

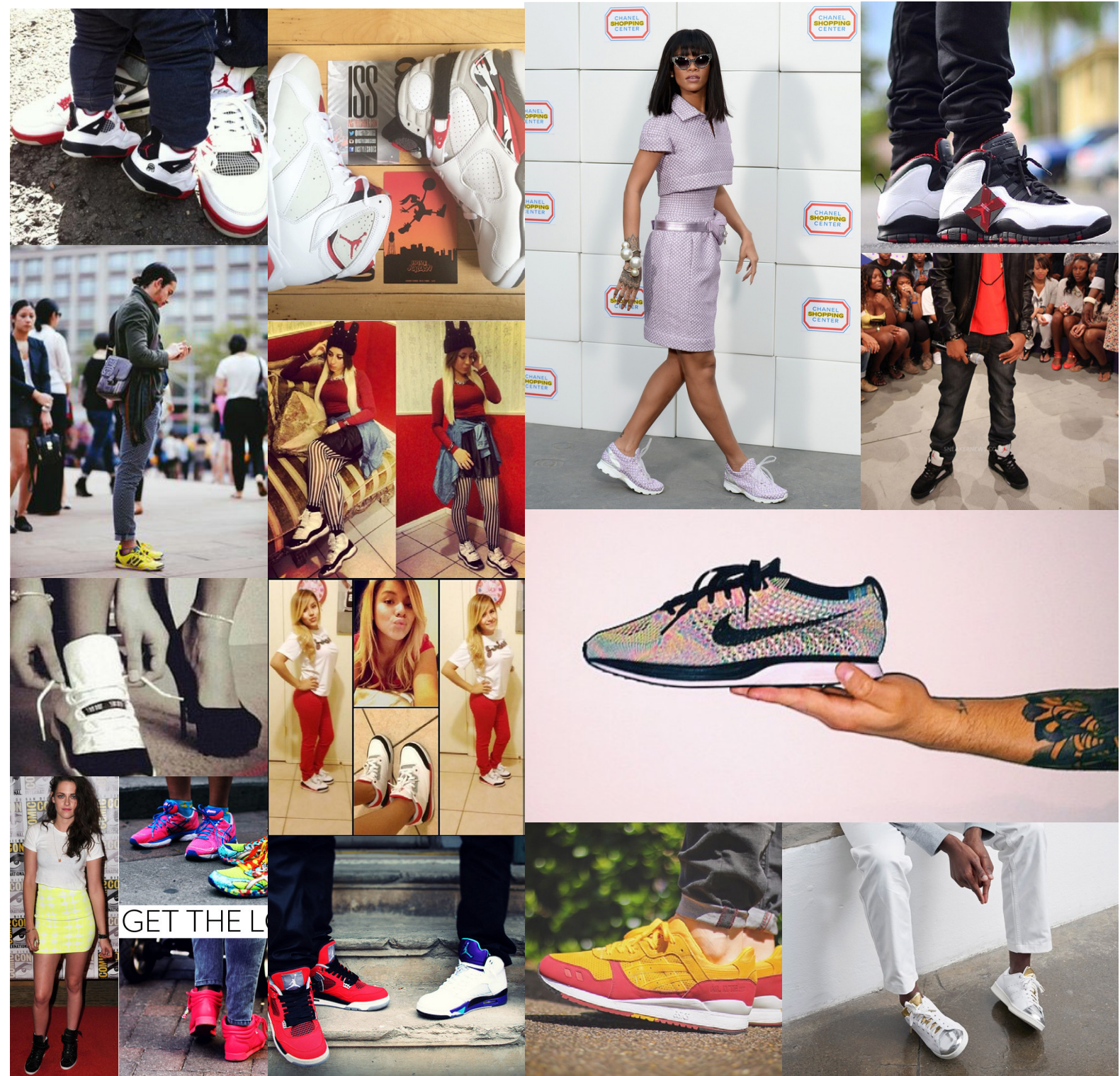
JAE HEE JANG



Vis Ix Des 3: Adv IxD  
Prof. Brian Boyl  
Summer 2015

# NOW, IT'S SNEAKERS AGE

Sneakers are no longer just for the gym. Many celebrities are rocking stylized tennis shoes. And while gym shoes have been popular for decades with urban fashion sets, high-end fashion designers from across the world are embracing the trend.







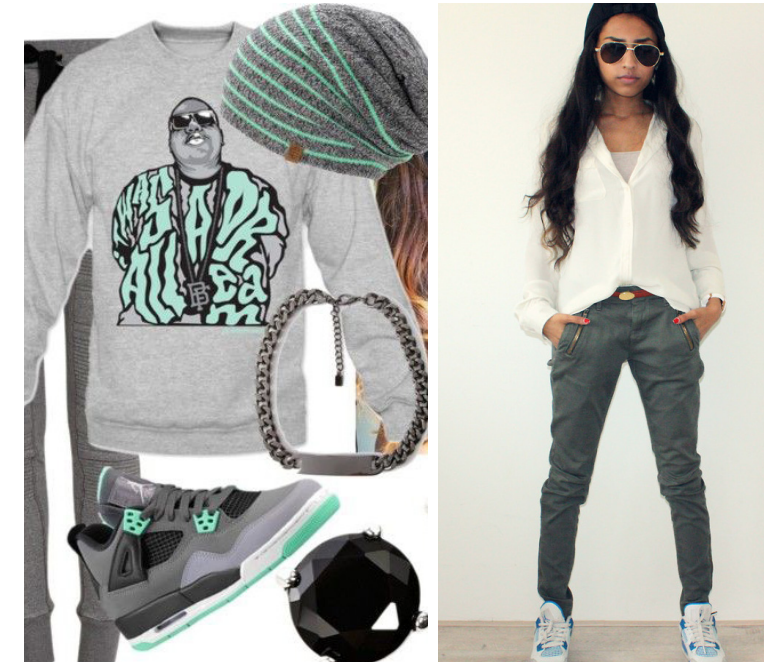
## WHAT IS IT?

This website provides informations about how to maintain shoes, how to customize or repaint shoes and lacing methods. This website also has community, so people can share their informations.



## WHO?

Ages 19 - 40 / Men and women.  
People who really love sneakers or who are collecting sneakers (sneakerheads)



## WHY?

A lot of existing websites are focusing on showing release or restock informations faster and keep updating that. However, a lot of sneaker people care about cuztomizing or repair their shoes and existing websites have really little informations about that.

## WHY I WANT TO DO

I'm one of the person who used to stick to only high heels. However, I am changed a lot after I came to California. I started knowing what's sneakers and now I'm a beginner of sneaker collector. As I'm getting into sneakers more, I found out a lot of sneaker people, they care about how to maintain shoes and try to customize their shoes because of they want to keep their shoes look like new. Also many of them try to customize their shoes becuas they want something unique. I also really care about how I can repair my sneakers. However, a lot of famous existing sneaker websites are only focusing on updating release/restock information.



# COMPETITION

NEWS/FEATURES BASED

## SNEAKERNEWS

On landing page, they are showing what’s new, what’s coming, latest articles (posts), and etc.

For the navigation, main navigation is focused on release dates and featured. Featured shows feature of sneakers which is coming or recently released, and famous one. There are sub categories under the main nav, they are showing product names which are popular, recently came out, or coming soon.

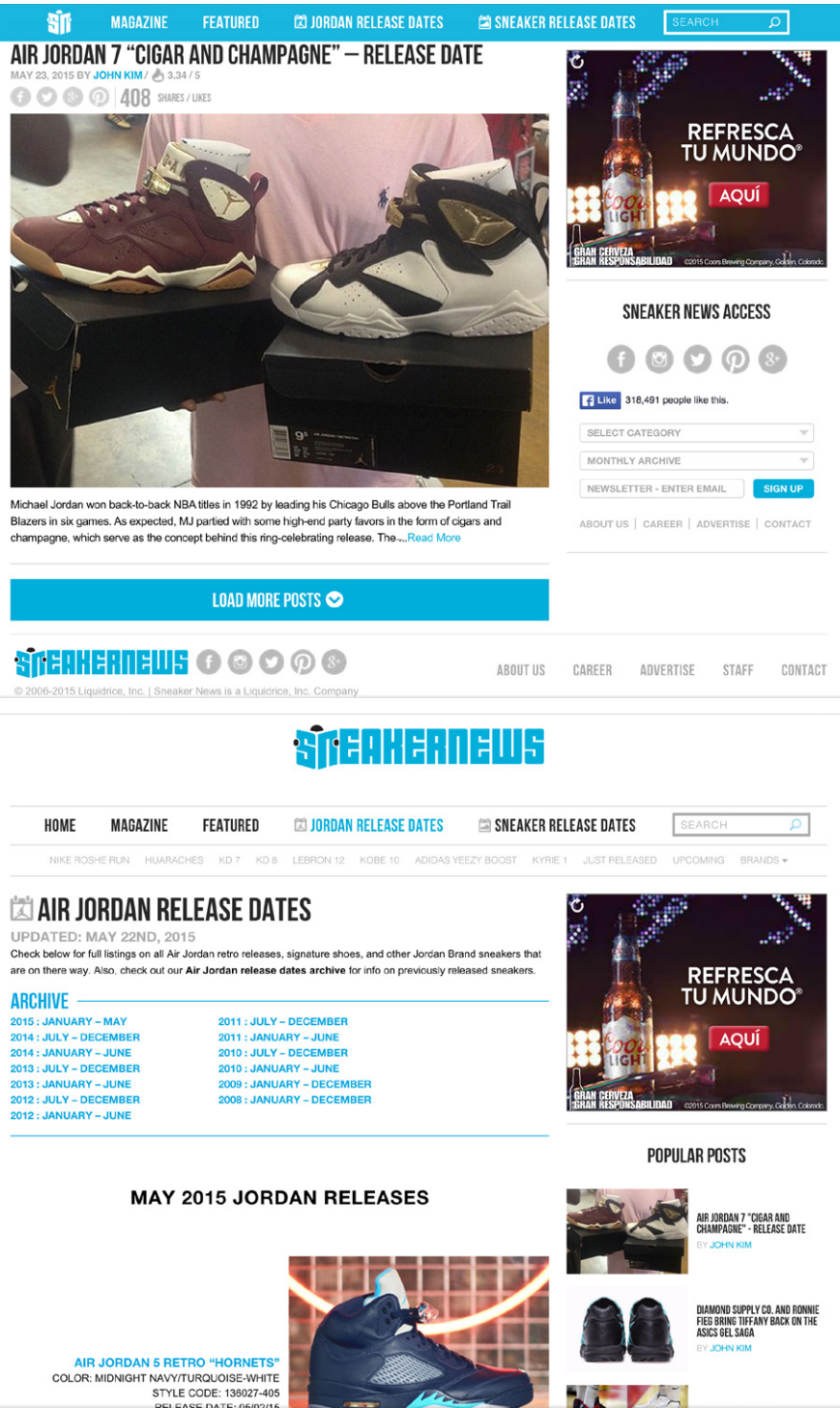
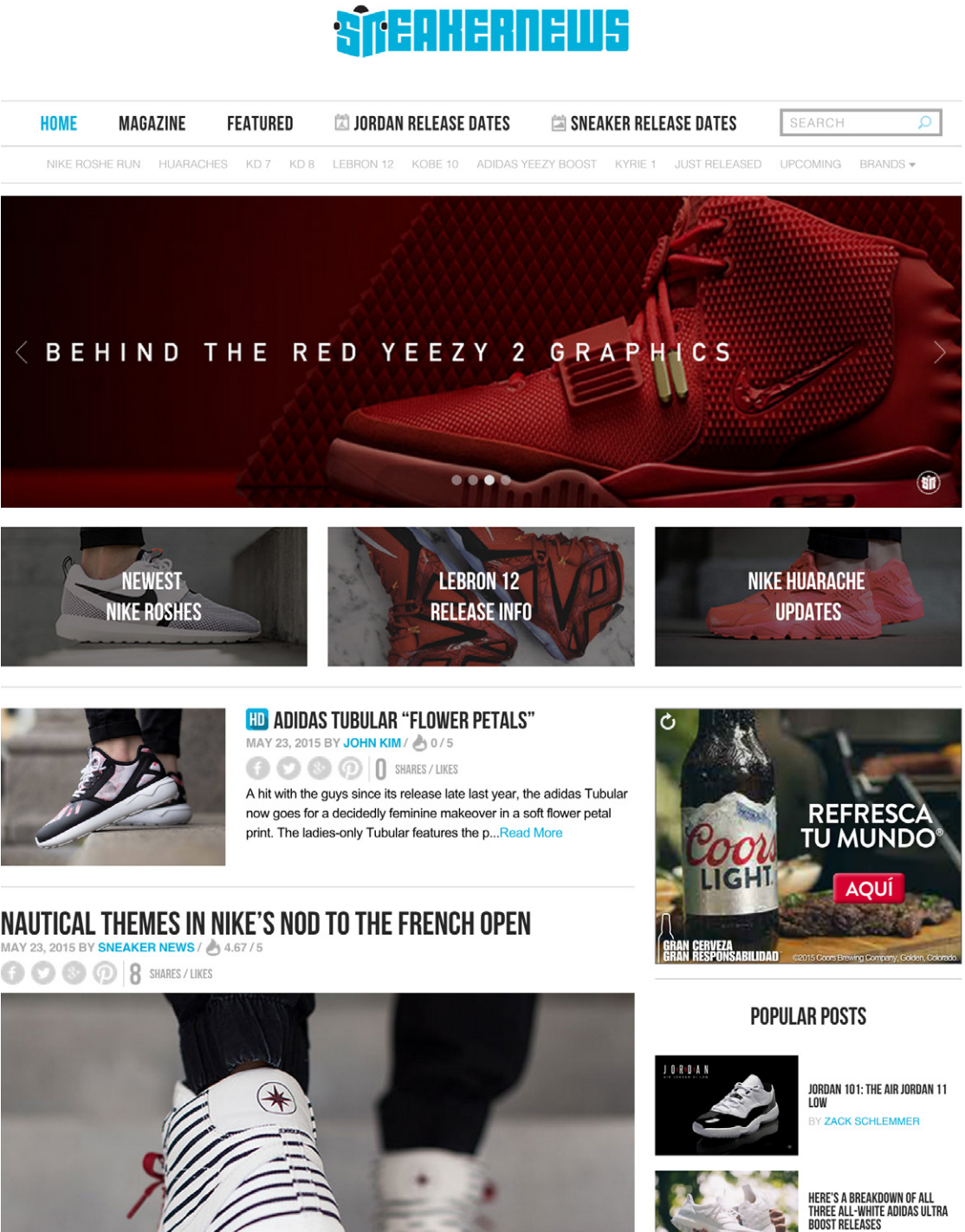
This website is also making their own magazine and has FB, twitter, instagram, and pinterest.

### Pros

- Simple design and layout
- Great photo images
- Easy to use:
  - Simple Nav, Easy to search news/article

### Cons

- No review menu
- Nothing related to fashion tips





COMPETITION
NEWS/FEATURES BASED

KICKS ON FIRE

On landing page, they are showing articles about features of sneakers.
For the navigation, main navigation is focused on major brands of sneakers. There is a cal-ender for release date and people can choose month, week, and day.
This website has mobile app, instagram, FB, and Twitter.

- Pros
- Simple design and layout
- Easy to use:
Simple Nav, Easy to search news/article

- Cons
- For the landing page, many articles people can see, but there is no organization of all articles.
- For the calender which is showing release date, there are only dots people can see on calender, so people need to click on that to see what event is that.

Website header and main content area showing navigation links (HOME, DOWNLOAD APP, SNEAKER RELEASE DATES, SHOP, SELL), featured articles (10 Kicks That Should Not Be Worn To Prom, Check Out Another Look Of The Air Jordan 1 "Rare Air", Did You Strike Out Trying To Grab A Pair Of The..., A Better Look At The Air Jordan 7 "Championship Pack", Add This Air Jordan 14 Low "Tarheels" Sample To Your Collection!), and a calendar view for May 2015.

Mobile app interface showing navigation menu (Releases, #FreeKicks, Favorites, Hype, News, Buy & Sell Sneakers, Get Sneaker Coins, Games, More), a list of upcoming releases (Nike Penny - Shooting S..., Air Jordan 2 - Nightshade, Nike Lebron 11 - Evergla..., Air Jordan 5LAB3 - Black), and a Games section.



# COMPETITION

## NEWS/FEATURES BASED

## SOLE COLLECTOR

On landing page, they are showing posts about every news about sneakers, release date, popular list of videos. and also top discussions.

They provides discussion page for some topics, so people can comment on that and discuss.

For the navigation, main navigation really simple, but sub categories are really specific and various, so people can search articles easily.

This website has all SNS and mobile app.

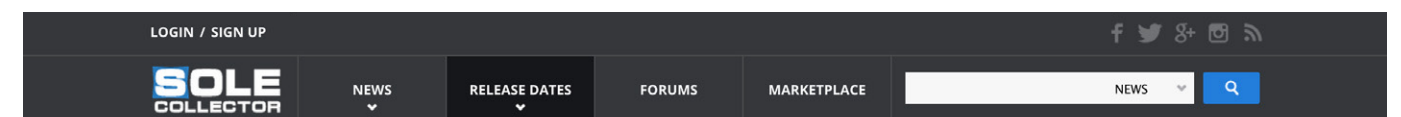
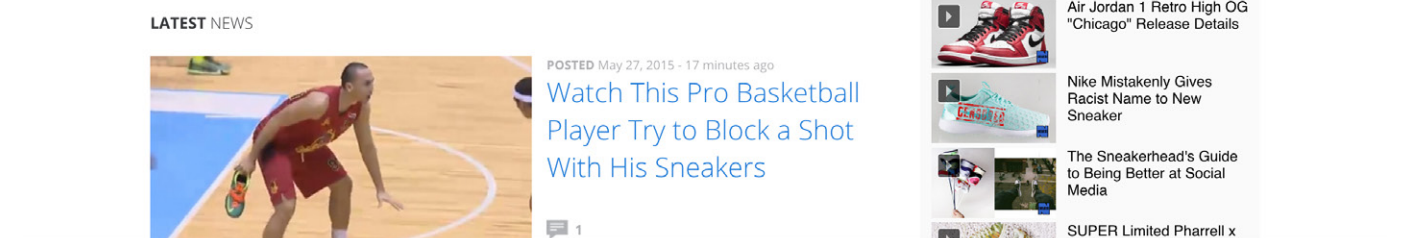
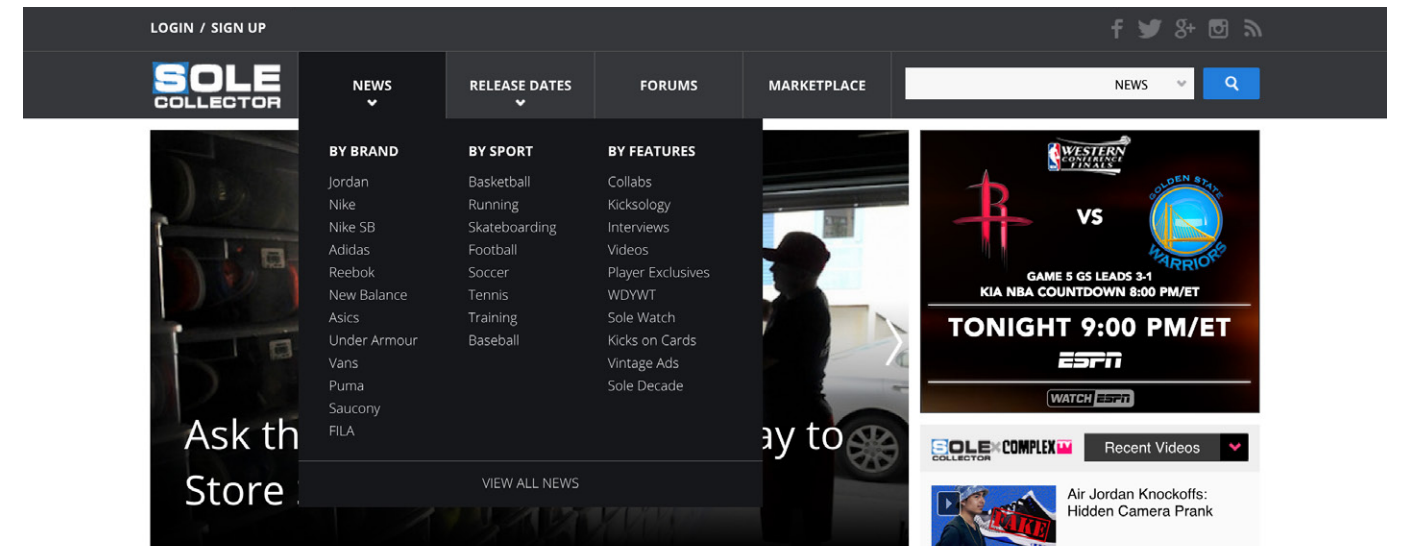
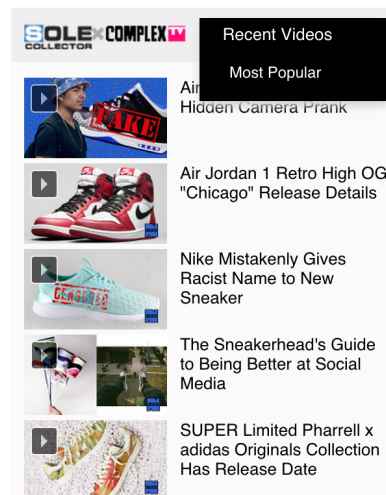
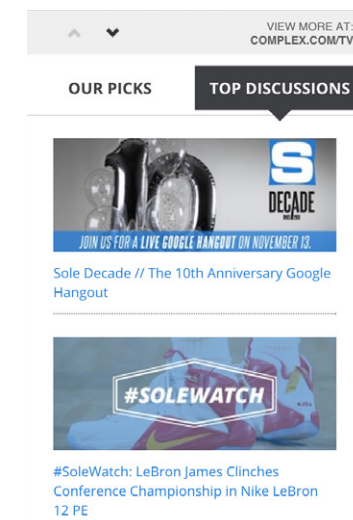
The mobile app is for their digital magazine and poster.

### Pros

- Easy to navigate, specific categories
- Organized landing page
- For realease date page, people can clike thumb up or down on that shoes with simple description and style code too.
- More communication

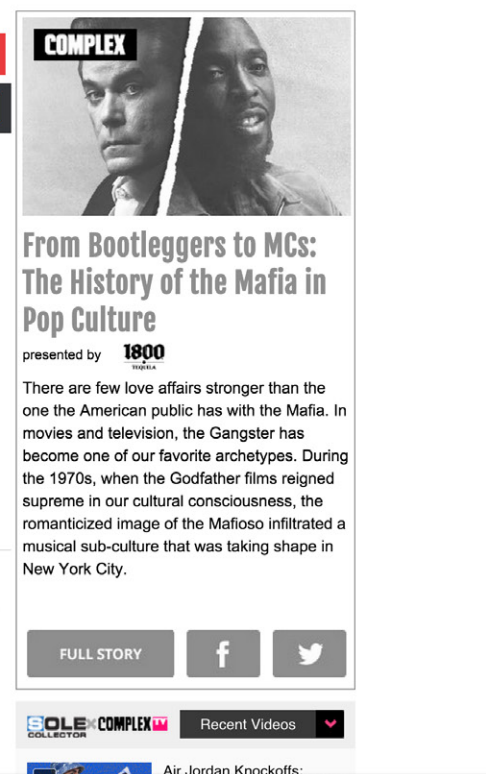
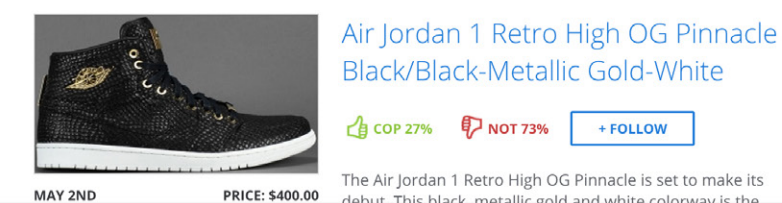
### Cons

- Mobile app is just for magazine and poster



## Jordan Release Dates

FILTER BY: Jordan Brand SHOWING 21 RELEASES MAY 2015



# COMPETITION

SHOES MAINTAIN,  
LACING METHOD,  
CUSTOMIZING BASED

## Nike iD

Nike provides customizing service for several shoes.

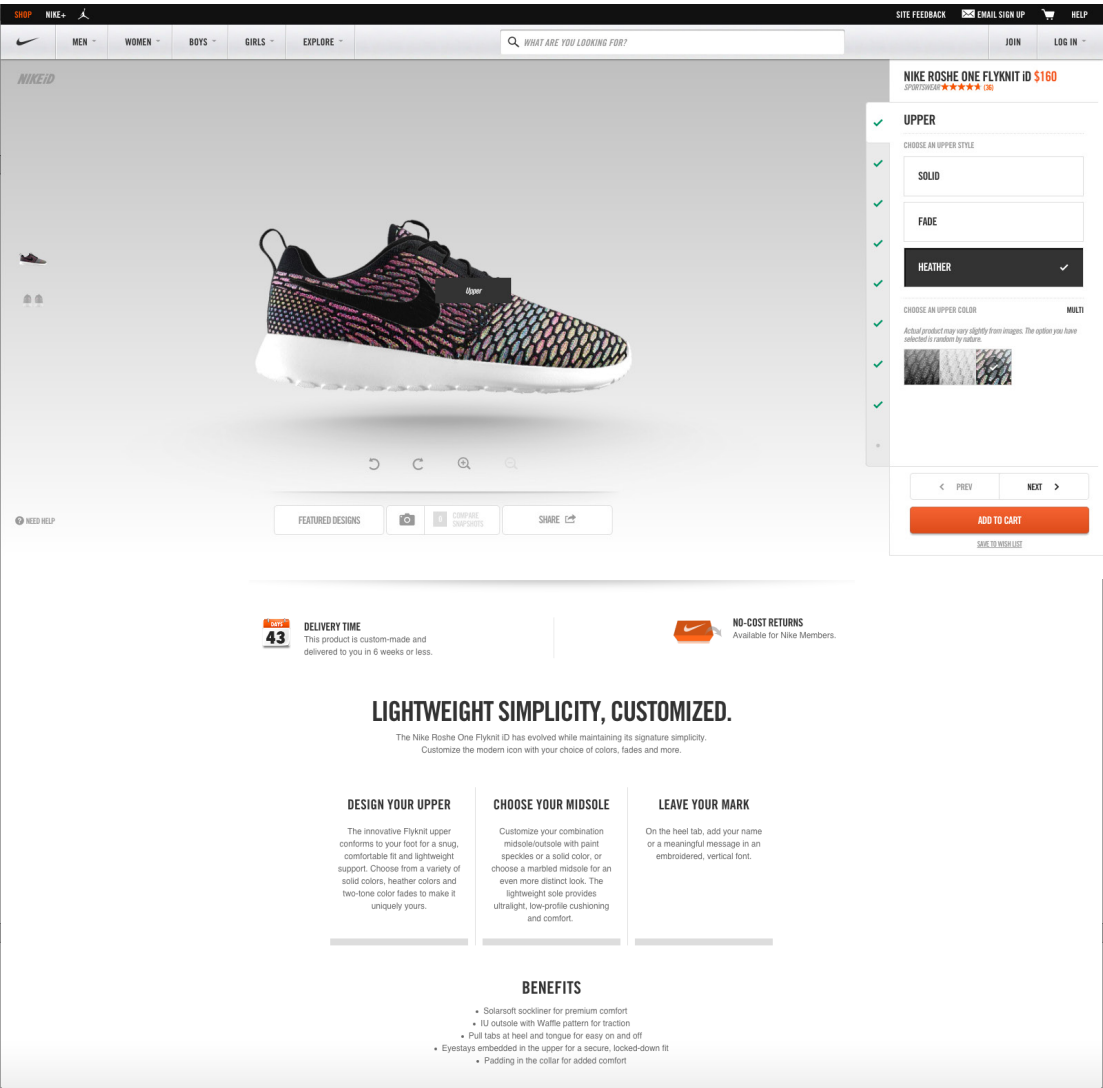
On this page, there is a 3D simulation, so people can see how shoes look like from different angle when they choose colors, patterns, strings, and etc.

### Pros

- Easy to use
- Helpful simulation
- People can comment on that (social)
  - : People can share reviews
- Review shows Size, Fit, Comfort, Durability
- After finish customizing, people can save it to wish list or capture the snapshot

### Cons

- Many colors/patterns people can choose but still limited



★★★★★ 4.7  
36 REVIEWS  
100% OF REVIEWERS RECOMMEND THIS PRODUCT  
ADD YOUR REVIEW

Size: Runs Small, Runs Large  
Comfort: Uncomfortable, Comfortable  
Fit: Runs Narrow, Runs Wide  
Durability: Non-Durable, Durable

NEWEST MOST HELPFUL HIGHEST RATED LOWEST RATED

★★★★★ May 31, 2015

#### GREAT AS A GIFT

Ogsince82, Brooklyn, NY, I run: 0-15 miles a week, I run primarily to: Stay in shape

I made the Multicolor Flyknit Roshe on iD for my gf and got it for her birthday. She loves the shoe! The colors really stand out and it's a good look with pants or shorts. She loves the sizing recommendation on iD is accurate for this shoe (it runs a little big). But if you're still unsure, I would try on a pair of Flyknit Roshes in the store before buying these. It would suck to wait so long (about 1 month) for these to be made and then not fit you.

Size: Runs Small, Runs Large  
Comfort: Uncomfortable, Comfortable  
Durability: Non-Durable, Durable

COMMENT 0 0 0 0

★★★★★ May 30, 2015

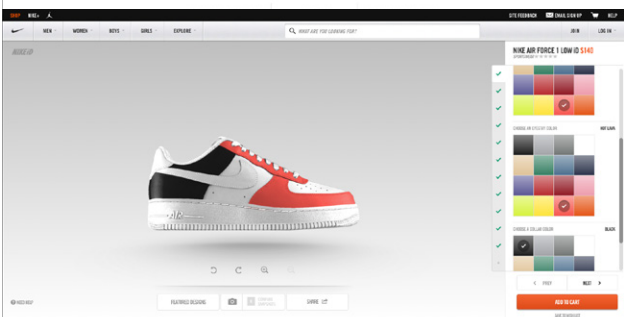
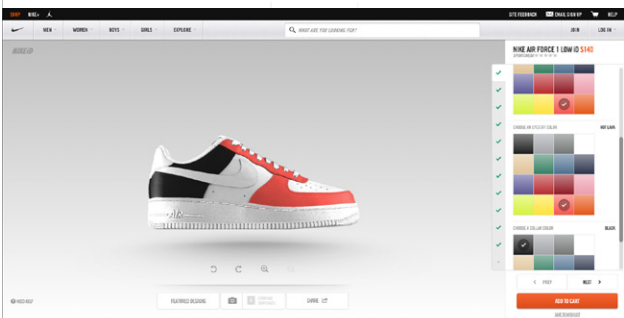
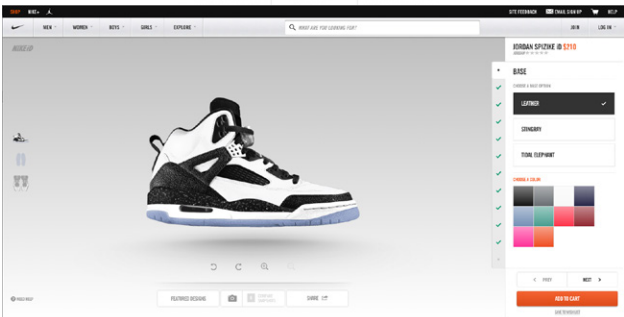
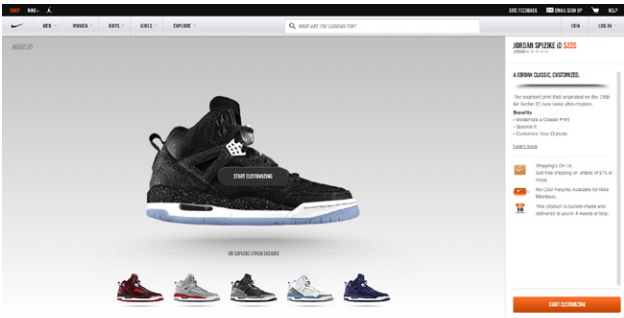
#### NIKE ROSHE RUN FLYKNIT

Grovey12, Cumberland md, I run: Over 30 miles a week, I run primarily to: Have fun

This review was submitted as a sweepstakes entry.

Just flawless. Even better than I expected two thumbs up.

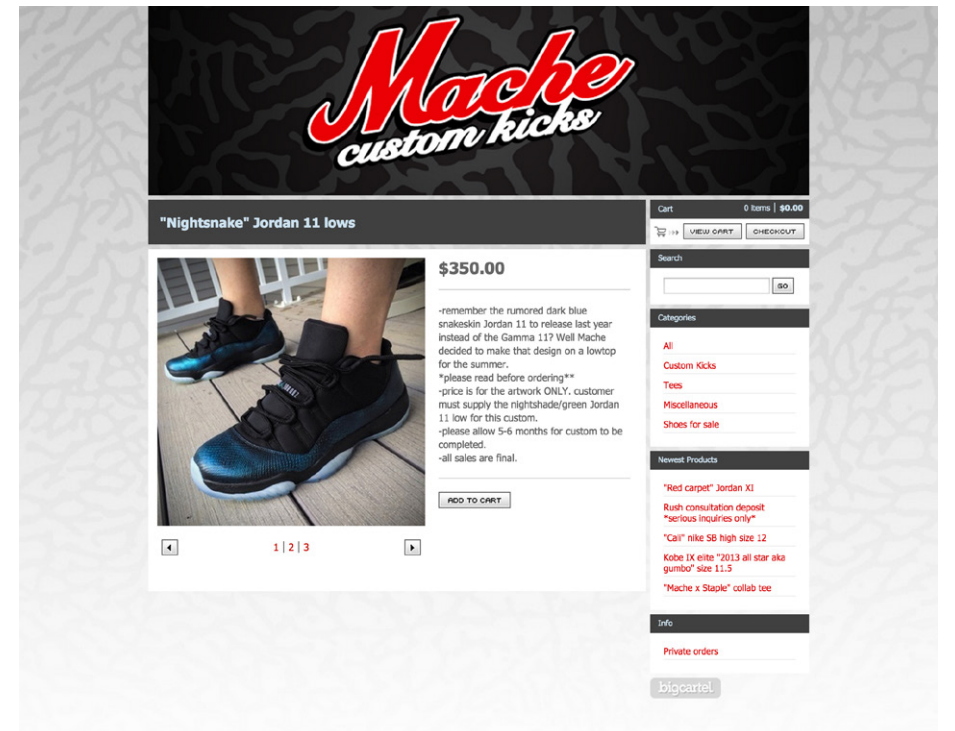
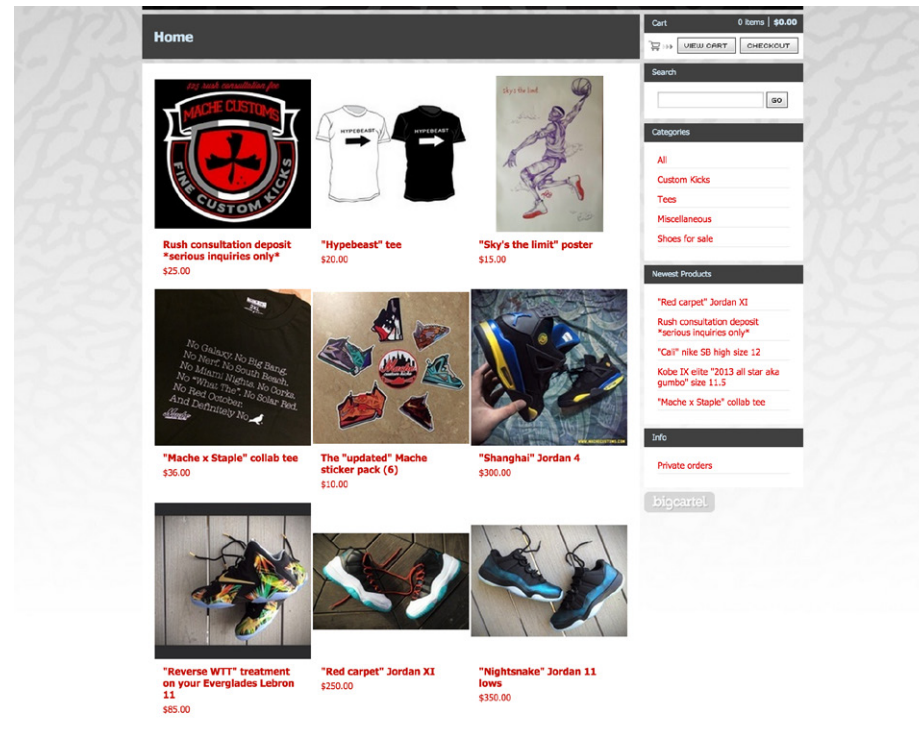
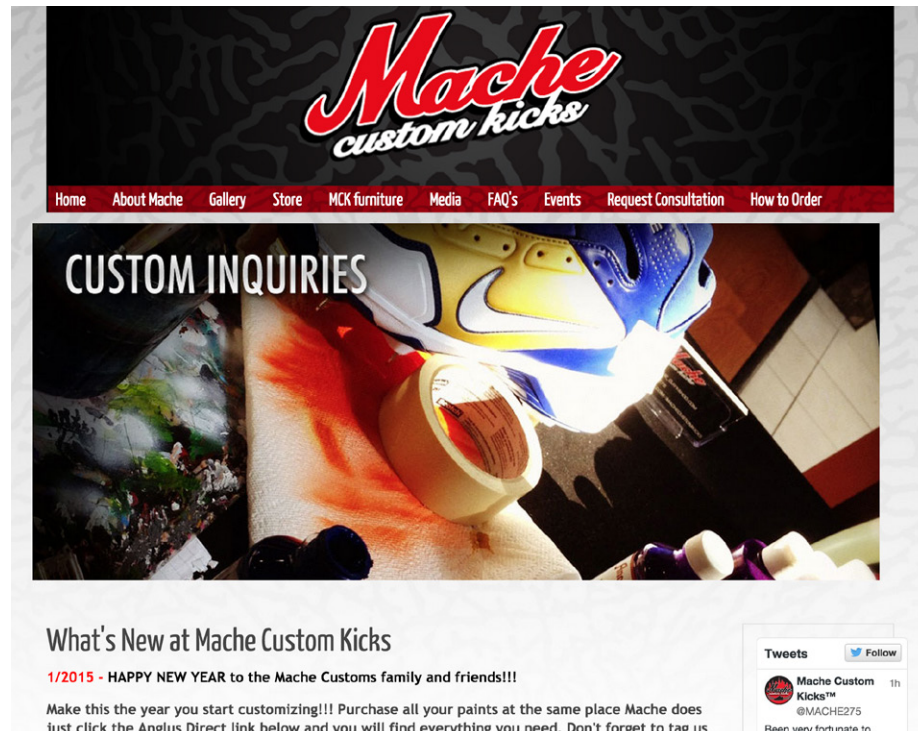
COMMENT 0 0 0 0





# COMPETITION

SHOES MAINTAIN,  
LACING METHOD,  
CUSTOMIZING BASED



## Mache – custom kicks

Mache, they are doing repaint and also create some painting on shoes.

### Pros

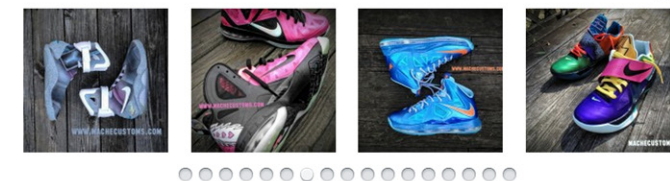
- Gallery: people can see what they have done

### Cons

- Website doesn't work well, only many pages people can't access.
- SNS(Instagram, twitter) is more activated

### A word from Mache

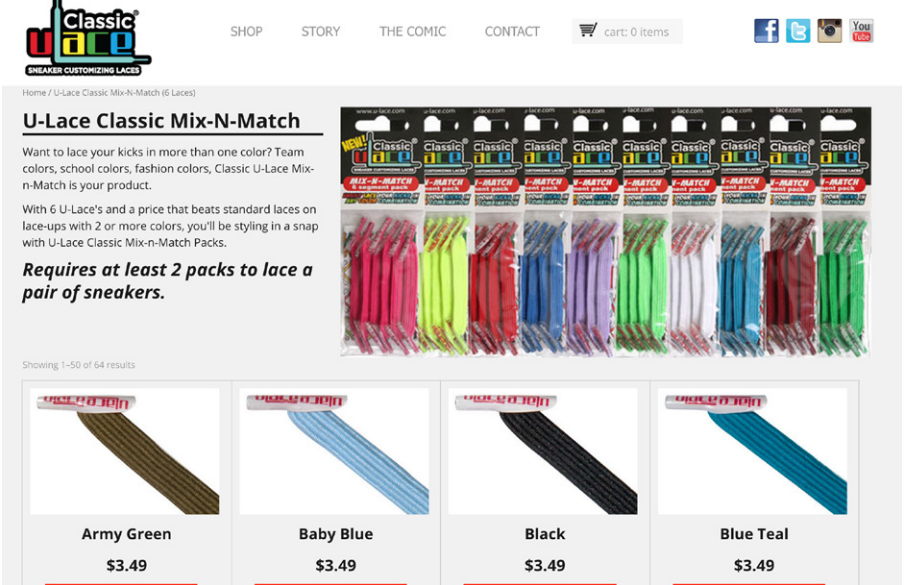
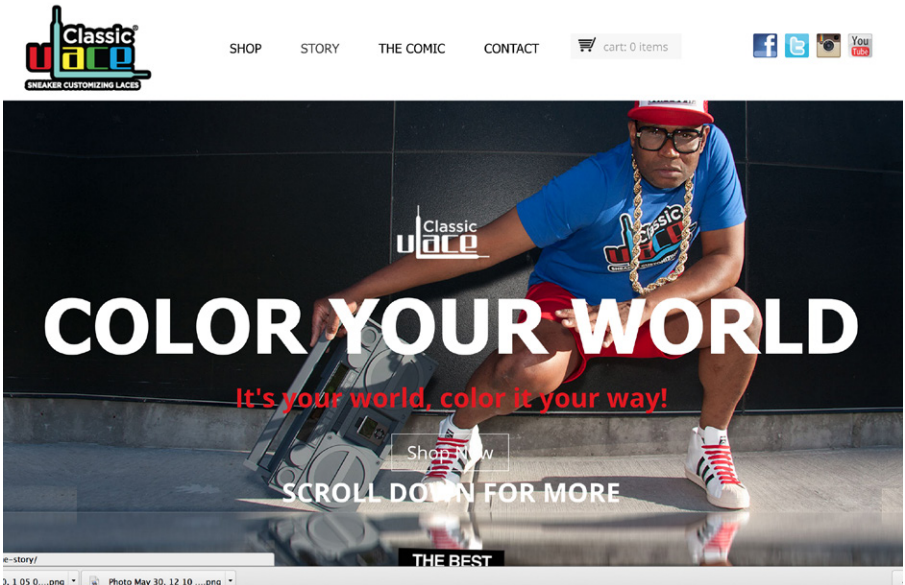
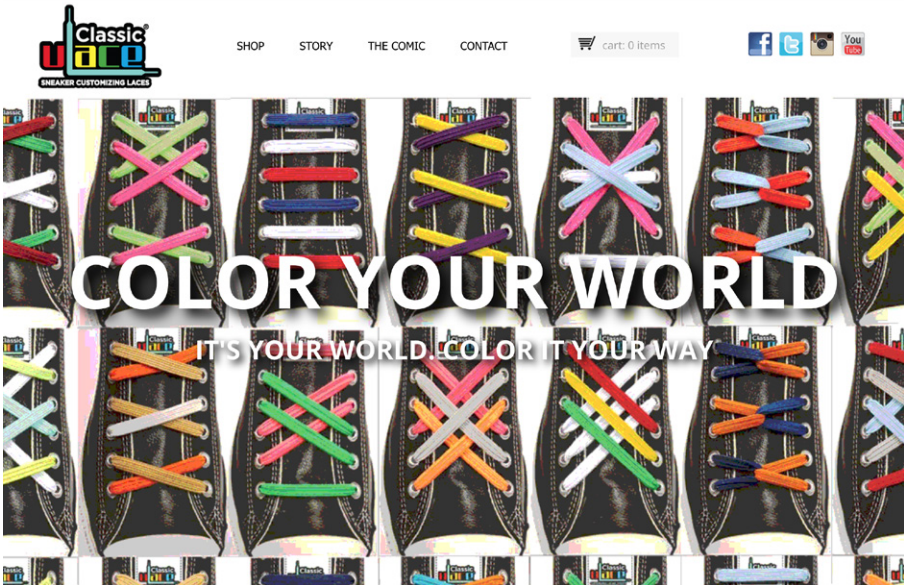
Thanks for dropping by the site! As the customs scene has grown there are a lot of customizers out there to choose from. I know it's a tough decision to pick one to make your special pair and I appreciate your decision to check me out! I have learned and evolved over the years! Once you get a pair of my shoes in your hands you will see why I'm considered one of the best





# COMPETITION

SHOES MAINTAIN,  
LACING METHOD,  
CUSTOMIZING BASED



## U-Lace

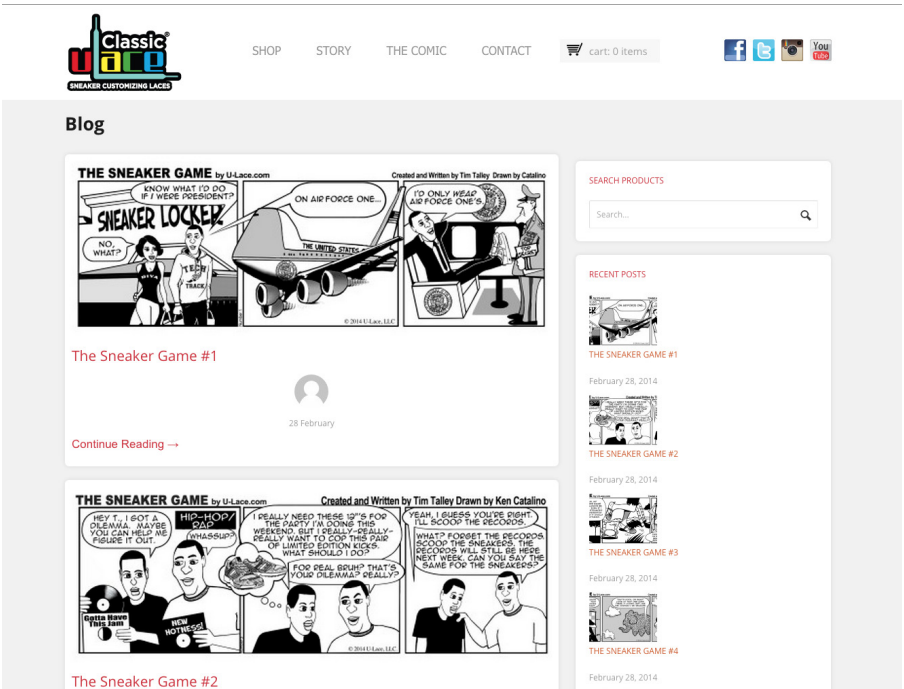
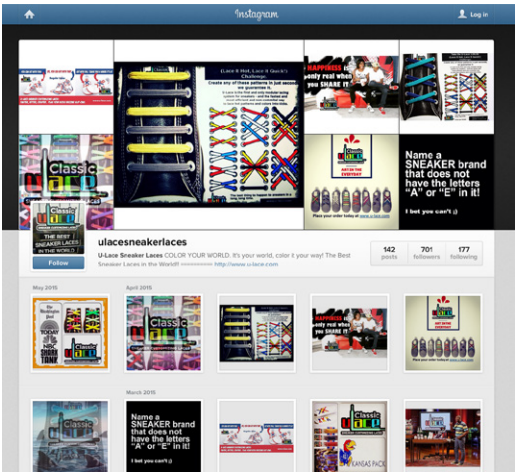
Selling Customized shoe laces website.  
The company got an idea from Japan

### Pros

- Showing comics on Blog page

### Cons

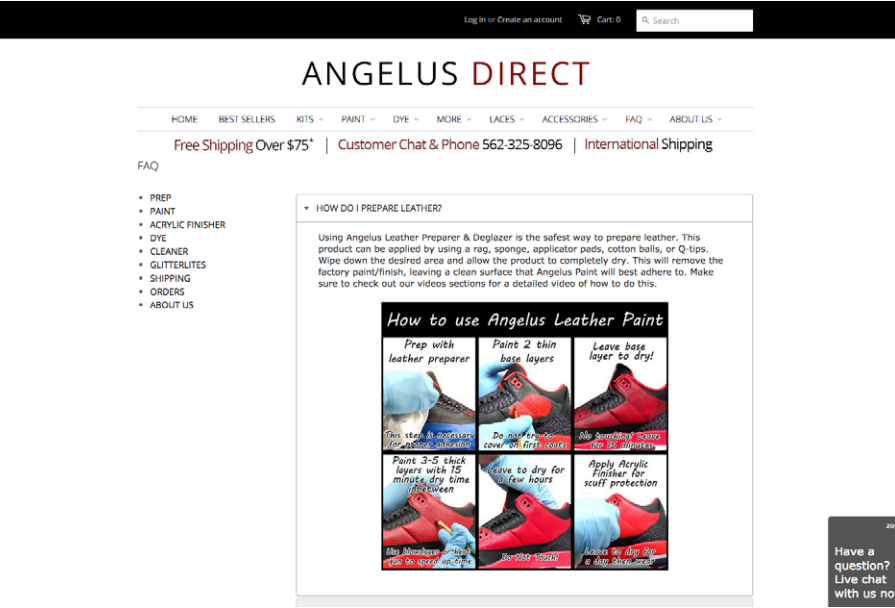
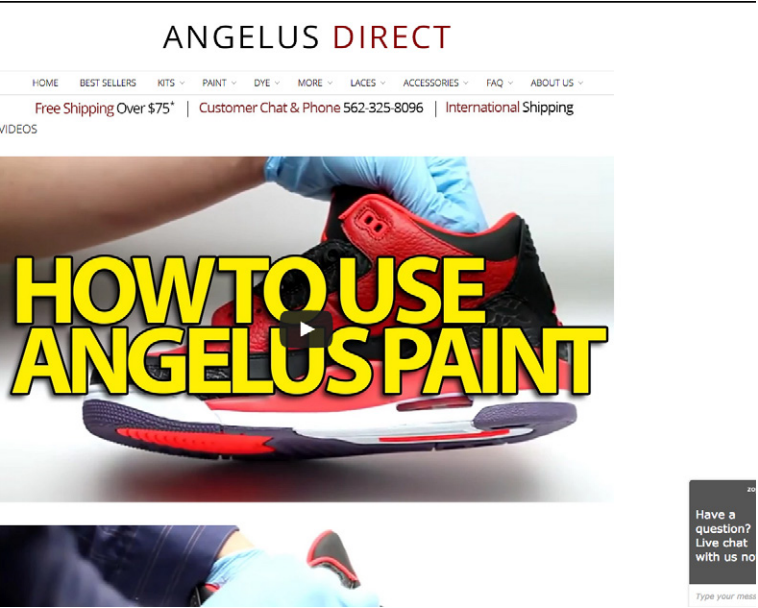
- Website doesn't work well, only many pages people can't access.
- No gallery on website
- SNS(Instagram, twitter) is more activated





# COMPETITION

SHOES MAINTAIN,  
LACING METHOD,  
CUSTOMIZING BASED



## Angelus Direct

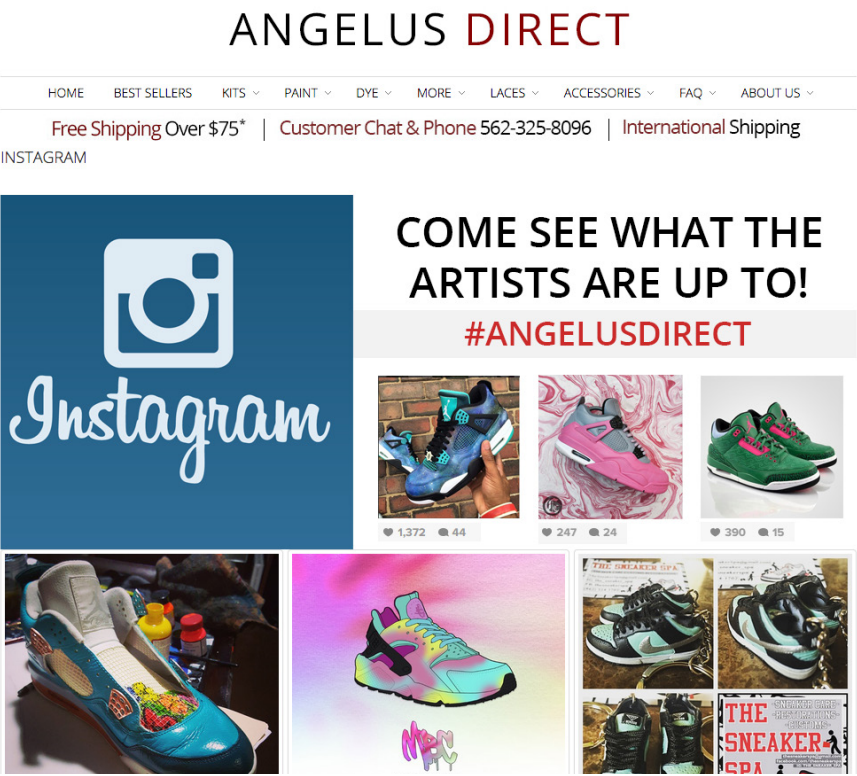
This company provide the world's best leather care products & sneaker accessories.  
: Cleaning kits, paints, dye, laces, and etc

### Pros

- Most products for cleaning/customizing shoes, people can buy on this website.
- Has sponsored artists and shows their works on Instagram
- Provides informations about how to repaint and clean sneakers

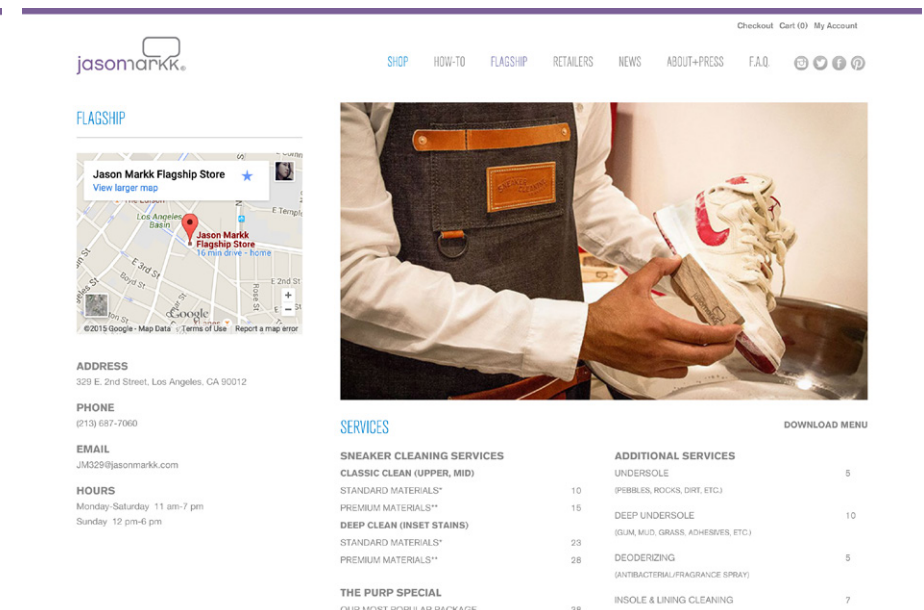
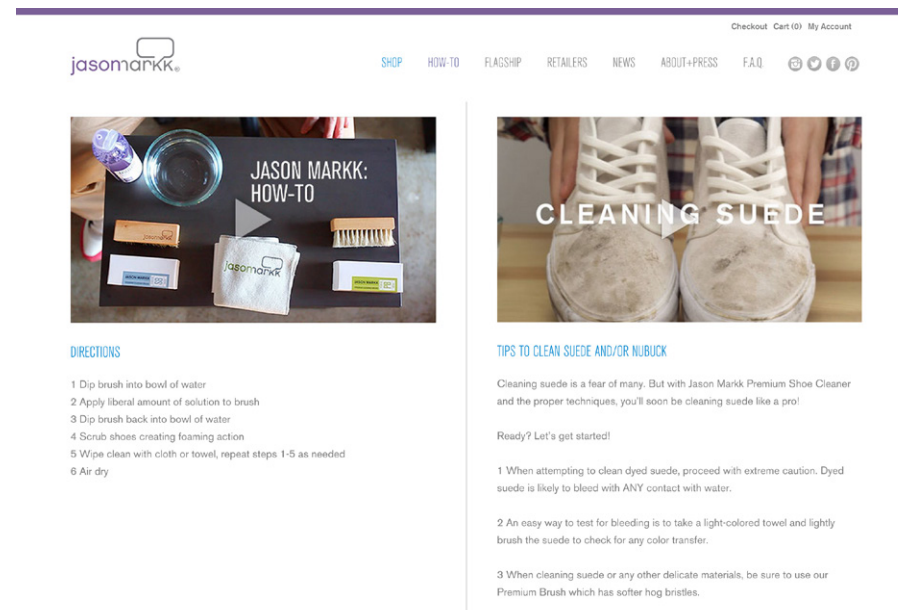
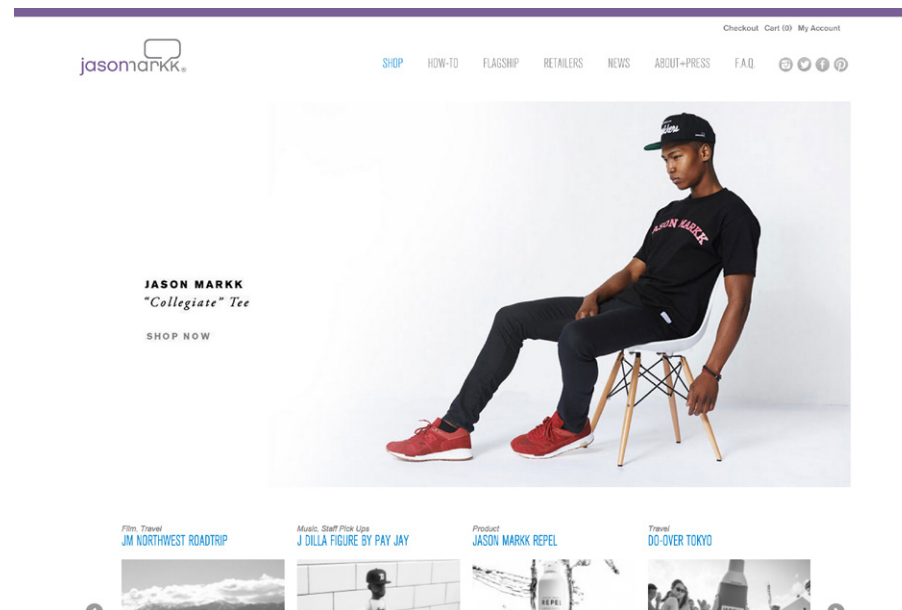
### Cons

- Not enough description about how to use their products
- For gallery, SNS(Instagram, twitter) is more activated



# COMPETITION

SHOES MAINTAIN,  
LACING METHOD,  
CUSTOMIZING BASED



## Jason Markk

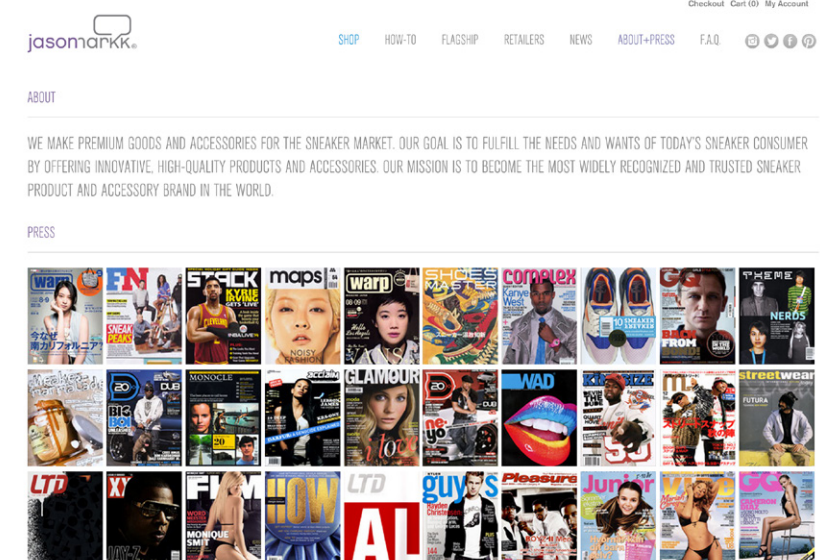
This company is premium shoe clean place in LA. They also make premium cleaning kits and accessories for sneakers.

### Pros

- Easy navigations and organized informatons
- Simple design and layout
- Provides video and description for diredtions

### Cons

- For F.A.Q page, too much small font size used and people can't search
- Nothing social network on website





# CONCEPT

## STRENGTHS AND WEAKNESSES

### WHAT STRENGTHS SHOULD MY WEBSITE HAVE?

Provide information about...

- How to maintain shoes
- Lacing methods for different kinds of shoes
- How people can customize/repaint their shoes
- Great social community.
- Activated mobile App

### WHAT WEAKNESSES DO I PERCEIVE I WILL HAVE?

- Website has to have good relationship with shoes brands or someone who works at shoes brand

# COMPETITION

## SWOT ANALYSIS

### SWOT analysis

#### S

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- How to maintain shoes
- Lacing methods for different kinds of shoes
- How people can customize/repaint their shoes
- Great social community.

#### O

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My website can be different from other sneakers websites which are mainly provide news or features of produced sneakers.

#### W

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Relationship:  
Needs to have relationship with shoes brands

#### T

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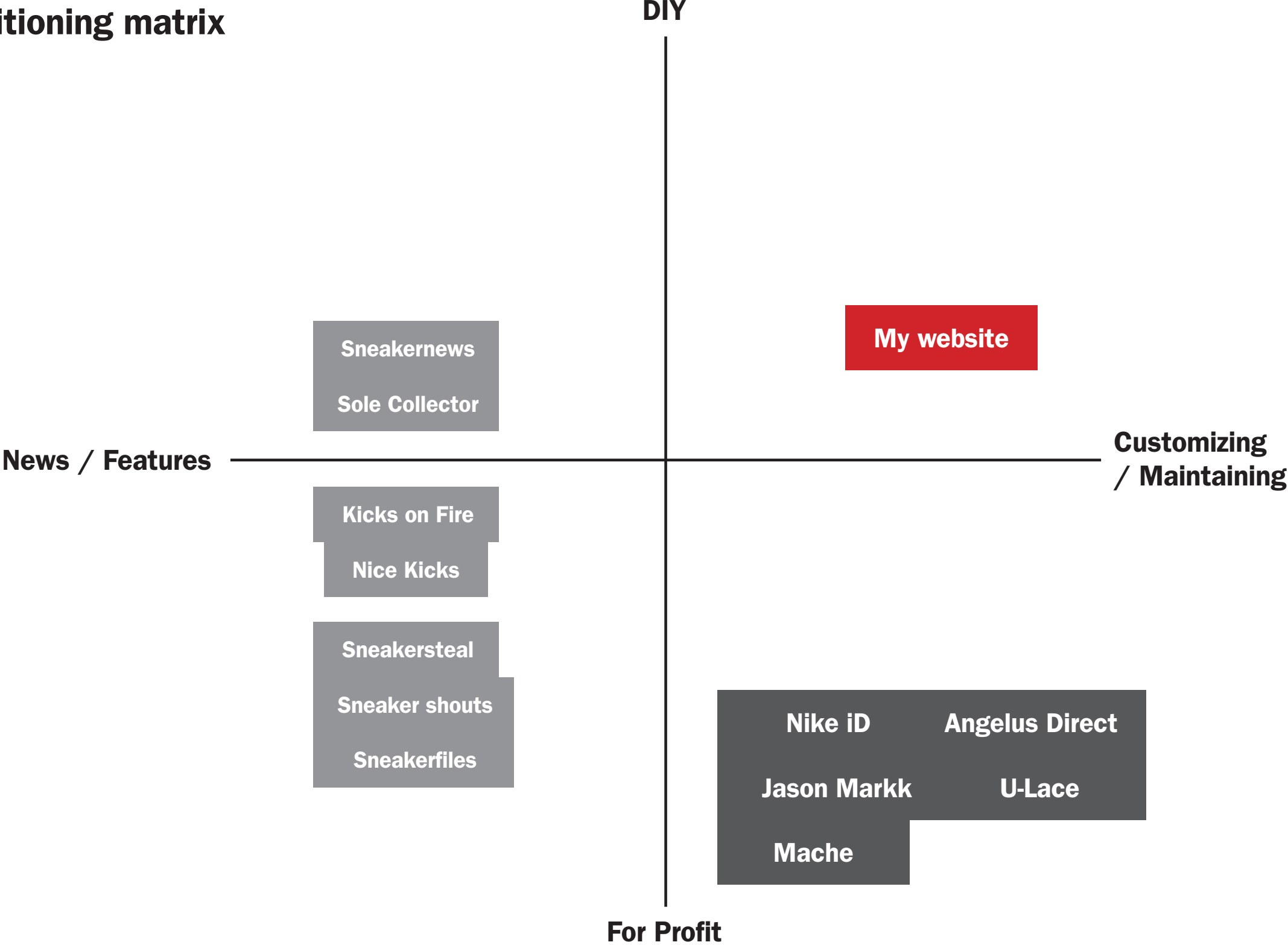
- Youtube and other SNS have numerous informations and videos already, easy to search, and also great social community.
- People go to some of professional sneakers cleaning places than clean shoes themselves.



# COMPETITION

## POSITIONING MATRIX

Positioning matrix



PERSONA  
BEGINNER



Ari Lee

**Age** 27 years old  
**Gender** Female  
**Profession** Makeup artist & Graphic designer  
**Location** Tokyo, Japan

**What sneakers are you interested in?** Actually I just love every sneakers, but if I think about that, my favorite is Adidas and Vans. Well, love Nike too.

She loves skateboarding, and when she is skateboarding with her sneakers, that is her happiest time. A lot of Japanese people also going crazy about sneakers, but she thinks they have their own style to stylized sneakers, and she likes that. If you look at her shoes or her clothes, you can see those are very unique. Every things are not common style. She always try to do something unique. She has a lot of old shoes and some shoes she doesn't wear that many times even though she got that because of she liked that. She said those shoes work not good on her then she expected.

**Goals** She really wants to wear old shoes and some shoes that work not good on her now, so she wants to try clean and customize those shoes to wear.

*“Sometimes people say my fashion style is kind of tricky, but **WHATEVER**, that’s me”*

She is going skateboarding today and she is wearing her old and classic sneakers which has been in the box for a long time. While she is waiting for the signal at the crosswalk, she is looking at her shoes and other people's shoes too. She doesn't feel satisfied with her shoes and this is why she didn't wear this for a long time. After she cross the street at a crosswalk, she starts looking up how to customize her shoes on the phone. She just types 'Customizing shoes' and taps one website. She finds out there is a mobile App and she downloads that. She opens that App and looks at how to repaint and customize shoes. After she goes back to home, she opens that App and puts that next to the shoes and starts customizing.



PERSONA

INTERMEDIATE



Mark Hoang

**Age** 24 years old  
**Gender** Male  
**Profession** Student at ACCD  
**Location** Pasadena, California

**What sneakers are you interested in?** I have many running shoes at home. Especially Nike running shoes.

He prefers athletic shoes than other fashion sneakers or basketball shoes, because that shoes are very functional and my motivation. Also he thinks that are really good daily shoes and great technologies. His favorite shoes are Nike Flyknit Racers, so he bought a lot of them, and it's one of the most popular running shoes too. He said those shoes are really hard to get when the new one comes out and design also really good, after he got that, he really tries to keep those clean. He also uses Nike iD to make his own design of shoes many times. He said it's really exciting and athletic shoes also can be the fashion item and it's actually a new fashion in these days.

**Goals** He wants to collect every unique and rare athletic shoes and make a closet.

*“My shoes are my motivation to workout”*

He just finished workout. After he goes back to home, he is taking off his shoes and putting that into the box. Looking at the shoes, he realize shoes got dirty so much. He always cleans the bottom of shoes, so he does that, but I doesn't know how to clean the body of shoes. He brings his laptop next to him, and types “How to clean flyknit” and searches it. He scrolls down and click my website which it looks like that website provides video and description together.



PERSONA  
ADVANCED



Sitt Jun

**Age** 25 years old  
**Gender** Male  
**Profession** Product designer at electronic cigarette company  
**Location** Arcadia, California

**What sneakers are you interested in?** I really love all of Nike Air Jordan.  
I almost have every famous Jordans.

He thinks Nike Air Jordan is the most nice shoes in the world. Every time it's really hard to get, it's like a war. He owns 35 pairs of Jordan already, waited overnight to get that and checked Twitter, sneakers website, and Nike all day to look at what is coming and what is restocked. Some of sneakers community, they post about that every minute. He really never spends his money to get something, but except Nike Jordan.

**Goals** He already has most of famous Jordans, so now he wants to make his own style of Jordan.

*“I don’t care about nice car, but I’m willing to spend money for Jordan”*

He used to think he wants to make his own Jordan. So he ordered pre-owned Jordan 6 Retro a few days ago on ebay purposely to customize it and that just delivered. That Jordan has icy sole but now it's really yellow, so he is trying to un-yellow that first. He already knows well but hasn't done that for awhile, so he needs to search how to do that again. He searches “how to un-yellow shoes”, click one similar title, and it goes to my website. He watches some videos on Youtube about how to clean sole and how do other people repaint Jordan.



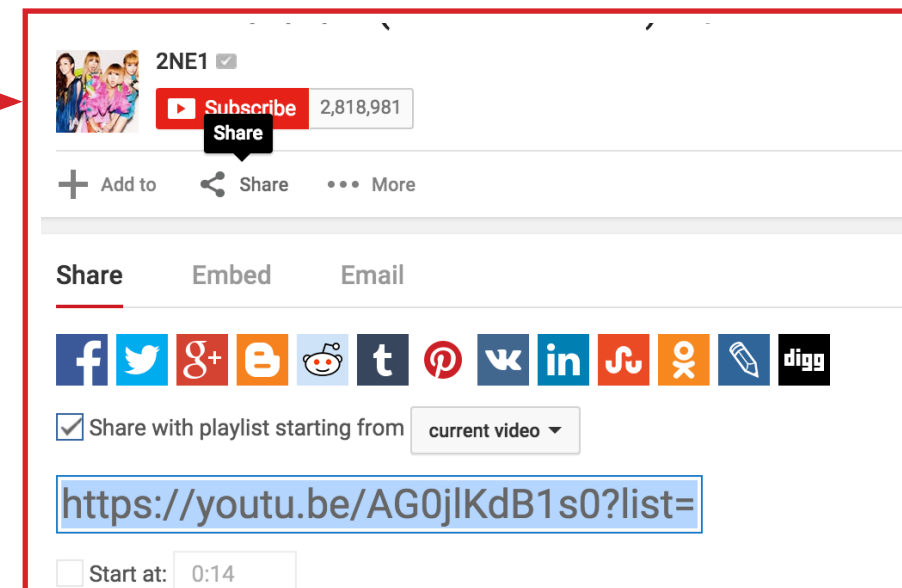
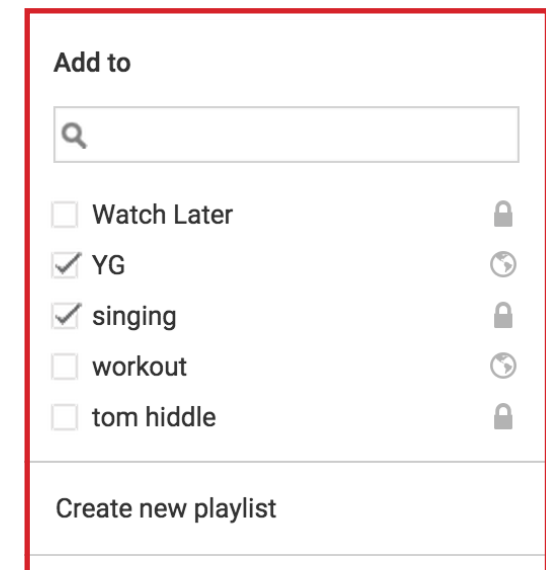
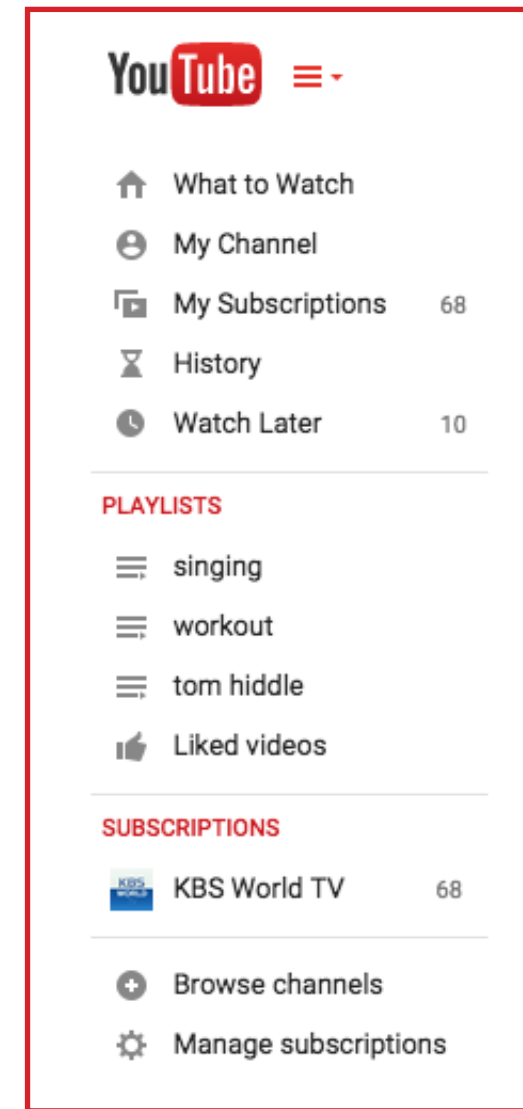
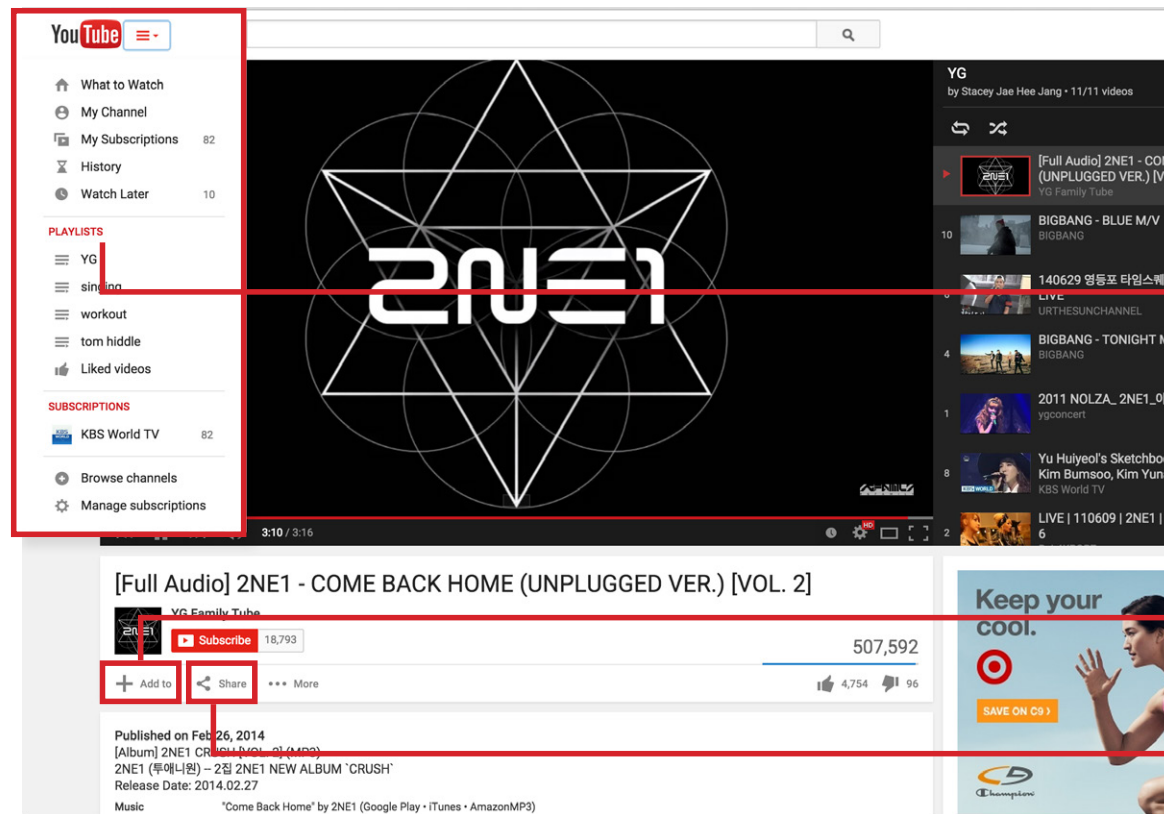
## WHAT ARE THE FEATURES OF MY WEBSITE?

- Great search function with loads of filters
- Simple and easy (convenience) categorize content.
- Great social network
- Personal space

# INSPIRATIONS

SEARCHING SYSTEM  
+ SOCIAL NETWORK

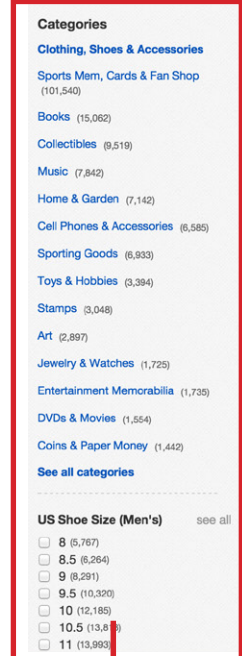
## YouTube



- Numerous videos people can search and share.
- There is a filter for the results
- Personal 'Play list'
- Great social network



**ebay**



- Related: [jordan 11](#) [lebron](#) [jordan 4](#) [nike foamposite](#) [jordan 5](#) [foamposite](#) [nike](#)

US Shoe Size (Men's)

Product Line

Style

Color

Material

Brand

Width

Condition

Price

Format

Item Location

Seller

Delivery Options

☐ 5 (319)

☐ 5.5 (572)

☐ 6 (749)

☐ 6.5 (938)

☐ 7 (1,840)

☐ 7.5 (2,155)

☐ 8 (5,769)

☐ 8.5 (6,269)

☐ 9 (8,293)

☐ 9.5 (10,321)

☐ 10 (12,182)

☐ 10.5 (13,818)

☐ 11 (13,994)

☐ 11.5 (8,913)

☐ 12 (11,267)

☐ 12.5 (1,043)

☐ 13 (8,470)

☐ 13.5 (416)

☐ 14 (3,320)

☐ 14.5 (319)

☐ 15 (1,152)

☐ 15.5 (8)

☐ 16 (225)

☐ 17 (232)

☐ 18 (208)

☐ 20 (3)

☐ Not Specified (12,973)

(0) Filters selected

CancelApply

- US Shoe Size (Men's)** see all
- ☐ **8** (5,767)
  - ☐ **8.5** (6,264)
  - ☐ **9** (8,291)
  - ☐ **9.5** (10,320)
  - ☐ **10** (12,185)
  - ☐ **10.5** (13,818)
  - ☐ **11** (13,993)

INSPIRATIONS

SEARCHING SYSTEM

ebay

Shop by category

Search...

All Categories

Search

Advanced

Back to search results

Listed in category: Clothing, Shoes & Accessories > Men's Shoes > Athletic

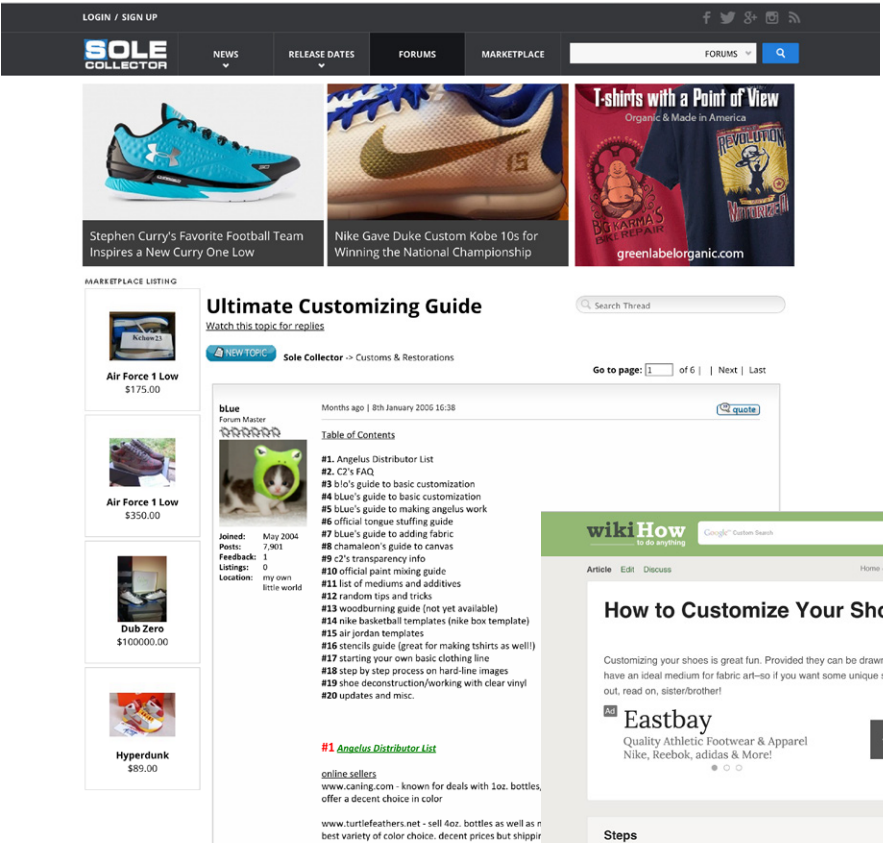
Clothing, Shoes & Accessories > Kids' Clothing, Shoes & Accs > Boys' Shoes



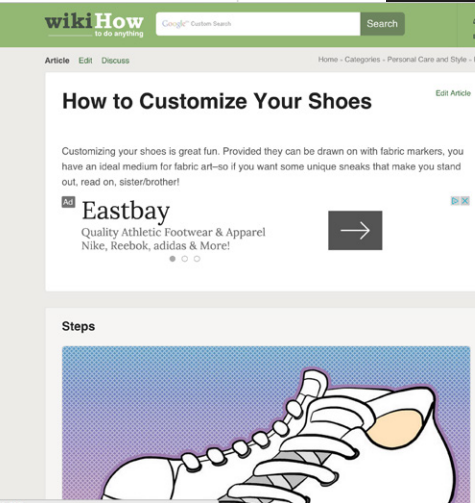
# INSPIRATIONS

HOW DO THEY SHOW

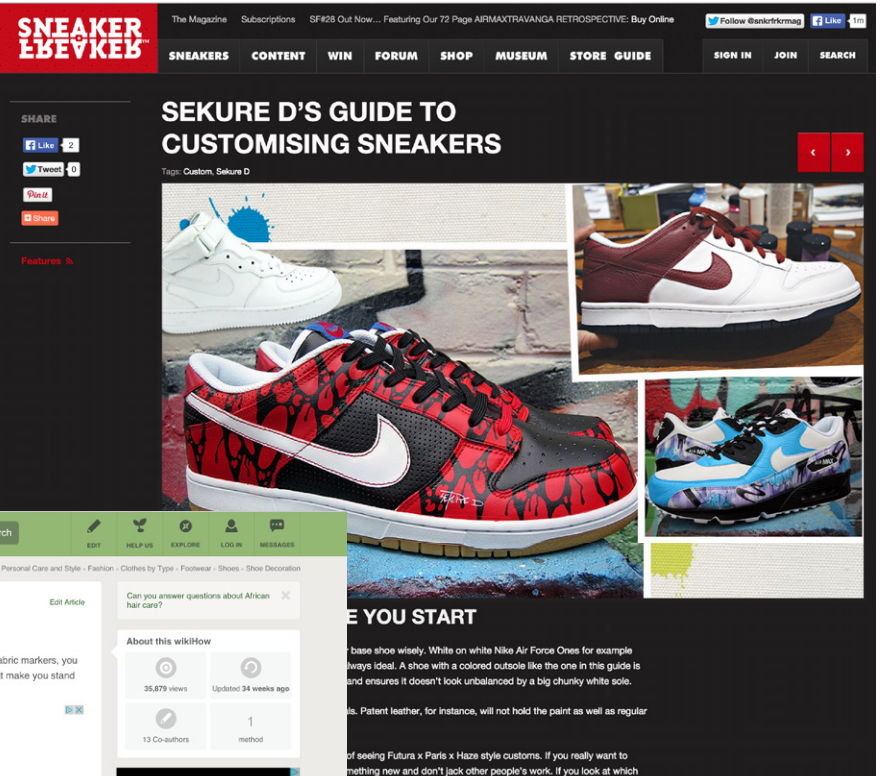
## SOLE COLLECTOR



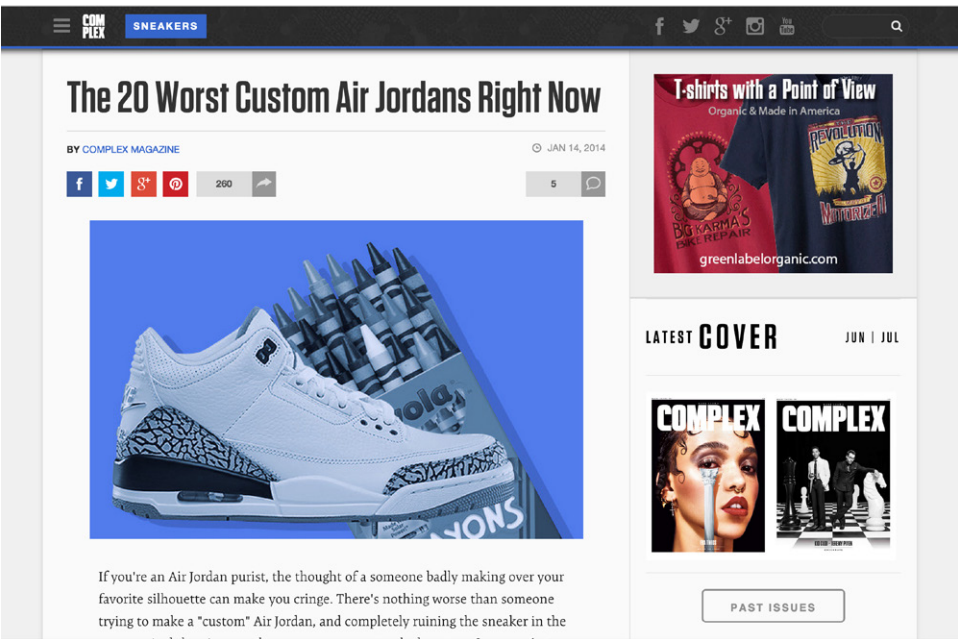
## SNEAKER



## SNEAKER



## SOLE COLLECTOR



Sole Collector shows what are the worst custom shoes and what are the best custom shoes. People can share this and

They are showing how to customize and maintain sneakers, but it's just little part of website and they are showing that just as texts with some of pictures really briefly.



# INSPIRATIONS

## CATEGORIES AND GUIDE


Jason Markk shows ‘how to do’ with video and descriptions, but they are just focused on their product. People need to buy their product.

## JASON MARKK


Checkout Cart (0) My Account

jasomarkk

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Product  
JASON MARKK REPEL




From the maker of The World's Most Trusted Shoe Cleaner, comes Jason Markk Repel. This Product creates a durable,








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DIRECTIONS

1 Dip brush into bowl of water


2 Apply liberal amount of solution to brush

3 Dip brush back into bowl of water

4 Scrub shoes creating foaming action

5 Wipe clean with cloth or towel, repeat steps 1-5 as needed

6 Air dry



TIPS TO CLEAN SUEDE AND/OR NUBUCK

Cleaning suede is a fear of many. But with Jason Markk Premium Shoe Cleaner and the proper techniques, you'll soon be cleaning suede like a pro!

Ready? Let's get started!

1 When attempting to clean dyed suede, proceed with extreme caution. Dyed suede is likely to bleed with ANY contact with water.

2 An easy way to test for bleeding is to take a light-colored towel and lightly brush the suede to check for any color transfer.

3 When cleaning suede or any other delicate materials, be sure to use our Premium Brush which has softer hog bristles.

4 The very first step is to take a dry premium brush and lightly brush the entire area of the shoe. This willremove any loose top layer dirt that may be sitting on the suede.

5 To start, follow steps 1-3 listed on the back of the bottle.

6 Now before scrubbing be sure to shake off as muchexcess water as possible. You can even take the brush and dab it onto a towel to remove even more water.

7 Next you can start scrubbing, it's best to give the entire area of suede an even go. This helps to promote even drying and prevents any water spots.Repeat as necessary.

8 Now that you've cleaned the suede, the next and most critical step is the drying and revival process.

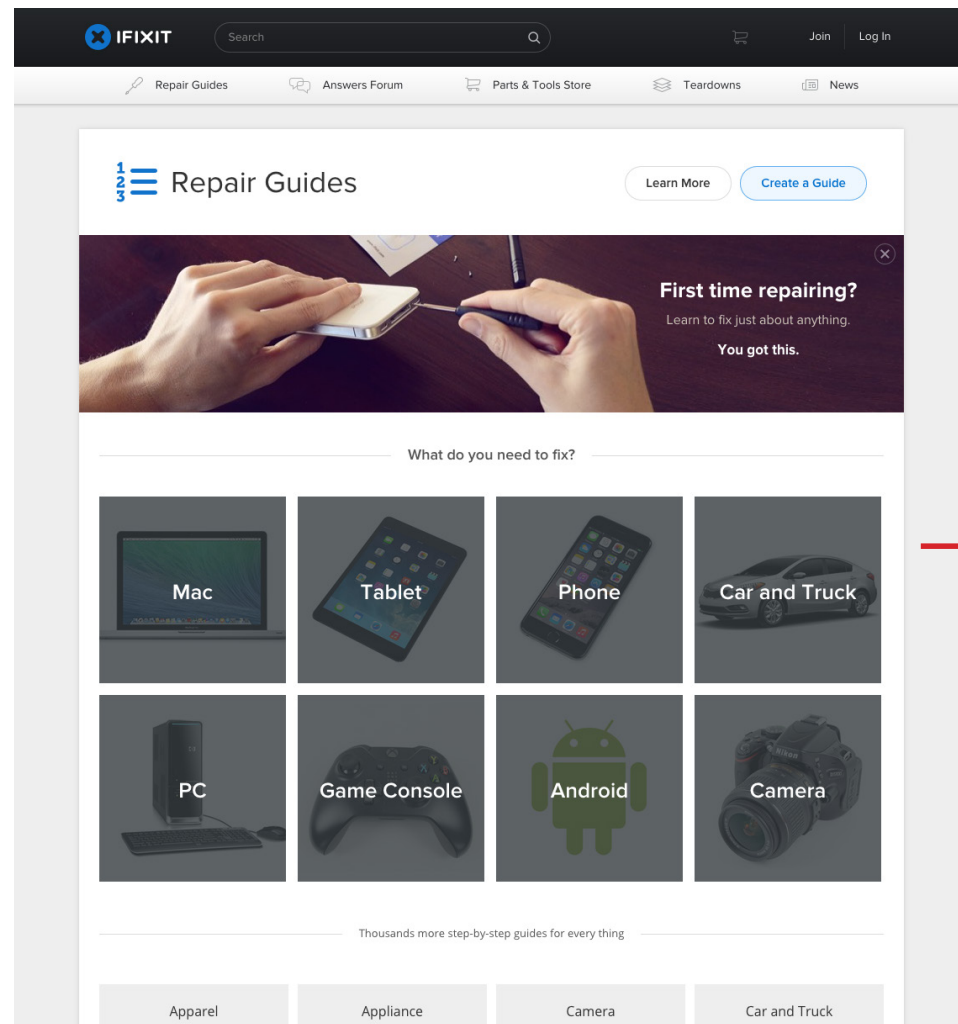
9 After scrubbing, it's important to move very fast -right into the drying process



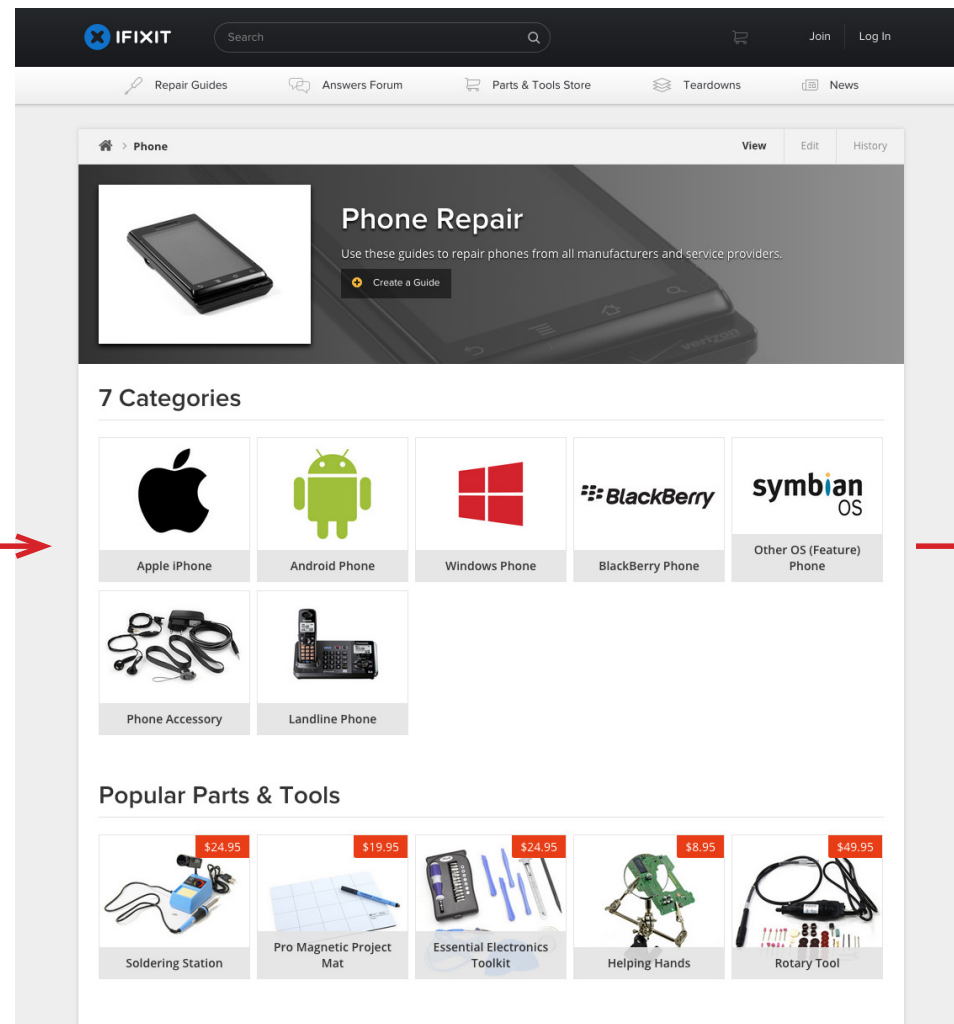
# INSPIRATIONS

## CATEGORIES AND GUIDE

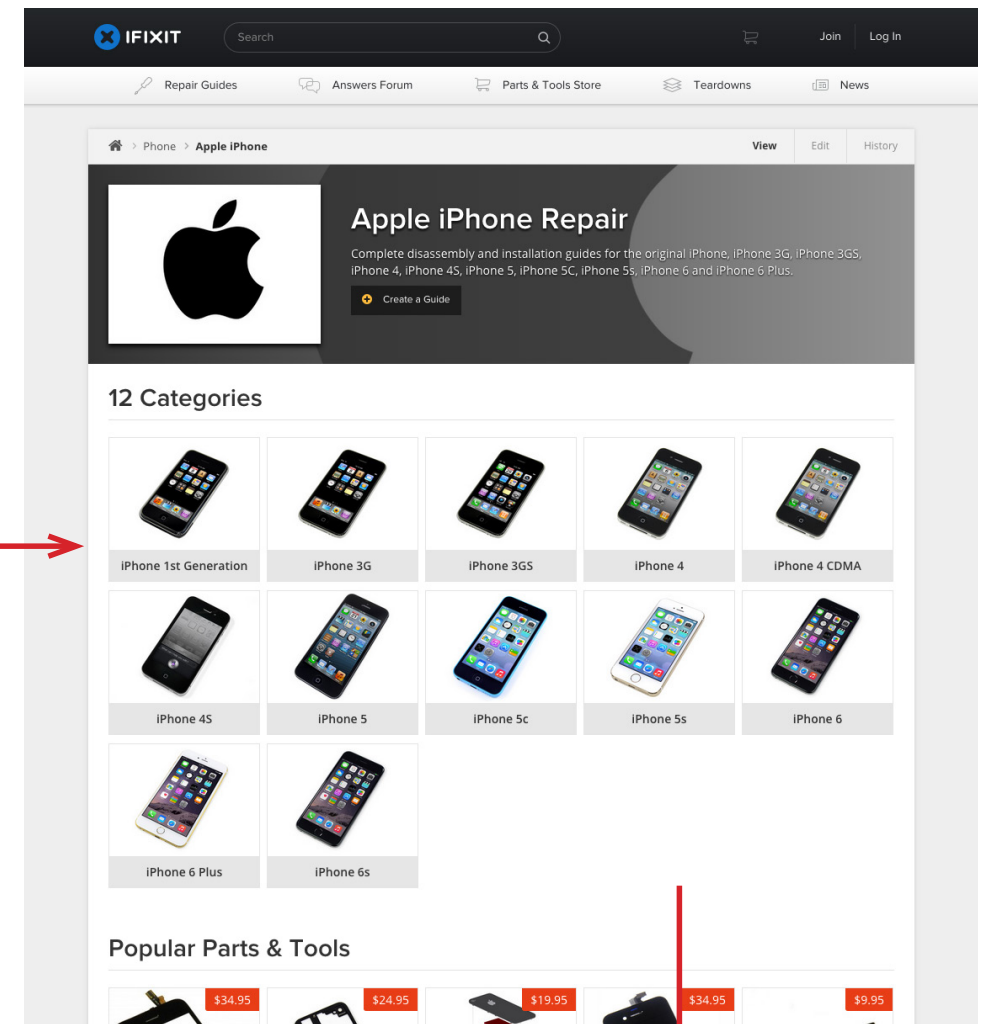
## IFIXIT



1. Choose what kind of product



2. Choose what brand



3. Choose the model

Great tutorial. Took me 30 mins with no problems. One question: is the plastic spacer important as mine didn't have one (probably got lost during previous repair)?

Pete, 5 days ago

Step 1

Add comment

Having completed this repair using the rear camera part from ifixit I have to comment that the camera is noticeably lower quality. Its not huge - You don't notice it looking at the photos scaled down to fit but viewing one for one there is significant detail lost. My staff member has an iPhone 5 bought at exactly the same time as mine so I was able to take a photo side by side on his and mine after my repair and when you view 1 for 1 pixel in product boxes on mine the text was just a colored blur where on his although you couldn't read the text it was more obviously text. Overall though its still better than having a camera that wouldn't focus at all and being that Apple seem to refuse to supply genuine spare parts (Which there has to be a low against?? - Imagine if a car manufacturer did that) its still good buying one from someone who gives good support. At the end of the day its a phone camera not an SLR and its still better than the older iPhone 4 camera.

matt, September 7, 2014

The majority of product manufacturers are not required to provide parts, and apple will fix items under the various warranties it offers. Car manufacturers on the other hand are required to make parts available by law. It is part of the regulation of their industry. They get a lot of protection for their business model, but have some obligations too. It's why the EV1 was pulled, they didn't want to have to make the parts, and why there are so many Delorian parts.

William Leeper, May 30

This is a great guide. However, I'm having a hard time popping the screen back into place. Everything works but I'm afraid of putting too much pressure least I crack it again. Any advice?

amciotola, October 23, 2014

Step 2

Add comment

I would recommend keeping multiple pieces of double-sided tape for each step that requires removing screws. Also perhaps label them, or take notes, so you know which piece of tape (and the screws attached to it) go with which step number. It's easy to confuse screws, especially if you go past these instructions to remove everything required to replace the ribbon cable that is necessary for the buttons.

irwin fletcher, December 18, 2013

Ordered and received the Phillips #00 Screwdriver (\$5.95 - 50+ in stock). It is a tiny Phillips screwdriver. The screws next to the lightning port have tiny star-shaped holes. I will have to find a different screwdriver.

jacklingwood, January 8, 2014

Unfortunately, the kit I ordered that was to come with a suction cup didn't include one; thanks for quality control, ifixit. Tape doesn't work. Now what?

btarver, March 10, 2014

I'm sorry to hear that. I have a suction cup being sent out today (Tue 3/11/14) and it will be there tomorrow for you.

Scott Dingle, March 11, 2014

I've managed to replace the battery successfully in my iPhone5, but something went wrong with a friend's (battery status is stuck, sometimes the phone reboots for no reason). So, I decided to open it up again and reseal the ribbon cables in case they came loose. I can't open it now. The Pentalobe screwdriver is worn out! I can't open these screws no matter what. I don't know what to do now as I can't be sure I haven't worn out the actual screws themselves, too. Any ideas?

Saltank, May 31, 2014

I seem to be having a similar situation. Attempting to open the phone again and either the pentalobe screws or the screwdriver itself is stripped. Any suggestion is welcome for removing the screws. Battery replacement went well and works great. But I must have a loose (hopefully not damaged) display ribbon.

pwarkolla, May 31, 2014

Saltank, thanks to your comment I didn't overtighten those little screws! I would try to get a better quality driver from a local hardware store to see that helps, the one ifixit sent are not very good quality. If that doesn't work, you may have stripped the screws.

SM SHAHKHAN, May 31, 2014

Wish I ordered a back case as well with my repair being so easy!

Daniel Mattson, July 21, 2014

Step 26

Add comment

After a replace the old screen with the new screen somehow when I put everything back together including the screws at the very bottom to tighten it up the screen pops up a little bit ??? Like it doesn't want to go in please help

Daisy Medina, September 7, 2014

Is this a screen from us?

Scott Dingle, September 8, 2014

Yes when I bought it, it said us LCD

Daisy Medina, September 11, 2014

The screen that I got had a purple film on the back. Must remove so that the back looks like exactly the same color as the original one.

Kent Leung, October 31, 2014

HELP :) my old screen and new screen look identical taken apart except that the old one has a clear ring wear the front camera sits and the new one does not. Is there a way to move this part?

Kristen, December 30, 2014

Use the small suction cup to remove and place the LCD

dudeomfgstflux, January 10

View Statistics:

Past 24 Hours: 1,976

Past 7 Days: 11,658

Past 30 Days: 51,473

All Time: 1,392,363

14,054

Free Manuals

58,164

Solutions

4,297

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Back to iPhone 5

View

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History

iPhone 5 Front Panel Replacement

Featured Guide

This guide has been found to be exceptionally cool by the iFixit staff.

Replace the Front Panel on your iPhone 5.

Author: Andrew Optimus Goldberg

Difficulty: Moderate

x 1284 x 243 x 962

Share: f t g

Use this guide to replace your iPhone's cracked or otherwise damaged front panel.

The front panel does **not** come with the home button, front camera assembly, earpiece speaker, or the LCD shield plate.

Need a guide for the iPhone 5s screen instead? We got you covered!

How To: Replace the Display Assembly (LCD, Screen, Digitizer) on the iPhone 5

iPhone 5

DISPLAY ASSEMBLY REPLACEMENT

Sections

Display Assembly 12 steps

Earpiece Speaker 4 steps

Front-Facing Camera and Sensor Cable 2 steps

Home Button Ribbon Cable 2 steps

Front Panel 6 steps

Tools

Phillips #000 Screwdriver

Plastic Opening Tools

Small Suction Cup

P2 Pentalobe Screwdriver iPhone

Anti-Static Project Tray

Relevant Parts

iPhone 5 Display Assembly (LCD, Front Panel/Digitizer Only), Part Only / Black

Buy these parts and tools

Relevant Parts (continued)

iPhone 5 Display Assembly (LCD, Front Panel/Digitizer Only), Fix Kit / Black This kit contains the part and all tools needed.

iPhone 5 Display Assembly (LCD, Front Panel/Digitizer Only), Part Only / White

iPhone 5 Display Assembly (LCD, Front Panel/Digitizer Only), Fix Kit / White This kit contains the part and all tools needed.

ifixit iPhone 5/5s Epic Screen Protector

Formats: PDF XML Embed

Step 1 — Display Assembly

Edit 3

If your display glass is cracked, keep further breakage contained and prevent bodily harm during your repair by taping the glass.

Lay overlapping strips of clear packing tape over the iPhone's display until the whole face is covered.

This will keep glass shards contained and provide structural integrity when prying and lifting the display.

Wear safety glasses to protect your eyes from any glass shaken free during the repair.

Step 2

Edit 11

Before disassembling your iPhone, be sure it is powered off.

Remove the two 3.6 mm Pentalobe screws next to the Lightning connector.

iPhone 5

Sixth iteration of Apple iPhone announced on September 12, 2012. Repair of this device is similar to the previous models, and requires screwdrivers and prying tools. Available as GSM or CDMA / 16, 32, or 64 GB / Black or White.

77 Step-by-step Guides

1.8k Solutions

26 Parts

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IFIXIT

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Phone > Apple iPhone > 5

View

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History

iPhone 5 Repair

Sixth iteration of Apple iPhone announced on September 12, 2012. Repair of this device is similar to the previous models, and requires screwdrivers and prying tools. Available as GSM or CDMA / 16, 32, or 64 GB / Black or White.

Create a Guide

Repairability: 7 / 10

Featured Guides

iPhone 5 Front Panel Replacement

Replace the Front Panel on your iPhone 5.

iPhone 5 Pentalobe Screws Replacement

5-point Pentalobe screws replacement.

24 Replacement Guides

Translations:

Audio Control and Power Button Cable

Battery

Display Assembly

Earpiece Speaker

Front Panel

Front Panel Clips

Front-Facing Camera and Sensor Cable

Home Button

Home Button Ribbon Cable

Interconnect Cables

LCD Shield Plate

Lightning Connector and Headphone Jack

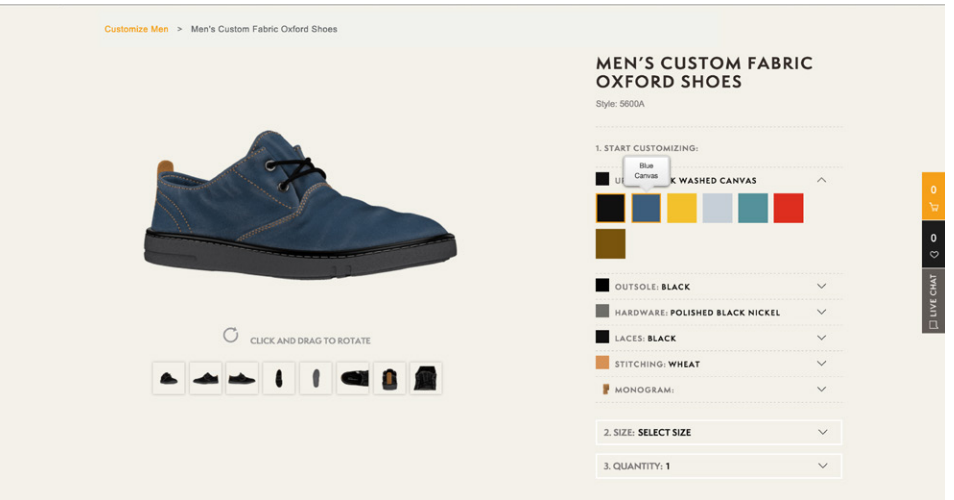
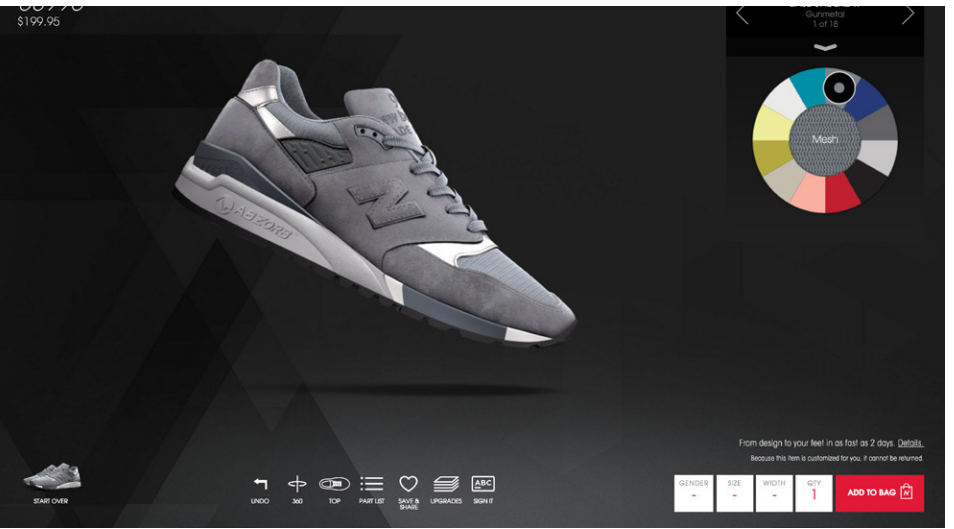
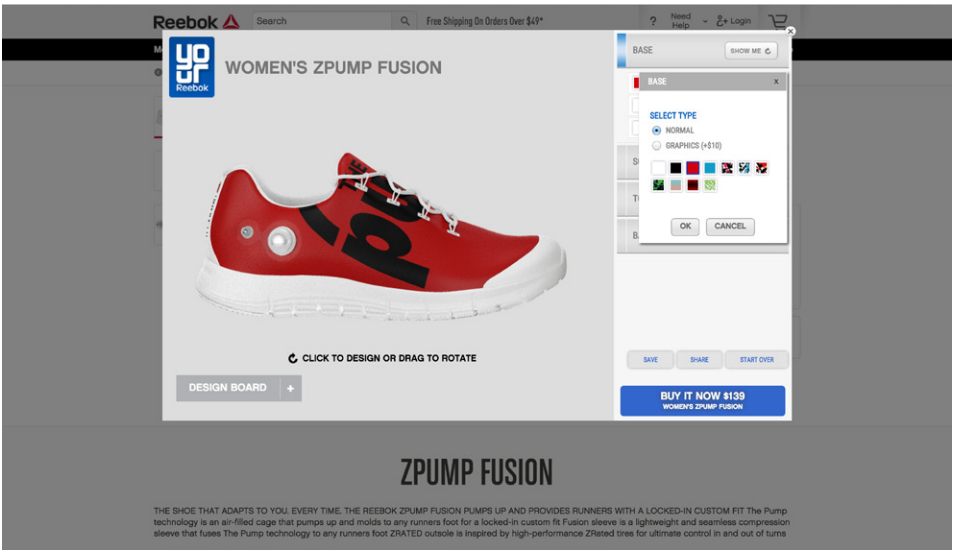
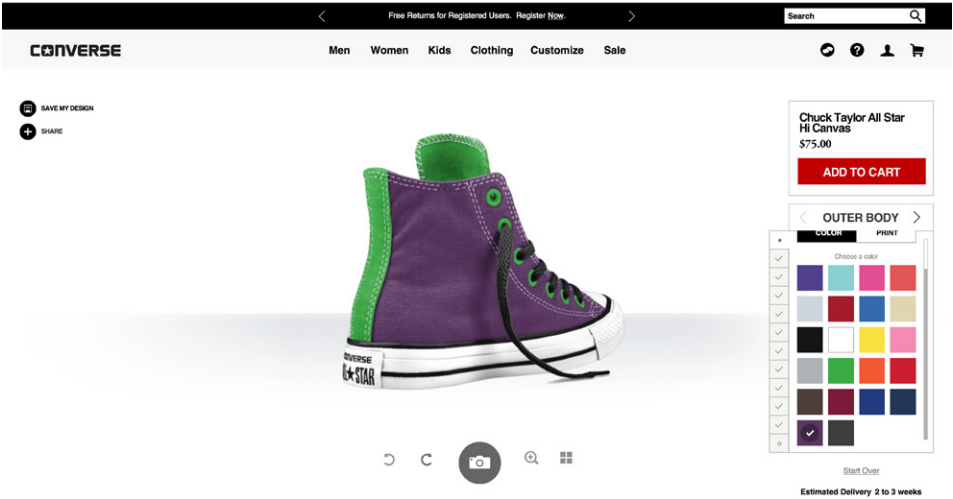
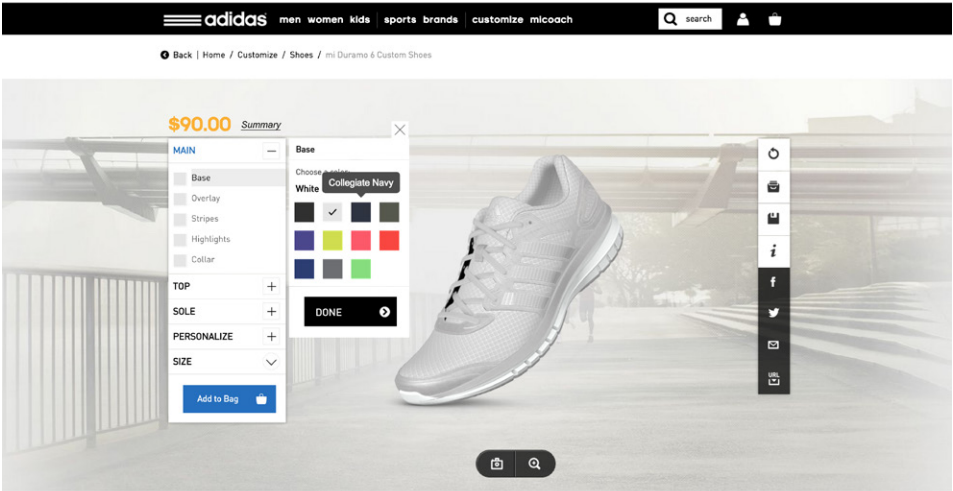
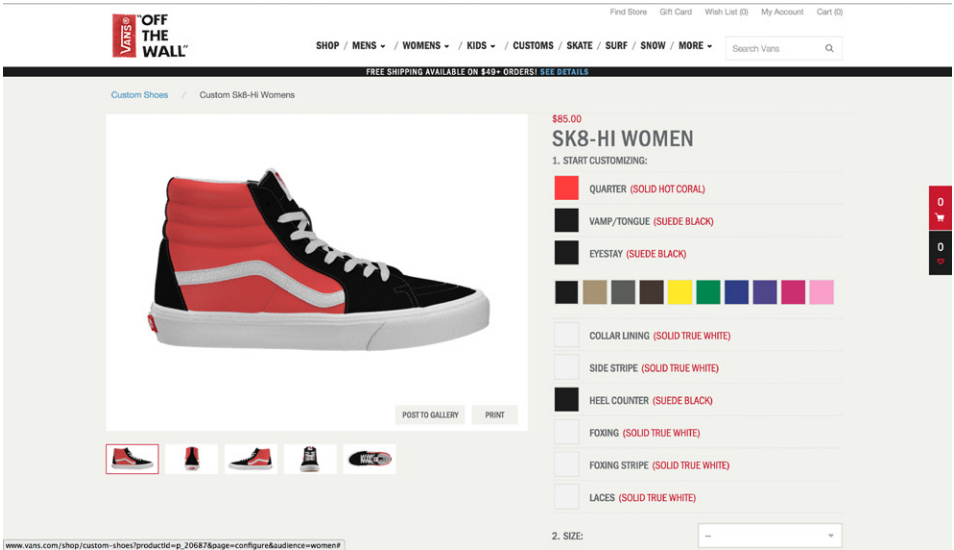
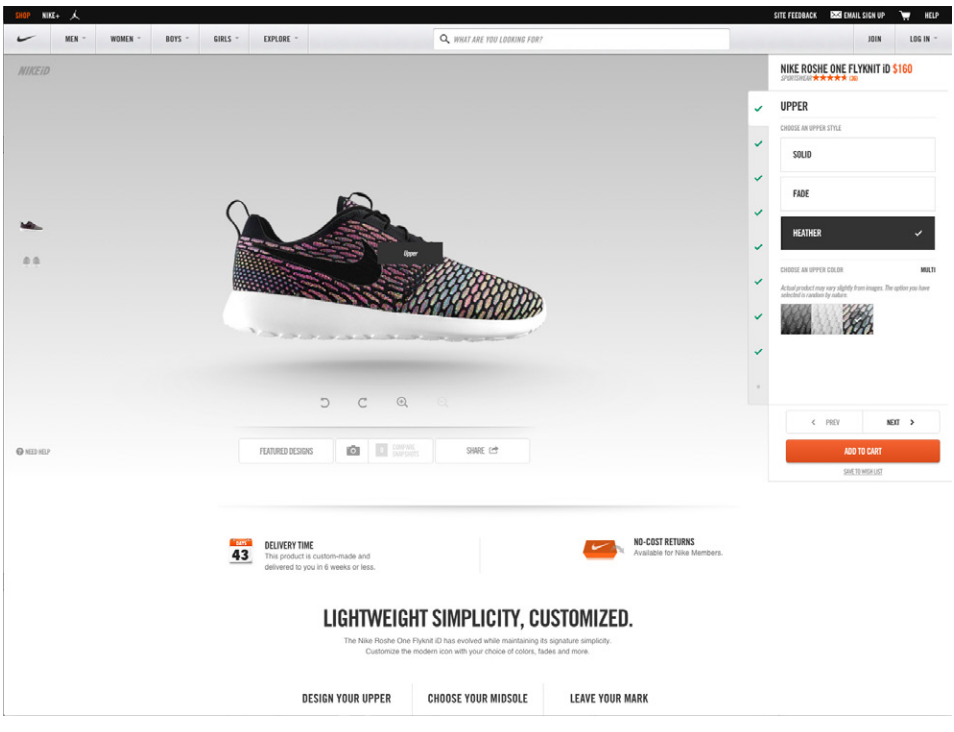
4. Choose which part I want to fix

5. Guide shows what I need, video on the top, and steps with descriptions



# INSPIRATIONS

## SIMULATION OF CUSTOMIZING



# INTERVIEWS 1



## James Lee

**Age** 40 years old

**Gender** Male

**Profession** Owner of trading company

**Location** Arcadia, CA

**What do you think about the concept of my website? There are no websites just focuses on how to customize, maintain shoes, and about lacing methods, and it's not for profit.**

I like the concept for this website. It's a nice approach for this subject. It will bring a greater community and it has a great potential of becoming a really big sneaker website.

**I showed you the searching system of YouTube and eBay. Do you usually use those websites many times? What do you think about searching system of those websites? What are pros and cons?**

It's a good way to narrow down for what you want to search and get very specific with what you want to find, but personally I don't like some of those features because it gives you too many options that most of the time I don't always use. (For example the watch it later, recommend playlist options I don't really like to use it, the better options for me are the save to a playlist, watch it again and history is much more useful to me).

**Like I showed you, existing websites are showing guides just as description or with some of photos. Do you think is that is enough? Or how about video and description together?**

For the guide, it would be best to have step-by-step photos and description for each part and small video clips for each part would be very helpful too.

**How would you categorize the different sneaker brands on the website? For every guides and other information too.**

I personally think separating them into specific brands and then narrow it down to the major product lines for each of those brands. So for example on [www.flightclub.com](http://www.flightclub.com) they have sections on the side for what shoe you are looking for to buy and they separate it by Adidas, New Balance, Converse, etc. but for Nike specifically, they split it of as Nike Basketball, Running, Dunks because they are the more popular lines right now so it would make sense to display those first. For the people that are looking for the Adidas and New Balance, when you select that you can go into these specific models also



such Jeremy Scott, Gazelle, 580, 574s.

**What do you think about mobile app for this kind of sneakers website. Imagine people use that app on the phone or tablet pc next to them.**

The mobile app is a good idea because these days everyone is on their phones anyways and its an easier way to grab that and search for things rather than taking out your laptop or going to your desktop to do these things. If your really into sneakers, you think about that all day so you want to have that ability to access all this information and be in touch with the community outside your house too.

**What do you think about social community on this website. In this community on my website, it shows top and worst customized shoes for every month and people can discuss (comment) on that. Also people can share a lot of pictures that people posted like Instagram, Pinterest or Facebook. There is also personal space for each person, so they can make a private favorite list. What do you think about this? Do you think it's going to be useful for people?**

I think what would be interesting is something like a public community and a private community within that website. On the public you can have full access to the public where all the topics and information is there, but then from there you can discover specific friends and members that you get closer with and from there you can add each other to a more private space where its just you and the people you added. Sort of something like Facebook on private settings and there you can post what is on your mind, more videos. Pretty much anything sneaker heads would like but in a more private carefree setting so you can say anything you want that you might not want to post on a public space. It doesn't even have to relate to sneakers/shoes it can be even personal life things.

# INTERVIEWS 2



## Sitt Jun

**Age** 25 years old

**Gender** Male

**Profession** Product designer at electronic cigarette company

**Location** Arcadia, California

**What do you think about the concept of my website? There are no websites just focuses on how to customize, maintain shoes, and about lacing methods, and it's not for profit.**

I recommend a key figure or a reputable sneaker collector that's always active and really strong figure in the scene and for the community, there should be some sort of commitment or vouch to be able to join to build a more confident and safer scene. "Kicks On Cord" is a category that shows what famous basketball players wear and limited edition ones they have but there should be "Kicks on Celebrity" where it is open to a wider scene and view choices. Tips and Tricks would be cool where you can figure out what shoes look good with what kind of clothing apparel such as shorts with what shoes and jeans, etc. Special coupons or giveaways for members in this community would enhance and strengthen it.

**I showed you the searching system of YouTube and eBay. Do you usually use those websites many times? What do you think about searching system of those websites? What are pros and cons?**

Pros on eBay is the ability to auction or bid items and gives buyer protection, but most of the time its fake and also the search engine is bad because usually people use too many tag words so many unnecessary shoes show up and its not what your looking for. The YouTube search engine will be a good con because it gives you the ability to further enhance your experience.

**Like I showed you, existing websites are showing guides just as description or with some of photos. Do you think is that is enough? Or how about video and description together?**

I would do videos more then pictures because some people sadly are not that genius sometimes and for sure a do's and don'ts so people don't mess up and post additional links to other people that already have videos.

**How would you categorize the different sneaker brands on the website? For every guides and other information too.**



First display the most important brands from top to bottom, such as Nike, Adidas and so on and then after you select go into specific such as Running, Training, Basketball, etc.

**What do you think about mobile app for this kind of sneakers website. Imagine people use that app on the phone or tablet pc next to them.**

OH YEAH, cause you're on your phone more then you are on the computer and if you lay it out cleaning and simply it will be quick and easy.

**What do you think about social community on this website. In this community on my website, it shows top and worst customized shoes for every month and people can discuss (comment) on that. Also people can share a lot of pictures that people posted like Instagram, Pinterest or Facebook. There is also personal space for each person, so they can make a private favorite list. What do you think about this? Do you think it's going to be useful for people?**

The community is a must, but there must be legitimacy and a trustworthy community so you can communicate safely and confidently. There must be a filter system first to allow only these users to get into this so it's a better-knitted place. This makes this community stronger and recognizable.

# INTERVIEWS 3



## Joseph Reed

**Gender** Male

**Profession** Works at ACCD

**Location** Pasadena, California

**What do you think about the concept of my website? There are no websites just focuses on how to customize, maintain shoes, and about lacing methods, and it's not for profit.**

Its a great idea, my favorite website to use is Niketalk which is almost like the Facebook for sneakers and actually most of the big websites now all originated from there so that would be the almost the original major websites/forum and it still is today. What it lacks on there is specific search abilities and it doesn't really touch upon cleaning/ maintaining too much so this concept you have would be a great idea.

**I showed you the searching system of YouTube and eBay. Do you usually use those websites many times? What do you think about searching system of those websites? What are pros and cons?**

I'm not a big fan of youtube search engine and I would prefer ebay's filter system much more. Both have its own pros and cons such as youtube you can find a lot of related and recommended videos and ebay can filter shoes really fast with the specific filters and you can enter your zip code in for people nearby you so I can meet in person and verify if its real and same as the description but they both lack a little because youtube search is too broad and general so it needs to be filtered down better.

**Like I showed you, existing websites are showing guides just as description or with some of photos. Do you think is that is enough? Or how about video and description together?**

These days it's more of video to understand better, but there are people who still want to read also so probably video first and text after. I do like Jason Markk's how to videos because they do a good job at it, but the problem is that it's only for their product so if you don't have that product you wouldn't know what to do because most people don't use those products.

**How would you categorize the different sneaker brands on the website? For every guides and other information too.**

I think a good way to categorize these sneakers would be like a website called Projectblitz, and of



course Nike would be biggest always but then it goes to Adidas for example they only have a few lines that are as popular, so Jordan, Nike, Adidas, Assic would be most likely best way to categorize by popularity. I think the way these categories have to be shown wont be as much of a problem if the search engine is good so I can just type in what I want to find instead of showing everything on the side and going from there.

**What do you think about mobile app for this kind of sneakers website. Imagine people use that app on the phone or tablet pc next to them.**

I think mobile is the way the sneaker culture is going and moving to. There will always be the older and newer generation and the older people still use these computers still and the new generation are all on their mobile phones searching for sneakers, but it's better to go for the new generation because the majority is that demographic and the older generation will have to adapt to new technologies too.

**What do you think about social community on this website. In this community on my website, it shows top and worst customized shoes for every month and people can discuss (comment) on that. Also people can share a lot of pictures that people posted like Instagram, Pinterest or Facebook. There is also personal space for each person, so they can make a private favorite list. What do you think about this? Do you think it's going to be useful for people?**

Community wise, for the sneakerheads and sneakercollectors it's going off now because back then it was a much bigger, friendly community and its more of a honestly socializing because these days, it's people just trying to make money of each other now and scamming so its not as genuine anymore. The community has to go back to how it was back then so more legit people and a true passionate environment. I do see a problem with displaying customizing techniques because the really famous people don't tell people because it's their specialty and they charge money to do these kinds of customization so if they show everyone, they wouldn't have their success and business anymore. Eventually these secrets do come out, just like how customizing started getting big in the 2000's and no one was telling how to do it and over time people came out and exposed it eventually.

# INTERVIEWS 4



## Julian Smith-Sakamoto

**Age** 21

**Gender** Male

**Profession** Studies at ACCD

**Location** Pasadena, California

**What do you think about the concept of my website? There are no websites just focuses on how to customize, maintain shoes, and about lacing methods, and it's not for profit.**

I think the concept makes sense, you can find that information online, but nowhere that displays all of that together.

**I showed you the searching system of YouTube and eBay. Do you usually use those websites many times? What do you think about searching system of those websites? What are pros and cons?**

I like ebay because when I'm searching for something, I can save all the categories that I usually search for a lot and you can see your history and what you were looking at recently. I do wish they fix the relevance because the way they do it now is not very well as for example it doesn't bring up many new videos much and sometimes lots of older videos that I have seen before show up a lot.

**Like I showed you, existing websites are showing guides just as description or with some of photos. Do you think is that is enough? Or how about video and description together?**

Video is good and pictures are good because it shows the very detailed part because video if you pause you can't see it as well and pictures are good way to show what you need to buy as a list besides just pausing and pausing during video. Ifixit is a good website for guides of cleaning and I like they way you can each specific thing you want to find and it's very clear and detailed steps for everything and if you need a specific product , it gives the ability to click on that item and it brings you to a store and get it.

**How would you categorize the different sneaker brands on the website? For every guides and other information too.**

I think for categorizing, it should have all very specific selection because you might be looking for everything and most people know what they are looking for already so for example Nike you would do Jordan of course and then LeBron, Kobe, Durant and go into Airmax, Dunks, Blazer etc.





**What do you think about mobile app for this kind of sneakers website. Imagine people use that app on the phone or tablet pc next to them.**

Mobile App makes total sense as long as there is an account system so you can login and have information set inside already and it would be cool to have when you login there is like a closet system so you can store what shoes you have and add more into it so its more like a personal visual account and feel more like you really are part of the system.

**What do you think about social community on this website. In this community on my website, it shows top and worst customized shoes for every month and people can discuss (comment) on that. Also people can share a lot of pictures that people posted like Instagram, Pinterest or Facebook. There is also personal space for each person, so they can make a private favorite list. What do you think about this? Do you think it's going to be useful for people?**

I am personally also the type of person that wouldn't share online what I know not because of money i'm not as socially active person online but I think a forum style would be better to chat because sometimes if there is no reward or incentive, there can be lots of bullshit things that appear and actually unhelpful, so this community would have to have a structure that's similar to what the website is supposed to be. I prefer some websites that display just information and some commenting but nothing where there is so much conversation and interaction going on because I go on to just look at what I need to do and move on. I prefer something like Instagram where you post your best and coolest shot and you can make a few comments on it and that's it.

# INTERVIEWS

## SUMMARY OF INTERVIEWS

### MY CONCEPT?

Good idea. Because there is no websites only showing that and if it can be really good community, like all people are friend, then it will be cool.

### PROS AND CONS OF SEARCHING/FILTERING SYSTEM OF YOUTUBE AND EBAY

Ebay filtering system is good. Very specific and also people can save that categories personally. For YouTube, youtube search is too broad and general, so it needs to be filtered down better.

### HOW TO SHOW GUIDES

Video and step by step descriptions together. Step by step descriptions should be with photos. Several photos for each step should be better.

### HOW TO CATEGORIZE

First way is by brands and second way is by the part of shoes. For example, how to clean sole.

### ABOUT MOBILE APP. WHAT IT SHOULD HAVE?

Mobile app could be really useful. People can use that for emergency at outside too. Mobile app should be more private.

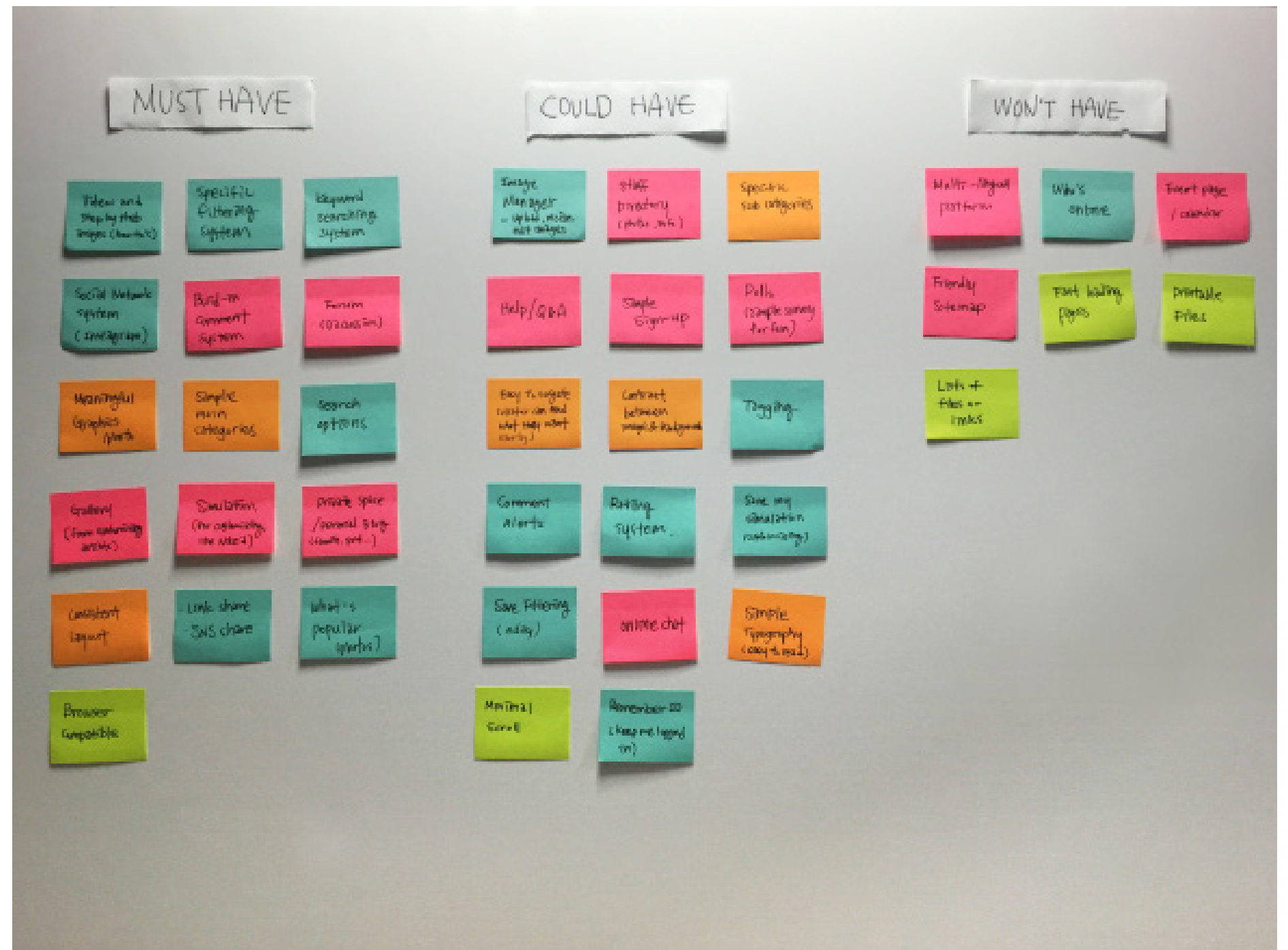
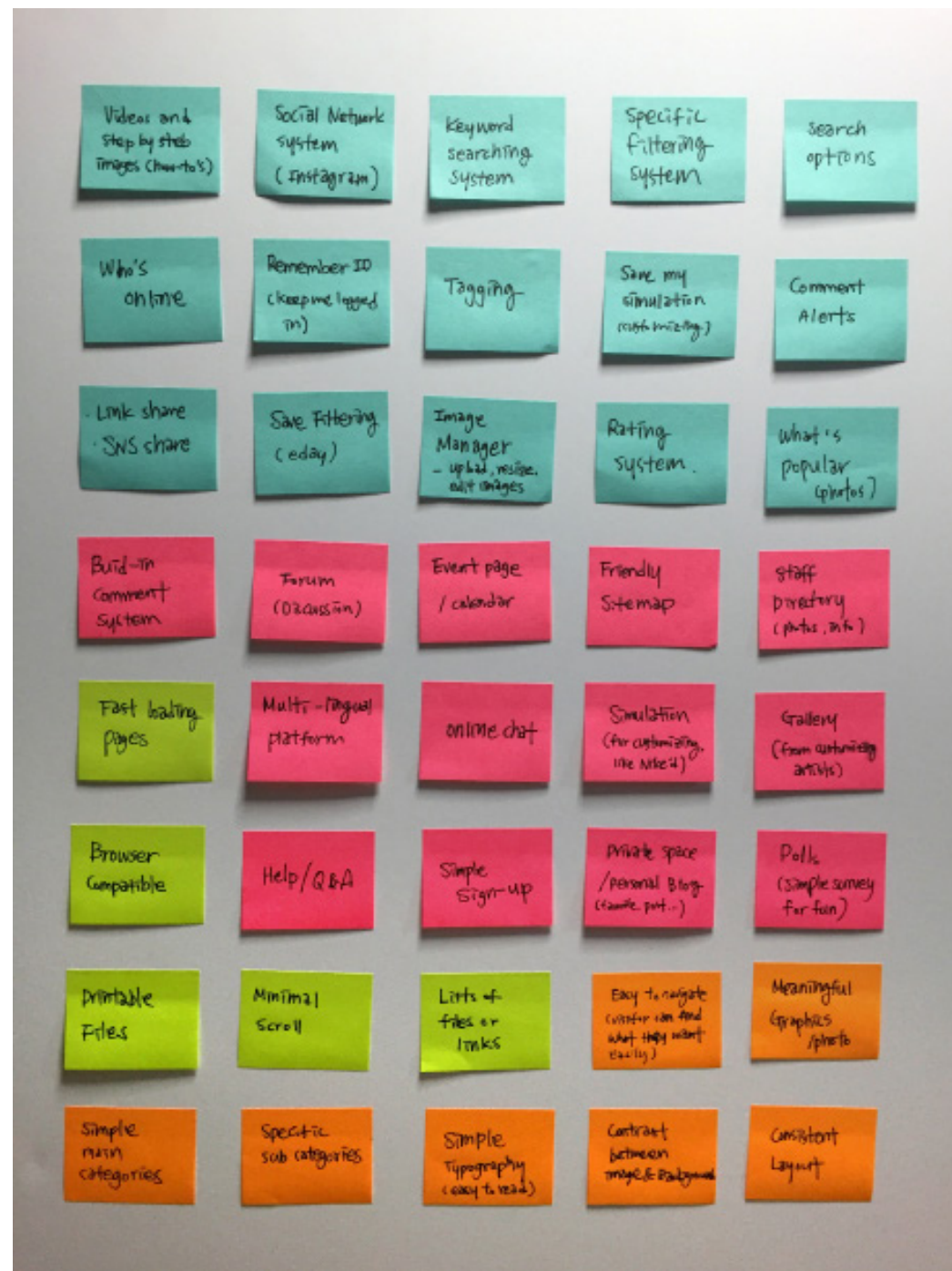
### ABOUT COMMUNITY AND PERSONAL SPACE ON THIS WEBSITE.

It will be cool everyone is friend in that community, share their photos and informations. However, many people who has really good skills, they don't want to share their ability. There should be some gift/or incentive to make them share their skills or community sould be just like instagram, so people just share photos. Not skills.



# FEATURES

## MOSCOW



# FEATURES

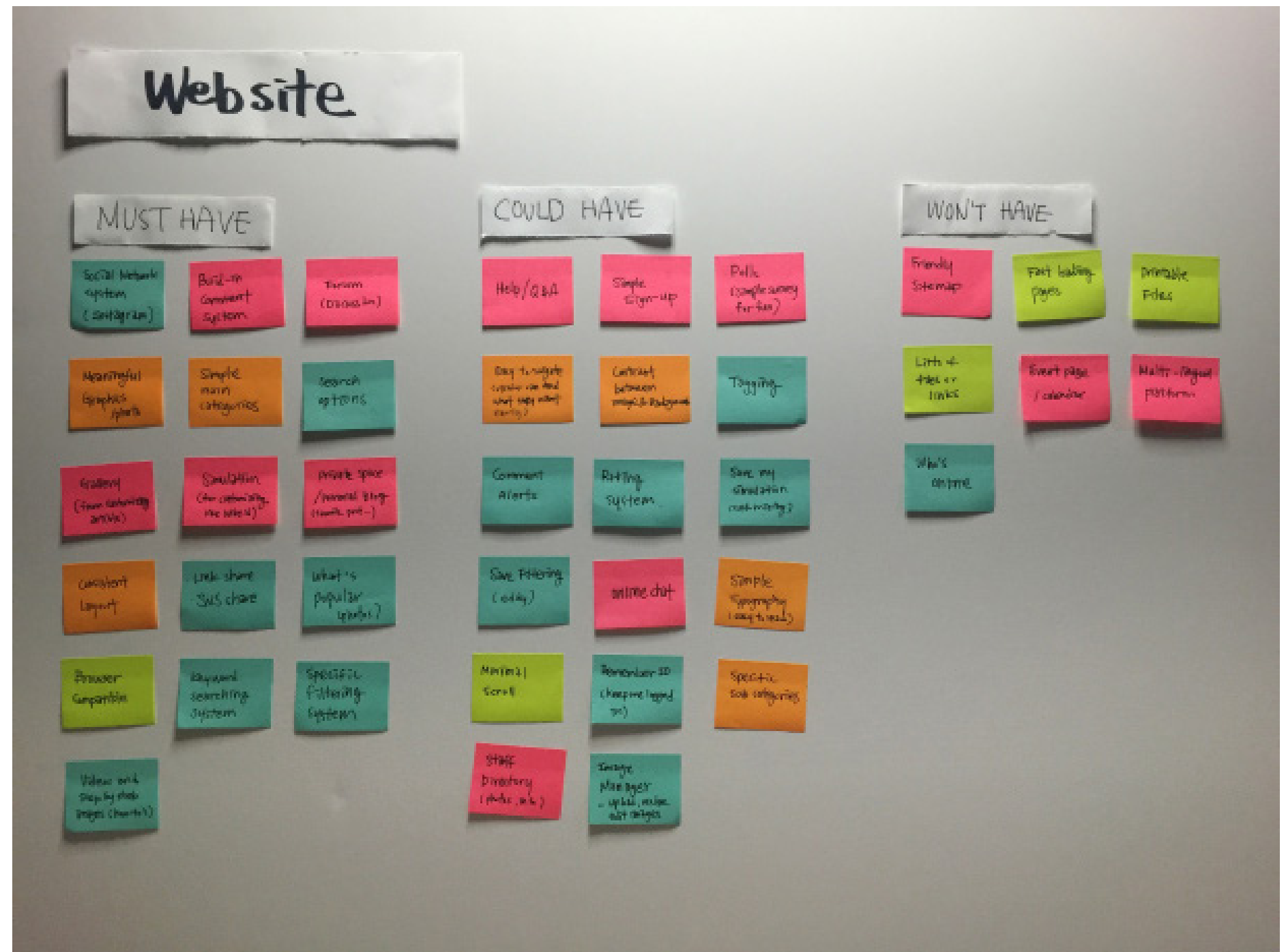
## MOSCOW - WEBSITE

### Must Have

1. Keyword searching system
2. Search option
3. Specific filtering system
4. Social Networking system (like Instagram)
5. Forum (discussion)
6. Simulation
7. Private space / Personal Blog
8. SNS/Link share

### Could Have

1. Help / Q&A
2. Save simulation
3. Save filtering
4. Specific sub categories
5. Staff directory
6. Image manager
7. Online chat





# FEATURES

## MOSCOW - MOBILE APP & TABLET PC

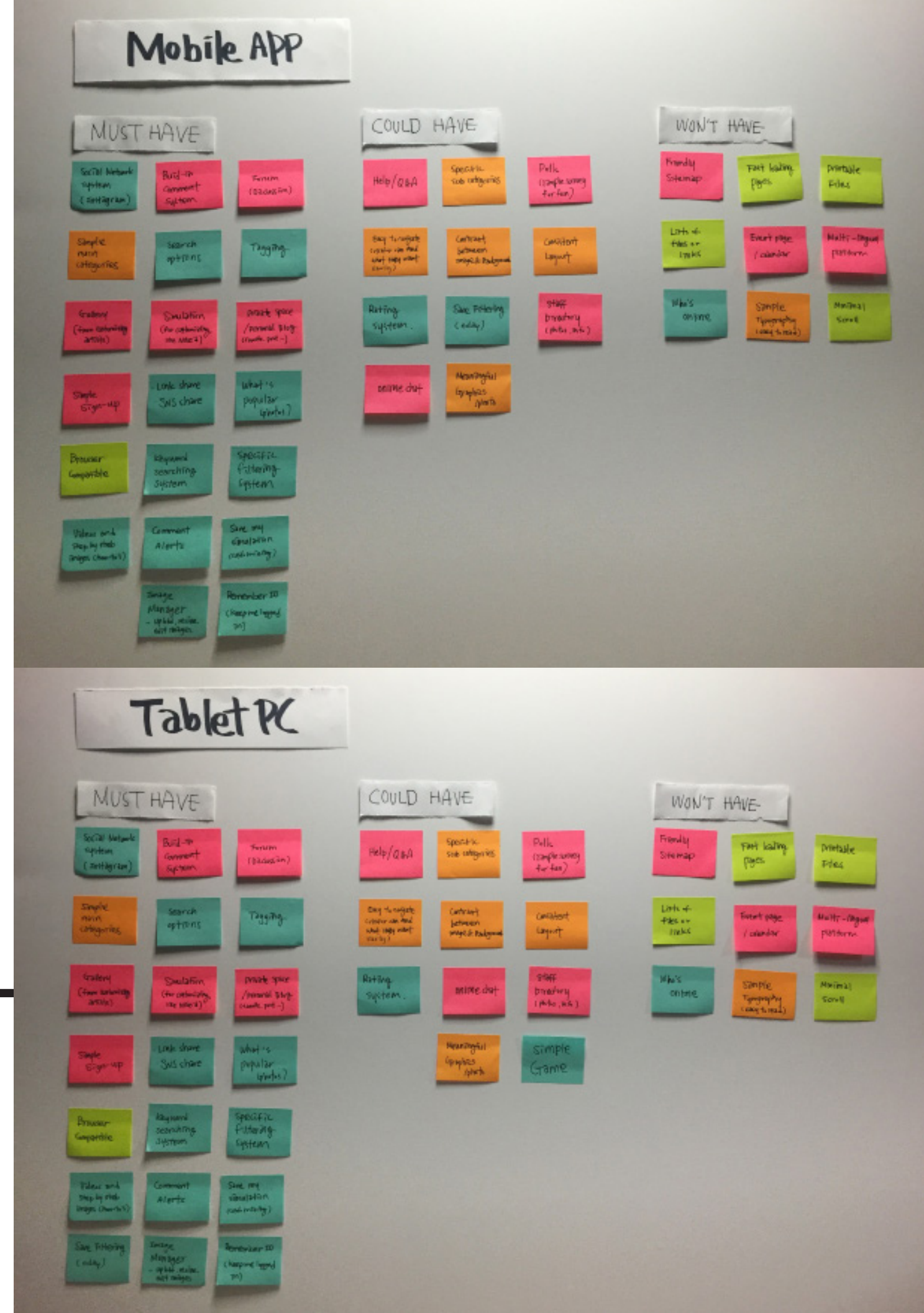
### Must Have

1. Social Networking system (like Instagram)
2. Private space / Personal Blog
3. Simulation
4. Comment Alerts
5. Built-in comment system
6. Keyword searching system
7. Specific filtering system
8. What's popular photos

### Could Have

1. Help / Q&A
2. Specific sub categories
3. Staff Directory (Tablet PC)
4. Specific sub categories
5. Staff directory
6. Polls (simple survey for fun)
7. Simple game

For tablet PC, it's going to be almost similar with mobile app, but little bit closer to website.



# GOAL



## **EVERYONE IS FRIEND**

- Active Community and forum
- Great communication between visitor and staffs
- People can ask what problem they have and everyone members and staffs can answer on that 24hours (Community/Social network)

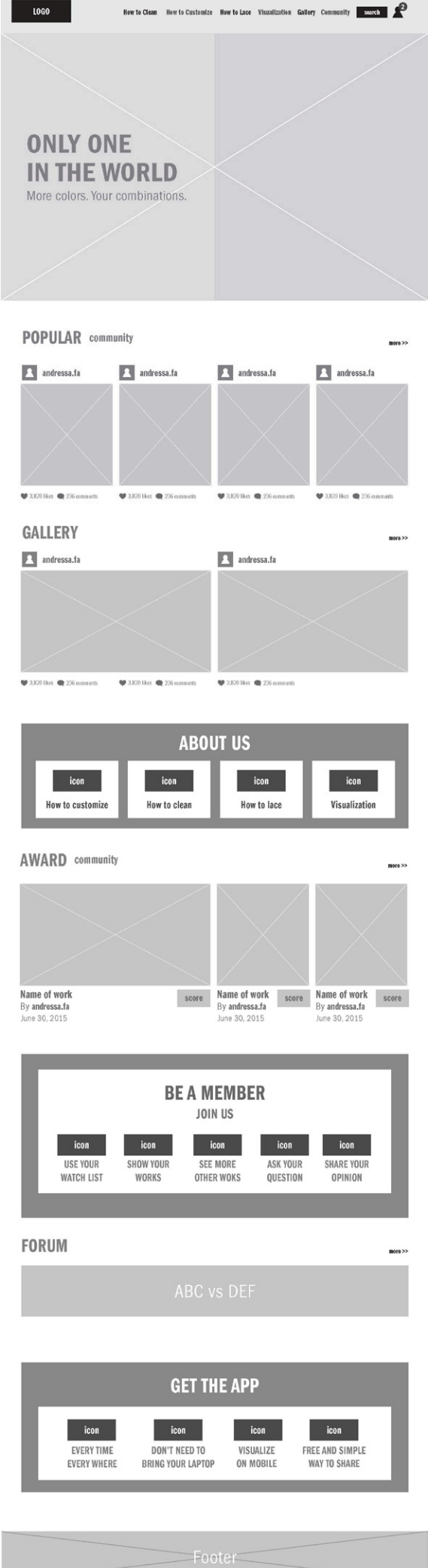
## **HELPFUL GUIDES FOR BEGINNER AND ALSO ADVANCED SNEAKERHEADS**

- Easy and specific guides than other websites
- A lot of pictures on Gallery, so people can get idea
- Simulation

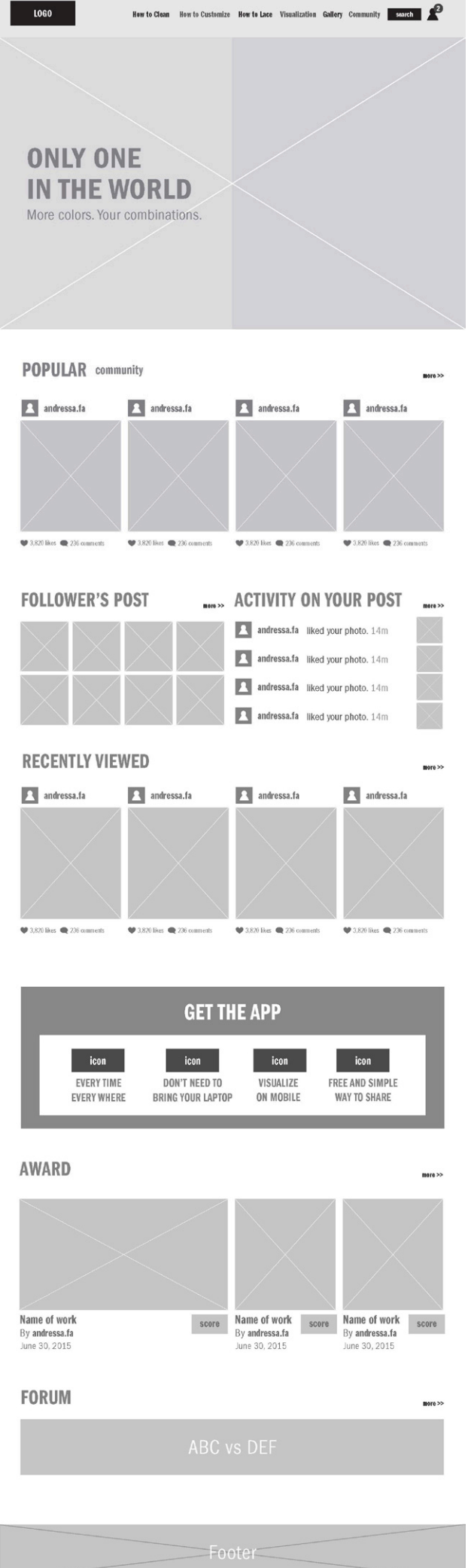


# WIREFRAMES

## WEBSITE - LANDING PAGE



Landing page for people who didn't sign up (Beginner)

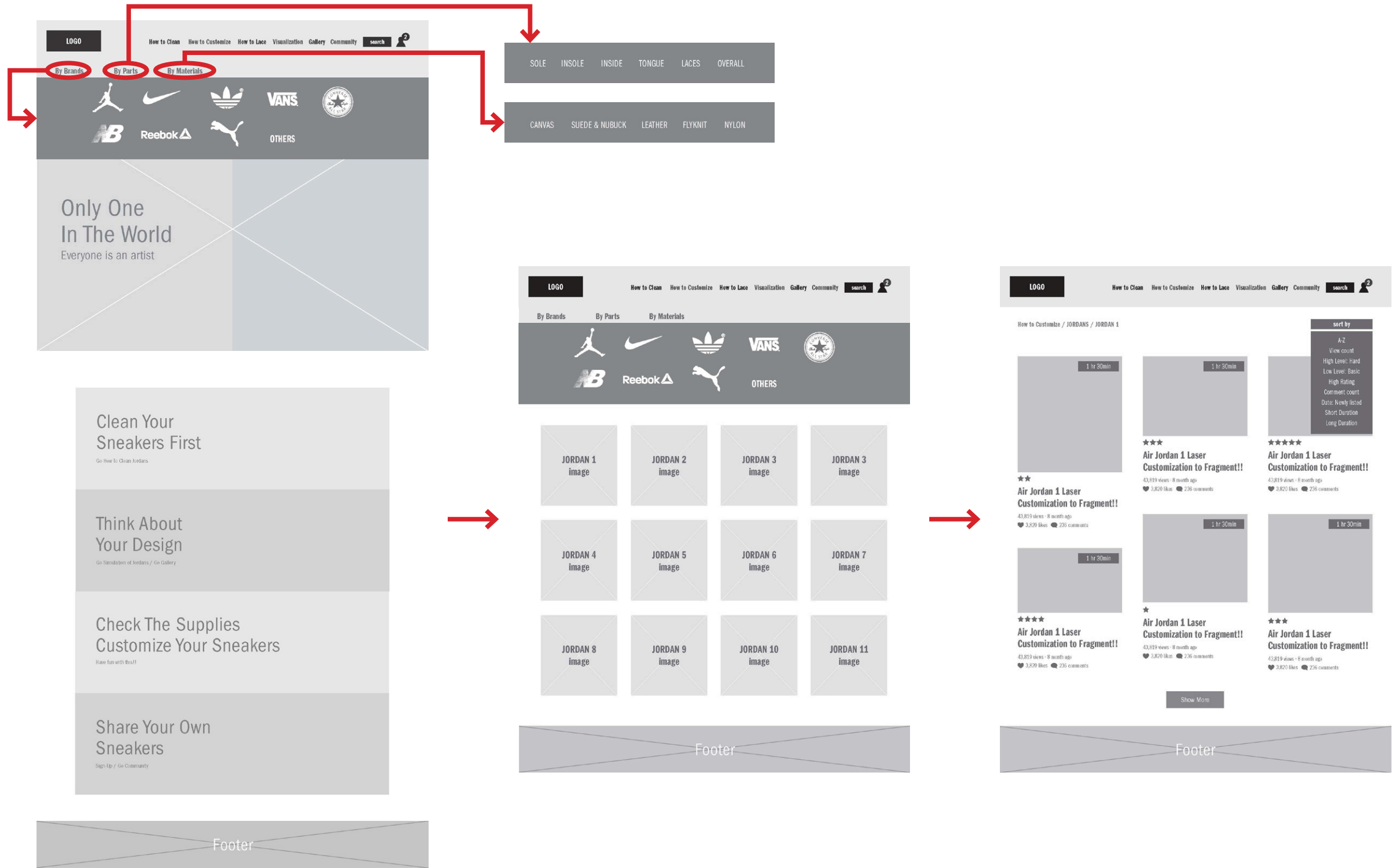


Landing page for people who signed up (Intermediate)

# WIREFRAMES

## WEBSITE

### - HOW TO CUSTOMIZE





WIREFRAMES

WEBSITE

- INSIDE OF GUIDE

LOGO

How to CleanHow to CustomizeHow to LaceVisualizationGalleryCommunitysearch

2

How to Customize / JORDANS / JORDAN 1

Air Jordan 1 Laser Customization to Fragment!!

43,819 views · 8 month ago

andressa.fa

1 hr 30min

★★ Easy Level

♥ 3,820 likes

add to watch list

FBinTwP

Supplies

Check your watch list on mobile App!!

App icon

Step by Step

Save as: PDF · XML · JPEG

Step 1

Description Description Description  
Description Description Description  
Description Description Description  
Description Description Description

Step 2

Description Description Description  
Description Description Description  
Description Description Description  
Description Description Description

236 comments

Add comments

andressa.fa

1 hour ago

Nice work! This is making me finally consider buying an older retro and sole swapping them. lol

Reply · ♥

Eban Tran

30 minutes ago

Yee! That's what I like to hear!

Reply · ♥

Footer

andressa.fa

23 posts115k followers420 following

Los Angeles, CA, USA  
andressa.fa@gmail.com

Send Email

Posts

+ Follow

See more

Your Watch Lists

Guide lists

Folder name

Folder name

Folder name

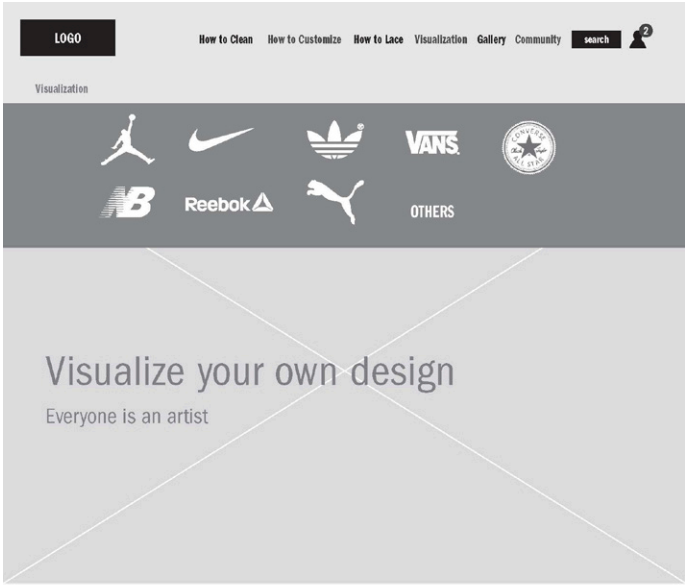
Folder name

Creat Now Folder

WIREFRAMES

WEBSITE

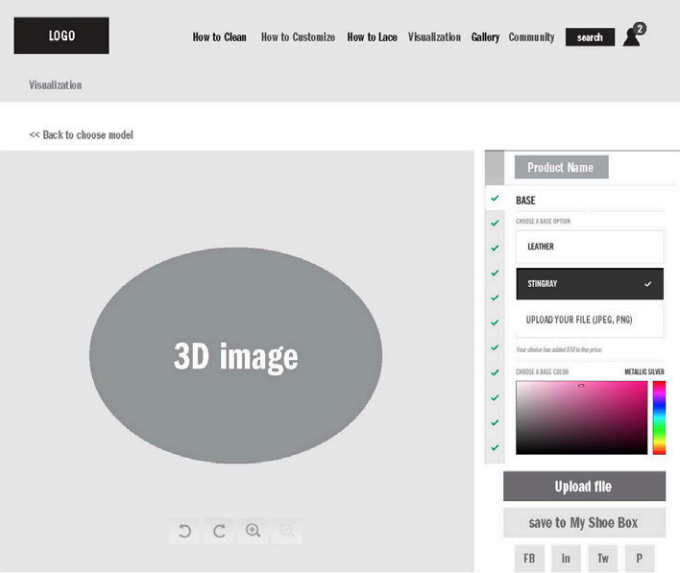
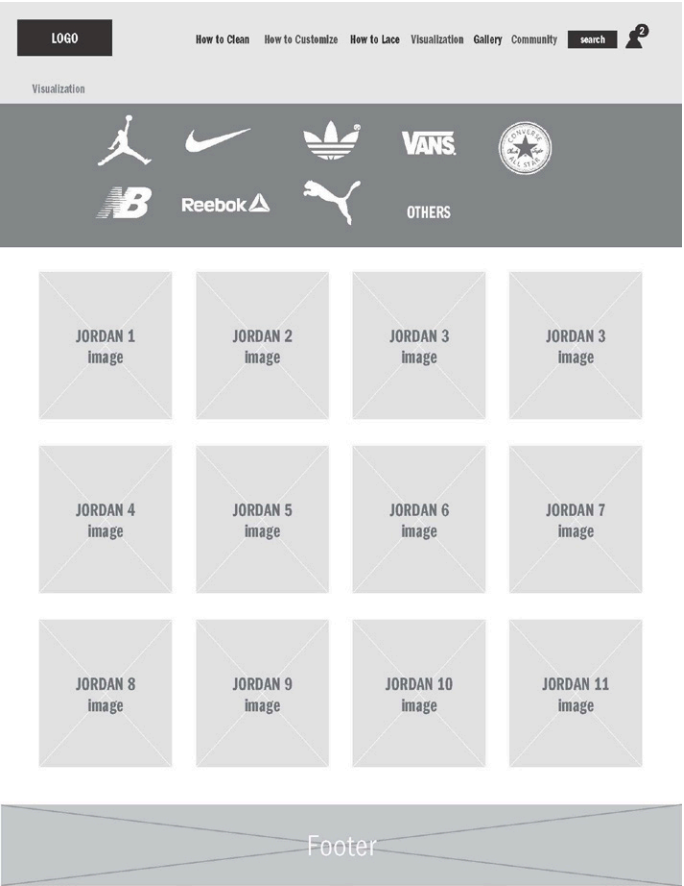
- VISUALIZATION PAGES



What's Visualization?

You can visualize your own design through 3D simulation before you start customize your sneakers.

|                        |  |
|------------------------|--|
| Choose the part        | <input type="text" value="description"/> |
| Use color palette      | <input type="text" value="description"/> |
| Upload your own design | <input type="text" value="description"/> |
| Rotate 3D simulation   | <input type="text" value="description"/> |



Visualize your own design

|  |  |  |  |
|--|--|--|--|
| Choose the part                          | Use color palette                        | Upload your own design                   | Rotate 3d simulation                     |
| <input type="text" value="description"/> | <input type="text" value="description"/> | <input type="text" value="description"/> | <input type="text" value="description"/> |

236 comments

|  |   |
|--|---|
|  | <input type="text" value="Add comments"/> |
|--|---|

**andressa.fa** 1 hour ago  
Nice work! This is making me finally consider buying an older retro and sole swapping them. lol  
Reply - ❤️

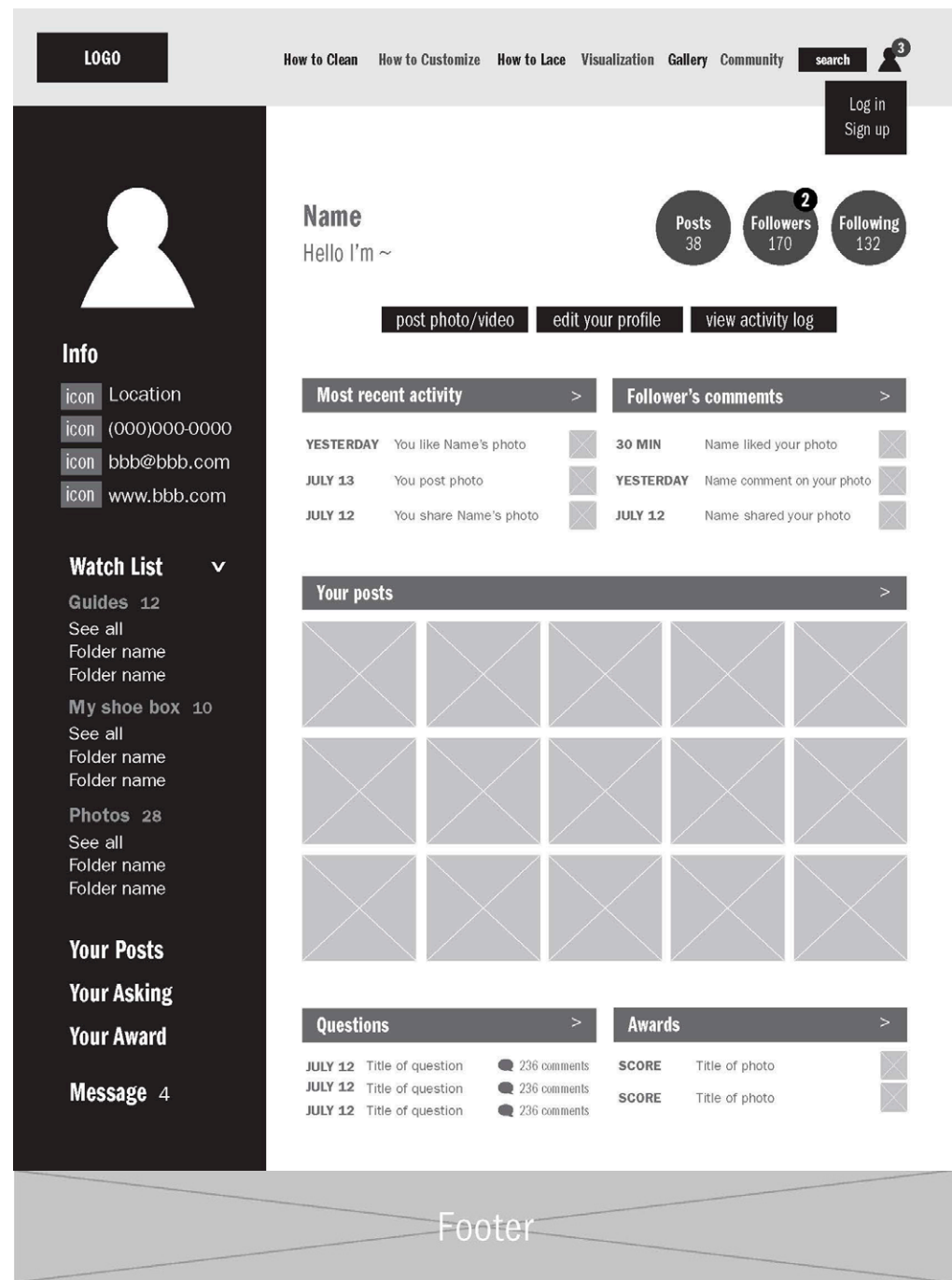
**Ehan Tran** 30 minutes ago  
Yee! That's what I like to hear!  
Reply - ❤️



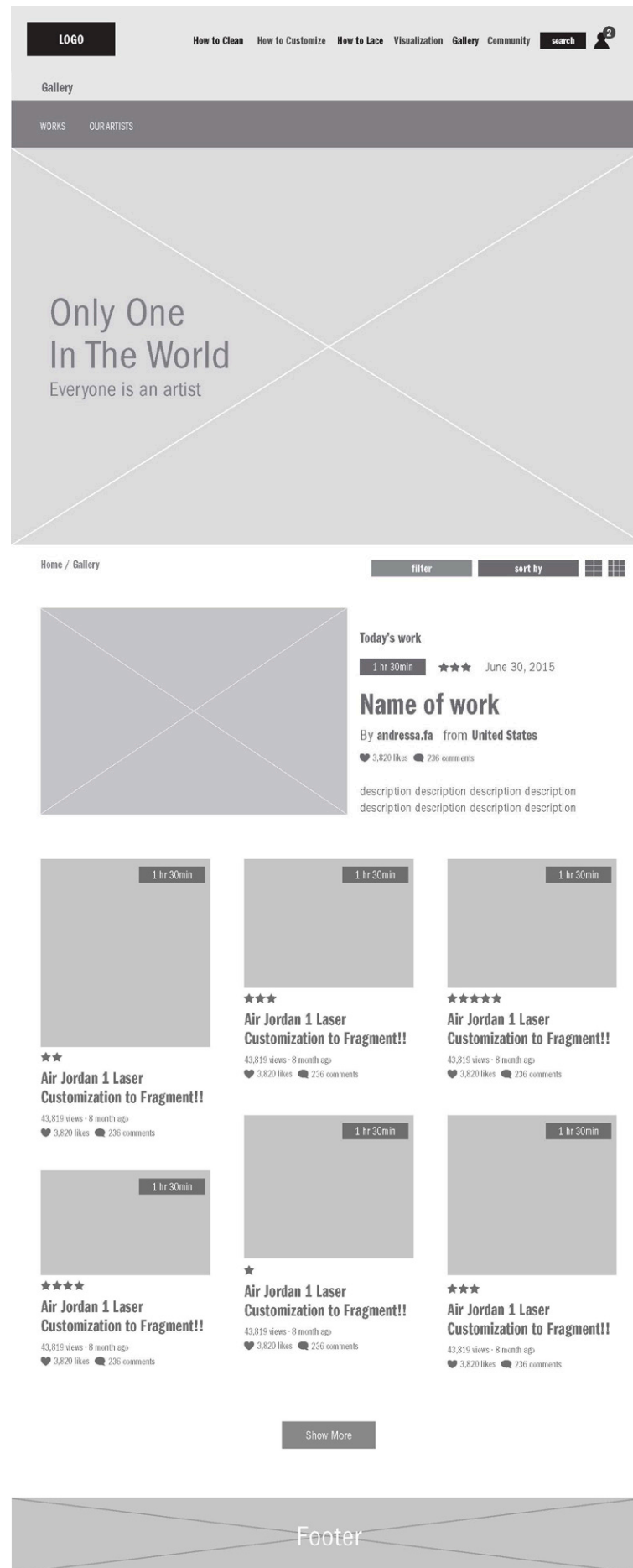


# WIREFRAMES

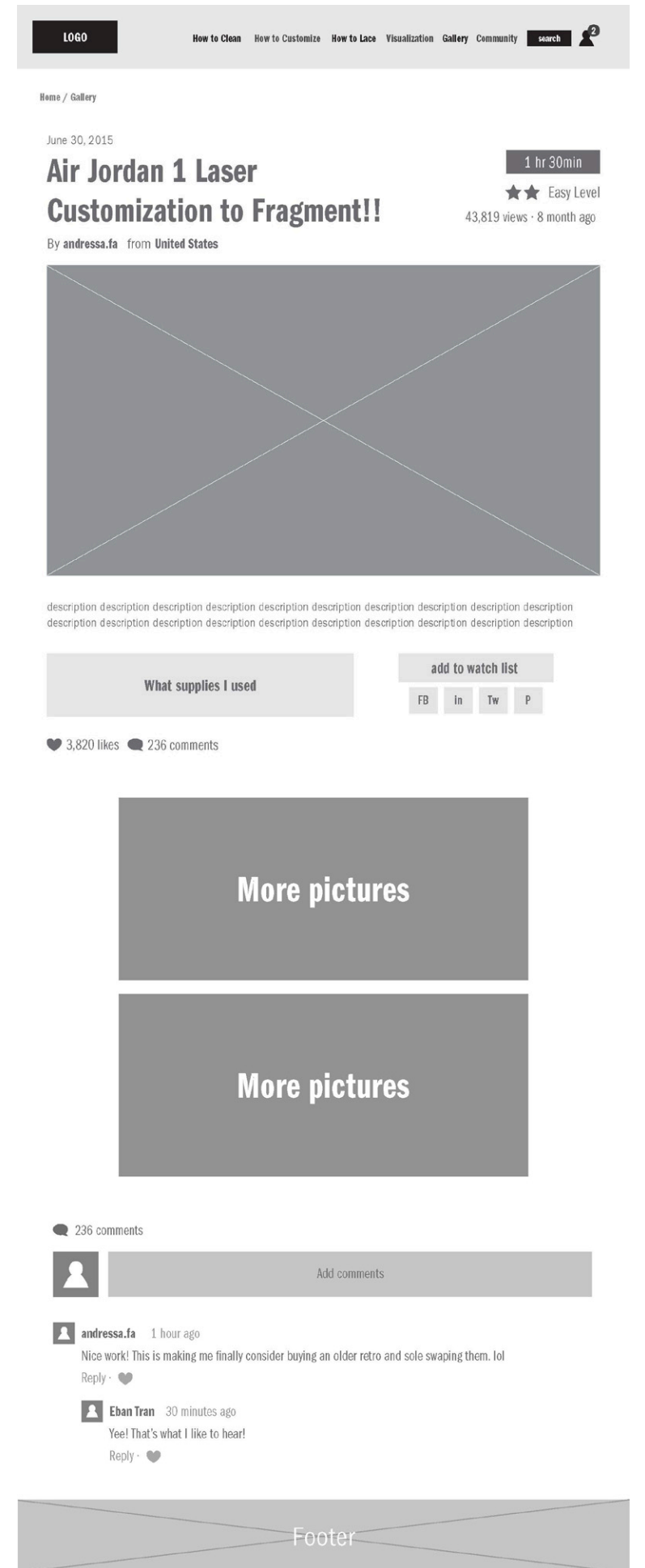
## WEBSITE - PROFILE, GALLERY



Profile page



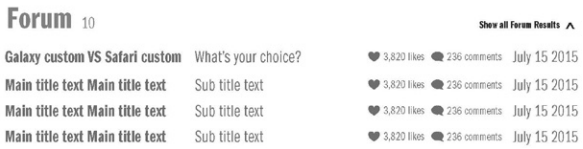
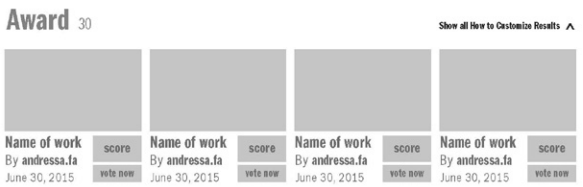
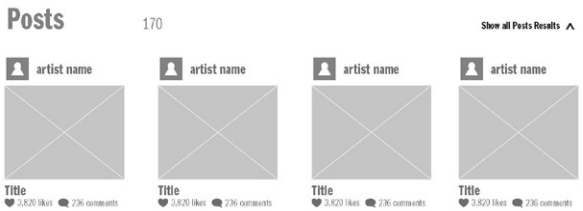
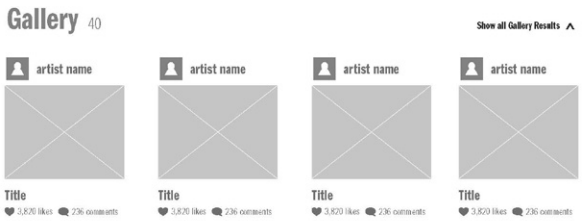
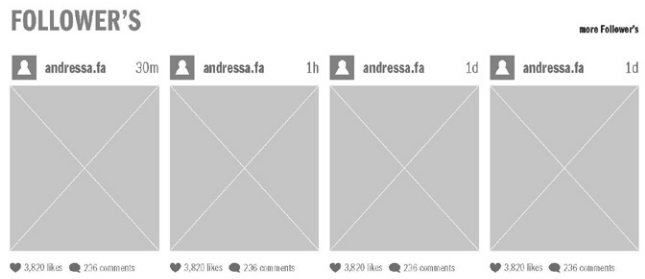
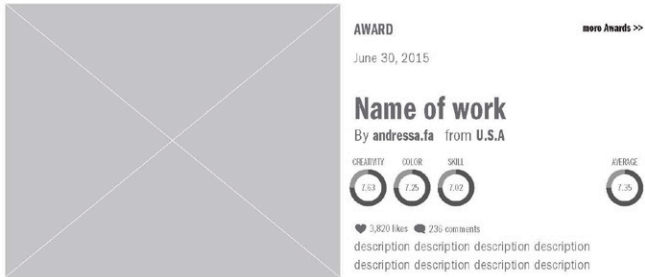
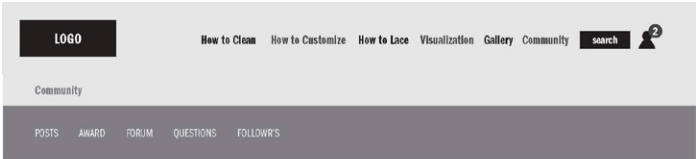
Gallery



# WIREFRAMES

## WEBSITE

### - COMMUNITY, SEARCH



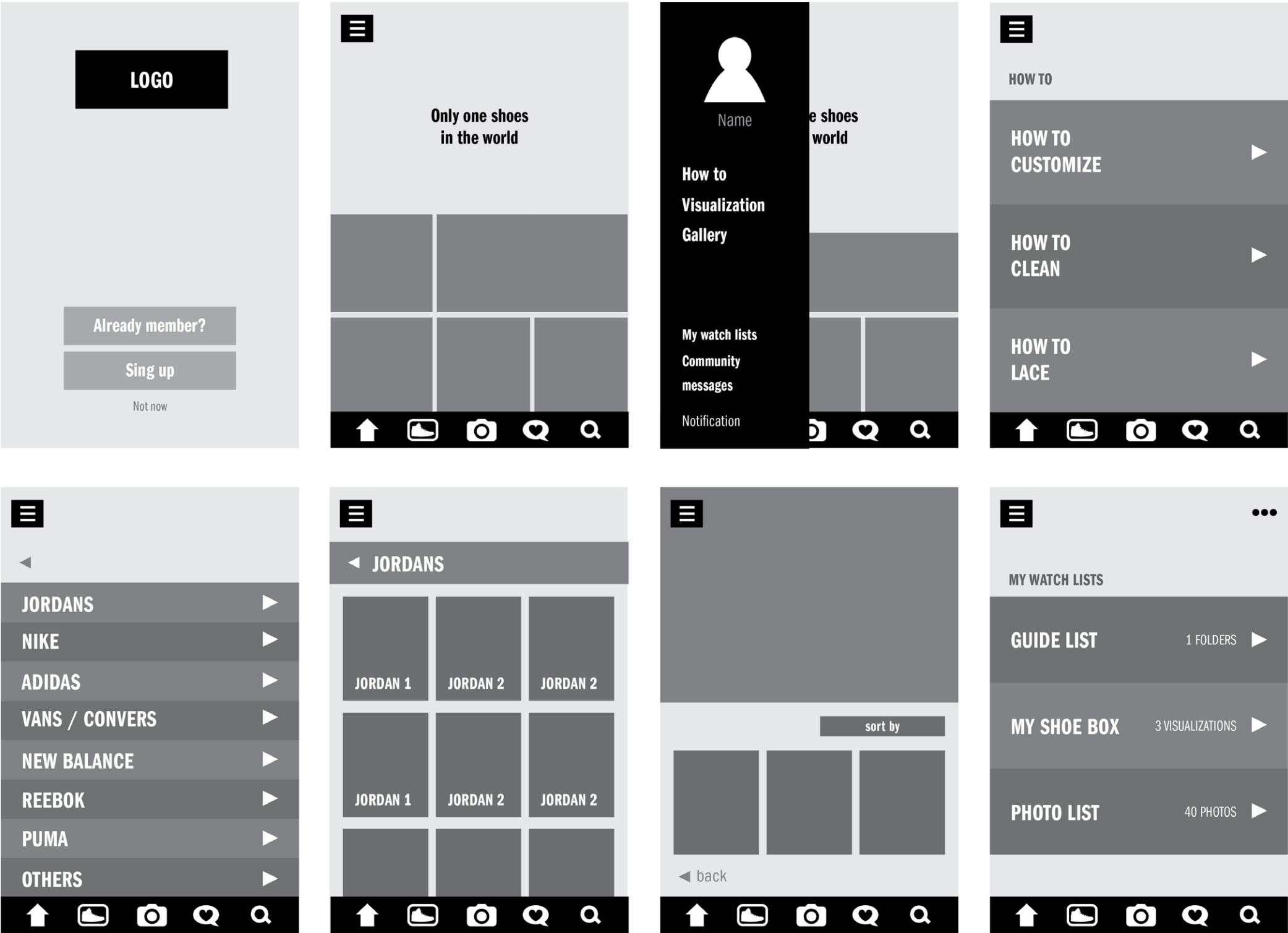
Community

Search result page



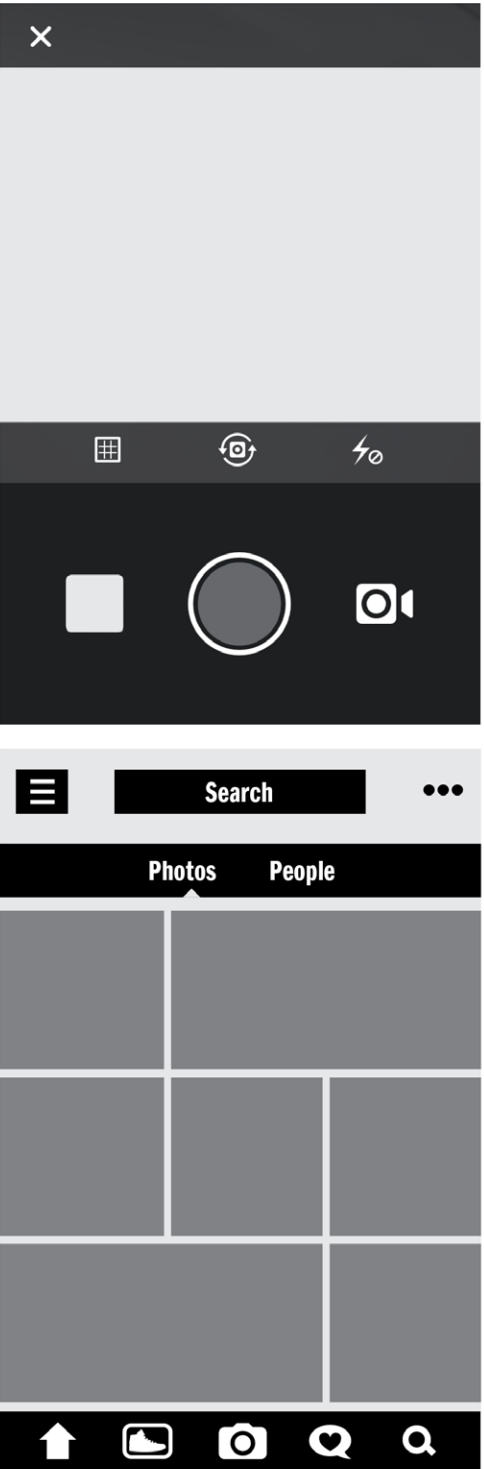
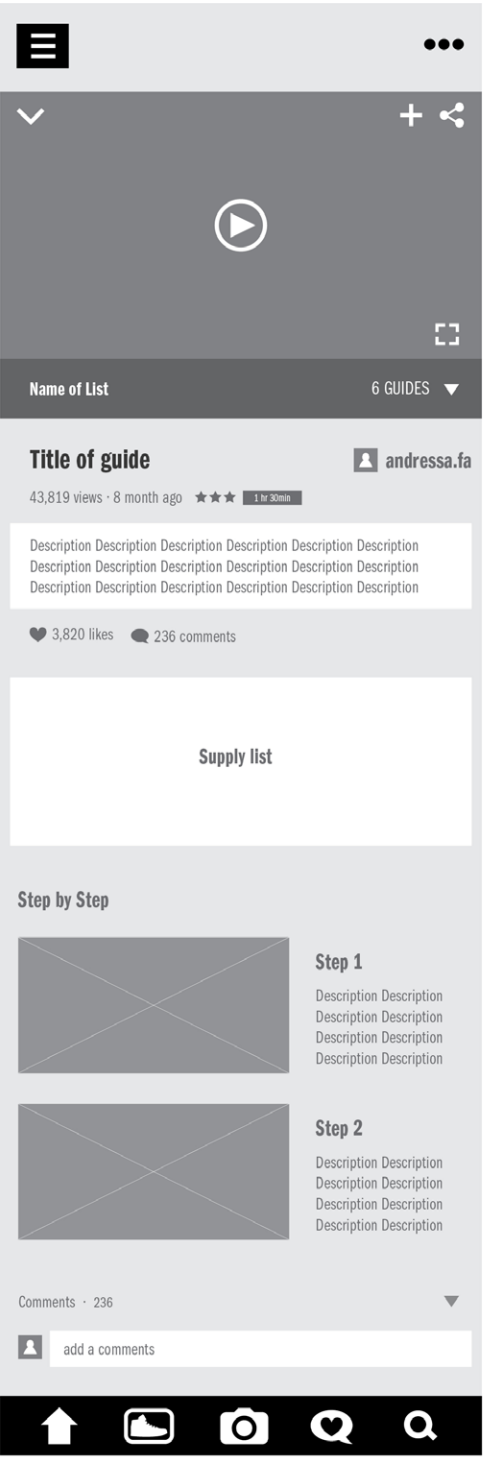
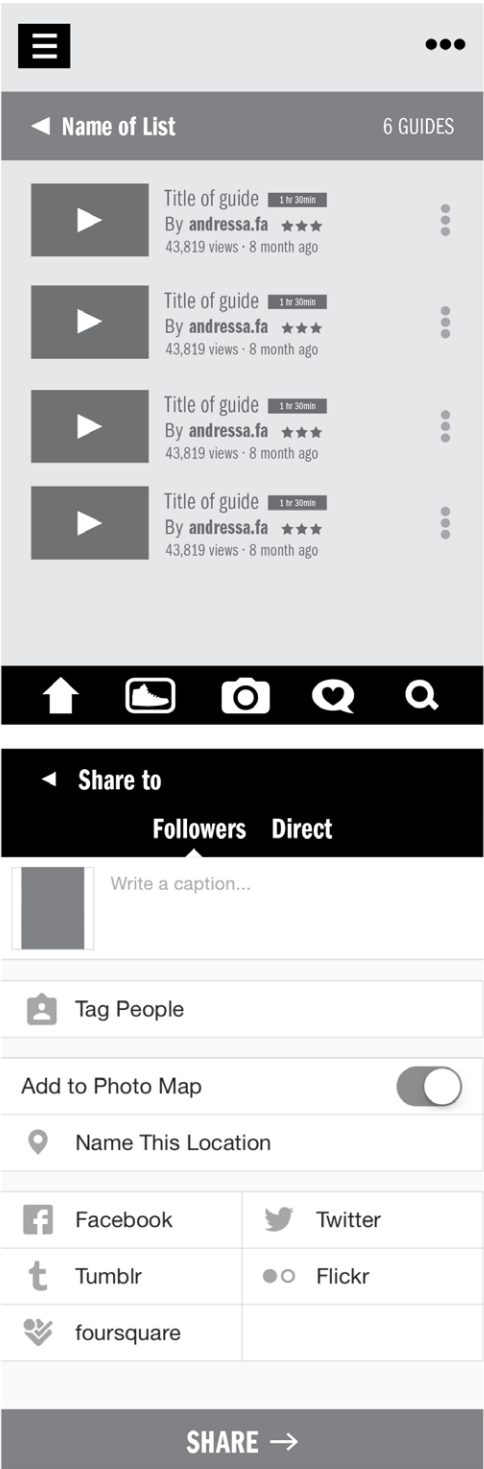
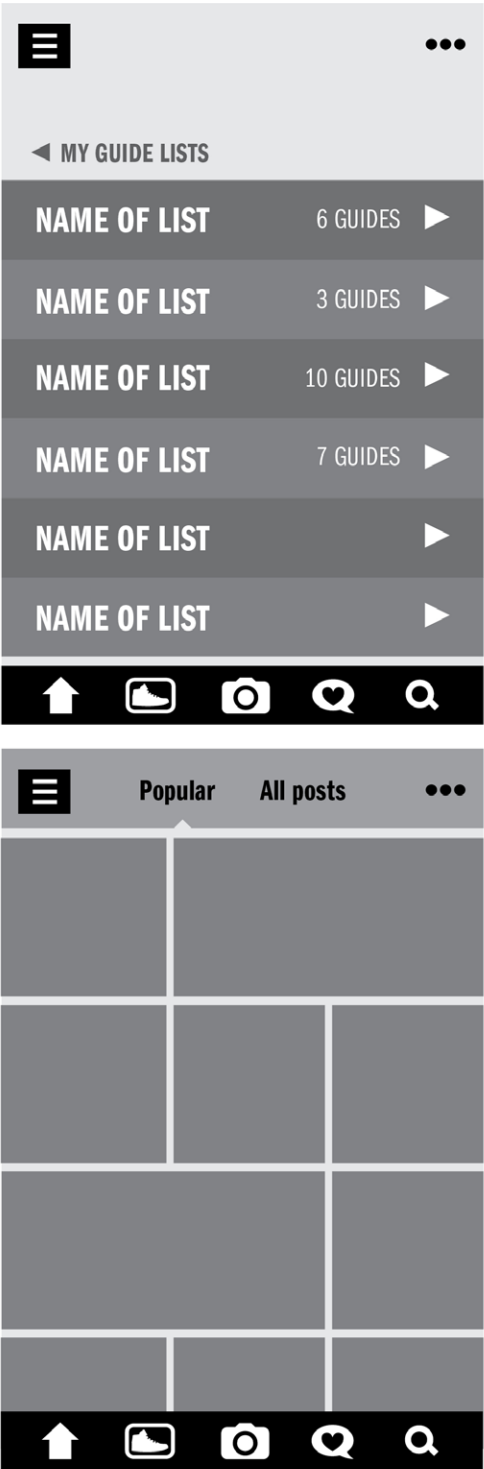
WIREFRAMES

WEBSITE - MOBILE APP



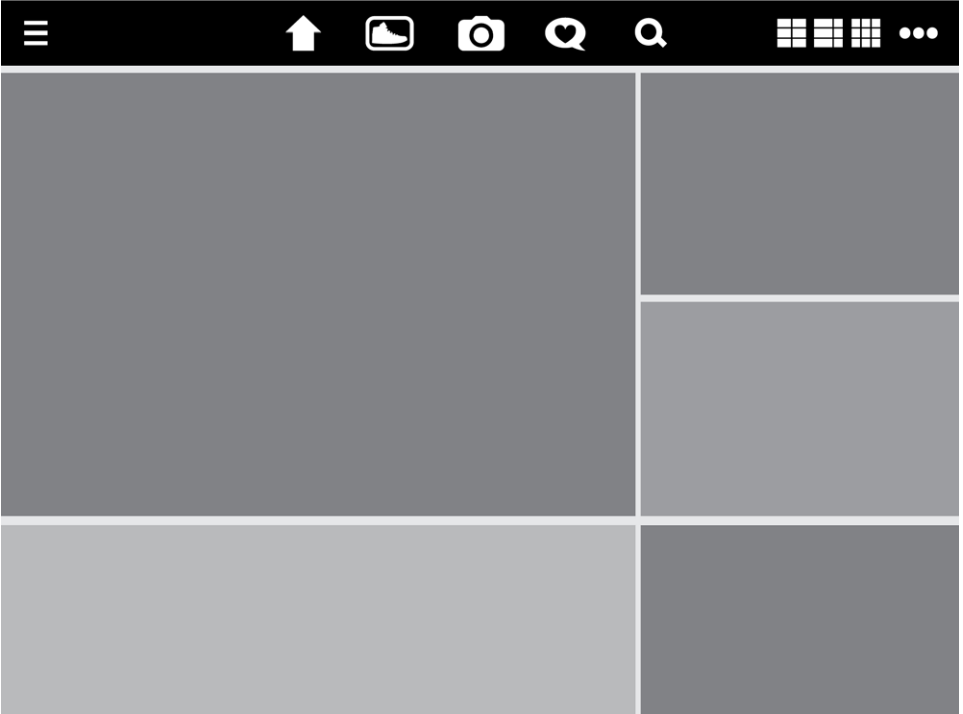
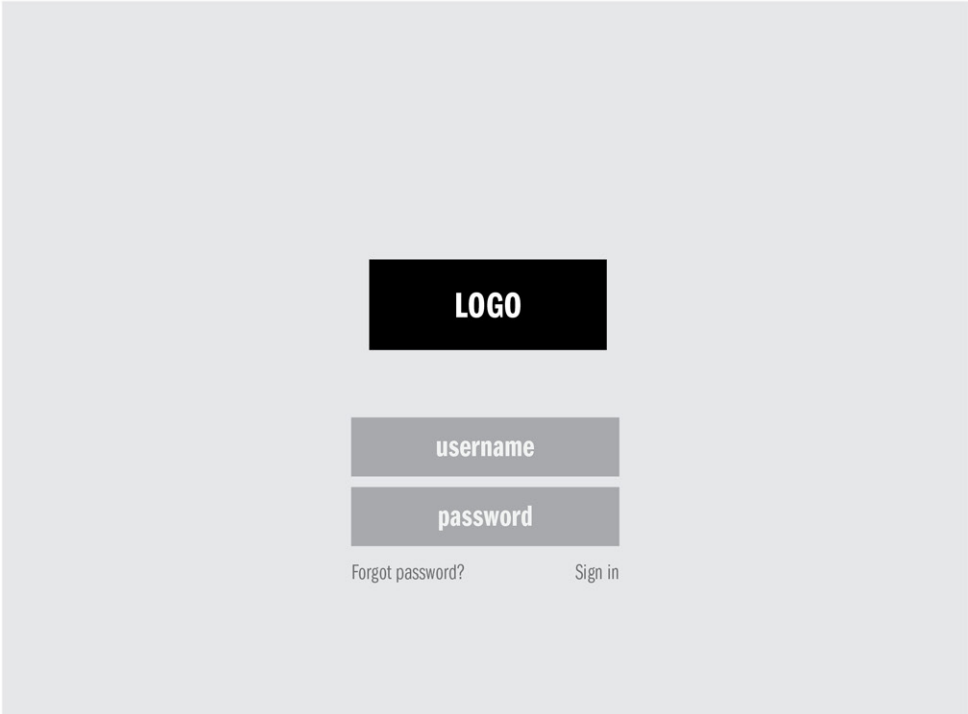
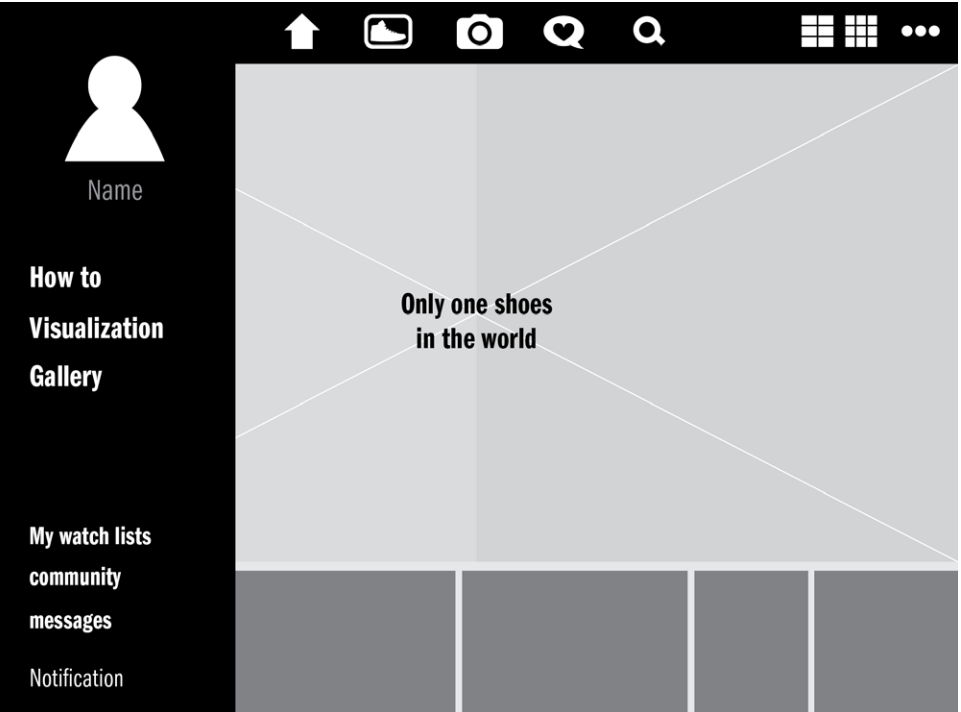
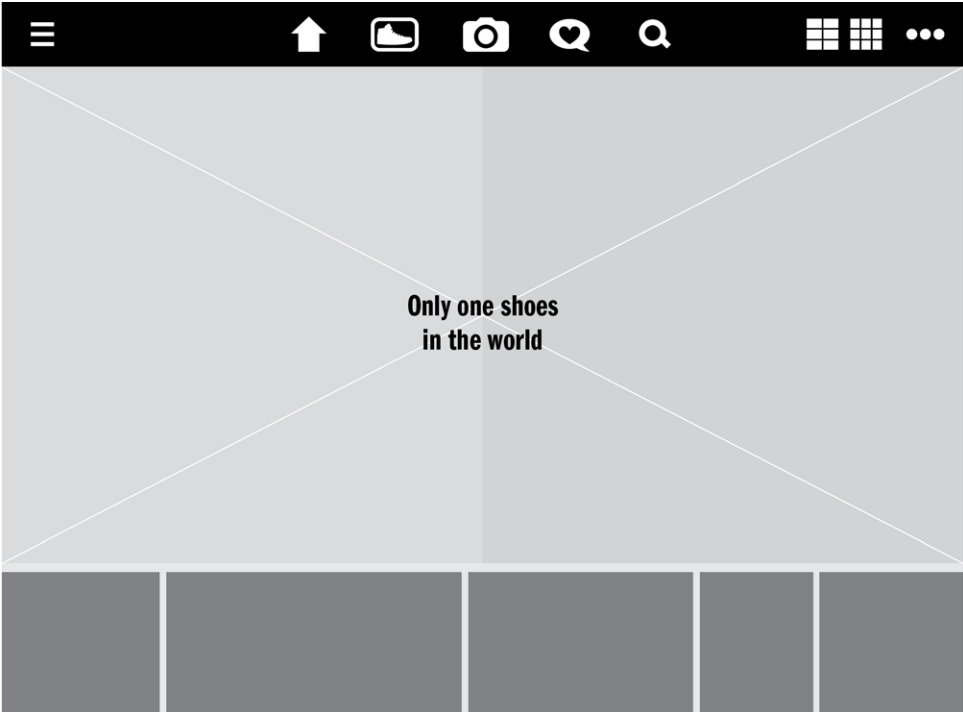
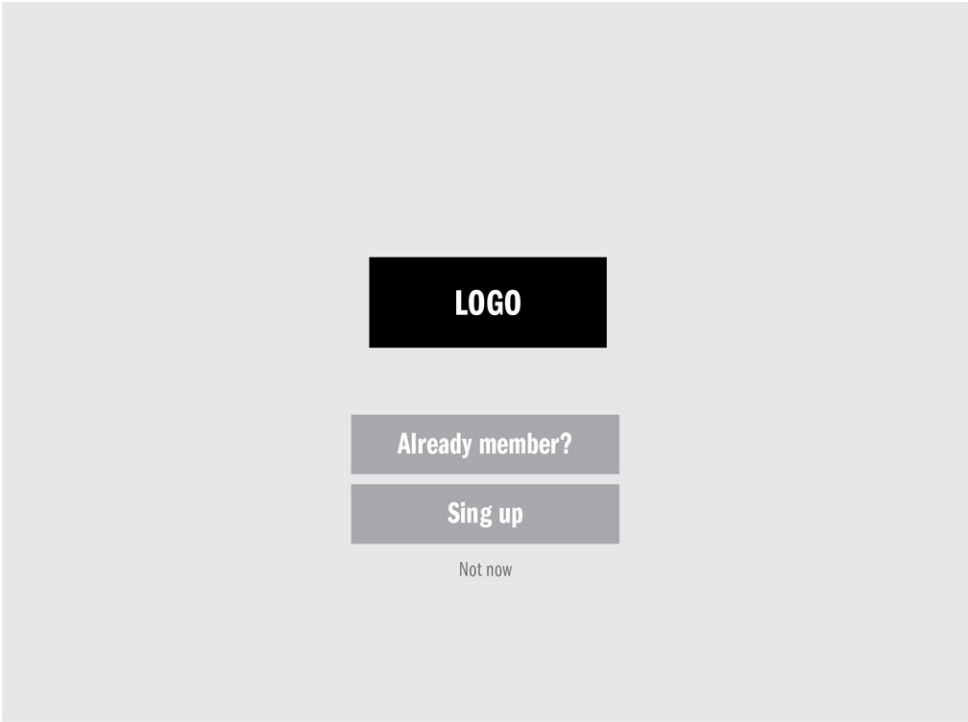
WIREFRAMES

WEBSITE - MOBILE APP



WIREFRAMES

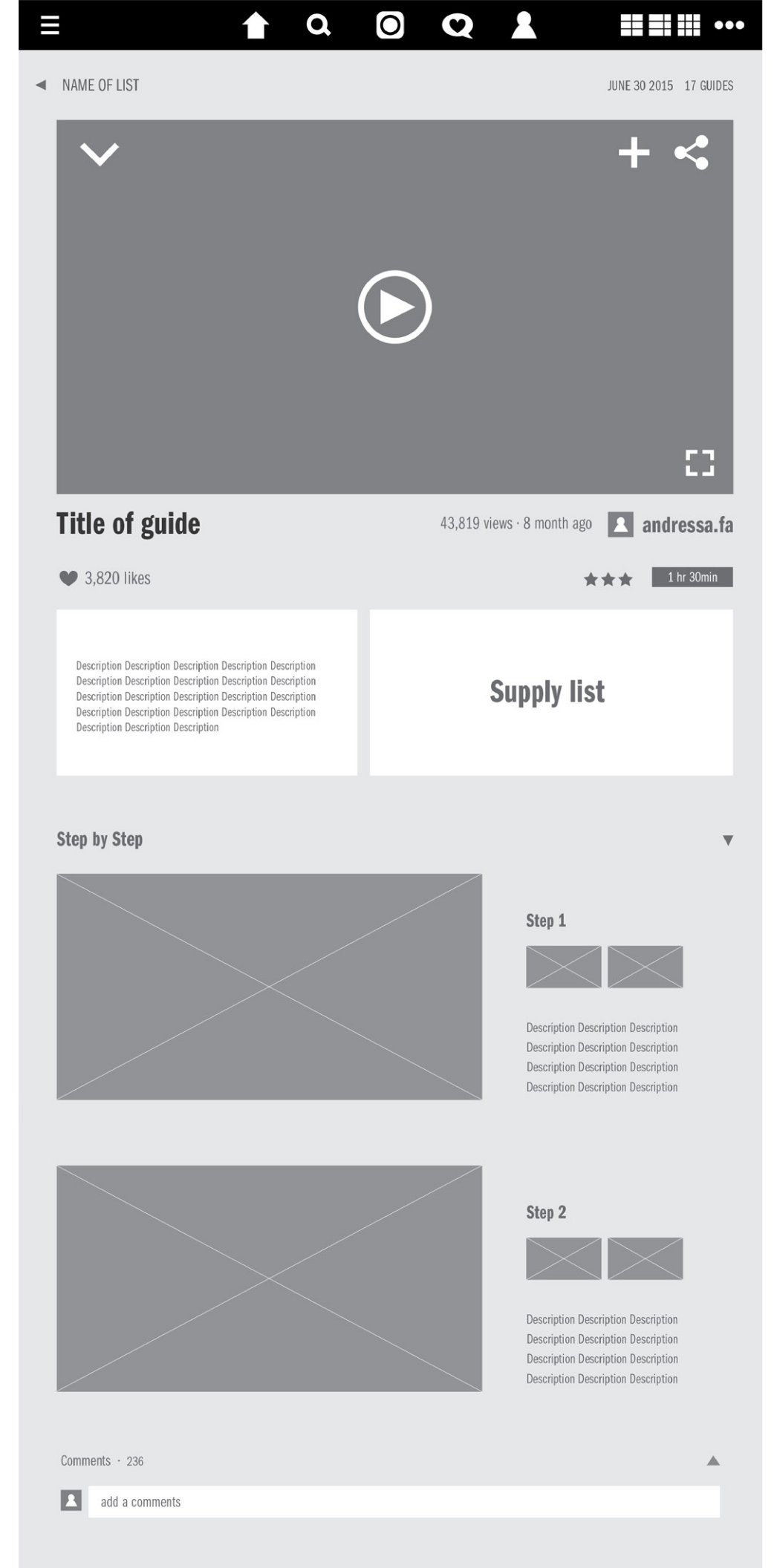
WEBSITE - IPAD





# WIREFRAMES

## WEBSITE - IPAD



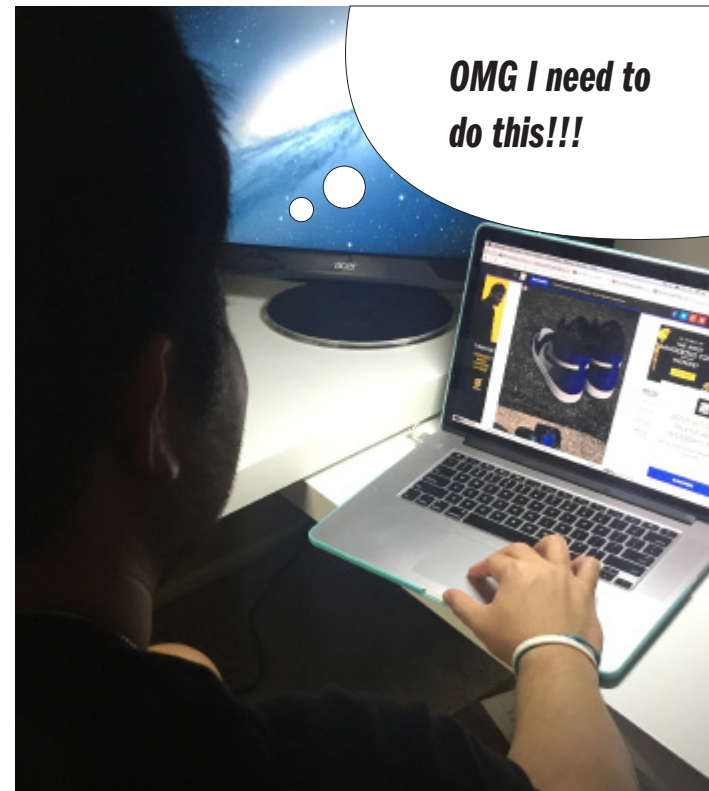
# STORYBOARD

## SCENARIO (WIREFRAME)

1

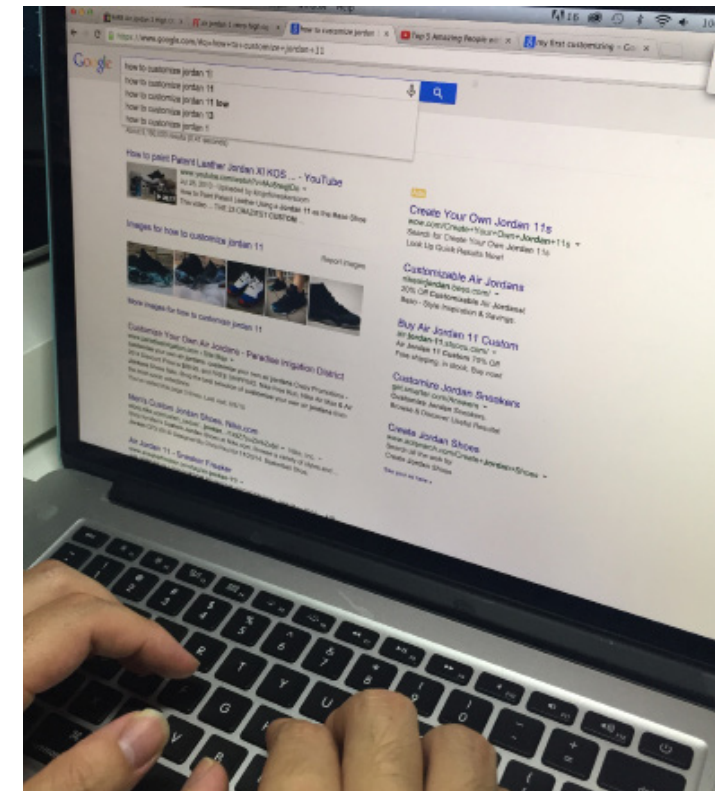
Mark always really wants to get Jordan 1 Fragments, but he can't because of that shoes are hard to get and cost 1200\$.

2



One day, while he is looking at Jordan 1 Fragments on the internet (websites, SNS), he finds out so many people use Jordan 1 Laser to customize it to look like Fragment. Because other Jordan 1 models have different material, they are not customizable.

3

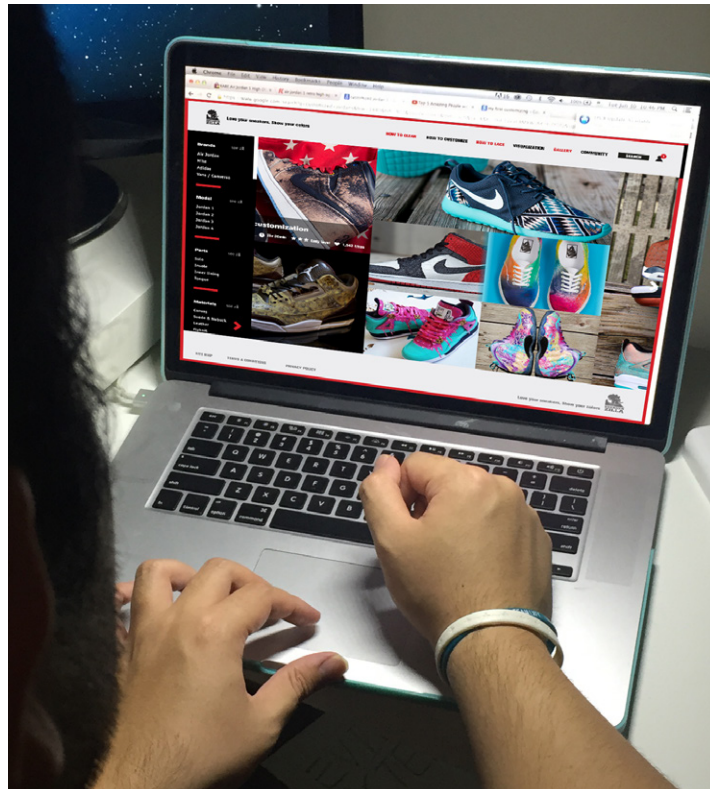


He starts by searching "How to customize Jordan 1" and find my website.

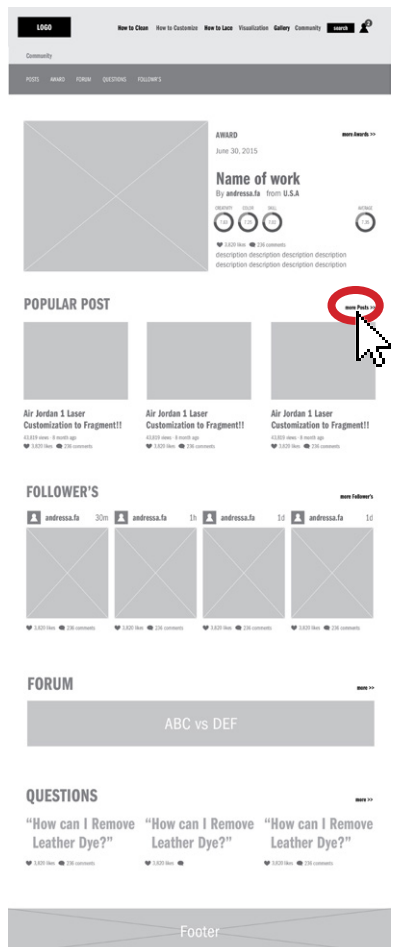
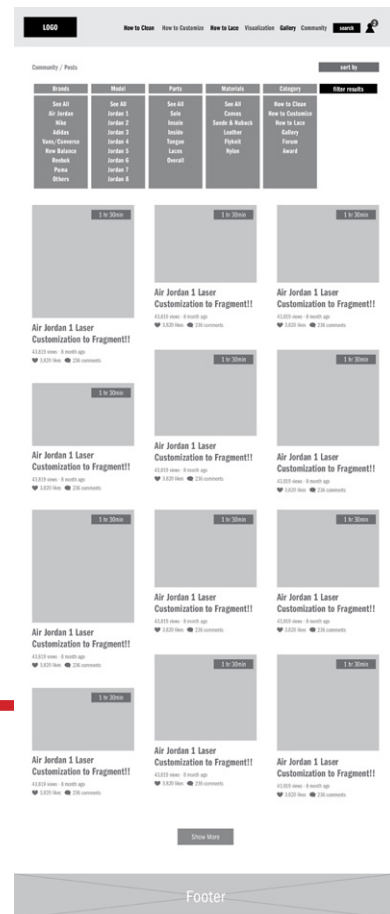
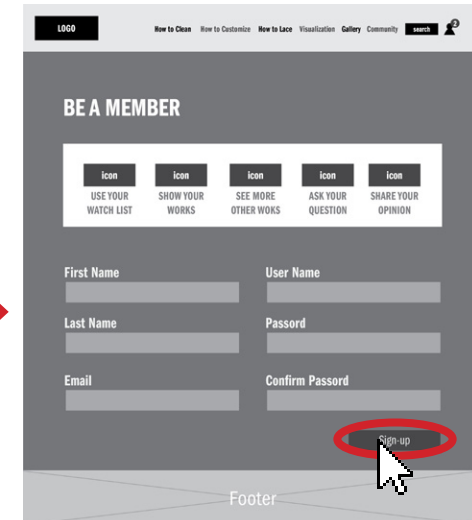
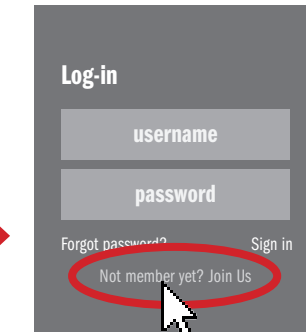
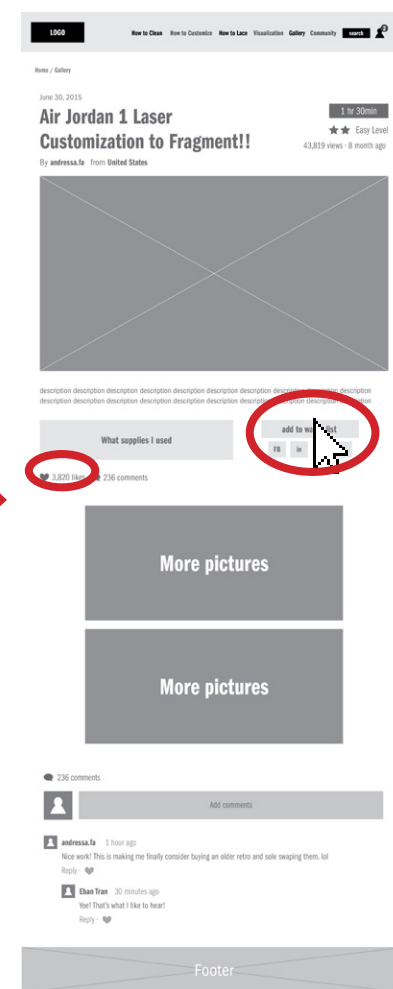
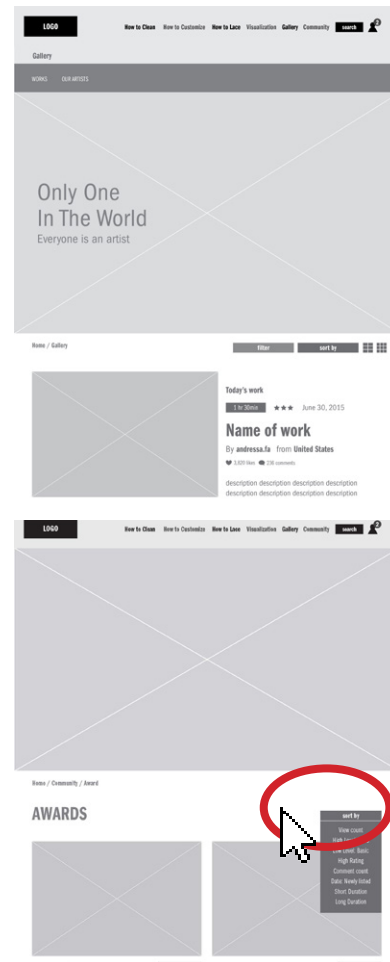
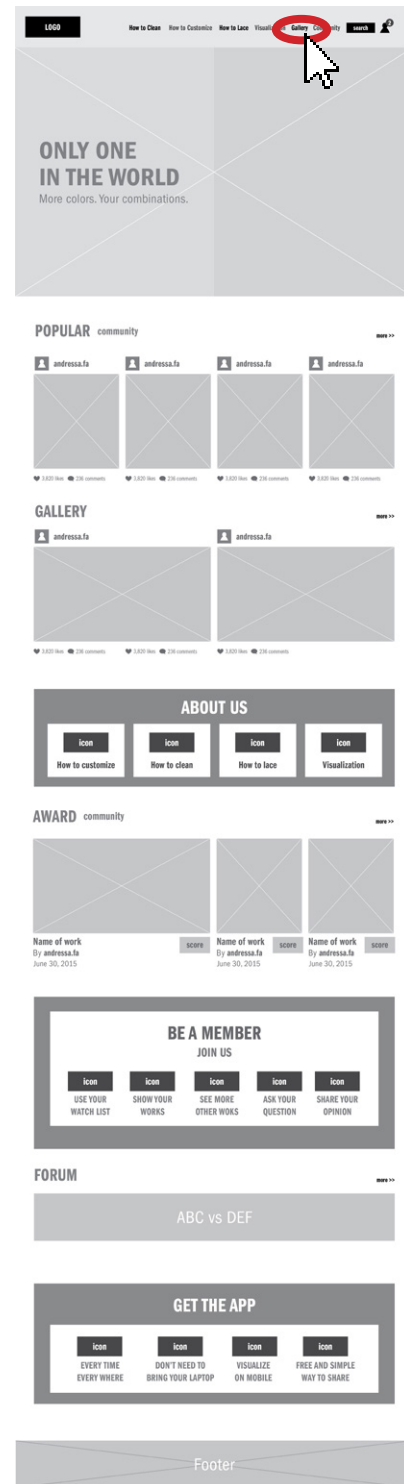
# STORYBOARD

## SCENARIO (WIREFRAME)

4



He hasn't tried customizing sneakers before, so he can't imagine how it's going to look like. He wants to look at some customized shoes before he starts. After viewing the Gallery from artists, he finds some finished works that he likes. He tries to click "Like" on that and save that to his watch list, but he needs to sign up. After signing up, he finds out he can look at other customized shoes that people did.

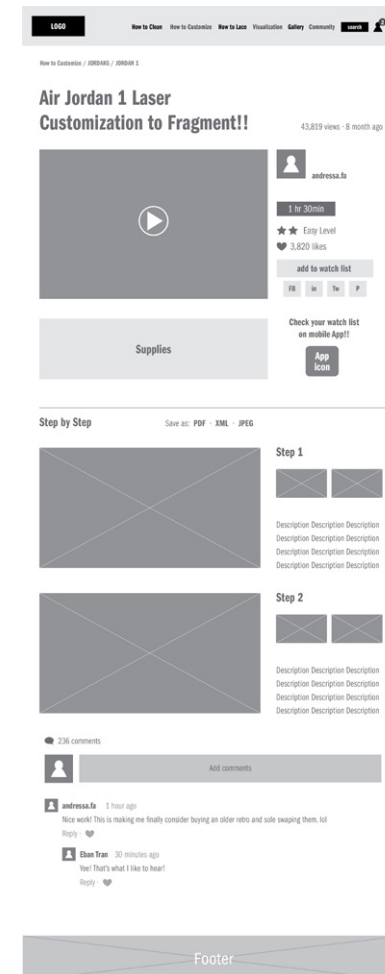
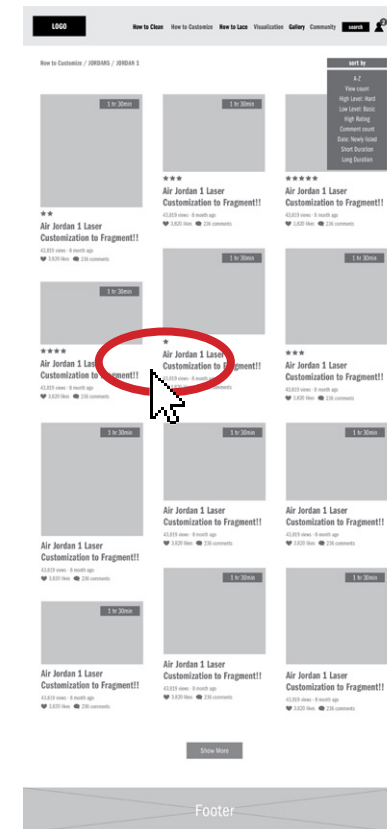
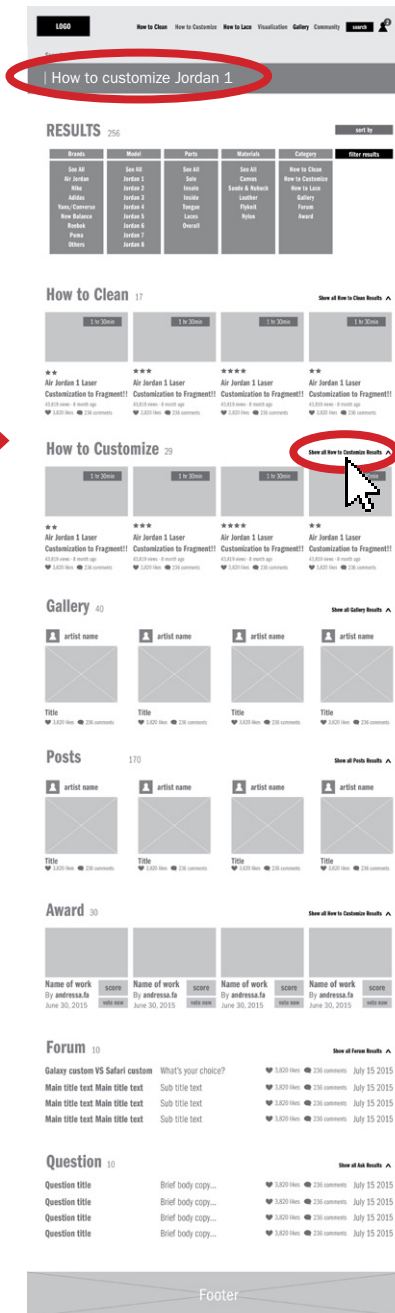
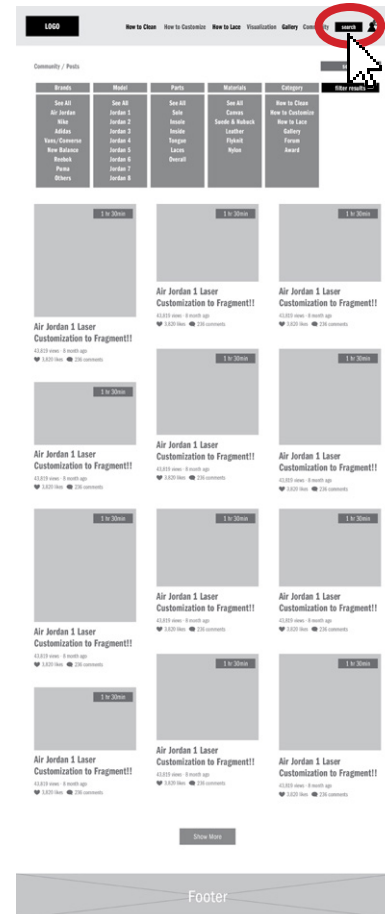
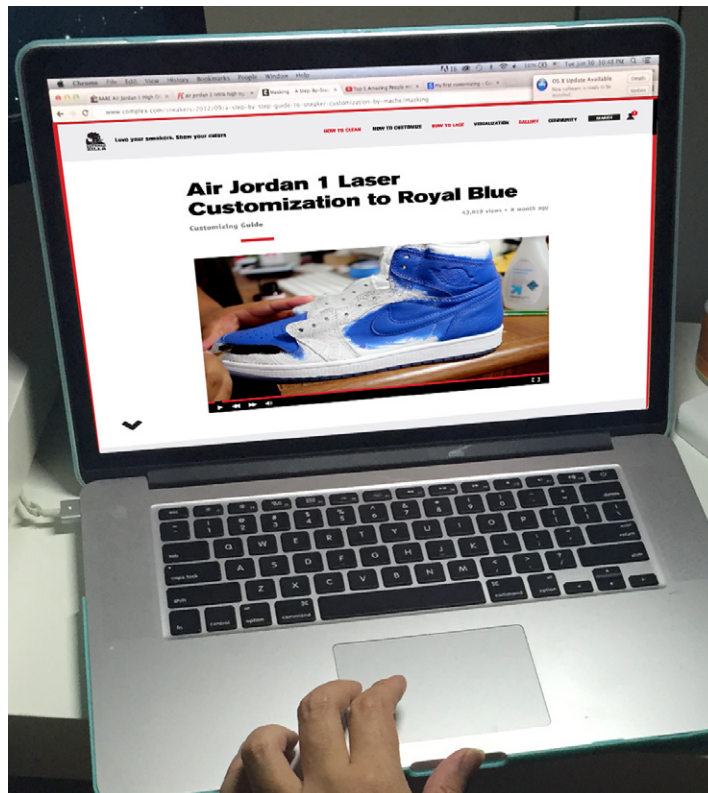




# STORYBOARD

## SCENARIO (WIREFRAME)

5

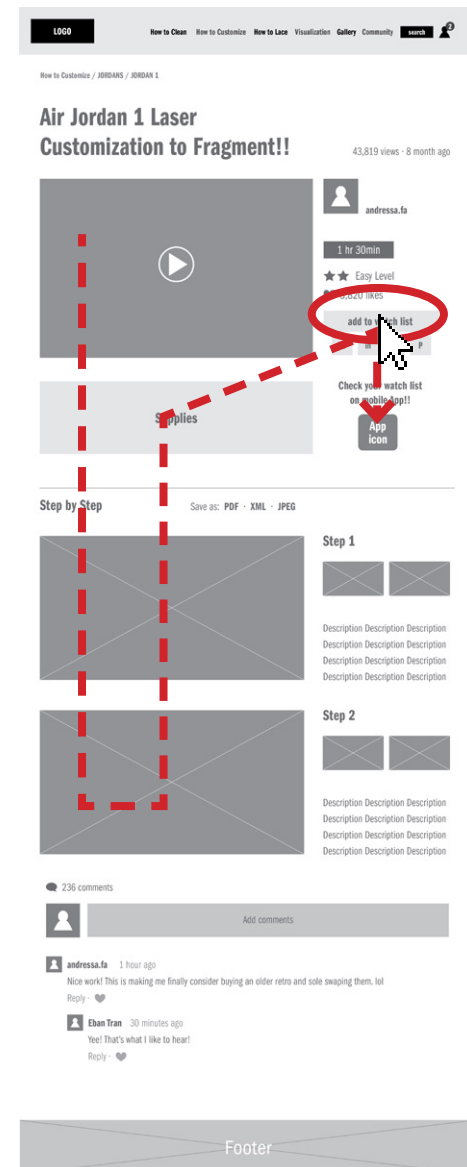
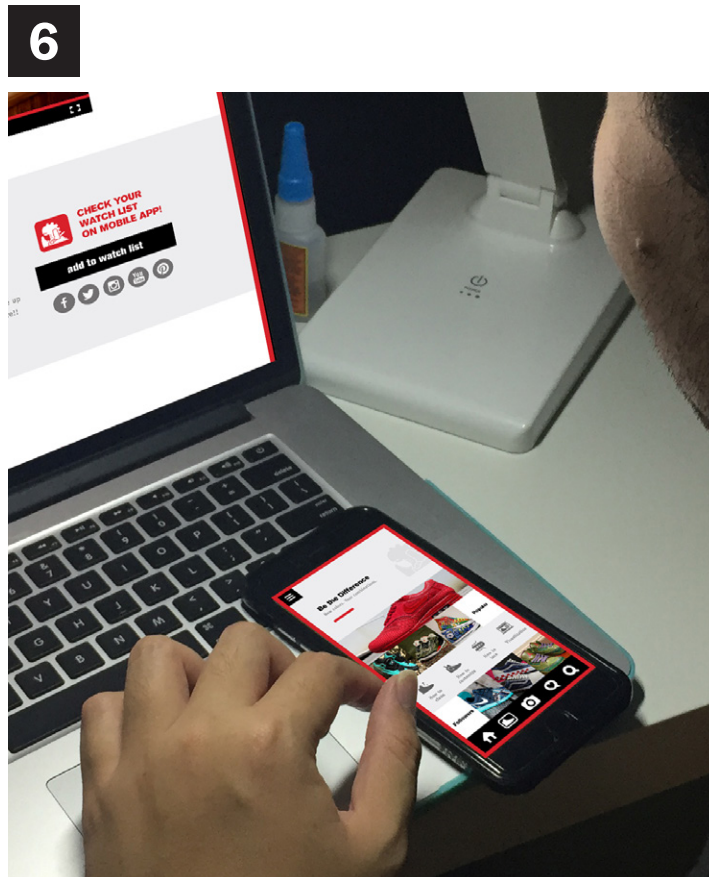


From those people's works, he get's encouraged that he can do that, and he starts looking at more customizing guides.

He searches "How to customize Jordan 1" and clicks 'More How to customize'. He finds easist level guide and clicks title of that and goes into inside page.

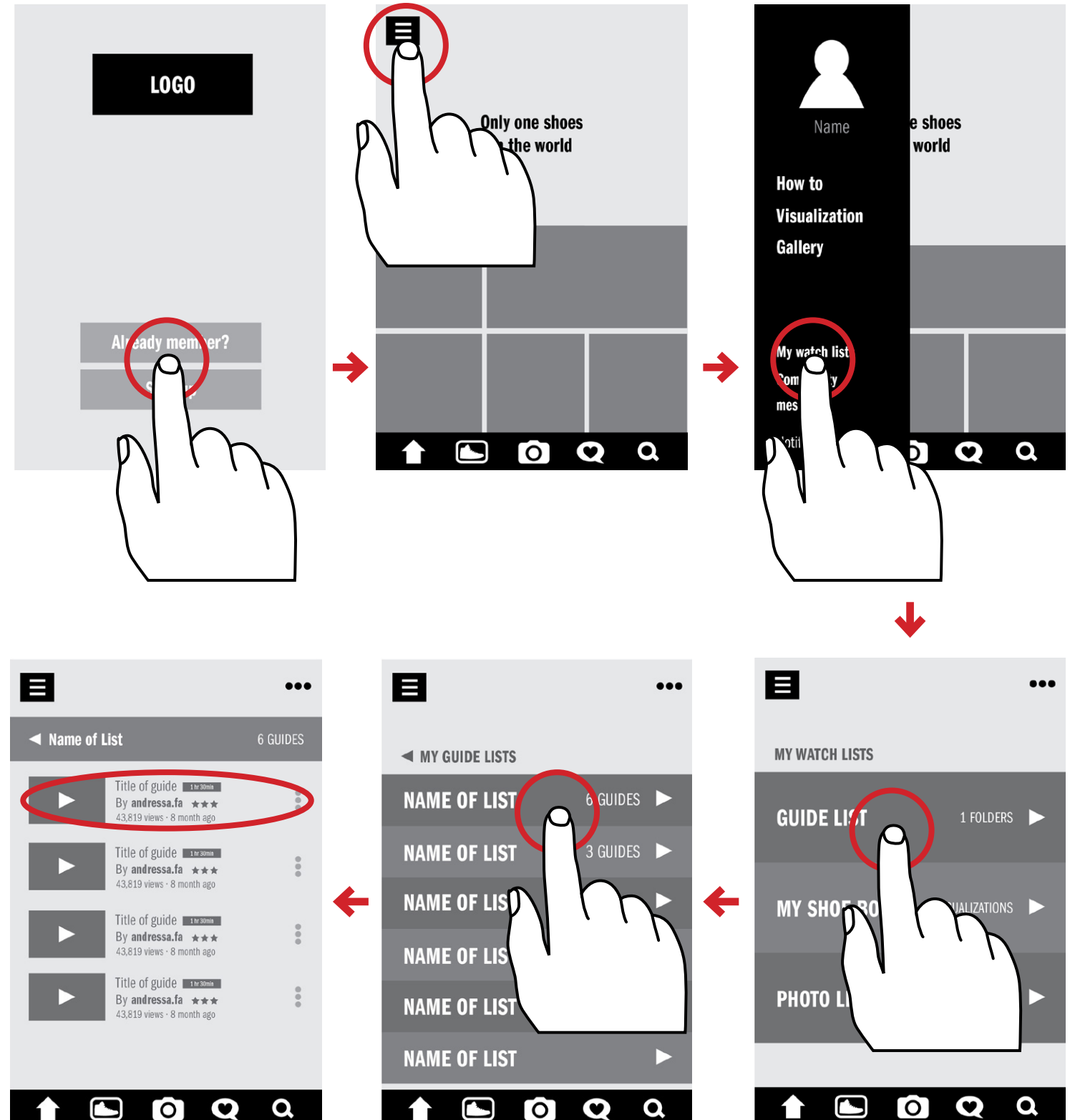
# STORYBOARD

## SCENARIO (WIREFRAME)



On that page, watches video first and he thinks he can do that. So he scrolls down to looks at steps and scrolls up to check supply list.

Next to the supplies list, he finds 'Add to watch list', so he clicks that and "Check your favorite list on App", so he downloads the app on his phone. He signs up on mobile app and finds his watch list to make sure the guide is added.



# STORYBOARD

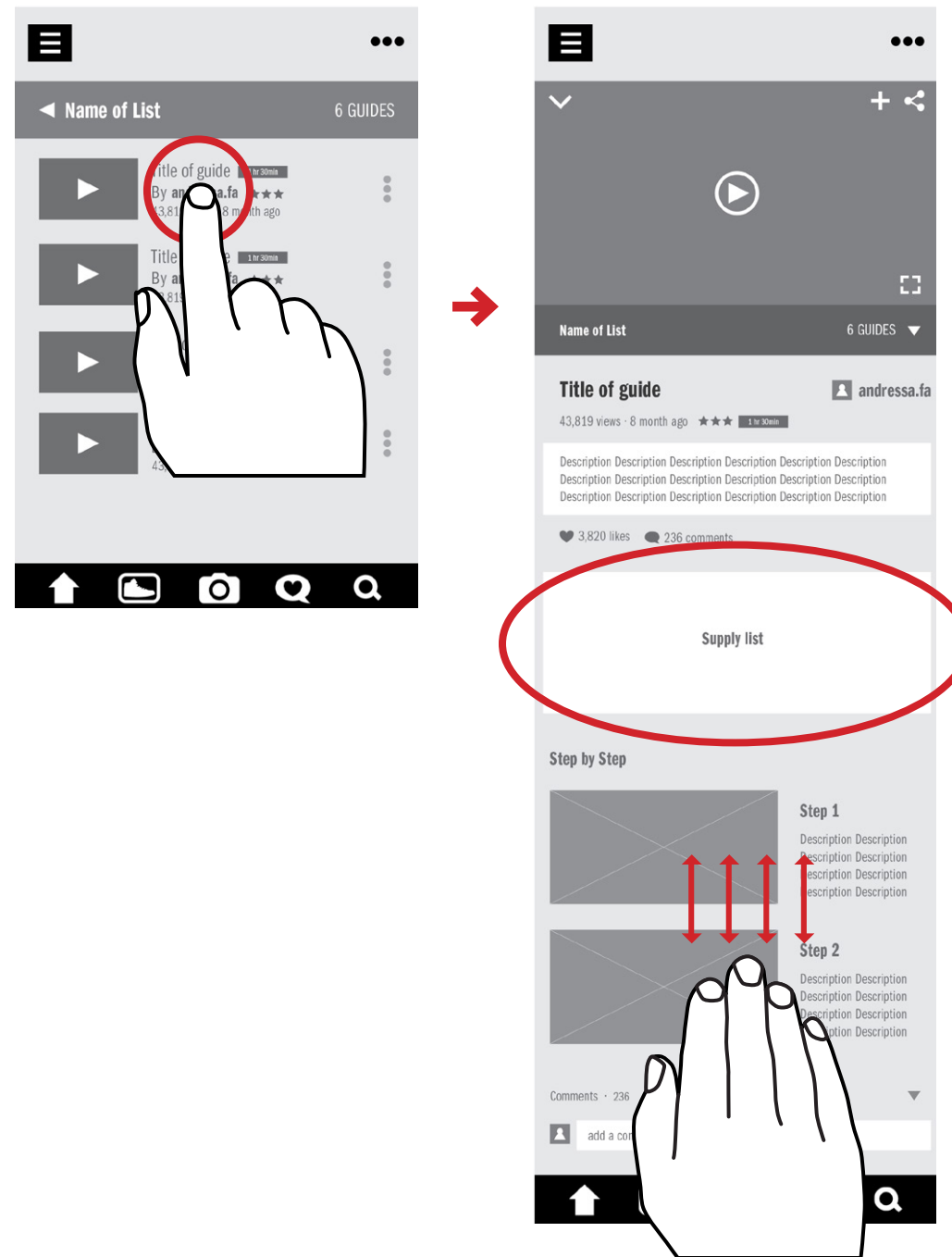
## SCENARIO (WIREFRAME)

7



He goes to the mall to gets Jordan 1 Lasers and also the supplies he needs.

At the mall, he opens the mobile app, goes to his watch list, find guide that he added to check what he needs to get and looks at supply list during he's finding supplies

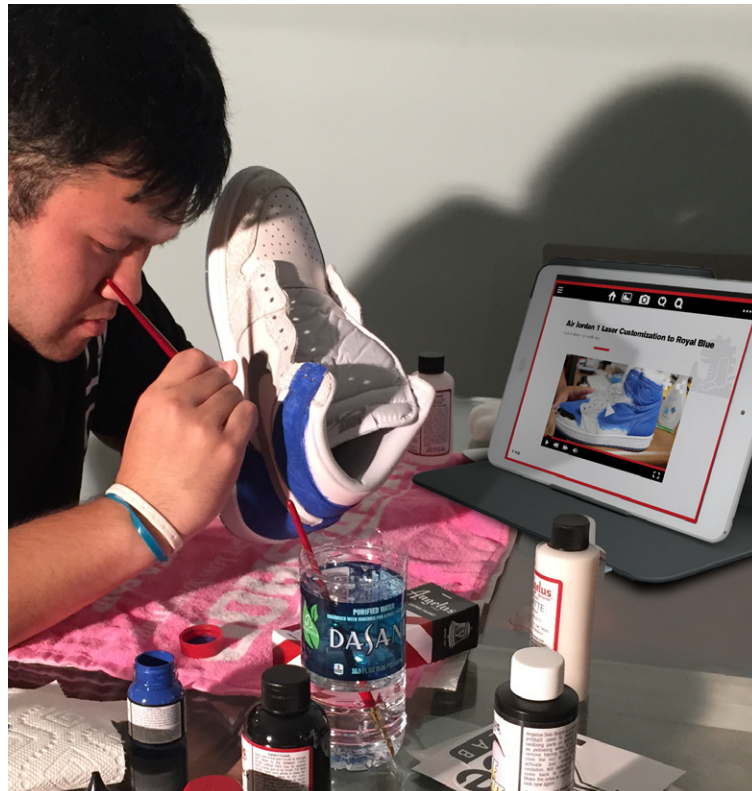




# STORYBOARD

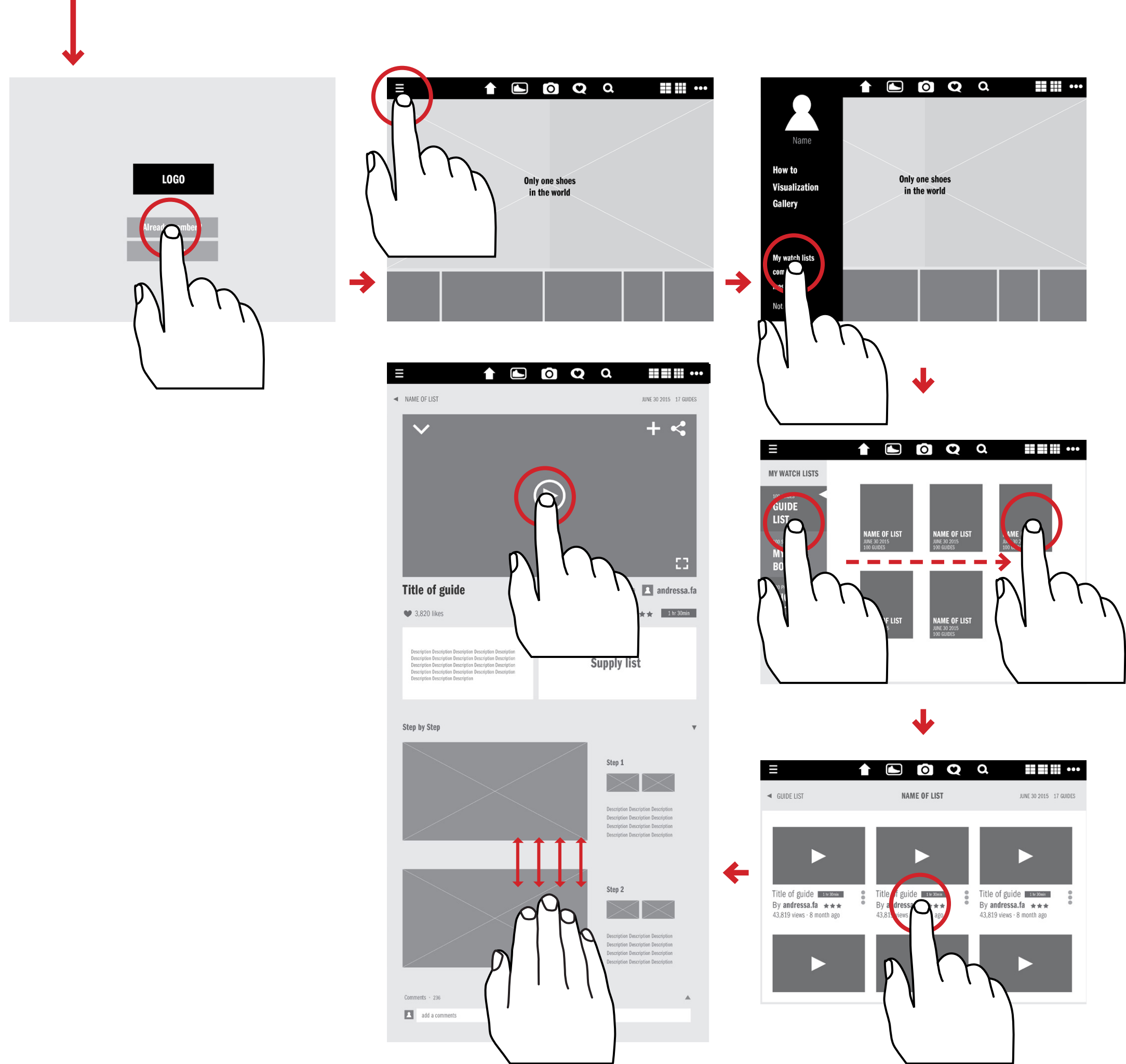
## SCENARIO (WIREFRAME)

8



After he comes back home, he puts all supplies and Jordan 1 Laser on the table, brings his iPad and downloads the app on there too.

He signs in, goes to his watch list and finds the guide that he saved, plays the video next to him, and starts customizing his shoes.



# STORYBOARD

## SCENARIO (WIREFRAME)

9



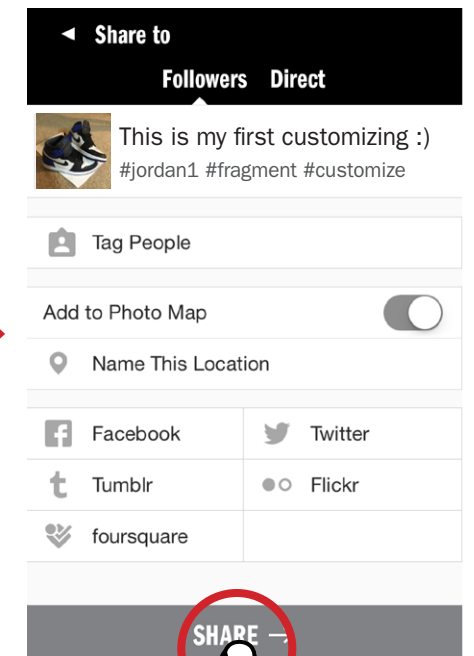
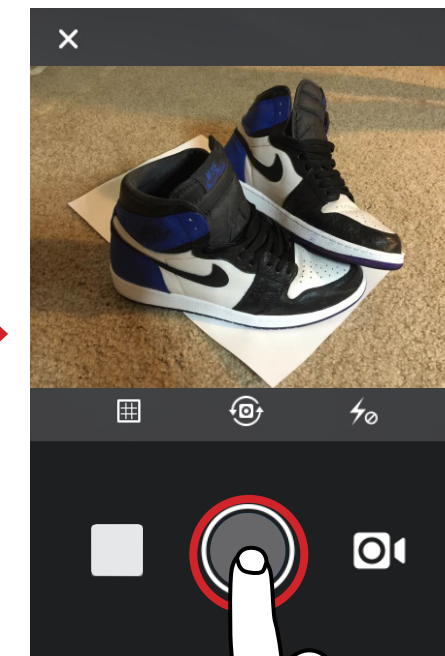
After he finishes, he is super satisfied with his customized shoes. It just looks like Jordan 1 Fragments. So he uses his phone to take some photos of his shoes and he wants to post that photo on community.

10



On mobile app, he taps photo icon to post his photo.

He types “This is my first customizing :)” for the title and #jordan1 #fragment #cutomize for hashtag, chooses the location, also choose Facebook icon to share on his Facebook, and then finally taps ‘Share’

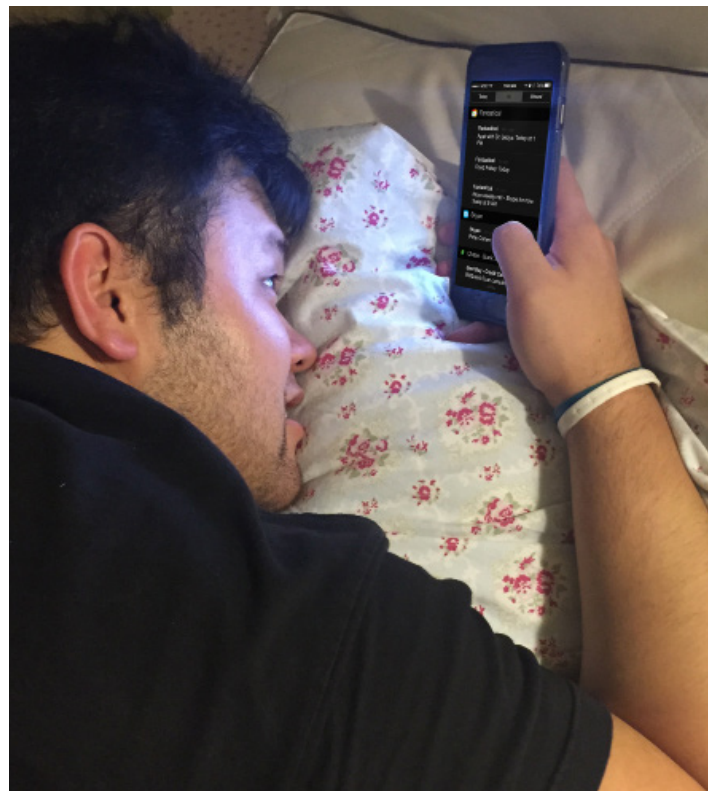




# STORYBOARD

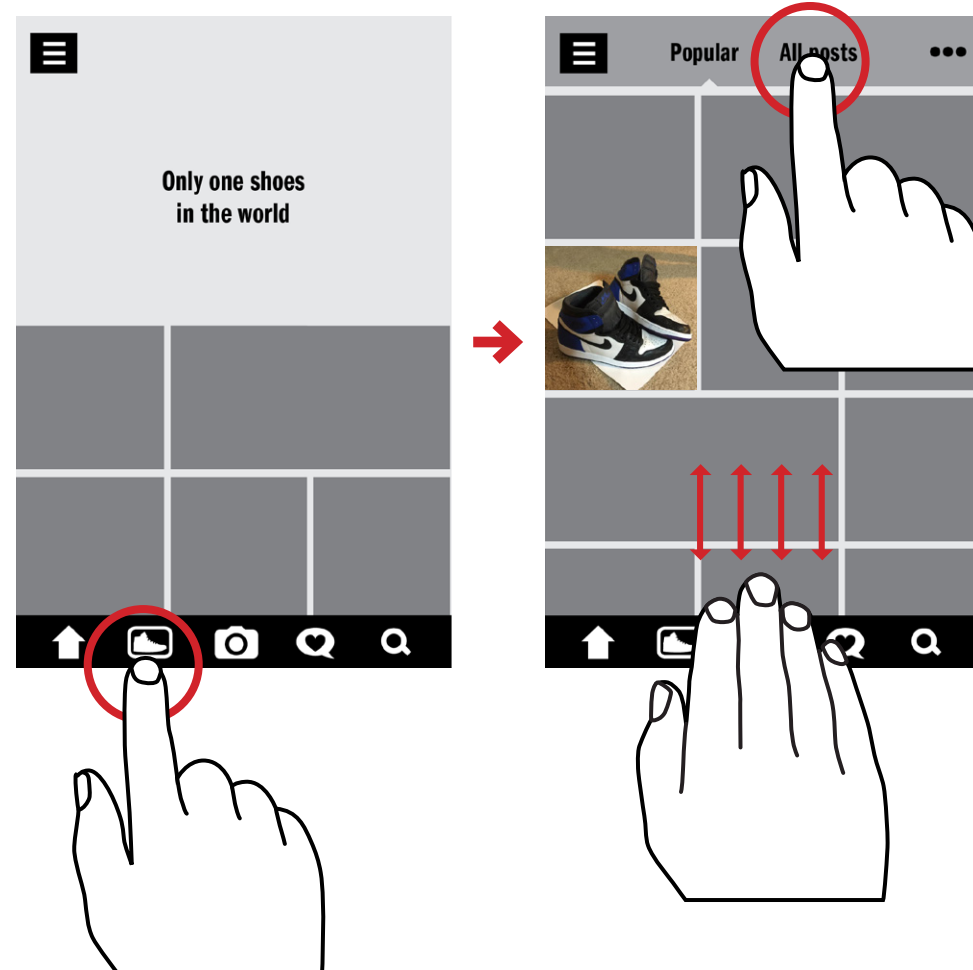
## SCENARIO (WIREFRAME)

11



After he posts, he can see his post on 'Post'-'All posts'.

Before he sleeps, he can see many notifications on the phone that people comments on his photo, which likes his photo, and also who follow him.



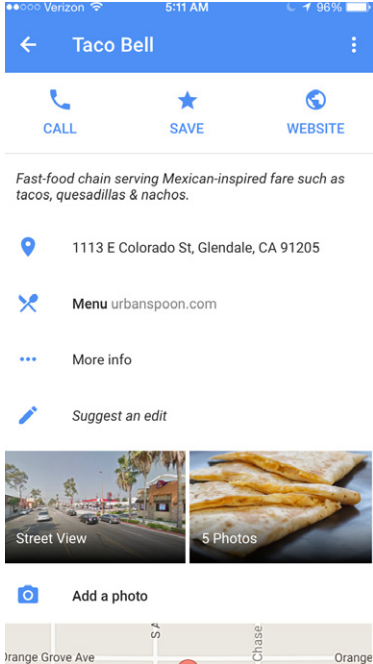
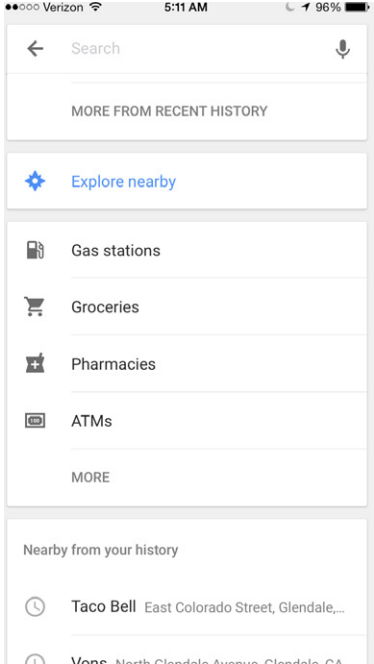
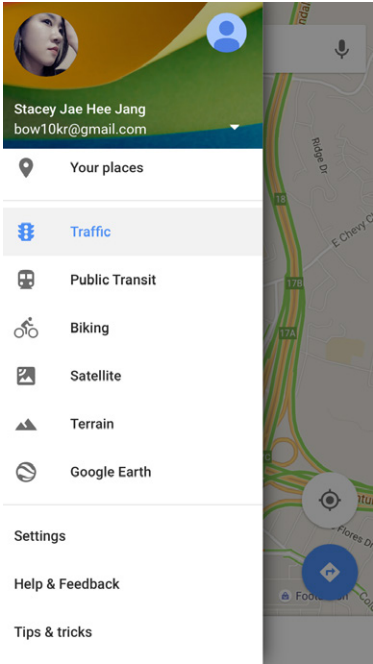
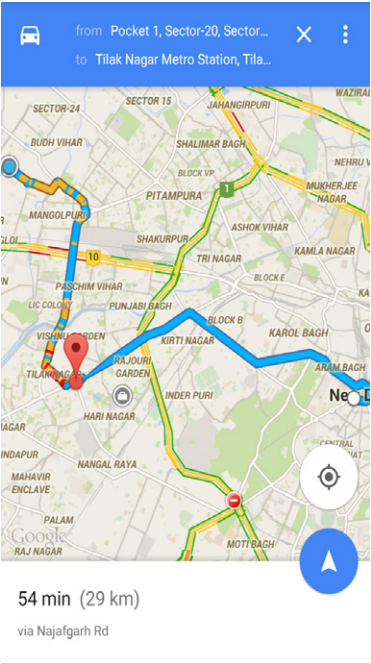
12

Mark starts feeling more excited about customizing sneakers and really happy that he could complete his first customizing.



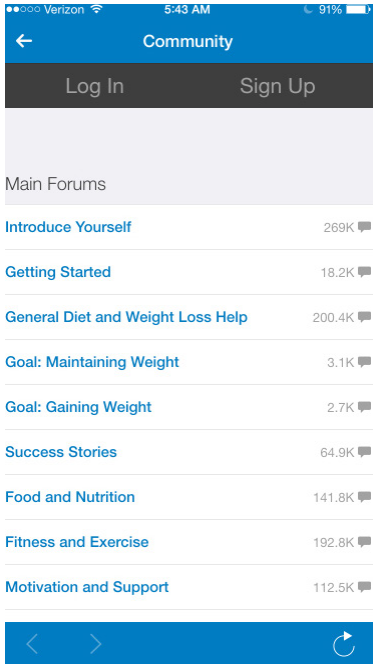
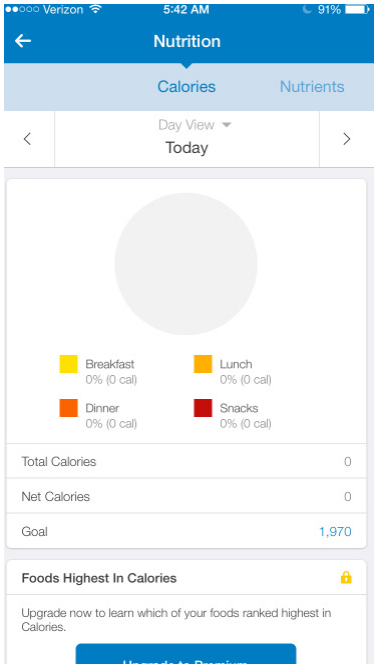
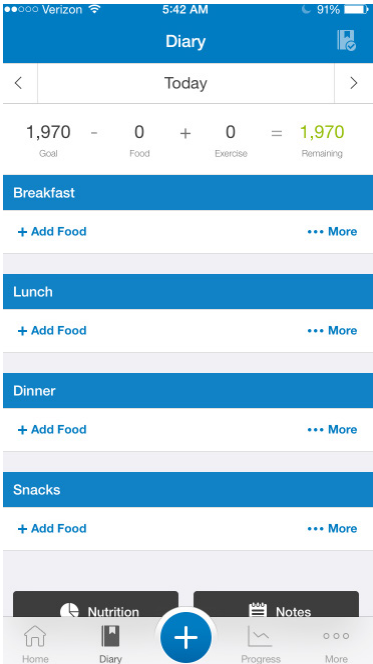
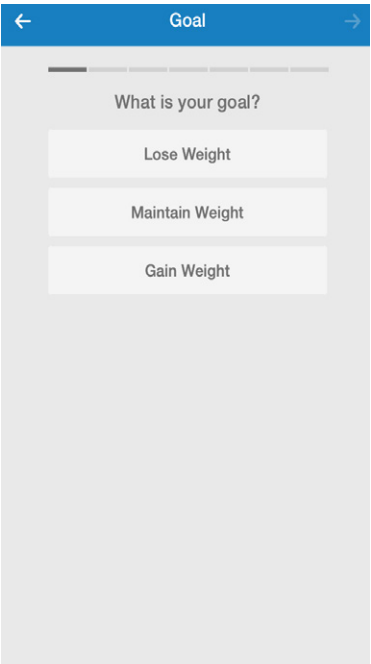
# GOOD INTERACTIVE

## MOBILE APPS



## Google Maps

- It doesn't show only directions. It gathers traffic informaton from satellite, shows that and keeps updating.
- Offers information of place that people search (contact info, hours, photos, rates, reviews), people can save that place, and also can call that place straightly from app.
- When people search some places on Google map website after they sign in Google, it's automatically saved in 'Recent history' and people also can see that on the app
- Voice guide, What are near me, Satellite view

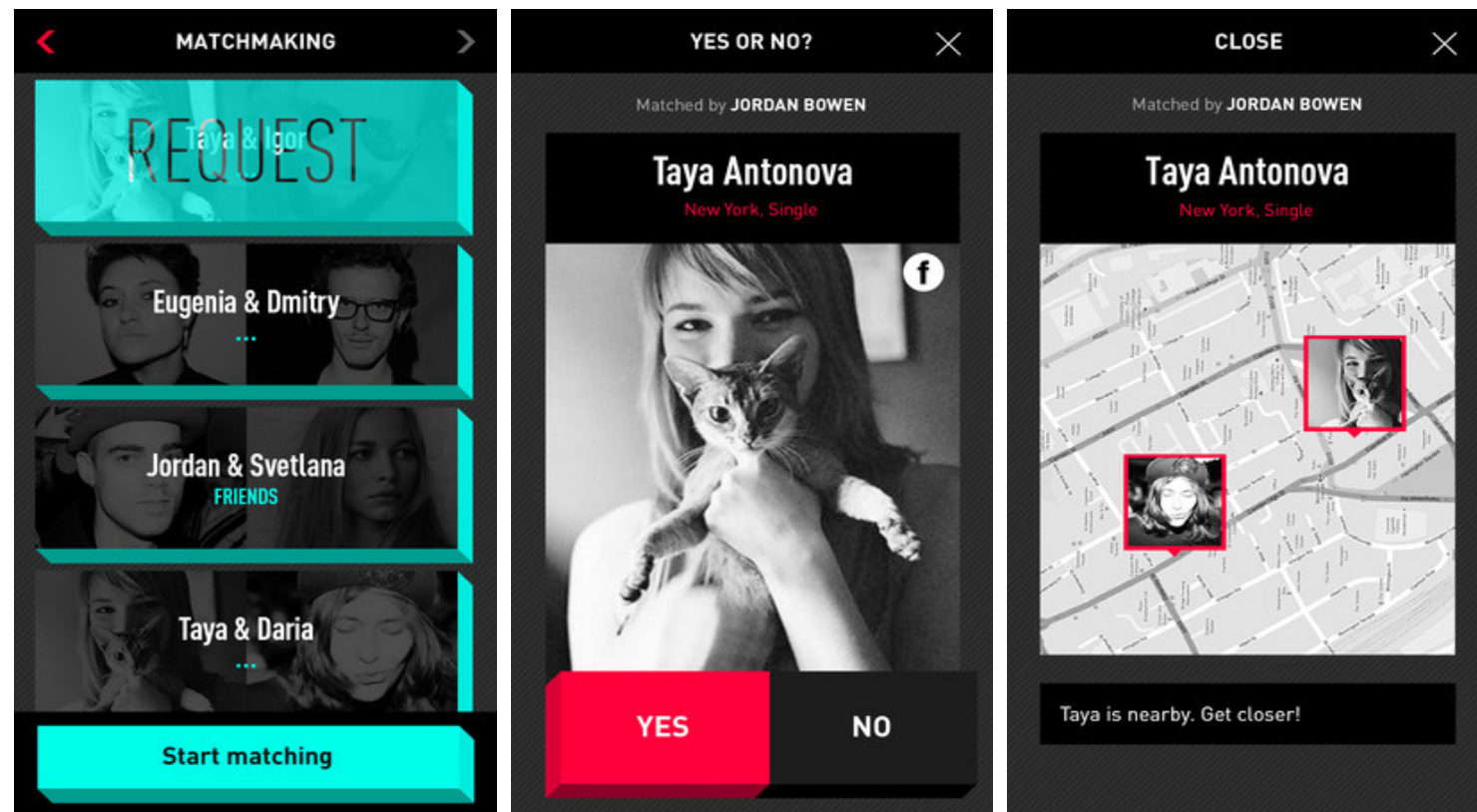


## My Fitness Pal

- Very specific but easy goal setting
- Not only showing today's nutrition that I ate, but also I can check what is my goal nutrition today and according to that, I can plan my meal.
- Also has community, so I can share what is my goal and how much I achieved and also can discuss about other people's stories.

# INSPERATION

## MOBILE APPS



### Closer

Closer is a matchmaking game. Matchmakers select their Facebook friends who have not met yet, but might go along very well. Matches always have at least one mutual friend and that makes the connection more trustworthy. If both of friends accept the match, they will be notified if they are somewhere close to each other.

- Color combinations with black background color
- Simple Design and Good Typography



### Citydoping NYC

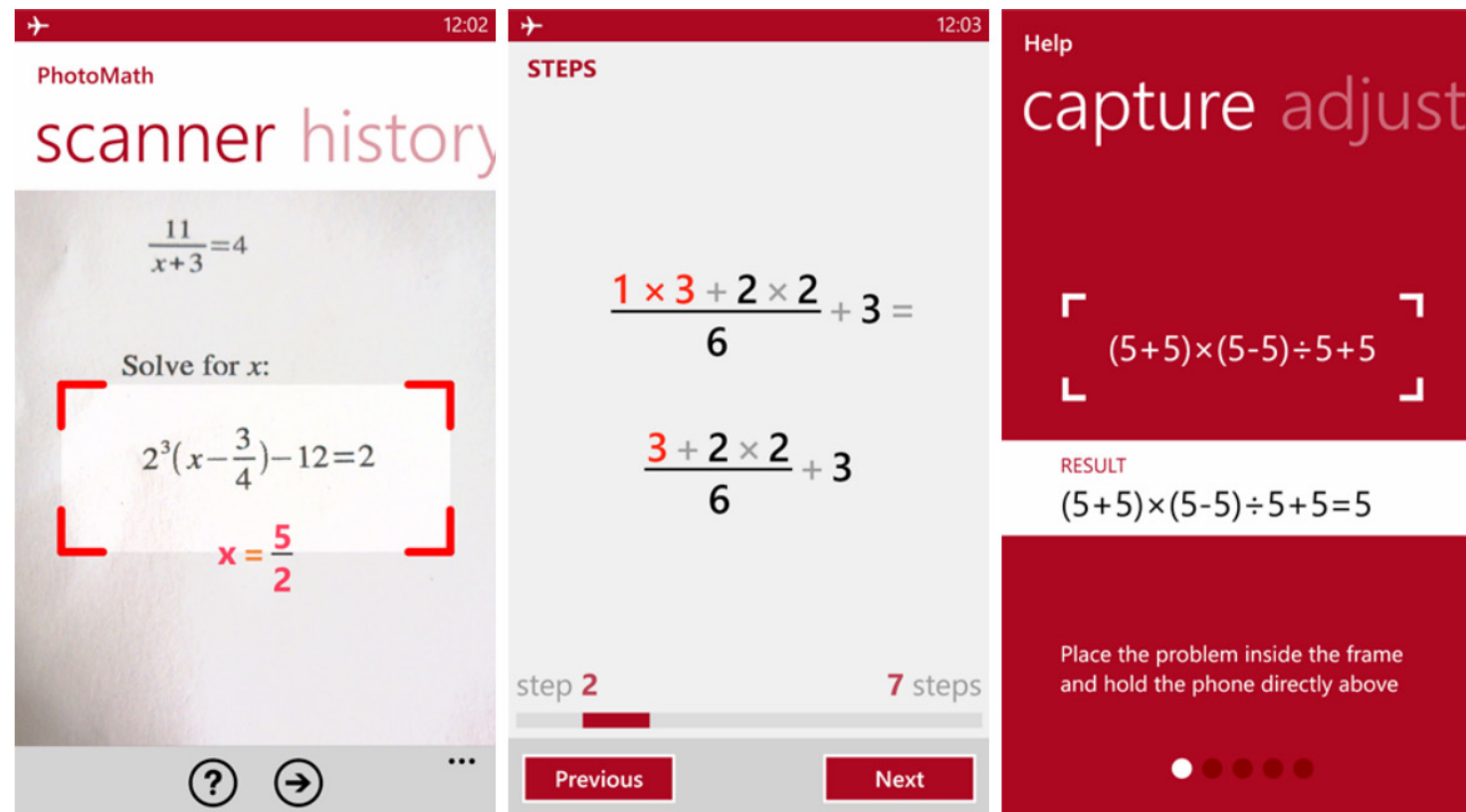
It's an insider's guide, curated by locals who actually live in Manhattan and Brooklyn.

- Very young and fun feeling
- Big typography and colorful colors



# INSPERATION

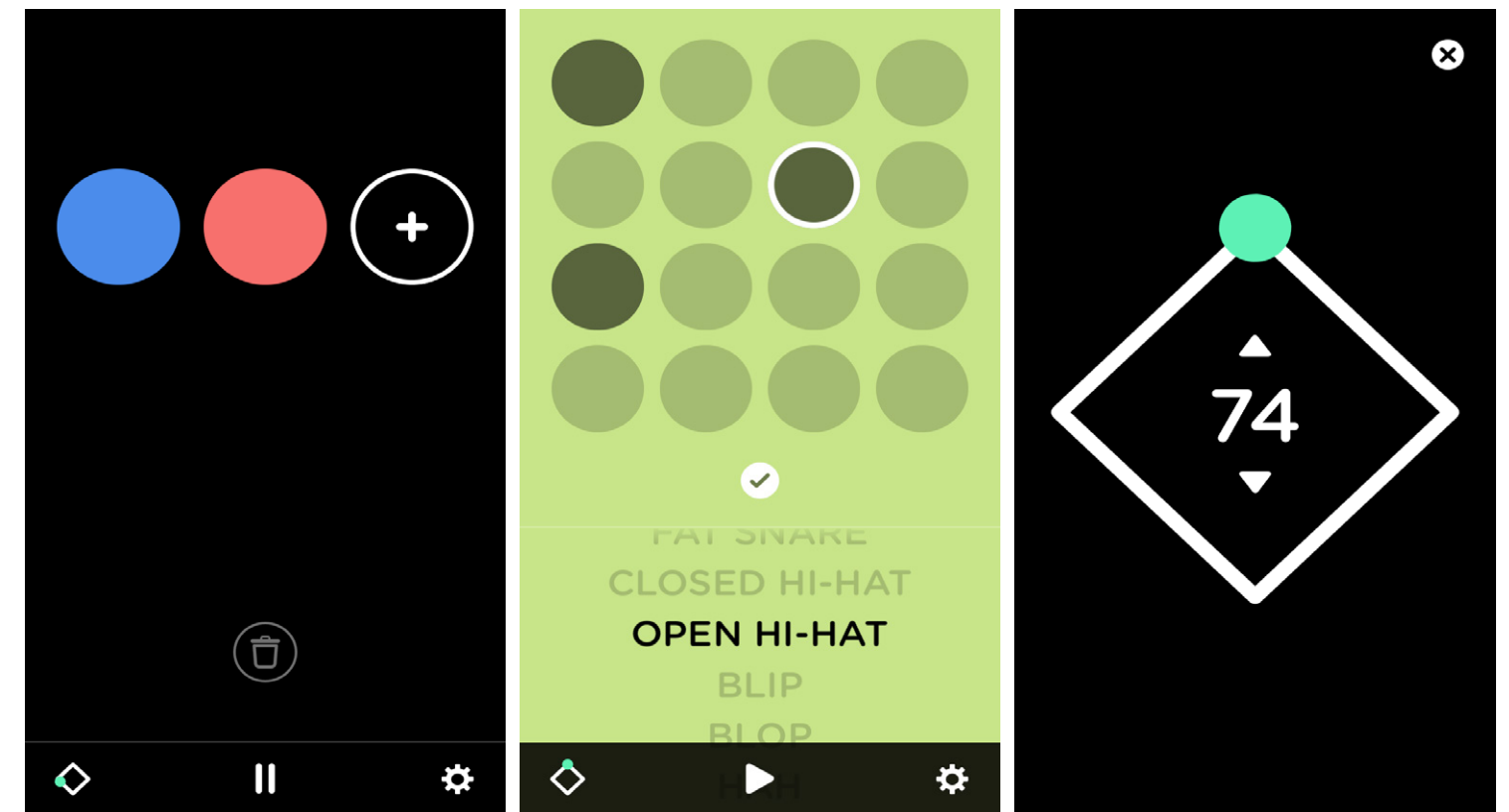
## MOBILE APPS



### Photomath

Take a picture of math equation with your camera, and boom — the app churns out an answer with step-by-step analysis.

- White + Gray + Dark Red
- Simple Design and Good Typography
- Math looks pretty and friendly on this app



### Keezy Drummer

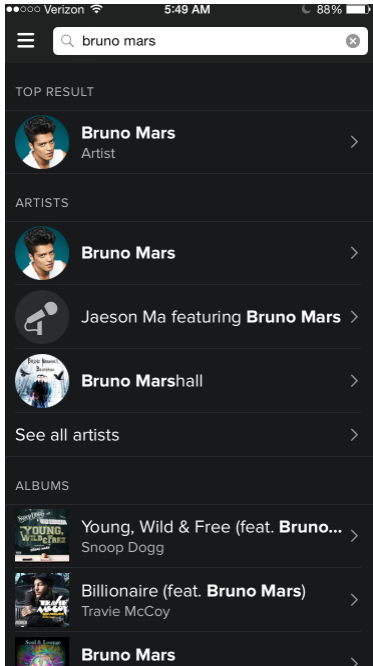
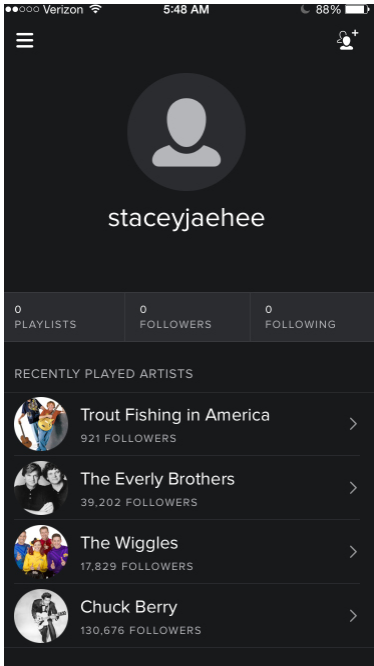
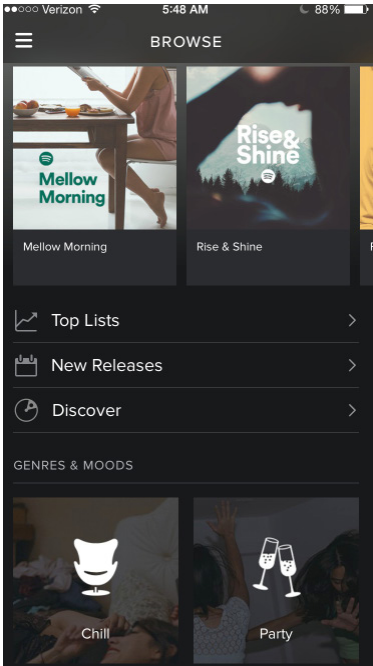
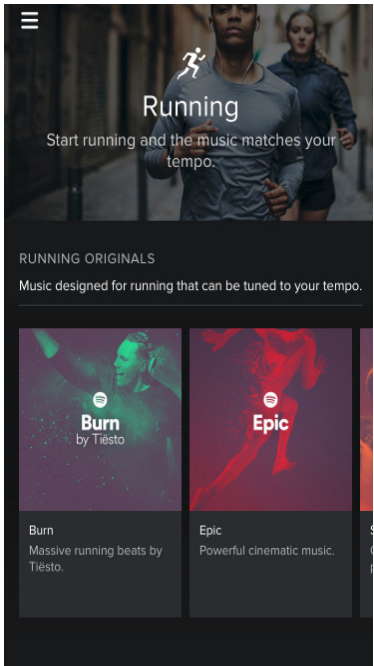
Making music is fun, and sometimes torturous, but mostly fun. That's the whole point of it, and Keezy Drummer perfectly encapsulates that idea.

- Simple and Easy to use
- Iconic and minimal design



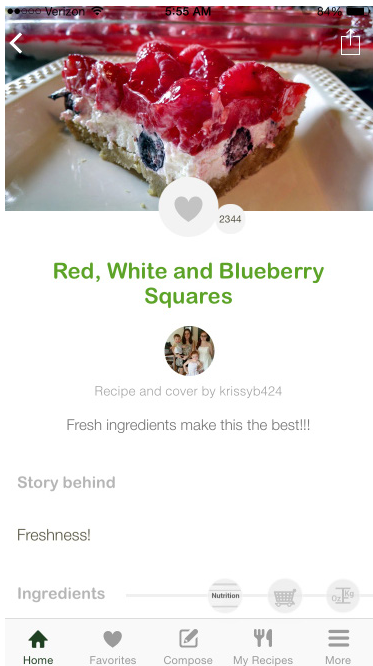
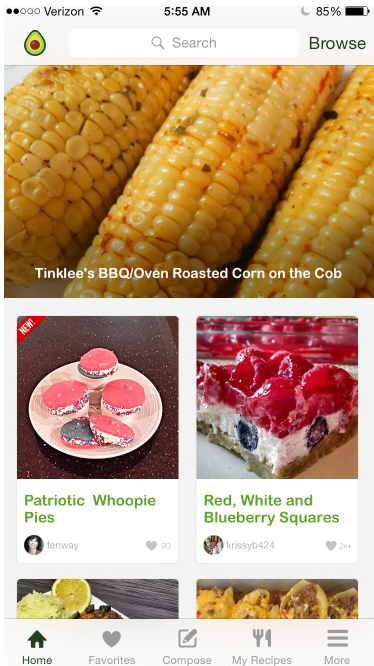
# INSPERATION

## MOBILE APPS

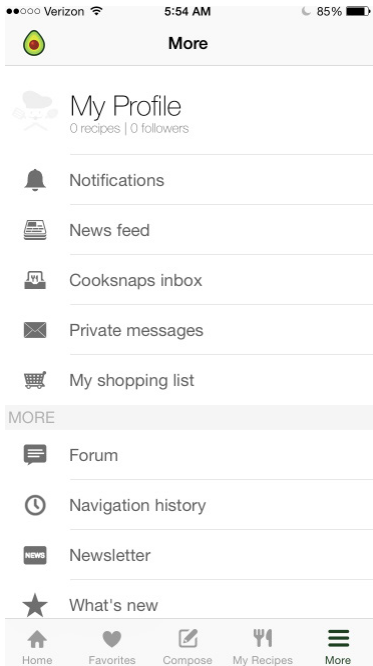


## Spotify

- Almost same as website, but still really iconic and simple design.
- For mobile app, there is one more category, 'Running' So it's for when people listen musics while they are running.
- Personal play list, Recently played
- There is also social networking service, so I can follow people, message them, and can see what my friends are playing.
- Organized and categorized searching results already show up while I'm typing words in searching box.



| Nutrition Facts  |                           |
|--|---------------------------|
| Serving Size 160g  |                           |
| Amount Per Serving   |                           |
| Calories 370   |                           |
| %Daily Value*  |                           |
| Total Fat 17.7g  | 27%                       |
| Saturated Fat 8.5g   | 43%                       |
| Trans Fat 0.3g   |                           |
| Cholesterol 31mg   | 10%                       |
| Sodium 111mg   | 5%                        |
| Total Carbohydrate 50.7g   | 17%                       |
| Dietary Fiber 2.7g   | 11%                       |
| Sugars 29.5g   |                           |
| Protein 3.5g   |                           |
| Vitamin A 8%   | Vitamin C 11%             |
| Calcium 4%   | Iron 8%                   |
| * Percent Daily Values are based on a 2000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs: |                           |
| Calories:  | 2,000 2,500               |
| Total Fat  | Less than 65g 80g         |
| Sat Fat  | Less than 20g 25g         |
| Cholesterol  | Less than 300mg 300mg     |
| Sodium   | Less than 2,400mg 2,400mg |
| Total Carb   | 300g 375g                 |
| Dietary Fiber  | 25g 30g                   |

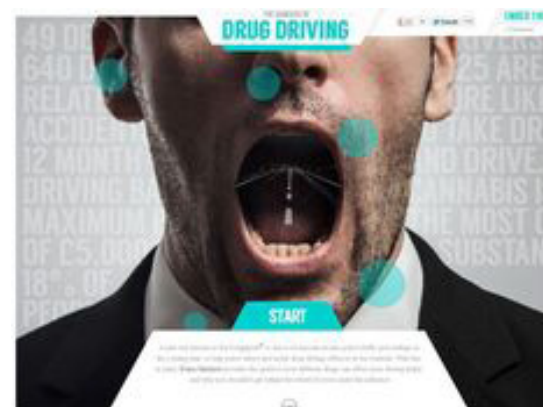
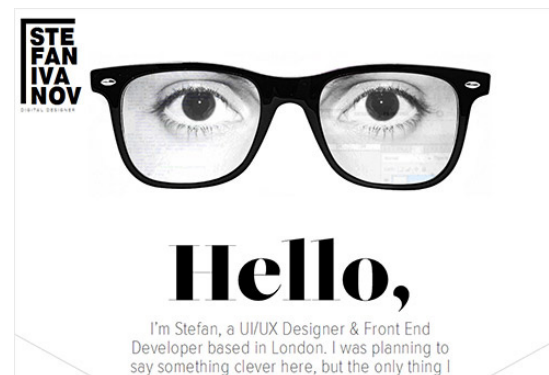
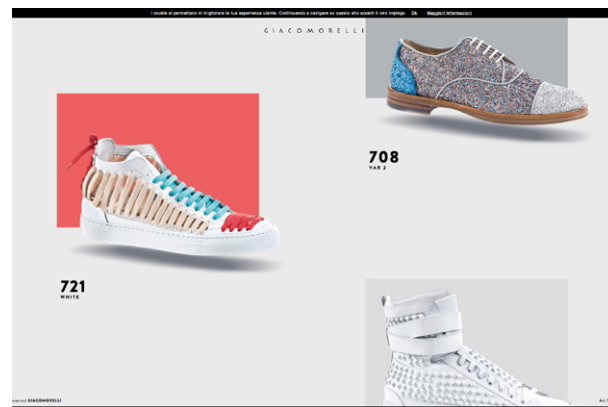
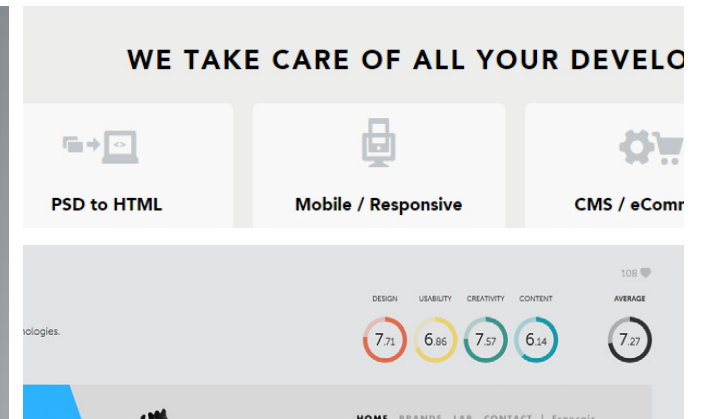
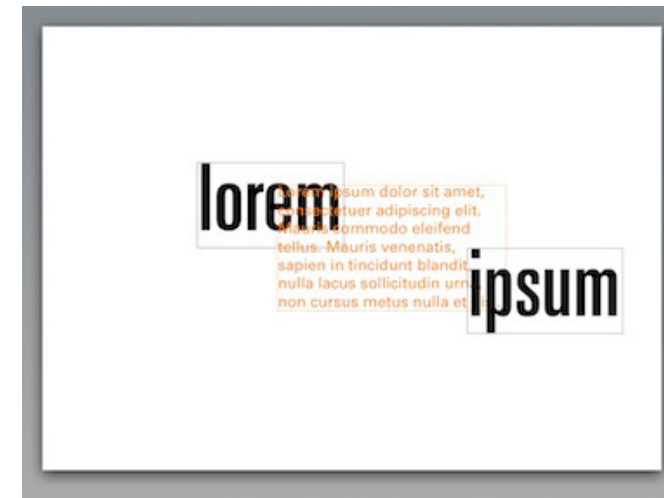


## All the cooks - Recipe community

- Different from other apps, this app is 100% social networking recipe app, like Instagram. So every recipes were posted by community members.
- Great filtering system
- Nutrition imformation

# DESIGN STRATEGY

## 5 KEY WORDS



## BRIGHT POINT COLOR

one or two of bright point color use

## COLOR IMAGES ON B&W BACKGROUND

To emphasize the shoes, background color is mainly based on black and white, except point color

## COMBINE IMAGES

Combine several images to make one dramatic image for the top

## TYPOGRAPHY OVERLAPING

Big and small typography overlapping, and also texts overlap on image

## SIMPLE ICONS & GRAPHS

Use simple iconography for entire website and simple graphs for Award page.

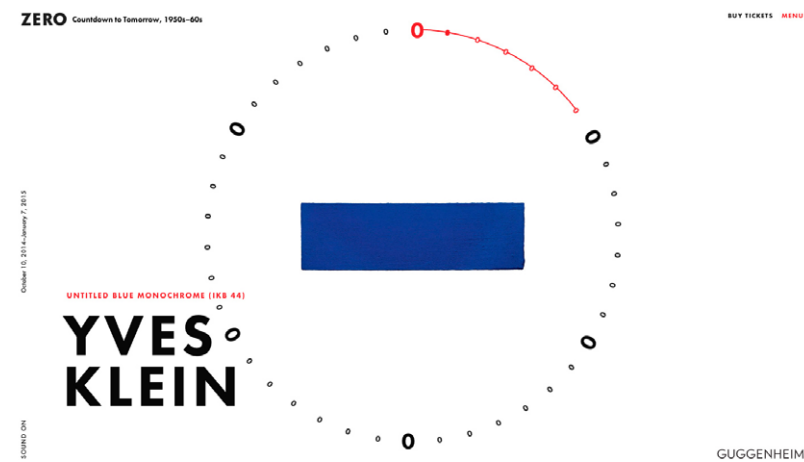


# WEBSITE RESEARCH

## BEHAVIOR & DESIGN

### ZERO - Countdown to Tomorrow

<http://exhibitions.guggenheim.org/zero/#/artwork>



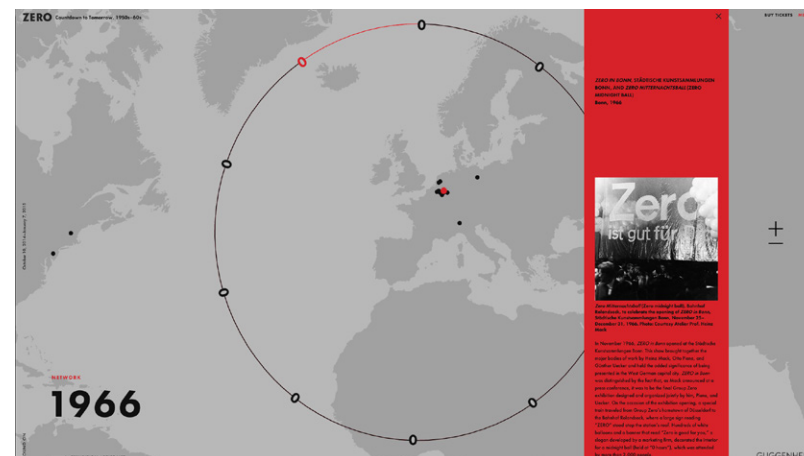
Every dot shows different works



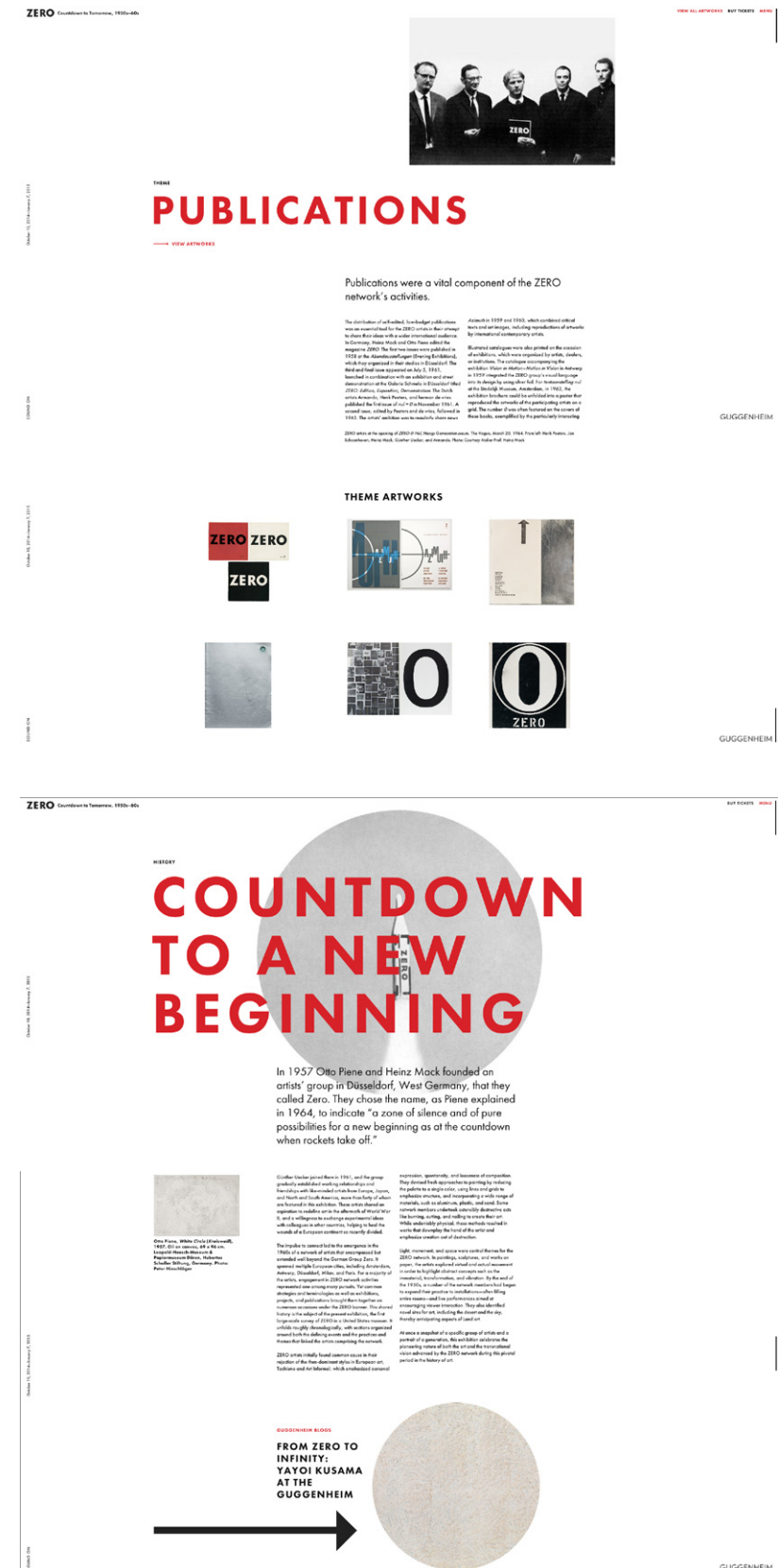
People can zoom in, zoom out of their works



After click 'Menu', it goes to here and arrow appears when people mouse over each category.



Every dot shows different years and locations



Great typography

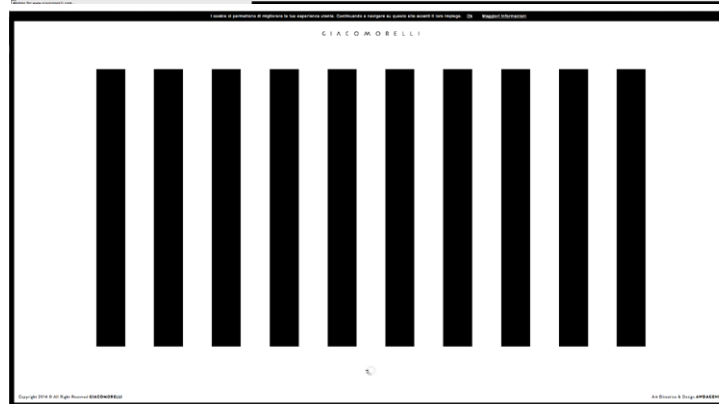
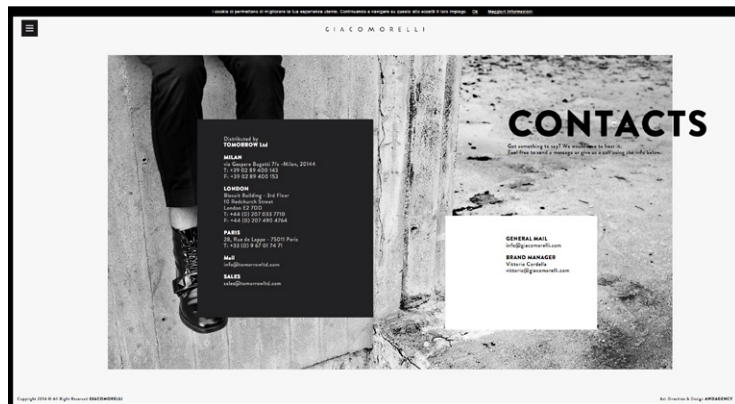
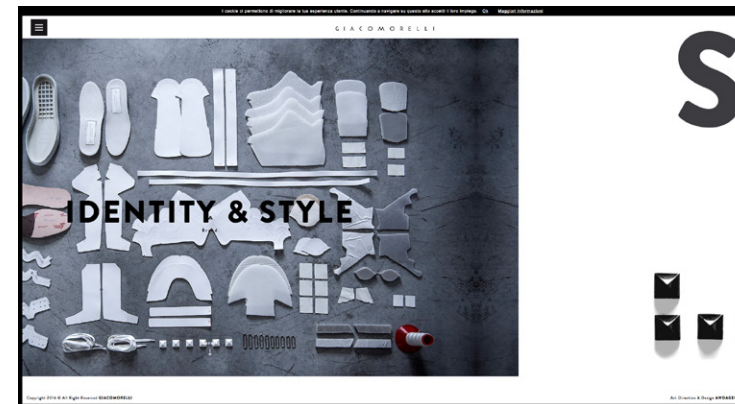
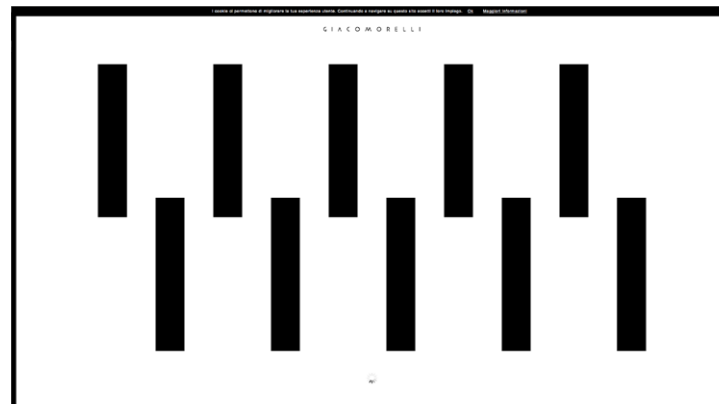
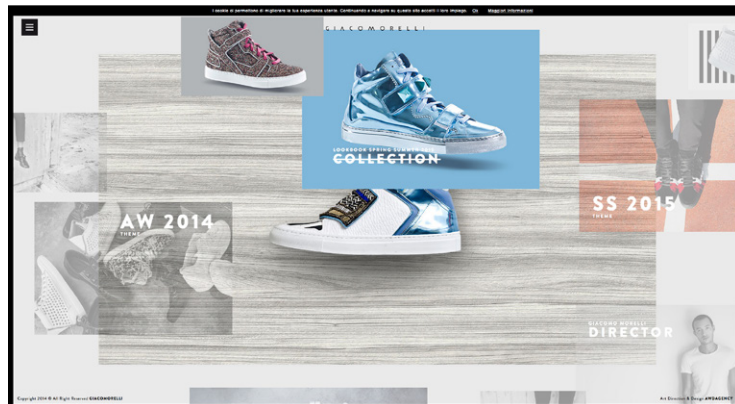


# WEBSITE RESEARCH

## BEHAVIOR & DESIGN

### GIACOMORELLI

<http://www.giacomorelli.com/>



Every images in the box is moving by mouse over

While loading next page

Keep moving to the right while scrolling down

Experimental typography with images and image has animation

Another page for menu

Showing shoes with lots of negative space

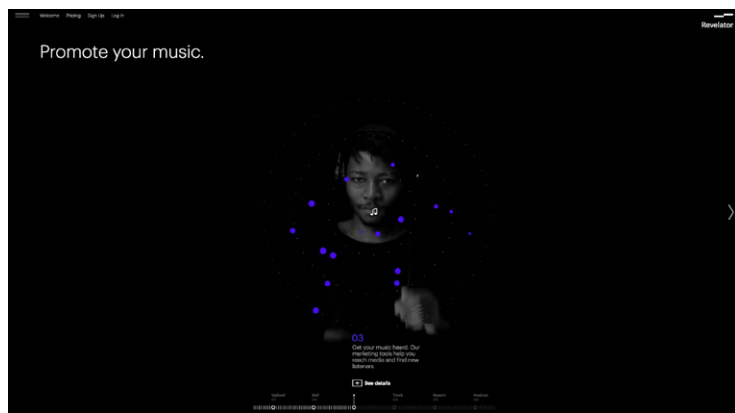
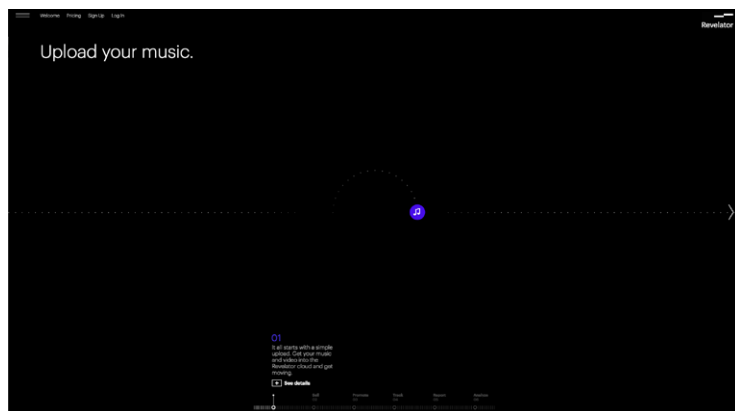
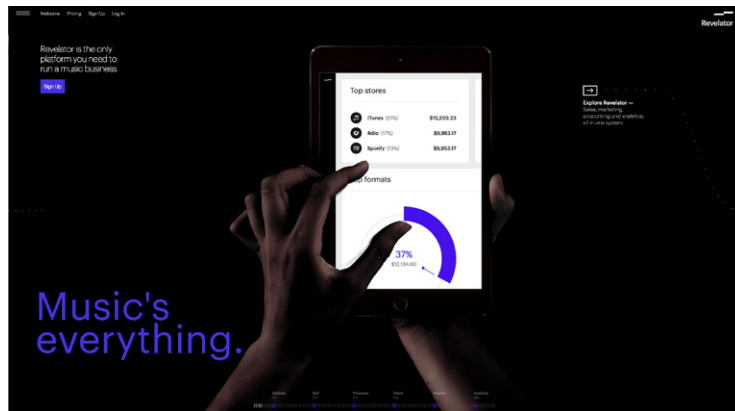


# WEBSITE RESEARCH

## BEHAVIOR & DESIGN

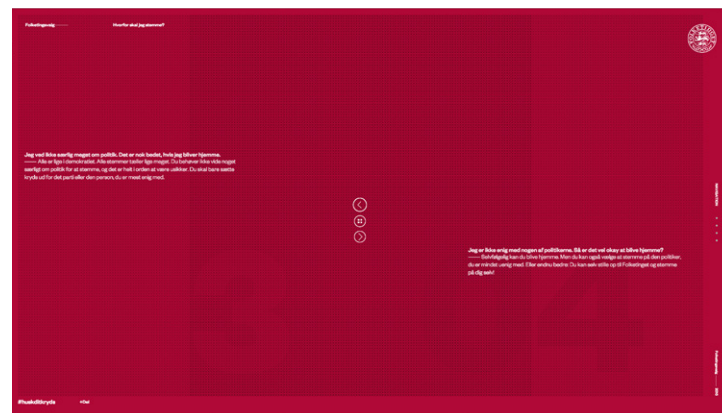
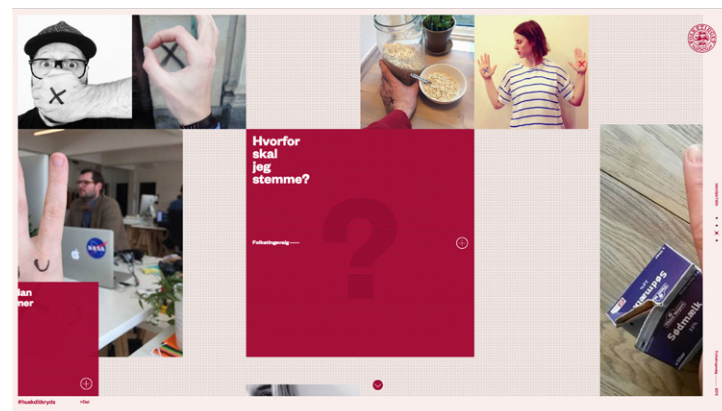
### REVELATOR

<http://revelator.com/welcome>



Keep moving to the right and showing steps with simple animation

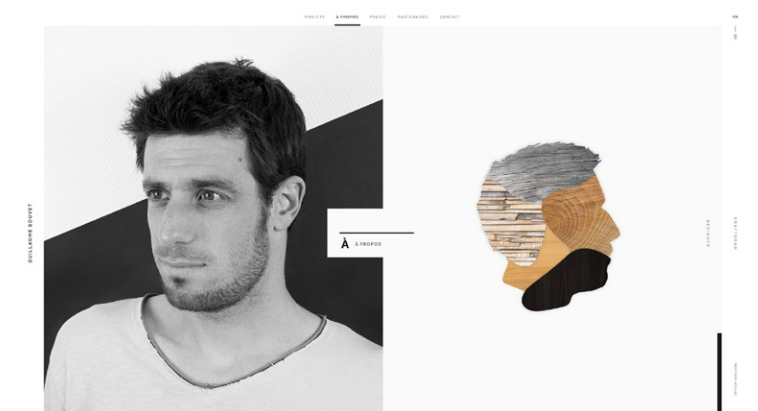
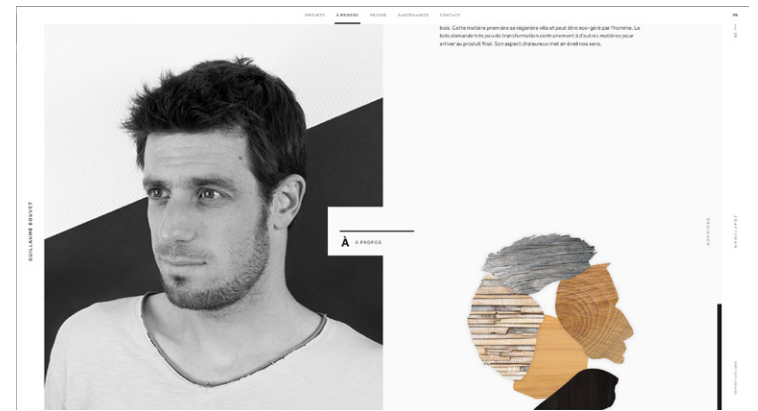
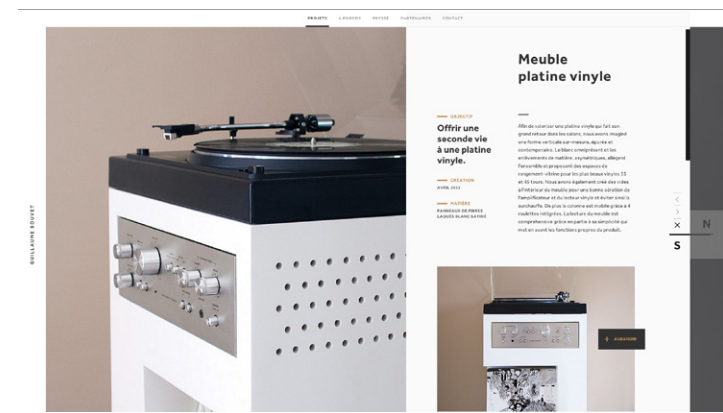
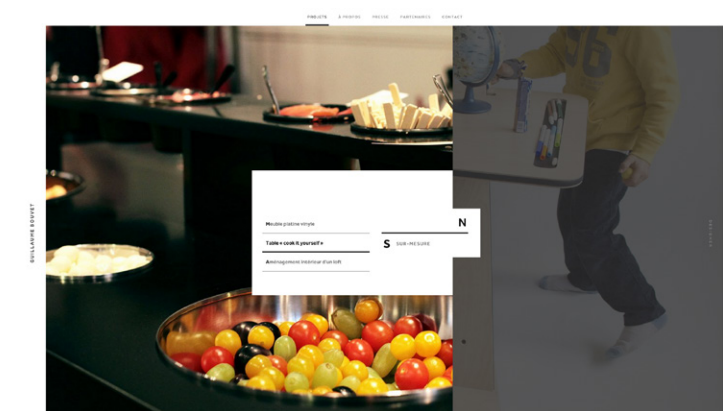
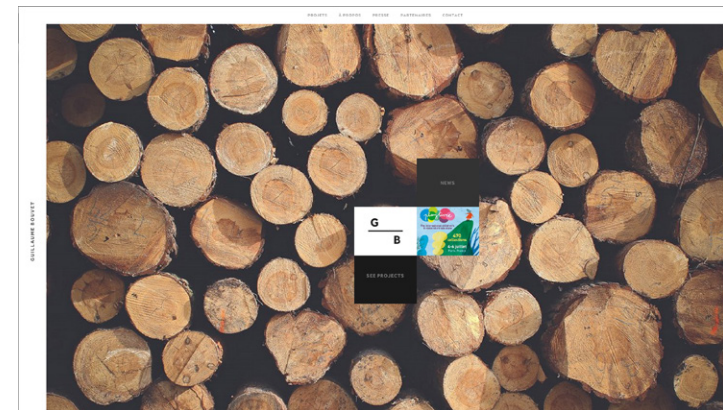
<http://www.huskditekryds.dk/>



Too much animations

### GUILLAUME BOUVET

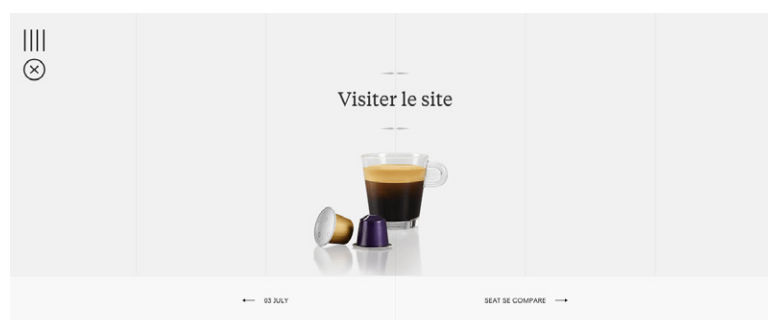
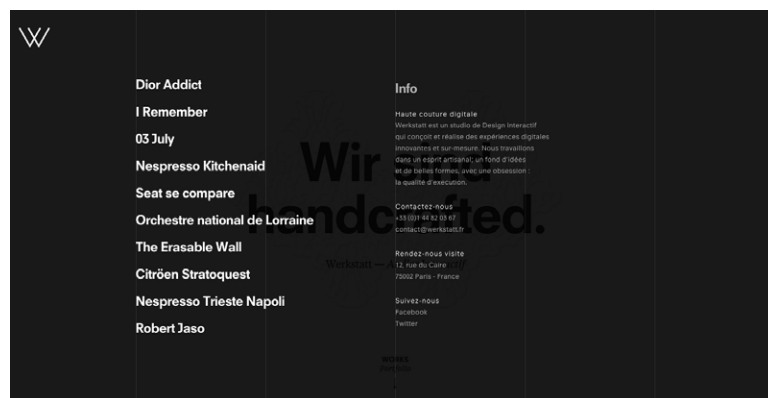
<http://www.guillaumbouvet.com/>





# INSPIRATION

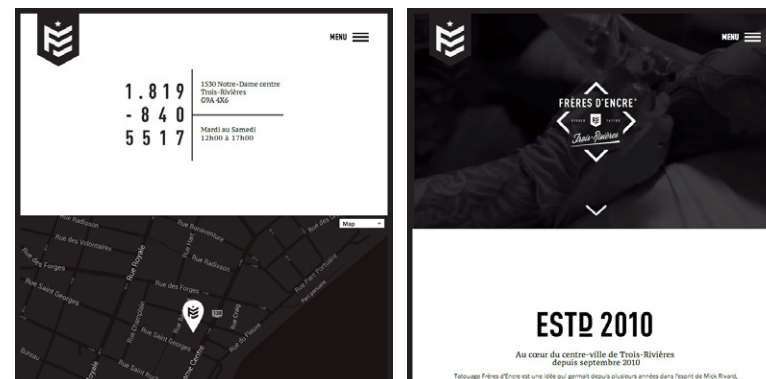
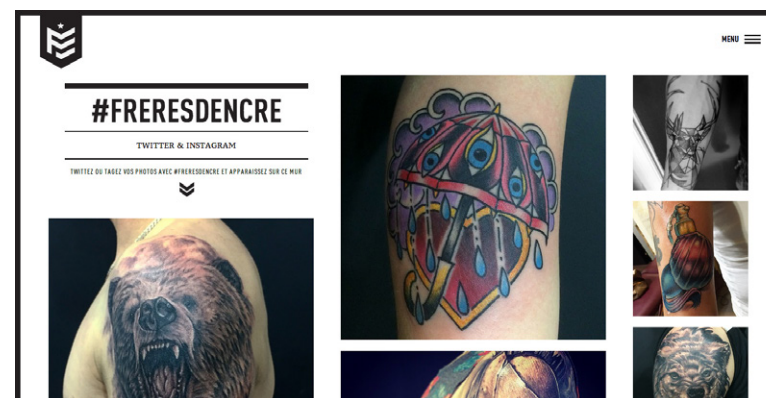
## DESIGN



### Werkstatt Wundersite

<http://www.werkstatt.fr/#/home>

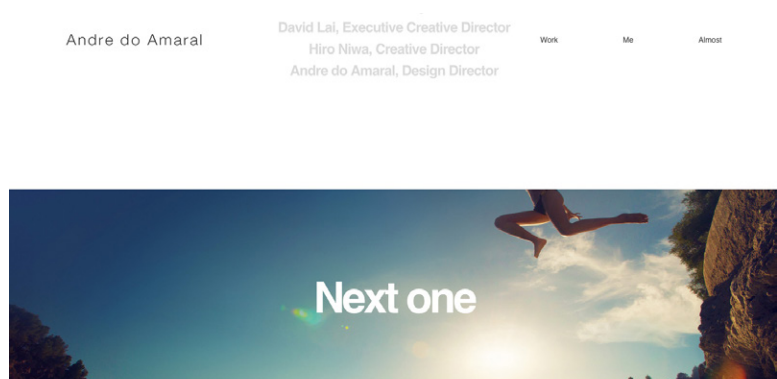
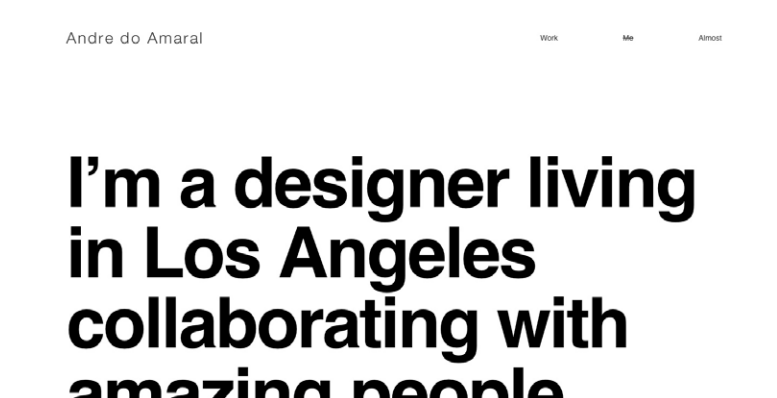
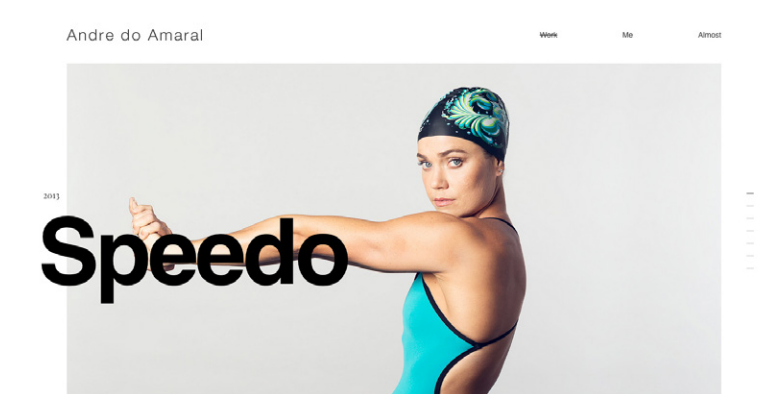
- Very clean and simple
- Black & white color wiht point color



### Frères d'encre

<http://www.freresdencre.com/>

- Simple and unique
- Great consistency



### Do Amaral, A.

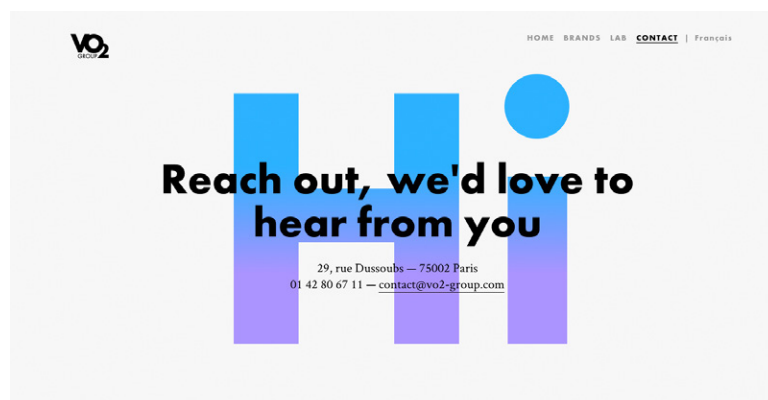
<http://doamaral.com/>

- Simple and parallax
- Black & white color wiht point color



# INSPERATION

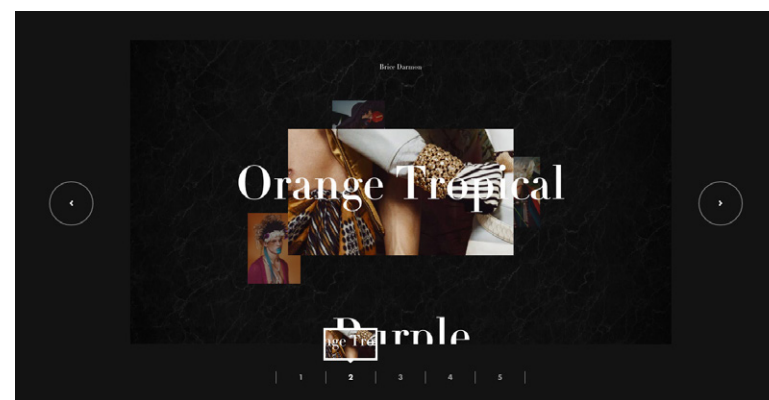
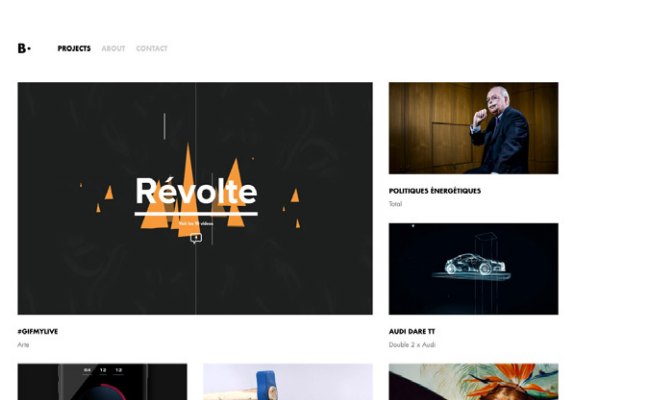
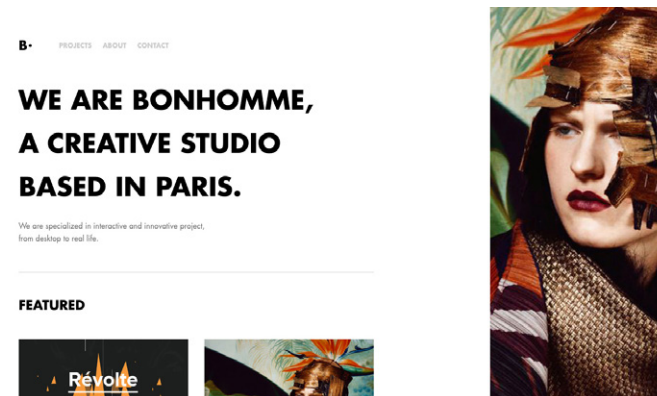
## DESIGN



### VO2 Group

<http://vo2-group.com/en>

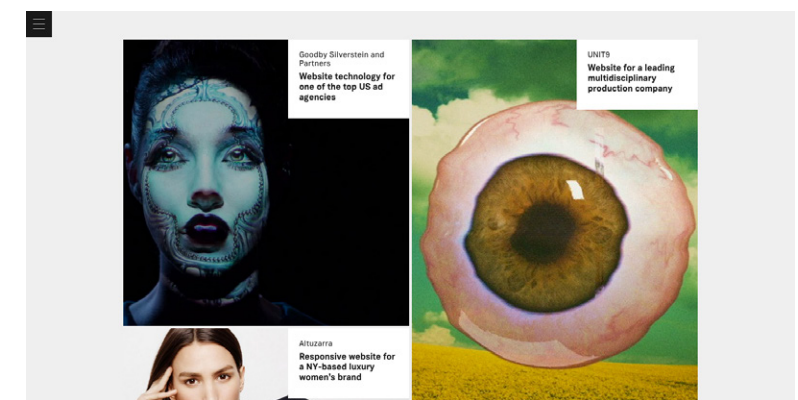
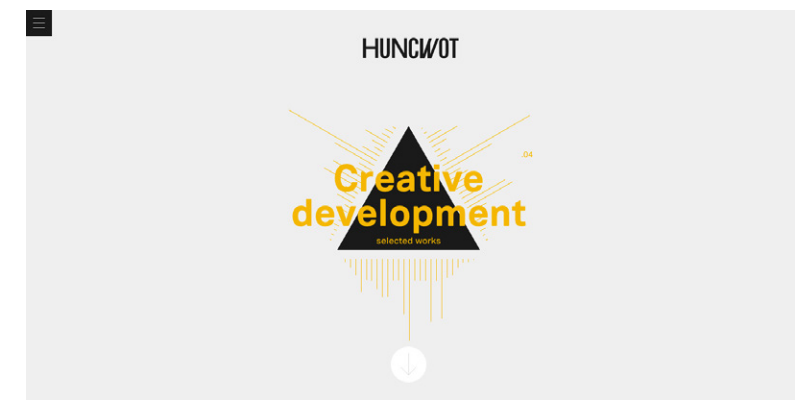
- Black & white based bright color background
- Dramatic image with big typography
- Point colors used



### Bonhomme

<http://bonhomme-paris.com/en/>

- Very clean and simple design
- Great consistency



### Huncwot

<http://huncwot.com/>

- Very clean and simple
- Black & white color with point color

# INSPERATION

## STYLEGUIDE 1

[HTTP://EXHIBITIONS.GUGGENHEIM.ORG/ZERO/#/ARTWORK](http://exhibitions.guggenheim.org/zero/#/artwork)

### LOGO

# ZERO

- Simple logo

### COLORS



# FFFFFFF

- Background colors



# 0085A0



# 000000

- Text color



# D62329

- Point colors  
- For text and background

### FONTS CHOICE

## FUTURA Family

- All fonts are Futura
- Futura medium, Futura Bold

# CATIONS

Publications were a vital component of the ZERO network's activities.

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their attempt to share their ideas with a wider international audience. In Germany, Heinz Mack and Otto Piene edited the magazine ZERO. The first two issues were published in 1958 at the Abendausstellungen (Evening Exhibitions), which they organized in their studios in Düsseldorf. The third and final issue appeared on July 5, 1961,

*Azimuth* in 1959 and 1960, which combined texts and art images, including reproductions of by international contemporary artists.

Illustrated catalogues were also printed on the of exhibitions, which were organized by artists or institutions. The catalogue accompanying the exhibition *Vision in Motion—Motion in Vision* in 1960 is a good example of this.



**Adolf Luther**  
b. 1912, Krefeld, Germany; d. 1990,  
*Virtual Picture (Mirror Object)* (Virtual  
Mirror, board, and stainless steel, 98  
Städel Museum, Frankfurt am Main, c  
© 2014 Artists Rights Society (ARS), N  
Photo: Adolf-Luther-Stiftung, Krefeld,

Charles

UNTITLED BLUE MONOCHROME (IKB 44)  
**YVES KLEIN**

### SIMPLE NAVIGATION

- Very simple Nav on main page and different page for menu

BUY TICKETS MENU

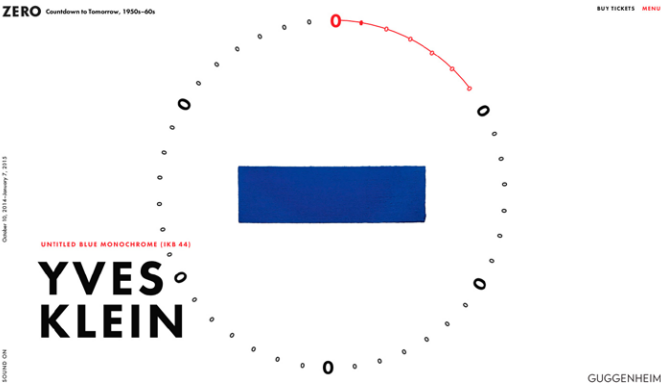
### IMAGE ORGANIZATION

#### THEME ARTWORKS

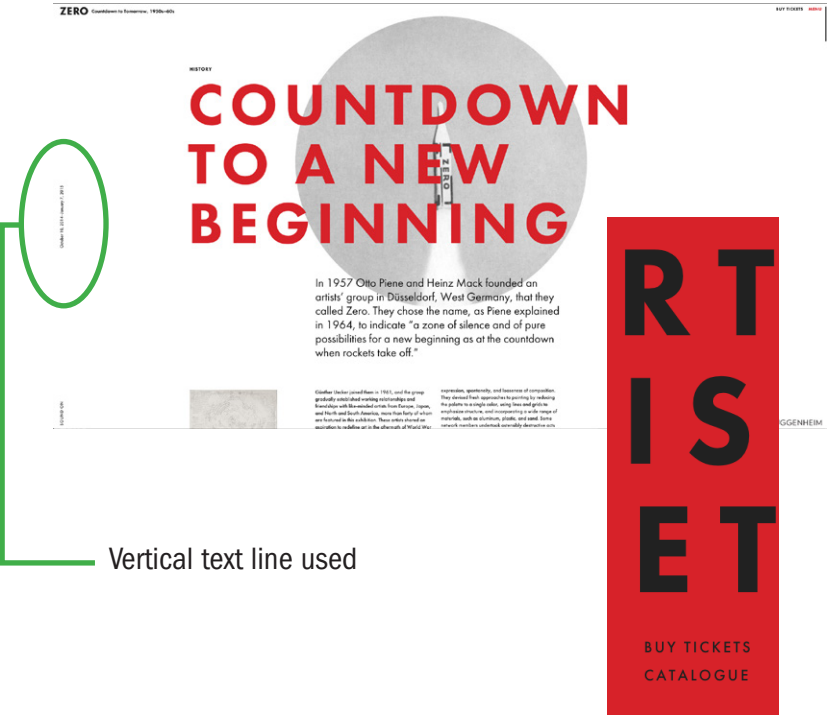


### GREAT POINT COLOR USED

- Red point color and only works are colorful



### BIG+SMALL TYPOGRAPHY



Vertical text line used

### 6 COLUMN GRID





HTTP://EXHIBITIONS.GUGGENHEIM.ORG/ZERO/#/ARTWORK

shakerzi/a

Love your sneakers, Show your colors

HOW TO CLEAN

HOW TO CUSTOMIZE

HOW TO LACE

VISUALIZATION

GALLERY

SEARCH

Before customize

ONLY ONE IN THE WORLD

NEW COLORS. YOUR COMBINATIONS.

After customize

COMMUNITY

WHAT'S POPULAR



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI

GALLERY

ARTIST'S WORKS



BY STEPHIE\_YAYA

140 Likes

1hr



BY STEPHIE\_YAYA

140 Likes

1hr



BY STEPHIE\_YAYA

140 Likes

1hr



BY STEPHIE\_YAYA

140 Likes

1hr



ARTIST'S WORKS



BY STEPHIE\_YAYA  
140 Likes  
1hr

BY STEPHIE\_YAYA  
140 Likes  
1hr

BY STEPHIE\_YAYA  
140 Likes  
1hr



NEW COLORS. YOUR COMBINATIONS.

# ABOUT US



HOW TO CUSTOMIZE

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their.



HOW TO CLEAN

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their.



HOW TO LACE

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their.



SIMULATION

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their.

WE NEED YOUR VOTE



BLACK SNAKE JORDAN 4  
BY STEPHIE\_YAYA  
70 people voted



BLACK SNAKE JORDAN 4  
BY STEPHIE\_YAYA  
23 people voted



BLACK  
BY STEPHIE\_YAYA  
20 people voted

FOLLOWER'S POSTS



BY STEPHIE\_YAYA  
140 Likes  
1hr



BY STEPHIE\_YAYA  
140 Likes  
1hr



BY STEPHIE\_YAYA  
140 Likes  
1hr



BY STEPHIE\_YAYA  
140 Likes  
1hr



BY STEPHIE\_YAYA  
140 Likes  
1hr

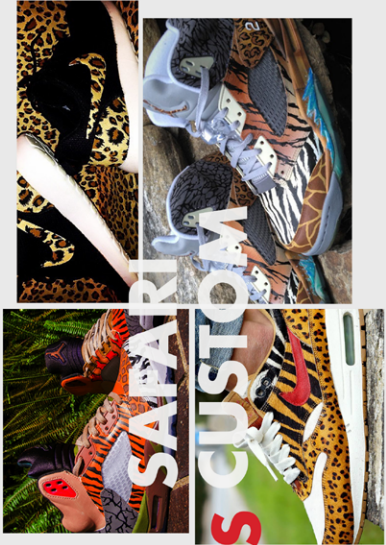
WOULD YOU ROCK THIS?





FORUM

WOULD YOU ROCK THIS?



The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their attempt to share their ideas with a wider international audience. In Germany,

→ [GO HOW TO FORUM](#)

NEW COLORS. YOUR COMBINATIONS.

# BE A MEMBER

→ [SIGN UP TO GET MORE INFORMATION](#)

The distribution of self-edited, low-budget publications was an esse

SITE MAP

TERMS & CONDITIONS

PRIVACY POLICY

ZERO

Love your sneakers, Show your colors



# INSPERATION

## STYLEGUIDE 2

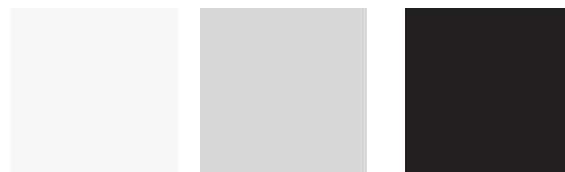
VO2 GROUP ([HTTP://VO2-GROUP.COM/EN](http://vo2-group.com/en))

### LOGO



- Simple logo

### COLORS



# 0085A0

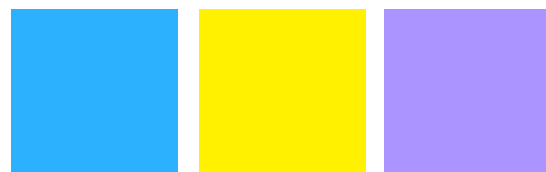
# 0085A0

# 000000

- Background colors

- Text color

- Grayscale of image used



# 50ABDF

# FBED21

# 9F92C6

- Point colors

### FONTS CHOICE

#### FUTURA\_Bold

- For the headlines  
/title and navigation



#### Times serif

- For bodycopy



excels in networking and relational  
model, employees and partner  
positions and to take an active part

#### Crimson\_Bold

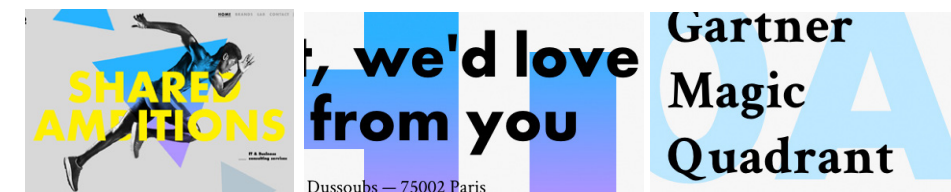
- For headcopy



### SIMPLE NAVIGATION



### OVERLAPPING



### GRAYSCALE IMAGE + COLORFUL GEOMETRIC SHAPE

- Dramatic photography used



### BIG+SMALL TYPOGRAPHY

- Used typography as a background image







ABOUT

HOW TO SIMULATION

GALLERY

SEARCH





**ONLY ONE  
IN THE WORLD**

**New colors  
— Your combinations**

JUST

GO HOW TO CUSTOMIZE

NEW COLORS.  
YOUR COMBINATIONS.

Have old sneakers? Want to change your sneakers?

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their attempt to share their ideas with a wider international audience. In Germany, Heinz Mack and Otto Pione edited the magazine ZERO.



WHAT'S POPULAR



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI





BY KEVINRNLDI



BY KEVINRNLDI



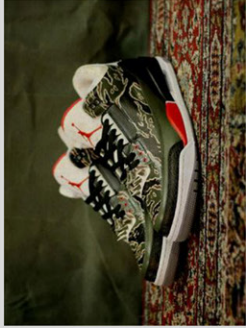
BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI



BY KEVINRNLDI

## WE DEVELOP INNOVATIVE CONSULTING SERVICES USING NEW TECHNOLOGIES.

# ABOUTUS

**HOW TO CUSTOMIZE**

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their attempt to share their ideas with a wider international audience.



### HOW TO LACE

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their attempt to share their ideas with a wider international audience.



### SIMULATION

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their attempt to share their ideas with a wider international audience.

### HOW TO CLEAN

The distribution of self-edited, low-budget publications was an essential tool for the ZERO artists in their attempt to share their ideas with a wider international audience.

AWARD

## WE NEED YOUR VOTE



**BLACK SNAKE JORDAN 4**  
BY STEPHIE\_YAYA

**VOTE NOW**

70 people voted



**BLACK SNAKE JORDAN 4**  
BY STEPHIE\_YAYA

**VOTE NOW**

23 people voted



**BLACK**  
BY STEPHIE\_YAYA

**VOTE NOW**

20 people voted

COMMUNITY

## FOLLOWER'S POSTS



**BY STEPHIE\_YAYA**

140 Likes

1hr



**BY STEPHIE\_YAYA**

140 Likes

1hr



**BY STEPHIE\_YAYA**

140 Likes

1hr



**BY STEPHIE\_YAYA**

140 Likes

1hr



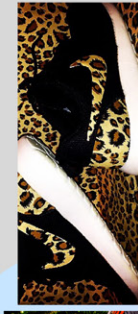
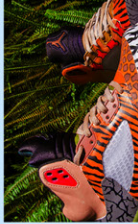
**BY STEPHIE\_YAYA**

140 Likes

1hr

FORUM

## WOULD YOU ROCK THIS?







# STYLEGUIDE

## STYLE GUIDE OF MY DESIGN

### LOGO



- Simple humorous logo

### COLORS



# EDECEE    # 8F8E90    # 000000

- Background colors
- Text color



# 50ABDF  
- Point colors

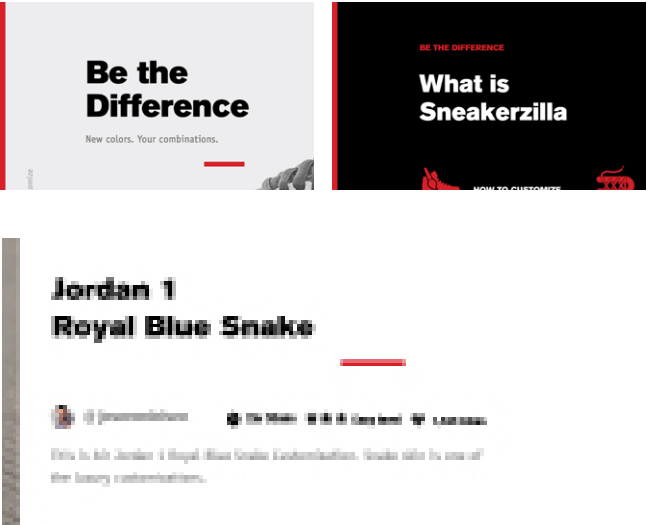
### FONTS CHOICE

**Akzidenz  
Grotesk BQ Super** →

- For the headlines  
/title and navigation

**ITC Officina  
Sans Std \_Bold** →

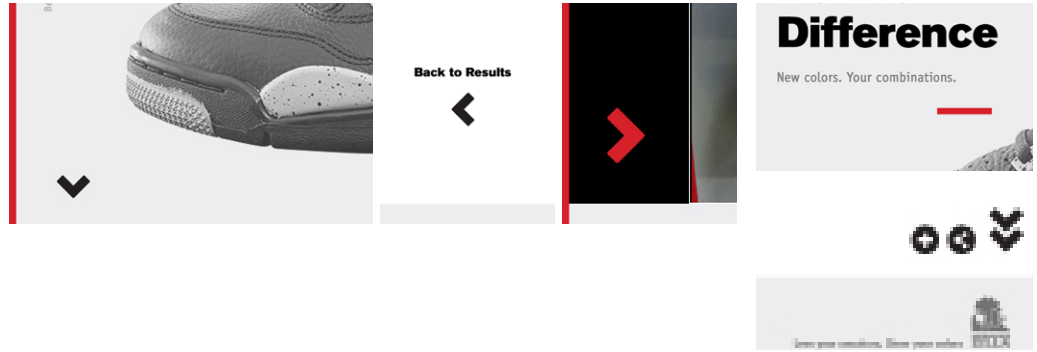
- For bodycopy



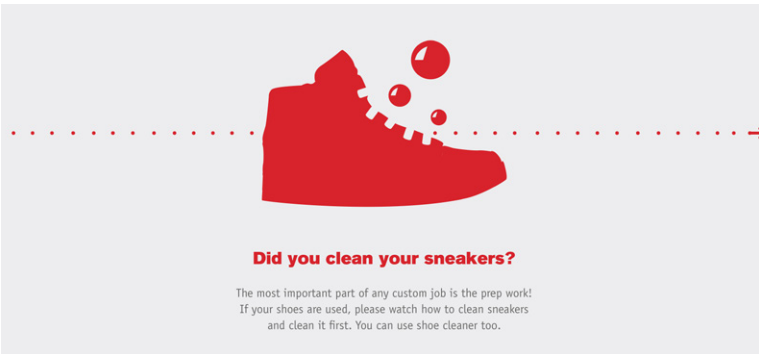
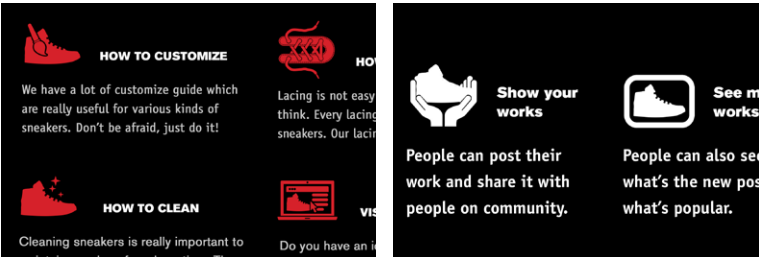
### SIMPLE NAVIGATION



### LITTLE ARROW AND BAR



### ICONOGRAPHY



### GRID

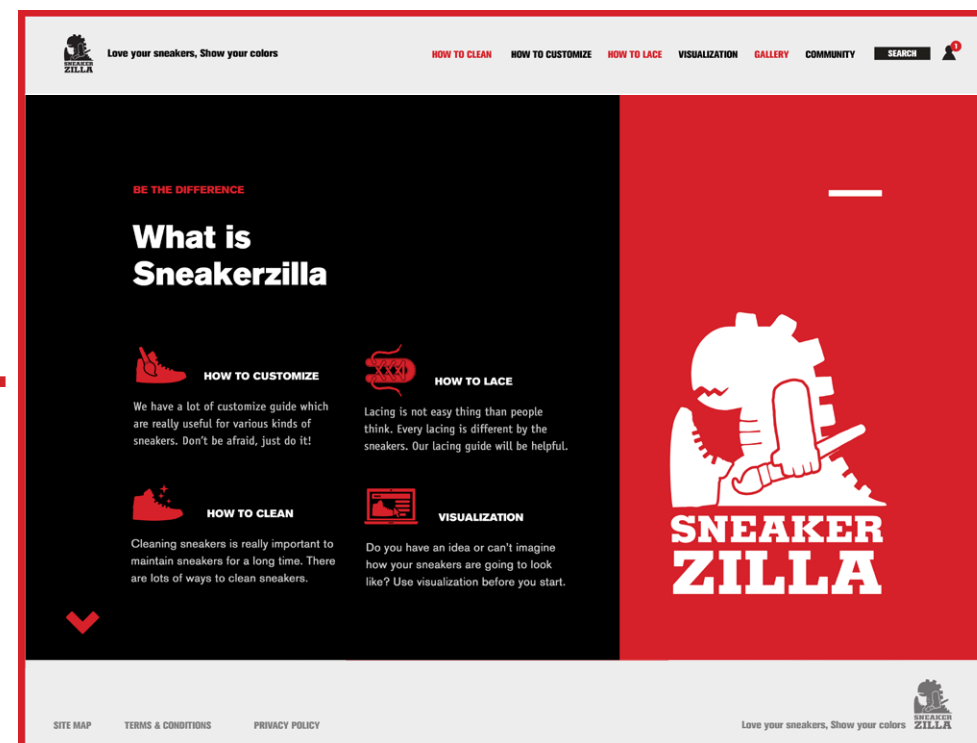
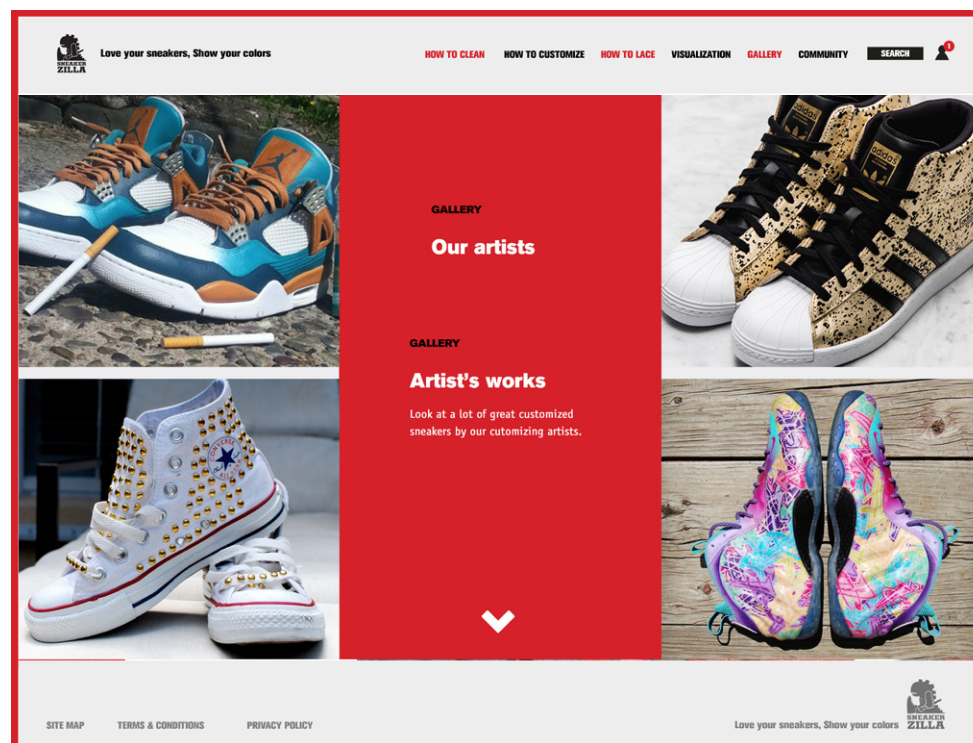
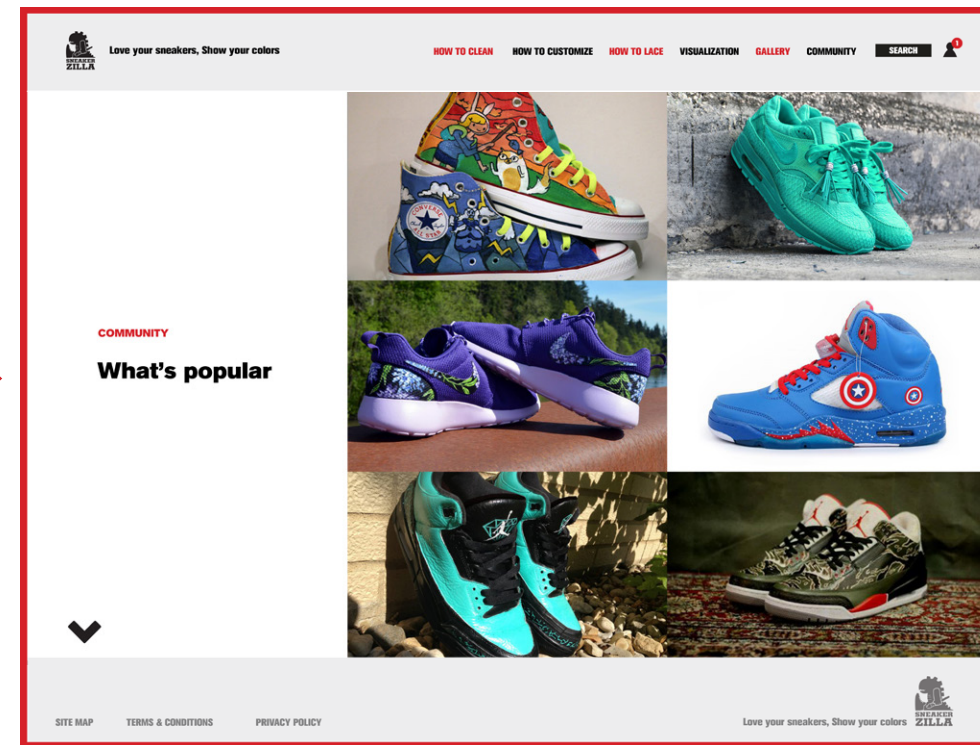
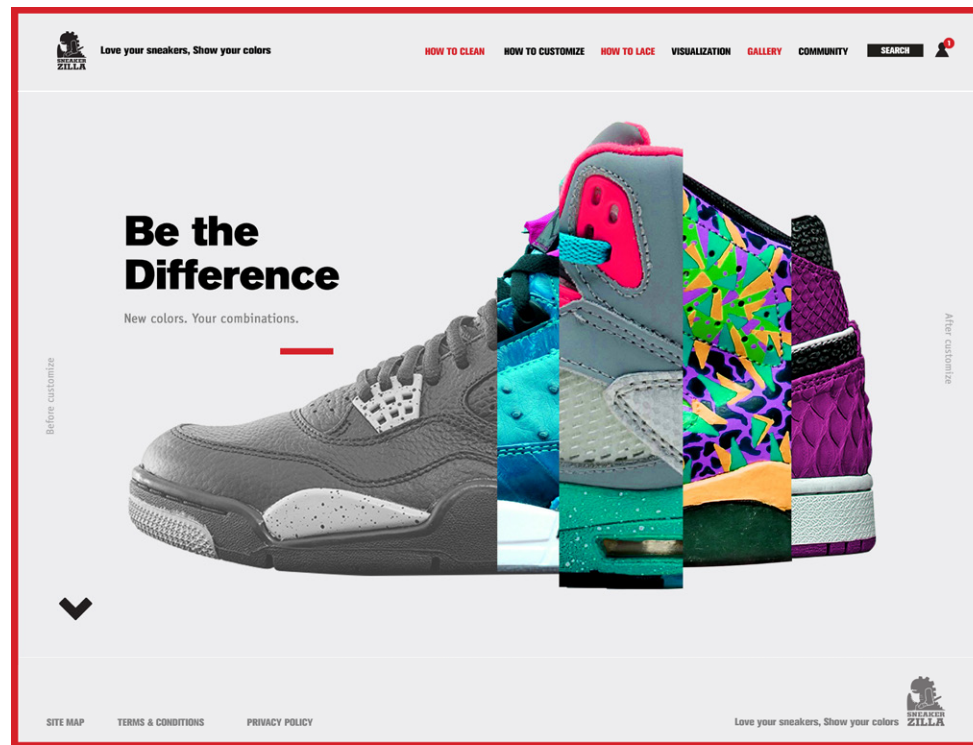
12 column grid



# LANDING PAGE

## STYLE GUIDE OF MY DESIGN

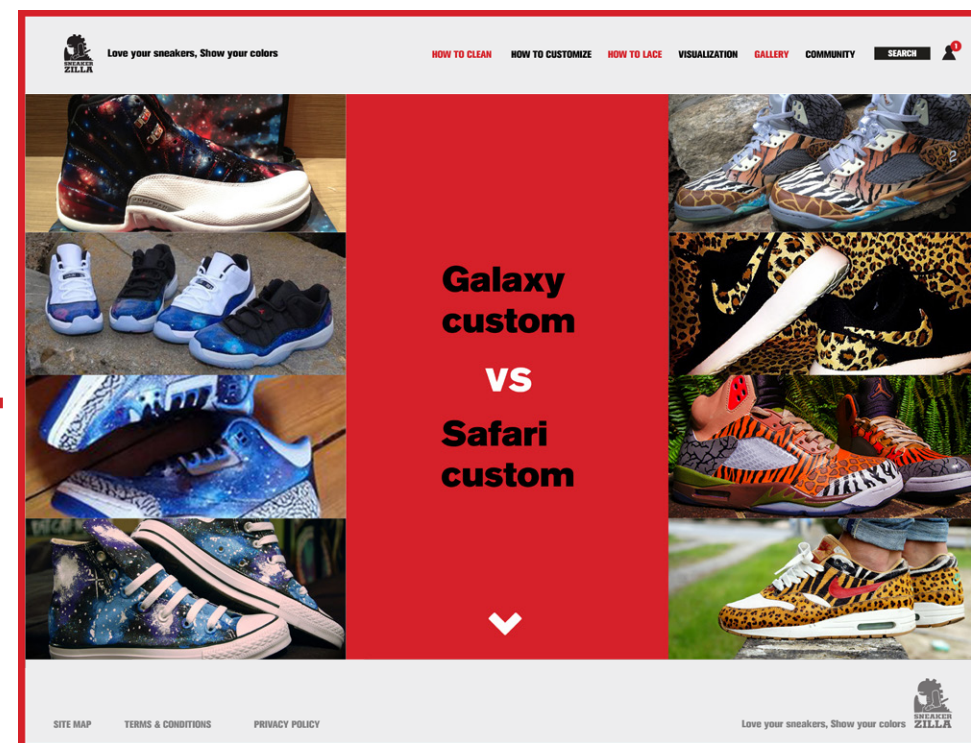
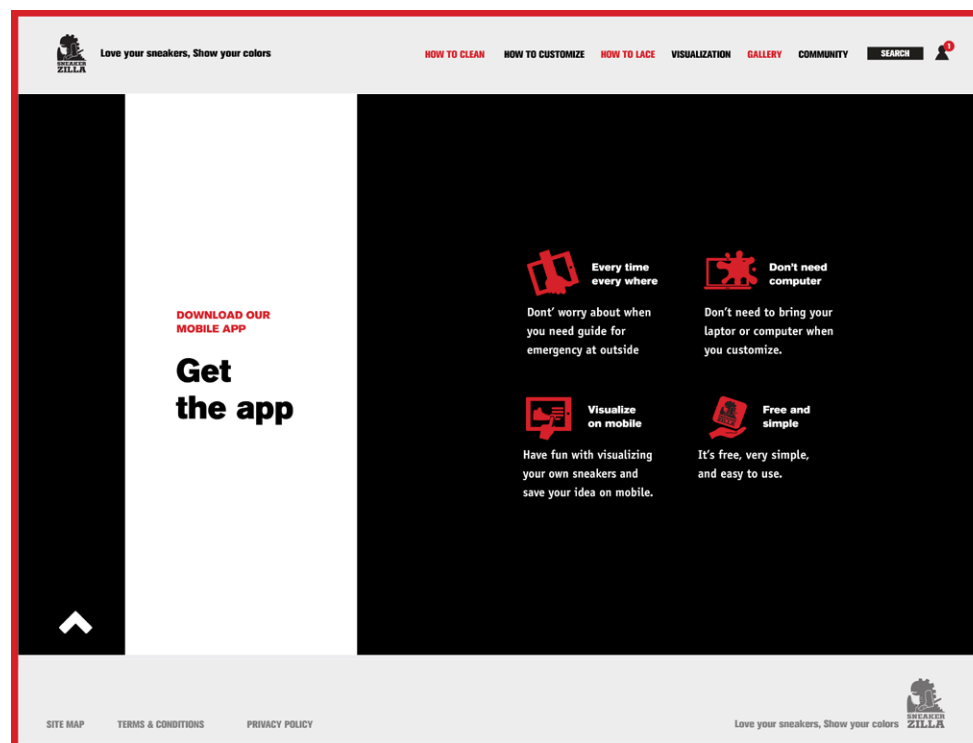
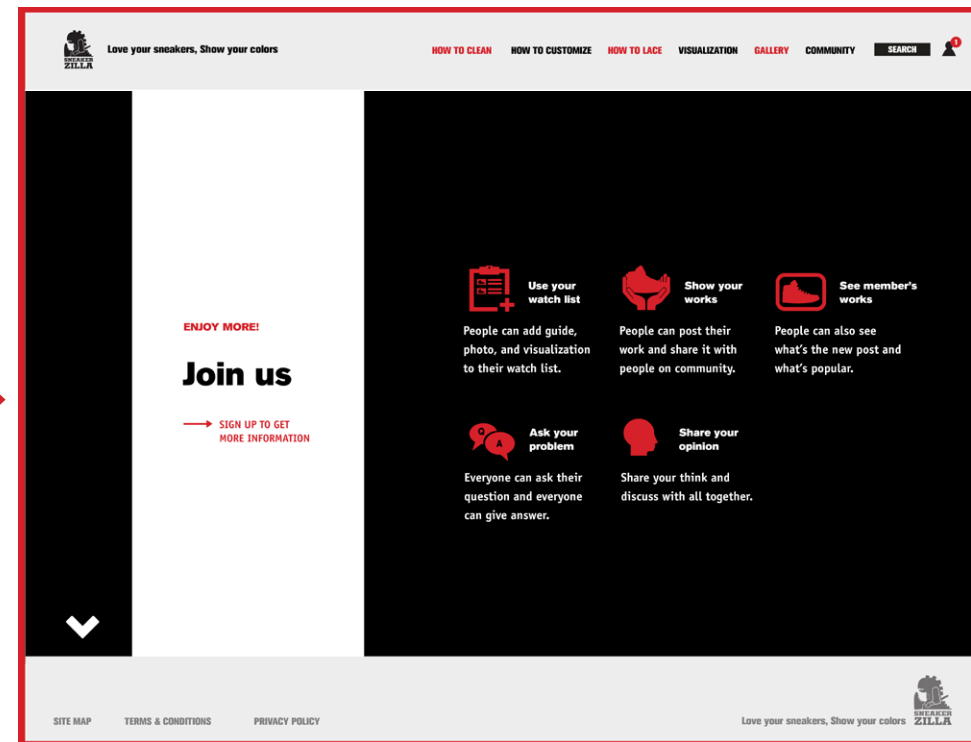
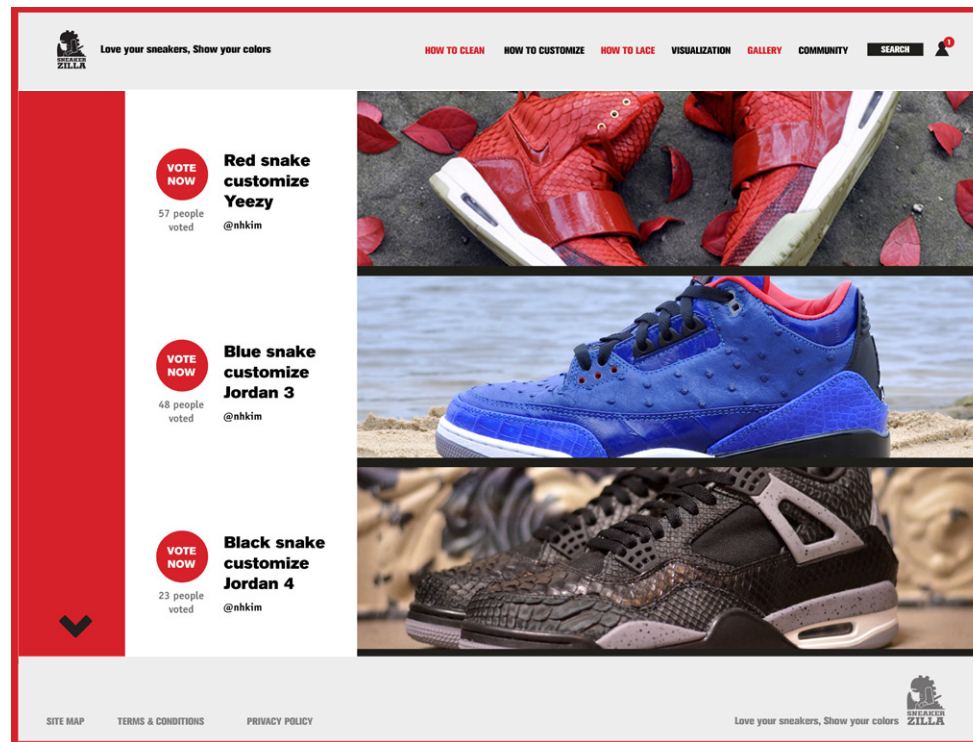
\* → SCROLL DOWN





# LANDING PAGE

## STYLE GUIDE OF MY DESIGN



LOG IN

Username

Password

Forgot Password?

Sign in

Not member yet? Join us

JOIN US

Last Name

First Name

Username

Email

Password

Confirm Password

sign up

CONGRATULATIONS!

Now you are member of us

Use your watch list

People can add guide, photo, and visualization to their watch list.

Show your works

People can post their work and share it with people on community.

See member's works

People can also see what's the new post and what's popular.

Ask your problem

Everyone can ask their question and everyone can give answer.

Share your opinion

Share your think and discuss with all together.

confirm

YOUR WATCH LISTS

Guide lists

My shoe box

Favorite photos

YOUR WATCH LISTS

☒

List 1

☐

List 2

Creat a new list

YOUR WATCH LISTS

☒

List 1

☐

List 2

☐

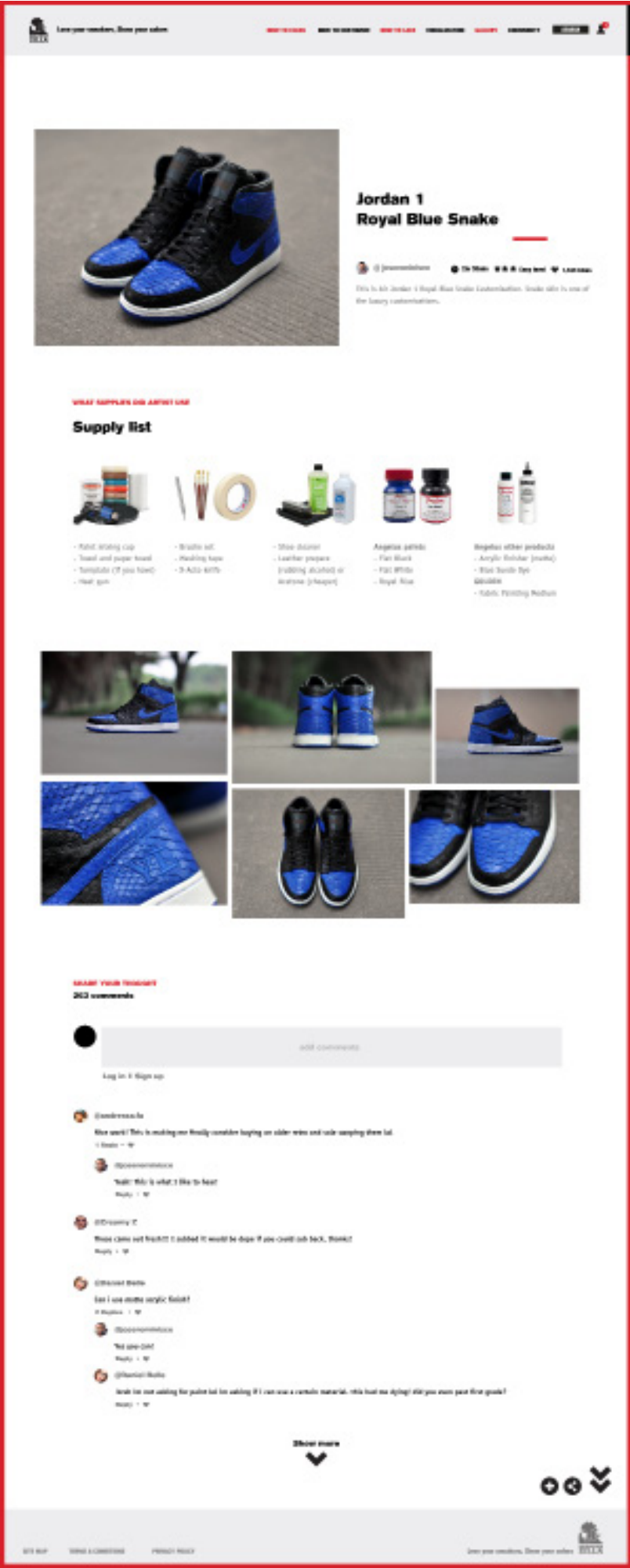
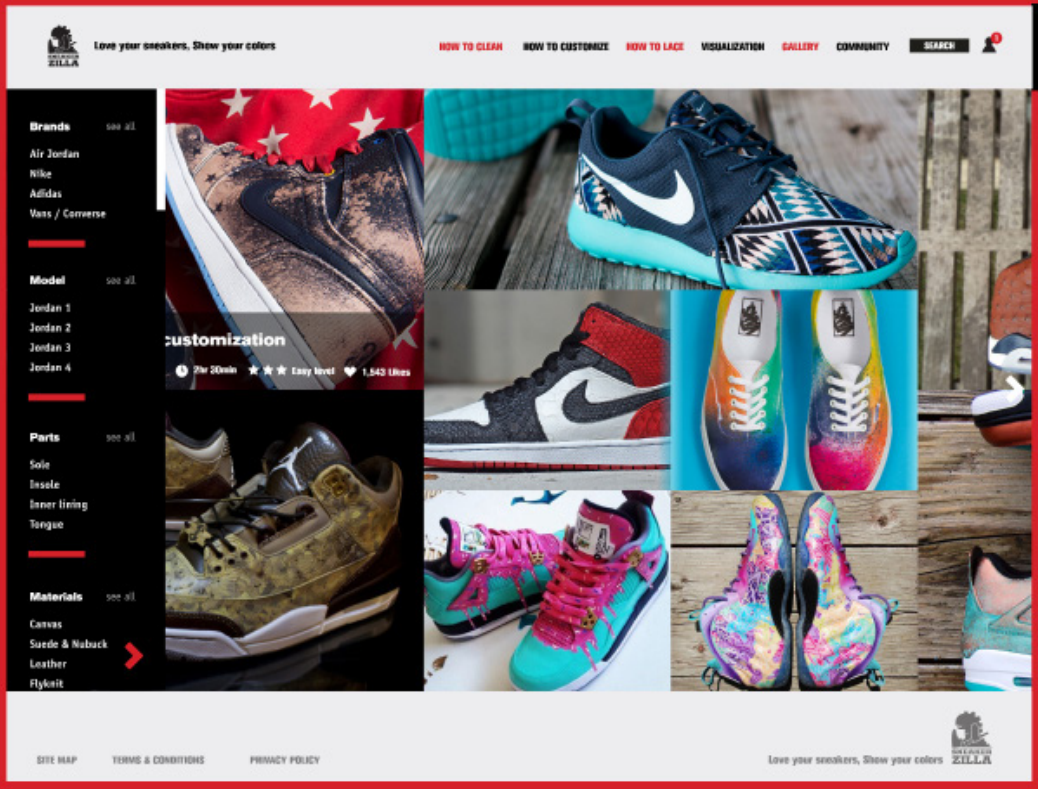
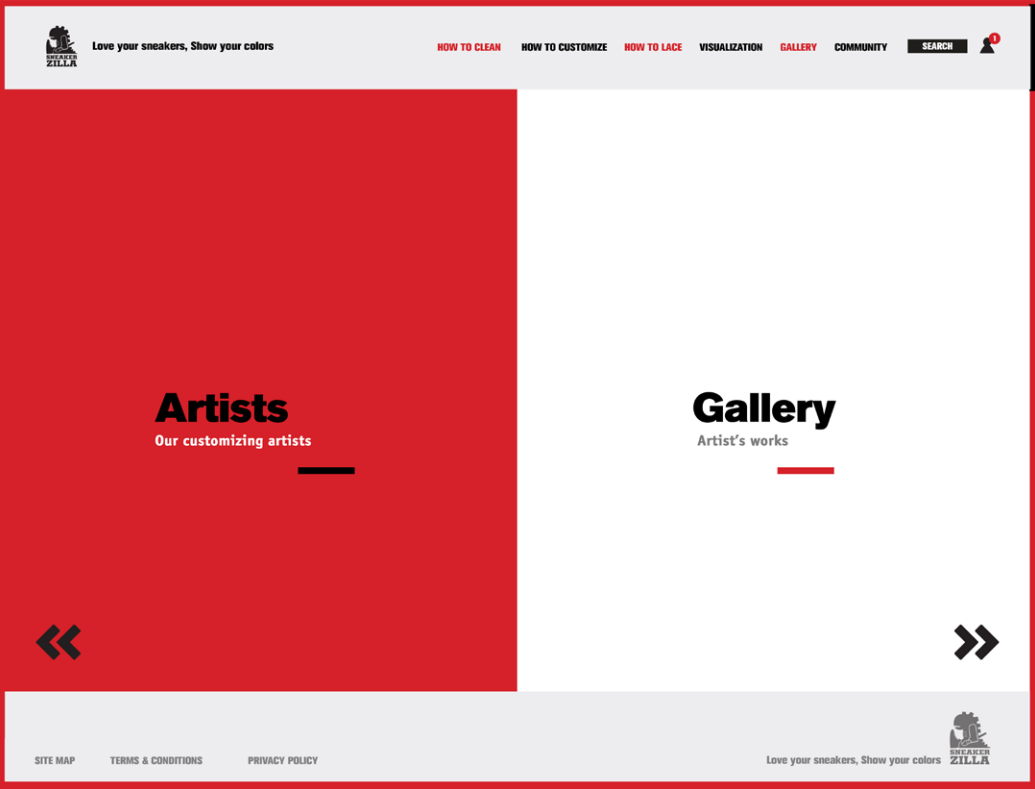
Jordan 1 customize

Name of the list



# OTHER PAGE

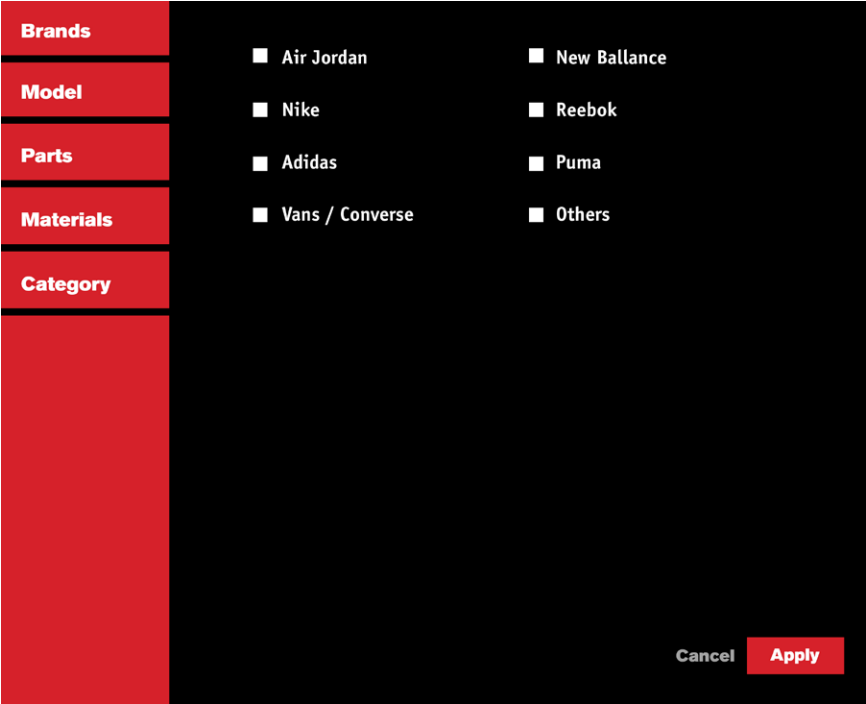
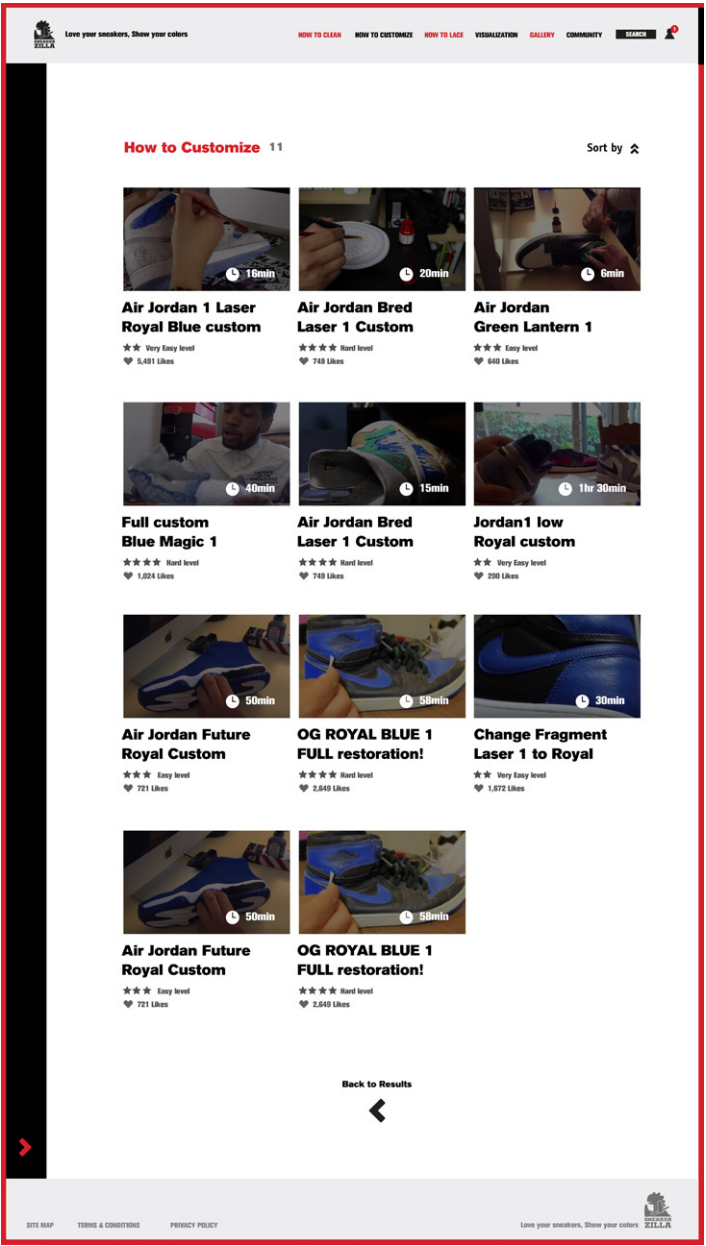
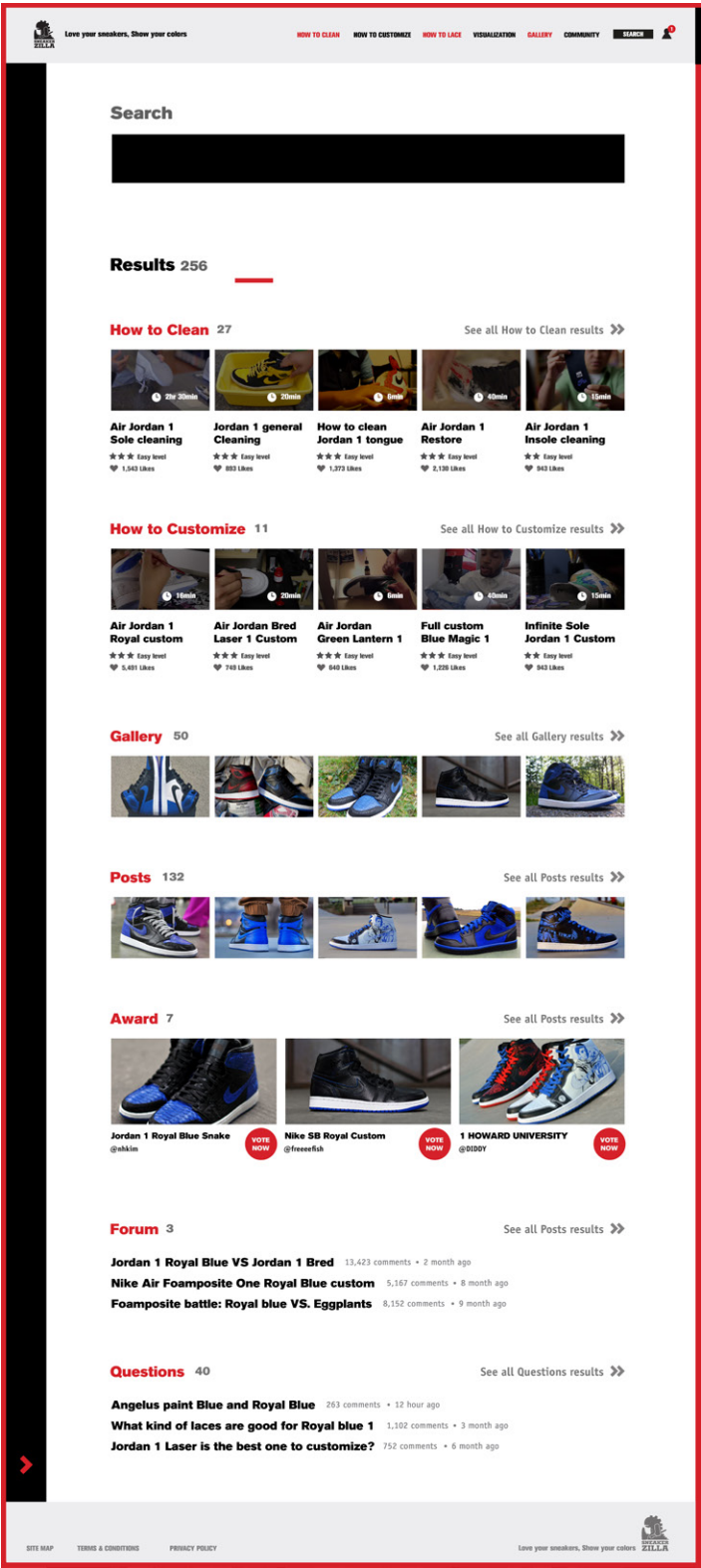
## STYLE GUIDE OF MY DESIGN



**OTHER PAGE**  
**STYLE GUIDE OF MY DESIGN**







Filter window

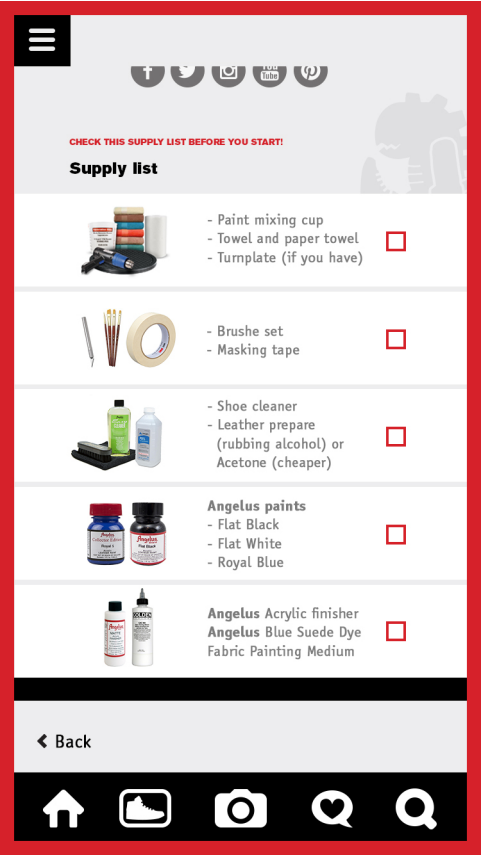
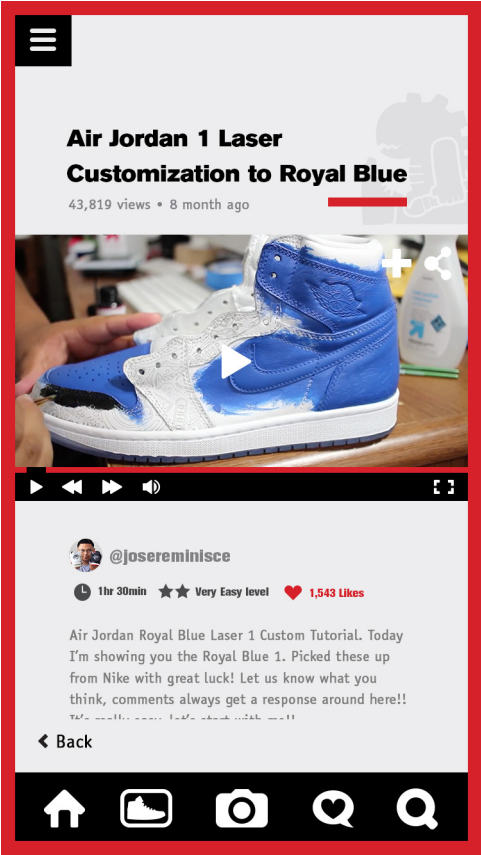
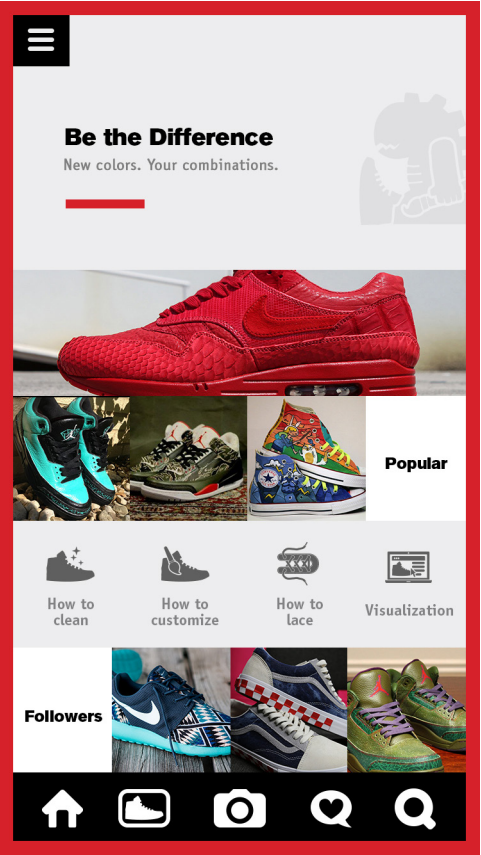
Search

# APP DESIGN

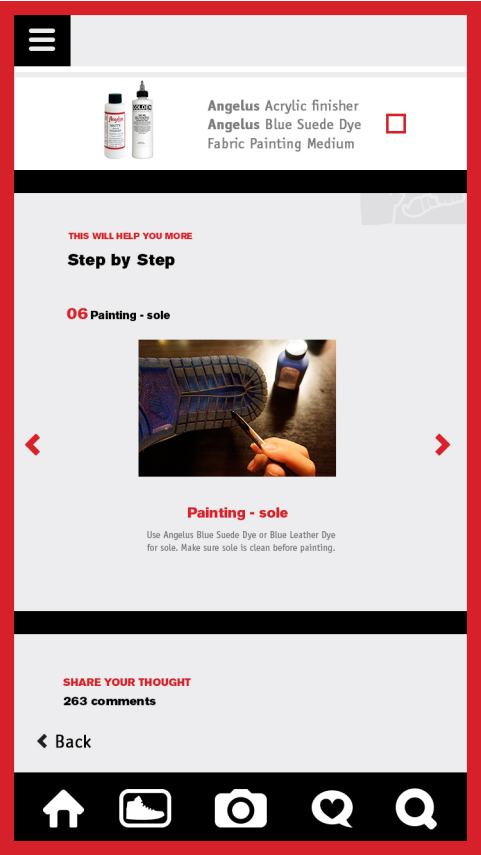
FOR MOBILE



Log in & Home



'How to customize'

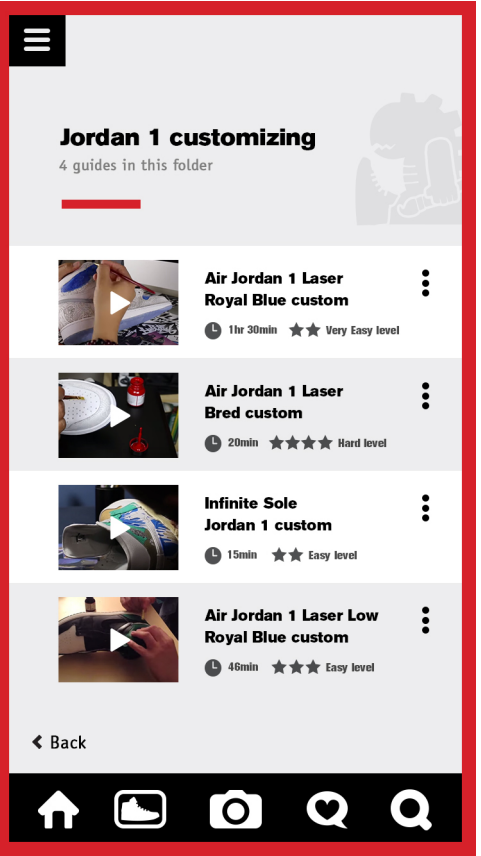
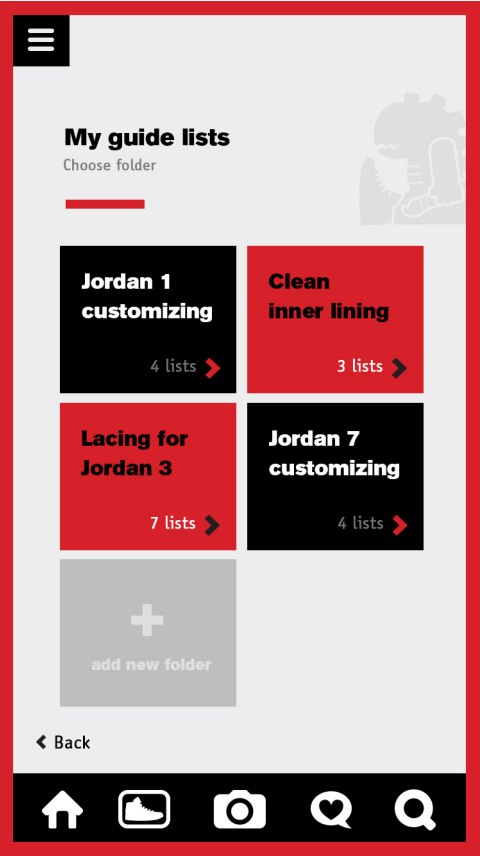
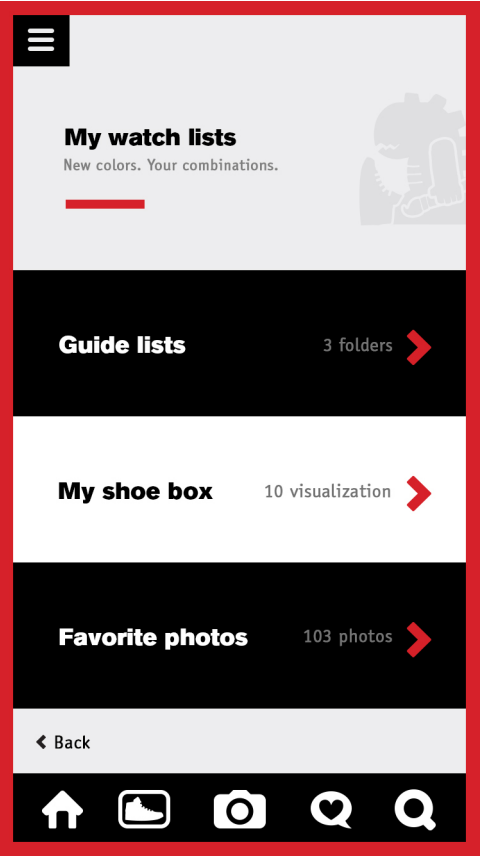




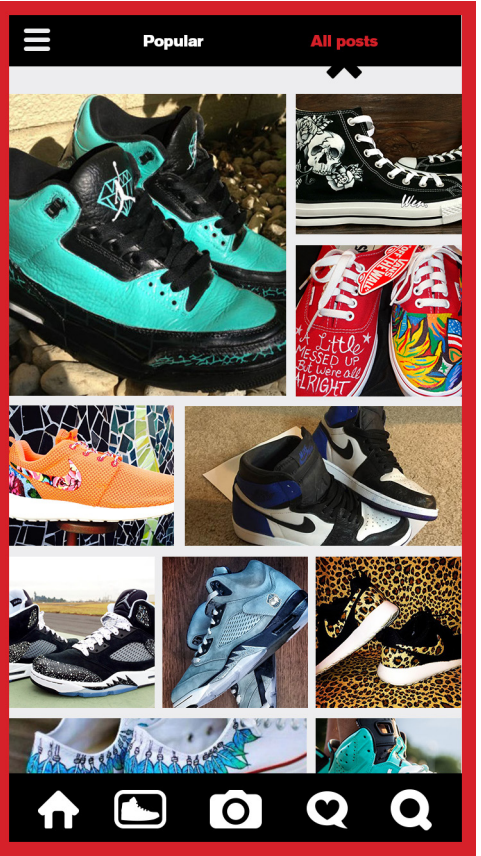
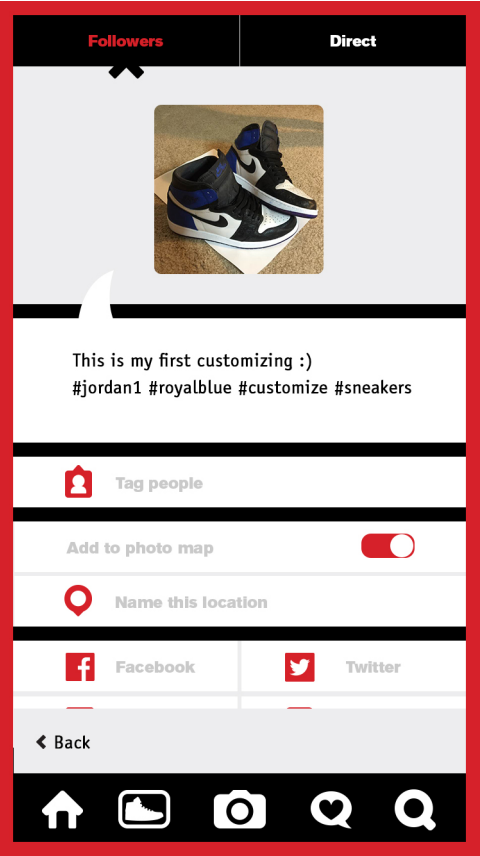
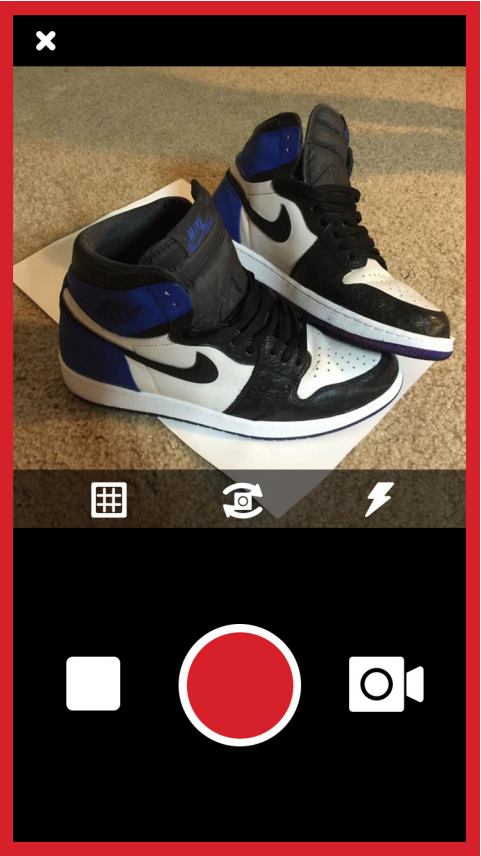
# APP DESIGN

FOR MOBILE

My Watch lists

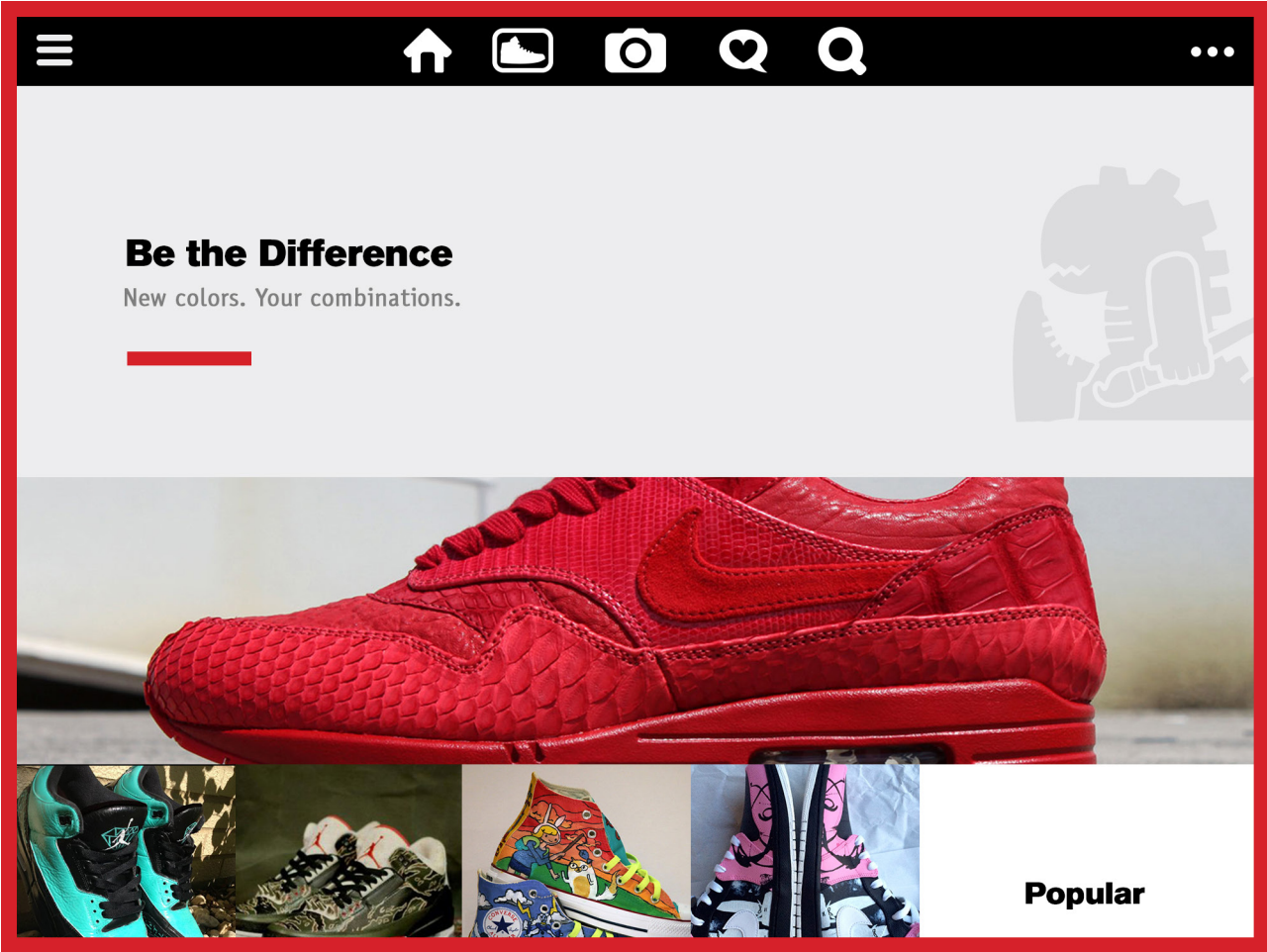


Posting



APP DESIGN

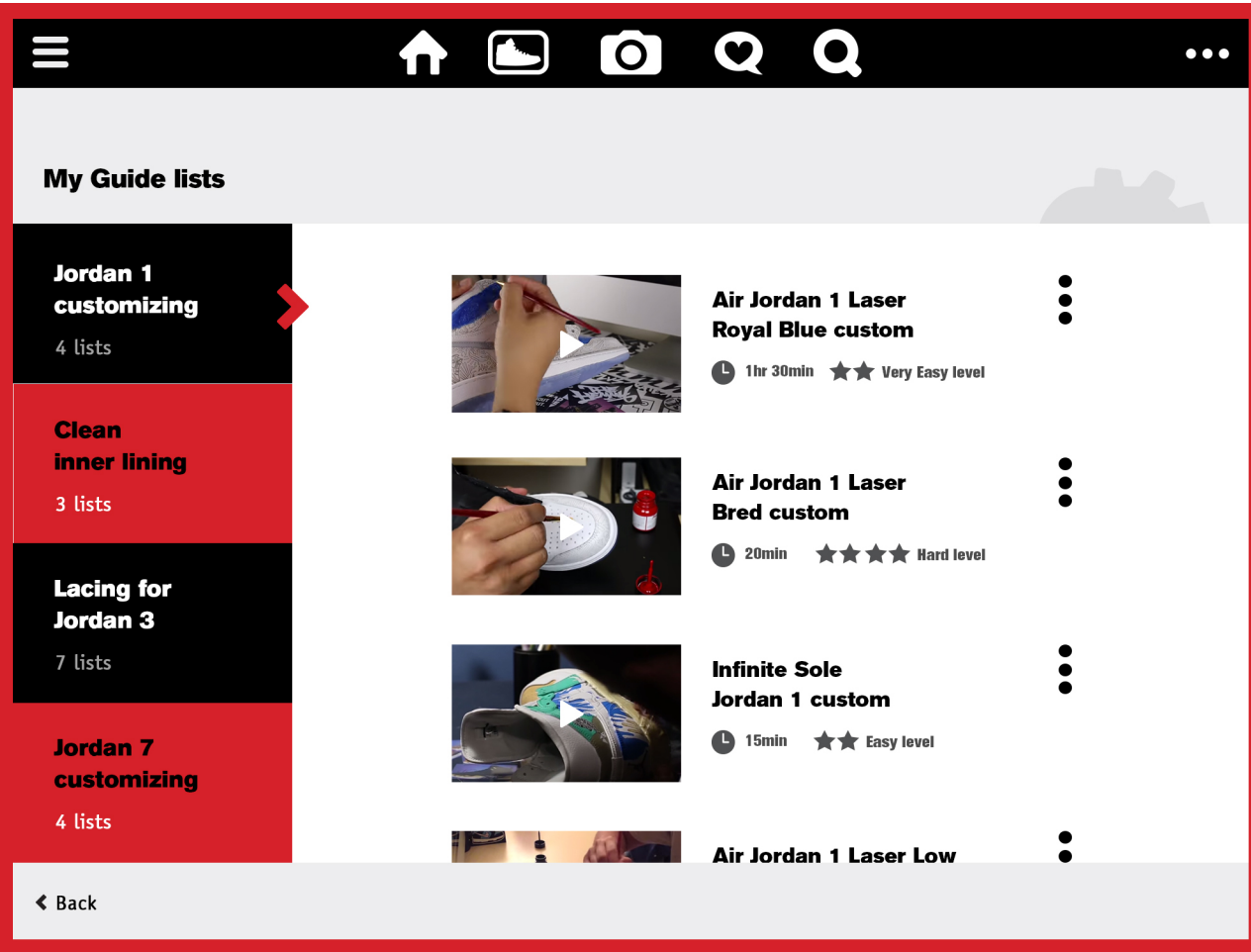
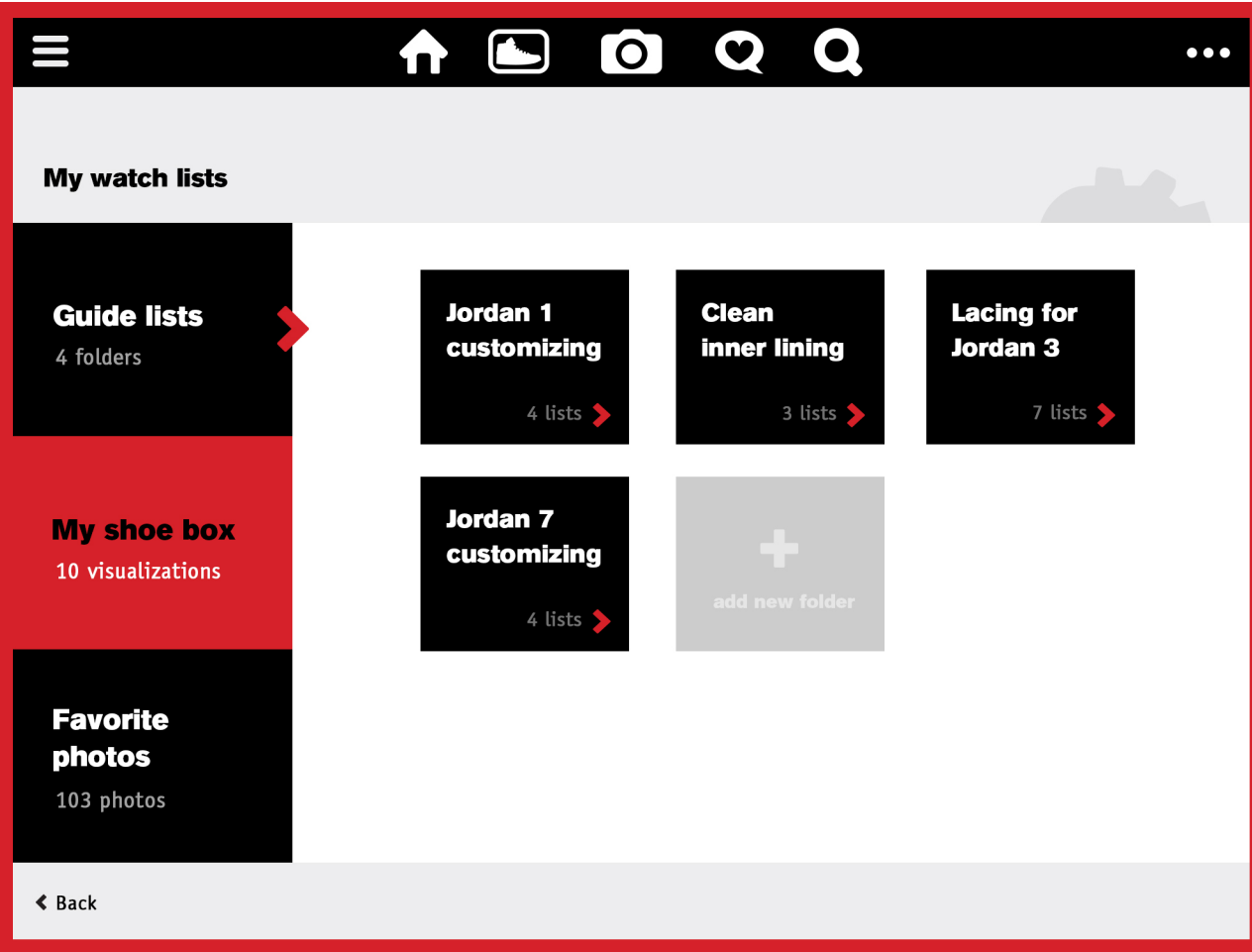
FOR IPAD





# APP DESIGN

FOR IPAD



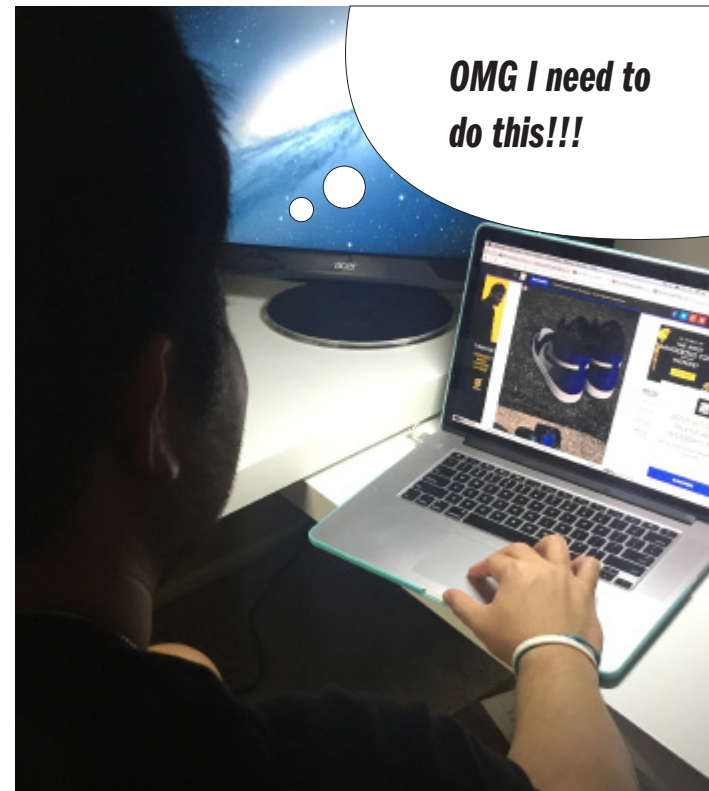
# STORYBOARD

SCENARIO  
(APPLY MY DESIGN)

1

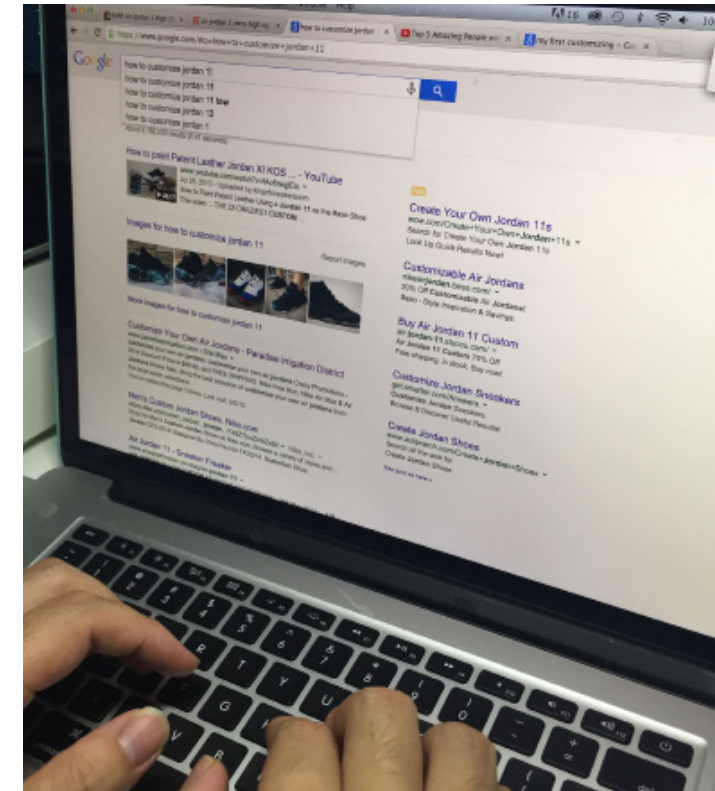
Mark always really wants to get Jordan 1 Fragments, but he can't because of that shoes are hard to get and cost 1200\$.

2



One day, while he is looking at Jordan 1 Fragments on the internet (websites, SNS), he finds out so many people use Jordan 1 Laser to customize it to look like Fragment. Because other Jordan 1 models have different material, they are not customizable.

3



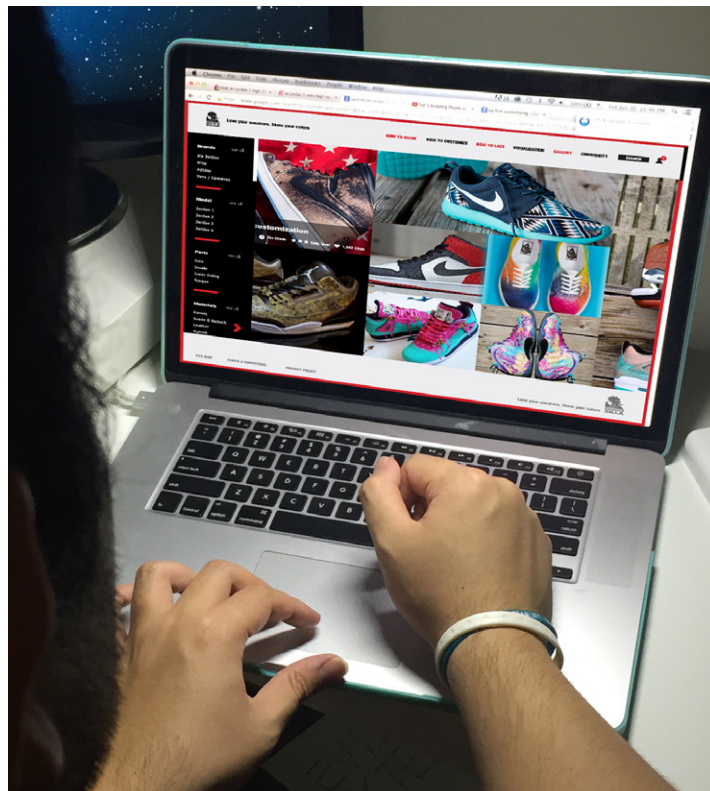
He starts by searching "How to customize Jordan 1" and find my website.



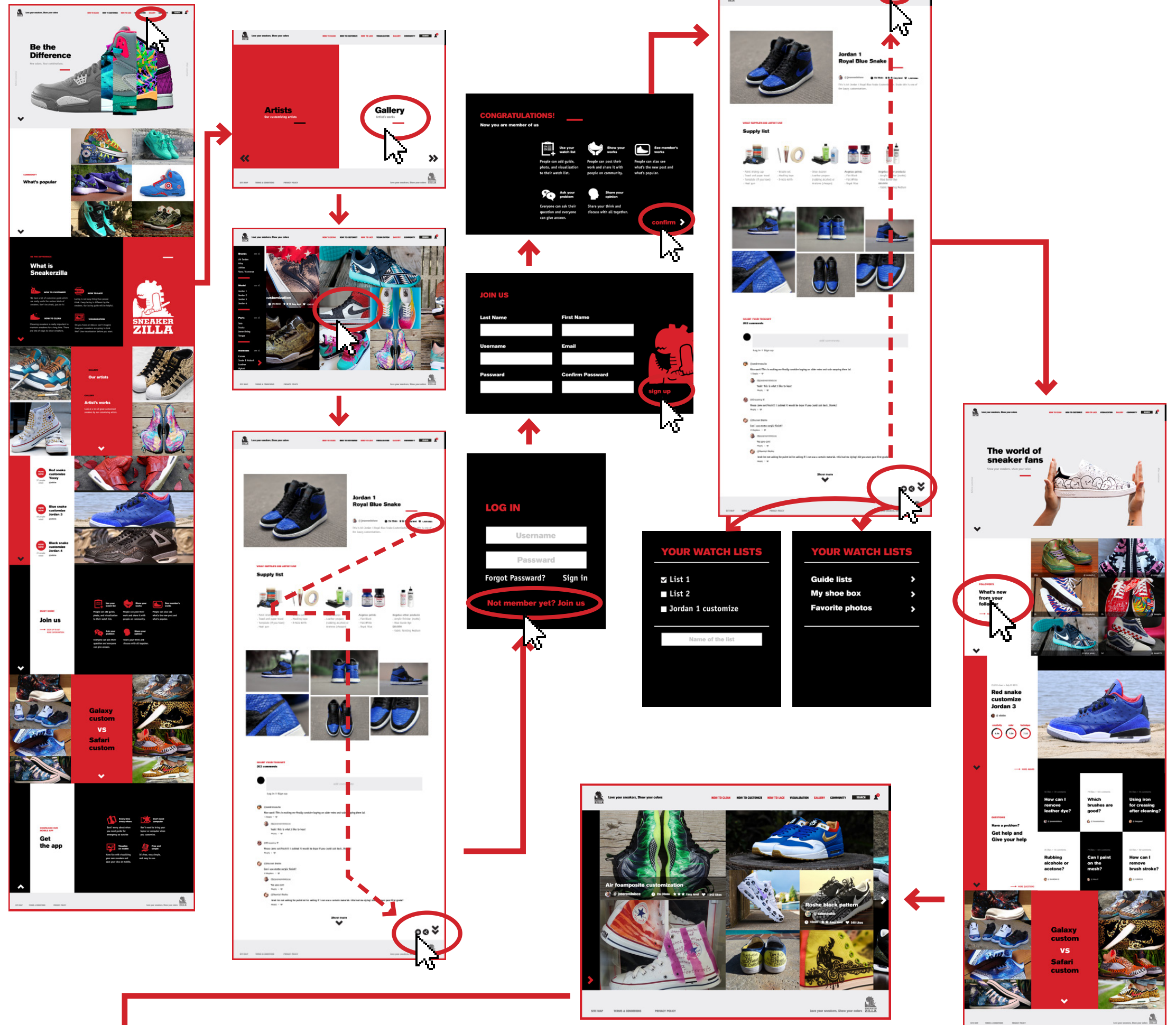
# STORYBOARD

SCENARIO  
(APPLY MY DESIGN)

4



He hasn't tried customizing sneakers before, so he can't imagine how it's going to look like. He wants to look at some customized shoes before he starts. After viewing the Gallery from artists, he finds some finished works that he likes. He tries to click "Like" on that and save that to his watch list, but he needs to sign up. After signing up, he finds out he can look at other customized shoes that people did.

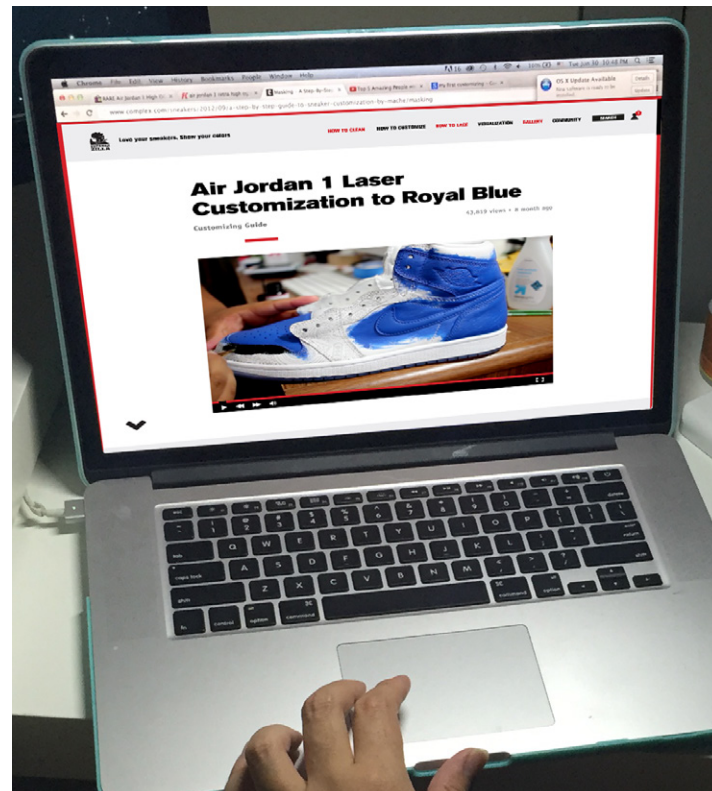




# STORYBOARD

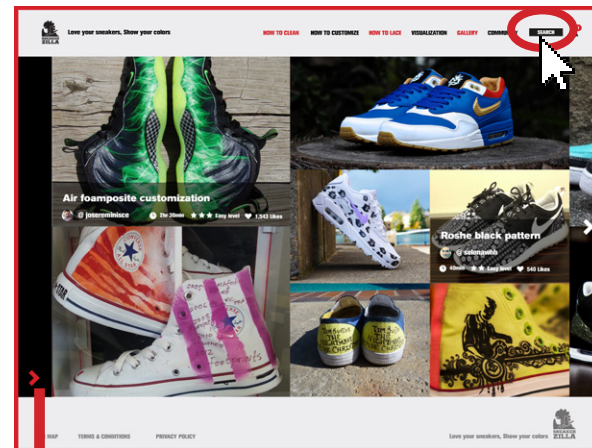
## SCENARIO (WIREFRAME)

5

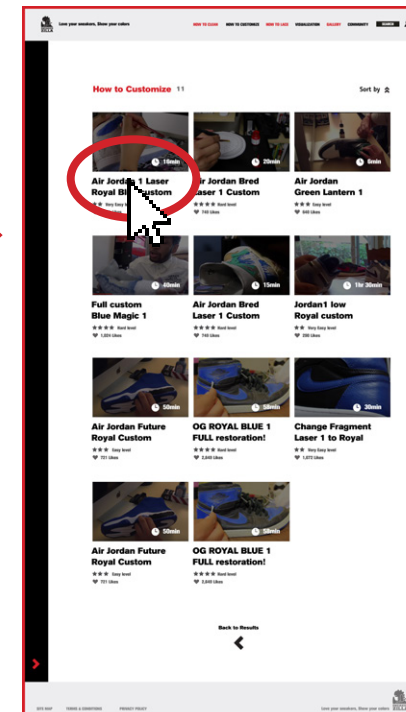
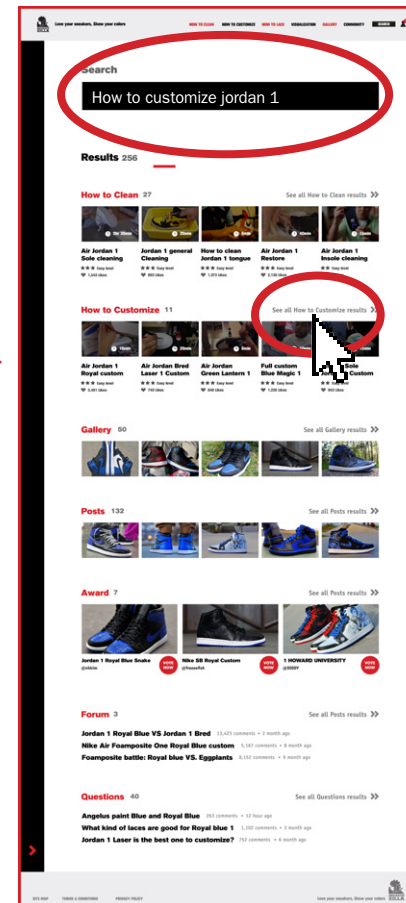


From those people's works, he get's encouraged that he can do that, and he starts looking at more customizing guides.

He searches "How to customize Jordan 1" and clicks 'More How to customize'. He finds easist level guide and clicks title of that and goes into inside page.

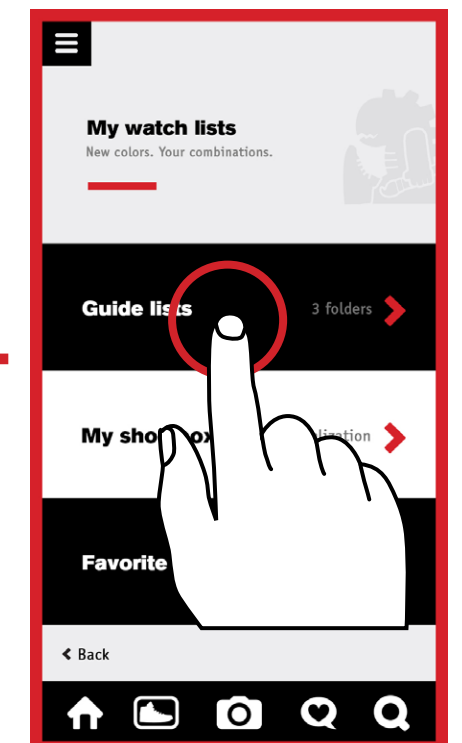
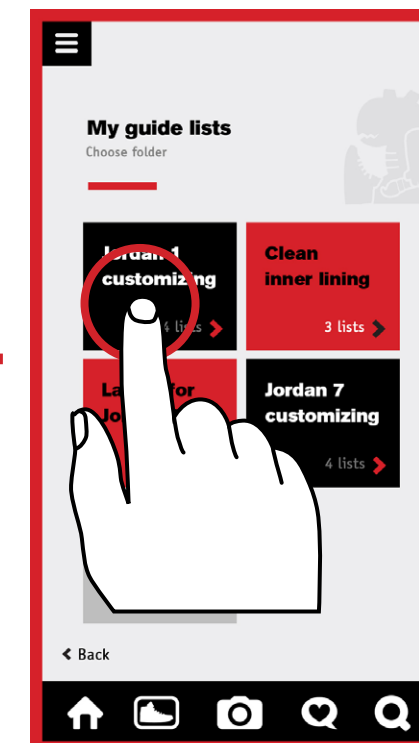
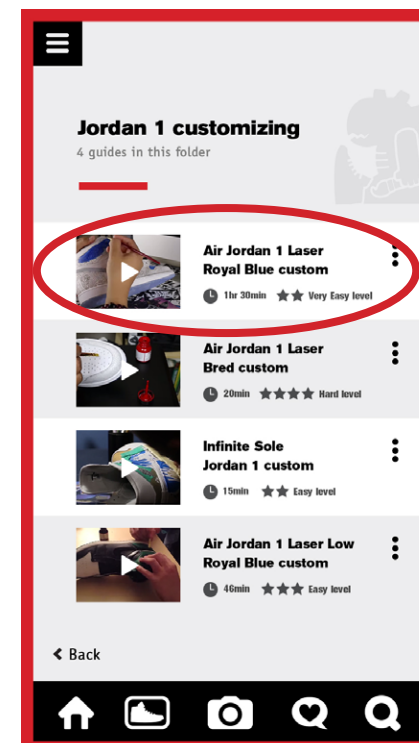
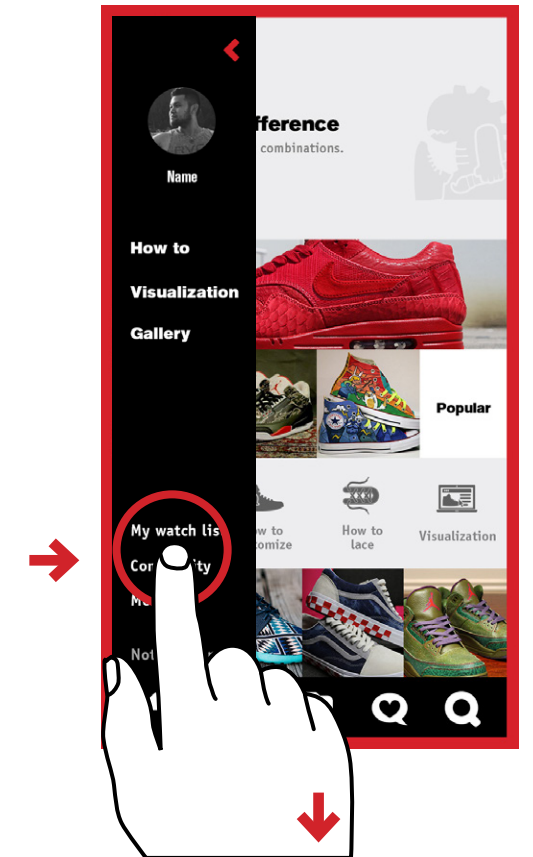
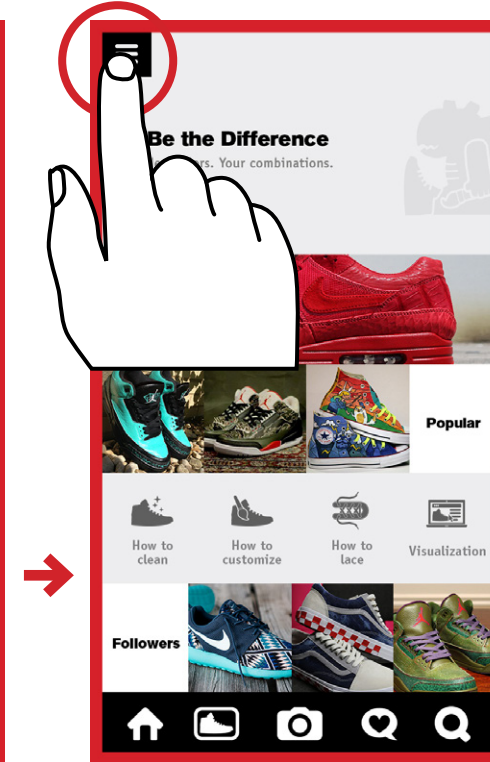
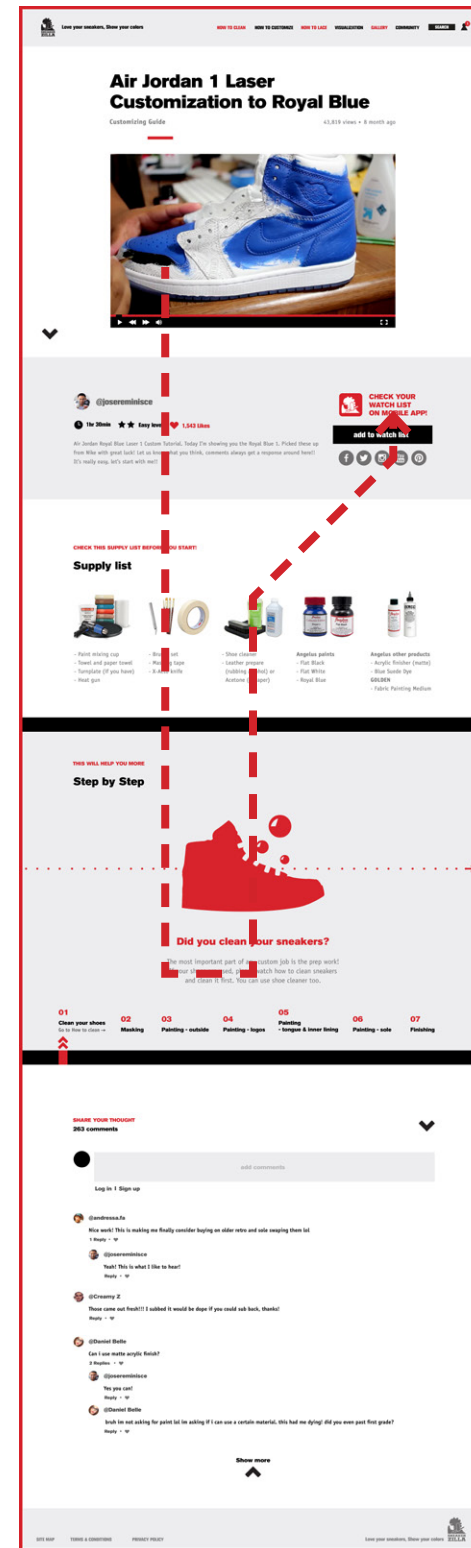
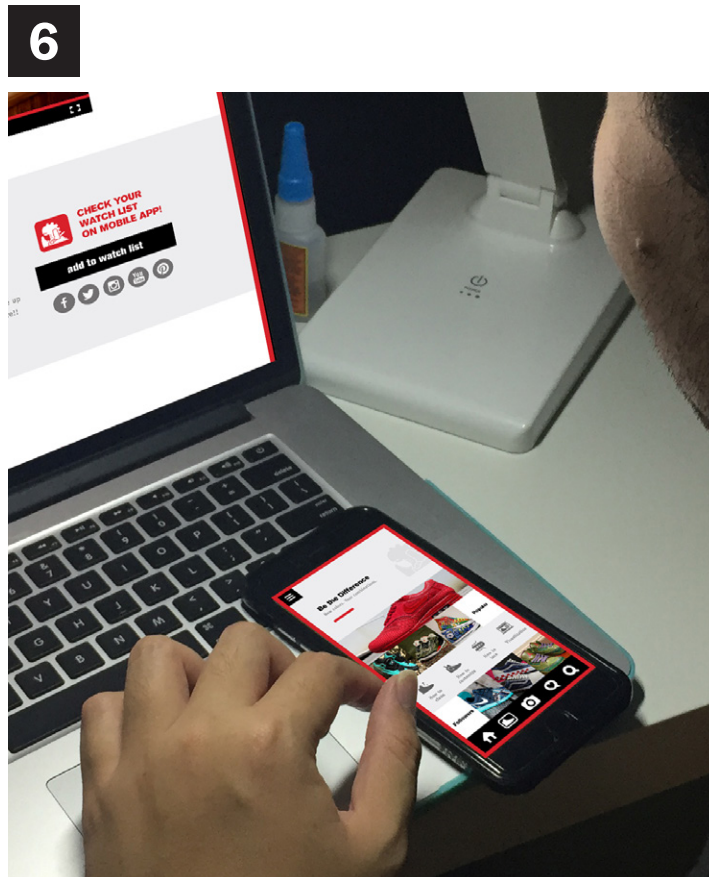


Filtering



# STORYBOARD

## SCENARIO (WIREFRAME)



On that page, watches video first and he thinks he can do that. So he scrolls down to looks at steps and scrolls up to check supply list.

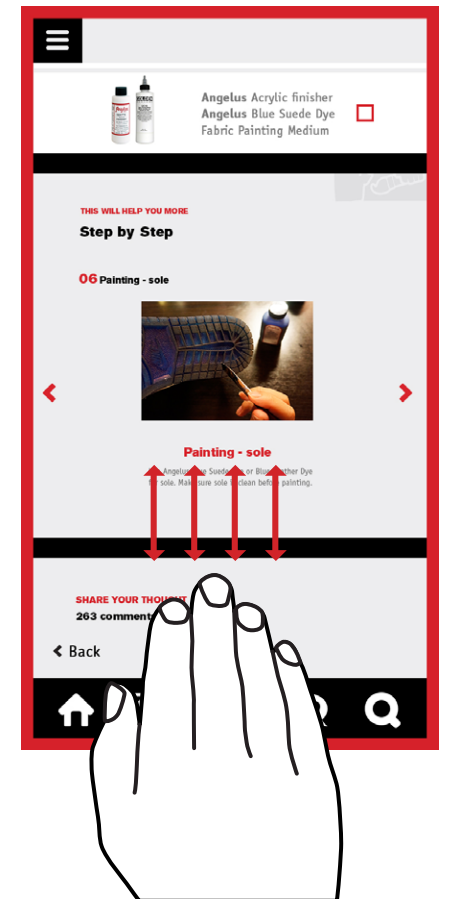
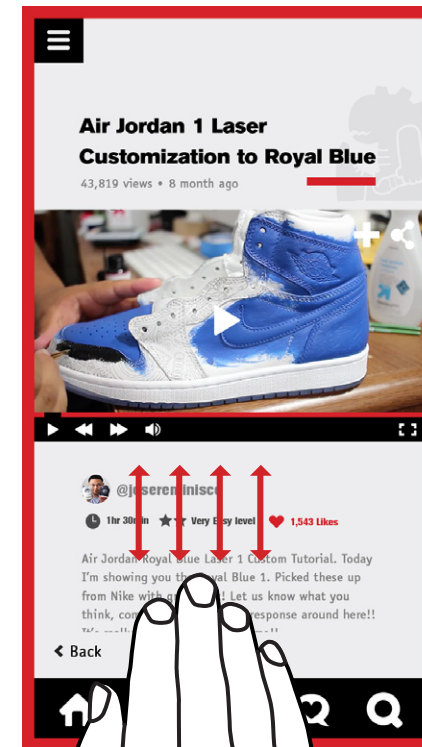
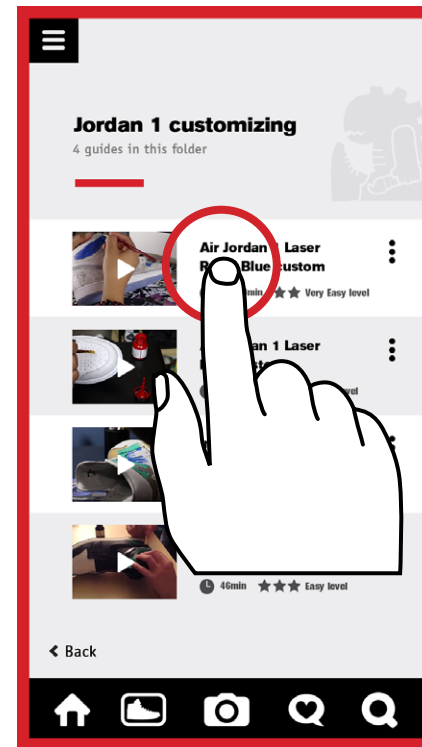
Next to the supplies list, he finds 'Add to watch list', so he clicks that and "Check your favorite list on App", so he downloads the app on his phone. He signs up on mobile app and finds his watch list to make sure the guide is added.



# STORYBOARD

## SCENARIO (WIREFRAME)

7



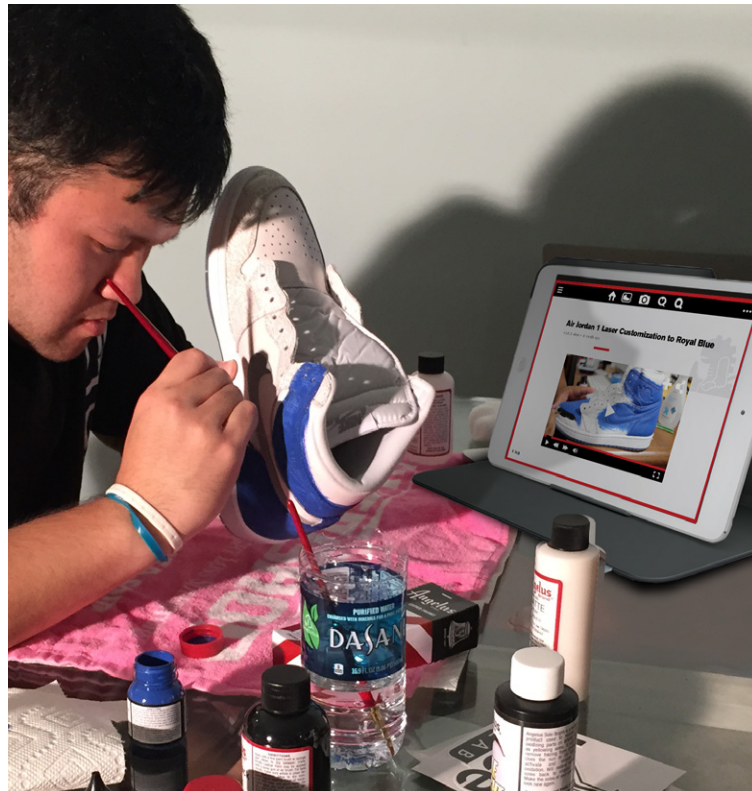
He goes to the mall to gets Jordan 1 Lasers and also the supplies he needs.

At the mall, he opens the mobile app, goes to his watch list, find guide that he added to check what he needs to get and looks at supply list during he's finding supplies

# STORYBOARD

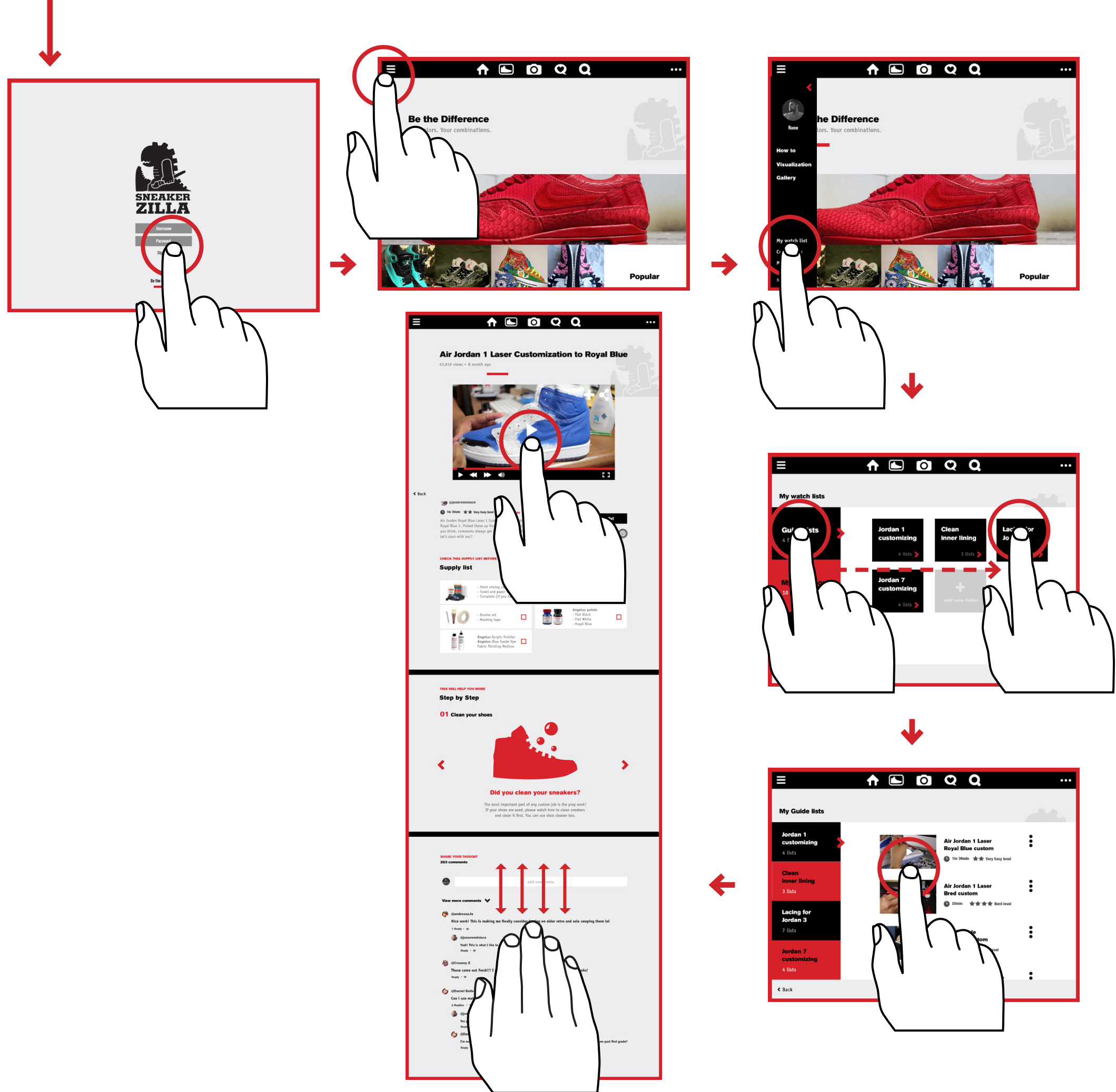
## SCENARIO (WIREFRAME)

8



After he comes back home, he puts all supplies and Jordan 1 Laser on the table, brings his iPad and downloads the app on there too.

He signs in, goes to his watch list and finds the guide that he saved, plays the video next to him, and starts customizing his shoes.





# STORYBOARD

## SCENARIO (WIREFRAME)

9



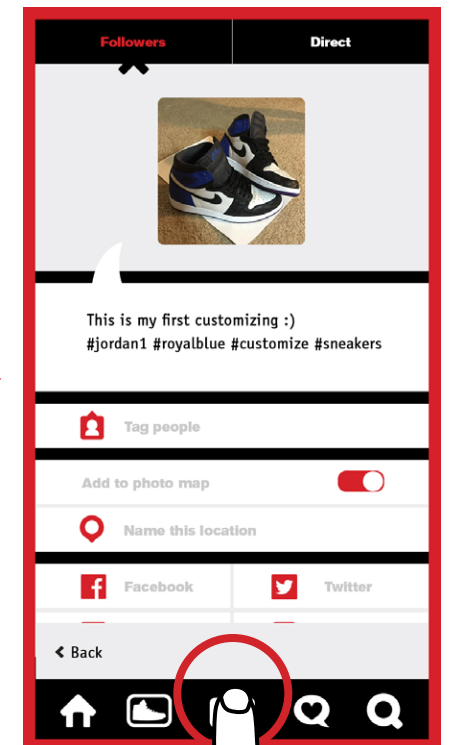
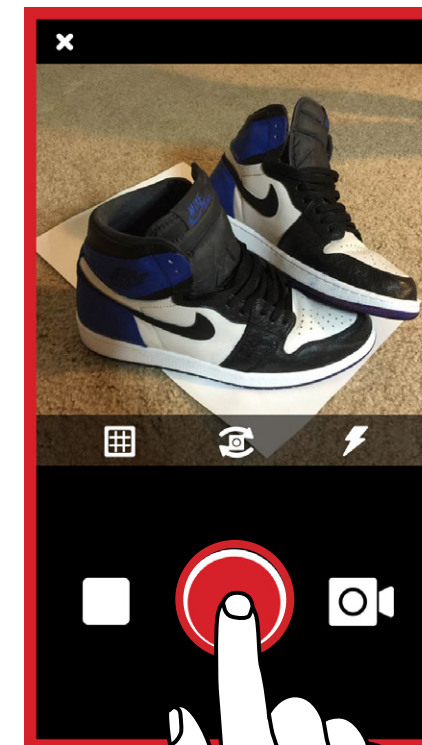
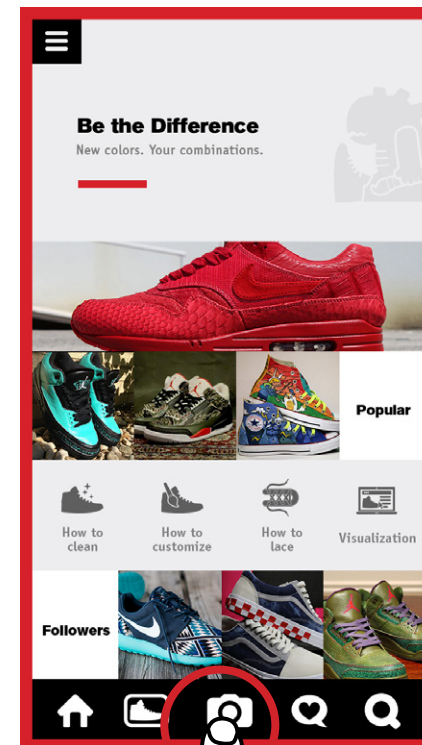
After he finishes, he is super satisfied with his customized shoes. It just looks like Jordan 1 Fragments. So he uses his phone to take some photos of his shoes and he wants to post that photo on community.

10



On mobile app, he taps photo icon to post his photo.

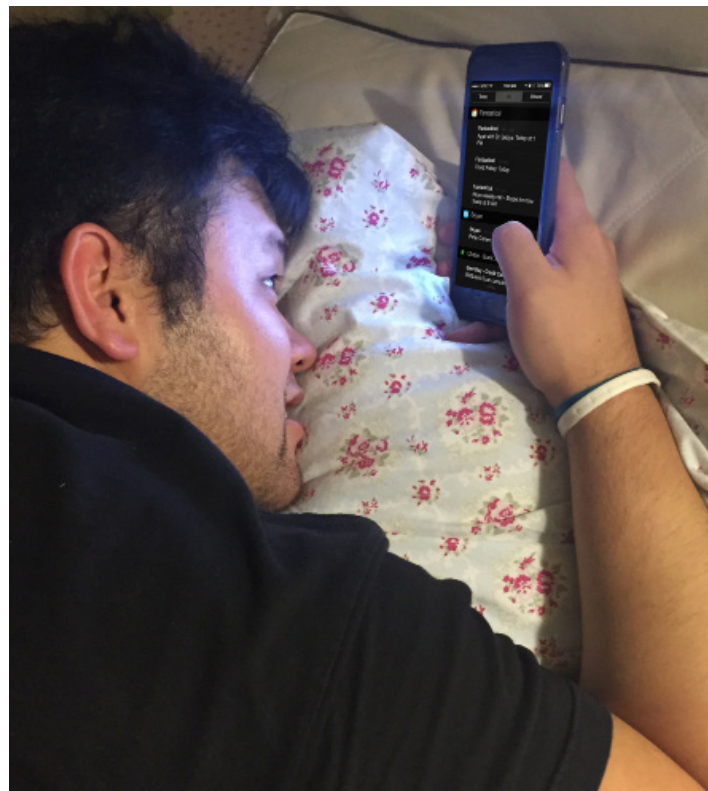
He types “This is my first customizing :)” for the title and #jordan1 #fragment #cutomize for hashtag, chooses the location, also choose Facebook icon to share on his Face-book, and then finally taps ‘Share’



# STORYBOARD

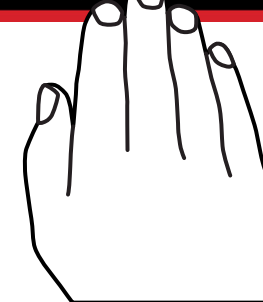
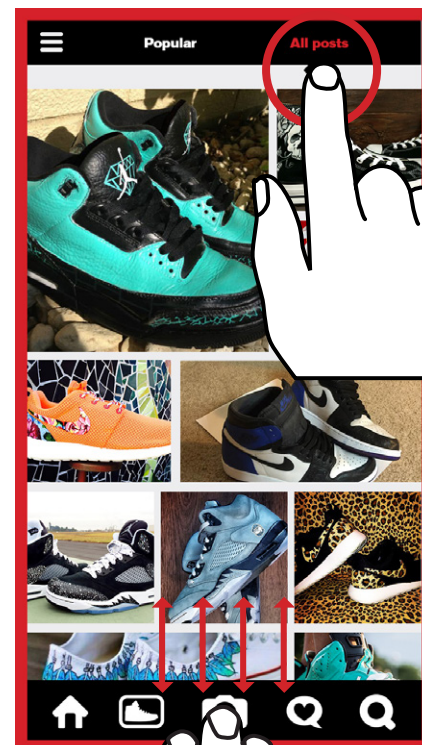
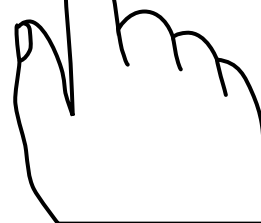
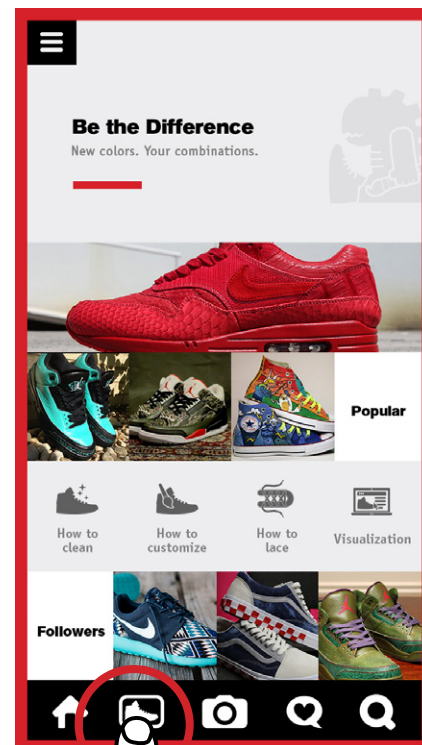
## SCENARIO (WIREFRAME)

11



After he posts, he can see his post on 'Post'-'All posts'.

Before he sleeps, he can see many notifications on the phone that people comments on his photo, which likes his photo, and also who follow him.



12

Mark starts feeling more excited about customizing sneakers and really happy that he could complete his first customizing.