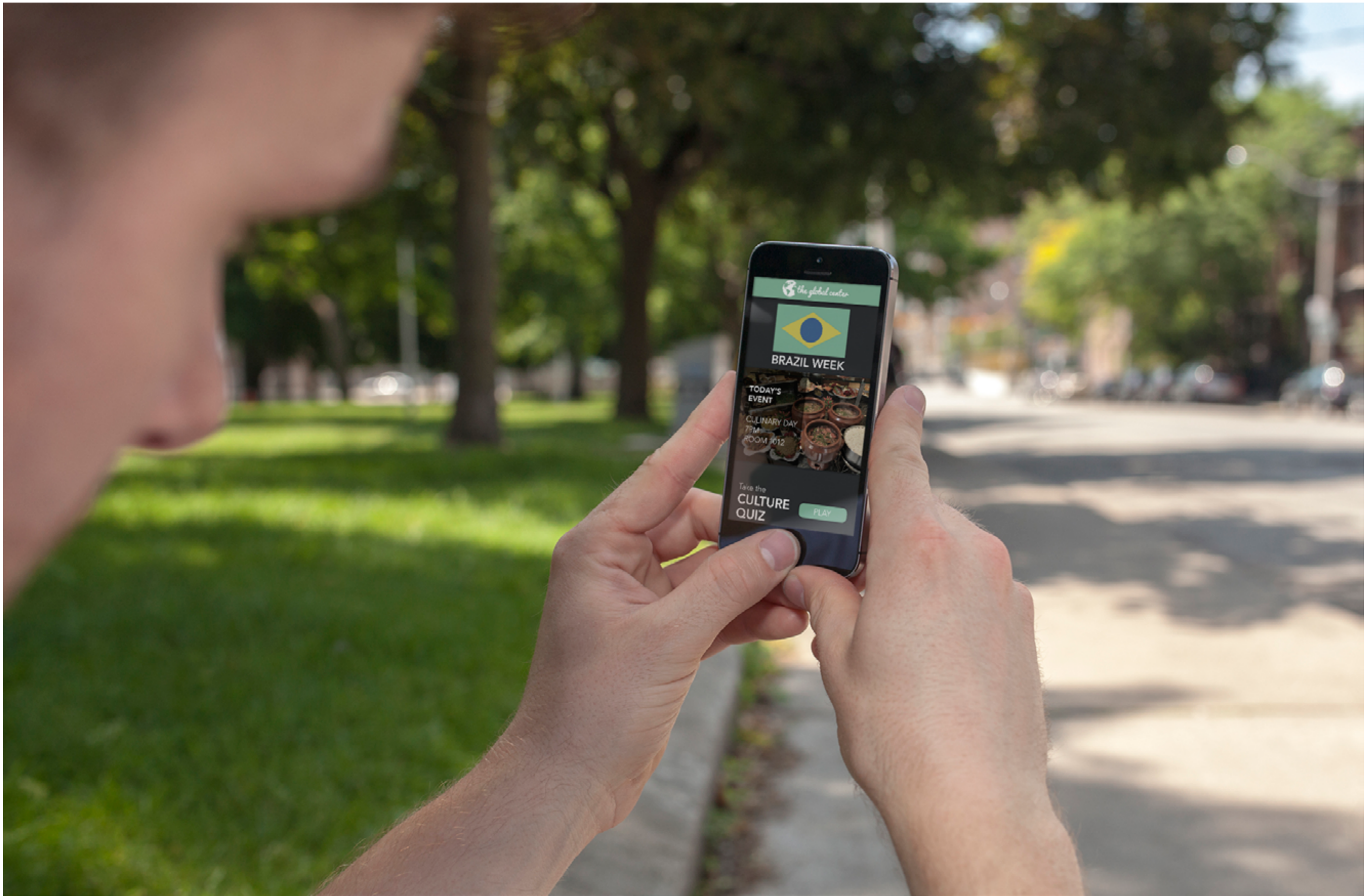




Joe, Sarah and Ricardo

the global center





Re-Branding

Re-Branding

We decided to re-brand the “Center for Religious Life” and change it to “The Global Center”. This encompasses our goal to reach every student at RIT. Now it no longer excludes non-religious people, which automatically assumed they were not welcome. This space can be used for any event and is now welcoming and cultured!

R·I·T | *Center for Religious Life*



Concept/Proposal

Concept/Proposal

Our two words were exuberant and slice. We want to first of all re-name and re-brand the Interfaith Center to have it encompass Culture and a "slice" of life instead of focusing on just religion. Our idea is to have Festivals of Culture, once or twice a month for a week long each. These will focus on a certain cultures such as Brazilian, Muslim, Canadian and American. The Culture Center will have information, food from that culture, talk about habits, drinks and holidays they celebrate. Then at the end of the week on Friday night will be the main event, full-fledged immersion into that culture. This will make the center lively and exuberant. Also many people will feel more comfortable going now that it is just an educational fun experience with food!

Personas

Personas



Alice Reeder

Age: 19

Gender: Female

Major: Interior Design

Alice is from Pittsburgh - Pennsylvania, but she is currently living in Rochester. She is an Interior Design student currently attending RIT. She is from a religious family. Her religion is called "Buddhism". Alice is a very curious girl, she loves cultures and her biggest dream is to travel the whole world.

Motivations:

- Meet people who share the same beliefs as her.
- Find a place where she can meet new people and different cultures.

Interests:

She is a very social girl. Alice loves meeting new people and new cultures. When she was in High School she used to be in a club called "Meeting the World" which was about cultures of the world. She loves to read and she loves traveling. She's also a very interested in her own religion. She is always trying to share her thoughts with people who do not know about her religion.

Use of the IC:

She knows and goes there to pray and have meetings with people from her religion.

Desired Changes:

She also would like the Interfaith Center to be a place where religions and people interact with each other. Alice thinks that the website is not very helpful to the ones who have no religion or have a different religion that is not included in the site.

Personas



Tyler Smith

Age: 24

Gender: Male

Major: New Media Marketing

Tyler is from San Diego California and is a very forward thinker. He is stubborn yet very intelligent and keeps up with modern day technology.

Motivations:

Tyler wishes to find close friends that also like deep conversations
Also wants a place where he can let loose, hang out and not feel judged by anyone.

Interests:

He is very interested in culture and global issues.
He lived in Germany for part of his childhood.
He loves meeting new, interesting people and having intelligent discussions.

Use of the IC:

He knows about the IC but he has never been there and has no interest of ever going there.
He feels that it's only for religious people and he's not religious.
Therefore won't go there.

Desired Changes:

Tyler wishes the space could be used for other uses such as conferences and educational presentations.

Personas



Jamie Erickson

Age: 22

Gender: Female

Major: Film and Animation

Jamie went to a small community college her freshman year and didnt like it. She transfered to RIT 3 years ago and loves what she is doing. Jamie has never really been religious but grew up as a catholic until she decided it wasnt for her. As a student on campus, she is always looking for something to do to either give her a new perspective or give her inspiration for her major.

Motivations:

-Is very interested in culture. Studied abroad one summer in India and loved it.

-Not religious but very tolerant/doesn't care what other people do or worship

-Wants to eat good food

Interests:

Jamie isnt the most social girl in the world but she gets very energized when other people are having fun. She loves being a part of something lively and is open to any new experiences she has yet to try, especially dealing with cultures. She is always the girl at the party with the camera snapping photos of everyone.

Use of the IC:

-Has only really been there twice, both times to photograph the location for a project.

-Thinks it is only for religion and religious people
- Walks through a couple of times a year to escape the cold for a bit

Desired Changes:

Wants to see a better use of the space. Too often, she feels it is almost barren and sad, although it has potential.

Content Strategy

Content Strategy

CONTENT STRATEGY - DESKTOP

HOME

NAV: All navigation on desktop will be the same for every page:

Events
Culture
Religion
About

WITH THE
FOLLOWING ICON



Content:

Last Night was...
Brazilian Music Night!
Don't miss out on the
other events this week!

We've Changed our
Look! Come check out
the new Global Center
for culture, events, and
religion

Reserve your Space!
Make your own event
an host it at the Global
Center! Its really easy,
just click here

Learn about the culture
of the world with our
new culture map
feature!

Imagery:



Footer: ONLY USED ON HOME PAGE



Content:

BRAZIL
WEEK

TODAY'S EVENT
CULINARY DAY

ROOM 1012
7PM

Content Strategy

CONTENT STRATEGY - DESKTOP

CULTURE MAP PAGE

Content:

Click on a continent or search for a country of your choosing!

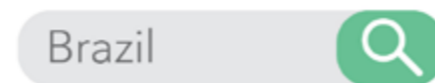
SOUTH AMERICA

Click on a country of your choosing!

Imagery:



Buttons:



Features:

Hover over features on continents

INFO BY COUNTRY

Imagery:



Content:

QUICK FACTS:

Population: 190 million

Language: Portuguese

Religions: Roman Catholic, Candomblé, Umbanda, and Spiritism

Food: Rice, beans, manioc, fish, poultry

MUSIC:

Music has been called the "soundtrack" of national life. Brazil gave the world samba and bossa nova

GEOGRAPHY:

Brazil is the largest nation in Latin America, and is slightly under half the land mass of the South American continent.

TRADITIONS:

Carnival A four-day extravaganza marked by parades

Futebol Brazilians are very passionate about soccer

Content Strategy

CONTENT STRATEGY - DESKTOP

RELIGIONS PAGE

Extra NAV:

Muslim Student Association
Gospel Fellowship
Hillel
Agape Christian Fellowship
Catholic Campus Ministry

CRU
Zen Buddhism
InterVarsity
Brothers and Sisters in Christ
Adventist Students for Christ
Lutheran Campus Ministry

RELIGIOUS CLUBS

Content:

CRU:

We are part of the nationwide interdenominational Christian ministry of Cru. Our goal is to be a caring community passionate about connecting people to Jesus Christ. Cru has weekly meetings, Bible studies, peer discipleship, social events, and conferences. In everything we do we value people growing in their relationships with others and with God.

Our weekly meeting is on Fridays at 7PM Allen Chapel in the CRL.

For more information about our events please click here.

Please feel free to visit the CRU Chaplains in the CRL. We would love to get to know you.

ZEN BUDDHISM:

Zen simply means "meditation." The purpose of Zen meditation, or zazen, is to cultivate a clear, centered and focused mind. There is nothing cosmic, supernatural or spiritual about Zen practice. Zen is focused completely on realizing the beauty and value of everyday existence, and our place in it.

Interested in Zen practice?

Zen practice follows the Soto way. For more information about the basics of zazen, please click here.

Content Strategy

CONTENT STRATEGY - DESKTOP

EVENTS

Content:

This Week: MONDAY MUSIC
TUESDAY CULINARY
WEDNESDAY TRADITION
THURSDAY RELIGION
FRIDAY FESTIVAL!

Want Space? Have an event planned or need space for a club? The Global Center has space to offer! Just reserve the space and it's yours. It's that EASY!

BRAZIL WEEK

Nov 3rd – 7th

Enjoy the lively nature of brazilian culture through the food, music and fun this country has to offer!

DUTCH WEEK

Nov 17th – 21st

Indulge yourself in the magnificent culture of Germany. Enjoy brews and brats!

PICS AND DESCRIPTIONS

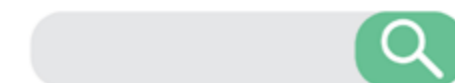
Imagery:



Features:

NOVEMBER 2014						
SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Buttons:



Reserve Here!

Imagery:



Content:

BRAZIL WEEK

Enjoy the lively nature of brazilian culture through the food, music and fun this country has to offer. Daily events include free food, traditions, religions, and the final festival on friday

Content Strategy

CONTENT STRATEGY - MOBILE



Imagery:



Buttons:



NAV: All navigation on mobile will be the same for every page:



WITH THE FOLLOWING ICON



Content:

BRAZIL WEEK
TODAY'S EVENT
CULINARY DAY
ROOM 1012
7PM
Tap to see more info

Think you know about the world?
Take the
CULTURE QUIZ
and test your knowledge
of cultures around our planet.

Want to join a
RELIGIOUS CLUB?
Check out what we have to offer
and learn more

Content Strategy

CONTENT STRATEGY - MOBILE

CULTURE

Content:

Find out how much you know about the cultures of the world

RANKINGS THIS WEEK:

Kelly Murdoch-Kitt, Ricardo Melo, Sarah Willinsein, Jerome Hodapp, Liah Perez, Mary Stalter, etc.

Imagery:



Buttons:

START GAME

RANKINGS



CULTURE QUIZ

Content:

What is the capital of Brazil?

BRASILIA

SAO PAULO

RIO DE JANEIRO

BUENOS AIRES

Score: 0

Imagery:



Buttons:

NEXT

Content Strategy

CONTENT STRATEGY - MOBILE

RELIGIONS

Extra NAV:

Muslim Student Association
Gospel Fellowship
Hillel
Agape Christian Fellowship
Catholic Campus Ministry

CRU
Zen Buddhism
InterVarsity
Brothers and Sisters in Christ
Adventist Students for Christ
Lutheran Campus Ministry

CAMPUS RELIGIOUS CLUBS

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CLUB AND MEETING INFO

Content:

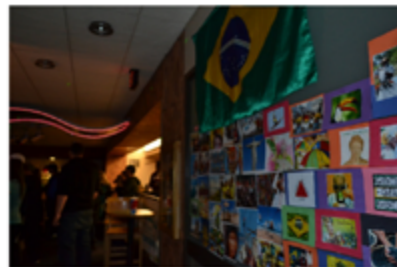
CRU Weekly meeting
Fridays at 7PM
Allen Chapel
at the Global Center

Content Strategy

CONTENT STRATEGY - MOBILE

CURRENT
EVENT

Imagery:



Content:

BRAZIL WEEK
TODAY'S EVENT
CULINARY DAY
ROOM 1012
7PM

This Week:

NOV. 3 - MONDAY MUSIC
NOV. 4 - TUESDAY CULINARY
NOV. 5 - WEDNESDAY TRADITION
NOV. 6 - THURSDAY RELIGION
NOV. 7 - FRIDAY FESTIVAL!

Enjoy the lively nature of brazilian culture through the food, music and fun this country has to offer. Daily events include free food, traditions, religions, and the final festival on friday



Features:

NOVEMBER 2014

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

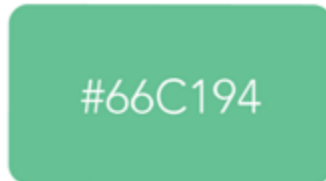
Style Guide

Style Guide

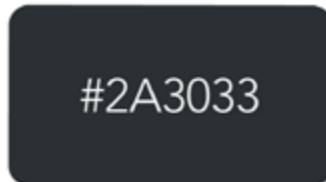
STYLE GUIDE

Colors:

PRIMARY:



SECONDARY:



Typeface:

Avenir

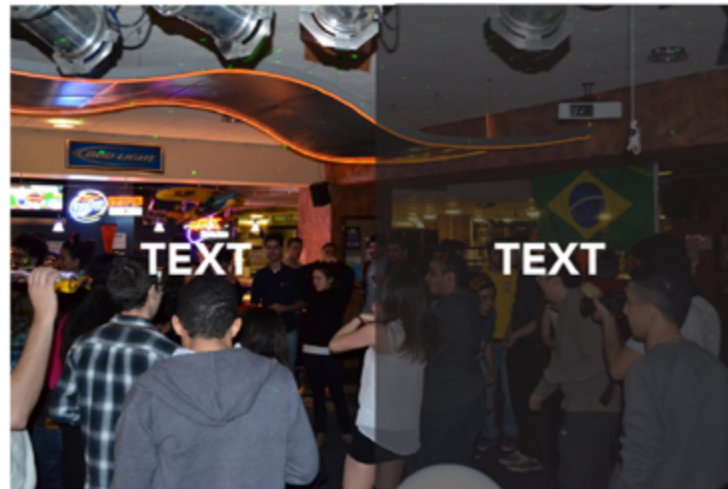


Style:

The new style of the Global Center will center around a strong use of icons with rounded corners. Rounded shapes will be a prominent part of each page.

If there is very little information on the page, make sure to center the text

Image Treatment:



When using photos for the desktop, tablet, and mobile sizes, it is to have a visual to the information that will go on top of it. In this case, apply a **65% black opacity shape** over the image for optimal visibility without sacrificing the image's quality.

Use of rules is also encouraged to separate bits of different info. Use of Graphic translations and icons is strongly advised when illustrating secondary information.

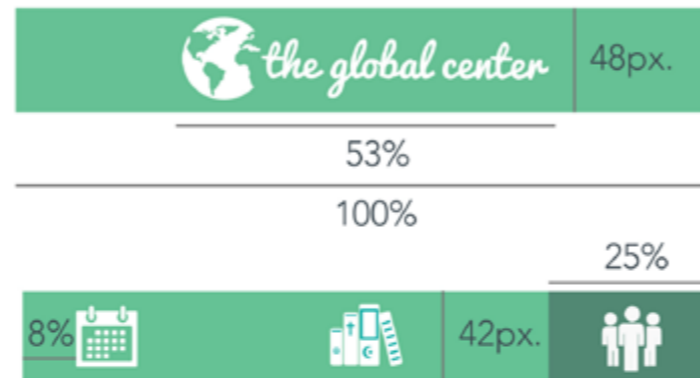
Style Guide

DEVICE GUIDELINES

Mobile

Logo headers are always at the top of the screen

Mobile Nav is always at the bottom



Title: 1.8em Avenir Heavy

Leading: 2em

Body: 1.2em Avenir Light

Leading: 1.4em

Tablet

Always center of screen/ horizontal auto

Logo headers are always at the top of the screen



Title: 2.5em Avenir Medium

Leading: 3em

Body: 1.2em Avenir Light

Leading: 1.3em

Desktop

Always center of screen/ horizontal auto

Logo headers are always at the top of the screen



Title: 1.5em Avenir Medium

Footer: 2.5em

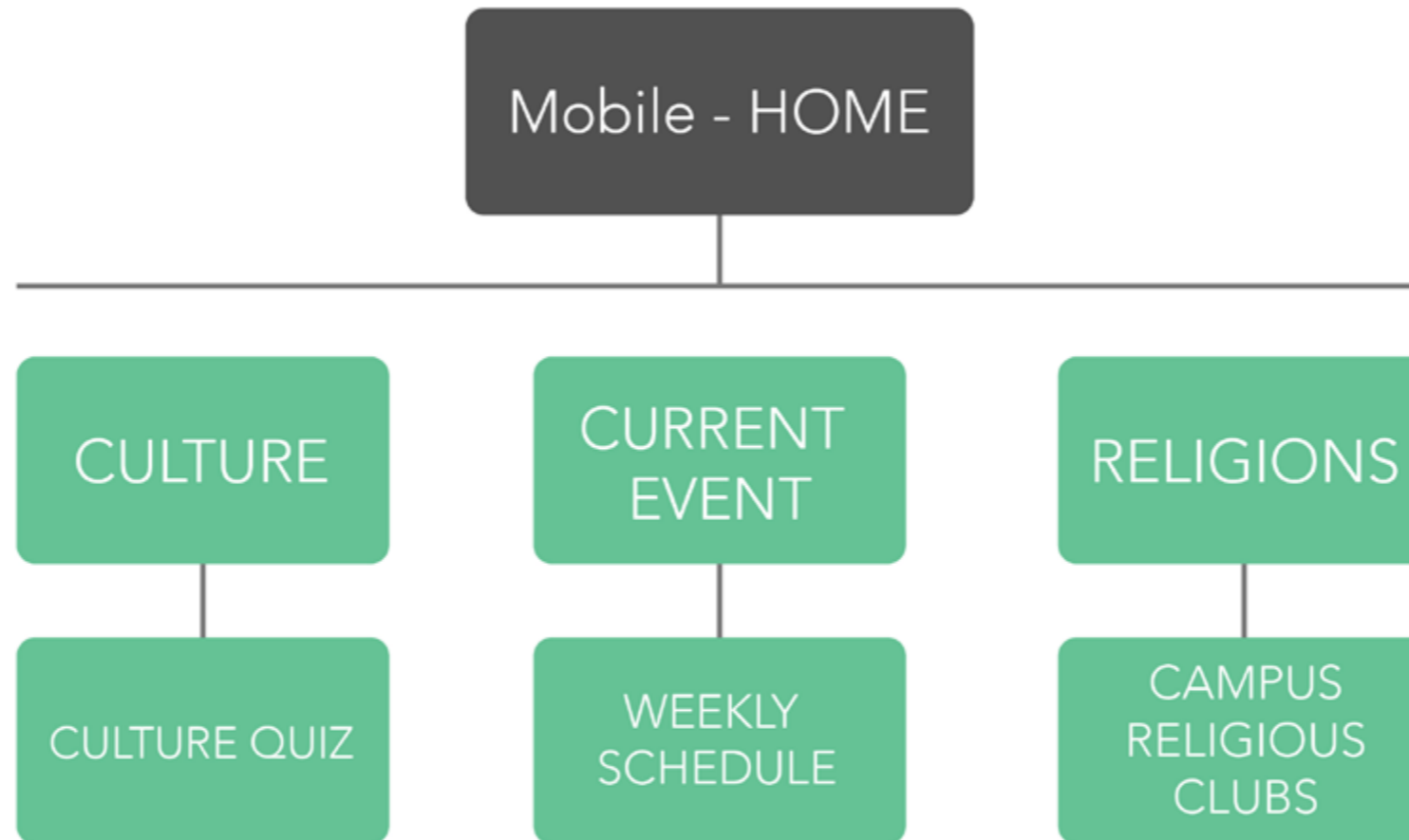
Leading: 1.7em

Body: 1em. Avenir Light

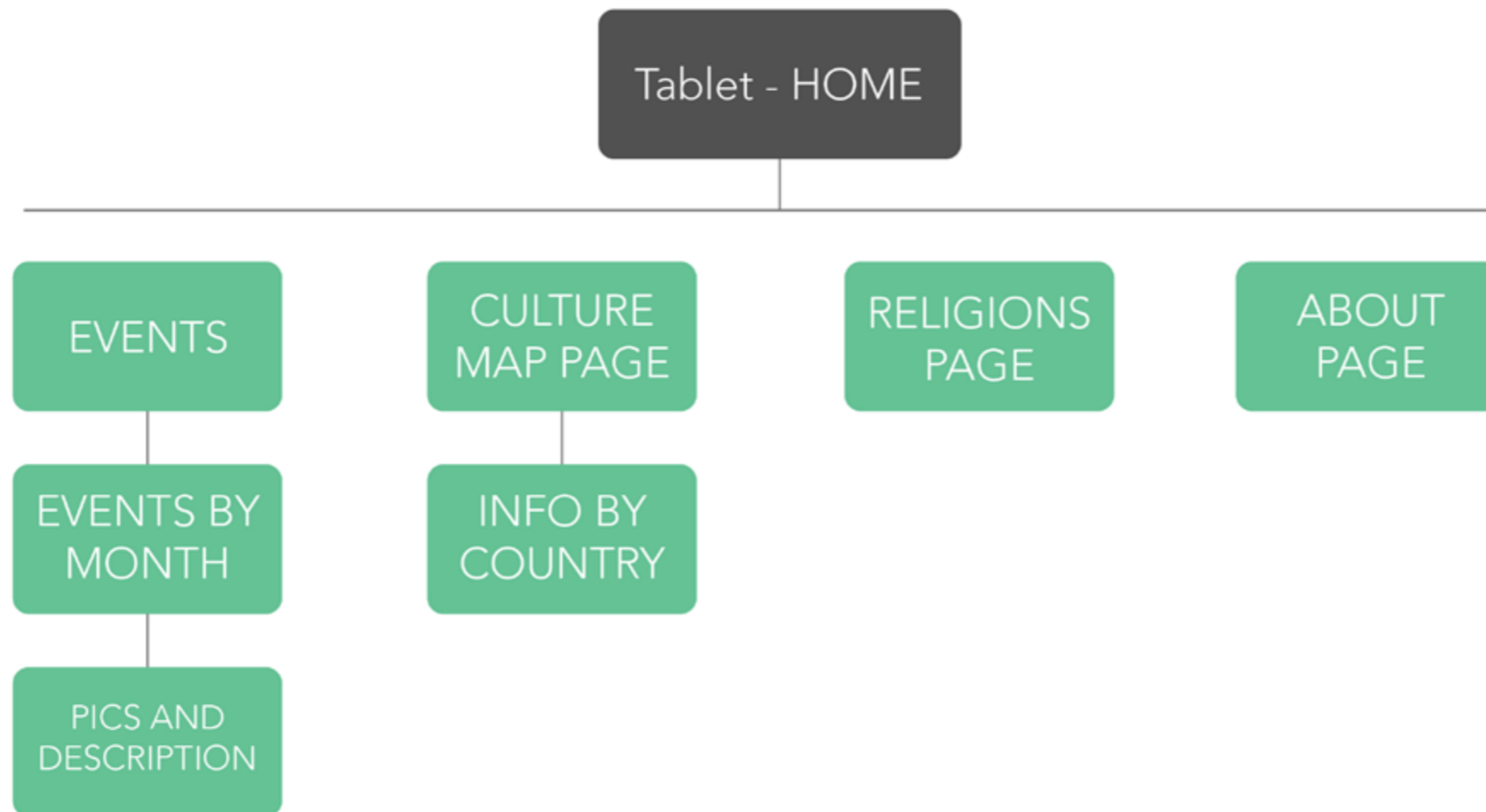
Leading: 1.3em

Site Maps

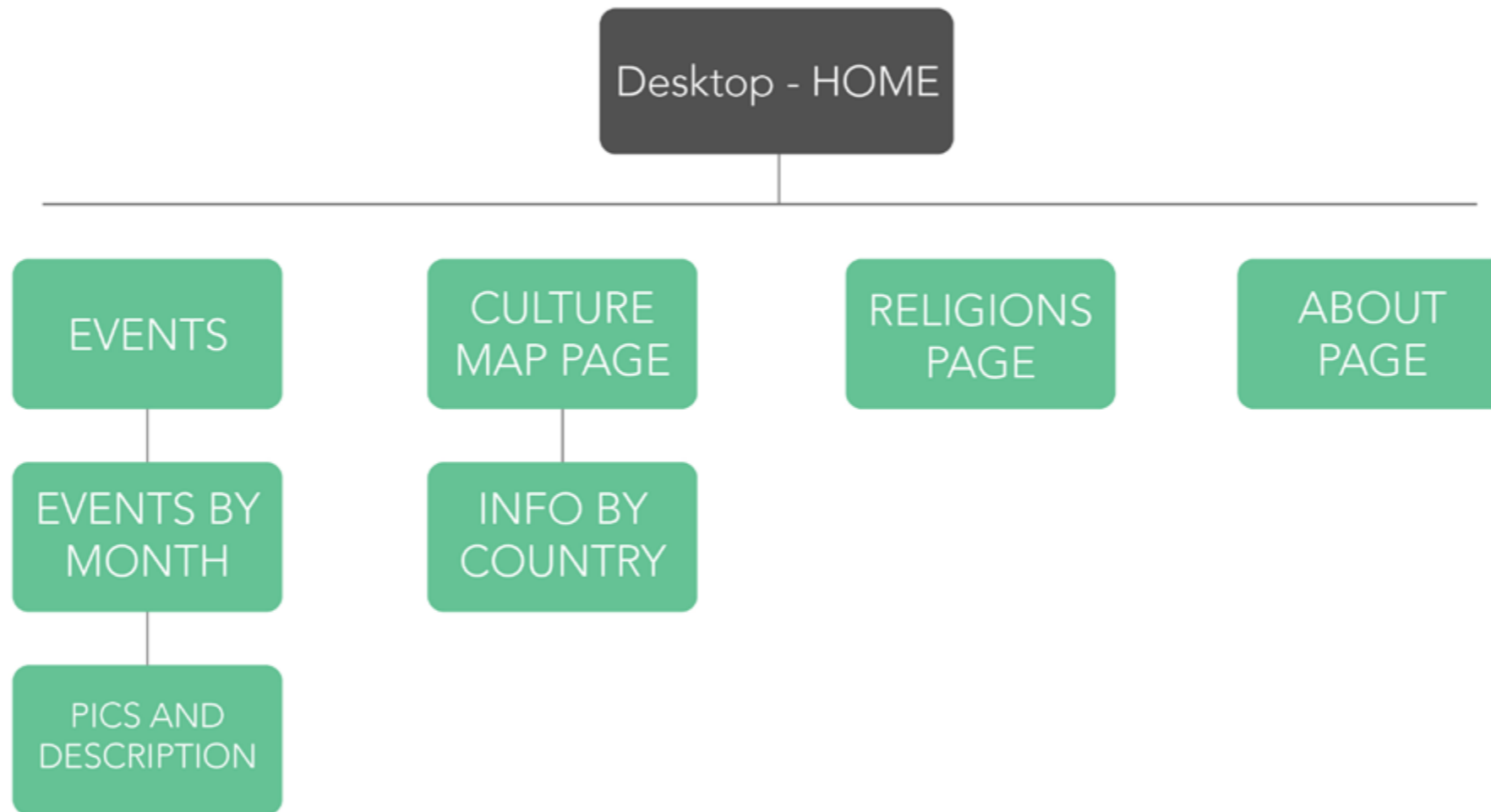
Site Map- Mobile



Site Map- Tablet



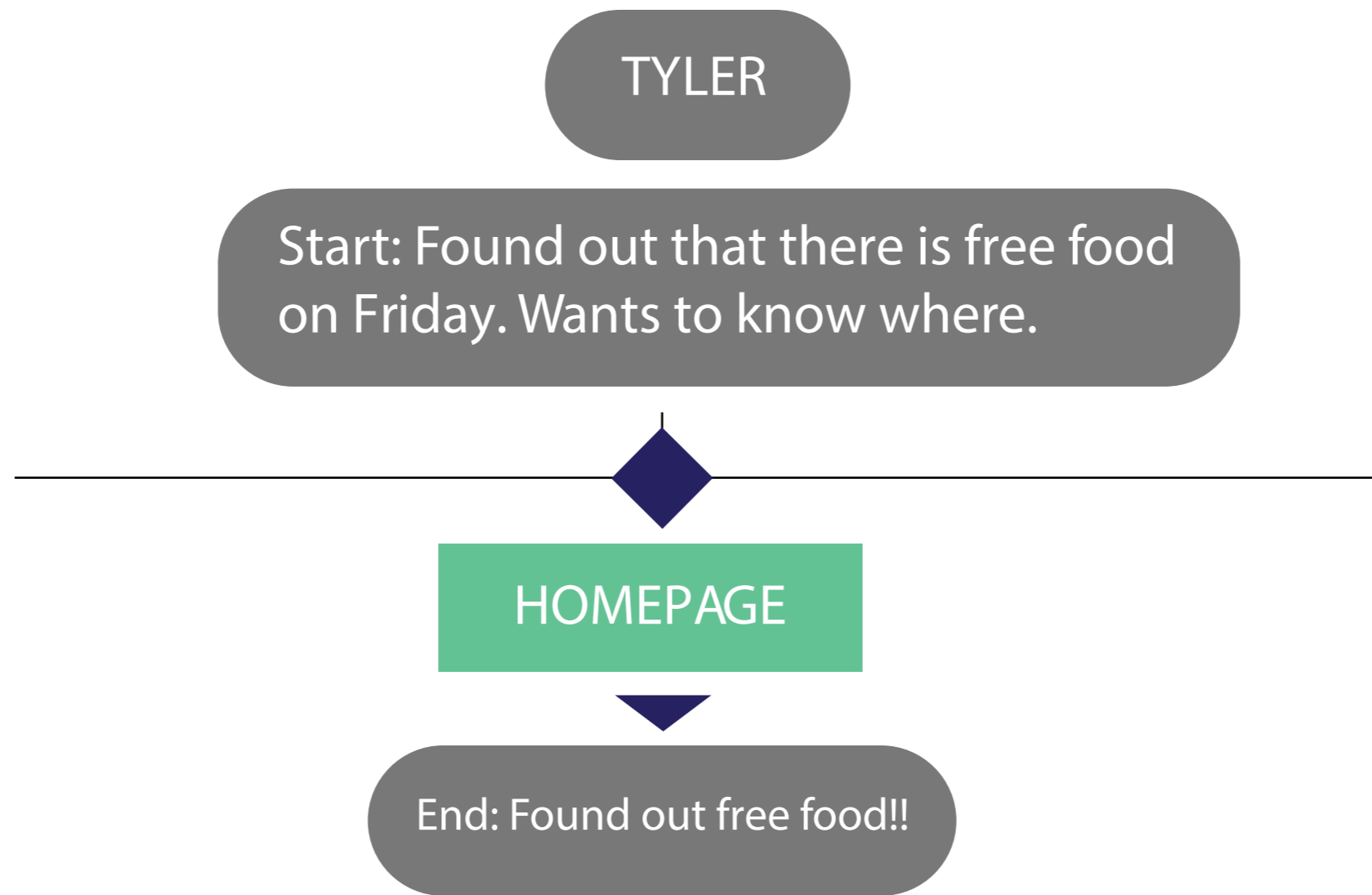
Site Map- Desktop



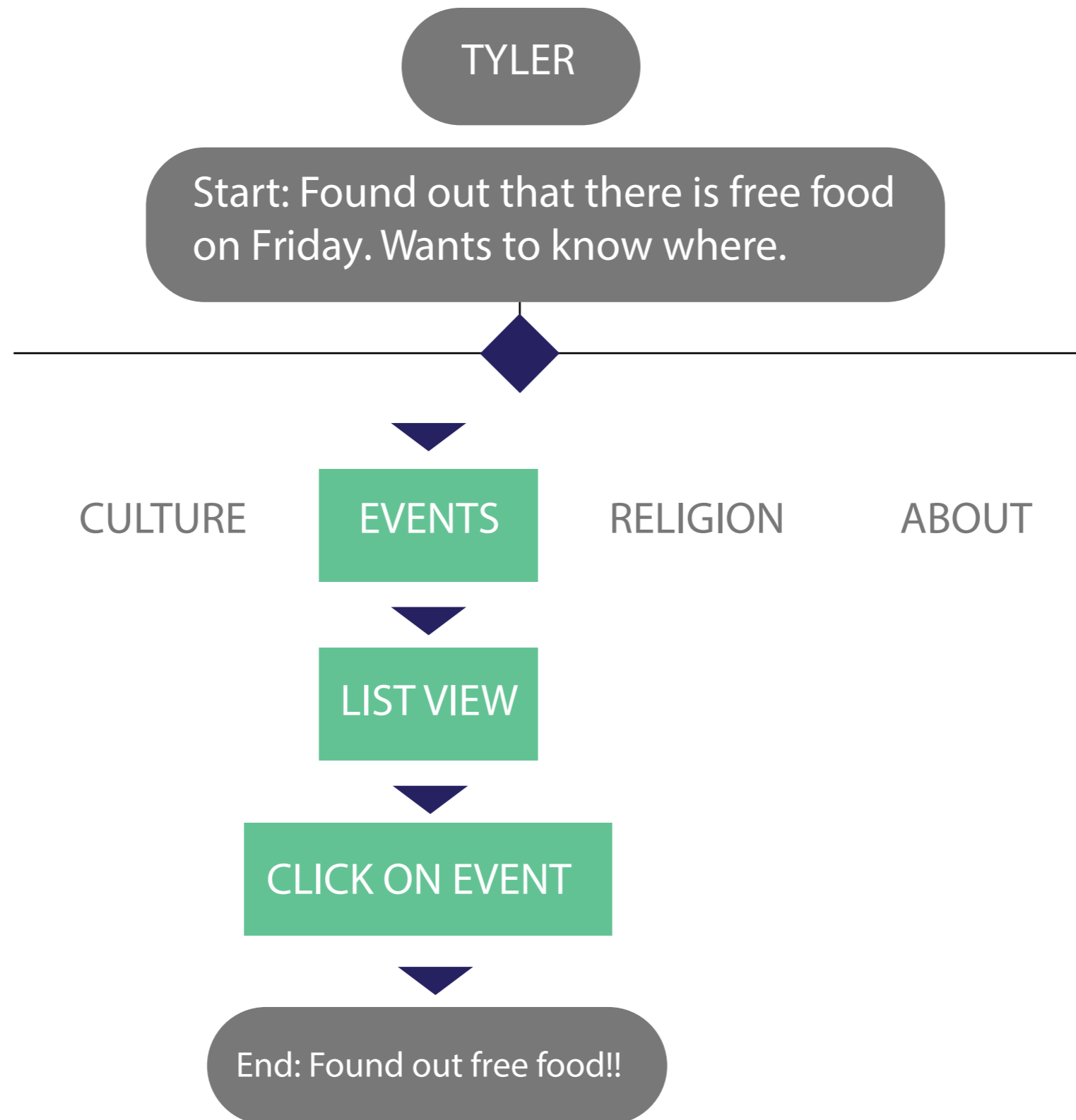
Tyler's User Flow

Tyler heard from a friend that there is free food on campus today at The Global Center. He wants to know when and what food!

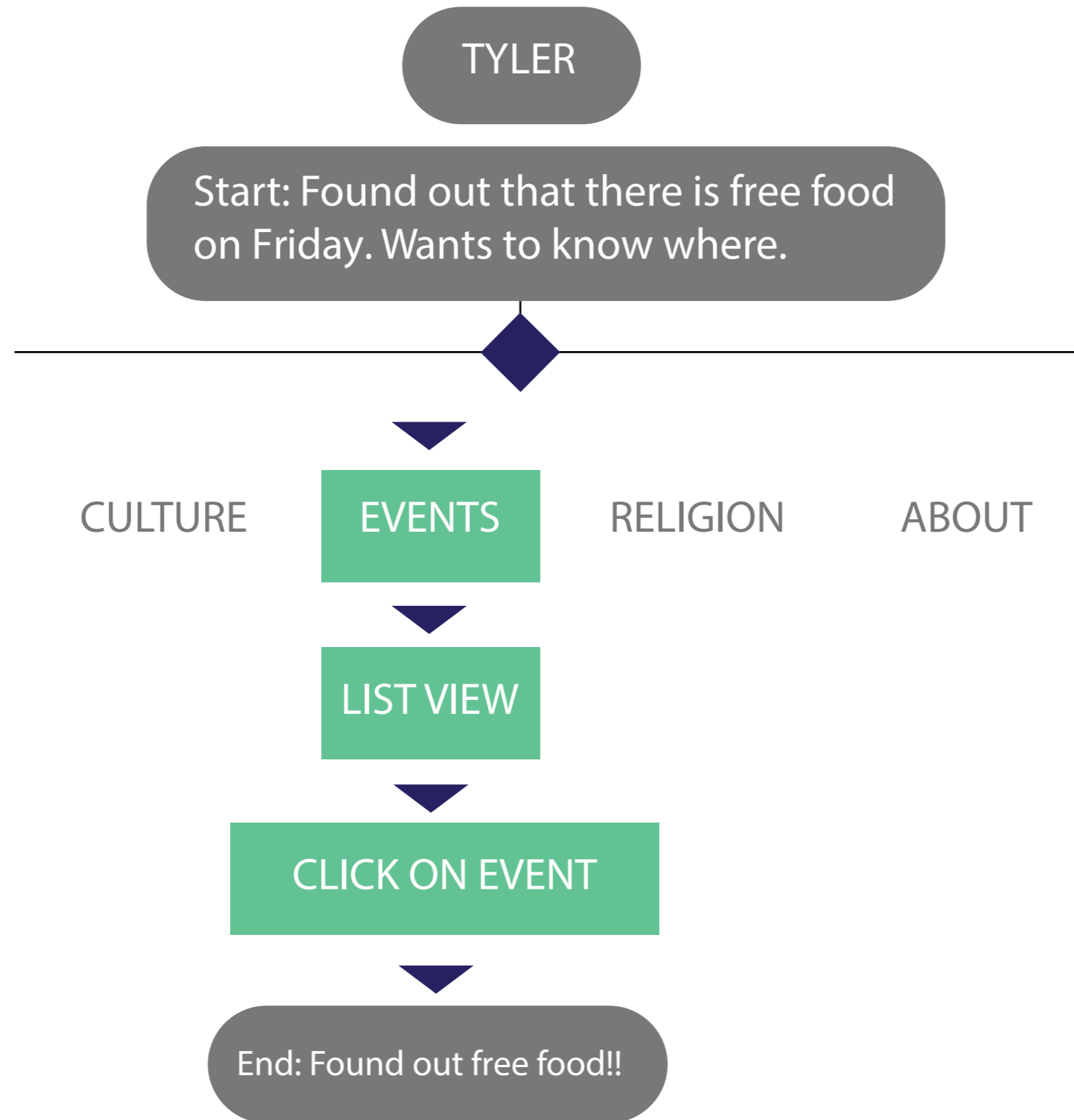
Tyler's Mobile User Flow



Tyler's Tablet User Flow



Tyler's Desktop User Flow

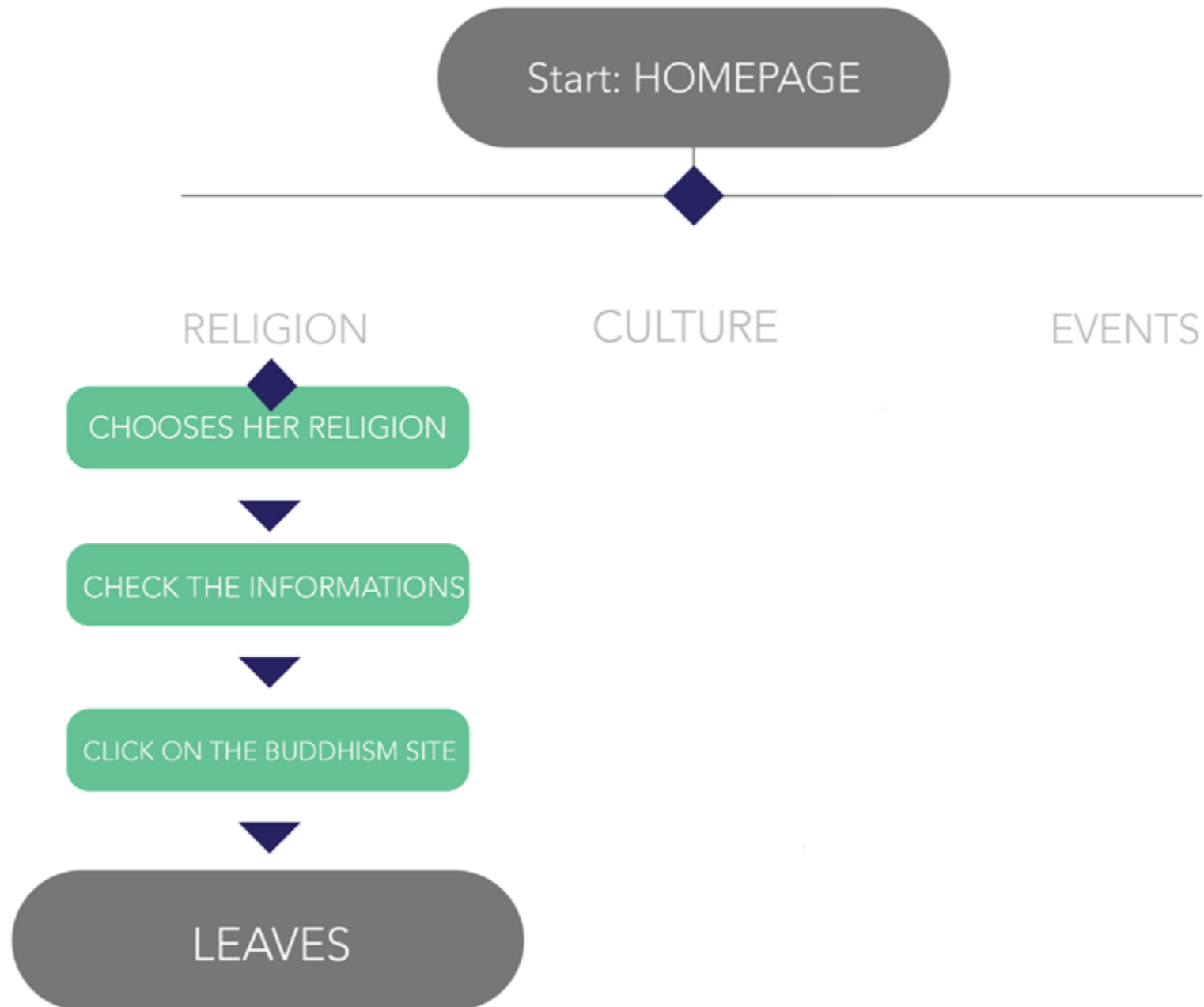


Alice's User Flow

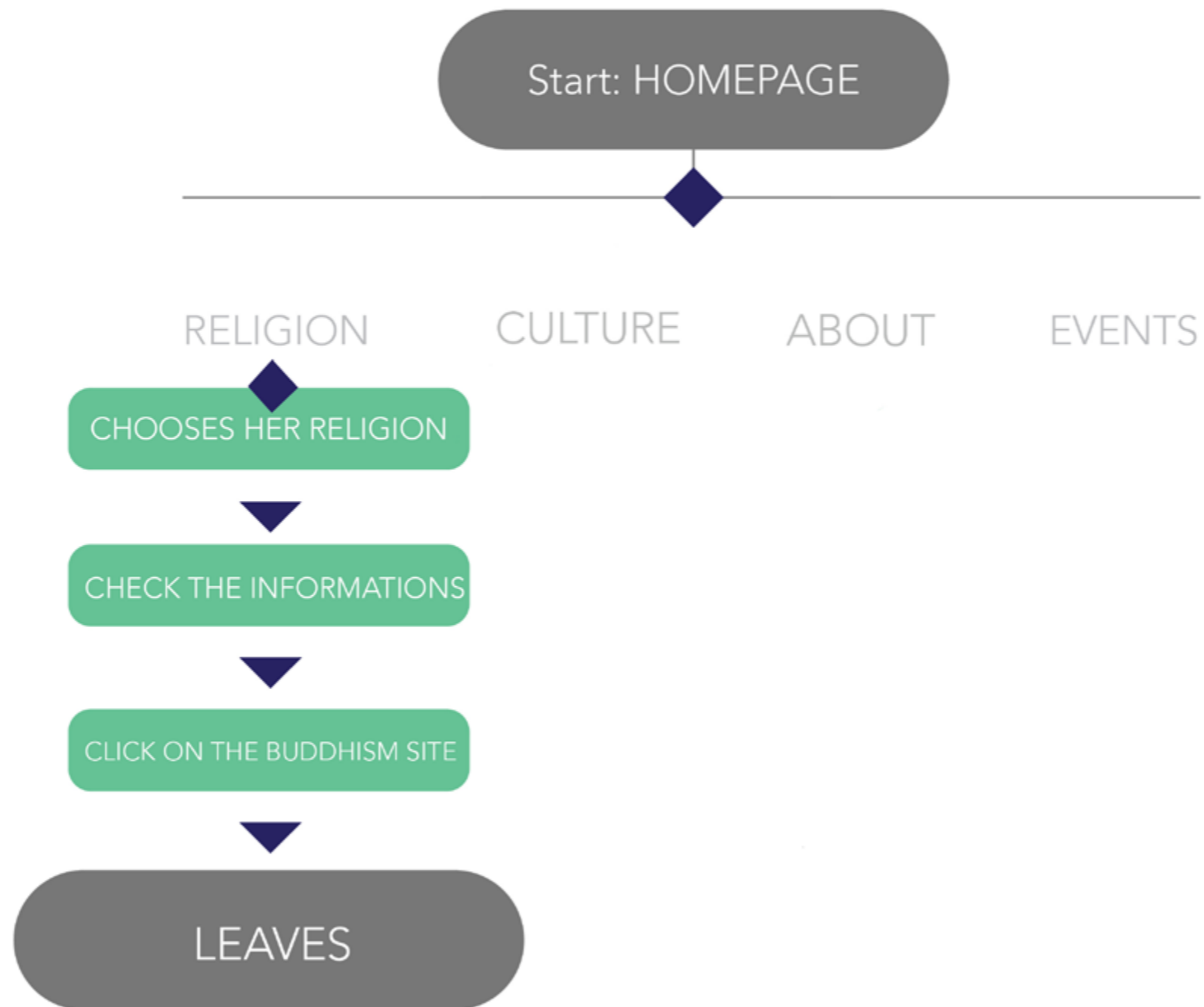
Alice wants to find a religious club to join so she can meet new friends and feel connected.

Alice's Mobile User Flow

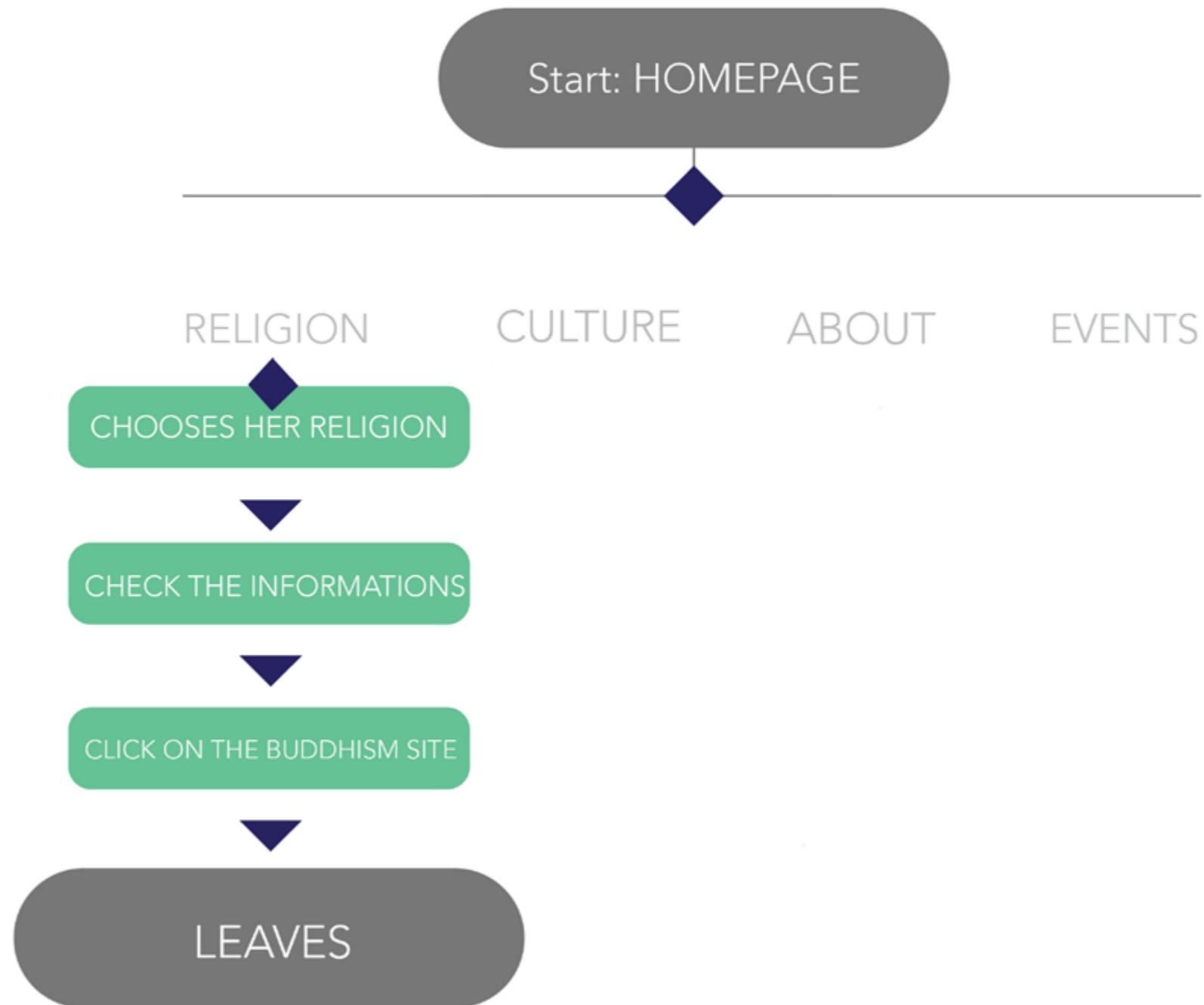
"Im bored. What things can I do with the Global Center site while I'm waiting?"



Alice's Tablet User Flow



Alice's Desktop User Flow

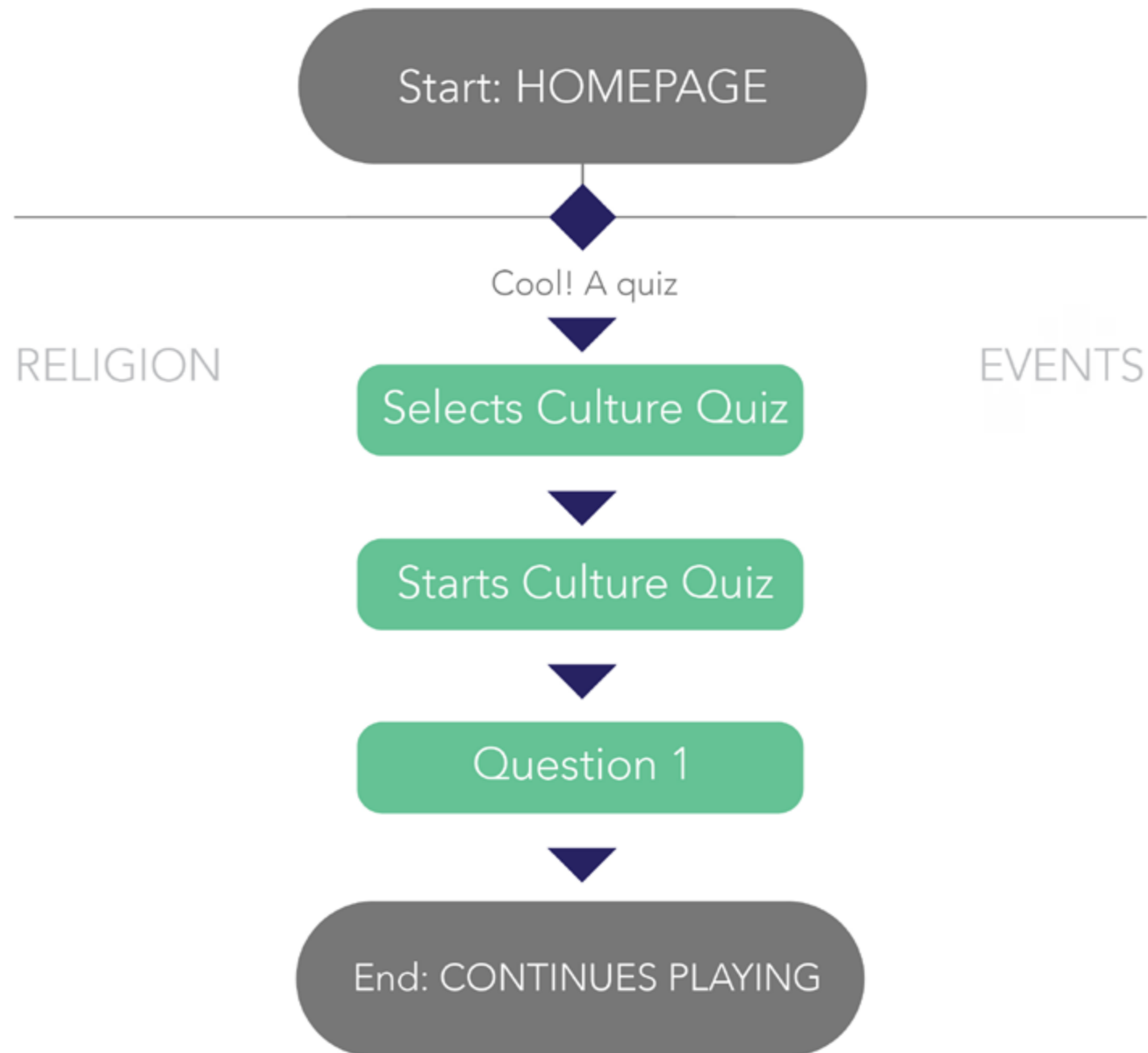


Jamie's User Flow

Jamie is a very curious, intelligent person and wants to learn more about different cultures at RIT to broaden her horizons.

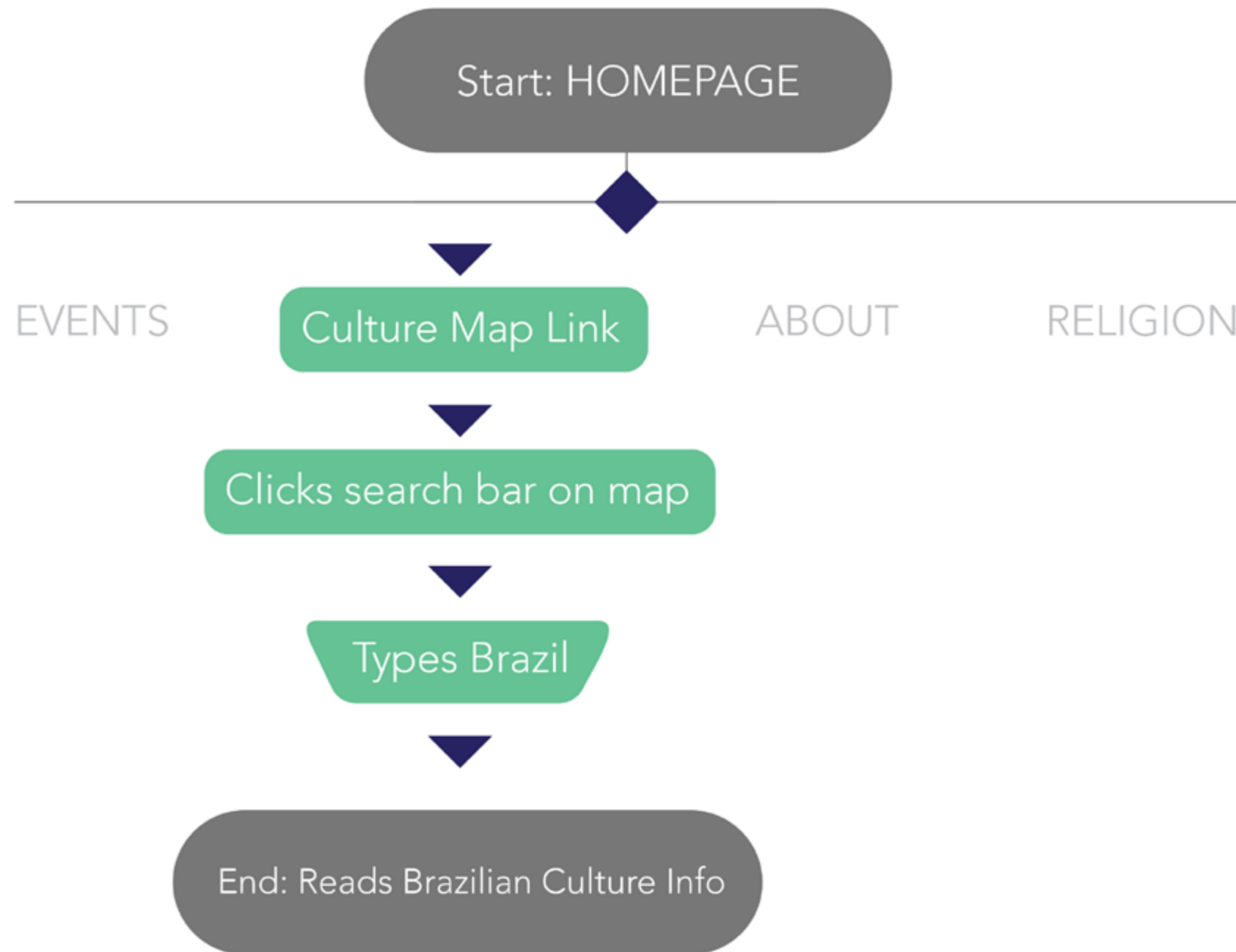
Jamie's Mobile User Flow

"Im bored. What things can I do with the Global Center site while I'm waiting?"



Jamie's Tablet User Flow

"I want to check out some info about Brazil for this week's upcoming event on Friday!"



Jamie's Desktop User Flow

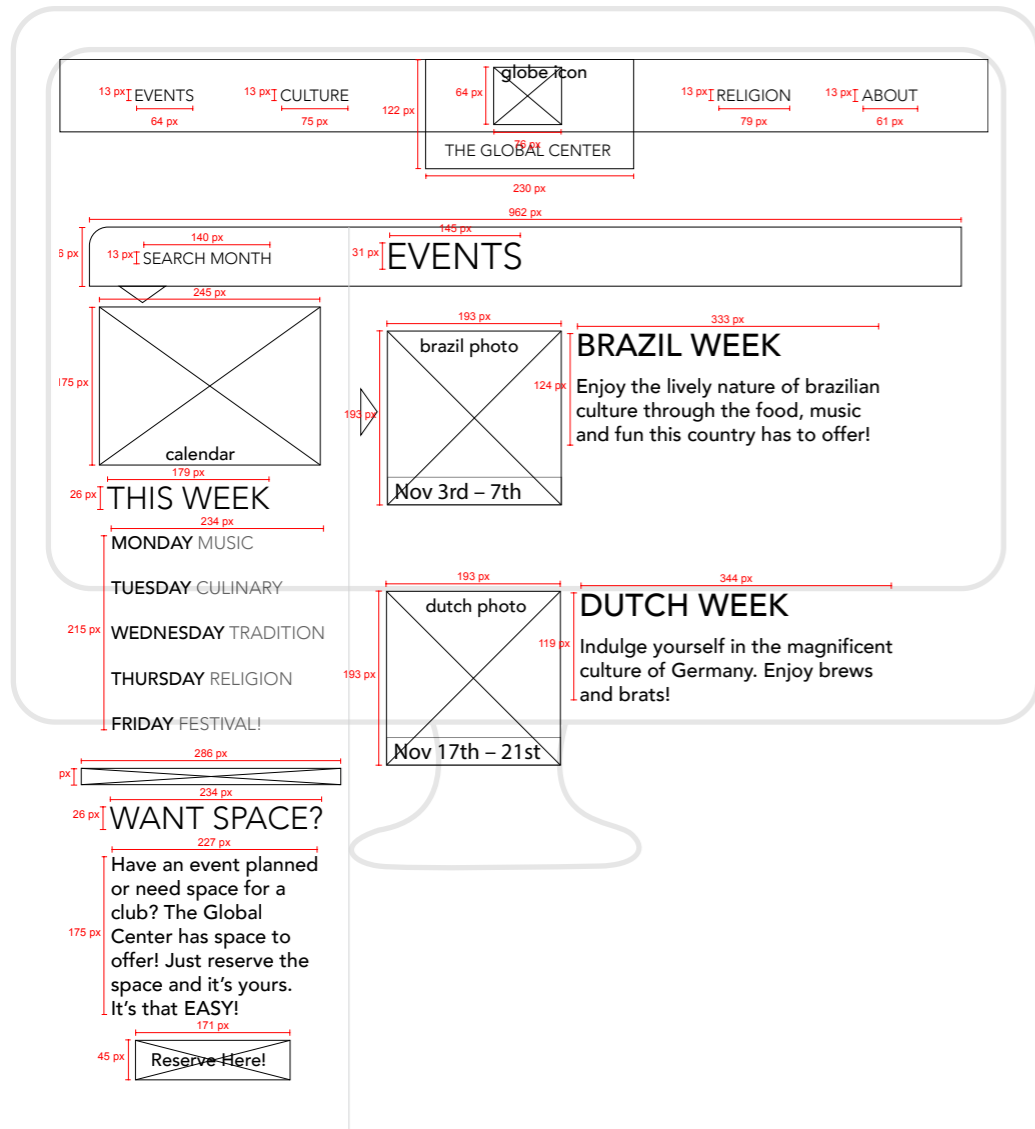
"I want to check out some info about Brazil for this week's upcoming event on Friday!"



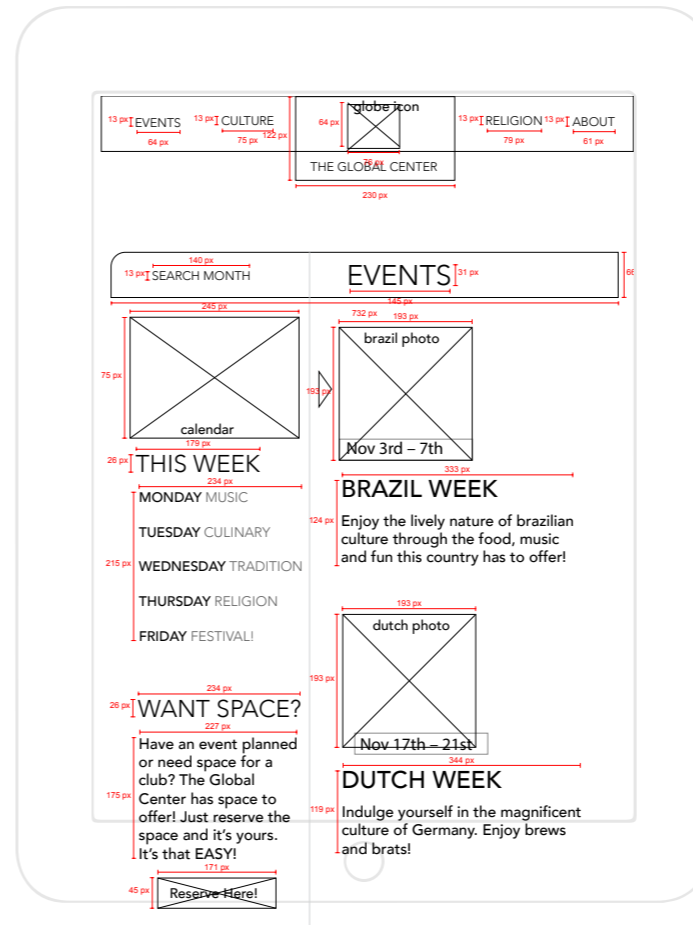
Wireframes/Comps

Sarah's Wireframes

Desktop



Tablet

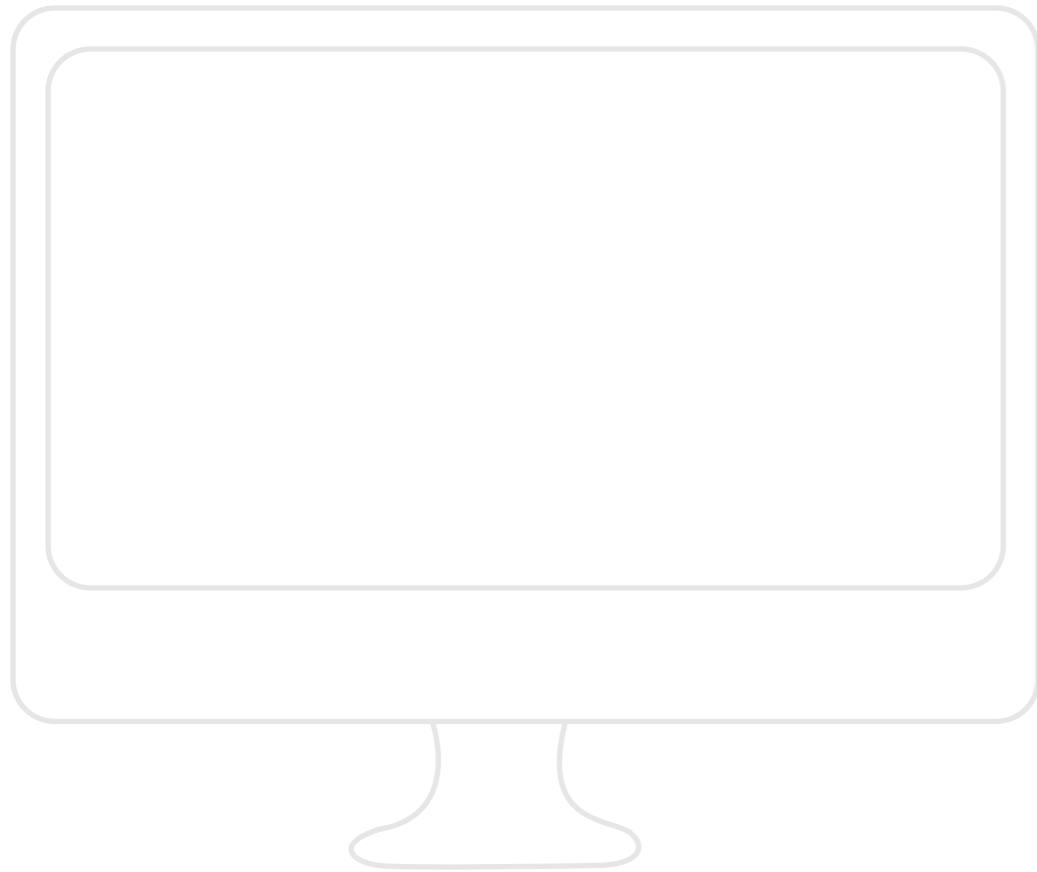


Mobile



Sarah's Comps

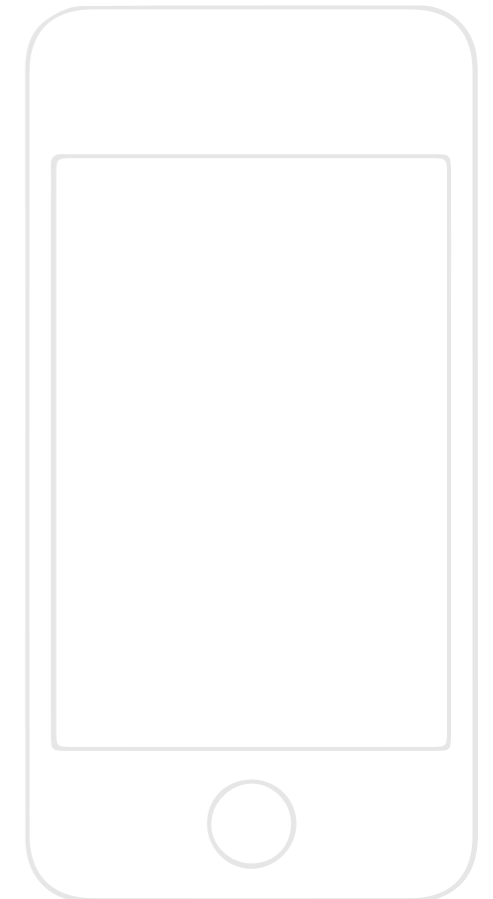
Desktop



Tablet

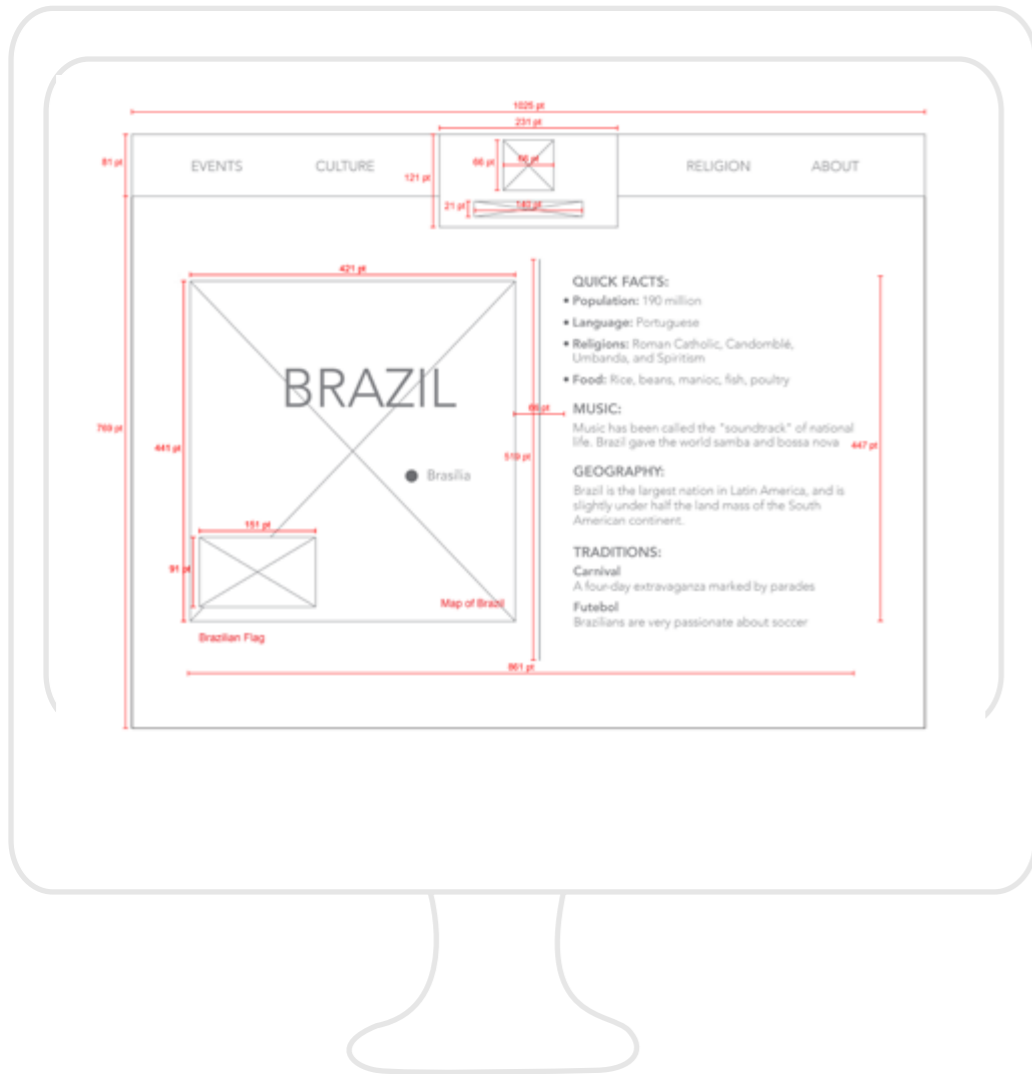


Mobile

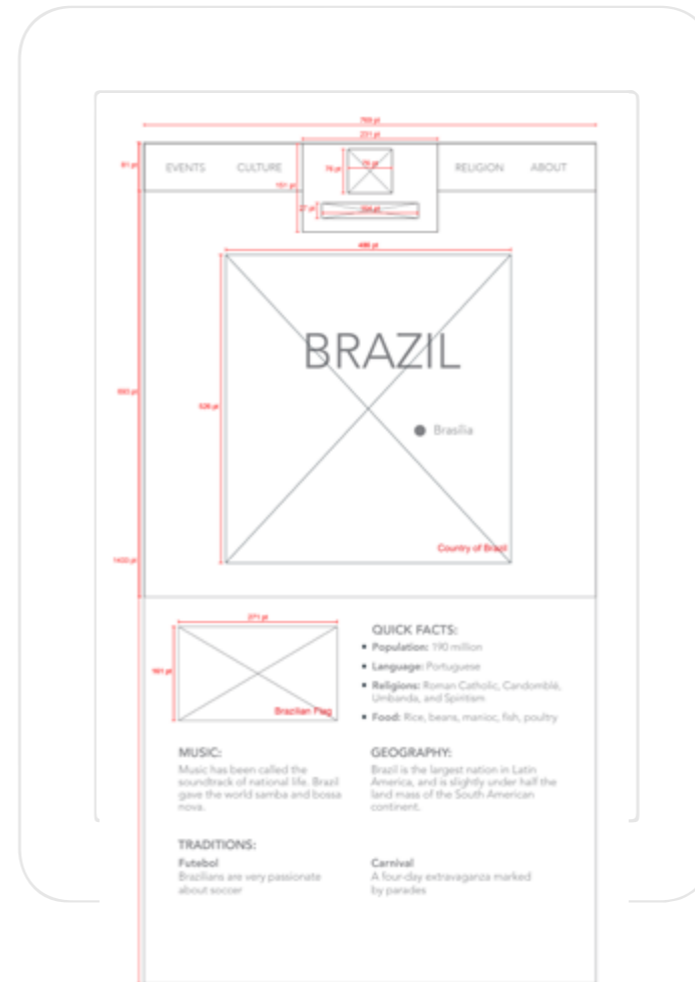


Joe's Wireframes

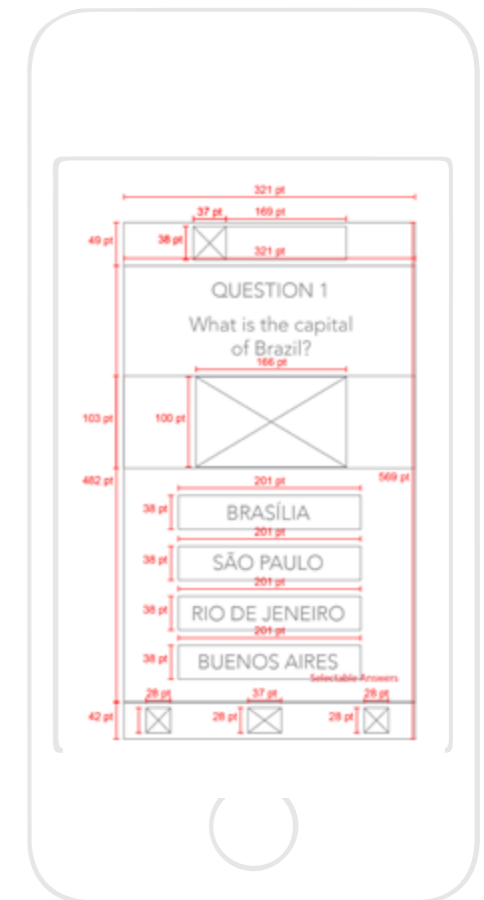
Desktop



Tablet

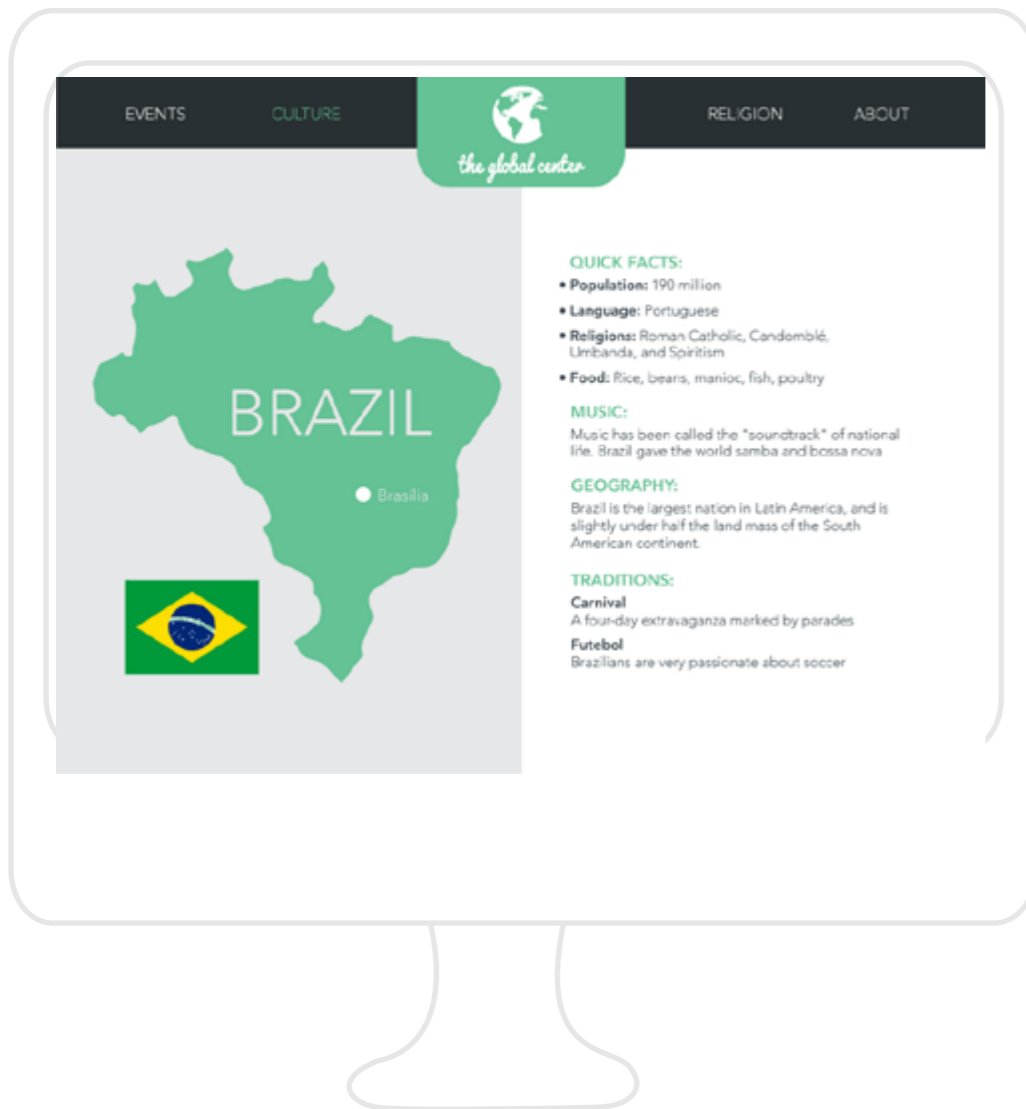


Mobile



Joe's Comps

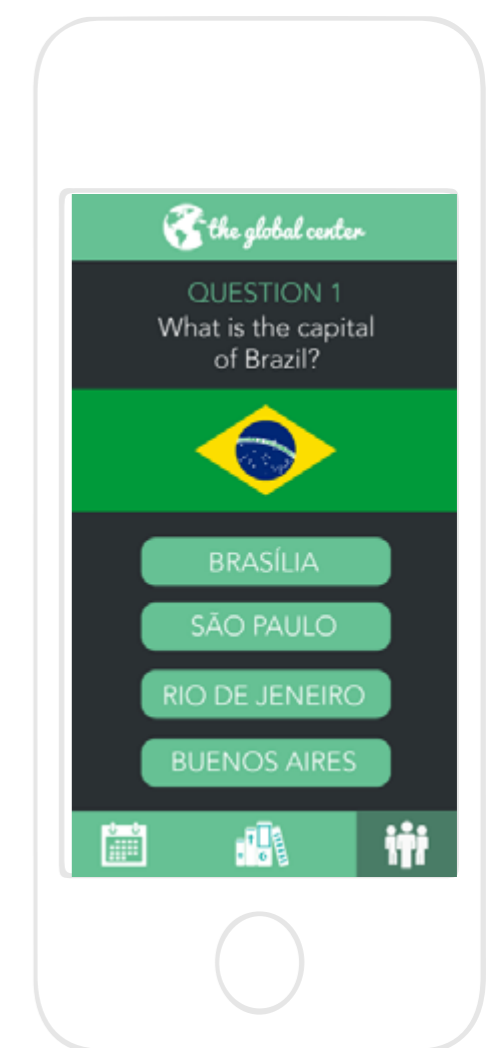
Desktop



Tablet

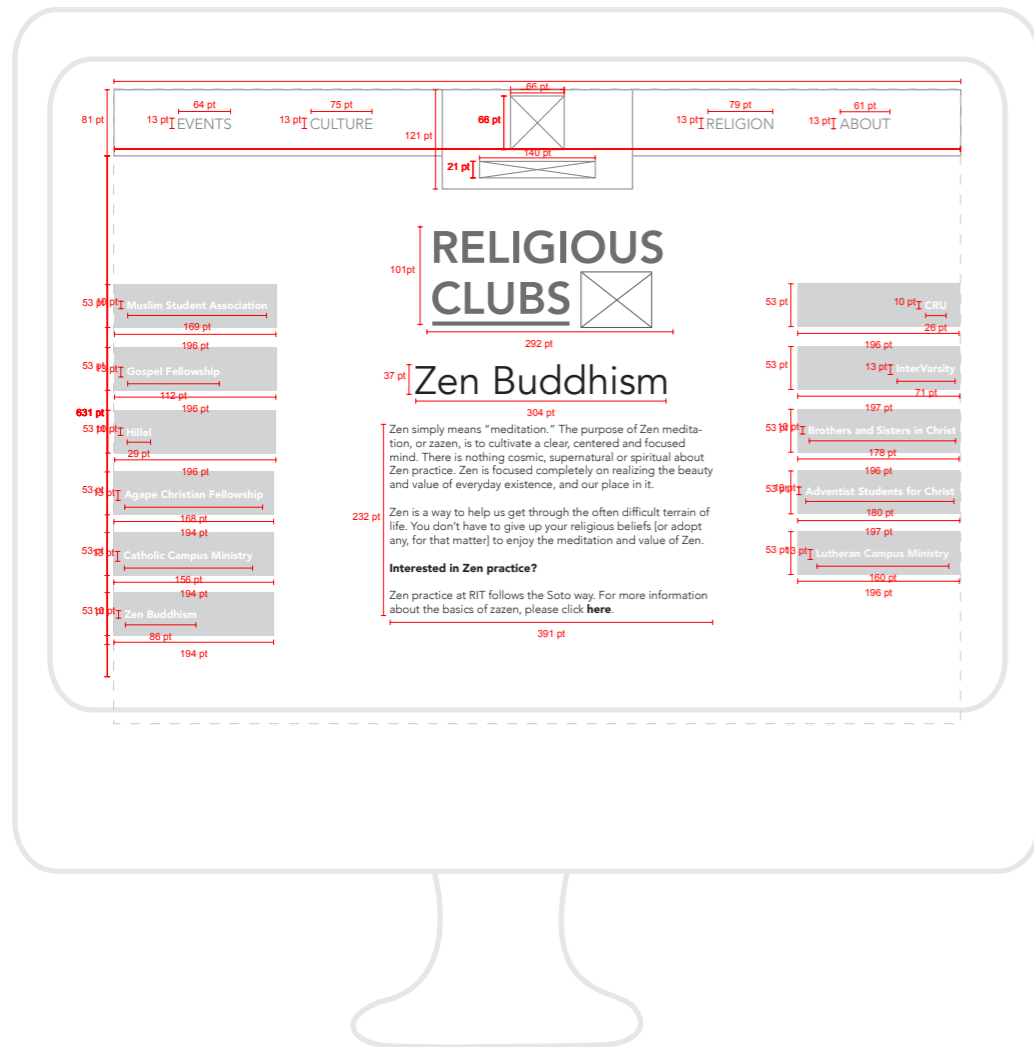


Mobile

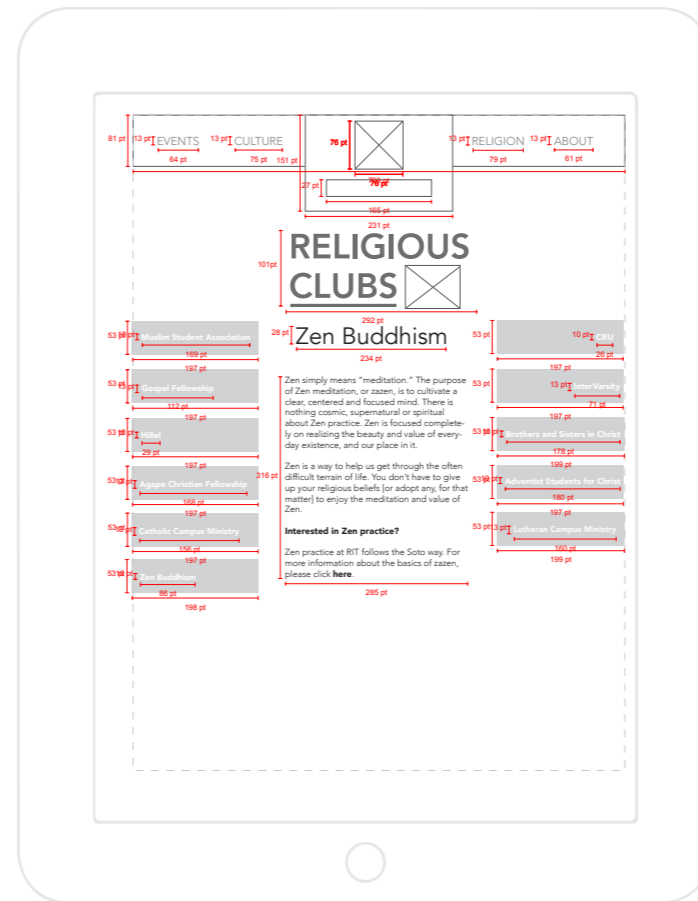


Ricardo's Wireframes

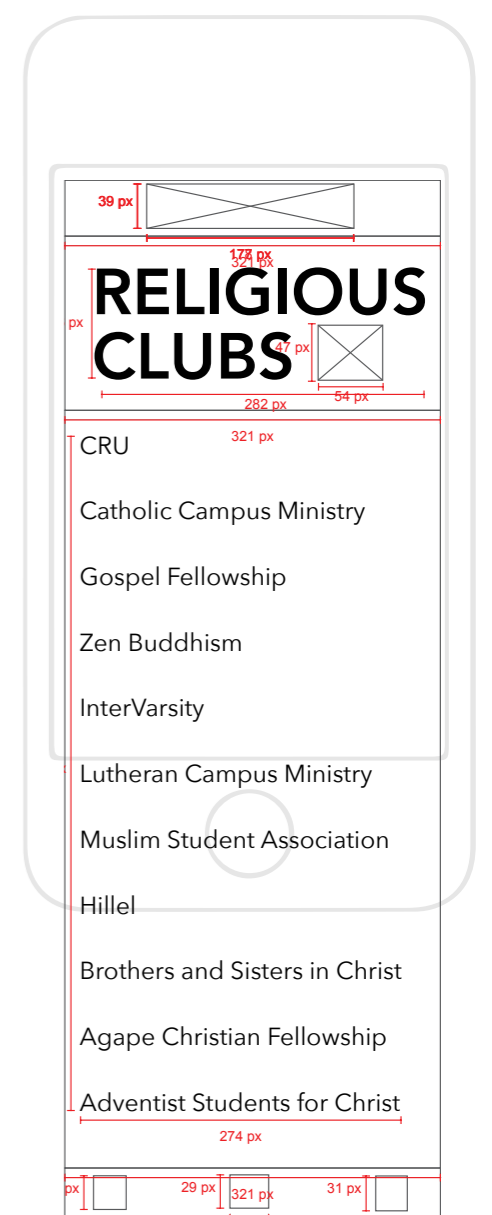
Desktop



Tablet

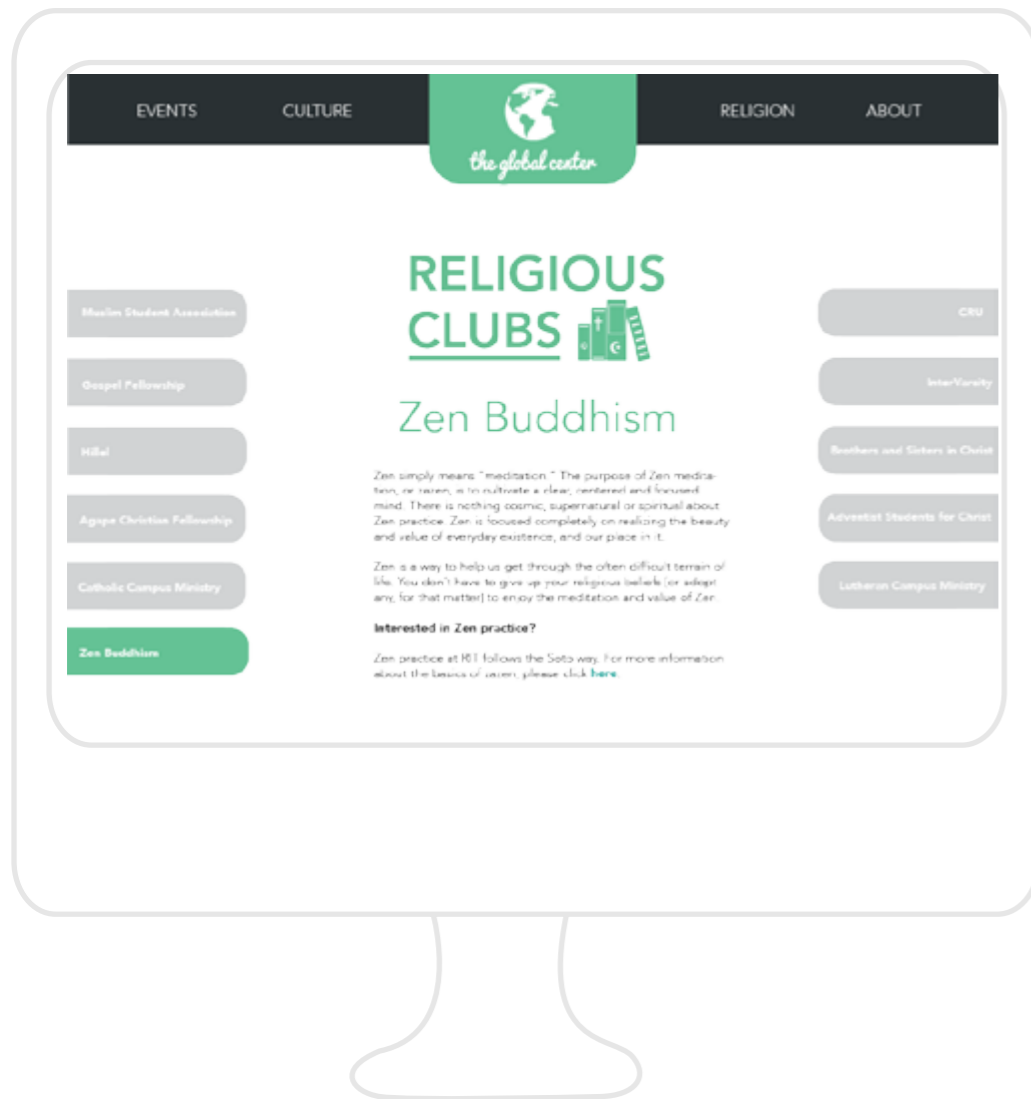


Mobile

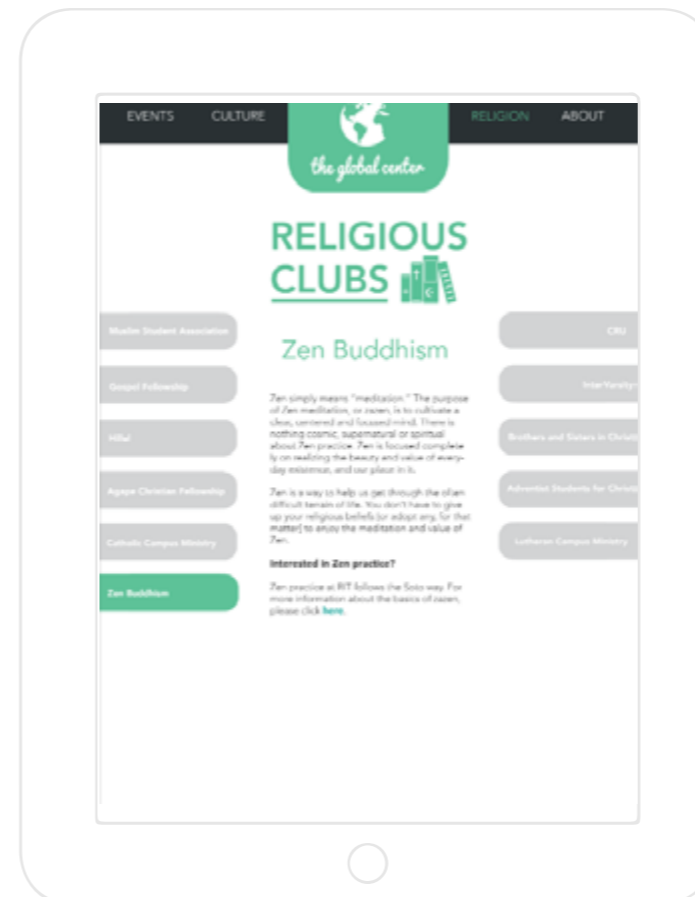


Ricardo's Comps

Desktop



Tablet

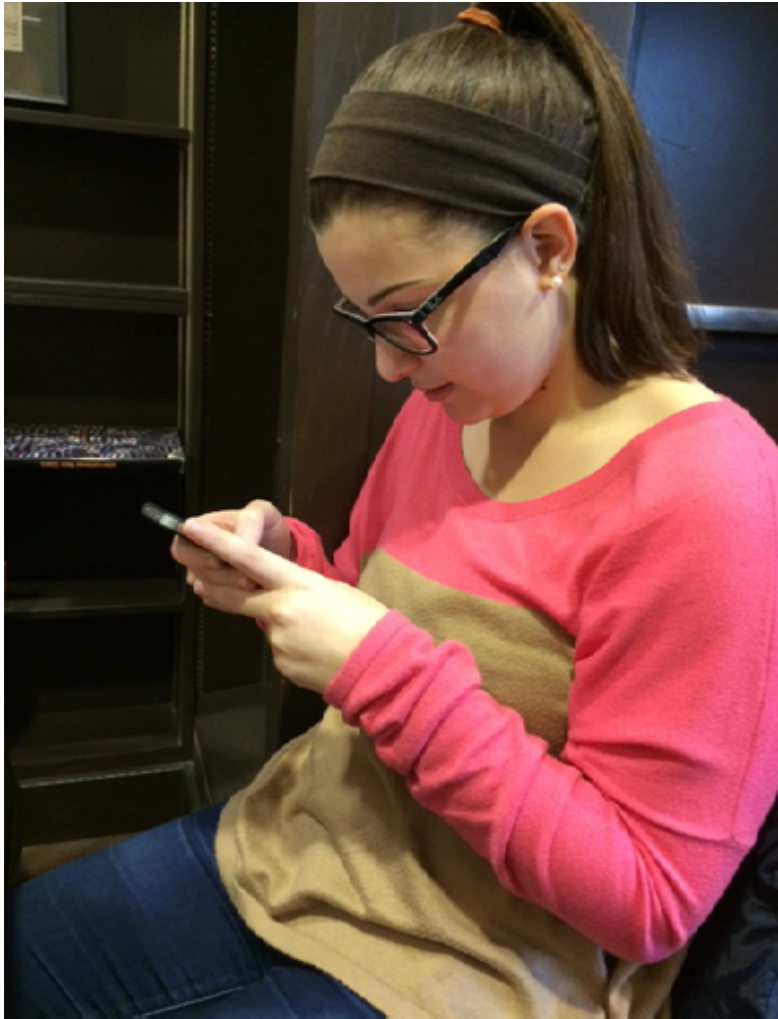


Mobile



User Testing

Kate's User Testing



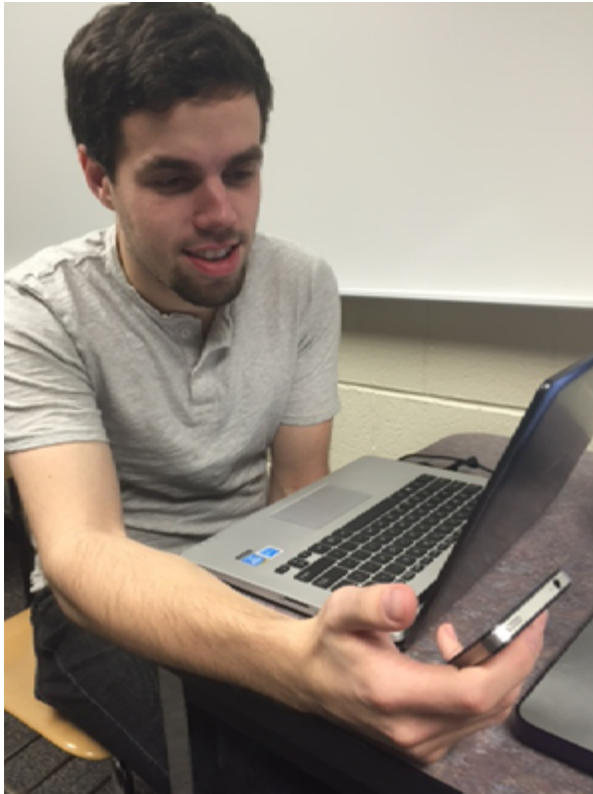
MOBILE

- "Oooh, so pretty!"
- "Wait, why is there only one question? I want to try more!"
- "What does the middle thingamabob mean?"
(Bottom nav icon)
- "Group Specifics at RIT under the Religion?"

DESKTOP

- "Need little arrows to see the next picture on the homepage"
- "What is CRU? It's so spaced out it's not apparent they are all clubs at RIT"
- "Religious clubs at RIT? Or just in life? I think you should add At RIT under the Religions Page"

Tom's User Testing

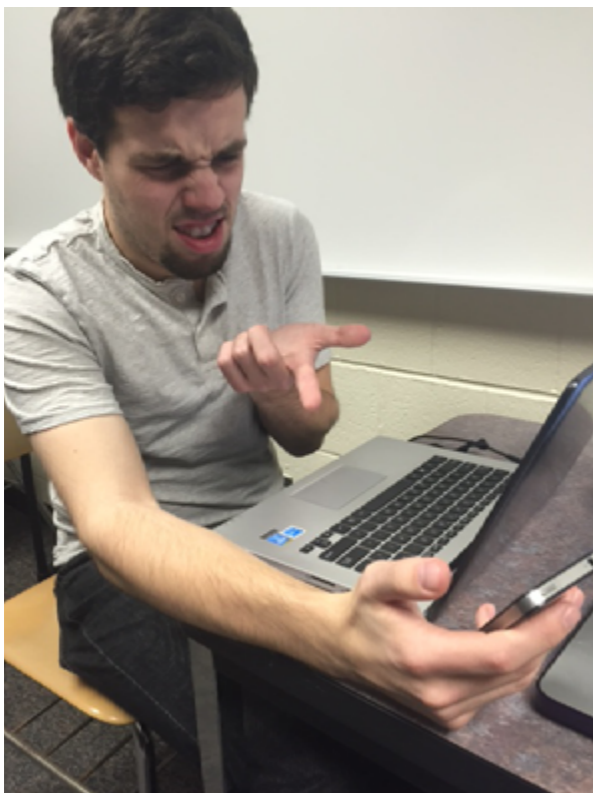


MOBILE

- "Text for nav instead, I have no idea what the symbols mean, Oh wait I figured it out.."
- "Homepage is super nice with set up and layout, though it might be redundant"
- "Add Religious services like mass? Not enough information about RIT Services"

DESKTOP

- "Current culture event under culture section?"
- "Again, Religion page should have clubs and services offered too"
- "Homepage should have a smaller slider and the footer be larger."

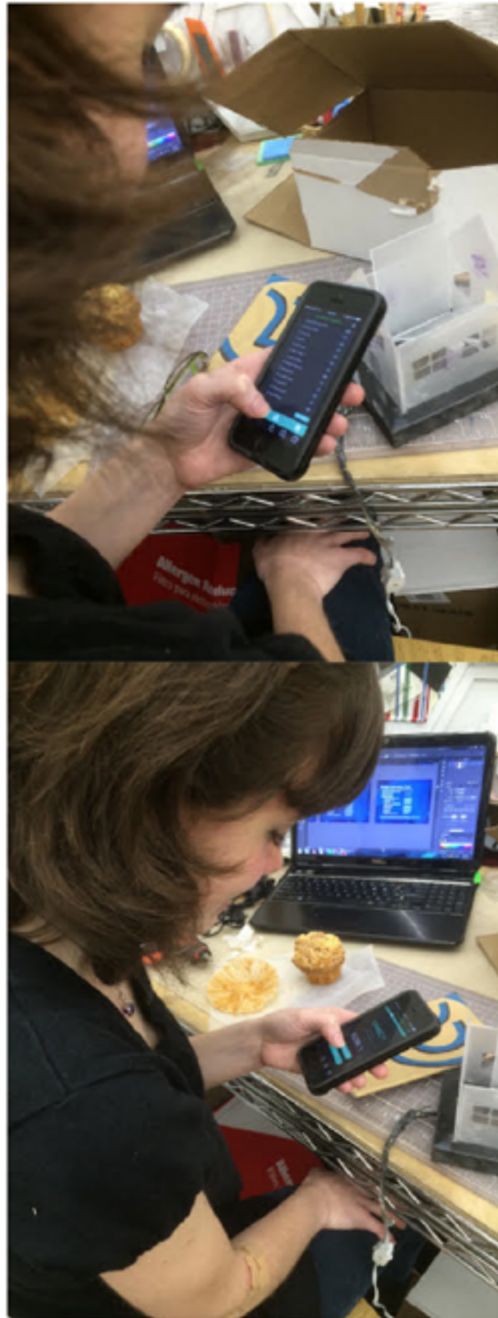


Tristan User Testing



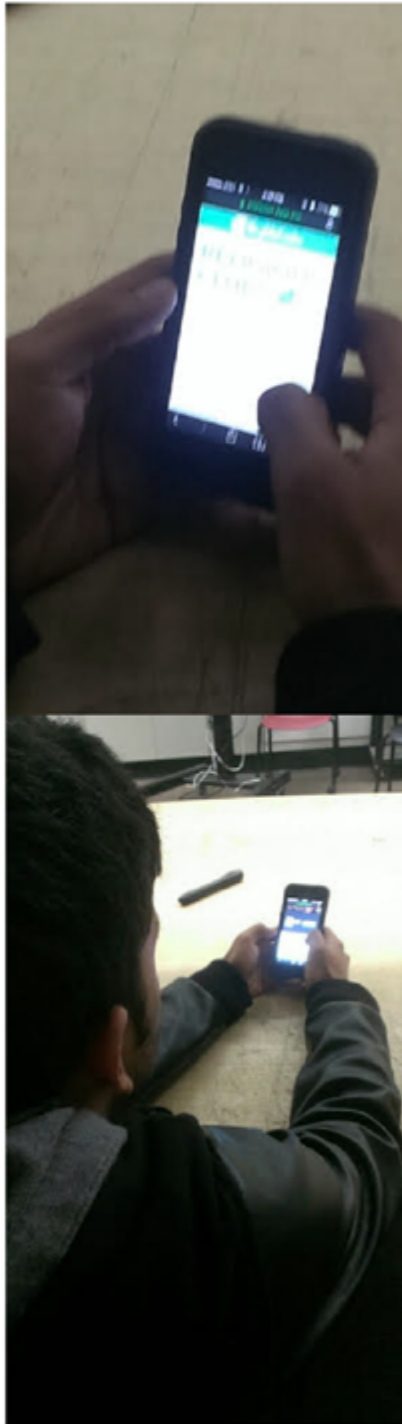
- "Bottom nav needs to be bigger"
- "Buttons should also be bigger"
- "Something is weird with the brazil flag color"
- "Also on the religions page, it is a bit bland"
- "Probably make it more interesting"
- "Wider and larger buttons as well probably. Maybe even centered."
- "Also I dont know what this place is. Maybe a picture of the building or something."

Hannah User Testing



- “Name of the Culture Quis is a bit confusing. Its not really formatted like a quiz.”
- “Events Page is well structured”
- “Religious Page title is huge!”
- “There should probably be an order to the religious clubs like alphabetical or something.”

Vedant User Testing



- “Probably get rid of the shadows of the buttons on the mobile page. I can only see them on the white page but nothing else.”
- “Hard to see anyway”
- “The “here” link on the religions page is a different color”
- “Also the religions page is a bit plain, maybe spice it up a bit.”
- “Identify what CRU is. Idk what it means.”
- “Events on mobile, maybe include dates for the weeks.”
- “Religion return button is too small and unlike all the other stuff. Plz change.”

InVision

Link To InVision

<https://projects.invisionapp.com/d/main#/console/2054855/46060155/preview>

<https://projects.invisionapp.com/d/main#/console/2066317/46021437/preview>

<https://projects.invisionapp.com/d/main#/console/2002708/46036994/preview>