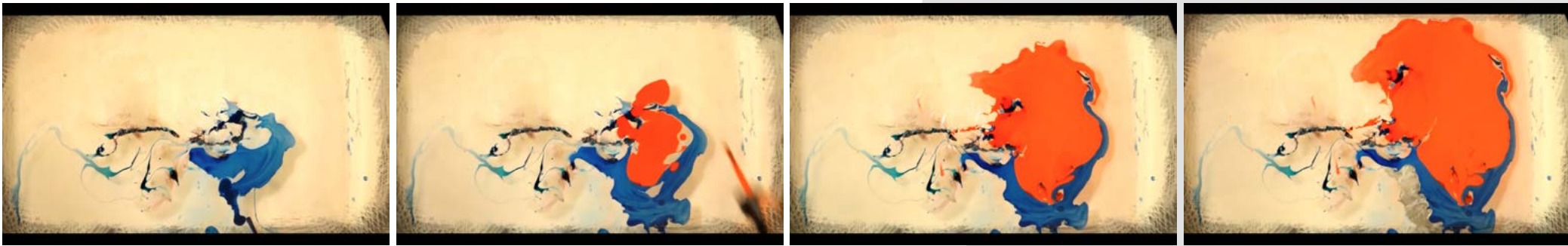




PORTFOLIO

Pamela Waters



Advection

Finding my personal aesthetic

This project involved all necessary steps for good design, except I had to turn the research inwards for the largest source of information.

Please click on the link to watch the video:

<https://vimeo.com/143505239>

1 Finding the theme

The first stage was observation and introspection; I collected words and quotes to describe what drives me, I looked at my daily activities, and at my daily choices to see where do I thrive. Revising that made it more clear to me, **CONNECTION** was the central focus of my life.

2 Finding the image

The second stage was ideation; some of the images to symbolize the central theme that came at first were: the ocean shore, the rain nourishing the earth, a plant growing from it, schools of fish moving as one, the rain on the water surface, the water falling, the water crashing. My intuition kept pointing at **WATER**, and water from every angle i could think of seemed like the perfect representation of my inner world. How it adapts to any shape, how it's transparent, how it can be strong and calm, how it connects the planet and every organism.

Please click on the link to watch a video of the process:

<https://vimeo.com/81406493>

3 Finding the story

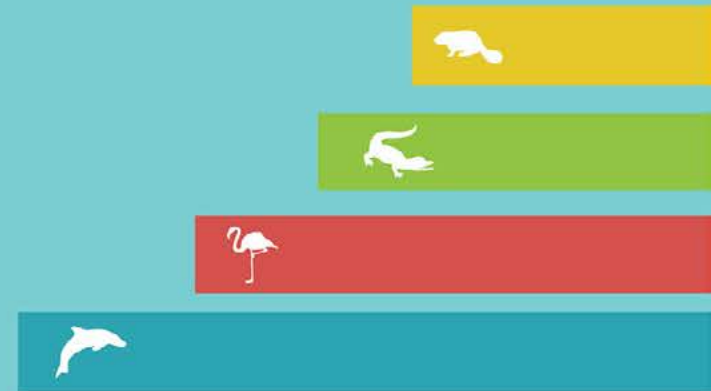
Now I had a central image for the theme, I needed a storyline; progression and change. To my surprise I wrote the story very quickly. I had been soaking so much in all the exploration that, in a shot of energetical inspiration, the story came to my mind almost fully formed. Yes, the story is fully original, and yes it's about **RELATIONSHIP**.

4 Finding the format

On the other hand, I had a harder time finding what would tie in visually with this story, did I want actual figures for the characters?, should I just use abstract imagery?, maybe just have the natural elements in a timelapse?

While looking for animated water, I found an art in Japan *Suminagashi* or marbling, basically ink goes on water and a paper goes over it to make the piece. I started experimenting and failing by using paint, then i found nail polish marbling. Another influence was ASMR videos.

JungL



JungL is a place to meet people that match your personality.

There are 8 different instincts within the JungL what are your strongest ones? Which ones do you prefer on other people?

The Challenges



Falling in love since
5. Divorced since 23.
Serial dater for now.

My Life



As a restless romantic I have tried
different paths. My mom raised me to
believe that anything is possible, and
that drives a lot of how I approach the
world.

Full of possibilities



Dating **Jungle**

Online dating provides
an infinite selection,
but no good filters.
What if we use
personality type
to find a match?

The Inspiration

“We often forget that WE ARE NATURE. Nature is not something separate from us. So when we have lost our connection to nature, we’ve lost our connection to ourselves.”

-Andy Goldsworthy



Flamingos mating march

A dance where they can identify a suitable mate based on whose moves most closely mirror theirs.

The Idea

Could we create a system effective enough to improve the quality of the online dating experience?

What makes a quality date? we know is not just looks... What if instead of filtering by only looks or very specific attributes, that say nothing about who the person really is, we look for qualities of personality that we are trying to find in a mate or that go well with ours? Could we make this simple and fun so people actually use these tools?

Let's create a solution for people that want to have quality dates based on personality. Let's make a natural feeling, easy to understand solution that can evolve over time.

The How

Dare. Dare work on a new challenge, a new idea. Research the problem, gather inspiration. Find meaning. Develop a concept, create a new solution.



Play. Explore different possibilities, generate new ideas, experiment. Reorganize, produce variety. Iterate different aspects, get feedback. Play more.

Build. Refine details, adjust consistency, connect loose ends. Build a prototype, get more feedback.



STEP 1. Kick-off

- Define objectives.
- Define Target market.
- Define and research competition.
- Define business problem to solve.
- Make a plan for the project.
- Pain Points

STEP 2. Customer Research

- Find our Launch Addressable Market. Meetups.
- Research MBTI online forums.
- Collect statistics from forums.
- User interviews. (after screening)
- Analyze Data
- Creating Personas

STEP 3. Ideate

- Brainstorming sessions for features.
- Develop Concept.
- Driving questions.
- Design mapping
- Vague journeys
- Low-fidelity prototypes

STEP 4. Assess

- Evaluate based on criteria.
- What could go wrong?
- Why-how laddering, 2x2 matrix, powers of ten.

STEP 5. Flesh-out

- Medium-fidelity prototyping
- Iterations
- Storyboards
- High-fidelity prototyping
- Personas journey maps.

STEP 6. Testing

- Customer experience map.
- Remote usability test.

The Research

• • • Personality tests

Dating online

Animals

These are all hot searches in the web. Bars represent the proportional amount of time spent researching each subject.

Design, business and inspirational distraction • • •



The Theory



Carl Jung

Divided personality in eight cognitive processes. Each instinct in **Jungle** correlates to one of these.

- o Directors in Helen Fisher's theory
- o High Conscientiousness in Big 5 theory

- o Builders in Helen Fisher's theory



Build



Simplify



Be authentic



Play

Foresee



Reach out



- o Negotiations in Helen Fisher's theory
- o High Agreeableness in Big 5 theory

Analyze



Explore



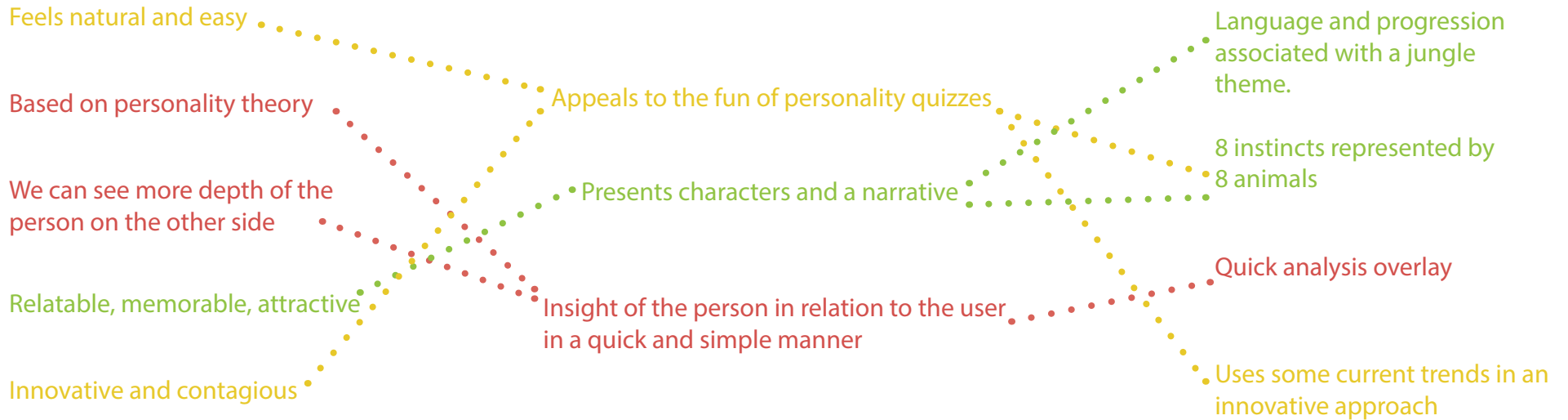
- o Explorers in Helen Fisher's theory
- o High Extraversion in Big 5 theory

- o High Openness in Big 5 theory

- o Some other possible correlations

The Concept

Instinctive

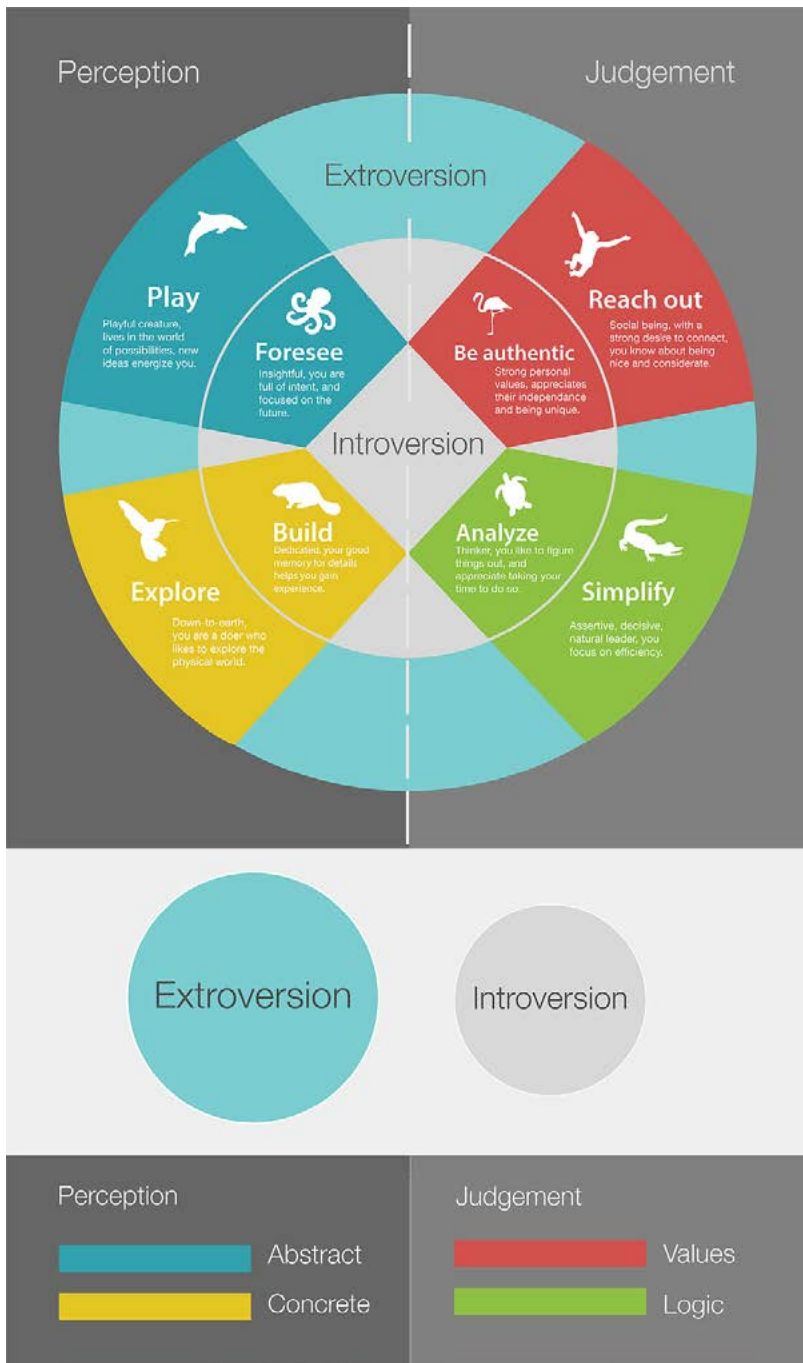


It's a jungle out there

Do you have what it takes?

Knowing your instincts is like carrying a survival kit.





The introverted ones are either centering their energy on the information inside the mind...



...or on the internal principles that govern the decision making process.

The combination of your top two Instincts is your Instinctive personality.



The Personas



Careless Carla



Hesitant Halie



Assertive Andrew



Picky Paula



Careless Carla

Occupation: Music Industry
Location: Fremont
Age: 27

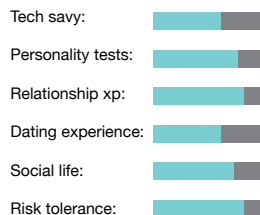
MBTI:
EXTROVERT
Primary: ENFP

Secondary: ENTP, ENFJ

Goal:
Short/Long-term relationship, Friends



Behaviors:



"I always make friends, I don't depend on dating apps to find them."



"When it comes to real relationships though, I have bad luck. I want to be more aware of my dating habits. I think JungL it's an innovative way to find people and that would help me accomplish that goal."

Core Values / Looking for:

Adventure. Personal growth.
Intellectual stimulation. Social connection.

MOTIVATIONS:

- Early adopter, likes the idea.
- Likes personality quizzes and knowing herself better.
- Likes meeting new people all the time.
- Likes the attention that her profile can get.

FRUSTRATIONS:

- Having bad dating experiences, people being different than what they look online.
- Not being successful in finding a good relationship.
- Doesn't like men that are too aggressive.

Journey highlights:

- Likes to try new apps.
- Will meet with people often.
- Likely to talk to friends about her experience.
- If nothing interesting happens, will likely forget about the app.



Hesitant Halie

Occupation: Developer
Location: Ballard
Age: 25

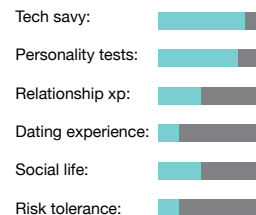
MBTI:
INTROVERT
Primary: INFP

Secondary: INFJ, INTJ, ISFP

Goal:
Long-term relationship



Behaviors:



"I have considered using dating apps, but they are scary."



"I would try JungL because it let's me choose people by their personality and it doesn't expose me to everyone, only who I pick."

Core Values / Looking for:

Safety. Stability. Intellectual stimulation. Ethics. Personal growth.

MOTIVATIONS:

- Fears loneliness.
- Likes psychology, and personality theories.
- Looking for a non-shallow experience.
- Likes to choose and take her time doing so.

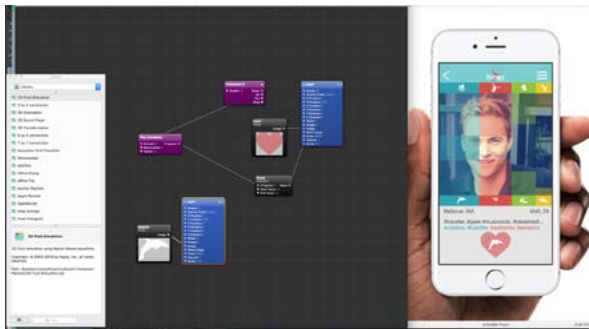
FRUSTRATIONS:

- Not being able to see more about people beyond shallow filters.
- Getting unwanted messages
- Scary people that have nothing in common with her.
- Doesn't want to be exposed/ judged.

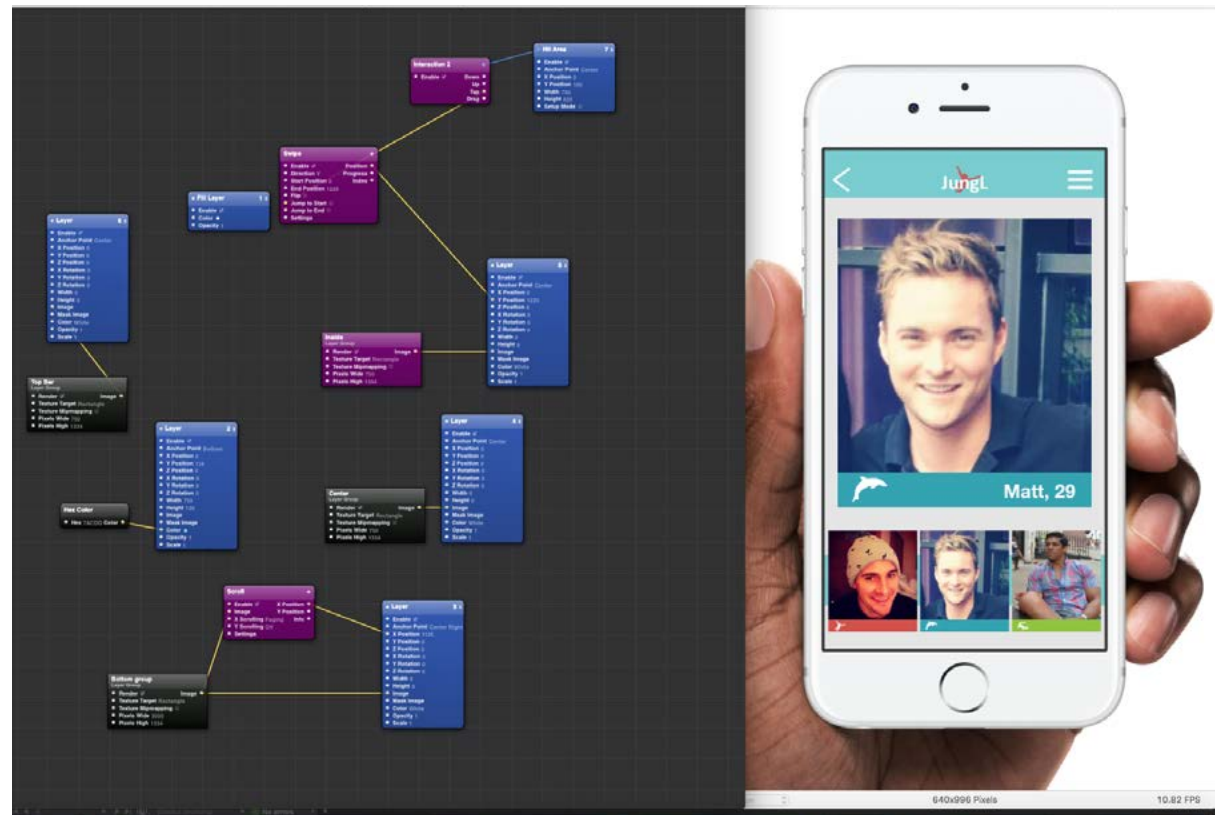
Journey highlights:

- First time using dating apps.
- Will take a long time to actually meet someone.
- If a bad dating experience occurs most likely take a long time to date again.

The Prototypes



Prototyping in Origami - Quartz Composer



Extroverts and introverts interact differently with JungL:

If you are an extrovert



Extroverts start chats with introverts

but

You'll have to get introverts

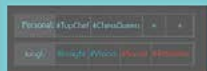


to like you before you can chat with them



Be a star

Use hashtags to stand out from other



Choose from facebook profile pictures...



Show them what you got!

I liked you as an extrovert

If you are an introvert



You can only be seen by extroverts you've liked



If they like you too, they'll start a chat!



Scroll horizontally to see more extroverts that match your preferences, and find the ones you like!



then

Tap on their picture to open up their profile.



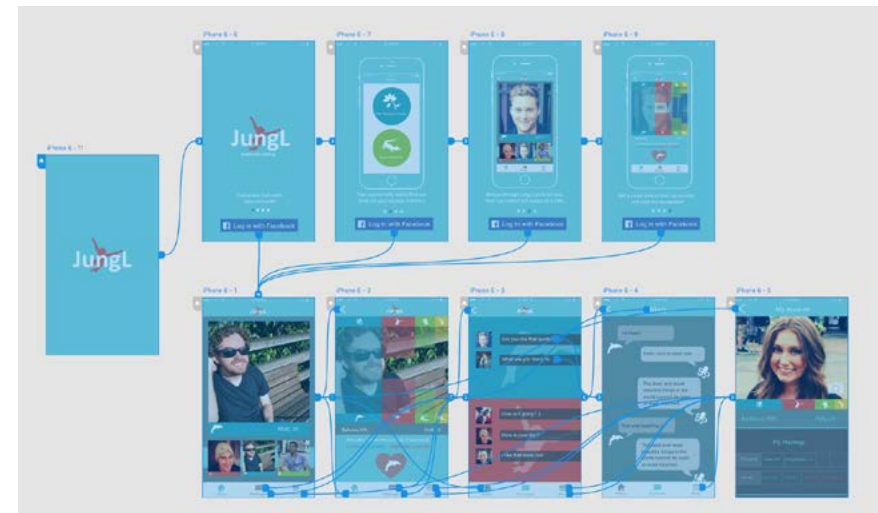
Here you can find more about their personality and how it compares to yours.

Choose wisely!

I liked you as an introvert

If you know the opposite role fits you better, you can change it at the end of the tutorial that appears after the personality test ends.

Prototyping in Adobe XD



[Please click to see a demo](#)

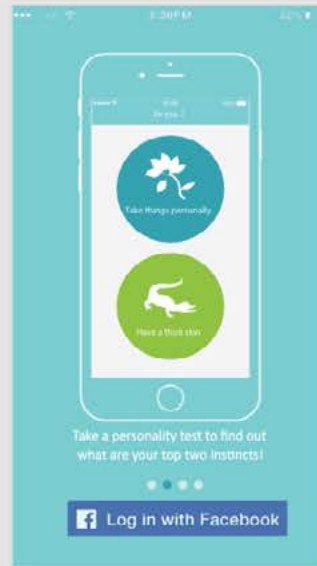
iPhone 6 - 11



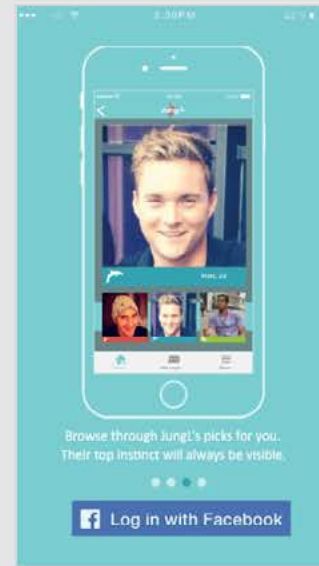
iPhone 6 - 6



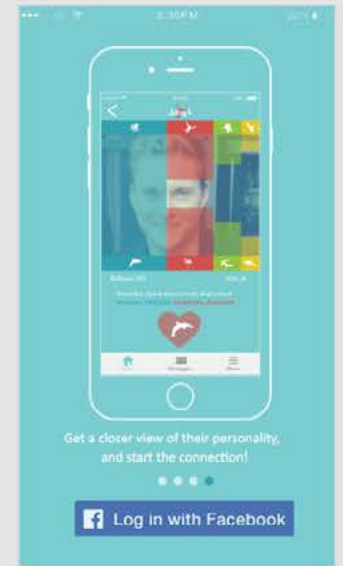
iPhone 6 - 7



iPhone 6 - 8



iPhone 6 - 9



iPhone 6 - 1



iPhone 6 - 2



iPhone 6 - 3



iPhone 6 - 4



iPhone 6 - 5

