PROJECT 02

History of the Earth

Spring 2014 • 12 Weeks

by Melissa Samworth

01 Introduction

THE PROBLEM

Education conduces innovation, discovery, wealth, and enlightment on both a societal and personal level. Basically, **education is important**. However, true education is a life-long process; it exceeds the boundaries of the classroom. How can we bring the lessons from the textbook to the tablet? From the classroom to the home?

MY SOLUTION

I aim to create a tablet app that provides a **fun** and **intriguing** educational experience surrounding a specific topic. I want to choose a subject which is (1) important, (2) not obvious or common sense, and (3) provides opportunities for an interesting tablet experience.

Much of **earth's most basic history**, while enormously important, seems to elude even the educated, first-world demographic. I, thus, chose to design an app which utilizes illustrations, subtle animations, and engaging interactions to illustrate the most salient aspects of **earth's 4.6 billion year history**. Ultimatley, I wish to inspire that deeply curious place in all of us, that, for many, has been numbed by dry textbooks, un-engaging lectures, and stressful testing.

01 **Introduction**

What, Why?

WHAT

4 Eons
with overviews

14 Eras
with overviews

Origins & evolution of life
with accompanying descriptions

Climate descriptions
with accompanying illustrations

Continental positioning
with accompanying descriptions & illustrations

Other significant events
with accompanying explanations & diagrams

WHY

Will the user want to use it?

Education

To inform themselves; to add facts to their bank of knowledge; to provide deeper context for their existing knowledge; to provider deeper context for future educational pursuits. Ultimately, to enrich their lives with innovation, discovery, wealth, and enlightenment!

Fun

Science and history are fun! Interesting; intriguing; exciting; thought-provoking. This app aims to pique our curiousity, stir our souls, and ignite our passion for knowledge by providing an interactive, visually stimulating, and digestible way of absorbing the information!

Will the creator want to create it?

Assuming (sadly) that altruism is not a super realistic motive for such a project, I decided to make up a client! In this hypothetical scenario **Discovery Channel** sponsors the app! The app, in theory, would be free for everyone! This is a phenomenal marketing opportunity for Discovery Channel. Their name will be closely affiliated with the app, and their branding will be incorporated extensively throughout the design.

02 Research

Competitive Analysis

Description

- Utilizes scrolling local to that specific text
- Text fades near the end

Opening Screen

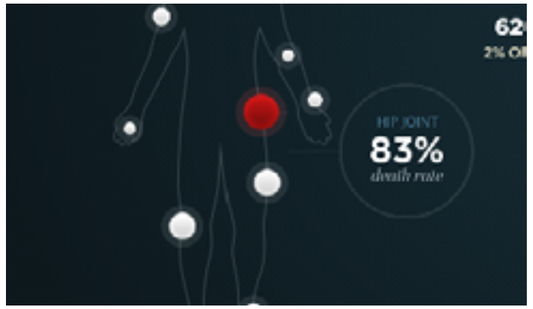
Fun & simple interaction engages the user, focuses their attention

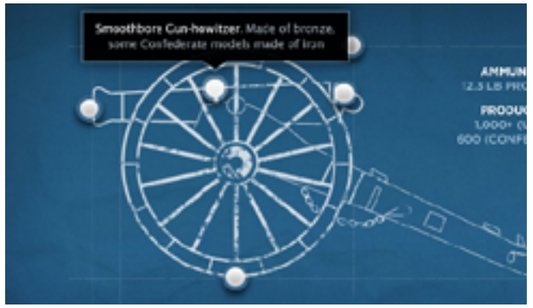
Description Page

- graphs, illustration, charts, visually heavy: more accessible, more stimulating, communicates a lot

02 **Research**

Competitive Analysis





Click designated points for related information

Automatic animation: cycles through several statistisics on a loop

Use information the user can understand to give context to certain numbers or other data

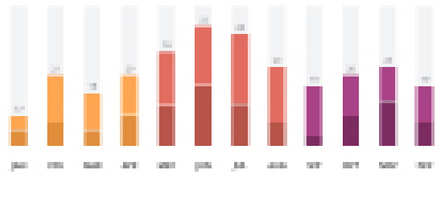
Click and drag to rotate the 3d brain model in space (in all directions)

- Left menu for navigation
- Tap on global points for more information

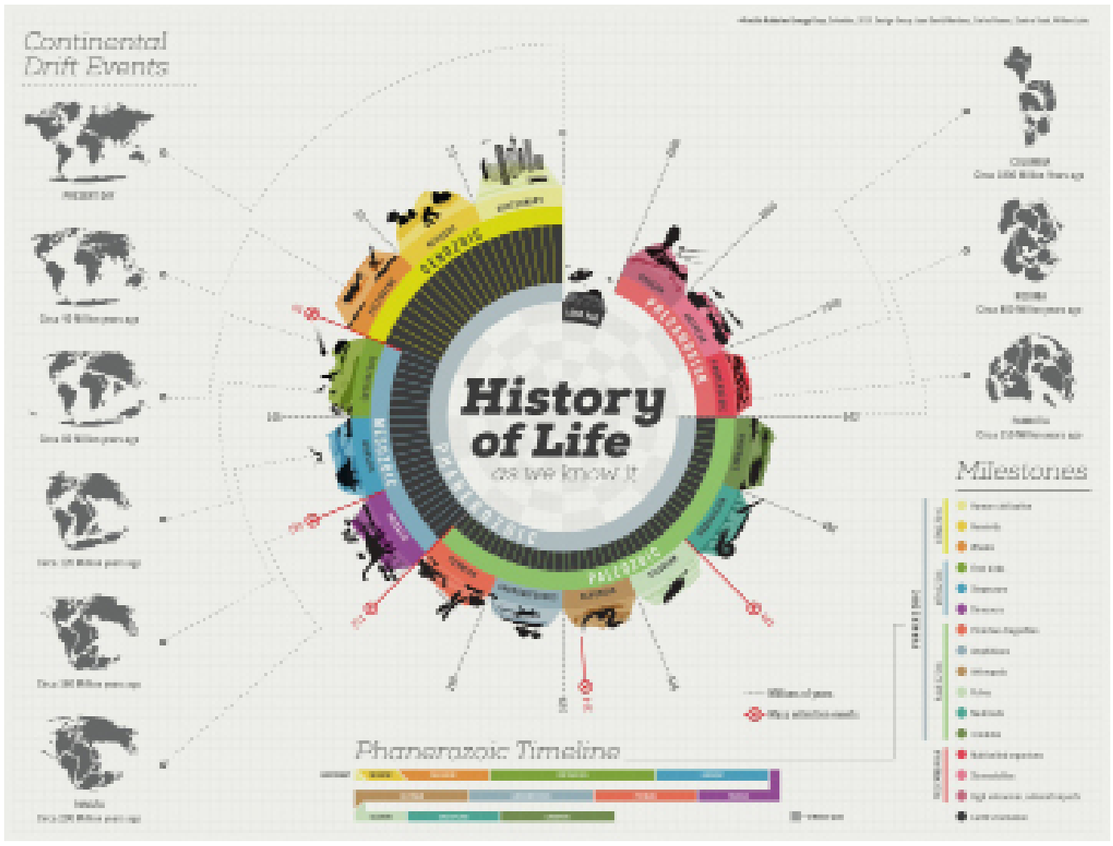
02 Research

Competitive Analysis

Circular charts



Bar graphs



- Time periods are color coded
- “key” describing markings on diagram

Julian

Scholarly Kid

Age 14 **Location** Phoenix, AZ **Career** Eighth Grade student

“I like science!”

PERSONALITY

- Imaginative
- Dependable
- Disciplined
- Sincere
- Gentle
- Imaginative

INFLUENCES

- Parents
- Older Brother
- Older Cousins
- Friends
- Classmates

Tech

PROFICIENCY

Web

Computer Software

Mobile/Tablet Apps

Social Media

DEVICES & PLATFORMS

- Smart phone: Android
- Family Computer: Apple

APPS

- education
- games
- lifestyle
- productivity
- sports
- weather

Lynda

Typical Female Young Adult

Age 25 **Location** Pittsburgh, PA **Career** HR Representative

"I recently realized how much I **don't know!** About the world, the universe, history, politics... Basically everything!"

PERSONALITY

- Social
- Optimistic
- Air-headed
- Impressionable

INFLUENCES

- Friends
- Boyfriend
- Coworkers
- Social media

Tech

PROFICIENCY

Web

Computer Software

Mobile/Tablet Apps

Social Media

DEVICES & PLATFORMS

- iPhone: Apple
- Personal laptop: PC
- Work Desktop Computer: Apple

APPS

- education
- finance
- games
- lifestyle
- music
- photography
- productivity
- social media

Lynda

Lynda recently started dating Scott; a wordly, intellectual gentlemen. He is currently finishing his last year at med school, in pursuit of a doctorate in neuroscience. Scott loves reading non-fictional books and watching documentaries. Scott loves discussing his intellectual interests; however, Lynda usually just listens. She can't add to the conversation because she doesn't know very much about these things. She wants to learn; to impress Scott, but also to grow her mind and knowledge base.

Julian

Scott is very ambitious in school. He works hard and gets good grades. He is currently taking classes in Geology, Geography, and Geometry. His course load has picked up a good bit since seventh grade, and he hopes to maintain his high GPA!

05 **Inspiration**

Mood Board

Polished & Academic

This direction provides a sense of academia, professionalism, and reliability. The color scheme will feature simplistic warm greys and splashes of blue. Flat, lighter, text will contrast a darker, highly rendered background.

KEY WORDS

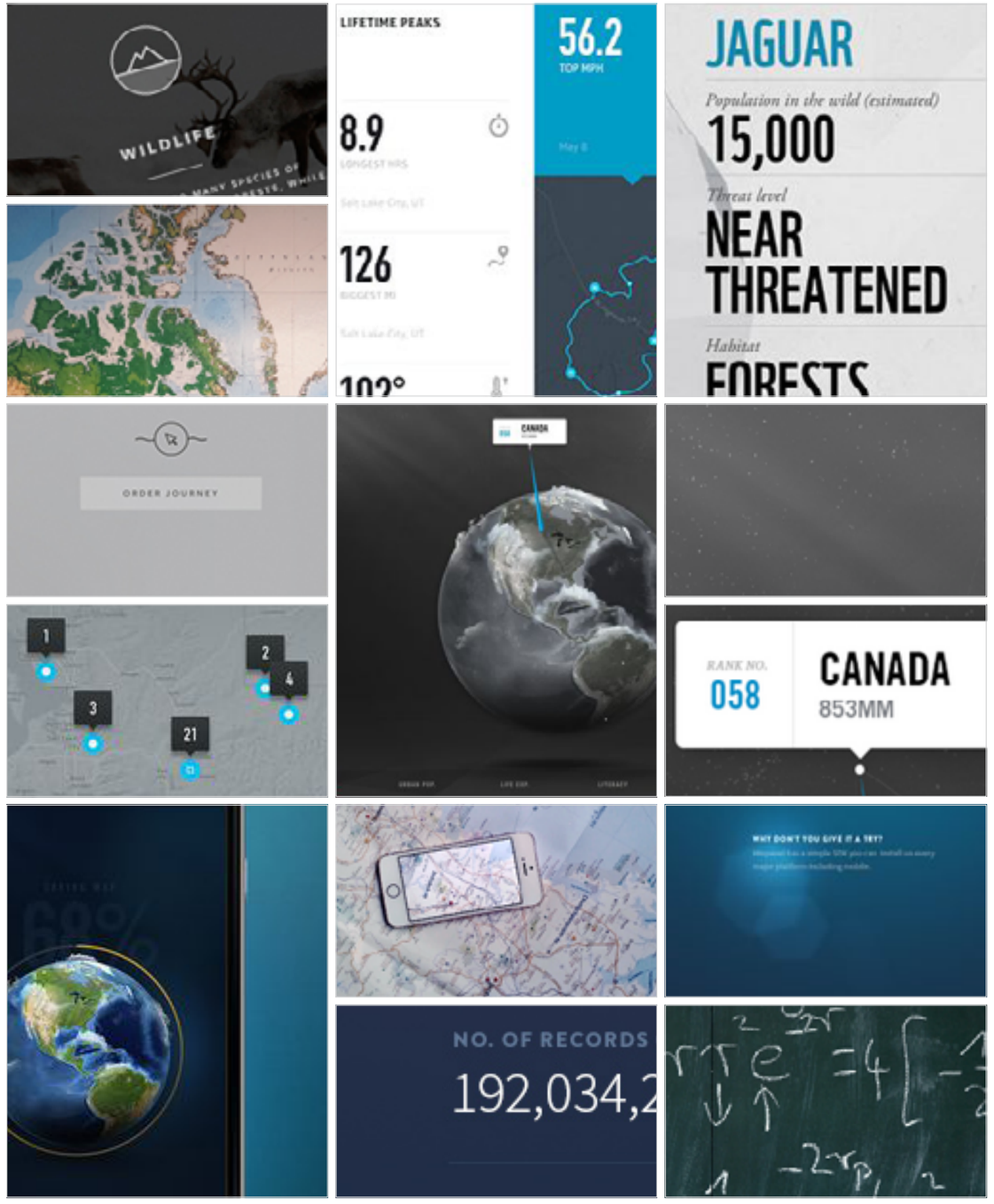
polished

professional

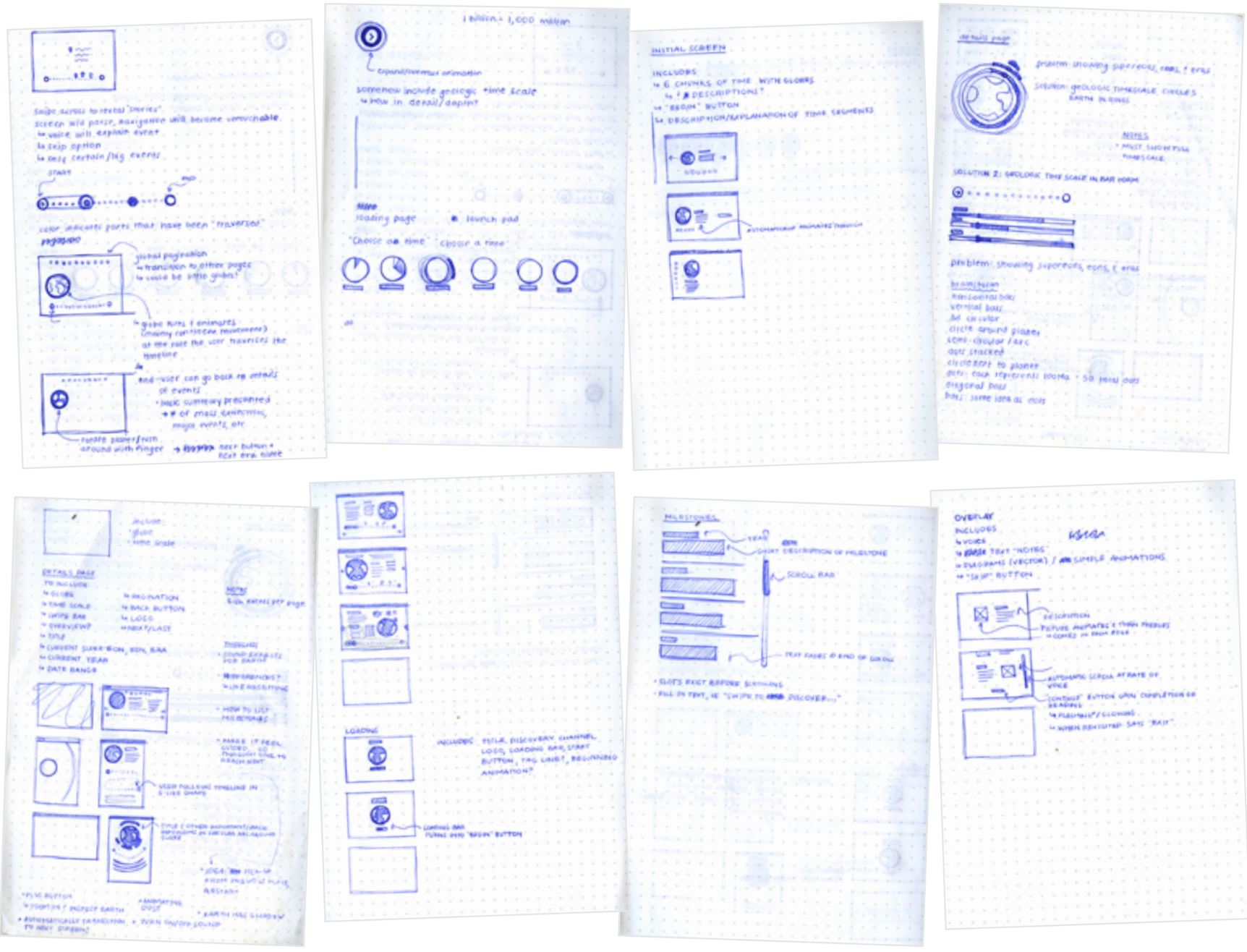
academic & scholarly

modern

scientific



06 Sketches


INITIAL SCREEN
INCLUDES
6 CHUNKS OF TIME WITH GLOBES
1 DESCRIPTIONS?
"BEGIN" BUTTON
DESCRIPTION/EXPLANATION OF TIME SEGMENTS
problem: showing supercool, cool, & eras
solution: GEOLOGIC TIMESCALE CIRCLES
EARTH IN RINGS
NOTES
SOLUTION 2: GEOLOGIC TIME SCALE IN BAR FORM
problem: showing supercool, cool, & eras
OVERLAY
INCLUDES
VOICE
TEXT "NOTES"
DIAGRAMS (VECTOR) / SIMPLE ANIMATIONS
"SKIP" BUTTON
DESCRIPTION
PICTURE ANIMATES & THEN FREEZES
AUTOMATIC SCROLL AT RATE OF VOICE
"CONTINUE" BUTTON UPON COMPLETION OF READING
FLOATING? / CLOSING
WHEN REVISITED: SAYS "BACK"
MILESTONES
YEAR
SHORT DESCRIPTION OF MILESTONE
SCROLL BAR
TEXT FADES AT END OF SCROLL
SLIDES PAST BEFORE SCRIBING
PULL IN TEXT, IE "SWIPE TO DISCOVER..."
LOADING
INCLUDES: TITLE, DISCOVERY CHANNEL LOGO, LOADING BAR, START BUTTON, TAG LINE?, BEGINNING ANIMATION?
LOADING BAR TURNS INTO "BEGIN" BUTTON
DETAILS PAGE
TO INCLUDE
GLOBE
TIME SCALE
SWIPE BAR
OVERVIEW?
TITLE
CURRENT SUBDIVISION, EON, ERA
CURRENT YEAR
DATE RANGE
IMAGINATION
BACK BUTTON
LOGO
INDEX?/LAST
NOTES
THOUGHTS
USER FOLLOWS TIMELINE IN S-LIKE SHAPE
*FLYE BUTTON
*ANIMATING GLOBE
*EARTH HAS SHADOW
*AUTOMATICALLY TRANSITION + TURN ON/OFF SOUND TO NEXT SCREEN?

07 **Final Concept**

Overall Concept

The user will journey from the earliest years of earth's formation to its present state by navigating an interactive timeline from beginning to end.

The timeline is divided into six sections, each of which corresponds to a period in earth's history. Each section, and thus time period, exists on a separate page.

Users must follow the timeline with their finger by swiping it from left to right.

Markers on the timeline will represent significant events. When a user reaches a marker, the related information will pop up in a modal window. The information will be spoken alloud, accompanied by text and simple illustrations.

Only once the user swipes all the way from left to right may they move on to the next section!

07 Final Concept

Timeline

NOTES

Page will include time period's basic details. A 3D globe will animate as a function of timeline progress. It's animated state will correspond to the given time (i.e., continents moving, ice ages, etc.)

Event Descriptions

NOTES

Vector illustrations will animate in as description is read alloud. If necessary, page will scroll downwards as the story is being told.

08 Wireframes

Details Screen

1

Discovery Channel Logo communicates brand

2

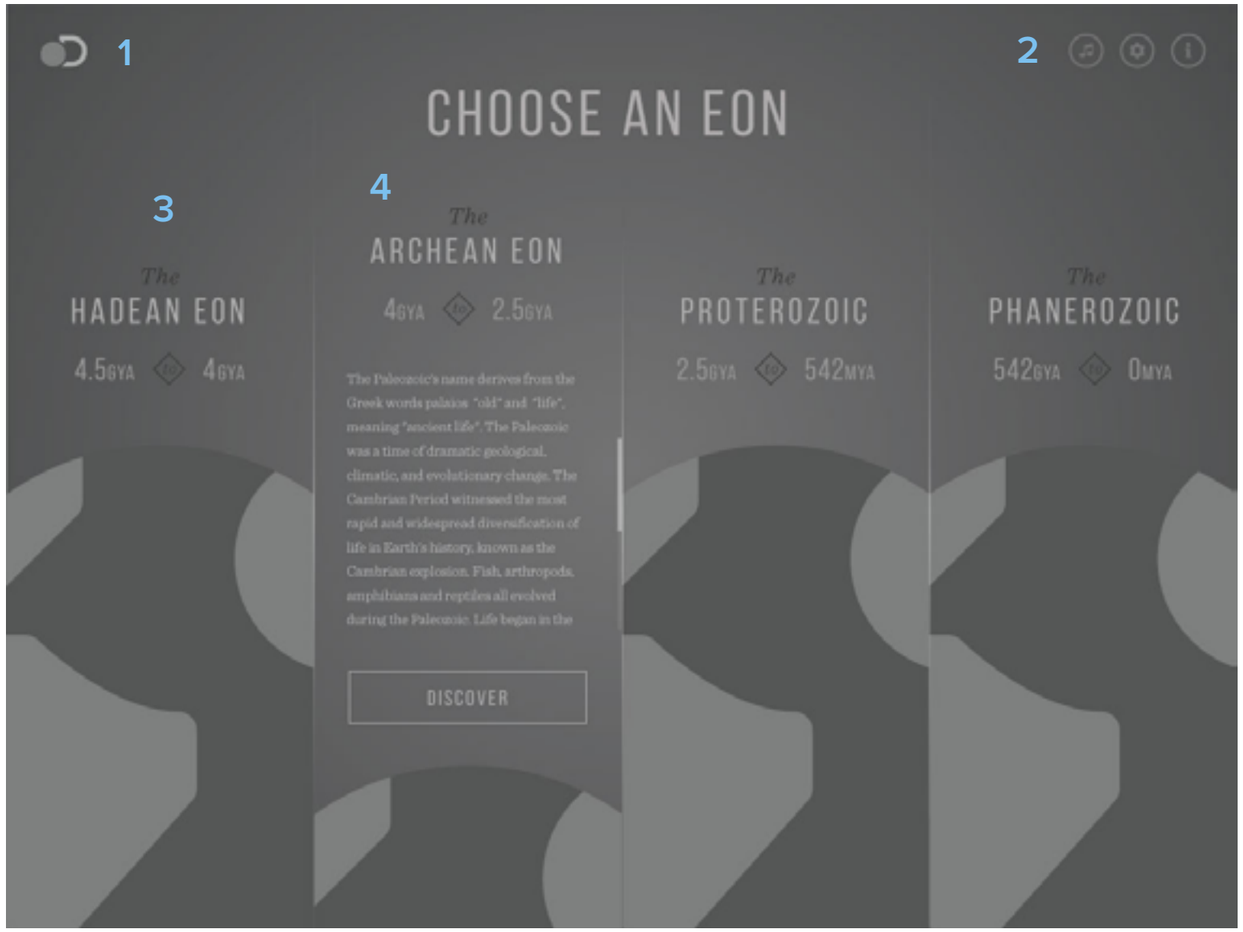
globe slowly spins as bar loads

3

progress bar matches thematic “dot” aesthetic

08 Wireframes

Home Screen



1

Discovery Channel's shorter, altnerative logo, placed in the upper left hand corner, is a sublte yet consistent reminder of the brand

2

universal utility buttons

3

Non-selected Eons display: (1) eon Title (2) timing of eon (3) respective globe

4

Selected eon will animate to reveal (1) brief textual overview (2) "discover", i.e. "view more", button (I use the word discover to play on the Discovery Channel theme)

08 Wireframes

Details Screen

1

Current Eon appears here. Tapping the button will reveal all four eons, of which the user may select another to view its respective page.

2

3D globe will rotate and progress in time (i.e. animated continent shifts, ice ages, etc) as a function of user's progress through the timeline bar (see note X).

3

The current eon's title is displayed in smaller text above the current era. Note that the entire *page* is dedicated to the eon, but just one portion of the timeline is dedicated to the era. Thus, the era title and subsequent information will reflect the user's position in the timeline bar.

08 Wireframes

Details Screen

4

Important events will appear in a list as user scrubs through timeline bar. The eye icon accompanying each list item will reveal more information about this specific event. To fit all events, a scroll bar will appear. The scroll bar will get smaller as the user progresses through the timeline and the list lengthens.

5

User navigates through time by sliding the scrubber (

6

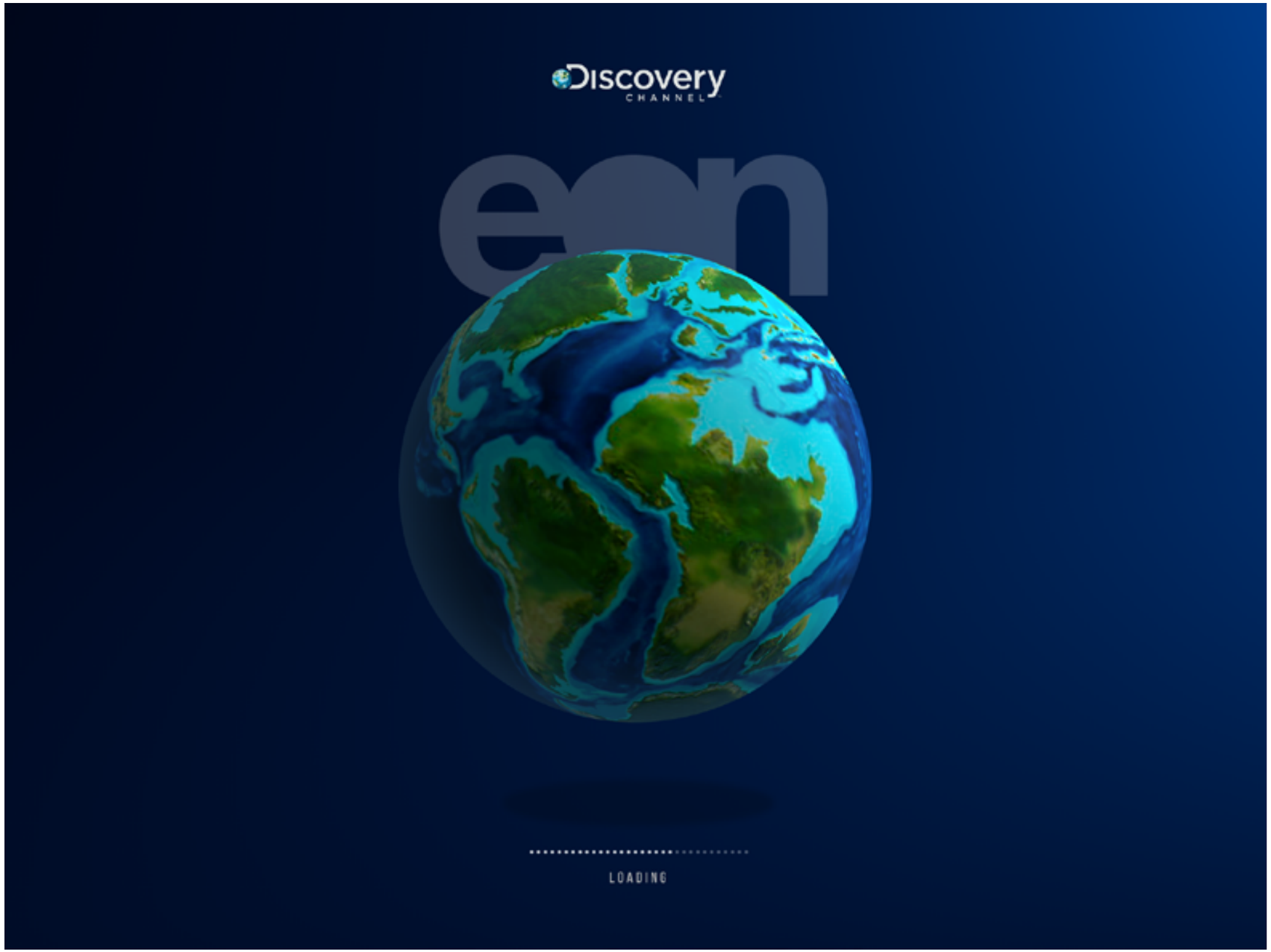
Displays user's current year and Era. Changes as user scrubs through the timeline.

7

Displays scaled geologic timeline of the entire world's history, for deeper context. User may slide upwards to reveal more detailed geologic timeline.

09 Final Design

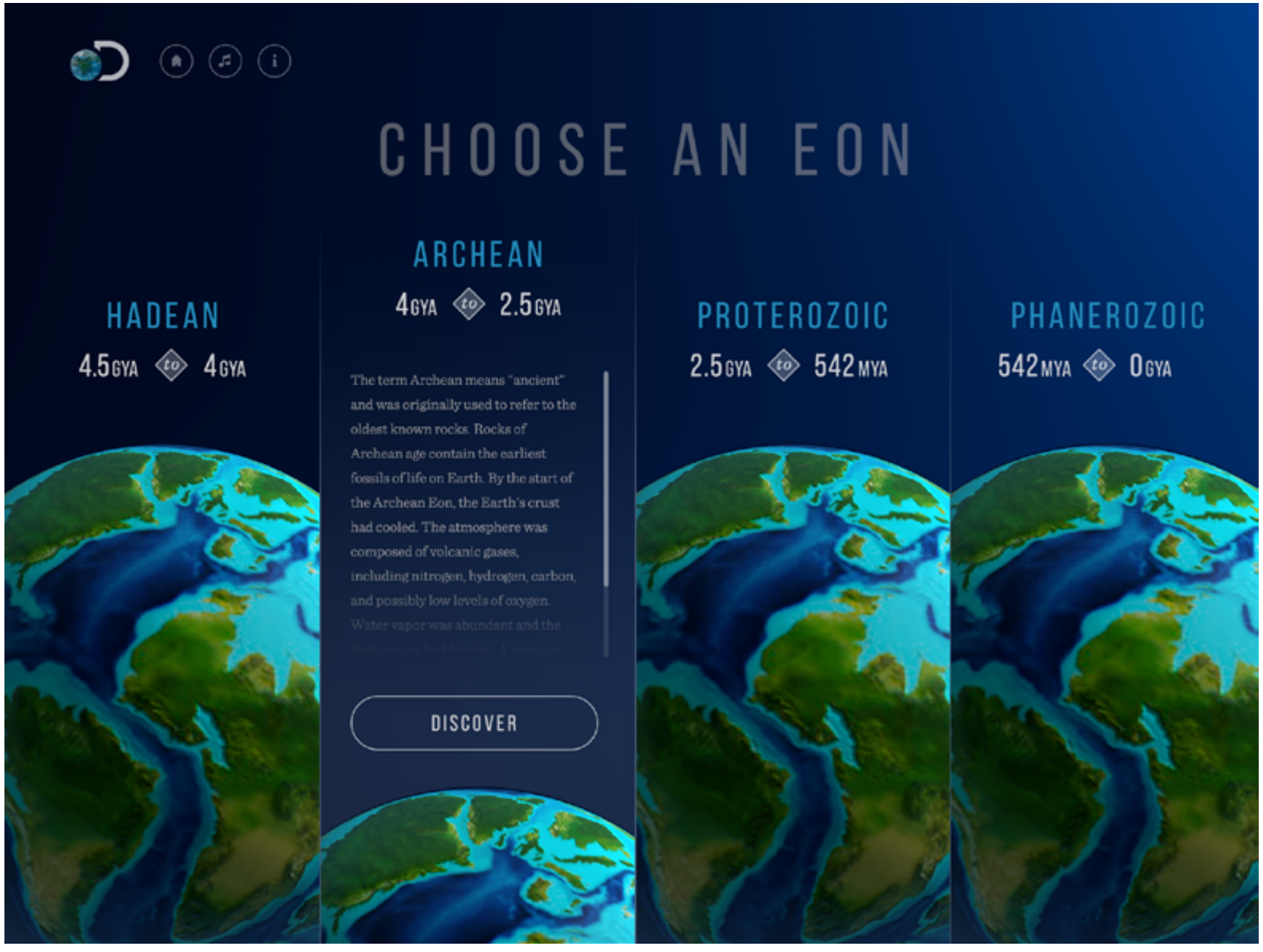
Loading Screen



09 Final Design

Home Screen

I haven't finished the other earth's in cinema. I'm making them right now!



09 **Final Design**

Home Screen