

SMARTUP 

WNM 635 01 • SUMMER 2020

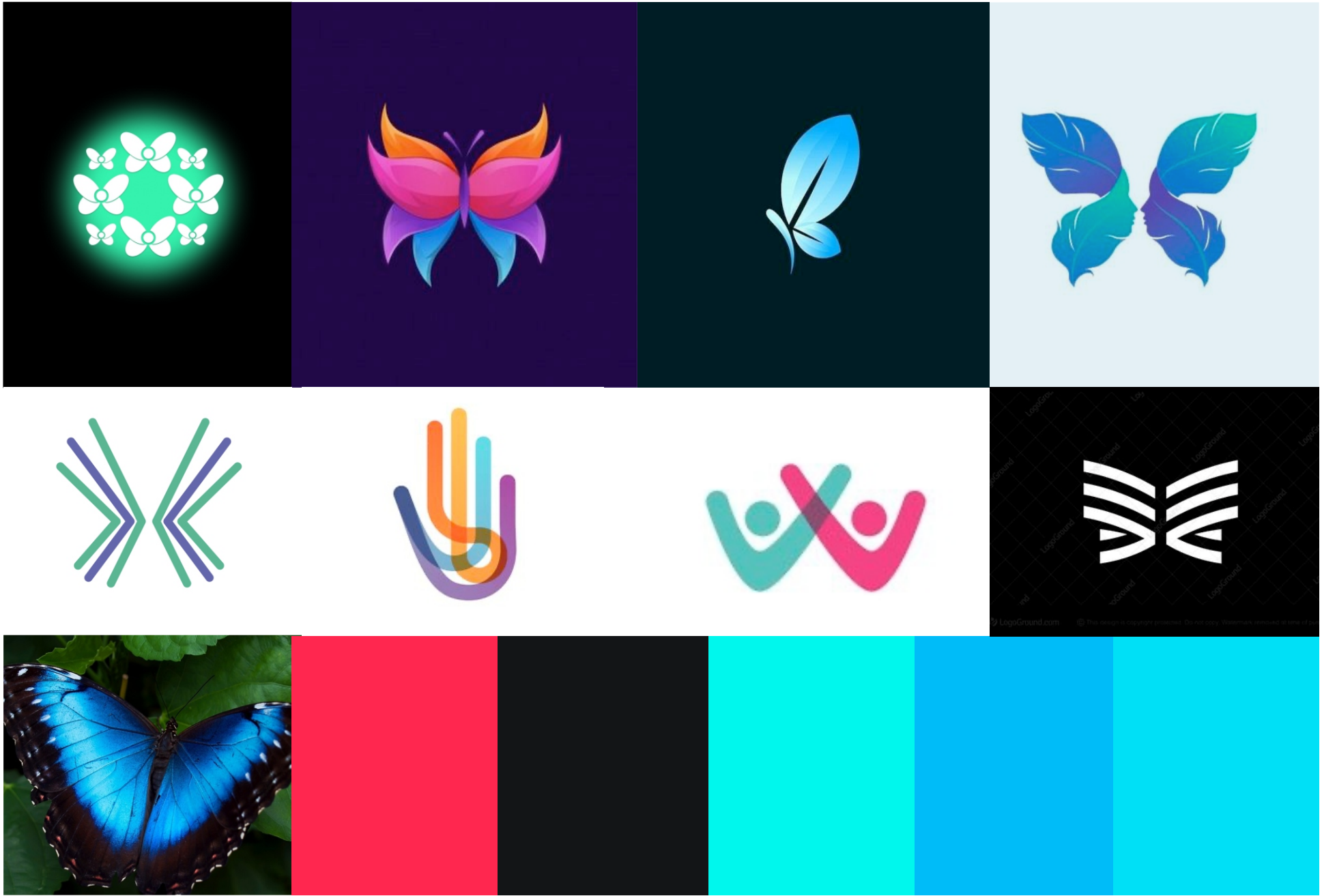
Ariana Adili • Wilson Barrios • Ann Bloor • Di Cheng

Who we are

A Smartup is a company for a world where we all get a chance to be part of a solution. It's creating and maintaining sustainable solutions that help us fight to protect our planet. Smartup Zero is the world's first Smartup and lays the groundwork for many more Smartups to come.



MOODBOARD

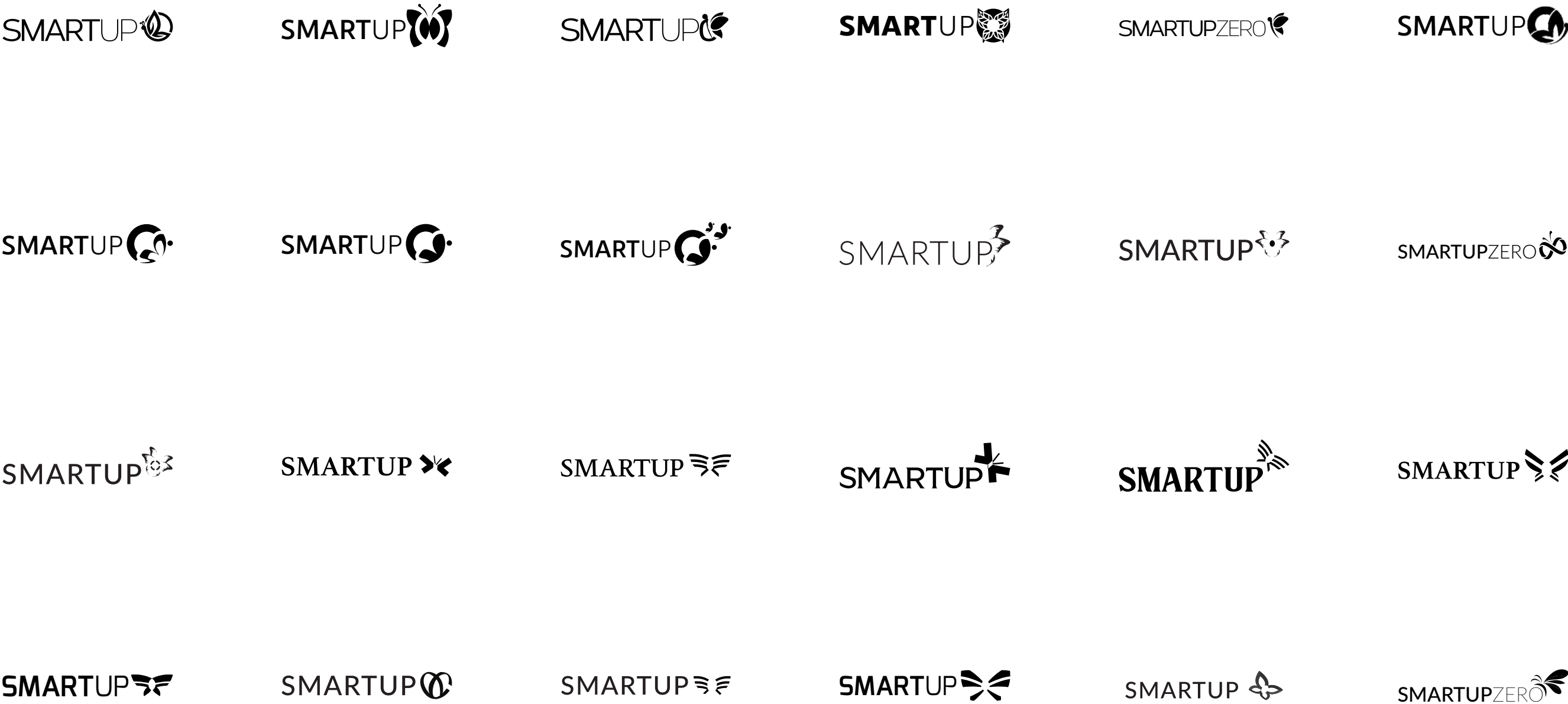


The logo

The SmartUP Zero logo is the key identifier of the brand and should be as consistent as possible.

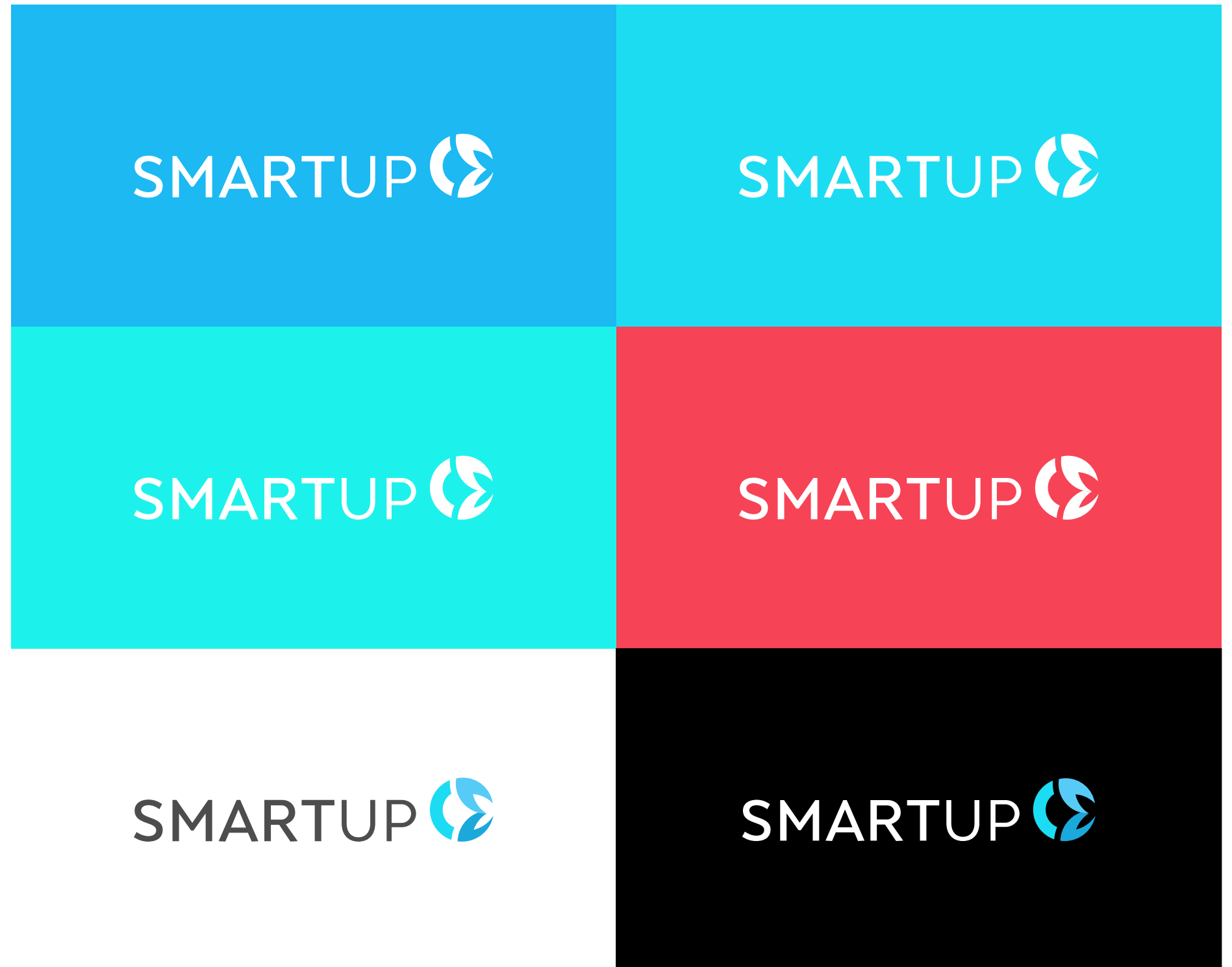
This section demonstrates when to use which logo, as well as rules around how to use them.

EXPLORATIONS

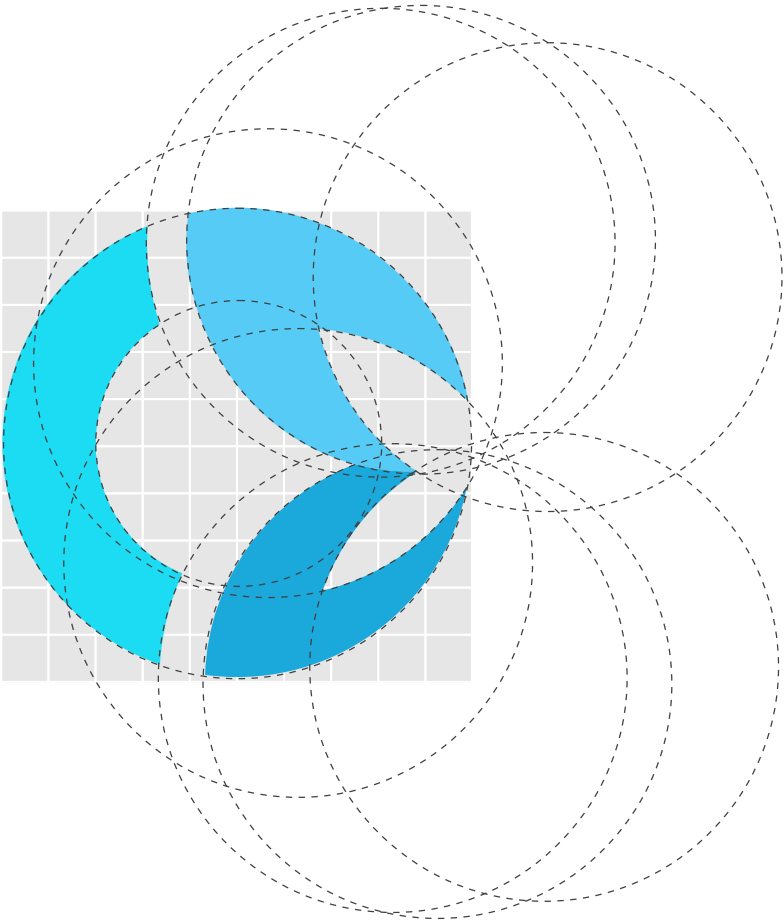


LOGO

As a preference the full color logo over white or black background should be used. Where this isn't possible, or on low contrast backgrounds the mono white logo should be used.



THE ICON



ICON CONSTRUCTION



APP ICON

300 PX



144 PX



100 PX



32 PX



ICON SCALE

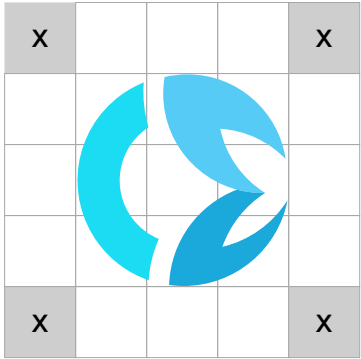
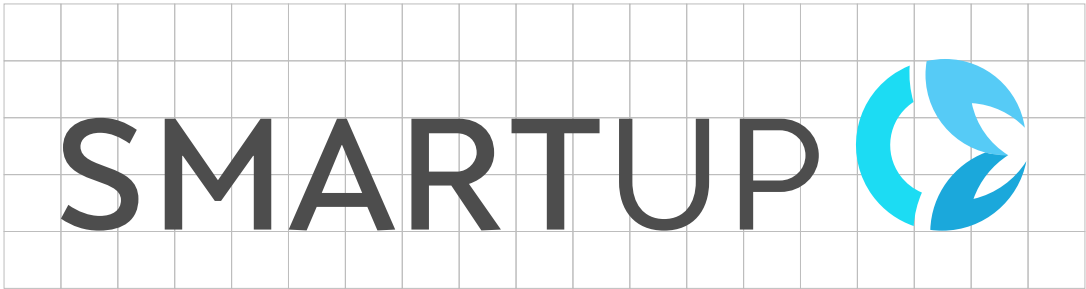
Rules of usage

To ensure that the SMARTUP brand looks as professional and consistent as possible, please follow the rules and guidelines around usage detailed in this section.

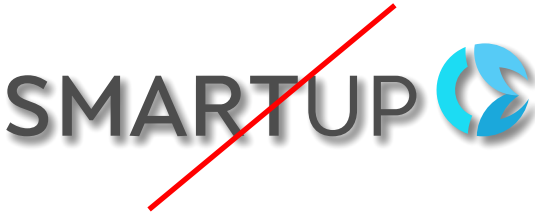
CLEARSPACE

The primary logo needs to be surrounded by an area of uninterrupted clear space to allow legibility and prominence in all communications.

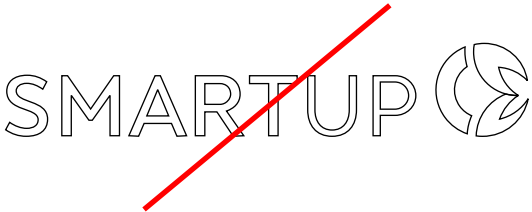
Clear space is the non-print area surrounding the logo. Wherever possible, apply more clear space than the minimum specified.



INCORRECT USE



Don't add any effects



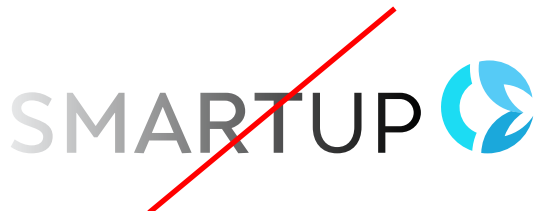
Don't outline



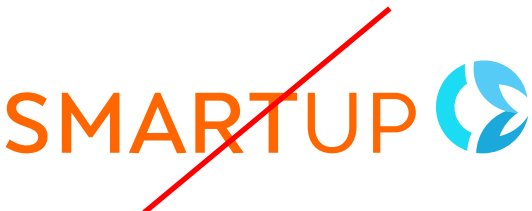
Don't move the icon

The logo should only be used as described on previous pages.

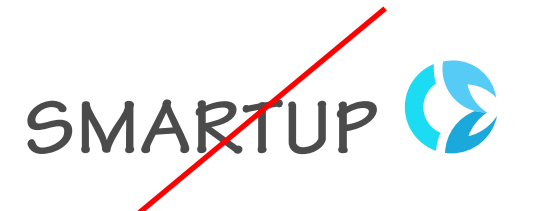
These are some common incorrect usages we should try to avoid.



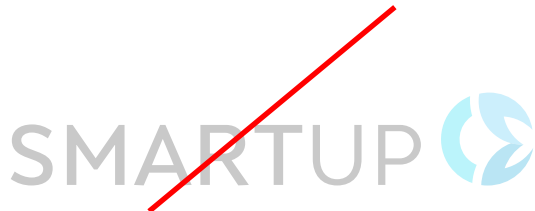
Don't add gradients



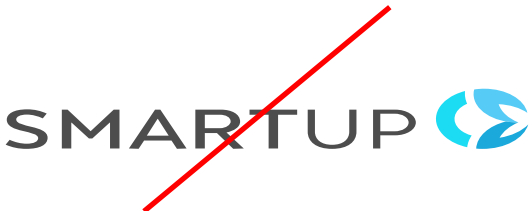
Don't change the colors



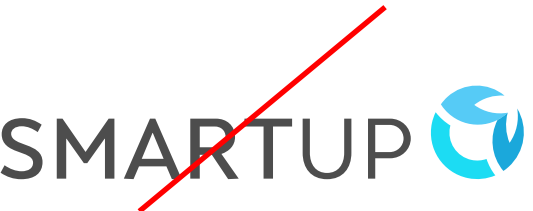
Don't change the type



Don't change the transparency of the logo

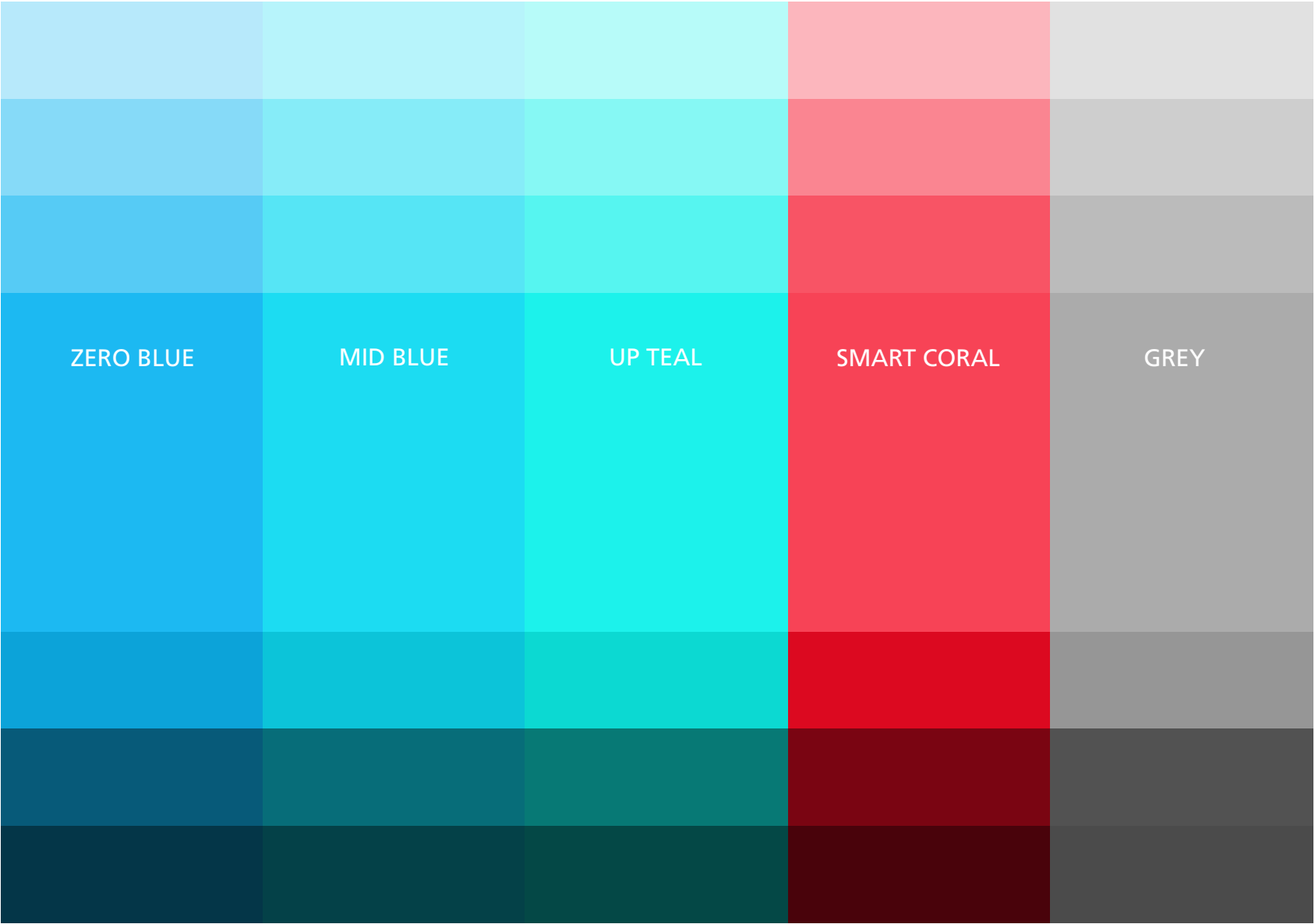


Don't stretch or compress



Don't rotate any part of the logo

COLOR PALETTE



RGB 28 185 242
CMYK 69 7 0 0
HEX #1CB9F2

RGB 28 220 242
CMYK 61 0 11 0
HEX #1CDCF2

RGB 28 242 235
CMYK 56 0 20 0
HEX #1CF2EB

RGB 247 67 86
CMYK 0 93 65 0
HEX #F74356

RGB 171 171 171
CMYK 0 0 0 40
HEX #ABABAB

Logotype

SkolaSans is a Sans Serif font family that contains 20 fonts, both normal and condensed.
The logo uses Skola Sans medium and Skola Sans light.

SkolaSans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SkolaSans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SkolaSans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SkolaSans Light

Headlines

Butler is a serif font inspired by a mix between both Dala Floda & the amazing Bodoni family. The main goal was to bring a bit of modernism to serif fonts by working on the curves of classical serif font families and adding an extra stencil family.

Butler

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Butler Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Butler Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Butler Light

Text

Raleway is an elegant sans-serif typeface, designed in a single thin weight. It is a display face that features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than it's neo-grotesque inspired default character set.

Raleway

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Light

Creating Digital Herd Immunity

Butler

A novel virus, creating global problems,
requires local solutions.

SkolaSans

Smartup Zero are a collective who co-own, create and govern the Onlive platform. Onlive creates a new type of social network in all the different groups we are part of when we are out and about in our cities and villages. In these networks, new type of apps are available for local governments, business owners and citizens to, collaboratively, create a safe and fun experience.

Raleway

Collaterals

The SmartUP Zero logo is the key identifier of the brand and should be as consistent as possible.

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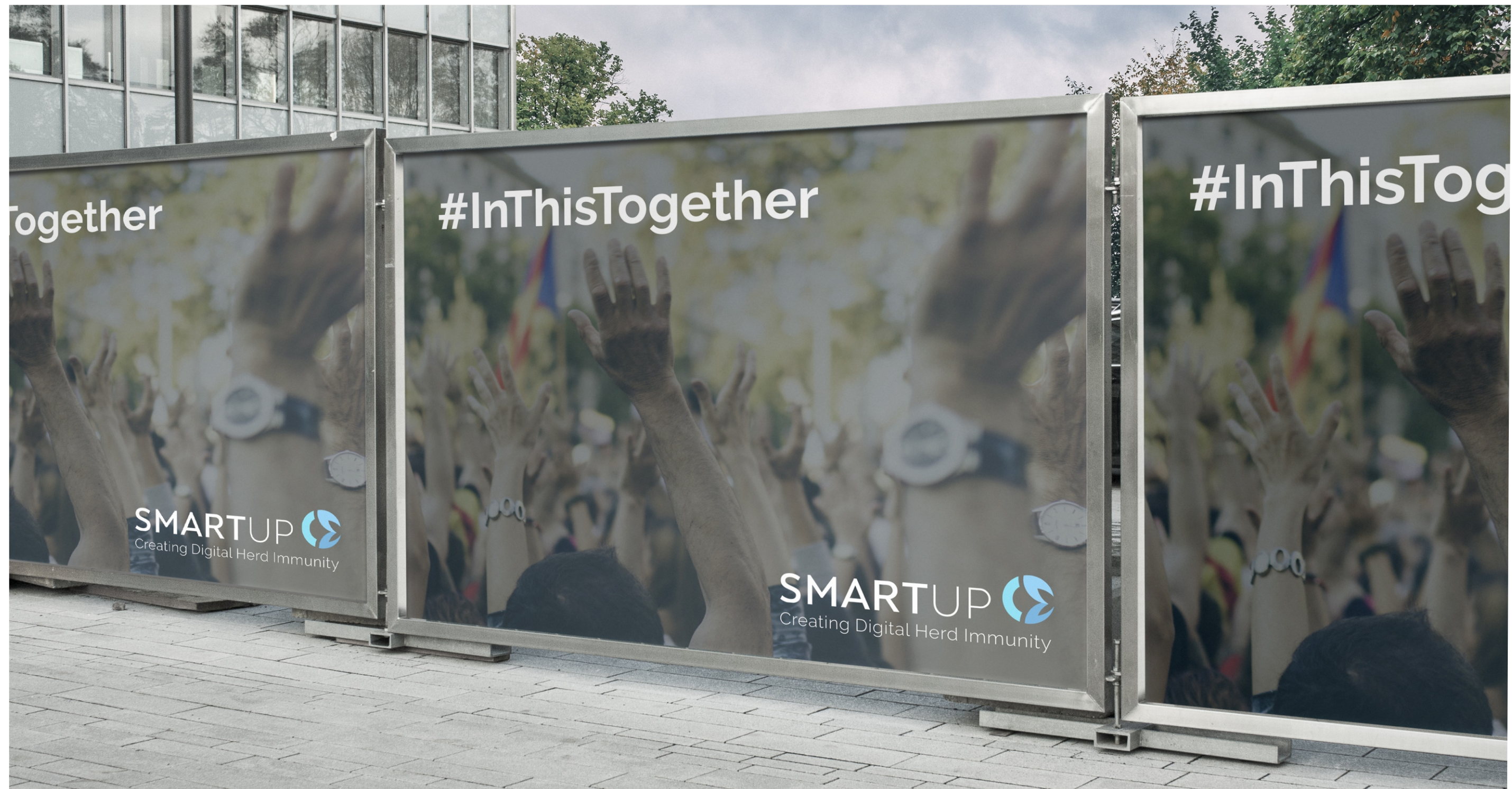
MERCHANDISE



APPERAL



Advertising



Creating Digital Herd Immunity

SMARTUP 
smartupzero.org

PROMO VIDEO





Microsite

Personas

Task flows

Wireframes

Prototypes

Resources

Anna Fuente

ESSENTIAL WORKER

- 👤 23 Years Old
- 👤 Single
- 🎓 College Student
- 📍 S San Francisco, CA
- 👛 Grocery Clerk

FRUSTRATIONS

Working long hours in an environment where the risk of being infected daily Customers not practicing or understanding proper COVID-19 protocol for the store,

BIO

Anna has been working at Grocery Outlet during the pandemic and would like to have a more fashionable mask.

NEEDS

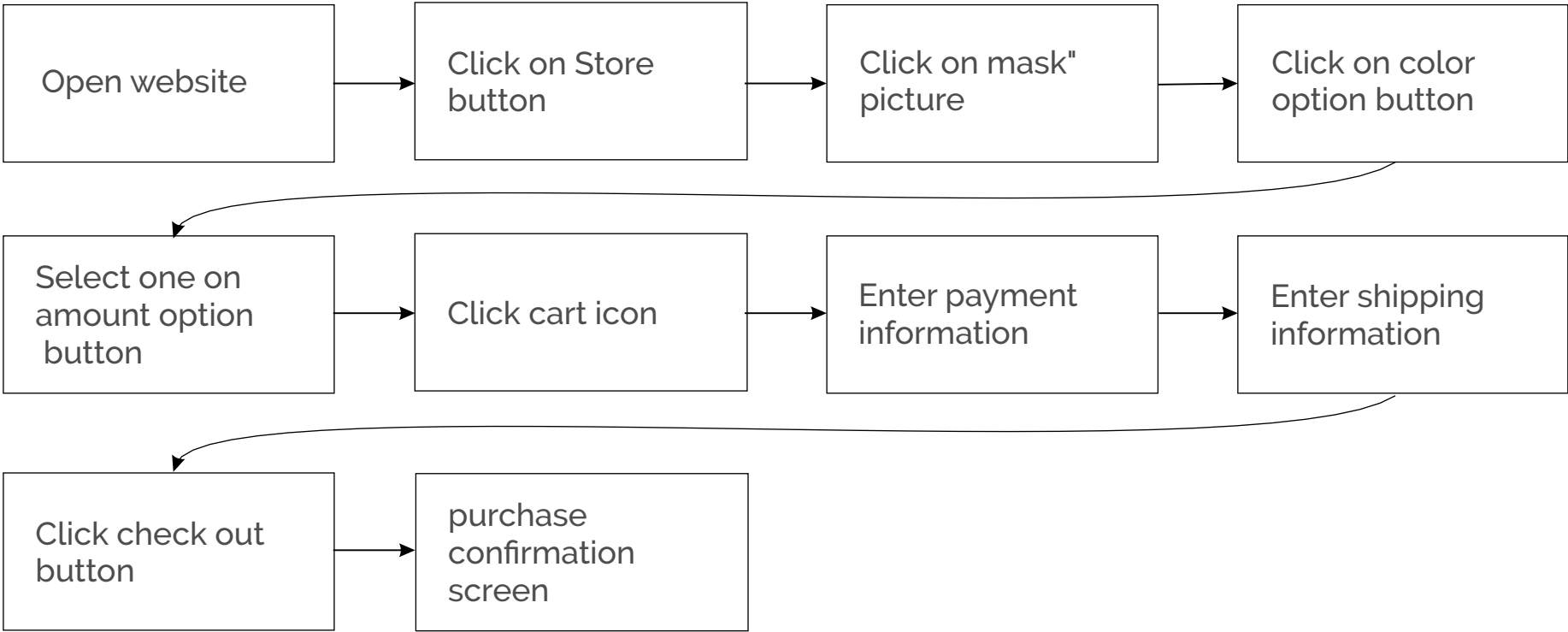
Protective mask for work

“As an essential worker, I need to have a protective mask that keeps me safe”



Anna Fuente
22 y/o
Grocery Clerk at Target
South San Francisco

Task: Buy a mask



Outcome: Arrive at purchase confirmation screen

Jeff Ericsson

HIGH TECH GUY

-  54 Years Old
-  Married 2 children
-  College Graduate
-  Walnut Creek
-  Software Engineer

FRUSTRATIONS

- The political agenda interfering with science
- Corporate influence on technology and micro management of his time

BIO

Jeff works for a corporation building a security system. Jeff's values align with the mission statement of SmartUp Zero. He is interested in breaking away from the corporate environment and focus on meaningful projects.

NEEDS

- Meaningful tech projects
- Help community with awareness about COVID-19 information

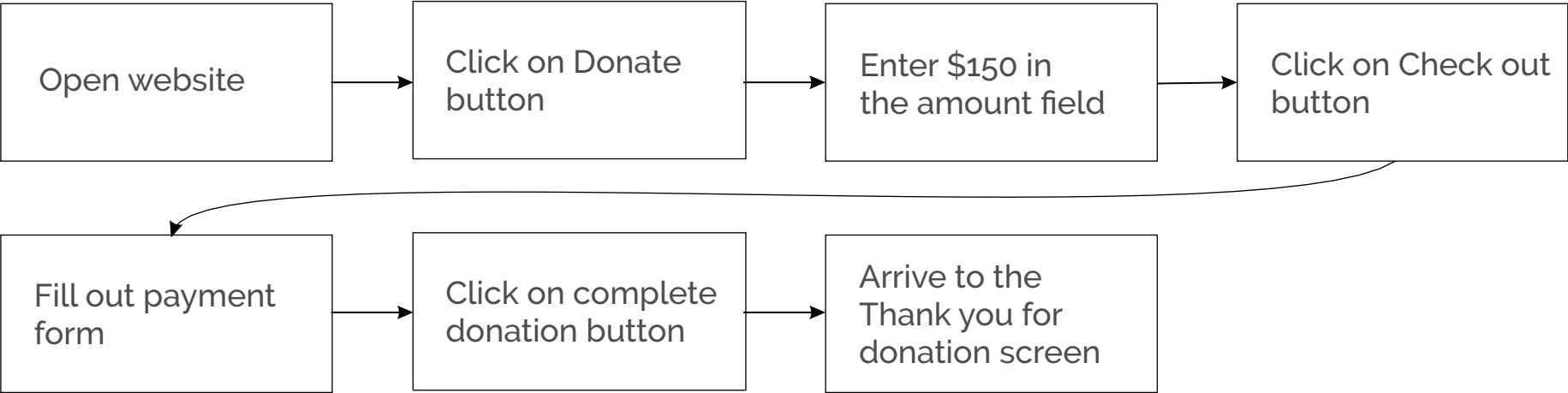


“As a software developer, I need involvement in projects that make a difference”



Jeff Ericsson
54 y/o
Software Engineer
Walnut Creek, CA

Task: Make \$150 donation thru the SMARTUP ZERO website



Outcome: Arrive at "thank you for your donation"screen

Sean O'Hara

BUSINESS OWNER

- 👤 34 Years Old
- 💍 Married
- 🎓 College Graduate
- 📍 San Francisco, CA
- 👛 Bar owner

FRUSTRATIONS

- The political agenda interfering with science
- Corporate influence on technology and micro management of his time

BIO

Sean has been a San Francisco business owner whose establishment has suffered from being shut down for a long time.

NEEDS

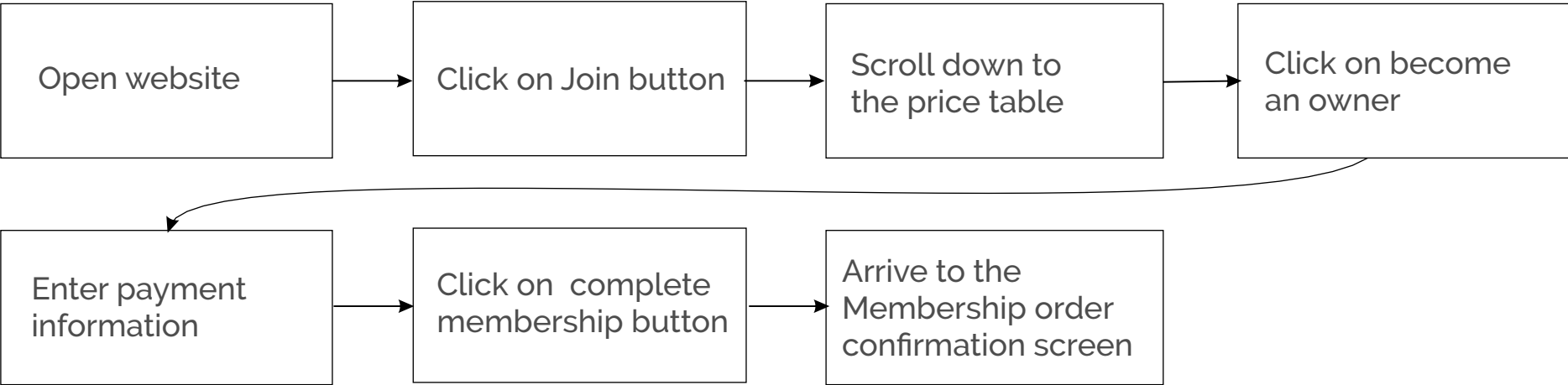
- Go back to running his business safely
- Help educate and serve his community while still conducting business

“As a bar owner, I need communication that my business is safe and current with COVID-19 prevention”



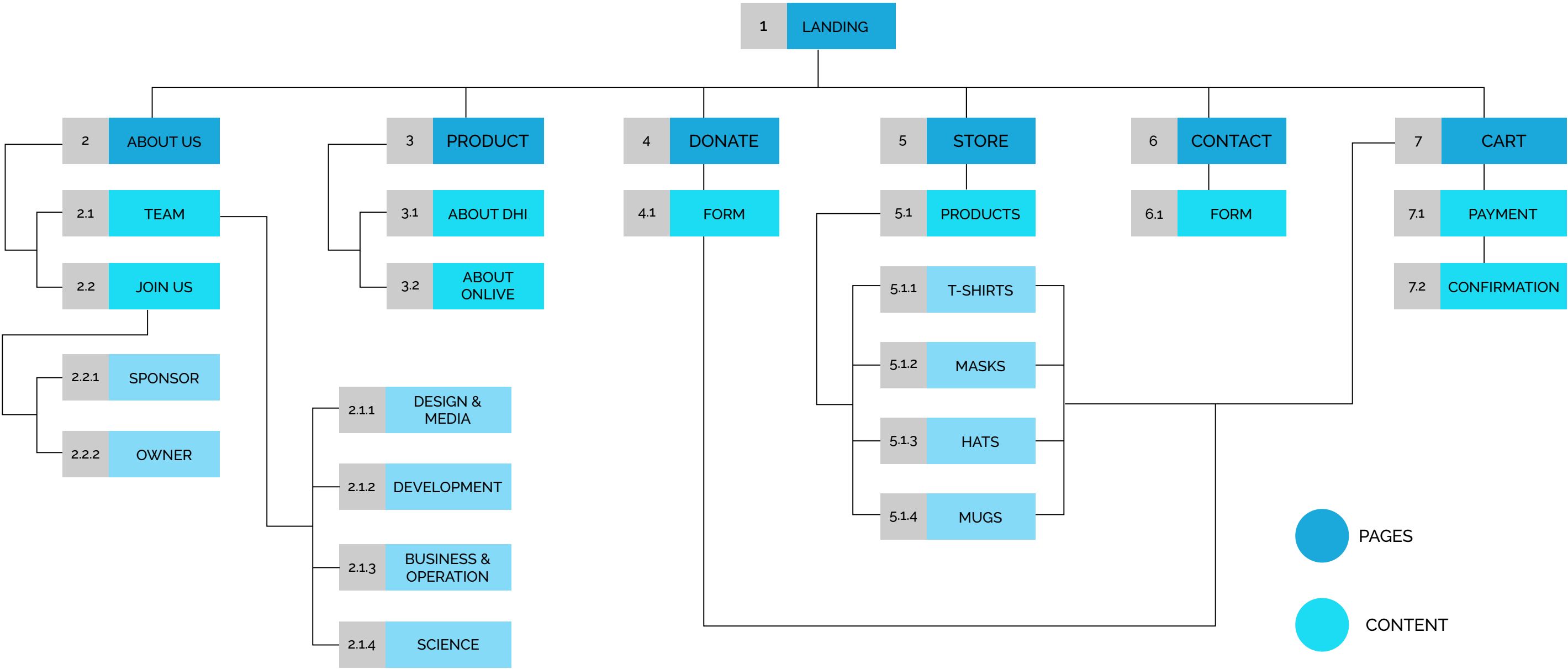
Sean O'Hara
38 y/o
Pub owner
San Francisco, CA

Task: Buy a membership "owner" level



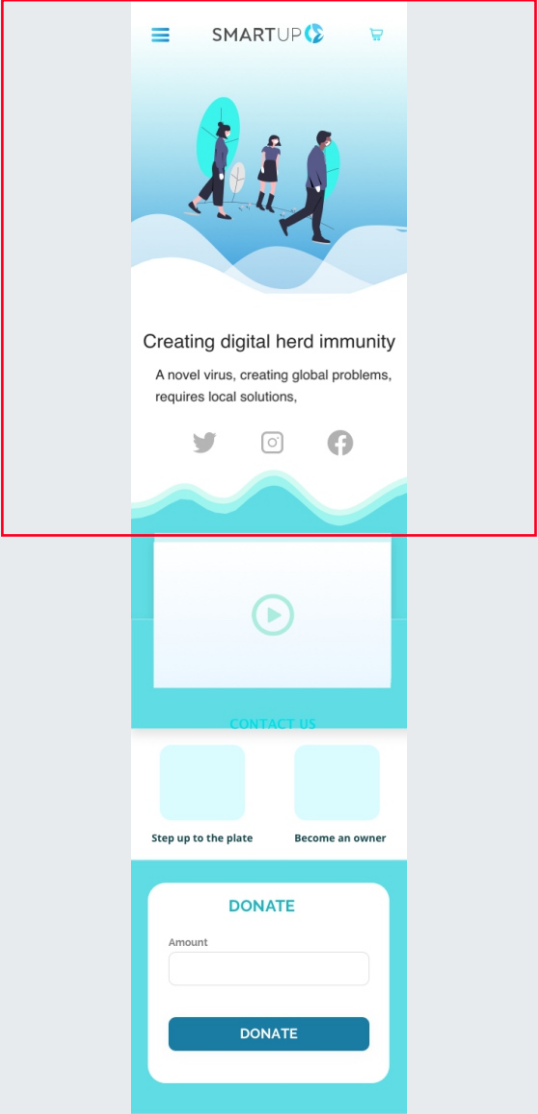
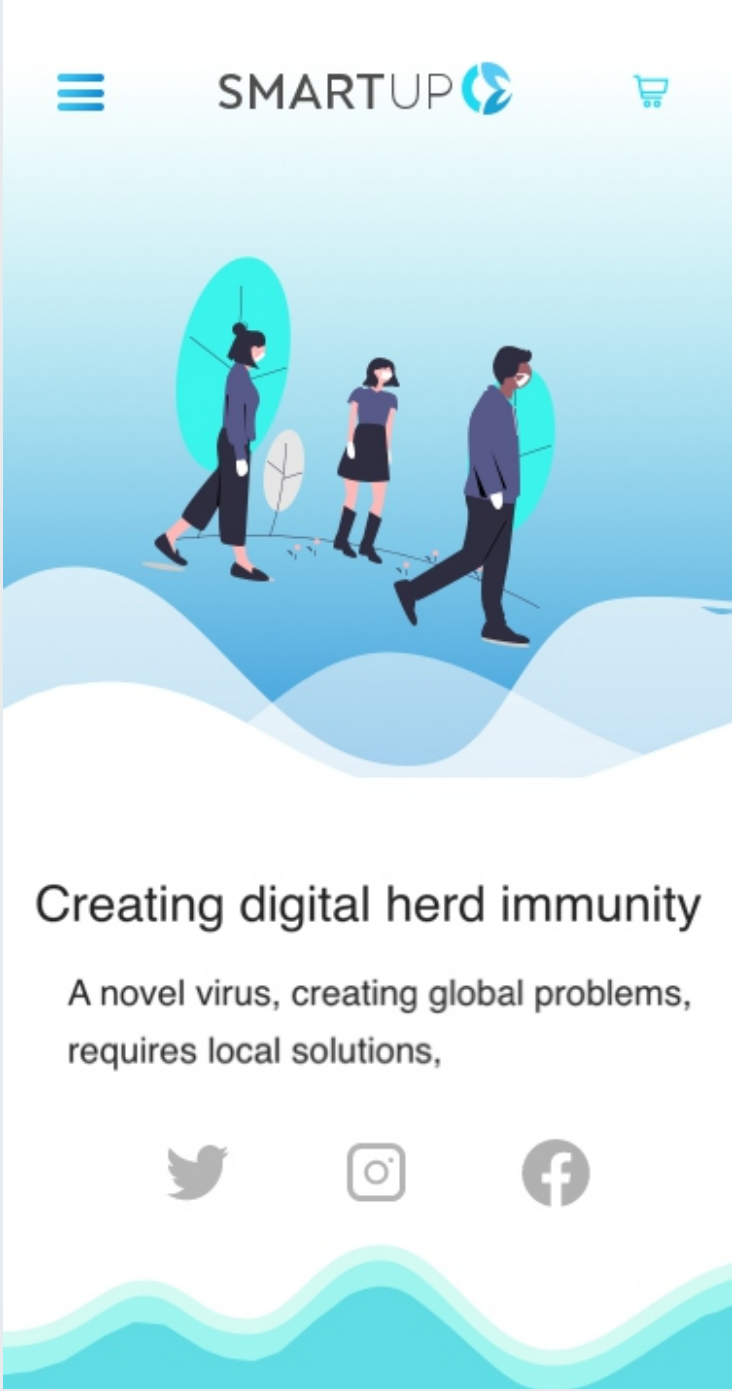
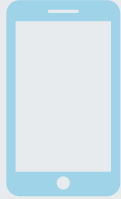
Outcome: Arrive at membership purchase confirmation screen

INFORMATION ARCHITECTURE

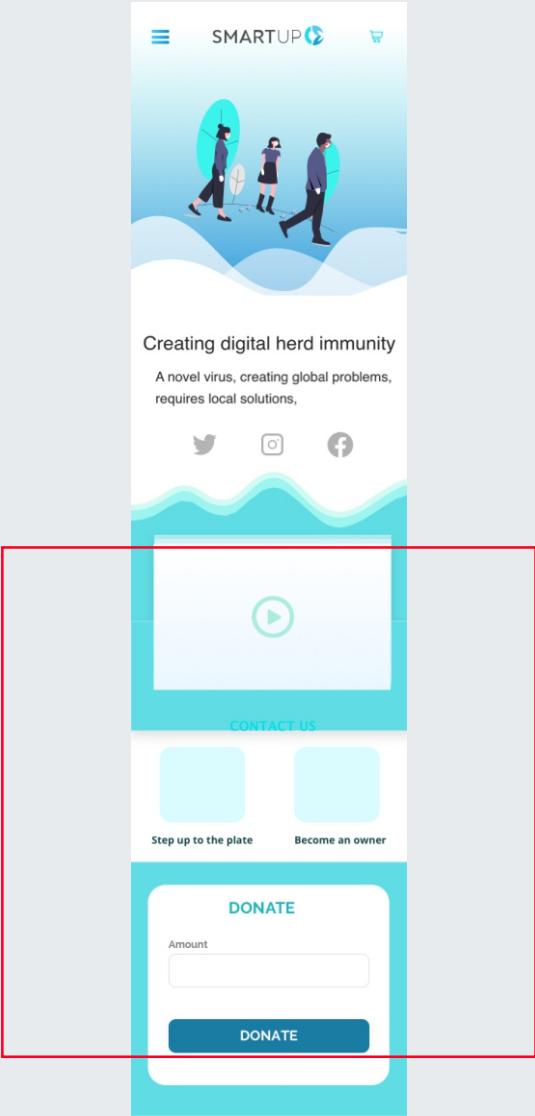
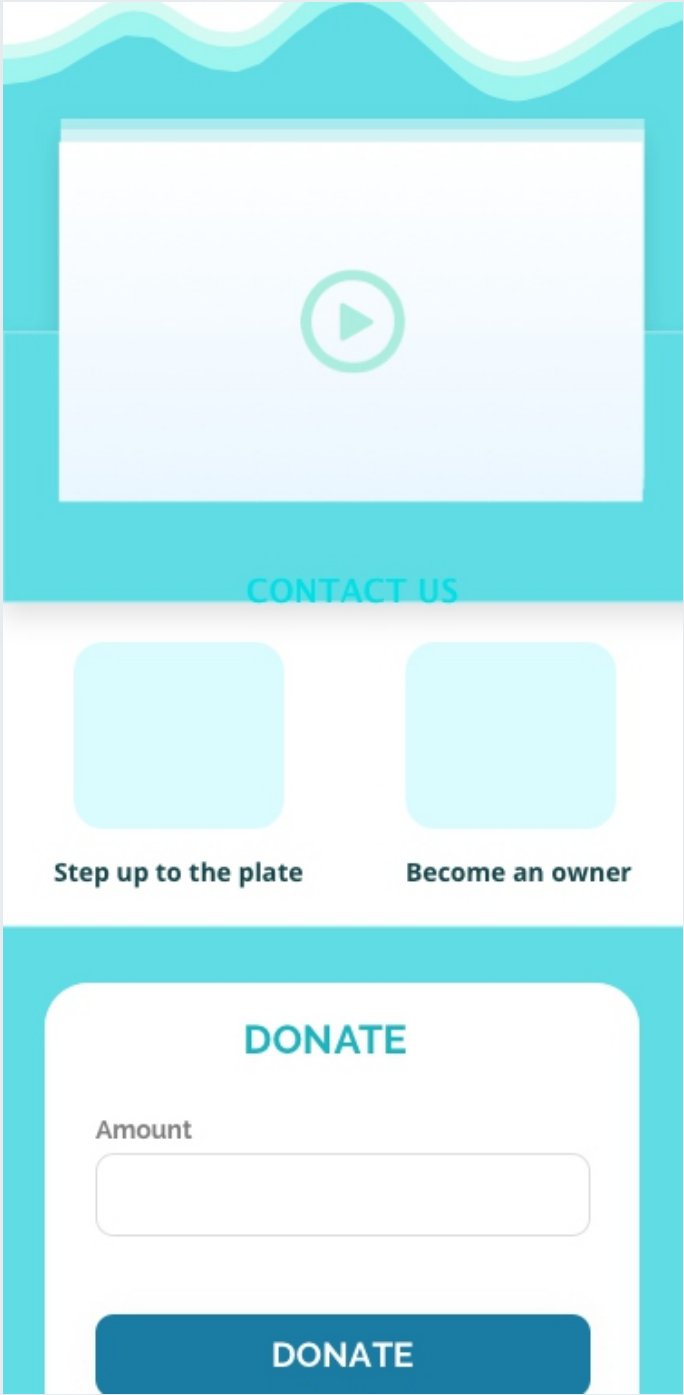
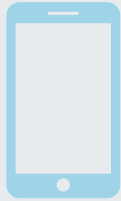


Wireframes

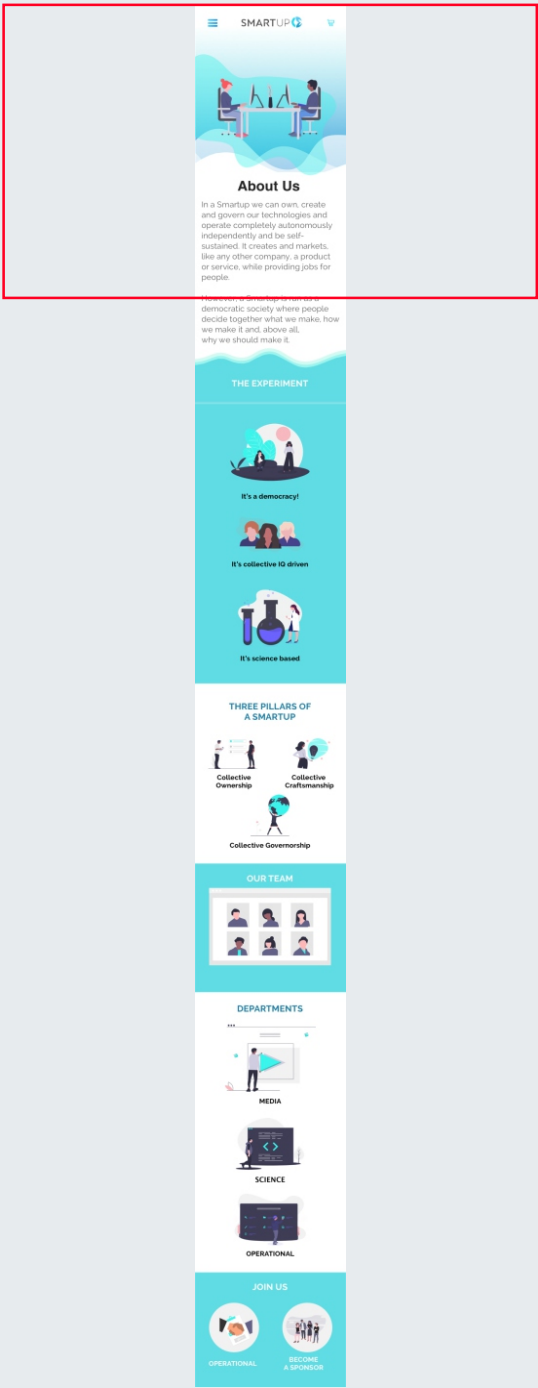
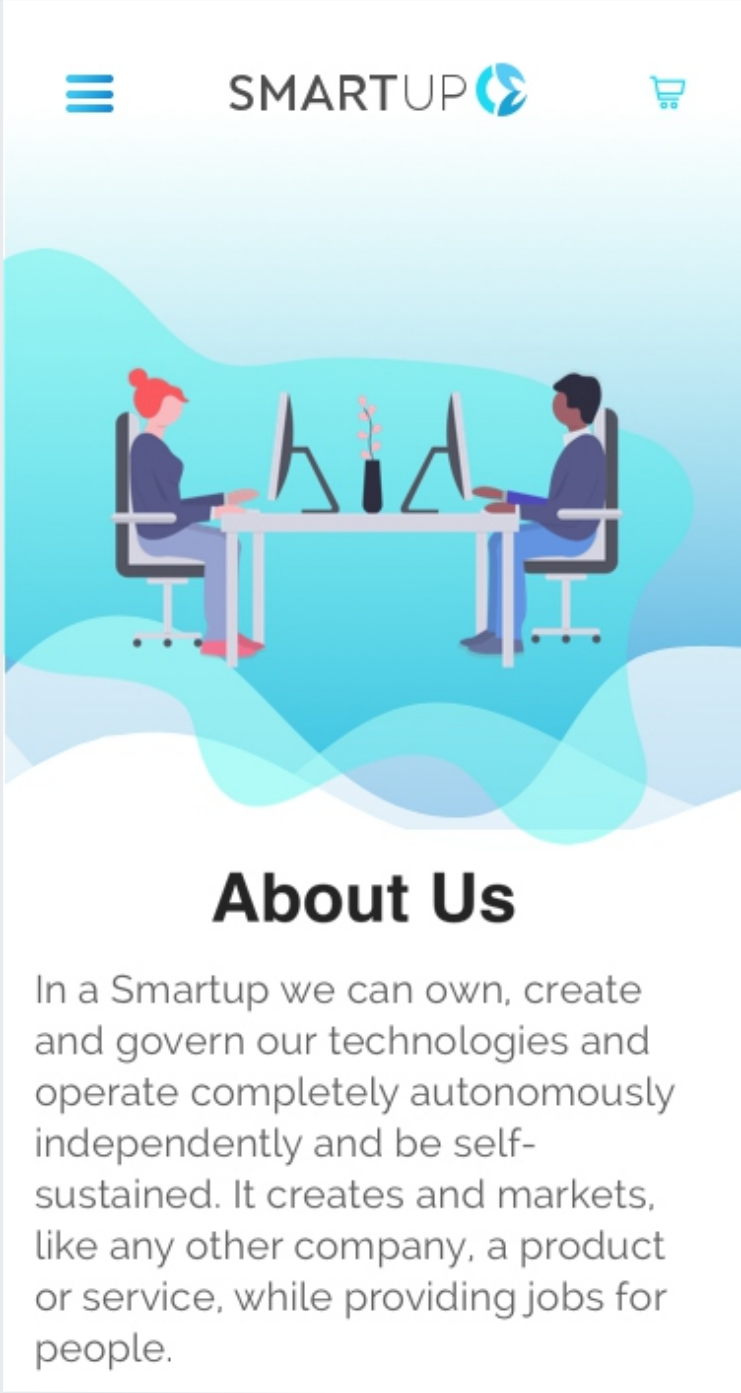
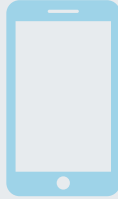
WIREFRAMES LANDING



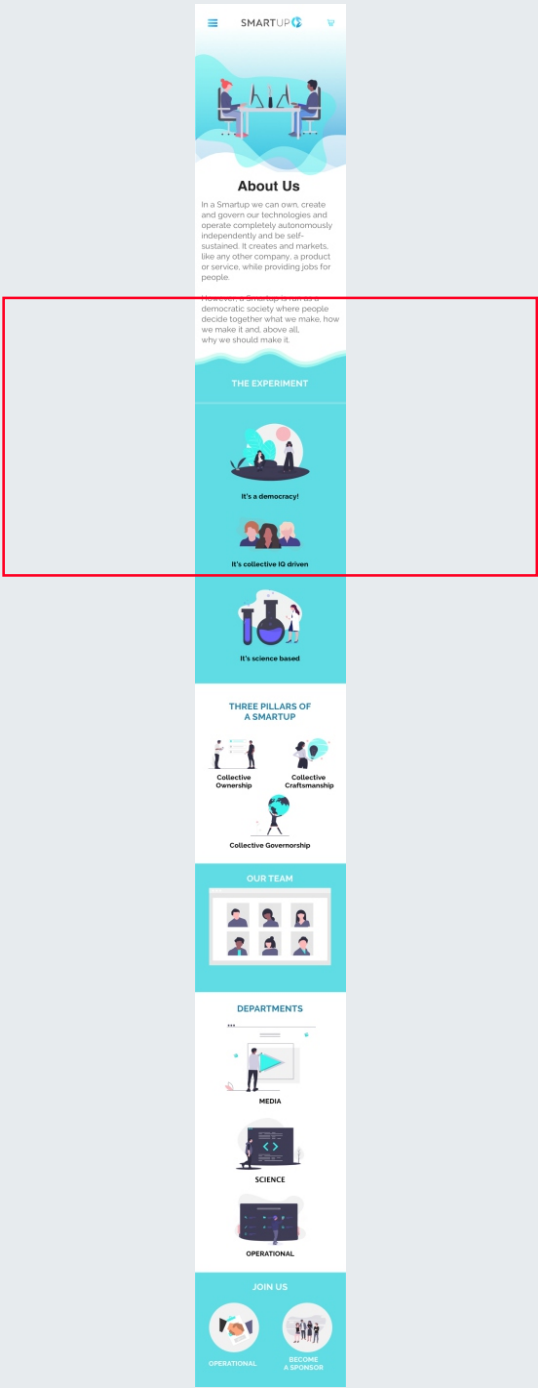
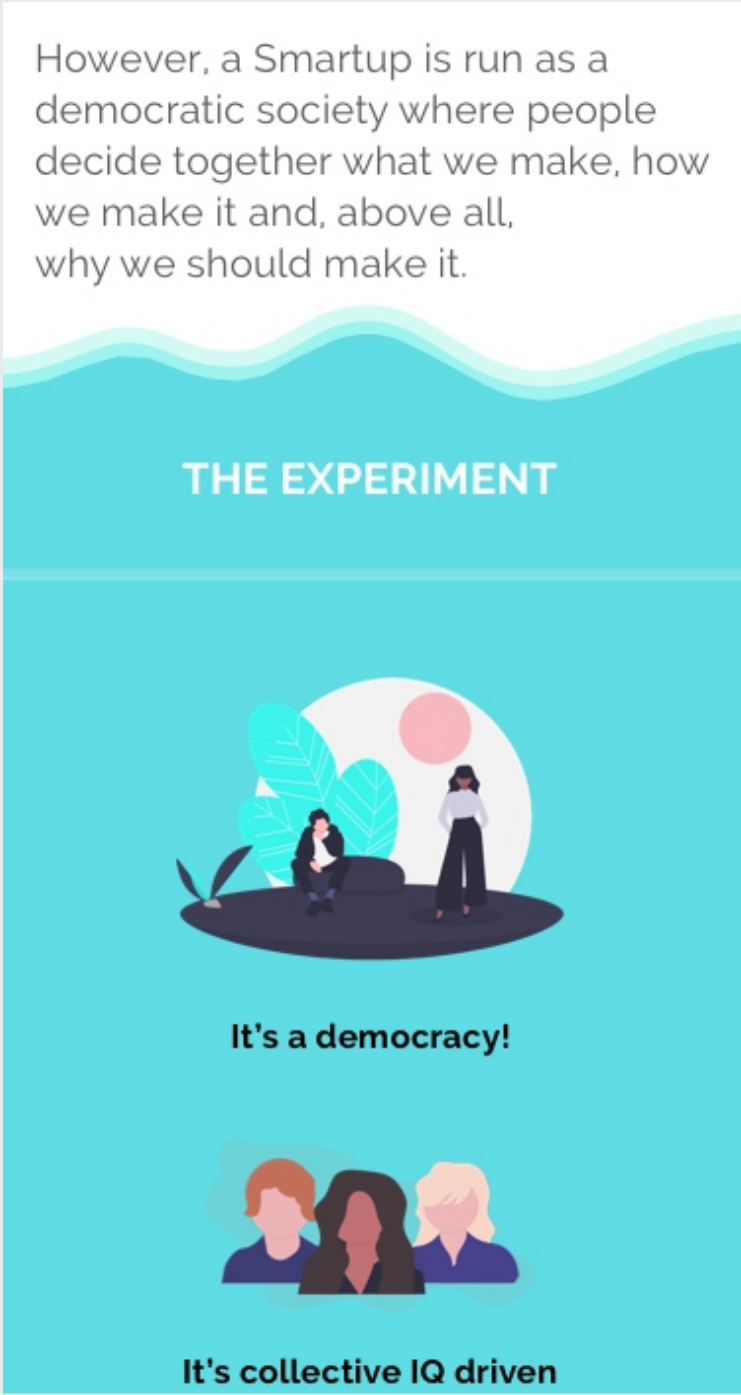
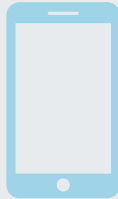
WIREFRAMES LANDING



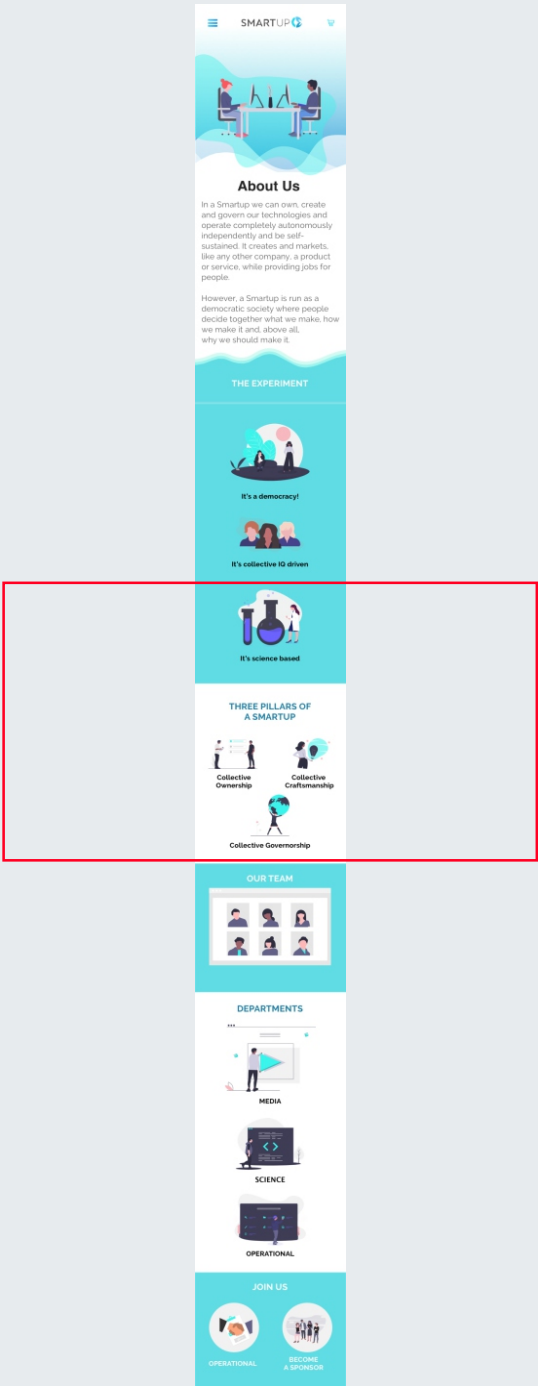
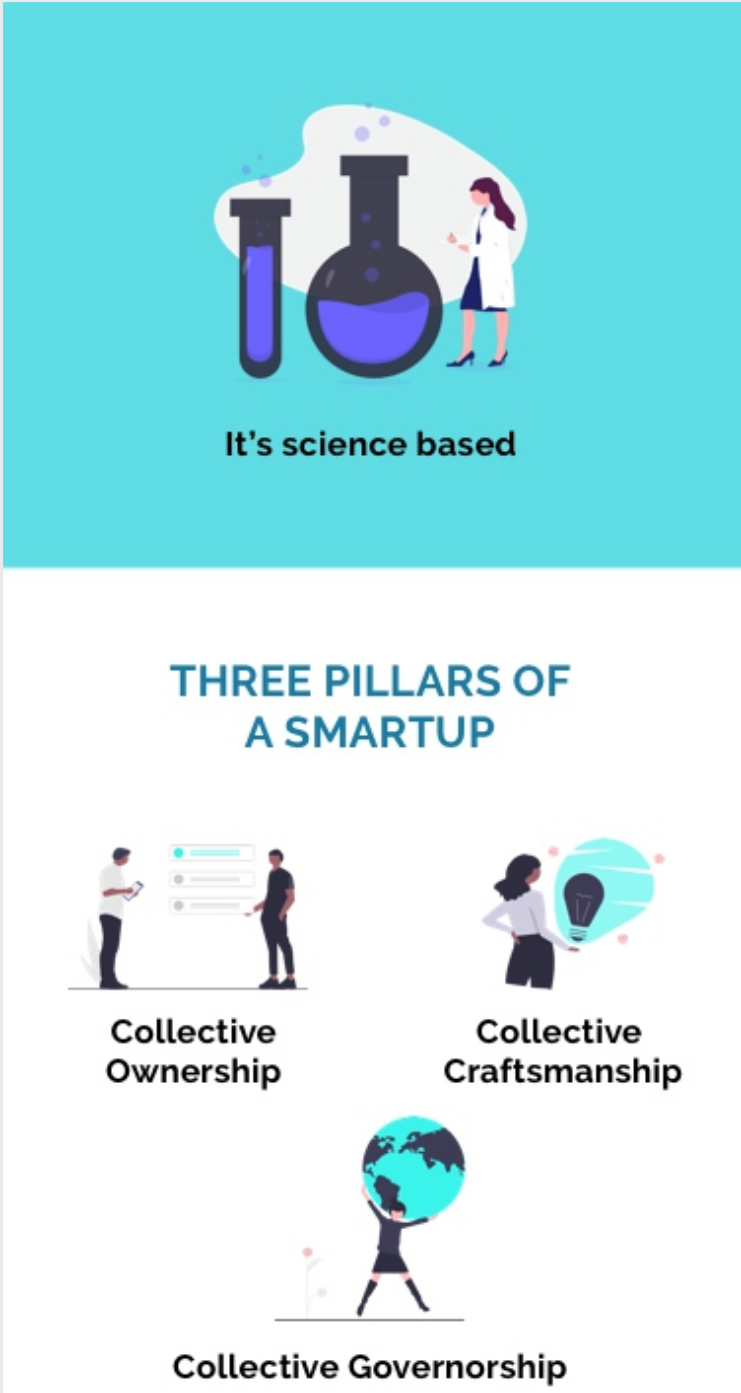
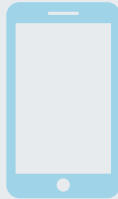
WIREFRAMES ABOUT US



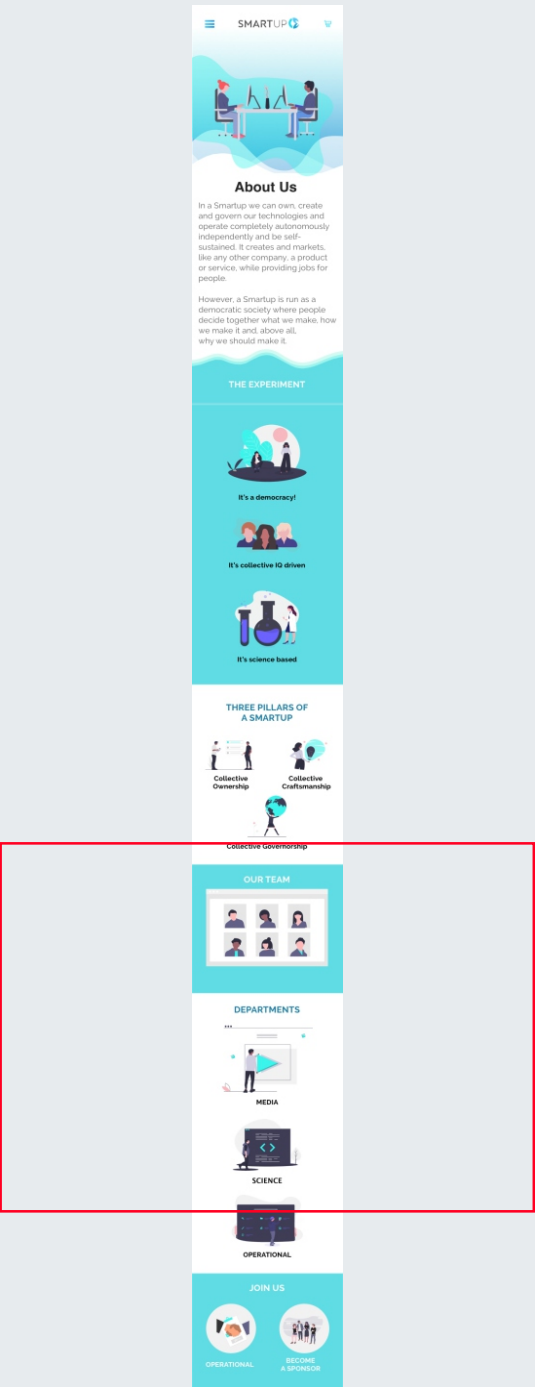
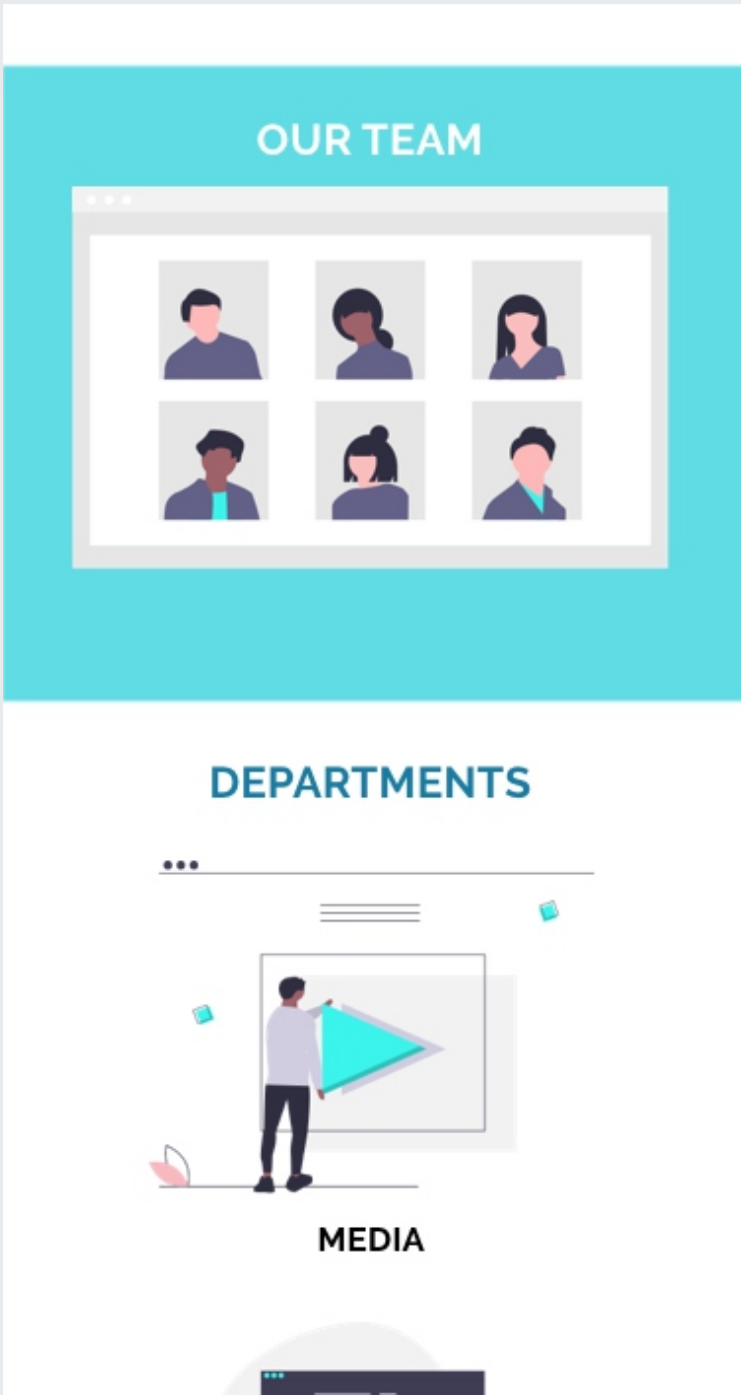
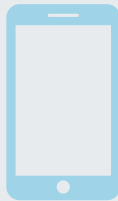
WIREFRAMES ABOUT US



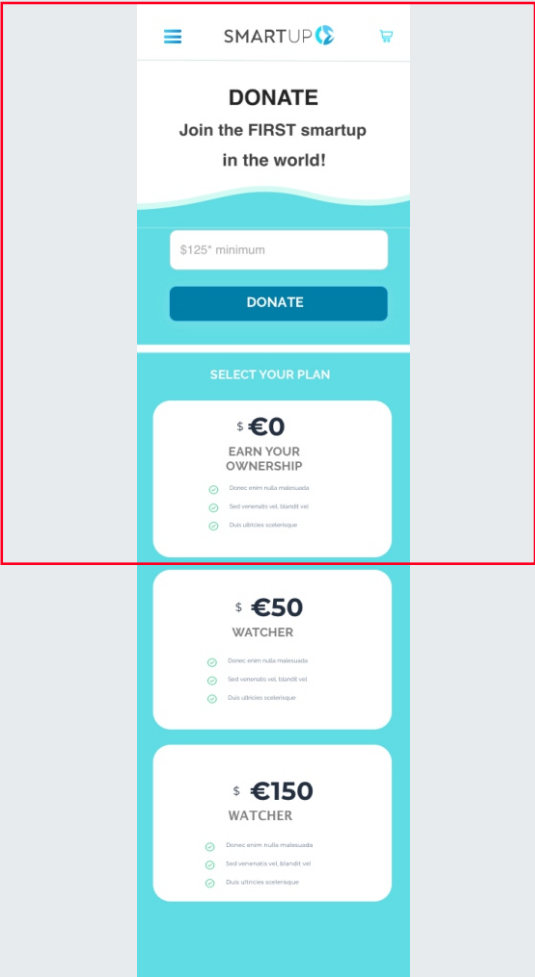
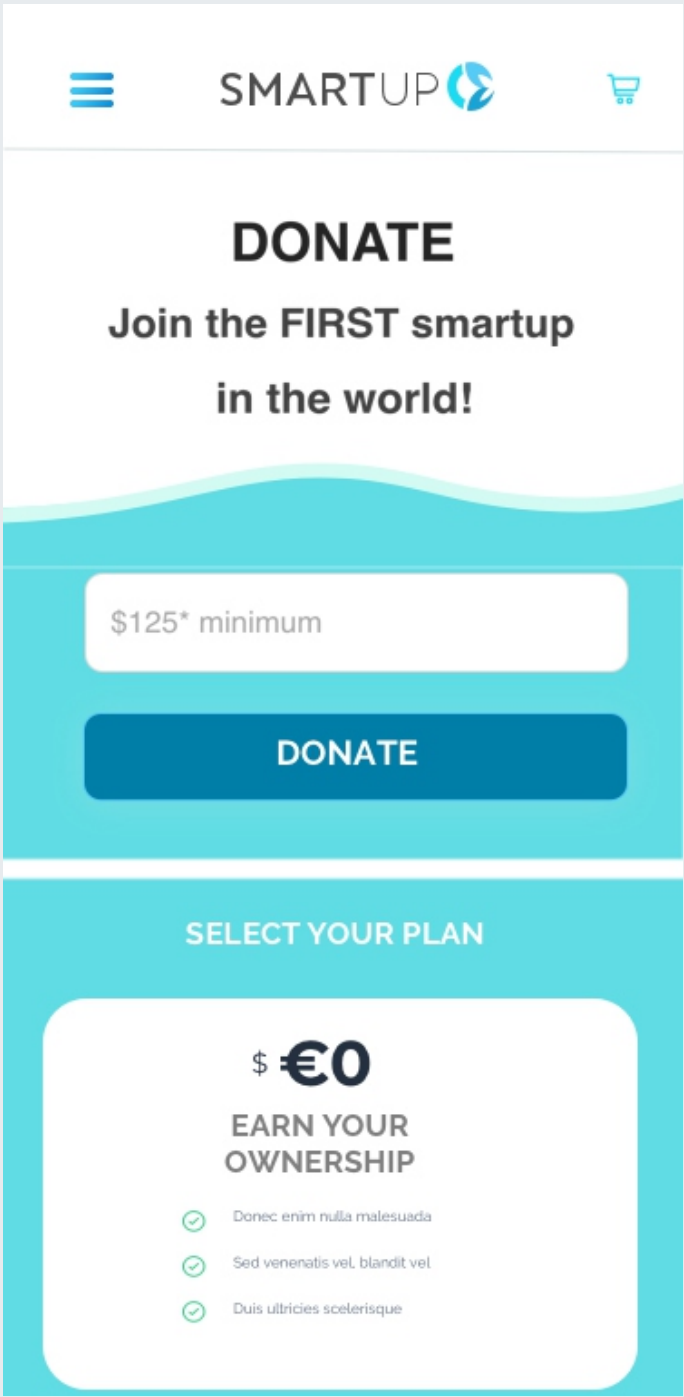
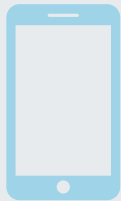
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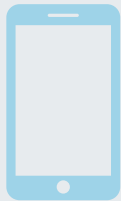
WIREFRAMES ABOUT US



WIREFRAMES DONATE



WIREFRAMES DONATE



\$ ~~€~~50

WATCHER

✓

Donec enim nulla malesuada

✓

Sed venenatis vel, blandit vel

✓

Duis ultricies scelerisque

\$ ~~€~~150

WATCHER

✓

Donec enim nulla malesuada

✓

Sed venenatis vel, blandit vel

✓

Duis ultricies scelerisque

SMARTUP

DONATE

Join the FIRST startup
in the world!

\$125* minimum

DONATE

SELECT YOUR PLAN

\$ ~~€~~0

EARN YOUR OWNERSHIP

✓

Donec enim nulla malesuada

✓

Sed venenatis vel, blandit vel

✓

Duis ultricies scelerisque

\$ ~~€~~50

WATCHER

✓

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Duis ultricies scelerisque

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WATCHER

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Sed venenatis vel, blandit vel

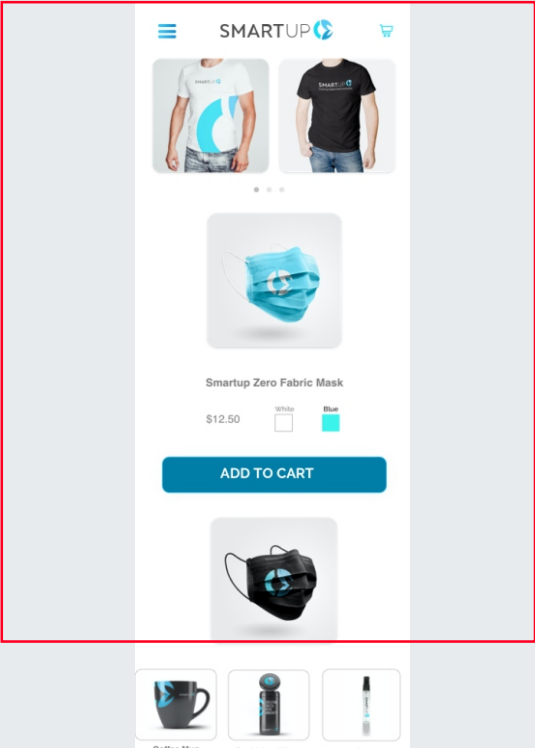
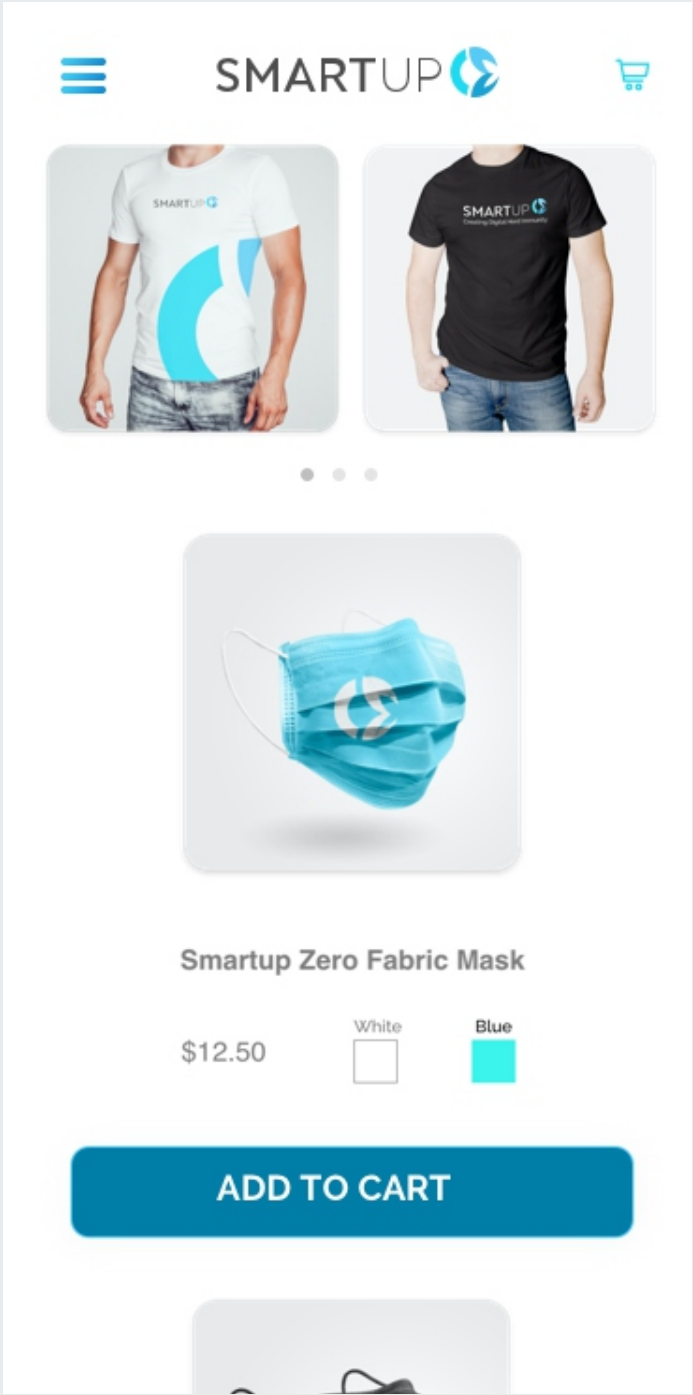
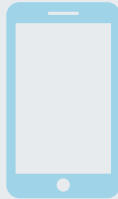
✓

Duis ultricies scelerisque

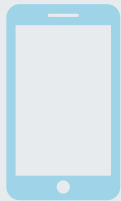
SMARTUP

40

WIREFRAMES STORE



WIREFRAMES CART





Smartup Zero Fabric Mask



Qty

−

1

+

\$12.5

SMARTUP MASK

\$10.99

TAX

.56

SHIPPING

4.50

TOTAL

\$16.05

YOUR INFORMATION

Name

EMAIL

ADDRESS





Smartup Zero Fabric Mask



Qty

−

1

+

\$12.5

SMARTUP MASK

\$10.99

TAX

.56

SHIPPING

4.50

TOTAL

\$16.05

YOUR INFORMATION

Name

EMAIL

ADDRESS

Zip Code

Enter Zip for City and State

Discount Code

APPLY

PAYMENT

Credit or Debit Card

Enter card number, expiration date & CVV number

EXP

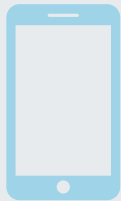
AUGUST

2021

PAY WITH CARD

 PAYPAL

WIREFRAMES CART



Zip Code

Enter Zip for City and State

Discount Code

APPLY

PAYMENT

Credit or Debit Card

Enter card number, expiration date & CVV number

EXP

AUGUST

2021

PAY WITH CARD

PAYPAL

SMARTUP

Smartup Zero Fabric Mask

Qty 1 \$12.5

SMARTUP MASK \$10.99

TAX .56

SHIPPING 4.50

TOTAL \$16.05

YOUR INFORMATION

Name

EMAIL

ADDRESS

Zip Code

Enter Zip for City and State

Discount Code

APPLY

PAYMENT

Credit or Debit Card

Enter card number, expiration date & CVV number

EXP

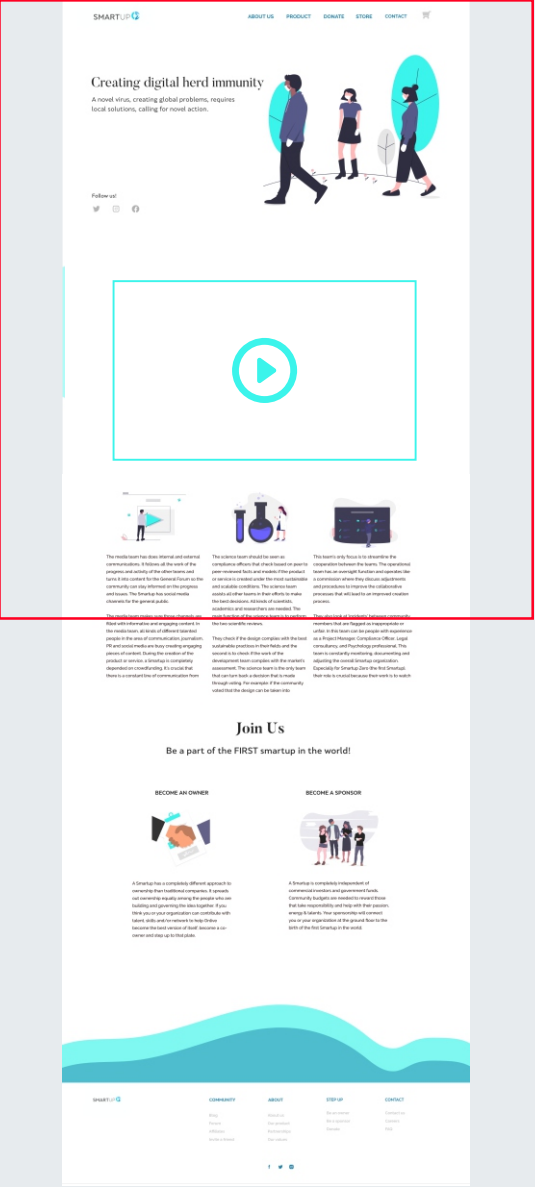
AUGUST

2021

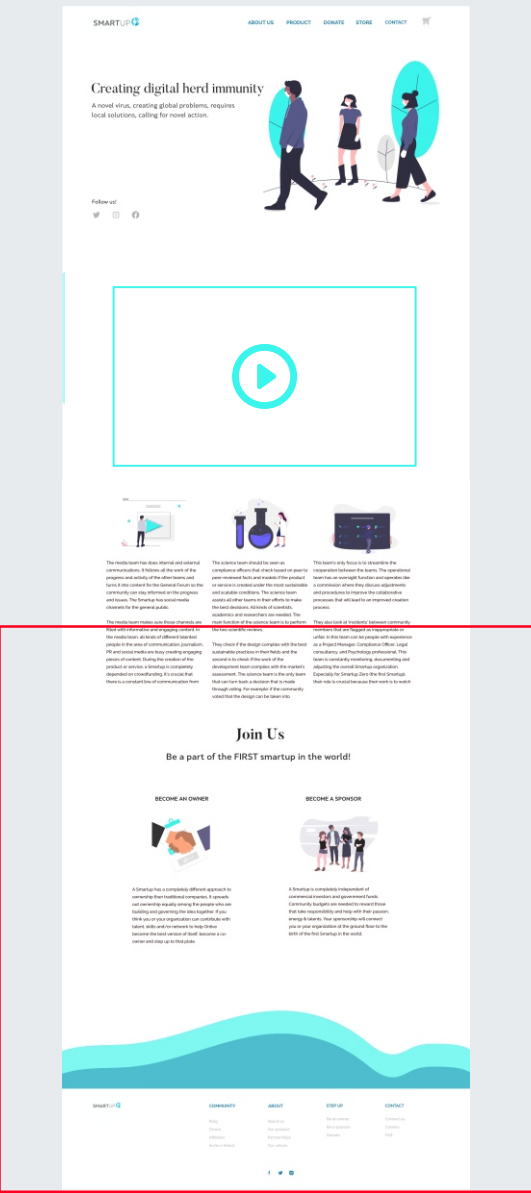
PAY WITH CARD

PAYPAL

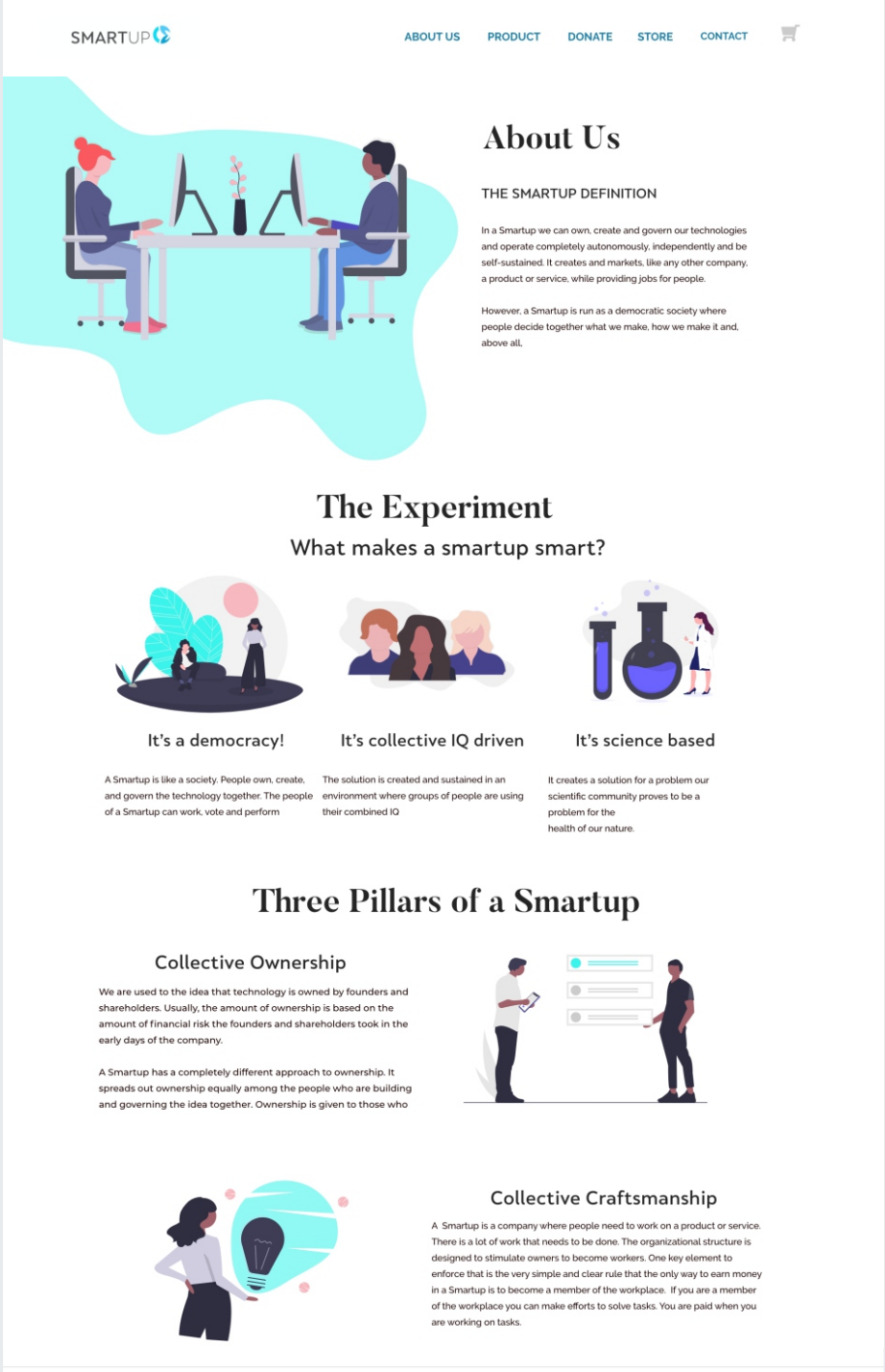
WIREFRAMES LANDING



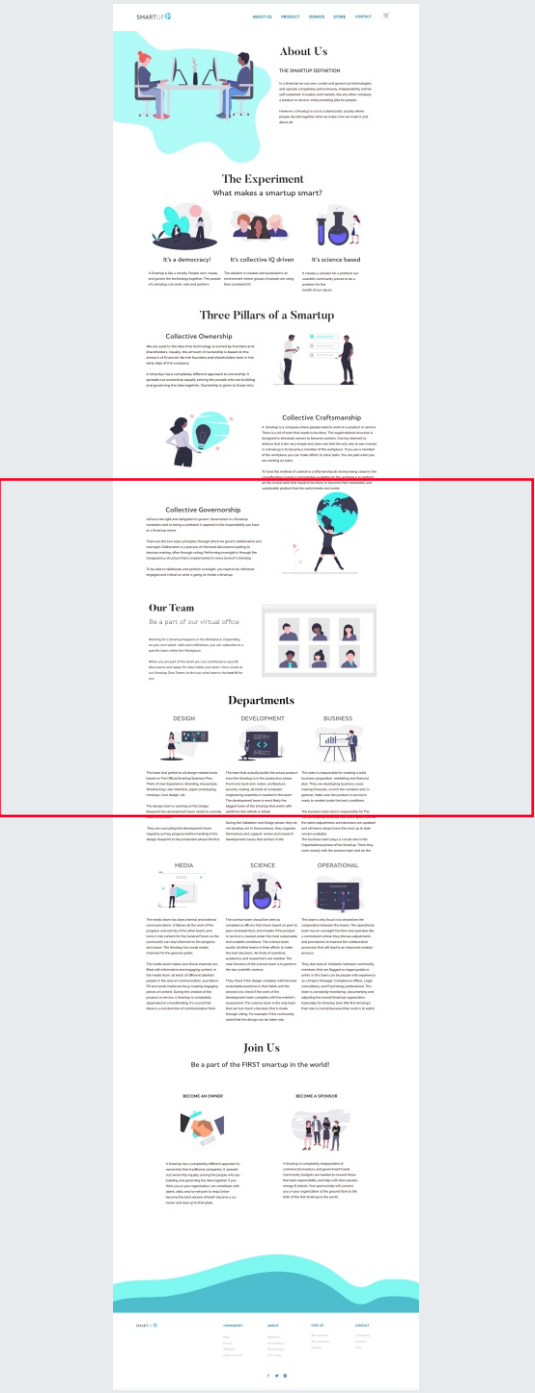
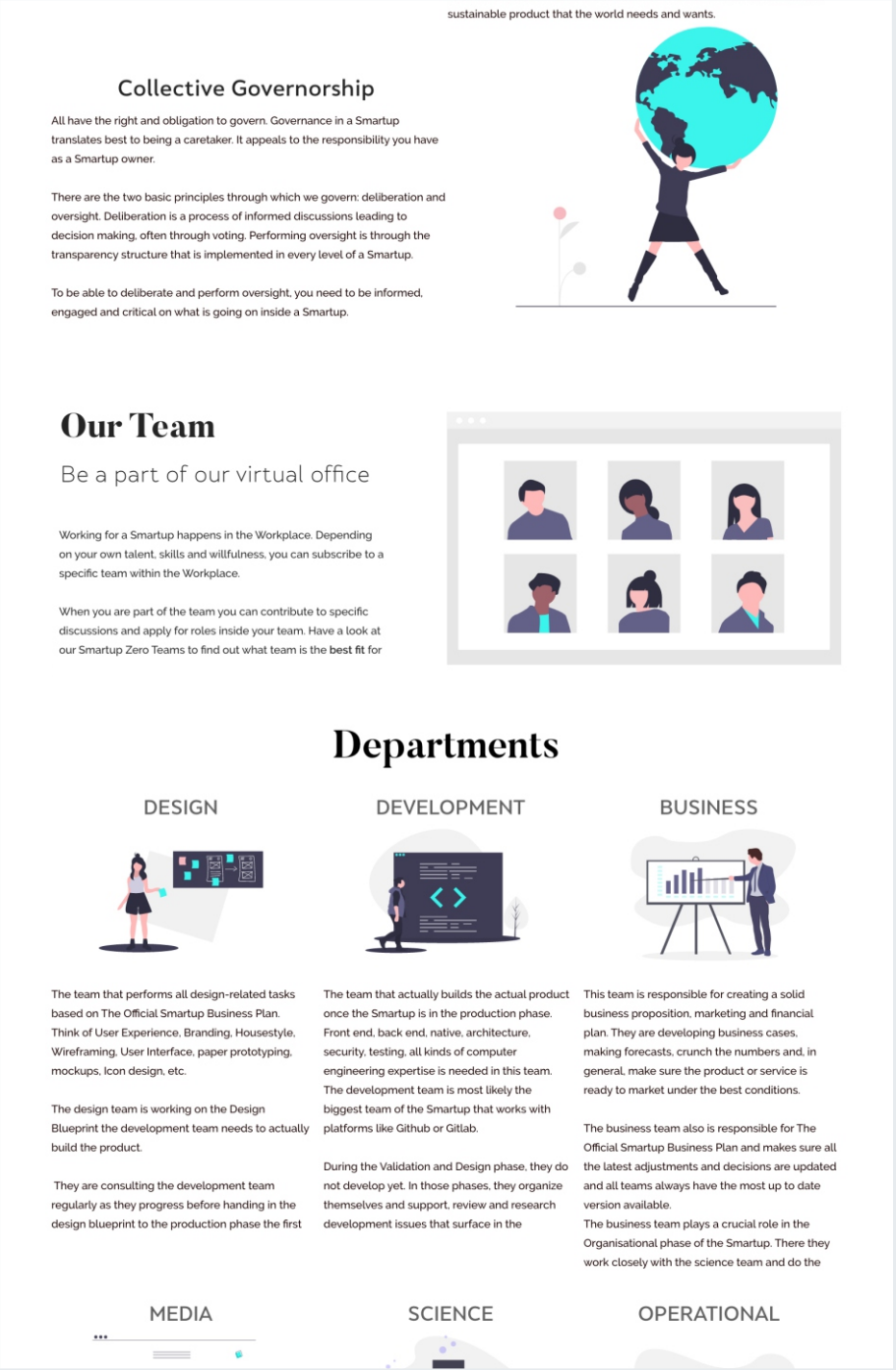
WIREFRAMES LANDING



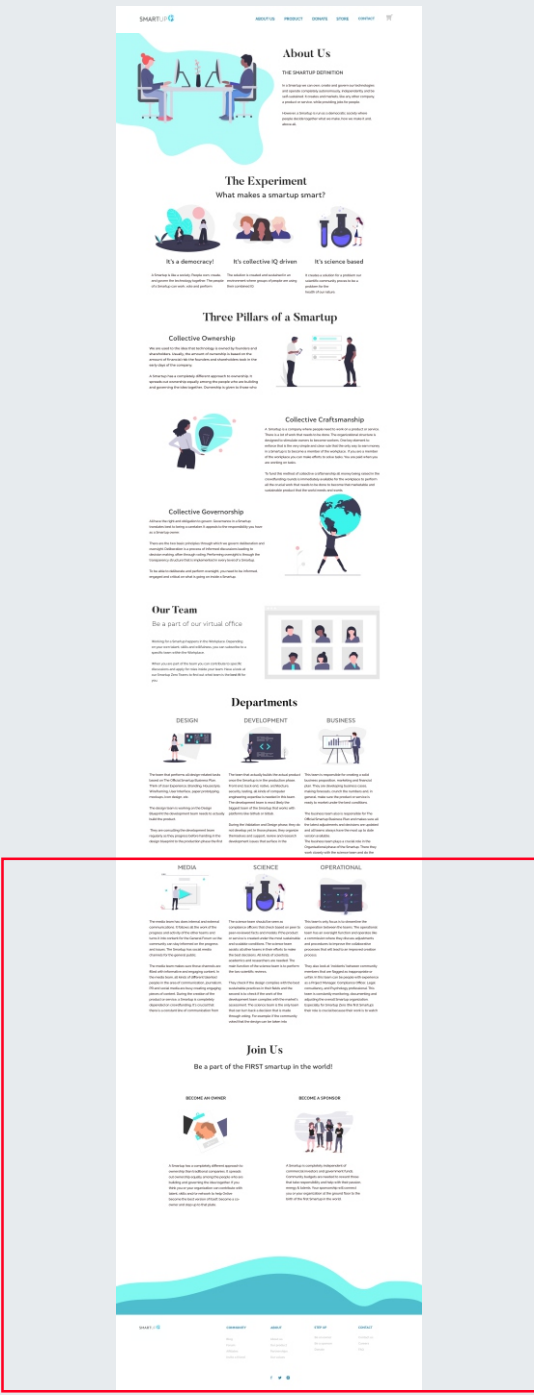
WIREFRAMES ABOUT US



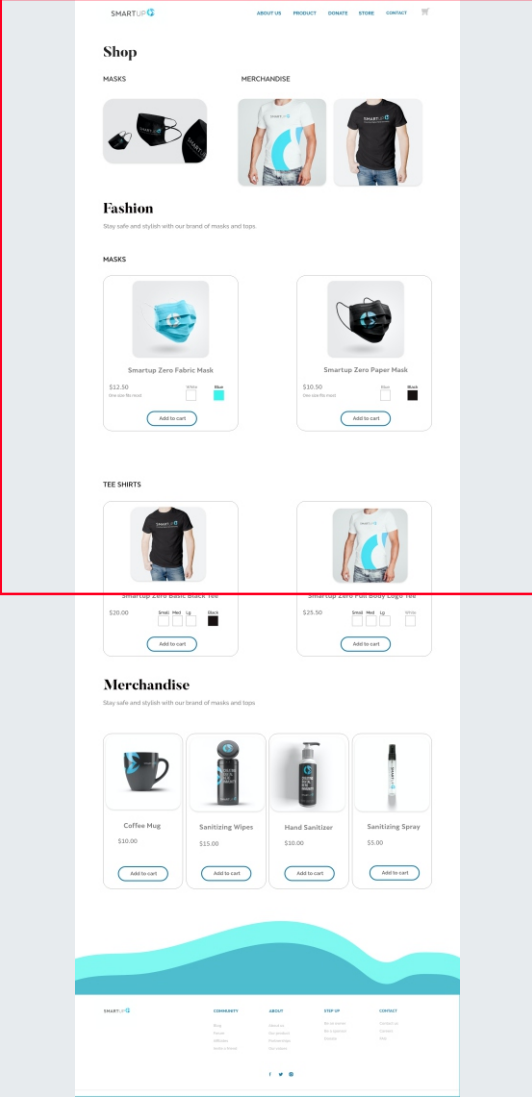
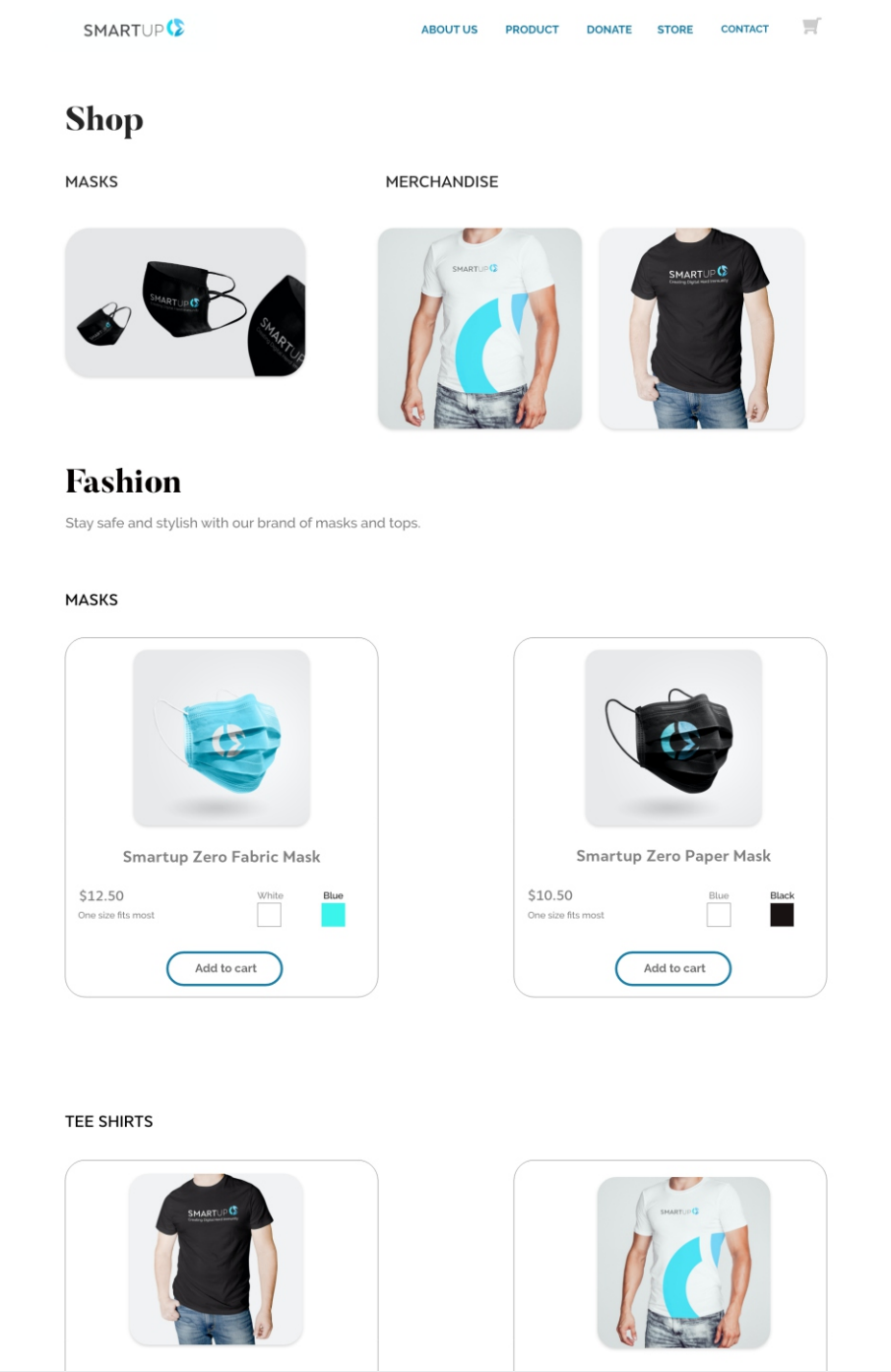
WIREFRAMES ABOUT US



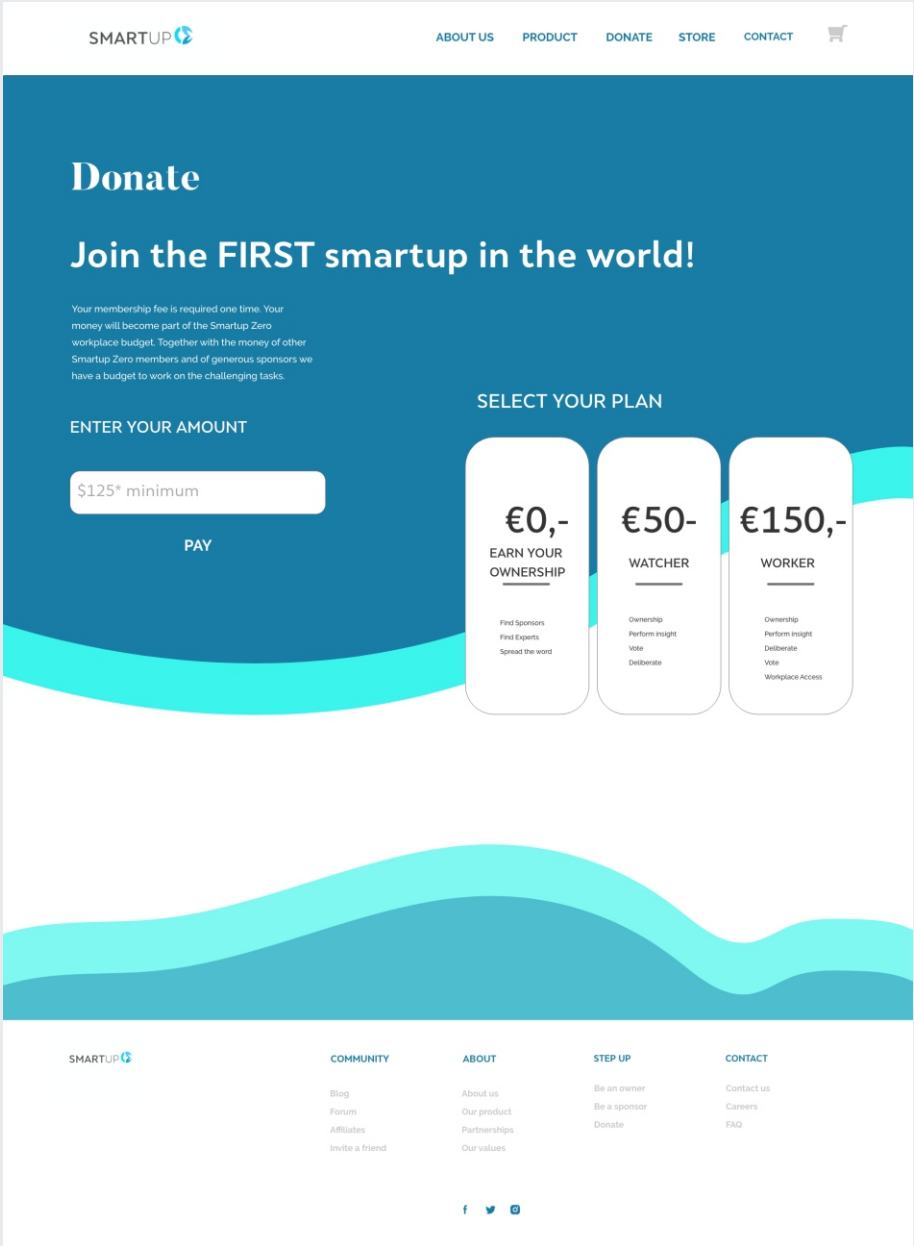
WIREFRAMES ABOUT US



WIREFRAMES STORE



WIREFRAMES DONATE



WIREFRAMES CART



Cart

YOUR ITEMS



SMARTUP MASK

\$10.99

TAX

.....56

SHIPPING

.....4.50

TOTAL

\$16.05

Your Information

Enter your shipping information

NAME

EMAIL

ADDRESS

CITY AND STATE

ZIP

SHIPPING

☒ SAME AS ABOVE

☐ DIFFERENT ADDRESS

Payment

Enter your payment information

CREDIT CARD

CARD HOLDER NAME

CARD NUMBER

EXP

AUGUST

▼

2021

▼

CVV CODE What's this?

Cart

YOUR ITEMS



SMARTUP MASK

\$10.99

TAX

.....56

SHIPPING

.....4.50

TOTAL

\$16.05

Your Information

Enter your shipping information

NAME

EMAIL

ADDRESS

CITY AND STATE

ZIP

SHIPPING

☒ SAME AS ABOVE

☐ DIFFERENT ADDRESS

Payment

Enter your payment information

CREDIT CARD

CARD HOLDER NAME

CARD NUMBER

EXP

AUGUST

▼

2021

▼

CVV CODE What's this?

PAY WITH CARD

USE PayPal

CHECK OUT NOW

WIREFRAMES CONTACT US



SMARTUP

ABOUT USPRODUCTDONATESTORECONTACT

CONTACT US

Drop a message!

Full name *

Email *

Phone number *

Subject *

Message *

SUBMIT



SMARTUP

ABOUT USPRODUCTDONATESTORECONTACT

CONTACT US

Drop a message!

Full name *

Email *

Phone number *

Subject *

Message *

SUBMIT



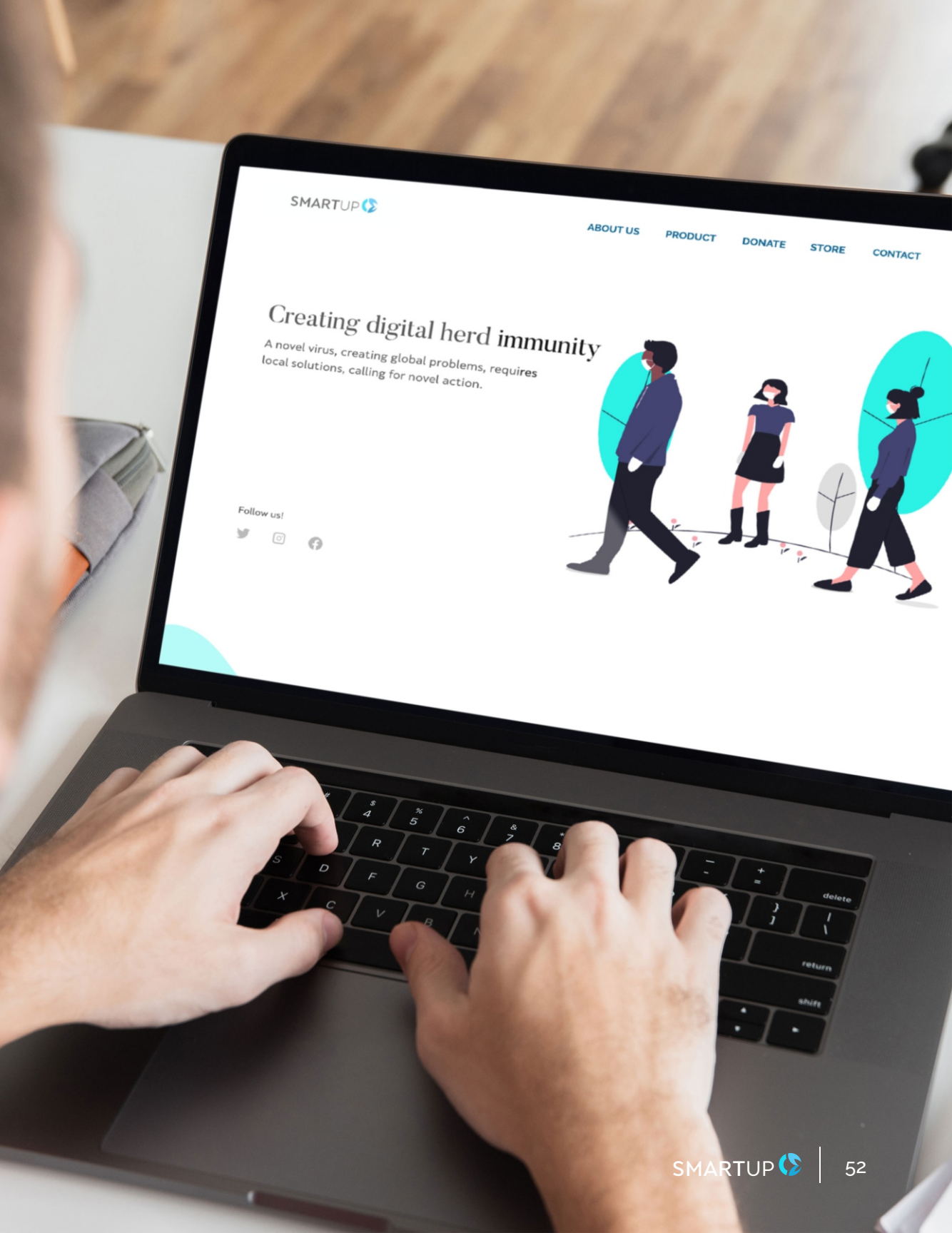
Prototypes

PROTOTYPES

Prototype 1



Prototype 2



Resources

Graphic Elements

Typography.com

<https://cloud.typography.com>

Fonts.com

<https://fast.fonts.net>

Google Fonts

<https://fonts.googleapis.com>

Typekit

<https://use.typekit.net>

Font Awesome

<https://use.fontawesome.com>

Research

Persona Guidelines

<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

Salary Data

<https://careertrend.com/national-average-salary-of-a-bar-owner-13653472.html>

Google Form Survey

https://docs.google.com/forms/d/18I_SXQ3gsXOlrBADzkTFfOmZUDEqoN-_XbvV_S6QMZR0/edit

Startup Zero Manifesto

<https://corporate-rebels.com/412/>

Wikipedia

<https://en.wikipedia.org/wiki/OnLive#:~:text=OnLive%20was%20a%20Mountain%20View,provider%20of%20cloud%20virtualization%20technologies.&text=The%20service%20was%20available%20through,as%20the%20OnLive%20Game%20System.>

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