

INGREDIENTS: May or may not contain psychoactive compounds causing hallucination. May cause consumer to involuntarily shout: "Holy shit! This stuff is awesome!" In case of "perma-smile" or "perma-erection" consult physician immediately!



MINTY- FRESH IDEAS, COOL DESIGNS, CLEAR ARCHITECTURE!

Nutrition Facts per stick = 1 Gigabyte Secure Digital RAM: calories = plenty!
Not a significant source of boring self promotion,
corporate propaganda, or pretentious art wank. % = % Daily value

INTE 210 PORTFOLIO DEVELOPMENT
Portfolio Solution: Creative Brief
January 26, 2008
Merlyn Chipman

details

Project name: Agree - mint

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summary

background: the one minute elevator pitch

What would you say if you happened to meet Bill Gates in an elevator? You have his attention, but only for a minute. Your pitch has to be quick, concise and memorable.

overview

The Agree - mint project is my user experience portfolio. The intention is to turn my portfolio into a fun, cohesive user experience targeted at User Experience professionals.

Agree - mint is a multimedia one minute elevator pitch. This is accomplished by disguising my portfolio as a package of bubble gum. My portfolio is stored on "memory sticks" i.e., mini SD RAM which happen to be the same width as a stick of chewing gum. Each stick comes with gum inside an individual wrapper.

main purpose

To demonstrate an understanding of usability principles in the design as well as the content of my portfolio.

secondary goals

To create a memorable, enjoyable experience around my professional identity.

long-term goals

To be remembered by my portfolio in the User Experience community.

audience profile

primary

The primary audience for Agree - mint is the User Experience Community comprised of Usability Experts, Information Architects, etc.

secondary

The secondary audience are the professionals that work with the primary audience such as project managers, developers and project coordinators.

UI considerations

- 1) Will Agree - mint be viewed on a palm device or a desktop/laptop?
- 2) Mac / Windows?

My plan is to create two digital versions of the Agree - mint portfolio. The first will be compatible with my palm device. If I meet a potential UX contact, I can demonstrate content from my portfolio on my own palm device. The second version will be desktop compatible. The desktop compatible version is for a contact to take home.

Perception/Tone/Guidelines

I want my target audience to respond to my on-line presence by engaging with it in a fun way. The main focus however, will be good, clear design. The tone of fun will be understated. Agree - mint should create a perception of a unified experience that demonstrates an understanding of usability concepts, "out of box experience" and branding. The amusing tone of Agree - mint will be created by incidental bits of humor that are embedded into some of the details. The list of ingredients and nutrition facts, for example, contain humor but are not part of the portfolio examples.

words and thoughts that will come to mind:

cute fun simple compact easy

Communication Strategy

how will I convince them?

The user will be convinced that I am the candidate for the job because my portfolio is an original "out of the box" user experience of its own. The first sensory associations made with my portfolio are pleasant surprise, free gum and

a free SD card. The taste and smell of the bubble gum will be experienced while seeing examples of my work. The joke software license printed on the gum wrapper is reminiscent of the old "Bazooka Joe" comics. This gum wrapper joke however is an industry insider joke poking fun at restrictive software licenses.

over all message

The message of Agree - mint, over all is that the user experience can be made creative, simple, fun and relevant.

Competitive Positioning

Factors that differentiate me from the competition are:

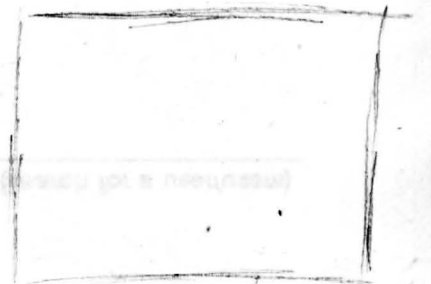
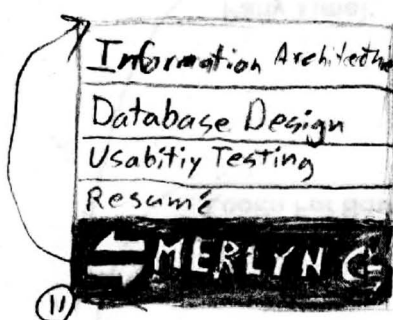
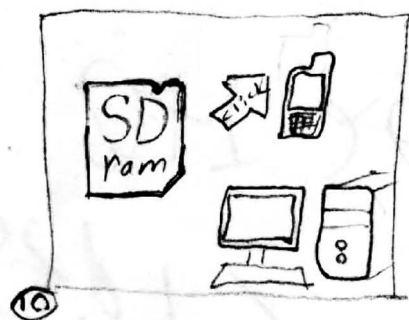
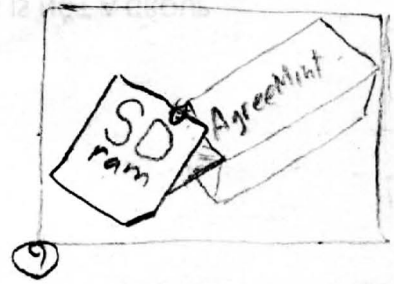
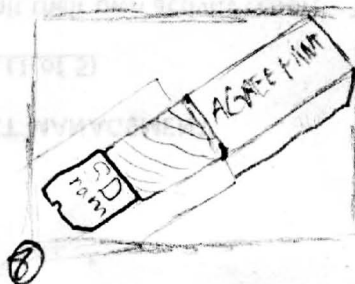
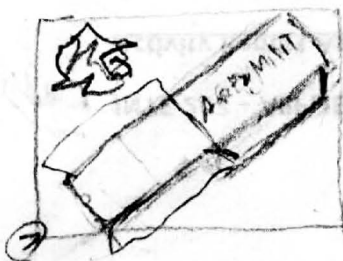
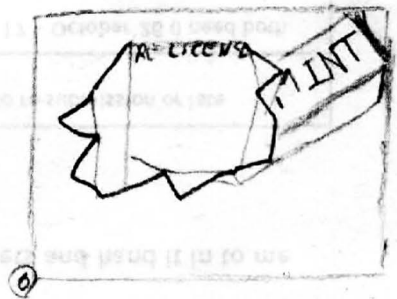
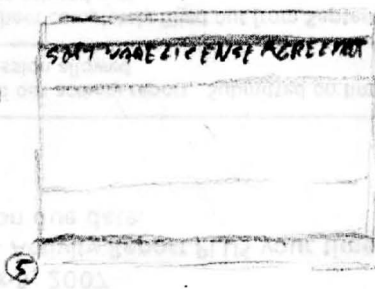
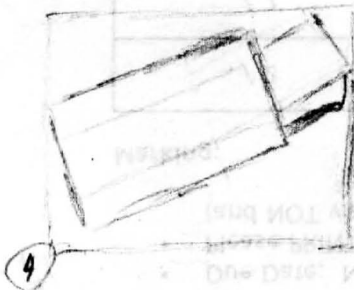
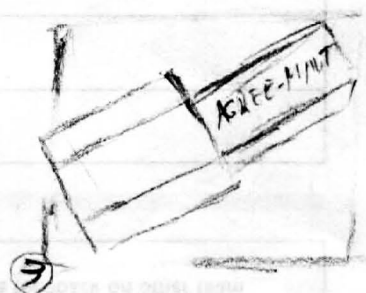
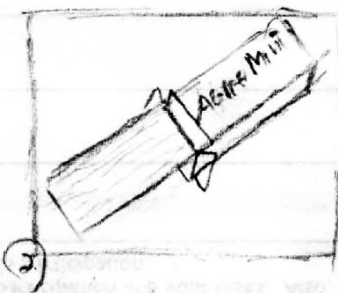
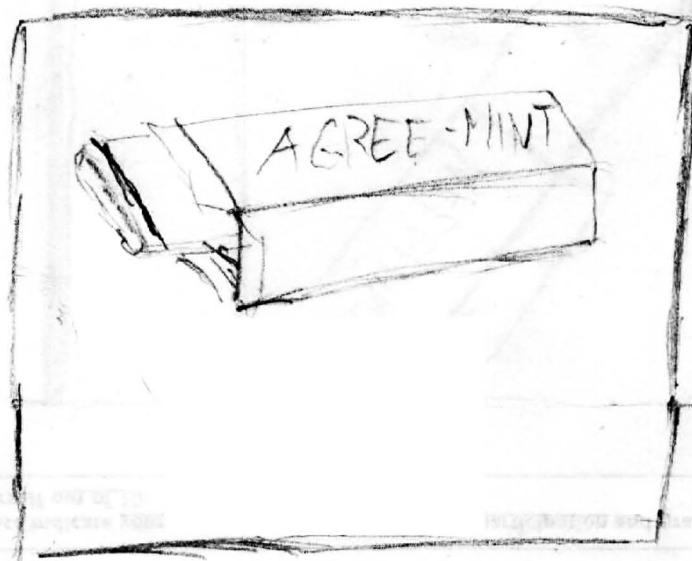
- 1) A background in the psychology of consciousness, sensation and perception. An understanding of the physiology and psychology of sensation gives me an edge as a designer. An understanding of how memory and perception operates gives me an edge in creating information architecture.
- 2) A background underground experimental electronic art has put on the front lines of our cultural landscape. Having achieved "street credibility" as a performance artist, I am well steeped in the "the cool factor."

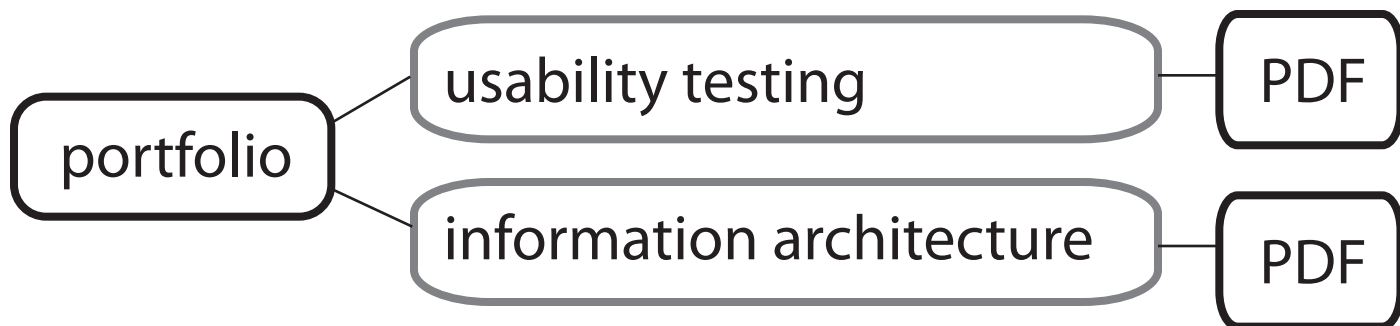
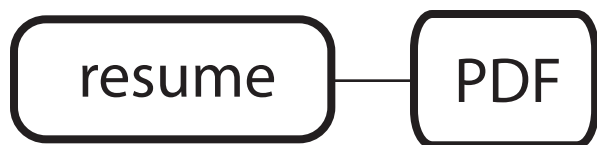
Targeted Message

Minty - fresh ideas, cool designs, clear architecture.

Visual Strategy

One piece of key content on Agree - mint is a stop motion animation of the package of gum opening, a stick coming out of the package, unwrapping to reveal an SD card.







joke software license
in fine print on the
gum wrapper "by
unwrapping this gum
you agree to..."

"The software license that leaves a GOOD taste in your mouth!"