Proxi

Process Book

Assignment Sheet

GRDS 400 STUDIO II

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DELIVERABLES
Any 3 substantial artifacts, per project, across multiple media

PURPOSE
Studio II addresses the designer s role in visualizing complex, integrated systems. Through the independent exploration of key principles in visual systems design, students develop strategies for managing design solutions across multiple communication media outlets.

GOALS
1. To implement advanced methods of research and analysis.
2. To synthesize historical and contemporary concepts and trends in creating design solutions.
3. To execute appropriate design development and engage in innovative problem solving.
4. To engage in efficient project management, self time management, and business practices, including preparation of comprehensive design proposals.
5. To engage in proficient technical execution and project presentations.

Projects 1 and 2
For these projects you will work independently with the Professor and self-manage substantial projects of your own choosing. The challenge is not about creating a logo, a look, and simply applying it to things. It is about demonstrating that you have thoroughly researched a subject, analyzed audience markets and trends, studied the competition, and developed a unique strategy and solution that perfectly fits the challenge.

The **first project** may be on anything, though come up with something unique that has some depth. Look through the posted examples online under Course Supplements.

The **second project** is about communicating extensive information about a social issue or cause to a specific audience. I am looking to see how you can handle lengthy levels of information about your topic in Project 2, which is a collaborative project, made up of teams of 3 students each. Topics listed here are suggested though I will leave it open to you to choose one or come up with your own. They must however be such that you can reasonably take a position for or against something, like the death penalty, abortion, vaccinations, GMOs, immigration, nuclear power, remote education, etc. Your task will be to research the issue or cause and persuade people to your point of view. There's a good listing of generic topics on https://edubirdie.com/blog/social-issues-topics.

Your final solutions for both projects can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online website, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek. Design deliverables may include a book, a series of books, large format brochures, posters, an ad campaign, an app, game content rich magazine, installation, environmental campaign, a logo and/or branding system, a brandbook, kit, website, exhibit, film, or motion media campaign—or any other appropriate graphic design artifact. Each compoent must have typography, depth, complexity. I do not want to see coasters, buttons, stickers, tshirts, totes or any other simple construct with just a logo slapped on it.

The final outcome will be a minimum of 3 uniquely designed pieces across multiple media, or an equivalent comprehensive artifact. Again, one must have great depth of content, i.e. a lot of copy or information, especially in Project 2. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can.

Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

A quick-look Course Schedule is posted under Course Work for easy access of information. In the first two weeks of each project, you will write a Brief which will include a summary of your research, three unique Concepts, a Vision Board, forty-plus Thumbnailed exploratory sketches, and a fully fleshed out Final Concept. Upload each of these to Submissions and to the Discussion Board. Include a note as to how each idea would play out. See examples under Course Supplements. You may not use stock imagery unless you alter or modify it markedly.

GRDS 400 STUDIO II

Casem | mcasem@scad.edu | 912-525-7205 | 124 Adler Hall

DEADLINES

Class 1
Project 1 Ideas

Class 2
Project Brief with Research Summary

Class 3
3 Conceptual Variations

Class 4
Vision Board

Class 8
Rough Brief for Proj 2

Class 9
Proj 1 Process Book

Class 10
Proj 1 Designs
Printed Poster

Class 11
Project Brief with Research Summary

Class 12
3 Conceptual Variations

Class 13
Vision Board

Class 19
Proj 2 Process Book
Third component
Written Critique

Class 20
Proj 2 Designs
Printed Poster

When you develop your project, pay particular attention to your schedule and deadlines. Getting behind on your deadlines will put a severe hardship on you at the end of the Quarter and may result in missing work or shoddy design. You are expected to self manage these projects. You create your own path and set your own internal deadlines. If you need extra help, seek out the Professor and schedule time with her outside of class over the course of the 10 weeks.

Graphic Design is a field which is predicated around deadlines as much as quality design. You must learn to work within budgets and deadlines efficiently. This class will give you a good idea about your time management abilities and related flaws, which will only worsen in the field. Please do not underestimate the time it takes to do a worthy job. In Studio II, you are developing portfolio pieces and a deeper understanding of the requirements of the field, which will directly impact your career and your quality of life. Plan on working at least three hours each day on this classwork.

GRADING
Average is Average. You should plan on working at least 15 hours outside of class each week if you want to do better than a C. Your grade, your outcome, depends on the skill, intelligence and effort you apply. Pay meticulous attention not only to every aspect of the design but to the requirement details of the assignment as well. See the Rubric posted online.

FILE NAMING
Name your files like the following: GRDS348_Casem_Proj1_S20_YourName.pdf

FINAL PDFS
A single 300 dpi PDF of all your work must be posted to Submissions before the start of class on the day it is due. Process Books, each a 60-page minimum, should be saved as a Reduced File Size PDF. Postings on the Discussion Board or email submissions are not acceptable, only work uploaded to Submissions. I will not contact you should the file be corrupted and/or not download properly, or be in an incorrect format (JPG, TIF, PSD, InD, AI etc). This is your responsibility. Double-check your file to ensure it downloads properly after you've uploaded it. If your PDF has been corrupted, remake the PDF and upload using Firefox. Then double-check it again. You must be present for final presentations.

Post a Reduced File Size PDF of all your work to the appropriate Discussion Board at the same time and comment on three other projects a week with in depth critical analysis.

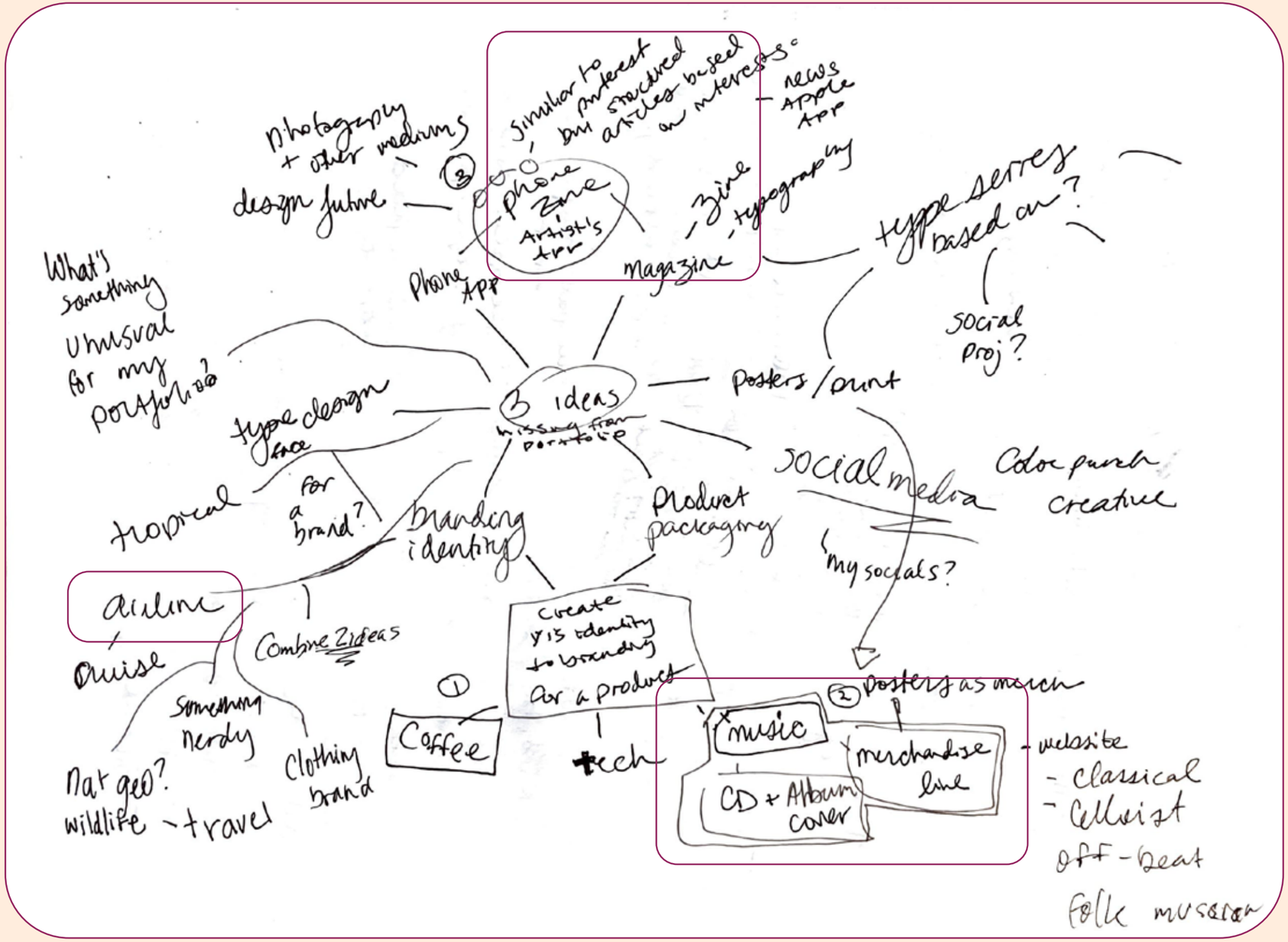
METADATA
Metadata is the information saved with each file. Embed the following information in your metadata:
—Student name: John Smith
—Student ID #: 000615637
—Title of project: Recycling
—Photo, copy, illustration credits
—Media used: Photoshop
—Professor: Mary Ann Casem
—Title of Course: Studio II
—Assignment #

ACROBAT METADATA
Go to the FILE menu > PROPERTIES. Enter information in the fields of the Description tab. InDesign Metadata: Go to the FILE menu > FILE INFO. Photoshop Metadata: Go to the FILE menu > FILE INFO

Brainstorming

Mind Map

Coming up with the 3 initial concepts and possible deliverables as well as executions. I used what holes I have in my portfolio as possible jumping off points and went from there.



3 Ideas

Simplify Travel

This idea is to completely create a company from scratch whose purpose is to assist people with airline troubles such as cancelled flights or lost baggage, especially in places they've never been before. The main deliverable is an app that would track the client's flight status and upon notification of a canceled or delayed flight, it would immediately start tracking bags and finding accommodations for the easiest experience possible when stuck in an airport. Branded booths would exist in the airport that have 'Stranded Supplies' packages for clients who have to stay overnight with essential toiletries as well as a change of clothes.

Made-Up Music

Music holds many important opportunities for design, especially the more overlooked genres. For this idea, I would be creating a modern classical musician and branding their persona. This would involve creating social media as well as a website and merchandise for the musician. I would also be creating a graphical system that would inform other creatives how to create art for them such as for future album covers or concert motion graphics. This would be for the launch of their album and I would design their album cover as well as a vinyl and merchandise specific to this launch, including clothing and posters.

Critiq

One of the hardest parts of the pandemic for me, specifically as an artist, was the lack of seeing and hearing other artists' works and comments. Critique is an app created specifically to fill this void. Artists would be able to create trusted communities or publicly post their work with the intention of asking for other artist's feedback and opinions in order to improve. Other design opportunities would be for pop-ups where artists could meet in-person and each critique each other as well as merchandise that would be sold at these pop-ups. Advertising and web-design are other possible opportunities as well.

Chosen Idea

Charley Willerton-McKee | GRDS 400 01 | Mary Ann Casem | Winter 2022

Project Brief - Simplify Travel

Idea

Form a travel company dedicated to assisting people with travel mishaps, from lost luggage to canceled flights. As a subscription service, for a monthly fee, customers are guaranteed a relaxing travel experience with the comfort of knowing we are looking out for them. The instant any flight is canceled or delayed the app and company begin to search for alternate routes and track baggage while directing the customer to our nearest location within the airport where they can sit and enjoy the club or if they have to stay overnight, they can be given a stranded supply kit and a key with directions to their accommodations.

Target Audience

People who travel frequently either for fun or for work, especially those who tend to have bad luck and get stuck in airports frequently.

Ages: 25-50
All genders, middle class

Goals

Project:
Create a user-friendly travel company to deal with the airlines and allow travelers to relax and know they're being taken care of. Develop eye-catching branding and easy-to-use app to maintain customers as well as designing promotional materials to grow.

Personal:
For my portfolio, I feel as if I am lacking a comprehensive branding project and I would like for this one to fill that void. I also feel as if it's important to share our interests in our portfolio and traveling is one of my favorite things to do, despite my poor luck with airlines.

Deliverables

Company Branding
- Logo System
- Packaging
- Airport Presence (booths/clubs)

App Design
- Interface
- Onboarding
- Icon

Advertising
- OOH Airport Posters
- Social Media

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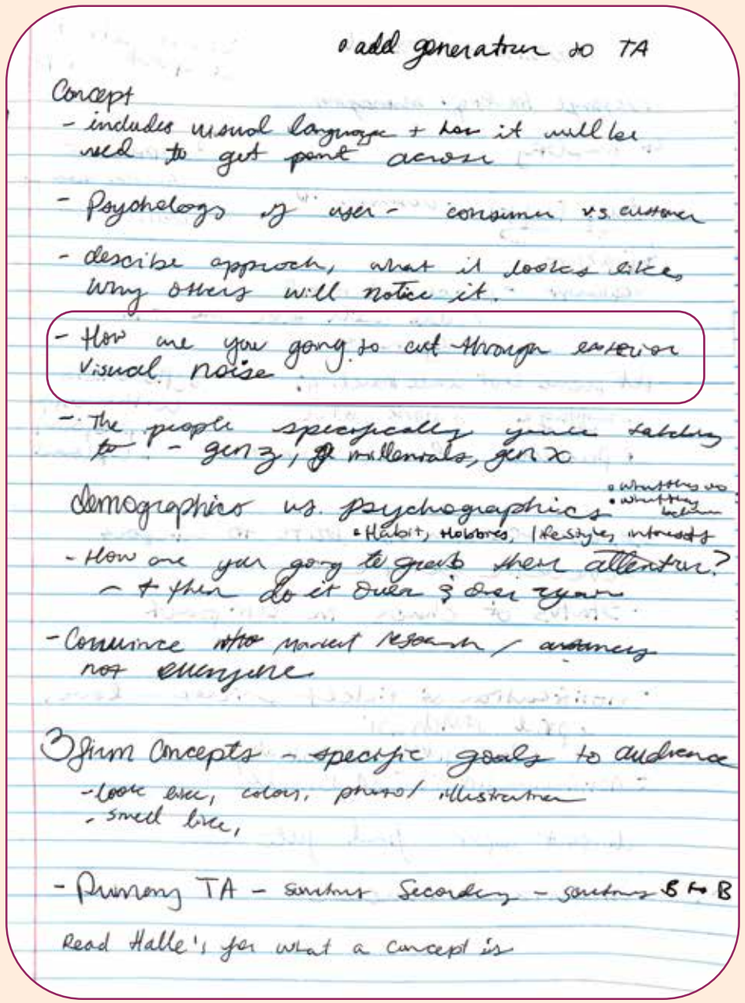
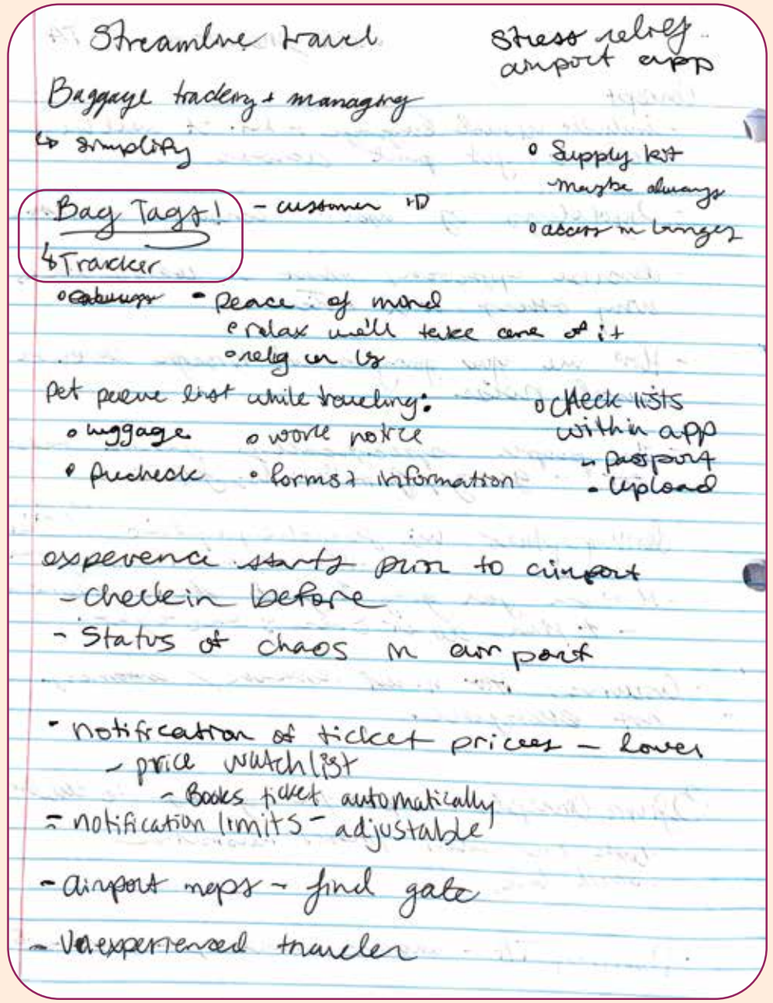
Brainstorming

Using TA to brainstorm concepts and tactics





Brainstorming functions

The reason I came up with this idea was because I had a lot of difficulty traveling due to restrictions and canceled flights from COVID exposure. My bags were lost for about two weeks and I decided one of the most important tasks Proxi will take care of, is having tracking bag tags as well as Proxies who will contact airlines and schedule deliveries for the user.

3 Concepts - Universal Language

Concept

As a global platform, using simple symbols and graphics as the visual language will boost the accessibility and reach of the company. The importance of reliable translations grow as the world becomes increasingly connected. Universal Travel will be ahead of the curve by having functions easily be recognizable, no matter the language.

Traveling can be stressful. The app's purpose is to be helpful and calming in times of need, so the art will be simplistic and clean. Typography will be handled in simple sans serifs to maintain legibility. Motion graphics will be brought in where it makes sense to further meaning. Pops of color and texture create moments joy and uniqueness for the brand.

Deliverables

- App
- Website
- Company Branding

3 Concepts - Joyrney

Concept

Too often we are going so fast that we forget the everyday moments. Finding the joy in the journey has been harder than ever, but with Joyrney, customers can relax, knowing they're being taken care of. No matter what situation the airport throws at you, we'll figure it out.

The concept centers around the beautiful different parts of the world one could travel to and bringing that into their experience traveling with us. Nature-inspired graphics and colors define the branding. Every journey begins at check-in with a complimentary interactive travel zine to pass the time, highlighting somewhere new.

Deliverables

- App
- Travel Zine
- Company Branding

3 Concepts - Streamline

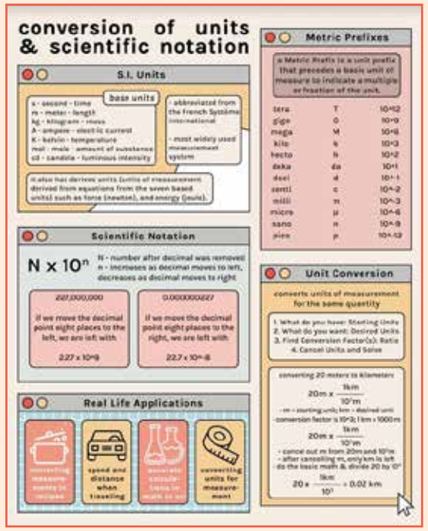
Concept

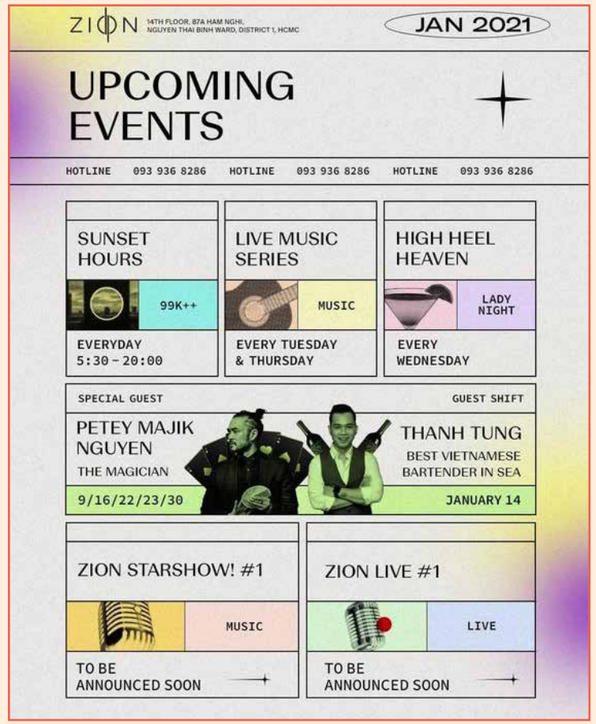
Travel can be daunting, especially to those with very little experience and tons of horror stories in their head. Streamline aims to simplify everything to encourage people to go out and explore the world. Through the app and website, every single monotonous and tedious task required pre-travel will become so simple, so streamlined.

Big type with optimistic colors and graphics will invigorate users and pump them up for what travel should be, an amazing and exciting opportunity. Lines and colors will simplify and separate elements on the page so each piece can be consumed and understood separately as well as a whole. Gradients of color will be used to guide the viewer through processes.

Deliverables

- App
- Supply Packages Branding
- Company Branding

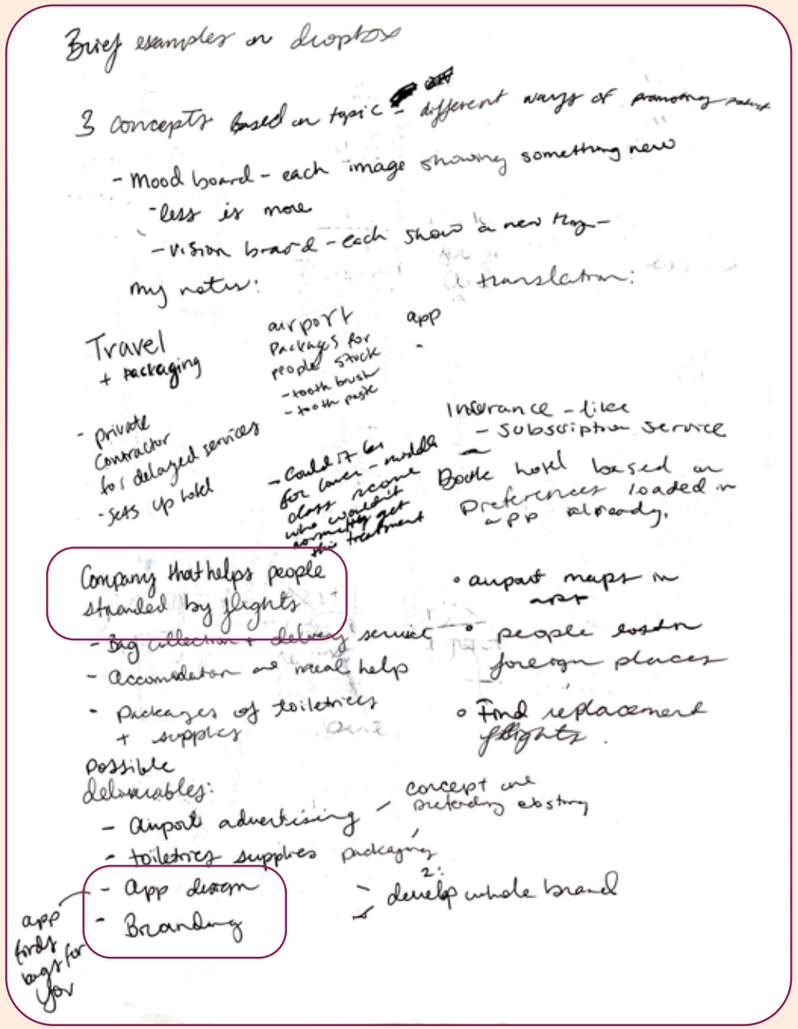


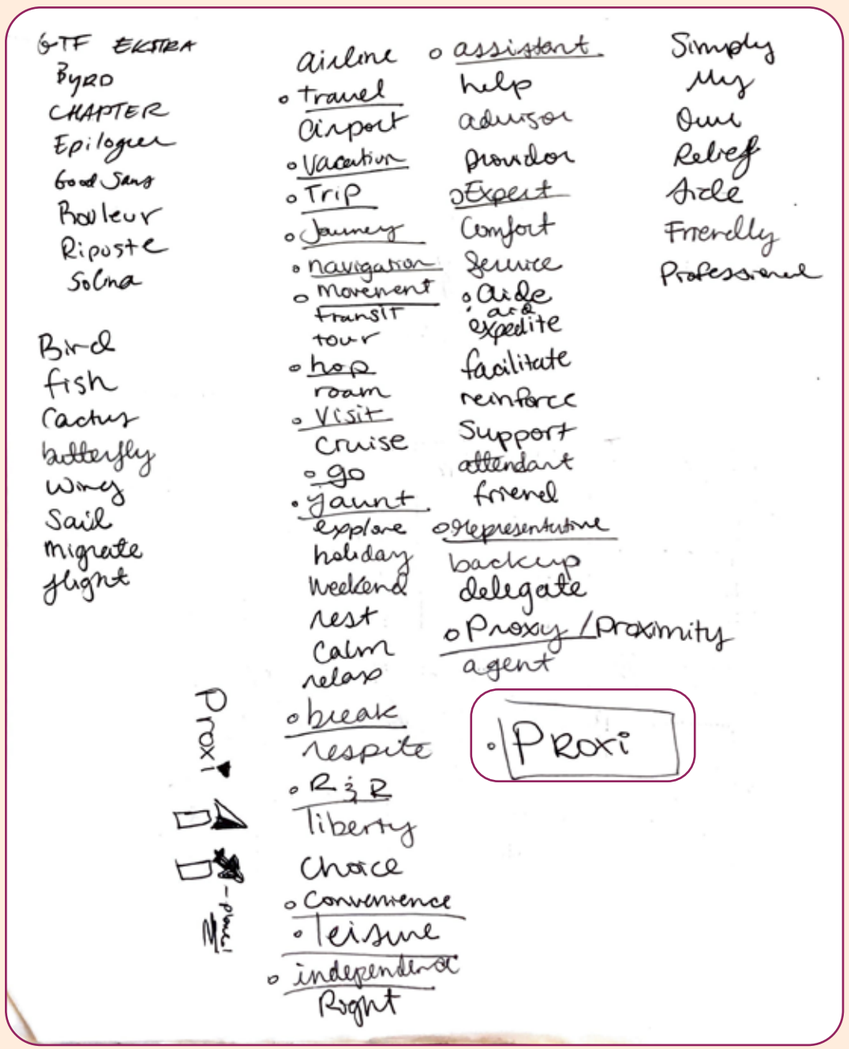


Brainstorming

Travel Idea Exploration

Having chosen to pursue the "Simply Travel" idea, I then went into looking at possible concepts and ideas behind the company.





Company Name Brainstorming

I wrote down words related to the company and its mission and listed from there before I decided to go with the name Proxi, taken from the word Proxy as the company is a proxy for its users.

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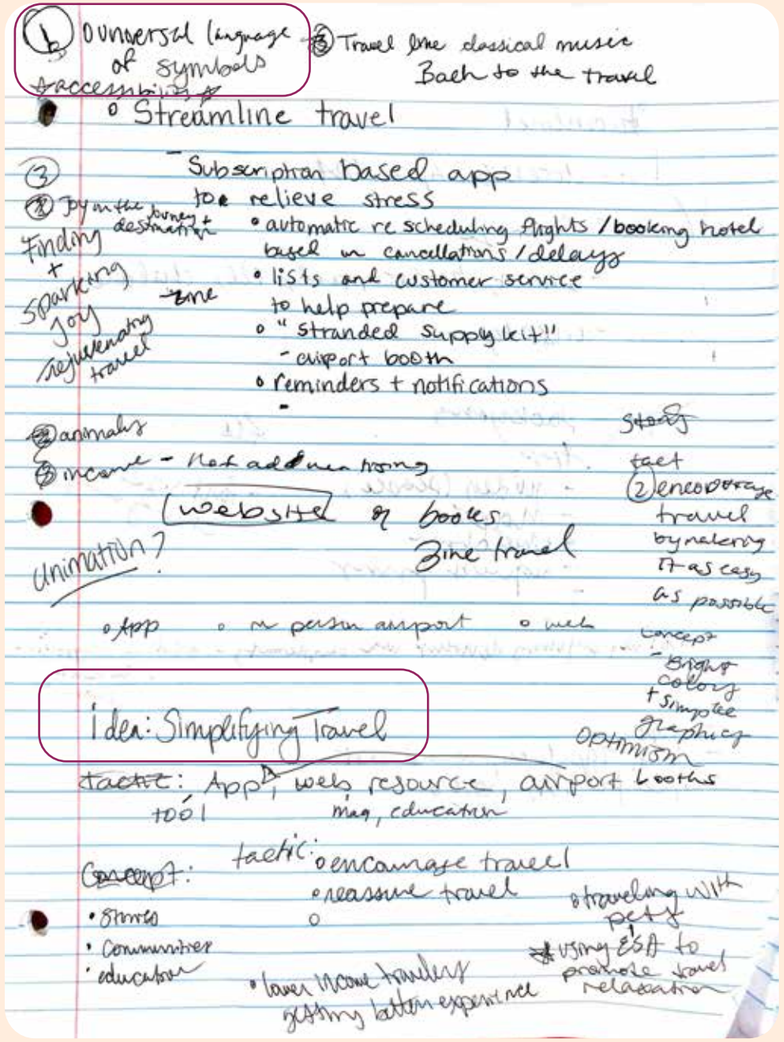
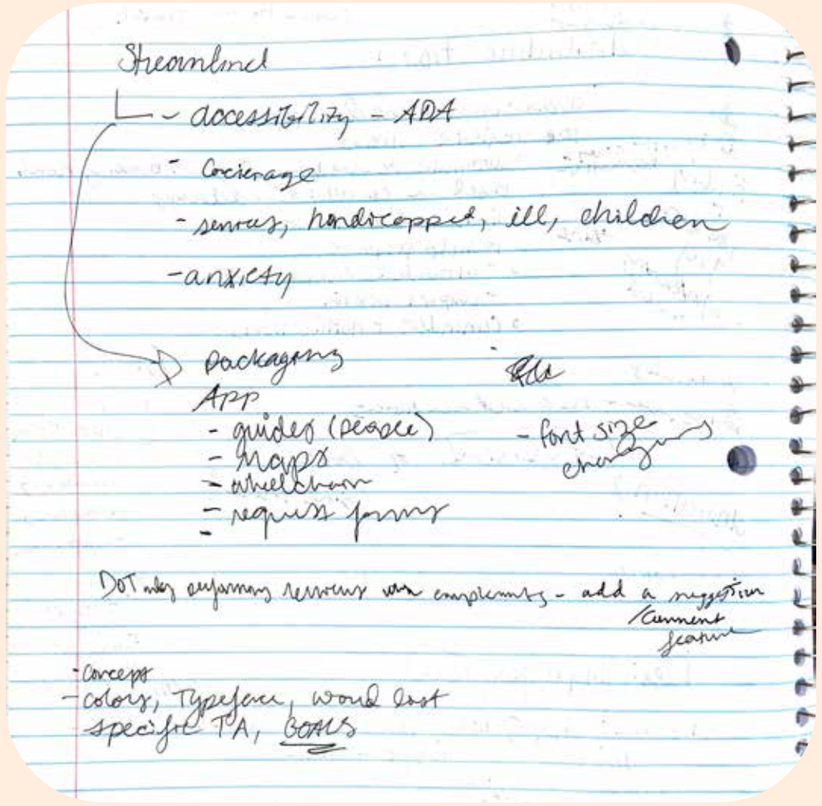
Brainstorming



Closing in on more developed concepts



Changing concept towards being an app for accessibility in travel

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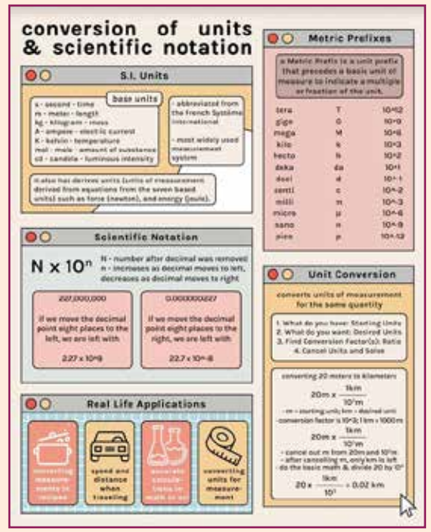
Revised Concept - Airport Accessibility

Concept

Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slighting difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

The U.S. Census Bureau has reported that senior citizens may represent one in five residents by 2030; it's important that we curate companies and design to their needs so they don't continue to be overlooked. Designed with accessibility in mind, colors used will be ran through filters to check for issues for colorblind or visually impaired users as well as having the option for anyone to edit the size of the type. Typography will be sans serif with good leading to ensure legibility. Colors need to have good contrast and be vibrant and exciting in spot color. Lines and grids will easily guide the user through all design elements.



Deliverables

- App - Tablet
- Website
- Company Branding (Uniforms, Packaging)
- Brochure, Magazine Ad, Direct mail, Doctor's Office, Easel back card, 9x12, pocket
- ad campaign

Target Audience

- Baby Boomers
- 55-70s
- users with disabilities and impairments that require assistance for traveling

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Visual Research - Vision Boards

Word Lists

Written Idea

Type Explorations

Target Audience(s)

+

Color Palette

Deliverables

Visual References

=

Deliverables

Charley Willerton-McKee | GRDS 400 01 | Mary Ann Casem | Winter 2022

Word List

friendly,
accessible,
easy to use,
comforting,
functional,
energetic,
approachable,
utilitarian,
reliable,
meticulous,
supportive,
essential.

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Type Studies - Display

Accessible Type:
- Needs contrast in weight and size
- Humanist style for letterform variation
- Extra letterspacing and tracking

Condensed

Korolev Heavy

MONO45 HEADLINE REGULAR

Simple Sans

Century Gothic Pro Bold

Epilogue Bold

Ubuntu Bold

Good Sans Black

Sans with character

Roc Grotesk Bold

Fort Extrabold

Gibson Bold

Maple Bold

Serif

Museo Slab 900

Fairplex Wide OT Black

Jubilat Bold

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Type Studies - Body Type

Accessible Type:
- Needs contrast in weight and size
- Humanist style for letterform variation
- Extra letterspacing and tracking

Forma DJR Micro

Utile Display

Titillium Web Regular

Karla Regular

Nunito Regular

Public Sans Regular

Ubuntu Regular

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Type Studies - Pairings

ANYBODY

Anybody Regular

EPILOGUE

Degular Regular

TRISPACE

Trispace Regular

TRISPACE

Degular Regular

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Type Studies - Re-Do Display

Finding a friendlier and warmer typeface after in-class critiques

Byrd - Proxi

Roc Grotesk - Proxi

Riposte - Proxi

Solina - Proxi

Fairplex Wide OT - Proxi

Forma DJR Display - Proxi

Forma DJR Micro - Proxi

Albra Text - Proxi

Dunbar Text - Proxi

Charley Willerton-McKee | GRDS 400 01 | Mary Ann Casem | Winter 2022

Type Studies - Re-Do Body

Forma DJR Micro Regular

Nunito Regular

Roc Grotesk Regular

Public Sans Regular

Charley Willerton-McKee | GRDS 400 01 | Mary Ann Casem | Winter 2022

Type Studies - Re-Do Body

Proxi

Forma DJR Display Bold

Forma DJR Micro

Forma DJR Micro Regular

Charley Willerton-McKee | GRDS 400 01 | Mary Ann Casem | Winter 2022

Color Studies - original concept colors

Color palette of final concept

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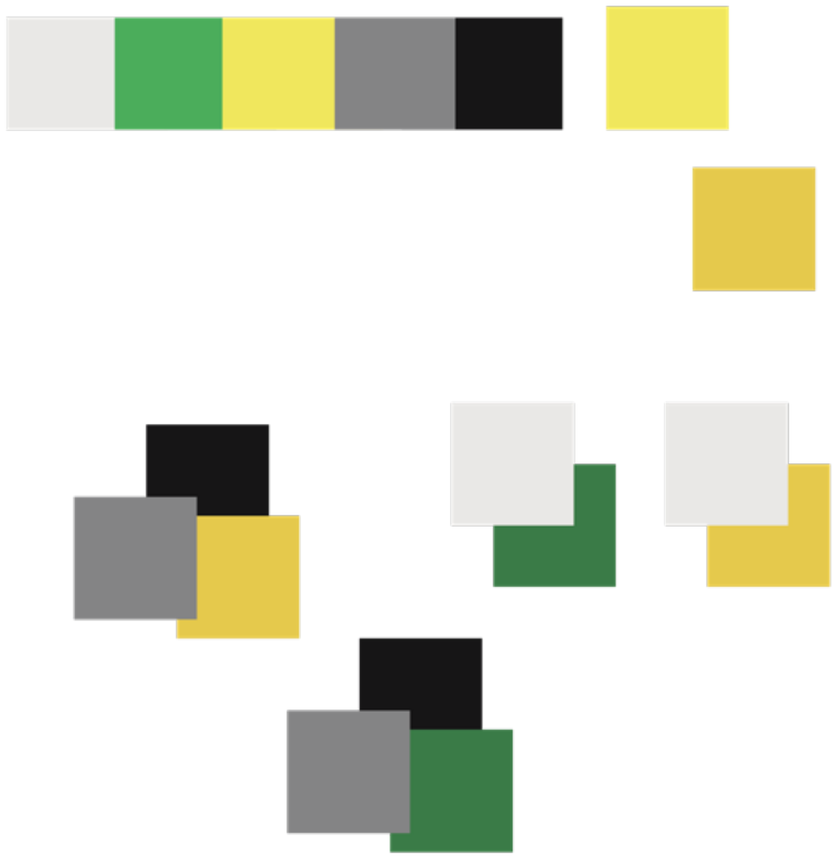
Color Studies - editing final concept colors



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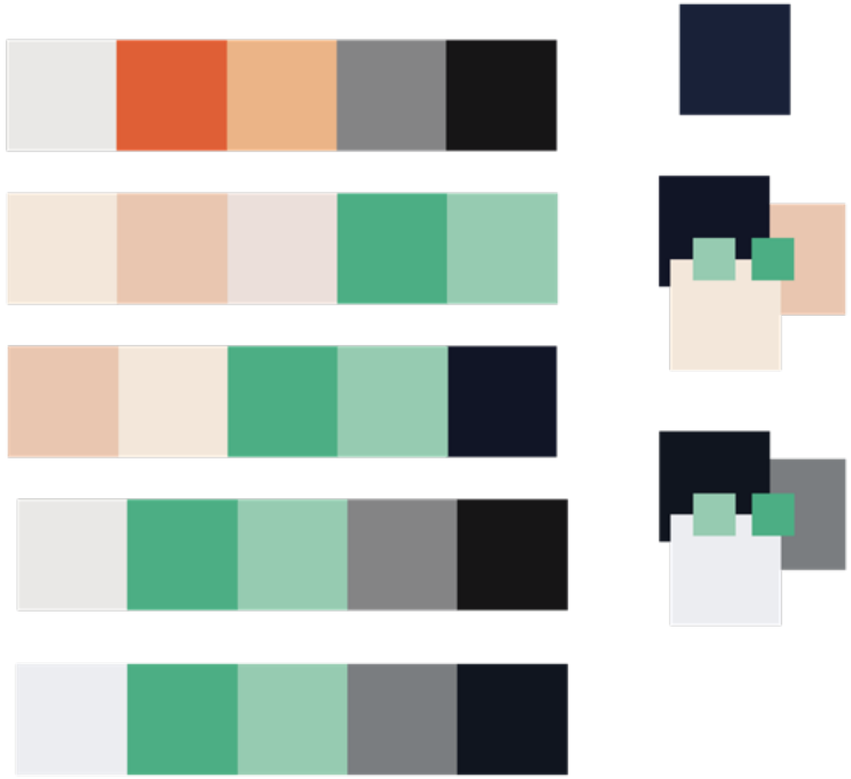
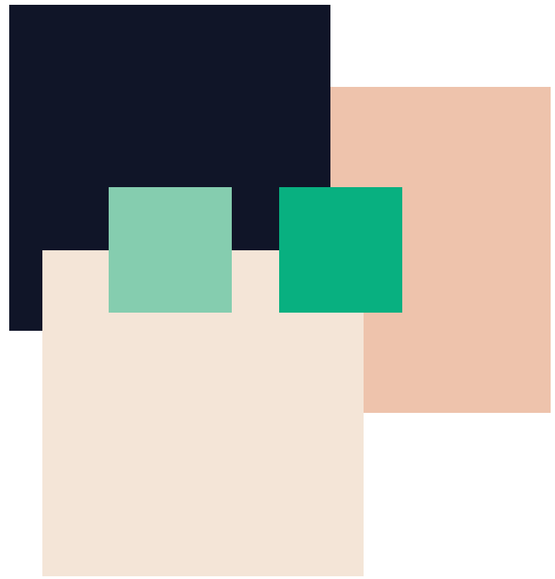
Color Studies - new color exploration

Re-doing colors

During critique, concerns were raised about the design style being too cold for the type of company. I decided to revise the colors and look for something that could be vibrant and exciting, while at the same time comfort and show maturity to our customer base.

Color Studies - further color exploration





New Color Palette

After a lot of exploration, I settled on this green and beige palette to represent calming earth tones as well as green being a vibrant yet reassuring color.

Color Studies - more color exploration

More Colors

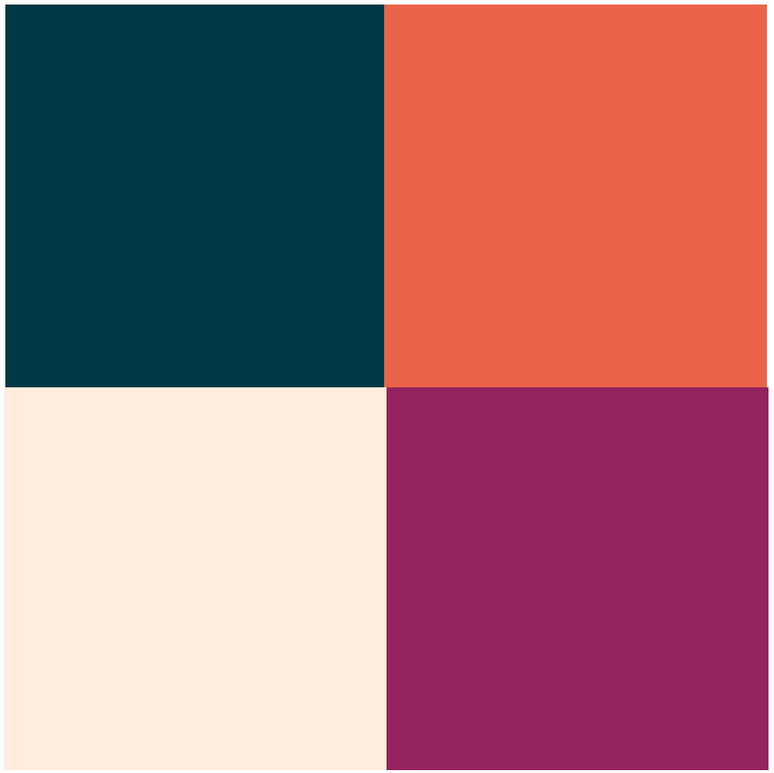
After another critique, it became clear that the colors may appear too young for an older audience that the company is targeted towards.

Color Studies - more color exploration

Narrowing down

I decided to go with warmer and richer colors to show maturity as well as keep those ideas of calmness and vibrancy.

Color Studies - Finally here



Final Color Palette

I ended up removing the yellow to narrow down to four total colors. The yellow was unnessecary and that mustard color has been known to be disliked by older adult men.

VISION BOARD

Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slightly difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

The U.S. Census Bureau has reported that senior citizens may represent one in five residents by 2030; it's important that we curate companies and design to their needs so they don't continue to be overlooked. Designed with accessibility in mind, colors used will be ran through filters to check for issues for colorblind or visually impaired users as well as having the option for anyone to edit the size of the type. Typography will be sans serif with good leading to ensure legibility. Colors need to have good contrast and be vibrant and exciting in spot color. Lines and grids will easily guide
the user through all design elements.

Typefaces

ANYBODY

Anybody - Subheads

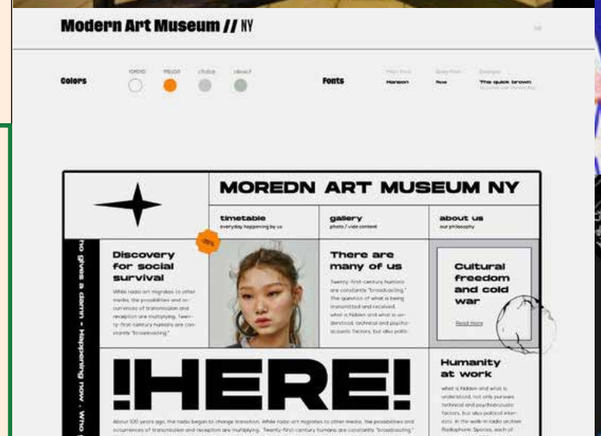
Karla - Body Type

Main Target Audience

- Baby Boomers, 55-70, also 70+
- Not used to traveling, they find it difficult and disconcerting
- Travels to visit family infrequently

Secondary

- Users with disabilities that make travel more difficult.
- Need extra assistance for tasks we may not think twice about.
- Vision and navigation problems



Word List

friendly, accessible, easy to use, comforting, functional, energetic, approachable, utilitarian, reliable, meticulous, supportive, essential.

Deliverables

- Tablet app
- Company branding
- Website
- Brochure & brochure holder design

Vision Board (2)

Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slightly difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

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Typefaces

Proxi

instant travel assistant

Forma DJR Banner Bold

Forma DJR Micro Light

Main Target Audience

- Baby Boomers, 55-70, also 70+
- Not used to traveling, they find it difficult and disconcerting
- Travels to visit family infrequently

Secondary

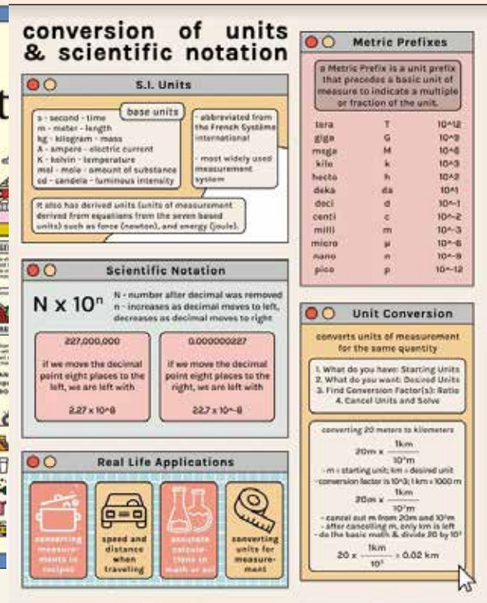
- Users with disabilities that make travel more difficult.
- Need extra assistance for tasks we may not think twice about.
- Vision and navigation problems

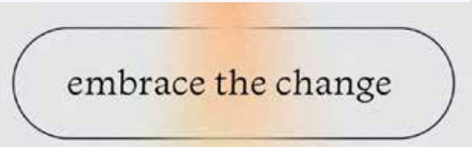
Word List

functional,
professional,
supportive,
reliable,
essential.

Deliverables

- Tablet app
- Website
- Brochure & brochure holder design

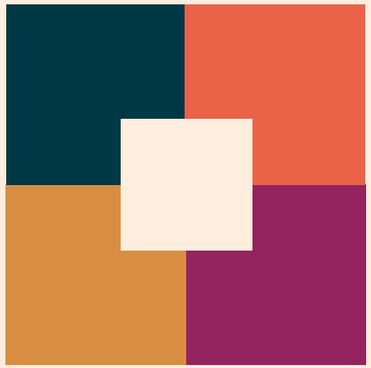




Vision Board (3)

Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slightly difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

The U.S. Census Bureau has reported that senior citizens may represent one in five residents by 2030; it's important that we curate companies and design to their needs so they don't continue to be overlooked. Designed with accessibility in mind, colors used will be ran through filters to check for issues for colorblind or visually impaired users as well as having the option for anyone to edit the size of the type. Typography will be sans serif with good leading to ensure legibility. Colors need to have good contrast and be vibrant and exciting in spot color. Lines and grids will easily guide the user through all design elements.



Typefaces

Proxi

instant travel assistant

Forma DJR Banner Bold

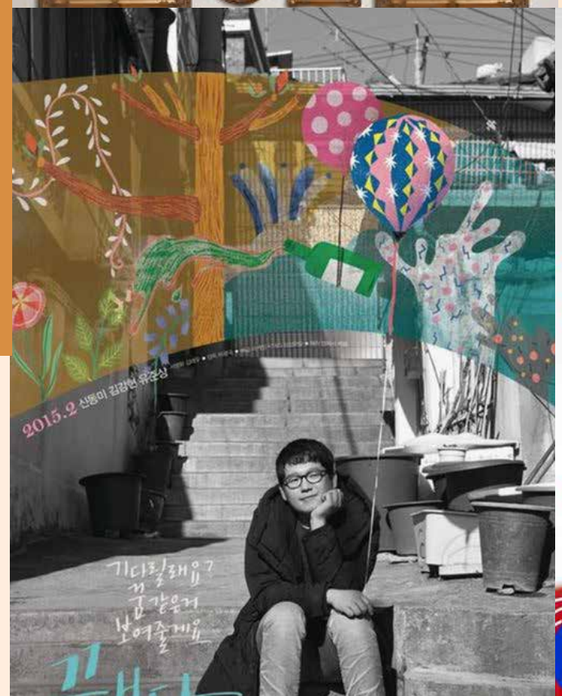
Forma DJR Micro Light

Main Target Audience

- Baby Boomers, 55-70, also 70+
- Not used to traveling, they find it difficult and disconcerting
- Travels to visit family infrequently

Secondary

- Users with disabilities that make travel more difficult.
- Need extra assistance for tasks we may not think twice about.
- Vision and navigation problems



Word List

functional,
professional,
supportive,
reliable,
essential.

Deliverables

- Tablet app
- Website
- Brochure & brochure holder design

Final Vision Board (4)

Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slightly difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

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Deliverables

- Tablet app
- Website
- Brochure & brochure holder design

Copy Exploration

Brochure Copy

Cover
- Company name: Proxi
- What it is: Simplifying travel, app, assistance, pocket travel agent, personal travel assistant

Description of benefits
- what it is and why they (TA) would want it
  - simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them
- personal message

Call to action
- one specific objective
  - new offerings - what they are and benefits
  - detailed with pictures and descriptions
  - what people should do next and how to get involved

Product explanation
- decription of facilities
- special services, events, promotions
- competitor differentiation

Pictures

1. organization, forms, check lists, packing lists, what to expect, on call help, organizing travel nurse/wheelchair etc. contacting in advance

2. travel delays, miscommunications, flight cancellations, hotels, wheelchair and baggage tracking, priority

3. tsa support, advocate, complaints, contacting in advance

1. Preparation
2. On Demand Assistance
3. Representation and Advocacy

quick check in
security
Bag help
inperson assistance and representative
travel mishaps - delays help / travel solutions
relieve stress

Copy Exploration

Brochure Copy

Travel should be fun and accessible for all, but has historically never been designed that way. We're advocating for change with actions. With your help, we can get our message out there, and people can see the need for a reexamination of current travel regulations. Policies need adaptability because we're all different, and it's especially important that everyone is accounted for when writing new legislature. The TSA needs updated training and screening procedures for all of us that don't fall so perfectly into their boxes. By allowing us to help represent you on your trips, we can get this message in front of everyone.

We all want to take the road less traveled, but most of the time it's too bumpy to be accessible to all of us. Our goal is to be silent in the background, taking care of all the tedious tasks that airport traveling traditionally requires. We promise to make your joining us as smooth as possible with minimal questions so as not to invade your privacy or waste your time, but still make sure that you recieve the best service.

If you'd like, you can check the status of any task quickly within the app, but our aspiration is to remove the need to be constantly worrying and checking in and instead enjoy the journey.

Accessbility is an important factor for us. We offer customization through text size and voice text. All of our in-person staff are CPR certified and trained to deal with basic medical needs or emergencies. You may reach out to us in the app at any point if you have any specific questions.

We personally create a travel plan for each of our members, catered to their specific needs. This can include but not limited to features such as:

- In-Person Assistance
- Advocates who make sure your medicines and other equipment stay safe and sterile.
- Airport Maps and Navigation
- Document and Form Preparation
- Lounge and Concierge Access
- Baggage Help
- Flight and Hotel Assistance
- Comprehensive Travel Prep

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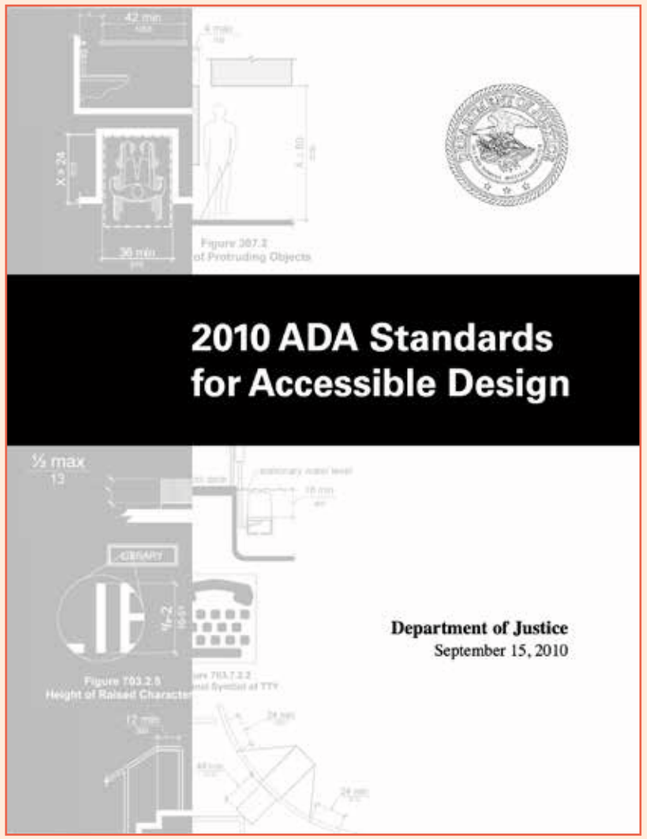
ADA and Accessibility Research



https://www.commarts.com/columns/when-the-ada-rules
https://segd.org/education
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https://www.faa.gov/about/office_org/headquarters_offices/acr/com_civ_support/disability_compliance
https://www.faa.gov/about/office_org/headquarters_offices/acr/com_civ_support

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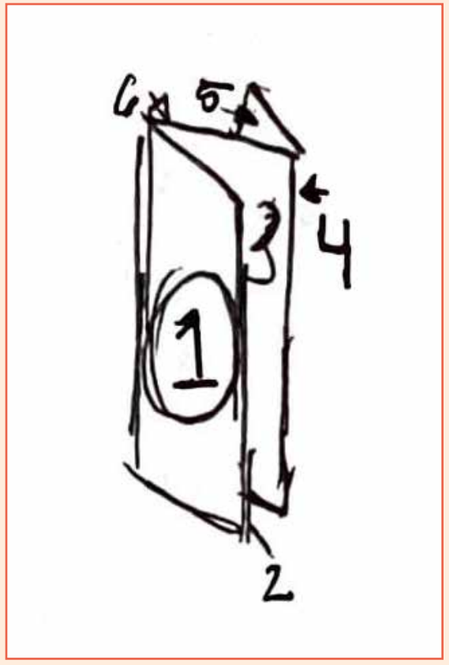
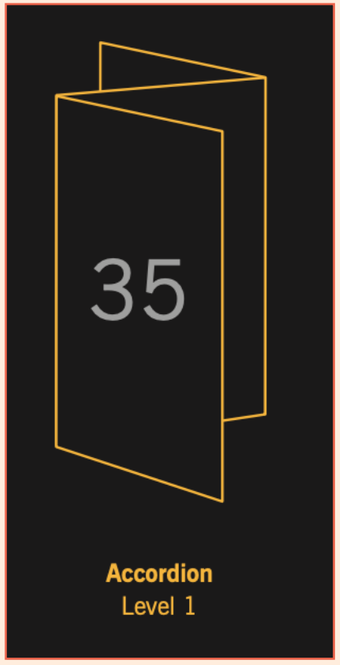
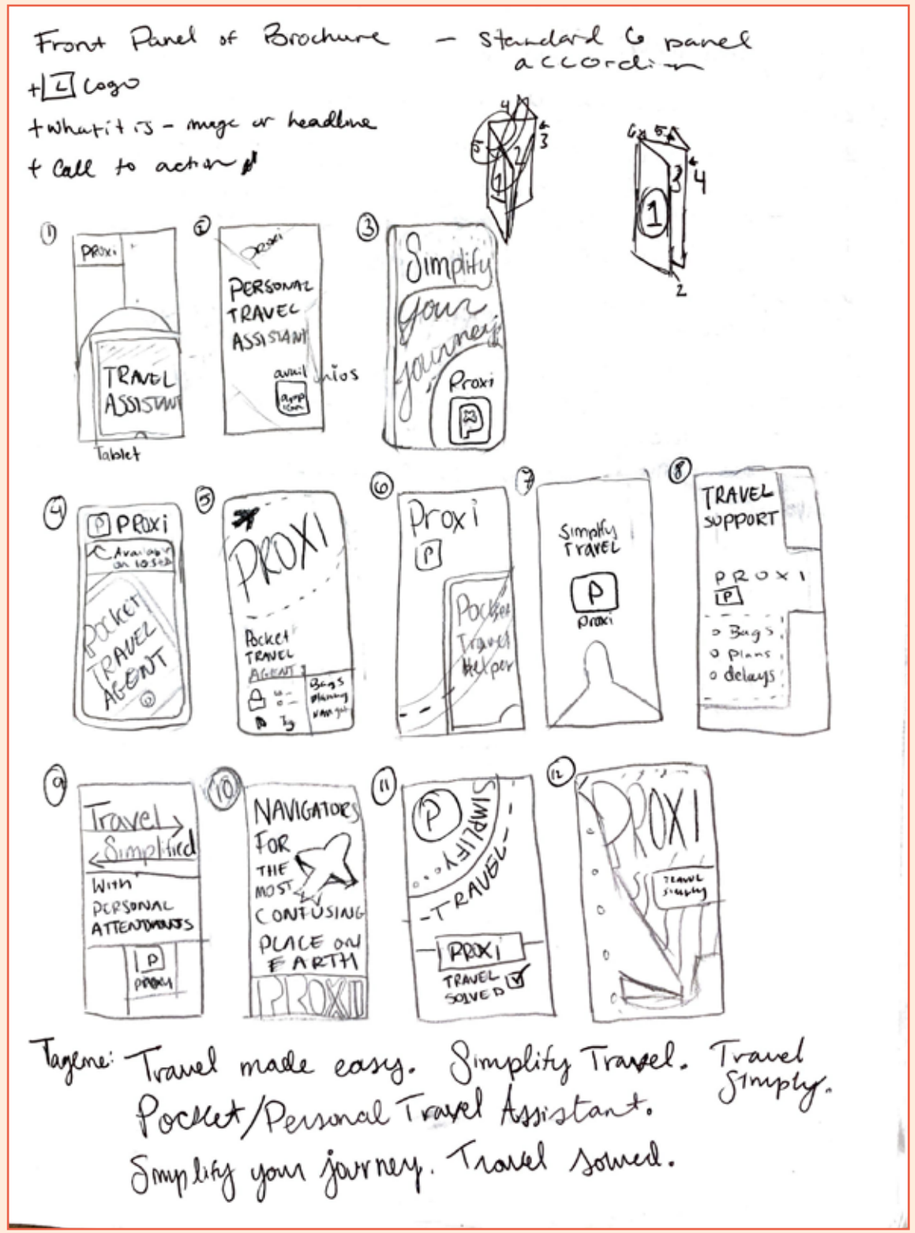
ADA and Accessibility Research

- Accessible Type
- Avoids imposter letters, letters that look like each other
- No mirroring letters (b and d)
- Easily distinguishable letters
- two story a
- Humanist typefaces are usually easier
- more letter spacing
- Big difference in cap and x-height
- Using a typeface that works within its context (ex. Comic Sans for kids)

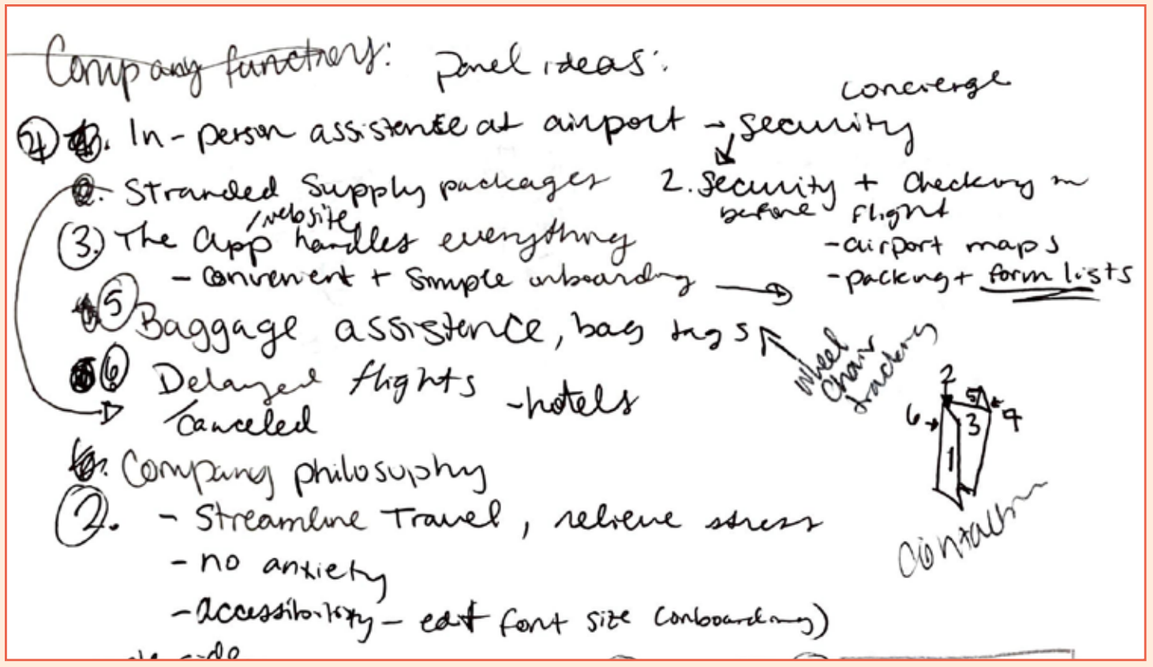
Brochure Thumbnails





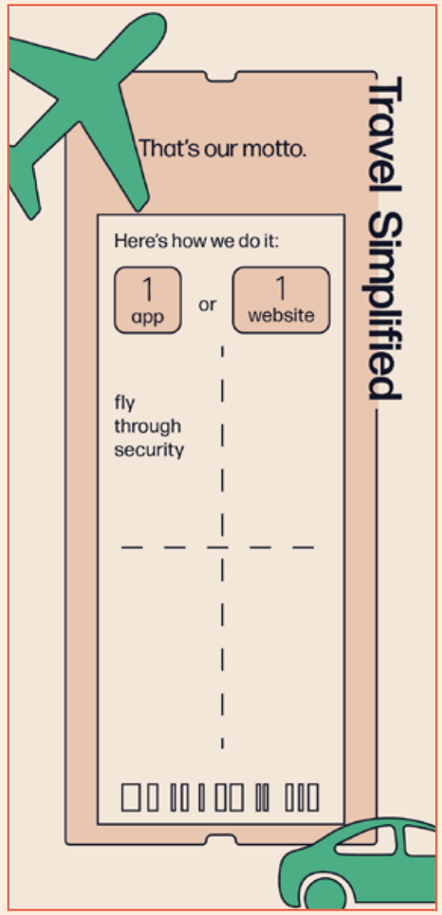


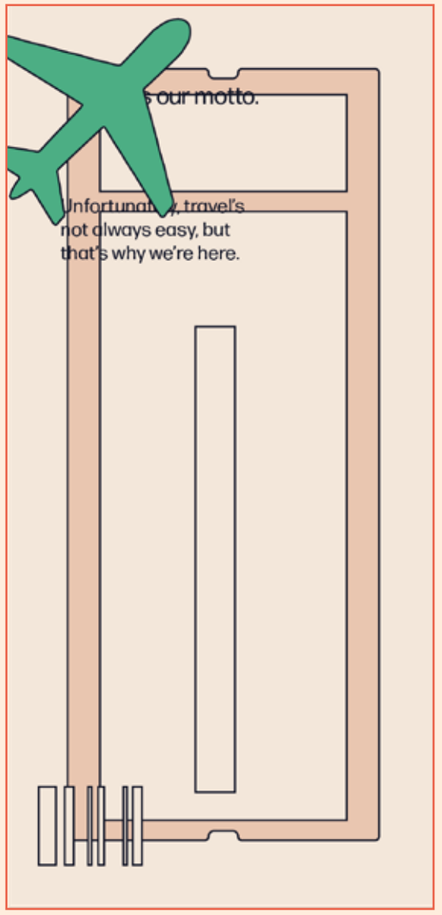
Brochure Thumbnails



Brochure Thumbnails

Brochure Roughs





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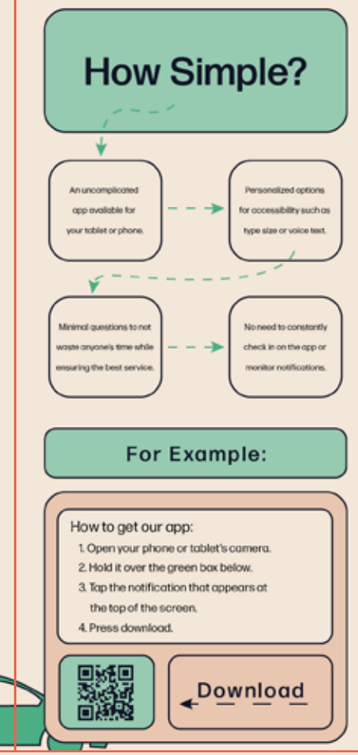
Brochure Roughs

representation

6

during trip

5



quick check in
security
Bag help
inperson assistance and representative
travel mishaps - delays help / travel solutions
relieve stress

prepared

1. organization, forms, check lists, packing lists, what to expect, on call help, organizing travel nurse/wheelchair etc. contacting in advance

2. travel delays, miscommunications, flight cancellations, hotels, wheelchair and baggage tracking, priority

3. tsa support, advocate, complaints, contacting in advance

4

Brochure Roughs

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Brochure Rough Mockup

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Brochure Rough

Sometimes the destination *is* better than the journey.

Our goal is to improve the journey.

We personally create a travel plan for each of our members, catered to their specific needs. This can include but not limited to features such as:

- In-Person Assistance
- Advocates who make sure your medicines and other equipment stay safe and sterile.
- Airport Maps and Navigation
- Document and Form Preparation
- Lounge and Concierge Access
- Baggage Help
- Flight and Hotel Assistance
- Comprehensive Travel Prep

Travel starts before you even leave home. Lucky for you, we're master organizers.

- ☑ Check Lists
- ☑ Documents
- ☑ Packing Lists
- ☑ Forms
- ☑ Wheelchair Assistance Requests

Everything laid out and ready for you.

That's our pitch.

Alright, I'm sold. What do I need to do?

Proxi is a membership service that you can access on our app available for your tablet or phone.

Why an app?

An app allows for on-demand access to our services, no matter where your travels take you.

Follow the instructions below.

How to get Proxi app:
1. Open your device's camera.
2. Hold it over the purple box left.
3. Tap the notification that appears at the top of the screen.
4. Press download.

Proxi
Available on iOS and Google Play

Travel Simplified

We believe in showing care through actions.

Travel should be fun and accessible for all, but has historically never been designed that way. We're advocating for change with actions. With your help, we can get our message out there, and people can see the need for a reexamination of current travel regulations. Policies need adaptability because we're all different, and it's especially important that everyone is accounted for when writing new legislature. The TSA needs updated training and screening procedures for all of us that don't fall so perfectly into their boxes.

By allowing us to help represent you on your trips, we can get this message in front of everyone.

Our promise is to make everything simpler.

Our goal is to be silent in the background, taking care of all the tedious tasks that airport traveling traditionally requires. We promise to make your joining us as smooth as possible with minimal questions so as not to invade your privacy or waste your time, but still ensure you recieve the best service. With all tasks handled in the background, feel free to relax in any lounge with our membership.

If you'd like, you can check the status of any task quickly within the app, but our aspiration is to remove the need to be constantly worrying and checking in and instead enjoy the journey.

Accessbility is an important factor for us. We offer customization through text size and voice text. All of our in-person staff are CPR certified and trained to deal with basic medical needs or emergencies. You may reach out to us in the app at any point if you have any specific questions.

We've got your back.

So sit back, relax, and enjoy the ride.

How?

A Three-Part Strategy to relieve travel stress.

1. **Preparedness**
   One on one assistance to determine your travel needs.
2. **Trip Assistance**
   Personalized attention during your trip, on demand.
3. **Advocacy**
   In-person representative to support and advocate.

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Brochure Rough Mockup

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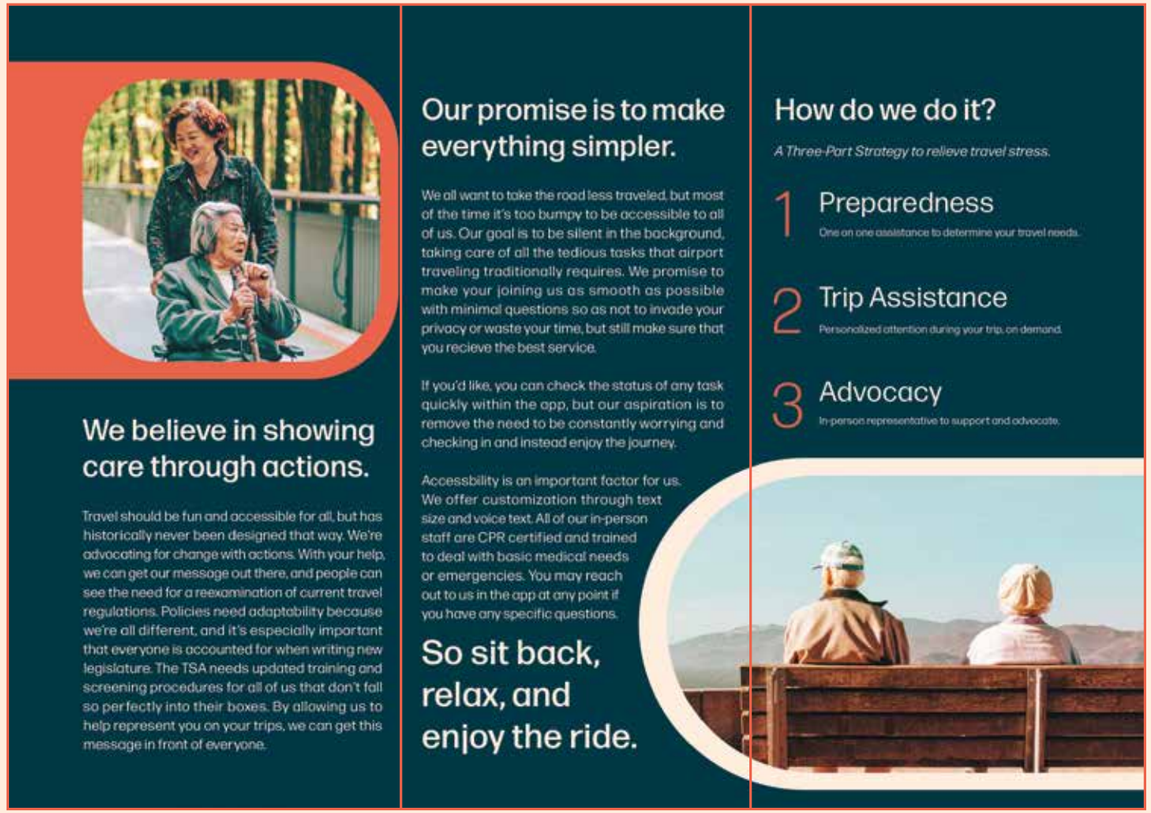
Final Brochure Design



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Final Brochure Design Mockup

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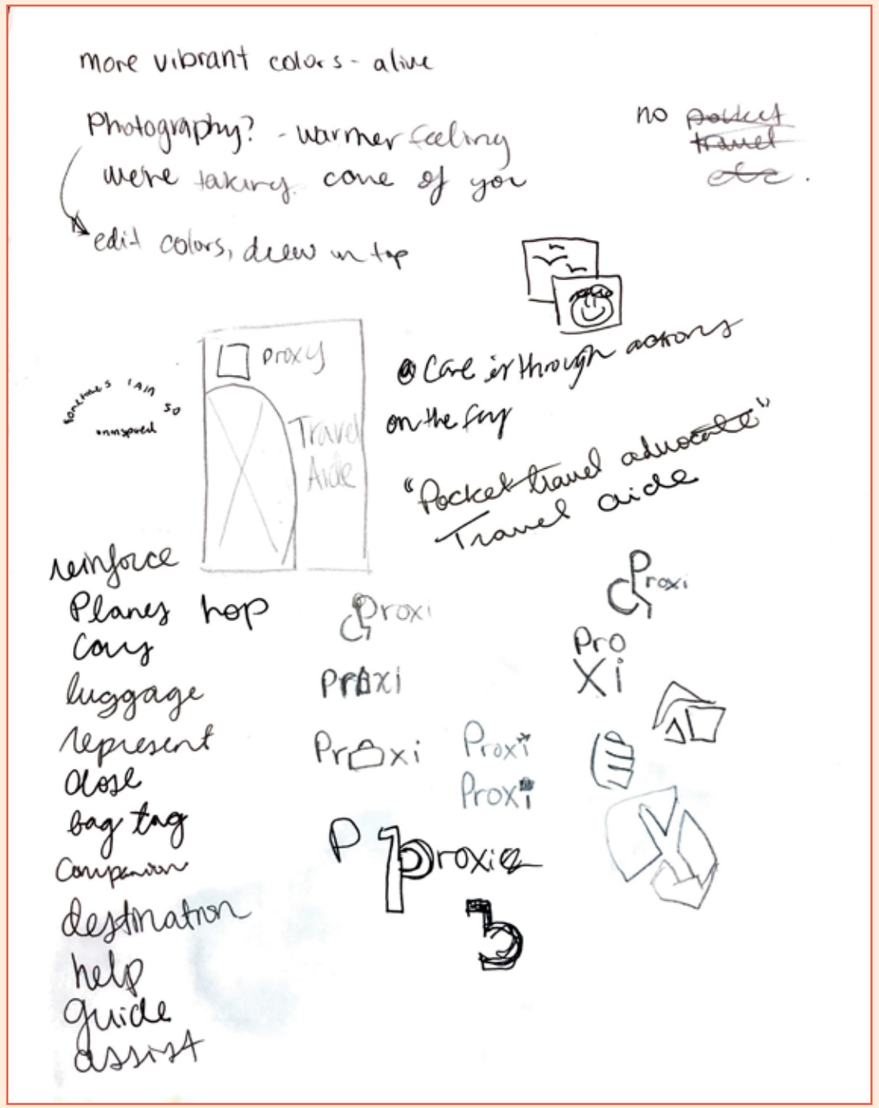
Logo Thumbnails



Logo Roughs

Proxi

proxi

planes

cars

luggage

represent

close

bag tag

companion

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Final Logo and App Icon

proxi

Proxi

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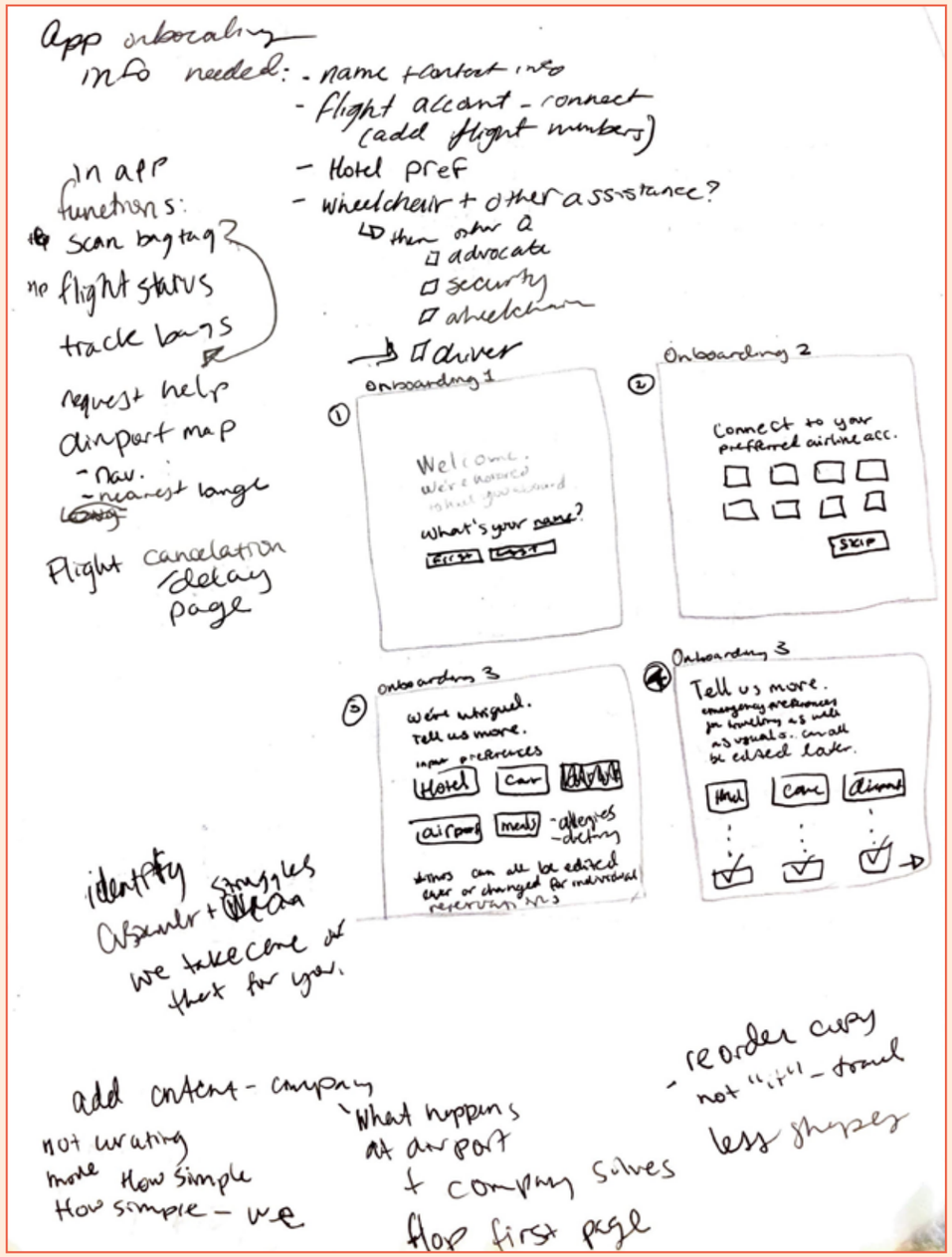
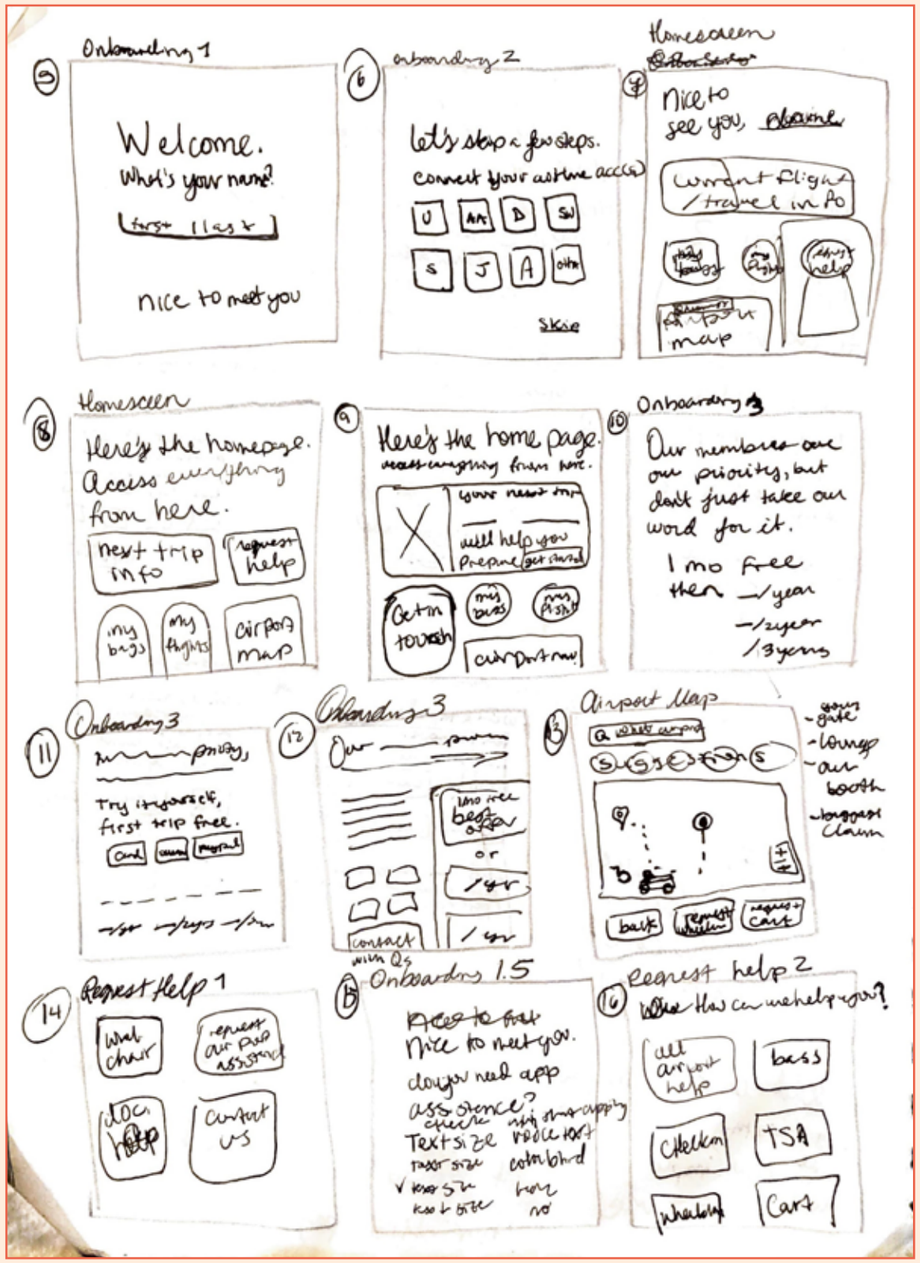
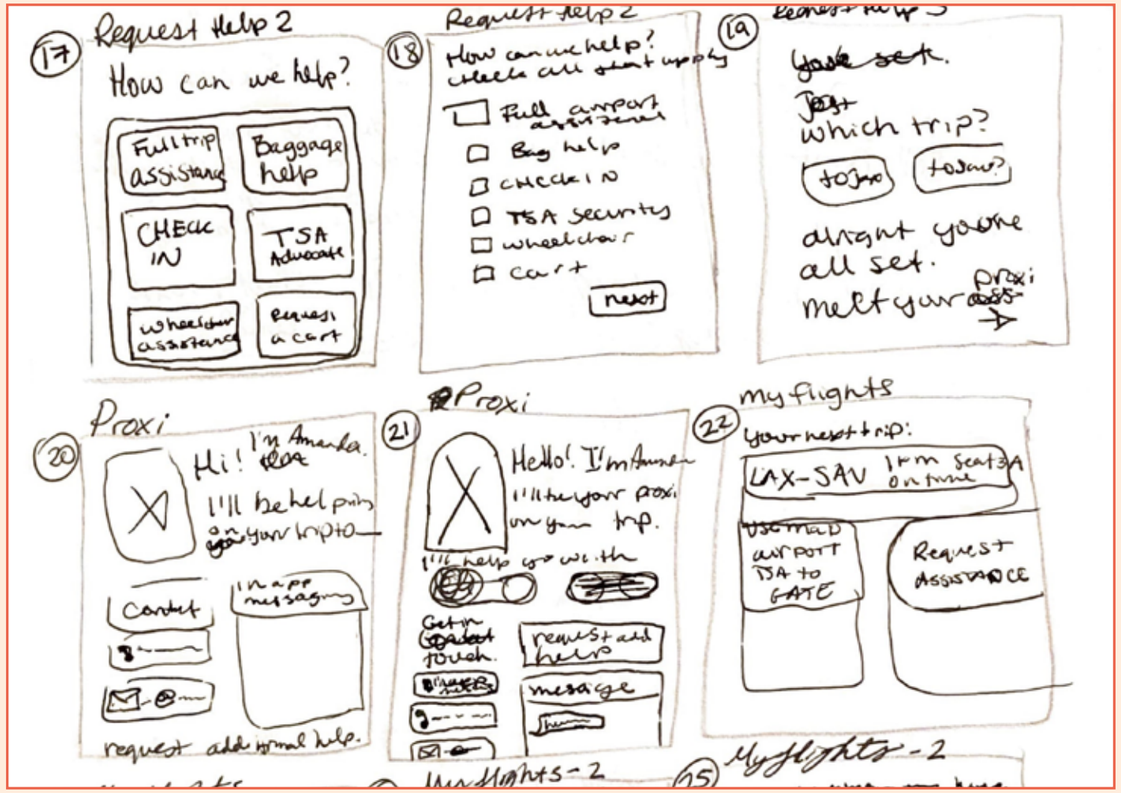
App Thumbnails





App Thumbnails



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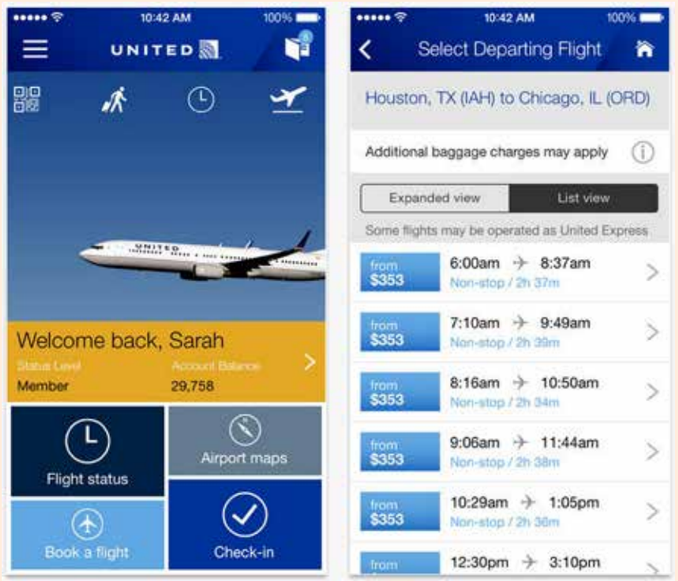
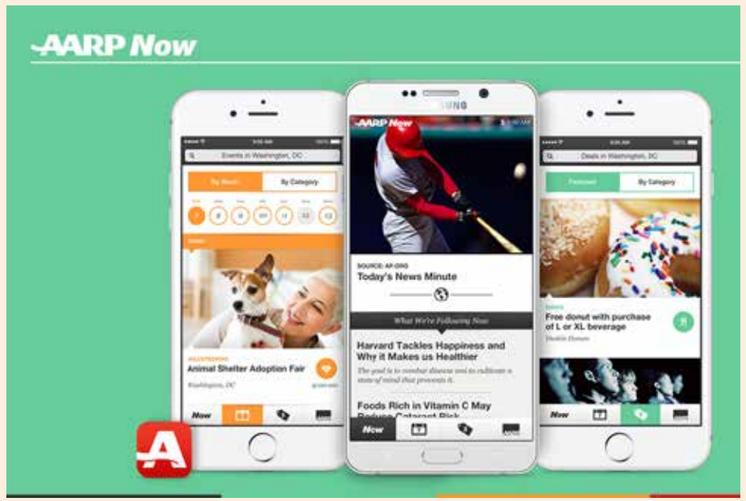
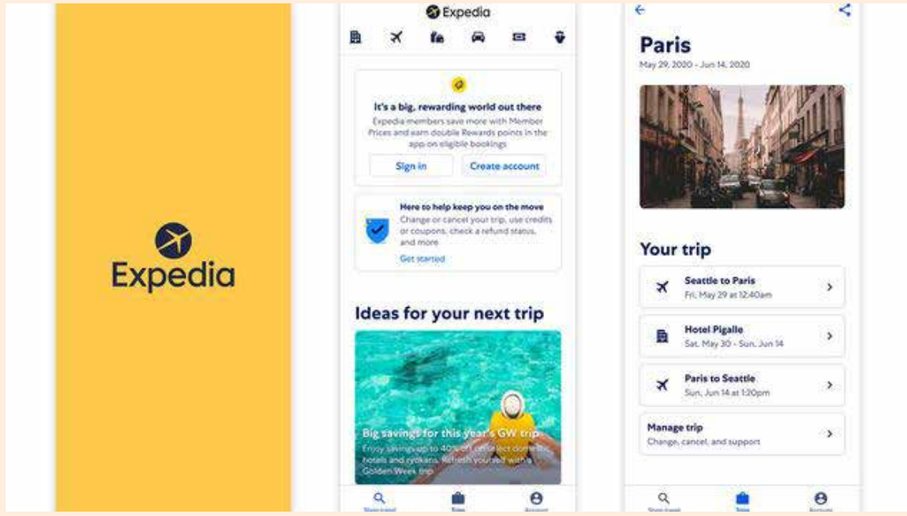
Other Apps


10:42 AM
100%
UNITED
Welcome back, Sarah
Status Level
Member
Account Balance
29,758
Flight status
Airport maps
Book a flight
Check-in
Select Departing Flight
Houston, TX (IAH) to Chicago, IL (ORD)
Additional baggage charges may apply
Expanded view
List view
Some flights may be operated as United Express
from $353 6:00am → 8:37am Non-stop / 2h 37m
from $353 7:10am → 9:49am Non-stop / 2h 39m
from $353 8:16am → 10:50am Non-stop / 2h 34m
from $353 9:06am → 11:44am Non-stop / 2h 38m
from $353 10:29am → 1:05pm Non-stop / 2h 36m
from 12:30pm → 3:10pm


AARP Now
Today's News Minute
Harvard Tackles Happiness and Why it Makes us Healthier
Foods Rich in Vitamin C May
Animal Shelter Adoption Fair
Free donut with purchase of L or XL beverage


Expedia
Expedia
It's a big, rewarding world out there
Expedia members save more with Member Prices and earn double Rewards points in the app on eligible bookings
Sign in
Create account
Here to help keep you on the move
Change or cancel your trip, use credits or coupons, check a refund status, and more
Get started
Ideas for your next trip
Paris
May 29, 2020 - Jun 14, 2020
Your trip
Seattle to Paris
Fri, May 29 at 12:40am
Hotel Pigalle
Sat, May 30 - Sun, Jun 14
Paris to Seattle
Sun, Jun 14 at 1:20pm
Manage trip
Change, cancel, and support

App Planning

Welcome.
what's your name?

connect to your airline account

tell us more about you

hotel preferences

wheelchair assistance
advocate
security
driver
bags

get started with membership

thanks

Home functions

menu - not hamburger
My Flights
My Bags
Request Help

airport map - nav
nearest lounge?

airport map

suggested places

current location

lounge, our locaiton,
your gate, baggage claim

track my bags
where are my bags

scan bag tag

schedule home delivery

normal flight status page

show what looks like if delayed?

best route to get here

request assistance

meals on flight

wheelchair on plane

request help page

meet your assistant

image of person, hi I'm __

what we're doing. request
stop for food

contact them

request help page

request wheelchair/cart assistanc

request a tsa advocate
request an airport assistant
- choose if u want just tsa/
check in/bags or all

travel prep

contact us

let's prepare for your trip to:

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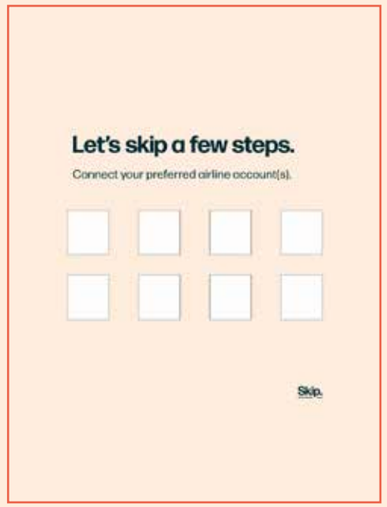
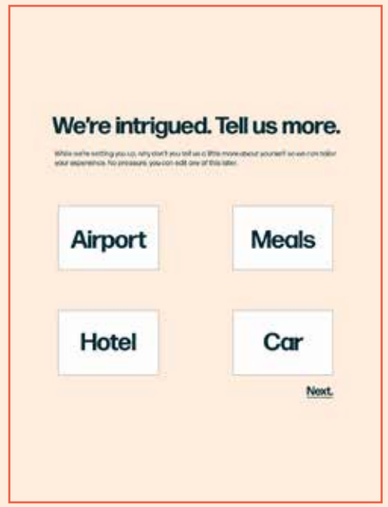
App Wireframes

Onboarding





Subscription

Home

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App Wireframes

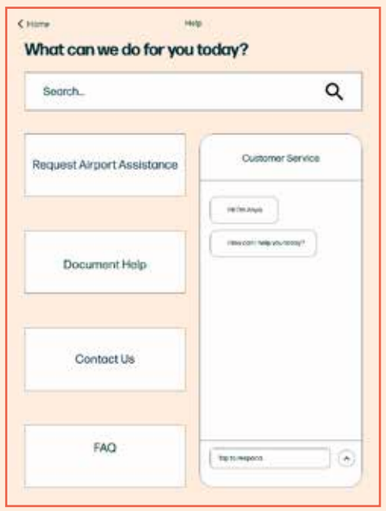
Airport Map

My Bags

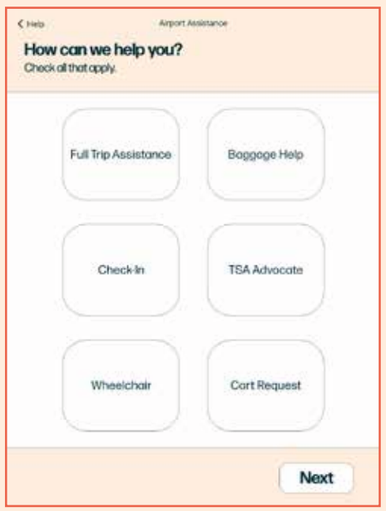
Travel Prep

My Flights

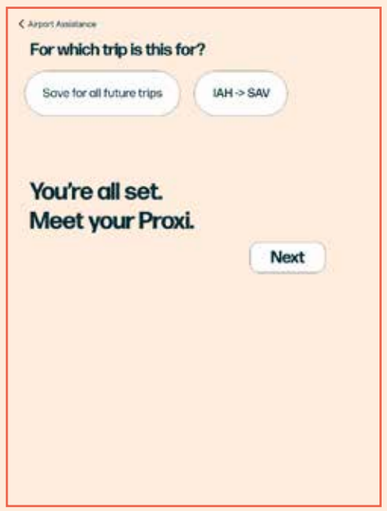
Help



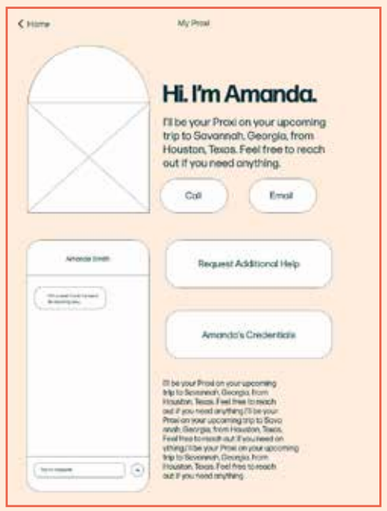
Airport Assistance



Airport Assistance



My Proxi



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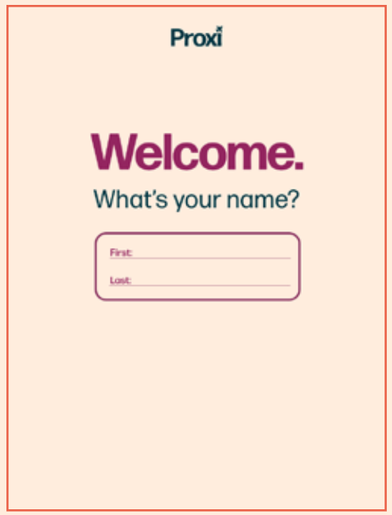
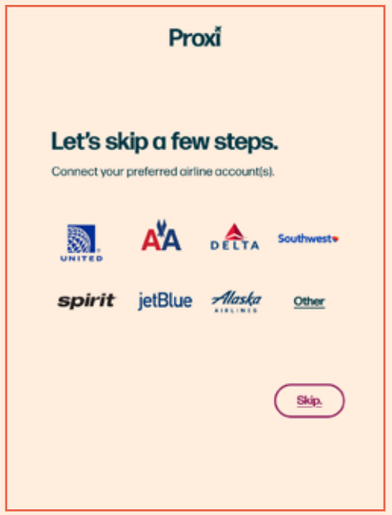
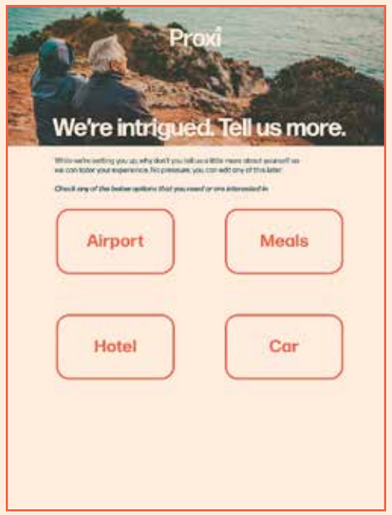
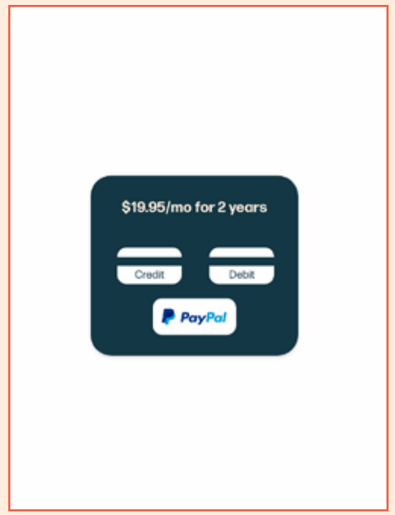
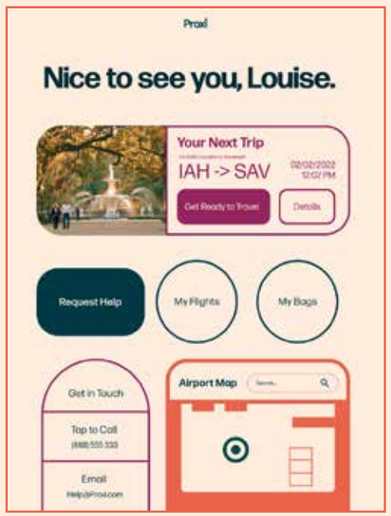
App Roughs

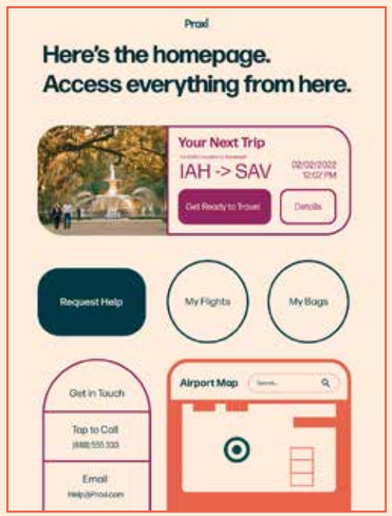












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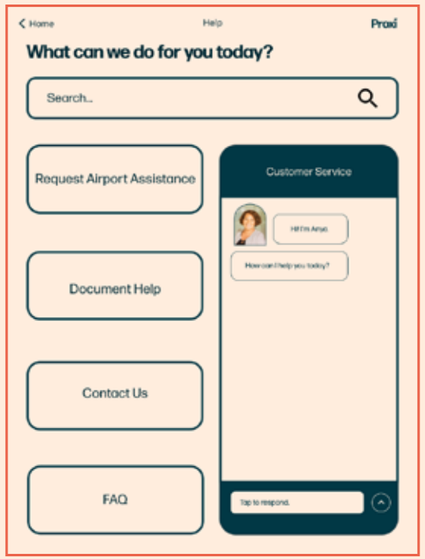
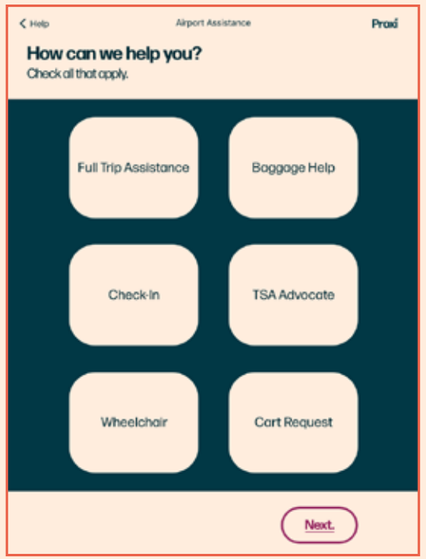
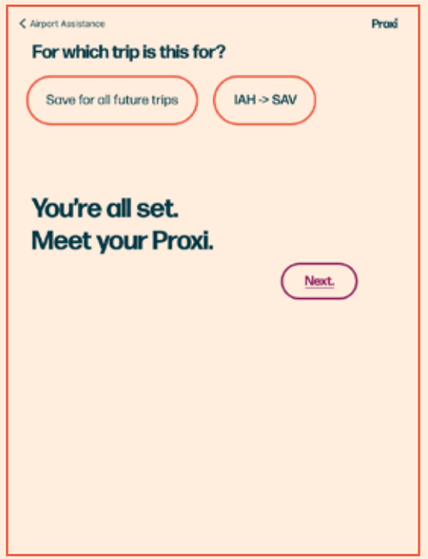
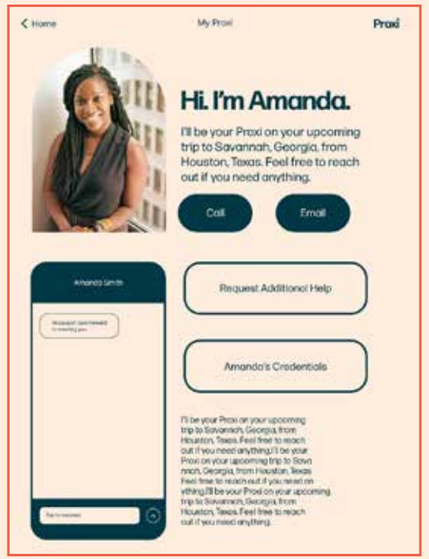
App Roughs









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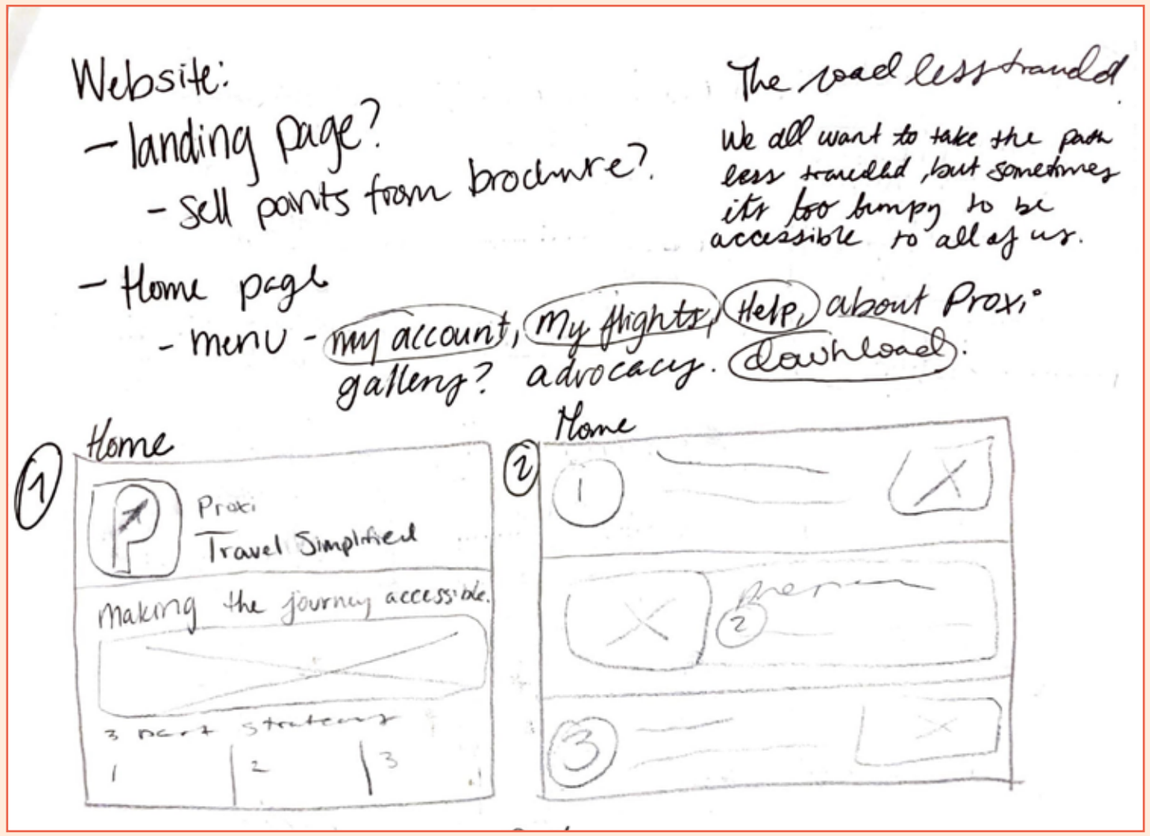
Website Thumbnails



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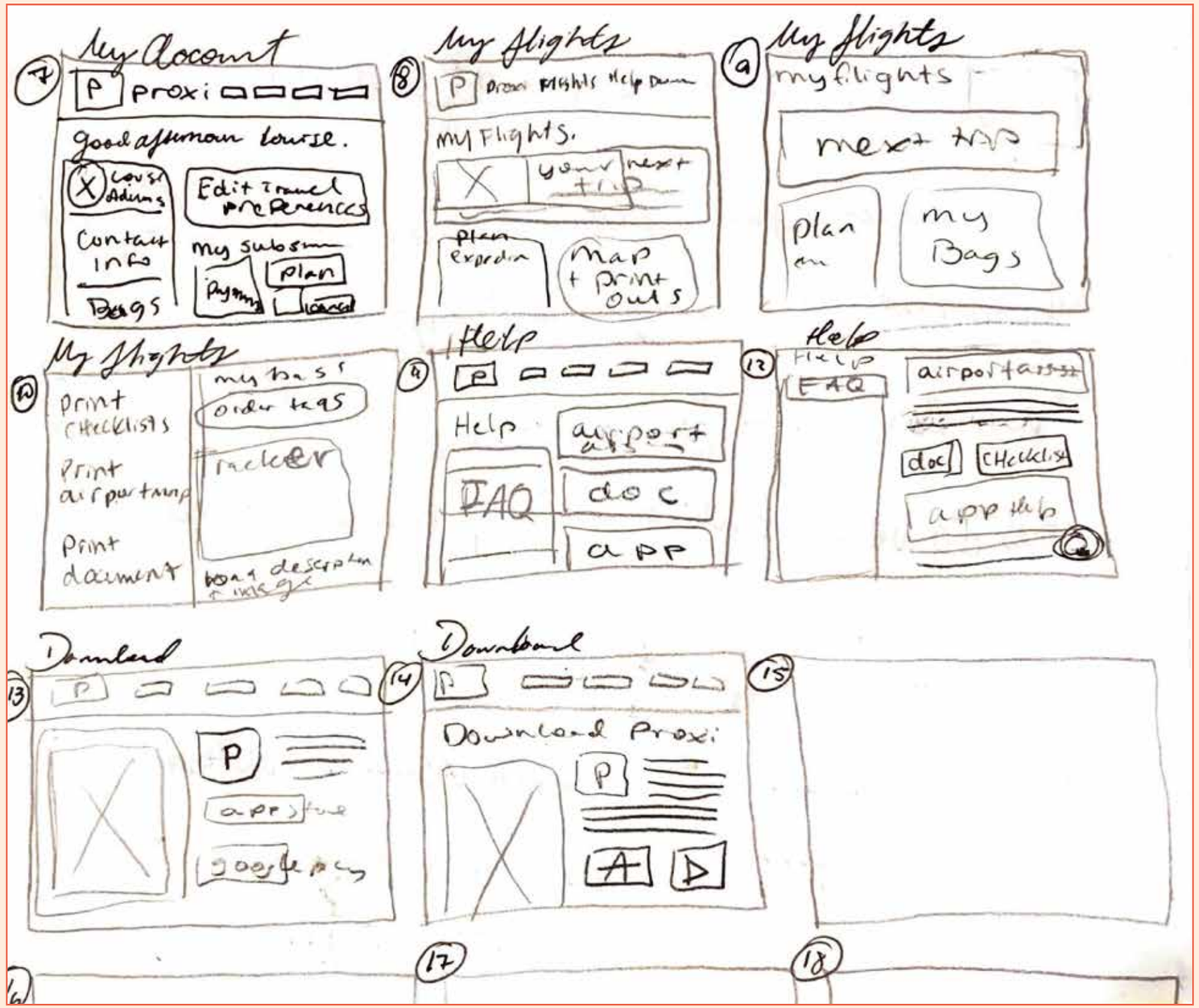

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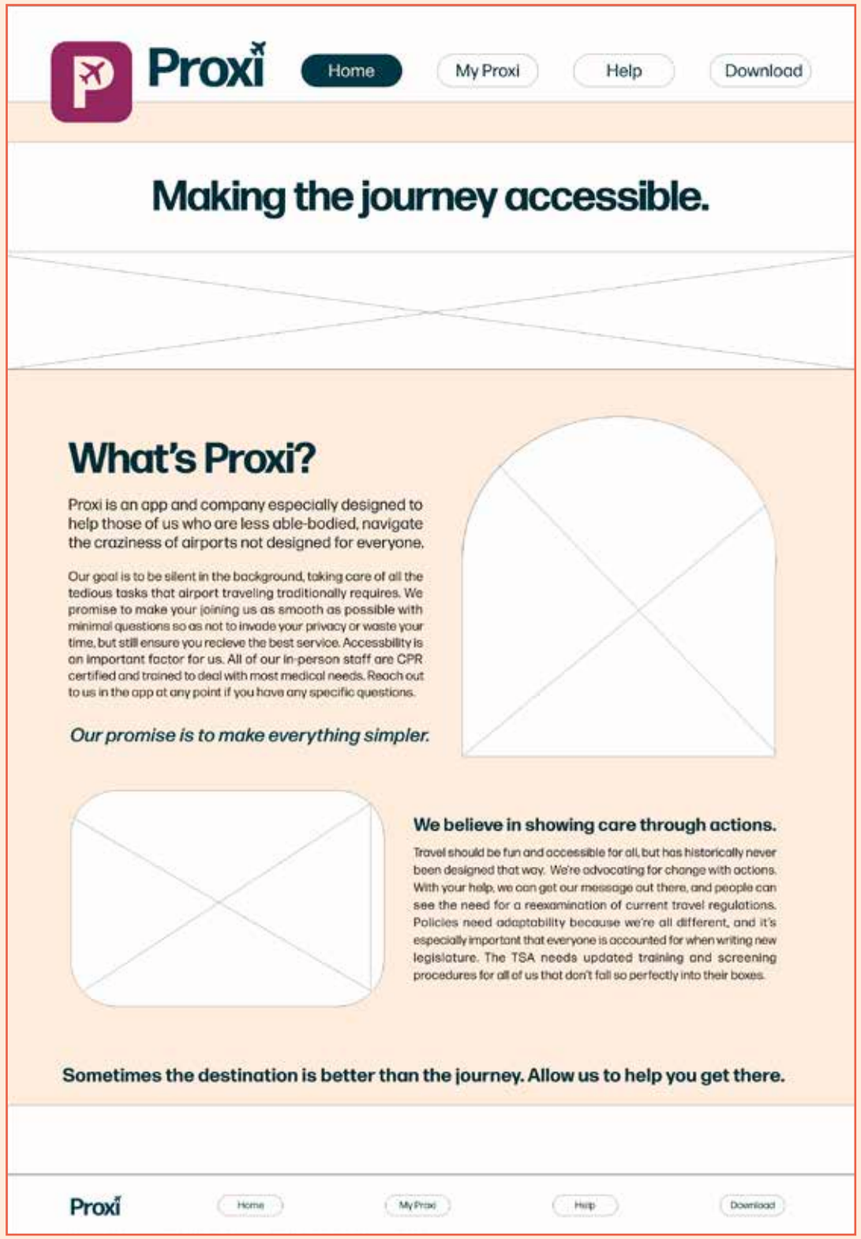
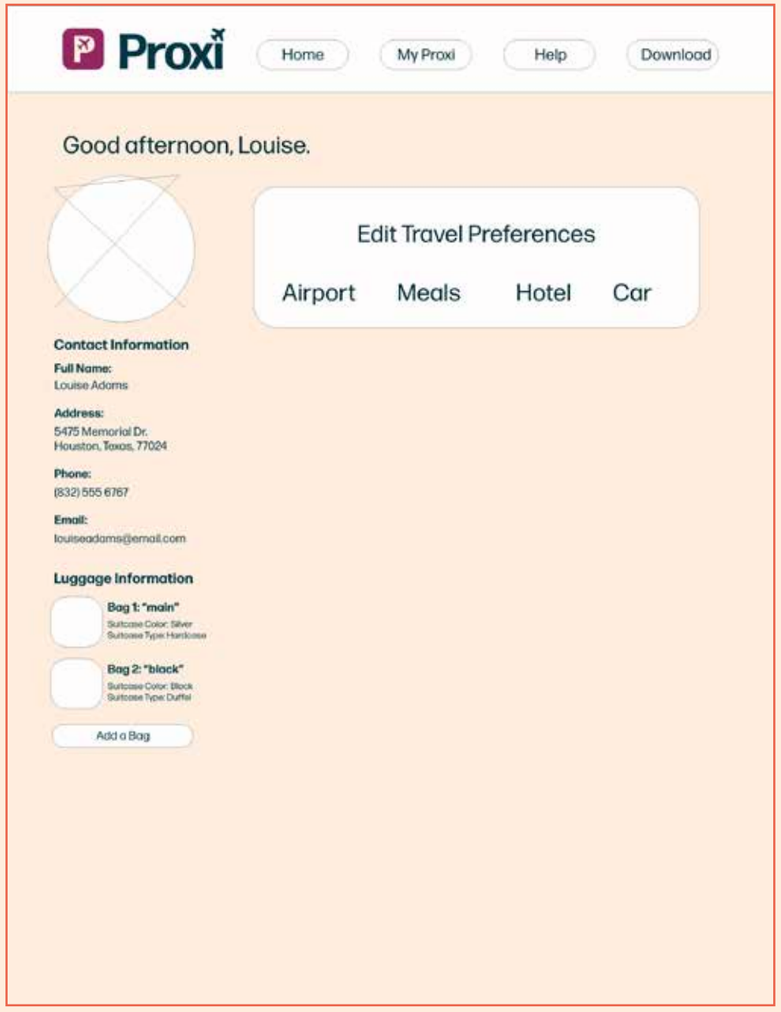
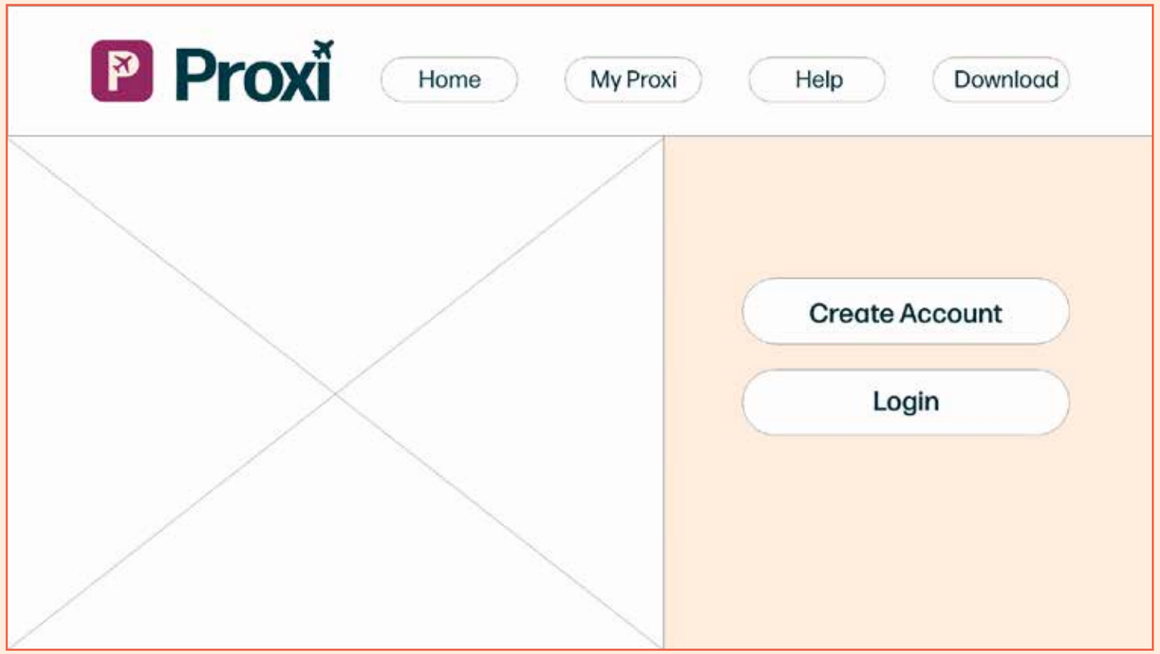
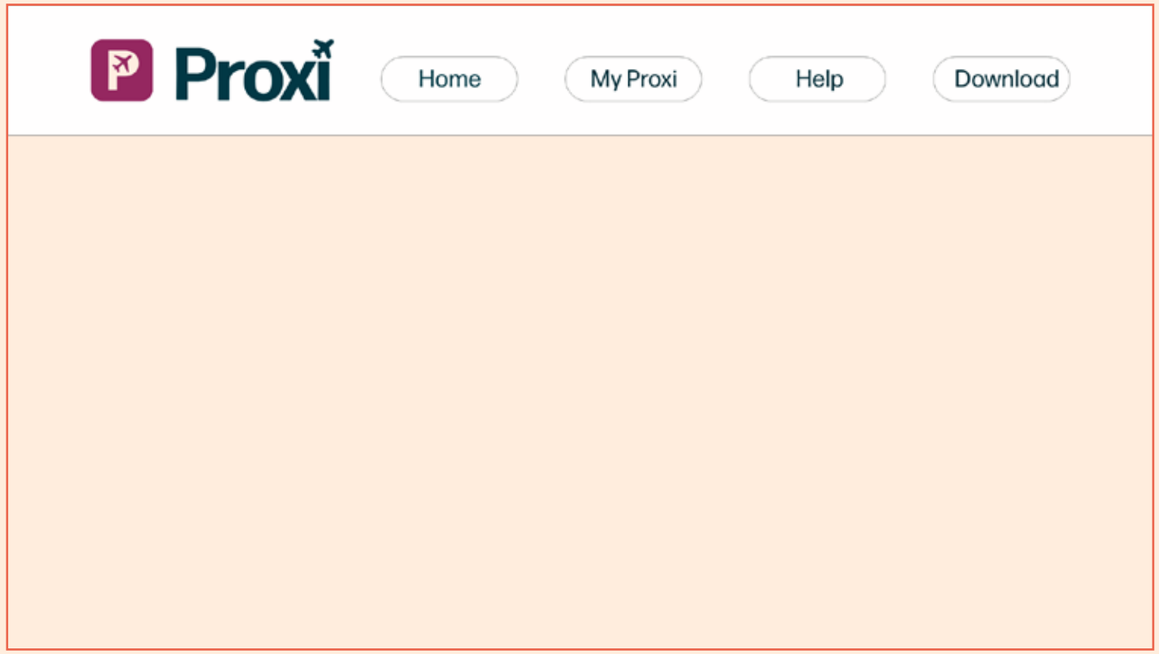
Website Wireframes

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