

Concept Videos

Flow: Create, Motivate, Communicate.

Team Member Roles:

Genie Hyatt: Team Manager

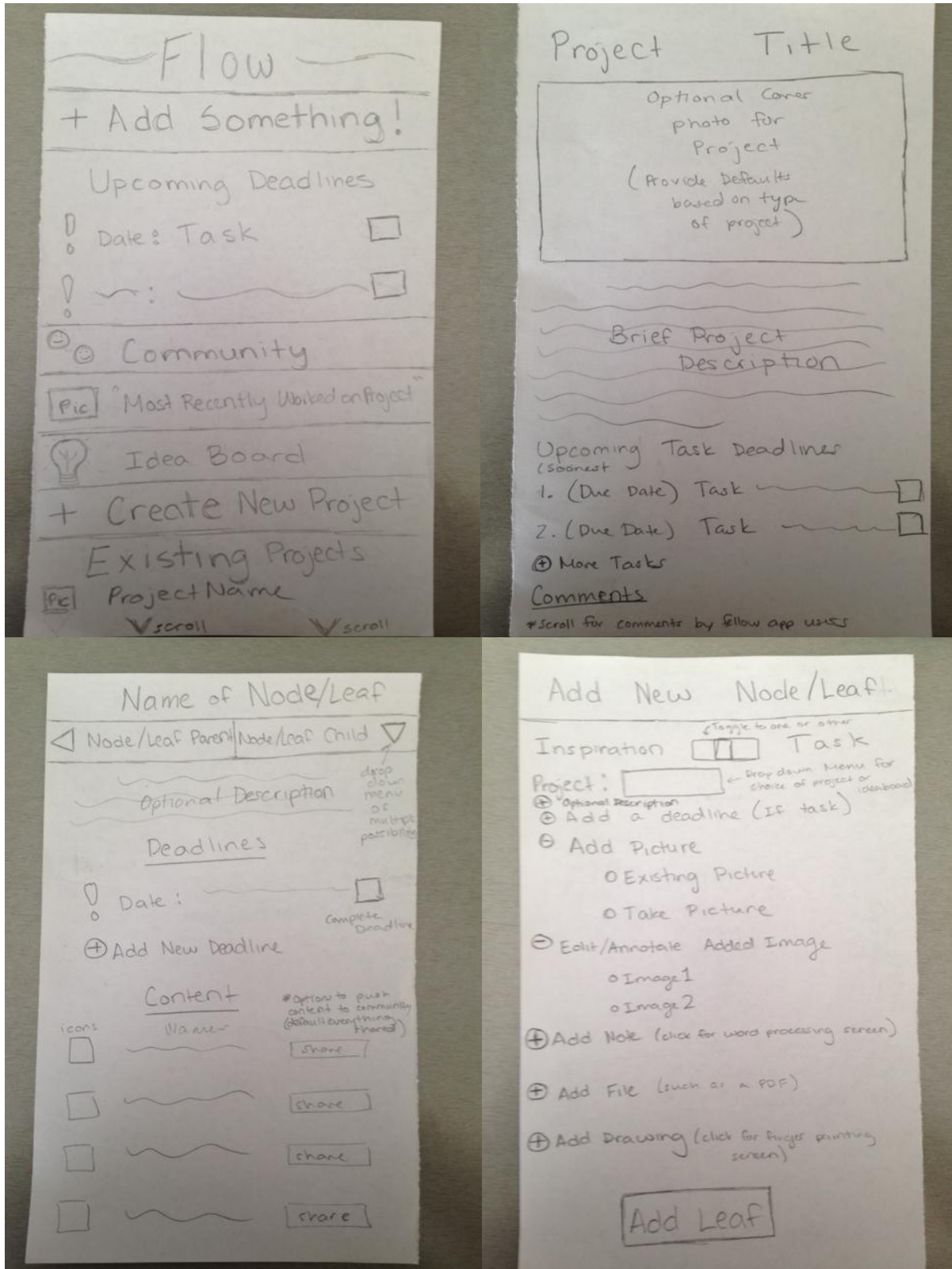
Trijeet Mukhopadhyay: Design Lead

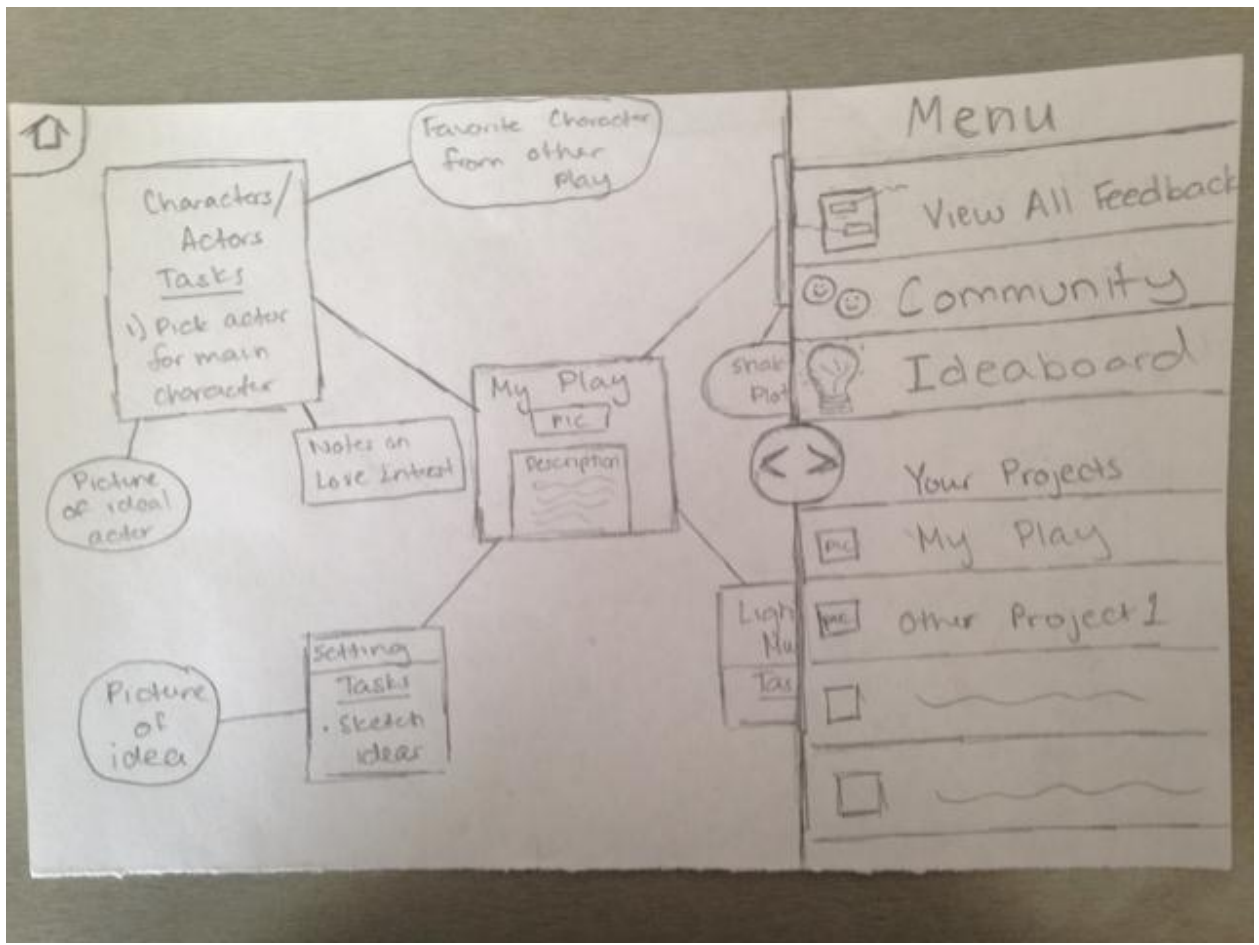
Ken Chhan: Development Lead

Problem and Solution Overview:

Finishing a creative endeavor can be extremely difficult and daunting. Combined with the many barriers one faces when attempting to finish their creative project, the individual often gives up or puts their project on hiatus. Our product is designed to help users streamline the creative process through organizational tools, decompose tasks to manageable sizes, and provide mechanisms such as reminders, deadlines, and networking aspects that will allow them to share their progress on works to get feedback from other creators. By providing these functions, we believe an individual will be able to significantly increase their motivation, resilience, and likelihood of completing their projects.

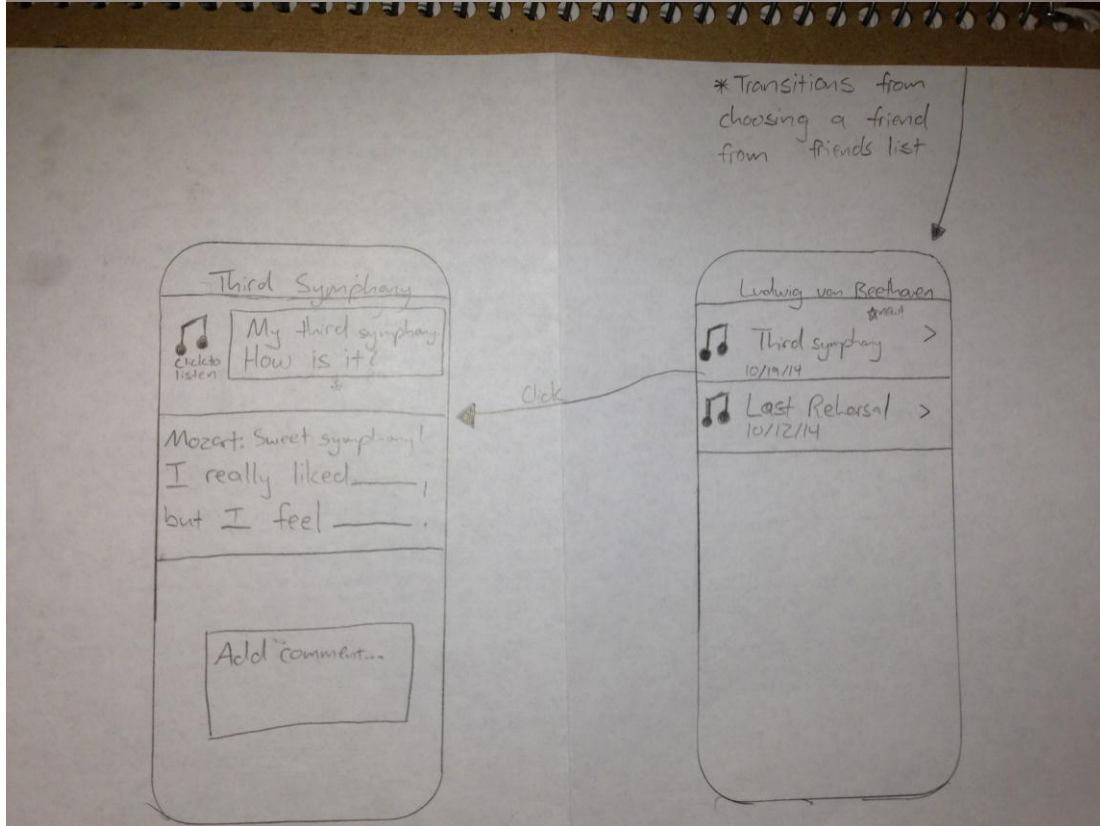
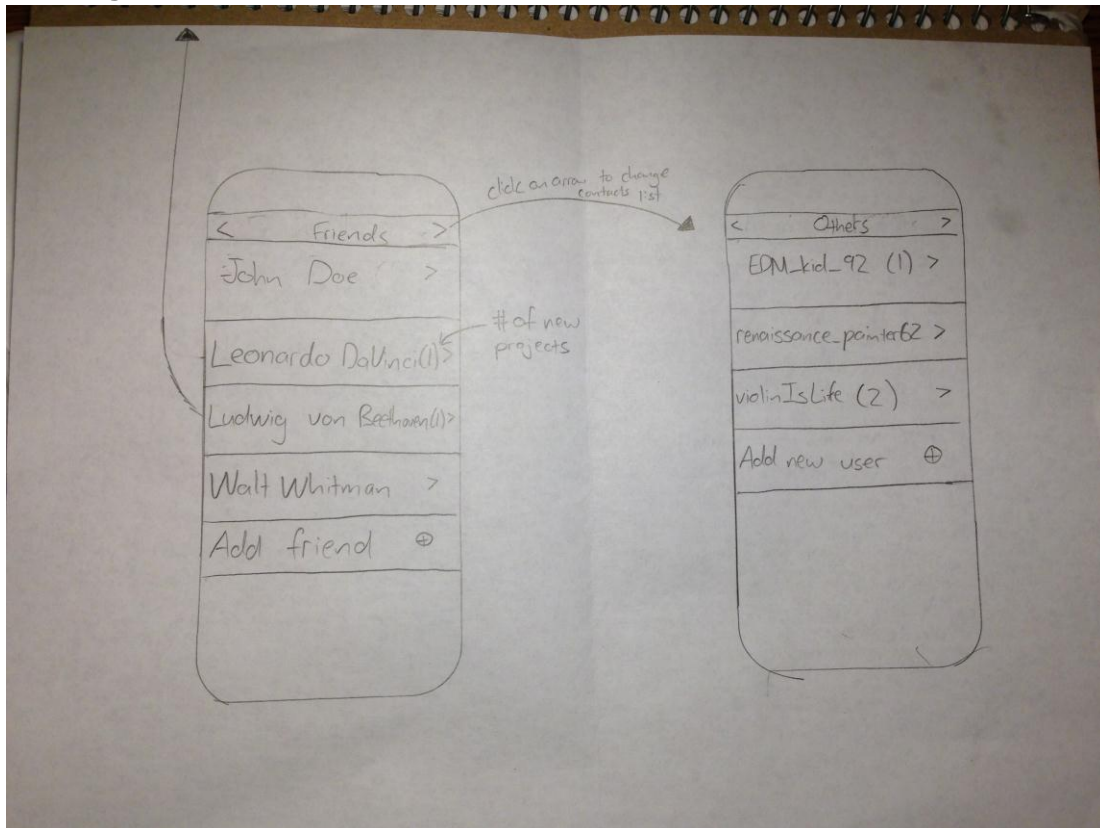
Storyboards: UI Design 1





Visual Map Landscape Version

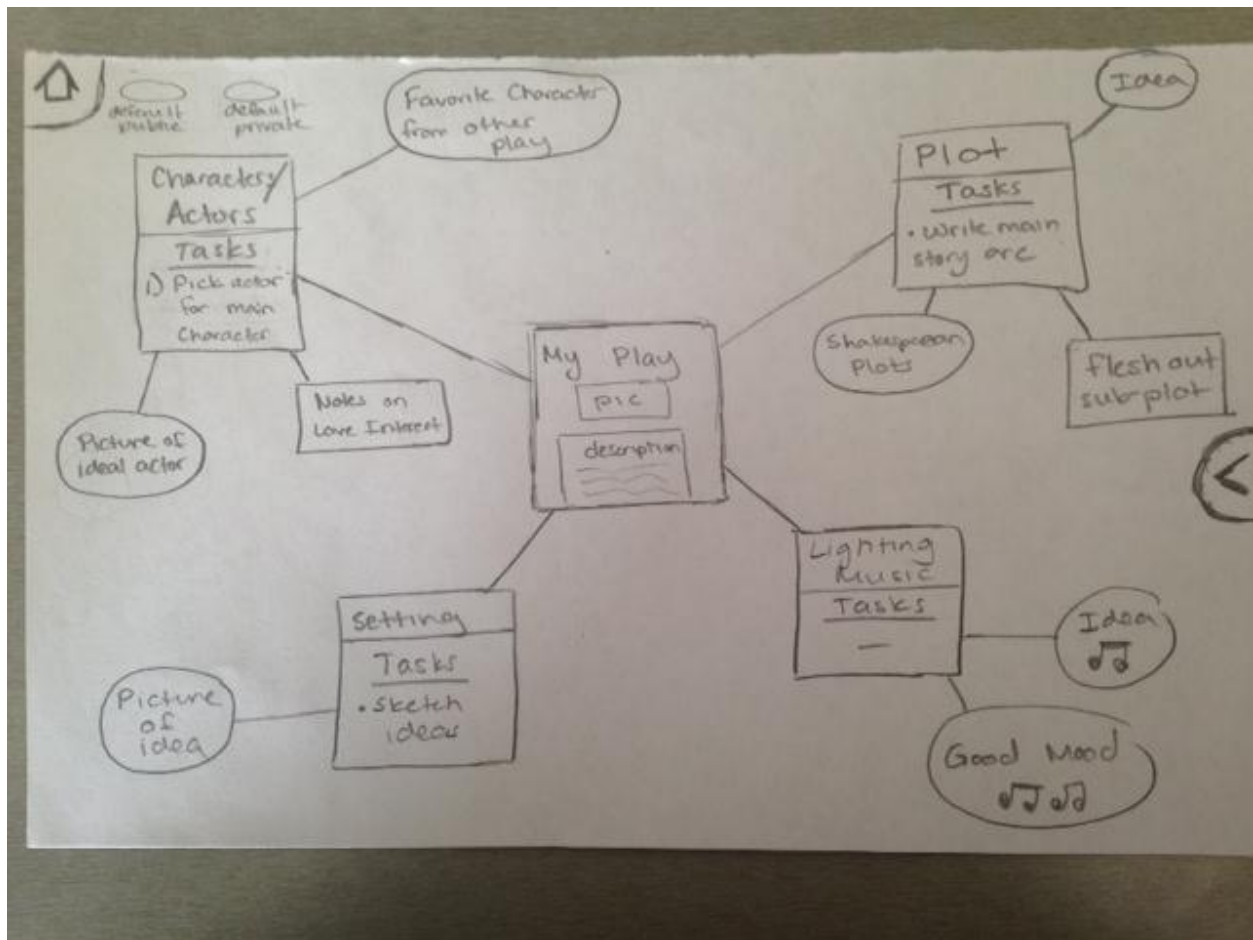
UI Design 2:



Selected Interface Design:

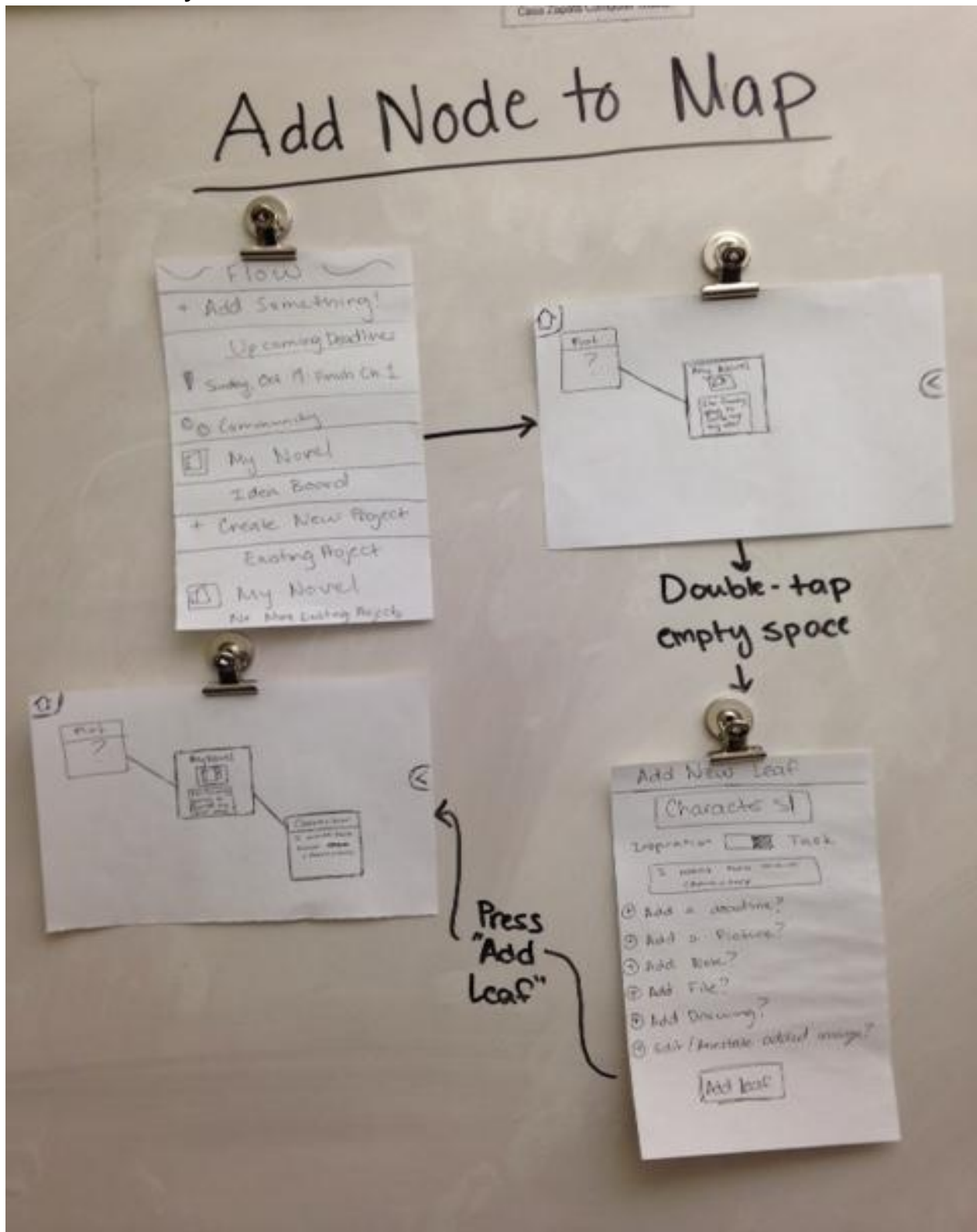
The design we decided to pursue detailing further was our visual map. The core of our product is to help creators pursue and complete creative projects, and brainstorming their ideas is a key process in this. The visual map gives the user a visual representation of their idea and helps them decompose their idea at a high level. This also aids the user in understanding all parts of their projects and how each part is interconnected with one another. Additionally, having a visual map is more tactile, which users can manipulate with intuitive actions and gestures, and keeps the user engaged.

Problem	Solution
Keeping users engaged while brainstorming	Provide functionality to create a visual map using intuitive actions and gestures.
Organizing ideas	Visual map helps users decompose their ideas at a high level
Having a strong understanding of own project	The map provides a visual representation of their ideas, how they are decomposed, and how they interrelate with one another.



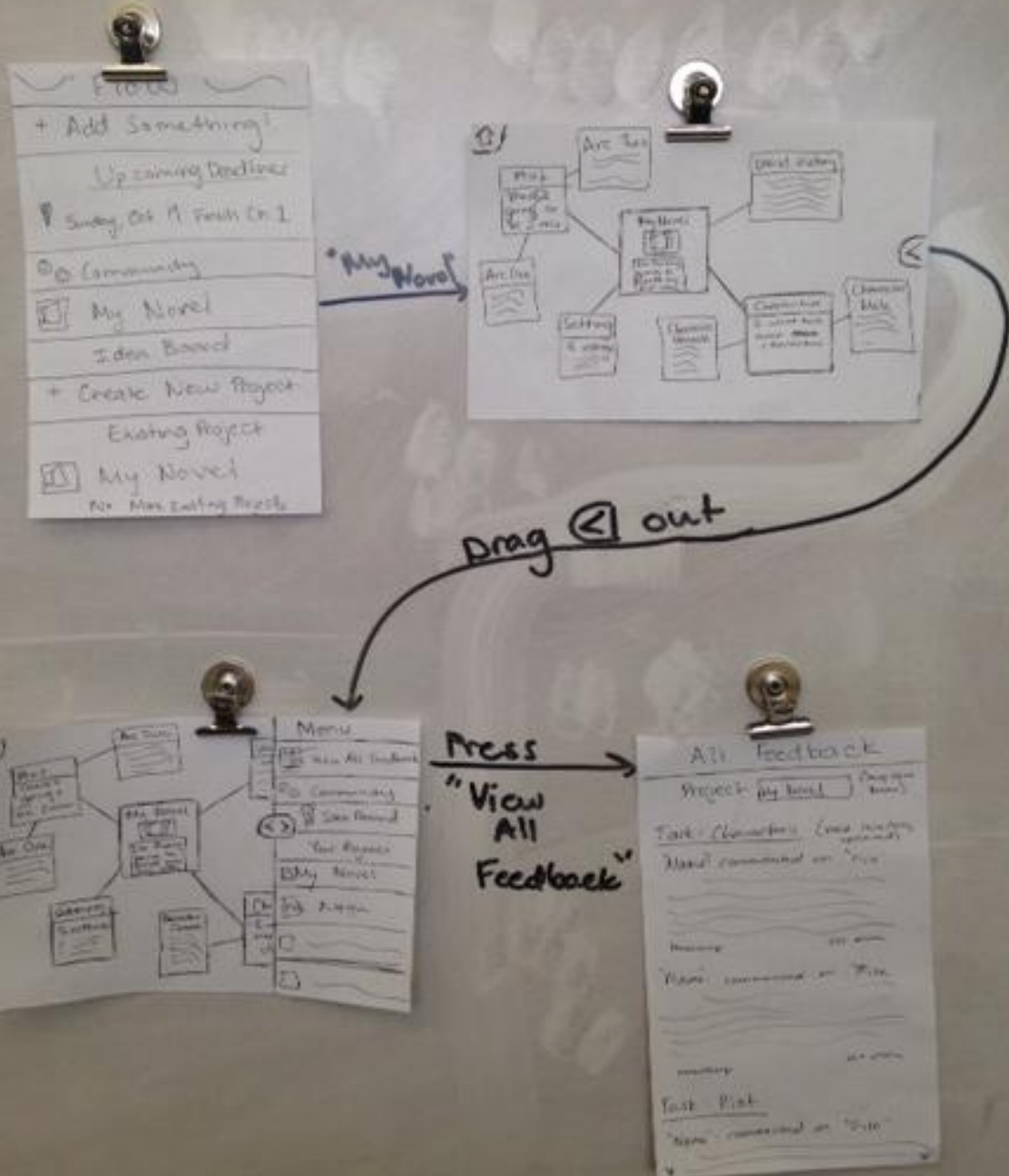
Example of a visual map

UI Scenario Storyboards:

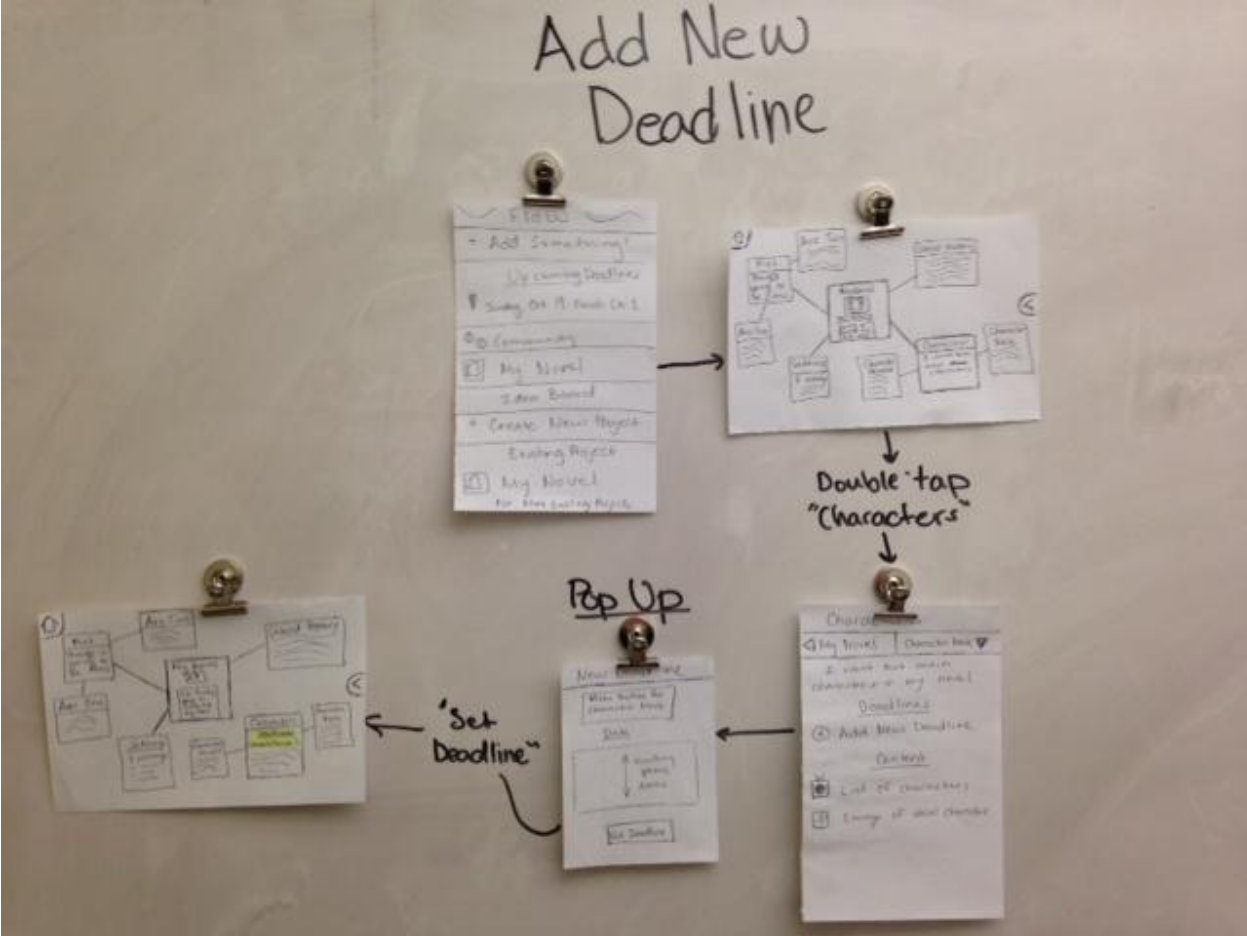


Storyboard for adding a node to a visual map

Viewing Feedback



Storyboard for viewing feedback on your shared project(s).



Storyboard for adding a reminder/deadline

Video Planning Storyboards:

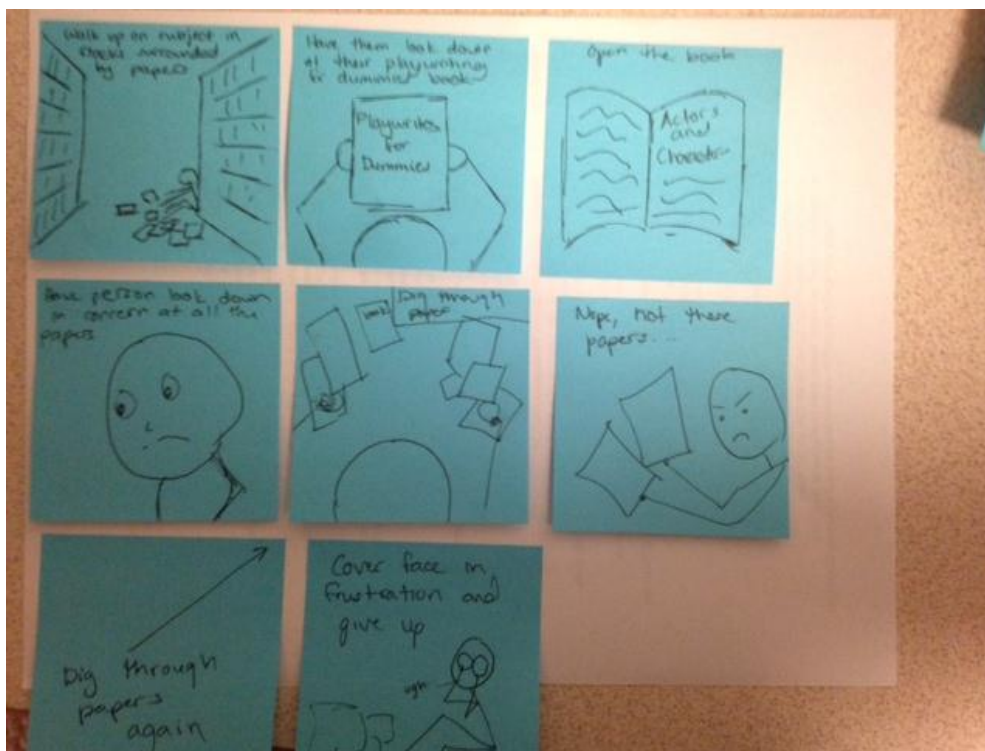


Figure 1: Video Storyboard for organizing and decomposing tasks without app

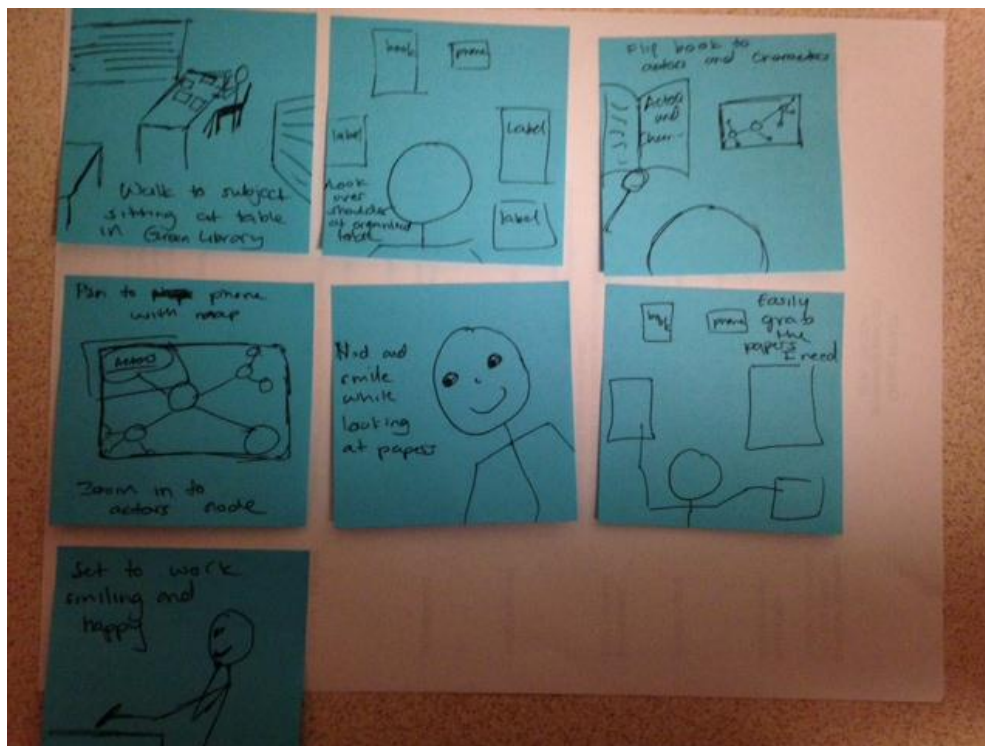


Figure 2: Video Storyboard for organizing and decomposing tasks with app

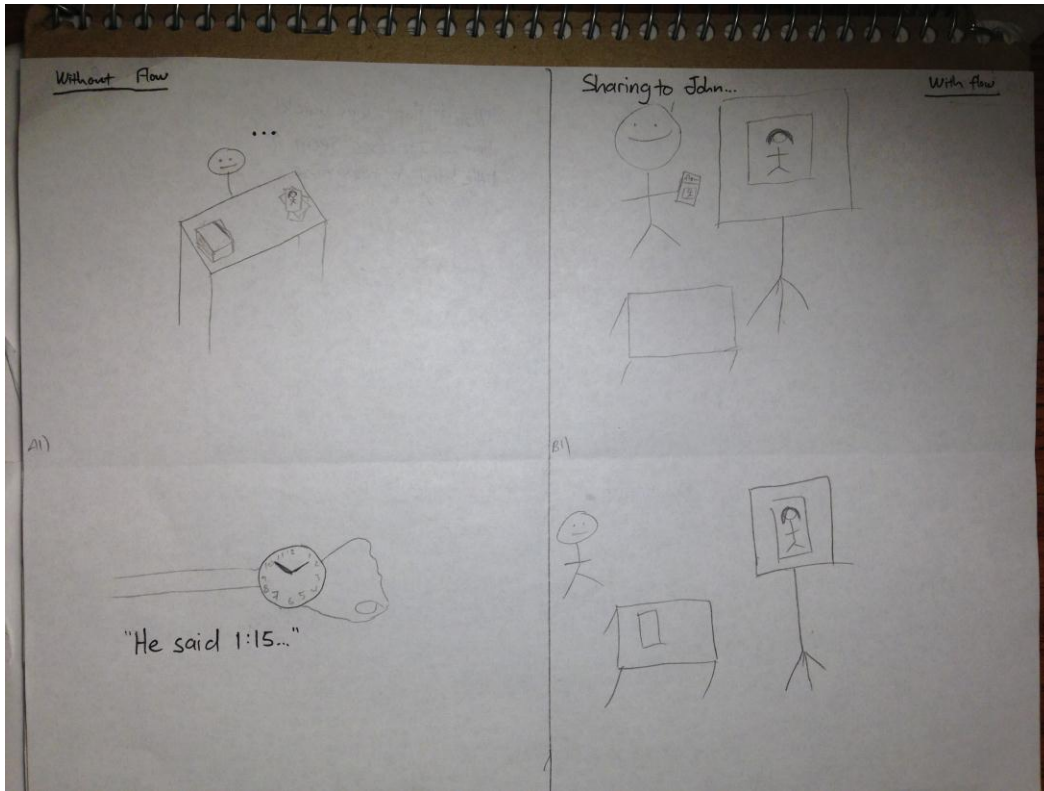


Figure 3: Getting feedback with and without Flow, Part 2

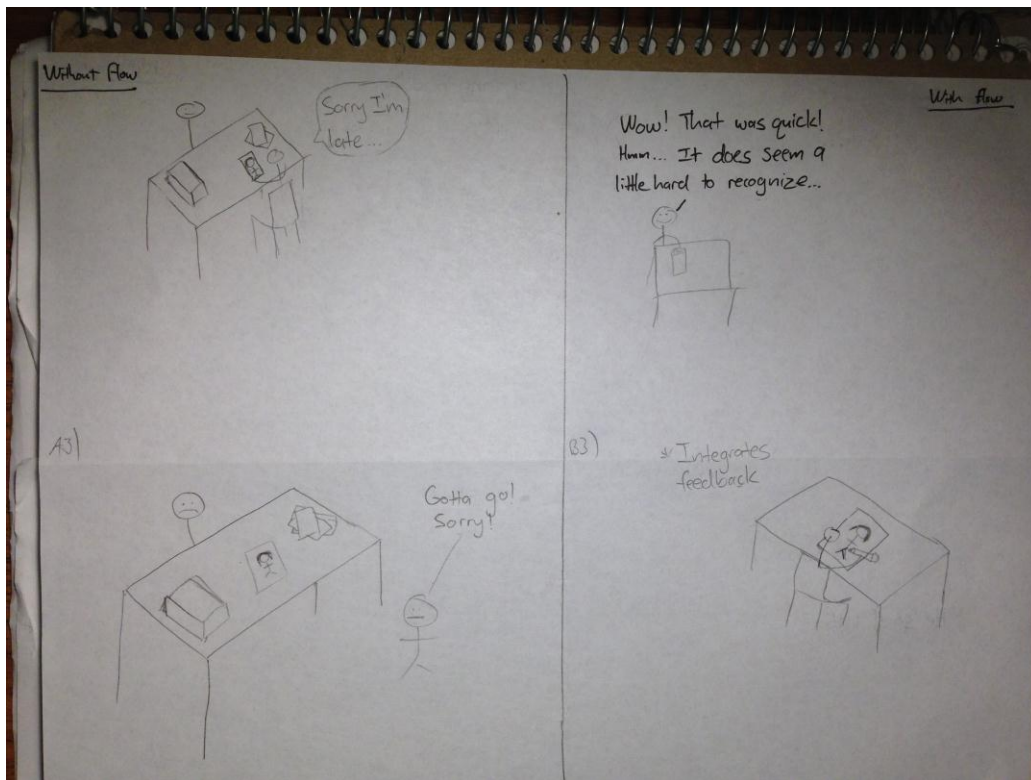


Figure 4: Getting feedback with and without Flow, Part 1.

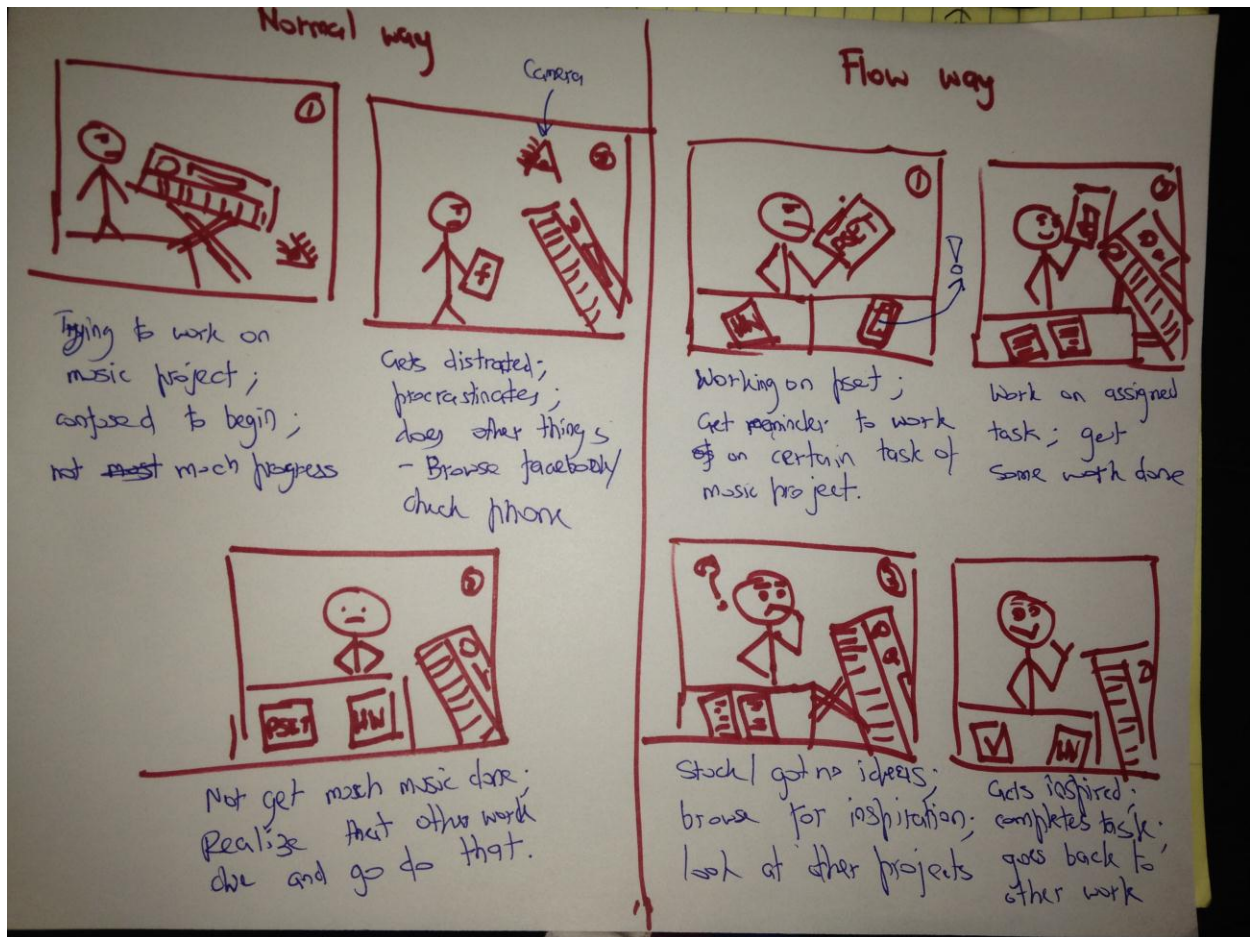


Figure 5: Video storyboard for setting reminders to work on creative project.

Concept Video Description:

The main difficulty we faced as we created our concept video was editing it. None of us have any experience in video editing, so our issues started when we deliberated on which video editing software products to use. We wanted our concept video to demonstrate a side-by-side comparison of how creators would normally undergo troublesome processes, such as achieving feedback and remembering to continue working on a side project, and how our product would alleviate these frustrations. After many frustrating hours, we were able to utilize iMovie and Adobe Creative Suite to achieve our side-by-side comparisons and place background music for the entire video.

What went surprisingly well was shooting the scenes itself. Since we realized early on that we could edit scenes in our shoots, we felt very little pressure in performing well when acting our scenes. Thus, the scenes were recorded quickly and went accordingly.

Designing our concept video took about forty minutes. We credit this to spewing out all our ideas and agreeing quickly on what we thought was the best for each scenario. Shooting the scenes took about an hour because we shot each scenario in a different location, and the

battery for our camcorder ran out twice. Editing was the longest phase because none of us had video editing experience, which took a hefty four hours in total.