

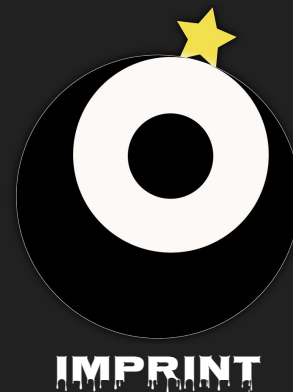
Project Description

Skating at its core is the expression of the individual. Their setup is the medium and the physical landscape is their canvas. However, creating a skate setup that is the embodiment of the individual can be challenging due to:

- Popular products leaning toward mass-manufactured professional model skate parts.
- Various factors (height, size of the board, wheels, pavement etc.) can impact and dictate the smoothness of the ride.
- Creating your own setup (especially for the first time) can be daunting.

Imprint is an application that enables skate(rs and) hobbyists to:

- Visually express themselves through their skate setup.
- Facilitate in the understanding of the parts that is needed to assemble a complete skate setup in an understandable manner.
- Collaborate and share designs within the (app's) skate community.



Scope

Objective

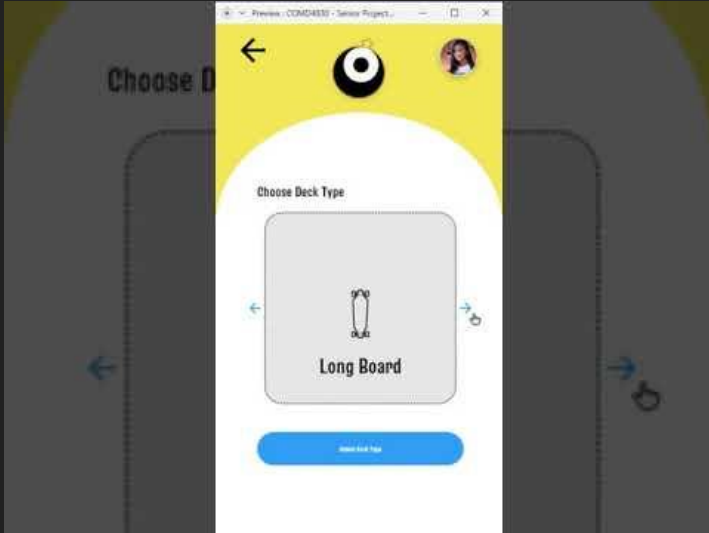
The purpose of Imprint is to provide access to an application that allows skate enthusiasts the necessary tools and information to create an entire skate setup from the ground up that they can be proud of.

Audience

The primary target audience are skaters at all skill levels who are in the market for a new skateboard or want to update various parts of their setup. The secondary target audience are close friends and family of a skater who would like to gift them something that's one-of-a-kind.

Prototype

Video Tour: <https://youtu.be/swwQn-SN1B4>

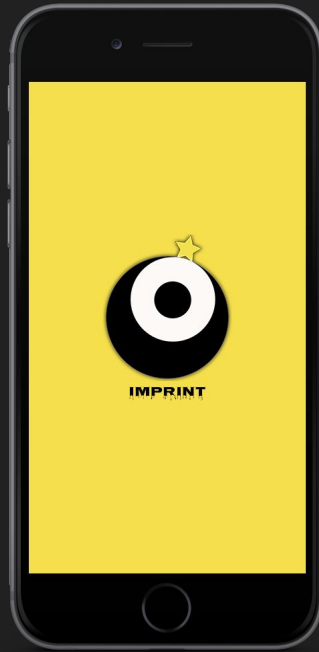


Interactive App Prototype: <http://bit.ly/imprint-app>

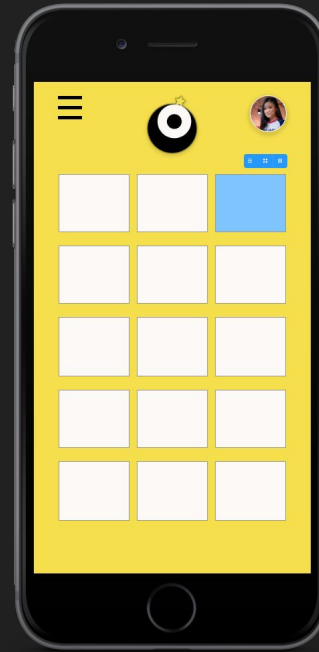
Screens



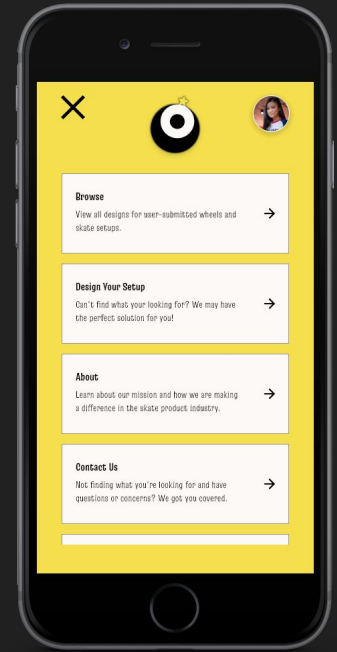
App Icon



Loading Screen

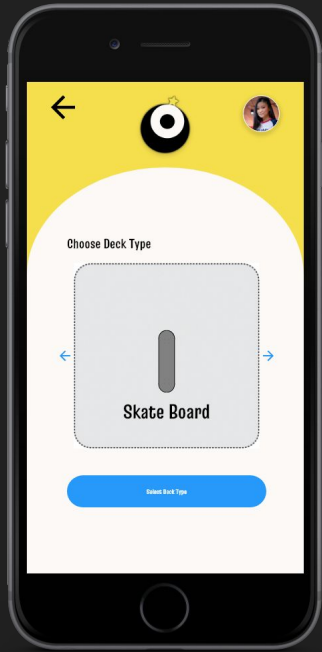


Browse Designs

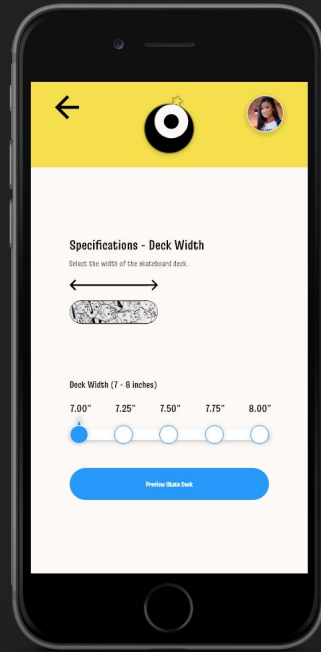


Navigation

Screens



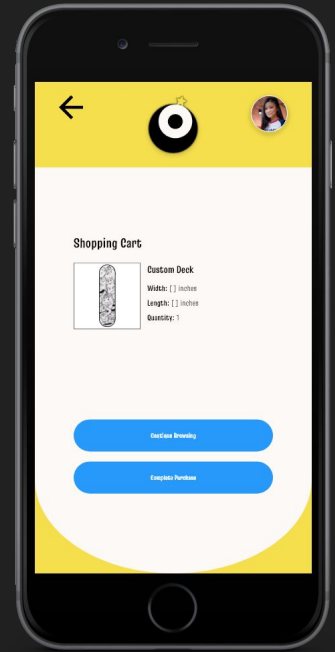
Choose Deck Type



Choose Deck Width



Preview Design




Shopping Cart

Ad Mockups



[Ad Mockup](#)






Style Tile



COMD 4830 - Senior Project

Style Tile

Colors

				
#F5DF4D	#F2E04E	#2699FB	#FCF9F8	#000000

Button

HEADER TITLE TEXT
Font: Nosifer #000000

This is an Example of a Sub Head
Font: Truculenta Bold #000000

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[This is an example of a Text link >>](#)
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Adjectives

FEARLESS
Grassroots [Do It Yourself \(DIY\)](#)

User Scenarios

Gavin So
COMD 4830 – Senior Project
User Scenario 1



CJ Freeman is a 22-year-old African-American born, raised, and living in Harlem, New York. He finds solace in skateboarding and embraced the culture and community associated to it. He's not in it for the popularity or recognition, but for the seemingly endless possibilities of tricks and

techniques that he strives to learn or expand upon. Not only that, it ultimately provides a sense of freedom and is a form of stress relief. He loves it for the way it enables him to express himself when words can't.

While having break to rest during a session at the local skatepark (Highbridge in Washington Heights), his friends arrives. As he's waving towards his friends and they are moving towards him, he sees something that catches his attention but it was not the deck or truck of the setup. Rather, it was the wheels that had a design CJ swore he had seen before.

As an individual who has supported many skate companies, small or main stream, by purchasing products from them, they were definitely different from all other wheels currently in the market. Over the course of his journey, he's had to replace many of them due to chunking that occurs over time and has experienced different wheels that usually didn't last long. CJ always wanted a set that were both expressively stylistically designed and at the same time being durable.

Struck with curiosity, he begins with the normal pleasantries and shenanigans with his friends and then gets into the nitty gritty.

He starts by asking, "Where did you get those wheels at?"

User Scenario 1

Gavin So
COMD 4830 – Senior Project
User Scenario 2



Rosalie Santos lives in San Fernando, California. She's a 20-year-old Filipino American college student who skates when she is not busy with school and work. For her, skating is something that reminds her of simpler times and all the friends she's made through the shared hobby.

Strolling down memory lane, she remembers the first time she strapped on a pair of roller skates. It was owned by a friend of hers who had recently begun the hobby at this particular moment in time. She recalls the countless falls, bruises, scrapes, and bumps

as a result of skating and cherishes the moments of joy, fun, and accomplishment that goes along with it.

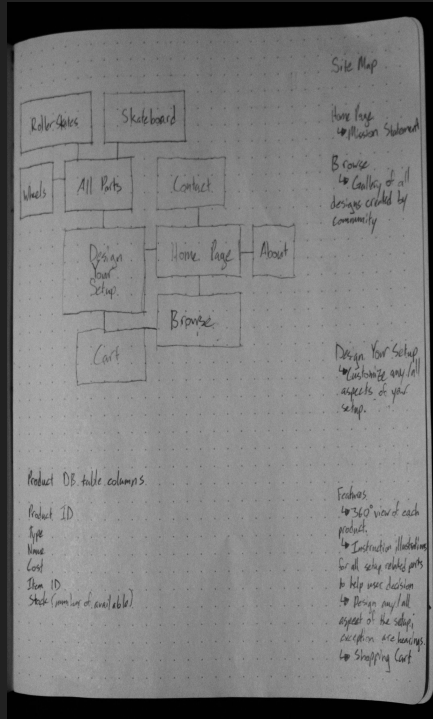
Rosalie looks towards her current pair of skates. It's beat up; scuff marks and dirt stains from the countless times she has fell. She decides it's about time to treat herself to a new pair of skates. Fortunately, she has been slowly setting money aside for this moment.

During a weekend day where she had some free time, she goes onto the website she used to purchase her first pair of skates and begins browsing around. She sees the selection of pre-made skates and takes note of the various color options available for the boot as well as for the wheels. Despite offering a wide variety pre-made skates with complementary colors, she feels that they are missing a defining factor that lets the viewer know it's her skate and not someone else's.

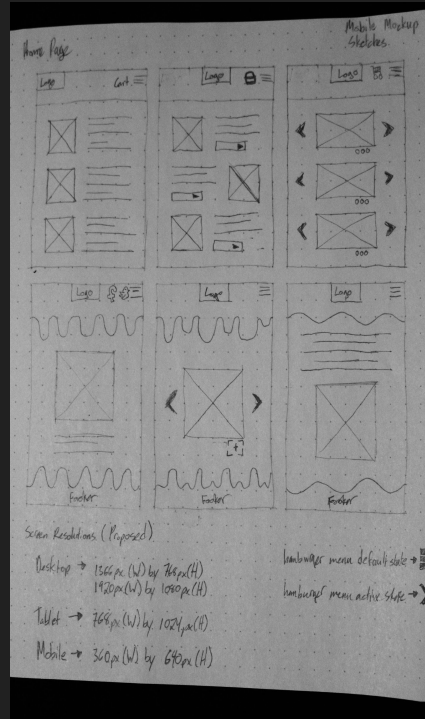
User Scenario 2

Process Book

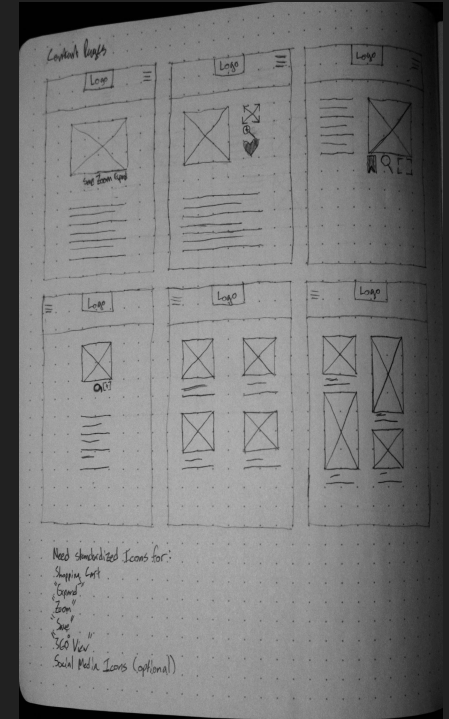
Lo-Fi Screen Wireframes



Site map

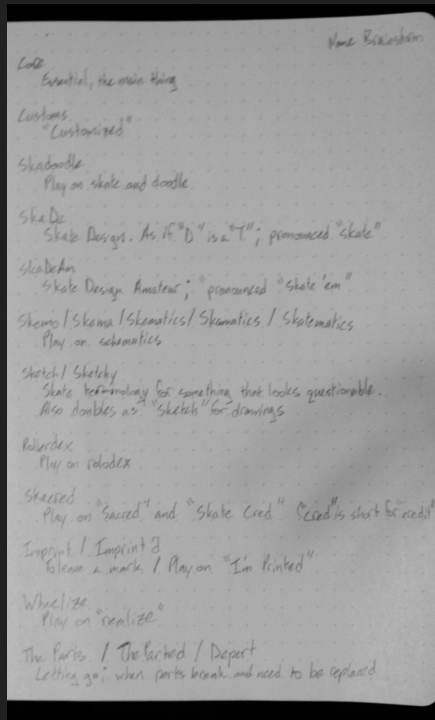


Wireframes I

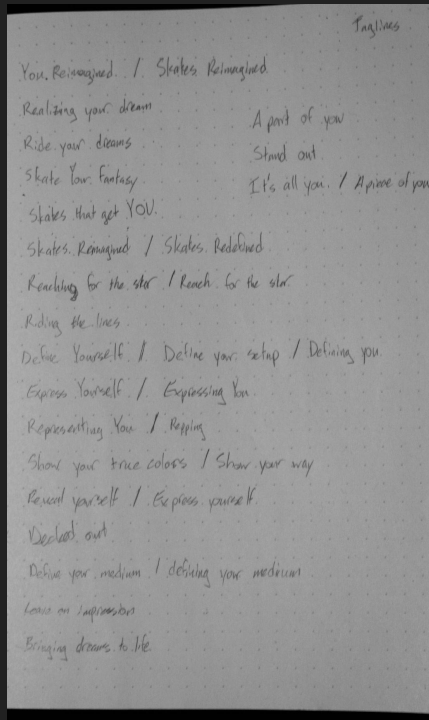


Wireframes II

Name and Tagline Ideation



Names



Taglines

Personal Statement

More than something that I do, skating is a lasting hobby that was introduced to me by a friend while in high school. It was initially a means to travel around my neighborhood without taking forever walking or paying to get around it. Over time, I came to enjoy the challenges, the skills and techniques in skating, individual expression, and the camaraderie within the skating community.

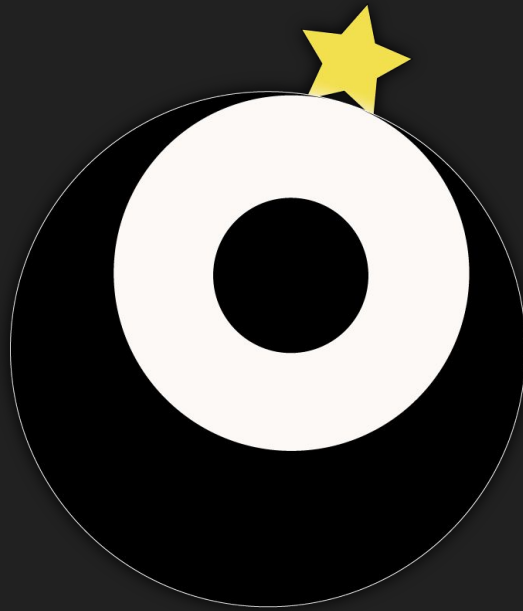
Skating is physical and involves moving on skates or a skateboard. It has its own set of challenges and limitations to overcome. It entails arduous hours, perseverance to pick myself up after each failed attempt, and confidence in my abilities. It instills a curious mindset with a desire to learn to get better at what's already known and trying different approaches. It's taught me that mental blocks derive from inexperience or misunderstanding of a concept that may require time to work out.

Skating has changed my perception of New York City's urban landscape and how I interact with and live in it. Architectural objects within the physical landscape take on multiple modes of usage that may go beyond their original design. Stair sets are more than just steps to walk up or down; they are potential obstacles to jump (aka gapped) over. Rails aren't just for barricades or guides; they are obstacles to grind on.


Learning skills and techniques will enhance the skating experience. There will be a point where they become instinctual due to the developed muscle memory and the repetitious executions. Braking is a skill that came over time and took many sets of wheels to get comfortable doing. Like tricks, there are different brake variations that someone can perform depending on their skill level.

Skating is a form of self-expression with style based solely on the individual. It comprises of the skills and techniques that I know and my preference on the obstacle of choice. The self-expression is a factor contributing towards what I prefer to wear when skating and even encompasses my skate setup.

The skating community is a tight-knit group of people that break down into smaller groups and niches. Regardless of the clique, everyone is welcoming, friendly, and will go out of their way to provide skate tips on things that can be struggling to do. It is an ongoing source of inspiration derived by individuals documenting outlandish feats within the community.



IMPRINT

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Spring 2021
 theSifu

Professor David Karlins
Senior Project (COMD 4830)