



unctual me

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AUTOBIOGRAPHY



My name is Mariya Yukhimenko. I am from Russia. In October 2011, I came to California. In Russia I studied Journalism and then worked at a news agency as a correspondent. Living in the USA became a new stage in my life. I decided to try another field of work - Web Design, because I want to improve my visual and analytical skills. One of the reasons of my choice was a location - Silicon Valley and my husband who is software engineer. 90% of people around me are from IT. I really enjoy talking about IT news in Silicon Valley. I was amazed by the power of IT field, that contains two parts: visual

(design) and technology. In my spare time I really love to draw portraits. I have some drawing skills, but I never thought about artistic career. Drawing is my hobby. I try to develop my sketching skills as an important skill. I think it is not easy to sketch during 3-5 minutes and do it constantly. Also I am crazy about movies of Jim Jarmusch, photos of Henri Cartier-Bresson and novels by Vladimir Nabokov, John Dos Passos (how beautiful he described New York in his novels!) and Sergei Dovlatov.

RESUME

RESUME

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marvladimirovna@gmail.com
marvladimirovna.com

Summary

Journalist with more than over 4 years' experience in different areas. I worked for different mass media companies as a freelancer and reporter. Now I want to try myself in the area of design.

Skills

HTML5
CSS3
jQuery, Javascript,
Adobe Suit (Photoshop, Illustrator, InDesign, After Effects, Bridge)
MS Office
Problem-solving skills
Excellent language and communication skills
Public speaking skills

Experience

Magazine «Expert-Siberia» freelance reporter, Novosibirsk (2009-2010)
Writing analytical articles about local business

LLC NGS News correspondent, Novosibirsk
(2010-2011)
Writing local news and articles
Full-time workday in office

Education

Academy of Art University in San Francisco June 2012- Current
Gradute student at Web Design & New Media

Stanford Continuing Studies March 2012- June 2012
Five weeks, five trailblazing artists with Sidra Stich
Great foreign directors and their signature films with Mick LaSalle

Goethe Institut in Novosibirsk October 2008 - May 2010
German language course

Novosibirsk State University September 2009 - May 2010
Specialized training courses «Journalism and PR»

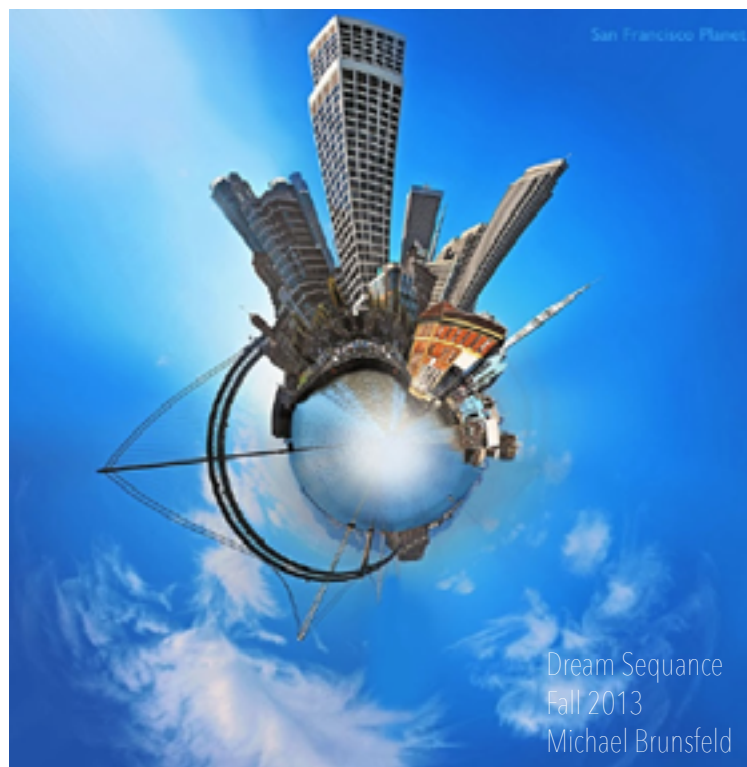
Novosibirsk State University September 2006 - June 2011
Specialist in journalism

Miscellaneous

After 5 years studying literature in University, I have a deep knowledge of literature. It has become my main interest. I also like movies, basically it is old-fashioned and independent movies (Von Trier, Van Sant, Lynch, Lee, Kusturica, etc). Moreover, I like watching good ads (both video and paper) and ones I prefer I keep on file.

References Available Upon Request

PORTFOLIO



This is my portfolio. My works are from Academy of Art University class and personal projects. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

THESIS ABSTRACT



A lot of people need to be on time somewhere, because it's important for their career or family, or colleagues. People use watches and mobile phones to keep track on time. They can get a map and information about the route and even information how long will take to get to a certain destination. But...This information from a mobile application cannot give you real time data about user's current speed and will be user on time or not. Users need some kind of alert to understand their velocity and keep going with appropriate speed to get to a place on time.

Right now there is no a mobile application with similar function of alert system. The big deal about this idea is that people who are mostly walking can miss a train, a bus, a flight, just because they don't know how fast they need to go to catch it. Many people cannot gauge time. Wrist watch became an accessory, not a need. By force of affordability mobile phones many people use this device as watches. Where do you carry your phone? Pocket? Purse or Bag? It is inconvenient to take your mobile phone every 5 (3, 2,6 etc) minutes to check time. You can try to find time on the streets or ask passers-by. But if you are rushing to your destination there is no time to do that. My application will offer opportunity to keep track of time in a convenient way.

I am very enthusiastic about my application because I am one of those people who would like to use it. I take Caltrain everyday to get to San Francisco. Sometimes when I get out of school a little bit later I miss my train for 1 minute. I saw many times how people run and missed a train be-

cause of 1-5 minutes. The goal of my app is to help those people like me.

This application is the first big project in my career that will give me an opportunity to try myself as a designer in different ways - UX/UI designer, visual designer and a researcher.



STATEMENT OF INTEREST



Jean-Jacques Sempé

His career started in France within the context of the Franco-Belgian comics industry. His "mute" watercolors or single image sketches, where the characters speak in pictures or not at all (but somehow manage to convey a rich story) slowly gained international attention. He won his first award in 1952 which is given to encourage young amateur artists to turn professional. His work has appeared as the cover of The New Yorker magazine many times. Sempé's full page cartoons appeared in Paris Match for many years.[1]

In the 1950s, Sempé became renowned for his creation of a character named Nicolas in his cartoons for Le Moustique, a comic book proposed by René Goscinny to Sempé.[4] Le Petit Nicolas appeared from 1954 in Le Moustique and Sempé drew upon childhood influences and memories to illustrate the comic. In 1960, the comic Le Petit Nicolas was published in Pilote magazine. It was unusual at the time modern children's literature given that it is centered around the experience of the child, rather than an adult interpretation of the world.



INFLUENCES



Jessica Hische

Jessica Hische is a letterer and illustrator hailing from Brooklyn NY. You probably first stumbled upon her work because of Daily Drop Cap, a project in which she illustrated an illustrative initial cap almost every day for over a year. She first began drawing fancy letters in college but really refined her skills while working for Louise Fili Ltd. Her work

has been featured in most major American design and illustration publications as well as a few overseas and she's been named one of Print Magazine's New Visual Artist (20 under 30) an ADC Young Guns and a GDUSA Person to Watch.



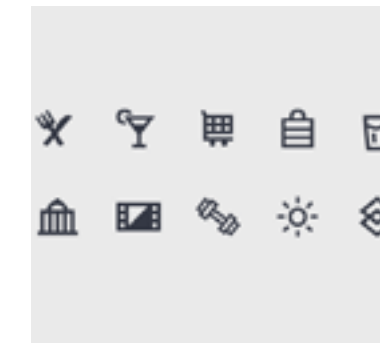
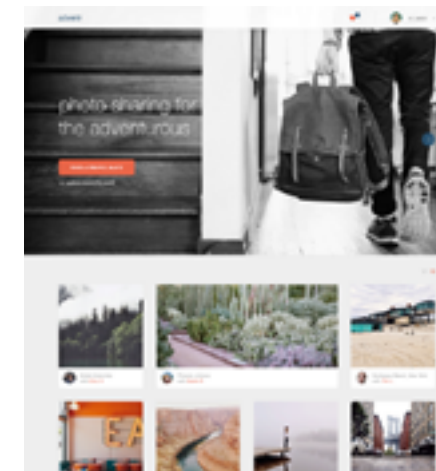
INFLUENCES



Meg Lewis

Meg Lewis is the owner and designer at Ghostly Ferns, a web design, branding and illustration studio based in New York City. She design for early-stage startups and small businesses. Meg has personally worked with 60+ companies to establish a visual representation for their product and company culture.

Meg founded Ghostly Ferns to spread the message of personable, clean design. She works solely with clients that are passionate and energetic about their product. As a former writer for Apartment Therapy, Meg comes from a blogging background and enjoys educating readers about various topics relating to design. She has taught numerous beginners design one-on-one and small class courses.



INFLUENCES

THESIS PROJECT PROPOSAL

I would like to create a mobile application that will help people to get to their destination on time by foot. The main feature of this application will be a sound alert system that will advise you to go faster or slower. In case if it's impossible to get to your destination on time the application will advise you the ways how to get there by public transportation like a bus or a taxi cab. There will be real time data, so it will be easier to understand when will be a next bus or where is the closest taxi cab to your current location. Also you can choose next train or a bus accord-

ing to schedule system of domestic transportation. Also there will be a favorite ways feature like user can choose a path that he/s he had before or choose different one, so user can make everyday commute more interesting. User doesn't need to choose the same destination again and again, he/she can choose it from list of favorites. This application will have a reminder feature (like task or to do list). This feature will remind users about next meeting, next train or something else.

the top things Americans hate the most on a day-to-day basis
No. 1: housework
No. 2: the daily commute



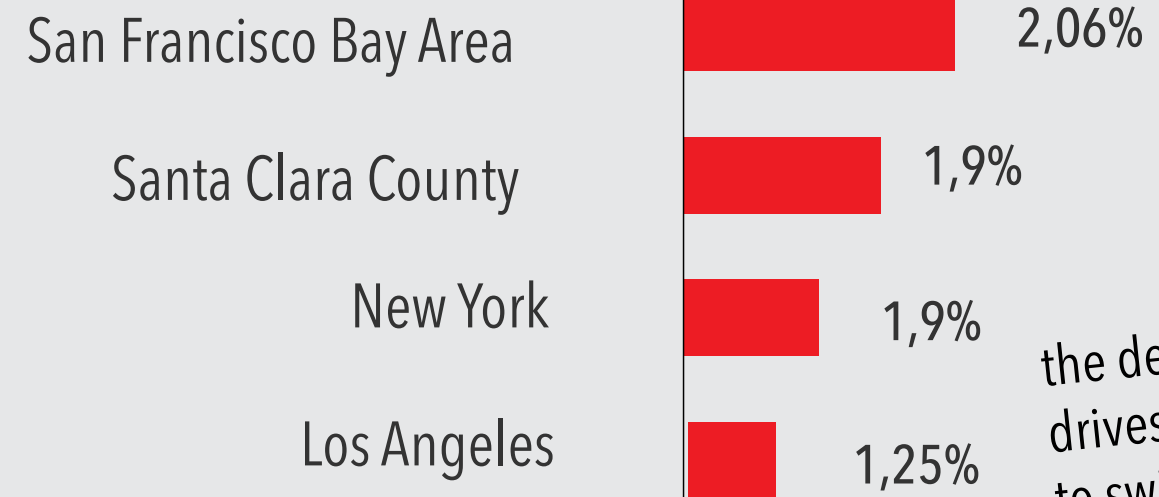
56% Americans own smartphones
68% 18-29 years old
59% College+ degree
62% \$ 75K+ income

the average commute in the USA lasts
25.4 min

Commuters with more than an hour each way rose to **11.1 million** in 2012, up **300,000** from 2011



mega-commuters *



* the percentage of full-time workers with morning commute at least 90 minutes

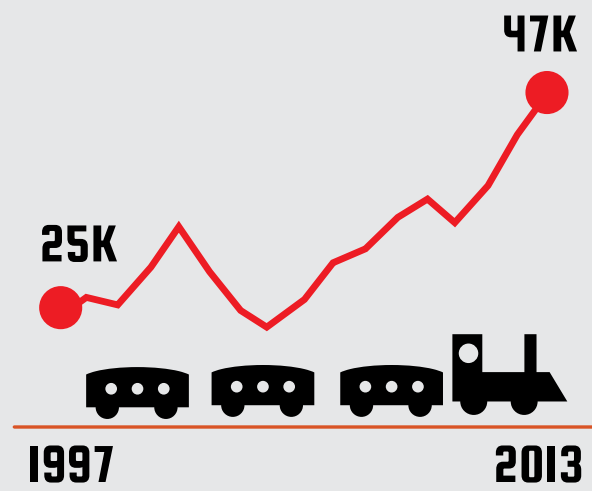
the desire for predictability drives many commuters to switch to mass transit

74 % of adult smartphone owners said they use their phone to get directions or other information based on their current location

60% of 16-34 year olds use a phone as their primary timepiece

women tend to be unhappier about long commutes than men

Caltrain Average Ridership Trend

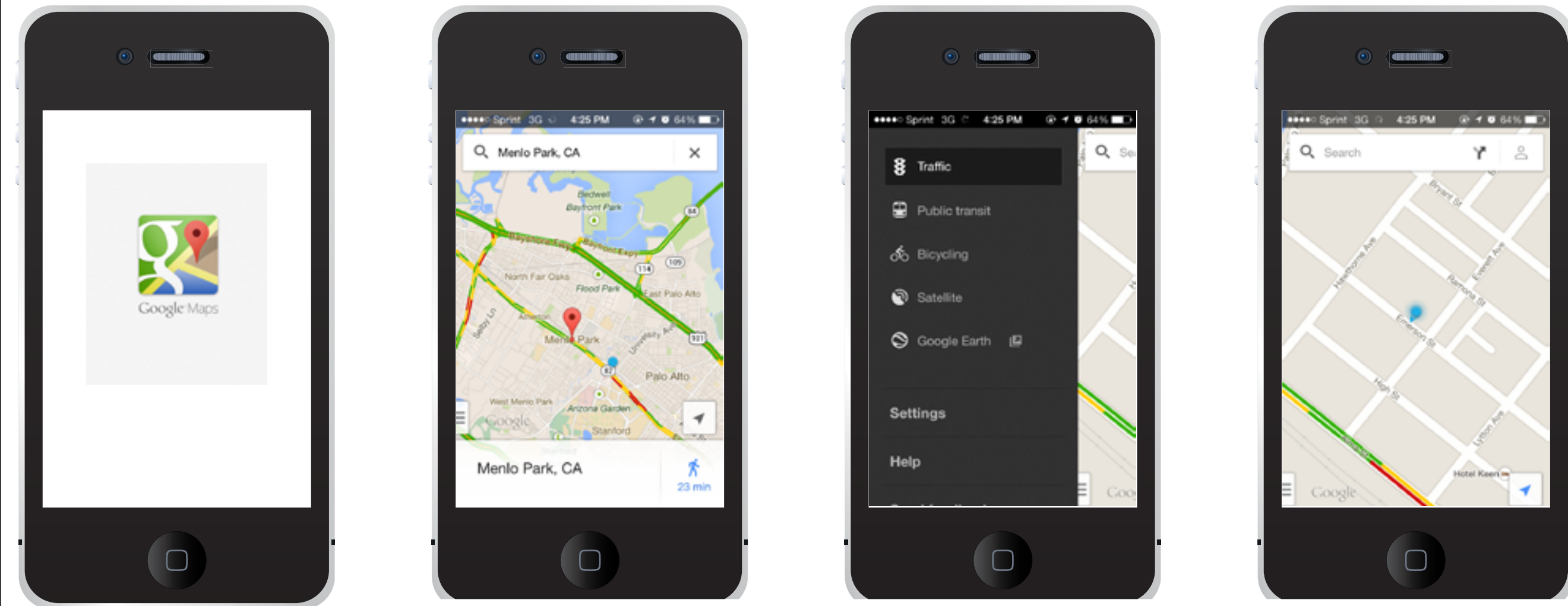


COMPETITORS

There are a lot of map-based mobile applications that calculate your time and a path to a destination, but none of them keep you informed how fast you need to go. Google maps, Transporter, 511 Transit and Muni app help people in San Francisco to calculate estimated time of getting to a specific location,

sounds directions, but they don't have sounds alert how faster you need to go. Walk watch, walk tracker, walk with map apps are sport-directed apps that have sound alerts and information about user's speed, but they focus on walking as a sport activity.

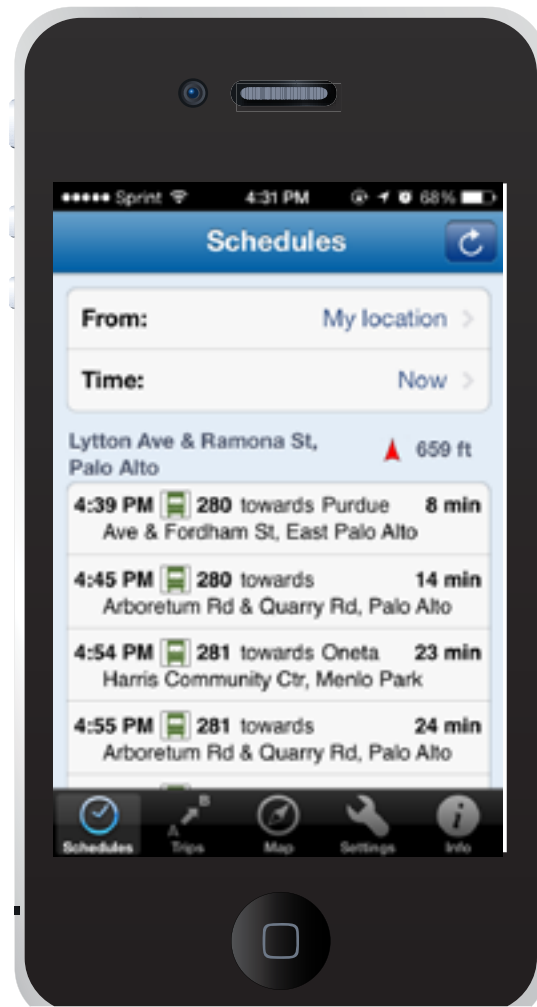
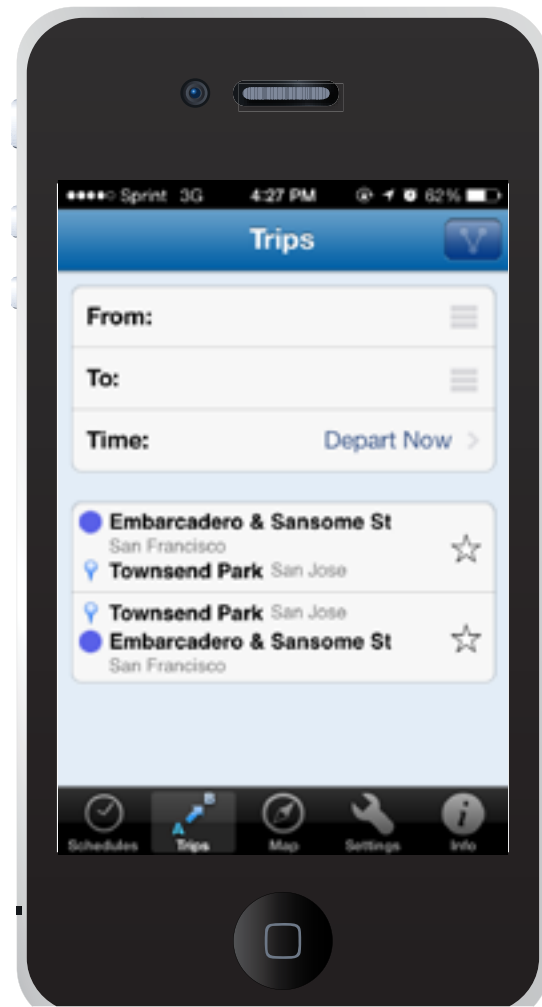
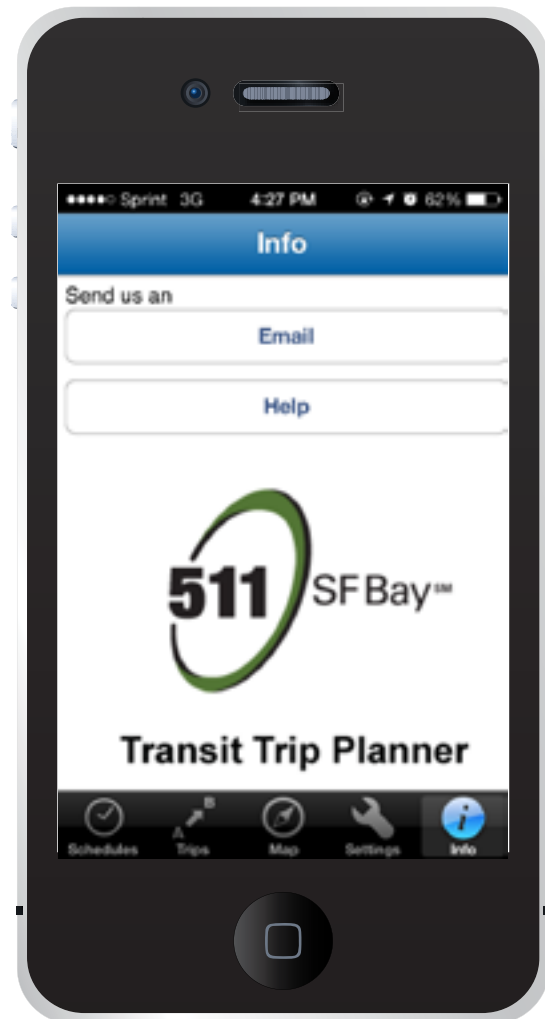
COMPETITOR #1



Google Maps

This app is a good for any kind of transportation. User can find routes and get sounds alerts, but one feature is needed for walking people is speed of user and speed sounds alerts that can help users to get to any place on time.

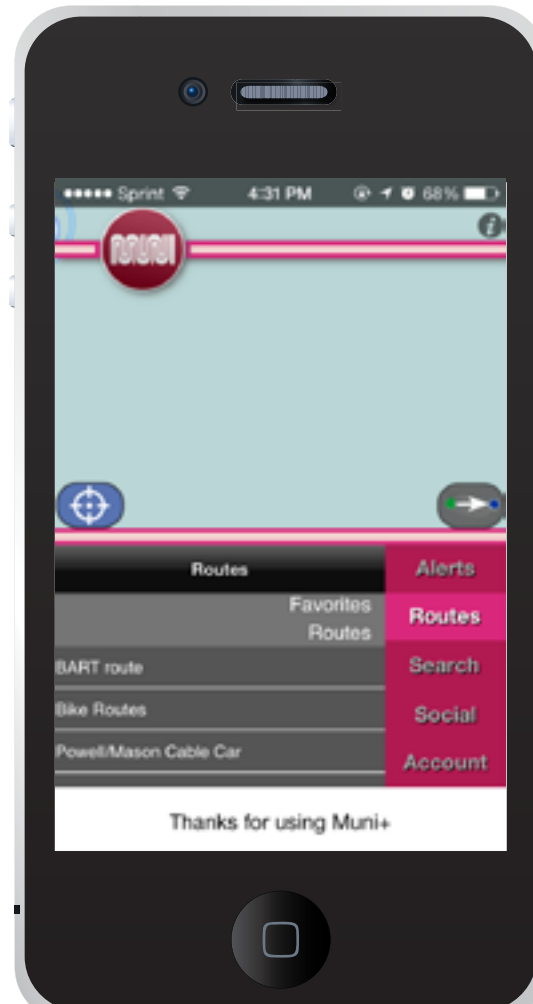
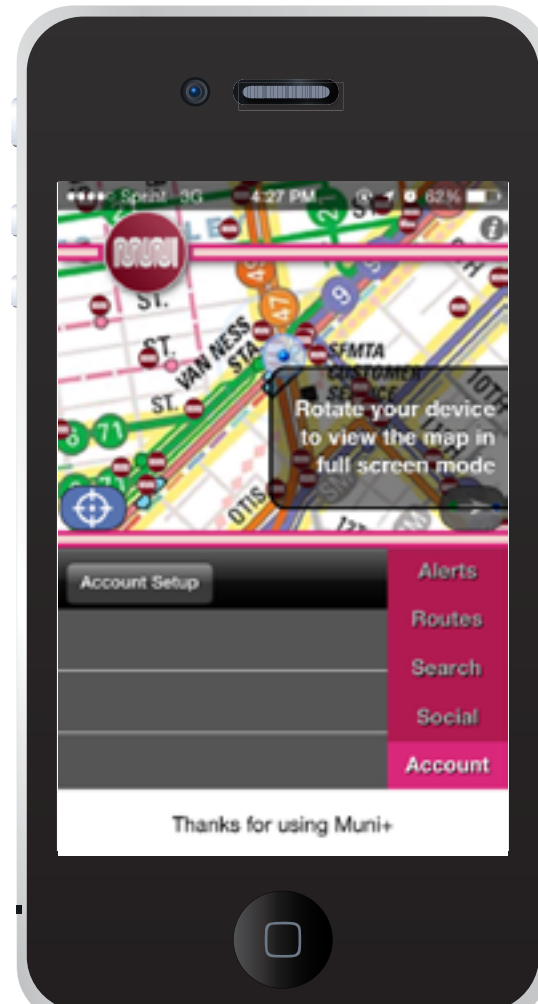
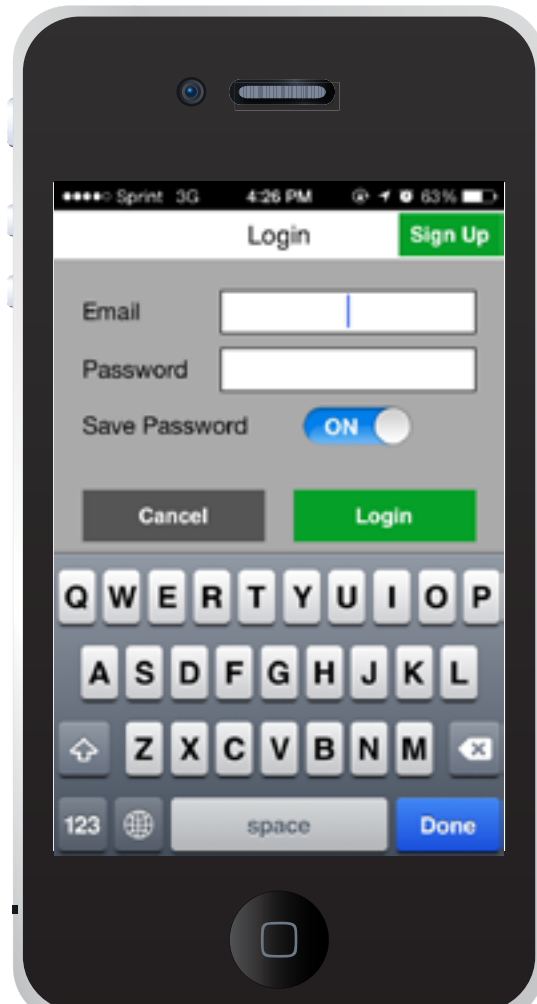
COMPETITOR #2



511 Transit Trip Planner

This app offers different routes in San Francisco Bay Area. This app has a real time data, so users can know where will be next train or bus.

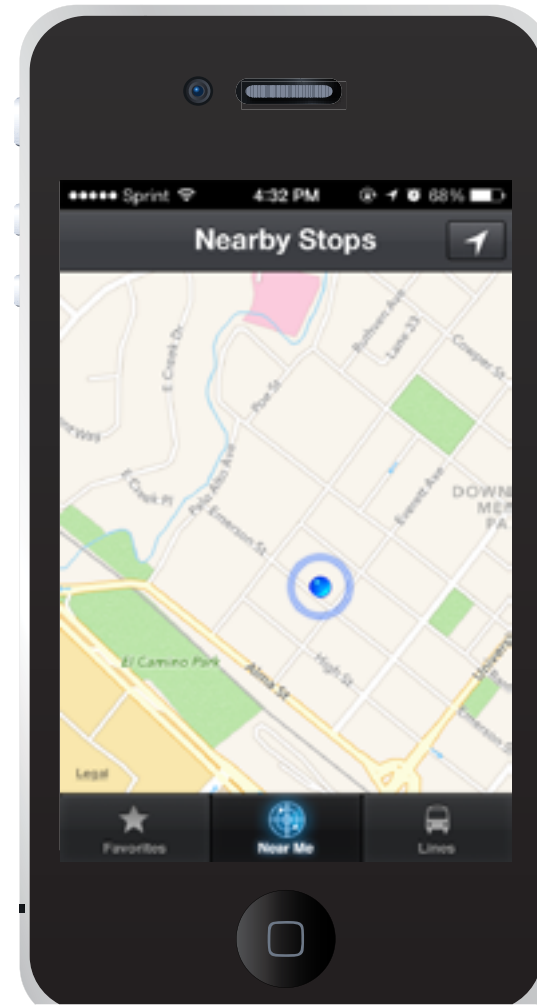
COMPETITOR #3



Muni app

This app has a real time data and function of social sharing (twitter), so user can get an idea where is a muni bus. Also this app has information about taxi.

COMPETITOR #4



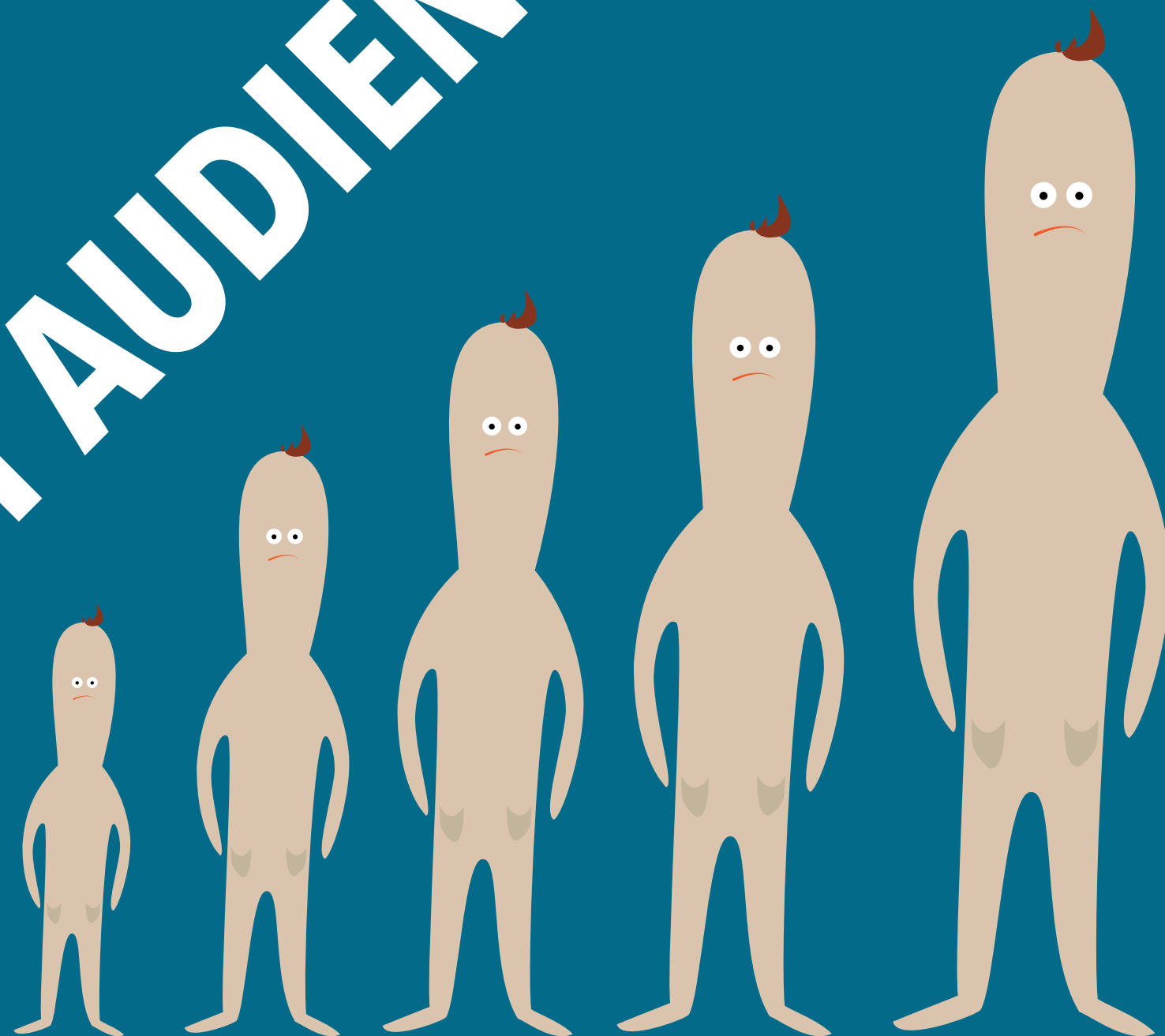
Transporter

This app focuses on public transportation in San Francisco. The app has a real time date, so user can get an idea where is a muni bus and how long he/she needs to wait for it. Transporter app has a very nice design.

COMPETITIVE MATRIX

	real time date	real time user's progress (user knows if he/she will be on time or not)	map-based	sound alert system	visual design	GPS	social sharing
Google Maps			●		●	●	
511 Transit Planner	●		●			●	
Muni app	●		●			●	
Transporter	●		●			●	●
Punctual me	●	●	●	●	●	●	

TARGET AUDIENCE



After user's research, a survey and interview I consider as a **primary target audience** of my application working people from 25 to 54 years old, who usually get to workplace by foot. Special category is the people who live in one city and need to commute to another one. Everyday they take Caltrain, bus, muni or ferry and a walk to get to their workplaces or meetings. They depend on schedule of work and

transportation, that's why it's so important to be on time.

As a **secondary target** audience of the application I assume everyone who needs to get to a destination by foot. People can use in any case that required some punctuality from walk to a groceries store across the street before guests come to catching a flight in a new for user airport.

During my research I interviewed some people who are potential users of my application. There are students, employees of IT companies and housewives among interviewers. Everyone has a different background

and day workflow, so it proves that people with completely different lives need my application to accomplish different goals. They told me how they would like to use this application and how it change their life.

USER'S PERSONAS



Ben

very responsible manager at San Francisco office

Demographics

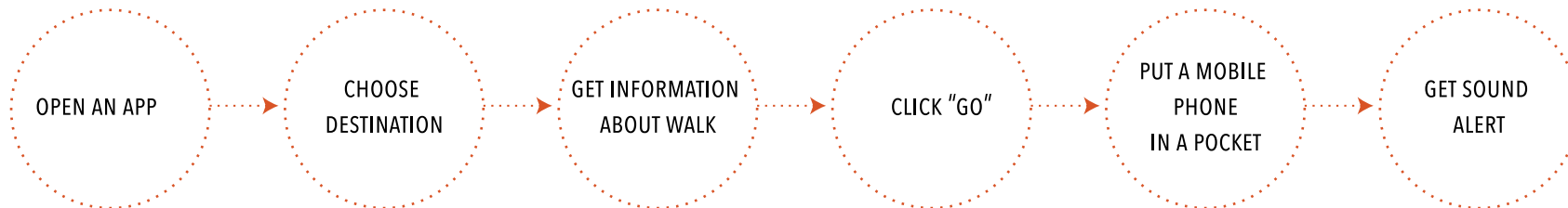
Age: 29

City: San Mateo

Occupation: manager

Commuting: from from San Mateo to San Francisco Downtown for work by public transportation and foot

User Flow: to be on time



“

My absence can be crucial for a team. I am responsible for a whole project.

”

Needs

To have an app that can manage walk and push information notifications.

Goals

To be in the office everyday at 9AM. The main goal is to enjoy walk and be sure that you will be on time. This work can do something else like app,

that can do just a simple math and give me some information about my walking.

Frustrations

I don't enjoy my walk to the office. I need to be sure that I will be on time. I am always in a hurry, because cannot manage my time properly and scary to be late.

Background

Il am a manager at IT-company, that located in San Francisco downtown. Usually I take a Caltrain and after that I walk to my office. Public transportation is not the good idea, because every morning there is a traffic jam, so I prefer to rely on my foot, because from Caltrain Station to Downtown only 20 min. Sometimes Caltrain is late, so I cannot grab some coffee on my way to the office, because I know how important to be on time. Pretty frequently I don't enjoy my walk with-

out coffee and fresh donut.

I need to go to San Francisco everyday to start meeting. I am a team leader, so every morning we have a meeting for assigning tasks. The team doesn't start working without me, because I am a key person for some projects. I live in San Mateo, because it's much cheaper and more safe for family. I have a wife and a little son. We are planning a second child, that's why we need some more space.

USER'S PERSONA #1



Kate

busy housewife with 3 children

Demographics

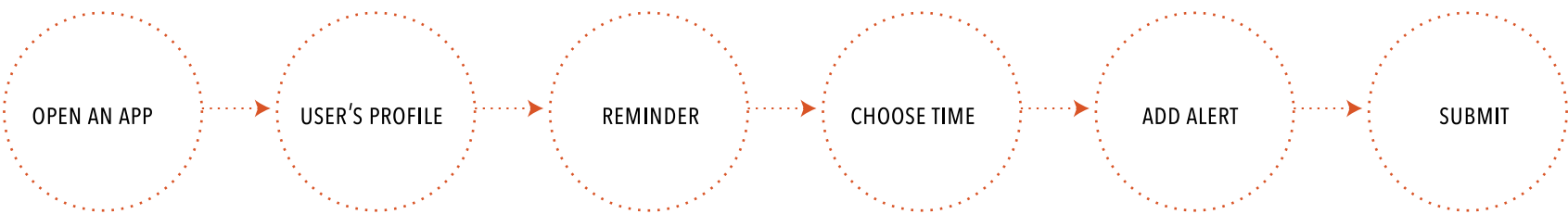
Age: 32

City: San Francisco, SOMA

Occupation: housewife

Commuting: from school in Hayes Valley to children art classes in Downtown by public transportation and foot

User Flow: add a remind



“
I need to take my children everywhere: school, swimming pool, art classes, so I will be sure they are doing good.
”

Needs

She needs an app that will track her speed with children, so they can get on time for classes. It's hard to hurry up with children, so app can show shortest

way to get to school and can give a quick hint how fast they should go. It can transform to a game for kids.

Goals

Her goal is to be on time after children school and classes, and to take children to swimming and other classes. Everything has a schedule, so

it will be convenient an app that can help to do everything on time. It's hard especially with little kids.

Frustrations

Many people think that housewife is not work, but it does. I have a pretty busy schedule. I take care about whole family including my husband and my and his parents. In addition to cleaning a house, take children to all their classes and preparation food I need to keep in mind doctor appointments, friends meetings, birthdays. It is hard to keep in schedule time when I need

to take my children, will be I on time there or not, how long it takes to get to their school, have I time to quickly buy some food. I would like that someone else can calculate my walking without me or solve the problem how to get to my destination on time even if I go late.

Background

My life is my children, it's everything for me. I gave up my job for them. I want to put as much effort of development as I can in them. I want to develop the different skills that's why we always need to be on time in school, music school, swimming pool and library meetings. In addition to

a strict schedule that depends on my children's activity I have free time when I need to wash clothing and cook food for them. I need an app that can help to do everything on time. Raising children is not easy.



Erik

“ I love to take candid photos on my way to University. I always choose another path to my building of Academy to meet different people and their stories on the streets. ”

Demographics

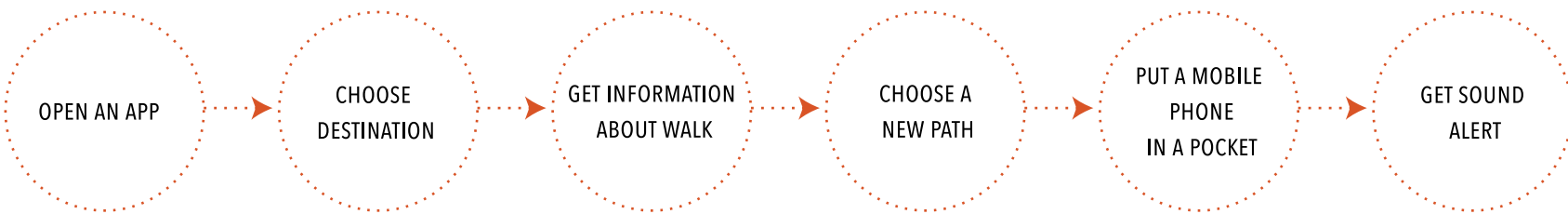
Age: 27

City: San Francisco, Sunset

Occupation: student

Commuting: from Sunset to Downtown of San Francisco by public transportation and foot

User Flow:choose different route



Needs To have a service that will offers me the different ways to get to the same places by foot on time.

Goals I want to walk on different streets everyday on my way to the school. I like to take photos on my way, so I need something that will manage my time and I will still be on time for my classes, because I need to come

to my class 15 minutes before and check my email, submit a homework, ask instructor my questions and have fun with classmates, because we don't have much time on the break to hang out.

Frustrations San Francisco is different to me. Often I cannot find a street or I can get lost. I need something to guide me around and offer different interesting streets.

Background To be a photographer was always my dream. Now I am a student at Academy of Art University. I came from China to here to pursue Photography major. I have an uncle here, I live in Sunset with him, so it's much cheaper from me. The property prices are crazy here.

Everyday I take Muni to get to Downtown and when I walk to University. I choose different stops and walk to

my building. It's good that almost all buildings are close to each other, so I don't need to take a school shuttle, because of traffic in downtown. Also I like to walk because I have always my small Nikon with me in case if I see something interesting and take a photo. I try to choose different streets everyday, because they have different lives. San Francisco is my photo-project. I wanna freeze the beautiful moments in this city in my photos.



MEET BEN. He is very Responsible worker.

He dreams about salary raise, position raise, respect from boss and vacation on Hawaii



His daily morning looks like this: he brushes his teeth every morning, misses his 6.13 train, comes late to work and gets dressed



One day his friend showed a "Punctual me" app.



Next day he tried this app he pushed button "GO"

Put destination and choose time by swiping clock around

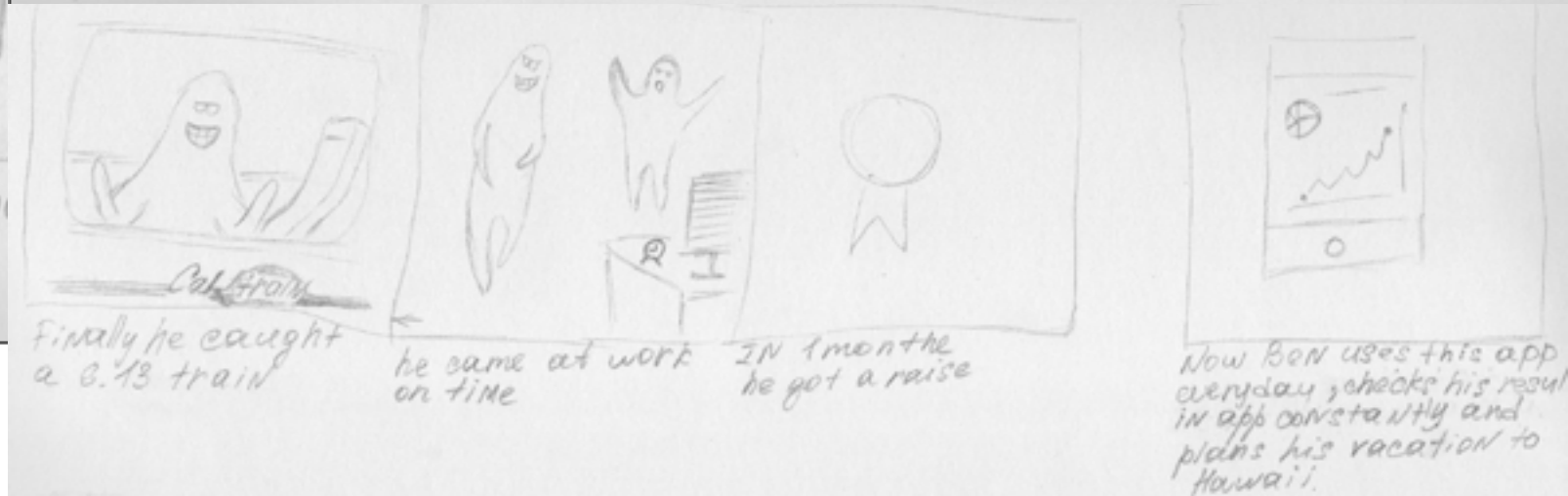
Confirmed his decision



He put his phone in his pocket and ...

RUN

HE GOT AN ALERT THAT HE SHOULD HURRY UP. HE INCREASED HIS SPEED

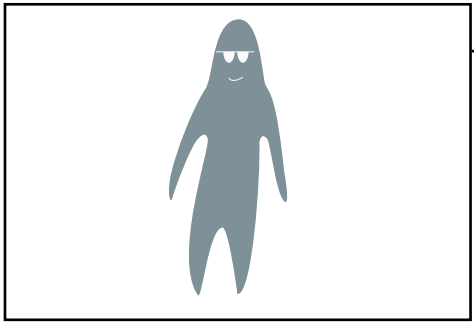


Finally he caught a 6.13 train

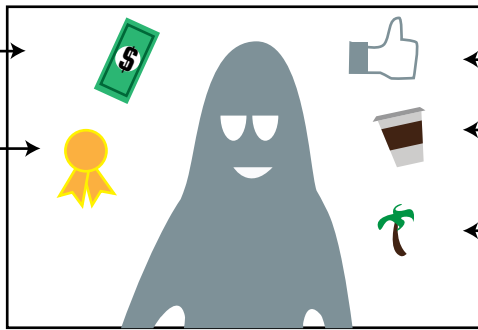
he came at work on time

IN 1 month he got a raise

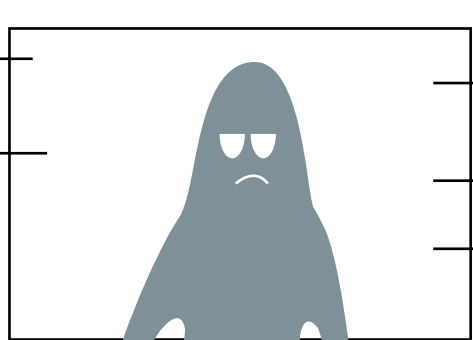
Now Ben uses this app everyday, checks his result in app constantly and plans his vacation to Hawaii.



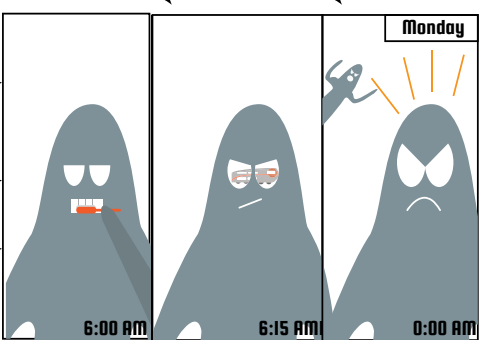
Meet Ben. He is a very responsible worker.



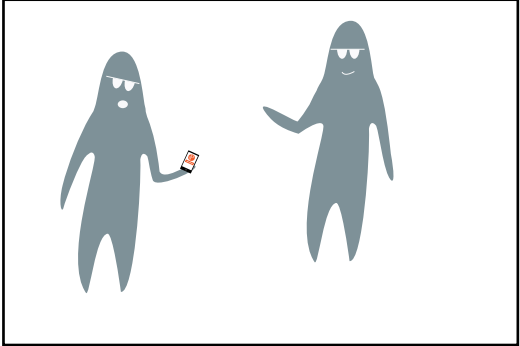
He dreams about salary raise, position raise, the respect from boss and vacation to Hawaii (each item goes from side. see arrows)



Ben doesn't have all these because... (each item goes away in the same order)



His daily morning looks like this: he brushes his teeth, missis his 6.13 train, comes to his office late and gets dressed down by his boss (a screen divided by three: each comes next to each other. The Days changes on the right top. On the second part there is a reflection of a Caltrain in his glasses and sound of Caltrain)



One day his friend showed him a "Punctual me" app



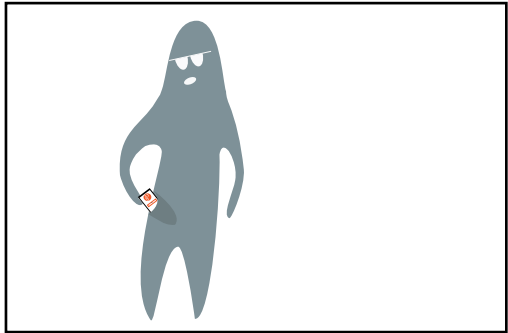
Next day he tried this app. First he pushed button "Go"



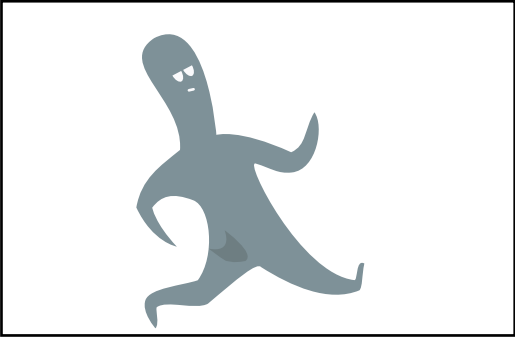
Then he typed his destination and chose time by swiping around the clock



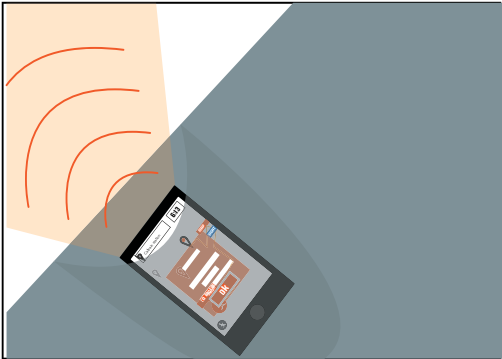
Next he chose a route and confirmed his decision



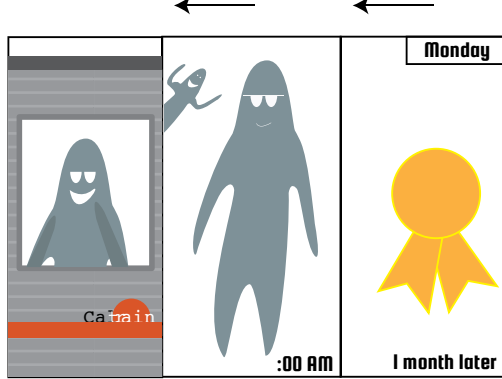
He put his phone in his pocket and...



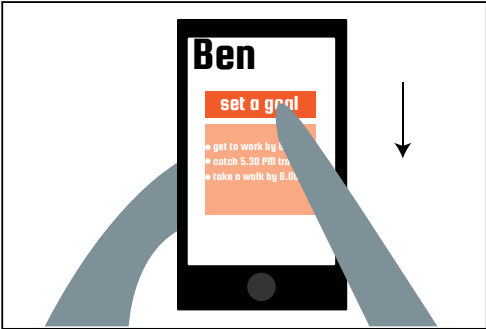
went to the station



He got an alert that he should hurry up. He increased his speed.

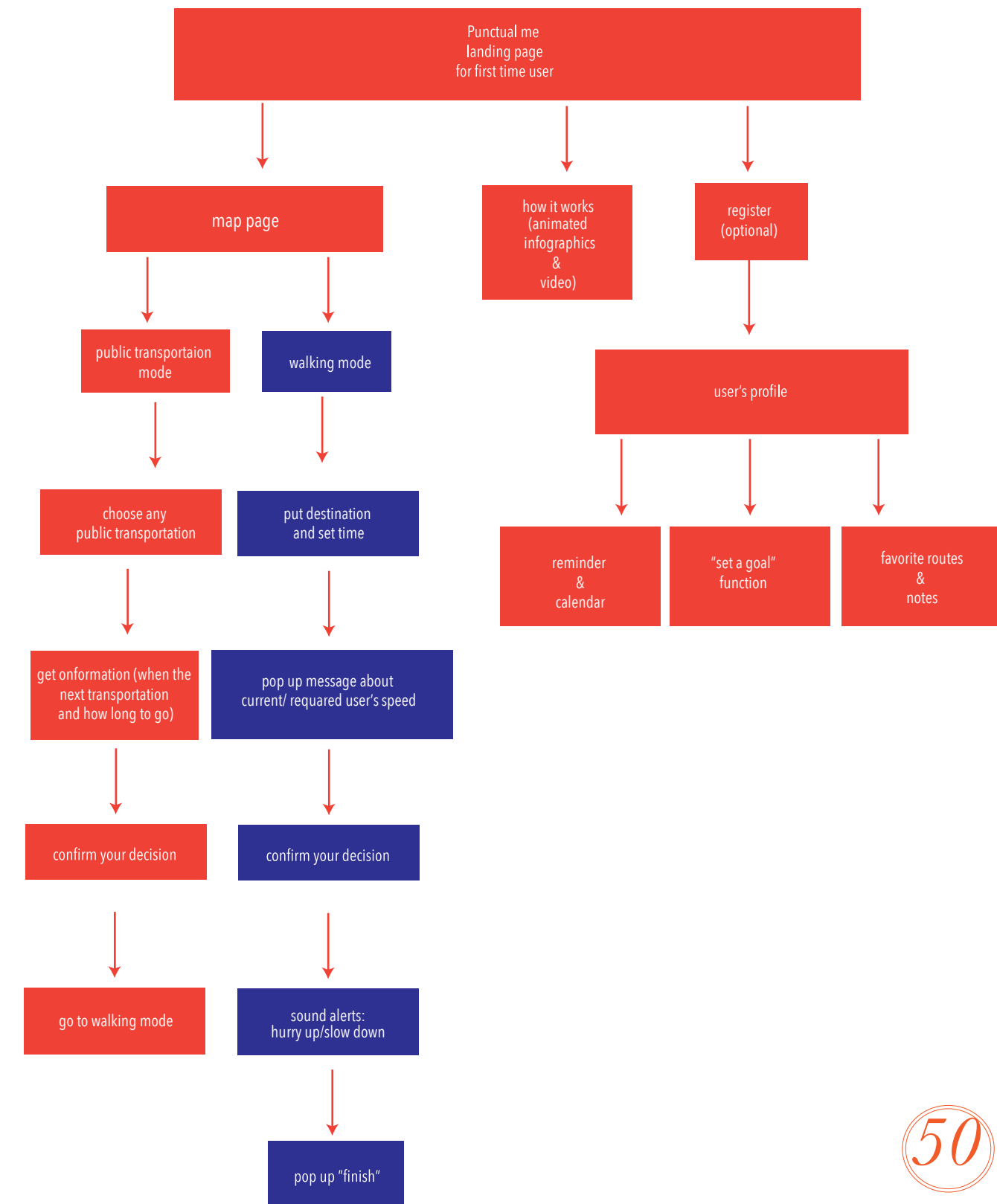


Finally he caught a 6.13 train (sound of Caltrain) He came at work on time In one month he got a position raise



Now Ben uses this app everyday, he sets his daily goal (swipe down to see previous goals)

SITE MAP

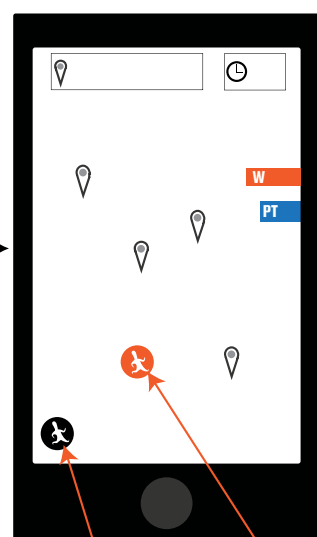


walking mode

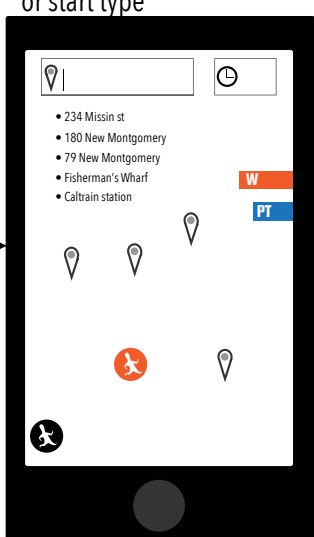
landing page for first time user



walking mode by default



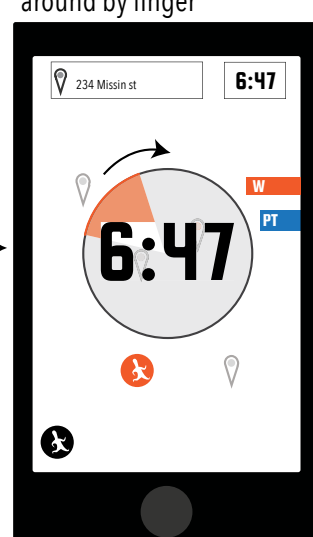
swipe down to get previously visited places or start type



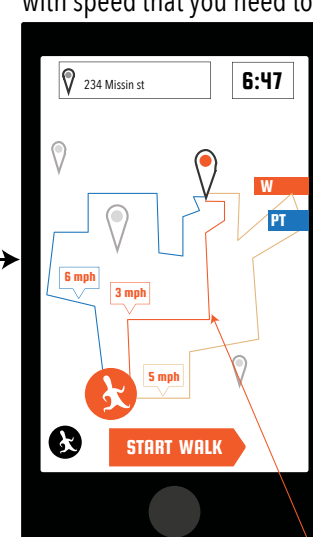
click on any pin to put it in input box



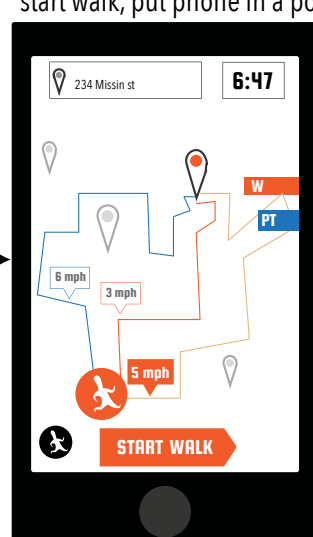
click on clock symbol and swipe clockwise around by finger



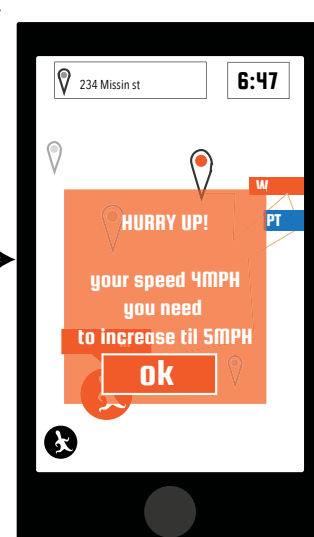
app offers different routes in different colors with speed that you need to go



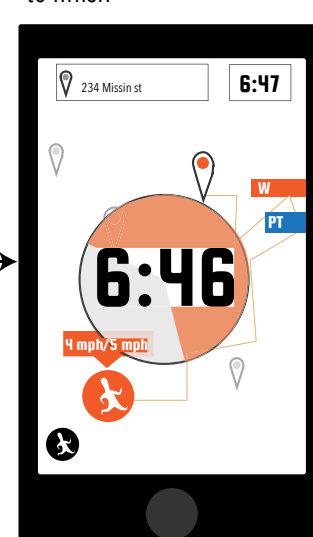
click on speed that you prefer and swipe or click on start walk, put phone in a pocket



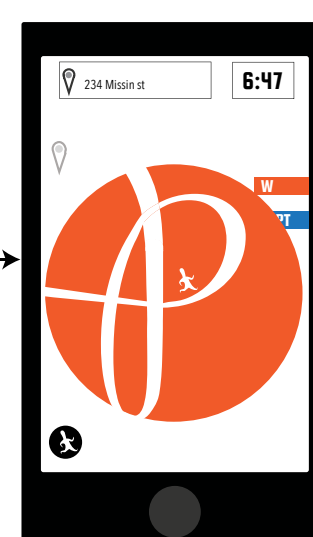
sound alert and notification



count down before 1 min to finish



finish

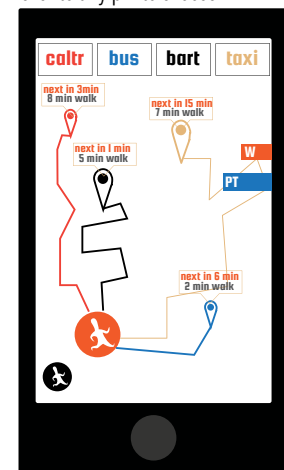


you are here: you can taphold this icon to put this address to your favorite
click to see where you are, taphold to go to profile

taphold on any route place to add it to history; taphold again to remove from history

public transportation mode user's profile

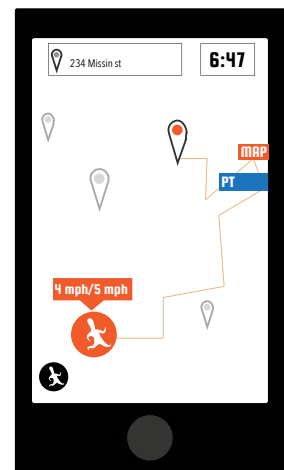
public transportation mode with colored routes to the closest transportation to use with time about next bus, train etc; click to any pin to choose



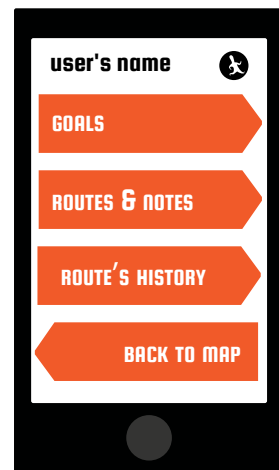
you can always change your mind and click to another pin with another transportation; when you click start walk you automatically go to w mode



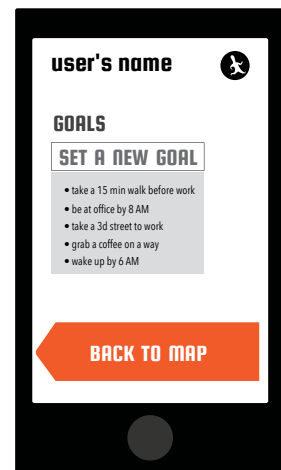
yo get to user's profile you need taphold on a black icon on the bottom



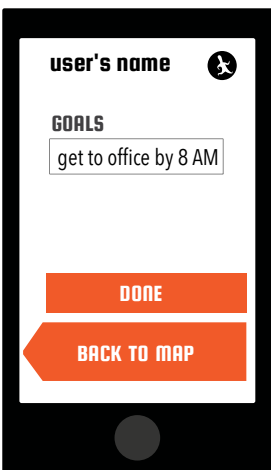
swape to get to any of these sections



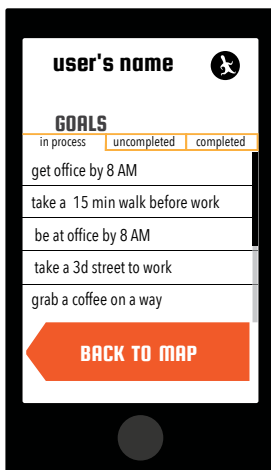
swipe down to get previous goals



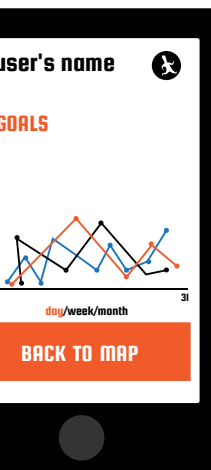
click done and get the list of your goals



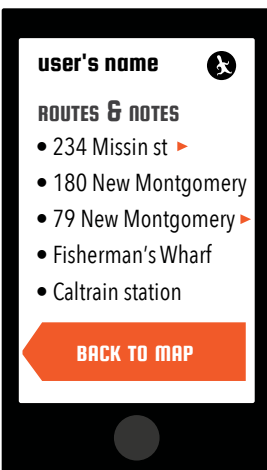
blue -current goal, black-uncompleted, red- completed



you can see statistics by day, week & month



red square is a note, click on address to see



click again to go to a list



TEHNICAL SPECIFICATION

JavaScript

jQuery

Google API

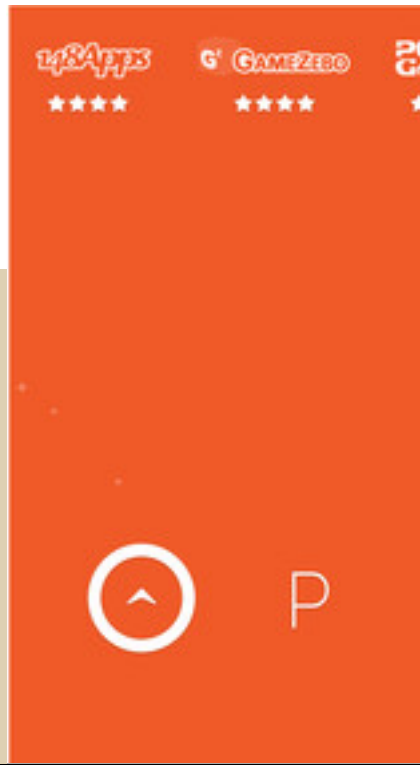
HTML5

CSS3

CSS3 animation

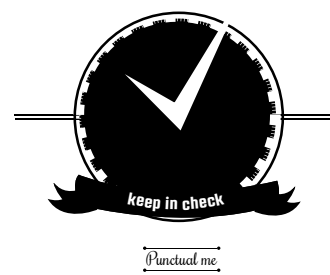
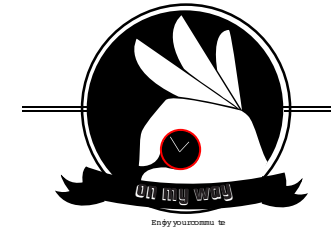
Phone Gap

MOOD BOARD

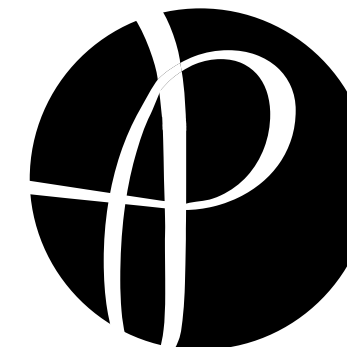


LOGO DEVELOPMENT

*Different versions of
logo*



Final version



Squada One

Avenir Next Condensed

Ultra Light

Ultra Light Italic

Regular

Italic

Medium

Medium Italic

Demi Bold

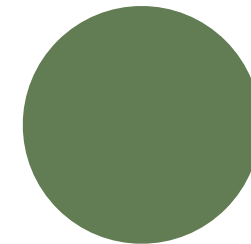
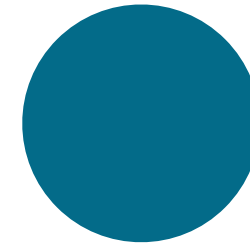
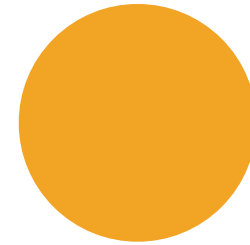
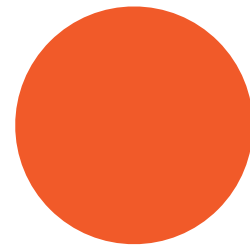
Demi Bold Italic

Bold

Bold Italic

Heavy

Heavy Italic



VISUAL DESIGN

PROOF
OF CONCEPT VIDEO

TIMELINE

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