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BUCCANEER

INTERACTIVE PIRATE HISTORY

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PROBLEM STATEMENT

How can you present historical information in an interactive way?

Maintaining engagement from an audience they may not be interested in the subject can prove difficult without active interaction. How can we incentivize the user to actively interact with the solution? How can we create a memorable solution that can thoroughly inform the users?

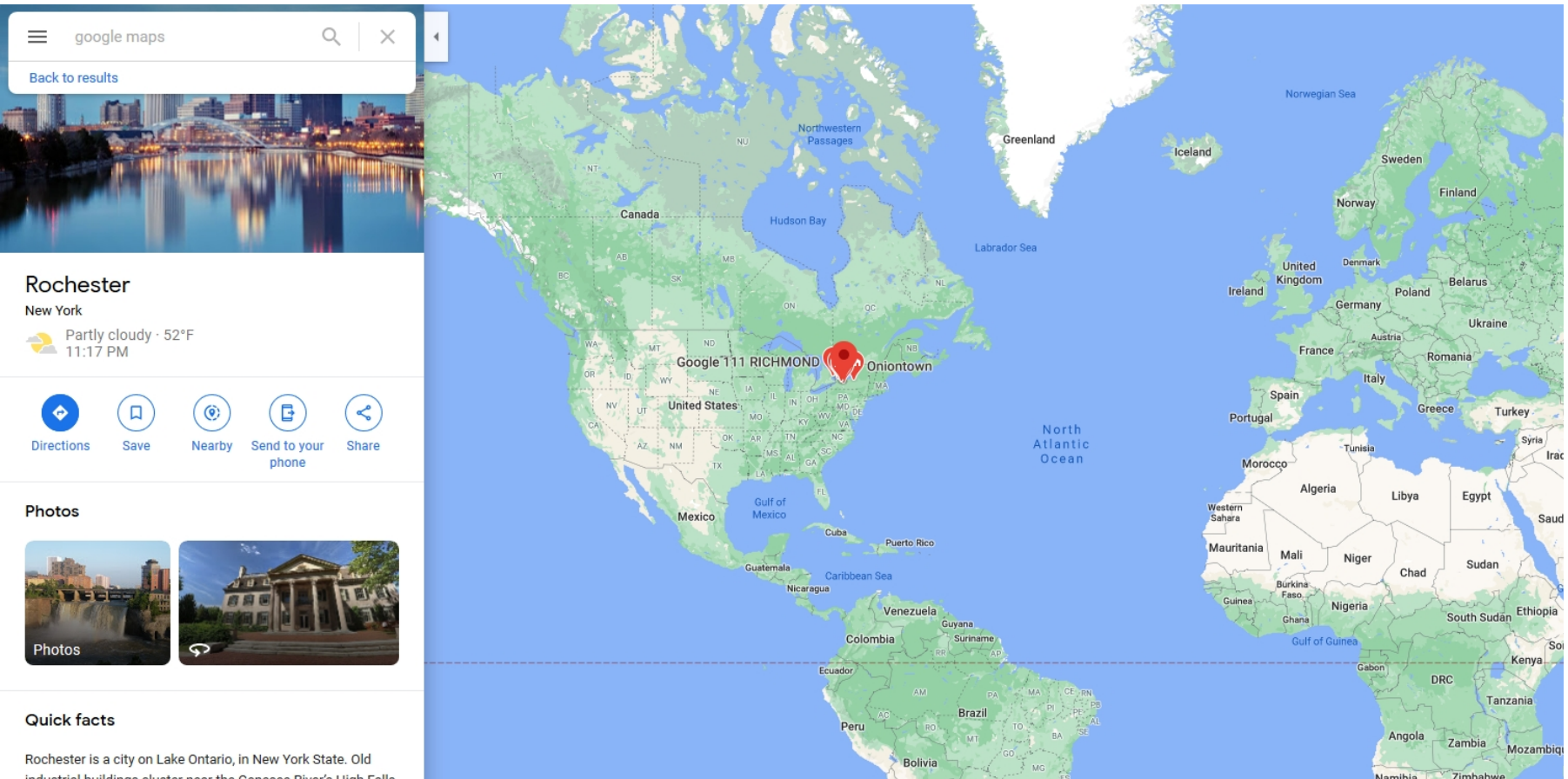
SOLUTION STATEMENT

Create an interactive map of the Golden Age of pirate history.

An interactive map that allows users to relive and understand the Golden age of piracy, and allow the user to witness historical events within the context of others in order to better retain the information they learn.

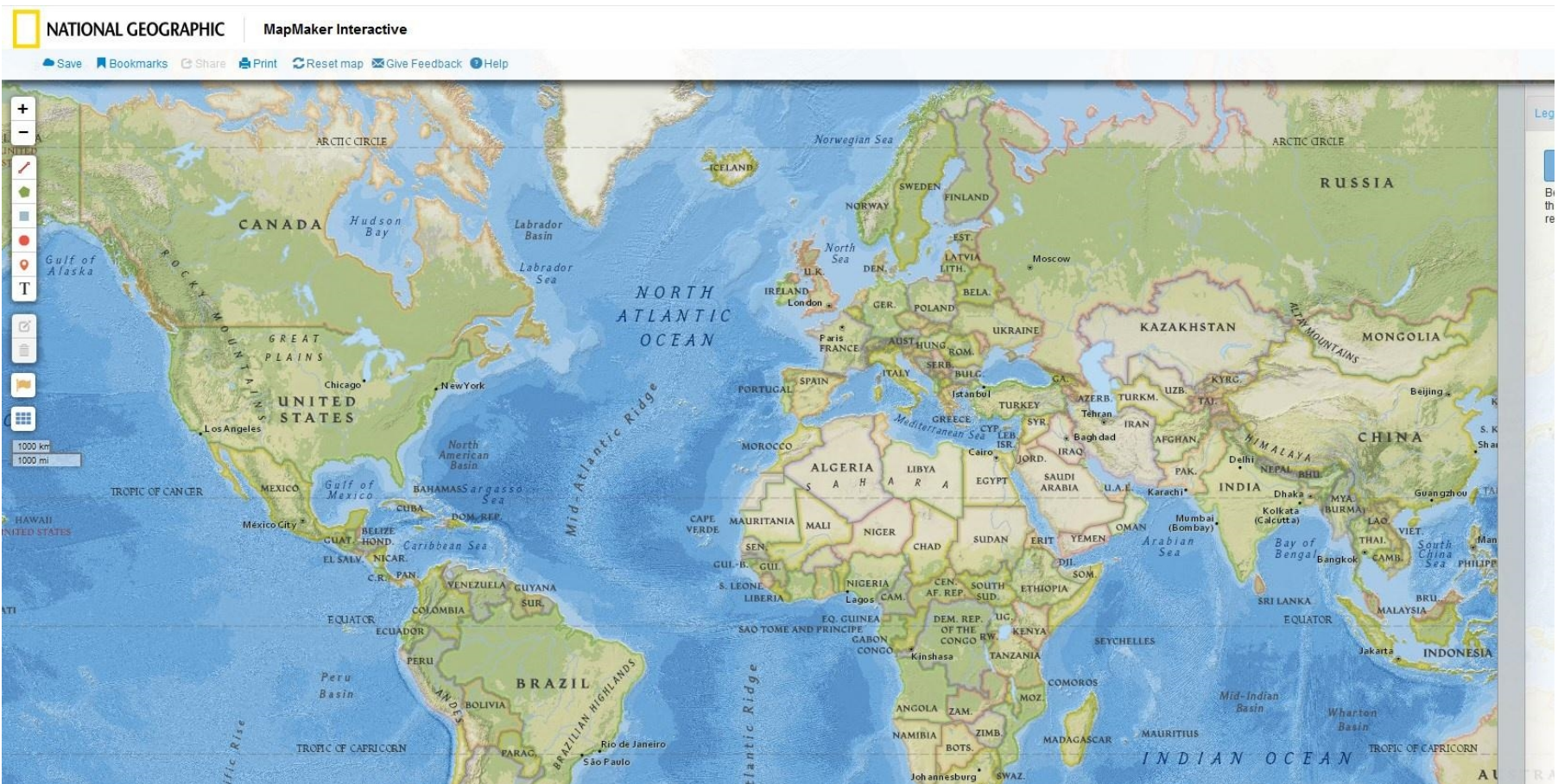
COMPETITIVE ANALYSIS

Google Maps



This application seeks to give a modern and neutral design. The design is made to exemplify location aesthetics, rather than trying to overtake them with the app's own look. Interactions are always made obvious and color is used to a purposeful degree.

National Geographic MapMaker



This application went with a textbook approach. It gives off a feeling of antiquity and historical accuracy. They seek to provide as much detail as possible when it comes to the map itself, but when it comes to the UI elements it has plain visuals focusing on function over form.

USER PERSONAS

Museum Goer

A person visiting a museum and is interested in learning more about the history of pirates. Looking to learn information quickly and has a casual interest in pirate history.

Solution

Present information that doesn't require much knowledge on the subject, and allow for the information to be quickly accessed and read to the users content.

The Student

A younger person looking for information for things such as reports and papers. Primary focus on college age students but the information should still be easy for a <18 year old. Cares most about the information rather than presentation.

Solution

Have my project contain enough info to inspire users to learn more about specific subjects within pirate history. Also, by presenting the information in an exciting way I'm hoping to get younger audiences more interested in learning about history of all kinds.

Pirate Enthusiast

A person looking to learn more for personal interest. Excited to find a database of such information. Likely motivated by both content as well as visual design.

Solution

Present pirate history in a new and exciting way that even enthusiasts haven't seen before, as well as including enough lesser known information that they walk away having learned something new.

KEY FEATURES

Interactive Map

The main focus of my project is presenting historical information in a modern and exciting way. The main approach I decided for this solution was creating the interactive map, thus allowing the user to understand the historical context of the information they learned, creating a more memorable solution.

Timeline

In order to aid understanding and to provide more information to the user, I decided to add a timeline that appears on every screen. This would allow the user to better understand the time period in which certain events occurred, and it would help the user better place themselves within the expansive time period of the "Golden Age" of piracy.

CONTENT FLOW

Begin Buccaneer

The main and first screen where the user can choose to begin using the app.

Animation

Clouds float gently past, waves move in the background, zooms in.

Region Select

User Choices

Select a region to get a general overview of a specific region and it's pirates.

Animation

Screen overlay over the top of the map, timeline darkens based on the selected area to demonstrate the time period in which pirates were active.

Animation

Transitional zoom into the area selected. Clouds pan into the camera to transition.

Explore Region

User Choices

User begins to steer a boat to explore the area, and can stop at markers.

Animation

Player controlled boat, simple animation on the icons they choose to approach as well as animating the map to make it visually interesting.

Animation

Icon animation to indicate subject. Text card overlays as well as a timeline highlight.

Learn More

User Choices

After the user stops at a marker, a story appears, from there they can view other related stories.

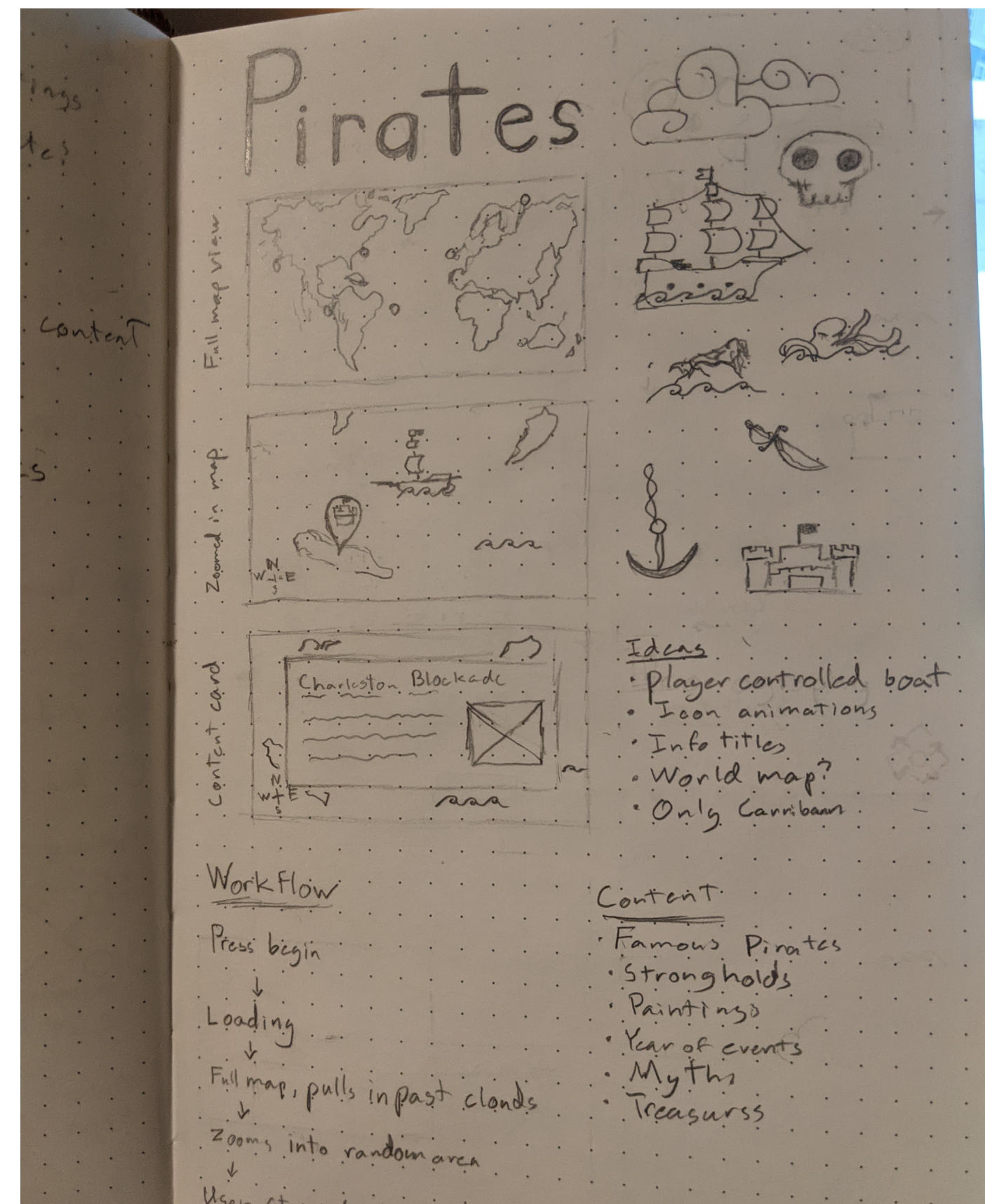
Animation

Allow user scrolling, and animated the story card to appear (simple fade.)

CONCEPT SKETCHES

Initial Drafts

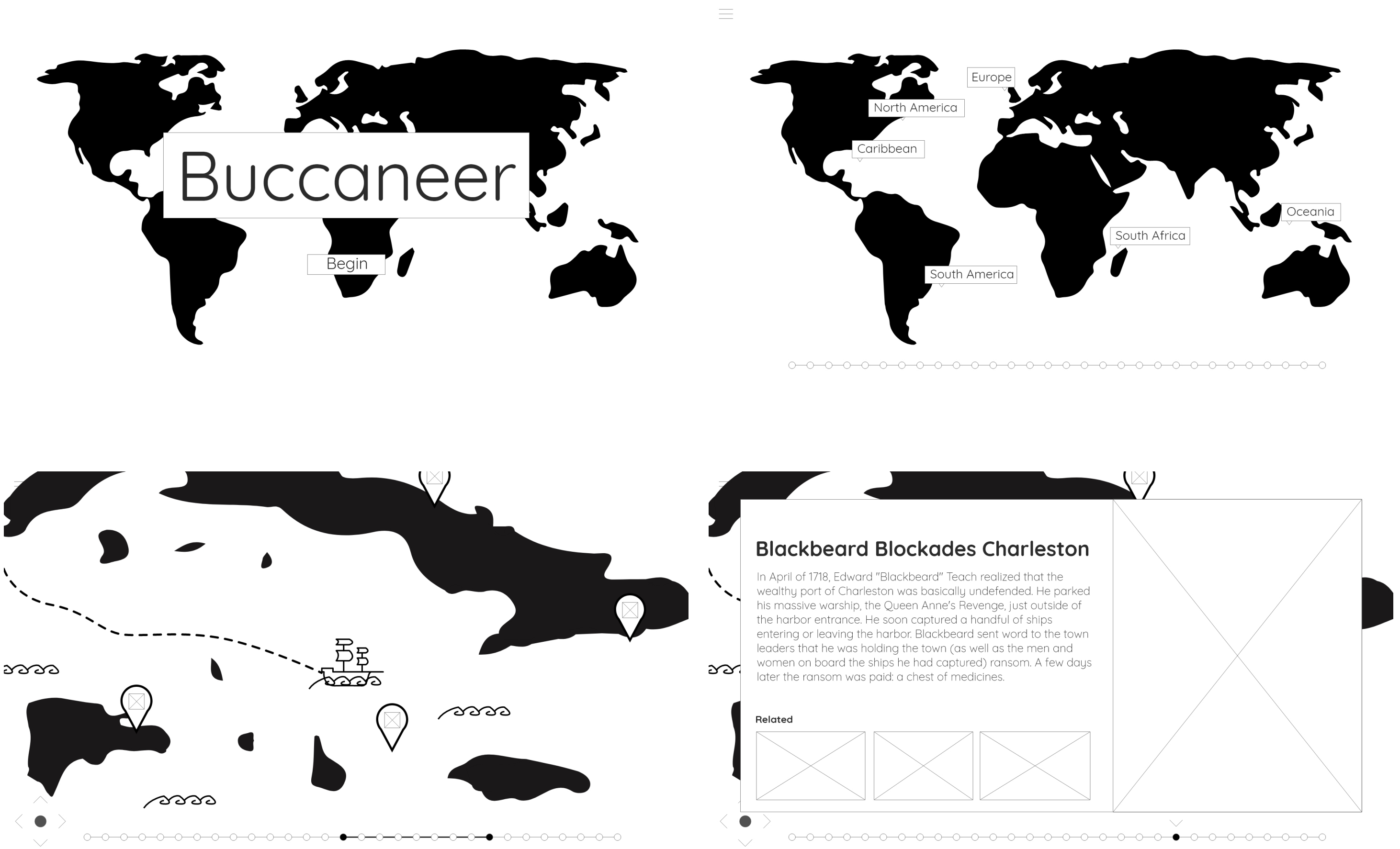
The first sketches for Buccaneer showcasing potential UI layout, user workflow and overall style.



WIREFRAMES V1

Initial Drafts

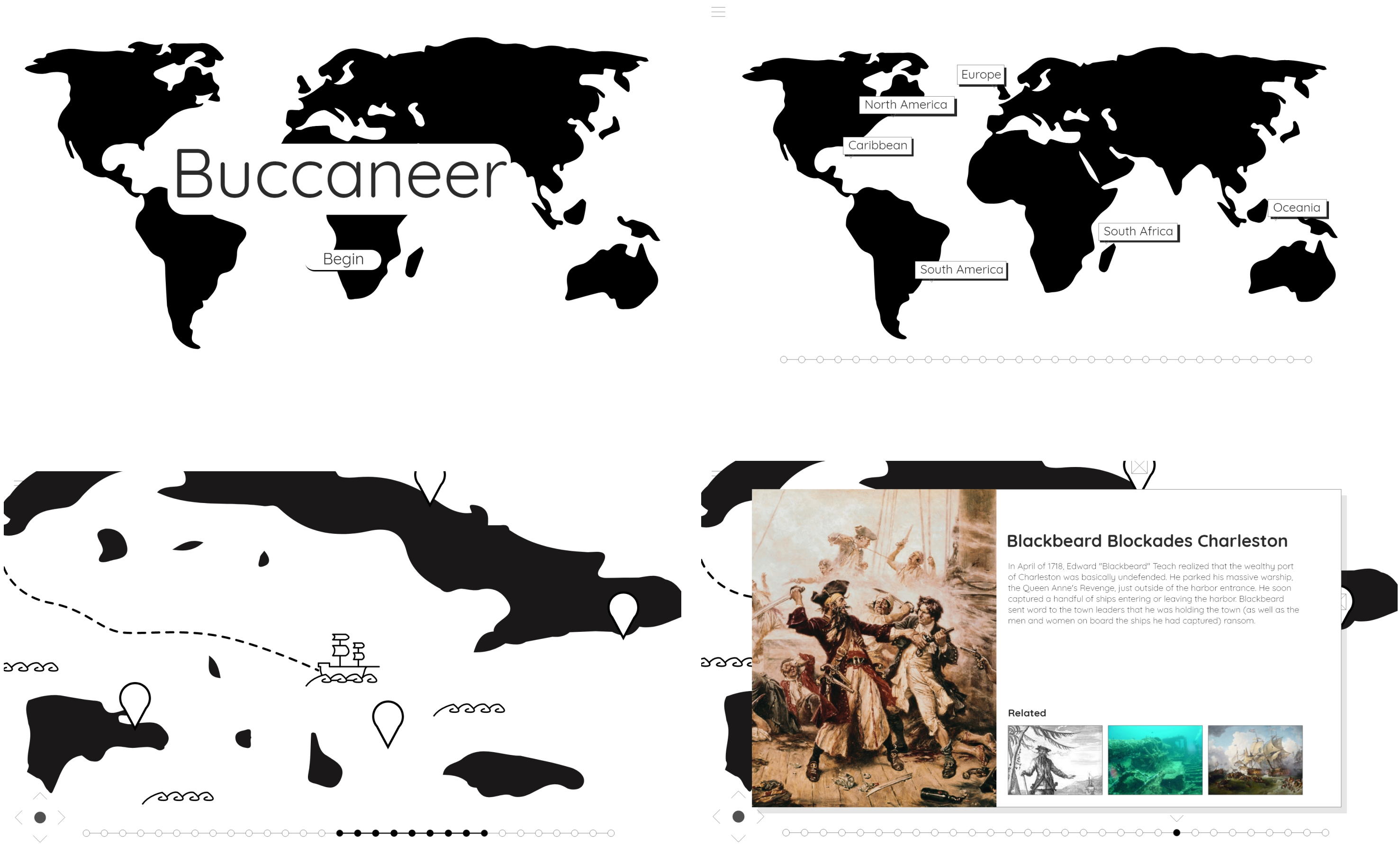
The first wireframes for buccaneer. The workflow remained relatively the same, beginning with the title card then region view, and then the sailing mode in order to properly transition between every state of Buccaneer.



WIREFRAMES V2

Introducing Content

The second draft of Buccaneer wireframes which introduced potential imagery for the content. I later reduced the amount of related stories in order to allow for a more thorough description of each region so that the user better understands the area.



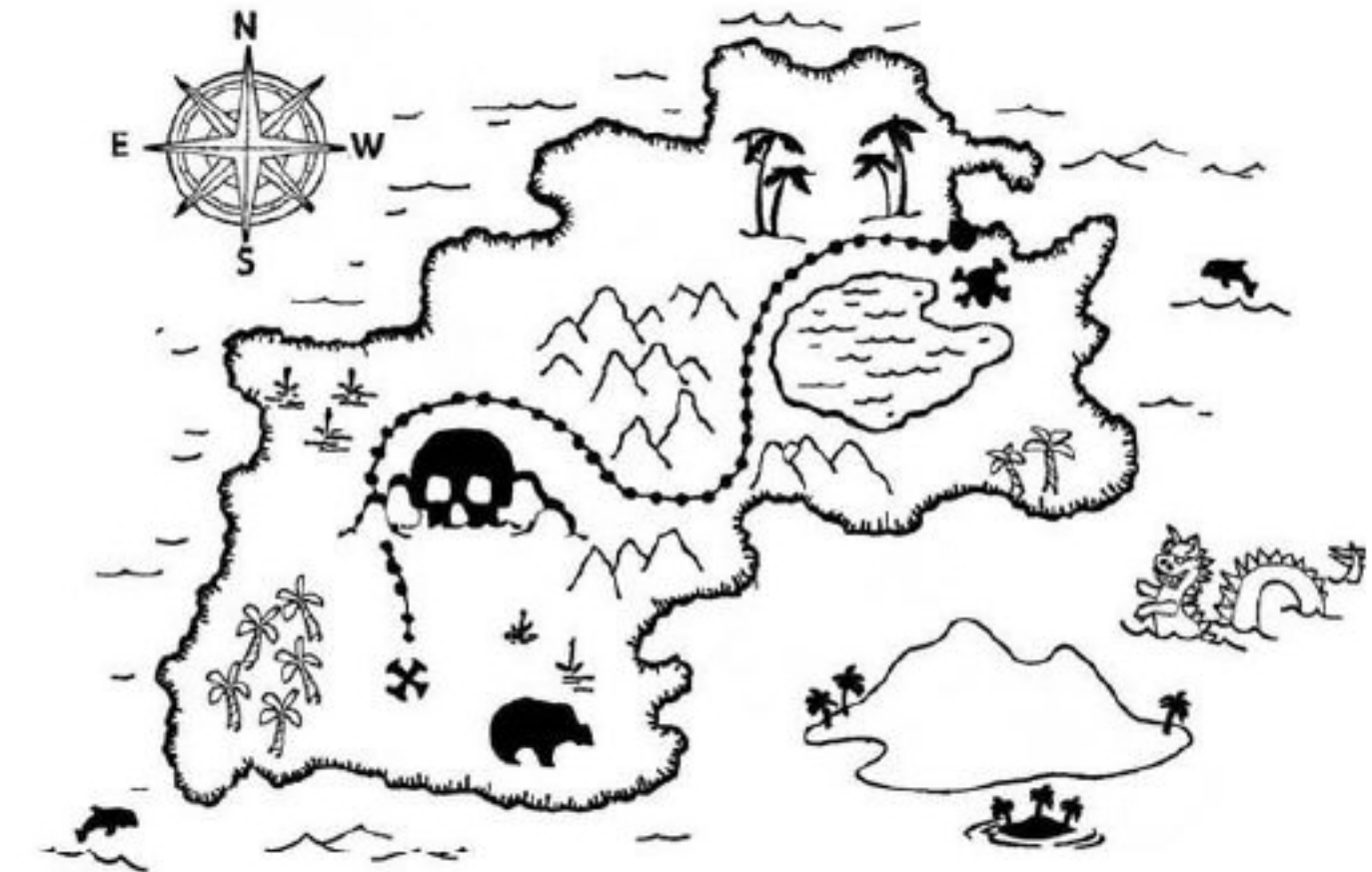
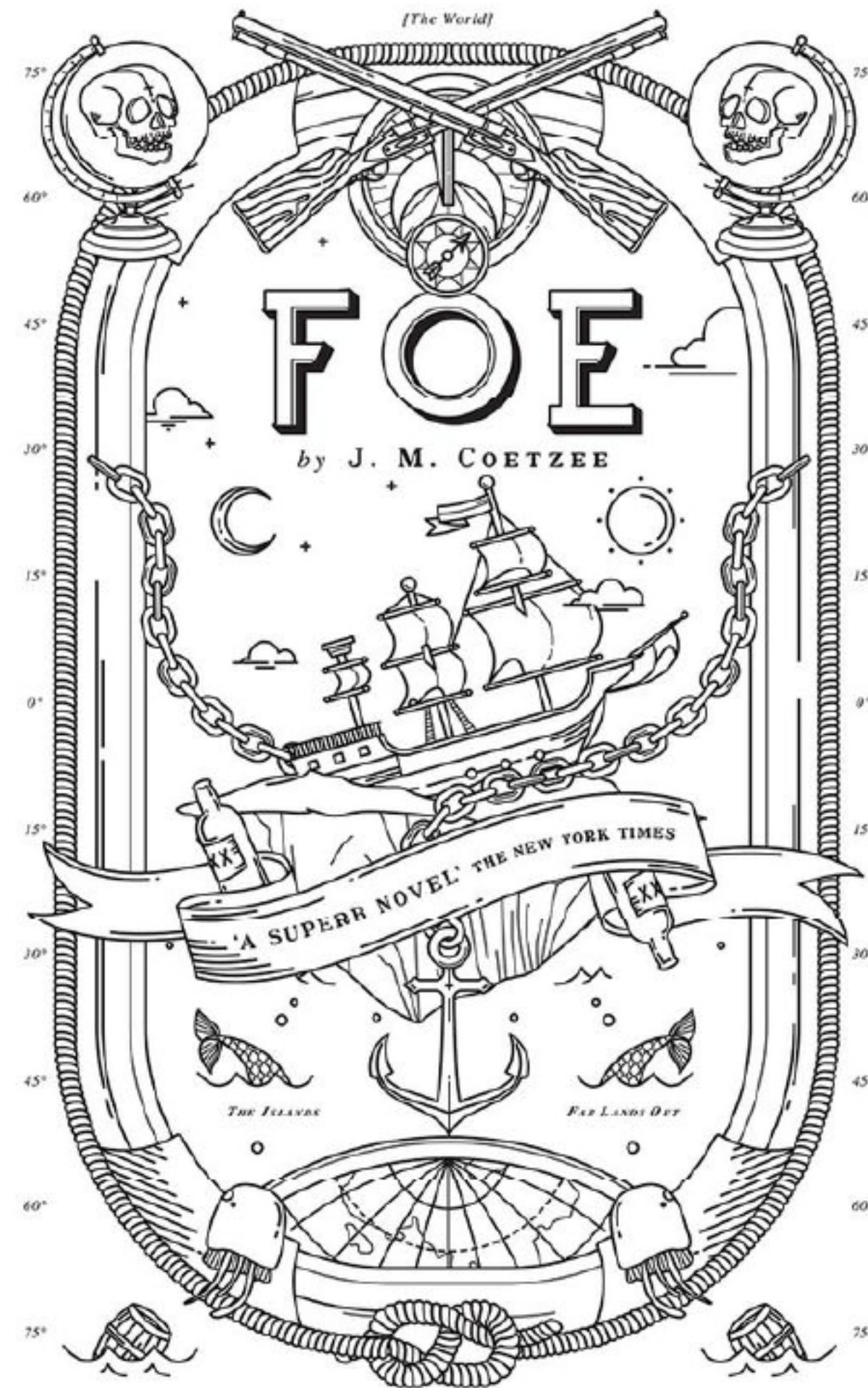
INSPIRATION BOARD - 1

Piracy Revived

This visual direction looks to translate elements and themes of the Golden Age of piracy and translate them into a modern style for new audiences. This approach looks to present piracy in a new way in order to replace the notions of what some may believe to be "pirate-style."

Keywords

- Modern
- Simple
- Geometric
- Clean
- Evolved



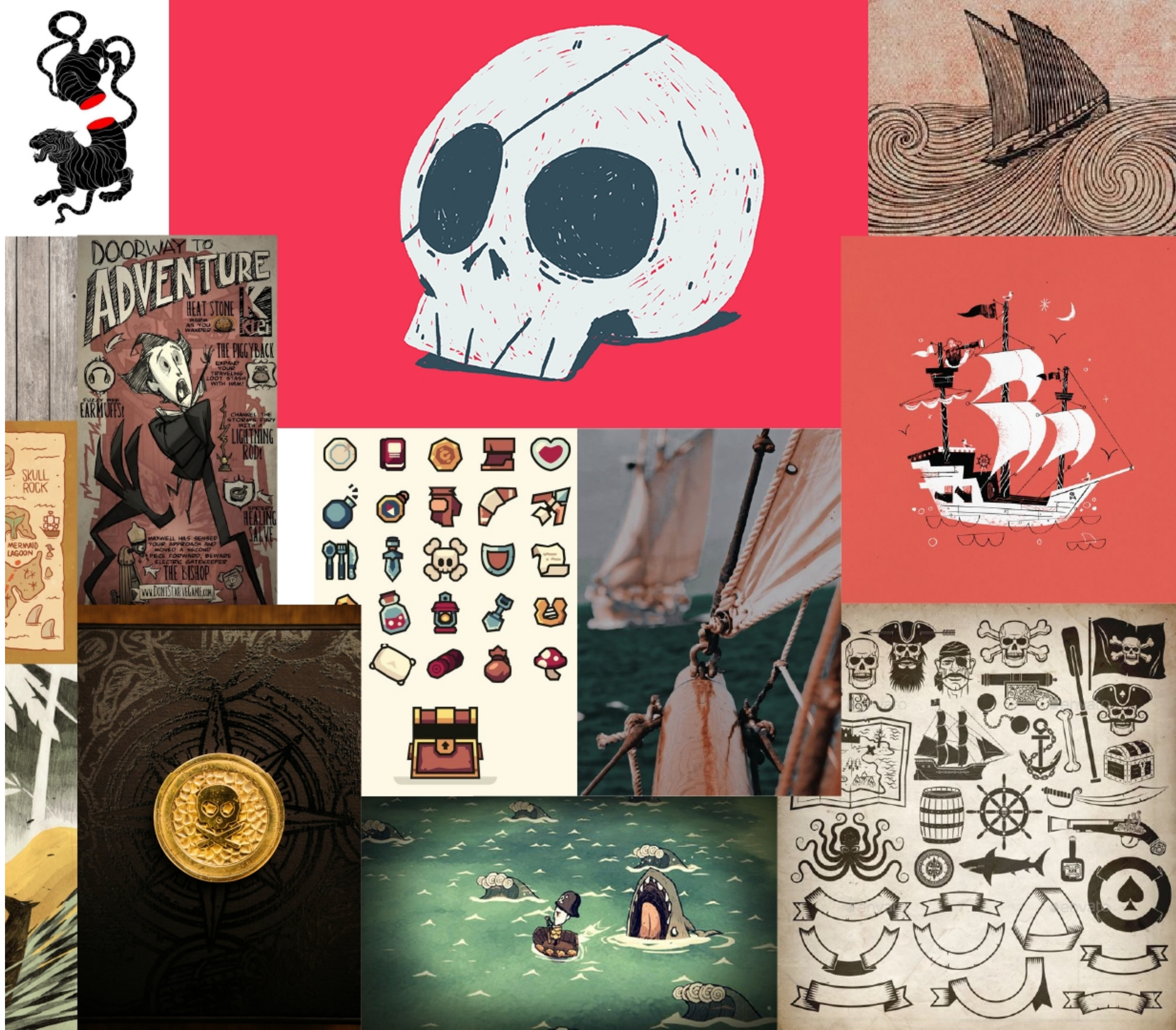
INSPIRATION BOARD - 2

Buried Treasure

This direction focuses on invoking the aesthetics of the Golden Age of Piracy. With the heavy use of texture and faded colors, I hope to create a pleasing aged design to help better put the audience in the time period of the subject at hand.

Keywords

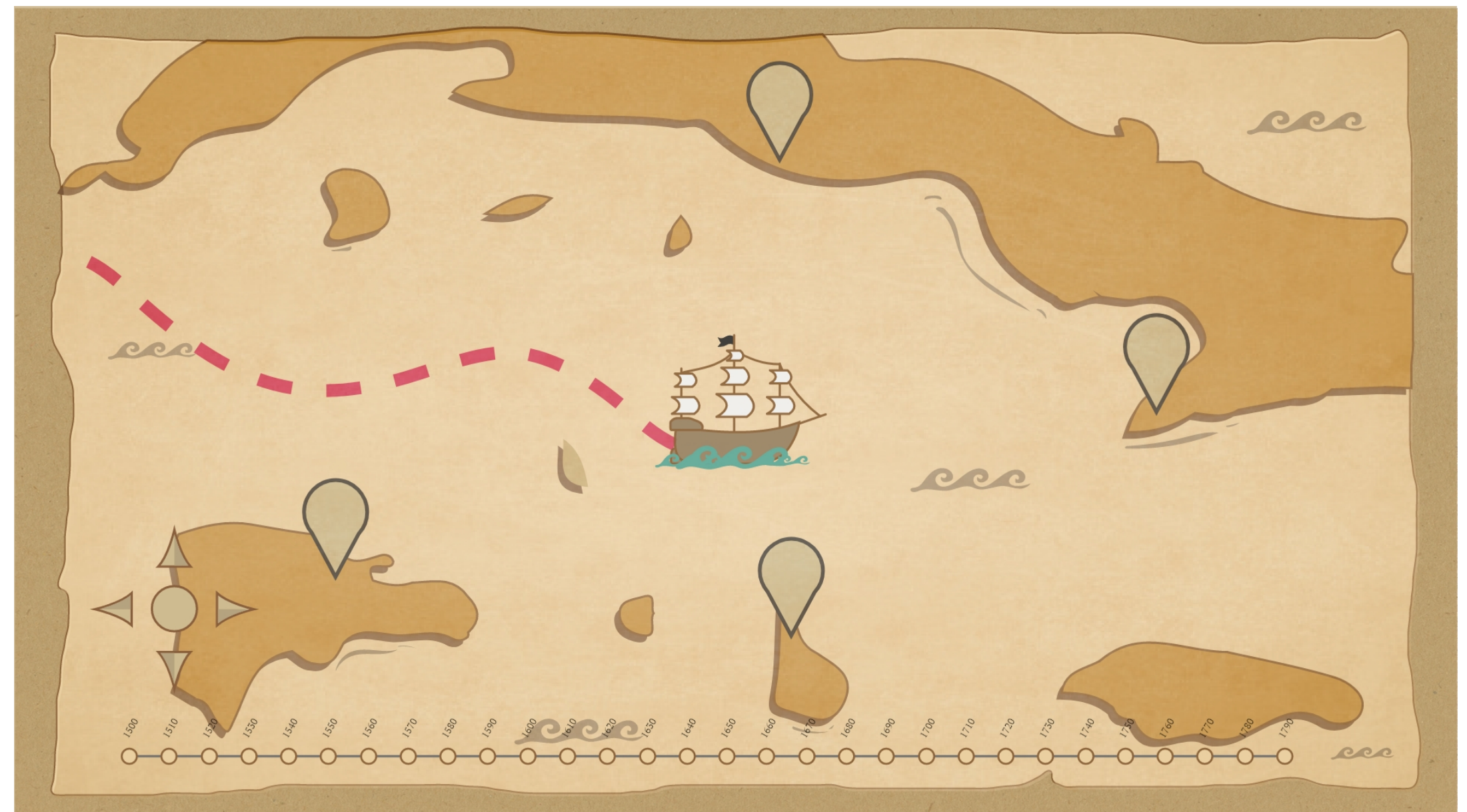
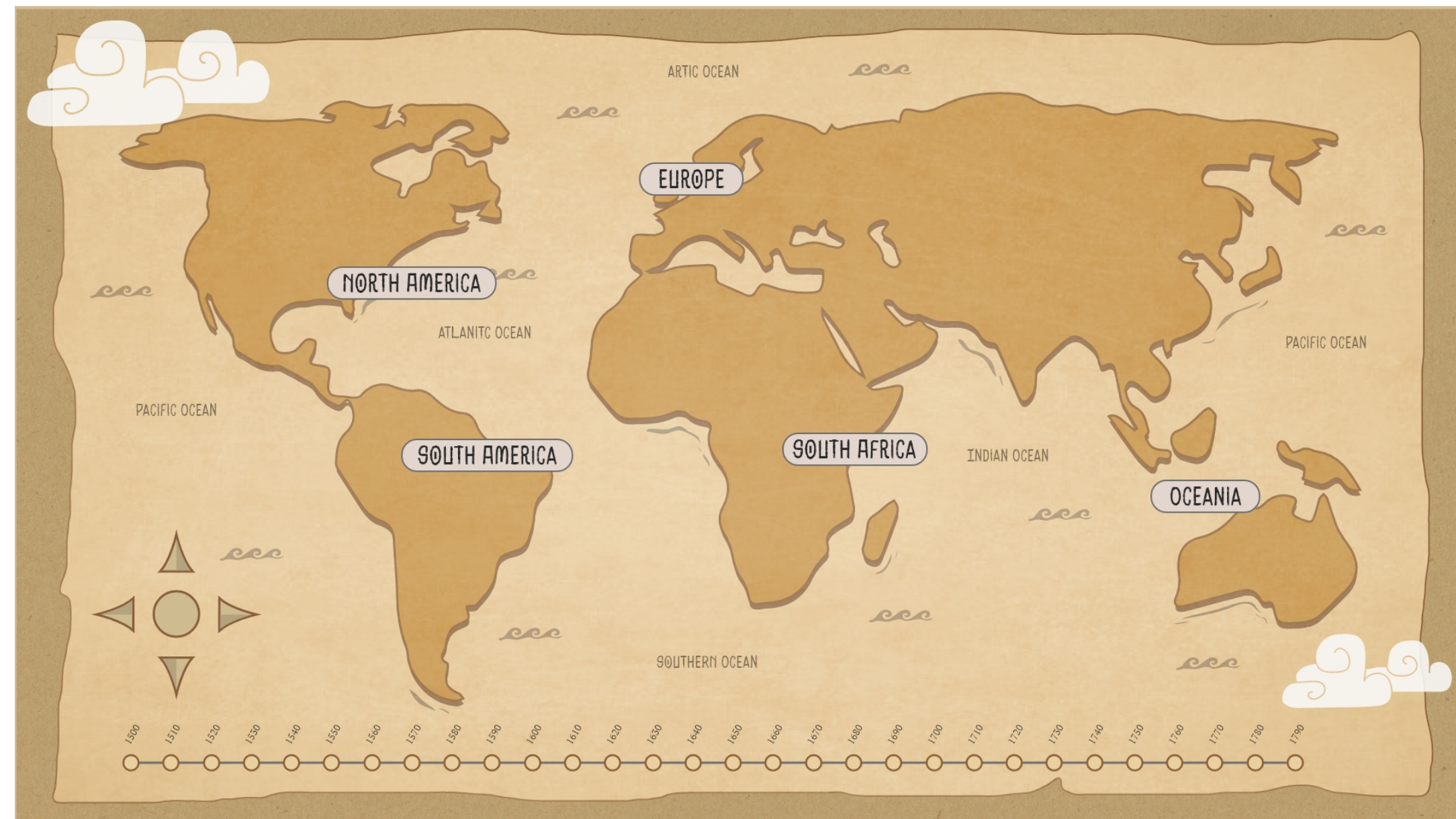
- Aged
- Adventurous
- Worn
- Detailed
- Classic



VISUAL COMPOSITION V1

Creating the Buried Treasure style.

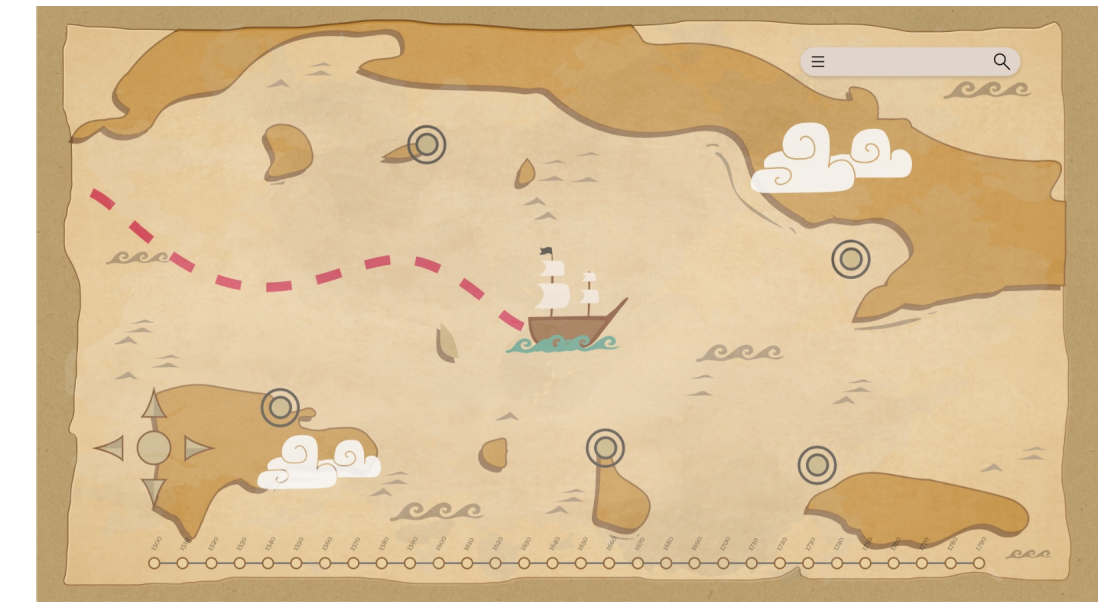
The initial idea for the graphic style was to make it appear like a map from the golden age, hence the border around the content. I also began working on creating the landing page, in which I hoped to explain the overall concept to the user. The problem was that it was too much to read upon first usage.



VISUAL COMPOSITION V2

Adding in text content.

The main difference was the initial design of the regional and event based information tiles. I decided to try and then design them with the same paper texture feel, but the color made the content more difficult to read. Further, I changed the map graphics to be more detailed, to better invoke the style of maps from the time period of the Golden Age of piracy.



FINAL COMPOSITION

Intro Screen

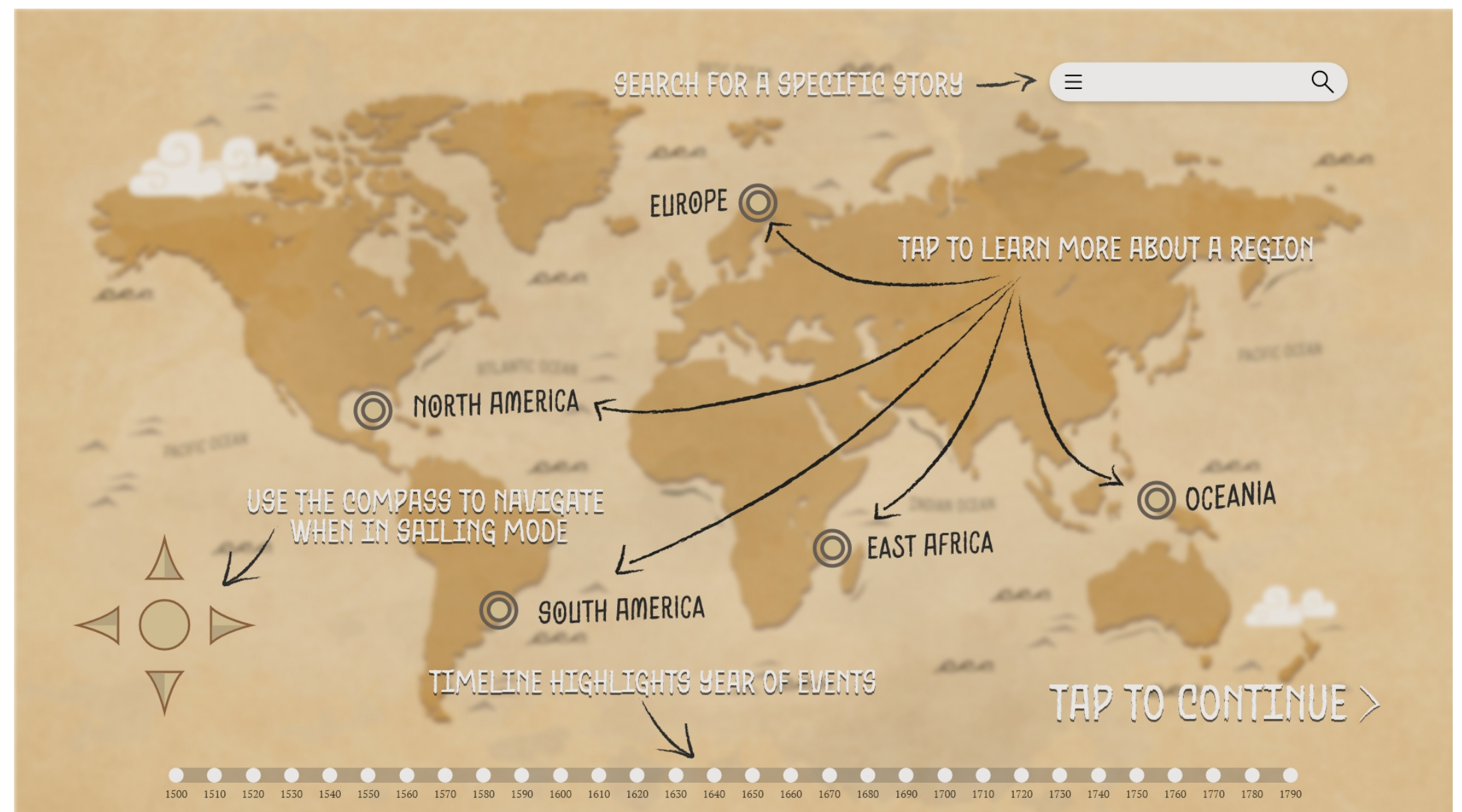
For the final landing page, I pushed the clarity of the "Touch to begin" prompt by adding in a white highlight, which is also used on later screens to indicate interaction. From there I added a background blur to the map so it would not interfere with the prompt. I also removed most UI elements such as the compass and timeline to not overload the landing page with content.



FINAL COMPOSITION

User Instruction

I added in a screen with overall prompts that inform the user how to navigate Buccaneer at every stage. It goes over potential interactions as well as explain the purpose of UI elements that aren't interactable such as the timeline. I wanted to make sure the user understood the simplicity of the project and ensure that they knew how to properly interact with it.



FINAL COMPOSITION

Region Overview

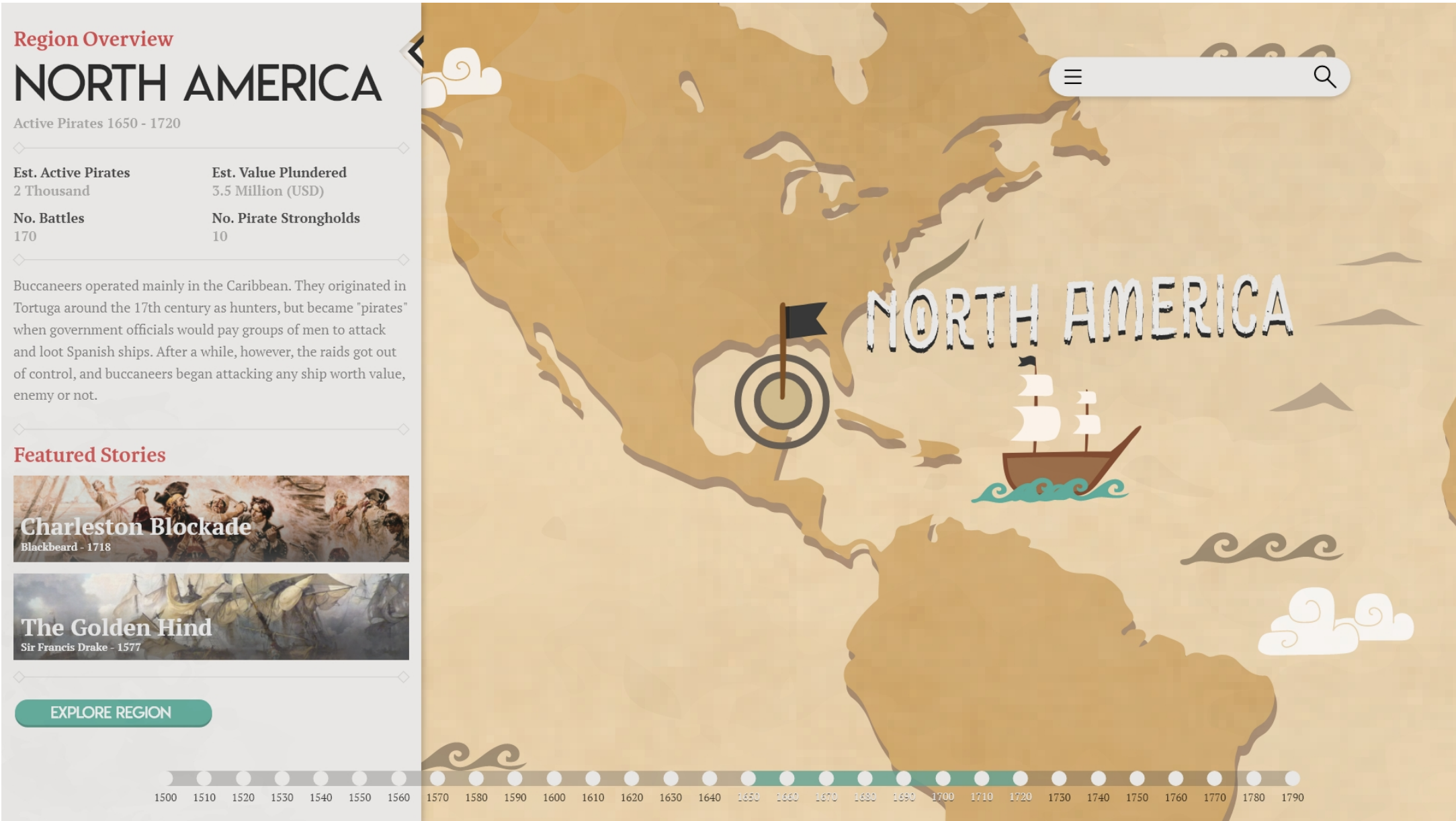
This screen remained relatively the same throughout the design process. I better stylized the region headings and better united the map's text in graphic style. I also reduced the size of the clouds so that they didn't distract from the interactivity. I also updated the timeline to be easier to read on all backgrounds. The map border was removed from all screens to allow more breathing room for the design as a whole, in order to reduce the clutter.



FINAL COMPOSITION

Region Overview - Expanded

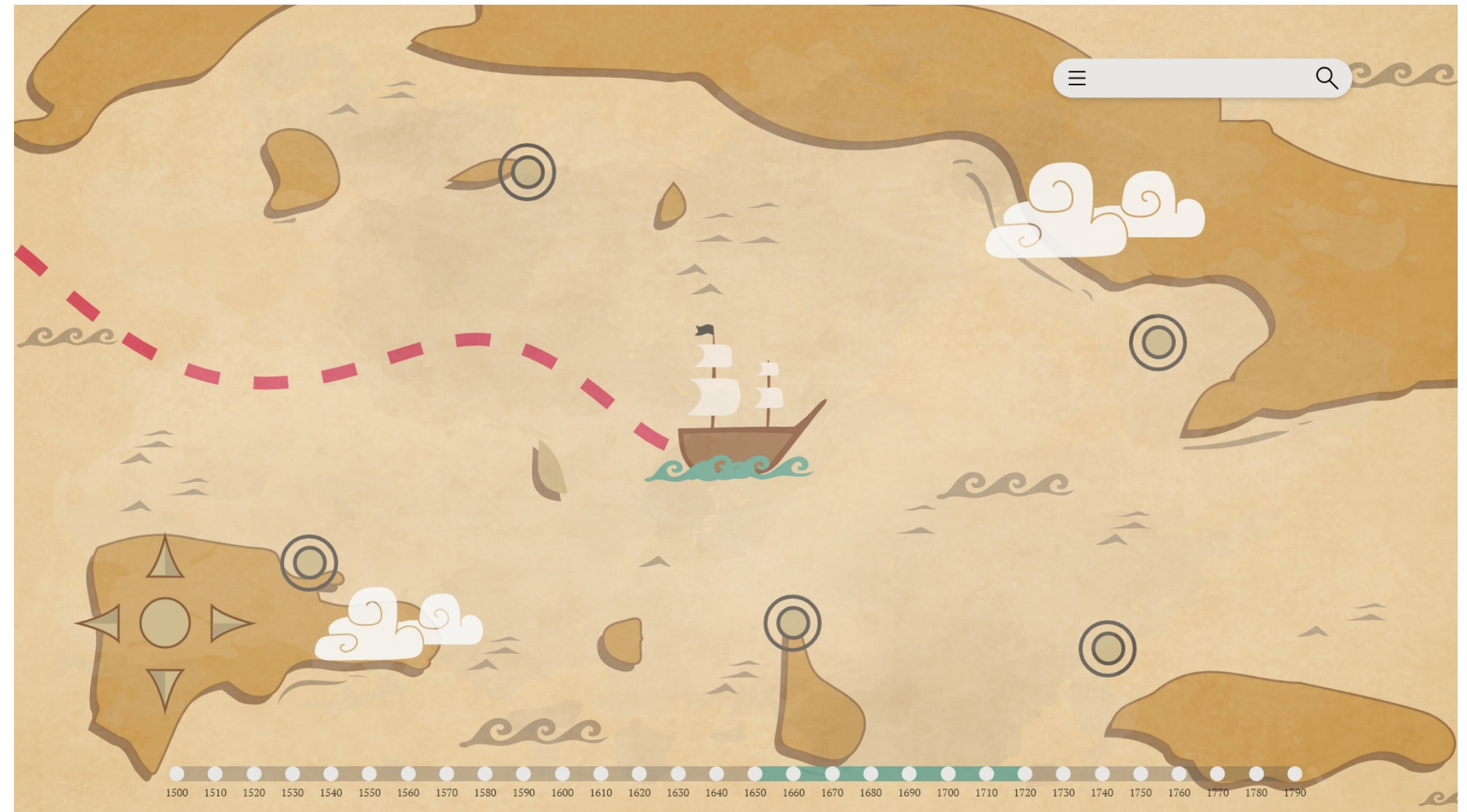
I decided to zoom into the region in order to better indicate selection to the user. In addition to the flag, I added in a the boat from the sailing view to establish the concept that the user would be controlling the boat at the location they selected. From there I cleaned up the overall style of the info tile, adding in less related stories that took up a larger portion of the tile, as well as quick facts for the user to skim towards the top.



FINAL COMPOSITION

Sailing View

This screen was updated to have better styled visuals on the user controlled boat, but overall remained relatively unchanged. I utilized the same tap indicators in the region view to maintain consistency across all screens.



FINAL COMPOSITION

Sailing View - Expanded

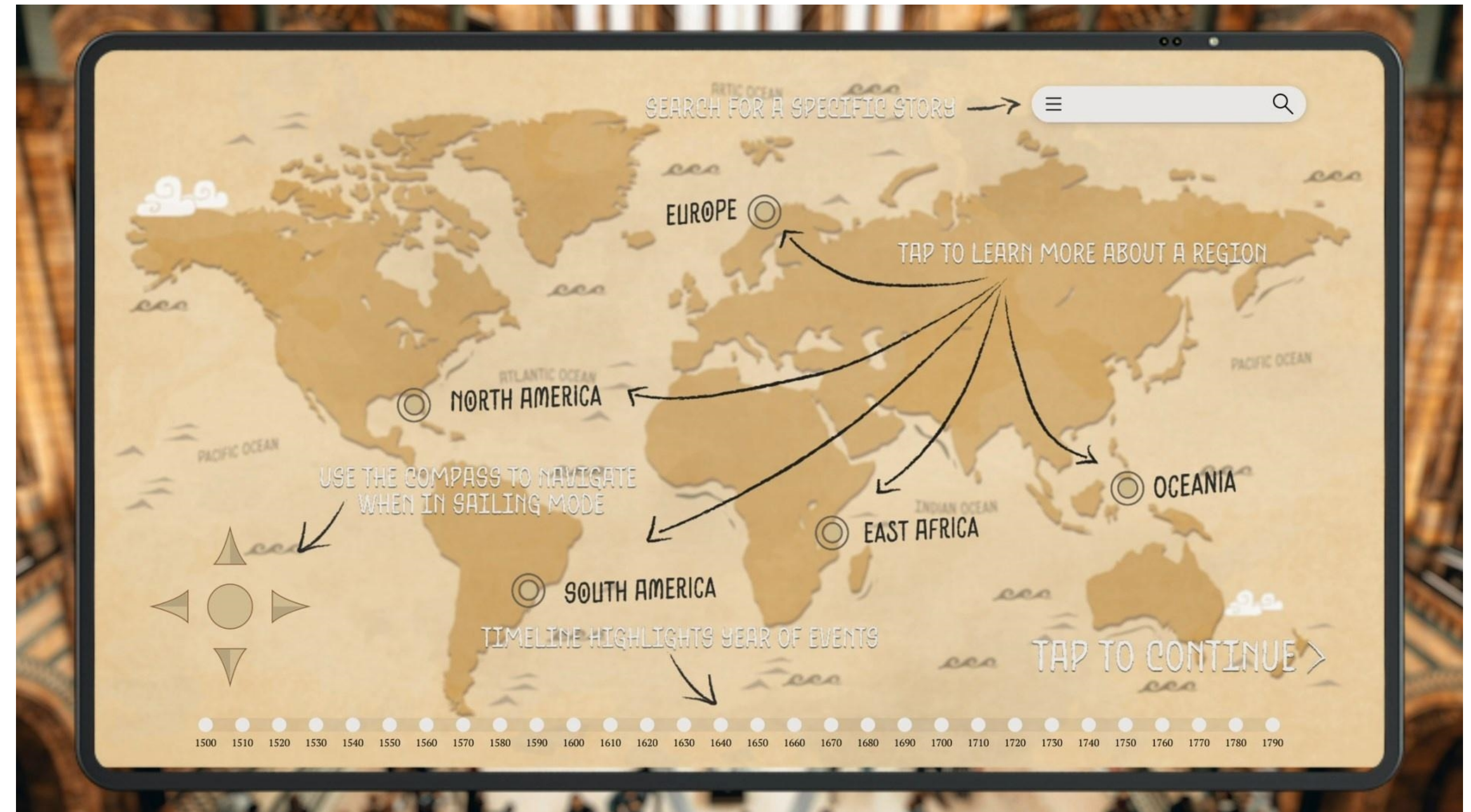
I made the graphic tile in the same style as the region overview but with less quick facts, and I added more room for related stories. The artwork at the top would depict the event in question just like in the example. As shown, the timeline would adjust to highlight the year of events in which the story took place.



ANIMATED PROTOTYPE

Museum Kiosk Enviroment

<https://vimeo.com/548629566>



CONCLUSION

The importance of text hierarchy and engaging visual design

My solution focused upon an emphasis of clarity and legibility. This, paired with visual design that better places the user within the context of the information, allows anyone to quickly and thoroughly retain the information they browse.

APPENDIX

Citation

https://en.wikipedia.org/wiki/Golden_Age_of_Piracy

<https://www.history.com/news/8-real-life-pirates-who-roved-the-high-seas>

<https://www.history.com/news/6-famous-pirate-strongholds>

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<https://uxdesign.cc/7-predicted-ux-trends-for-2021-6014b9f0e3b4>