



Shaer Alhajj

May Alluqmani
03777440
Academy of Art University,
Graduate School of Web Design &
New Media
Midpoint Thesis Proposal 'Original'
Date:
Time:

Table Of Contents

Biography.....1

Resume.....2

Portfolio.....3

Thesis Abstract.....4

Statement of Interest.....5

Influnences.....6

Thises Project Proposal.....7

Data Diagram.....8

Visual Design.....9

Proof of Concept.....10

Timeline.....11

Bibliography.....12

BIOGRAPHY

My name is May. I born and raised in Saudi Arabia, Makkah. I have a Bachelor's degree in Information Science from Umm Al-Qura University. I am the only girl in my family with three boys, so I am definitely pampered. I am interested in design, photography, singing in Arabic and everything related to technology.

I am now a MFA student at Academy of Art University and my major is Web Design and New Media. I have been in the United States for almost three years, I spent year and half in Miami and the rest of the time in San Francisco.

RESUME

May Mohammed Alluqmani
+17866833027
m.alluqmani@hotmail.com
715 Mangels Ave. San Francisco, CA 94127

EDUCATION:

I have a Bachelor's degree in information science from
Umm Al-Qura University Makkah, Saudi Arabia in 2009
with a GPA of 3.53 out of 4

I am currently a graduate student at Academy of Art University
majoring in Web Design and New Media.

WORK EXPERIENCE:

Training at Jeddah Chamber of Commerce & Industry for
human resource department 2009

OTHER SKILLS:

Certificate of Completion at course Coral Drow in Dec 8, 2007

Certificate of Completion at course Swish Max in Dec 8, 2007

Certificate of Completion at course Flash Max in Dec 8, 2007

Certificate of Completion at course Photoshop in Dec 8, 2007

Language: Fluent in Arabic and good in English



PORTFOLIO

THESIS ABSTRACT

My idea is designing an iPhone App about pilgrimage; I called it “SHAER ALHALL” which offers a variety of services for pilgrims. First, it will explain the steps of Hajj for pilgrims, and provide them by blessings that ought them to say it. It can also direct pilgrims from one place to another according to the sequence of steps. The app will give pilgrims a simple overview a historical stories about the place that they stand on front of. It is going to be like a dairy-note for pilgrims, they can write their dairy, take pictures and record short videos for this special trip, which may not be repeated again in his life, all that can be shared or private. People can interact with them if they post something and make comments.

I am very excited to start working on this project and move it forward. I am a Muslim and from Makkah and this project will serve these two things directly. That makes me excited to finish it up. I feel like since I am a grade student in the field of web design and new media, and we are now in the age of technology, so I should use this entire tool to help my hometown and people from my region.

This project will benefit me in different ways; it can be a great add to my portfolio. Also, I will go on and make it work and that will help the city that I grow up in it. It will give me work experiences, how I can be organize and how to control my time to donemy work. In addition, if people use it and learn something from it, that will make me reach my goals from designing this app.

The primary target audience will be adults Muslims between the ages 25 – 55; people who will go to pilgrimage. The secondary audience will be teenagers between the ages 15 - 25. People who want to educate themselves about pilgrimage.

STATEMENT OF INTEREST

I am very excited to start working on this project and move it forward. I am a Muslim and from Makkah and this project will serve these two things directly. That makes me excited to finish it up. I feel like since I am a grade student in the field of web design and new media, and we are now in the age of technology, so I should use this entire tool to help my hometown and people from my region.

This project will benefit me in different ways; it can be a great add to my portfolio. Also, I will go on and make it work and that will help the city that I grow up in it. It will give me work experiences, how I can be organize and how to control my time to donemy work. In addition, if people use it and learn something from it, that will make me reach my goals from designing this app.



INFLUENCES

THESIS PROJECT PROPOSAL

Competitive Analysis

1- Amir Hajj Guide

Pros:

- * Listing all conditions.
- * describing the Miqat including calculation of the distance to each Miqat.
- * Including written Duaa.
- * for Iphone.

Cons:

- * Design is boring.
- * Informative app, does not interact with the Hajj.



2- Hajj and Umrah

Pros:

- * Listing all conditions.
- * describing the Miqat including calculation of the distance to each Miqat.
- * Including written Duaa.
- * inractive GPS.

Cons:

- * For lphad.
- * It does not interact with the Hajj.



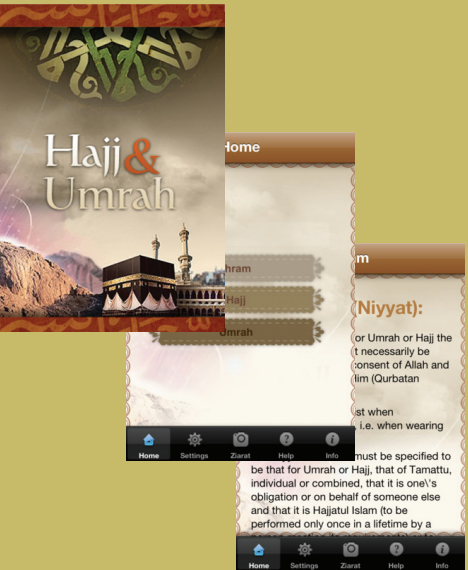
3- Hajj and Umrah

Pros:

- * Every day has a step-by-step guide to all the rituals for the three Hajj types.
- * It has a check-List for Hajj & Umrah
- * It allows to set Reminder for Hajj & Umrah
- * It gives detail description of Hadiths, Ayats and Dua.
- * Good interfaces.

Cons:

- * It is an informative app, it does not interact with the Hajj.



Competitive Matrix

Inspirations

	Amir Hajj Guide	Hajj Salam	Hajj and Umrah	Hajj Guide	Shaer Alhajj*
Step-by-Step Guide	X	X	X	X	X
Augmented Reality					X
Maps with all spotted Holy Sites	X	X	X		X
Videos				X	
Doaa “Du’a” audio	X	X	X	X	X
Thoughts, pictures, record short video		X			X
Interactive GPS					X



The Ministry of Hajj web site provides a comprehensive account of all aspects of the Hajj and Umrah, the journey of a lifetime. This web site provides information about Umrah and Hajj Sectors an its Laws and Regulations in the Ministry of Pilgrimage

2- Path/ Instagram

* Path is a social networking-enabled photo sharing and messaging service for mobile devices.

*Instagram is an app photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr.[5]



3- Hajj AR App By Mobily



It is a Hajj App and it guides the Pilgrims using Augmented Reality. It directs the pilgrims using the mobile Camera to detect their locations and instructs them to the Holy Sites. It include Maps both Hajj & Umrah. Full Reference with Step-by-Step guidance.

Persona



Eda Hüseyin

Dynamic and spirited person.

"I am very interesting for this religious trip, I want to learn about Hajj and Makkah."

Age: 32

Hometown: Istanbul, Turkey.

Device : Iphone 4S.

Needs:

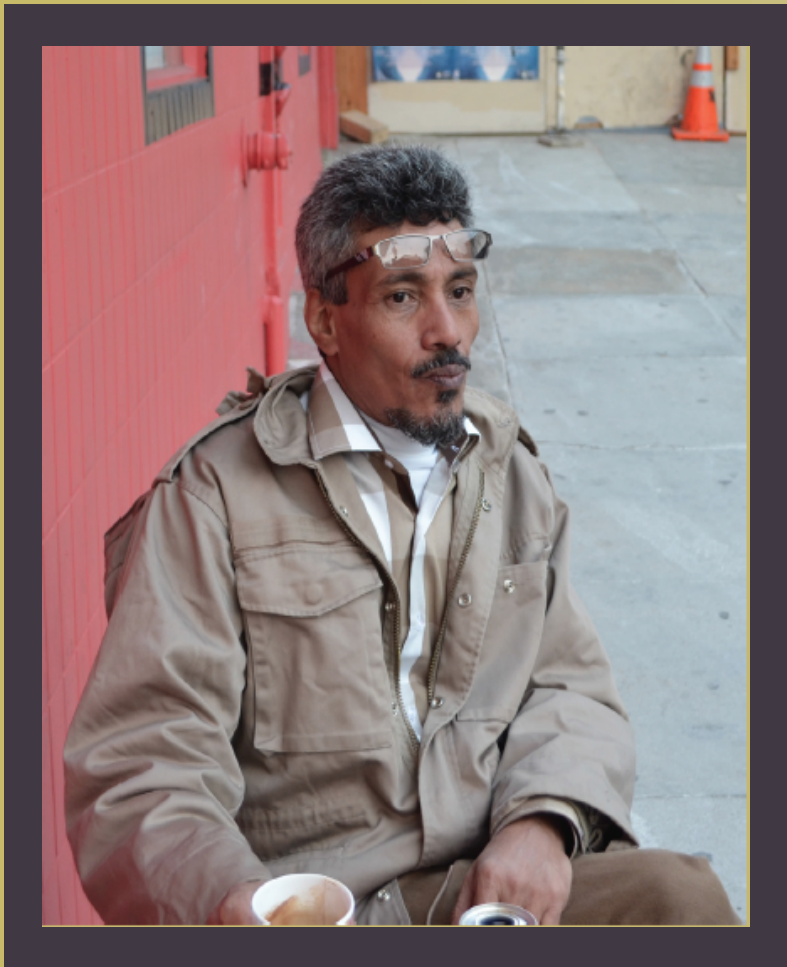
- * I am in a group and I want to be connecting to them all the time.
- * I don't want to be lost and i don't want to waste my time to find the right way in the paper map, i want an GPS which has the place depends on the step to direct me to the right way.
- * First time for me here, so i want to know the story behind every place in Makkah.
- * I need a clear pronunciation for the Duaa.

Goals:

- * Keep me connecting to my group.
- * Clear description and GPS guide for all the rituals.
- * Be able to hear the different Duaa.
- * Find the historical stories behind the places in Makkah.

Personal Background:

Eda is a graduate student, she decide to come to Makkah for Hajj. This the first time for her in Makkah. So she want to know everything about Makkah and the historical places in Makkah. Also, she comes with a group, so she want to keep connecting with her group.



Mohammed Ahmed

Aspiration, good reader.

"I would love to make my Hajj the new big change in my life, so I am concerned about the rituals and the right way to do it."

Age: 59

Hometown: Makkah, Saudi Arabia.

Device : Iphone 5.

Needs:

- * I need a step by step agenda of all the rituals that I need to carry out today.
- * I need something easy to carry it on around instead of books and brochures.
- * I am with my wife, so I want to keep in touch with her all the time in case she lost in the crowd.

Goals:

- * Save my time.
- * Give me a clear description for all the rituals.

Personal Background:

Mohammed likes to read very much. He prefers to use the new technology to read books, newspapers...etc. He decides to go to Hajj. He is from Makkah so he has no problems with the places and the locations. The only problems that he faces is the steps. He does not know which one is first and which next, so he needs an app to keep him organized. He needs it to remind him in every steps.

Persona



Hatim Ali

Stingy photographer.

"I would like to go to Hajj with my parents, but maybe next year, so I am going to follow them and see what they are doing in Makkah till they get back here."

Age: 25

Hometown: Balochistan, Pakistan.

Device : Iphone 4S.

Needs:

- * I need to follow up with my parents, I want to check their statutes, thought and pictures all the time while they are in Makkah.
- * I want something does not cost me alot of money.

Goals:

- * Contact me with my family.
- * Save money.

Personal Background:

Hatim is a photographer, so he cares a lot about keeping memorize. His parents going to Makkah for Hajj, so he asks them to share everything they doing in Makkah with him. He finds this app helpful to keep him in touch with his parent and to see what they sharing.

