PD4004 DESIGN VISUALISATION - PRODUCT STORYTELLING

Process Book

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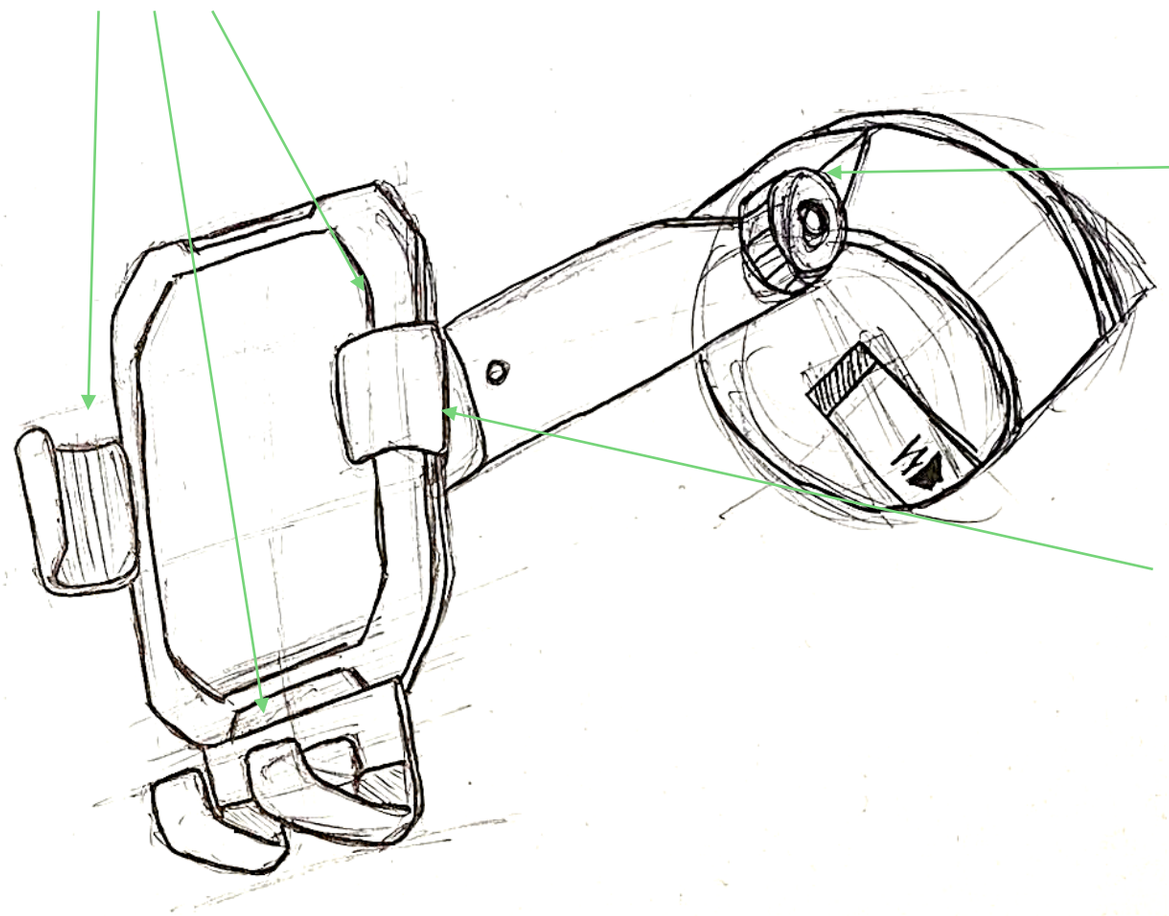
ANALYSE

Universal Smartphone Holder

Compatibility with phones from 4.7 to 6.5 inches.

Stable holder design

The holder has a U-shaped base and U-shaped arms that form a stable triangle structure



Gravity System

When the cell phone is placed it locks automatically and when the cell phone is in gravity mode removed when gravity is lost, it is automatically unlocked. This allows you to pick and place your phone with one hand, which is more convenient when driving.

Swirl Arm

telescopic arm adjustable to 180°

Vast viewing angle

It features a 360° rotating ball, which adjusts freely to any angle.

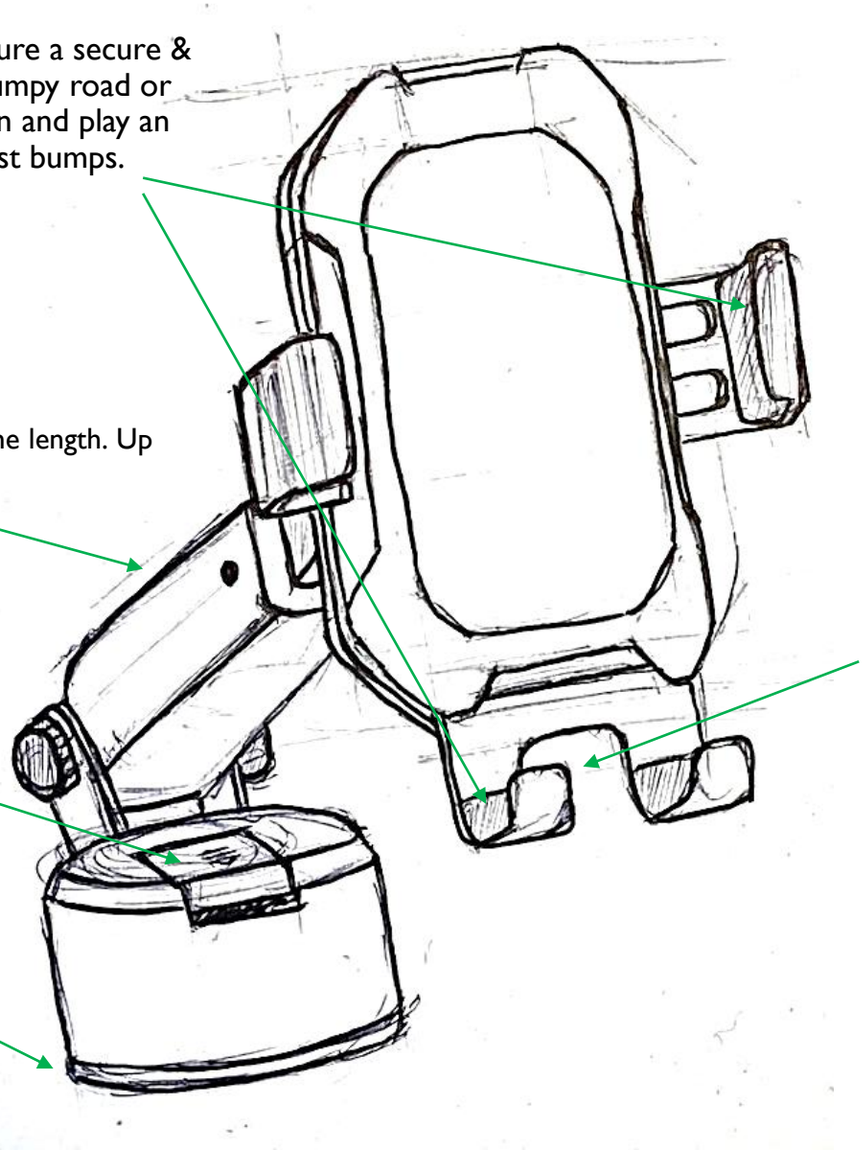
ANALYSE

Shockproof silicone

The silicone rubber arms ensure a secure & non-scratch grip even on a bumpy road or with severe brakes in between and play an effective buffer function against bumps.

Extendable Arm

No screw adjusting. Pull and push the arm to adjust the length. Up to 5.2cm to 8.4cm max.



Vacuum lock mechanism

Pull up/press the suction cup lock to securely install the car mount on the windshield/dashboard or other flat surfaces without worrying about falling or leave traces.

Suction Cup

Can be washed for multiple uses. Resistant to cold and hot weather conditions.

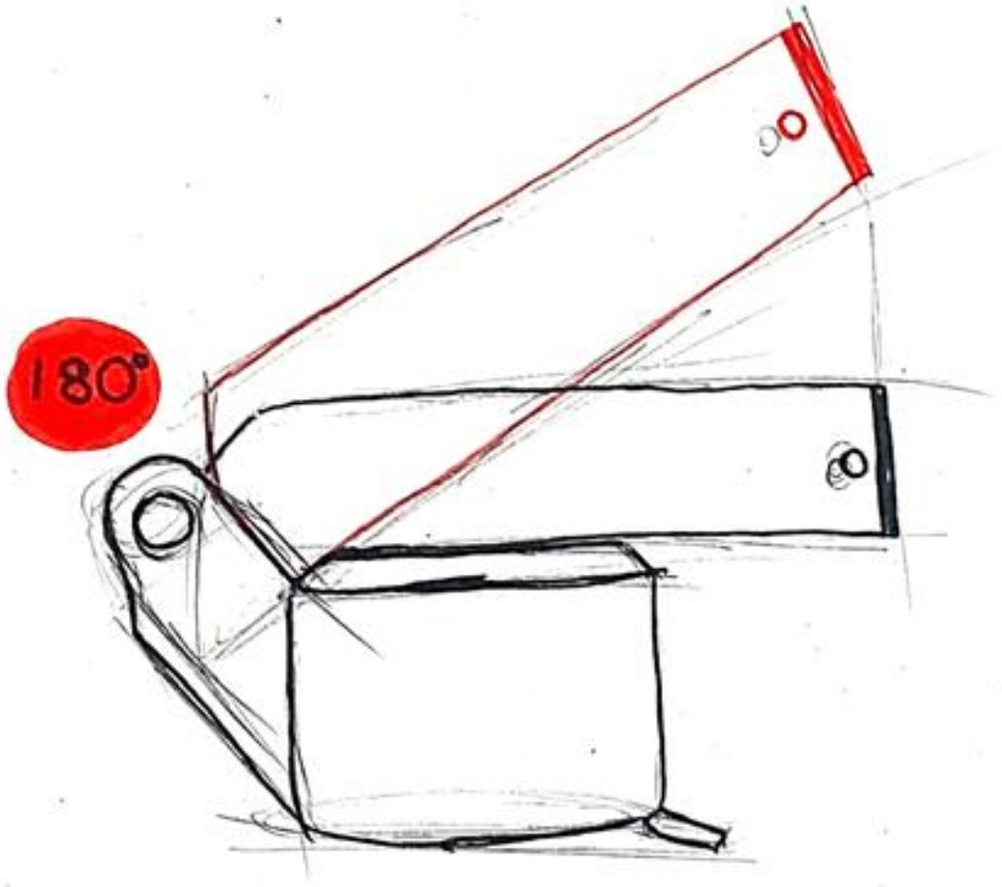
Different ways to mount

The holder is designed for mounting on the windshield or dashboard of the car. You can place it anywhere you like, such as the windshield, center console, or the left side of the seat

Charging port available while in use

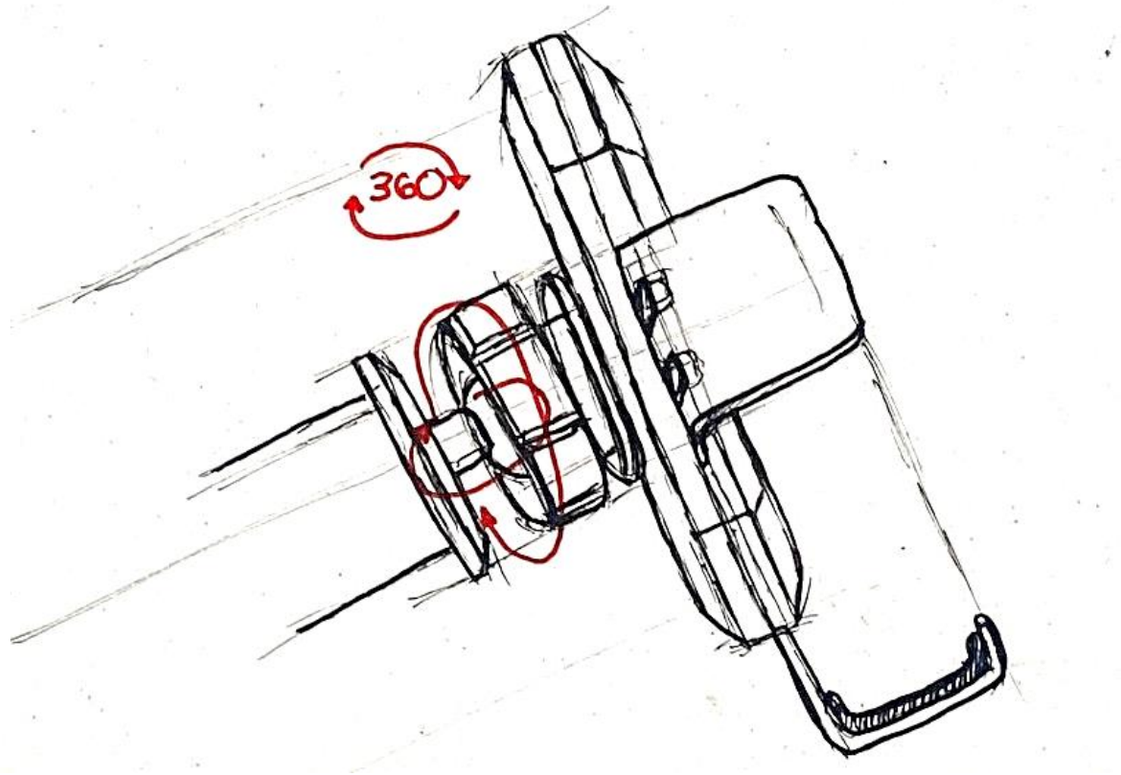
The reserved charging port provides drivers full access to charge on the road, keeping phones charged and ready to use after a commute or a long road trip.

SKETCH EXPLORATION



Adjustable angle to 180° to meet the needs of the viewing perspective.

360° Rotating Ball: The car mount features a 360° rotating ball, which means you can adjust it freely to any angle that suits your needs. Whether you want to view your phone in portrait or landscape mode.



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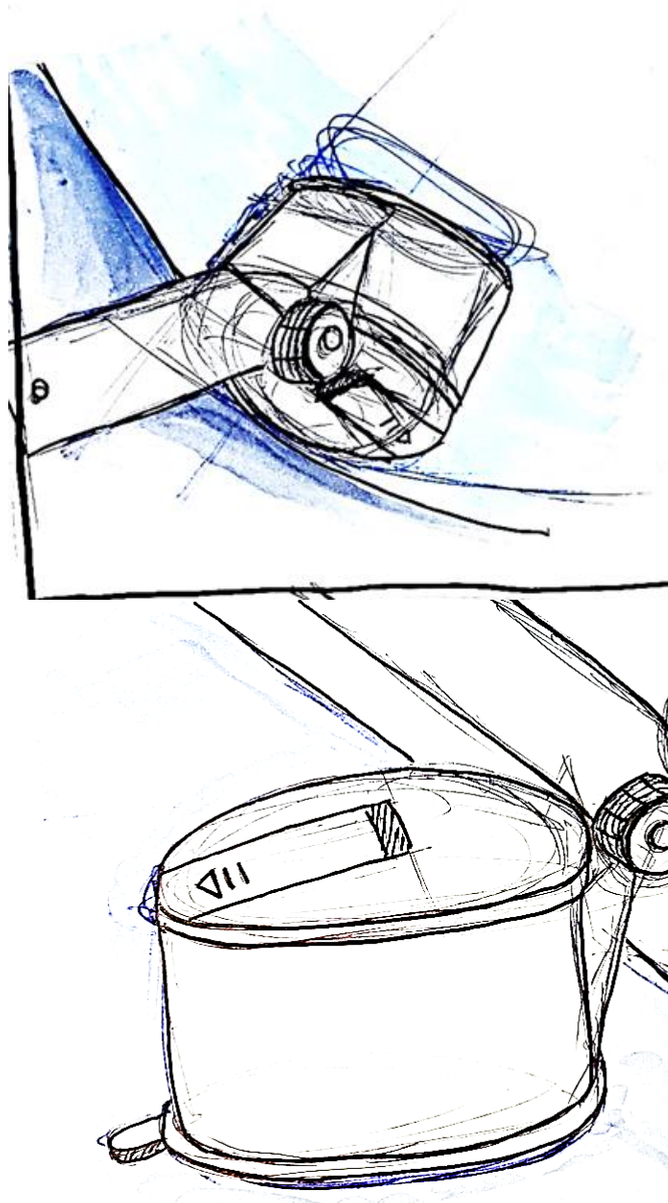


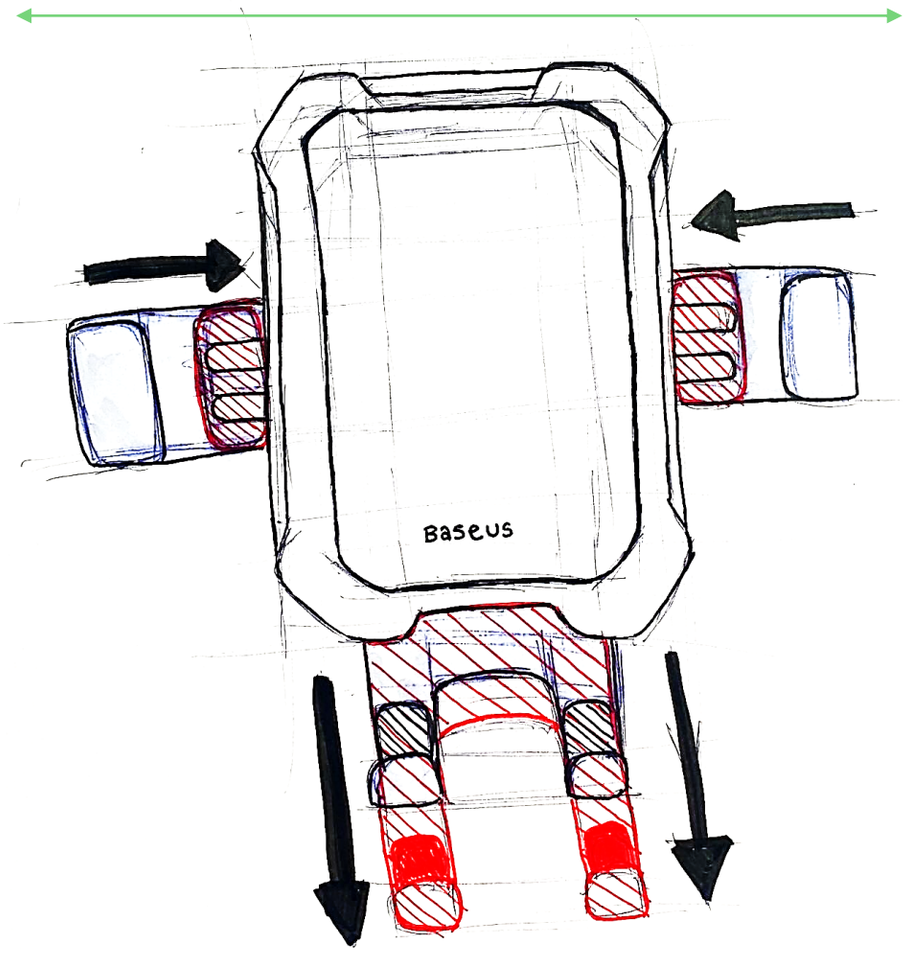
Windshield

Dashboard

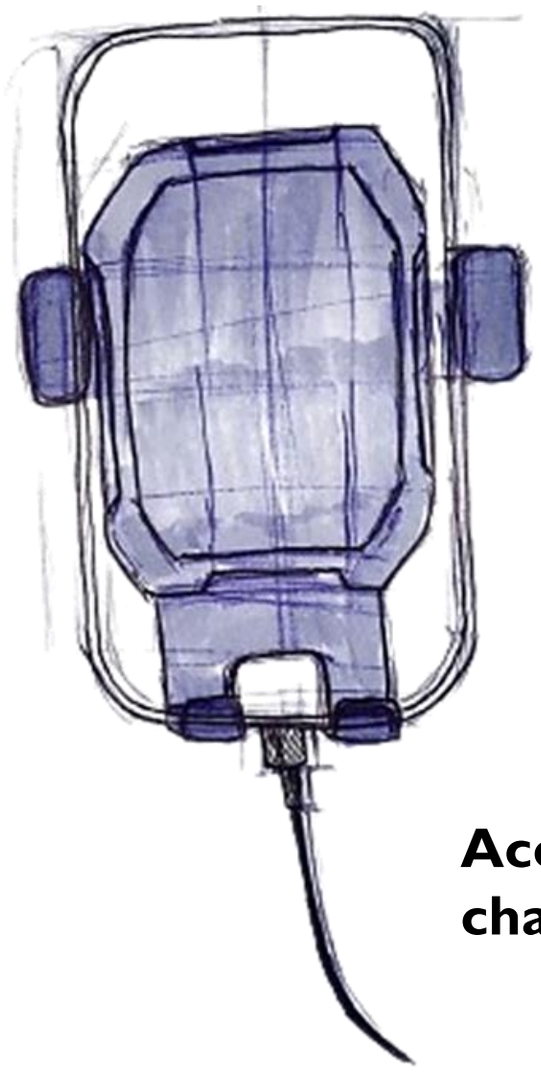
It can be attached to your car's dashboard, windshield, or any flat surface using its strong adhesive base. The bendable memory titanium alloy ensures durability and flexibility.

SKETCH EXPLORATION

Universal Compatibility

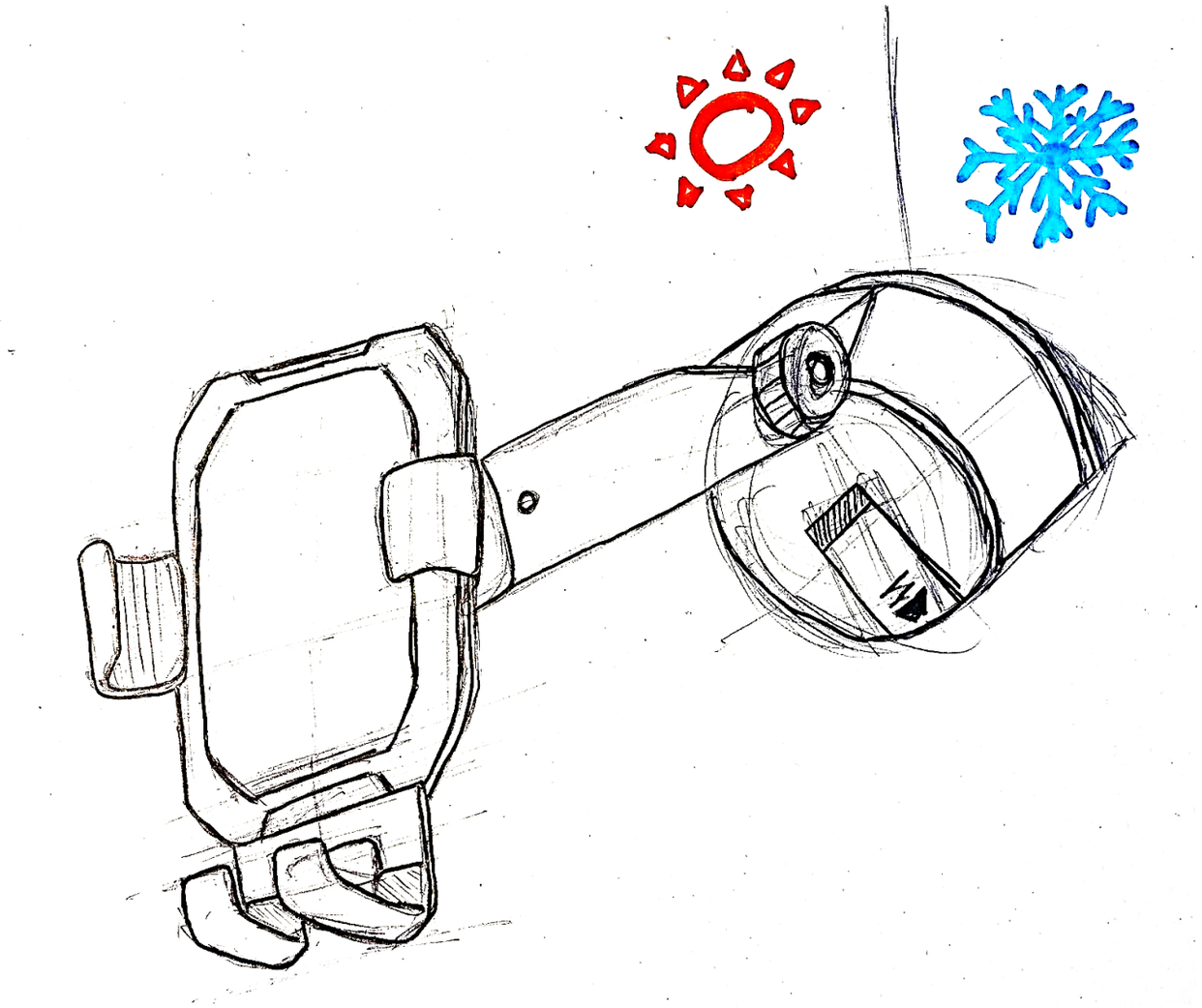


This phone holder is compatible with a wide range of smartphones, accommodating devices with screen sizes ranging from 4.7 inches to 6.5 inches. Whether you have an iPhone, Samsung Galaxy, Google Pixel, or any other popular smartphone.



Access to charging port

SKETCH EXPLORATION



Baseus constructs their phone holders using high-quality materials, ensuring durability and resilience. These materials are carefully chosen to withstand extreme temperatures, whether it's scorching hot or freezing cold.

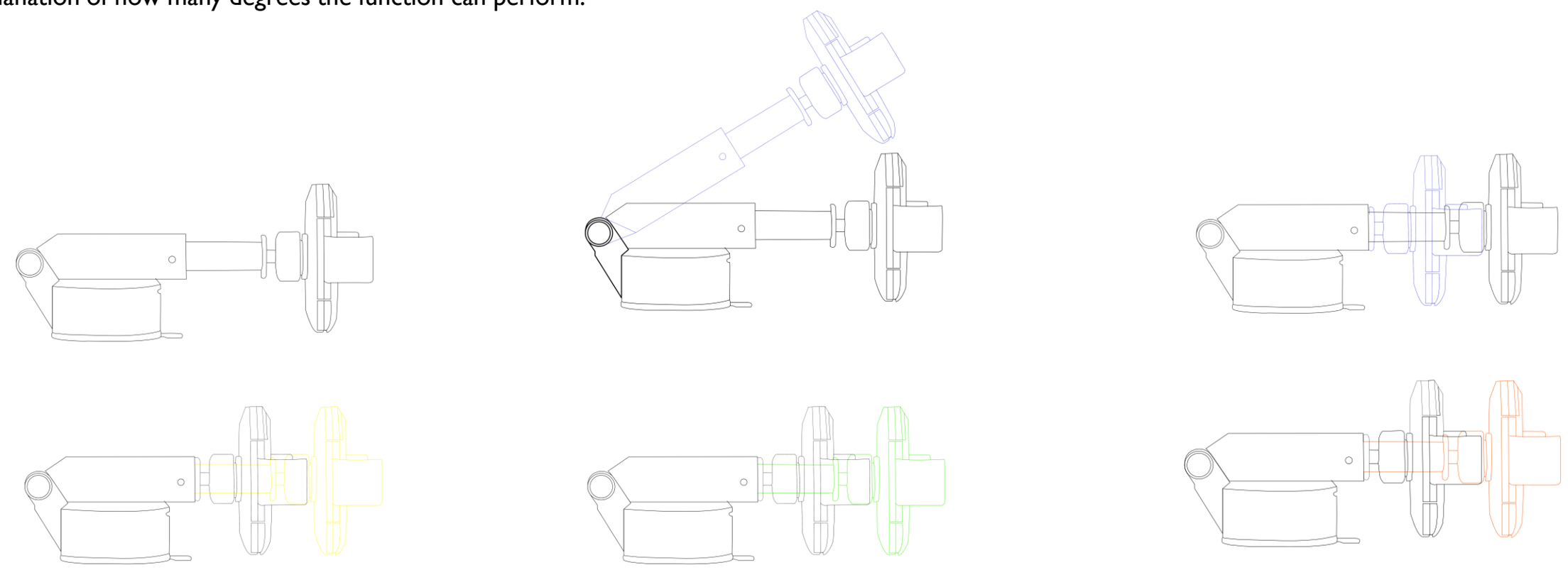
The holder's components are engineered to be heat-resistant. Even when exposed to direct sunlight or hot car interiors, the holder won't warp, soften, or lose its grip. This feature ensures that your phone remains securely in place without any issues.

Similarly, the Baseus holder can handle cold temperatures without compromising its functionality. Whether you're driving in winter conditions or leaving your car parked in the cold, the holder won't become brittle or malfunction.

ITERATION LINE WORK USING AFFINITY DESIGNER

Feature 1: Moving mechanisms of the phone holder

With one of the positioned mechanisms of the phone holder, I was able to achieve different ways to explain how the positions can be changed. With a brief use of colours, I was able to determine the colour aesthetic I would go for with the rest of the features. I felt that green gave the best contrast with black line work. Moving closer to the final convention, I decided to fill in the extendable arm and the 360° movement with a lighter, low opacity green, and left the bright green line work. This made it look less overwhelming compared to black line work over green fill. For the movement of the arm, I kept it as only line work because when I used fill, it grabbed too much attention compared to the other coloured pieces; this one was larger in comparison. I decided to colour in what enables the movement in dark gray as this portrayed the function better. I decided to use a sphere for a subtle explanation of how many degrees the function can perform.



ITERATION LINE WORK USING AFFINITY DESIGNER

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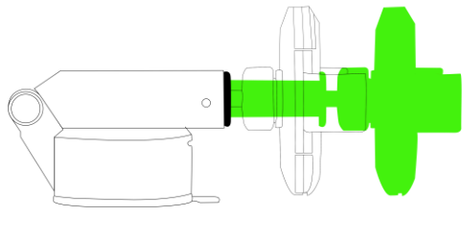
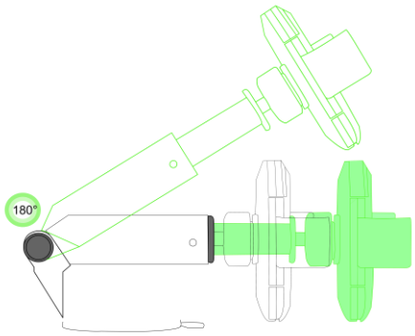
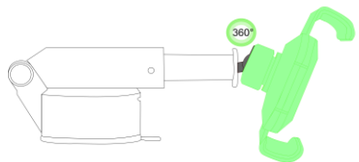
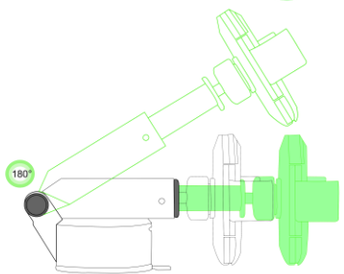
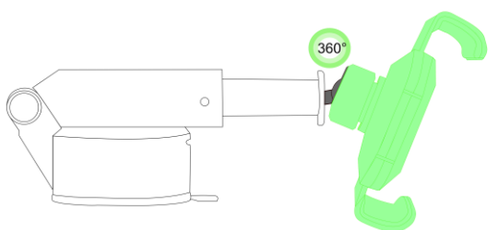


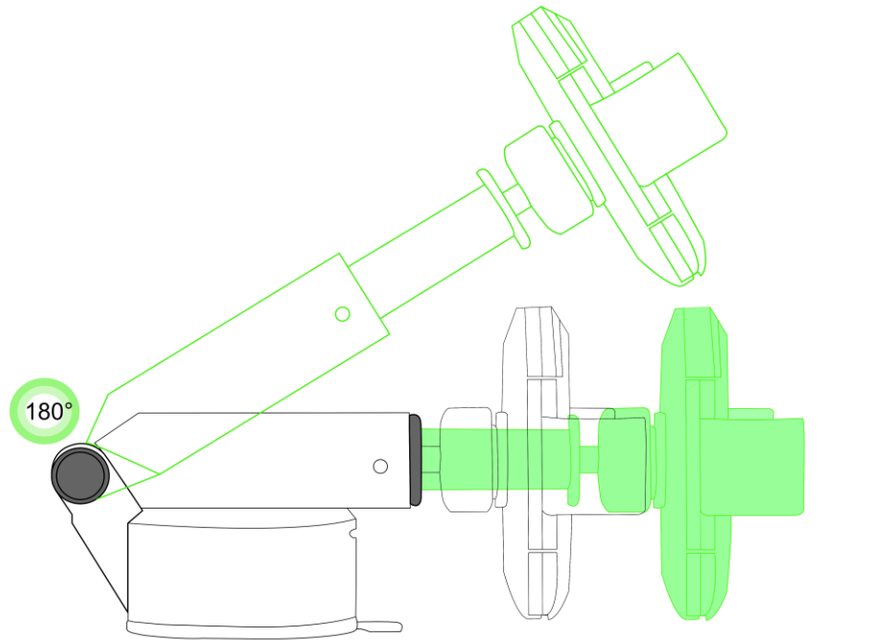


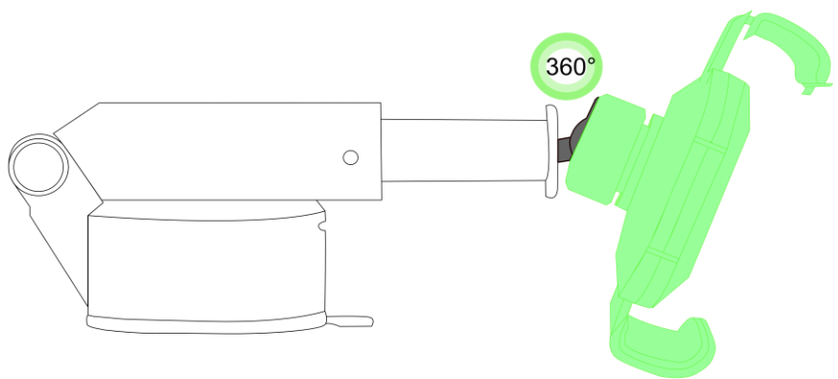






Final version

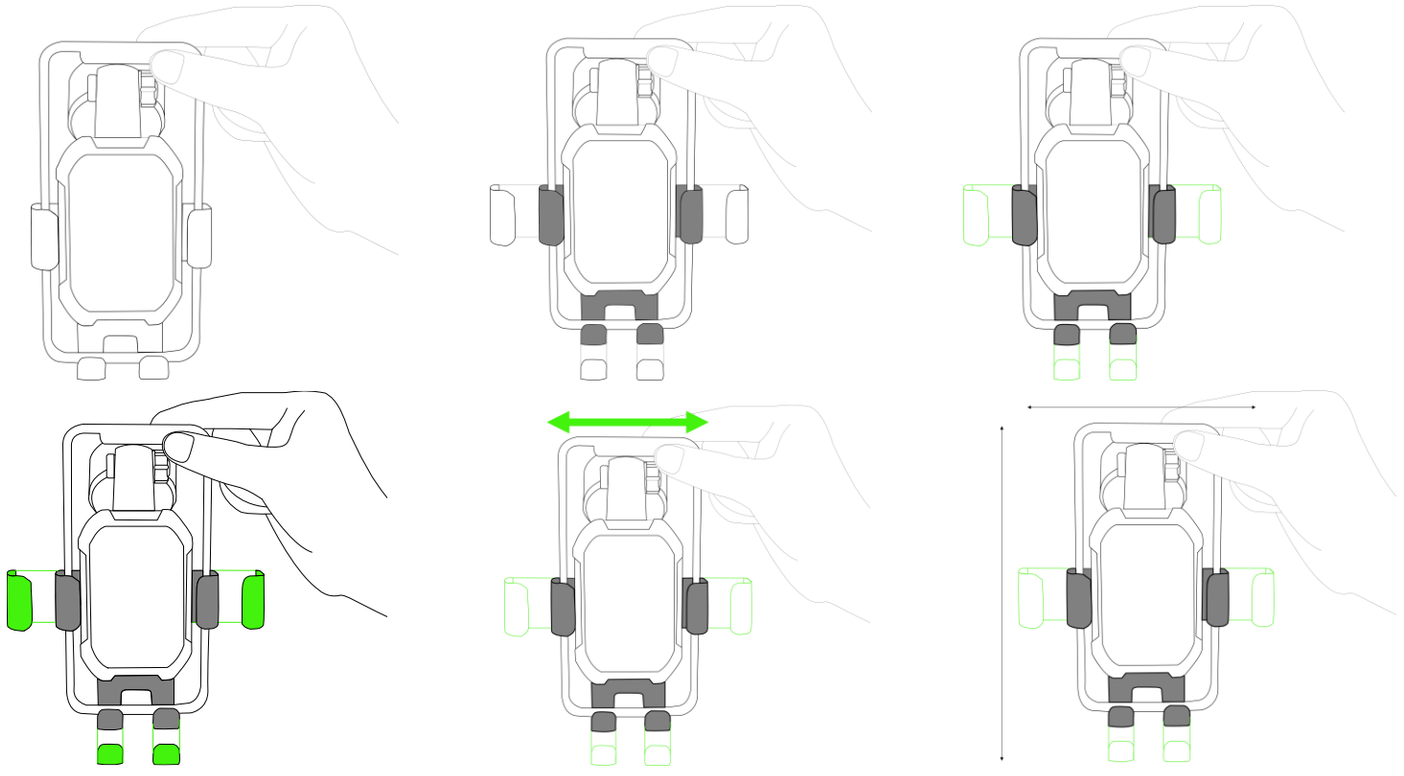




ITERATION LINE WORK USING AFFINITY DESIGNER

Feature 2: Universal compatibility & locks automatically

I created a simple drawing illustrating how the phone holder appears in use from a front view. By extending the arms that grip the phone, I aimed to demonstrate its movable feature. I experimented with several methods to convey this functionality. Initially, I used color, but it didn't effectively highlight the feature. Next, I added arrows to indicate that the it works for different size phones. However, this approach didn't clearly show that the arms expand both upward and downward. I also attempted a similar approach, including a vertical arrow, but it still fell short of conveying the full movement. For the final version, I opted for thin black arrows while maintaining the original green linework and emphasized arms. Placing the arrows near the highlighted function made the movement clearer.



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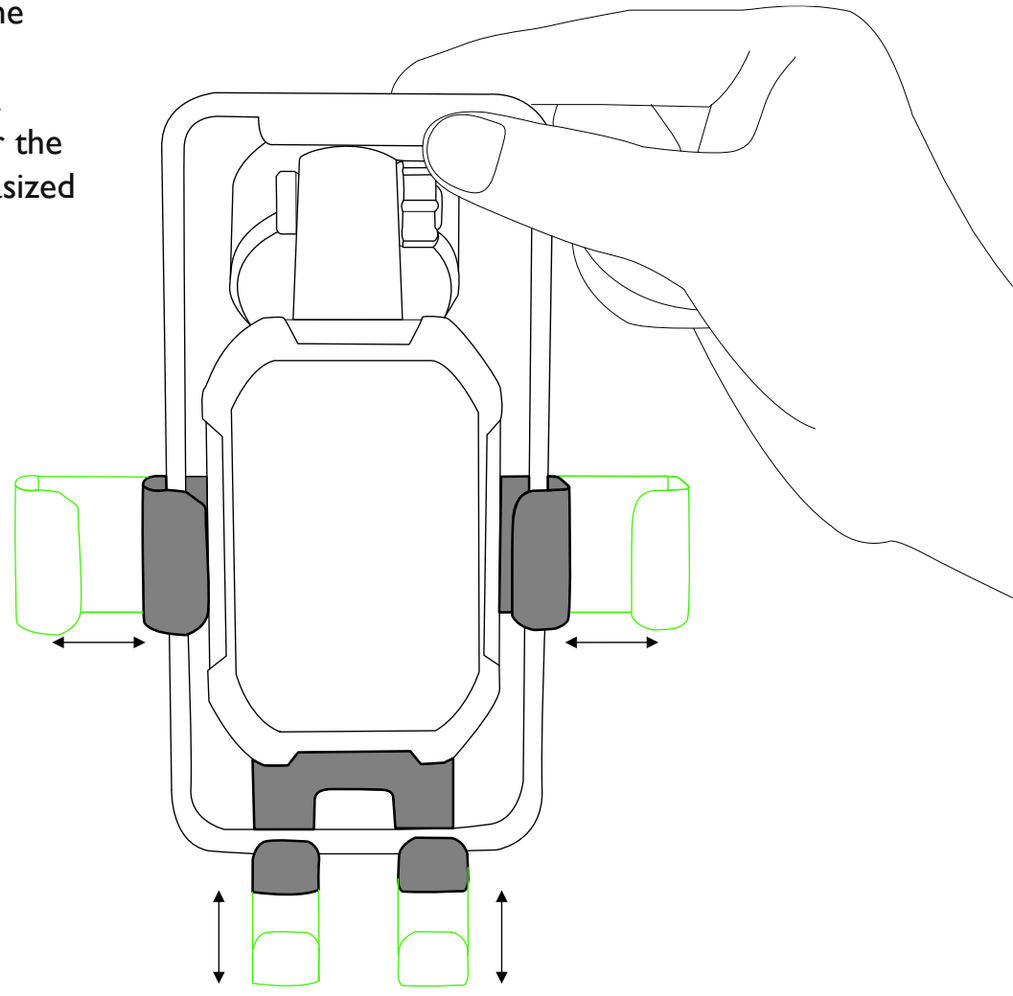
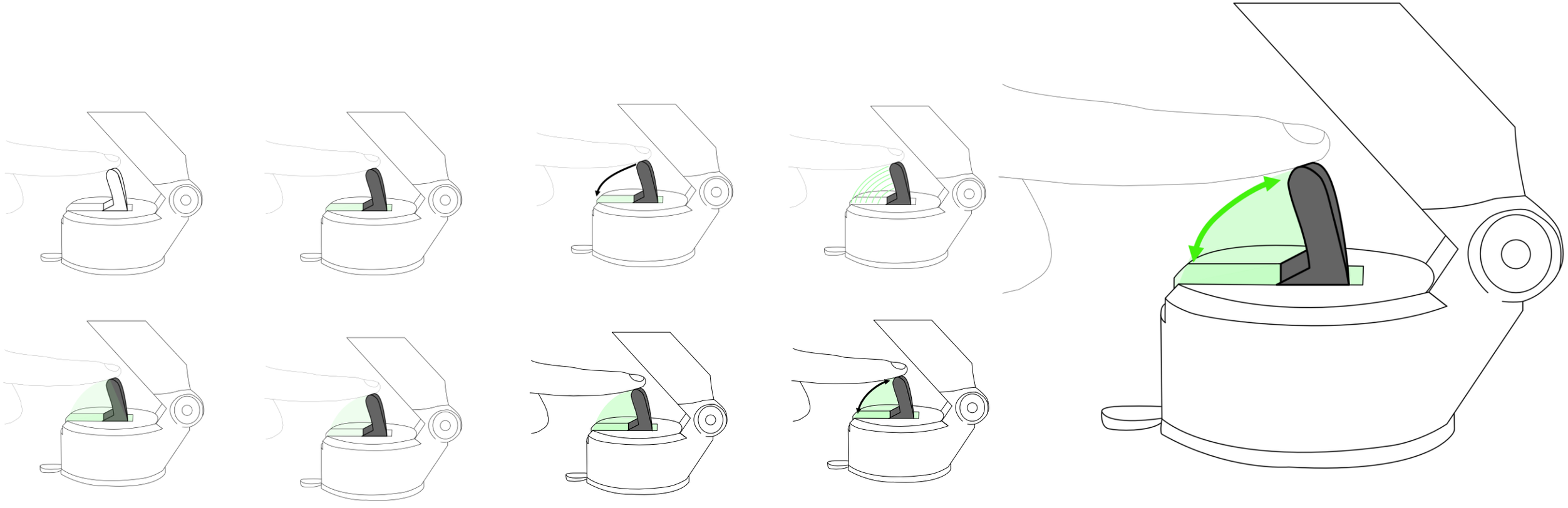


ITERATION LINE WORK USING AFFINITY DESIGNER

Feature 3: Vacuum suction lock mechanism

I started off with a simple coloured image using a small application of green with the feature and highlighting the interaction in dark grey. Unfortunately, there was not enough indication of how it works. With black arrows the I was hopping to achieve that, even though I used black arrows for feature two I felt that it was too harsh with this feature as it was an angle in a small area. I was when inspired to fill in the angle although it looked appealing it still did not show it purpose. Using the same colours as feature one I filled the angle with a light see through green and used the arrow but changed the colour to vibrant green. I am very satisfied with the final version, and it shows the purpose yet does not overpower the entire image.

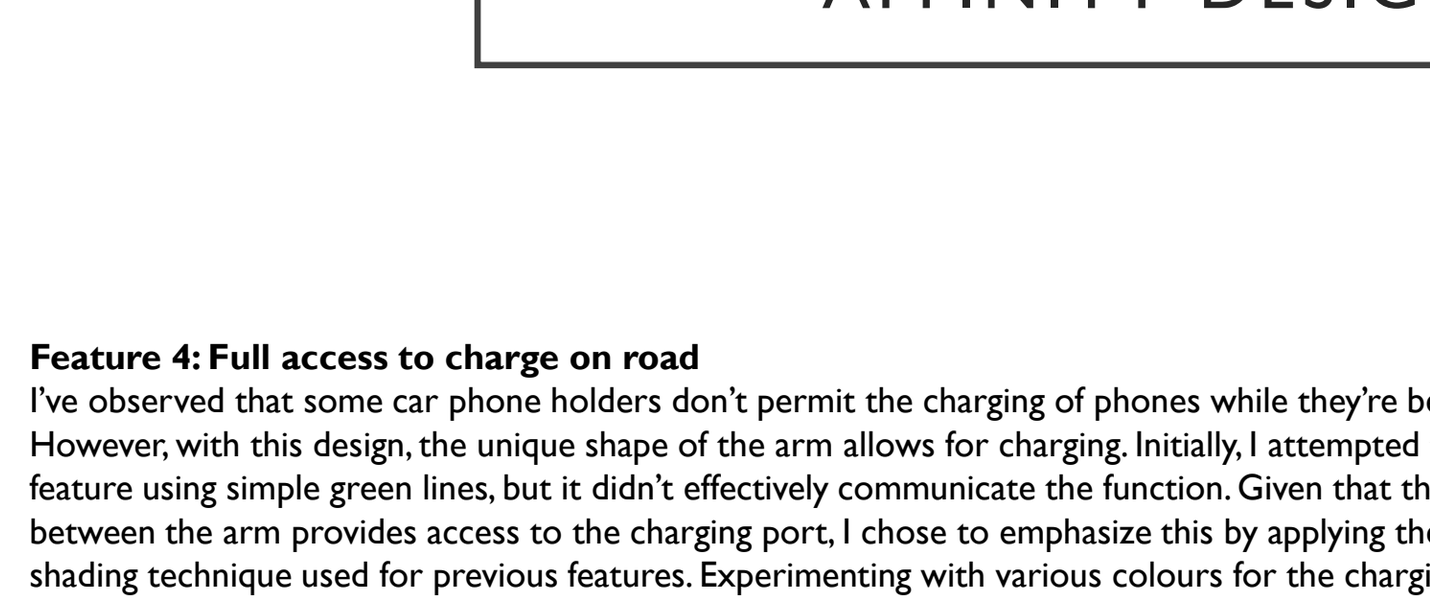
Final version



ITERATION LINE WORK USING AFFINITY DESIGNER

Feature 4: Full access to charge on road

I've observed that some car phone holders don't permit the charging of phones while they're being used. However, with this design, the unique shape of the arm allows for charging. Initially, I attempted to illustrate this feature using simple green lines, but it didn't effectively communicate the function. Given that the wide gap between the arm provides access to the charging port, I chose to emphasize this by applying the same grey shading technique used for previous features. Experimenting with various colours for the charging cable, I found that a green fill was most visually appealing. I then decided to incorporate a charging symbol. The battery symbol from the phone was overly detailed and difficult to discern when minimized, and it dominated the image when enlarged. The power symbol was a more attractive alternative, but it wasn't appealing in black due to its thickness. However, when I altered the power symbol to green, it integrated well with the cable, appearing as though it was a part of it.



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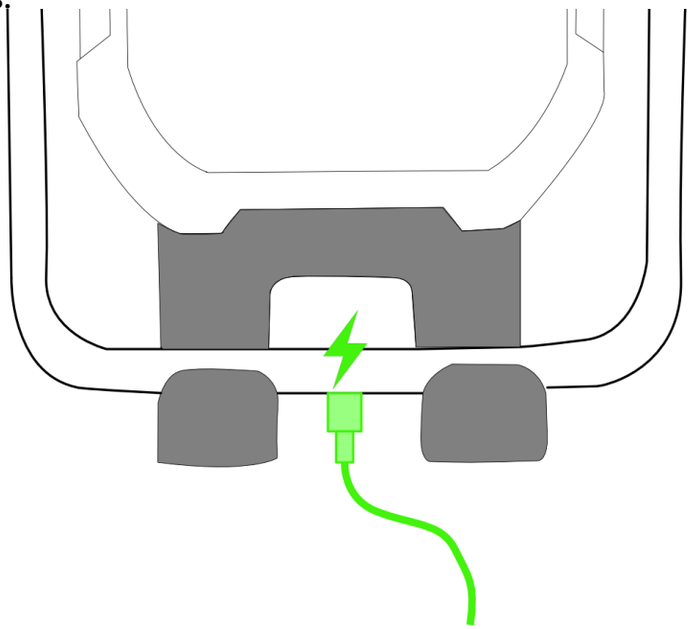
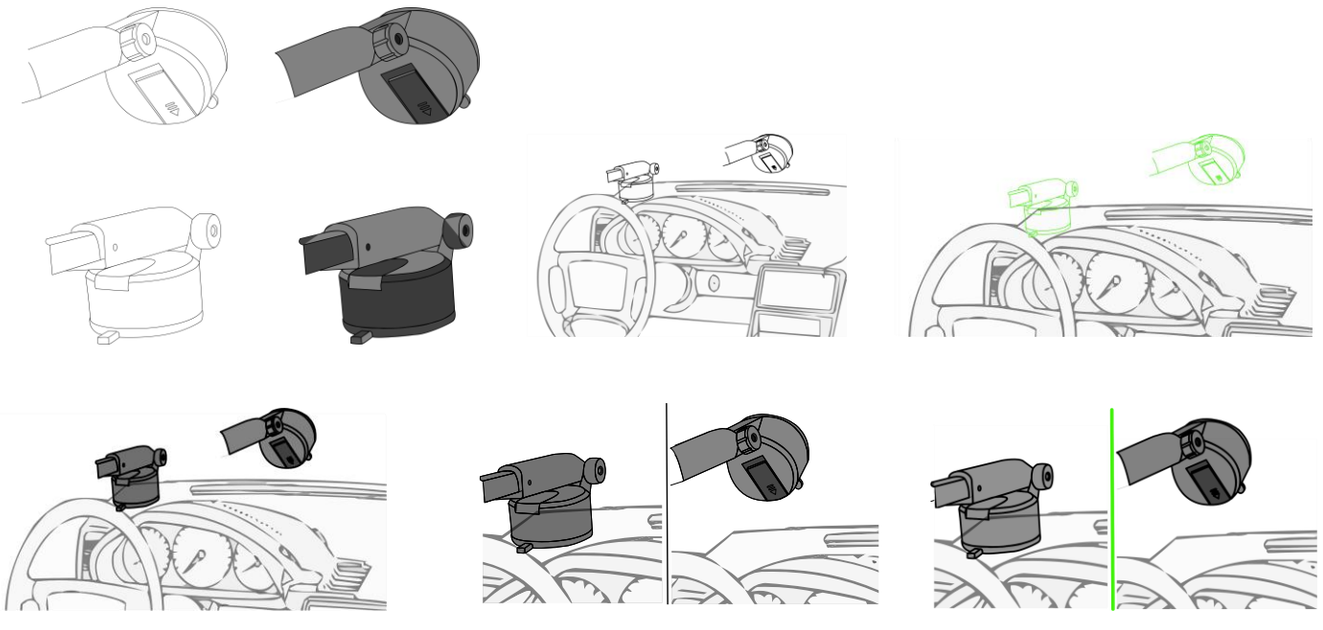


ITERATION LINE WORK USING AFFINITY DESIGNER

Feature 5: Different ways to mount

When demonstrating that the product can be mounted in various ways, I opted not to use the entire phone holder. My aim was to simplify the presentation of this feature. However, without a clear indication of its use in a car, it was challenging to comprehend. To address this, I incorporated a sketch of a car dashboard to illustrate its functionality. When combined, the phone holder was hard to see, I experimented with different methods, including the use of colors and fill techniques. I realised the necessity of a close-up view to provide a detailed perspective. It was also essential to convey that it is a single device with dual usage. To differentiate between the function, I inserted a line. I noticed that this feature lacked green, so I incorporated it. Despite this addition, the feature seemed incomplete. By enclosing it within a box, I was able to present the feature as finalised.



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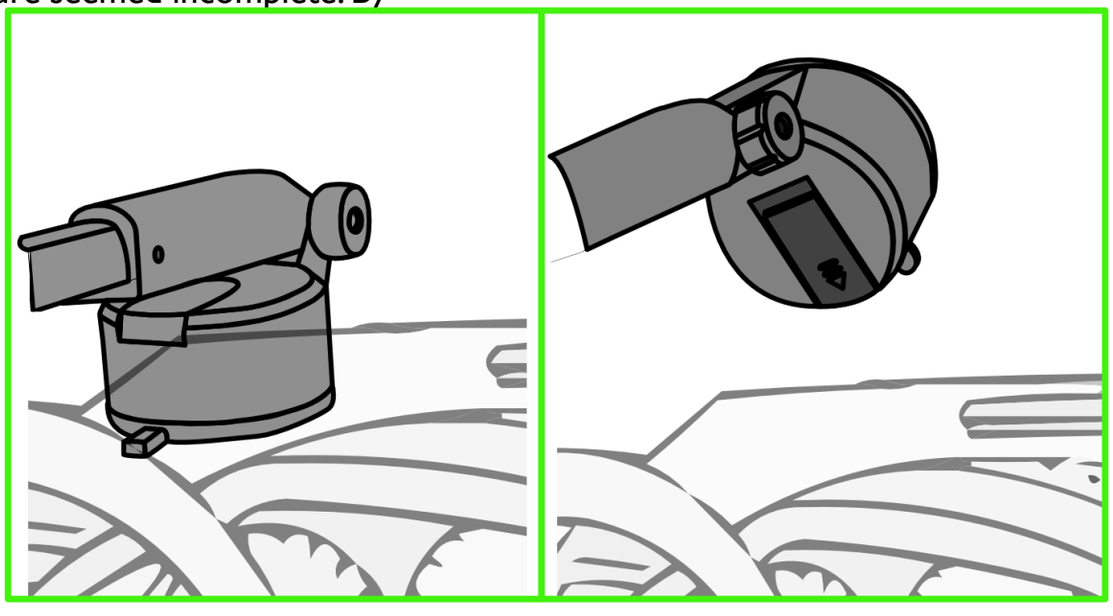
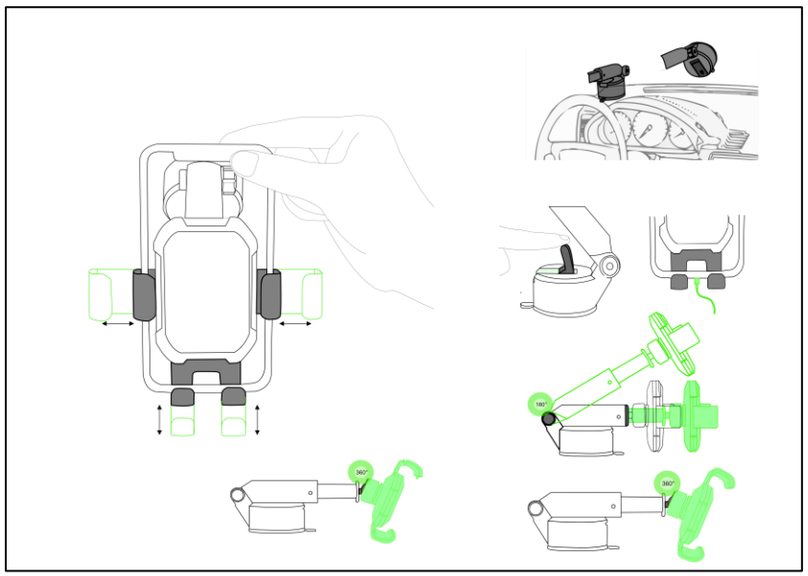
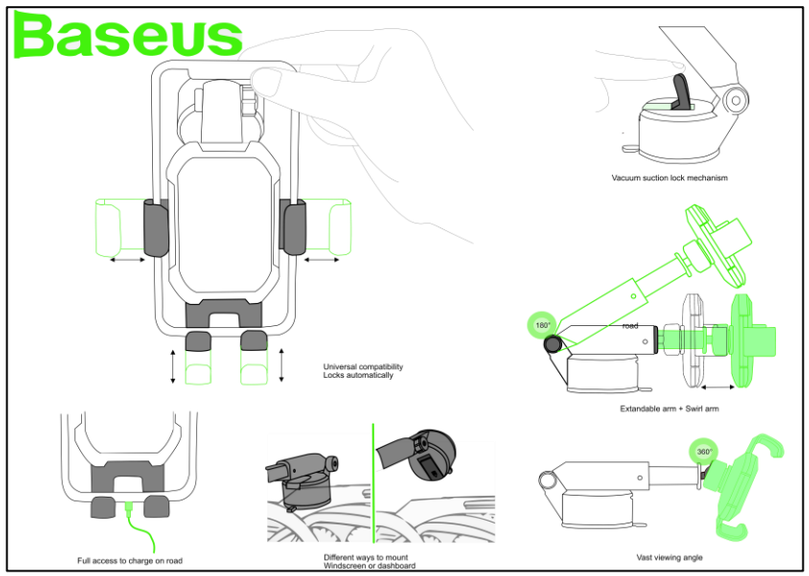


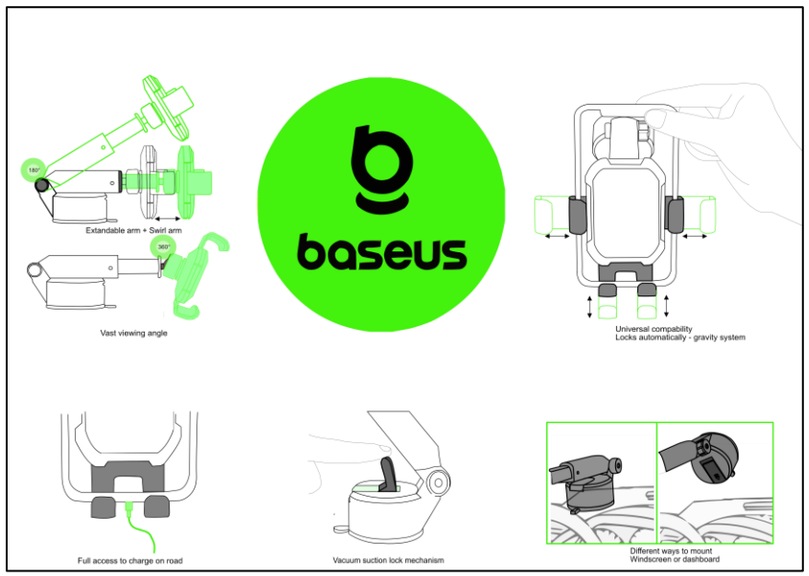
A3 COMPOSITION PAGE ITERATION

A3 Composition pages

When I assembled my first A3 composition page, I felt it was missing some crucial details. I quickly rectified this by adding a logo and an explanation for each feature, which gave the entire composition more of a poster-like feel. I experimented with two different logo styles - one text-based and the other spherical. The two logos offered flexibility in terms of positioning. With the round logo, it was clear that it looked best in the center, but I tried a few different placements. When the logo wasn't centered, I thought it could be enhanced. That's when I discovered the gradient option. It looked impressive on the composition, but the alignment of the features wasn't quite right, and the gradient didn't make sense then the logo was centered. I decided to apply the gradient with the text logo. Positioned at the top of the composition with the text logo, it looked simple yet effective. I experimented with different colors for the logo. I initially tried black, hoping it would be well-suited as the spherical option used black. However, compared to the other logo, it was more obviously a name and didn't quite fit. Grey also didn't suit the logo at all. The grey was very on the the green unlike the other features, and they simply didn't work well together.







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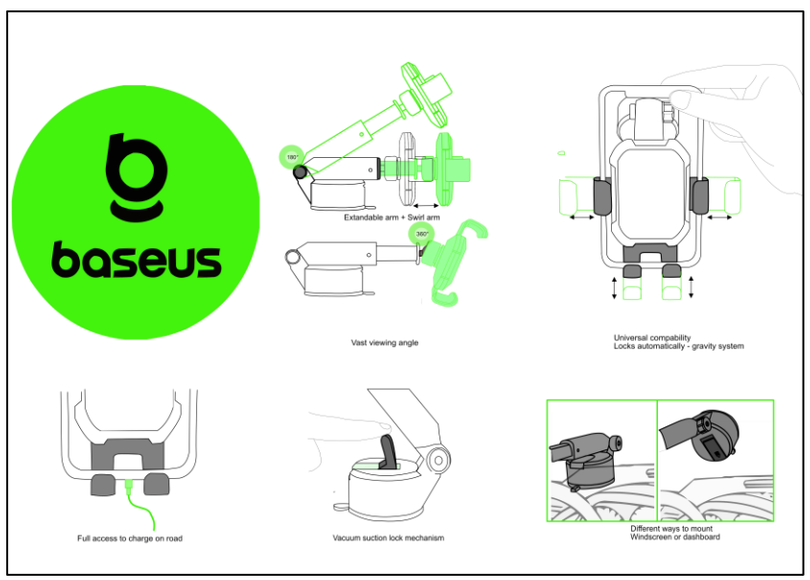
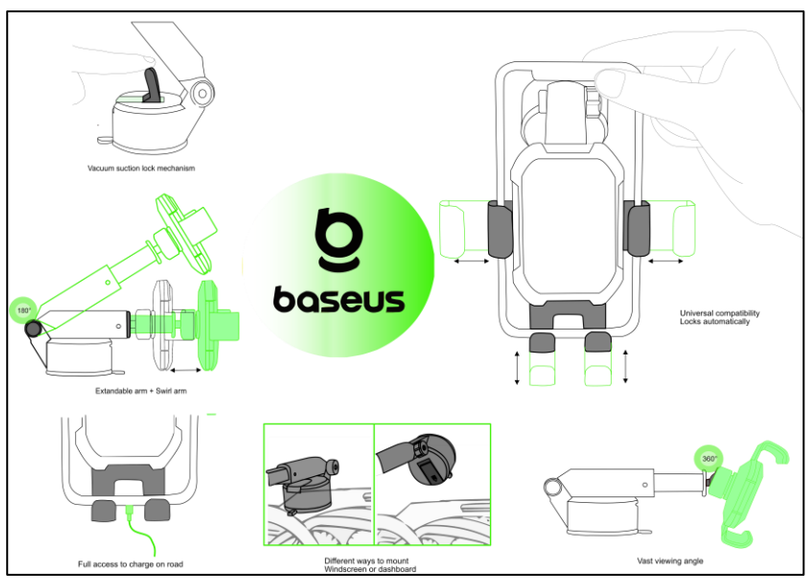
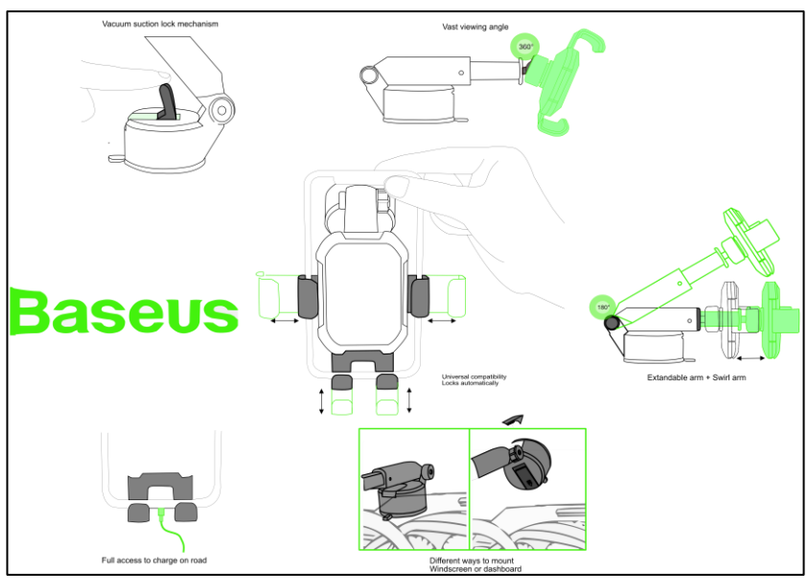
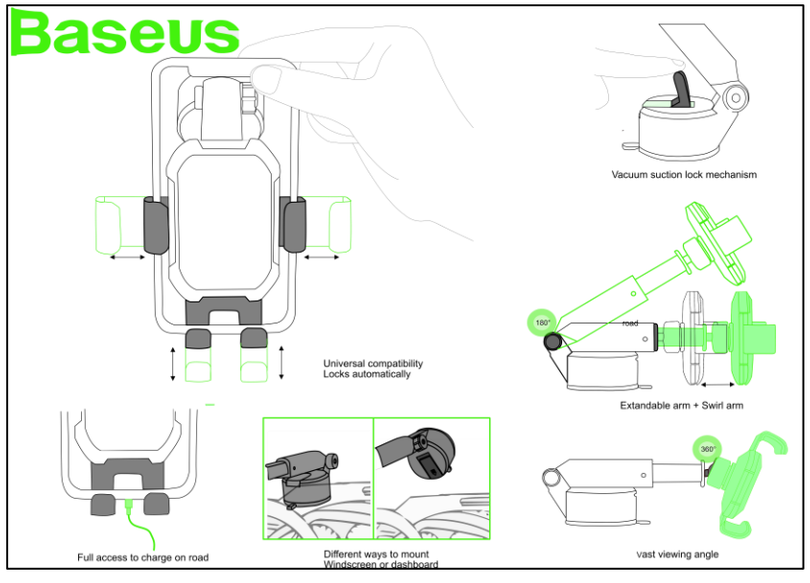
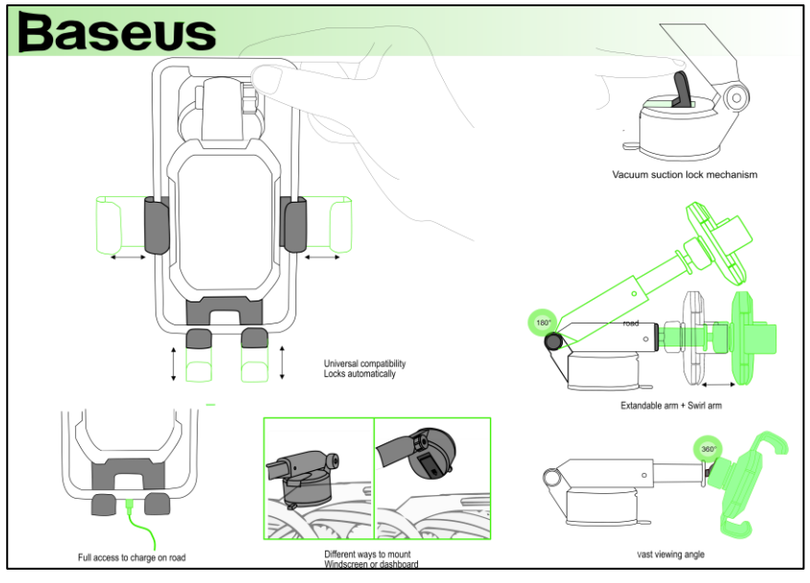
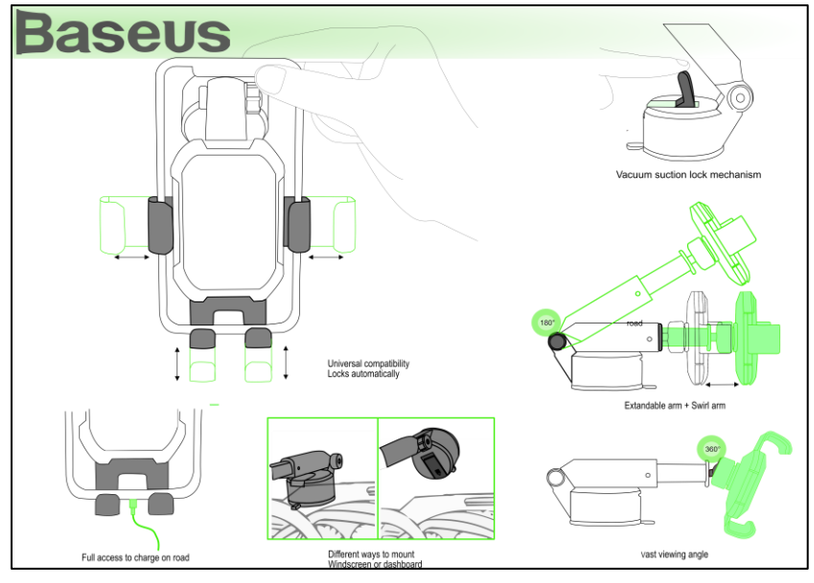










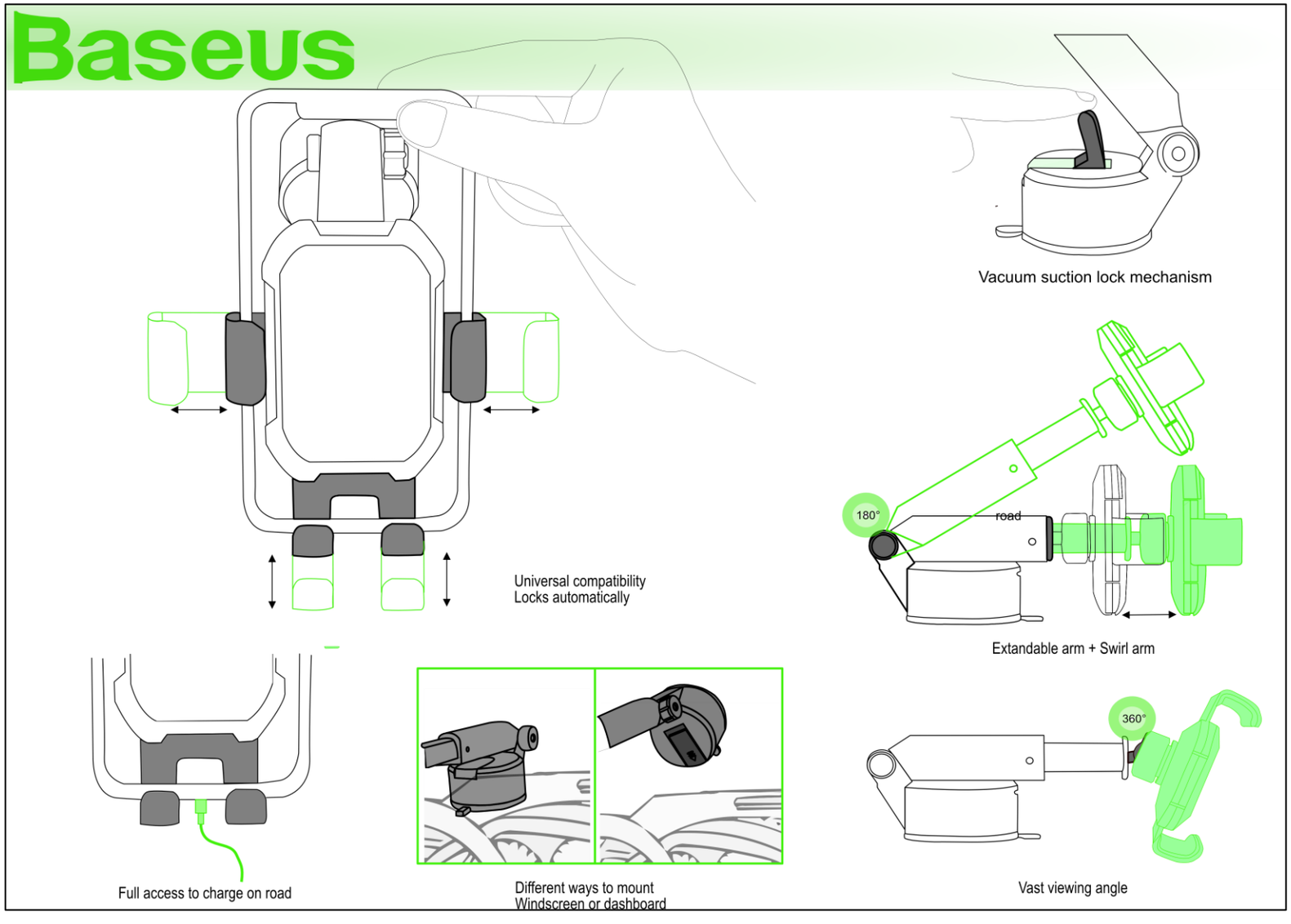


A3 COMPOSITION PAGE ITERATION

Feedback from class:
I was delighted with the positive feedback I received on my composition page. It was encouraging and motivated me to make improvements to fully realize its potential. One suggestion was to provide a clearer depiction of the vacuum suction lock mechanism, as its function was not immediately apparent.

I appreciated hearing what others found interesting, such as the moving mechanism of the phone holder the small detail of the car for the different ways to mount. I was also advised to consider adding a charging symbol to indicate the possibility of charging while in use. While this was not deemed crucial, I decided it would be good to try it out and visualise it myself.

In my exploration of various fonts, I discovered that instead of employing a standard text font, a narrow font significantly enhanced the overall appearance of my work. This choice was particularly effective when combined with line work, as the slender characteristics of both elements was visually appealing.



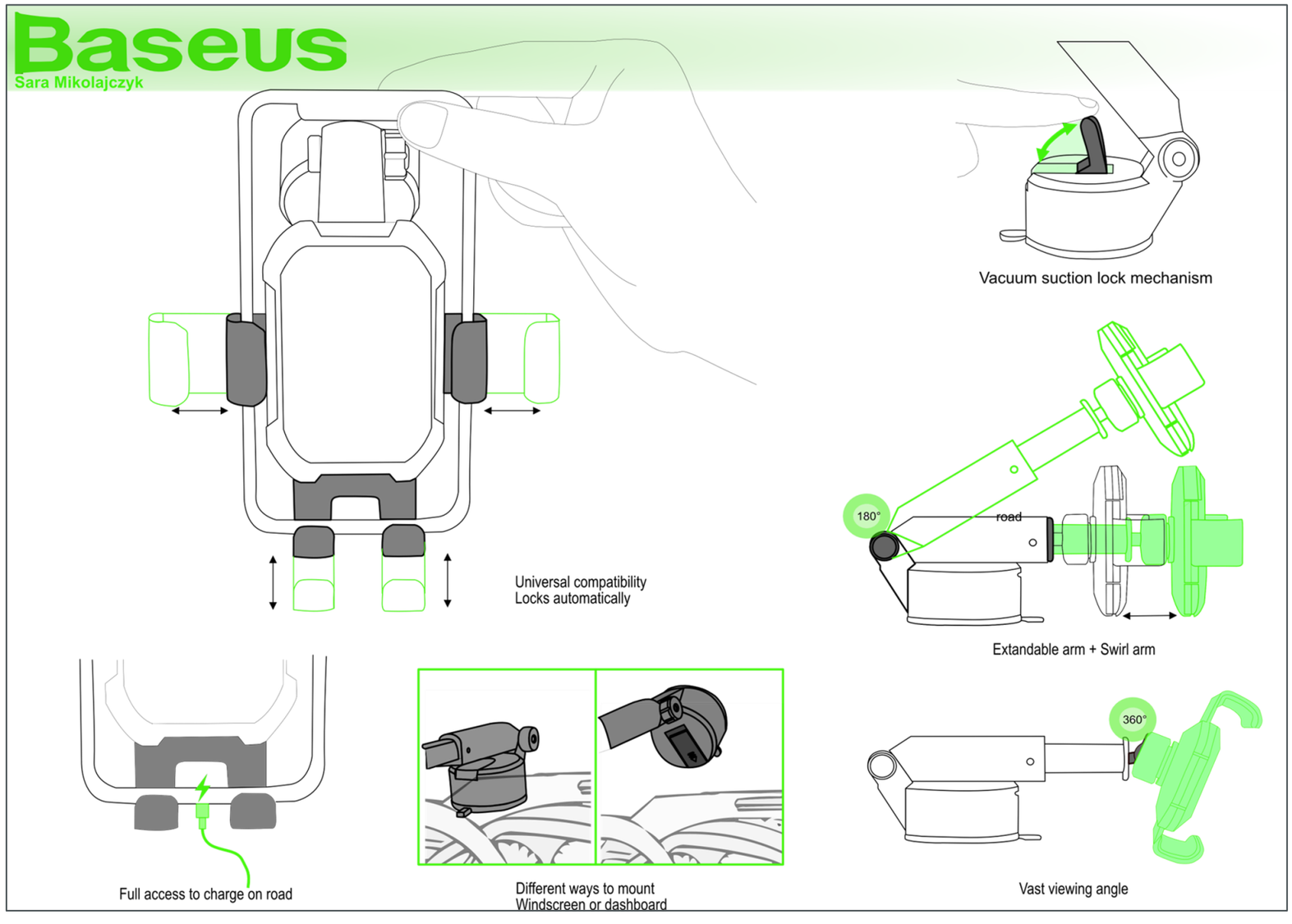
FINAL A3 PRESENTATION PAGE

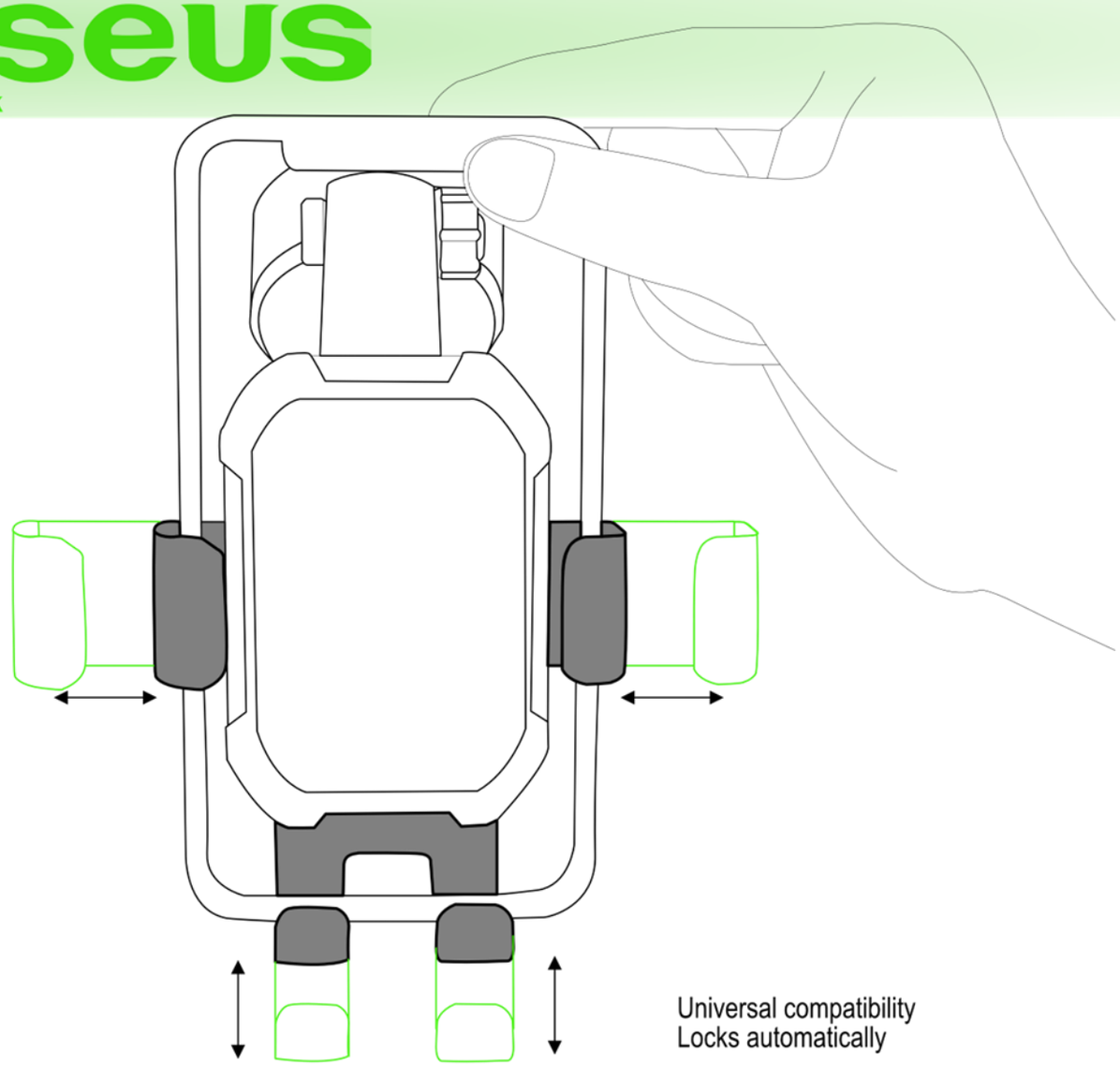
Chosen A3 Composition page:
After incorporating the valuable feedback I received from my classmates, I found that my project became significantly more comprehensive. One aspect I particularly appreciated was the intricate detail I added to the vacuum suction cup lock mechanism. This addition not only enhanced the functionality but also enriched the overall aesthetic appeal of the project.

I also decided to incorporate more green into the composition. This decision was not arbitrary, I found that the green color harmoniously complemented the other features, enhancing the visual appeal of the project.

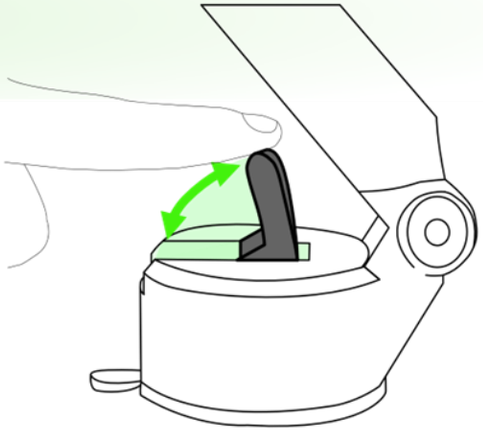
Another simple yet effective addition was the charging symbol. This element served a dual purpose. Not only did it convey its intended message more effectively, but it also contributed to making the feature appear more complete and well-rounded.

In the final composition, I was pleased with how all the elements worked together seamlessly. The color coordination stood out to me. I appreciated that I adhered to a simple four-color palette, which I believe contributed to the project's overall balance of visual elements.

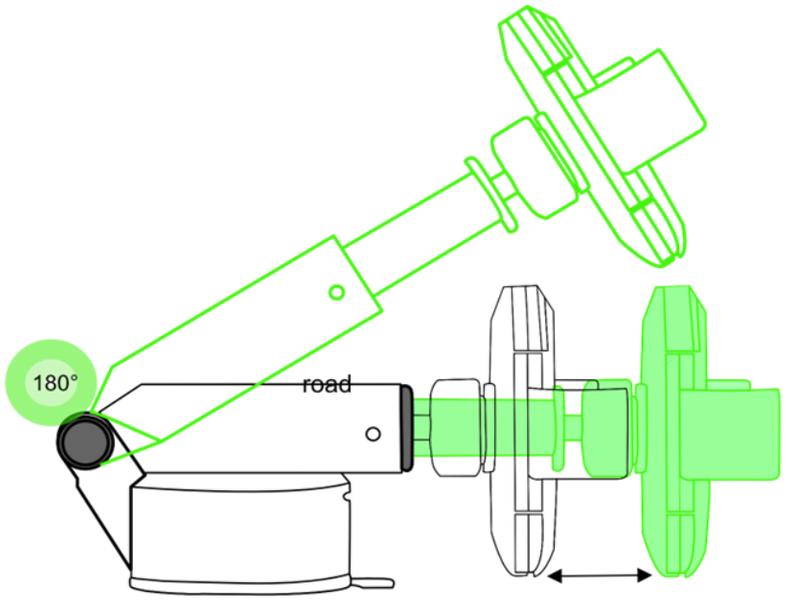




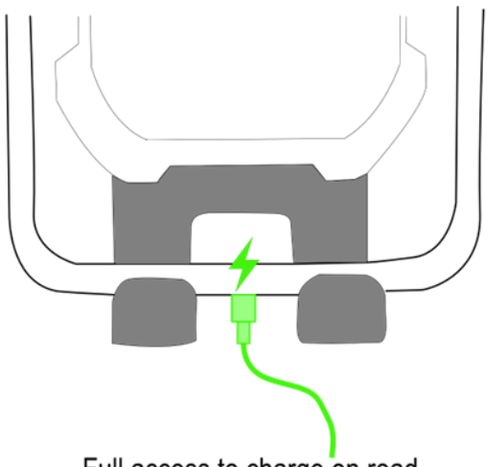
Universal compatibility
Locks automatically



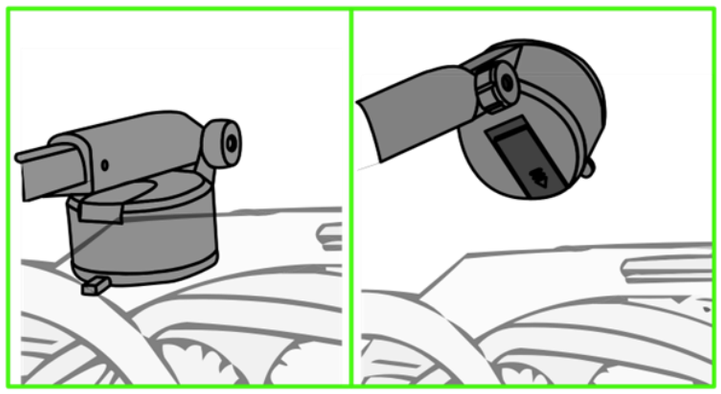
Vacuum suction lock mechanism



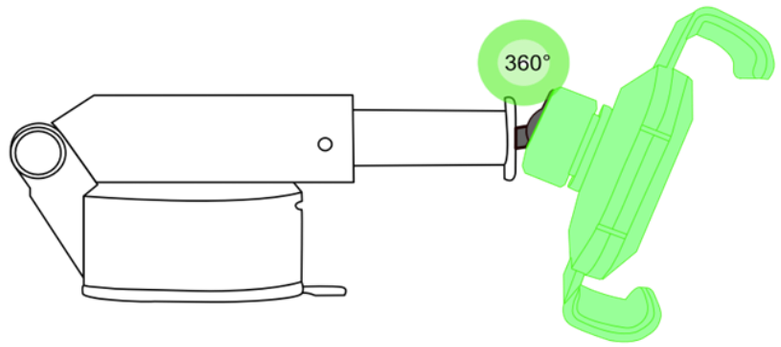
Extandable arm + Swirl arm



Full access to charge on road



Different ways to mount
Windscreen or dashboard



Vast viewing angle

REFLECTION

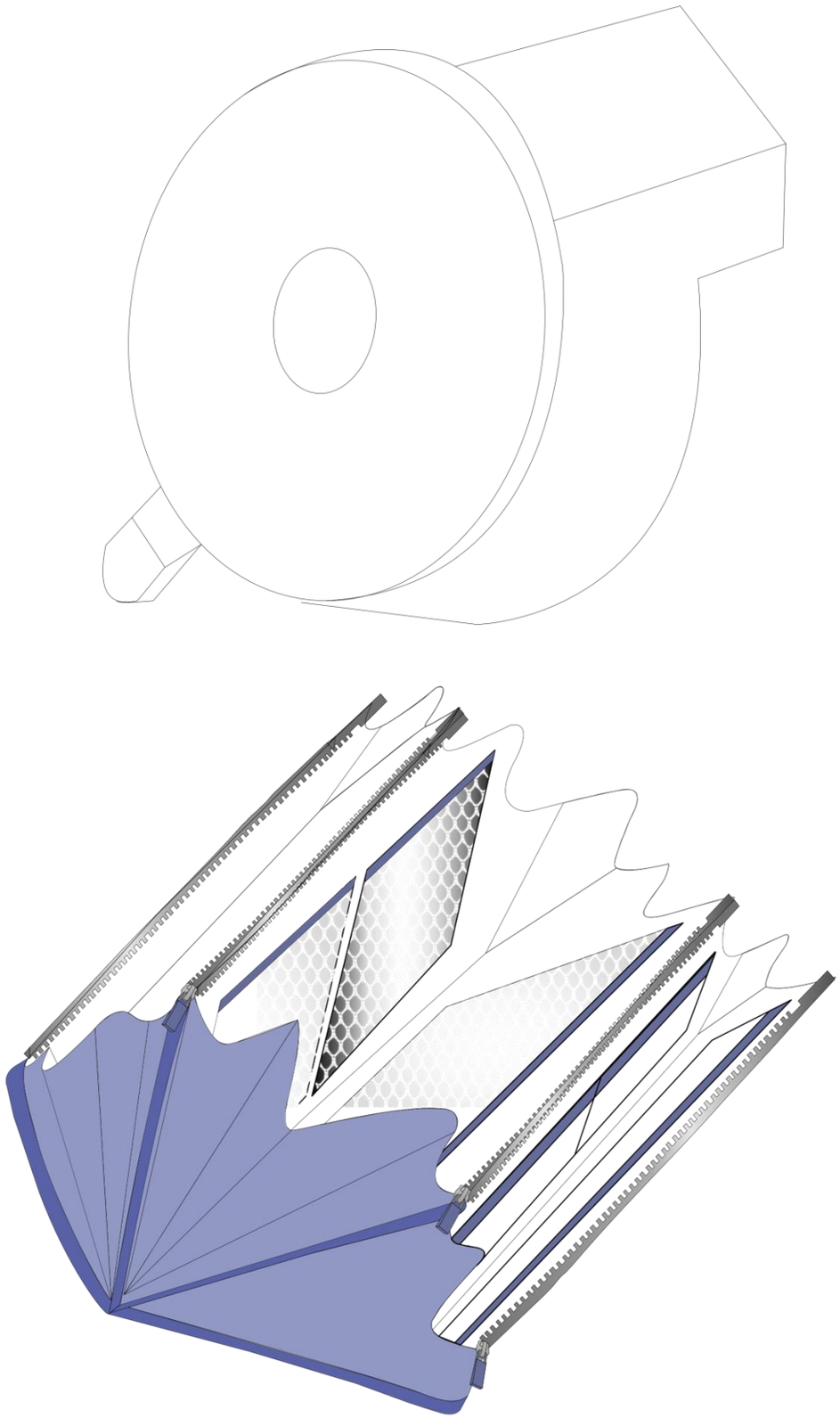
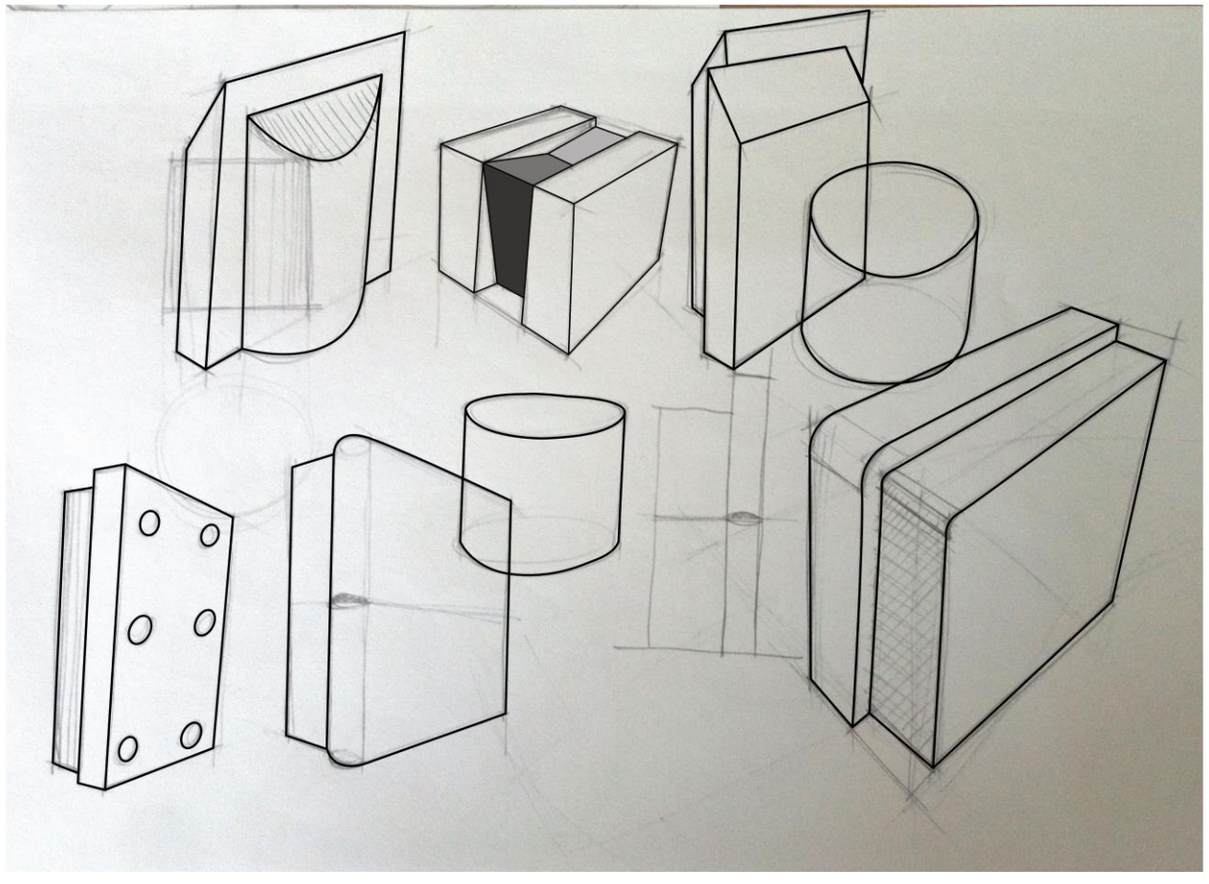
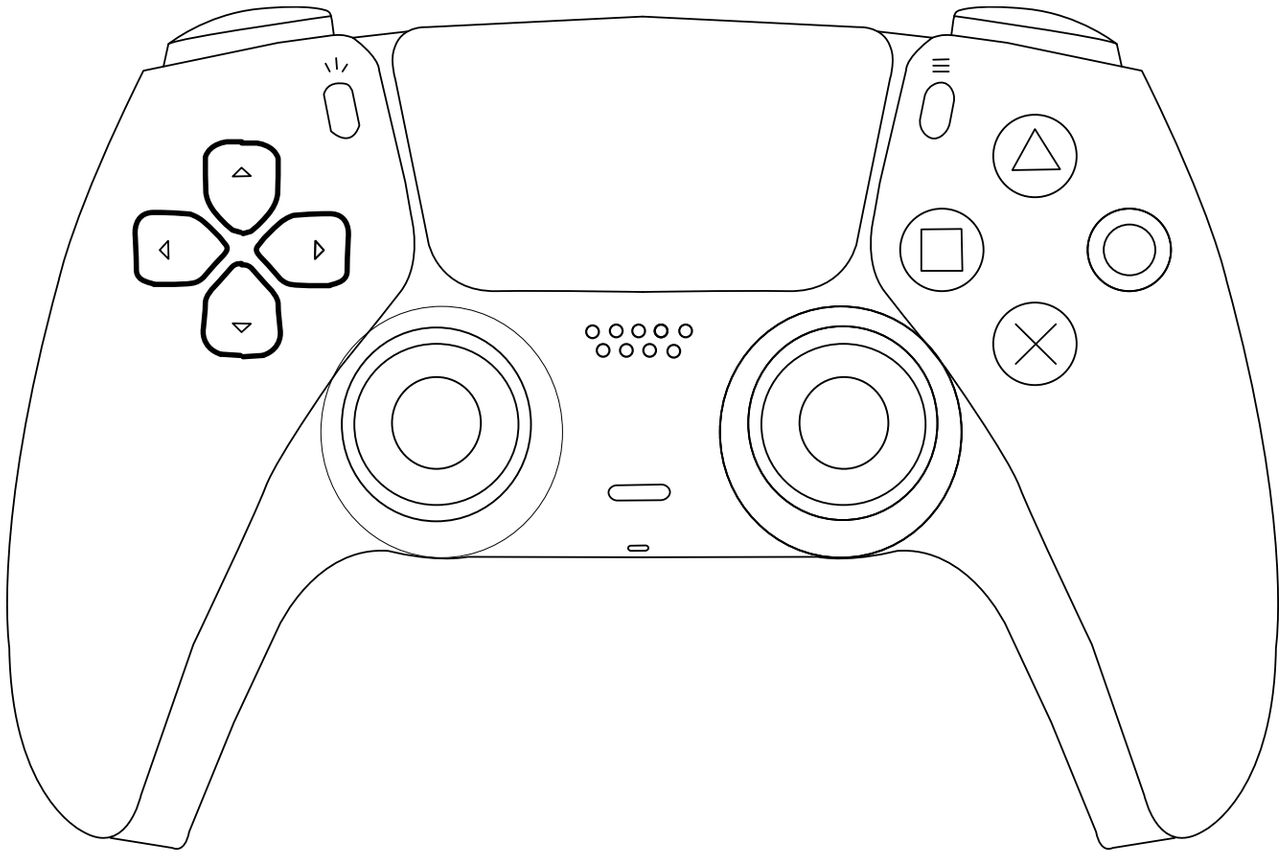
This project served as my introduction to Affinity Designer. As I navigated through its features and tools, I gradually gained confidence in using the software. Throughout the project's duration, I found myself continually returning to Affinity Designer, applying the skills I had acquired to contribute to other projects.

Initially, I had no prior knowledge of this software, which made the learning curve steep. Just when I thought I was getting the hang of it, new challenges came, such as when I began to add color to my designs. However, I found that the software gave me the ability to create superior line work and eliminated the potential for errors that can occur when working with physical paper.

A significant portion of my time was spent making adjustments to my designs, which opened up a multitude of possibilities. Effective communication with my classmates was crucial for the successful completion of our project. We not only received feedback through presentations, but I also found input valuable during the creation of my initial ideas.

In conclusion, the iterative process of receiving feedback, making adjustments, and seeing the project evolve was incredibly rewarding. I'm proud of the final result and look forward to applying these learnings to future projects.

EXTRA WORK DONE WITH AFFINITY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