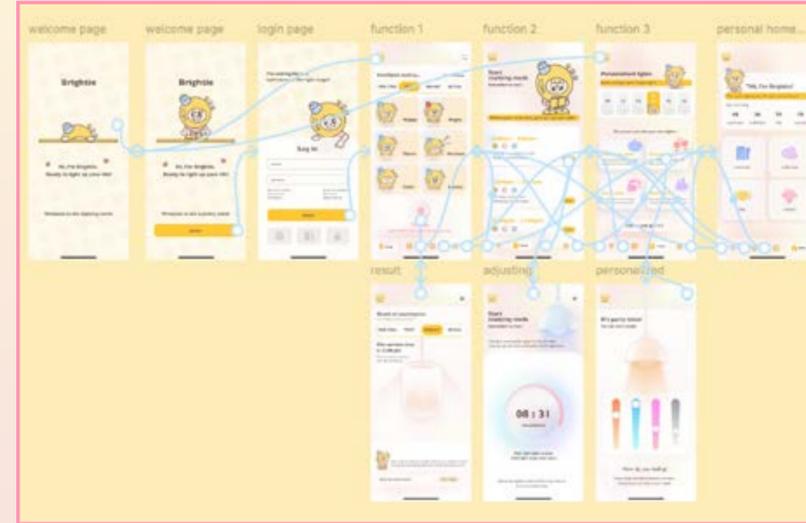


I tested the layout again and the overall layout looks much better than before.

First testing video's link: <https://youtu.be/AEz4676motk>

High-fidelity model

I choose bright yellow and soft pink as the main colors. The combination of colors and text adds a sense of layer. It creates a comfortable and warm atmosphere, which is in line with the emotional design concept. It provides users with a relaxed and comfortable interactive experience.



Selling point

"Brightie" is a smart lamp designed for international students aged 18-25. It provides three core functions to meet diverse needs, and improve physical and mental health.

In terms of emotional value, "Mood light" relieves loneliness and anxiety by sensing emotions and recommending appropriate lighting colors.

In terms of practicality, "Learning assistant" automatically optimizes lighting according to study time and environment to improve concentration and protect eye health.

In terms of innovation, "personalized light" allows users to create and save unique lighting patterns to meet the diverse needs of different environments.

In terms of fun, this app attracts users' eyes by anthropomorphic design. Though cute and healing style, it gives users a sense of happiness and security.

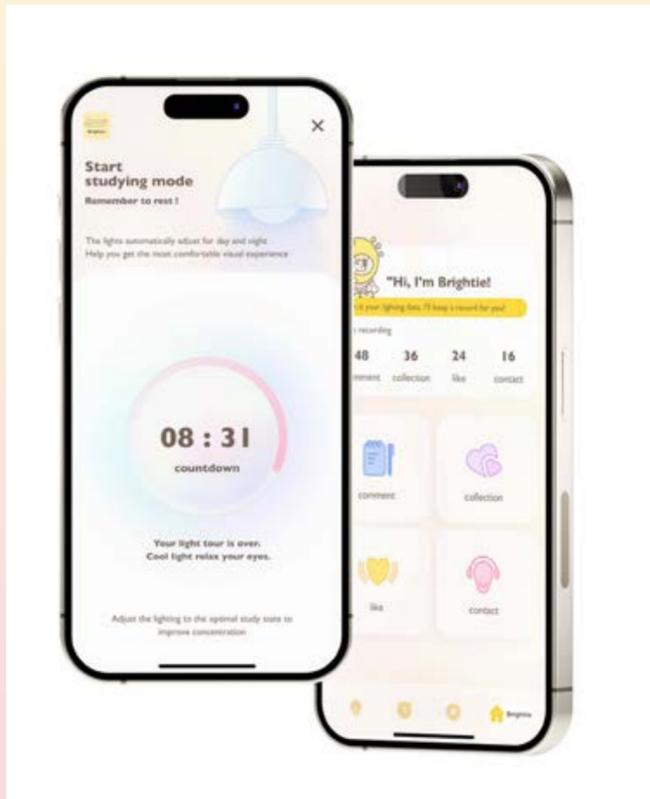
Brightie hopes to successfully help international students enjoy a good lighting experience to brighten up their lives while studying, relaxing and socializing.

Outcome

Reflection:

With the "Brightie" project, I learned how to adjust the user's inner needs through emotional design, and combine intelligent technology to improve the practicality of the application.

In the process of research, I used interdisciplinary approaches of color theory and psychotherapy to make my project more relevant to the theme of "emotional healing". Brightie's anthropomorphic design style successfully creates an emotional connection with users, which brings them warmth and a sense of security. In the design process, I made several iterations of the low-fidelity prototype and continuously modified it according to the user's feedback, the layout of app become better than before. In the future, I will focus more on user experience, explore more personalized and innovative features, and provide more functions to create more designs with emotional value.



Magazine advertising design

The magazine advertising attract users' attention visually through warm and soft layout design and anthropomorphic visual image. Through simple and intuitive text to convey the selling point of "adjust emotions, improve health, creater personalized lighting" to attract users to try to download Brightie, precisely meet the needs of the audience. The magazine advertising successfully promoted the functional highlights, but also created a warm brand image, and then delivered the brand story.



Second testing video's link: <https://youtu.be/O1W6P3b1GYQ>