



# UI DESIGN FINAL PROJECT

NEIL HUFFMAN

November, 2020

# INTRODUCTION

## Project Overview

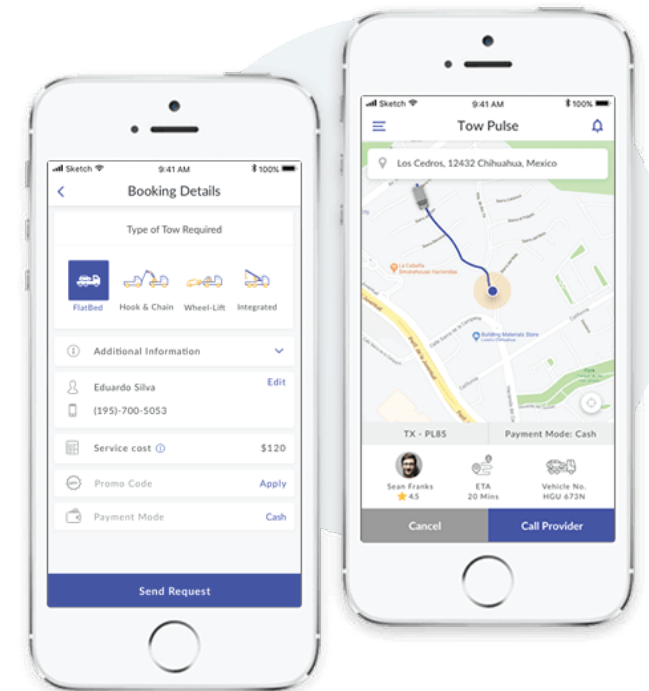
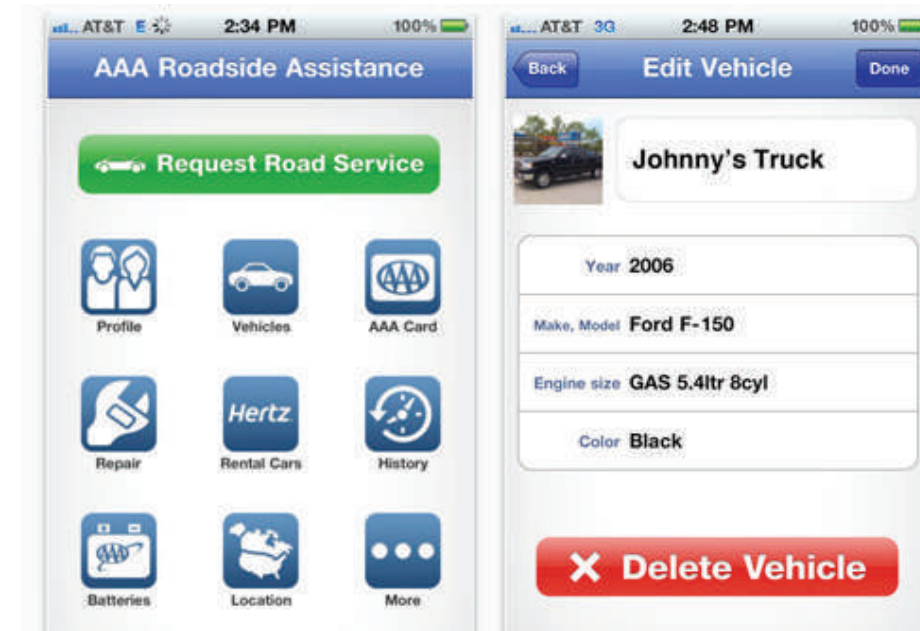
- I wanted to design a native app to help stranded drivers with step by step procedures and advice to save time and money.
- Able to research and analyse competitors.
- Identify user's needs and problems to solve, applying research techniques.
- Wireframe design.
- Testing, iterating and validation.



# NOTES AND SKETCHES

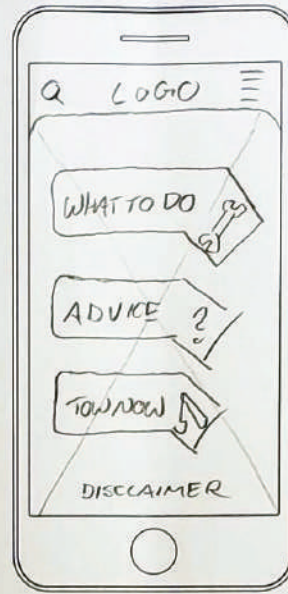
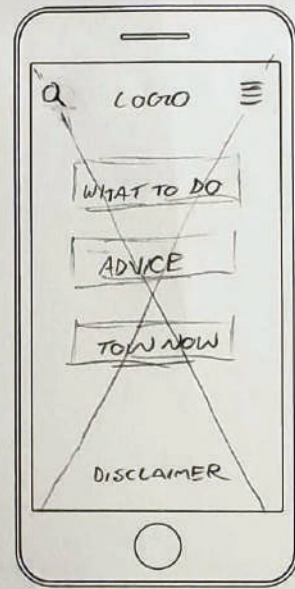
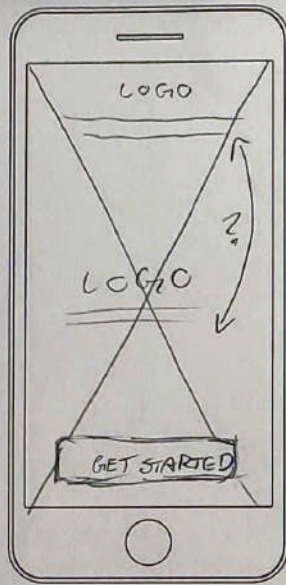
# NOTES

- I researched many roadside assistant apps and towing companies for information.





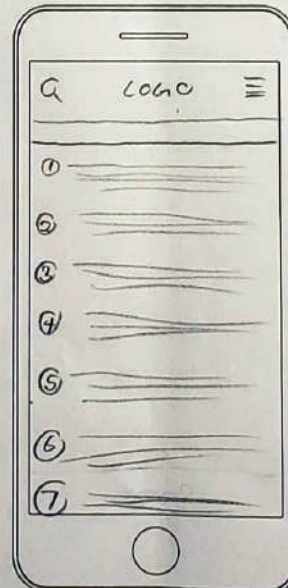
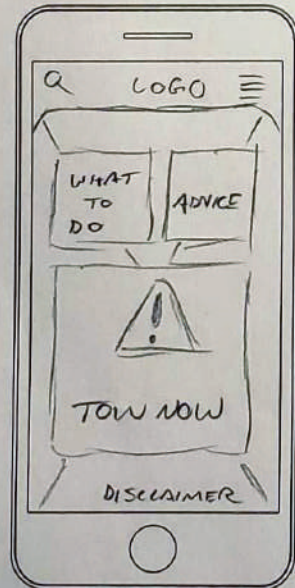
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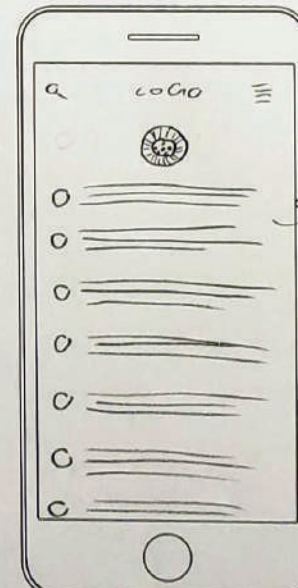
WHAT TO DO



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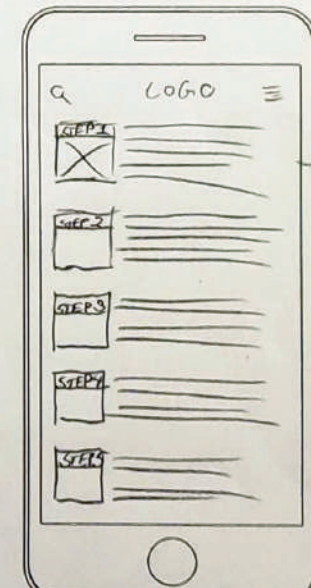


STATIC



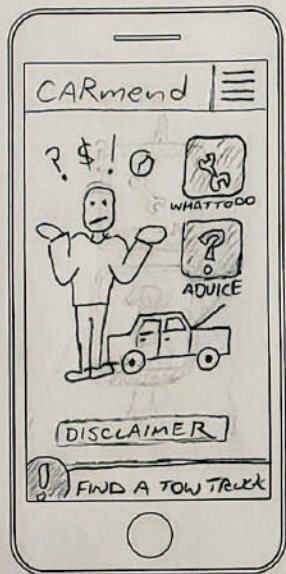
STATIC

SOLID BG



Solid BG

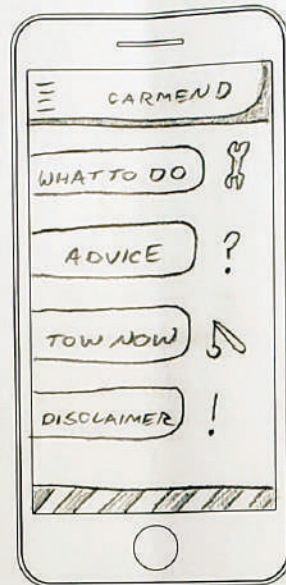




HOME - OPT 1



HOME - OPT 2



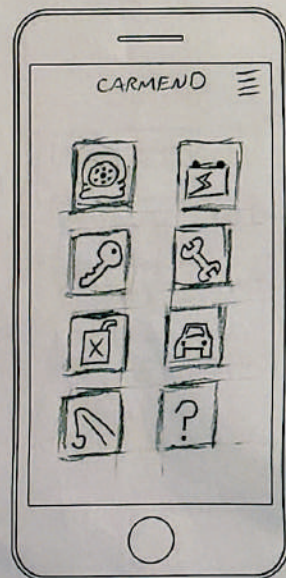
HOME - OPT 3



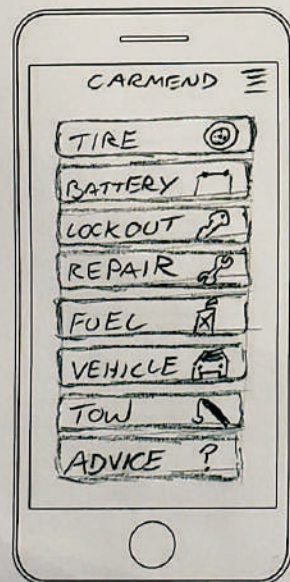
HOME - OPT 4



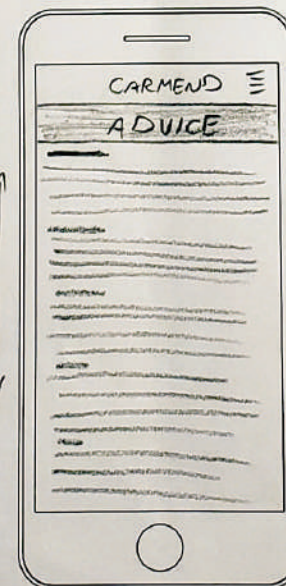
HOME - OPT 5



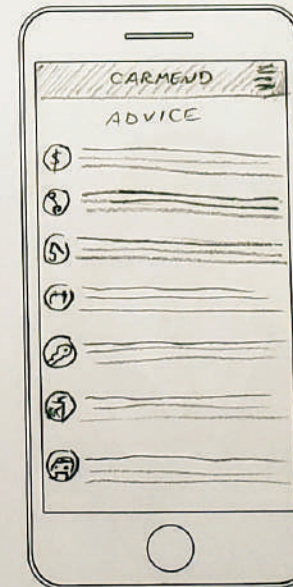
WHAT TO DO  
OPT 1



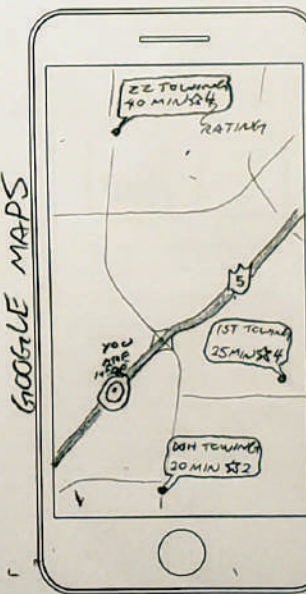
WHAT TO DO  
OPT 2



ADVICE  
OPT 1

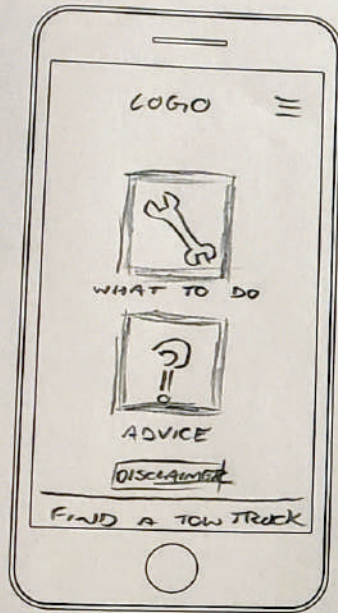


ADVICE  
OPT 2

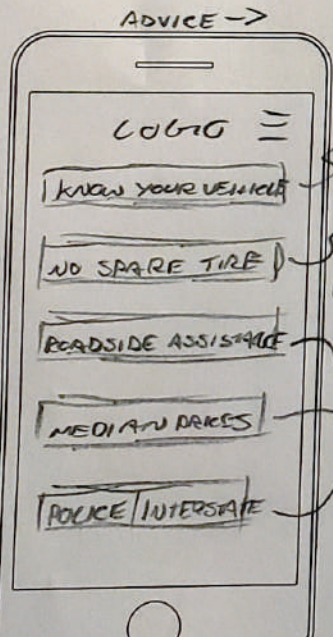
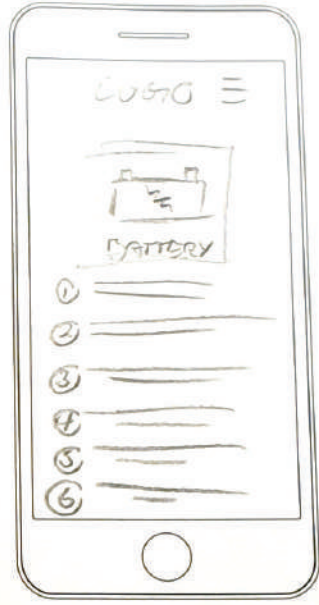
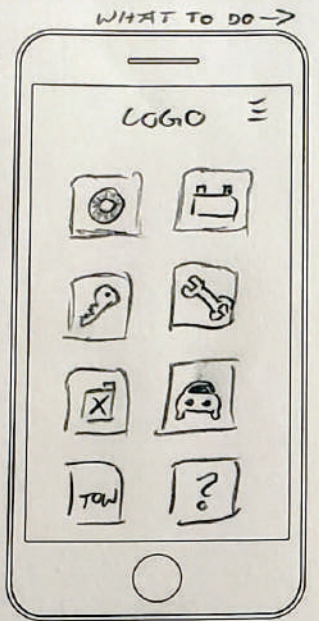


TOW NOW





CAR menu



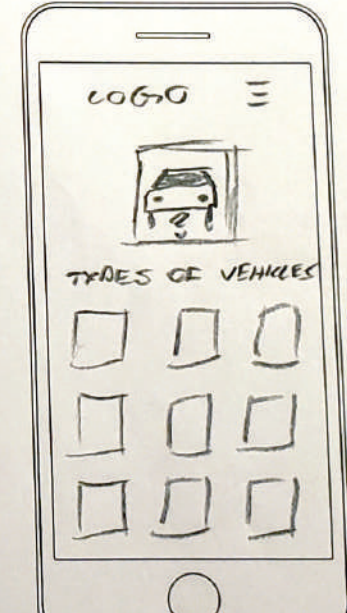
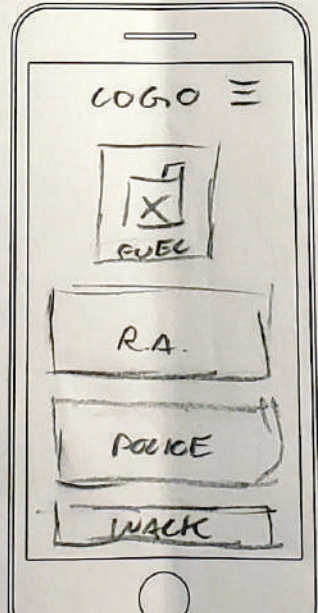
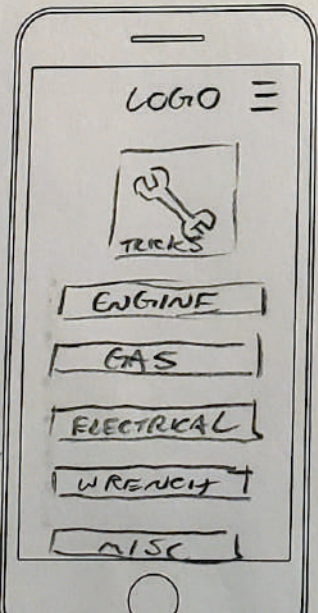
STINGER  
FLAT TIRE

VEHICLE  
MANUF. NO  
SPARE

PROS  
CONS

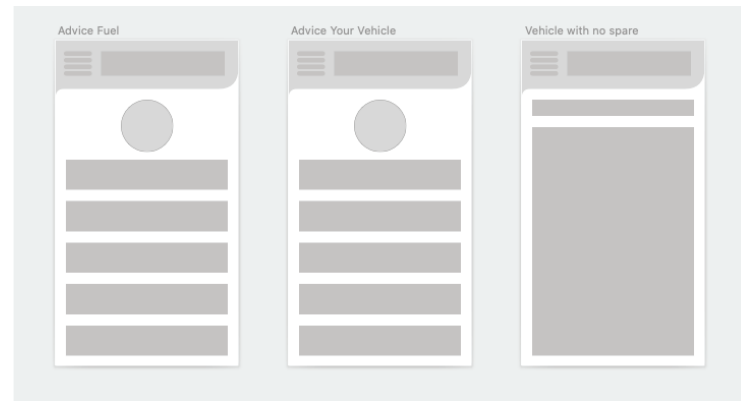
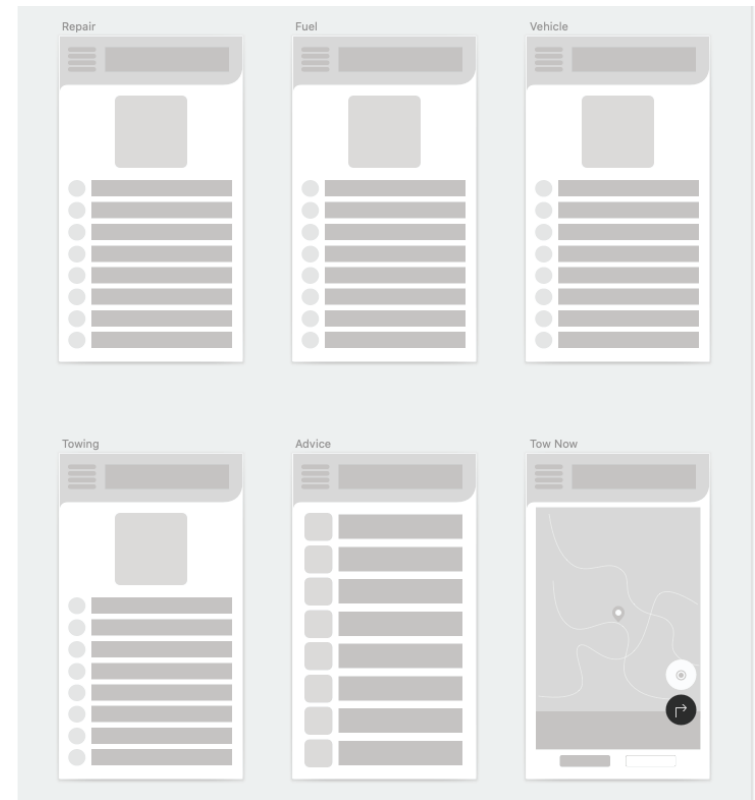
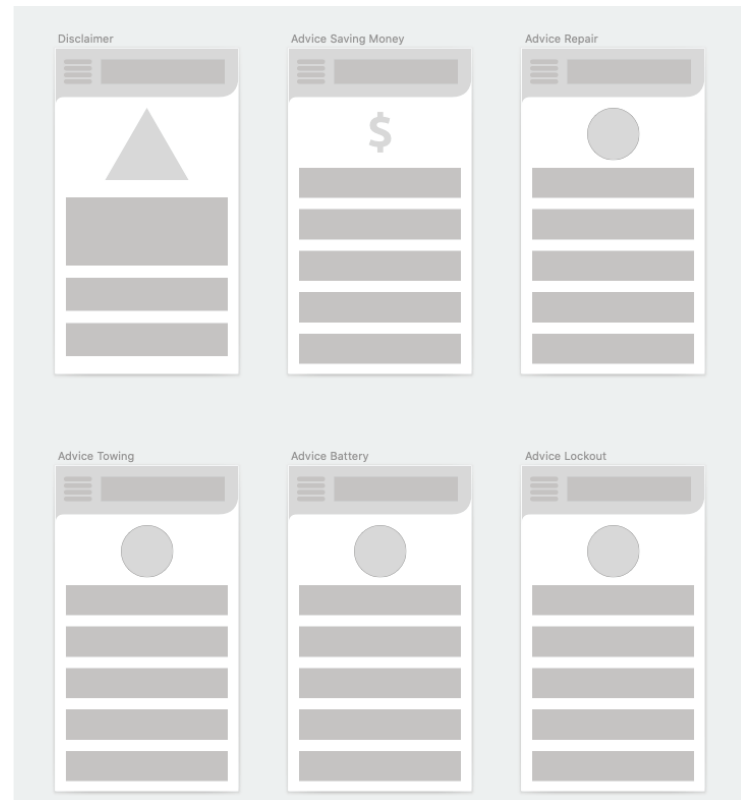
RA. \$

ADDITIONAL  
HELP



# BALSAMIQ SKETCHES





# MOODBOARD



# Moodboard

- Cool color combination.
- Minimalist design.
- Sans-serif fonts



# WIRE FRAMES

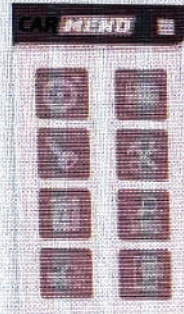


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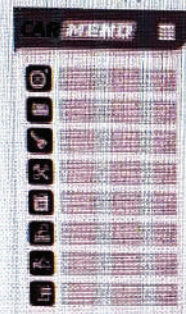
Home...age Copy



What T...o Copy



Advice Copy 2



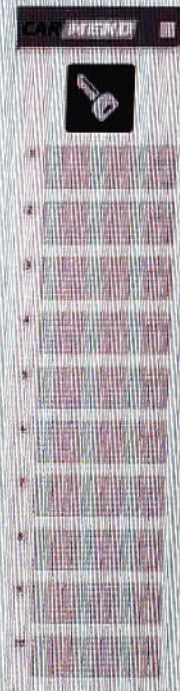
Flat Tire Copy



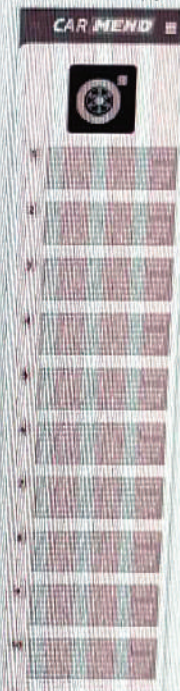
Flat Tire Copy 2



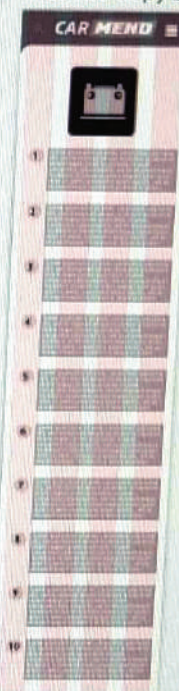
Flat Tire Copy 2



Flat Tire Copy



Flat Tire Copy 2



Flat Tire Copy 2



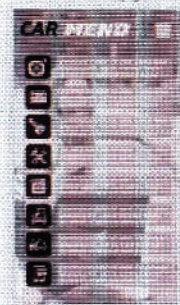
Home P...Copy 2



What T... Copy 2



Advice Copy 3



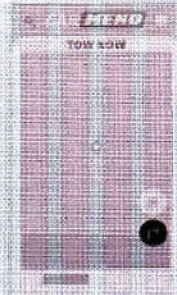
Home...age Copy



Home P...Copy 2

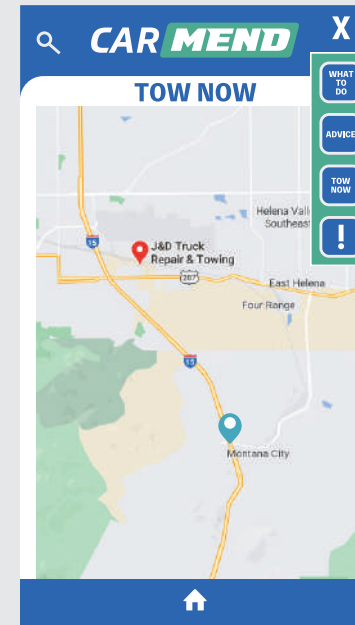
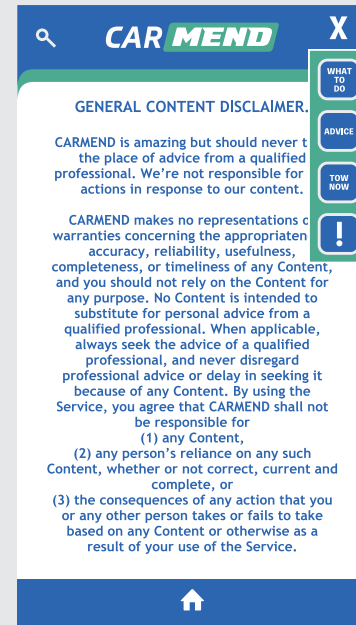
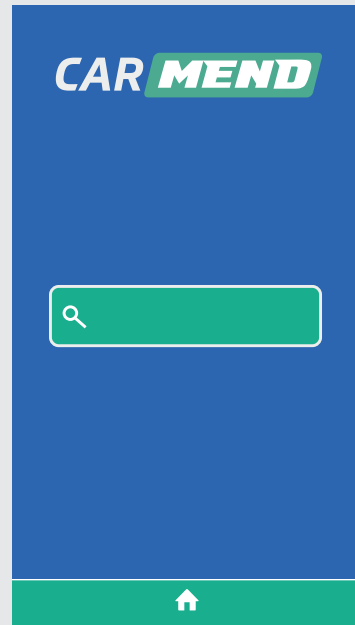
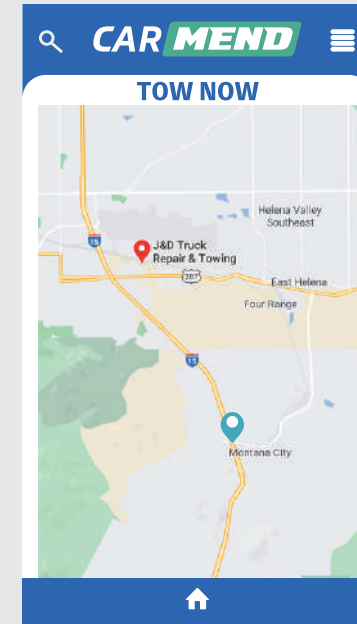
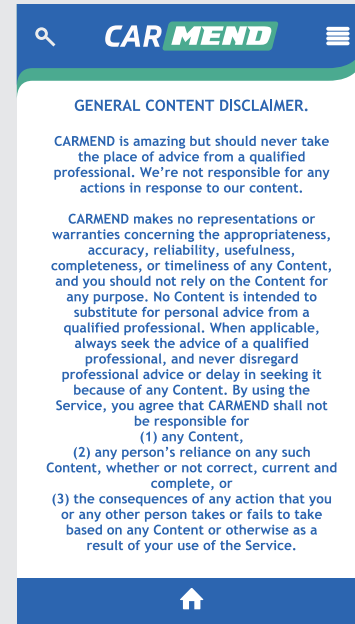


Home P...Copy 2





# FINAL DESIGN



### CAR MENU

#### Vehicles Without a Spare Wheel

There are four different types of drivable, differential drive, four-wheel drive vehicles: full-time, part-time, on-demand, and active. Each has its own advantages and disadvantages. Full-time 4WD is the most expensive, but it offers the most versatility. Part-time 4WD is the most common, and it offers a good balance of performance and cost. On-demand 4WD is the most affordable, but it offers the least versatility. Active 4WD is the most advanced, but it offers the most performance.

**Acura NSX**  
**Audi R8**  
**Audi TT**  
**BMW 2 Series**  
**BMW 3 Series**  
**BMW 4 Series**  
**BMW 5 Series**  
**BMW 6 Series**  
**BMW 7 Series**  
**BMW 8 Series**  
**Cadillac ATS**  
**Cadillac CTS**  
**Cadillac CT5**  
**Chevrolet Camaro**  
**Chevrolet Corvette**  
**Chevrolet Volt**  
**Dodge Viper**  
**Fiat 500**  
**Ford C-Max**  
**Hyundai Accent**  
**Hyundai Ioniq**  
**Infiniti QX30**  
**Jaguar E-Type**  
**Jeep Cherokee**  
**Jeep Compass**  
**Jeep Renegade**  
**Kia Forte**  
**Kia Niro**  
**Kia Soul**  
**Mazda MX-5 Miata**  
**Mercedes-Benz C-Class**  
**Mercedes-Benz CLA-Class**  
**Mercedes-Benz GLA-Class**  
**Mercedes-Benz G-Class**  
**Mercedes-Benz GLS-Class**  
**Mercedes-Benz S-Class**  
**Mini Cooper Countryman**  
**Mitsubishi i-MiEV**  
**Nissan GT-R**  
**Nissan Leaf**  
**Porsche 718 Cayman**  
**Porsche 911 Carrera**  
**Porsche Panamera**  
**Smart For Two**  
**Tesla Model S**  
**Tesla Model X**

### CAR MENU

#### Try a Ball or White Cloth Squeegee

Use a ball or white cloth squeegee to clean your car's windows. This is a simple and effective way to remove dirt and grime from your car's windows. A ball squeegee is a small, round, white cloth that is attached to a long handle. A white cloth squeegee is a small, rectangular, white cloth that is attached to a long handle. Both squeegees are used to clean your car's windows by pushing them across the surface of the glass. This helps to remove dirt and grime from the glass, leaving it clean and clear.



1. Wash your car's windows with soap and water.
2. Rinse the windows with clean water.
3. Dry the windows with a clean, white cloth.
4. Use a ball or white cloth squeegee to clean the windows.
5. Repeat the process until the windows are clean and clear.

### CAR MENU

#### Get a Clean Pair of Pants

Get a clean pair of pants to wear to work. This is a simple and effective way to ensure that you are wearing clean and comfortable clothing to work. A clean pair of pants is essential for a professional appearance and for your own comfort. There are several ways to get a clean pair of pants, including buying a new pair, washing a pair you already own, or renting a pair. Each method has its own advantages and disadvantages, so it's important to choose the one that works best for you.



1. Buy a new pair of pants.
2. Wash a pair of pants you already own.
3. Rent a pair of pants.
4. Use a dry cleaning service.
5. Use a laundromat.

### CAR MENU

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### CAR MENU

#### What to Do If You Run Out of Gas

What to do if you run out of gas. This is a common problem that can happen to anyone. If you run out of gas, there are several things you can do to get your car back on the road. First, you should call a tow truck to take you to a gas station. Second, you should call a friend or family member to bring you a gas can. Third, you should call a gas station to have a gas can delivered to your car. Each method has its own advantages and disadvantages, so it's important to choose the one that works best for you.



1. Call a tow truck to take you to a gas station.
2. Call a friend or family member to bring you a gas can.
3. Call a gas station to have a gas can delivered to your car.
4. Use a gas station's emergency services.
5. Use a gas station's emergency services.

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### CAR MENU

#### Know the Different Types of Tow Trucks

Know the different types of tow trucks. There are several different types of tow trucks, each with its own advantages and disadvantages. The most common type is the flatbed tow truck, which is used to tow cars and light trucks. Other types include the wheel-lift tow truck, the dolly tow truck, and the hook and chain tow truck. Each type of tow truck is designed to handle a specific type of vehicle or situation, so it's important to know the differences between them.




1. Flatbed tow truck
2. Wheel-lift tow truck
3. Dolly tow truck
4. Hook and chain tow truck
5. Other types of tow trucks

### CAR MENU

#### Tow Truck Rates

Tow truck rates. This is a common question that many people have. The answer is that tow truck rates vary depending on several factors, including the type of tow truck, the distance, and the time of day. In general, tow truck rates are higher during the night and on weekends. It's important to call a tow truck company to get a quote for your specific situation.



1. Call a tow truck company to get a quote.
2. Ask for a breakdown of the charges.
3. Compare quotes from different companies.
4. Choose the company that offers the best value.
5. Call the company to schedule the tow.

### CAR MENU

#### Vehicles Without a Spare Wheel

Vehicles without a spare wheel. There are several different types of vehicles without a spare wheel, including the Acura NSX, Audi R8, Audi TT, BMW 2 Series, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW 6 Series, BMW 7 Series, BMW 8 Series, Cadillac ATS, Cadillac CTS, Cadillac CT5, Chevrolet Camaro, Chevrolet Corvette, Chevrolet Volt, Dodge Viper, Fiat 500, Ford C-Max, Hyundai Accent, Hyundai Ioniq, Infiniti QX30, Jaguar E-Type, Jeep Cherokee, Jeep Compass, Jeep Renegade, Kia Forte, Kia Niro, Kia Soul, Mazda MX-5 Miata, Mercedes-Benz C-Class, Mercedes-Benz CLA-Class, Mercedes-Benz GLA-Class, Mercedes-Benz G-Class, Mercedes-Benz GLS-Class, Mercedes-Benz S-Class, Mini Cooper Countryman, Mitsubishi i-MiEV, Nissan GT-R, Nissan Leaf, Porsche 718 Cayman, Porsche 911 Carrera, Porsche Panamera, Smart For Two, Tesla Model S, and Tesla Model X.



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2. Audi R8
3. Audi TT
4. BMW 2 Series
5. BMW 3 Series
6. BMW 4 Series
7. BMW 5 Series
8. BMW 6 Series
9. BMW 7 Series
10. BMW 8 Series
11. Cadillac ATS
12. Cadillac CTS
13. Cadillac CT5
14. Chevrolet Camaro
15. Chevrolet Corvette
16. Chevrolet Volt
17. Dodge Viper
18. Fiat 500
19. Ford C-Max
20. Hyundai Accent
21. Hyundai Ioniq
22. Infiniti QX30
23. Jaguar E-Type
24. Jeep Cherokee
25. Jeep Compass
26. Jeep Renegade
27. Kia Forte
28. Kia Niro
29. Kia Soul
30. Mazda MX-5 Miata
31. Mercedes-Benz C-Class
32. Mercedes-Benz CLA-Class
33. Mercedes-Benz GLA-Class
34. Mercedes-Benz G-Class
35. Mercedes-Benz GLS-Class
36. Mercedes-Benz S-Class
37. Mini Cooper Countryman
38. Mitsubishi i-MiEV
39. Nissan GT-R
40. Nissan Leaf
41. Porsche 718 Cayman
42. Porsche 911 Carrera
43. Porsche Panamera
44. Smart For Two
45. Tesla Model S
46. Tesla Model X

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Tow truck rates. This is a common question that many people have. The answer is that tow truck rates vary depending on several factors, including the type of tow truck, the distance, and the time of day. In general, tow truck rates are higher during the night and on weekends. It's important to call a tow truck company to get a quote for your specific situation.



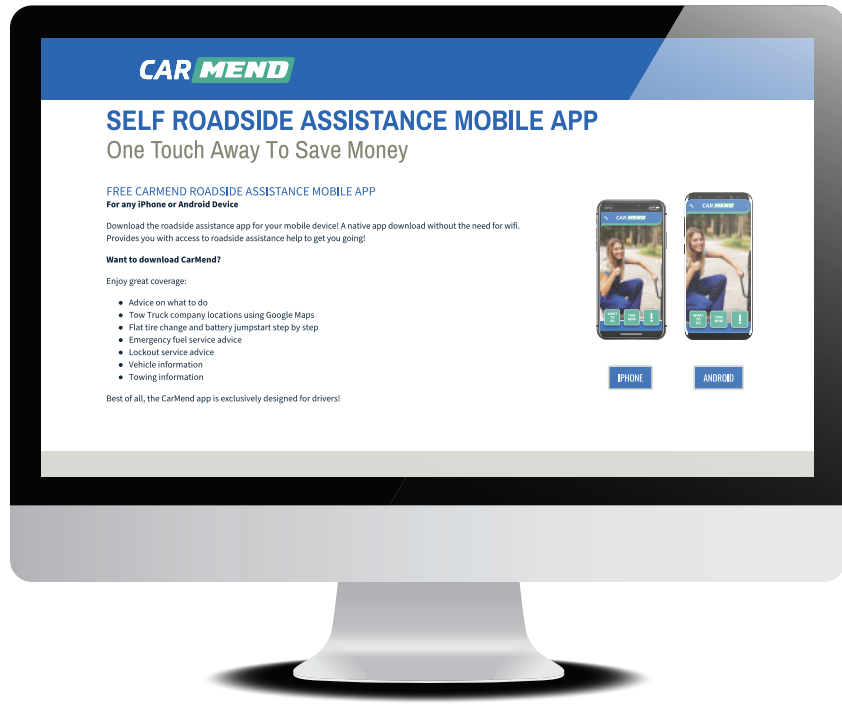
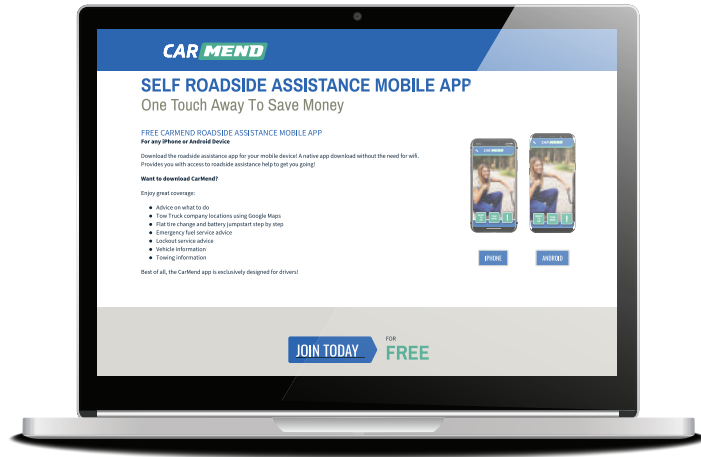
1. Call a tow truck company to get a quote.
2. Ask for a breakdown of the charges.
3. Compare quotes from different companies.
4. Choose the company that offers the best value.
5. Call the company to schedule the tow.





**URL HOME PAGE**





# SELF ROADSIDE ASSISTANCE MOBILE APP

## One Touch Away To Save Money

**FREE CARMEND ROADSIDE ASSISTANCE MOBILE APP**  
**For any iPhone or Android Device**

Download the roadside assistance app for your mobile device! A native app download without the need for wifi. Provides you with access to roadside assistance help to get you going!

**Want to download CarMend?**

Enjoy great coverage:

- Advice on what to do
- Tow Truck company locations using Google Maps
- Flat tire change and battery jumpstart step by step
- Emergency fuel service advice
- Lockout service advice
- Vehicle information
- Towing information

Best of all, the CarMend app is exclusively designed for drivers!



IPHONE

ANDROID

**JOIN TODAY** FOR **FREE**

# STYLE GUIDELINES

# Style Guides

- Color palette, typography, buttons and icons
- Incorporates the look and feel of the layout.
- Defined consistent UI components and user interface.

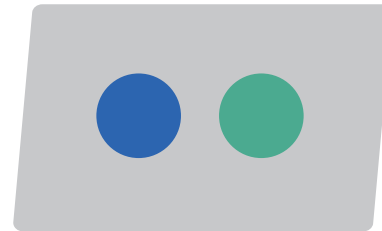
## PRIMARY PALETTE



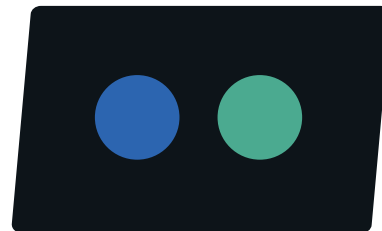
## SECONDARY PALETTE



## LIGHT BACKGROUND



## DARK BACKGROUND



## TYPOGRAPHY

Line height, font size and letter spacing will vary depending on the headline.

### HEADLINE

**Trebuchet MS Bold**

### BODY

Trebuchet MS Regular

*Trebuchet MS Italic*

**Trebuchet MS Bold**

## BUTTON STYLES



## ICONS



**THANK YOU**

**CAR MEND**