



A Step in the Right Direction

Out Without Doubt

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Graduate School of Web Design & New Media
Final Review - Original
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Academy of Art University

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SECTION

01



PRESENTATION

4	AUTOBIOGRAPHY
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Hello, **I'm Matthew.** I'm a

Graphic/Web Designer and **Photographer**

based in **SAN FRANCISCO, CA.**

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. I was able to secure a job a graphic design position at ICA Cristo Rey Academy through networking and high school connections. But currently, I am in search of a new job. After seven years of graphic design at ICA Cristo Rey, I was laid off due to budgeting reasons. I am continuing with my volunteer service as a graphic designer and photographer for the International Ocean Film Festival creating digital and print marketing material and taking on small contracts while I search for a new position. Originally, my plan was to apply what I learned at Academy of Art to my work at ICA Cristo Rey, but now I will be able to apply my new knowledge to my future career.

When I finally graduate from Academy of Art, I want to be a UX/UI Designer, Visual Designer or a Front End Developer. At my Midpoint Review, I stated that I was interested in becoming a motion graphics designer, but after completing the advanced motion graphics class, I found I am not capable to succeed in terms of illustration. Through my final project, I have gained more knowledge in mobile app creation, AngularJS and javascript that I now feel comfortable becoming a UX/UI Designer, Visual Designer or Front End Developer.

EDUCATION

**Academy of Art University**

M.F.A. in Web Design & New Media

San Francisco, CA

2015/2019 *expected***University of San Francisco**

B.A. in Graphic Design, Minor in French Studies

San Francisco, CA

2008/2012

EXPERIENCE

**ICA Cristo Rey Academy**

Media Designer

San Francisco, CA

2016-2019

Graphics/Publications Designer

2015-2016

Freelance Graphic Designer

2012-2015

Marketing Intern

Aug 2012-Nov 2012

I had a few title changes over the course at ICA Cristo Rey. Created departmental publications (i.e. magazines, newsletters, invitations, signage, brochures, powerpoint/keynote presentations) working solely in Mission Advancement and branching out to other departments in the school. Photographed all special events including galas and special luncheons.

International Ocean Film Festival

Volunteer Graphic Designer/Photographer

San Francisco, CA

2013-Present

I design printed material, i.e. postcards, posters, invitations, programs, etc. for the festival and other events. I photograph the gala and film festival events.

Shark Stewards

Graphic Designer/Volunteer

Berkeley, CA

2013-2015

Designed a pro-shark t-shirt, a postcard banning shark finning and social media icons detailing reducing consumption of shark fin soup during Chinese New Year.

Able Services

Graphic Design Intern (Paid)

San Francisco, CA

2011-2012

Assisted Creative Specialist in designing brochures, invitations, business cards, flyers, proposals, and other print material. Assisted Payroll in creating documents as print & electronic fillable PDFs.

SKILLS



Graphic Design | UX/UI Design | Typography | Print Design | Front End Developing
Branding & Strategy | Logo Design | Photography

WHAT I USE



Adobe InDesign CC | Adobe Photoshop CC | Adobe Illustrator CC | Adobe Premiere Pro CC
Adobe After Effects CC | Brackets.io | Ionic Creator | Microsoft Office | Macbook Pro



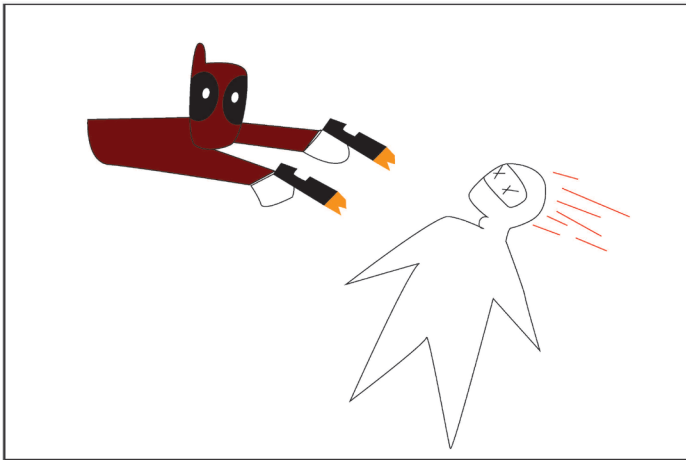
Louis' Restaurant Website

WNM 601: Inside Programming

Fall 2015

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

Shows drawing and slide cut to next scene



Deadpool Intro in After Effects

WNM 643: Interactive Design & Concepts

Fall 2016

<https://matthew-tominaga.com/AAU/WNM613.html>
(scroll to the bottom)



Decagon Design Studio Website Design Proposal

WNM 610: Balancing Creativity & Profitability

Spring 2019

<https://matthew-tominaga.com/AAU/WNM610.html>

Decagon Design Studio Website Design Proposal

WNM 610: Balancing Creativity & Profitability

Spring 2019

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As a member of Decagon Design Studio, our group project was to create a website design proposal for the Samsung 4K QLED TV. Featured pages of my own work are: Proposal pages 12, 54, 55 | Client Survey pages 3, 4.

As Vice President, Branding and Strategy, Matthew heads up research on customer insights to optimize brand awareness and drive sales growth. Matthew provides expert leadership in terms of market research, competitive analysis and brand strategy to create a highly successful brand message. He is expert at finding effective solutions to various branding challenge using a variety of design principles.

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PERCEPTION / TONE / GUIDELINES

SAMSUNG QLED 4K TV REDESIGN

WHAT DOES THE TARGET AUDIENCE THINK AND FEEL ABOUT THE COMPANY AND CURRENT WEBSITE?

Samsung's target audience wants innovation and design to reflect in their products. The website adheres to the audience by being user-friendly and intuitive with modern design elements. The drawback of the current site is the inconsistent theme between pages. Also, not all of its products are featured on the homepage, which can lead to confusion.

HOW SHOULD THEY FEEL ABOUT THIS NEW WEBSITE?


The user should see connectivity between pages from home page to category page to product page. Navigation between pages will be easier to find so the user can follow their bread crumbs through their history. The redesign of the website also formats the most important content to fit into the frame of the screen that the audience is using.


ADJECTIVES USED TO DESCRIBE THE WAY THE WEBSITE AND THE COMPANY SHOULD BE PERCEIVED BY THE TARGET AUDIENCE

Adaptive. Authentic. Clean. Compatible. Consistent. Engaging. Informative. Innovative. Intuitive. Modern. Organized. Professional. Quality. Relevant. Trustworthy. User-Friendly.

SPECIFIC VISUAL GOALS FOR THE WEBSITE

The website should provide the user with informative content, but it should also visually provide a clear and user-friendly approach to navigating throughout the site. Larger buttons, splash images, centered tabs, and well spaced text will help convey the consistency between the pages as well as keep the user engaged in the website.





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MARKETING STRATEGY

PLAN & IMPLEMENTATION

MARKETING PLAN

Decagon's proposed marketing strategy for the redesigned website aligns with Samsung's goals of innovation and design as well as being user friendly and intuitive with modern design elements. The website will be immersive and convey a sense of wonder and excitement around the Samsung QLED 4K TV. Potential customers will be attracted to the website through use of social media and online ads by way of streaming services or webpage ads.

Decagon's objective is to stand out from the competition by providing the buyer with full knowledge and details about the television. The customer should have every available piece of information that makes it the best option to purchase. Samsung will therefore gain more exposure to its brand and increase its sales of the QLED 4K TV.

IMPLEMENTATION

Promotion
Using many different ways of advertising the product such as social media marketing, search engine sponsored results, and paid ads through television and streaming video services like YouTube, Netflix and Hulu.

Social Media
Advertisements created directly for the top social media platforms. Hashtags specifically linked for Samsung and QLED 4K TV.





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MARKETING STRATEGY

STRENGTHS & WEAKNESSES

STRENGTHS

Strong Brand Recognition
Samsung is one of the most competitive global brands in consumer electronics rivaling Sony, LG and Vizio.

Innovative Design
Samsung's website is user friendly conveying a modern theme by using design elements such as icons and typography.

Advanced Technology
Samsung lures customers to its market by featuring different TV preferences and designs with varying price ranges to offer a product for everyone.

WEAKNESSES

Consumer Knowledge
Consumers may have previous knowledge or information about Samsung products or rival products that can already sway their choice.

Competition of Rival Brands
Samsung's rival brands such as LG and Vizio also have their selection of 4K TVs with competing pricing.

Feasibility of High Prices
Depending on income of buyer, the QLED 4K TV may not be an option for the consumer.





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ELEVATOR PITCH

Out Without Doubt (OWD) is a native application to safely guide users throughout any major city by method of foot travel. OWD will alert the user of potential hazards and caution them to take appropriate steps to avoid the situations. Data can be accessed in the application, which is updated daily based on the local police's criminal activity records.

THESIS OVERVIEW

Out Without Doubt (OWD) is a native application to safely guide users throughout any major city through use of navigational mapping and data collected through city government's open data networks. Through this app, users will be able to navigate through a city while staying aware of recent crimes that have happened in the past month. The objective for this app is to inform and alert the user and not to deter the user from going out or exploring the city. Users of this app are required to create an account so that they can access its features. Some of the features included in OWD are the main navigational map, a list of maps broken down by criminal categories, and a way to update the map based on an event witnessed or occurring at the moment. Each map has markers placed based on the current data by the local government or police where the user can tap and view information about the event. The marked events are color coordinated for better distinction among the different crimes.

From where my project currently is to where I first introduced the concept at the Midpoint Review, there have been some subtle, but obvious changes. At the Midpoint Review, the concept was called Waddle SF with an image of a penguin walking down a path with the San Francisco skyline in the background. I described a thesis project as a mobile-first responsive website to primarily guide tourists to their destination by the safest and flattest route situated only in San Francisco. Featured in the website would be a crime statistics page where users interested in seeing crimes could view them by different categories. This idea came about from news reports of tourists getting killed for camera equipment and the spike in car burglaries throughout the city at major tourist attractions. After the review, I was given the task to not make this project only about the negatives of crime and instead focus on how to inform the user about recent events and not be "you are going to get robbed if you go this way."

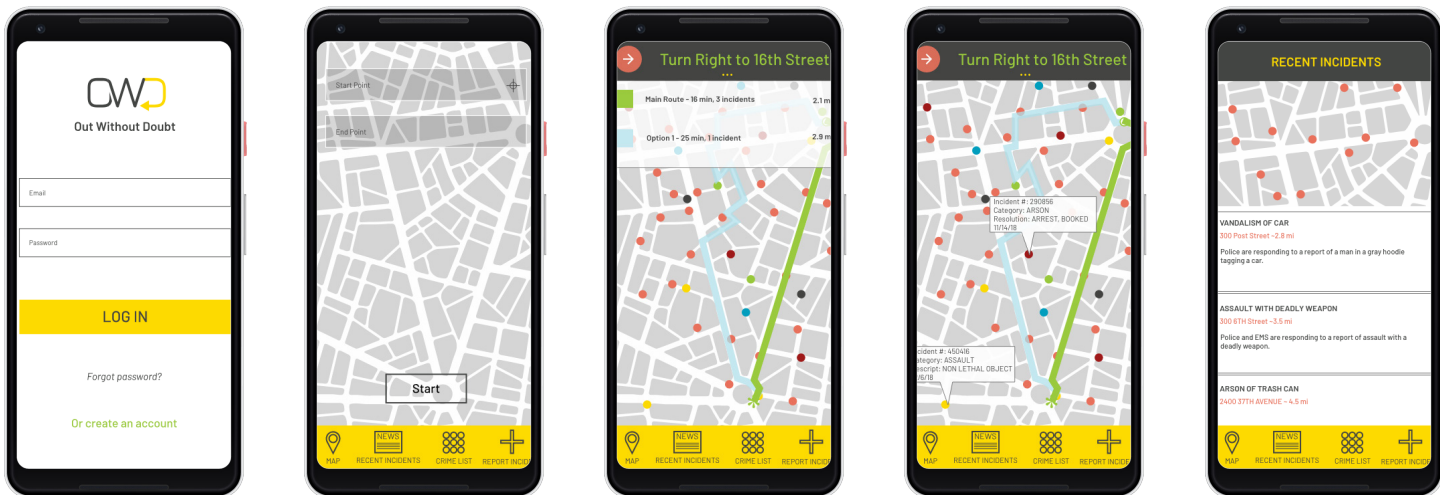
The project, now named Out Without Doubt or OWD for short, is a native application built in Ionic and AngularJS. Because the app has been built in Ionic Angular JS versus jQuery or Bootstrap, the app will perform better and visuals will be better looking. Through rounds of revisions, the original concept is still active in the final outcome. Users will be able to create their own navigational route and see past crimes that have happened on their route. The goal to alert the users of each crime that had happened as they travel down their path will be saved for a future goal. Users will also be able to view crimes by category as well as improve the data by adding a recent event that occurred or witnessed.

The plan for this project is to eventually make the app a national app and hopefully someday, a global app. Currently, the app is located to the San Francisco Bay Area. This will require accurate and current data which would need to be updated on a regular basis. By making this project more than a San Francisco app, it will bring awareness and bring safety to many people.

USE CASE DIAGRAM 1

Safely Going Home at a Certain Time

As a teacher working in an area known for gang vandalism, I want to be safe when traveling to and from work.



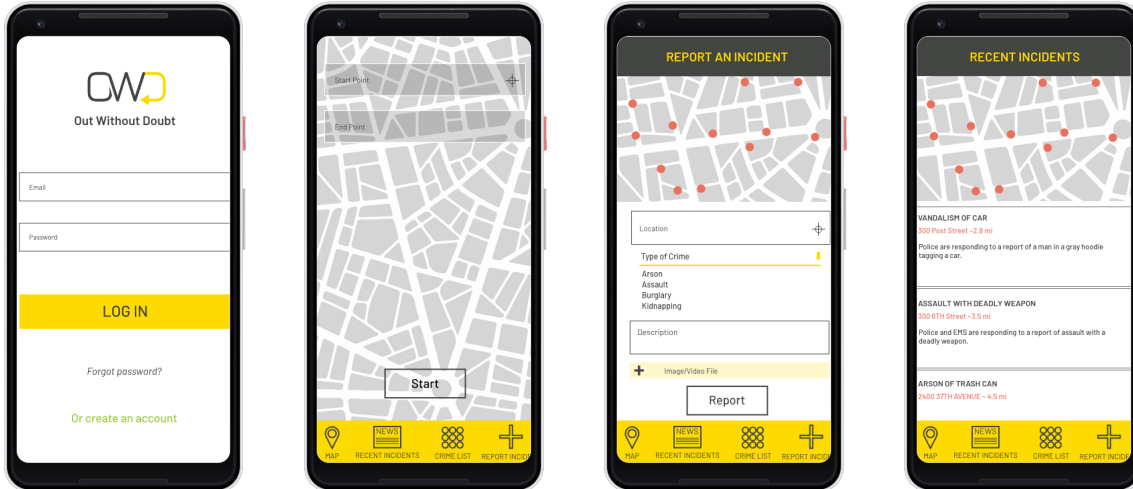
Storyboard

- Andrea just finished teaching and wants to go home.
- Street gangs have been tagging the area fighting for control of the neighborhood.
- Andrea wants to avoid the conflict so she opens up OWD.
- She goes to the Map and enters her information.
- The Map shows her route home.
- Before she heads out of the building, she opens Recent Incidents to make sure there is no problems going home.
- Andrea exits out of the school.
- She heads out while referring to her phone to guide her safely home

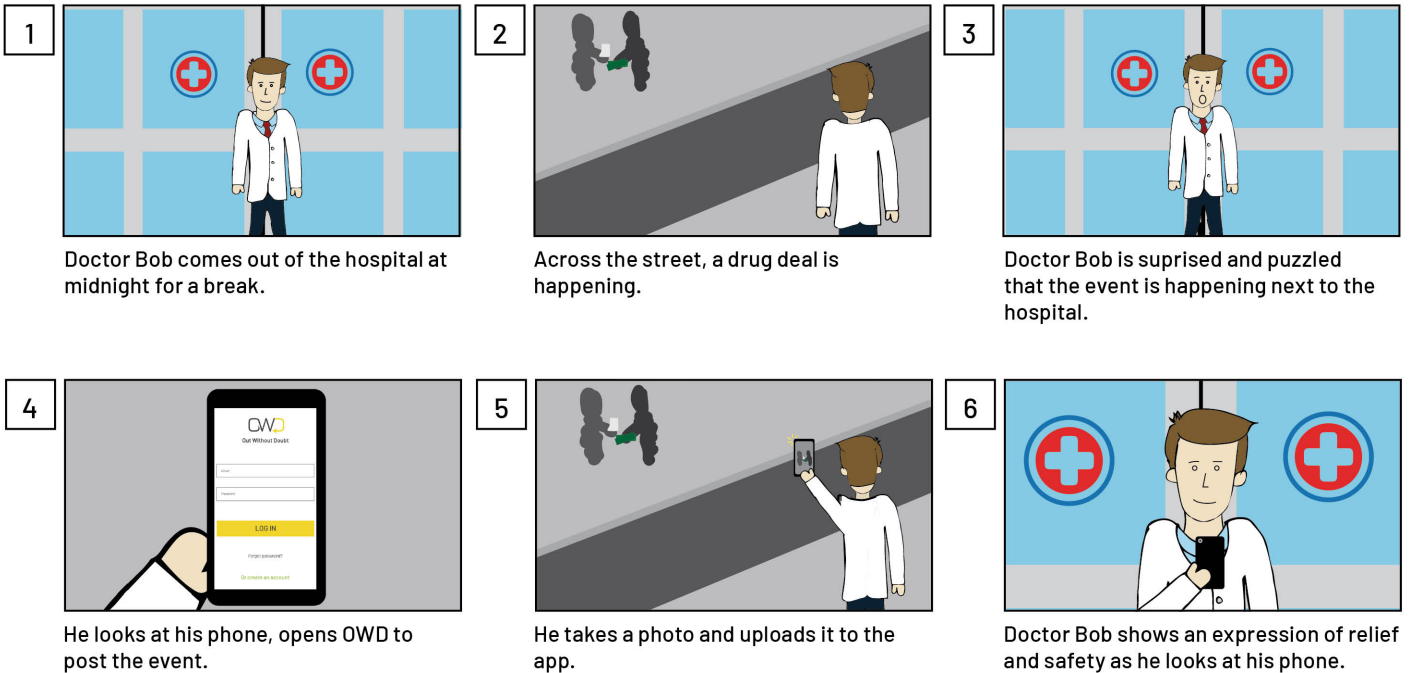
USE CASE DIAGRAM 2

Post an Event After Hours

As a doctor working the night shift (7pm-7am), I need to alert any other medical staff and patients about the drug dealing outside across the street.



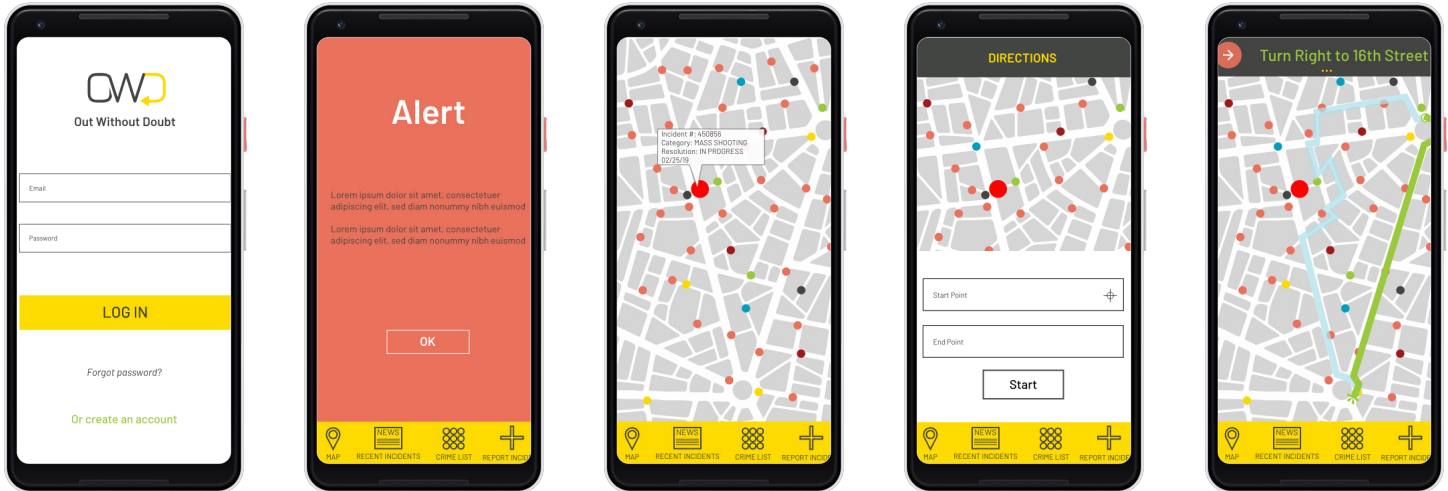
Storyboard



USE CASE DIAGRAM 3

Go Home During an Active Shooter Situation

My school just got taken off of lockdown because an active shooter was at a neighboring building. Even though the school is off lockdown, I am still shaken up and I want to avoid the situation near me.



LIVE PROTOTYPE DEMO

Click or type this link to preview the prototype:

<https://appery.io/app/mobile-frame?src=https://appery.io/app/view/13b7e833-f450-4da1-a8e3-fef12ccb2c32&type=mobile>



USER STORIES



ANDREA M.

Occupation: Religious Studies Teacher (High School)
Age: 42
Location: San Jose, CA
Technology: Apple iPhone 8

Bio

Andrea is a high school religious studies teacher in San Jose, CA. She commutes to the school from her home by Caltrain.

Story

Andrea is a religious teacher for a Catholic high school in East San Jose, a tough neighborhood known for vandalism, violence and theft. As a commuter with no car, she has to experience and witness some of the illegal exchanges. She can use OWD app to create a plan to safety go to work and to go home.



KRISTINE C.

Occupation: Accounting Graduate Student
Age: 26
Location: Daly City, CA
Technology: Apple iPhone 10

Bio

Kristine is a 1st-year accounting graduate student at San Francisco State University. She currently resides in Daly City and commutes to school.

Story

Kristine is currently attending SFSU for a Master's in Accounting. Being in an open campus means that there are always liabilities and safety concerns. It happened that while she was in class, a person with a gun entered her campus. After the ordeal, Kristine can use OWD app to find more information about the incident and find a way home.



JERICKO G.

Occupation: Respiratory Therapist
Age: 29
Location: Oakland, CA
Technology: Samsung Galaxy S9

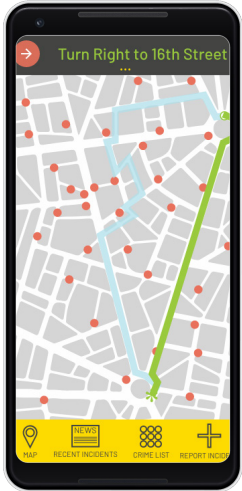
Bio

Jericko is a respiratory therapist for Kaiser Permanente in Oakland, CA. As an on-call specialist, he works different hours depending on the days.

Story

Jericko has been assigned to the 12-hour night shift (7pm-7am) during his first week on the job. He is unfamiliar with the Oakland scene and hasn't gotten is bearings yet. On his first night, he witnesses a sketchy scene and wants to alert others using Out Without Doubt.

MINIMUM VIABLE PRODUCTS (MVPS)



Description: Out Without Doubt is a native mobile app that helps users avoid high crime areas.

Single Benefit: Makes traveling safer.

Single Target Audience: Foot traffic/bicyclists

Single Technical Feature: Interactive markers with data information



Description: Sometimes a crime happens in front of you. That's why you can alert others through OWD.

Single Benefit: Keeping up to date with current data.

Single Target Audience: Victims or witnesses of crimes

Single Technical Feature: Real time posts



Description: With the amount of data already collected, law enforcement can use the app as a visual guide.

Single Benefit: Enforcing/patrolling areas of high crime

Single Target Audience: Law Enforcement (Police)

Single Technical Feature: Ability to view crimes by category or all at once.

TARGET AUDIENCE

- Foot Travelers (anyone able to walk) or Bicyclists
- Age: 15-60
- They own and use a smartphone or mobile device with cellular connectivity.
- They have been a victim of theft or know someone who has been a victim of theft.
- They are aware of their surroundings when traveling out on the streets.

AUDIENCE INTERVIEWS

Questions

1. What emotions motivate you (fear, anger, happiness, etc.)?
2. What directional/GPS apps do you use? Why do you use _____ app(s)? What stands out in this app?
3. How often are you aware of your surroundings (i.e. people near you)?
4. Suppose you were alone, wandering in a new city, what challenges do you think you would face and can my product help you with these challenges?
5. What are your biggest objections to using my product?

Key Points

- Consistent design especially with directions & vital information
 - Landmarks, bus system
- Translate language for foreign uses
- Include time, distance, bicycle vs. walking options



UI Style Guide

Typography Color Palette Screens

Barlow

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,?:'!"@#\$%^&*()

Header **Bold 900**
 Subheader **Semibold 600**
 Body Regular 400
 Link **Medium 500**

Typography Example

Header

Subhead

Toreptati totas excesil int volecat expe comnis sit
 apist quodi reniendi dolumquis ut quas.
Nem deliquis andenimus >>

Logo

Color Palette

Red #E9715C 233 113 92	Yellow #FDD900 253 217 0	Gray #434442 67 68 66	Green #9ACA3D 154 202 61

Buttons

Button

Button

Category Icons

Arson	Assault	Burglary	Malicious Mischief	Drugs/Narcotics
Stolen Property	Robbery	Sex Offenses	Larceny/Theft	Vandalism

Screens

LOGO PROCESS

1 with ^dOUT_b

2 OWD

3 out without out

4.1 Out without out

4.2 without out

5.1 WITHOUT OUT

5.2 WITHOUT out

5.3 WITHOUT OUT

1 2

3 4

5 6

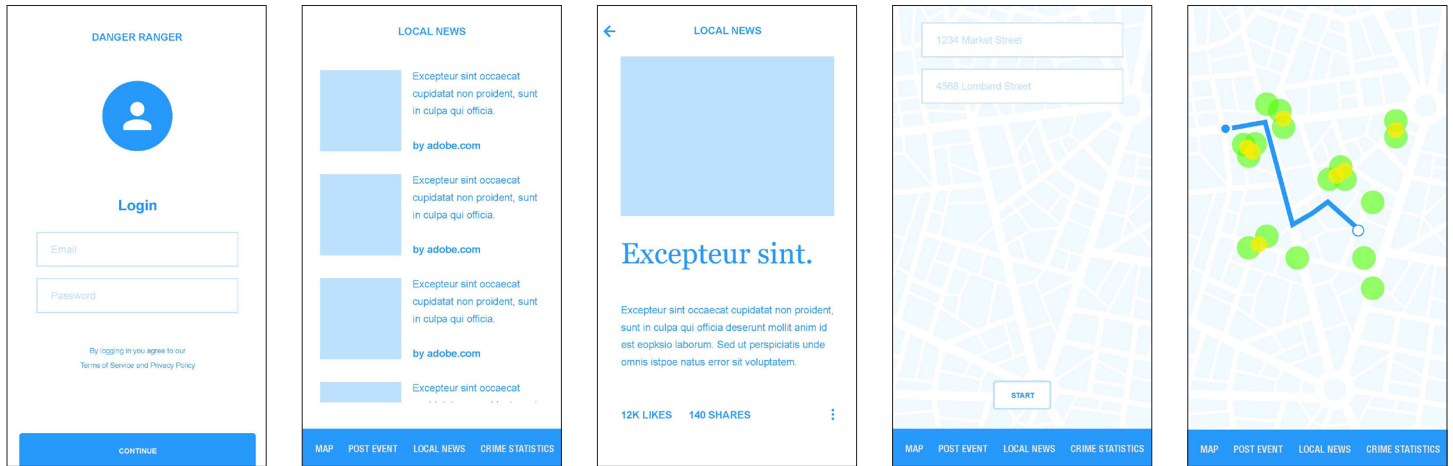
7 8

Logo Mockups

Color Palette

LOW FIDELITY WIREFRAMES

Built in Adobe XD



HIGH FIDELITY WIREFRAMES

Built in Adobe XD



CLICKABLE PROTOTYPE

Built in Adobe XD

<https://xd.adobe.com/view/9f28fb4b-d21e-40b4-403d-6869c78c39c2-e919/>

PAPER PROTOTYPE TESTING


Scenario with tasks and before/after

Four Rounds of Testing: Two in Spring 2018 | Two in Spring 2019

Prototype Testing 1

Scenario 1
As a college student stuck in the library studying into the late hours, I need to alert any other students about the homeless outside.

Task 1
You will need to alert others through your account with the app.



Tester 1: Nicole
Age: 18
Occupation: High School Student

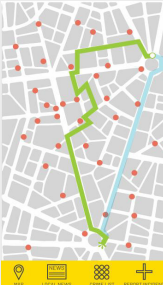
Prototype Results 1

Conclusions


- This is the second time Nicole has taken this test (photo from 4/13/18)
- "I like the new design. It looks more put together like something I would use."
- Would like icons instead of a dropdown list of crimes when selecting in the Post Event page

Paper Prototype Test 1 - Spring 2019

Before



After




Markers are colored by crime.

Header: written directions with dropdown of upcoming steps.

Fastest route highlighted first with options in paler colors

For future updates: include person icon for gps location of where you are to the map, travel time tool for route options

Tester 1



Tester 1: Paulina
Age: 25
Occupation: Admissions Recruiter
Moderator: Self

Scenario 1
As a doctor working the night shift (7pm-7am), I need to alert any other medical staff and patients about the drug dealing outside across the street.

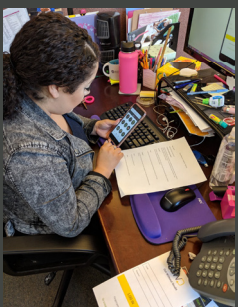
Task 1
You will need to alert others about the drug dealing through your account with the app.

Scenario 2
As a teacher working in an area known for gang vandalism, I want to be safe when travelling to and from work.

Task 1
Find the safest way to and from work.

Task 2
Search up information about vandalism that is local to your area.

Test 1



Conclusions

Scenario 1, Task 1
Look at Citizen App - ability to upload videos, categorized by GPS location, view count and emoji reaction options

Suggests changing from post event to recent events with posting capabilities

Scenario 2, Task 1
Method of completion was through Crime List. Suggests having a directional map per crime category.

Scenario 2, Task 2
Method of completion was through Crime List. No suggestions.

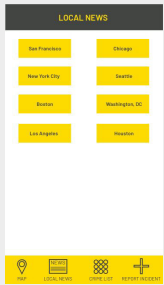
Paper Prototype Test 2 - Spring 2019

Test 1: Before & After


Scenario 1, Task 1

I'm considering removing local news and replacing it with recent incidents based on Paulina's suggestions. The nav bar will be Map, Recent Incidents, Crime List, Report Incident.

Before



After



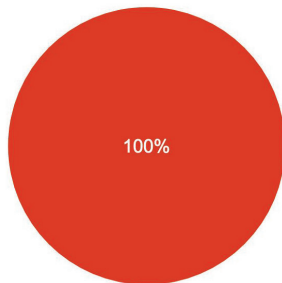
A/B TESTING

UX testing based on visuals of wireframes

Primary conducted in Spring 2019 using Survey Monkey

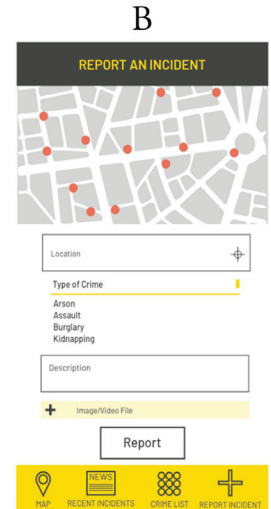
REPORT INCIDENT PAGE

9 responses



● A
● B

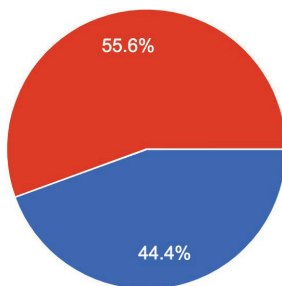
- I like seeing the maps with red dots highlighting incidences in area
- I like the various choices
- I like seeing the locations of incidents laid out.
- It makes it look more official. It give an idea of location and event.
- The red circles draw me into the format



- The button to Report matches the title at the top
- I like the dots that show where things are happening
- Red dots draw me in.
- Term report

MAP ROUTE PAGE

9 responses



● A
● B

- the extra box isn't needed...it takes up more map visibility/space (B)
- mode of transportation is very obvious (A)
- 'A' has the extra box for walking or biking and it's not necessary if I'm en route. It's more helpful if I'm setting up my mode of transportation. (B)
- gives you a choice of a route by walking or by

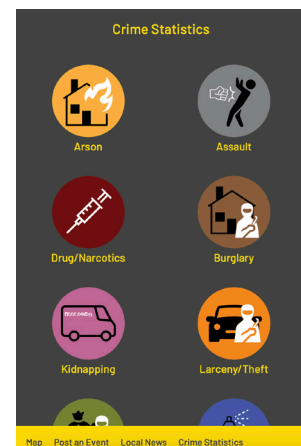
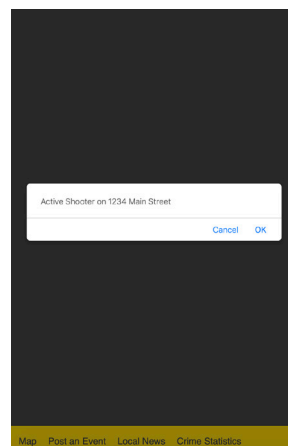
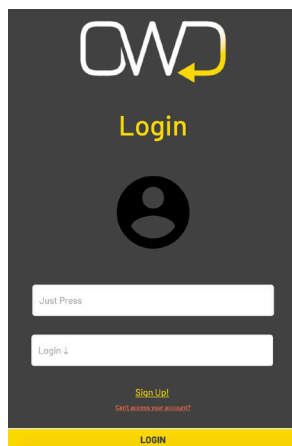


- bicycle.(B)
- A reminder of which I'm using? (A)
- Less cluttered. (B)
- I like how it shows how you are traveling (A)
- Bc of options- walking & bicycling (A)
- Distinction of walking or bicycle seems unnecessary (B)

PHASE 1

Hybrid Application with Google Fusion Tables

At the first stage of project building, Out Without Doubt was a hybrid application built on Purecss.io framework, which is similar to Bootstrap except the grid is either by fifths or twenty-fourths. The project also had a different layout of pages including a local news page where the user could find news and information based on the city in which the user was located. The maps were to be built in Google Fusion Tables and Google Maps API, but it has now been dissolved and Google Maps API requires a fee to use its features. Local news was to be imported as an rss feed, which has become outdated and therefore, the local news feature in OWD was removed.



PHASE 2

Hybrid Application with OpenStreetMaps and geoJson

After the dissolving of Google Fusion Tables and the pay-to-use requirement of Google Maps API, the next step was to find an alternative with similar principles. GeoJson features importing CSV files with correct latitude and longitude coordinates to create custom marker maps or heat maps. GeoJson works with OpenStreetMaps to display the data.

PHASE 3

Ionic Creator with OpenStreetMaps and geoJson

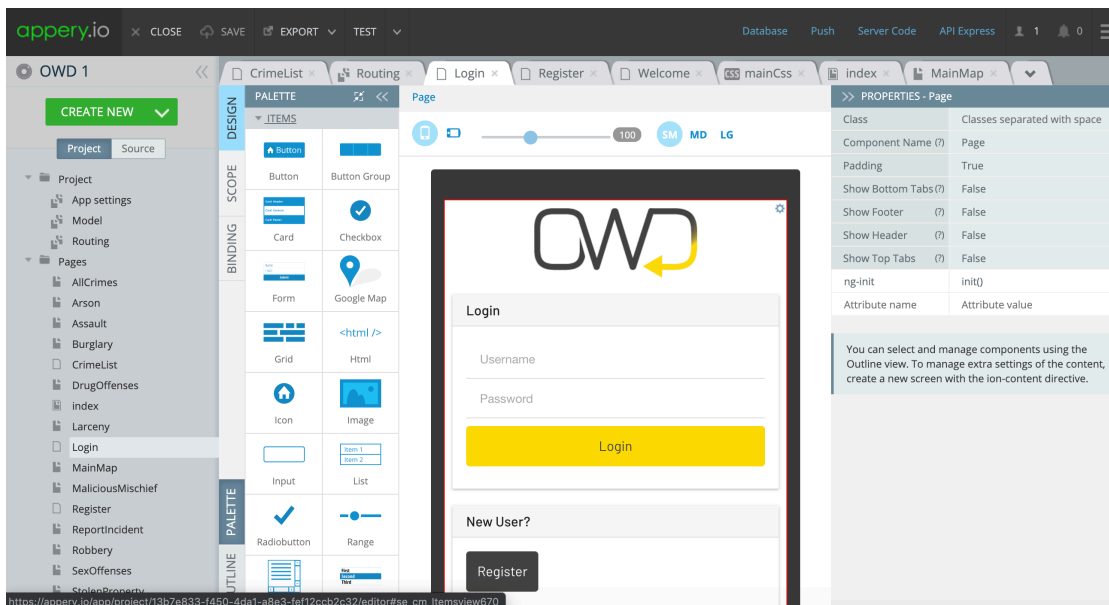
Realizing that Academy of Art University allows native app creation, Out Without Doubt became a native app instead of a hybrid application. The first software found to be useful was Ionic Creator, an online app builder with compatibilities in both iOS and Android and required a monthly subscription. Ionic Creator built apps in AngularJS, a form of javascript with abilities to alter the code in HTML and CSS. Unfortunately, the technical aspects of Ionic Creator proved too difficult as OpenStreetMaps and geoJson had problems with connectivity. OpenStreetMaps account login also failed to work and the use of its APIs never occurred.

PHASE 4

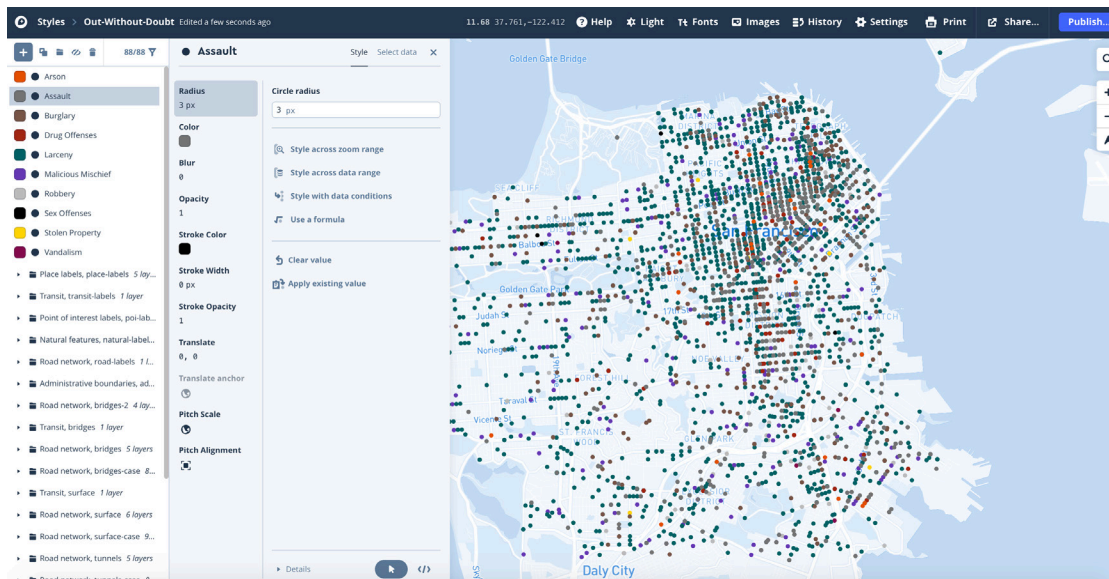
Appery.io and Mapbox

Appery.io, similar to Ionic Creator, is another app builder with an annual fee to use more of its advanced features. Some differences about Appery is that buttons and navigation were fixed and some adjustments needed to be made to the wireframes. But, Appery also provided docs and examples to create a working native application, where Ionic Creator failed to do. Seeing that OpenStreetMaps and geoJson failed in Phase 3, a new mapping source, MapBox, became the source of displaying data. Similar to geoJson and OpenStreetMaps, the use of MapBox is completely free. Mapbox is similar to Google Maps API in that Mapbox has its own APIs and example doc pages. Appery features an html widget to add custom html, but it didn't allow full html from `<!DOCTYPE html>` to `</html>` so the work around to getting the app to feature Mapbox maps was to create the html pages, upload it, and `<iframe>` it back into Appery.io.

Appery.io Design Creator



Mapbox Style Creator



ANALYSIS

I am happy about how my project turned out. I would like it to be closer to how I designed my wireframes, but during the coding process, I found that the language required to code my project was too advanced for me. A part of the script that I found as an example to install waypoint navigation was a SDK, which I never worked with before. I already knew that from earlier classes that what I wanted was advanced javascript or java and I had to alter the project so at least it could perform.

From the start of designing Out Without Doubt to where it is now, I am amazed at how many hurdles I had to overcome. First, it was the deprecation of Google Fusion Tables in early 2018. Then, Google Maps API was no longer free. Next, I couldn't access OpenStreetMaps APIs and geoJson's Github downloads weren't connecting with the custom OpenStreetMap. Then, I had to deal with Ionic Creator and the lack of support and docs to help me continue with the program. It wasn't until about 2 months ago that I found MapBox and Appery.io that finally, I had two working programs. Connecting the two was worrisome as time was winding down, but I managed to think outside and link the two through using my personal website to host the html pages.

CONCLUSION

What to do after the review?

Besides finishing classes at AAU, my goal for this project is to learn more about java and AngularJS so I can improve OWD. One of the biggest changes that can be made for this project is the ability to update data automatically. I know that it's possible. DataSF has an export feature called Soda API, which I want to learn more about to see if I can apply it to my project. The area that I wanted to code and make it work was the ability to show the user that when they are in the vicinity of a recent crime, it will alert them through a pop-up. This is the advanced code that I will need to learn and if I do come across this advanced language, it will benefit me in the future.

Proof of Concept: https://docs.google.com/presentation/d/1iM0RX5uZFHnDwUDbPNrVhfcdeS_pTg3izEep0XwEPAM/edit?usp=sharing

A/B Testing: <https://docs.google.com/presentation/d/1S3yDvDKRDyrJhmpYJChICZYwtur30HxU1clfn7IYsC8/edit?usp=sharing>

Paper Prototype 1 Spr. 18: https://docs.google.com/presentation/d/11ccpKqtjLDbc3_1shKcRF46e48ZYufF0c-FcWbSxX6k/edit?usp=sharing

Paper Prototype 2 Spr. 18: <https://docs.google.com/presentation/d/1JBReAX00zBPR3KyftQdljWv9Kj6gicNA9BxlffYujJQ/edit?usp=sharing>

Paper Prototype 1 Spr. 19: <https://docs.google.com/presentation/d/1IY9HStNFA8-zFD09D8uYtsUkW57IH7M9ovvS8fYS9TQ/edit?usp=sharing>

Paper Prototype 2 Spr. 19: <https://docs.google.com/presentation/d/1c8Zal-GEICyOd-x4f6I0P7KBwsWMPVXcnsG8PvLloFY/edit?usp=sharing>

Audience Interviews: <https://docs.google.com/presentation/d/1ibMWqkWi-ZB69j4BcXrB4GPGbeJDQhe03XhVaROVNXI/edit?usp=sharing>

MVPs: <https://docs.google.com/presentation/d/12xcBIY8GHcpRNBCEG2cwQINHI35yL3pc4UkSQkGjkiY/edit?usp=sharing>

Personas: <https://docs.google.com/presentation/d/1VLmoZjE7nt7wD01jmPTjkCSaYSmQegJGAPVaNxSsm9A/edit?usp=sharing>

Low Fidelity Prototype: <https://matthew-tominaga.com/AAU/thesis/project/index.html>

Clickable Prototype: <https://xd.adobe.com/view/9f28fb4b-d21e-40b4-403d-6869c78c39c2-e919/>

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SECTION

02



SUPPLEMENTAL CONTENT

25 POLICE INCIDENT CSVS

POLICE INCIDENT CSVS

Open Data

All crime incident reports are exported from the city government's open data website. Not every city has open data or doesn't regularly update so not all cities can be reported. Listed in this project: San Francisco Open Data, Oakland, CA Open Data, Marin County Sheriff Open Data. Also, some cities do not categorize data as well as San Francisco. For example, Oakland doesn't separate their latitude and longitude from the address, which requires manual separation from cells in the csv so MapBox can read the coordinates to plug points onto the map.

Arson Data

Date	Time	Day	Incident Num	Category	Description	Resolution	Address	Lat	Lon	Location
11/4/19	2:40	Monday	190833264	Arson	Arson of Veh	Open or Acti	03RD ST \ M	37.7858292	-122.40149	POINT (-122.40148983641853 37.78582921318811)
11/4/19	14:01	Monday	190834488	Arson	Arson, Atterr	Cite or Arres	OFARRELL S	37.7858929	-122.41215	POINT (-122.41214750780264 37.78589292711297)
11/5/19	6:30	Tuesday	190838452	Arson	Arson	Open or Acti	EXETER ST \	37.7213025	-122.39901	POINT (-122.39900693300045 37.72130252269158)
11/5/19	23:11	Tuesday	190838963	Arson	Arson	Cite or Arres	FRANKLIN ST	37.7812864	-122.42219	POINT (-122.42218671176373 37.78128638629654)
11/8/19	1:49	Friday	190844998	Arson	Arson of Veh	Open or Acti	GILMAN AVE	37.7203491	-122.39187	POINT (-122.39187034373477 37.72034909845266)
11/8/19	16:14	Friday	190846502	Arson	Arson, Comn	Open or Acti	HEMLOCK ST	37.78728	-122.42002	POINT (-122.42001957474174 37.78728002558399)
11/10/19	4:10	Sunday	190859282	Arson	Arson, Atterr	Cite or Arres	SACRAMENT	37.7933149	-122.40664	POINT (-122.40664329554102 37.79331487931458)
11/10/19	4:10	Sunday	190859282	Arson	Fire, Unlawf	Open or Acti	SACRAMENT	37.7933149	-122.40664	POINT (-122.40664329554102 37.79331487931458)
11/10/19	17:05	Sunday	190851636	Arson	Arson	Open or Acti	VAN NESS A	37.7957371	-122.42341	POINT (-122.42341305643612 37.79573710834212)
11/10/19	17:05	Sunday	190851636	Arson	Arson of Veh	Open or Acti	VAN NESS A	37.7957371	-122.42341	POINT (-122.42341305643612 37.79573710834212)
11/12/19	22:58	Tuesday	190858256	Arson	Arson	Open or Acti	HAYES ST \ L	37.7743588	-122.44275	POINT (-122.4427548666196 37.77435883162946)
11/12/19	23:35	Tuesday	190858381	Arson	Arson, Inhab	Cite or Arres	ALAMEDA ST	37.7681779	-122.41073	POINT (-122.41073071858334 37.76817786907554)
11/14/19	13:55	Thursday	190862382	Arson	Fire, Unlawf	Open or Acti	JACKSON ST	37.7960248	-122.40665	POINT (-122.40665235335732 37.79602474908684)
11/14/19	22:35	Thursday	190863681	Arson	Arson of Veh	Open or Acti	GOUGH ST \	37.7764158	-122.42288	POINT (-122.42288271370651 37.776415816714724)
11/15/19	3:31	Friday	190869485	Arson	Arson, Atterr	Cite or Arres	WAVERLY PL	37.794198	-122.40682	POINT (-122.40682121719094 37.794197956472146)
11/15/19	3:31	Friday	190869485	Arson	Fire, Unlawf	Open or Acti	SACRAMENT	37.7933149	-122.40664	POINT (-122.40664329554102 37.79331487931458)
11/15/19	4:15	Friday	190864009	Arson	Arson of Veh	Open or Acti	HOLLISTER A	37.71974	-122.39242	POINT (-122.39241823150297 37.71973994820435)
11/16/19	9:28	Saturday	190867019	Arson	Arson	Open or Acti	SUNSET BLV	37.7350234	-122.49401	POINT (-122.49401487815105 37.735023412524754)
11/19/19	0:39	Tuesday	190874274	Arson	Arson of Veh	Open or Acti	QUINT ST \ C	37.7302664	-122.4027	POINT (-122.40269821988328 37.730266427237)
11/20/19	3:25	Wednesday	190877375	Arson	Arson	Open or Acti	05TH ST \ CL	37.7806991	-122.40392	POINT (-122.40392088280285 37.780699048573226)
11/23/19	22:50	Saturday	190889370	Arson	Arson	Open or Acti	CAMELLIA AV	37.7292695	-122.43233	POINT (-122.43232627938868 37.729269458313375)
11/24/19	12:32	Sunday	190889706	Arson	Arson	Cite or Arres	POLK ST \ PII	37.7896204	-122.42049	POINT (-122.42049344331697 37.78962043718497)
11/24/19	16:30	Sunday	190892555	Arson	Arson, Atterr	Open or Acti	ROME ST \ C	37.7157419	-122.44751	POINT (-122.44751030411679 37.71574187323192)
11/24/19	17:00	Sunday	190894078	Arson	Arson, Comn	Open or Acti	GOUGH ST \	37.7754865	-122.42269	POINT (-122.42269309431569 37.77548653205515)
11/25/19	15:00	Monday	190869485	Arson	Fire, Unlawf	Open or Acti	WAVERLY PL	37.794198	-122.40682	POINT (-122.40682121719094 37.794197956472146)
11/25/19	16:27	Monday	190892436	Arson	Arson, Inhab	Open or Acti	TAYLOR ST \	37.784141	-122.41095	POINT (-122.41095161908784 37.78414101130419)
11/28/19	19:32	Thursday	190898848	Arson	Arson, Atterr	Cite or Arres	WAVERLY PL	37.794198	-122.40682	POINT (-122.40682121719094 37.794197956472146)
11/29/19	21:39	Friday	190902063	Arson	Arson of Veh	Open or Acti	PENNSYLVAN	37.7525447	-122.39264	POINT (-122.39263938768424 37.75254468277438)
11/5/19	9:27:00 PM		19-057833	ARSON	MAL SET/ETC FIRE PROP/		1400 73RD A	37.75929	-122.18679	
11/6/19	4:45:00 AM		19-057875	ARSON	ARSON:INHABITED STRUC		1400 13TH S	37.809897	-122.29201	
11/12/19	9:00:00 PM		19-059183	ARSON	ARSON: PROPERTY		1400 51ST A	37.769231	-122.20777	
11/14/19	3:10:00 AM		19-059430	ARSON	MAL SET/ETC FIRE PROP/		9800 C ST	37.742298	-122.17475	
11/17/19	12:46:00 PM		19-061045	ARSON	MAL SET/ETC FIRE PROP/		400 38TH ST	37.826509	-122.26029	
11/22/19	1:44:00 AM		19-061097	ARSON	MAL SET/ETC FIRE PROP/		10600 E ST	37.73582	-122.17221	
11/24/19	12:13:00 AM		19-061425	ARSON	ARSON: PROPERTY		94TH AV & C	37.749202	-122.16821	
11/24/19	9:00:00 AM		19-061463	ARSON	MAL SET/ETC FIRE PROP/		500 INDEPEN	37.755159	-122.20829	
11/27/19	8:07:00 AM		19-062103	ARSON	ARSON: PROPERTY		36TH ST & M	37.825098	-122.2696	