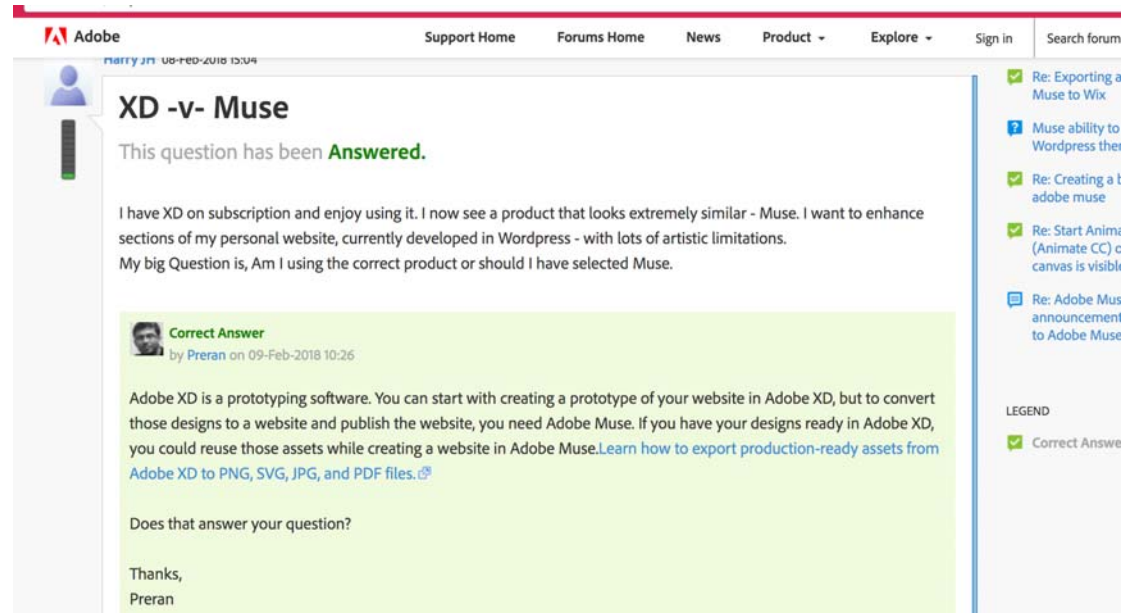


Additional Research

I had a brief to work to, and Iestyn and I managed to finalise the design quite early on in the module and therefore I didn't need to research any further than what was included in my original pre-production portfolio. I did, however, need to do extensive research in the best way to display my prototype.

My two options were Adobe XD (which was my initial idea) and Adobe Muse. I have experience with Adobe Muse, which would save me some time in learning a new program, and I would be able to make a fully functioning app by the end of the module. However, Adobe XD would achieve what was requested of me, which was a working prototype, however I hadn't ever used it before, as it is a new program to the Adobe Suite. Adobe XD is also a much simpler program, and would take less time to create the app than with Muse, and I was advised that I may encounter more issues and problems by using Adobe Muse.

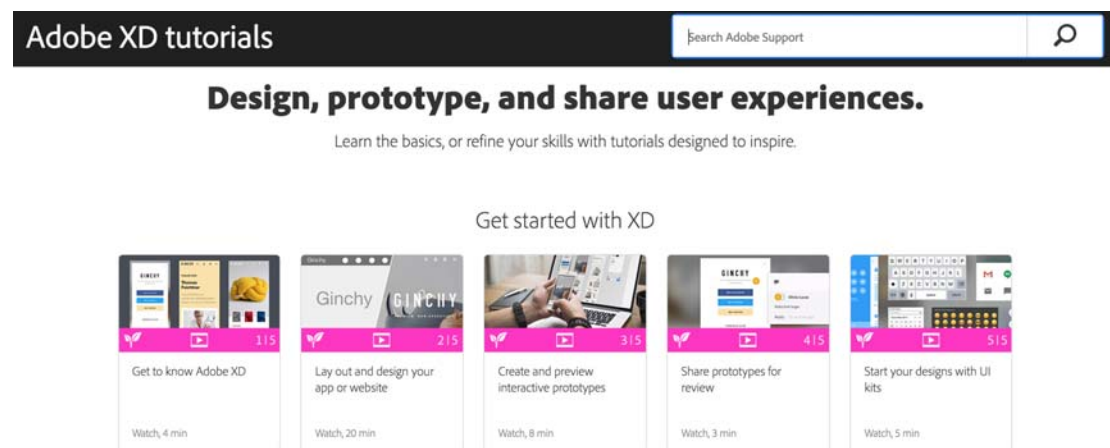


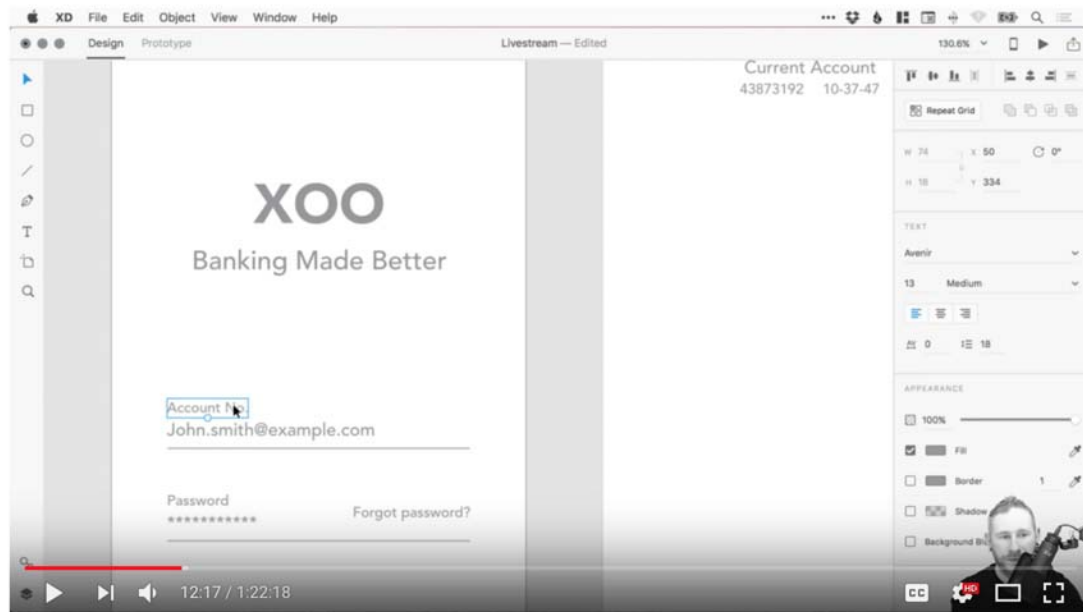
The official Adobe website was a great place to start with my research, in regards to what each program could offer my project. Simplified, Adobe XD is to create the interface of a project, and Adobe Muse can create a fully functioning project as well as the interface.

I started to consider designing my app in Adobe XD, as it is a WYISWYG editor and makes experimenting and editing designs effortless. With both programs being part of the Adobe Suite, it is easy to transfer content from one program to another.

I met up with Iestyn and explained the differences between the two apps in relation to the final product. I was weary that creating the app in Adobe Muse would take me longer, and could result in me running out of time to finish all the elements he wanted included. He reiterated that a prototype was all he needed, as if the design and idea is liked by his bosses, they will hire an external company to code the final piece. This reassured me that I should continue with Adobe XD to ensure every element my client had requested were finished by the deadline.

I had been experimenting with Adobe XD alongside designing the app in Photoshop, and while it was very straight forward to use, even without the use of tutorials, I felt the methods I was using were not as efficient as they could have been. I searched online and found multiple free resources to teach me how to use Adobe XD as effectively as possible.

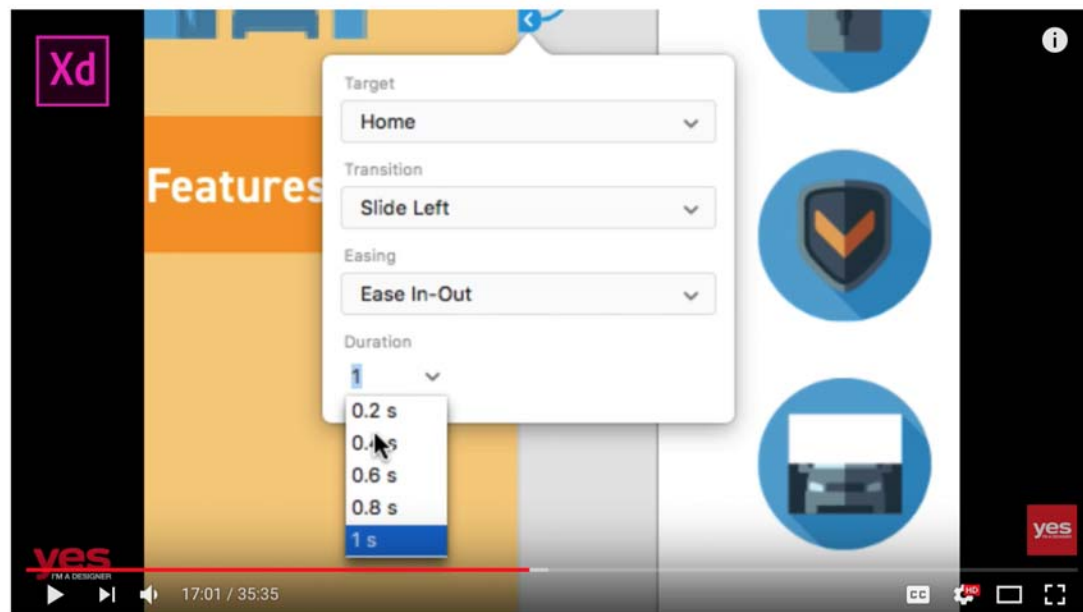




How to Design & Prototype Adobe XD Tutorial

92,220 views

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Design an App in 30 Minutes

62,180 views

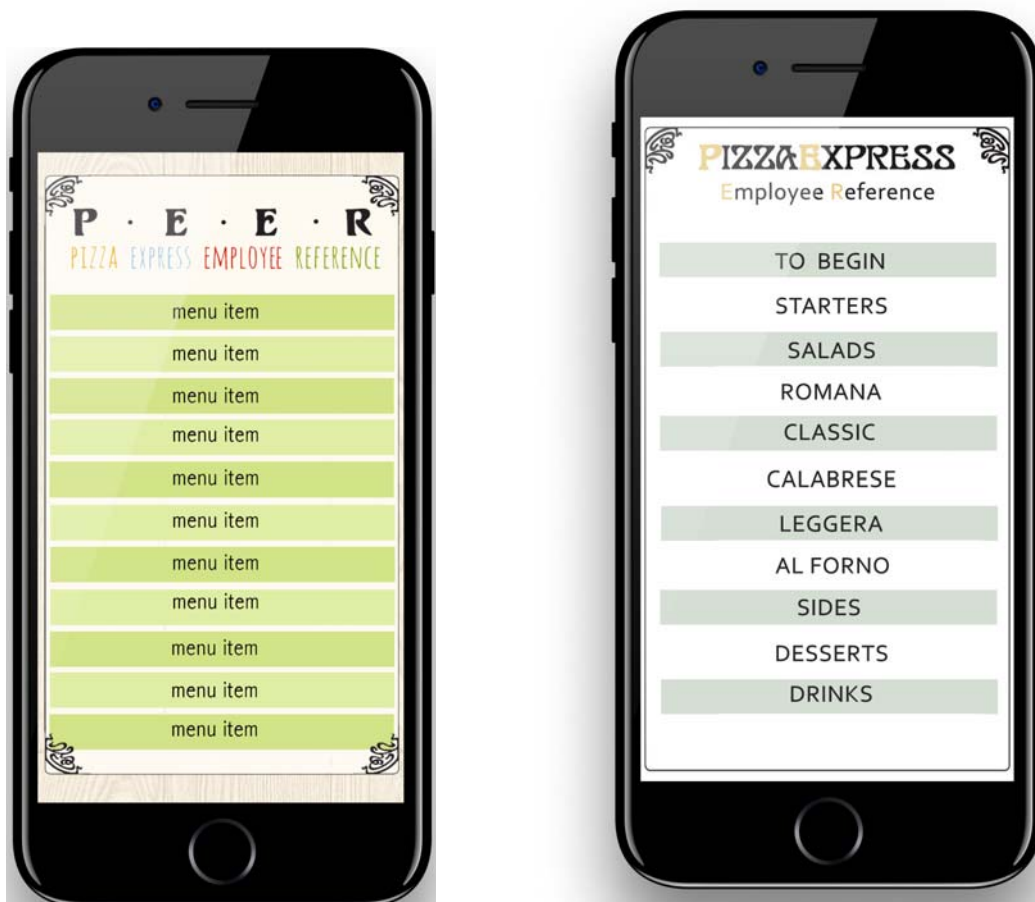
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I followed along with many YouTube video tutorials, which taught me how to take my app to the next level with page transitions and image masking, which not only made my app look more professional, but also made my job of creating the prototype a lot easier.

The software made linking my pages together, viewing the working prototype and showing the working version to my client really simple. I uploaded the prototype to the Adobe server, which I was able to send to my client. Every time I made a change or updated the app, I was able to update the upload and the client could view it using the same link.

Final Designs

I sent my pre-production portfolio to my client, to ensure he was happy with everything included before I started work on creating the final prototype. From the mock-ups I created, he chose two designs that he wanted me to work with:



He stated that he liked the colour schemes, but preferred the design with some kind of background as shown in the first design. He asked if I could make the buttons larger to make them more user friendly.

My preproduction folder also contained some mock-up logo ideas, and he chose two that he preferred out of the selection I created.



Out of the designs I presented, the first logo was his preferred choice, but he said he would ultimately have chosen the second logo had it been easier to read, and liked the text in red over yellow. I wanted to make something he was completely happy with, so decided to try and merge the two logos together, which resulted in the following:



I felt much happier with this design, as it includes the full name of the app, and is also legible. Iestyn agreed that this design was the one we were to move forward with, and liked the combination of the red logo with the green buttons I included in the previous designs.

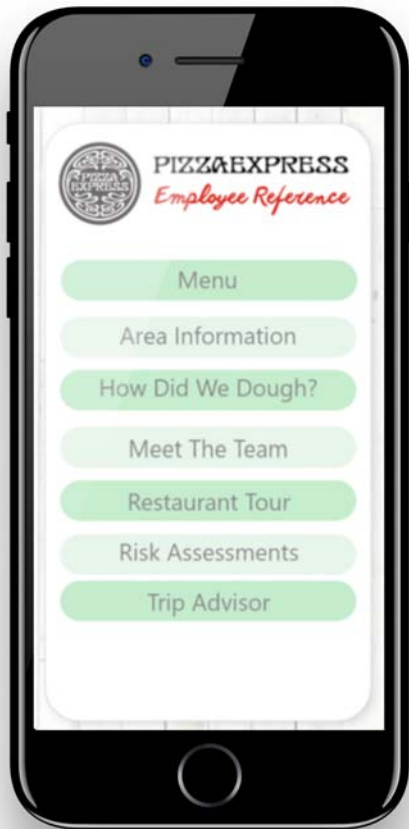
I moved into Photoshop to combine the elements he had stated (the revisited logo and larger, green buttons) and started to experiment with what worked best. I sent him a few slightly varied versions and he chose which one he wanted to use.



I kept the classic Pizza Express border around the outside, however I didn't feel like it fitted properly with the design as the style was totally different. It was also invasive on space within the content screen, which would require me to make the logo either smaller, or place it further down the page, and I didn't like either of those options.



Although I really liked the lime green, as it was fresh and appealing, we decided that combined with the bright red in the logo, it would be better a little more muted to appear more professional and subtle.



For the final version, I deleted the borders and exchanged it for clean rounded edges against a subtle wood grain background. I chose a slightly different green for the buttons, and I feel the over all design is cohesive, and appears generally more minimal but still interesting and ties in with the Pizza Express brand.

360 Tour

My client initially requested for a video tour of the restaurant for:

1. New starters to get accustomed to their surroundings
2. Existing staff to be reminded of key areas such as fire exits and hand washing facilities

I began by following instruction, however there were two key issues with my final piece. Firstly, I was not happy with the camera stabilisation, despite using a camera stabiliser. Due to the setup of the restaurant (lots of tables and chairs) my film looked unprofessional, and there was not one straight path to take. Secondly, the video ended up being too long, as the premises are large.

I then decided that I would make numerous smaller videos, filming the different parts of the restaurant. For example, I was going to do one of the lobbies, another of the kitchen area, another of back of house. However when it came to filming the kitchen area and the back of house, these areas were too small and the only way I could capture them was by keeping my tripod stationary and filming a 360 shot.

This was when I decided it would be more appropriate to use 360 imagery rather than a film. I felt it would be easier for the user if they were able to look round the areas themselves, and I could highlight the areas necessary in Photoshop. I pitched my idea to the client, and he was in agreement.

I have limited experience with 360, so I decided I would use a method we used in Year Two at university, using my DSLR and stitching the image together in Pano2vr. I made an initial image to test out the method, however as the restaurant is situated in Swansea city centre, with very large windows on every wall, the passing traffic and pedestrians affected the result. I spoke to a fellow student who suggested using the Theta 360 camera we have available at university.

The camera was very small so I had less equipment to carry back and forth, and it took the images instantly which meant the movement on the street didn't negatively affect the outcome. I was able to quickly and effortlessly take images of all the main areas I needed, and also didn't have to manually stitch them together myself, which saved me a lot of time. I simply imported the images to Adobe Photoshop to highlight the areas requested by the client, and they serve the purpose intended well.

As I am building a prototype of the app using Adobe XD, unfortunately I cannot embed my 360 images directly into the app, so instead I will upload them to Flickr for the client to see exactly how they work, and just put a placeholder in the app itself instead.