

# Patt

**Graduate Thesis Proposal**

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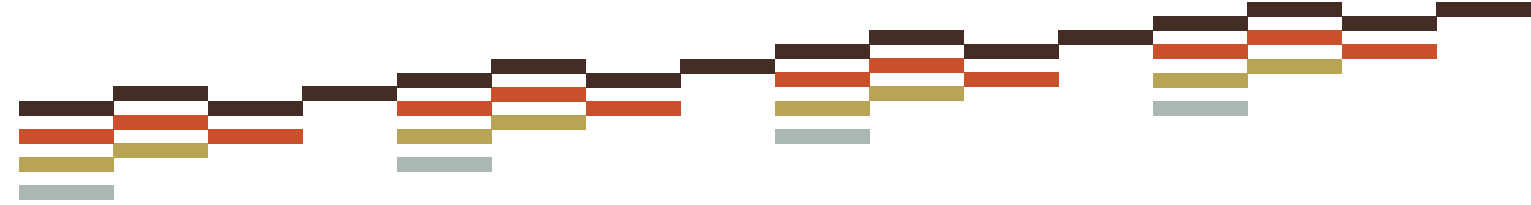
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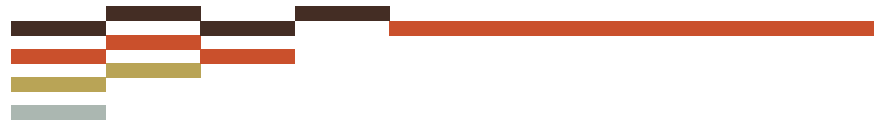


**Pattern is a new fun app for creating beautiful custom patterns for wallpapers. Pattern provides retro elements for you to customized your unique design, you can even cut out your photos to be an elements of the pattern.**

**Pattern allows you to create amazing retro pattern artwork on your iPhone. Artwork can be used for wallpaper, e-cards, printing, or do whatever you want with it. Simply just use your fingers to click, drag, and scale the elements to design your one and only pattern, the only limit is your own creativity.**

**My target audience is creative people who want to make their wallpaper unique and like vintage style. I want to use retro color for pattern design, because it is more neutral and muted so that is will not fight with the bright new icons.**

## **Thesis Abstract**





## Statement of Interest

It is really hard to find some nice wallpaper for iPhone because its tiny screen. If it is for my laptop screen, it is so much easier. There aren't many things on desktop, only a few icons. So basically most image/photo will work well as wallpaper for a large screen. I want to use this opportunity to create something that I will love to use and have passion for. I want to use my creativity and design skills to make Pattern a simple, fun and easy to use mobile app. I also got inspired by scrapbook, a retro style feeling. Cutting out people or object from the picture you take and make it into an element for the background, every wallpaper create by Pattern is unique and made by you.



Who your artistic influences are

What part of their work inspired you

How their art has influenced your work





## Thesis Project Proposal

**Market Research**

1.2 billion mobile app  
users worldwide

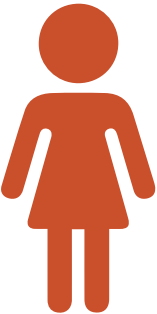
College graduates  
49% of these adults  
own a tablet

34% of U.S. Adults Own Tablets  
And 56% Own Smartphones

82 billion apps will  
be downloaded  
worldwide in 2013

79% of People 18-44  
Have Their Smartphones  
With Them  
22 Hours A Day

**Gender Comparison**



**Smartphones**

44%

56%

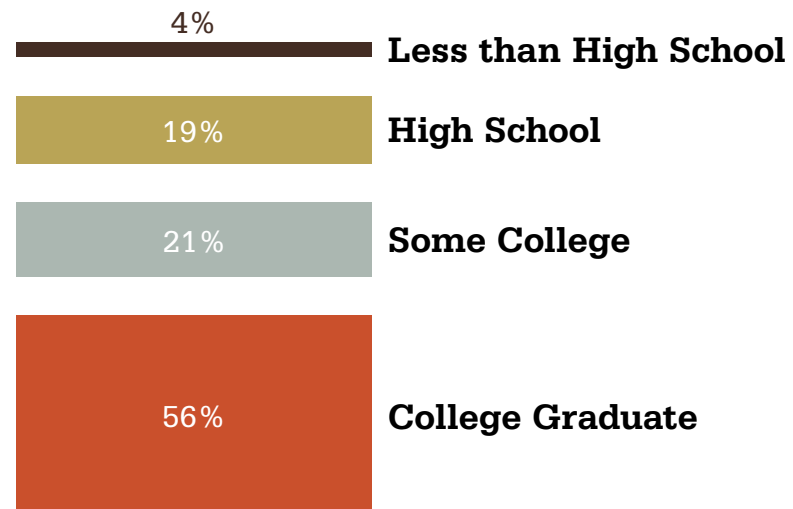
**Tablets**

49%

51%

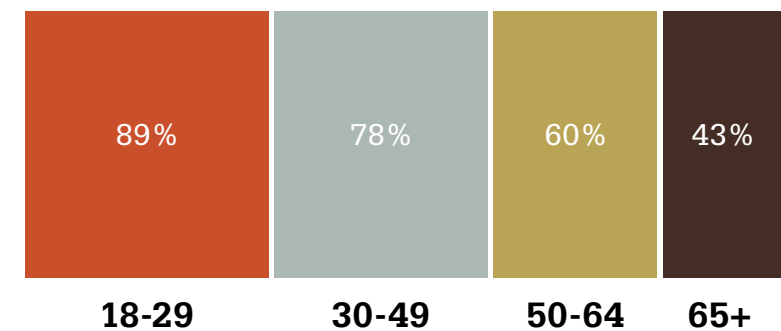
## Distribution of US tablet app downloaders by educational background

August 2011

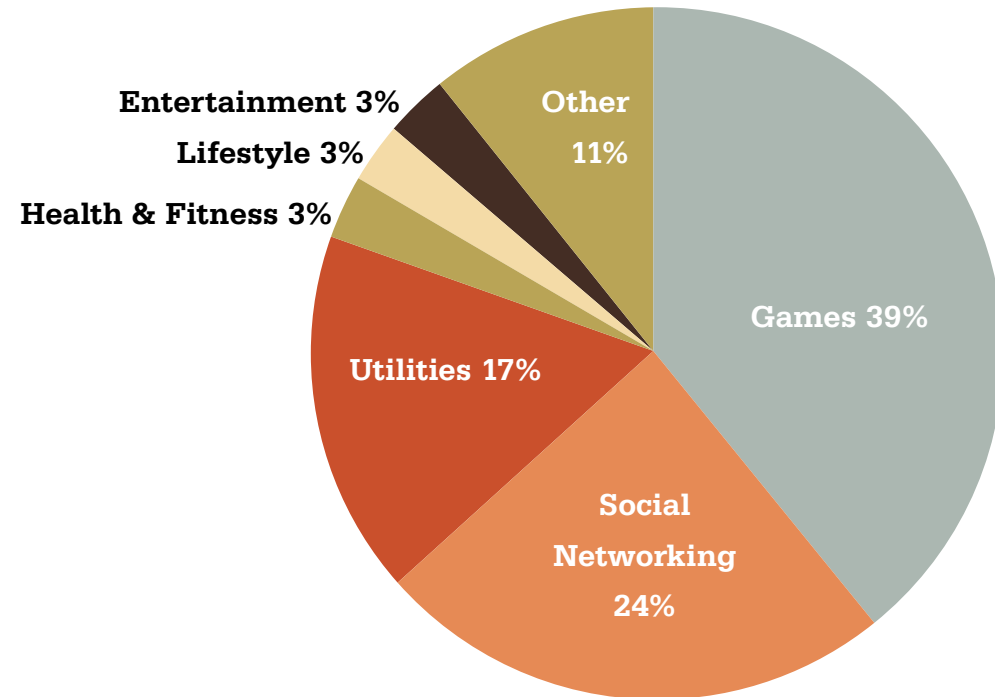


## Share of internet users who use social networking in the US by age group

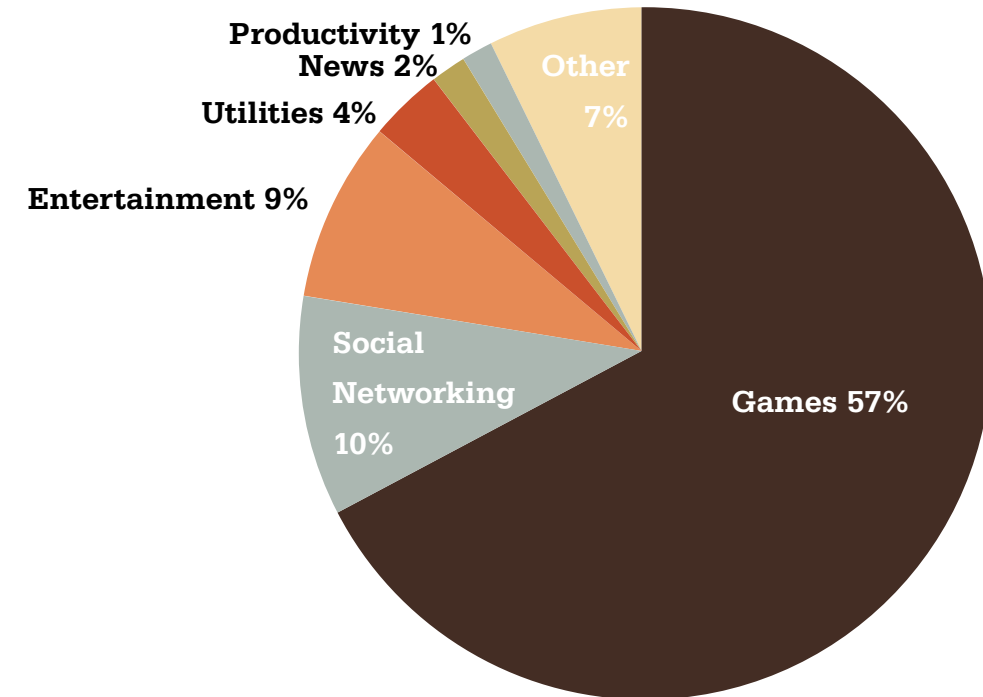
May 2013



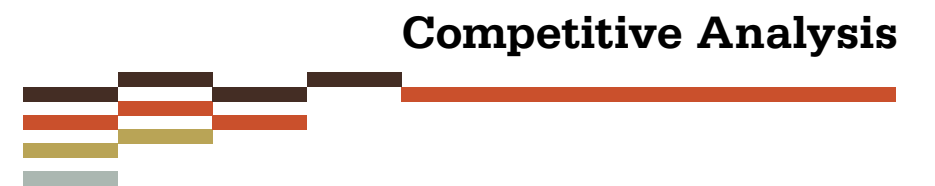
## Time Spent Per Category



**Smartphones**



**Tablets**



# TileDeck



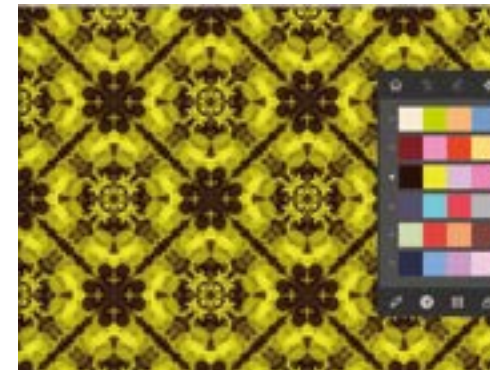
TileDeck is a pattern designing platform for iPad. With TileDeck you can design gorgeous, seamless patterns to customize anything you want. E-cards, digital artworks, fabrics like cushions & curtains, the wallpapers, posters... the possibilities are endless!

## Pros

- Three primary art-boards & 20 rules to play with
- 48 predefined color shemes

## Cons

- Can only design pattern and save as wallpapers
- Don't have other features to make it more fun.



# BgPatterns



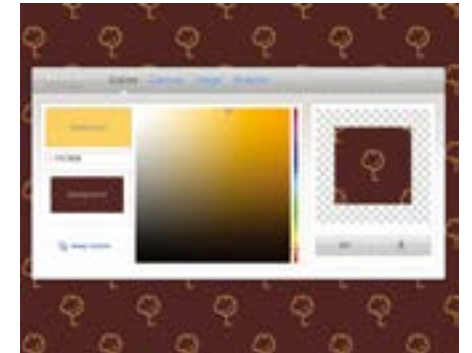
BgPatterns is a tiny web app for making background patterns in a few clicks. BgPattern is a very simple, yet extremely practical tool. No real skills are needed to use it.

## Pros

- Easily create tiled backgrounds for your website.
- Create as many backgrounds as you like.

## Cons

- Only a limited set of images to chose from
- No many options, can only change canvas, color, opacity, rotate pattern



## Pattn



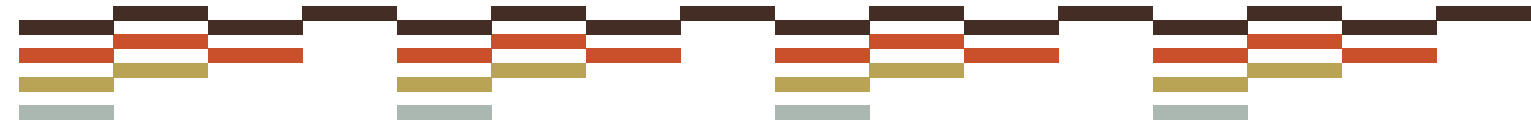
Pattn is an unique wallpaper app for phones and tablets that gives you access to the huge collection of patterns created by the COLOURlovers community.

### Pros

- Set wallpaper automatically every day/week with the patterns of your choice
- Search patterns by keyword or color
- Save patterns to your Android Gallery
- Share patterns with your friends

### Cons

- Can't create pattern





## COLOURlovers

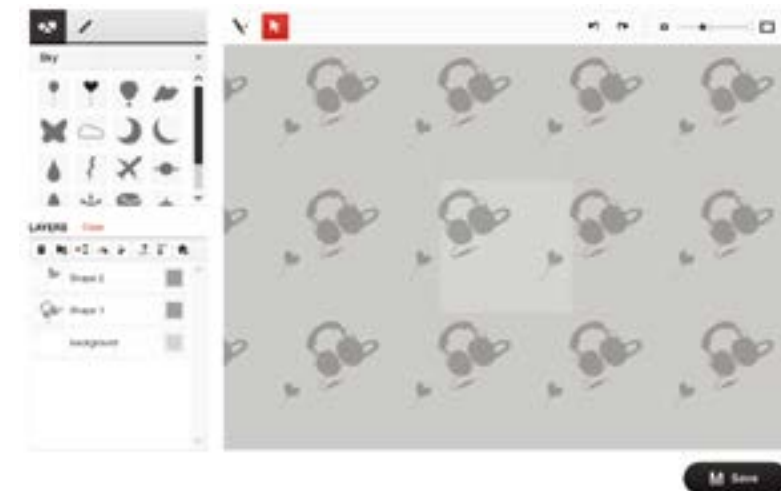
COLOURlovers is a creative community where people from around the world create and share colors, palettes and patterns, discuss the latest trends and explore colorful articles...

### Pros

- Easy to use, resize, rotate
- Layers! Easy to manage shapes
- Draw Fancy Lines

### Cons

- Can't color the pattern when designing it
- Color and design are in different page



## Retromatic 2.0



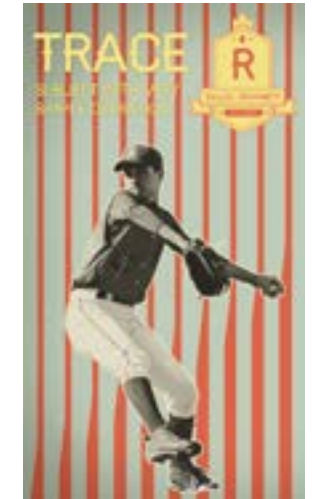
Retromatic 2.0 is a photo app designed for iPhone. The iPhone app features intuitive user interface and practical mask function so you can pick up the key elements on your photo with your finger, you can recreate your photo and turn it into a gorgeous retro poster.

### Pros

- 18 amazing retro filters
- 17 graphic themes in 17 different colors
- Over 70 modifiable retro stickers
- Supports high-resolution images (1280x1280)
- Supports Instagram, Facebook, Twitter, and Flickr

### Cons

- Can't create pattern
- The interface is hard to use in iPhone
- Have to hold down on the screen to make it switch between a brush and pinching to zoom - not ideal for quick editing.
- A limited set of options



Competitive Matrix

	TileDeck	BgPatterns	Pattrn	COLOURlovers	Retromatic 2.0	Patt
Design	○	●		●		●
Scale	○	●		●	○	●
Color	○	●		●		●
Draw	○					
Grid	○					
Gallery	○		○	●		●
Share			○		○	●
Import					○	●
Color Palette	○				○	●

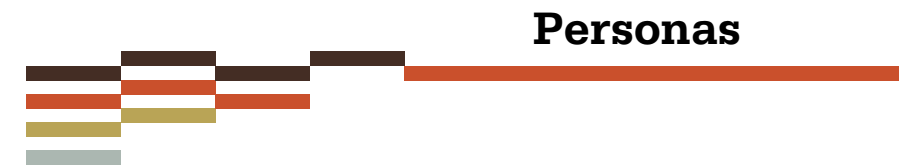


**Primary**

Creative people  
Aged 15-35  
Access to mobile device

**Secondary**

Designer  
Aged 18-50  
Access to mobile device





## Adriana

*The Outgoing Student*

### Demographic

**Age:** 26

**Location:**

San Francisco

**Occupation:**

International Student

**Gear:**

MacBook Pro, iPhone 4s,

iPad mini

*“I want to play with something that is fun and creativity, and can also share with my friends.”*

### Background story:

Adriana is an international student comes from Taiwan and study at art school. She is web design major and heavy Internet user. She likes to try out new thing in technology. She uses all kinds of social media and constantly searching through new app to satisfy her needs.

### Needs:

To find some interesting creative tool

To share with her friends around the world

### Goals:

Create something beautiful to share with her friends

Create something to use in her schoolwork

Find her own design style

*“I like to challenge myself and to be better in my work.”*



## Jayden

*The designer with great ambition*

### Demographic

**Age:** 31

**Location:**

Berkeley

**Occupation:**

Web Designer

**Gear:**

Mac, MacBook Air, iPad,

iPhone 5S

### Background story:

Jayden is a web designer located in east bay. He constantly commutes to downtown San Francisco to meet with his clients. He tries to stay as creative as possible, so he often plays his iPad when he is on Bart. Always looking for creative apps that will help and benefit him on his work.

### Needs:

To keep his creative mind active

To benefit him on his work

### Goals:

Be able to sell his work

Let more people know him

*“I want to use something I created to  
promo the store.”*



## **Allison**

*The stressful store manager*

### **Demographic**

**Age:** 23

**Location:**

San Jose

**Occupation:**

Store manager

**Gear:**

iMac, iPad, iPhone 4S

### **Background story:**

Allison is a store manager at a small stationery store. Her job needs her to promo the store, put up some signs, and decorate the store. When the store is not busy, she thinks about how to promo the store better.

### **Needs:**

To promo the store

To create cute patterns for the promotion signs

To find something to do when she's not busy in store

### **Goals:**

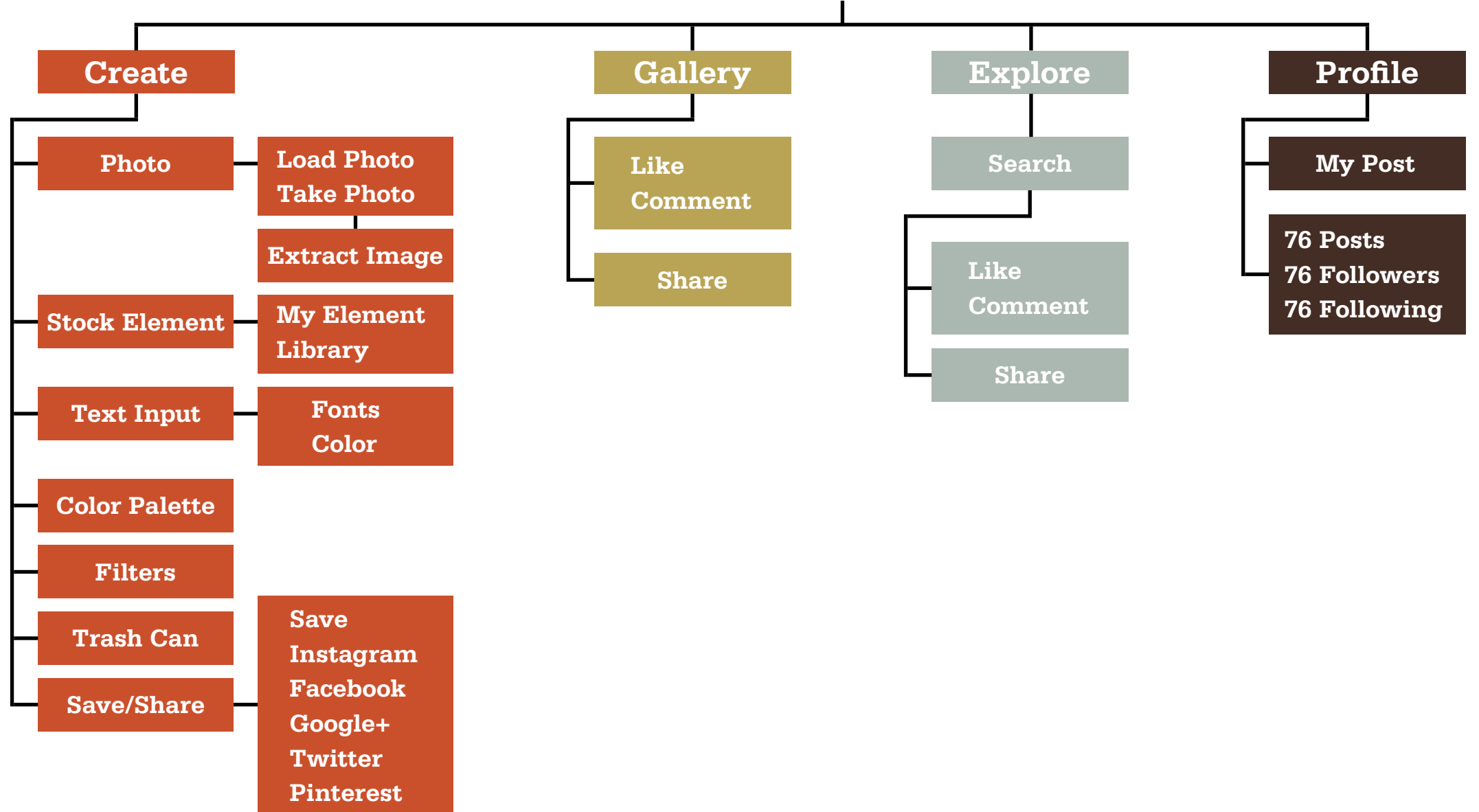
Increase customer base

Make more people know about the store



# Patt

## Sitemap



# Wireframes

