

## **Sherman Finch**

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Mobile: 281-733-6738

# **Student Work**

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# **UX / UI**

## **Research & Design Projects**

- Vertical Studio: UX Research & Strategy
- Vertical Studio: Mobile Design / Development
- Graphic Design III: Study in Micro interactions
- UX Strategy: Wireframes - low & high level fidelity



### Nicholas Bishop: age 31

Nicholas is new to the Bridgeland community and just started teaching at Bridgeland High School. He loves checking out the newest hangout spots for teachers. He wants a modern and welcoming coffee shop he can rely on, and is willing to pay extra for some good coffee. He's fairly observant and inquisitive, and wants to learn more about all of the contraptions he sees that are used to brew craft coffee.

### Looking For:

- Quality coffee
- Learning experience
- Community



**Name:** Nicholas Bishop

**Age:** 31

**Marital Status:** Single

**Profession:** Teacher

**Education:** Bachelor's Degree in Education

**Location:** Cypress, TX

Organized

Adventurous

Inquisitive

Creative

**Bio:** Nicholas is new to the Bridgeland community and just started teaching at Bridgeland High School. He loves checking out the newest hangout spots for teachers. He wants a modern and welcoming coffee shop he can rely on, and is willing to pay extra for some good coffee. He's fairly observant and inquisitive, and wants to learn more about all of the contraptions he sees that are used to brew craft coffee.

### Goals

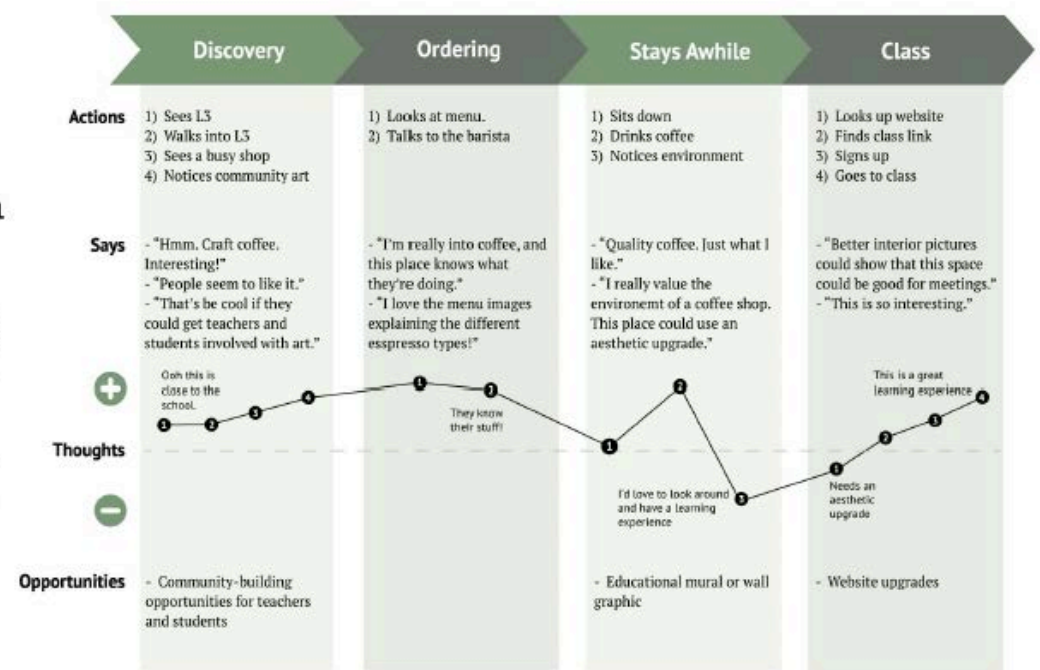
- To buy quality tasting coffee
- To learn new brewing techniques
- Find a personalized drink for him

### Frustrations

- Can't find quality made/tasting coffee
- Can't make gourmet coffee at home
- Doesn't know what specific drink he likes/Orders the same every time

### Motivations

- The quality of his cup of coffee
- The learning opportunities about coffee
- Loyalties/Rewards for teachers

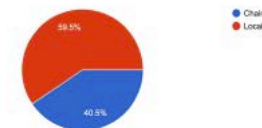


## USER RESEARCH

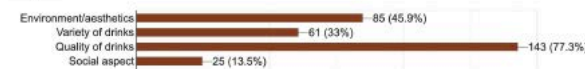
-Google questionnaire sent out through Facebook, family, and friends

- 185 responses
- Wide range of ages

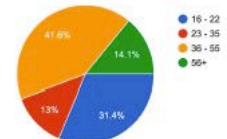
Do you prefer chain coffee shops (example: Starbucks, Dunkin Donuts, etc), or more locally owned coffee shops?  
185 responses



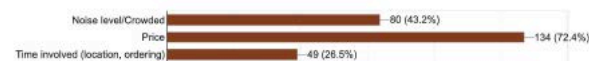
What do you value most about coffee shops? (Check all that apply)  
185 responses







What is your age?  
185 responses

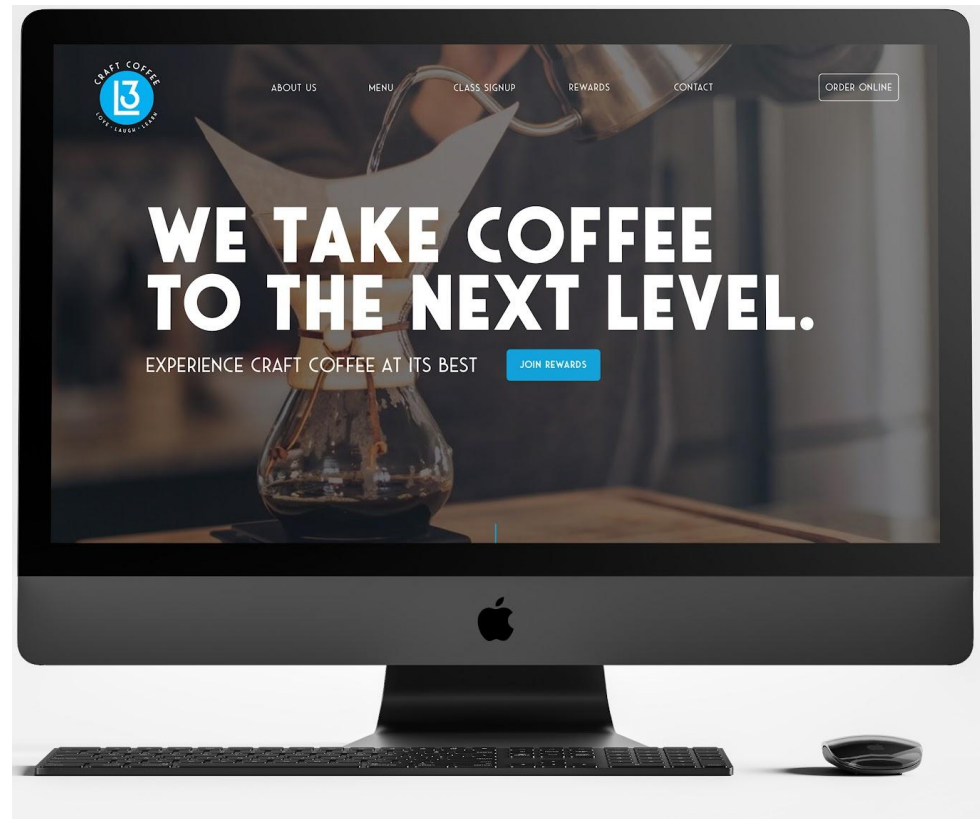


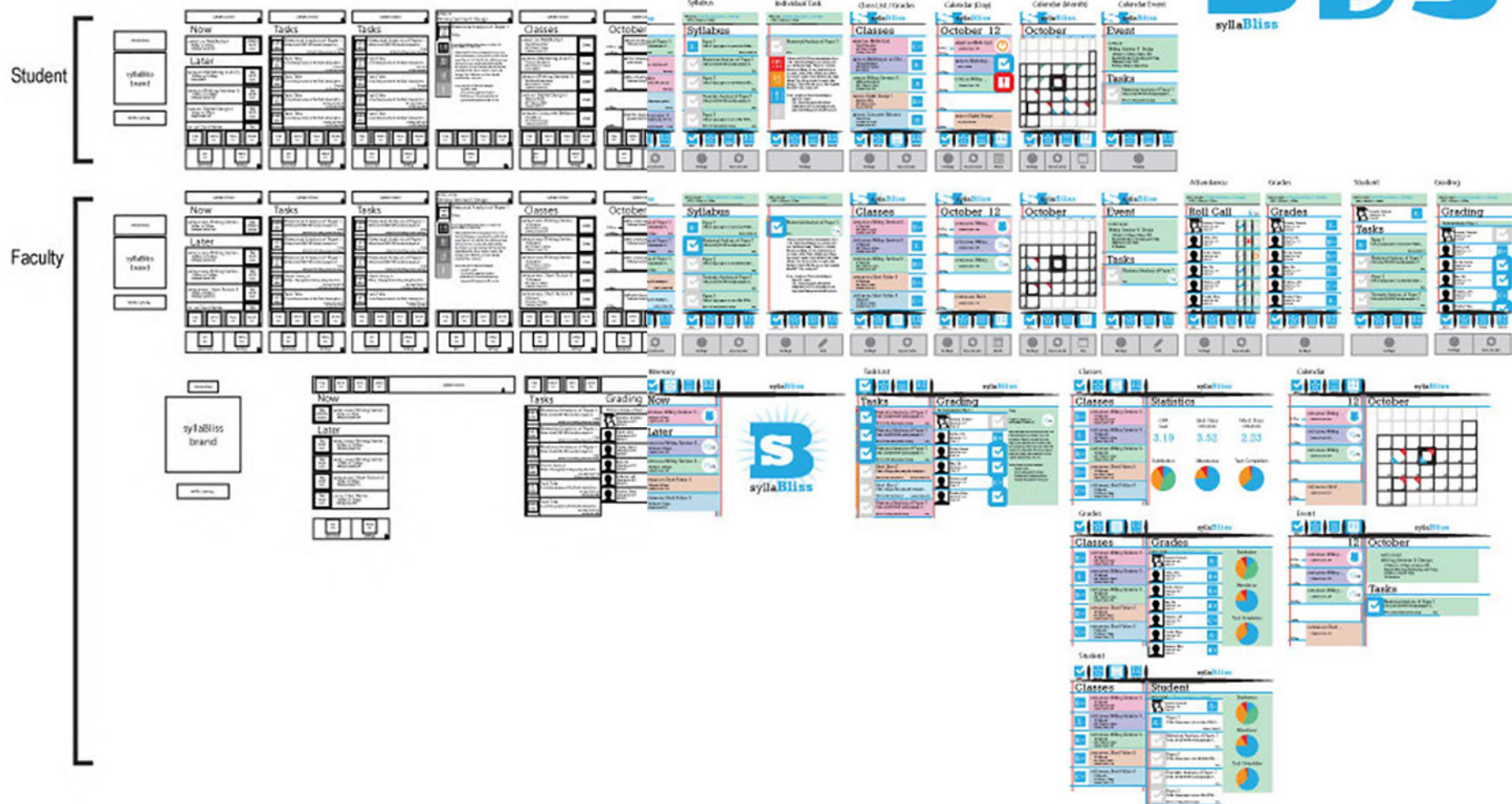
What do you dislike about coffee shops? (Check all that apply)  
185 responses



COMPANY				
	DIRECT COMPETITOR	DIRECT COMPETITOR	INDIRECT COMPETITOR	INDIRECT COMPETITOR
STRENGTH	<ul style="list-style-type: none"> <li>Makes coffee for a purpose (invests in coffee farming villages to provide living wages, education, healthcare, and clean water)</li> <li>Makes it clear that supporting them will support others</li> </ul>	<ul style="list-style-type: none"> <li>Focus is on spreading education and creating career opportunities for beginners and professionals in the coffee industry and the craft of coffee in their shop</li> </ul>	<ul style="list-style-type: none"> <li>Focused on the experience of craft coffee - multi-sensory</li> <li>Gives origin of their beans on website</li> <li>Offers free brewing guide PDFs for different brewing methods</li> </ul>	<ul style="list-style-type: none"> <li>Home and office delivery</li> <li>Catering bars</li> <li>One of a kind - not a chain</li> <li>Offer a drive thru</li> <li>Create custom cakes</li> </ul>
WEAKNESS	<ul style="list-style-type: none"> <li>Doesn't provide classes on craft coffee</li> <li>Because of the multiple locations, not as local and specific to nearby community</li> </ul>	<ul style="list-style-type: none"> <li>Classes aren't very affordable and are in long sessions</li> </ul>	<ul style="list-style-type: none"> <li>International level; not local</li> </ul>	<ul style="list-style-type: none"> <li>Doesn't clearly communicate value proposition</li> <li>Does not focus on specialty craft coffee</li> <li>Does not offer classes on craft coffee</li> </ul>
OPPORTUNITY	<ul style="list-style-type: none"> <li>Offer classes on craft coffee</li> </ul>	<ul style="list-style-type: none"> <li>Shorter (more concise) versions of classes that are cheaper</li> </ul>	<ul style="list-style-type: none"> <li>Selling their beans online</li> </ul>	<ul style="list-style-type: none"> <li>Emphasize quality of their specialty coffee</li> </ul>
THREAT	<ul style="list-style-type: none"> <li>Offers free PDF knowledge on making craft coffee at home</li> <li>Offers coffee subscriptions that get delivered to you</li> <li>Same target audience with somewhat of a similar value proposition               <ul style="list-style-type: none"> <li>11 minutes away from L3 Craft Coffee</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Offer different types of classes -professional to recreational (beginner, cupping, origin/brewing methods, coffee entrepreneurship)</li> <li>Same value proposition</li> <li>Many more brewing methods offered</li> </ul>	<ul style="list-style-type: none"> <li>Same value proposition</li> <li>Offers free brewing guide PDFs for different brewing methods</li> </ul>	<ul style="list-style-type: none"> <li>Same target audience               <ul style="list-style-type: none"> <li>10 minutes away from L3 Craft Coffee</li> </ul> </li> <li>Host events aimed at the community (Teacher Tuesdays save 50%, Marketing Mondays for business owners, etc)</li> <li>Open earlier in the day (5 am)</li> </ul>







# UX Research

## Melissa Collins



### Bio

Rebecca is an energy CFO that travels 12-14 times per month for work. She travels between the mid-metropolis Texas cities of Houston and Dallas. She is frustrated and disenchanted by the long commute she must make between the cities as it takes a significant amount of time away from her family. She is hoping for a commute solution that is as efficient with time as she is.

### Personality



AGE 34  
OCCUPATION CFO  
STATUS Married  
LOCATION Houston, TX  
TIER Super-Commuter  
ARCHETYPE The Nullifier

Organized Practical  
Protective Focused

### Goals

- To spend less time commuting
- Maximize efficiency to increase free time at home
- To be able to work during her commute

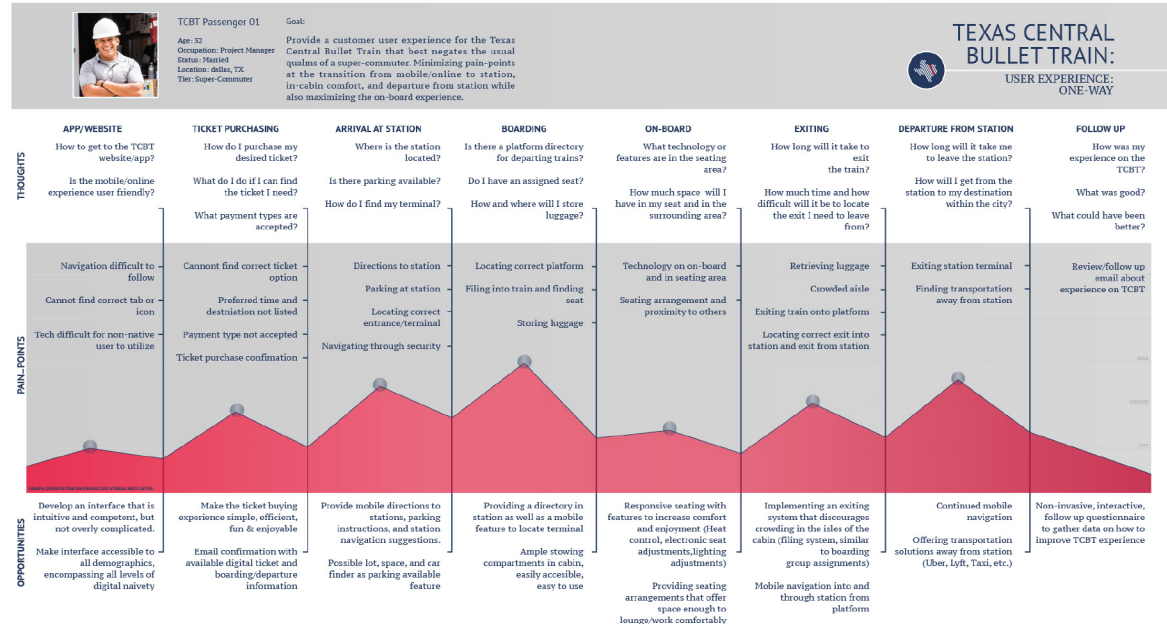
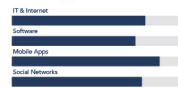
### Frustrations

- Too much time spent commuting
- Significant time away from home
- No practical alternatives

### Motivations



### Technology



## Client: Texas Central

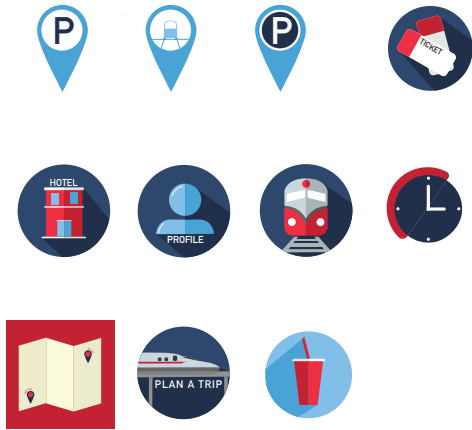
One team working directly with the Texas Bullet Train to do UX-based research and Systems Design. As part of this project, students are studying the ticketing and in-train entertainment system.



UX UI Research - System Design  
**UX UI Vertical Studio**  
 Fall 2018



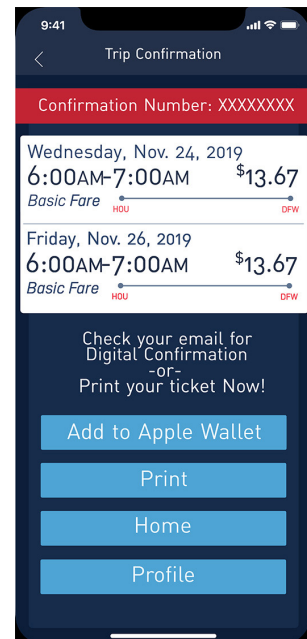
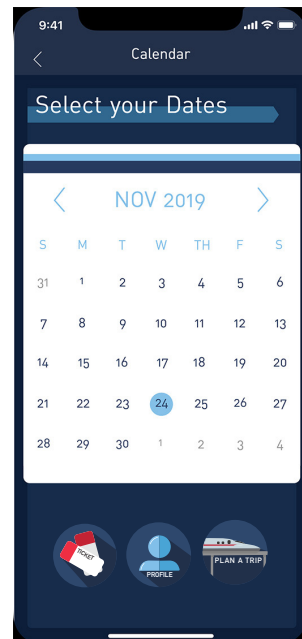
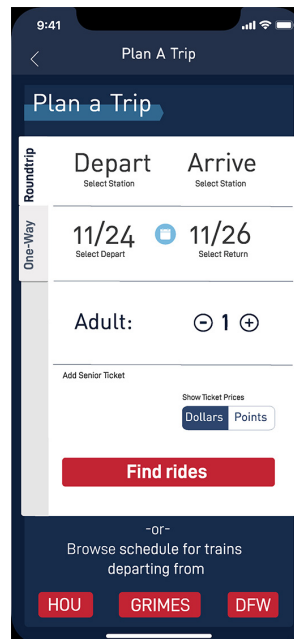
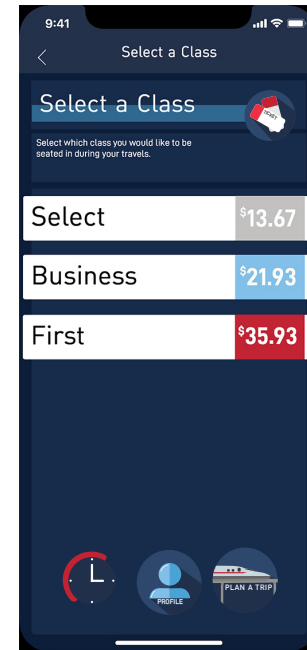
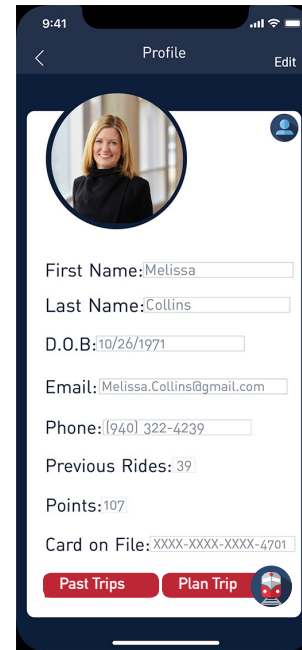
# UX Research & UI Design



## Client: Texas Central

One team working directly with the Texas Bullet Train to do UX-based research and Systems Design. As part of this project, students are studying the ticketing and in-train entertainment system.

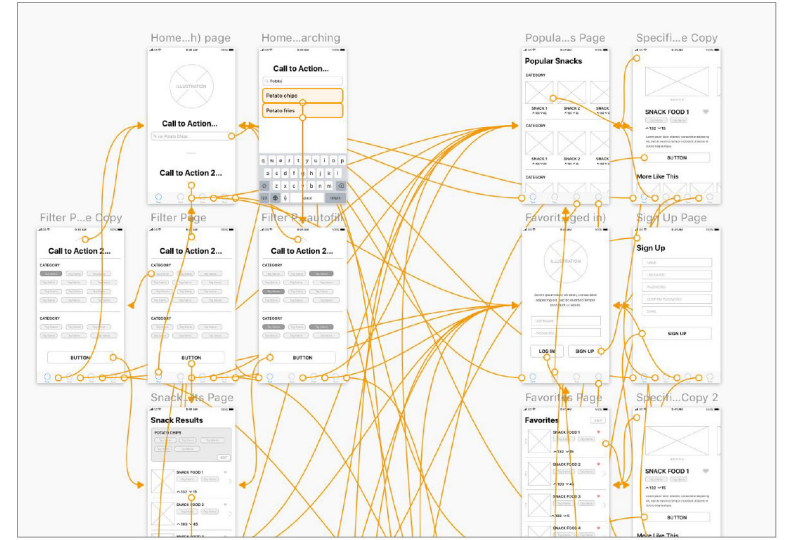
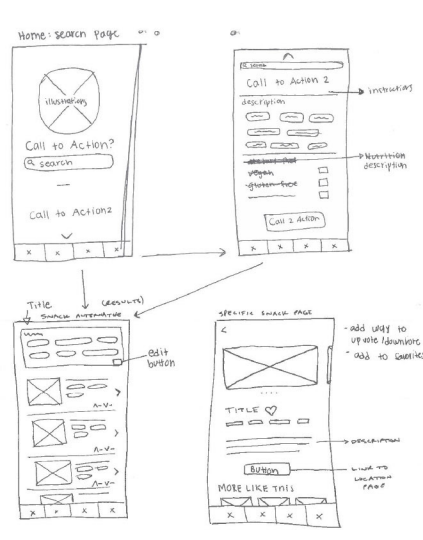
UX UI Research - System Design  
**UX UI Vertical Studio**  
Fall 2018



Logo

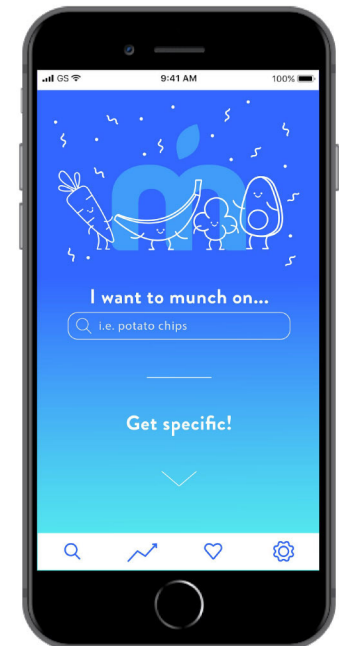
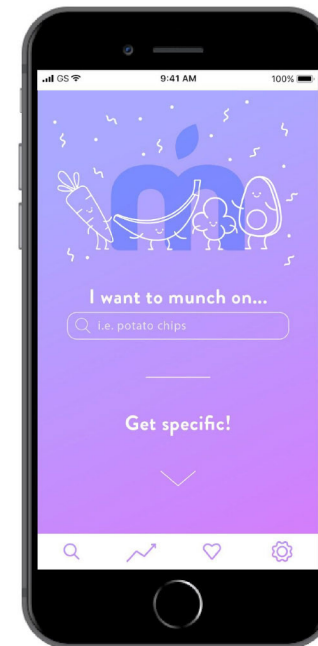


## Prototype



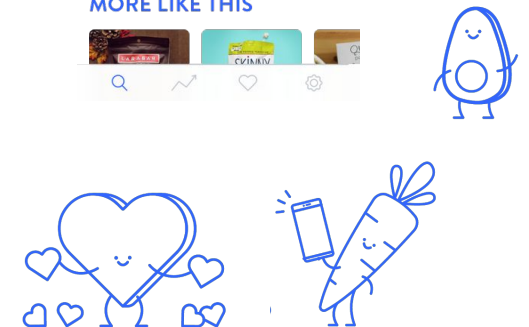
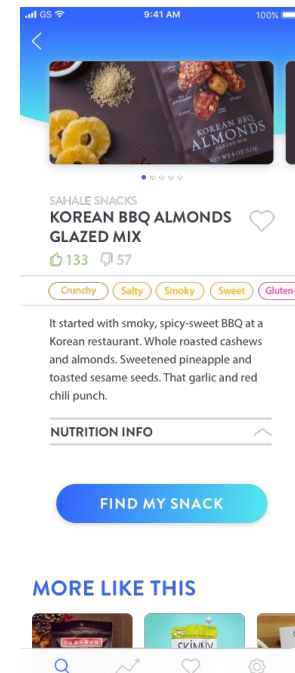
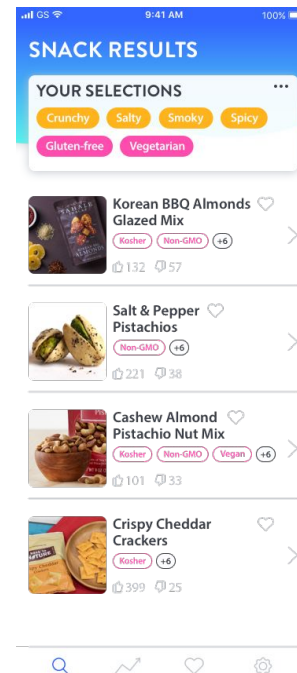
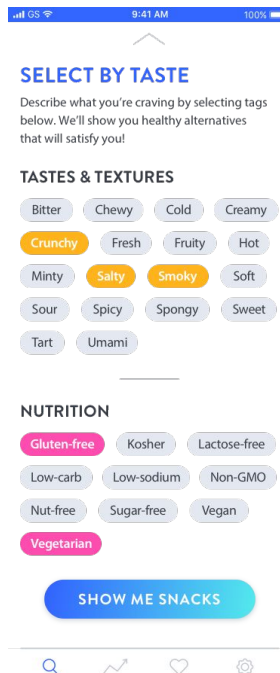
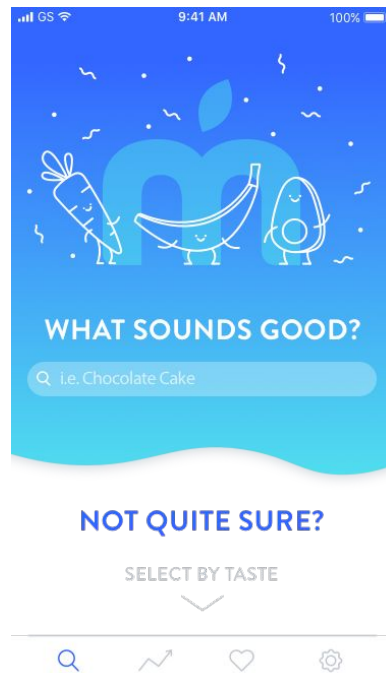
## Design

TYPE: **Brandon Grotesque**  
**HEADER**  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
 Myriad Pro  
**BODY**  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



# munch

DISCOVER A BETTER SNACK

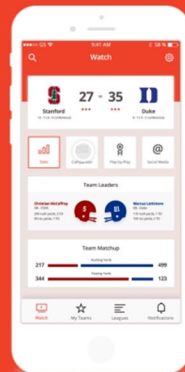




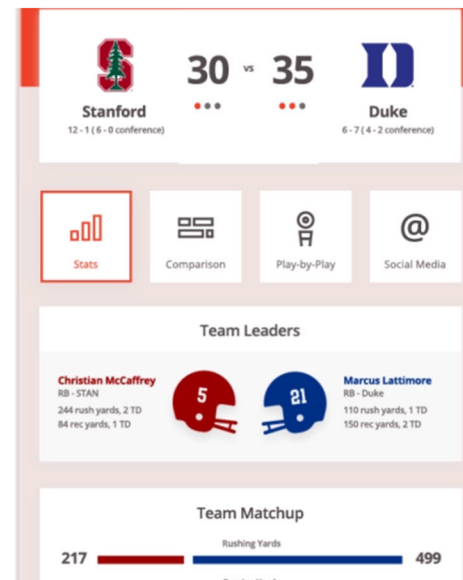
## Revamped Tracking Page

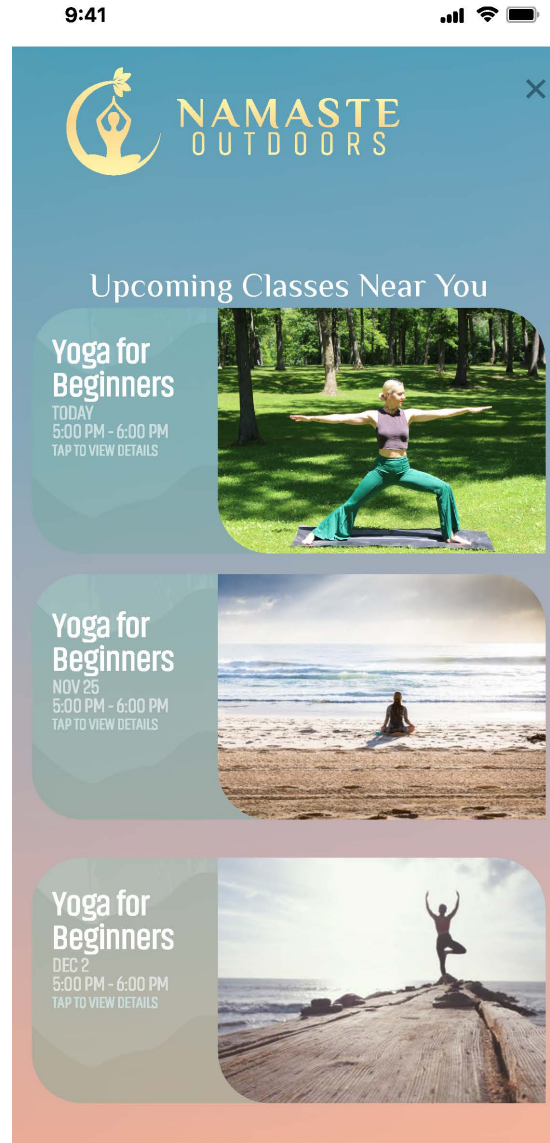
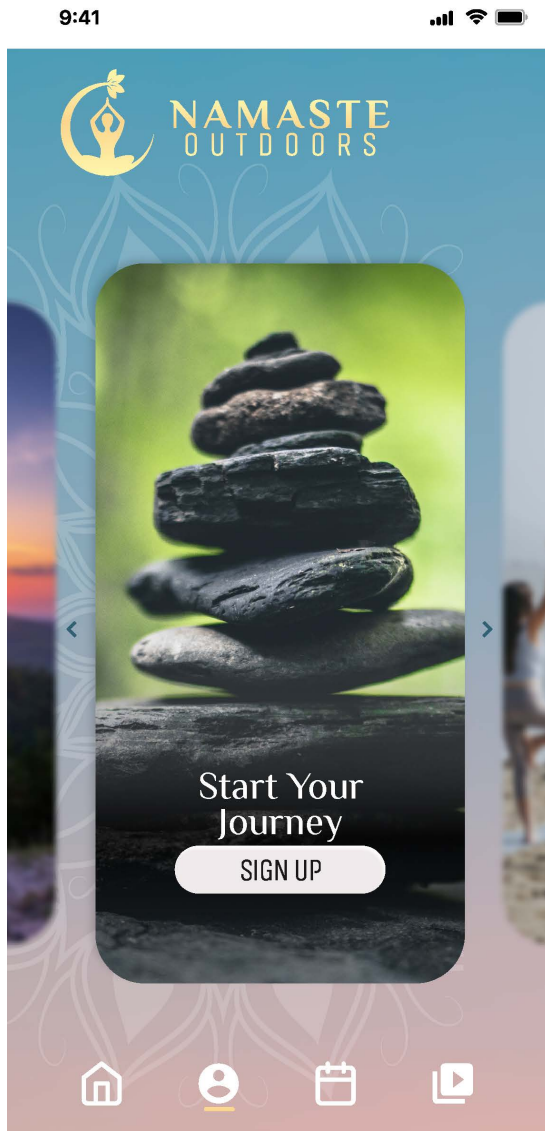


## Introducing: Clipboard Watch



Microinteraction Study  
**Mobile Design**  
Spring 2017







## **Sherman Finch**

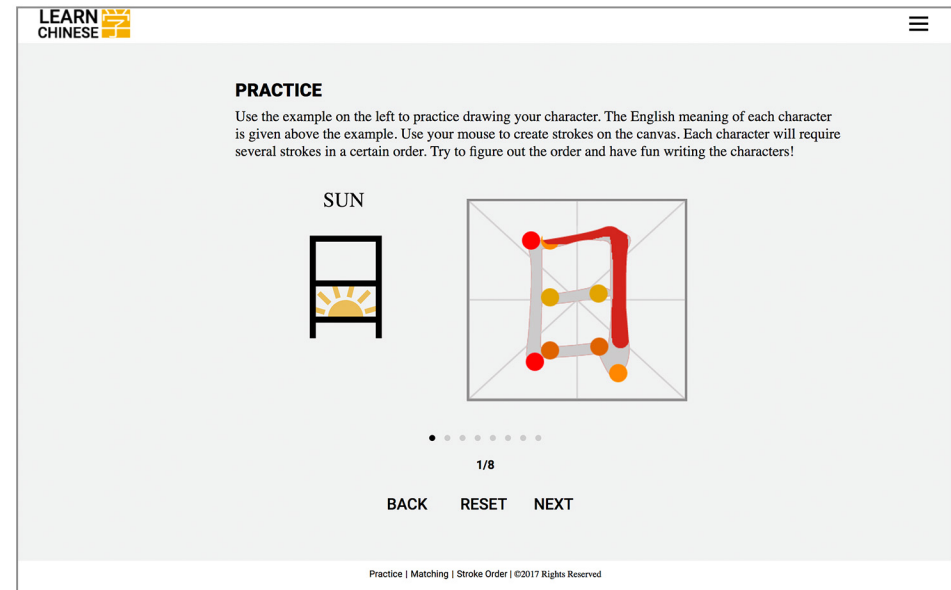
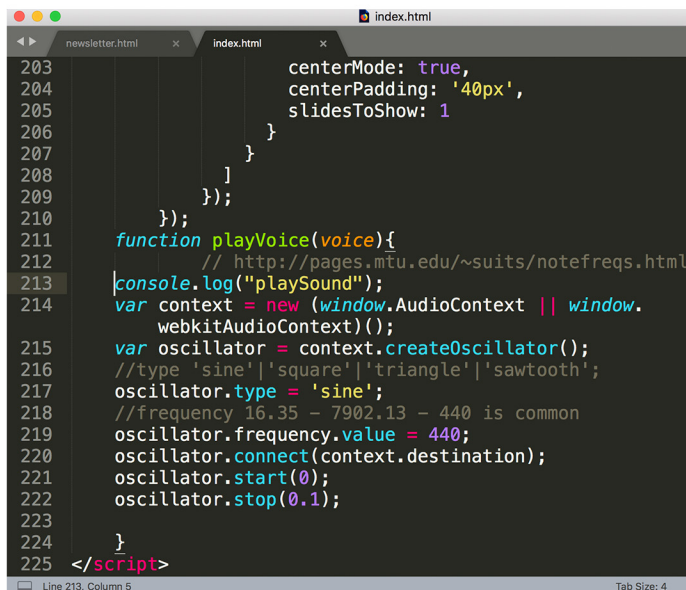
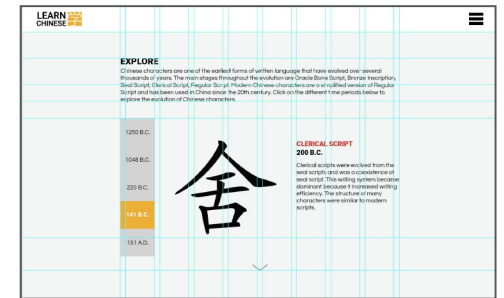
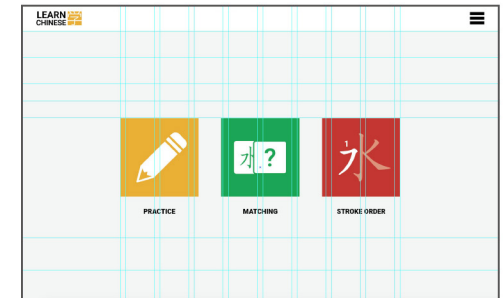
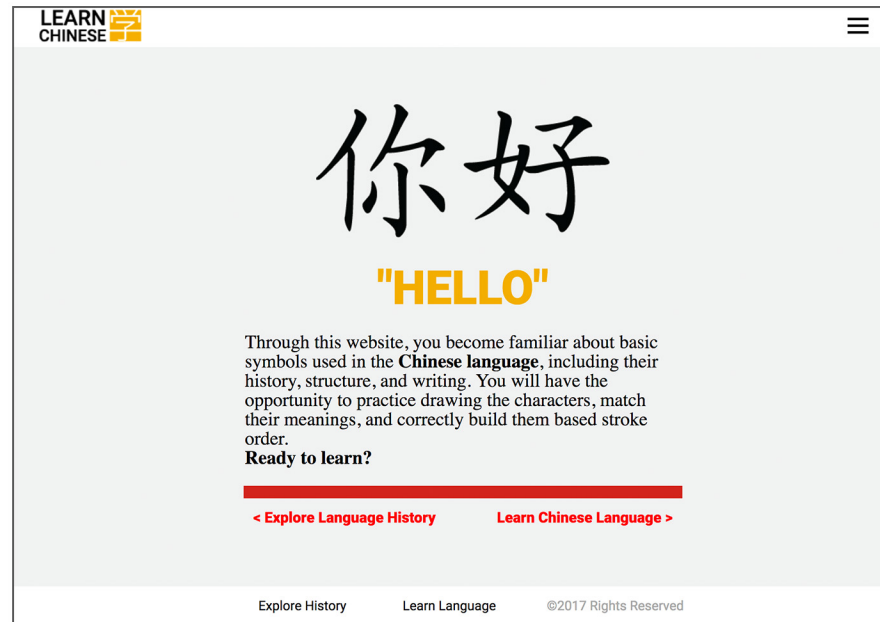
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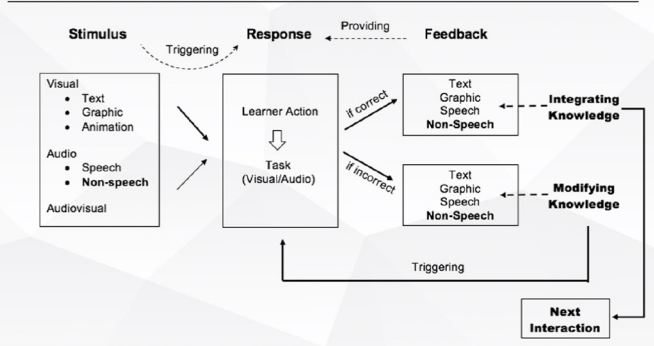
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# **Grad Thesis / Senior Capstone Graduate**

- Interdisciplinary Research PhD, Co-chair
- App Design / Dev: MS Thesis
- Mobile App Design / Dev: MS Thesis
- Interdisciplinary Research: MS Thesis
- Touch Screen & Web: MS Thesis
- Motion Design: Senior Capstone



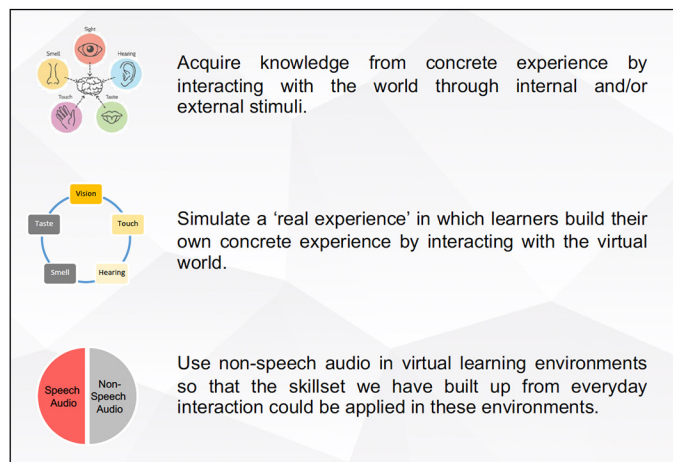
The importance of non-speech audio is viewed from the interaction perspective which is grounded in experiential learning theory, learner-environment interactivity, and stimulus-response theory.



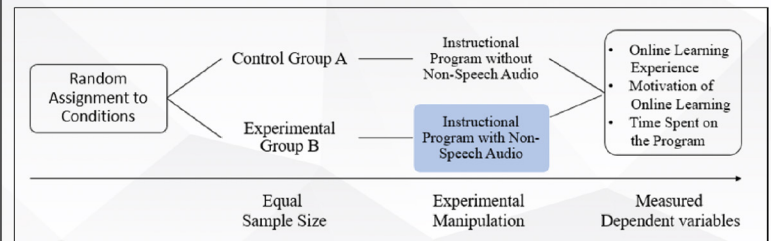
	Control			Experimental		
	N	M	SD	N	M	SD
<b>Learner Motivation</b>						
Visual	28	40.07	9.10	31	45.32	5.22
Audio	7	32.43	13.59	12	47.92	7.50
Kinesthetic	16	41.50	8.31	14	47.29	7.62
Multi Selection	19	40.26	9.70	13	46.31	6.90
Total	70	39.69	9.71	70	46.34	7.19

	Control			Experimental		
	N	M	SD	N	M	SD
<b>Online Learning Experience</b>						
Visual	28	140.71	22.42	31	155.68	20.70
Audio	7	133.86	27.84	12	149.42	21.84
Kinesthetic	16	154.88	25.71	14	159.71	17.59
Multi Selection	19	157.26	20.59	13	161.92	22.33
Total	70	147.76	24.39	70	156.57	20.59

	Control			Experimental		
	N	M	SD	N	M	SD
<b>Time Spent on the Program</b>						
Visual	28	587.82	209.76	31	652.87	281.08
Audio	7	569.29	162.81	12	658.00	354.48
Kinesthetic	16	556.50	131.57	14	606.07	257.01
Multi Selection	19	586.58	202.79	13	608.31	373.28
Total	70	578.47	191.57	70	636.11	302.65

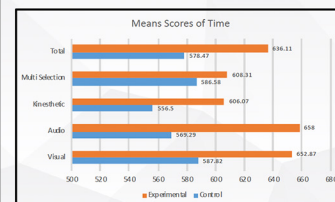


A quantitative research method was selected as the most suitable method to address the research questions.



### H3<sub>0</sub>: Main Effect - Time Spent

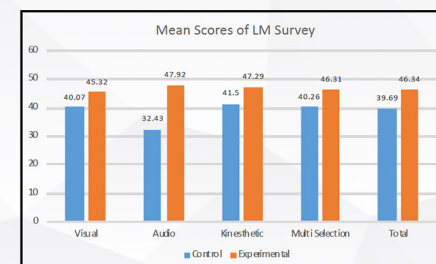
There is no statistically significant difference on the amount of time spent on the program between the two groups.



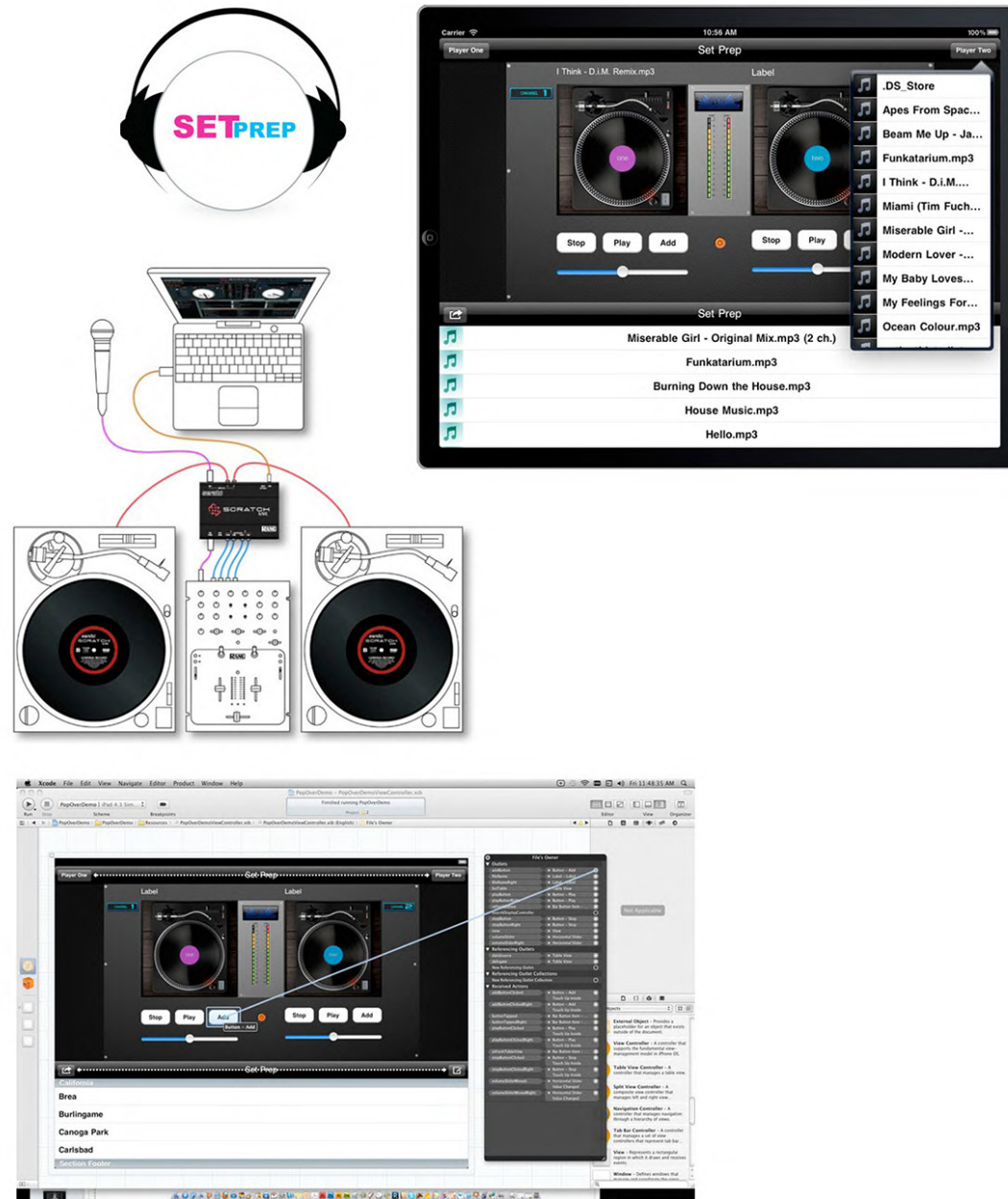
- $F = .852$ ,  $\eta^2 = .007$ , and  $p = .358$
- Failed to reject  $H_{30}$

### H1<sub>0</sub>: Main Effect - Learner Motivation

There is statistically significant difference on the learner motivation between the two groups.



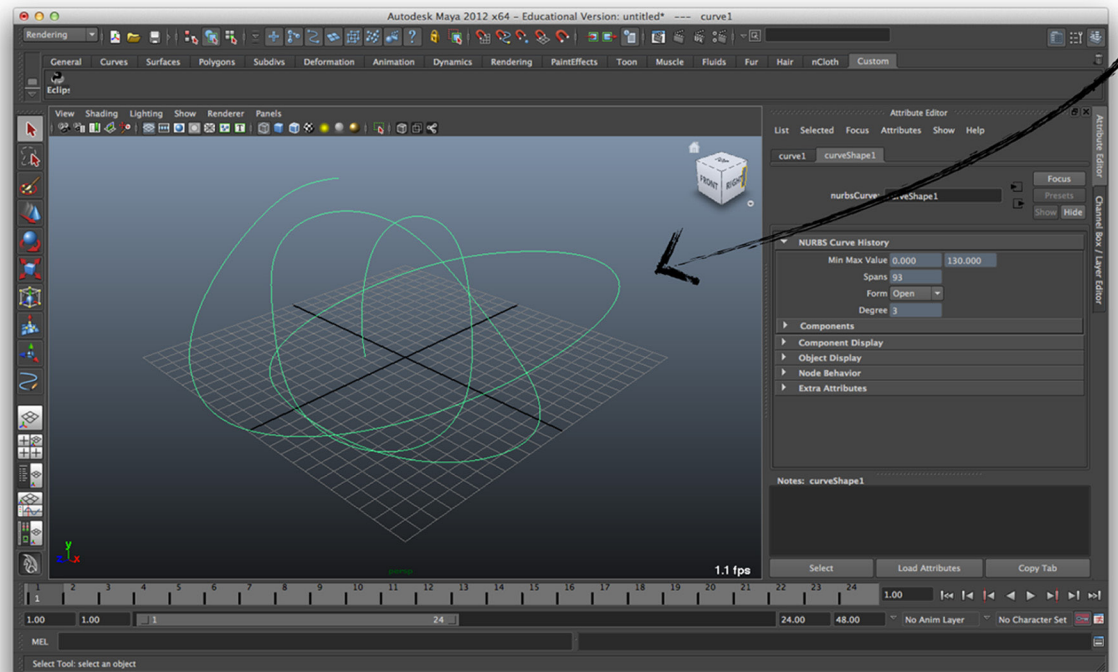
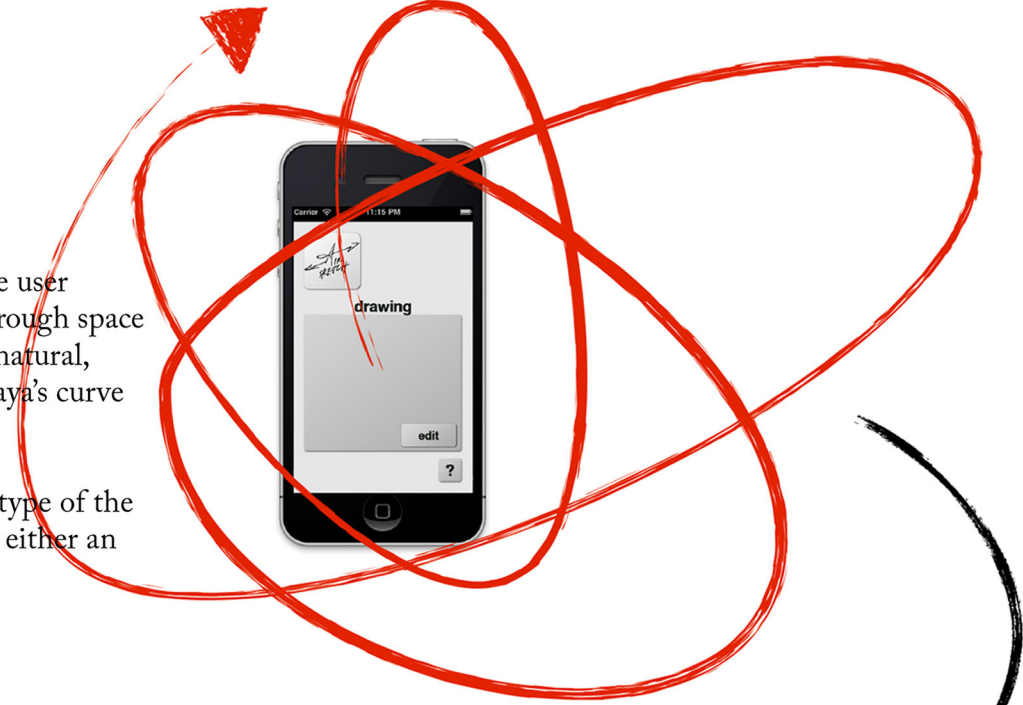
- $F = 14.619$ ,  $\eta^2 = .106$ ,  $p = .000$
- $H_{10}$  was rejected.



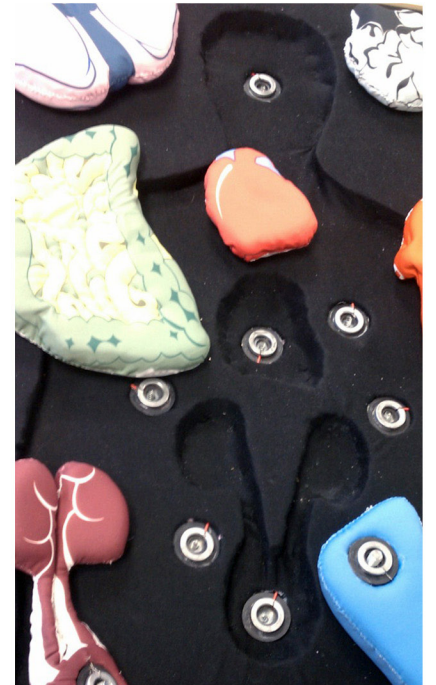
Geoff Beatty | Air Sketch

*AirSketch* is an application for creating 3D strokes within Autodesk Maya. The user moves a smartphone equipped with both an accelerometer and a gyroscope through space and a corresponding line appears in Maya. This interaction allows for a more natural, gesture-based approach for creating lines. When used in conjunction with Maya's curve utilities, such as Paint Effects, it becomes a visual painting tool.

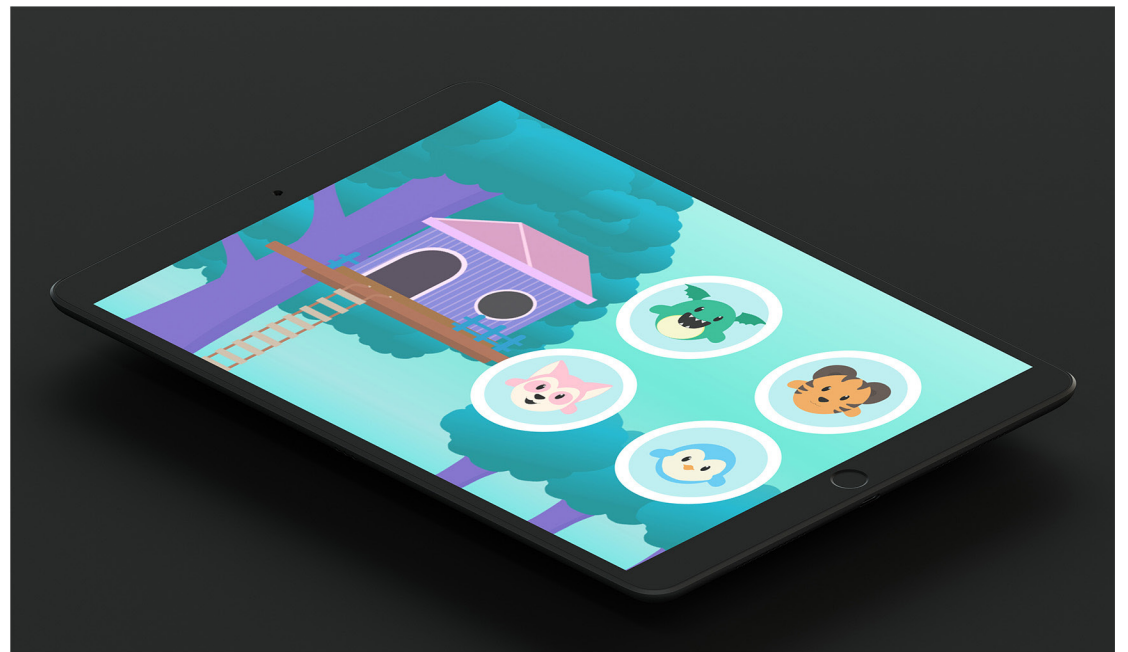
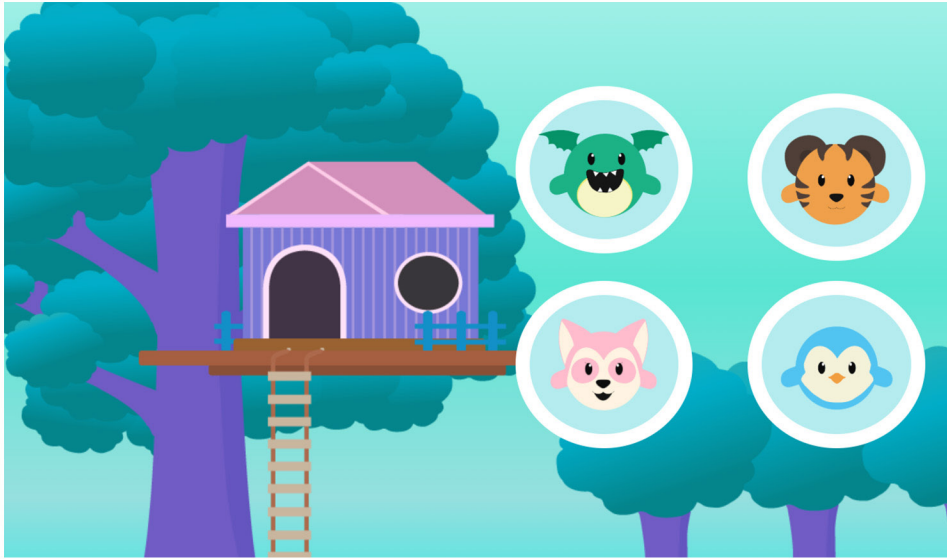
For my thesis, I propose a two-part project. First, I will build a working prototype of the *AirSketch* tool. Second, upon completion of the software, I will use it to create either an animated short film or a series of digital paintings.







Cross - disciplinary Graduate Thesis - Soft Materials  
**Physical Computing & Medical Textiles**  
Spring 2010







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# **Environmental Graphics Design Studio**

- Vertical Studio: Fabrication / Branding

Location on campus that had signification and  
Create an installation with a graphic message.

The project was a cross-collaboration with the  
Automated Fabrication Lab, the campus  
Maker Space, and artist Taekyeom lee.

Logo



**(Building: College of Architecture**

Studio worked with Lee Takyeom in a joint project using fabrication and graphics. In the assignment, students selected spaces on campus to design a graphic installation where the audience can interact with your message.

**Sherman Finch**

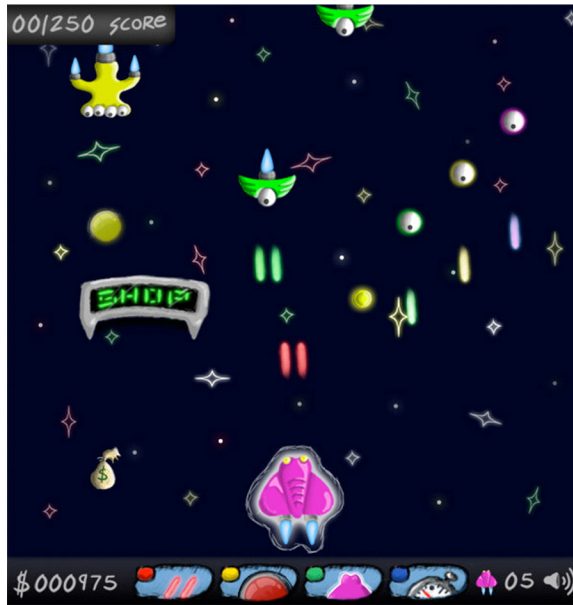
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# **Game Design Projects**

- Multi - Media Web Studio: Game Design Prototype
- Design III: Intro to Game Design & Dev using Unity -  
Students worked in teams of 3
- Mobile Game Design using Javascript



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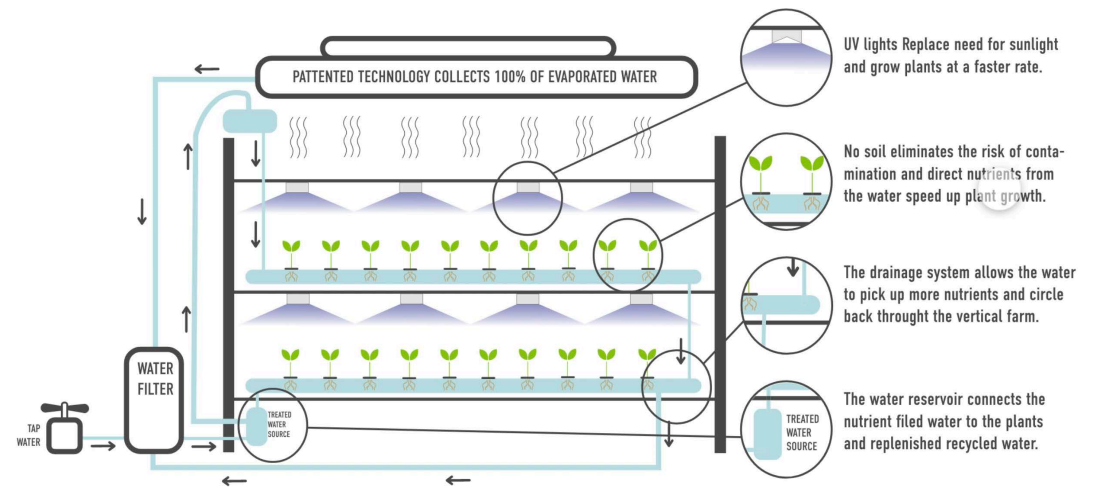
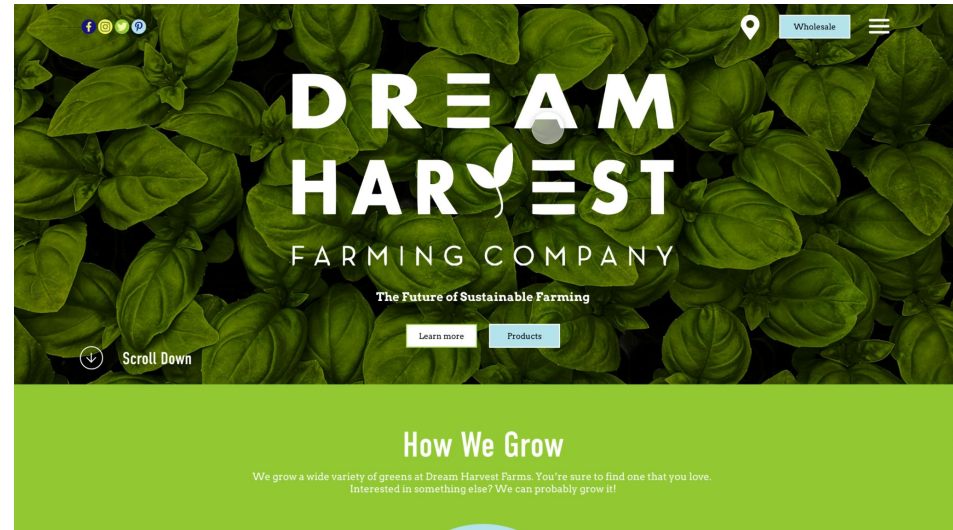
# **Web Design /Dev Projects**

- Renoir Project: Web Design/Dev Project with Digital Archives
- Interactive Design: Web Dev - HTML, CSS, Javascript
- Intro Web Design: Wireframe, Sitemap
- Rich Internet Design & Development
- MultiMedia Design & Development

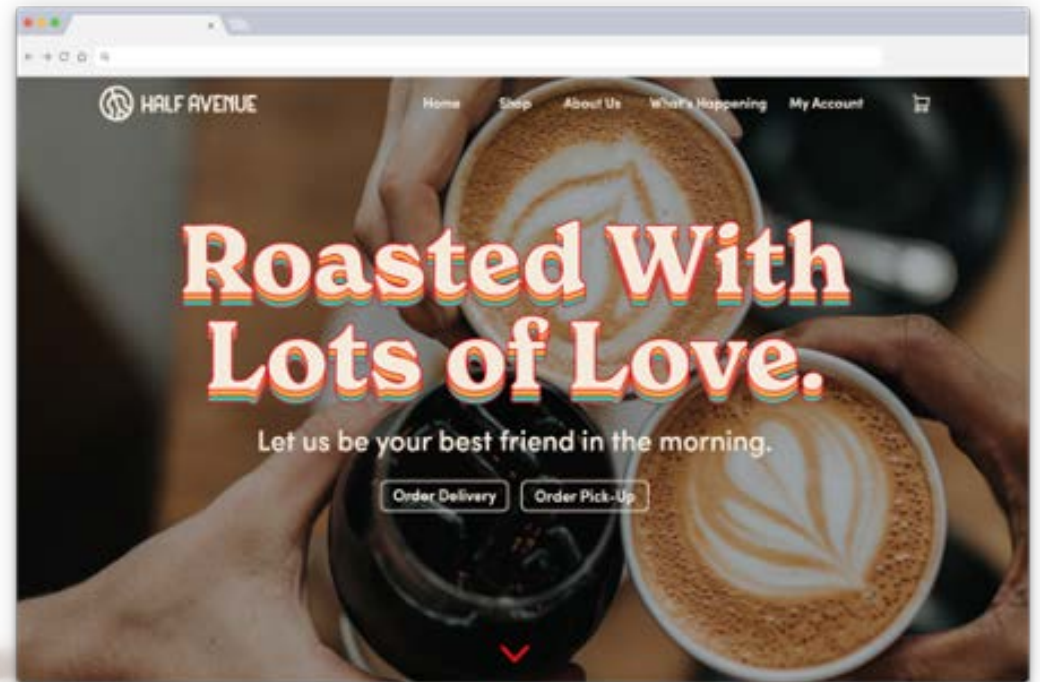


# DREAM HARVEST

FARMING COMPANY



Branding Web & Product  
**Advanced Interactive Studio**  
 Spring 2021



Branding Web & Product  
**Advanced Interactive Studio**  
 Spring 2021

Logo

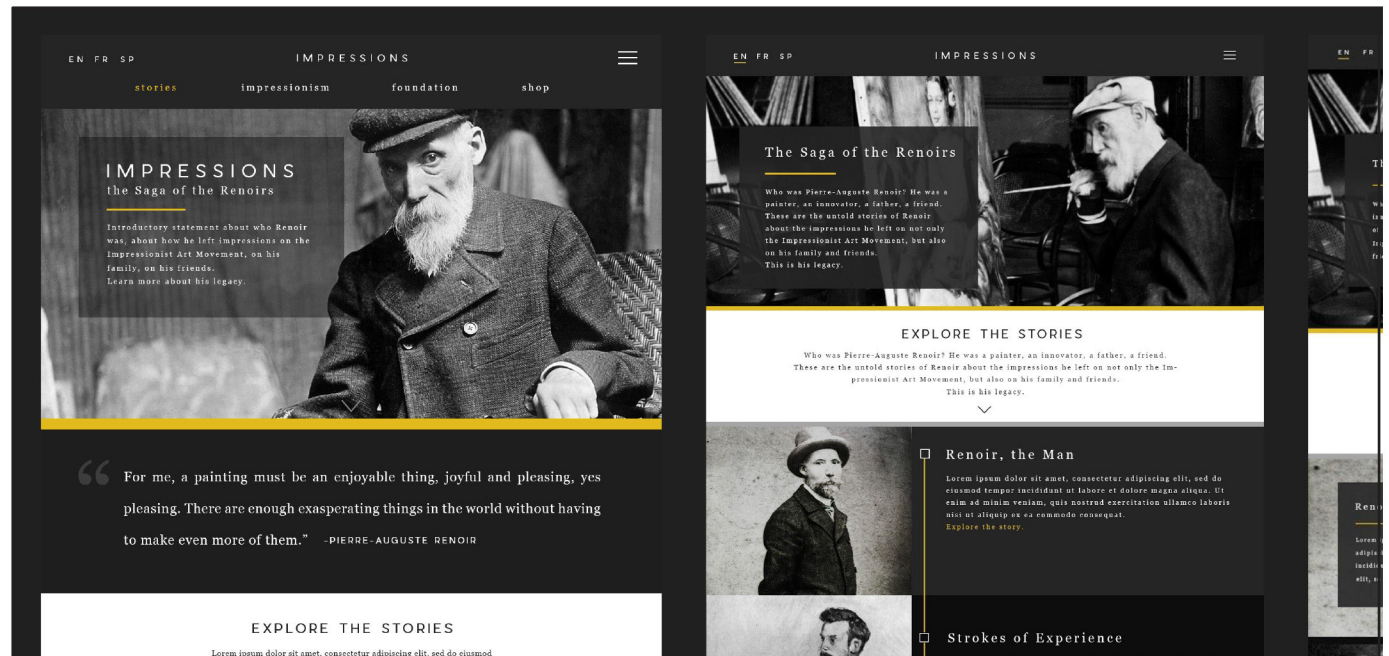
# IMPRESSIONS

The Saga of the Renoirs



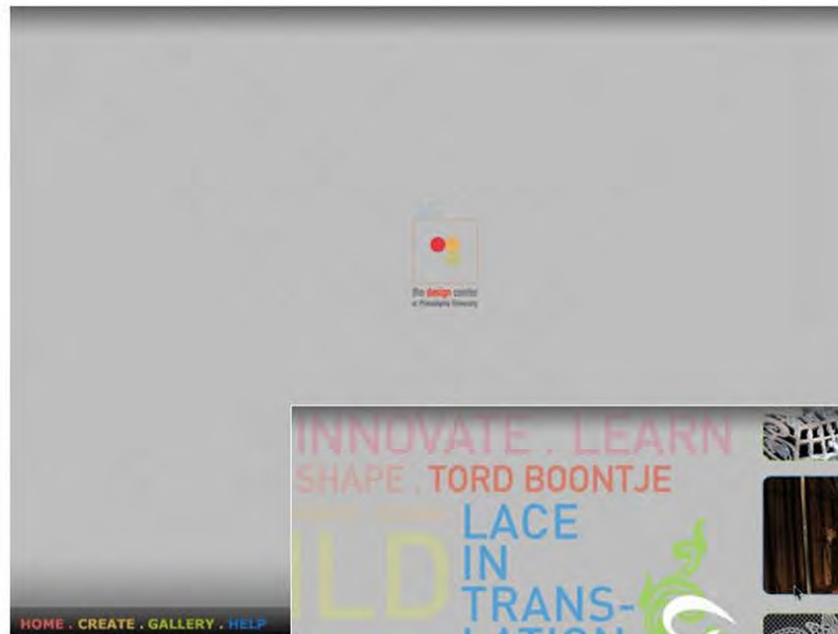
## Renoir Project

Students worked directly with the Paul Renoir's Foundation along with College of Archives for a semester long project to produce a artbook and interactive website. This involved handling and organizing digitized photographs and records.

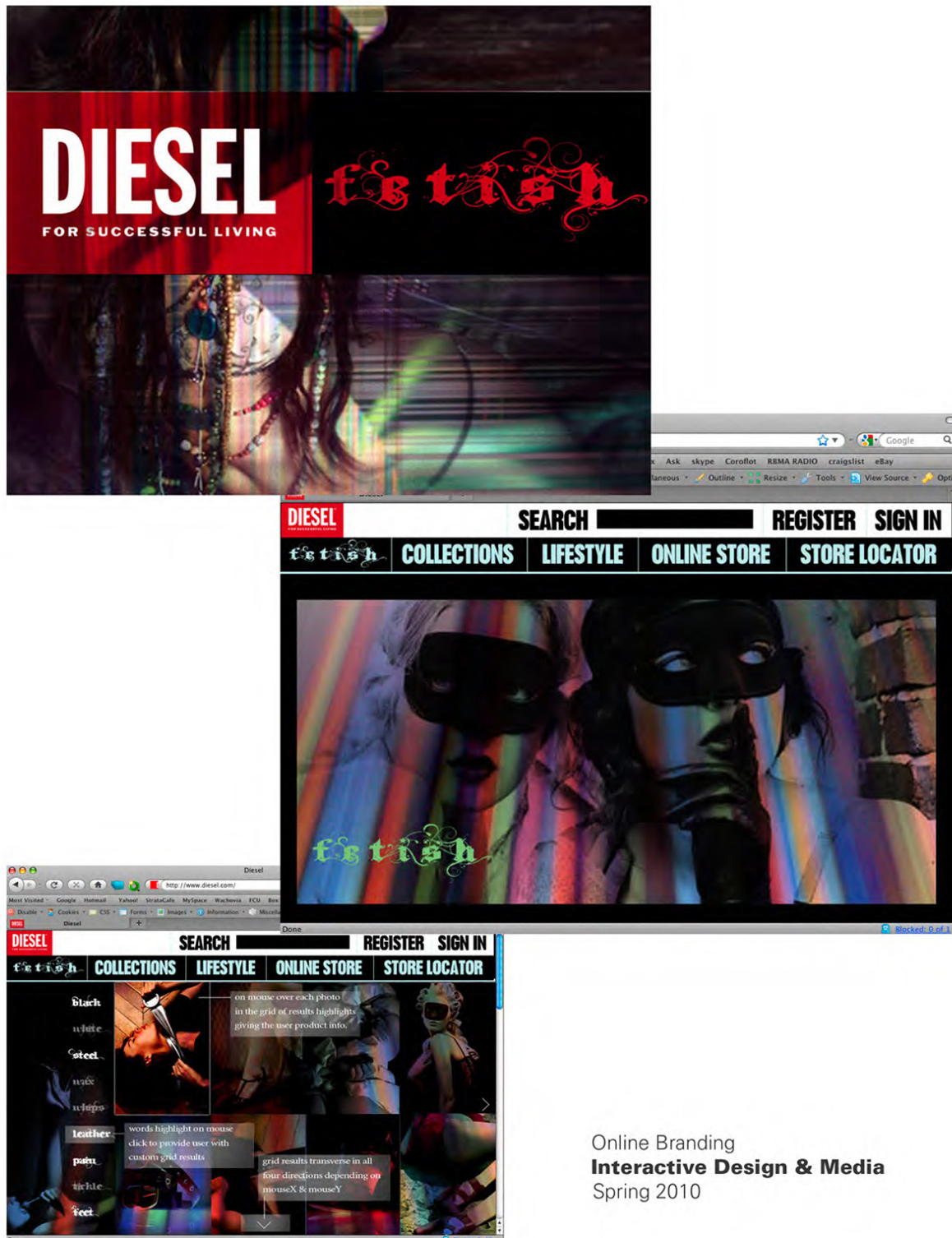


Branding & Digital Archives  
**Graphic & Interactive Vertical Studio**  
Spring 2017

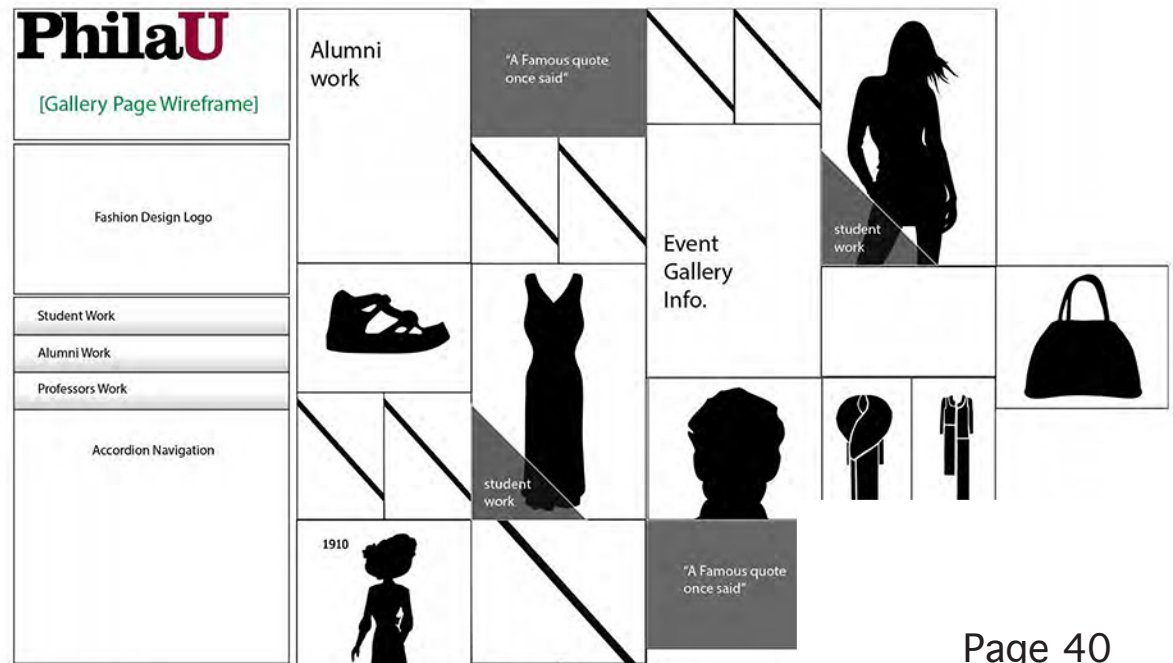




Rich User Experience  
**Interactive Design & Media**  
 Fall 2010

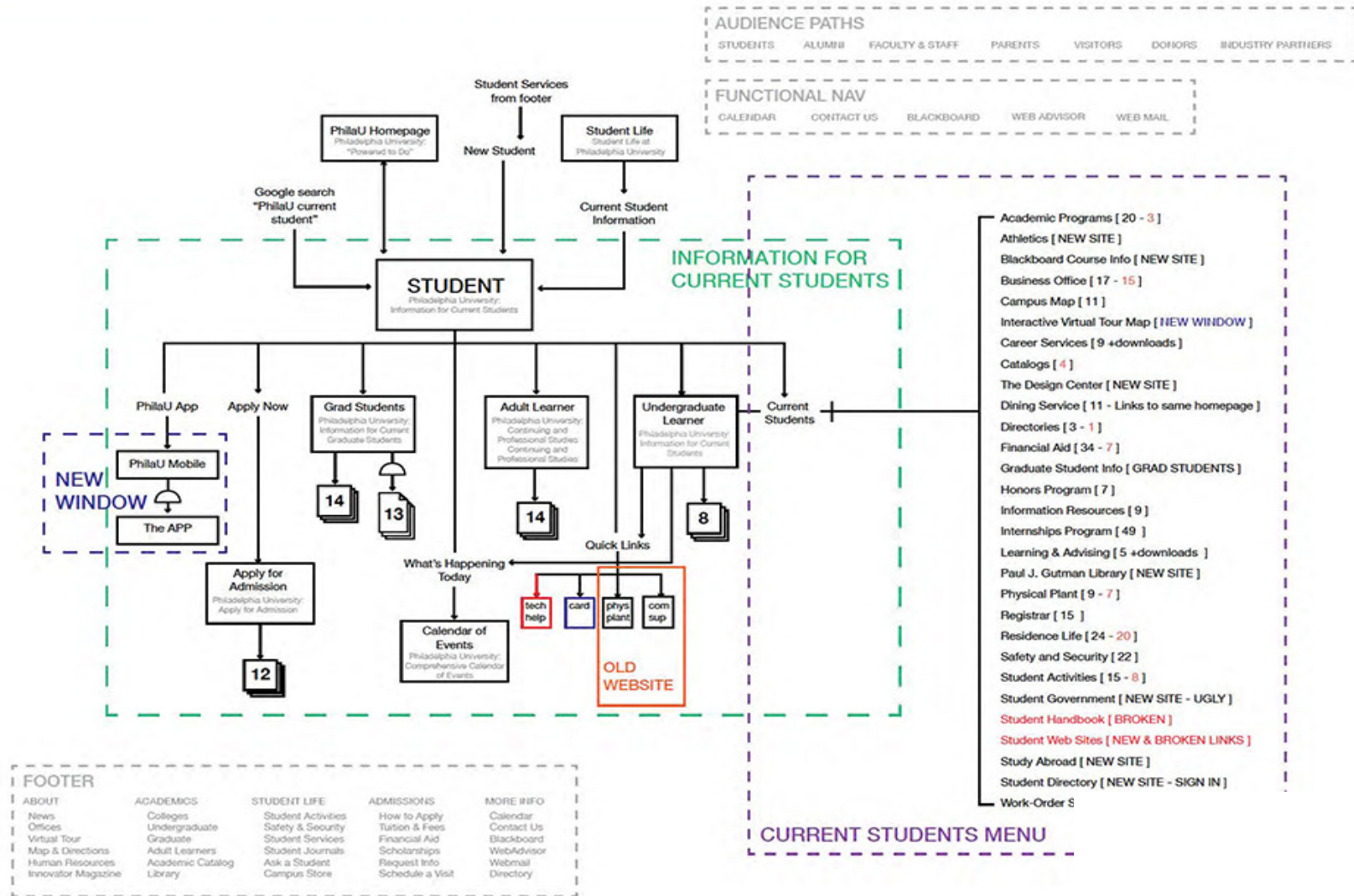


# Wireframing





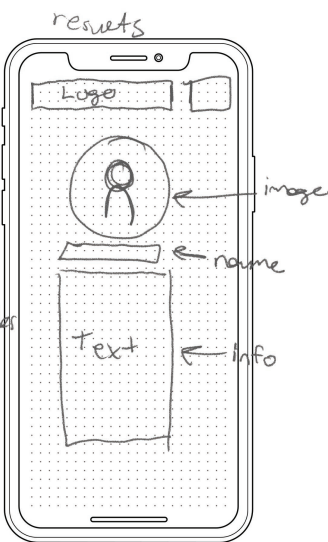
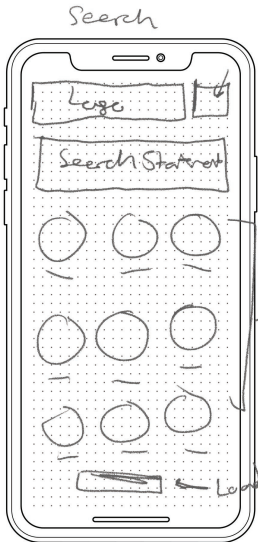
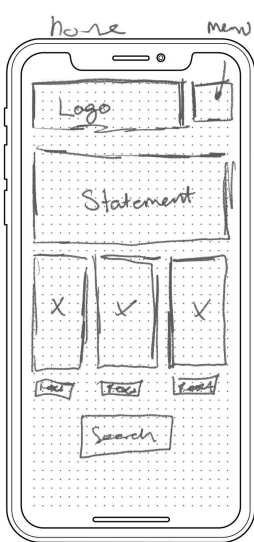
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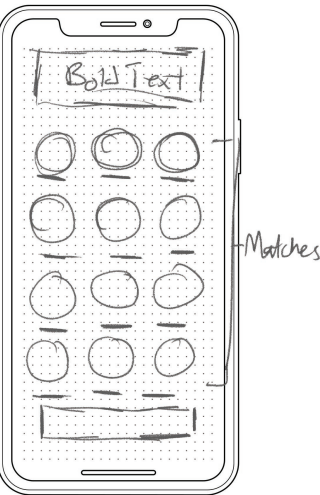
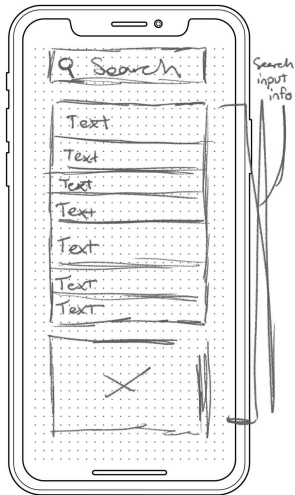
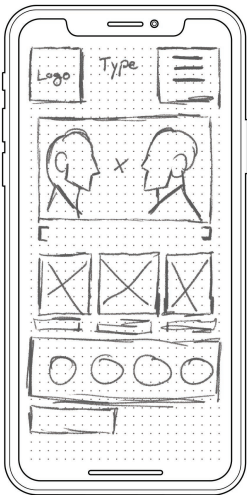
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DATE .. 10/11 .....



## NEW JERSEY STATE POLICE 2010 GANG SURVEY

# LOCATION WHERE GANG ACTIVITY HAS BEEN REPORTED

### PUBLIC SAFETY

### CRIMINAL ACTIVITY

### GANGS

### RESIDENT AND TRANSIENT GANG MEMBERS

The gang presence reported in a certain location within the 2010 Gang Survey encompasses both resident and transient gang members. What does this mean? Resident gang members are those who live and are active in gang activity in the same town, while transient gang members are those who live in one town, but who may be active in gang activity in other towns.

Gang members, like everyone, seldom confine all their activities to one municipality. They may live in one town, work

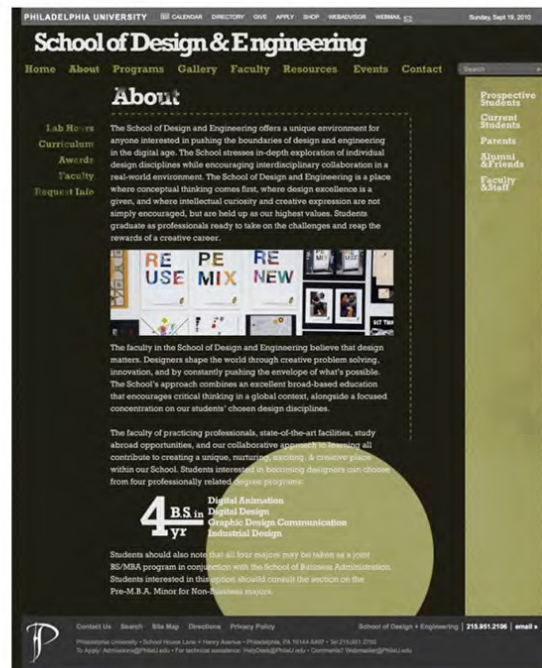
in another and visit friends or relatives in a third, all while committing crimes in all, some or none of these towns. The 2010 Street Gang Survey sought to measure the impact of transient gang member presence in addition to resident gang members, and to shed meaningful insights to include both types of members in their responses about particular gangs. It is important to note this when reading about gang activity in certain places.

TABLE 1  
Gang Presence by Region

State of New Jersey  
2010

**Collaboration  
Graphic Communication &  
Interactive Design  
PUDW  
Spring 2011**





# Thank You

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