OSITIVE OSIS

NELSON QUAN SENIOR PROJECT SPRING 2014

PROBLEM

PEOPLE THINK THAT THEY CAN'T WRITE WHATEVER THEY WANT, HOWEVER THEY WANT WHENEVER THEY'RE ONLINE. COMMENTS RANGE FROM SMALL INSULTS TO BULLYING TIRADES.

SOLUTION

- WEBSITE FOCUSING ON HELPING PEOPLE WHO ARE VICTIMS OF ONLINE TEASING AND BULLYING.
- PEOPLE WILL POST UP A NEGATIVE COMMENT FROM SOMEONE WHO IS MAKING FUN OF THEM.
- POSTER WILL THEN WRITE A RESPONSE THAT USES POSITIVE LANGUAGE.

SOLUTION

- WEBSITE WILL BE IN A BLOG/FORUM FORMAT. PEOPLE CAN GIVE "SUPPORT" TO RESPONSES.
- WILL GIVE THE PERSON BEING BULLIED AN OUTLET FOR WHATEVER THEY'RE FEELING.
- CONCEPT IS SIMILAR TO WRITING A LETTER AND THROWING IT AWAY IN ORDER TO GET OUT THE NEGATIVE EMOTIONS.

DETAILS

- SUPPORT SYSTEM: SIMILAR TO FACEBOOK LIKES.
- NEGATIVE POSTS AND POSITIVE REPLIES: WILL BE REPRESENTED THROUGH CUSTOM TYPEFACES.
- IDENTITIES OF ALL PEOPLE ON THE SITE WILL BE ANONYMOUS. WILL BE ASSIGNED ALIASES OR CAN USE THEIR NAME INITIALS.
- BRINGING TRAFFIC TO THE SITE :
- 1. MAKE A TWITTER BOT THAT FINDS AND REPLIES TO NEGATIVE TWEETS WITH A LINK TO THE WEBSITE.
- 2. MAKE A FACEBOOK PAGE ABOUT THE SITE. SITE WILL DISPLAY WELL WRITTEN REPLIES TO NEGATIVE COMMENTS. WELL WRITTEN REPLIES WILL ALSO DISPLAY A LINK TO THE SITE.

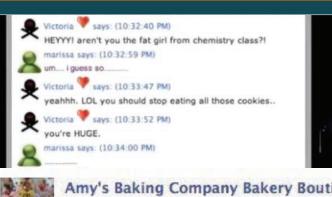
THE 5 W'S

WHO IT'S FOR - ANYONE WHO IS BEING HARASSED ONLINE.

WHAT THEY CAN DO WITH IT - ANYONE CAN USE THIS SITE TO VENT. TO RID THEMSELVES OF NEGATIVE EMOTIONS. CAN ALSO READ THE STORIES OF OTHERS.

WHEN AND WHERE THEY CAN ACCESS IT - ANYWHERE WITH AN INTERNET CONNECTION.

WHY THEY WOULD USE THIS - BY ACCESSING THE SITE THEY WILL BE ABLE TO LEARN ABOUT THE STURGGLES OF OTHERS AND LEARN THEY ARE NOT ALONE.



RESEARCH



first of all ur not funny so get a life point and simple

falling123love (4 months ago)

are you gay?? you really sound like it!!!

JonScherling (4 months ago)

Therse definately something wrong with this fruit cake!



Amy's Baking Company Bakery Boutique & Bistro -

11.473 like this 18 hours ago . @

Like

186

You people are all shit. Yelp shit, Reddits shit. Every shit. Come to here, I will fucking show you all.



Lorde @lordemusic

wo #1 on US itunes. even if it lasts an hour i feel HAPPY. downside is all these miley fans telling me they're gonna stab my rotting corpse

Expand



Bangerz Oct 8th @wethinkmiley

20h

@lordemusic kill yourself you crusty old hag

Retweeted by Lorde

Hide conversation



Olivia Loy @olivialoy1

@zachbraff your profile pic makes you look very old #notflattering



Zach Braff @zachbraff

.@olivialoy1 yours makes you look like a drunk sorority girl who think she knows her best angle but doesn't.

▶ Hide conversation ★ Reply 13 Retweeted ★ Favorite

Ewwwww! Why do ugly people like me!?! Ewwwww! I know I'm not like HOT, but I'm adorably cute. So that obviously puts me OUT of your league. Nice try, NEXT!

> nahaha i agree with you...all these ugly ass guys come to me...why cant the the ugly guys go with the ugly girls and the nice hot talented guys go with the pretty girls...i just wish it was that simple.lol

38 minutes ago · Like



it is that simple



Britney says:

June 11, 2011 at 7:34 pm (Edit)

you kind of seem like a judgmental bitch

Reply



Colleen says:

June 12, 2011 at 3:59 pm (Edit)

Hey! Right back at cha!

Reply



Haha your so gay. I have no idea who you are. But what I've seen pictures of, your disgusting... My sister had a kid and is still hot

And don't talk shit about Andy. 2 hours ago . Like . \$2 people



Willow Tre stfu. Your such a faggot

2 hours ago · Like

RESEARCH

COMPETITION

1. STOPBULLYING

HTTP://WWW.STOPBULLYING.GOV/

PROS

- + CLEAR UI
- + INFORMATIVE
- + AVAILABLE IN SPANISH

CONS

- BORING DESIGN
- NO WAY TO BRING IN PEOPLE

2. NOBULLY

HTTP://WWW.NOBULLY.COM/

PROS

- + DESIGNED WELL
- + INFORMATIVE

CONS

- NO WAY TO BRING IN PEOPLE
- BARELY TOUCHES UPON ONLINE BULLYING

3. KIDS AGAINST BULLYING

HTTP://WWW.PACERKIDSAGAINSTBULLY-ING.ORG/#/HOME

PROS

- + FUN
- + NAME OF THE WEBSITE FITS THE THEME

CONS

- UGLY DESIGN
- HAS LOADSCREENS
- DOESN'T TALK ABOUT ONLINE BULLYING AT ALL.

RESEARCH

- OVER HALF OF ADOLESCENTS AND TEENS HAVE BEEN BULLIED ONLINE, AND ABOUT THE SAME NUMBER HAVE ENGAGED IN CYBER BULLYING.
- AROUND HALF OF YOUNG PEOPLE HAVE BEEN THE VICTIMS OF CYBER BULLYING.
- WELL OVER HALF OF YOUNG PEOPLE DO NOT TELL THEIR PARENTS WHEN CYBER BULLYING OCCURS.
- GIRLS ARE SOMEWHAT MORE LIKELY THAN BOYS TO BE INVOLVED IN CYBER BULLYING.
- OVER HALF OF ADOLESCENTS AND TEENS HAVE BEEN BULLIED ONLINE, AND ABOUT THE SAME NUMBER HAVE ENGAGED IN CYBER BULLYING.

PERSONAS

NAME: KERRY SMITH

AGE: 19

TWITTER: @ULTIMATEBRO

HOBBIES: DRINKING WITH HIS BUDDIES

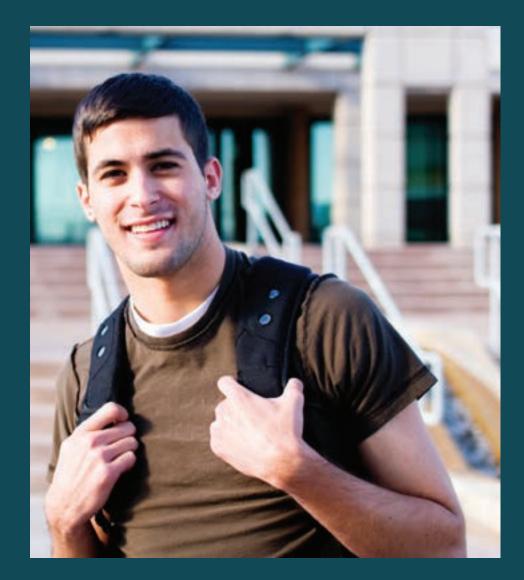
OCCUPATION: COLLEGE STUDENT

MAJOR: COMMUNICATIONS

BEING MADE FUN OF FOR: HIS HOBBIES.

EXAMPLE: @RANDOMBOY RT: YOU LIKE D&D? YOU STUPID NERD, GO TO HELL.

KERRY SMITH IS A GUY WHO JUST STARTED COLLEGE. HIS HOBBY IS PLAYING DUNGEONS AND DRAGONS. BECAUSE OF THIS HOBBY, HE GETS MADE FUN OF BY THE "COOL" PEOPLE ON CAMPUS.



PERSONAS

NAME: PARKER REBEAU

AGE: 13

TWITTER: @SUPERCENAFANX3956

HOBBIES: VIDEO GAMES

OCCUPATION: STUDENT

LIKES: CALL OF DUTY

BEING MADE FUN OF FOR: THE CLOTHES HE WEARS.

EXAMPLE: @RANDOMBOY RT: YOUR PANTS MAKE YOU LOOK UGLY AND WHOREISH. GO KILL YOURSELF.

PARKER IS A YOUNG STUDENT WHO IS BEING MADE FUN OF FOR THE CLOTHES HE WEARS. HE CONSTANTLY ENDURES MEAN STATEMENTS CALLING HIM A CLOWN AND HOBO.



PERSONAS

NAME: JENNIFER ACKERMAN

AGE: 26

TWITTER: @VIXXEN253

HOBBIES: WRITING ON HER BLOG

OCCUPATION: LIBRARIAN

LIKES: NOT SHELVING BOOKS

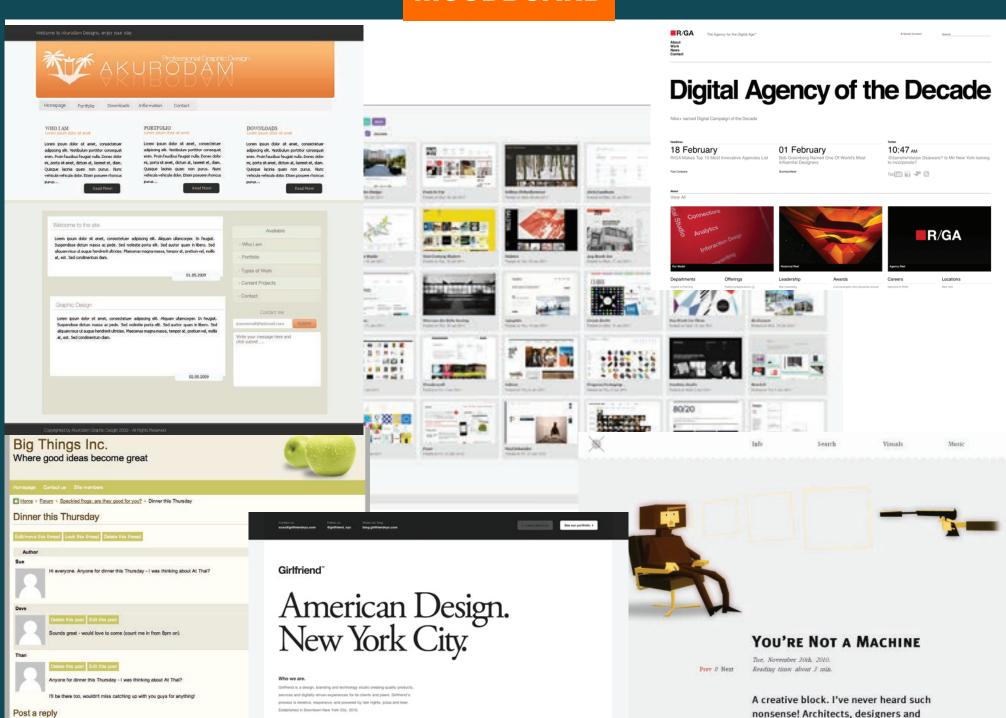
BEING MADE FUN OF: FOR HER LOOKS.

EXAMPLE: @RANDOMGIRL RT: YOU LOOK SO FAT AND UGLY IN THAT PICTURE. PLEASE PUT ON SOME MAKEUP.

JENNIFER WORKS IN A LIBRARY. BECAUSE IT'S A SLOW OCCUPATION SHE ENJOYS TAKING PICTURES OF HERSELF. THESE HATEFUL PEOPLE ONLINE MAKE FUN OF HOW SHE LOOKS, CALLING HER UGLY, SLUTTY, ETC.



MOODBOARD



MOODBOARD

FONT - MEAN

ABCDEFEHILKLM

NDPQR5TUVWXY2

ABCDEFGHIJKLM

NOPORSTUVWXYZ

ABCDEFGHIJKLM

NOPORSTUVWXYZ

0123456789!?#

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. the quick brown fox jumps over the lazy dog. 0123456789

ABCDEFGHUKLM NOPGRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789!?#

JAGGED

MUCH TOO LOUD

ABCDEECHITKIWNODOSSTAVMXAS

ABCDEECHITKIWNODOBSTAAMXAS

0123456789 . , ! ? - _ : ;

MOODBOARD

FONT - NICE

AaBbCcDd EeF f GgHh9i

JjKkLlMmMnOoPpQqRn

SsTtUuVvWwXx4yZz

1234567890

Anila Anila Oregon

Sweet

Albertino

WORDLIST

SIMPLE	MINIMAL	ANTI-BULLY	GOOD

FUN SMART TEACHES HUMOROUS

UNDERSTANDABLE NICE CORRECTS MORAL

SWOT

STRENGTHS - HELPS PEOPLE DEALING WITH ONLINE BULLYING.

WEAKNESSES - DOESN'T COMPLETELY ELIMINATE BULLYING THREAT.

OPPORTUNITIES - BY USING SOCIAL MEDIA, WILL BE ABLE TO BRING TRAFFIC TO THE SITE.

THREATS - UNLESS IT IS SHOWCASED ANONYMOUSLY, PEOPLE MIGHT GET ANGRY.

DEMOGRAPHIC: ANYONE WHO USES THE INTERNET AND SOCIAL MEDIA.

TARGET AUDIENCE: PEOPLE GETTING BULLIED.



DONTBEA DONGSE

BULLY
begone

BULLY
ONBLAST

Be Nice.

positive posts

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positive posts



POSITIVE POSITS

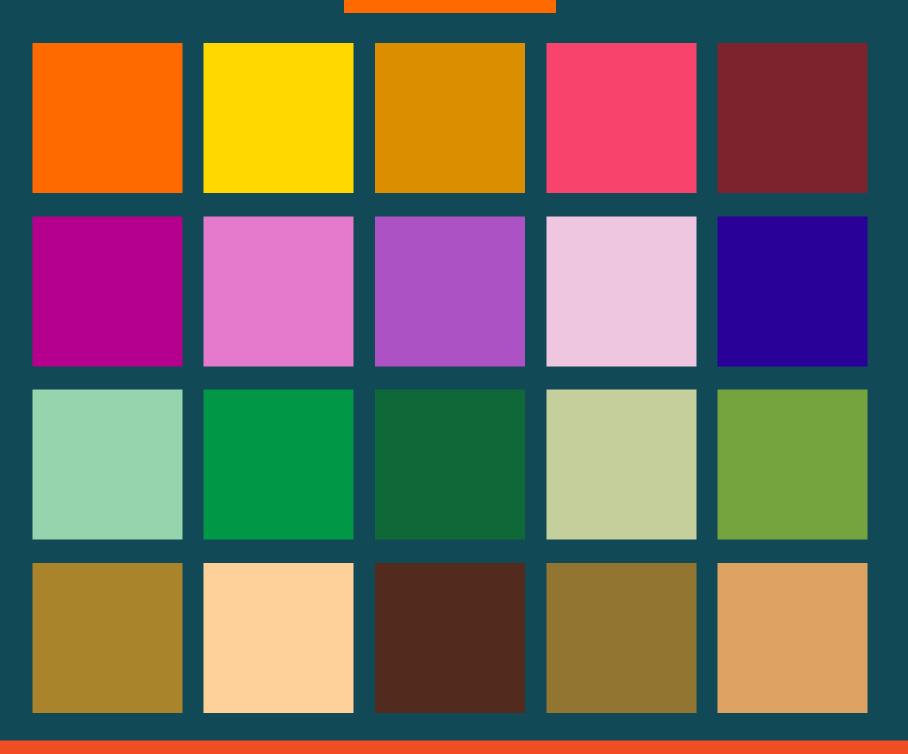
Positive Posits



positive posits

POSITIVE POSITS

COLORS



COLORED LOGOS

positive posts

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POSITIVEPOSTS IS A WEBSITE THAT ALLOWS PEOPLE WHO ARE GETTING BULLIED ONLINE A WAY TO EXPRESS THEMSELVES IN A HEALTHY WAY. INSTEAD OF BOTTLING UP THEIR FEELINGS OF ANGER AND SADNESS, POSITIVEPOSTS PROVIDES A WAY FOR PEOPLE VENT THEIR NEGATIVE FEELINGS AS WELL AS READ ABOUT THE STRUGGLES OF OTHER PEOPLE GOING THROUGH THE SAME THING.

TAGLINE: DON'T BE MEAN BEHIND THE SCREEN.

NAMING

I. UUULNU I UIIULL U. IILAIII UIII UU II I. ULASSNUASS	1. COOLNOTCRUEL	6. HEARFORYOU	11. CLASSNOASS
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- 2. BULLYONBLAST 7. ONLINEFRIENDS 12. WRITTENRESPONSE
- 3. DONTBEADOUCHE 8. HAPPYREPLY 13. BULLYBEGONE
- 4. BENICE 9. POSITIVEPOSTS 14. RELAXINGRELEASE
- 5. FRIENDLYFORUM 10. KILLWITHKINDNESS 15. FINDINGFRIENDS

HOME ABOUT POST ARCHIVE



ABOUT POST ARCHIVE LOGIN

MOST RECENT POSTS

MOST RECENT POSTS

MOST RECENT POSTS



ABOUT POST ARCHIVE LOGIN

ABOUT US



ABOUT POST ARCHIVE LOGIN

WRITE A POST



ABOUT POST ARCHIVE LOGIN

USERNAME:
PASSWORD:
LOGIN FORGOT?



ABOUT POST ARCHIVE LOGIN

PAST POSTS

TYPE

BEBAS NEUE

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890 !@#\$%^&*()-+ _+{}[]|\;:''"" <>?,./ **TYPE**

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
1234567890
1@&*()-+

TYPE

opifico

abcdefghijklmn opqrstuvwxyz

1234567890

PLAN

W1

• IDEAS

W2

- CREATE PROCESS PDF
- CREATE TIMELINE

W3

- WORDLISTS AND MOODBOARDS
- COMPETITION & SWOT
- PERSONA DRAFTS

W4

- TARGET AUDIENCE AND DEMOGRAPHICS
- RESEARCH
- PERSONA REFINEMENT
- NAME AND BRANDING
- 5 W'S

W5

• LOGO DRAFTS

W6

• COLOR CHOICES

W7

MISSION STATEMENT AND TAGLINE

W8

- LOGO REFINEMENT
- WEBSITE UI DRAFT

W9-W11

- OVERALL REFINEMENTS
- BEGIN CODING

W12

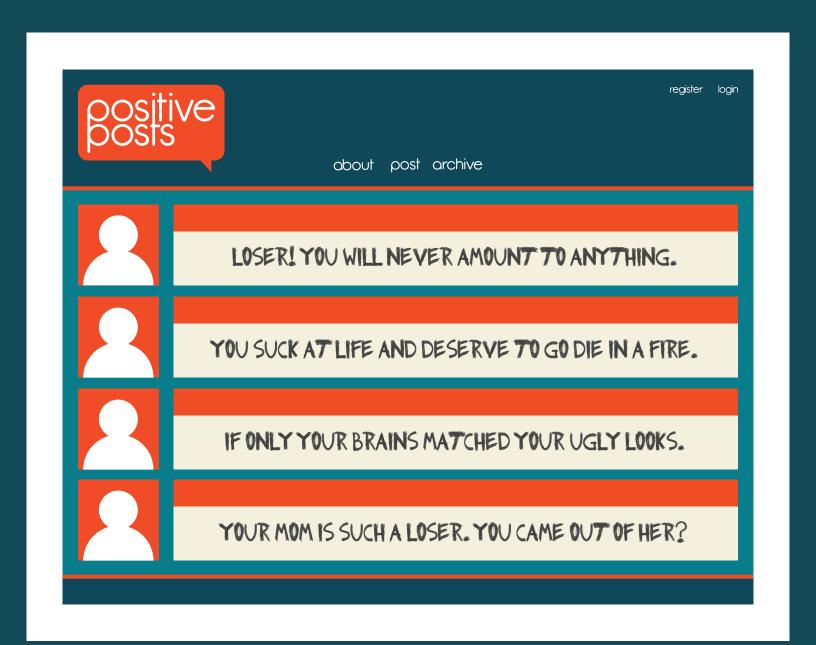
- FINALIZE WEB UI
- MORE CODING

W13

- MORE CODING
- MAKE IT RESPONSIVE

W14

• FINAL TOUCHES



MOCKUP

positive post archive					
Post #124	Post #123	Post #122	Post #121	Post #120	
Loser! You will never amount to anything.					
Post #119	Post #118	Post #117	Post #116	Post #115	
Loser! You will never amount to anything.					
Post #114	Post #113	Post #112	Post #111	Post #110	
Loser! You will never amount					

to anything.

to anything.

to anything.

to anything.

to anything.

positive posts register • login

about post archive

Who we are

PositivePosts is a website that allows people who are getting bullied online a way to express themselves in a healthy way. Instead of bottling up their feelings of anger and sadness,

PositivePosts provides a way for people vent their negative feelings as well as read about the struggles of other people going through the same thing.

How it works

A person con...

- View the posts of other people who are getting bullied online.
- Sign up and post their very own experiences.
- Posts are simple. Copy and paste whatever negativity is written about you and make a constructive and positive reply.

MOCKUP



register

about post archive

negative statement

Loser! You will never amount to anything.

your response

Thanks for your opinion, but your opinion doesn't matter when it comes to my personal worth. Your words do not and will not effect me. Please try to be more respectful of others.

post

COLOR SCHEME

#074957 #F2EDDC #EF4D26 #062E32 #057E8C #404040

THANK YOU!