

SUMMARY

Hello and welcome to **Big Brothers Big Sisters Version 2.0** - an updated documentation.

With an increased level of experience in the design field, I felt compelled to revisit and challenge myself with this personal project and initiate a comprehensive rebuild. The goal was to reorganize the project's files and approach it with a renewed perspective, embracing an *atomic design* methodology. My aim was to refine my design skills, broaden my knowledge, and experiment with new techniques throughout the revision.

Furthermore, my objective was to elevate the overall user experience by reducing the number of taps required, enhancing design and text size for improved readability and clarity, and introducing an overlay card system for form submissions such as log entries.

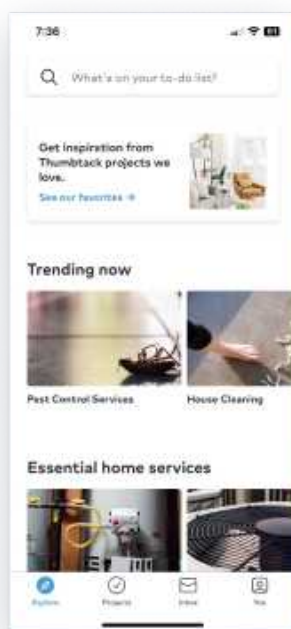
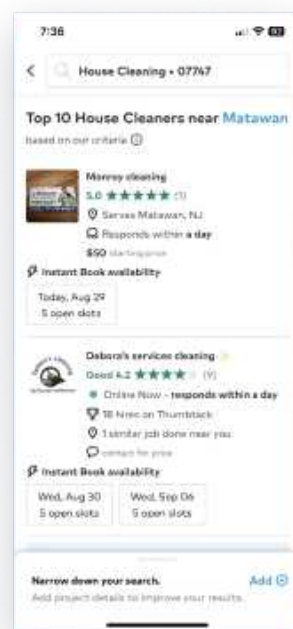
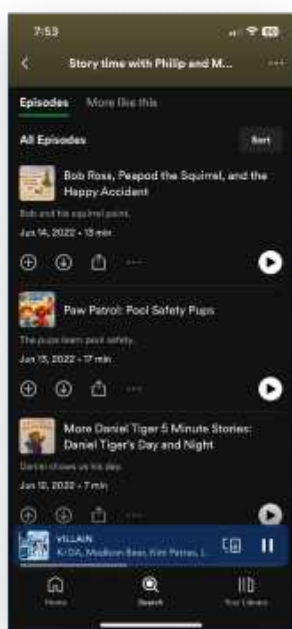
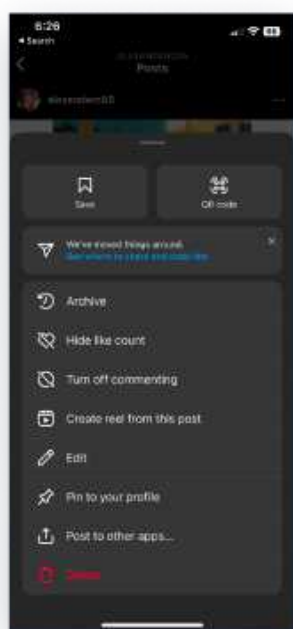
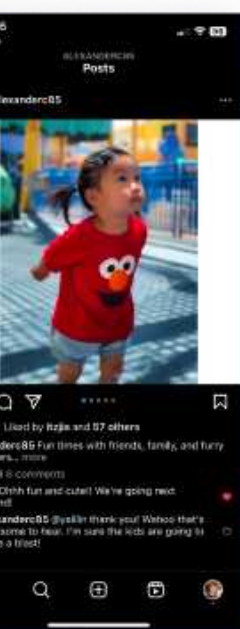
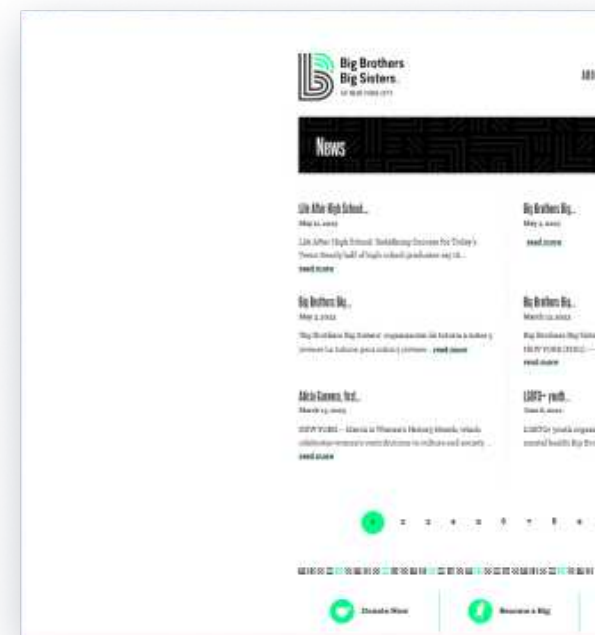
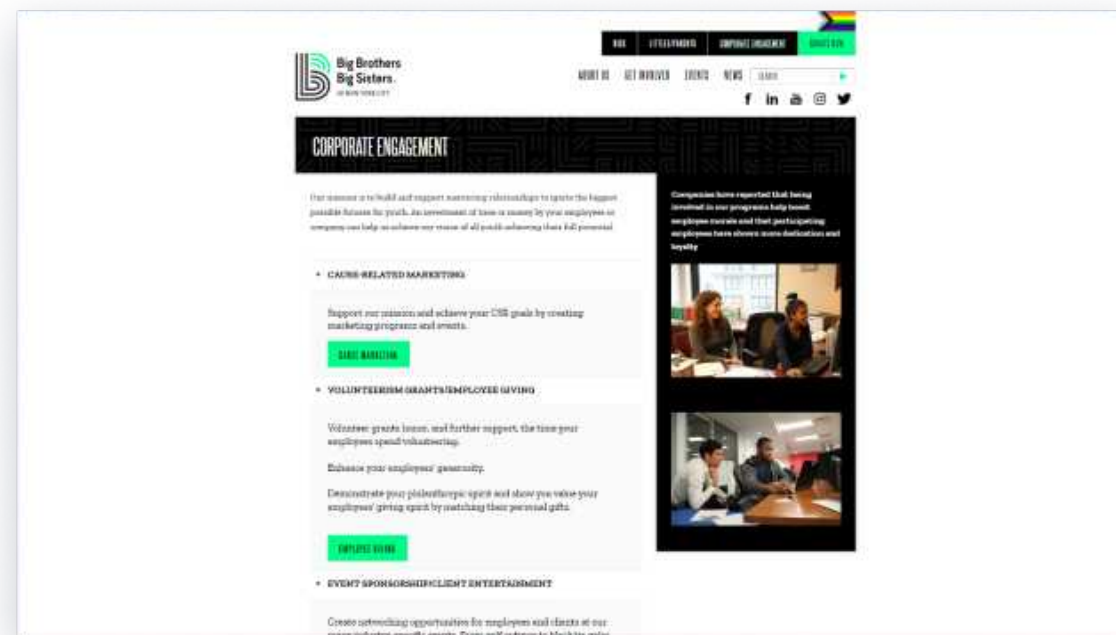
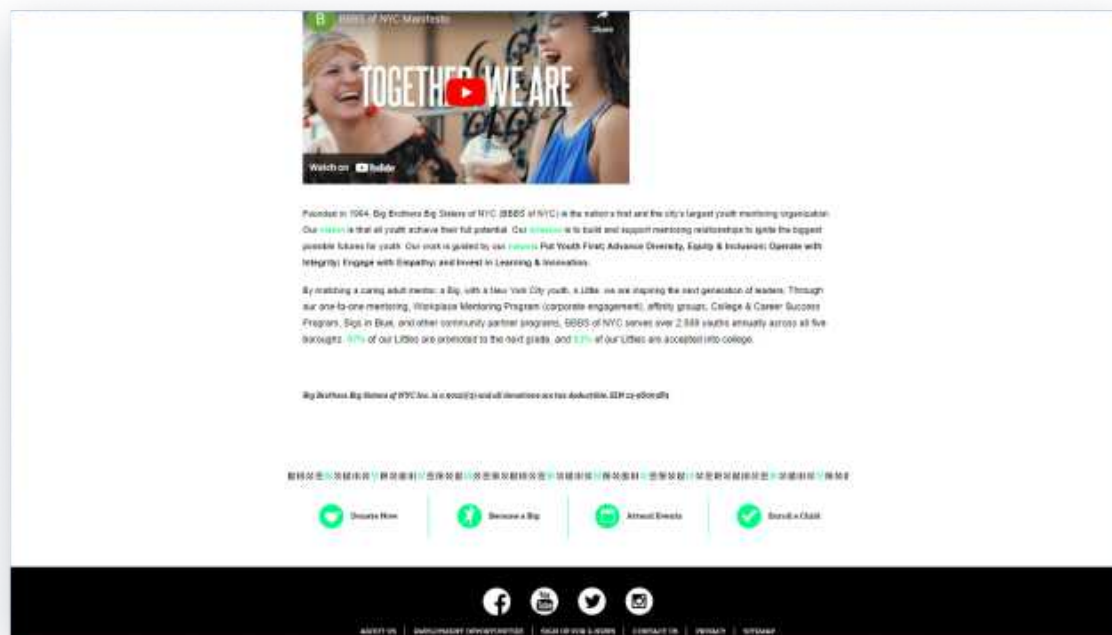
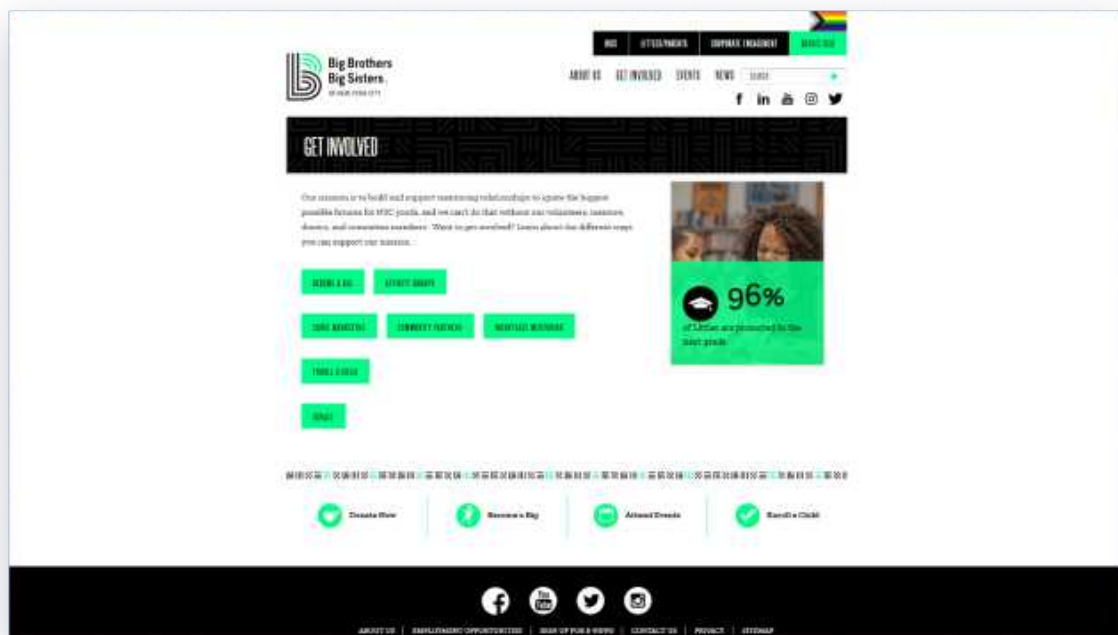
RESEARCH

DESKTOP, MOBILE GRAPHIC & ANIMATION

Insights // Desktop

Before designing, research was much needed. By analyzing the live website, I was able observe the use of straightforward geometric shapes, primarily solid rectangles with sharp edges (colored in either green, black, or eye-catching orange for alert messages). Additionally, with the help of the **WHATFONT** plugin, three unique typefaces were used within their main site: *Steelfish*, *Zilla Slab*, and *Oswald*.

Zilla Slab | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Oswald | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Steelfish | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



Insights // Mobile

As the project was intended for a native mobile app user experience, I took note of several apps focusing specifically on those featuring search functionalities, card-based system overlays, and informative cards.

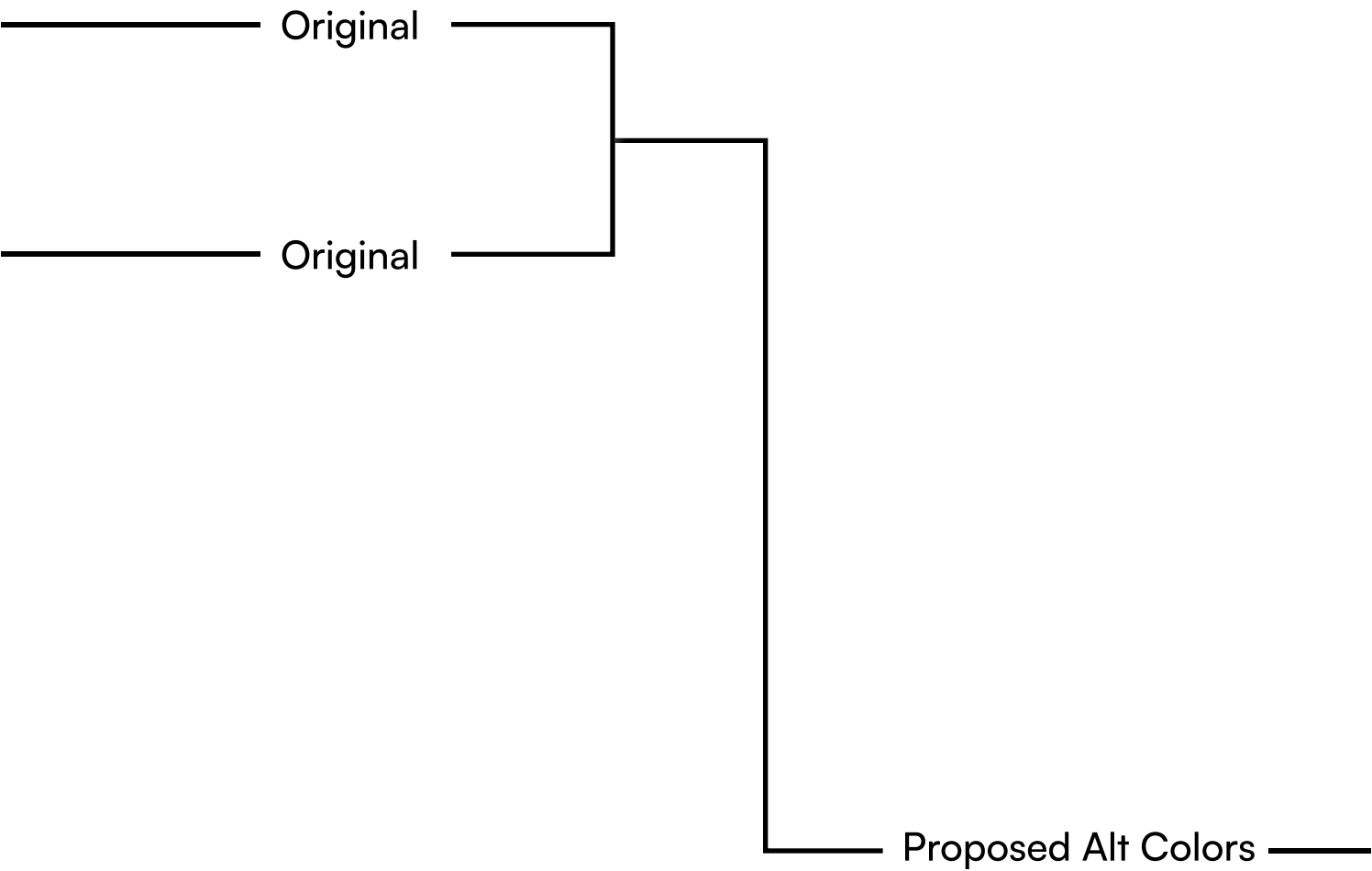
Few of the apps noted were *Instagram*, *Spotify*, *Lidl's*, *Walmart*, *Thumbtack*, and *TikTok*.

Colors // Original

Black #000000	
White #FFFFFF	
Grey #97999B	
Grey Dark #00FC87	
Green #00FC87	
Orange #FF4500	

Shadows

Dark Blue #102040	X: 0 Y: 5	Blur: 16 Spread: 25%	
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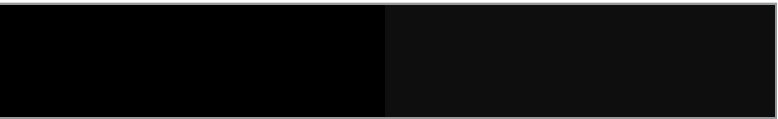


Colors & Contrast Ratio - A Personal Revision

While **Big Brothers Big Sisters** has already established their branding and guidelines with bold colors, I saw an opportunity to make slight adjustments to the deep blacks and whites. This tweak is aimed at improving usability since the extreme contrast of pure black and white can lead to eye strain for users.

Ideally, I would like to mitigate this issue by making subtle shifts to the two colors, ensuring a more comfortable experience for the user.

My personal alternate revisions for these colors would be as follow:



Original Black: #000000	New Black: #0E0E0E
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Original White: #FFFFFF	New White: #F9F9F9
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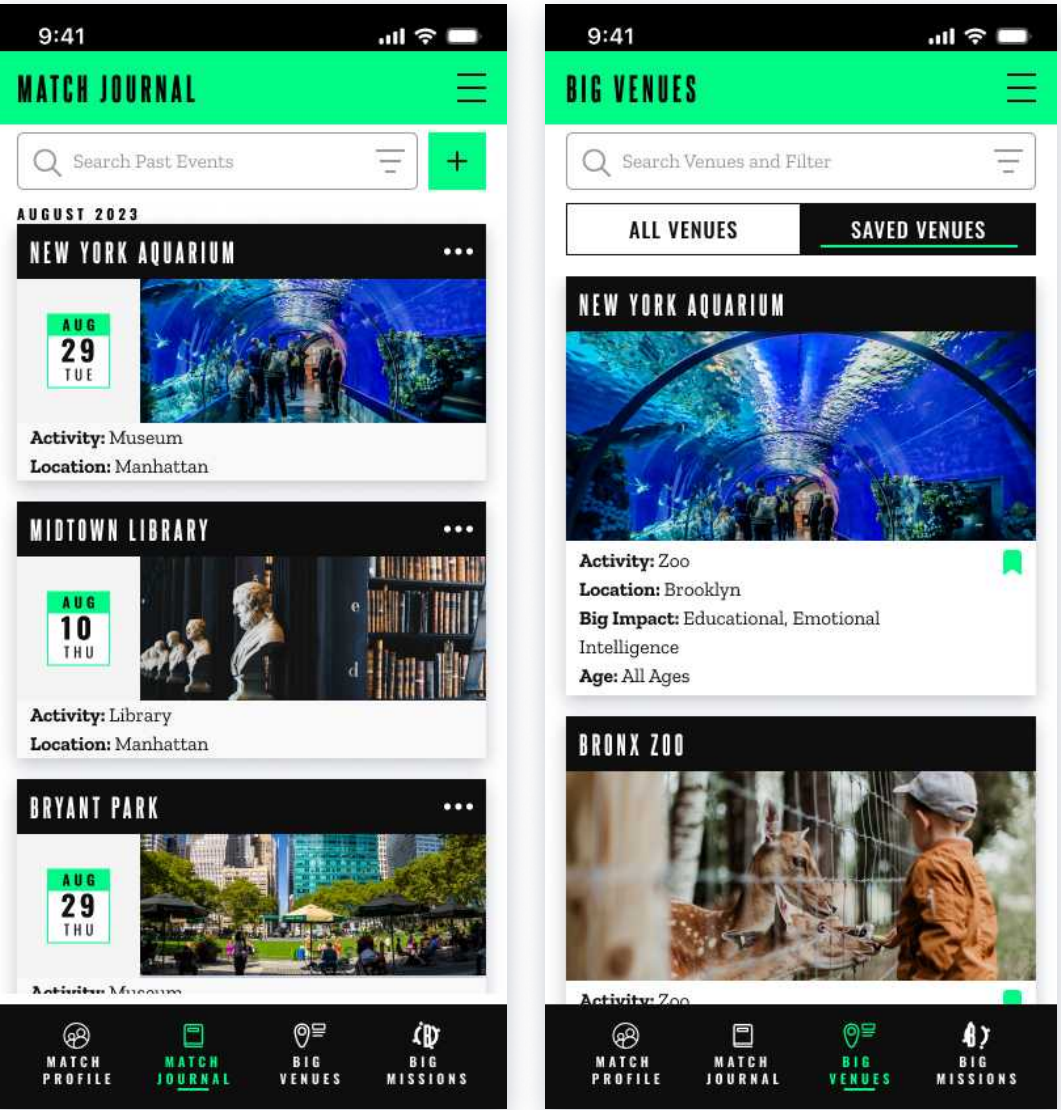
Colors // Proposed

Black #0E0E0E		Proposed
White #F9F9F9		Proposed
Grey #97999B		
Grey Dark #00FC87		
Green #00FC87		
Orange #FF4500		

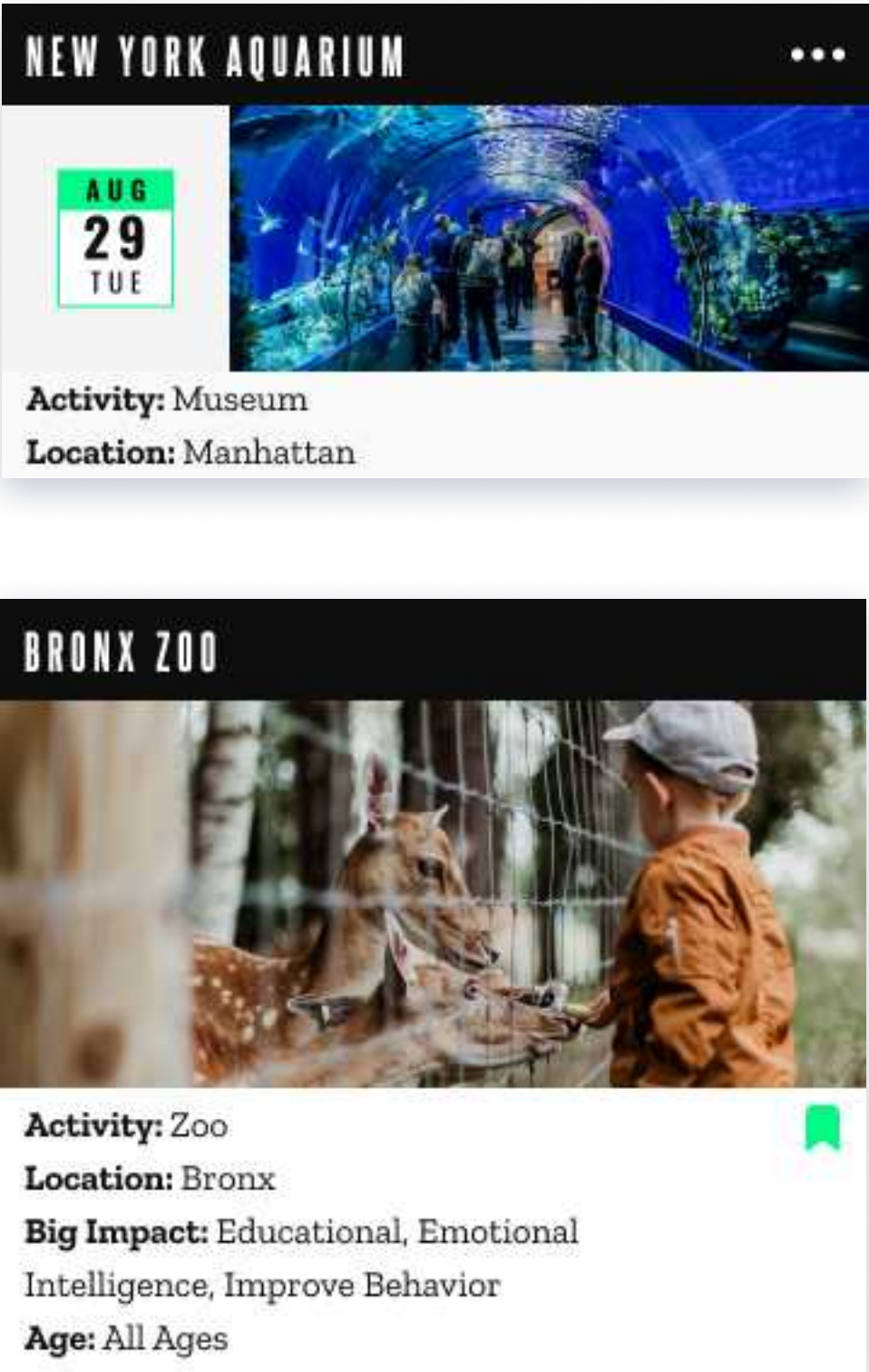
Shadows

Dark Blue #102040	X: 0 Y: 5	Blur: 16 Spread: 25%	
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Colors & Shadow Examples



The majority of the design maintains a flat aesthetic. However, to show emphasize on info cards, shadows and elevation are incorporated and introduced in the revised Version 2.0 (as seen on the pages of Match Journal and Big Venues).



Typescale

Header Large	Steelfish/25/Extra Bold/Letter Spacing 3px
Header Small	Steelfish/Medium/20/Line Height 30
Body Large Bold	Zilla Slab/15/Bold/Line Height 22
Body Large	Zilla Slab/15/Regular/Line Height 22
Caption Small Bold	Oswald/11/Bold/Letter Spacing 3px
Caption Large	Oswald/22/Bold/Line Height 22/Letter Spacing 3px
Caption Small	Oswald/11/Regular/Line Height 22/Letter Spacing 3px
Nav	Oswald/10/Bold/Line Height 13/Letter Spacing 3px

Type Examples

< BIG VENUES

NEW YORK AQUARIUM

602 Surf Ave,
Brooklyn, NY 11224

Our visit to the aquarium was truly remarkable. I was thrilled to see how much fun Jason and I had while exploring this fascinating world beneath the waves.

AUG

29

TUE

AUG

29

TUE

MATCH
PROFILE

MATCH
JOURNAL

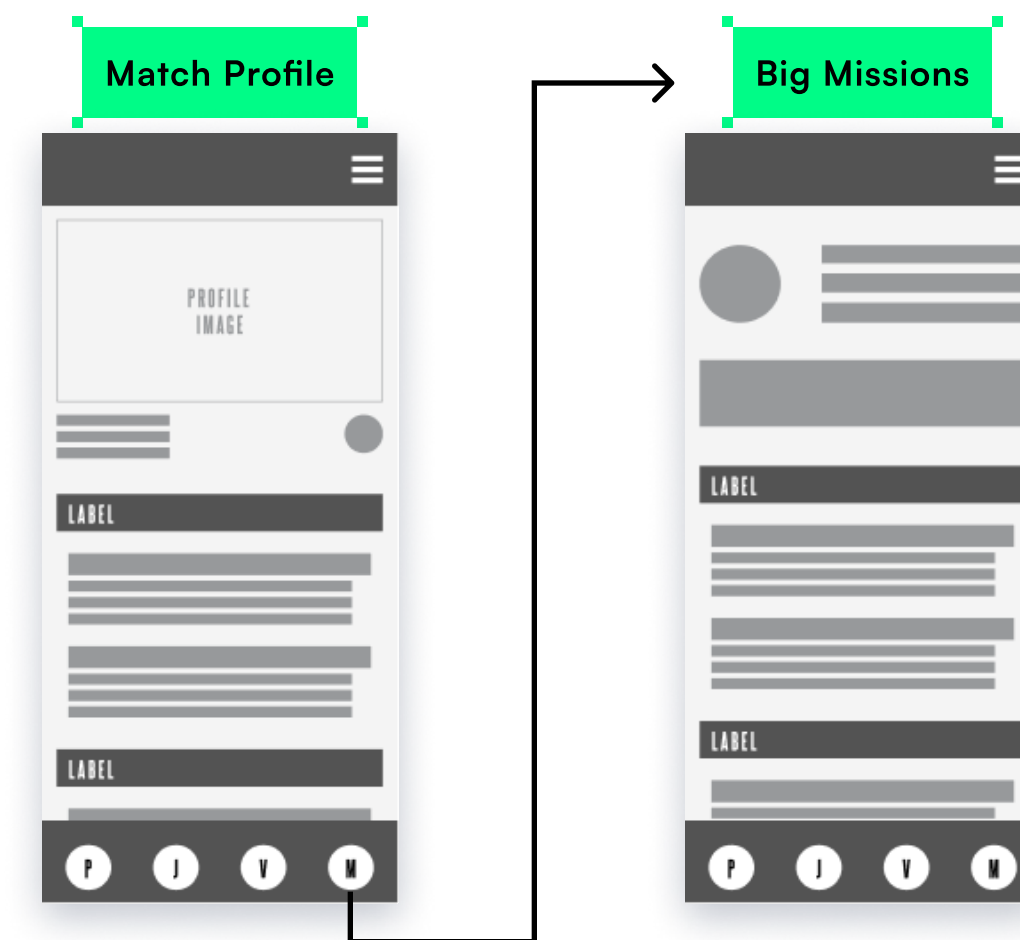
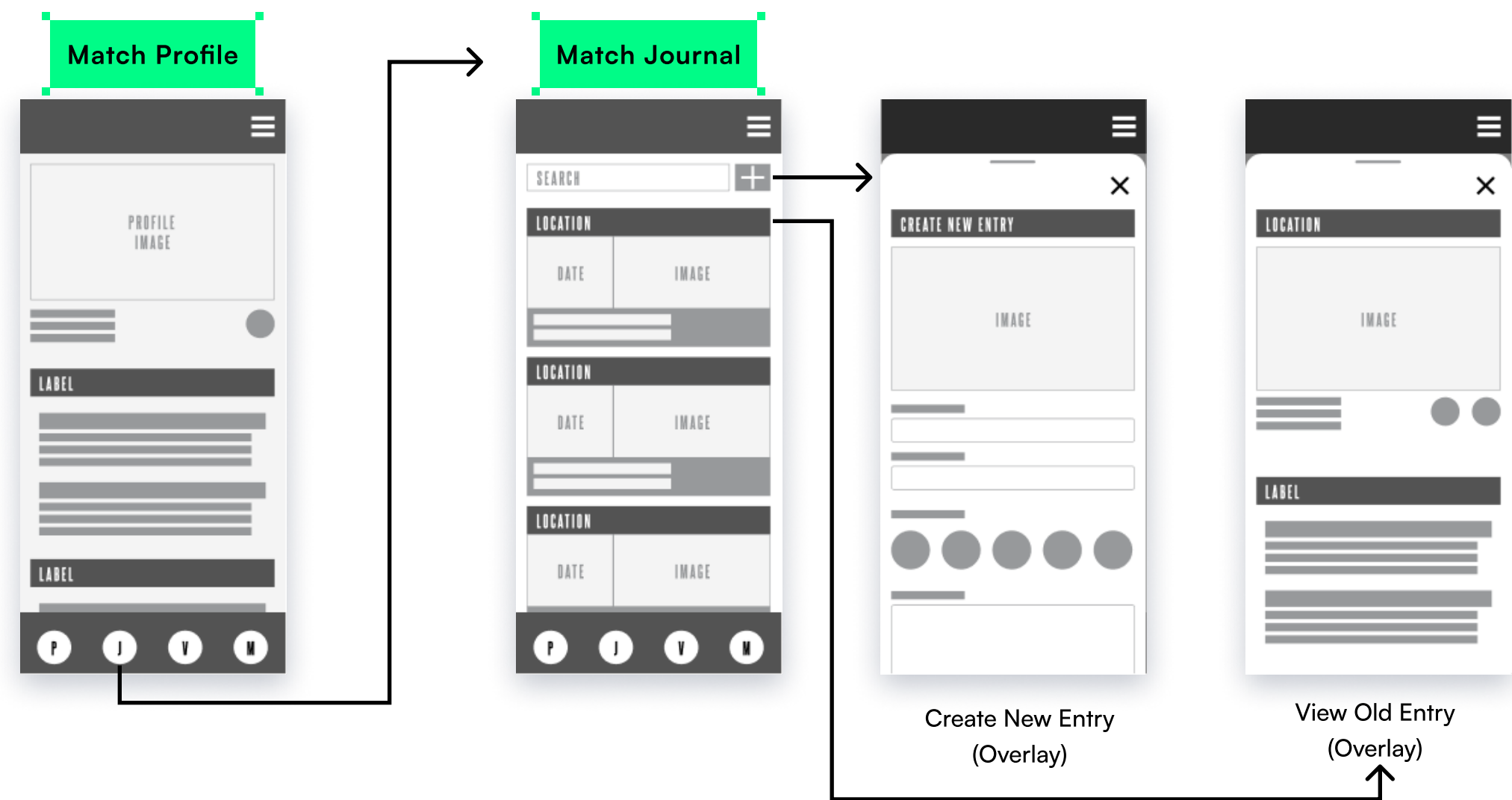
BIG
VENUES

BIG
MISSIONS

05

18

DESIGN LOW-FIDELITY & JOURNEY MAPPING



Design

Main Nav at the bottom consist of:

P = Match Profile

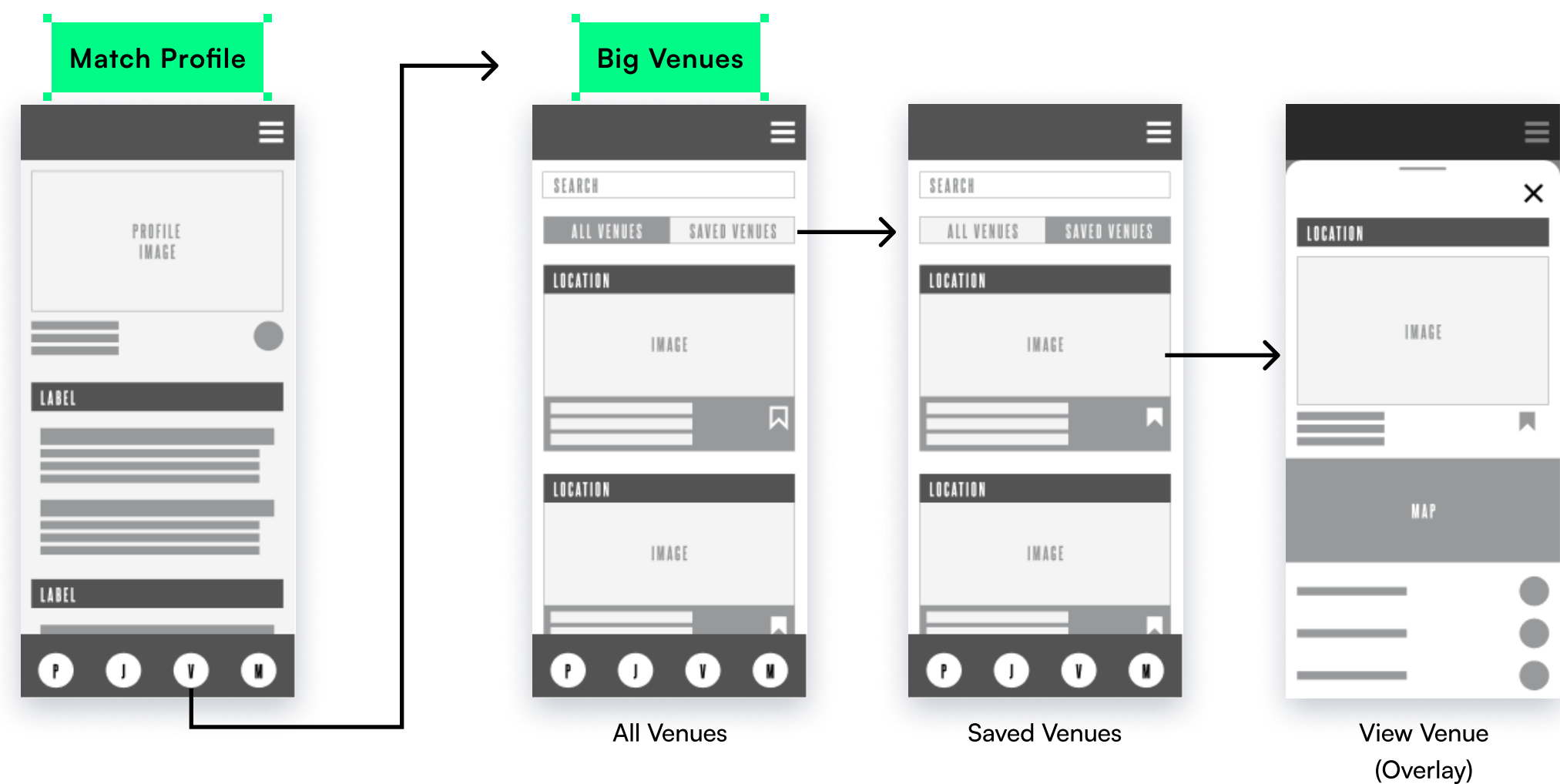
J = Match Journal

V = Big Venues

M = Big Missions

Version 2.0 now introduces an overlay card system that allows users to stay on a current page, while accessing specific items such as old entries, creating new entries, or viewing venues.

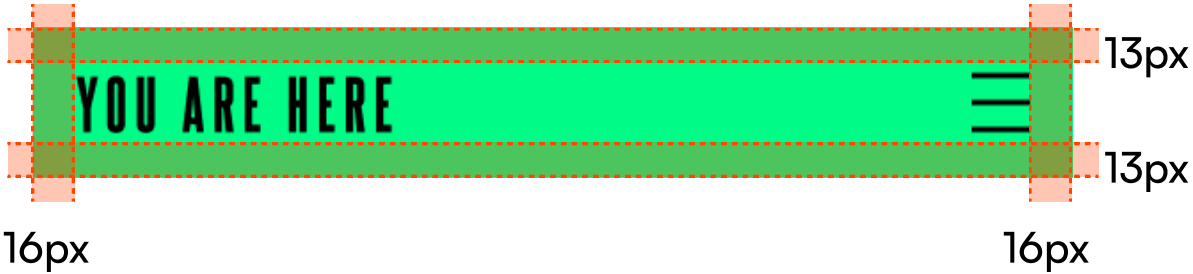
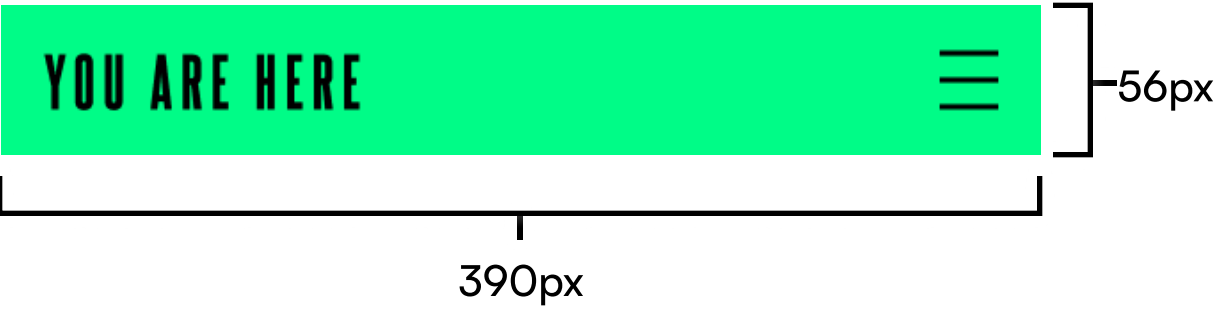
Animation when opening would slide up from bottom. Users can exit and return to the previous page by sliding down, tapping on the background, or using the X close-out button.



DESIGN

COMPONENTS & ANATOMY

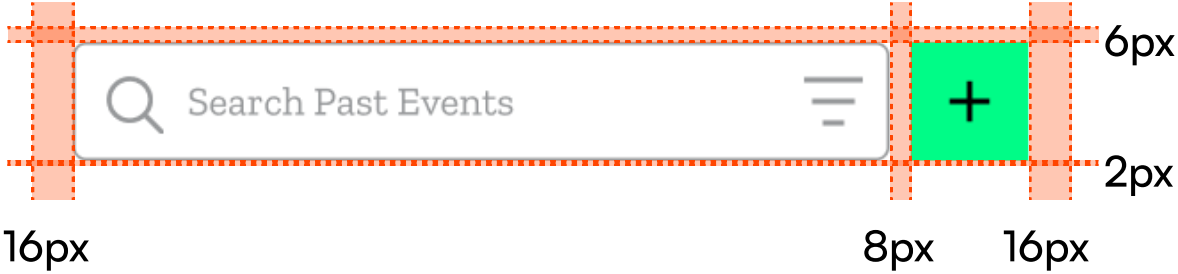
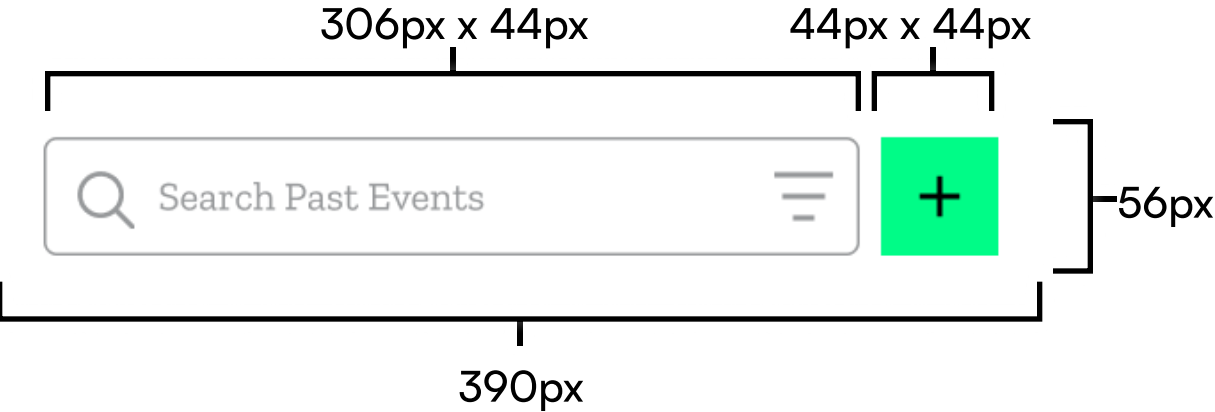
Header



Font Style: Header Big

Black	
#0E0E0E	
Green	
#00FC87	

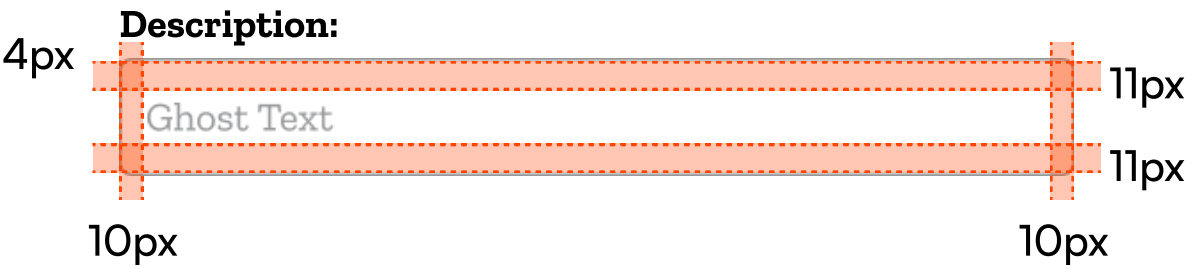
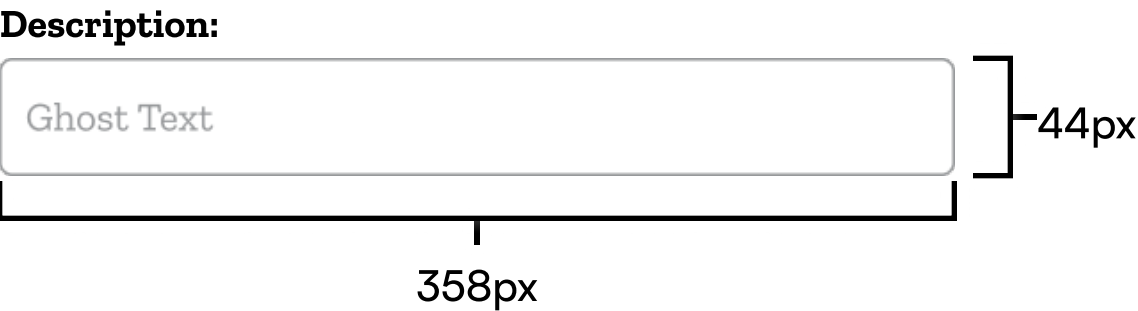
Search



Font Style: Body Large

Black	
#0E0E0E	
Grey Dark	
#00FC87	
Green	
#00FC87	

Text Field



Font Style: Body Large

Black	
#0E0E0E	
Grey Dark	
#00FC87	

DESIGN

COMPONENTS & ANATOMY

Label



Font Style: Header Small

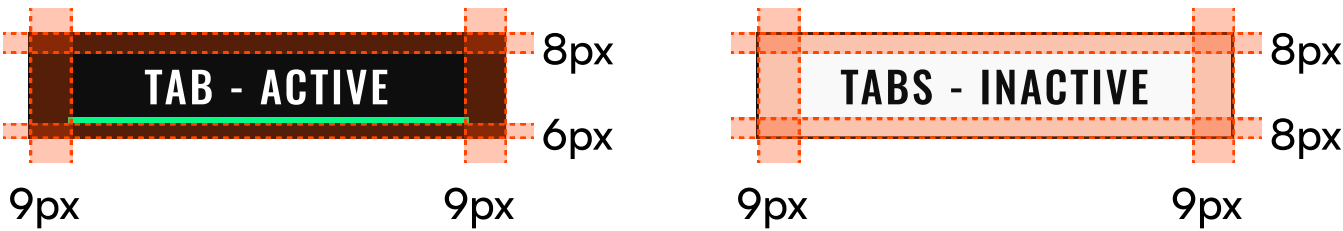
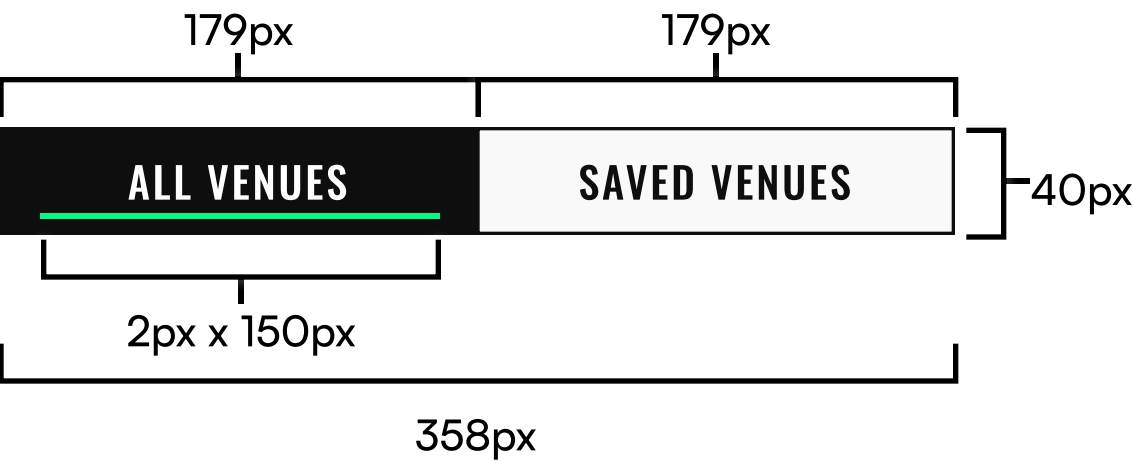
Black

#0E0E0E

White

#F9F9F9

Tabs



Font Style: Body Large

Black

#0E0E0E

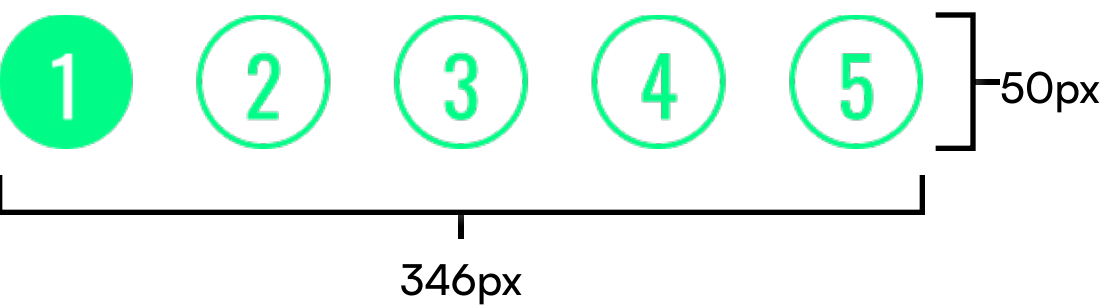
White

#F9F9F9

Green

#00FC87

Buttons



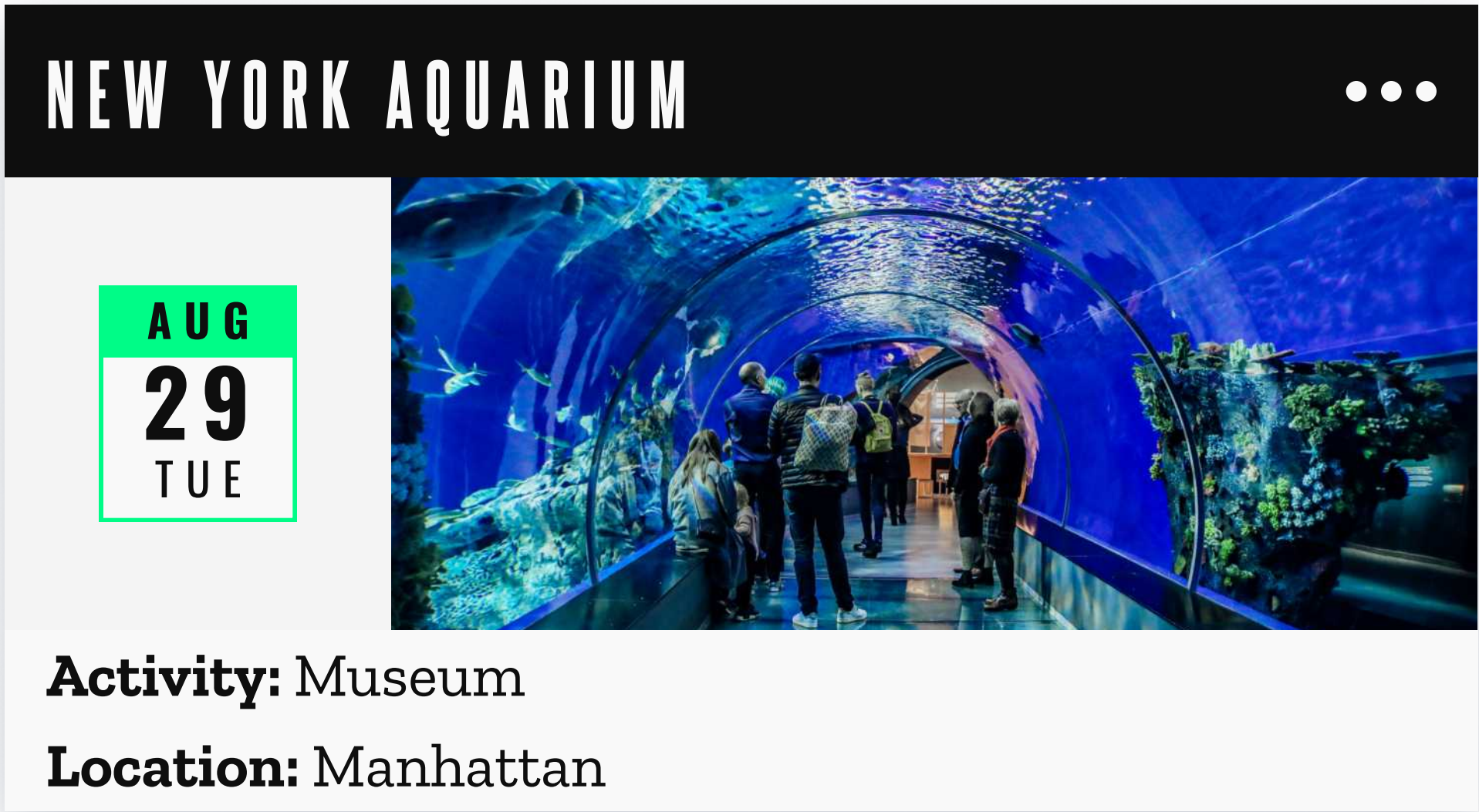
Font Style: Button Rating

Green

#00FC87

White

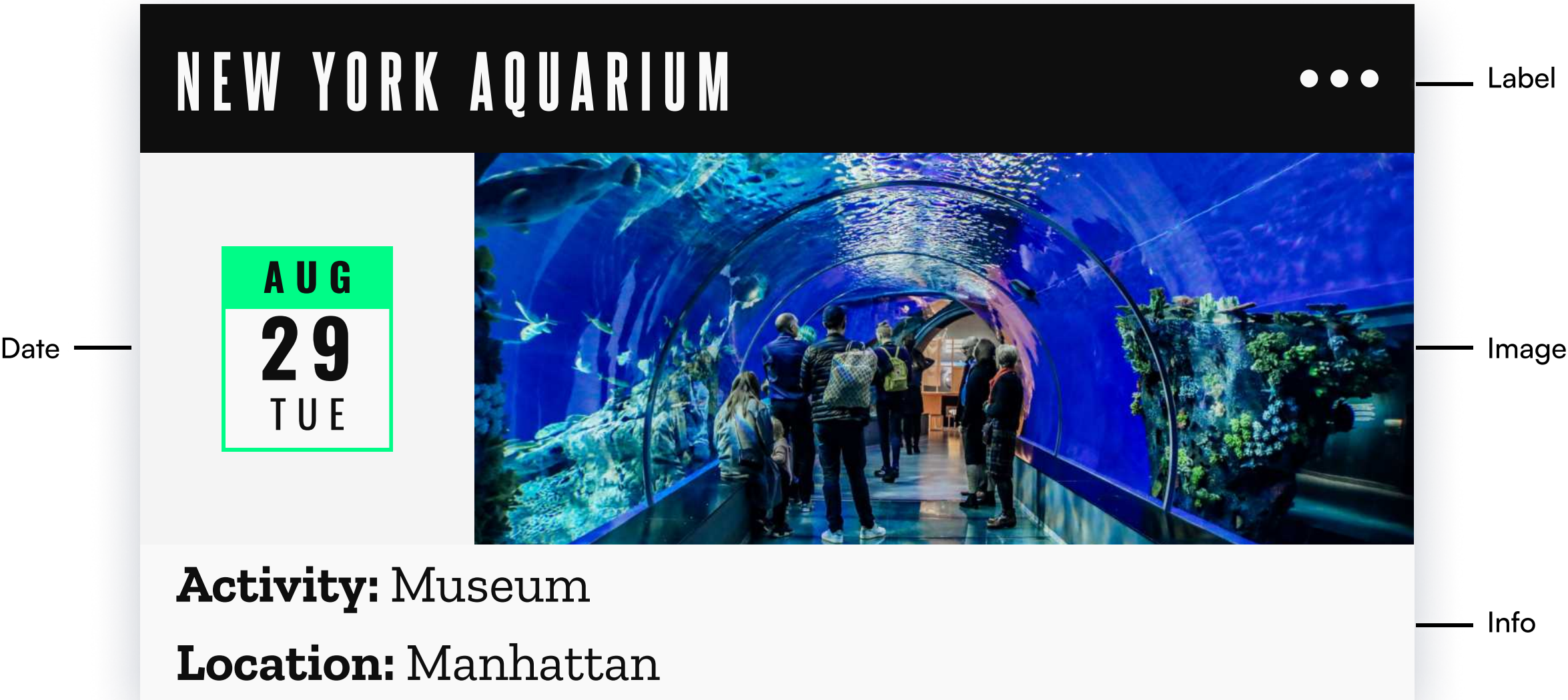
#F9F9F9



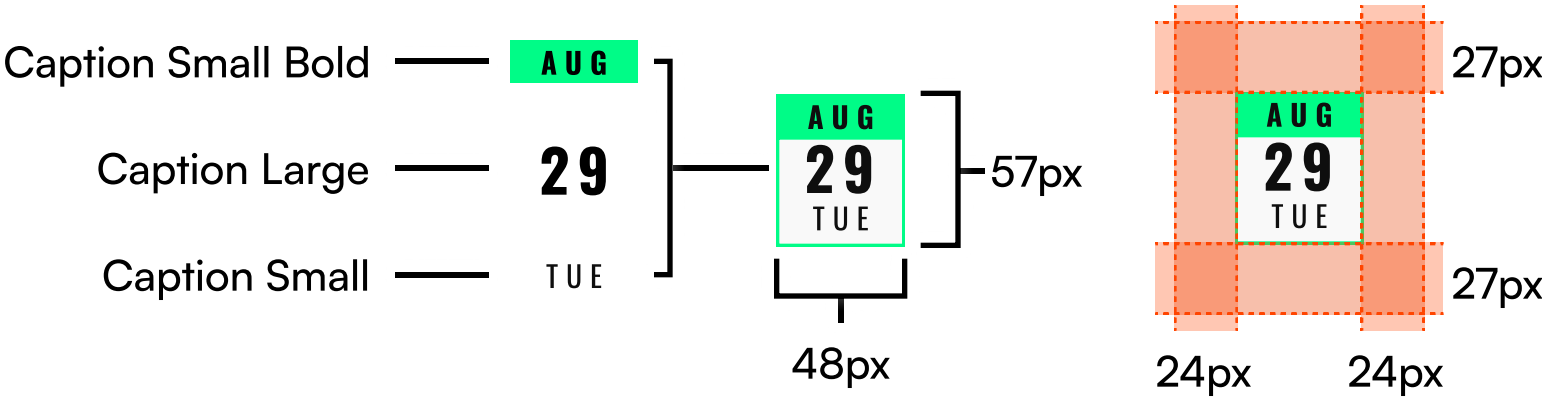
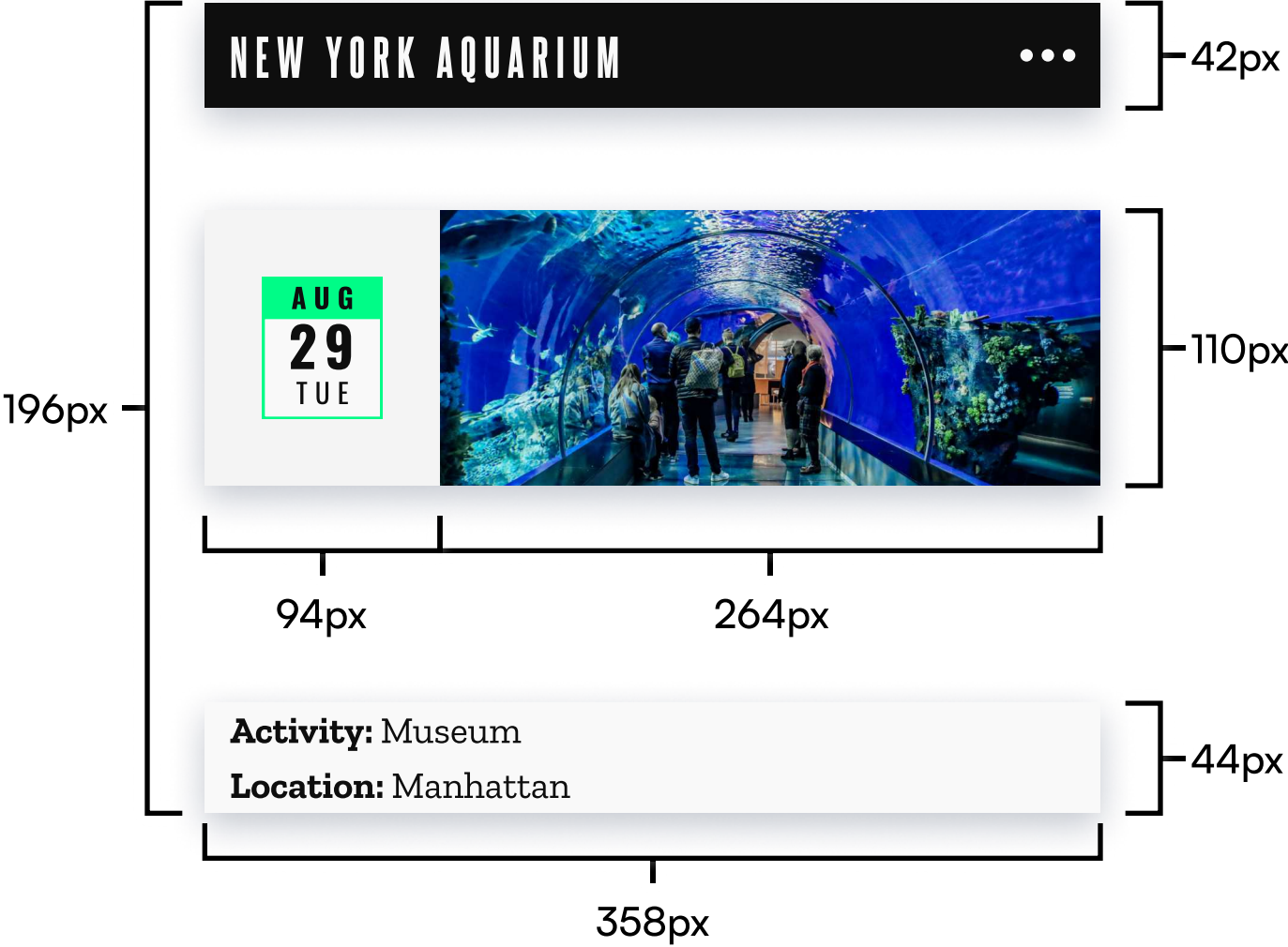
Design

Version 2.0’s cards have now adopted a calendar-style design for labeling saved events. This design allows users to swiftly discern precise event details, providing them with information about the month, date, and day in a single and effortless glance to avoid any possible confusion.

Info Card - Match Journal



Shadows: X: 0 Blur: 16
Dark Blue Y: 5 Spread: 25%
#102040



Info Card - Big Venues

BRONX ZOO



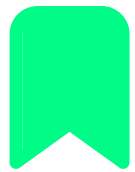
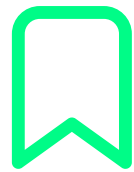
Activity: Zoo

Location: Bronx

Big Impact: Educational, Emotional Intelligence, Improve Behavior

Age: All Ages





Design

Version 2.0 allows for bookmarking venues of interest and activities for the user by a simple tap. All saved venues can be conveniently accessed within the **Saved Venues** tab.

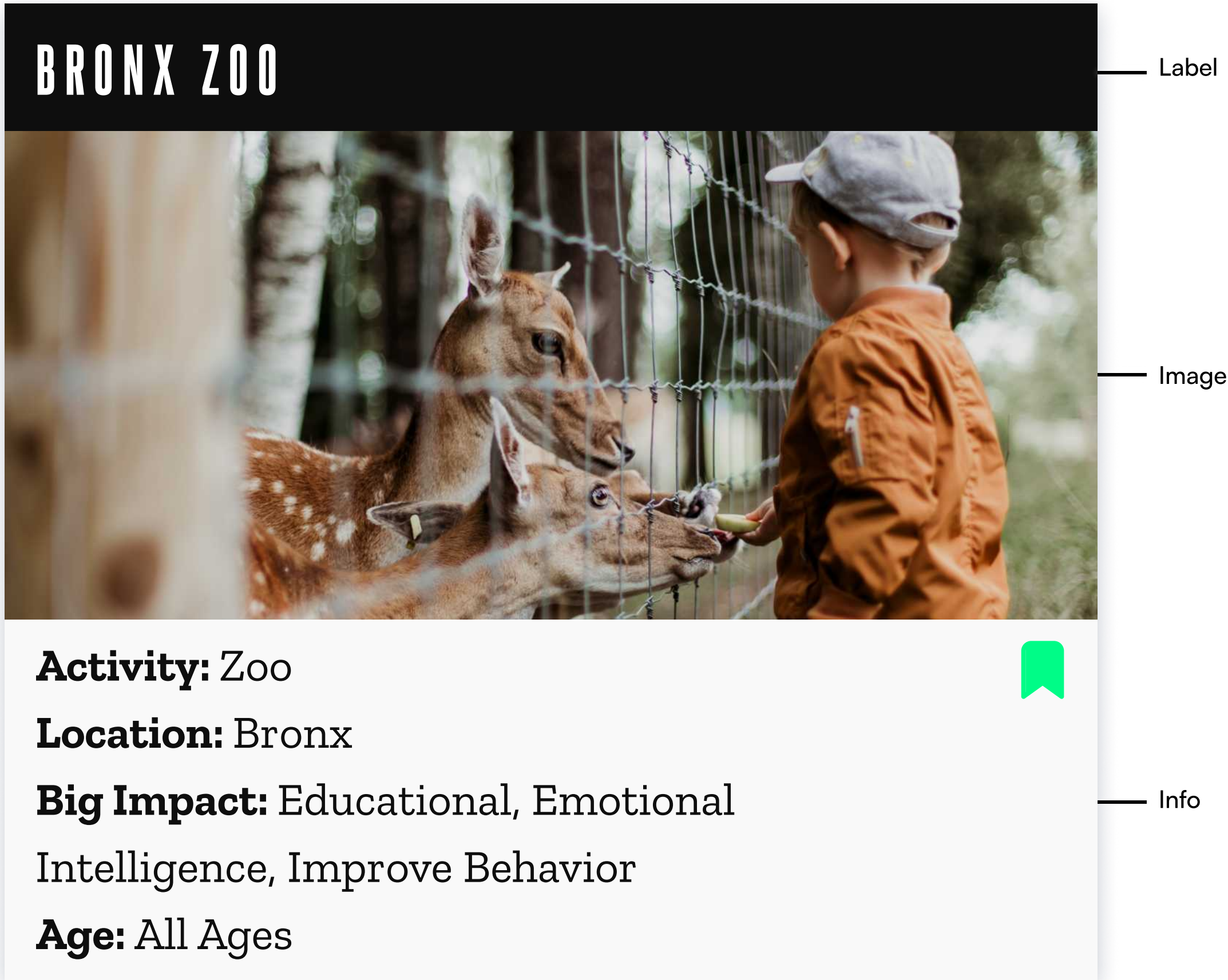
ALL VENUES

SAVED VENUES

ALL VENUES

SAVED VENUES

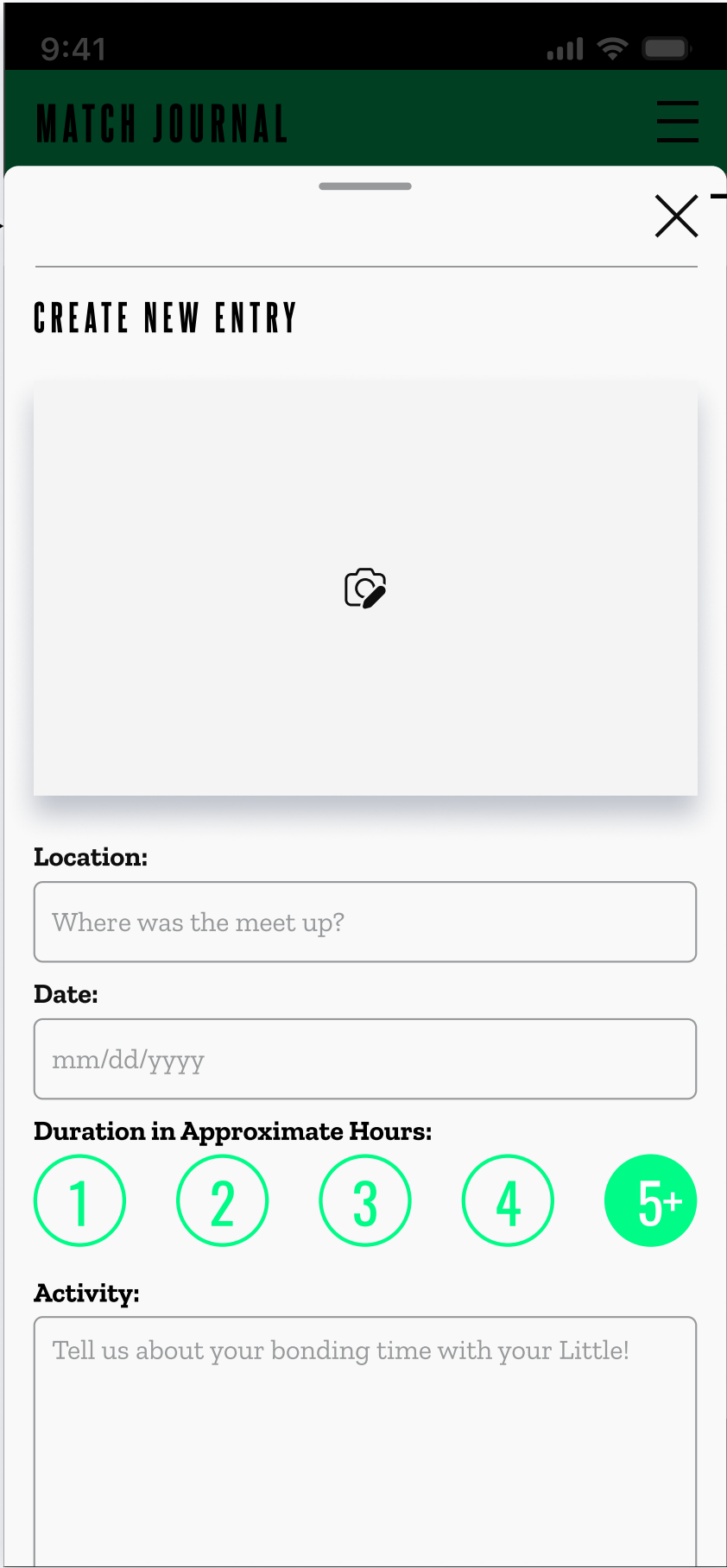
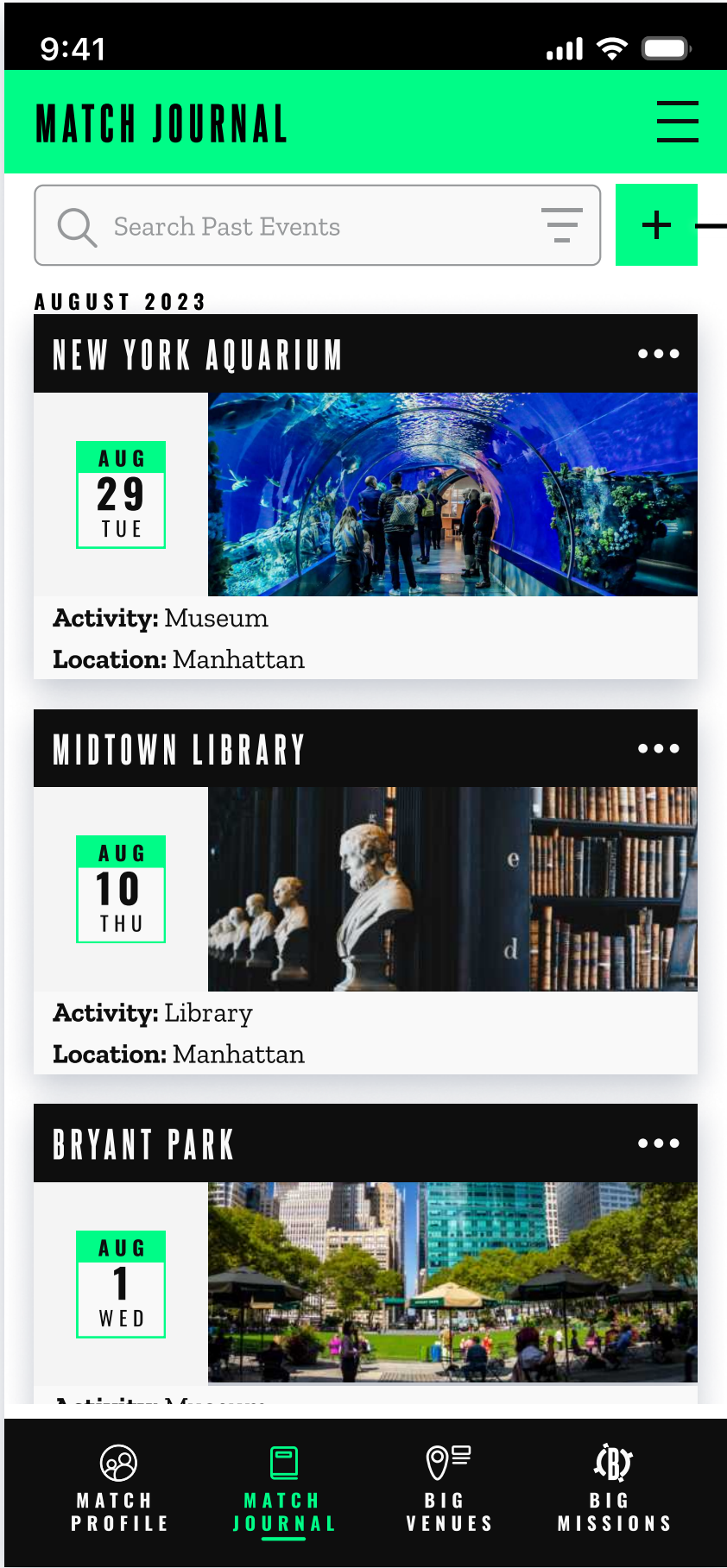
Info Card - Big Venues



Shadows: Dark Blue X: 0 Blur: 16
#102040 Y: 5 Spread: 25%

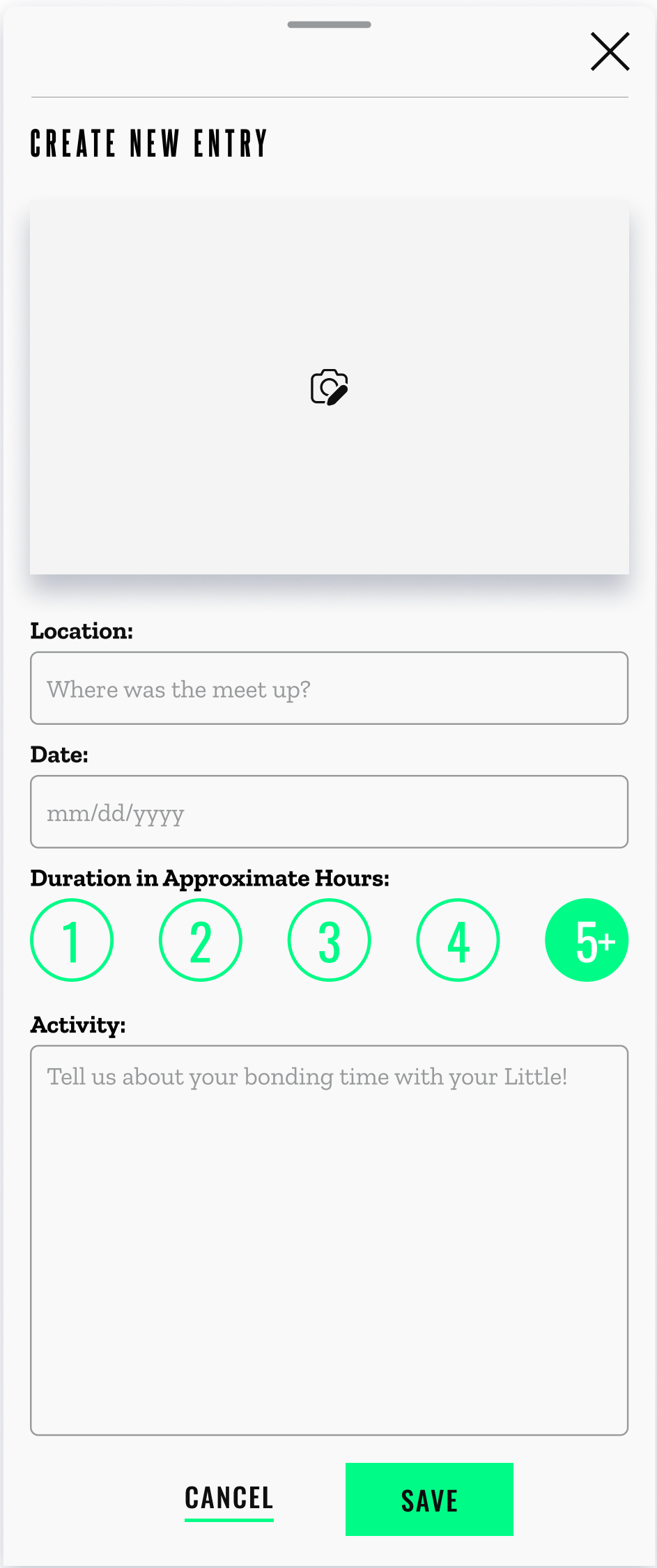


DESIGN COMPONENTS & ANATOMY



Black
#0E0E0E
Overlay - 75%

Rounded
Corners - 8px

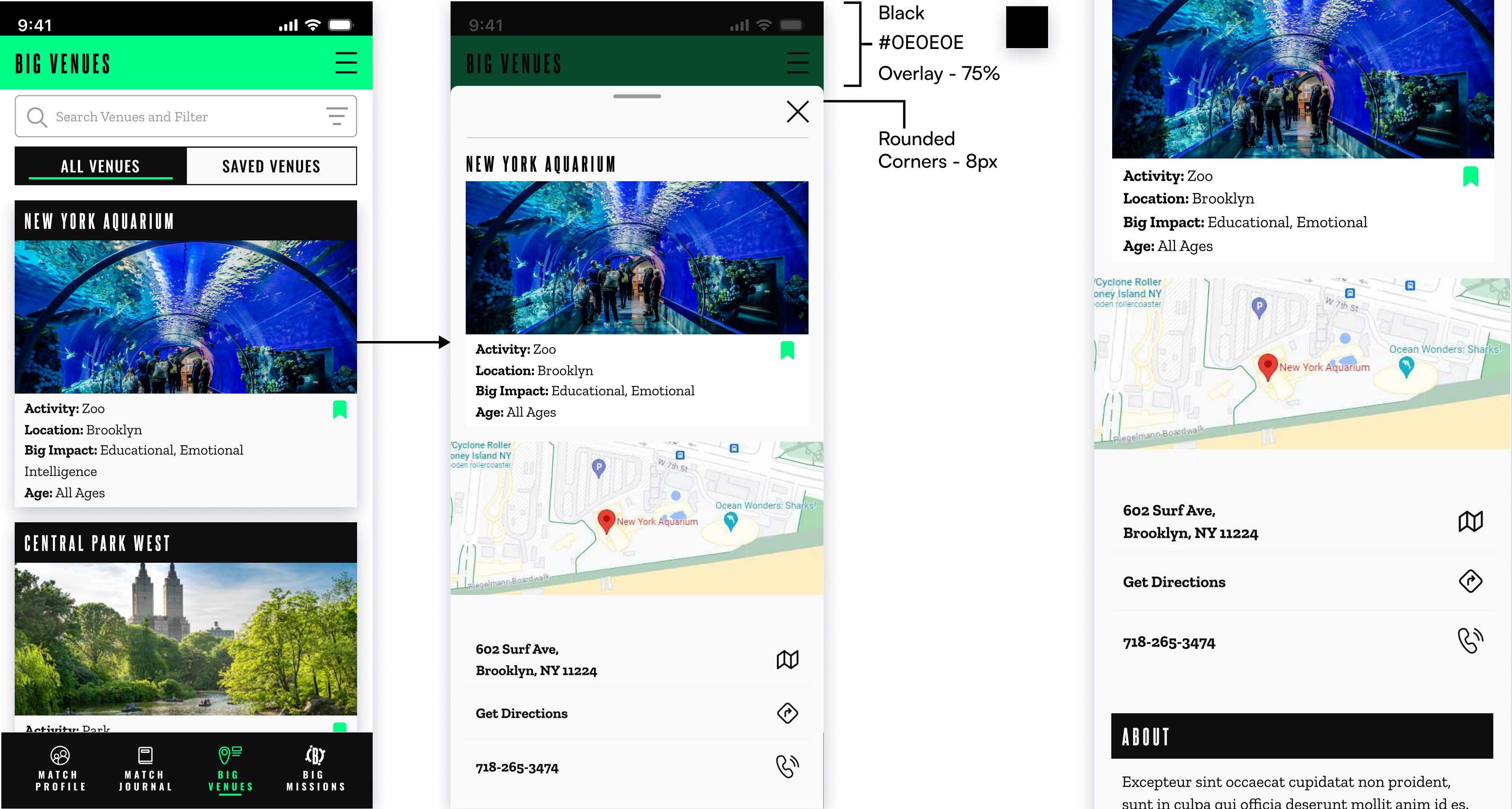


Design

Card overlays are active when a user decides to add new entries that swipes up from the bottom.

To cancel, the user can either tap on the X close out button, hit the **CANCEL** button on the bottom, or simply slide down to revert back to the previous page.

DESIGN COMPONENTS & ANATOMY



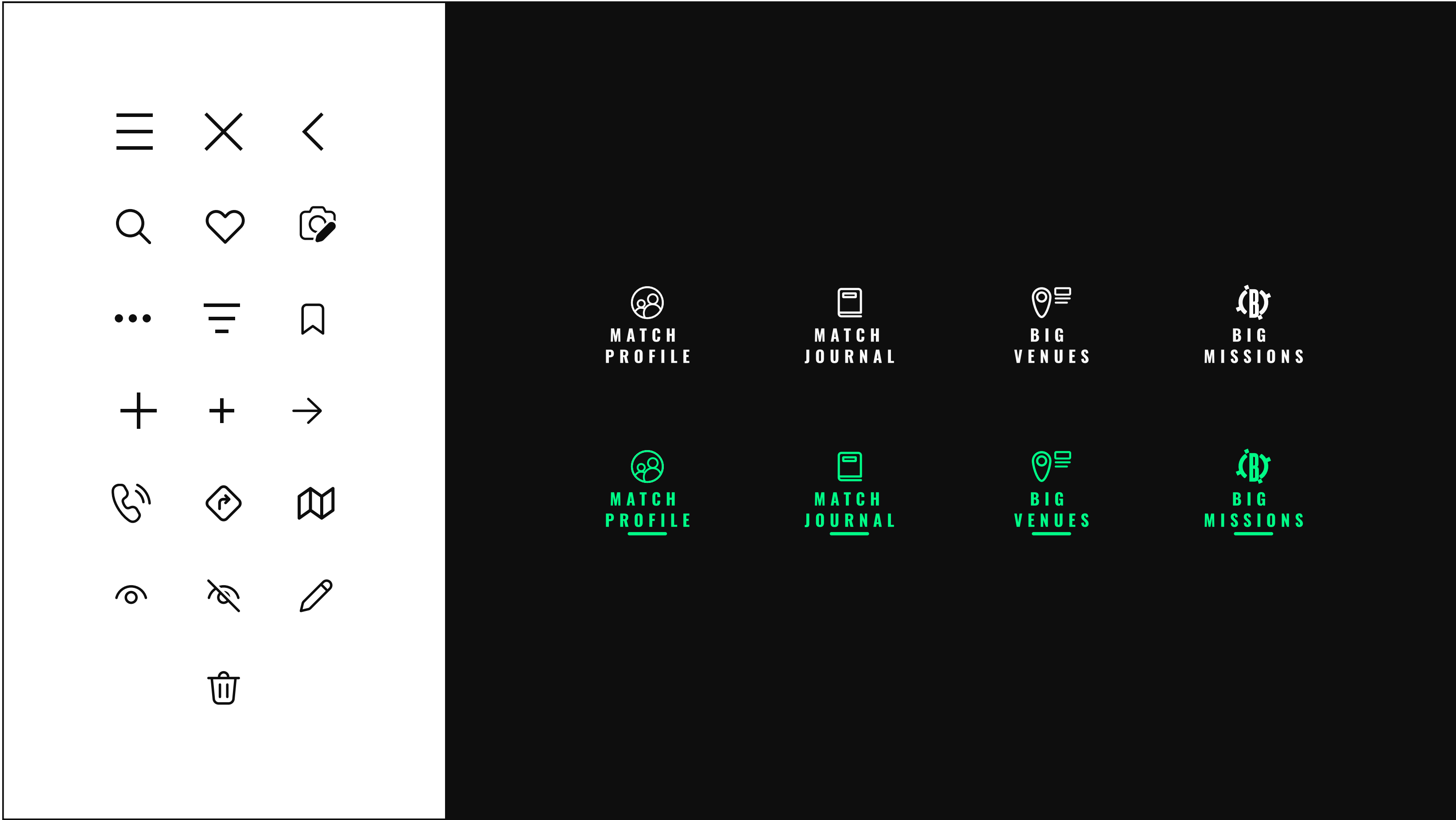
Design

BIG VENUES in Version 2.0 now includes different tabs when browsing: **ALL VENUES** and **SAVED VENUES** (by using the bookmark feature).

Filters are still incorporated as well to further refine searches.

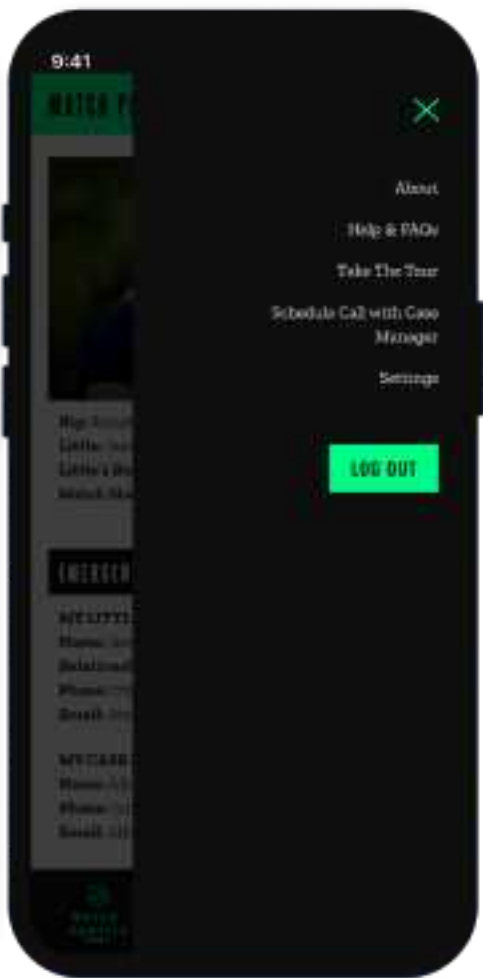
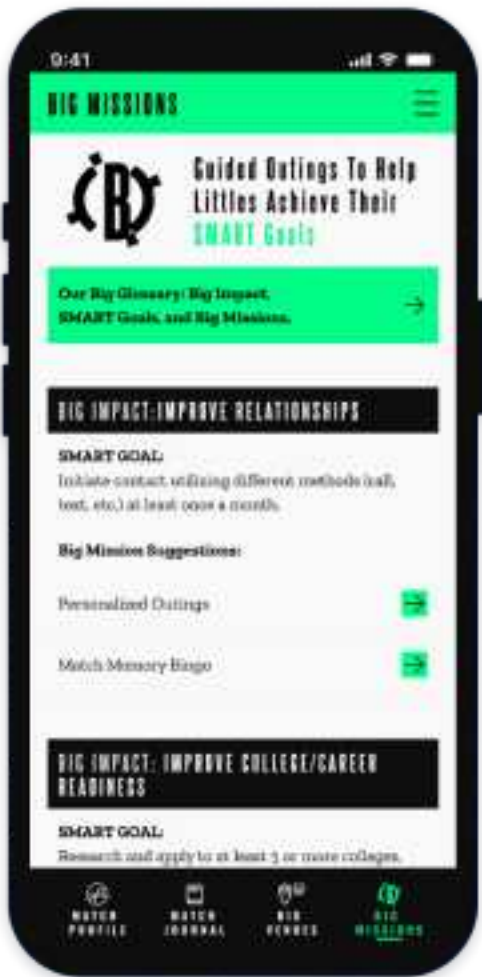
When a user selects a specific venue to view, the card overlay swipes up with details such as contact info of map and address, phone, a short summary, and benefits for the Littles.

To exit, the user can tap the X close out button or simply slide down to revert back to the previous page.



DESIGN

HIGH-FIDELITY



PROTOTYPE HIGH-FIDELITY CLICKABLE PROTOTYPE

RESULTS & LEARNING

The revisit of the project and overall creation of **Big Brothers Big Sisters Version 2.0** allowed me to see things from a different perspective since the initial design. By doing so, I was able find many opportunities to rework my past mistakes and to rethink, refine, and provide a more polished UI backed by *atomic design* thinking.

During the entire process I pushed myself to expand my knowledge and relearn things for a better UI/UX practice. Lastly, I believe I was able to also provide a cleaner and (a bit more) organized handoff of the FIGMA file to potential developers and designers.