



Relay For Life Display

Interactive IV - P1: Final Project Document

November 3, 2014

The Relay For Life Display is a real-time data visualization project.
This document walks through the creative process from ideation to the final designs and prototype demo.

Document Sections

1	Initial Research	pg 2
2	UX & Core Features	pg 12
3	Wireframes	pg 17
4	Preliminary Design Concepts	pg 23
5	Final Visual Design	pg 28
6	Storyboards	pg 35

SECTION 01

Initial Research

01 PROBLEM STATEMENT



Relay For Life fundraises money and raises awareness for cancer research. Current events promote competition within individual teams, but there is room for improvement to unite the entire community as a whole during the event.

01 PROJECT GOAL

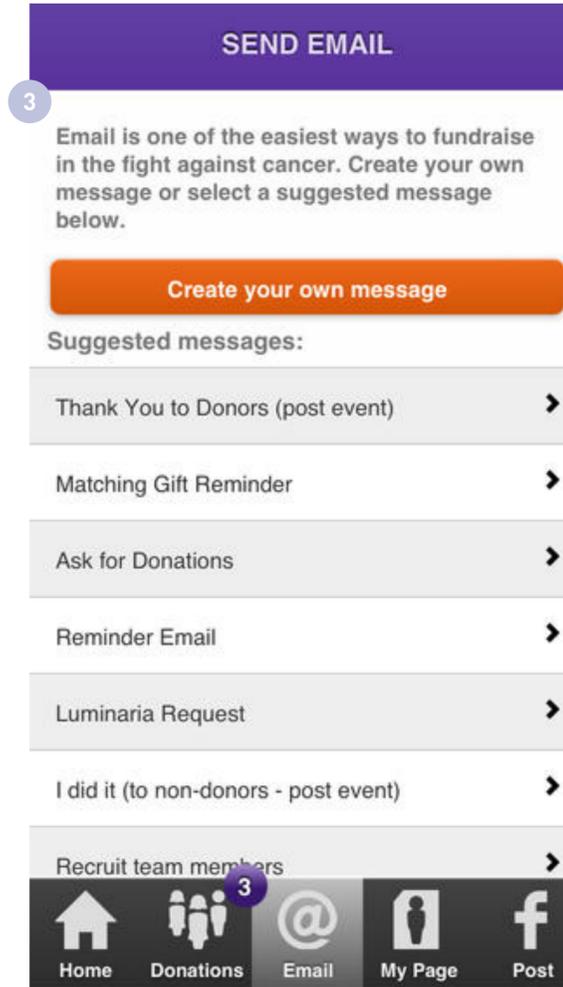
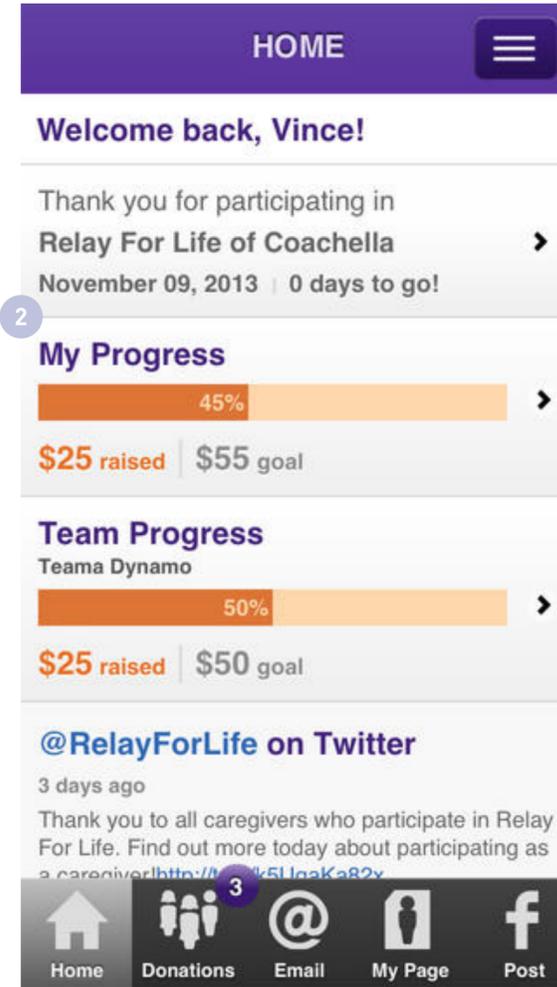
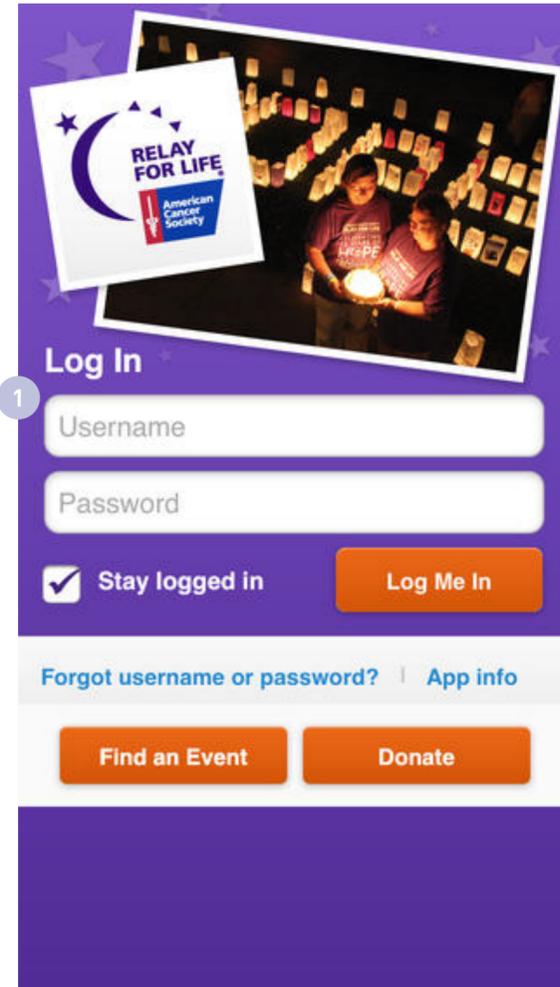
To create a display that will **inspire** all Relay For Life participants to **motivate each other** and make an even **bigger impact together** when they see the collective real-time data and the strength of their numbers.

01 COMPETITIVE ANALYSIS

Relay For Life app

Mobile app tool to track and support fundraising progress within a team as well as keep up-to-date on Relay For Life News

- 1 **Login:** Limits app access to users who have an account through the website
- 2 **Donation Tab:** Shows individual and team progress per Relay event
- 3 **Email Tab:** Acts as a tool to send important messages and thank you's regarding Relay participation

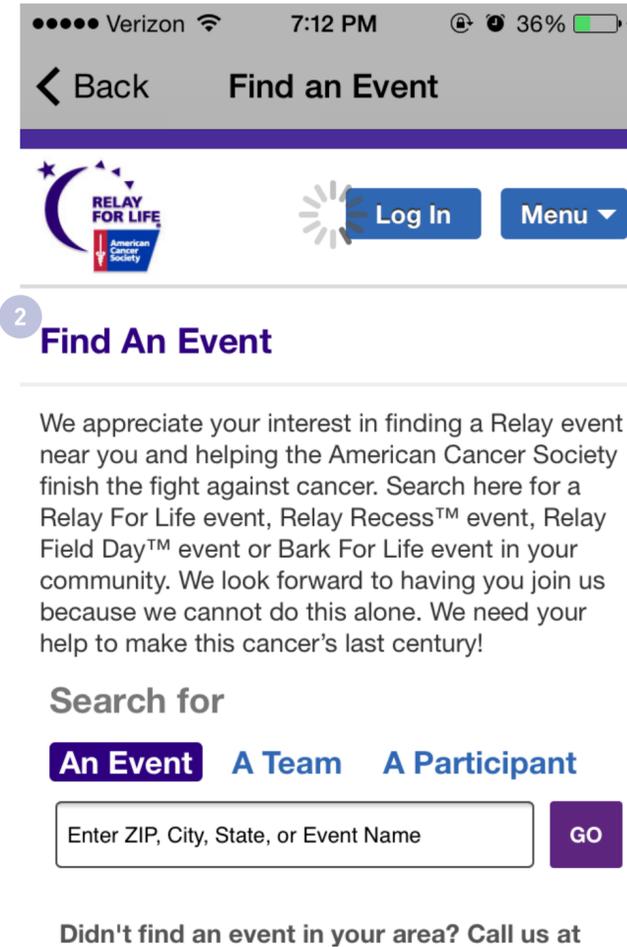
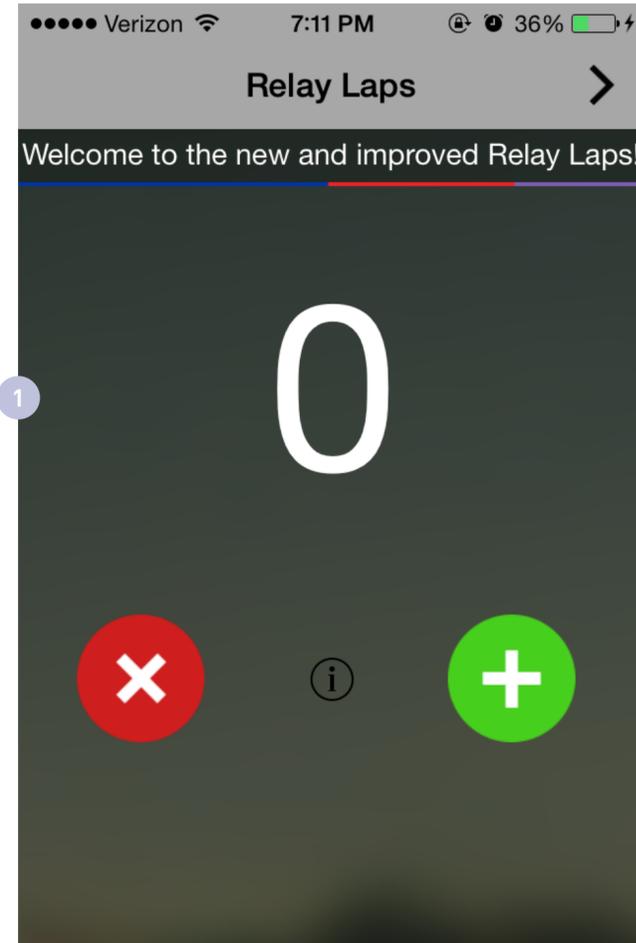


01 COMPETITIVE ANALYSIS

Lap Counter app

Simple tool used to track Relay laps with no other functionality

- 1 **Main Screen:** Displays the count and makes the user manually add or subtract laps
- 2 **Screen 2:** Brings user to the Relay For Life website page where they can search for an event near them

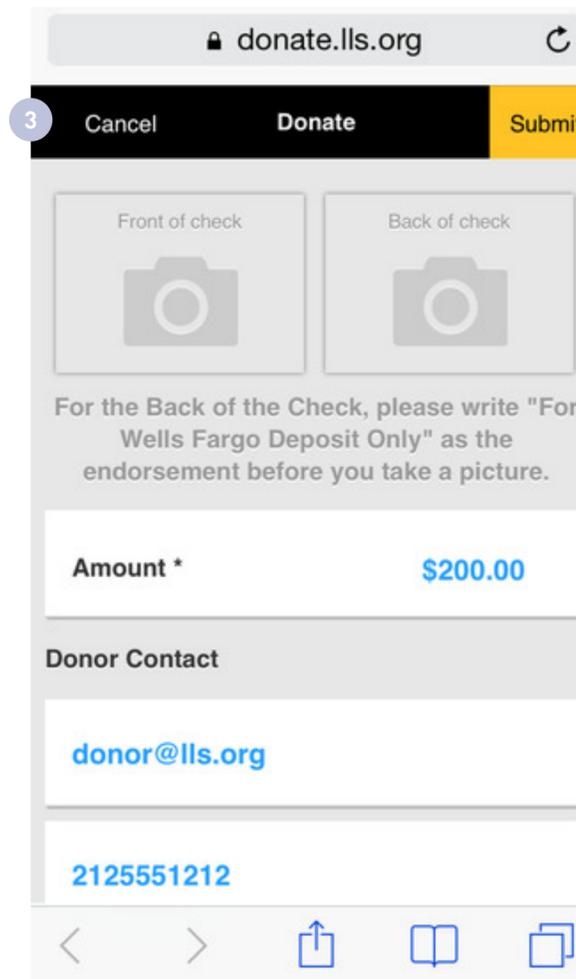
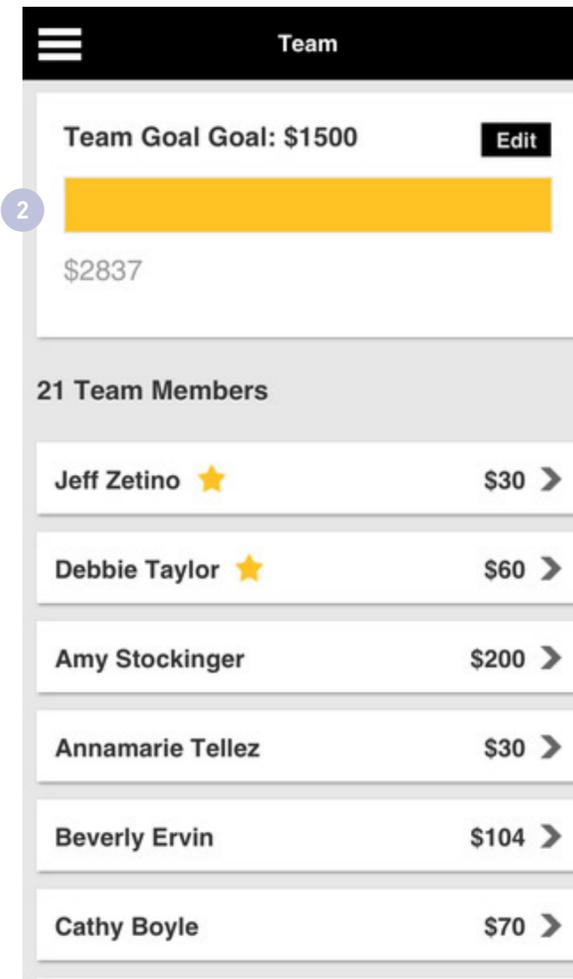
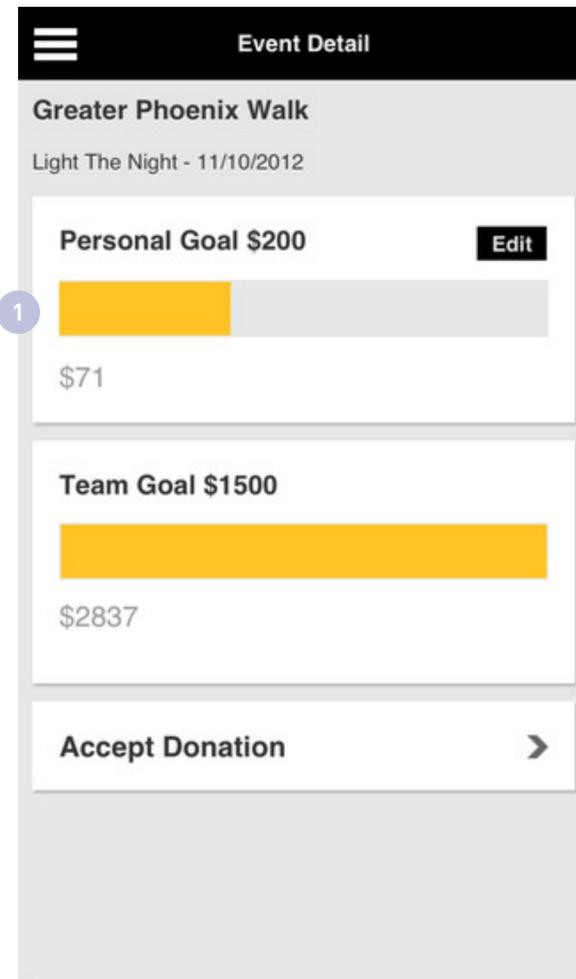


01 COMPETITIVE ANALYSIS

My LLS app

A fundraising and communicating tool for people participants in The Leukemia & Lymphoma's Light The Night Walk

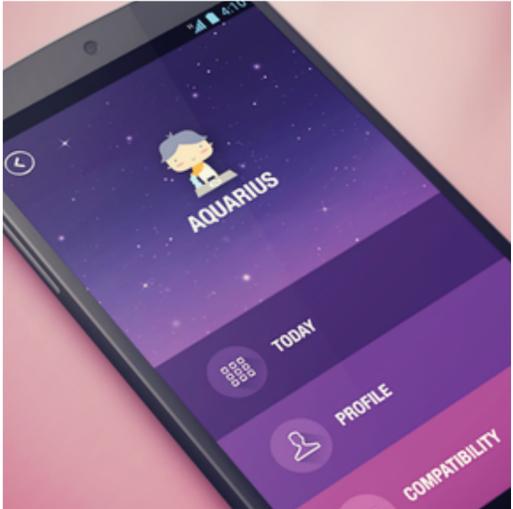
- 1 **Event Details:** Shows personal and teams progress bars
- 2 **Team Page:** Breaks down the individual members and displays the total money they raised
- 3 **Check Deposits:** This feature allows users to take photos of checks and easily deposit donations



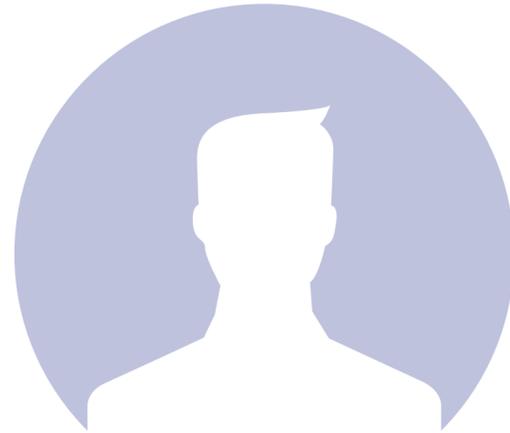
01 TREND RESEARCH

The Big Screen

Recent trends are using big projection displays and interactive touch screens at events and conferences to engage participants.



01 USER PERSONAS



1 **Jason Everton**

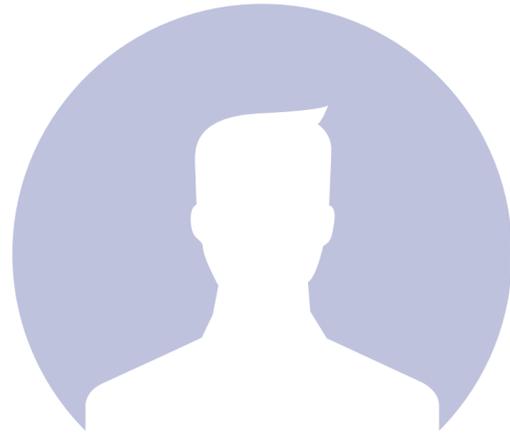
Jason is a 19-year-old student at Drew University in Madison, NJ. He is a captain on the swim team and works at the Volunteer Resource Center on weekends.



2 **Maggie McCarthy**

Maggie is a 40-year-old teacher at Hindley Elementary School in Darien, Connecticut. She enjoys going on hiking trips with her family and organizing community events.

01 USER STORIES



Jason volunteered as a committee member in his college's Relay for Life spring event. As an active member in the Volunteer Resource Center on campus, he gathered some friends from the organization to create a team for the Relay. Together, they raised over \$1,000 in donations from friends and family contributing.

Jason and his friends had a great time meeting new people at Relay. During the event, he had fun competing with his friends to see who would get to the top of the leaderboard by the end of the night, and ended up raising a lot more money than they ever thought.

01 USER STORIES



Maggie decided to participate as a caregiver in her county's Relay For Life community event. Since her sister was too ill to make it, Maggie decided to gather a team of other teachers from her school and walk in honor of her.

Throughout the night, Maggie was excited to look up at the big display screen and see how much money the event has raised in donations. Her team relied on the upcoming events screen to make sure they didn't miss out on any of the fun. Periodically, Maggie sent her sister pictures of the screens in excitement of how much money they were all raising together.

SECTION 02

UX & Core Features

02 CORE FEATURES

These core features are the four main screens featured in the Relay For Life Display. They each feature real-time data collected at the event.

Fundraising Tracker

Number count and donation breakdown in donut charts

Donation Leaderboard

Top five team rankings and a donut chart breakdown

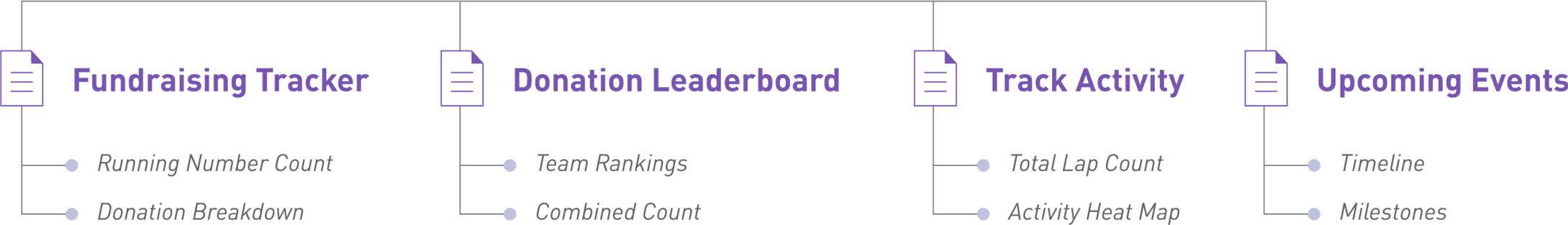
Track Activity

Number count (like fundraising tracker) and activity heat map

Upcoming Events

Timeline of event milestones and their details

Event Display



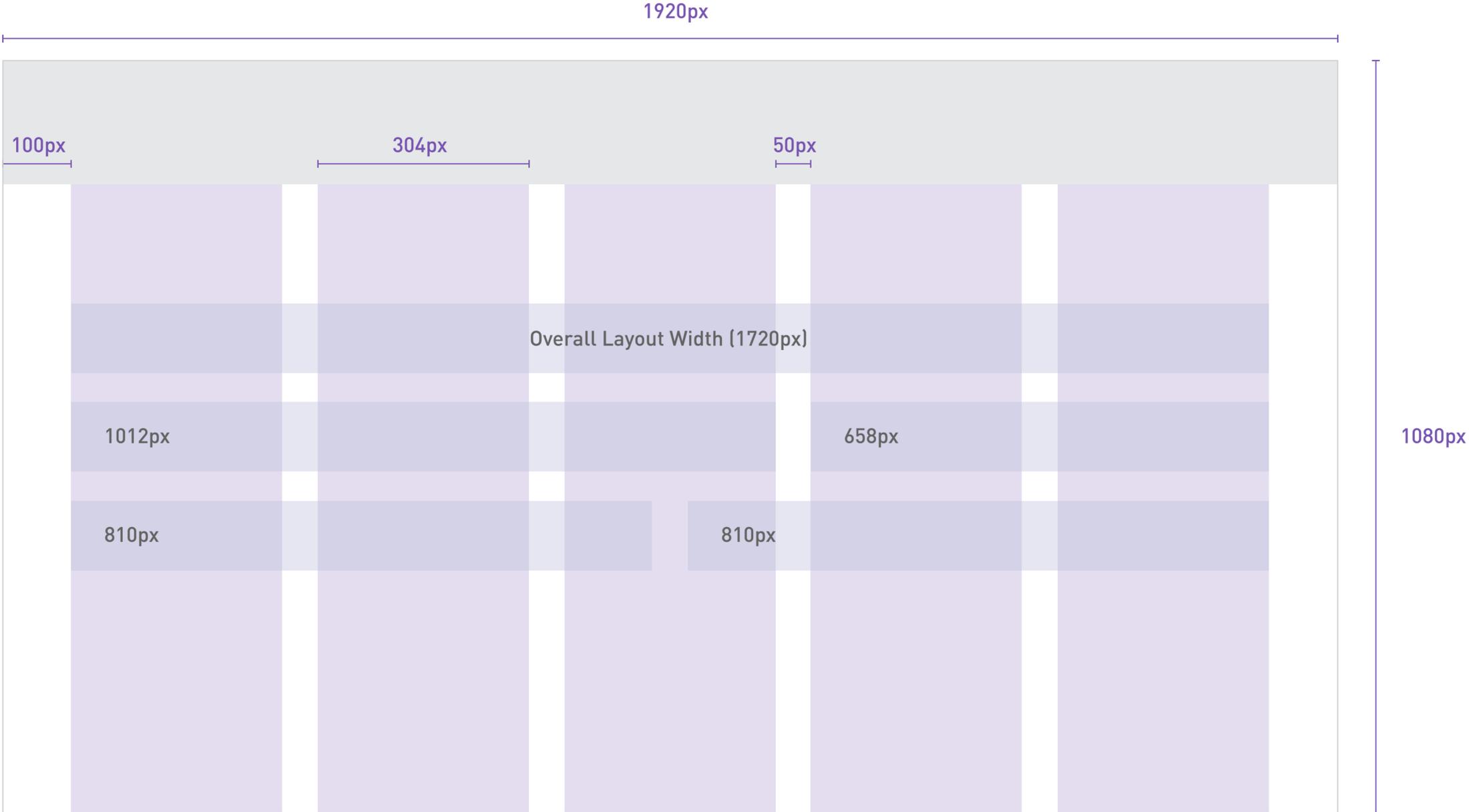
02 BASE GRID SYSTEM

Base Grid

Since the output is for a big projection screen, this five-column grid works well at a large size to proportion elements on the screen.

Output Display

- HDTV (16:9) ratio
- 52ft x 26ft outdoor screen
- 1920px x 1080px demo mockup



02 CORE UX TEMPLATE

Core Region Breakdown

Each screen uses this modular structure to give the design hierarchy and organization.



SECTION 03

Wireframes

03 WIREFRAMES

Screen 1

This first screen is a fundraising tracking display of the overall event proceeds in real time.

- 1 **Running Number Count:** Shows real-time count with animating numbers as donations are made
- 2 **Donation Breakdown:** Donut chart that fades in to display each donation category's percentage in relation to the running total count

1.1 FUNDRAISING TRACKER



03 WIREFRAMES

1.2 FUNDRAISING TRACKER - DONATION BREAKDOWN

Screen 1.2

As the donut chart breakdown animates in, each category will be highlighted with information.

- 1 Category Illustration:** Populates the region with a representing illustration
- 2 Category Details:** List of the total money collected from that category in addition to an added visual element to tell the percentage out of the whole number count



03 WIREFRAMES

Screen 2

This screen displays the top five teams at the event who have contributed the most.

- 1 Team Rankings:** Tracks their numbers in real time and animates as teams move up and down the rankings
- 2 Combined Count:** Donut graph that displays the current total percentage of top five team's total money raised

2.1 DONATION LEADERBOARD



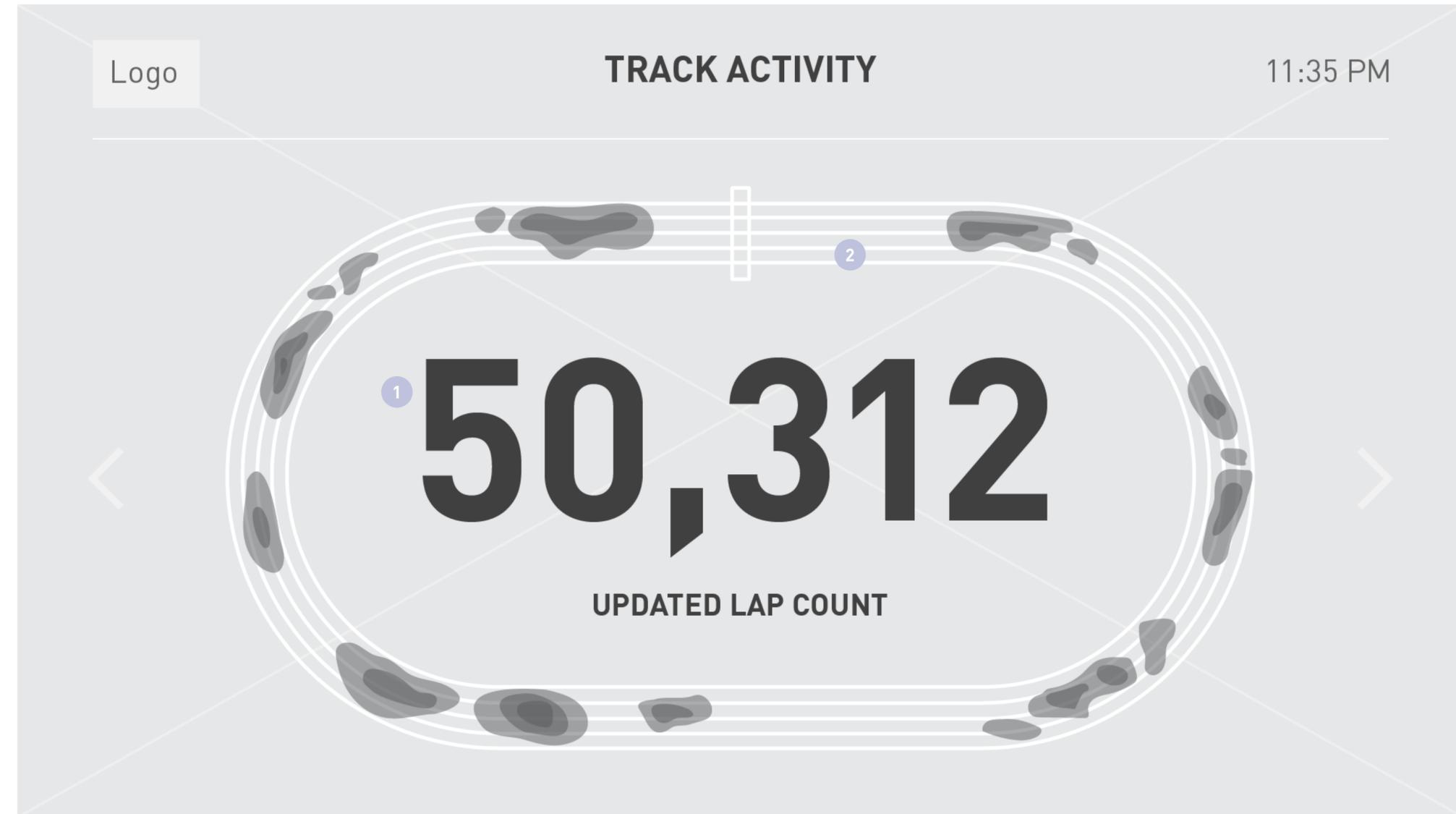
03 WIREFRAMES

3.1 LAP TRACKER

Screen 3

This screen features a real-time lap counter that records every lap completed by Relay participants.

- 1 **Total Lap Count:** Combines every lap completed for a total running number count
- 2 **Activity Heat Map:** Displays an abstract heat map that shows participant activity on the event's track



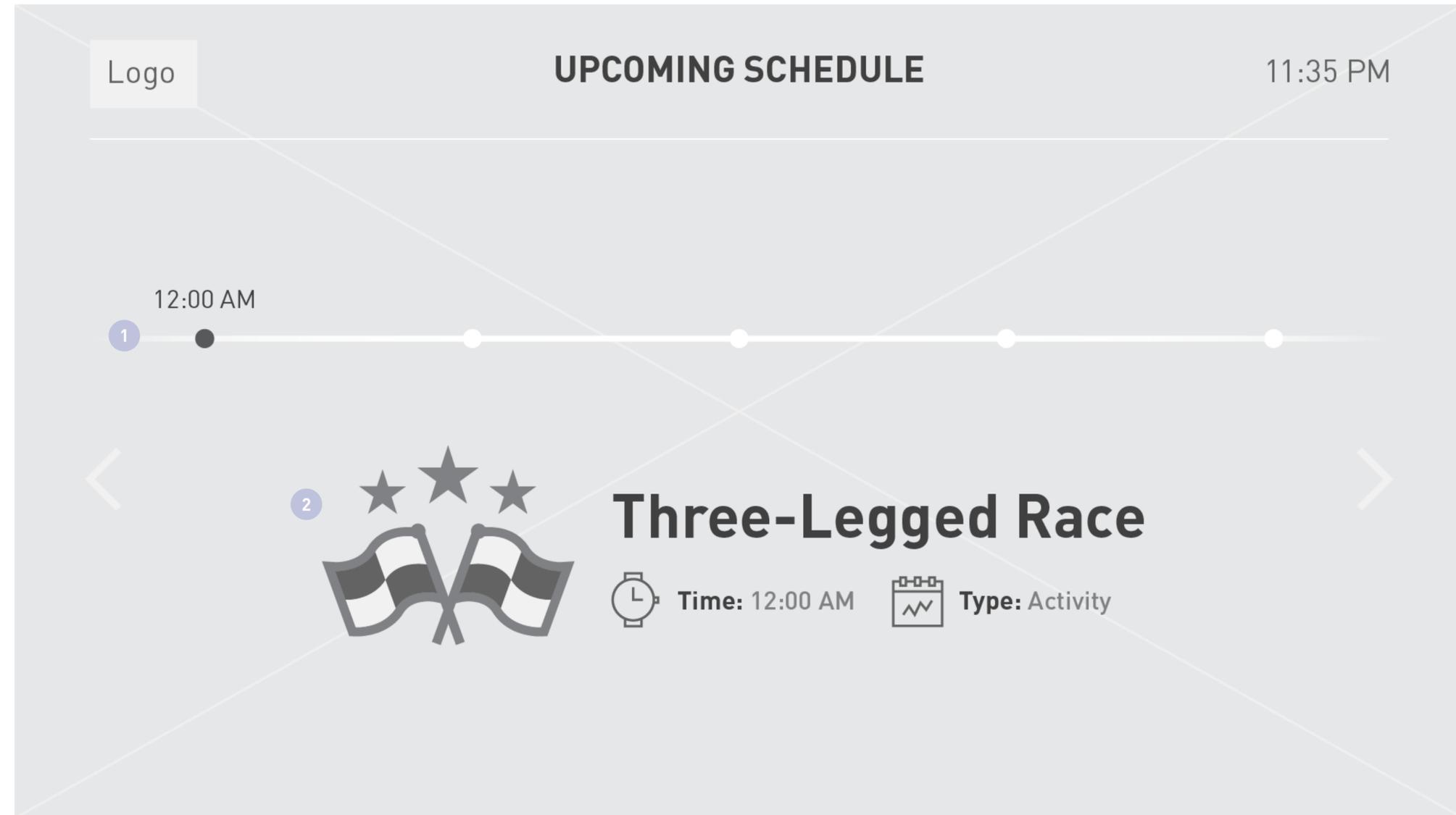
03 WIREFRAMES

Screen 4

The final screen is a representation of the event's entertainment schedule in a timeline form.

- 1 **Timeline:** Animates through the next five upcoming events on the schedule
- 2 **Milestone:** Shows the information details of the highlighted milestone in the timeline, including an illustration and event title

4.1 UPCOMING SCHEDULE



SECTION 04

Preliminary Design Concepts

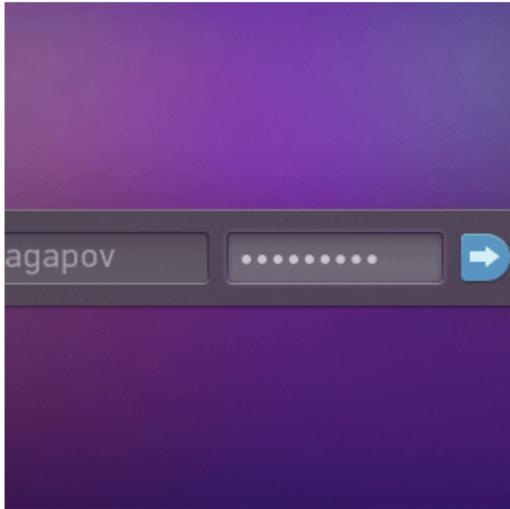
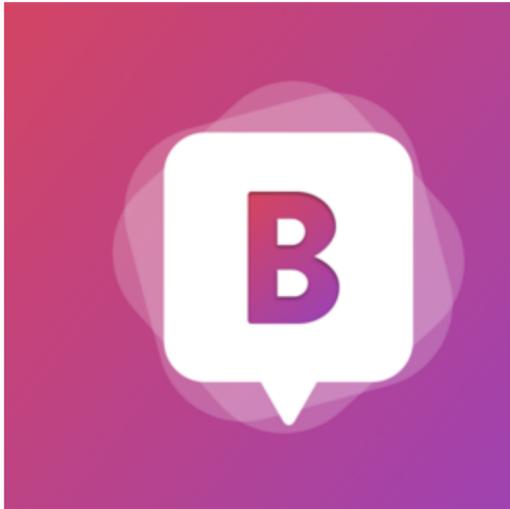
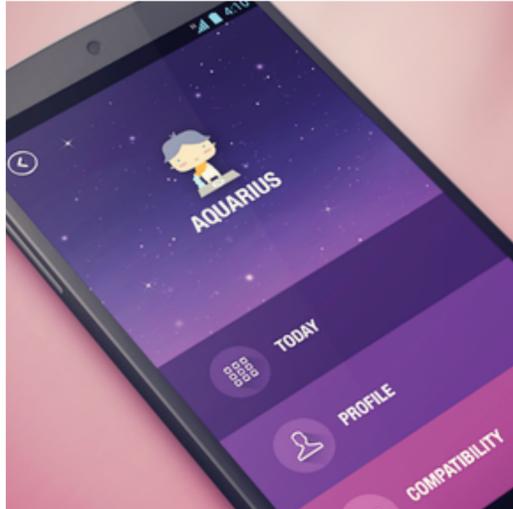
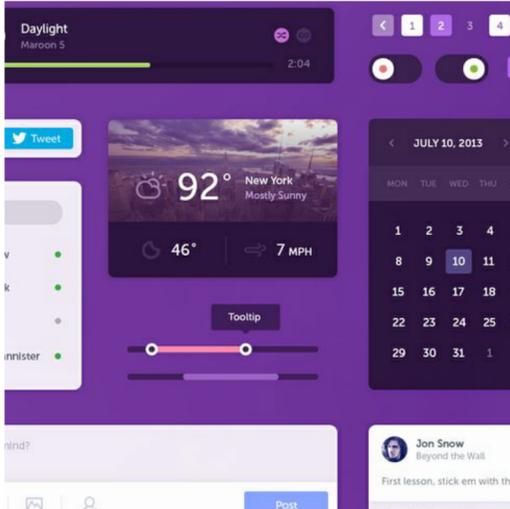
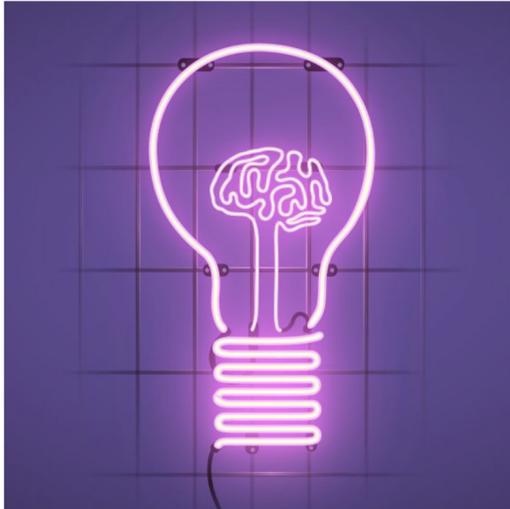
04 MOODBOARDS

Concept 1 - Stellar

This concept is inspired by the energy and excitement that surrounds an all-night Relay For Life event.

Keywords

- Whimsical
- Upbeat
- Energetic



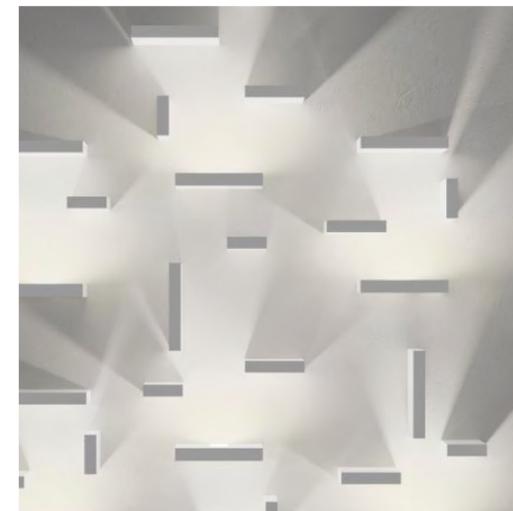
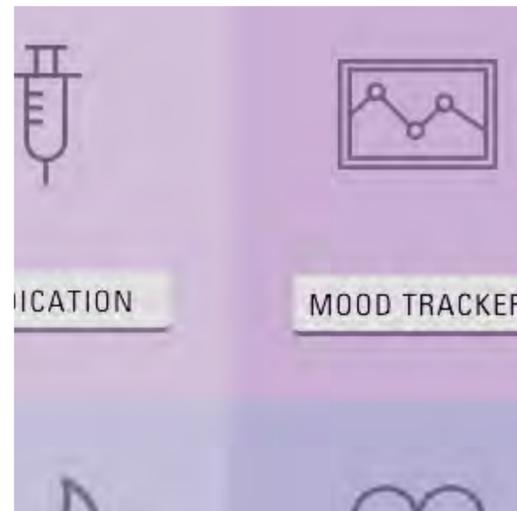
04 MOODBOARDS

Concept 2 - Pure

This direction's visual style is very light and clean. Soft purples paired with a mainly white and grey interface give it an uplifting feel.

Keywords

- Ambient
- Optimistic
- Graceful



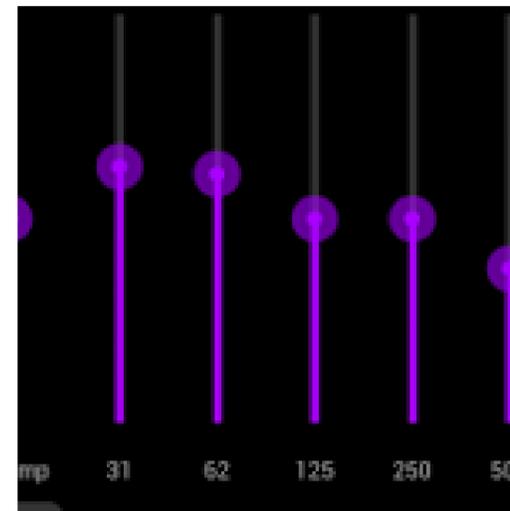
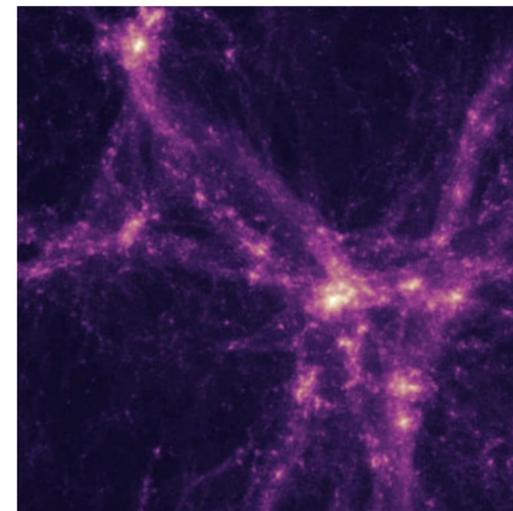
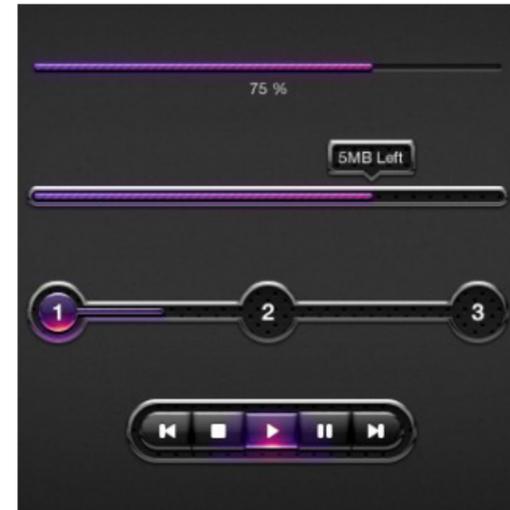
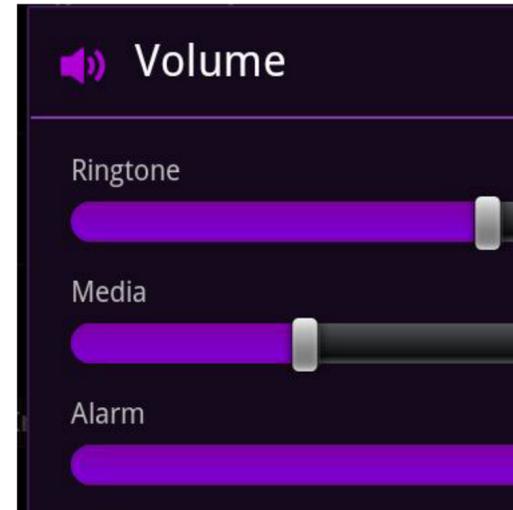
04 MOODBOARDS

Concept 3 - Glow

The final direction features a dark UI with purple accents and bold typography treatment.

Keywords

- Electrifying
- Adventurous
- Luminous

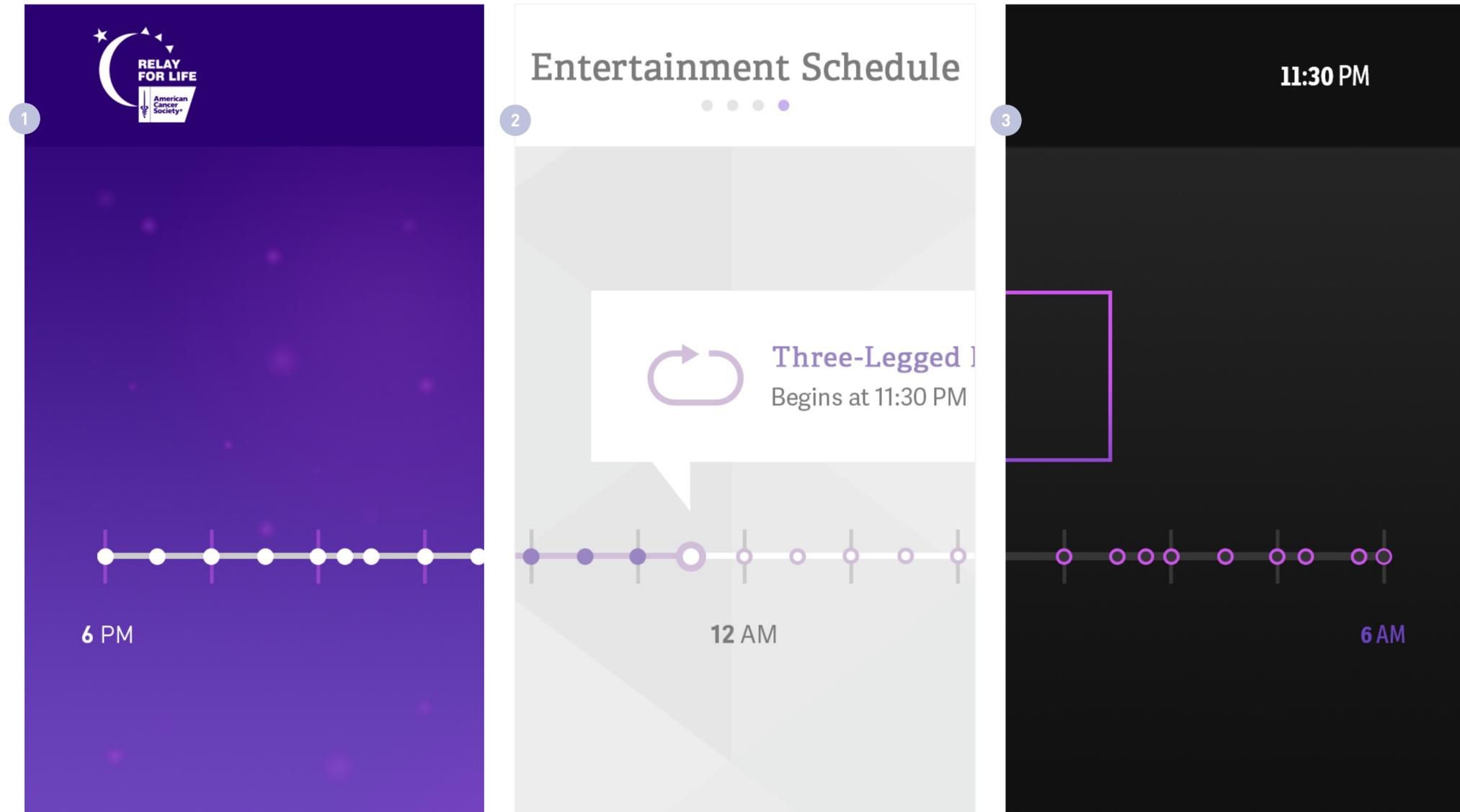


04 INITIAL COMPS

Preliminary Directions

These are quick runthroughs of the three initial concepts for an early version of the timeline, which inform the final outcome.

- 1 Concept 1:** An atmospheric background and rich, colorful elements deliver a lively design.
- 2 Concept 2:** Simple shapes and a white UI create a light uplifting interface.
- 3 Concept 3:** A dark UI with bold color pops captures that nighttime atmosphere.



SECTION 05

Final Visual Design

05 FINAL VISUAL DESIGN

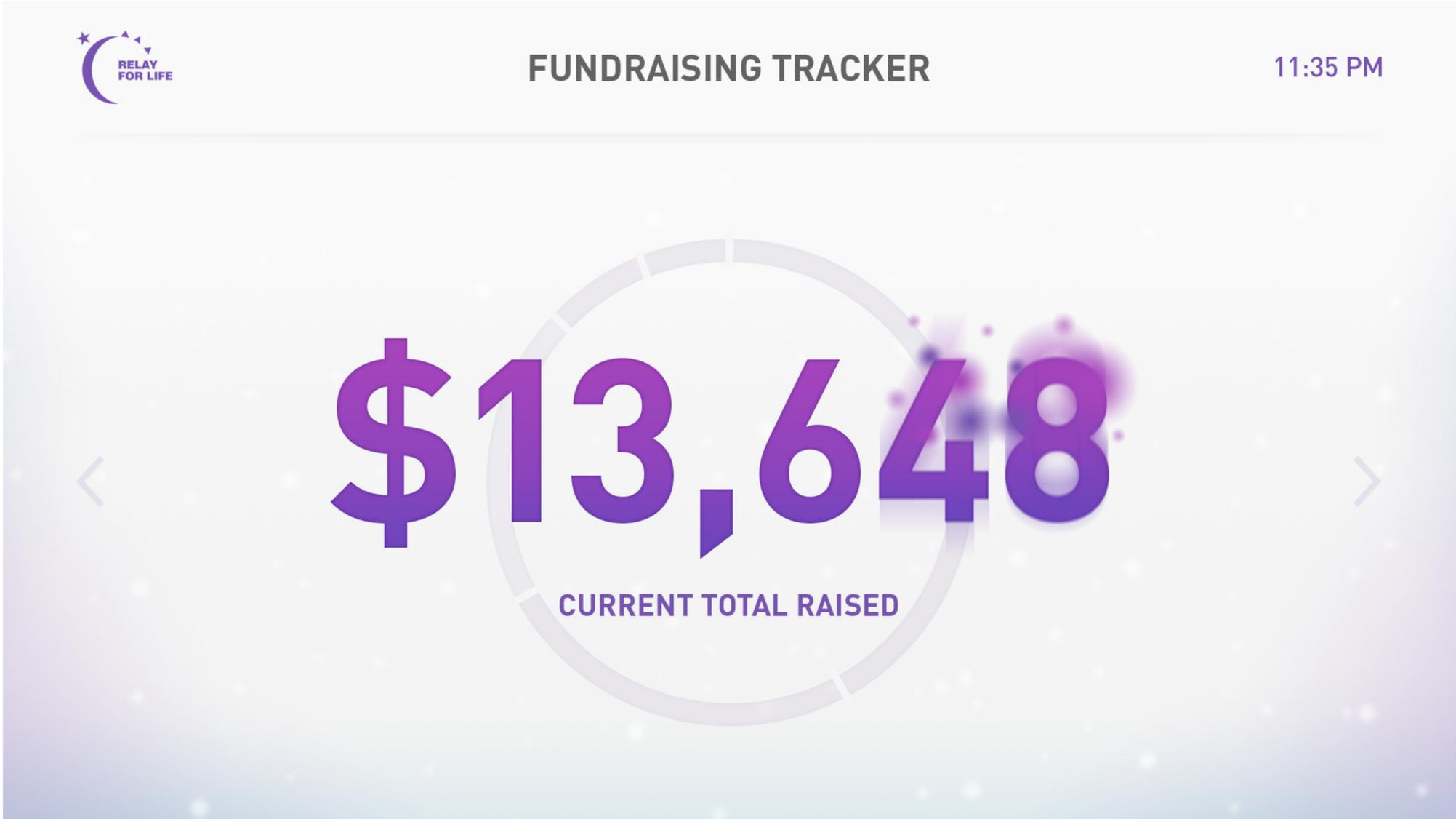
The final visual design is inspired by the 1st and 2nd initial concepts, channeling a balance between an atmospheric background and subtle pops of color.

05 FINAL VISUAL DESIGN

Screen 1

As the first screen in the event display, this comps shows how secondary elements will animate in as the numbers are ticking through. The donut graph fades in as the number count gets updated.

1.1 FUNDRAISING TRACKER

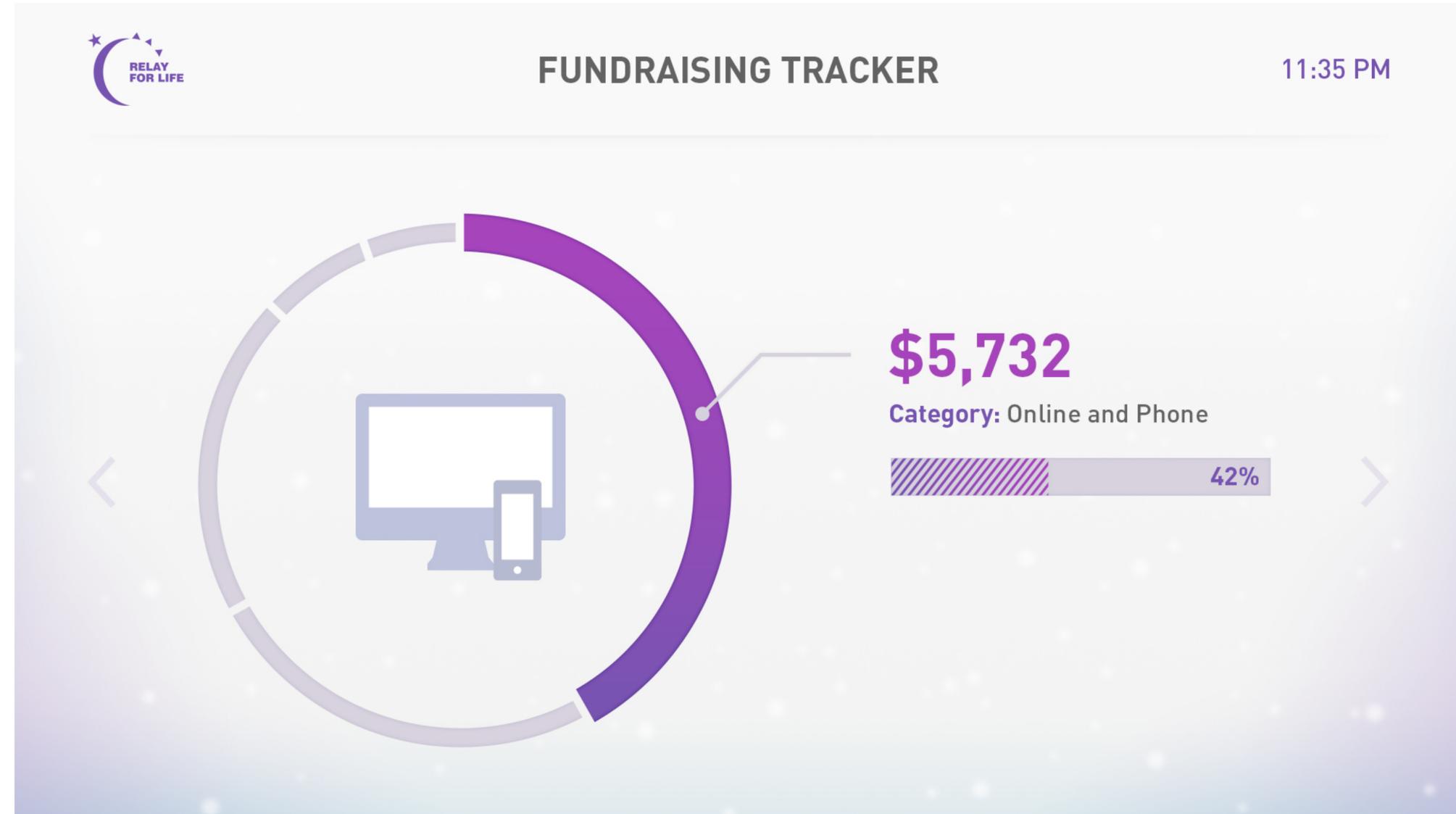


05 FINAL VISUAL DESIGN

Screen 1.2

To display more information, the number count will scale down and shift to the left with the donut graph. As each category rotates through, it will display its corresponding breakdown of money contributed and percentage to the total raised.

1.2 FUNDRAISING TRACKER - BREAKDOWN

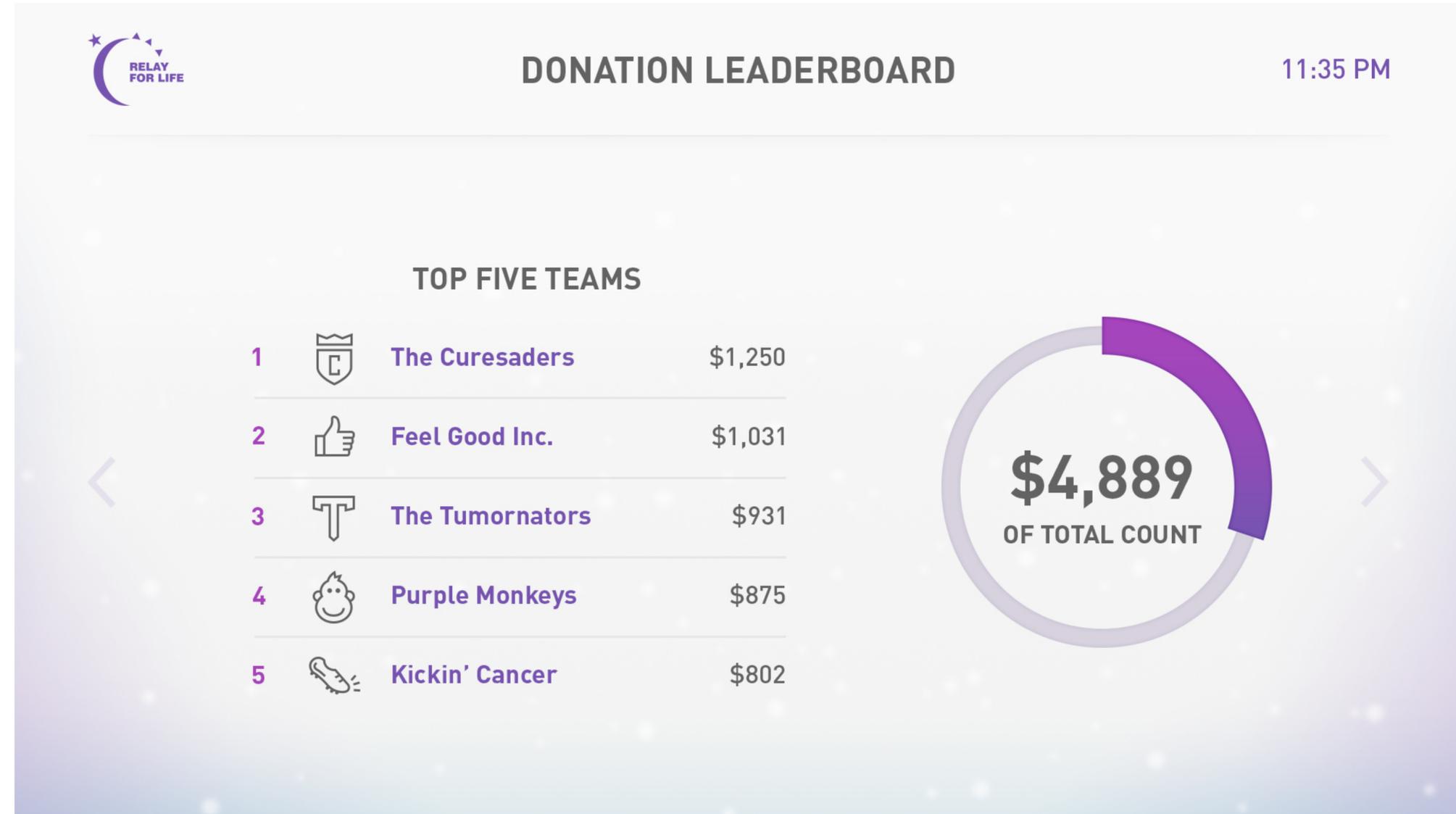


05 FINAL VISUAL DESIGN

Screen 2

This next screen transitions in with a real-time display of the top five teams in the Relay event who have donated the most money. The donut graph calculates their money raised to the event's total count, and then animate to display the percentage out of the total.

2.1 DONATION LEADERBOARD

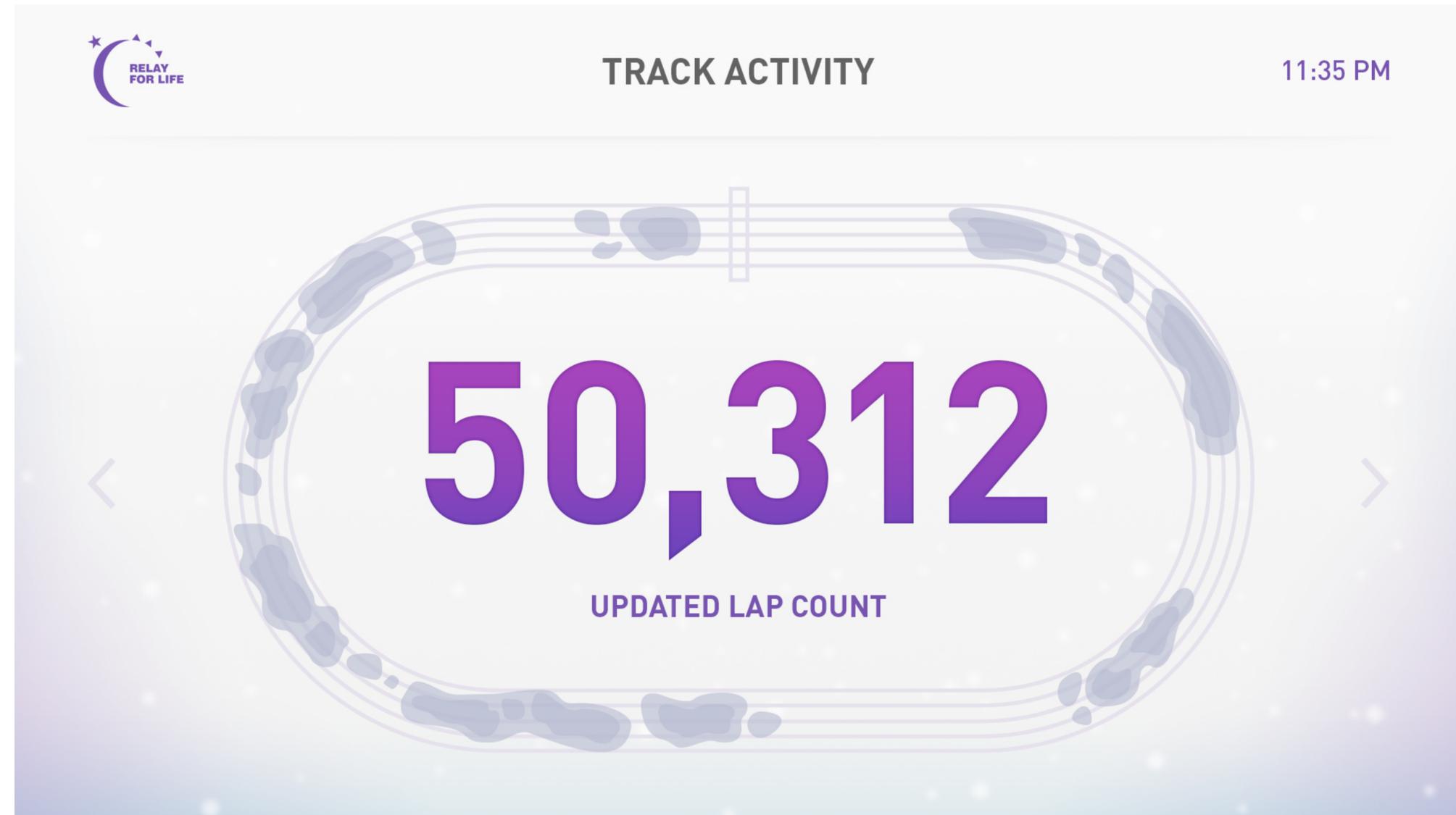


05 FINAL VISUAL DESIGN

Screen 3

Like the donation tracker, this features a real-time lap count that tracks everyone's progress together. In addition, a density heatmap that is animating in real-time will show track activity.

3.1 TRACK ACTIVITY

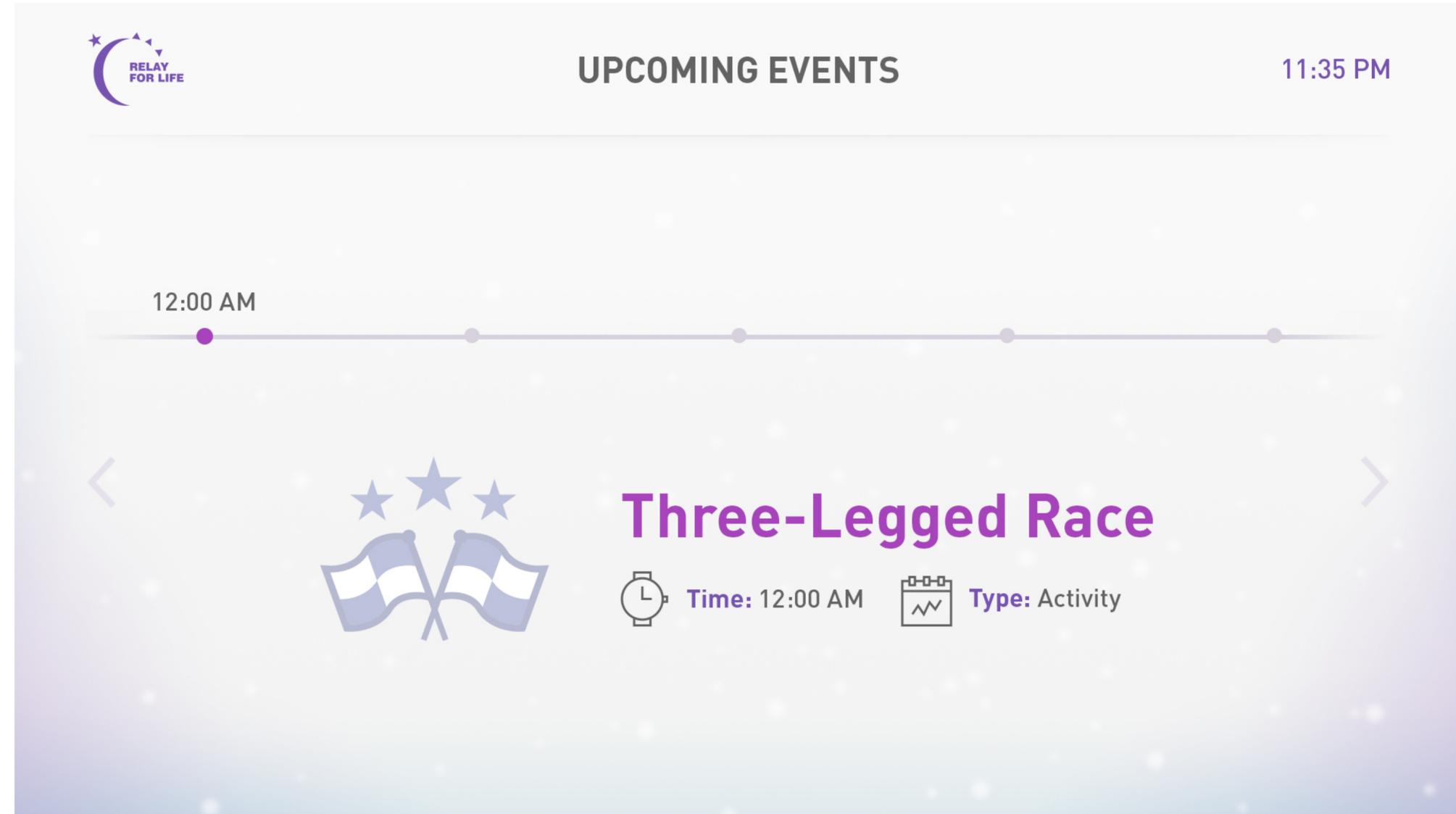


05 FINAL VISUAL DESIGN

Screen 4

The last screen displays upcoming events in a timeline that filters through automatically. Details and icons explain what type of event it is accompanied by a visual graphic for each one.

4.1 TRACK ACTIVITY



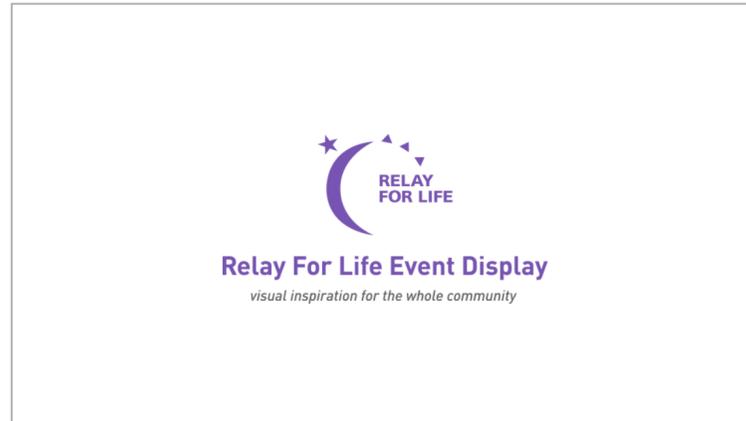
SECTION 06

Storyboards

This series of storyboards walks through the Relay Display's main screens and their transitions in a 50-60 second demo animation, featured in its environment and in a 16:9 screen ratio.

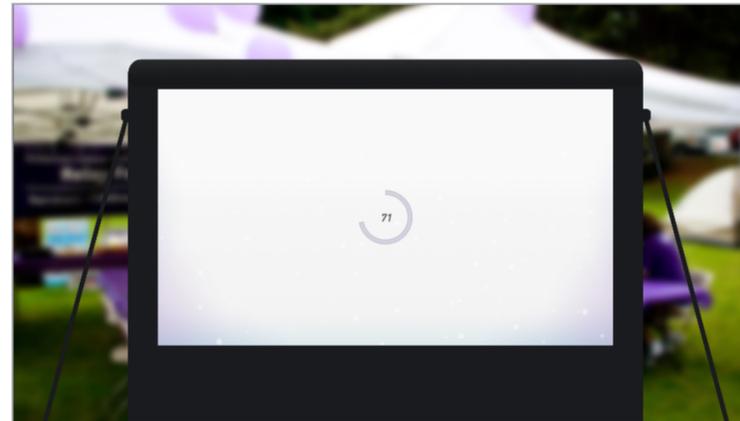
06 STORYBOARDS

0.1 TITLE SCREEN



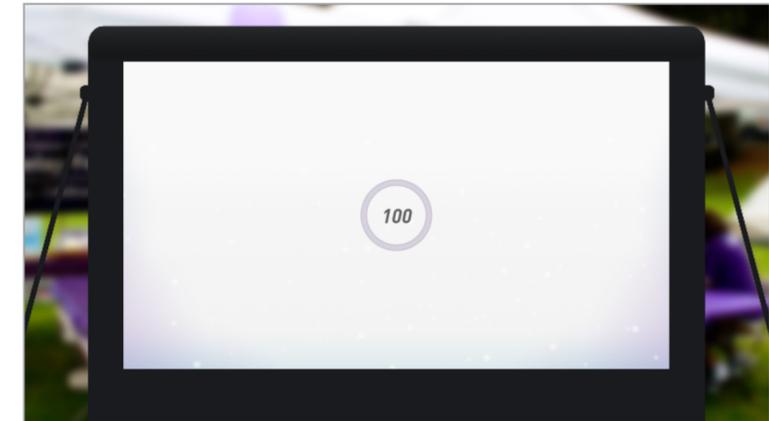
[2 sec - music fades in] Title screen fades in with the logo, title, and tag line of the display.

0.2 ENVIRONMENT GRAPHICS



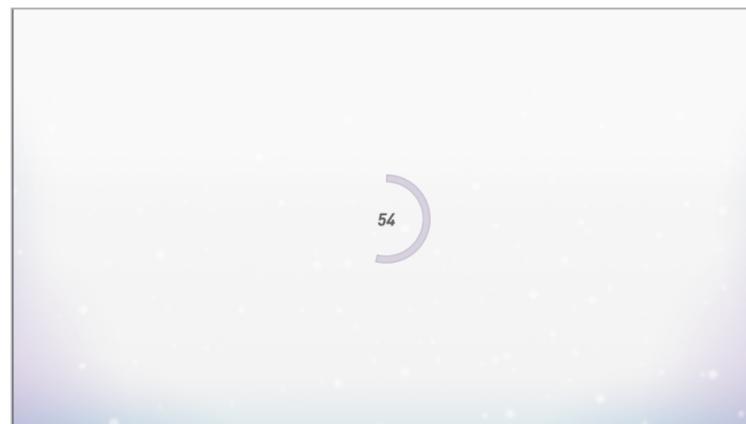
[3 sec] The title screen fades out to reveal a mockup environment of the blow up screen.

0.3 ENVIRONMENT GRAPHICS



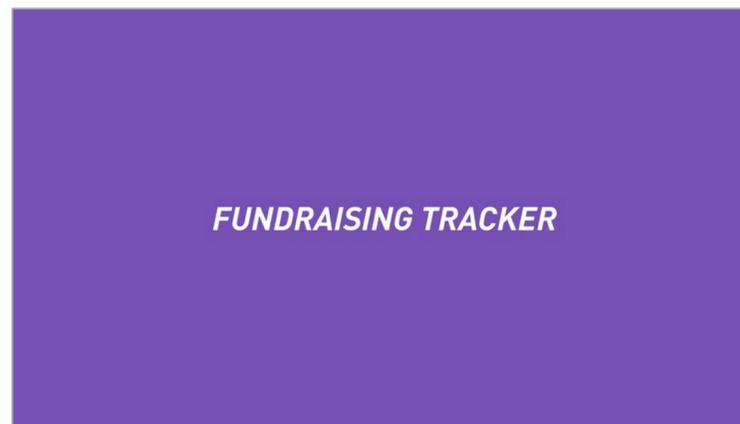
[1 sec] Shot zooms in on graphics and shifts towards the center of the screen as the demo loads.

0.4 ENVIRONMENT GRAPHICS



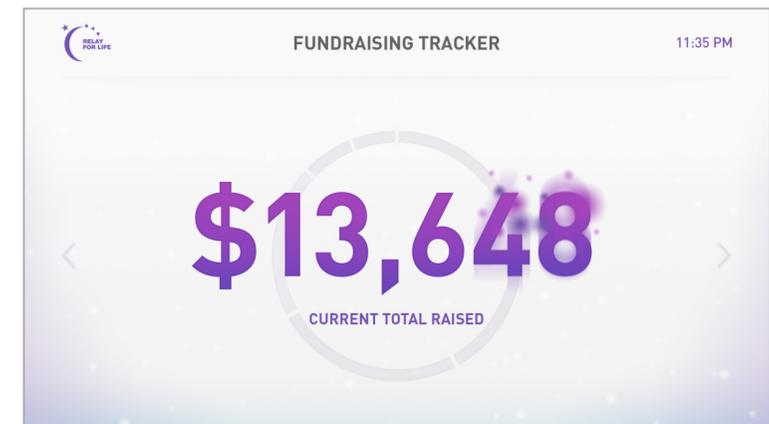
[.5 sec] The screen fills up the whole shot and the first screen of the display loads in.

1.0 FUNDRAISING TRACKER - INTRO SCREEN



[2 sec] A purple background fades in with text describing the key feature about to be shown in the demo.

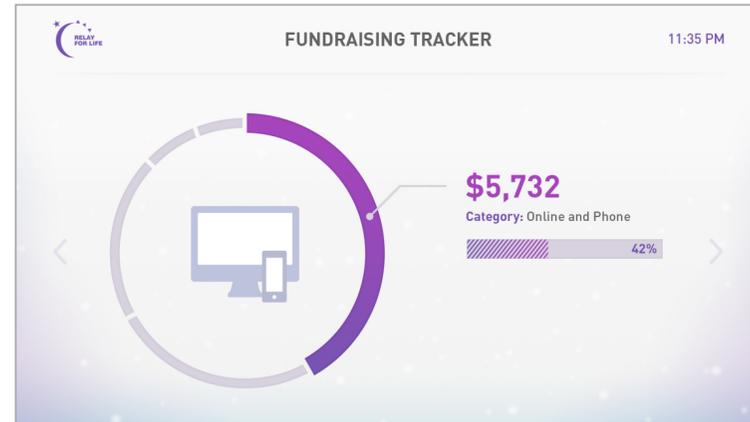
1.1 FUNDRAISING TRACKER



[5 sec] Numbers animate through as the updated count is reached (floating particles are secondary animation).

06 STORYBOARDS

1.2 FUNDRAISING TRACKER -BREAKDOWN 1



[3 sec] Graph and number count shift to the left as the first category breakdown reveals information.

1.3 FUNDRAISING TRACKER -BREAKDOWN 2



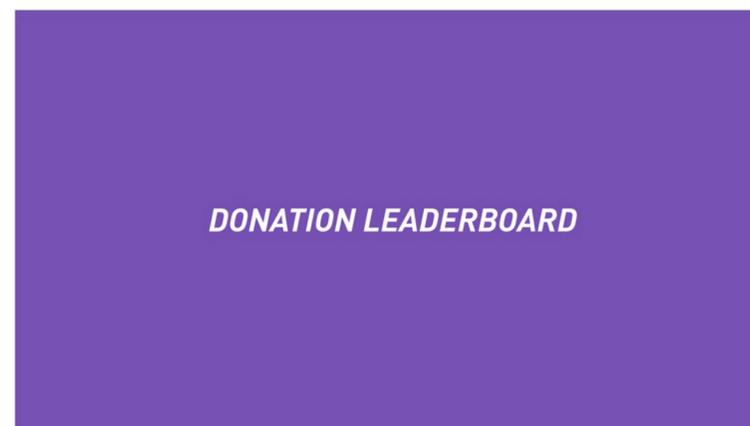
[2 sec] Donut graph shifts and second category highlights with new flyout information.

1.4 FUNDRAISING TRACKER -BREAKDOWN 3



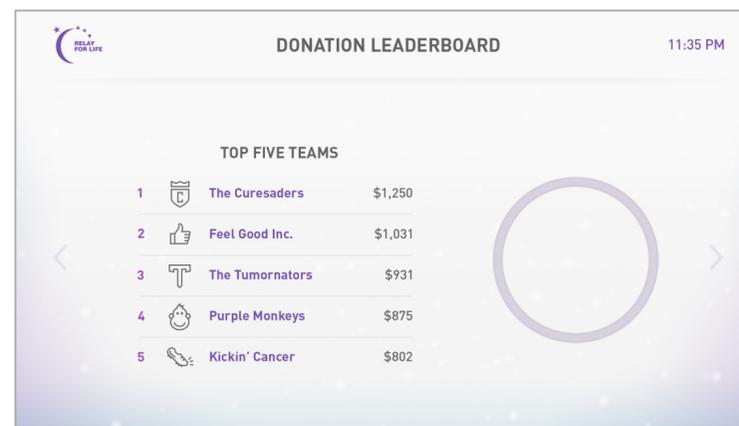
[2 sec] Donut graph shifts and third category highlights with new flyout information.

2.0 DONATION LEADERBOARD - INTRO SCREEN



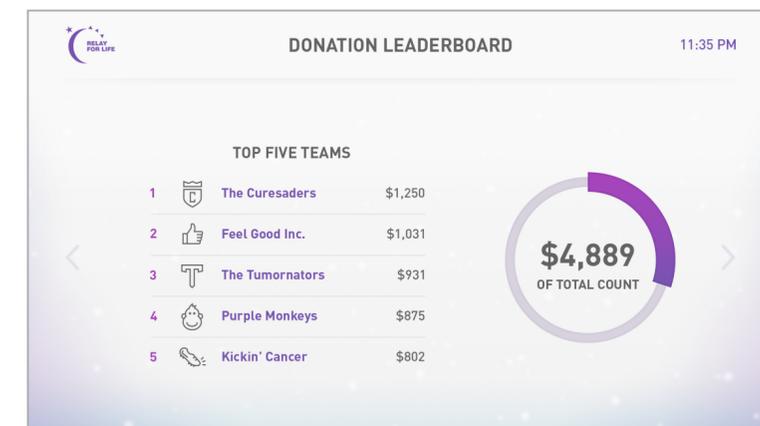
[2 sec] A purple background fades in with text describing the key feature about to be shown in the demo.

2.1 DONATION LEADERBOARD - RANKINGS



[3 sec] First the teams load in sequential order from last to first place. Then their number counts update.

2.2 DONATION LEADERBOARD - TOTAL COUNT



[3 sec] Once the team's money counts are in, the donut graph animates to show their portion of the total money count.

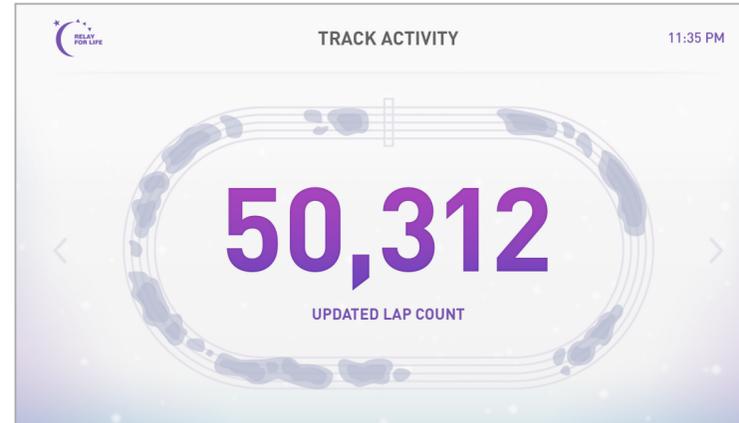
06 STORYBOARDS

3.0 TRACK ACTIVITY - INTRO SCREEN



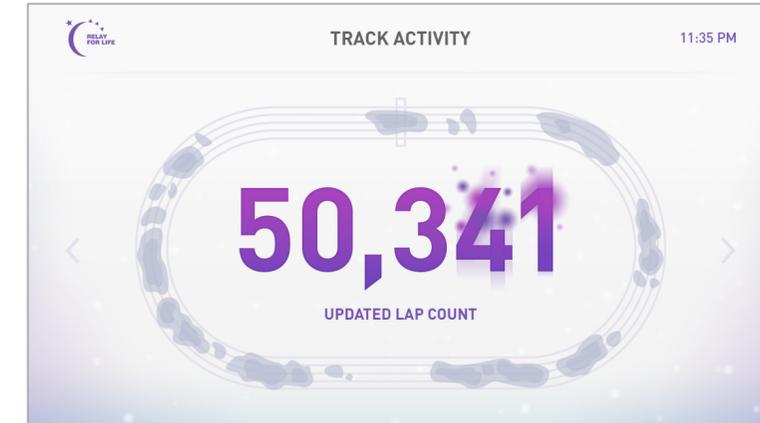
[4 sec] Lap count updates in real time to current number as the heatmap shows current track density.

3.1 TRACK ACTIVITY - 1



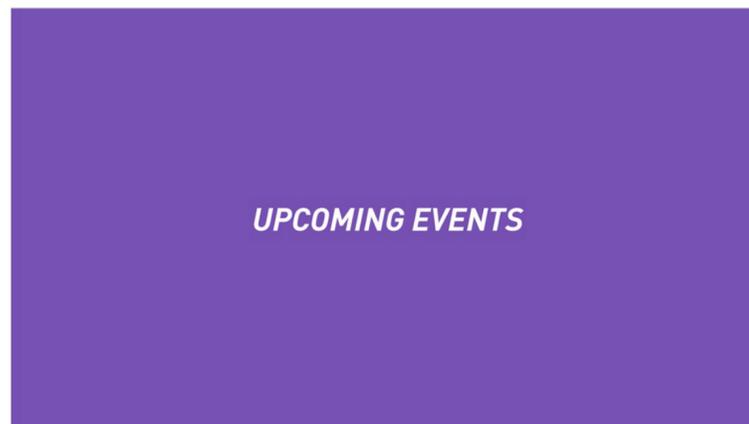
[2 sec] As the number settles into place, the heatmap animates to show movement.

3.2 TRACK ACTIVITY - 2



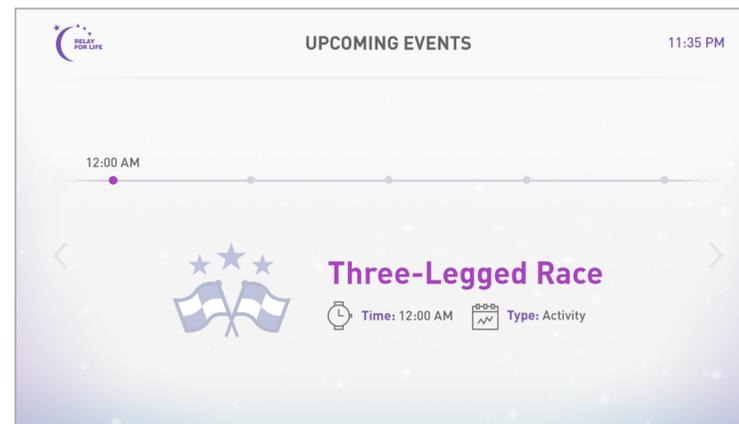
[3 sec] The timeline highlights the first event milestone coming up and displays event details.

4.0 UPCOMING EVENTS - INTRO SCREEN



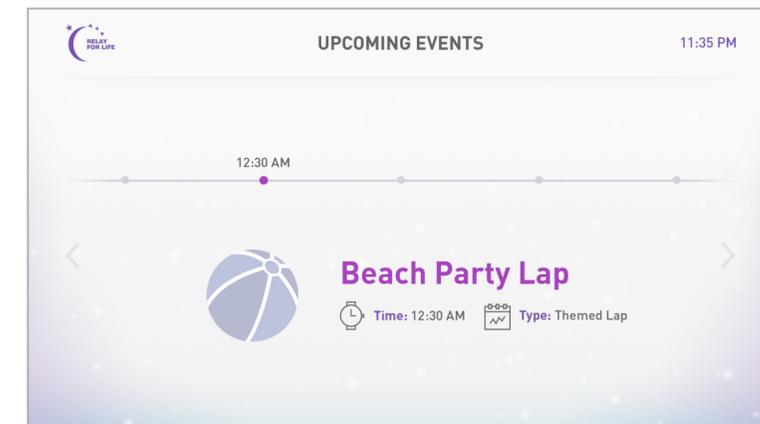
[2 sec] A purple background fades in with text describing the key feature about to be shown in the demo.

4.1 UPCOMING EVENTS - 1



[2 sec] The first upcoming milestone is highlighted and the corresponding information fades in.

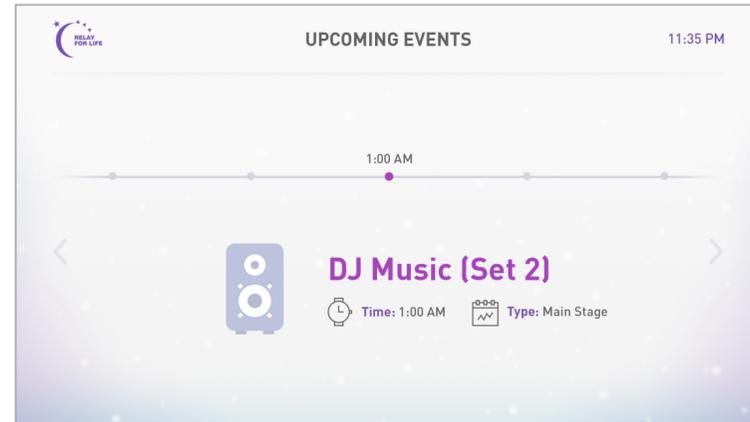
4.2 UPCOMING EVENTS - 2



[2 sec] The next upcoming milestone is highlighted and new information fades in.

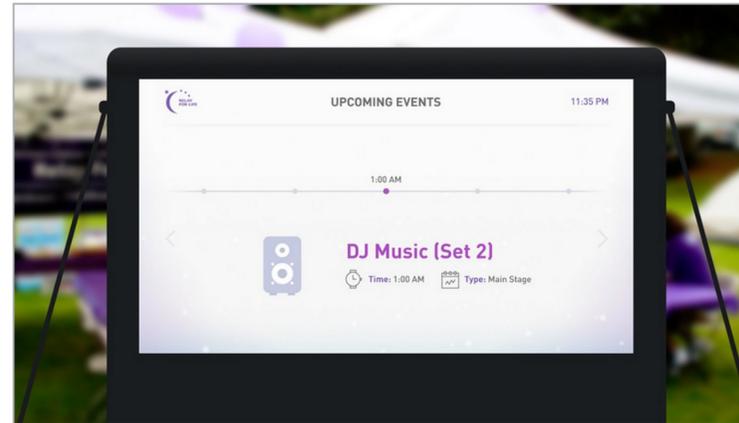
06 STORYBOARDS

4.3 UPCOMING EVENTS - 3



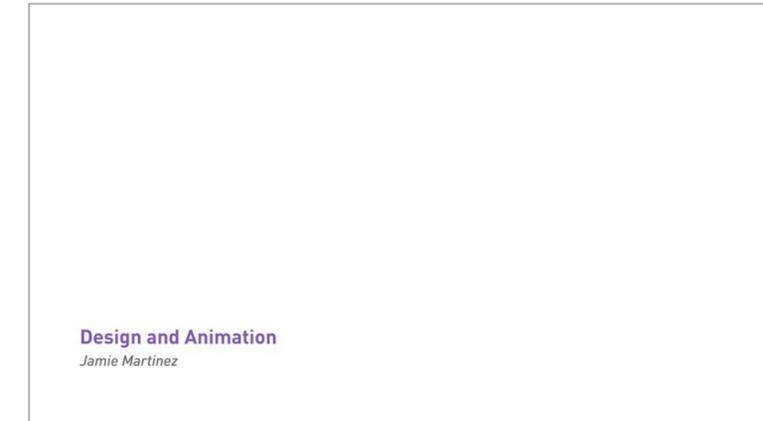
[2 sec] The next upcoming milestone is highlighted and new information fades in.

5.0 END CREDITS - ZOOM OUT



[2 sec] As the third milestone animates in, the camera zooms out to view the screen and then fades to white.

5.1 END CREDITS



[2 sec - music fades out] End credits fade in and the animation wraps up.