



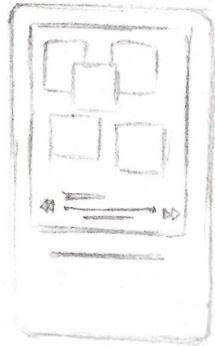
Abby Miller

Duck, Duck, Goose!

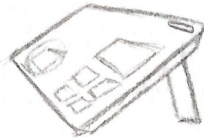
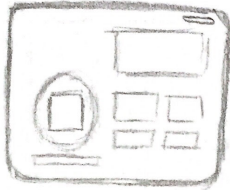
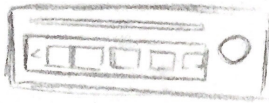
Spring 2023

5 SKETCHES

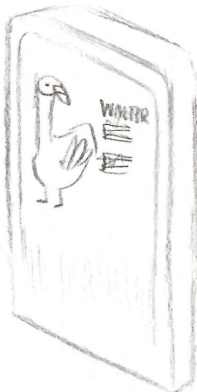
5 SKETCHES



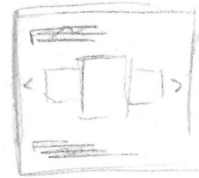
CD PLAYER W/ UPDATED INTERACTION.
 CAN CONNECT OUT TO INTERNET FOR MUSIC VIDEOS.
 AND FOR SHARE SONGS W/ FRIENDS.



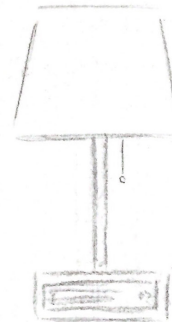
COMPANION DEVICE FOR WACOM / CLIP STUDIO / PHOTOSHOP PRODUCTS IS A SMALL SCREEN YOU CAN MIX TOGETHER PAINT, CHOSE COLORS, BRUSH SIZE, ETC. LOOKS SIMILAR TO WACOM CENTER 16 BUT IT IS MUCH SMALLER.



A DEVICE FOR FEEDING THE DUCKS!
 DISPENSES FOOD!
 LEARN ABOUT THE DUCKS!
 MIGRATORY PATTERNS
 SHOW NUTRITION
 WEATHER, TIMES DUCKS ARE AT POND
 DOLLAR & COIN ENTRY / RETURN
 ▣ PHYSICAL TURNING KNOBS
 TO TAKE MONEY
 COIN TO DELIVER FOOD



CHEVY EQUINOX INTERFACE!
 IT SUCKS
 STILL FITTING CHEVY'S BRAND...



LAMP THAT CAN ...
 - PLAY WHITE NOISE
 - PLAY AUDIO BOOK
 - BLUETOOTH
 - SLEEP TIMER
 - LIGHT SCHEDULE
 - ALARM CLOCK

5 SKETCHES

CD PLAYER

CD Player with updated interaction. Can connect out to internet for music videos that are featured on the album currently playing. Users can share songs with friends and collect album artwork.

WACOM COMPANTION DEVICE

A companion device to any Wacom drawing tablet. Would work on a multitude of platforms including Clip Studio and Photoshop. Small screen would allow for mixing of paint, choosing colors, picking brush size, etc. Looks similar to Wacom Cintiq in shape and volume.

DUCK DUCK GOOSE!

A device for not only feeding ducks, but also giving important and fun information on them. This device would show migratory patterns of local ducks and geese, dispense food, show nutritional facts for ducks, and display general information about the area. The machine would only take physical currency to mimic older dispensing machines.

CHEVY EQUINOX INTERFACE

The interface of the Chevy Equinox is sub-par and ugly at best. Re-hauling the UI/UX of this car would be beneficial to consumers everywhere, including myself. This would all be created in accordance with Chevy's branding standards however.

SMART LAMP

This lamp would encompass all the needs of a person's sleep schedule. This lamp would work as an alarm clock, sleep timer, light schedule, pill reminder, audiobook player, and radio. The screen would be located in the base of the lamp for a sleek look.

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CREATIVE BRIEF

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CLIENT

Duck, Duck, Goose!

OBJECTIVE

This device will serve to inform the public about the ducks and geese found in their area. This stand will give information on local birds, track birds, give fun facts, tell important nutritional information, and provide healthy food upon entering cash. This stand serves to educate and entertain as there are many bird-related jokes and a bright interface within. The end goal is to inform the public and keep the local birds safe and healthy.

TARGET AUDIENCE

The target audience for this app is anyone reading age and up and is specifically targeted towards people who visit ponds to feed ducks and geese.

ANALYSIS

Going to feed ducks and geese is very fun but can often be hazardous for their health. Bread is often thought to be a good food for visitors to bring but it is very detrimental to their health. This will also provide a fun learning experience for all ages about ducks and geese as well as the specific animals at that pond.

CALL TO ACTION

A simple to use information center and food dispenser with a straightforward interface for all age ranges.

COMPETITORS

Royal Rooster
Over EZ
CoopWorx

DELIVERABLES

Fully Designed Interface
Figma Prototype
Mockup of Physical Screen
Presentation Sample for Screens

MANDATORIES

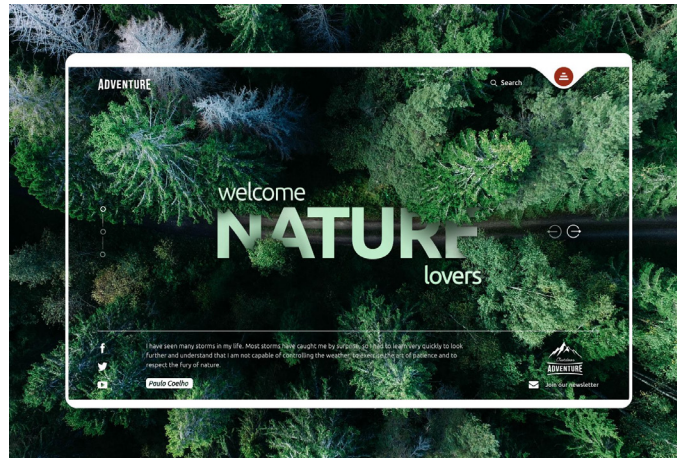
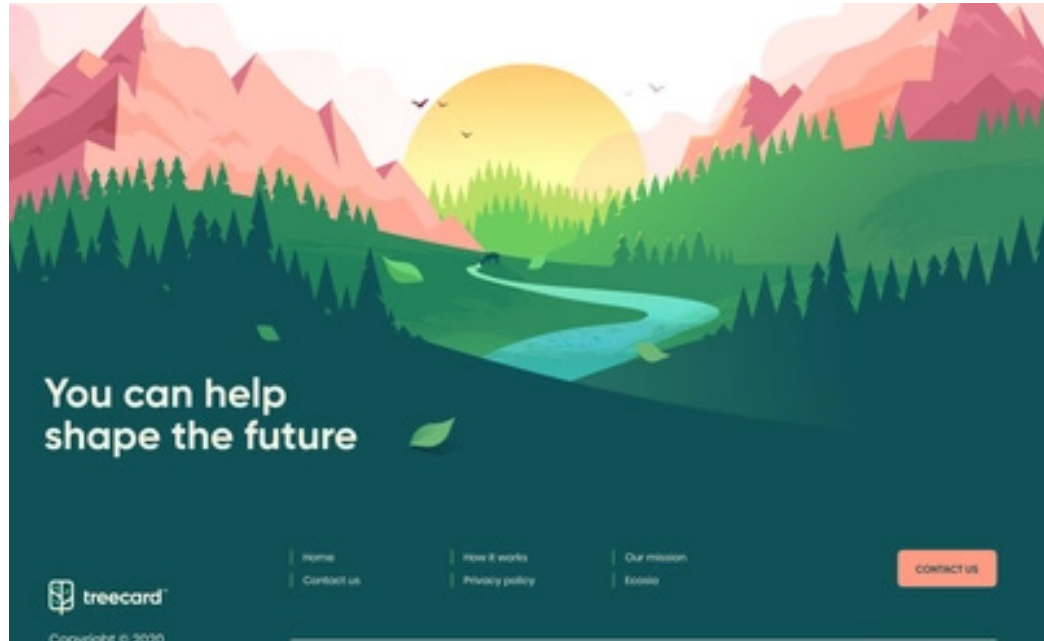
Company Logo
Brand Specific Formatting

METRIC OF SUCCESS

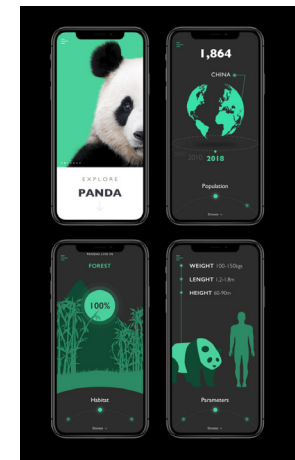
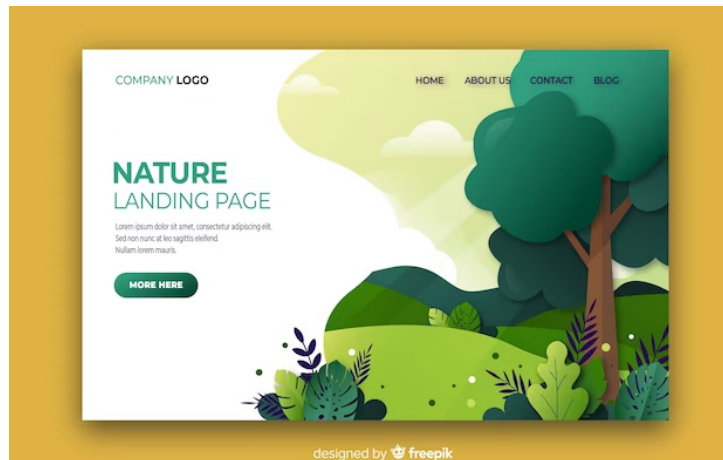
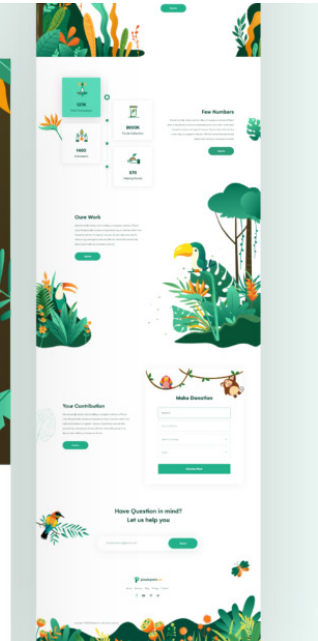
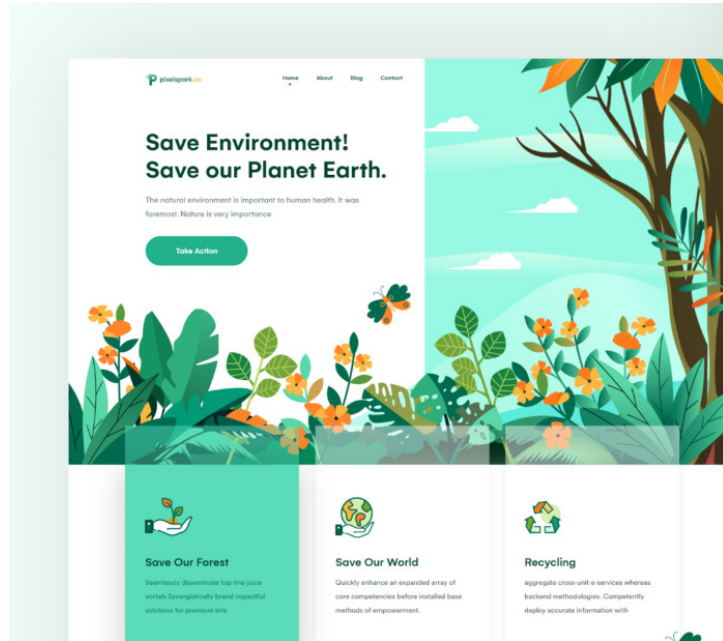
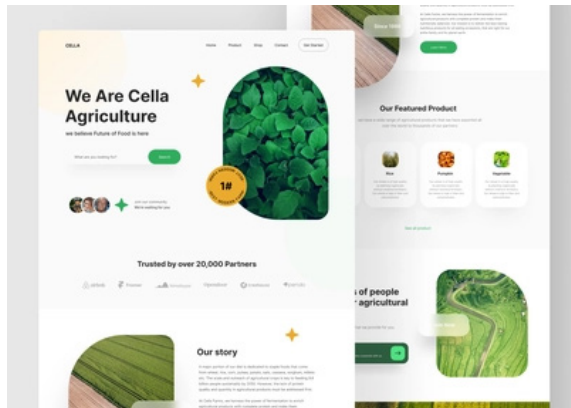
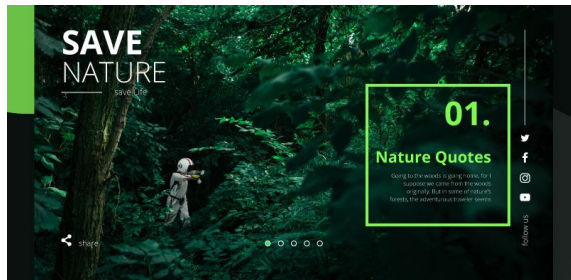
The measure of success will be shown by an increase in users. Additionally, if the interface gets traction on social media or the name gains recognition, this project is a success.

MOODBOARD

MOOD BOARD



MOOD BOARD



COLOR/TYPE EXPLORATION

COLOR PALETTES



COLOR PALETTES



TYPE EXPLORATION

ESPIRITU EXPANDED

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ

Bernard MT Condensed

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

Iust Sans Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx
Yy Zz**

Shrikhand Regular

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz***

Courage

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx
Yy Zz**

Obviously Narrow Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Dry Cowboy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

Arpona Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx
Yy Zz**

Acumin Variable Concept

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Espiritu Script

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz*

Kepler STD Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Countach

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Bio Sans

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

ESPIRITU CONDENSED

**AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ**

Obviously Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

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Xx Yy Zz**

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
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Countach

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Bio Sans

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

ESPIRITU CONDENSED

AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ

Obviously Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

USER PROFILES

USER PROFILES

USER 1

Age
50

Do you feed ducks often?
Never **Sometimes** Often Everyday

Do you know what foods are healthy for ducks to consume and which ones can cause sickness?
No

Would you be interested in knowing interesting facts about local ducks and geese?
Yes

Would you be more likely to feed local ducks if there was a convenient and easy way to do so?
Yes

Would you utilize an informational stand and food dispenser centered around the education and care for ducks and geese?
Yes

USER 2

Age
24

Do you feed ducks often?
Never Sometimes Often Everyday

Do you know what foods are healthy for ducks to consume and which ones can cause sickness?
No

Would you be interested in knowing interesting facts about local ducks and geese?
Yes

Would you be more likely to feed local ducks if there was a convenient and easy way to do so?
Maybe

Would you utilize an informational stand and food dispenser centered around the education and care for ducks and geese?
Yes

USER 3

Age
50

Do you feed ducks often?
Never Sometimes **Often** Everyday

Do you know what foods are healthy for ducks to consume and which ones can cause sickness?
No

Would you be interested in knowing interesting facts about local ducks and geese?
Yes

Would you be more likely to feed local ducks if there was a convenient and easy way to do so?
Yes

Would you utilize an informational stand and food dispenser centered around the education and care for ducks and geese?
Yes

COMPETITIVE RESEARCH

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ROYAL ROOSTER

PUBLISHER DESCRIPTION

NO WASTE DUCK FEEDER: Our poultry coop accessories save time and money feeding your ducks. Innovative designs for reduced wastage and clean coops. The large PVC pipe lets you refill less often, and the feeder only lets through what your ducks need.

REVIEWS

4.1/5

54 reviews



COMPETITIVE RESEARCH

CoopWorx

PUBLISHER DESCRIPTION

Designed out of a need for a better way to feed backyard chickens, the CoopWorx Chicken Feed Silo with Adjustable Legs features eight feeding ports, a lockable hinged lid, and an elevated design. This large-capacity feeder holds up to 80 lbs of your favorite feed, eliminating the need to store half-empty bags every time you refill.

REVIEWS

5/5

10 reviews



COMPETITIVE RESEARCH

OVER EZ

PUBLISHER DESCRIPTION

The OverEZ Chicken Feeder is the clean, convenient feeding solution for healthy chickens. This versatile chicken feeder holds 50 lb. of feed and is suitable for indoor and outdoor use. It features a no-waste design and feeds chickens that are 12 weeks or older for up to 45 days.

REVIEWS

4.6/5

562 reviews



COMPETITIVE RESEARCH

DUCK DRINKER

PUBLISHER DESCRIPTION

Flock Party Duck and Goose Waterer is a great accessory to add to your coop collection. It provides easy access for duck bills, is easy to clean, and is made with a heavy-duty carry handle! This drinker holds 5 qt. of water and even features an easy-to-see water level. Take care of your backyard beauties with the Flock Party Duck & Goose Waterer!

REVIEWS

4.8/5

6 reviews



COMPETITIVE RESEARCH

ROOSTY'S CHICK FEEDER

PUBLISHER DESCRIPTION

Waste Proof Design | Anti scratch no waste chicken feeder design prevents your chicks wasting food and making a mess, and the chicken feeder waterer legs and hanging chicken feeder handle mean you can raise it in the chicken coop to prevent your poultry spoiling fresh water. Essential chicken supplies

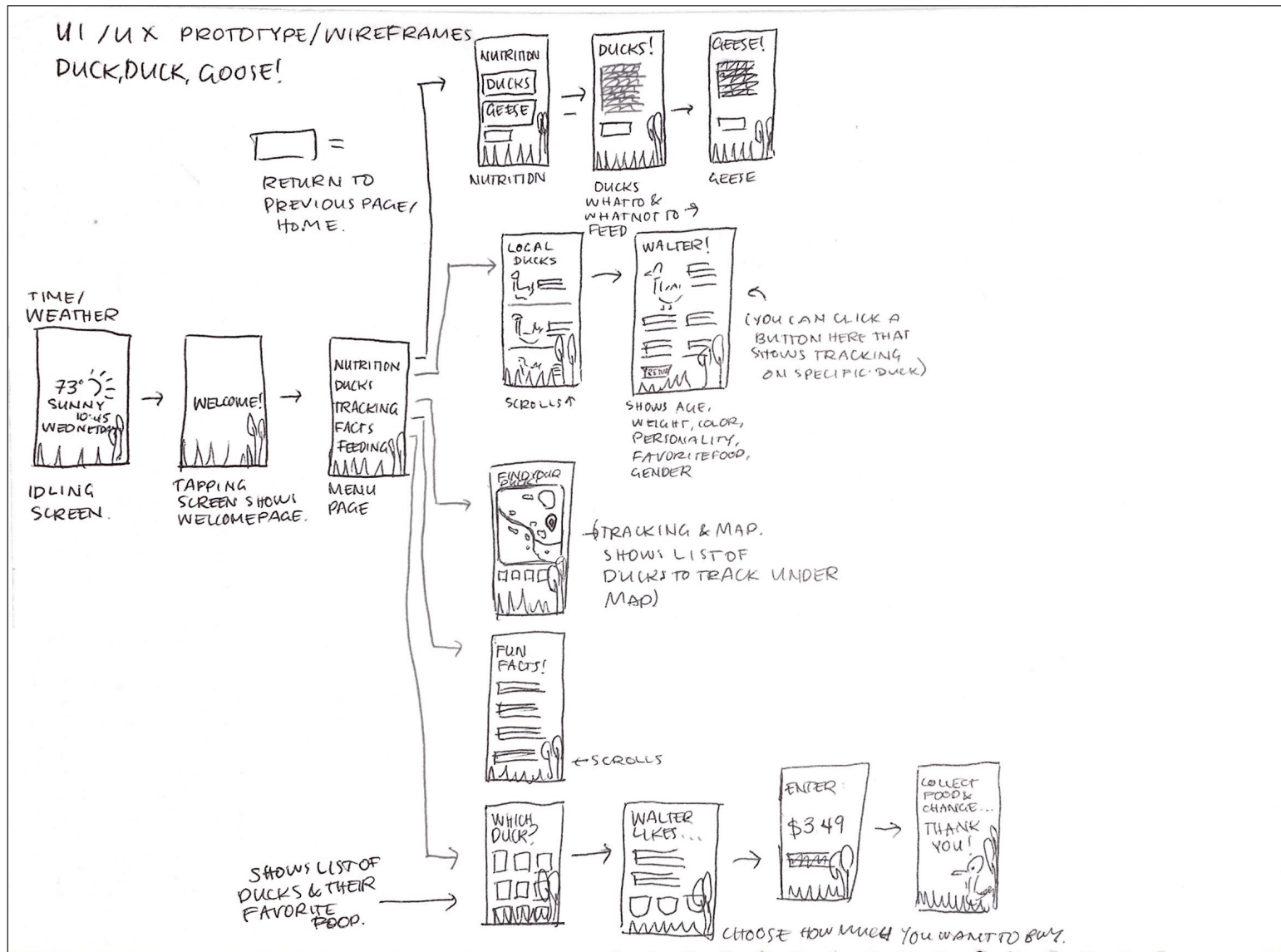
REVIEWS

4.5/5
669 reviews



WIREFRAMES

WIREFRAMES



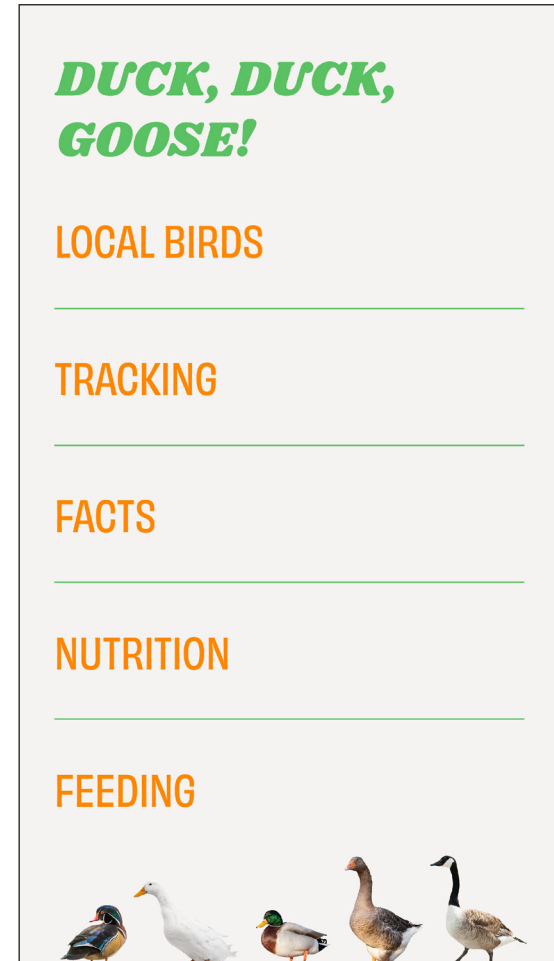
SCREENS



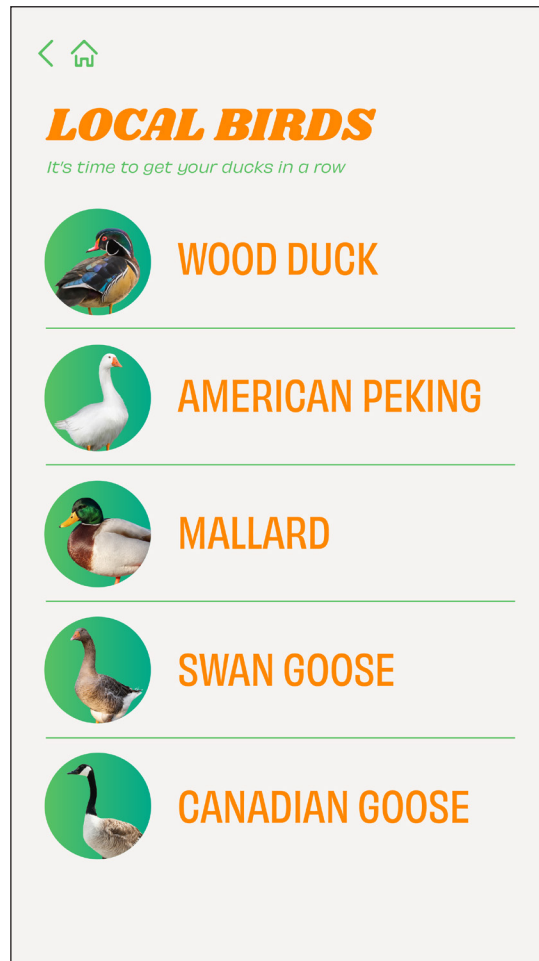
Idle Screen



Loading Screen



Home Screen

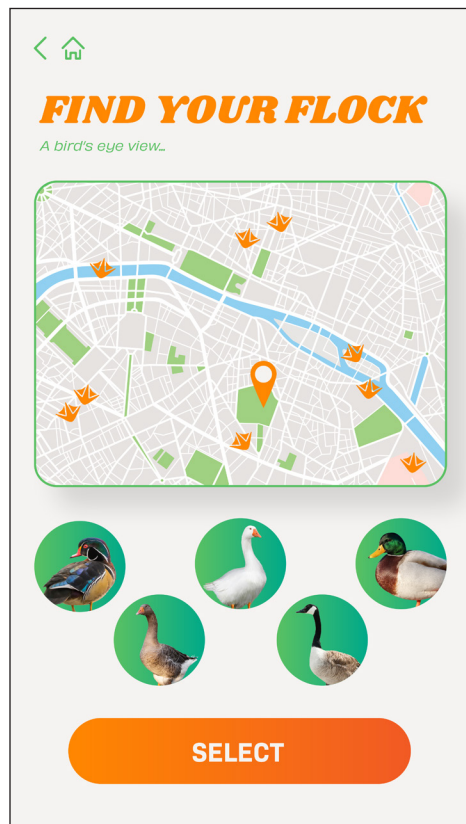


Local Birds Menu Screen

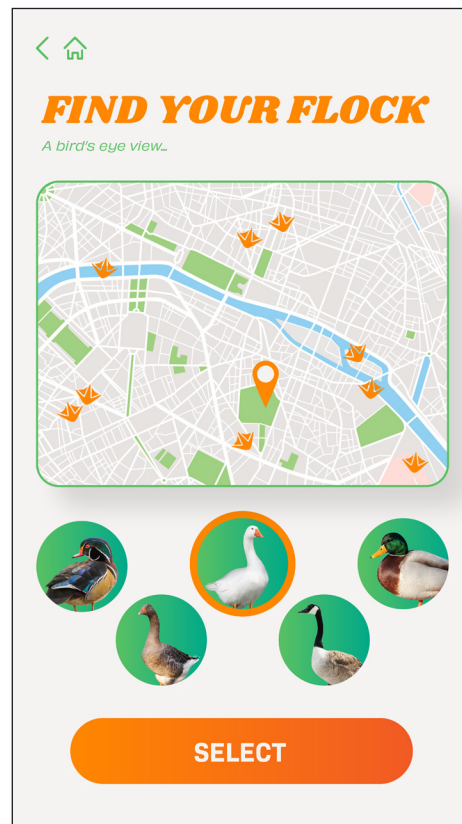


Local Birds Info Screen

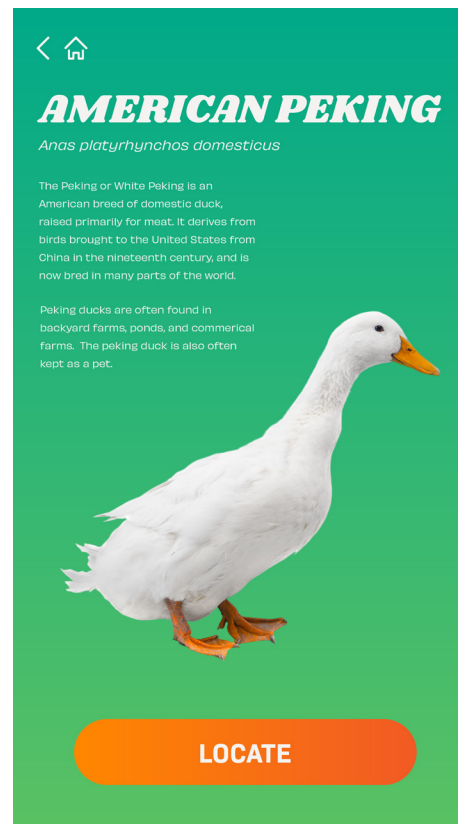
SCREENS



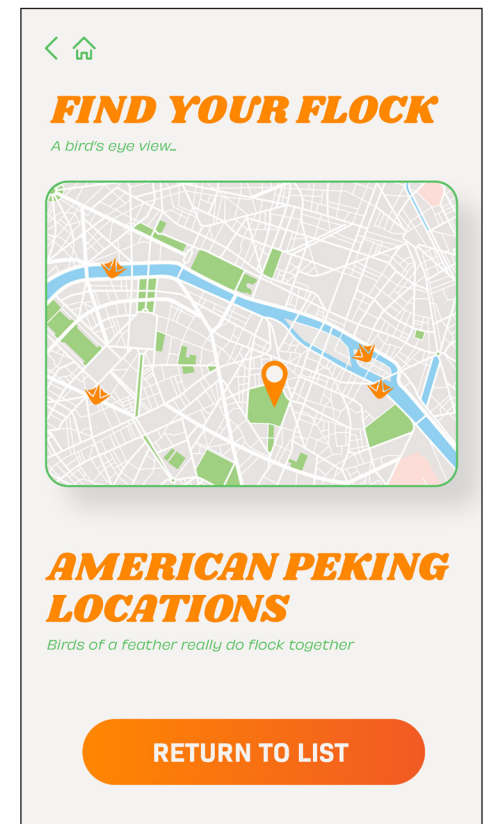
Tracking Main Screen



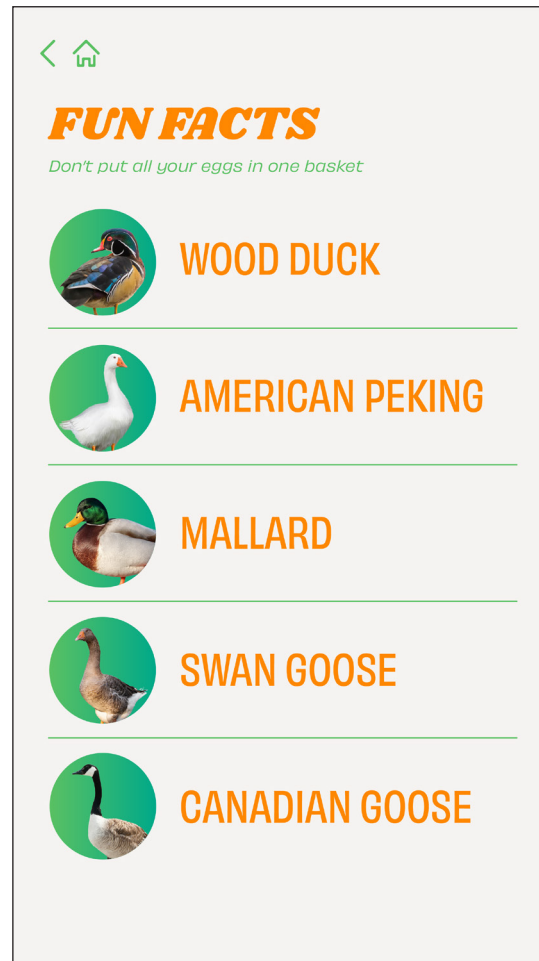
Tracking Selection Screen



Tracking Info/Locate Screen



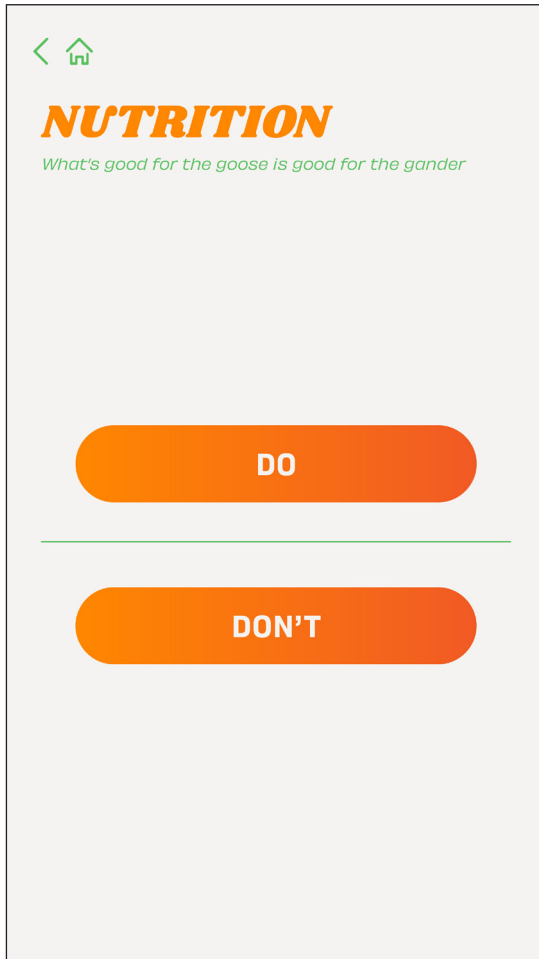
Tracking Result Screen



Facts Menu Screen



Facts Info Screen



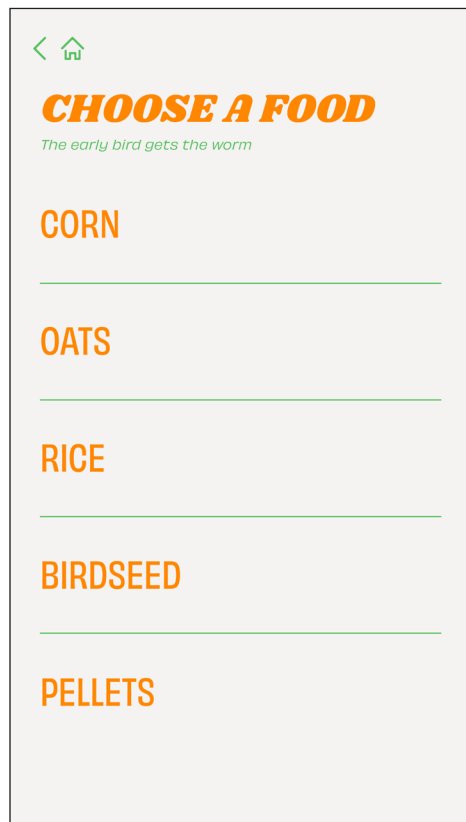
Nutrition Menu Screen



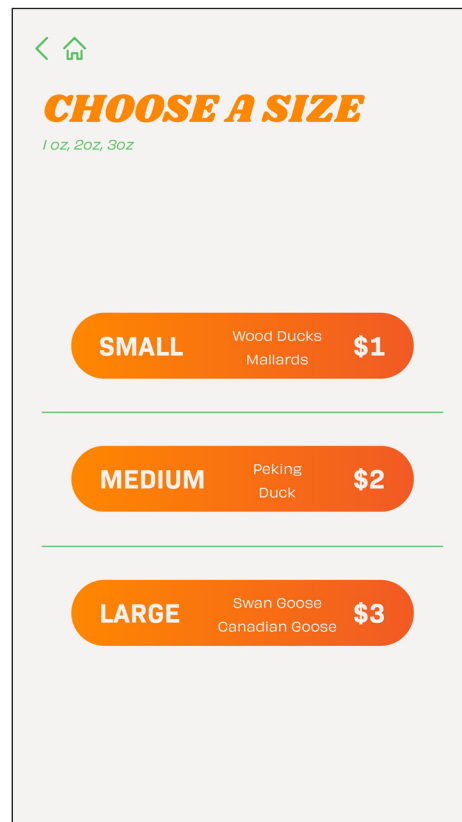
Nutrition Healthy Screen



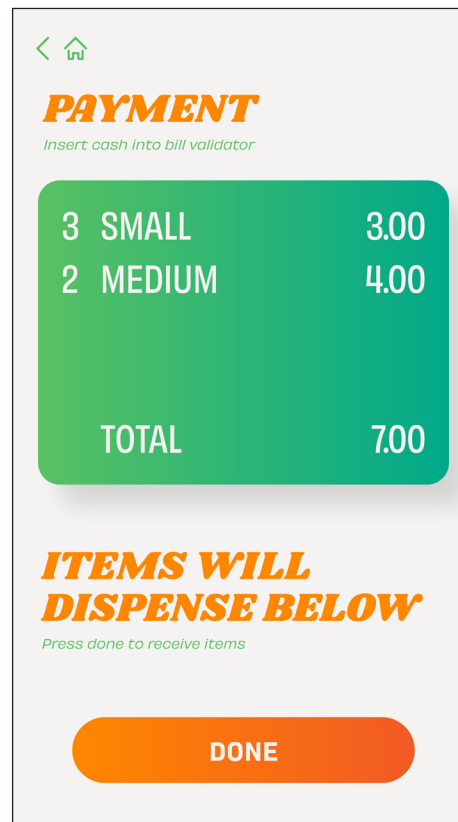
Nutrition Unhealthy Screen



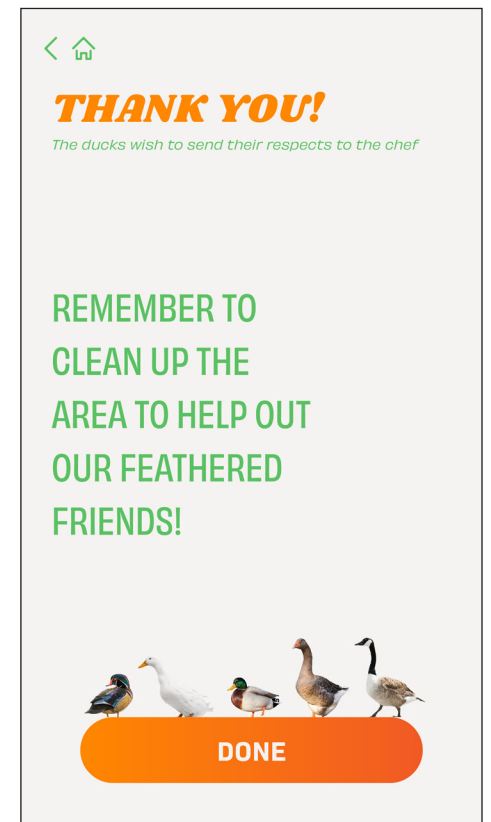
Feeding Menu Screen



Feeding Size Screen



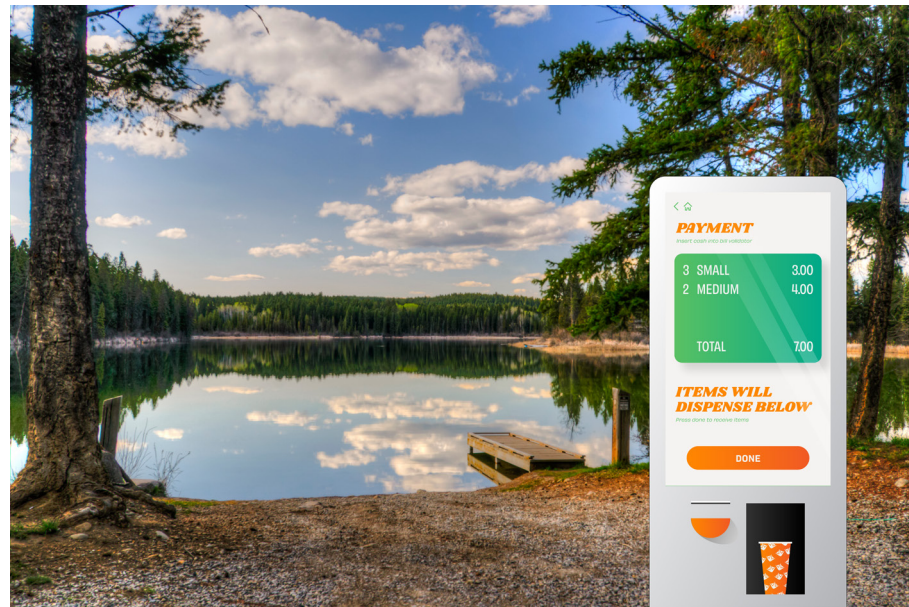
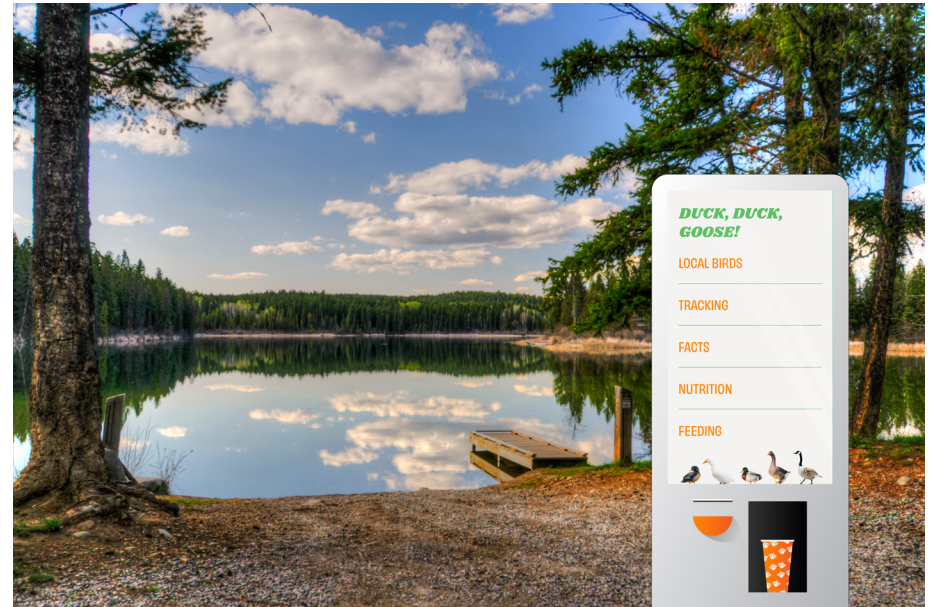
Feeding Payment Screen



Feeding Thank You Screen

FINAL MOCKUP

MOCKUPS



MOCKUPS

