

VC 403 GRAPHIC DESIGN 5  
Project Book

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# FRAMEWORK

APP SYSTEM

# TABLE OF CONTENTS

INTRODUCTION .....	1	FINAL DELIVERABLES	
THE PROBLEM .....	2	STYLE GUIDE .....	13
THE SOLUTION .....	3	UX ELEMENTS .....	14
REASONING .....	4	SCREENS .....	15
RESEARCH		PROTOTYPE .....	16
INTERVIEWS .....	5	CASE STUDY .....	17
SERVICE MODELS .....	6		
DELIVERABLES/TIMELINE .....	7		
PROCESS			
BRAND IDENTITY .....	8		
SITE MAPS .....	10		
USER PERSONAS .....	11		
PAIN POINTS .....	12		

# INTRODUCTION

For people in search of their forever home, opting for a custom house build has become increasingly popular. Even with the rise of construction costs, building a custom home can still be cheaper in comparison to buying a home and addressing repairs, as well as renovating it to fit a family's needs and style. This high demand is good news for people in the custom home business. However, more clientele means more projects and clients to balance.

# THE PROBLEM

**For a General Contractor,** taking on the construction of one home already comes with many factors to balance. When multiple builds are in progress, it is important that a contractor is able to lead clients through the entire home building process in a way that is easy to understand. It is also wise to organize all client communications and decisions in order to maintain trust and keep a project moving. Any mistakes in communication can be costly, prolong a project, and damage client trust.

**For their Clients,** building a dream home is exciting, but also is a stressful and costly endeavor. Many people embark on a home build with little to no knowledge of everything that goes into financing, panning, and building a home. Because of this, they expect that their hired contractor will be able to inform them throughout the process. Clients want to ensure that they are working with someone who is experienced, trustworthy, and communicative. It is also important for clients to communicate well so that their ideas, requests, and decisions are clear.

Communication between contractors and clients is primarily done through in-person meetings, or via phone calls or email. In-person meetings and phone calls require note taking in order to keep track of everything that was said in the meeting. Emails or more achievable, but they can be lost or things can be miscommunicated.

# THE SOLUTION

*Framework is an app system that helps general contractors and their clients communicate, and oversee a build from the ground up. Through the admin and client app, contractors and clients have a reliable form of communication, reminders, clear information and instruction throughout the build process.*

## An app for CONTRACTORS

In the admin app, the contractor is able to create portals for each client. In each portal, they can populate the module with helpful information about the build process, and tasks that clients need to complete. The portal help the contractor to manage their clientele, and viewing the portals helps the contractor to have communications with clients organized, and track the process of each build.

## An app for CLIENTS

In the client app, the entire build process will be split up into modules. These modules will represent a phase in the build process. They include information from the contractor about a phase in the build, as well as any tasks that need to be discussed and decided on, as well as due dates for each task to stay on track. Once all tasks are addressed by both sides, then that module is complete and the user is prompted to the next module. Modules are set up in a way that one has to be completed before other ones can be addressed so that everything is done in order. Completed modules can be looked back on in order to remember everything that was completed in that phase.

# REASONING

This system benefits both sides of the home build process. Contractors are able to use the app as a way to manage projects and clientele. Using the app as a way to visually show the build process helps clients to understand what is expected in each phase. It not only makes it easy to understand, but also transparent. Using modules to show phases being worked on and completed acts as visual confirmation that the process is moving along smoothly, and can make the client feel more rewarded at each completion of the phase.

# RESEARCH - INTERVIEWS

In order to execute this project successfully, it is important to understand the entire home build process, as well as the roles and responsibilities of each party.

## FINDINGS

To understand the home building process and the contractor experience, I discussed this project with Richard Norton, who is the owner and manager of a custom home build business in Ocala, FL. He walked me through the home building process in detail, and confirmed if features on the contractor app would help him do his job better. My main inquiry was what all goes into a home build, and how each stage of the process is split and completed. Richard shared how he categorizes his clients based on what stage of the build process they are in. This became my model for categorizing modules and clients in the app:

LEAD      BUDGETING      DESIGN      CONTRACT      BUILD      WARRANTY

*Based on our discussions, Richard would want an app that can,*

- *Help him Keep track of builds and clientele.*
- *Help him effectively provide and store information to clients.*
- *Be a reliable form of communication.*

To understand the client experience, I contacted three couples that are or have been in the process of building homes now. Hearing about their experience gave me insight and confirmed if features on the client app would make the process easier for them.

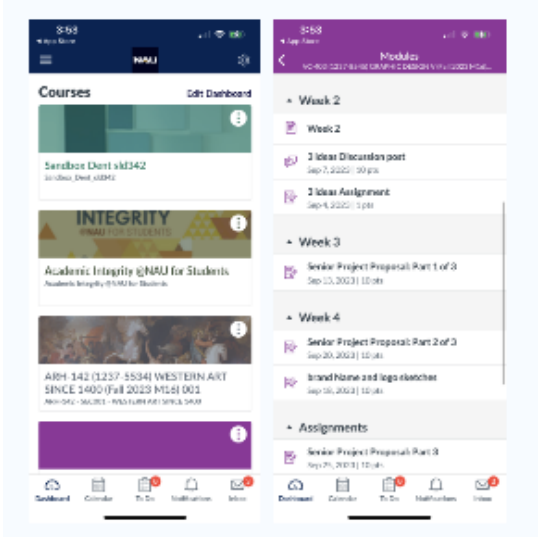
*Based on our discussions, these families would want an app that can,*

- *Provide transparent information about the build process.*
- *Lay out clear expectations and deadlines.*
- *Be a reliable form of communication that establishes trust with their contractor.*

# RESEARCH - SERVICE MODELS

## CANVAS STUDENT & INSTRUCTOR PORTAL

Canvas makes it easy for instructors to populate portals and use modules to organize information, and communicate with students. Canvas makes it easy to see information that Instructors are giving them, and organizes course materials and assignments.



## TURBO TAX

Turbo Tax makes something mundane like filing taxes into a process that is very easy to navigate, and even enjoyable. They do this by splitting up the process into easy steps and provide a lot of clarification and instruction. They also use personal, rewarding language and iconography in response to a users actions. Their colors and illustrations are calming and easy to comprehend.

Wages & Income   Deductions & Credits   Health Insurance   Other Tax Situations   Federal Review

Congrats, you get a tax break

### Student Loan Interest Deduction

Your tax return already includes this deduction.

explainvity™

Why is my student loan deduction \$2,500?



You did it, Katryna! You just e-filed your taxes.

You filed on February 1st, 2019 at 8:45 PM.

Let's check your federal return and make sure it's good to go



Here's what's coming up:

- We'll review your return for accuracy.
- We'll take care of any missing info.
- We'll check out your refund so far.

Continue



# DELIVERABLES

Building Framework was accomplished by creating a brand identity for the app, including logos, color scheme, type, and design elements. The next step was to create a working prototype of the contractor app and client app. Due to time restrictions, both apps will not be built out in full, but will instead have functioning sections to show how they would be used to communicate with each other. The contractor app will be built to display the app's desktop version, and the client app will be used to display the app's mobile version.

## TIMELINE

### SEPTEMBER:

Research and Project Proposal Process

### OCTOBER:

**2nd:** First round of logo and brand assets.

**4th:** Final logo and brand assets, site maps for admin and client app.

**9th - 16th:** Sitemaps for both applications.

**16th - 23rd:** Prepare for In-Progress Presentation.

**23rd:** In-Progress presentation.

**23rd - 30th:** Address feedback from presentation, modify timeline.

### NOVEMBER:

**1st - 6th:** Client App mostly done.

**6th - 13th:** Contractor desktop mostly done.

**13th - 20th:** Complete design for both apps.

**20th - 27th:** Final Project book + Case Study.

**27th - Dec 04th:** Finish prototyping both apps, and presentation.

### DECEMBER:

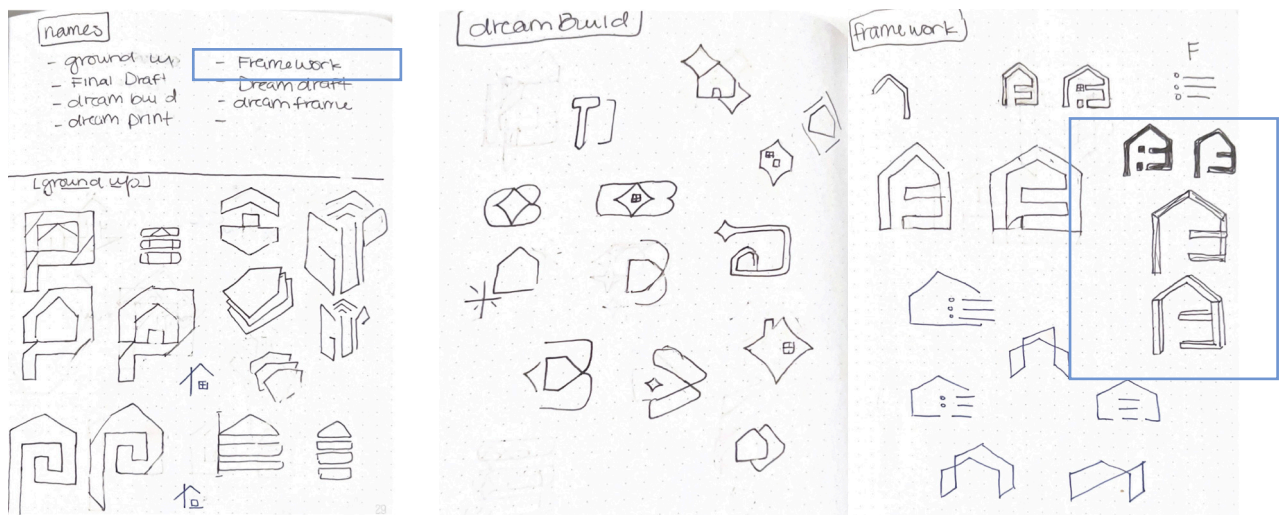
**4th - 11th:** Preparation for Final Deliverables and Final Presentation

**11th:** Final Deliverables and Final presentation

# PROCESS - BRAND IDENTITY

## NAMING & SKETCHES

The first step was to sketch out names and logos that would imply to a user that the app helps with things like home building, construction, planning, and dreaming.



## FIRST DIGITAL COMPREHENSIVES

After deciding on Framework, I explored the idea of having a logo that is in an F shape, mimics modules, and appears 3D. After feedback, I continued to work the logo to make the F shape more apparent, and I would rework the icon colors to look less like the Facebook icon.



## FINAL LOGO

The final logo has a more distinct 3D shape that is still readable shrunk down. The F shape is more apparent. A typeface was decided on, and the icon colors are reversed in order to look less like Facebook and other apps with blue backgrounds.



Horizontal



App Icon

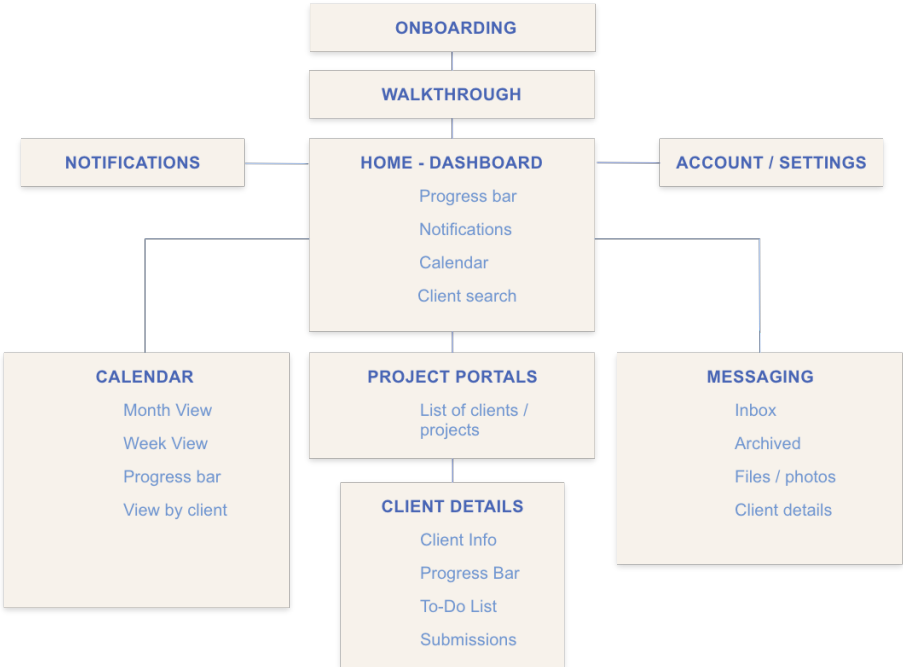


Vertical

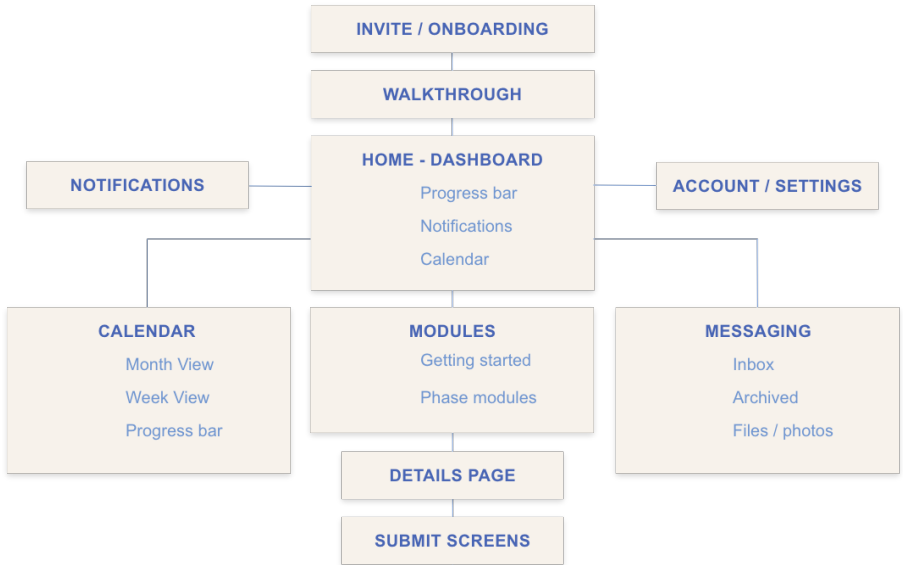
# PROCESS - SITE MAPS

The following site maps were created to plan pages of each app, and visualize their navigation in order to create two applications that can communicate.

## CONTRACTOR APP



## CLIENT APP



# PROCESS - USER PERSONAS & USER SCENARIOS



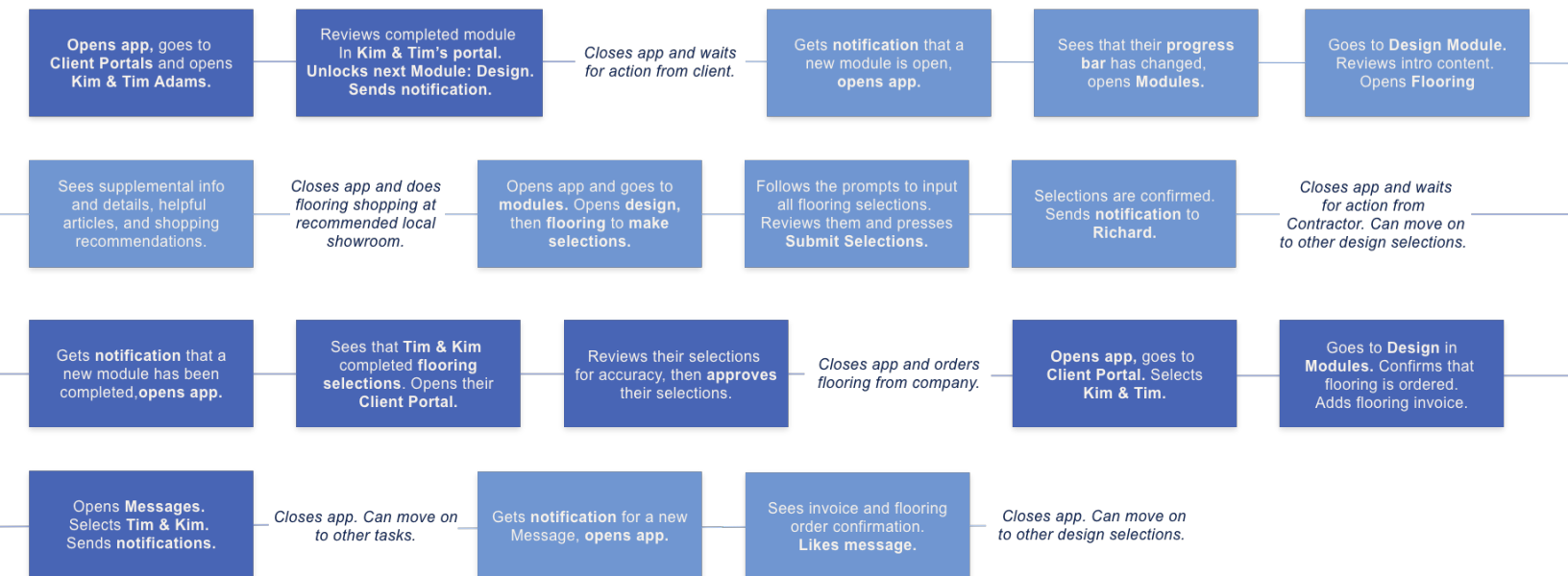
## TIM & KIM ADAMS Future home owners

Tim is a school teacher and Kim is a nurse. They have three children. After years of saving, they are ready to build their forever dream home. They are excited to be able to make their vision come true, but are also nervous. They hope that they will be able to understand a process that they are unfamiliar with. Tim and Kim are very busy, but they want to be as involved in the entire process.



## RICHARD NORTON General Contractor

Richard is the owner and manager of a custom home building business. His business has been very successful and he is managing multiple projects at a time. He wants to be able to accept a larger number of clients while also staying true to his reputation of being personable, transparent, and building quality homes. He needs a trustworthy mode of communication that allows him to keep up with clients and builds. He also needs a system that helps him keep track of his projects.



# PAIN POINTS

The main pain point in this project was narrowing down what parts of the two apps I should build out in order to showcase how the two apps function together. If Framework existed in real life, both of the apps would be very robust in their function, scenarios of use would vary between different contractors and their clients that would use the app, and there would be both a desktop and mobile experience for contractors and clients, totaling to four applications. The timeline did not permit for all of these to be fully built out, so I showed what a desktop experience would look like for the contractor, and what a mobile experience would look like for the client.

Another pain point in this project was choosing which module to build out and explore it's function. Not all of the modules would require selections or tasks. Some would be mostly informational. I decided to build out a selection process in the design module because it is more interesting and robust than a module that is solely informational.

A final pain point was staying on track with showing my desired scenario instead of exploring and building out other areas of the app. While I hope to continue to develop this project in the future, it was important that I had a clear user flow for the sections that I was highlighting to show for this project.

# FINAL DELIVERABLES - STYLE GUIDE

## LOGOS



Horizontal



App Icon



Vertical

## COLOR



Primary



Text



Secondary



Background

## TYPE

**Ff**

LOGO

Josefin Sans

A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z a b c d  
e f g h i j k l m n o  
p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

**Ff**

WEB SAFE

Arial

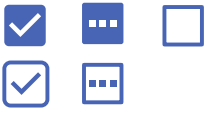
A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z a b c d  
e f g h i j k l m n o  
p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

# FINAL DELIVERABLES - UX ELEMENTS

## ICONOGRAPHY



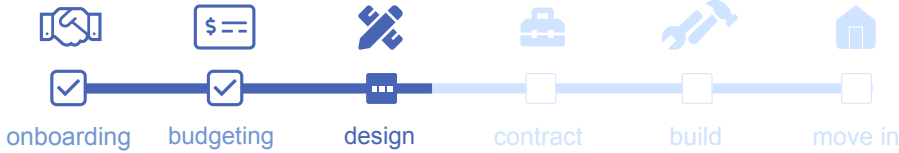
Navigation



Progress

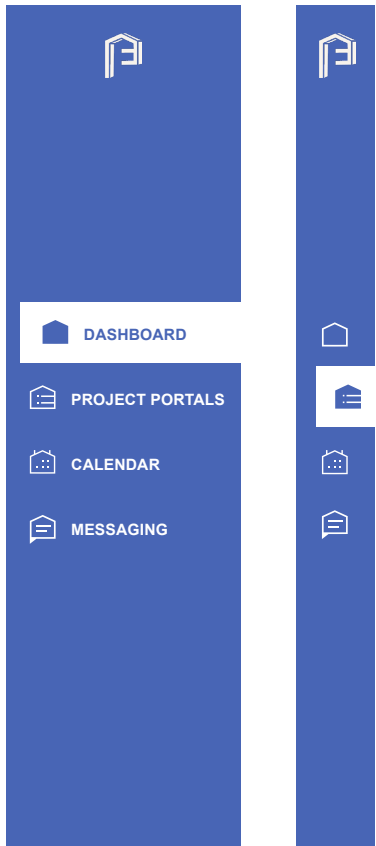


Settings, Notifications, Profile

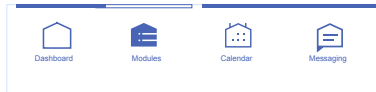


Progress Bar

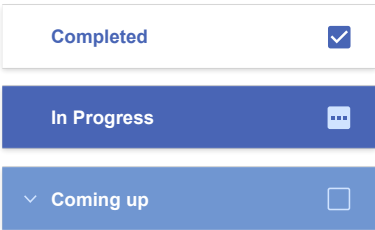
## NAVIGATION MENUS



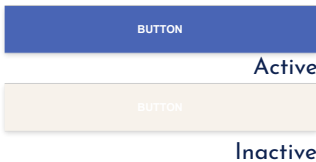
Desktop - Opened    Desktop - Collapsed



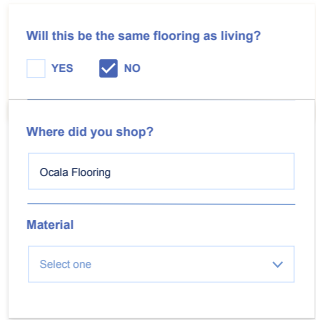
## MODULES



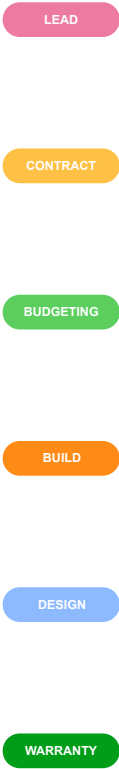
## BUTTON



## FORM



## CATEGORIES



## SCROLL



## TABS





# FINAL DELIVERABLES - SCREENS

## CONTRACTOR - DESKTOP EXPERIENCE

**Welcome Richard.**  
Let's get building!

**STATS**

Current Projects: **15**

Total Projects: **100**

LEAD: 2  
BUDGETING: 1  
DESIGN: 3  
CONTRACT: 2  
BUILD: 4  
WARRANTY: 3

**THIS WEEK**

**May 2024**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
20 KENT Initial Meeting 9:00am - 10:30am	21 MAY Budgeting Consultation 9:00am - 10:30am	22 JOHNSON Design Consultation 9:00am - 10:30am	23 TIM & KIM ADAMS Flooring Selections Deadline All Day	24 HOWARD Final We		

**THIS MONTH**

**< May 2024 >**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	1 TIM & KIM ADAMS	2 GARCIA TURNER	3 JOHNSON	4	5
6 TIM & KIM ADAMS	7 MAY WILSON	8 GARCIA TURNER	9 TIM & KIM ADAMS	10 HOWARD JOHNSON	11	12
13 JOHNSON TURNER	14 TIM & KIM ADAMS	15 GARCIA	16 HOWARD	17 WILSON	18	19
20 KENT GARCIA	21 MAY	22 JOHNSON TURNER	23 TIM & KIM ADAMS	24 HOWARD	25 HOWARD	26
27 MAY	28 TURNER	29 WILSON KENT	30 GARCIA	31	1	2

**CLIENT SEARCH**

Search messages...

Current Archived SORT BY

- Adams, Tim & Kim
- Ashton, Taylor & Mar...
- Fortner, Ethan & Mik...
- Harrell, Jesse & Autu...
- Howard, David & Pe...
- May, Al & Tuesday
- Ness, Elliott & Shay

**Tim & Kim Adams**

1234 S. Home Street  
Ocala, FL 34473

Status: DESIGN Quick Edit

+1(123)456 - 7890  
+1(123)987 - 6543

tadams@gmail.com  
kadams@gmail.com

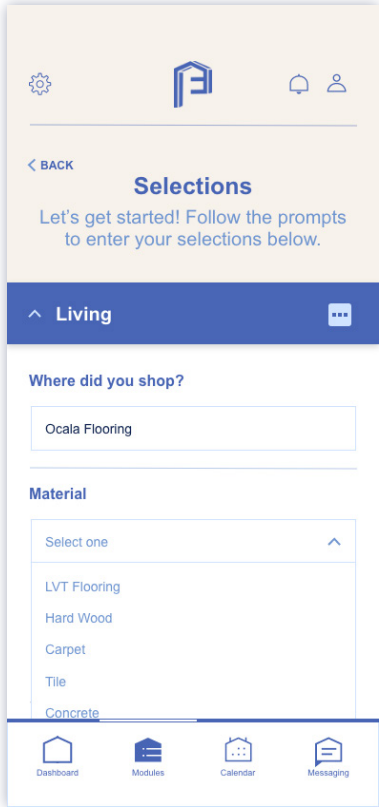
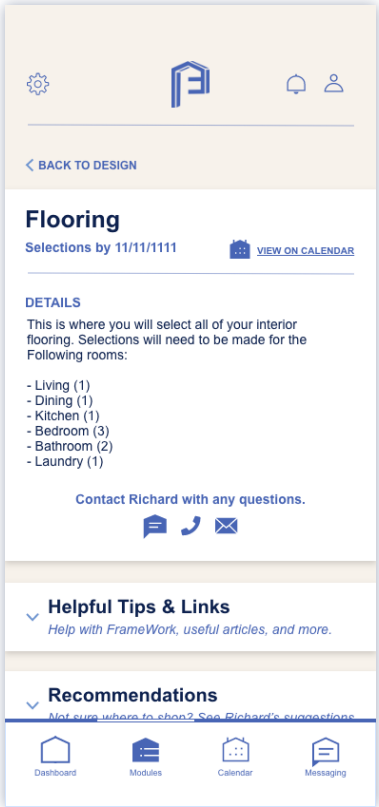
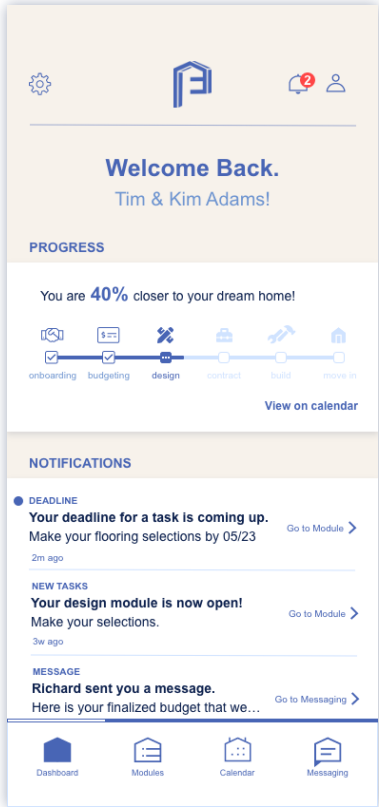
**Modules**  
Let's Get Building!

COLLAPSE ALL

- Getting Started
- Onboarding
- Budgeting
- Design
  - Welcome to the design phase! Get started here.
  - Helpful Tips & Tutorials Learn how to make selections.
  - FAQ Learn more about the design process.
- Flooring

# FINAL DELIVERABLES - SCREENS

## CLIENT - MOBILE EXPERIENCE



## FRAMEWORK PROTOTYPE LINK:

### an app for CONTRACTORS

### an app for CLIENTS



**DESIGNER**  
Shelby Dent

**FACULTY ADVISOR**  
Prof. Patricia Murphey

### PROJECT SUMMARY

Framework is an app system that helps general contractors and their clients communicate, and oversee a build from the ground up. Through the admin and client app, contractors and clients have a reliable form of communication, reminders, clear information and instruction throughout the build process.

## DESIGN CHALLENGE

For a general contractor, taking on the construction of one home already comes with many factors to balance. When multiple builds are in progress, it is important that a contractor is able to lead clients through the entire home building process in a way that is easy to understand. It is also wise to organize all client communications in order to maintain trust and keep a project moving. Any mistakes in communication can be costly, prolong a project, and damage client trust.

For clients, building a dream home is exciting, but also is a stressful and costly endeavor. Clients want to ensure that they are working with someone who is experienced, trustworthy, and communicative through the entire process. It is also important for clients to communicate well so that their ideas, requests, and decisions are clear.

## DESIGN SOLUTION

Framework is a system that consists of an admin app, and a client app. In the admin app, the contractor is able to create portals for each client. In each portal, they can populate the module with helpful information about the build process, and tasks that clients need to complete. The portal help the contractor to manage their clientele, and viewing the portals helps the contractor to have communications with clients organized, and track the process of each build. In the client app, the entire build process will be split up into modules. These modules will represent a phase in the build process. They include information from the contractor about a phase in the build, as well as any tasks that need to be discussed and decided on, as well as due dates for each task to stay on track. Once all tasks are addressed by both sides, then that module is complete and the user is prompted to the next module. Modules are set up in a way that one has to be completed before other ones can be addressed so that everything is done in order. Completed modules can be looked back on in order to remember everything that was completed in that phase.

# RESOURCES

## RESEARCH - INTERVIEWS

Contractor: Richard Norton

Home Builders: Richard & April Norton

Taylor & Mariah Ashton

Maddy & Sam Kackley

## RESEARCH - SERVICE MODELS

Canvas Class Management System: <https://canvas.nau.edu/>

Turbo Tax: <https://turbotax.intuit.com>

## RESEARCH - PERSONA PHOTOS

All persona photos used in this presentation and final prototype were free to download on Unsplash: <https://unsplash.com>

## RESEARCH - LOGO INSPIRATION

Pinterest Board: <https://pin.it/4FZoGor>

## RESEARCH - UX INSPIRATION

Pinterest Board: <https://pin.it/4FZoGor>