

Part 2:
From Thesis to Application

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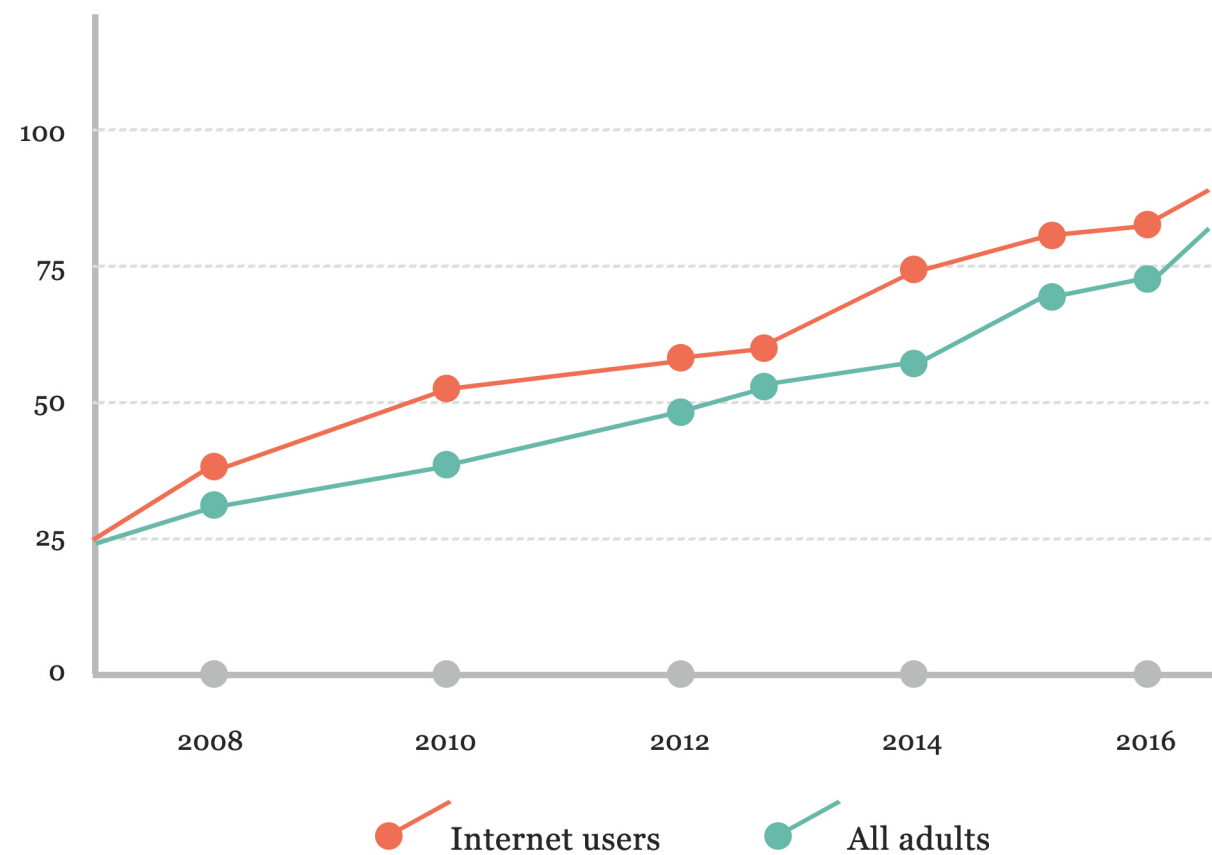
01 RESEARCH

01-01 Background

Social Media in your life

Social Networking Use Has Shot Up in Past Decade

The data is from: Pew Research Center surveys. OCTOBER 8, 2016

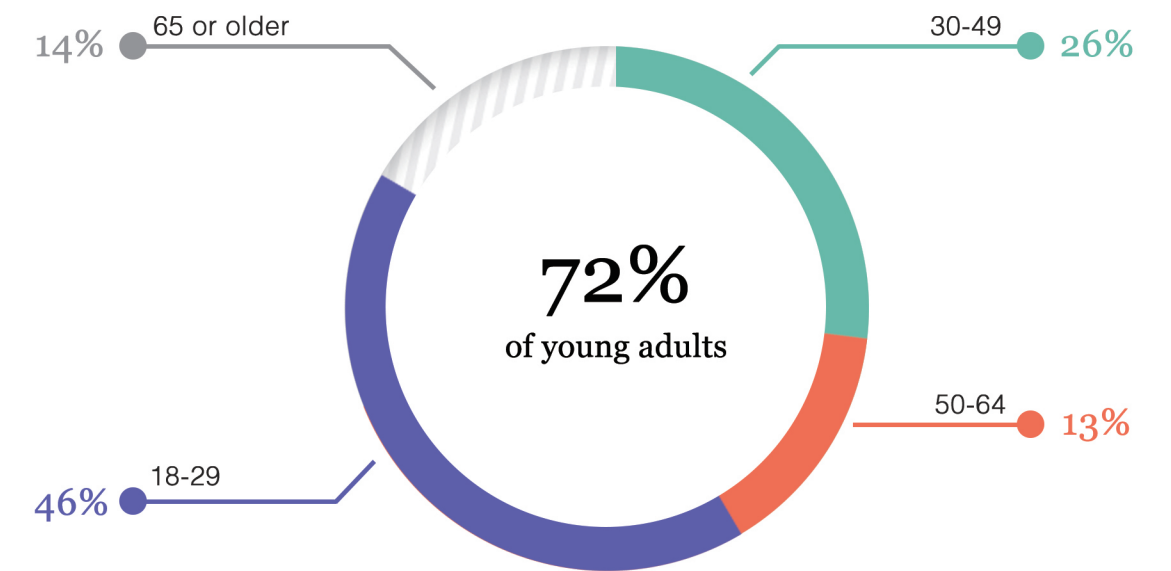


% of all adults and Internet-using adults who use at least one SNS.

The figures reported here are throughout the population, there continues to be growth in social media usage among the adopters

Young Adults Still Are the Most Likely to Use Social Media

The data is from: Pew Research Center surveys. OCTOBER 8, 2016

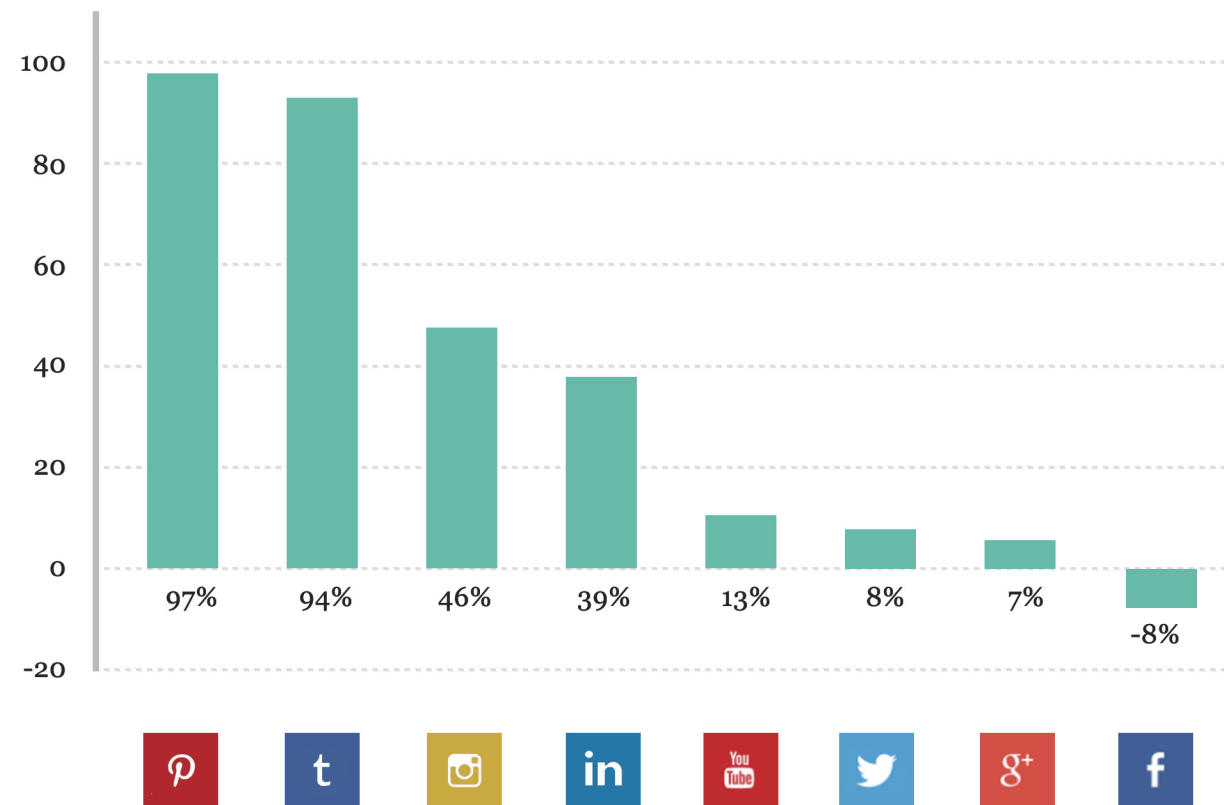


75% of adults now use social networking sites. A nearly tenfold jump in the past decade.

Over two-thirds of Adults (75%) use SNSs, up from 7% when Pew Research Center began systematically tracking social media usage in 2008.

Top social platforms: Growth in active users in 2015

The data is from: Global Web Index surveys. Tuesday, May 12, 2015



The smaller and more specialized platforms which are growing at the quickest rates, with Pinterest, Tumblr and Instagram were the biggest climbers last year.

Facebook is the only one to have seen a decline in the numbers who think of themselves as active users, with a 9% drop. Meanwhile, the chasing pack of YouTube, Twitter and Google+ have all experienced steady rises of between 7-13%.

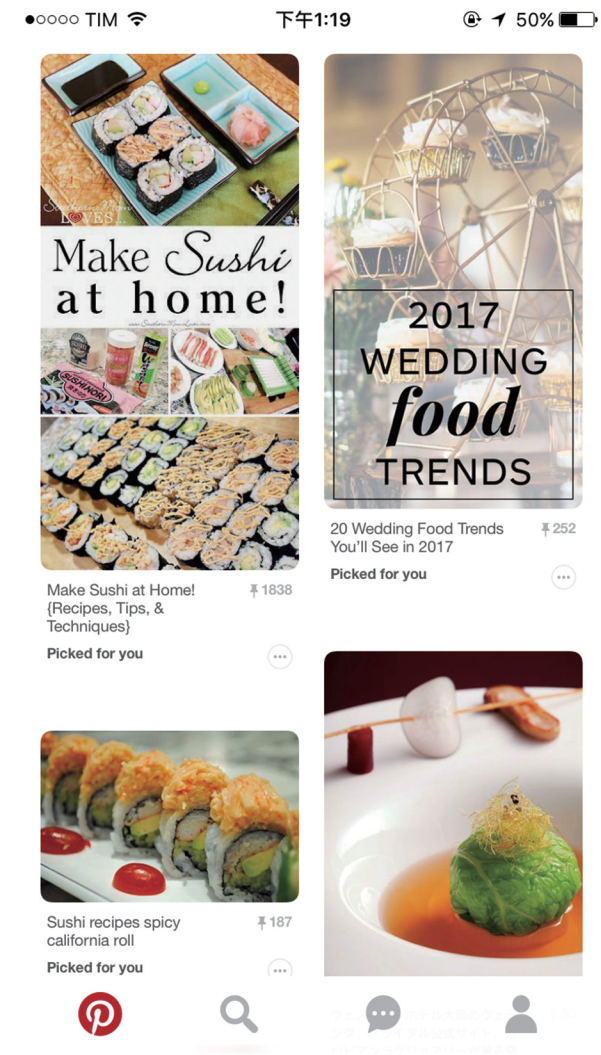
01-02 Trend and Problems

Food searching in Social Media

Pinterest

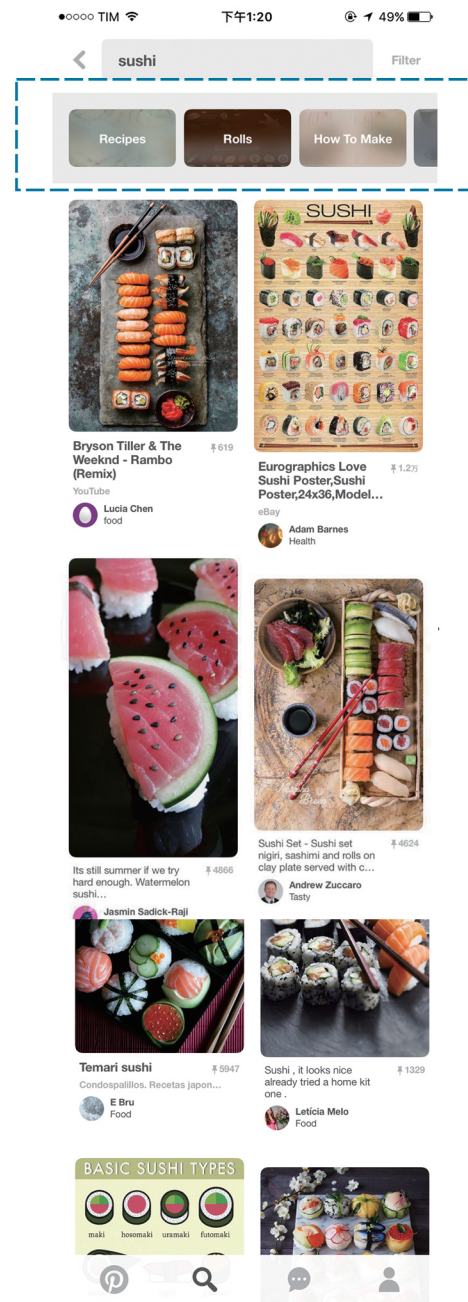
The most popular photo sharing website

Let's go from the photo sharing way in Application.



Let's go into to search page, enter "sushi" in the search bar. Here are the results come out.

There are many beautiful sushi images, and a clear Filter bar. But the filter is too general.

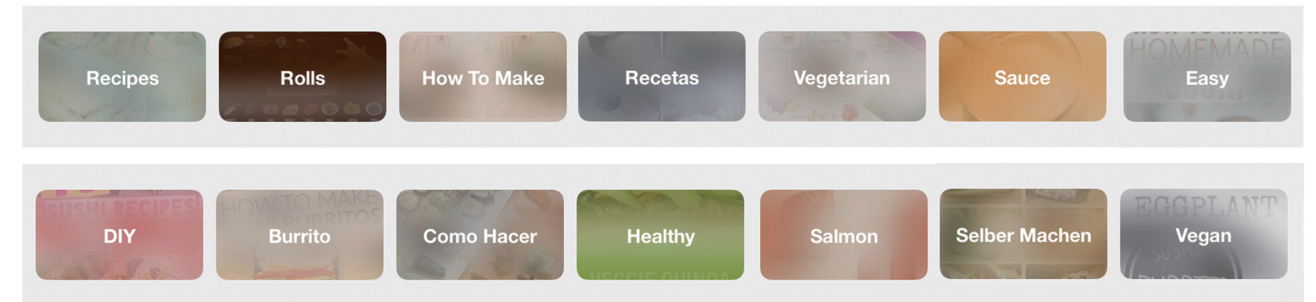


1. Search bar

2. Filter bar

3. Waterfalls flow images

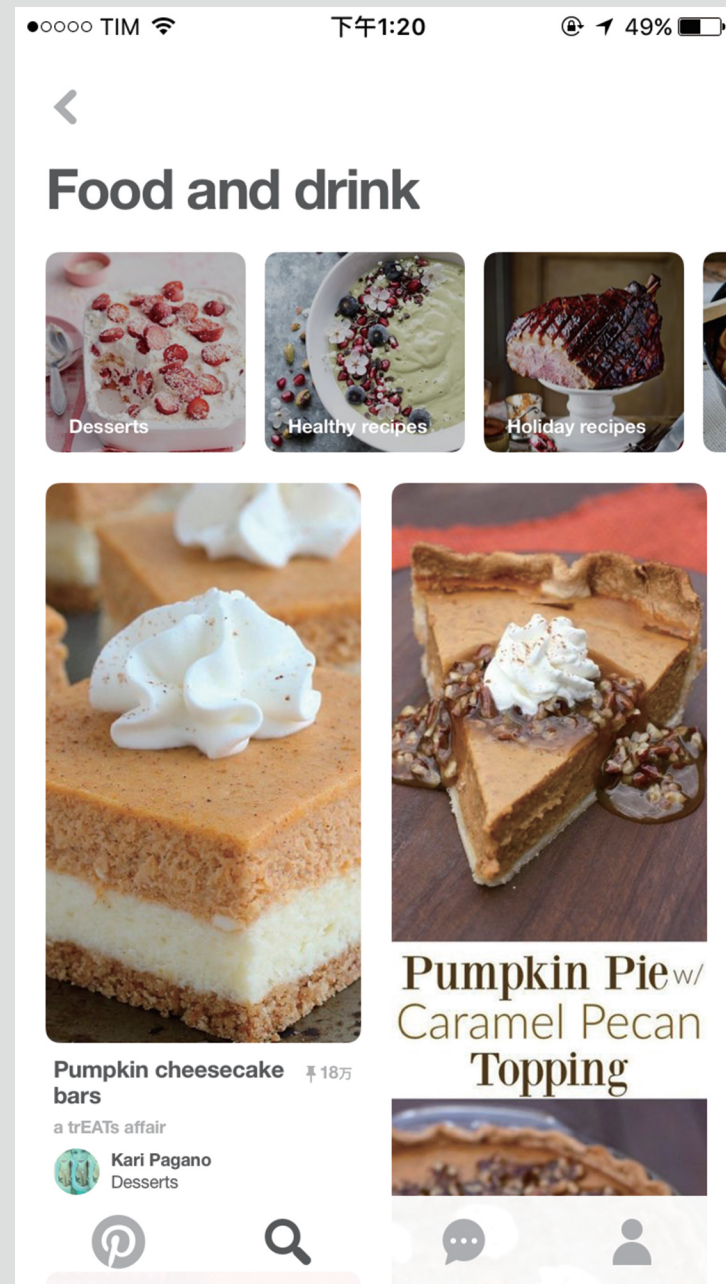
4. Tab navigation Bar



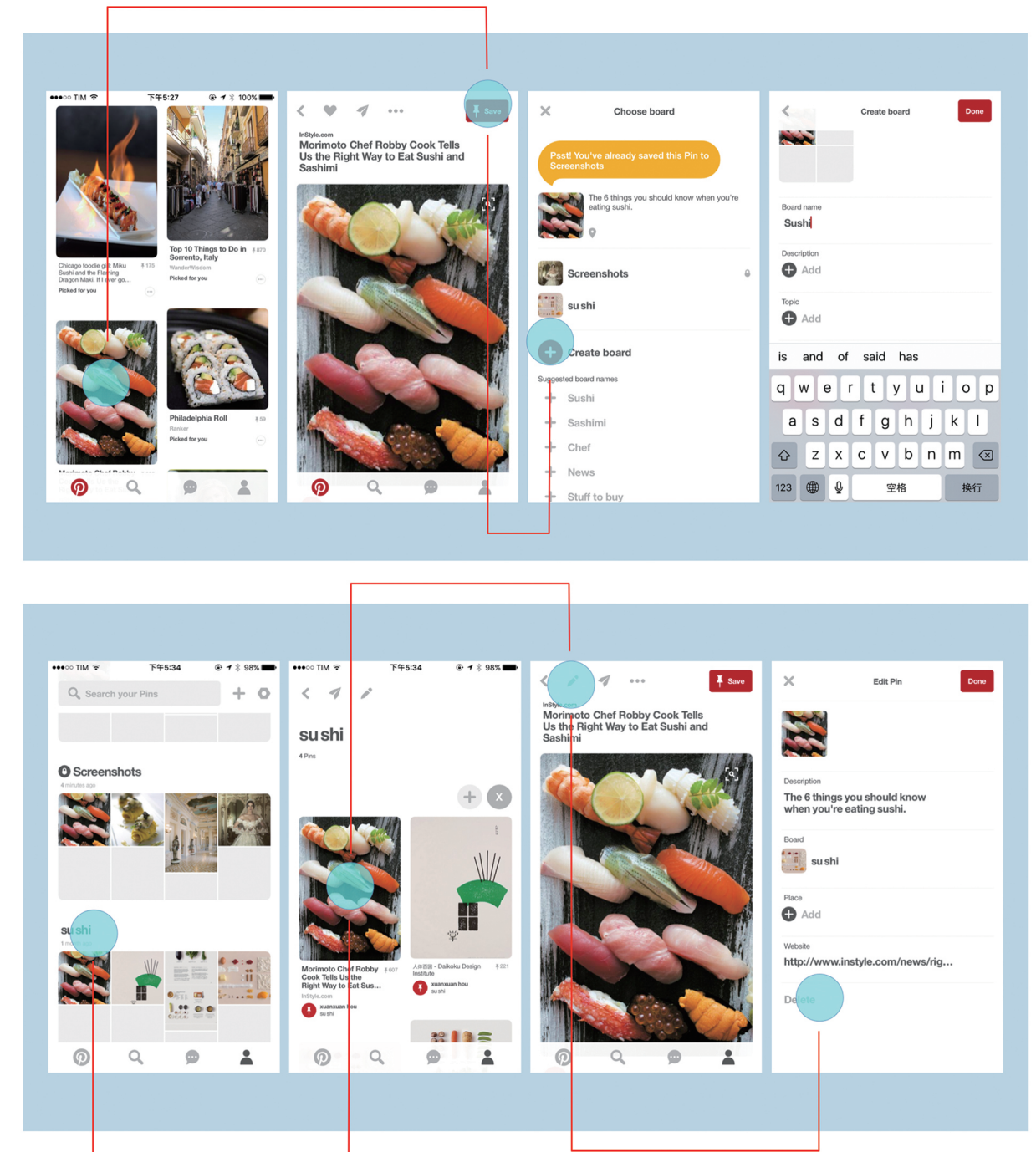
The classification is for user who know about sushi and know his needs. But there exist many users who love in sushi but do not know it very well.

The result is similar if user go to Board page and choose the board "food and drink".

Source: iPhone 6 Screen Shot. SEPTEMBER 5, 2016



Here is Pinterest Add Board action and Delete Pin action. The complicated interface make disoriented users be more confused.



The above analysis is carried out under the general food category.

Different foods, because of the significant differences in characteristics, in fact, it is very easy to distinguish, to understand.

But for sushi, this originally similar food, virtually more difficult to distinguish and understand.

How to design on interface and function to reduce the user difficulty, simplify the operation process is the problem I consider.



01-02 Problems

What I want to do with sushi

1 Users just pay attention to nice pictures in APPs.

Interest graph is and will be an important graph of SNS. By using it wisely, it could stimulate user's interest effectively. I want to introduce sushi that the food we have interest but don't know it well, use interesting photos to give people especially memories. In order to understanding it and share sushi pictures with others who also like it. Interest graph SNS will constantly maintains the positive interactive relationship between website and user.

2 Image can not effective classification.

In the classification in the existing SNSs (like Pinterest, Instagram), there is automatic classification method like timeline, or user can name them by themselves. But large quantities of pictures will be confusing.

3 The operation process is complicated.

The original intention of Board and Pin in Pinterest are to make images more clearly, to let users quick select the images they need, but the too many operation steps instead make the effect just the opposite. I want to solve the complicated process in my application.

4 Let normal sushi becomes different.

The most important purpose of designing this APP is to let user see new elements to explain, understand and remember sushi better and easier. What they need to do is just need find the images they like and save it!

01-03 User research

How we scan sushi images

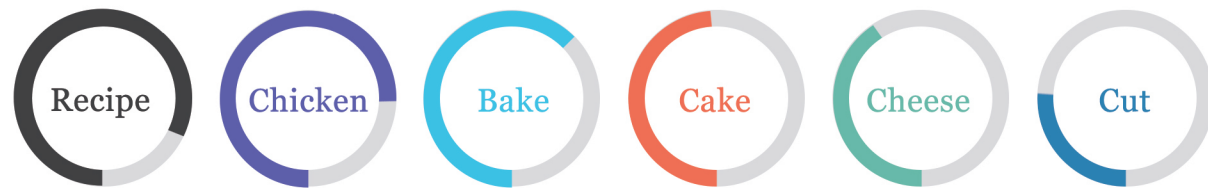
I want to find a way to make normal sushi becomes different.

Design some typical and interesting sushi patterns,
and simplify operation interface as well.

Pins and Repins on Pinterest

The data is from: A study of Dan Zarrella. November 27, 2015

Most Repinnable Words on Pinterest



Most Pinned Words on Pinterest



Thinking from my thesis,
The success factors in Pinterest. Which is of interest graph in social network.
I found that:
Pins about food are very repinnable.
Images about design are the commonly pinned.

So, about my work.
I will show images with the patterns I designed for my target who love food!

1 Giuseppe

Form



Types of posts want to know:

Images



Typical pattern



Text



Comments



Device



Mobile phone



Time spend on devices



Sushi interested



Frequency of eating sushi



Numbers of sushi images in devices



Social network to scan photo:



AGE:	24
LOCATION:	Milan
OCCUPATION:	Student
EDUCATION	Bachelor

"I like eating sushi, I want to know which one to order at soon as possible."

Introduction:

Giuseppe is a Polimi student. Study in faculty of engineering. In his free time always try something new. The food, the music, the books and so on. He like sushi, but just like other boys of same age. He don't want use too much time to choose which one to eat, but just want to know, which one is new and delicious.

Demands:

1. Easy to distinguish the sushi images more easy without text!
2. Easy comments and easy save the images.

2 Stefania

Form



Types of posts want to know:

Images



Typical pattern



Text



Comments



Device



Mobile phone



Time spend on devices



Sushi interested



Frequency of eating sushi

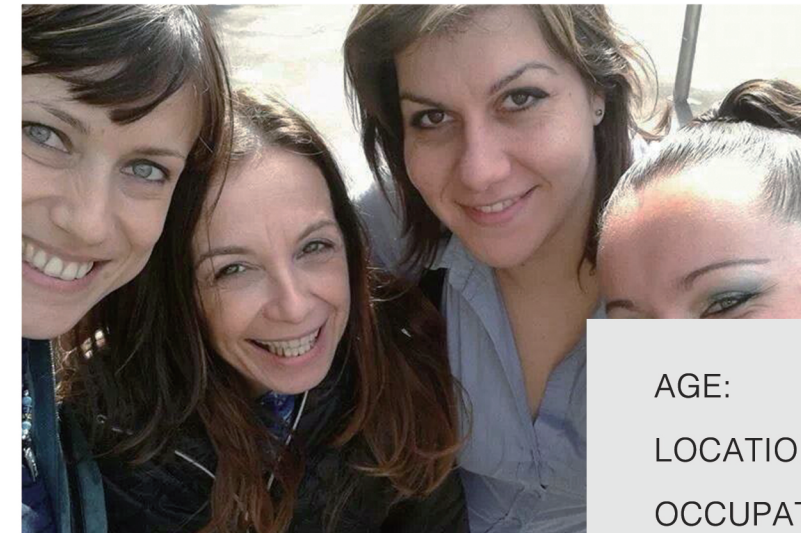


Numbers of sushi images in devices



Social network to scan photo:

flickr™



AGE:	48
LOCATION:	Reggio Emilia
OCCUPATION:	Bank employee
EDUCATION	Bachelor

"I like going shopping and eating with friends, but it's hard to describe the sushi I ate to them."

Introduction:

Stefania like shopping, eating and laughing. She is an open-mind girl and always out with friends. When she finds beautiful food, she can't stop taking pictures, and then when her friends saw it, they will ask her, what it is?

Chestnut cake, cream cake, strawberry cake...

But for sushi, the answer is: sushi, sushi, sushi.

Demands:

Find the type of the sushi image she has.

3 Hui Lang

Form



Types of posts want to know:

Images



Typical pattern



Text



Comments



Device



Mobile phone



Time spend on devices



Sushi interested



Frequency of eating sushi



Numbers of sushi images in devices



Social network to scan photo:



AGE:	19
LOCATION:	Tokyo
OCCUPATION:	Student
EDUCATION	Bachelor

"I want to make friend here, but I even don't know how to talk with local about food, I need to find a way to know about sushi, because it's the typical Japanese food."

Introduction:

Hui Lang is a chinese girl who is studying in Tokyo. At her age, she lives alone and don't know much about local people. She wants to integration into them. So first, know more about sushi, the typical Japanese food. Remember the types in order to talk with other Japanese.

Demands:

1. Remember sushi types in more typical way.
2. Learn sushi culture.

4 Roland

Form



Types of posts want to know:

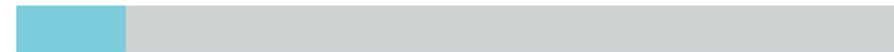
Images



Typical pattern



Text



Comments



Device



Mobile phone



Time spend on devices



Sushi interested



Frequency of eating sushi



Numbers of sushi images in devices



Social network to scan photo:

flickr



AGE:	42
LOCATION:	Heidelberg
OCCUPATION:	Product designer
EDUCATION	Ph.D.

"I want to bring others happiness, sharing good things to others make me happy."

Introduction:

Roland is not only a designer, but a landlord of Couchsurfing as well. He helps others in need and bring good food to them. He also like traveling and lives in Couchsurfing. As he has been to Asia many times, he knows better about sushi. But he still has trouble of introduce them to others.

Demands:

Introduce sushi to others.

5 Jun Yin

Form



Types of posts want to know:

Images



Typical pattern



Text



Comments



Device



Mobile phone



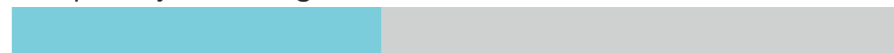
Time spend on devices



Sushi interested



Frequency of eating sushi



Numbers of sushi images in devices



Social network to scan photo:



AGE:	36
LOCATION:	Shanghai
OCCUPATION:	Architect
EDUCATION	Master



"I like taking pictures before eating.
And I must to arrange all the photos in order.
But for sushi photos, I don't know how to arrange them."

Introduction:

Jun Yin is an architect designer in Shanghai, he likes eating very much. For his free time, he always plays his iPhone. He likes taking pictures of food and always sends them to his friends. As a Virgo boy, he gets used to taking everything into order, especially for photos. But he gets confused with sushi photos because they are too similar.

Demands:

1. Scan all the photos in order
2. Auto arrange all the sushi photos

Target user

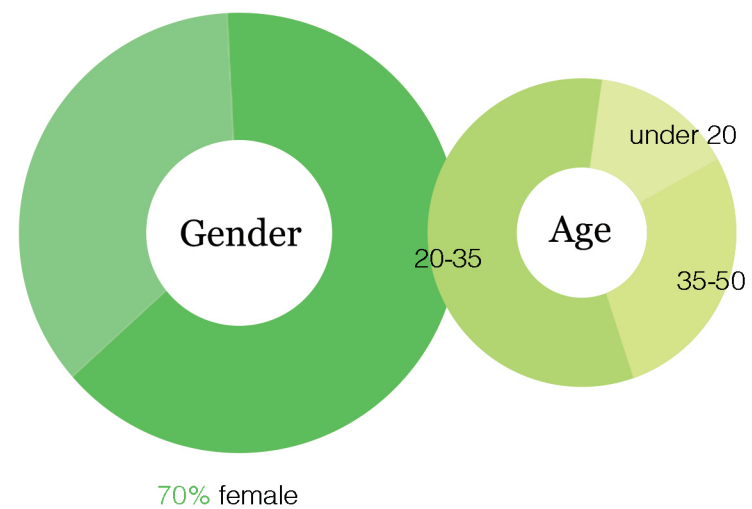
My target should be:

15-50 years old youth and middle-aged people

Like taking pictures

Mobile phone user

Be interesting in sushi, but don't know much about sushi



This application is designed for the user who have these three features

- 1 Who are interested in sushi and have some experience of eating sushi
- 2 Who are not know enough about sushi, have trouble of ordering sushi or distinguish the types of it.
- 3 They still want to know it, to order it more easily.

02 DESIGN PROCESS

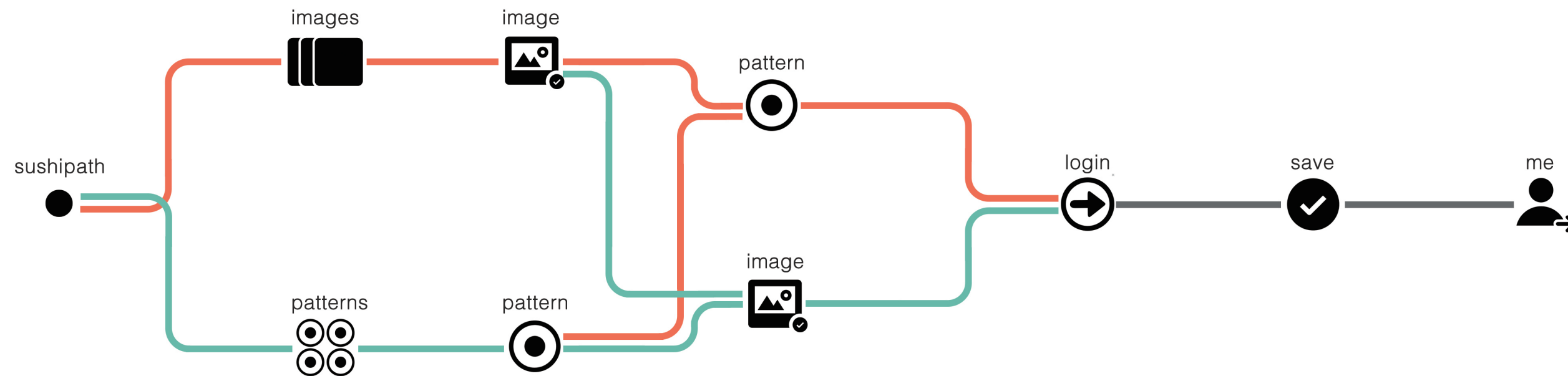
02-01 Solution

Simplified operation flow
Pattern thinking

Simplified operation flow

As what I analysis in chapter 6 of the thesis.

The complicated naming and classification of boards. and the complicated steps of modifying a pin. My work first must be simplified operation flow.



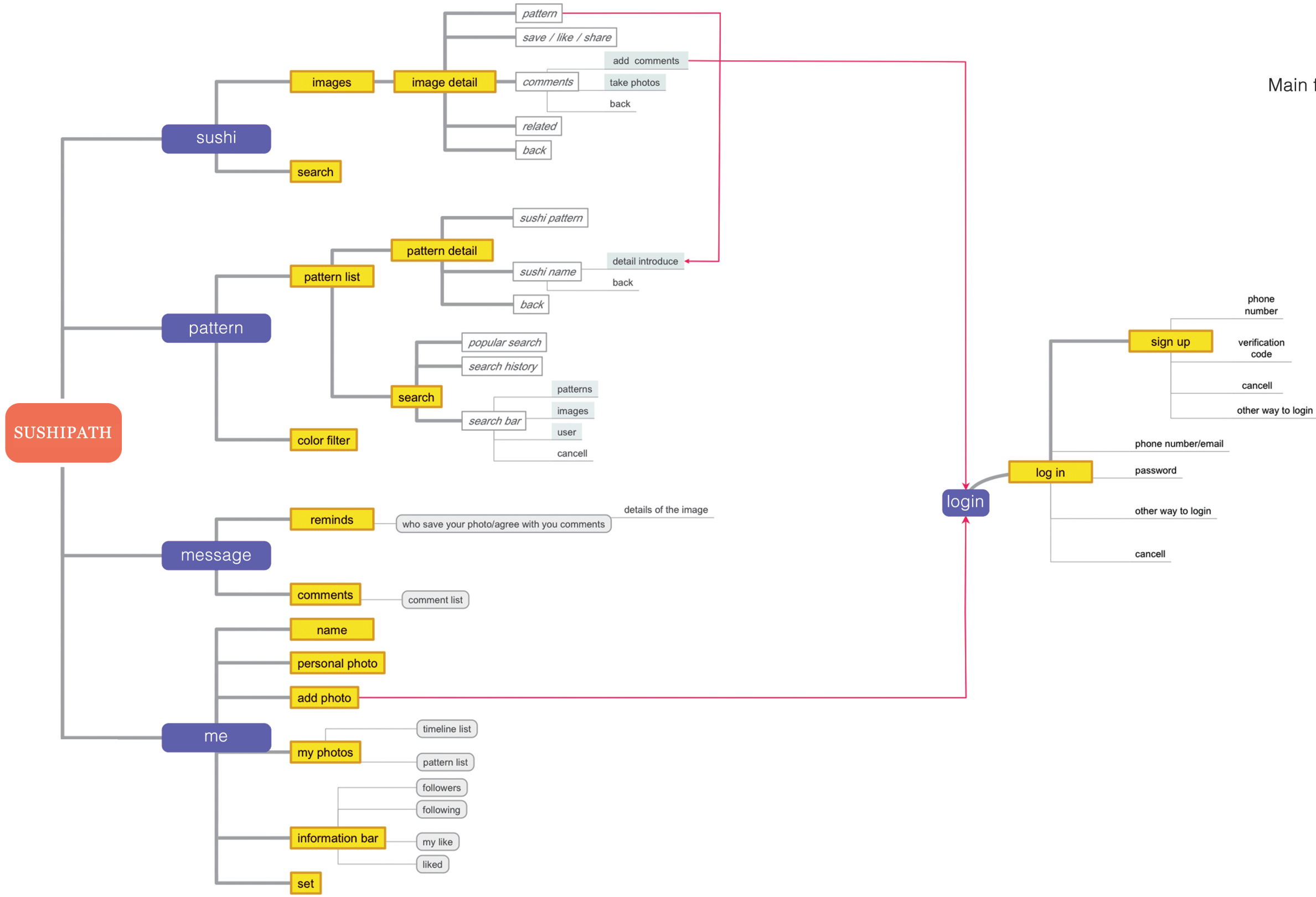
In my Application, I want to simplify process flow. From enter the app to find two main functions: sushi images and sushi patterns.

The two main functions in the interpenetration pages. Images to search beautiful sushi images, patterns to learn sushi types in more typical way.

Pattern like the path of sushi, which is also my solution to classify and distinguish the huge similar sushi images.

Mindmap

Main function: Sushi image & Pattern



Pattern thinking

Sushi reflects the Japanese food culture
Japanese care about nature to express the feeling of natural and custom.

When eating sushi, because they look similar
and have so many varieties as well.
it is hard to recognize each one.

How to let people rethinking of the normal sushi?
make each sushi different?

The great Ukiyo-e painting of Edo period
Japanese: 『神奈川沖浪裏』 - Kanagawa oki nami ura
"The Great Wave off Kanagawa," by Katsushika Hokusai (1760-1849)



Subject matter

Ukiyo-e: In the Edo period

The development genre painting based on Edo citizen class.

Japanese traditional patterns mainly rise in the Edo period. At this time the businessman has become cultural level and considerable aesthetic capacity of the emerging cultural stratum. The formation and expansion of the public class and their spending power of the growth in Edo produced a "civic culture".



(Left) Utagawa Hiroshige "a variety of warrior guessing picture" (around 1847-1852)
 (Right) Yamaguchi Prefectural Hagi Art Museum Pusang Memorial Collection (around 1830-1843)

1. Spring Painting
 Katsushika Hokusai
 The Dream of the Fisherman's Wife, 1814



2. Beauty Painting
 Suzuki Harunobu
 Girl jumps from Kiyomizu-dera



3. Yakusha Painting
 Tōshūsai Sharaku
 Ōtani Oniji III as Yakko Edobei



4. Landscape Painting
 Utagawa Hiroshige
 Fishing boats on a lake



4. Folk custom Painting
 Carp flanking at Male's Day

Pattern development in the Edo period



Tuna



Medium tuna belly



Supreme tuna belly

Since the development of Ukiyo-e, pattern also develop in this period. During the time I study in Japan. I know a special pattern named: Edo Komon. The biggest characteristic is that, from afar, it looks like a plain pattern. Take a closer look to find an intricate pattern.



Pattern SEGAIHA in Ukiyo-e

From another landscape Painting from Utagawa Hiroshige we can find some Japanese patterns.
Edo period is the pattern development period.
The elements of Edo Komon is what my design comes from.

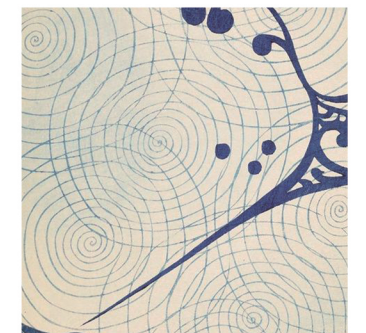


SEGAIHA

Seigaiha means "blue ocean waves." It is considered a symbol of peace, good luck, and good fortune.

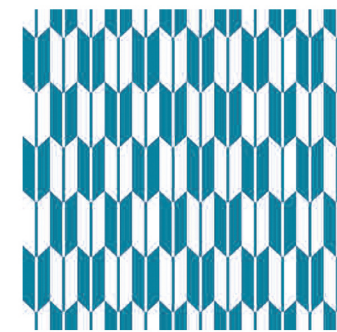
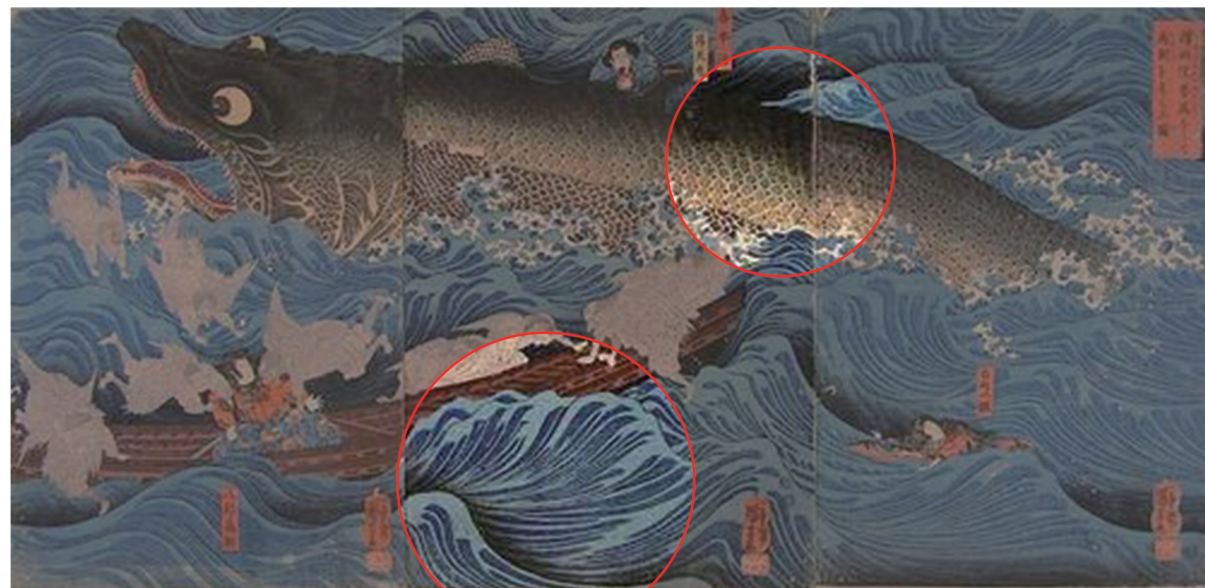


SEGAIHA



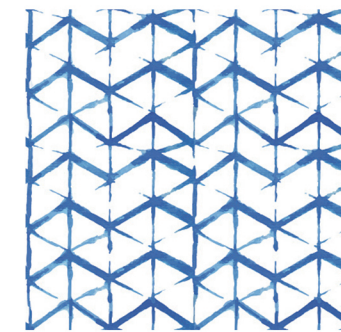
NAMI

Nami, "wave," a symbol of gods of the seas.



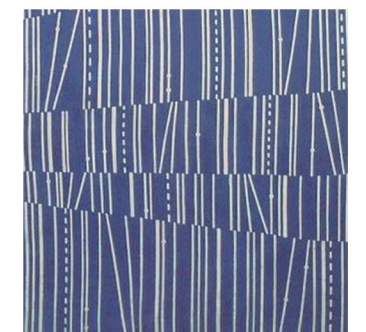
YAGASURI

Depicts the fletching of arrows



SHIBORI

Fabric is tied off with string to form intricate patterns.

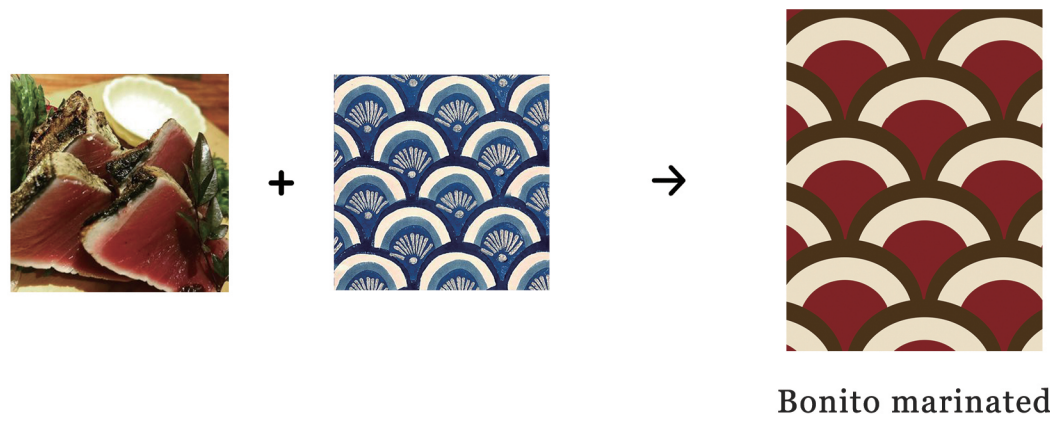
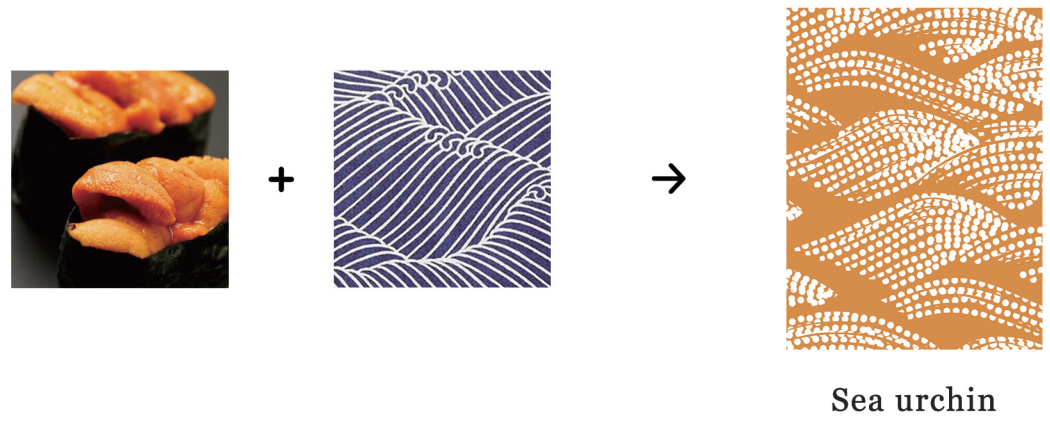


SHIMA

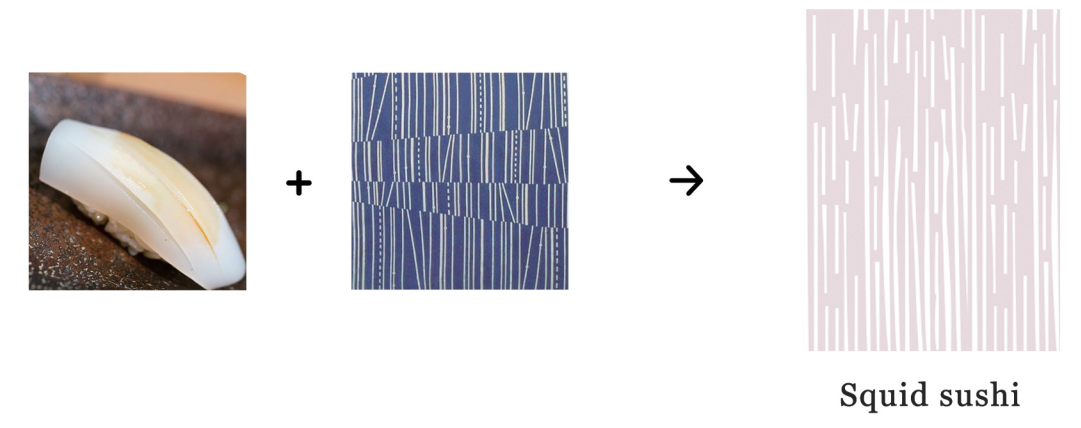
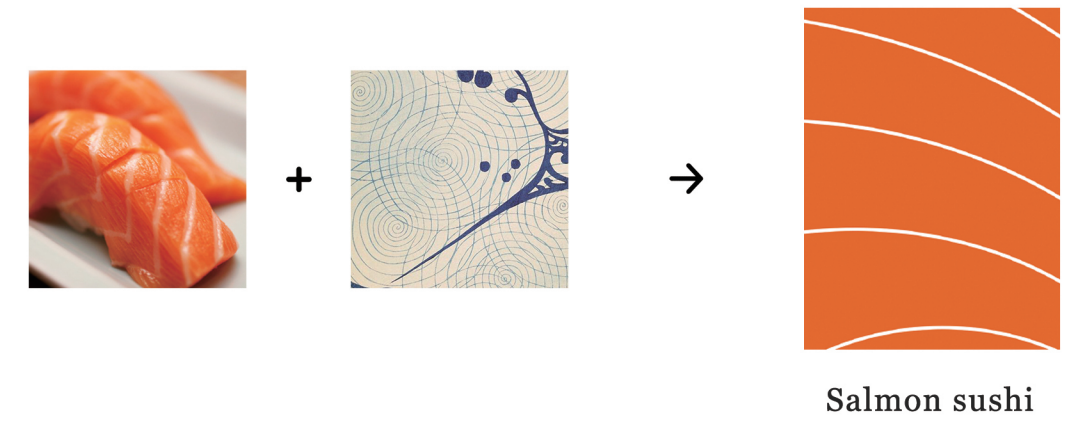
Means "stripe." Imported from outside of Japan.

These effects are not limited to pattern itself,
More important is the sustenance of desiring and pursuing for Finer things.

When I carefully observe sea urchin sushi, I am excited to find its form are so similar to Japanese wave pattern, a superposition of layers, and the delicate roe as spondrift.



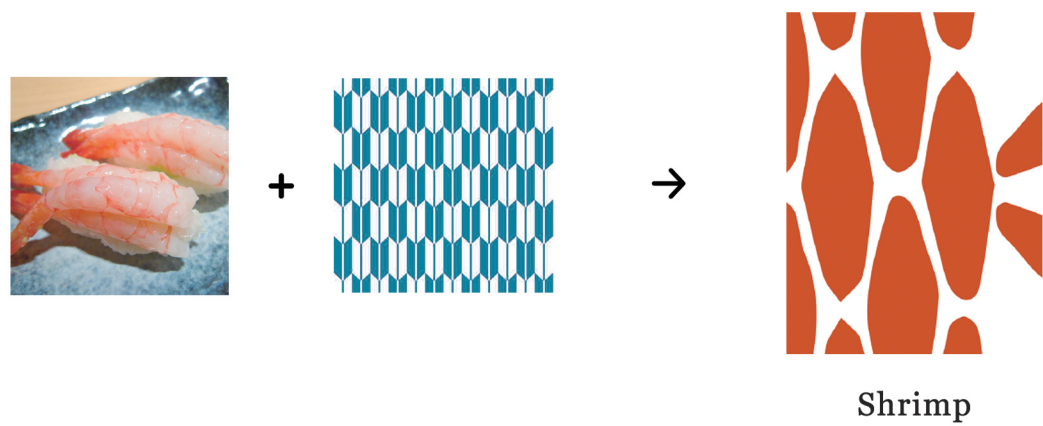
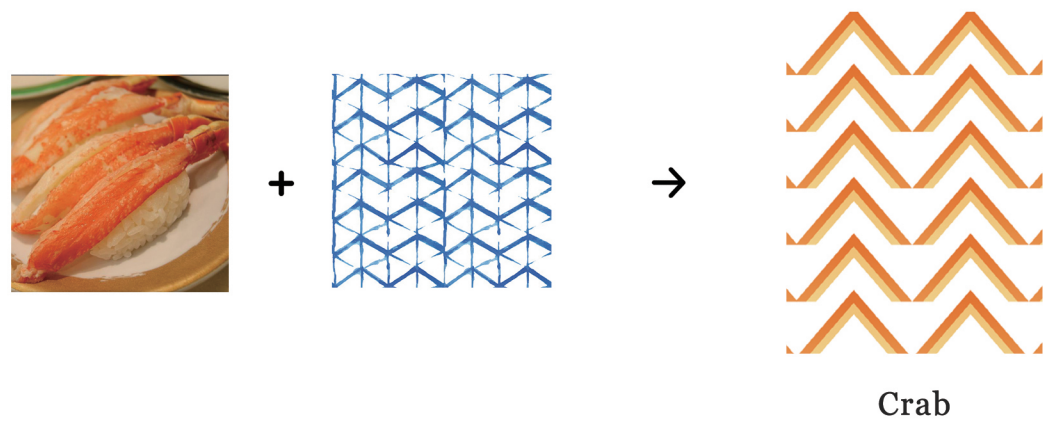
The "NAMI" and "SHIMA" pattern just look similar to salmon and squid.

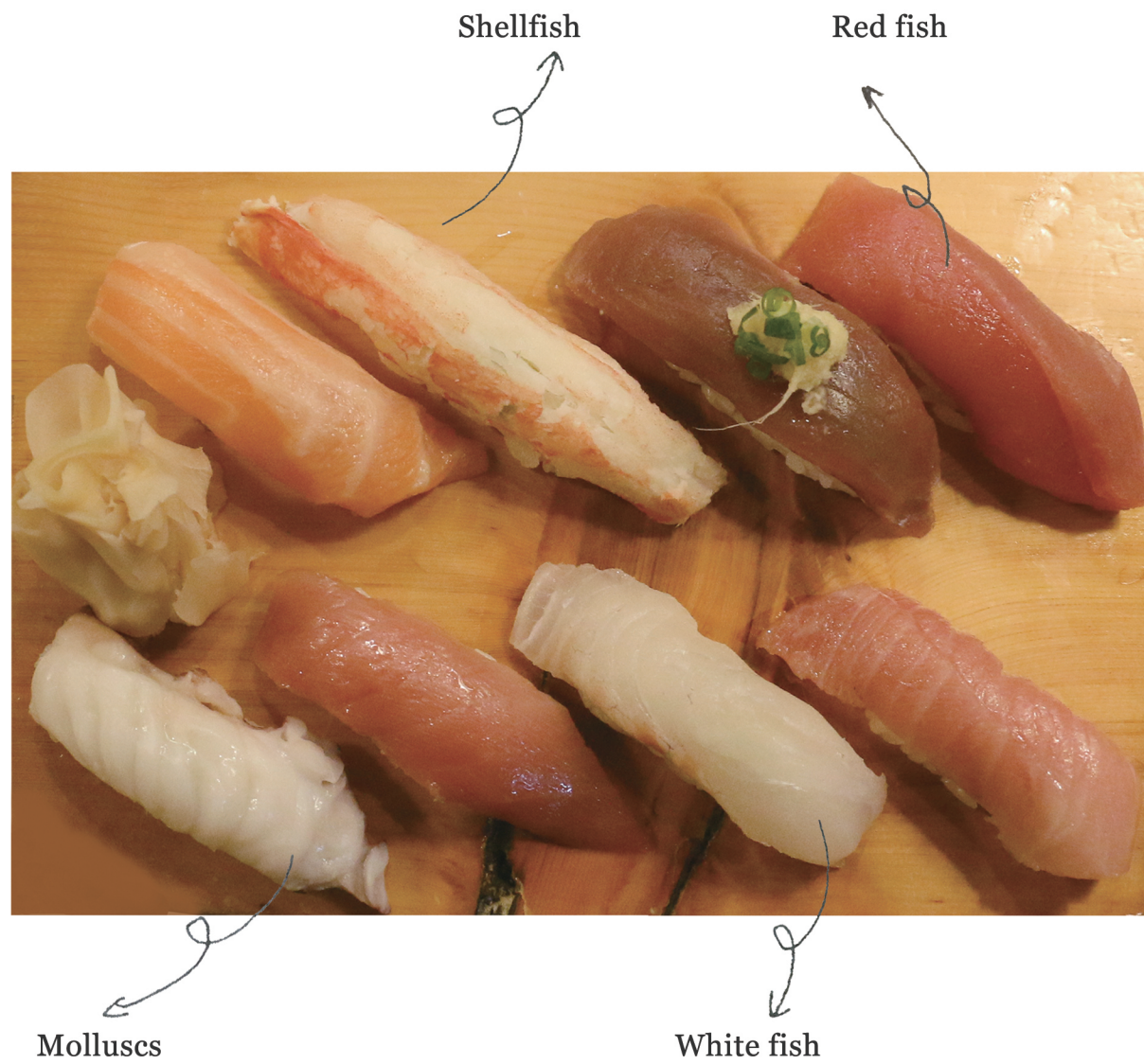


From "YAGASURI" and "SHIBURI" pattern.
What's more, because shrimp sushi, the only sushi remain tail, in my design should highlight it.

02-02 Pattern Design

Every sushi has unique feature





Do you know how many kinds of topping ingredients there are ?

- | | |
|-------------------------------------|------------------------------------|
| 1. Lean fish | (Tuna, bonito) |
| 2. Shellfish | (Shrimp, crab, sea urchin) |
| 3. Molluscs | (Cuttlefish, squid, octopus) |
| 4. White fish | (Salmon, sea bream, cod, flatfish) |
| 5. Hikarimono(silver-shinned fish) | (Mackerel, saury, sardines) |
| 6. Others | (Seaweed, natto, bean curd, eggs) |

As I introduced, I choose 16 toppings of these 6 kinds of sushi.

1. Lean Fish



Tuna



Medium Tuna Belly



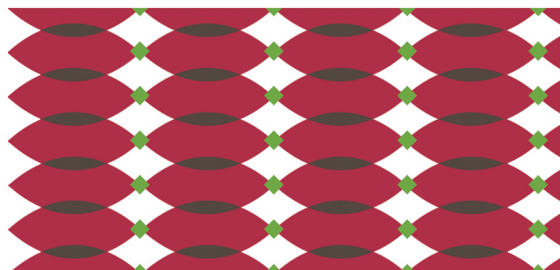
Supreme Tuna Belly



Bonito Grilled



Bonito Marinated



2. Shellfish



Shrimp Sushi



Crab Sushi



3. Molluscs



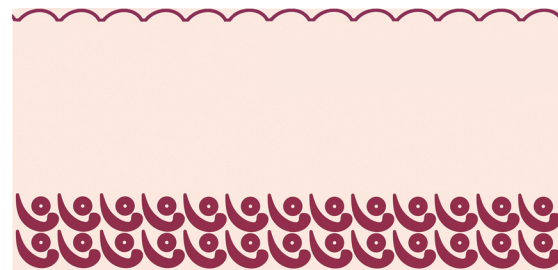
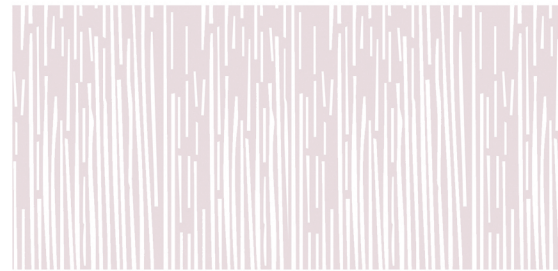
Squid Sushi



Sea Urchin



Octopus Sushi



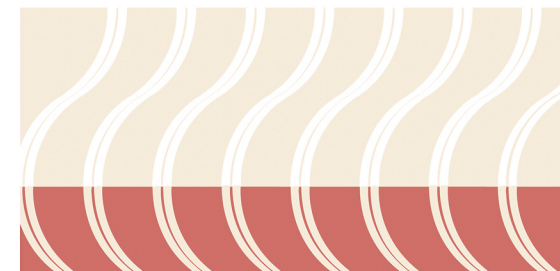
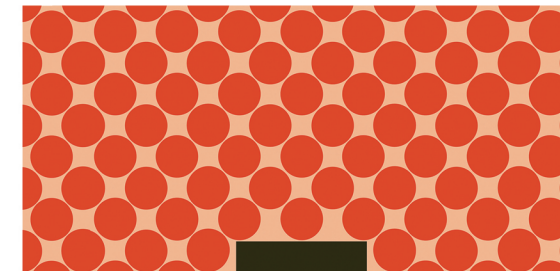
4. White Fish



Salmon Sushi



Salmon Belly



Salmon Roe Sushi



Red Snapper Sushi

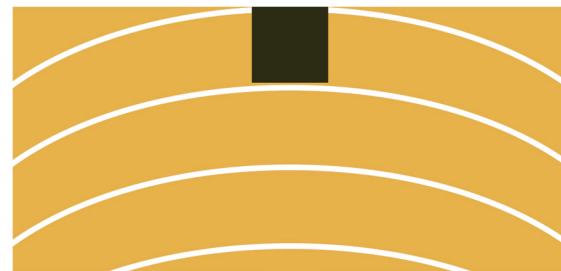
5. Shiny Fish&Other



Gizzard Shad



Egg Sushi



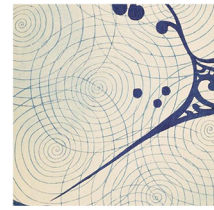
02-03 Brand Development

Icon of App: SushiPath





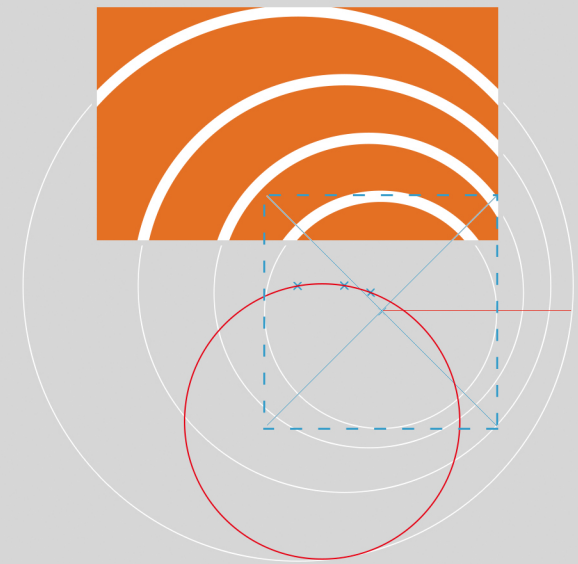
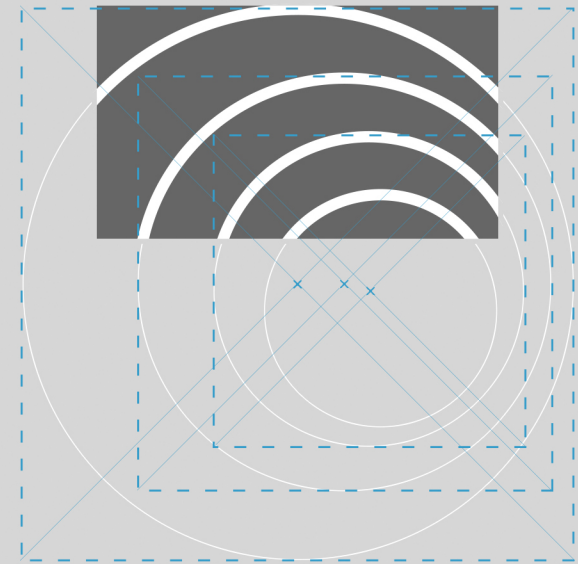
Salmon sushi



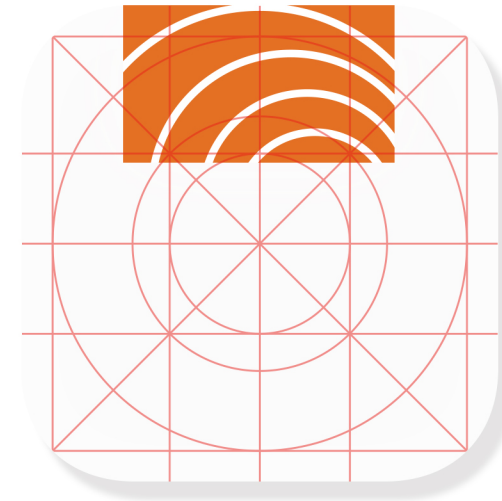
Ripple pattern



Main logo



IOS icon - iPhone 6



APP Store

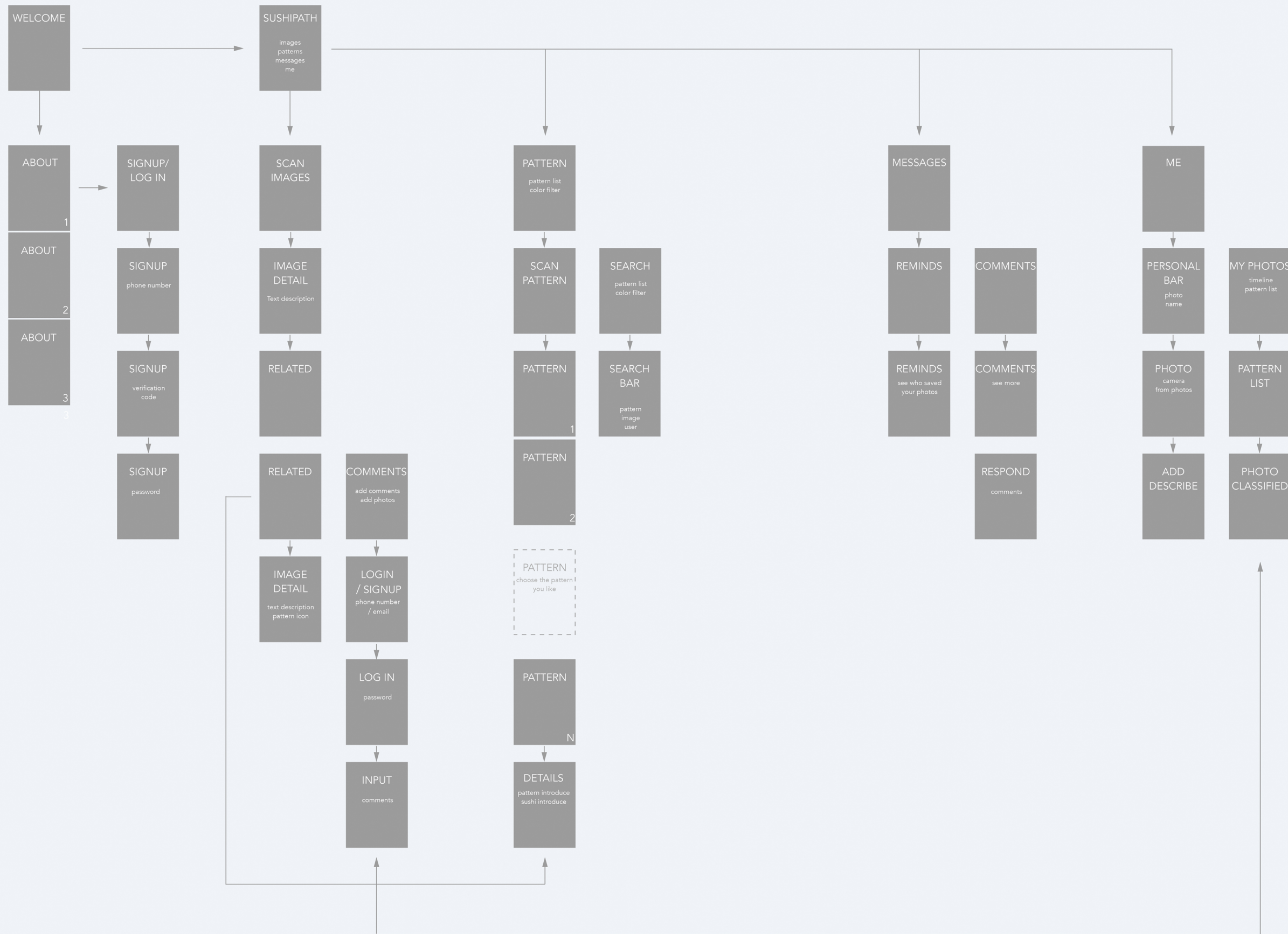


iPhone Home Screen



02-04 Flow Pattern

How SushiPath works

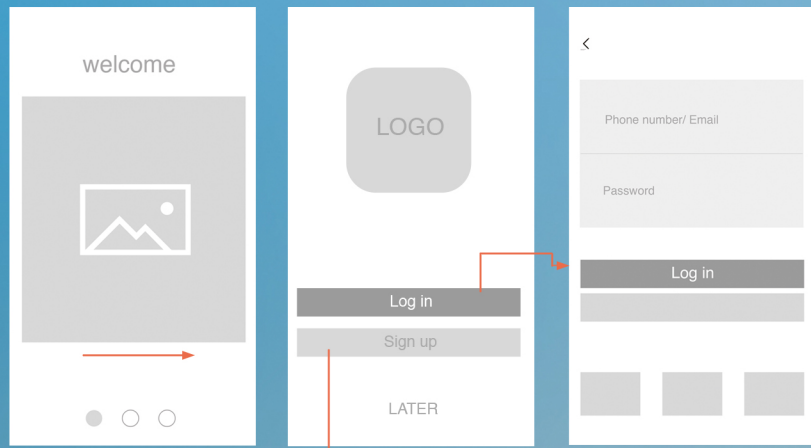


Four main functions:

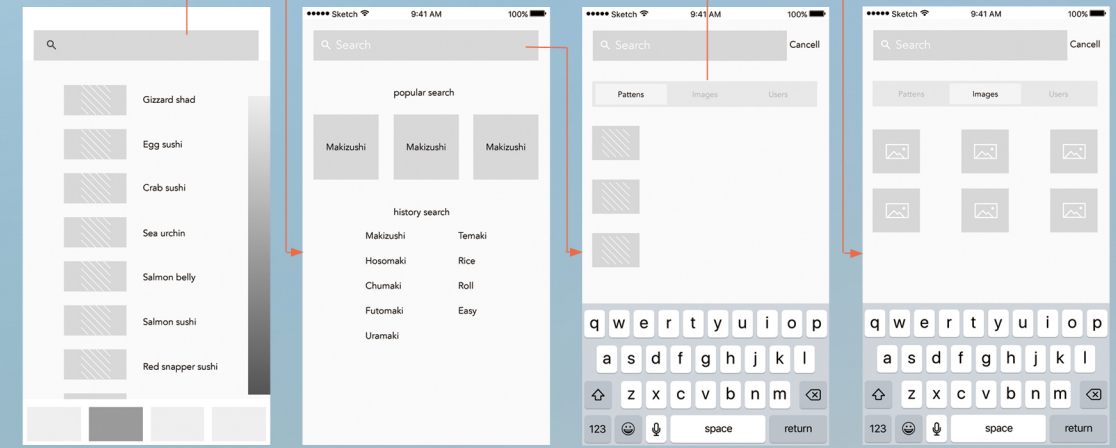
1. images
2. patterns
3. messages
4. me

02-05 Wireframe

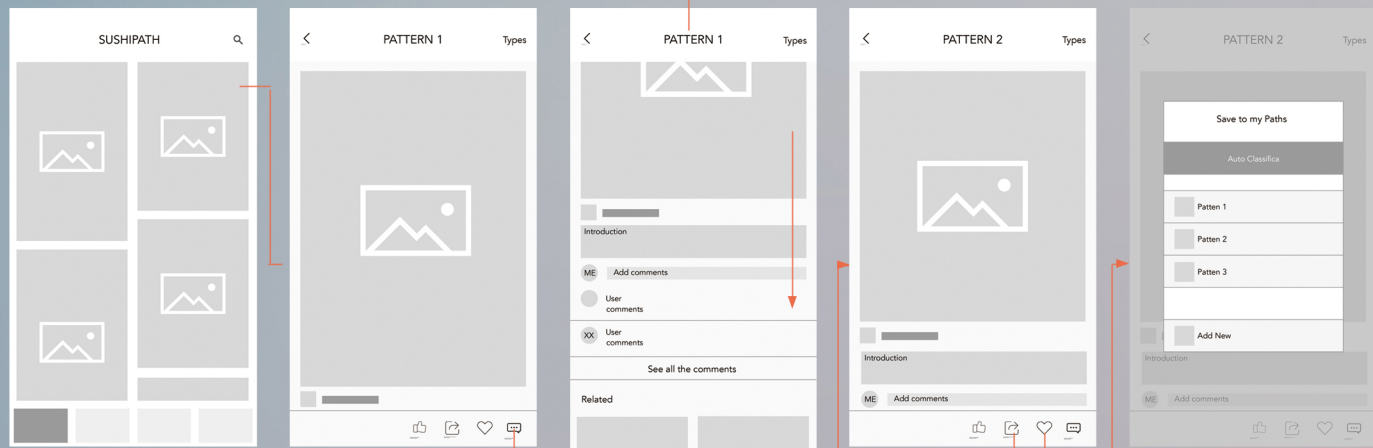
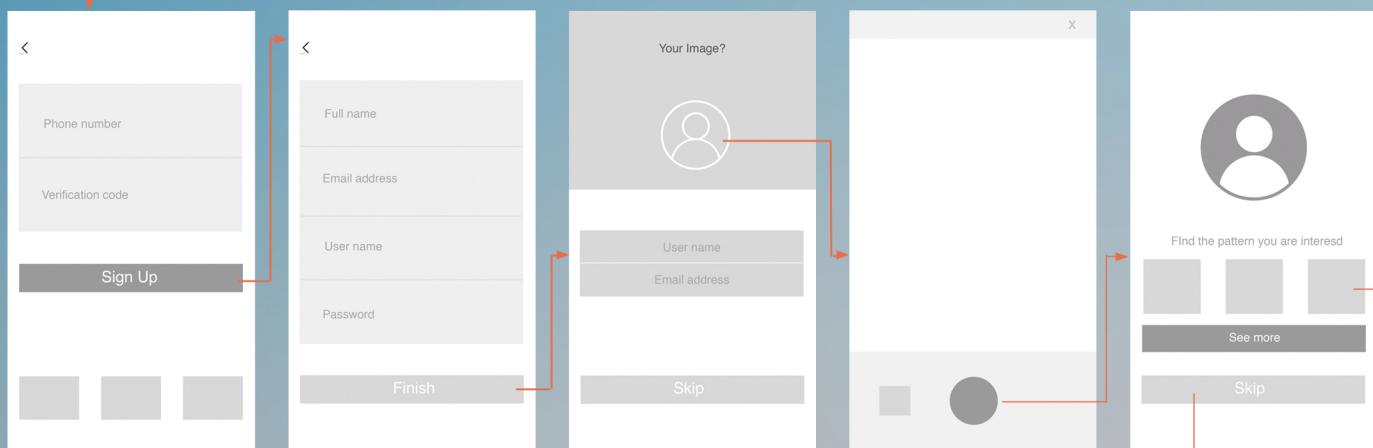
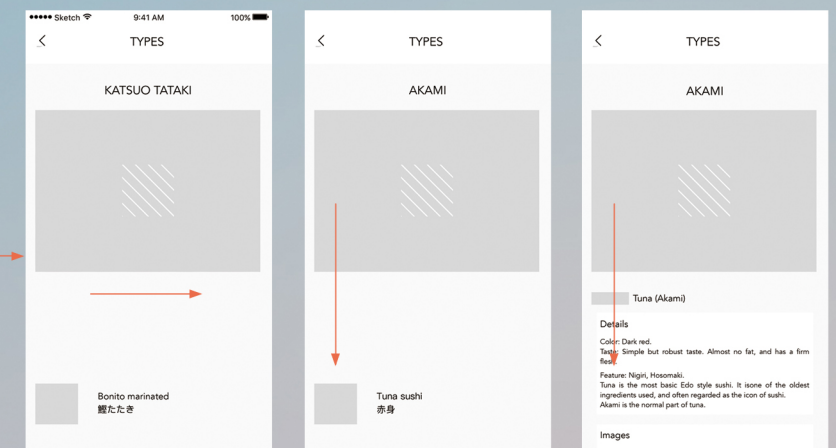
Page functions initial design



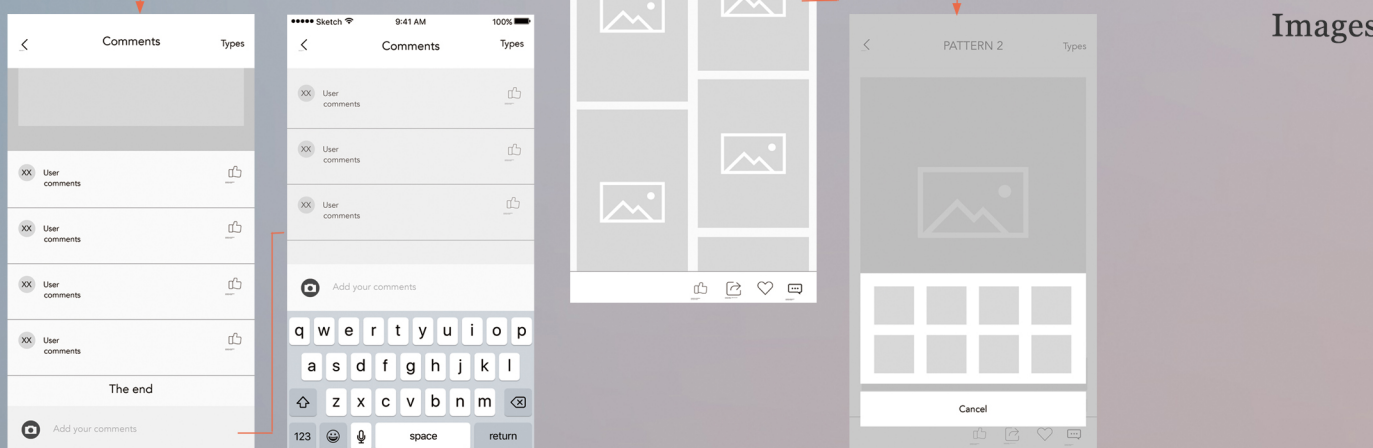
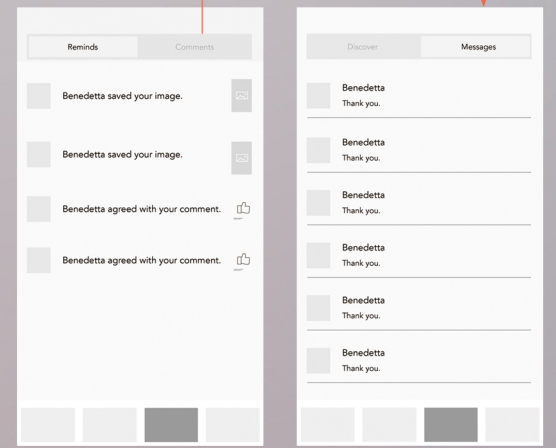
Log in & Sign up



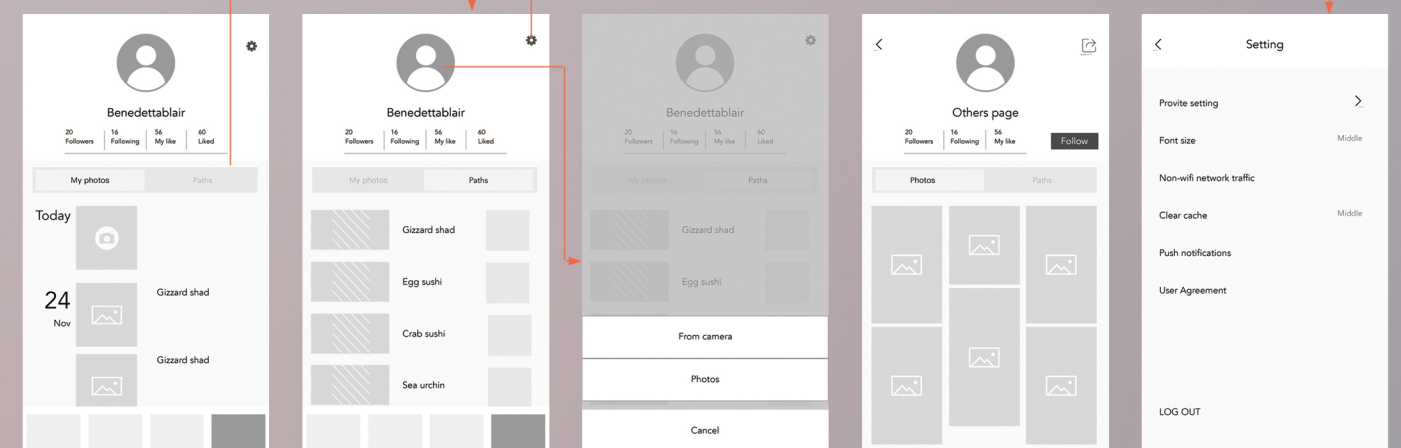
Pattern



Comments & Personal page

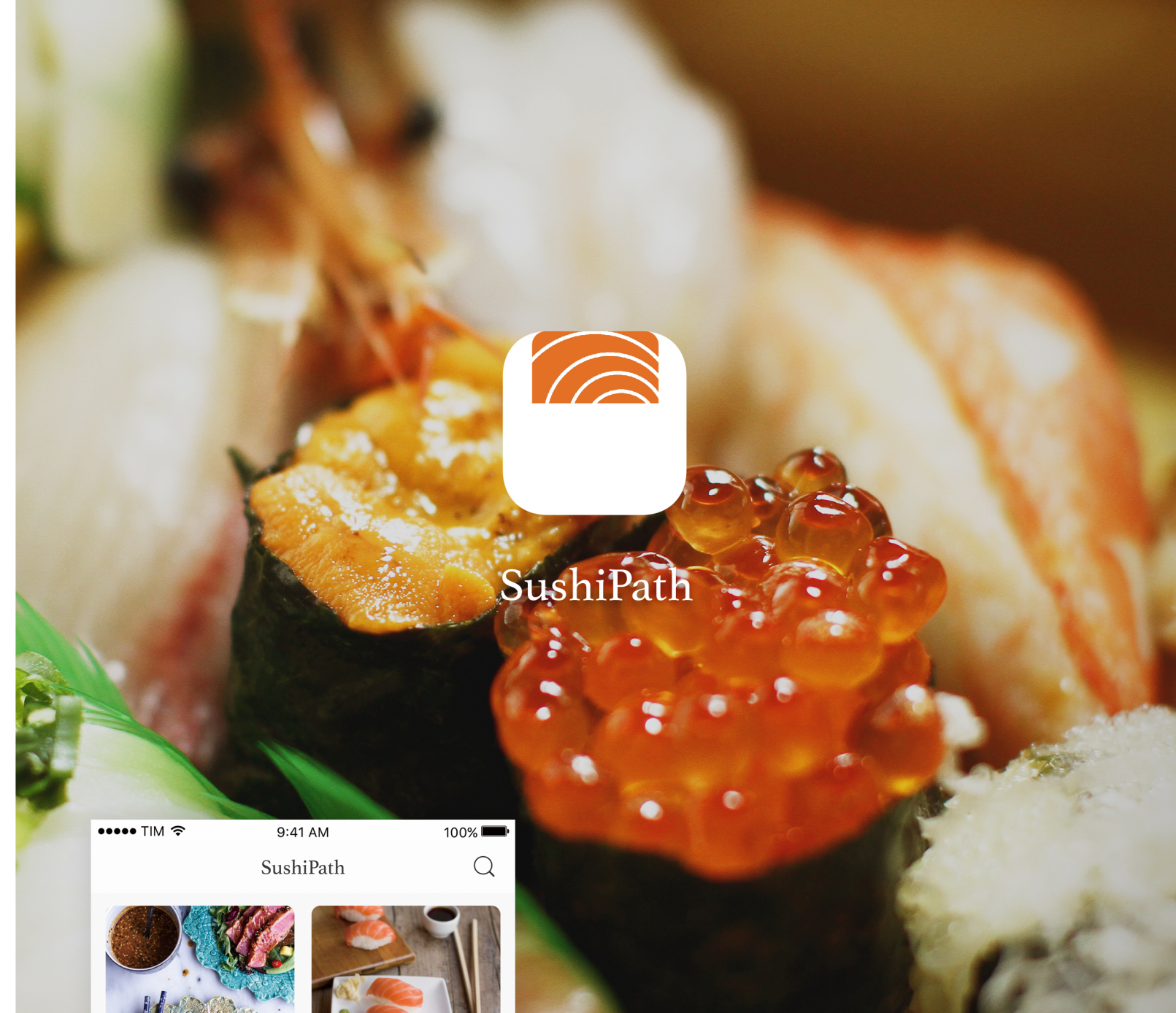


Images

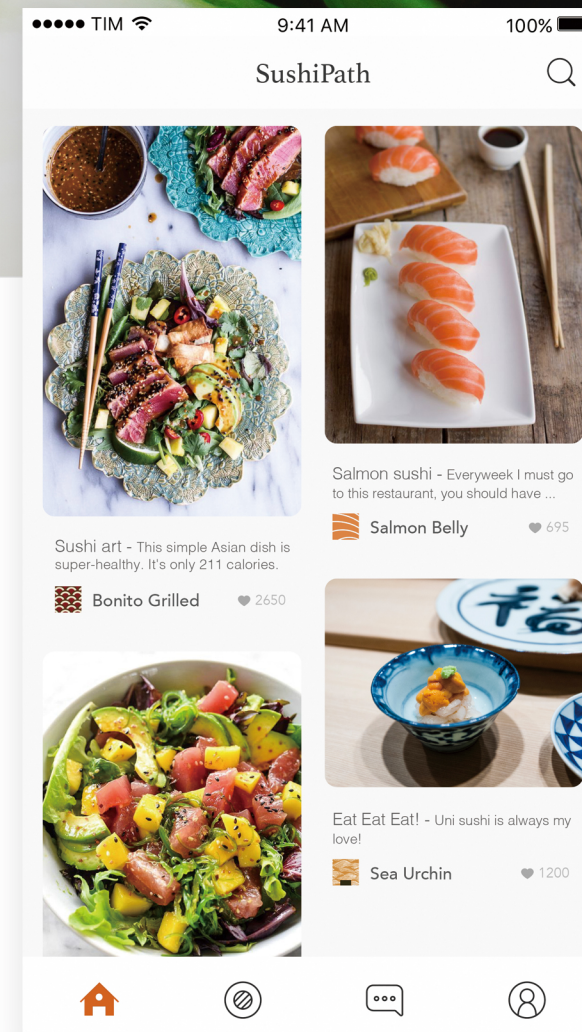


02-05 Hi-Fi

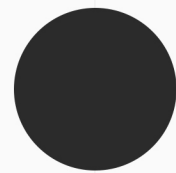
Mobile App for better understanding of sushi



SushiPath



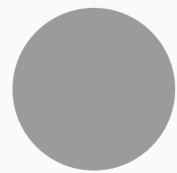
No need complex operations, just open SushiPath and you will be enjoying with the interesting patterns and know sushi much better as well.



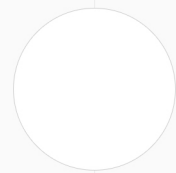
#2b2b2b



#de681c



#9b9b9b



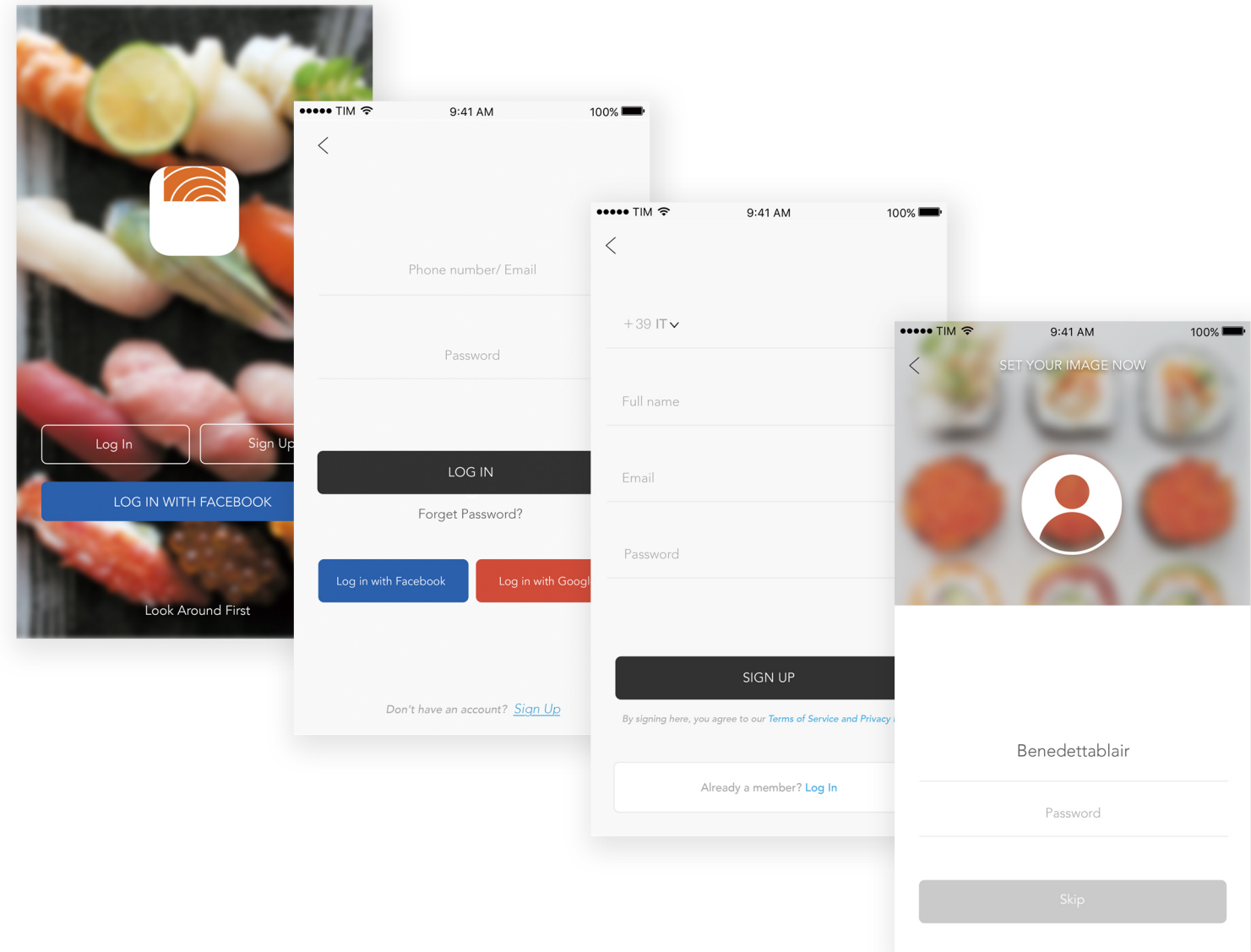
#ffffff

Main Colors

Family Font

Avenir

Book
Light
Medium



Login & Sign up

When you enter the App, you can choose login first or look around without login. After login you can set your personal image or skip it.

Iconography



Sushi



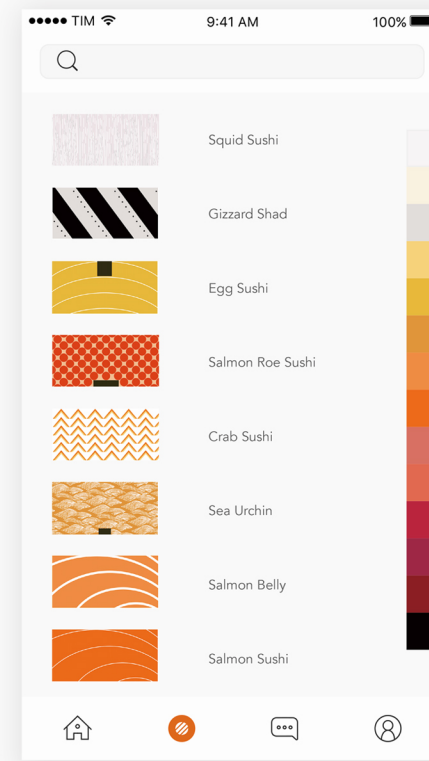
Paths




Comments

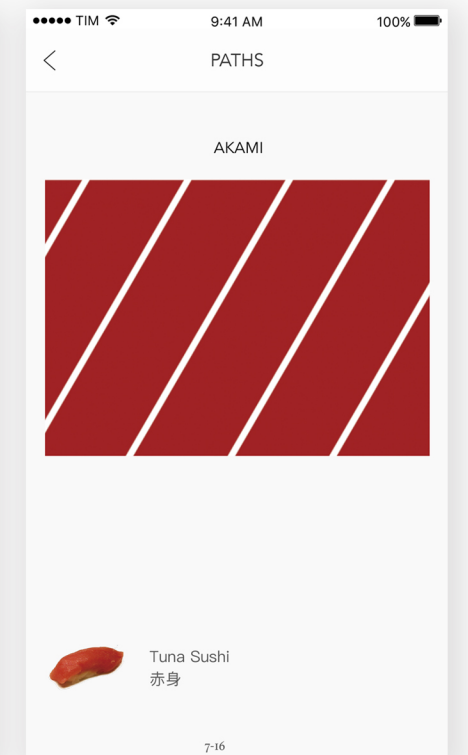
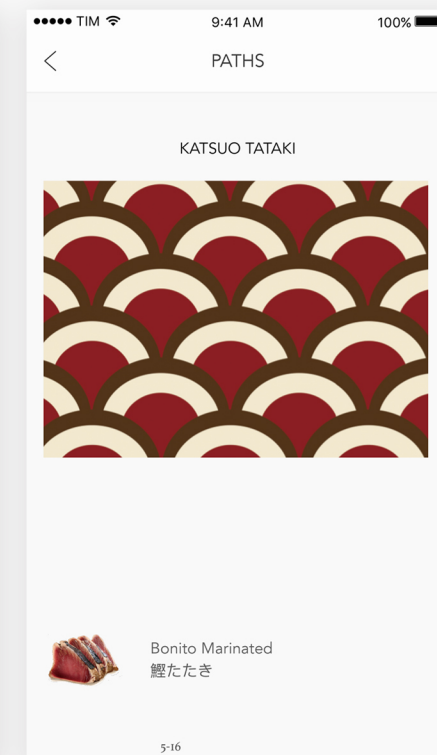
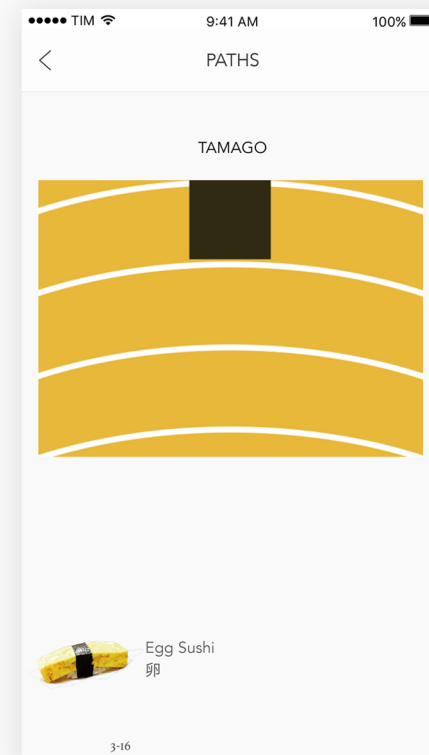


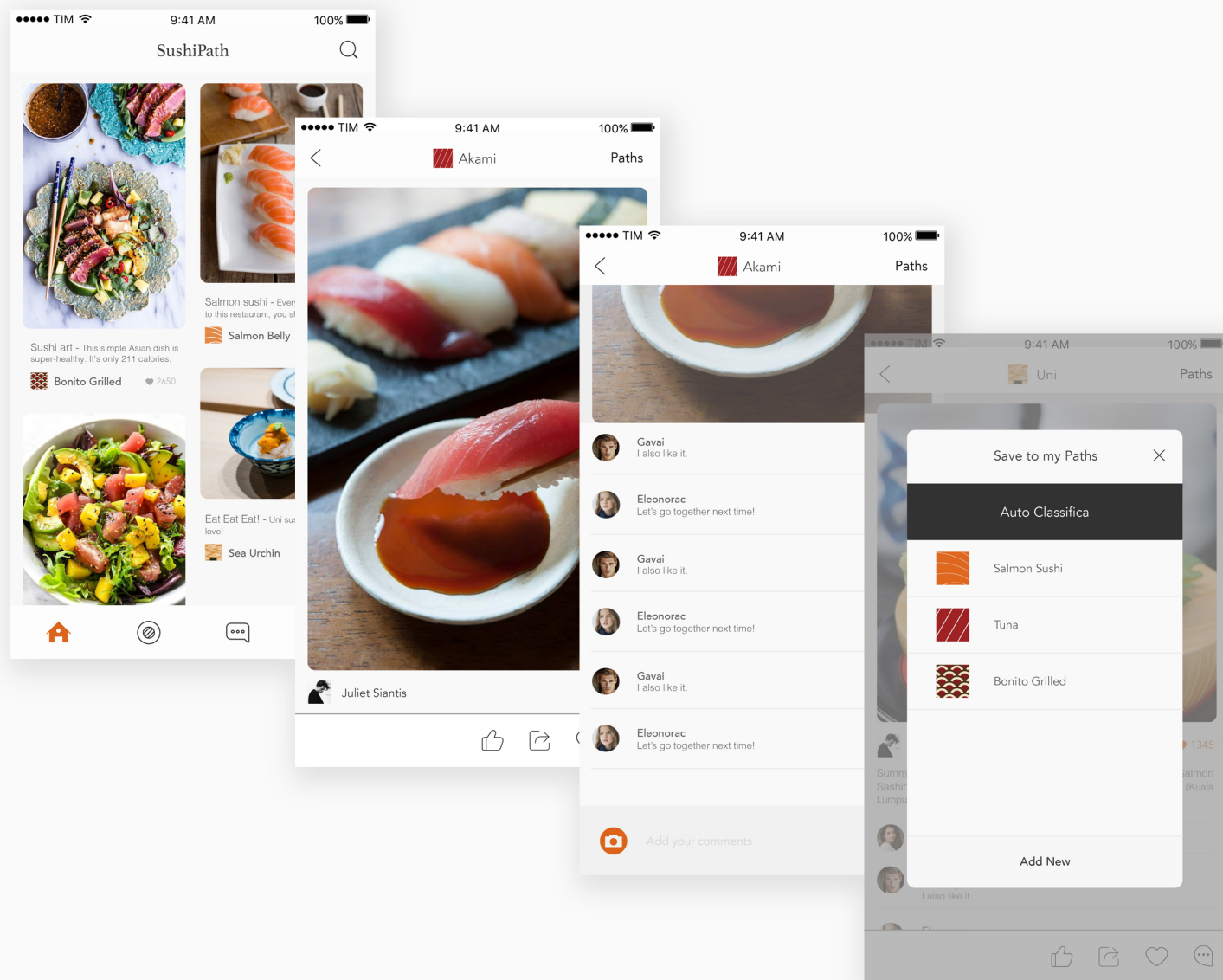
Me



 Choose the paths

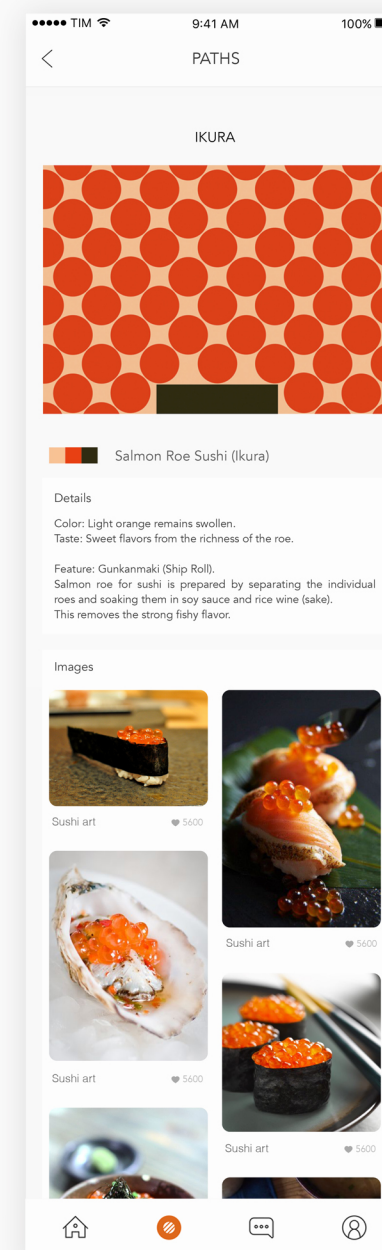
Choose the pattern you are interested and scan others.





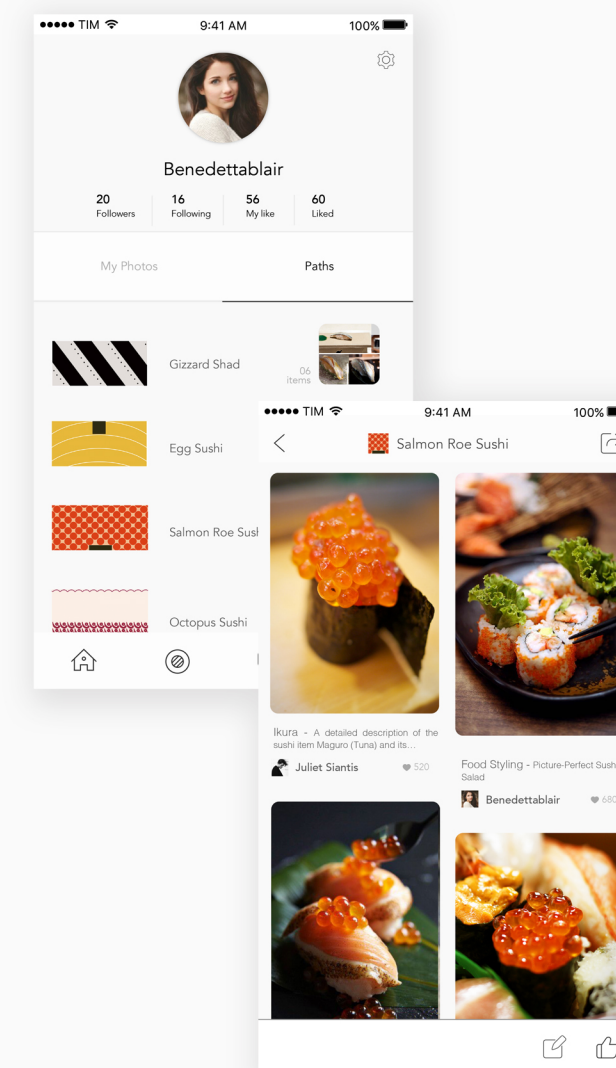
Interested sushi image

Scan the images and save to your Paths.
 The most important is:
 AUTO CLASSIFICA.
 SushiPath can auto classifica the images
 based on their unique patterns.



Function plays

From Pattern to Image
 From Image to pattern
 Classify save to my Paths

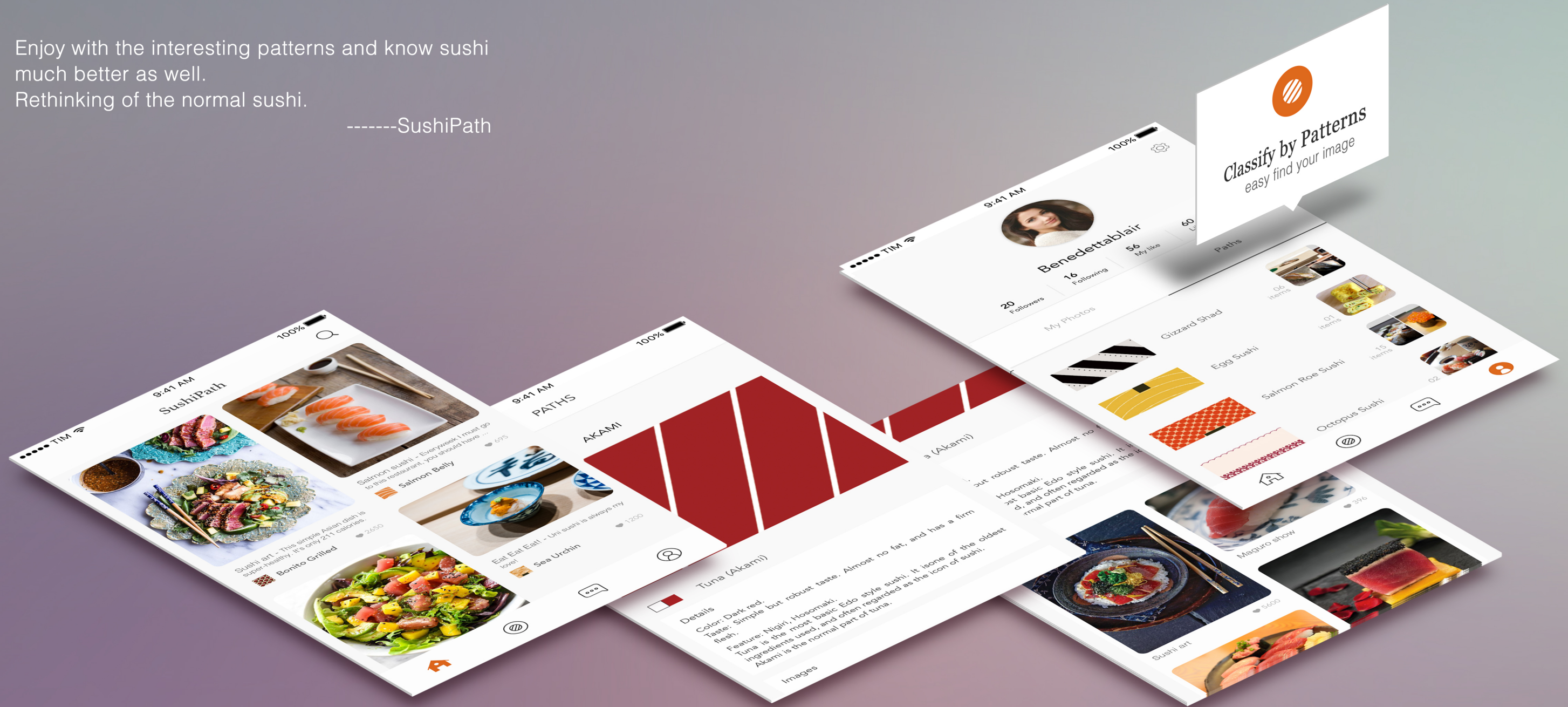


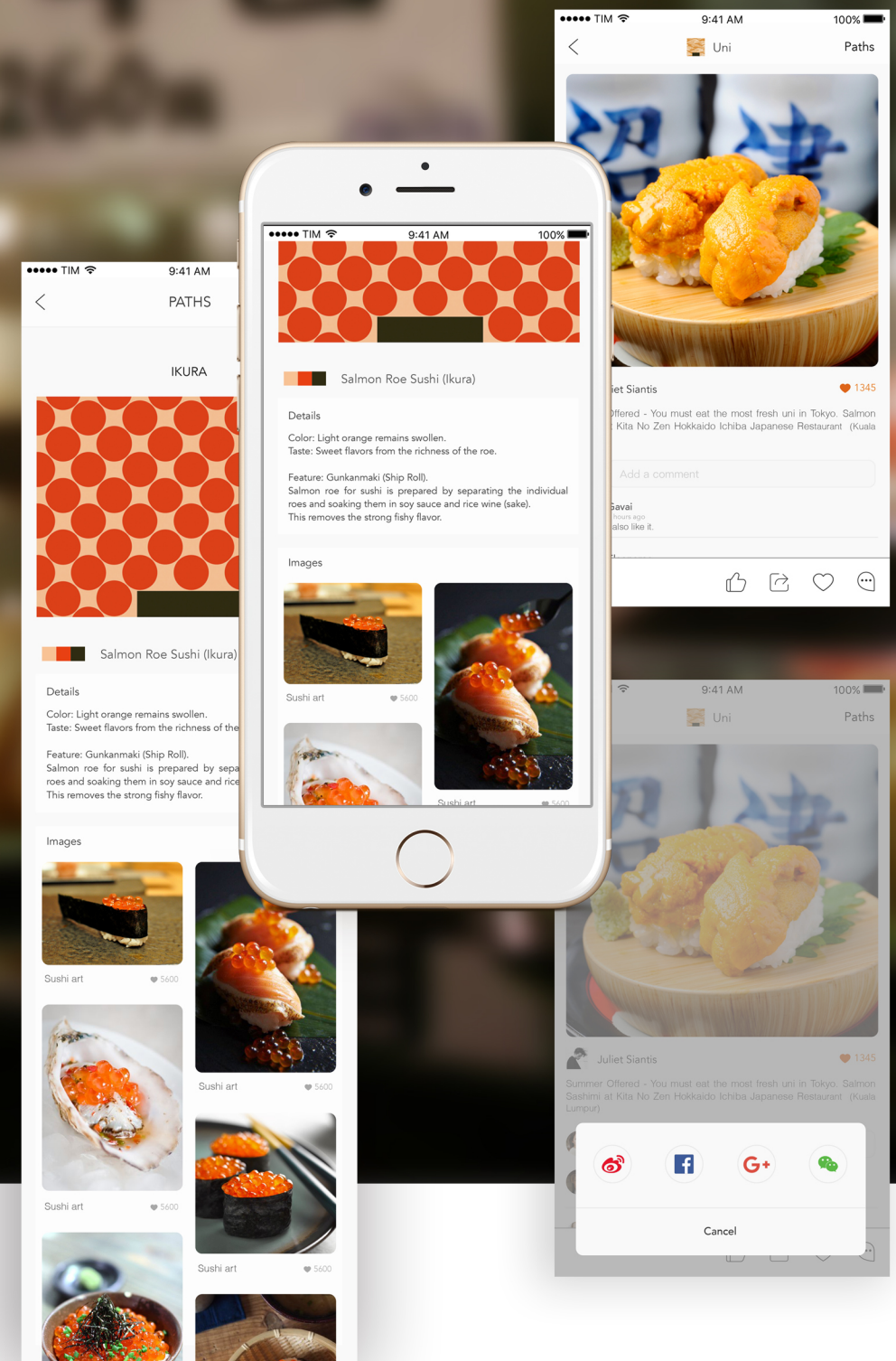
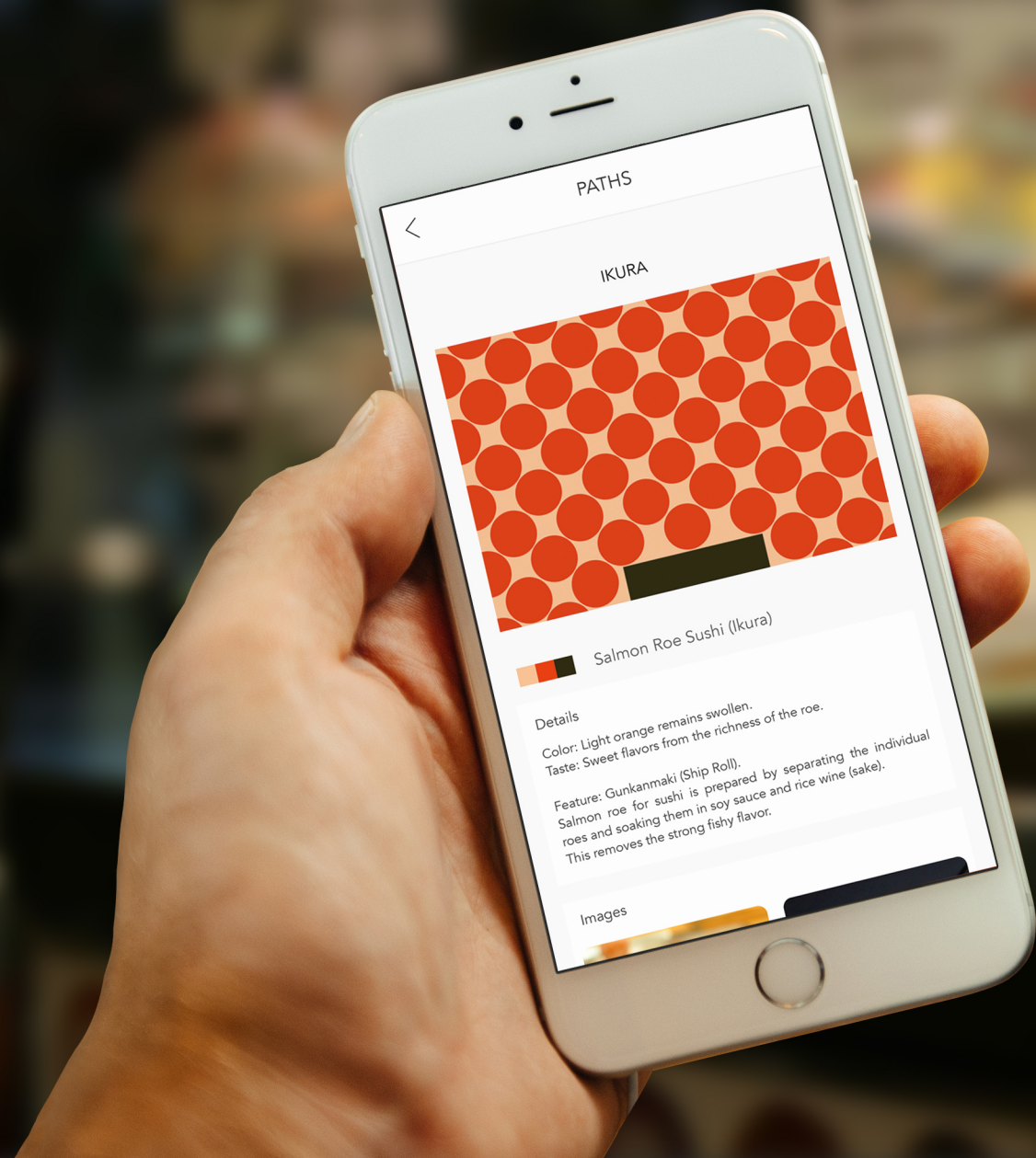
03 Final Deliverables

03-01 App Scenario shows
Experience of SushiPath

Enjoy with the interesting patterns and know sushi much better as well.
Rethinking of the normal sushi.

-----SushiPath





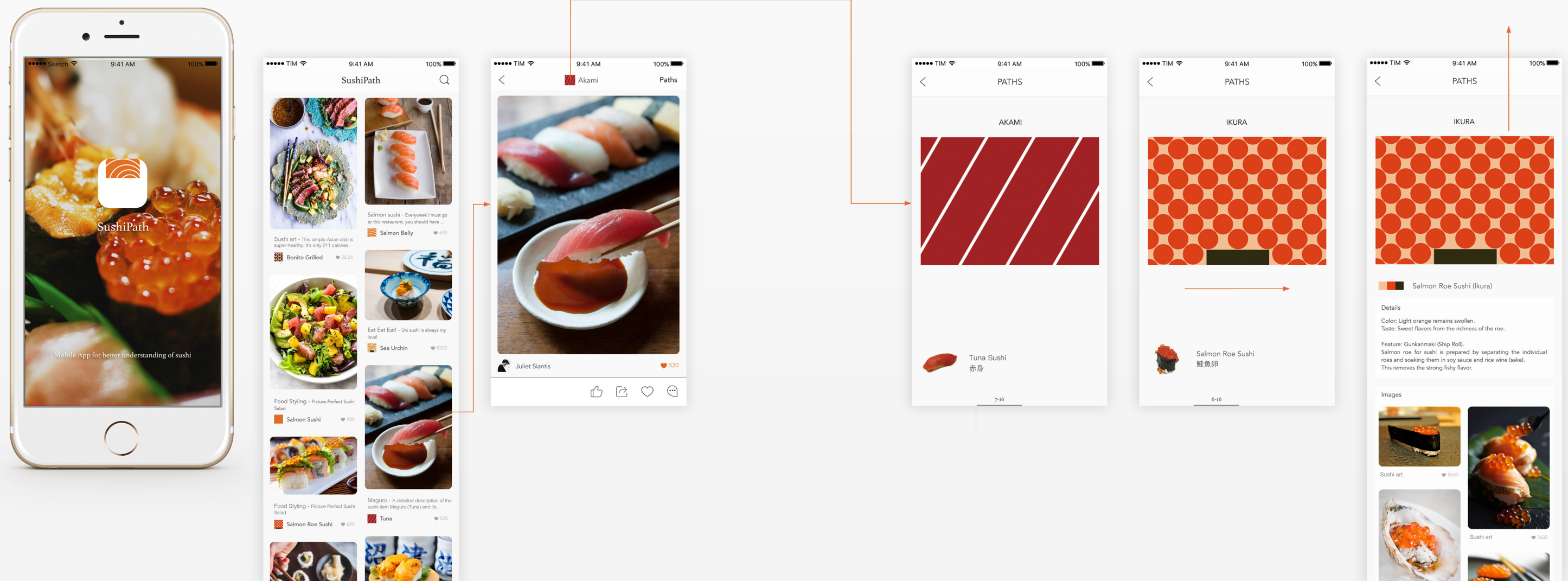
03-02 User Story

How Targets use SushiPath

1

Giuseppe is a Polimi student. In his free time likes to try something new. He like sushi, but don't want use too much time to choose which one to eat, but just want to know, which one is new and delicious. He is in a sushi restaurant now, he wants to distinguish the sushi images more easy without text!

Scan images and know the feature of the type interested



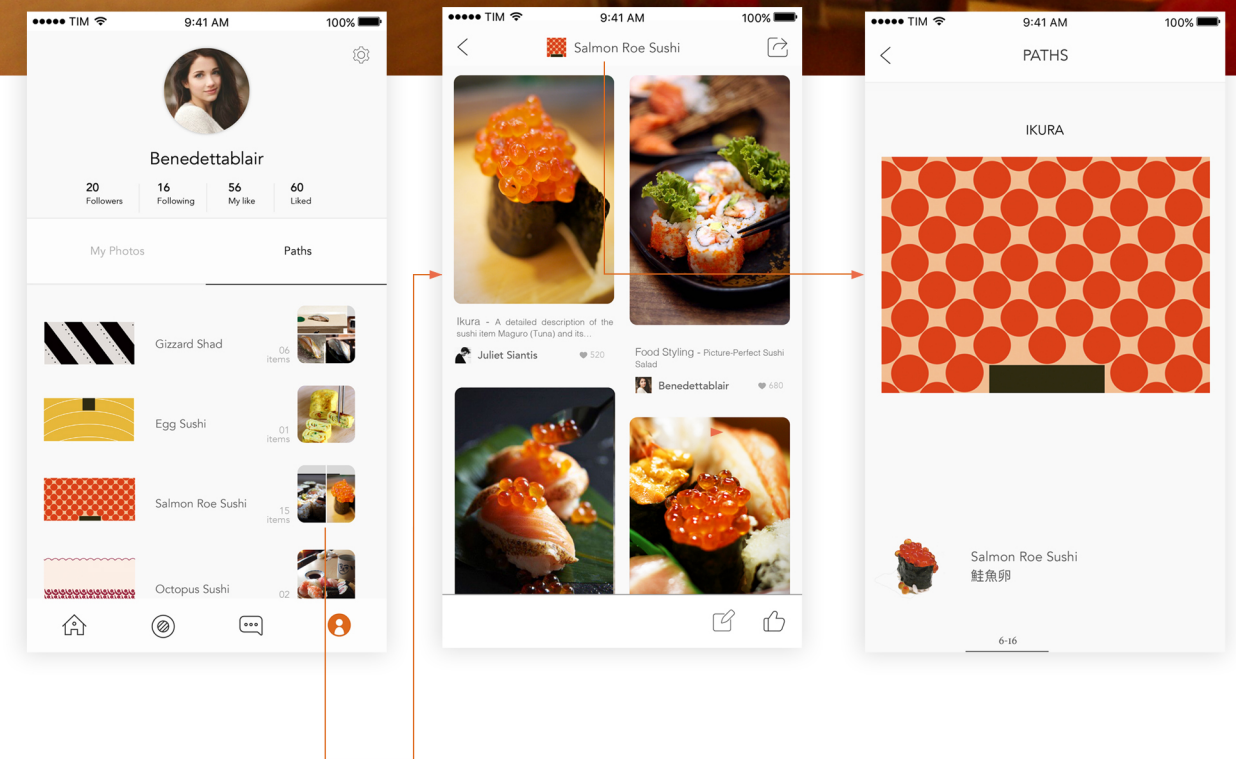
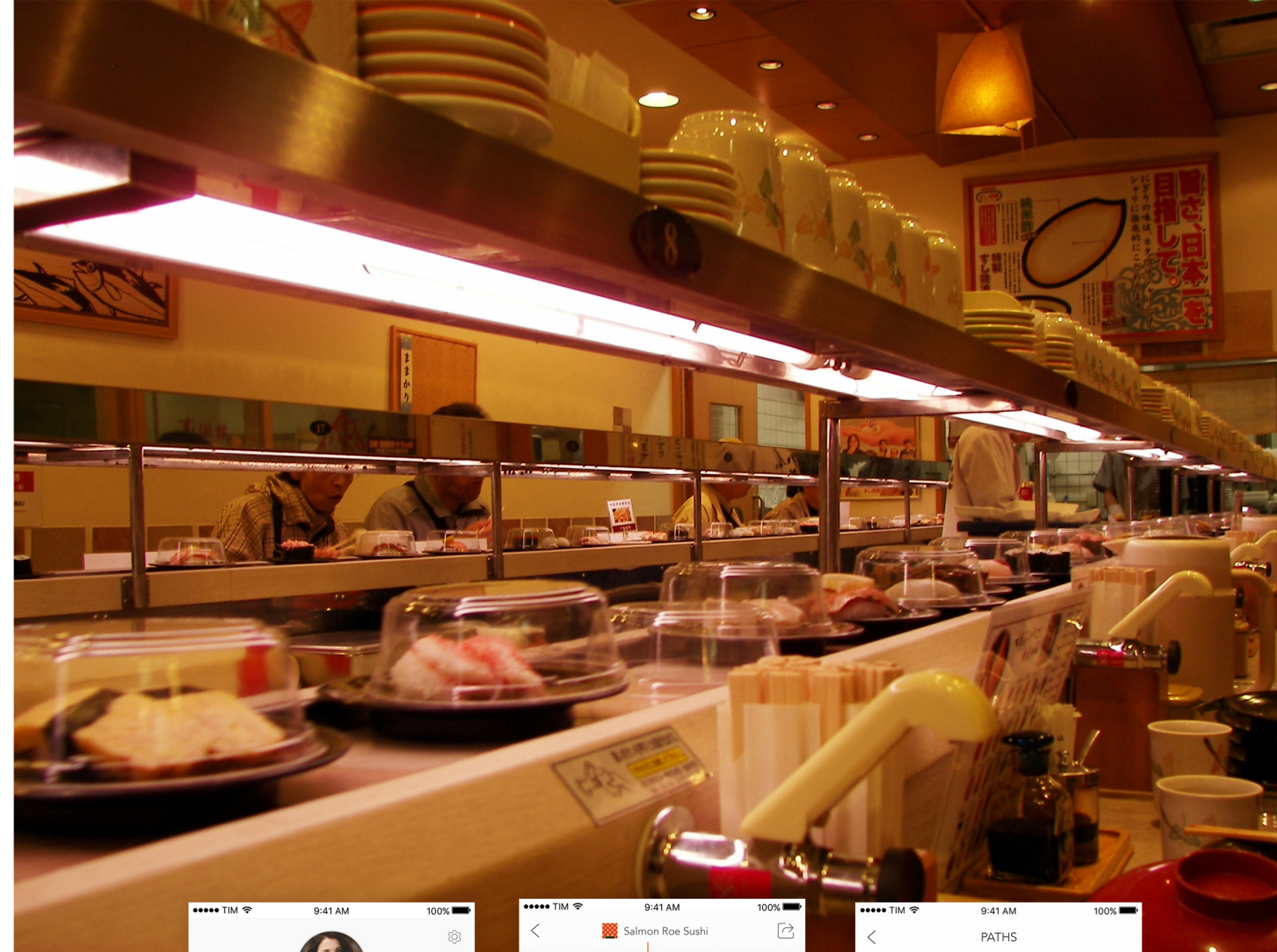
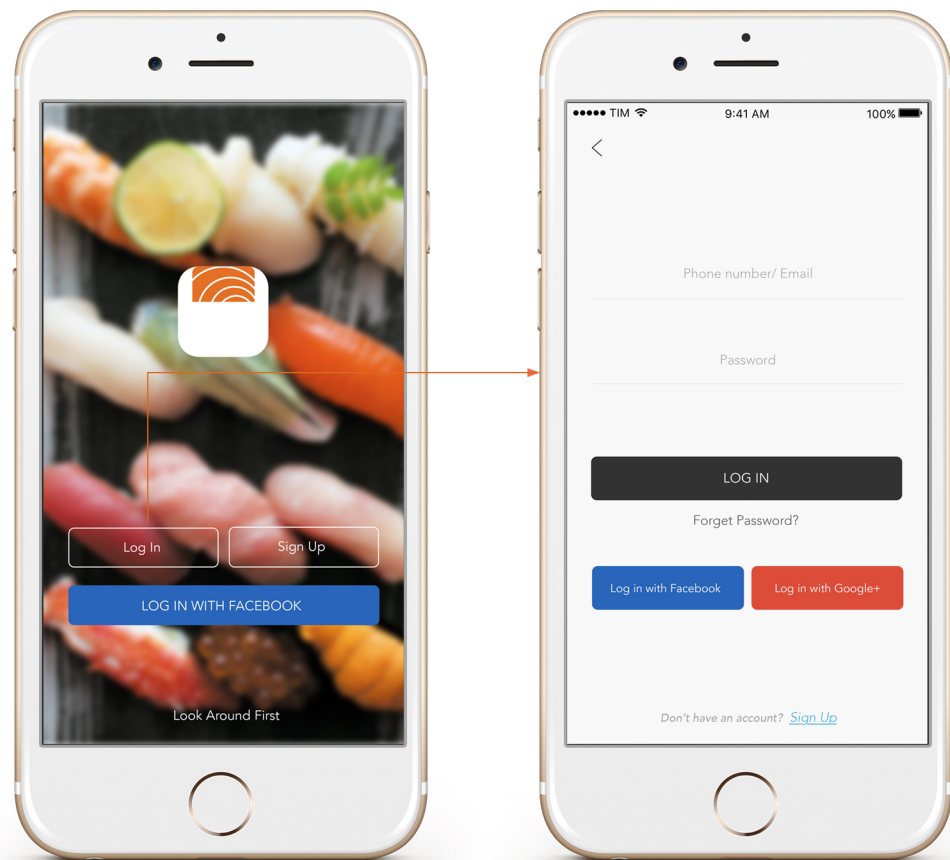
2

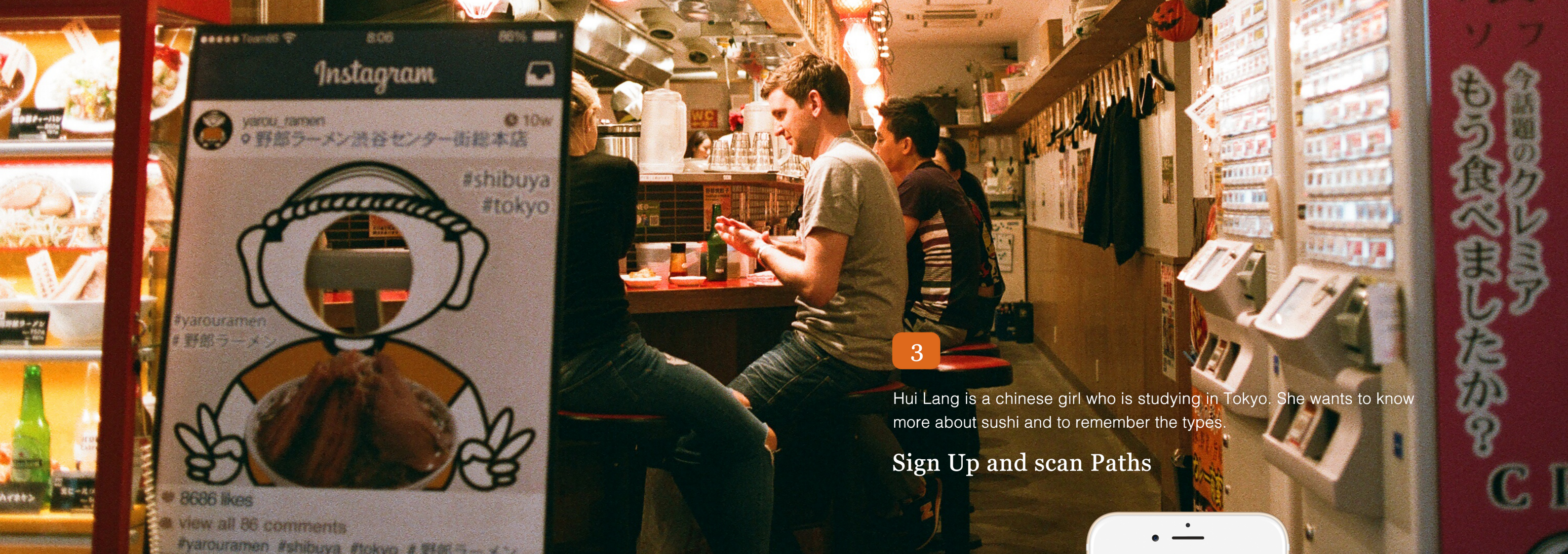
Stefania is an open-mind girl and always goes out with friends. She can't stop taking pictures on delicacy.

But she always hard to descript the picture she took because it's hard to remember the name of it.

She need SushiPath to find out the type of sushi image she has.

Log in and see my Paths

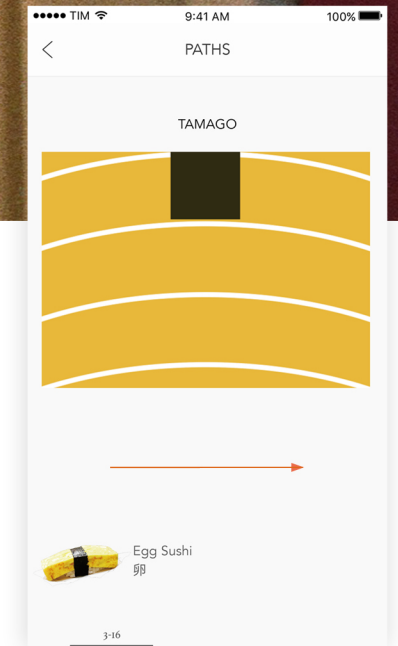
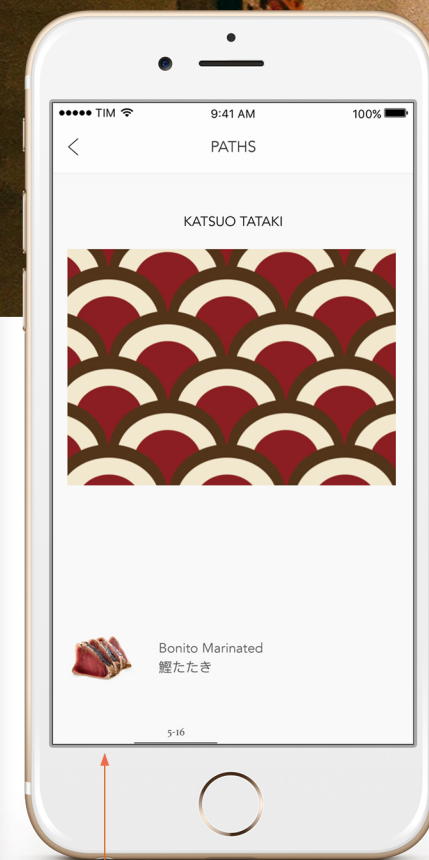
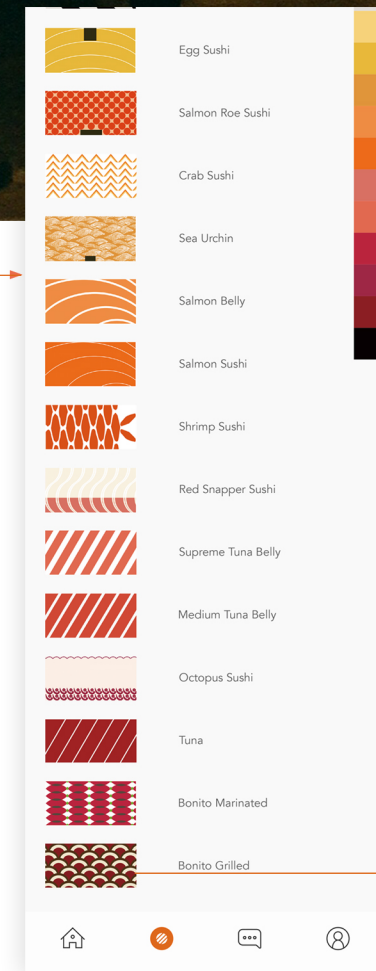
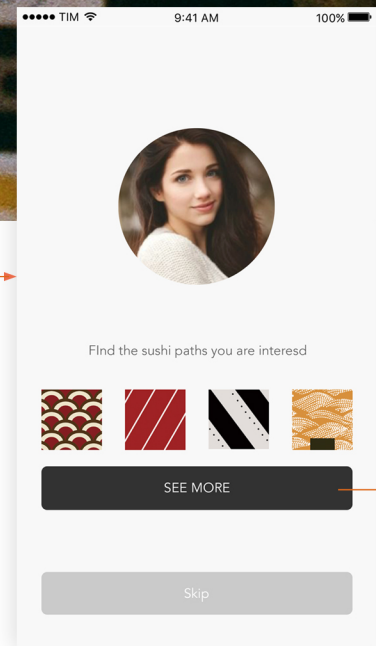
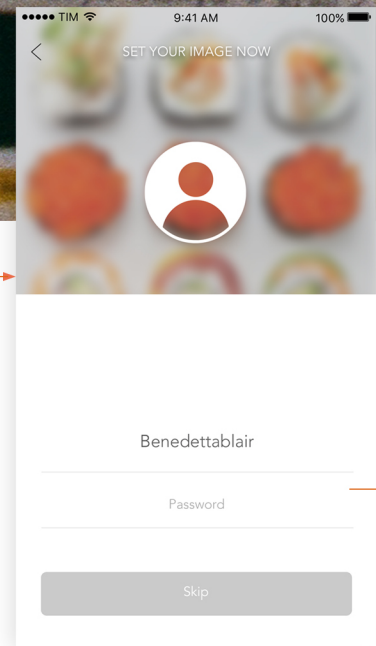
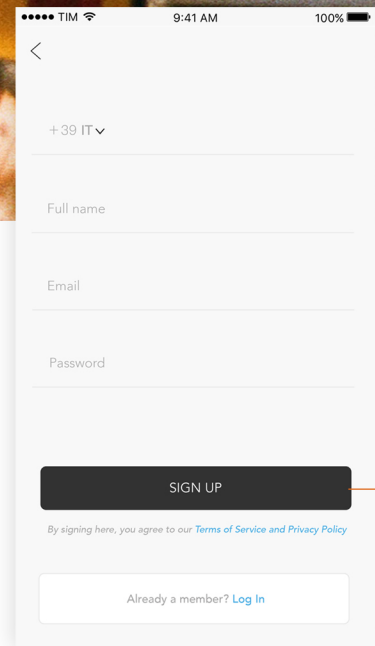




3

Hui Lang is a chinese girl who is studying in Tokyo. She wants to know more about sushi and to remember the types.

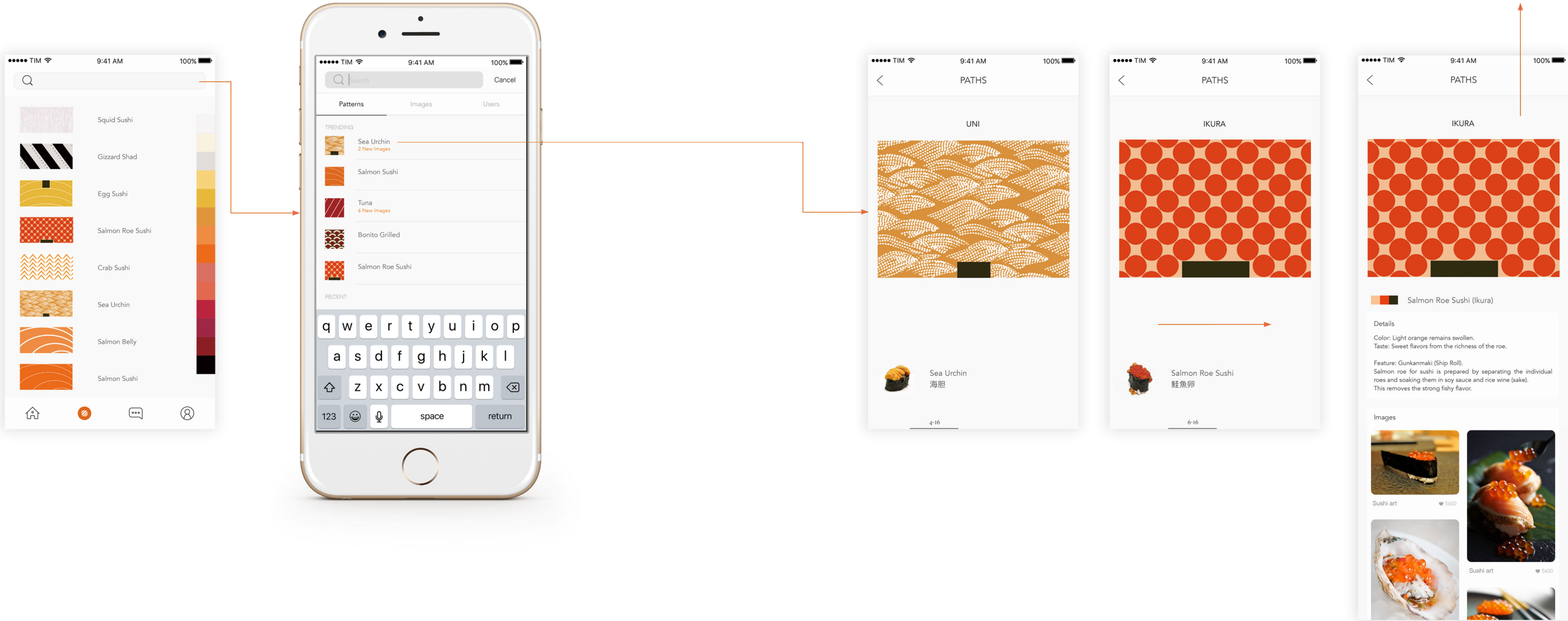
Sign Up and scan Paths



4

Roland is a landlord of Couchsurfing. He also likes traveling and lives in Couchsurfing. As he has been to Asia many times, he knows better about sushi. But he still has trouble of introduce them to others. He needs SushiPath to introduce sushi to others.

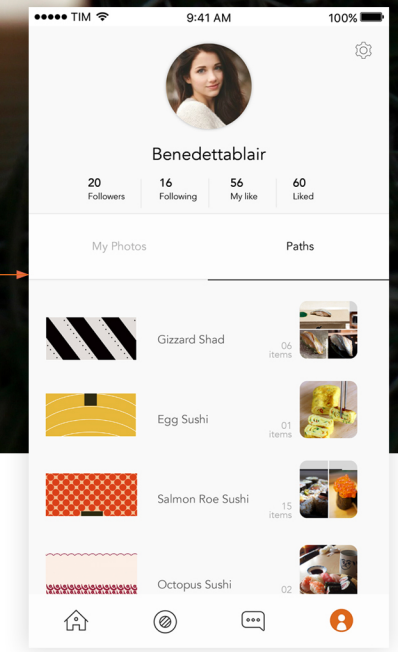
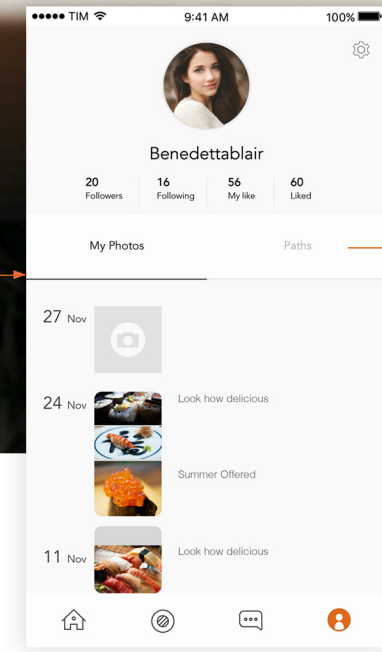
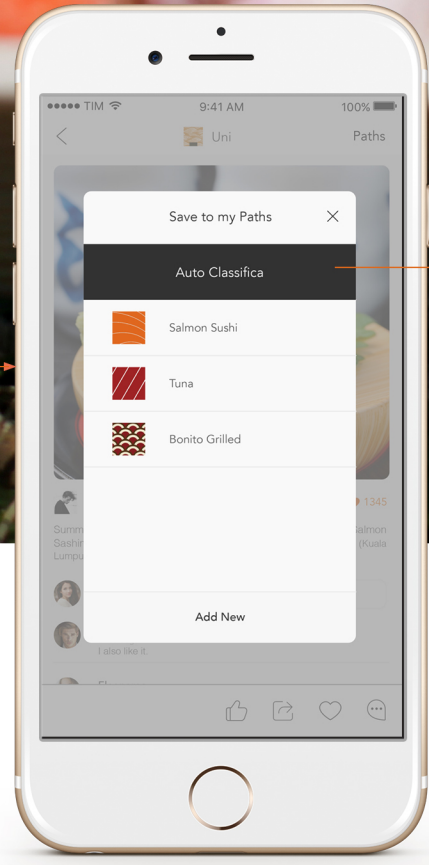
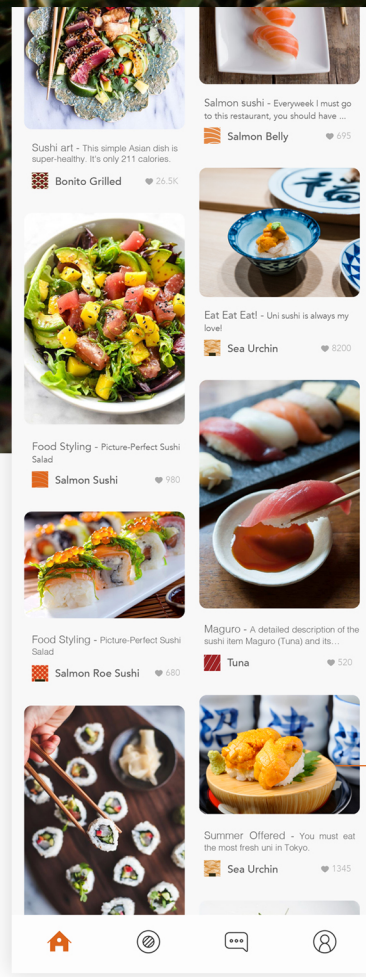
Search and Paths list





Save **5**

Jun Yin is an architect designer in Shanghai. He likes taking pictures for food and always sends them to his friends. As a Virgo boy, he gets used to taking everything into order. He needs SushiPath to see and save images in order.





Thanks

When prepared my work, I chose to shoot sushi pictures during the exchange period. Finally I chose this one named " Green Sushi". I planed to ask for the shooting acceptance at first and shoot the day later. But the chef told me that they wouldn't open because the fishes are not fresh the day later.

I was shocked by the professional spirit of the chefs. The sushi shop operated by the master and his son. very warmful and tastes good.

Thank you for every craftsmen focused on their work!
And I hope SushiPath can let you feel such a kind of comfortable.