



**FREE GEEK**  
**VANCOUVER**

**DATE: DECEMBER 15TH, 2015**

**CLASS: INTERFACE**

**INSTRUCTOR: ALAA ABRAHIM**

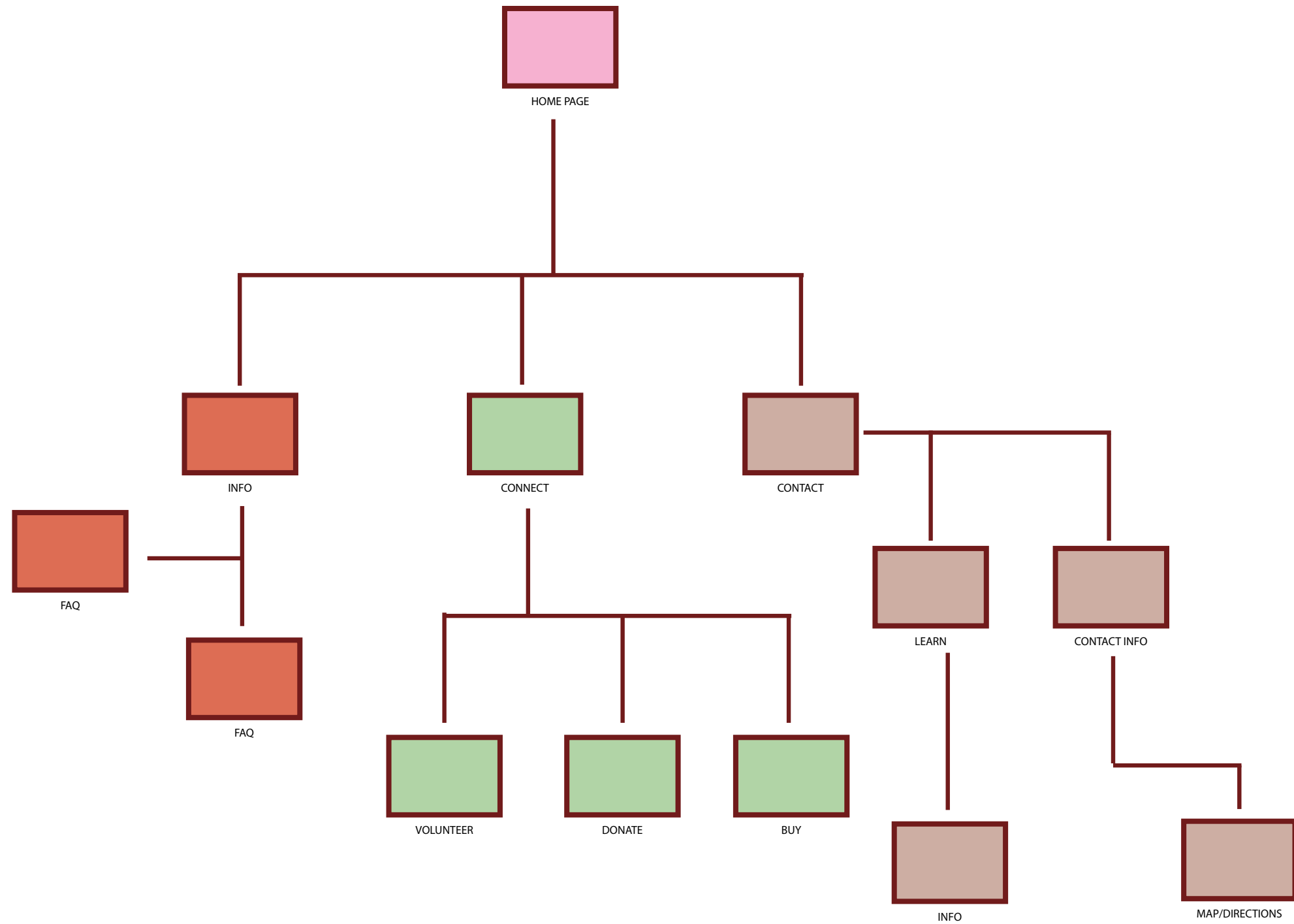
**STUDENTS: LUCA SCARCI, BLAYNE ROBINSON,  
DECLAN FUTTERER**

# STATEMENT OF INTENT

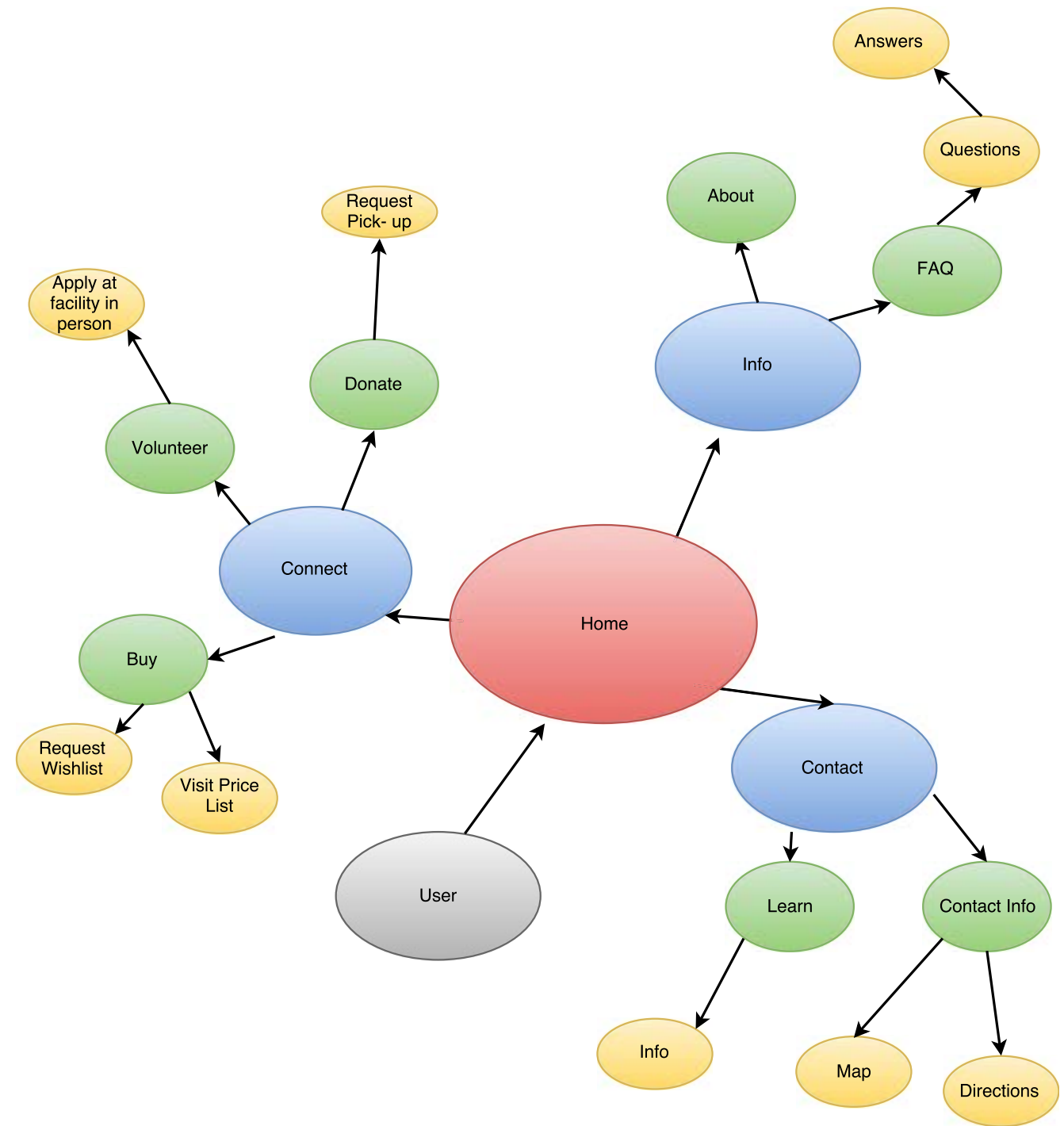
**THIS WEBSITE WAS LIMITED TO ITS AVAILABLE FUNCTIONS. THROUGH DESIGN AND LAYOUT WE TRIED TO SIMPLIFY THE VISUAL CONTENT ON THE PAGE, SO THE VIEWER DID NOT FEAR THE INCREDIBLE AMOUNT OF COPY. IN DOING SO, WE ADDED SEVERAL VISUAL ELEMENTS TO BALANCE NEGATIVE AND POSITIVE SPACE. FREEGEEKVANCOUVER.ORG HAD SOME ISSUES WE ATTENDED TO. THE INTERACTION THAT THE SITE WAS DRIVING WAS VERY CONSTRICTED. IT LACKED MINIMALISM, AND WAS STILL FOCUSED ON DELIVERING INFORMATION THROUGH TEXT. WE STRIVED TO FIX THIS ISSUE.**



# SITE MAP

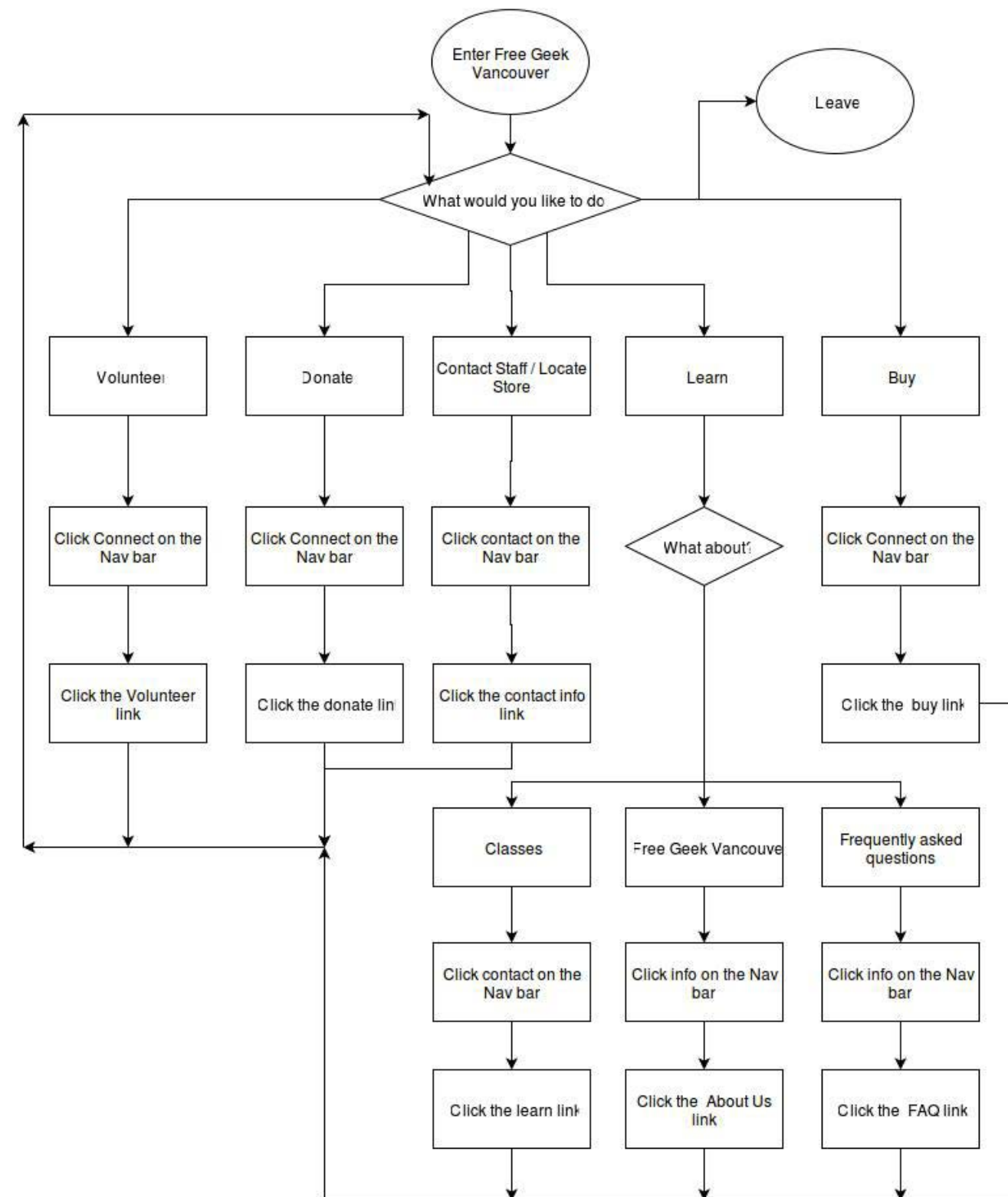


# CONCEPT MODEL



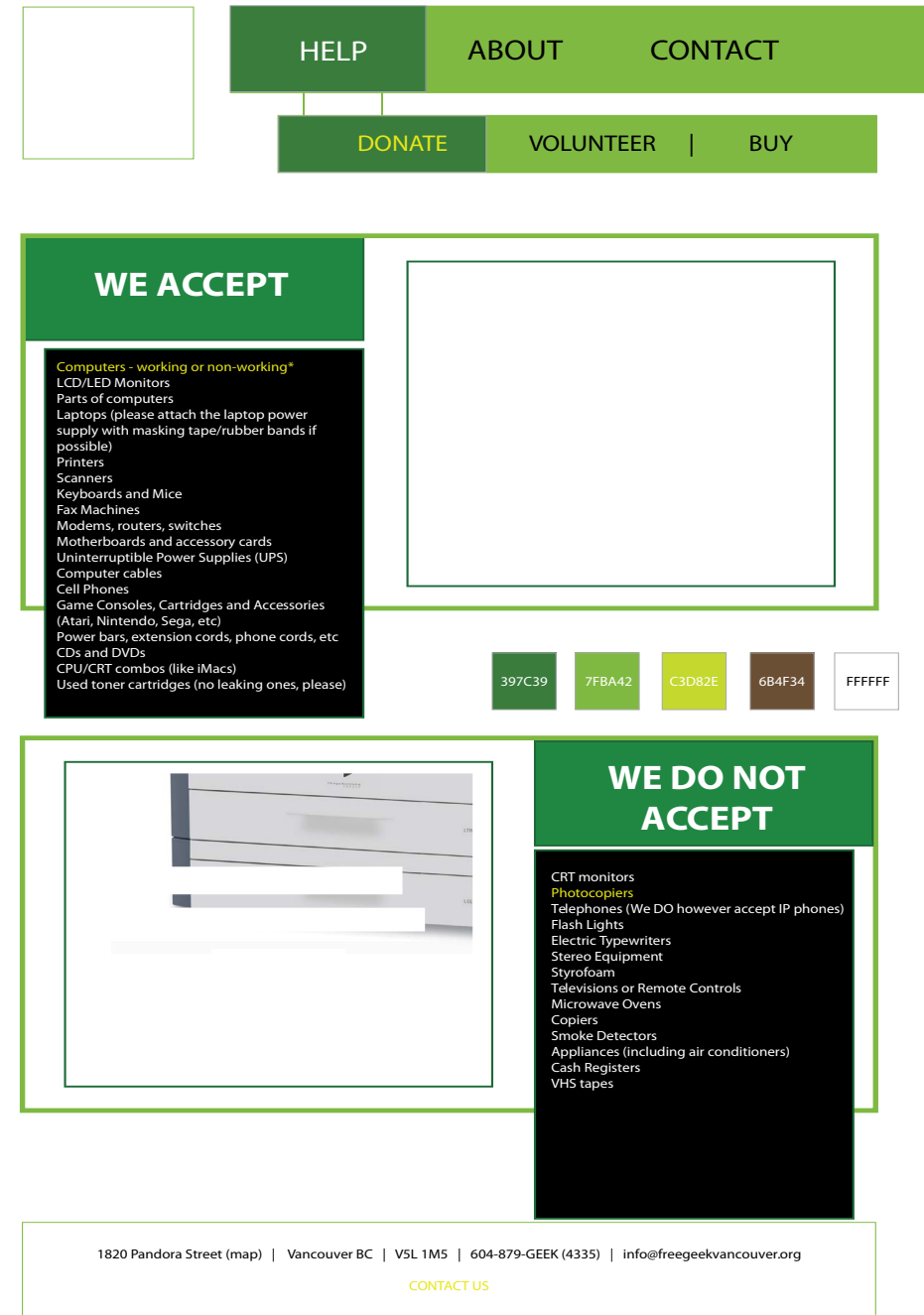
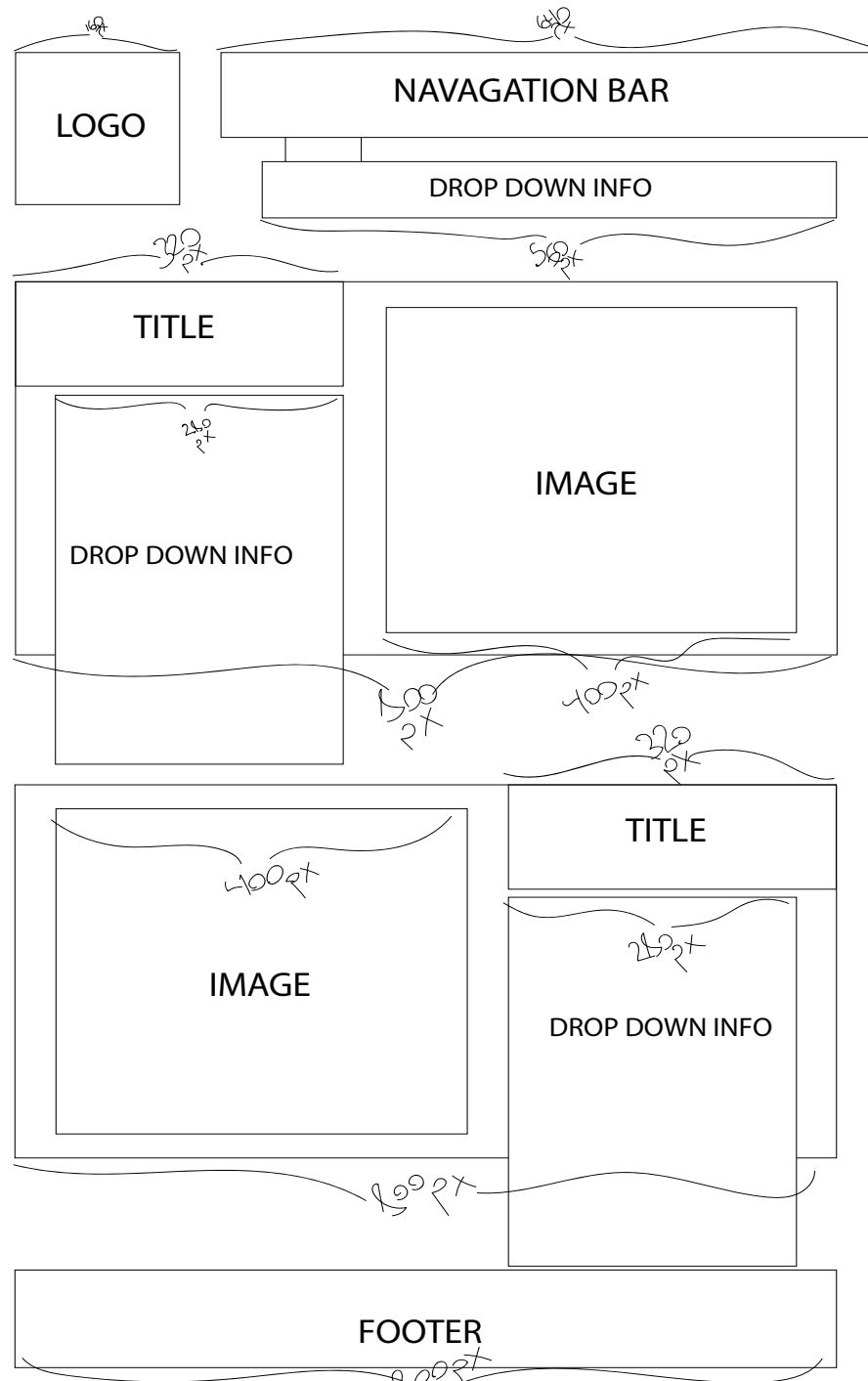


# FLOW CHART





# WIREFRAMES & MOCKUPS



WORDMARK

NAVIGATION

BACKGROUND IMAGE

LOGO

BRIEF INTRO TO SITE

BUY MENU

DONATE MENU

WHITE BACKING

VOLUNTEER MENU

LEARN MENU

WORDMARK

NAVIGATION

BACKGROUND IMAGE

TITLE

DESCRIPTION

ITEM

ITEM

ITEM



# STYLE TILE

Project 2  
Style Tile  
version:1

FREE GEEK  
VANCOUVER



## Possible Colors



**THIS IS AN EXAMPLE OF A HEADER**

Font: Gill Sans Ultra Bold #2e3030

**THIS IS AN EXAMPLE OF A SUB HEAD**

Font: Gill Sans Ultra Bold #2e3030

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Gill Sans Bold #2e3030

## Textures



This is an example of a button

## ADJECTIVES

**Effective**

*Helpfull*

*Beneficial*

*Caring*

**Eco-friendly**

Educational



# LOGO PROGRESSION





# MOOD BOARD





# PERSONAS



**"We need to make the world a better place, one step at a time..."**

## Background Information

**Occupation: Music Teacher**

**Relationship status: Has a wife who teaches dance music and two children**

**Location: Toronto, Ontario, Canada**

## Qualities

- Kind and compassionate person
- Eager to help when it is possible
- Cares for the environment
- Will provide useful service



# PERSONAS



## Background Information

Occupation: Business Student

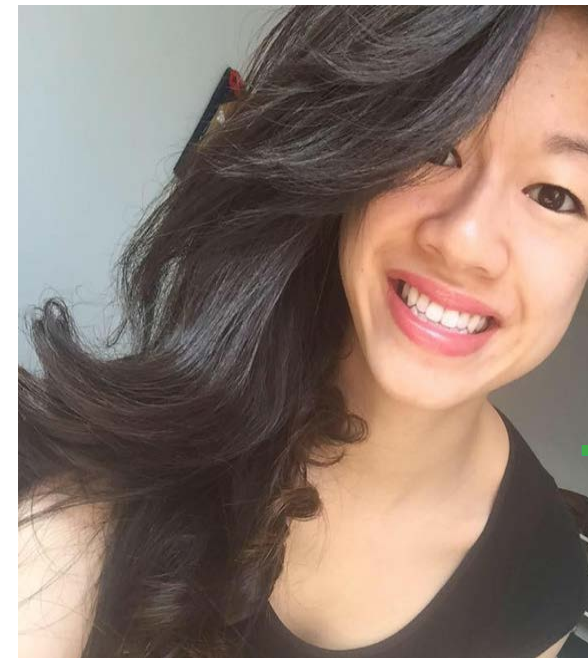
Relationship Status: Single

Location: Oshawa, Ontario, Canada

## Qualities

- Tends to collect a lot of technology
- Does not want to throw away his technology
- Is looking for a place to take unwanted technology
- Will provide useful material

"It worked perfectly for me. I am sure some one else will benefit from it!"



## Background Information

Occupation: Waitress

Relationship Status: Recently Married

Location: Vancouver, Canada

## Qualities

- Economically efficient; does not waste money
- Looking to buy cheap, reused technology
- Will provide a source of useful income

"I find it thrilling when I discover a good deal online!"



# PROCESS WORK



Social media could be clearer

Donate Volunteer Learn Buy About Blog Contact FAQ

Logo is bland and very simple. We will create an improved logo



Information is unclear

1820 Pandora Street ([map](#))  
Vancouver, BC  
V5L 1M5  
604-879-GEEK (4335)  
[info@freegeekvancouver.org](mailto:info@freegeekvancouver.org)

## Public Tours

Saturdays, 4pm-5pm

## Open Help Night

[Wednesdays](#), 6pm-9pm

## Hours of Operation

*Volunteering:*

Tuesday - Saturday, 11am-6pm

*Thrift Store:*

Tuesday - Saturday, 11am-6pm

*Donations:*

## Frequently Asked Questions

The title of the webpage should be clearer

When are you [open](#)?

Tuesday - Saturday, 11am - 6pm.

Where are you located?

1820 Pandora St.  
**Font is very simple and boring**

We are near the corner of Pandora and Salsbury. The corner is two blocks north of Hastings St., and one block west of Victoria Drive. Alternately, we're two blocks north of Hastings St, and one block East of Commercial Drive.

How do I get to 1820 Pandora St on transit?

If you're coming from another city, you can take the Skytrain to Commercial Station, and then take the #20 bus [Northbound](#) on Commercial, to Hastings. If you're coming from Downtown Vancouver, you can take the #135 or #20 Eastbound on Hastings, to Commercial.

Can I call you?

Yes, our phone number is (604) 879-4335. Please be aware that there might be a significant delay in answering.

How can I donate?

Feel free to bring E-waste through the **back door** of our facility during regular hours.

The Nav Bar has too many options. We will create a dropdown menu providing subsections.

Can I volunteer?

Yes!

But I don't know anything about computers. Can I still volunteer?

Yes!!!

How do I [start](#) volunteering?

Visit our facility any time during our regular hours and ask for the Volunteer Coordinator. You will be provided with an intake form.

What do I need to do to earn a free [desktop computer](#)?

You must volunteer for 24 hours.

How much is [item]?

The prices for most of the items in our Thrift Store are found on the [Price List](#). Unusual or special items will be individually priced.

Do you sell Windows?

No, we do not sell any [Operating Systems](#).

Do you accept Debit/Visa/Mastercard/Bitcoin?

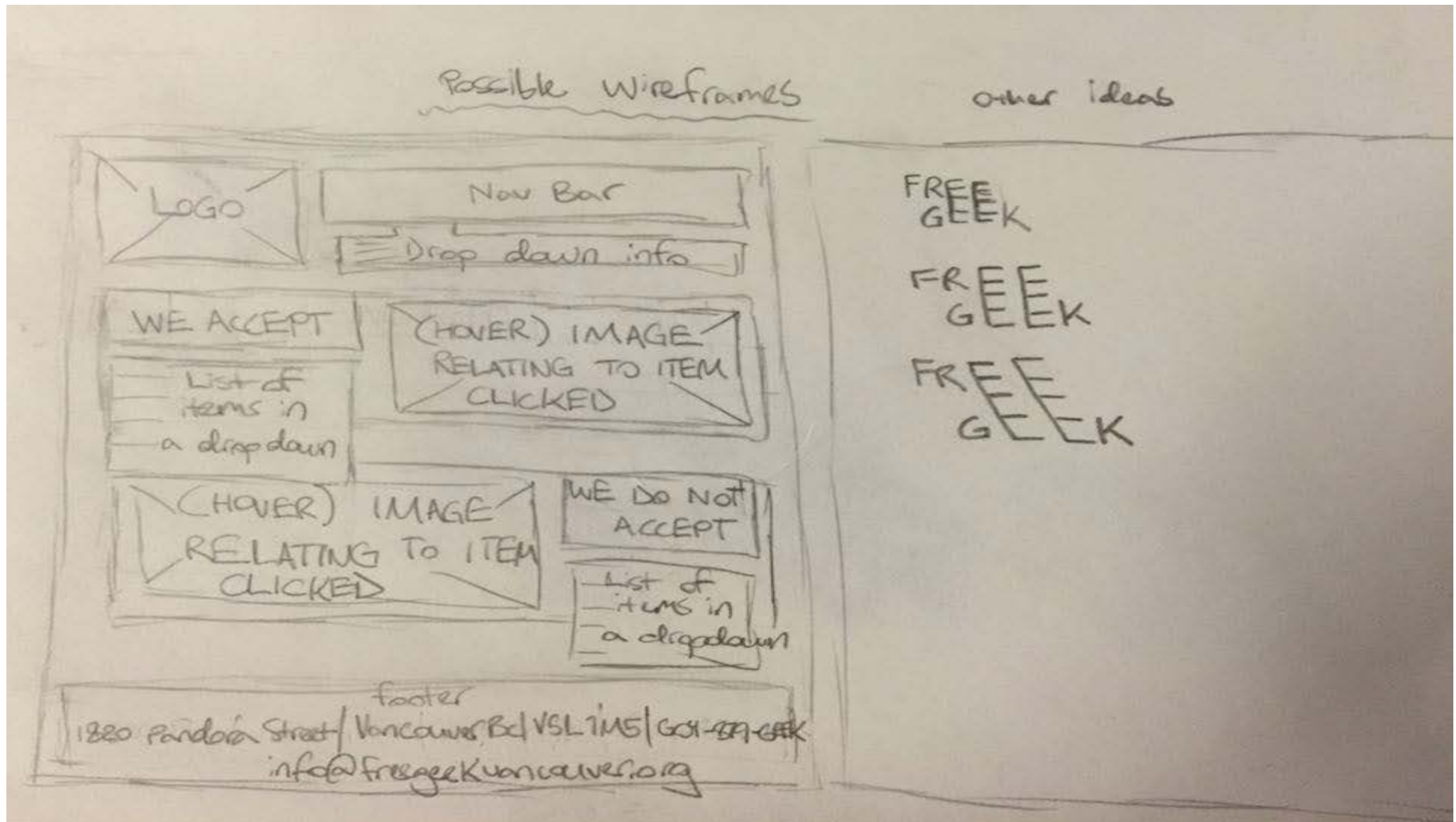
Yes!

Everything is structured in 3 columns which is a very basic design. We will reconstruct a more professional layout.

No colour just black and



# PROCESS WORK





**THANK YOU FOR YOUR TIME!**