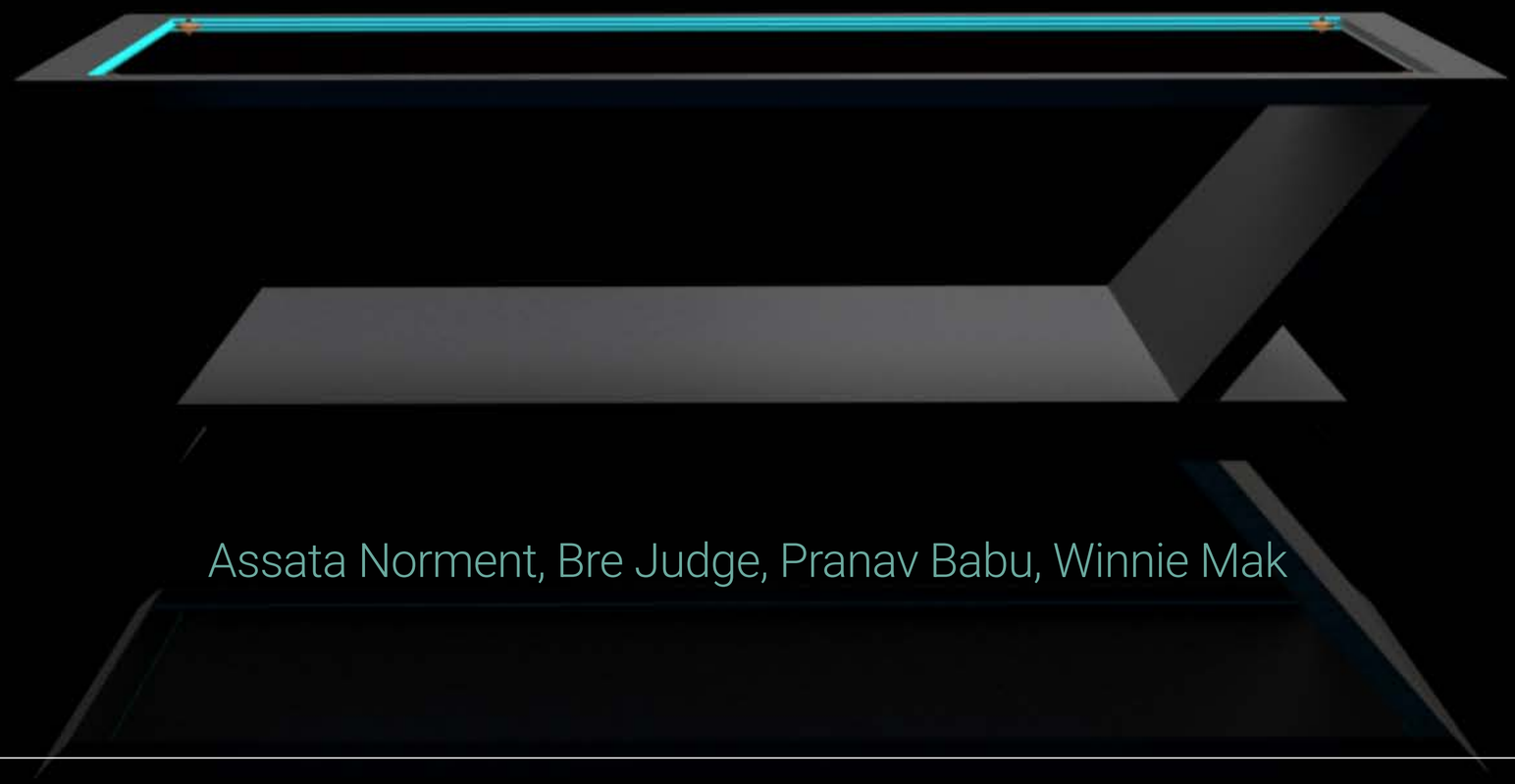
ZENITH

- BE PART OF A BIGGER CONNECTION -



Assata Norment, Bre Judge, Pranav Babu, Winnie Mak

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Meet the Team

Assata Norment

User Experience Major
Sequential Art Minor

Bre Judge

User Experience Major
Graphic Design Minor

Winnie Mak

Graphic Design Major
User Experience Minor

Pranav Babu

Industrial Design Major
Production Design Minor

Project Timeline

week

1

Discover

Begin to discuss a topic
Prepare project propsal

2

Project Proposal

Present project propsal
Cultural probes
Continue secondary research

3

Define

Continue with Secondary research
Work on Personas
Journey Maps

4

Define

Affinitize data
In class review
User scenarios
How might we's

5

Midterms

Prepare midterm presentation
Document feedback

6

Design

Develop prototype
Develop UX requirements
UX evaluation

7

Validate

User testing
Refine prototype
Prepare for concept check in

8

Refine

Continue to user test
Final round of evaluation
Finalize plan for vision video
Final deliverables

9

Refine

Continue to work on deliverables
Peer reviews

10

Deliver

Final presentation
Wrap up

01 Research

Issues We Noticed from Research

Remote work culture is on the rise, which creates a need for a platform that can easily show 3D models to each other without the need of being in the same physical space. Another issue we found is people often lack personal connection when engaging in online calls, which defeats the whole purpose of connecting to people online. People often experience issues - hardware and software, which is another thing that leads to feeling disconnected from people you are intended to connect to.

To gather information we first created a survey and posted it on our social media acounts and we had a total of **76** people contribute.

Questions In Our Survey

-How old are you?
-What is your gender?
-What is your occupation/student status?
-How comfortable are you with technology?
-What is your working preference?
-How many times a week do you meet on online platforms?
-Why do you engage in online meetings?
-If applicable, what kind of technical difficulties do you encounter while working in an online environment?
-What makes online meetings engaging?
-Are you willing to participate in an interview or diary study?

From our survey we noticed that people aren't often engaged during online meetings, meaning they are often doing something else like being on their phone, homework, or even talking to someone who is physically with them. With that, peopel are bored and tired of online meetings that are full of connection errors, people not familar with the software, and lack genuine personal connection. Even with all these issues, people still would rather meet online rather than in person. **This stems from the convenience of these online calls, so what if you had the convenience to share files easily while still being able to connect with people who aren't there?**

02 Opportunity Area

Area of Opportunity

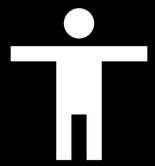
Through our research, we noticed that there is a gap in the market for a platform that allows people to virtually engage in real life situations with a humanizing aspect. We hope to eliminate problems such as connection issues and communication issues while increasing engagement.

How **Might** We

Develop
dimensional
experience

Prosper
meaningful
interactions

Improve
usability



Increase
accessibility

How might we design a product that...

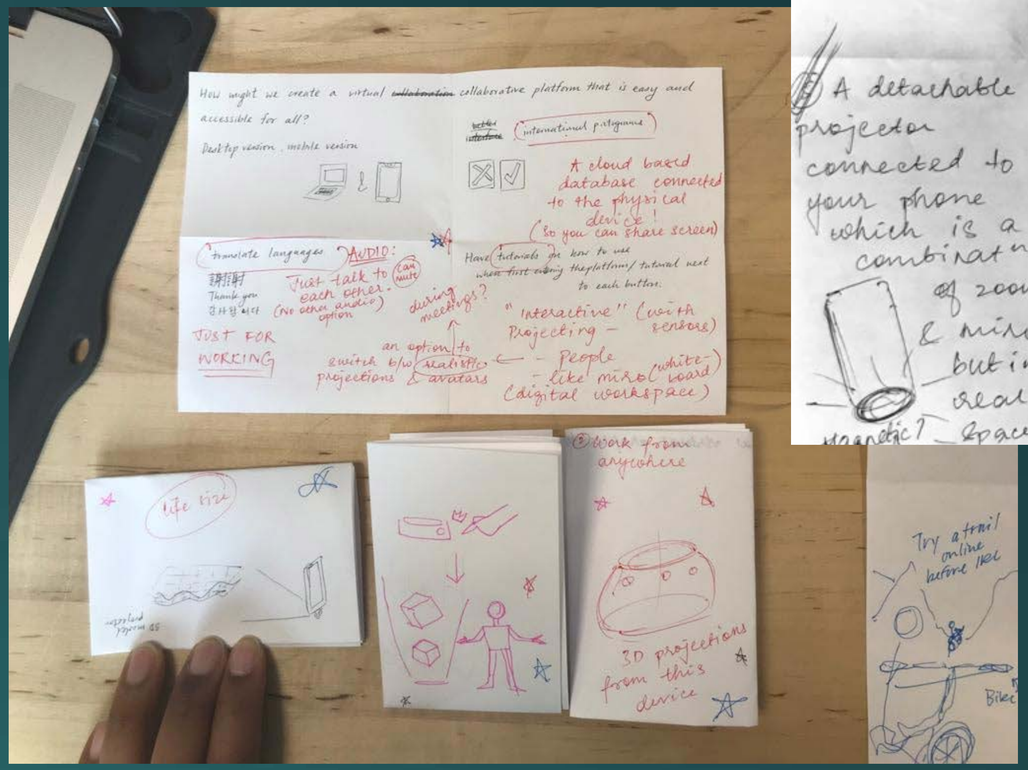
can display a dimensional virtual experience to provide users with meaningful digital interactions?

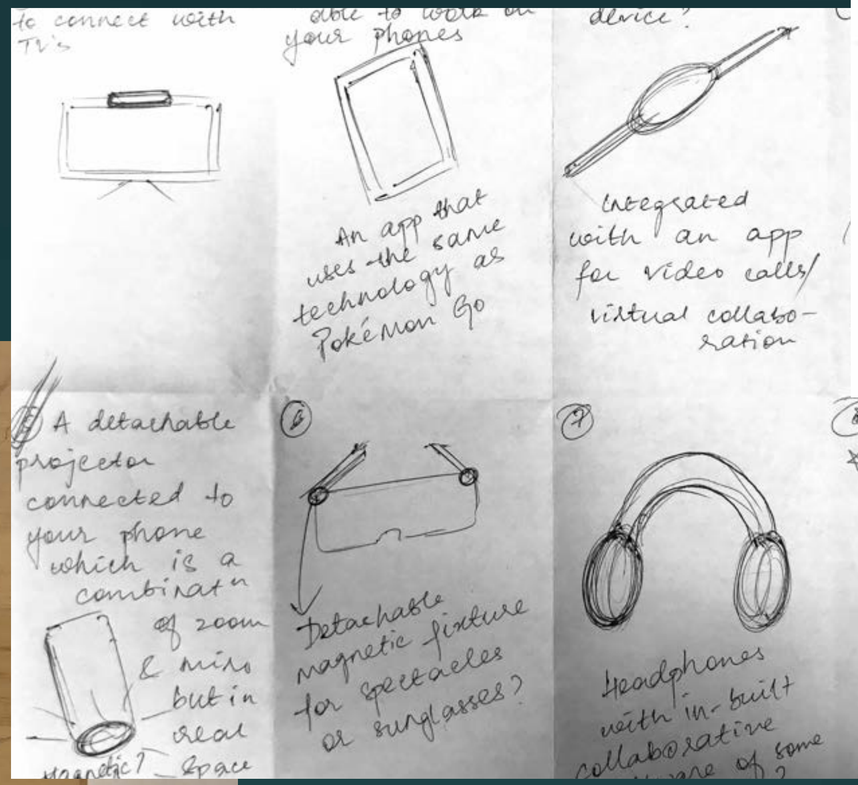
is a virtual collaborative platform that is easy to use and accessible to all?

enables doctors, professors, and medical students to share 3D files that they can simultaneously see in two different locations?

03 Ideation Process

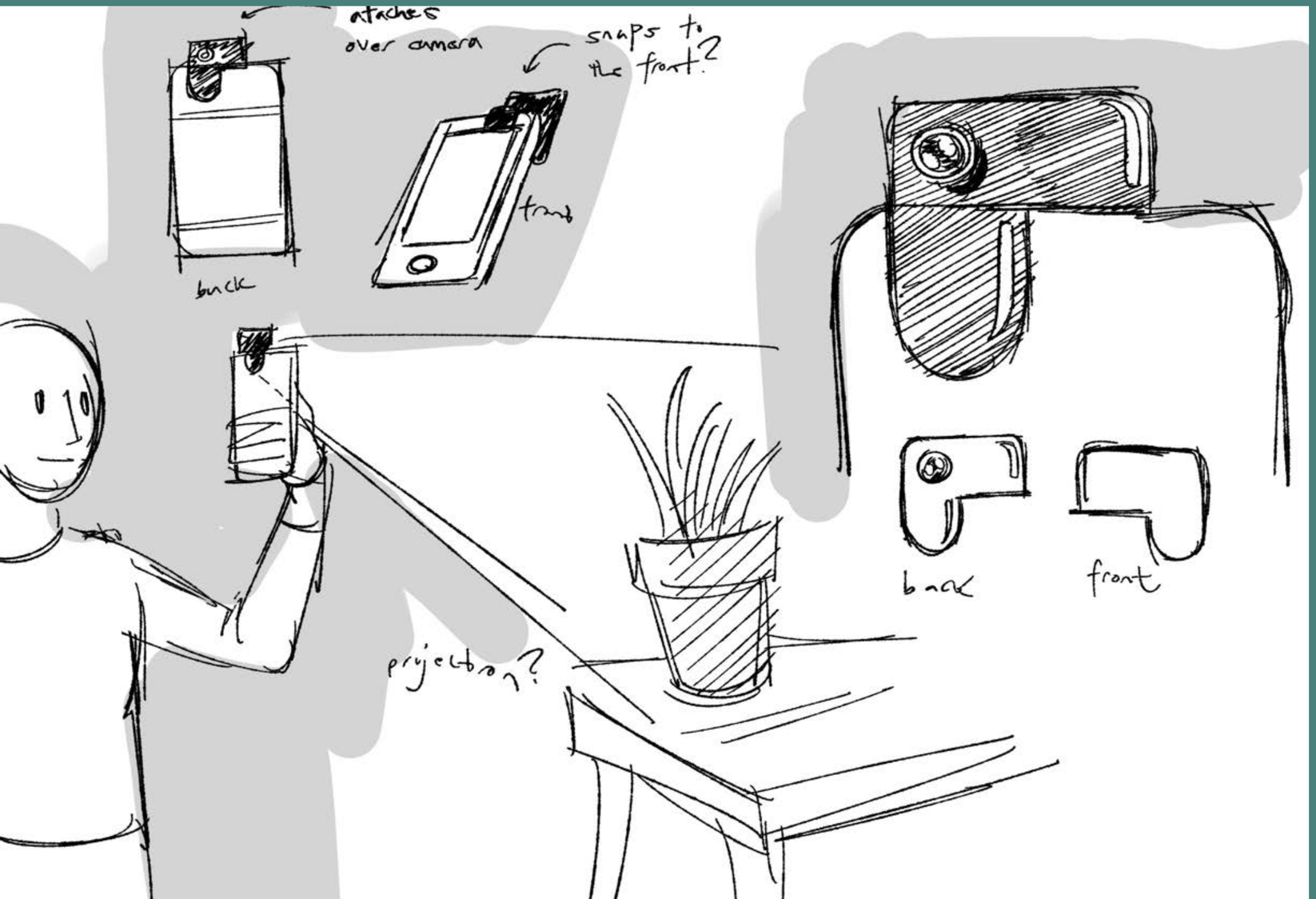
After gathering our research and insights we began to quickly sketch up some ideas... we had 128 total sketches



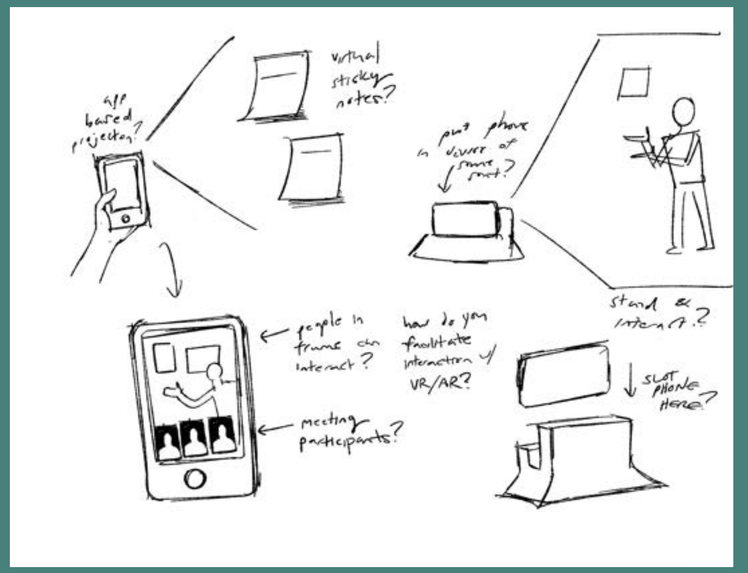


Three of them really attracted us and we continued to refine them a little more

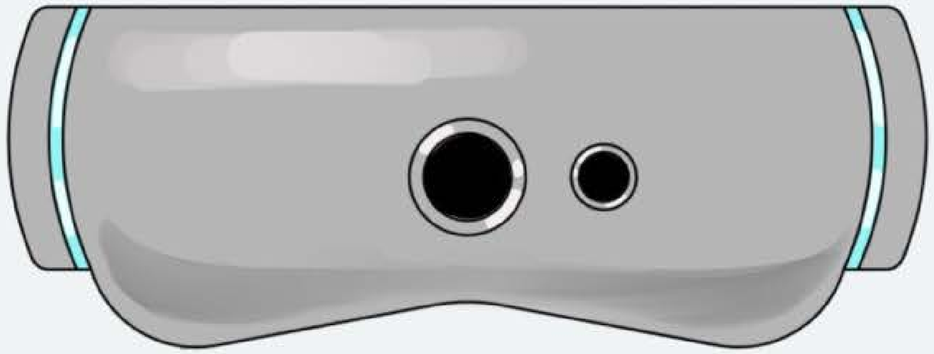
Idea 1:
Portable Projector



The frist idea features a projector that can project. Quickly attach and detach from your phone or computer, creating a 3D projection right from your phone. As a group, we felt like this idea wasn't as exciting as our other ones. We did really enjoy the thought of a 3D projection and that carried on to our final ideas.



FRONT



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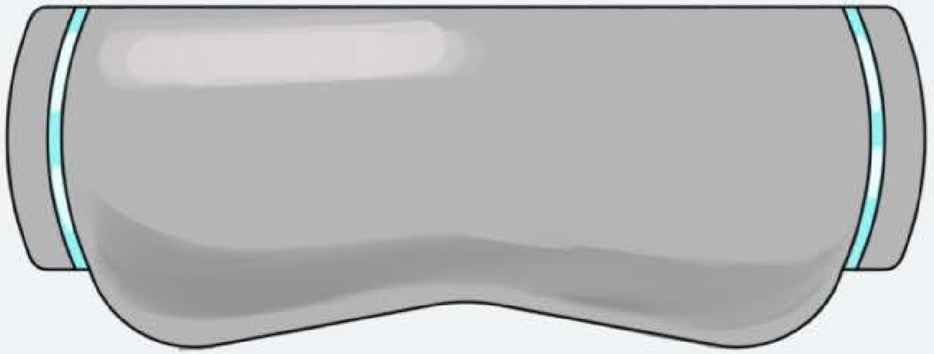
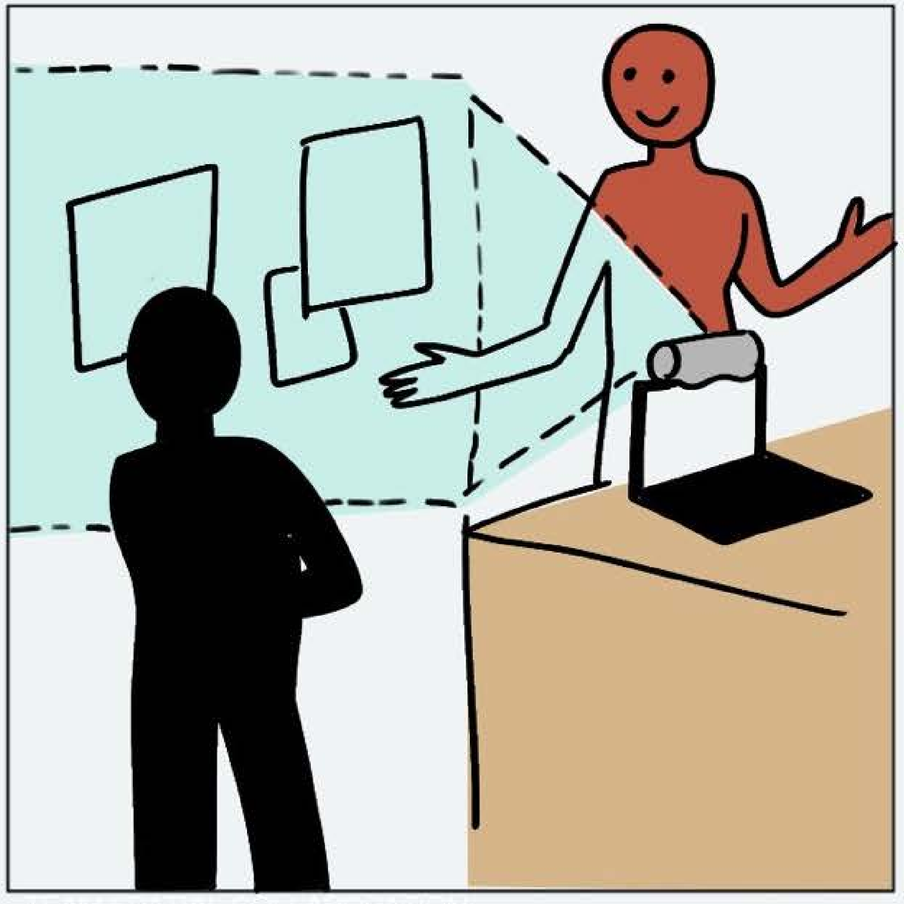


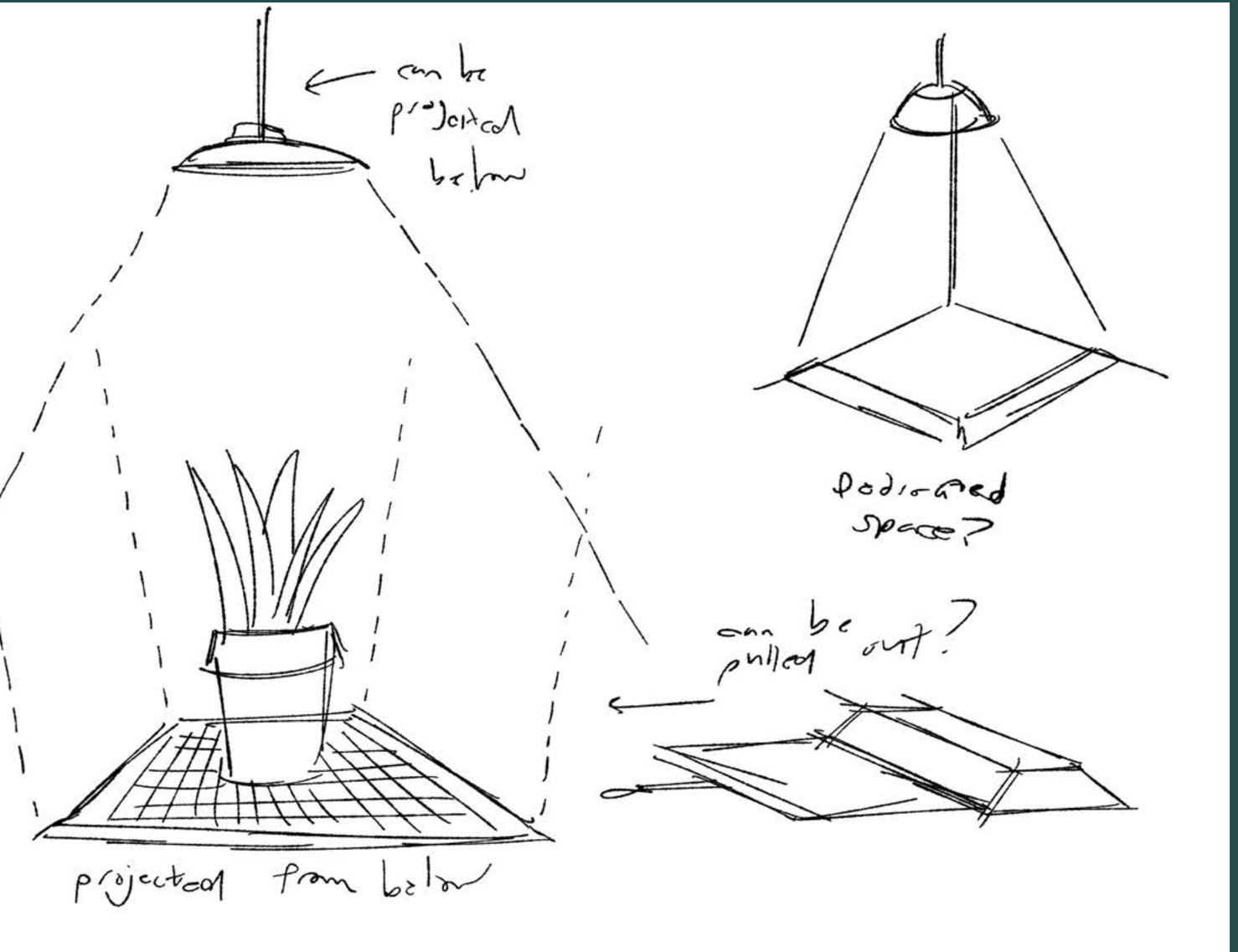
SIDE



Portable Projector

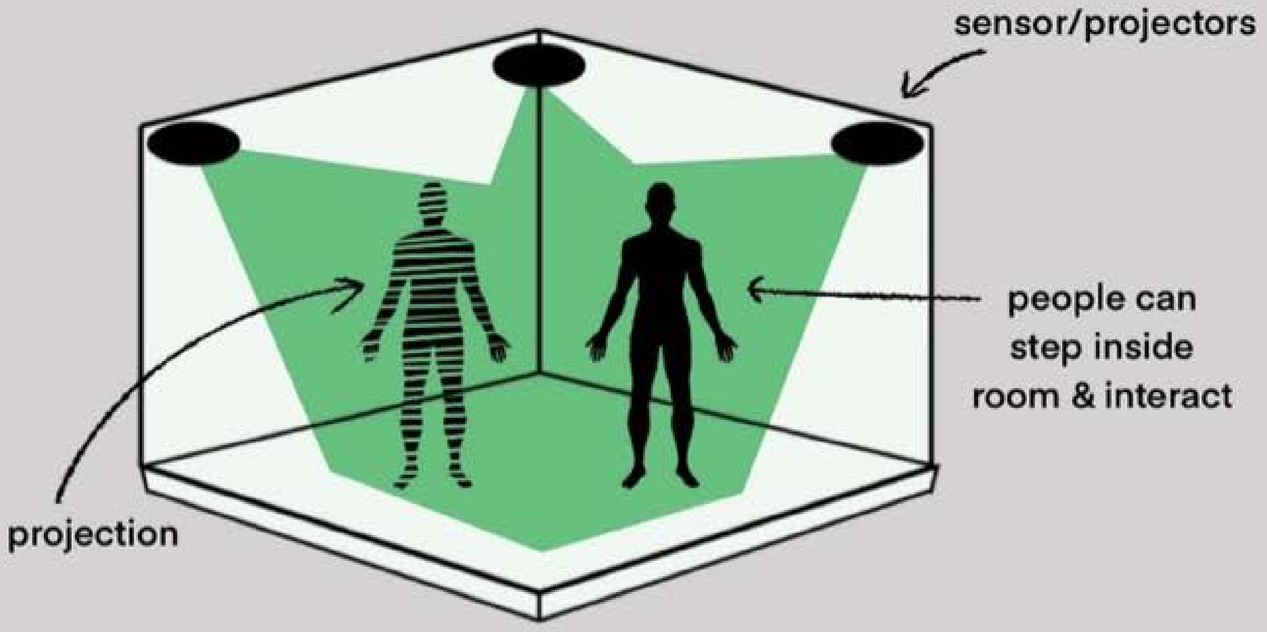
- Large and small sizes for any device
- Ability to attach to a wide variety of devices
- Detachable and portable
- Connects to applications of mobile devices and computers
- Interface allows for real time projected collaboration
- Cloud based to save all work
- Long battery life, can be used offline by way of connection to app

Idea 2:
Projection Mat



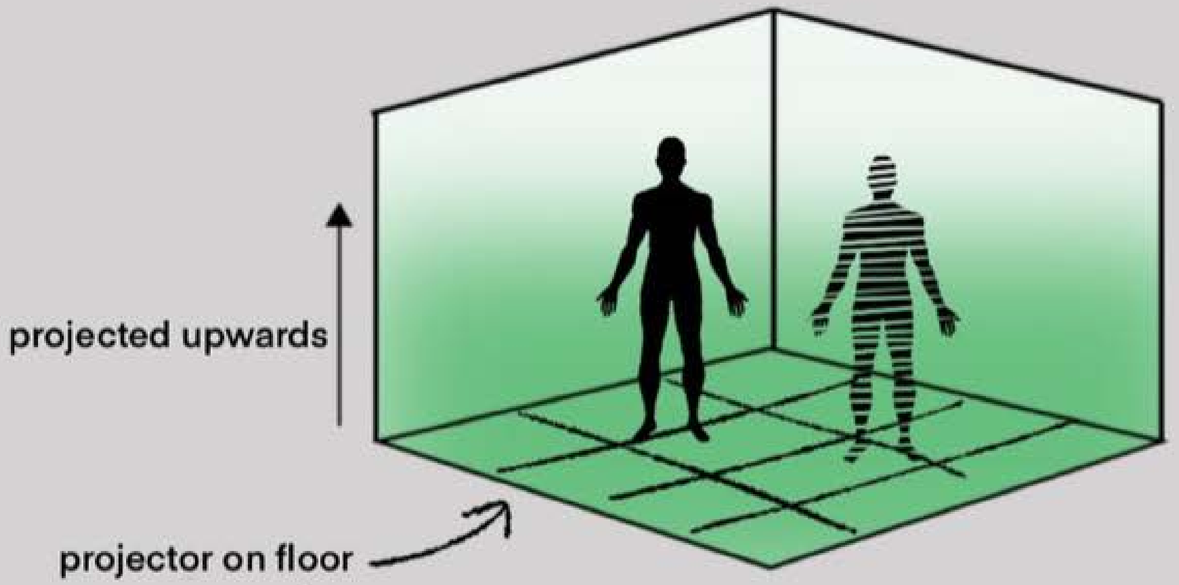
The second idea is a portable mat that would be able to project 3D models upward. The thought with this one was to be able to make a dedicated room for meetings. People would be able to join a meeting as a projection and be able to engage, like they were actually in the space with other people. We really liked the thought of breaking down communication barriers that are often help up by online video chatting.

Projection Mat or Dedicated Projection Space



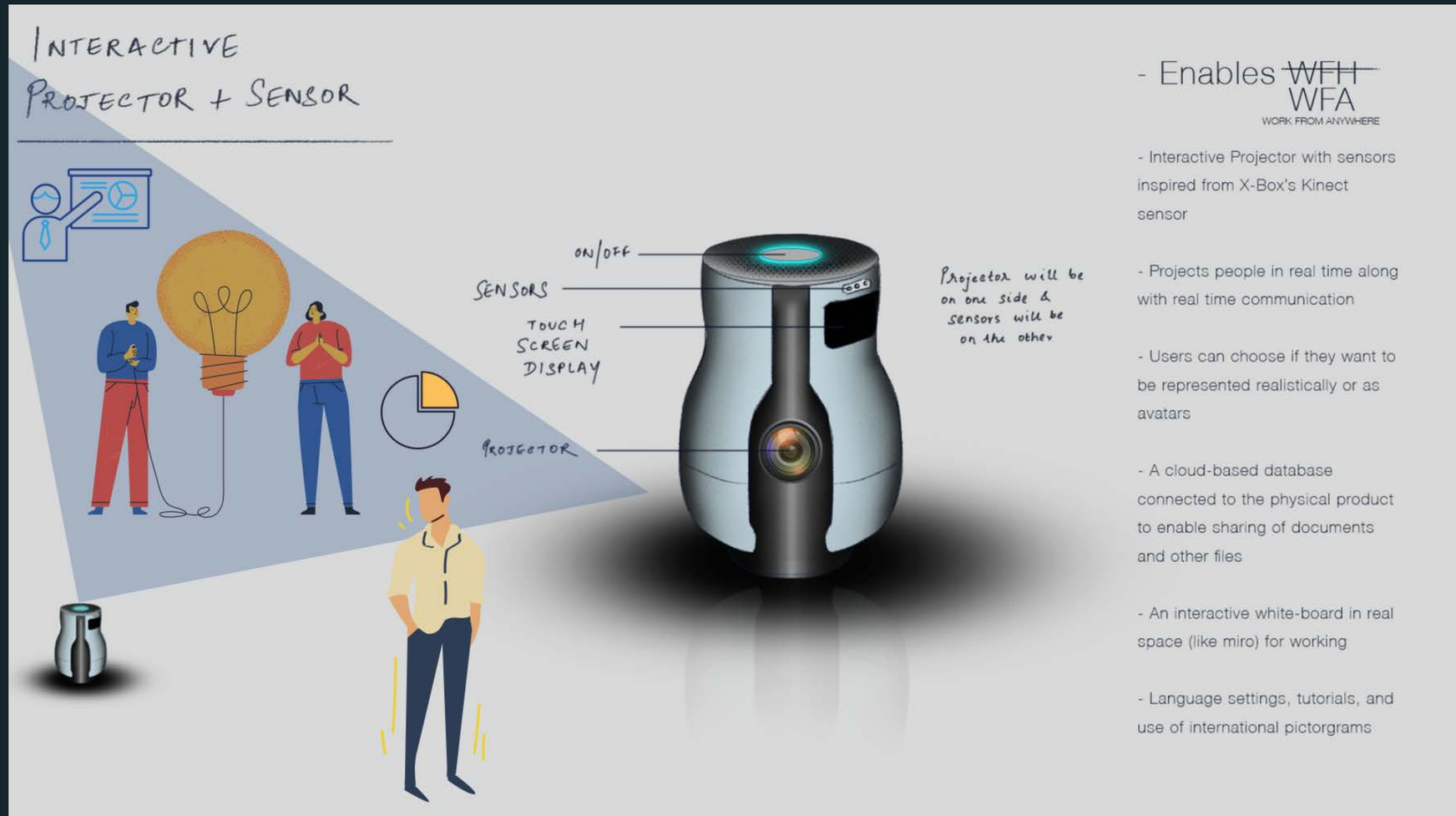
- Dedicated room in a facility
- Space optimized for interaction
- Real-time interaction with objects and human projections
- No additional technology required

- Mobile mat can be placed anywhere
- Self contained, can be used anywhere
- Much like projection space, but is more usable
- Fairly simple use and design



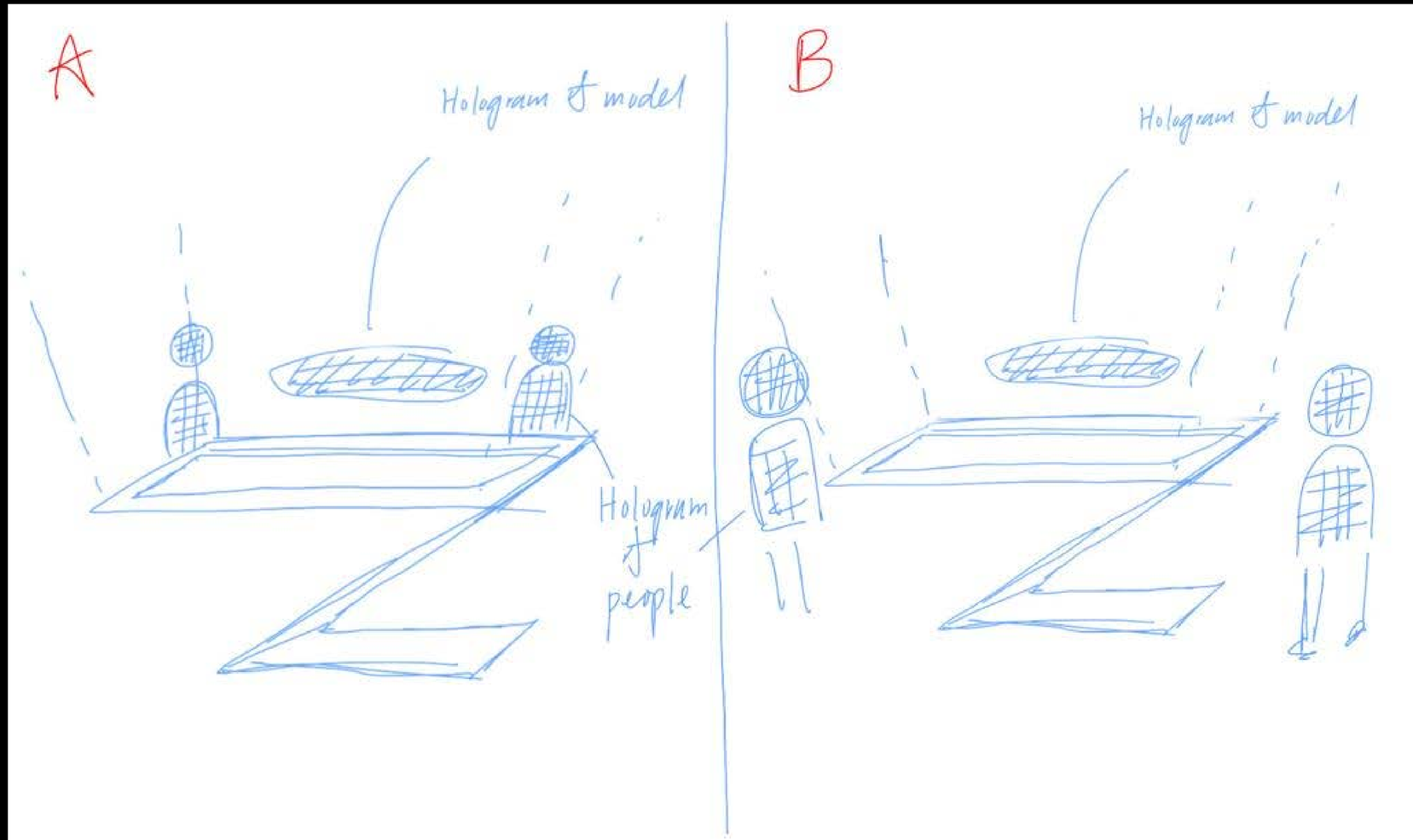
Idea 3:
Interactive Projector

Idea three was more of a combination of all the other ideas. Featuring 3D projections, file sharing, and closing the communication gap that online video meetings fail to close. Initially this device was going to be a smaller unit, but evolved into something much bigger.

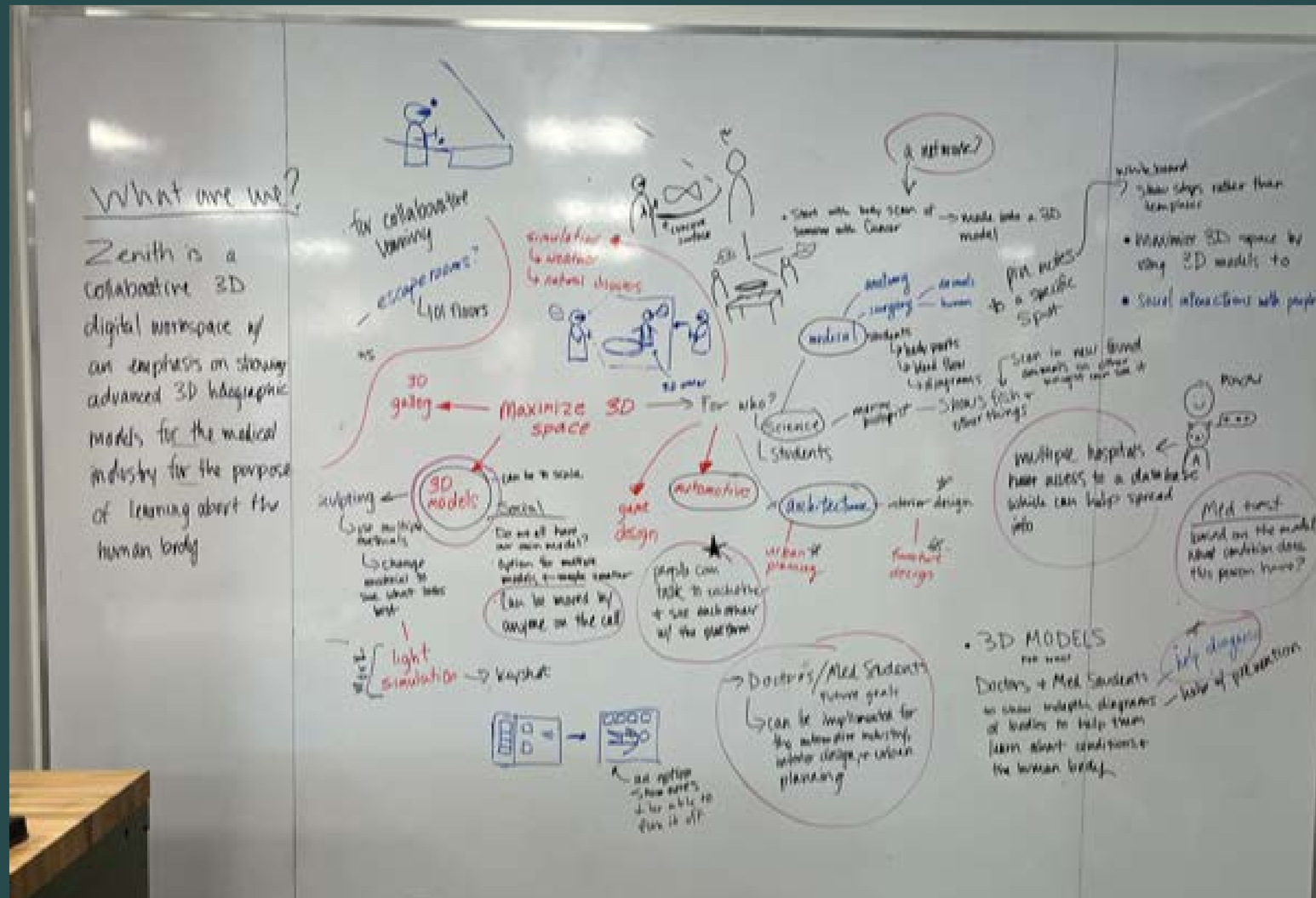


Idea 4: Table

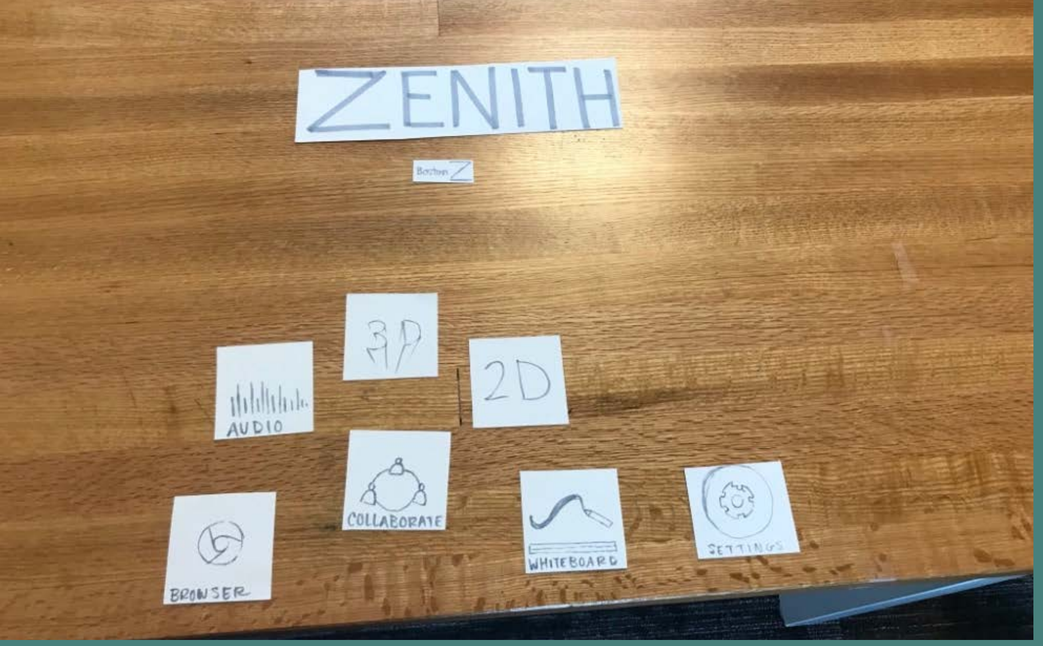
With the implementation of a table we hoped to create a dedicated space for people to collaborate and see 3D models with people who could be across the country. This idea really stuck out to us because of how useful a system like this really could be and how many different industries could prosper from this technology.



At this point, we had a good idea as to what we wanted to make, but hadn't really dove into who this product would be for. After a lot of discussion and darwing things out, we noticed our platform had the capabilities to help the medical professors and students easily visualize models that can be hard to get your hands on.



04 Prototyping & User Testing



Low-Fi Prototype

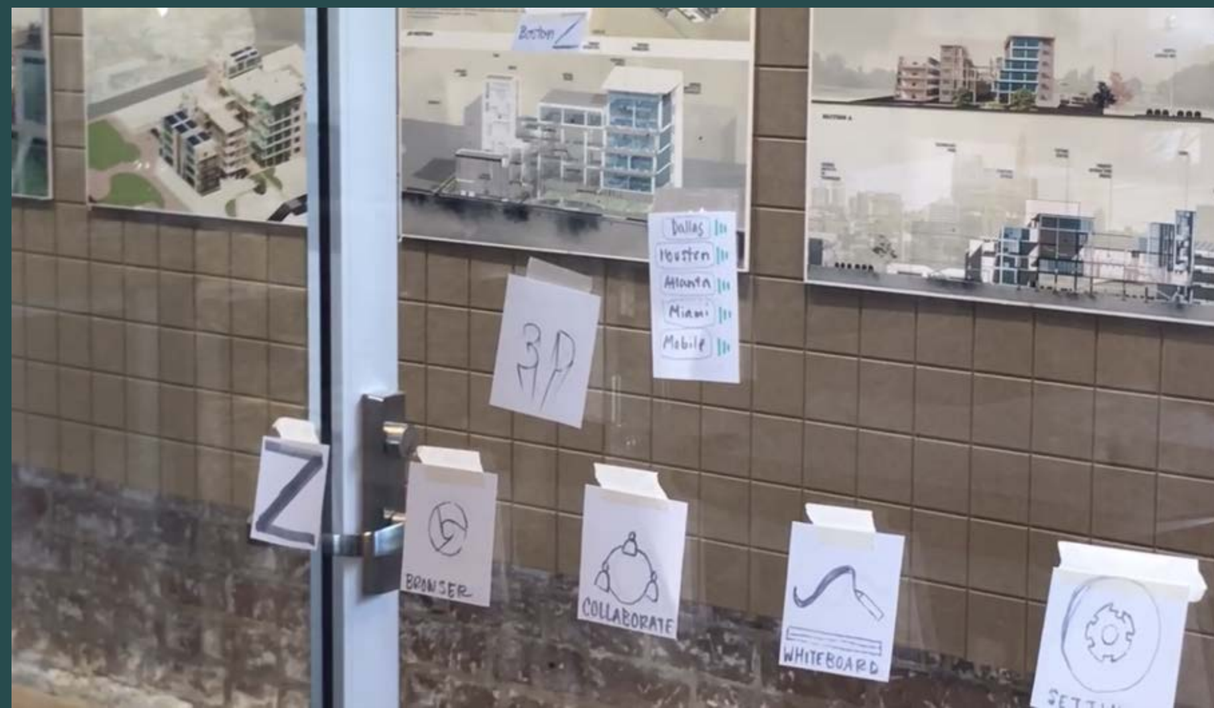
Paper wire frame

Our low fidelity prototype was just a simple paper wire frame consisting of a home screen, browser, collaborate button, settings, mute, unmute, audio call, 2d call, 3d call, location, whiteboard, sticky notes, pen colors, templates, comments, and many more pieces. To communicate that this would be a 3D projection we using a window and taped all the pieces up, as if it were being projected in real 3D space. From this prototype we began to do user testing and we were able to solve some problems and really see what we were missing.

User Testing

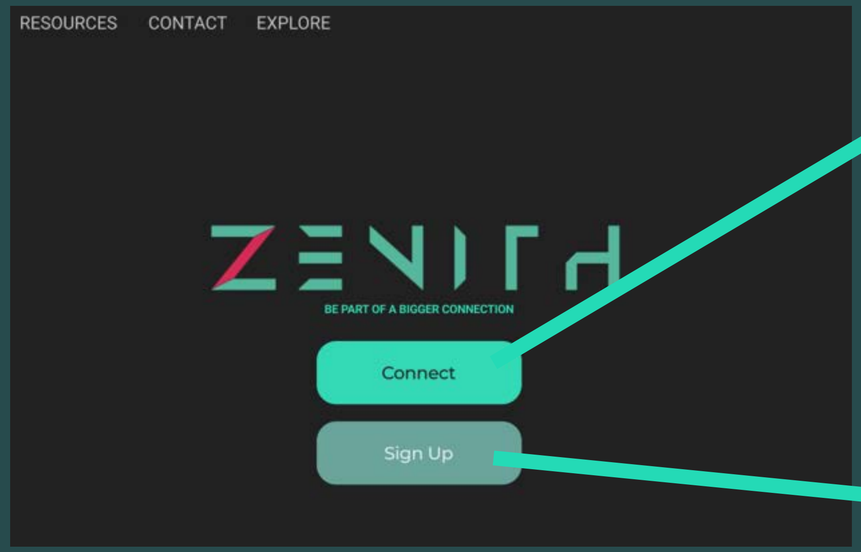
Paper wire frame

For user testing we had a total of five participants including a film major, service designer, and industrial designers. It was interesting to see how each person approached the interface. We ran through a set of tasks to check if our symbols made sense and if the location of the buttons was convenient .



We asked the users to complete these tasks.....

-Log into Zenith
-Place a sticky note
-Start a 3D call with Dallas
-Pick a marker and draw on the board
-Add Miami to the call
-Mute yourself
-Unmute yourself
-Select a template
-Move either a sticky note or template out of the way
-Draw or type on a sticky note
-End call with Miami
-Browser search
-End call with Dallas
-Go back to the homescreen



This page is where they would be asked to either sign up or connect

Here is where the user would be able to access uploaded files, start a meeting, and upload files from a computer connected to Zenith

Key Issues

Picking a Pen color
One user was confused between the 3 marker colors and the sticky notes
Ending a call
One user thought there should be a dropdown option directly below who you are talking to so you can end the call with just them, not the entire call
Collaboration
Some were confused about where to start a call and how to add people, but they figured it out quickly
Browser
Some felt it was weird to have the controllers in your hand and then set them down to type
Some felt that voice detection wasn't the best because it can be hard to pick up accents
Some felt that voice detection wouldn't be needed in meetings because what if someone else is talking and that it would just be easier and quicker to type out the search
Whiteboard
Some were confused because whiteboard makes them feel like it's just for drawing rather than all the other options

Overall users agreed that the interface was pretty simple and not much really needed to be added to make the experience better. They liked the idea of using this if their workplace provided it for them, but wouldn’t really buy it on their own.

05 Target Audience

Our target audience is medical students, medical professors, and medical professionals

Tyler

- 46 years old
- CEO
- Senior Level

DESCRIPTION

Tyler is the CEO of a tech company who feels very strongly about having people in the office. He wants to have meetings that feel real. He often takes advice from the people who work for him in order to make their jobs easier and better.

PERSONAL CHARACTERISTICS

- Deadline oriented
- Hardworking
- Very open
- Positive

HOBBIES AND INTERESTS

- Family time
- Hiking
- Cooking
- The outdoors

BUYING ROLES

Decision maker

GOALS

- To create a good work environment
- Successful company
- Help people communicate

CHALLENGES

- Keep teams connected
- Meetingwith people in different states

BUYER'S JOURNEY

Considers things that will help his team accomplish their goals.

NEEDS

- Better online meeting software
- Something inclusive
- Something that doesn't waste time

SOURCES OF INFO

- News
- Facebook
- Word of mouth

Sam

- 25 years old
- Web Developer
- Junior Level

DESCRIPTION

Sam is a young business professional who is always looking for ways to better communicate with offices that are across the country. He hopes to find something to break the barrier that video chatting keeps up. Sam uses our product to better communicate with others and share ideas in a more inspiring way.

PERSONAL CHARACTERISTICS

- Easy going
- Calm
- Easily distracted
- Supportive
- Creative problem solver

HOBBIES AND INTERESTS

- Hanging with friends
- Live music
- Traveling
- Camping
- Reading
- Art

BUYING ROLES

influencer

GOALS

- To collaborate across teams
- To network with industry peers

CHALLENGES

- Sharing information quickly
- Speaking up
- Coordinating meetings

BUYER'S JOURNEY

Sam has the ability to persuade higher ups to buy things to help the company, but it doesn't always get done

NEEDS

- Productivity tools
- More engaging meetings
- Access across devices

SOURCES OF INFO

- Twitter
- NBC news
- Instagram

Alice

- 33 years old
- Director
- Senior Level

DESCRIPTION

Alice is a proactive busy professional who wants to be there for her coworkers. Her pet peeve is the lack of collaboration and ambiguity during discussions. Everyone has to go chance by chance to talk which ends up taking way more time with lack of quality.

PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Reliable
- Inspiring
- Problem solver

HOBBIES AND INTERESTS

- Recharging
- Taking care of plants
- Reading business books
- Listening to industry podcasts
- Volunteering at nonprofits

BUYING ROLES

Decision maker

GOALS

- To lead her team
- To collaborate across teams
- To network with industry peers

CHALLENGES

- To track her team's progress
- To voice out her ideas
- To stay connected

BUYER'S JOURNEY

(Awareness, consideration, purchase, advocacy)

NEEDS

- Real-time communication
- Better collaboration during meetings

SOURCES OF INFO

- News
- Social media
- Word of mouth

Victoria

- 29 years old
- UX Designer
- Junior Level

DESCRIPTION

Victoria recently started a new job as a UX designer and is still getting accustomed to the new work culture. She is struggling in simultaneously collaborating with various teams at once.

PERSONAL CHARACTERISTICS

- Goal oriented
- Detail oriented
- Organized
- Optimistic
- Smart worker

HOBBIES AND INTERESTS

- Playing video games
- Clubbing
- Cooking
- Biking
- Reading

BUYING ROLES

Follower

BUYER'S JOURNEY

She is a smart worker and also organized which makes her a very productive employee

GOALS

- To collaborate across teams
- To network with industry peers

CHALLENGES

- To keep track of all teams
- To effectively communicate with various employees

NEEDS

- Engagement tool
- Collaboration tool
- Access across devices

SOURCES OF INFO

- Instagram
- Twitter
- Word of mouth

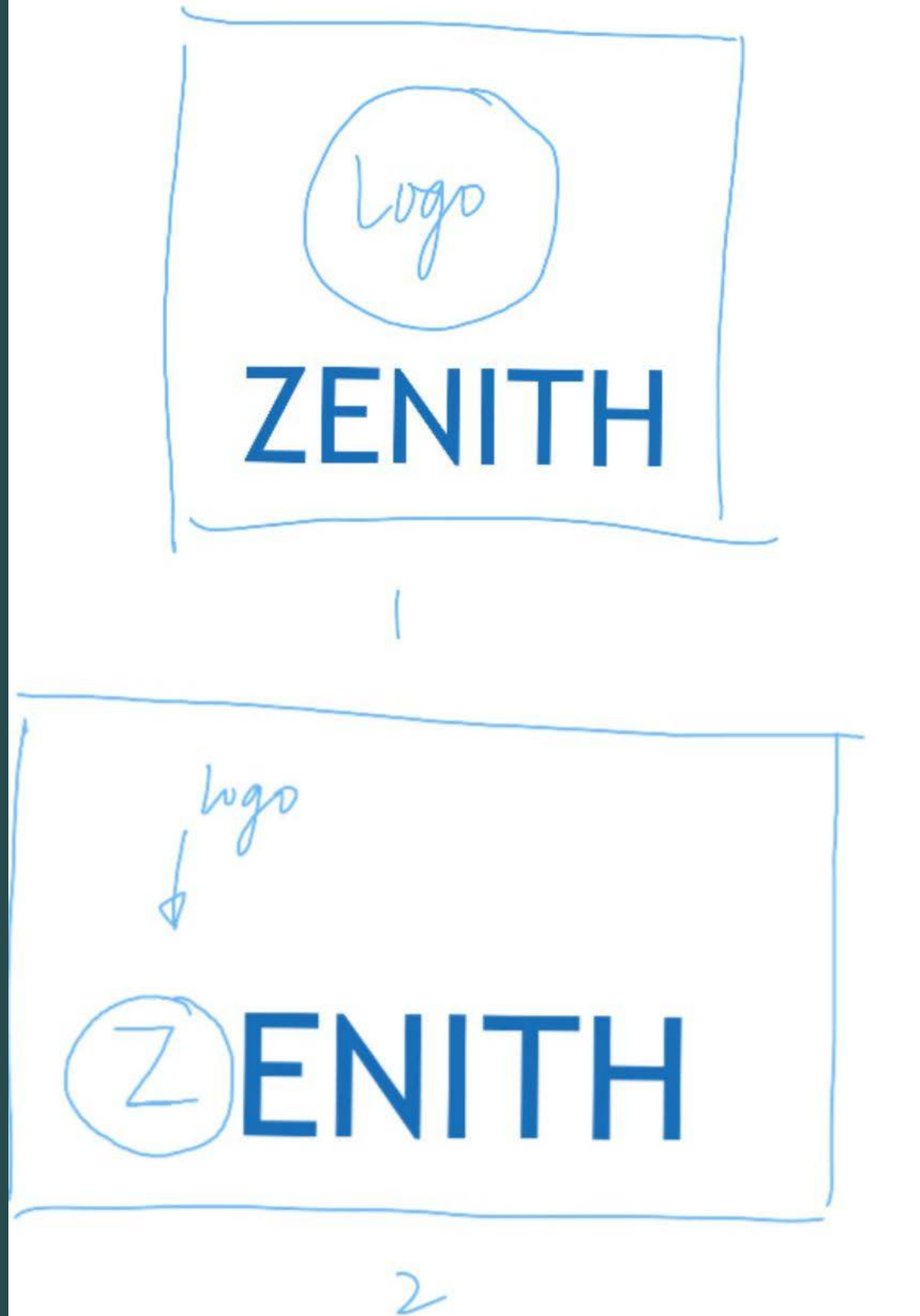
These personas helped us narrow down our target audience and helped us realize how many different industries this could really apply to. In the end we decided to take the medical approach and design our product around doctors, medical students, and medical professors.

06 Branding & Visuals

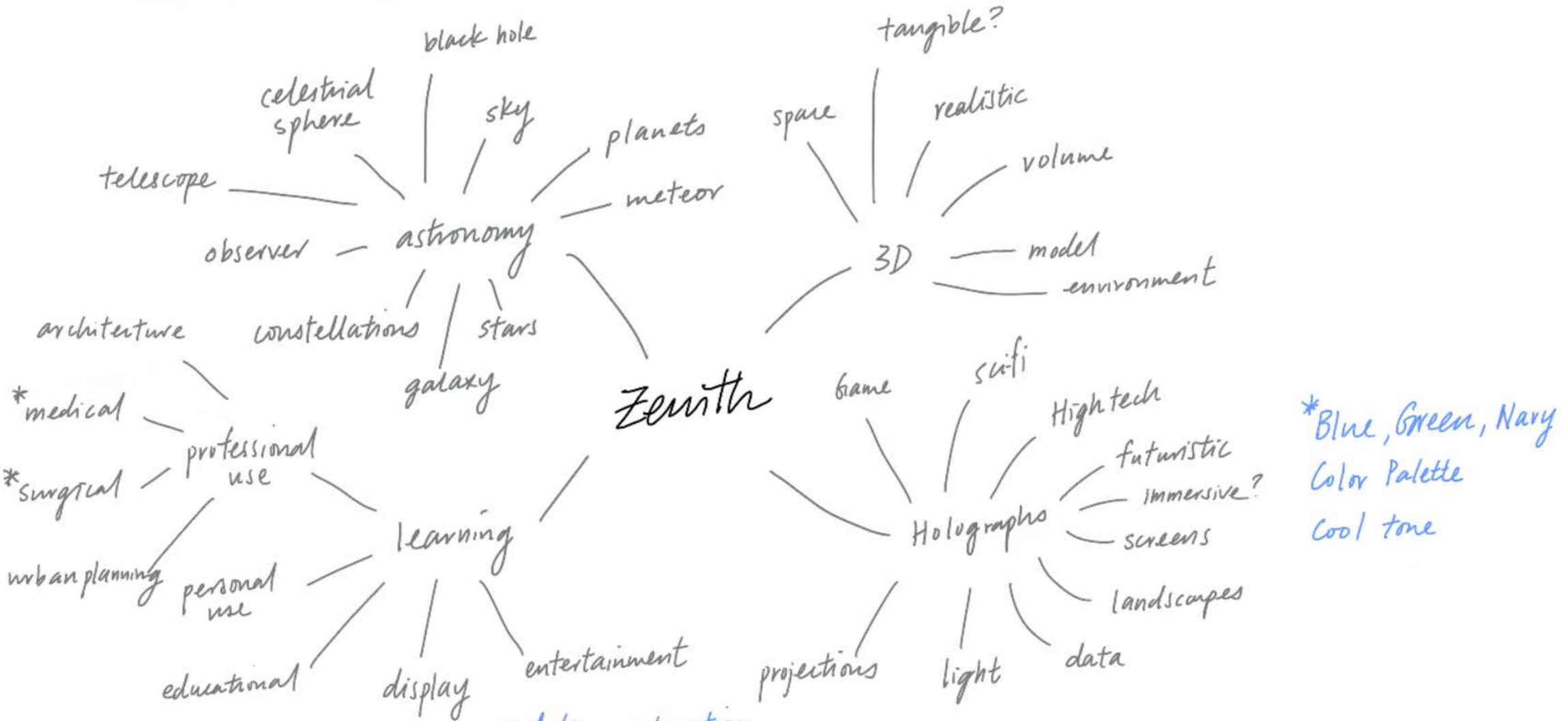
zenith (noun) - “the point of the celestial sphere that is directly opposite of the nadir and vertically above the observer” -Oxford Dictionary

Why Zenith?

We chose zenith as the name of our product because of the correlation between spatial collaboration and how zenith is often referring to space. Another reason is because zenith is referring to the area above and our device is able to project 3D models above the table and into the air. After choosing a name, we began to develop a logo.



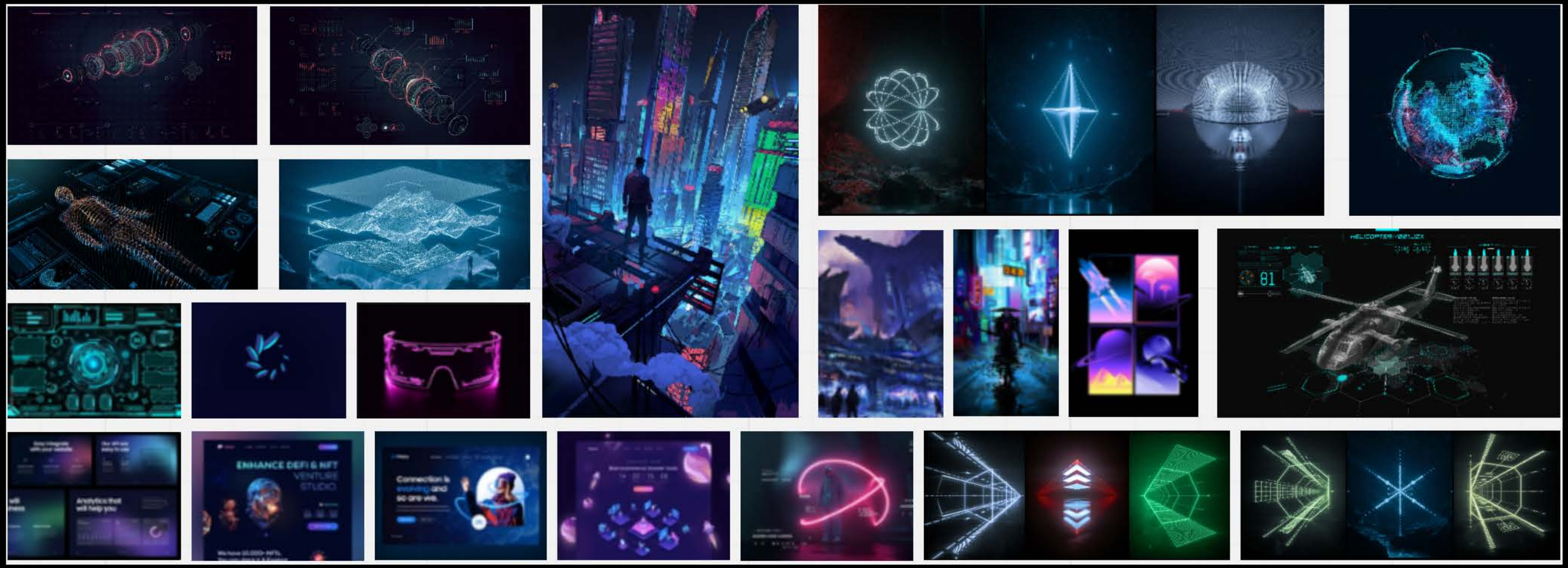
*futuristic color palette / vibrant



*Blue, Green, Navy
Color Palette
Cool tone

* less vibrant color palette / muted / low saturation
greenish / blueish color for professionism
red for medical, blue for tech.

Moodboard



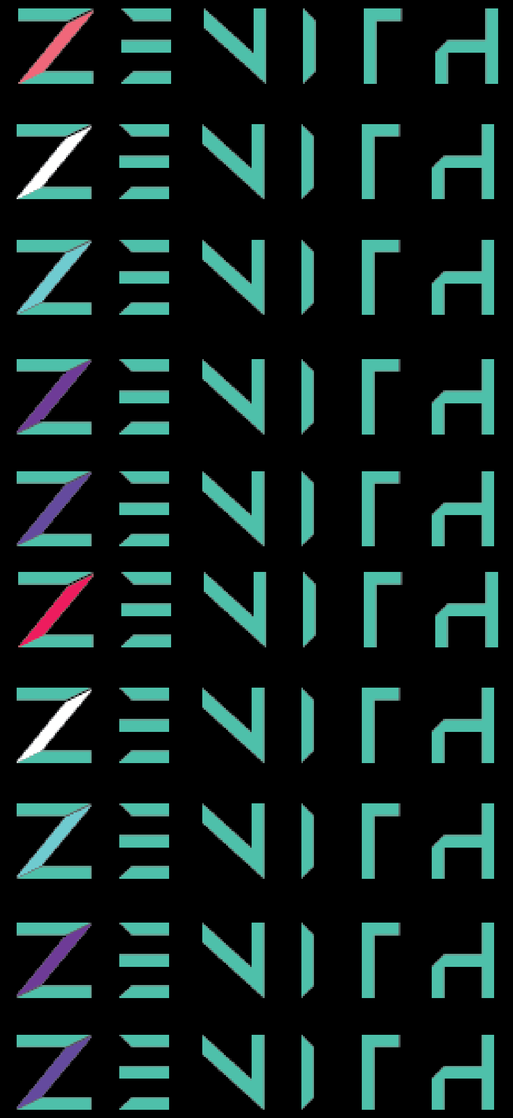
Logo Ideation

ZENITH ZENITH ZENITH

ZENITH ZENITH ZENITH

ZENITH ZENITH ZENITH ZENITH

ZENITH ZENITH ZENITH ZENITH



LOGO IDENTITY

LOGO TYPOGRAPHY

ANURATI

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

ZENITH

Zenith is a 3D collaborative workspace with an emphasis on showing advanced 3d holographic models aimed towards doctors, medical professor, and medical students for the purpose of learning about the human body.

1 2 3 4 5 6 7 8 9 0
!@#$%^*()?/

TEXT & DISPLAY TYPOGRAPHY

Rubik

Rubik Regular
ABCDEFGHIJKLMNOPQRS
TUVWXYZabcdefghijklmnopqrst
uvwxyz1234567890=!@#$%^&*
( )_+[ ] \{ }|:";'.<>?

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

COLOR PALETTE

#00DBB6

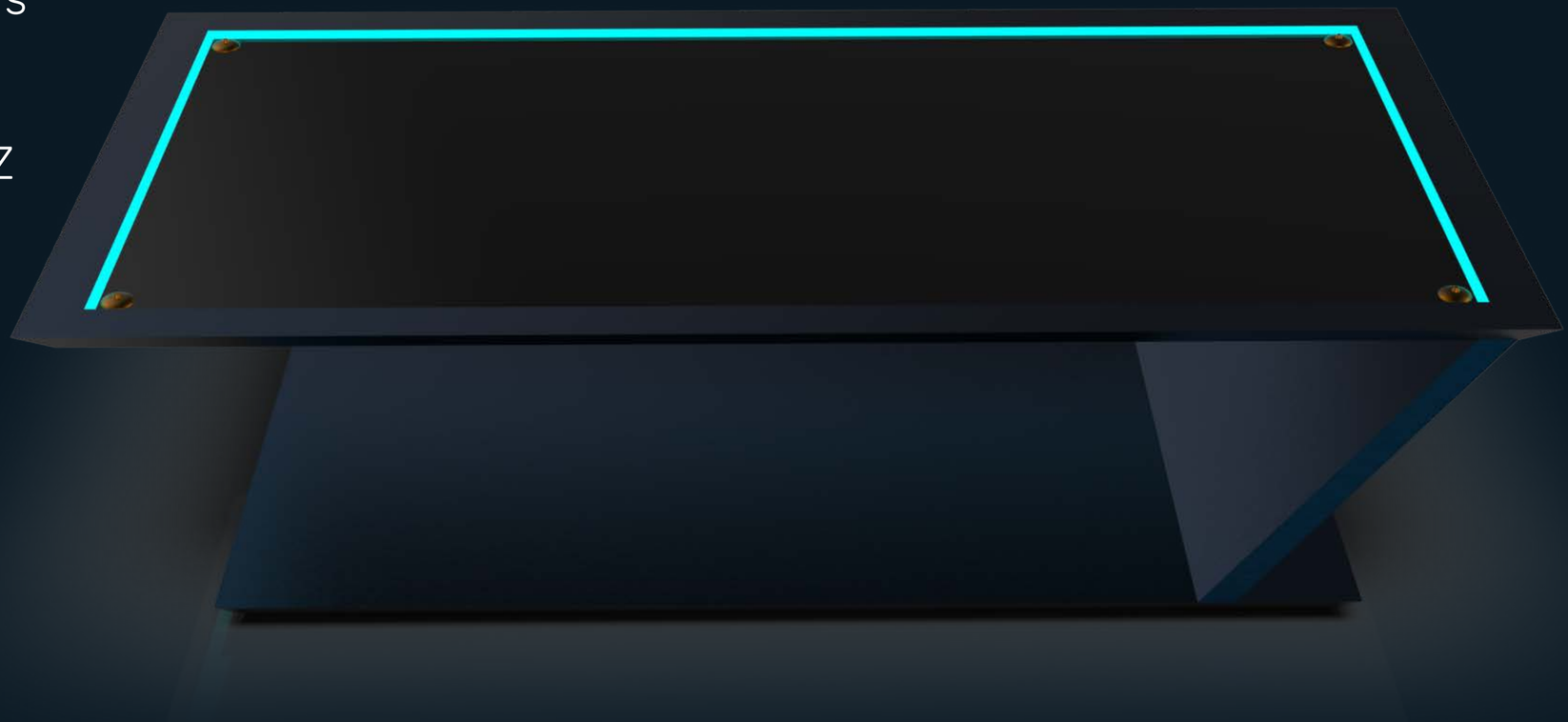
#FF0586

BLACK & WHITE

The Zenith Ecosystem

ZENITH

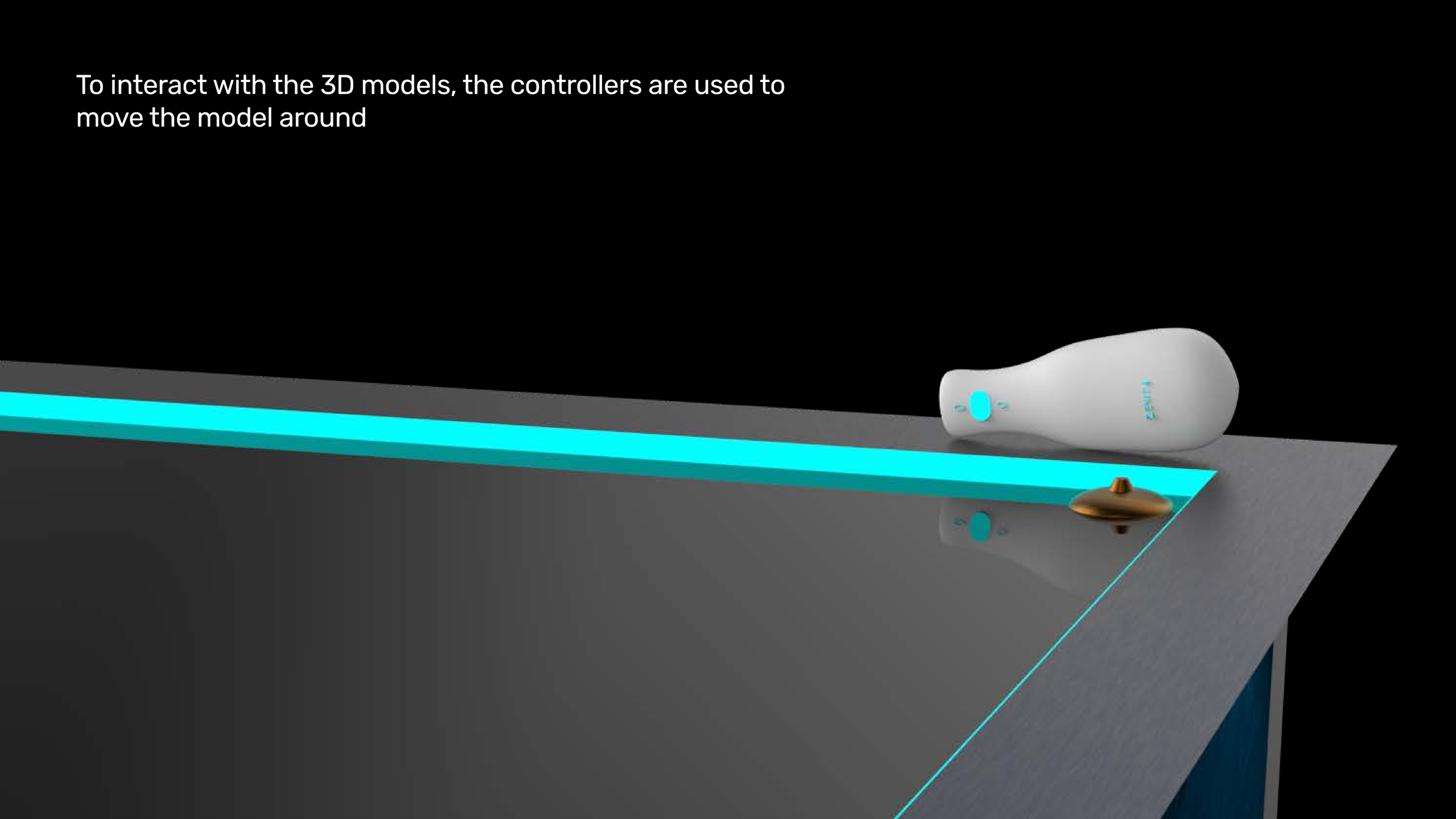
In order for our device to be fully optimized, this table is necessary for the projections of the models. A light array is displayed on the top of the table and specialized glasses allow you to see the model as well as the world around you. This table also has sensors in each corner to help project people you are video calling with. The table also relates back to our logo with the Z like shape.



ZENITH

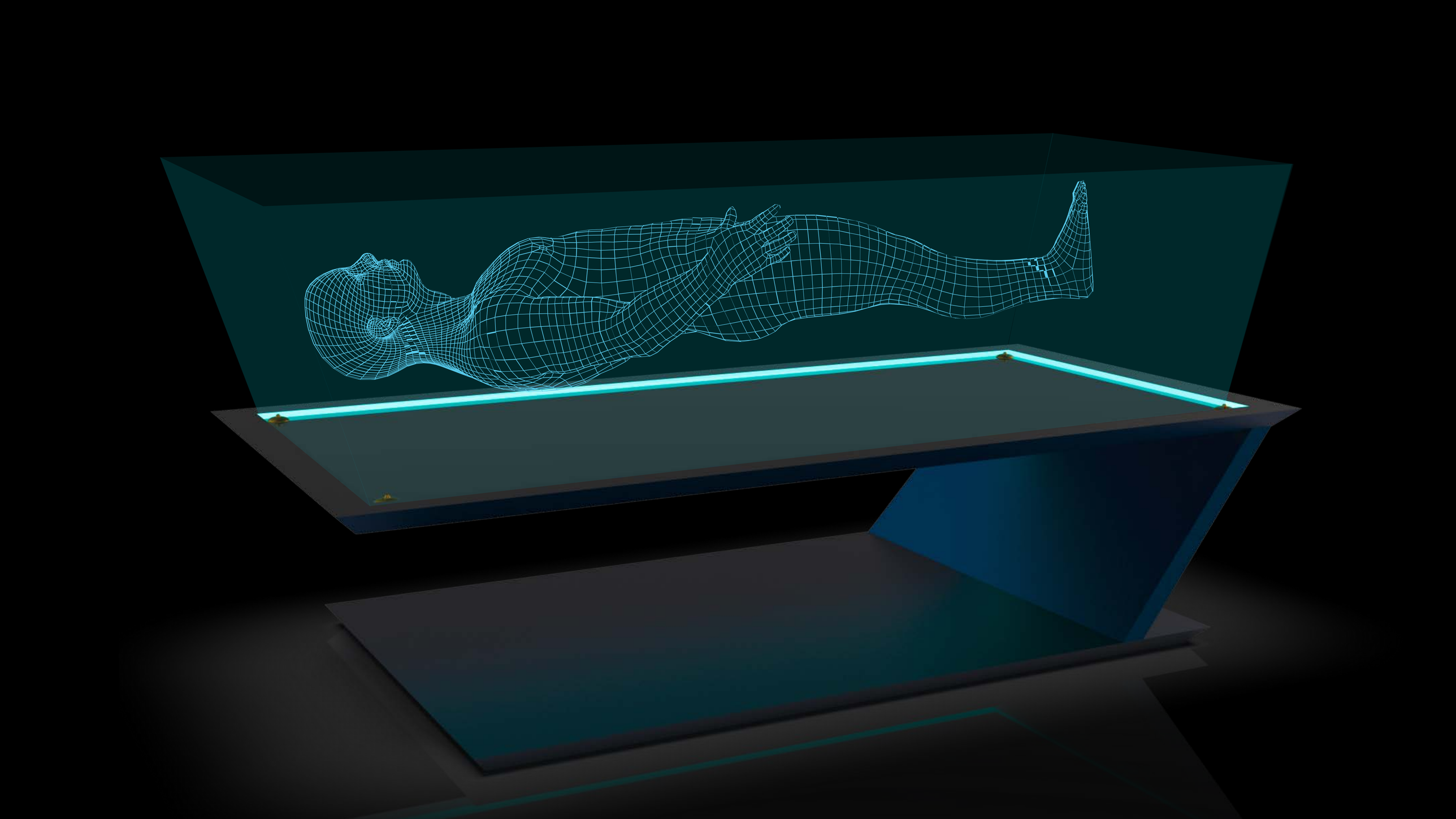
This table requires glasses to see the full model. We intentionally made these glasses lightweight and comfortable, so people wouldn’t be deterred from our device. These glasses are more optimized than VR because these don’t disconnect you from the work around you.

To interact with the 3D models, the controllers are used to move the model around

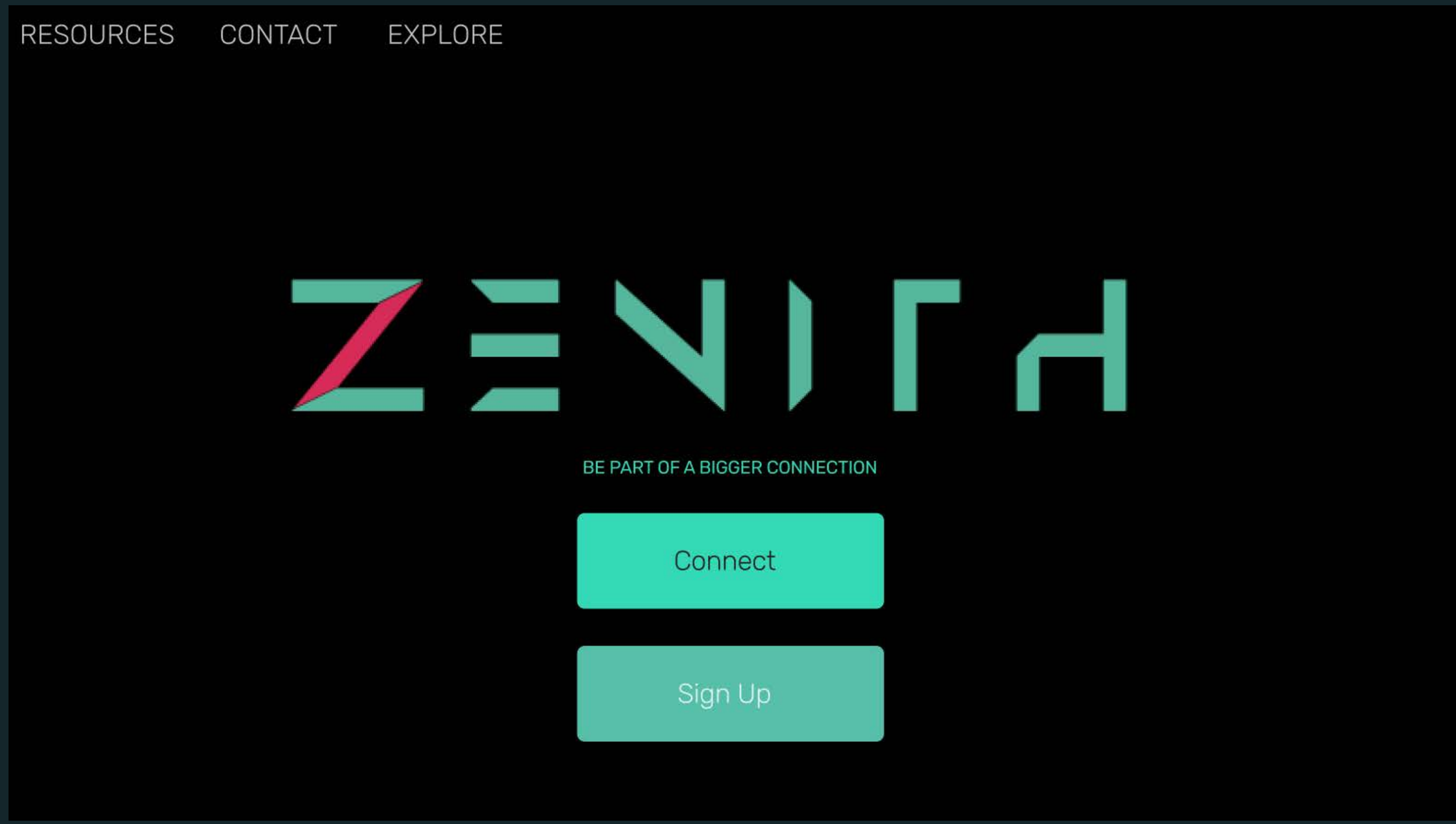


ZENITH

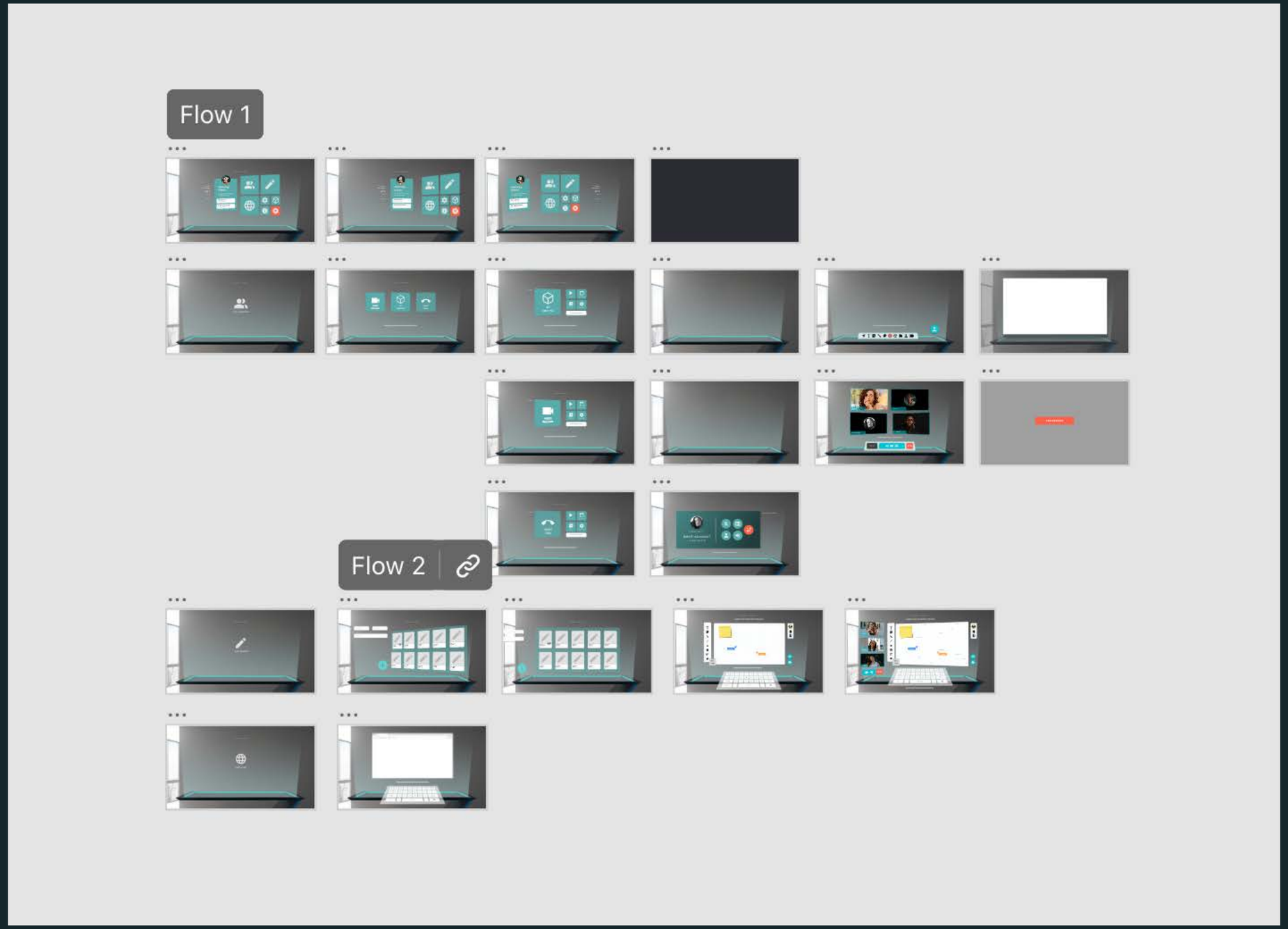
Another aspect of our product is these controllers that allow the user to navigate our system by moving 3D models around, opening new models, and changing the settings. These aren’t required to see the model, only to move them. These are lightweight and ergonomic, so holding these while in a meeting wont be distracting or annoying.



To start Zenith, you'll either need to log in or sign up on a browser



Once a connection is made between your account and the Zenith, you'll be able to access everything from the Zenith, as well as start your meeting



This is the first screen

10:15 AM Mon April 2

Focus Mode

Screen Record

Notes

Timer

Remind Me

Quick Share

Seattle, Washington

50° F
10° C

Cloudy

Morning, Peter!

You have two meetings scheduled today.

VIDEO MEETING
Scheduled for 10:30 AM >

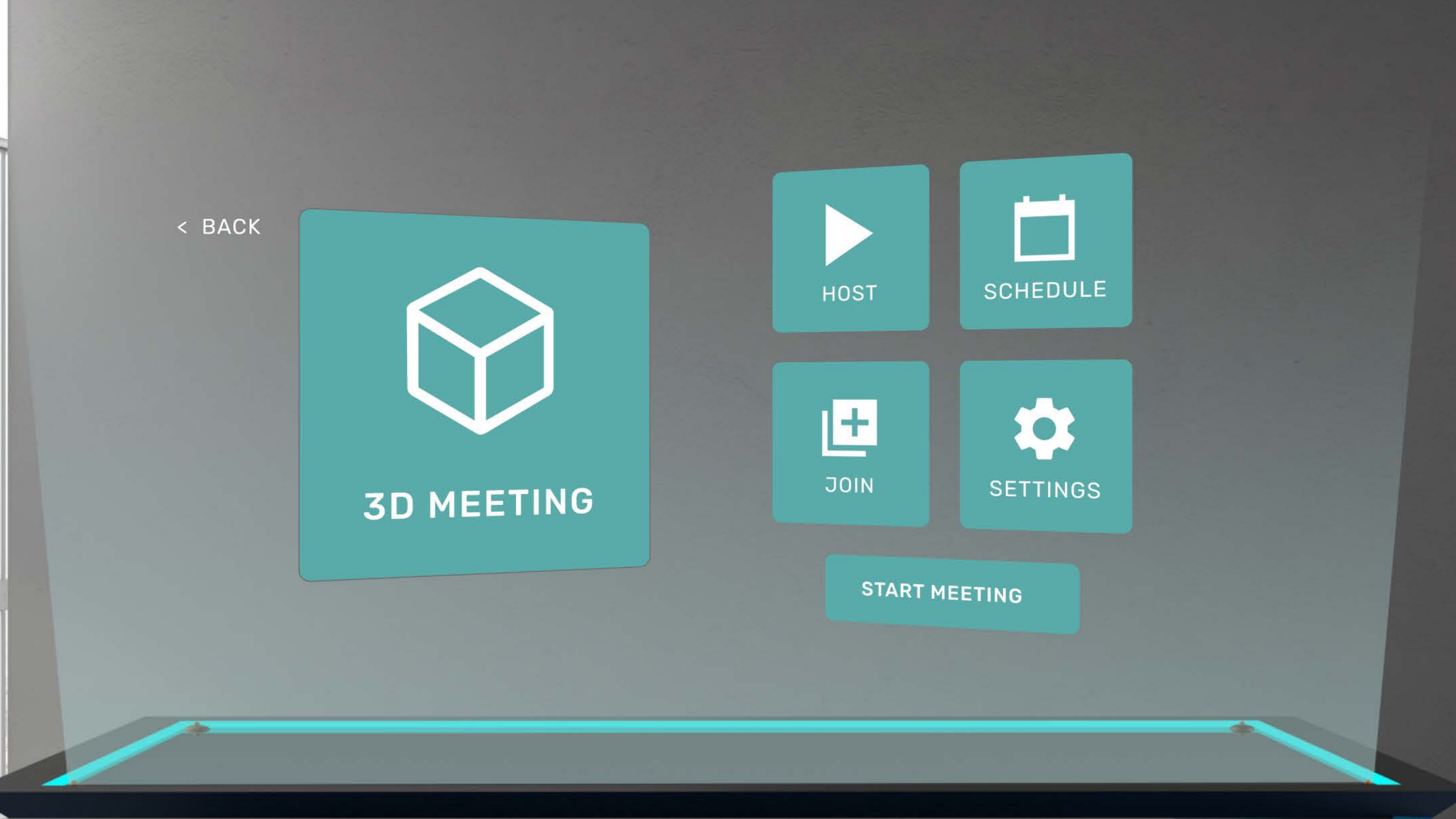
WHITEBOARD MEETING
Scheduled for 9:30 AM >

SELECT A MEETING TYPE

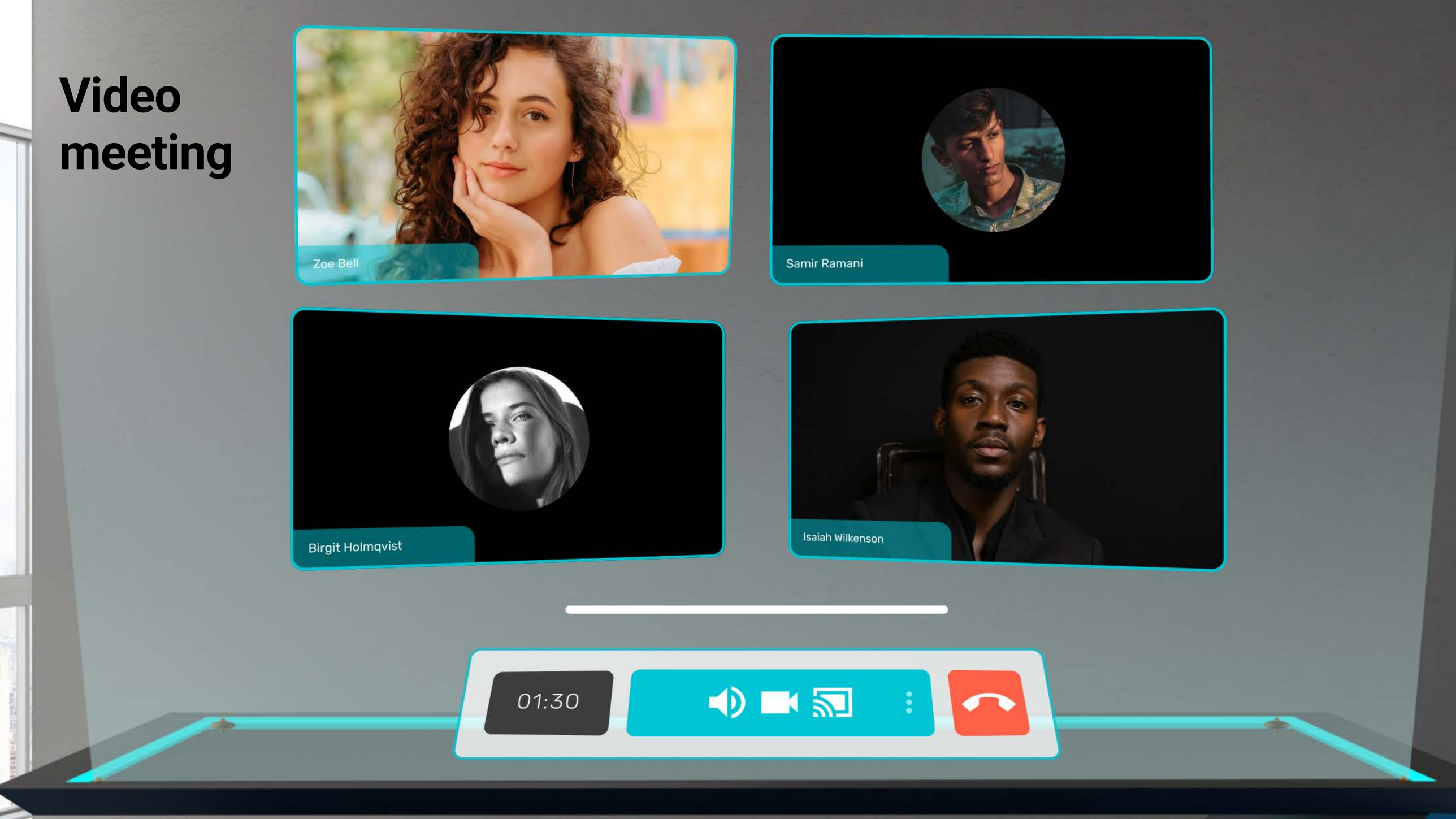
VIDEO MEETING

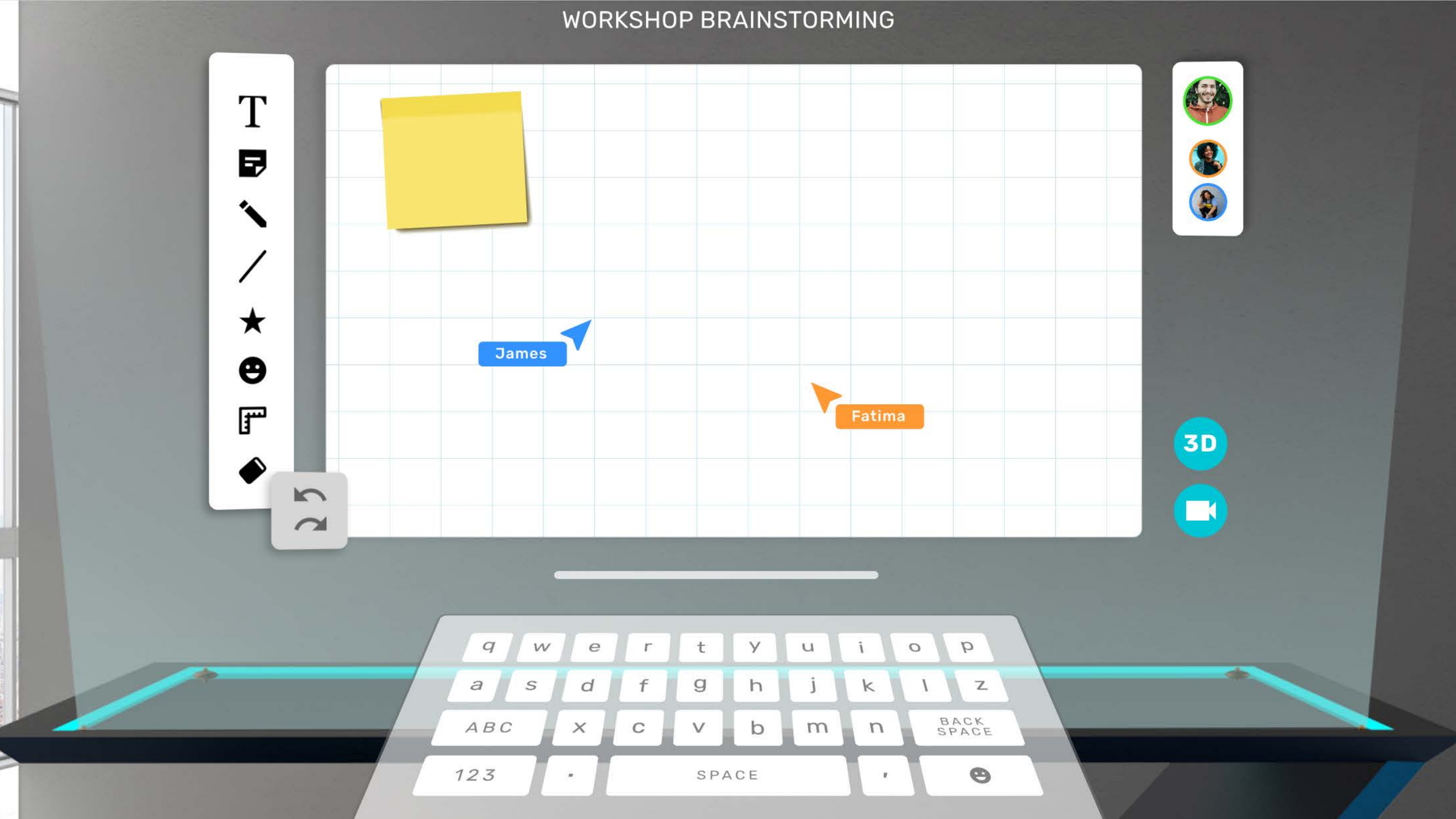
3D MEETING

AUDIO MEETING


< BACK
3D MEETING
HOST
SCHEDULE
JOIN
SETTINGS
START MEETING

Video meeting




WORKSHOP BRAINSTORMING
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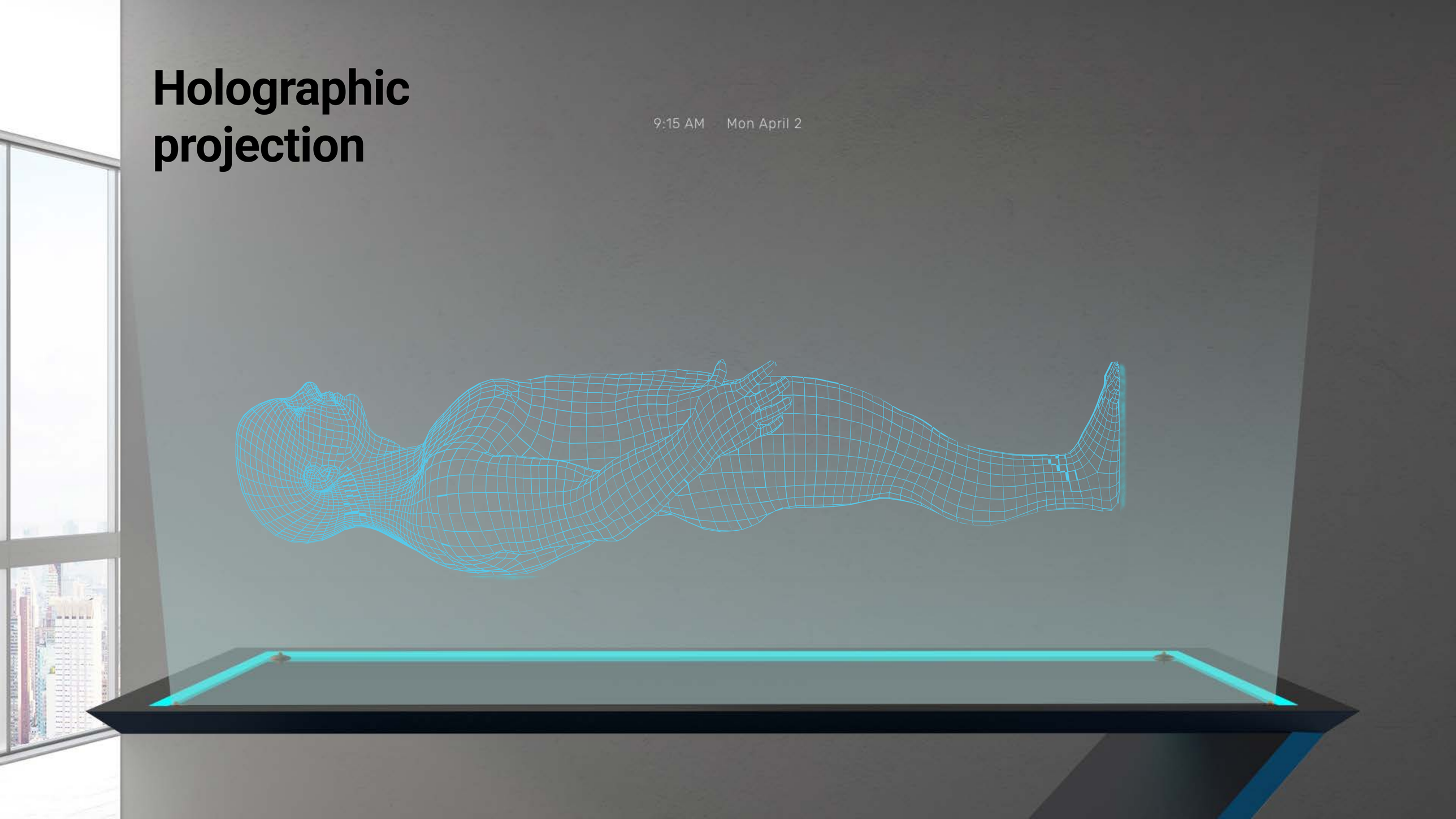
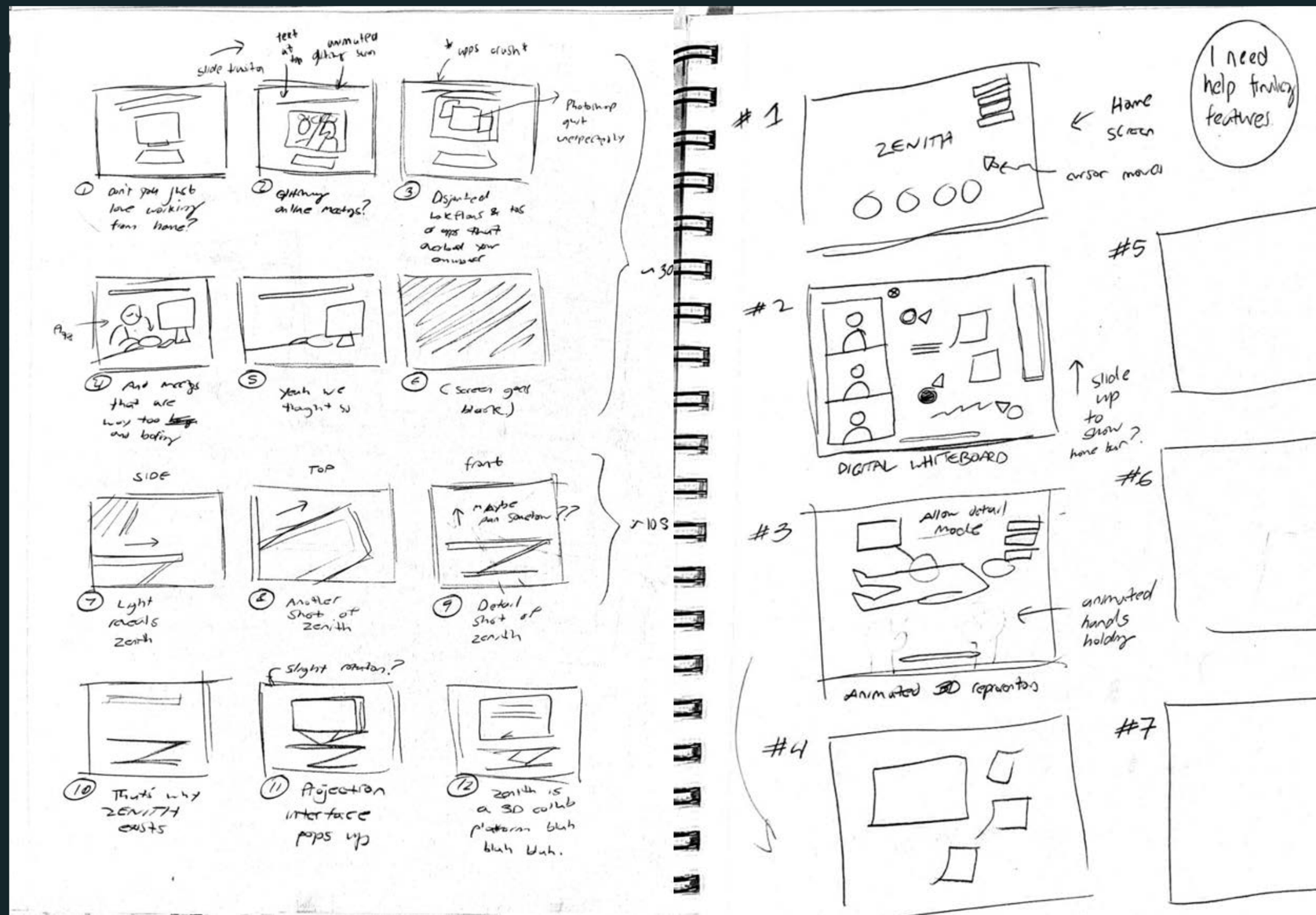
123 . SPACE ,

Holographic projection



Storyboarding for the video



Final Script

This is the final script/ narrative we came up with for our vision video. We wanted to highlight the amount of medical mistakes that lead to death in order to highlight how our product can help prevent these mistakes by making the organizational transfer of knowlegde a smoother and easier process.

1. Recent studies of medical errors have estimated errors may account for **as many as 251,000 deaths annually** in the United States (U.S)., making medical errors the third leading cause of death.

2. **ORGANIZATIONAL TRANSFER OF KNOWLEDGE** is one of the main causes for deaths due to medical errors.

3. These issues can include insufficiencies in training and inconsistent or inadequate education for those providing care. Transfer of knowledge is critical in most areas specifically where new employees or temporary help is used.

4. As the future moves more towards being online and connected, our product works to close the gap between students and professors in different schools/universities from different states and countries.

KEYSHOT ANIMATION - ZENITH INTRODUCTION

TRANSITION INTO 2D ILLUSTRATION OF ZENITH + KINETIC TYPOGRAPHY

Zenith is a 3D collaborative workspace with an emphasis on intricate 3D holographic models aimed towards doctor, medical professors, and medical students for the purpose of learning about the human body.

Zenith really aims to bring students, professors, and content together in a space where the barriers of meeting online are broken down and people are brought together in a truly genuine way.

SHOW THE PROJECTION INTERFACE WITH MAIN USER FLOWS

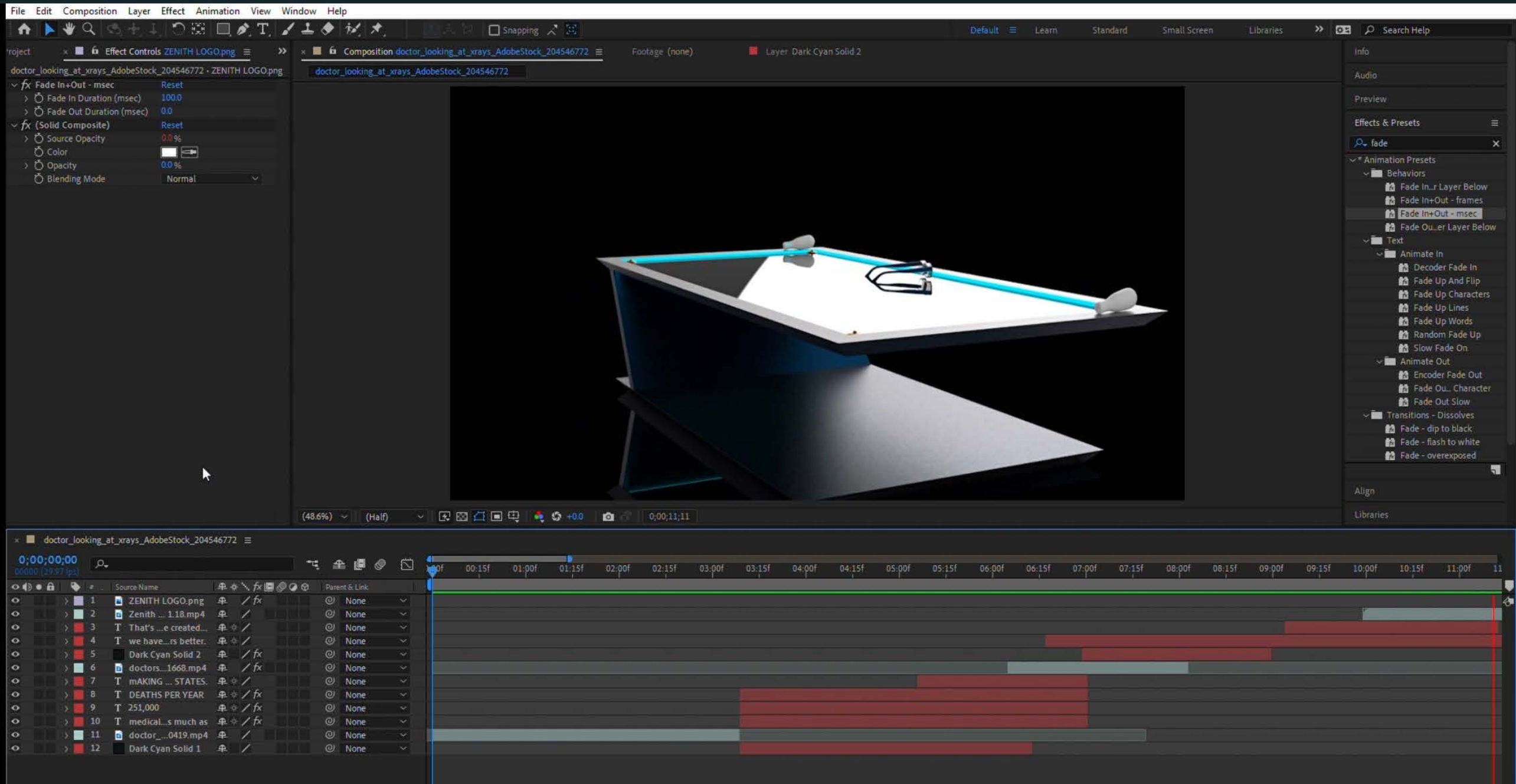
This product can easily be translated in the future to other industries that focus on physical elements such as architecture, industrial design and much more!

KEYSHOT ANIMATION TO END WITH TAGLINE -

BE PART OF A BIGGER CONNECTION

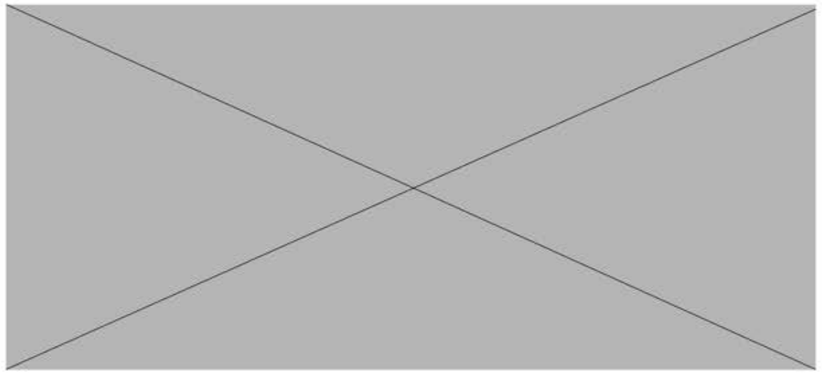
Process of the video being made

Process of the video being made



Poster WIP

ZENITH



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The Solution

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How Might We

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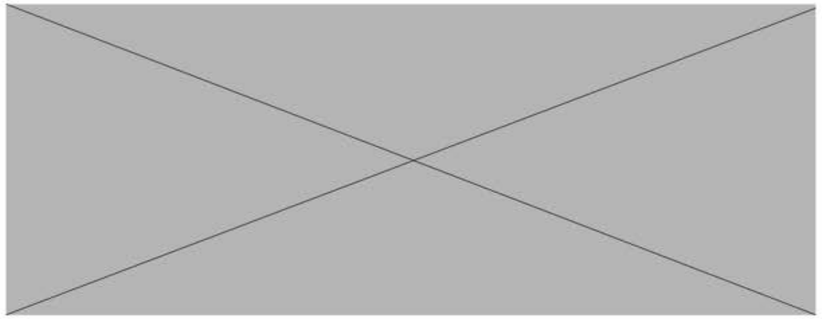
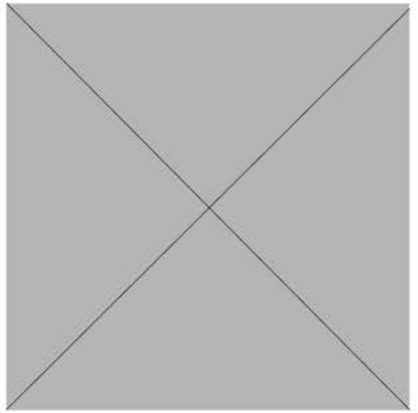


ZENITH



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The Solution

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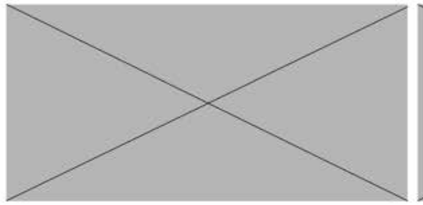
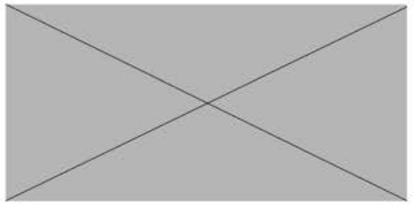
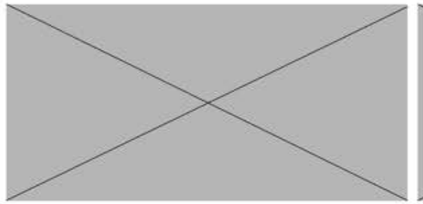
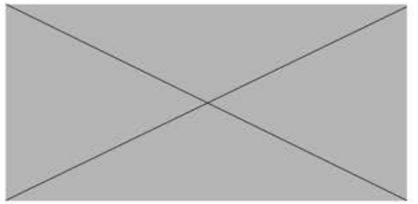
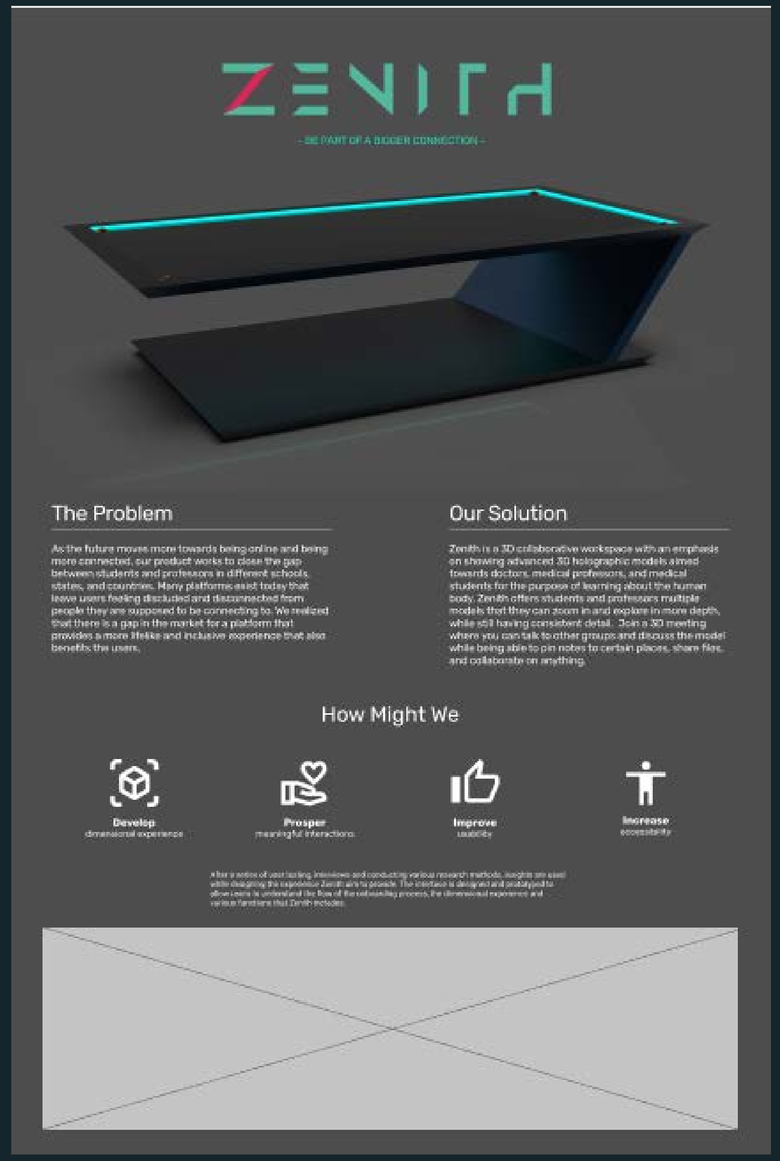








Poster WIP


ZENITH
- BE PART OF A BIGGER CONNECTION -
The Problem
As the future moves more towards being online and being more connected, our product works to close the gap between students and professors in different schools, states, and countries. Many platforms exist today that leave users feeling discluded and disconnected from people they are supposed to be connecting to. We realized that there is a gap in the market for a platform that provides a more lifelike and inclusive experience that also benefits the users.
Our Solution
Zenith is a 3D collaborative workspace with an emphasis on showing advanced 3D holographic models aimed towards doctors, medical professors, and medical students for the purpose of learning about the human body. Zenith offers students and professors multiple models that they can zoom in and explore in more depth, while still having consistent detail. Join a 3D meeting where you can talk to other groups and discuss the model while being able to pin notes to certain places, share files, and collaborate on anything.
How Might We
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dimensional experience
Prosper
meaningful interactions
Improve
usability
Increase
accessibility
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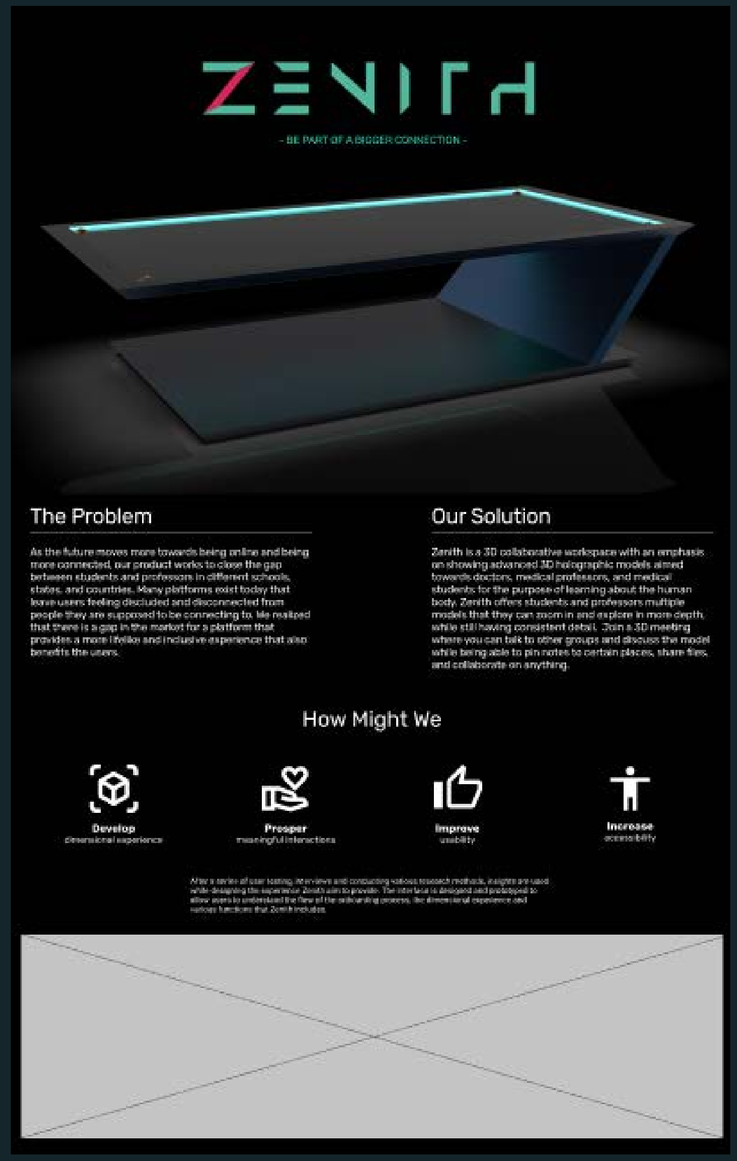
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Poster WIP

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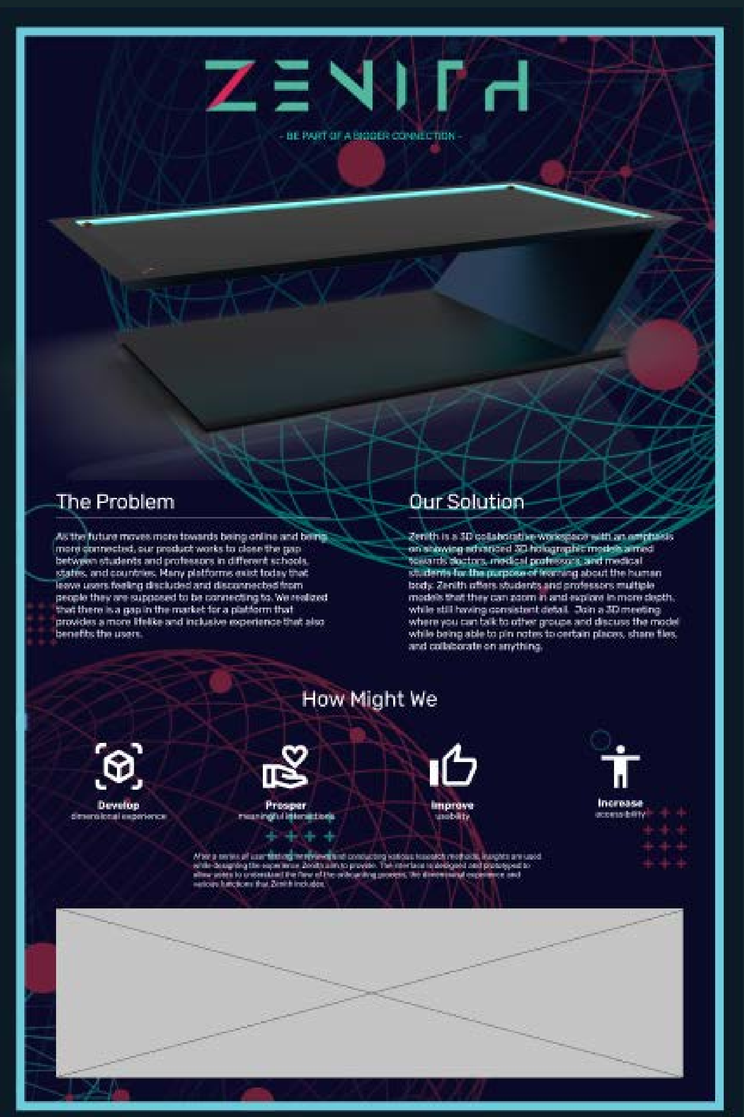
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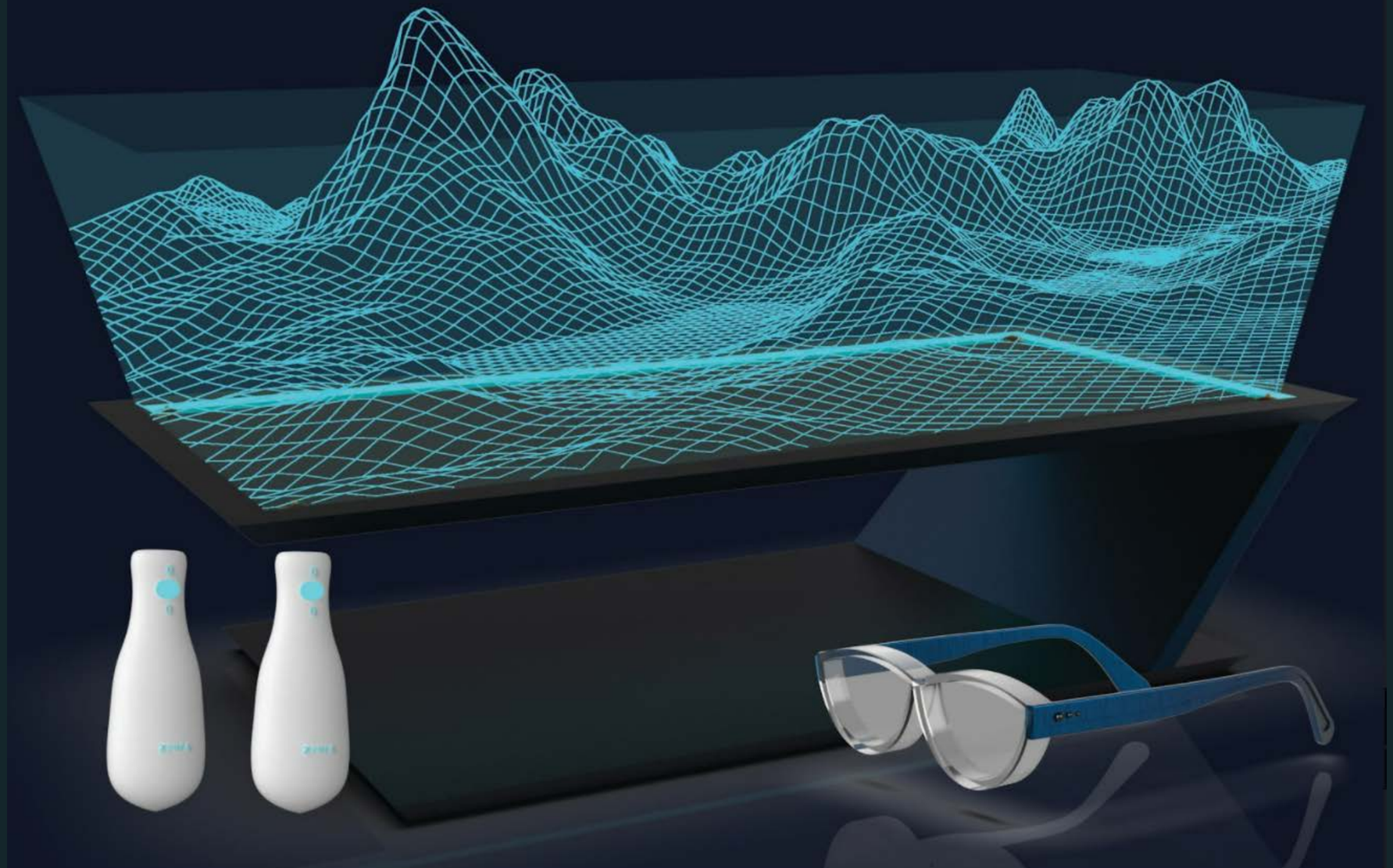
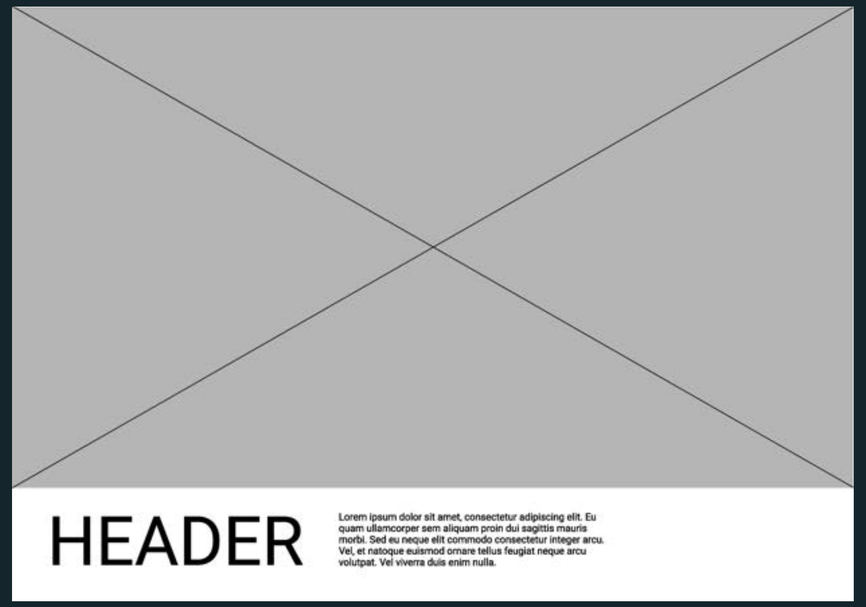
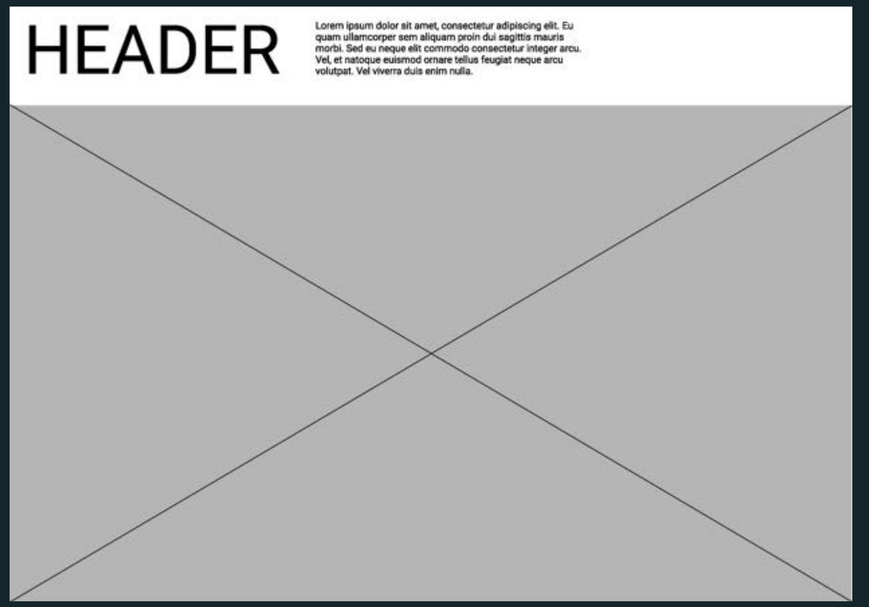
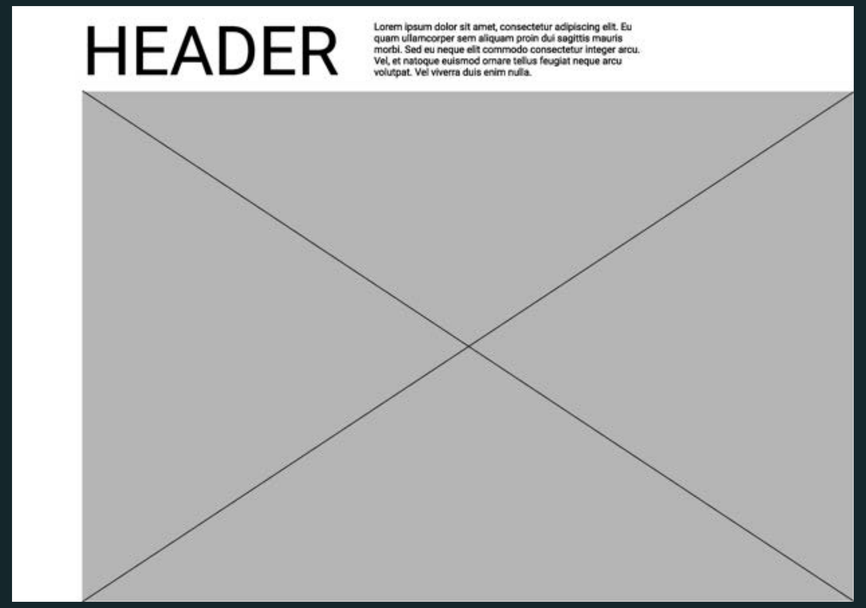
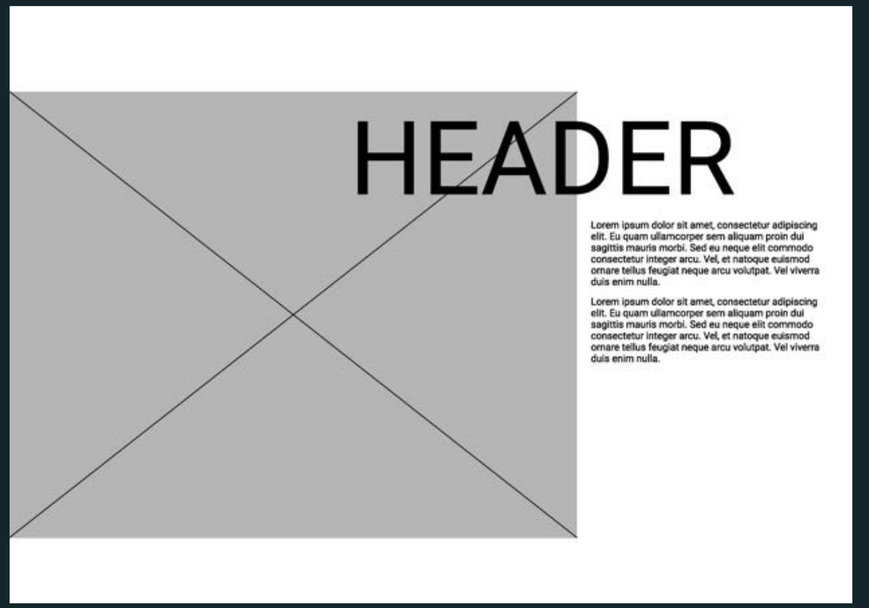


LookBook WIP









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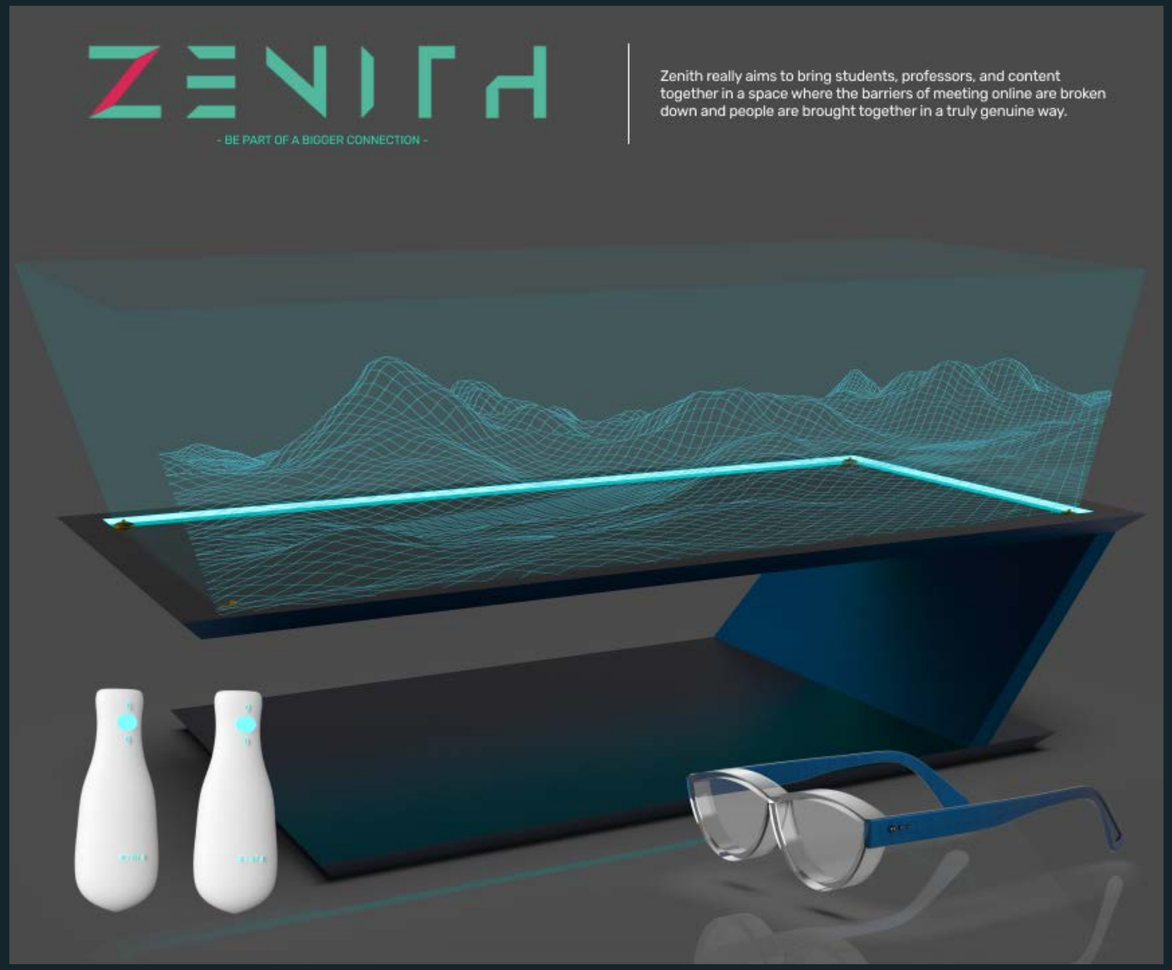


LookBook WIP

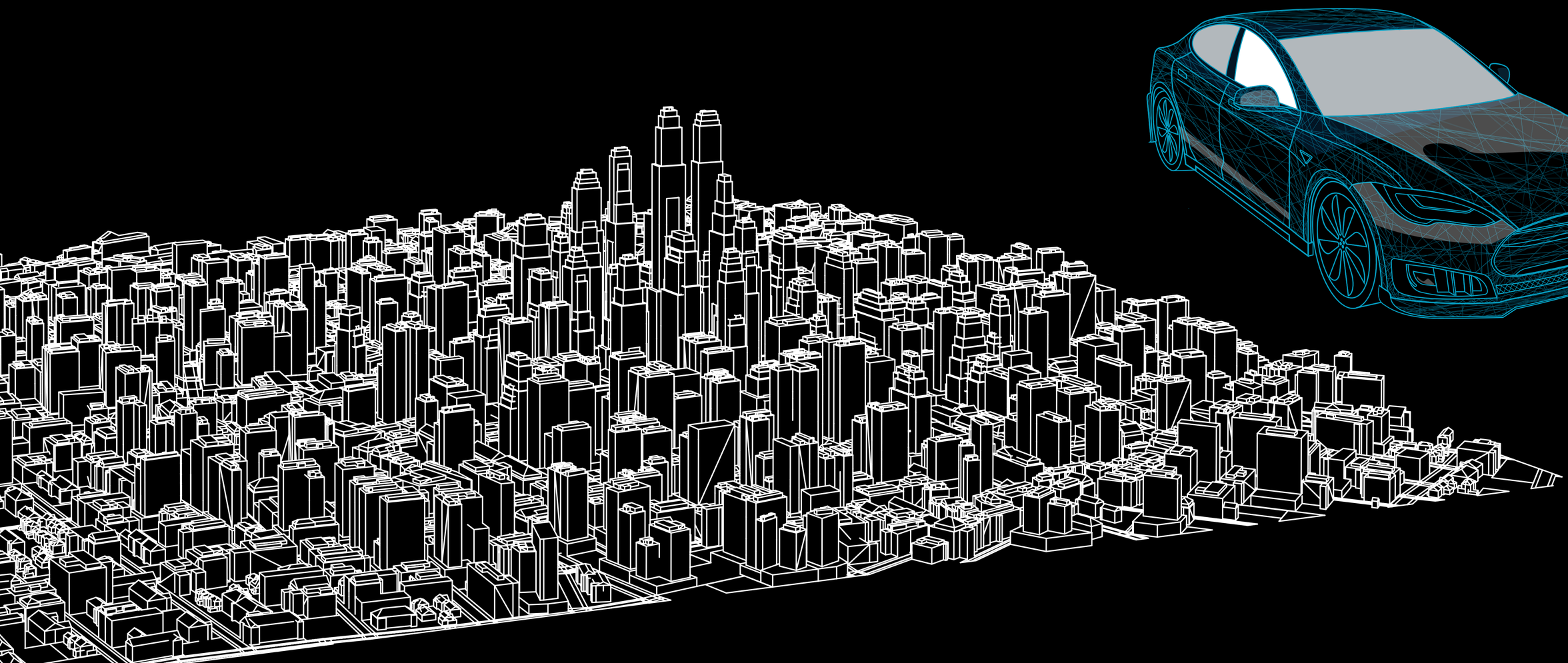
Executive Summary

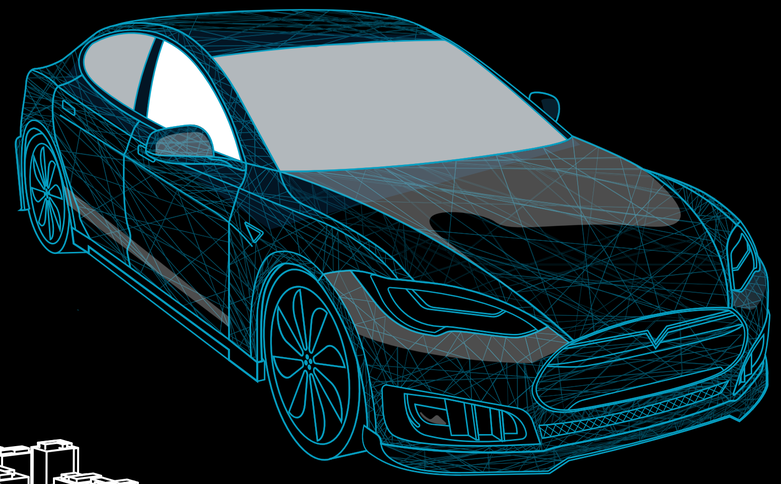
As the future moves more towards being online and connected, our product works to close the gap between students and professors in different schools, states, and countries. Many platforms exist today that leave users feeling discluded and disconnected from people they are supposed to be connecting to, meanwhile creating a larger communication gap. Zenith is a 3D collaborative workspace with an emphasis on intricate 3D holographic models aimed towards doctors, medical professors, and medical students for the purpose of learning about the human body. Zenith really aims to bring students, professors, and content together in a space where the barriers of meeting online are broken down and people are brought together in a truly genuine way. This product can easily be translated in the future to other industries that focus on physical products such as architecture, industrial design, and much more

OUR **VALUE**

Zenith really aims to bring **students**, **professors**, and **content** together in a space where the barriers of meeting online are broken down and people are brought together in a truly genuine way.

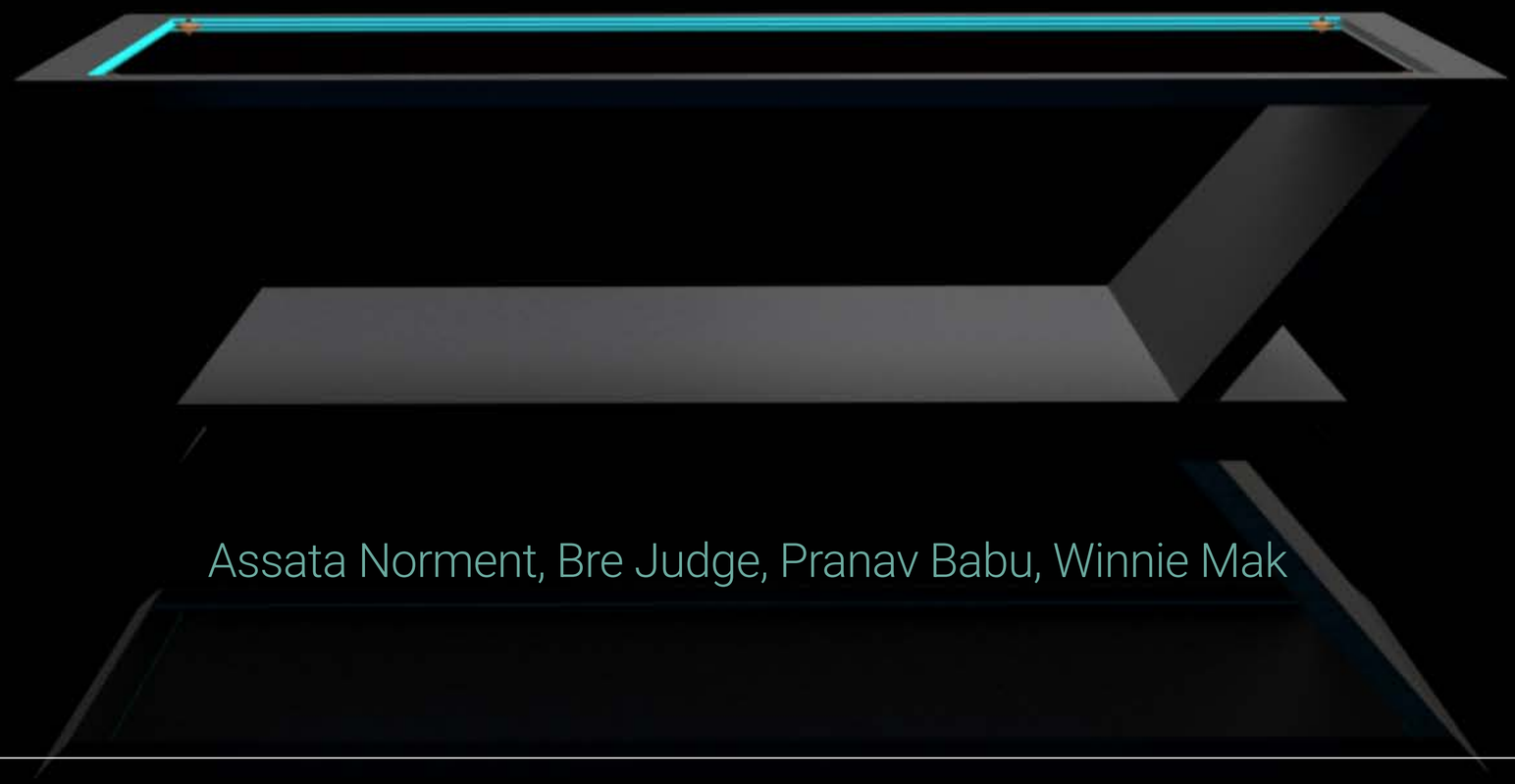
In the future Zenith hopes to widen its audience to **industrial designers**, **architects**, and **urban planners**





ZENITH

- BE PART OF A BIGGER CONNECTION -



Assata Norment, Bre Judge, Pranav Babu, Winnie Mak