

Waddle SF

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Graduate School of Web Design & New Media
Midpoint Proposal - Original (Version 2)
December 13, 2017 - 10:00am
Academy of Art University

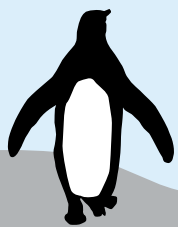


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Autobiography



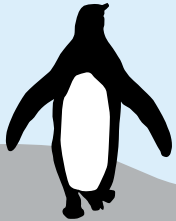
My name is Matthew Tominaga and I am studying at Academy of Art University for a Master's degree in Web Design & New Media. I am a true native of San Francisco, born and raised and still currently living in the city. I graduated from University of San Francisco with a Bachelor of Arts in Graphic Design and a minor in French Studies. At USF, I learned a little web design and this new degree will further my knowledge in design and can take me to new experiences. I also went to St. Ignatius College Prep, which is important to me mainly because of the city that I live in and the connections that I can make down the road.

After graduation from USF, I've had trouble securing a full-time position. Most of the work for graphic design has been volunteering, which leads to freelance or part-time work. Currently, I have three jobs: two are design-based and the other is a job that I've had since high school. My main job is being a part-time graphic designer at ICA Cristo Rey Academy (formerly known as Immaculate Conception Academy), a girls' high school in the Outer Mission. This role allows me to design for print materials and some web design as well as photograph the school events. I hope that what I learn from Academy of Art, I can apply to this high school. My main goal if I plan to continue to work at the school would be to redesign their

website and to make it more user friendly. I also work at the San Francisco International Ocean Film Festival as their graphic designer, but it is only one day a week and most of the year, it is volunteer work.

When I finally graduate from Academy of Art, I want to be a UX designer, a developer or a motion graphics artist. I am not sure which path I want to follow yet. I like motion graphics in that you can animate text and objects to create a visually stunning composition to get a message across. I also like coding, especially in HTML & CSS. Javascript and jQuery is somewhat complicated for me and if I begin to understand it fully, I might choose the path of a developer or UX designer. I still need more practice with PHP and MySQL. These two languages are new to me and I don't fully understand quite yet.

For my career choice, I've narrowed it down to a few options. I either want to be a developer, a UX designer or teacher. I am happy at where I am currently so I might try to broaden my abilities at the place that I am now. I don't care where I end up as long as I am happy with the environment that I am in, I am proud of what I create, and I want to work at that place.



Resume

MATTHEW TOMINAGA

Contact



1855 16th Avenue
San Francisco, CA 94122



(415) 370-1035



matthew@matthew-tominaga.com



matthew-tominaga.com

Experience

Media Designer & Photographer - ICA Cristo Rey Academy

Create high quality brochures, photos, and other advertising materials, critical for Mission Advancement & Admissions.

2015-Present

San Francisco, CA

Graphic Designer - International Ocean Film Festival

Create print material leading up to the annual film festival. Also photograph events.

2012-Present

San Francisco, CA

Graphic Designer/Volunteer - Shark Stewards

Create various print materials and design t-shirts

2013-2015

San Francisco, CA

Graphic Design Intern - Able Services

Work with the Creative Specialist to design various print projects. Work with the payroll team to create e-documents.

2011-2012

San Francisco, CA

Membership

AIGA since 2010

Education

Academy of Art University

M.F.A. in Web Design & New Media
2015-2019 (expected)

University of San Francisco

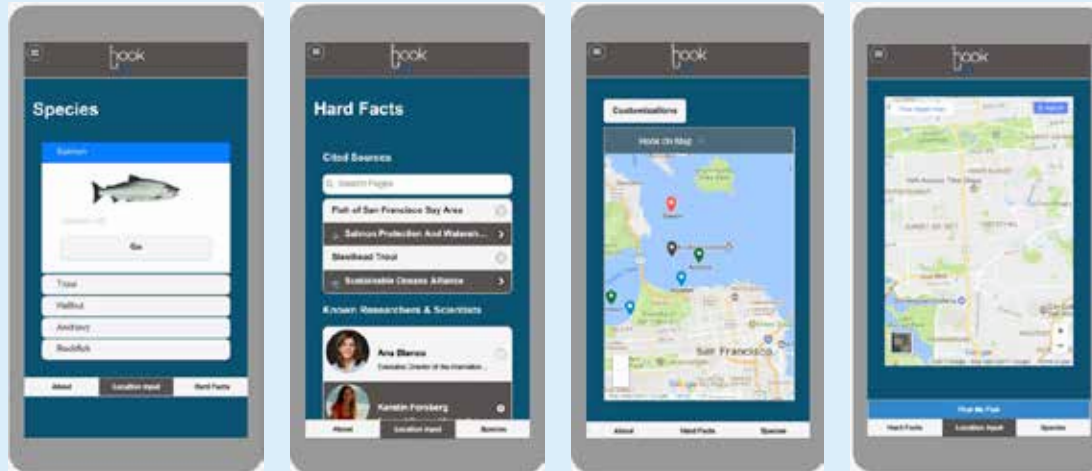
B.A. in Graphic Design,
Minor in French Studies
2008-2012



Portfolio

Hook On Mobile Prototype

WMN 617: Mobile Web Technology | Academy of Art University
Spring 2017 | Prof. Matthew David



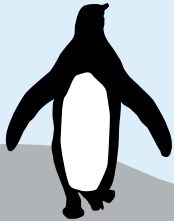
Project Objective

Learn jQuery Mobile and its functions to create a multi-page mobile website. This website was a prototype of my former thesis project idea.

* When testing the link, please use a mobile device such as a smartphone or tablet.

Website Link

http://matthew-tominaga.com/AAU/Assignments/WNM617/m14final_Tominaga/m14_final_Tominaga.html



Portfolio

Deadpool Intro in After Effects

WMN 613: Topics in Motion Graphics | Academy of Art University
Summer 2016 | Prof. Nikki Oettinger

Deadpool falls out of screen. Paper twirls and expands as if the wind caught it and blew it into the camera



Shows drawing and slide cut to next scene



Storyboards

Project Objective

Create an opening title sequence for a movie or television show.

Everything is animated through Adobe After Effects with music from the Deadpool soundtrack. The Deadpool Intro was inspired by the animated character in the end credits of the movie.

Video Link

<https://vimeo.com/212353738>

Portfolio

Louis Restaurant Website

WMN 601: Inside Programming | Academy of Art University
Fall 2015 | Prof. Dale Jones



Contact Page with Google Maps Javascript API



Menu Page with jQuery Tabs

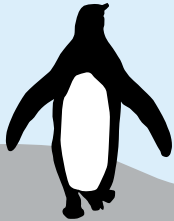
Project Objective

To create a seven page website using HTML, CSS, JavaScript, and jQuery.

This is an actual restaurant in San Francisco. This is more of a redesign to their original website.

Website Link

http://matthew-tominaga.com/AAU/Assignments/WNM601/FinalProject/final_Home_Tominaga.html



Portfolio

Product Page

WMN 608: Web Technology I | Academy of Art University
Spring 2016 | Prof. Kevin Smit



Inventory Page



Shopping Cart

Project Objective

Create a product page using HTML/CSS, Javascript, jQuery, JSON, PHP and mySQL.

Along with the product pages are an inventory page, FAQ, contact and login window.

Website Link

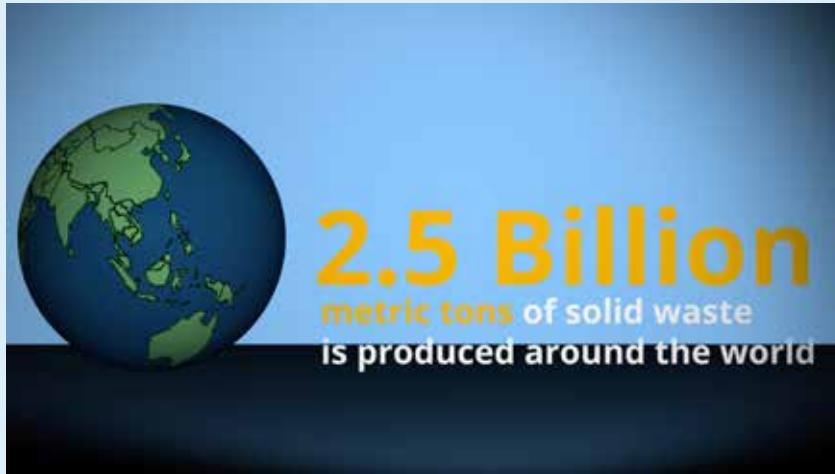
http://matthew-tominaga.com/AAU/Assignments/WNM608/m14_1_Tominaga/inventory.html



Portfolio

3D Infographic: Plastic Pollution

WMN 663: Advanced Topics in Motion Graphics | Academy of Art University
Fall 2017 | Prof. Nikki Oettinger

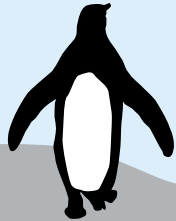


Project Objective

Design and animate a short infographic about 20 seconds long. This animation will show my ability to use 3D layers as well as implementing a camera into the scene.

Video Link

<https://vimeo.com/244776663>



Portfolio

Sunski Website Redesign

WMN 606: Principles of UX | Academy of Art University
Spring 2016 | Prof. Wendy Stengel



Payment Page

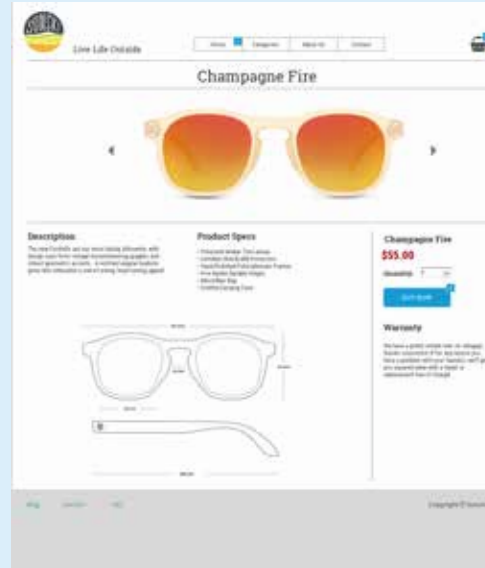
Project Objective

To create a simplified design by limiting the amount of scrolling and to remove unnecessary pages.

Created in Axure RP 8

Axure Demo Link

<http://q0agwz.axshare.com/#g=1&p=home>



Product Page



Portfolio

Inspired by the Ocean

WMN 622: Digital Capture | Academy of Art University
Fall 2016 | Prof. Raina Maes



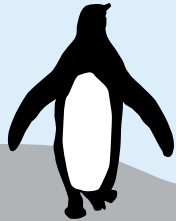
Project Objective

Create an environmental portrait video of a subject of your choice. Must include an interview describing what the subject does in their environment.

Created in Adobe Premiere Pro

Video Link

<https://vimeo.com/224364216>



Portfolio

ICA Building Line Drawing

FA 601: Drawing | Academy of Art University
Spring 2017 | Prof. Oliver Sin



Project Objective

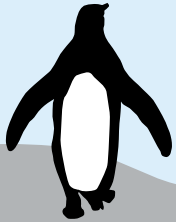
Working from own photograph, draw a two-point situation, sighting angles and including details.

Medium: Graphite Pencil, 18 x 24in drawing pad



Project Abstract

My thesis project will be a map guide titled Waddle SF. It is a mobile-first, responsive website to help guide people throughout San Francisco to their destinations on the flattest and most safe route. The project targets mainly tourists, but can also help bicyclists and fitness trainers, i.e. running. Tourists do not know the streets of San Francisco. They know the sights they want to see and assume that the straightest route is the quickest route. This is not true as San Francisco is hilly. This project will help tourists navigate throughout San Francisco by avoiding the most hills and areas of tourists-related crime hot-spots. If this project is successful, there are options to expand to other cities with high tourism.



Unique Positioning Statement

Waddle SF is a real-world application for primarily tourists, but also anyone looking for the safest, flattest route to their destination. This application will be a mobile-first, responsive website. The main content of Waddle SF is directional map to guide the user to their destination by flattest route and safest route meaning that it will avoid high crime areas. It will include data about recent crime statistics and locations categorized by the type of crime. Also, it will include routes to San Francisco landmarks and famous tourist areas. Currently, there is a website called flattestroute.com, which provides what the name says, but not knowing the city, it can take the user down parts of, for example, the Tenderloin or Hunter's Point, depending on the starting and ending locations. The most common walking guide is Google Maps, which is similar to Flattest Route, except it shows the fastest route. Waddle SF will differ from these other applications as it will take what flattestroute.com is missing: safety. By analyzing data from SFGOV or SFPD and marking the high crime areas on the map, tourists or anyone can be safe to walk to their planned destination.



Statement of Interest

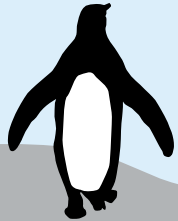
After the first midpoint review and finding that my first idea of a fish tracking responsive website would not work - it was a great idea but would be difficult to find data - I found it hard to find a new idea. Spending a whole semester in a class that said the idea and time spent on the proposal will work for the midpoint review and then have it shatter before my eyes, you would understand that coming up with a new idea after the 15 weeks of work focused on the old idea would be difficult on top of trying to tell myself that I didn't waste \$2800 on a class that obviously lied to my face. So while trying to find a new idea, the Bay Area news stations had many stories of tourists getting robbed in broad daylight with many people witnessing the robberies. Also, the spike in car burglaries helped with this new idea.

So this new Final Thesis project is a mobile-first responsive website primarily to guide tourists to their destination by safest and flattest route possible in San Francisco. The crime spots will be highlighted on the map by spectrum or heat colors, yellow being mildly dangerous and red being avoid it at all times. The user would have to manually enter their

arrival destination, but their starting location would be manual or geolocation. I am still conflicted as which type of map to display when the user looks at their device. It will either be a flat map or a topographical map so the user can understand why they just don't take the straightest way.

The project will also have suggested destinations to San Francisco landmarks and famous tourist areas. On top of that, there will be a crime statistics page for those who are interested in seeing crimes by category (i.e. theft/larceny, grand theft auto, assault, etc.), which will display on a separate map from the map that guides the user to their destination.

The plan for this project is to use what I have learned so far at Academy of Art University and what I am about to learn going forward. Right now, this project's location is set in San Francisco as the "test" mode. If this project is successful, I am definitely open to expanding to other cities. Any means of reducing crime toward tourists benefits the welfare of the tourist, but also it makes the city look better and safer.



Primary Target Audience

The primary target audience for this project is tourists visiting San Francisco. If you are from San Francisco, or live in San Francisco, you should already know how to navigate in the city. Tourists are the priority as they are unfamiliar with the districts of San Francisco and the topography of the city.

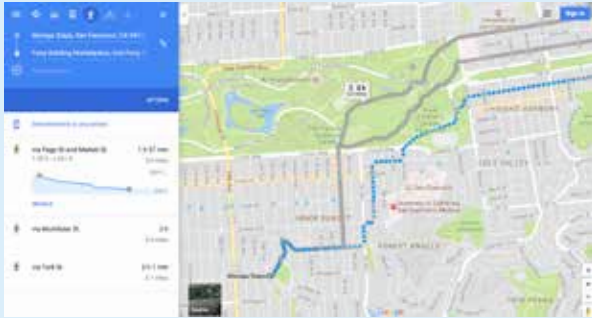
Secondary Target Audience

The secondary target audience is anyone who isn't time-conflicted and needs to find the flattest and safest route to their destination. This audience could be people who exercise (i.e. runners, dog walkers, parents with strollers, etc.).



Competitive Analysis

Google Maps



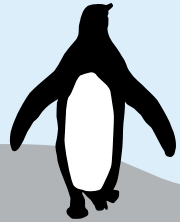
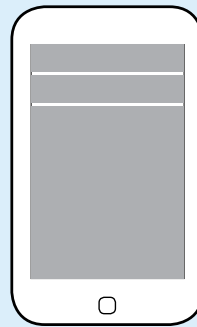
Google Maps is well known to anyone who uses the internet. Google Maps is both a responsive website and an app. It can pinpoint a location by address or Lat/Lng coordinates. It also has the ability to give directions with options of car, municipal transit, walking, biking and flight availability.

Pros

- Easy user experience
- Shows data (elevation, distance, time) for route
- Shows optional routes to destination
- Responsive
- App easy to navigate
- Many features

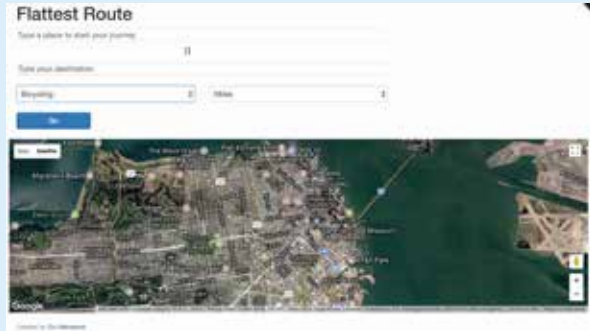
Cons

- The walking route is exactly the same as Flattest Route. Which site copied off of who?
- Doesn't show crime statistics



Competitive Analysis

Flattest Route



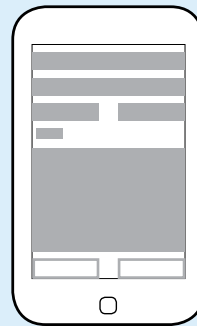
Flattest Route allows the user to travel on the least inclined path by means of walking, biking or driving. It tells distance, travel time, elevation from Point A to B and slope.

Pros

- Easy user experience
- Shows data (elevation, slope, distance, time) for route
- Responsive

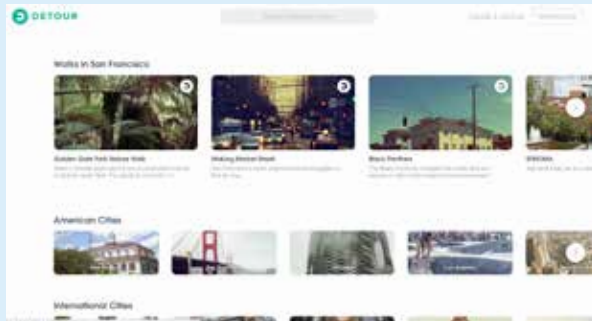
Cons

- The walking route is exactly the same as Google Maps. Which site copied off of who?
- Basic, not many features besides adding location
- Doesn't show crime statistics



Competitive Analysis

Detour



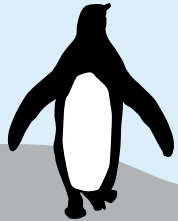
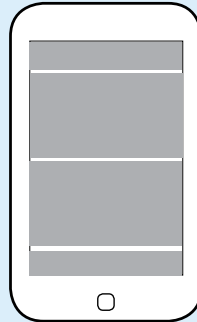
Detour is a self-guided audio tour through many cities both national and international and iconic landmarks. Just download the app, plug in some headphones, purchase a tour and you are set to go.

Pros

- Navigation is simple, uses phones location to display closest audio tour
- Each tour features tips and when is the best time to listen to the tour
- Shows a mini map of walking location
- Famous narrators like Peter Coyote to listen to
- Android & IOS compatible

Cons

- Each walking guide cost \$7.99 to listen
- Not really responsive. Website to direct user to download app
- Can't edit location to specific place, only by city



Comparative Matrix

	Google Maps	Flattest Route	Detour	
USABILITY	★★★★★★	★★★★★	★★★★★	★★★★★★
REQUIRED LOGIN			✓	
DESIGN	★★★★★	★★★★★	★★★★★★	★★★★★★
CONTAINS ADS		✓	✓	
DEPTH OF INFORMATION	★★★★★★	★★★★★	★★★★★★	★★★★★★
APP or WEBSITE or BOTH	BOTH	WEBSITE	APP	WEBSITE
CUSTOMIZABLE LOCATION INFO	✓	✓		✓
IF APP, PRICE	FREE	N/A	FREE Tours: PAY	N/A
ACCESSORIES NEEDED			✓	
SAFETY CONCERNS	★★★★★	★★★★★	★★★★★	★★★★★★



Has function



Ratings



Personas



Mary Jane

Age: 70 | Female

Tourist

Loves to photograph birds and wildlife on San Francisco beaches and natural settings. She would like this project as it will save her some anxiety when traveling with expensive camera equipment and stress as the route will be less strenuous.



Sister Lilly

Age: 61 | Female

Marathon Runner

Despite wearing a habit, Sister Lilly likes to go for a morning run before school starts. She would like this project as it will give her flatter routes when training for the next marathon that San Francisco offers.

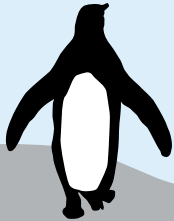


Jericko

Age: 28 | Male

Respiratory Therapist

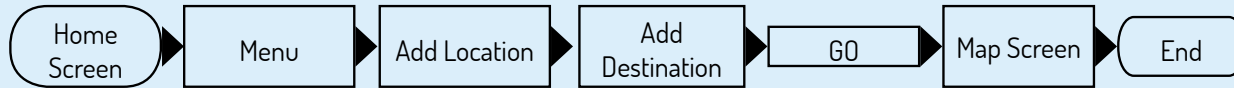
A respiratory therapist doesn't need to use this project. But on his spare time, he helps his local district with neighborhood watch. He would like this project as it will show crime statistics based on location and what type of crime was committed so he can be on the lookout for crimes that may occur.



User Flow Diagrams

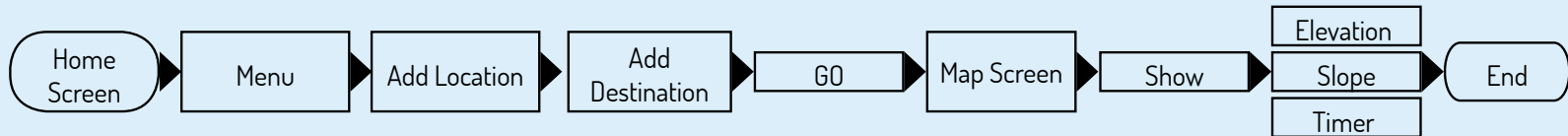
Mary Jane's Task | Safely Get to Destination While Carrying Expensive Camera Gear

You are currently taking photos of curlew birds hunting sand crabs at Ocean Beach. You hear on the radio that people have made a sighting of whales off of Crissy Field in the Presidio. You have no money and ride sharing services are currently down for maintenance. You must walk to Crissy Field with your camera equipment. Find the flattest route to the destination.



Sister Lilly's Task | Create a Morning Warm-up Routine

Every morning, you exercise by running around the block. But today, you hear the SF Marathon is 4 months away and you need time to prepare. You don't want to over-do your leg muscles by running up steep hills and instead want to start off easy. Create a path that can start your day off right.



Jericko's Task | Keep the Neighborhood Safe and Protected

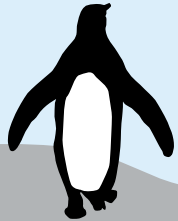
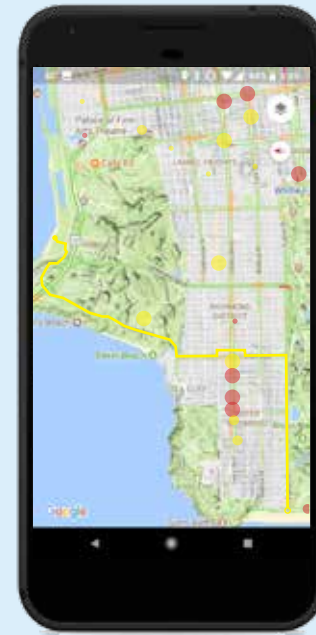
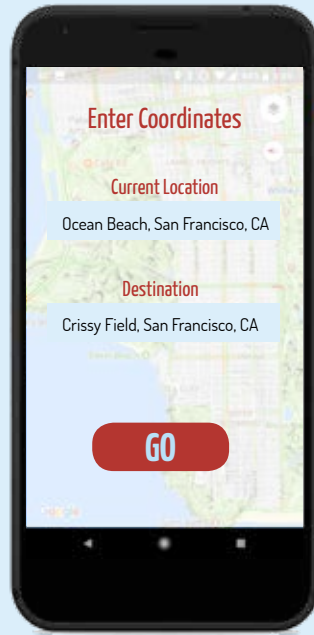
You are the neighborhood's nosy neighbor. But being the nosy neighbor, you know who lives in every house and what goes down every night on your block and your neighbors trust that you will know everything about your neighborhood. You want to stay informed in case something bad happens.



Proof of Concept 1

Mary Jane's Task | Safely Get to Destination While Carrying Expensive Camera Gear

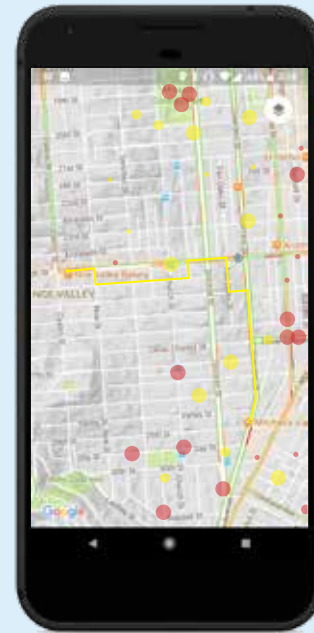
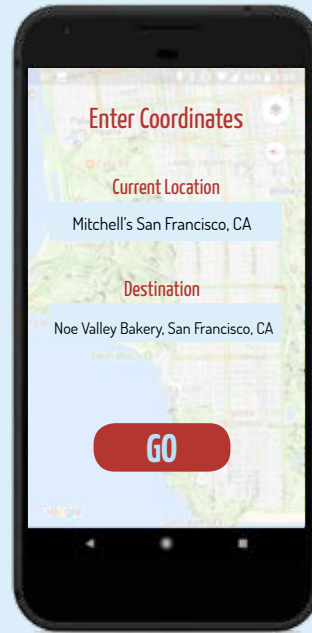
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Proof of Concept 2

Sister Lilly's Task | Create a Morning Warm-up Routine

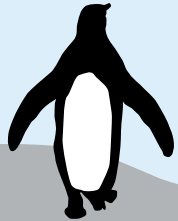
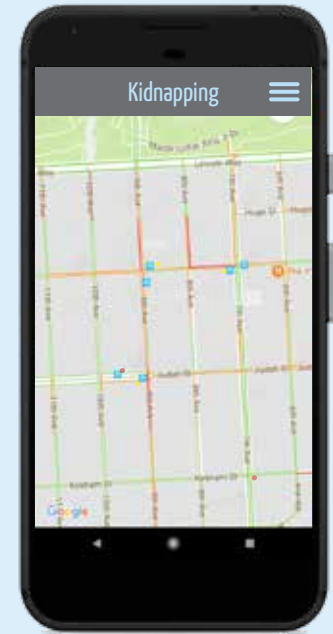
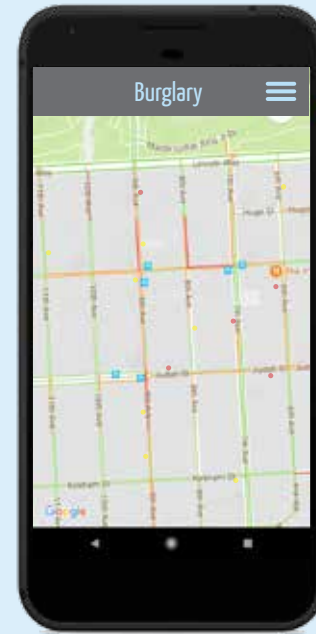
Every morning, you exercise by running around the block. But today, you hear the SF Marathon is 4 months away and you need time to prepare. You don't want to over-do your leg muscles by running up steep hills and instead want to start off easy. Create a path that can start your day off right.



Proof of Concept 3

Jericko's Task | Keep the Neighborhood Safe and Protected

You are the neighborhood's nosy neighbor. But being the nosy neighbor, you know who lives in every house and what goes down every night on your block and your neighbors trust that you will know everything about your neighborhood. You want to stay informed in case something bad happens.



Platform/Technologies

Mobile-First Responsive Website

HTML/CSS

Javascript

jQuery/jQuery Mobile

Themeroiler for jQuery Mobile

Google Maps Javascript API



Tech Specs

Waddle SF is a mobile-first, responsive website that doesn't exist in the world. Both flattest route and crime map exist, but as one single project, they do not. The plan of executing a Point A to Point B map is fairly simple, but to limit the route based on crime hot spots can be difficult to accomplish.

I have some ideas on how to accomplish this task and one would be to create elevated bumps on the topographic map of San Francisco so when analyzing Point A and B, it will avoid the crime bumps. Another idea would be to recognize certain colors and avoid the colors.

I plan to be the sole developer of the project and have a complete working website that will be able to allow a user to arrive to their destination on the safest and flattest route possible.

Programming Languages

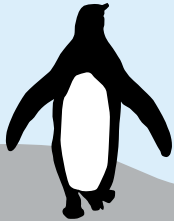
Being a mobile-first, responsive website, the main languages I will be using are HTML/CSS, jQuery Mobile (JQM), and javascript. I plan to also use themes that come with JQM.

Other Languages

Depending on my route to configure the crime stats to the map, I may need to learn other languages like Python or C++ to complete this project.

Data

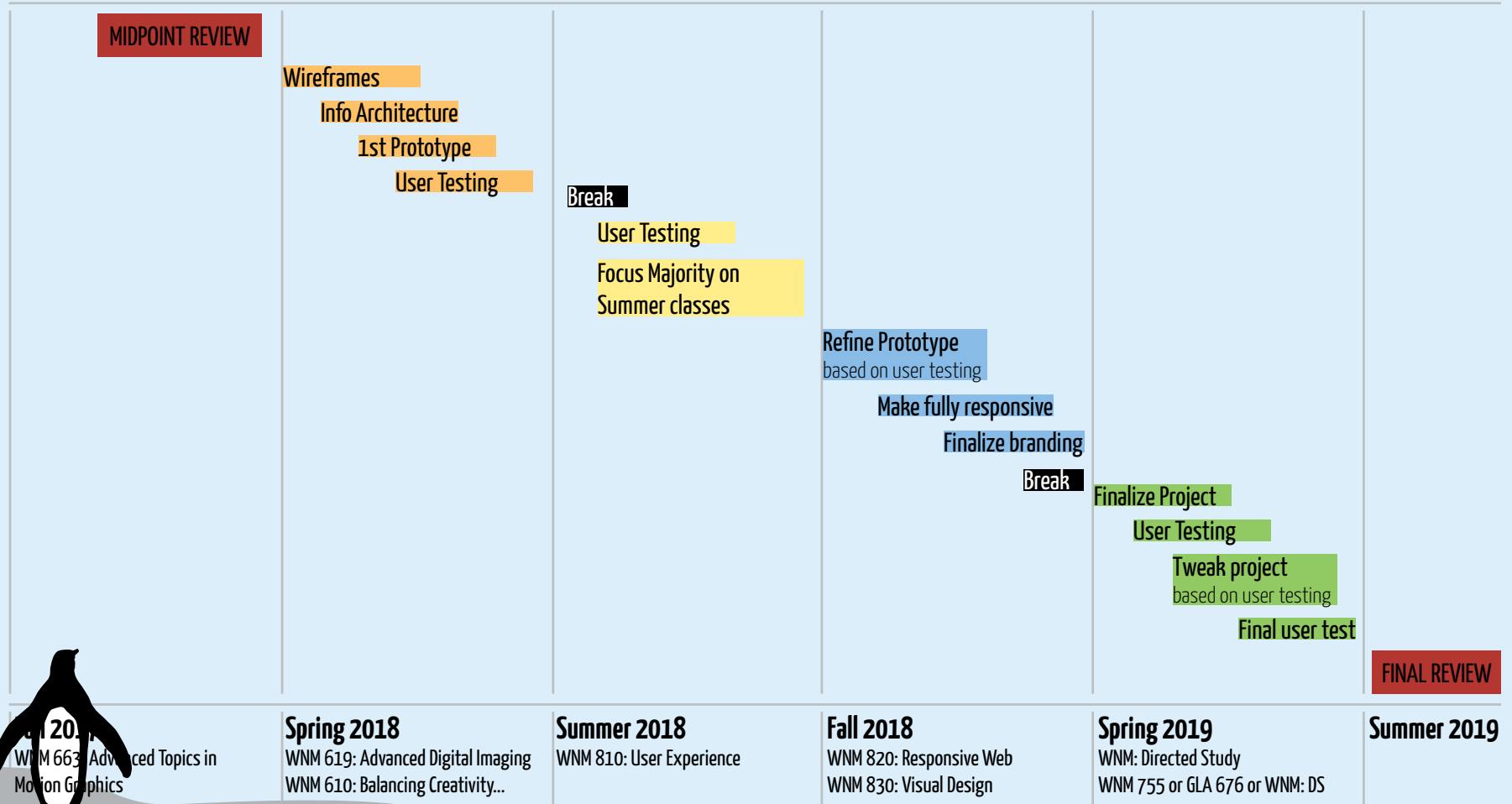
Half of this project relies on crime statistics in San Francisco. My data will come primarily from the San Francisco Police Department and SFGov. The San Francisco government website keeps accurate and current data on recent crime activities.



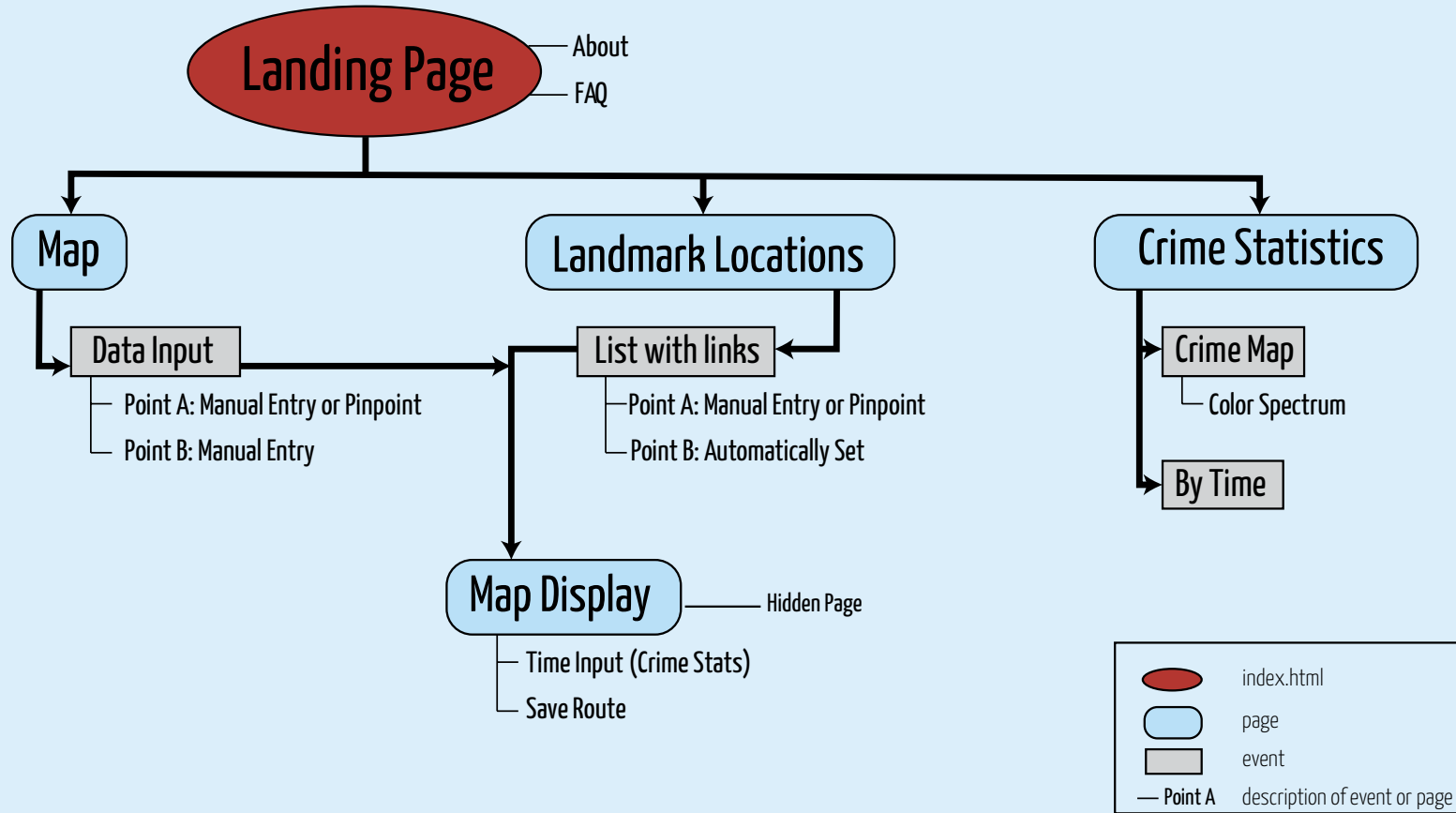
Mind Map



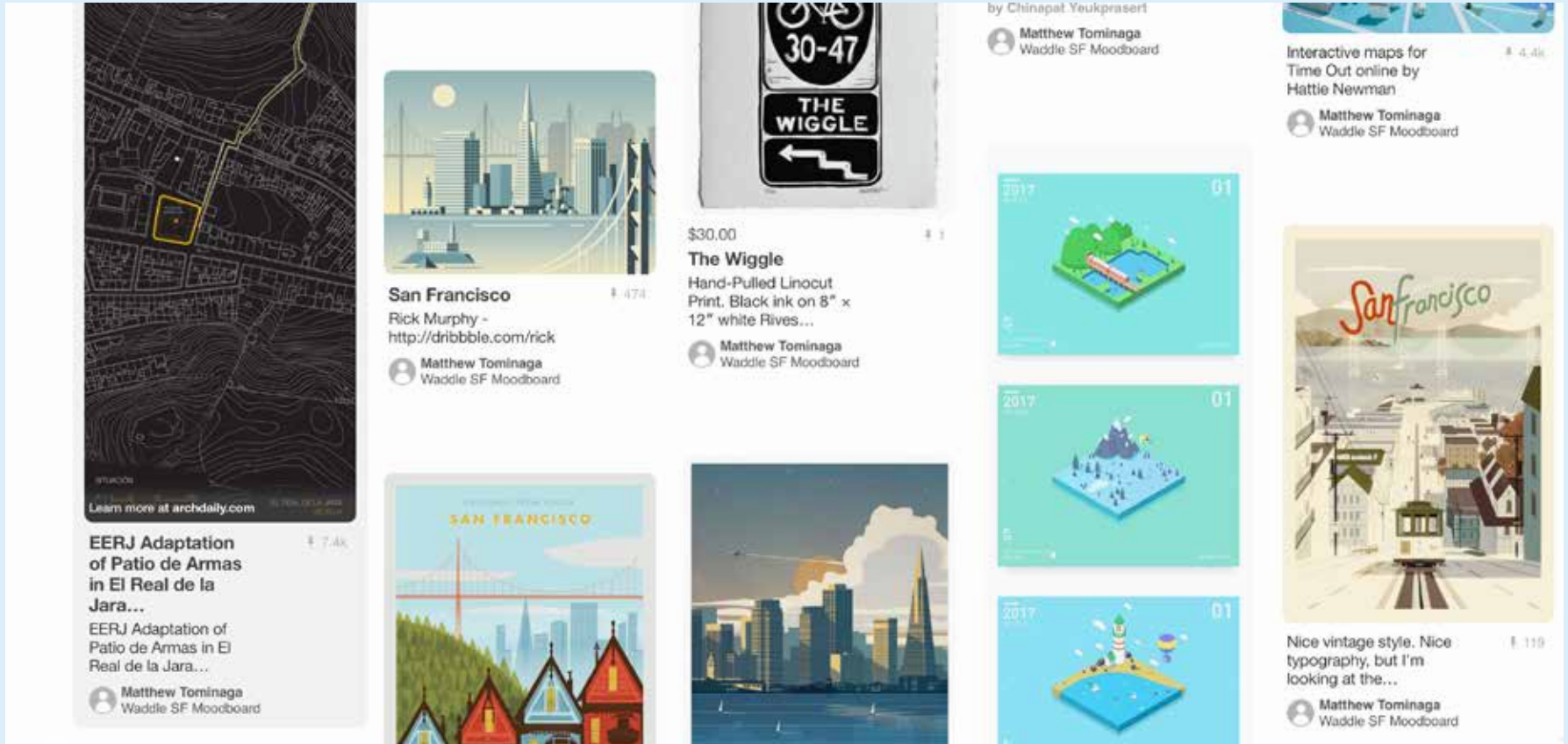
Timeline



Information Architecture



Moodboard



Full detail of moodboard can be found here:

<https://www.pinterest.com/matthewtominaga/thesis-project-moodboard/>

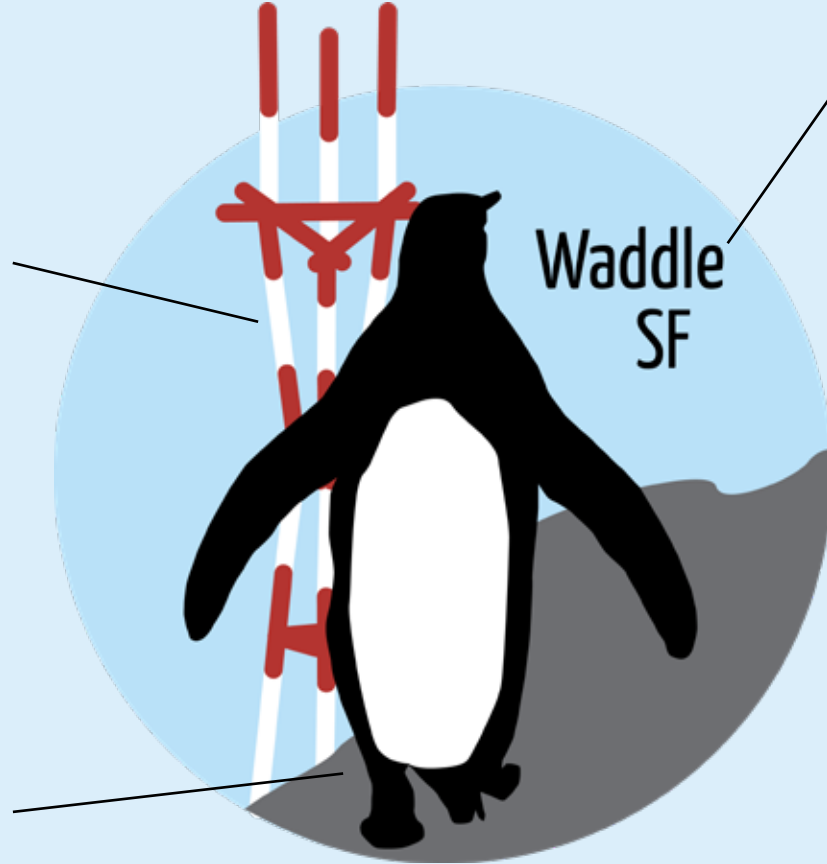


Branding

Logo Design

The Sutro Tower is one of the many iconic landmarks in San Francisco. It can be seen from any district in San Francisco and also from a plane if the fog decides to stop by.

The penguin represents walking or “waddling” as what penguins do when they walk. It is also a representation of the March of the Penguins that the San Francisco Zoo holds every year in the summer to welcome the new penguin chicks to their zoo home.



The name “Waddle SF” is a take on the word “Wiggle,” which is the name of the bicycle route from downtown San Francisco to Golden Gate Park. The Wiggle allows bicyclists to avoid steep inclines. Waddle sounds similar to “wiggle” and could help with branding as both try to accomplish the same thing, but targets different groups of people.

Branding

Typography

Primary Typeface - Titles, Headers, Etc.

YANONE KAFFEESATZ - REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#%&*()';./:"

YANONE KAFFEESATZ - LIGHT

Aa

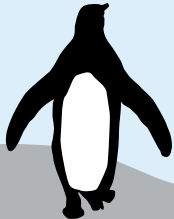
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abcdefghijklmnopqrstuvwxyz
1234567890?!@#%&*()';./:"

Secondary Typeface - Paragraph Text

DOSIS - REGULAR

Aa

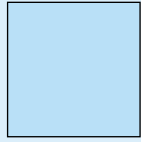
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Branding

Color

CMYK



25 2 0 0



21 92 89 11

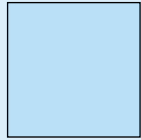


0 0 0 70



0 0 0 0

RGB



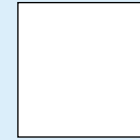
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180 53 47

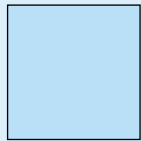


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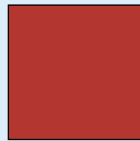


255 255 255

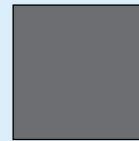
HEX



b9dff6



b4352f



6c6e70



ffffff



Resources

SF Crime Heat Map

Data SF provides a basic crime heat map of all crimes in San Francisco. This may or may not be helpful as the map seems to be completely crime-riddled.

<https://data.sfgov.org/Public-Safety/SF-Crime-Heat-Map/q6gg-sa2p/data>

GitHub Flattest Route

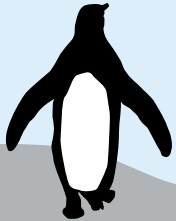
Someone already created a flattest route website, but being an SF native, I don't want to walk down the Tenderloin at night even though it may be the flattest route. The theory to how this person created a flattest route path was to use Google's topographical map and set the route to its lowest elevation.

<https://github.com/Zivi/FlattestRoute>

SFPD Current Year Crime Data

This will be very time consuming, but their website does allow filters including, LARCENY/THEFT, ASSAULT, GRAND THEFT AUTO, etc. I can plug in data to the project to create a map by different crimes.

<https://data.sfgov.org/Public-Safety/Police-Department-Incidents-Current-Year-2017-/9v2m-8wqu/data>



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