

SIGN
POST

SIGN
POST

:: TABLE OF CONTENTS

Introduction	3
Branding	5
Typography	6
Colour Scheme	7
Layout	9
Interactive Behavior	11
Future Direction	13
Technical Notes	14
Index	15

Group Members: Borzu Talaie
 Kristina Ferorelli
 Chris Vitas

Winter 2008

:: INTRODUCTION

Self-investigative research in the area of outdoor signage by means of analyzing the recorded field data, marks the beginnings of this system. The team members collectively worked together to come up with a concept that would address this issue in a professional interactive platform which maintains a creative essence throughout the whole system.

As a group, we have had high standards for the outcome of this system and have taken into consideration various factors and their benefit to the system. We have gone through numerous concepts and evaluated specific features of the system to get a thorough understanding of necessary functional aspects in order to enhance the system and build it to its full potential. As a result we have come up with a system we very much think highly of and will be referred to as SignPost from here on in.

:: BACKGROUND

The system requirement chart (next page) outlines the initial thoughts and concept of the system and illustrates some of the main requirements or key features of the intended functionality of the system in the early stages of design.

This chart follows the MoSCoW rules, which can be read in the following manner.

- **Requirement description:** identifies the important elements, which has to be carried out by the system.
- **Type:** classifications of different required elements that are broken down into data, user, environmental or usability.
- **Rationale:** Why is this requirement needed? How is it informed by the user research?
- **Priority:** explains the priority level of the requirement, which has to be addressed by the system using the "MoSCoW Rules". For instance, M stands for must have which is high priority or W which stands for would have which is the lowest priority.
- **Content:** What content will be needed in the system to address this requirement?
- **Function:** Describe the mechanism or the feature needed to access the content or to perform the activity.

Also, see the index section at the end of this design manual for a better understanding of the system mechanism.

:: SYSTEM REQUIREMENT CHART

Requirement Description	Type	Rationale	Priority	Content	Function
The Nature of the Requirement	Data, User, Environmental or Usability	Why is this requirement needed? How is it informed by the user research?	MoSCoW	What Content will be needed in the system to address this requirement?	Describe mechanism or feature needed to access the content/perform activity.
The data is entered into the system based on user Location .	Data Requirement	The user interacts with the system database based on the location of the ad.	Must	A database of geographical information.	An interface for browsing and altering the data.
The system must be accessible and modifiable through Mobile devices.	User and Environmental Requirement	To allow the user to interact with the system at the sight of the ad.	Should	Support for different mobile devices/services.	An interchangeable interface based on the device and user preference.
The system must have the ability to Educate the users about the legalities of advertising.	Data Requirement	So that the user can make educated decisions.	Could	Up to date information on Toronto advertising bylaws.	Use multimedia to present information in a way that is easy to understand.
The system must provide means of user's feedback and Discussion .	User Requirement	Through discussions users will be further educated on the legality of advertising and be able to share their own perspectives.	Could	An active base of users and a variety of pertinent discussions for them to participate in.	A message board system with a database of users, topics, ads and discussions.
The system must have the ability to interface with current Mapping Systems .	Data Requirement	To assist users in judging the legality of advertisements and aid in visualizing the location of ads in the city.	Could	A database of advertisements and their location.	Utilize existing mapping systems such as google maps.
The system must be Searchable through a variety of different criteria.	Usability Requirement	To assist users in utilizing all aspects of the system such as: search by location, brand, keywords, etc.	Should	A database driven approach in designing the system.	A full-featured search engine capable of retrieving data based on numerous parameters.
The system should be able to accept user submitted Photographs .	User Requirement	To assist users in discussing the legality and the content of the ads. [Optical Image Recognition]	Could (Would)	Submitted images.	A sub system capable of storing (and analyzing) images. Possibly an XML based approach.
The system should enable users to Rate and compare ads based on predefined criteria.	User Requirement	A decision will be made based on user submitted ratings for various criteria.	Must	Multiple rating scales presented in different formats.	An interface capable of presenting advertisements and their ratings and accepting new votes.
The system could have News Feed feature.	Data/User Requirement	To inform users about the current state of the system and the actions of its community.	Could	A collection of current news and events and system generated data.	A news page and RSS based feed.

:: IDENTITY

SignPost is an interactive system that receives its data from users while processes, categorizes and archives the records in a database. It is tailored toward users equipped with Apple's portable handheld devices (e.g. iPhone and iPod Touch) that have live access to the database through local area networks and the internet.

:: EXPERIENCE

SignPost gives the user the ability to view, add, comment, and rate various outdoor commercial advertisements found in their environments, uniting citizens as they work together to better their social community.

:: INTENTION

SignPost's intention is to acknowledge environmental problems caused by outdoor commercial advertising and also educates the public about issues caused by the usage of public spaces.

Through SignPost, users can discuss both the positive and negative aspects of outdoor advertisements and take necessary action to better the public space around them.

:: TYPOGRAPHY

Since users will be viewing the system on Apple portable handheld devices and computer screens we have decided to utilize clean-cut, Sans-Serif bit-mapped fonts (such as Apple's Helvetica in sizes 6-14pt), which are both readable and legible in text sizes on the screen.

:: APPLICATION

SignPost uses type images for its titles. In all other cases, bit-mapped system fonts are being used to enter and display user/system data.



:: MOOD

The intended mood board for SignPost illustrates a feeling of expressiveness and innovativeness, while maintaining a sense of structure, welcomes users to the system. The use of geometric shapes within SignPost balances the aesthetic and functional parts of the system while conveying a perception of style, intelligence, and stimulation.



:: COLOUR SCHEME

The rationale behind the colour scheme for the SignPost was to creatively emphasize the aesthetics. The mood board (previous page) is the reflection of the initial intended look and feel of the system.

Fonts and colours that are web safe (RED | GREEN | BLUE) and also are not too harsh on the eyes were selected for the system.

:: PALETTE

Although there is a definitive neutral default colour palette for SignPost, users are able to choose from an assortment of predefined colour palettes implemented into the system.



Default Colour Scheme

:: SCREEN DESIGN

Since SignPost is intended to be used on Apple handheld devices, it is designed to fit within the platform constraints. The screen size, navigation controls, and methods of data entry follow the outlines determined by the platform in use.

:: DIMENSIONS



:: NAVIGATION

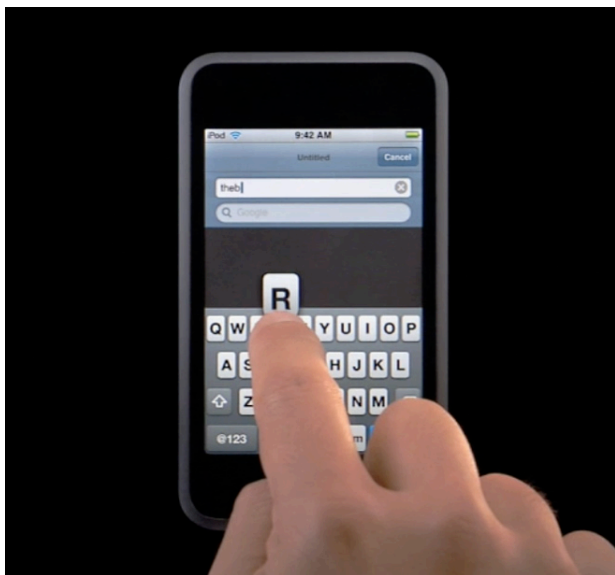
Since the testing platform for SignPost was the Apple iPod Touch, to navigate through the system users take advantage of the innovative touch based interface introduced by Apple. The intuitive navigation mechanism helps the user to interact with the system effortlessly.



To zoom in on a picture, users take advantage of the 'Pinching' technique.

:: INTERACTIVE BEHAVIOR

One level of hierarchy for most parts of the system enables the users to access the desired subject matter with as little navigation as possible while providing them the access to the main sections of the system at all times.



The touch screen keyboard only appears when required.

:: INTERFACE CONTROLS

Access to the main page, log-in/out, and system preferences along with important features of the system (search and submit a new ad) are located in the menu bar at the top of the screen. Taking advantage of the intuitive design of the platform, SignPost enables the users to access different sections of the system effortlessly.



:: FUTURE DIRECTION

In the future our system could be used as a method for obtaining feedback required by advertising and marketing firms. It could also be utilized as a teaching tool to educate people about advertising in public space.

:: FUTURE FEATURES

Currently, the devices are not capable of uploading images directly to the system. We would like to implement a tool for getting images off the device and adding them directly into the system.

As development of devices progress, we would eventually like to be able to pinpoint the users' location using GPS or similar technologies.

Both of these intended features rely, in part, on new capabilities that may eventually be built into these devices.

:: TECHNICAL NOTES

SignPost was built using HTML, CSS, and JavaScript. The database interaction is accomplished using PHP and MySQL. All of these technologies are open source and available for free online.

Designing a system for Mobile Safari is very similar to developing a website for a standard web browser. However, there are a few key differences. For one, the iPhone and iPod Touch have set screen dimensions and so it is best to make sure your system matches those dimensions.

Mobile Safari meta tag that sets the width of the site for iPhone and iPod Touch:

```
<meta name="viewport" content="width=320" />
```

In order to have our system work on both Apple mobile devices and a standard browser we had to serve different style sheets based on whether or not an Apple device was being used. We used PHP to detect the user agent, and based on that information sent different instructions to the browser

PHP code used to detect whether or not an iPhone or iPod Touch is being used to view the site:

```
$browser = strpos($_SERVER['HTTP_USER_AGENT'], "iPhone");  
$browser2 = strpos($_SERVER['HTTP_USER_AGENT'], "iPod");  
  
if($browser == true || $browser2 == true) {  
    $iphone = true;  
}
```

:: SYSTEM FLOWCHART

