

VANDAL NOVACEK
PROCESS BOOK



VANDAL NOVACEK
GRAPHIC & EXPERIENCE DESIGNER

The best part of designing is the **adventure**
and **discoveries** of the process.

Selected Projects:

Gray's Reef Discovery Fleet

Ride Peachy

Wind Scales

SproutHop

Wicked Flying Model Ships

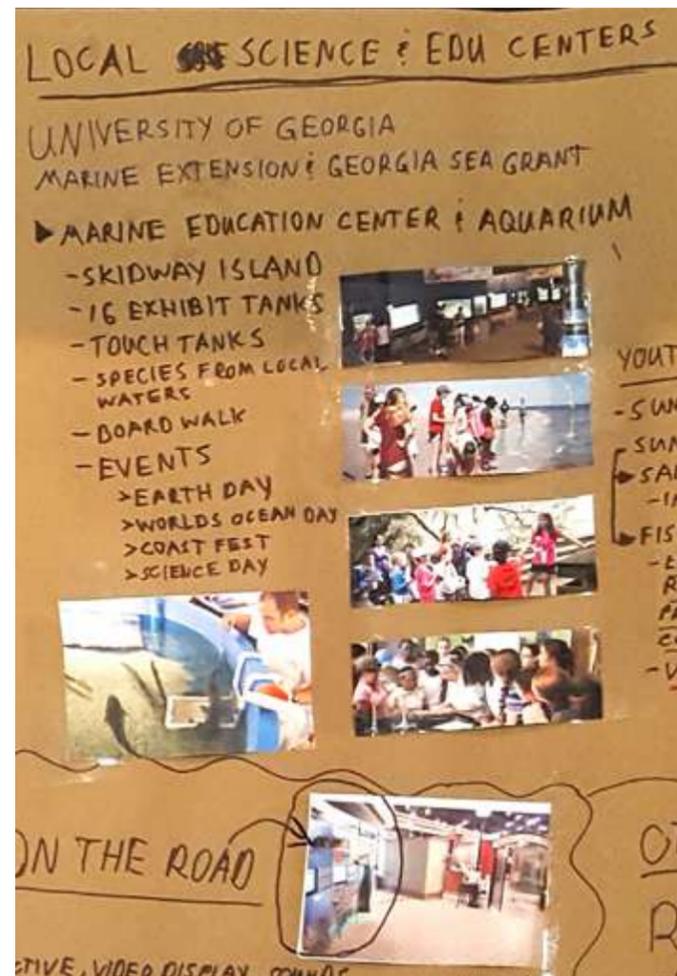
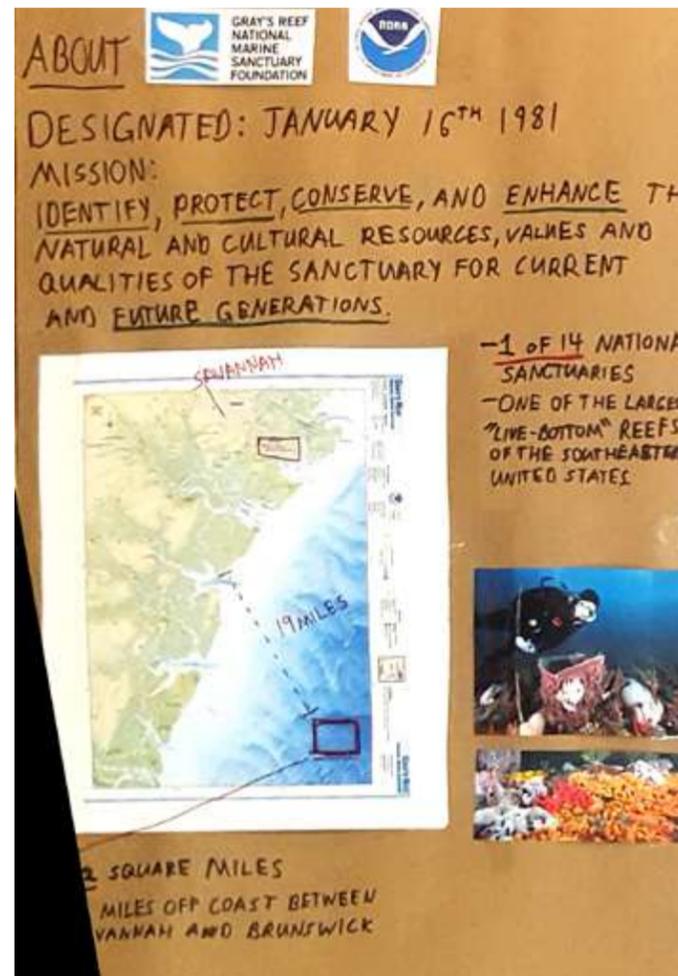
Royal Outlaw

Cheese Please

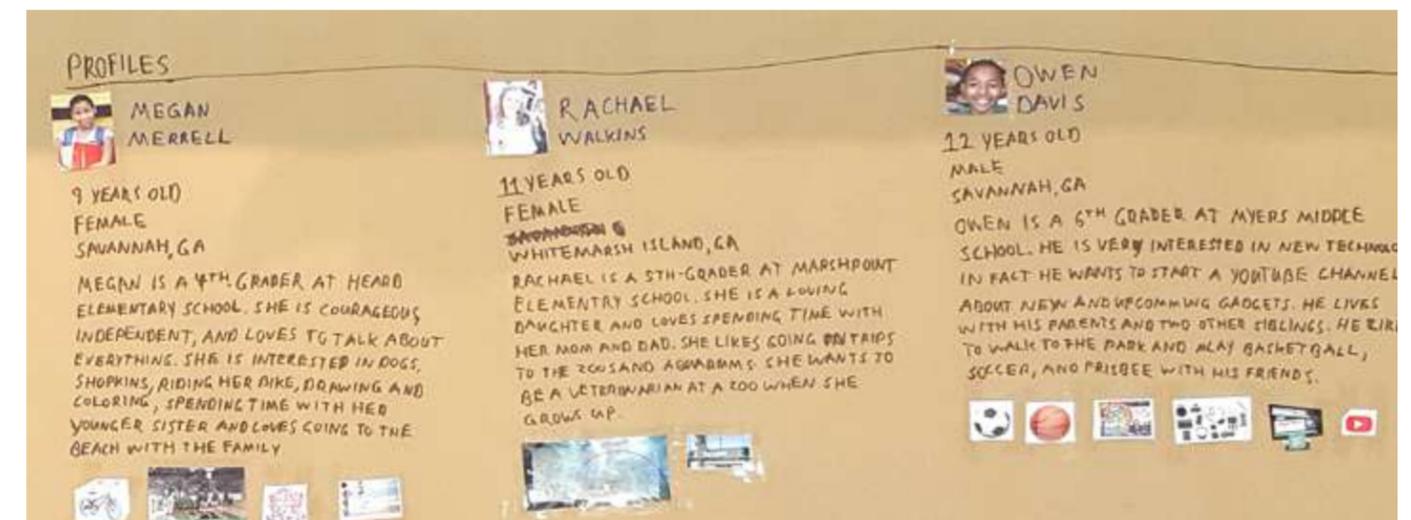
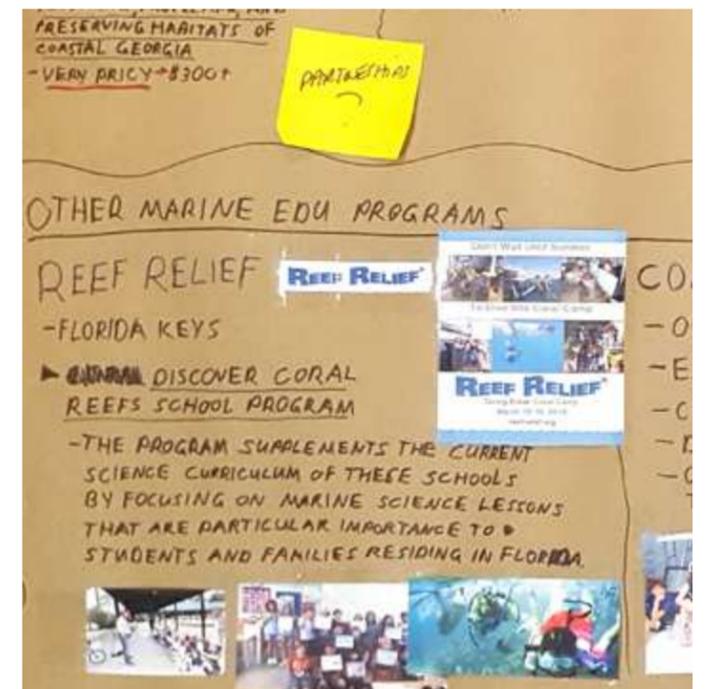
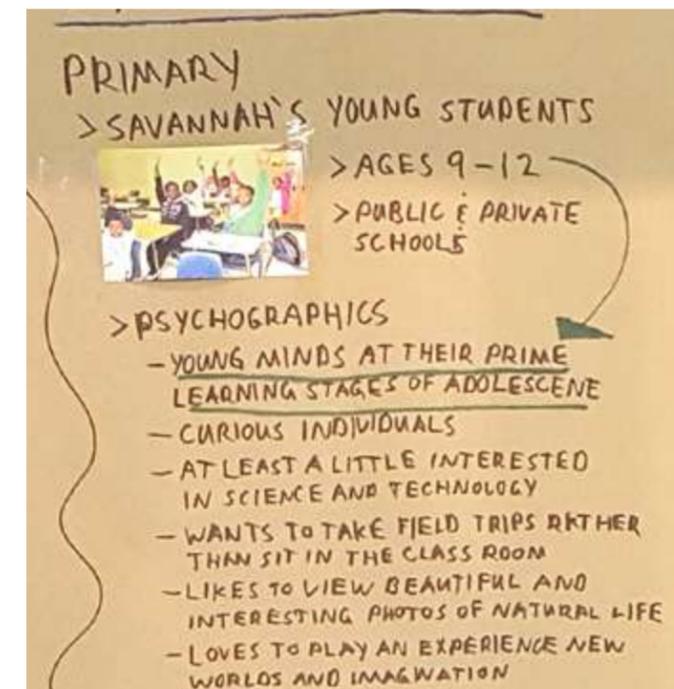
Book Jackets

GRAY'S REEF DISCOVERY FLEET

The research for innovation: Diverge for information



The market



How might we...

WHY ARE REEFS IMPORTANT TO THE PEOPLE OF SAVANNAH?

- THEY PROTECT US FROM HARMFUL EFFECTS OF HURRICANES AND STORMS
- THEY SUPPORT THE LIVES OF THE FISH AND OTHER MARINE LIFE
- THEY ARE THE SOURCE OF OXYGEN AND PLAY A MAJOR ROLE IN THE CYCLE OF NITROGEN AND PHOSPHORUS
- THEY ARE THE HOME OF MANY ENDANGERED SPECIES AND MIGRATING MARINE LIFE

WHY IS EDUCATION OF REEFS IMPORTANT TO YOUNG PEOPLE?

- PEOPLE NEED TO DEVELOP SENSITIVITY TO AND A DEEPER UNDERSTANDING OF THE ROLE OF REEFS IN THE LOCAL AND GLOBAL ENVIRONMENT
- WE CAN USE THIS KNOWLEDGE TO MAKE BETTER DECISIONS AND TO BECOME MORE RESPONSIBLE CITIZENS
- THESE REEFS ARE THE FUTURE OF MARINE ECOSYSTEMS, RECREATION, AND THE ROLE OF INDUSTRY

WHY GRAY'S REEF AND SAVANNAH, GA?

- GRAY'S REEF IS NEARLY 100% NATURAL
- SAVANNAH HAS EXCELLENT ACCESS TO GRAY'S REEF AND ITS RESEARCH
- GRAY'S REEF IS VERY UNIQUE AND ONE OF A SMALL NUMBER OF CORALS
- GRAY'S REEF IS HOME TO MANY ENDANGERED SPECIES AND MIGRATING MARINE LIFE

HOW MIGHT WE...

- CHANGE THE WAY WE VIEW MARINE LIFE EDUCATION?
- EFFECTIVELY INTRODUCE MARINE ECOLOGY AND GRAY'S REEF?
- TEACH TEENS TO CARE FOR THE SANCTUARIES?
- PROMOTE DAILY ACTION THAT BENEFITS BOTH GRAY'S REEF'S ECOSYSTEMS AND THE STUDENTS LIVES?
- BRING THE BEAUTY AND EXCITEMENT OF GRAY'S REEF TO THE STUDENTS?
- ENCOURAGE TEENS TO KEEP IN MIND AND TAKE PART IN THE FIGHT FOR OUR OCEANS?
- ENHANCE THE EXPERIENCE OF CORAL REEF EDUCATION TO TEENS?
- MAKE A POSITIVE DIFFERENCE IN THE WAY SCIENCE IS TAUGHT IN SAVANNAH SCHOOLS?

OPPORTUNITIES

- MOBILE GRAY'S REEF EDUCATION CENTER**
 - CAN REACH KIDS AROUND THE REGION
 - PEOPLE DON'T HAVE TO LOOK FOR IT
 - BRINGS THE HIDDEN REEF RIGHT TO THEM
 - CAN VISUALLY IMPACT PEOPLE WHO SEE IT
 - IT'S REAL/CAN BE TOUCHED/SEEN
 - TAKE TO EVENTS
- OR...**
- GRAY'S REEF DISCOVERY FESTIVAL**
 - BRING A EDUCATION EVENT TO THE SCHOOLS
 - ON CERTAIN DAYS (EX: WALKER BEACH DAY)
 - ALL ABOUT GRAY'S REEF
 - WHY SAY NO TO A FESTIVAL?
 - LARGE ENVIRONMENTAL EXPERIENCE

Converge on an idea

SERIOUS PLAY (PLAY WITH A PURPOSE)

PLAYFUL PROBLEM-SOLVING

- GAMIFICATION**
 - USER ENGAGEMENT
 - A PLAYFUL, OPEN MINDSET CAN FOSTER CREATIVITY & INNOVATION AS IT EMPHASIZES POSSIBILITIES, FREEDOM AND PROCESS
 - CAN BE USED AS VEHICLES FOR ENGAGING DESIGN THINKING!
 - STAGES: DEFINE, RESEARCH, IDEATION, PROTOTYPE, CHOOSE, IMPLEMENT, AND LEARN

HOW MIGHT WE...

USE SERIOUS PLAY TO GET YOUNG STUDENTS ENGAGED IN DESIGN THINKING STRATEGIES IN MARINE LIFE EDUCATION?

1. DEFINE

- SHORT INTRODUCTION ABOUT GRAY'S REEF
- GRAY'S REEF BENEFIT TO LOCAL ENVIRONMENT & COMMUNITY
- DEFINE A MAKE-BELIEVE OR TRUE PROBLEM (WICKED PROBLEM)

2. EMPATHY

- THE "BUT..." PROBLEM
- VISUALIZE AND UNDERSTAND ISSUE THE THING FACES
- FEEL FOR THE ISSUE (RELATE)

3. IDEATION

- WHAT CAN WE DO/MAKE TO FIX THE PROBLEM?
- CRAZY + CREATIVE IDEAS
- DECIDE WHICH IDEAS TO FOCUS

4. PROTOTYPING

- BUILD/CREATE
- TOYS (LEGO, BUILDING TOYS, DRAWINGS, ETC)
- EXPERIMENT

5. IMPLEMENTATION

- TRY IT OUT!
- EXPERIMENT

6. LEARN

- WHAT HAVE WE LEARNED?
- KNOW
- GOAL: MAKE THE KIDS FEEL THAT ~~MAKE~~ THEY HAVE THE POWER TO SAVE AND PROTECT MARINE LIFE AND THEIR COMMUNITY
- TEACH THEM HOW TO INNOVATE TOGETHER
- GET TEACHERS INTERESTED IN DESIGN THINKING FOR EDUCATORS

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Job Days?
Marine biologists come to talk to kids (Great Khan excited!)

How cool for your reef's as cool as being an astronaut?

Do you want to be a scientist?
Do you want to be a scientist? Do you want to be a scientist? Do you want to be a scientist?

MAKING LIFE LIKE "SPONGEBOB" CAN WE USE THAT TO BRING REEF EDUCATION TO TEENS?

GRAYS?

COOL!

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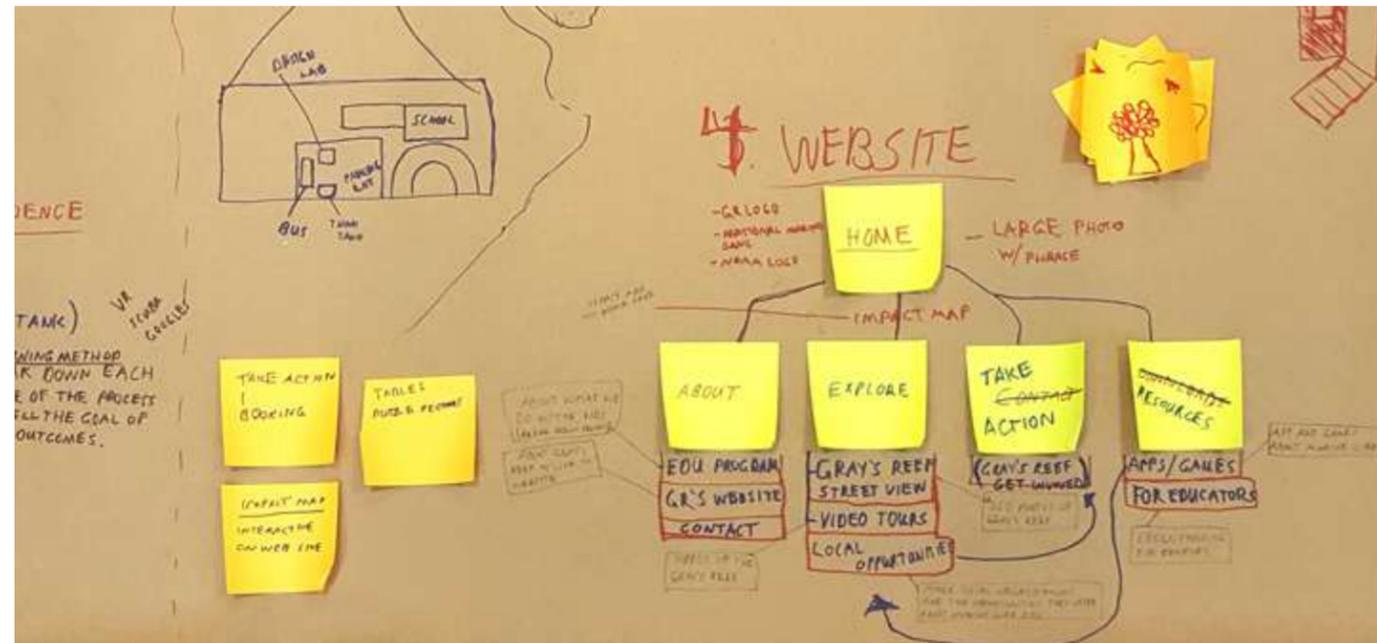
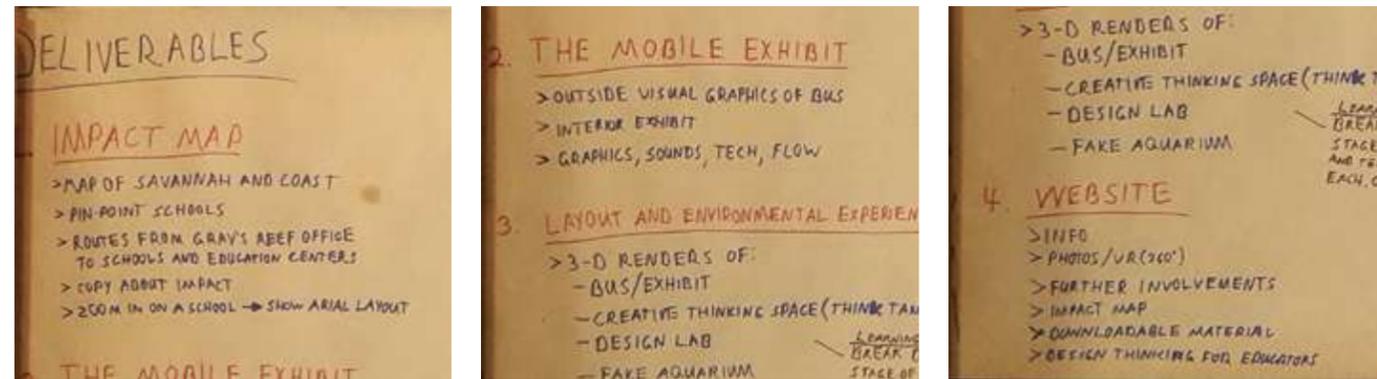
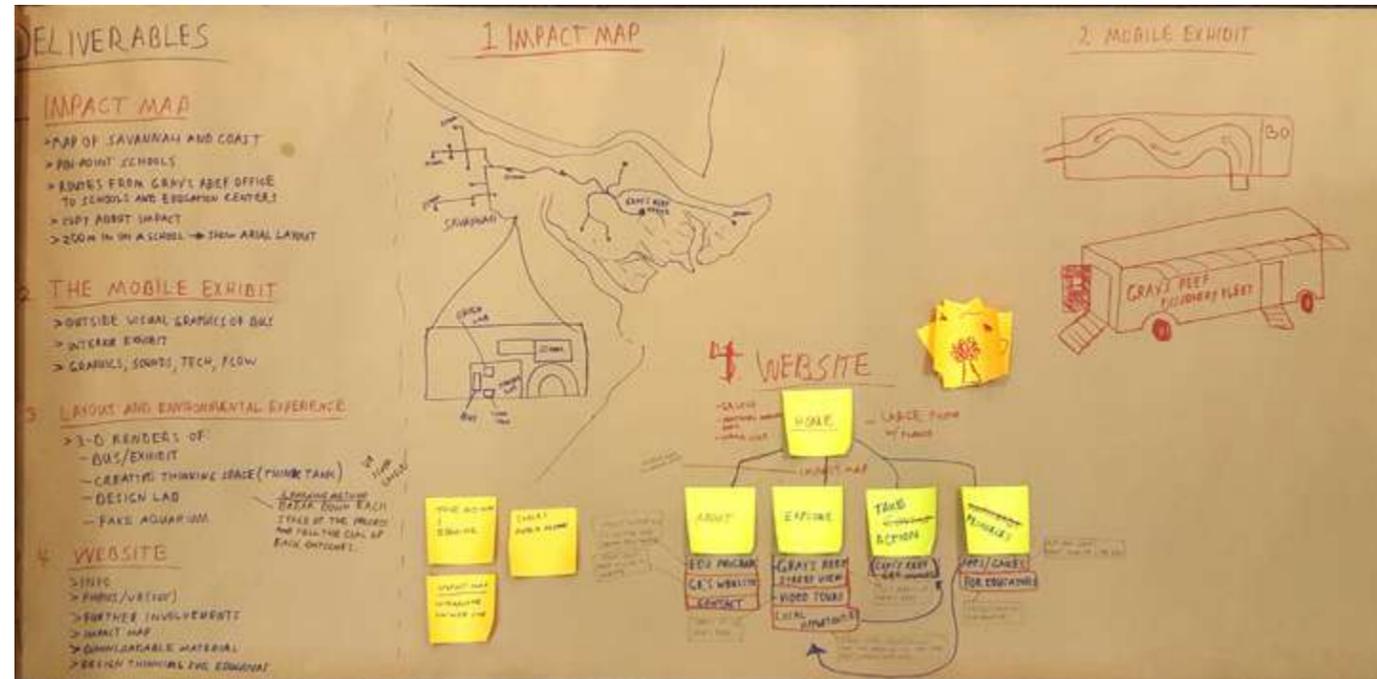
GOALS?

- TEACH THEM HOW TO INNOVATE TOGETHER
- GET TEACHERS INTERESTED IN DESIGN THINKING FOR EDUCATORS

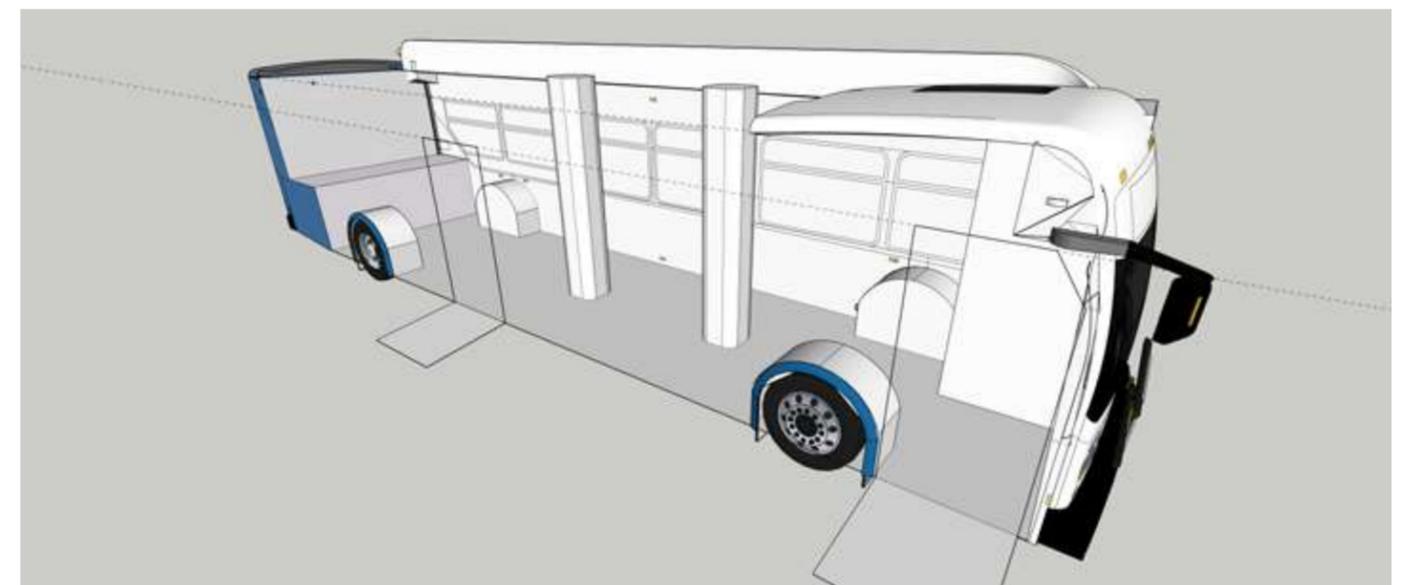
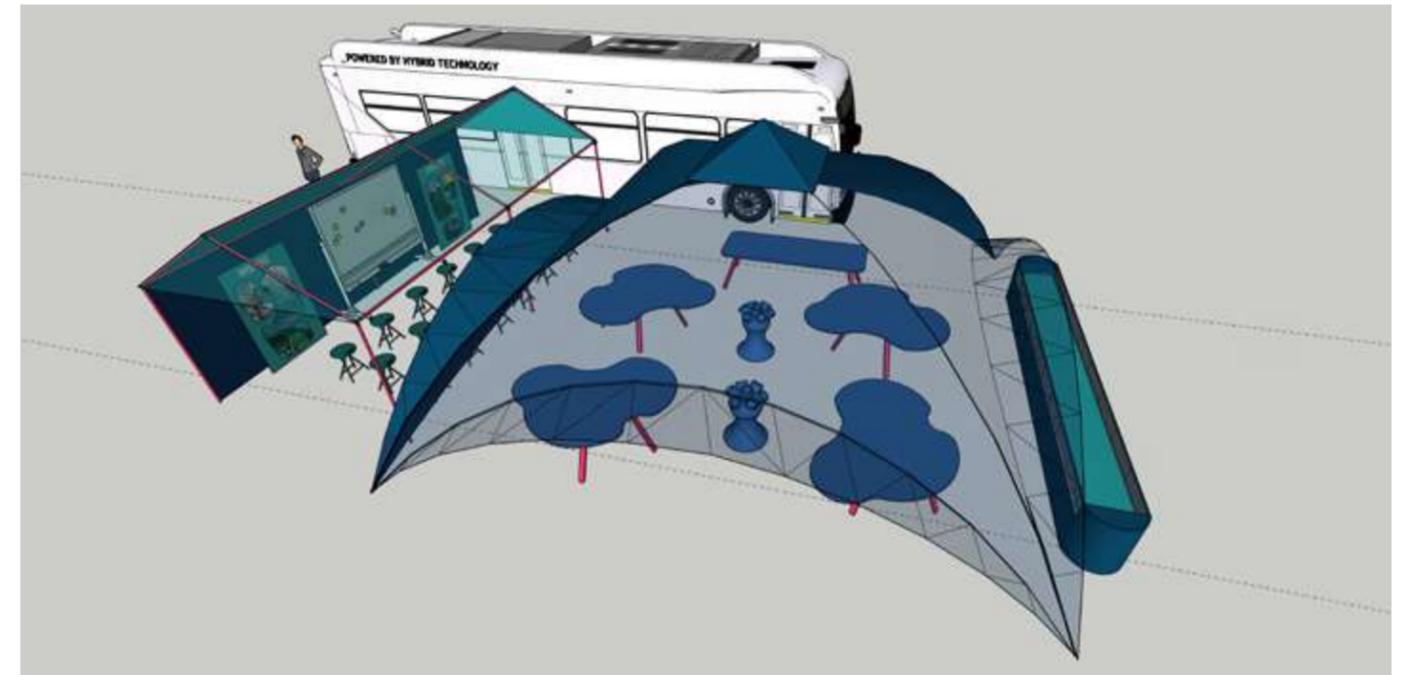
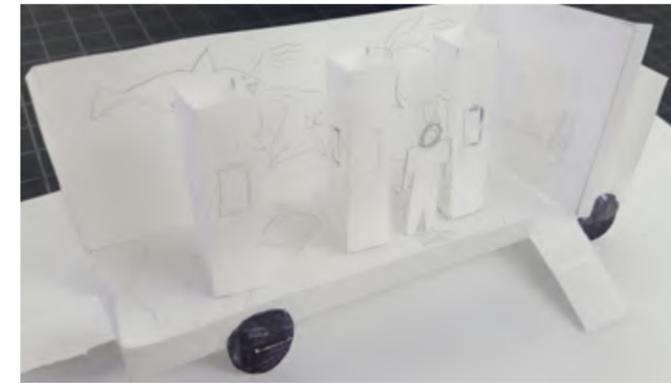
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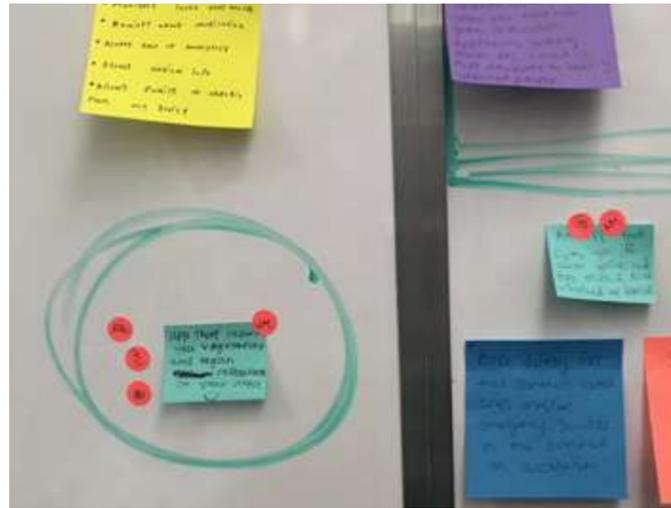
The deliverables



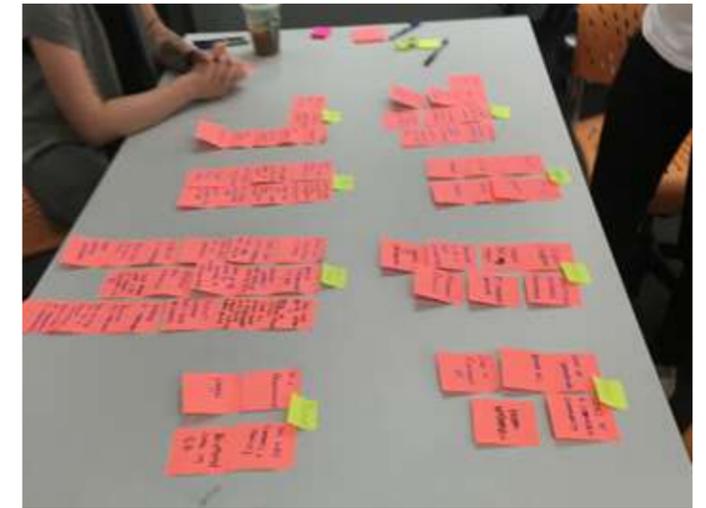
Prototyping



The research and survey analysis



Sticky notes and wireframing



What we hope to solve

Confusing and non-inclusive apps for those who are vegan or vegetarian to find accommodating restaurants

What we hope to accomplish

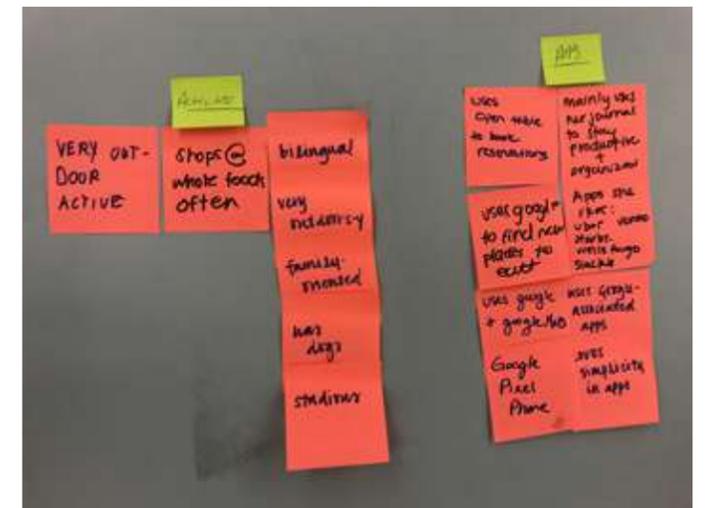
Create an app that makes it easy and stress free for vegetarians and vegans to find restaurants to increase opportunities for people with diverse dietary restrictions while easing the transition from a selective food experience to open variety that will accommodate to everyone's dietary needs.

Problems

- Lacking specificity in their app features (Feature Bloat)
- Confusing UI
- Lacking integration with Google or Apple API
- Sharing restaurant ideas with friends is a hassle
- Dated design
- Lacking quick suggestions

Solutions

- Narrowed features that all users can benefit from
- Simple, intuitive UI
- Integrations with Google API
- Easily share restaurant ideas and accommodate different dietary needs
- Beautiful design reflecting growing trends by user insight
- Restaurant suggestions and search filters such as romantic night out, quick lunch, live music



Survey analysis



narrow to vegan and vegetarian search options

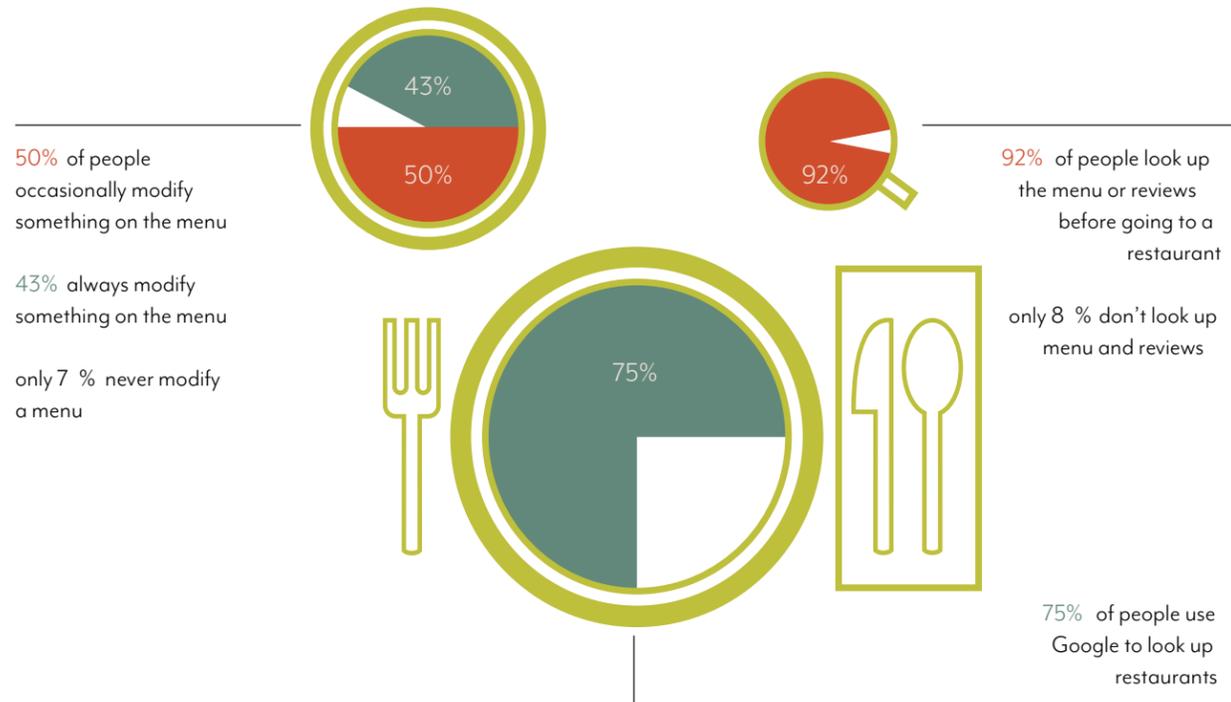


link Google as API



bookmarking and personalization

search options by atmosphere, price, accomodation



Visual identity process



preliminary branding guidelines : sprout hop



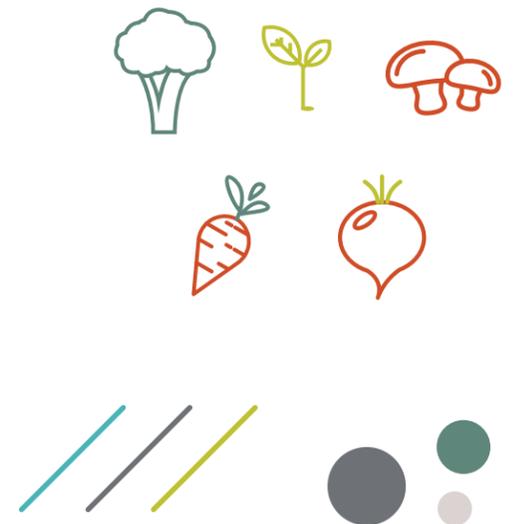
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Avenir Roman
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DIN Alternate Bold
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Gibson Light, Gibson Bold



Montserrat Bold



Montserrat Bold



Vegan



Vegetarian



Veg-Friendly



Primary Brand Colors



R 96
G 136
B 123

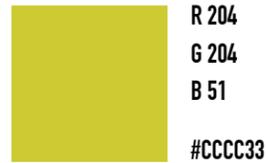
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B 163

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Accent Colors



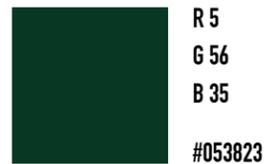
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B 51

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G 229
B 179

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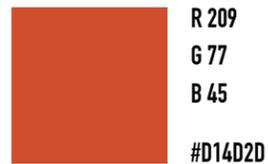
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B 35

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G 229
B 218

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G 77
B 45

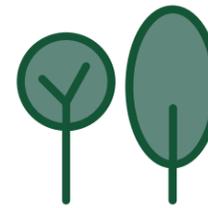
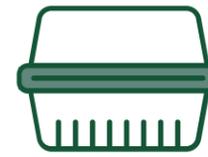
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R 225
G 198
B 192

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Icons



product summary

app strategy

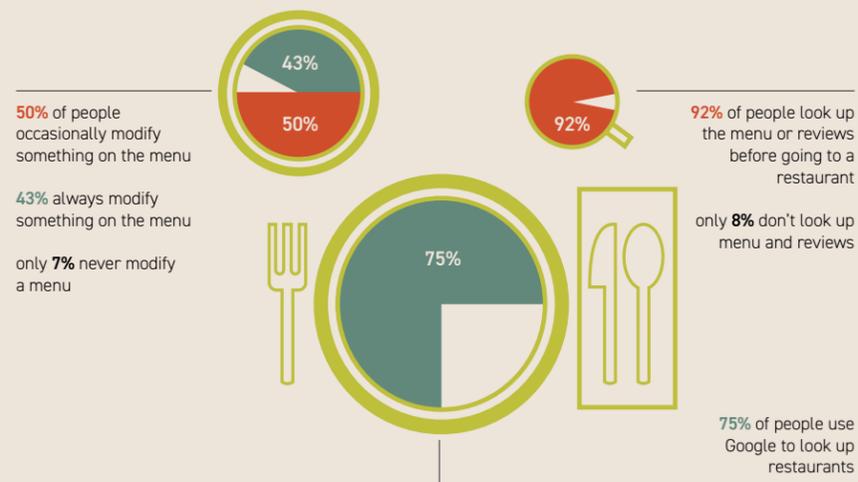
SproutHop is an app that **intuitively filters** through restaurants in your area that are accommodating to **vegetarians and vegans** alike. In addition to finding restaurants, the reviews help the user figure out how **accommodating** a specific restaurant is to their **dietary needs**.

app name

The name "SproutHop" incorporates two aspects of what our app offers. "Sprout" represents the plant based food offerings that this app is helping to find. "Hop" represents the action of the user "hopping" around from place to place finding new restaurants. The word "Hop" is also representative of bunnies, which is a common icon used with cruelty-free products.

market research

There is a rapidly growing trend of people taking on healthier lifestyles. Whether that is physical, mental, or diet related, there is an ever increasing need for apps in this niche market. There is a high demand for an app like SproutHop after taking insight from interviews and survey questions. There are a limited number of competitor apps that perform similar functions, that also offer a positive user experience and design.



competition

happy cow

Happy Cow is the main competitor for the SproutHop app. They are currently the primary app on the market that is used to find vegetarian and vegan restaurants. There are many issues with the interface that make this app not very user-friendly. The app can be unreliable when looking up hours, distance, and reviews. Additionally, the branding for Happy Cow is not representative of a vegetarian or vegan lifestyle.

yelp

Yelp is a tried and true app for finding restaurants and looking up reviews. There are a lot of users on this app, which makes the reviews and ratings accurate and in-depth. The issue is that it is not tailored to filter through vegetarian and vegan restaurants.

open table

Open table is an app that offers a way for users to look up restaurants, as well as reserve a table remotely. They do a great job of organizing and filtering through restaurants to help find the right choice. Similar to Yelp, there is not an easy way to filter through vegetarian and vegan restaurants.

team qualifications

team members

Danny Askins
Graphic Designer

Olivia Bingham
Graphic Designer

Julia Morgan
Graphic Designer

Vandal Novacek
Graphic Designer

advisors and contributors

Bethany Armstrong
Graphic and UX Designer/Professor, SCAD

Shruti Shyam
Graphic Designer, SCAD

Kelton Russell
Financial Analyst, Microsoft

Eric Morgan
Business Advisor, Maintenance Connection

business model

market segment

SproutHop is marketed towards men and women between the ages of 15-50 that eat a vegetarian or vegan diet. These users are most likely "foodies" and enjoy to travel.

value proposition

SproutHop keeps the most up-to-date reviews and information for each restaurant, so the user always knows that the app is giving accurate information. Location services also allows the app to update information that is relevant to the user's city.

competitive advantage

The things that will set SproutHop apart from the competition are an intuitive and beautiful UI, the ability to share restaurant ideas with friends quickly and efficiently, the ability to accommodate many dietary needs at once, quick suggestions, and expanded filter options.

distribution channels

SproutHop will be available in all app stores (Apple, Google, Android). The prototype will be designed for IOS.

revenue model

A production model would be utilized for SproutHop, so the user would pay a one-time fee initially of \$2.99 in the App Store.

financial projections

production costs

Rating System	2,888
GeoLocation	2,063
Maps	2,888
Search	4,950
Social Sharing	2,475
3rd Party API Integration	6,188
Push Notifications	3,713
Approval / Moderation	4,950
User Administration	9,900
Feedback System	9,900
Dashboard	5,775
Total	55,690

breakeven analysis

Cost per unit: **\$2.99**

It would take **18,625** user purchases to breakeven.

This means SproutHop needs **51 purchases per day**, or **357 purchases per week**, to break even in 1 year.

Cost per unit: **\$3.99**

It would take **13,957** user purchases to breakeven.

This means SproutHop needs **38 purchases per day**, or **266 purchases per week**, to break even in 1 year.

BOOK JACKETS

Research board



I really liked this because combination of a light bulb and dragon fly; two things do not usually go together.



I really liked this because of the unreal, dream like aspect of it.



I really liked this because of the hierarchy of type treatment.



I really liked this because of the use of type on the image.



I really liked this because of how well the type and image work together.



I really liked this because of the size variation of type. Large, Medium, Small.



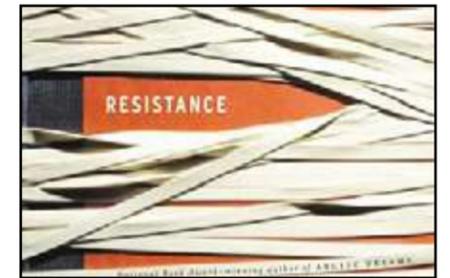
I really liked this because the concept is well interpreted.



I really liked this because of the creation of a setting with multiple images.



I really liked this because of the wonderful use of juxtaposition.



I really liked this because of the relationship between the image and type.



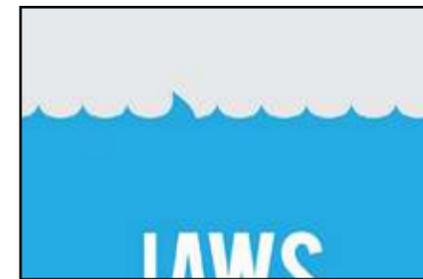
I really liked this because simple type can tell the story.



I really liked this because of the wow factor of the imagery.



I really liked this because of how simple two ideas can be put together to make another.



I really liked this because of the simplicity.



I really liked this because of the use of negative space.



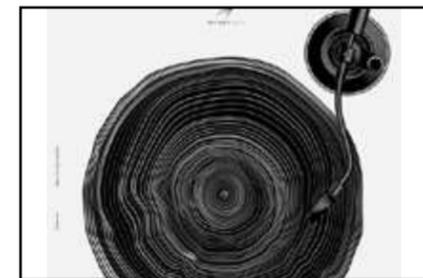
I really liked this because of the manipulation of the imagery.



I really liked this because this is an excellent example of juxtaposition.



I really liked this because of the use of analogy and image.

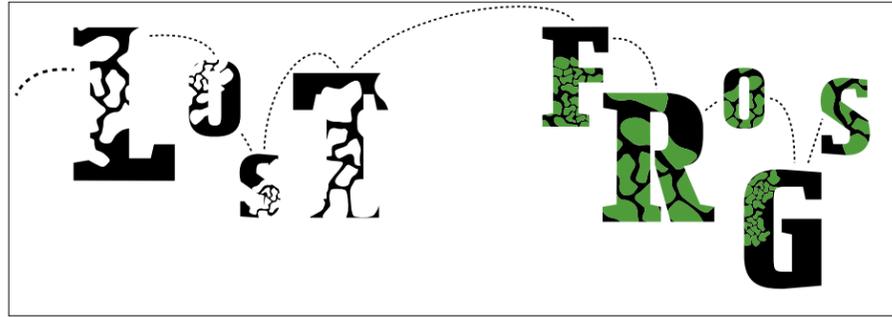


I really liked this because of the intersection correlation of shapes.



I really liked this because of how the images create an object.

Type treatment



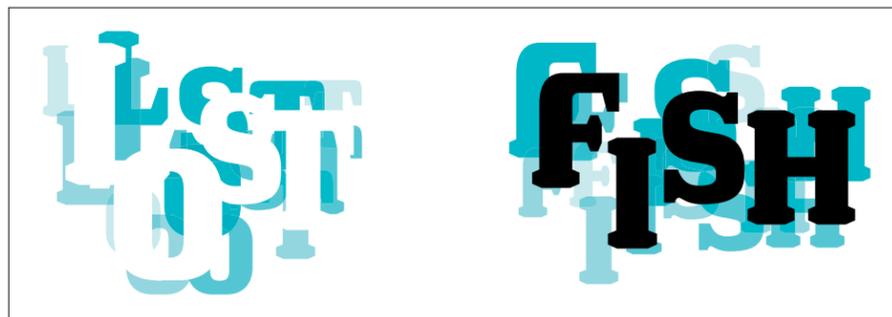
Rogue Serif Bold

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Cholla Slab OT Bold

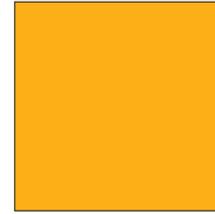
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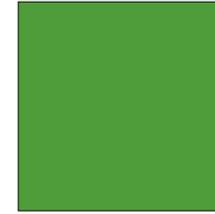
Los Feliz OT Bold

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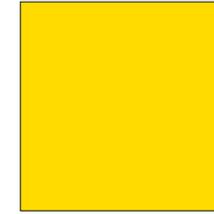
Color Schemes



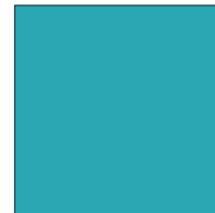
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M: 100 K: 000



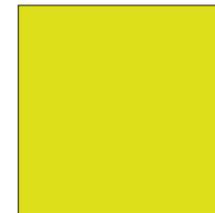
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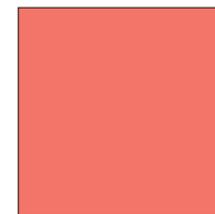
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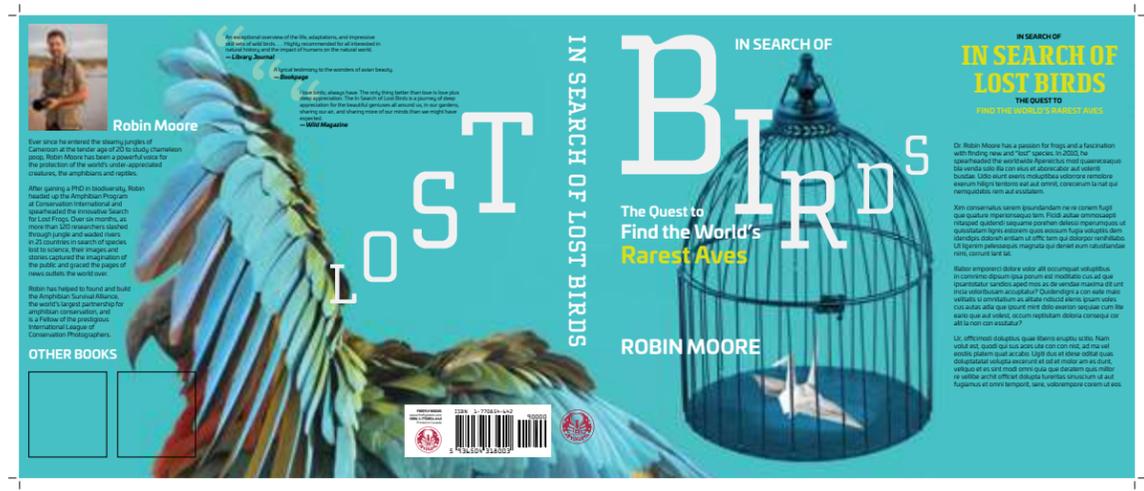
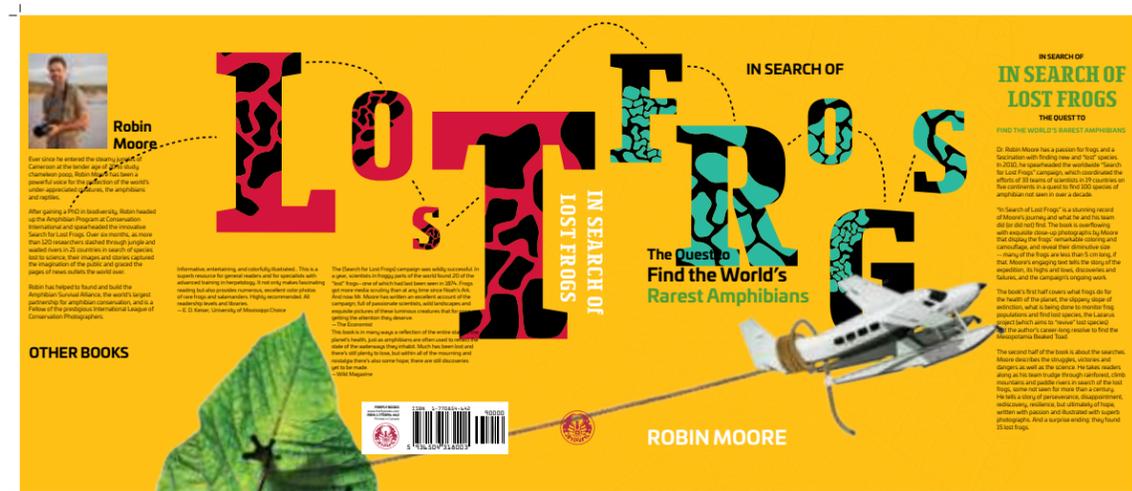
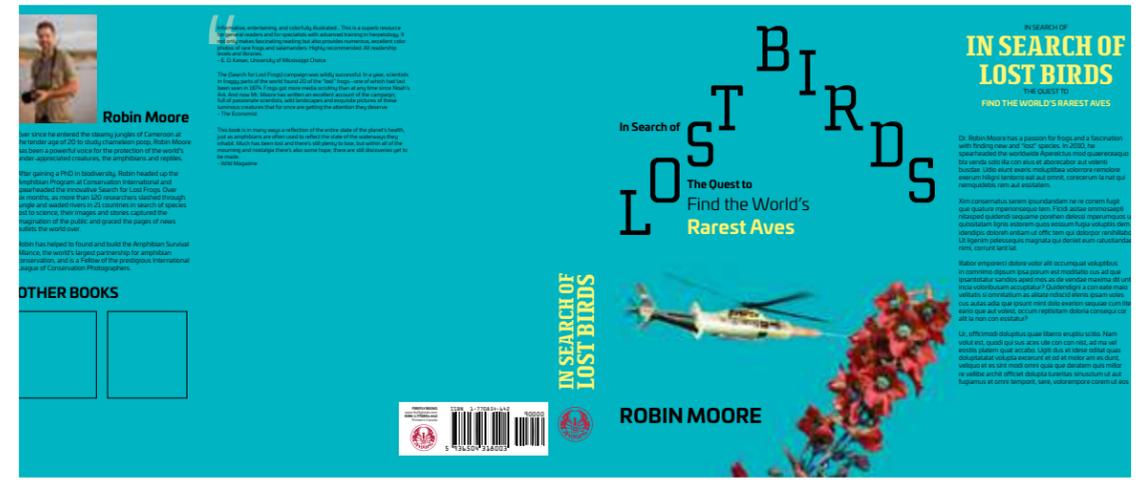
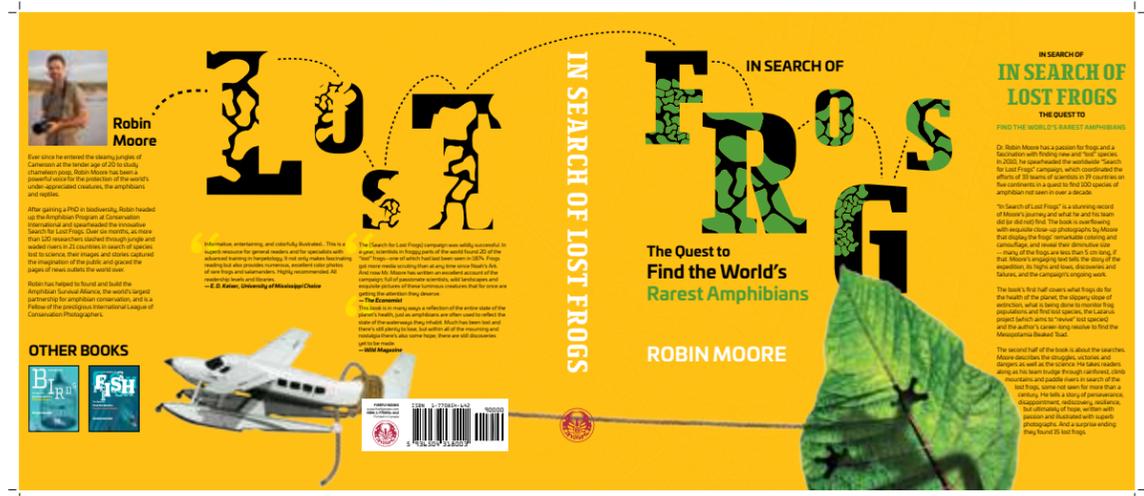
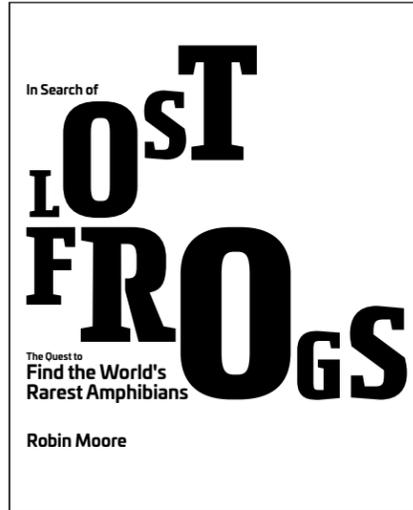
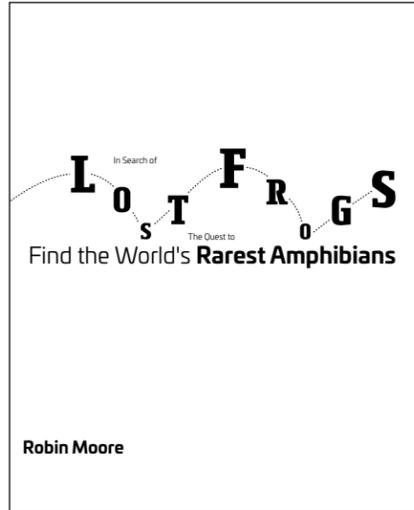
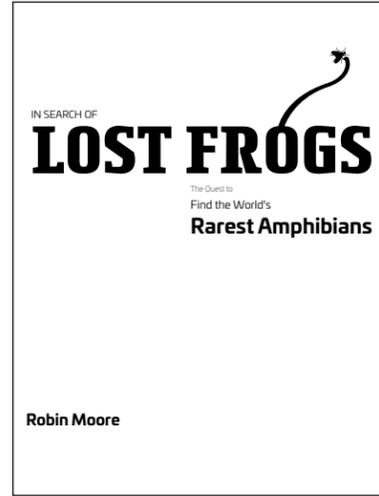
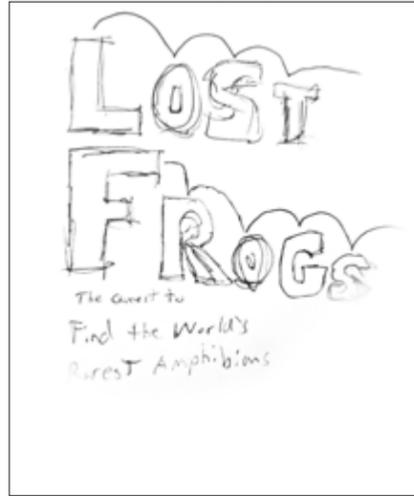


C: 065 Y: 068
M: 020 K: 020



C: 000 Y: 011
M: 054 K: 000

Title process



WIND SCALES

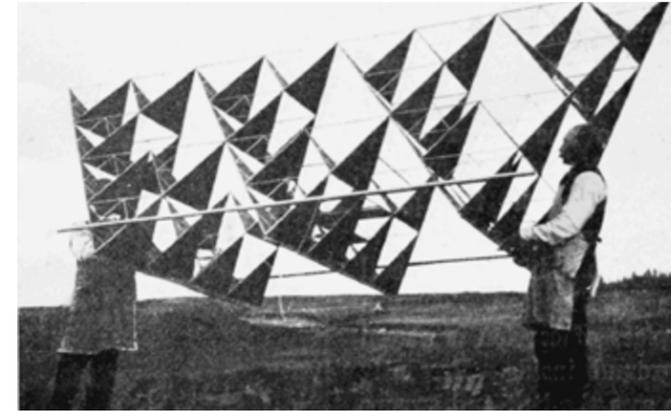


Phase one: Idea development

Inspiration



Inspiration continued



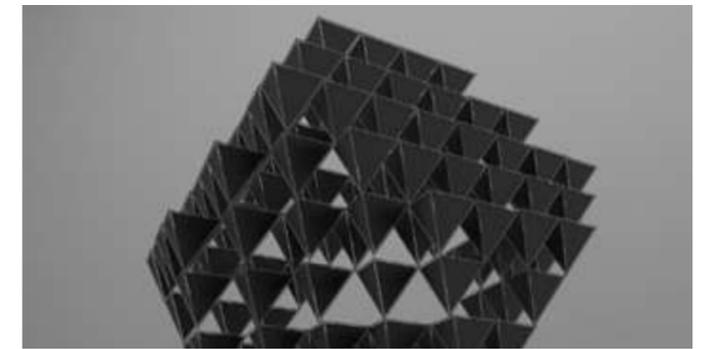
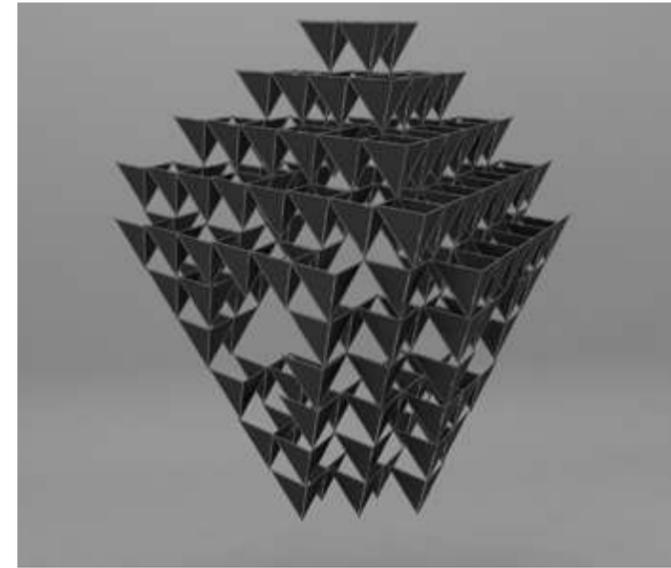
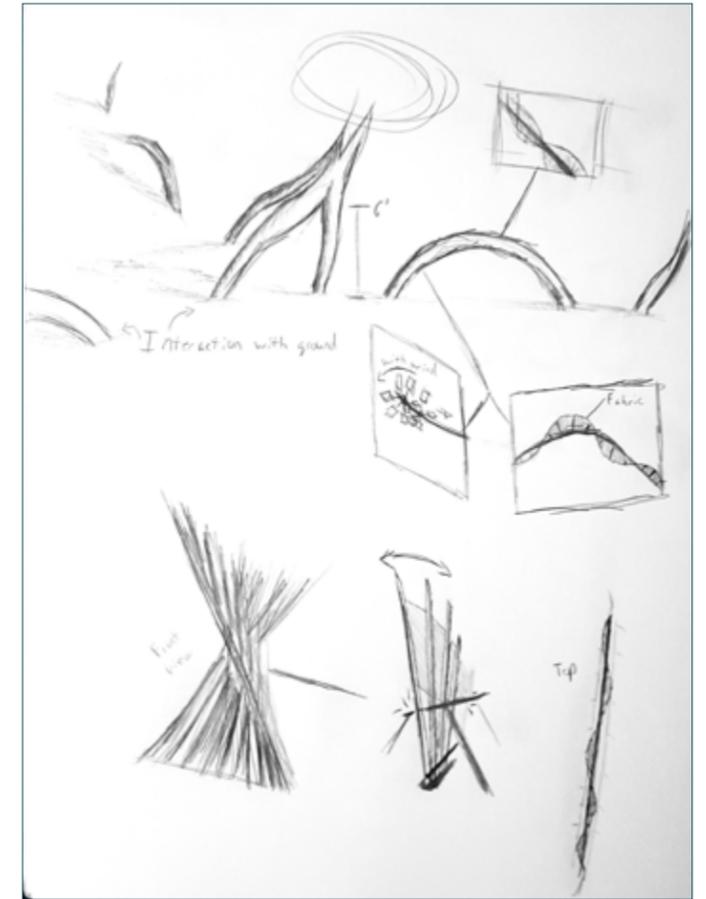
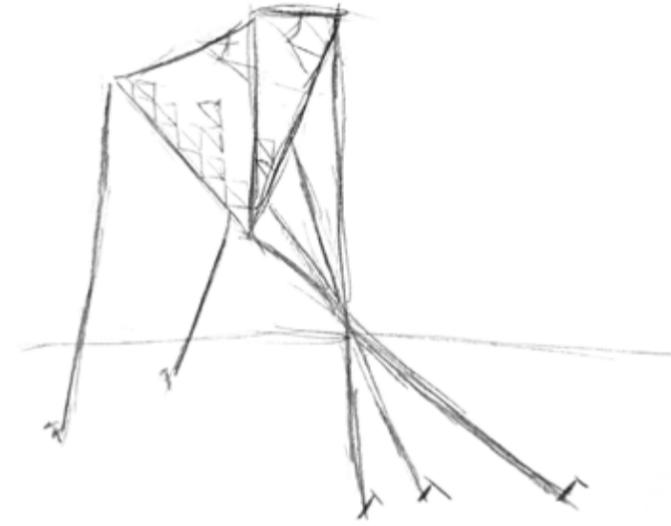
Inspiration: form & space

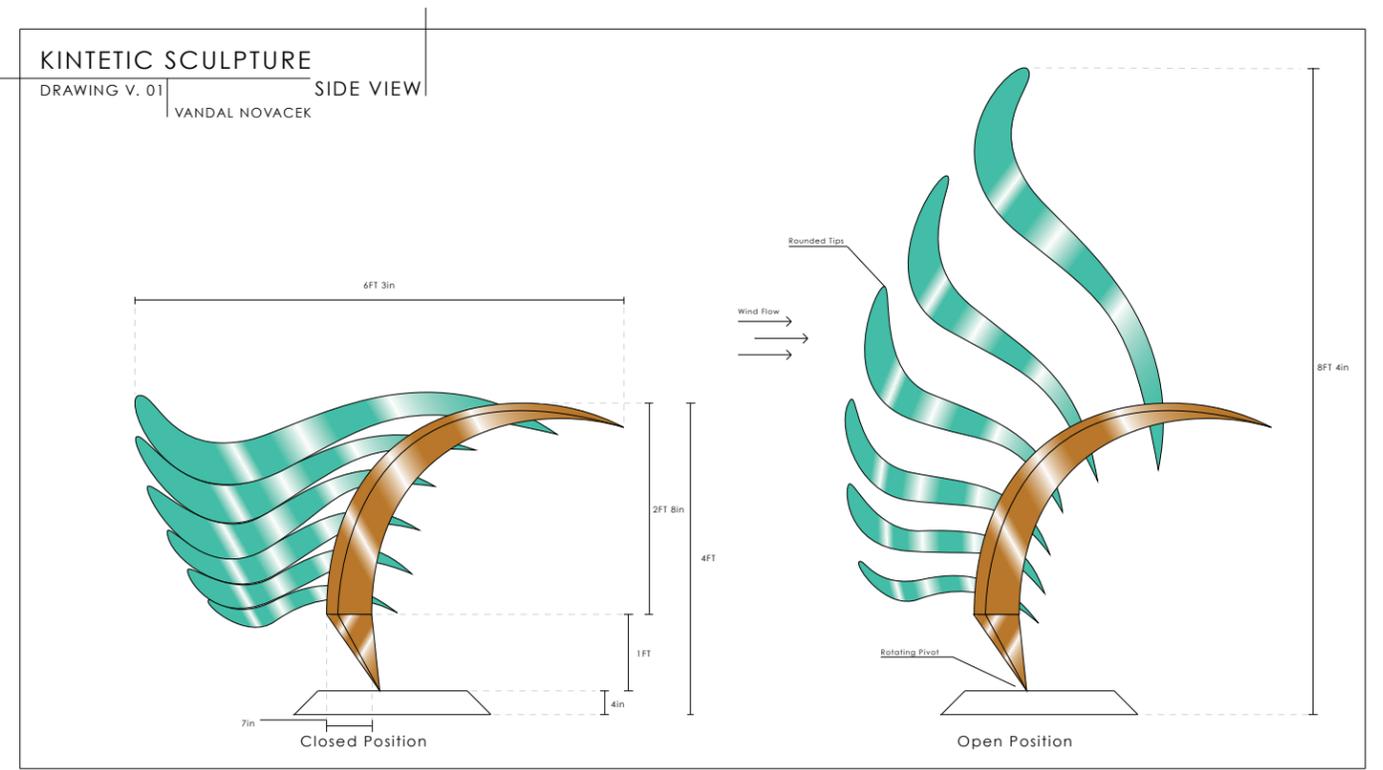
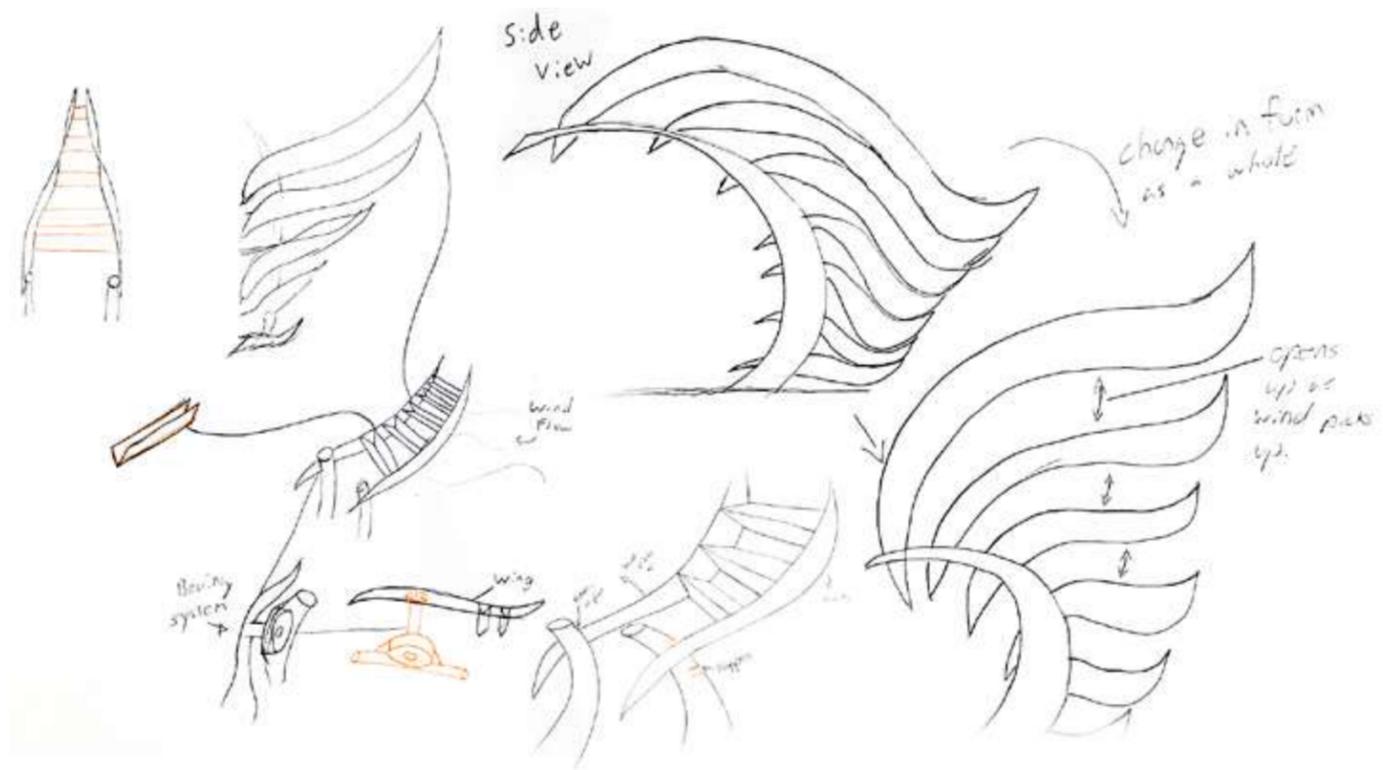


Inspiration: From nature

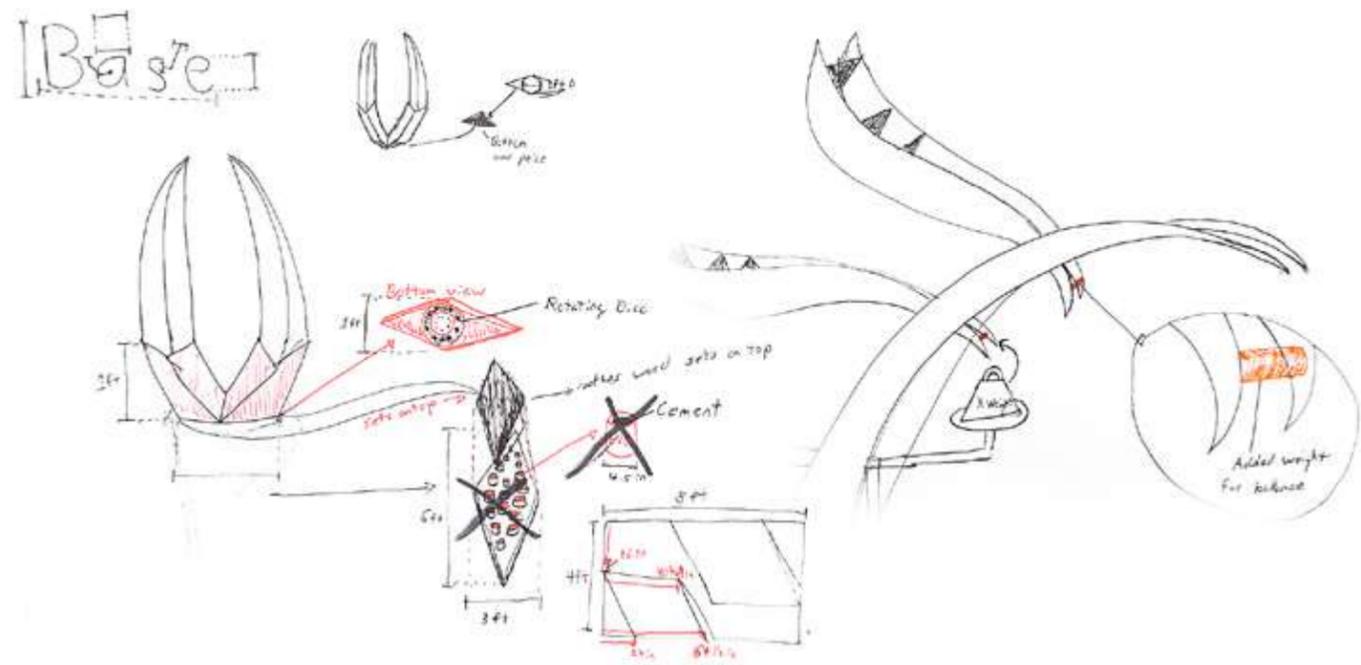


Sketches





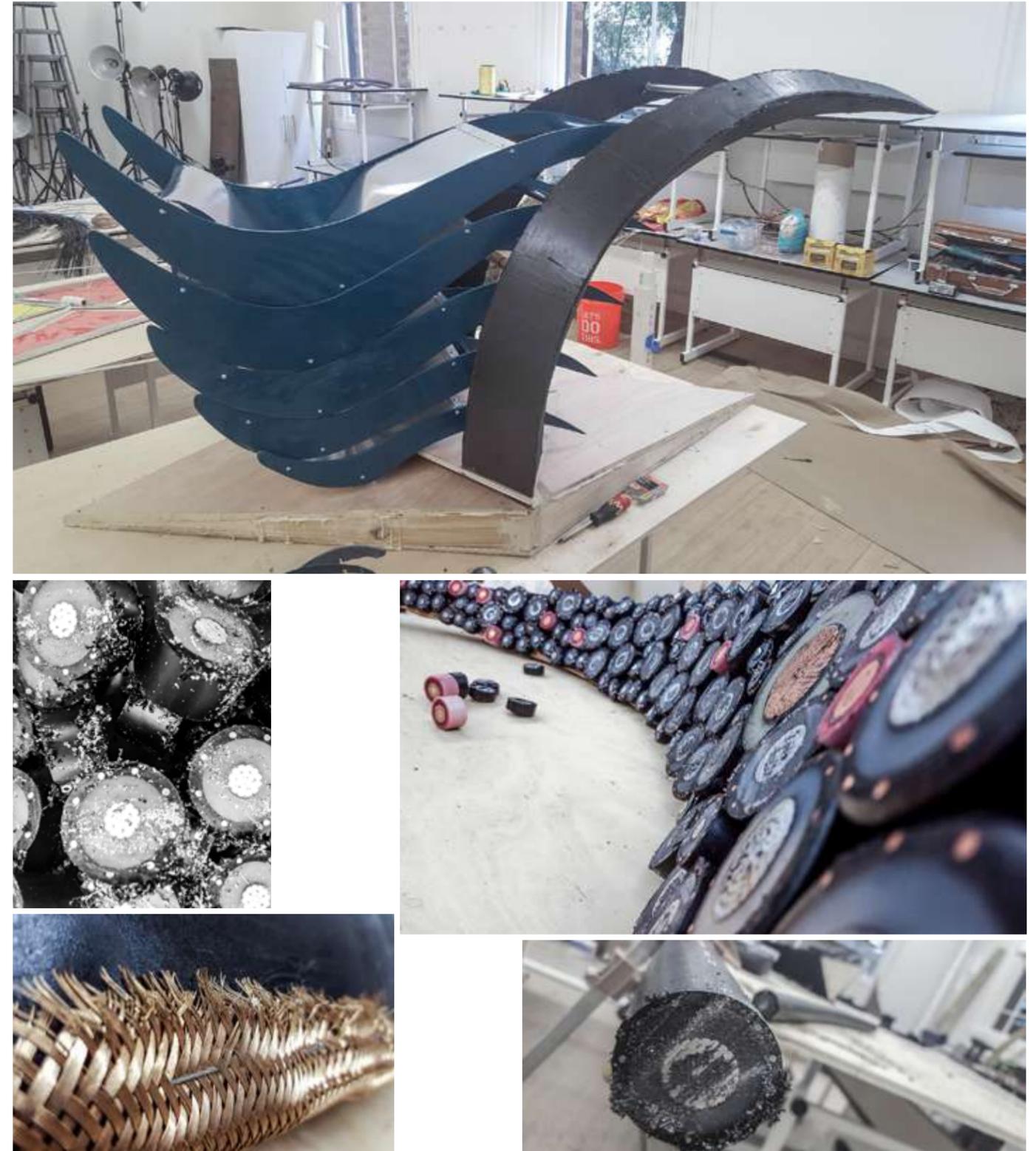
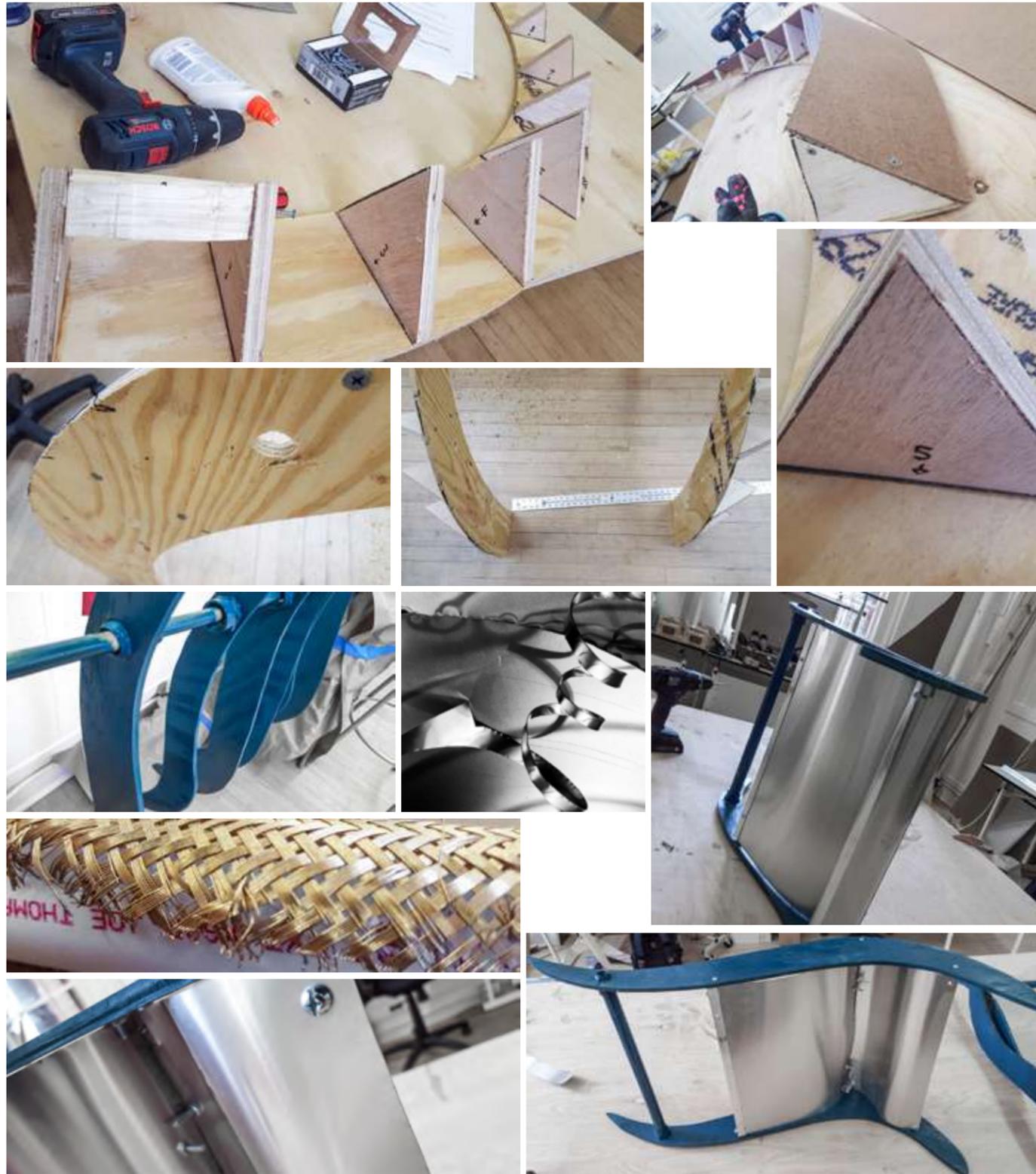
Weight bearing system



Phase two: Maquette construction



Phase three: Prototype process



WICKED FLYING MODEL SHIPS

Research board



I really liked this because of the shelf display potential.



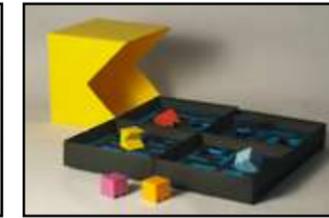
I really liked this because the product is a product of the package.



I really liked this because the packaging becomes the product.



I really liked this because of the elevated level of specialty the package makes the product.



I really liked this because of the re-usability of the packaging.



I really liked this because of the shape and reveal features.



I really liked this because it is making something seem like something else from the concept.



I really liked this because the unique use of the package to show what the product is for.



I really liked this because of the novelty characters and the packaging becomes a collectible.



I really liked this because the packaging is the product.



I really liked this because of wonderful use of juxtaposition.



I really liked this because of the personification of the product.



I really liked this because of the splash of color around the blank white product.



I really liked this because of the classic look.



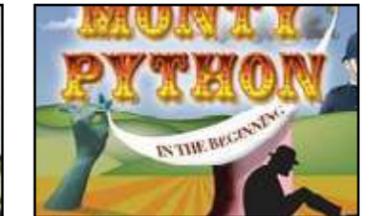
I really liked this because of how the product is used to make a character with the packaging.



I really liked this because of the classic use of juxtaposition.



I really liked this because it is hysterical and is where my concept is coming from.



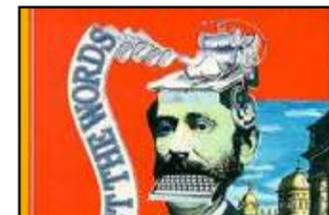
I really liked this because of the use of characters and interaction with the type.



I really liked this because of the fun representation of characters.



I really liked this because its wack-o that is intriguing.



I really liked this because of the use of analogy and image.



I really liked this because of story and colors.



I really liked this because of the detail of the typography.



I really liked this because of creative use of the box.



I really liked this because the openness of the packaging and display of the products.



I really liked this because of style and colors of the illustrations.



I really liked this because of it insanity and bizarre character.



I really liked this because of creativity of the box interior.

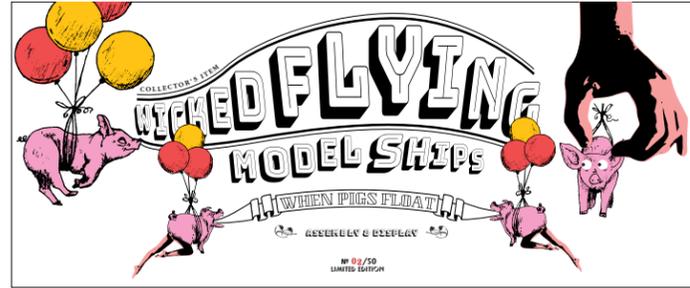


I really liked this because of character of the packaging.



I really liked this because of the interaction with the packaging.

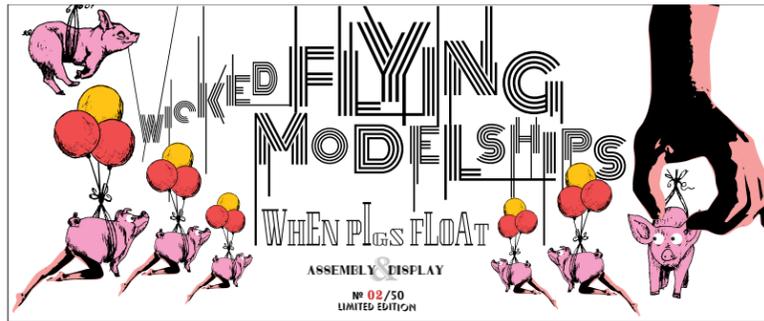
Type study



Garamond Handtooled
Bungee Shade
Kumar One Outline
Lucida Sans Typewriter
Umbr Std Medium

Wish your new ship could fly? Attach some wings to it and push it off a cliff. If it doesn't fly then try again. Wicked Flying Model Ships is a series of collectible boats that you have to turn into flying machines. Let your imagination go, build your aircraft, then, display it for everyone to see.

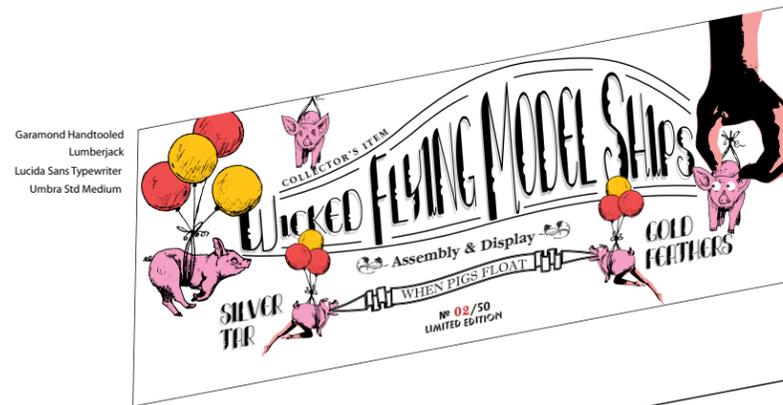
Isadora Bold 11/13



Monoton
Draft Display
Kumar One Outline
Lucida Sans Typewriter
Umbr Std Medium

Wish your new ship could fly? Attach some wings to it and push it off a cliff. If it doesn't fly then try again. Wicked Flying Model Ships is a series of collectible boats that you have to turn into flying machines. Let your imagination go, build your aircraft, then, display it for everyone to see.

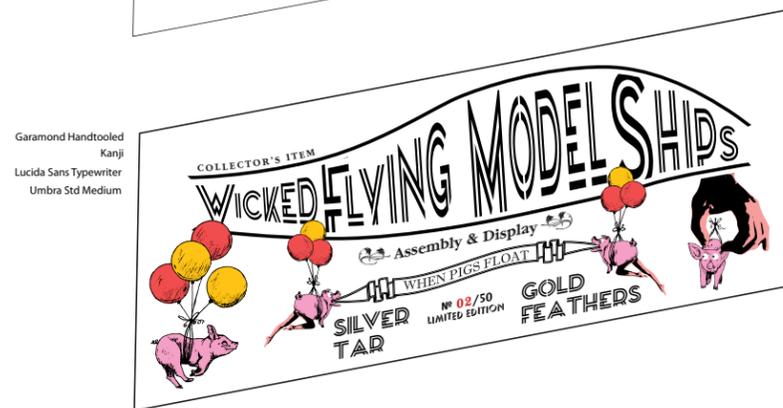
Adso 13/15



Garamond Handtooled
Lumberjack
Lucida Sans Typewriter
Umbr Std Medium

Wish your new ship could fly? Attach some wings to it and push it off a cliff. If it doesn't fly then try again. Wicked Flying Model Ships is a series of collectible boats that you have to turn into flying machines. Let your imagination go, build your aircraft, then, display it for everyone to see.

American Typewriter Light 10/13

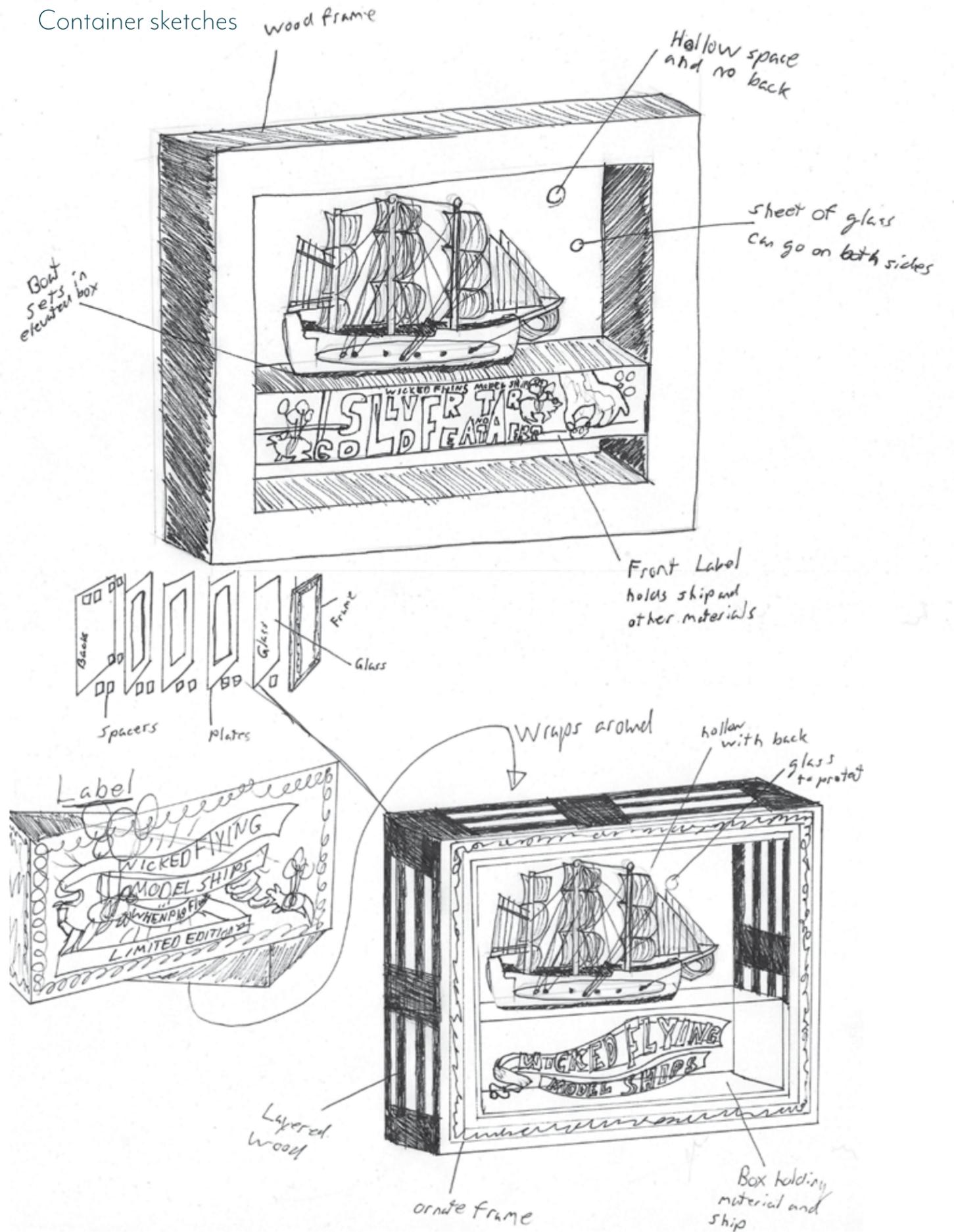


Garamond Handtooled
Kanji
Lucida Sans Typewriter
Umbr Std Medium

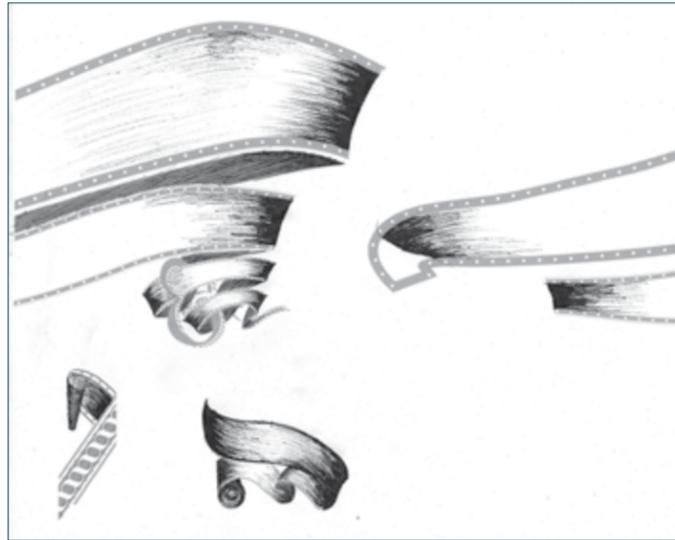
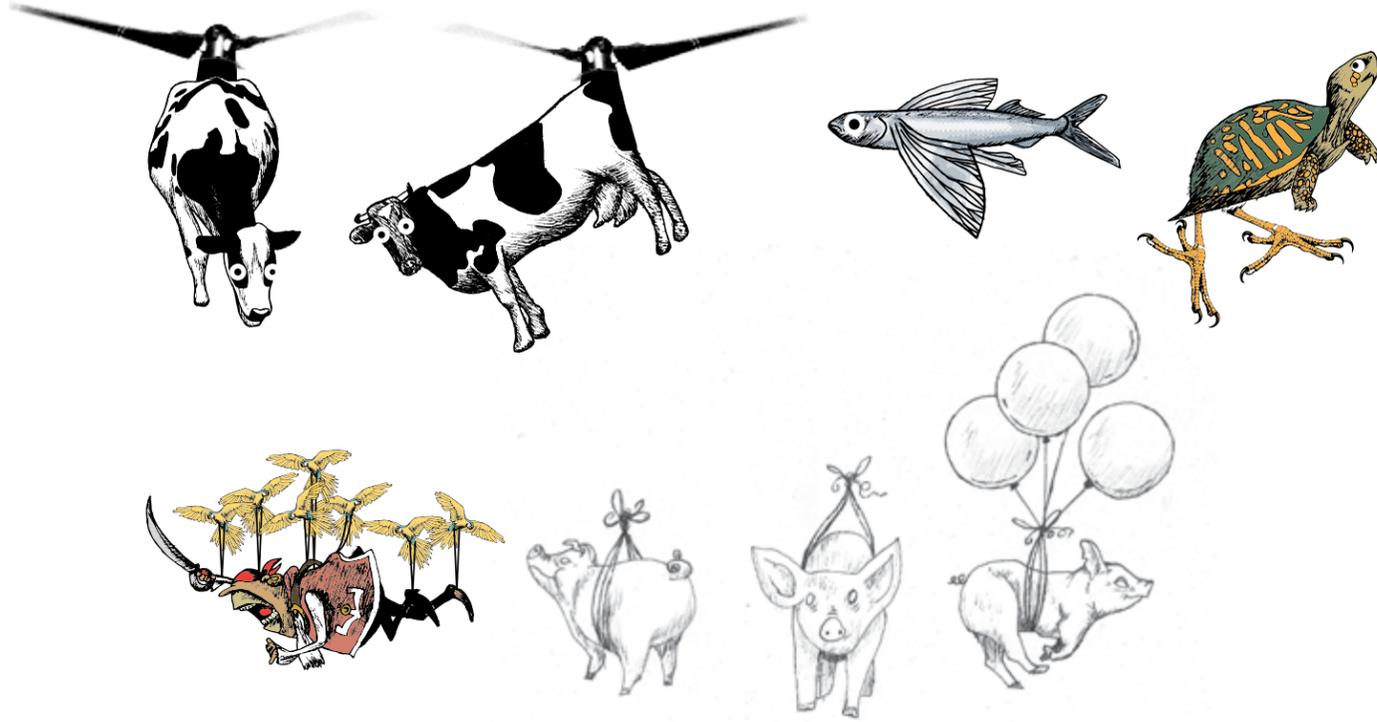
Wish your new ship could fly? Attach some wings to it and push it off a cliff. If it doesn't fly then try again. Wicked Flying Model Ships is a series of collectible boats that you have to turn into flying machines. Let your imagination go, build your aircraft, then, display it for everyone to see.

Coquette 11/13

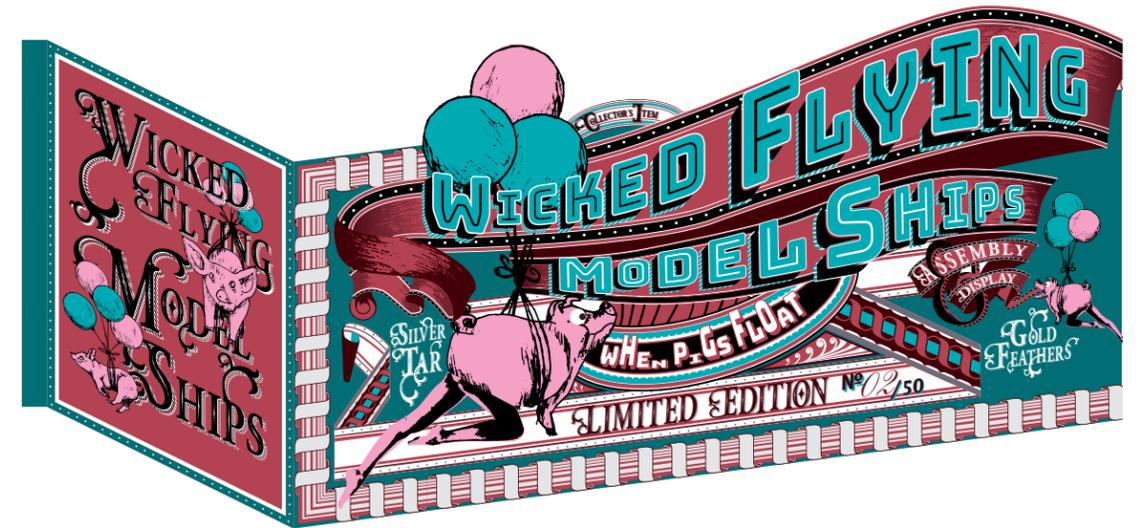
Container sketches



Character drawings



Dieline versions



ROYAL OUTLAW

Research board



I really liked this because of the ornateness of the type and designs.



I really liked this because of the traditional use of ornate patterns.



I really liked this because of the use of cloth they printed on.



I really liked this because of the complexity of the border breaking away from the 'box.'



I really liked this because of the very unique design of material used rather than paper.



I really liked this because of the texture created with the technique of printing.



I really liked this because of the visualization of the concept.



I really liked this because the shape of the bottle.



I really liked this because of complexity of the background.



I really liked this because of the use of material to make it look more 'special.'



I really liked this because of wonderful use of juxtaposition.



I really liked this because of the technique of putting type on the bottle.



I really liked this because of the use of type with the subject.



I really liked this because of the classic look.



I really liked this because of the photography.



I really liked this because of the hand drawn look of the pattern.



I really liked this because of the concept.



I really liked this because of the ornateness of the typography.



I really liked this because of the idea of revealing the image.



I really liked this because it is very complex.



I really liked this because of the use of analogy and image.



I really liked this because of the style of drawing.



I really liked this because of the wrapping effect of the print and texture of the wood.



I really liked this because of the fun and creative elements.



I really liked this because the use of materials.



I really liked this because of the complexity of the ornateness.



I really liked this because it is simple but has a personality.



I really liked this because of the personality.

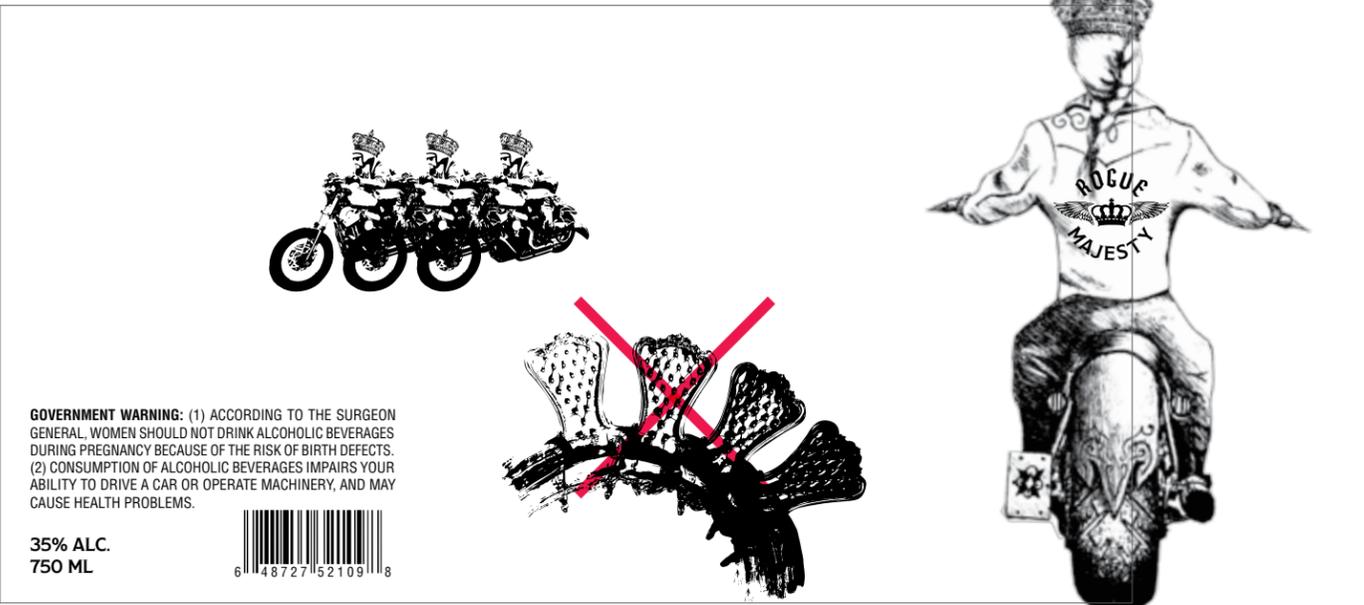


I really liked this because of the concept.



I really liked this because of the misleading type.

Sketches and versions



CHEESE PLEASE

Research board



I really liked this because of the use of large type to fill up space in a pleasing way.



I really liked this because of flow if the background throughout the spread.



I really liked this because of the choreographed imagery.



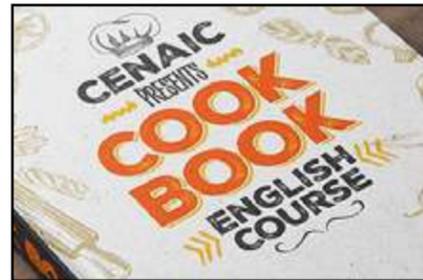
I really liked this because of flow if the background throughout the spread.



I really liked this because of flow if the background throughout the spread.



I really liked this because of clean layout design.



I really liked this because the use of big, medium, and small type.



I really liked this because of the creative construction of the physical menu.



I really liked this because of 'loud' type treatment.



I really liked this because of the evidence of a story.



I really liked this because how the type is integrated with the image.



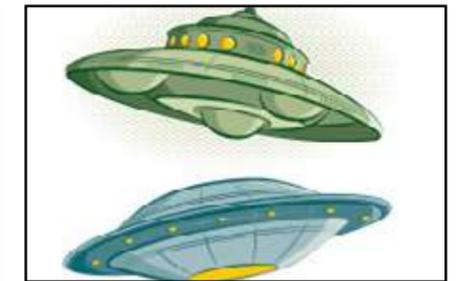
I really liked this because of the fun illustration that themes the book and helps tell the concept.



I really liked this because of how simple everything is.



I really liked this because of unique way of showing what you want from a menu.



I really liked this because of the use of illustration.



I really liked this because of the treatment of the illustration.



I really liked this because of how well the cover flows throughout the whole menu.



I really liked this because of the simple treatment of the icons.



I really liked this because of the fun way to interact with the menu.



I really liked this because of how the menu can decide for you.

Menu 001



PLEASE
Cheesy Restaurant

THERE IS NO PROBLEM IN THIS WORLD THAT CHEESE CAN'T FIX.

Here at Cheese Please we stand by this motto. With every dish featuring cheese there is no surprise we have a unique menu. Embracing creativity and providing a fun environment for is just a part of our purpose. Let your mind go and be leisure as you and the whole family enjoy everything great about cheese. So, come on and dine with us, we might even tell you the secret of where cheese comes from.

APPETIZERS

CORN CAKE STACKS WITH AGED CHEDDAR 5
Usa sintor sa as ut volut omolestin re por re aruptatum anteceri prar. Ullupta dit, sur rerencia dolenis reparates sita voluptum doloribus dendi omnimilg

CHEDDAR BISCUITS 4
Nim erspe est voloria eatatem quantunt aspedit eaquo optaqui odipsantur? Quisape litatem aboreperum nis dolelectus ea voluptatae resequeapel

ENTRÉES

WARNING: will contain cheese!

DOUBLE DUTCH MAC AND CHEESE 8
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

BLUE CHEESE STEAK 10
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

NaN-CHO MAC AND CHEESE 9
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

GRILLED CHEESE AND SHORT RIB SANDWICHES 11
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

A CHEESY THING 5
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

ANOTHER CHEESY THING 5
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

2210 W Wisconsin Ave,
Milwaukee, WI 53233
4 pm - 12 am everyday

(414) 458-2018
www.cheeseplease.com

Menu 002



CHEESE PLEASE

MENU




CHEESE PLEASE
Cheesy Restaurant

APPETIZERS

CORN CAKE STACKS WITH AGED CHEDDAR 5
Usa sintor sa as ut volut omolestin re por re aruptatum anteceri prar. Ullupta dit, sur rerencia dolenis reparates sita voluptum doloribus dendi omnimilg

CHEDDAR BISCUITS 4
Nim erspe est voloria eatatem quantunt aspedit eaquo optaqui odipsantur? Quisape litatem aboreperum nis dolelectus ea voluptatae resequeapel

ENTRÉES

WARNING: will contain cheese!

DOUBLE DUTCH MAC AND CHEESE 8
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

BLUE CHEESE STEAK 10
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

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Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

GRILLED CHEESE AND SHORT RIB SANDWICHES 11
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

A CHEESY THING 5
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

ANOTHER CHEESY THING 5
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Milwaukee, WI 53233
4 pm - 12 am everyday

(414) 458-2018
www.cheeseplease.com

WINE

Please!

RED	CHEESE PAIRING	G	B
Blue Pyreness Sauvignon	Blue Brie	7.5	36
Bottle Tree Cab Merlot	White Cheddar	6.5	30
Napa Biale Zinfandel	Cheddar Blue Feta	6	25
Opawa Pinot Noir	Goats Feta Swiss	8.5	47

WHITE	CHEESE PAIRING	G	B
Angel Cove Sauvignon Blanc	Asiago Goat Brie	7.5	36
La Playita Gruner Veltliner	Muenster Goat Blue	6	25
Lue Belaire Brut	Colby Brie	7.5	36
Six Foot Pinot Gris	Goats Goat	8	40

Menu 003



CHEESE PLEASE
FOOD + WINE



APPETIZERS

CORN CAKE STACKS WITH AGED CHEDDAR 5
Usa sintor sa as ut volut omolestin re por re aruptatum anteceri prar. Ullupta dit, sur rerencia dolenis reparates sita voluptum doloribus dendi omnimilg

CHEDDAR BISCUITS 4
Nim erspe est voloria eatatem quantunt aspedit eaquo optaqui odipsantur? Quisape litatem aboreperum nis dolelectus ea voluptatae resequeapel

WINE

Please!

RED	CHEESE PAIRING	G	B
Blue Pyreness Sauvignon	Blue Brie	7.5	36
Bottle Tree Cab Merlot	White Cheddar	6.5	30
Napa Biale Zinfandel	Cheddar Blue Feta	6	25
Opawa Pinot Noir	Goats Feta Swiss	8.5	47

WHITE	CHEESE PAIRING	G	B
Angel Cove Sauvignon Blanc	Asiago Goat Brie	7.5	36
La Playita Gruner Veltliner	Muenster Goat Blue	6	25
Lue Belaire Brut	Colby Brie	7.5	36
Six Foot Pinot Gris	Goats Goat	8	40



CHEESE PLEASE
Cheesy Restaurant

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ENTRÉES

WARNING: will contain cheese!

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Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

GRILLED CHEESE AND SHORT RIB SANDWICHES 11
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

BLUE CHEESE STEAK 10
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

NaN-CHO MAC AND CHEESE 9
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

CLASSIC GRILLED CHEESE 8
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum

PIMENTO CHEESE BURGER 10
Um dolendam, commiet fuga. Itatibus, oditaqui dolupta plaut volupta tureped quam, tet, ut rerrum, officit ionseed que dolupta turibusdam inihill endae. Rum



CHEESE PLEASE

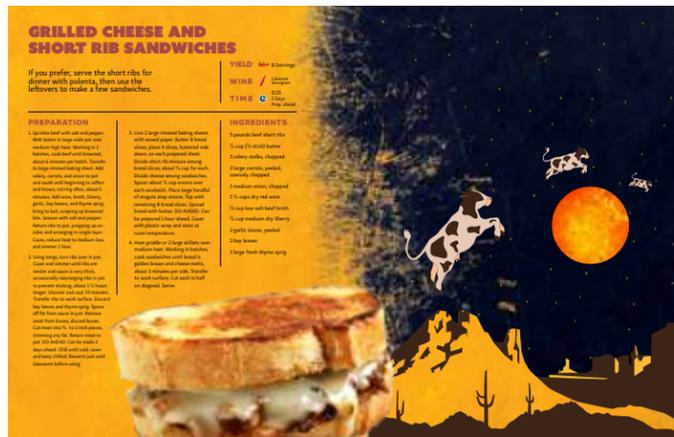
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Milwaukee, WI 53233
www.cheeseplease.com

Digital Process: Cook book spreads versions

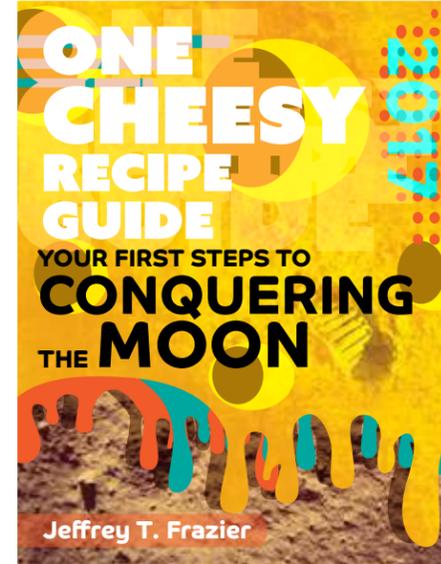
Spread 001



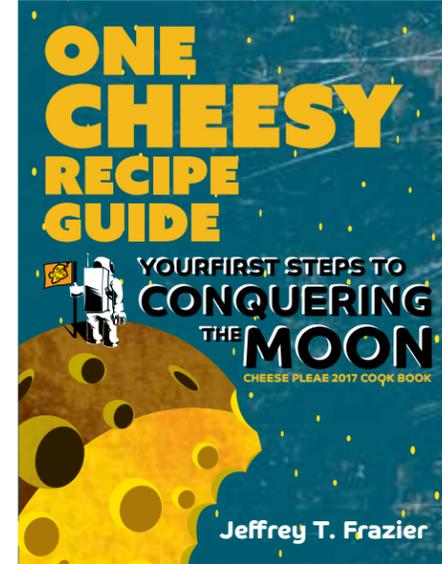
Spread 002



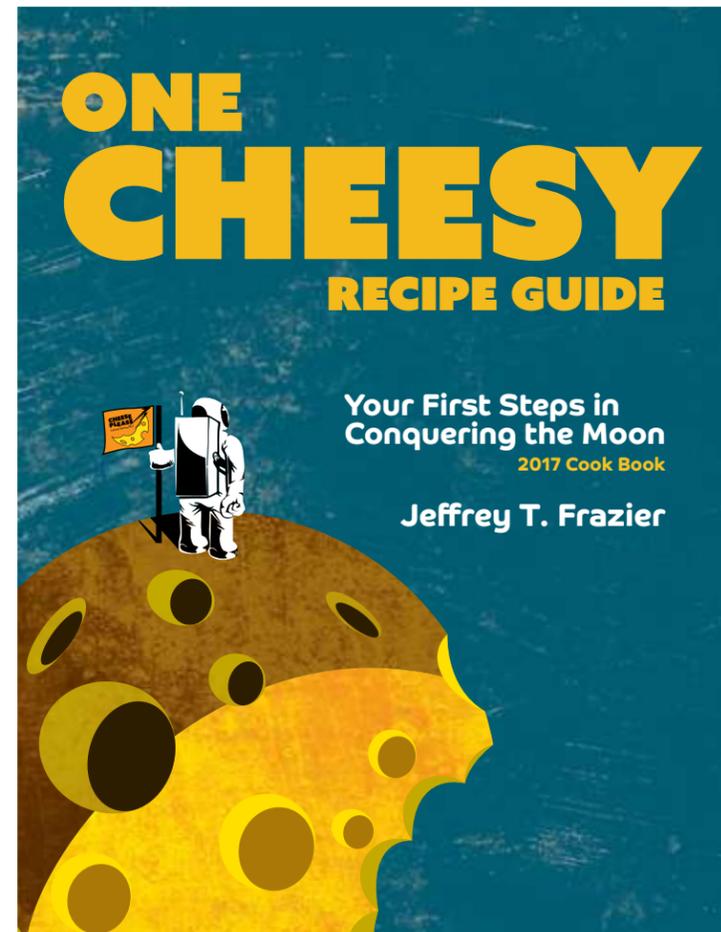
Cover 001



Cover 002



Cover Final



RIDE PEACHY BIKE SHARE

The research for innovation: Diverge for information

SAVANNAH BIKE SHARE

PEOPLE BIKE COMMUNITY

NOTES:

WHAT EXIST LOCAL

CHATHAM AREA TRANSIT **GAT BIKE**

- 2014
- FIRST BIKE SHARE PROGRAM IN SAVANNAH
- CURRENTLY HAS 2 BIKE STATIONS
 - RIVERS EXCHANGE (ACTIVE)
 - ELLIS SQUARE (INACTIVE)
- B-CYCLE
 - NATION WIDE
 - STARTED WAY TOO SMALL - \$70,000 START-UP
 - GIVEN UP
- OTHER INFO: BIKE DOCKS, MEMBERSHIP CARDS, TUBES, POWERED BIKE

SCAD BIKE SHARE

- DOING WELL W/ STUDENTS
- LIMITED MARKET
 - MISSED OPPORTUNITY W/ LOCALS
- BIKE STATIONS THROUGHOUT CAMPUS
- BIKES ARE VISABLE
 - WORKS WELL W/ BRAND
- WELL ESTABLISHED UNIQUE BIKE DOCKING SYSTEM
 - CAN PUT BIKE ON HOLD-2 HRS

OTHER

DIVVY CHICAGO'S BIKE SHARE

- 2013
- DOING REALLY WELL
- OVER 580 STATIONS THROUGHOUT CITY X 10 BIKES
- STARTED W/ BIKE-FRIENDLY CITY
- TALK + CONNECTS TO THE COMMUNITY
- OFFERS "POPULAR RIDES" ROUTES
- BEAUTIFUL DESIGN
- LARGE OPPORTUNITY FOR SPREADING A MESSAGE
- DOES NOT NEED DOCKLESS SYSTEM
- SHOWS POSITIVE CHANGE IN COMMUNITY

BIXI PROGRAM

- MONTREAL
- VERY SUCCESSFUL
- LARGE ORGANIZATION
- EFFICIENT

NYC CIBIKE

- GREAT

CHATTANOOGA BIKE TRANSIT SYSTEM

- TOOK ADVANTAGE OF UNIVERSITY STUDENTS

B-CYCLE (MADISON, WI)

- DOING WELL
- LUCKY, JUST SAVANNAH

HISTORICAL ANALYSIS

PROS

- HELPS TRAFFIC
- ENVIRONMENTALLY FRIENDLY
- ENHANCES PEOPLES' MINDSET
- LOW-COST ~
- ATTRACTS TOURISM
- WORKS IN LARGE CITIES
- OPENS TOURISM OPPORTUNITIES
- HELPS LOCAL BUSINESS
 - EX: MORE THAN 8/10 RESPONDENTS SAID THEY ARE MUCH MORE LIKELY TO PATRONIZE AN ESTABLISHMENT THAT IS ACCESSIBLE BY CAPITAL BIKESHARE
- GATEWAY TO OWNING THEIR OWN BIKE
 - GOOD FOR BIKE SHOPS

CONS

- START-UP COST
- NEED COMMUNITY SUPPORT
- TROUBLE IN SMALL CITIES
- THEFT/VANDALISM
- MAINTENANCE OF BIKES/STATIONS
- NEEDS BIKE FRIENDLY
- LIMITED MARKET
 - SPECIAL W/ SAVANNAH

OTHER

DIVVY CHICAGO'S BIKE SHARE

- 2013
- DOING REALLY WELL
- OVER 580 STATIONS THROUGHOUT CITY X 10 BIKES
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- OFFERS "POPULAR RIDES" ROUTES
- BEAUTIFUL DESIGN
- LARGE OPPORTUNITY FOR SPREADING A MESSAGE
- DOES NOT NEED DOCKLESS SYSTEM
- SHOWS POSITIVE CHANGE IN COMMUNITY

BIXI PROGRAM

- MONTREAL
- VERY SUCCESSFUL
- LARGE ORGANIZATION
- EFFICIENT

NYC CIBIKE

- GREAT

CHATTANOOGA BIKE TRANSIT SYSTEM

- TOOK ADVANTAGE OF UNIVERSITY STUDENTS

B-CYCLE (MADISON, WI) (BOULDER, CO)

- DOING WELL
- LUCKY, JUST SAVANNAH

SMALL CITY ANALYSIS

B-CYCLE (MADISON, WI)

HOW IS IT WORKING WELL? → INVESTIGATE FURTHER

- HARNESS COMMUNITY SUPPORT
- BUILD STRONG TIES W/ CITY OFFICIALS
- LAUNCH SUCCESSFUL PROGRAMS

LOCAL

CHATHAM AREA TRANSIT **GAT BIKE**

- 2014
- FIRST BIKE SHARE PROGRAM IN SAVANNAH
- CURRENTLY HAS 2 BIKE STATIONS
 - RIVERS EXCHANGE (ACTIVE)
 - ELLIS SQUARE (INACTIVE)
- B-CYCLE
 - NATION WIDE
 - STARTED WAY TOO SMALL - \$70,000 START-UP
 - GIVEN UP

SCAD BIKE SHARE

- DOING WELL W/ STUDENTS
- LIMITED MARKET
 - MISSED OPPORTUNITY W/ LOCALS
- BIKE STATIONS THROUGHOUT CAMPUS
- BIKES ARE VISABLE
 - WORKS WELL W/ BRAND
- WELL ESTABLISHED UNIQUE BIKE DOCKING SYSTEM
 - CAN PUT BIKE ON HOLD-2 HRS

DIVVY CHICAGO'S BIKE SHARE

- 2013
- DOING REALLY WELL
- OVER 580 STATIONS THROUGHOUT CITY X 10 BIKES
- STARTED W/ BIKE-FRIENDLY CITY
- TALK + CONNECTS TO THE COMMUNITY
- OFFERS "POPULAR RIDES" ROUTES
- BEAUTIFUL DESIGN
- LARGE OPPORTUNITY FOR SPREADING A MESSAGE
- DOES NOT NEED DOCKLESS SYSTEM
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B-CYCLE (MADISON, WI)

- DOING WELL
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HISTORICAL ANALYSIS

PROS

- HELPS TRAFFIC
- ENVIRONMENTALLY FRIENDLY
- ENHANCES PEOPLES' MINDSET
- LOW-COST ~
- ATTRACTS TOURISM
- WORKS IN LARGE CITIES
- OPENS TOURISM OPPORTUNITIES
- HELPS LOCAL BUSINESS
 - EX: MORE THAN 8/10 RESPONDENTS SAID THEY ARE MUCH MORE LIKELY TO PATRONIZE AN ESTABLISHMENT THAT IS ACCESSIBLE BY CAPITAL BIKESHARE
- GATEWAY TO OWNING THEIR OWN BIKE
 - GOOD FOR BIKE SHOPS

CONS

- START-UP COST
- NEED COMMUNITY SUPPORT
- TROUBLE IN SMALL CITIES
- THEFT/VANDALISM
- MAINTENANCE OF BIKES/STATIONS
- NEEDS BIKE FRIENDLY
- LIMITED MARKET
 - SPECIAL W/ SAVANNAH

SMALL CITY ANALYSIS

B-CYCLE (MADISON, WI)

HOW IS IT WORKING WELL? → INVESTIGATE FURTHER

- HARNESS COMMUNITY SUPPORT
- BUILD STRONG TIES W/ CITY OFFICIALS
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Market and opportunities

PERSONAS

MAGGIE WILLIAMS
31-FEMALE
SAVANNAH, GA
DOWNTOWN STARBUCKS MANAGER

STREET LIGHTS, BIKES, PETS, AND WINE TO THE BRAIN... SHE'S A COOL GUY. SHE LIVES A HEALTHY LIFESTYLE AND TAKES TO BE ENVIRONMENTALLY CONSCIOUS. SHE WOULD WANT TO TAKE THE BIKEWAY HOME, TAKE THE METRO AND TAKE THE BIKEWAY HOME, TAKE THE METRO AND TAKE THE BIKEWAY HOME.

CONRAD ALLEN
27-MALE
SAVANNAH, GA
WORKS FOR A COMPANY THAT DOES BUSINESS WITH THE CITY. HE'S INTO BIKING AND GOING TO THE GYM, RUNNING, AND SWIMMING. HE'S INTO BIKING AND GOING TO THE GYM, RUNNING, AND SWIMMING. HE'S INTO BIKING AND GOING TO THE GYM, RUNNING, AND SWIMMING.

MR. & MRS. OWEN
55-FEMALE
SAVANNAH, GA
THEY ENJOY BIKING AND GOING TO THE GYM, RUNNING, AND SWIMMING. THEY ENJOY BIKING AND GOING TO THE GYM, RUNNING, AND SWIMMING.

CURRENT SYSTEMS WORK WELL W/ BIG CITIES
- NEW YORK, MONTREAL, CHICAGO

SMALL CITIES CAN MAKE IT WORK
- CHATTANOOGA, MADISON, BOLDER

UNIVERSITY MARKET CAN HELP

SHIMANO + IDEO + DIVVY
- CELEBRATING THE JOY + FREEDOM OF CYCLING
- FEEL LIKE A KID AGAIN

ALL HAVE THE SAME WAGE

NEW TECH (DOCKLESS)

WHAT ARE THEY DOING RIGHT

- ESTABLISHED A WELL WORKING BIKING COMMUNITY (INFRASTRUCTURE)
- CREATED PARTNERSHIPS WITH LOCAL OFFICIALS
- TOOK ADVANTAGE OF UNIVERSITY DEMOGRAPHIC
- USED CITY SIZE IN THEIR BENEFIT
- WORKS WELL GEOGRAPHICALLY
- CITY GRID SYSTEM
- NOT REALLY DESIGNED FOR TOURIST

WHAT CAN WE DO BETTER/DIFFERENT?

CASE STUDY ANALYSIS

CURRENT SYSTEMS WORK WELL W/ BIG CITIES
- NEW YORK, MONTREAL, CHICAGO

SMALL CITIES CAN MAKE IT WORK
- CHATTANOOGA, MADISON, BOLDER

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A REASON

BIKESHARE
PEOPLE → BIKES → DESTINATION → BOBBI

WHAT IF... NOT JUST A BIKE SHARE
↓ YES, RIDING BIKES IS GOOD

HOW DO WE MAKE IT EXCITING
ADDED SERVICE/PURPOSE

OPPORTUNITIES

HOW COULD WE...

- MAKE PEOPLE WANT TO KEEP BIKING W/ A REWARDING FEELING
- IMPROVE THE RELATIONSHIP BETWEEN SCAG AND THE CITY?
- ESTABLISH AN EVEN BETTER BIKING COMMUNITY (INFRASTRUCTURE)?
- MAKE USE OF THE ENERGY OF THE BIKES? (RECYCLE PARTS)?
- MAKE BIKING MORE THAN JUST A COMMUTE BUT AN ADVENTURE?

Convergence

ABOUT SAVANNAH

- HISTORIC (OLDEST CITY IN GA)
- ART/SCAD
- POPULATION: 130,000 - 170,000
- TOURISM - 1.5 MILLION (2015) - 2018
- 3000 POPULATION IN 10, 20, 30 MIN
- HISTORICAL CLIMATE
- GOOD PARKING
- SHARED BIKEWAY SYSTEM
- GRID SYSTEM
- 4000+ BIKES
- 100+ BIKE STATIONS
- 2 WAYS TO RENT BIKES TO GET IT (U.S. BIKESHARE)

WHY SAVANNAH

POTENTIAL TO BE A GREENER CITY

- CLIMATE: A ONE HOUR RIDE FOR ALL YEAR ROUND
- TOPOGRAPHY (FLAT) EASY TO RIDE
- CITY STREET STRUCTURE
- ALMOST ZERO
- BIKE INFRASTRUCTURE (BIKEWAY, SIDE OF THE ROAD)
- DEMOGRAPHIC
- STUDENTS
- COMMUTER/WORKING PROFESSIONALS
- ONE OF THE TOP BIKING CITIES IN THE SOUTH
- STREETS ARE GETTING MORE AND MORE LANDSCAPED
- TOURIST

HOW TO MAKE IT WORK?

- ESTABLISH A WELL DEFINED AND SAFE BIKING INFRASTRUCTURE
- DESIGN A VISUAL BIKE LANGUAGE THROUGHOUT THE CITY THAT COMMUNICATES TO BOTH BIKERS AND THE REST OF THE COMMUNITY
- PROMOTE THE POSITIVE BENEFITS A BIKE SHARE PROGRAM HAS ON THE COMMUNITY.
- ENHANCE THE RELATIONSHIP BETWEEN SCAG + THE CITY.
- MAKE THE COMMUNITY FEEL GOOD ABOUT USING A BIKE SHARE SERVICE.
- MAKE IT MORE ACCESSIBLE TO TOURIST
- PROVIDE SAFETY CLASSES AND LEARNING OPPORTUNITIES TO MAKE PEOPLE MORE CONFIDENT

HOW TO MAKE IT BETTER?

- MAKE IT MORE THAN JUST A COMMUTE OR A FUN/RELAXING ADVENTURE
- OFFER AN AWARD BASED SYSTEM THAT LETS BIKERS KNOW THEIR POSITIVE EFFECTS ON THE ENVIRONMENT + COMMUNITY
- MAKE SAFETY 101 EX. SAFETY VIDEOS BEFORE SUBSCRIPTION
- SQUARE REPRESENT HISTORY AND NATURE. MAKE THEM THE SOURCE OF GREAT PHOTO OPPORTUNITIES TO MAKE PEOPLE MORE CONFIDENT

POSITIVE BENEFITS TO SAVANNAH

- GREENER
- ATTRACT MORE TOURIST
- SAFER ROADS
- LESS TRAFFIC
- ATTRACT MORE PEOPLE TO LIVE DOWNTOWN
- HEALTHIER + HAPPIER COMMUNITY
- BRINGS MORE PEOPLE TO DOWNTOWN (BUSINESS)
- ESTABLISH A HEALTHIER RELATIONSHIP BETWEEN SCAG + CITY
- DEVELOPS A BETTER BIKING COMMUNITY
- IMPROVES THE SAFETY OF EVERYONE ON THE ROADS.

KEEP CARS OUT OF BIKEWAY

ESTABLISH CREATIVE ROUTES THROUGH CITY?

MAKES BIKING AT INTERSECTIONS (NATURALLY) LESS STRESSFUL

BIKE STATIONS ALONG BIKE LANES

A WAY FOR EXTRA GEAR THE BIKE SHARE CAN OFFER

A WAY TO MAKE BIKES TO SPACE

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ESTABLISH CREATIVE ROUTES THROUGH CITY?

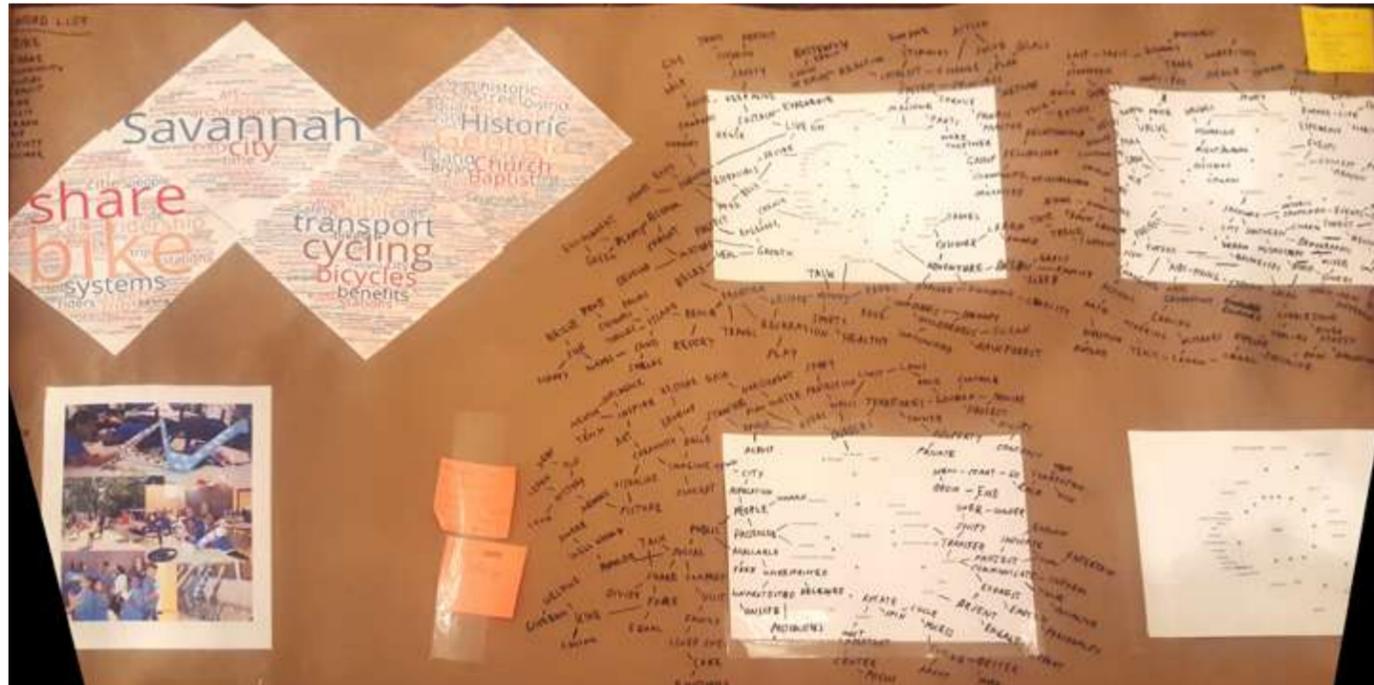
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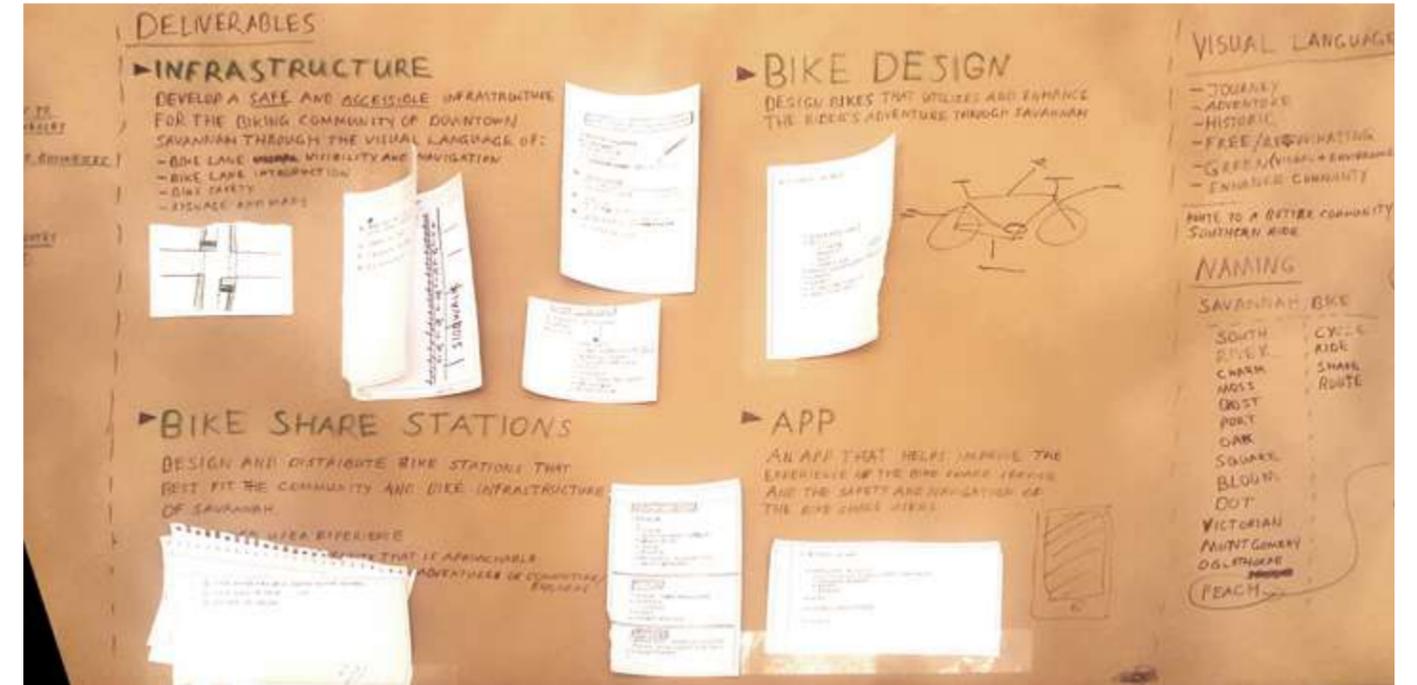
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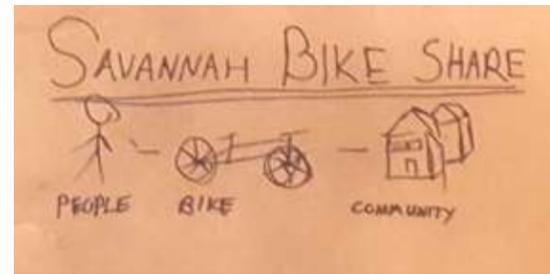
Word maps and clouds



Deliverables



+



Ride Peachy



Brighten your day with a peachy ride

