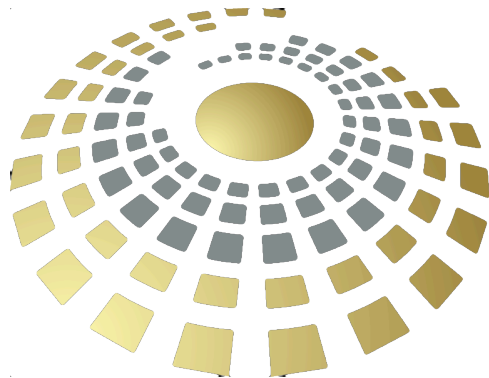


Bridger Design Brief



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Introduction

Six Degrees of Data (6DD) is a start-up company based in Sydney, Australia and our first product is an iPhone app that is a truly unique way for information workers to interact with documents and the World Wide Web.

The name of this product is Bridger.

Bridging /'brɪdʒɪŋ/ verbal noun
The act of transforming a document or webpage into actionable intelligence

We are interested in establishing an on-going relationship with a designer as we have a pipeline of products that will require significant design input over the coming years. To do this we include in this document a brief description of what our product does, the current screens we have designed and a scrapbook of screens from other apps that we like.

Design Scope – What We Need You To Do

While we have a solid idea of the functions of our Bridger product, the look and feel is still in development and your input is vital.

We need your help to take the Bridger product and give it a look and feel that will resonate with our audiences. To do this we need to:

- Communicate what Bridger does
- Make Bridger look as effortless to use as is possible
- Position the product so that it gets noticed by our target audiences and cuts through the sea of thousands of apps launched each week.

The design brief is intended to give you enough information to deliver improvements to the Bridger iPhone app:

- An alternative overall look and feel to the Bridger iPhone software application – perhaps a colour palette, etc.
- A set of ready to use iOS7 style graphic objects for all:
 - Buttons
 - Navigation icons, etc.
- A background image. We currently use an old photo of the Sydney Harbour Bridge that perhaps you can change or replace.

Specifically we want you to concentrate on developing design concepts for the following screens and components:

- 1. The Bridger logo and the background image (screen 1) – a better app logo should be possible and a different background.**
- 2. The main portfolio screen (screen 29)**
- 3. The document summary screen (boy with glasses – screen 22)**
- 4. Profile (screen 26) – perhaps images of other bridges could be used and formatted so that the overlaid text is more readable.**

The screen numbers in brackets refer to the keynote presentation supplied.

All graphic objects should be electronically delivered as high quality Photoshop. Animated GIF or MP4 files.

We leave it to you as the 'creative' expert to vary these deliverables so long as you keep us informed of any significant deviations. We look forward to being 'wowed' by your ideas and work ...

That said, unless you suggest an alternative, we propose the following process:

- *Phase 1* – You develop at least two or a maximum of four creative design concepts that meet our business objectives.
- *Phase 2* – We test all concepts and select two to take further.
- *Phase 3* – You further refine each.
- *Phase 4* – We select one concept.
- *Phase 5* – You fully develop it, and prepare a presentation for our approval.

We also need to have this work done asap as development of the app is scheduled to begin next month.

About Our Product

It is called Bridger and is the first consumer-oriented product on the market that combines features that help people understand documents without having to read them. It does this by automatically creating:

- Summaries of news articles as well as virtually any topic in documents in Word, PDF, Text, XML and HTML formats.
- Profiles of people, places, organisations and technologies.
- A document dashboard.
- Cloud images are created directly from the content and context of the document.
- Simplified, extended and refined semantic analysis so that it is invisible to the app user.

The way almost all knowledge workers get the information they need today is to:

1. Spend a lot of time reading documents
2. Spend a lot of time researching on-line – usually by using Google
3. Spend a lot of money hiring consultants or buying research reports
4. Spend a lot of time writing reports that on average repeat 90% of existing documents.

The Bridger Customer Proposition

We aim to answer our user's questions in a new, fast and simple way:

What is this document about?

What other information is important to know?

So that they can understand what the document says and then do one or more of the following:

- Decide whether-or-not to read the full document
- Make decisions based on Bridger analysis
- Store for future use the document and Bridger analysis into a content management system
- Share Bridger analysis and collaborate

Customer Demographics

Our customers are people who need to understand documents either as students learning their subject/research area or as knowledge workers. These are workers whose main capital is knowledge. Typical examples include office workers, software engineers, architects, analysts, scientists and lawyers, because they "think for a living".

Knowledge workers have a deep background in education and experience and on average spend 38% of their time searching for information. As businesses increase their dependence on information technology, the number of fields in which knowledge workers must operate has expanded dramatically.

There is a strong, on-going linkage between knowledge workers and innovation, but the pace and manner of interaction have become more advanced. Social media tools on the Internet now drive more powerful forms of collaboration. Knowledge workers engage in "peer-to-peer" knowledge sharing across organizational and company boundaries, forming networks of expertise. Some of these are open to the public.

Key Brand Values

The key things Bridger does for our users are:

- **Summarizes** the document/page
 - **Text** summary
 - **Cloud**
 - **Dashboard**
- **Profiles** the major subjects
 - **Snapshot** of the subject
 - **Links** to further info on the web
 - **In context** of the document/page
- **Enhances** document/page
 - **Links** to further info on the web
 - **Topic and relations** map
- **Shares** analysis by giving links to report/document/page
 - **Twitter** tweet
 - **Facebook** post
 - **Email**

The Brand values are:

- Insightful/Smart
- Magic
- Speedy
- Easy

- Useful

Brand Messages

Bridging /'bridʒɪŋ/ verbal noun

The act of transforming a document or webpage into actionable intelligence

The best we can think of are:

- Link to everything
- Unlocking document value
- Documents unleashed/reinvented/revolutionised/evolved

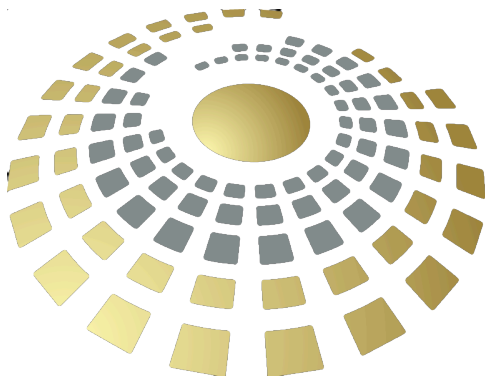
Unique Selling Points

- **Summarizes** the document/page
 - **Cloud**
 - **Dashboard**
- **Profiles** the major subjects
 - **Snapshot** of the subject
 - **Links** to further info on the web
 - **In context** of the document/page
- **Enhances** document/page
 - **Links** to further info on the web
 - **Topic and relations** map

Bridger Design Guidelines

Logo

A logo has been designed for 6DD and is included in this design brief. We like the logo but if you have an idea that sits better within your design concept then we will consider it:



There is also the text:



We would like to retain these.

Background

All screens currently have a background featuring the Sydney Harbour Bridge under construction. This image is from the State Archive of NSW and a copy of the image is provided as a part of this design brief.

Function

The central screen of the app is to be a menu listing the four categories:

- **Summarizes** the document/page
- **Profiles** the major subjects
- **Enhances** document/page
- **Shares** analysis by giving links to report/document/page

Fonts

The fonts used throughout the app are to be those recommended in the iOS 7 design guidelines from Apple.

Bridger Screen Flow

This design brief includes images of all Bridger screens. The following diagram show you how they are connected.