

OurPlan/DPR

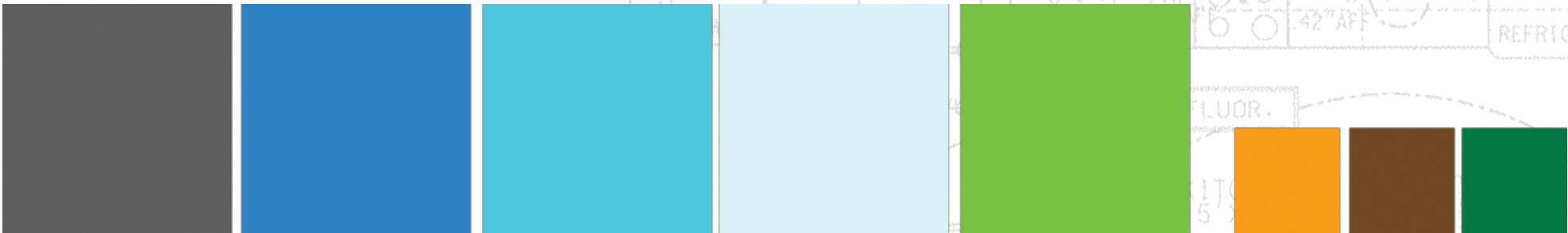
Visual Design

September 2nd, 2011

Design Goals

- presents OurPlan as an **efficient** and **informative** professional tool that users can rely on
- **intuitive** and **organized** display of data intelligence that is easy to follow, digest, and act upon
- **bold, sharp/precise** visual vocabulary to establish credibility

Visual Vocabulary



• calm, confident
color palette



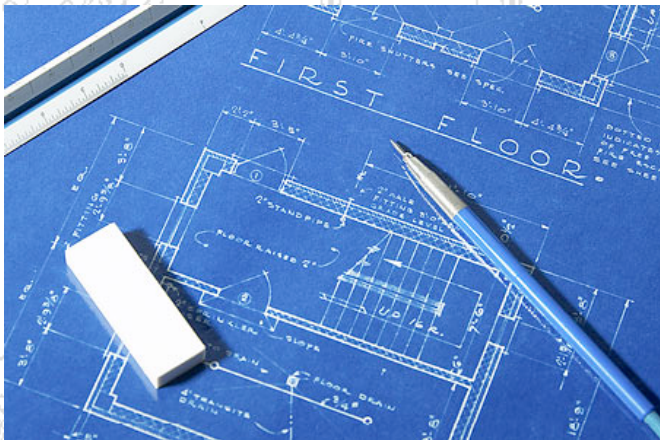
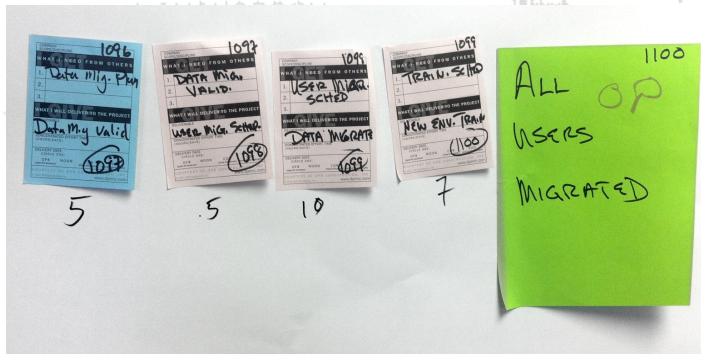
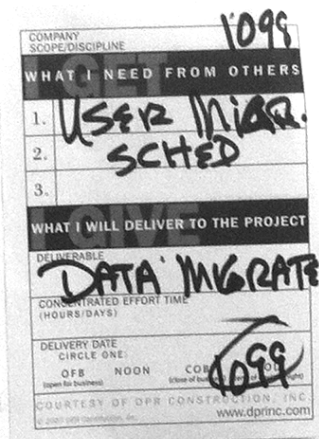
• simplified, abstract
iconography style



Type

- ☒ Look Ahead Plan
- ☐ Paint
- ☐ Lobby Done
- ☐ General Review
- ☐ ACME Delivery

Delivery Date	Status
7/28 Fri	<input checked="" type="checkbox"/> Incomplete
8/1 Tue	<input checked="" type="checkbox"/> Incomplete
8/3 Thu	<input checked="" type="checkbox"/> Incomplete
8/5 Thu	<input checked="" type="checkbox"/> Incomplete



• planning, organizing,
and decision-making

Type

- Look Ahead Plan
- Paint
- Lobby Done
- General Review
- ACME Delivery

Category

- Option1
 - Option1A
 - Option1B
 - Option1C

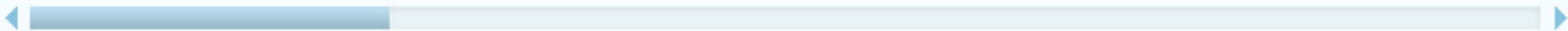
Category

- Option1
- Option2
- Option3
- Option4
- Option5
- Option6

Look Ahead Plan

FIT TO SCREEN ACTIONS

	ID	Label	Delivery Date	Status	7/25 M	7/26 T	7/27 W	7/28 T	7/29 F	8/1 M	8/2 T	8/3 W	8/4 T	8/5 F
<input type="checkbox"/>	80	T Dry Wall	7/28 Fri	Incomplete	T									
<input checked="" type="checkbox"/>	89	T Paint	8/1 Tue	Incomplete			T							
<input type="checkbox"/>	21	M Lobby Done	8/3 Thu	Incomplete				M						
<input type="checkbox"/>	52	C General Review	8/5 Thu	Incomplete						C				
<input type="checkbox"/>	31	I ACME Delivery	8/8 Fri	Unsolved								I		
<input type="checkbox"/>	01	T Label A	8/9 Fri	Completed										
<input type="checkbox"/>	23	T Another Label	9/1 Tue	Incomplete	T									
<input type="checkbox"/>	34	T Text Goes Here	9/2 Thu	Incomplete			T							
<input type="checkbox"/>	45	M Label B	9/3 Thu	Incomplete				M						
<input type="checkbox"/>	56	I Another Label	9/4 Fri	Unsolved										
<input type="checkbox"/>	67	T Text Goes Here	9/5 Fri	Completed										



Type

Look Ahead Plan

☐ Paint☐ Lobby Done☐ General Review☐ ACME Delivery

Category

Option1

☐ Option1A☒ Option1B☒ Option1C

Category

☐ Option1☐ Option2☒ Option3☒ Option4☐ Option5☐ Option6

Look Ahead Plan

FIT TO SCREEN

ACTIONS

	ID	Label	Delivery Date	Status	7/25 M	7/26 T	7/27 W	7/28 T	7/29 F	8/1 M	8/2 T	8/3 W	8/4 T	8/5 F
<input type="checkbox"/>	80	T Dry Wall	7/28 Fri	⌚ Incomplete										
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<input type="checkbox"/>	01	T Label A	8/9 Fri	☑ Completed										
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<input type="checkbox"/>	45	M Label B	9/3 Thu	⌚ Incomplete										
<input type="checkbox"/>	56	I Another Label	9/4 Fri	? Unsolved										
<input type="checkbox"/>	67	T Text Goes Here	9/5 Fri	☑ Completed										

Task ID	89
Task Name	Paint
Delivery Date	8/1/2011 Tuesday
Duration	1 Day
Status	Incomplete
Creator	Sam Jonas
Owner	Alex Garcia
Team	Bay Area Paint Co.
Location	AC61
Notes	3
Dependencies	2
Drywall Part 1	39
Drywall Part 2	41

MODIFY

MARK AS COMPLETE

MARK AS INCOMPLETE

SPLIT

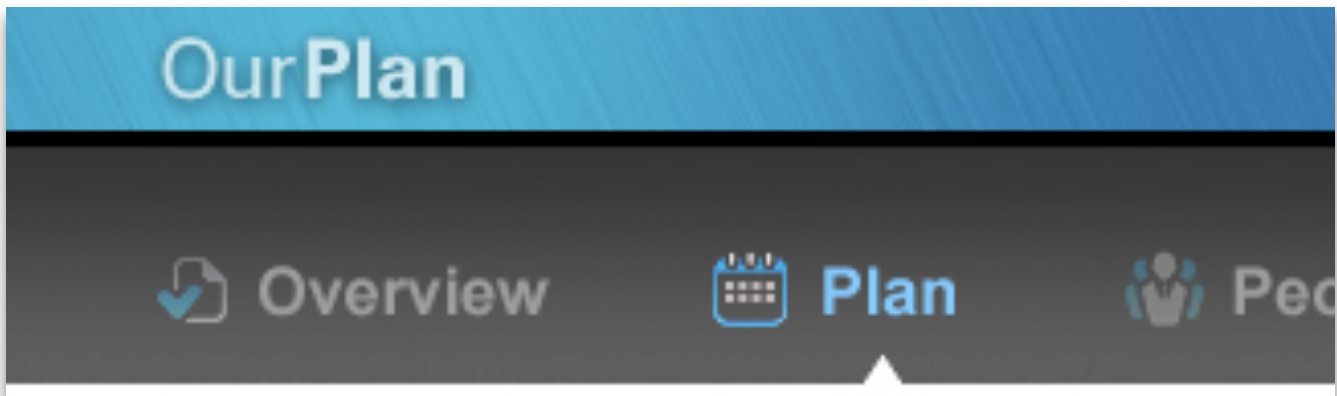
COPY

DELETE

ADD A NOTE

↑ view less actions

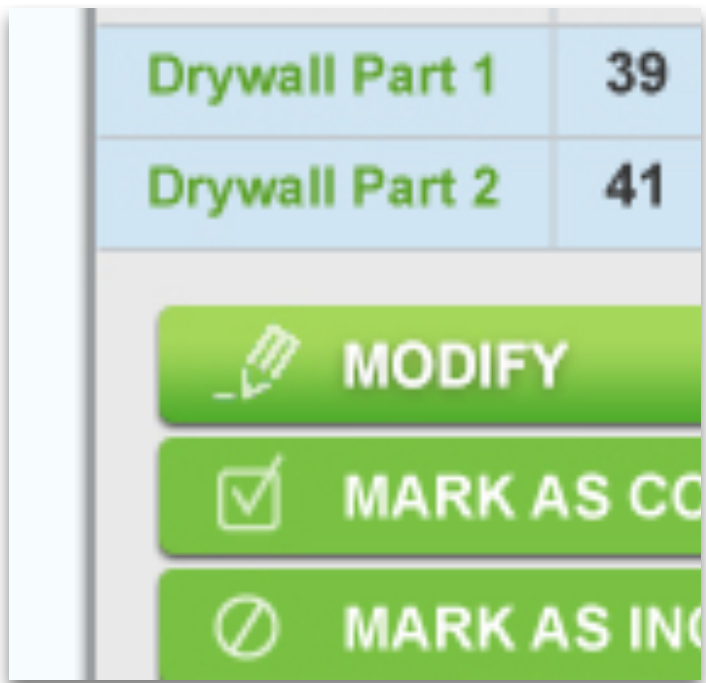
Highlights



- subtle lighting/gradation effect to create drama
- prominent, weighted header for visual presence

<input type="checkbox"/>	ID	Label	Del Dat
<input type="checkbox"/>	80	T Dry Wall	7/2
<input checked="" type="checkbox"/>	89	T Paint	8/1
<input type="checkbox"/>	21	M Lobby Done	8/3
<input type="checkbox"/>	52	C General Review	8/5

- organized grid structure to organize information
- use of key lines for a more formal / “blue-print” look
- vibrant icons that stand out



- sophisticated icons to signify key actions

T	
Task ID	89
Task Name	Paint
Delivery Date	8/1/2011 Tuesday
Duration	1 Day

- dimensionality for action objects and layers