SARAH GRAM

PNCA

BFA
GRAHPIC DESIGN

SENIOR THESIS DEFENSE

My design process instinctively applies my evolving interpersonal skillset that I've gained from spending over a decade in the service industry. I'm able to connect deeper with my audience to find the most effective solutions for their pain points. The graphic design work that I produce is always adaptable to individually fit a client's verbal and non-verbal demands. UX/UI elevates my pragmatic and ambitious perspective by allowing me to draw any connections from my personal experiences that can apply to my users. Design will always challenge me to develop flexible and resourceful thinking to generate an idea into a functional product. Interaction design is where I feel at home since I thrive through collaboration and connection in my professional and personal life.

Design is not my hobby. Design is my problem-solving tool.

SARA
GSA

PNCA

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GRAHPIC DESIGN

SENIOR THESIS DEFENSE

PROJECT VISION

After a decade in the foodservice industry, I've observed that the folks within this industry represent a realistic example of what social media does for our online connections. Our industry brings together a wide array of folks in a more intimate way than most professions. I will apply this experience with the foodservice industry to conduct market research within the community and successfully design a new social media platform that is tailored towards the professions need for comfort, familiarity, trust and connection with content that ranges from humor to awareness.

METHODS + MATERIALS

My method of constructing this platform originates from absorbing the problem and effectively creating the solution. The purpose of tippd is to solve the problem of having to weed through general feeds to find service industry related content, lack of community connection and having to use multiple platforms. I surveyed over 200 past/present foodservice industry workers to identify their pain points with existing forms of media. The purpose is to utilize their pain points combined with my skills and knowledge in UX/UI to create a platform in Figma that represents this cultural experiment.

TARGET AUDIENCE

The target audience for tippd is past or present foodservice industry workers. This ranges from bartenders, back-of-house, baristas, managers, part-time, full-time, bouncers, and anyone in-between who keeps an establishments wheels turning. My market research confirmed that I have a broad age range interested in tippd 70% of them are located in urban areas with 30% in more rural areas. My research also gathered that the need is to have a platform that encompasses tutorials, sharing personal stories, memes, resources, local laws, safety, review employers, connection and more.

COMPARATIVE MEDIA

The problem stems from having multiple solutions to one problem. This means that comparative media plays a huge role in producing tippd as a successful application. For example, Facebook solves the problem by using groups to allow folks with similar interests to virtually assemble. Google offers a plethora of information for local laws and news specific to ones region. TikTok and YouTube provide endless videos for training tips and new recipes which can also be shared on various forms of social media. Glassdoor is utilized for reviews of establishments and business owners. Lastly Poached and LinkedIn offer resources for job hunting, resume building, or networking. As I learn from these comparative forms of media, I can take advantage of what they offer to design an all-inclusive experience for a large community.

MARKETPLACE APPLICATION

The marketplace application is important to my thesis since my project is formulated around market research. I'm turning a cultural experiment into a platform that brings a physically interactive industry together in a virtual realm to create connection outside of workplace walls.

tippd

Social media is defined as "interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks." (longdom.org) Over 3.6 billion people have a form of social media presence. These platforms offer a convenient and entertaining way to bring together multiple demographics, professions, personality traits and nationalities. Social media provides its users with a sense of community based on their online interactions, such as algorithms and user friendly messaging. A large community that I have been involved with for a decade is the foodservice industry. The folks within this industry represent a realistic example of what social media does for our online connections. This industry brings together a wide array of folks in an intimate way than most professions. I will apply my ten years of experience with the foodservice industry to conduct market research within the community and successfully design a new social media platform that is tailored towards the professions need for comfort, familiarity, trust and connection with content that ranges from humor to awareness.

I never knew that snagging a part-time job to save up for a car when I was 16 would turn out to impact a majority of my young adult life. After ten years and five different establishments, I have realized how impactful these employments have been on my life. From making new friends, to picking up skills I wouldn't learn anywhere else, the foodservice industry has helped mold me into the person I am today. Many of the relationships that I've made have stuck with me through the years, some even long distance. This experience hasn't always been meeting extraordinary people and learning cocktails. It definitely has its highs and lows, which is another reason why the community is so inseparable. A majority of our coworkers are empathetic, patient, understanding and appreciative. I am confident that my UX/UI design knowledge, foodservice industry experience and market research will well equip me to create a platform that is personalized to our individuality.

The initial stages of research were derived from social media engagement. I reached out to my Instagram followers by creating an announcement. Followers that were interested in participating reached out and provided their contact information. After their interaction with the post, I replied with a synopsis of my thesis along with expectations of their feedback. There were 25 people who initially responded.

Next, I joined six different foodservice industry groups on Facebook and posted a call to action requesting help. This allowed for a larger, more diverse group of people in the industry to engage with. Since my work experience is based out of California and Oregon, these groups will help me gather research from individuals all over the country. The establishments that these people work for range from fine dining to dive bars and include a wide range of experience. The goal of these surveys is to allow for a more quantitative approach to the research. All questions will be simple, direct and primarily multiple choice to promote engagement. The first survey has been concluded with 200 responses.

The surveys will continually be sent out on a weekly basis after Focus Week where I will ask questions pertaining to experience, outlook, content, entertainment and design. Each week I will analyze the surveys to identity common themes. December will be filled with continual market research. Engaging with their weekly responses will help me construct the questions for the following week. This will ensure my potential users and I are being specific enough and identifying any gaps. After the holidays, the remainder of Winter Break will be spent winding down surveys.

Upon the completion of the market research, I will be able to finalize my style guide and user flow map. These elements will generate the framework I need to create the components in Figma and move forward with the screen design. I will have about two and a half months to design my screens. The last week will be spent assigning all my actions to the framework to create a functional prototype. By the end of Spring Break, my application will be ready for testing. Testing will consist of a three to five person team interacting with Tippd in order to weed out bug fixes and unfulfilled actions. Their interactions will be filmed as they provide live feedback. This is an essential process to ensure my application is user-friendly. The

early weeks of April will be used to apply changes based off the interaction study. This will allow time to create a presentation and a potential website to pair with my application. The final execution of this project will be a completed Figma artboard and file. My app will be for mobile-only, a standard 414x896px screen, which fits the iPhone 11 Pro Max.

My influences are constantly changing every day since I'm so immersed in contemporary culture. For my typographic work, I find influence from the Swiss art movement. Its sociohistorical and artistic significance shocked the world of design. This is when the use of grids evolved to assist in consistent and structural formats. Swiss-style opened the door into asymmetry. While the grids helped keep the type work organized; this gave artists creative freedom for an asymmetric layout of graphics. Type, legibility, hierarchy and blending multiple forms of media are all prominently structured in UX/UI.

Jessica Walsh is an incredibly talented graphic designer and art director. She inspires me to create more content at a faster speed. When I started my education in design, I was putting forth a ton of effort to learn rapidly and take in everything I could. With this fast-paced learning strategy, I didn't appreciate my hands-on courses like sculpture and color theory. Walsh stated that she had the same approach and mentality about her similar courses. She goes on how important it is to step away from your computer to conduct research in the field, photograph, collage and remove yourself to keep your creativity fluid. This is a constant reminder that I need in my design work, especially when I hit roadblocks. Not only her, but the work that her firm, &Walsh, is doing is also highly inspirational to me. I find more enjoyment in creating for other people than I do creating for myself, which is what &Walsh represents. Their website states, "We work with clients starting from the initial brand strategy phase to the design, art direction and final production of a project. We believe in creating beautiful, emotion-driven work that functions for our client's goals and resonates with their audiences." (andwalsh.com) Their work has a powerful visual language that feels personalized to each project they've done while also successfully incorporating interaction design.

Interaction design has been exciting and consuming for me. When I started my education in design, I was eager to learn everything I could at a full sprint. An immersive and intense internship kickstarted my passion and ignited a sense of self-confidence. Since the work was formulated for another company, I'm eager to create an application where I can apply my new knowledge. My strong attention to detail, effective use of a grid structure and typographic passion will collectively bring this app to life.

Looking ahead, UX/UI is a route I strive to head in after graduation. I currently have one interactive media-related project in my portfolio, Access Granted, a blend of Find My and current dating apps. Access Granted was a self directed platform where a majority of my time was spent learning the in's and out's of the program, Figma. Towards the end of the project, I noticed the market research was breezed over. I wanted to get more involved in the user side of things by evaluating their experience and interaction. I've collected 120 written responses to the question, "What content would you expect to see that you wouldn't see on any other social media platform? Something that pertains to your personal experience in the industry." My users have vocalized their pain-points to me. It's time to demonstrate to my users, the panel and future employers that I can apply my market research to create something that fits the needs and demands made by my audience.

Through external inspiration, research and personal experience, I will be able to successfully create a platform that not only represents the foodservice industry's individuality but gives folks like me a space to be expressive and comfortable. I have the drive to create for others which makes me prepared to challenge myself and work as a team with my community to develop something truly remarkable.

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MARKET RESEARCH

200 past + present food service industry workers wrote what they would expect or like to see on a social media platform catered to our industry. The most valuable requests were Q+A, recipes, tutorials, sharing personal stories, memes, resources, local laws, safety, review employers and connection
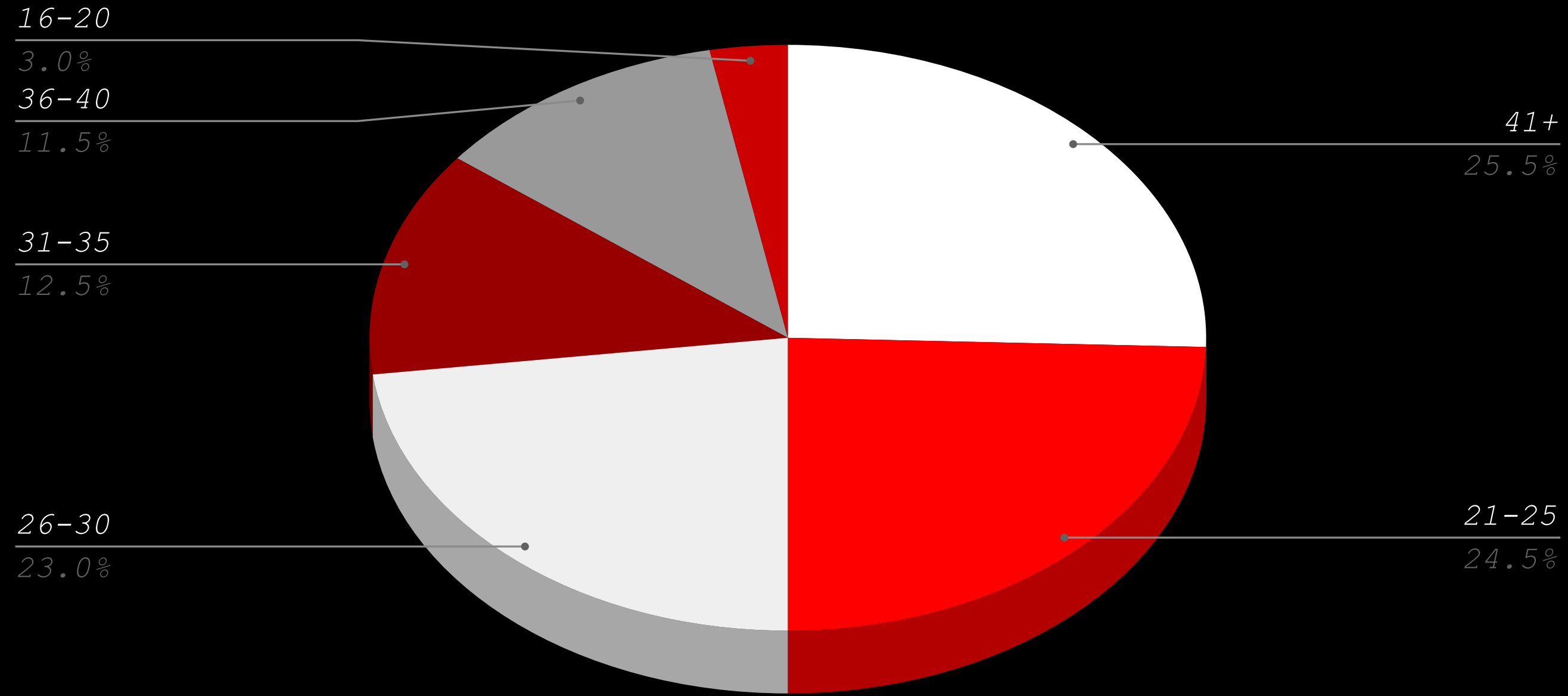
PROBLEM
WITH EXISTING
SOLUTIONS

Having to weed through general social feeds to find industry related content

Lack of community connection

Multiple platforms
ex.
Facebook for groups
Google for local laws + news,
TikTok or YouTube for training + recipes
Glassdoor for reviews
Poached or LinkedIn for job hunting + networking

AGE RANGE OF PARTICIPANTS

16-20
3.0%

36-40
11.5%

41+
25.5%

31-35
12.5%

26-30
23.0%

21-25
24.5%

DEMOGRAPHIC OF PARTICIPANTS

RURAL
30%

URBAN
70%
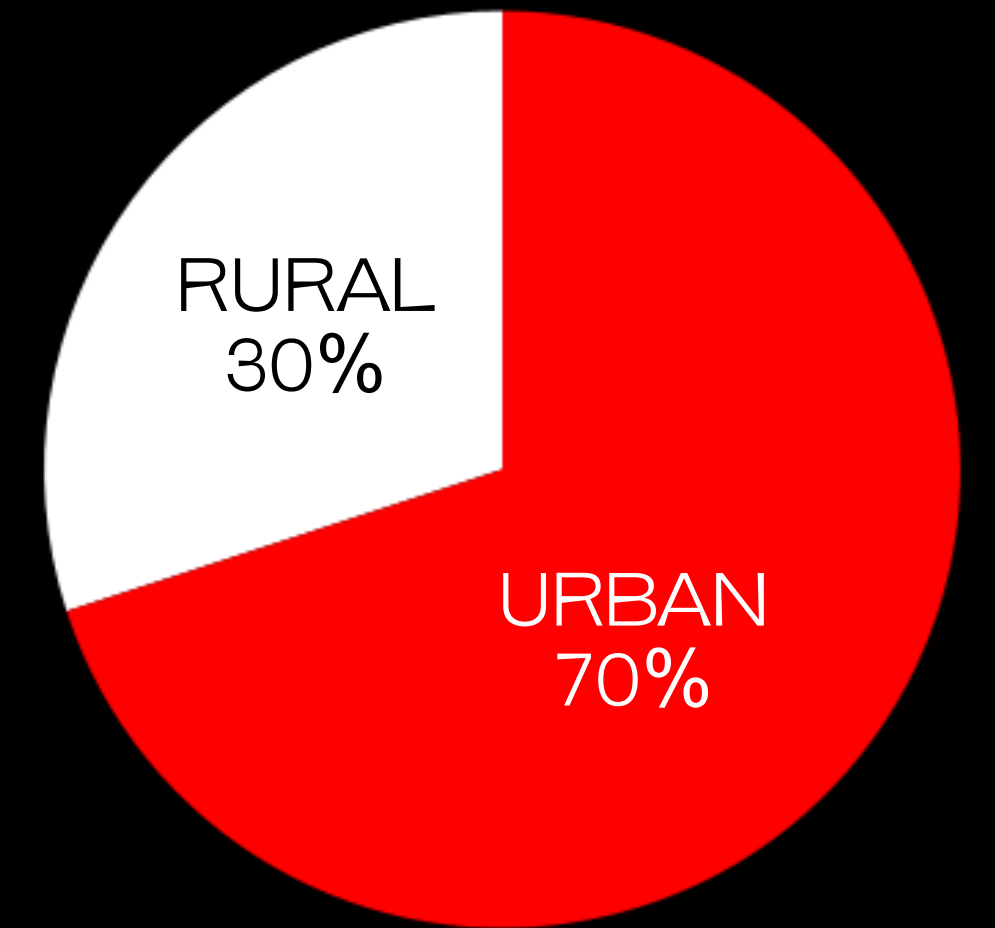
LIFESTYLE OF PARTICIPANTS

200

150

100

50

0

student   parent   social   full-time worker   business owner
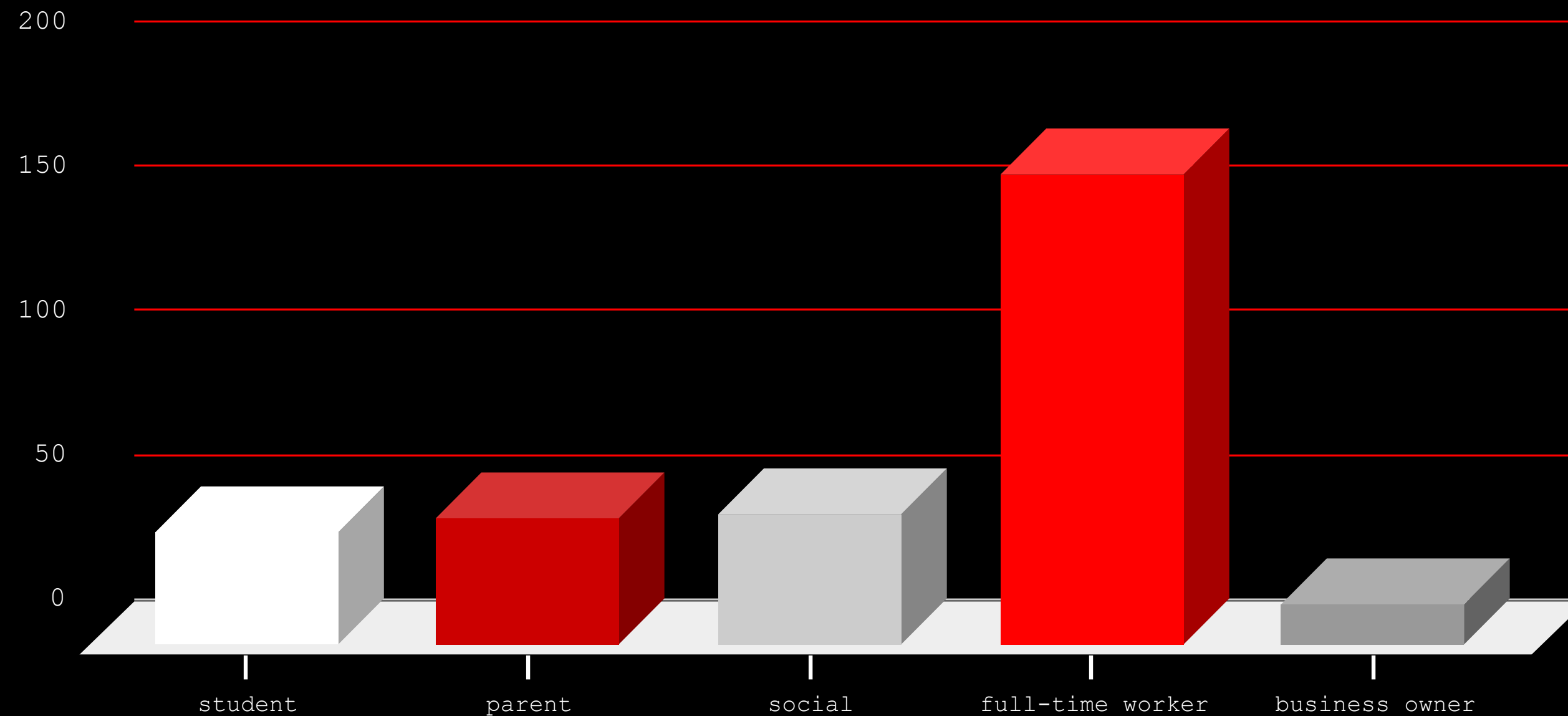
EMPATHY MAP

"An empathy map is used to articulate what you know about a particular type of user. It externalizes knowledge about users in order to create a shared understanding of user needs and aid in decision making.,,

want, need, goal
+ accessible tutorials
+ effortless sharing
+ relieve stress
+ industry connection
+ safety

pain points
+ multiple platforms
+ unwarranted negativity
+ lack of connection
+ scrolling through
  unrelated content

thinking, feeling
+ frustrated
+ annoyed
+ alone
+ misunderstood
+ restricted

when, where
+ filling lonely voids
+ unclear on local laws
+ seeking drink inspo
+ job hunting
+ venting

USER SCENARIO

" User scenarios are stories which designers create to show how users might act to achieve a goal in a system or environment. Designers make scenarios to understand users' motivations, needs, barriers and more in the context of how they would use a design, and to help ideate, iterate and usability-test optimal solutions. "

Emily is a foodservice industry worker. Her friends work 9-5's and don't go out on weekdays. Her co-workers don't have the same days-off as her. She wakes up on yet another unplanned and potentially wasted day-off. While aimlessly scrolling through all her platforms trying to come up with something to do, she starts to feel lonely and bored. Emily has always wanted to to make more friends with similar lifestyles as hers but has a hard time meeting people outside of work. She wants to be able to have entertaining and successful days off. As her scrolling continues, she runs into an advertisement for tippd. Seeing that it's catered towards folks who works in the foodservice industry, she downloads the application. After signing up, she's prompted to fill out her availability so she can see events catered to her schedule. This allows for more direct invitations while avoiding a feeling of missing out from seeing events on days she's unavailable. After entering her schedule in, Emily sees an intriguing event on her feed. This event is for foodservice industry workers to attend a soft opening at a bar where she can connect with more folks in the community. Emily also has something to look forward to on her day off.

STORYBOARD

" A storyboard is a visual representation of how the user would react with your site or app. There are different types of storyboards that designers can create: sketches, illustrations and screenshots, slideshows and animated, live demos. "
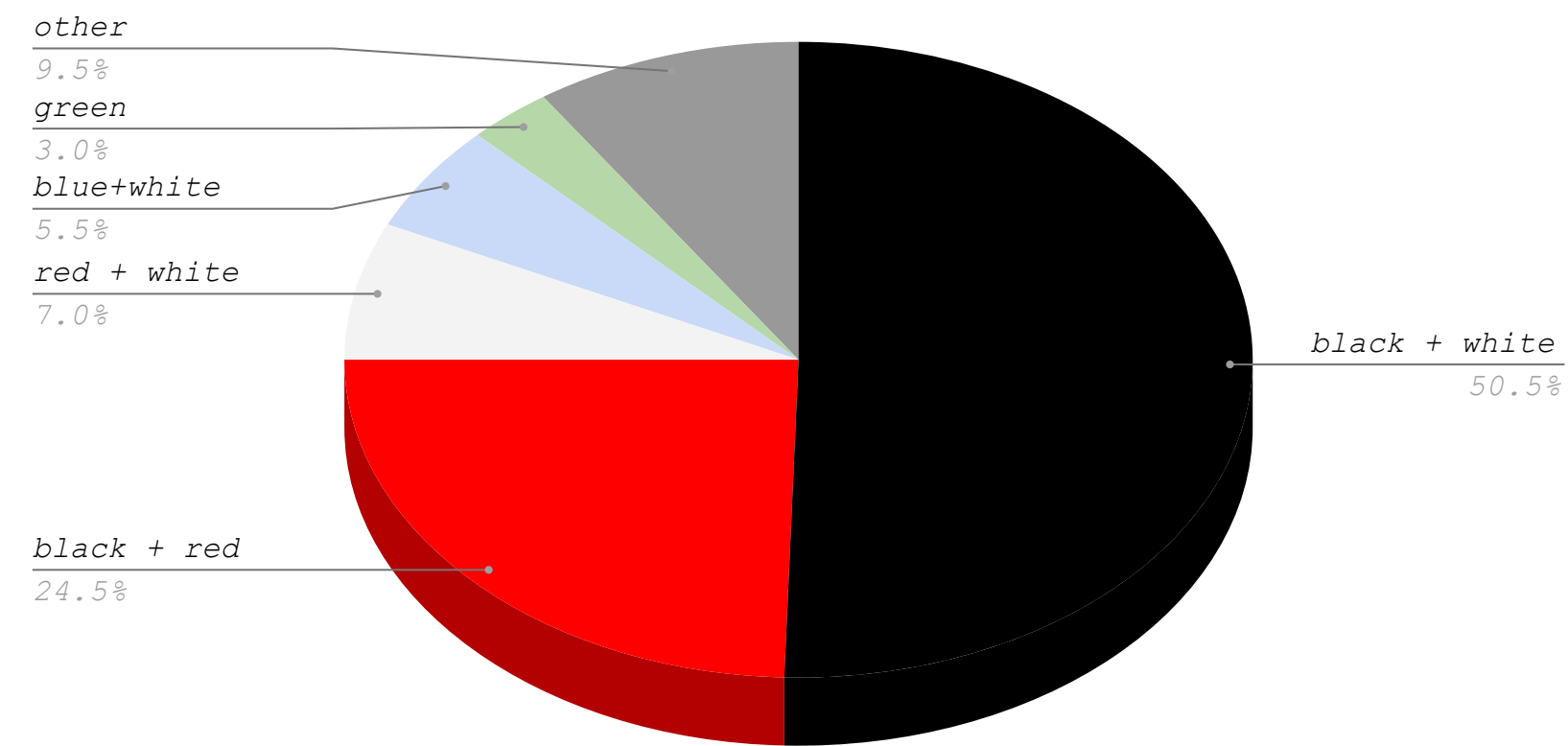

STORYBOARD BY: SUSANNAH BECKETT

DEFENSE

creating the solution

APP DEVELOPMENT

other
9.5%
green
3.0%
blue+white
5.5%
red + white
7.0%

black + white
50.5%

black + red
24.5%

My color palette was sourced from asking the industry what colors resonate with them when they think about foodservice, as you see here, red, white, and black were the main contenders.

Paired with these colors, the design aesthetic would encapsulate the theme of optical illusions. This is a play on what our brain does when we see something we don't recognize or resonate with while trying to make sense of it all. This represents how we feel folks outside the foodservice industry visualize us as a community.

MOOD BOARD

login set up — email — password — clock-in — home

location — username — password — email
allow
confirm — confirm
set up account

set up prompts — skip & miss out

sign up for neighborhood
would you like to sign up for walk with me?
upload resume
upload food handlers/liquor license
add availability for events

turn on location services
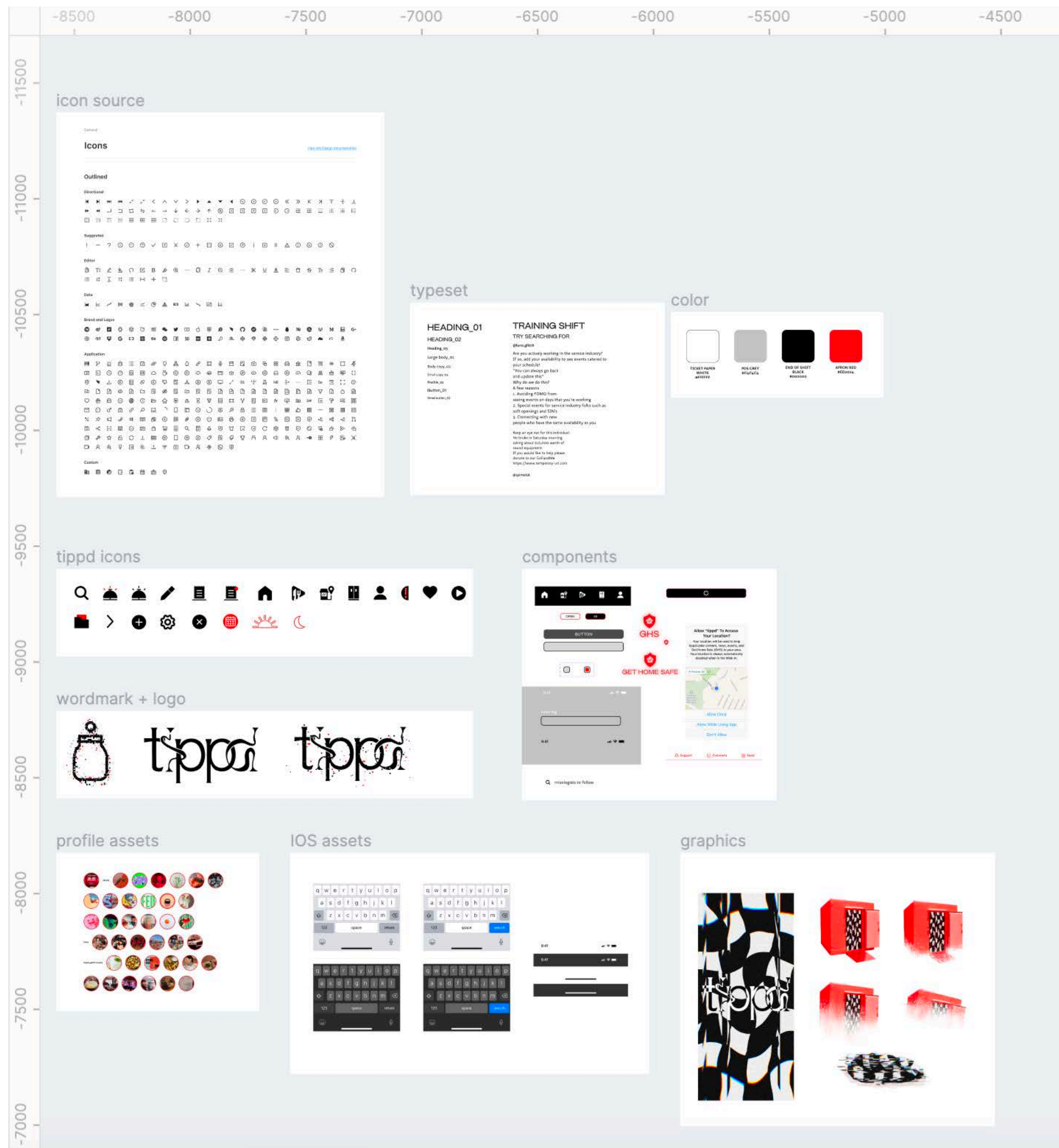maybe later
next
yes — maybe later
turn on notifications — next
upload pdf — maybe later — next
upload pdf — maybe later — done
add — maybe later — done

home
pop-up mood analysis
show algorithm change — great day — shitty shift — show algorithm change
x — don't care
social feed
show three scrolls
memes — general news — quick q+a — pics/vids — status'

training shift
show three scrolls
tutorials — recipes (make sure you include coffee!) — tips/ training vids — drink special advice

sidebarm enu
following (going live)
likes
explore
saved recipes

community (catered to pdx)
jobs — local laws — shift pickup — food reuse — safety — network recc's
incident report button

welcome to the walk-in
workplaces feed (catered to your area)
customer ratings — workplace ratings — venting space — anonymous safety reports

Text Styles

Ag H1 · 40/Auto

Ag H2 · 24/Auto

Ag H3 · 16/Auto

Ag LrgBody · 18/140

Ag Body · 16/140

Ag SmBody · 14/Auto

Ag Pretitle · 14/Auto

Ag Button · 18/Auto

Ag SmButton · 14/Auto

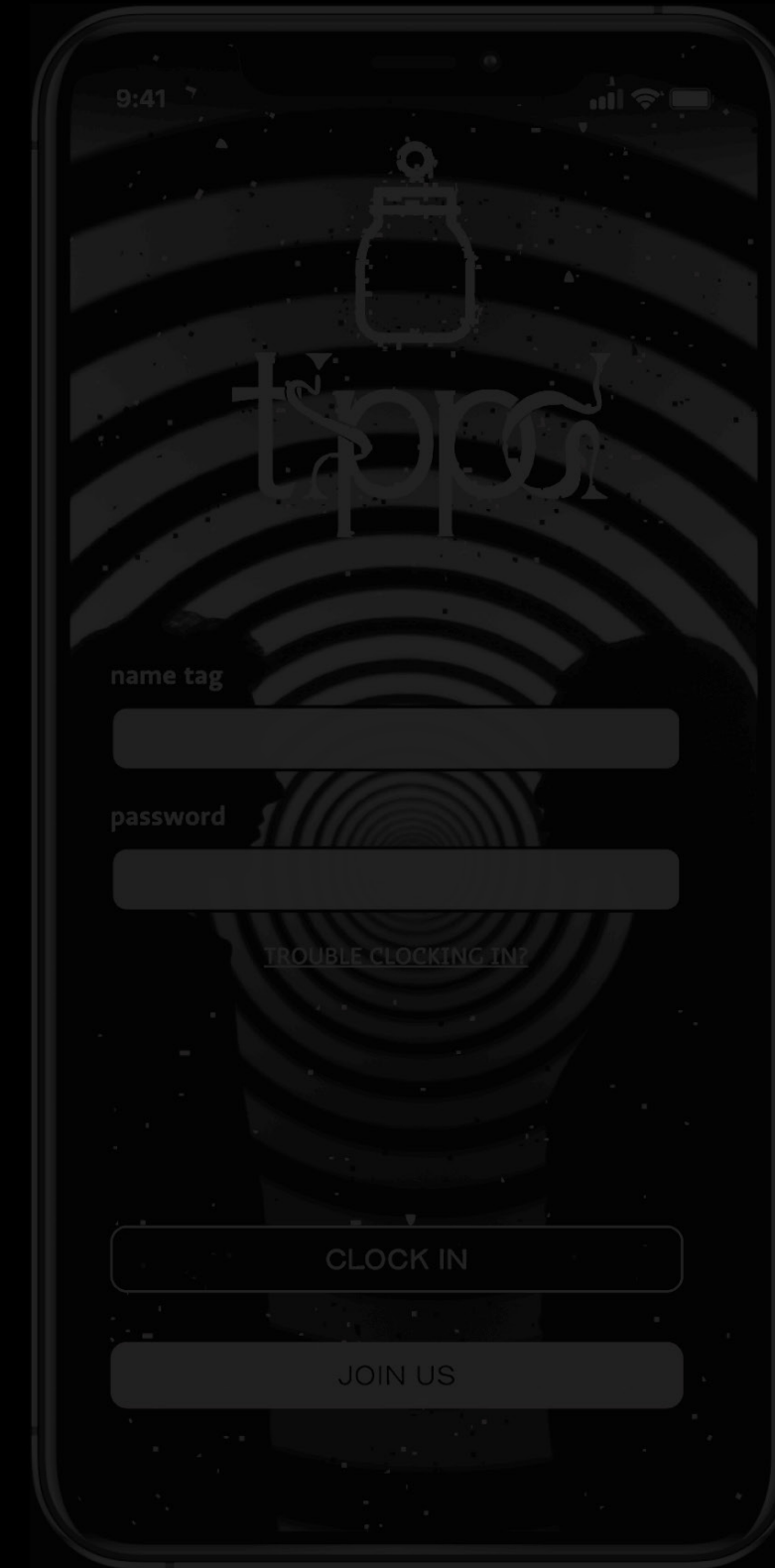Ag story title name · 12/Auto

Grid Styles

III iphonex-grid

FINAL PROTOTYPE

LOADING
SCREEN

HOME CLOCK IN
SCREEN

JOIN US
SCREEN

9:41

tippd

the social media platform for the
anomalous in an ordinary industry

name tag

we suggest making your name tag
expressive + unique

passcode

confirm passcode

email address

used for account recovery only
your email address will not be visable to tippd users

confirm email address

CONTINUE

9:41

tippd

LET'S GET YOU SET UP
NOW SO YOU DON'T
HAVE TO DO THIS
BULLSH*T LATER

THIS SETUP PROCESS
ALLOWS YOU TO FULLY
ACCESS ALL TIPPD
HAS TO OFFER

WE PROMISE IT WON'T
TAKE AS LONG AS
SIDEWORK

LET'S GO

9:41

ENABLE LOCATION

ALLOW LOCATION

TELL ME WHY

9:41

Allow "tippd" To Access
Your Location?

Your location will be used to help
tippd cater content, news, events, and
Get Home Safe (GHS) to your area.
Your location is always automatically
disabled when in the Walk-in.

TELL ME WHY

SETUP
PROMPT

the social media platform for the
anomalous in an ordinary industry

name tag

*we suggest making your name tag
expressive & unique

passcode

confirm passcode

email address

used for account recovery only
your email address will not be visible to tippd users

confirm email address

CONTINUE

9:41

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TELL ME WHY

LOCATION
ACCESS
REQUEST

ENABLE LOCATION

TIPPD REQUIRES ACCESS TO YOUR
LOCATION TO BUILD A BETTER
EXPERIENCE FOR ITS USERS

ALLOW LOCATION

TELL ME WHY

ALLOW LOCATION ACCESS

Allow "tippd" To Access Your Location?

Your location will be used to help tippd cater content, news, events, and Get Home Safe (GHS) to your area. Your location is always automatically disabled when in the Walk-In.

Allow Once

Allow While Using App

Don't Allow

TELL ME WHY

GHS
INFO
SCREEN

ALERTS
ACCESS
REQUEST

GET HOME SAFE

We're all familiar with this saying
We say it to our
friends, co-workers, customers, family
But who's there to say it when you leave?

Whether it's midday in the city or late at
night in your hometown, anyone can feel
uncomfortable leaving their shift with a
pocket full of cash

Get Home Safe (GHS) is a free and useful
service offered to tippd users in order to
provide a sense of security when walking
home alone or to your car

Easily enroll to either have or be that peace
of mind for someone else

Providing your availability guarantees that
GHS will never cause a disruption to your
sleep or work schedule

ENROLL

MAYBE LATER

ENABLE NOTIFICATIONS

TIPPD REQUIRES NOTIFICATIONS IN
ORDER TO RECEIVE GHS CALL REQUESTS
YOU CAN MANAGE YOUR
NOTIFICATIONS IN YOUR SETTINGS

ALLOW REQUESTS

TELL ME WHY

"tippd" Would Like To Send
You Notifications

Notifications may include alerts,
sounds, and icon badges. These can
be configured in Settings.

TELL ME WHY

your phone #

EMERGENCY CONTACT INFO:

contacts name

relation

phone #

confirm phone #

CONFIRM

ALLOW
ALERTS
ACCESS

GET HOME SAFE

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Don't Allow   Allow

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CONFIRM

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MAYBE LATER

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ALLOW REQUESTS

TELL ME WHY

"tippd" Would Like To Send
You Notifications

Notifications may include alerts,
sounds, and icon badges. These can
be configured in Settings.

TELL ME WHY

your phone #

optional for emergencies

EMERGENCY CONTACT INFO:

contacts name

relation

phone #

confirm phone #

they will only be contacted by tippd and their # will
never be used or shared unless there is a life
threatening emergency

CONFIRM

AVAILABILITY
SETUP
PROMPT

ALMOST DONE

If you're actively working in
the industry, you can add your
availability to see events
catered to your schedule

Why do we do this?

To avoid heartbreak from
seeing events on days that
you're working or unavailable

Invites to events specifically for
industry folks such as soft openings
and service industry nights (SIN's)

Allowing users to connect with
new industry workers who share
a similar schedule

CONTINUE

MAYBE LATER

MY TIME OFF:

	6am-3pm	all day	3pm - 6am
SUN	☐	☐	☐
MON	☐	☐	☐
TUE	☐	☐	☐
WED	☐	☐	☐
THU	☐	☐	☐
FRI	☐	☐	☐
SAT	☐	☐	☐

only check boxes for when you ARE available

DONE

ENTER
AVAILABILITY

ALMOST DONE

If you're actively working in
the industry, you can add your
availability to see events
catered to your schedule

Why do we do this?

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seeing events on days that
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Invites to events specifically for
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CONTINUE

MAYBE LATER

MY TIME OFF:

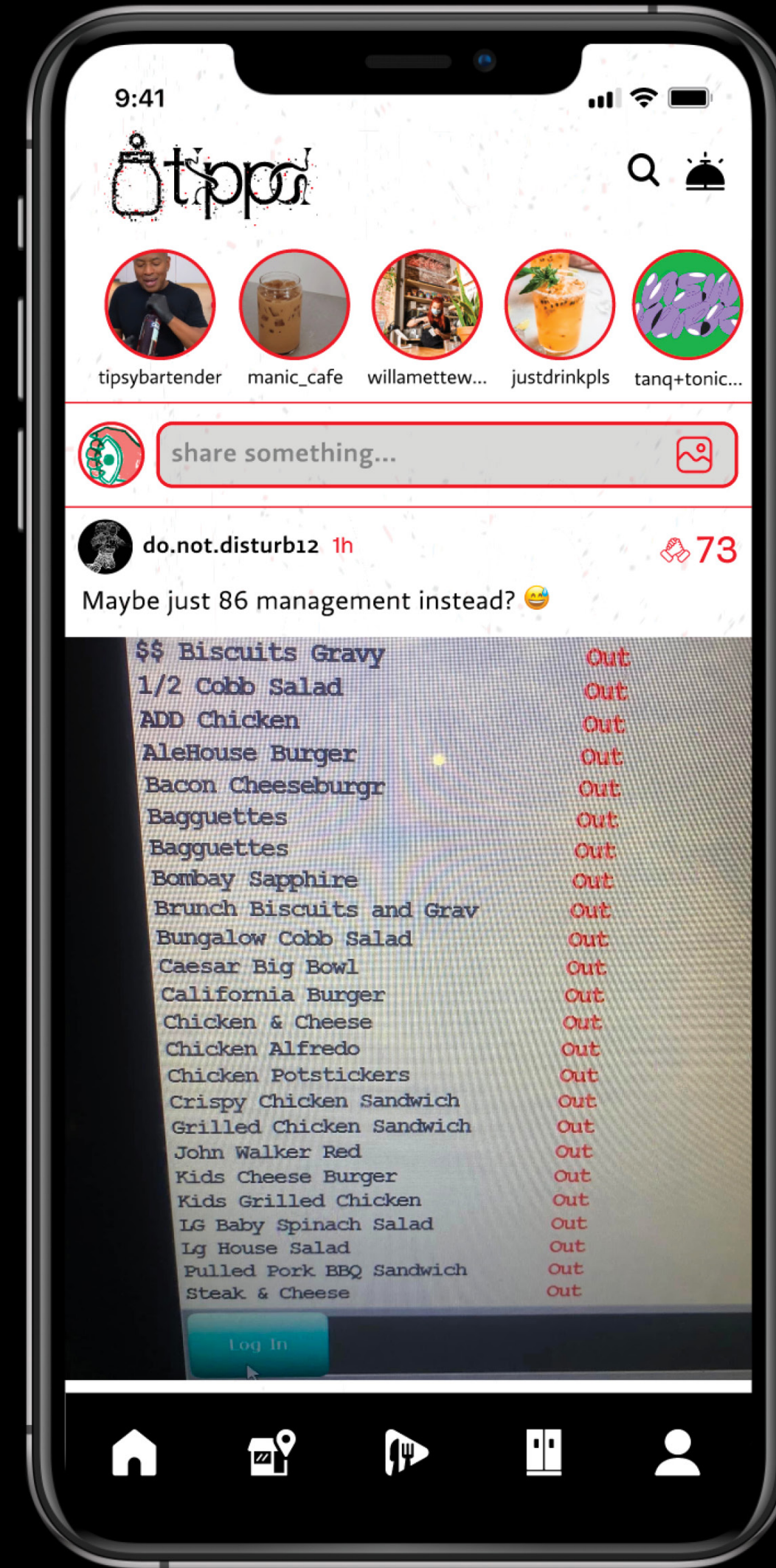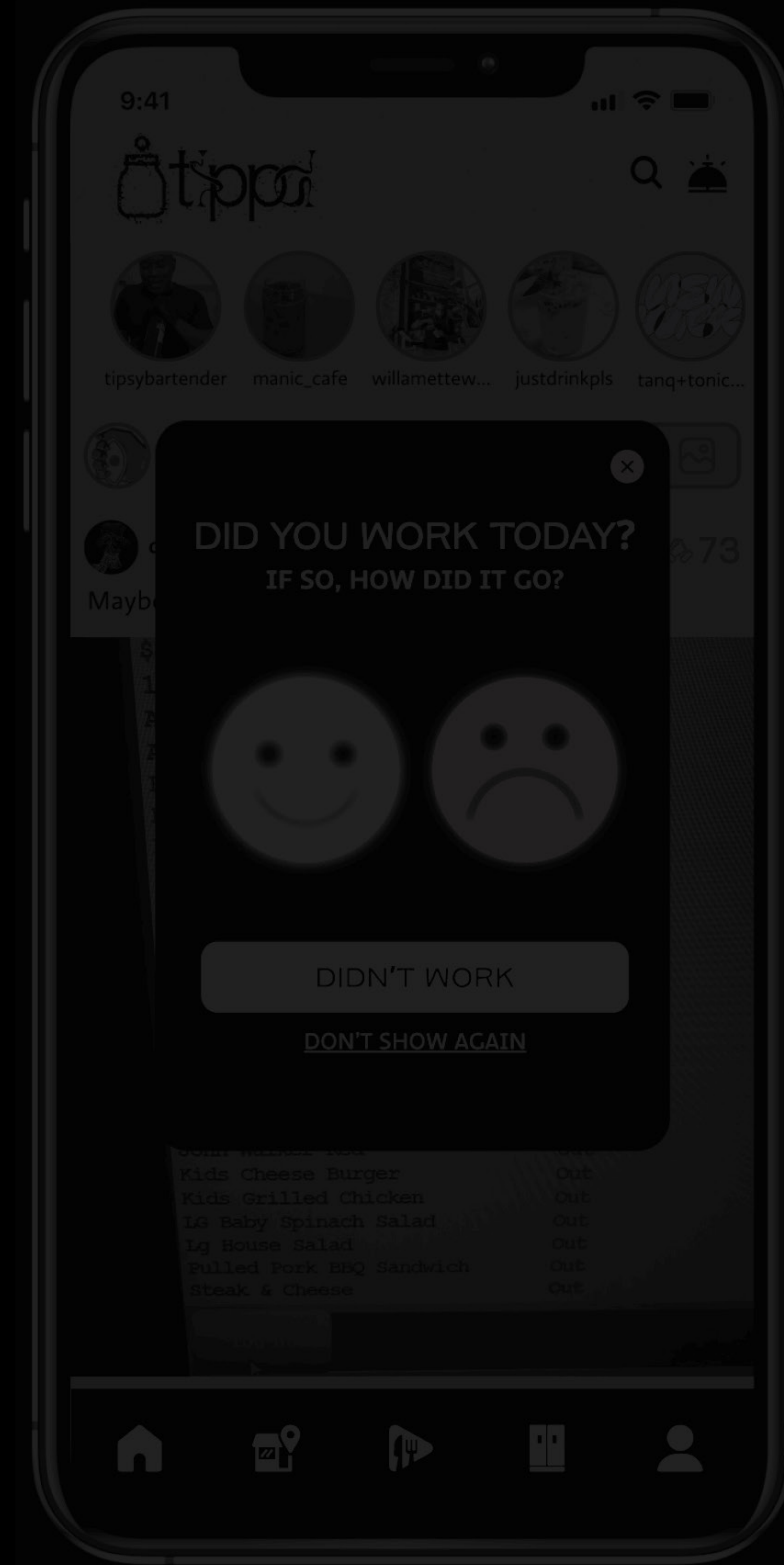|	6am-3pm	all day	3pm – 6am
SUN	☐	☐	☐
MON	☐	☐	☐
TUE	☐	☐	☐
WED	☐	☐	☐
THU	☐	☐	☐
FRI	☐	☐	☐
SAT	☐	☐	☐

only check boxes for when you ARE available
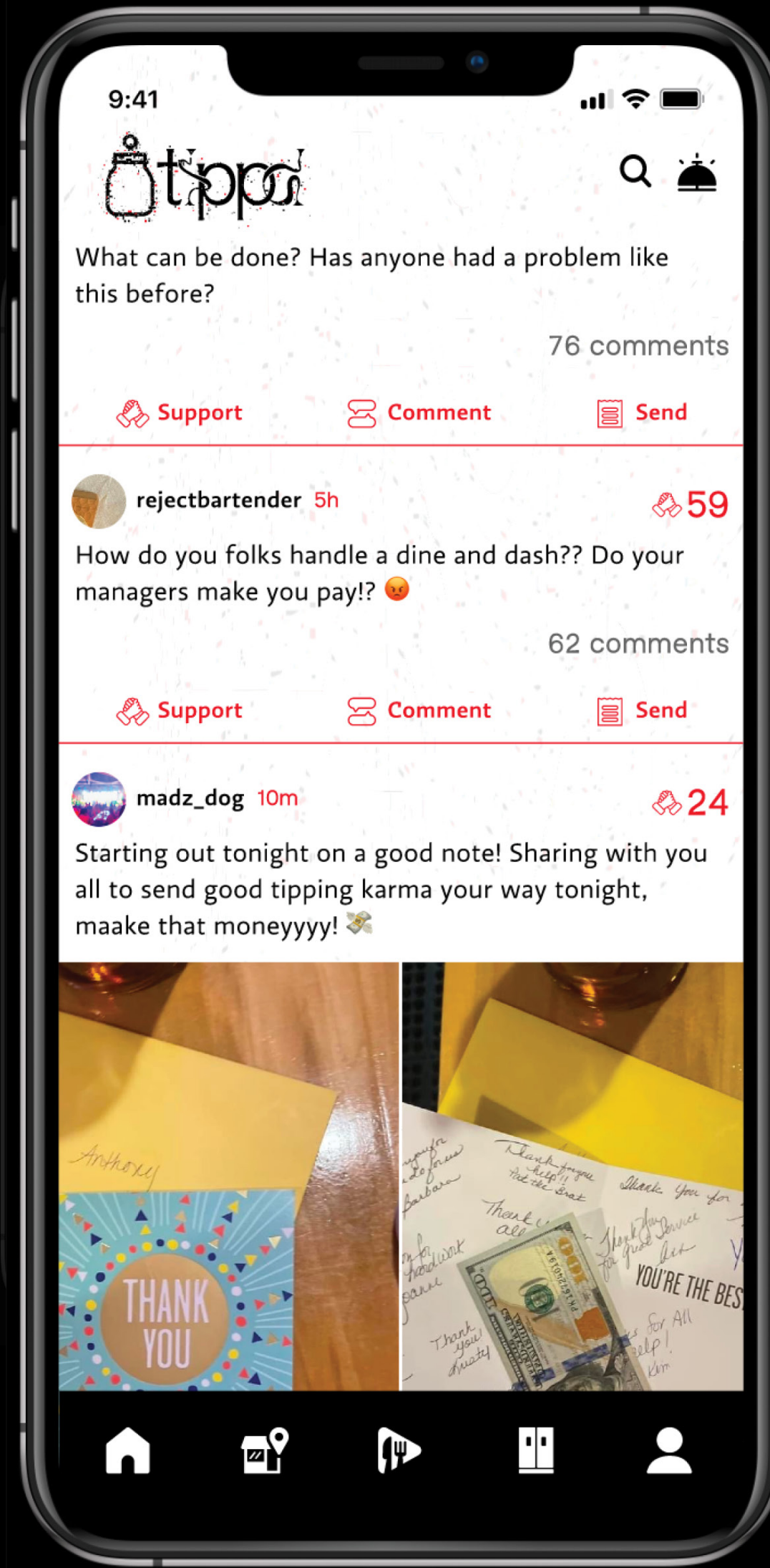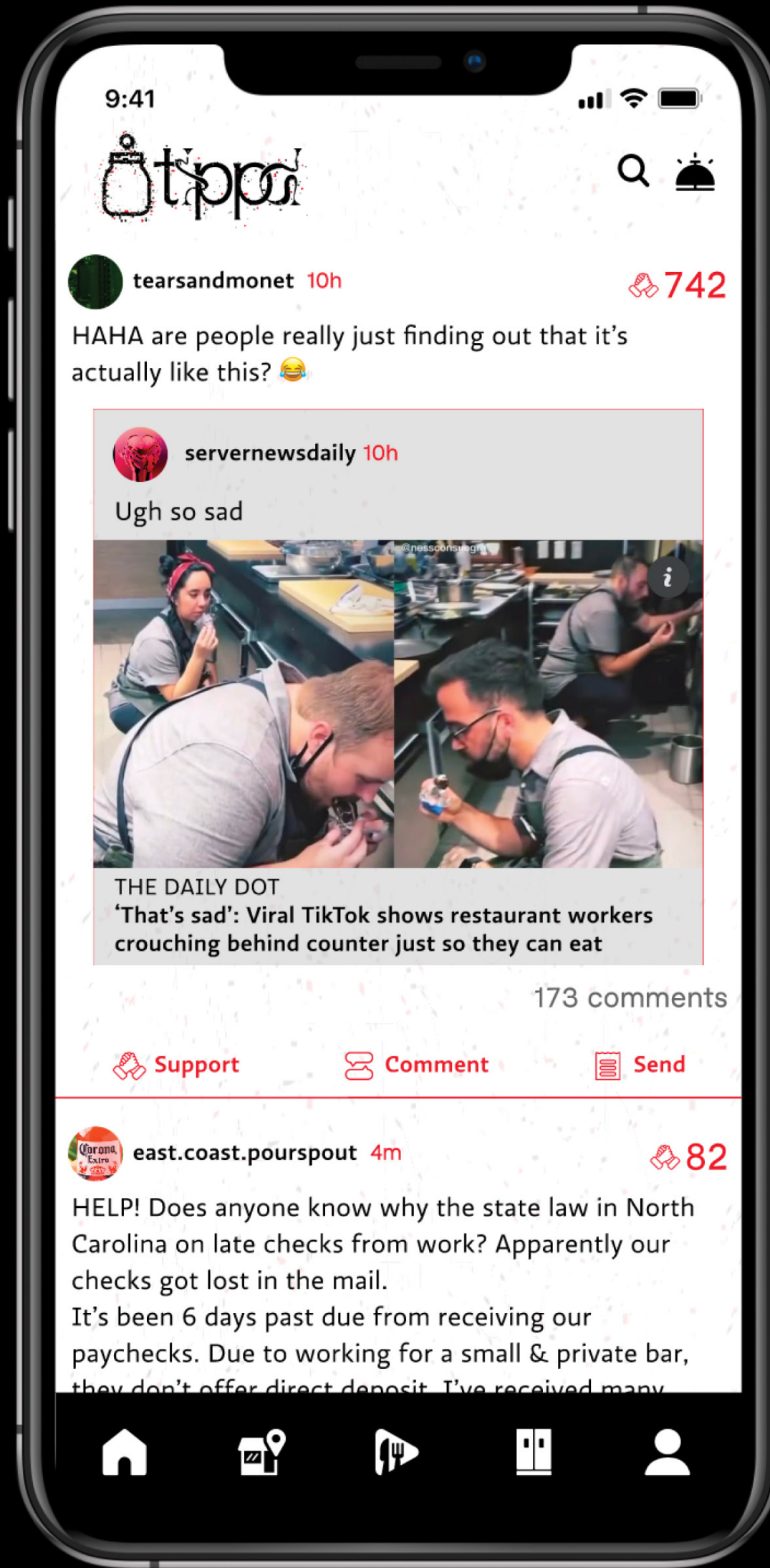
DONE

ALGORITHM
MOOD
POP-UP

TIPPD
HOME
FEED

OPEN
HIGHLIGHT

TIPPD
HOME
FEED
SCROLL

Screen 1:

tippd

tearsandmonet 10h · 742

HAHA are people really just finding out that it's actually like this? 😂

servernewsdaily 10h

Ugh so sad

THE DAILY DOT
'That's sad': Viral TikTok shows restaurant workers crouching behind counter just so they can eat

173 comments

Support · Comment · Send

east.coast.pourspout 4m · 82

HELP! Does anyone know why the state law in North Carolina on late checks from work? Apparently our checks got lost in the mail.
It's been 6 days past due from receiving our paychecks. Due to working for a small & private bar, they don't offer direct deposit. I've received many

Screen 2:

tippd

What can be done? Has anyone had a problem like this before?

76 comments

Support · Comment · Send

rejectbartender 5h · 59

How do you folks handle a dine and dash?? Do your managers make you pay!? 😡

62 comments

Support · Comment · Send

madz_dog 10m · 24

Starting out tonight on a good note! Sharing with you all to send good tipping karma your way tonight, maake that moneyyyy! 💸

THANK YOU

Screen 3:

tippd

12 comments

Support · Comment · Send

cornerboothplzz 8h · 382

Dude asks me, "why arent you smiling??" 🙄
I said, "Im working an unexpected double, I've had to pee for 3 hours and I just accidentally put my finger in someone's used ranch..."
sarcastic smile & walk away
GTFO ugh

90 comments

Support · Comment · Send

madiiibaddiiii 2h · 134

Does anyone ever leave the service industry forvever? I feel like I just keep going back lol I can't help it...😣😖

KEEP GOING BACK TOO · OUT & NEVER GOING BACK!

23 comments

Support · Comment · Send

yung&bored34 2d · 261

Screen 4:

tippd

Would you rather manage or serv

SERVE

Support · Comme

tipoutpolice 17h

Anyone ready for easter 😄 Post-1000 haha sending you all the be

servernewsdaily 12h

What makes the Sunday crow

THE DAILY DOT
Servers say 'Sunday morning afte worst type of customers

Support · Comme

bohchainsmoker 4h

SEARCH
TIPPD

9:41

search tippd

TRY SEARCHING FOR

🔍   mixologists to follow

🔍   networking tips

🔍   events near me

🔍   barista basics

🔍   server secrets

ALERTS

TICKETS

TICKETS

search tickets

is.it.cake		1m
Yep, that actually makes sense		
818batter_up		3m
awww omg i love her!!! 😭😭😭		
madz_dog		5m
wow those look yummy can we please make this f..		
bohchainsmoker		31m
Lemme buy a drink next time we are around this..		
MEMES AND ONLY MEMES		1h
dude no fucking way HAHAHA YES 😂		
burymeintheclub		1h
did you see the event at Psychic?? 🔮		
bounce.bounce.gone86		2h
Oh yea he's been in a few times, I'll let you let you..		
fakeID		3h
omg yes i can't wait to see what you do with the k..		
poursomewhiskeyonme		3h
Yeah I guess so, but when you think about it, did i..		
karaokeOG		6h
Is that SIN still happening this weekend at twenty..		

ALERTS

UPCOMING

NEW EVENT Life of Riley SIN
June 19th 9pm-2am

VIEW   HIDE

NEW

justdrinkpls added a new video to Training
Shift: Summer Trending Drinks

is.it.cake. responded to your comment on
their post

NEW EVENT Holy Ghost is hosting Service
Industry Night on 5/25

OPEN   88

EARLIER

818batter_up supported your most recent
post

tanq+tonic1996 wants to support you..

ACCEPT   88

madz_dog supported your comment on
tipsybartender's video

bohchainsmoker and 95 others supported
your comment on willametteweekly's recent
post

818batter_up

justcloseout I've got a few people in mind..

wait did you know that jess started
working at district?!

yeah I told her that we used to work
together and she was so stoked lol
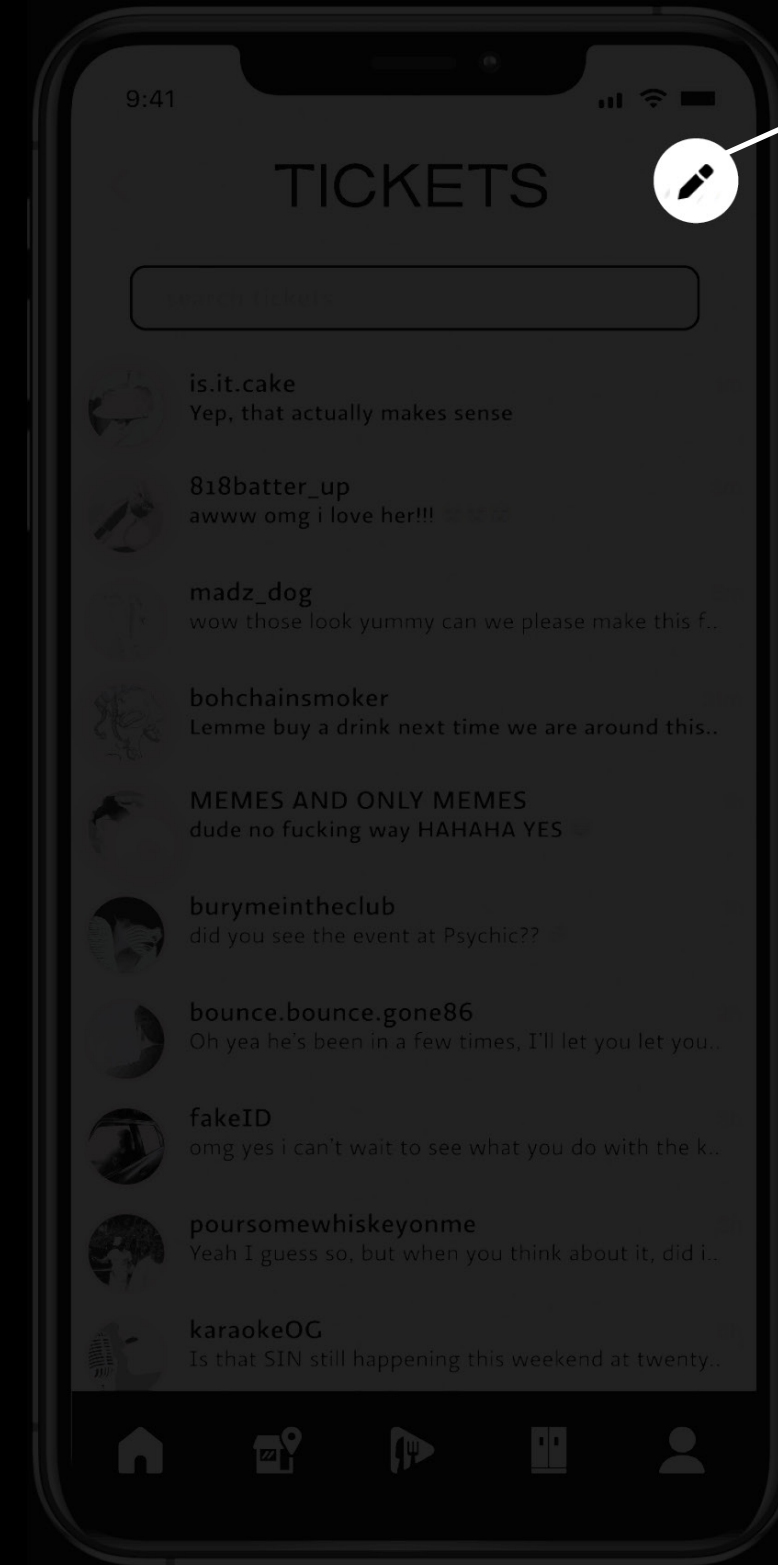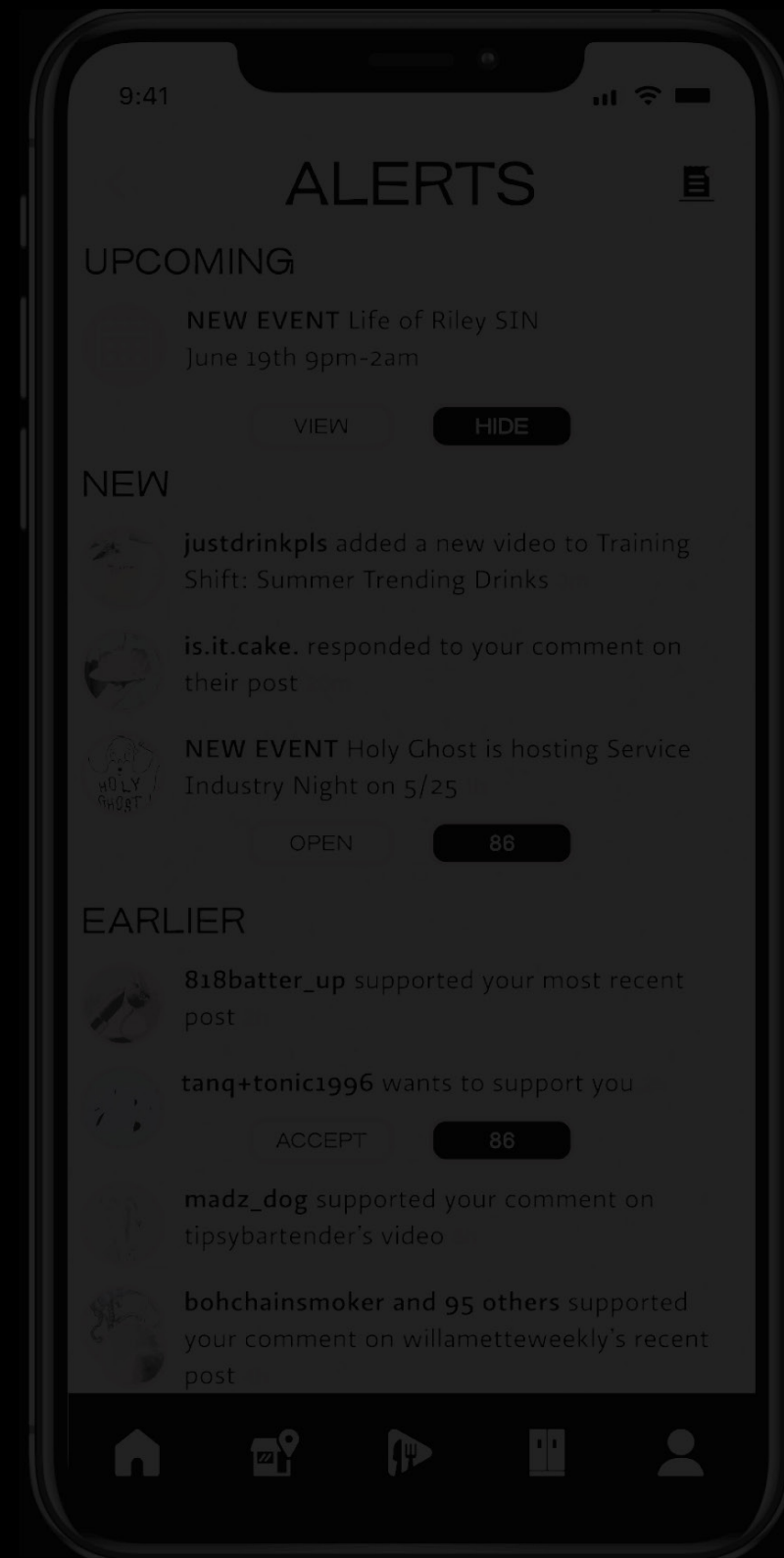she was just like "I'M SO GLAD YOU
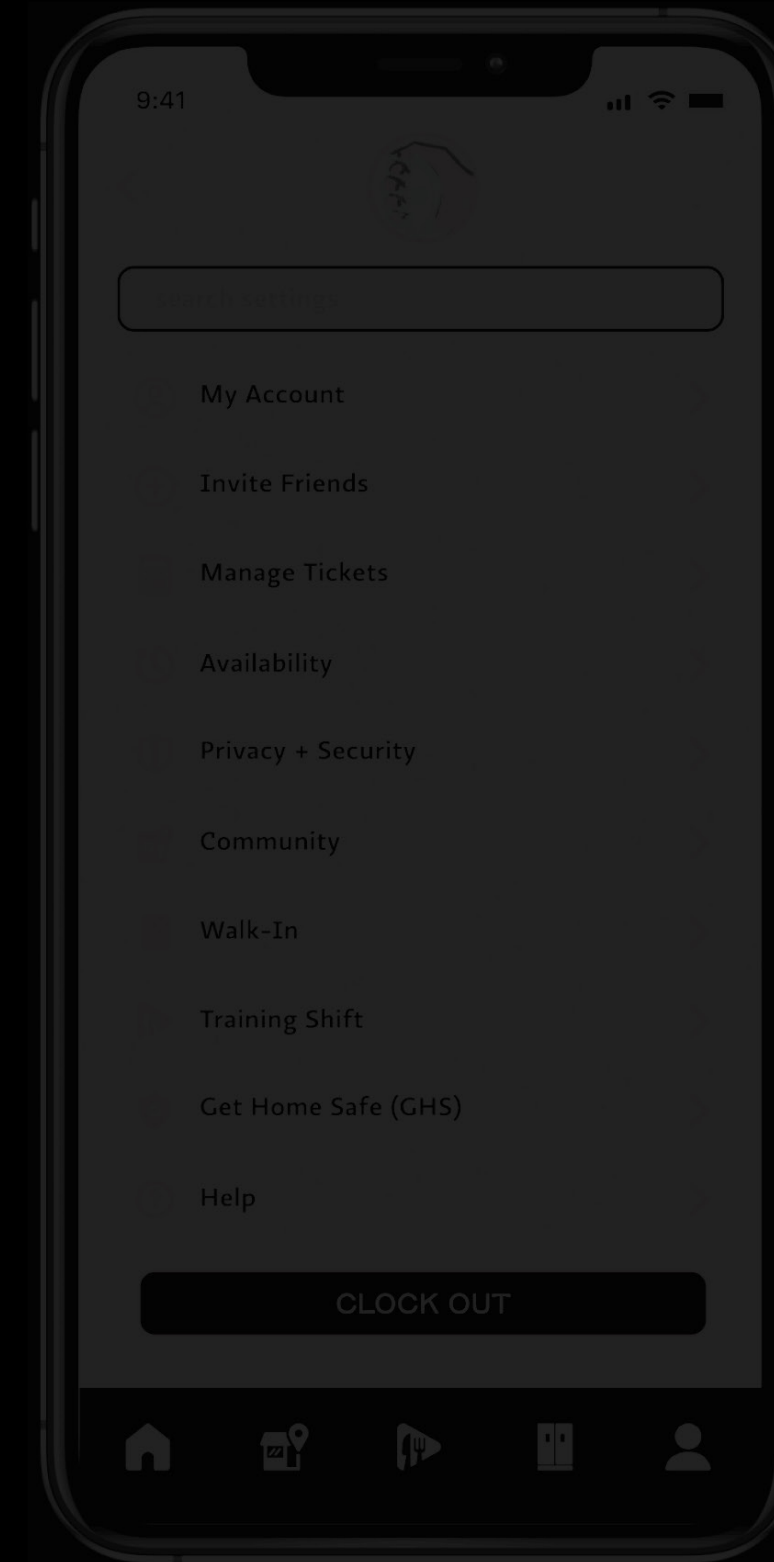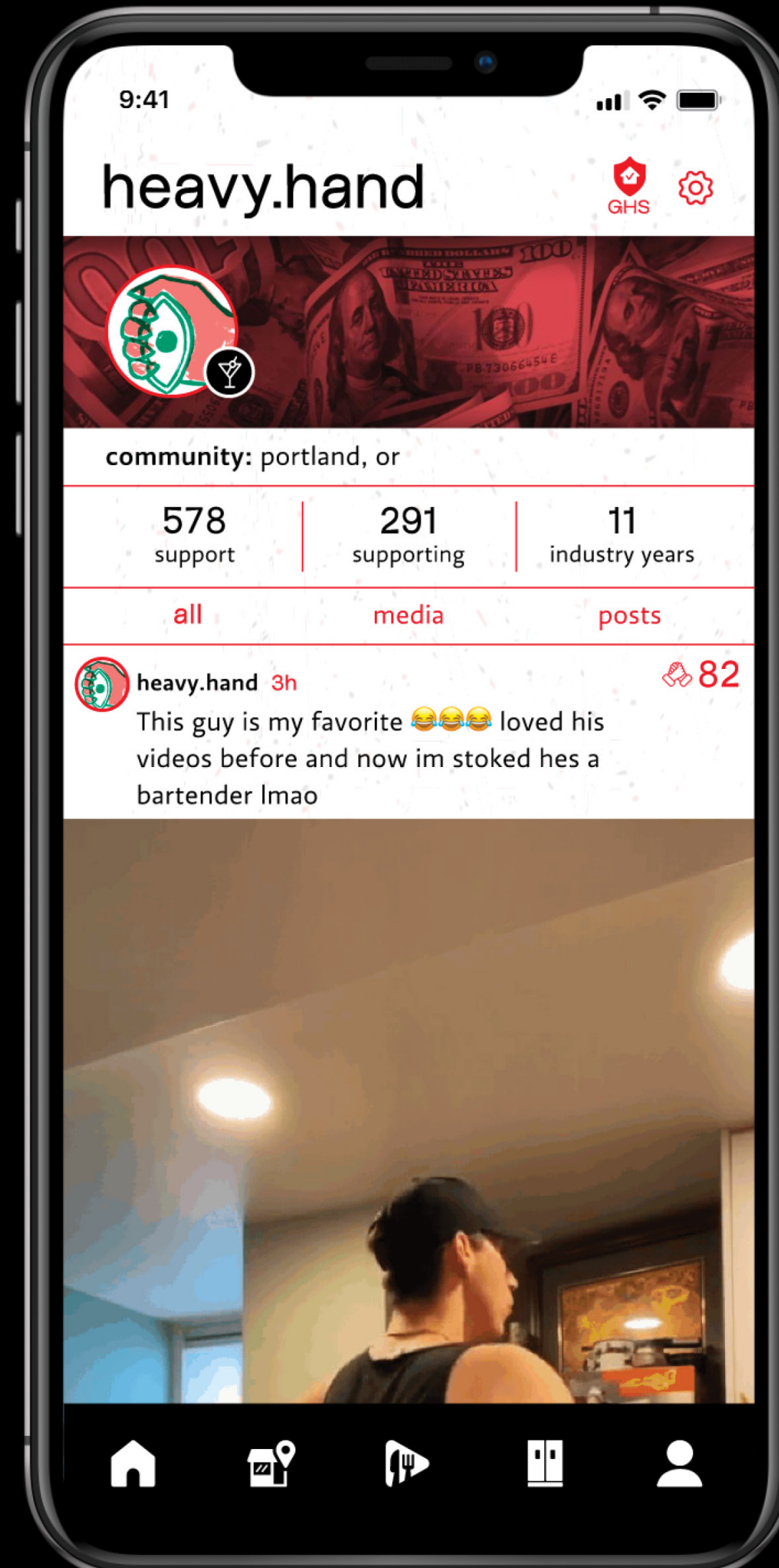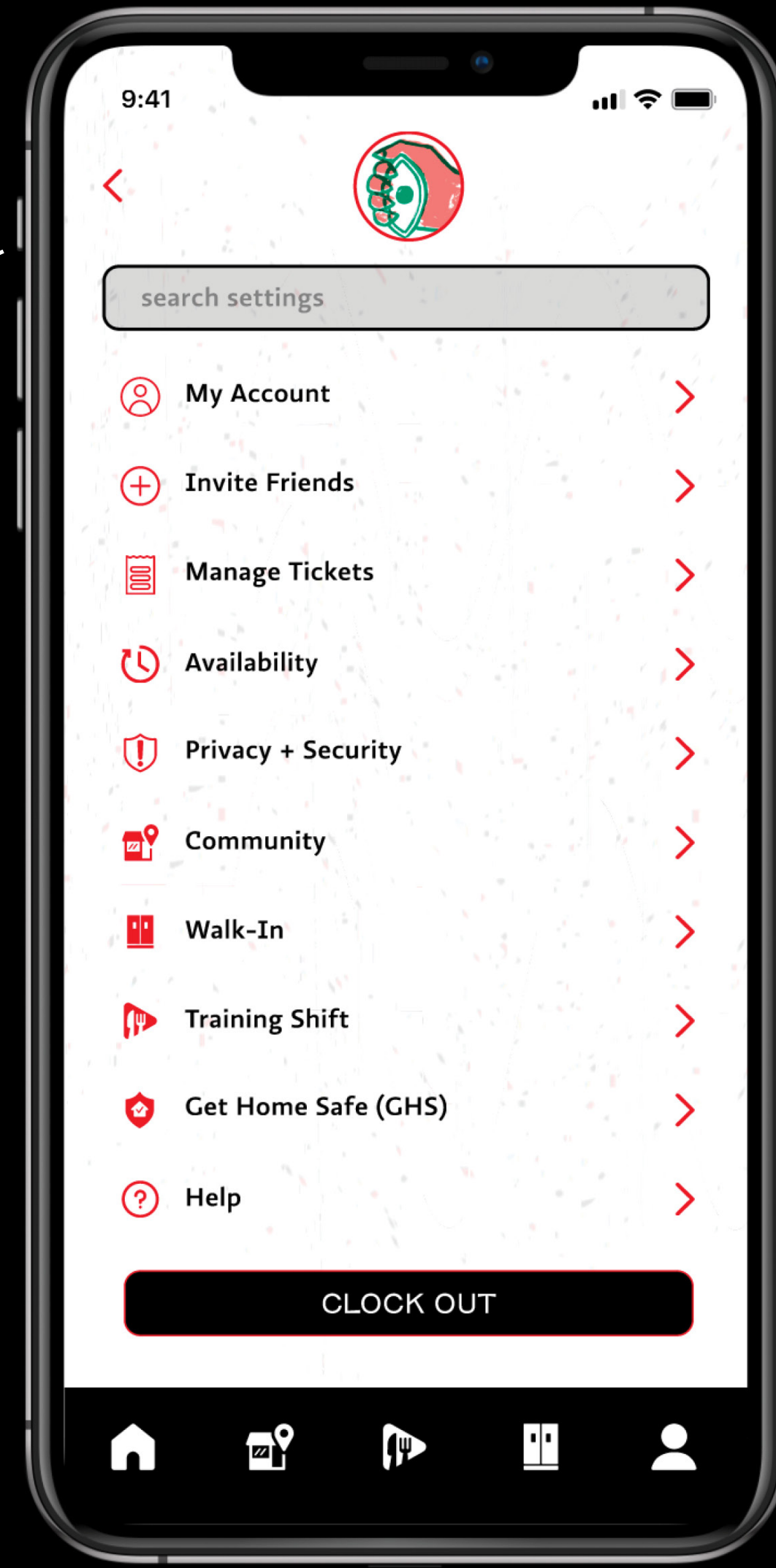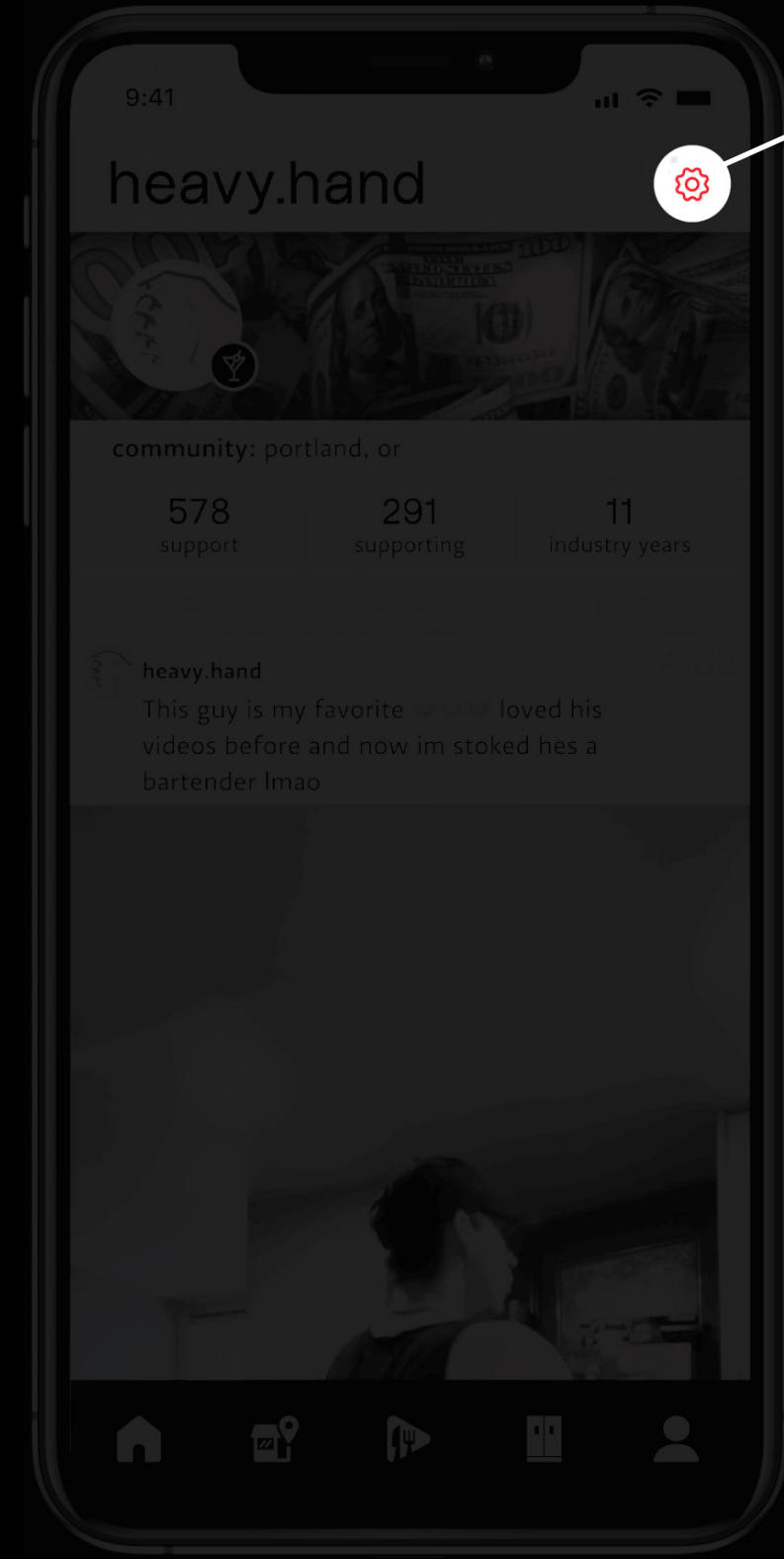TWO KNOW EACHOTHER" it was
cute lol but she did great overall

OPEN
TICKET

COMPOSE NEW TICKET

TIMECARD
(PROFILE)

SETTINGS

9:41

heavy.hand

community: portland, or

578	291	11
support	supporting	industry years

heavy.hand
This guy is my favorite _____ loved his videos before and now im stoked hes a bartender lmao

9:41

search settings

My Account　　　　　　　›

Invite Friends　　　　　›

Manage Tickets　　　　›

Availability　　　　　　›

Privacy + Security　　›

Community　　　　　　›

Walk-In　　　　　　　›

Training Shift　　　　　›

Get Home Safe (GHS)　›

Help　　　　　　　　　›

CLOCK OUT

GHS
HOME

NEW
GHS
CALL

CALL
GHS
CONTACT

ADVANCE
GHS
CALL

CALL GHS

CONFIRM
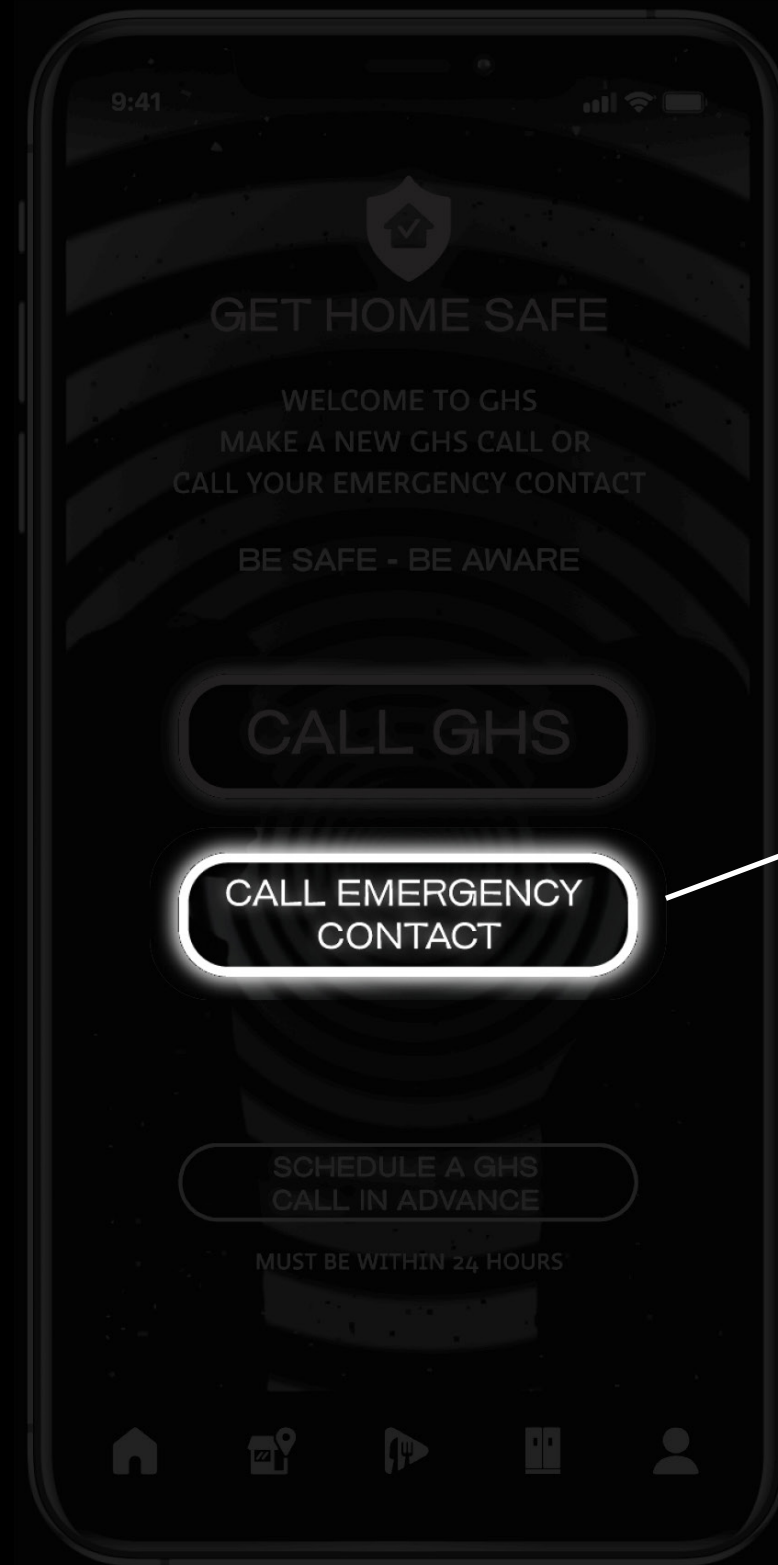
MUST BE WITHIN 24 HOURS

ADVANCE
GHS
CALL

COMMUNITY HOME

COMMUNITY
HOME

COMMUNITY
portland, or

107 comments

Support   Comment   Send

lifeofriley 49m   202

NEW EVENT Life of Riley is hosting Service Industry Night on June 19th 9pm-2am in the downstairs bar. Unlimited games, private bartender, happy hour prices all day and more!
Let's show some love to the ones who keep Portland's hospitality alive!! ❤️

RSVP   86

107 comments

Support   Comment   Send

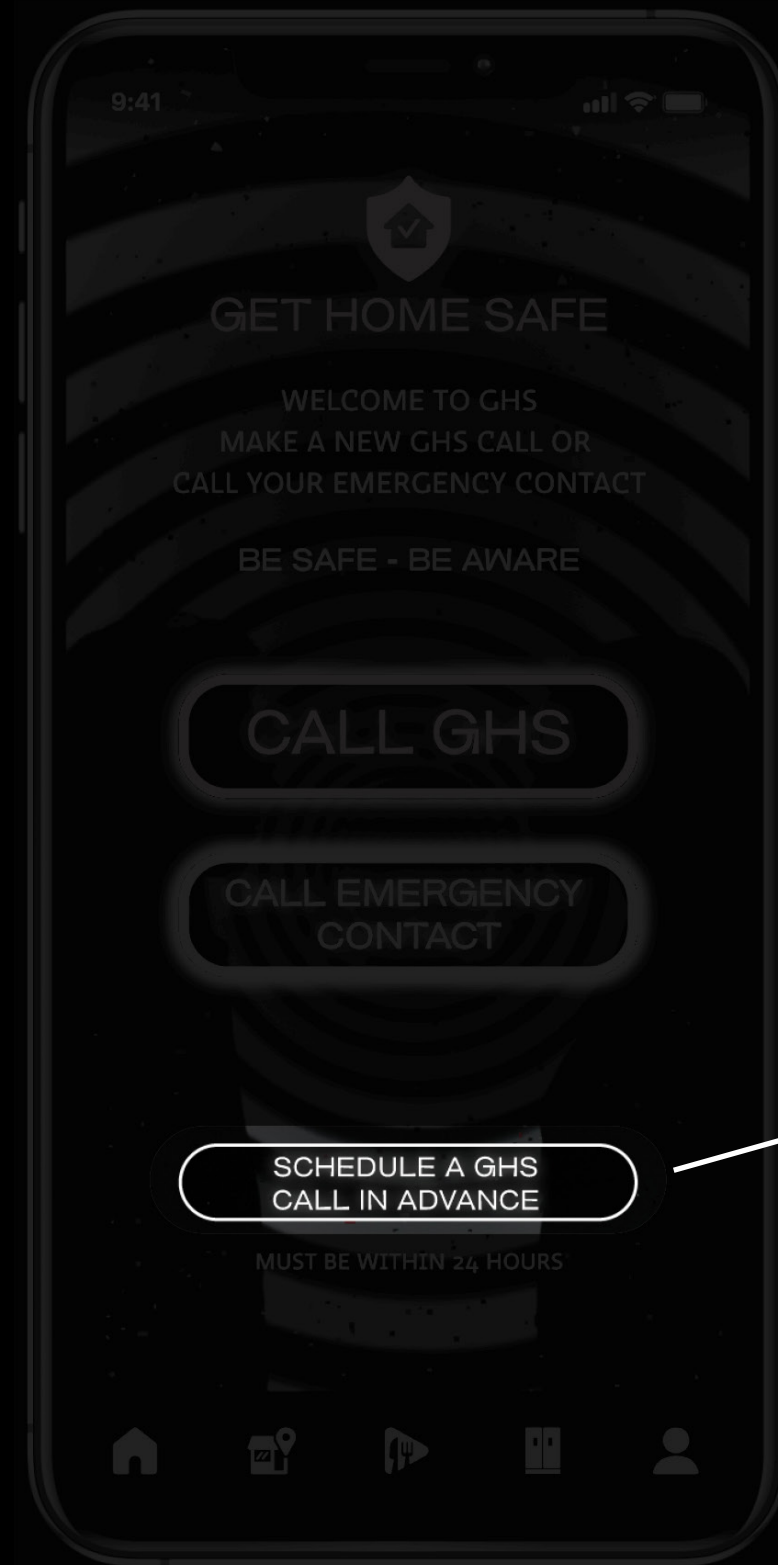shadyandgreedy 2h   68

LW was broken into late last night. Nothing taken that they can see except the empty cash registers. They're looking at the security cameras. Will keep all informed as I find out more.

COMMUNITY
HOME

COMMUNITY
portland, or

73 comments

Support   Comment   Send

holyghostpdx 2h   175

NEW EVENT Soft Opening for Holy Ghost Bar, open to past + present service industry workers, two drink tickers for anyone with a valid Food Handler's or OLCC! Neighborhood friendly SE Bar with an extensive cocktail list, food trucks, slushees and games!
Come try new drinks, give us some feedback and have a great night meeting some more service industry folks May 25th @ 9pm-2am

RSVP   86

99 comments

Support   Comment   Send

burymeintheclub 1d   231

Be careful out there and please report anything suspicious!!

The Oregonian 2d

COMMUNITY
INCIDENT REPORT

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123   space

COMMUNITY
INCIDENT
REPORT

TRAINING
SHIFT
HOME
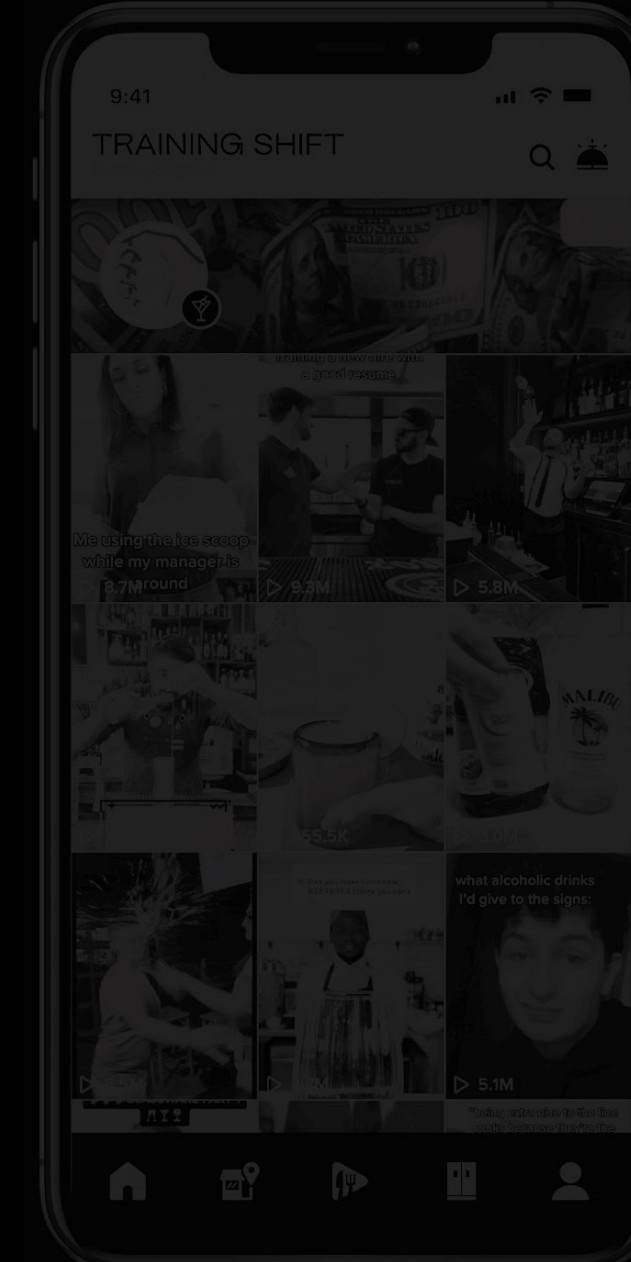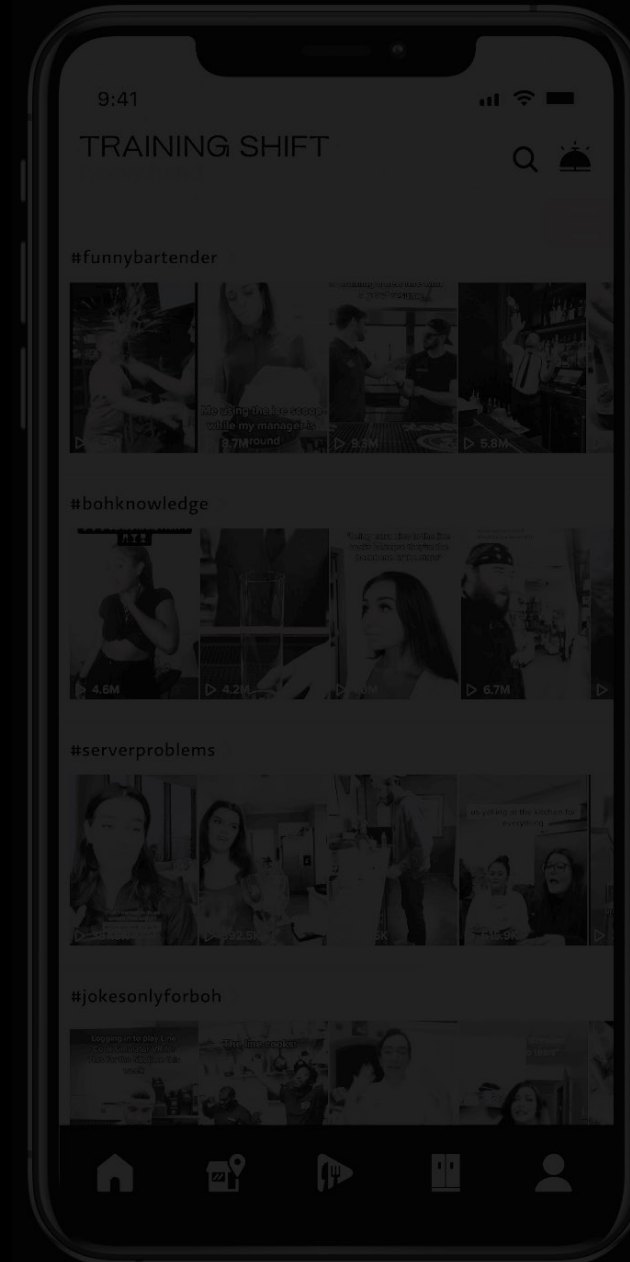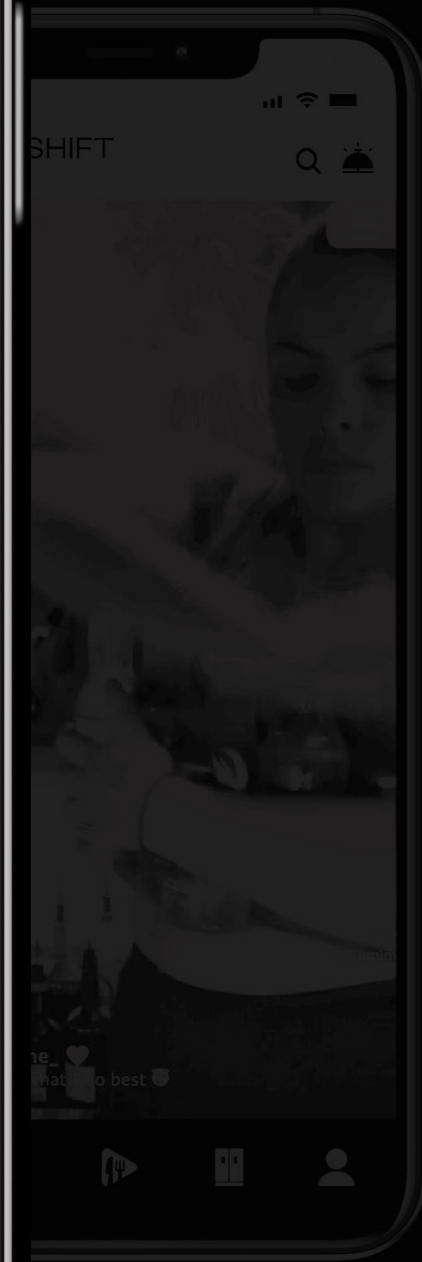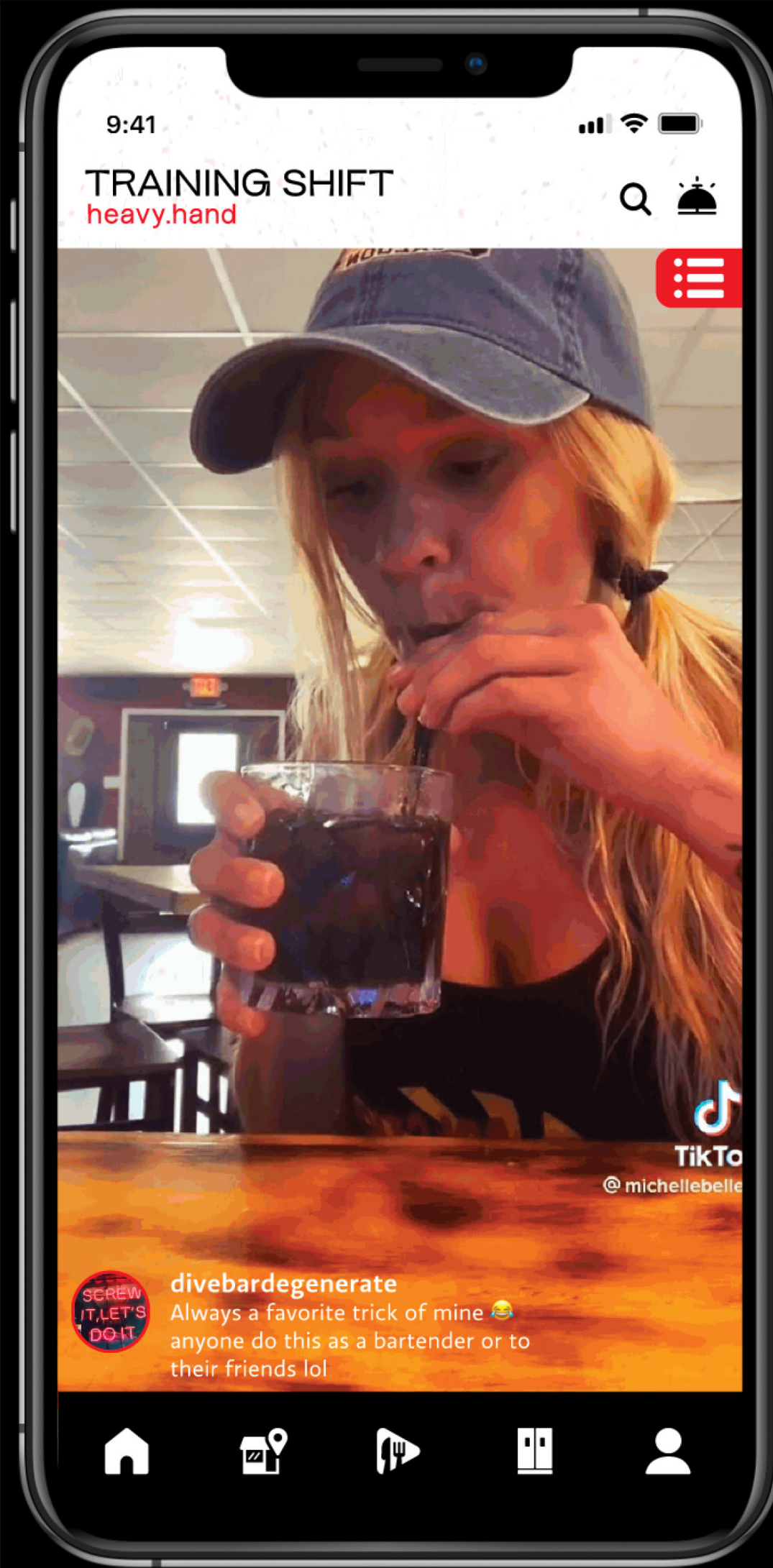
TRAINING
SHIFT
FOLLOW
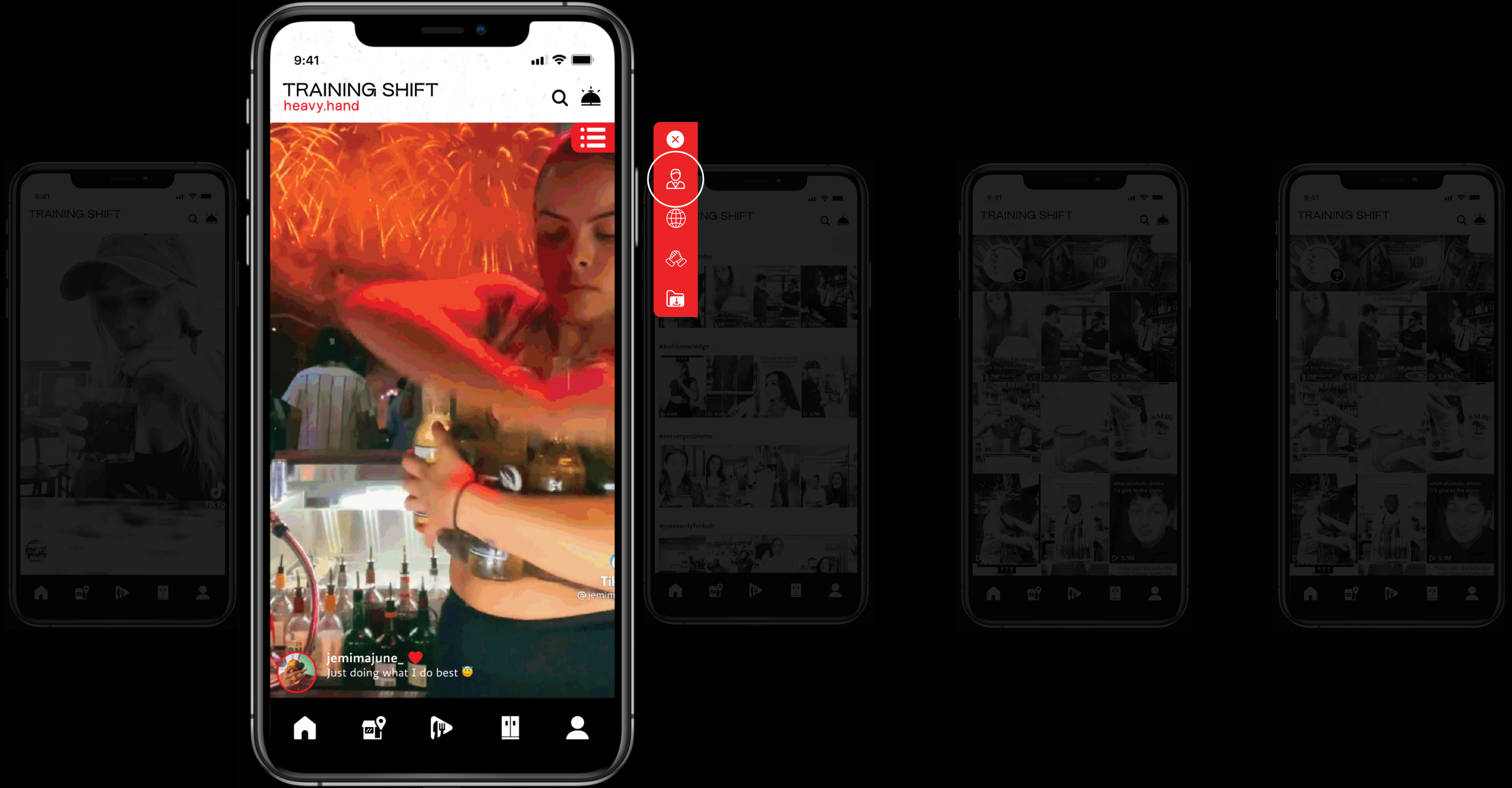
TRAINING
SHIFT
DISCOVER
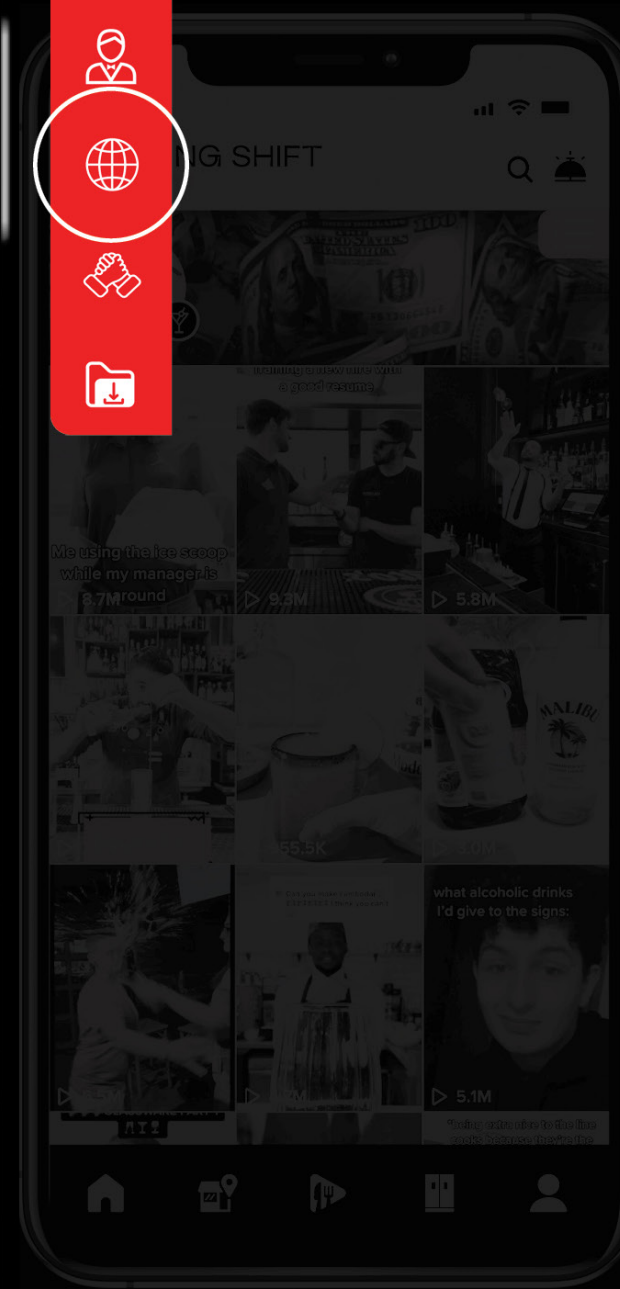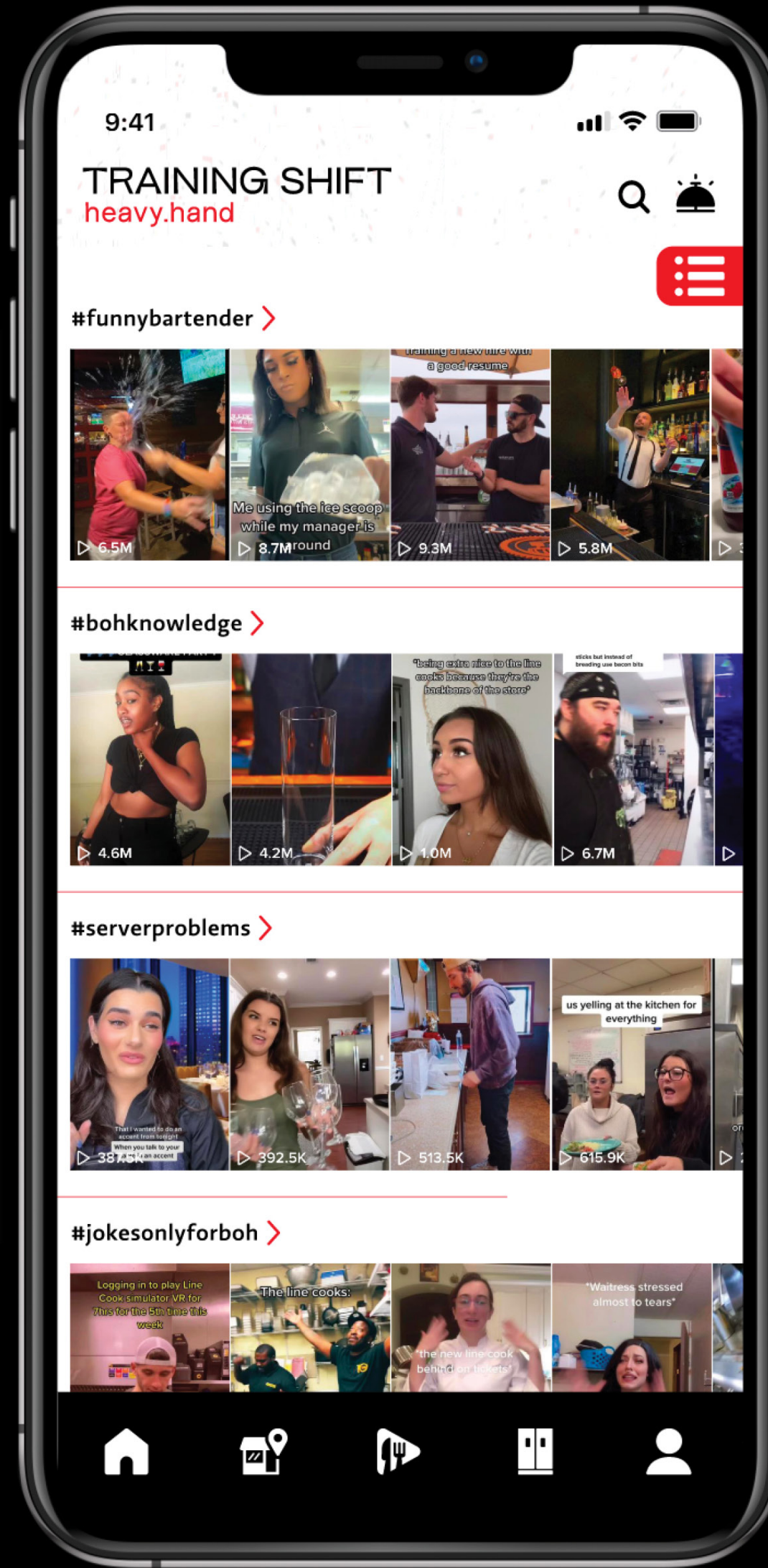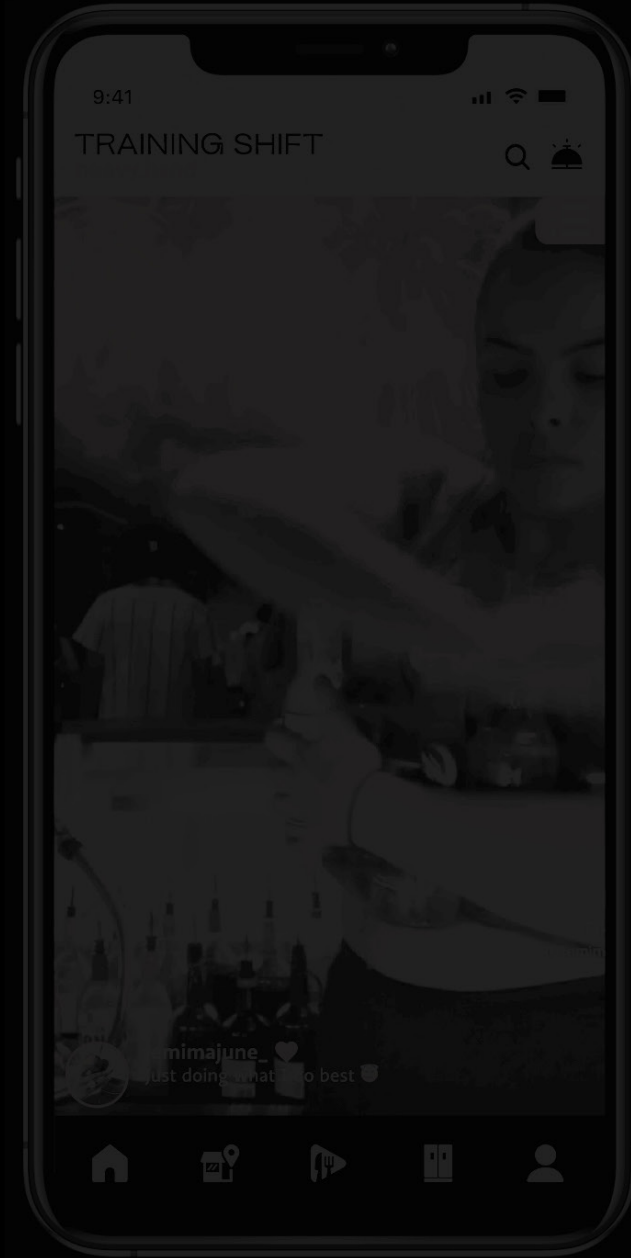
TRAINING
SHIFT
SUPPORT

TRAINING
SHIFT
SAVED

WALK-IN
WELCOME

WELCOME TO THE WALK-IN

At some point in our foodservice industry careers, we've all probably cried, screamed, smoked, or stood there desensitized while staring at a box of limes in the walk-in cooler.

tippd welcomes you to your virtual walk-in.

ENTER ›

The Walk-In is an encrypted branch of tippd.

When navigating within this section, you enter incognito mode

This means that your username, location, and notifications are untraceable.

This allows our community to finally have a private voice in a transparent industry.

CONTINUE ›

The Walk-In offers a way to submit an anonymous safety report. If you feel as if you've been treated wrongly by an employer or a customer, submit a report.

As a tippd user, we offer free legal consultations to protect the members of this industry.

We strive to offer you a voice without the fear of losing your job.

CONTINUE ›

Lastly, the Walk-In provides a private outlet to vent about your past or present patrons establishments, employers, or co-workers. Sharing your stories can help someone know they're not alone, supply advice or avoid a particular environment.

So welcome...
Scream, cry, call your mom, whatever you need.

The walls are soundproof here in the Walk-In

CONTINUE ›

**WALK-IN
WELCOME**

9:41

WELCOME TO
THE WALK-IN

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CONTINUE >

WALK-IN
HOME
FEED

WALK-IN

penny for your thoughts?

popular   my groups   my posts

tippd.user192802 1d   204

Hey Folks, I just needed to Vent some or any input. My spirit is broken. I was working at a Private Restaurant not long ago for about 2 years. I literally loved this job. The money was good and I finally got the Bartending job I always wanted. Customers loved me and I thought my co-workers did too. I worked hard and even worked 60-70 hrs a week when we were short-staffed because I was asked and did with pleasure. I rarely called out. I love money. The end of summer I had a breakdown as we were closing up from being derived from a rude customer, overworked, forced out of my abusive living situation, Family emergencies and being homeless at the same time. My manager saw me in panic as I was leaving to my car and pulled me up to "talk" and I broke down to him. Which I regret more than anything. He seemed to be sincere but Since then they gave a new bartender literally all my shifts. I was slowly weeded out week by week. One by one my shifts were taken till I wasn't even scheduled at all. attempted to reach out to 3 different managers and ask what what going on and why my shifts are completely given away. I was ignored by 2 of my managers and the other told me "it is what it is"... (what does that even

ANONYMOUS
SAFETY REPORT
Let us know what's going on
We'll reach out in 24-48 hours

Send

what's going on...

search walk-in

TRY SEARCHING FOR

union advice

management

server vent

tipping out

reporting tips

WALK-IN
SAFETY
REPORT

WALK-IN
SEARCH

WALK-IN ALERTS

WALK-IN ALERTS

NEW

tippd.user98804 added a new post that requests an opinion 5m

tippd.user765524 responded to your comment on a post 17m

tippd.user72215 and 134 others supported your post 22m

EARLIER

tippd.user60004 added a comment to your post 32m

tippd.user790550 responded to your comment on a post 49m

tippd.user12009 and 217 others supported a popular post 1h

tippd.user30090 added a new post that requests an answer to a question 1h

tippd.user78771 and 32 others responded to your comment on a post 1h

tippd.user555121 supported your popular post 1h

tippd.user60004 added a comment to your post 32m

WALK-IN
TICKETS

WALK-IN TICKETS

search tickets

tippd.user98804 — 1m
ugh yeah I really appreciate that, if you hear any..

tippd.user617704 — 2m
hey, i wanted to reach out to let you know that i..

SERVER VENT — 16m
yeah exactly!! I tried telling her about what has..

tippd.user77124 — 22m
it just seems they don't understand how much of i..

tippd.user617704 — 43m
yeah...i did see that comment...it just reminded m..

tippd.user223210 — 51m
If they say something I would just tell them tha..

tippd.user887704 — 1h
forreal 🙄

tippd.user70004 — 1h
I can try to reach out again hold up

tippd.user617704 — 2h
Totally! They had some good advice I feel good ab..

I HATE IT HERE — 2h
Ugh yeah that's all I have to say about it 👌

WALK-IN
OPEN
TICKET

In reality, I would hand over this file to a development team who would code all the actions you've seen here in the prototype. Consistent collaboration between designer and developer ensure the most accurate result of an application. Tippd would next go through testing, and then testing again and a lot more testing after that. This first round will be released to users which is usually referred to as an MVP, minimal viable product . The goal was to create a platform that would cultivate interest from users experiencing pain points with existing solutions and this MVP does just that. As they join, interact, and provide feedback, tippd will continue to develop into a more dynamic interface.

USER RESEARCH :
WANTS   +   NEEDS

THE SOLUTIONS

Humor, memes, Q+A, news, sharing stories ———————————— **TIPPD HOME**

Local laws, networking, community connection, local information, events ———————————— **COMMUNITY**

Safety ———————————— **GET HOME SAFE**

Recipes, tutorials, tips ———————————— **TRAINING SHIFT**

Awareness, anonymity, review establishments ———————————— **THE WALK-IN**

The plan of action to reach the target audience would be advertising on competitors platforms. Here's an example of an advertisement on an instagram story.

Minimal engagement would be a user seeing the flash of the wordmark on the first advertisement which would create a visual connotation that allows tippd to be recognized in the future, even without context.

Maximal engagement would be the individual interacting with the full advertisement such as clicking on tippd's profile, sliding up to learn more, or downloading tippd in the app store.

Collaboration allows new companies, like tippd, to share and build off of existing user bases and strengths.

Despite COVID's negative impact on hospitality employment, there were still over 11 million service industry workers at the end of 2021. Which means that is a large amount of potential users out there.

Poached is a great example of a potential collaborator since their entire company is embedded in the hospitality industry. This could also open the door for adding a job hunting aspect to tippd which would include an employer interface which would maintain the privacy of the employee.

POACHED

The Nation's Top Jobs Marketplace for the Hospitality Industry

WORKERS

BUSINESSES

As an alternative to corporate marketing partners, tippd would also explore the direction of collaborating with charitable organizations, like FED. I created the concept and brand identity of FED this semester inspired by some answers in my market research.

It's primary function is a non-profit food service to nationwide communities. They offer the convenient service of picking up unwanted or unused food that's either expired, thought to be expired, or no longer viable from local businesses and events. Volunteers serve as a food enrichers by carrying out pick-up + drop-off duties or as a brand ambassador who help promote FED in the community.

The affiliation with tippd will inspire currently employees industry users to implement FED services in their workplace. Tippd users are also ideal volunteers since they have exceptional people skills, a productive/fast-paced work ethic, and a flexible schedule.
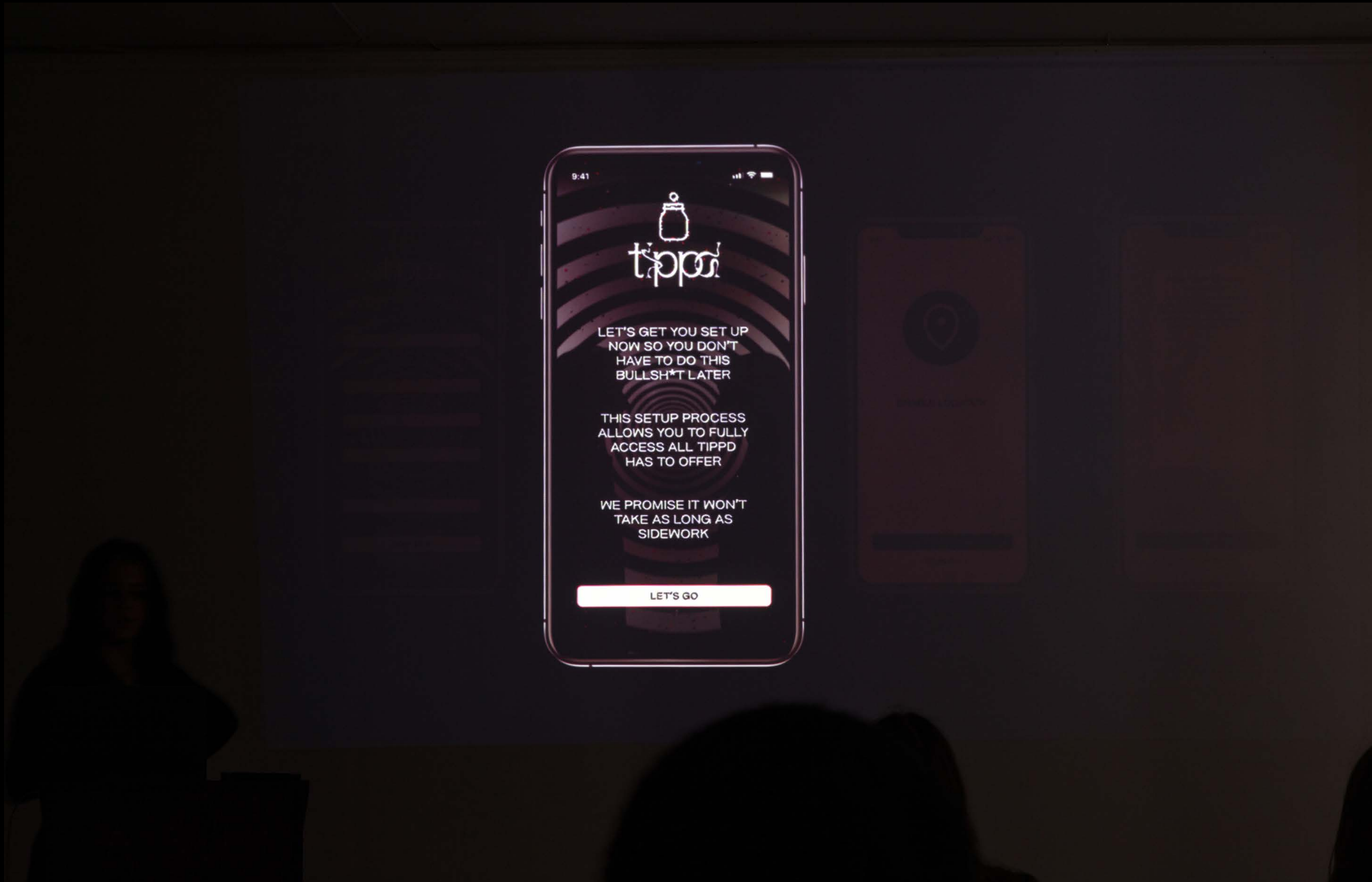
FED FOOD ENRICHED DAILY

PRESENTATION DOCUMENTATION

PRESENTATION SPEECH

Hi everyone, my name is Sarah and I'm currently working towards receiving my BFA in graphic design. I first off HAVE to send my thank you's to my panel for making the time to be here. My department head KRB for being an on site mentor for me not just through thesis but through my whole academic experience at PNCA. A huge thank you to all of you here in person and on zoom. My partner, friends and parents for supporting me throughout this intense process. Especially Alicia who always stayed late on campus with me, provided me with a great studio to work in, and emotionally supported me by being just as stressed as I was throughout the thesis process. And lastly my mentor Mathew Melo who's phoning in from Montreal, literally wouldn't have grown my interaction skills and practices without his experience and prominent attention to detail, so thank you everyone. Let's jump right in since I have a lot to tell and show y'all. I stated during my proposal last semester that I struggled throughout my thesis development process to define a particular framework in which I would formulate my thesis around.

My design work is engineered to fit the concepts of individualized projects without allowing the walls of personal preferences to stand in the way. After receiving my associates in business, I struggled with the transition to art student. I felt like I didn't have a "style" or specific aesthetic like my extremely talented classmates. As my design knowledge evolved, I noticed a trend in my work, my designs always reflect the challenge I'm presented. I started gearing my work towards my passion for problem-solving. I find incentive through collaboration in order to reach the most successful and accurate solutions. It was a new challenge to source the problem on my own without a client or project brief. I was encouraged to think about significant aspects of my life that have influenced my design and how I could turn one into an eight month project.

Despite the rollercoaster it has been, one of the most important and influential aspects of my life has been the decade I've spent working in the foodservice industry. Through personal discovery I noticed I've spent almost half of my life altering my work ethic, personality, and even the tone of my voice to cater to employers and complete strangers. I

had finally solidified an idea that would envelop all of my design passions; problem-solving, collaboration, individuality, and interaction.

I chose to collaborate with folks in the industry to conduct a cultural experiment through market research in order to pinpoint a problem within the community. The primary problem was a lack of personalized representation of our anomalous industry. This data established the framework of my final deliverable, a social media app that is tailored towards the industry's need for comfort, familiarity, trust and connection with content that ranges from humor to awareness. The format followed a 414 x 896px screen size which fits the iPhone 11 Pro Max. This file was created in Figma, an online collaboration tool that designers and developers use to build digital products with the ability to edit, comment, review designs and code together. This was especially useful for Mathew and I since we are three time zones and 3,000 miles apart.

The intention of creating a social media platform stemmed from my personal connection as well as the reality that over 3.6 billion people have a form of social media presence. These platforms offer a convenient and entertaining way to bring together multiple demographics, professions, personality traits and nationalities. Social media provides its users with a sense of community based on their online interactions, such as algorithms and user friendly messaging. The folks within this industry represent a realistic example of what social media does for our online connections. This field brings together a wide array of folks in a more intimate way than most professions.

My intended audience is past and present foodservice industry folks. This can range from individuals just starting out and are trying to learn more about the functions within the industry. Or the industry veteran who would appreciate the representation through a niche platform catered to their experience. Or even the retired industry worker who misses the community connection and is feeling a sense of nostalgia.

PRESENTATION SPEECH

Through the initial market research, I was able to easily define the problem my audience has with current foodservice industry social media outlets. The fundamental problem is having to weed through general social feeds to find industry related content, a lack of community connection, and having to use multiple platforms to attain either of these. For example, having to use Facebook for foodservice industry groups which are usually monitored by a host who's influencing and modifying the content. Keeping up with personal research through search engines and other platforms to stay up to date on local laws and news that personally affect them or their job. Scrolling through TikTok's algorithm/searching for recipes and tips while trying to keep the found content organized so it's not lost with the rest. Lastly, relying on apps like Glassdoor for workplace reviews which lack information about foodservice establishments.

Once a collection of problems surfaced, I fell into a few different roles in order to successfully execute their solution. The first was being a researcher by collaborating with the industry. I began with a call to action on my personal instagram but realized I would require a broader range of feedback since my industry experience and relationships are based out of California and Oregon. I figured it would be beneficial to dive into one of the prominent problems, Facebook groups. I joined five foodservice industry related groups, one geared toward BOH, one for servers, another for bartenders, a barista group, and a general foodservice industry group. I posted my market research questionnaire to each group and closely monitored their interactions for the next eight months.

After a few days, I closed my questionnaire after receiving responses from over 200 experienced industry workers. To accurately define their personal frustrations with existing social media, a required write in question asked what they would expect or like to see on a social media platform catered to their industry. Some of the most mentioned things as you can see here is Q+A, recipes, tutorials, sharing personal stories, memes, resources, local laws, safety, review employers and connection.

The solution was now clearer than ever, I would create tippd, a social media platform that encompasses all their wants and needs. The next role I played was a UX/UI researcher in which I pulled my experience from an immersive internship to properly direct and design tippd for them.

During my proposal process, I had to place myself in the mindset of my potential user in order to understand the details of my target audience. I collected information on their demographic, age range, and current lifestyle pattern. From the written responses and multiple choice questions, I was able to find the connections I needed to create an empathy map. The benefit of empathy mapping is to ensure you're addressing a solution for the key pain points of your user. Another resource is user scenarios and storyboarding that utilize literary and visual elements. SLOW TF DOWN These highlight a specific pain point by explaining how the user is thinking and feeling before the having a solution, how that solution is executed, and lastly exhibiting the effective result.

My color palette was sourced from asking the industry what colors resonate with them when they think about foodservice, as you see here, red, white, and black were the main contenders.

Paired with these colors, the design aesthetic would encapsulate the theme of optical illusions. This is a play on what our brain does when we see something we don't recognize or resonate with while trying to make sense of it all. This represents how we feel folks outside the foodservice industry visualize us as a community.

The content and design intention were established and I was approved to move forward after proposing my thesis. In order to visualize the solution, I created a user flow map which demonstrates the process of performing the actions necessary to make tippd as user friendly as possible.

PRESENTATION SPEECH

User flows are a magical deliverable that easily explain relations in the designed solution in order to reach maximum effectiveness and highlight any repeating factors that may need to be condensed before moving forward.

Once I had the user flow as an outline I began to wireframe, this process helps visualize a full app experience without the distractions of aesthetic design. This allows for a deeper exploration of multiple layout ideas, concepts, and workflows. Tippd was fully wire-framed at the time that I presented to my midterm panel. Reaching this point of the process allowed for a productive visual evaluation of the content and layout.

Interestingly enough, we found ourselves repeatedly discussing the job hunting aspect of tippd which was later removed. Our conversation brought the importance of remaining anonymous to the surface. The foodservice industry often feels transparent, almost like you're in a fish tank. We're always being watched at work whether it's co-workers, bosses, or patrons even to the point of randomly being found on social media. When creating tippd, I valued a sense of privacy with unique usernames, playful profile pictures, and an encrypted portal. My current service industry boss brought up a challenge with the anonymity value paired with the job hunting aspect of tippd. He stated that he relies heavily on word of mouth and industry affiliated connections when bringing on a new hire. One of my design professors stated that tippd would require an 'employer' hub for those seeking new staff. Similar to Airbnb hosts and guests in order to potentially maintain anonymity. A past thesis student and colleague asked, "If you had to take anything out of tippd, what do you think you could do without?"

I noticed that job hunting was not as popular of a problem as I originally perceived it to be while also a very small percentage of business owners participated in the market research. I wasn't in the position to be ADDING anything to tippd which made it obvious that job hunting needed to be cut. LinkedIn, Indeed, Craigslist and Poached are successfully handling the job hunting field so we figured, why beat them when you could join them? We were able to turn a weak point of tippd into a strength by considering the actuality of the app through marketing collaborations instead of trying to compete with existing solutions.

Finally, it was time to fully design the screens outlined in the user flow map and wireframe while considering the alterations discussed in my review. The creation of a style guide is a necessary next step to maintain consistency in Figma which includes color, typography, type styles, components, and icons. Mathew and I worked closely for the next few weeks while paying attention to spacing, alignment, and functionality. After triple checking everything and organizing the artboard, it was time to prototype. Doing so provides a look into the app's functionality to ensure all the actions are correct before handing it off to developers. This process was thrilling and rewarding to see tippd evolve into the solution I set out to reach over half a year ago.

App walk through notes:
users first interaction with the app
loading screen encapsulates the app's visual identity
general clock-in screen
the logo and word mark
An existing user would clock-in and a new user would press join us
All new users, so let's go through the set up process
Tippd icon is replaced with the wordmark and tagline
You'd enter standard user information for a new account
Since tippd values anonymity, there's a prompt to encourage the user to create a unique name similar to twitter and not your name like Facebook
Choose passcode, enter email address for account recovery purposes
Press continue, you're welcomed by tippd to start the set up process in order to utilize all of what tippd has to offer
General invite to enable location services for the app
Basic iOS location popup that tells the you what your location will be used for things like news and events catered to your area and for the GHS portal

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We are then introduced to the GHS feature in tippd where it walks you through its purpose

This feature was created as a solution to market research participants expressing their concerns of feeling unsafe when leaving work

So GHS stands for get home safe

"We're all familiar with this saying. We say it to our friends, co-workers, customers, family. But who's there to say it when you leave? Whether it's midday in the city or late at night in your hometown, anyone can feel uncomfortable leaving their shift with a pocket full of cash. Get Home Safe (GHS) is a free and useful service offered to tippd users in order to provide a sense of security when walking home alone or to your car. Easily enroll to either have or be that peace of mind for someone else. Providing your availability guarantees that GHS will never cause a disruption to your sleep or work schedule."

Notifications are required to enroll in this service

Receive calls or commit in advance to a scheduled call

Again, standard iOS popup to confirm

As a backup safety feature, GHS asks for your cell number in case the call drops during a situation that warrants concern for tippd to reach out to you

You can also add an emergency contact in case there's extensive concern and you're unreachable, tippd can confirm you're okay/safe or inform someone who has a personal relationship with you

Lastly GHS asks for your availability for when you can best receive calls

Quick select menu If you have a more inconsistent schedule you can get detailed with it

This is the feature that solves the problem addressed in my story board and user scenario from proposals.

"If you're actively working in the industry, you can add your availability to see events catered to your schedule. Why do we do this? To avoid heartbreak from seeing events on days that you're working or unavailable. Invites to events specifically for industry folks such as soft openings and service industry nights (SIN's). Allowing users to connect with new industry workers who share a similar schedule

Similar process of entering availability, select the days you're free to attend events and click

done to conclude the setup process

As you are re-directed to the login screen, you'll input your new name tag and passcode and clock-in. The market research participants stated one of their pain points was seeing bragging or venting on their service industry outlets, they said they wish they wouldn't see the bragging on days that that had a bad shift and don't want to see negative venting on days they're in a really good mood

This is a difficult pain point to address since I didn't want it to seem like tippd monitors and alters the content users see. My solution was to create a once a day pop up that would alter their algorithm depending on their mood that day or they can click out of it and scroll through their uncovered feed

In the main home feed of tippd, you'll see popular news, folks you support, and highlights of trending training shift videos, like you see here

You can share anything onto the home feed here and as you scroll you'll see content that ranges from memes, questions, polls, news, photos, and advice

You can support a post to let them know you understand, think it's funny or have been in a similar situation

Commenting and sharing a post as a ticket

There's a search option in the header where you can search for anything on the tippd home feed or community

The hospitality bell is your alerts where you can see events you've rsvp'd to, new older alerts such as support requests, new event added, post interactions in the home feed, your community, and your training shift

Ticket hub will be in your alerts section, representing a drink or food ticket being printed

Search within the tickets

Open a new ticket or check in on your group tickets

Compose a new ticket

Your timecard features a header image for more visual personalization, your timecard photo, and an icon that represents what your experience is in the industry is or what position you currently work, this one is a bartender

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You can see how many people support you, how many people you're supporting, and input your service industry years to reflect how long you've been in the industry
Along with all your content, which can be filtered by media or posts
The settings icon takes you a screen where you can manage your account, tickets, availability, and privacy along with the settings for all the tippd hubs including clock out of tippd
Attached to your profile
I already introduced the source of inspiration and intent of GHS
Heres how the hub looks in the app
Schedule a call in advance where tippd will notify a user who's available in that time frame that there's a scheduled call was requested
You can either make a GHS call to another tippd user or call your emergency contact
The GHS calls allow for you to turn your camera off to maintain privacy, mute the user or yourself, and chat with them in case speaking out loud compromises your safety
You can also request a new call in case you feel uncomfortable in any way
Slow down
Looks similar to home feed but content is geared towards your area found by your location
Links and news that are applicable to your region
Shows Portland, so there's content from willamette week, the Oregonian, and users who live in the same area as you.
This also shows events happening in your area and updates or news on new establishments
The community hub also allows to spread awareness in your community
The incident report button offers a way to report in order to notify community users
It states: Report any suspicious activity in your community. This can range from break-in's, dine and dashers, unsafe patrons, 86's, and credit card theft. Basically, if you feel like the information will raise awareness to your community, report it
Tippd will review the report to ensure accuracy and privacy before notifying and posting to the community.
Provides you with an algorithm on the main hub full of service industry relatable video content such as tutorials, jokes, recipes, and tips.

Open menu to see the accounts you're supporting
You can also escape the algorithm and watch content based on specific topics
The menu design intent solves a pain point that was brought up in the market research
Next you have your videos that youre supporting
On tik tok, most users heart a video so that they can look back at it later since it goes into a section on their profile
Going to heart less things because you don't need to keep it but want to help boost their video
Separate supports section that keeps all the videos you're supporting so you can help other users
But there is also this download folder, when you download a video on tippd you can organize it on your own into it's own content folders, for example, flare tricks, specific creators, and recipe inspiration
This last hub of tippd wasn't something I anticipated creating from the beginning but I was rocked by some of the write in responses from the market research. Folks had written about mistreatment and feeling unsafe in the workplace. They were also scared to seek advice on these topics because it may come back around to bite them or get them fired. I had a similar experience and always though I was alone. I stated earlier that one of the questions was "what would you expect or like to see on a social platform catered to the service industry."
The community was expressing their need for wanting a safe space to receive advice on certain situations or should and how can they address them. I had to find a solution to this widespread problem so, welcome to The Walk-in
At some point in our foodservice industry careers, we've all probably cried, screamed, smoked, or stood there desensitized while staring at a box of limes in the walk-in cooler. tippd welcomes you to your virtual walk-in.
The Walk-In is an encrypted branch of tippd. When navigating within this section, you enter incognito mode. This means that your username, location, and notifications are untraceable.
This allows our community to finally have a private voice in a transparent industry.
The Walk-In offers a way to submit an anonymous safety report. If you feel as if you've been

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treated wrongly by an employer or a customer, submit a report. As a tippd user, we offer you free legal consultations to protect the members of this industry. We strive to offer you a voice without the fear of losing your job.

Lastly, the Walk-In provides a private outlet to vent about your past or present patrons establishments, employers, or co-workers. Sharing your stories can help someone know they're not alone, supply advice, or avoid a particular environment. So welcome...Scream, cry, call your mom, whatever you need. The walls are soundproof here in the Walk-In

The dark mode of this hub allows to the user to always feel confident that they're in the encrypted mode without any doubt. The profile content is also a generated tippd name along with the walk-in logo as the photo

This feed format follows a forum layout. Photos don't need to be shared here, only in the private messaging

There's a feature similar to the community incident report but rather than sharing it with a group of people, you're reaching out to tippd professionals who deal with the types of scenarios you may find yourself in the walk-in for

Someone will reach out

Users can still support, comment and share a post but only within this hub. The search, tickets and alerts sections are also tied to only the walk-in hub in order to maintain consistent anonymity when searching and discussing content here. Whether you're trauma bonding or unionizing, the Walk-in offers an intimate and liberating experience for its users.

The community hub also allows to spread awareness in your community

The incident report button offers a way to report in order to notify community users

And that is tippd! In reality, I would hand over this file to a development team who would code all the actions you've seen here in the prototype. Consistent collaboration between designer and developer ensure the most accurate result of an application. Tippd would next go through testing, and then testing again and a lot more testing after that. This first round will be released to users which is usually referred to as an MVP, minimal viable product. The goal was to create a platform that would cultivate interest from users experiencing

pain points with existing solutions and this MVP does just that. As they join, interact, and provide feedback, tippd will continue to develop into a more dynamic interface.

Once tippd is live in the app store and available to the public, the next step would be to market to potential users. The plan of action to reach the target audience would be advertising on competitors platforms. Here's an example of an advertisement on an instagram story. Minimal engagement would be a user seeing the flash of the wordmark on the first advertisement which would create a visual connotation that allows tippd to be recognized in the future, even without context. Maximal engagement would be the individual interacting with the full advertisement such as clicking on tippd's profile, sliding up to learn more, or downloading tippd in the app store.

Collaboration allows new companies, like tippd, to share and build off of existing user bases and strengths. Despite COVID's negative impact on hospitality employment, there were still over 11 million service industry workers at the end of 2021. Which means that is a large amount of potential users out there. Poached is a great example of a potential collaborator since their entire company is embedded in the hospitality industry. This could also open the door for adding the job hunting aspect back to tippd which would include an employer interface which would maintain the privacy of the employee.

As an alternative to corporate marketing partners, tippd would also explore the direction of collaborating with charitable organizations, like FED. I created the concept and brand identity of FED this semester inspired by some answers in my market research. It's primary function is a non-profit food service to nationwide communities. They offer the convenient service of picking up unwanted or unused food that's either expired, thought to be expired, or no longer viable from local businesses and events. Volunteers serve as a food enrichers by carrying out pick-up + drop-off duties or as a brand ambassador who help promote FED in the community. The affiliation with tippd will inspire currently employees industry users to implement FED services in their workplace. Tippd users are also ideal volunteers since they

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have exceptional people skills, a productive/fast-paced work ethic, and a flexible schedule.

As the dust starts to settle from the thesis craziness, I look back and realize how much I grew as an interaction designer. I started this process with a hunger to understand user research on a stronger level. An overall goal was to work towards a sense of structure and confidence by becoming more proficient in Figma. I acquired some healthy habits along the way that allowed me to work smarter and faster. I wouldn't have been so successful without Mathew. I knew right away that he would be the perfect for mentor for me. We're a resourceful pairing since I have more of an eye for front end while Mathew has the talents and understanding of the backend. I would tell him about a cool conceptual idea and he'd quickly be like…okay yeah there's no way to code that. He helped ground me in the realism of tippd, all my projects in my portfolio are conceptual and imaginative so I set out to create my thesis to be practical and realistic. Through this practicality, Mathew constantly ingrained the importance of the basic principles that are prevalent in UX/UI design such as process, proportions, sizing, components, and type styles. So do I feel 100% satisfied with how this turned out? Thesis framework-wise, yes. From a viewpoint of a UX/UI designer, no, I want to keep going. My satisfaction doesn't derive from completing a work, it comes from positive and accurate involvement. I can't feel satisfied and complete without tippd landing in the pockets of users. Because as long at my clients vision comes to life and their audience is accurately represented through my design, I'm pleased.

Tippd felt far-sighted and almost unattainable in the beginning. I was concerned that I wouldn't learn what I set out to do and now those goals have turned into skills. Skills that I will carry with me through graduation in a few weeks as I make my transition into the professional world. My chapter at PNCA is coming to a close and I feel prepared to and replace it with experience in the world of interaction design. I'm entering an industry that never stops. It never stops growing, never stops advancing, and learns from its past to create a prosperous future. I look forward to entering such a versatile industry that will allow me to be a lifelong learner.