

DRY Research Journal

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Introduction

A Look Back at the Research

Research and highlight a social issue that either has little coverage or coverage you feel could be more effectively communicated.

It is true that a number of people are not able to live their lives to their full potential because they have a drinking problem. How can a design solution facilitate a universal recovery process to alcoholics and help transform the lives of the most vulnerable in society?

Russel Brand's book 'Recovery Freedom From Our Addictions' The instinct that drives addiction is universal. Its an attempt to solve the problem of disconnection, alienation and tepid despair.

"The problem is being human in an environment that is curiously ill-equipped to deal with the challenges that entails. This is a social issue at the core of society".

Why is it ill-equipped? That is the question I am asking myself. To answer this on any level would mean diving into the complex lives we all have,

this is obviously a daunting task as we all have such diverse personal problems as humans. It isn't surprising we turn to addiction, Russell Brand says addiction is the "mode of our culture" this is due to consumerism. This may be true but I think part of the problem lies in us as individuals and there is only so much society can do.

Insight from Fiction

I have been reading fiction crime novels by Jo Nesbo for a few years now, in which the leading protagonist is an alcoholic police detective called Harry Hole. Although the plots can be slightly far-fetched, most of the time the descriptions throughout are much like real life. There is a healthy balance between drama and reality keeping the stories exciting and also grounded and believable. Its like a glimpse into the life of an alcoholic. The reasons he starts drinking again after each dry spell is the same and true to most real-life alcoholics. This is emotionally painful/stressful experiences. Personally, I think with this aspect of addiction, people who repetitively fall

back into self-destruction mode with alcohol, do not have the capacity to deal with their emotions in a positive way or try to block them out. It seems obvious, but understanding this gives me insight and helps me with compassion and perspective. A good psychological headspace in which to help and understand alcoholics . This lets me create a campaign that is empathetic.

Qualitative Research:

- Interview
- Focus group (AA)
- Case study

Interview with Source (Chair of Plymouth's AA intergroup).

Key information learned:

- They cannot promote alcohol in any way.
- AA is run solely by volunteers and recovering alcoholics.
- AA helps people recover through the twelve

step program, which is religious.

*"No real alcoholic ever recovers control of their drinking. The mental feature is that no matter what circumstances or consequences there were, whether I was having a good day or a bad day, I always drank again. This is a hopeless condition, and before going to AA I tried going to doctors, counselors, took various medication, all to no avail. Nothing I tried could keep me sober for very long. The way I recovered was by coming to AA and going threw the **Twelve Step program.**"*

Quantitative Research:

- AA 2015 Members Survey
- Department of Health Survey
- Changing Minds Campaign
- Statistics

AA 2015 Members Survey

Key information learned:

- The most common route for people finding AA is through the internet which isn't surprising (still, it is a hard fact).
- The second is the AA is attracting a younger membership. 33% of members with less than five years sobriety are under the age of 40.
- The southwest has a 45% response rate.

Department of Health Survey

Key information learned:

- It seems that there is a decline in alcohol dependency among the younger school age community (year 8 to year 12). Substance abuse is all but ignored in most undergraduate medical curricula in the united kingdom.

Changing Minds Campaign

Key information learned:

Reducing the stigma of alcohol addiction will encourage people to seek support and help addicts to understand their rights to receive guidance from society.

Statistics

The ten worst areas for ESA claimants due to alcohol misuse:

1. Bournemouth 410 (4.57 per cent)
2. Edinburgh 930 (4.55 per cent)
3. Aberdeen 390 (4.5 per cent)
4. Glasgow 2,280 (4.49 per cent)
5. Blackpool 480 (4.29 per cent)
6. Portsmouth 340 (4.12 per cent)
7. Lancaster 240 (4.01 per cent)
8. N Somerset 310 (3.94 per cent)
9. W Dunbartonshire 240 (3.82 per cent)
10. Renfrewshire 370 (3.67 per cent)

Convergent and Divergent Research results:

- Inform UK undergraduate medical curricula of the need for more study of Alcoholism.
- Re-communicate AAs twelve step program.
- Reduce the stigma attached to alcohol addiction.

Research Summary

I have found that the AA has a very good rate of recovery. Especially as "33% of members with less than five years sobriety are under the age of 40. In the interview with Matt, the chair of Plymouth's AA intergroup. He helped me understand more about how the AA operates. He told me that the AA uses a recovery system called

the 12 step program. After hearing about the 12 step program I did some further research into it. This system is what makes Alcohol Anonymous so successful. The classic 12 step program that Alcohol Anonymous groups use is a religiously based service. Atheists might be put off by this fact. This is why I am suggesting to adapt this program to a more universal plan. The twelve step plan has been used to make apps before but always religious.

Dr. Stalcup

Dr. Stalcup (a rehab specialist) checks in with his patients is asking them, "hows your boredom? Hows your interest level?" He explains that boredom is a big factor in recovery. These questions "how's your boredom? Hows your interest level?" gave me an idea that might work. How could I give an alcoholic passion for something? Something that would interest them more than drinking.

Target Audience

- The men and women I am targeting are between 15 to 35.
- They will live all over the UK
- They may be employed
- They have a shy personality (anxiety).
- They feel stigmatized
- They are embarrassed

Proposed Solution

The classical 12 step program is understood through Christianity. This could be better communicated, I am suggesting that I re-communicate this tried and tested recovery process in a way that won't scare away alcoholics from different spiritual backgrounds. From an atheist's point of view the 12 step program could be more universal for the whole of society. This could be represented as an app as my research shows that the most common route for people finding AA is through the internet. Hopefully this app will resonate with people who might be too anxious to speak in group therapy sessions full of strangers. I like the idea of combining the twelve step program with a passion generator that helps the alcoholic to find something more stimulating than drink. With this combination, the underlying psychological problems can be addressed as well as a goal driven objective to reinforce productive positive behavior.



Plan

A Rough Guide

I have devised a plan to structure the 303 branding module. Steps one to six have been covered in the 301 research module previous to this one but I have included them for a more holistic projection of the project:

1. Really understand the topic/definition for your social enterprise.
2. Do different types of research methodologies:
 - Quantitative surveys
 - Interviews
 - Phone interviews
 - Public polls
 - Emails
3. Target audience found through the research, demographics, statistics
4. Evidence of demand- people in the area of expertise that can help prove the demand and

share their knowledge.

5. Empathetic modeling - know your target audience. (Perfectly Taylor)

6. Primary objective with work plan (mission, values, vision).

I feel that I have understood and completed all the previous steps thoroughly in the first section (301) of the project. The following steps will be taken to complete the FMP.

7. Target audience (refresh)

8. Application functionality

9. Mission statement. Plan, primary objective (mission, values, vision).

10. Semiotics

11. Name generation

12. Logo Sketches (logo must be versatile).

13. Font, make a sub-font family.

14. Iconography

15. Postcards - pack of bits, stationary.

16. Outcome development.

17. Brand Guidelines.

18. Primary outcome.

19. Secondary outcome. Posters etc.

This plan will be subject to change throughout the project as I am bound to learn from lecturers and guest speakers.

Target Audience

Re - visit

I decided to re-look at my target audience to refine my branding territory. This is what I already have:

- They are aged between 15 and 35
- They may be employed or not
- They a shy personality (anxiety)
- They feel stigmatized
- They are embarrassed

Here are a few more factors:

- Male and female
- Tech-savvy early adopters
- Location: Urban
- Income: level any
- Religion: any
- Level of education: any

It is quite hard to create a target audience for alcoholics as people can be alcoholics In any class of life, in any profession or situation. I think I have refined it as much as I can. I think the main aspects that make this project stand out

are it being universal (not just for Christians) and for people who don't like the idea of sitting in a group talking to strangers (group therapy may be the most effective way to recovery but I wonder how many people fall through the gaps because they can't bring themselves to get over their anxiety). I myself am not anxious but I still get very nervous speaking in public, even in small groups. That being said, a target audience is a very important foundation in the design process for a brand so it comes across crystal clear for the right people to consume.





Application Functionality Headspace Example

To get a better understanding of how the application will function I will use the example of an existing app called headspace.

Wikipedia -

Headspace is an English-American online healthcare company, specializing in meditation. It was incorporated in May 2010 in London, England by Andy Puddicombe and Richard Pierson. It is headquartered in Santa Monica, California with offices in San Francisco and London. The company mainly operates through its online platform, which provides sessions of guided meditation to its registered users with the goal of mindfulness. Overall content is offered through a premium subscription service model, in which users will thereafter access the company's entire library of content.

This idea of step by step sessions would work well with my 12 step program. The user experience of headspace is superb and having a similar experience which is comforting to the user would

de-stigmatize being an alcoholic, which in return would reinforce its prolonged usage and positive results. Obviously my own style is needed but I think that this fundamental step by step progression is a universal tactic to make people feel like they are progressing and learning a new skill or perception. My app will not be a profit driven campaign as it would fail to be a social impact expedition.

Creating App Content

Rephrasing the Twelve Steps

I think the best way forward is to start by rephrasing the 12 step program from a Christian to an atheist's point of view.

Thus making a more universal recovery process for all instead of the narrow population of Christians. I would like to say that I have nothing against Christianity, I myself went to a Christian primary school and understand the benefits of religion as well as the negative aspects. I myself am an agnostic and like to believe that the earth and nature are the closest thing to a god that we can perceive. Plants and fungal ecosystems are the oldest life forms on the planet and I think if there is anything that needs worshiping it is the very things that have given us life and our atmosphere. Psychedelics (plants) can open the door to other realms of consciousness that science can't explain. So from a logical point of view, that's what I choose to believe as a deity. In fact, AA co-founder Bill Wilson thought Psychedelics could help some drunks have a spiritual awakening and help there addiction. But the religious institution obviously rejected this.

Wilson's first trip was in the summer of 1956 and was supervised by Dr. Cohen and guided by Mr. Heard. I don't think that re-communicating the 12 step, tried and tested recovery process is a bad thing because it has the potential to help more alcoholics put off by religion.

The research I have done in the previous module showed that most people who find the AA do so by the internet. This is why I want to make a phone application that contains the content that I am re-communicating. The next few pages are a paraphrased version of the 12 step program without religion. I have summarized it down to the important points. This information has been researched from the official 12 step program along with other online resources.



Step One

Admittance

To admit that you are powerless over your addiction and life is unmanageable.

A part of you that wants to change your negative behavior, while another wants to keep holding on to it. People drink to distract themselves from consequences, guilt, shame, low self-esteem, and pain. There is a cycle, feeling awful after the binge, then shame, then the pain, then back to the beginning. The more often this happens the more out of control it becomes. The first step allows you to admit that you are addicted to alcohol. If you don't think you can live without it, it has power over you. You admit you are powerless over your addiction and you need a new power. This step is about realizing the possibility of change. It's worth a shot. What's the worst that can happen, well there are really no negative premonitions only withdrawal symptoms if you're a heavy alcoholic (talk to a doctor first).

Questions to ask yourself:

- What do you want to change?

- What fear or pain do you associate with the change?
- What kind of pleasure do you gain from not changing?
- What can it cost you if you do not change?
- How has your problem jeopardized your important relationships?
- Have you lost respect because of your problem?
- Have you developed any illnesses because of your problem?
- Have you experienced any abuse because of your problem?
- What have you done to attempt to control, change fix your problem?
- Why have you not changed if this is truly an important aspect of your life?
- Are you willing to do everything to have it healed, transformed, or changed?

If these questions concern you, then you have to admit that you are powerless over your addiction and your life has become unmanageable. You cannot solve your problem alone.

Step Two

Believe

Coming to believe there is a power greater than yourself and that power can restore you.

Once you admit you are powerless over your addiction and your life has become unmanageable there is hope. This may be a blow to your ego as alcohol has been a survival method for so long. You must have hope as your foundation, change is difficult but you must give it time to realize that you don't need to feel dreadful all the time.

Hopelessness is usually felt when one's addiction is challenged but asking for help from others can give a new perspective. First, you have to admit you have a problem then you have to hope you can improve your life. Remember your tendencies can always reassert. The idea is to maintain a new magnetic pull that can change your old patterns.

Step Three

Seek Help

You do not know what you are doing and you should accept help

People who often revisit step three know they have a problem and believe that change is possible but think they can overcome it by themselves with self will. They don't think they need help. Addicts can often connect to one another because they can relate and understand what the other person is going through. Counselors can acknowledge you as an individual and make you feel understood and optimistic. Addicts need compassion to be motivated for change. Support by people who are supportive and kind can put you in a new state of mind. Admitting one needs help is hard which is why this step is the start of humility.

Step Four Inventory

Make a personal inventory

Make a personal inventory of yourself that holds all the things that cause you to make bad decisions. The objective is to understand and assess the complex and interconnecting beliefs that you have. This way you can recognize that you have a serious addiction. Step four is about evaluating your behavior. You have to find out which aspects of your life are affected by your unconscious behaviors. Things like pride, sexual relations, personal relations, self esteem, ambition, finances and security. Your analysis of yourself and psyche as well as its various consequences and attachments is subjective so you counselor, friend or family can help you out. By creating your inventory you are able to break down hidden destructive personal stories to rewrite your past and change your narrative. You have to accept the world for what it is but don't lose your hope is about change.

Ask yourself questions like: where you made a mistake, what areas you have been selfish and

dishonest, where you felt afraid and where you were wrong about something. Remember to be honest while answering these questions then you can successfully figure out why you feel resentment. If you have a job you hate, are with someone that is bad for you, you have an eating disorder, an unhealthy lifestyle etc you will be discontent. Understanding you feelings of resentment gives you a much clearer understanding your world.

Next write down all the things you are fearful of. For example; job interviews because you have little confidence in your abilities so you turn to drink for comfort. This behavior does not end well, when you give into temptation you fall back into the toxic loop.

Step Five Want Change

Consciously declare that you want to change

With all your writings of admittance read them to another person, a counselor, friend or family. The process of confession is recognized and ritualized in many cultures. When you unload you are able to know yourself better. You can identify what you are and what you are not. Connection has three points: you must connect your ordinary and earthed self, to your higher self, and then to other people. When you do step five ask yourself also why you want to do it in the first place, why you are doing it with the person you have selected and what is its function.

Step Six Behavioral Patterns

Change your behavioral patterns and feelings that are painful and unpleasant by accepting that they do not work for you.

When you know your resentments such as self pity, self-centeredness, greed, selfishness, lust, jealousy, envy, pride, dishonesty, intolerance, sloth, arrogance and impatience you can make a decision to either continue your old patterns or make a change.

When you justify your misery, you recommit to it. Remember that justifications you make are all obstacles towards change. Ask yourself what will happen if you do not change. Conversely, how can your life get better if you become willing to change.

Step Seven

Accept What You Are and Embrace What You Can Be.

Accept what you are and embrace what you can be.

Humility refers to the acknowledgment of your relative insignificance. It does not mean you have no value. You are highly valuable. Your wants and drives are often biological impulses that you have subscribed to unconsciously.

If you believe that you can only be happy when you are in a certain relationship, but the other person does not seem to be interested, then it does not matter. If you let your feelings about your situation affect other aspects of your life, then you are not being humble. Instead you are being self centered. Take note that sadness and disappointment exist in the world. Everything is going to disappear one day, so whatever concerns you have or are not that big of a deal.

When you review your inventory, you can decide to eliminate your defective patterns and characteristics. You can acknowledge your positive attributes as well as your ability to show

love and kindness. Your new higher objective is no longer operating on a mundane level of self fulfillment. You promise to become useful. You become guided by utilitarianism and you prepare yourself to serve others.

In all, step seven is about resisting the person you want to become. Whenever you slip up while trying to complete the program, you can recite this to help you get back on track.

Step Eight

Make a List

Make a list of all the people you have harmed.

This step is about making a list of all the people you have harmed, as well as being able to make amends to each and every one of them. You do not project or reflect what making amends can be like. Otherwise, you will disrupt the whole process. When you envisage making amends as you create your list, you may have a tendency to omit certain people from your list. Another challenge that many people encounter with this step is related to forgiveness. When you become willing to make amends towards the people that you have harmed, you also have to forgive whatever harm you believe they have done to you.

Basically amends means to improve or change. It is true that restoration, re compensation, and restitution are all part of the process, but change is still the key. You change when you realize that you no longer want to be the same person that you were before. You change when you acknowledge that your way is not working.

You change when you start to believe you can be different and even teachable. You change when you take a good look at yourself and inform other people about it. You change when you are willing to eliminate your negative traits.

When you do what you have always done you get what you have always gotten. It is like doing something over and over the same way and getting the same results every time. If you want to change, you have to actually make a change. In this case you have to make amends with the people you have had conflicts with in the past. It is crucial for you to be able to tell when real harms have been done. You should also be able to tell if you are merely projecting feelings of shame and guilt to other people. You should undergo this process with the support of a friend or counselor to make sure you do it safely and do not cause any more damage.

Step Nine

Making Amends

Make direct amends to the people who you have harmed or hurt, except in cases when doing so will only injure them or others.

This step is practical as it is only about action. After creating a list of the people you have hurt and harmed, you are now prepared to make amends! This is a chance for sole searching and researching.

People who have undergone the traditional religious 12 step program can attest to the fact that coincidences always occur. They have found people they need to meet at the right time. Likewise, they have seen signs that influenced their decisions and actions. When you start to pay less attention to your negative self centered behaviors you encounter coincidences more often. When you can change a relationship to a positive different light, you often realize that you are wrong about your personal interpretations of other people's behavior, which is why you should stop judging people.

This step truly an indication of real change. It can fill you with tearfulness and awe. It will make you feel humbled. This can make you feel grace which transpires whenever you put aside your own ways and surrender.

Here is a structure for the process of making amends:

1. Inform the person of the harm done. Do not make any excuses and be direct to the point.
2. Ask the person if they wish to comment or say anything. If they do, you should keep your mouth shut and listen attentively.
3. Make a suggestion of the amends that you wish to make.

Step Ten

Watch Yourself

Learn to watch yourself and higher self.

Your lower self is your ego. It is the mental object that you consider yourself to be prior to undertaking serious analysis. If you have a lot of Ideals you have to determine the areas where you often struggle. Then you can create an ideal that will enable you to counter these areas of struggle. For example if you are stuck in a codependent relationship, you can have an ideal that promotes self-sufficiency or independence.

Your counter ideal has to be recited on a daily basis in order for the program to be successful as a whole. You acknowledge that your previous nature, tendencies, and pain will reassert themselves if you do not do anything to make a difference.

When you undergo the twelve step program you have to rely on your own self, you have to be honest and committed. You can gain support from your community without

Step Eleven

Meditation

Detaching from external activities seek different kinds of connection (meditation).

Every morning you should meditate this healing practice will improve your focus and quality of life. It will stop you from engaging in the opinions of others and will help with serenity and inner peace. This program can work for anyone, as long as they are truly willing to change. If you use it every day it can guide you to sanctuary and inner referent. Remind yourself that it is meant to help people stop drinking themselves to illness or death. The demands of your ego do not lead to anything good. These demands always lead to suffering. Meditation quiets your mind and reprograms you to the great reality.

Step Twelve

Spiritual Awakening

Spiritual awakening

By reaching this step you should have different perspectives and objectives. You can look back and see how far you have come. You should be an entirely different person from the one at the beginning of the program. People who have come through the 12 step program successfully say that they always revert back to self-centeredness if they do not maintain their spiritual and mental state, which is why meditation is so important. To continue this state of well being is to always be improving yourself and reciting your positive ideals that counter the negative ones. You must aim to be the best version of yourself and should create a life, family and community based on the values of you higher self. You have worked hard to get here and try to remember that. Now you are enlightened you have overcome your ego, connecting to your higher self, having a higher purpose, and serving other people. Instead of hurting the ones around you, you now help and nourish them. Addiction does not make your life better. You have shown that you don't run away

from your problems and that you face them head on by completing this program

Steps simplified again:

Step 1 - Helps you identify with what you want to change.

Step 2 - Helps you determine if you believe that you can change.

Step 3 - Helps you get in touch with your feelings.

Step 4 - Helps you see your faults more clearly.

Step 5 - Helps you tell another person about your problem.

Step 6 - Helps you identify your character defects and whether or not you are ready and willing to let them go.

Step 7 - Helps you determine if you are indeed willing to commit to change.

Step 8 - Helps you get ready to apologize to everyone you have hurt in the past.

Step 9 - Helps you actually apologize to these people.

Step 10 - Helps you monitor your new changes and ensure that you do not slip.

Step 11 - Helps you be in tune with your higher self.

Step 12 - Helps you view life in an entirely new perspective so that you can enjoy it more.

Mission Statement

Values & Vision

This mission statement is a sum of all my research.

Mission Statement:

- We give all alcoholics (religious or not) hope of recovery through a tested system.
- We provide a re-communicated 12 step program available to all, via a web-based application for people apprehensive about group therapy.
- We help accomplish their potential, giving them a sense of purpose and hope for their lives in the future.

Values:

- We support the suffering with a non-stigmatizing approach.
- We show a compassionate attitude towards relapse and illness.
- We try to empower individuals.

Vision:

- To give a more universal recovery process to alcoholics of our society in a more holistic way.
- To help transform the lives of the most vulnerable alcoholics

Possible Tag-lines:

- When you justify your misery, you recommit to it
- Be true to yourself (the program only works if you are true to yourself).
- No judgment (This reaffirms the non stigmatizing approach).
- Try Try Try again
- Out with the old and in with the new.
- Accept what you are and embrace what you can be (this is a core aspect to the 12 step program).
- Eliminate your defective patterns

Semiotics

Inspiration Using Core Value Keywords

I am in no way saying that I have produced this information myself, I have gathered this information from the internet and books and feel it is important to state in my journal so examiners know that I have understood the importance of semiotics.

Semiotics - The scientific study of production and use of signs

Symbolic behavior can be observed in cultural phenomena within systems of signification the world over. Branding is one of the critical sites on the battlefield of the production of meaning. Since a brand is a system of sensory signs that incites consumers in a symbolic process, which then contributes to tangible value. Semiotics is the keystone of brand building. Through the action of signs, brands accomplish a perceptual presence in consumers; envisaged as a mental representation and emotional connection. Brands become symbolic triggers in reconstructive memory in the consumers brain.

Semiotic Terminology

Sign: The smallest unit of meaning. Anything that can be used to communicate (or to tell a lie).

Signifier: Any material thing that signifies, e.g., words on a page, a facial expression, an image.

Signified: The concept that a signifier refers to.

Denotation: The most basic or literal meaning of a sign, e.g., the word "rose" signifies a particular kind of flower.

Connotation: The secondary, cultural meanings of signs; or "signifying signs," signs that are used as signifiers for a secondary meaning, e.g., the word "rose" signifies passion.

I could delve deep into the historic origins and universal teachings of semiotics but I feel that the need to progress this project is more important. This was covered in the first year of my degree and it is expected of us to understand

the concepts. I think I have underlined the importance and will continue to implement it for the benefit of my brand.

Semiotic implementation

I hope to gain some inspiration from analyzing my core values using semiotics. The core values for from my research are:

- Recovery
- Universal
- Hope
- Non-stigmatizing
- Compassion
- Empowerment

1. Recovery semiotics

Recovery meaning -

A return to a normal state of health, mind, or strength. The action or process of regaining possession or control of something stolen or lost.

Iconic denotations:

- Brighter
- Gradient
- Positive
- Gratitude

Iconic connotations:

- A clock
- A plaster
- Recycle symbol

colours:

Information from "Colour Psychology and Recovery" www.chapterscapistrano.com

Blue: The color blue is often seen as calm and cool. Blue can create a calming environment, so it might be helpful as a wallpaper. Perhaps someone has a hard time relaxing, but when surrounded by blue, they might feel calmer. It can help express creativity and honesty in a healthy way. It helps

people stay at peace.

Red: The color red can be a color of passion. It can also be a warm color to evoke a higher energy level. Many people who enter rehab have depression and could find help from the courage the color red evokes. It can also help people deal with shyness and pay better attention.

Pink: Many little kids like to think that pink is a girls color. Fortunately, that isn't correct, it's actually a warm and bright color. It can evoke the passion that red does, but in a happier, brighter way. It can calm and help a person feel more passion for the people and things around them. It can even help deal with insomnia and other symptoms.

Purple: In many societies throughout history, purple was the color of royalty. Purple can be used in modern times to feed the imagination. It can help someone respect themselves again and overcome fears. Low self-esteem and increased anxiety can be defeated with the help of purple.

2. Universal semiotics

Universal meaning -
Relating to or done by all people or things in the world or in a particular group; applicable to all cases. A thing having universal effect, currency, or application.

Iconic connotations :

- A globe
- Handshake
- A scale

Colours:

Information from "The Most Popular Color in the World" www.apartmenttherapy.com

The most popular color in the world is blue. The second favorite colors are red and green, followed by orange, brown and purple. Yellow is the least favorite color, preferred by only five percent of people. Another interesting survey finding: both men and women increasingly dislike orange as they age.

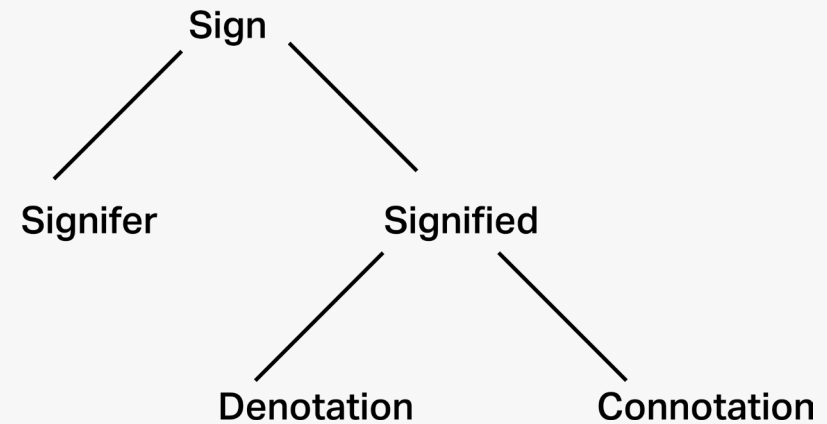
3. Hope semiotics

Hope meaning -

A feeling of expectation and desire for a particular thing to happen. A feeling of trust. Want something to happen or be the case.

Iconic denotations:

- Passion
- Happiness



- Enthusiasm
- Energy

Iconic connotations:

- Handshake
- A dove
- The Sun

Colours:

Information from "Color Theory for Designers, Part 1: The Meaning of Color" www.smashingmagazine.com

Warm colors include red, orange, and yellow, and variations of those three colors. These are the colors of fire, of fall leaves, and of sunsets and sunrises, and are generally energizing, passionate, and positive. Red and yellow are both primary colors, with orange falling in the middle (making it a secondary color), which means warm colors are all truly warm and aren't created by combining a warm color with a cool color. Use warm colors in your designs to reflect passion, happiness, enthusiasm, and energy.

4. Non-stigmatizing semiotics

Non-stigmatizing meaning -

To not describe or regard as worthy of disgrace or

great disapproval.

Iconic denotation:

- Treated with respect
- Love
- Positive
- Gratitude

Iconic connotations:

- A handshake
- A kiss
- A hug

colours:

Non stigmatization is a hard value to visualize. I guess it's because colours are not stigmatizing anyway. Colours mean many things for people, especially in different countries. I will be focusing on the UK cultural, non arbitrary connotations to base my colour decisions. But even so I don't think you can take any colour ideas from non stigmatizing values.

5. Compassion semiotics

Compassion meaning -

Sympathetic pity and concern for the sufferings

or misfortunes of others.

Iconic denotation:

- Smile
- Hug
- Kindness
- Understanding
- Empathy

Iconic connotations:

- A heart
- A flower
- Hands stroking

Colours:

Blue symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth and heaven. It is the color of the sky. And it is the color of Compassion.

6. Empowerment semiotics

Empowerment meaning -

Authority or power given to someone to do something. The process of becoming stronger and more confident, especially in controlling

one's life and claiming one's rights.

Iconic denotation:

- Strong muscles
- Arms stretched to the sky

Iconic connotations:

- Suits
- A fist

Name & Logo Generation

Using Core Value Keywords

To generate a potential name for my project I used my core value keywords:

- Recovery
- Universal
- Hope
- Non-stigmatizing
- Compassion
- Empowerment

Name: D.R.Y.

- Don't Restrict Yourself.
- Drinking Restricts You.

Tag-line: Accept what you are and embrace what you can be.

The first name I came up with resonated with me, I like the abbreviation D.R.Y. It is a way of saying sober. I think 'don't restrict yourself' as its meaning works better than 'drink restricts you' as it implies that your recovery from your addiction lies within you rather than blaming the drink itself.

Name: Hang up

Tag-line: When you justify your hang up you re-commit to it.

'Hang up' also has a nice tone to it. Its less stigmatizing which is one of the goals I am trying to achieve. It hints a sense of empathy and compassion that gives hope for recovery. A hang up seems like a problem which has been recognized and can be focused on to progress.

Name: Handicapped

Tag-line: Eliminate your defective patterns.

'Handicapped' could be used to suggest that all this time you are addicted to alcohol you are handicapped and not aspiring to your 100% performance. But the word Handicapped may connote a feeling of special needs or learning difficulty so maybe not the best choice.

Name: Promise

'Promise', to show promise. Might give empowerment, but is a bit weak as a concept.

Name: Vow

The meaning of the word 'vow' is "a solemn promise, pledge, or personal commitment". It works well in that sense, but it is also used "to make a vow of promise by a vow, as to God or a saint" and I am trying to take the recovery process away from religion in this project so not this word is not a contender.

Conclusion

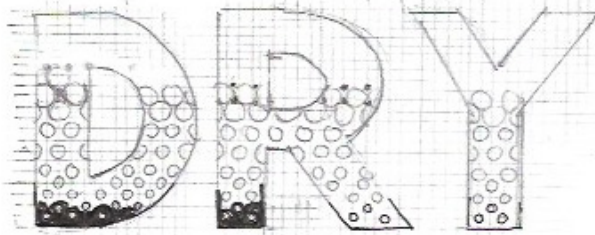
I think the best name for my project is D.R.Y. -Don't - Restrict - Yourself. I know that the abbreviation is also used in the software development community as "don't repeat yourself" The way I want to use D.R.Y. gives it a double meaning (sobriety and literal). The term dry drunk syndrome was originally coined by the

creators of the 12-Step program, Alcoholics Anonymous. Author R.J. Solberg defined the term in his 1970 book, The Dry Drunk Syndrome, as "the presence of actions and attitudes that characterized the alcoholic prior to recovery."

Someone struggling with dry drunk syndrome may still maintain strained relationships with their loved ones. They may still suffer from unhealthy habits, both internally and externally. In short, while they may have quit drinking, the individual has yet to deal with the emotional baggage that led them to alcohol in the first place. Dry drunk syndrome is more common among individuals who quit their addiction on their own, as they do not have a professional support team to guide them through this difficult change in their life.

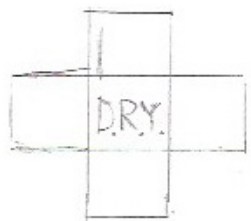
Logo Generation

DRY.



I have an idea of using bubbles (circles) in a way that causes negative space. Using inspiration from Maurits Cornelis Escher with his transformative illusions, I want to make the white dots raise up from the depths to create empty space at the top. I think this denotes a liquid (alcohol, larger has bubbles). Maybe also it looks as though the bottom is wet and the top is 'dry'. This concept will be better constructed on Adobe Illustrator, as you can see, I struggled with keeping it uniform.

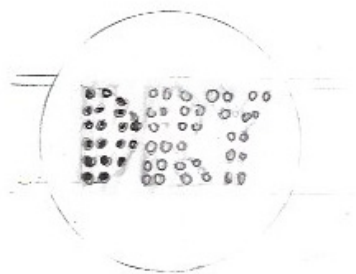




Resembles
Plaster
(Recovery)



Crack (Dry).



Dry dry dry



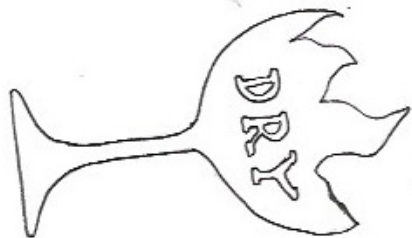
Resembles the half pint
marker on a pint glass



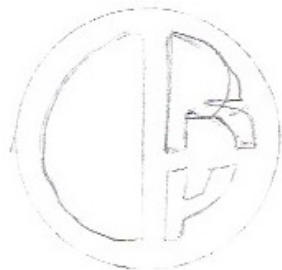
PSIDE DOWN



Could also
work without
lettering as
an icon.



Don't Restrict
yourself



DRY

DRY

DRY

DRY

DRY

DRY



CEALKEWINE
GLASS

~~Don't~~ serif seems a bit too
classy, serif may be better.

ICON

DRY
DRY
DRY
DRY

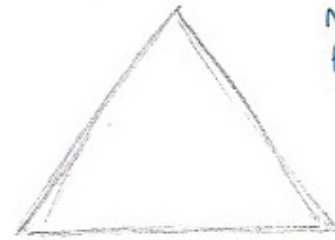


Geometric play
with typography

or addition somehow.
It needs to be obvious
at first glance.



Using the iconic ~~con~~
connotations of
hope (sun) and the
denotation of recovery
(gradient) ~~am trying~~
~~to~~ that I have
researched previously
to experiment.
I am trying to be
logical but at second
glance the above sketch
~~resonates~~ denotes
heat not recovery.



maybe adding
perspective.

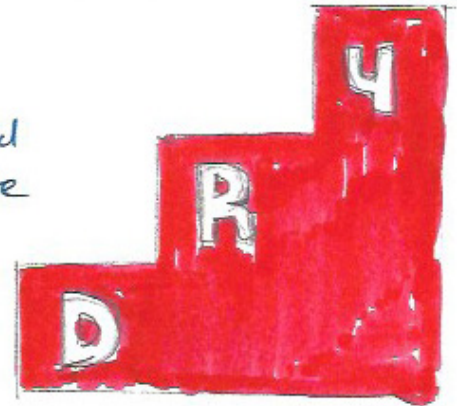
The recovery process
is a Journey through
Steps this could
link and
cannot ~~be a~~
~~recovery~~ of a sense
of recovery.



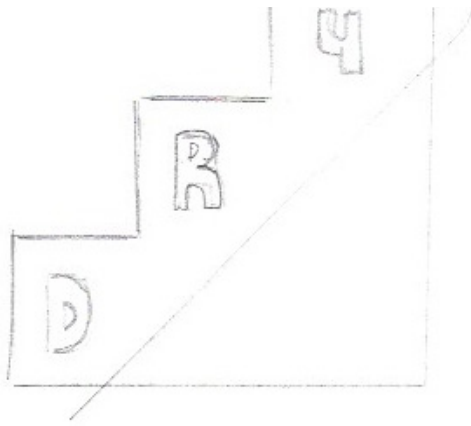
Possible
funcon/icon



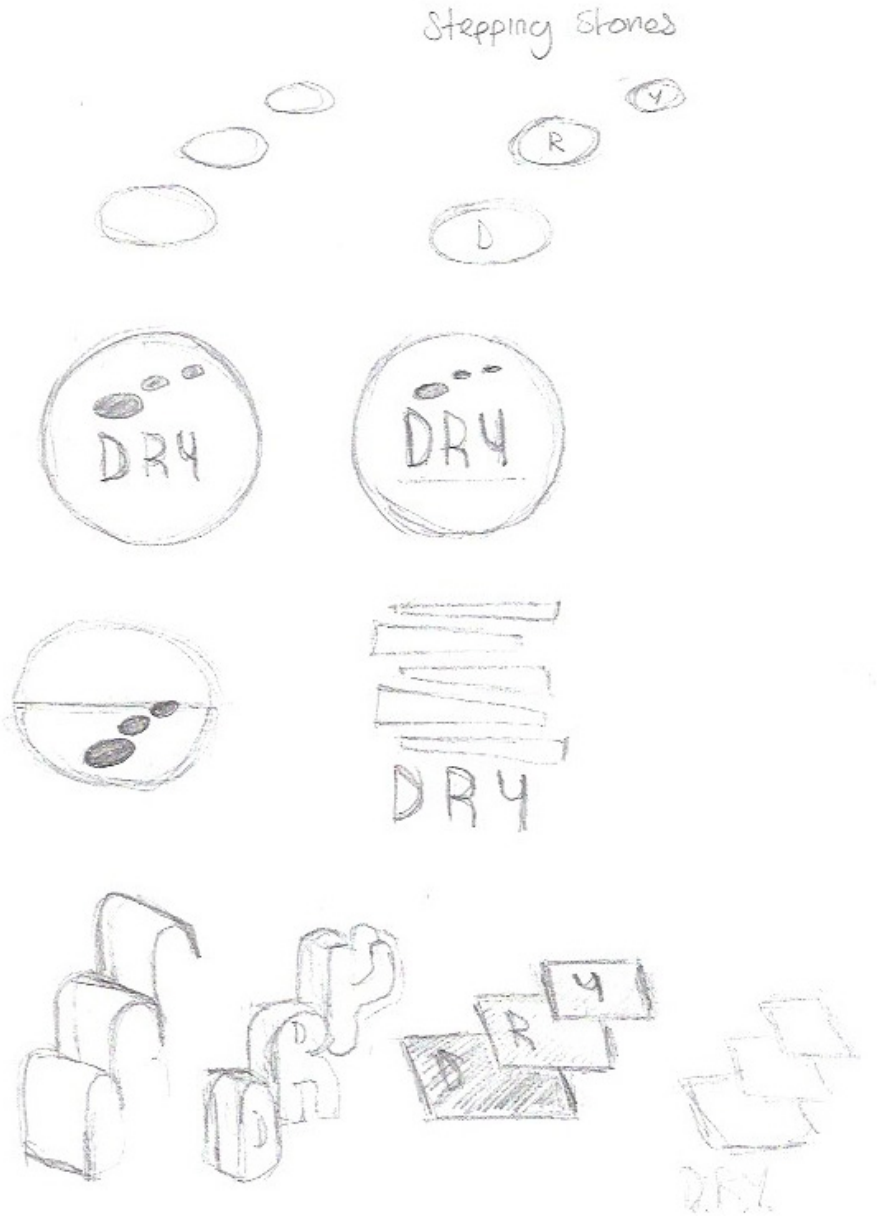
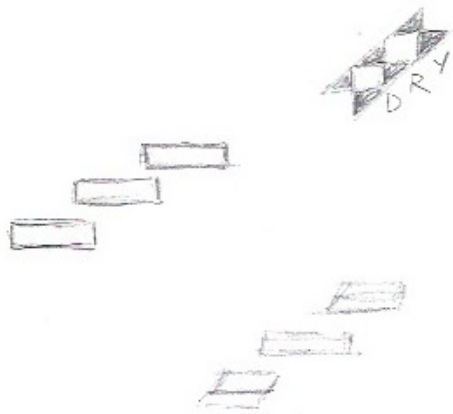
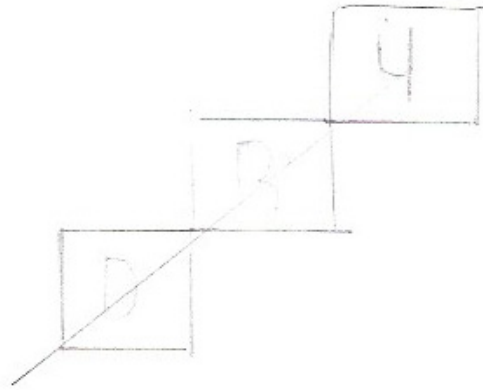
It is said red
is a passionate
colour which
induces vitality
and stimulates
energy.



* Maybe not the best
colour to sync with
my researched semiotics

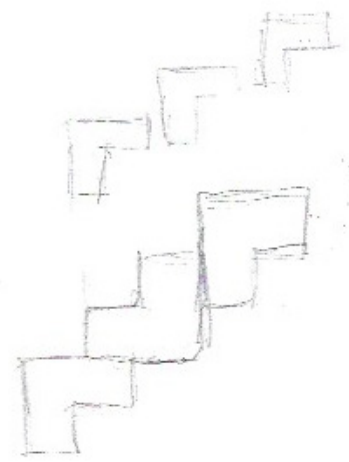
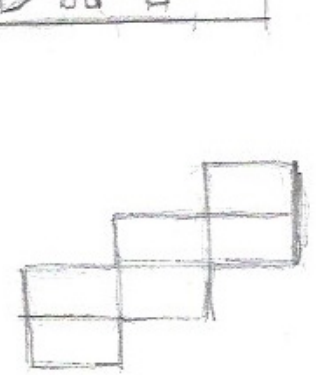
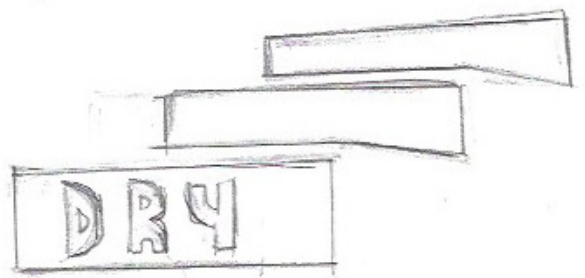
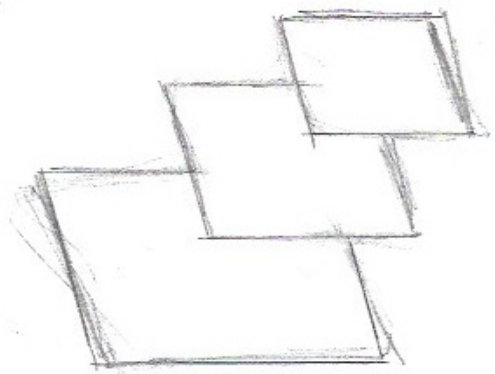


Steps to recovery.



DONT RESTRICT YOURSELF

YOURSELF
RESTRICT
DONT



D | DONT |

R | RESTRICT |

Y | YOURSELF |



DONT

RESTRICT

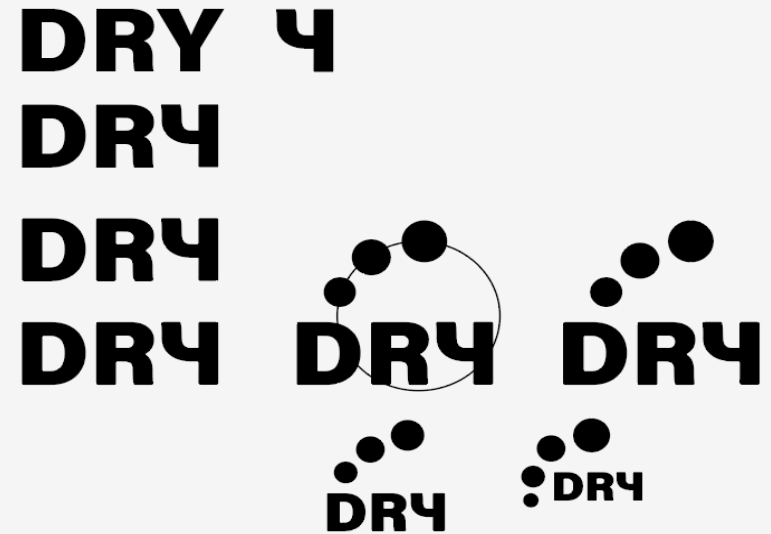
YOURSELF

I like these two logos. They give a feeling of optimism. It is hard to decide which one I prefer though.

The stepping stones ~~also~~ would make a cool loading animal on the app.

Logo Vector Rendering

After using my semiotic research on my keywords I sketched lots of ideas for the logo D.R.Y. Here are the combination mark type logos that I thought sent the best message. I will use the sketches on the left as a starting point for my digital development on Adobe Illustrator. I spent some time playing on Illustrator and decided to develop the logo to the right. It gives a double meaning. The first is a sense of recovery with the perspective of steps leading to the right. Based on prior studies that have found that people in left to right reading cultures generally conceive of the past as being on the left and the future on the right, the researchers hypothesized that ads that had images to do with the past on the left and future on the right would be easier to process for the participants, and therefore result in more favorable attitudes to whatever product was being sold. It's all about flow. The second is that the word 'dry' connotes sobriety. This logo will be subject to change.



Colours

Colour usage for branding

Here are the colours I would like to involve in this project for alcohol recovery. I chose them because they align with the semiotic attributes I have gathered from the keywords that originated from my brand values and personality.

1. Orange

According to color healing therapy, orange is one of the best colors for hospitals and particularly for children's rooms. Orange radiates warmth and is associated with joy and happiness. In fact: even oranges which are packed with Vitamin C-the powerful antioxidant- are known to heal and fight free radicals to boost immunity. Therefore, as far as cancer healing colors go, orange is an important color in healing .

2. Yellow

Search for healing colors for hospitals and yellow would be high up in the list. This bright and cheerful color can help stimulate intelligence and

also detoxify the body and mind to heal patients quickly. Yellow is particularly recommended for patients with skin problems. It can inspire creativity in people who feel sluggish or lethargic.

A quick thought

I thought at this stage it be would be a good idea to check the domain name availability for www.dry.com. It wasn't available so I tried www.dontrestrictyourself.com and it was. This saves me time having to redesign things down the line.

EDRY
EDRY
EDRY
Dont Restrict Yourself

Graphics Extra Visuals

I want to give my app originality even if it sells something widely-spread. Custom graphics will make the app unique attracting users' attention. Aesthetic satisfaction is one of the strongest factors of desirability.

- Mascots (symbolic memorable characters communicating to user on behalf of the app).
- Custom illustrations (visual prompts on functions and processes, theme illustrations).
- Branded interactive elements (loaders, splash screens, tutorials etc.)
- Photos (not only inside the app but also hi-quality photos of the app for its promotion).

Product Video & Planning

I think a product video would be a great way to introduce the app once first downloaded.

A product or explainer video is a short animated presentation of app features and advantages, informs about special steps of interactions and shows its problem-solving potential. A creative and catchy video is a good way of attracting customers' attention and the proven method of informing them quickly and brightly. A video activates several channels of perception—audio, visual sound—simultaneously and usually does it in a way of telling a story.

Planning

I think I will make this video after building the app. I am still not completely happy with my branding and for the introductory product video I will need the branding finished before I can start. I can still make a plan and a rough sketch of the storyline though. This will make the clip much more structured. I can create it with the after effects using placeholder images. Then I can make my

own custom graphics to replace the old ones. This way I will know exactly what I need and won't waste time.

Storyline

Section 1

> Logo animation > then tag-line "don't restrict yourself"

> Fade out

> Pub atmosphere > Pub audio > For most people, a drink or two can be a way to celebrate an occasion or compliment a nice meal.

> But It is true that a number of people are not able to live their lives to their full potential because of a drinking problem.

> Alcoholism is an attempt to solve the problem of disconnection, alienation and tepid despair

> "The problem is being human in an environment that is curiously ill-equipped to deal with the challenges that entails. This is a social issue at the core of society" - Russel brand.

> "No real alcoholic ever recovers control of their drinking. The mental feature is that no matter what circumstances or consequences there were, whether I was having a good day or a bad day, I always drank again. This is a hopeless condition, and before going to AA I tried going to doctors, counselors, took various medication, all to no avail. Nothing I tried could keep me sober for very long. The way I recovered was by coming to AA and going threw the Twelve Step program." - AA spokesman

Section 2

> The twelve-step program is a set of guiding principles outlining a course of action for recovery from addiction, compulsion, or

other behavioral problems. Originally proposed by Alcoholics Anonymous (AA) as a method of recovery from alcoholism.

> The social issue is that the AA is understood through Christianity. Many alcoholics are put off of recovery by this fact. They may have different religious bias may or might be too shy to sit with a group of strangers talk about themselves.

Section 3

> DRY attempts to give all alcoholics (religious or not) hope of recovery through a tried and tested system.

> We provide a re-communicated 12 step program available to all, via a web-based application for people apprehensive about group therapy.

> We help accomplish their potential, giving them a sense of purpose and hope for the future.

> We support the suffering with a non-stigmatizing approach.

> We show a compassionate attitude towards relapse

> We try to empower individuals.

> DRY hopes to give a more universal recovery process to alcoholics of our society in a more holistic way and to help transform the lives of the most vulnerable.

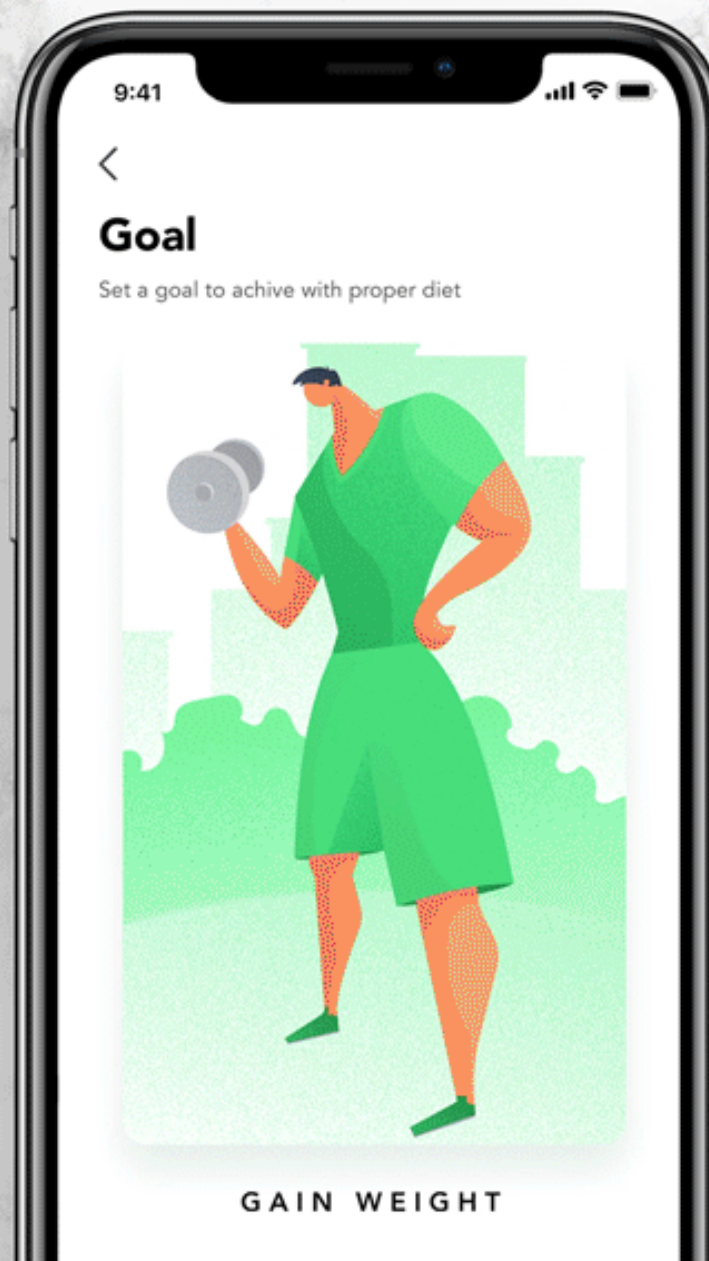
VIDEO MARKETING



Personalization & On boarding

User on boarding is the set of techniques and interactions whose objective is to comfort users and give the first concise introduction to the product.

There may be textual prompts, tool tips, tutorials and all of them can carry the slight signs of branding in both copy and graphics. All these details shape the positive user experience and support brand loyalty with happy users. Personalization is users' ability to customize some features and interactions according to the individual users' needs.

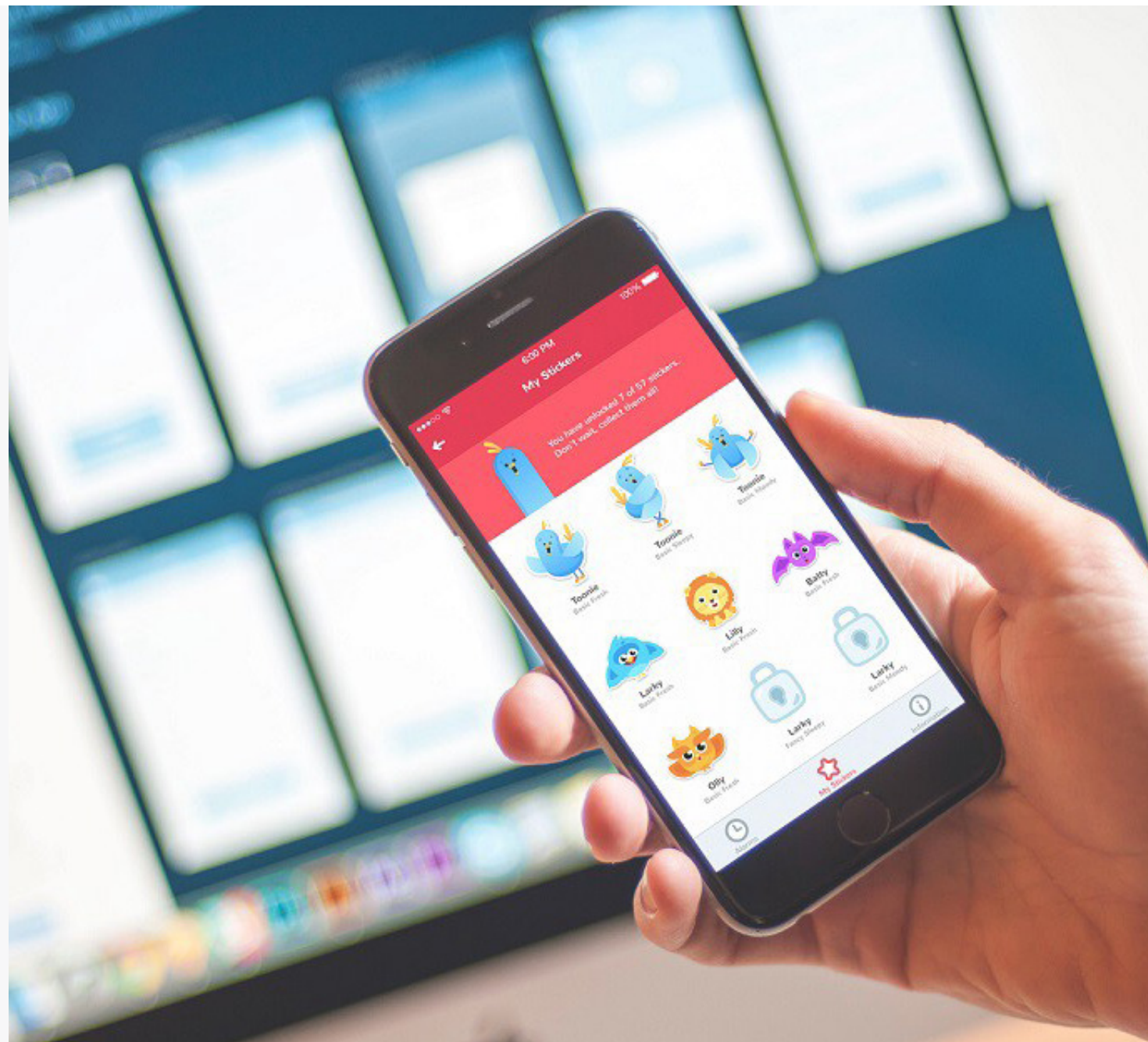


Onboarding Process
Dietary Restrictions
and Goal

Gamification Mechanics

Gamification applies game mechanics into the non-game environment, in particular, mobile applications.

Challenges, badges, leader boards, bonuses are effective methods of user motivation. Applying graphics in brand stylistics, they support brand awareness and make the app interface easily recognized. Even more, such virtual or even real rewards encourage users to share their success with friends both online and offline—this way, they become another channel distributing information about the app and seeing positive user experience.



Workshop

Teal Triggs 01/03/19

We had a guest speaker today here name was Teal Triggs she is a professor at the Royal College of Art.

Her previous publishers include *Chronicle*, *Thames & Hudson* and *Bloomsbury*. She lives and works in London. Teal Triggs co-founded the *Women's Design + Research Unit* (WD+RU) in 1994, whose aim is to raise awareness for women working in visual communication while also addressing issues such as those affecting women in design education. Triggs is also involved with *The First Things First Manifesto* which is about the negative implementations of design for consumerism. She explained that tensions between commercial profiteers and design isn't a new thing and "Manifestos are a call to arms to help people remember not to be complacent with these social ideals".

She understands that people in design have to pay the bills so you have to find your own limitations and position regarding moral and ethical views. Triggs straddles between activist and corporate



ideals trying to make businesses take positive social practices on board for a significant change. I asked her how she approaches these companies and how she gets noticed by them. To my surprise she said that companies contact her organization to improve moral standards. This is the halfway house I am referring to. She does not push her ethics but takes a profit from her morally correct services giving and taking. This in my view, is how social endeavors should be undertaken and be their core driving force. The only way to influence big corporations is by being part of the societies structure systems too. I have little business experience but from what she said today, it all made a lot of sense.

She went on to say that companies come to her asking for branding, to give them a new respectable image but this is not her organization's purpose. That being said, she does ask them for a partnership to help them with their work ethics and identity. So instead of turning them away gains a positive outcome. I think there is room for exponential growth for organizations like WD+RU. If companies can become liberal enough to see the bigger social picture. Teal Triggs only helps business on grounds that their reasons for needing help are other than monetary profit and genuinely want to partner up. They have a system of vetting to process business's moral positional standards before proceeding.

I took a lot from this guest lecture. The new knowledge that there are companies other than activist organizations that are making real change in corporate society, gives me some hope and increases my will to conform to less selfish career pursuits. It reinforces my work ethics and is something I would like to be involved with in the future, even if its just working under companies with moral standards, or being more interested in a companies policies before starting to work for them. Maybe not as a graduate but in the future when I have experience and the ability to do so without committing career suicide. I hope we are all on the cusp of a renaissance in social responsibility as Teal said in the talk that the other institutions pushing to help social standards are academic ones, giving hope to the future of designers, and businesses alike.

This guest lecturer helped a few students with there FMPs. I will send her an email and ask her for suggestions on my FMP topic of alcohol addiction and re-communication of the 12 step program used by Alcohol Anonymous. I worry about the Controversial aspect that playing with the old Christian system could bring up and the risk of a situation of bad relations with AA. Hopefully she can give me some insight from her experience.

UX Design Principles

The Five Planes of UX Design

I have gathered together information from a developer bootcamp course (Code Institute) that I am studying alongside my degree. This section tries to explain User experience design fundamentals. I have paraphrased it thoroughly. Due to this being a sketchbook/journal I do not feel the need to reference it properly, just mention that it has been a source of inspiration and industry standards that I use when I approach any development project as you can see in my portfolio.

User experience refers to the overall effect on a person when interacting with something. This can be positive, negative, neutral, and all points in between. User experience design refers to the discipline of ensuring that a product not only works but is intuitive, simple, and enjoyable to use. User centered design is a defined process used to achieve a positive user experience. User experience design is what you do to make sure that it's a positive emotional experience. And user centered design is a process that you can follow to make sure users enjoy using your product again

and again. User experience design must come into play at the beginning of a product's life cycle, not tacked on near the end.

User experience benefits my work as a web developer, every year thousands of applications and products are brought to market. In order to rise above the noise and flourish, I will need to take every advantage I can to attract and retain a healthy user base, first impressions count. Public users have zero tolerance for poor experiences. Also, poor experiences can reduce productivity amongst people who need to use a product as part of their daily work. The question users ask when encountering a product is, "does this fit my needs"? But at a subliminal level, they're asking additional questions such as: "Do I like this place?", "Do I like being here?", "Is it a place I want to return to?". These questions are often answered within seconds. And the goal of UX is to ensure the answer is "yes" every time. In addition to a product's users, the product's owners are also looking for value. They ask questions like:

- "What do I get in return for this investment?"
- "Will I get positive reactions from my users?"
- "Will this lead to more sales?"
- "Will I get better conversions?"
- "Can I create an established brand with added authority?"
- "Can I increase traffic?"

Proposed by **Jesse James Garrett**, a user centered design process underpins user experience design. This process is represented as five levels of activity called planes. These planes and their concerns are as follows.

1. **The strategy plane:** What are you aiming to achieve in the first place and for whom?
2. **The scope plane:** Which features, based on information from the strategy plane, do you want to include in your design? What's on the table for a production release and what's not, at least for now?
3. **The structure plane:** How is the information structured and how is it logically grouped?
4. **The skeleton plane:** How will our information

be represented, and how the user will navigate to the information and the features?

5. **And finally, the surface plane:** What will the finished product look like? What colors, typography, and design elements will we use?

UX is concerned with the creation of products that are useful, usable and valuable. UX can be seen as the sum of organizational goals, user goals, user interface, and interaction with a back-end system. All of that is combined to create user experience, in particular, user experience in terms of web or software development. There is a process and a structure behind generating the conditions for a positive user experience.

The strategy plane: So strategy represents the business goals, the initial idea, why you want to build a product in the first place. The surface represents the finished product. UX is the process that allows the product to get built in the first place. UX and in particular the five planes of UX,

otherwise known as user centered design, must be present in all stages of a product's evolution, from its inception to the first time a user uses it in the real world or interact with in the real world.

So the strategy is concerned with what are we aiming to achieve in the first place and for whom. When moving on up to the scope plane, we then look at what features based on the information from the strategy (in other words, based on our business goals and our objectives and the idea and the reason behind the product's existence) do we want to include in our design. What's on the table and what's not, at least for now. You can go live with what's called a Minimum Viable Product, an MVP. A Minimum Viable Product will contain the essential features that allow the thing that you're building to function. You may have desirable features that you really want to put in there, but you may not have the time, the skill set, or the resources to do it at that particular stage.

So moving then from the scope to the structure, you then start thinking about how our information is structured, how it's logically grouped, the features, the elements, the data, the information. A user is only visiting your site for some kind of content. They're looking for some kind of content. Beyond the structure, we have the skeleton. Things are getting more defined now. We're starting to create mock-ups, whether they're on paper or using tools to

create prototypes. So it's concerned with how the information should be implemented:

- How will the user navigate through the information and the features?
- How will the content relate to each other?
- What relationships will the content have?
- What has priority? What has top priority?
- What has lower priority?
- And based on those priorities, where do we position the content?
- How do we navigate to those higher and lower priorities?

Finally, at the level of the surface, we ask the question what will the product actually look like?

- What colors?
- What typography are we going to put in place?
- What images? What design elements?
- What animations, if any? What transitions?
- What other effects are going to be in place?
- In other words, what will the final product look like?

A user experience strategy can be seen as a combination of design strategy and business strategy. It can be broken down into three main areas of interest.

1. The focus: what's worth doing?

So for my website: I am a software developer looking for work opportunities. I'm looking for projects, collaboration ideas, contract work, and working with startups. So I decided to build an online resume. I need to get an online presence for you and for your work.

2. The definition: what are we creating?

Now you decide Facebook won't cut it. It's too generic. We need to build a custom site. So that's what we decide to create.

3. Value: what value does it provide?

To build a network of peers, and increase your client base. It's your calling card. And for the user, it's proof of ability. It gives people confidence in what you can do.

At the scope level, you take the resume and you flesh it out further.

- What features will be available.
- To allow people to request collaboration and provide a traditional CV or resume download option for recruiters or more traditional employers.
- Personal details.
- My work history; a summary of your skill sets; maybe some groups, meet ups that I have attended or been a part of; and also the projects that I've undertaken.

So in terms of these content requirements, how do they provide value? I've done some research:

- Recruiters say they wanted a traditional CV format that's download-able, possibly a PDF. So you can supply your content in that format.
- Agencies want proof of ability, so the resume itself stands as proof.
- And everybody wants to see your GitHub repositories.

Strategy Plane

Plane One

1. **What's worth doing?**
2. **What are we making in the first place?**
3. **Will it add value, and what value?**
4. **And what can the user expect?**

So I've got to figure out what's worth doing in the first place. In asking "what value can I provide?" I have to remember, the users aren't me. I've got to find out what the user needs not, what I think the user needs in the first place. In the module 301 I carried out a wealth of research for this project including:

- The target audience?
- Who is the demographic, or our demographics?
- What experiences are compelling to them?
- And how is our offering, or proposed offering, different from our competitors and substitutes?

I will use this research to figure out what features I will need. The approach that I have taken is to create a two-dimensional diagram. On the x-axis,

we have viability and feasibility. On the y-axis, I have importance. So as you go further up the y-axis, these features are deemed to be more and more important. As you move out along the x-axis, the features are deemed to be feasible or viable. What that means is I have the skills, the resources, or the time to do this, to carry out or to implement these features.

I have made a list of opportunities. I have rated each opportunity or feature on a scale of 1 to 5 in two dimensions. So you rate it in terms of importance, how crucial is it that we solve this problem and viability or feasibility, how realistic is it that I can implement a solution. The Key features that I have decided would be important for the DRY app are:

1. A guided step by step recovery process based on the AA's 12 steps
2. Registration
3. Log in screen
4. Push notifications
5. Reward system

6. Product video

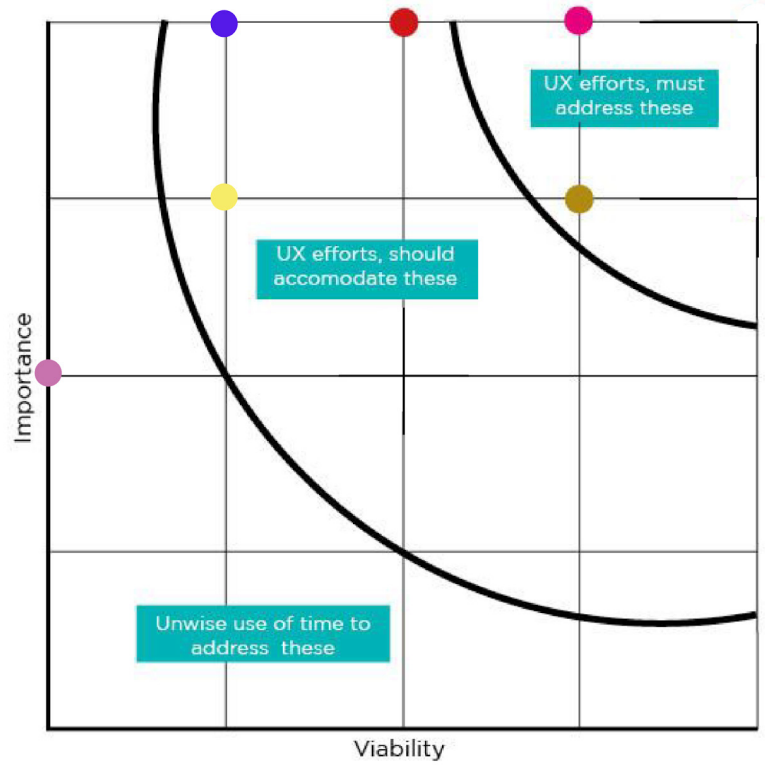
I believe that the 12 steps is obviously the most important feature of the app, without this the app is meaningless so it rates high on the table. A registration and login will be important so the individual user can log in and out but I have not done much data driven coding so this may be hindered my skill level, they score high in importance but low in Viability/Feasibility. Push notifications would be a good feature to add substance to the app but is not crucial, I also have never coded a notification API (this scores the least). The reward system would help users stay interested but may be complicated. A product video would be an interesting way to start the app inspiring users to continue.

So now that we have a breakdown of the numbers, here's the format that we use. We sum the importance of the listed opportunities. In my case, that adds up to 26. And then what you do is take the average viability (2.666) multiplied by the number of items (6). And we can see here that

the viability is less than the importance (16). If the importance matched the viability and feasibility, we would be in a position to implement all the features. But in this case, we're not, and this is often the case given time lines, again, given skill sets, and so on. We need to decide which of the opportunities are going to be implemented for this release. So by mapping them, it gives me a clear idea of what's important. In terms of low importance and low viability and feasibility, I've stated that it's an unwise use of time to address these. Take a look at the graph. You can see the color codes with each node there on the graph.

- 12 steps
- Registration screen
- Login screen
- Push notifications
- Reward system
- Product video

You can see that all the features in the list have made it into the app apart from the push notifications.



Opportunity/Problem	Importance	Viability/Feasibility
12 steps	5	4
Registration screen	5	2
Login screen	5	3
Push notifications	3	1
Reward system	4	2
Product video	4	4

Scope Plane

Plane Two

You can see that one of the activities undertaken at the strategy plane is determining what's on the table and what's off the table. What trade-offs are necessary in terms of business objectives and user needs?

I refine that further at the scope level by determining what features of those business objectives and user needs are on and off the table. When determining this, a defined scope uncovers and resolves conflicts early.

Agile Approach

I have a good picture of the features and the content that's available at this point. I need to document what's in and what's out for now. It prevents misunderstandings later.

- 12 steps
- Registration screen
- Login screen
- Reward system
- Product video

An agile approach minimizes documentation. An agile approach means committing to small, bite-sized increments of development. That way, if I find yourself going off track, I can recover within a short space of time because I'm committing to solving a smaller part of the larger problem, rather than committing to the entire problem at one time. It also is committed to minimal documentation. And in doing so, it encourages me to keep things simple. So I will keep the features simple, keep the schedule controllable, and set out my key milestones. All features should align with the strategy.

So I will identify what needs to be done now and what can wait. A component of the agile methodology is called a sprint. A sprint is a duration in time in which you commit to building something. A sprint can be a number of hours long, it can be a day or two, it can be a week, it can be a couple of weeks. In general, they're short. A sprint rarely goes over a month. In most cases, Sprints involve a couple of days of development and collaboration.

Sprint 1
Prepare 12 step content

Sprint 2
Finish UX research and preparation.

Sprint 3
Create product video

Sprint 4
Finish branding guidelines

Sprint 5
Make Prototype

Sprint 6
Develop app

Sprint 7
Make landing page

Sprint 8
Prepare for Neighbourhood for Change festival



A defined scope
uncovers and
resolves conflicts
early



Document what's in
and what's out (for
now). It prevents
misunderstandings
later.



An agile approach
minimizes
documentation



Keep it simple

- Features
- Schedule
- Key Milestones

Structure Plane

Plane Three

The structure plane is concerned with the organization of functionality and my content and how to navigate an intuitive way through my content and features.

Some questions to ask when engaging in activities at the structure plane are how to get to a particular location. Where do you go once you get there? Structure is also concerned with categories of information. It also addresses the way information is presented, how the information is organized and it strives to ensure that the organization and presentation is intuitive.

The interaction design can be broken into five particular concerns. So ensuring that your site is consistent, it's predictable, it's learnable, it's visible, and it provides clear and intuitive feedback.

For example, now, navigation elements appear in a horizontal fashion close to the top of a browser window. All the elements and interactive features

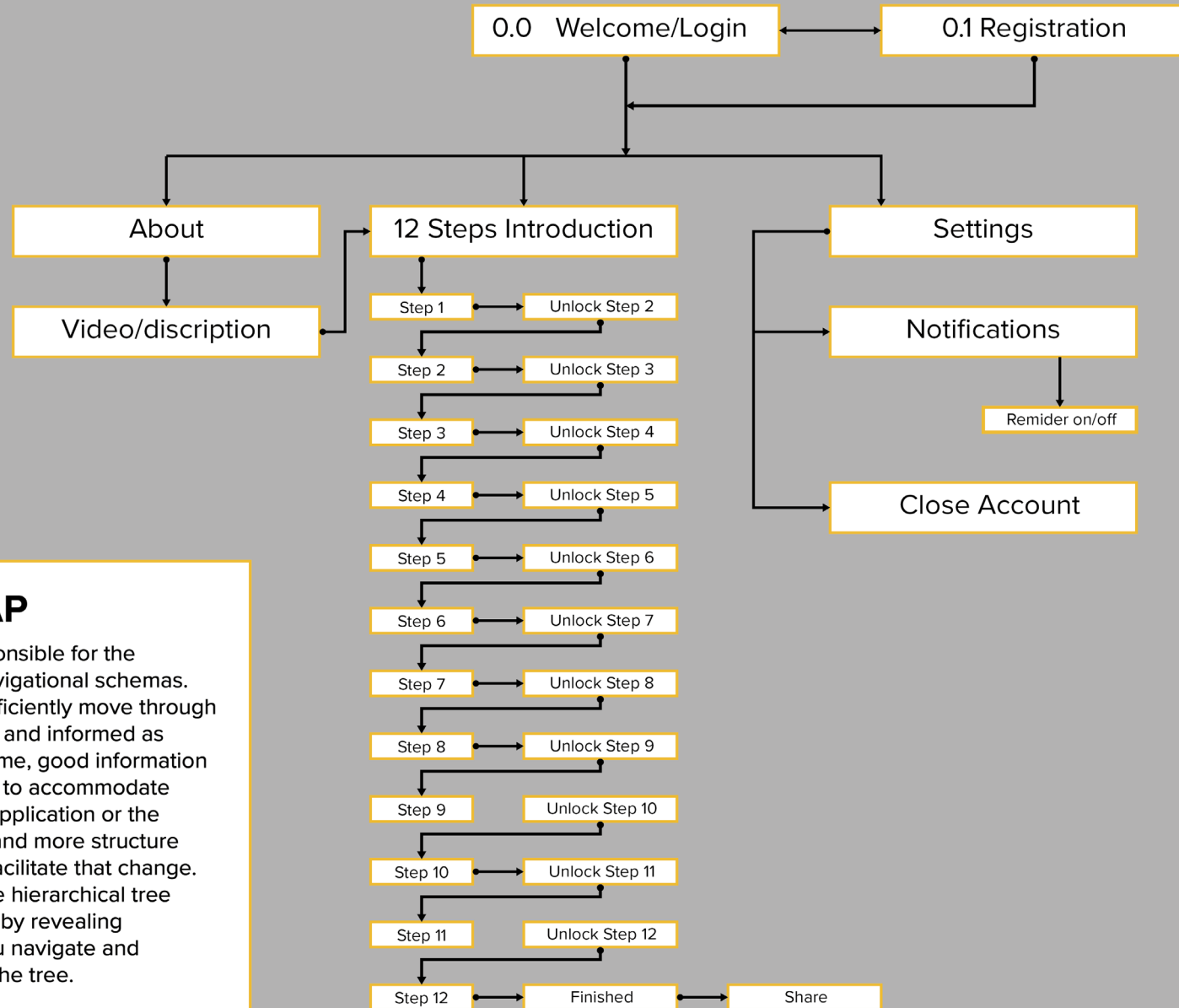
should be consistent, both in their coloring, their theming, and so on. So consistency is the key. When a scenario is acted out, any transitions, rollovers, and tool tips that are used as part of the scenario should behave consistently. All the elements should be discoverable. There should be no look involved. And you should include things like content hinting. Content hinting occurs when you partially reveal elements of your page just above the fold. The fold is the bottom of your browser window. Because if you don't do that, the user won't know what's below, and they won't be encouraged to scroll. So make sure content is visible wherever possible.

I have made a site map for the structure plane, this shows the navigation of the app through information architecture. Information architecture is responsible for the creation of organization and navigational schemas. In doing so, it allows users to efficiently move through content and be easily educated and informed as they do so. While at the same time, good

information architecture also allows owners to accommodate growth and change. So as your application or your site evolves and more content and more structure is added, the architecture can facilitate that change. This navigational structure is the hierarchical tree structure, It reduces complexity by revealing information and structure as you navigate and traverse down and up through the tree.

Good structure is appropriate





DRY APP SITEMAP

Information architecture is responsible for the creation of organization and navigational schemas. In doing so, it allows users to efficiently move through content and be easily educated and informed as they do so. While at the same time, good information architecture also allows owners to accommodate growth and change. So as the application or the site evolves and more content and more structure is added, the architecture can facilitate that change. This navigational structure is the hierarchical tree structure, It reduces complexity by revealing information and structure as you navigate and traverse down and up through the tree.

Skeleton Plane

Part Four

The skeleton plane is concerned with navigation design and interface design. I want to work with data in three manifestations.

- Data at rest, which means data lives in some kind of database.
- Data in motion is data that's been pulled from the database and been manipulated by some kind of business rules.
- And data as presented, and that's presented in some user interface.

In my case the data will be presented in a web-based application. In being exposed to data in the three manifestations, I'll learn the tools, technologies, and the languages in order to do that. So to work with data as presented, I will be working with CSS, HTML and JavaScript. To work with data in motion, I will work with Python, for example, and Django as a framework with Python. To work with data at rest, I will work with languages like SQL (structured query language), also database management systems such as MySQL and MongoDB. The project will use some

or all of these technologies and skills. This project will be presented to potential employers, recruiters at Plymouth, Bristol and New Designers in London. For most users, what they see on the screen is the most important. I'll learn how to implement complex concepts, such as recursion, complex database calls, and so on, but, really, the UI is what matters to the user. I will be creating a prototype for my hand in but I will develop a fully functional application for New Designers.

The skeleton plane is concerned with features and usefulness. Usability improves when similar parts are expressed in similar ways. The main content areas for each page must have the same shape. There must be no surprises for the user. The content may differ, but the general shape, the perception, remains consistent.

HTML



JS



CSS



Surface Plane

Plane Five

I used all the information that I gathered from the five planes of UX design to start a wire frame design.

I wanted to make the interface to start simple, this way I could add complexity as it developed. Keeping to my site map constructed in the structure plane I created an initial load screen that consisted of the logo, a sign up button and a sign in button. This led to either a login screen or a registration screen. I tried to keep all the components the same and keep the positioning consistent this gives a better user experience.

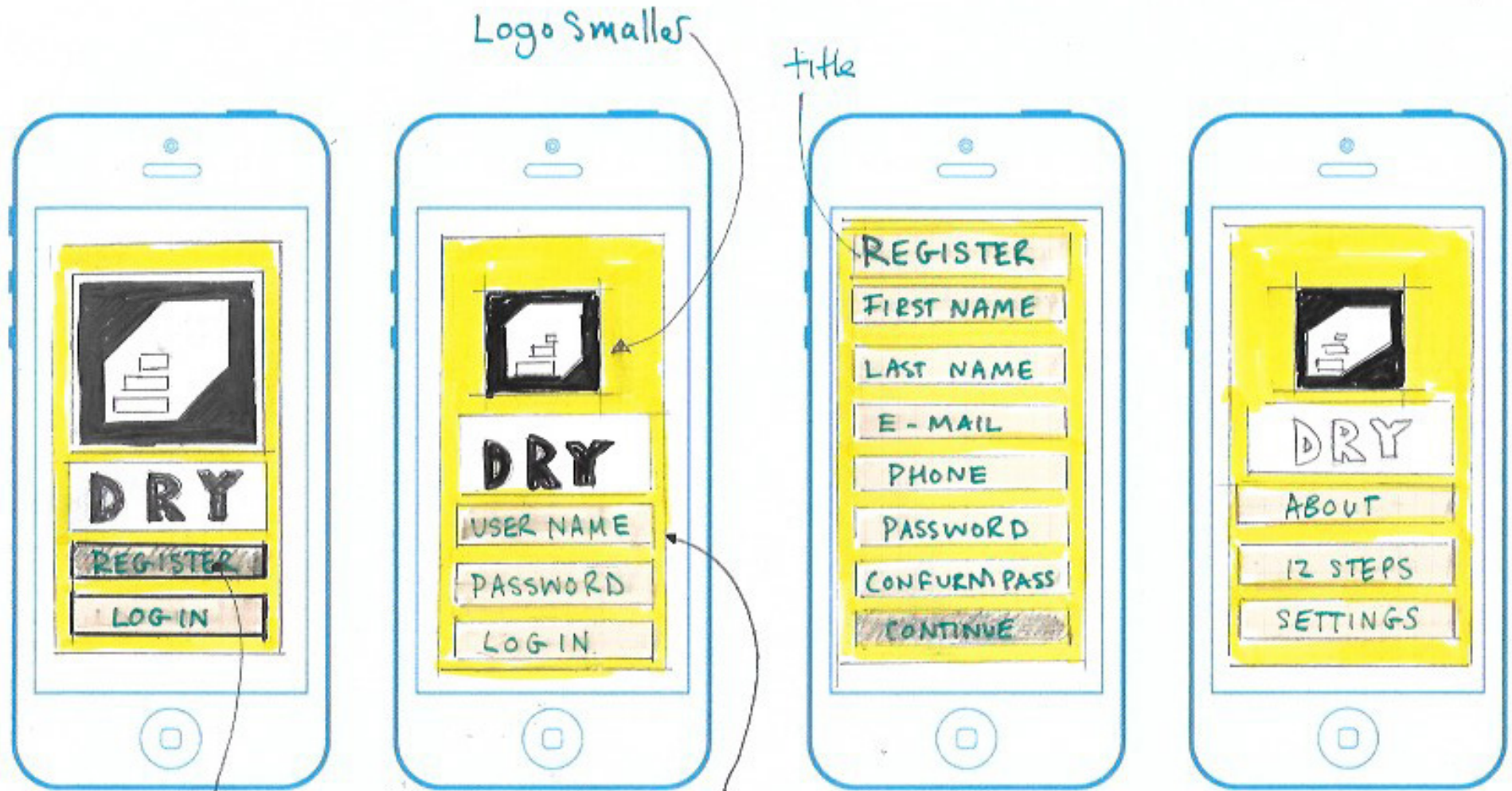
The home screen had three features that I deemed most important in the strategy and scope plane: an about, settings and the twelve steps. For the about I made two screens, an introduction (production) video and a screen with a few paragraphs explaining what the app was for. This all continued into the twelve step guide. The settings had a notification toggle on/off and a close account option. These were the only settings I wanted for now just for simplicity.

The twelve step guide is simply twelve screens each with the paraphrased re-communicated original recovery process. I noticed it is quite text heavy so I wanted to add an image at the top to represent each step. At this stage it was important that I had the wire frame layout to develop further. A wire frame, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website or application. Wire frames are created for the purpose of arranging elements to best accomplish a particular purpose.

I will make
~~the~~ icons
specific to
each step



Initial download
Screen

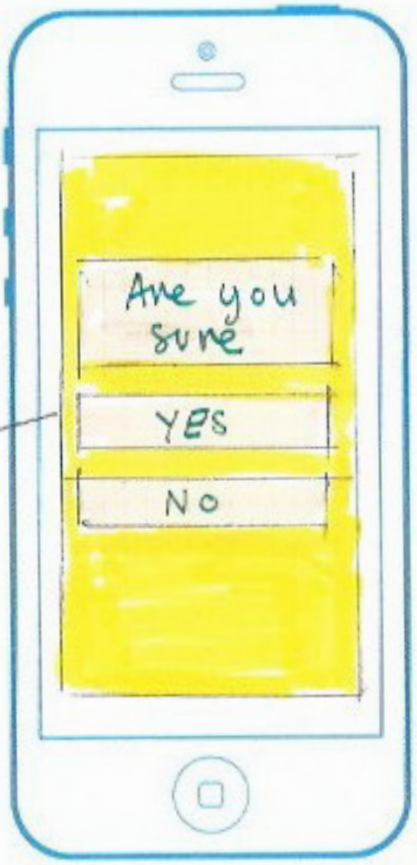
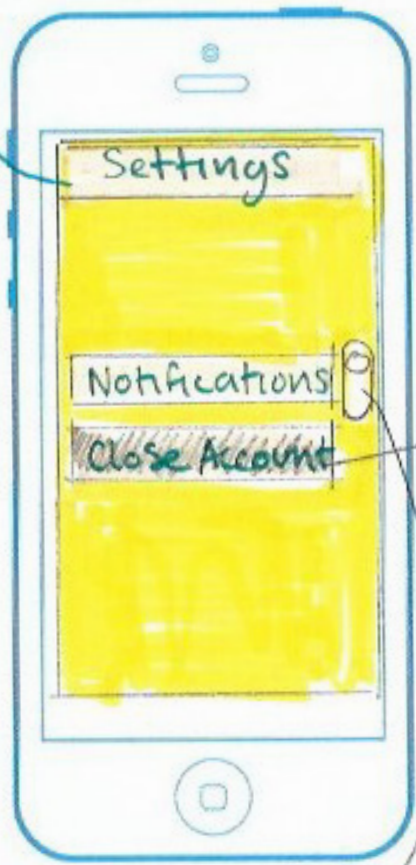
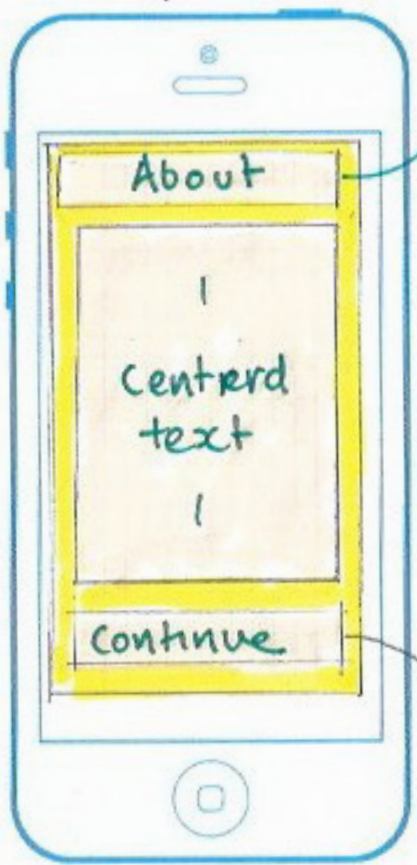


This screen is
appears when the app
is downloaded but is
replaced with login after.

About & Settings

About

Titles



Continues to the 12 Step Program

Toggle on/off

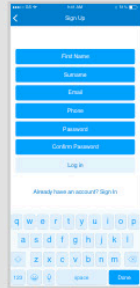
Initial Download Screen
iPhone ...



iPhone ...



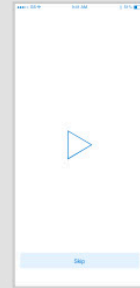
Registration
iPhone ...



Home Screen ...
iPhone ...



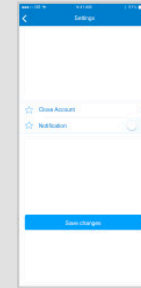
About Screen
iPhone ...



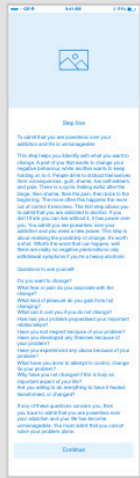
iPhone ...



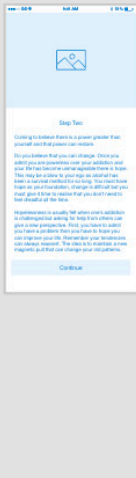
Settings Screen
iPhone ...



12 Steps
iPhone ...



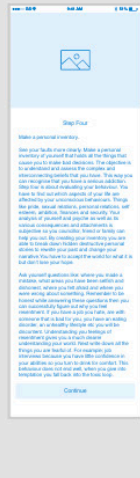
iPhone ...



iPhone ...



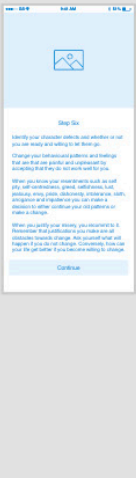
iPhone ...



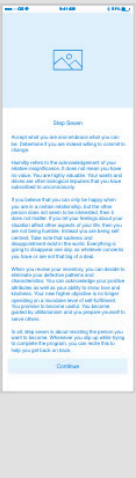
iPhone ...



iPhone ...



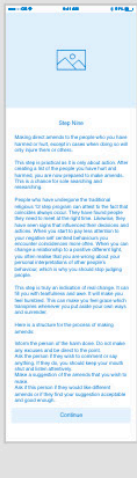
iPhone ...



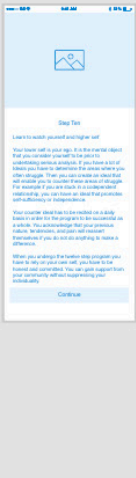
iPhone ...



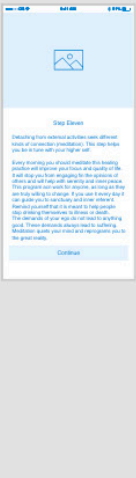
iPhone ...



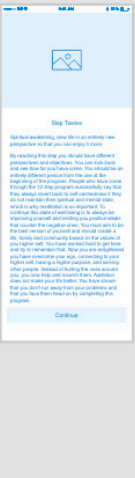
iPhone ...



iPhone ...



iPhone ...



Prototype

Using Adobe XD

The next step was the prototype. I had some idea of what my brand architecture would look like from previous research but I needed to have the interface in front of me to know exactly what I needed for the app to function.

I have a methodical approach to design, I like to follow form and function to create an easy navigable system maintaining a minimalist style. Any design after this is extra aesthetic which can wait until the end.

I started with what I knew and that was the logo and colours. I duplicated the previous wire frame and started to add styles. I figured the lighter colour (mustard, yellow #FFBC06) would be best as the background colour for all screens so the darker colour (orange, #FF7408) would pop out. These two colours complement each other and again the reason I chose them is that they represent recovery according to my semiotic research. For the buttons I decided on a dark Grey, I decided this simply by looking at the Adobe interface, with its Grey buttons. I thought that it

kind of represents interaction in a subliminal way. So all the interactive elements in my app are Grey apart from the continue buttons that are a darker shade of the background colour. I used this darker shade so these particular buttons matched the areas with text giving a more balanced feel. To the screen.

For each step I added an icon that I thought best suited the core understanding of its particular step in the recovery process. Using the orange and black I tried to keep a consistent style.

I was mulling over whether or not to have white text or black text as white really stood out on the yellow and Grey. I thought it best to just have white text on the Grey after I added the twelve step icons, the black text gave the black stroke of the icons balance.

I am hoping to have enough time to actually develop the app for the module deadline but I will definitely have done so for the summer shows. I still need to learn the particular iOS app

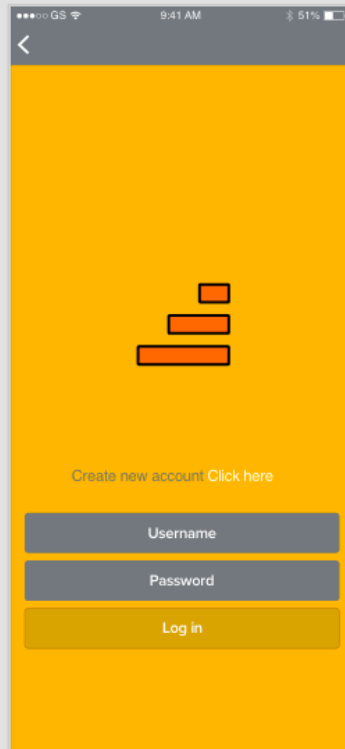
programming language which might take some time. I hope this prototype is enough to hand in for now just in case. The Adobe XD prototype will be interactive but not functional.

Initial Download Screen

iPhone X/XS – 1

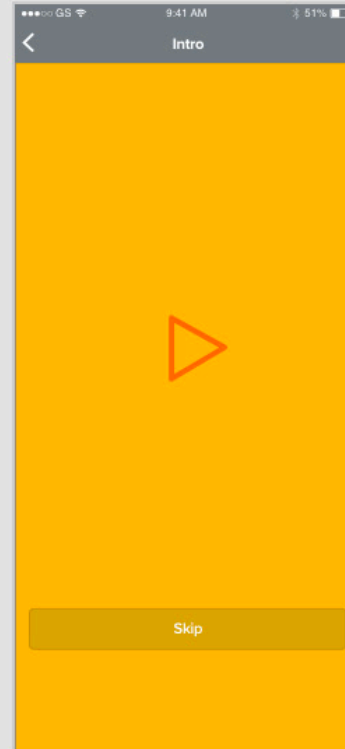


iPhone X/XS – 2

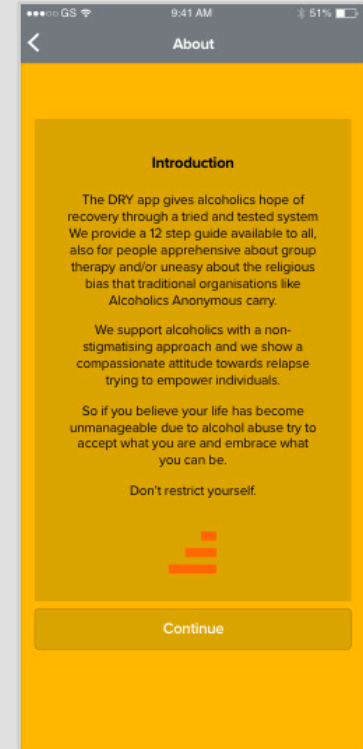


About Screen

iPhone X/XS – 5



iPhone X/XS – 6



All Assets

ASSETS

Colors

Missing Fonts

SF UI Text Medium

SF UI Text Regular

SF UI Text Semibold

Character Styles

Symbols

Symbol 26

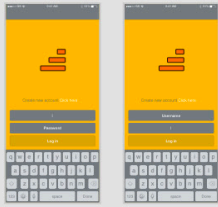
Symbol 30

Symbol 15

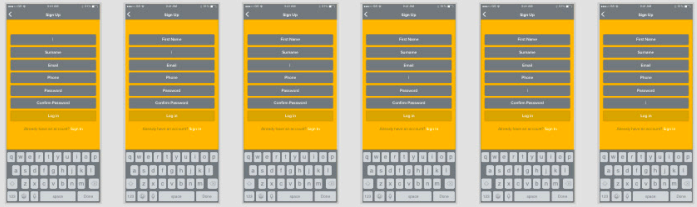
Symbol 29

Symbol 24

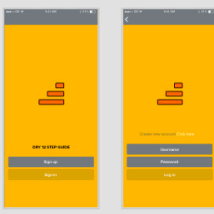
iPhone ...



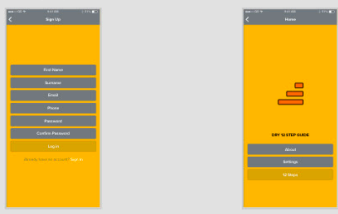
iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ...



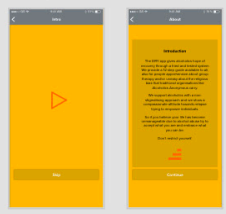
Initial Download Screen iPhone ... iPhone ...



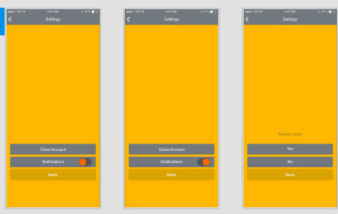
Registration iPhone ... Home Screen iPhone ...



About Screen iPhone ... iPhone ...



Settings Screen iPhone ... iPhone ... iPhone ...



12 Steps iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ... iPhone ...



Update All (2)

All Assets

ASSETS

Colors

Missing Fonts

SF UI Text Medium

SF UI Text Regular

SF UI Text Semibold

Character Styles

Symbols

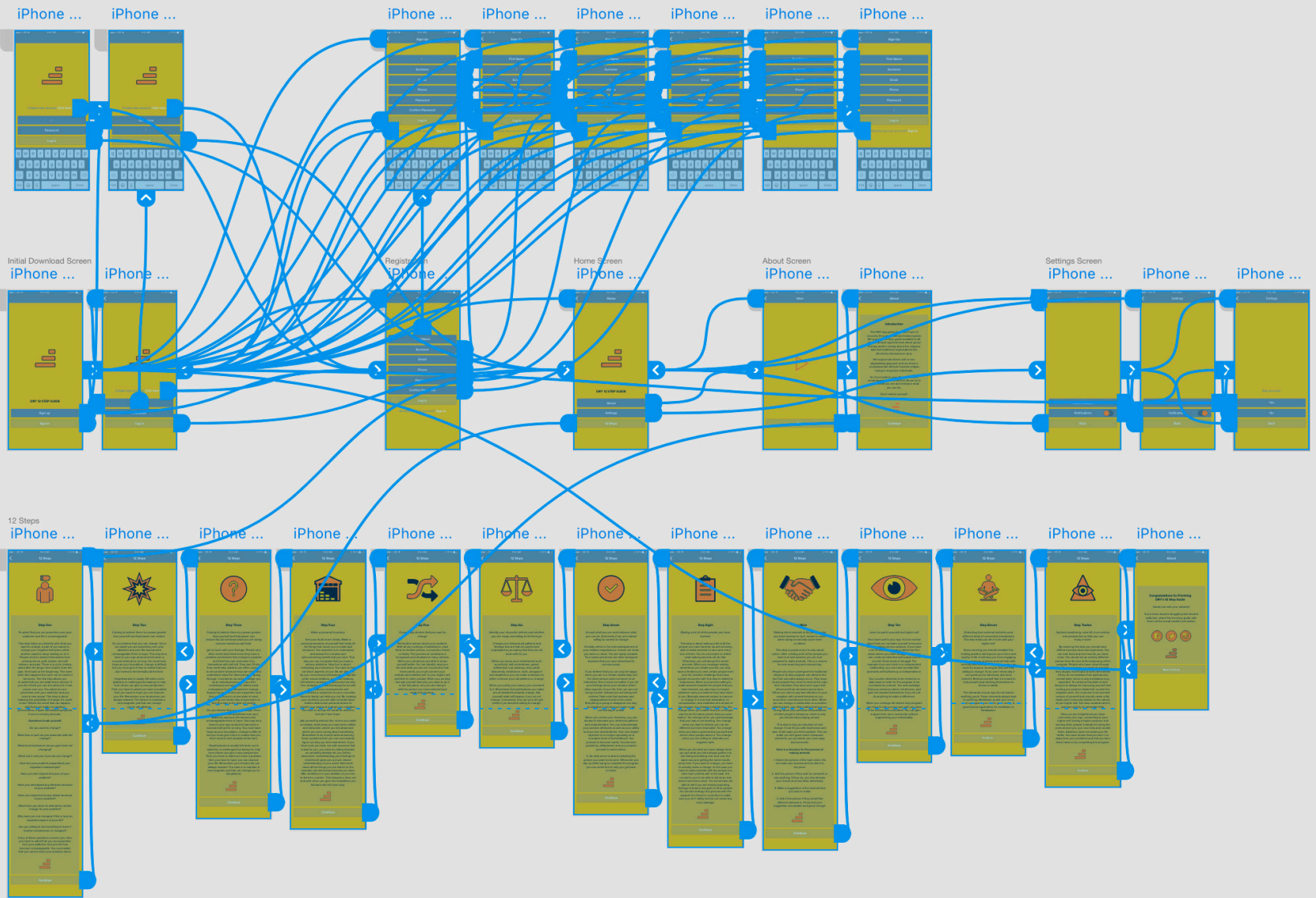
Symbol 26

Symbol 30

Symbol 15

Symbol 29

Symbol 24



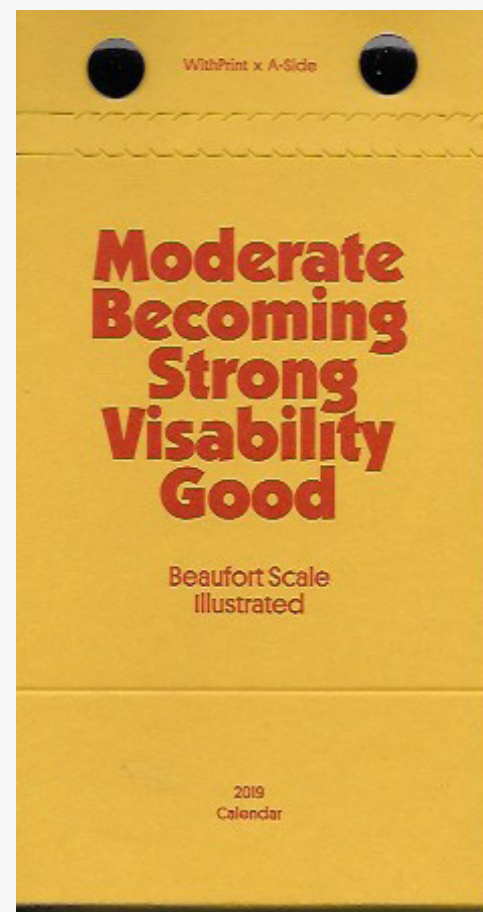
Update All (2)

Brand Re-think

Red or Orange

Alan Smith, a guest lecturer from With Print came to give us a talk a few weeks prior and he had given out business cards and some bespoke calendars.

I had put them away in a draw. When I was ready to start my brand guidelines I noticed the calendar in my draw and that the colour was very similar to my brands mustard colour. This calendar had a colour combination with red that I thought looked much nicer than the orange I had previously decided to use. So I made a duplicate of my prototype replacing all the orange with red to see how it looked. It didn't quite look right, I realized that it was because of the black stroke. After removing the strokes I discovered that I preferred it. It gave a sense of urgency and I felt that the red caught your eye more.



All Assets

ASSETS

Colors

Missing Fonts

SF UI Text Medium

SF UI Text Regular

SF UI Text Semibold

Character Styles

Symbols

Symbol 26

Symbol 30

Symbol 15

Symbol 29

Symbol 24

Update All (2)



Repeat Grid

W 0 X 0
H 0 Y 0

RESPONSIVE RESIZE

APPEARANCE

0%

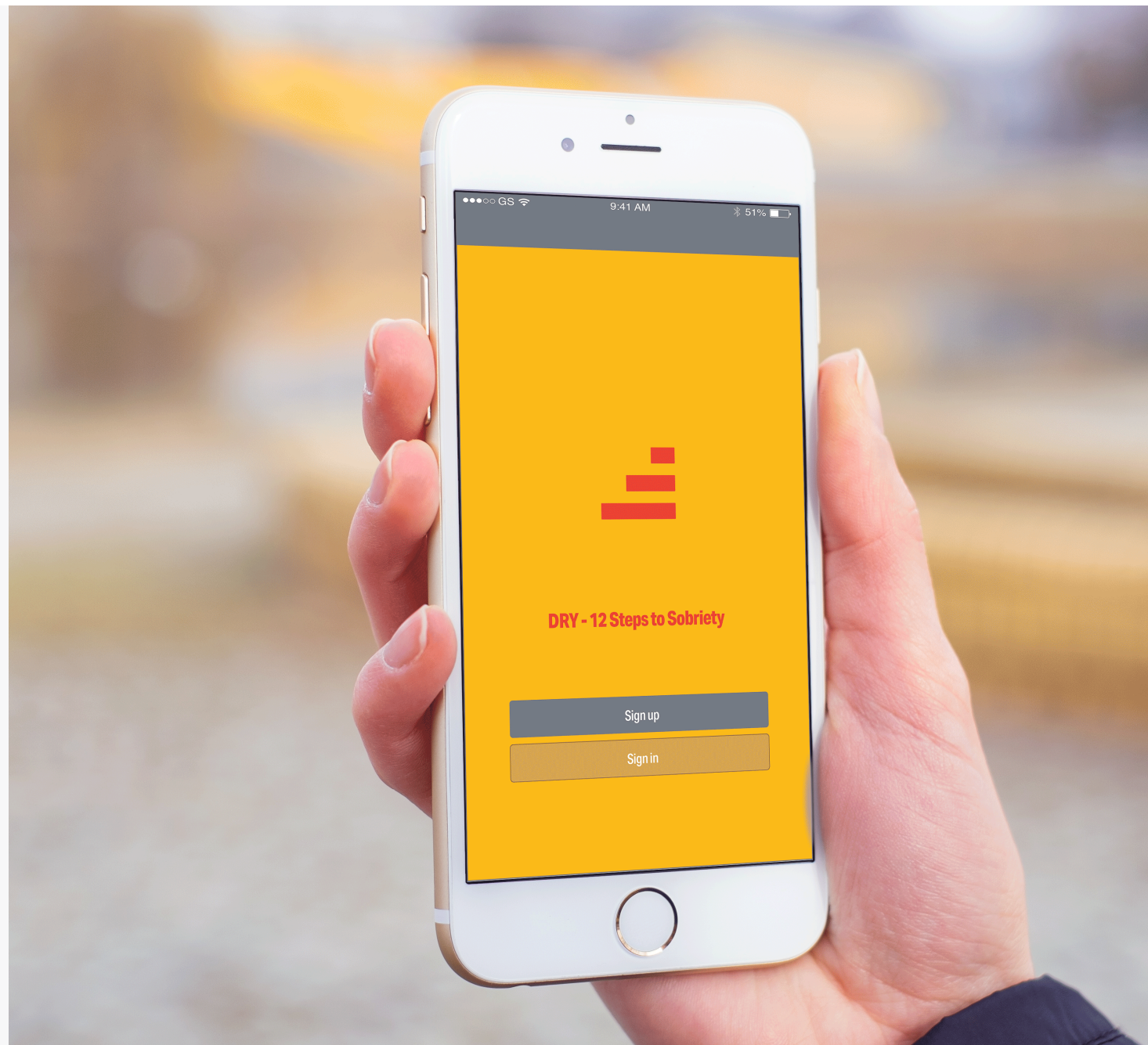
Twelve Step Symbols & Social Media Symbols

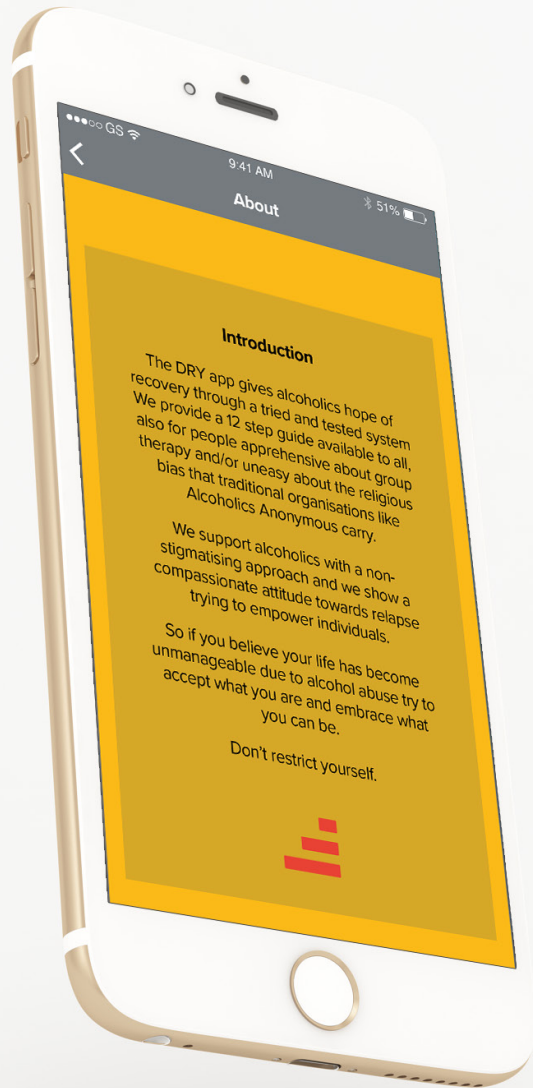
The symbols I have used to represent each step are simple yet effective. I think that although the images vary in style, the two colours keep the consistency. I rounded all the corners, I think that helped. The decision to change the colour from orange to red was a good decision. The problem I have had in the back of my mind is keeping the RGB app colour shades similar to the printed items. I like these colours and would like to keep them this way but I may have to compensate for the card I have ordered to keep everything looking similar. The social media symbols look good in these colours too. The goal is to create a clean look that gives a pleasant user experience.



I phone 6 Mock ups

I have chosen an iPhone 6 to mock up the finished application on as this is what I will be using to display on in the summer shows. I am happy with the design, again it is simple as I will be developing the app after the module hand in ready for the summer shows in Plymouth, Bristol and London. I want to keep it simple at this stage as this will make it easier to code. I can add extra attributes and update the app after user testing. User testing is an essential part of the UX design process. It typically consists of evaluating a product by researching it with your representative users (who are recruited). User testing when done best, takes the form of one-to-one interviews that are conducted face-to-face by a qualified UX researcher.





About

Introduction

The DRY app gives alcoholics hope of recovery through a tried and tested system. We provide a 12 step guide available to all, also for people apprehensive about group therapy and/or uneasy about the religious bias that traditional organisations like Alcoholics Anonymous carry.

We support alcoholics with a non-stigmatising approach and we show a compassionate attitude towards relapse trying to empower individuals.

So if you believe your life has become unmanageable due to alcohol abuse try to accept what you are and embrace what you can be.

Don't restrict yourself.





9:41 AM

51%

GS

12 Steps



Step Two

Coming to believe there is a power greater than yourself and that power can restore.

Do you believe that you can change. Once you admit you are powerless over your addiction and your life has become unmanageable there is hope. This may be a blow to your ego as alcohol has been a survival method for so long. You must have hope as your foundation, change is difficult but you must give it time to realise that you don't need to feel dreadful all the time.

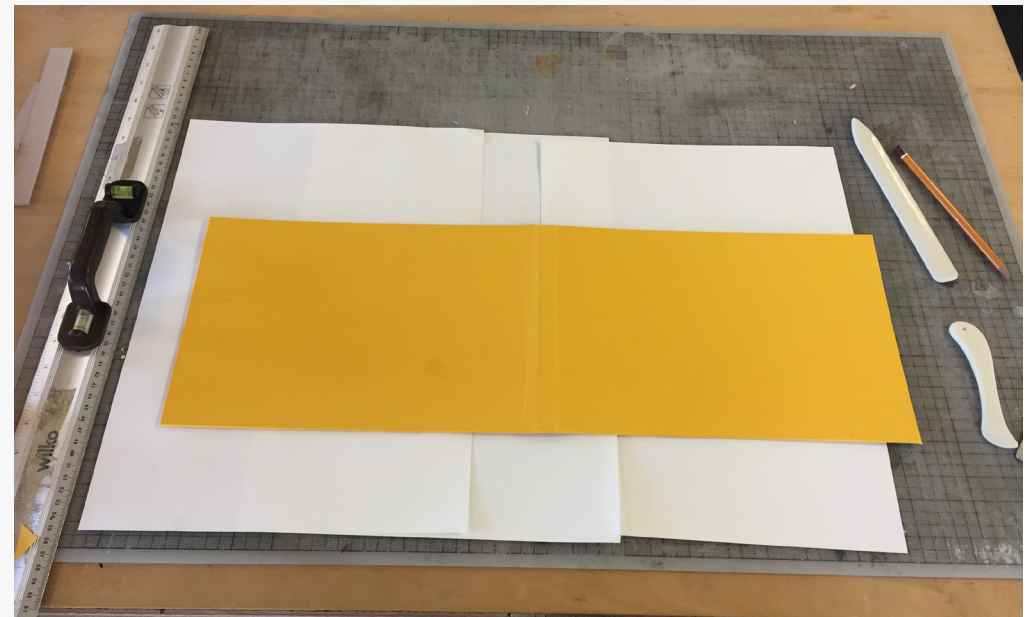
Landing Page

A Landing page is a tool of great importance for building the mobile app branding and online presence.

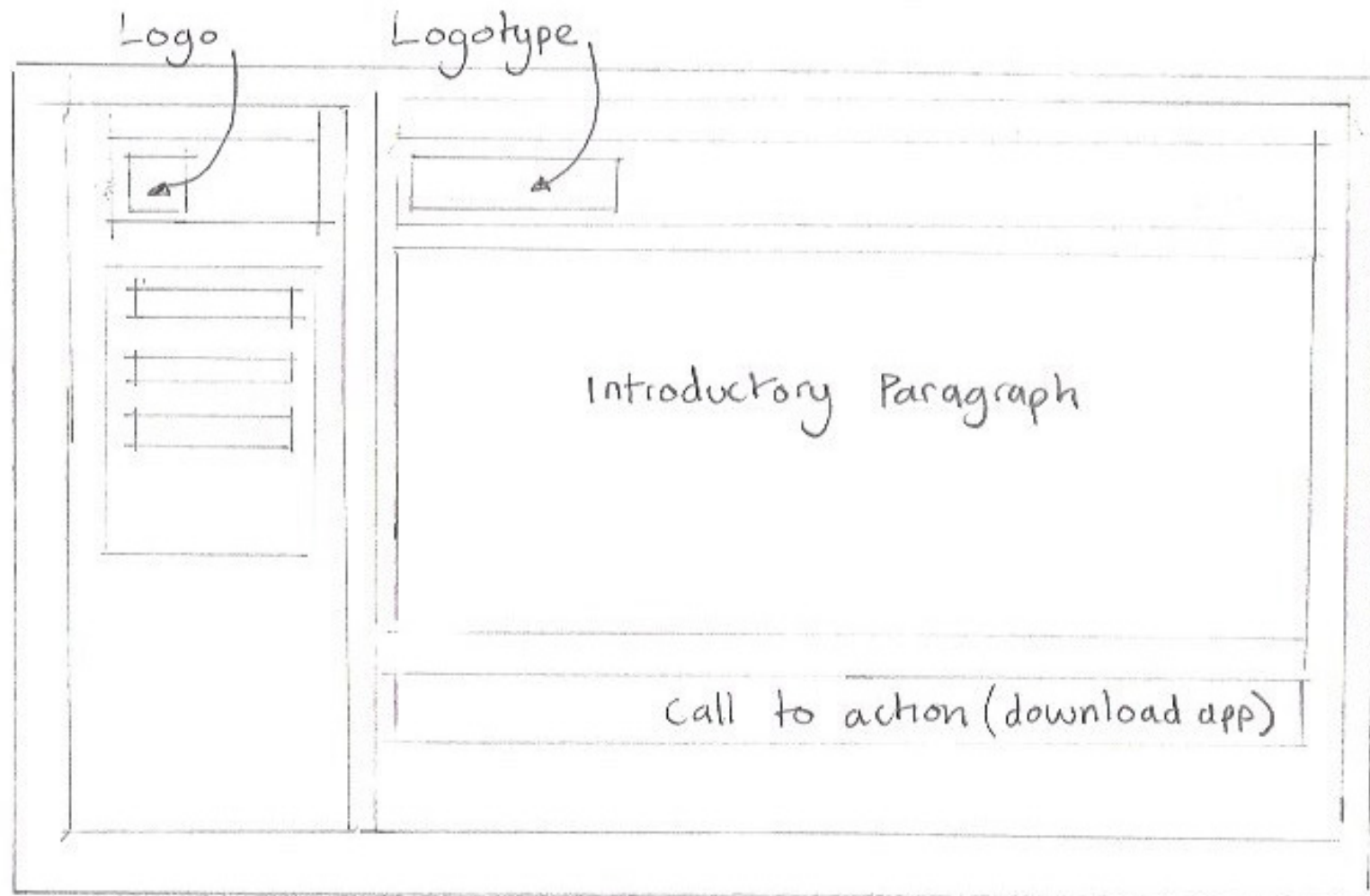
It plays the crucial role if the case is mobile-only and the app doesn't correlate with a website. In general, it is a web page designed with a focus on specific relatively narrow goal and a quick way of accomplishing a particular action. So, for a mobile app, the goal will be app installation and the landing page will concisely cover its benefits and functions. What's more, you can create multiple landing pages for one app based on various segments of the target audience with geographic, gender, psychographic, demographic and behavioral targeting. It is the effective way to reach users and give them a quick presentation of the app which will tell them more than just screen shots on the AppStore. I have come up with a consistent landing page for my app. Images of the development are on the next page.

Casebinding

I wanted to show that I have made an effort in the way I present this research journal. It will be nice to have on display at exhibitions and it shows I have a broad range of skills, not just digital. Jim the PCA technician gave me a crash course in casebinding and I enjoyed creating this Journal. I ordered nice paper for this journal from Mark Jesset, a spokes person and salesman from G.F. Smith. The paper is Colorplan Citrine and Bright Red. I also ordered 100 pages of Superfine White Smooth paper for the content. The images to the right are from the lesson Jim gave me. I enjoyed this process and I feel that it will add more substance to my personal and project branding. People attending the exhibitions can pick up and flick through the books as well as a look at the digital application.



Landing Page (one long page)



Background image

DRY

About
Services
Contact

The DRY app gives alcoholics hope of recovery through a tried and tested system. We provide a 12 step guide available to all. It is also for people apprehensive about group therapy and/or uneasy about the religious bias that traditional organisations like Alcoholics Anonymous carry.

Download the app here

Download on the App Store | Get it on Google play

The DRY app gives alcoholics hope of recovery through a tried and tested system. We provide a 12 step guide available to all. It is also for people apprehensive about group therapy and/or uneasy about the religious bias that traditional organisations like Alcoholics Anonymous carry.

DRY Twelve Steps to Sobriety

Download the app here

Download on the App Store | Get it on Google play

It is true that a large number of people are not able to live their lives to their full potential because they have a drinking problem.

We support alcoholics with a non-stigmatising approach and we show a compassionate attitude towards relapse, trying to empower individuals.

The AA's classical twelve step program is understood through christianity. This could be better communicated. The DRY app is a re-communicated recovery guide written in a way that won't scare away alcoholics from different spiritual backgrounds. From an atheist's point of view the 12 step program is more universal for the whole of society.

So if you believe your life has become unmanageable due to alcohol abuse try to accept what you are and embrace what you can be.

Don't restrict yourself.

Some people may also be apprehensive about group therapy with strangers. This app guides you through the recovery process advising you with same principles as the classical twelve steps.

The DRY app gives alcoholics hope of recovery through a tried and tested system. We provide a 12 step guide available to all. It is also for people apprehensive about group therapy and/or uneasy about the religious bias that traditional organisations like Alcoholics Anonymous carry.

DRY Twelve Steps to Sobriety

Download on the App Store | Get it on Google play

Twelve Steps

Step One

To admit that you are powerless over your addiction and life is unmanageable.

Step Two

Coming to believe there is a power greater than yourself that can restore your mind.

Step Three

Decide to turn your will and life over to the care of God or a higher power as you understand that power.

Step Four

Make a searching and fearless moral inventory of ourselves.

Step Five

Admit to God, to ourselves, and to another the exact nature of our wrongs.

Step Six

Be ready to admit our wrongs to all who would be harmed by them, and be willing to make amends to them.

Step Seven

Make amends to those we have harmed wherever possible.

Step Eight

Seek self-satisfaction only through contact with God or a higher power.

Step Nine

Carry the message of the Twelve to other alcoholics, but only on the basis of their own request.

Step Ten

Continue to take personal inventory and be ready to admit our wrongs when we find them.

Step Eleven

Seek only the knowledge of God through prayer and meditation, and be ready to accept His will in all things, because His will is the only way to true peace of mind and happiness.

Step Twelve

Having had a spiritual awakening as the result of these steps, we endeavour to carry out the foregoing principles in all our affairs.

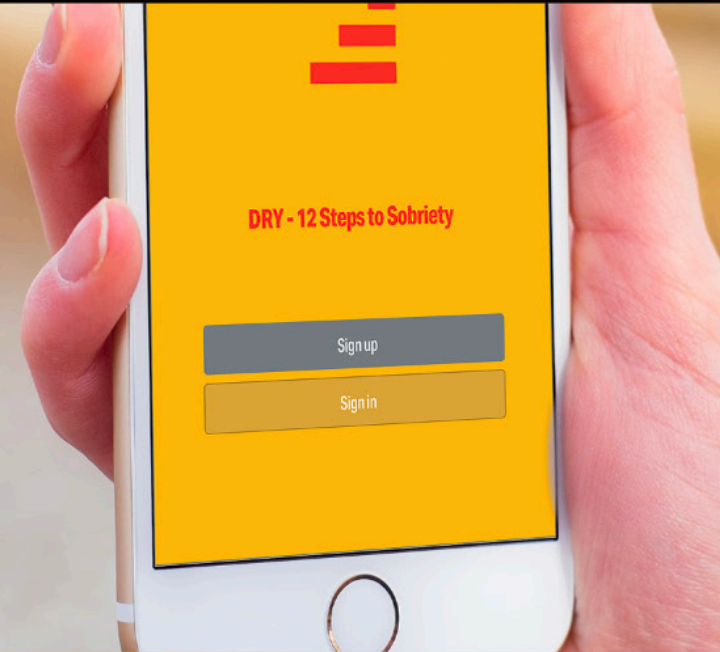
Twelve Steps

DRY's twelve-step program is a set of guiding principles outlining a course of action for recovery from alcoholism. The process of working the steps is intended to replace self-centredness with a growing moral consciousness and a willingness for self-sacrifice and unselfish constructive action.

When you undergo the twelve step program you have to rely on your own self, you have to be honest and committed. You can gain support from your community without suppressing your individuality.



The DRY app gives alcoholics hope of recovery through a tried and tested system. We provide a 12 step guide available to all. It is also for people apprehensive about group therapy and/or uneasy about the religious bias that traditional organisations like Alcoholics Anonymous carry.



DRY Twelve Steps to Sobriety

It is true that a large number of people are not able to live their lives to their full potential because they have a drinking problem.

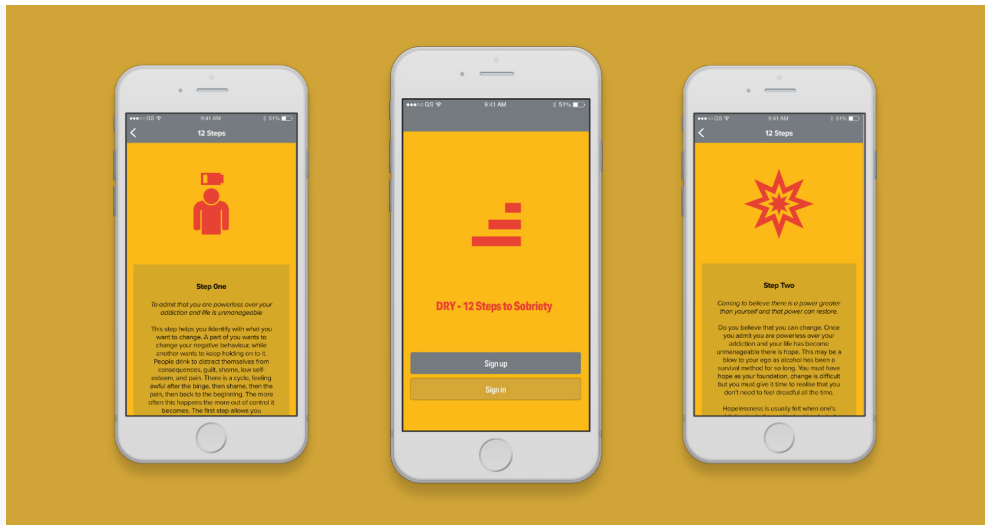
The AA's classical twelve step program is understood

We support alcoholics with a non-stigmatising approach and we show a compassionate attitude towards relapse, trying to empower individuals.

So if you believe your life has become

Posters

I have made a series of posters to give information about the application. They display the key points of what the app is for, how it works and some important visual elements that will give some insight into the development process. The first poster has some mock ups at the top, a title and overview and the design problem I faced. The second has the devised site interface map and some initial sketches. The third has prototypes. I will mount them on vinyl and place them one above the other in my section of the summer shows. In hindsight I think I will align the text left as it does not look right centered.



DRY - Twelve Steps to Sobriety

Overview

It is true that a large number of people are not able to live their lives to their full potential because they have a drinking problem. The AA's classical twelve step program is understood through christianity. This could be better communicated. The DRY app is a re-communicated recovery guide written in a way that won't scare away alcoholics from different spiritual backgrounds. From an atheist's point of view the 12 step program is more universal for the whole of society. Some people may also be apprehensive about group therapy with strangers. This app guides you through the recovery process advising you with the same principles as the classical twelve steps.

We support alcoholics with a non-stigmatising approach and we show a compassionate attitude towards relapse, trying to empower individuals. So if you believe your life has become unmanageable due to alcohol abuse try to accept what you are and embrace what you can be.

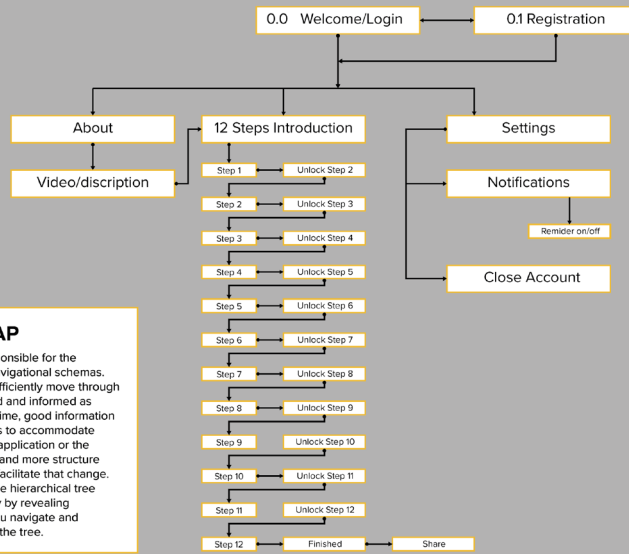
Don't restrict yourself.

Design Problem

The focal point for this application is the re-communication of the twelve step program. Each step is paraphrased from the outdated original process to make a more universal recovery scheme. The challenge was to design an app, which met the needs of a diverse group of users. My research documents a wealth of detailed reasoning for the UI/UX and overall brand.



Overview



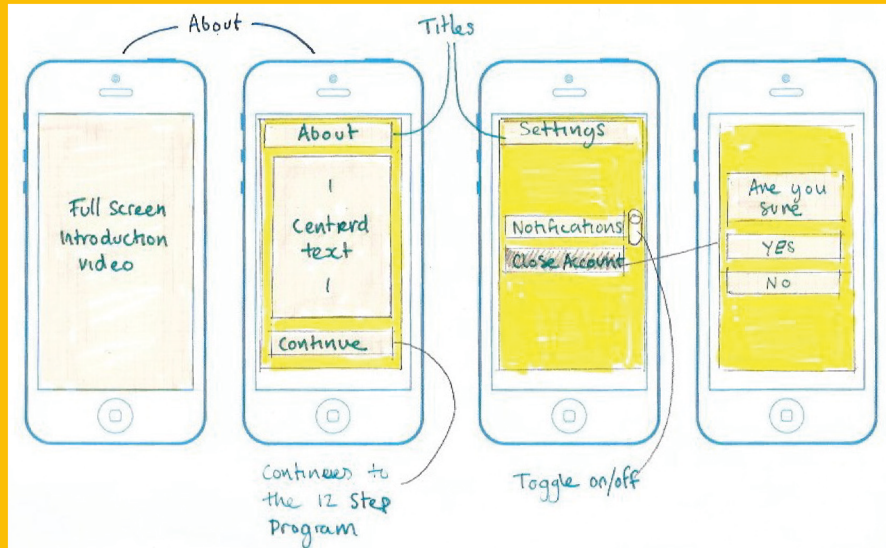
DRY APP SITEMAP

Information architecture is responsible for the creation of organization and navigational schemas. In doing so, it allows users to efficiently move through content and be easily educated and informed as they do so. While at the same time, good information architecture also allows owners to accommodate growth and change. So as the application or the site evolves and more content and more structure is added, the architecture can facilitate that change. This navigational structure is the hierarchical tree structure. It reduces complexity by revealing information and structure as you navigate and traverse down and up through the tree.

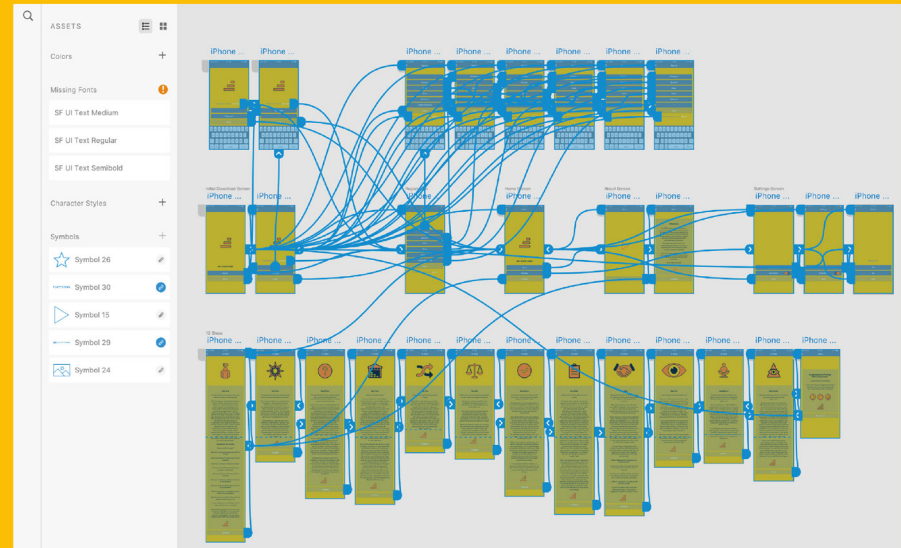
Prototype

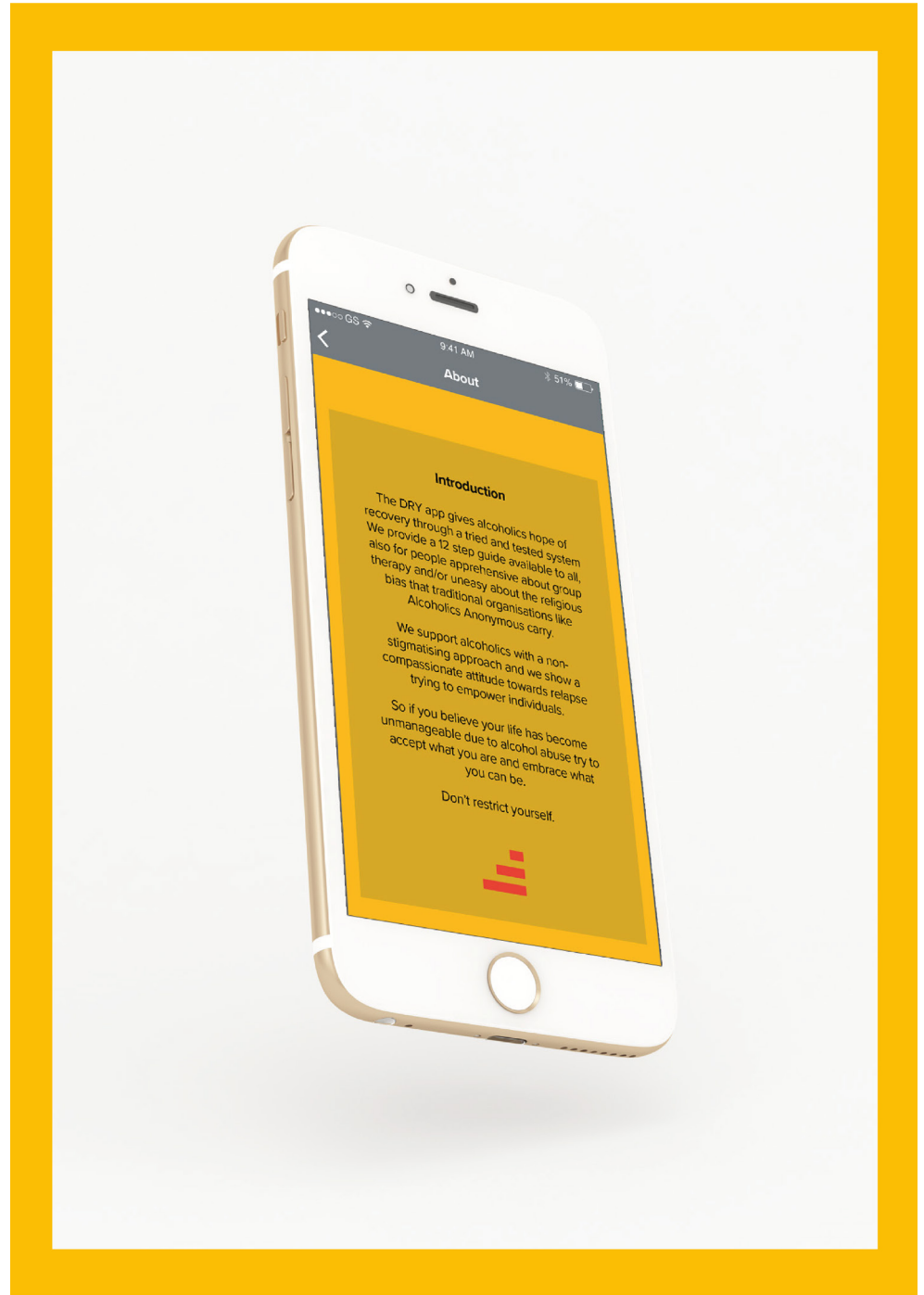
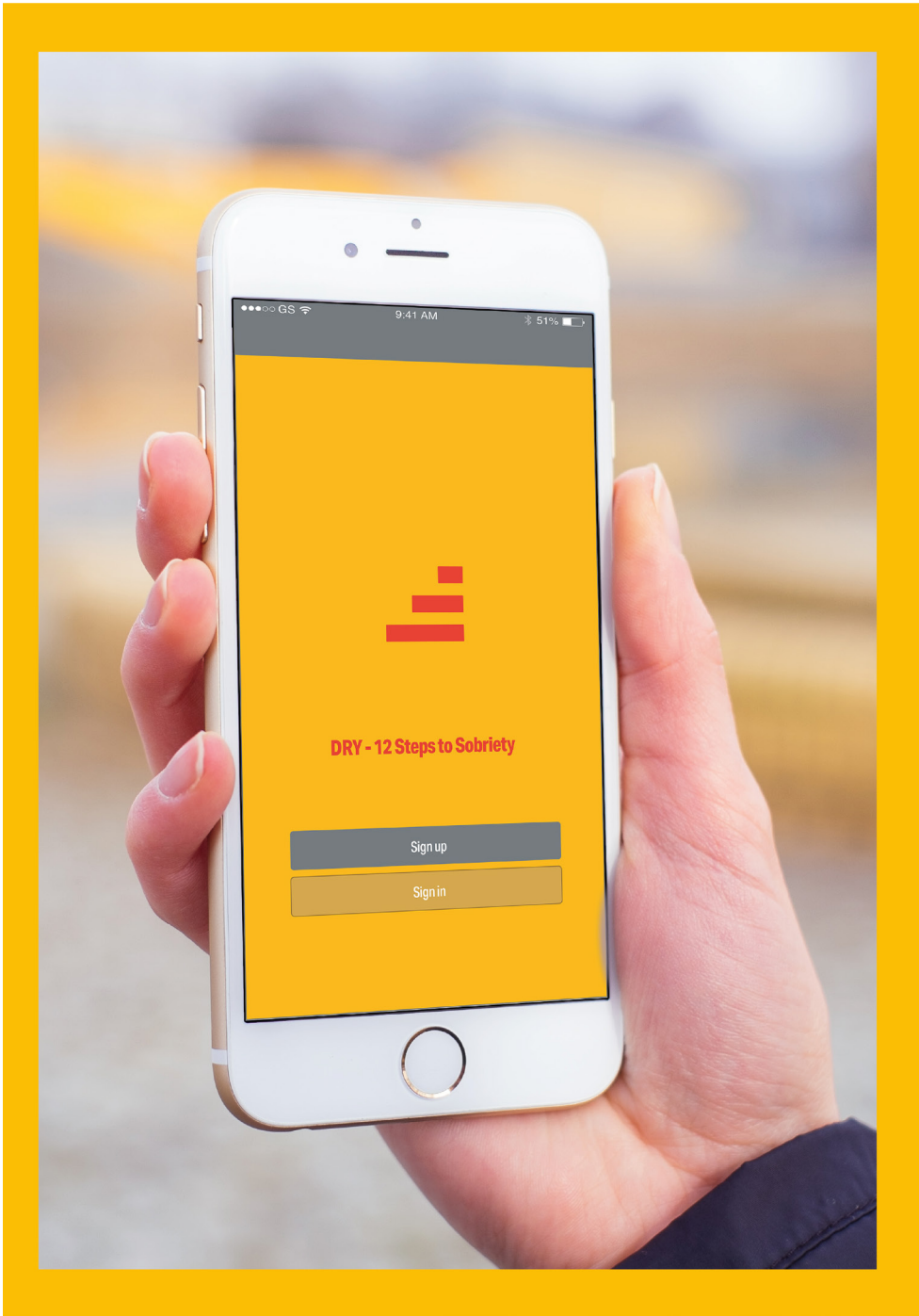


Wireframe Sketches



Prototype Map





9:41 AM 51%

Introduction

The DRY app gives alcoholics hope of recovery through a tried and tested system. We provide a 12 step guide available to all, also for people apprehensive about group therapy and/or uneasy about the religious bias that traditional organisations like Alcoholics Anonymous carry.

We support alcoholics with a non-stigmatising approach and we show a compassionate attitude towards relapse trying to empower individuals.

So if you believe your life has become unmanageable due to alcohol abuse try to accept what you are and embrace what you can be.

Don't restrict yourself.

Twelve Step Cards

Possible Extra item for exhibitions

The idea I had for these cards was to have a stack of them all randomly shuffled on the table at the exhibitions. People can take one and read the main summary of that particular step. It adds a bit more substance to the brand giving more interaction and a bit more playfulness. If there is a table with everyone's take away bits on people may be intrigued with these and may look out for my display (an extra bit of promotion).



Developing the Application

Learning X Code

Now I have designed the DRY application I need to develop it. To do so I have learned Xcode. Xcode is an integrated development environment (IDE) for macOS containing a suite of software development tools developed by Apple for developing software for macOS, iOS, watchOS, and tvOS. It is an app building programming language. I hope to have this a fully functioning app for hand in along with a landing page (coded from scratch) website with a call to action that points to the app store. I will also need to set up social media profiles for the campaign. With all these elements working together there should be a good online presence. The landing page domain is www.dontrestrictyourself.com





