

Set Yourself App

Process Book



Set Yourself App Process

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Set Yourself App Research

Prompt

It's exciting to be on a set building a fantastic surreal world. What's not so exciting is the accompanying heavy lifting, planning, and disorganization. Here's a tool to lower stress while working on set.

About the Industry

Both the photography and film industries require a lot of planning, long days and hours, heavy equipment use. Often times photographers, directors, filmmakers and artists work in high buildings. They need to redirect quickly to offices on different levels across the same building. Schedules demand quick shifts from floor to floor. Crew members have to be very precise with their time in order to get from different sets in a timely fashion. Realistically

it's very difficult to pack up all of their equipment quickly and get to their next set destination in order to meet strict schedules. In addition to that challenge, they have the challenge of communicating with other crewmembers, whether it be lack of communication, unseen text messages, or not communicating with enough time. Since the film and photography industries are so fast-paced, these creatives don't have any time

to waste, let alone showing up to set with two pairs of the same equipment that other coworkers may have already brought. For specialty films and photoshoots, directors and their crews sometimes have to travel far distances in order to arrive to the perfect shooting location. In these events, communication and organization is even more crucial for the success of their projects. The film and photography industries need one app that has their

Target Audience

People over the age of 16 who work in the film and photography industries. They are primarily art directors or in charge of the set production.

Professions :
Art Directors
Directors of Photography
Assistant Photographers

Secondary Audience

People who are over the age of 16 who assist in the production of photoshoots and film sets.

Professions :
Production Assistants
Assistant Photographers
Set Designers
Makeup artists

Tertiary Audience

People over the age of 16 who participate on set, providing an additional eye and an additional hand in the making of photography and films.

Professions :
Talent/Models/ Actors
Costume Designers

Communication Strategy

The visual solution develops as follows:
Where will the Set Yourself app be used?

How to appeal to secondary and tertiary audience?

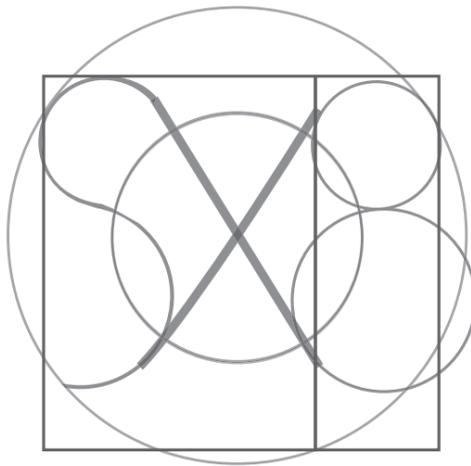
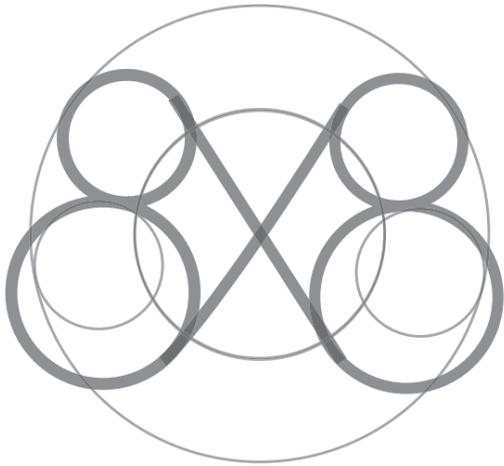
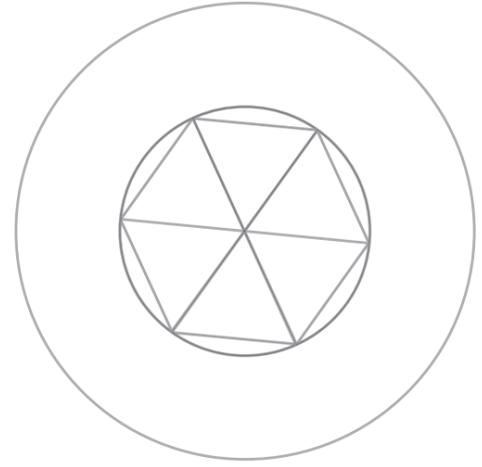
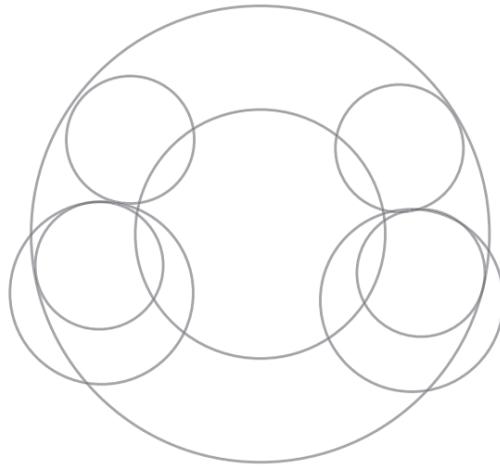
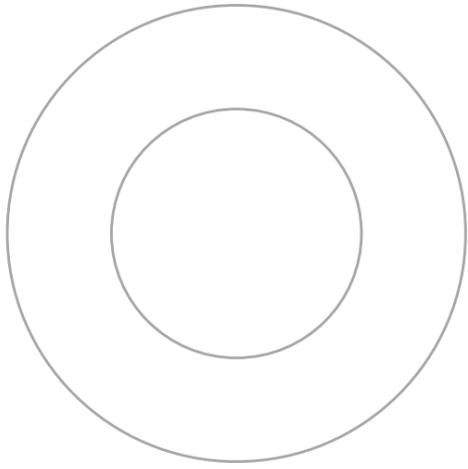
What features will be highlighted in the app?

The personalized app helps users become organized with their equipment and crew members, and maximize their time, while keeping crewmembers, talent, art directors and others in touch with each other. For the person behind the camera, the app has a "To Do" section where they can add needed tasks.

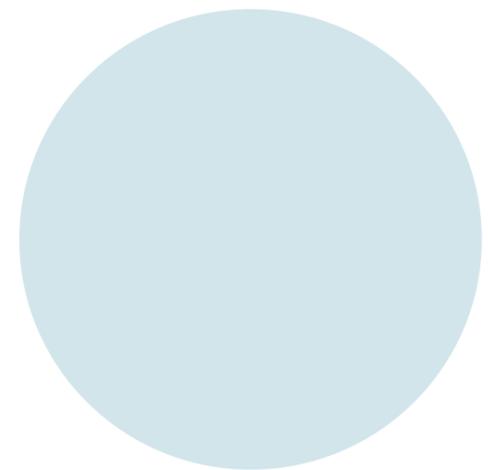
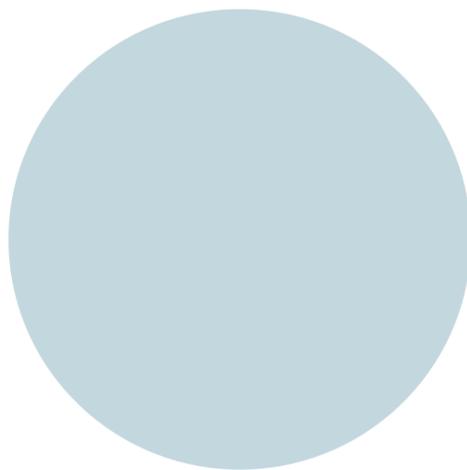
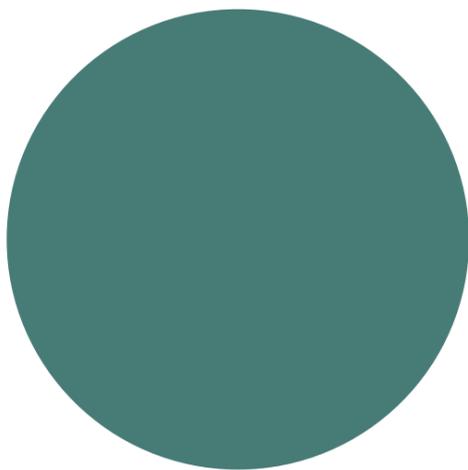
Every project and set has its own characteristics that the user customizes. Furthermore, the app has a database of equipment assigned to each photoshoot and film that shows the status and availability. There is a timeline where the productions, call-time, and set-down are all placed.

Set Yourself App Logo Design

- By taking the form of a camera lens during shutter, I built a skeleton for the logo design.
- Simplifying the structure of the skeleton provided a clean design for the Set Yourself logo.



Color Scheme



Button and Search Bar States

Default

Active

Canon 5D Mark II

Cancel



Set Yourself App

Typeface & Loading Bar

- Typeface hierarchy
- The loading bar 's gradient color scheme

Typeface

THIS IS A HEADLINE 32px
THIS IS A SUBHEADLINE 25px

The Set Yourself app is designed for photographers, videographers, filmmakers, make-up artists, production artists and other creatives working on production sets. If you work in this space, our app is designed solely for you. We believe that **every** crew member should have the ability to implement this app on the go, ultimately enabling their experience with each other.

Loading Bar

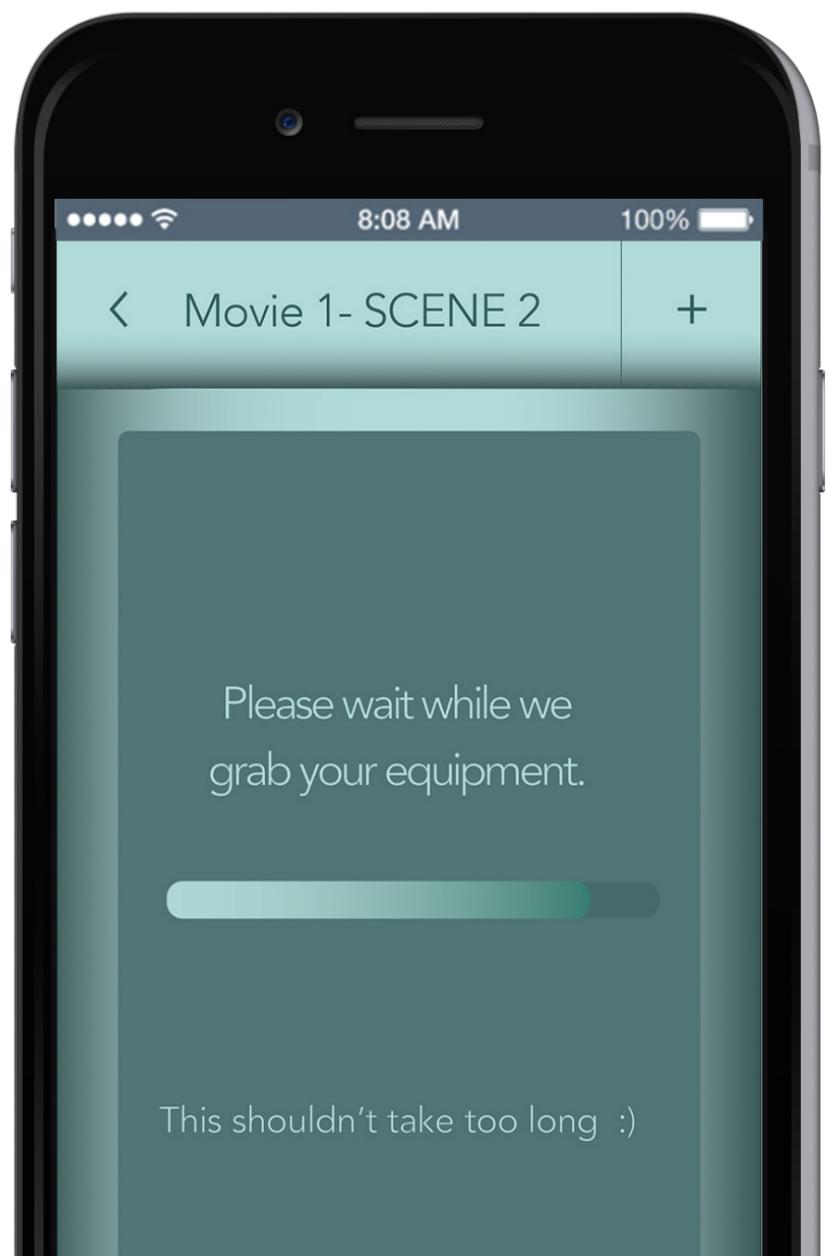
Subheadline Primary Color Urgent Gradient



Subheadline Secondary Color Loading Gradient



Subheadline Tertiary Color Gradient



#B0DAC6



#3D6559

Set Yourself App

Bringing Change & Innovation

Mission

Set Yourself for Success. That's what we stand for. The Set Yourself app is designed for photographers, videographers, filmmakers, make-up artists, production artists and other creatives working on production sets. If you work in this space, our app is designed solely for you. We believe that every crew member should have the ability to implement this app on the go, ultimately enabling their experience with each other. Your success begins with the state of mind of collaboration and companionship. We know that all of your hard work is done with team members, and that is why we pride ourselves in enabling the smoothest communication platform from crewmember to crewmember as well as personal organization.

Vision

Clarity

We are committed to providing you with the most concrete method to access your storage of equipment, messaging your coworkers and knowing of their whereabouts and accessing your schedule of tasks.

Insight

Always stay in the know. We aim to provide you with the most current knowledge no matter what it pertains to. We know that your work is valuable, so we respect and maximize your time. Be aware of what you need to bring on set and who is around.

Core Values

Commitment

We are committed to providing you with the most excellent user experience as well as customer service on our behalf. Set Yourself believes that every user will benefit tremendously from the app, and we are always open to hearing about your experiences on set with our product.

Integrity

As a corporation we are committed to the highest ethical standards. You are our most valuable asset, and without your faithfulness to us and your feedback, we would not be able to progressively provide our services to you. We respect our customers as well as our employers. We support local film and photography communities in the Atlanta area where we are headquartered.



Set Yourself App



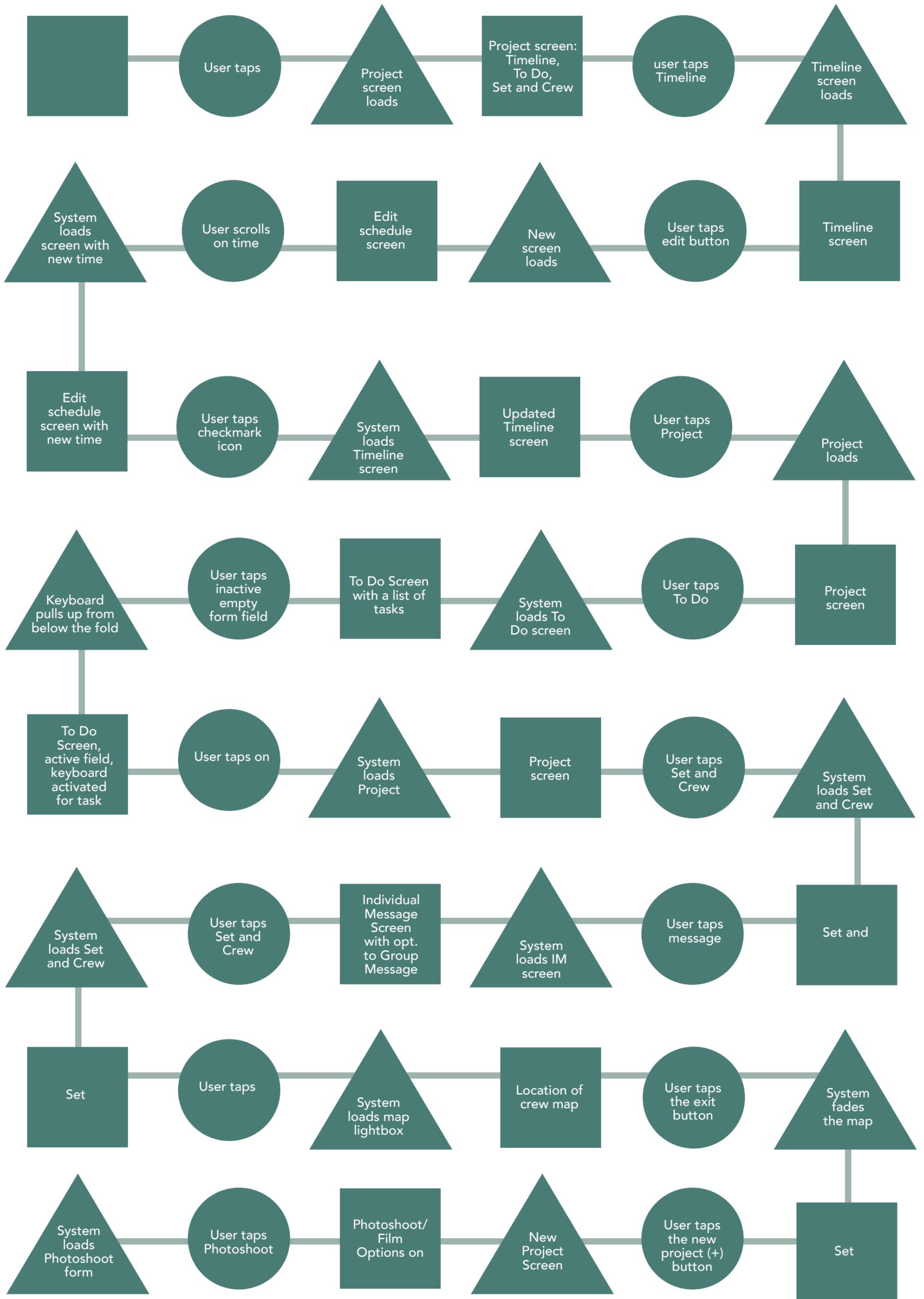
Page



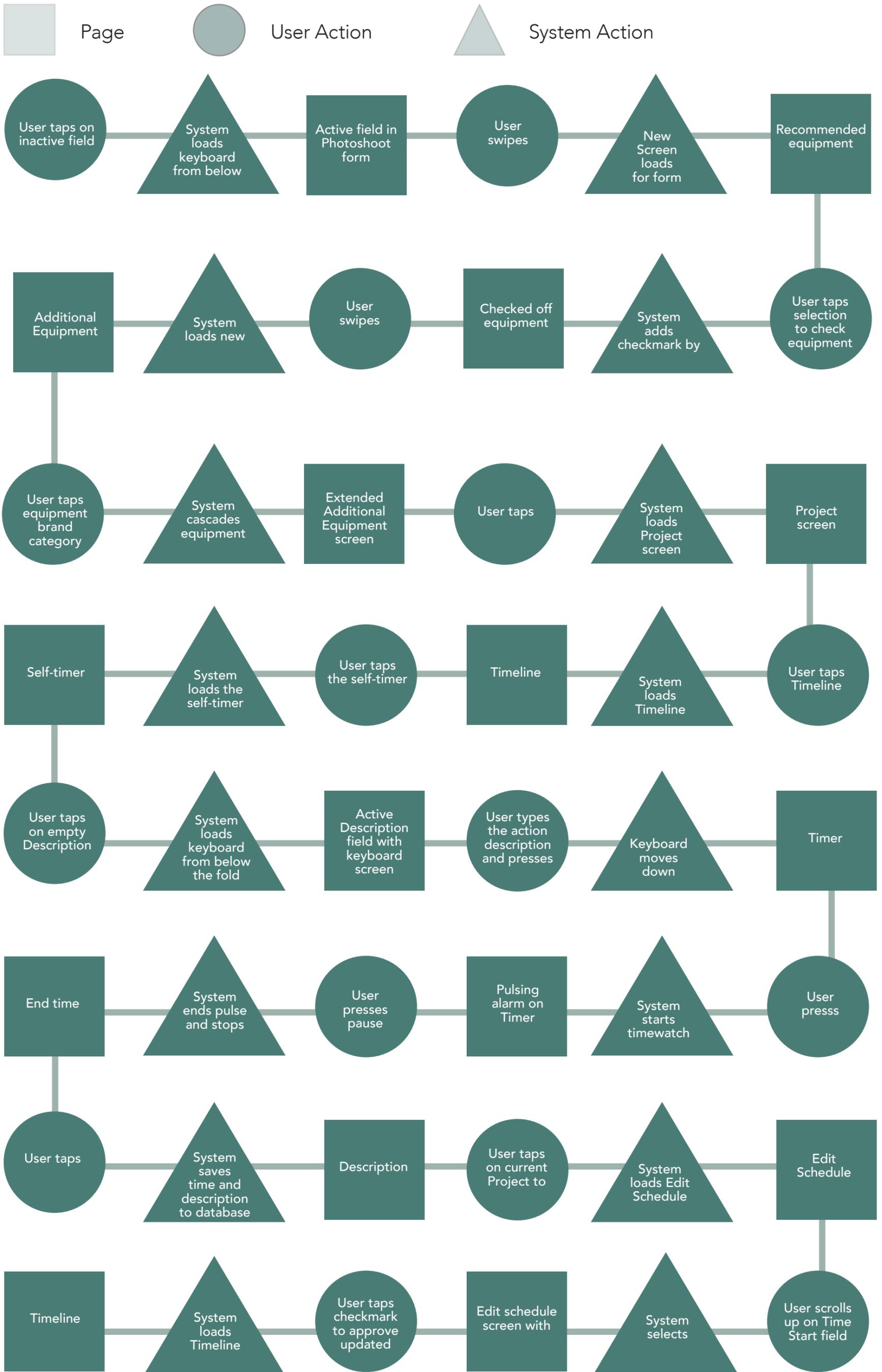
User Action



System Action



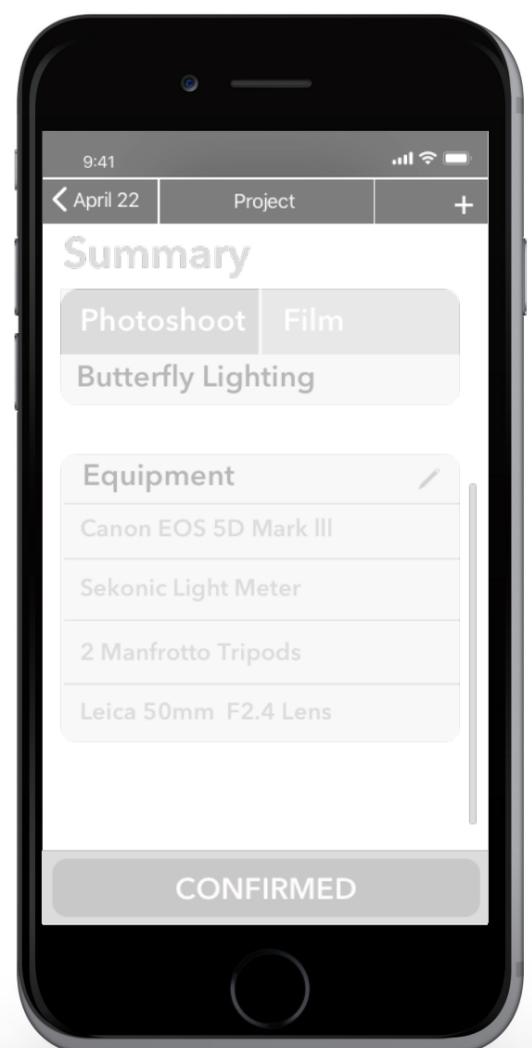
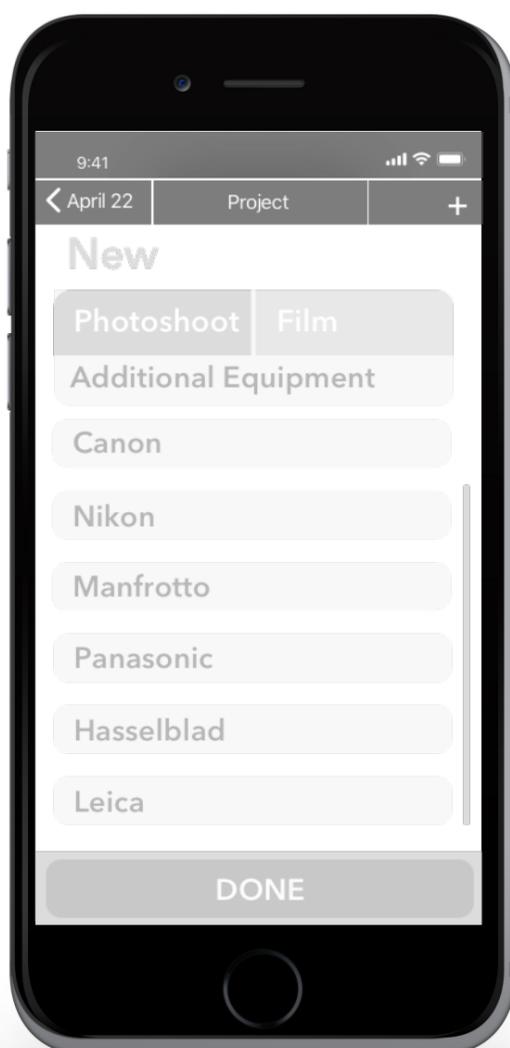
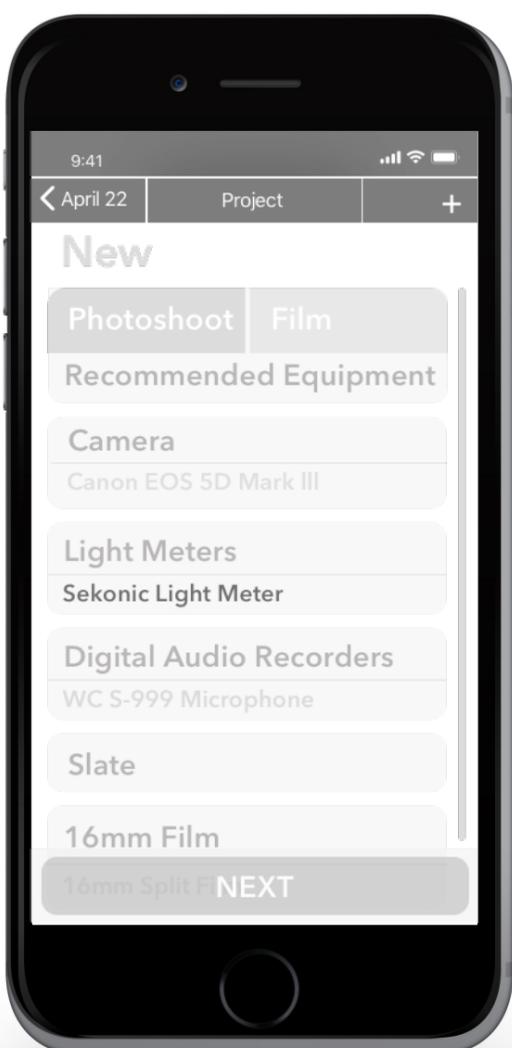
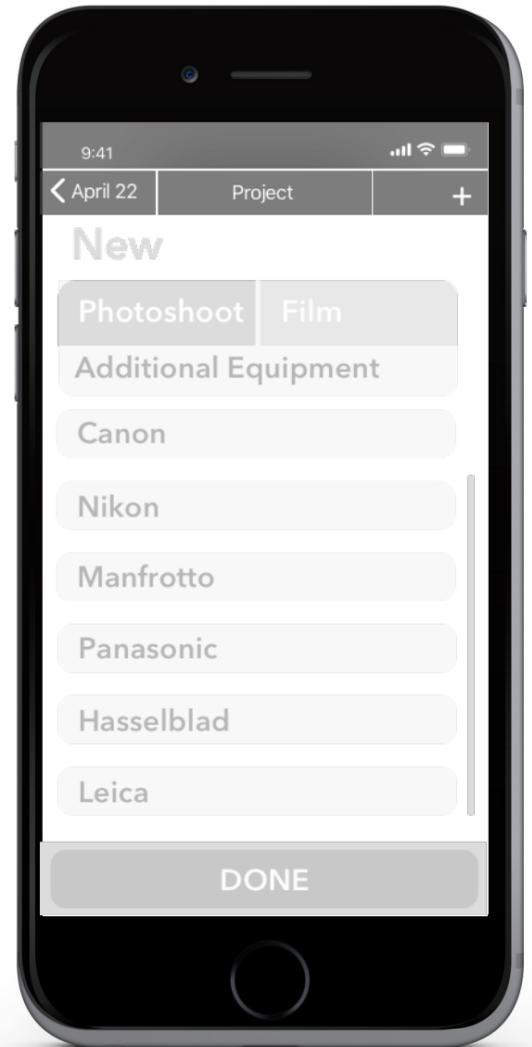
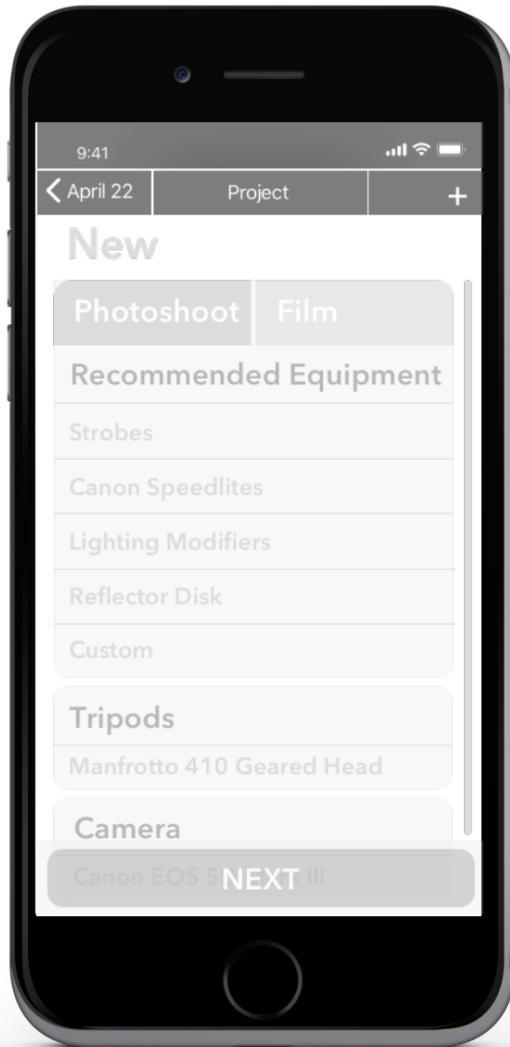
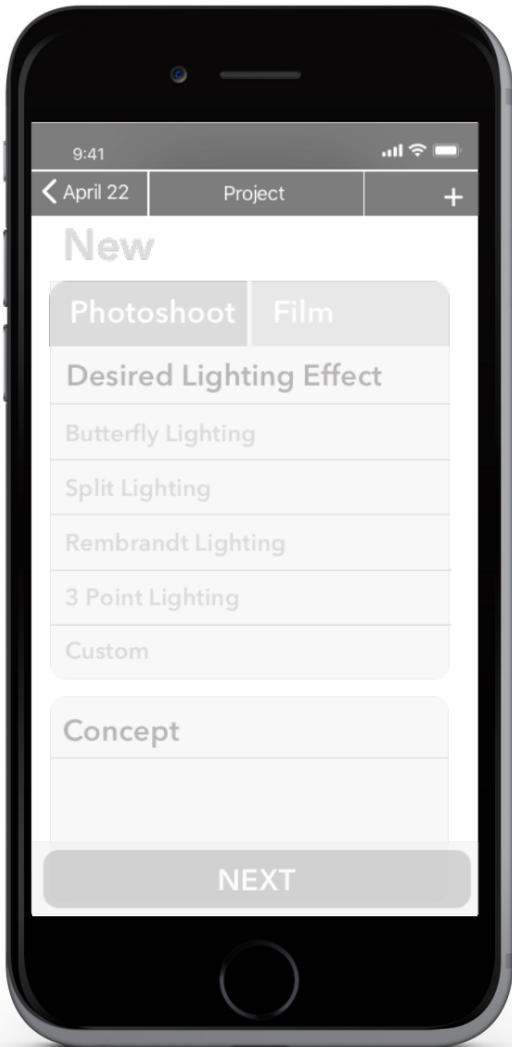
Set Yourself App



Set Yourself App

Low-Fidelity Wireframes

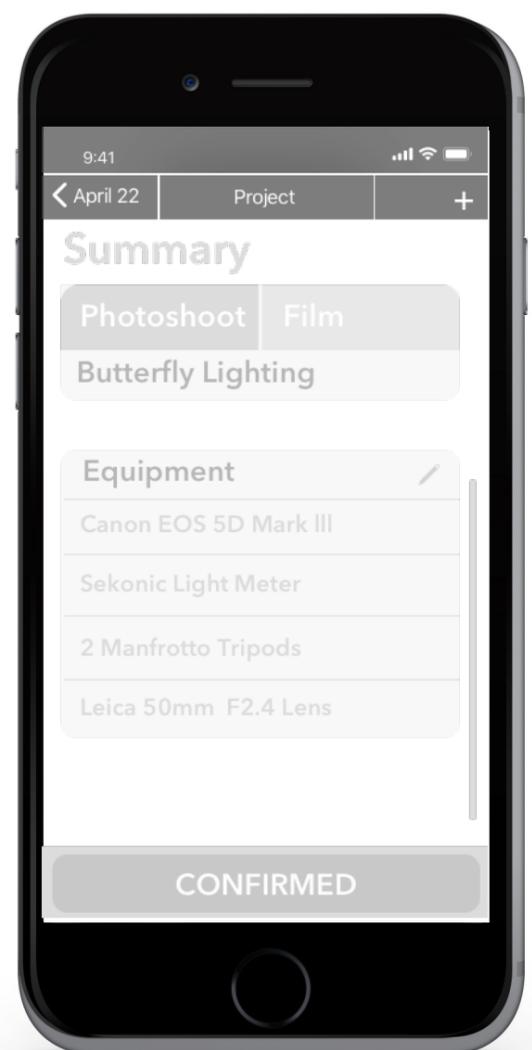
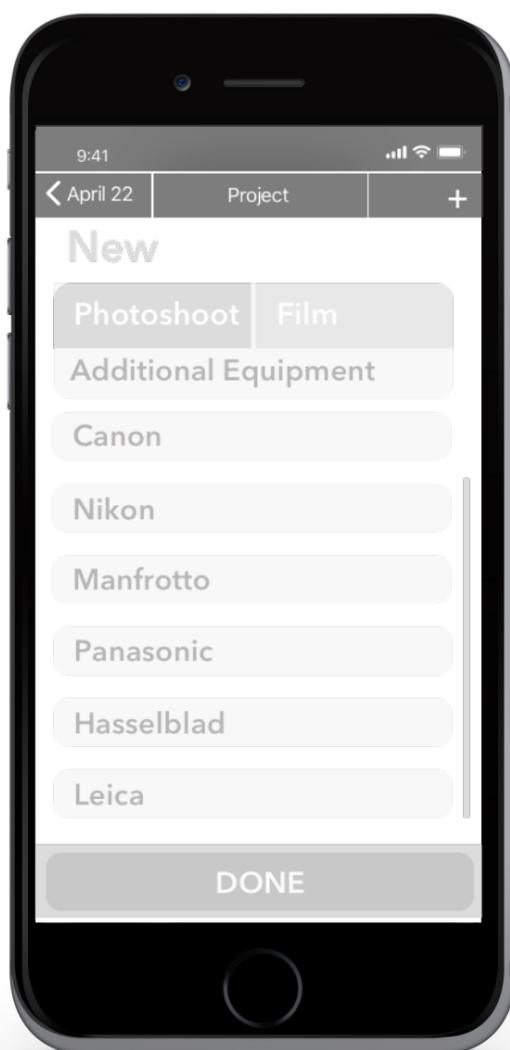
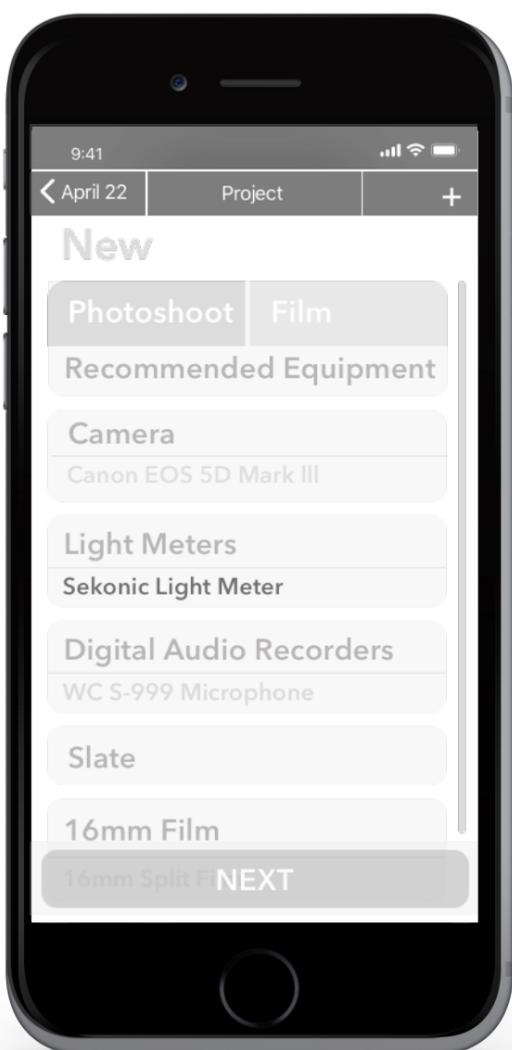
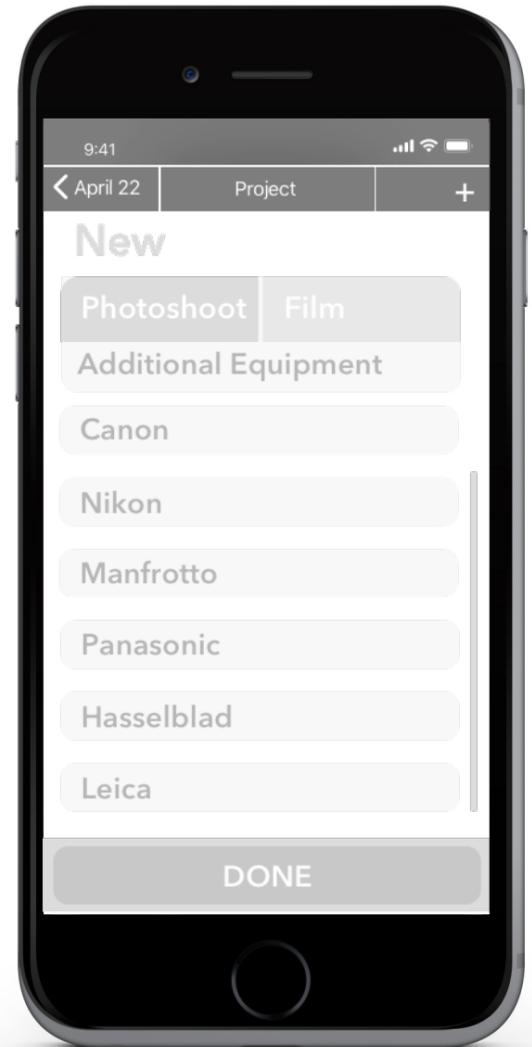
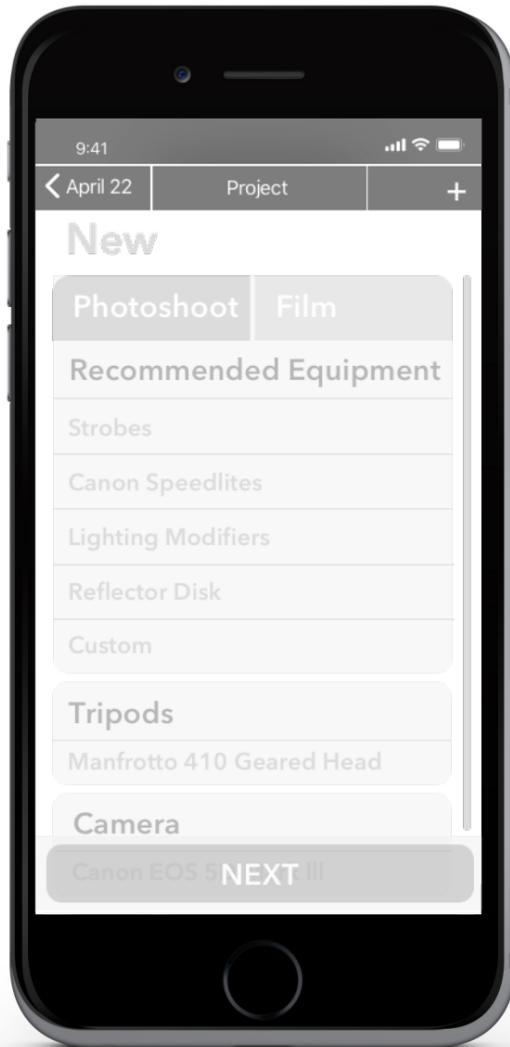
- Viewing current projects
- Adding a new project
- Customizing the Timeline
- Viewing and creating tasks with start/end times and location



Set Yourself App

Low-Fidelity Wireframes

- Customizing the Timeline
- Viewing and creating tasks with start and end times and location
- Communicating with crew members



Set Yourself App

Usability Testing Results

Conclusions

The app is designed for a niche audience. In the professional work environment for production, film and television, and photography, it is an essential app. During the usability test, users made suggestions to simplify the app so that it becomes more practical. Some elements of the app were clear, and some were confusing. For example, the timeline was direct, but the "Set and Crew" screen was confusing for people testing the app. They did not know that they were to press the name of the location in order to pull up the next page with the map.

In conclusion, this process taught the audience the many different ways in which functions can be showed in an app. It taught me that creating flow charts is a calculated and simple way to organize a user's interaction with an app. This made me expand my design process in order to design something that can have a powerful purpose, and to make it practical for an audience, as well as reducing screens to validate the same amount of information into less space. Overall, the test was successful. Implementing knowledge of economy and the difference between designing for websites compared to mobile first is crucial to move forward.

Next Steps

From a design perspective, the pagination will be moved from the right side to the center bottom of the screen. The user will swipe from left to right to progress from each screen with a form. **Group messaging will be added** to the app, for the convenience of one user sending a mass message to all of their coworkers on a given project. I will remove the self-timer, because it is extra work that is not practical. Instead, the app will provide the user with an approximated time to spend on tasks. I took it upon myself to use own photography of people on sets with cell phones and equipment, as images for the app. The art director of a project may have their own version of the app, which allows them to control who is a member of a project as well as personal contact information for each person.

All users of the app will have access to see who else currently has certain pieces of equipment. Once equipment is checked out under somebody's name, **all members will see that information under the equipment database section**. This avoids double-booking. The color scheme as well as the overall look and feel of the app will simulate relaxation and clarity for very stressful environments.

Set Yourself App High-Fidelity Screens

- Logging in
- App on native home screen



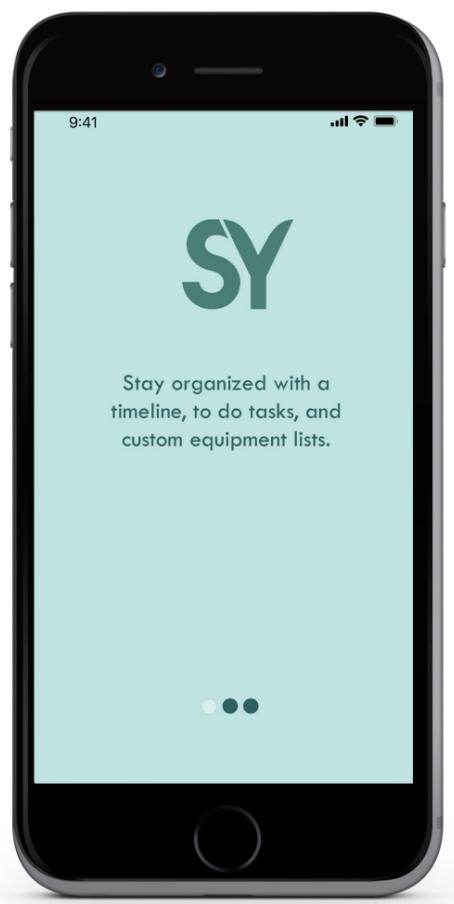
The Set Yourself app is easy to find on the home screen.



When the app opens, the signature set photograph and logo appear and fade to the next screen.



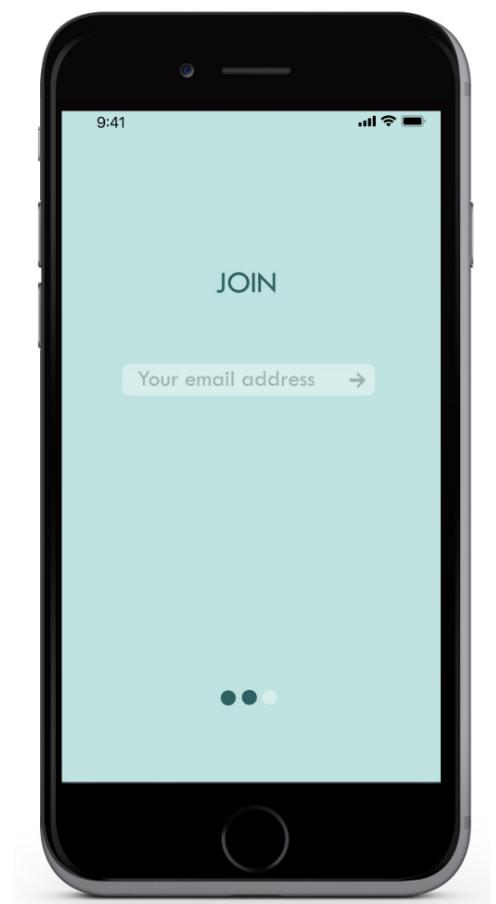
This screen quickly loads and prompts the user to either **log in** or to **create an account**.



Sign up with email leads the user to a short joyride introducing the first brag point: **organization**.



User swipes left to continue.



The joyride ends with a prompt to enter e-mail address for registration.

Set Yourself App High-Fidelity Screens

- Selecting a Project
- Modifying a Project's location and timeline



The Current Projects page loads with the Set Yourself logo.



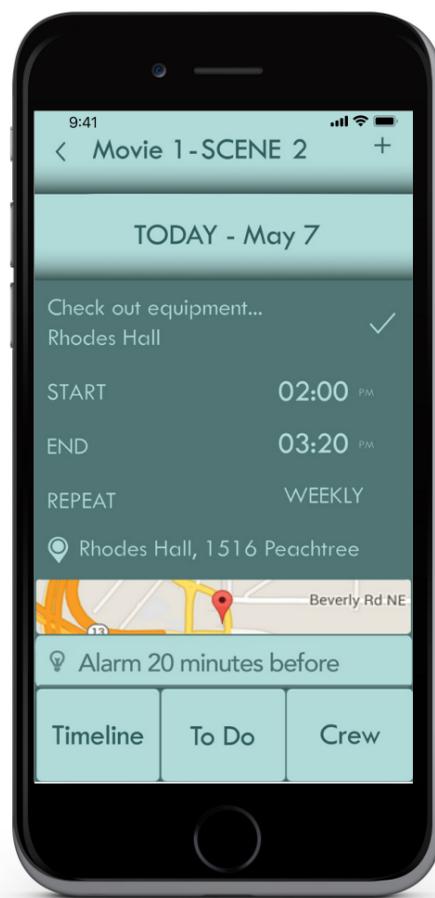
Users can sort through their current projects by the film scene or photoshoot that they are working on.



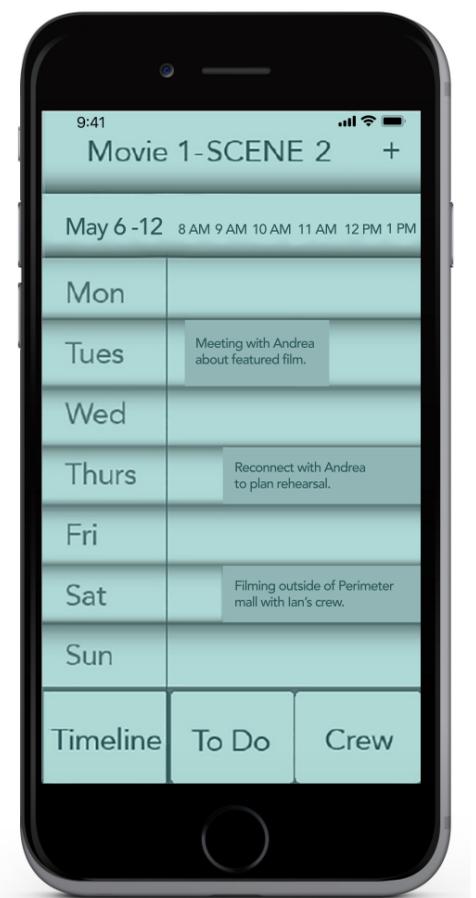
Once the user has selected their project, they are given three options: Timeline, To Do, and Crew.



Upon selecting Timeline, the user is taken to that scene's daily task list.



By selecting a task, the user can easily edit changes such as start and end times, alarm and location.



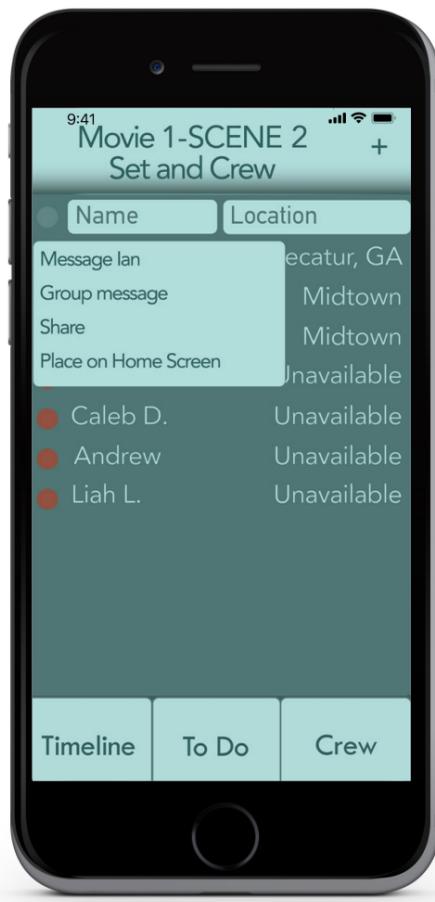
User presses Today button to toggle to week mode of their tasks related to that project. On this screen they can swipe left to see time later in the day.

Set Yourself App High-Fidelity Screens

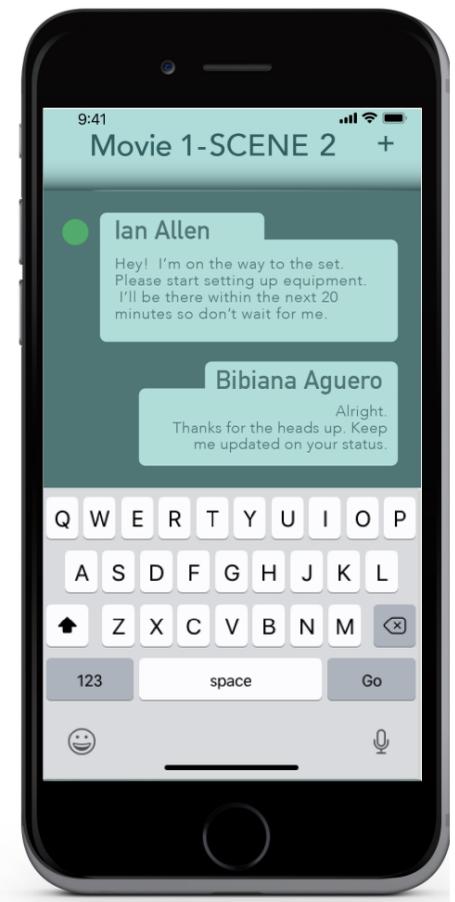
- Live instant messaging
- Creating a customizable Profile
- Modifying a Project's equipment info



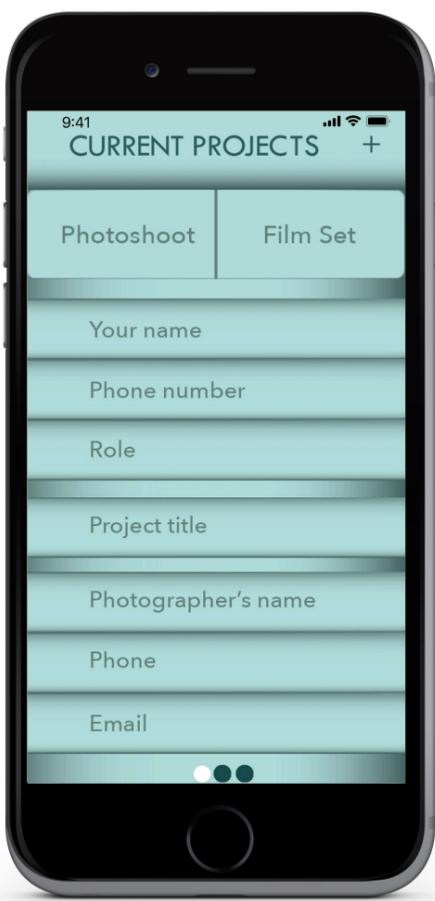
Under Crew, the user can see who is online and where they're located.



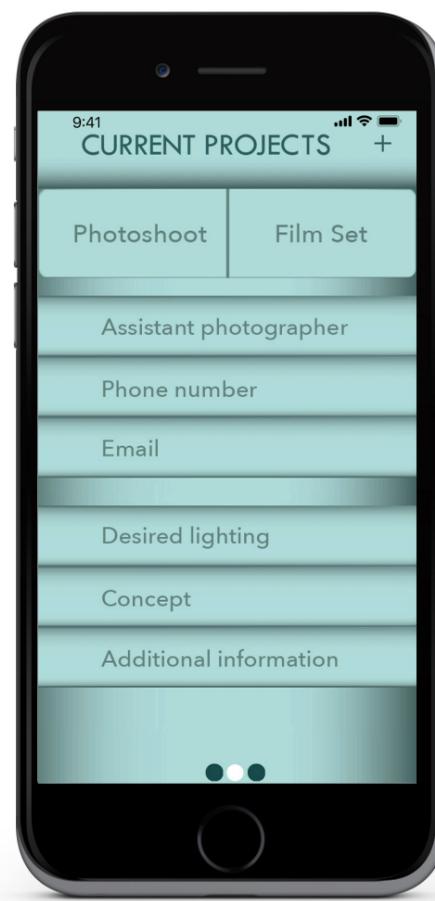
Once user selects a crewmember, a popup appears with action prompts.



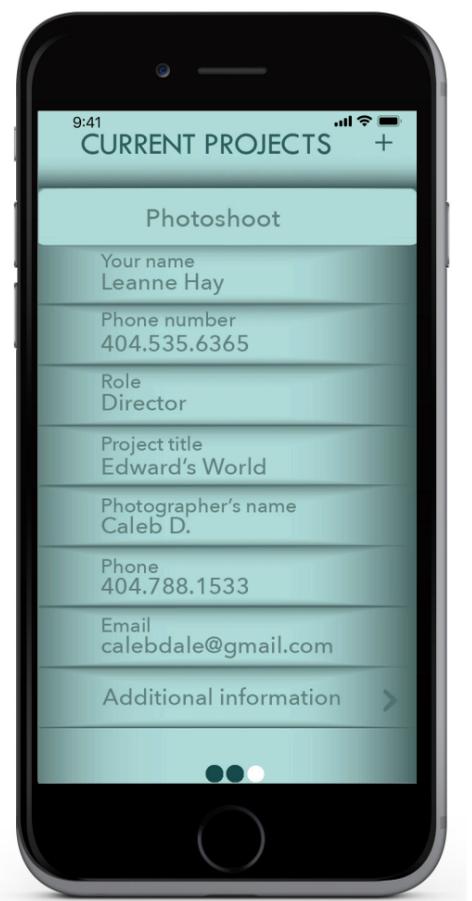
The messaging interface in Set Yourself shows the user their crewmember's online status and message history.



When a user adds a new project, they are greeted by a simple, easy form in the style of a joyride.



Detailed information is requested on the second screen of the new project form if the user decides to include it.



On the last joyride screen, the user is given all of the information and asked to save it for the new project.