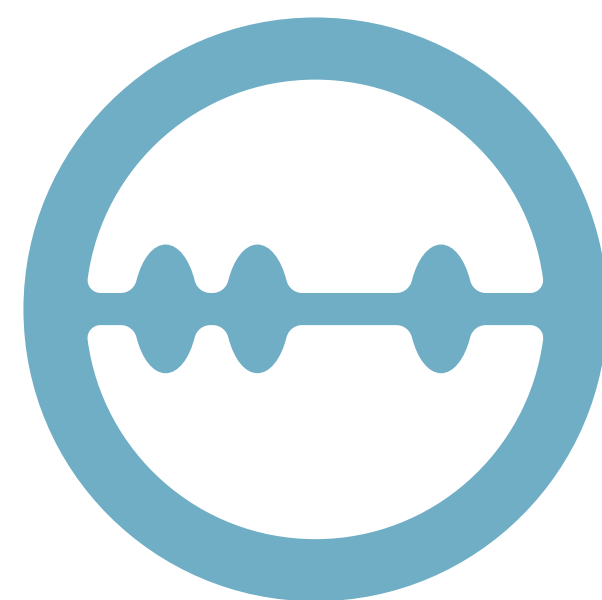


# abacus

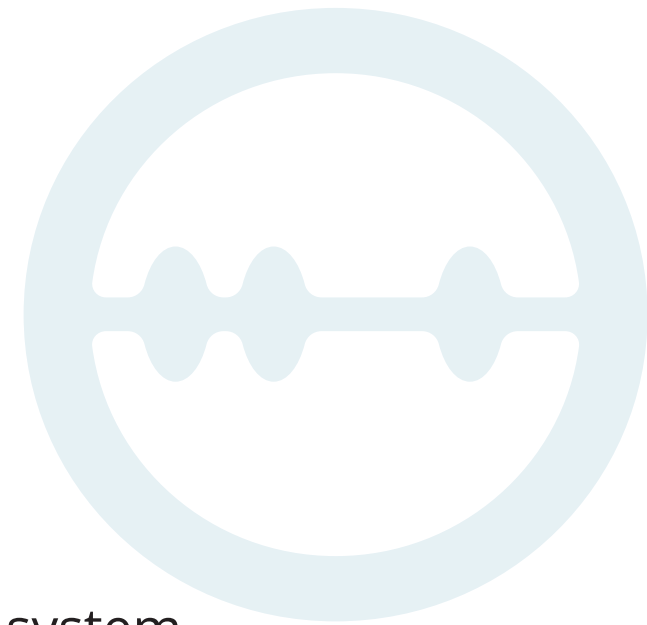
Justin Bishop, Amanda Curtis, Brianna Doyle, Ben Stanfield



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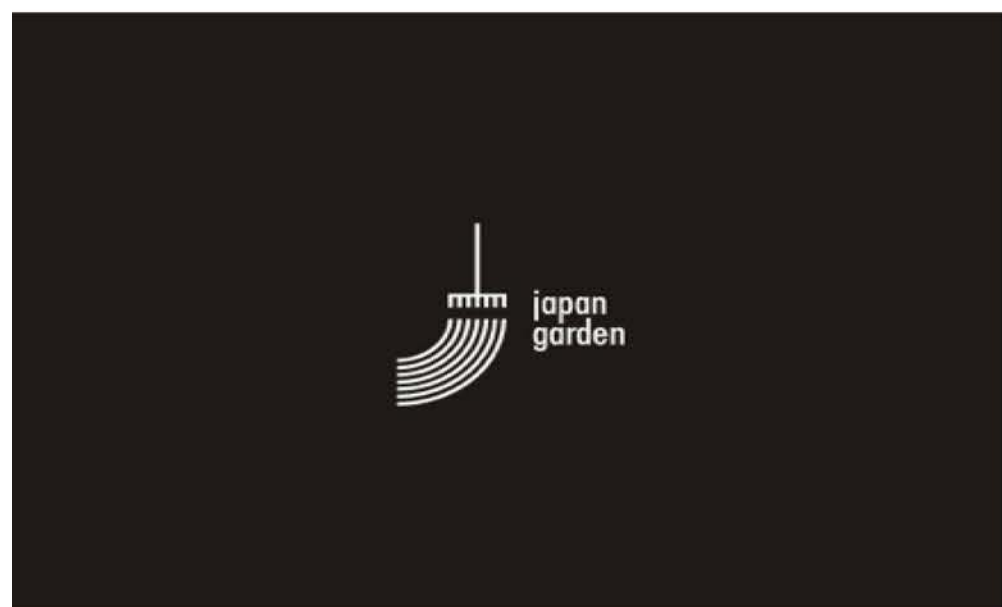
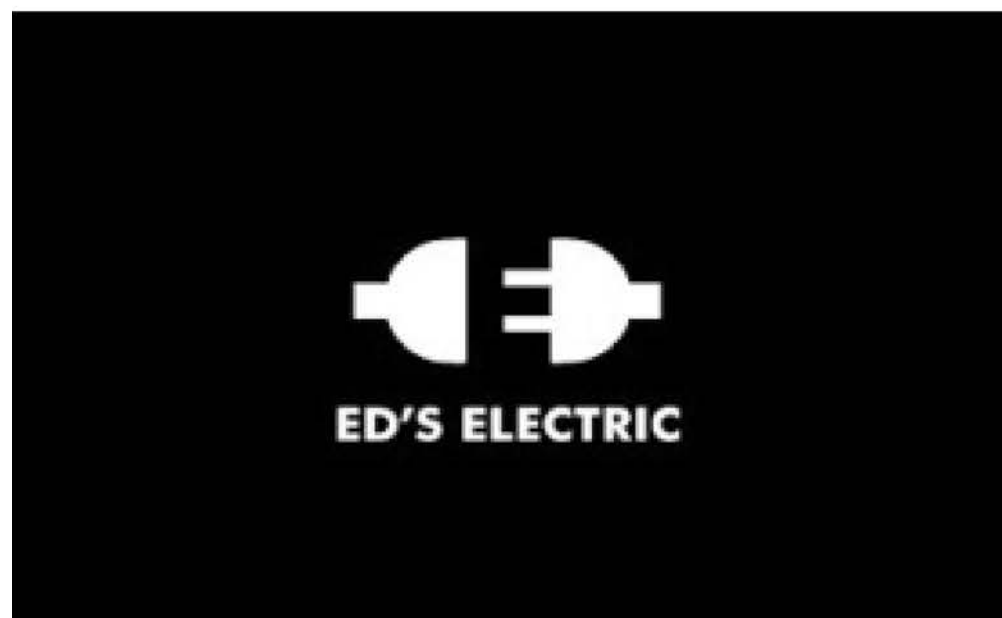
# Preface



Abacus is a new parking system that changes the way metered parking works. The system has two main components: a new physical meter and a companion app. The meter will have a sensor that will recognize when a car is parked in the designated spot. The meter will have an option for coins and cards in case users do not have smart phones. The app will allow the user to pay through paypal, apple pay, venmo, or by entering credit card information. On the app, the user can see how much time is left and if needed add more money to the space. Once there is only five minutes left the user will get an alert.

An abacus is a simple calculating tool used before the widespread use of the modern numbering system. This inspired the name of our product; we wanted a name that embodies the main theme of our brand: simplicity. Abacus replaces a commonplace and outdated method of parking with a streamlined, easy to use interface. It allows for convenience, so users do not have to worry about parking expiring or leaving their location to refill the time slot. We wanted the Abacus brand to effectively portray these traits.

# Brand Inspiration



SUIT africa



ingenio



abc  
P R O M O

ideas

mood  
board™





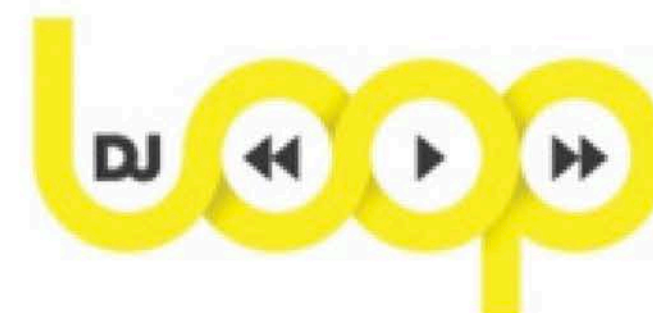


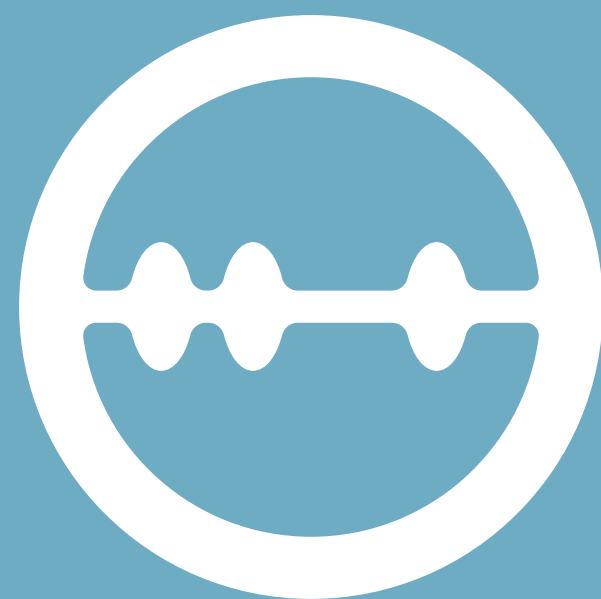


© Can Stock Photo



THINK

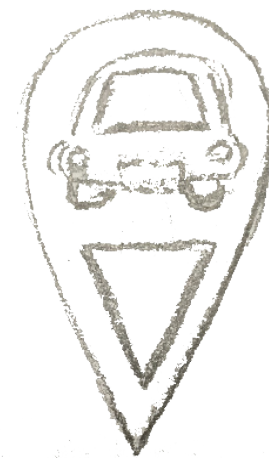
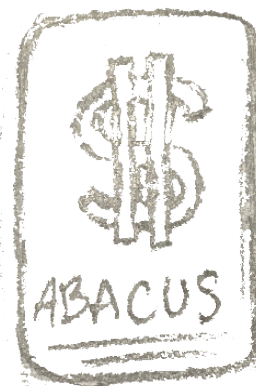
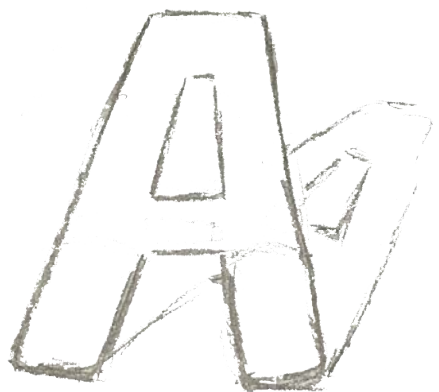
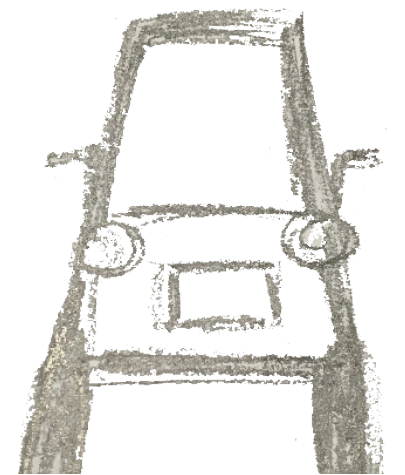
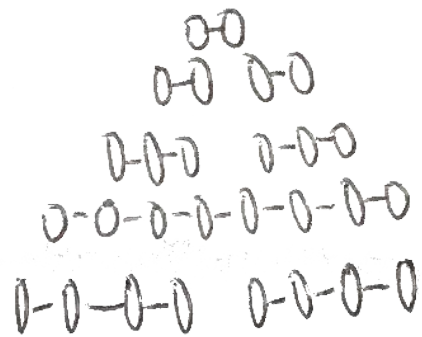
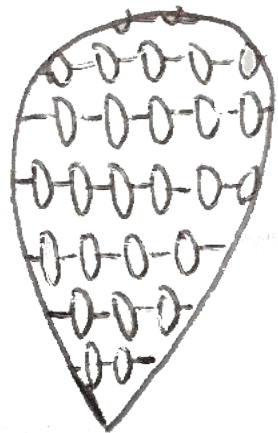
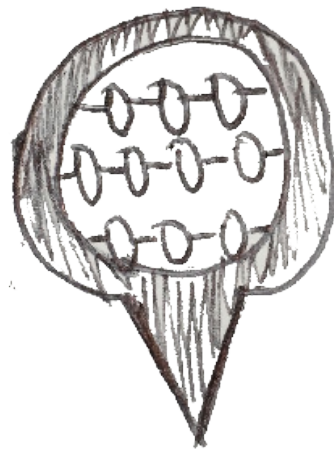
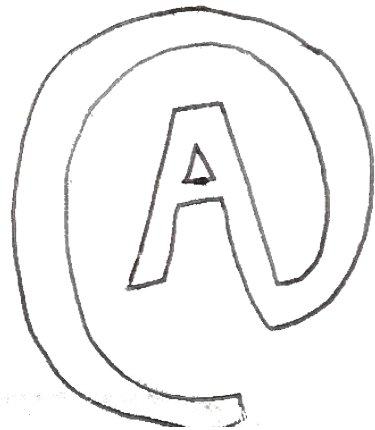
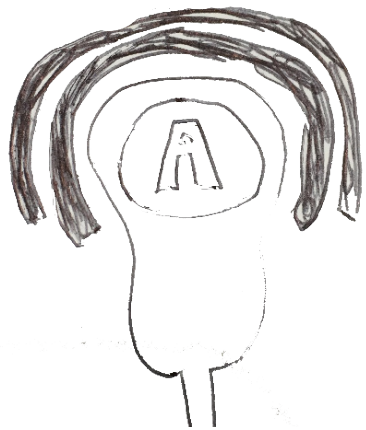


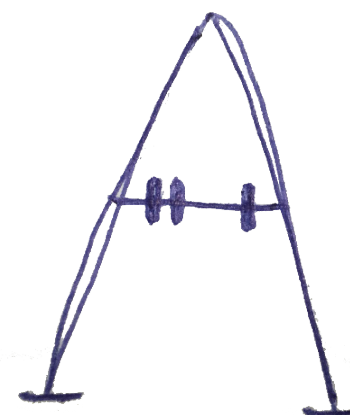
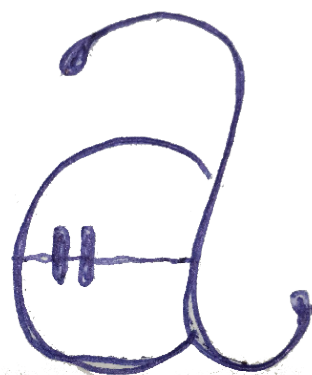
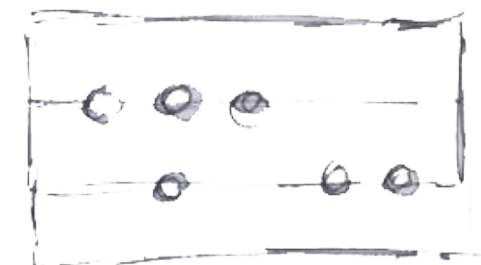
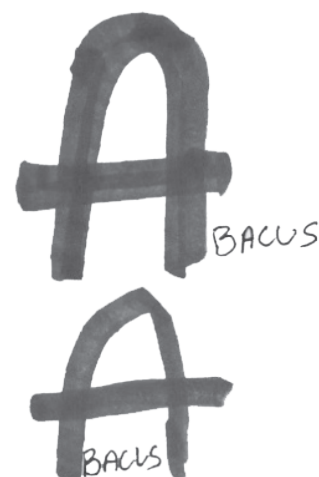
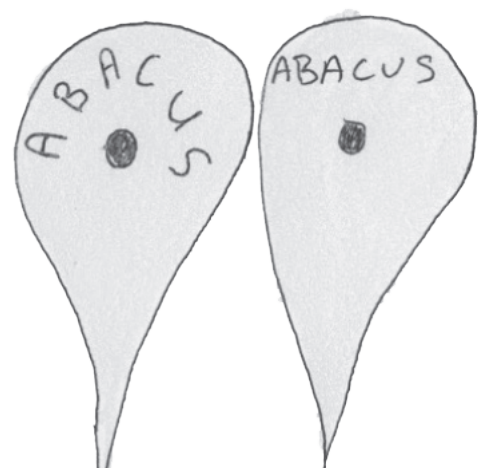
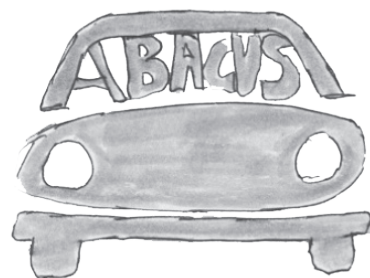
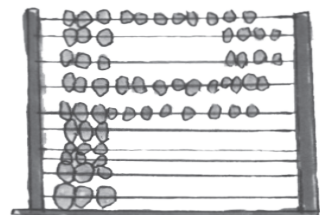


# Logo Design



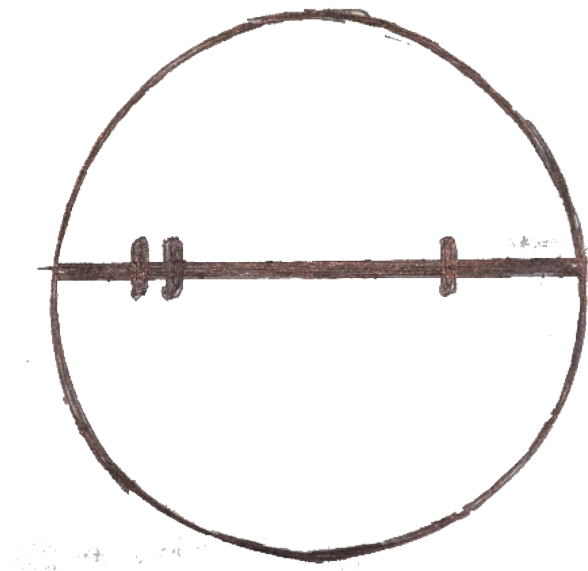
# Thumbnail Sketches



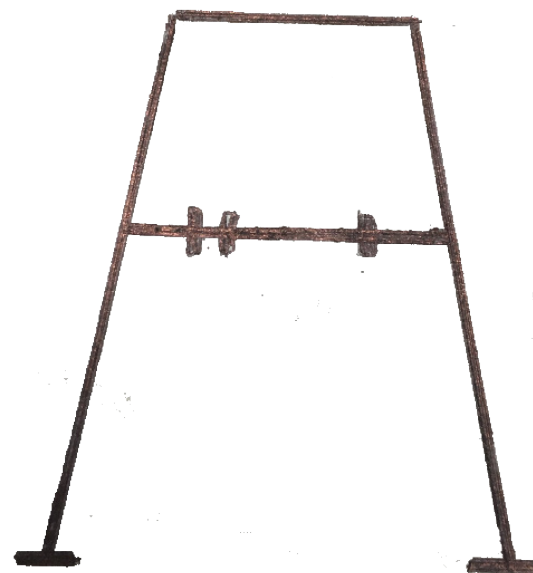




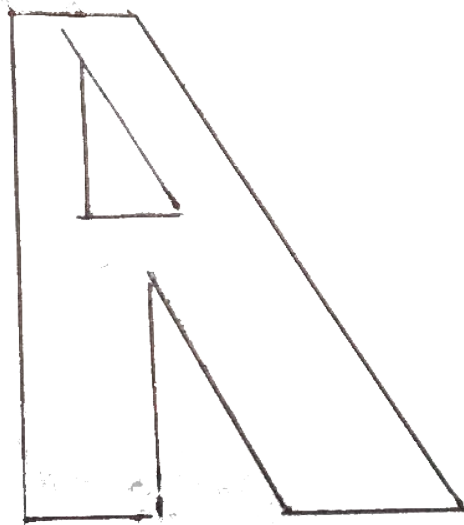
# Refined Sketches



This design was chosen because it is simple while still connecting the name of our company to the brand.



Simliar to the previous design, this also connects the name to the brand; however, this connection is made stronger by the use of the "A".



The A is simple and straight to the point: A for Abacus.



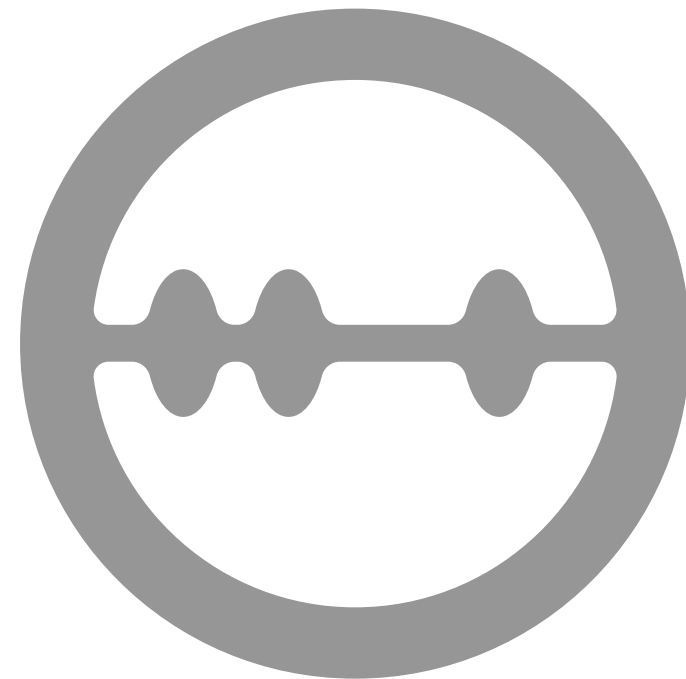
This takes the previous design and adds more depth by relating the logo to the purpose of the company.



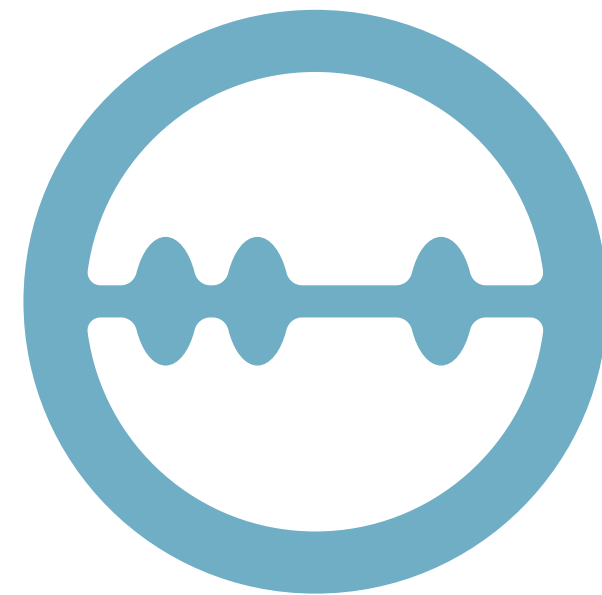
Instead of using just an A, this sketch includes the full name, clearly emphasizing the brand. Next to the name is a minimal representation of an actual abacus.



# Digitized Sketches



The final two designs were chosen because of their minimalist features. Both sketches emphasize the simplicity that we want our brand to portray. In the end, we chose the second sketch to represent our brand. It references the name of our company in a smart yet subtle manner through the stylized version of an abacus. This design gives us a trademark that makes us easily recognizable on any parking meter, even from a distance. In addition, the rounded nature of the logo allows it to be easily implemented into an iOS app. Overall this logo is clean, sophisticated and truly representative of our company's brand





# Typography

ALIEN LEAGUE

Webly Sleek

COCOMAT

VONIQUE 64

District Pro

Quicksand

Perisphere

Riesling

Open Sans

KLEPTOCRACY TITLING

Exo

Bariol

**hardly worth it**

OH MIGHTY ISIS

*Buffalo Nickel*

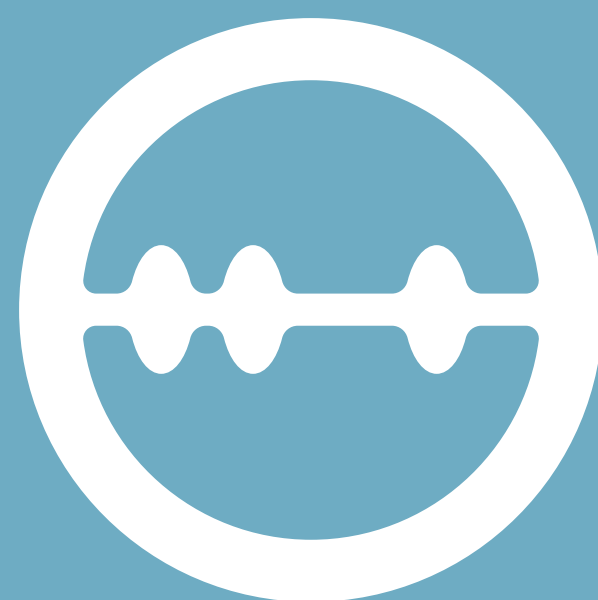
Aller

DESIGN

Circular

CUPPAJOE

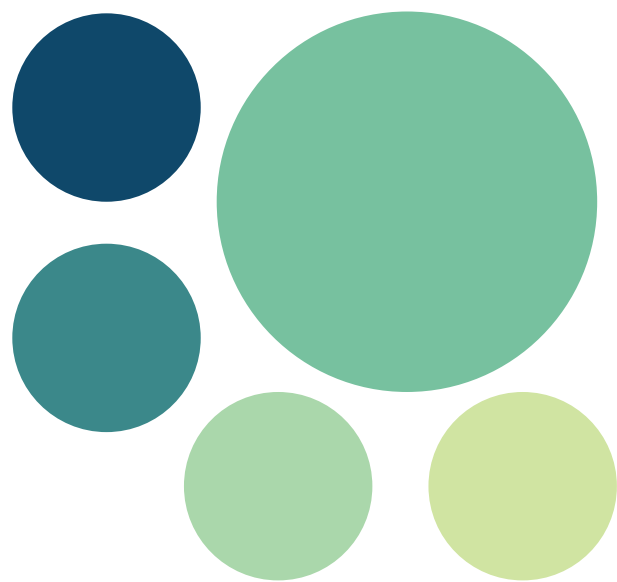
AEROJONES NF



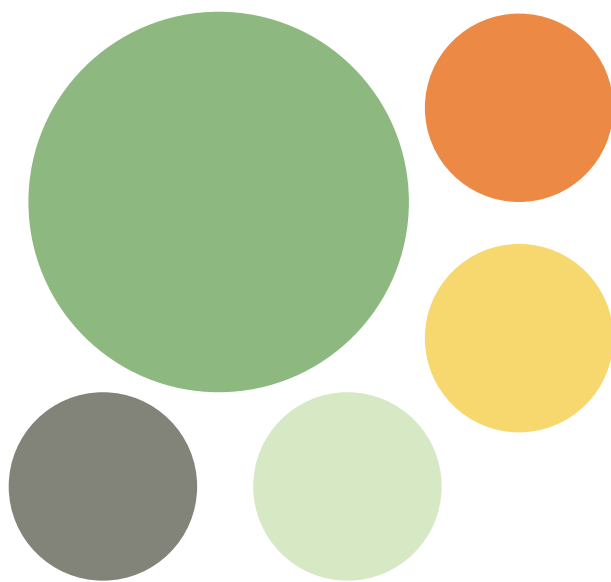




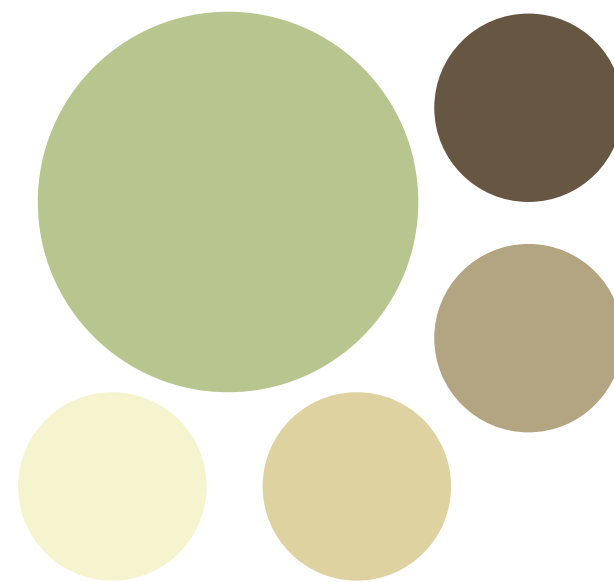
# Color Schemes



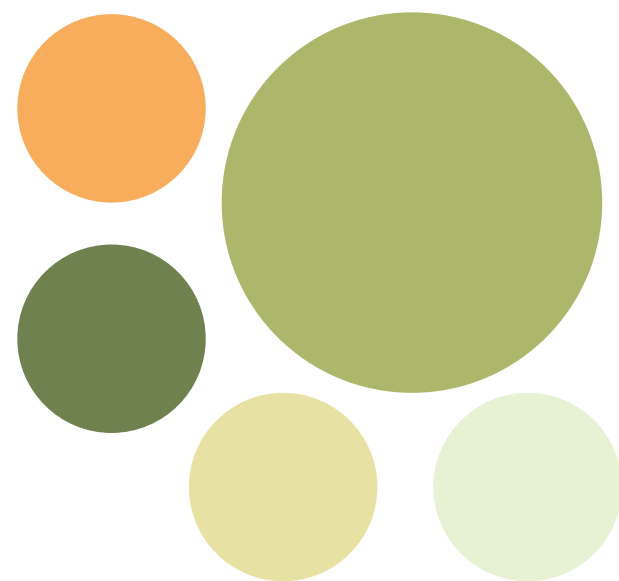
1



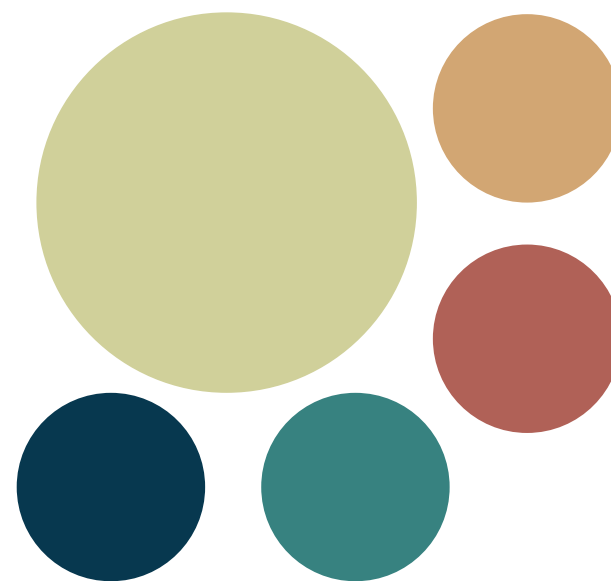
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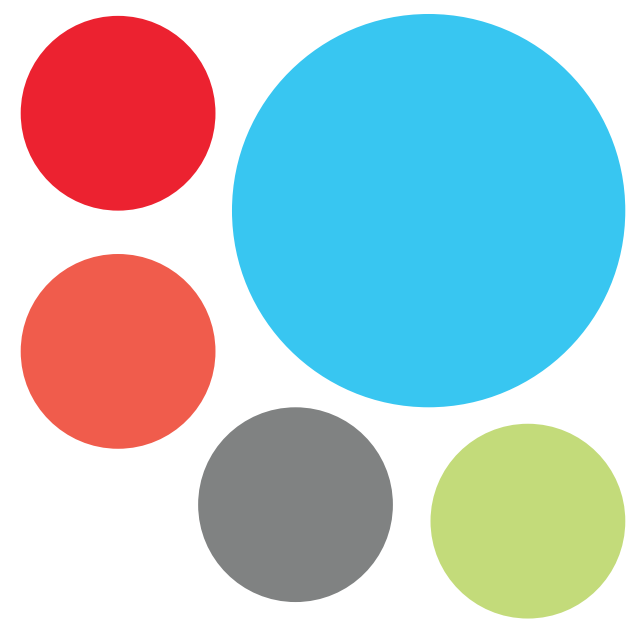
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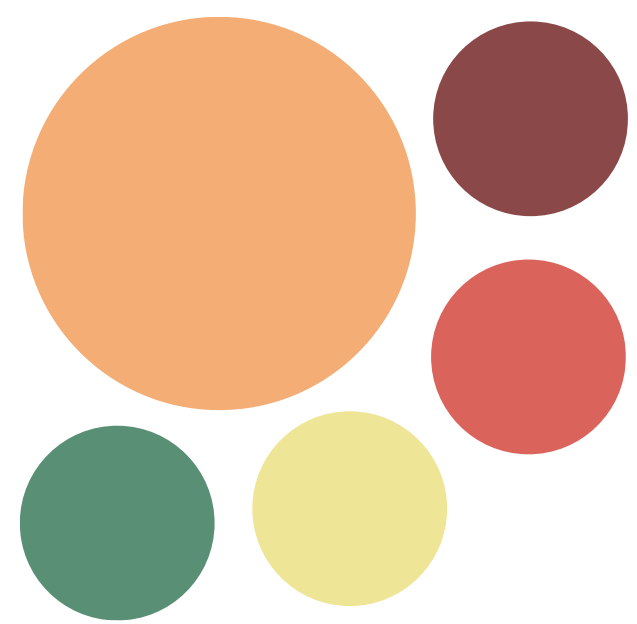
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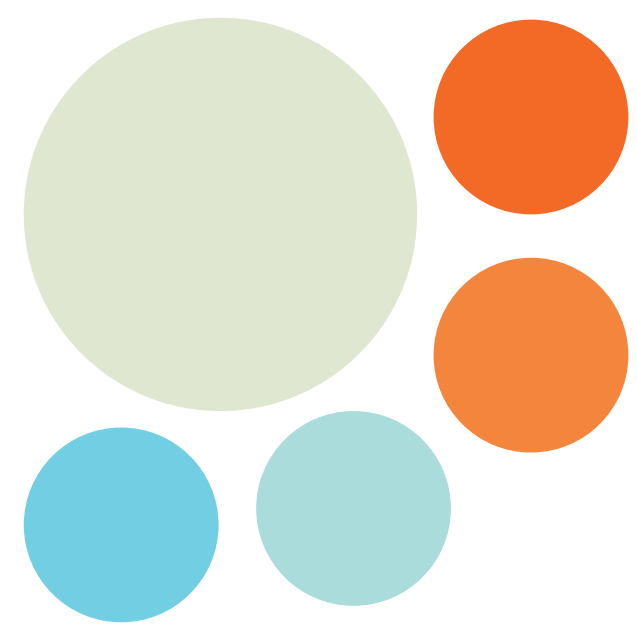
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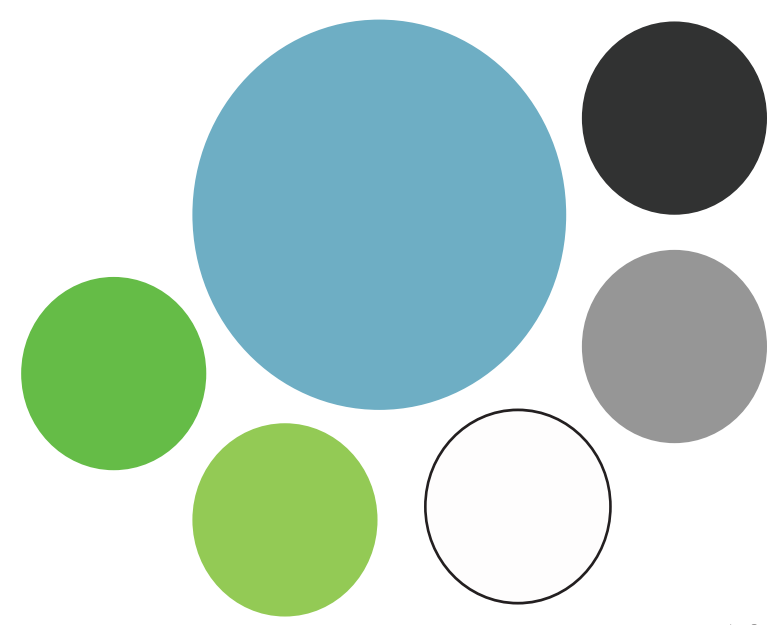
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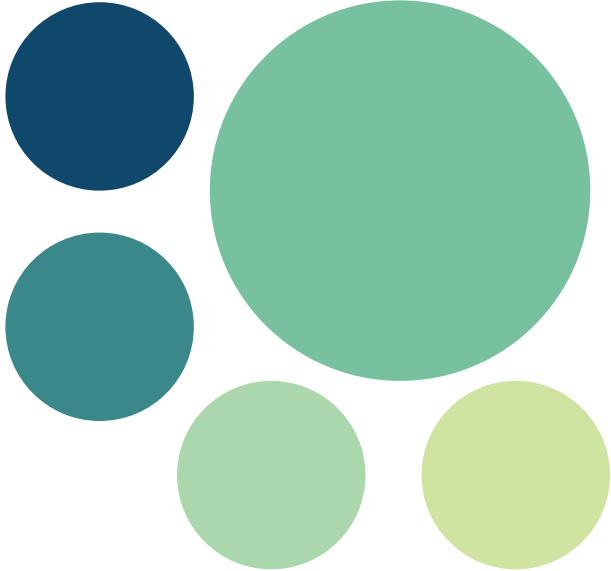
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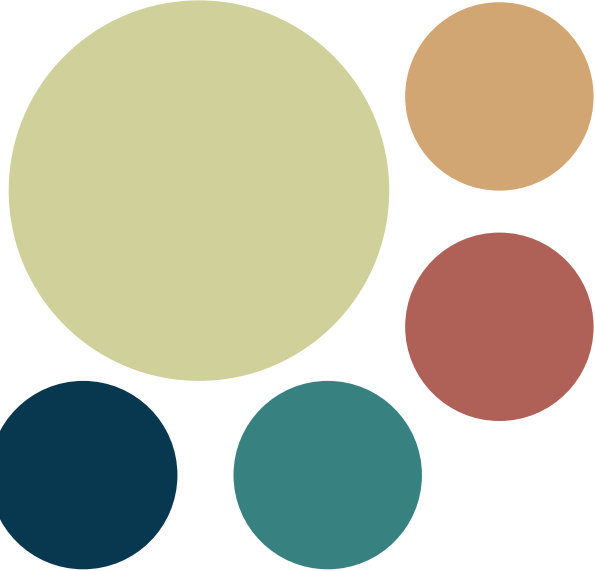
10

# Top Five

1



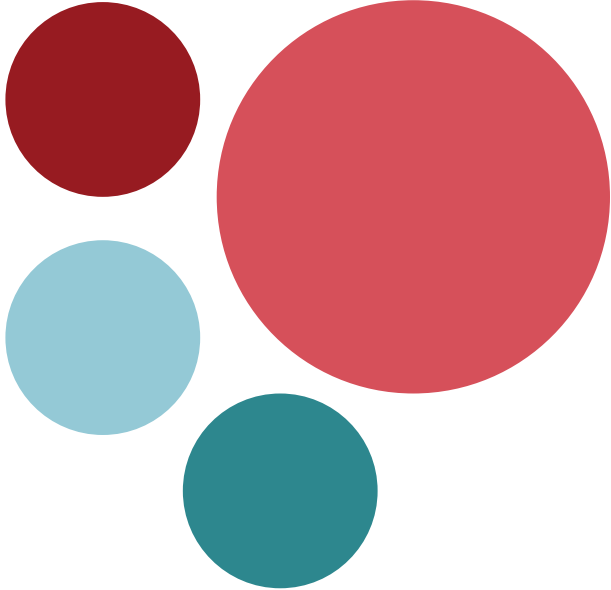
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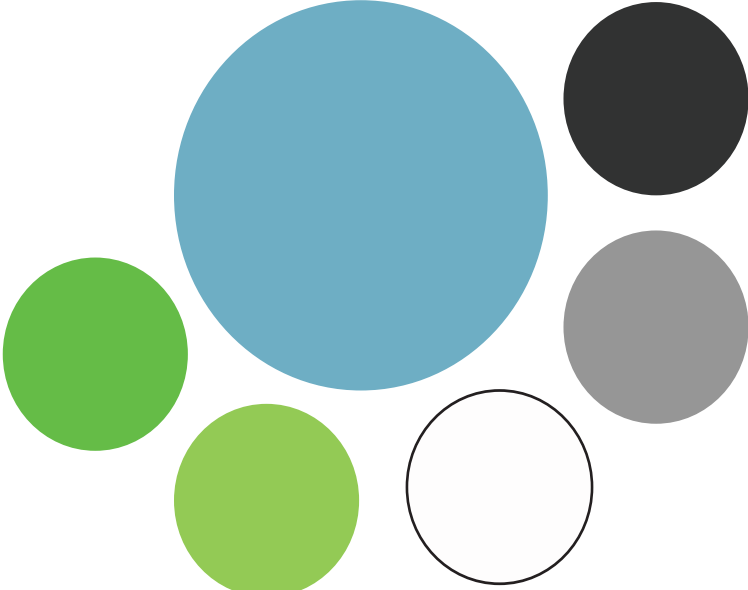
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9

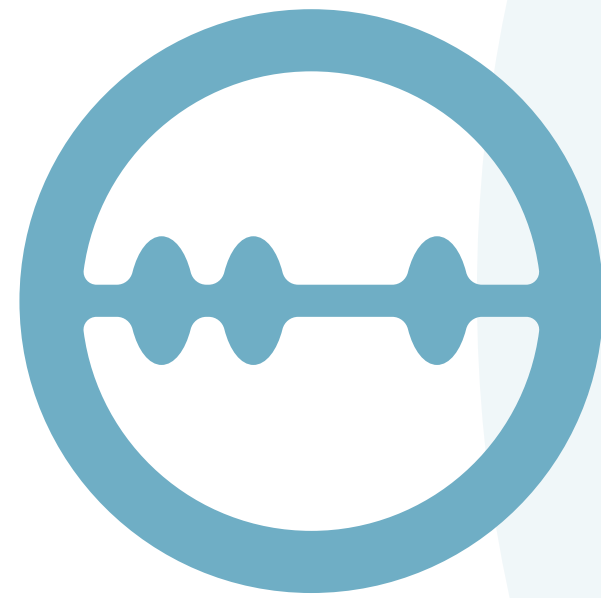


10



Our top five color schemes were 1, 5, 6, 9, and 10. In each palette there were specific elements that we liked. For color scheme 1, the analogous scheme of aqua blues and light greens appealed to us, but we felt the colors were too soft. Palette 5 features a tetradic color scheme with an earthy overtone to unify the warm and

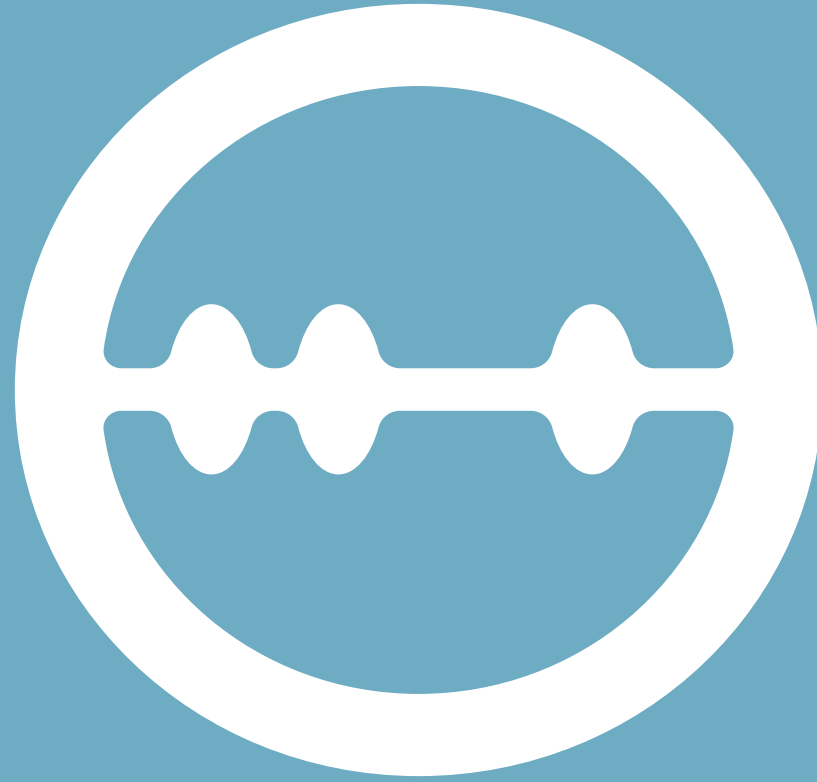
cool colors. Palette 6 uses bright, bold complementary colors with a grey accent. Palette 9 uses more sophisticated blues and reds with no accent colors. Blues and greens were at the center of palette 10, but the values were stronger than palette 1. White and black accent colors were added to 10 to sharpen the look.





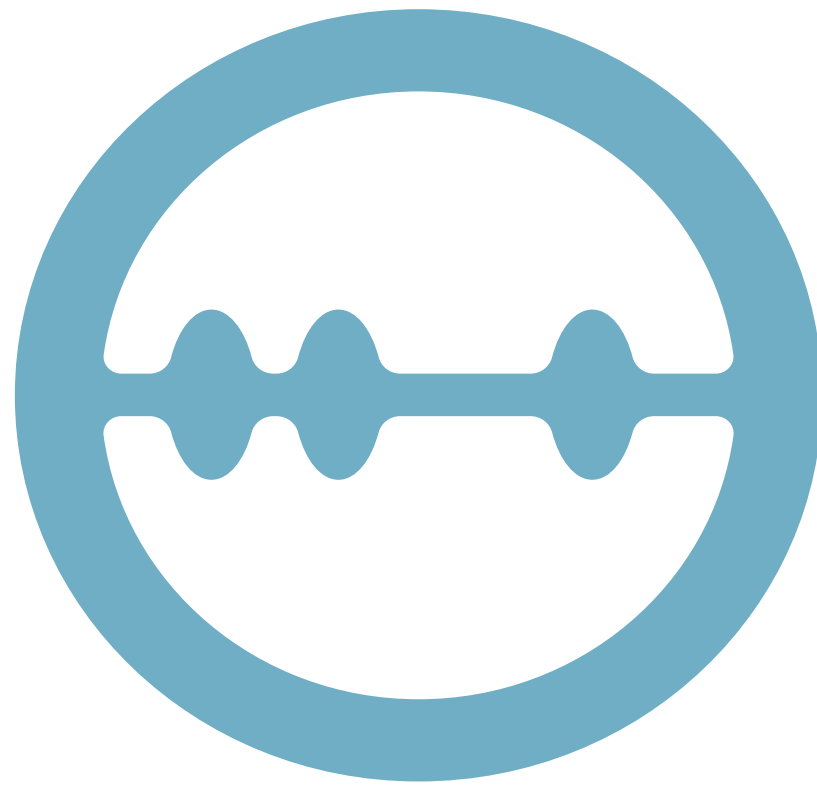
# Integration





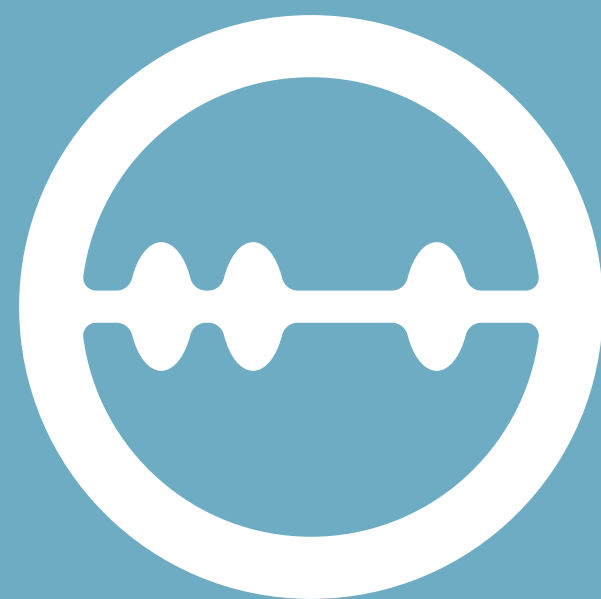
abacus

**Park Smarter.**



abacus

**Park Smarter.**





# Tagline

# Brainstorming

Park Different. Park Smart. Park Abacus  
Parking made smart  
Tap one and done  
It's not just a parking meter, its Abacus  
Simple parking.  
Parking made easy  
Park smart.  
Park smarter.  
Simply smart parking.  
Count on us  
Find your place.  
Stressfree parking.

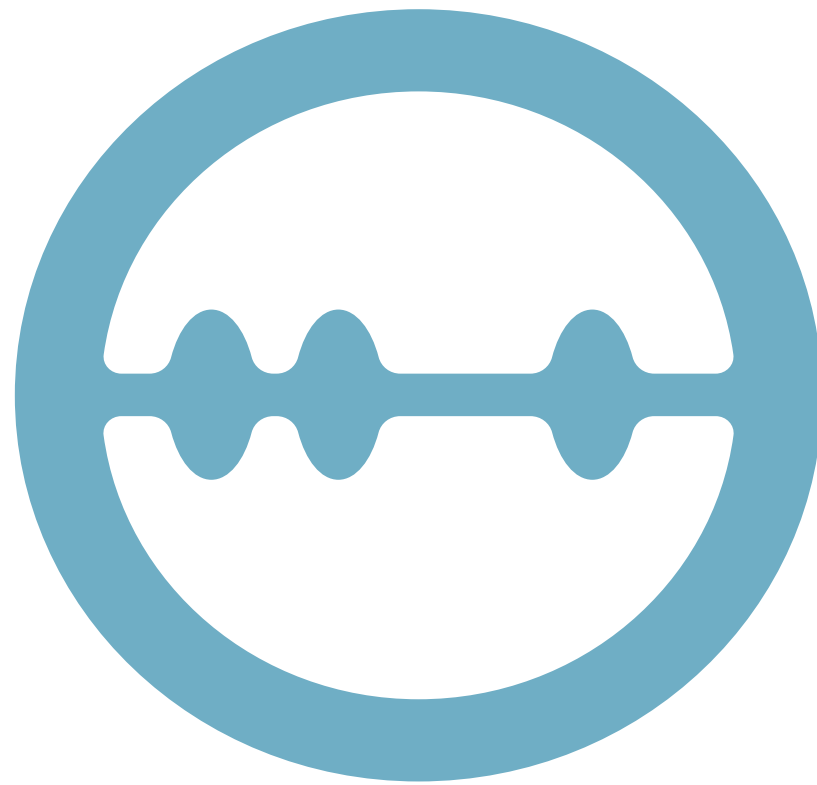
# Park smarter.

In deciding our final tagline, we voted against a long run-on sentence and multiple lines, because it didn't emulate the simplicity of our product. Although our product is uncomplicated, we did not use the word "simple," because we thought the older generation of consumers might not agree. From their perspective, adding on new technology to a parking meter might seem complex. "Count on us" was a team favorite, because it plays on the word "count" to take multiple meanings: an abacus is an

ancient counting device, but the tag line also suggests that the user can "count on us" by "counting" the minutes of parking. We didn't know if the play-on-words would be appreciated by the general population, and feared it might be too cheesy, so we decided against that. We eventually settled on the tagline "Park smarter" because it concisely explains the purpose of Abacus. The word smarter references the technology aspect of our product, and the concise phrase is exactly what we were looking for.







abacus

**Park Smarter.**

abacus

**Headings**

Body text

Bariol (Abacus Logo Typeface):

Chosen for its friendliness and simplicity–Bariol implies the intuitive nature of Abacus.

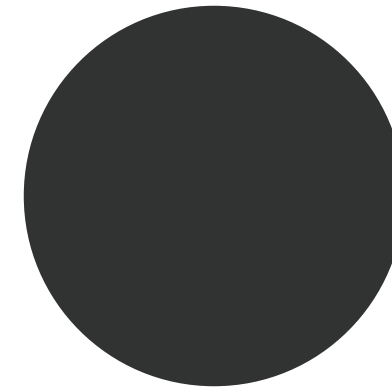
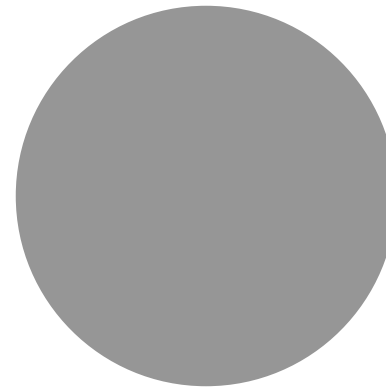
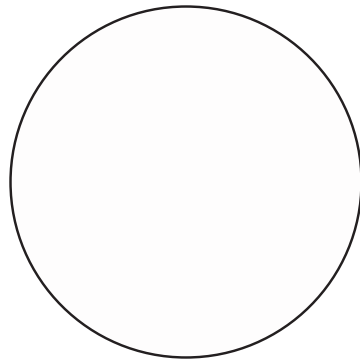
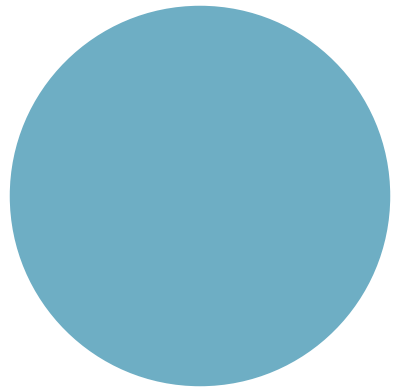
Open Sans (Body text):

Open Sans is a humanist sans-serif typeface. It's modern, beautifully legible, and offers an excellent reading experience at small sizes like on phones and tablets.

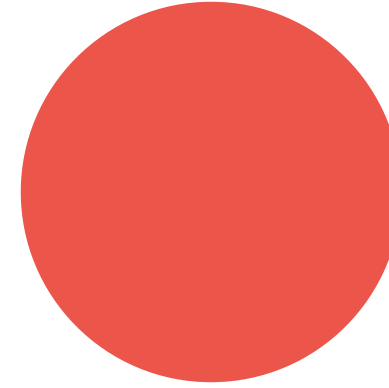
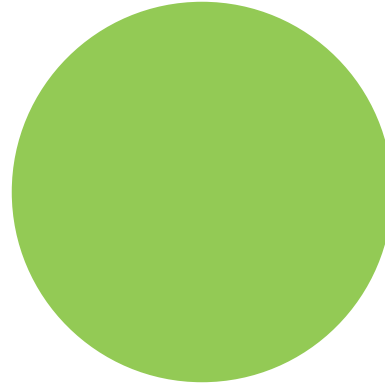
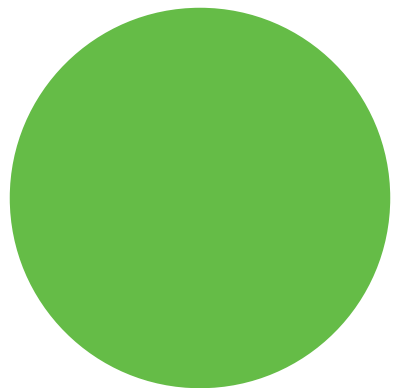
Circular (Section Heading text):

Modeled off of the great 20th century typefaces Futura and Grotesk, Circular works the geometric sans into something unmistakably current. It doesn't draw much attention to itself, especially when scaled down, thus keeping the attention on Abacus.

# Brand Colors

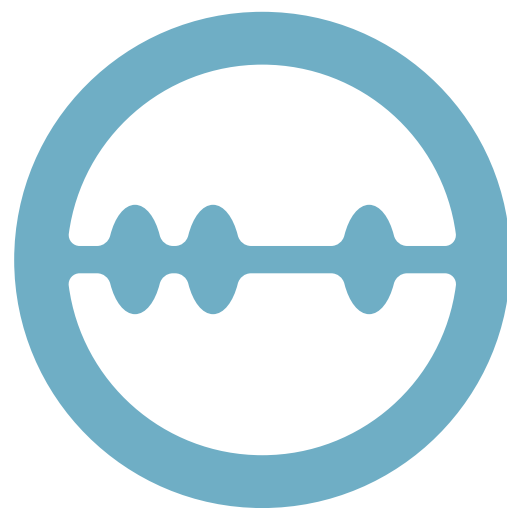


# App Accent Colors



A brand's color has a strong influence on the customer's feeling toward the product. It is the first detail they see when looking at the logo or product. Keeping this perspective in mind, we spent a good deal of time deciding the final colors for our branding. In the end, we decided to add the red from palette 6 into the rest of color palette 10. For our brand colors we chose blue as our main color with white, grey and black as accents to it. Statistically, 33% of the world's top brands use blue as their main color. Red comes in second at 29%, which is our secondary color used in our app. We chose a sophisticated, slightly green-blue to show that we are a trustworthy, dependable, secure, and responsible business. All of these

traits have been documented in studies that identify how consumers feel about particular colors. The blue that we chose especially gives off these traits because it is not too bright or too dark, nor too youthful or too dull. The blue we chose has the right balance of boldness and sophistication which accurately characterizes our brand. For the app, we use red and green for the colors on the digital timer. The red and green are reminiscent of traffic colors, without the glow of actual LED lights. On the top of every app is a blue header with our logo, which helps to unify each page of the app. Overall, the colors we chose are designed to make the consumer feel that they are in good hands when using our product.





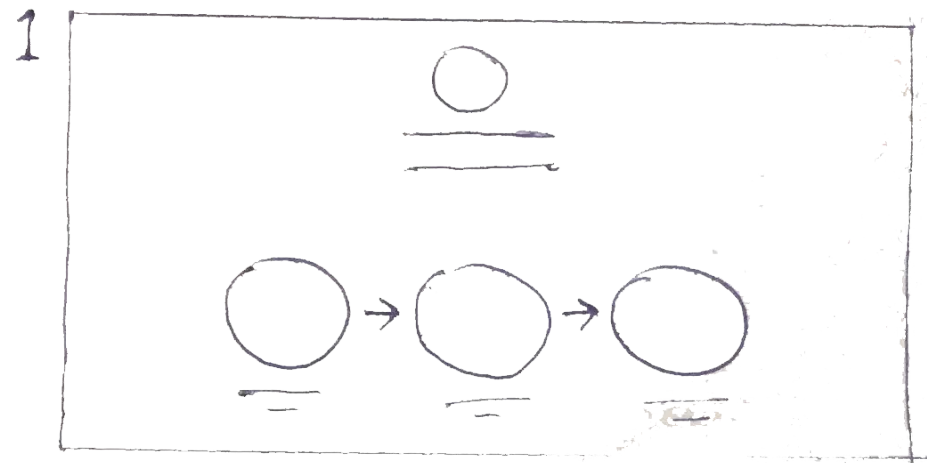
# Slide Design

# Sketches

The top of first slide features the Abacus logo, tagline, and the names of the team. The bottom half has three icons representing what Abacus does. On the next slide, a large 300% takes up a majority of the screen, representing that from 2015-2016 there will be a 300% increase in the amount of users for mobile payment systems. It will also address increased congestion in cities and the opportune time for Abacus. The first slide has the physical model for Abacus next to the companion app on the right side. The opposite half discusses

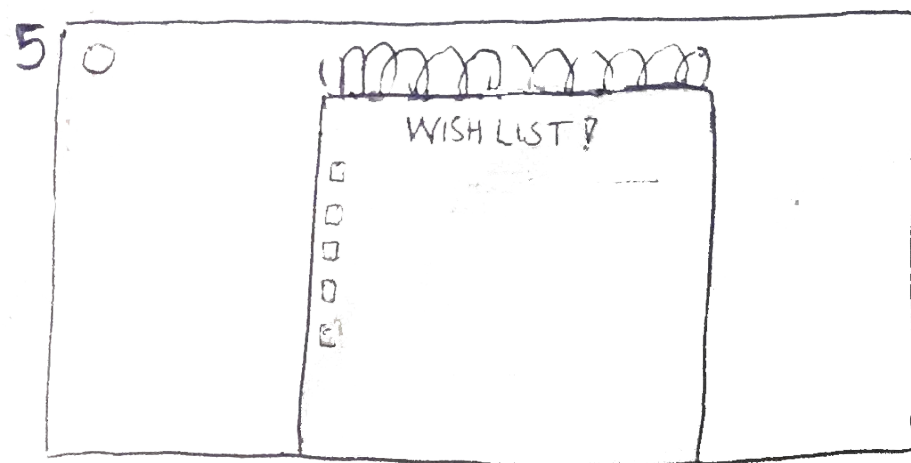
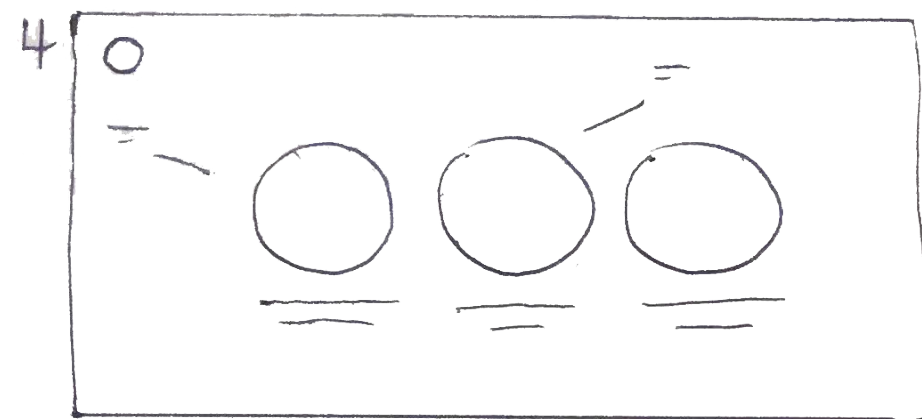
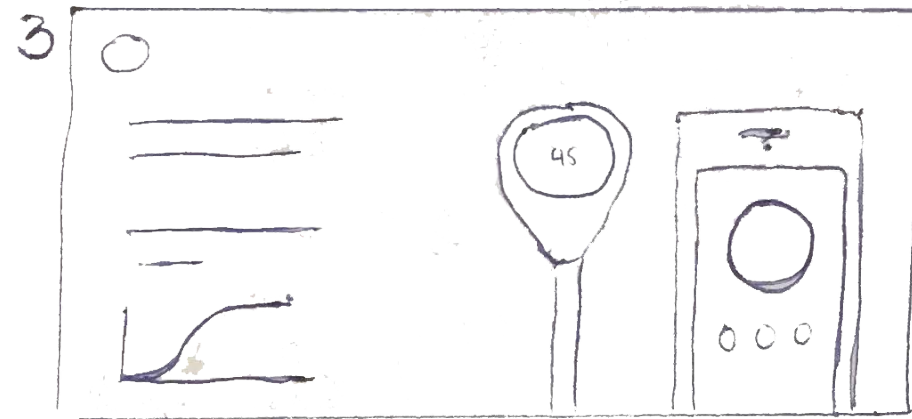
elements of adoption, such as the tipping points and early adopters of Abacus. On the fourth slide there three icons, each representing the initial ideas our team had for our innovation for the public works industry. This will be a reflection of the innovation process. The final slide is designed to be a “wishlist” of different skills and those we already possess will be checked off. The slide designs have a strong emphasis on imagery, using text to support the key parts of what is said during the presentation.





2

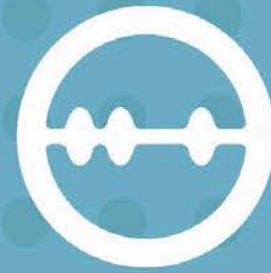
A diagram showing a circle with the text "300%" below it. The text is underlined.



# Final Design

A few changes have been made since the original slide sketches. The first page previously had a grey background with green dots and black text for the logo and tagline. In the end we decided to use a blue background with white text, as it better suited the Abacus color scheme. The second, third, and fifth slides were left unchanged from our sketches. However, the fourth slide was greatly revised. Originally there were three circular icons that took up the majority of the slide. They represented our first three ideas during our ideation phase. While

we were rehearsing our presentation, we determined that this was not what we wanted to convey. We wanted to focus on evaluating our current company, not the ideas that we scrapped. With this new objective in mind, we made the three icons smaller and moved them over to the left. A red “x” was placed next to each of them, signifying our pivots. The Abacus parking meter took the center of the slide, with our RWW model and numbers to the right. In this way, the focus shifted from our previous ideations to our current product.



# abacus

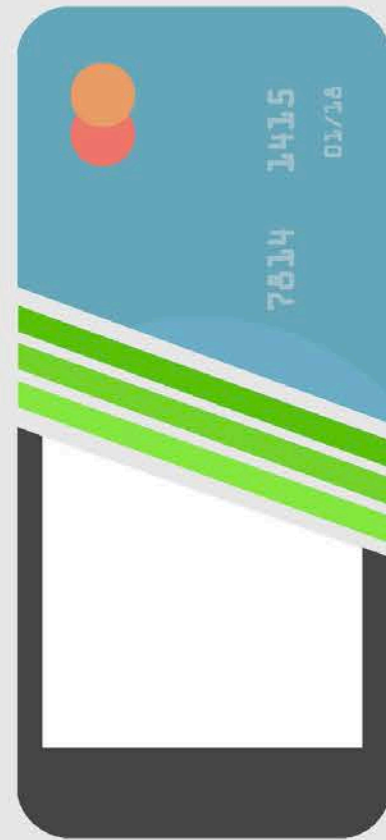
PARK SMARTER.



FIND YOUR  
SPOT

PARK  
YOUR CAR

PAY ON  
YOUR PHONE



# 300%

---

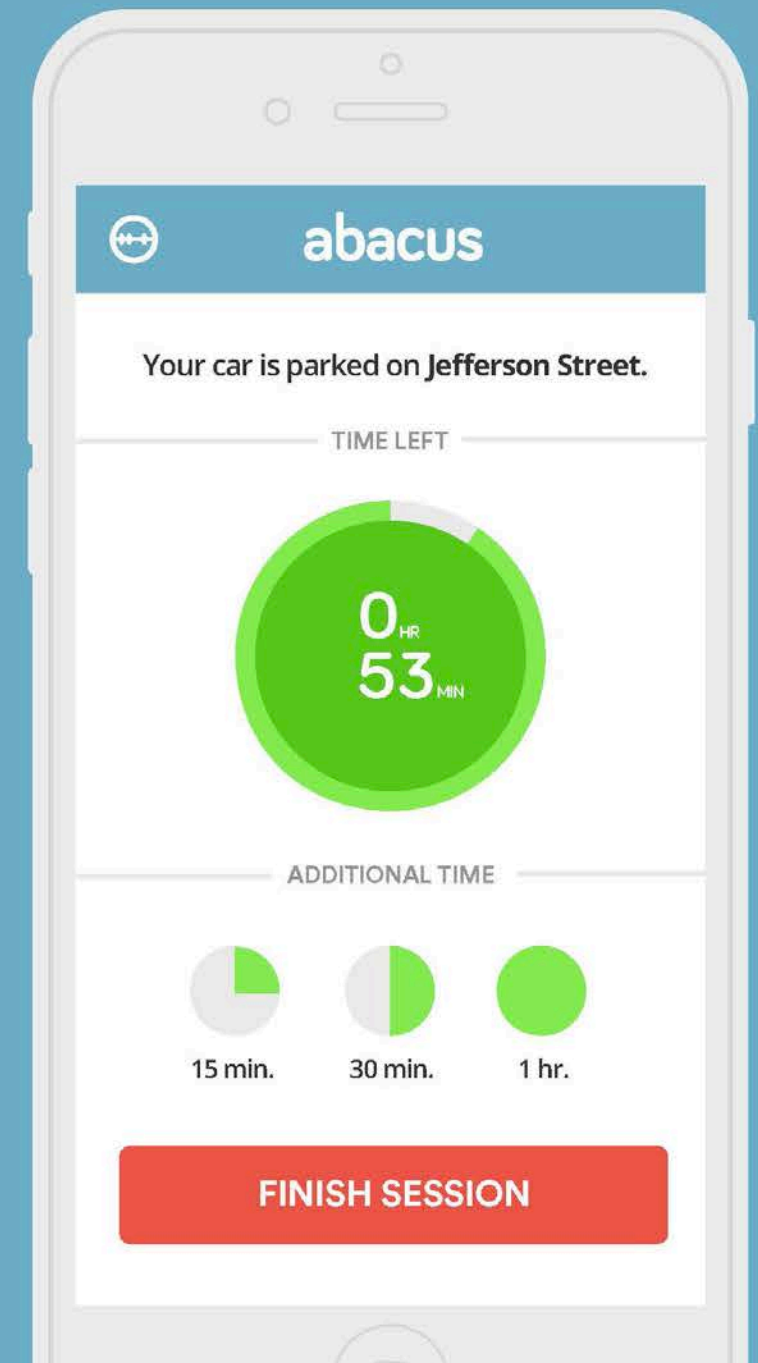
**PROJECTED GROWTH OF  
MOBILE PAYMENT.**

BETWEEN 2015-2016

TARGET POPULATION  
**DRIVERS**

EARLY ADOPTERS  
**MILLENNIALS**

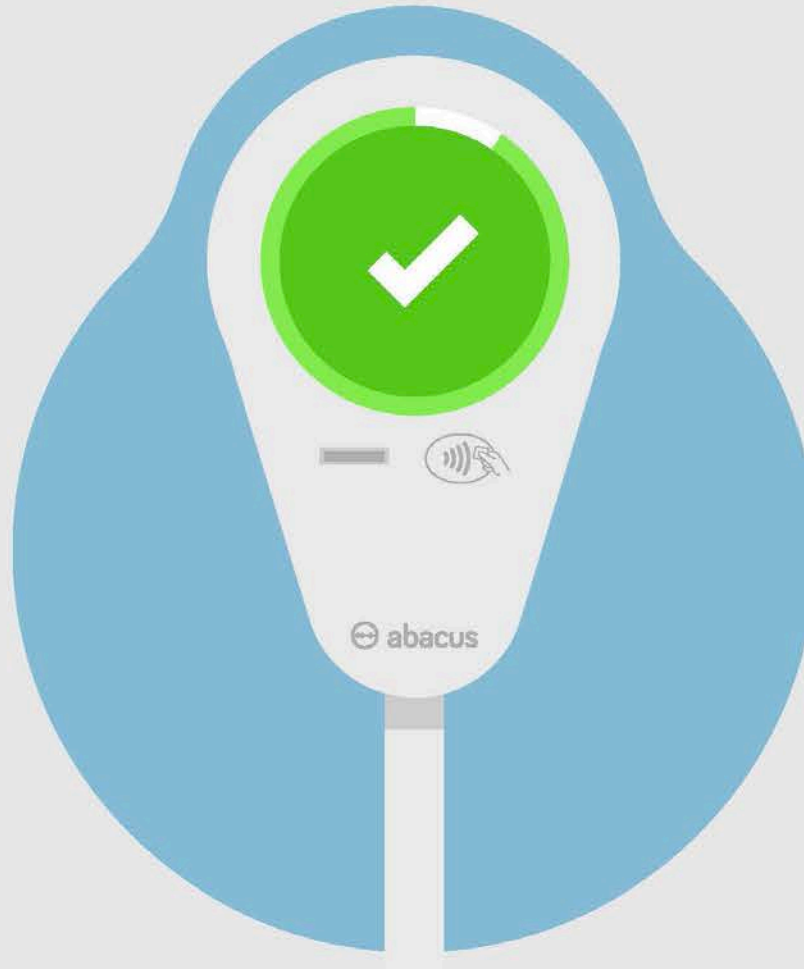
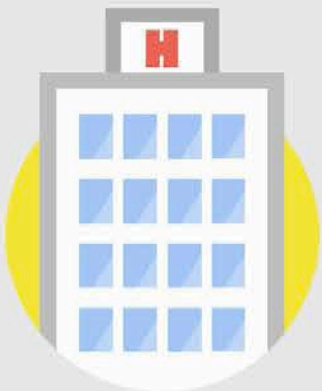
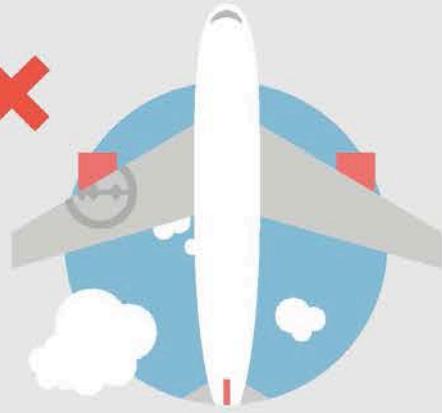
TIPPING POINTS  
**GOV. &  
CONSUMER**







## EVALUATION



IS IT REAL?  
**10 // 10**

WILL IT WIN?  
**8 // 6**

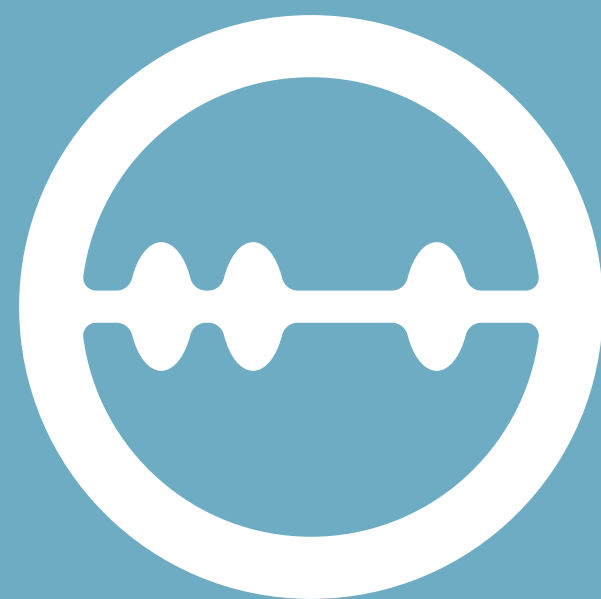
WORTH IT?  
**9 // 8**



## Skills List

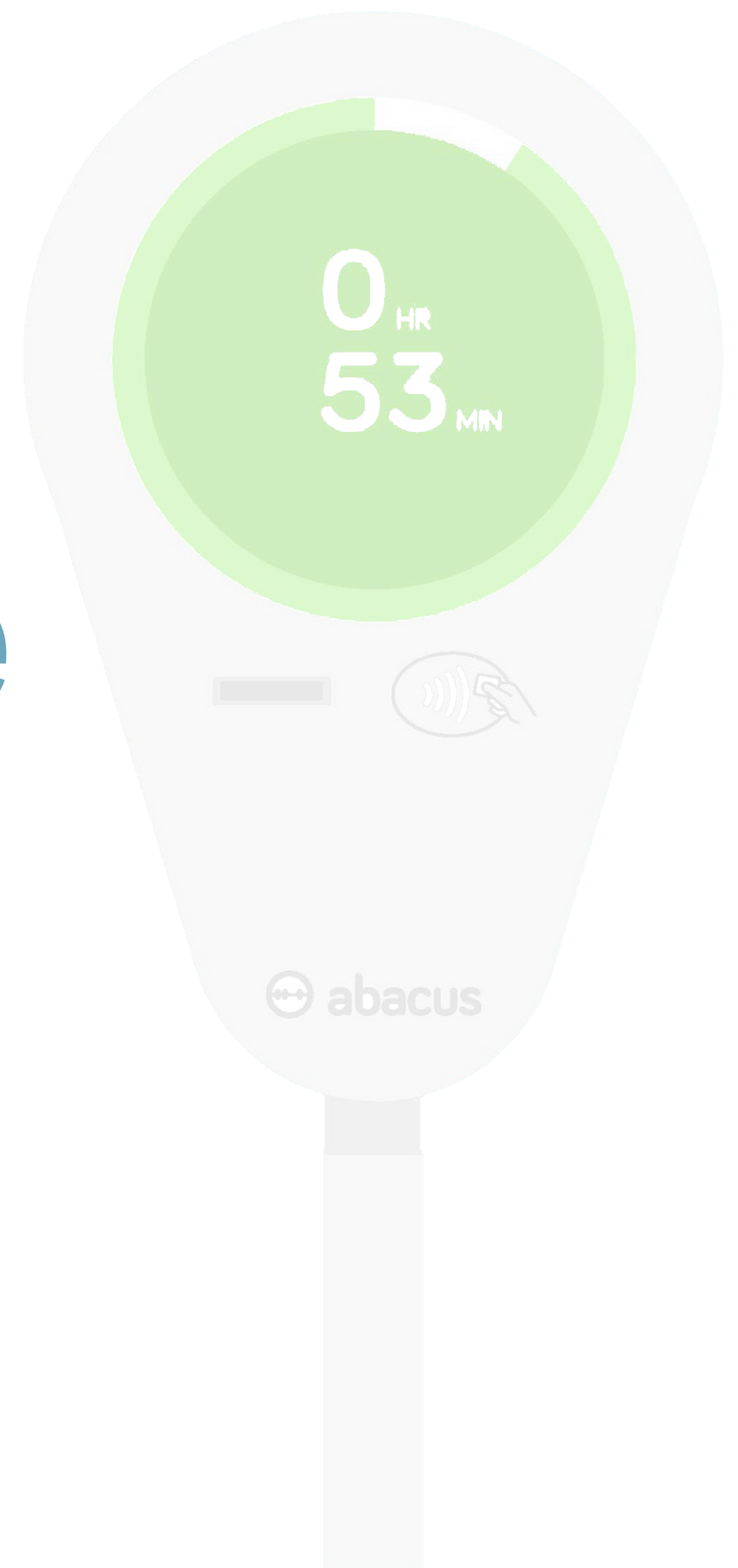
- ✓ App design
- Manufacturing connection
- ✓ Networking
- Experience with hardware
- Government connections
- ✓ 3D modeling proficiency







# Prototype



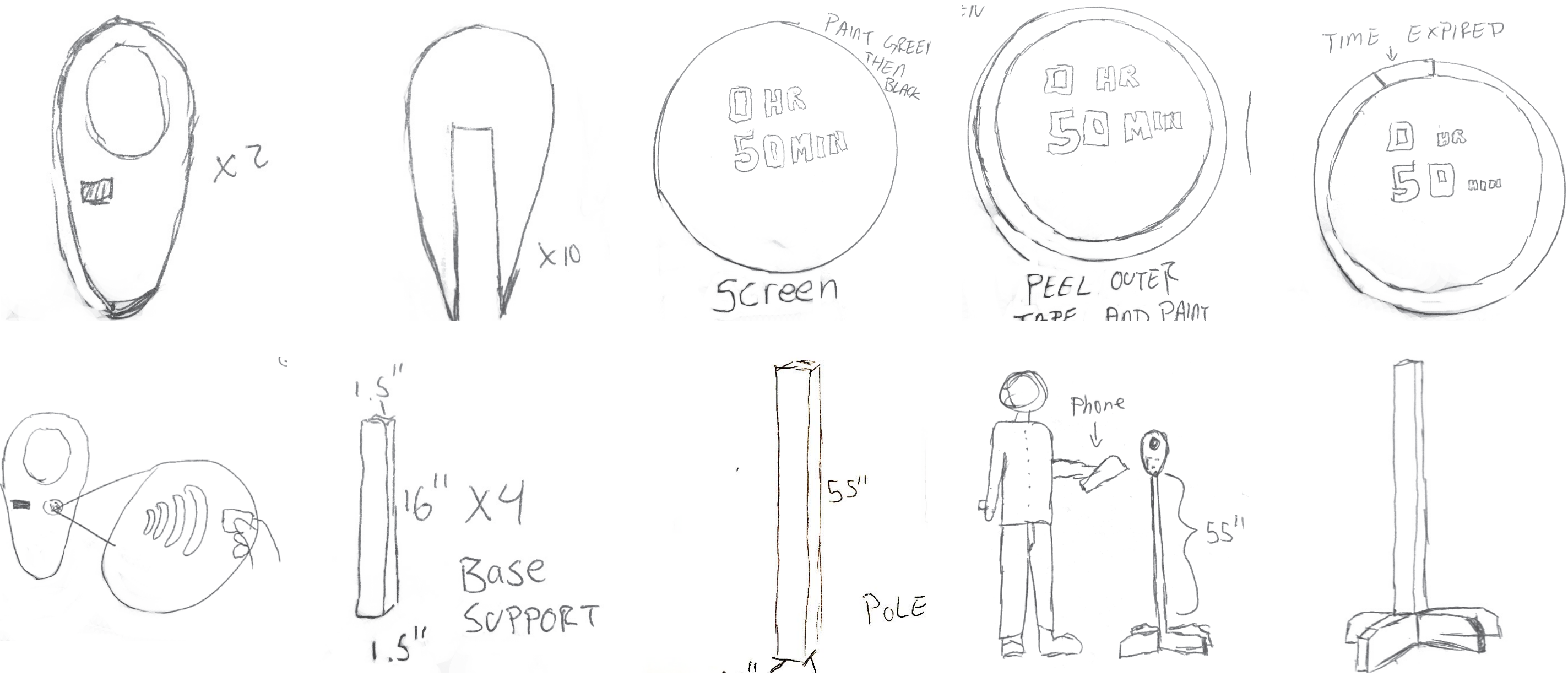
# Research

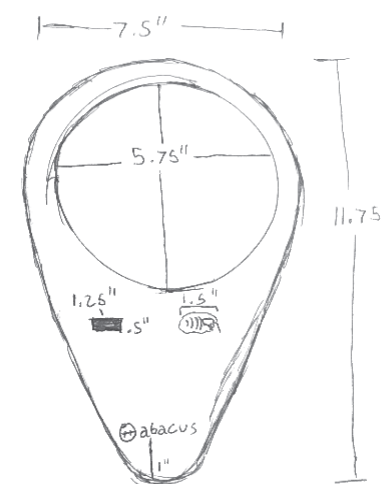
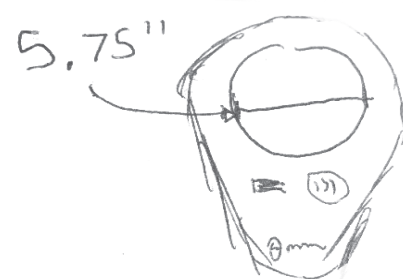
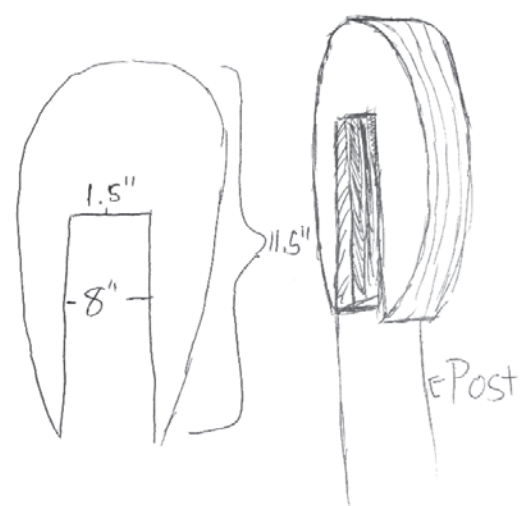
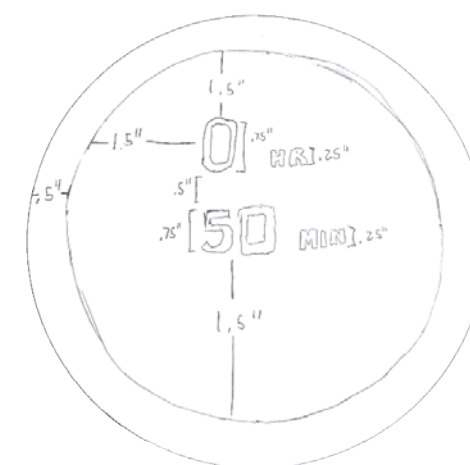
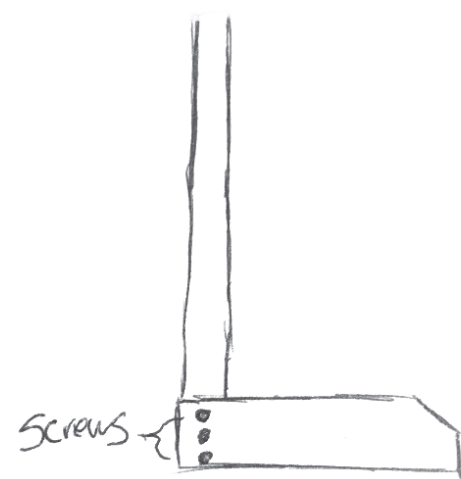






# Sketches





# The Process

1



**The wooden base**

2



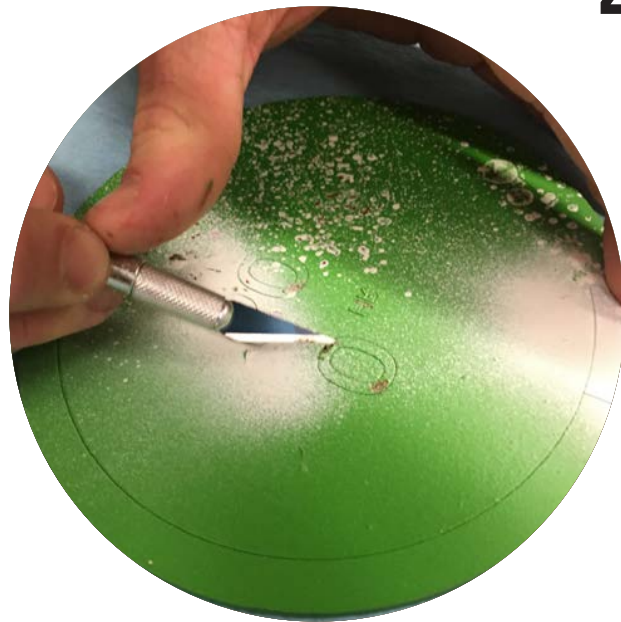
**Laser cut  
cardboard pieces**

3



**Side view after  
tape and spray  
paint**

4



**Spray painted  
acrylic**

5

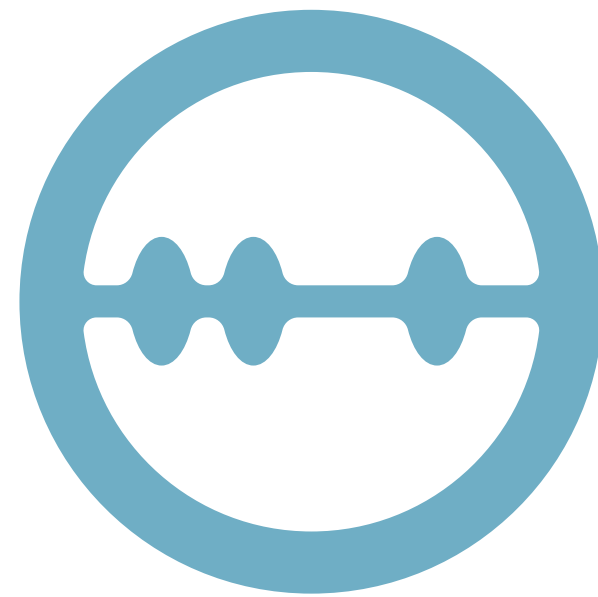


**Peeling off  
backing for acrylic**

6

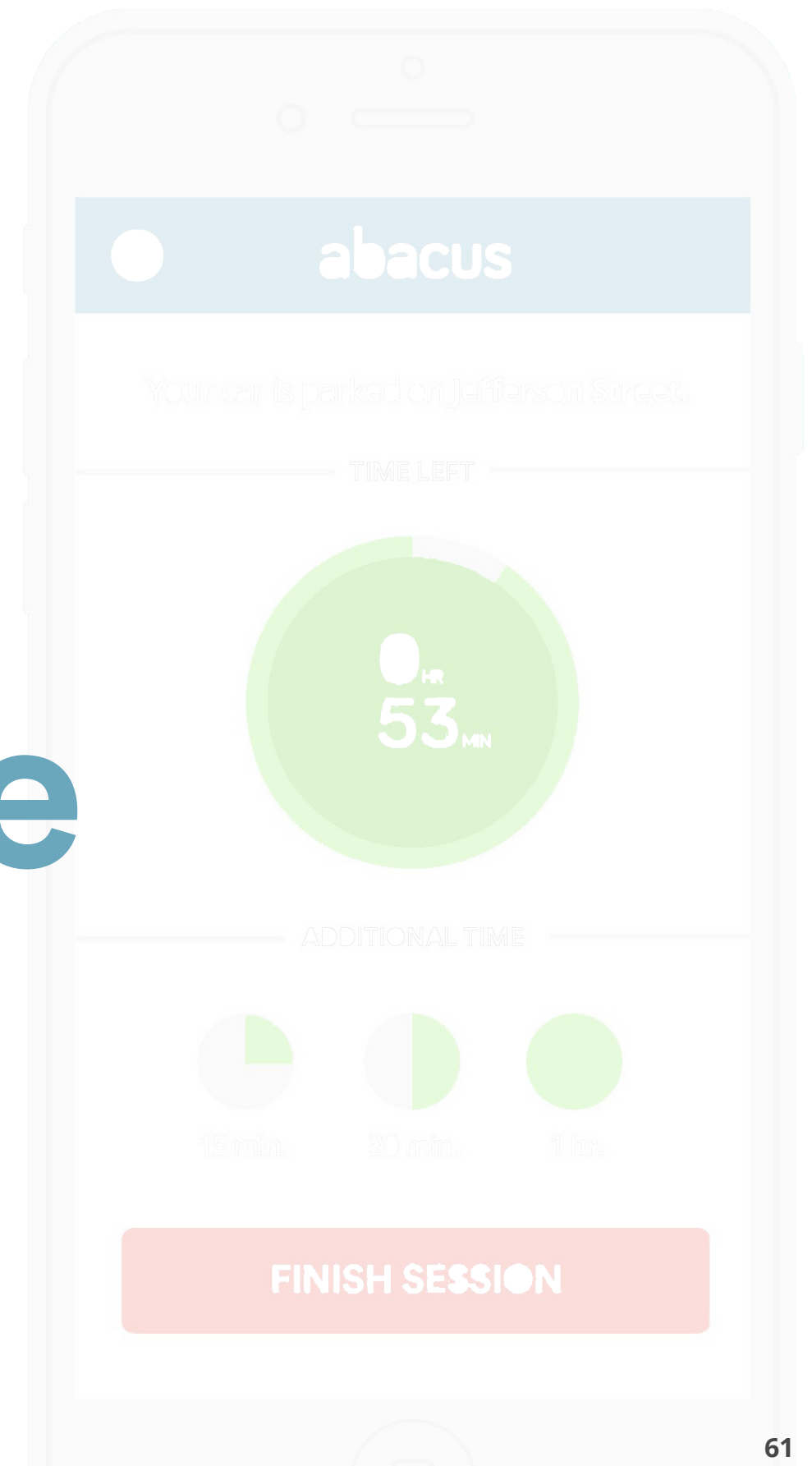


**Final model**





# App Wireframe



# Wireframe


These images are main screens of the Abacus companion app. These feature the home screen, the payment section, parking maps, and the receipt. Our app interface is designed to be intuitive and clean. The blue header unifies each screen. Our color scheme is implemented in this app



**Welcome to Abacus.**



**Pay with Touch ID  
to begin.**

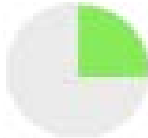
 **abacus**

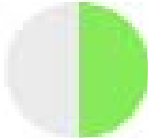
Your meter is **empty**.


TIME LEFT

0<sub>HR</sub>  
0<sub>MIN</sub>


ADDITIONAL TIME

  
15 min.

  
30 min.

  
1 hr.

Click on a circle to add that increment of time to your meter.


 **abacus**

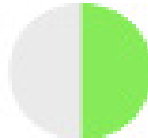
Your car is parked on **Jefferson Street**.


TIME LEFT

0<sub>HR</sub>  
15<sub>MIN</sub>

ADDITIONAL TIME

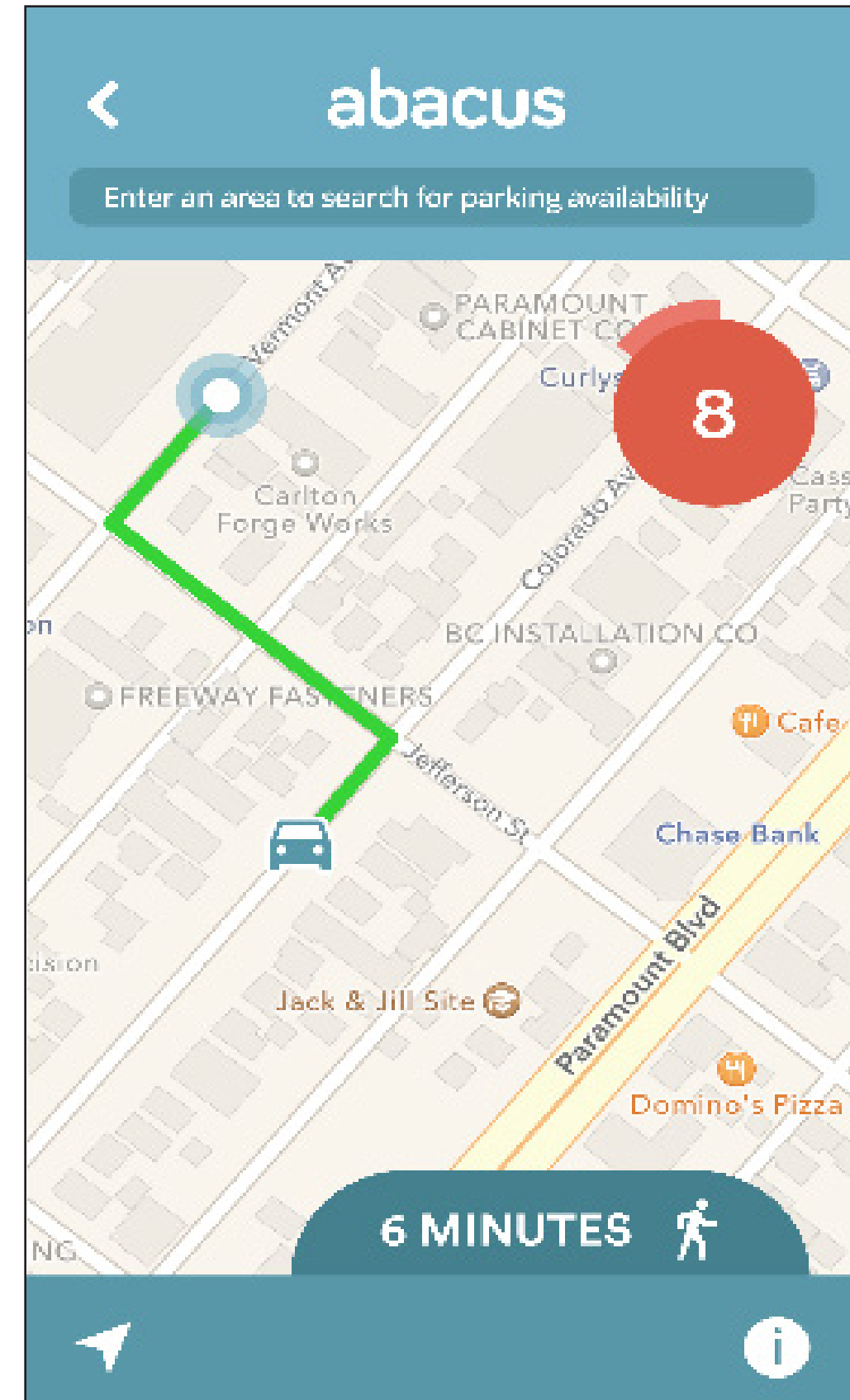
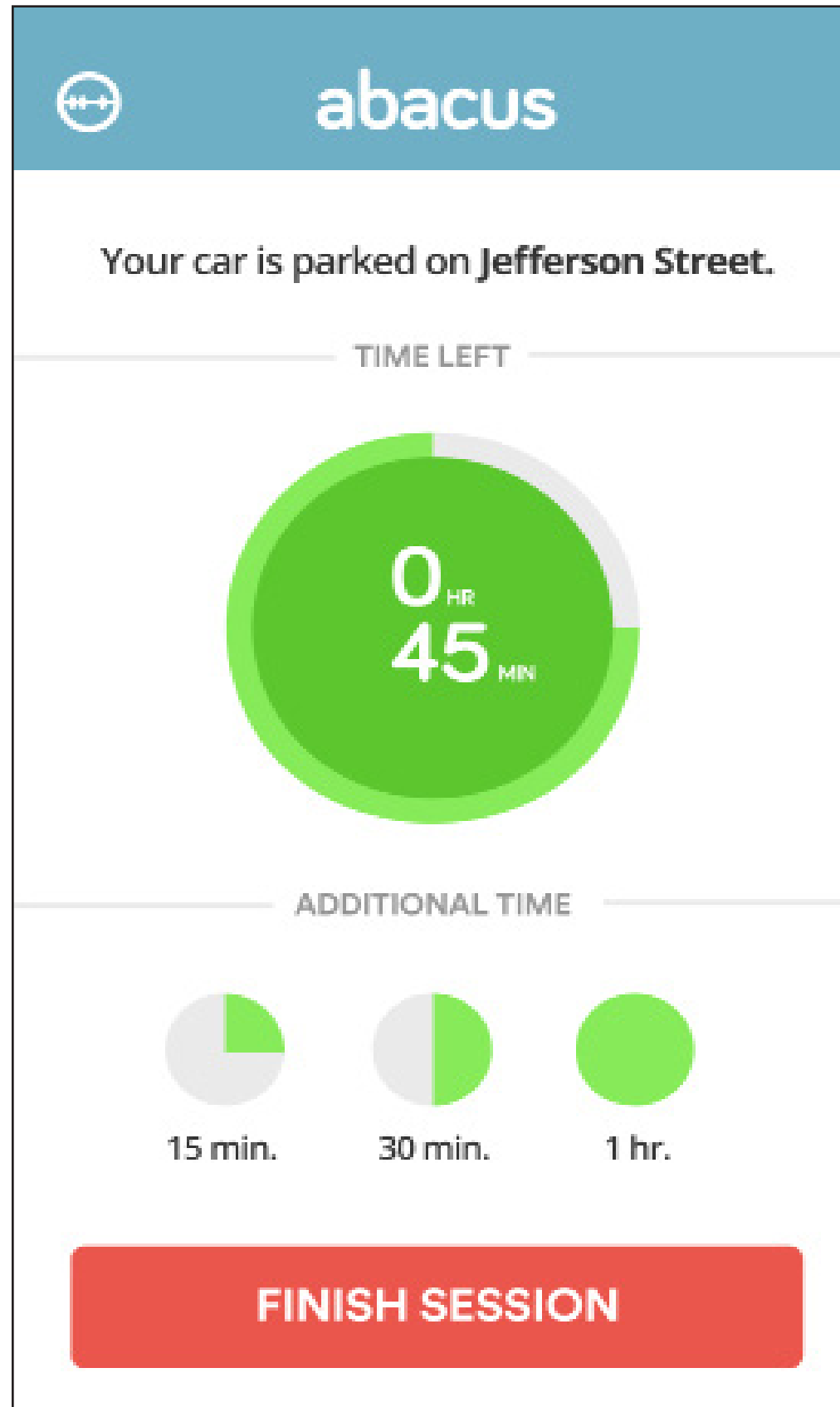
  
15 min.

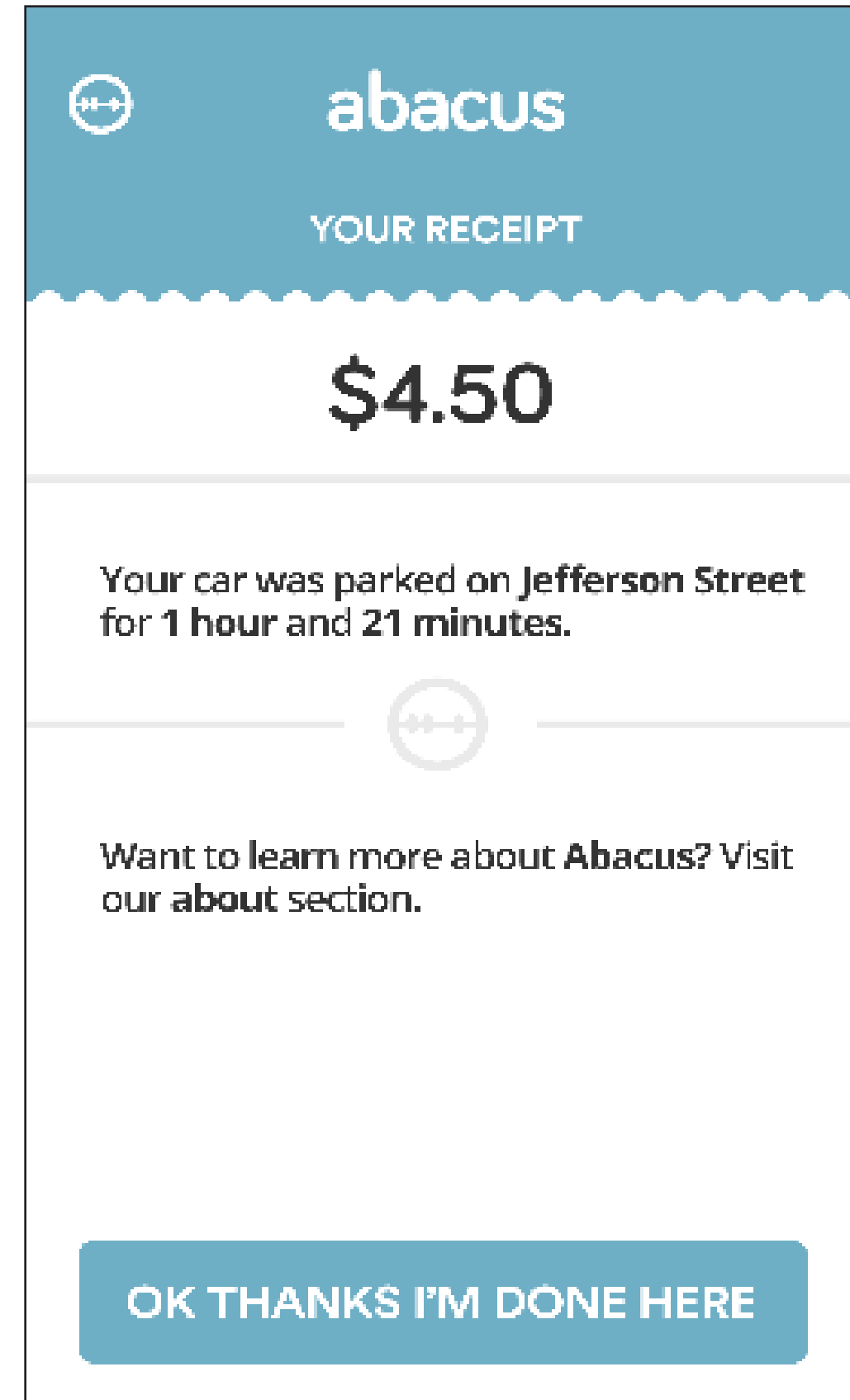
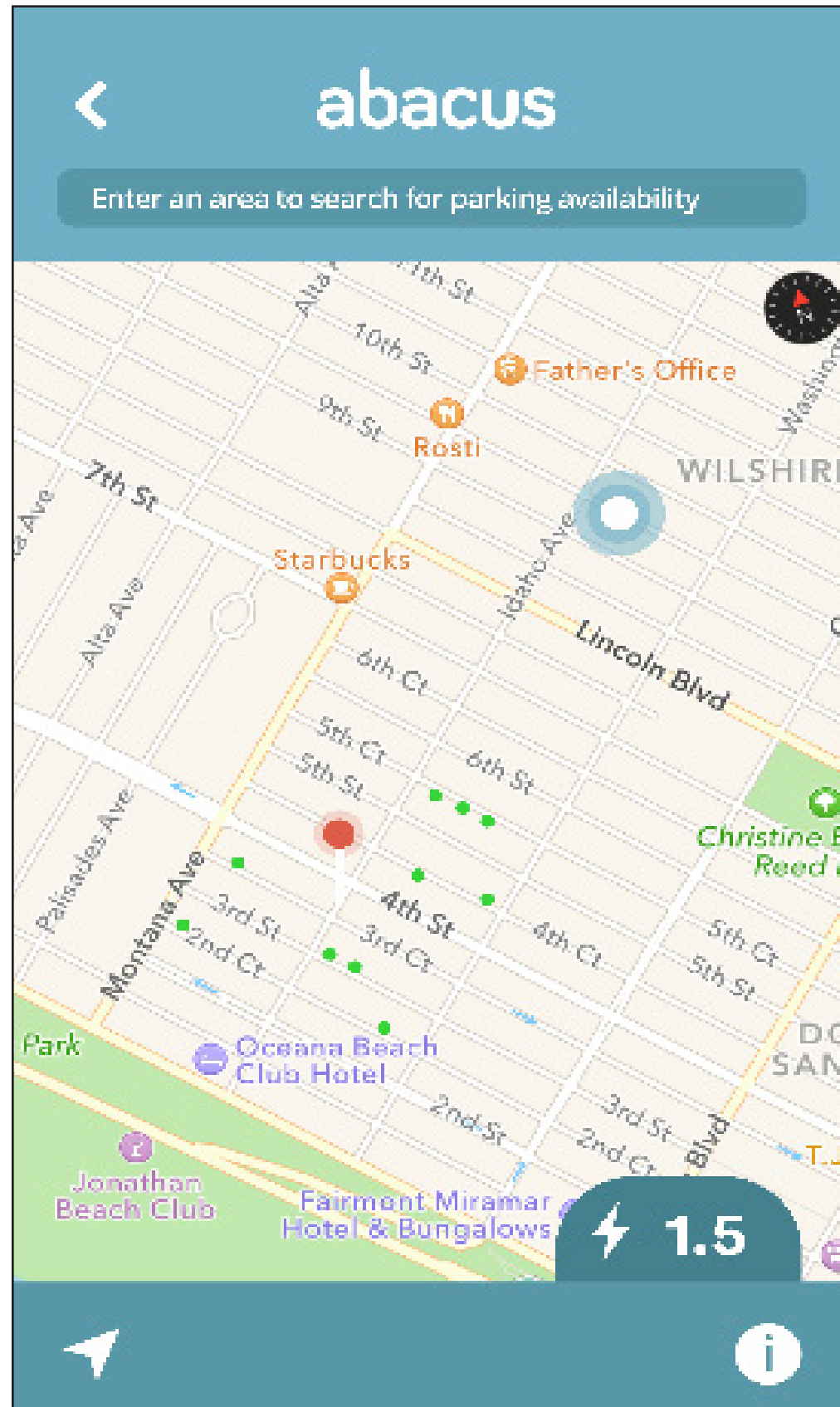
  
30 min.

  
1 hr.

**FINISH SESSION**

63







# Postface



The planning process for Abacus started off broad. We began ideating solutions for cemeteries, hospitals, and airports. Parking meters stuck out to us, however, because it was such an outdated product that is used every single day. The market is very real, and in need of a technological makeover. Over the course of this three week process, our team gained skills in product branding, business modeling, and analyzing a product from an investor's standpoint. This project allowed us to apply what we learned in Disruptive Innovation, Rapid Visualization, and Innovators Forum together into a real world application.

