



Week 1

Week 13

SCHEDULE

Xiaoyun Yang

GR850: Thesis | Fall 2024

| | W1 | W2 | W3 | W4 | W5 | W6 | W7 | W8 | W9 | W10 | W11 | W12 | W13 |
|---------------------------|---|---|--|--|---|--|--|---|---|---|--|---|--|
| Process Book | review work | Adjust the MM/DS Visual system and strategy: Look up examples Bicycle and the one with good branding process. | Visual System content. Kiosk store process thinking and showing. | Put all APP information together/ process thinking and showing. | APP user testing pictures and other documents showing. | Way finding process thinking and showing/ (3D work/ simples modles showing?) | Draft with all content in place including material from GR 850 | Refined Draft | Refinements | Create final | Process book must go to print by this module latest. Pack up and ship any printed 3D materials that need to go to San Francisco. | review work | Reviews start this module. Your printed book must arrive in SF, and your PDF must be uploaded to the portal within 48 hours of your presentation date. |
| Deliverables | review work | | Non-target audience posters refine/ target posters more directions. APP finish the last part and get feedback. | Refine posters/ prototype way finding. Kiosk stores color give directionsn showing in thesis book/ posters directions. App refine and prototype. | Posters refine and print check/way finding prototype. D3: Make a video walkthrough of working prototype | Refine all the work. | D4: Deliverable 4 Complete | Refine all the work/ mock up and showcase thinking. | Refine all the work/ mock up and showcase thinking. | Refine all the work/ mock up and showcase thinking. | | | D3: Walkthrough can be used in your presentation |
| User Testing | Research potential user testing methods, assemble participants. User testing can commence as soon as you are ready. | Contact people and schedule user test. | User testing happen/ pictures /documents | (Second one /A diffrent group or review the footage) | Recommended finish date for user testing | Looking up more recources: city/ people... | User testing of all thesis deliverables must be complete by this module. | Organize and thinking about showcase the process. | Organize information | | | review work | |
| Final Review Thesis Video | | | Review the old video, organize language and think about how to showcase | Research similar topic video and first draft of the basic content. | Rough Storyboard | Refined Storyboard | First Asembly/Final Storyboard | Rough Cut | First Cut | Fine Cut | Final Cut | Video must be complete and uploaded within 48 hours of your presentation date. | Thesis Video must be uploaded to the meeting room within 48 hours of your presentation date. |
| Presentation PPT | | | | | Collecting the photos that might be usable for presentation. | Research similar topic presentation and first draft of the basic content. | Storyboard presentation | Rough PPT | Draft PPT | Final Draft PPT | Refine Matrix and DS Chart. Finalize Thesis Website. Final Draft of PPT. | Draft PPT | Presentation must be uploaded to the meeting room within 48 hours of your presentation date. Schedule practice with online education. |
| Printed/3D Materials | Determine whether any materials need to be produced and shipped to SF. Identify resources and materials needed. | | | Check the place that can help with printing. | Start the file | Put content on it | Recommended completion date for 3D/printed materials | Keep finish content and refine. | Keep finish content and refine. | | Send to print. | PPT, DS Chart and Materials Matrix must be complete and uploaded within 48 hours of your presentation date. | 3D/Printed Materials must be received by the School of Graphic Design office within 48 hours of your presentation date. |

Design Strategy/Materials Matrix

Topic: Public Transit

Goal:
This project aims to foster a meaningful experience that encourages more people to use and connect with SF’s transit system.

Audience:
22 to 45-year-olds have the largest share of transit usage in San Francisco, and most riders come from lower-income households.

| Insight | Many commuters view public transportation as a transactional experience, lacking emotional connection to the city or the people around them. | There is minimal interaction among passengers and the public transit system. This reduces engagement and prevents users from seeing transit as part of a larger, connected experience. | Commuters face overwhelming and inconsistent information across different platforms (apps, signs, maps) when navigating public transportation, leading to confusion and frustration. |
|-------------|---|--|---|
| Strategy | Bringing Muni to celebrate Local Parades: To promote the brand and give back to the community, buses will be outfitted as floats for local parades, such as the Pride and Giants parades, creating an engaging experience that enhances emotional connections. | Create Interactions to Engage Commuters: Use interactive digital screens at our kiosk store next to public transit to connect with passengers. | Simplify Navigation and Communication with a Unified Visual Language: Create consistent, easy-to-understand visual systems across all transit touchpoints. By standardizing signage, apps, and information displays, making public transportation approachable for both frequent riders and first-time users. |
| Deliverable | <p>Public Engagement</p> <p>SF Hangout Bus</p> <p>The “SF Hangout Bus” transforms a city bus into a festive mobile event space, tailored to local festivals like Pride Month. Passengers can engage in interactive experiences that reflect the spirit of the event. Exclusive giveaways, such as newly designed Clipper cards, will serve as both functional transit passes and collectible items celebrating the festival. These unique touches not only promote the event but also encourage continued use of public transportation.</p> <p>Posters</p> <p>Poster will focus on awakening a sense of community belonging in them.</p> | <p>Link Store Design</p> <p>Link stores in high-traffic transit hubs to serve busy commuters and create a seamless, branded transit experience, incorporating the concept with digital screens for info and interactions.</p> <p>Services</p> <p>The kiosk store will offer a convenient way for commuters to grab fast food and drinks on the go. With a focus on efficiency, passengers can order directly from the kiosk or through the app for easy pickup. This service will cater to busy commuters who need a quick meal or refreshment during their transit. The kiosks will be strategically located at high-traffic stations, allowing passengers to seamlessly integrate their food stop into their daily commute.</p> <p>Interactive Information</p> <p>Each kiosk will feature an interactive screen providing real-time updates on transit schedules, routes, and delays. The integration of these interactive displays will not only keep passengers informed but also encourage them to engage with the public transit system in a more dynamic and personalized way.</p> | <p>App Design</p> <p>Create a cohesive, intuitive visual design system for both the app and physical wayfinding throughout the transit system. This system will simplify navigation for users, providing clear directions, live transit updates, and easy-to-understand route planning.</p> <p>APP</p> <p>The app will be designed to provide commuters with an intuitive, user-friendly interface that integrates travel, real-time updates, interactive features, and reports. Key functionalities include route planning, public transportation traffic information, and the ability to place food or drink orders at kiosk stores.</p> <p>Way Finding</p> <p>Physical wayfinding throughout the transit system will mirror the app’s clean, modern visual identity, creating consistency between the digital and physical experience. The signs will use clear, legible fonts and vibrant color schemes to help passengers navigate stations and identify important information.</p> |

| Deliverables | <div><div>2 points Celebrate San Francisco Culture Through Visual Storytelling.</div><div>3 points Create Interactions to Engage Commuters.</div><div>3 points Simplify Navigation and Communication with a Unified Visual Language.</div></div> |
|--------------|---|
| Design | <div><div><p>SF Hangout Bus</p><p>The "party house" hangout event turns the bus into a pop-up venue.</p><p>Event promot:</p><div>6 posters 18*24</div><div>1 bus look</div><div>3 screens (Instagram)</div><p>Event products: clipper card look, Sticker, Sticker, Water bottle, Badge, Notebook, Pen...</p><p>Posters</p><p>Design posters that connect commuters to San Francisco’s cultural diversity.</p><p>posters 18*24</p><div>3 targets commuters</div><div>3 target car-drivers</div><div>5 screens (Instagram) target commuters</div></div><div><p>Kiosk Store</p><p>The kiosk store will offer a convenient way for commuters to grab fast food and drinks on the go.</p><p>Items</p><div>Eco-friendly Food packaging</div><div>Coffee cup, napkin, bags</div><p>Posters</p><div>1 Posters for kiosk food</div><div>1 bus card for kiosk store</div><div>2 instagram screens</div><p>Self-service Kiosk</p><div>Menu</div><div>Production options</div><div>Payment</div><div>Peceipt</div><p>Iterative Information</p><p>Screens</p><div>providing real-time updates on transit schedules, routes, and chance to interact.</div><div>1 big screen providing real-time updates on transit schedules, routes, and delays.</div><div>1 small interactive screen with pulls, and votes for getting discount opportunities.</div></div><div><p>APP</p><p>Passengers can easily plan their trip, obtain traffic information, and place orders through the app.</p><p>Home page</p><p>Destination information</p><p>Traffic information</p><p>Navigation process</p><p>Order page/process</p><p>Report</p><p>Account Information</p><p>Way Finding</p><p>Providing clear directions, live transit updates, and easy-to-understand route guidance.</p><p>Muni Bus and Train stop sign</p><p>Guidance signals (direction/station name/color/numbers) that give clear information to see.</p><div>1 big display screen (numbers and letters)</div></div></div> |