

**Ruohan Li (03647559) Web Design & New Media
Midpoint Proposal Original**

present date: 12/16/2013 ----- present time: 12/16/2013

Deer Mail

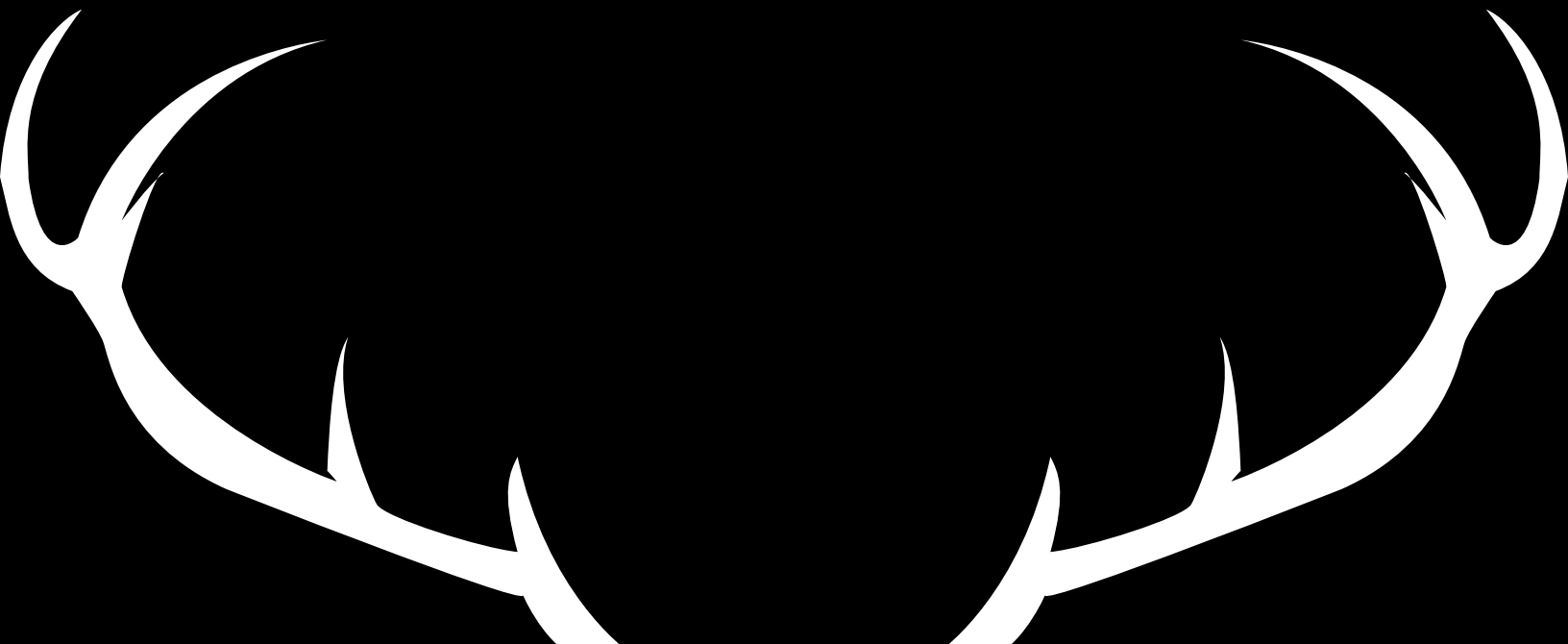


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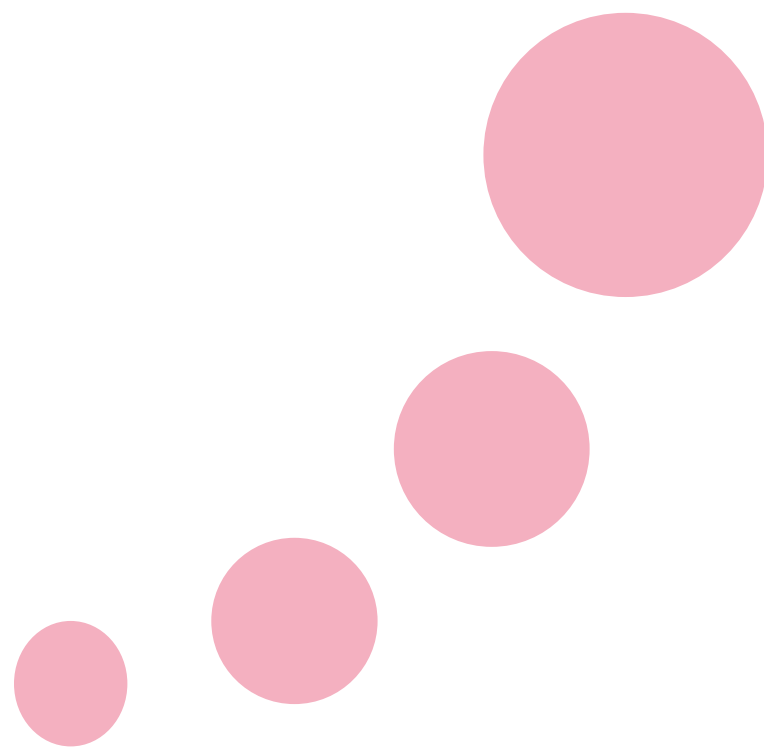
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Autobiography



My name is Ruohan Li. I was born and raised in China. My major was international business for undergraduate study in Pennsylvania and I graduated in 2012. However, I finally found that I was interested in design, rather than business. Then I came to San Francisco and studied Web Design & New Media in Academy of Art University.

Although web design is a brand new major for me, I am passionate in doing each of the project and I believe this is a powerful major for future society.



Resume



RUOHAN LI



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San Francisco, CA 94116



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www.floradesignart.com/myportfolio/home.html

Education

2012-Present

MFA Web Design & New Media
Academy of Art University, California

Aug 2008-May 2012

Bachelor in International Business
Chatham University, Pennsylvania

Experience

2010

Joined part of make-ups and clothing designs for environmental friendly theme of opening ceremony for the 22rd World Model Contest in Chengdu, China.

2010

Make-up artist for the show named "Evenings in Quarantine", composed by The Zombie Opera, Pittsburgh. Responsible for two leading characters' make up and assist with some special effect make up for other zombie characters.

2009

BIP (Bahrom International Program) Program in Seoul Women's University, South Korea
Chatham Study Abroad Summer Program

Skills

Software

Photoshop, Illustrator, Indesign,
Dreamweaver, After Effects, Premiere
Pro.

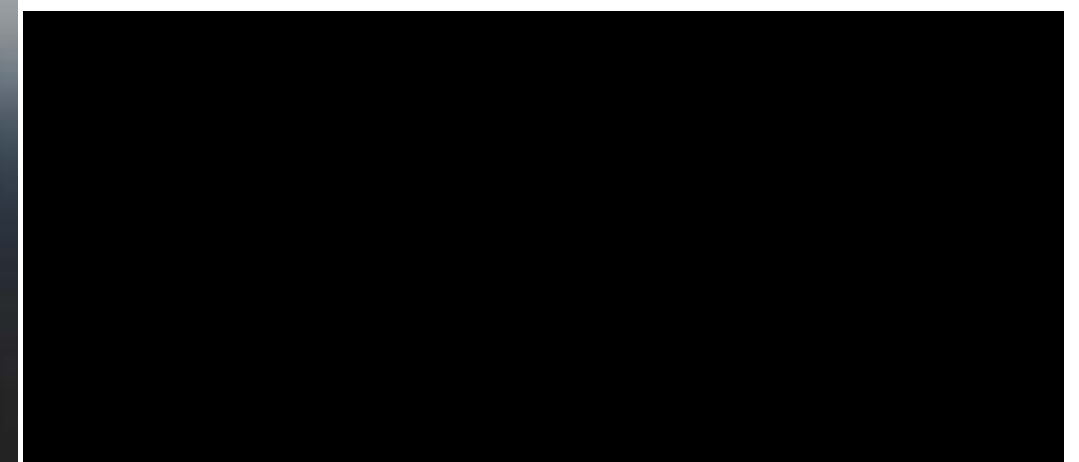
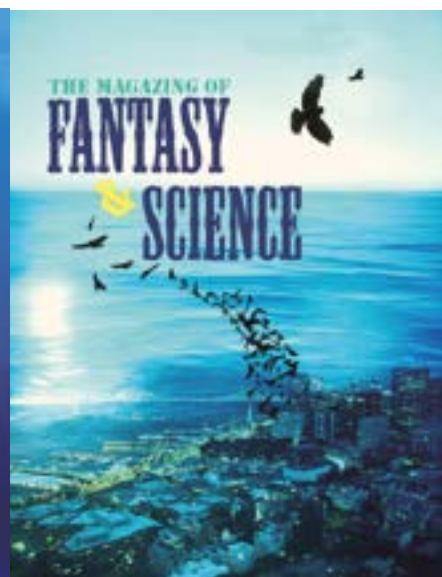
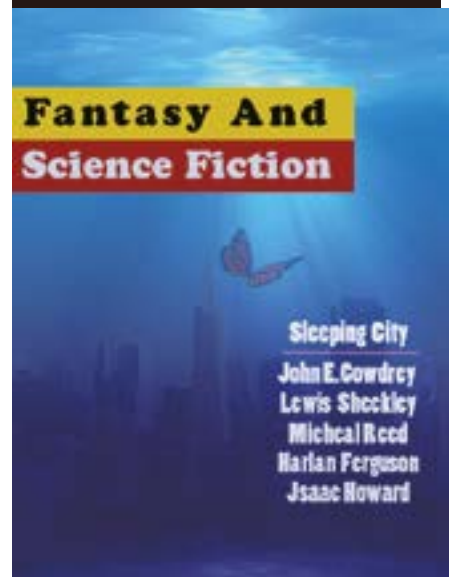
Language

English, Chinese

Portfolio

IMAGE WORKS

WNM619 Advanced Digital Imaging
GLA602 The Art & Ideology of 20th C.



Portfolio

MAGAZINE DESIGN





VIDEO

WNM 613: Topics in Motion Graphics



Portfolio





Why DeerMail?

Email is a necessary tool for today's society, whether for business or for personal use. With the development of web and the internet, the function of email has largely expanded beyond the function of just contacting others. Today, people use email for shipping confirmation, for receiving information from websites, getting services from the internet, etc. Also, the increased use of various social media has lead people to have more email accounts. Because of the requirement of having an email address when sign up for social media memberships such as Facebook, Twitter, LinkedIn, and so on. Especially for the young generation, including students, usually they are always the first to try those new things and therefore, they would have more email accounts.

To keep many different email accounts organized is hard. It is difficult to remember which email accounts you used to sign up for whatever service or site. It is also not easy to keep track of which email is the primary for general messagings.

DeerMail is an app that will create a clear and joyful interface to help people organize their emails. Within this app, users are able to create different tags for emails, and you can set up multiple accounts at the same time, to make it easier for switching between many email accounts. Compared with other email apps on current market, DeerMail would save the user time because all messages are grouped and categorized on a constant basis.

Statement of Interest

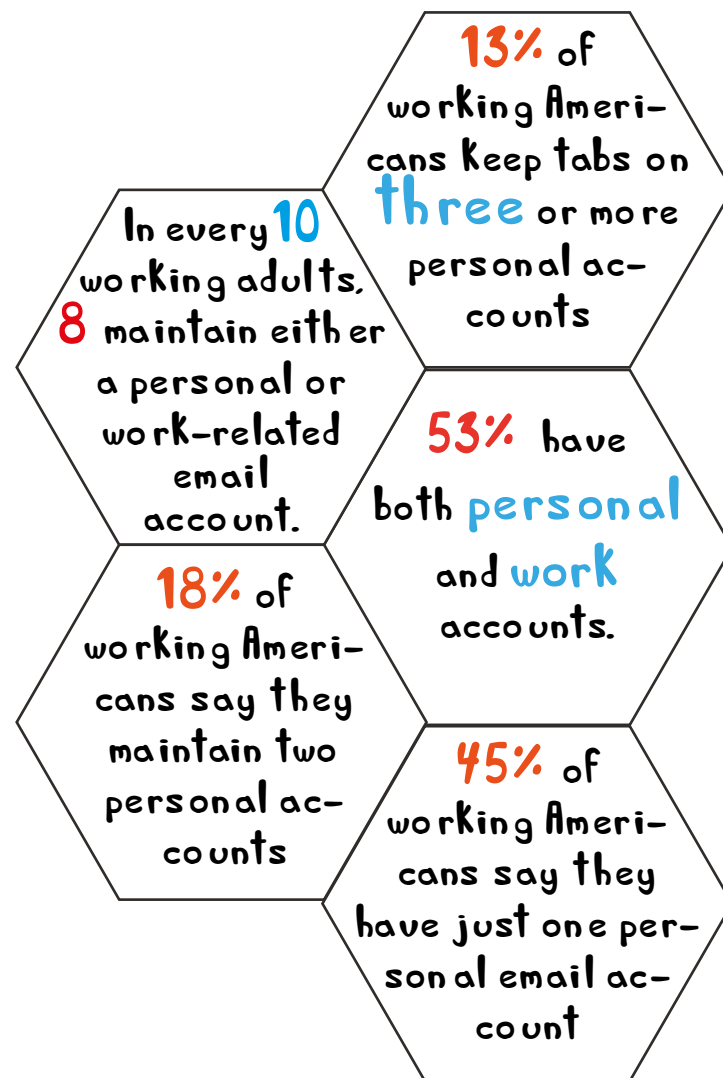
Checking emails is not usually a "happy" thing for people, since it might mean that they will have new assignments, work tasks, business meetings or a past-due bill notification. Sometimes checking emails feels like a serious task and people often procrastinate. However, this action might lead to problems, such as missing meetings, and not paying your phone bill on time, which can lead to a negative domino effect.

My goal is to make the process of "checking emails" more convenient and interesting to attract people to check their emails more frequently to avoid hardships.



Market Research

Everyone Has it...

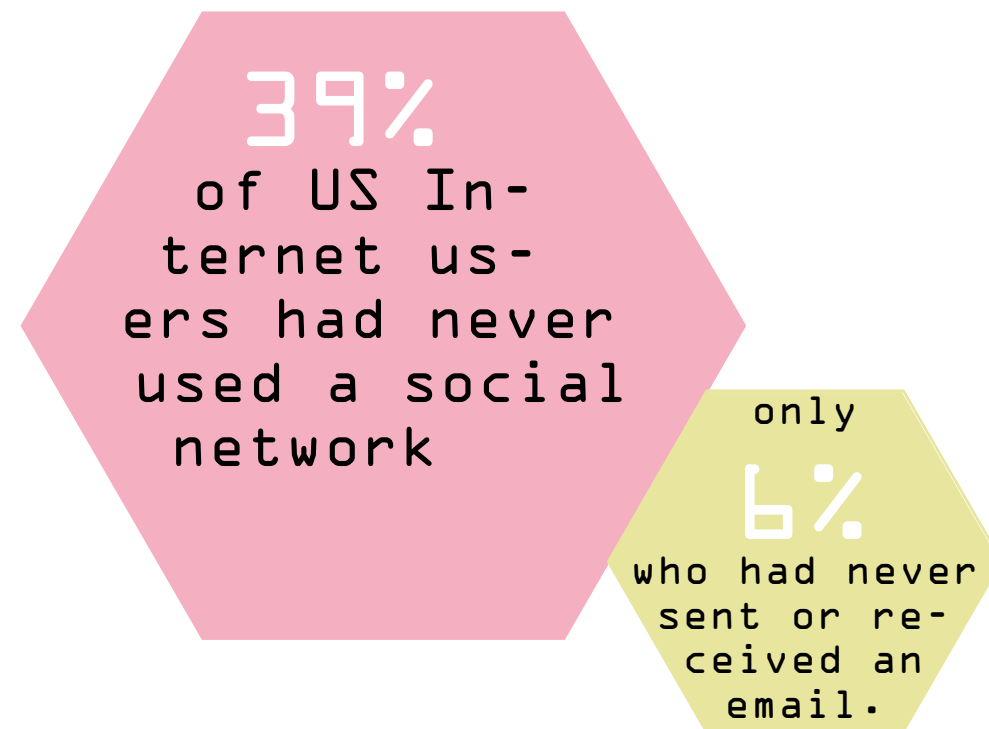


Do You Know?

Young working adults are the most likely to maintain multiple personal addresses; **20%** report having three or more personal accounts, compared with just **13%** of those ages **30-49**.

*Source: Pew Internet & American Life project survey, March-April 2008.

Market Research



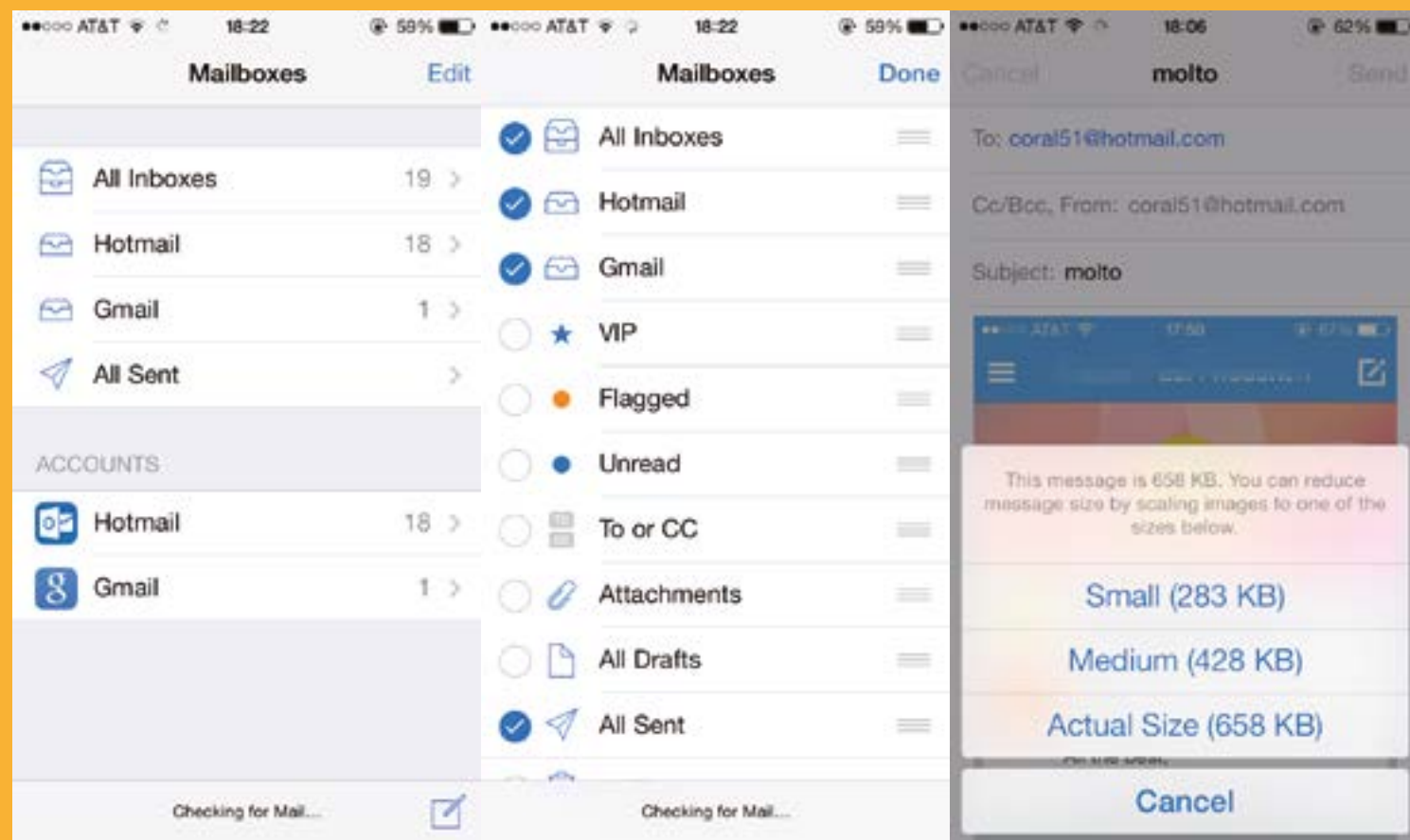
It's a unique identifier

It's worth noting that people tend to be members of multiple social media websites simultaneously, with varying degrees of involvement, but they usually have only one or two active email addresses. The email address remains the unique identifier online; you use it to log into almost everything, so it would take a lot for it to become obsolete.

*Source and Quote from <Email is still important and here is why> by Felicity Evans July 25th, 2011, published on smashingmagazine.com

Competitive Analysis

#1 iPhone Email



Pros

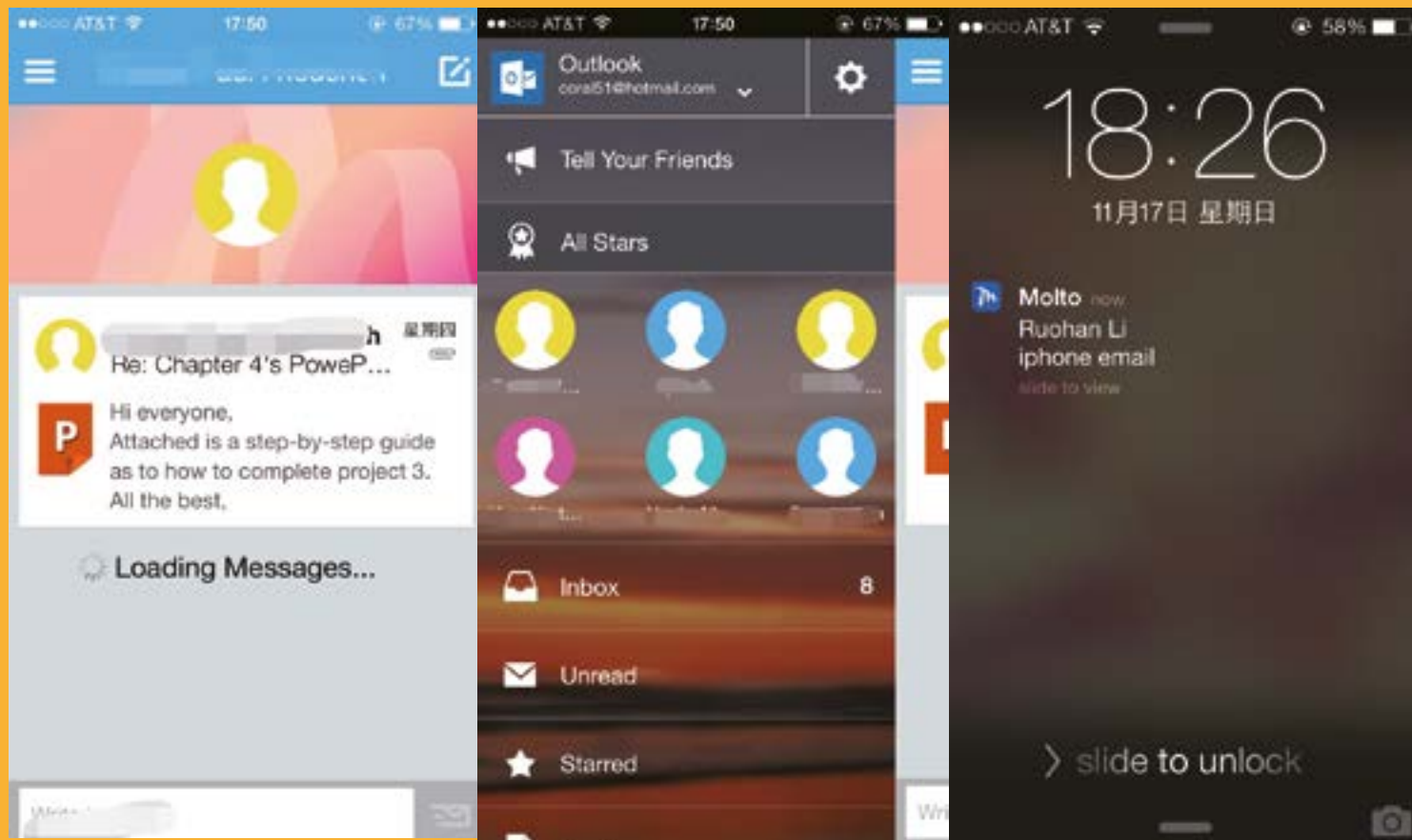
- be able to manage multiple accounts at once
- be able to choose picture size while sending

Cons

- repeat showing accounts on main page
- cannot set up accounts in the app

Competitive Analysis

#1 Molto



Pros

- recent contact people would be listed
- differentiate emails by colors and icons

Cons

- complicated options
- shows messages on screen when receiving emails

Competitive Analysis

#3 Mail Locker



Pros

- support language of English, Chinese, Korean and Japanese
- detailed guidelines

Cons

- too many advertisements in the app
- currently only support Yahoo, Gmail, Hotmail and Aol accounts

Competitive Matrix

	set up multiple accounts	avaliabile to send attachments	obvious icons to differentiate categories	add tags to segment email accounts	able to select multiple imgs for sending	setup accounts in the app	send images in different size	visually stimulating
iPhone Email	●						●	
Molto	●		●		●	●		
Mail Locker	●		●			●		
DeerMail	●	●	●	●	●	●		●



Target Audience

The target audience for this project will be at age between 16 to 35, both male and female but the design tends more on female preferences. This generation is younger and have a willing to discover and try new and different things, usually are students, young workers, or people who settled down early but still have young hearts. They enjoy the process of reaching goals and completing tasks, and they prefer creative ways to represent the life.

Persona #1 last-minute student

Promise



Gender: Female

Age: 23

Marital Status: Single

Occupation: Student

Gear: Mac Pro, iPad, iPhone



Checking emails make me nervous, I am afraid of missing assignments and important meetings. I hope it could be a more fun and joyful process.



Background story

As a college student, Promise uses email for receiving assignments, events, feedback from professors, and contacting others, etc. She feel difficult to remember which emails she uses for sign up when she needs to login. Also she feels frastrated to spend more than half an hour to find an important file that is sent by her classmate.

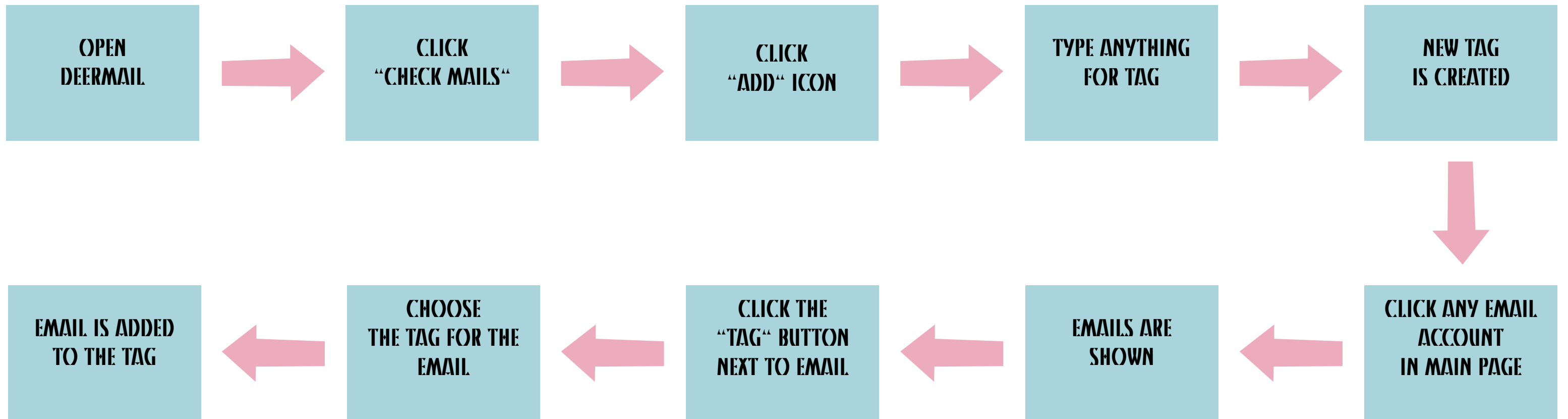
Needs

- Check all emails in different accounts in short time
- find the useful emails as soon as possible

Goals

- Avoid missing important emails.
- save time

Task flows #1



Persona #1 Young hard-working White-collar

Fay

Gender: Female

Age: 23

Marital Status: Single

Occupation: Life Insurance Agent

Gear: Mac Pro, iPad, iPhone



Email is a fundamental tool for my everyday's work. I need to find out important messages and respond them as soon as possible.



Background story

Fay is a full-time worker and pretty new in workfield. Email is a necessary tool for her to contact clients and colleagues and she does not want to make any mistakes. She feels annoying to get messages by switching between different email accounts.

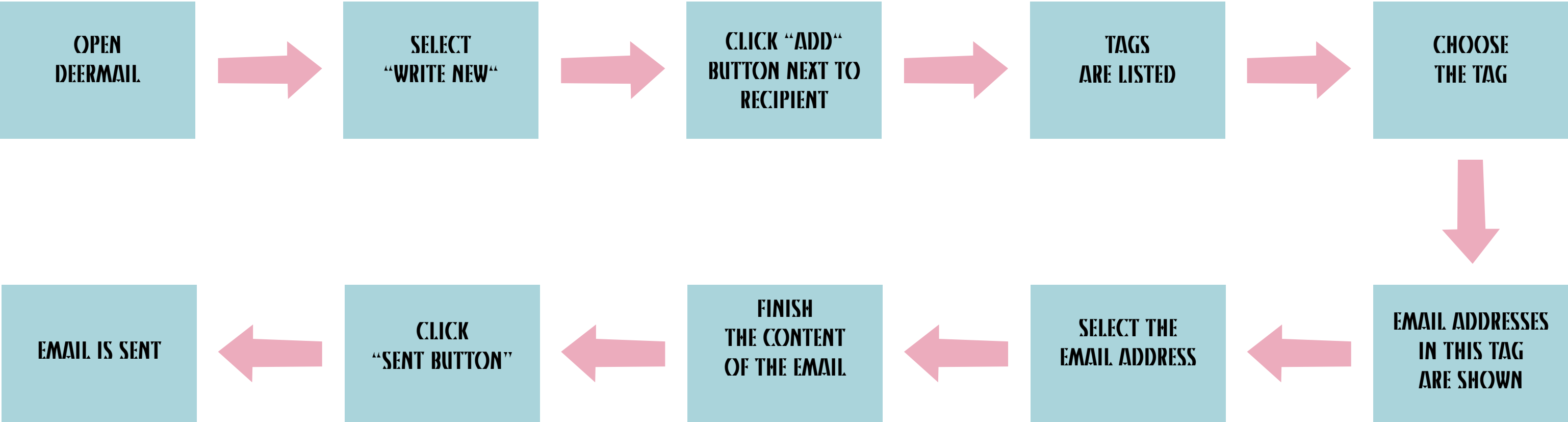
Needs

- switch in different email accounts as soon as possible
- easier to find emails from her clients and boss

Goals

- Save time
- Higher efficiency

Task flows #1



Persona #3 Young full-time housewife

Rebecca

Gender: Female
Age: 29
Marital Status: Married
Occupation: Housewife
Gear: tablet, iPad, iPhone

Background story

Rebecca is a full time housewife and she has plenty of leisure time. She likes to browse websites for shopping and for fun. She is a member of lot of websites and she is happy with that. She likes to find coupons and sales events online for saving money on family expenditure.

Needs

- Get useful information in time
- Want to find interesting things in life

Goals

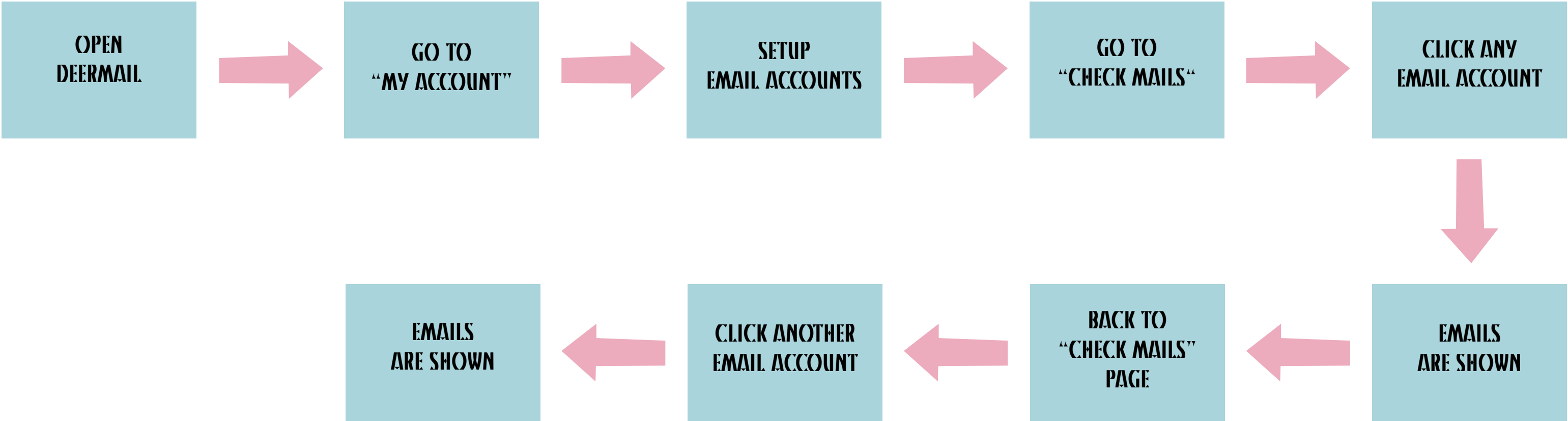
- Save time
- Attractive interface



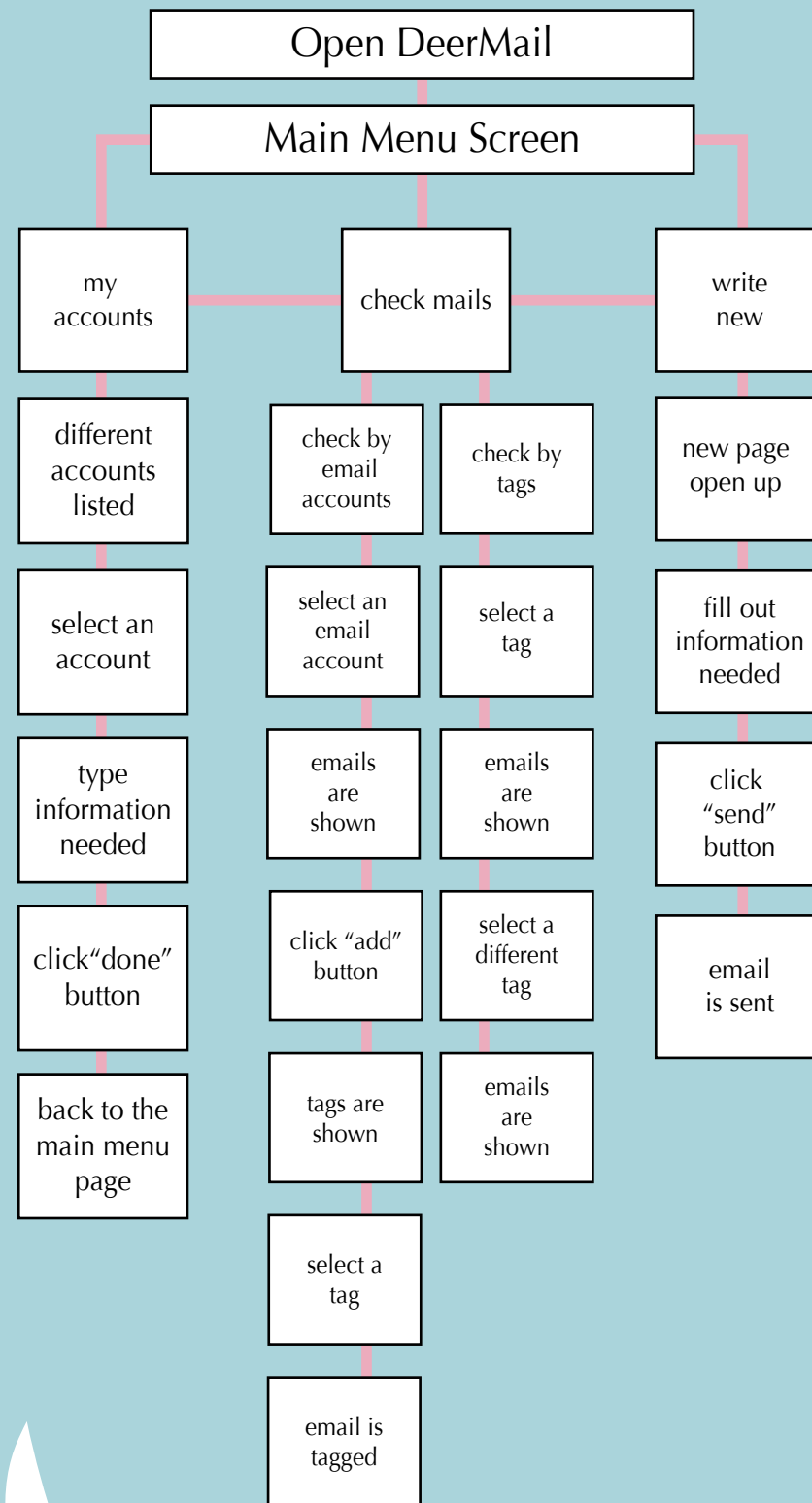
I like to know the recent discounts, and coupons through emails, so I can do shopping in the right time.



Task flows #3



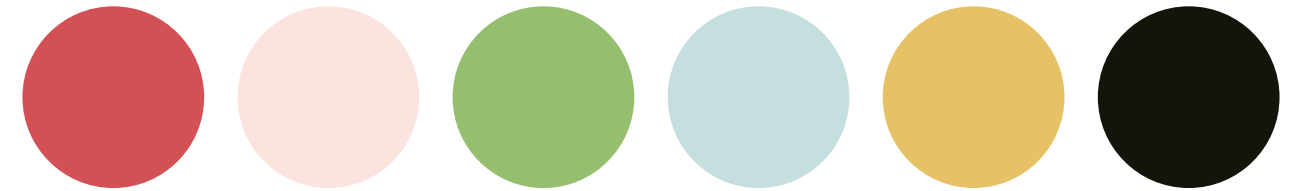
Sitemap



Moodboards



colors



fonts

Intrigue Script
abcdefghijklmnopqrstuvwxyz

Bed and Breakfast

abcdefghijklmnopqrstuvwxyz

Kino MT
abcdefghijklmnopqrstuvwxyz

OCR A Std
abcdefghijklmnopqrstuvwxyz

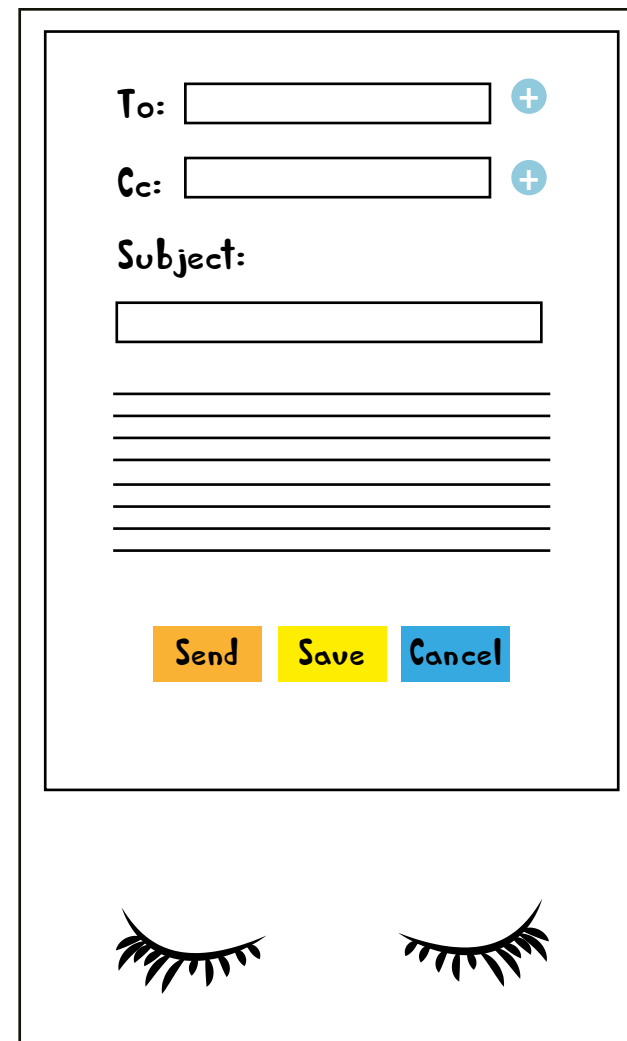
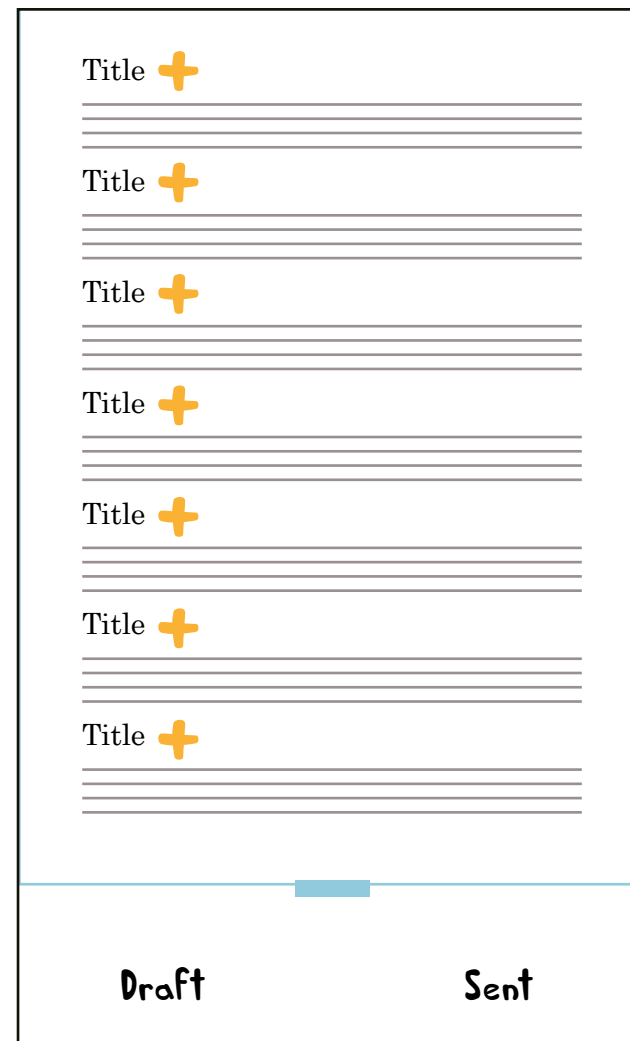
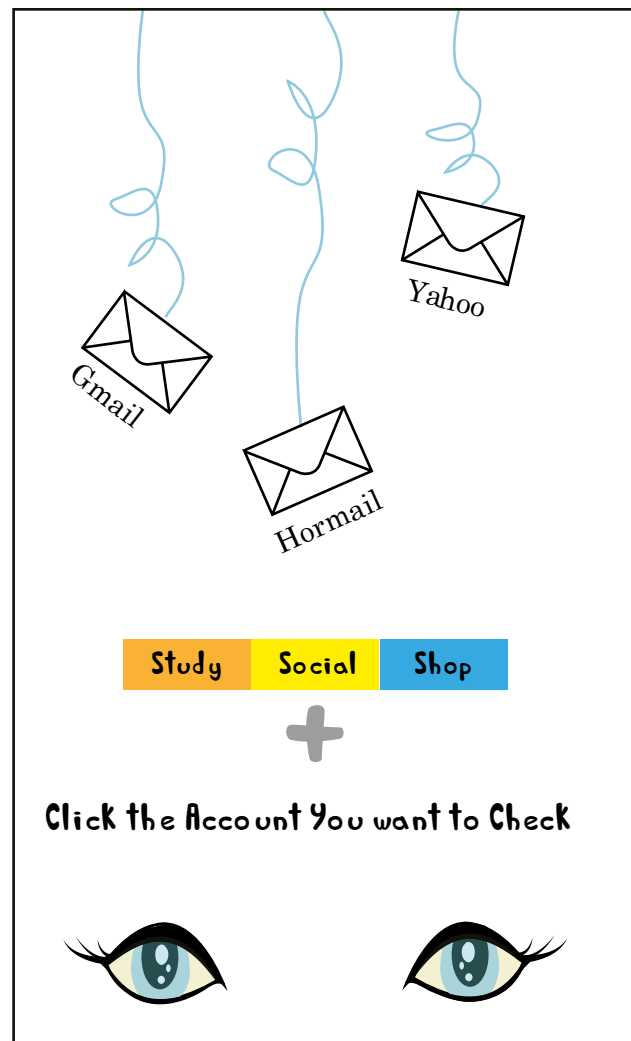
Logo Development



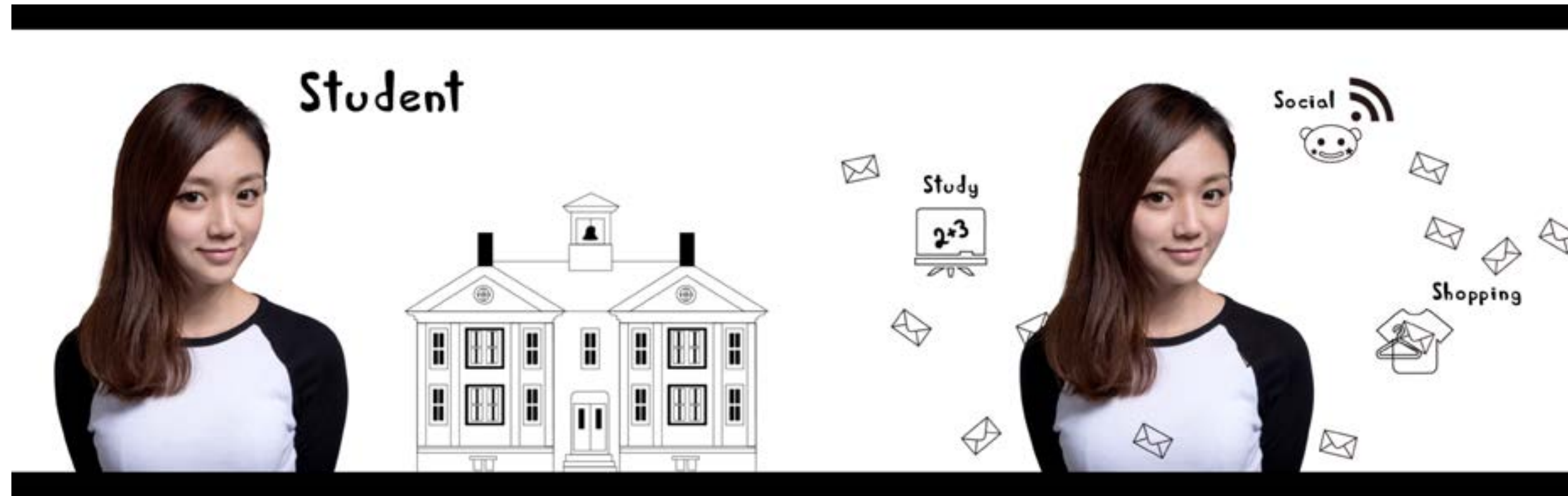
Wireframes



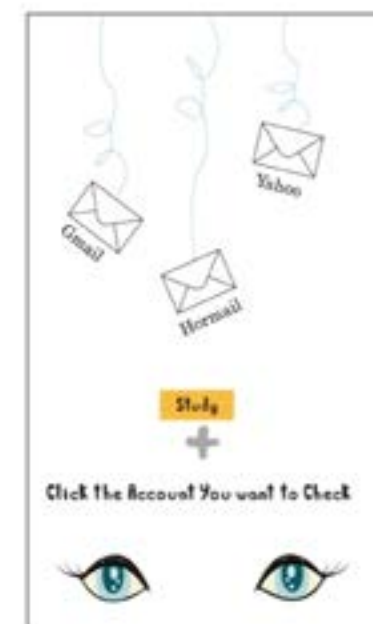
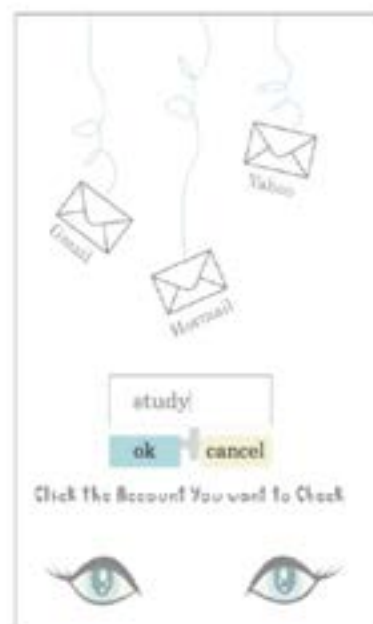
Wireframes



Proof of Concept



Proof of Concept



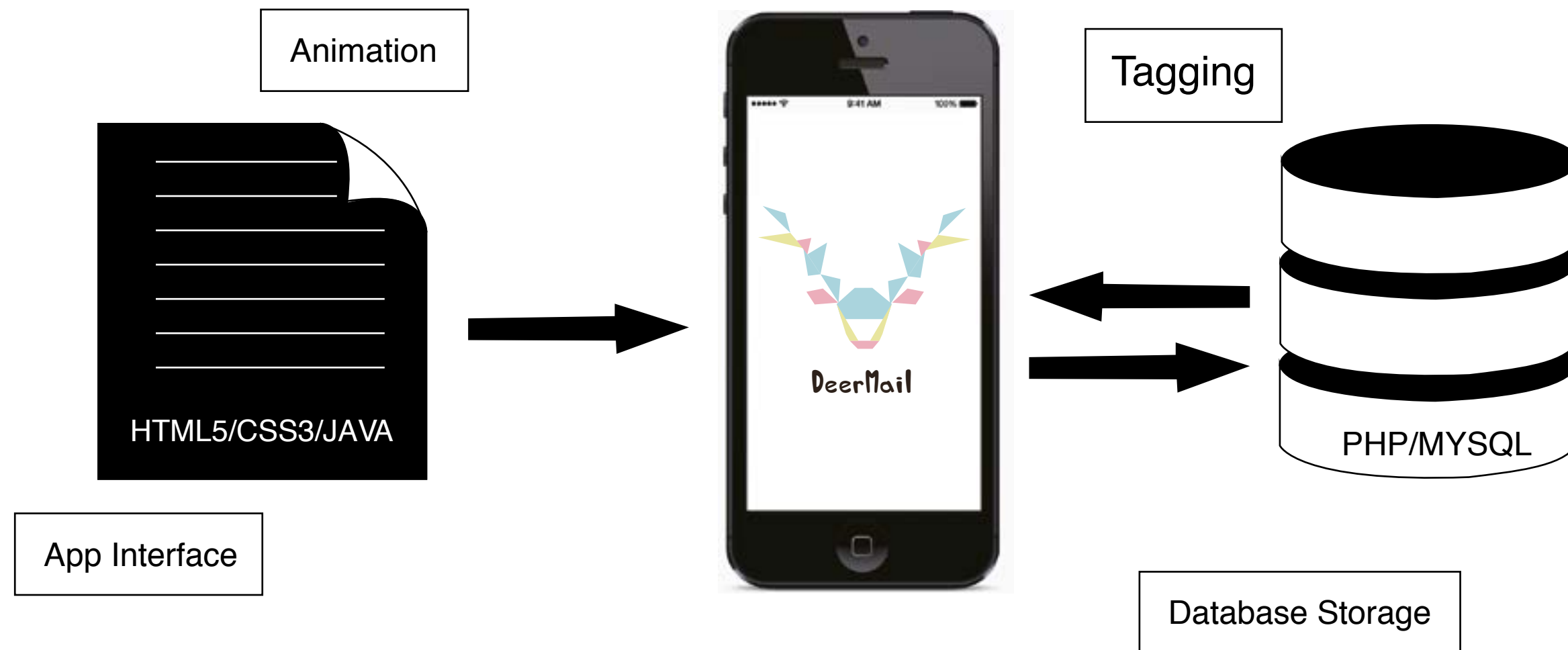
You can add max 5 tags



Proof of Concept



Technical Specification



Timeline

