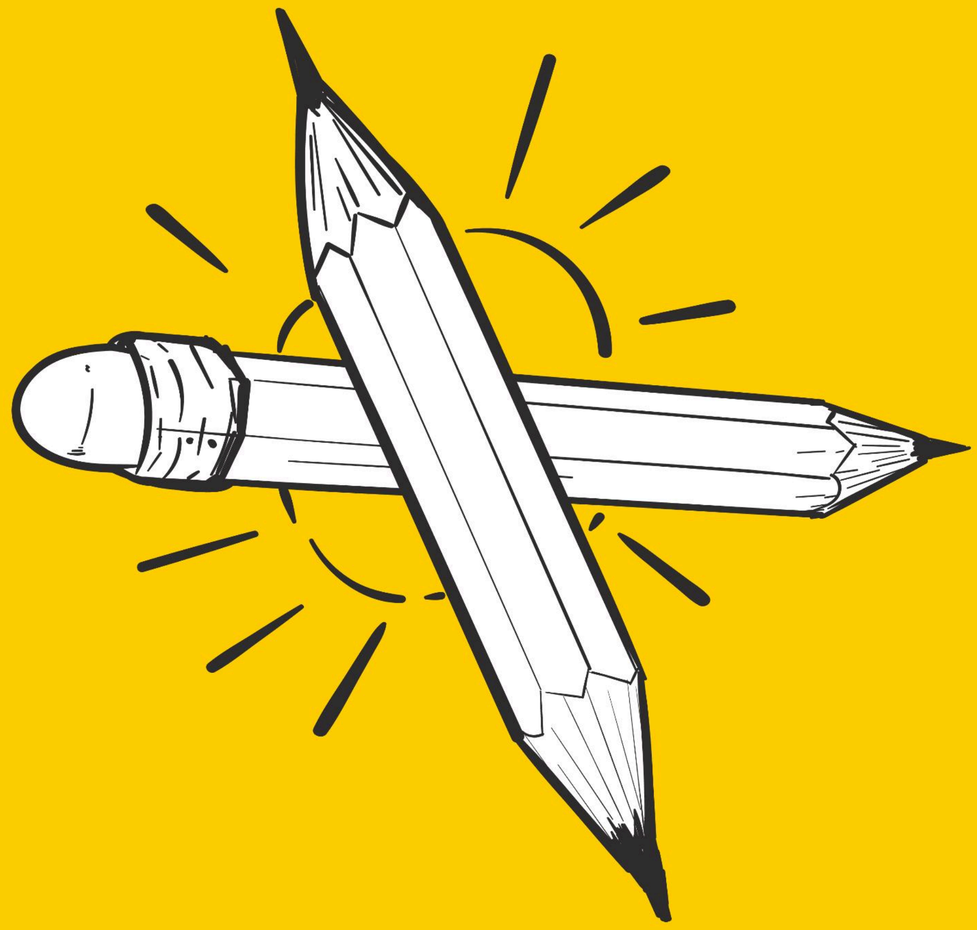
ARTGR 540 Behavioral Design
Project One

Designify



Zahra Kashefineyshaburi

Additional Information

Designer:

Zahra
Kashefineyshaburi

Time:

Jan. 2024 - Feb. 2024

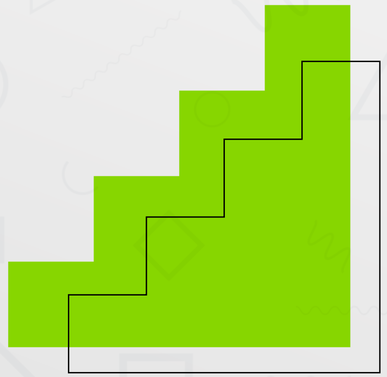
Technologies:

Design:
Figma
Adobe Illustrator

Plugins:
Iconify
Stark Accessibility

Designify

An educational gamified **mobile app** that teaches **young designers who are not familiar with the principles of design** through videos and images and **hands-on** activities and games.

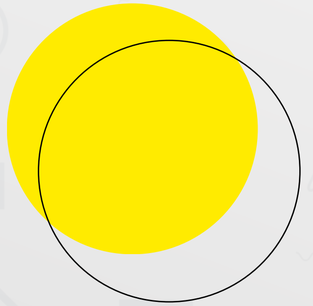


Ideation

What Users learn?

Users learn the Principles of graphic design in a creative way that they can play **fun games** and practice the learned principles!

There are many games to teach the Principles of design, but this app gathers everything together, and you have everything you need.



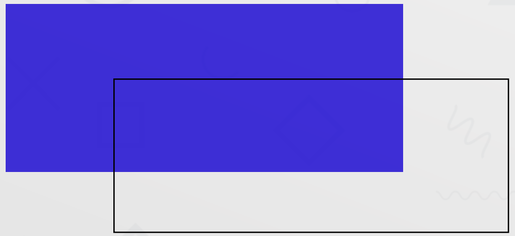
Technologies

For a better experinece in this project we focused on the mobile app that the ability of VR could be incooprated with it.

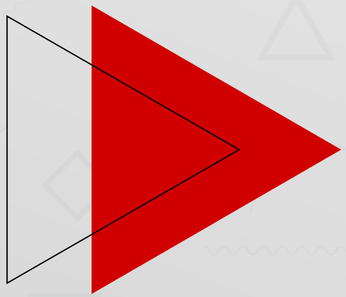
1. Accessibility and Convenience

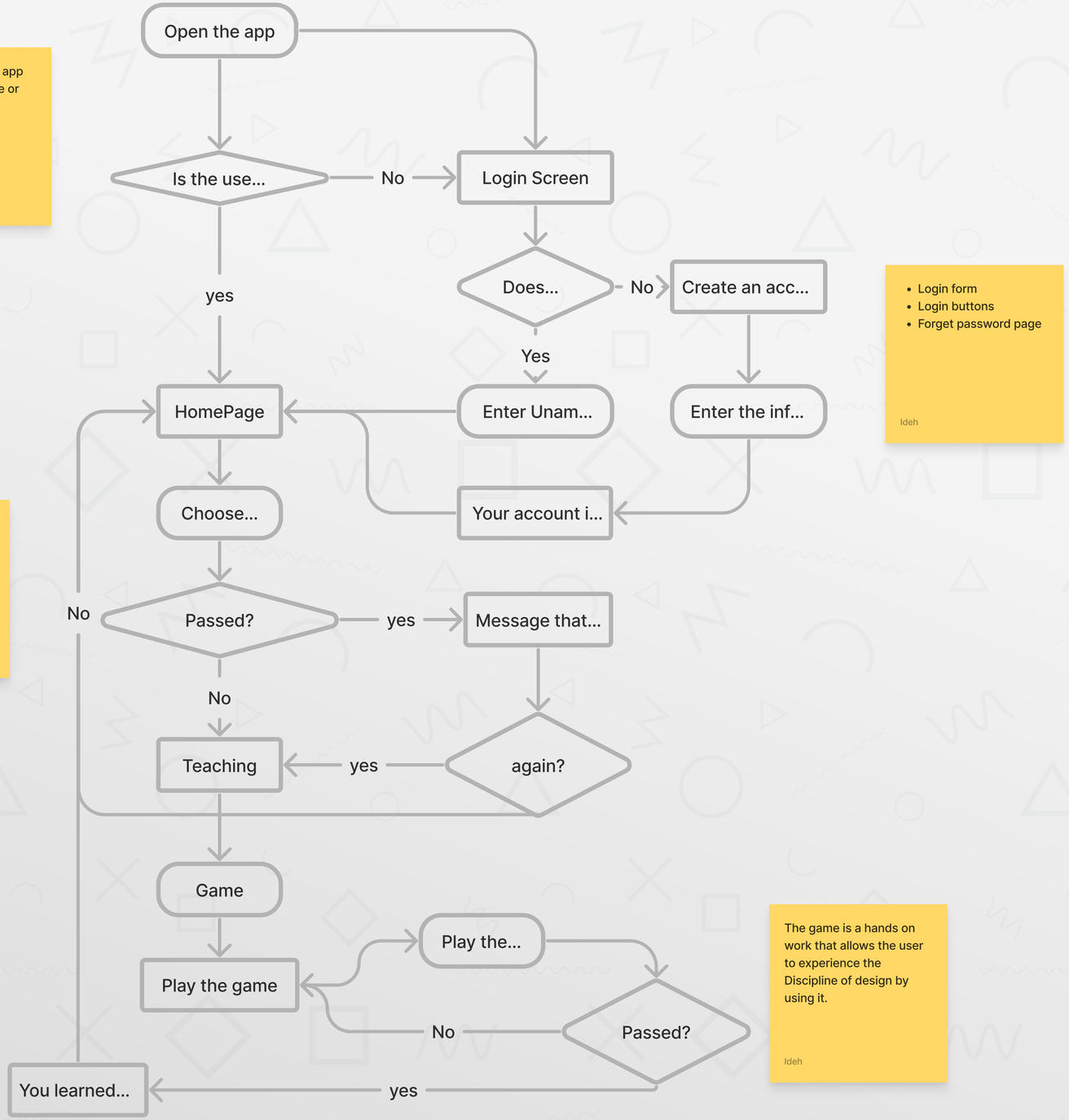
2. Hands-On Learning

3. Engagement and Motivation



User Flow





- Downloading the app through app store or Google play

Ideh

- Disciplines list
- Teaching Section
- Game section

Ideh

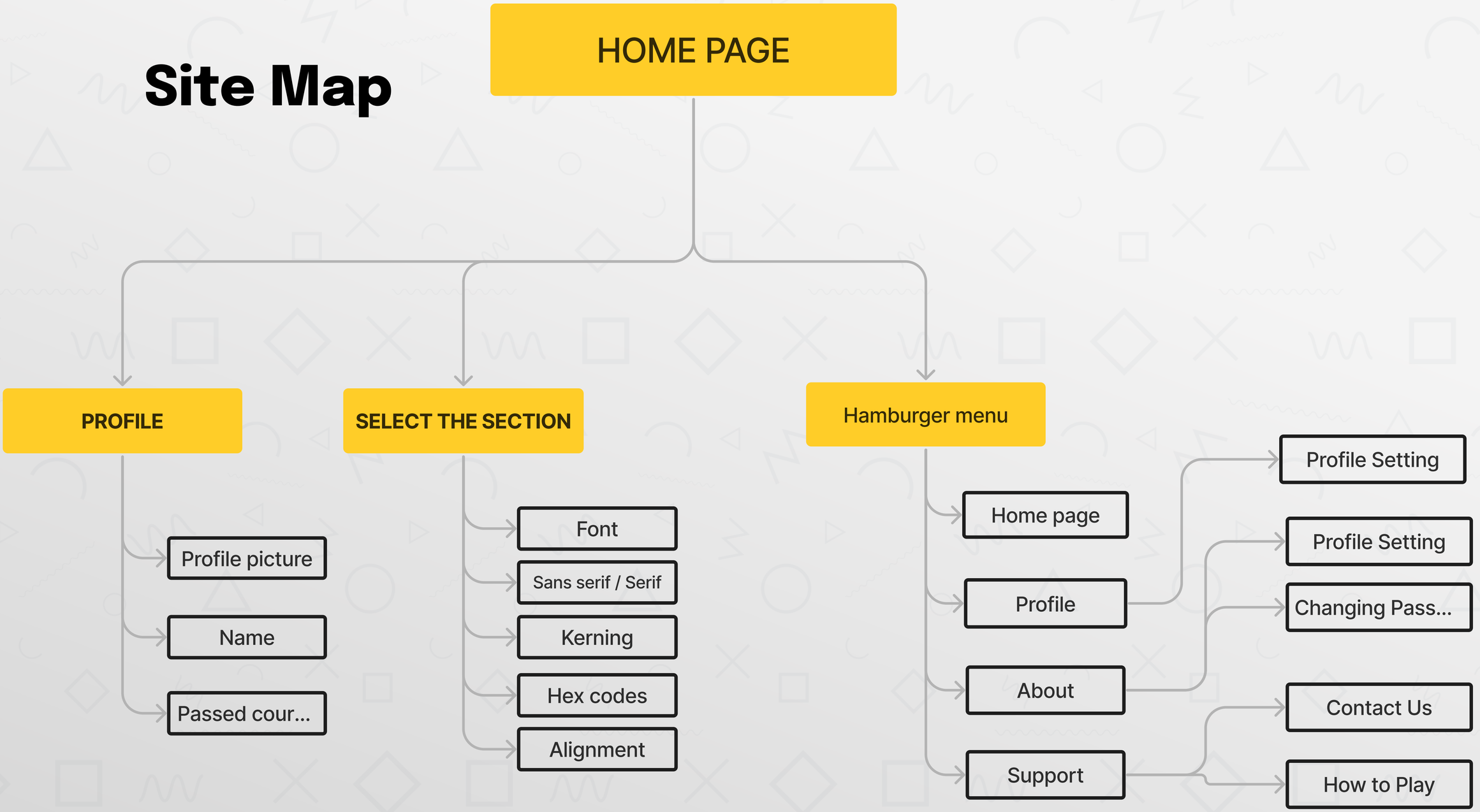
- Login form
- Login buttons
- Forget password page

Ideh

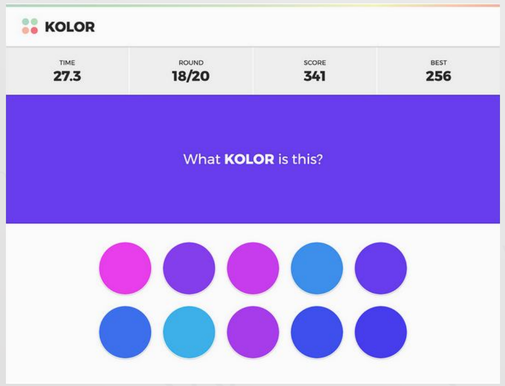
The game is a hands on work that allows the user to experience the Discipline of design by using it.

Ideh

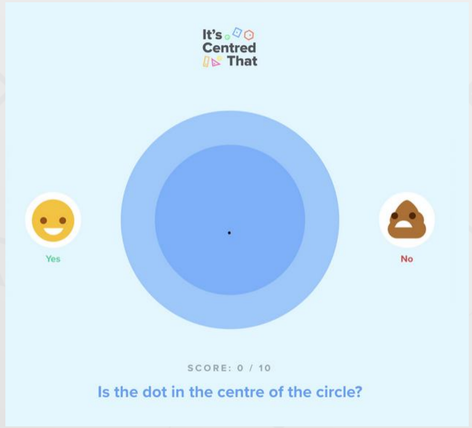
Site Map


HOME PAGE
PROFILE
SELECT THE SECTION
Hamburger menu
Profile picture
Name
Passed cour...
Font
Sans serif / Serif
Kerning
Hex codes
Alignment
Home page
Profile
About
Support
Profile Setting
Profile Setting
Changing Pass...
Contact Us
How to Play

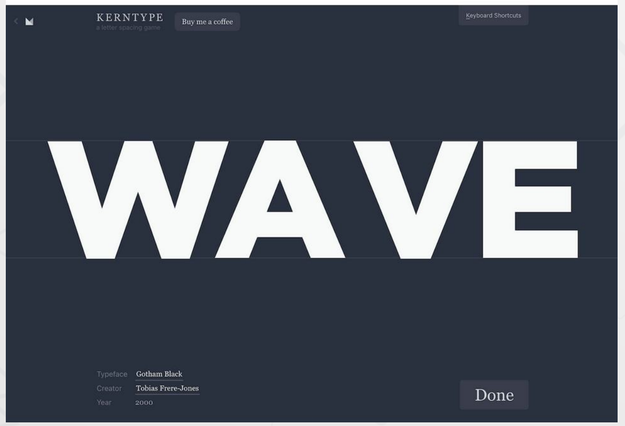
Similar games



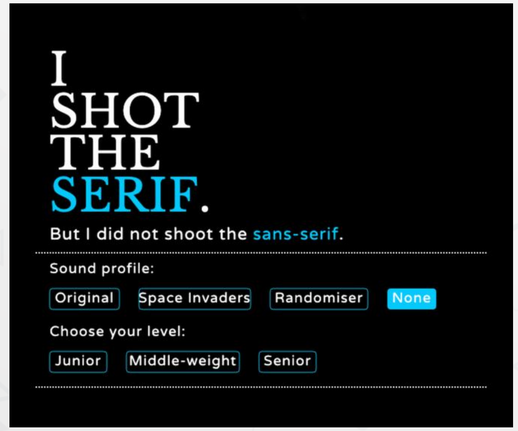
Color



Alignment



Kerning



Serif
Sans-Serif

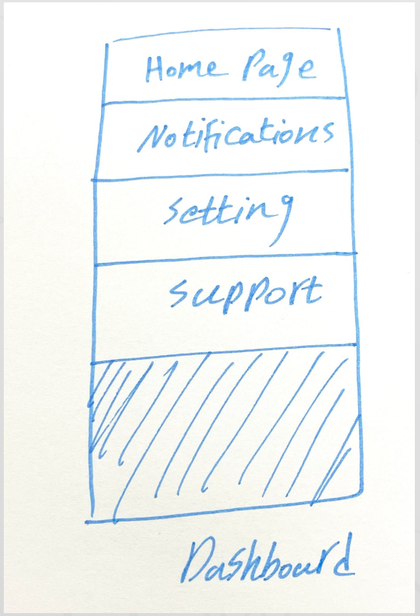
Brain Test game

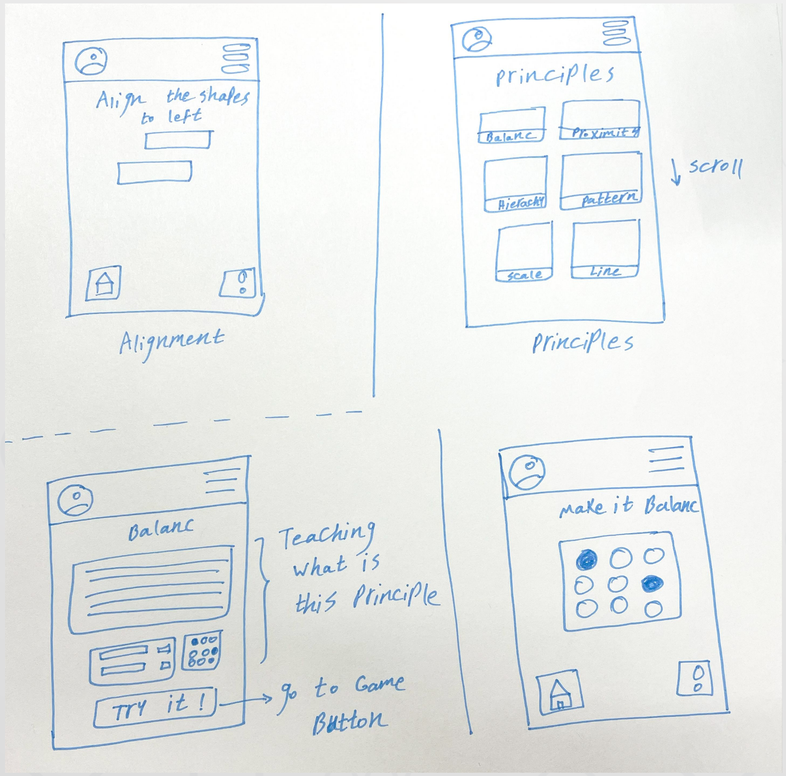
A game that the goal is to solve puzzles by moving specific objects or click on the certain areas.

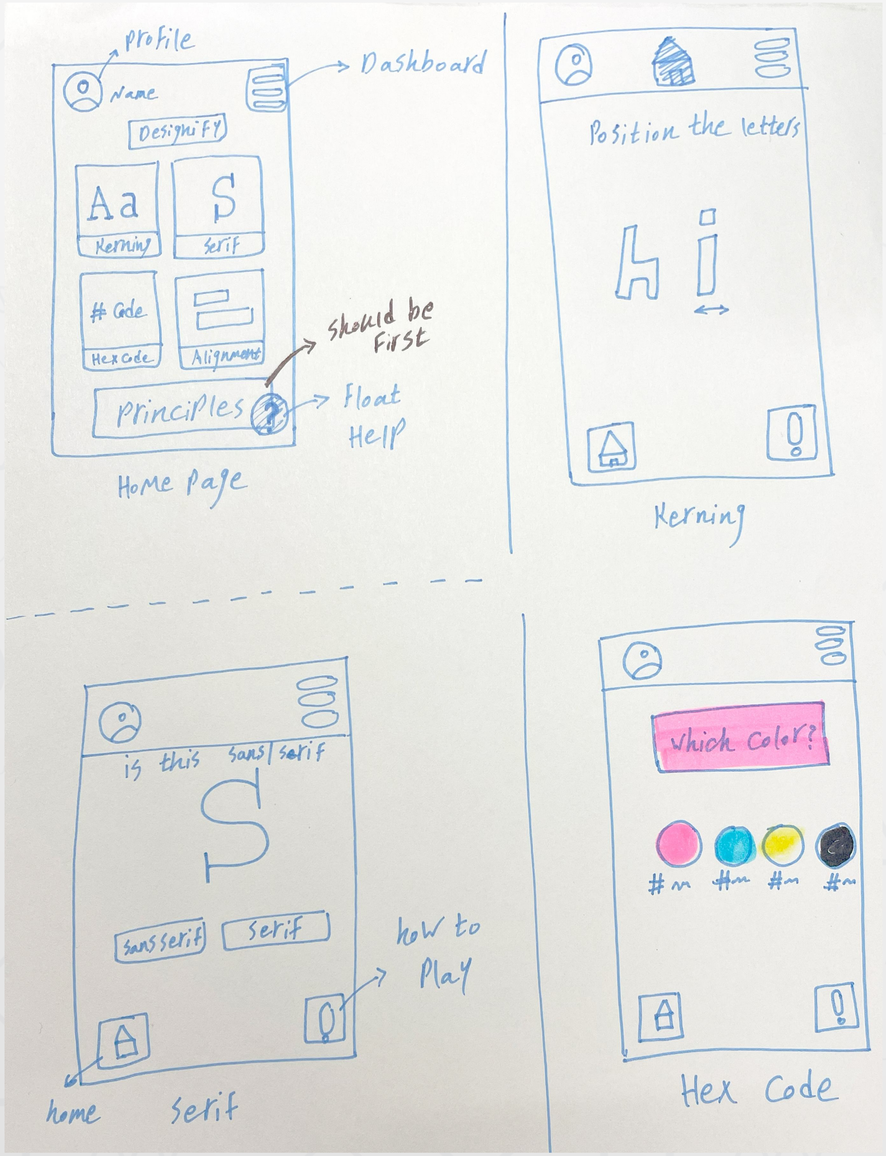




Sketches

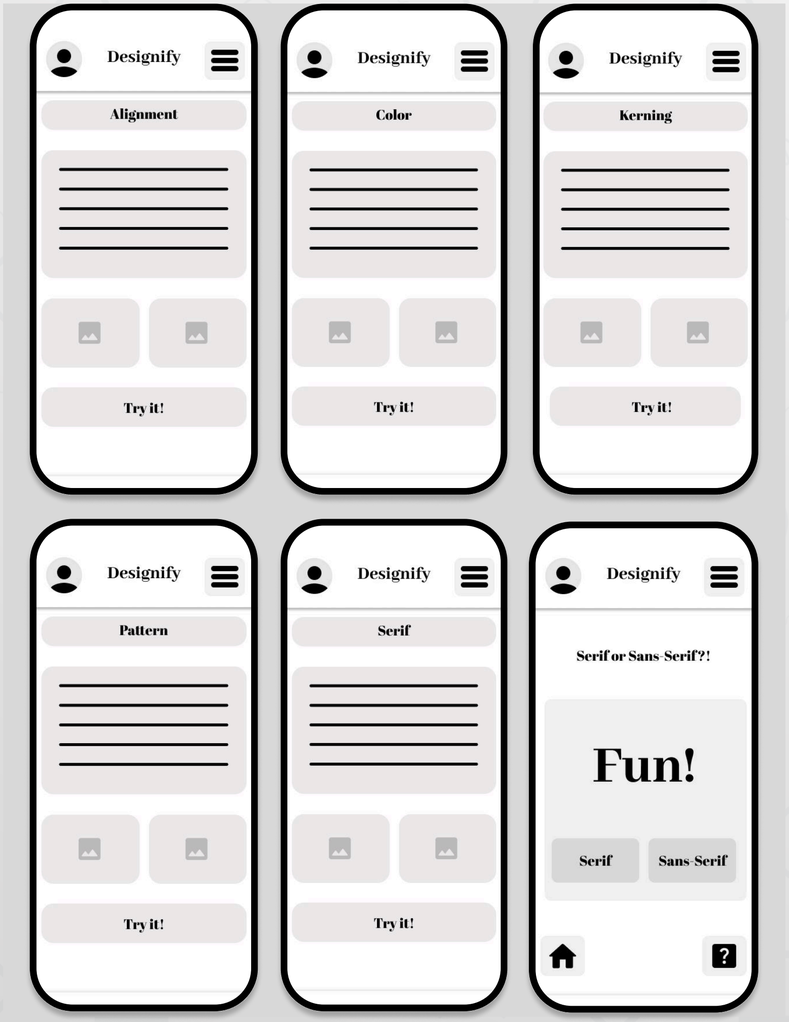

Home Page
Notifications
Setting
Support
Dashboard

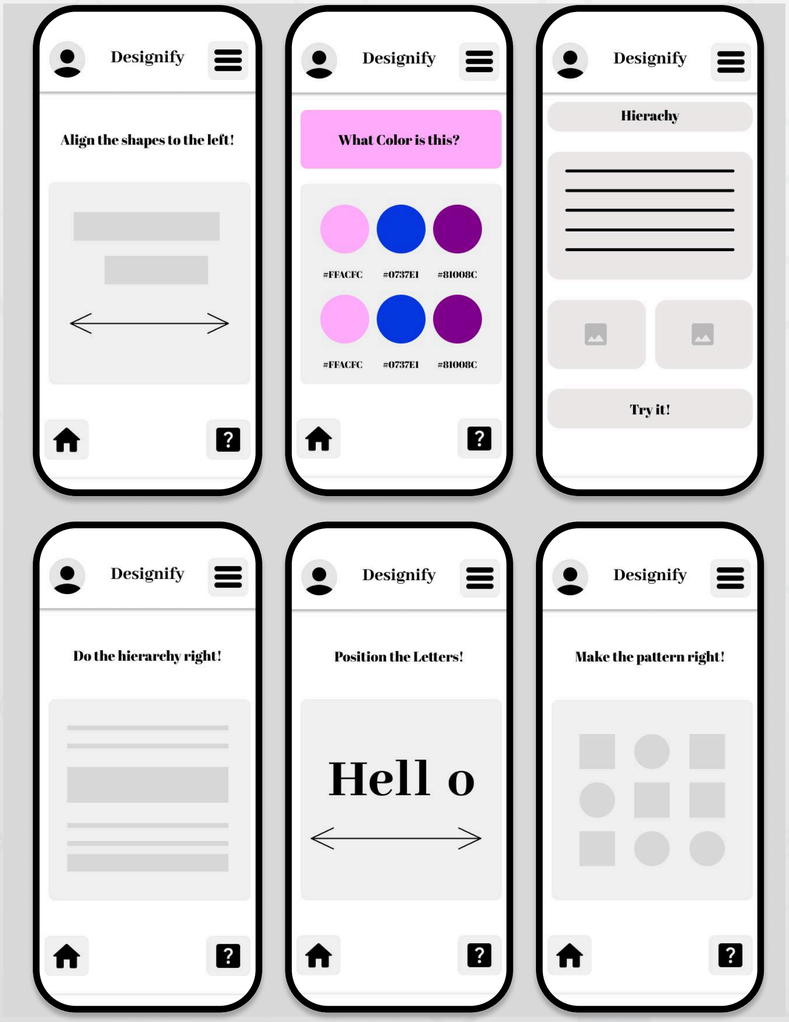

Align the shapes to left
Alignment
principles
Balance
Proximity
Hierarchy
Pattern
Scale
Line
scroll
principles
Balance
Teaching what is this Principle
TRY it !
go to Game Button
Make it Balance

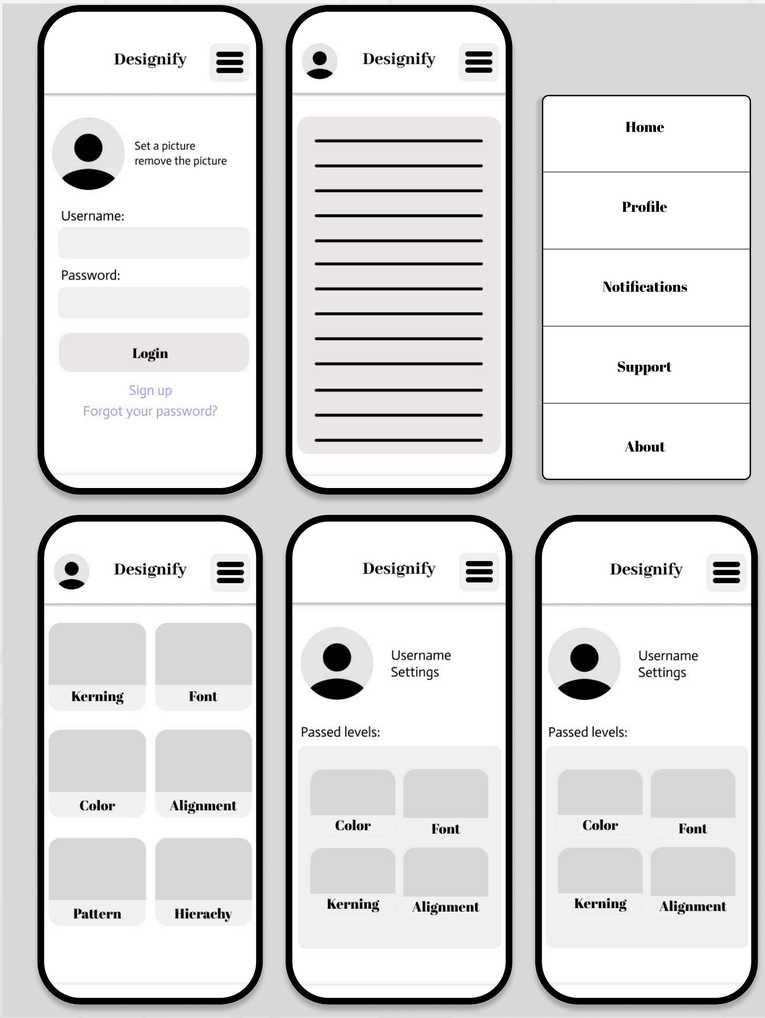

Profile
Name
Dashboard
DesignifY
Aa
Kerning
S
Serif
Code
Hex Code
Alignment
Principles
Should be First
Float Help
Home Page
Position the letters
hi
Kerning
is this sans/serif
S
sans serif
Serif
how to Play
home
Serif
which color?
#m #m #m #m
Hex Code

Lo-fi Design

Lo-fi Pages


Designify
Alignment
Try it!
Designify
Color
Try it!
Designify
Kerning
Try it!
Designify
Pattern
Try it!
Designify
Serif
Try it!
Designify
Serif or Sans-Serif?!
Fun!
Serif
Sans-Serif


Designify
Align the shapes to the left!
Designify
What Color is this?
#FFACFC
#0737E1
#B1008C
#FFACFC
#0737E1
#B1008C
Designify
Hierachy
Try it!
Designify
Do the hierarchy right!
Designify
Position the Letters!
Hell o
Designify
Make the pattern right!


Designify
Set a picture
remove the picture
Username:
Password:
Login
Sign up
Forgot your password?
Designify
Home
Profile
Notifications
Support
About
Designify
Kerning
Font
Color
Alignment
Pattern
Hierachy
Designify
Username
Settings
Passed levels:
Color
Font
Kerning
Alignment
Designify
Username
Settings
Passed levels:
Color
Font
Kerning
Alignment

Style & Components

Color Pallet

Primary:
Coral

#FF6B6B



Secondary:
Sunshine Yellow

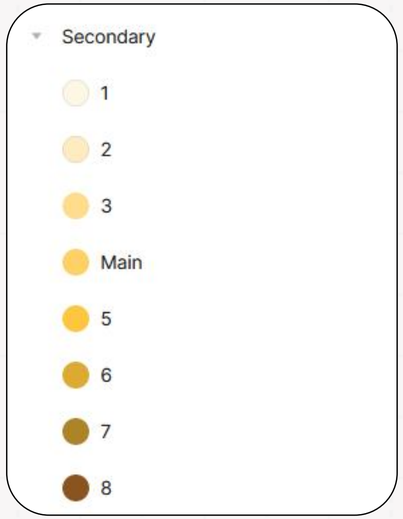
#FFD166

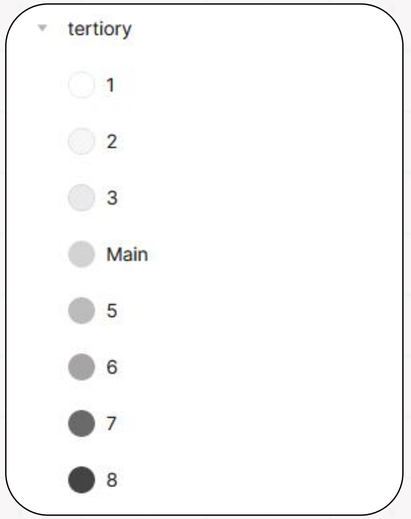


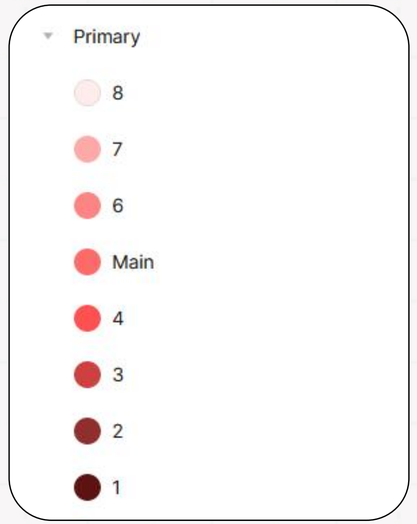
tertiary:
Light Gray

#D3D3D3









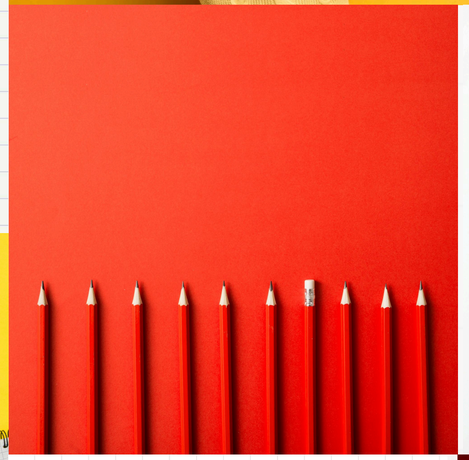
Fun Education!





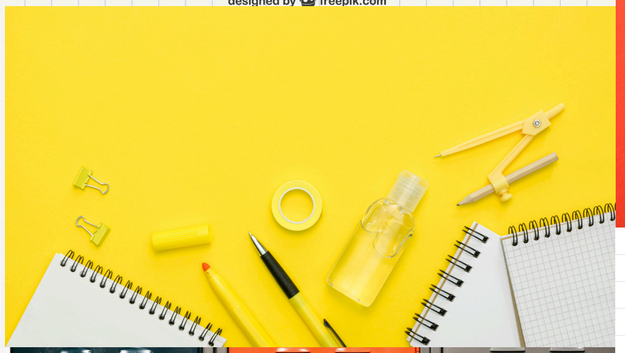




















Font

Text:

Regular/10, Akshar

SemiBold/10, Akshar

Bold/10, Akshar

Regular/12, Akshar

SemiBold/12, Akshar

Bold/12, Akshar

Regular/14, Akshar

SemiBold/14, Akshar

Bold/14, Akshar

Regular/16, Akshar

SemiBold/16, Akshar

Bold/16, Akshar

Regular/24, ABeeZee

Regular/24, ABeeZee

Regular/24, ABeeZee

Heading:

Heading/SemiBold/20, Akshar

Heading/SemiBold/24, Akshar

Heading/SemiBold/28, Akshar

Heading/Bold/36, Akshar

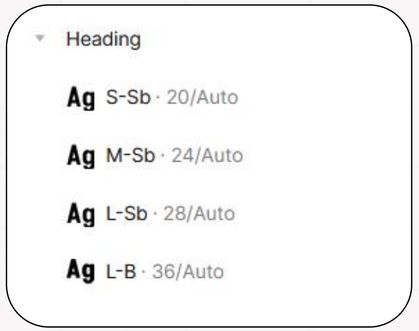
Display:

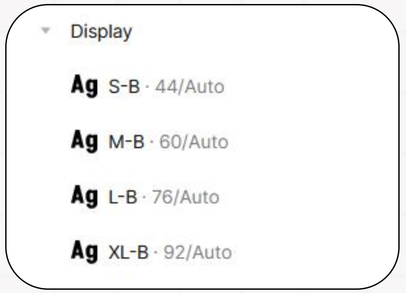
Display/Bold/44, Akshar

Display/Bold/60, Akshar

Display/Bold/76, Akshar

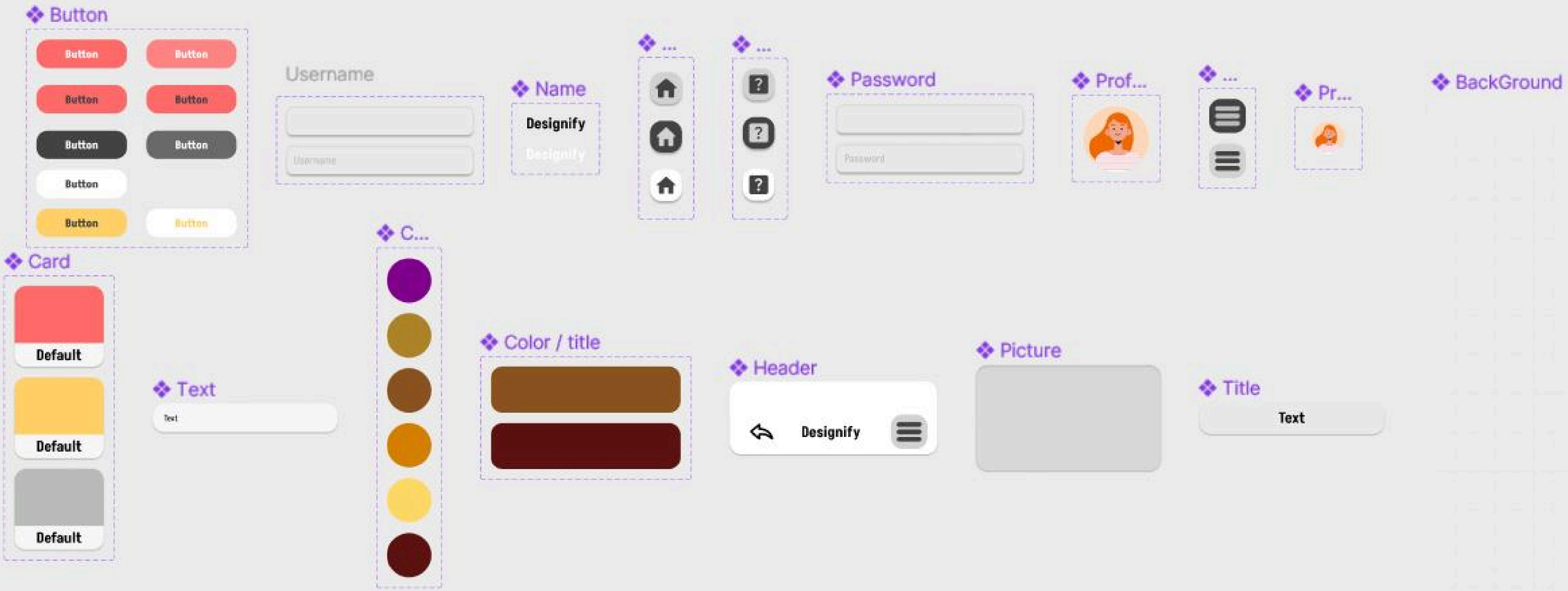
Display/Bold/92, Akshar



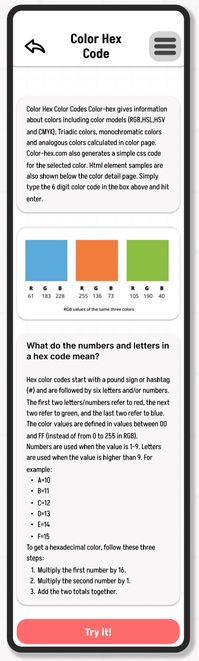




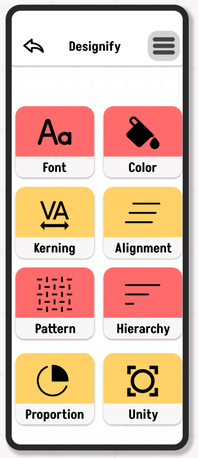
Components

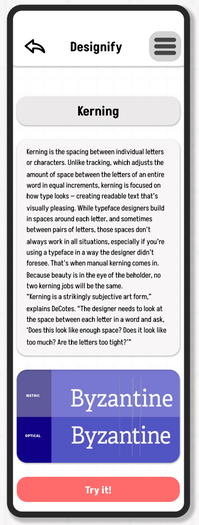

Button
Button
Button
Button
Button
Button
Button
Button
Button
Button
Username
Username
Name
Designify
Designify
...
...
Password
Password
Prof...
...
Pr...
BackGround
Card
Default
Default
Default
Text
Text
C...
Color / title
Header
Designify
Picture
Title
Text

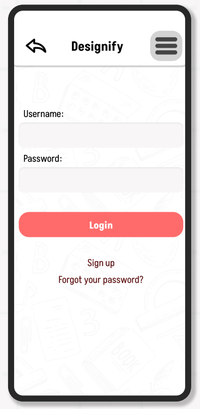
Hi-fi Design & Mockup

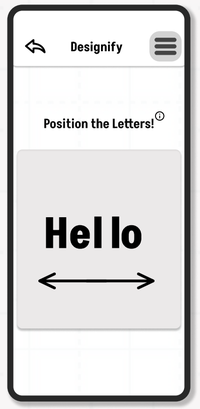


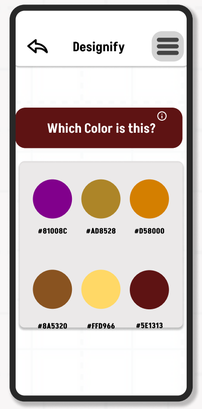


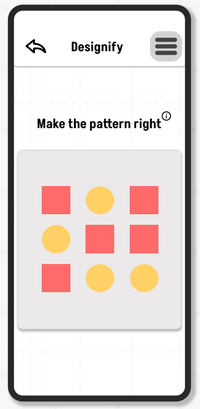


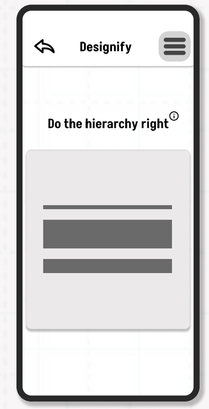




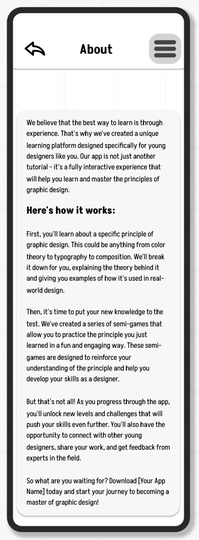


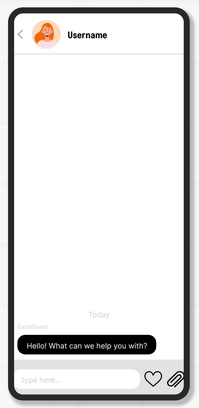




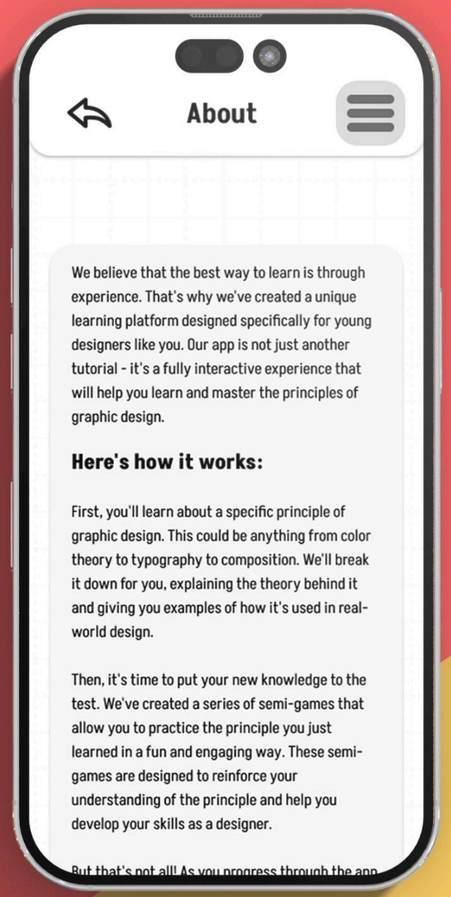


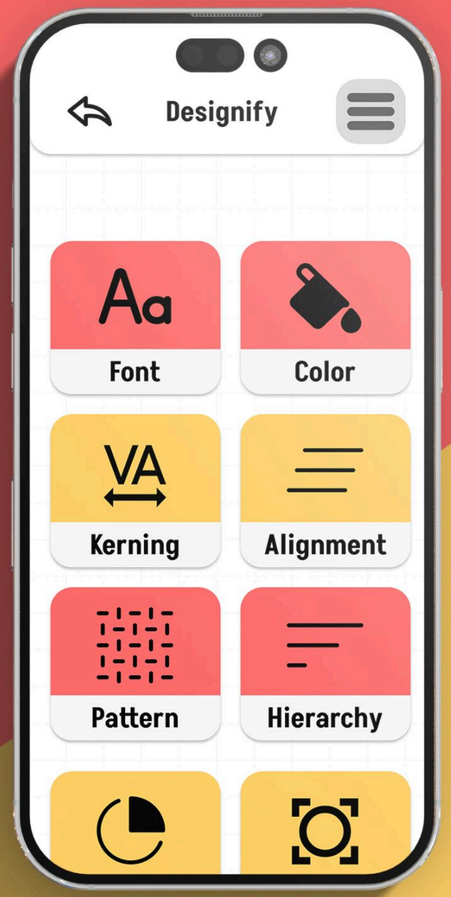


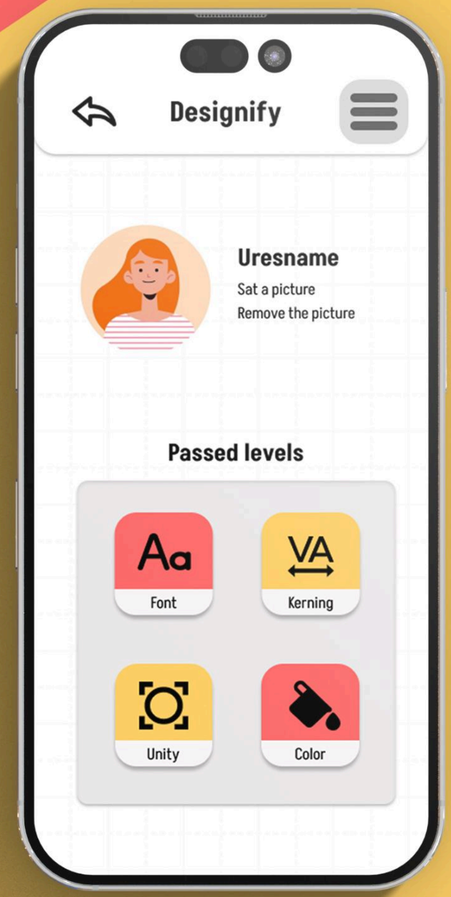




High-Fidelity


About
We believe that the best way to learn is through experience. That's why we've created a unique learning platform designed specifically for young designers like you. Our app is not just another tutorial - it's a fully interactive experience that will help you learn and master the principles of graphic design.
Here's how it works:
First, you'll learn about a specific principle of graphic design. This could be anything from color theory to typography to composition. We'll break it down for you, explaining the theory behind it and giving you examples of how it's used in real-world design.
Then, it's time to put your new knowledge to the test. We've created a series of semi-games that allow you to practice the principle you just learned in a fun and engaging way. These semi-games are designed to reinforce your understanding of the principle and help you develop your skills as a designer.
But that's not all! As you progress through the app


Designify
Font
Color
Kerning
Alignment
Pattern
Hierarchy


Designify
Uresname
Sat a picture
Remove the picture
Passed levels
Font
Kerning
Unity
Color

Designify

Is this Serif or Sans Serif?

Fun

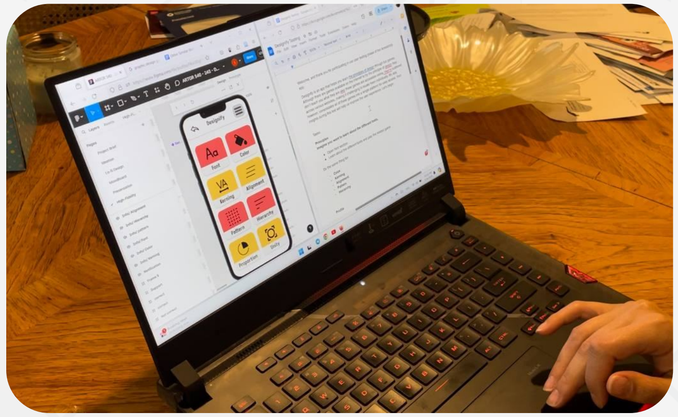
Serif

Sans Serif


Designify
Make the pattern right

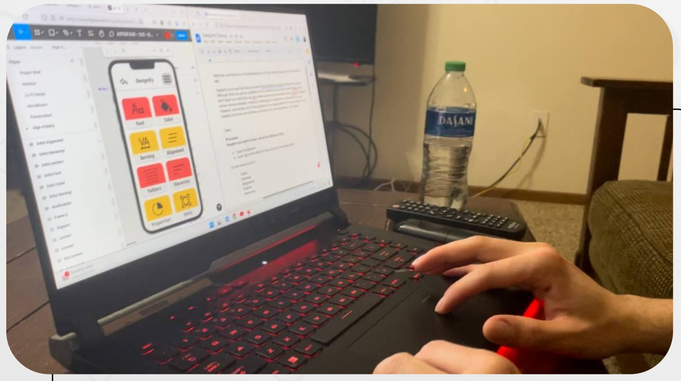
Usability Texting

Usability Testing



Tasks:

1- Enter each principle and learn about it
2- Play the related game and succeed
3- Go to profile section
4- Get support with texting the support section
5- Learn about the app in about section
6- Filling the SUS form



SUS test

Designify:

SUS Calculation

										Average:	67.0
Participant	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9		SUS Score
p1	5	1	5	5	5	5	5	5	5	1	**70.0**
p2	5	1	5	1	4	5	2	5	4	5	**57.5**
p3	5	5	4	1	5	3	1	5	5	1	**62.5**
p4	5	1	5	1	5	2	1	5	4	1	**75.0**
p5	4	2	4	1	5	1	1	5	4	1	**70.0**

Other Similar games:

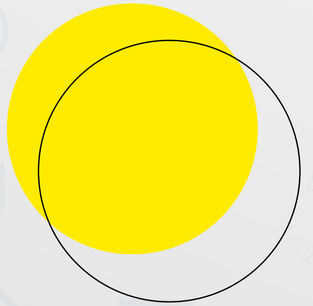
SUS Calculation

									Average:	46.0
Participant	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	SUS Score
p1	1	5	4	4	5	5	2	4	3	**42.5**
p2	3	4	3	2	2	4	2	3	1	**45.0**
p3	2	4	2	4	3	3	3	2	1	**45.0**
p4	3	5	3	2	2	5	3	2	1	**45.0**
p5	4	4	3	1	2	5	3	2	1	**52.5**

Results

Number of users tested: 5

Issues found from testing:
1- Back button is not needed in the home page
2- Help button for games should be in better place
3- Other similar websites are difficult to work with



Demo

