LINK NFT marketplace *05, 2023*

DONG Personal Brand *01, 2023*

Greembox Vegetable planting *04, 2022*

LINK

Mobile APP & Brand Presentation

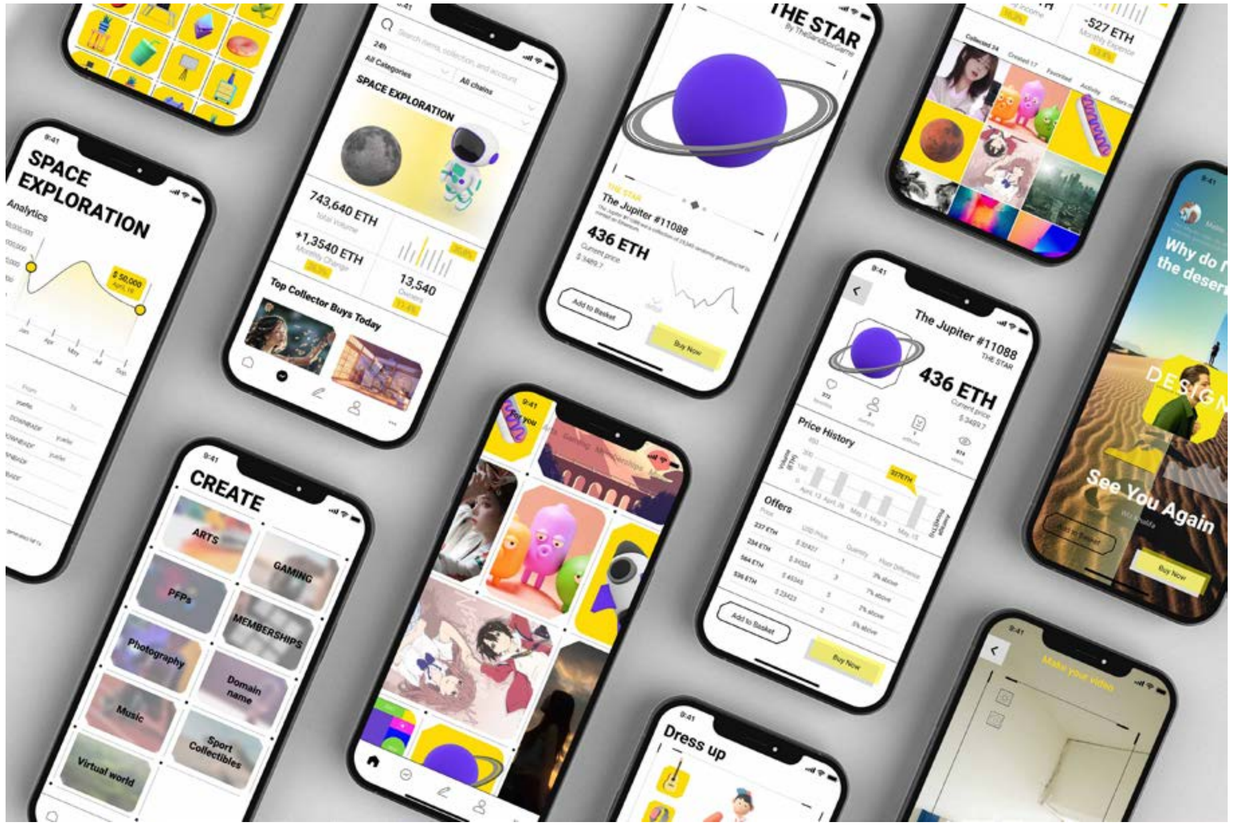
Xudong Wu
FGRD6003
Final Major Project
University of the Creative Arts
Farnham, Surry

PROJECT BRIEF

Final major project is my graduation project. This is a big project with two parts. The first is to design an app. Then do a brand design based on the APP design concept.

The name of this APP is LINK. It is a large platform based on NFT. People can create NFTs, sell NFTs and buy NFTs. When the metaverse community has formed a certain scale, people can dress themselves up with the NFT products they bought. And enter the metaverse in this image. Eventually it will achieve the purpose of connecting virtual and reality.

Because of the epidemic blockade in recent years, the economic crisis and the war between Russia and Ukraine. More and more people have the option to work from home. People need to be connected through the Internet. When playing with mobile phones and computers is no longer entertainment but part of work, the era of metaverse has arrived.



TARGET AUDIENCE ANALYSIS

User analysis

Martina

Marketing Manager

Pain

- Don’t understand the NFT market
- Do not know the exchange rate of the virtual currency
- Unaware of price fluctuations of digital assets
- Fields of application without digital assets
- Will not create their own digital assets

Needs

- An authoritative NFT trading market
- Real-time understanding of the price movement of virtual currencies in the market
- Learn about trade information for digital collectibles
- Need a product to connect NFT and Metaverse
- Simple and convenient way to create your own digital assets

Empathy mapping

Says	I like to surf the internet	Why can’t use the same account in all the major platforms	**Thinks**
Has the price of Bitcoin dropped?	Where did you buy your NFT?	I need a virtual avatar	Can I buy NFT for financial management?
Play mobile phone after get off work	Do online work	Can the Metaverse Come?	In the online world I can be more free
Dose	Use Instagram to post stories during the holidays	I kind of like virtual dress up	**Feels**

FUNCTION MAP

Function map and User Flow is a unique process for designing mobile APP. They include interaction design and user experience design. Through these surveys, designers can correctly sort out the functions and interaction process of this APP.

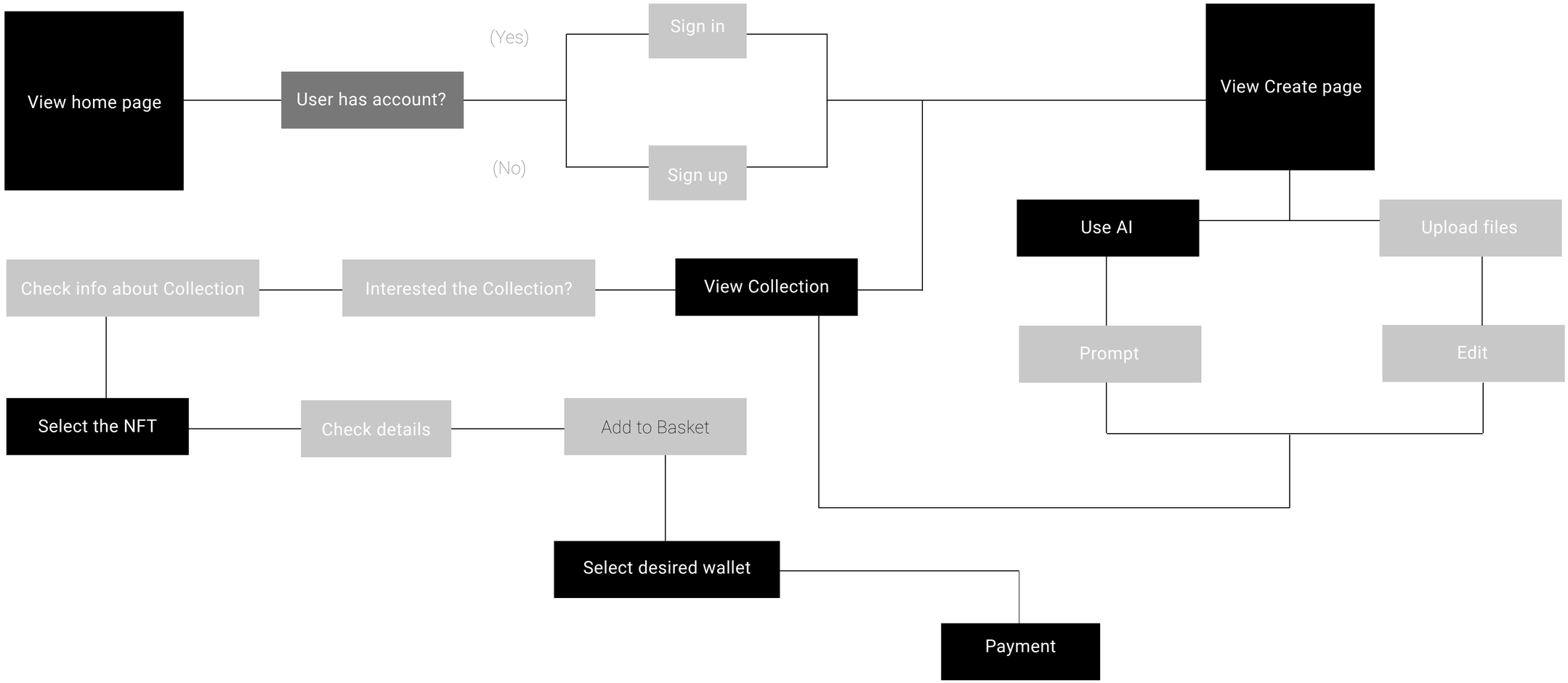
I plan to divide this project into five functions. Each function solves a part of the problem. The whole process together constitutes the basic framework of the metaverse I envision. The entire industrial closed loop can be completed by purchasing, making, financing and linking to other markets. People have a reason to continue to be active here. This ecological model is formed.

	Home	Discover	Create	Profile	More
MVP	Layout	Top and trend	Choose a type	Collected	IP
	Product details	Search	Upload files	Created	Dress up
	Add to Basket	Fitler	Properties	Income	Link
Backlog	Connect your Wallet	Sort	External link	Expenditure	VR
	Payment	Floor Difference	AI tools	Expenditure	
		Price History	Create		

USER FLOW

I divided the User Flow into two beginnings. The first must start from the home page. Users start by logging into their account. Then start browsing various collections. When users find the NFT is interested in, he or she can add this item to the basket. Finally users need to add their wallet and complete the payment.

Another start is from create page. Users can directly create. They can directly use its own files to generate NFT. They can also use AI tools to assist in generating NFT. Finally, upload item to the store or your own warehouse.



COLOUR PALETTE

Primary Colours

HEX	000000	HEX	323232	HEX	64,64,64	HEX	969696	HEX	C8C8C8	HEX	FCD900	HEX	FFF500	HEX	FFFA80
RGB	0,0,0	RGB	50,50,50	RGB	100,100,100	RGB	150,150,150	RGB	200,200,200	RGB	252,217,0	RGB	255,245,0	RGB	255,250,128
CMYK	91,79,62,97	CMYK	69,60,56,66	CMYK	56,46,45,34	CMYK	42,33,33,12	CMYK	25,28,19,1	CMYK	3,11,93,0	CMYK	7,0,88,0	CMYK	6,0,59,0

Secondary Colours

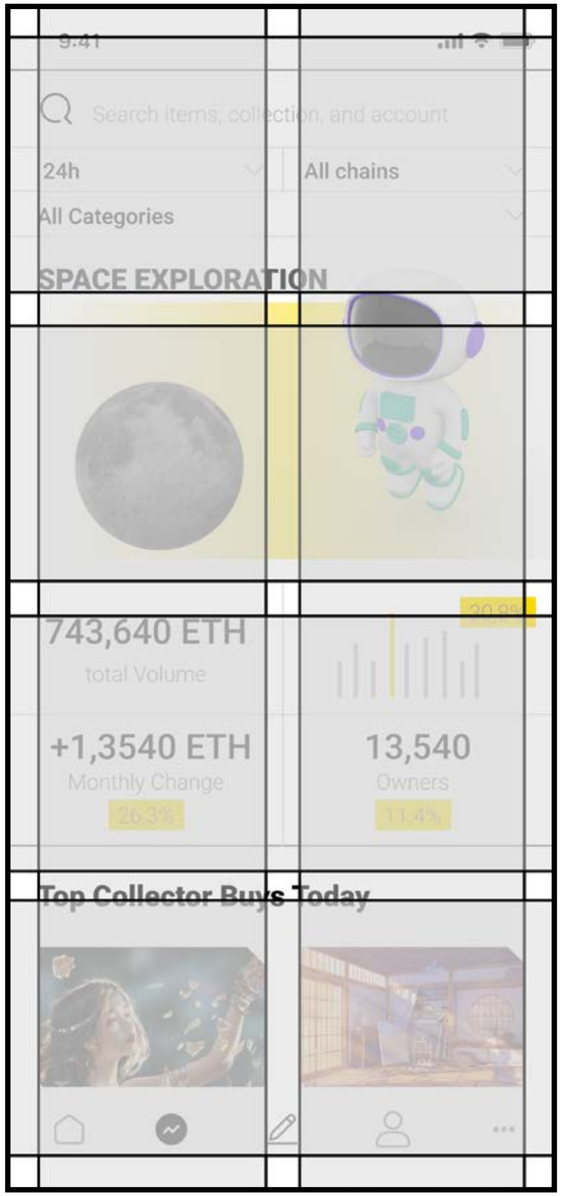
TYPOGRAPHIC PALETTE

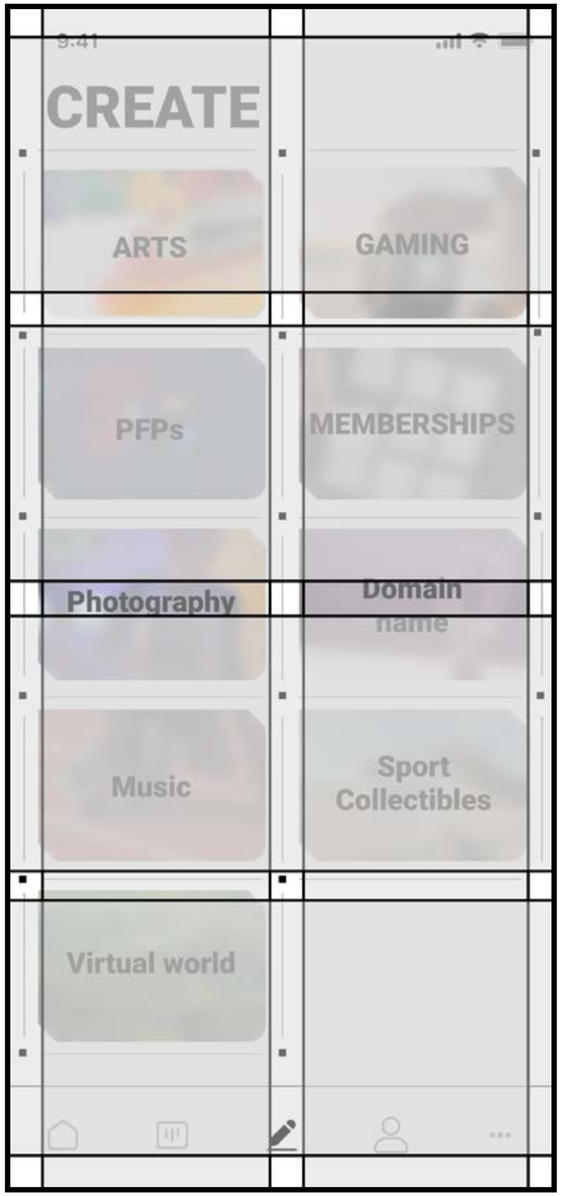
Minion Pro	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Robot Black	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**	**abcdefghijklmnopqrstuvwxyz**	**0123456789**
Robot Black	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**	**abcdefghijklmnopqrstuvwxyz**	**0123456789**
Robot Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**	**abcdefghijklmnopqrstuvwxyz**	**0123456789**
Robot Medium	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**	**abcdefghijklmnopqrstuvwxyz**	**0123456789**
Robot Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Robot Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Robot Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789

GRID SYSTEM

Grid systems are very important to design. Grids fix the basic framework of content. Even complex content will be organized in an orderly manner under the grid structure.

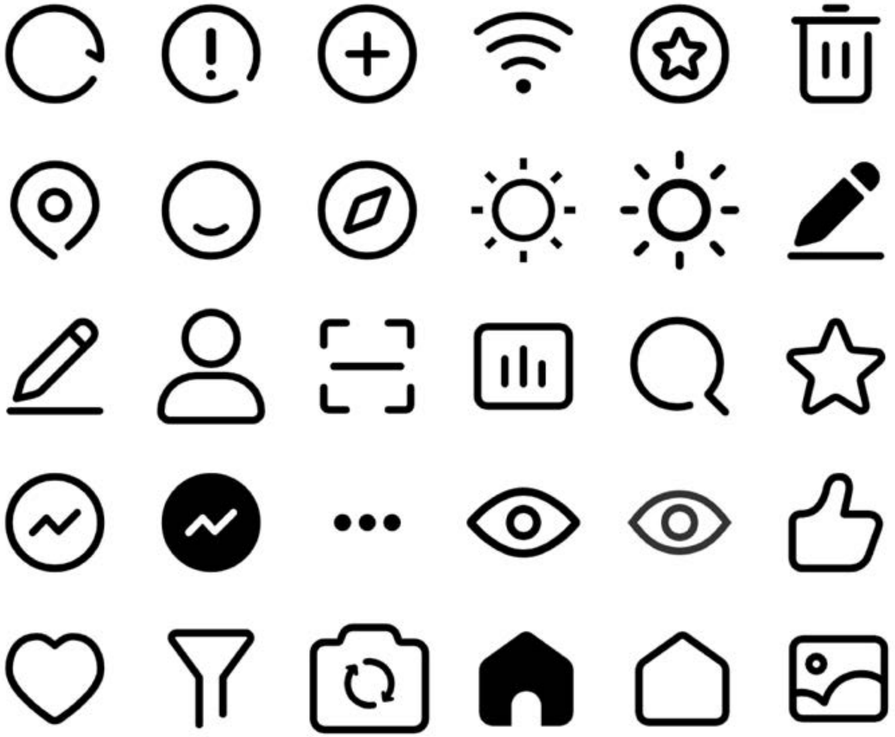
I divided 2 columns and 4 rows on one page. There is still 20px margin. This way the whole content is very harmonious.





DESIGN SYSTEM

UI SYSTEM



3D COMPONENT SYSTEM

MOBILE APP

Combine video and pictures.

Home page is one of the most important sections. First of all, I borrowed from Amazon's card design. This is what every e-commerce app will do. Second, I learned the video mode of Instagram. I wish to combine the two. When it comes to pictures, it is static. When encountering a video, users click to go directly to the video. Both videos and pictures are part of NFT. Therefore, a unified recommendation here is reasonable.

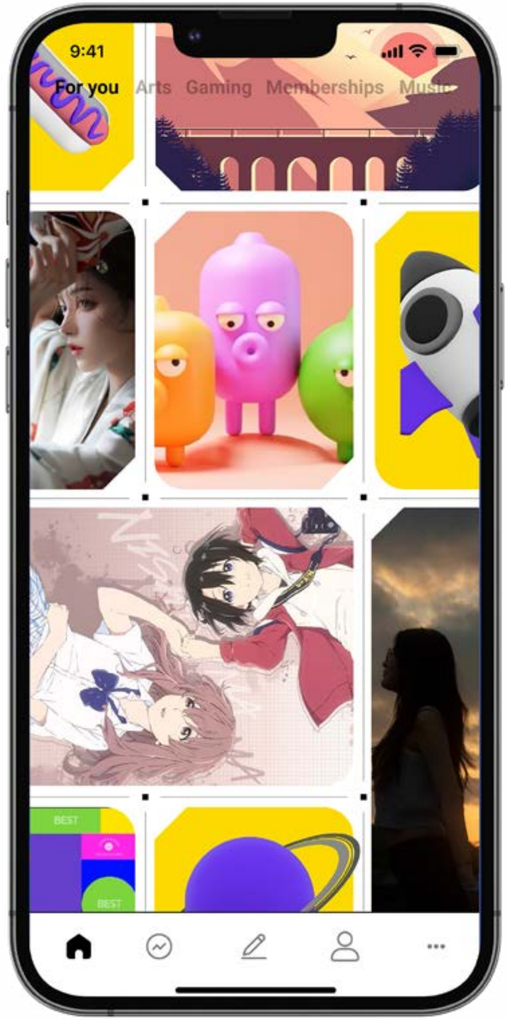
Breaking down identical units and creating a sense of the unknown.

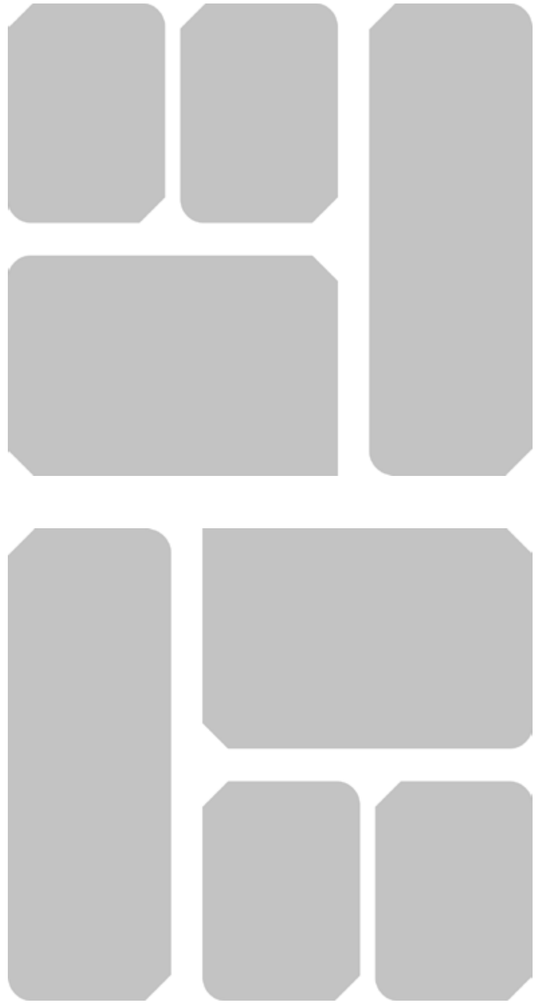
I also designed a hidden grid. When we browse to a picture, the APP will appear in the form of a single small card. When a long picture or video with a horizontal frame appears, two cards will be merged horizontally. When encountering a vertical video shot by a mobile phone, the two cards will be merged downward.

Break the boundaries of mobile screens.

In the end, I want to treat the entire Internet as a map. Users can not only scroll up and down the page like the original short. And can move left and right. In this way, the sense of boundary of the mobile phone screen can be broken. I actually want the user to feel lost in the real world. Once they're in, they don't want to go out.

Home page





MOBILE APP

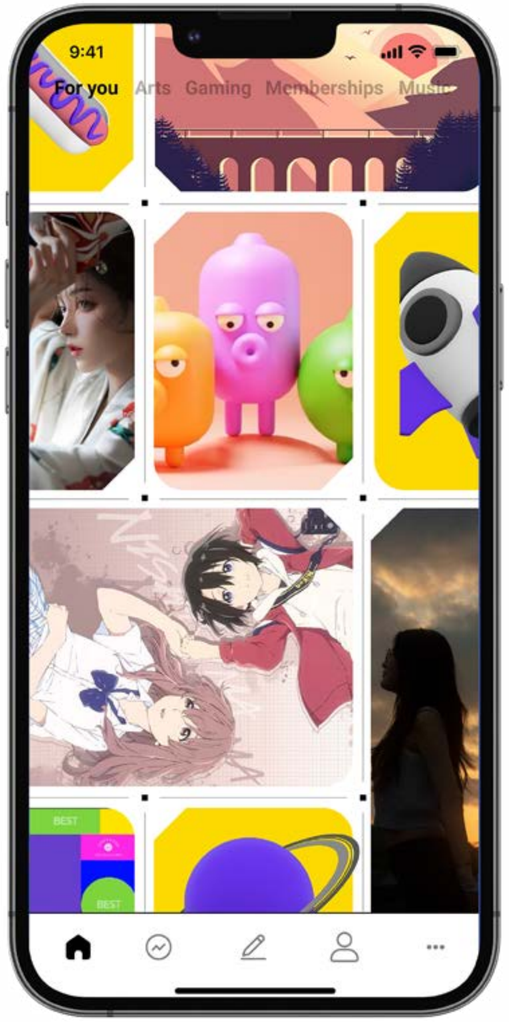
Shopping page

I think a lot about the shopping page. First of all, I removed all the complicated product information. Keep the screen simple to create a refreshing feeling. Then I added wireframes to make the design more technical. Then use the property that the 3D model has no fixed boundary to break the boundary. In the end I took out the line segments of the line chart and discarded the entire table. Doing so accentuates the feeling of breaking boundaries.

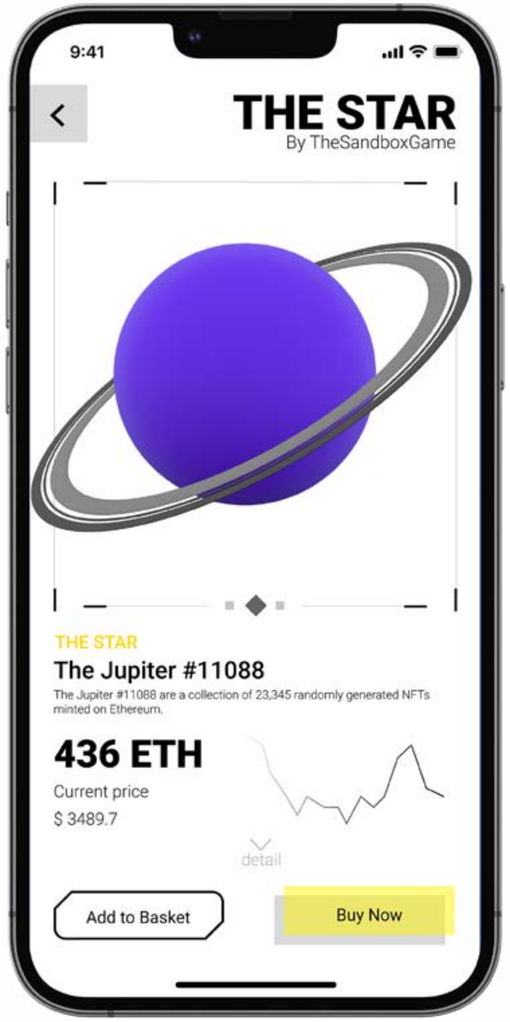
Detail page

The workflow is from the homepage to the shopping page. The last part is the details page. NFT transactions have a lot of information. Here I have carefully selected several items of information and made two tables. In this way, even beginners can understand the price fluctuations of NFT products.

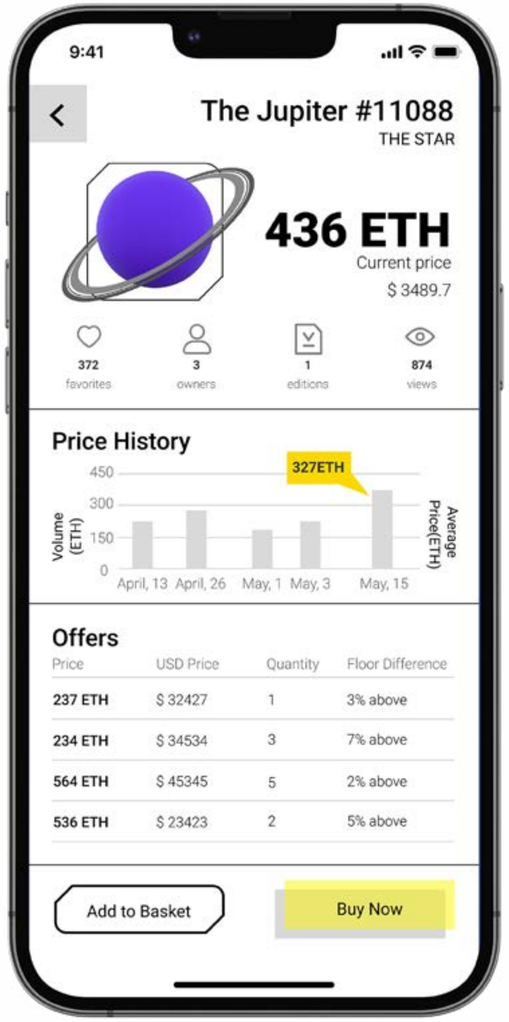
Home page



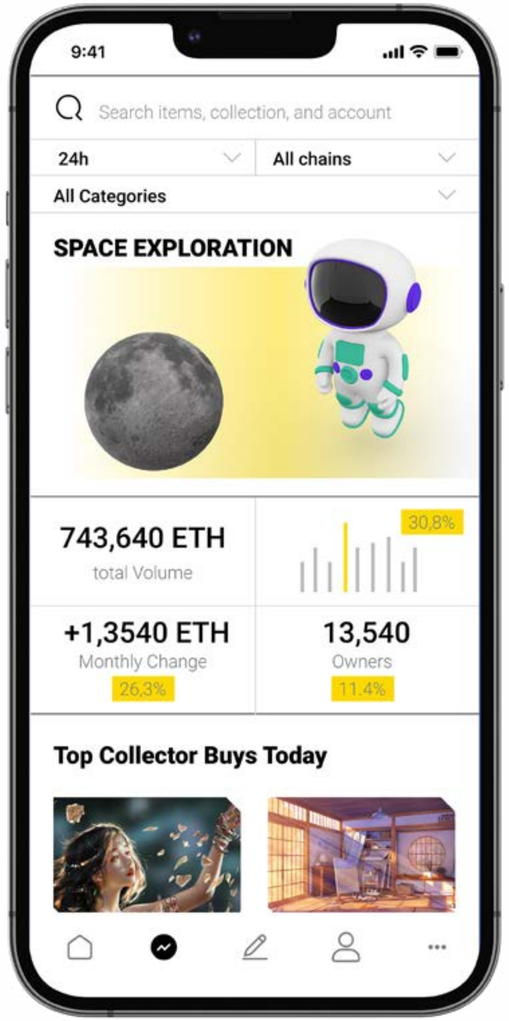
Shopping page



Detail page

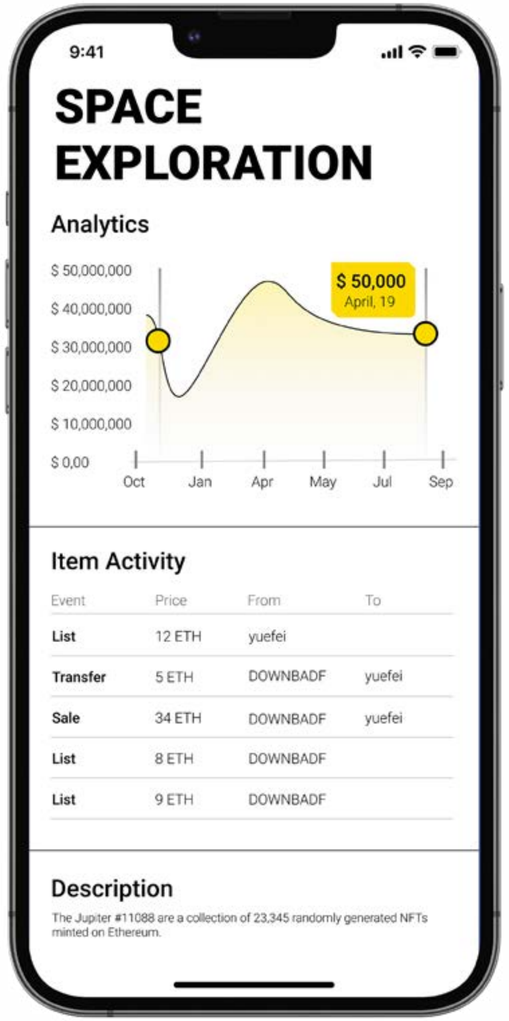


MOBILE APP



Discover page

The Discover page is for users to explore. So I put filter in the top area. People can choose what they want instead of passively accepting it like a homepage. The middle area puts the most popular NFT producers at present. When users swipe down, they will see more popular products.



Date page

Date page shows the transaction amount of this company or individual. The lower part also shows the goods that are being auctioned or other activities.

MOBILE APP

Create page

Create page is a tool page. I encourage people to create NFTs directly from their phones. When more and more high-quality content enters the metaverse, the metaverse will be established.

Photo page

Photo pages are the tools people use to create pictures. I hope there are functions such as filters and emoticons in it. And direct conversion to video or live broadcast is allowed.

Video page

Now AI-generated video technology has emerged. But not yet. So what I designed on the Video page is the screen for editing videos. There has to be background music here. Music is also integrated as a kind of NFT.

Create page

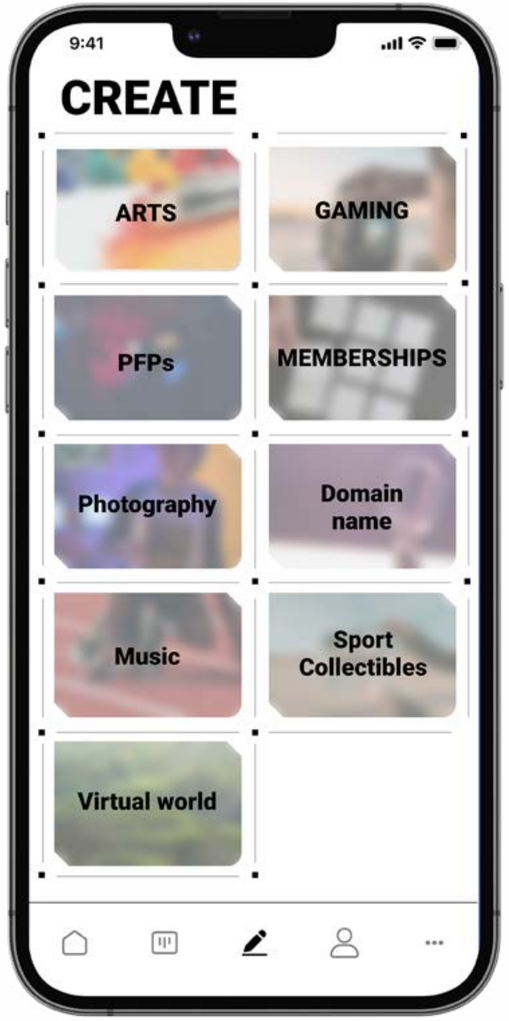
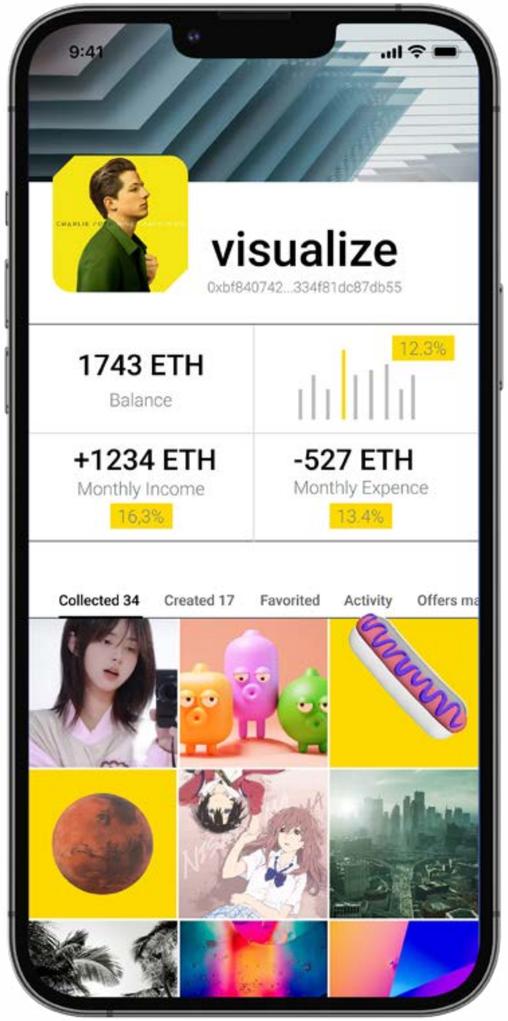


Photo page

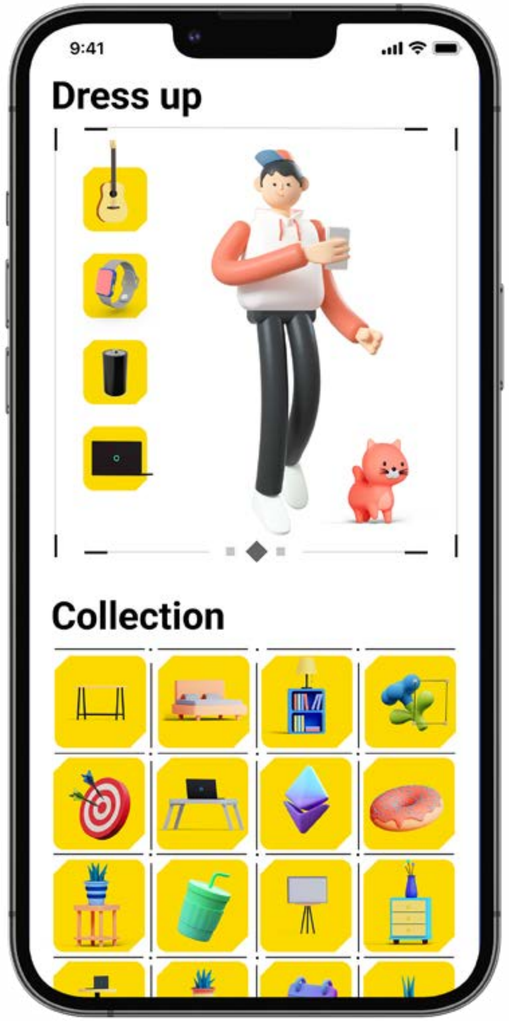
Video page

MOBILE APP



Profile page

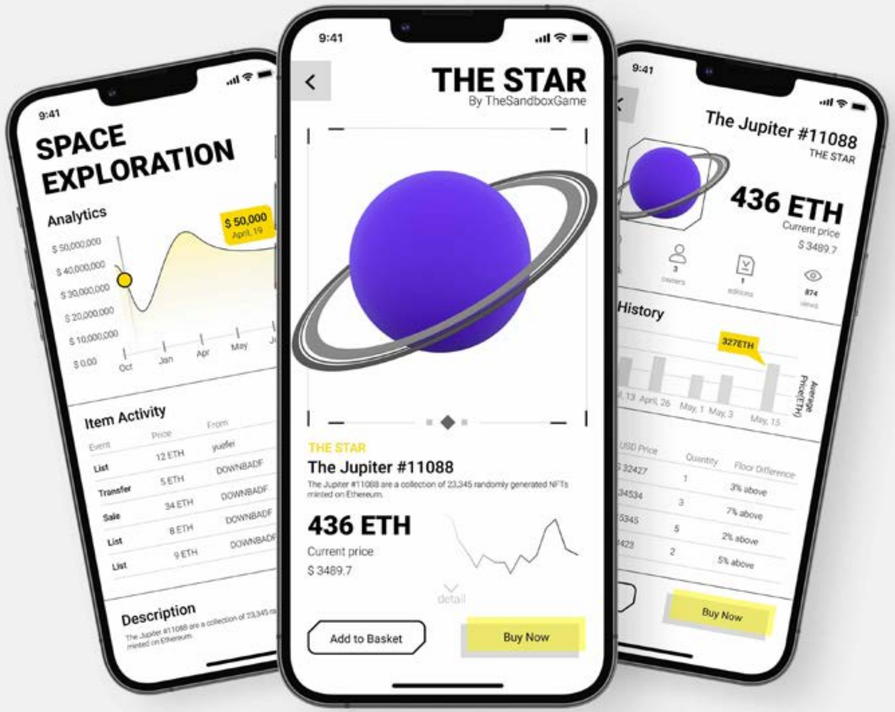
On this page, you can visually see your personal assets. When you become a creator or seller, you may generate income. When you buy some product you spend your money. The final balance will be presented directly. This is quite convenient. In the warehouse below, you can also intuitively see the collections you have purchased and the works you have created.

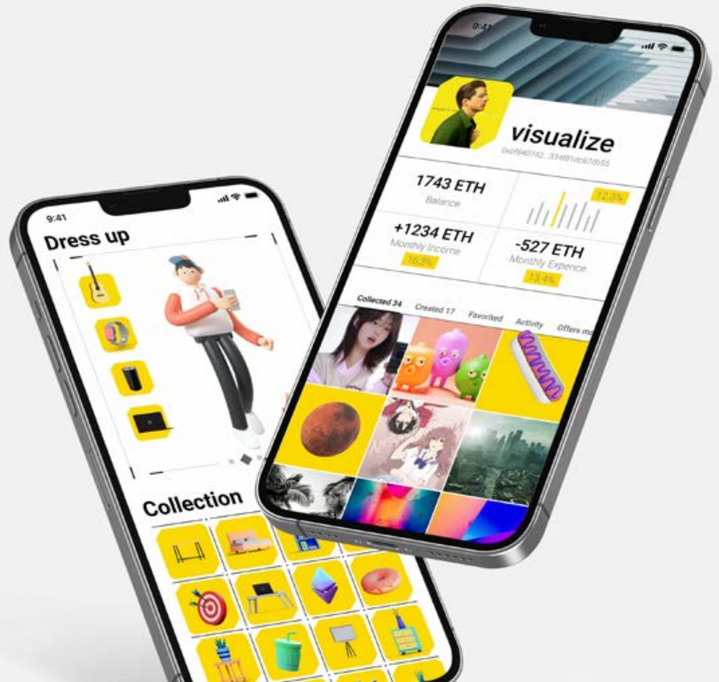


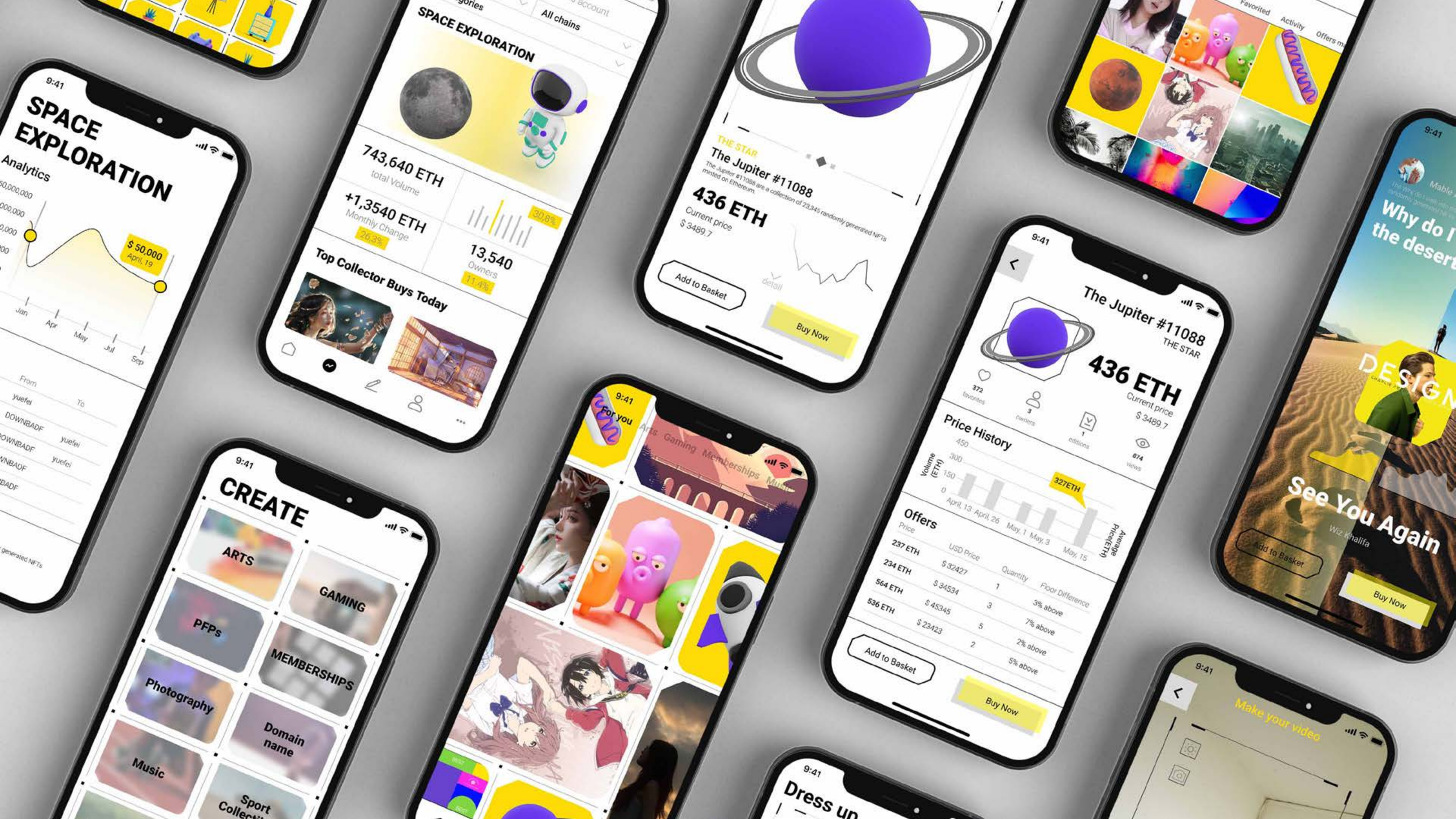
Show page

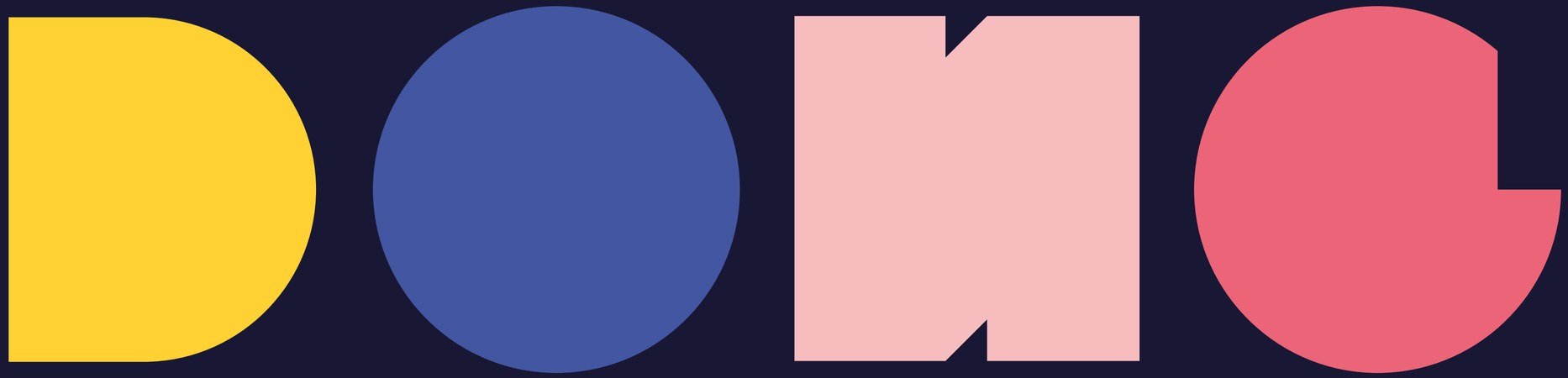
Show page is the last page. Because it doesn't have to be. The metaverse is still in its infancy. These dress-up games are more attractive to young people. Especially when your NFT collection can be worn on your body. You can create your own metaverse character at will. So it is more interesting to join the Metaverse community.

The Jupiter #11088
THE STAR
436 ETH
Current price
$ 3489.7
Price History
Offers
Add to Basket
Buy Now
Item Activity
Description
SPACE EXPLORATION
All chains
All Categories
743,640 ETH
+1,3540 ETH
13,540
Top Collector Buys Today
Why do I walk into the desert alone
CREATE
GAMING
ARTS
MEMBERSHIPS
PFPs
Domain name


SPACE EXPLORATION
Analytics
$ 50,000
Item Activity
Description
THE STAR
By TheSandboxGame
THE STAR
The Jupiter #11088
436 ETH
Current price
$ 3489.7
Add to Basket
Buy Now
The Jupiter #11088
THE STAR
436 ETH
Current price
$ 3489.7
History
Buy Now


Dress up
Collection
visualize
1743 ETH
Balance
+1234 ETH
Monthly Income
-527 ETH
Monthly Expence

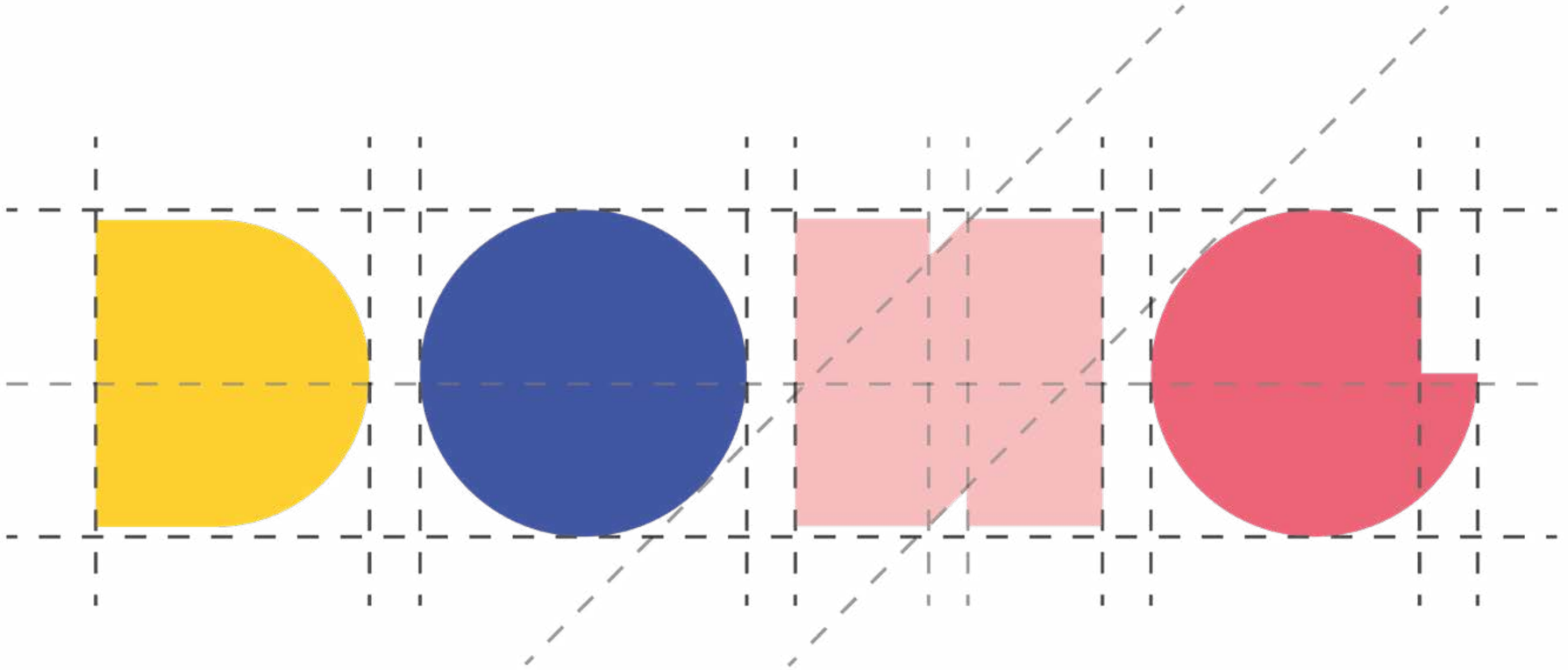

9:41
SPACE EXPLORATION
Analytics
$ 50,000
April, 19
Jan
Apr
May
Jul
Sep
From
To
yuefei
DOWNBADF
SPACE EXPLORATION
All chains
743,640 ETH
total Volume
+1,3540 ETH
Monthly Change
26,3%
30,6%
13,540
Owners
11,4%
Top Collector Buys Today
THE STAR
The Jupiter #11088
436 ETH
Current price
$ 3489.7
Add to Basket
Buy Now
Favorited
Activity
9:41
CREATE
ARTS
GAMING
PFPs
MEMBERSHIPS
Photography
Domain name
Music
Sport
9:41
For you
Arts
Gaming
Memberships
9:41
The Jupiter #11088
THE STAR
436 ETH
Current price
$ 3489.7
372
favorites
3
owners
1
editions
874
views
Price History
Volume (ETH)
327ETH
April, 13
April, 26
May, 1
May, 3
May, 15
Offers
Price
USD Price
Quantity
Floor Difference
237 ETH
$ 32427
1
3% above
234 ETH
$ 34534
3
7% above
564 ETH
$ 45345
5
2% above
536 ETH
$ 23423
2
5% above
Add to Basket
Buy Now
9:41
Why do I
the desert
DESIGN
See You Again
Wiz Khalifa
Add to Basket
Buy Now
9:41
Make your video
9:41
Dress up



Personal brand
Xudong Wu

Logo Design

This is the logo I finally designed. I gave up the idea of integrating Chinese fonts. Choose to keep the geometry pure. Visually, a square has a larger area than a circle. So I made minor adjustments and improvements to the size of the graphics. Eventually formed my current logo.



Colour Palette

I chose several bright colors including contrasting and adjacent colors. The reason for choosing them is that I want to exercise my understanding of color. I want to use color more skillfully.

Xudong Wu
Personal brand
17

R: 225
G: 209
B: 50

C: 0
M: 18
Y: 84
K: 0

R: 225
G: 209
B: 50

C: 0
M: 18
Y: 84
K: 0

R: 225
G: 209
B: 50

C: 0
M: 18
Y: 84
K: 0

R: 225
G: 209
B: 50

C: 0
M: 18
Y: 84
K: 0

Typographic Palette

Futura XBlk BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura BT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura BT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura BT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura is a very attractive font. Its design is full of geometric shapes and very sharp edges. It is very similar to my logo design. So I use Futura font which can be well unified with my design. Also, the Futura font family is very rich. There are also many types that I can use.

Futura XBlk BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura BT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

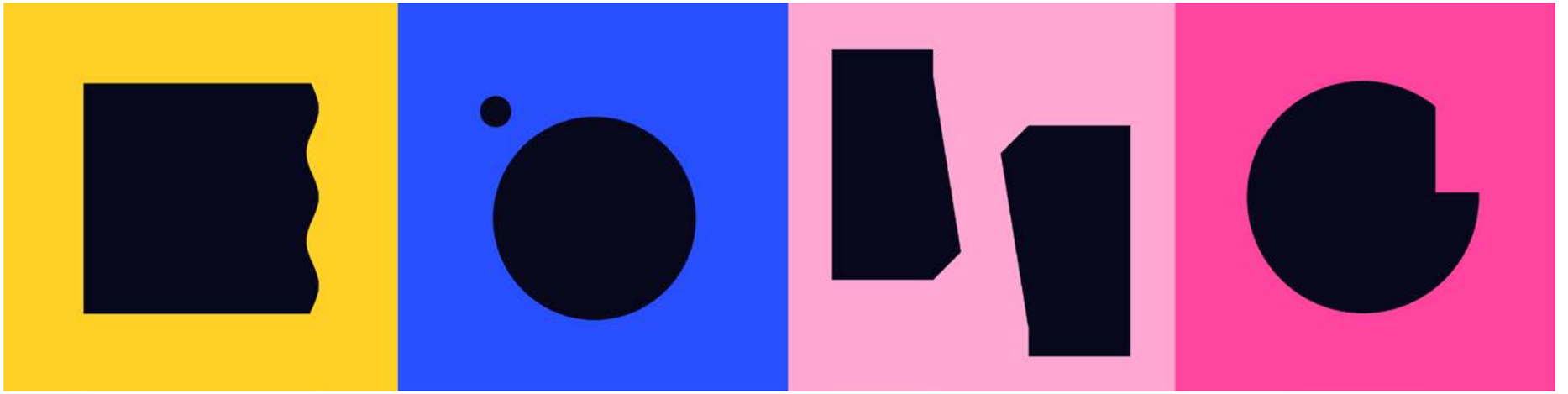
Futura BT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura BT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Key visual and motion graphic



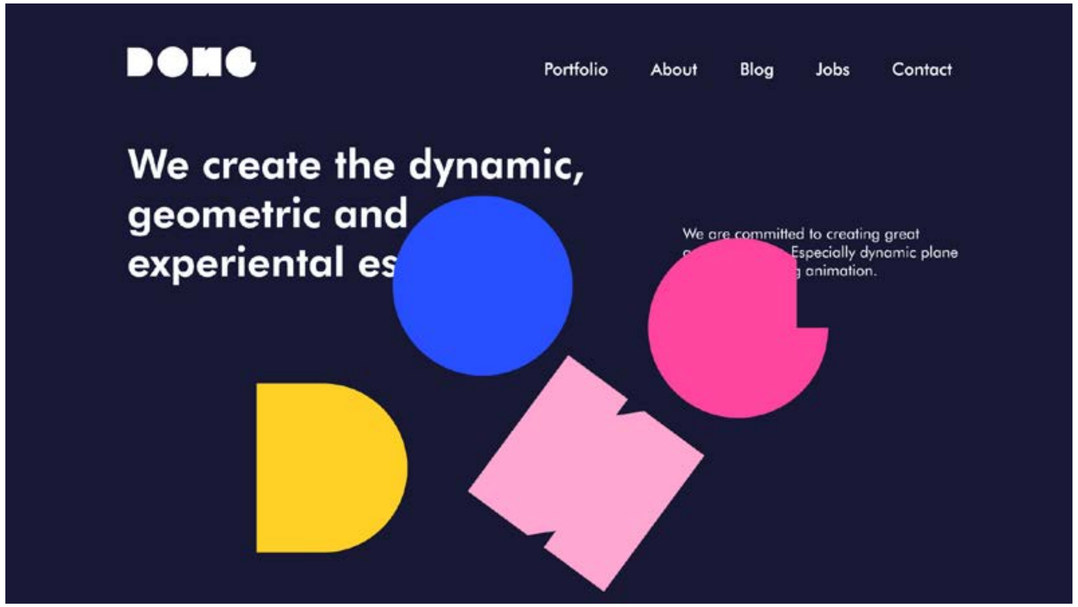
My key visual element is a combination of circles and squares. They are all design elements in the logo. And I will apply these elements to everything related to brand design.

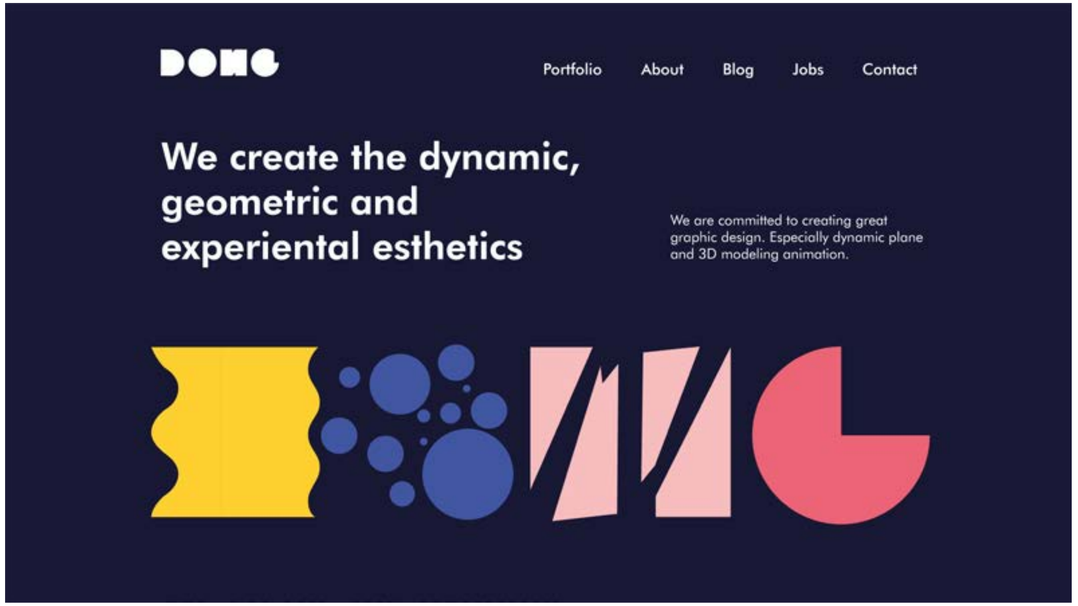
Xudong Wu
Personal brand

Web and digital

This is a screenshot of the homepage of the website. Because my website homepage is a dynamic picture. And to highlight my basic elements and logo letters, I made them move in different forms. This animation is very slow because user need to read the information on the website.So the animation can't be too dazzling.

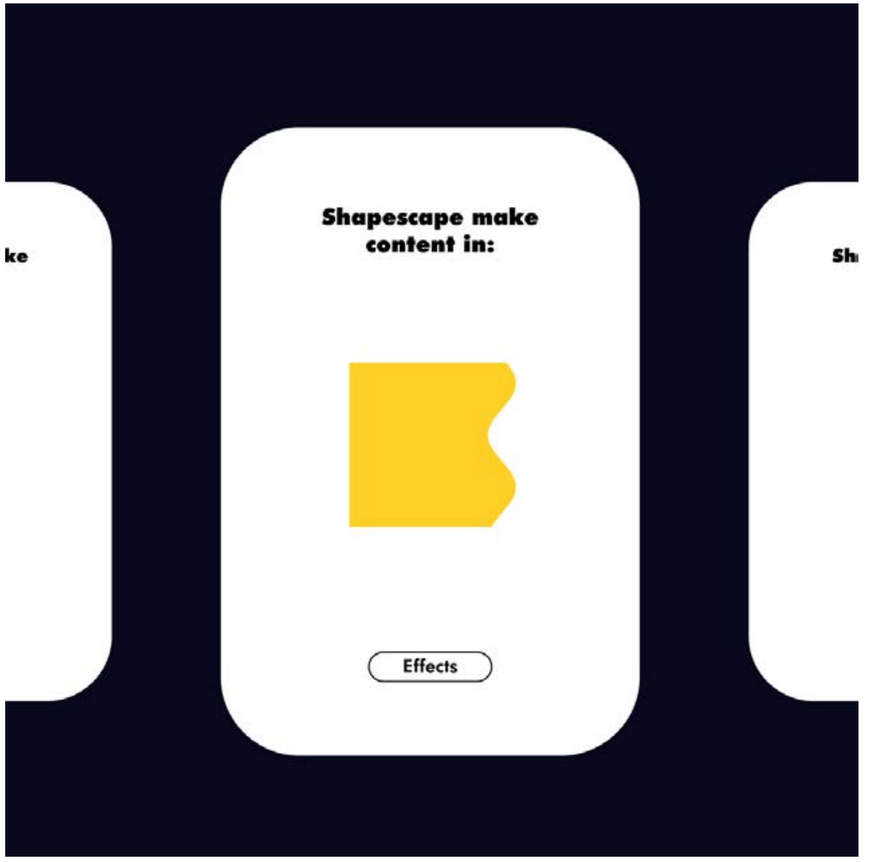
This is a landing animation. It is the logo that falls from the sky while the user is sliding. This allows the website to interact with users. Animations can add to the user experience.

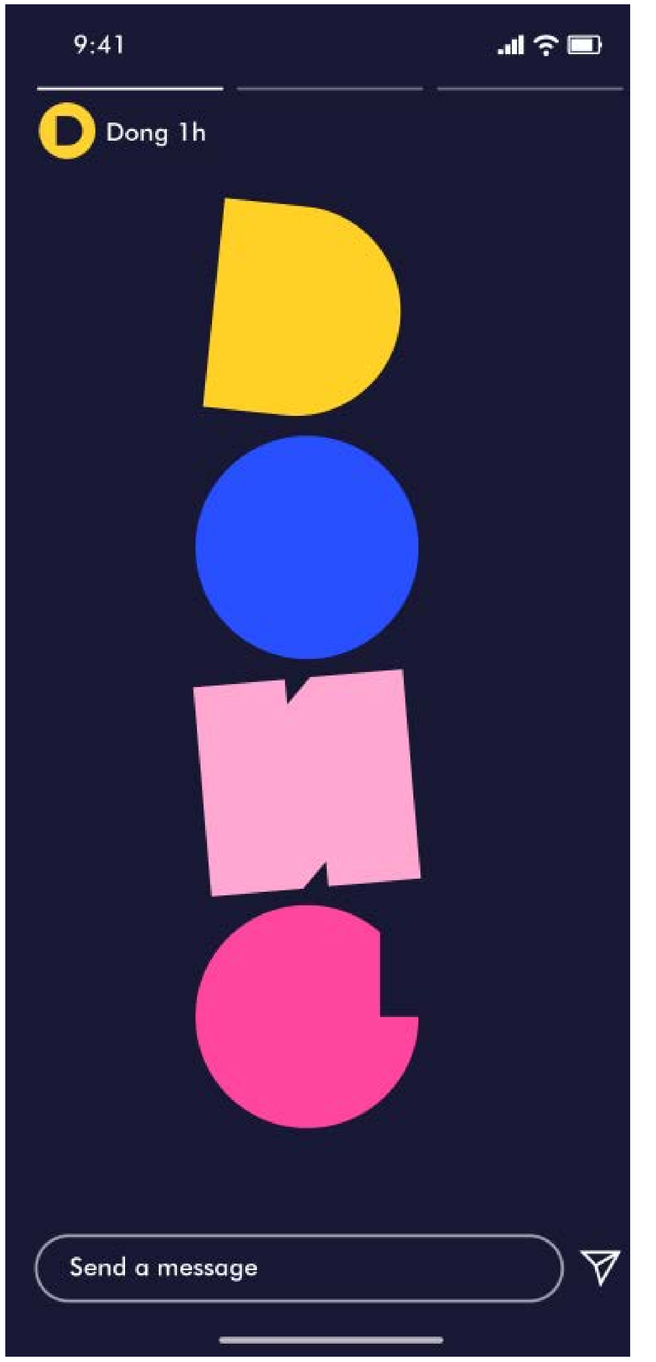




Web and digital

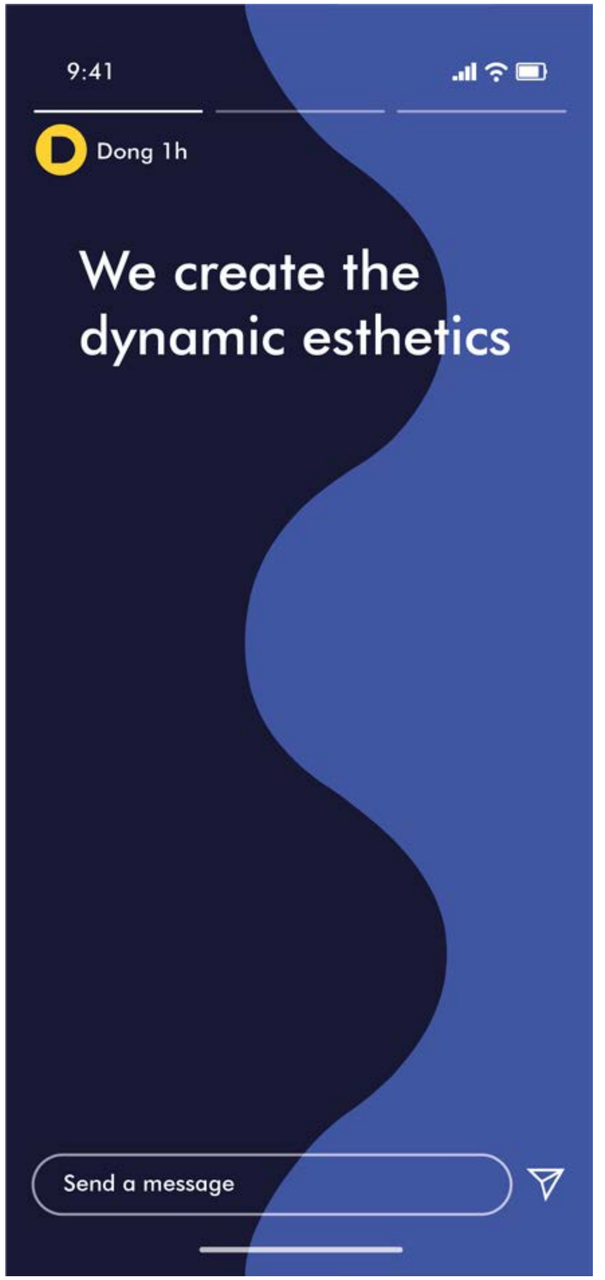
These looping animations are demo animations for mobile phones or websites. Let users understand our experimentation, dynamics and interactions better.





Xudong Wu
Personal brand

Web and digital

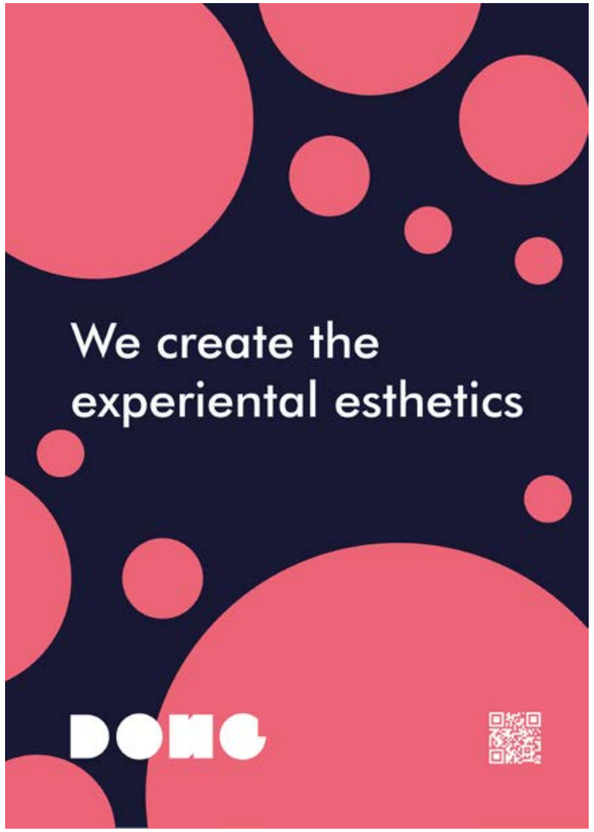


Reuse the base graphic as the main element of the mobile poster. These mobile posters make users remember my logo and design style firmly. And it makes my portfolio very unified. And the basic elements are also very interesting and can be deformed a lot.

Xudong Wu
Personal brand

9:41
Dong 1h
We create the dynamic esthetics
Send a message
9:41
Dong 1h
We create the geometric esthetics
Send a message
9:41
Dong 1h
We create the experiental esthetics
Send a message

SELF PROMOTIONAL ITEMS



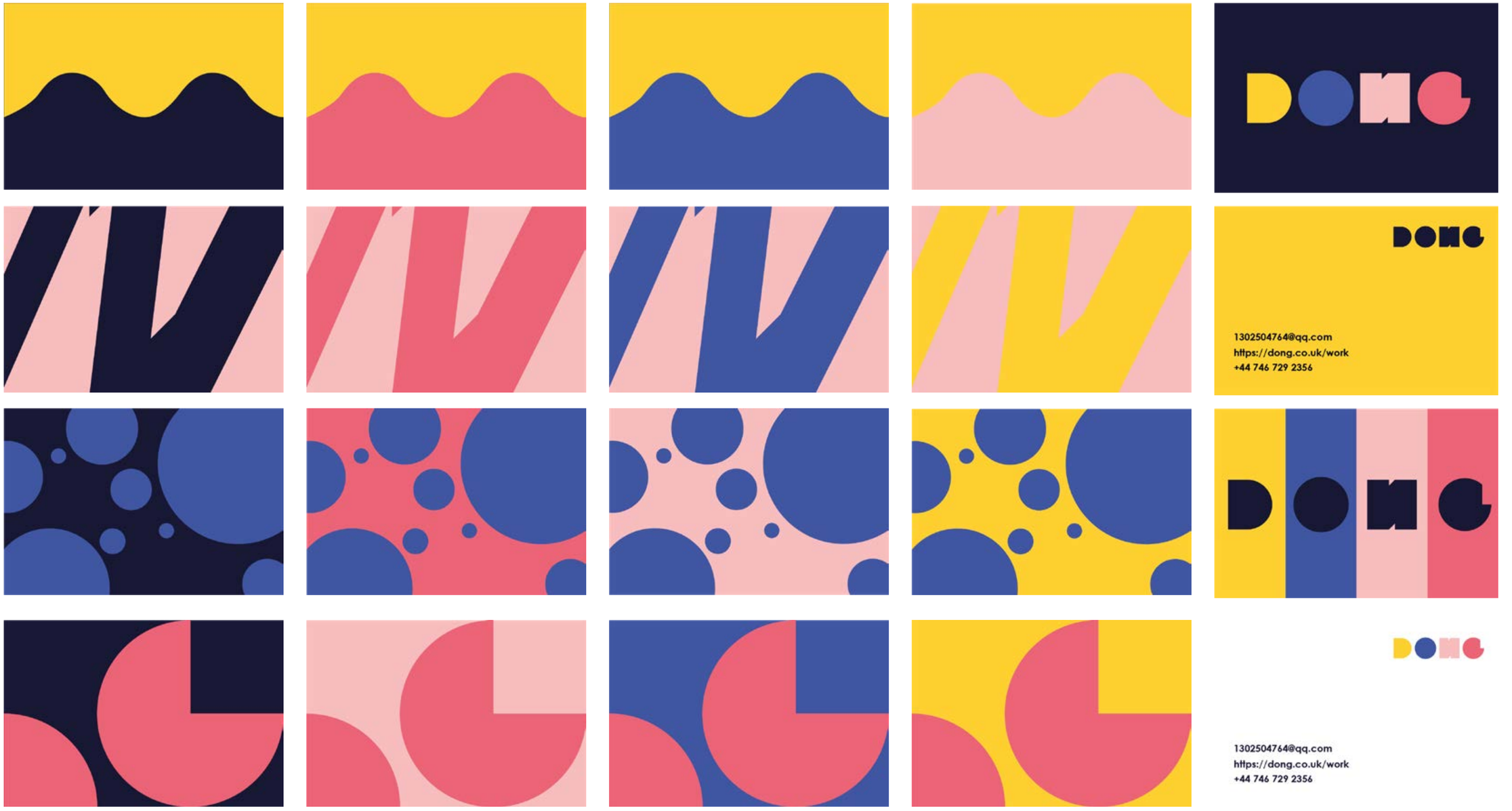
Printed posters and mobile posters have different proportions. So I made some tweaks and modifications to the face swap. Elements are more adapted to the proportions of A4 paper.

Xudong Wu
Personal brand

나가는 곳
Exit
出口
2
We create the
vv esthetics
DOMO
We create the
geometric esthetics
DOMO
We create the
dynamic esthetics
DOMO

Motion graphic
design studio
DOMO

Business card



Xudong Wu
Personal brand

DONG
DONG
13025047 64@qq.com
https://dong.co.uk/work
+44 746 729 2356
DONG
13025047 64@qq.com
https://dong.co.uk/work
+44 746 729 2356

GREENBOX

User Interface, User Experience

In many countries in Africa, water is scarce, and people cannot use tap water normally. They need to travel a long way to get water. And sometimes the power supply is not stable. It is also common for them to be malnourished. For this reason, I want to alleviate these contradictions and design a vegetable planting app, which needs to be used together with greenbox, so as to save water and electricity, and eat nutrient-rich vegetables.

PROBLEMAPICS

Water scarcity

Much of Africa has no running water, requiring women to fetch water from great distances

The greenbox is in an indoor environment, hydroponic cultivation, saving water resources

Insufficient power supply

Indirect power outages in African villages

Vegetables can continue to grow after a power outage

Save the land

Many Chinese people like to grow vegetables on their balcony

The greenbox is in an indoor environment, hydroponic cultivation, saving water resources

Customized

Vegetables on the market may not be to your taste

Incubator-grown vegetables can meet your needs

PRODUCTION DISPLAY

USER PERSONAS

Dideon ANIANI

22
Togo
Skilled worker
250 $\Mounth

Bio

Living in a rented house, the village has no water to go to a house far away to fetch water, and there are frequent power outages at home. I work in a wig factory and like vegetables the most.

Wants & Needs

Eat vegetables when you get home from get off work.
Learn to grow your own vegetables

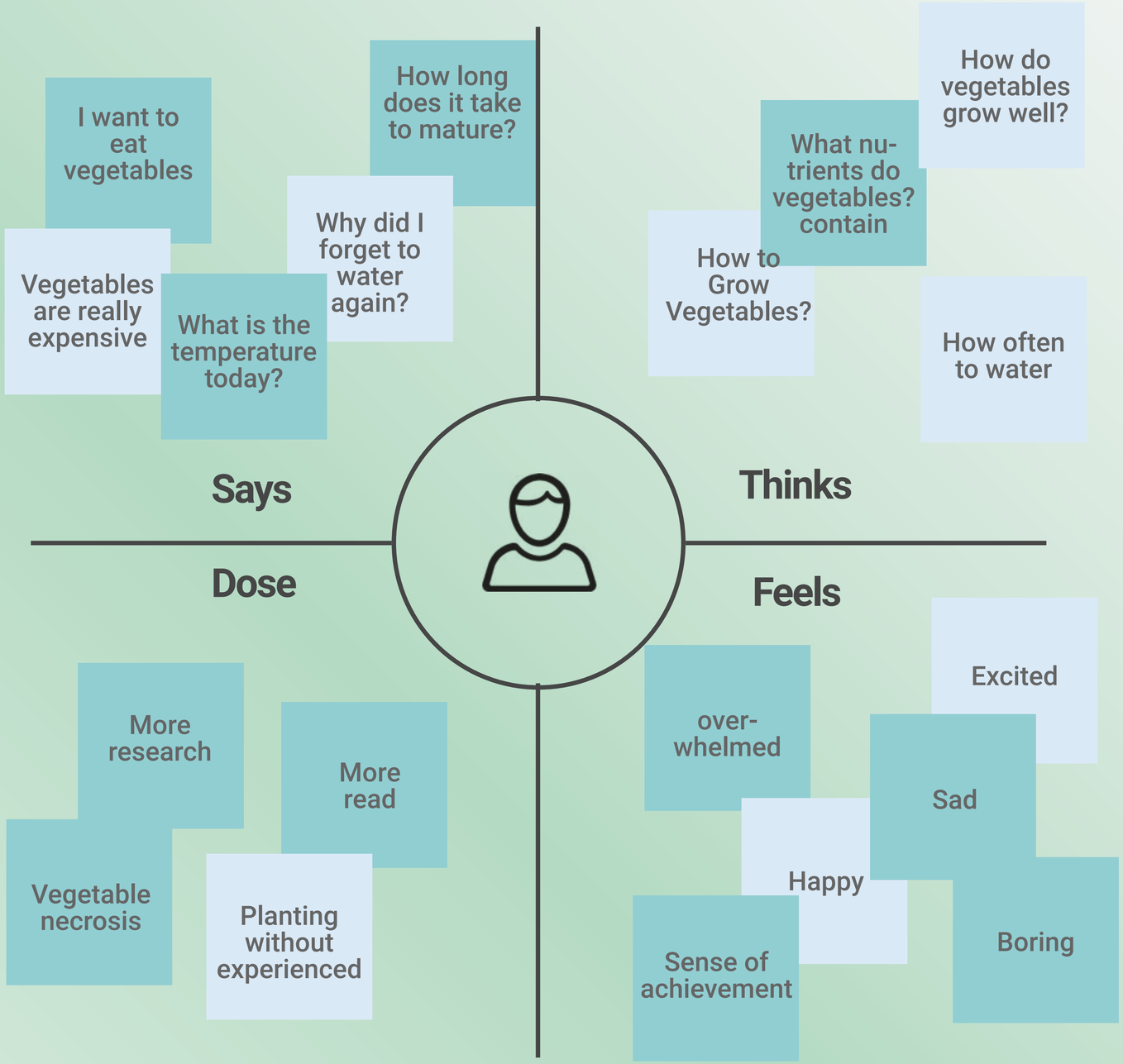
Favorite vegetable

Okra and broccoli

Frustrations

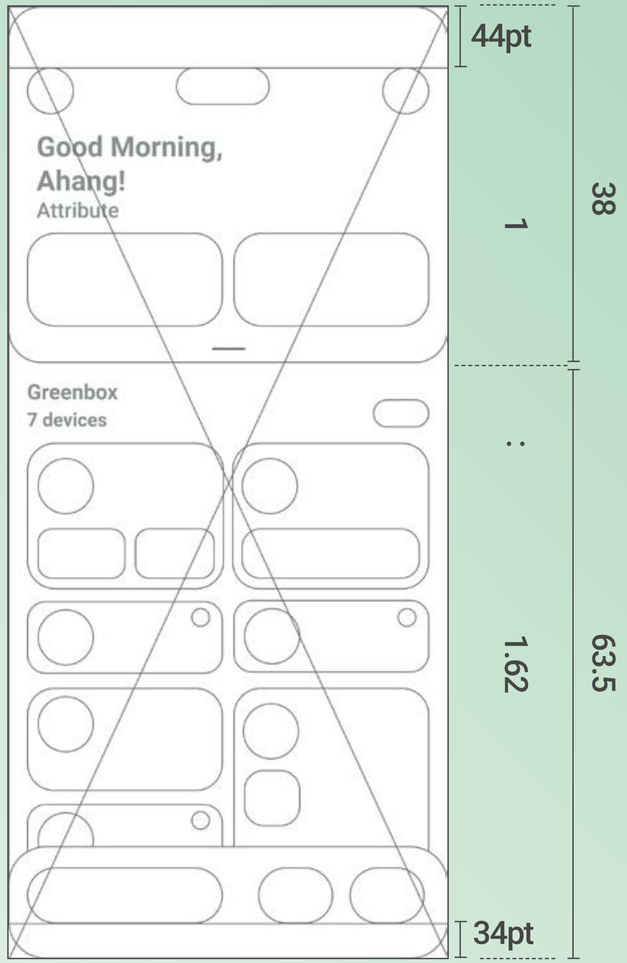
Local water shortage, no way to grow vegetables.
Supermarket vegetables are especially expensive and very few. Sometimes you can't buy it at all.
Want to learn to plant and grow in your own vegetable garden.

EMPATHY MAPPING



WIREFEAME

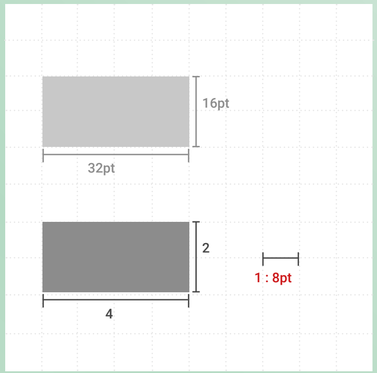
375*812pt



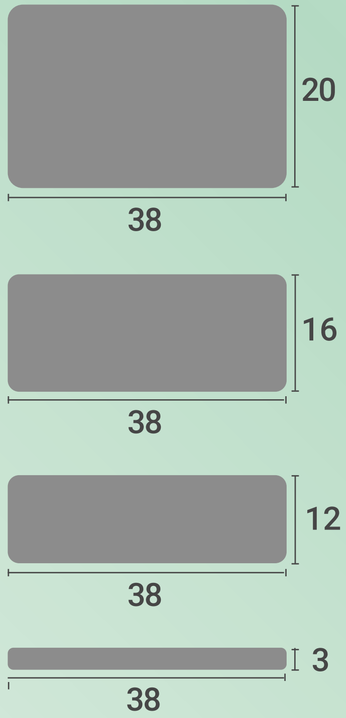
304 = 8 × 28

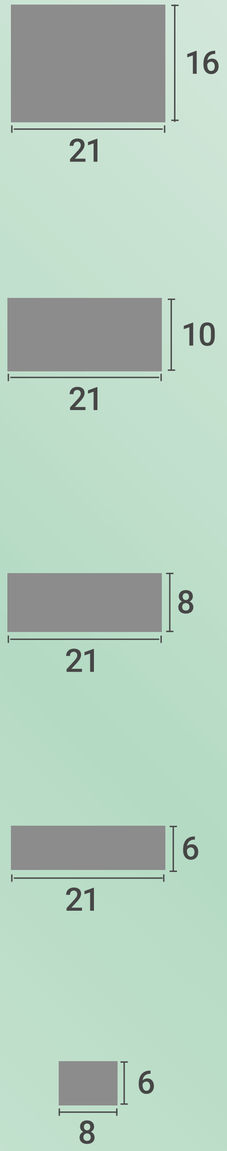
508 ÷ 812 ≈ 0.62 (golden section)

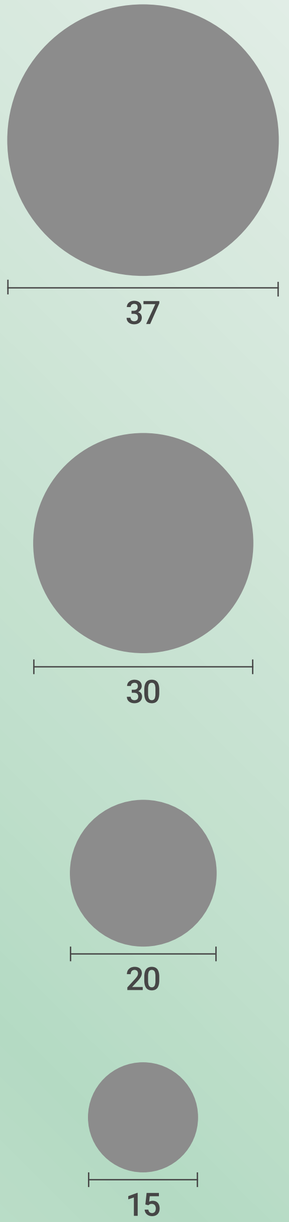
MAIN ELEMENTS

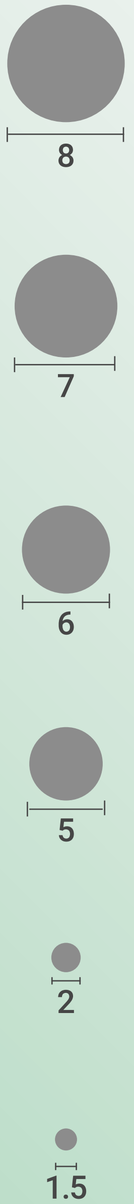


The length, width and radius of all elements of this app are multiples of eight









STORYBOARD

BEFORE

There are many places in Africa that require people to travel far to fetch water

She doesn't know how to grow vegetables

A few days later, all the vegetables she had grown were dead

AFTER

She no longer has to fetch water to grow vegetables because the water in the greenbox hardly evaporates and saves water

She doesn't have to worry about her lack of planting skills, all the work apps will help her do it automatically

After a few weeks, with the help of the greenbox, she managed to grow the vegetables she wanted to eat

MAIN COLORS

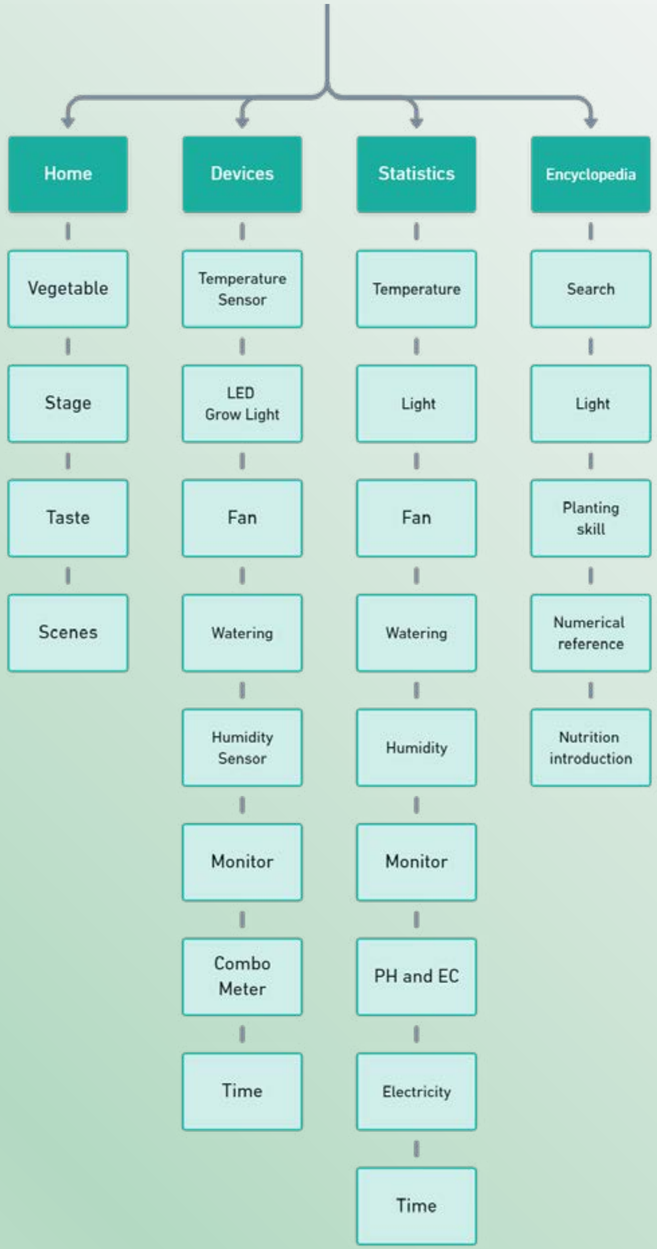
#218E78

#B2EECB

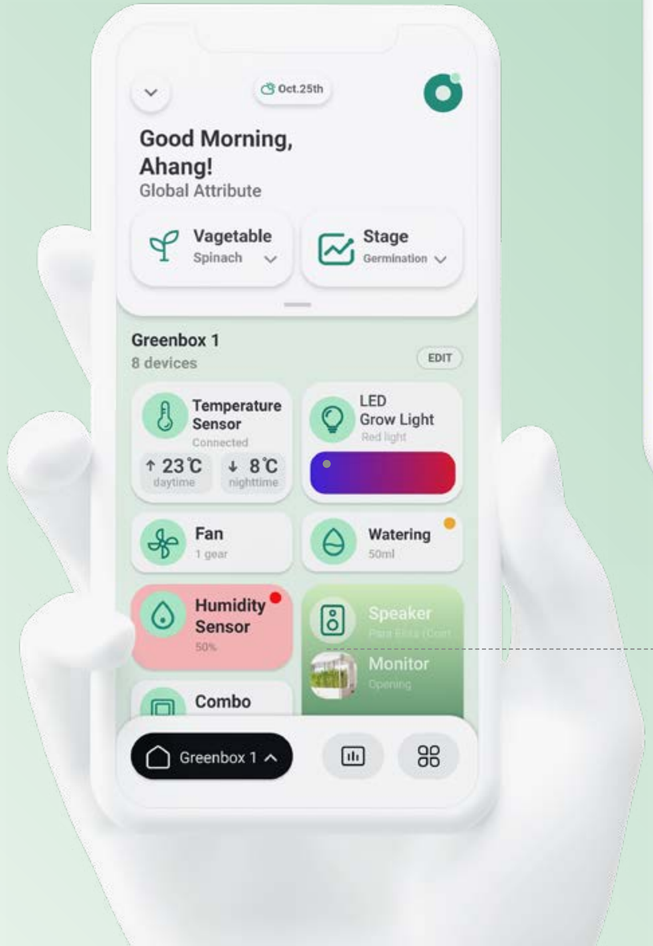
Light green is used as the background color to create a feeling of healthy growth, and dark green is used for buttons and other operations because it needs to be noticed.

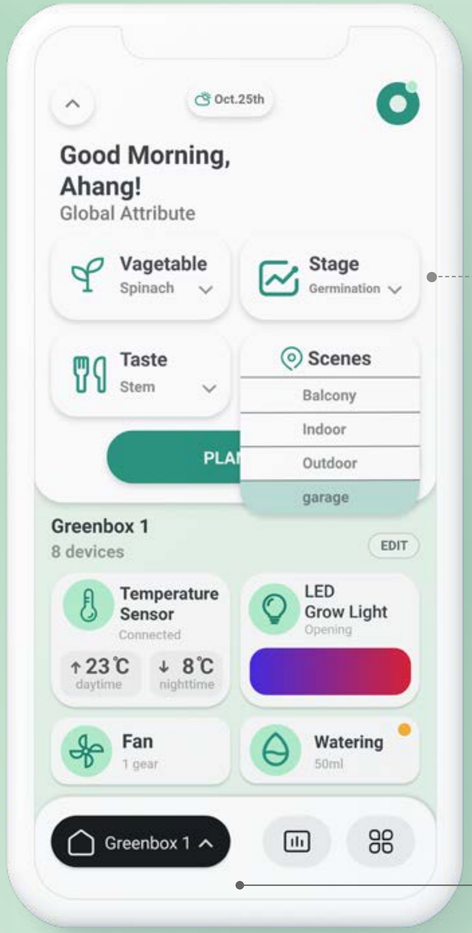
MAIN ICONS

HIERARCHY



HOME





Vegetables: The user selects a specific vegetable, and the system will automatically set the growing environment suitable for the vegetable.

Stage: The system will update the environmental data according to the stage of vegetable sprouting or harvesting.

Taste: Users can choose the vegetable taste they like to eat. For example, some like to eat stems, some like to eat leaves.

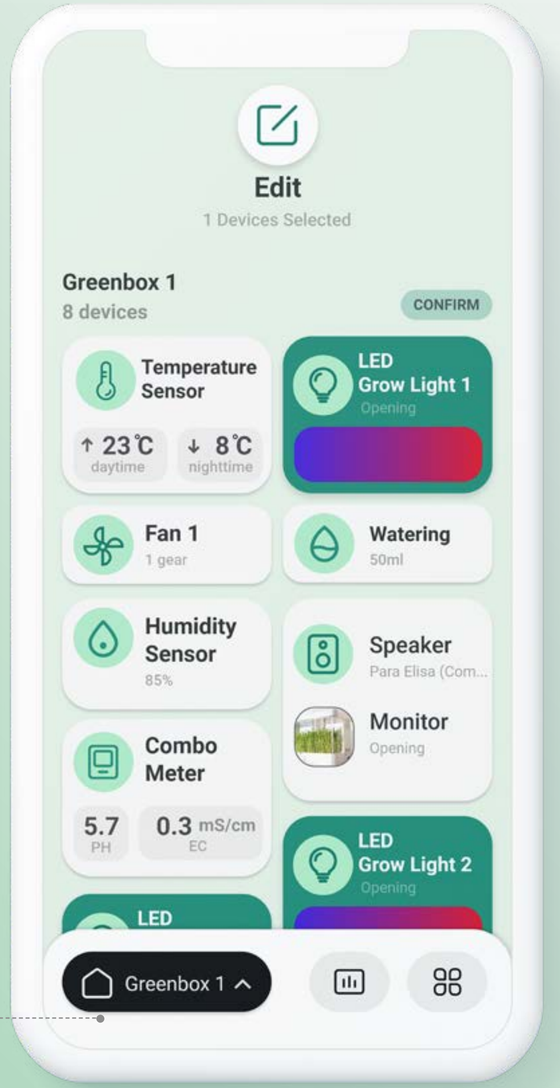
Scenario: The system provides different environmental data according to different scenarios

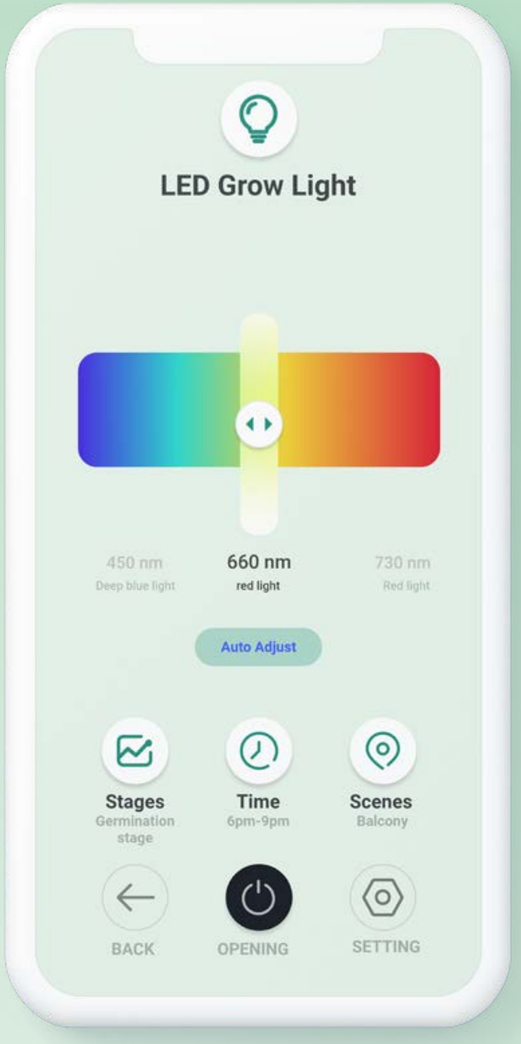
There are two main functional areas on the home page, the lower line is the planting functional area, and the upper line is the equipment tool area.

- Orange means warning
- Red means danger

Selected device buttons will turn dark green, meaning they will no longer work. Then it will be removed from the homepage

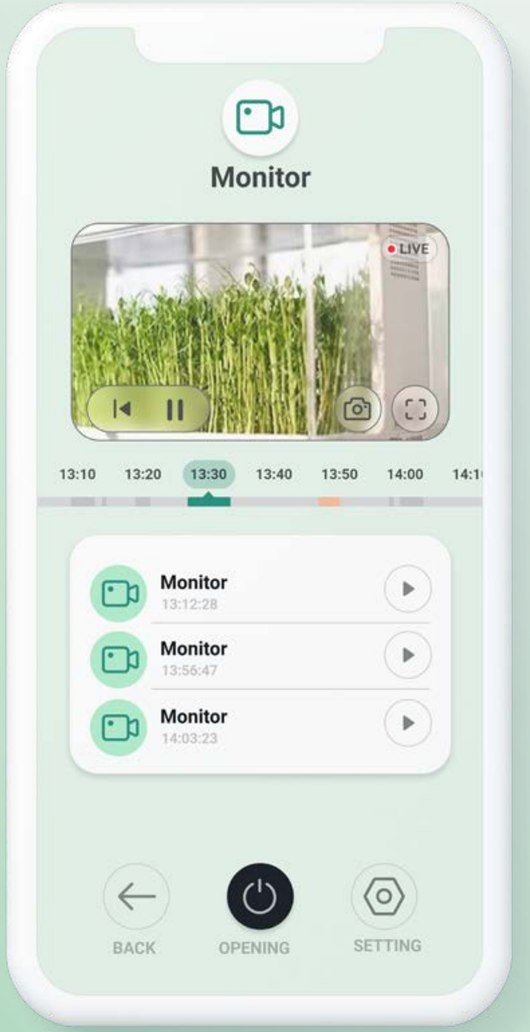
DEVICES





LED grow light:
Users can choose which wavelength of light the plants in the incubator absorb, and different wavelengths of light have different effects on the growth of vegetables

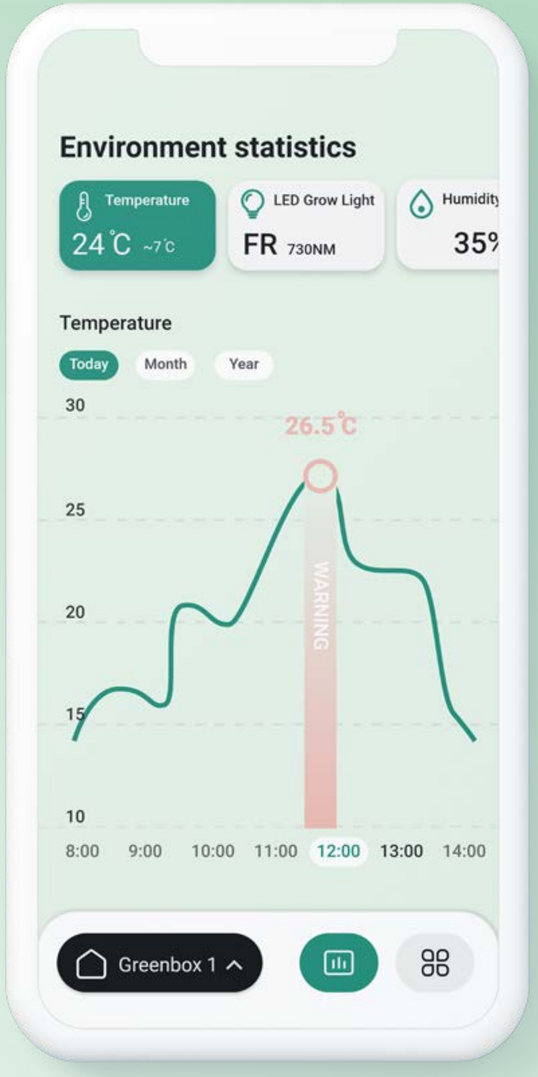
Temperature Sensor:
It acts like an air conditioner, cooling down when the temperature is too high at noon, and warming up when the temperature is too low at night

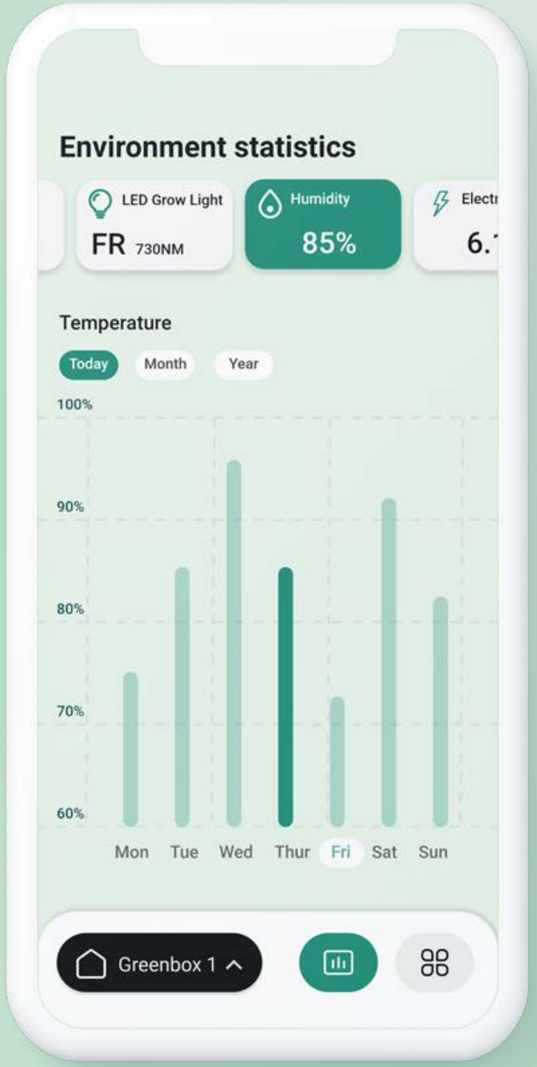


Monitor:
24-hour monitoring of the vegetables in the incubator, users can see the growth status of their vegetables whether they are at work or traveling.

STATISTICS

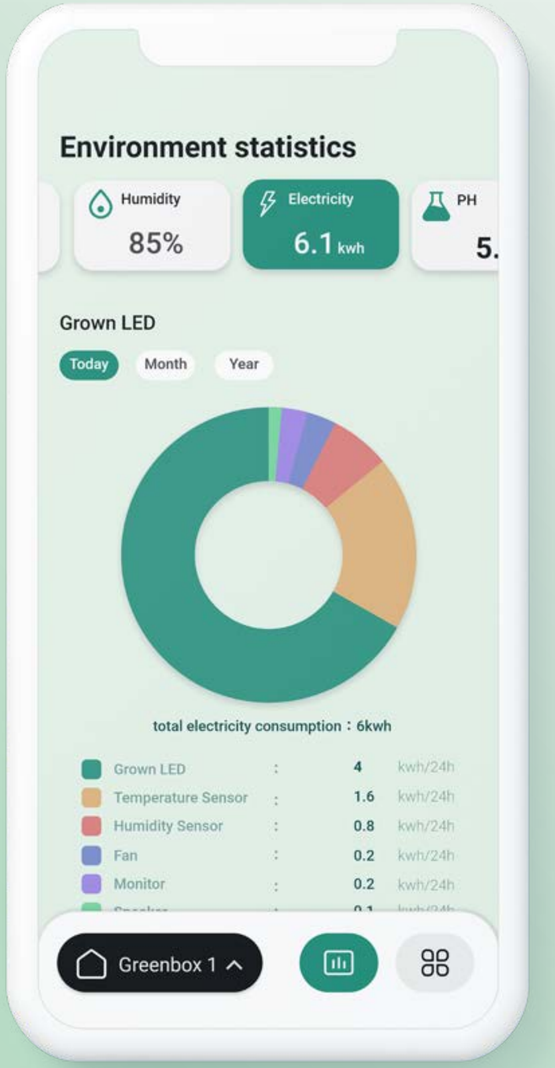
Temperature data:
Record the temperature change of the incubator in one day, and the user will be alerted if the temperature is too high.





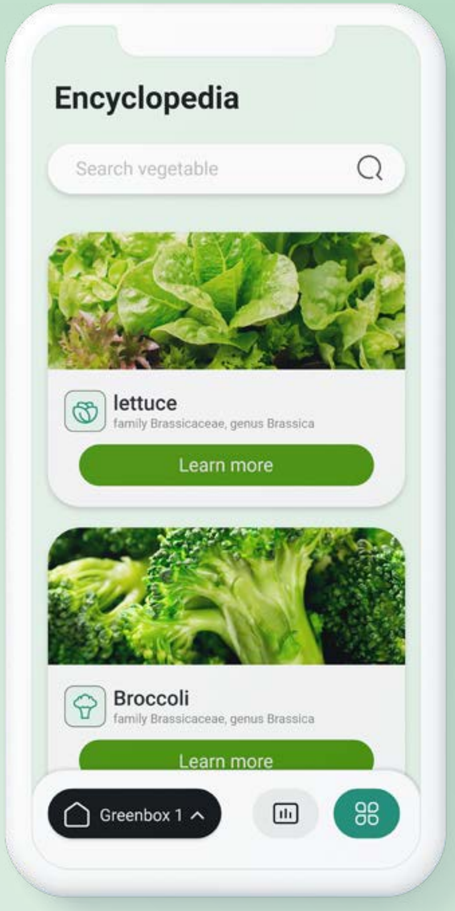
Humidity data:
It will tell you how the humidity changes throughout the day.

Power data:
It can tell the user the power consumption of all the devices in the greenbox for a day, and the user can turn off or turn on certain devices as appropriate.

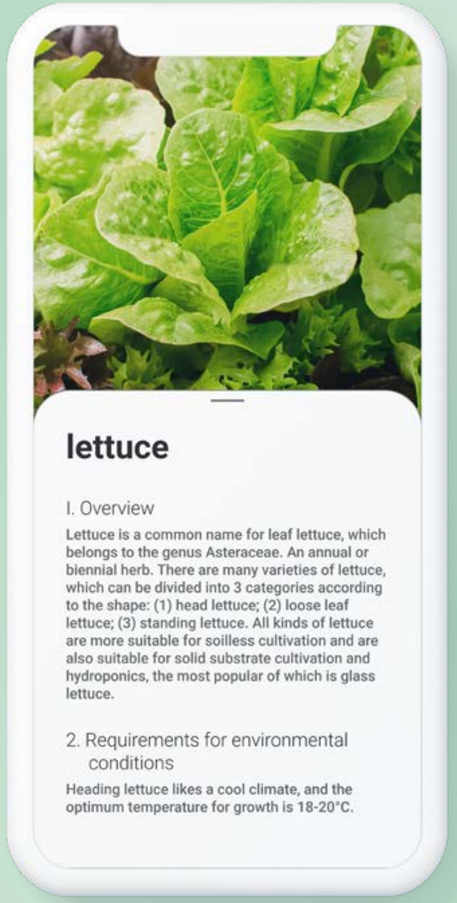


ENCYCLOPEDIA

Search:
Users can search for the vegetable information they want to know on encyclopedia.



Details:
Click on the details page, which will show the precautions for planting the vegetable, different steps and a simple vegetable introduction



Data:
The data page will present the detailed data required for the growth of the vegetable, including suitable temperature, light and other conditions for growth.

BACK
OPENING
SETTING
Temperature Sensor
Keep warm
23.7
℃
8℃
26℃
Auto Adjust
Stages
Germination stage
Time
6pm-9pm
Scenes
Balcony
Good Morning, Ahang!
Global Attribute
Oct.25th
Vagetable
Spinach
Stage
Germination
Greenbox 1
8 devices
Temperature Sensor
Connected
23℃
daytime
8℃
nighttime
Fan
1 gear
LED Grow Light
Red light
EDIT
Humidity Sensor
50%
Watering
50ml
Combo
Greenbox 1
Speaker
Monitor
Environment statistics
LED Grow Light
FR 730NM
Humidity
85%
Temperature
Today
Month
Year
100%
90%
80%
Encyclopedia
lettuce
Asteraceae Lettuce
Temperature
Daytime
Nighttime
Germination stage
Humidity
Germination stage
Vegetative stage
Ripening stage
18~22℃
8~12℃
15~25℃

Good Morning, Ahang!
Global Attribute
Vagetable
Spinach
Stage
Germination
Greenbox 1
8 devices
Temperature Sensor
LED Grow Light
Fan
Watering
Humidity Sensor
Speaker
Monitor
Combo
Greenbox 1
Environment statistics
Temperature Sensor
23.7
Encyclopedia
lettuce
Broccoli
Monitor
Environment statistics