LUMINOUS

CHRIS
TARAMPI

Overview Summary

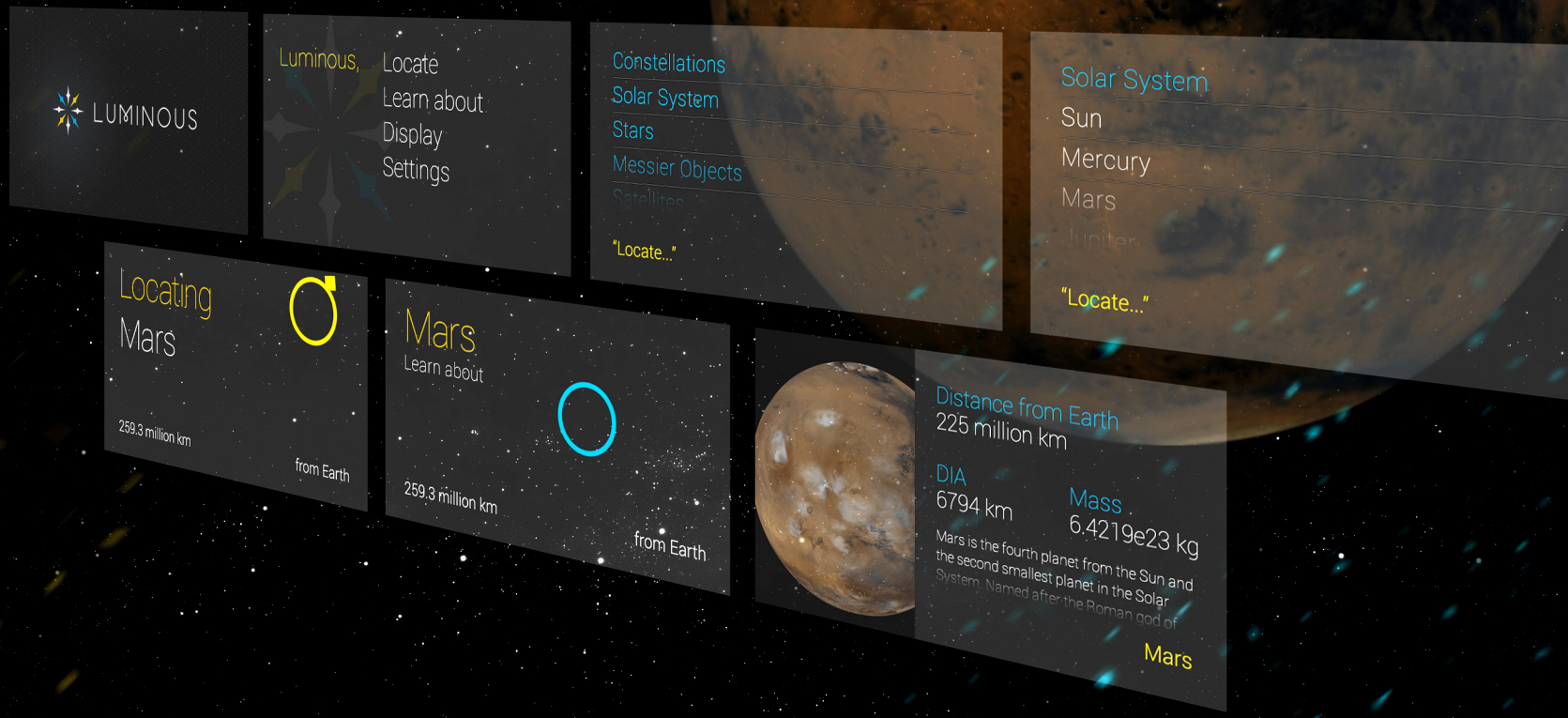
LUMINOUS

Problem

Mobile astronomy apps have been extremely popular for smartphone users but holding your phone in front of you with your arm and hand in the way creates a physical obstruction in your point of view.

Solution

Imagine this, but with a new way of viewing the stars augmented right in front of your eyes, hands free for a breathtaking experience with no physical obstruction in the way. That's what Luminous is about: augmented stargazing with infinite wonder enhanced and provided with information beautifully.



Overview S.W.O.T Analysis

LUMINOUS

Strengths

- First astronomy app without physical obstructions
- First astronomy app for “Glassware”
- Hands free! (Phones have limited amount of view), other technology isn’t augmented to view the night skies
- Constellations, stars, messier objects, satellites, what’s in our solar system, and special events augmented in first person
- Works without clear skies
- Learn in a interactive and engaging way
- Infinite wonder is enhanced with data

Weakness

- Possible eye fatigue for beginners

Opportunities

- New growing “Glassware” market
- Through sharing videos, photos, and hanging out, via online social media, it offers opportunity for advertising done by users and word of mouth

Threats

- Cost of Google Glass
- If first astronomy app for Glass, then competitors will rise

User Research Target Audience and Demographics

LUMINOUS

- Our target markets majority is geared toward male and female aged 18-40 (though not too specific). It can be educational for kids and recreational for teens and adults. It will be geared towards people who have Google Glass, interested in new technology, astronomy, discovery, and science.

- Possible users are explorers, campers, hikers, stargazers, ametuer astronomers, students, children, teens, adults, teachers, classrooms, and anyone curious of locating objects in the night sky, learning about them, and sharing what their experiences.

LUMINOUS

SURVEY RESULTS
12 MALES 6 FEMALES

YES 6
NO 10
WOULD LIKE TO 2

PREVIOUSLY USED
AN ASTRONOMY APP

ENJOYS STARGAZING
16 ENJOY 2 DON'T

AGE
21-29 13
30-39 4
50-59 1

GLASS
PURCHASE?
YES 16
NO 5

STARS VIEWABLE
FROM HOME
YES 6
NO 9
SOMETIMES 3

RESULTS FROM
SURVEY MONKEY

User Research Personas

LUMINOUS

Daisy

23 / Female

Daisy is a student majoring in illustration. She enjoys nature, writing, and is curious at heart.

Tasks: In Daisy's backyard, she wants to locate Mars, learn about it, and have it read to her.

Lauren

21 / Female

Lauren is majoring in psychology, enjoys helping others, yoga and admires discovery and science.

Tasks: Lauren wants to learn about the Hubble telescope, locate it, take a photo of her discovery, and share it to Facebook to show to her friends and family.

User Research Personas

LUMINOUS

Brent

25 / Male

Brent is majoring in Visual Design, enjoys new gadgets, has an interest in space, discovery, science, and loves movies.

Tasks: Brent wants to display the special event, Perseids meteor shower, learn more about it, record it, and share the video to his followers on Twitter.

Sofronia

26 / Female

Sofronia has graduated college and is living with a couple roommates. She's spiritual and calm. Every so often she enjoys sky gazing from her apartment roof terrace.

Tasks: The night sky is a little visible tonight. Sofronia wants Luminous to display all the stars in her line of sight with names displayed and wants to hangout to share her view with her friend Brent.

User Research Userflow

LUMINOUS

Inspiration Wordlist

LUMINOUS

A
Aliens
Amateur
Arc
Asteroid
Astro
Astronaut
Astronomy
Augmented,
Augmented Reality,
Aurora,
Awe

B
Beach
Breathtaking

C
Carl Sagan
Campers
Celestial
Charts
Coordinates
Compass
Colors
Constellation
Cosmos
Crisp
Curve

D
Dark
Data
Discover
Distant

E
Earth
Eclipse
Enrich
Equinox
Evening
Experience
Explore
Extraterrestrial

F
Field of View
Finder
Fun

G
Galactic
Galaxy
Gaze
Glasses
Google
Glimmer
Gps
Guide

H
Hemisphere
Horizon
Hike

I
Identify
Insight
Intuitive
Intergalactic
Intrinsic

J
Jupiter

L
Learning
Leisure
Light
Luminous
Lunar

M
Map
Mars
Mesmerized
Meteor
Millions
Milky Way
Moons
Molecules
Mountain

N
Nasa
Navigation
Nebula
Night

O
Observe
Objects
Orbit

P
Perspective
Planet
Point

Q
Question

R
Recreation
Rotation

S
Satellite,
Searchable
Select
Shine
Skies
Sky
Space
Stargazers
Stars
Stunning
Solar System

T
Telescope
Think
Thousands
Time
Track
Transcend

U
Universe

V
Voyage
Visible

V
Voyage
Visible

W
Wander
Wonder

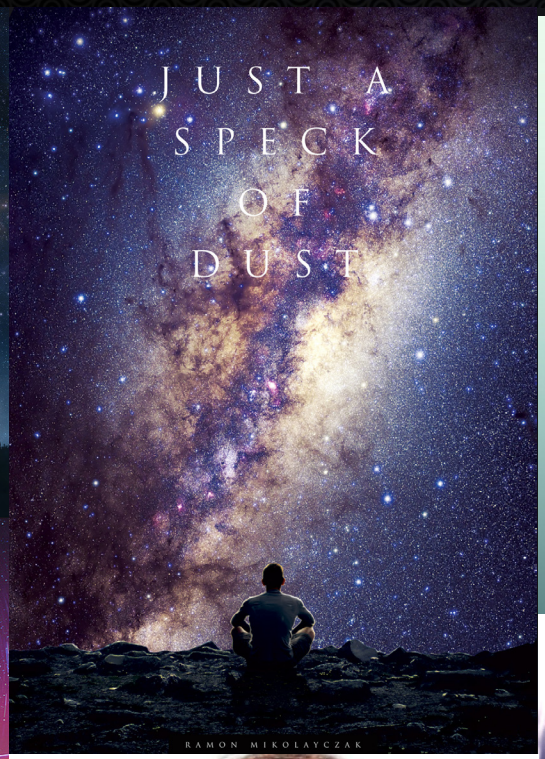
Z
Zodiac

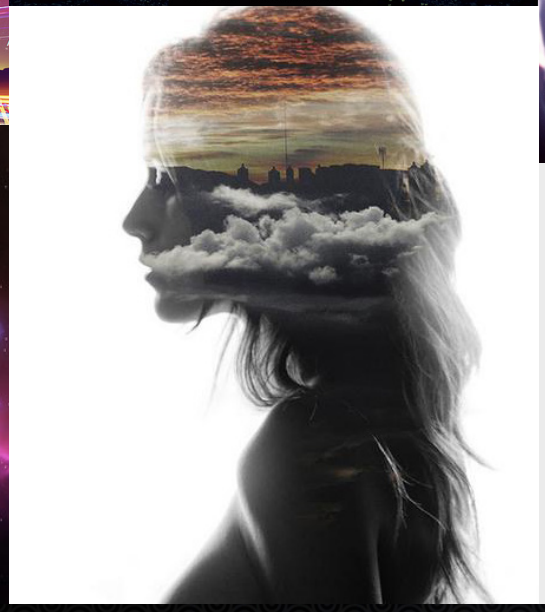
Inspiration Moodboard

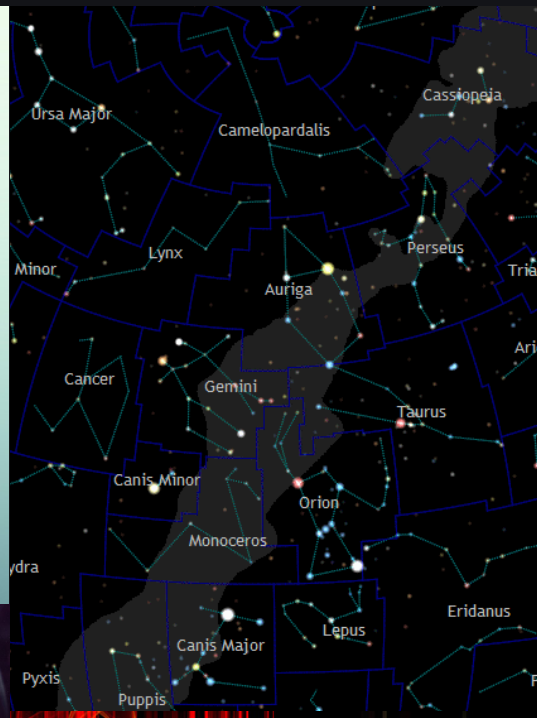
LUMINOUS

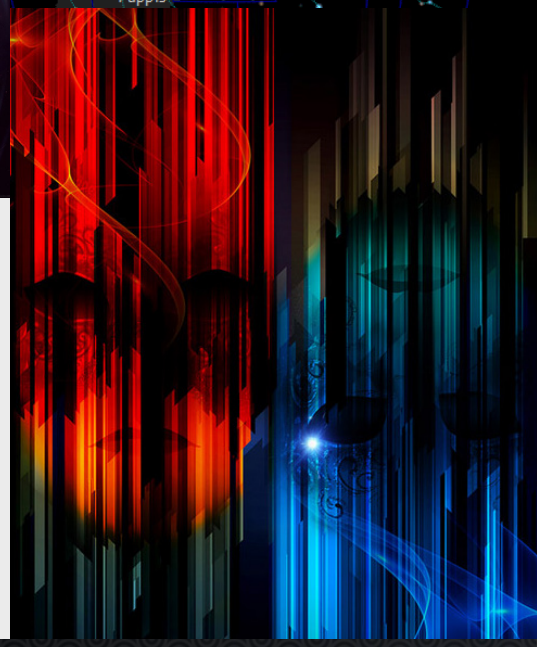
Inspiration Moodboard

LUMINOUS





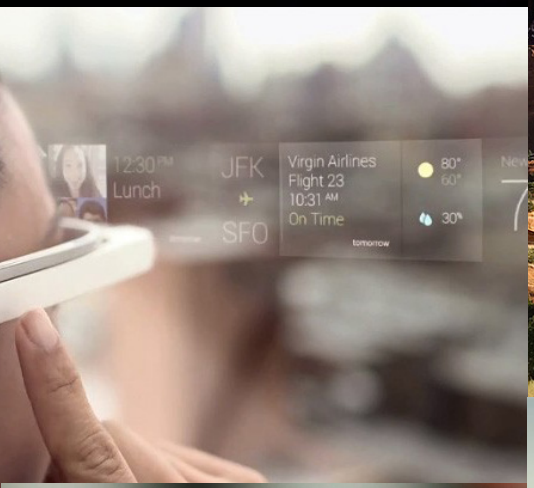


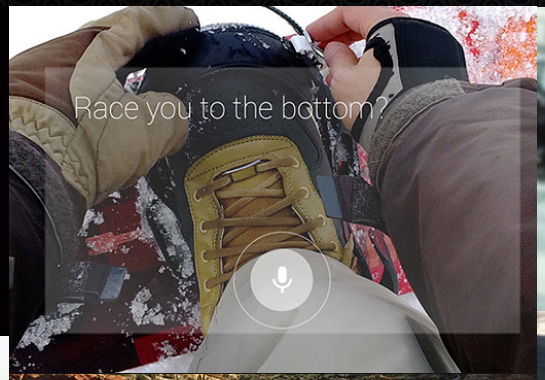


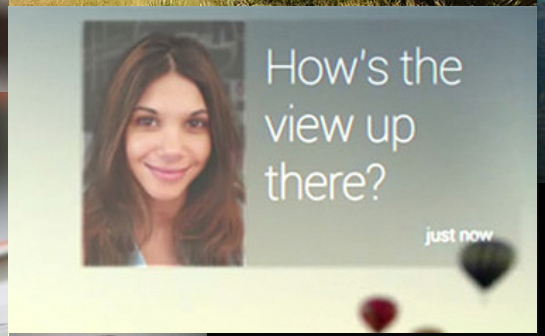
Inspiration Moodboard

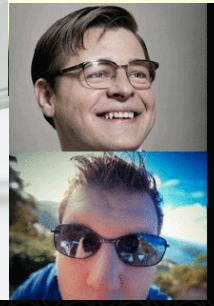
LUMINOUS

GLASS

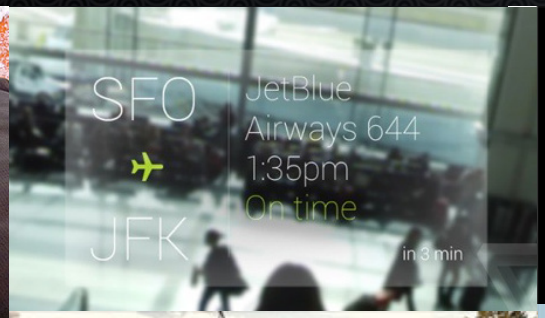


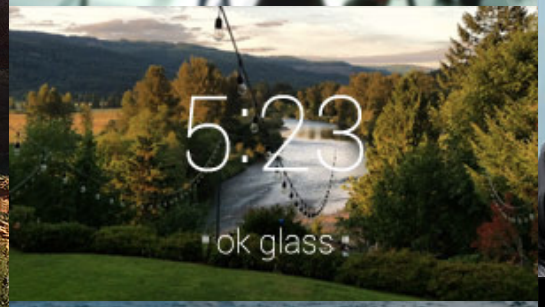


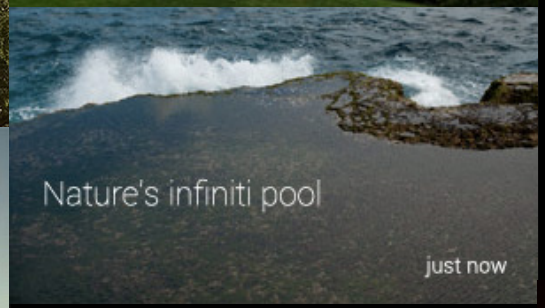




hey Jordan how San Francisco
hey Jordan how San Francisco

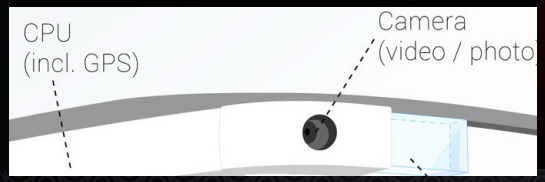






Gingerbread
Chocolate Chip Cookies
Tiramisu
Donuts
Sugar Plum Gummies

Grocery list just now



ok glass, google...
take a picture
record a video
get directions to...
send a message to...
make a call to

Hello Explorers,

Welcome to Glass!

+Project Glass

just now

This item auto-resizes according to the text length

footer text 1 just now

Identity Preliminary Logos

LUMINOUS

Identity Final Logo

LUMINOUS

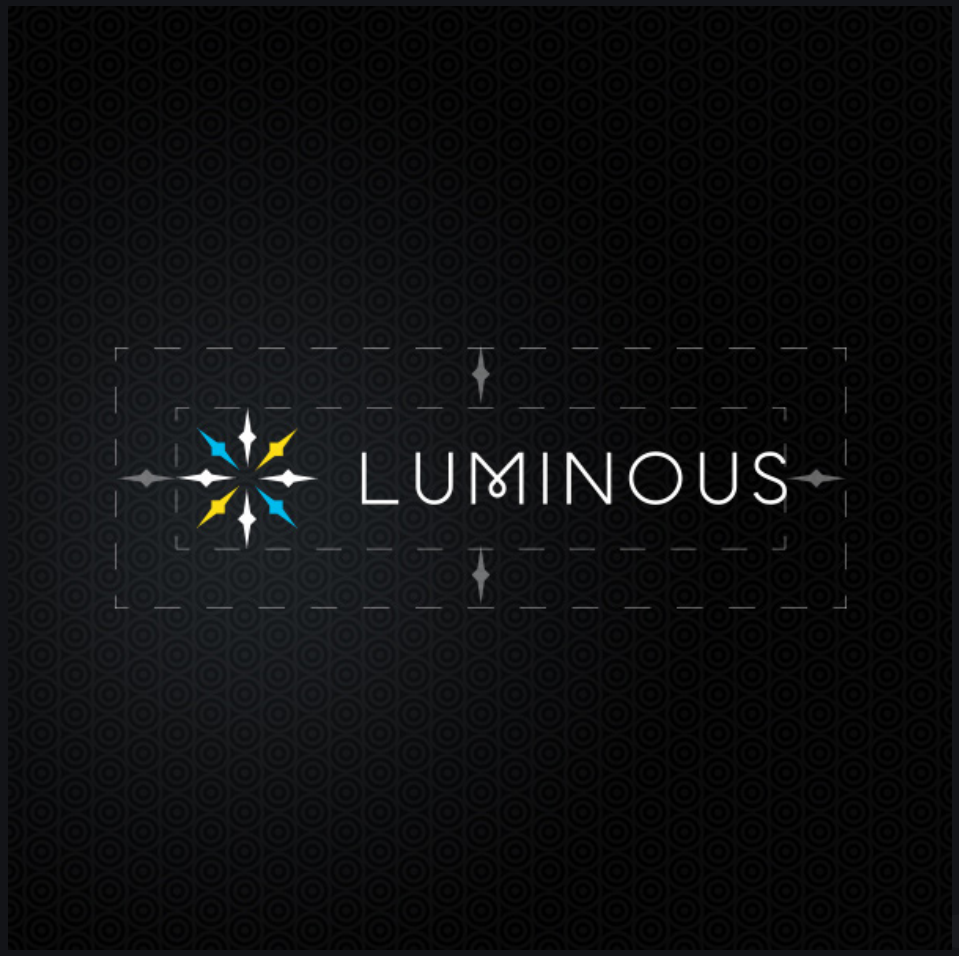
"Luminous" Definition

Full of or shedding light; bright or shining, esp. in the dark

Characteristics

- Compass
- Stars
- Radient

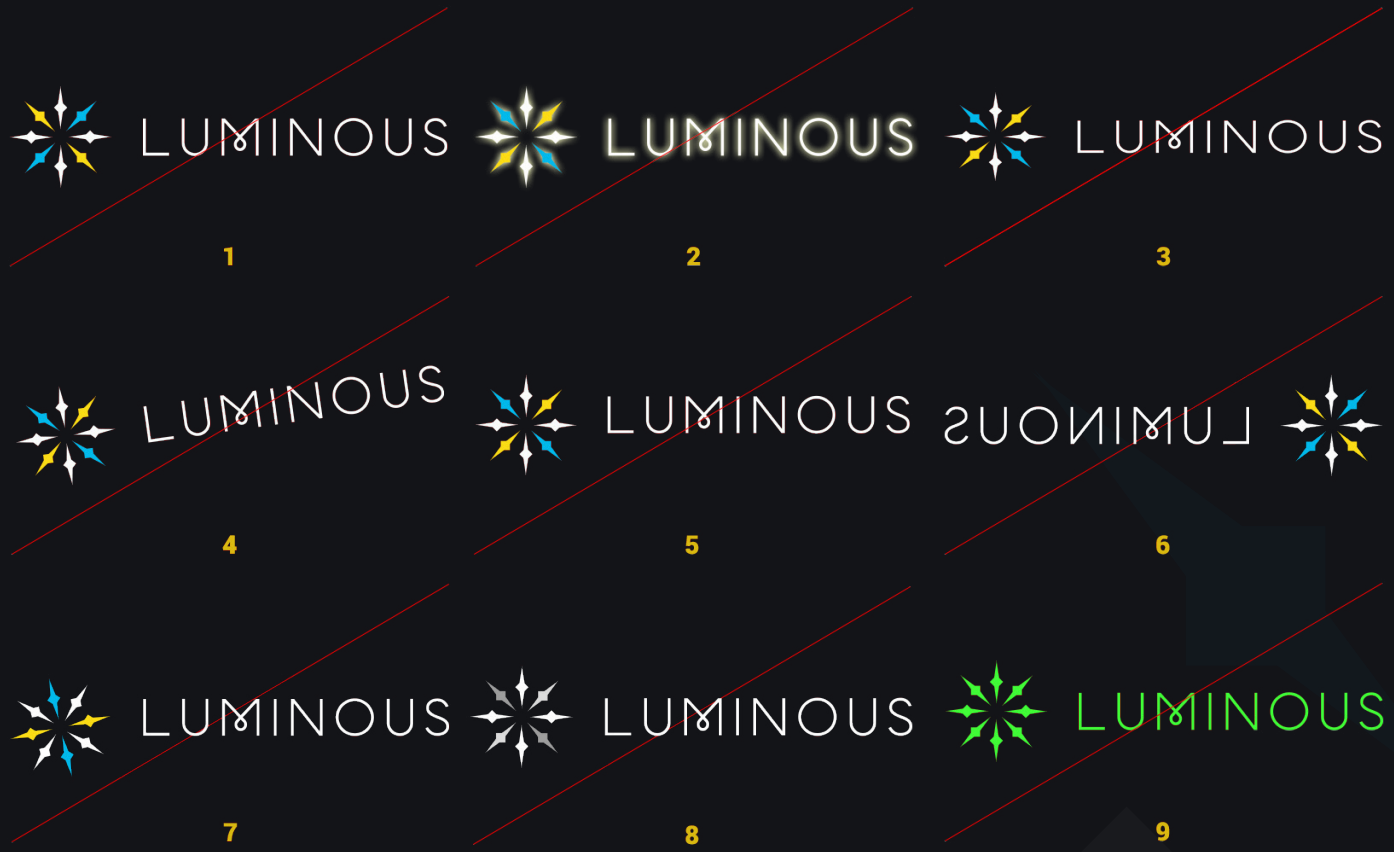
Identity Clearspace



Clearspace is measured using the width of a ray

Identity Incorrect Usage

LUMINOUS



1 - Do not alter emblem colors

2 - Do not add outer effects like glow

3 - Do not transform unevenly

4 - Do not rotate

5 - Do not move type from emblem

6 - Do not reverse

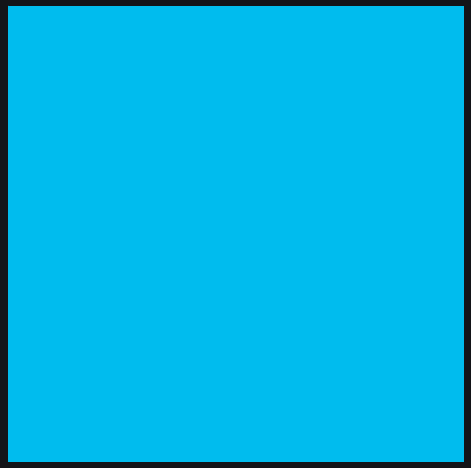
7 - Do not rotate emblem

8 - Do not make black and white

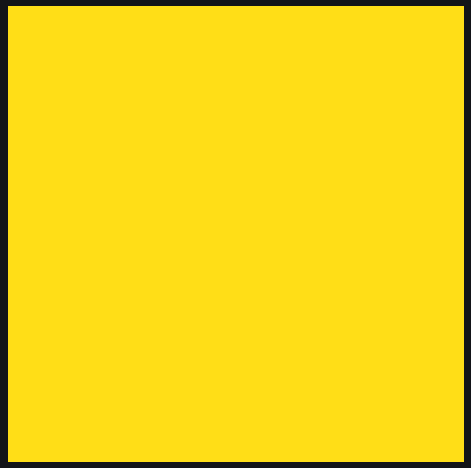
9 - Do not alter color

Identity Color Palette and Pattern

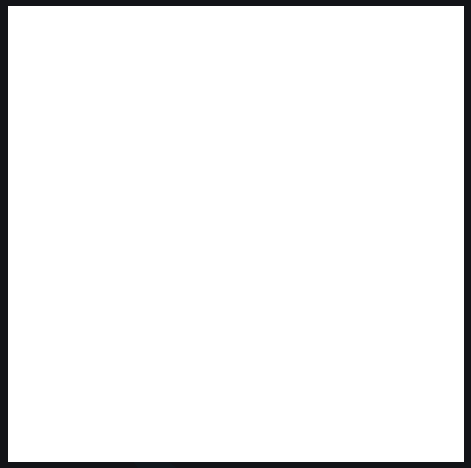
LUMINOUS



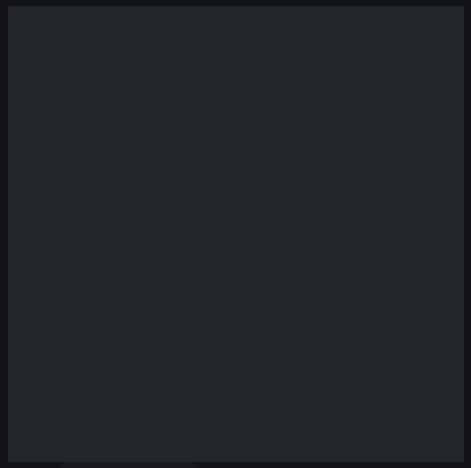
HEX #00bcee
RGB 0/188/238
CMYK 68/3/0/0



HEX #ffde17
RGB 255/222/23
CMYK 2/9/97/0



HEX #ffffff
RGB 255/255/255
CMYK 0/0/0/0



HEX #23272a
RGB 35/39/42
CMYK 75/66/61/67

HEX #23272a
RGB 35/39/42
CMYK 75/66/61/67

HEX #434b54–#020304
RGB 67/75/84–2/3/4
CMYK 73/61/51/34–75/68/66/88

HEX #24272b–#0b0b0c
RGB 36/39/43–11/11/12
CMYK 75/67/60/67–74/68/66/85

PATTERN

Identity Typography

LUMINOUS

ROBOTO

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z
A B C D E F G H I J K M N O P Q R S T U V
W X Y Z
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( )

REGULAR - LOGO

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
0123456789
!@#$%^&*()

Roboto Thin – Primary Text
Roboto Light – Secondary Text

Application Metrics

LUMINOUS

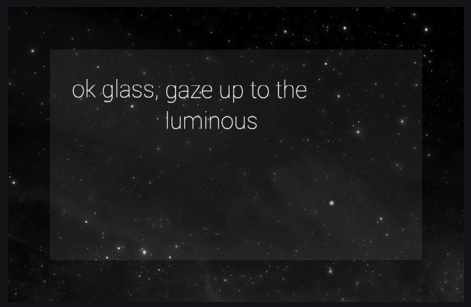
Padding – White / Light Yellow
Main Content – Blue
Left Image / Column – Yellow
Footer – Light Grey
Full Size Bleed – Dark Drey + Yellow Grey

Application Loading Luminous

LUMINOUS

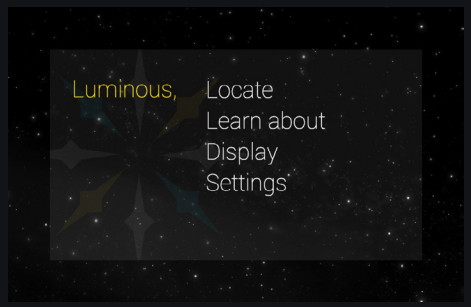
Clock

“Ok glass” menu



Loading Luminous

Loading screen

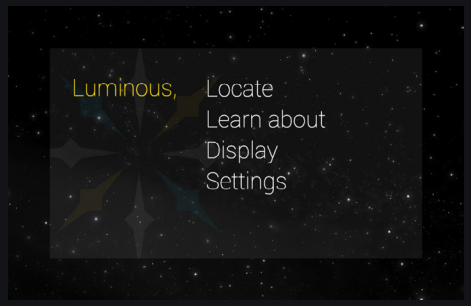


Luminous main menu

Application “Locate...” / Persona: Daisy

LUMINOUS

Tasks: In Daisy’s backyard, she wants to locate Mars, learn about it, and have it read to her.



Luminous main menu

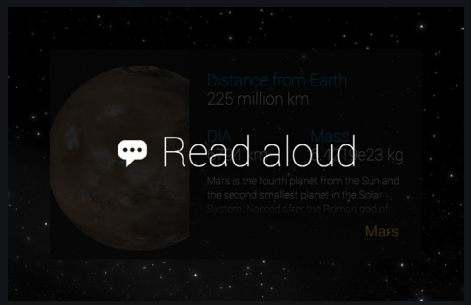
“Locate...” menu

“Locate...” secondary Menu

“Locate...” locating

“Locate...” located

“Learn about...” data

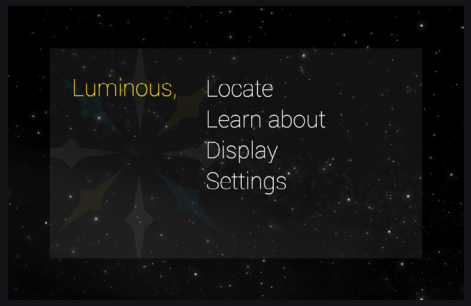


“Read aloud”

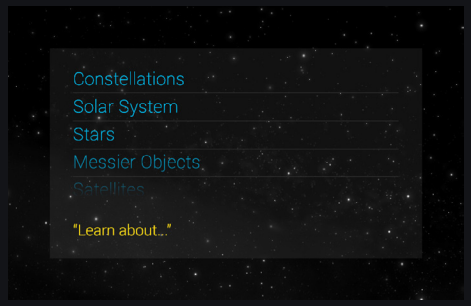
Application “Learn about...” / Persona: Lauren

LUMINOUS

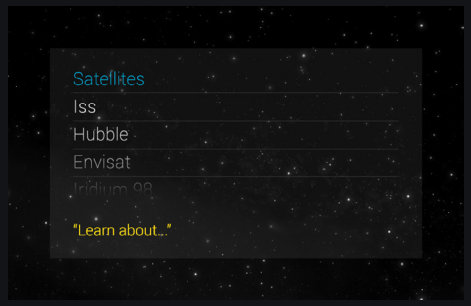
Tasks: Lauren wants to learn about the Hubble telescope, locate it, take a photo of her discovery, and share it to Facebook to show to her friends and family.



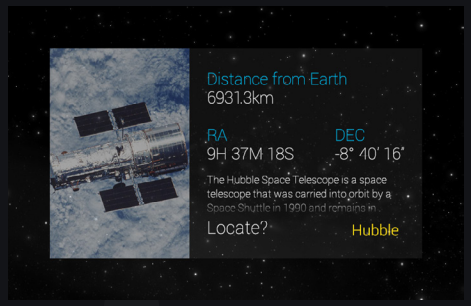
Luminous main menu



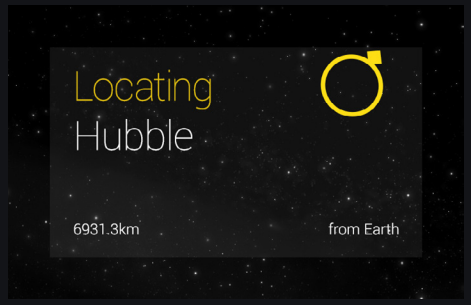
“Learn about...” menu



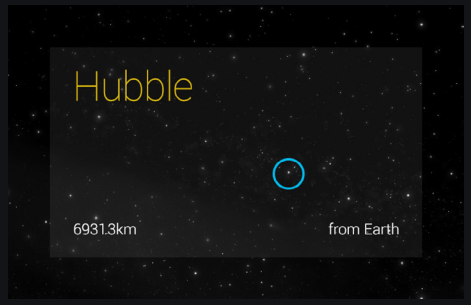
“Learn about...” secondary menu



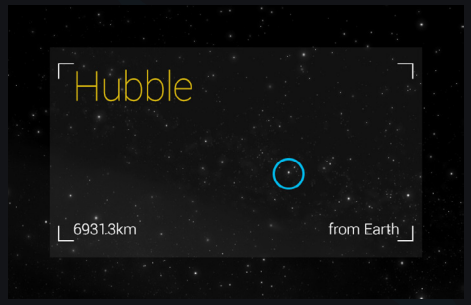
“Learn about...” data



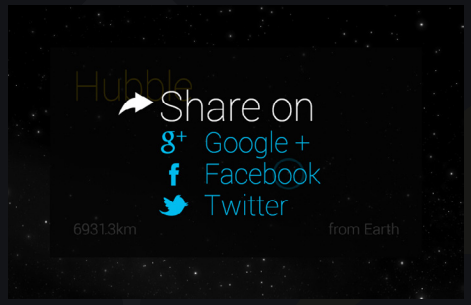
“Locate...” locating



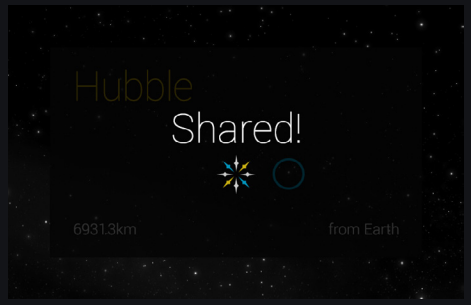
“Locate...” located



“Take a picture”



Share on social networks

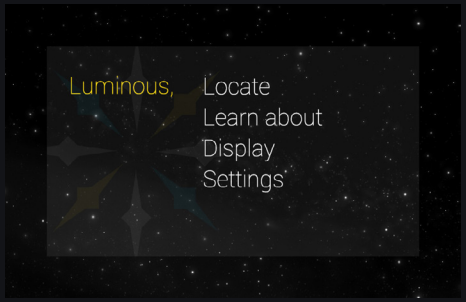


Successfully shared

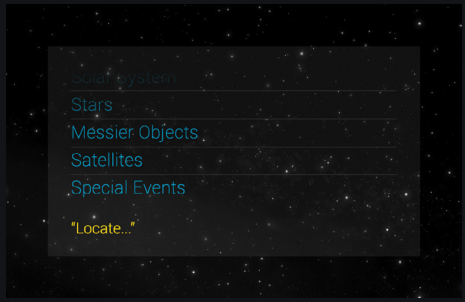
Application Special Events / Persona: Brent

LUMINOUS

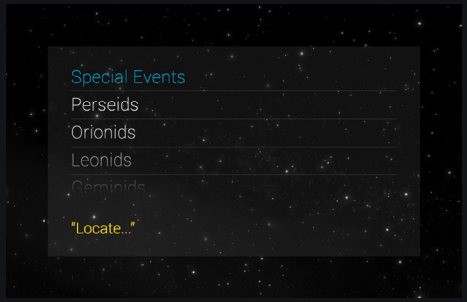
Tasks: Brent wants to display the special event, Perseids meteor shower, learn more about it, record it, and share the video to his followers on Twitter.



Luminous main menu

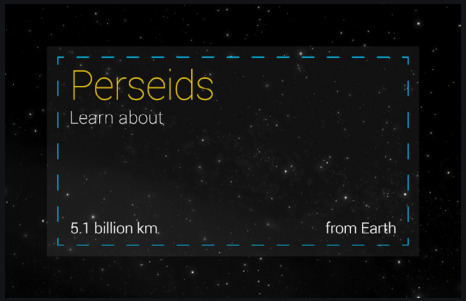


“Locate...” menu



“Locate...” secondary menu

“Locate...” locating



“Locate...” located

“Learn about...” data

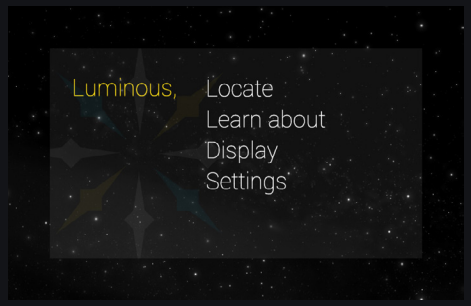
“Record a video”

Share on social networks

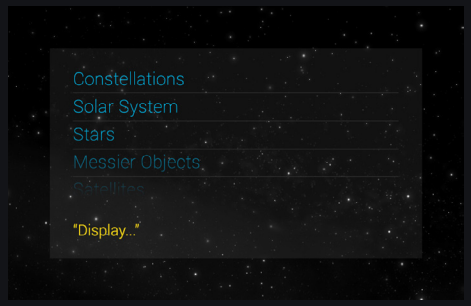
Successfully shared

Application “Display...” / Persona: Sofronia

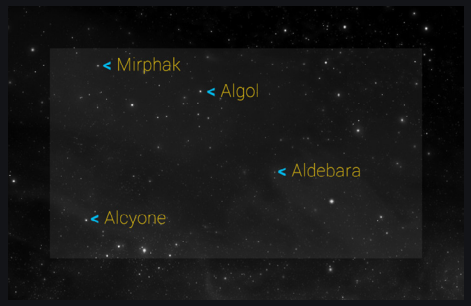
Tasks: The night sky is a little visible tonight. Sofronia wants Luminous to display all the stars in her line of sight with names displayed and wants to hangout to share her view with her friend Brent.



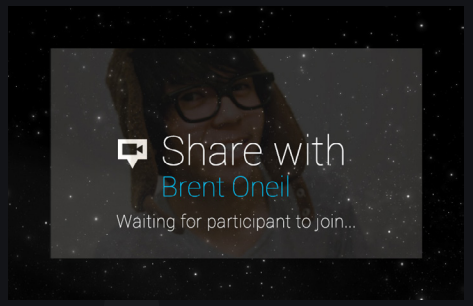
Luminous main menu



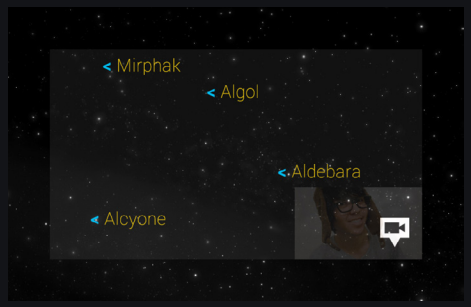
“Display...” menu



“Display...” screen



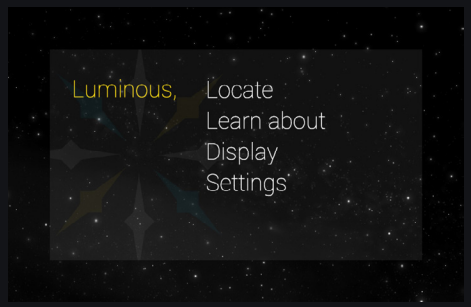
“Hang out with...”



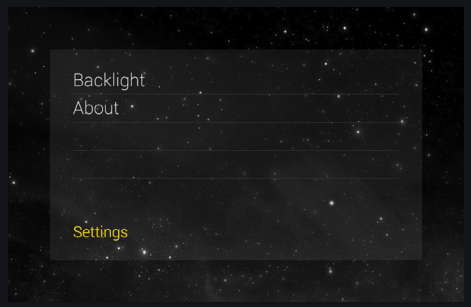
“Hang out...” secondary

Application “Settings”

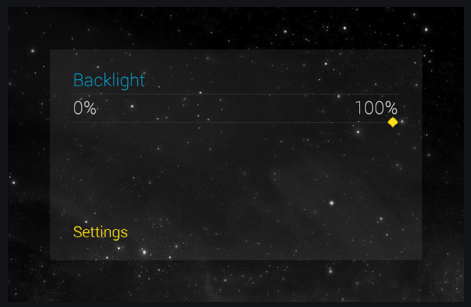
LUMINOUS



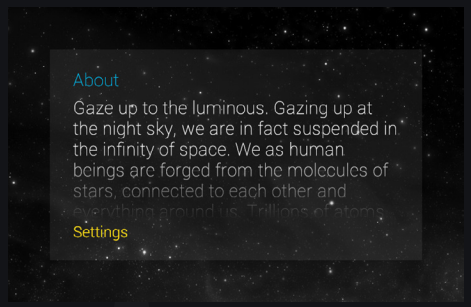
Luminous main menu



“Settings” menu



“Backlight” adjustment



“About” screen

Walkthrough Video

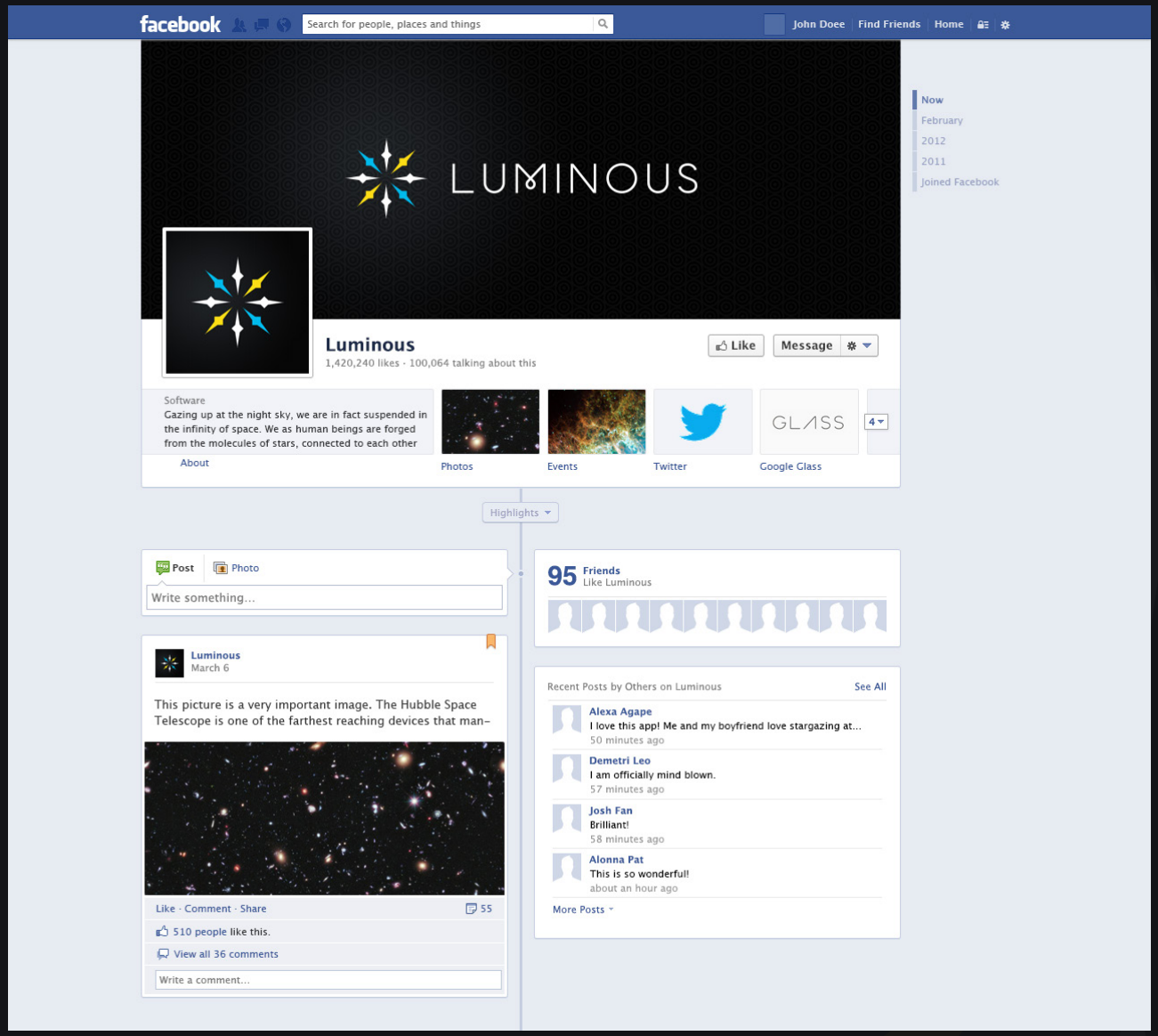
vimeo.com/81475288

Web Site “Get on Glass”

LUMINOUS

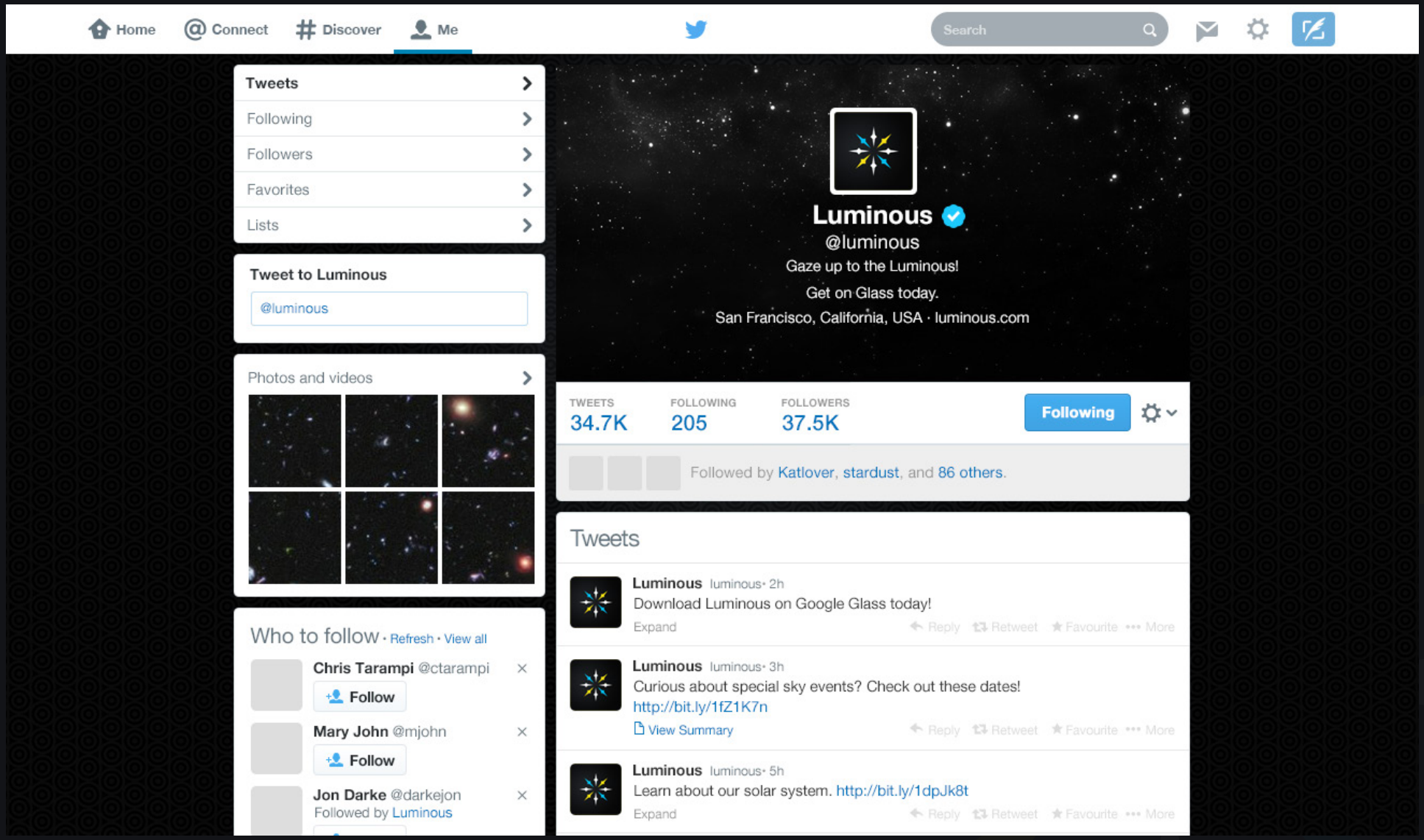
Social Media Facebook

LUMINOUS



Social Media Twitter

LUMINOUS

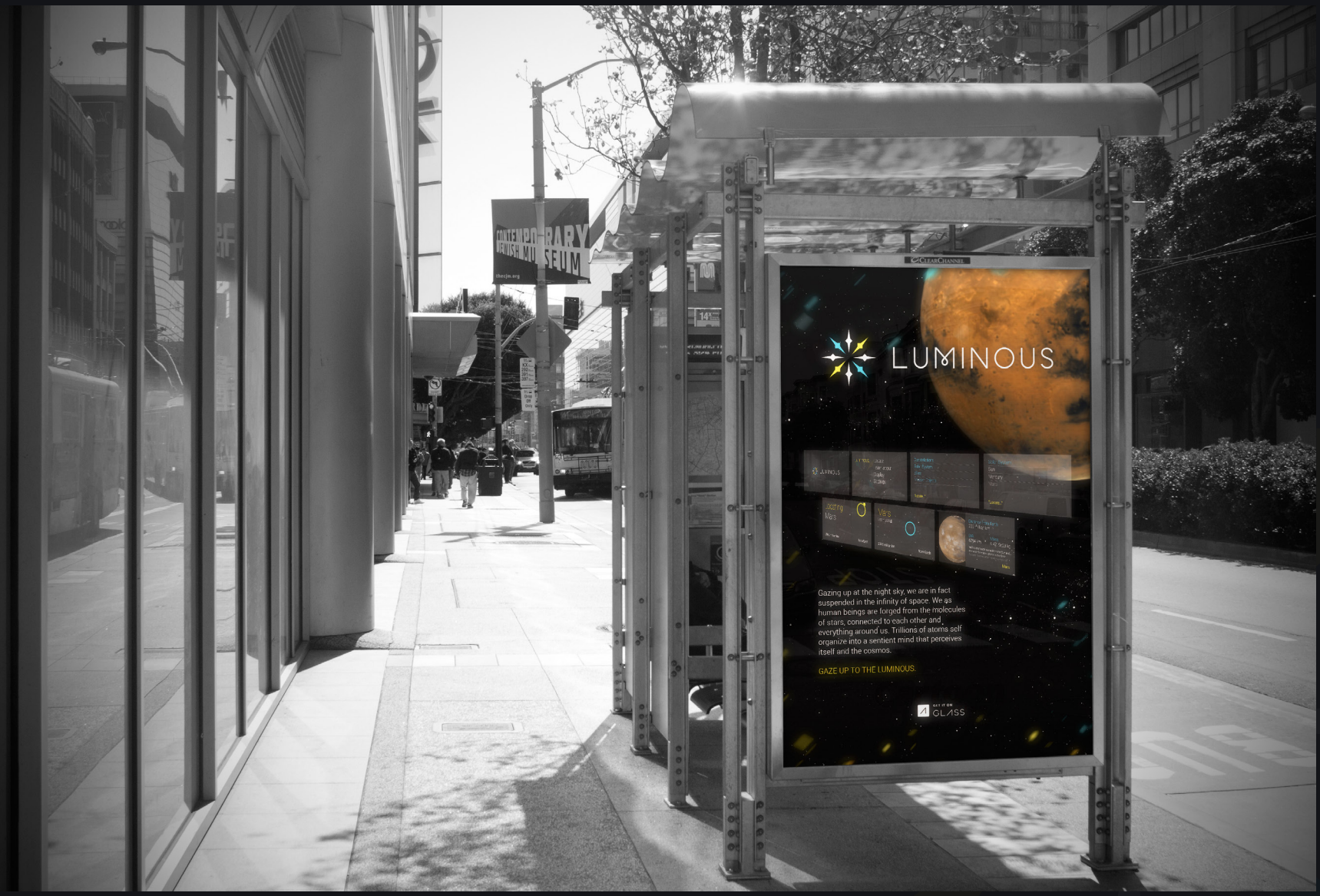


Print Stationery

LUMINOUS

Print Poster

LUMINOUS



LUMINOUS

CHRIS
TARAMPI