



TAKE2

Final Thesis Book

Peinuo He (04194666)

Final Review Presentation | 05/5/2017

New Media & Web Design | Academy of Art University

Table of Contents

TAKE2
Final Review Thesis Book



OVERVIEW

- Autobiography
- Resume
- Satement of Interest
- Elevator Pitch
- Thesis Abstract

STRATEGIC PROCESS

- Market Research
- Competitors
- Competitors Matrix
- Inspirations
- Features
- Purpose Movie List

PROOF OF CONCEPT

- Information Architecture
- Task 1
- Task 2
- Task 3
- Other Pages

UX PROCESS

- Target Audience
- Personas
- UX Testing Plan
- Testing Process
- Testing Participants
- Wireframe Sketches
- Wireframe
- Test Results

UI PROCESS

- Moodboard
- Logo
- Color Palette
- Typography
- UI Variation
- Design Guidelines

TECHNICAL PROCESS

- Technical Process
- Timeline

CONCLUSION

- Future Development
- Project Conclusion
- Bibliography
- Links

OVERVIEW

Autobiography

Resume

Elevator Pitch

Thesis Abstract

Satement of Interest

AUTOBIOGRAPHY

My full name is Peinuo He. I was born on September. 30, 1992 in Ningbo, China. I've been interested in art since I was a little kid. In 2007, I went to high school and began learning sketching and painting. This is where I began my design journey.

As an art student generally, I could only choose majors connected to the arts, so to continue my interests, my bachelor's degree was New Media Design. In July 2014, I finished my degree from Zhejiang Wanli University. I started to become a professional artist. For many years, my studies in university let me know not only the knowledge of art, but they also taught me how to think, create and realize.

Before and after graduating, I got some work experience in different areas; sometimes it was about my interests, but sometimes it wasn't about my major. After I finished my bachelor's degree, I felt that I still had some skills to improve in my field; so in Fall 2014, I came to Academy of Art University to continue my studies.



OVERVIEW

RESUME

PERSONAL

Peinuo He (Perry)
quanquan7894@gmail.com
415 - 939 - 0468

EDUCATION

Academy of Art University, MFA, School of New Media & Web Design	2014 - 2017
Southern Taiwan University of Science and Technology, Tainan City, Taiwan Exchange Student, School of Visual Design	2013-2013
Zhejiang Wanli University, Ningbo, China BFA, School of New Media Design	2010-2014

SKILLS

UX/UI	Sketch
Visual Design	Flinto
Web Design	HTML/CSS
Branding	PHP
Graphic Design	MySQL
Adobe Illusration	Java Script
Adobe Indesign	Jquery
Adobe Photoshop	Swift
Adobe After Effects	Final Cut Pro
Adobe XD	MS Office
Adobe Flash	Mac / PC

EXPERIENCE

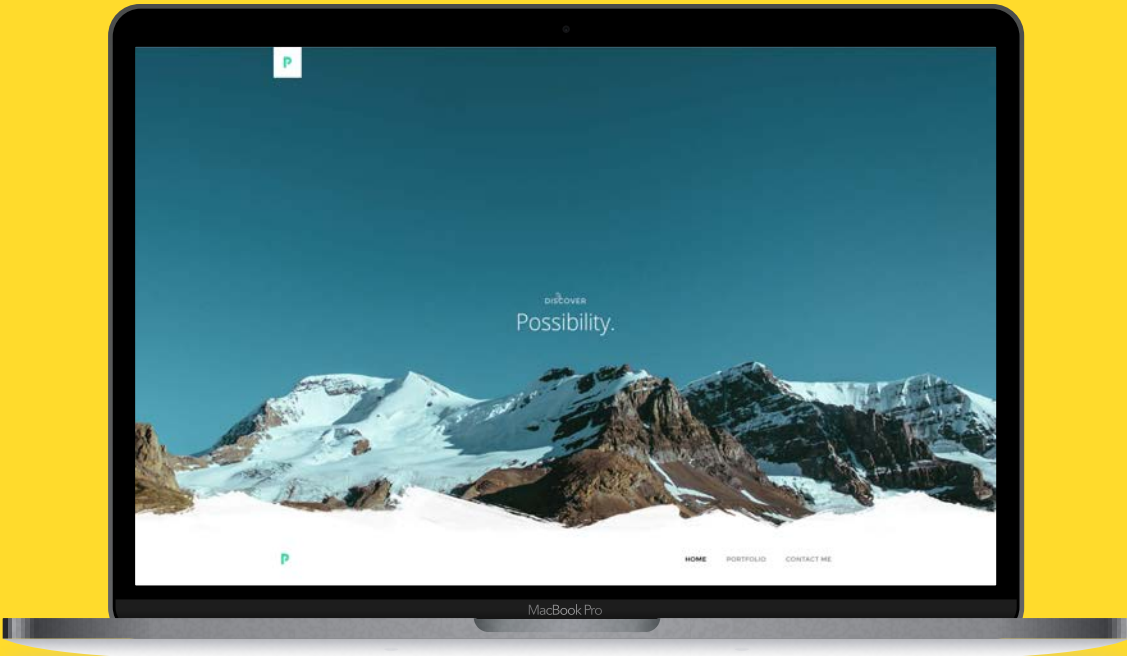
UI/UX Designer / iiD LLC, SF	2017 - Present
Create wireframes with user-center experience Collaborate with other team member Develop and design visual	

UI Designer / Aiban Tech Co, Ningbo China	2012
Experience developing user interface, user experience and brand identity for Aiban Application	

FACT ABOUT ME

Final design for undergraduate was an App platform to help connect design students and design company	2014.6
I in the field NetEase campus creative app competition	2012

pnhideas.com/portfolio



STATEMENT OF INTEREST

Being a movie and travel lover, they are part of my life. This thesis project is very personal for me from the core idea to the development of it. The biggest drive for me to create this project is to satisfy my curiosity; also, I want to share this with other people that can get those resources, too.

There is a Chinese movie called "Search", and the scenes of the movie were very beautiful. I was attracted by the beautiful movie scenes, so I decided to find those locations in real life. I spent a month to find those locations; the view is very beautiful, but it took me so long to find it. I found out there is not much information about movie locations in real life, so I decided to create an app that can be used as a tool to give people those resources, to help them find out the locations and provide a chance to recreate the movie scenes for themselves.

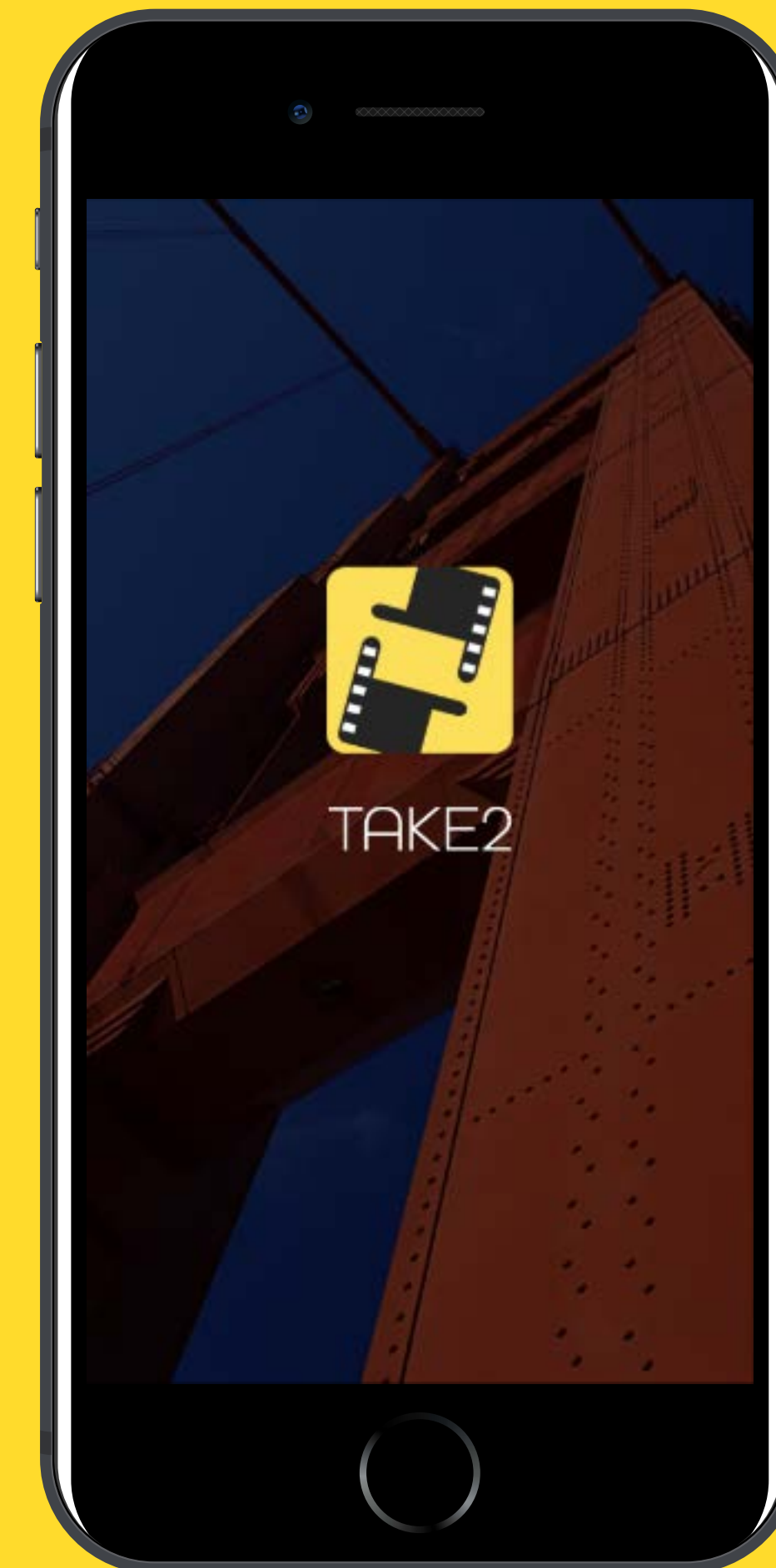


ELEVATOR PITCH

There are a group of people who love watching movies, they are also curious about movie locations in real life, but they don't know where to find them.

Every time we watch a movie, we always will find some beautiful, amazing scenes. We all know those movie scenes are beautiful, but almost no one knows where those movie scenes are in our real life. What if an app could tell you where those movie scenes are and help you to recreate it?

Take2 is a seed of combining my personal experience and my research results. Take2 is an app to help you find the movie scenes in real life and help you to recreate them. After watching so many movies, it is the time for you to become an actor.



THESIS ABSTRACT

PROBLEMS

As I mentioned above, movie and travel are part of our lives. People love to combine their hobbies together. Every time we watch a movie, we always will find some beautiful, amazing movie scenes. We all know those movie scenes are beautiful, but almost no one knows where those movie scenes are in our real life. More and more people love to travel around the world, especially the place they haven't been before. In the meantime, more and more people are getting tired of normal city tours, and they don't really like being a general tourist. They are seeking a brand new way to explore the place they don't know, finding the culture of the city. For these two types of people, the easy way to get the information they want is to ask their friends, but not every friend is an expert. On the other hand, there is not much information on the Internet.

SOLUTION

Take2 is designed for users who are movie or travel lovers. Users no longer need to care about how to get the movie location information. The user can easily get movie location information and even recreate the movie scenes by using Take2. The user doesn't have to search for information online, Take2 will recommend user movie location nearby based on user's real-time location. Take2 provides overlay layers to help users recreate movie scenes. After watching so many movies, it is the time for you to become an actor.



Movie lovers want to find movie scenes in real life, but they don't have a resource to know where those movie scenes are in real life.



These people need to find movie scenes in real life.



Solve the problem with an the efficient Take2 app.

STRAEGIC PROCESS

Market Research

Competitors

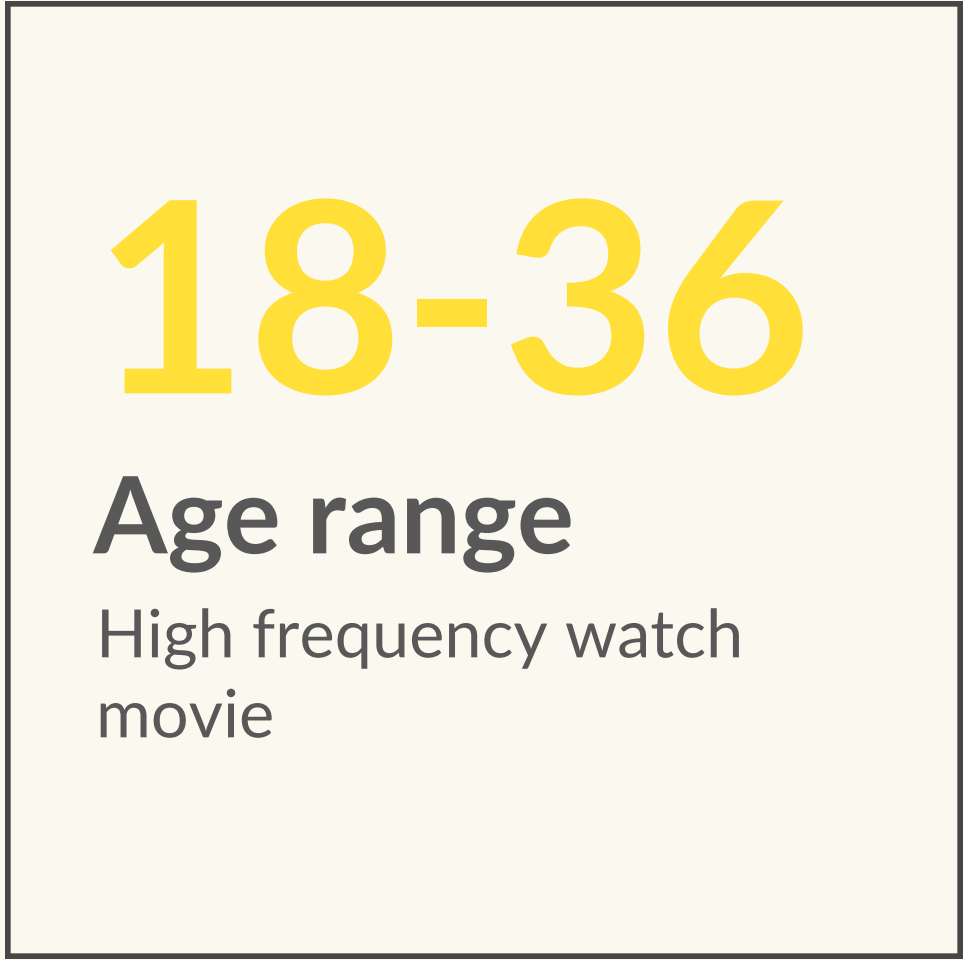
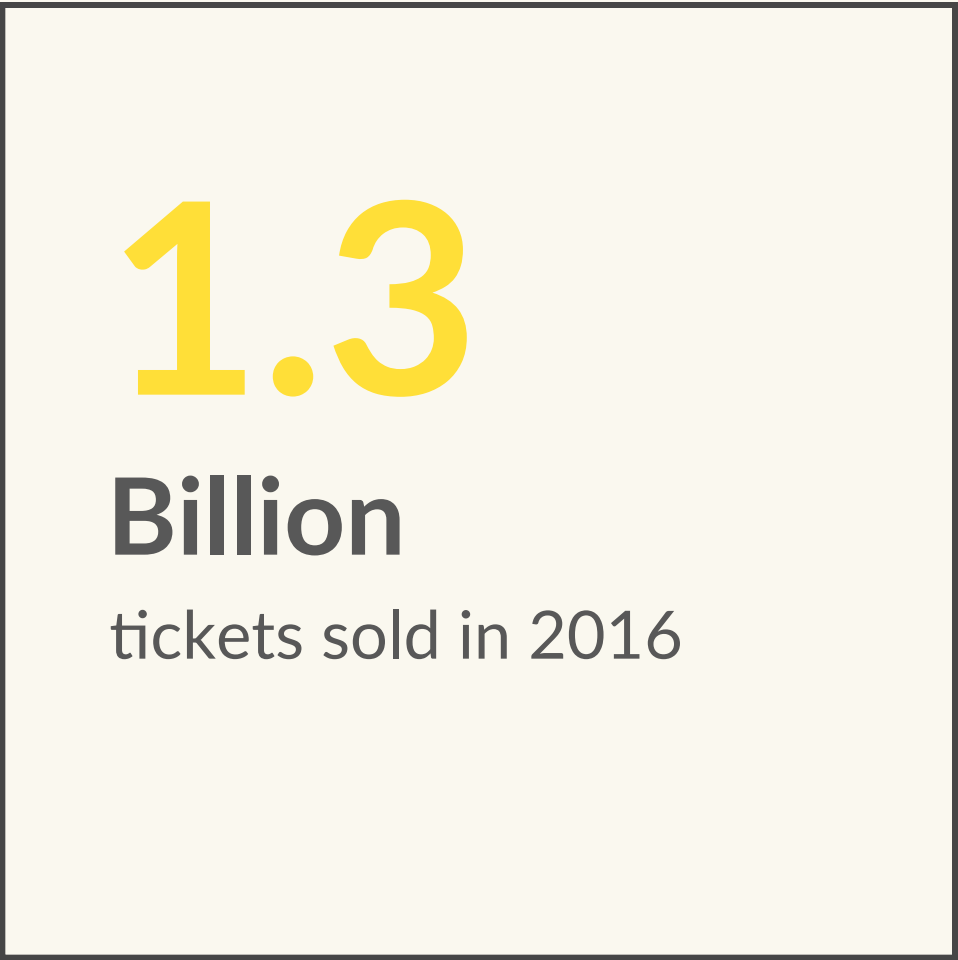
Competitors Matrix

Inspirations

Features

Purpose Movie List

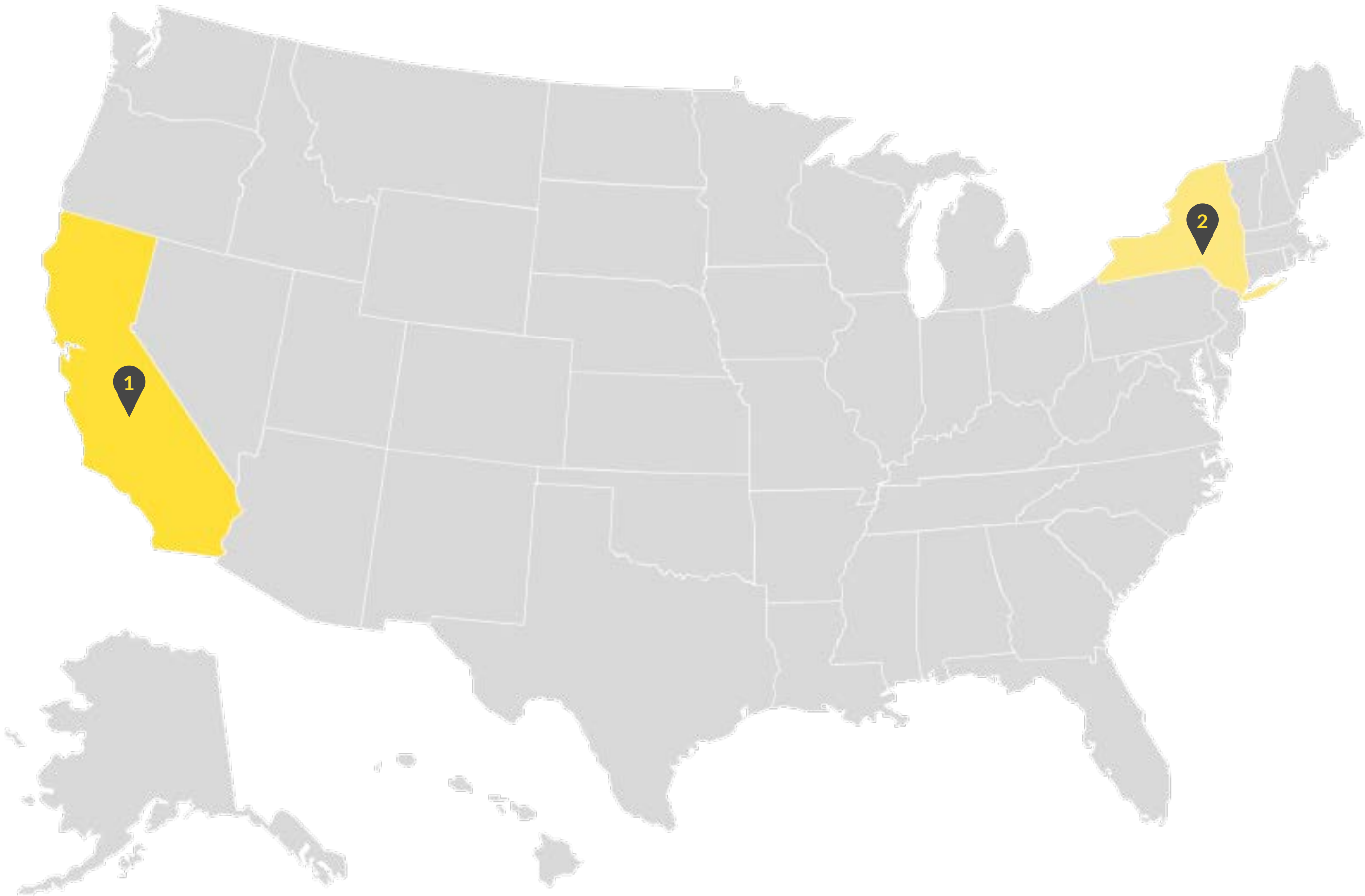
https://en.wikipedia.org/wiki/2016_in_film
<http://www.the-numbers.com/market/2016/summary>
<http://www.marketingcharts.com/traditional/on-average-american-adults-say-they-went-to-5-movies-last-year-39161/>
<http://industry.visitcalifornia.com/Industry/Research/CaliforniaStatisticsTrends/>
<http://www.sftravel.com/article/san-francisco-travel-reports-record-breaking-year-tourism>



RESEARCH

CALIFORNIA HAVE THE MOST MOVIE LOCATIONS

Predictably, California tops our list: Between its varied natural beauty and proximity to the world’s most powerful studios, no other state can really keep up. New York put up a good fight, though, clocking in at second with New York City to thank (more on the Big Apple’s storied film geography in a moment). Many of the top 10’s remaining states offer close approximations of either foreign deserts (Arizona, Nevada, Texas) or tropical retreats (Florida), appealing to producers hoping to keep their operation stateside.



RESEARCH

In theory, Take2 helps users recreate the movie scenes anywhere. In reality, Movie Walker started in San Francisco.



RESEARCH

I made a survey to ask people “have you ever wanted to find movie scenes in real life?”. 24 people took the survey. 19 people said they want to find movie scenes in real life.



RESEARCH SUMMARY



Almost
1/4
(227)
Films
Filmed in San Francisco

263
Million
Tourist visit California in
2016



24.6
Million
Tourist visit San Francisco in
2016

High frequency watch movie
adults are aged
18-36
years-old

228
Films
Released in 2016

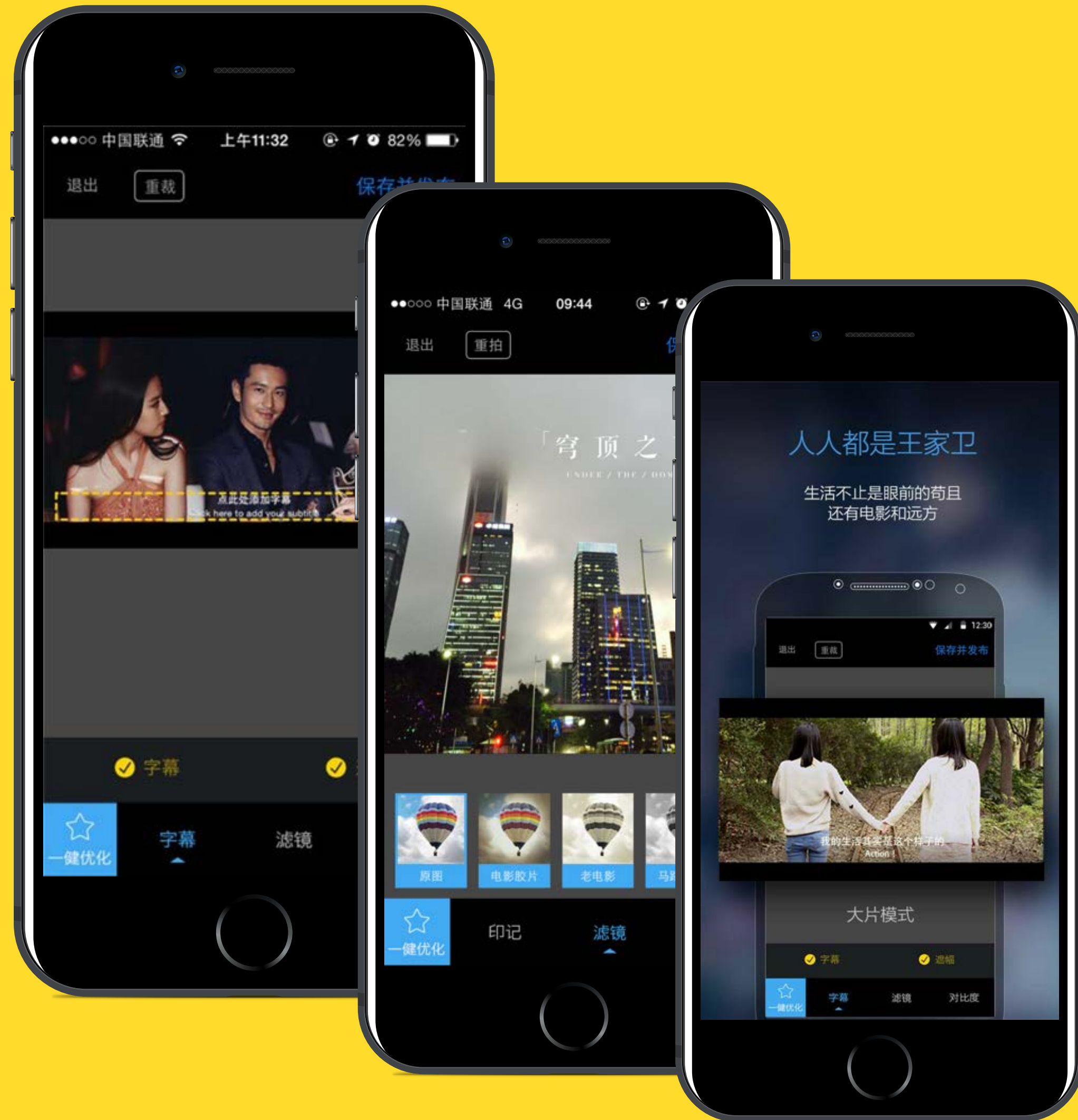
94%
U.S. smartphone owners use their
smartphone to look for local infromation

1.3
Billion
tickets sold in 2016

Average U.S. smartphone user spends
88%
of his or her times,
when using mobile phone on an app

<http://www.pewinternet.org/2015/10/29/technology-device-ownership-2015/>

COMPETITORS



KEY COMPETITOR Fotoplace



The “Movie Mode” enable you easily shoot Hollywood-movie-style photos. Help user to find many stories of real-world locations. A real movie was once shot at the place around user.

Pros

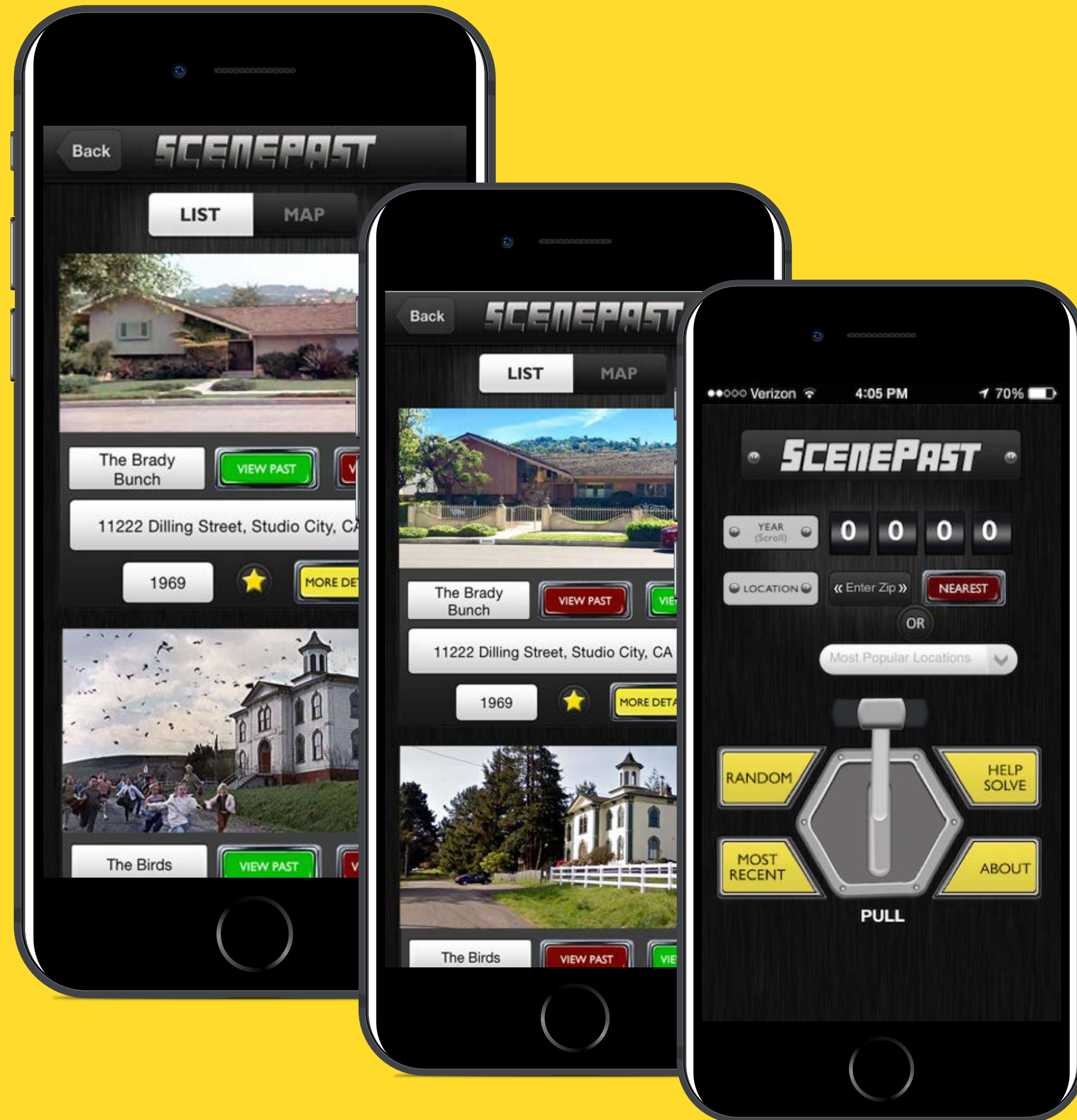
- Enable you to easily shoot Hollywood-movie-style photos
- Can add subtitle

Cons

- Doesn't maintain user interest
- Corwed UX/UI design on main screen

<https://itunes.apple.com/us/app/fotoplace-live-in-a-movie/id877174386?mt=8>

COMPETITORS



ScenePast



Allowing you to experience the spirit of time travel right from the palm of your hand.

Pros

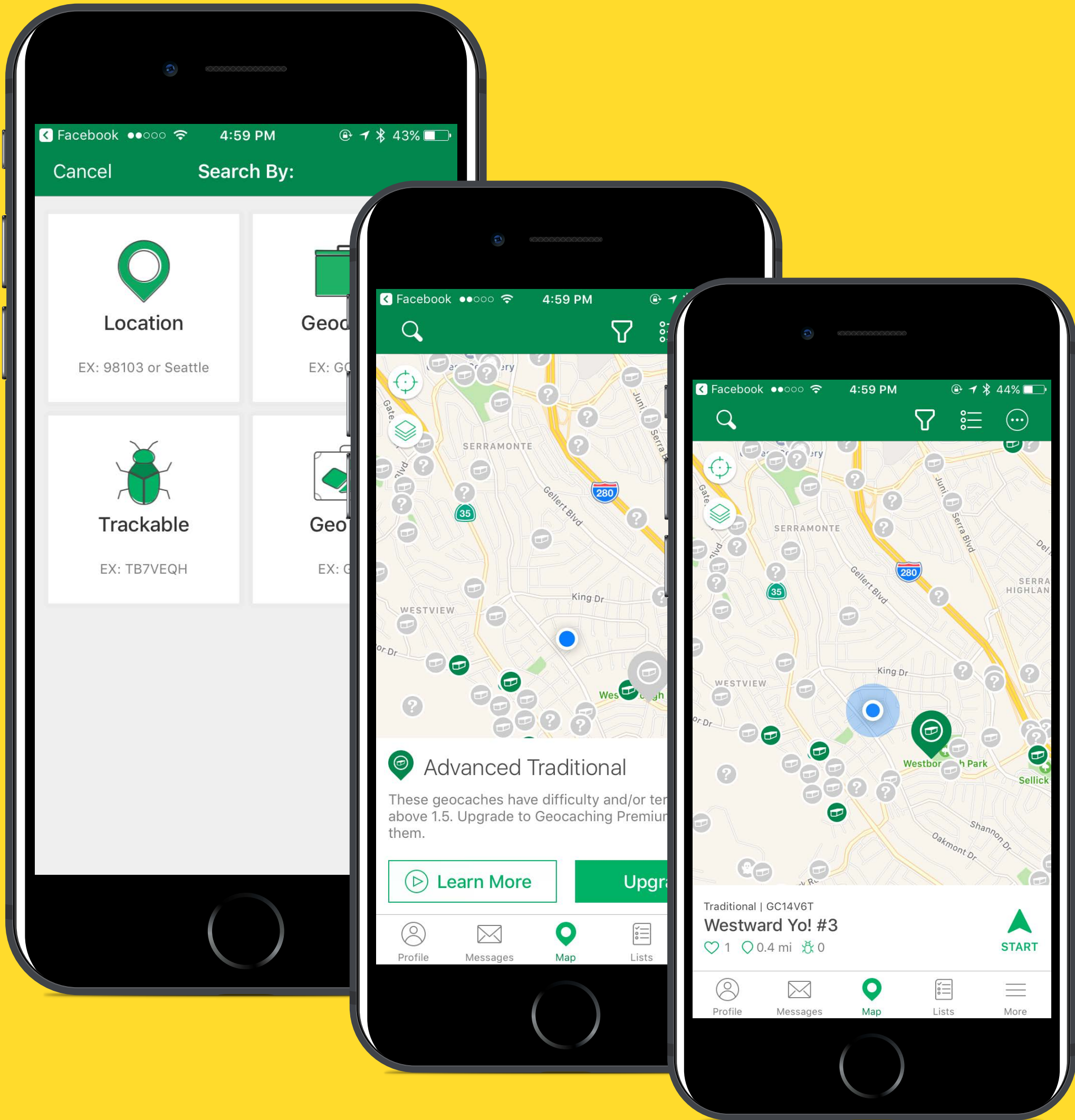
- Time travel, see the same location with different time
- Different way to see the effects of time

Cons

- Visual design not good
- User experience not good

<http://www.scenepast.com>

COMPETITORS



Geocaching



Whether you are off to find your first geocache or your ten-thousandth, this app is your ultimate geocaching toolbox.

Pros

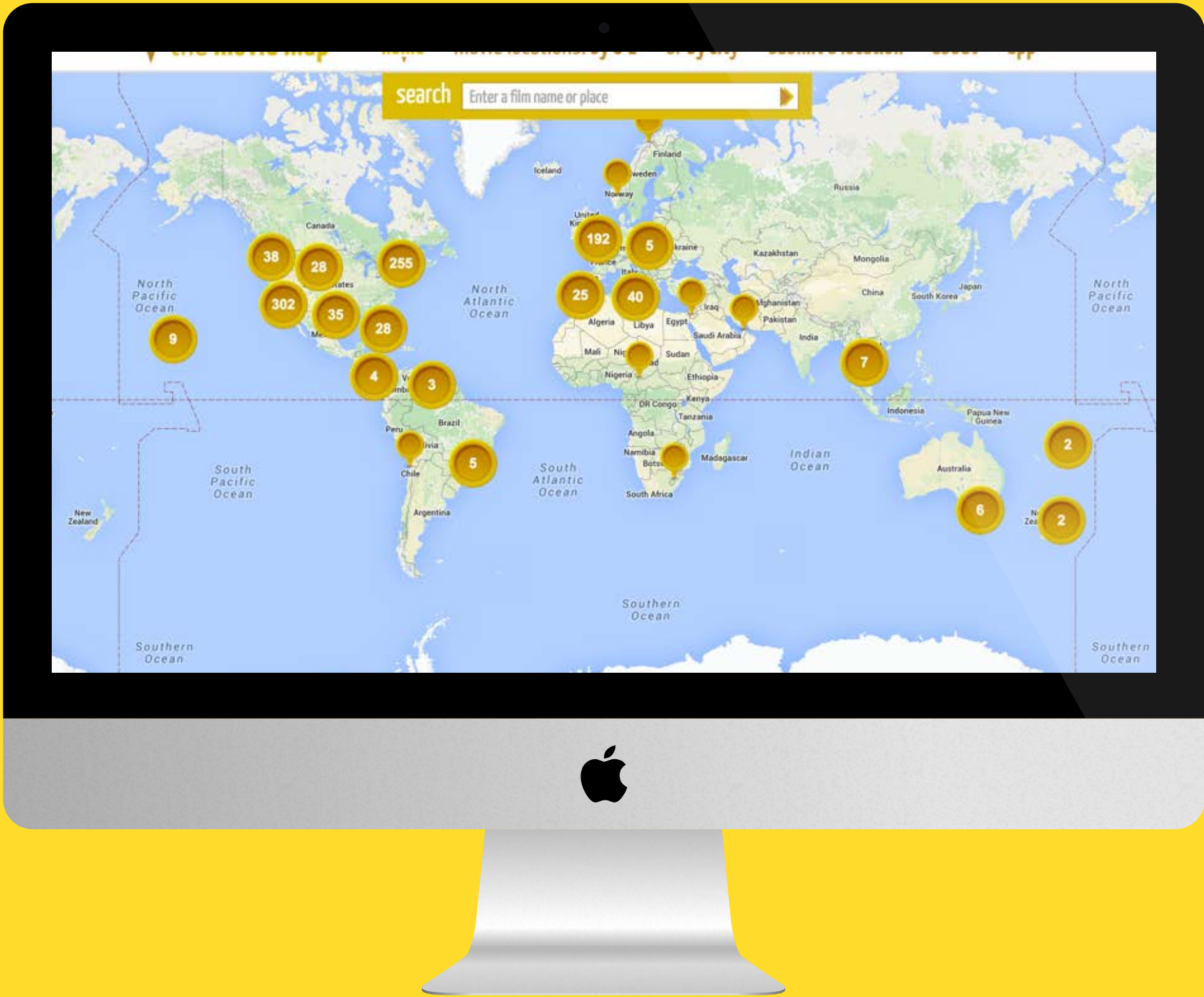
- Having with treasure hunt, find other user’s treasure
- Encourage user to go out and find things around them

Cons

- Could be very dangerous while hunting the treasure
- Less free function, need to pay for above a 1.5 difficulty rating.

<http://www.geocaching.com>

COMPETITORS



The movie map.com

The website shows some movie main locations. Allows users to search many ways.

Pros

- Shows some movie main locations
- Provides multiple search methods

Cons

- Fewer movie locations
- No movie information
- Not convenient

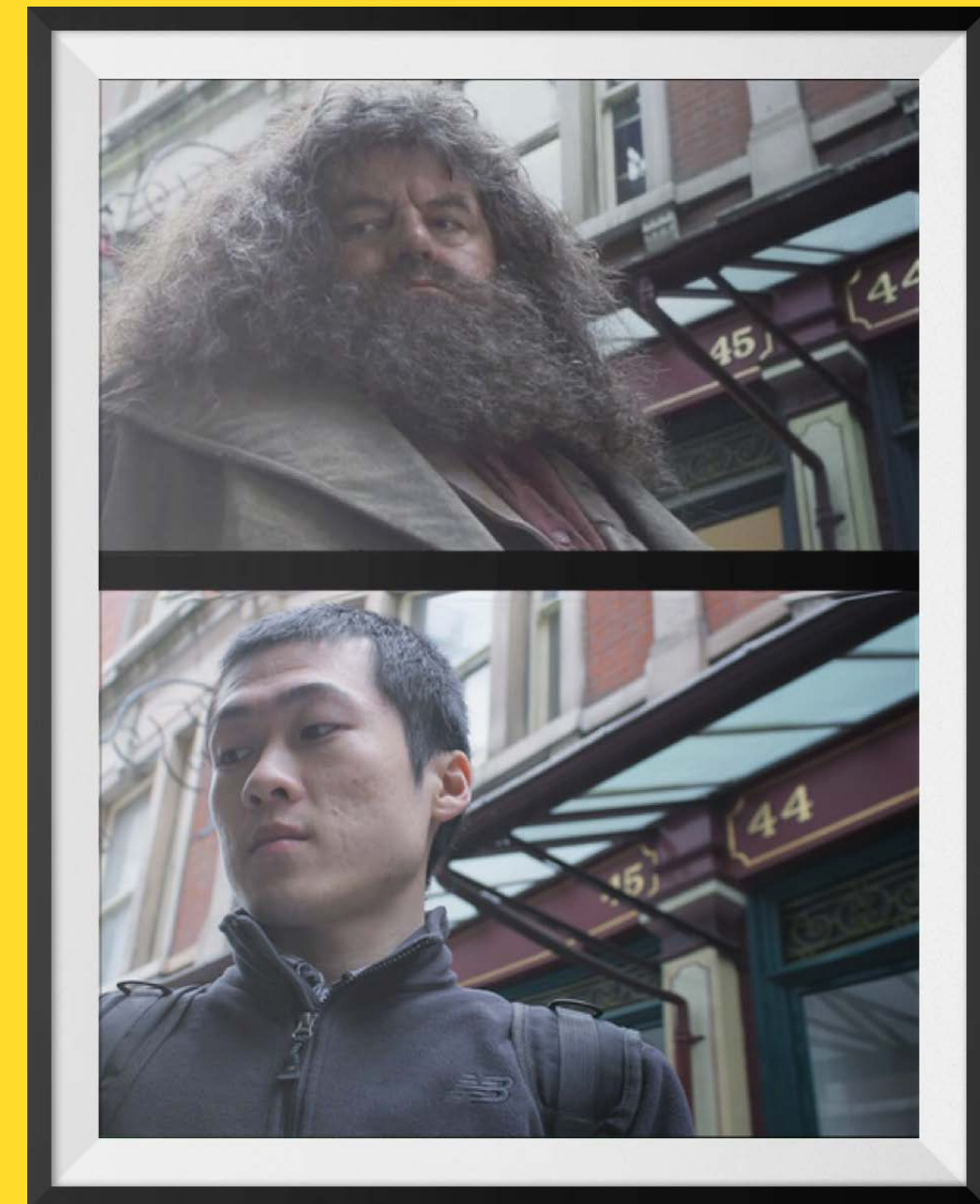
<http://www.themoviemap.com>

COMPETITORS MARTRIX

					
	Take2	Fotoplace	Scenepast	Geocaching	Themoviemap
Movie scenes location					
Movie Inforamtion					
Map					
Recreate movie scenes					
Having fun with it					

INSPIRATION

Someone who comes from China travels around the world and takes photos that recreate scenes from movie.



FEATURES

Benefits

Take2 provides three benefits to the user, quick, easy and fun.

Quick:
Search by movie name and movie list, the user can easily access the movie detail page by tearing off the "movie ticket".

Easy:
Find movie locations by map and easy to recreate movies scenes by overlay layers.

Fun:
Share and recreate movie scenes by taking photo.



Find movie locations quickly



The app provides a list of movies. Also, it provides an overlay layer to help users recreate movie scenes.



Users can easily find movie scenes and recreate them.

PURPOSE MOVIE LIST

This is the movie list that I’m going to put in my App database for now.

Ant-man(2015)

San Andreas(2015)

Blue Jasmine(2013)

Milk(2008)

The pursuit of happiness(2006)

PROOF OF CONCEPT

Information Architecture

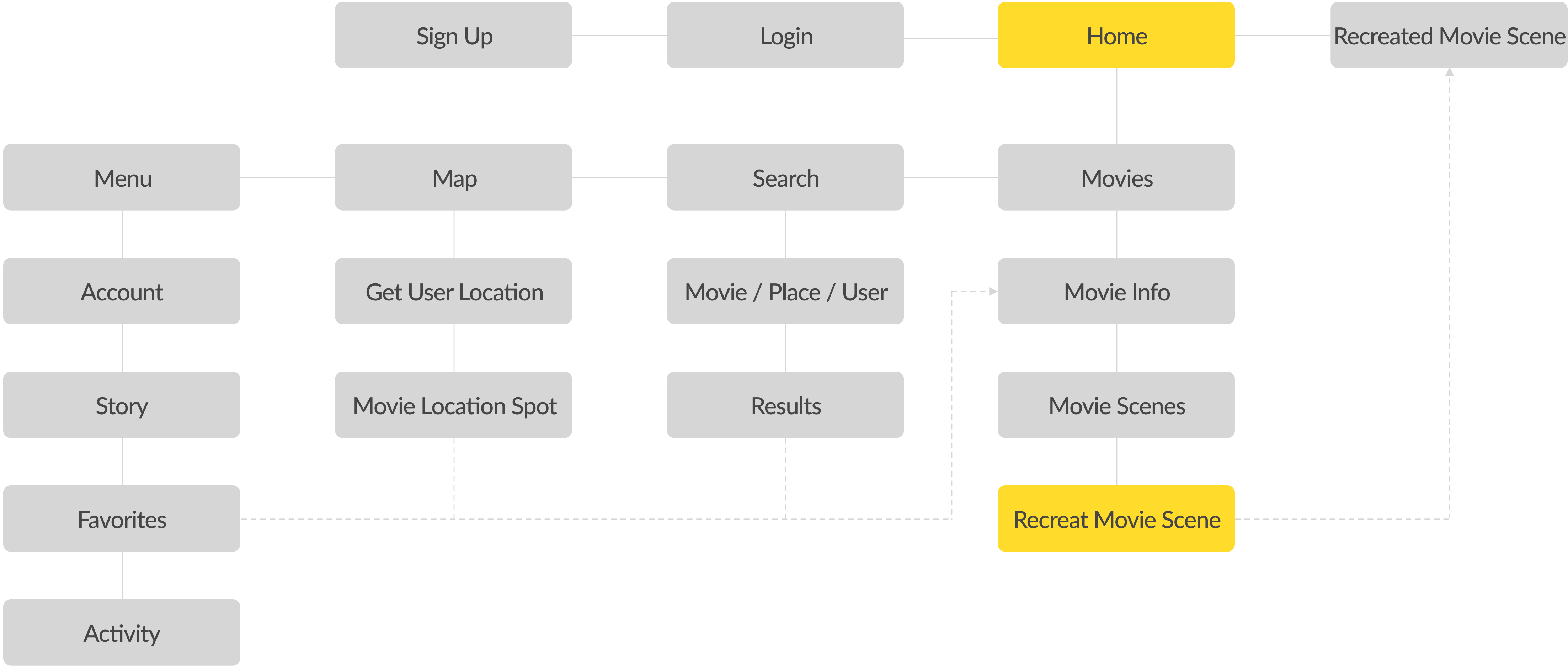
Task 1

Task 2

Task 3

Other Pages

INFORMATION ARCHITECTURE

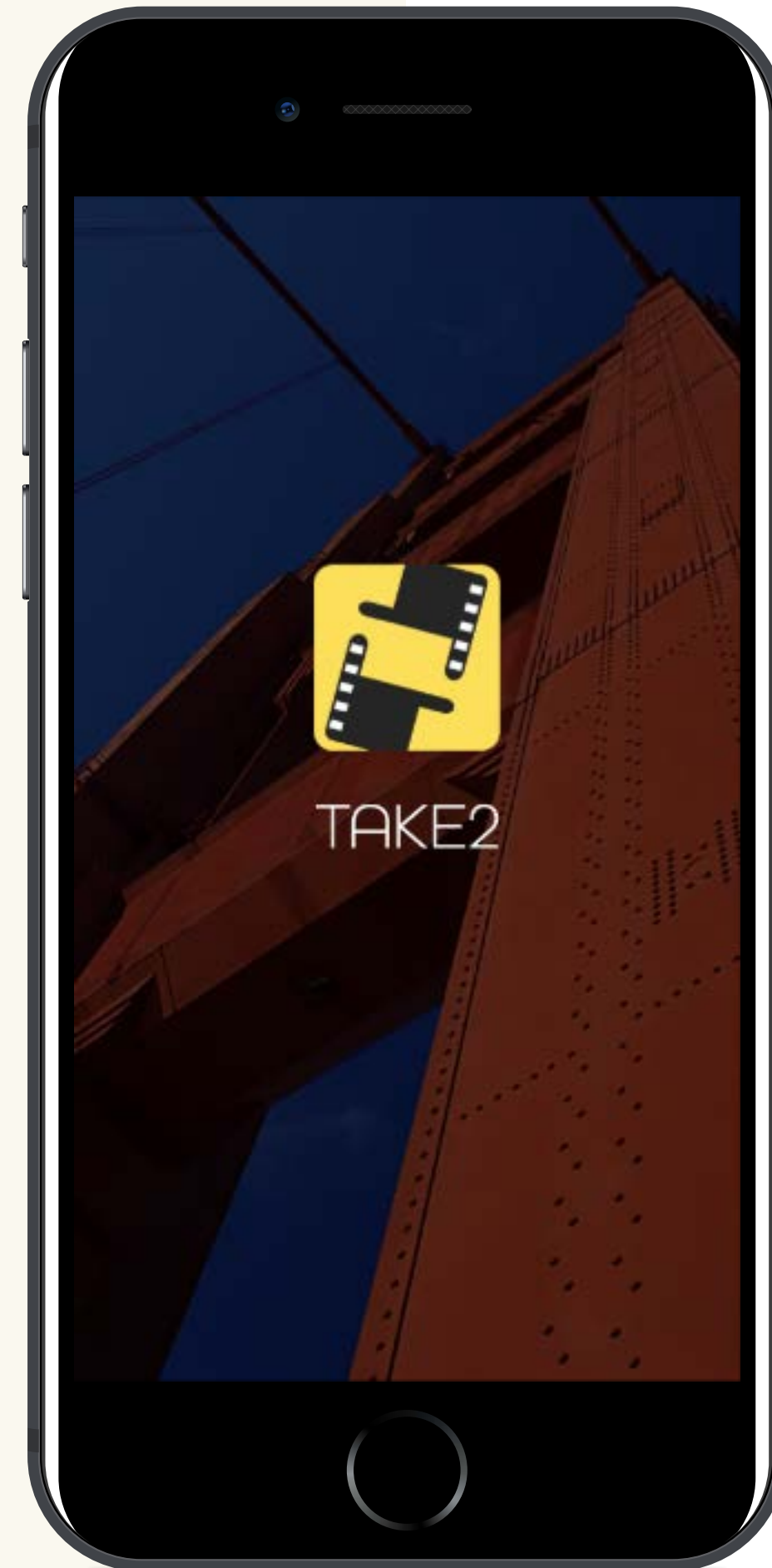


PROOF OF CONCEPT

CLICKABLE PROTOTYPE

[HTTPS://INVIS.IO/NRB5C1M7Q](https://invis.io/NRB5C1M7Q)

Please open the prototype in Google Chrome and try to play with prototype

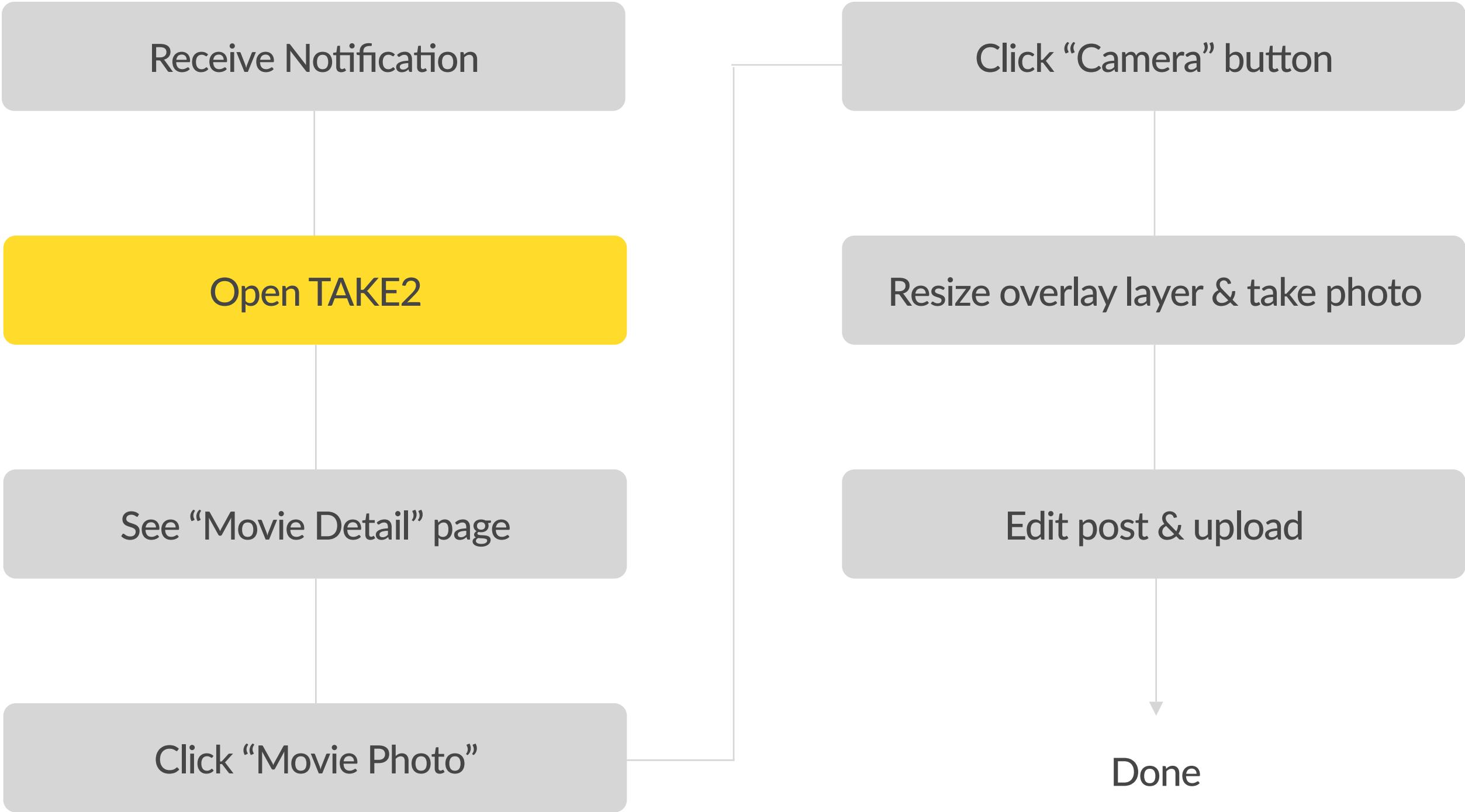


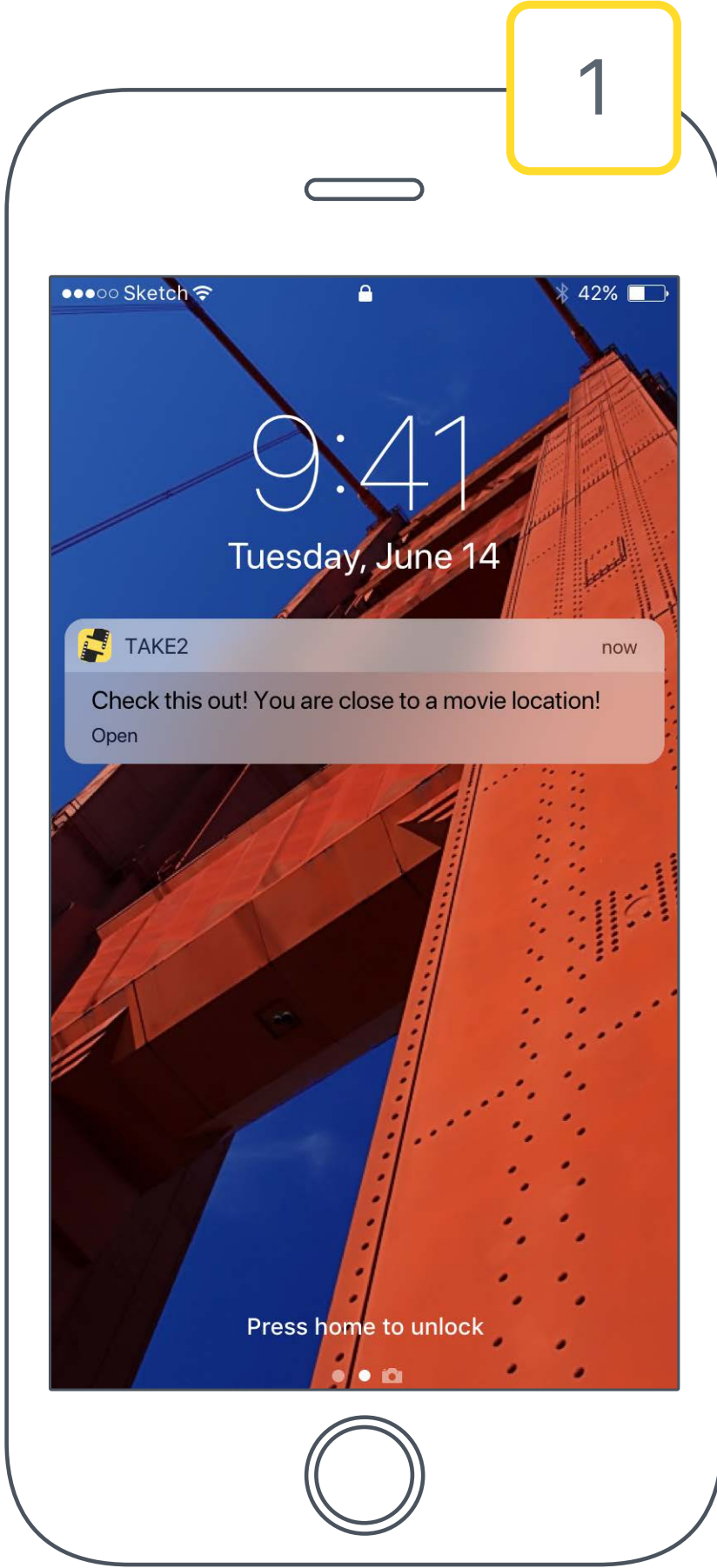
TASK 1



Hunter Morton

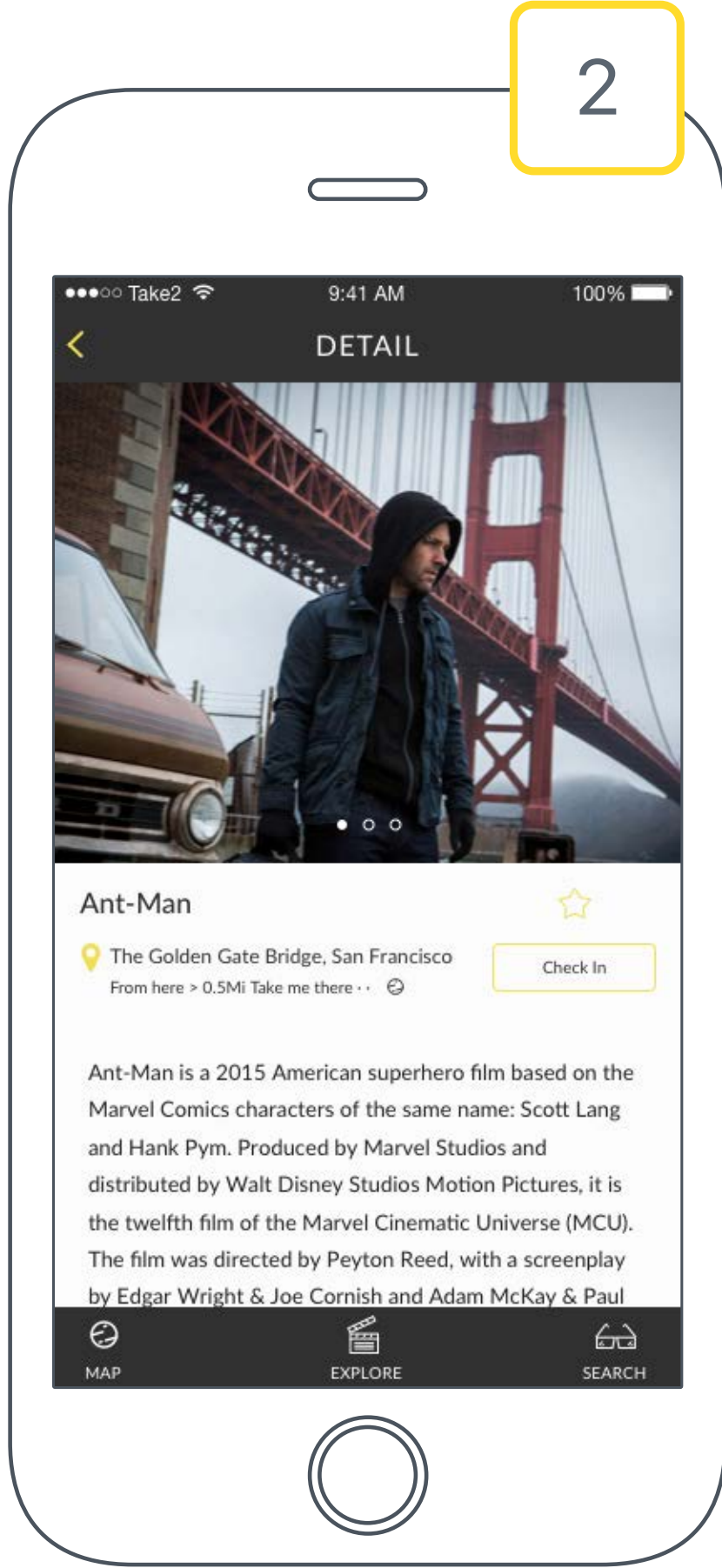
As a movie lover, he expects the app to provide movie information and finding the movie location in real life. As a returning user, he already very familiar with Take2. He got an app notification that shows a movie location close to his location while he walking on the street with his friend. He decided to go to the location and re-create the movie scene.





Notification

Receive Notification

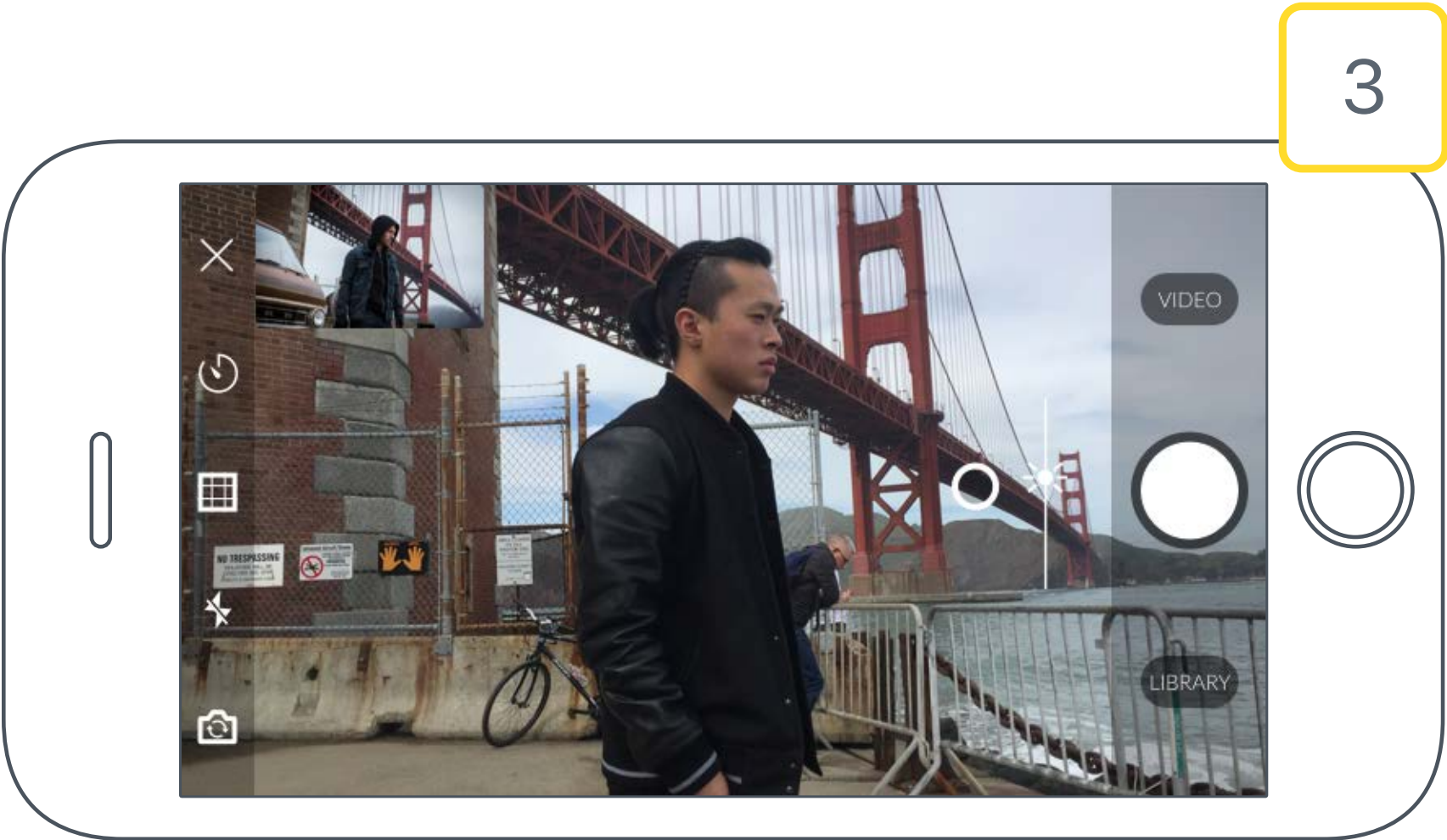


Detail Page

Show the movie location
page

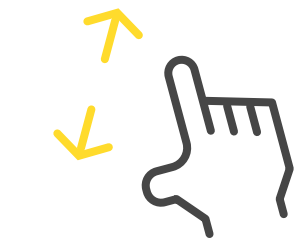


TASK 1

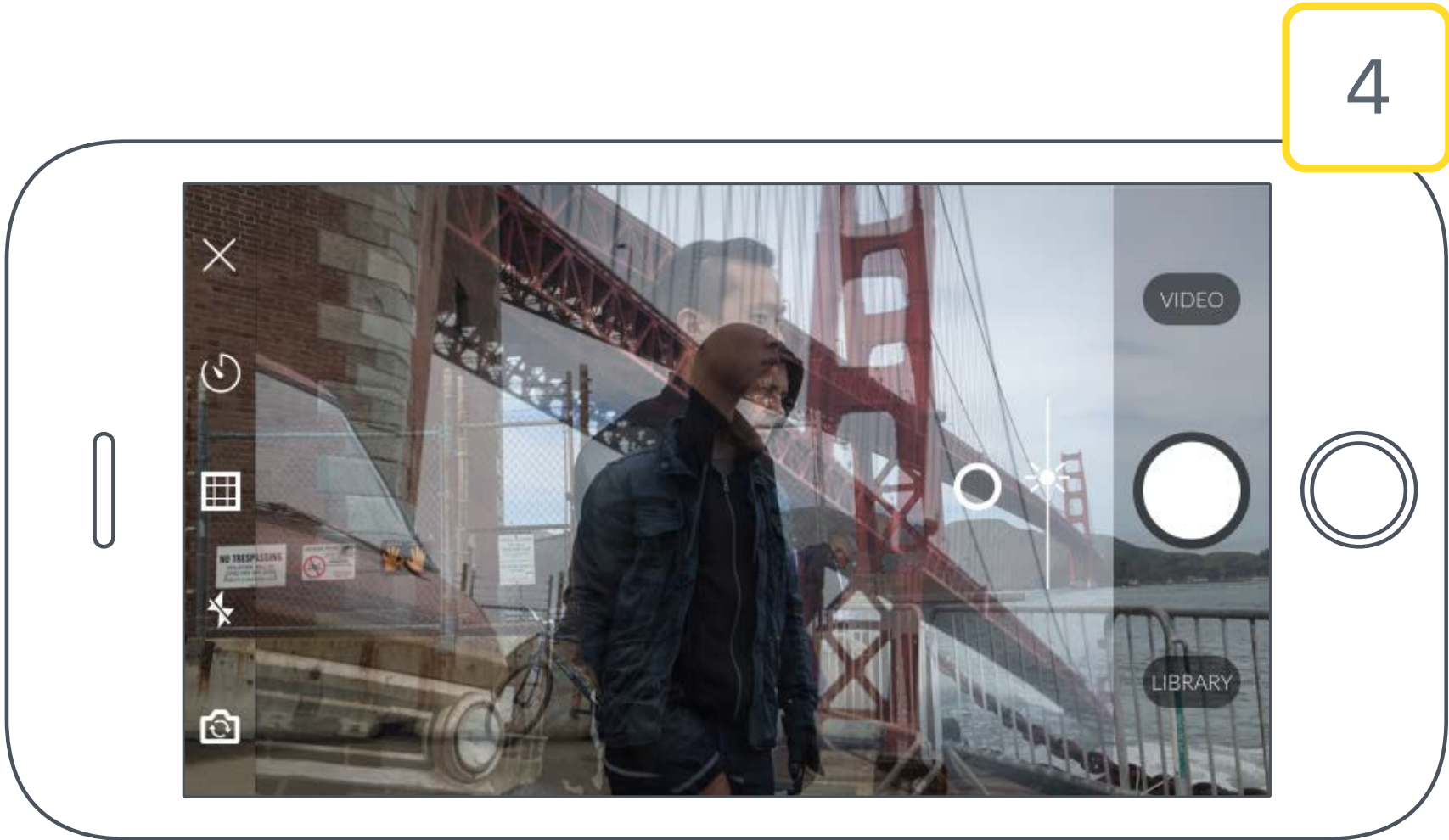


Re-create

Use overlay layer to re-reate movie scene

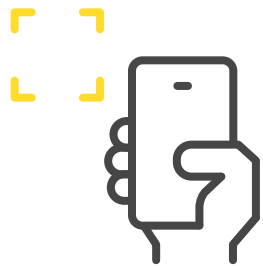


Zoom overlay layer to full screen

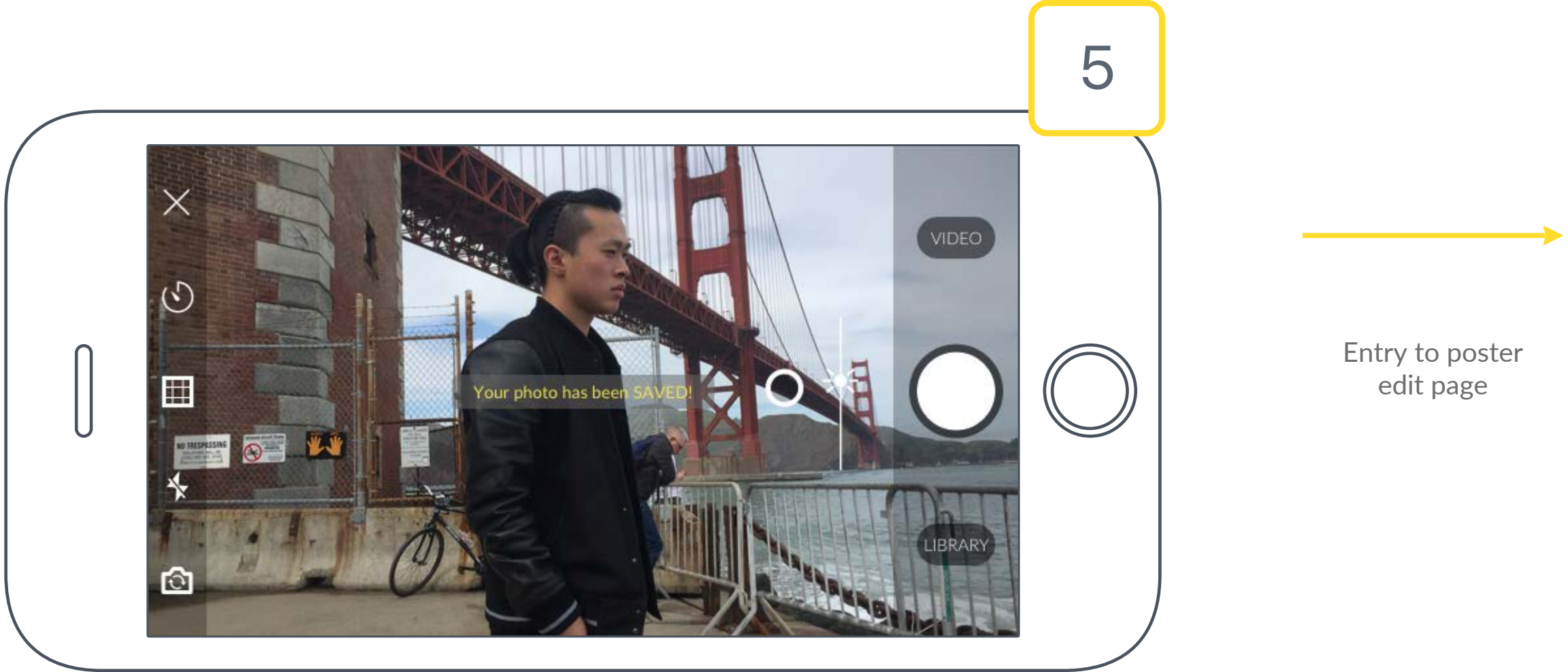


Re-create

Resize overlay layer to full screen and take photo

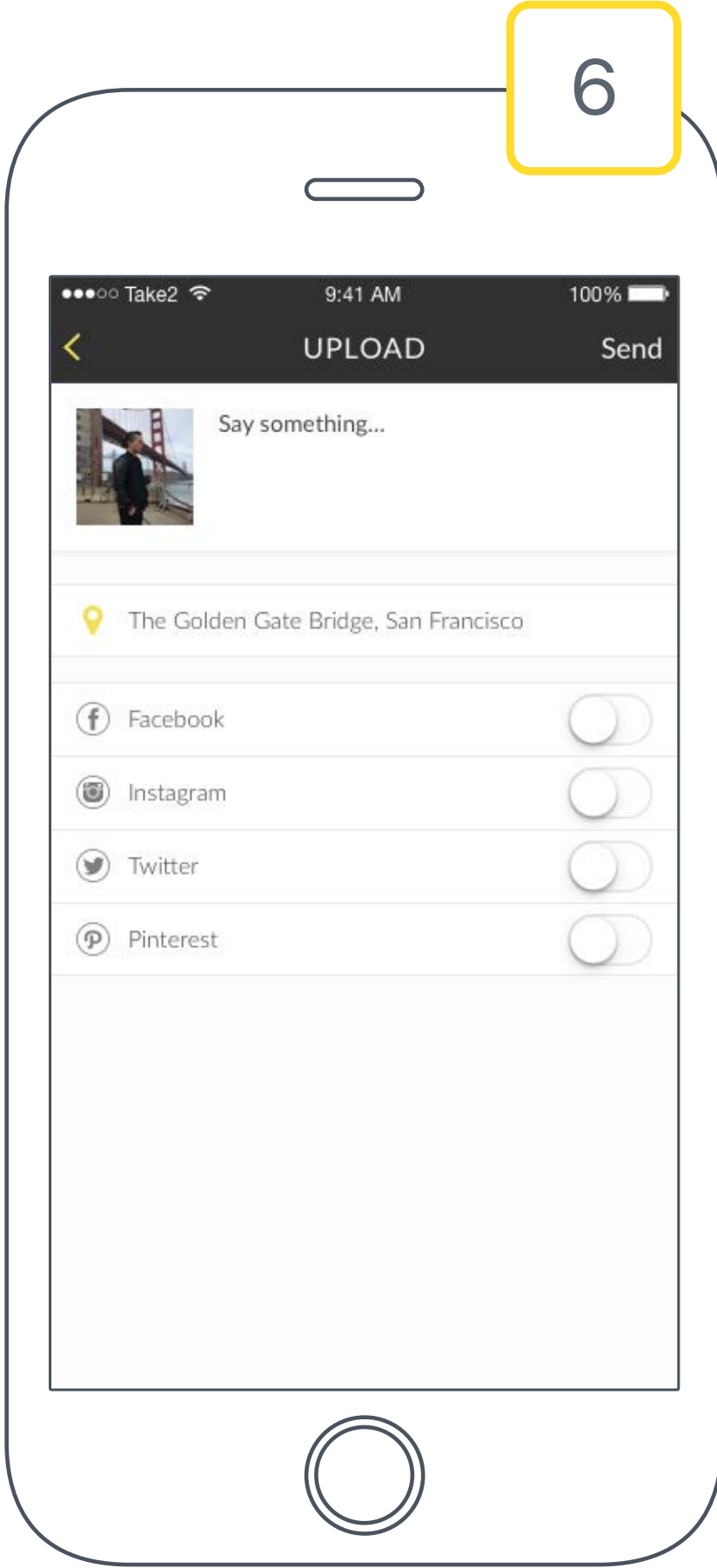


Tap camera button to finish re-create



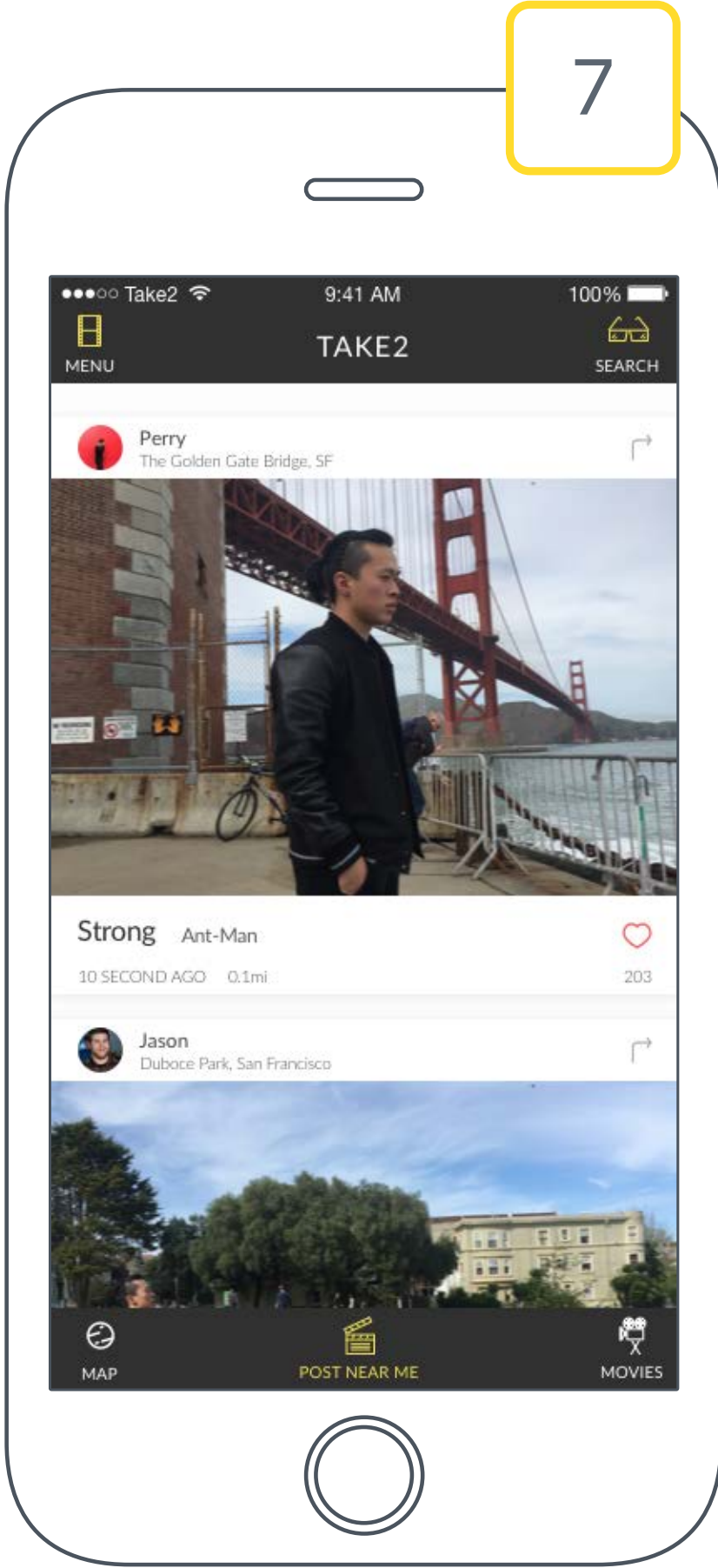
Re-create

Get notification that photo
has been saved



Upload

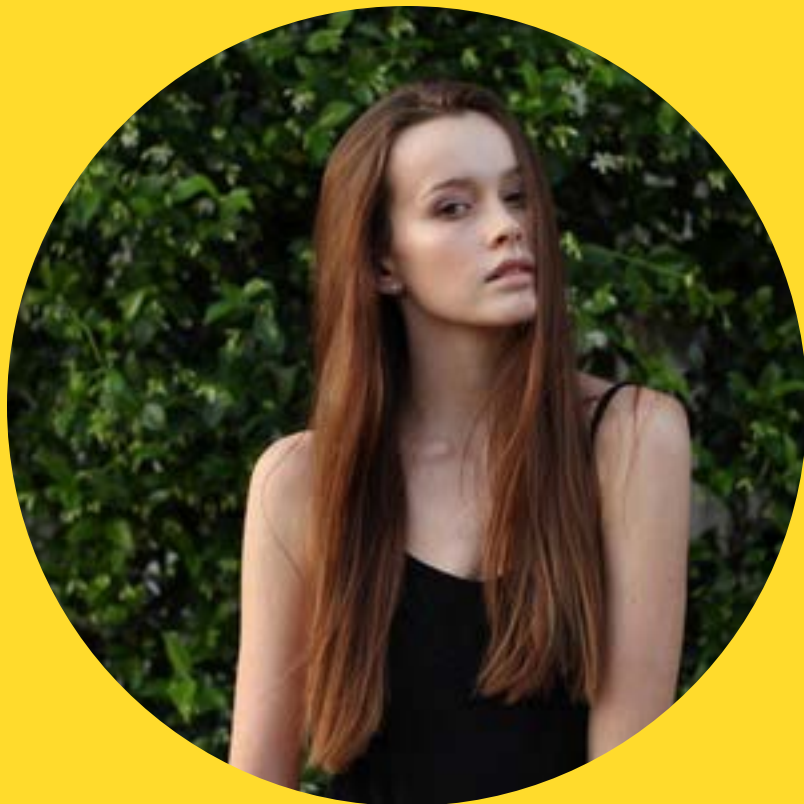
Edit poster and choose share with social media



Home

After user send the poster, will back to home page, the new poster will stick on top

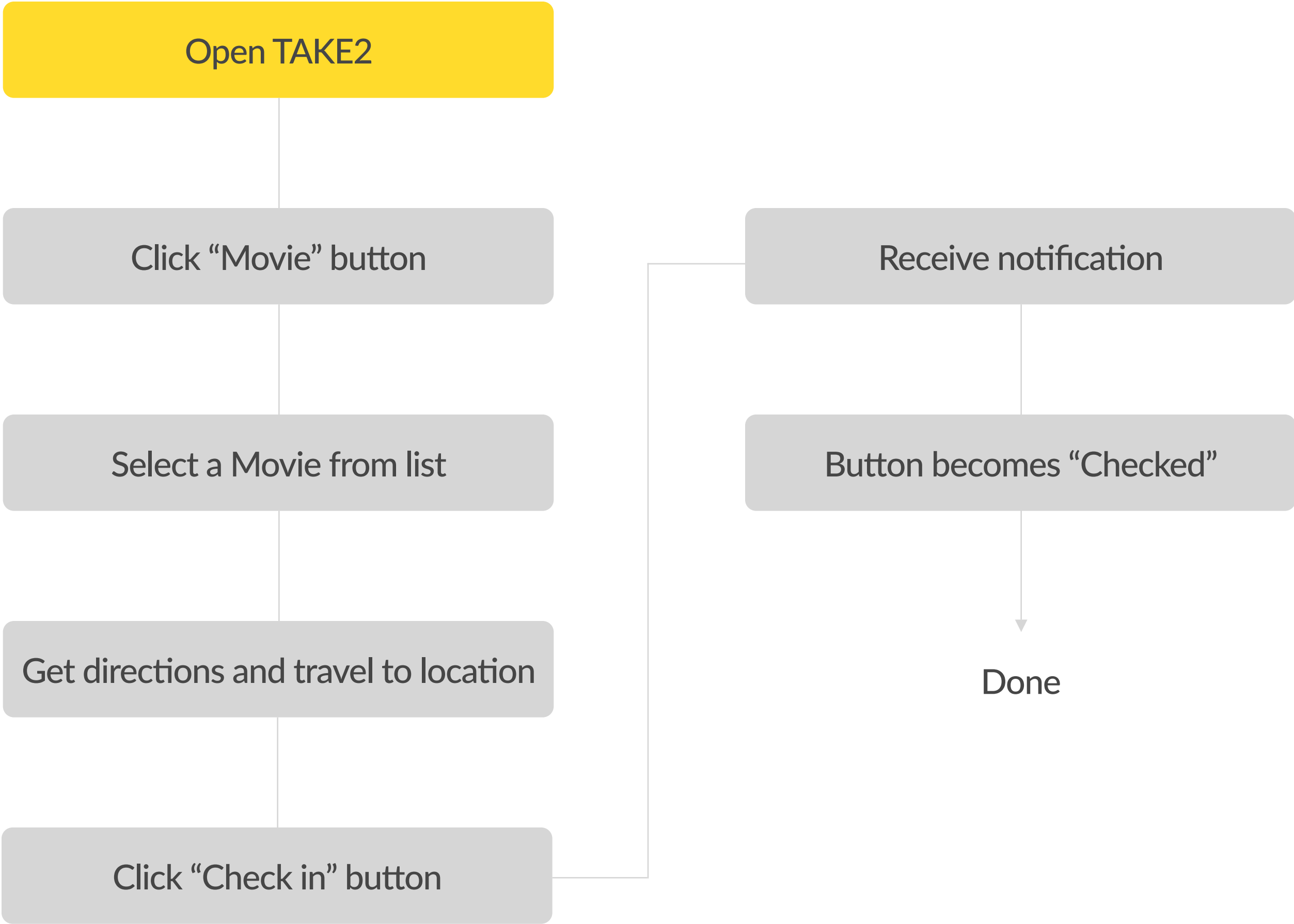
TASK 2

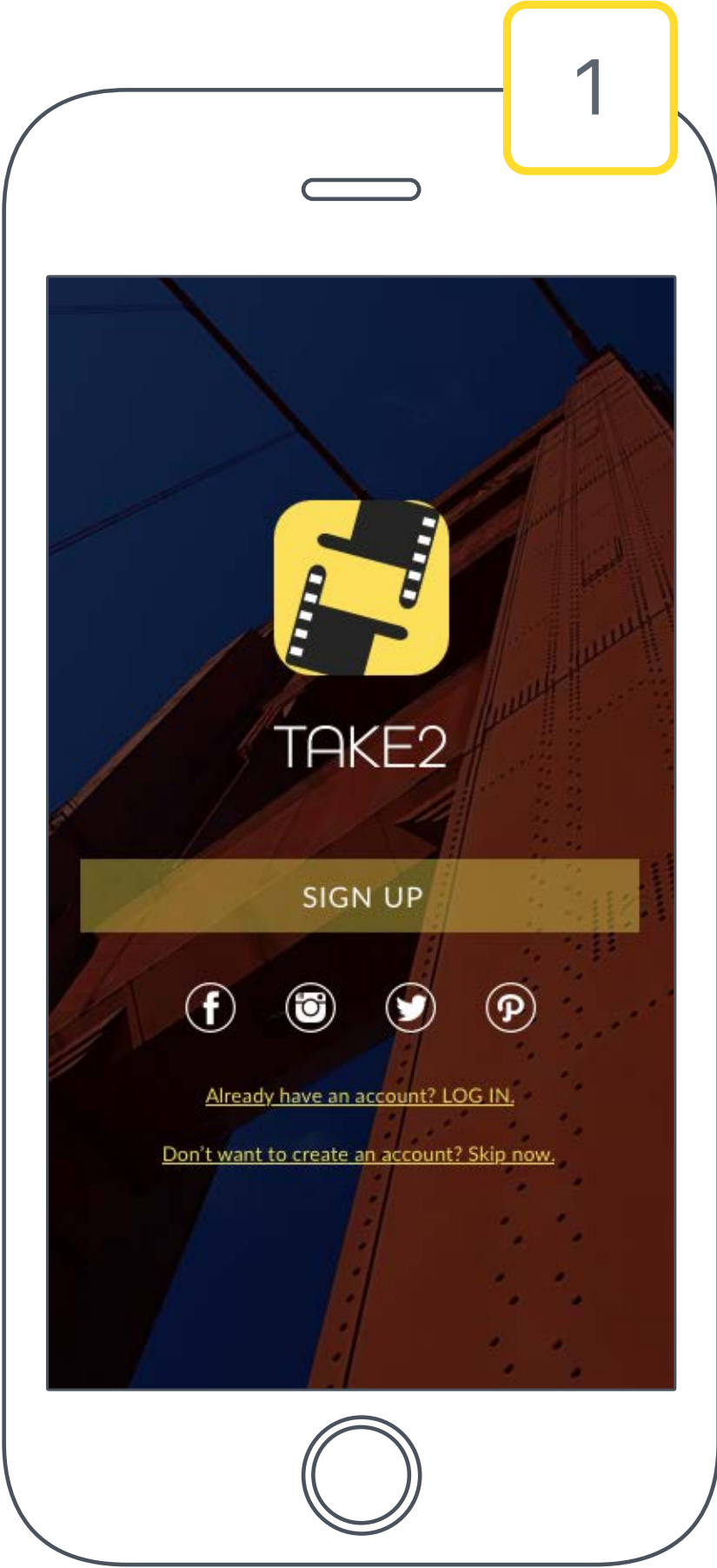


Abbie Boyd

As a travel lover, she expects it to provide some location information. She is a returning user and she is trying to find a movie location; after that, she wants to use the “Check in” function.

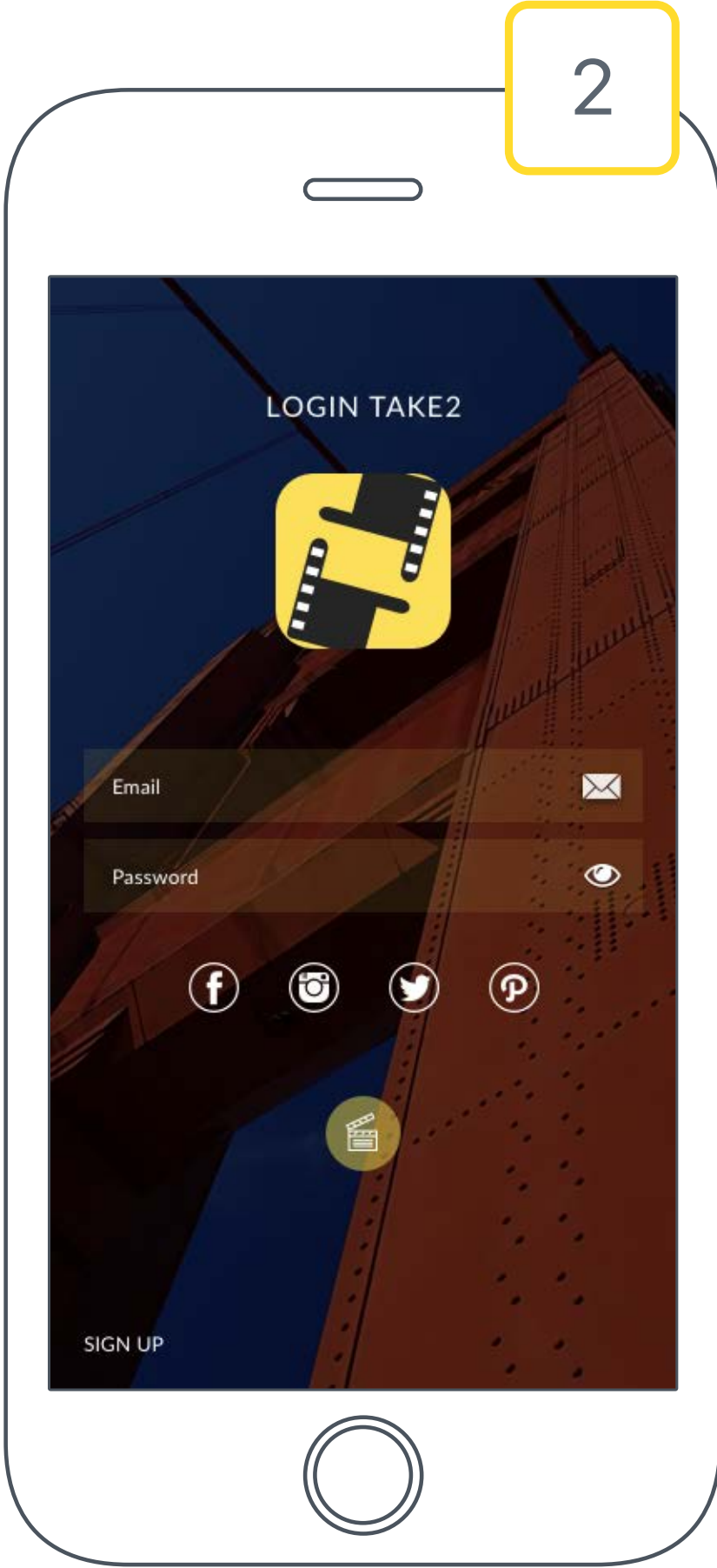
Prototype here
<https://invis.io/39BEWJQNV>





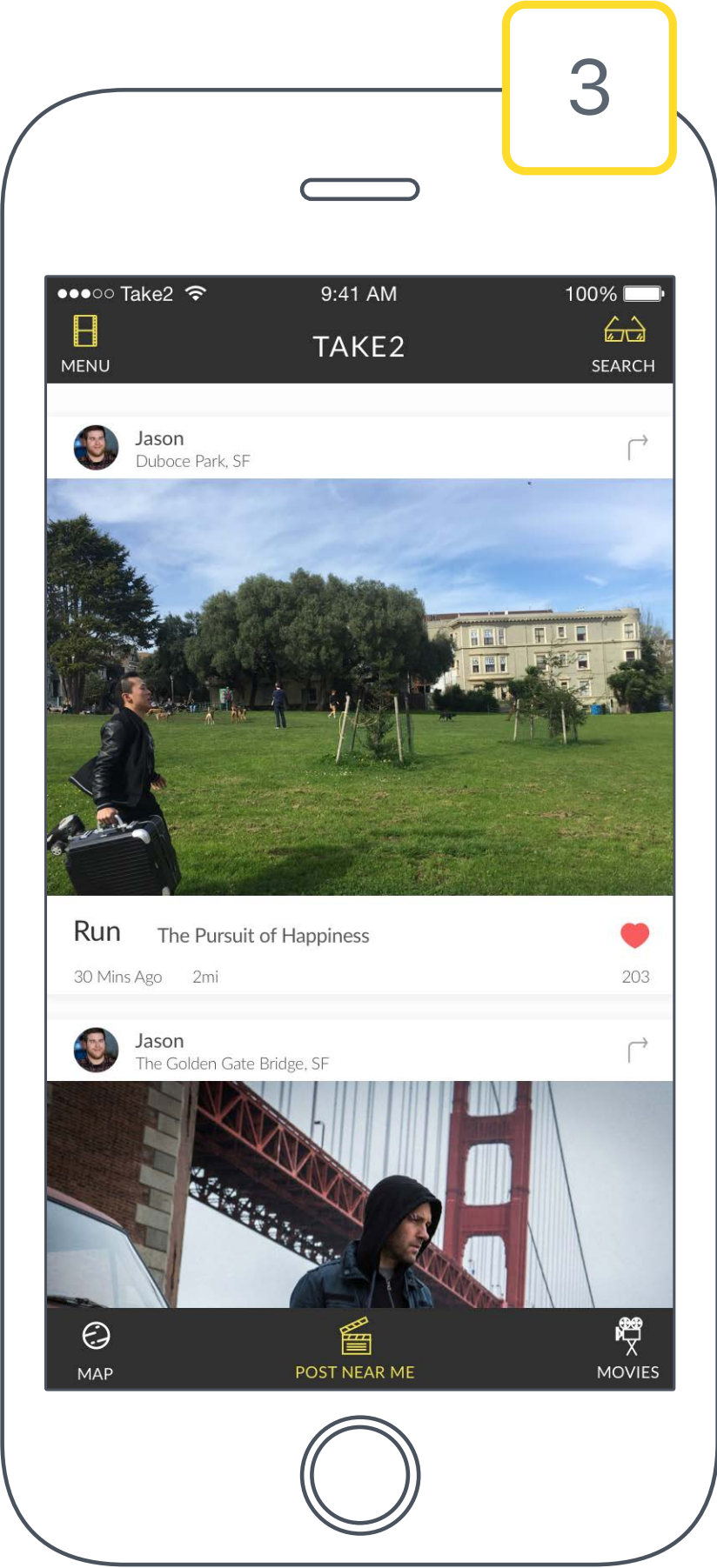
Landing

Click Login button



Login

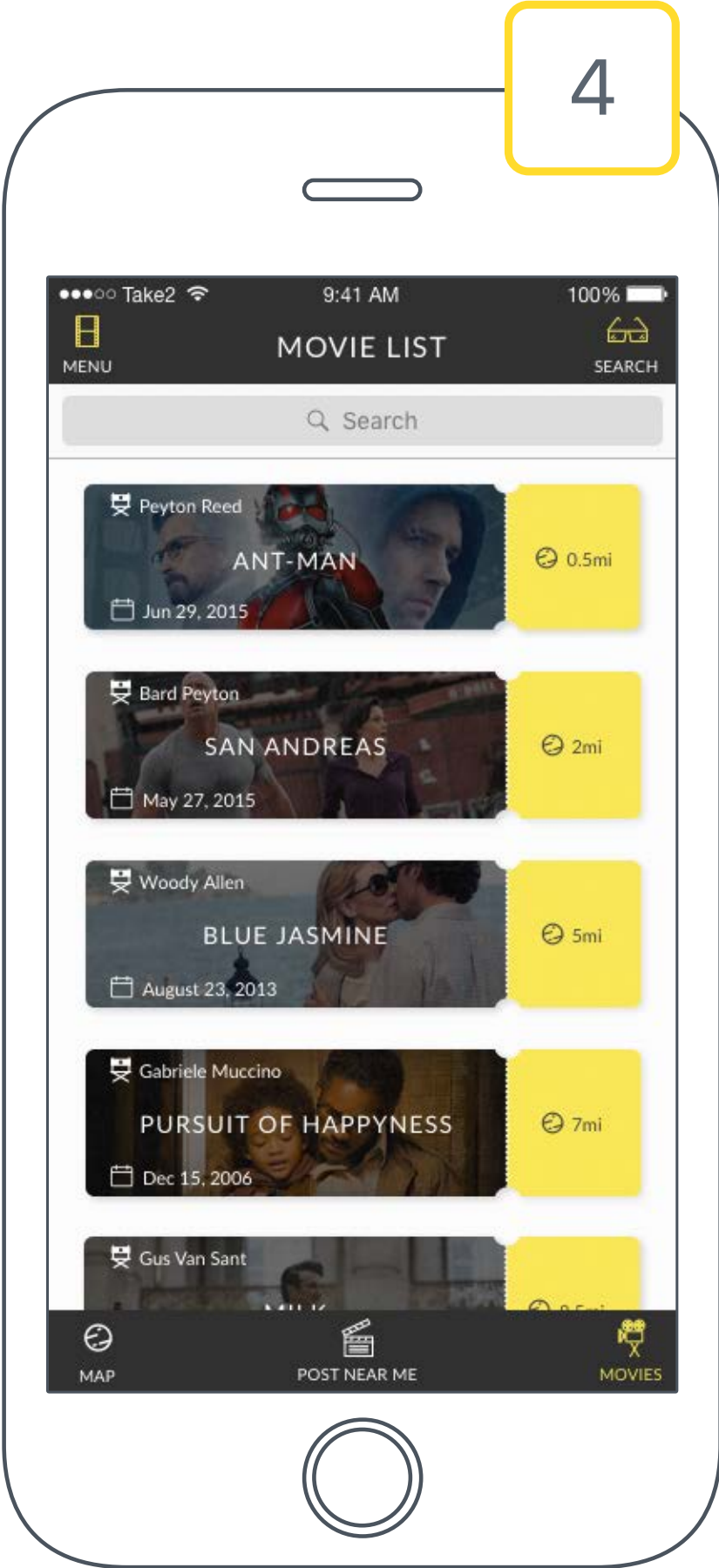
Login with email & password



Home

The home page shows other user's post near by



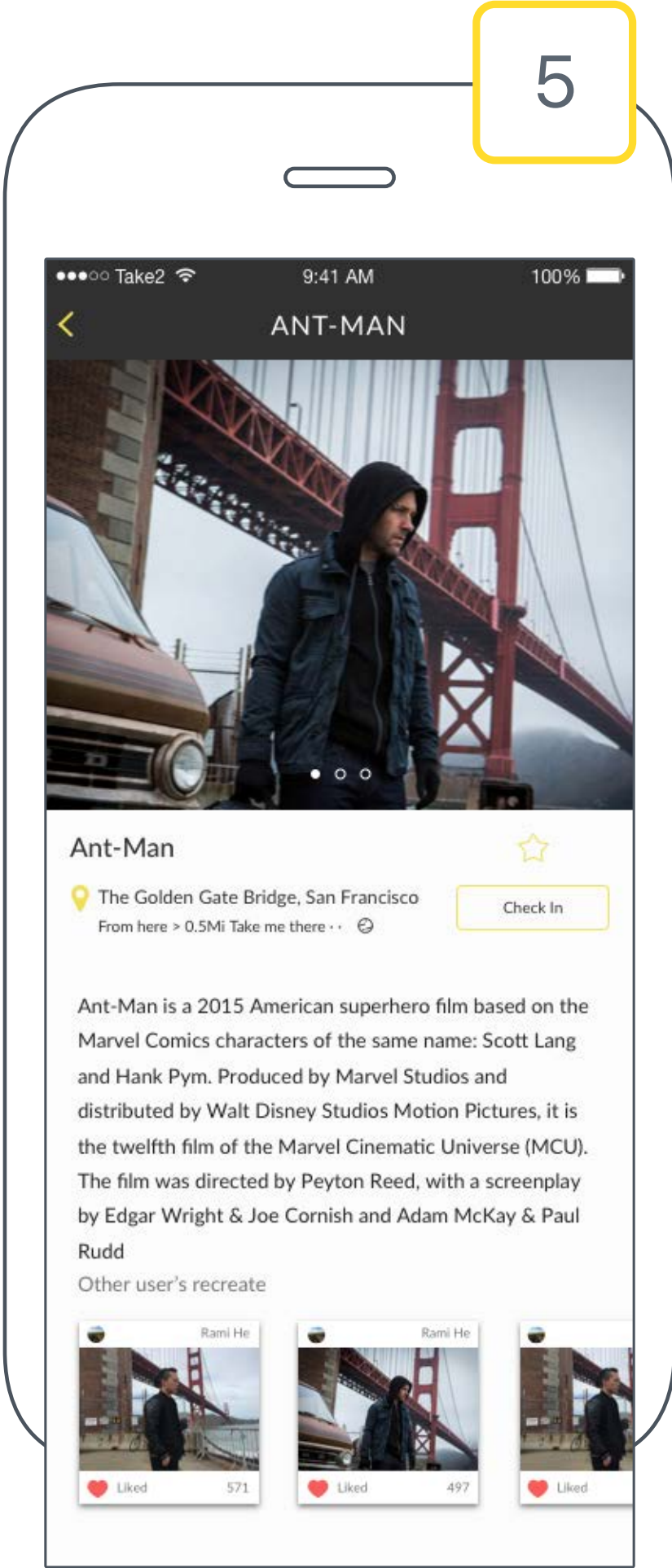


Movie Page

Click movie



Tap login button

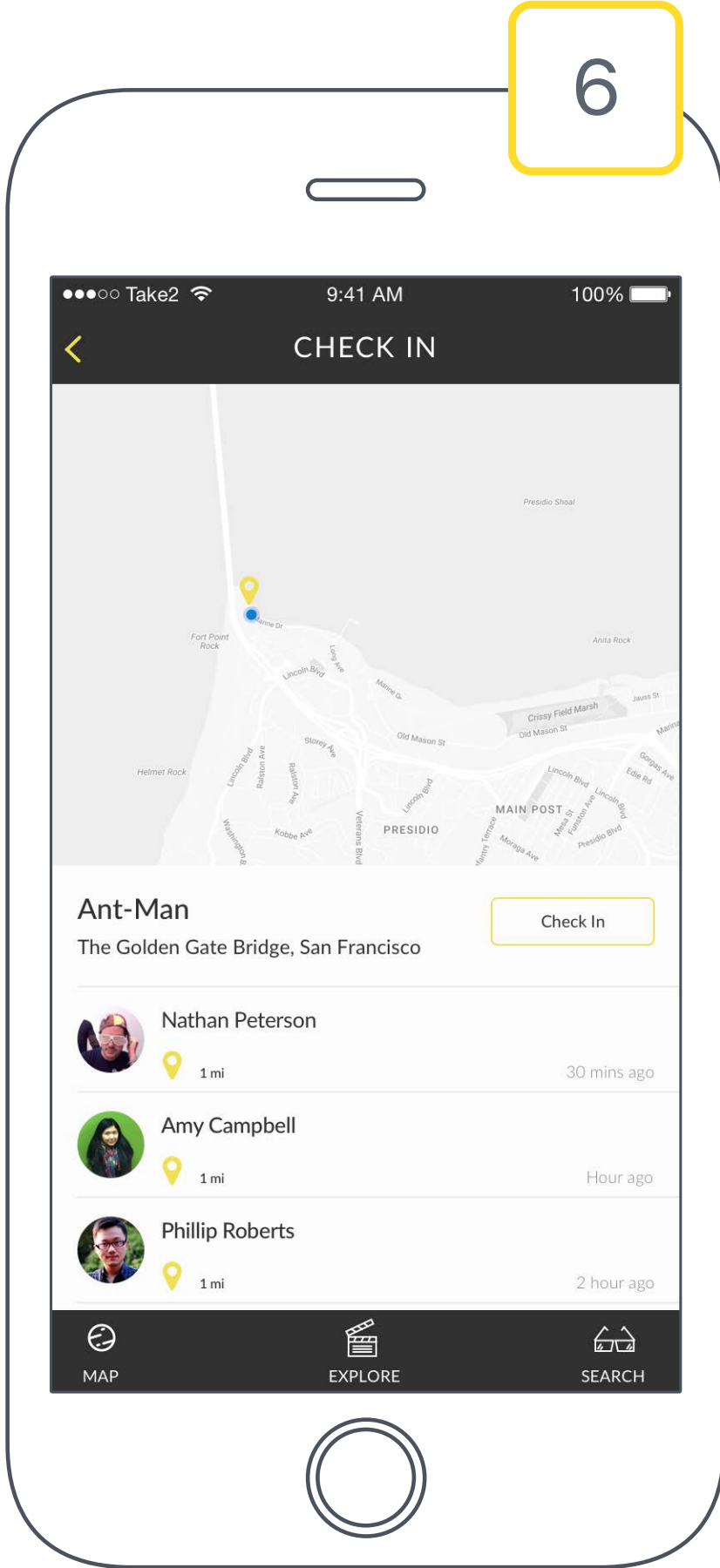


Movie Detail

The detail screen shows all detail info about the movie, also can see other user's work at bottom



Tap "check in" button

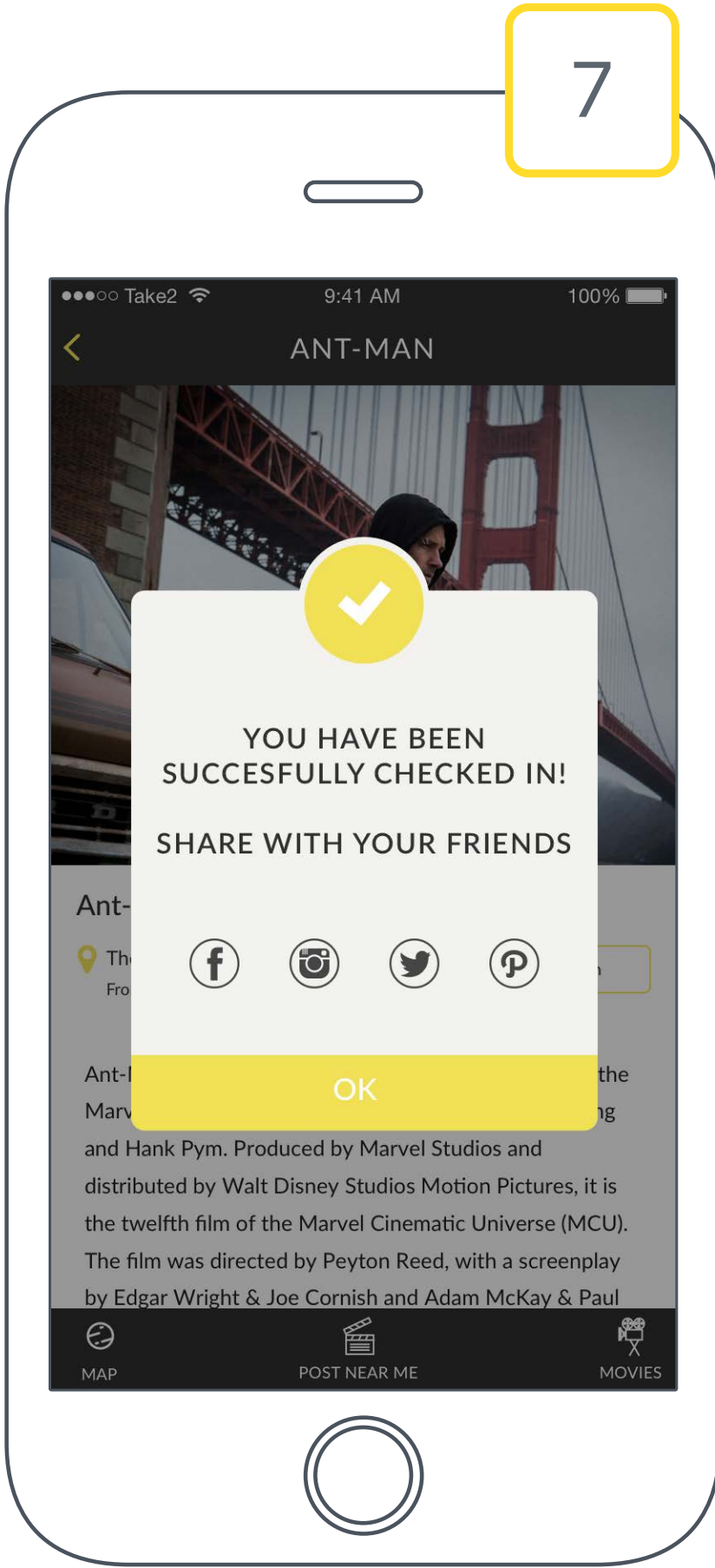


Check In

Check in shows location map and other user who checked this location

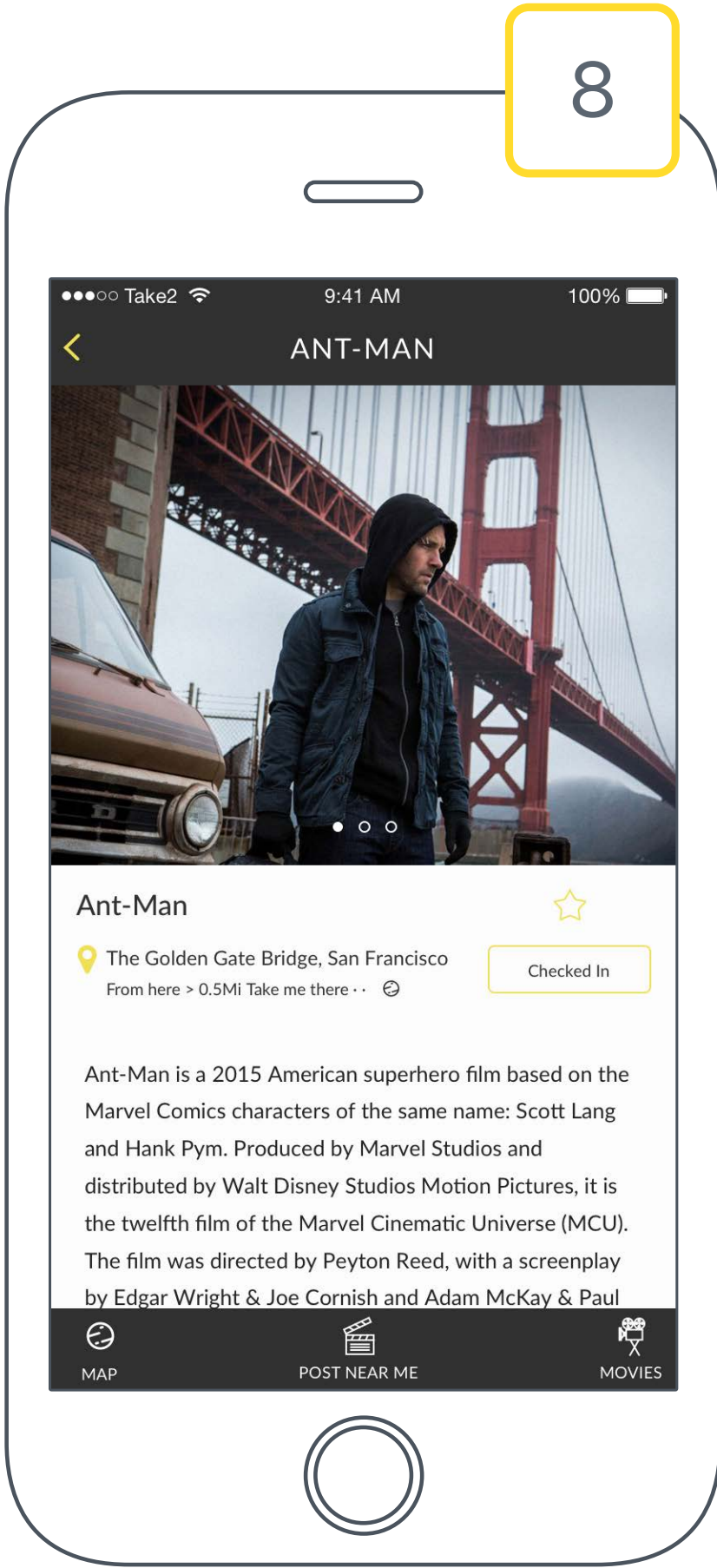


Tap "check in" button



Check in notification

User get notification shows
succesfully checked in



Checked in

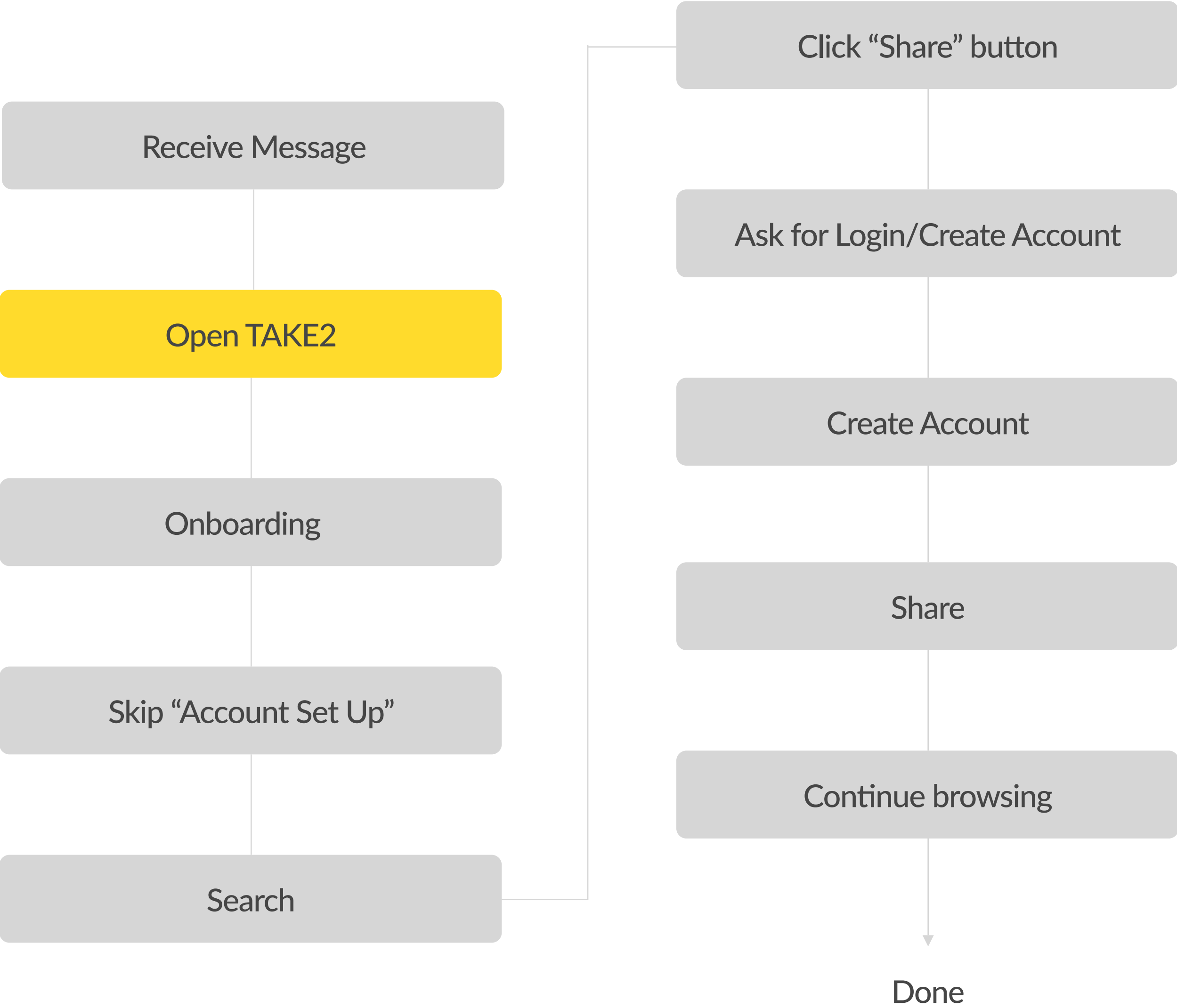
After user check in, the
button will change to
checked in

TASK 3



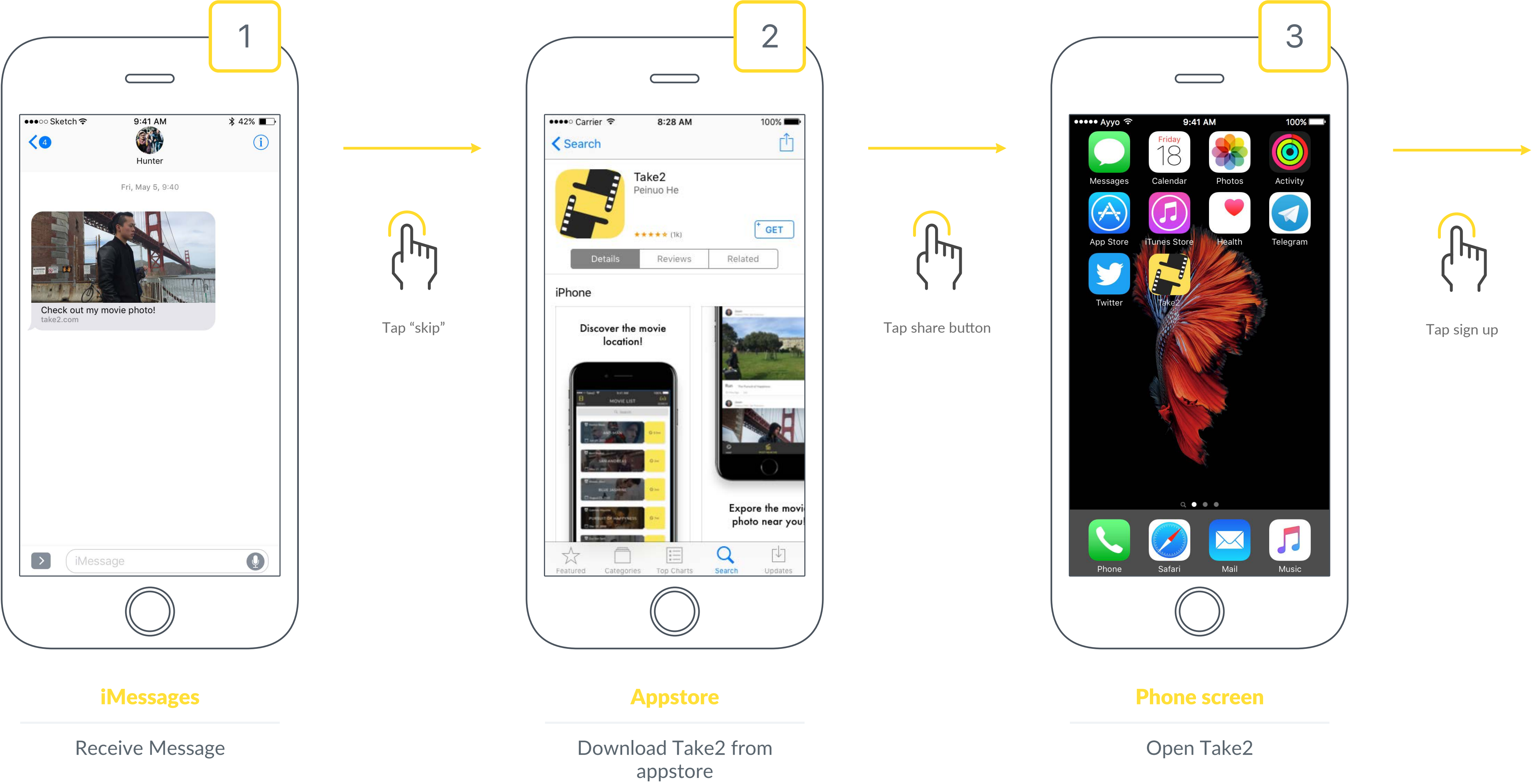
Christina Lee

She received an invitation from her friend who wants her to check his new post and become a Take2 user. As a new user, she expects Take2 to be easy and simple to use. She will skip the “Create Account” step and search for her friend's post and share it with more friends.

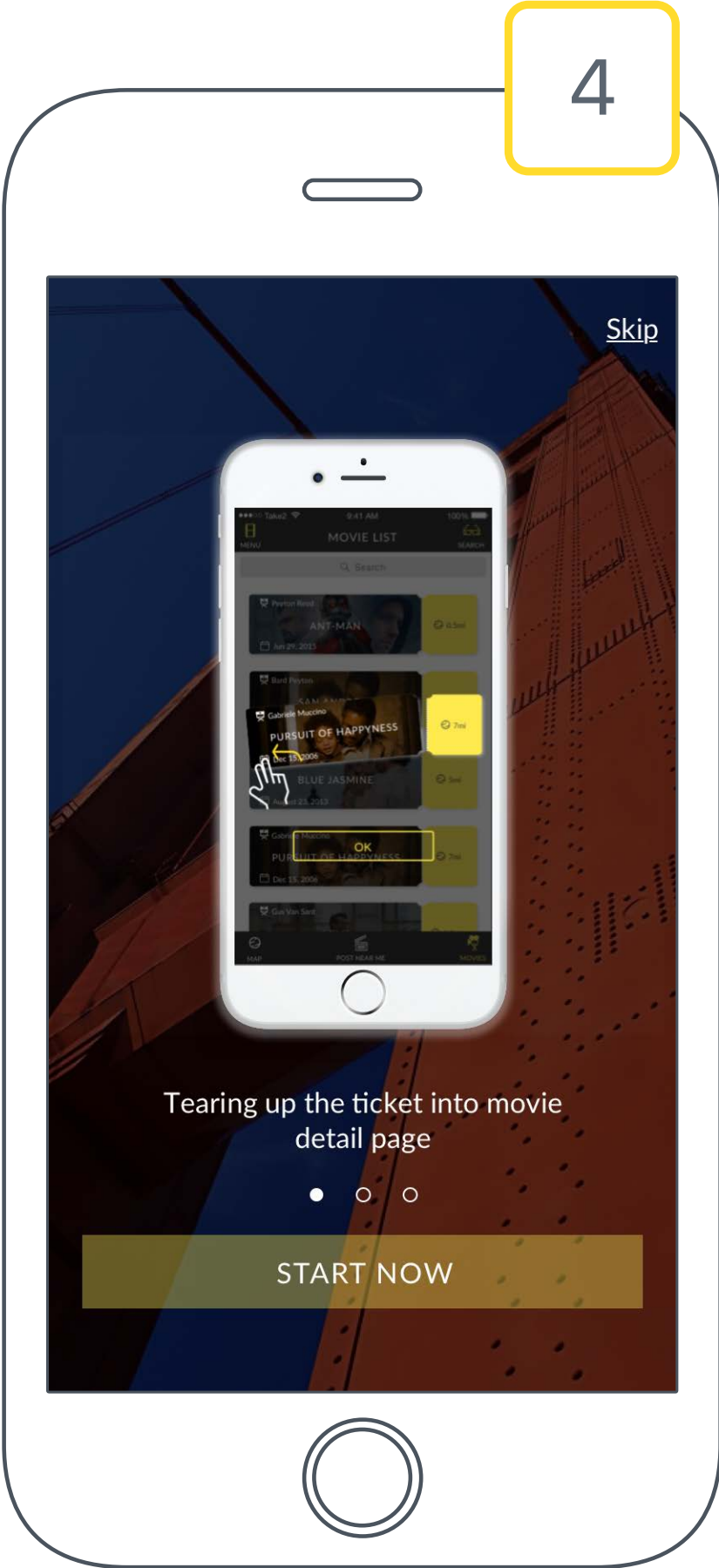


PROOF OF CONCEPT

TASK 3

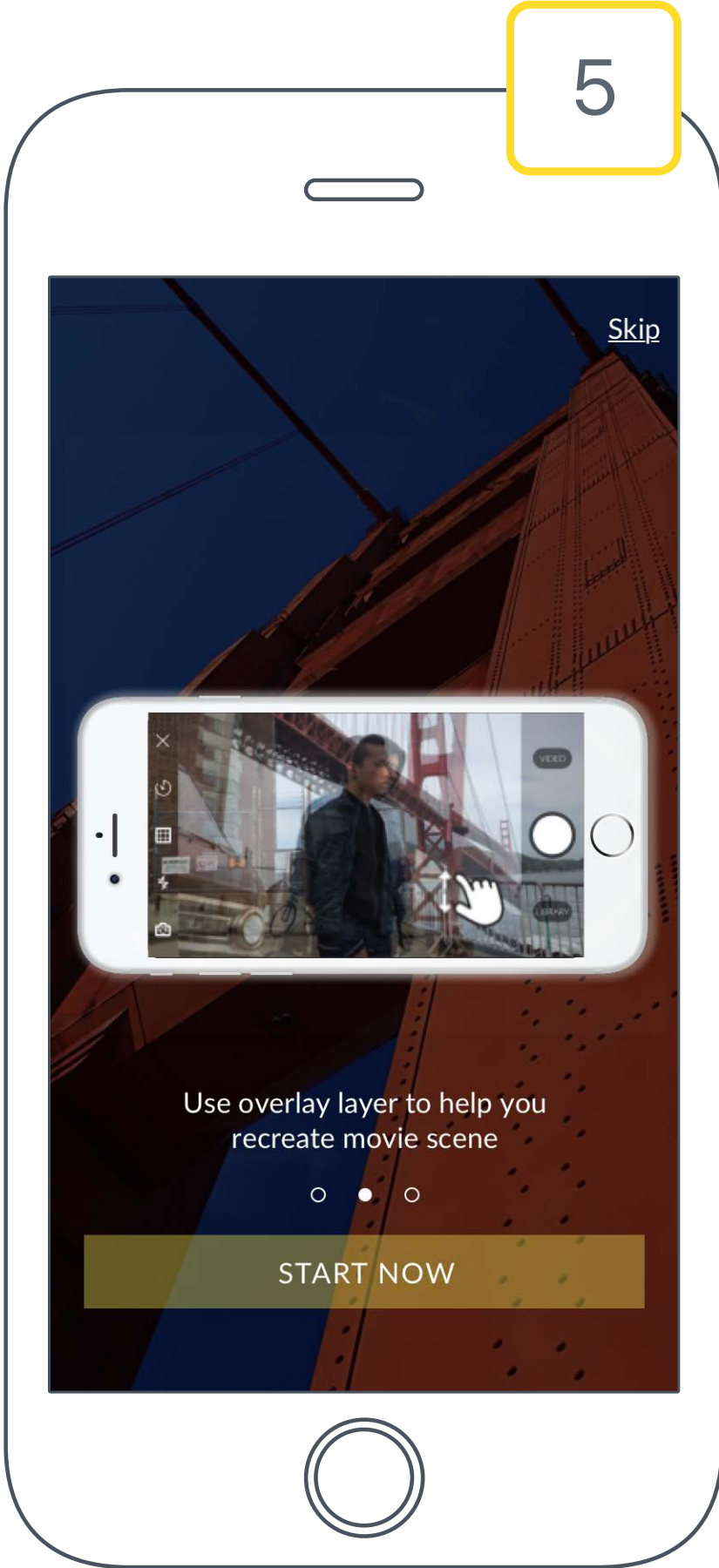


Look other user’s poster and share with friend — **New user**



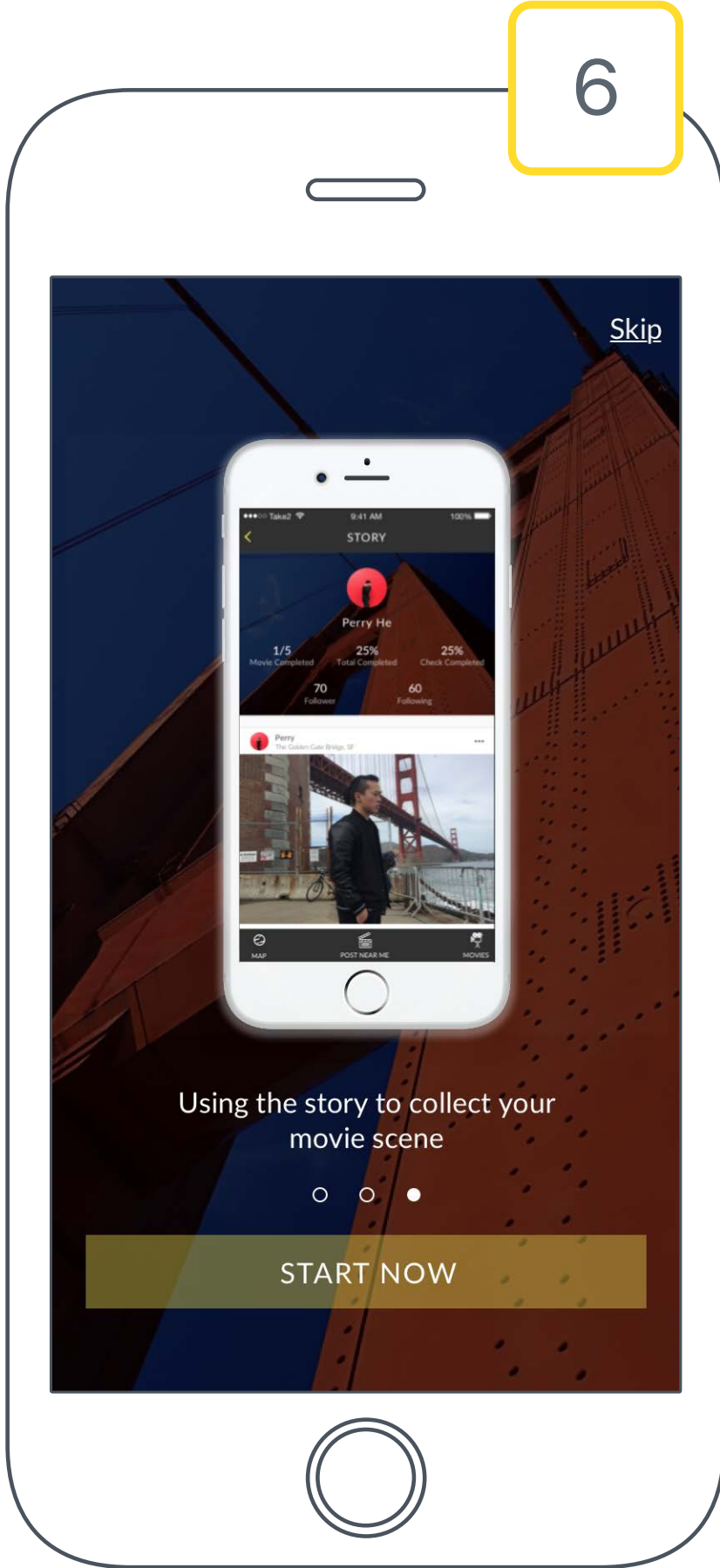
Onboarding

Tear up the ticket entry
movie detail page



Onboarding

User overlay layer to re-
create movie scene

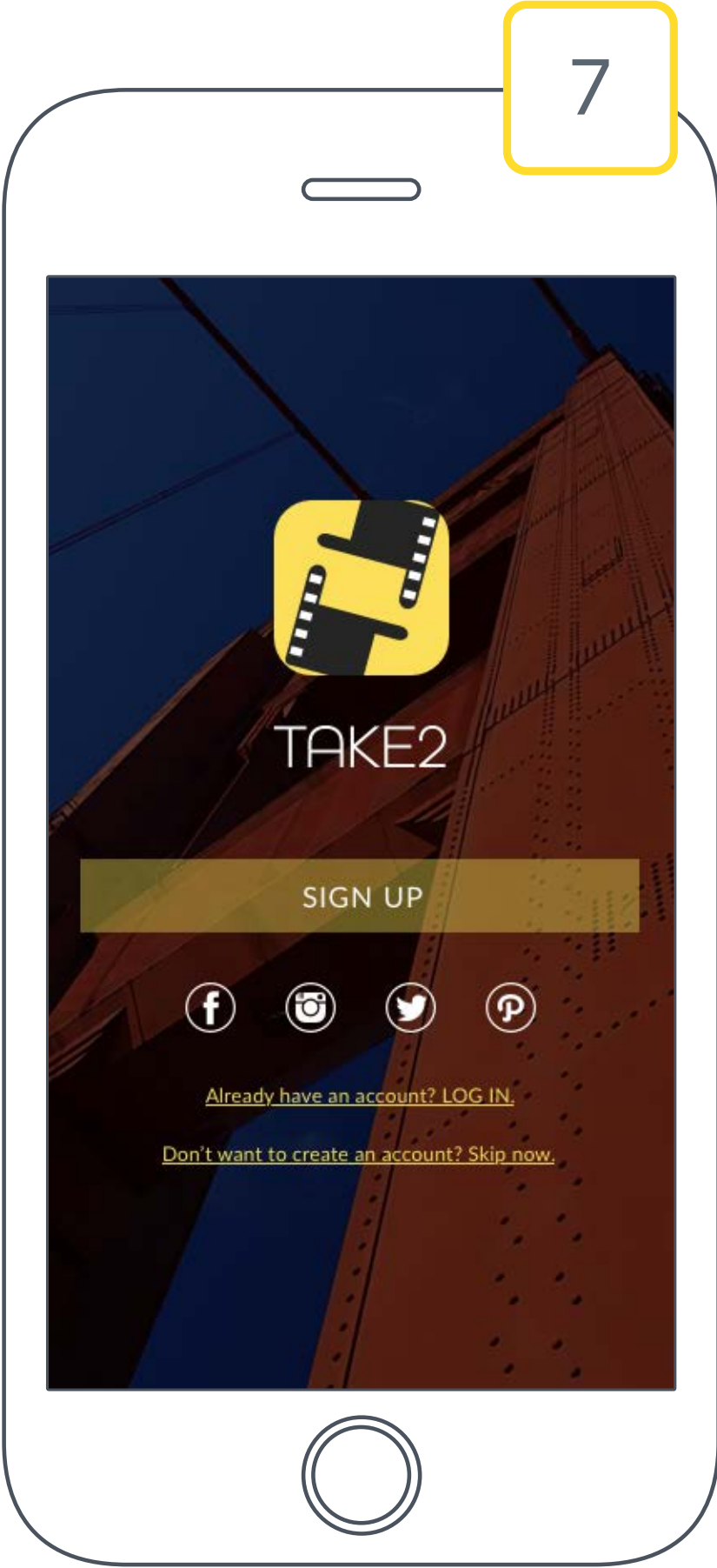


Onboarding

Collecting movie scene

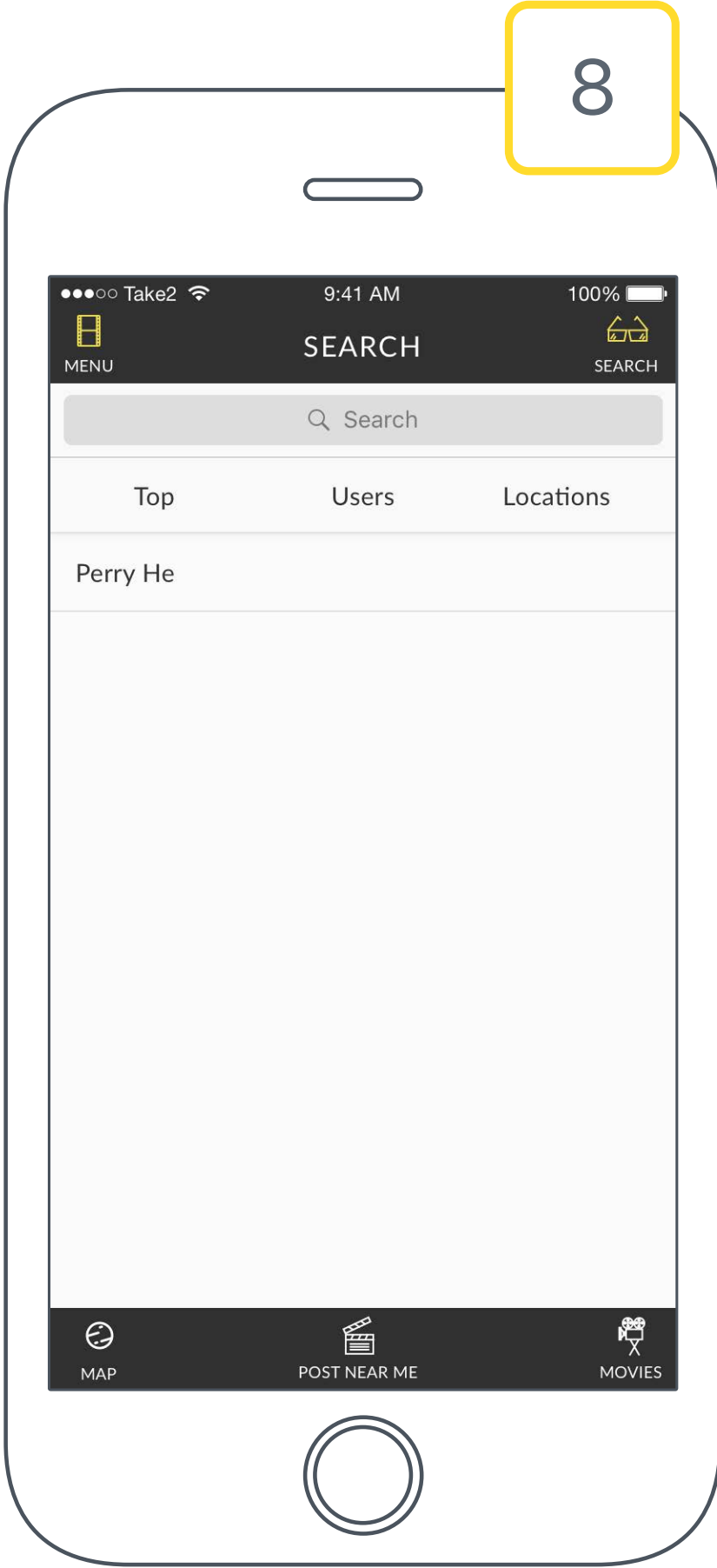


TASK 3



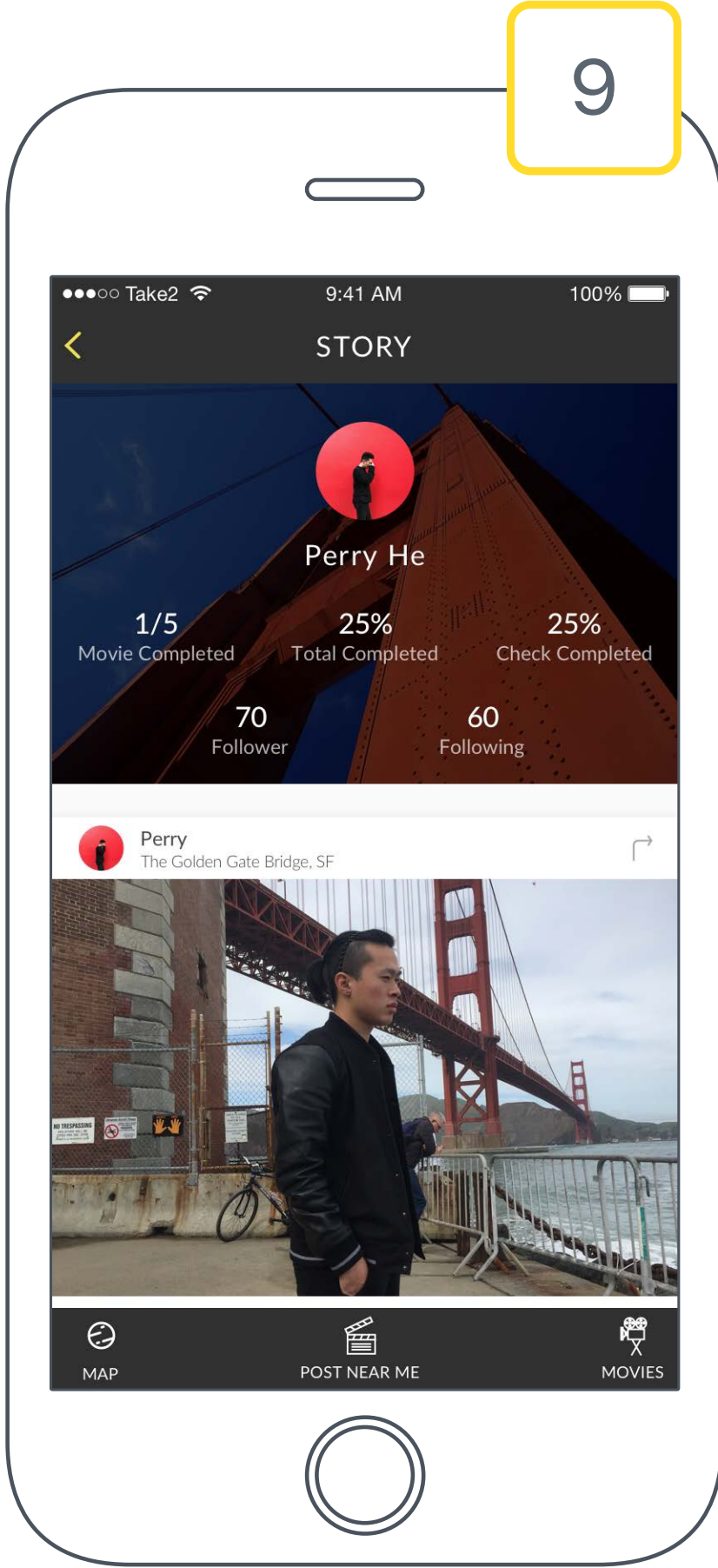
Welcome

Welcome page shows login or sign up or skip



Home

The home page shows other user's poster

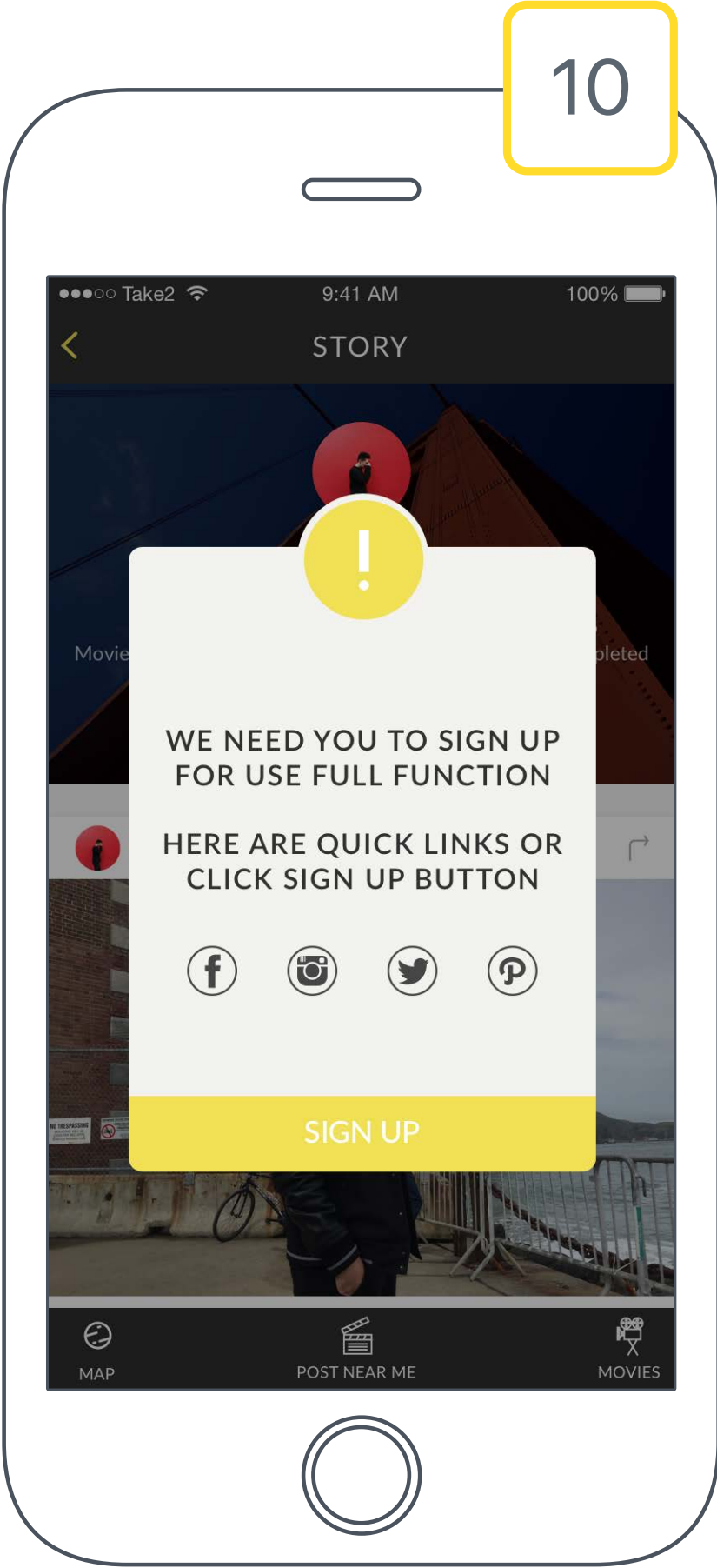


Share notification

User need sign up or login to use share funcation

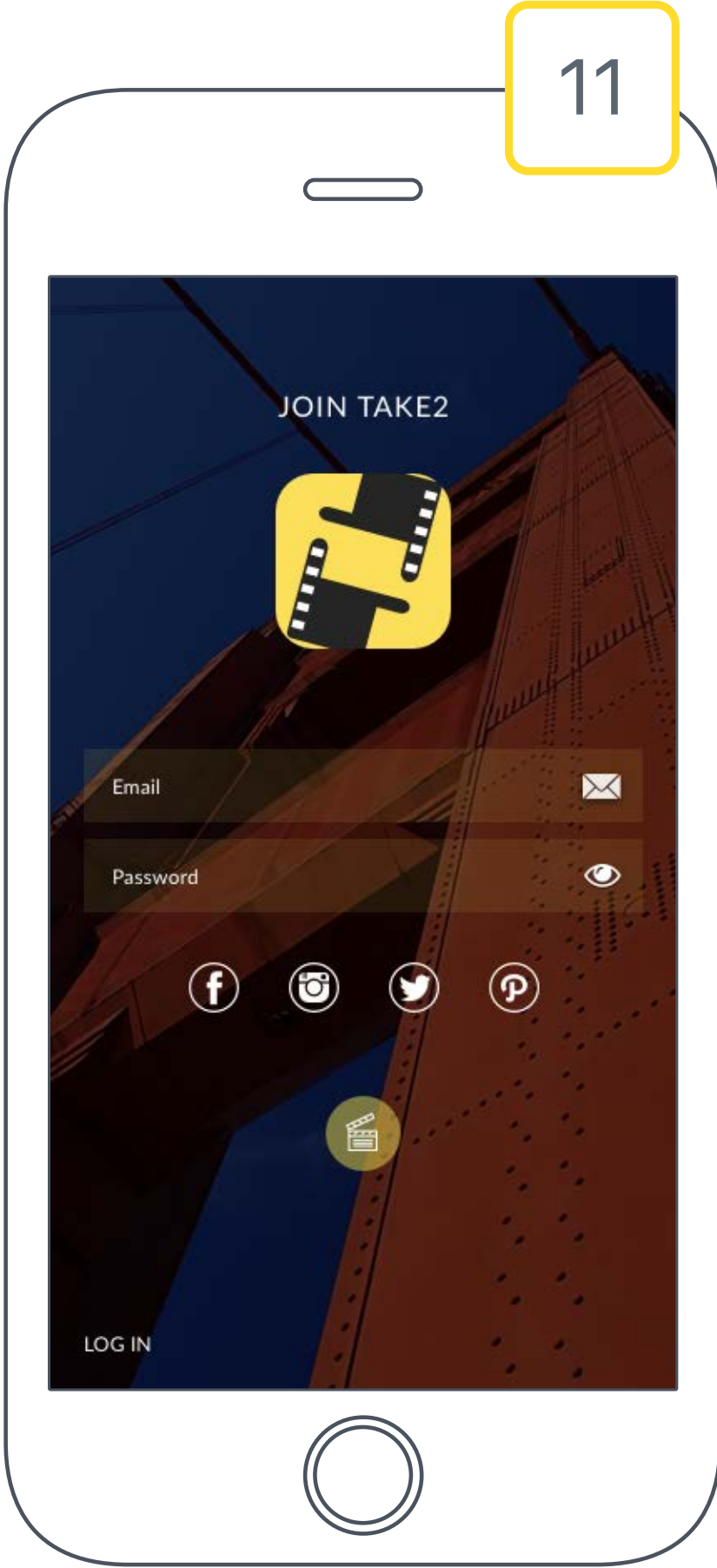


TASK 3



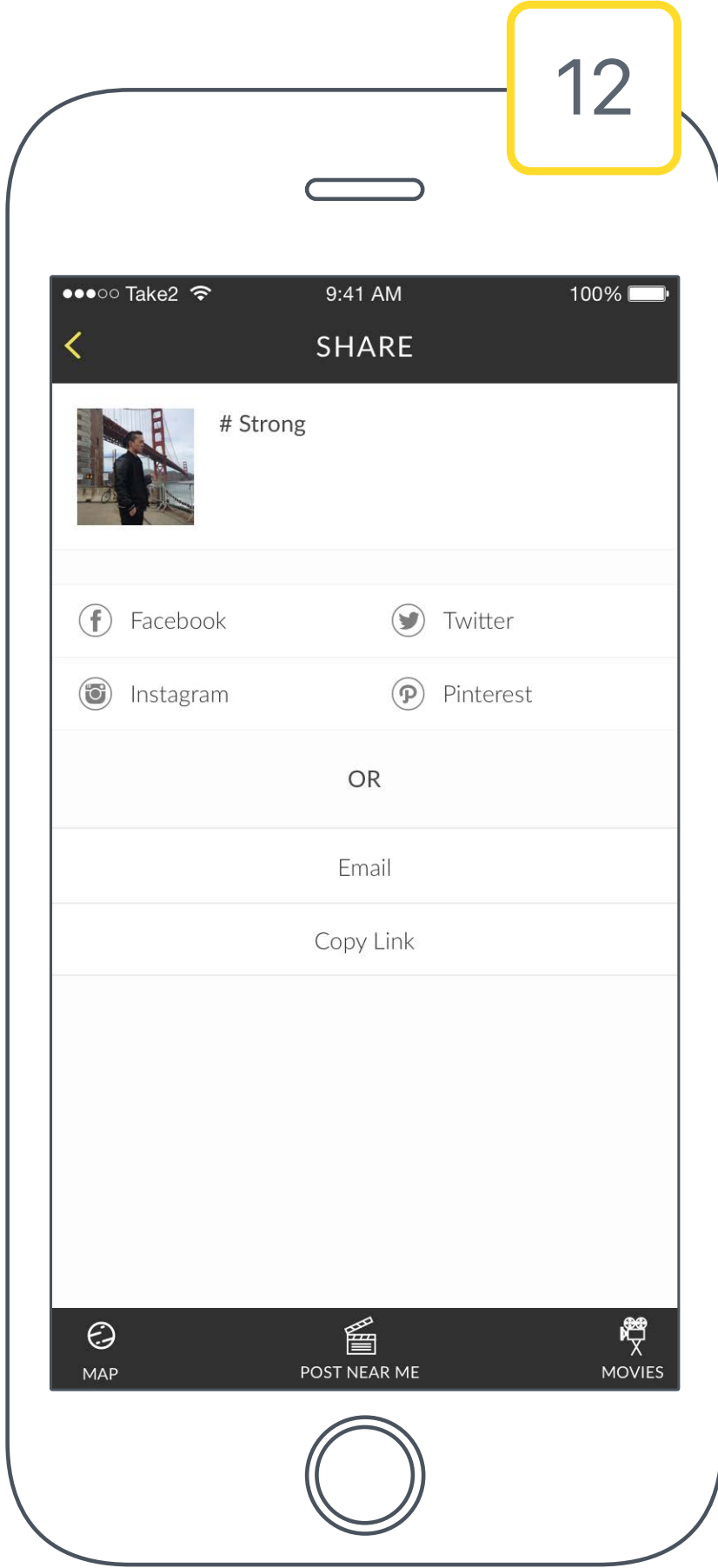
Ask fot sign up

She got notification ask her to sign up for full function



Signup

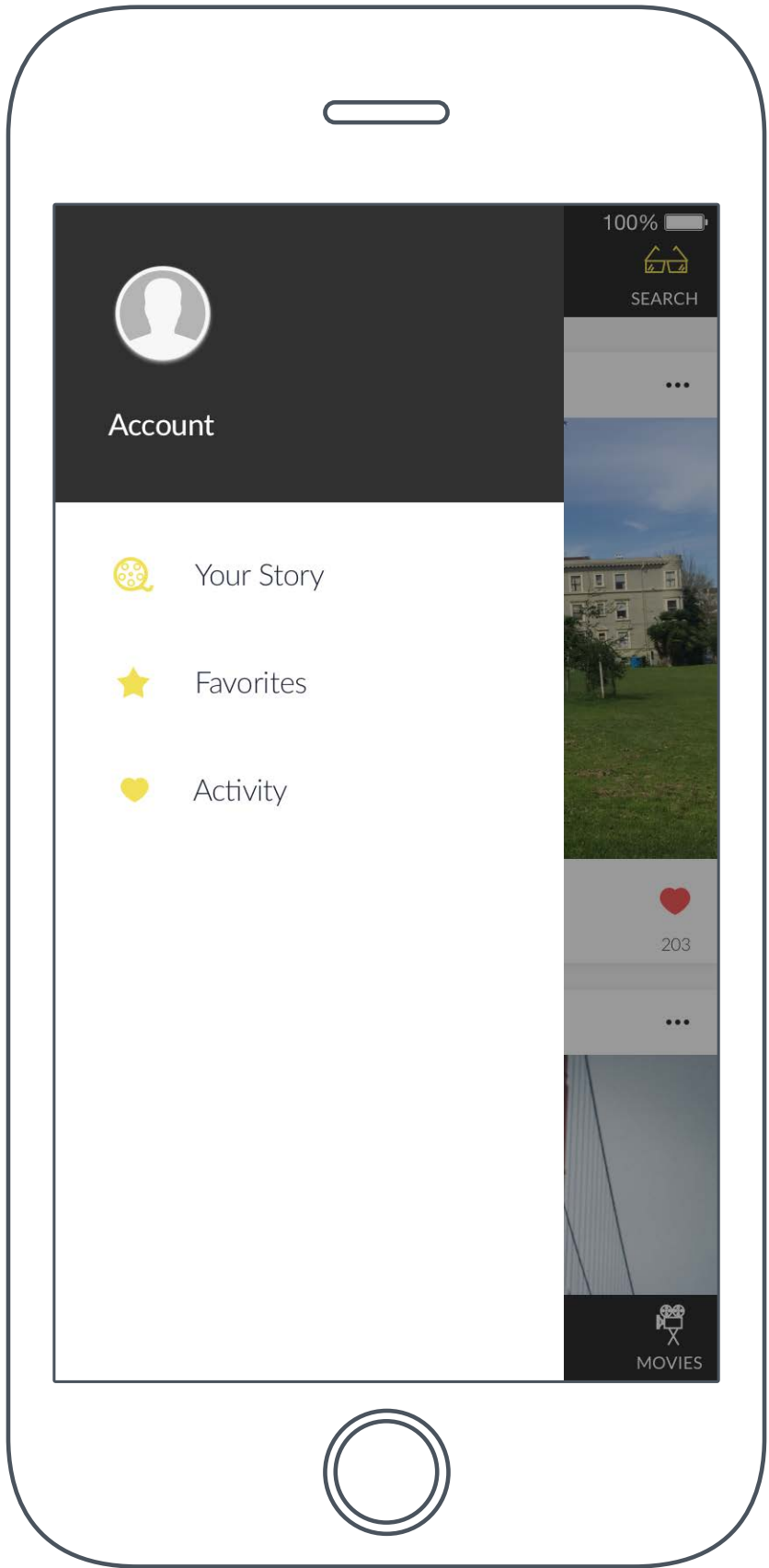
She create an account



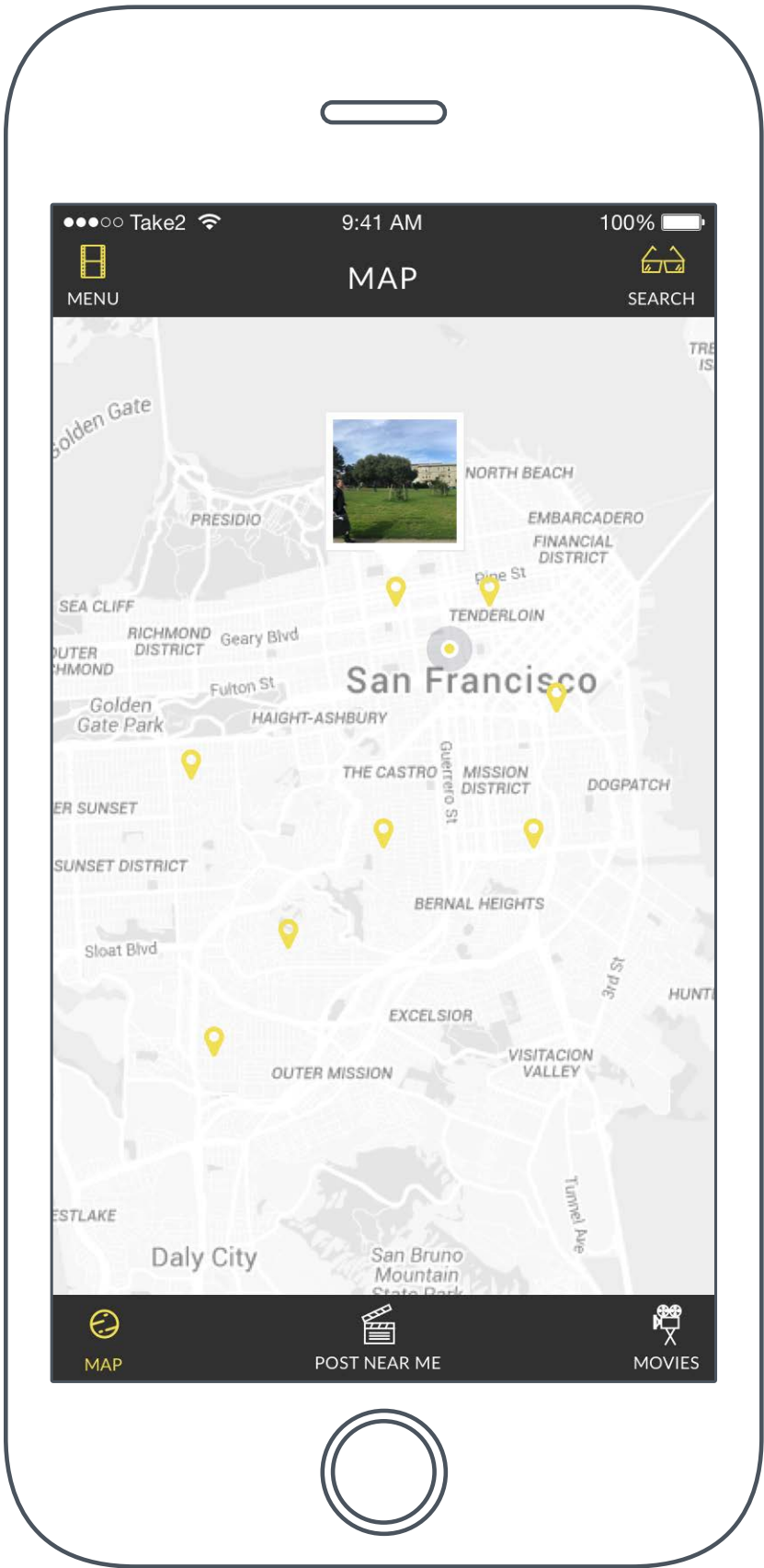
Share

She share with her friends

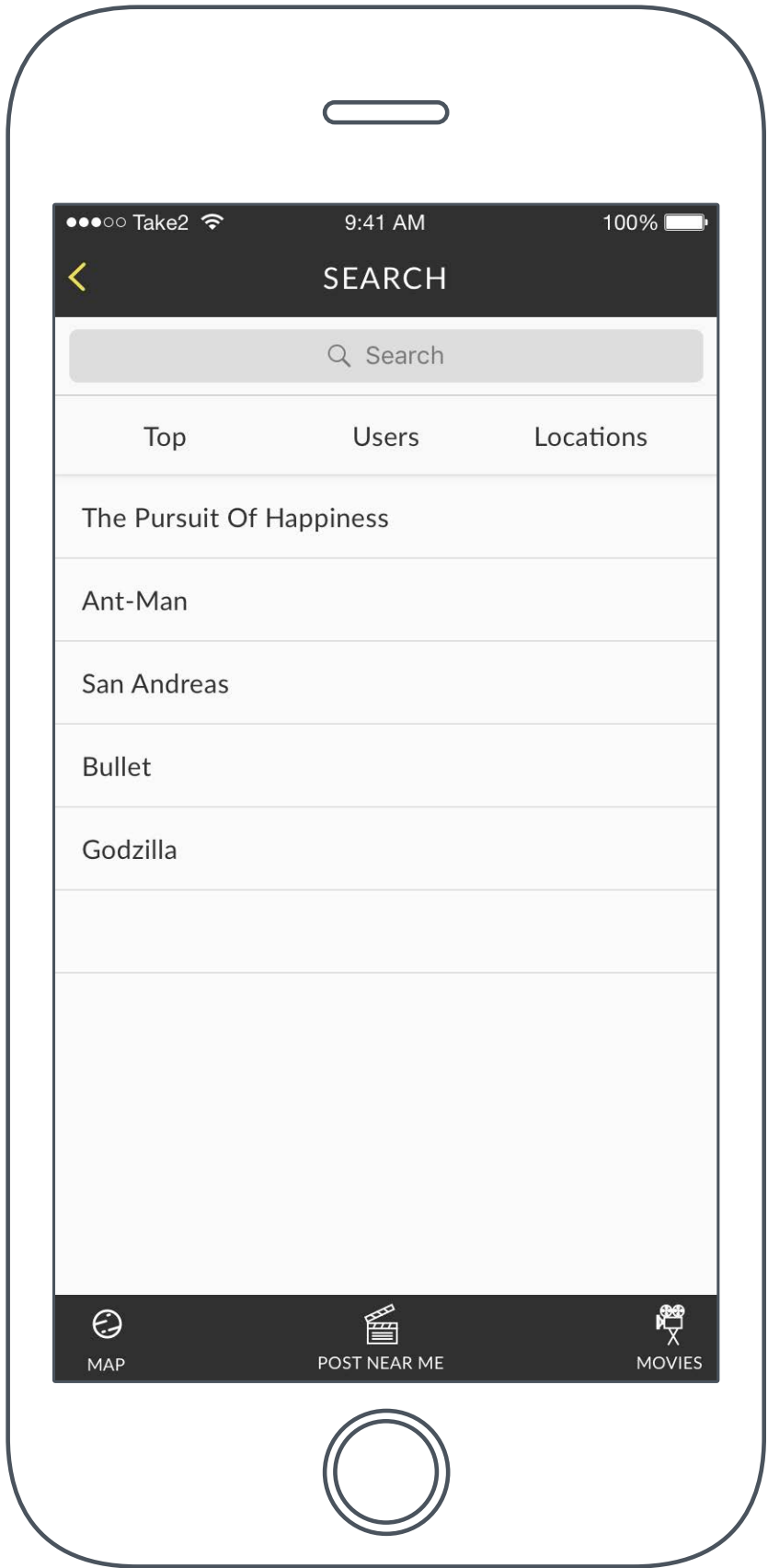
OTHER PAGES



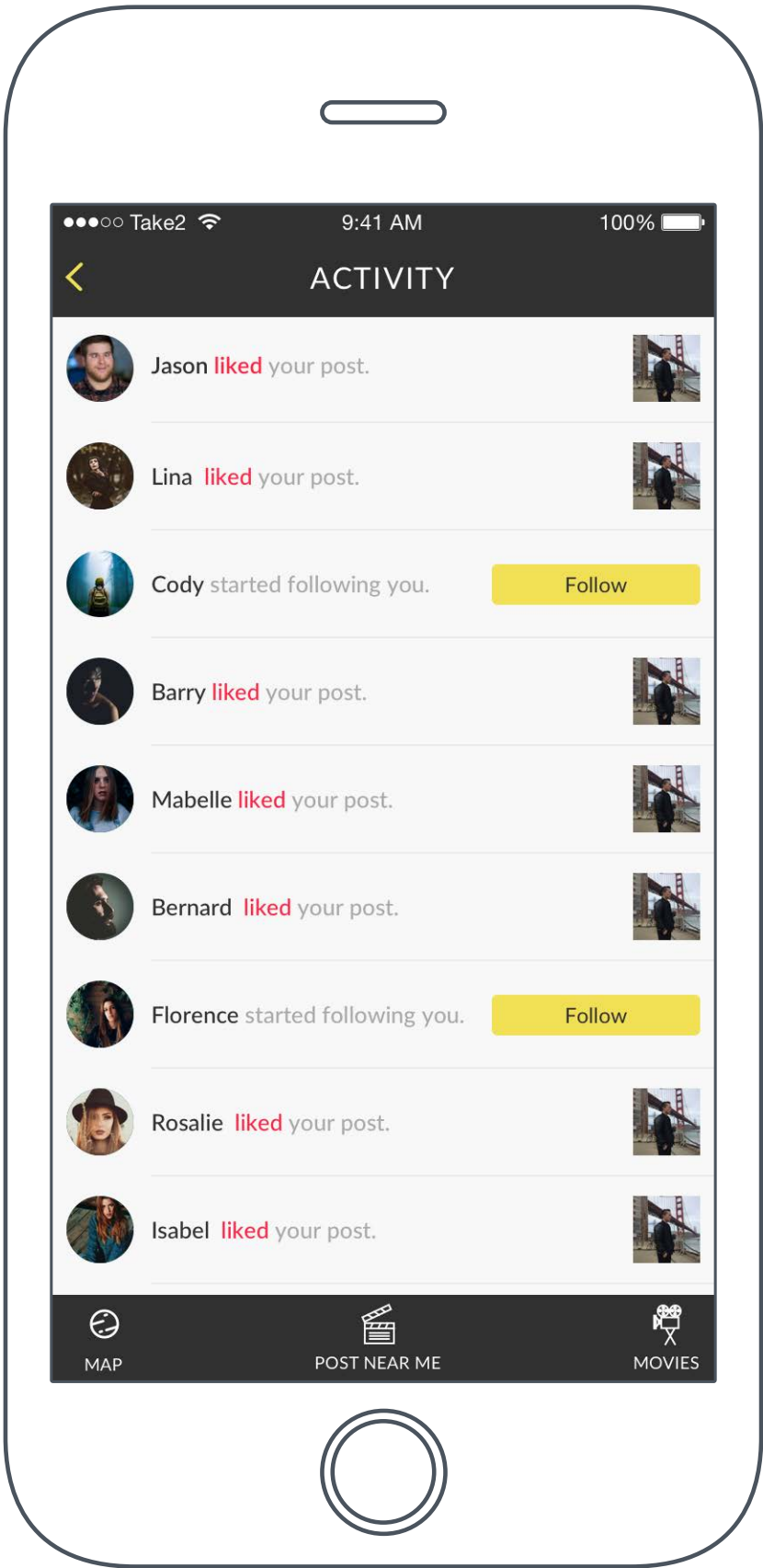
Menu



Map

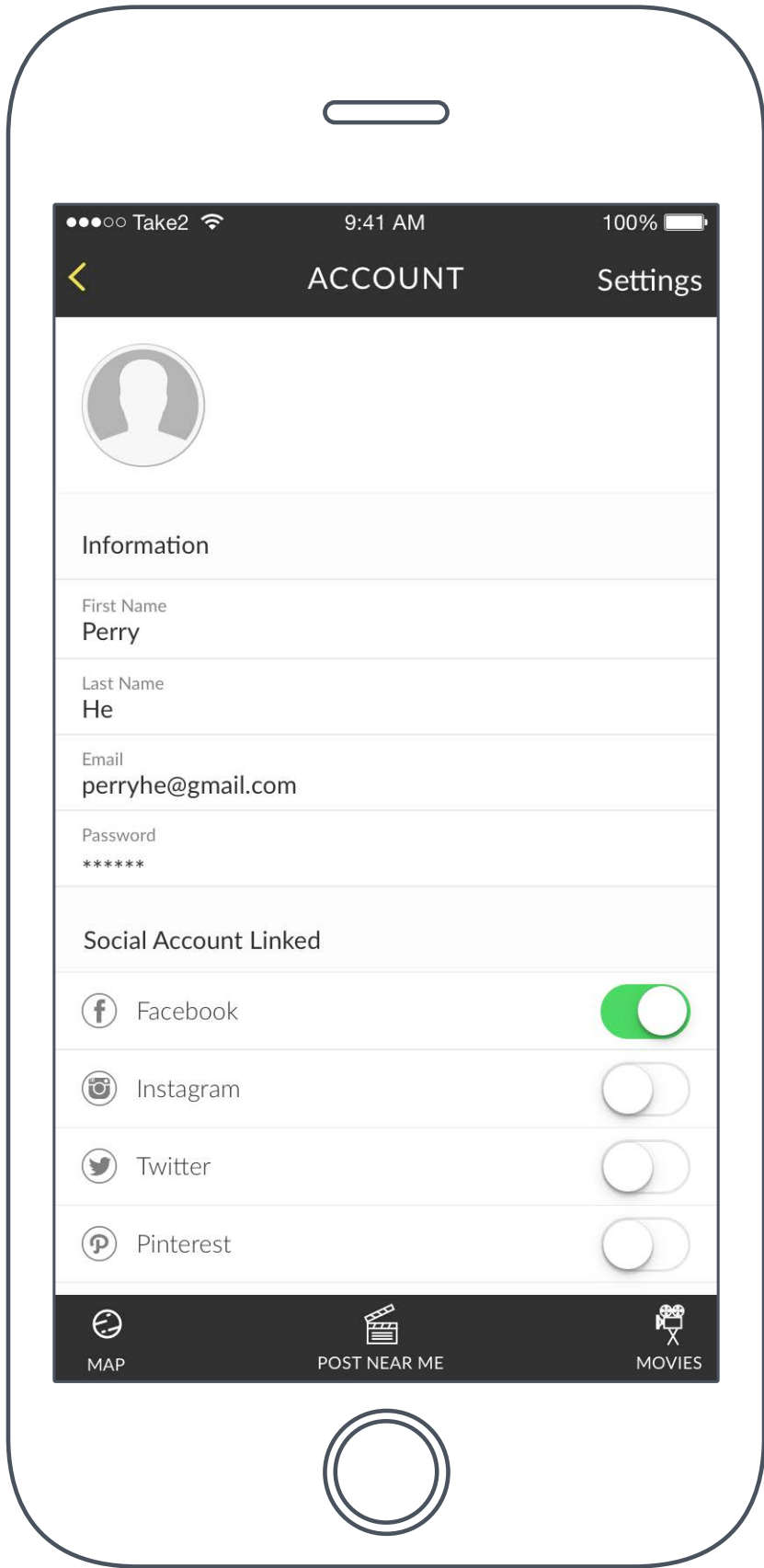


Search

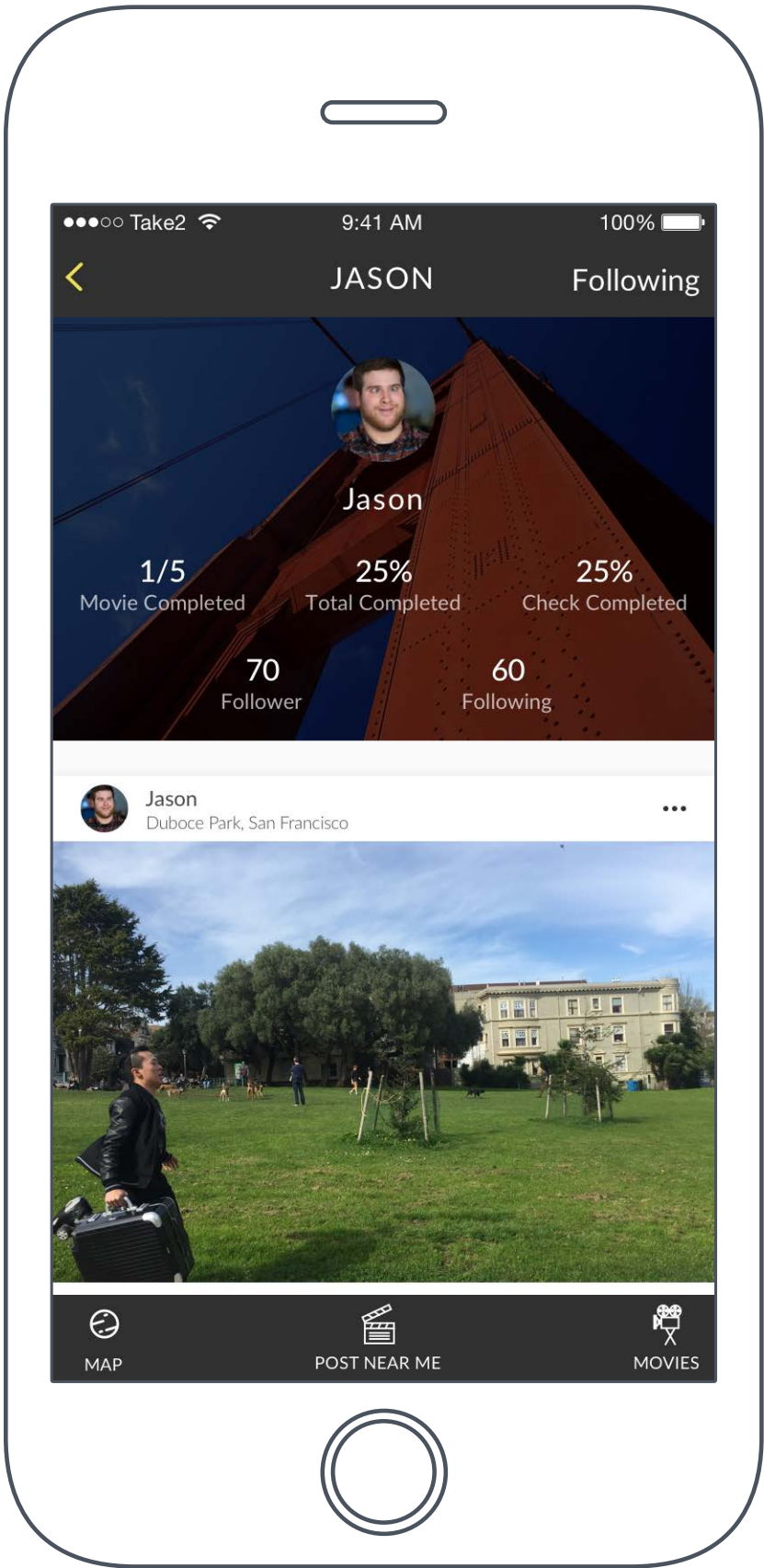


Activity

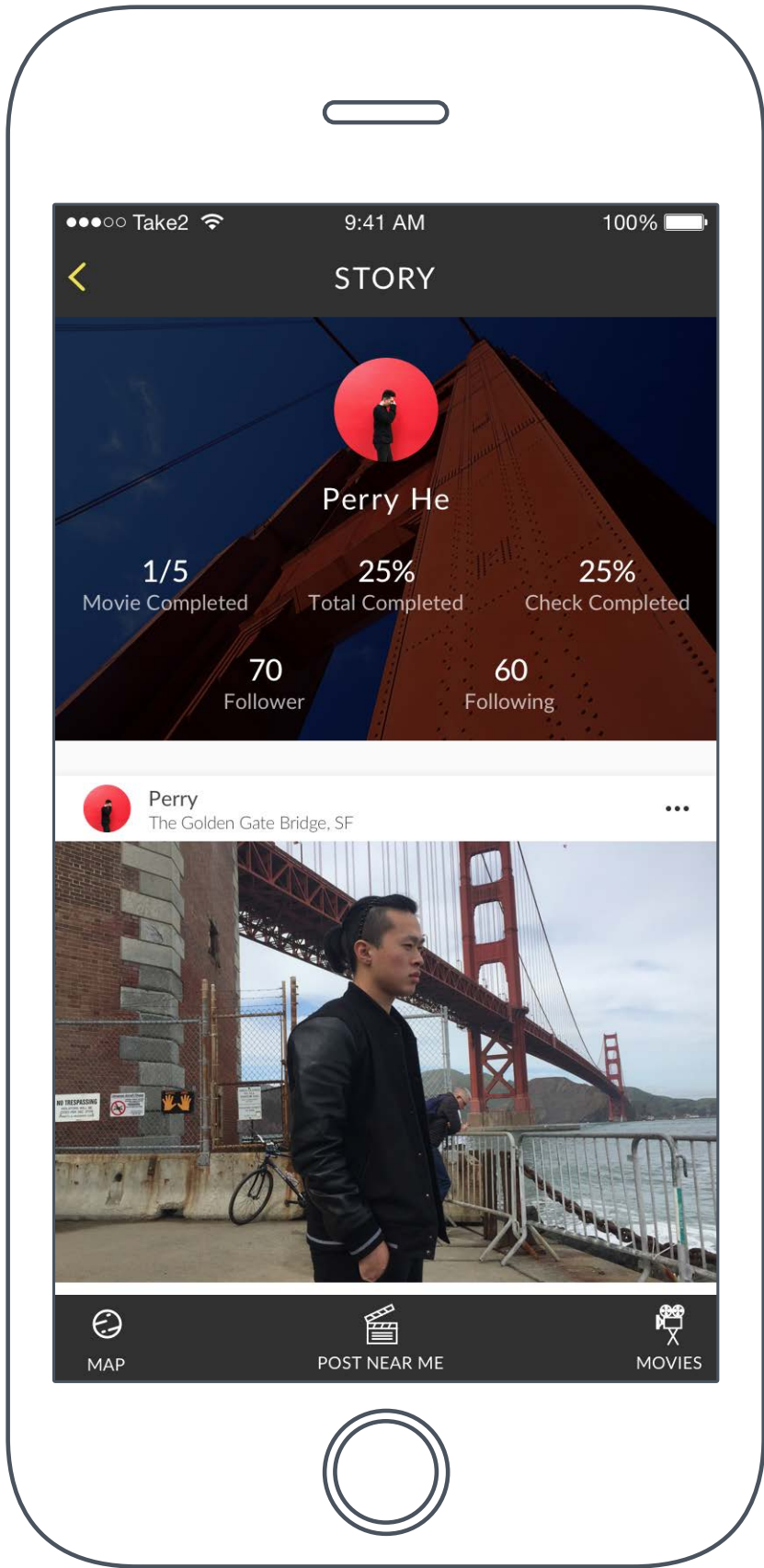
OTHER PAGES



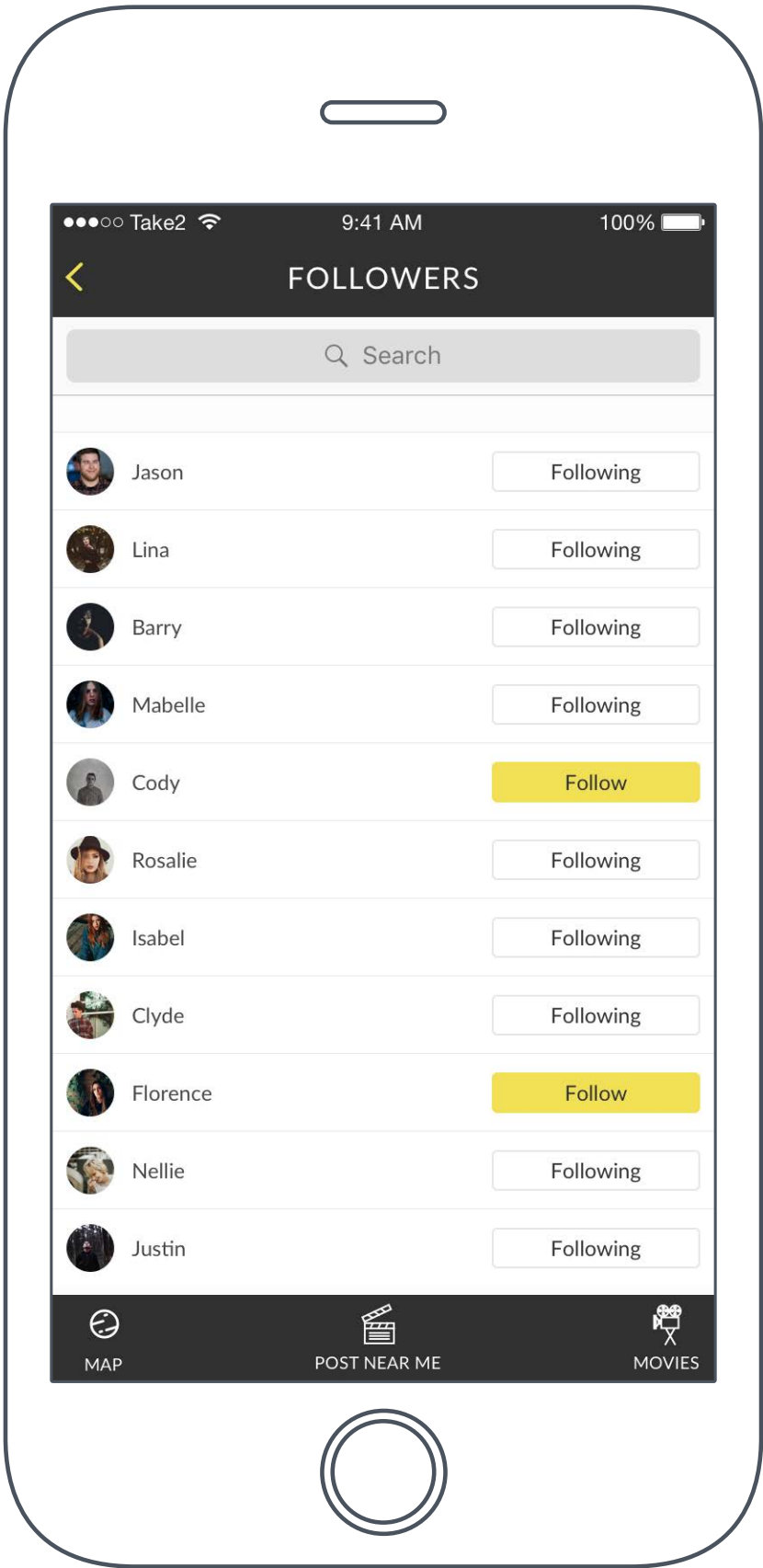
Account



User file

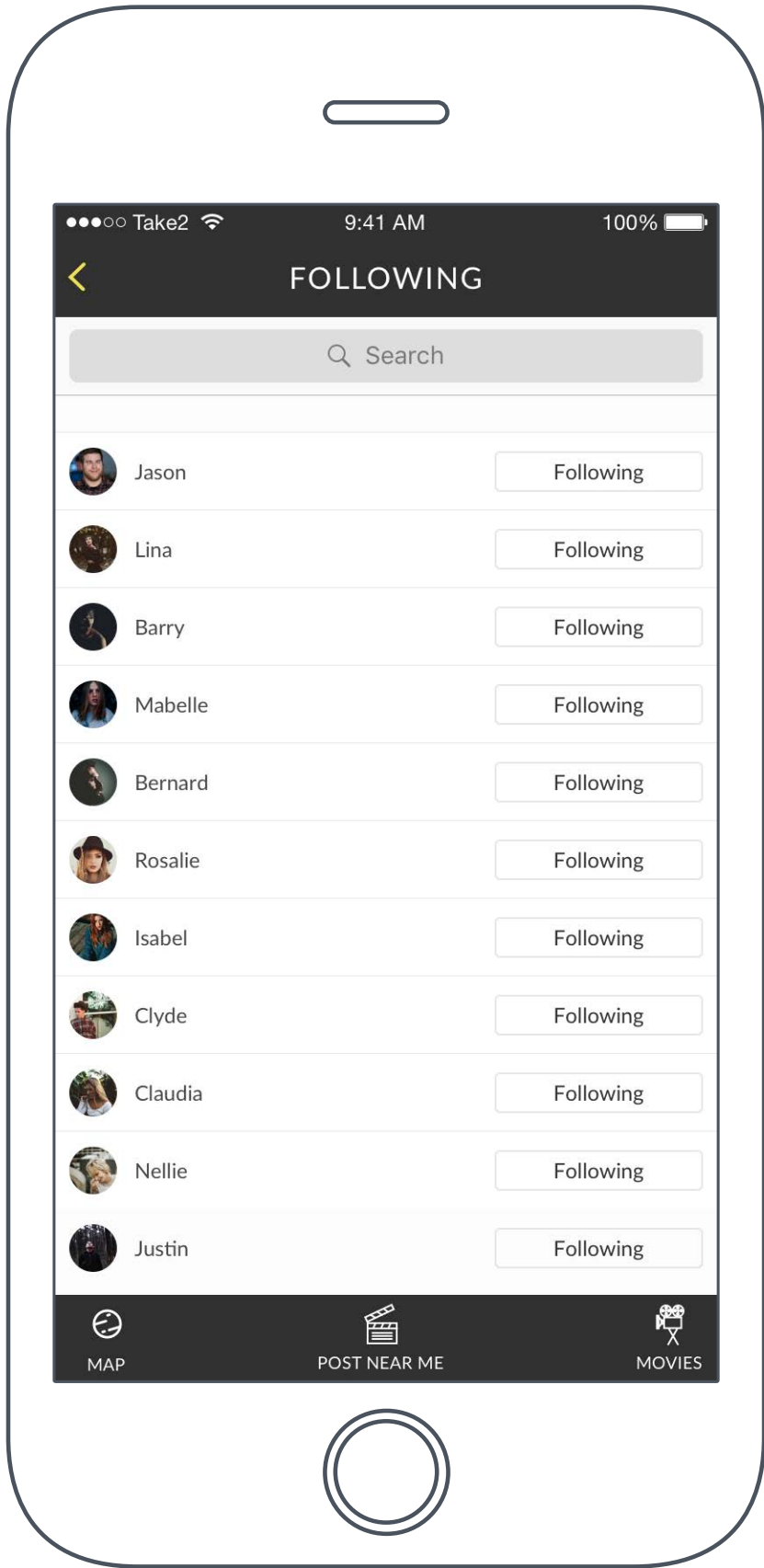


Story

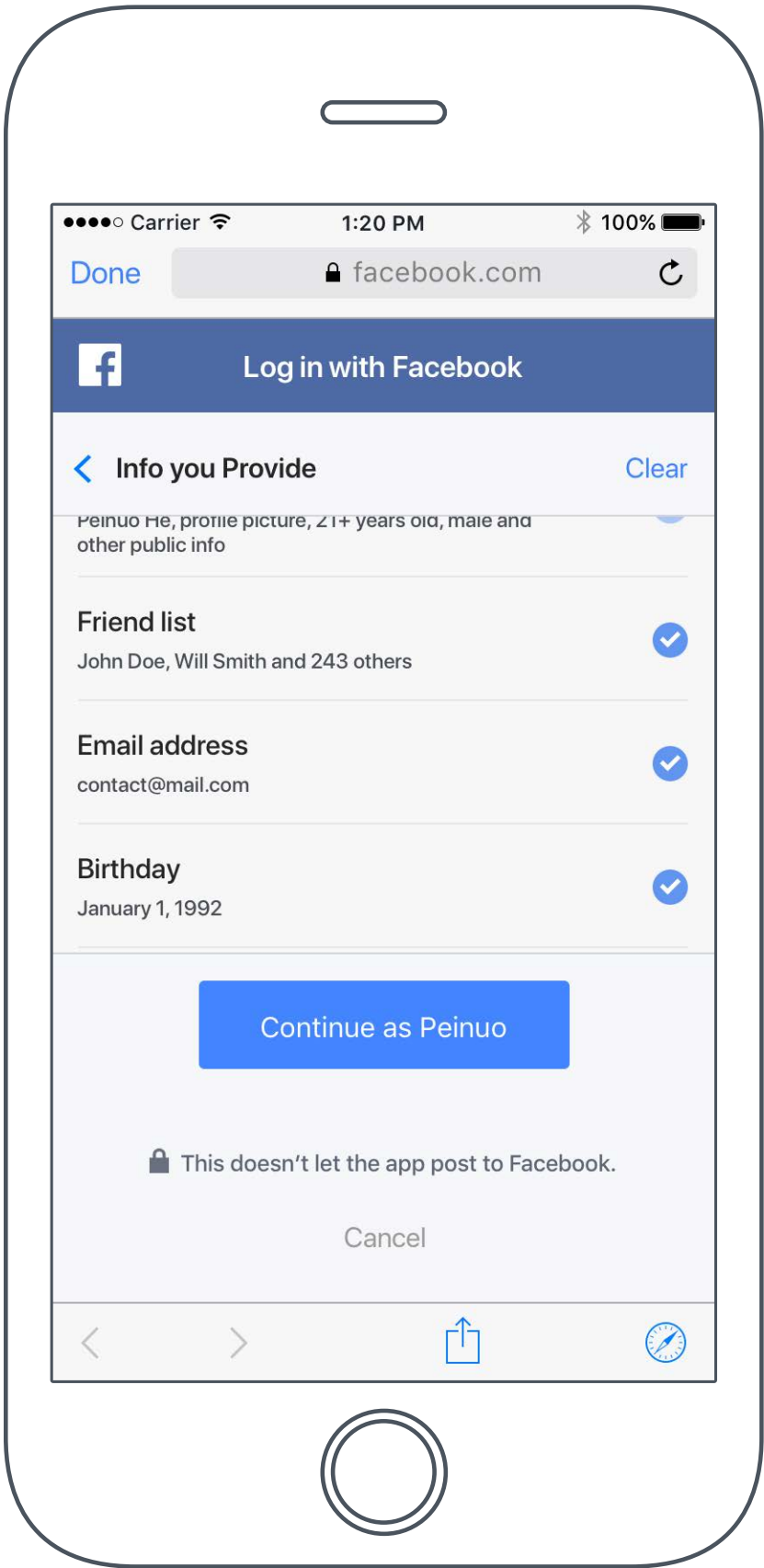


Followers

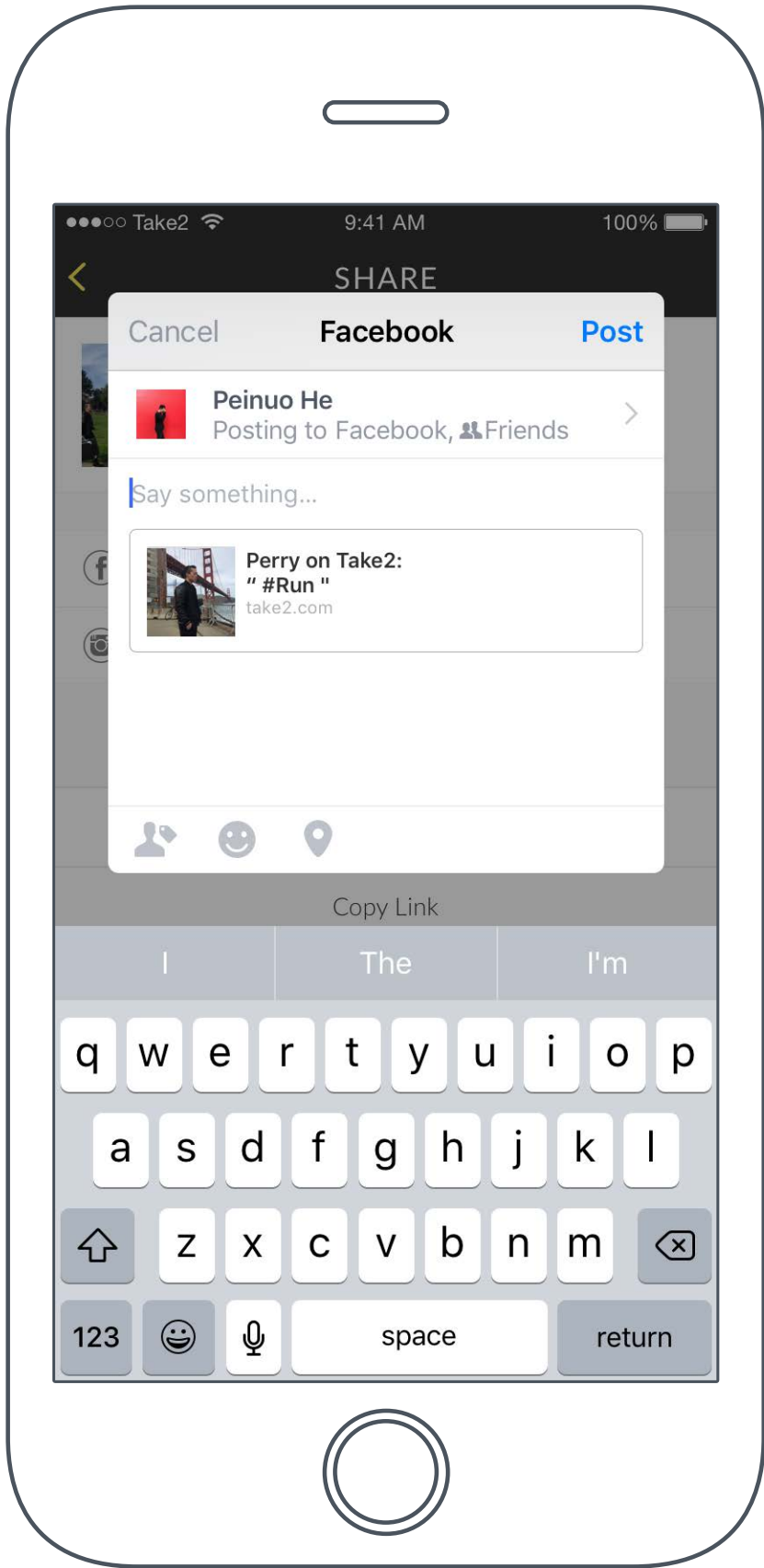
OTHER PAGES



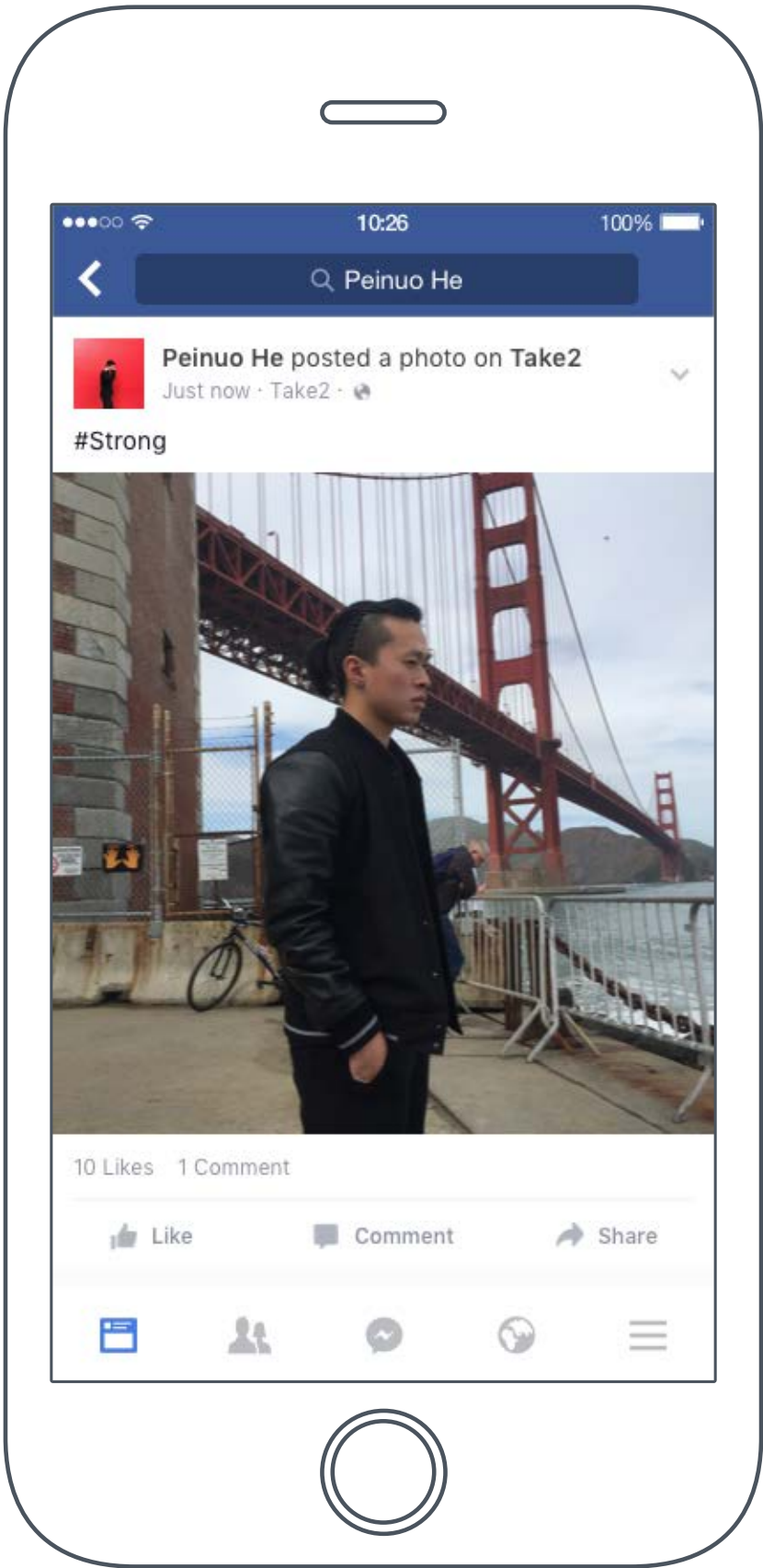
Following



Facebook-Connect



Share to Facebook



Facebook post

UX PROCESS

Target Audience

Personas

UX Testing Plan

Testing Process

Testing Participants

Wireframe Sketches

Wireframe

Test Results

TARGET AUDIENCE

PRIMARY AUDIENCE

Age: 20 - 40
Gender: Male/Female
Hobby: Movie/Travel
Lifestyle: Free/Healthy
Goal: Find movie scenes in real life/Recreate movie scenes

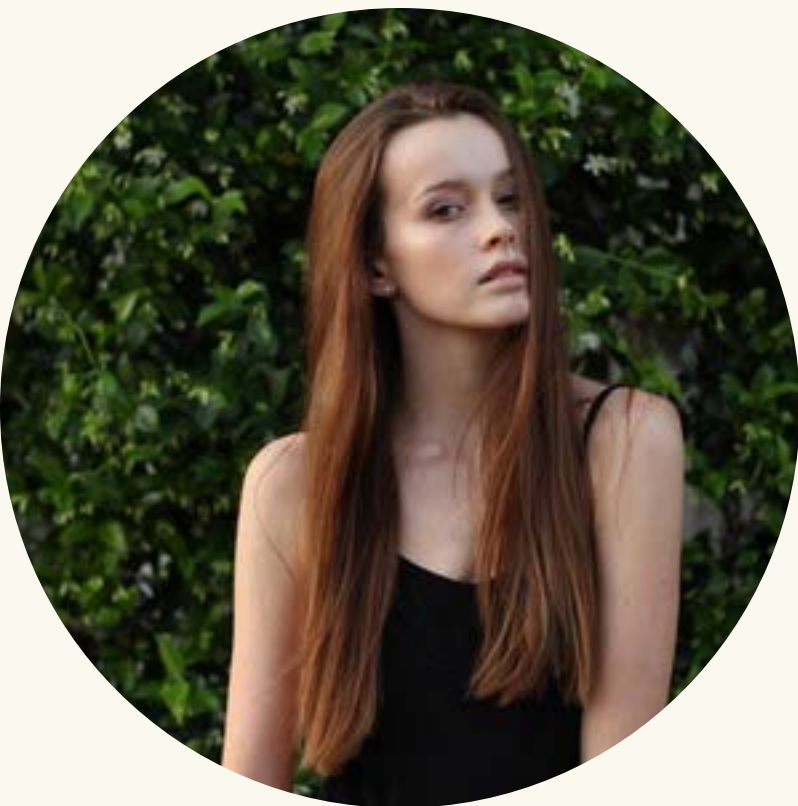
The primary target audience of Take2 are people who really like movies, and are true movie fans. They are willing to spend time on movies; they would like to discover anything about movies. Some movie fans would want to find movie scenes in real life. They want to know the movie location, but they don't where to find them.



SECONDARY AUDIENCE

Age: 20 - 40
Gender: Male/Female
Hobby: Travel
Lifestyle: Free/Healthy
Goal: Find visited city's movie scenes in real life/relax

The secondary target audience would be people who travel to San Francisco and want to visit interesting places. When people travel to SF, they want to visit some interest place, movie scenes are a good way to let them know SF.



PERSONA 1

Hunter Morton

Age: 28

Locations: San Francisco, California

Education: Graduate

Occupation: Student

Habit:

- Watch movies everyday
- Enjoy having movies in his life

Life Style:

- Likes watch movies
- Student knowledge about movies
- Working on making films

Needs & Goals:

- Local movie information
- Movie location information
- Recreate scenes

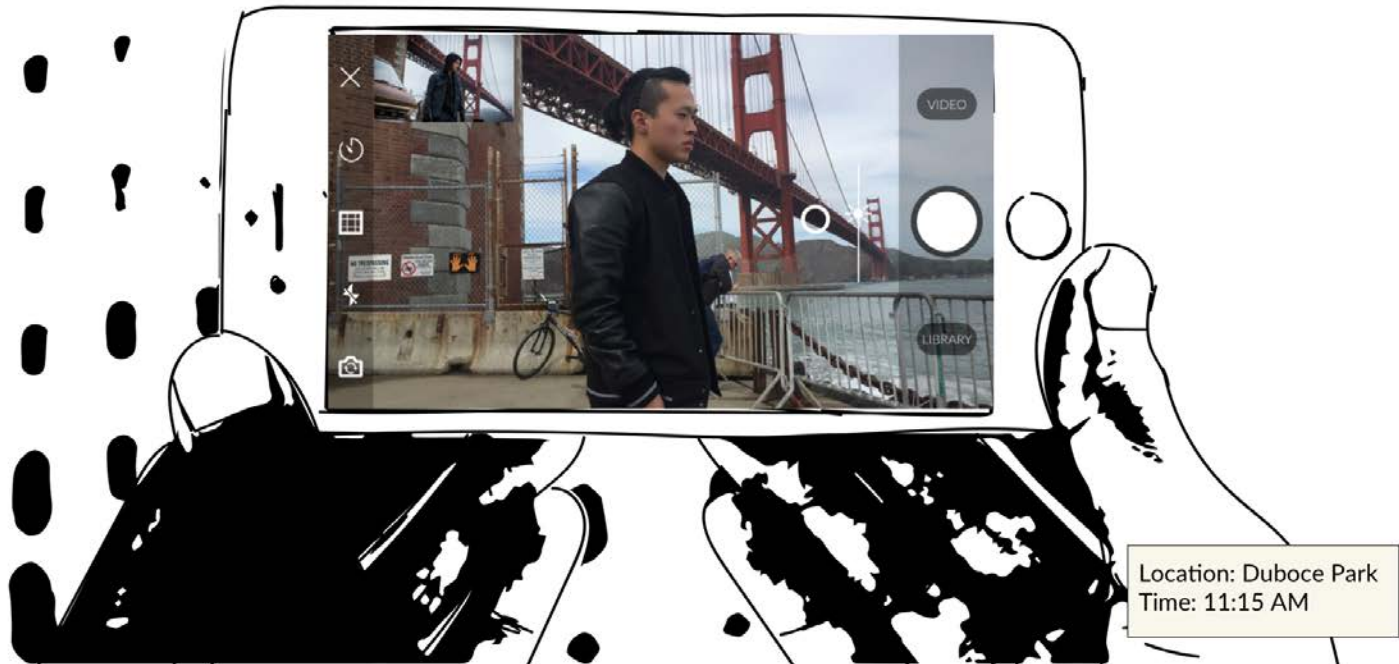
Hunter is 28 and a student working on an MFA in Motion Pictures & Television. He is a movie lovers and because he loves movies, he decided to study something about movies. He loves to spend time on movies and discover anything about them. He thinks it was very interesting. As a movie lover, he watched thousands of movie. He is very curious about movie scenes, so he wants to find those movie scenes, but he doesn't know those places.



PROOF OF CONCEPT

TASK 1 STORYBOARD

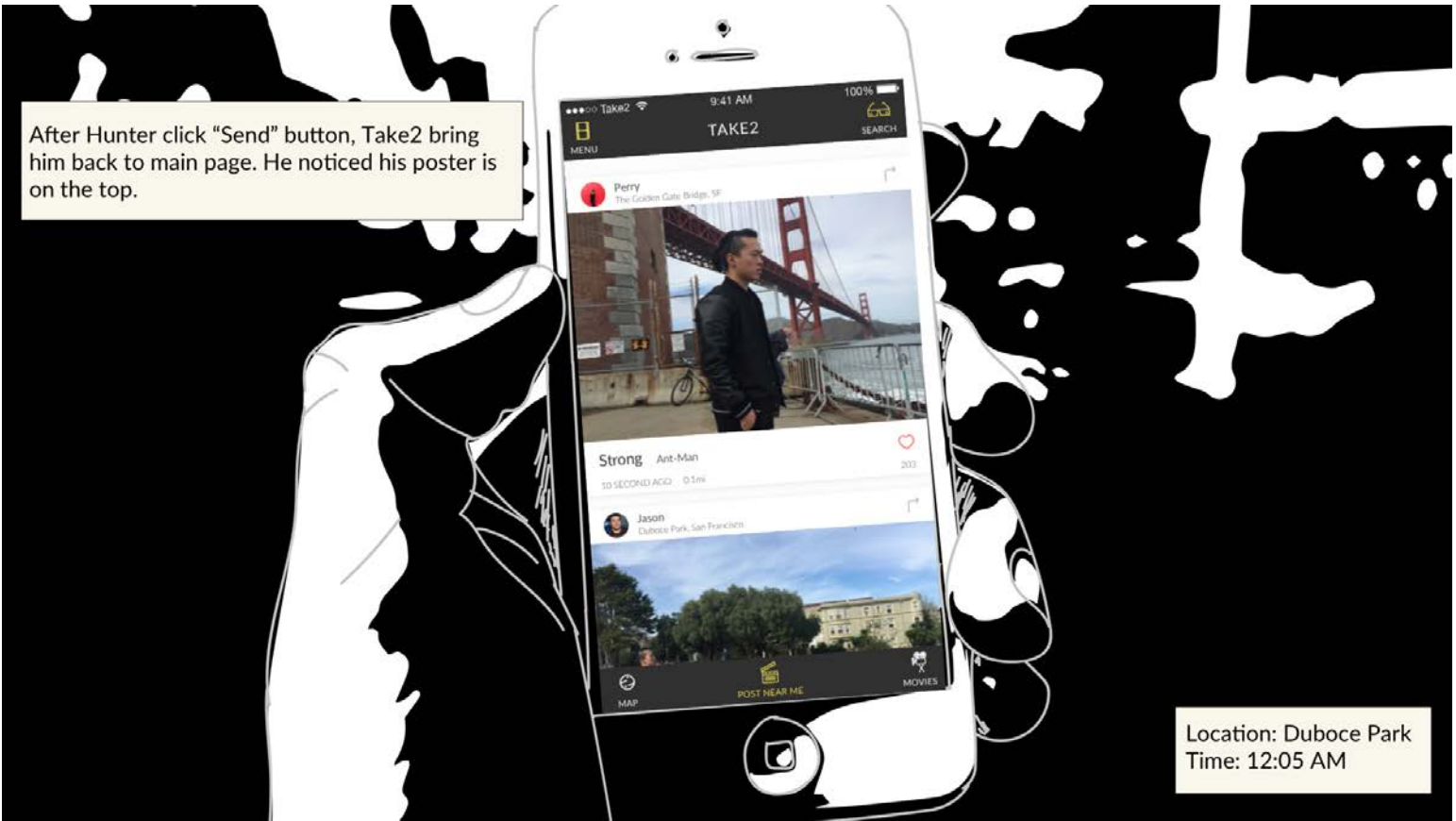
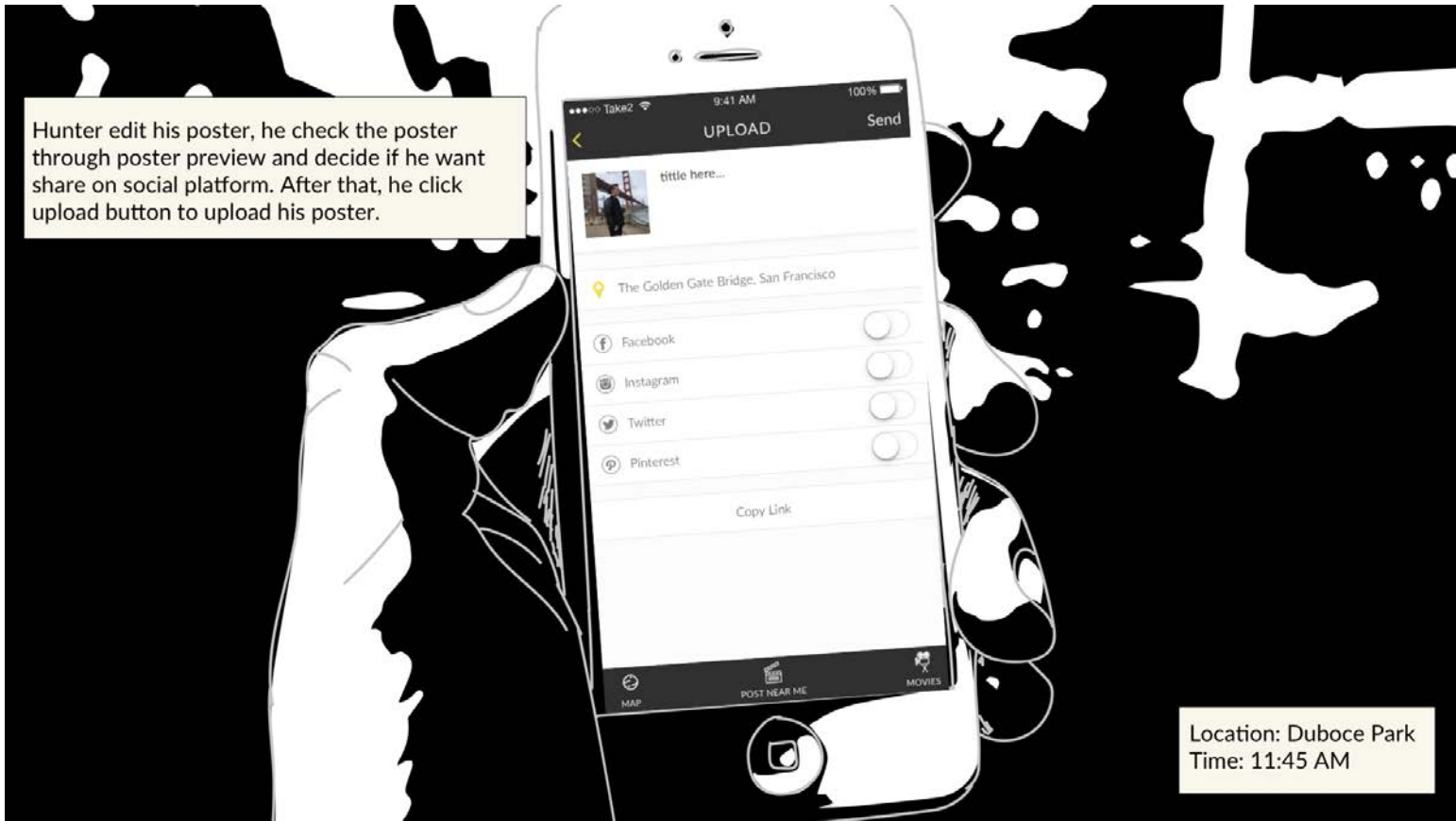
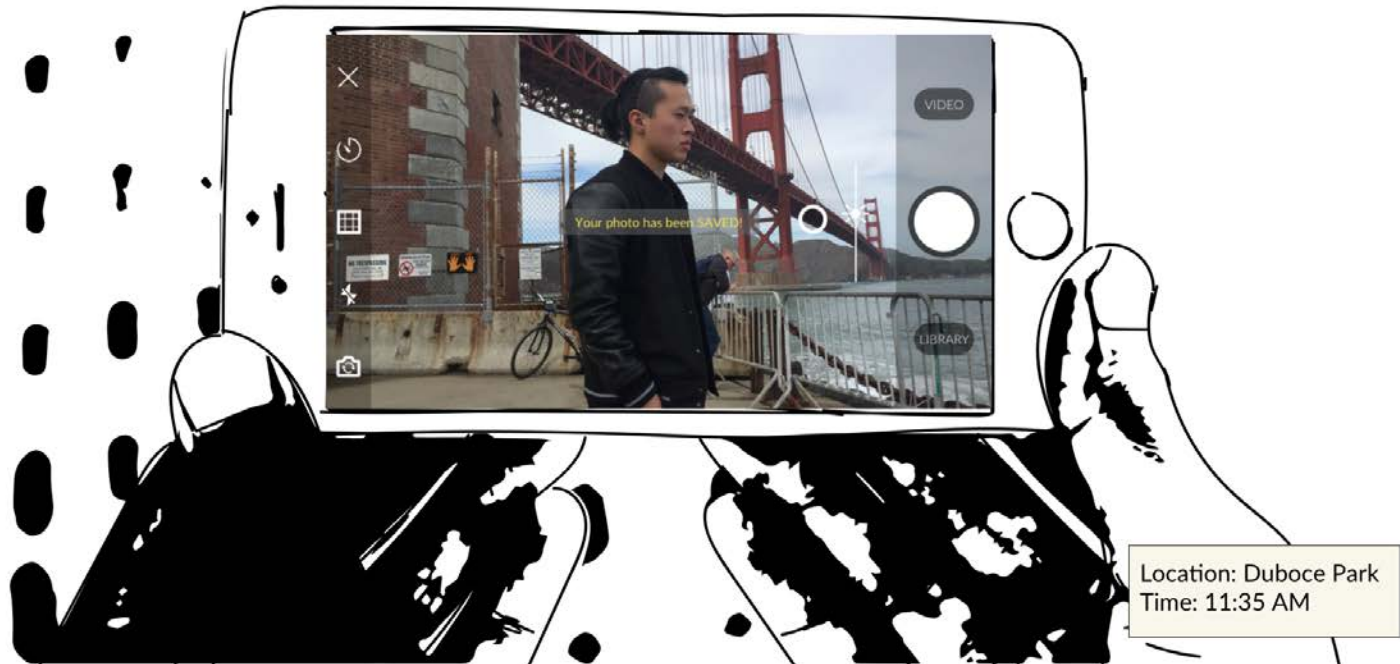
Hunter try to recreate the movie scene under Take2's help. He into the camera page and adjust the overlay layer.



Hunter adjust the overlay layer to full screen. He ask Micheal to help him recreate movie scene.



Hunter finished recreate movie scene under Take2 and Micheal' help. He got notification.



PERSONA 2

Abbie Boyd

Age: 31

Locations: Seattle, WA

Education: Graduate

Occupation: Office worker, full schedule

Habit:

- Likes to travel a lot
- Discover different city
- Finding the beautiful things in life

Life Style:

- Busy with meetings and work
- Taking care of her family
- Likes traveling very much
- Schedule travel plan

Needs & Goals:

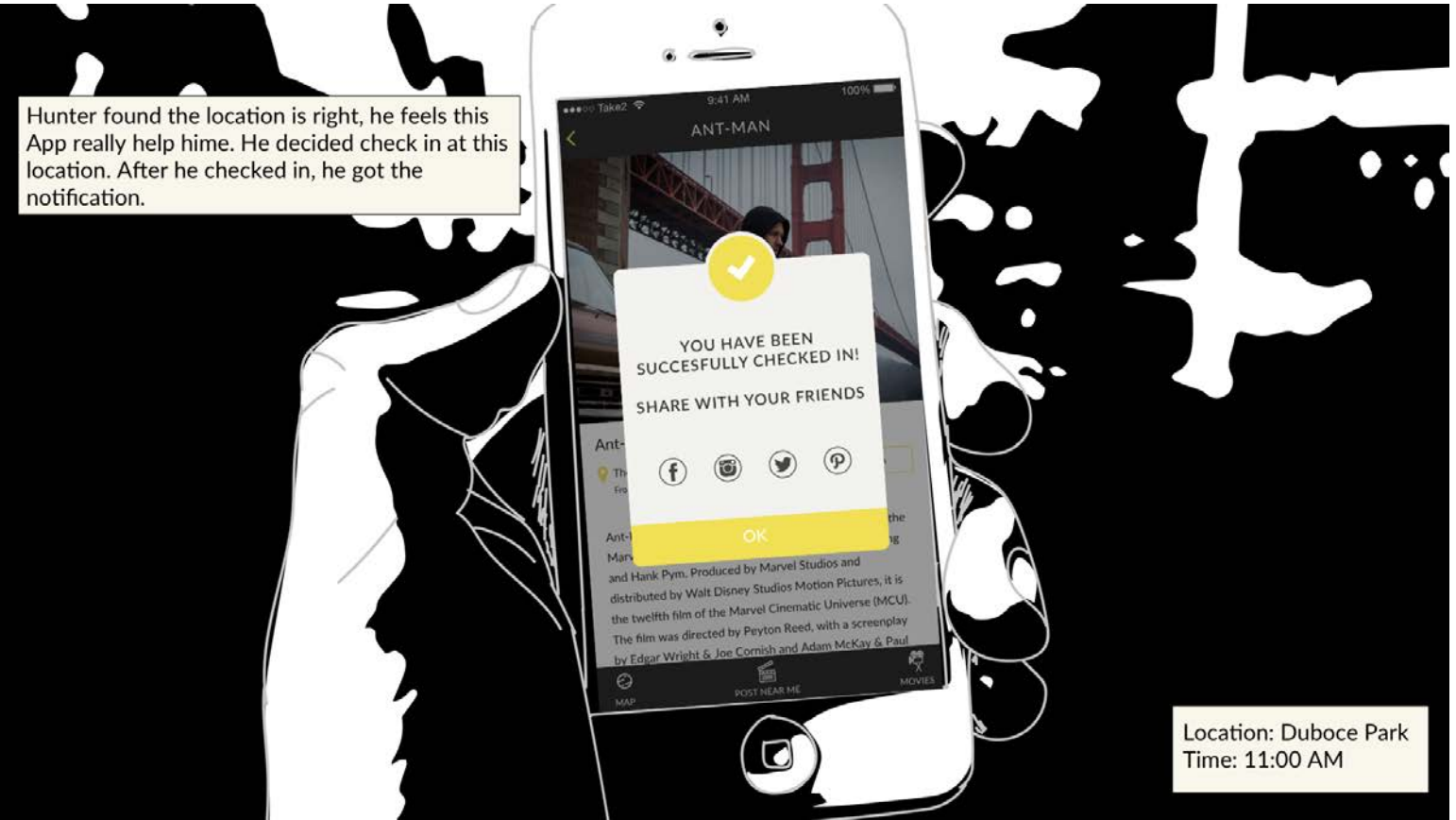
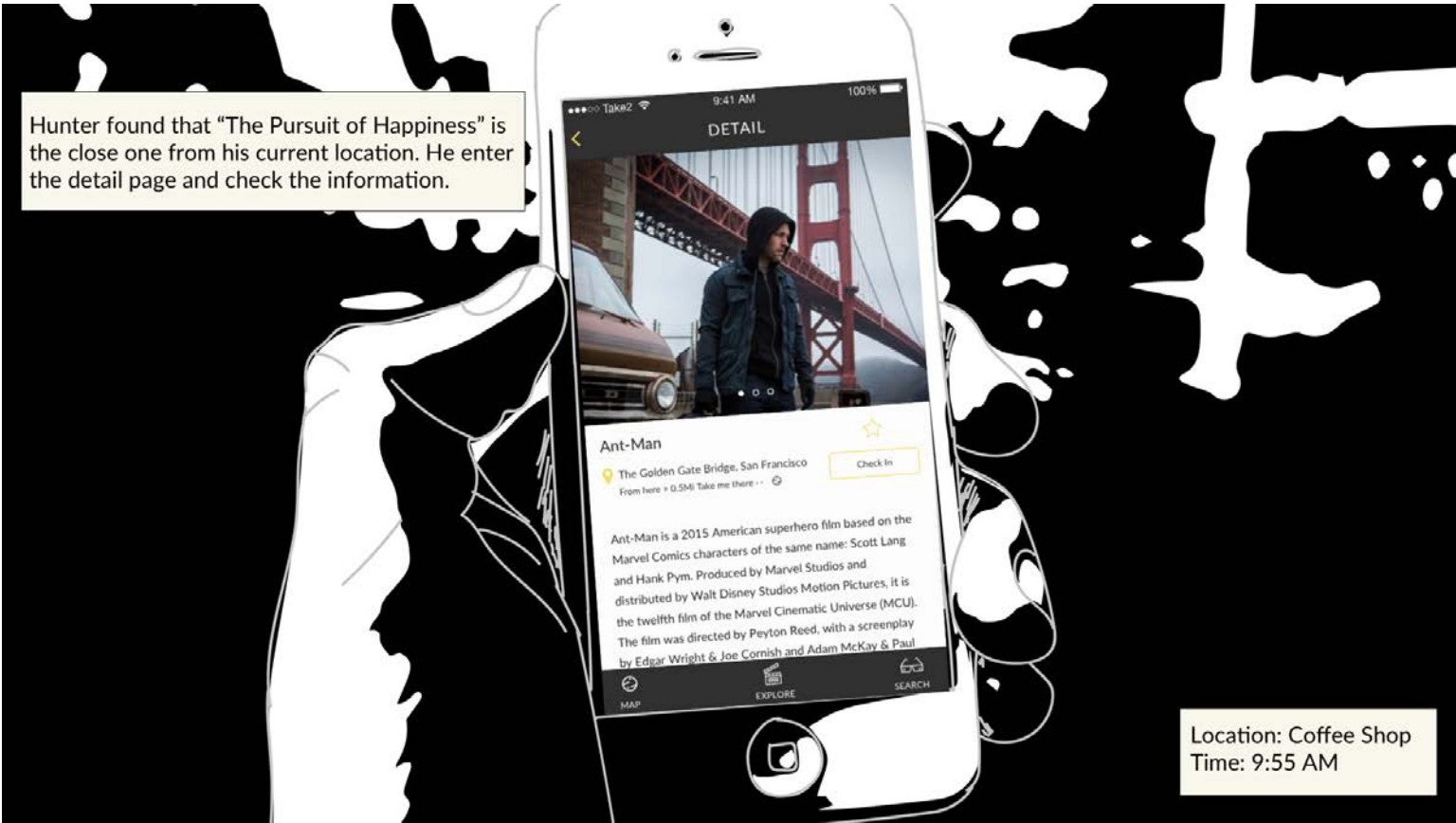
- Local interesting information
- Movie location information
- Share with friends

Abbie is a full-time product manager in a design company. Her job is busy and stressful, so she loves to spend time to go travel when she is free. Abbie is a travel lover, she loves to discover new cities, but she is getting tired of normal city tours. She would love to have a new way to discover the city.



PROOF OF CONCEPT

TASK 2 STORYBOARD



PERSONA 3

Christina Lee

Age: 24

Locations: San Francisco, California

Education: Graduate

Occupation: Student

Habit:

- Discover new things
- Trevel around the city
- Watch movies

Life Style:

- Working on her design work
- Hang out with her friends
- Discover the city

Needs & Goals:

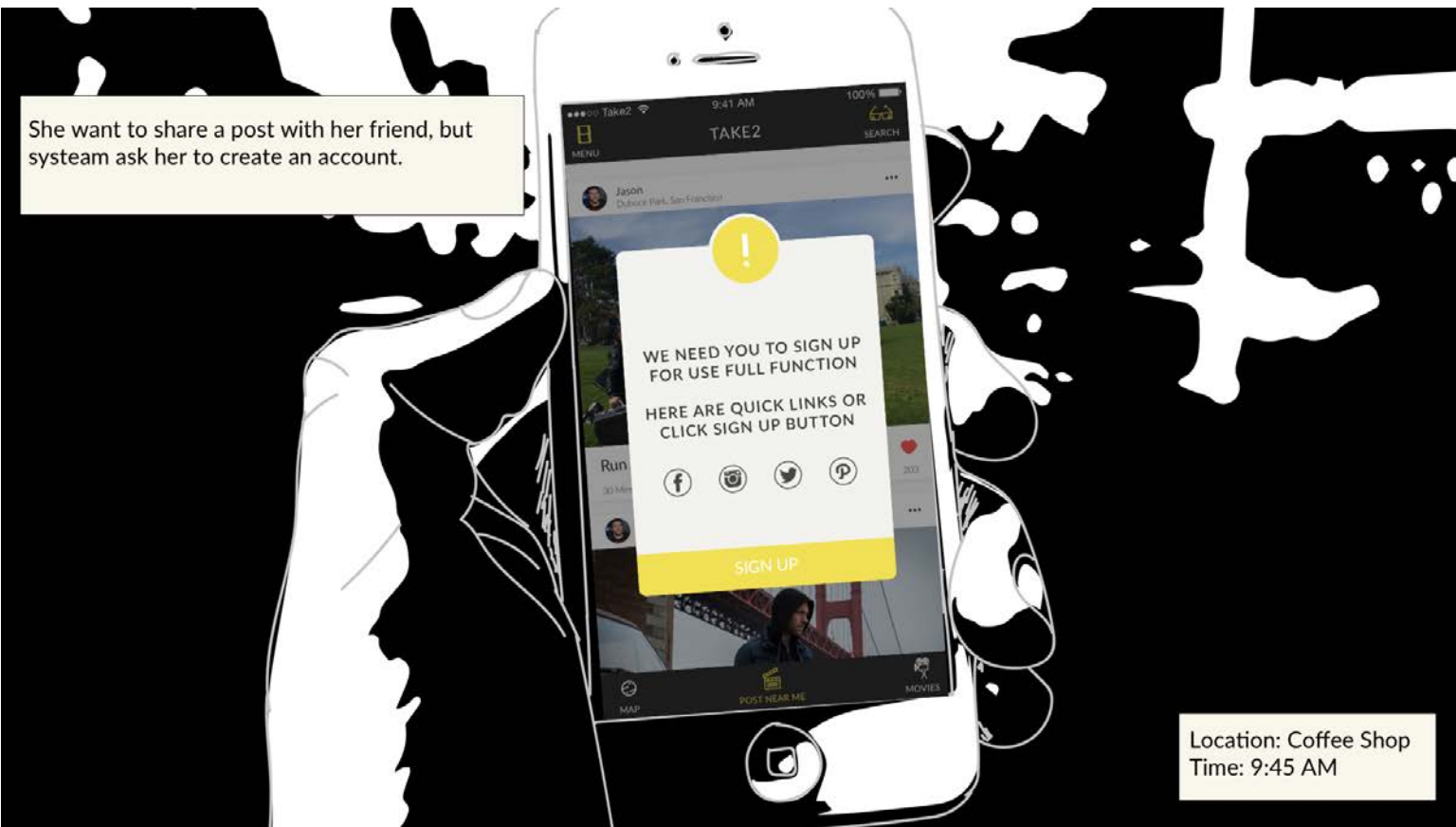
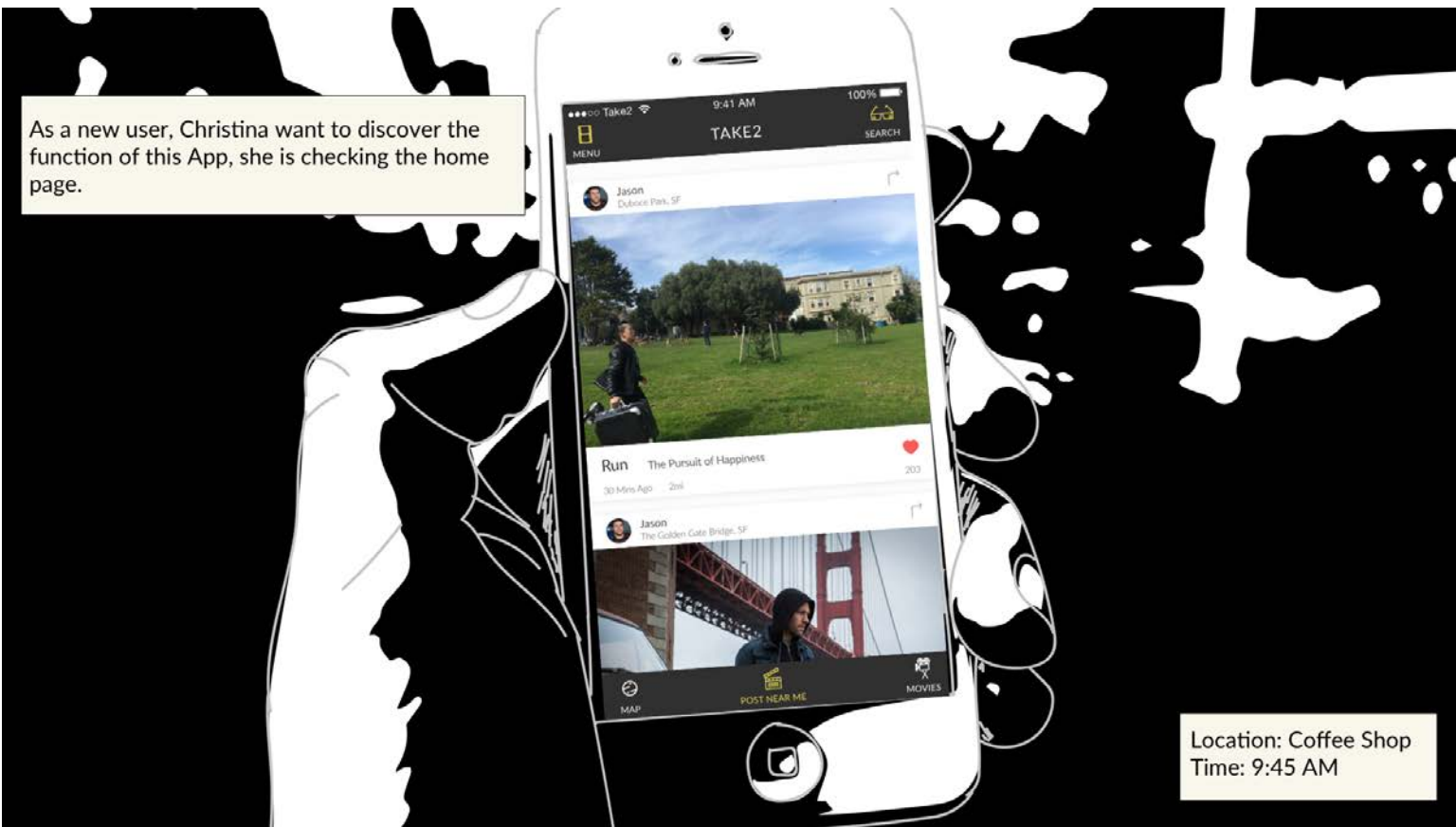
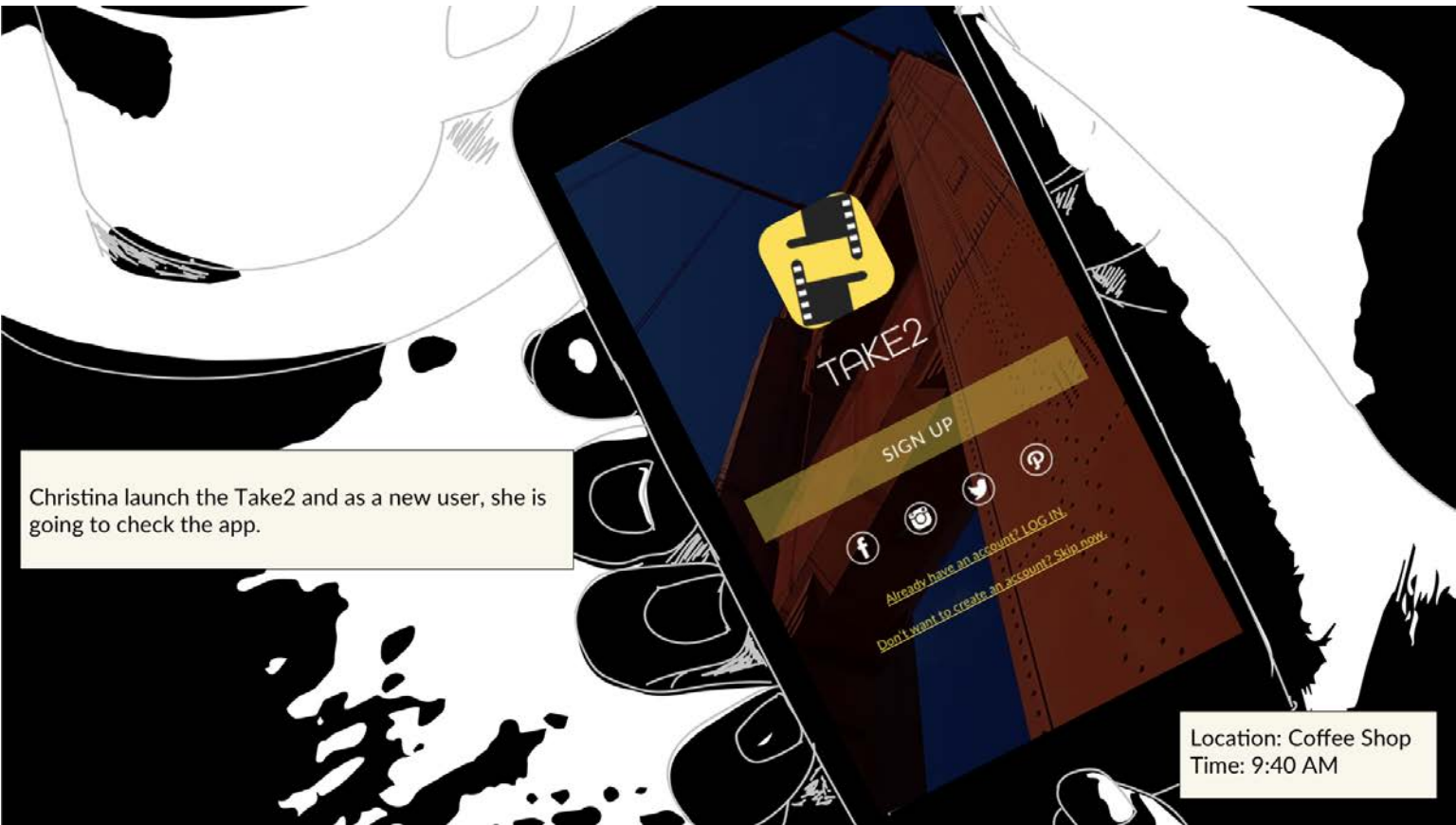
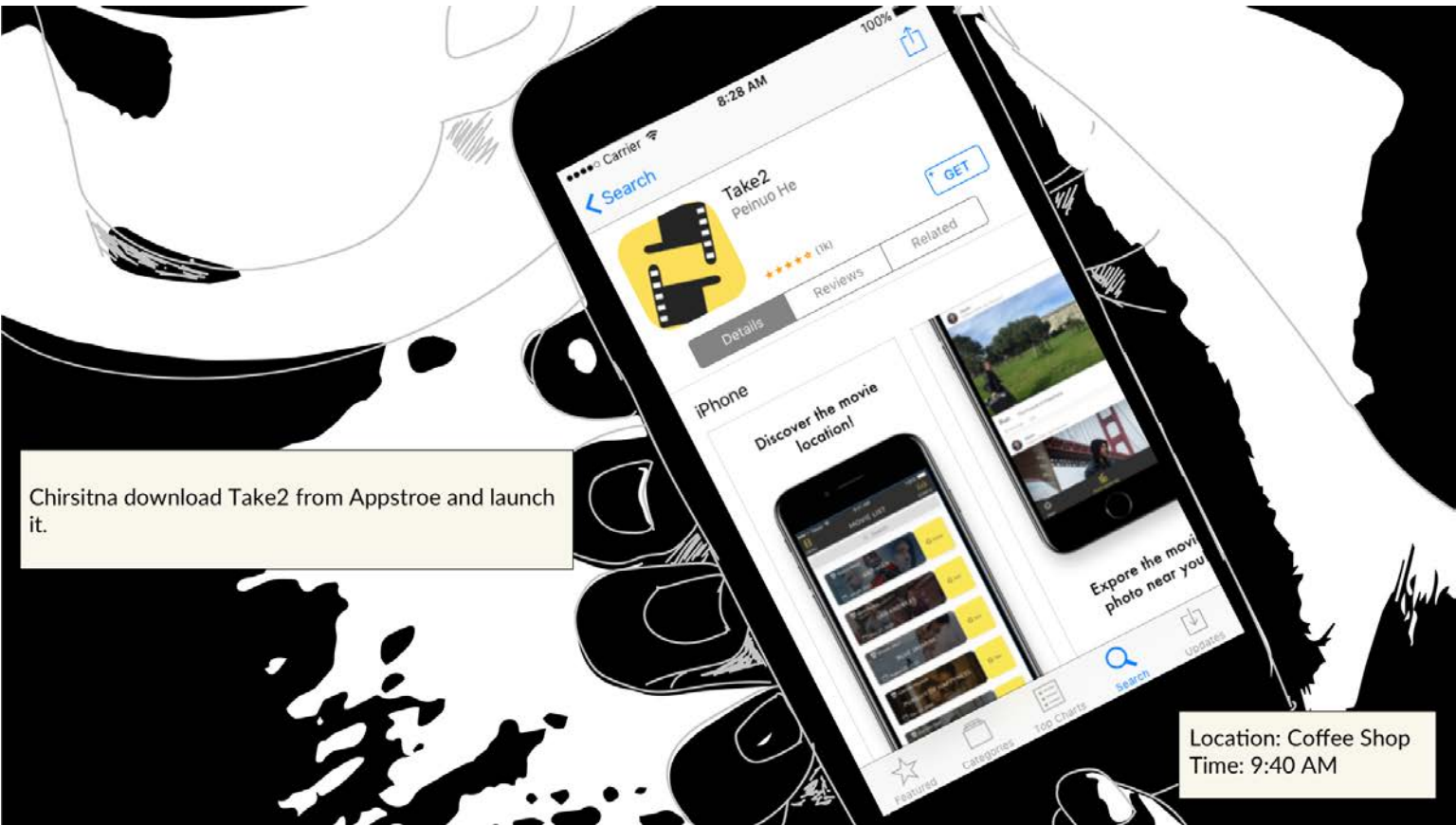
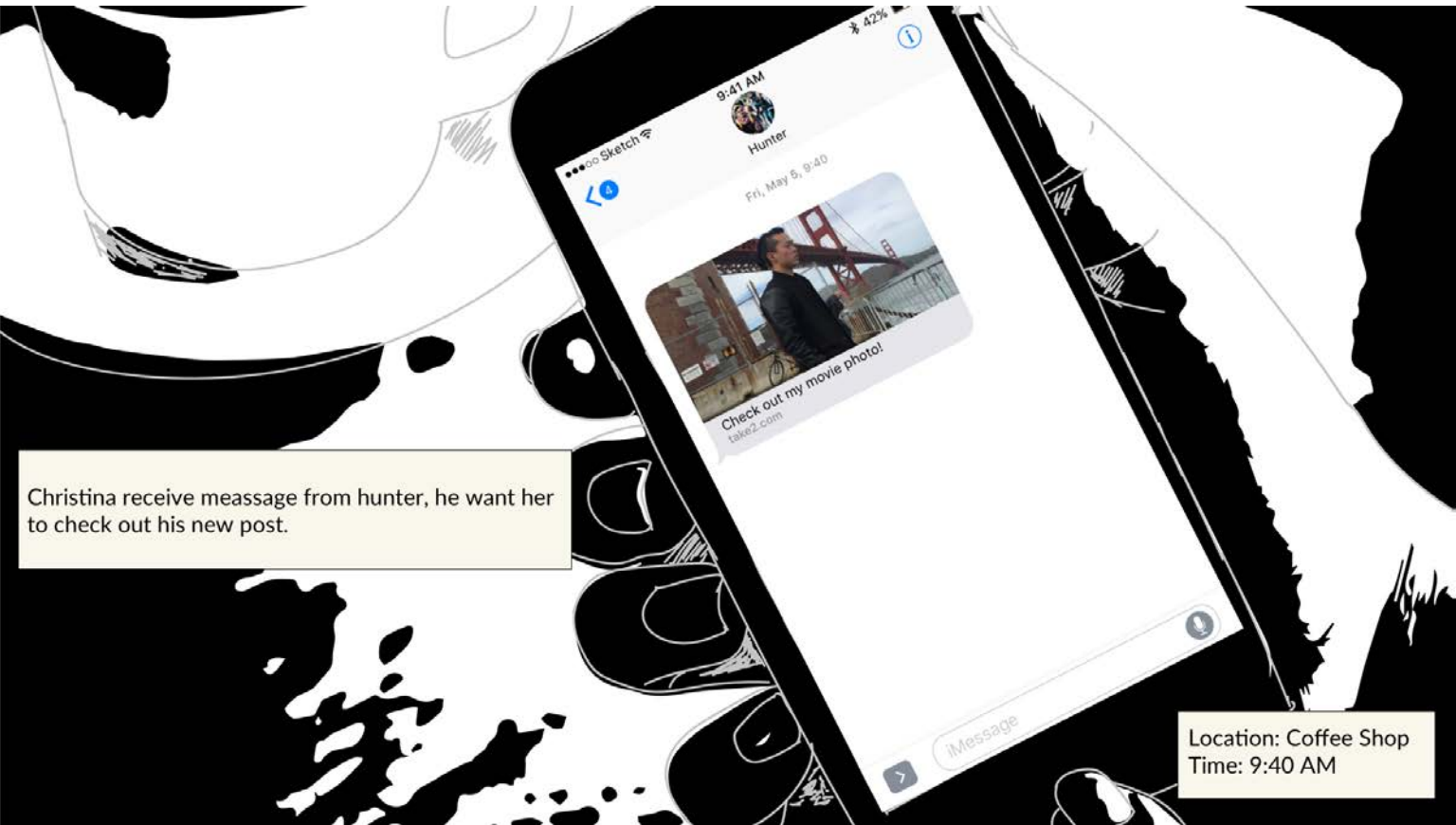
- Discover the user interface
- Look for user’s poster
- Share with friends

Christina is 24 years old and an international student from China; she is wokring on UI design. She likes to discover and try new things. Her friend suggests an app to her called Take2; the app will provide movie location information. She would love to try using it, take a look of the user interface, and see what the users are doing with this app.



PROOF OF CONCEPT

TASK 3 STORYBOARD



UX TESTING PLAN

PRODUCT TEST

- At first (1st–2nd GDS classes), using low-fidelity prototype to test.
- After more feedback and refinements (3rd–5th GDS classes), clickable prototype was used to test for actual functionality and design.

TEST GOAL

- To understand more different users needs and get more feedback on thoughts and design.
- Results, comments and feedbacks are used to refine the UX/UI design.

PARTICIPANTS

- User who likes to watch movies and are willing to find movie locations in real life.
- User who likes to travel a lot and are willing to use a new way to discover the city.
- User who want to find movie locations in real life and enjoy the experience.

TEST TASK

Test for new users and returning users.

- New user — skip sign up process, check post and share to his/her friends.
- Returning user — find movie locations and check in.
- Return user/New user — find movie locations and recreate movie scene.

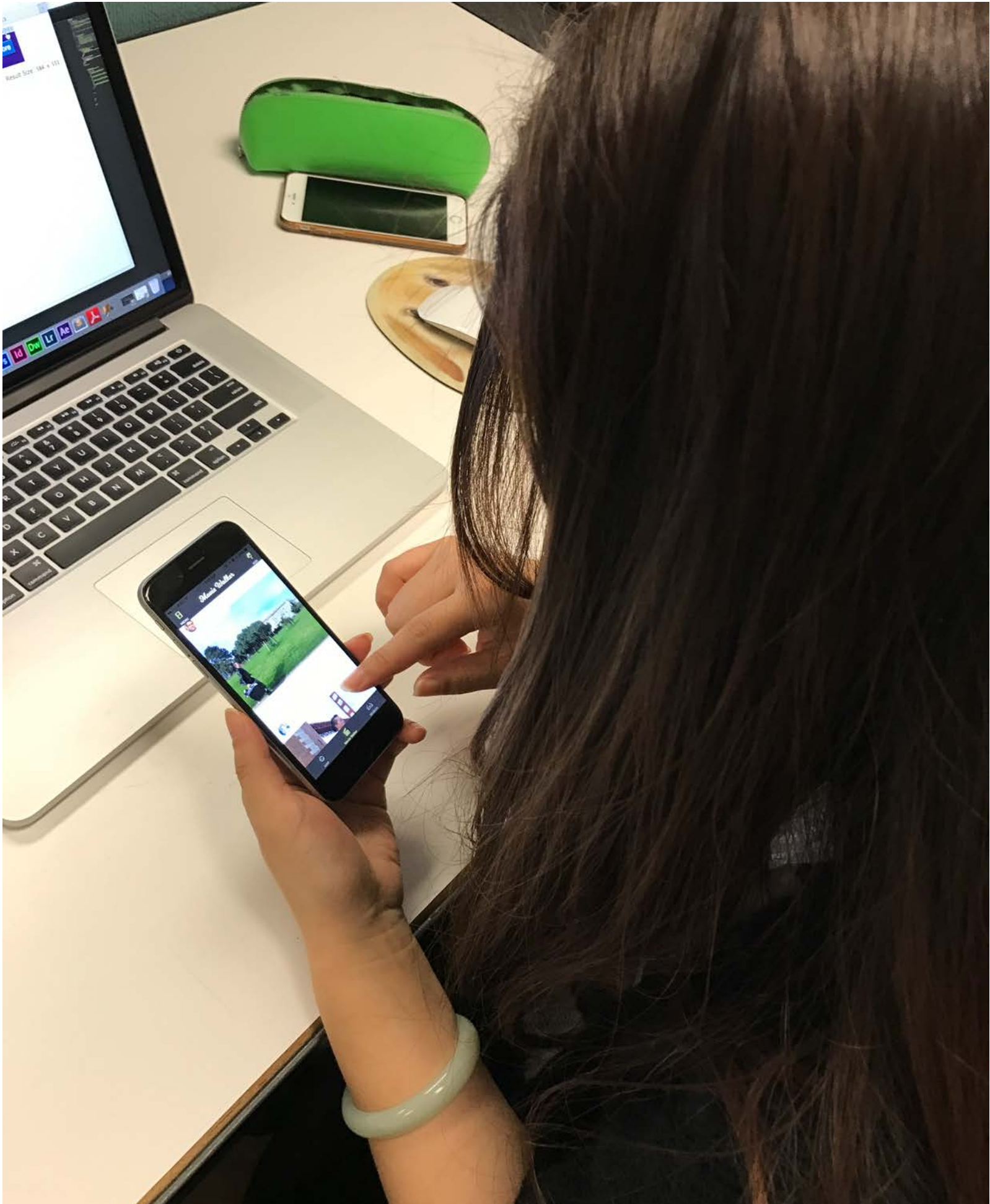
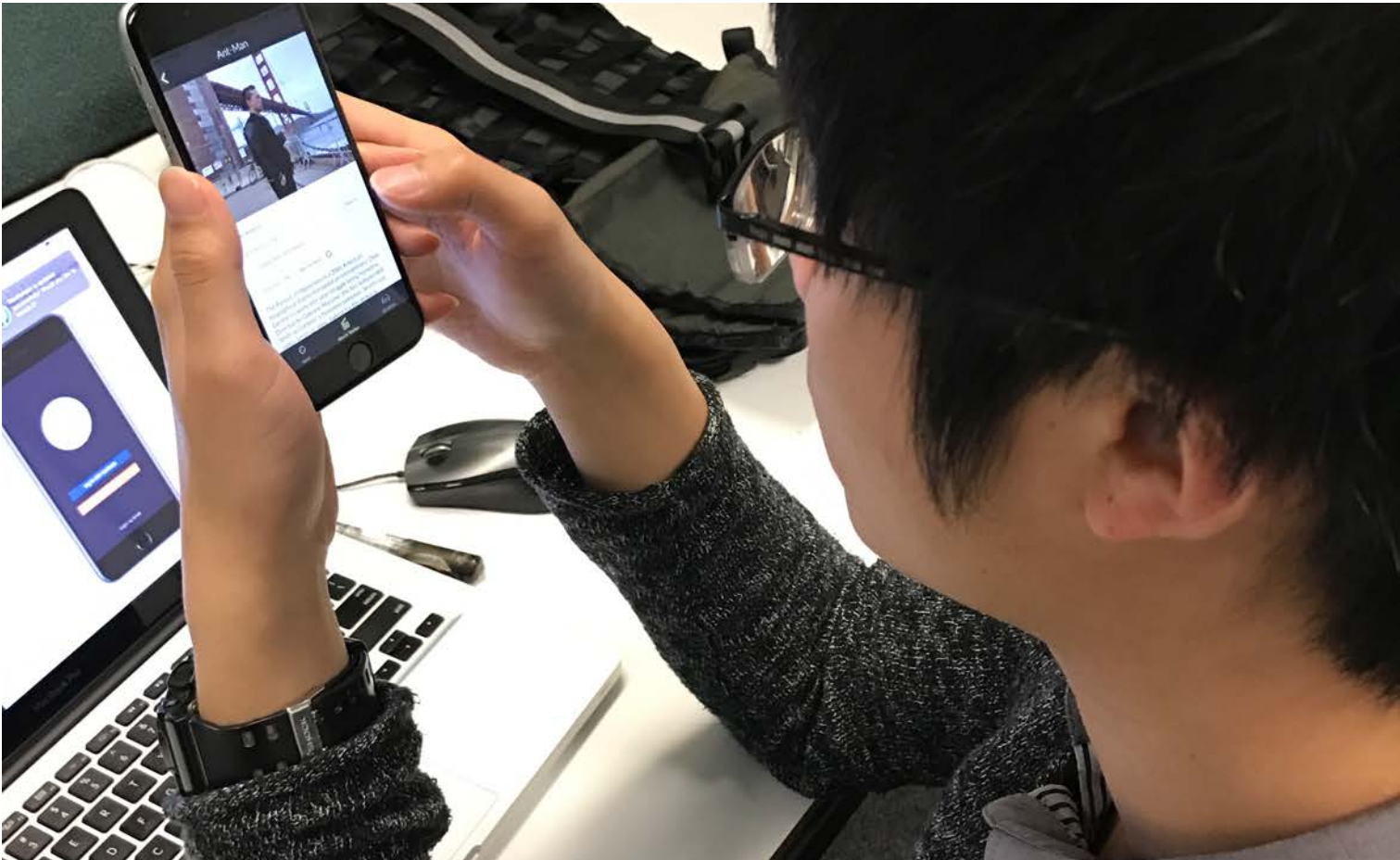
TESTING PROCESS



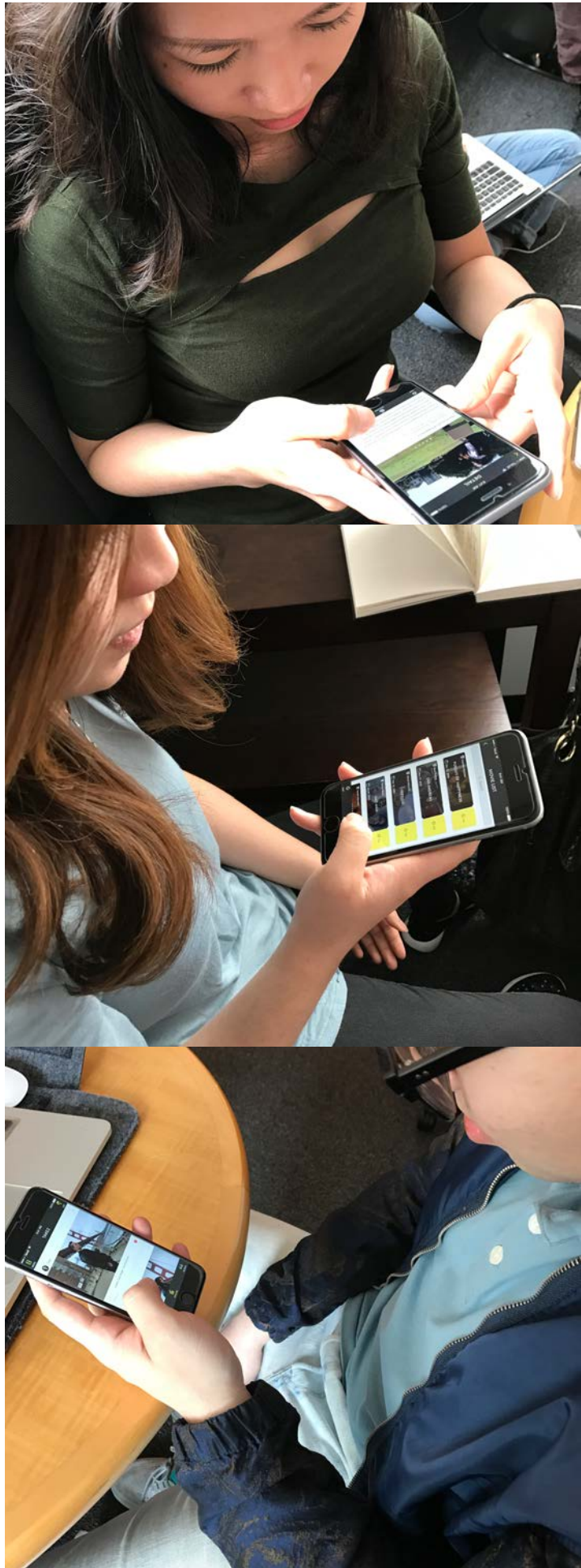
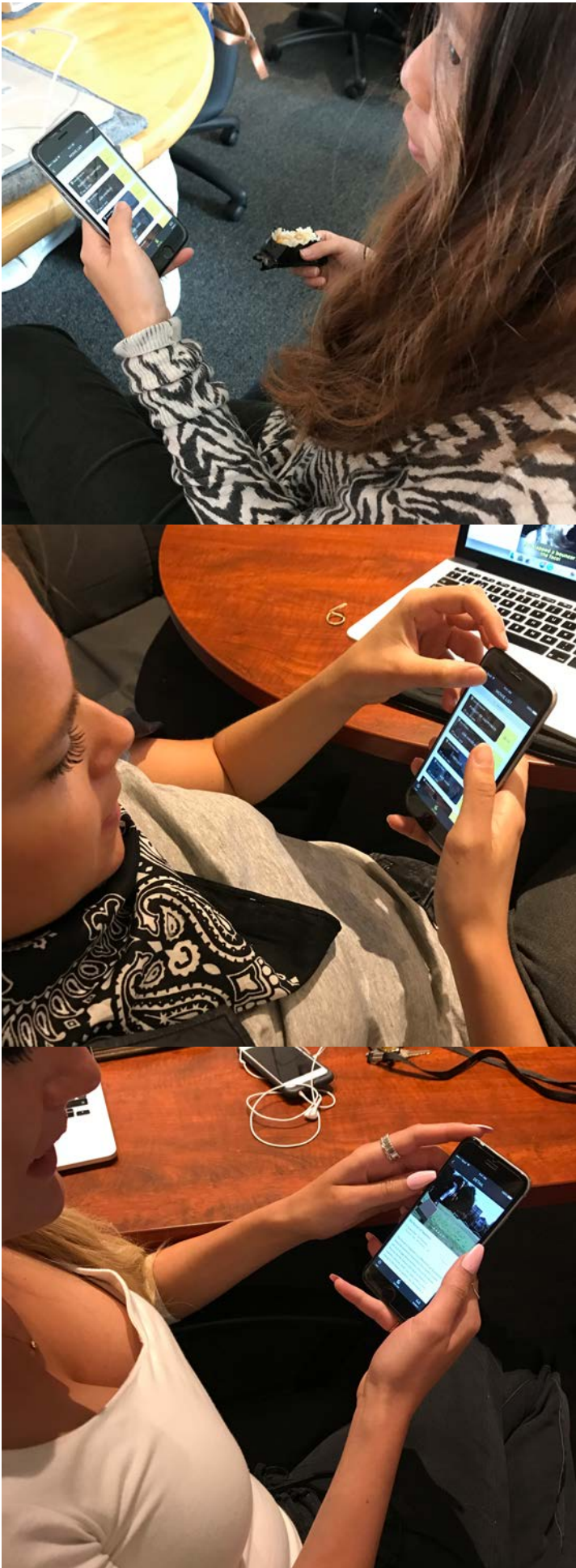
Phase	Time	Participants	Testing Type
Survey	Apirl 2016	19 people online	Google Survey
Interview with movie lovers	May 2016	3 students & 2 professional adults	Interview
Interview with travel lovers	May 2016	3 students & 1 professional adult	Interview
Low-Fidelity Prototype (Round 1)	October 2016	5 students	Paper Prototype
Low-Fidelity Prototype (Round 2)	November 2016	3 students	Flinto Prototype
High-Fidelity Prototype (Round 1)	December	2 designers & 2 professional adults	Flinto Prototype
High-Fidelity Prototype (Round 2)	February	2 designers & 2 professinal adults	Flinto Prototype
High-Fidelity Prototype (Round 3)	March	2 professinal adults	Flinto Prototype

UX PROCESS

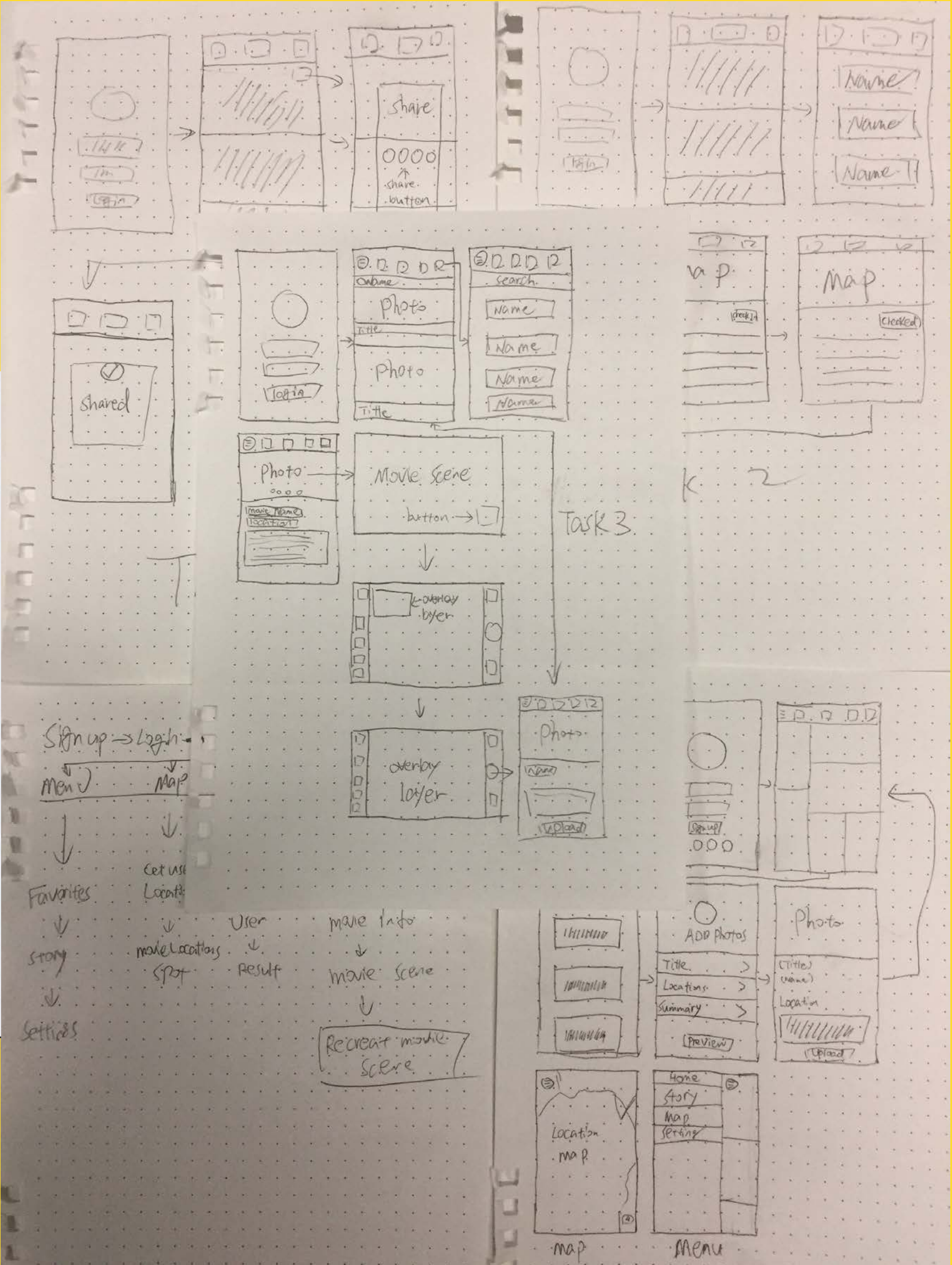
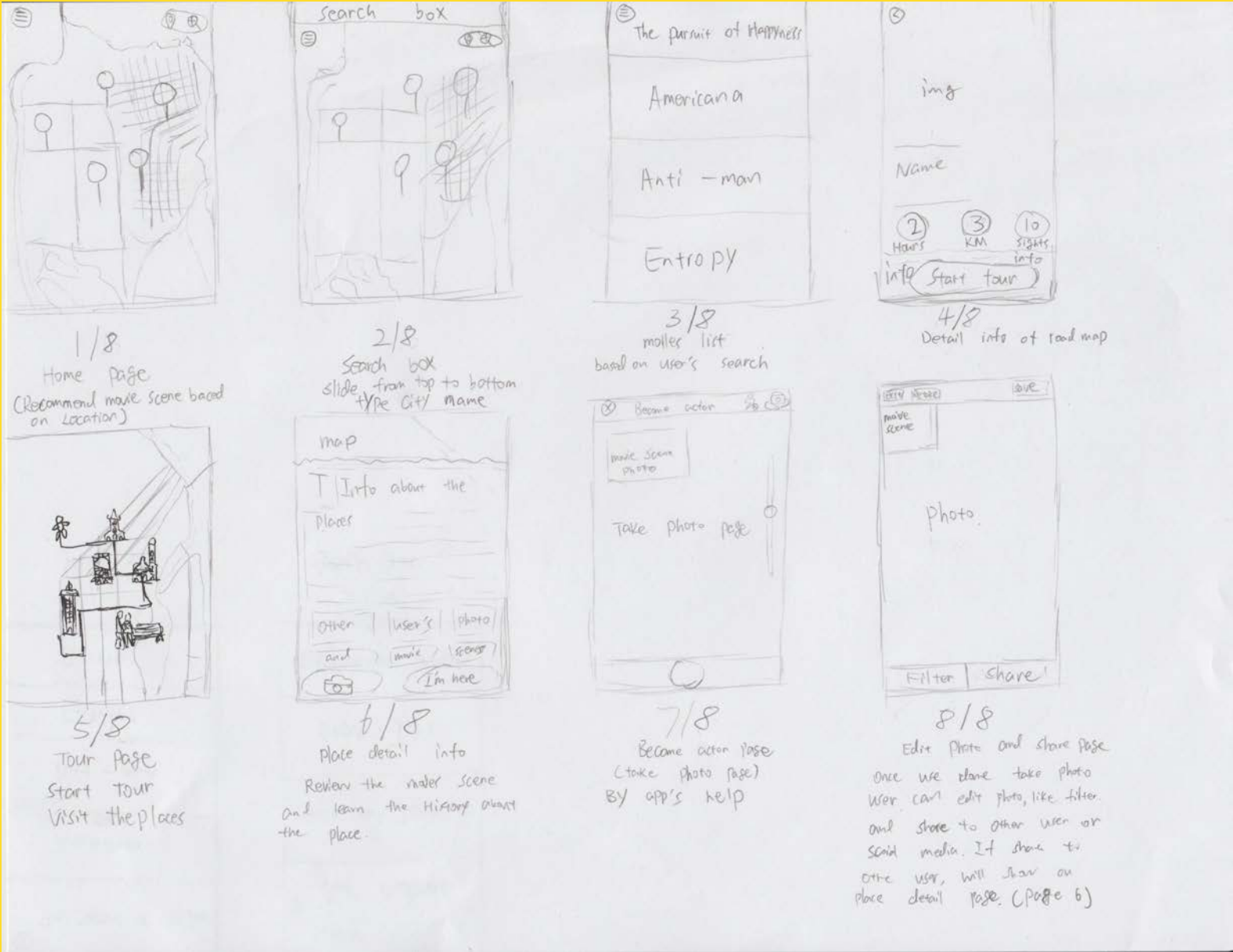
TEST PARTICIPANTS



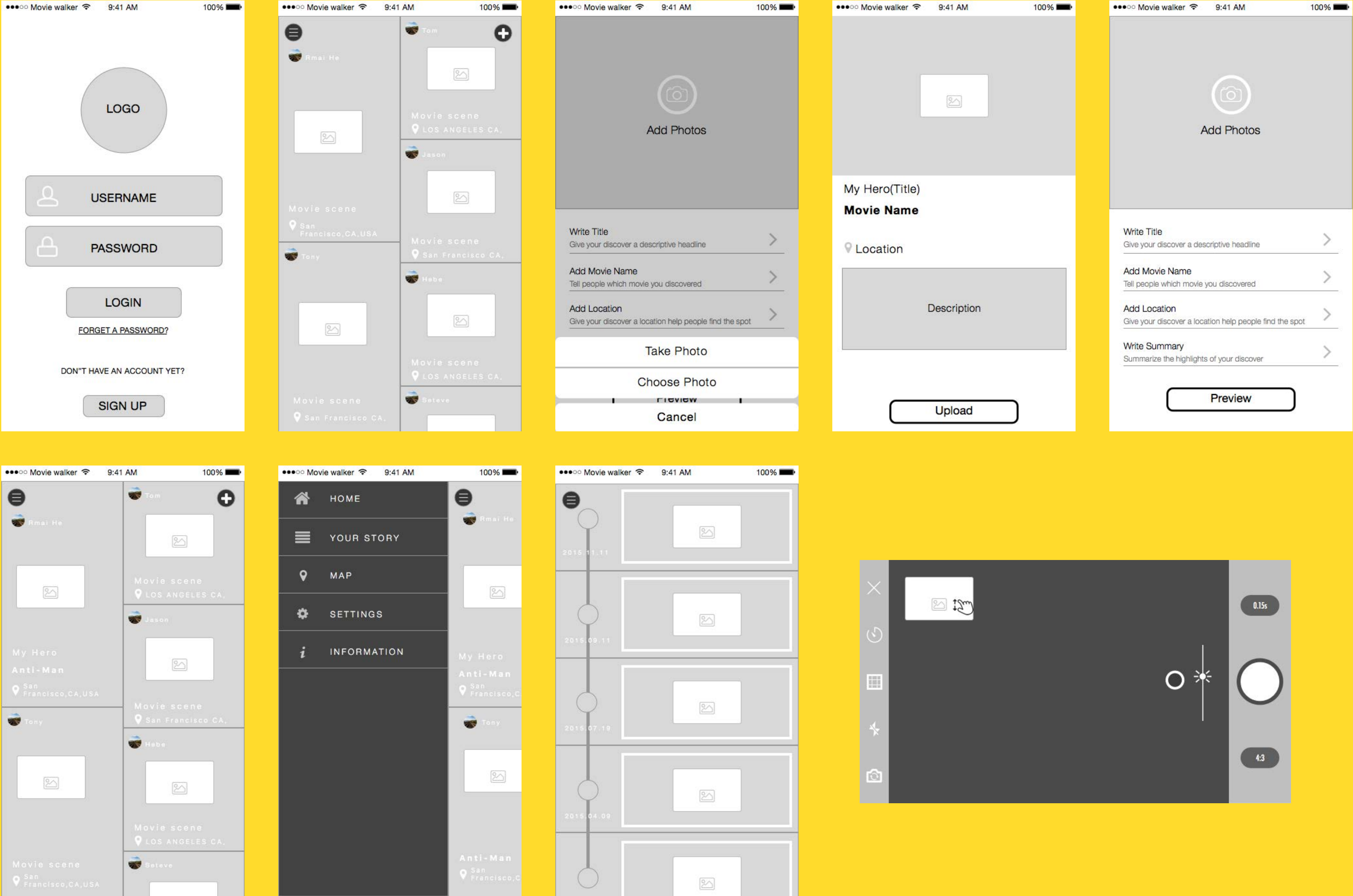
TEST PARTICIPANTS



WIREFRAME SKETCHES

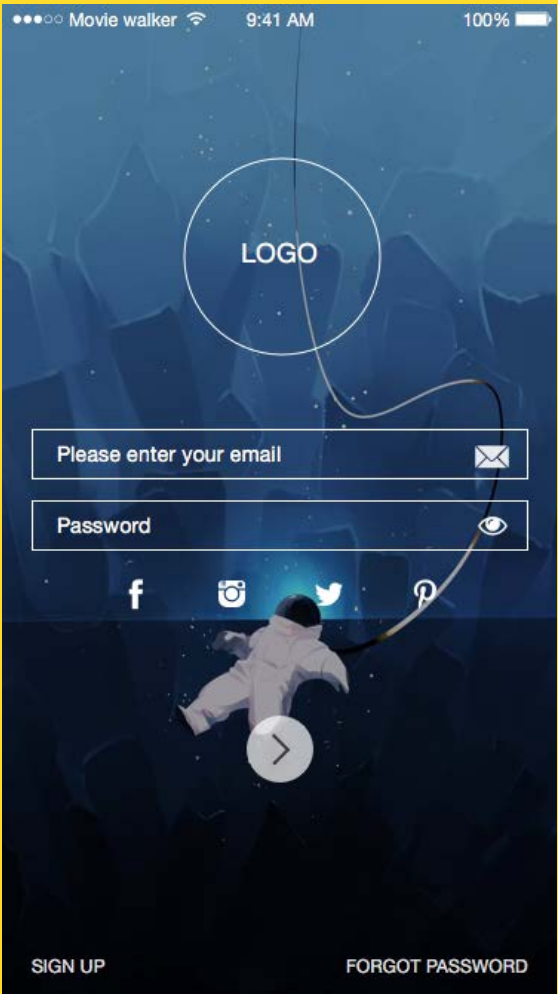


WIREFRAME ROUND 1



UX PROCESS

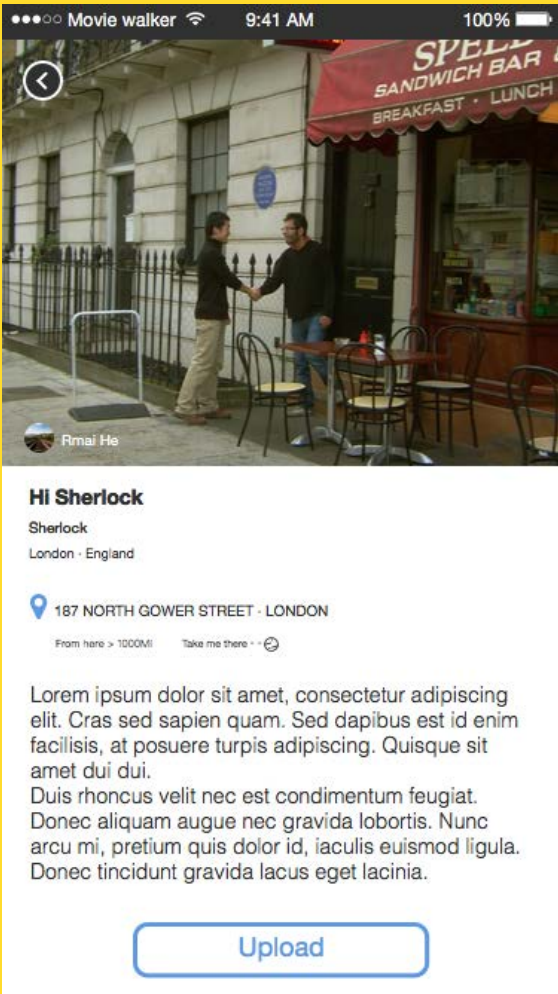
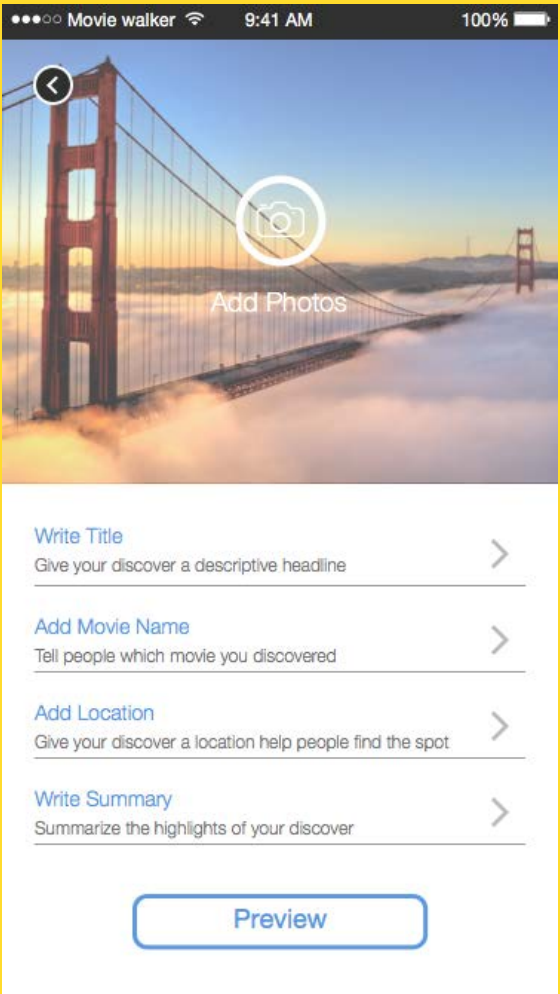
WIREFRAME ROUND 2



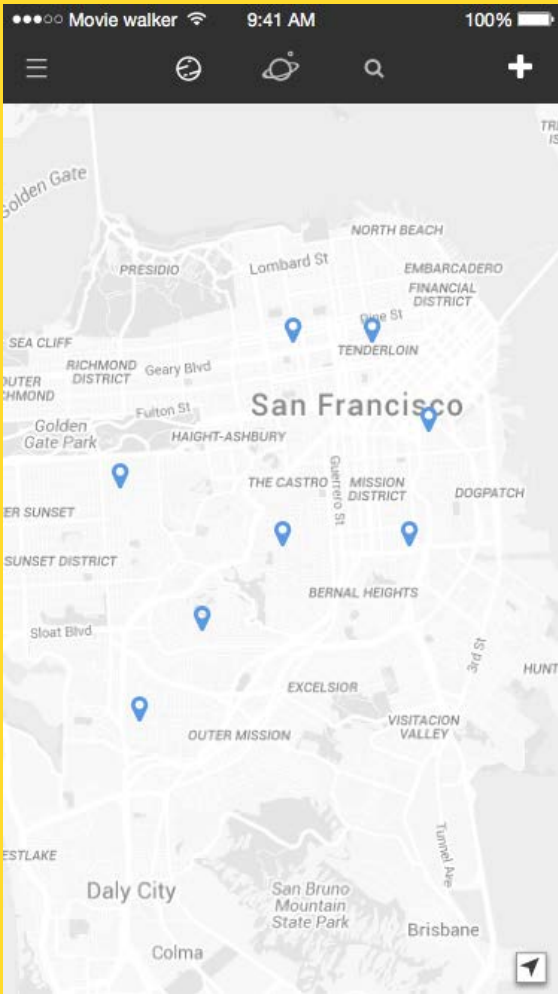
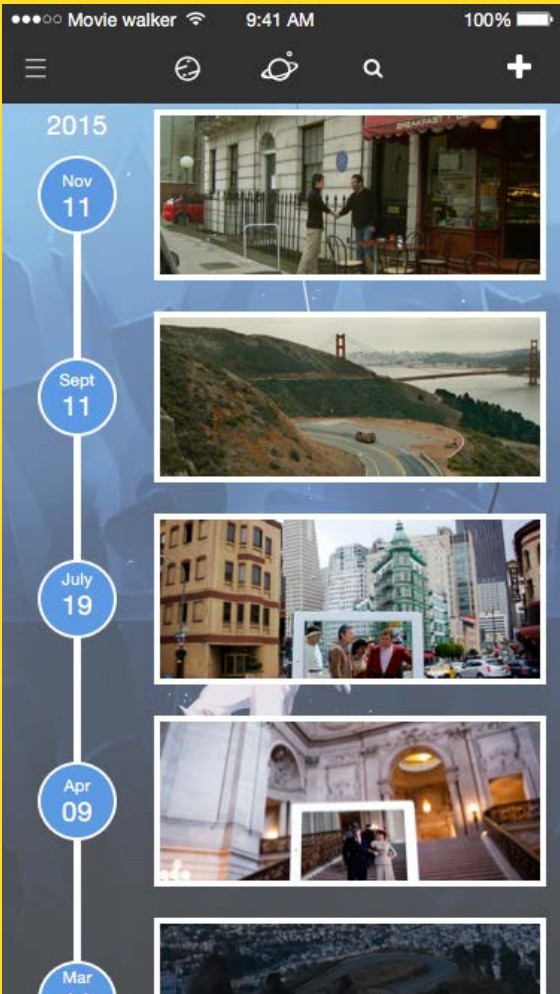
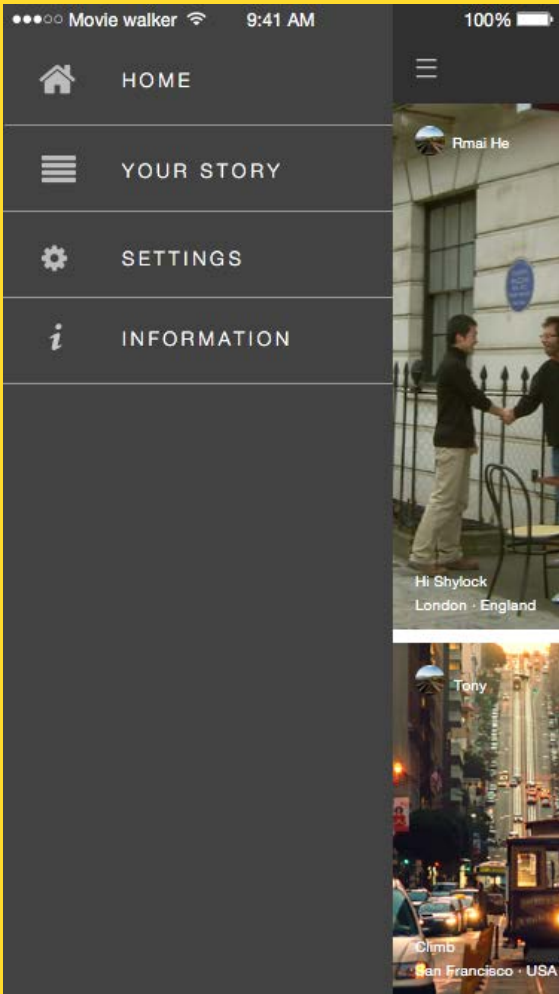
Change the background image



Use real movie photo

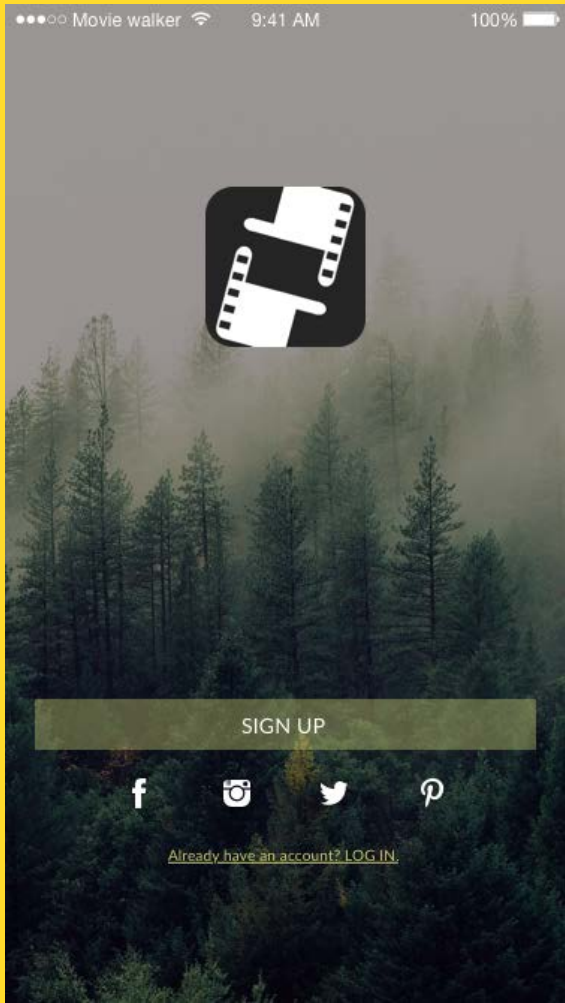


Back button not clear



UX PROCESS

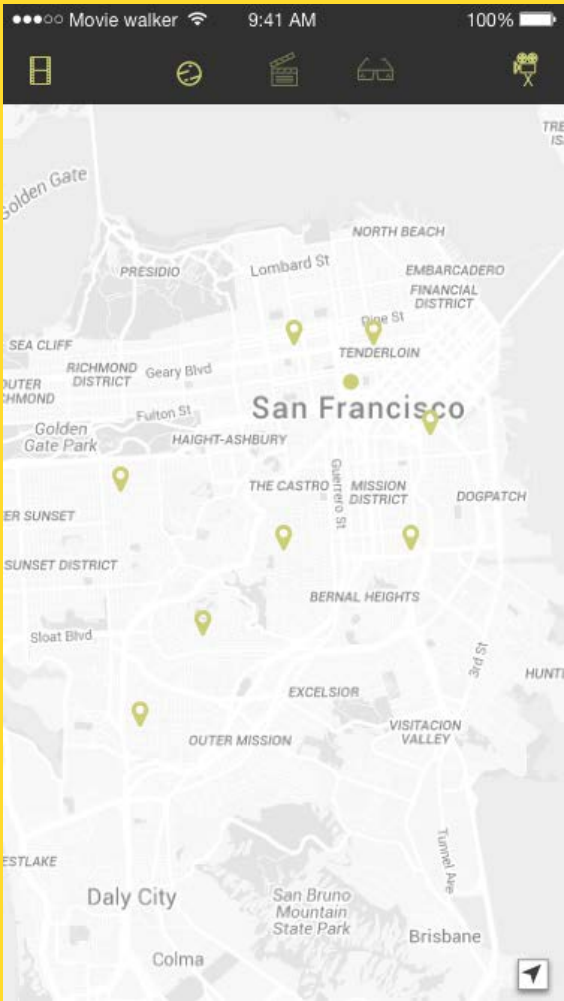
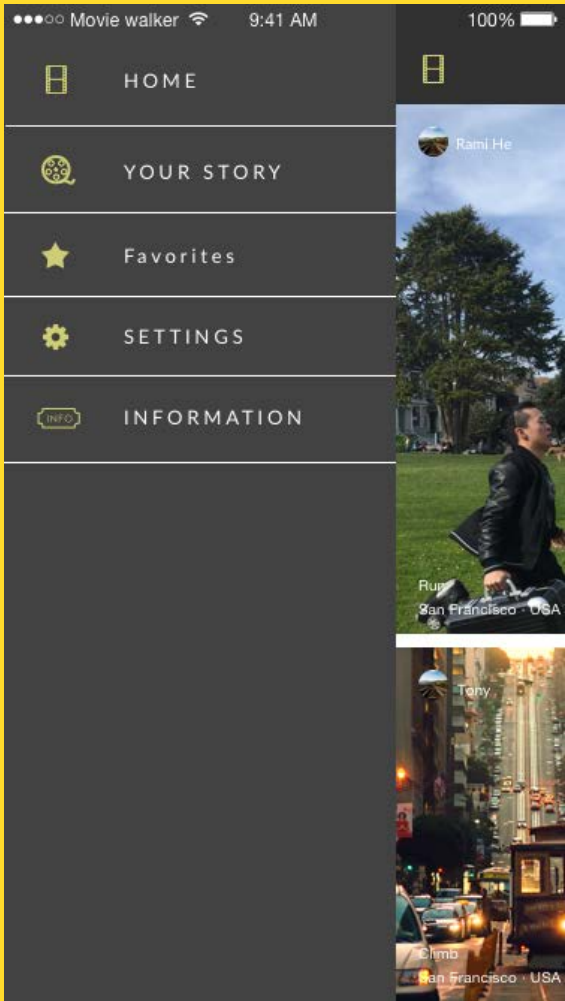
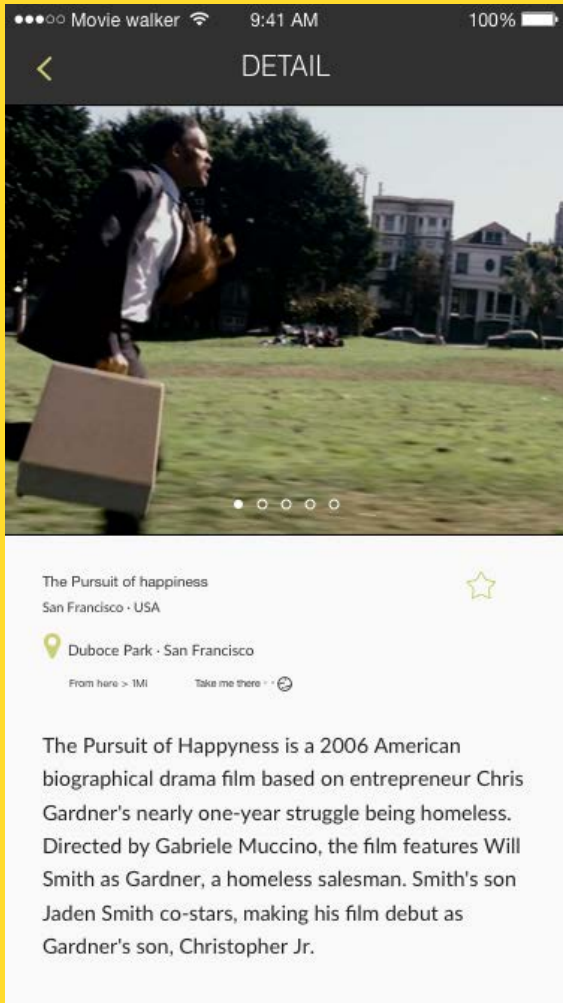
WIREFRAME ROUND 3



Change the background image



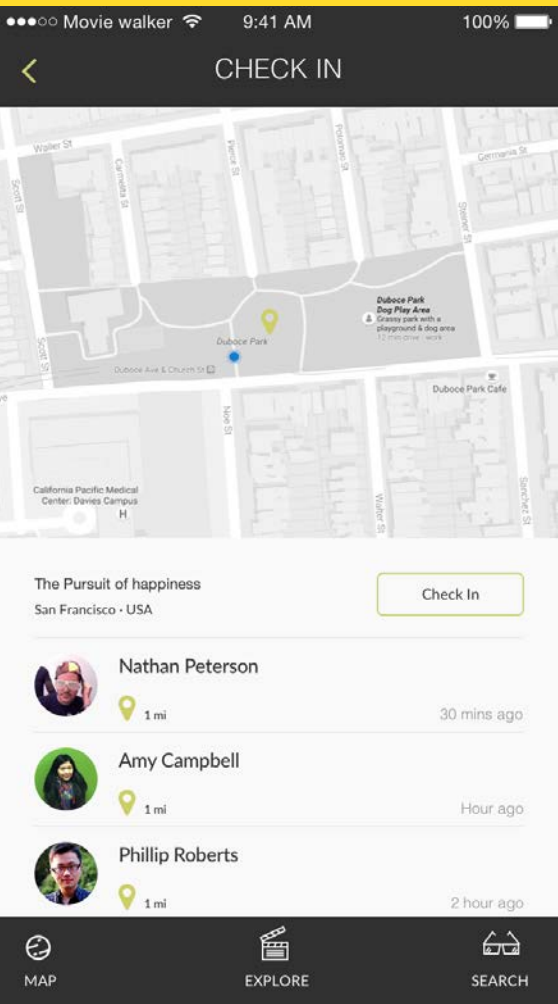
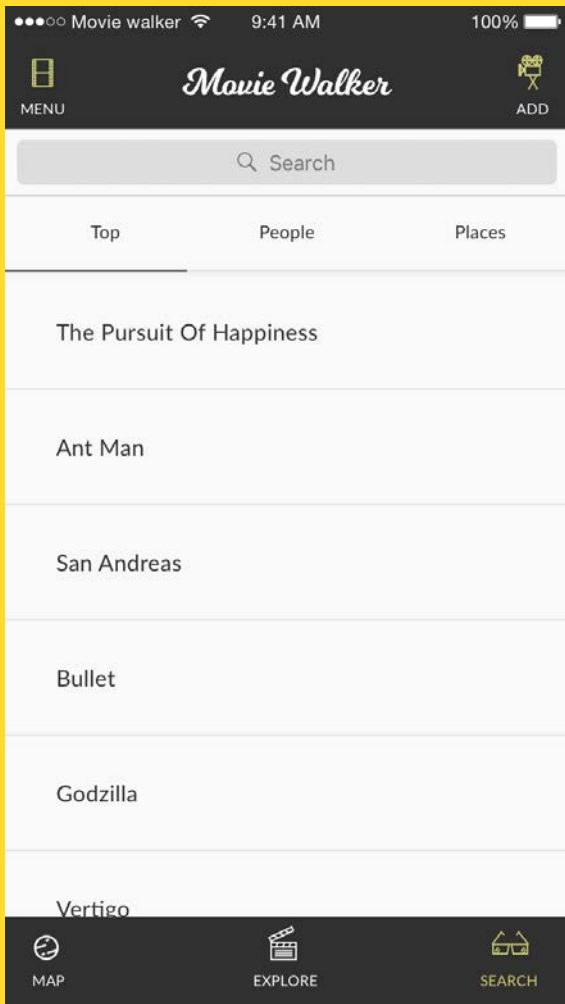
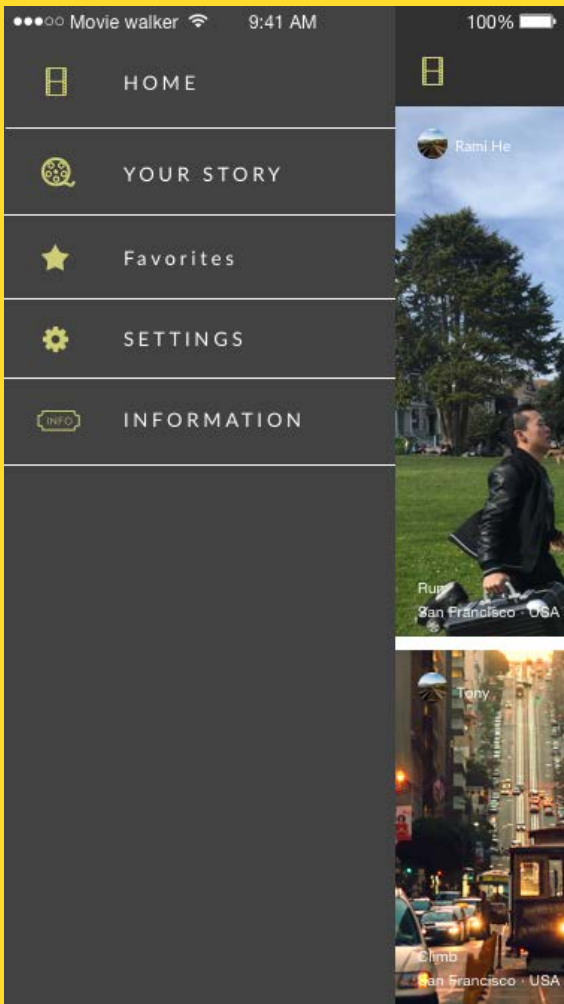
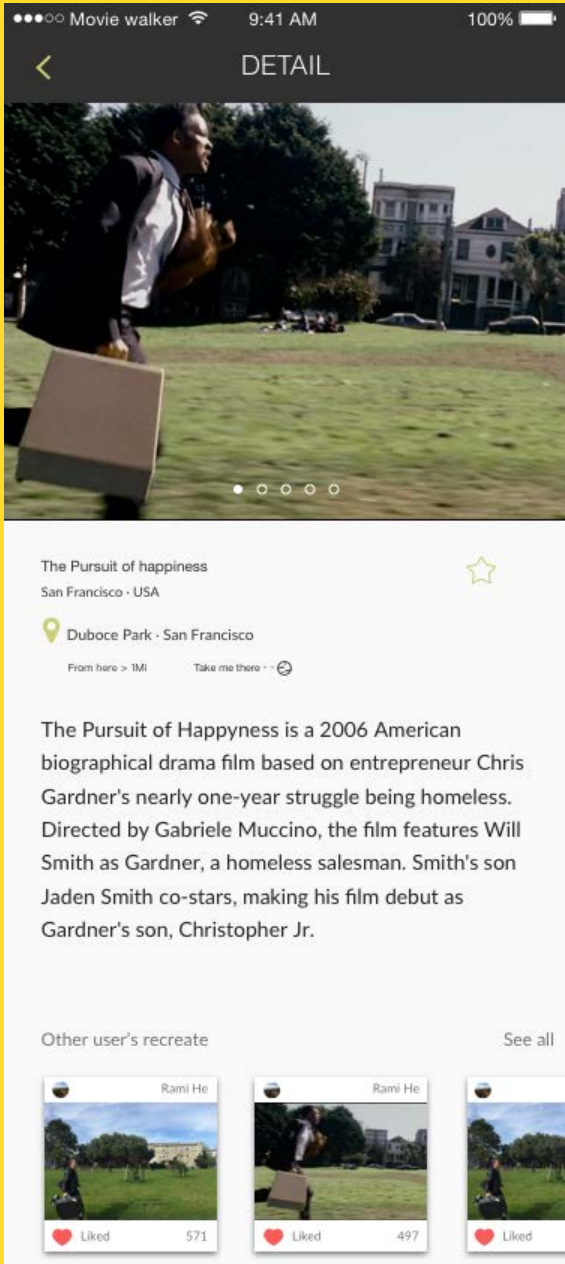
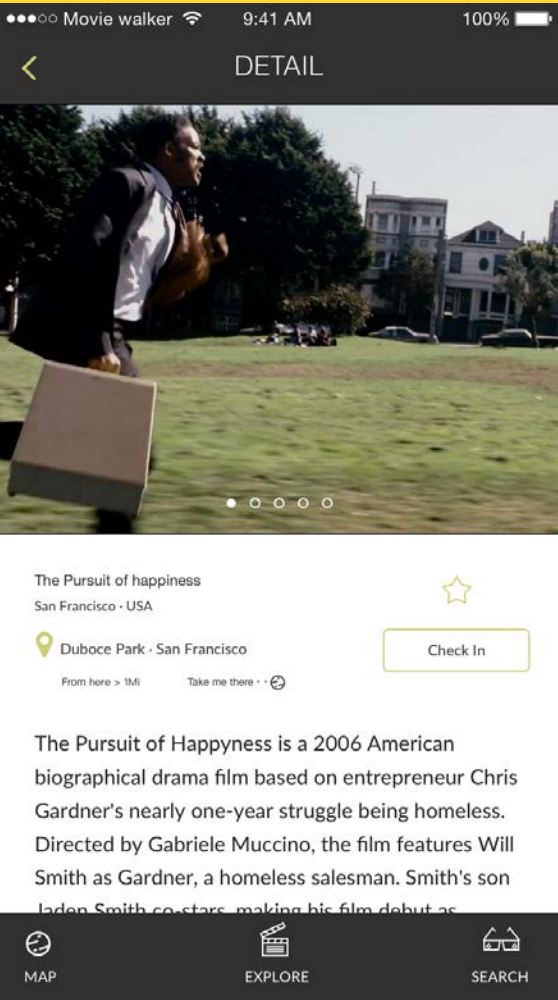
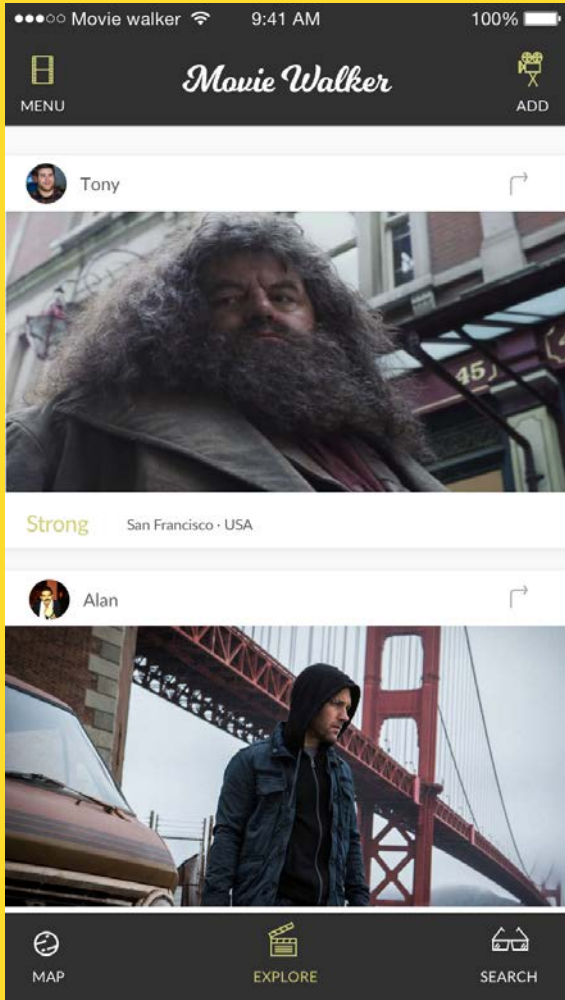
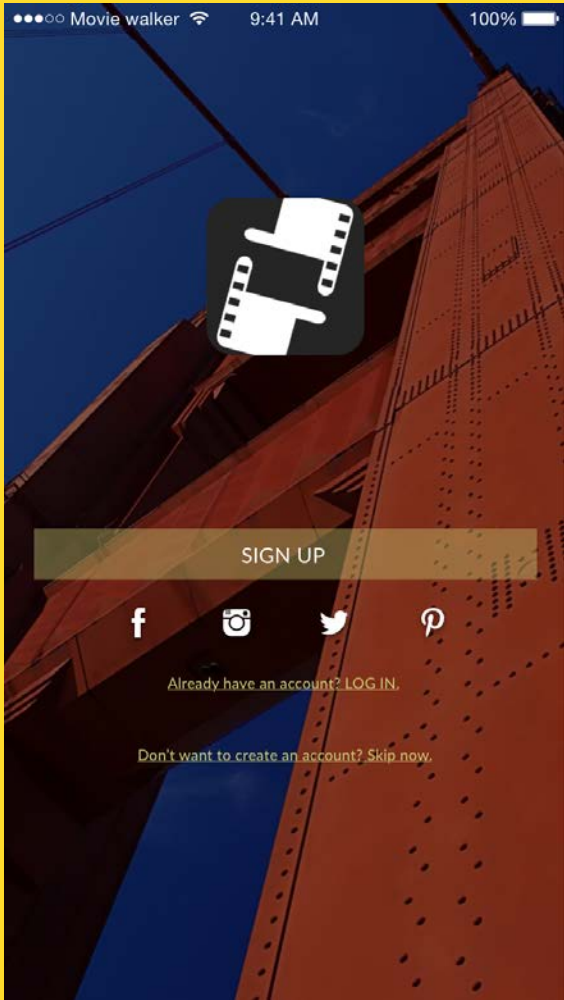
Use real movie photo



Remove timeline

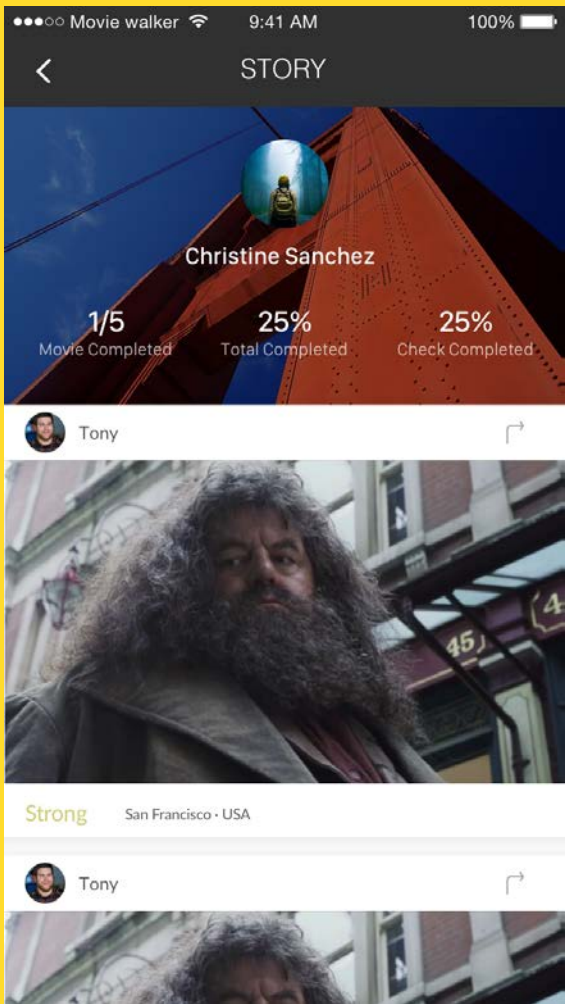
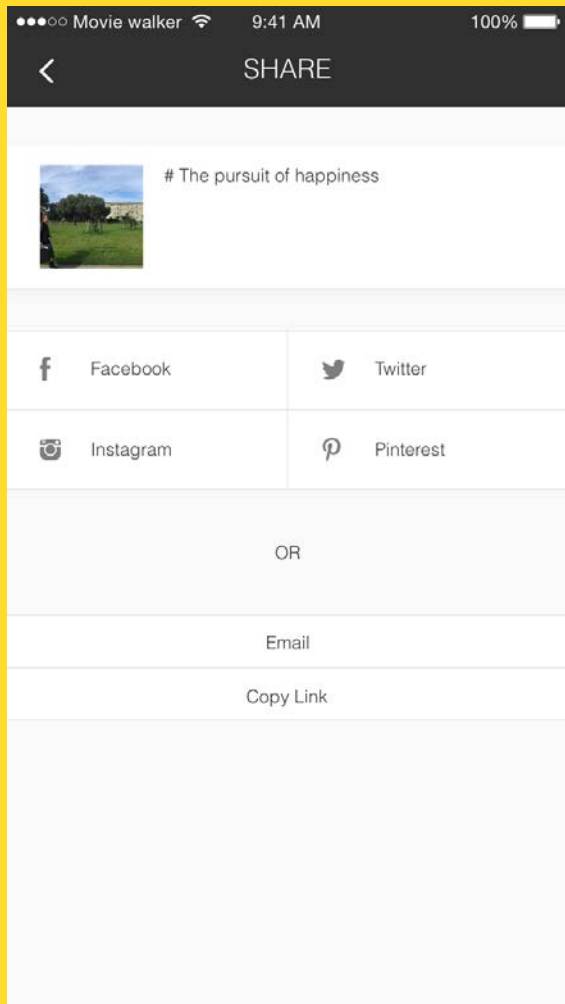
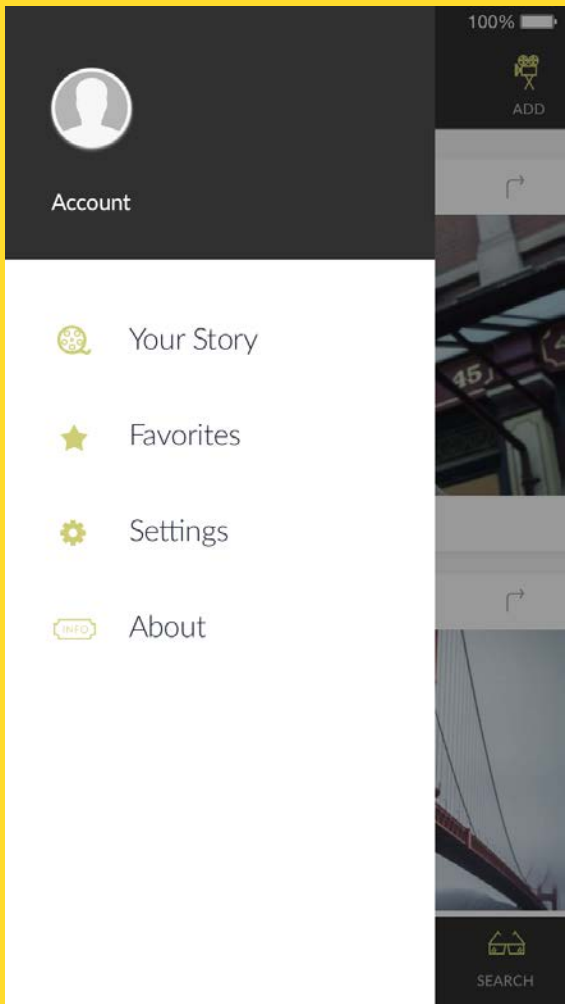
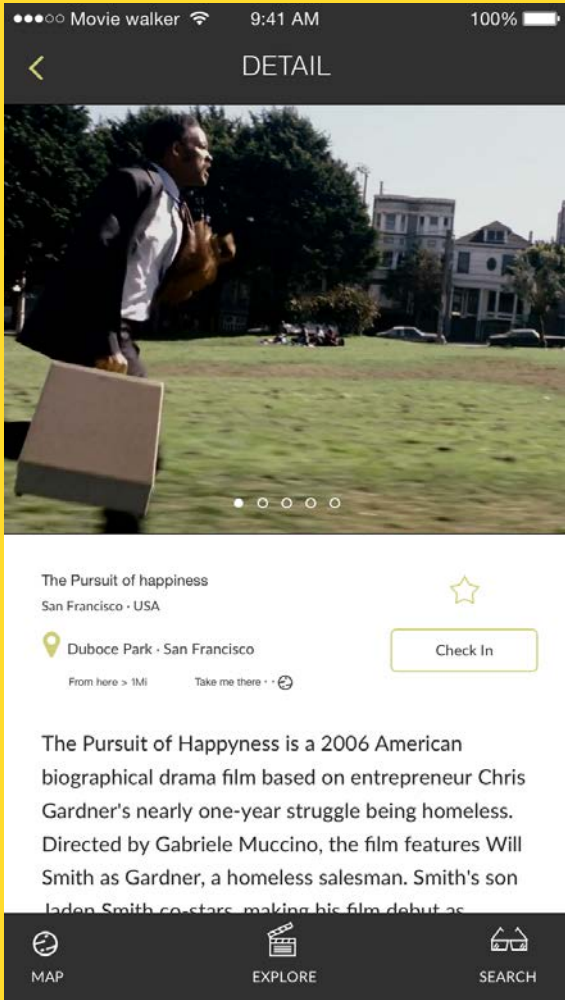
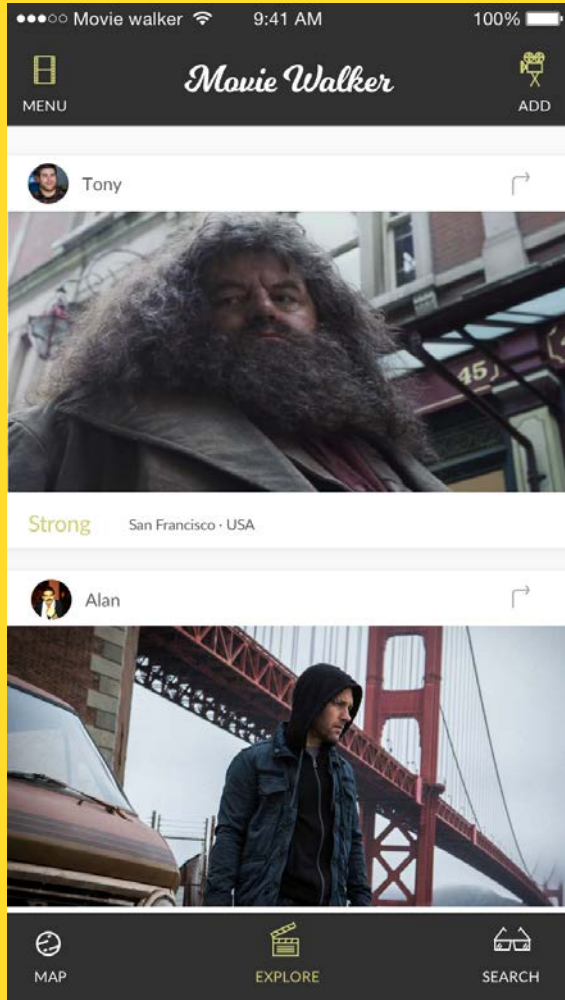
UX PROCESS

WIREFRAME ROUND 4



UX PROCESS

WIREFRAME ROUND 5



TESTING RESULTS

1ST ROUND RESULT

- Need to add more white space
- Make button bigger
- Use movie element icon
- Remove sign up button at first page
- Make overlay layer resizeable
- Do not understand the way home page is displayed
- Add social media login icon

2ND ROUND RESULT

- Need to add more white space
- Use more icon, less type
- Use hide and show function to display menu buttons
- Change the main color to yellow
- Do not understand the background image on the first page
- Layout is too crowded

3RD ROUND RESULT

- Changing random layout to vertical card layout
- Adding check in function
- Changing timeline layout
- Limit overlay layer to full screen or small size
- Reducing color contrast
- Adding home nav at bottom as well
- Add notification window

4TH ROUND RESULT

- Reducing color contrast
- Add search page
- Add introduction page
- Add check in function
- Add photo album function
- Add photo album function
- Changing background image to the Golden Gate Bridge

UI PROCESS

Moodboard

Logo

Color Palette

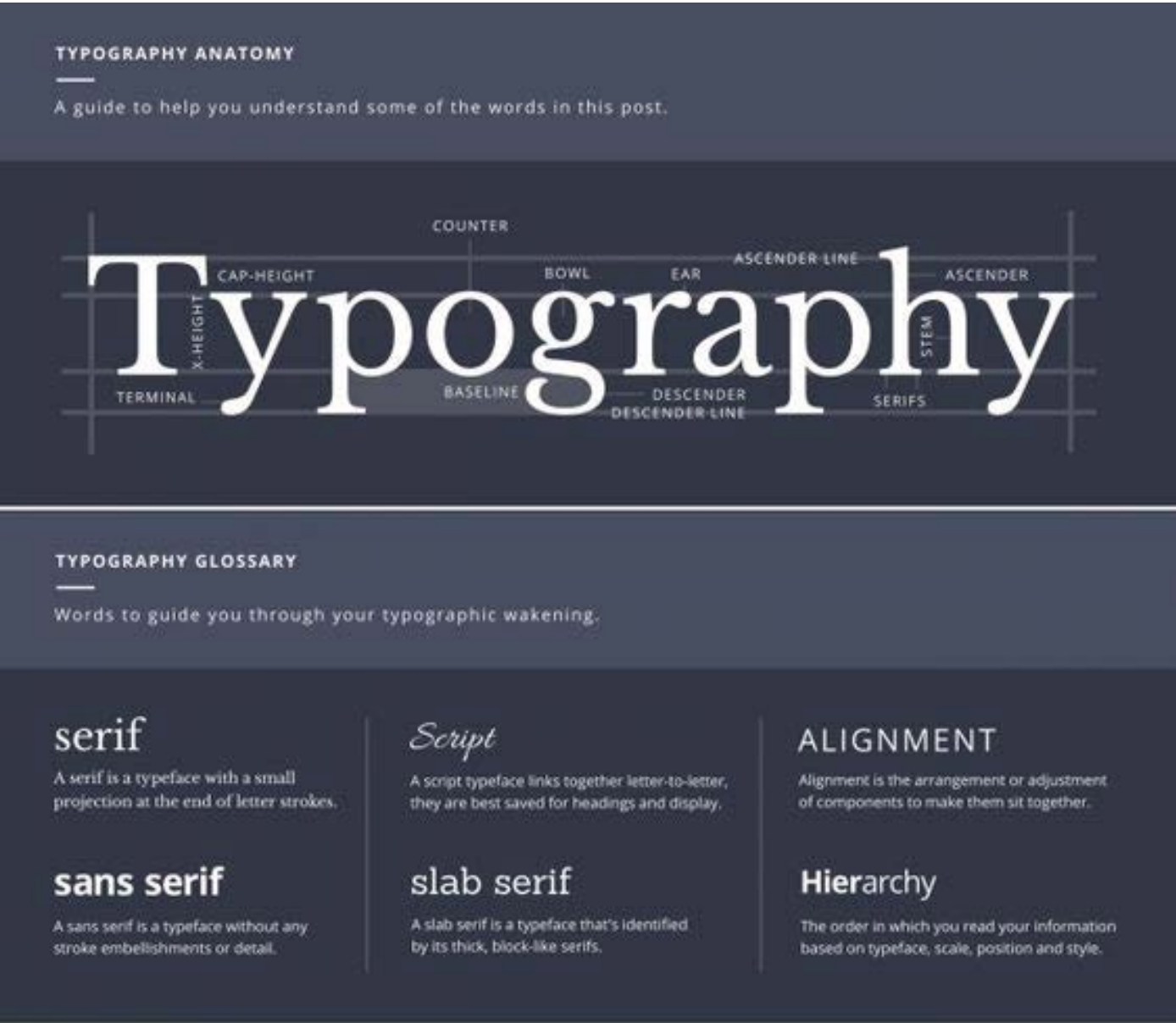
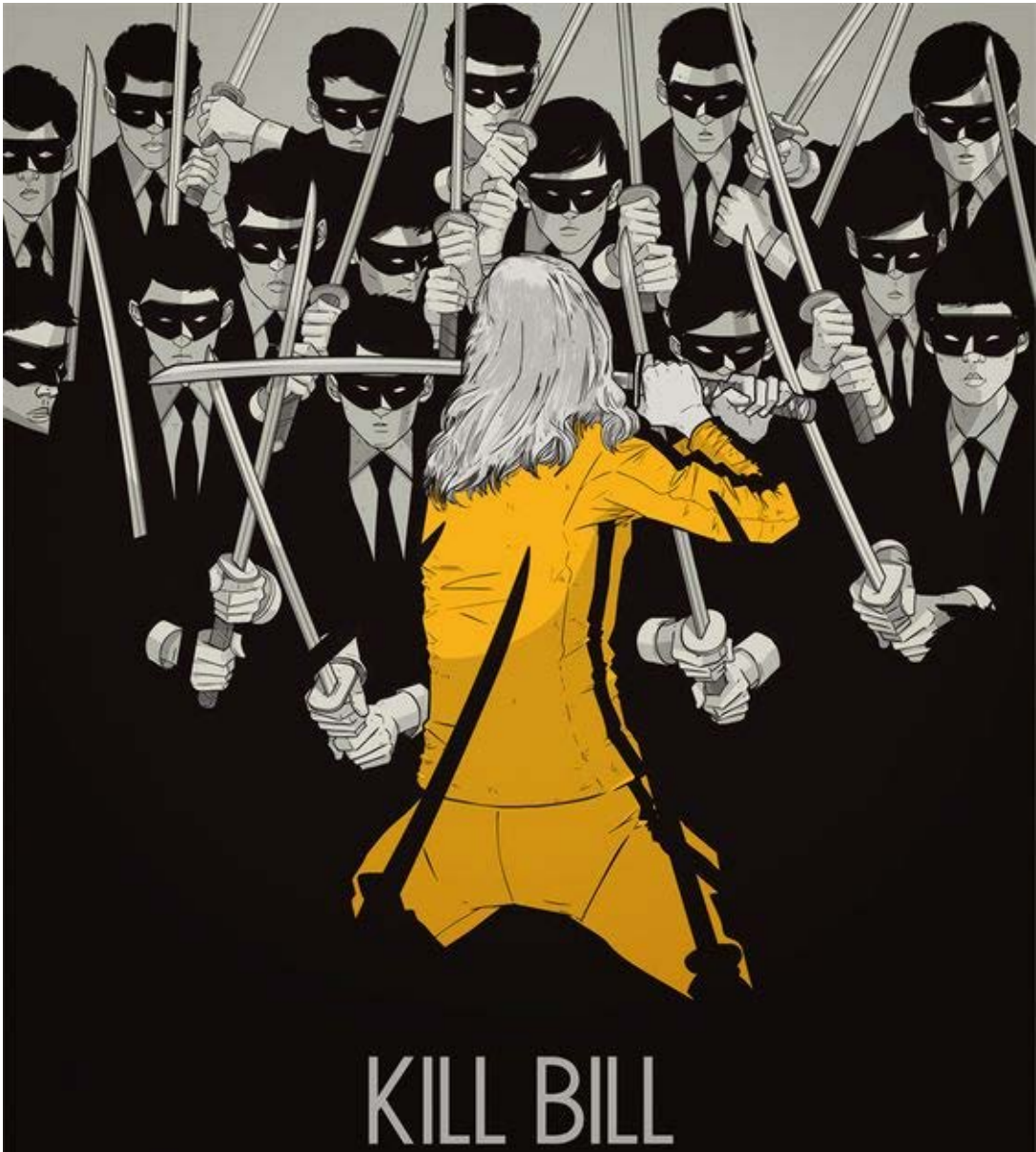
Typography

UI Variation

Design Guidelines

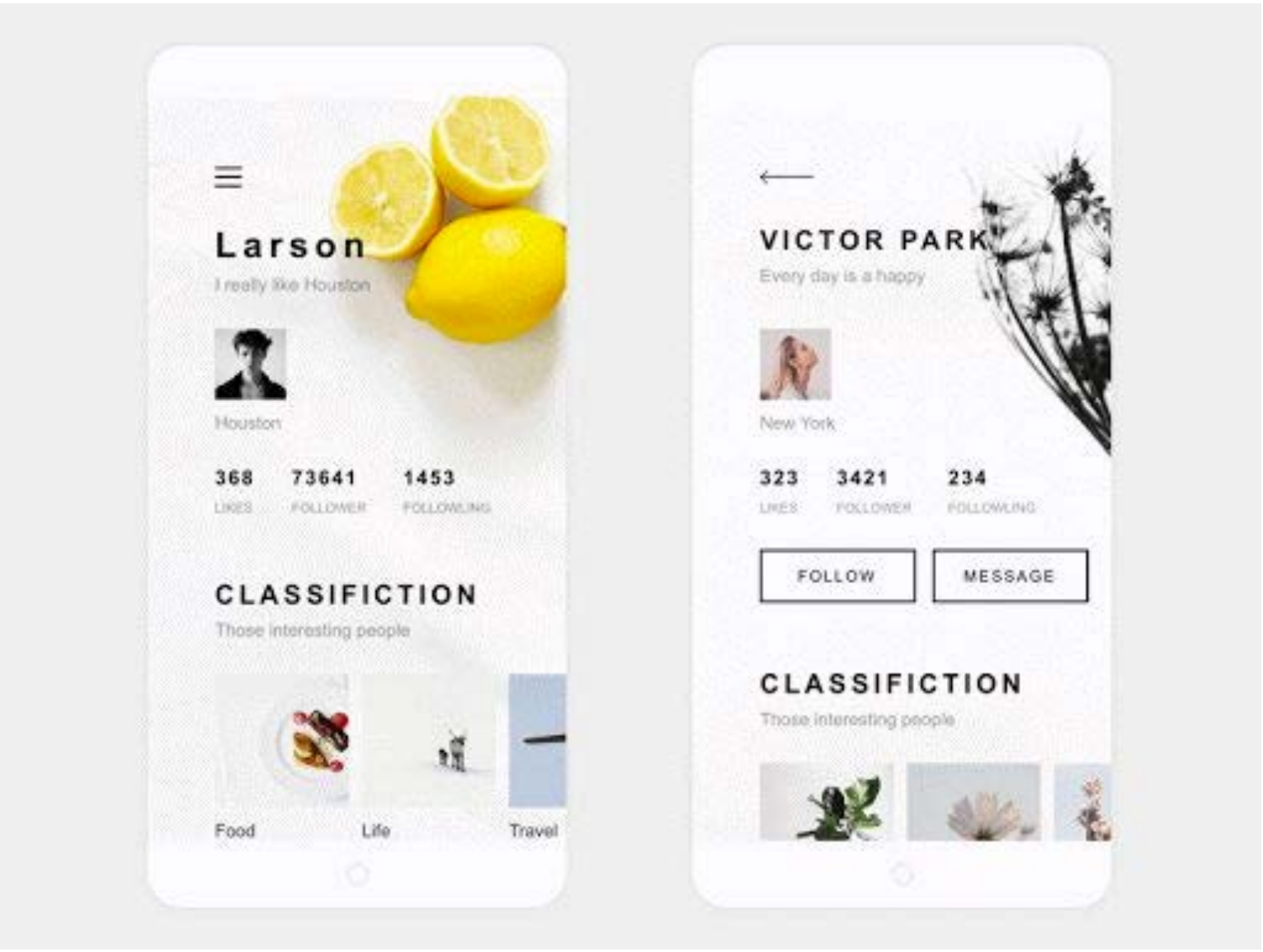
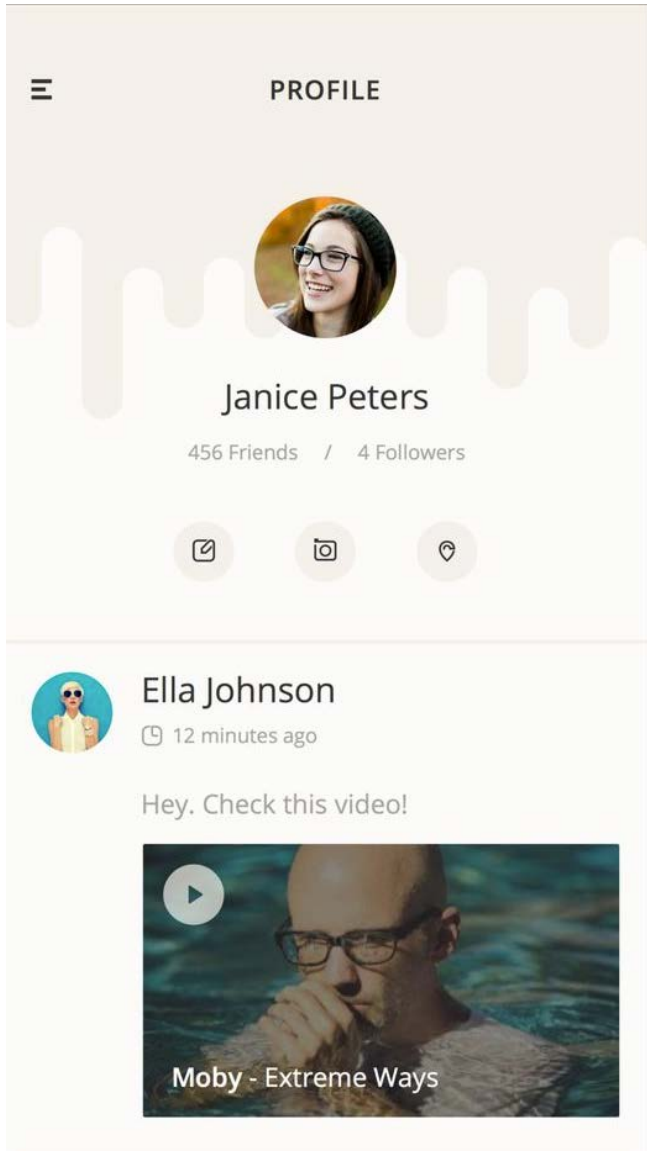
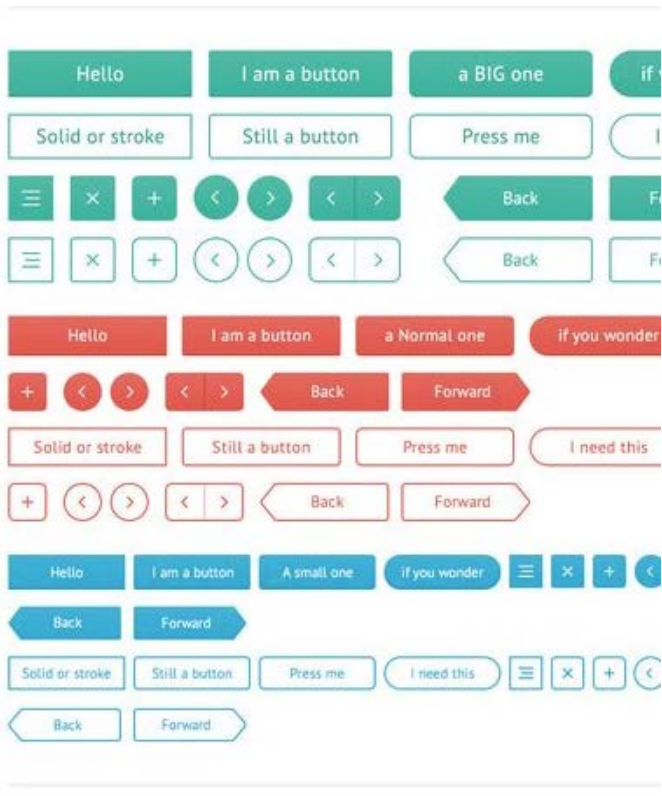
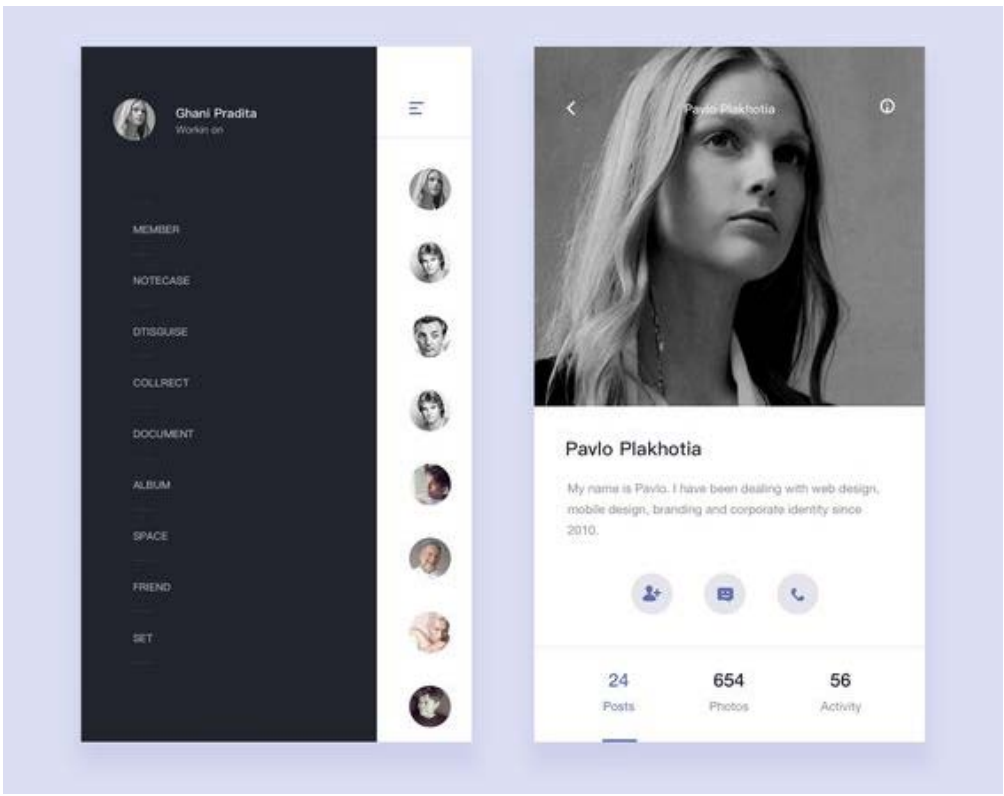
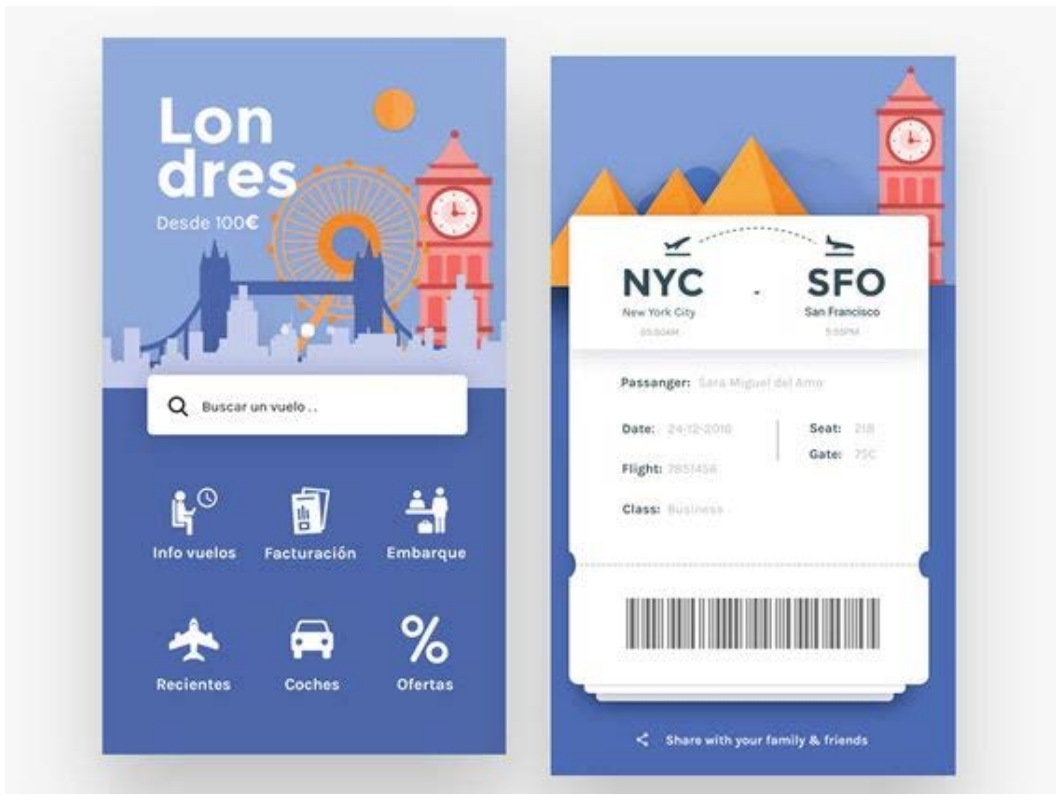
UI PROCESS

MOODBOARD



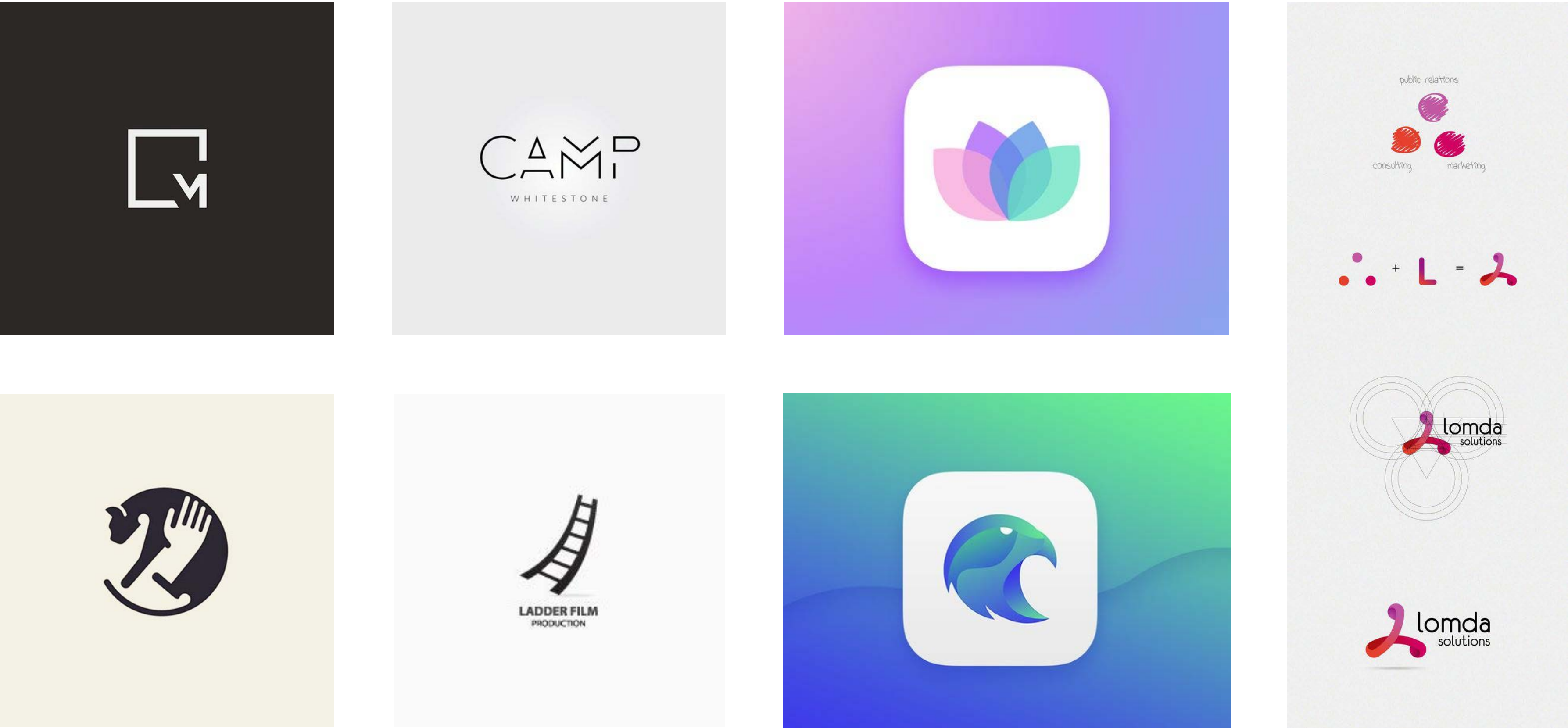
UI PROCESS

UI BOARD

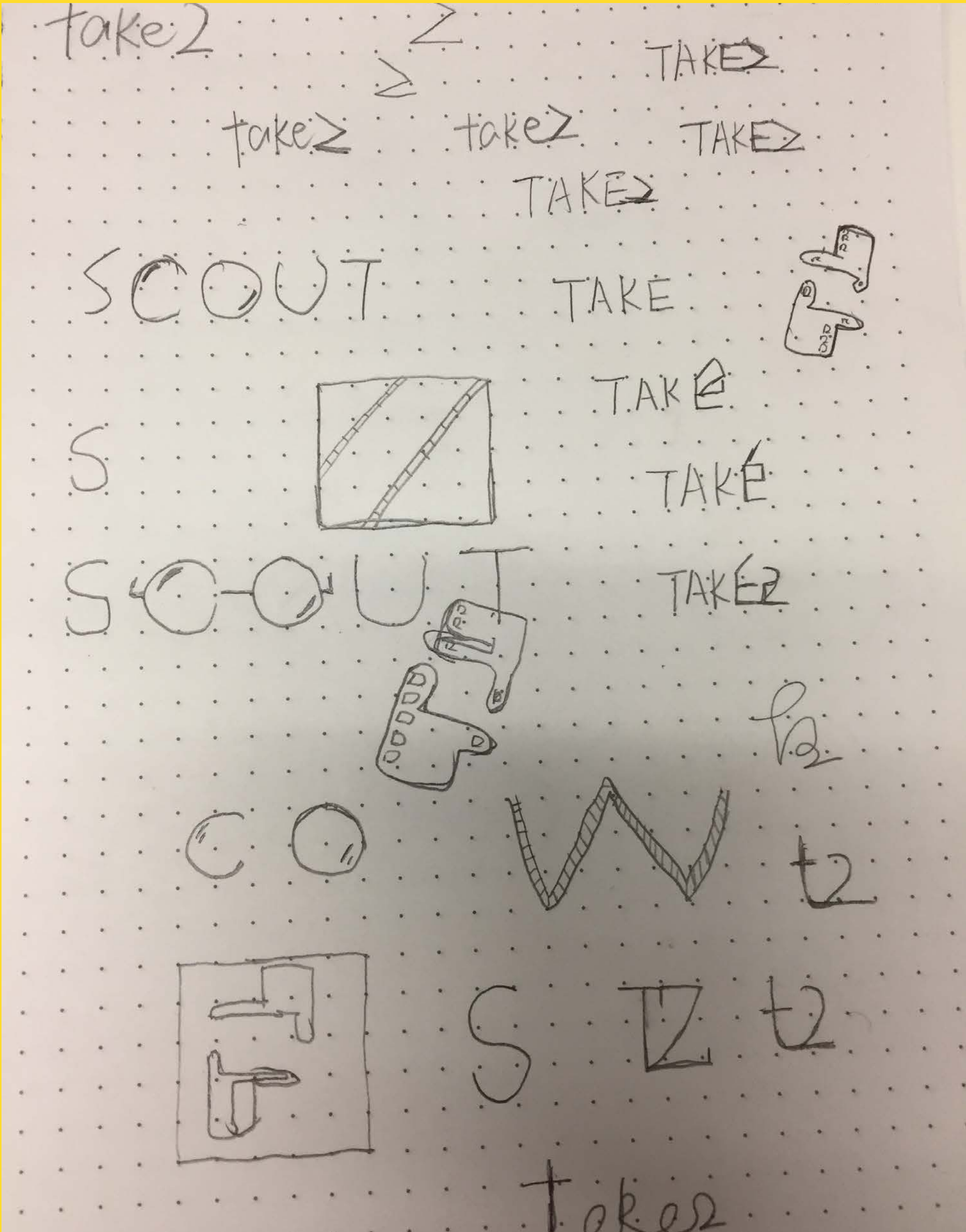
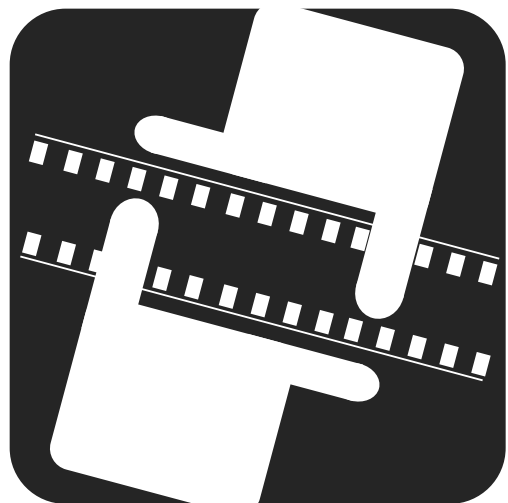


UI PROCESS

LOGO BOARD



LOGO VARIATION



LOGO DESIGN



TAKE2 Logo

Use whenever possible



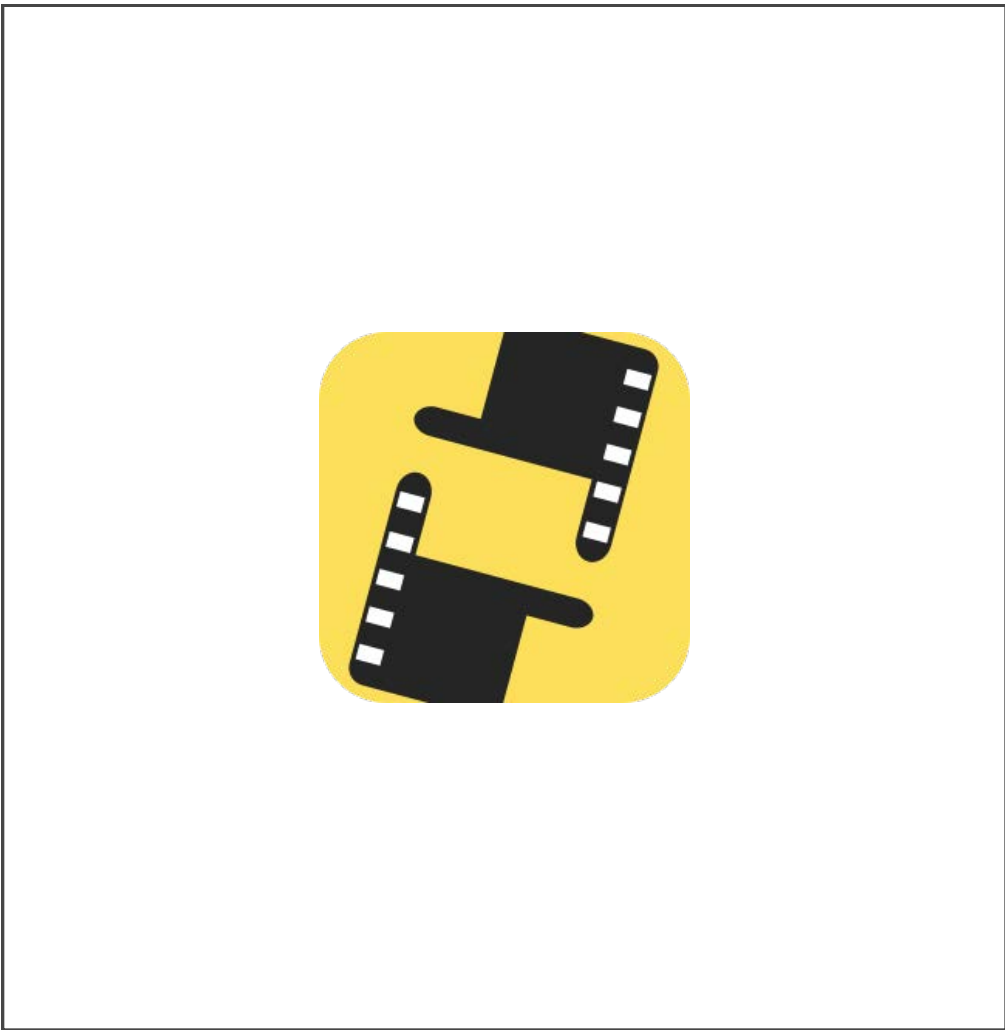
Black Logo

Use this with content in black and white



Horizontal Logo

Use this when need horizontal display



App Logo

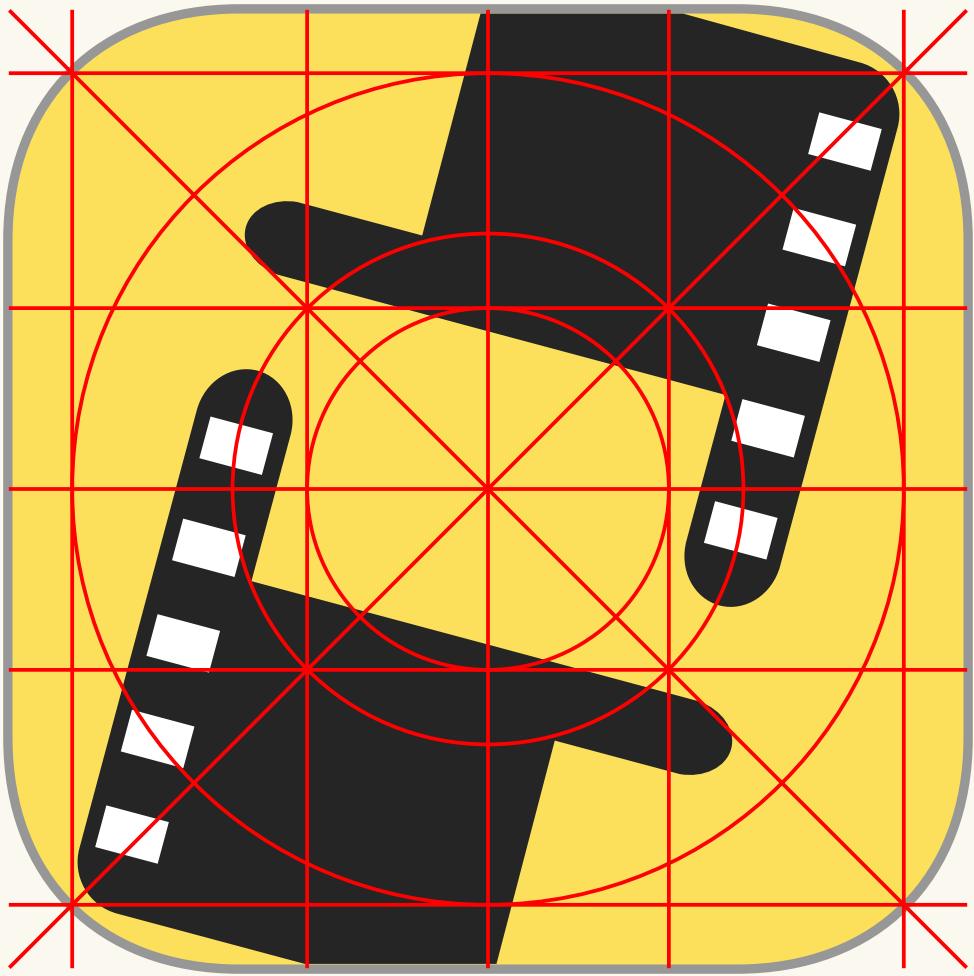
Use this only when referencing the IOS version of TAKE2

LOGO CLEAR SPACE

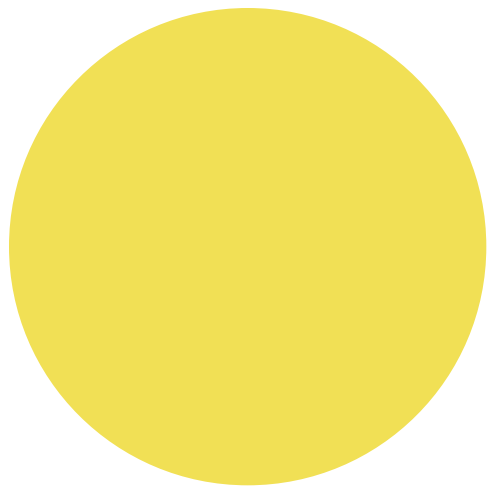


Body
Height of
Roundness
(90 x 90)

Body Height of Roundness (90 x 90)



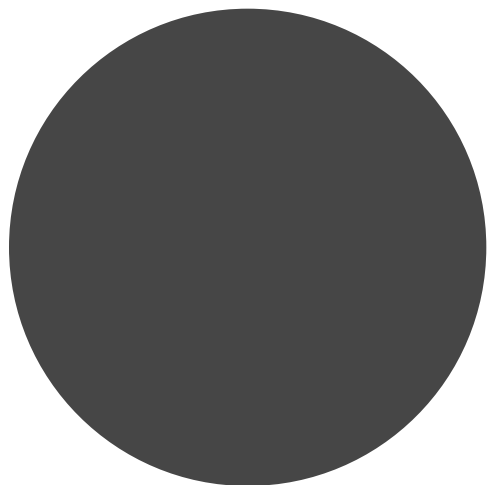
COLOR PALETTE



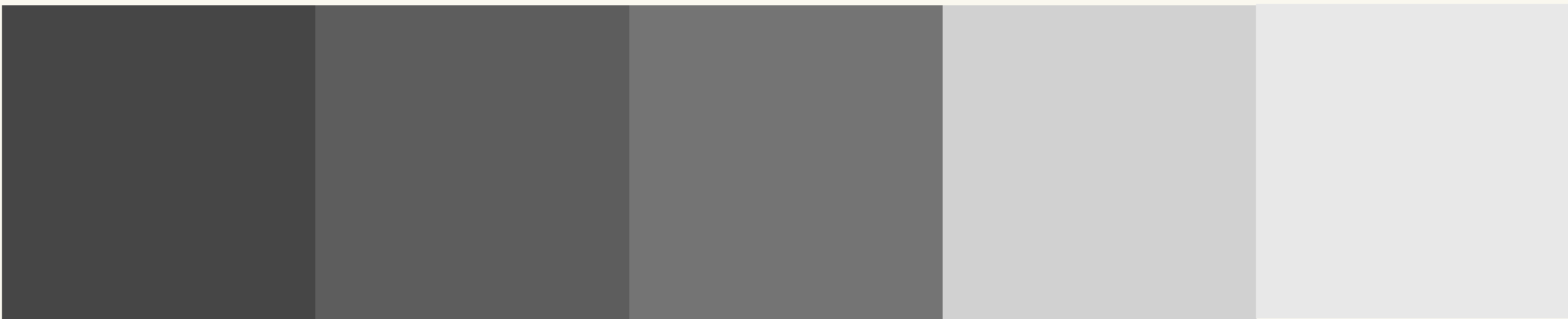
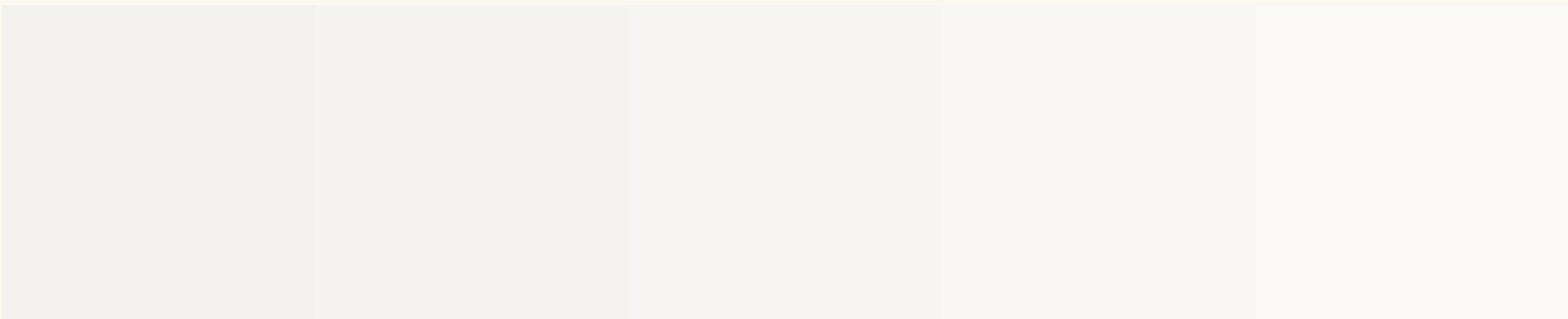
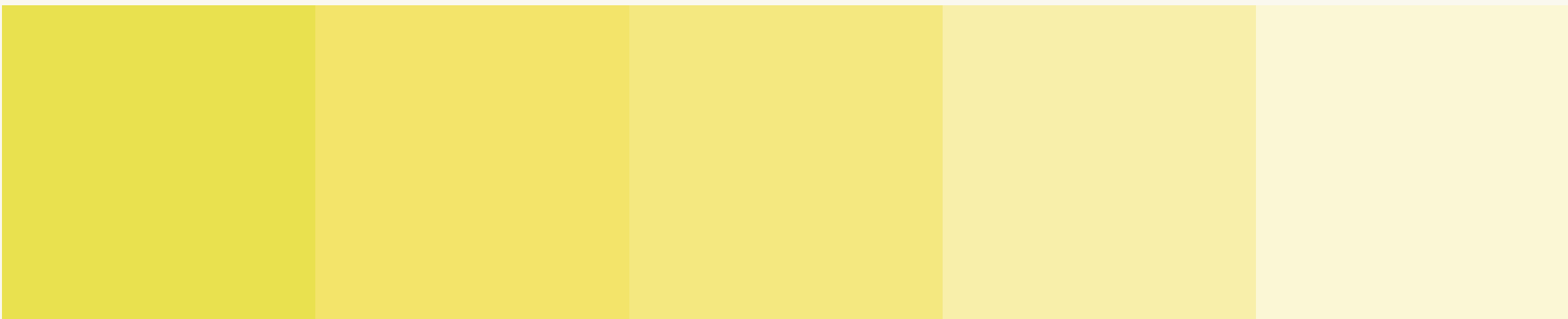
Yellow
CMYK: 0 7 100 5
RGB: 241 224 85
HEX: #F1E055



Light Grey
CMYK: 0 1 100 4
RGB: 244 242 239
HEX: #F4F2EF



Dark Grey
CMYK: 0 0 100 73
RGB: 70 70 70
HEX: #464646



Lato

sans-serif typeface

Foundry: tyPoland, Łukasz Dziedzic

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+?:”<>{}

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+?:”<>{}

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

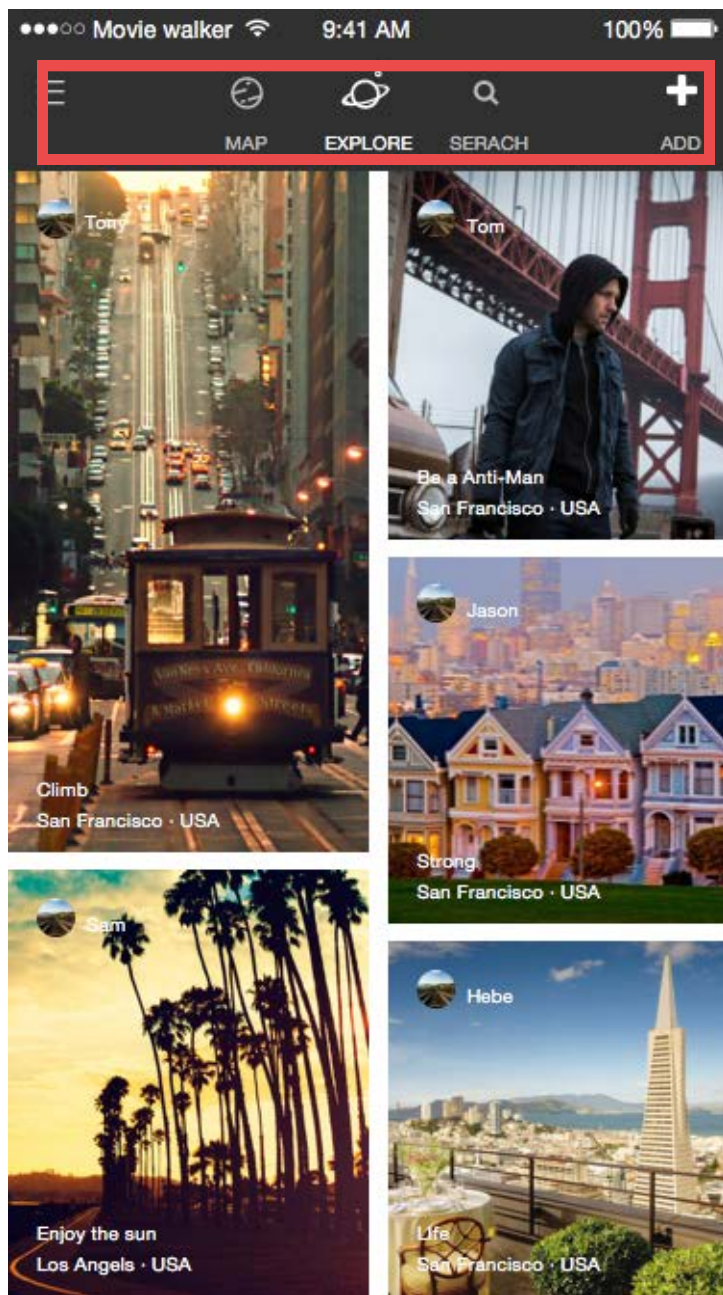
abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+?:”<>{}

UI PROCESS

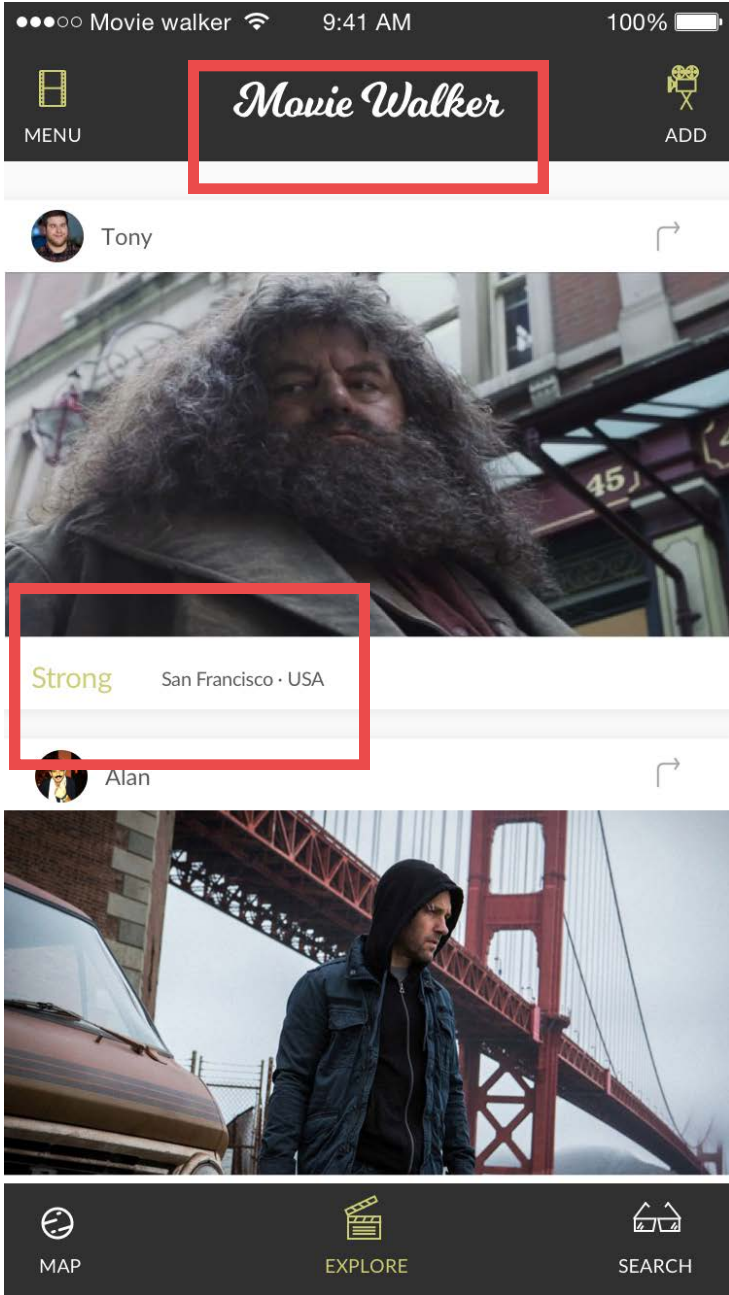
UI VARIATION: HOME



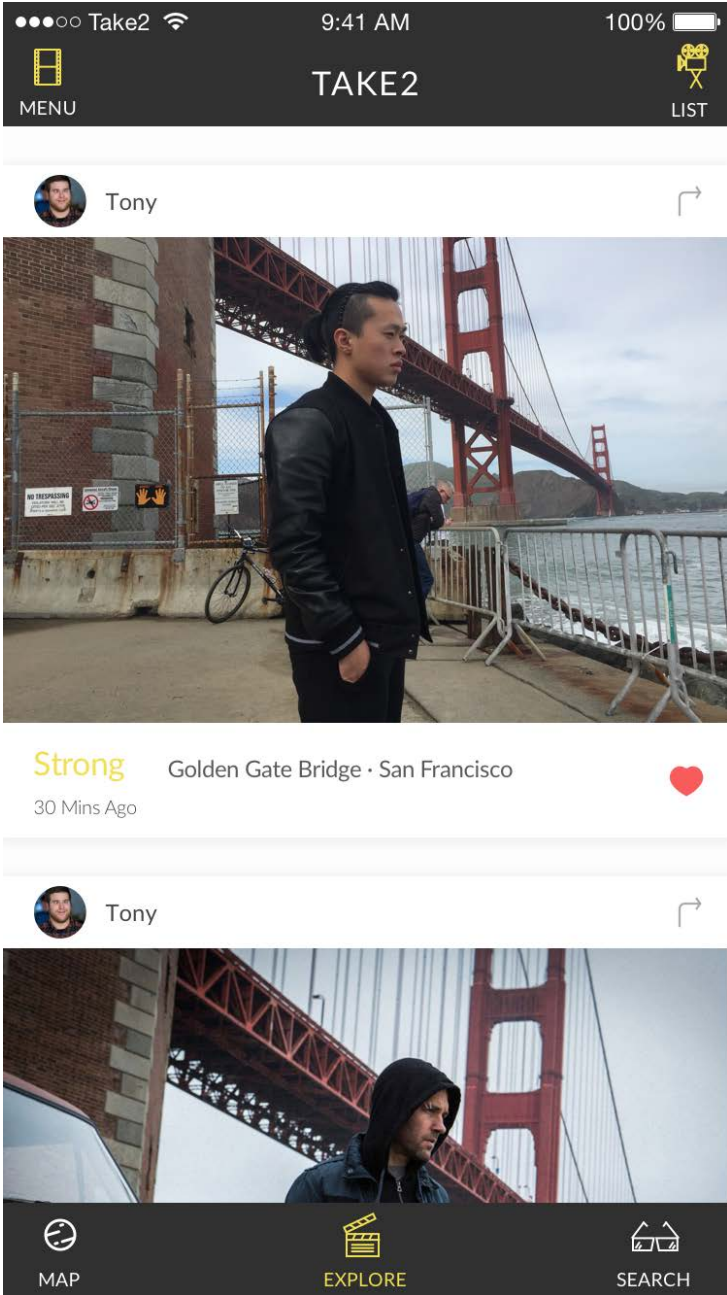
Using movie elements icon instead of normal icons



Layout looks confusion, remove background image



Using movie elements icon instead of normal icons

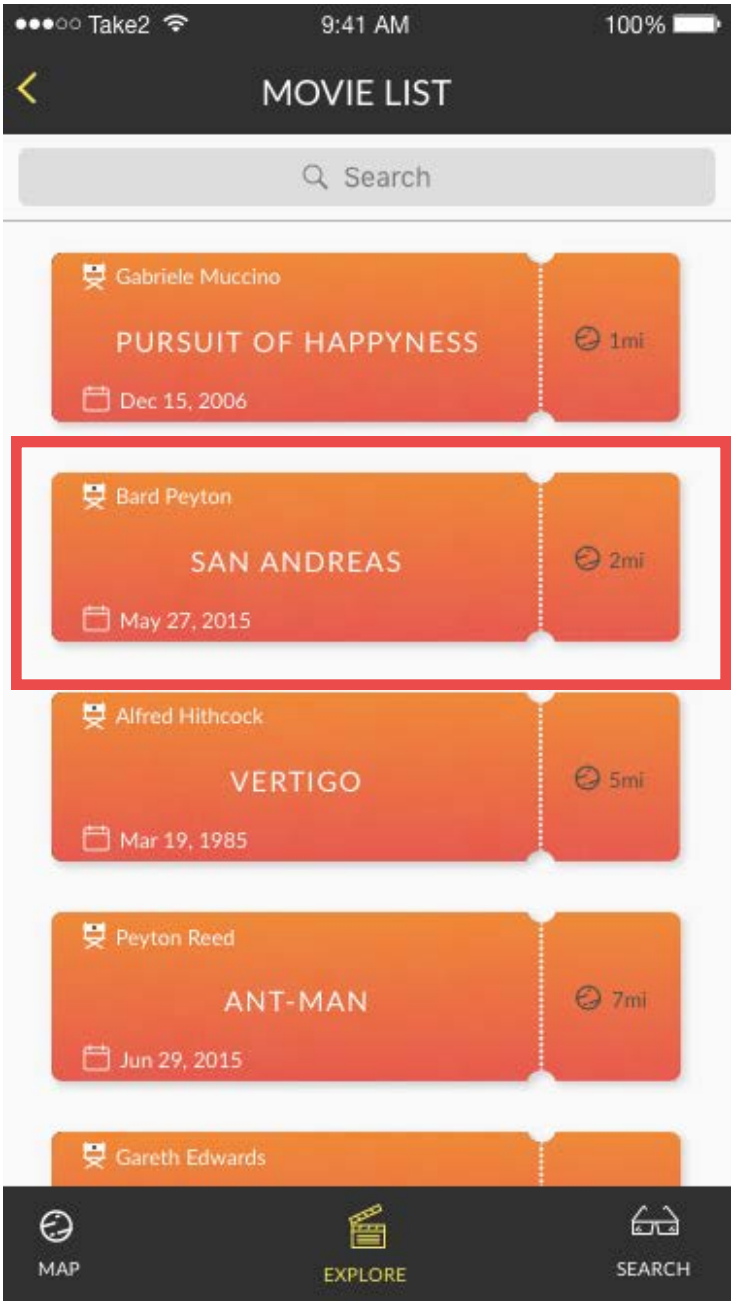


Final design

UI VARIATION: MOIVE LIST



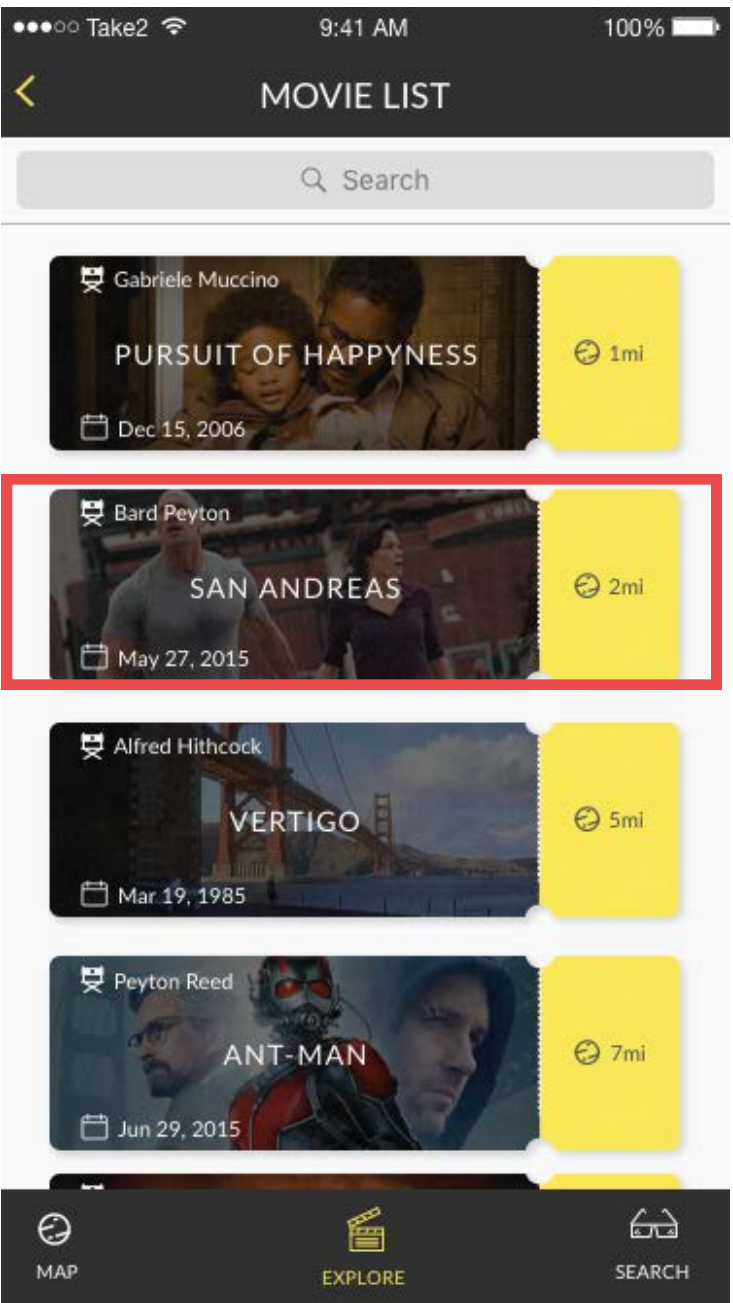
Color palette inconsistent



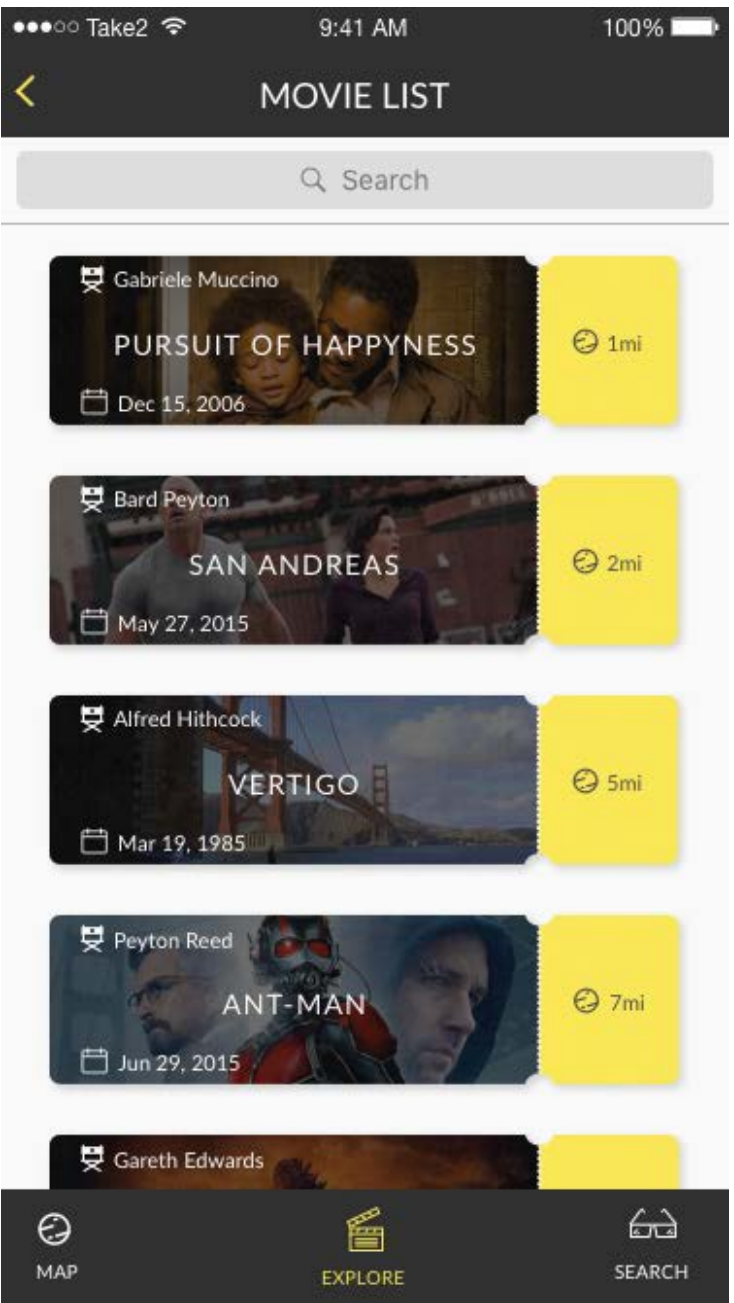
Color palette inconsistent, too strong compare with other pages



Tickets color still too strong



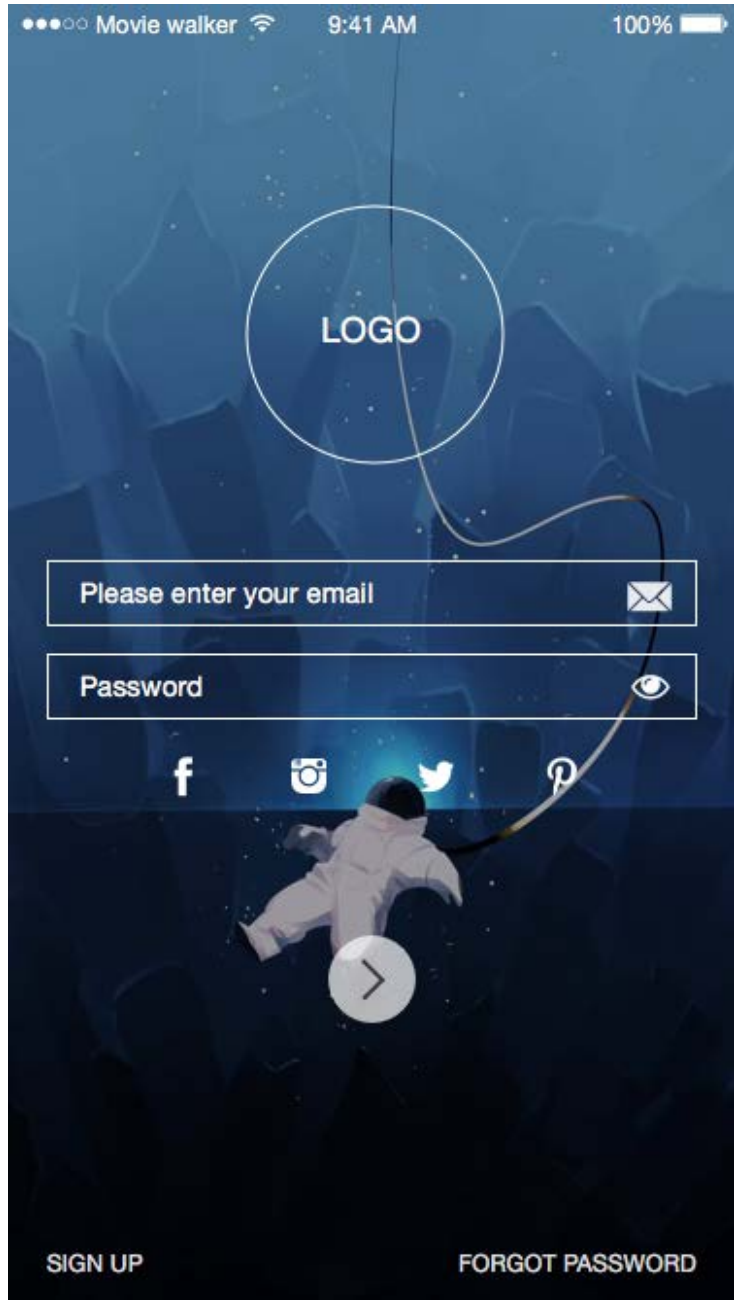
Make ticket button size smaller



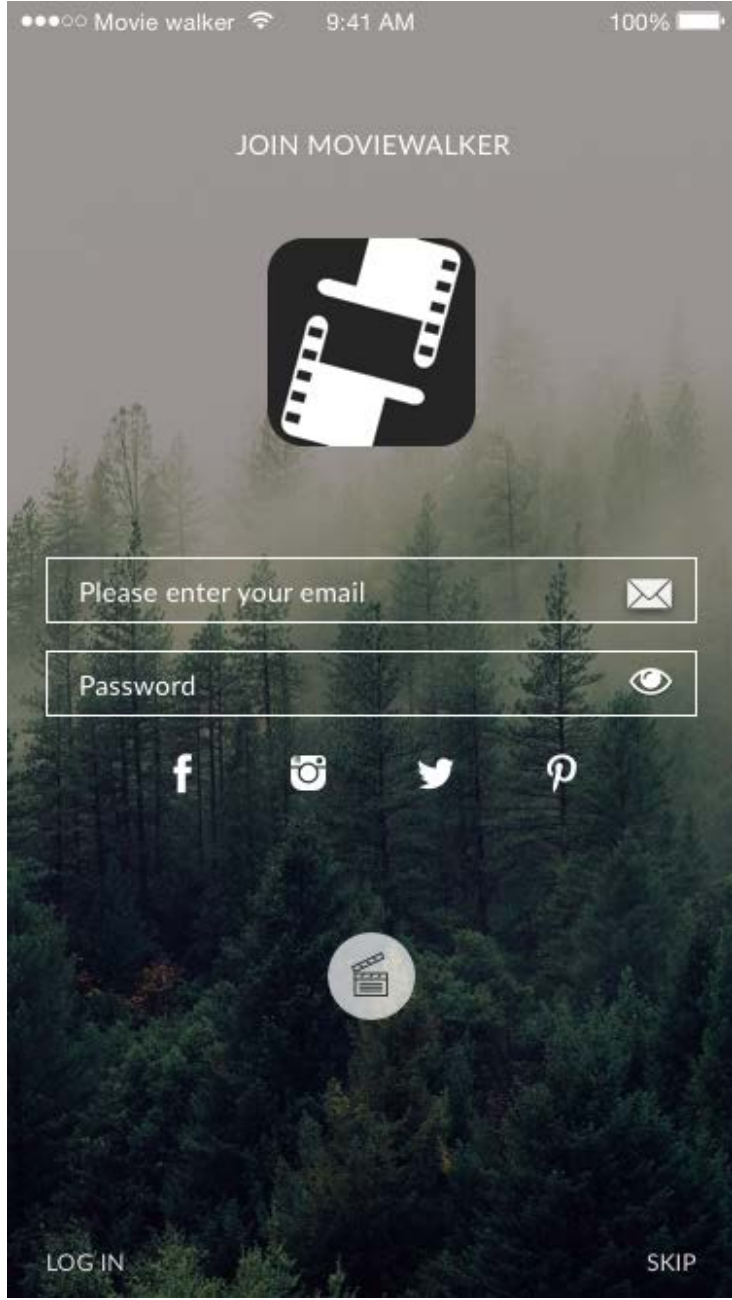
Final design

UI PROCESS

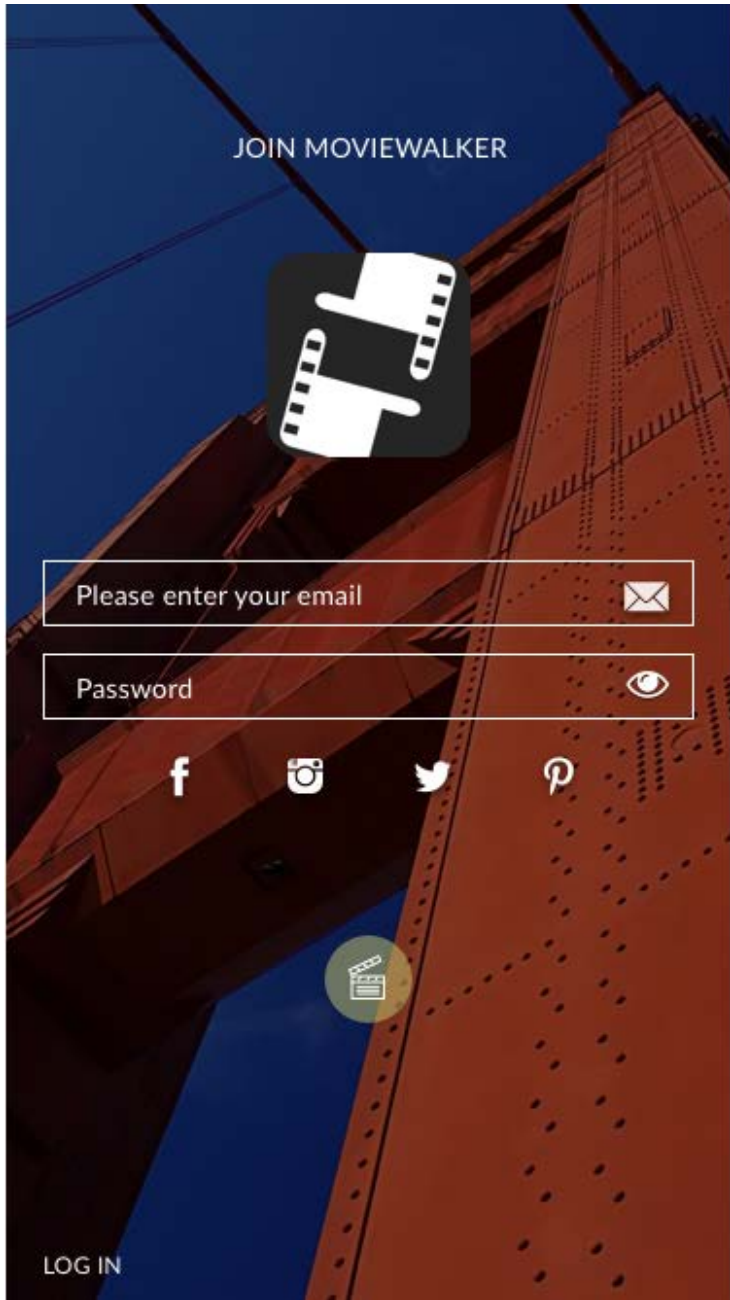
UI VARIATION: SIGNUP



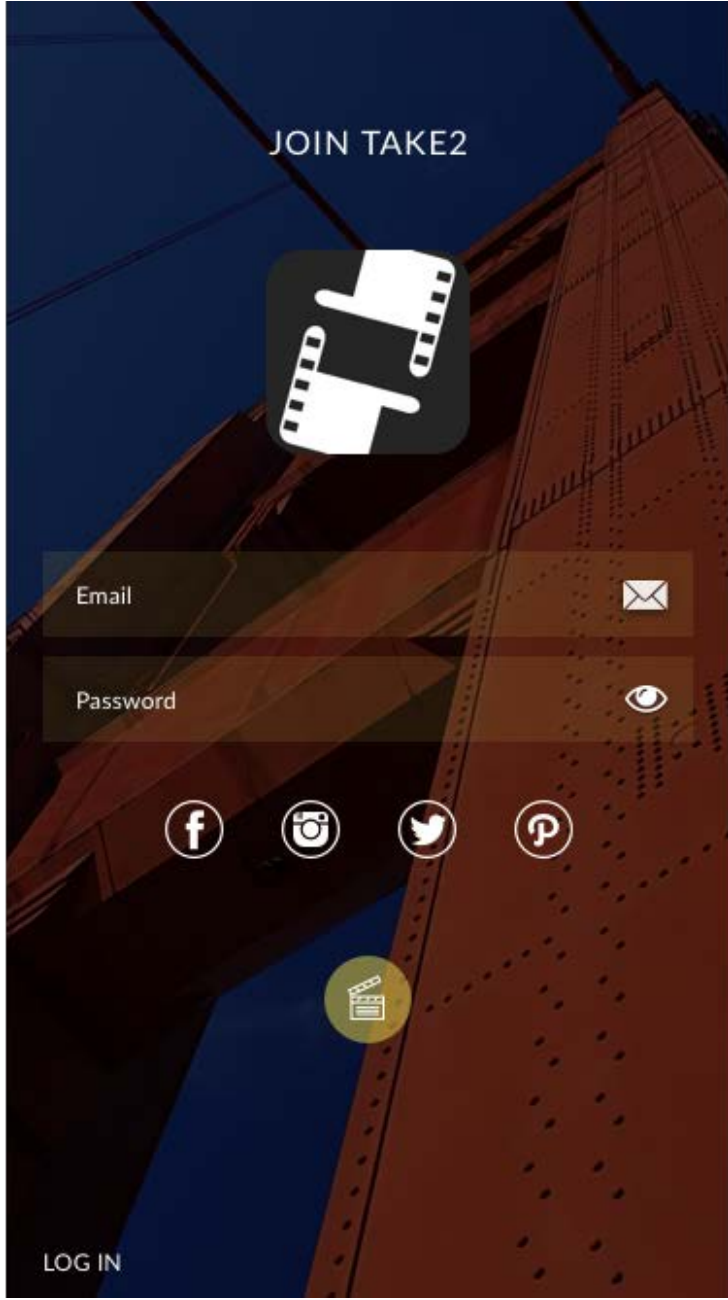
Using movie elements icon instead of normal icons



Layout looks confusion, remove background image



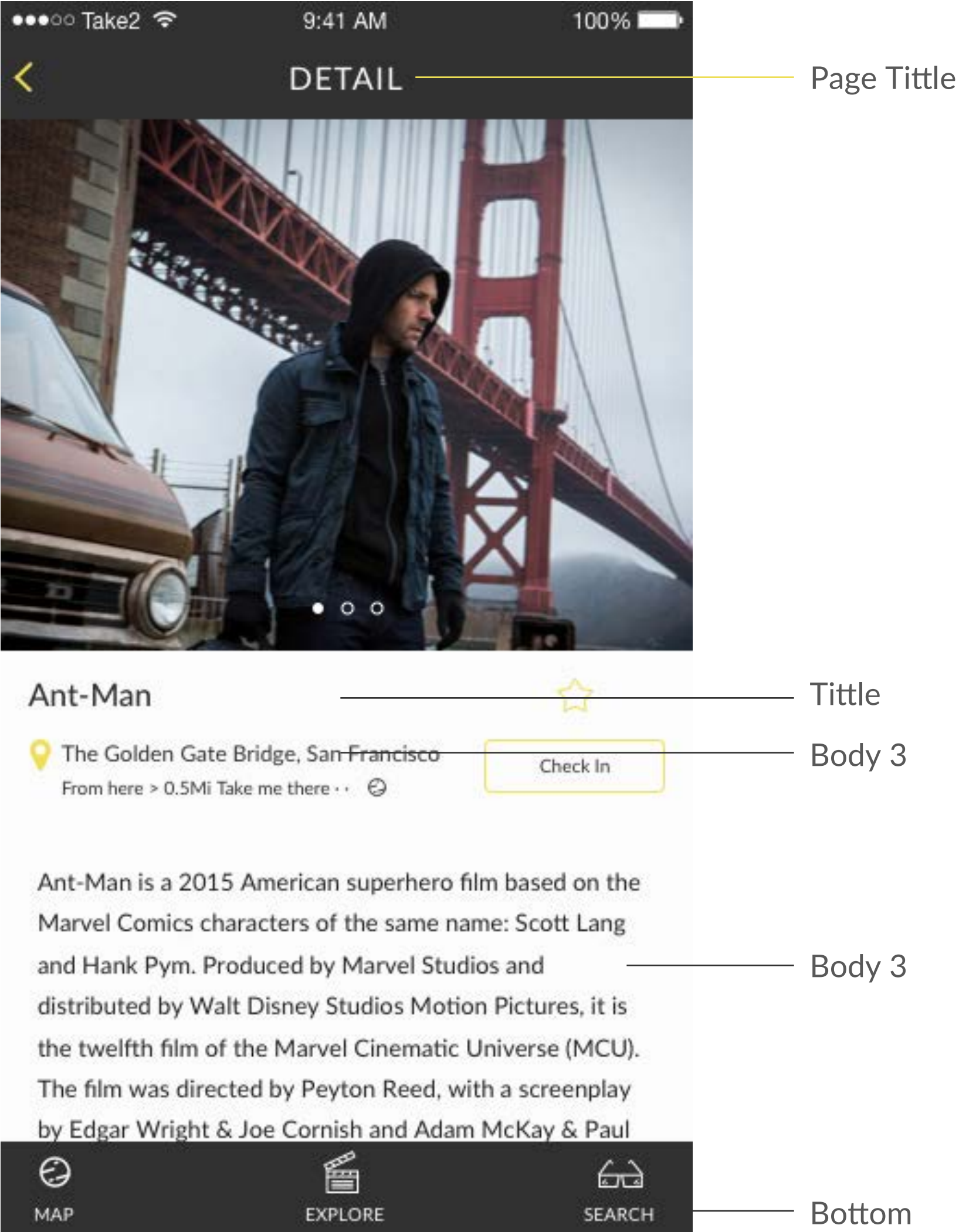
Using movie elements icon instead of normal icons



Using movie elements icon instead of normal icons

UI PROCESS

DESIGN GUIDELINE



Regular 17pt

Regular 12pt

Light 14pt

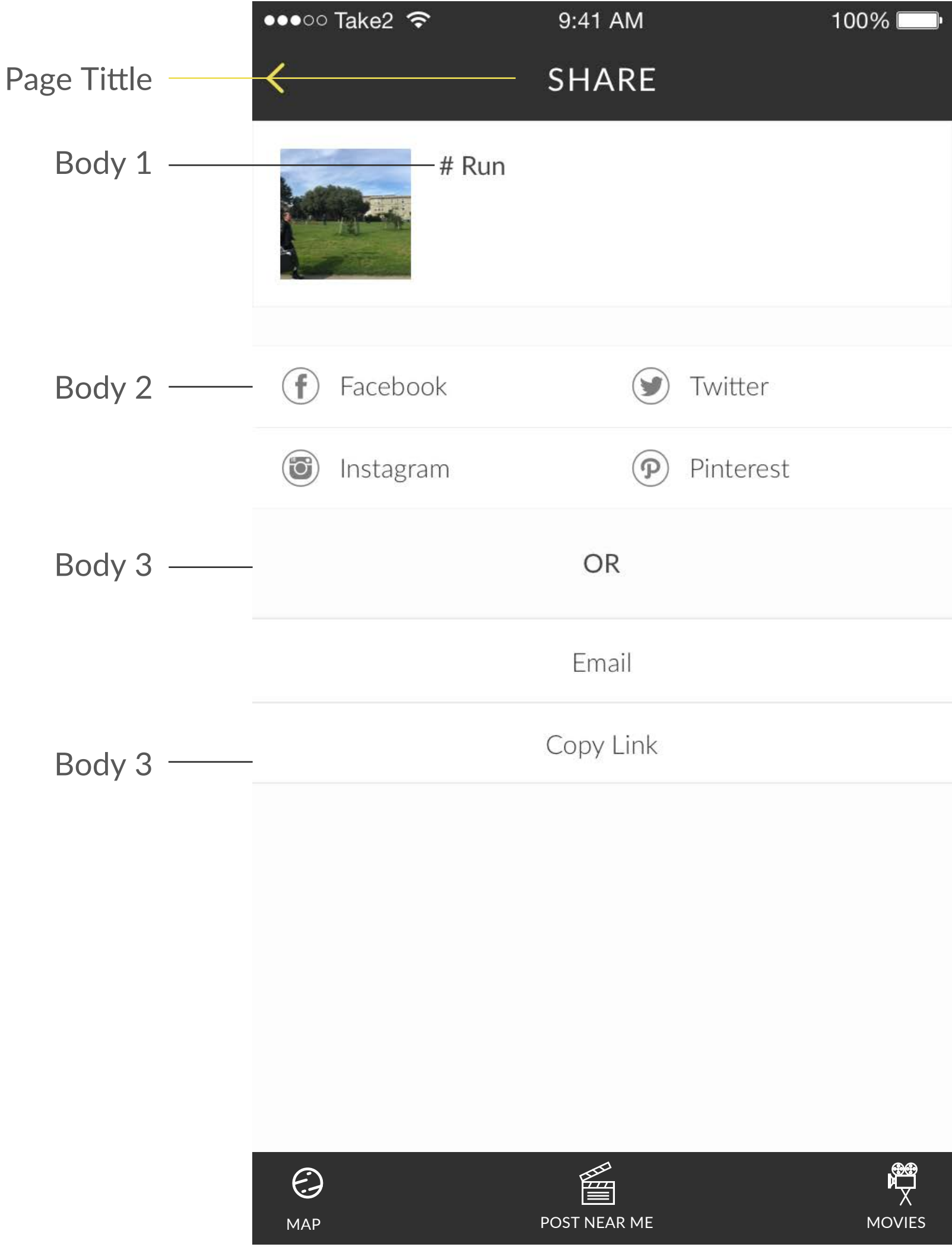
Regular 14pt

Medium 17pt

Regular 14pt

Regular 14pt

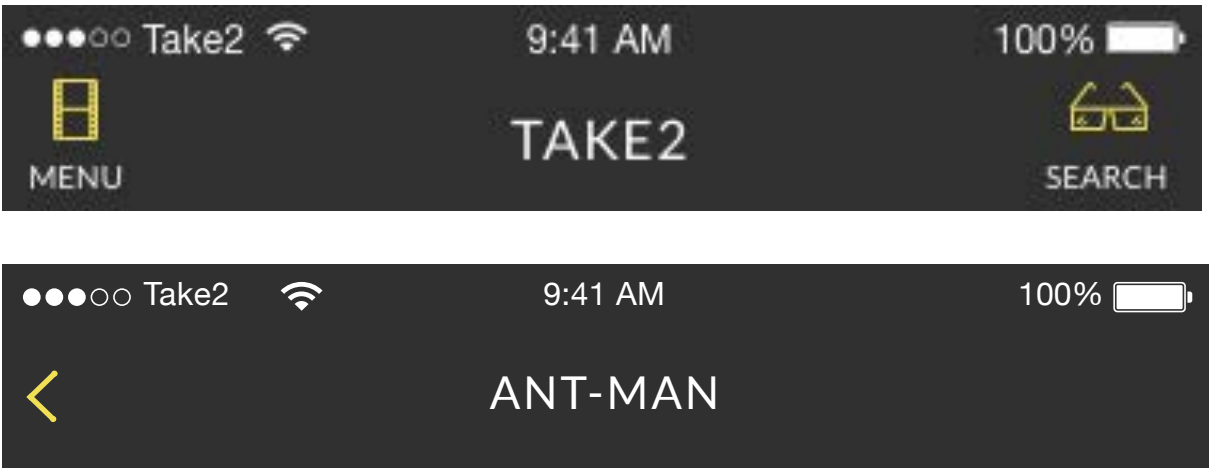
Regular 10pt



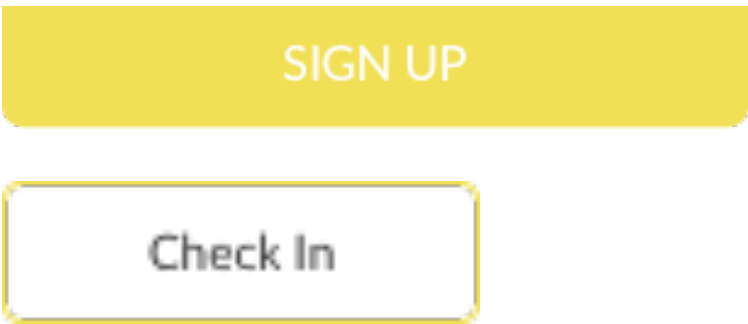
UI PROCESS

DESIGN GUIDELINE

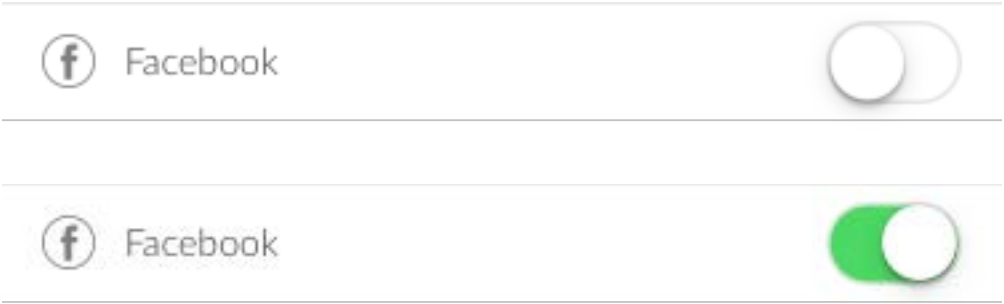
Header



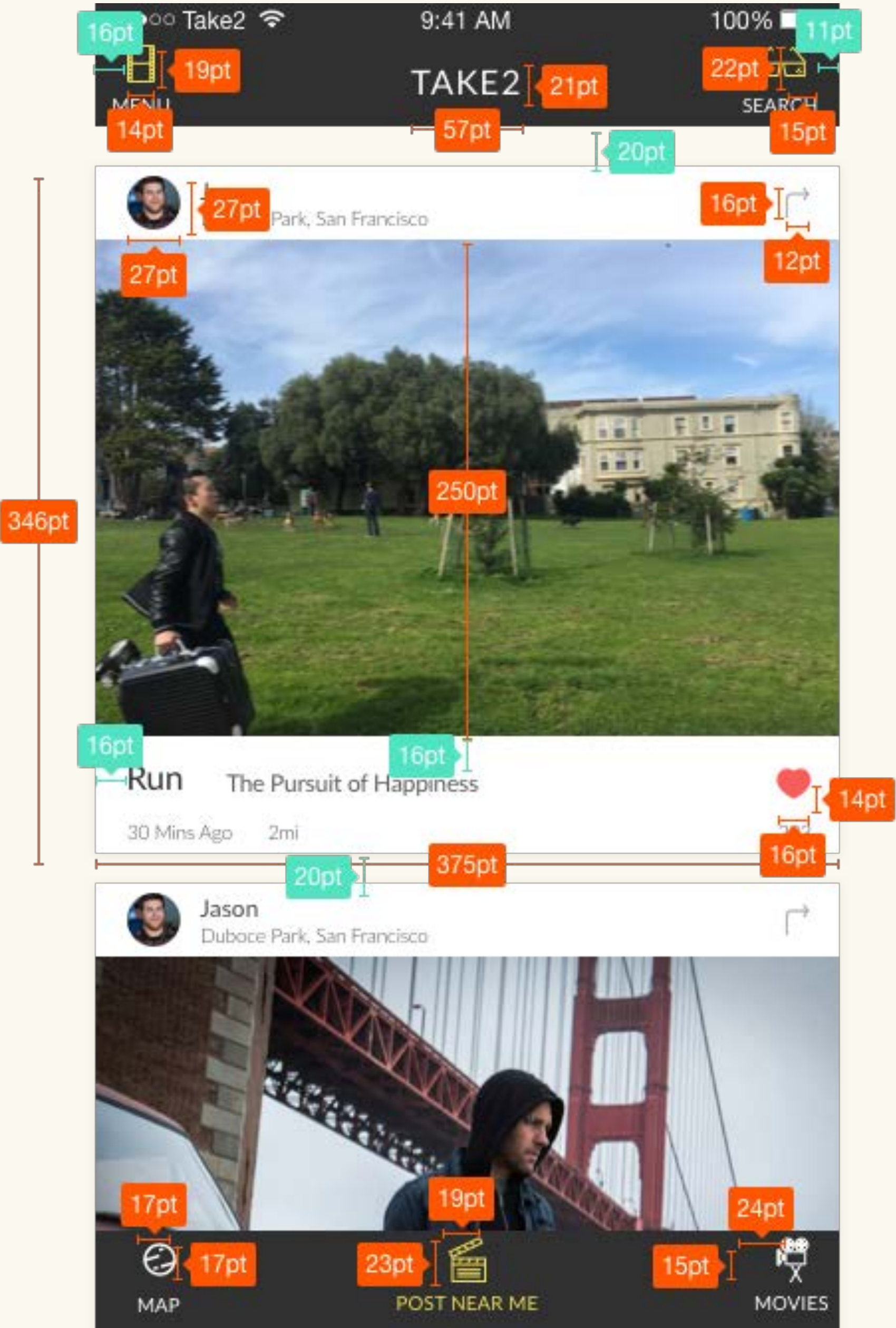
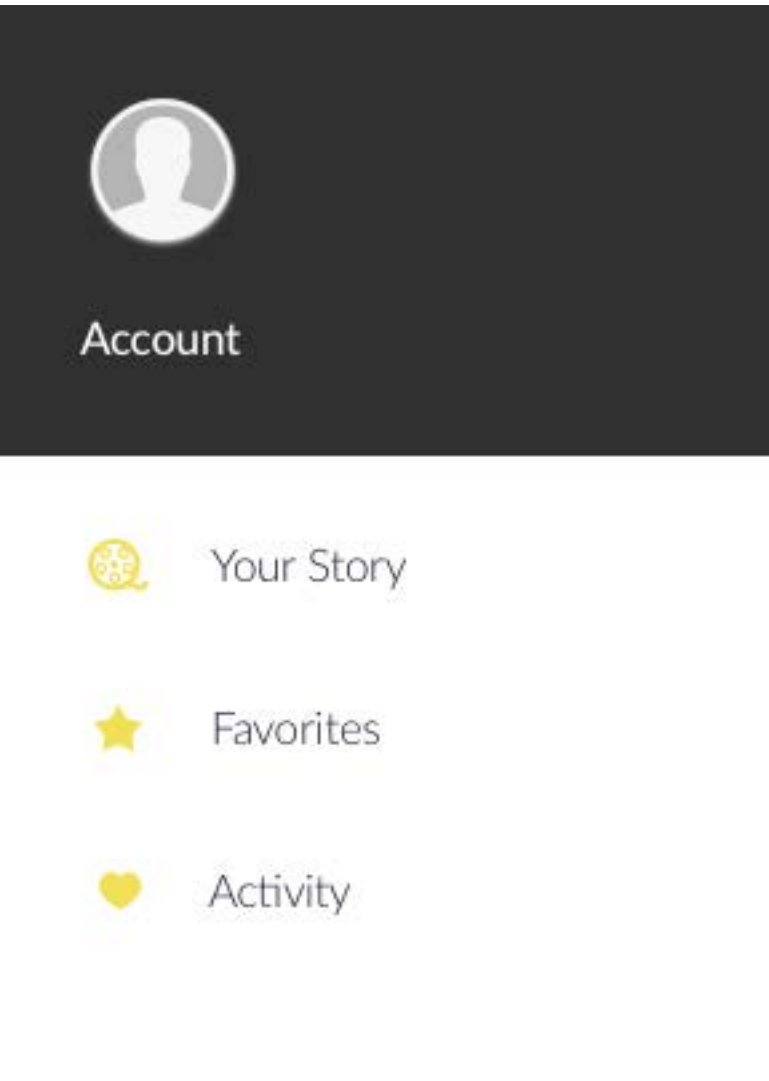
Button

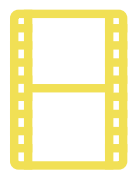


Switch



Menu





Menu



Map



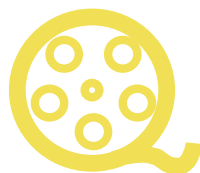
Favorite



Password



Explore



Story



Favorite



Email



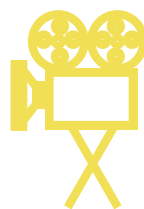
Search



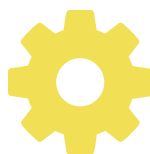
About



Like



List



Settings



Liked



TECHNICAL PROCESS

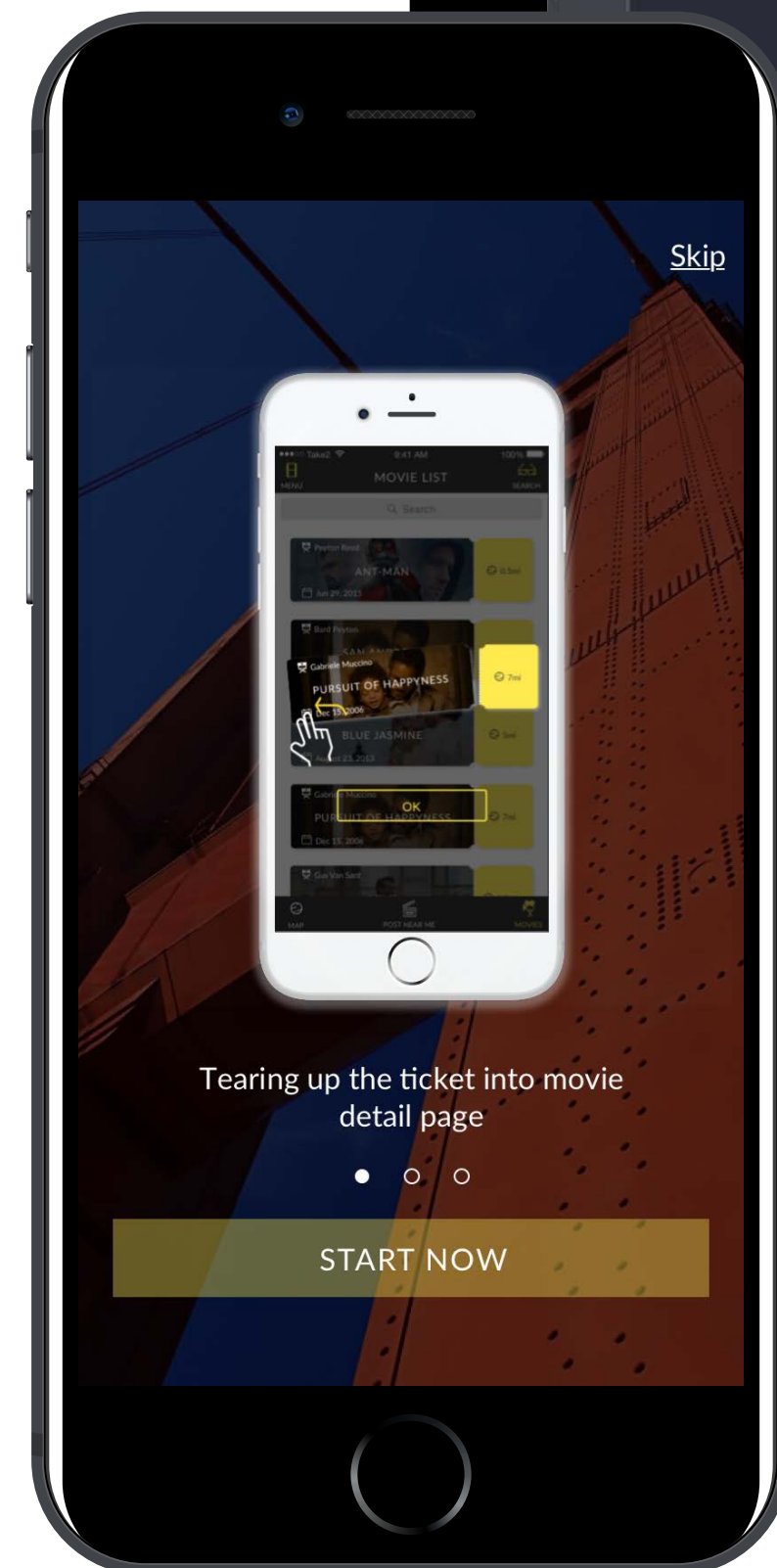


Technial Process

Timeline

TECHNICAL PROCESS

Onboarding



```
class OnboardingViewController: UIViewController, UIScrollViewDelegate {
```

```
    @IBOutlet weak var onBoardingScrollView: UIScrollView!  
    @IBOutlet weak var pageControl: UIPageControl!
```

```
    override func viewDidLoad() {
```

```
        onBoardingScrollView.delegate = self  
        let slides:[Onboarding] = createSlides()  
        setuponBoardingScrollView(slides: slides)  
        pageControl.numberOfPages = slides.count  
        pageControl.currentPage = 0  
        view.bringSubview(toFront: pageControl)  
        super.viewDidLoad()
```

```
func createSlides() -> [Onboarding] {
```

```
    let slide1:Onboarding = Bundle.main.loadNibNamed("Onboarding", owner: self, options: nil)?.first!  
    slide1.introLable.text = "Tearing up the ticket into movie detail page"  
    slide1.introImage.image = UIImage(named:"onboarding_1")
```

```
    let slide2:Onboarding = Bundle.main.loadNibNamed("Onboarding", owner: self, options: nil)?.first!  
    slide2.introLable.text = "Use overlay layer to help you recreate movie scene"  
    slide2.introImage.image = UIImage(named:"onboarding_2")
```

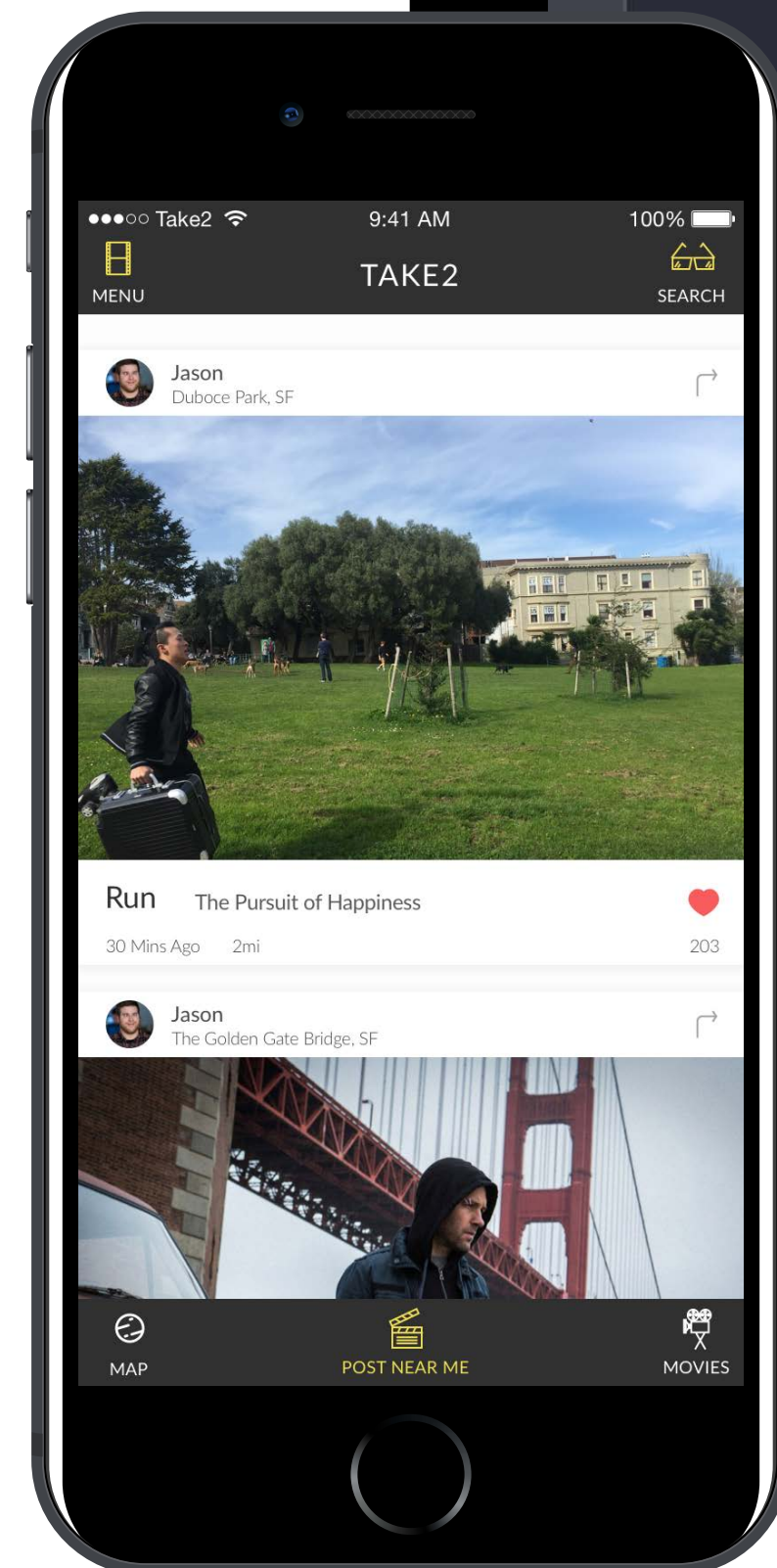
```
    let slide3:Onboarding = Bundle.main.loadNibNamed("Onboarding", owner: self, options: nil)?.first!  
    slide3.introLable.text = "Using the story to collect your movie scene"  
    slide3.introImage.image = UIImage(named:"onboarding_3")
```

```
    return [slide1, slide2, slide3]
```



TECHNICAL PROCESS

Home page user posts



```
func collectionView(_ collectionView: UICollectionView, cellForItemAt indexPath: IndexPath) -> UICollectionViewCell {
    let cell = collectionView.dequeueReusableCell(withReuseIdentifier: "cellposter", for: indexPath) as! UICollectionViewCell
    cell.imageView?.image = self.otherPosts[indexPath.row].imageArray
    cell.userView?.image = self.otherPosts[indexPath.row].userPhoto
    cell.userName?.text = self.otherPosts[indexPath.row].userName
    cell.titleName?.text = self.otherPosts[indexPath.row].posterTitle
    cell.locationName?.text = self.otherPosts[indexPath.row].locationName
    cell.pastTime?.text = self.otherPosts[indexPath.row].pastTime
    cell.backgroundColor = UIColor(red: 252.0/255.0, green: 252.0/255.0, blue: 252.0/255.0, alpha: 1.0)
    //cell_border
    cell.layer.shadowColor = UIColor.gray.cgColor
    cell.layer.shadowOffset = CGSize.init(width: 0, height: 1)
    cell.layer.shadowOpacity = 1
    cell.clipsToBounds = false
    //cell_border
    return cell
}
```

```
func collectionView(_ collectionView: UICollectionView, didSelectItemAt indexPath: IndexPath) {
    self.performSegue(withIdentifier: "showPoster", sender: self)
}
```

```
override func prepare(for segue: UIStoryboardSegue, sender: Any?) {
    if segue.identifier == "showPoster" {
        let indexPaths = self.collectionView!.indexPathsForSelectedItems!
        let indexPath = indexPaths[0] as NSIndexPath

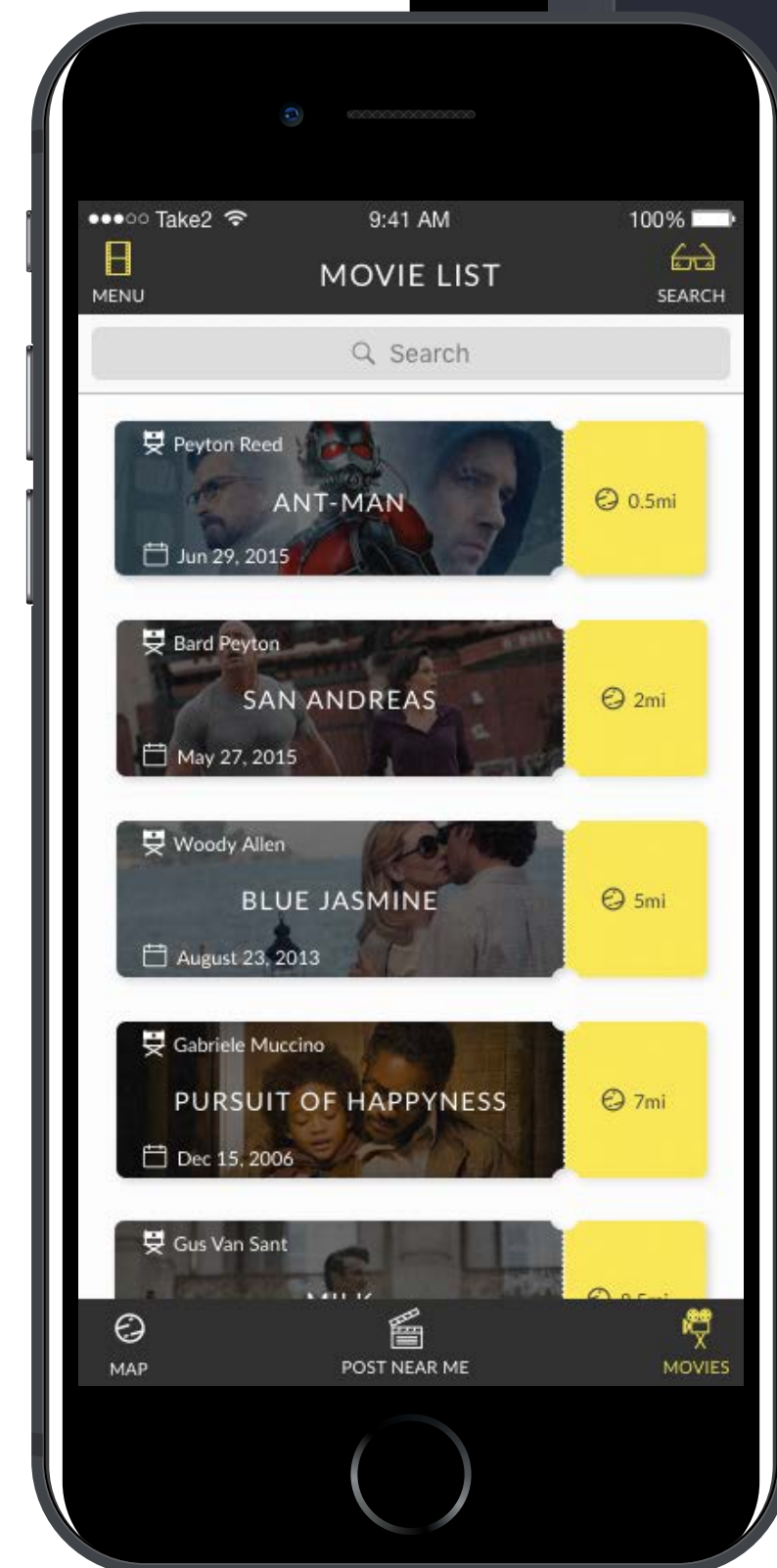
        let vc = segue.destination as! PosterViewController

        vc.image = self.otherPosts[indexPath.row].imageArray
        vc.title = self.otherPosts[indexPath.row].posterTitle
    }
}
```



TECHNICAL PROCESS

Movie list page



```
cell.movieDate?.text = self.movieList[indexPath.row].movieDate
cell.mileNum?.text = self.movieList[indexPath.row].mileNum
return cell
}

func collectionView(_ collectionView: UICollectionView, didSelectItemAt indexPath: IndexPath) {
    self.performSegue(withIdentifier: "showMovie", sender: self)
}

override func prepare(for segue: UIStoryboardSegue, sender: Any?) {
    if segue.identifier == "showMovie"
    {
        let indexPaths = self.listCollection!.indexPathsForSelectedItems!
        let indexPath = indexPaths[0] as NSIndexPath

        let vc = segue.destination as! MovieDetailViewController

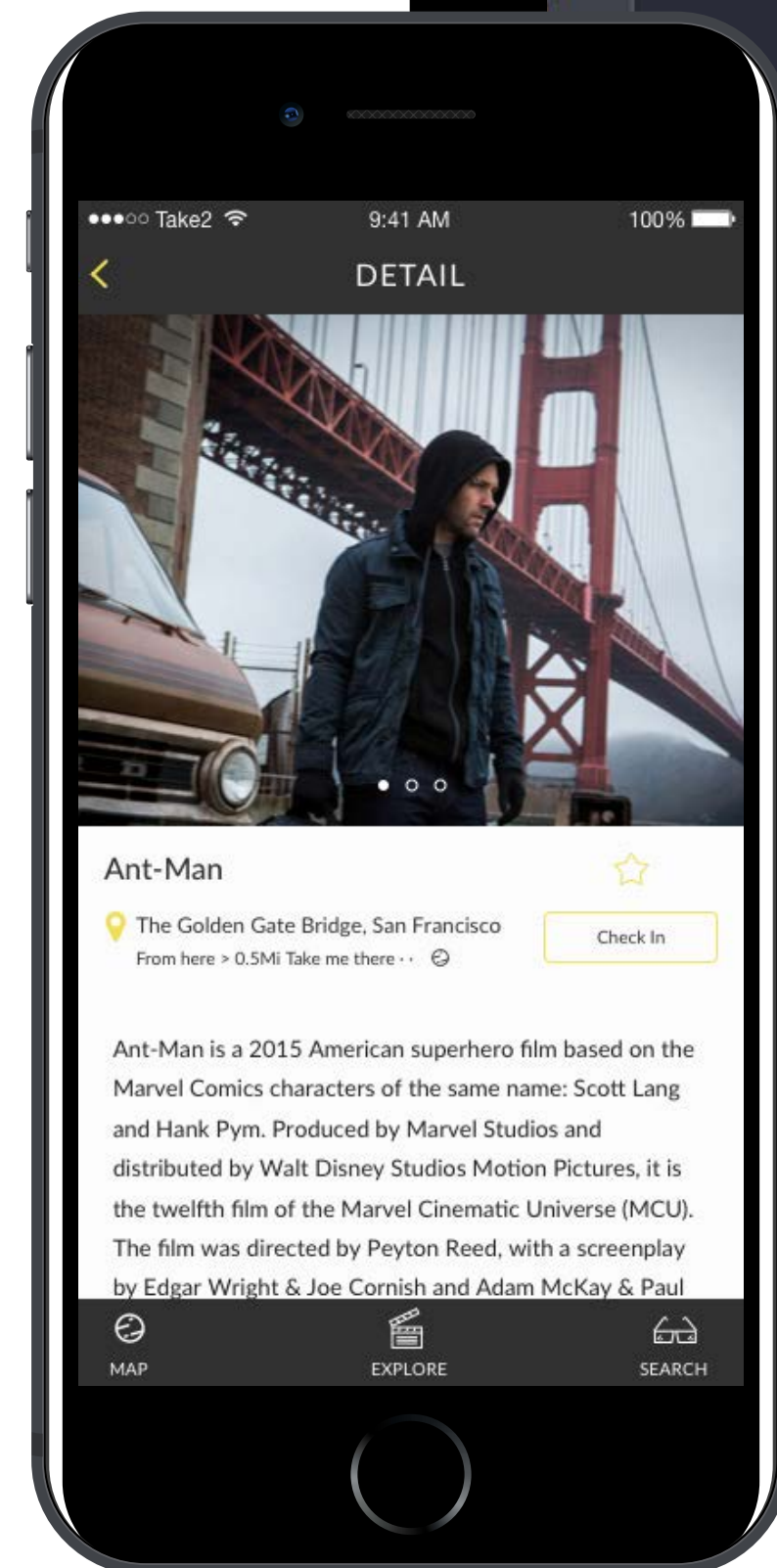
        vc.image = self.getImage(Sarray: self.movieList[indexPath.row].moviePhoto)
        vc.title = self.movieList[indexPath.row].movieName
        vc.mileNum = self.movieList[indexPath.row].movieMile
        vc.movieName = self.movieList[indexPath.row].movieName
        vc.movieLocationName = self.movieList[indexPath.row].movieLocation
        vc.introInfo = self.movieList[indexPath.row].movieIntro
    }

func getImage(Sarray:[String]) -> [UIImage] {
    var Iarray:[UIImage] = []
    for element in Sarray {
        Iarray.append(UIImage(named: element)!)
    }
    return Iarray;
}
```



TECHNICAL PROCESS

Movie detail page slide



```
@IBAction func ImageClick(_ sender: UITapGestureRecognizer) {
    self.performSegue(withIdentifier: "fullScreen", sender: self)
}

override func prepare(for segue: UIStoryboardSegue, sender: Any?) {
    if segue.identifier == "fullScreen"
    {
        let vc = segue.destination as! FullscreenphotoViewController

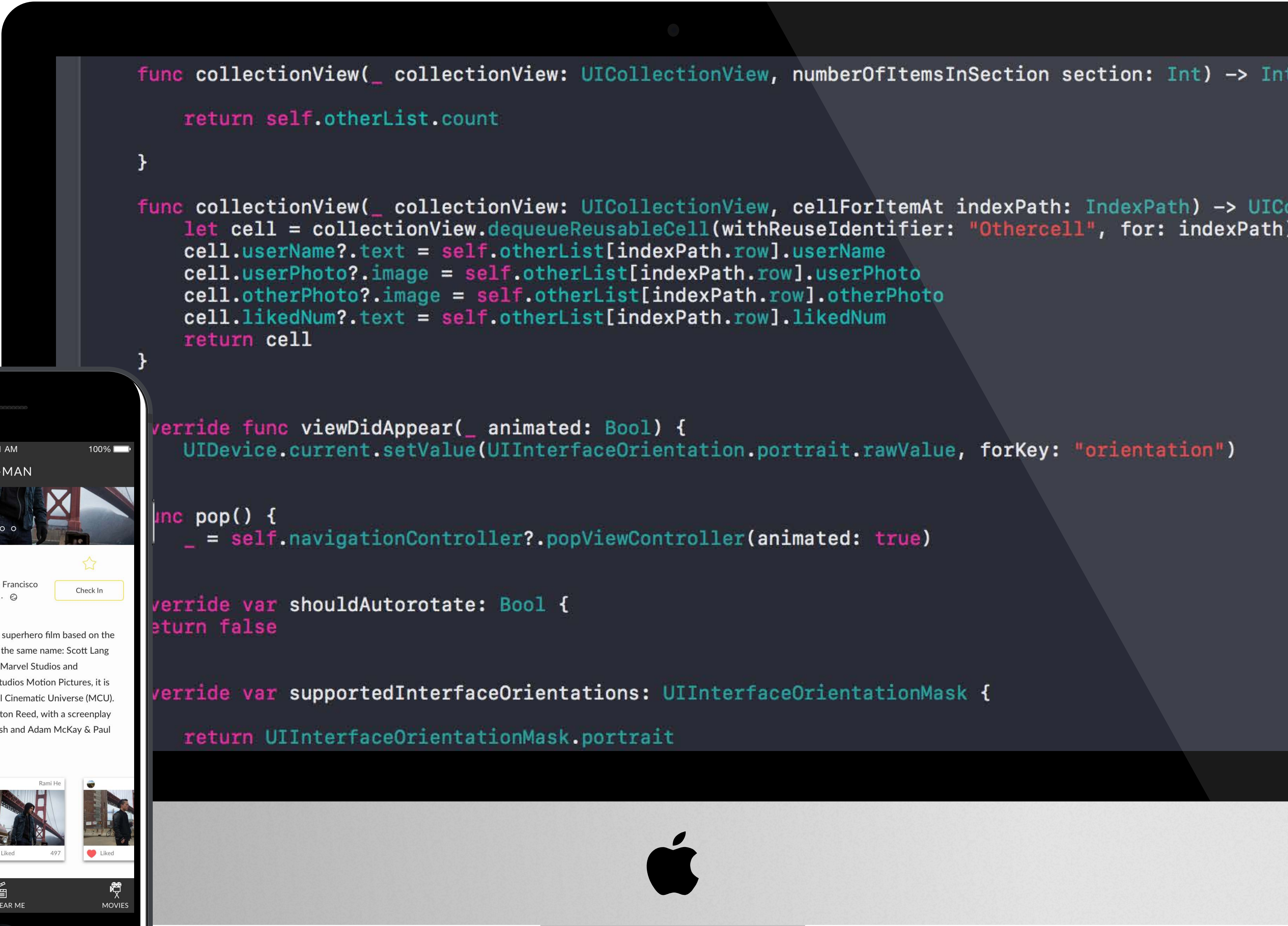
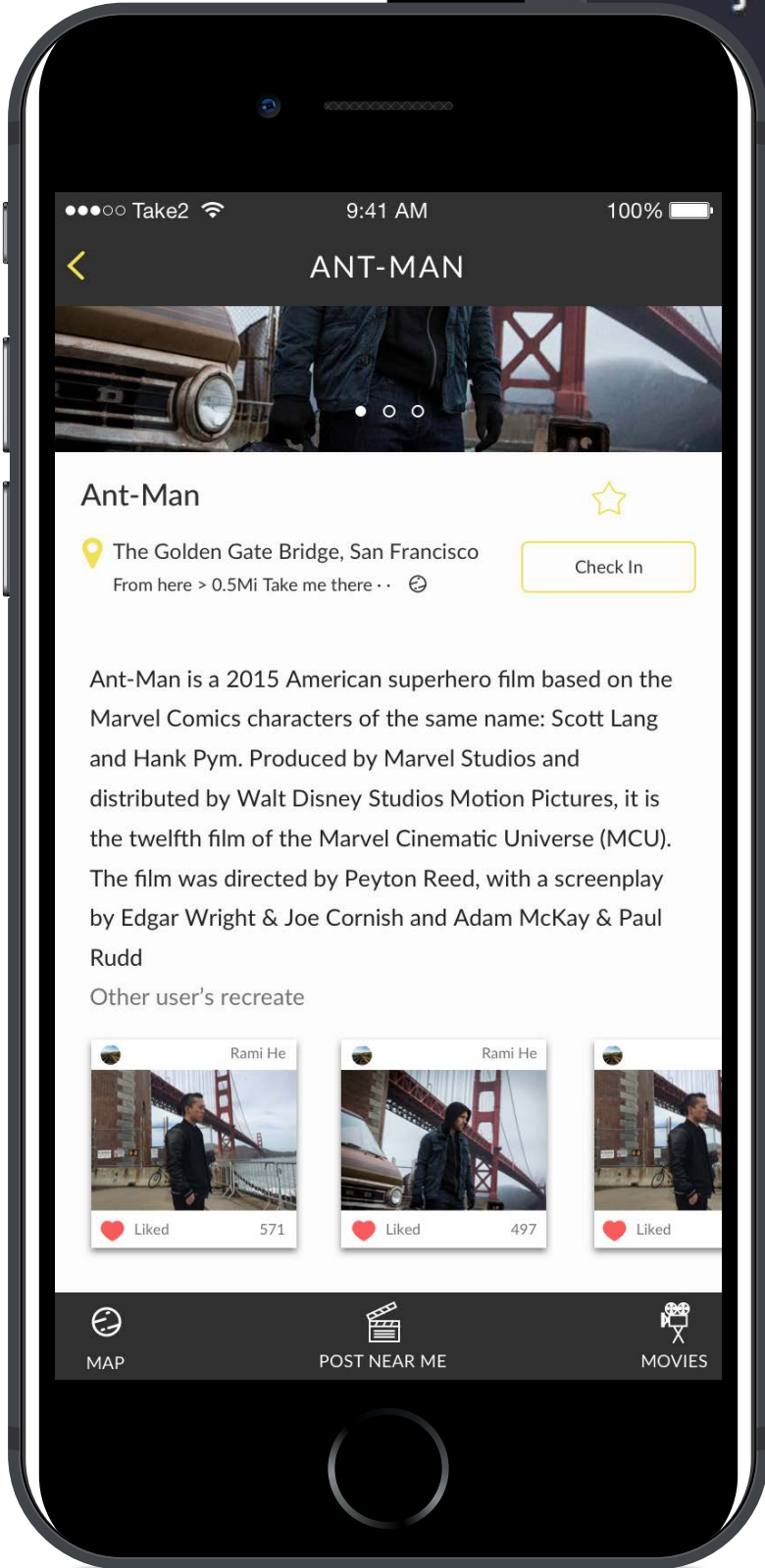
        if currentPage == 1{
            vc.image = slideImg1.image!
        }else if currentPage == 2 {
            vc.image = slideImg2.image!
        }else if currentPage == 3 {
            vc.image = slideImg3.image!
        }
    }
}

@IBAction func nextPage(_ sender: UISwipeGestureRecognizer) {
    if self.currentPage == 1{
        UIView.animate(withDuration: 0.25, animations: {
            self.slideImg2.transform = CGAffineTransform(translationX: 0, y: 0)
            self.slideImg1.transform = CGAffineTransform(translationX: -self.wWidth, y: 0)
        })
        pageControler.currentPage = 1
        self.currentPage = 2
    }else if self.currentPage == 2{
```



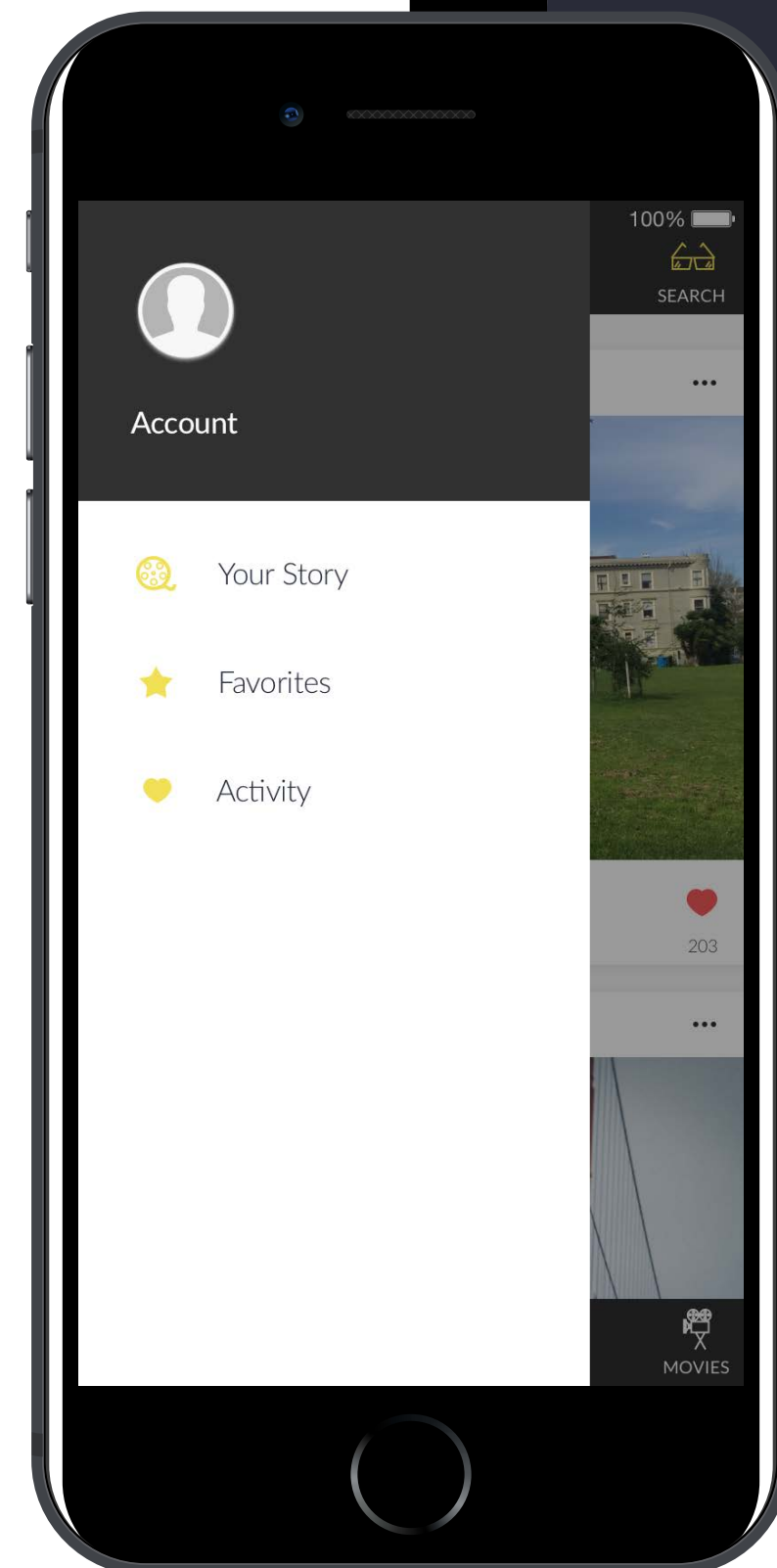
TECHNICAL PROCESS

Movie detail page
horizontal slide



TECHNICAL PROCESS

Side menu slide



```
@IBAction func menuSlide(_ sender: Any) {  
    if (menuShowing) {  
        leadingCons.constant = -300  
  
        UIView.animate(withDuration: 0.3, animations: {self.view.layoutIfNeeded()  
    } else {  
        leadingCons.constant = 0  
  
        UIView.animate(withDuration: 0.3, animations: {self.view.layoutIfNeeded()  
    }  
  
    menuShowing = !menuShowing  
  
func collectionView(_ collectionView: UICollectionView, numberOfItemsInSection  
    return self.movieList.count
```



TECHNICAL PROCESS

Overlay layer and
camera



```
var previewLayer: AVCaptureVideoPreviewLayer!
let subview_test = UIImageView.init(frame: CGRect.init(x: 46, y: 20, width: 144, height: 88))
var movie_image: UIImage = UIImage.init(named: "movie1_scene")!
let saved_window = UIImageView.init(frame: CGRect.init(x: 184, y: 81, width: 254, height: 214))
let saved_image = UIImage.init(named: "noti_saved")

override func viewDidLoad() {
    super.viewDidLoad()

    /* let tap = UITapGestureRecognizer(target: self, action: #selector(capturePhoto))
    tap.numberOfTapsRequired = 2
    cameraView.addGestureRecognizer(tap)*/
}

func initPhotoPicker(){
    photoPicker = UIImagePickerController()
    photoPicker.delegate = self
    photoPicker.sourceType = .photoLibrary
    self.present(photoPicker, animated: true, completion: nil)
}

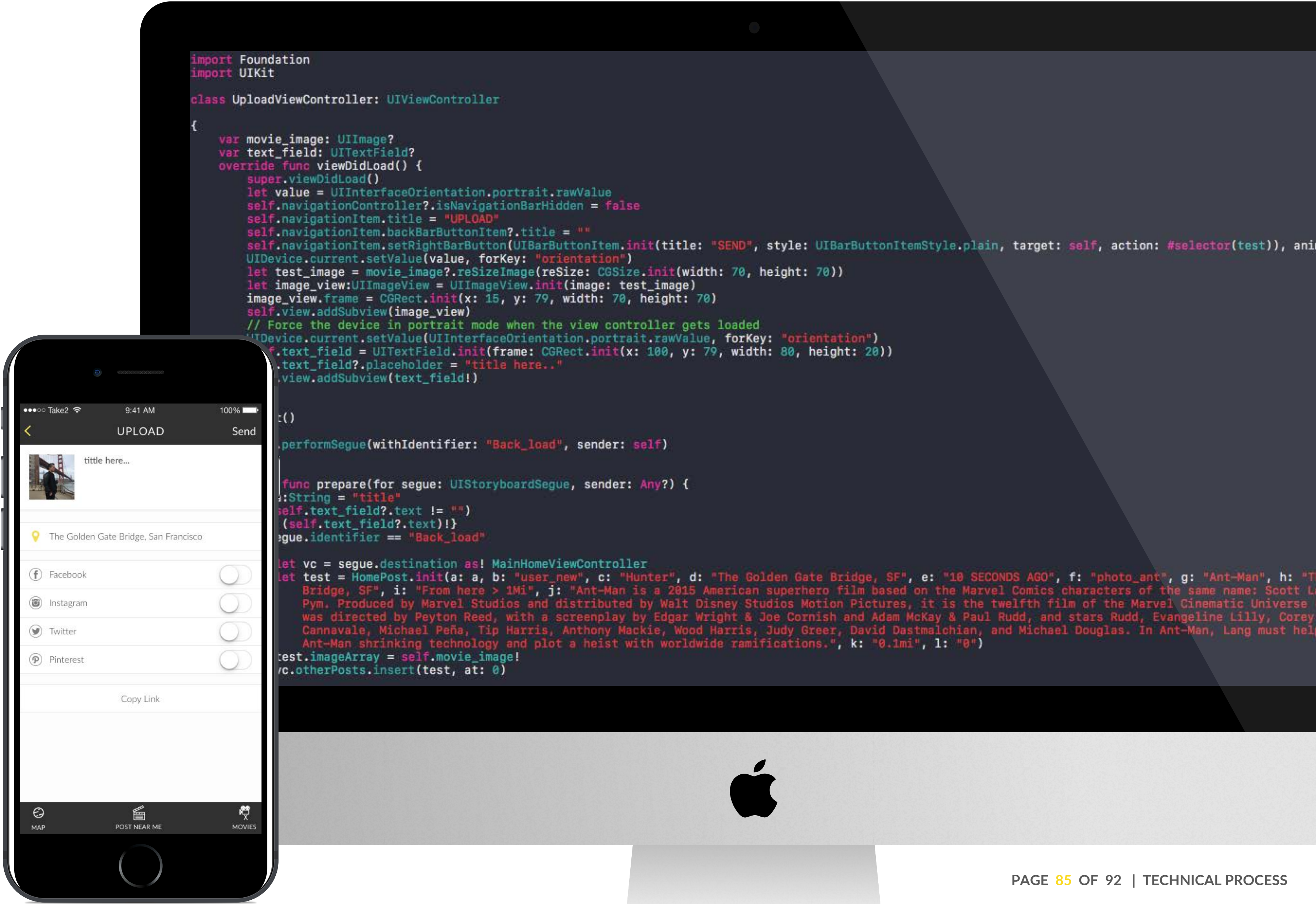
func capturePhoto(){
    guard let connection = output.connection(withMediaType: AVMediaTypeVideo) else { return }
    connection.videoOrientation = .portrait

    let settings = AVCapturePhotoSettings()
    let previewPixelFormat = settings.availablePreviewPhotoPixelFormatTypes.first!
    let previewPhotoFormat = [
        kCVPixelFormatTypeKey as String: previewPixelFormat,
        kCVPixelFormatTypeKey as String: 200,
    ]
```



TECHNICAL PROCESS

Upload page, camera
data tranfer



TIMELINE



CONCLUSION

Future Development

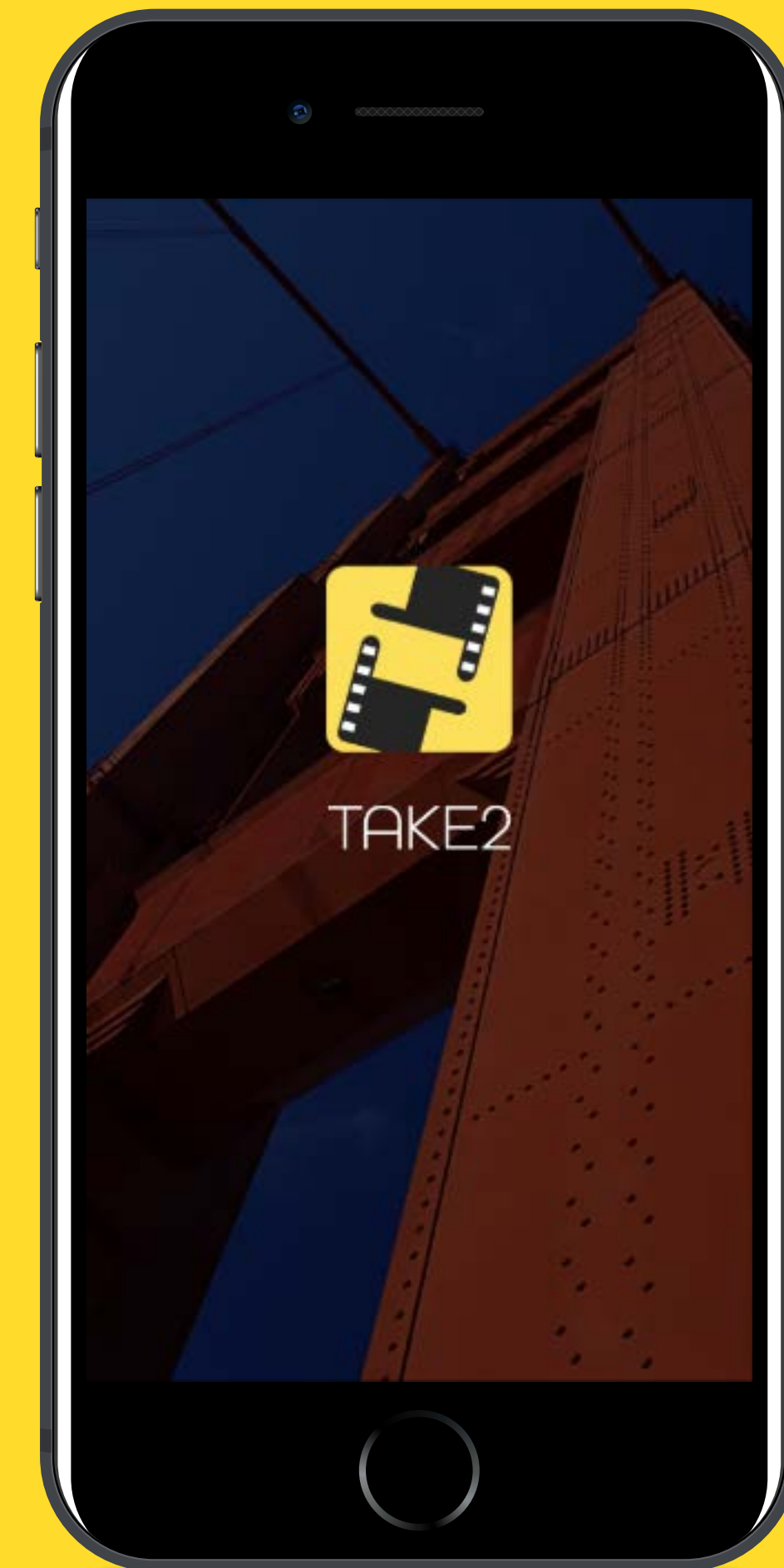
Project Conclusion

Bibliography

Links

FUTURE DEVELOPMENT

This is a concept project which may be hard to complete in the real world. The scope of the project is starts with San Francisco, and I would like to extend it to more cities if this project will becomes real. A lot of movies are very classic, but people won't remember those beautiful moments from the movie. As AR/VR technology become more and more popular now, I would like to use these technologies to help the user remember those beautiful moments when they reach movie locations. It will help users to enjoy the scouting experience.



PROJECT CONCLUSION

Being a movie and travel lover, they are part of my life. This thesis project is very personal for me from the core idea to the development of it. The biggest drive for me to create this project is to satisfy my curiosity; also, I want to share this with other people that can get those resources, too. The US has a huge movie market. 180 million people watch movies each month. California has the most movie locations in the US. Many people are actually curious about movie locations in real life, but they don't know where to find them. Of course, people would look at the Internet to find the movie locations, but it will take long time to find them. My thesis project, Take2, is designed for movie lovers who would like to find those movie locations. This one single concept can help them to satisfy their curiosity. It also provides a movie scene recreation function to help them get closer to movies. After watching so many movies, it is the time for you to become an actor.

UX CHALLENGES

Solving the UX problems from the beginning was a challenge, but I think I have overcome those successfully. I think that I have developed a higher standard in design with the iterations that I went through finishing this project. I learned a lot through different kinds of market research, survey, interviews, user testing and reading, and this has helped me build up my concept and receive much useful feedback to improve the user experience.

UI CHALLENGES

After more and more user testing, it changed the user interface while improving the user experience. User testing let me realize that user interface could really affect user experience. Create useful, friendly user interface became a very important part of my creating entire project. User's thinking and behavior was affected by user interface.

TECHNICAL CHALLENGES

Coding is one of the weaker side in my skill set. I have to learn this slowly and proactively to understand many aspects of this project build. Patience in going over the code and troubleshooting is taking most of the time that I have while I am here at the Academy. The biggest challenge is using Xcode to build my project. A real big thank you to my coding instructor who helped me so much to create the code for this project.

BIBLIOGRAPHY

MARKET REASERCH

- https://en.wikipedia.org/wiki/2016_in_film
- <http://www.the-numbers.com/market/2016/summary>
- <http://www.marketingcharts.com/traditional/on-average-american-adults-say-they-went-to-5-movies-last-year-39161/>
- <http://industry.visitcalifornia.com/Industry/Research/CaliforniaStatisticsTrends/>
- <http://www.sftravel.com/article/san-francisco-travel-reports-record-breaking-year-tourism>
- <https://blog.hotelscombined.com/movie-maps-where-films-are-shot-worldwide/>
- <http://www.scenepast.com>
- <https://itunes.apple.com/us/app/fotoplace-live-in-a-movie/id877174386?mt=8>
- <http://www.themoviemap.com>
- <http://www.pewinternet.org/2015/10/29/technology-device-ownership-2015/>

RESOURCES

- <http://daily.zhihu.com/story/4344415>
- <https://data.sfgov.org/Culture-and-Recreation/Film-Locations-in-San-Francisco/4czb-j7ch>
- <http://www.knoyd.com/blog/2016/7/15/attention-movie-fans-we-show-you-how-to-make-the-most-of-your-geeky-san-francisco-film-locations-tour>
- <https://stephenfollows.com/top-hollywood-movie-locations/>
- <http://metrocosm.com/sf-film-locations-map.html>
- <https://www.movieloci.com/>
- <http://www.woodyallenpages.com/2017/02/blue-jasmine-filming-locations-san-francisco-new-york-nyack/>

LINKS



LINK TO [LINK TO TAKE2 SLIDE](#)

LINK TO [TAKE2 PROTOTYPE](#)

LINK TO [PORTFOLIO](#)

LINK TO [CONCEPT VIDEO](#)



THANKS FOR YOUR TIME

SPECIAL THANKS

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