GULFSTREAM

iPad Adbook App

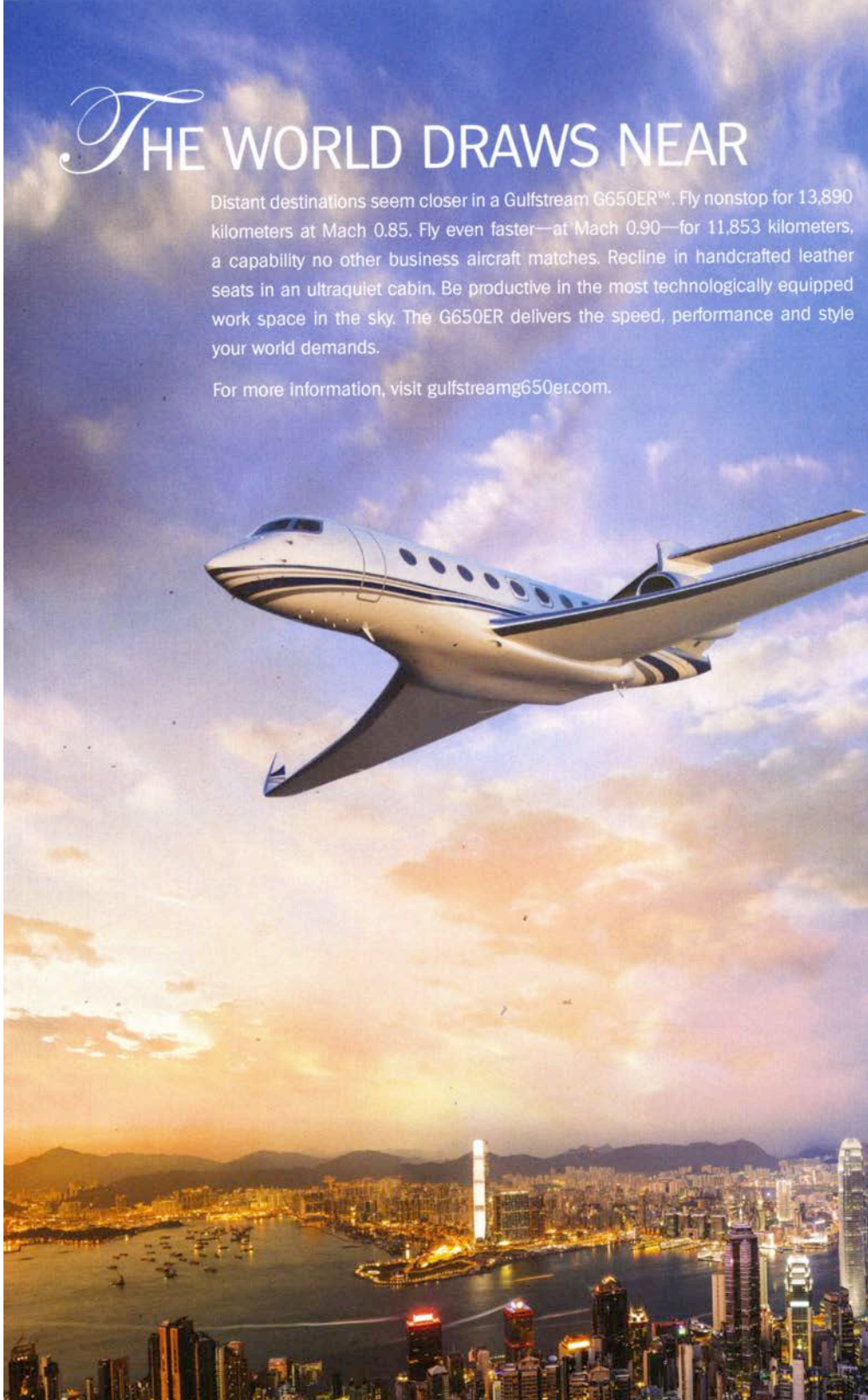
Carrying, using and maintaining ads just got easier

Concept

Gulfstream IPad AdBook APP is a Service Application that helps customers search high-quality Gulfstream advertising quickly and efficiently. It helps develop rich media advertising creative for digital devices. The advertisings cover the business of aviation, aircraft interior design and customer service. The new IPad Adbook brings the print edition to life with a fantastic interactive experience.

About Gulftream Adbook

It is designed for Gulfstream aircraft owners, private jet travelers and aviation executives who have a passion for superior aircraft, swift and seamless travel, and all things exceptional.



Key Feature

- General Searching
- Browsing High-Quality Advertising
- Advertising text translation
- Advance searching:

  Keyword searching, icon-driven searching

Content

- More than 100 advertising worldwide
- 5 categories: Regional ads (brand ads, performance ads, Interior ads), Special

Misson Ads, HR Ads, Product Support Ads and Special Ads

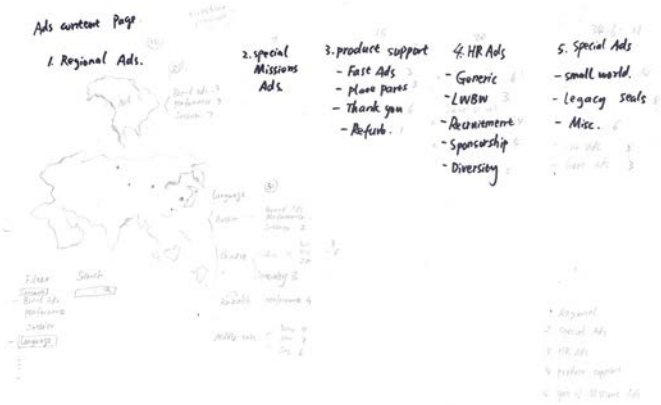
Environmental Usage

Where to use Ads: Print Ads, Digital Ads and Large Format Ads

My solution:

I drow some sketches according to the ads content, sizes and functions of their usage

Brainstorm



- Welcome page.
- how to use
- share.
- follow us on...

Ads content.

1. Regional ads. (Gulfstream in the world)

2 special Misson.

3. product support

4 HR Ads. (the connection with people)

5. Special Ads
- small world
- legacy seals
- Misc.

Ads. Environment Use

1. Outdoor display signage
- car ads
- boat ads

2. Digital Ads.
- Ipad Ads.

3. publication Ads
- special size print ads.

order by time

Monthly year.
How soon it can be.

size
paper use
quality

shipping speed

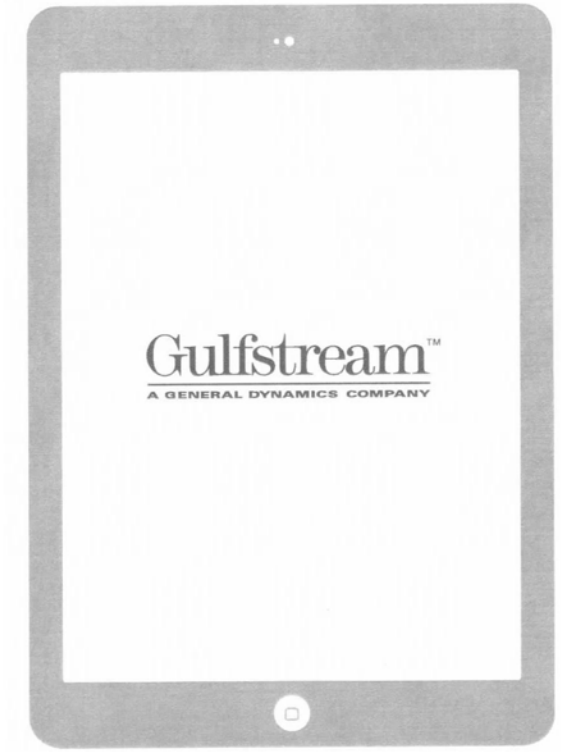
Courporate Company.

Reminding
Update
contact.

kyo.siu@edipressemedia.com
elaine.yeung@gulfstream.com

Tablet Orientation

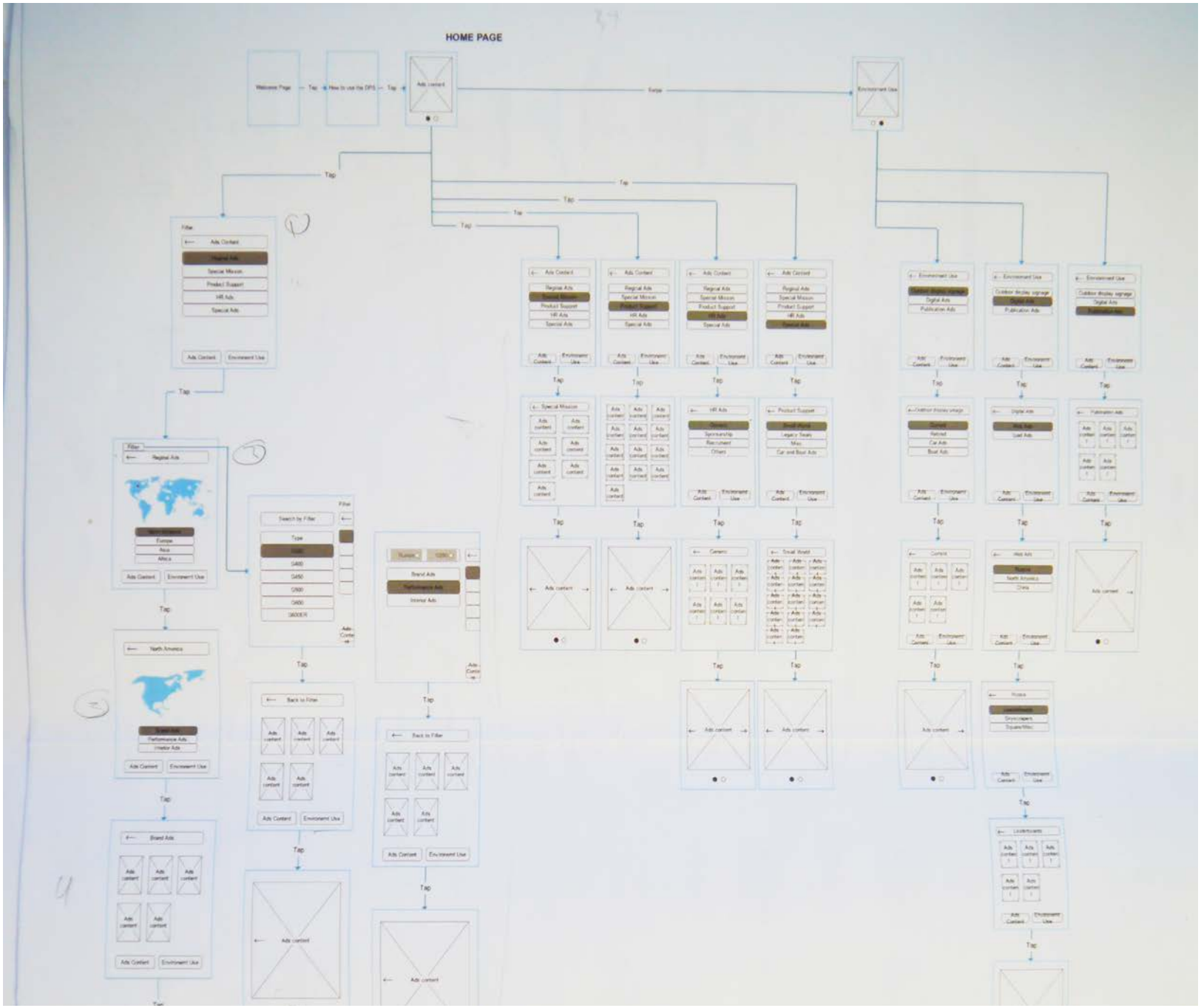
Tablet Orientation varies with app usage. Apps with vast amounts of content meant for consumption generally are held in portrait orientation. In this condition, we use portrait orientation for our Adbook App.



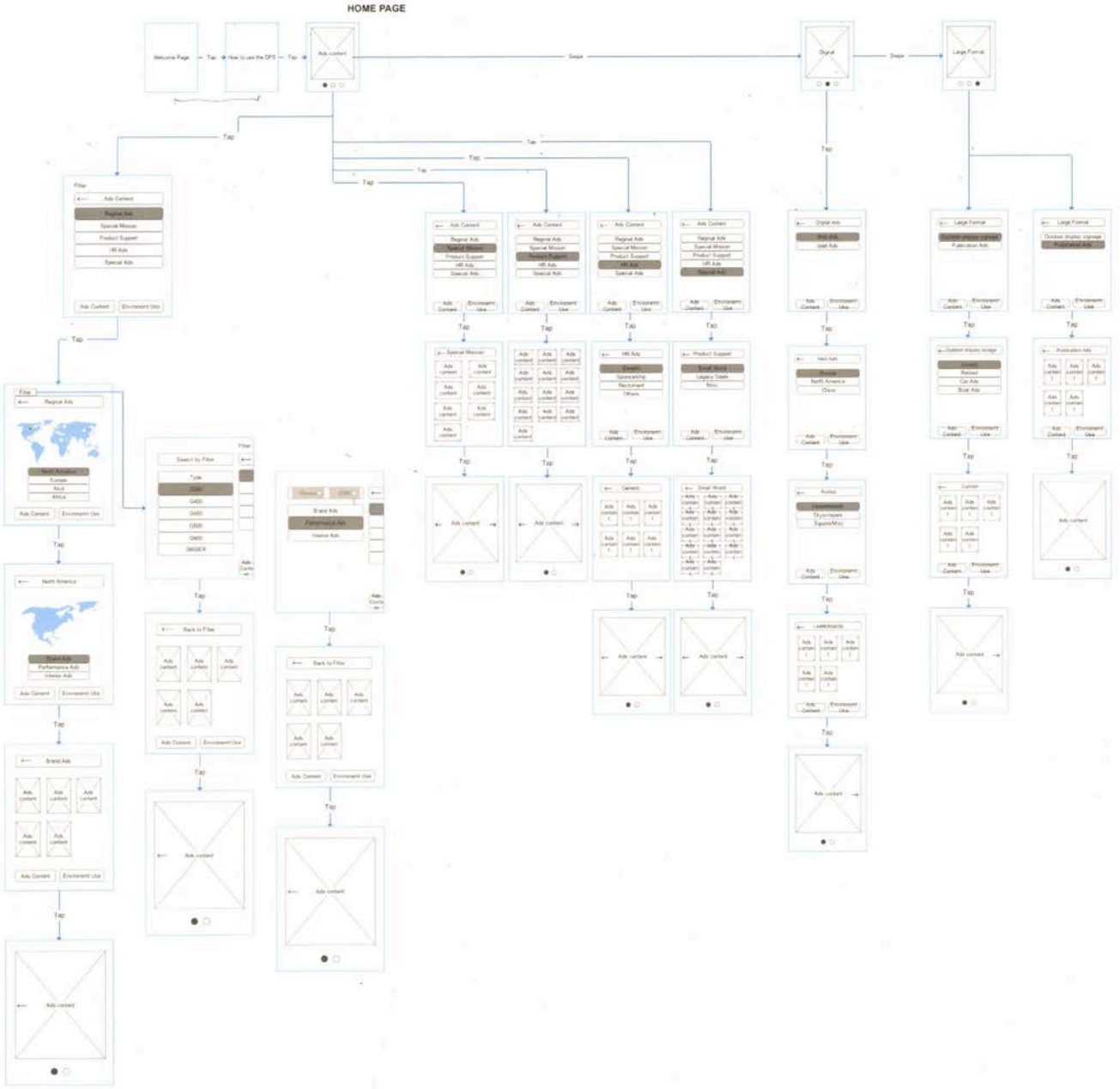
Wireframe Draft

- Use Main menu to search the content
- Navigation bar to search the usage of the ads
- For Regional ads – search geographical (map-driven)
- Filter to do advance research-keyword, icon-driven research

Wireframe old version



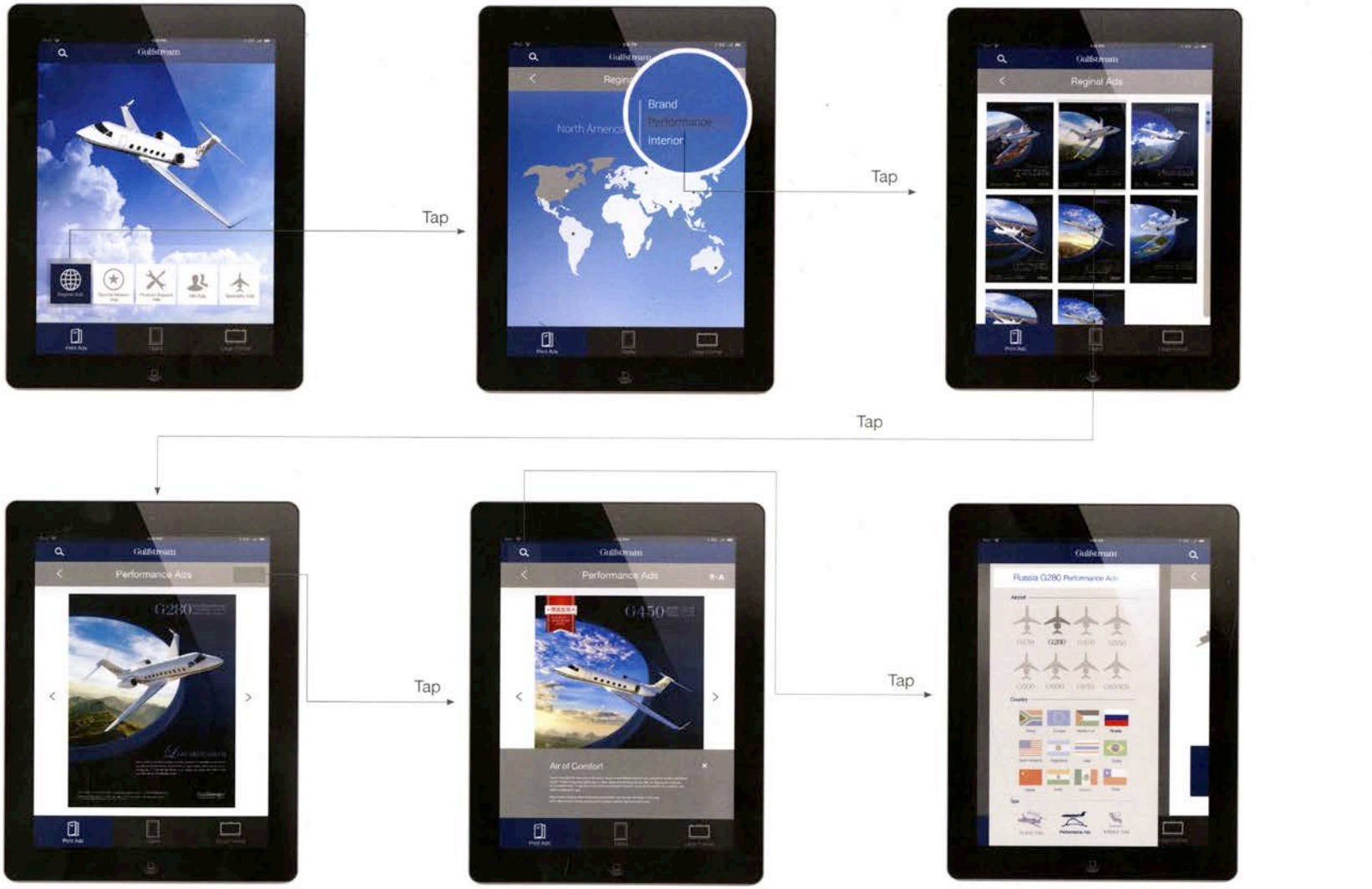
Wireframe



Wireframe

Gulfstream
ADVERTISING SERVICE

Ipad Book Ad



Type, Logo and color choice

Gulftstream Blue and Grey

Gulftstream®
A GENERAL DYNAMICS COMPANY

Gulftstream Logo

Helvitica Neue

Helvitica Neue Light

Helvitica Neue Medium

Roboto

Roboto Light

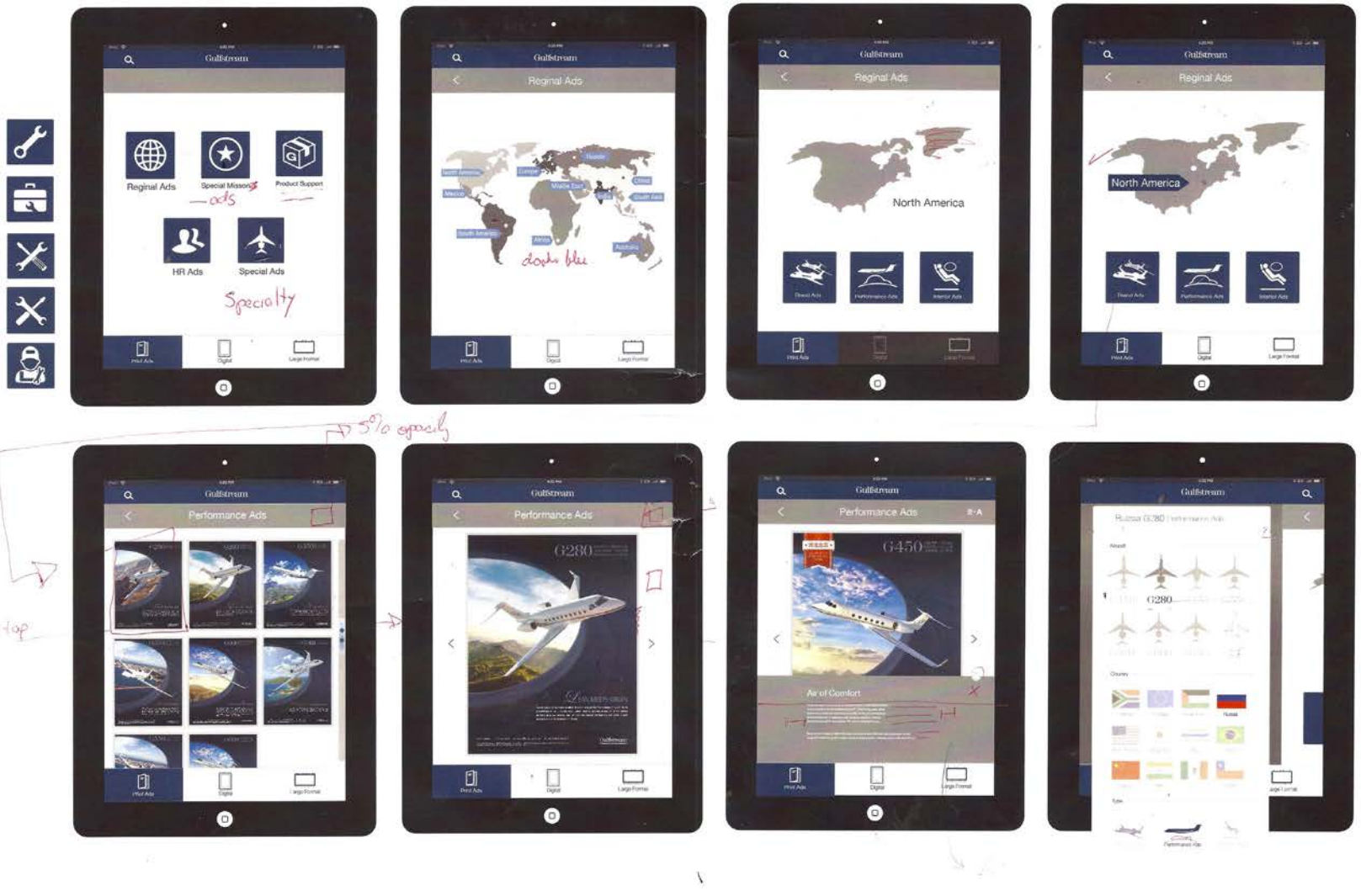
Gulftstream Type Choice

The Iconography I created:

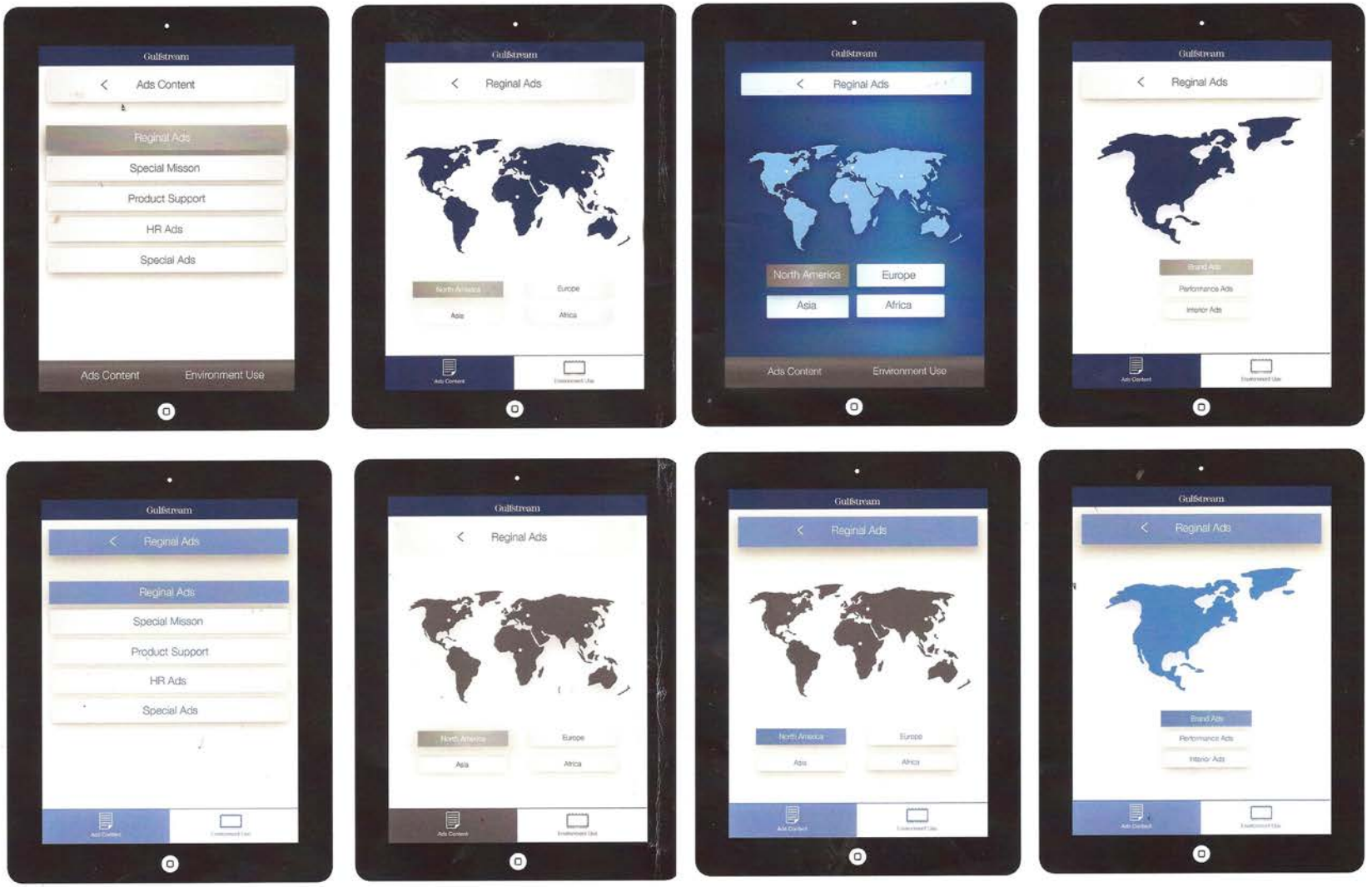
Some old versions of my design

Problem:

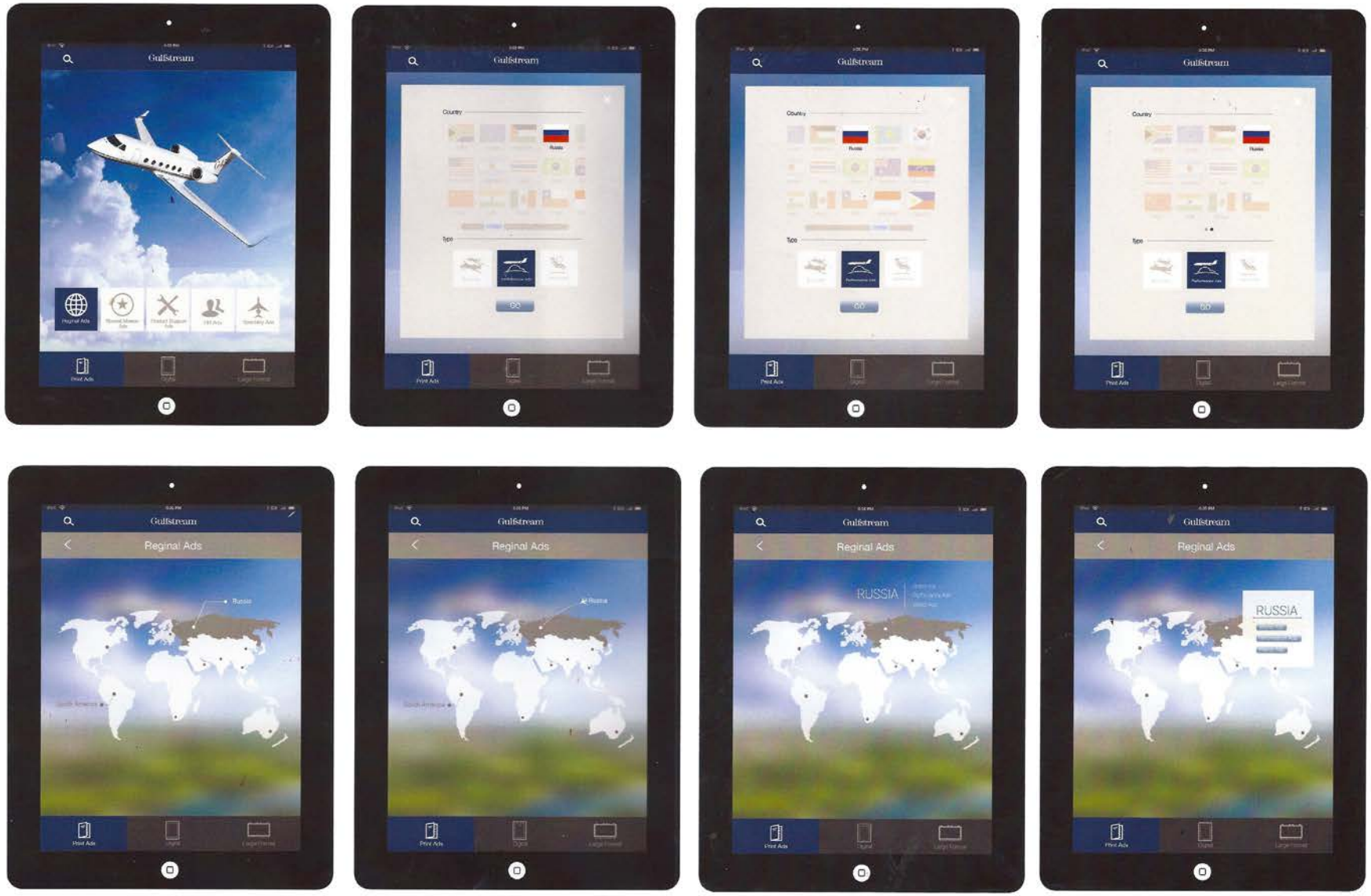
- Inconsistent Use interface
- Boring iconography
- Old-fashioned background



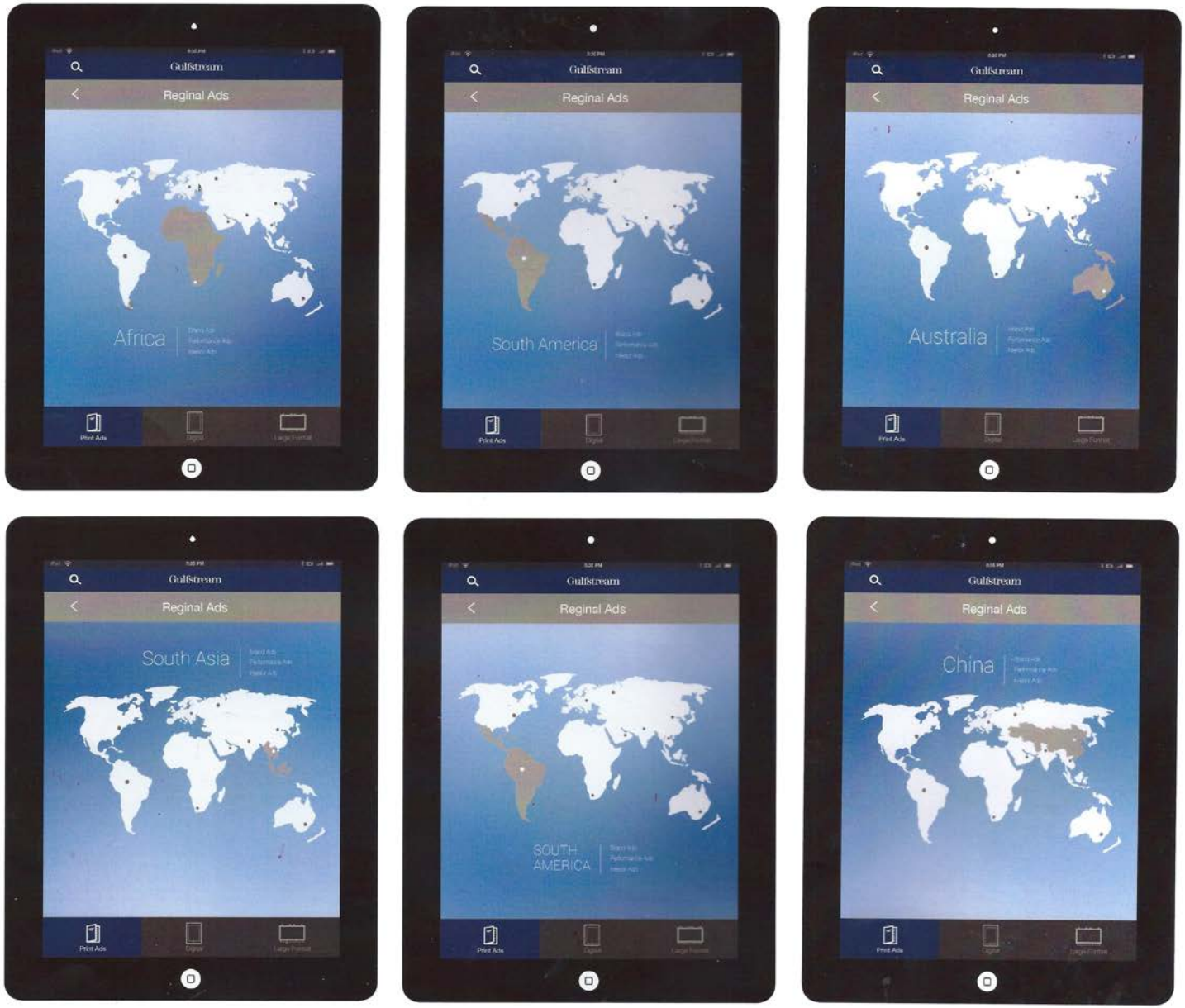
Visual Design Exploration



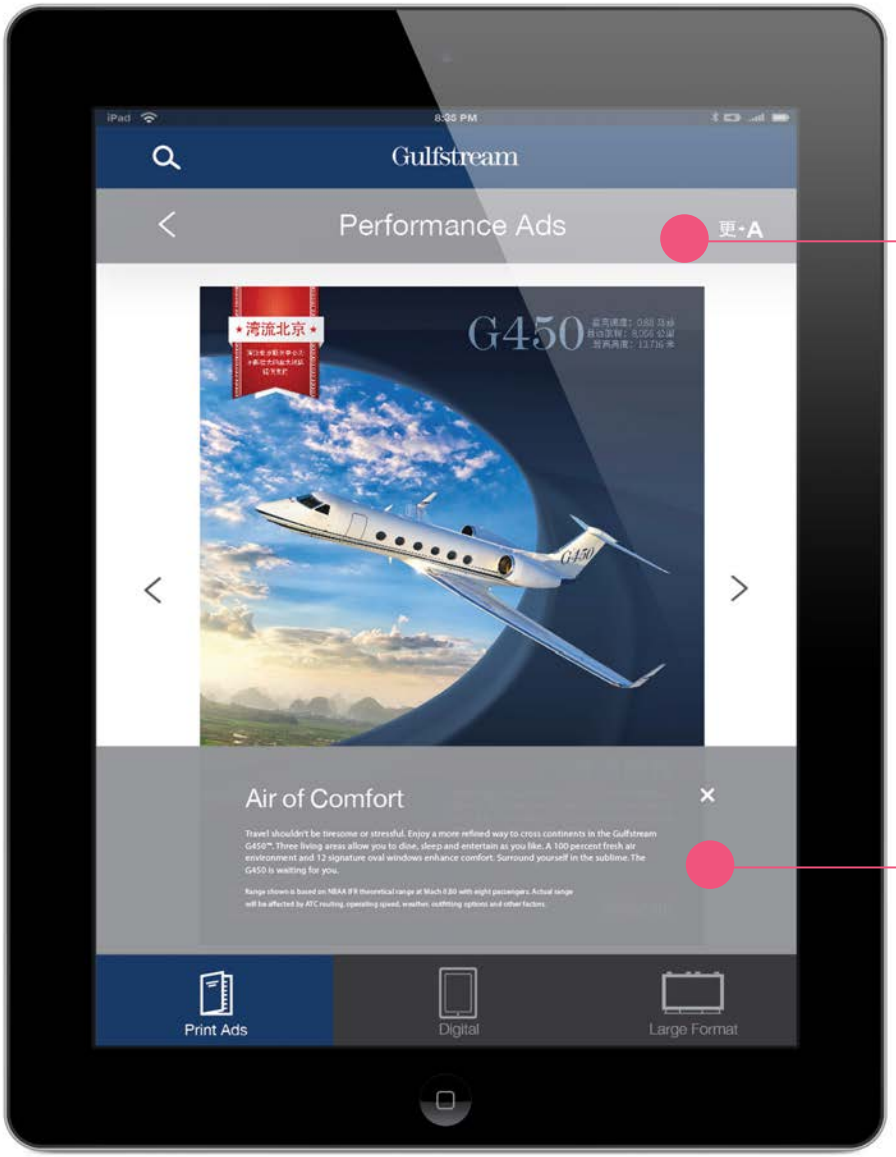
Visual Design Exploration



Visual Design Exploration- Regional Ads



Content Translation



Button for Text Translation

Text Translation

Interactions: Gestures

Performing gestures and implementing accompanying behaviors are integral parts of interaction design. This is the expected behaviors for our platform and how Gulfstream apps should behave. (Here I use mobile gesture to give an example)

Tap

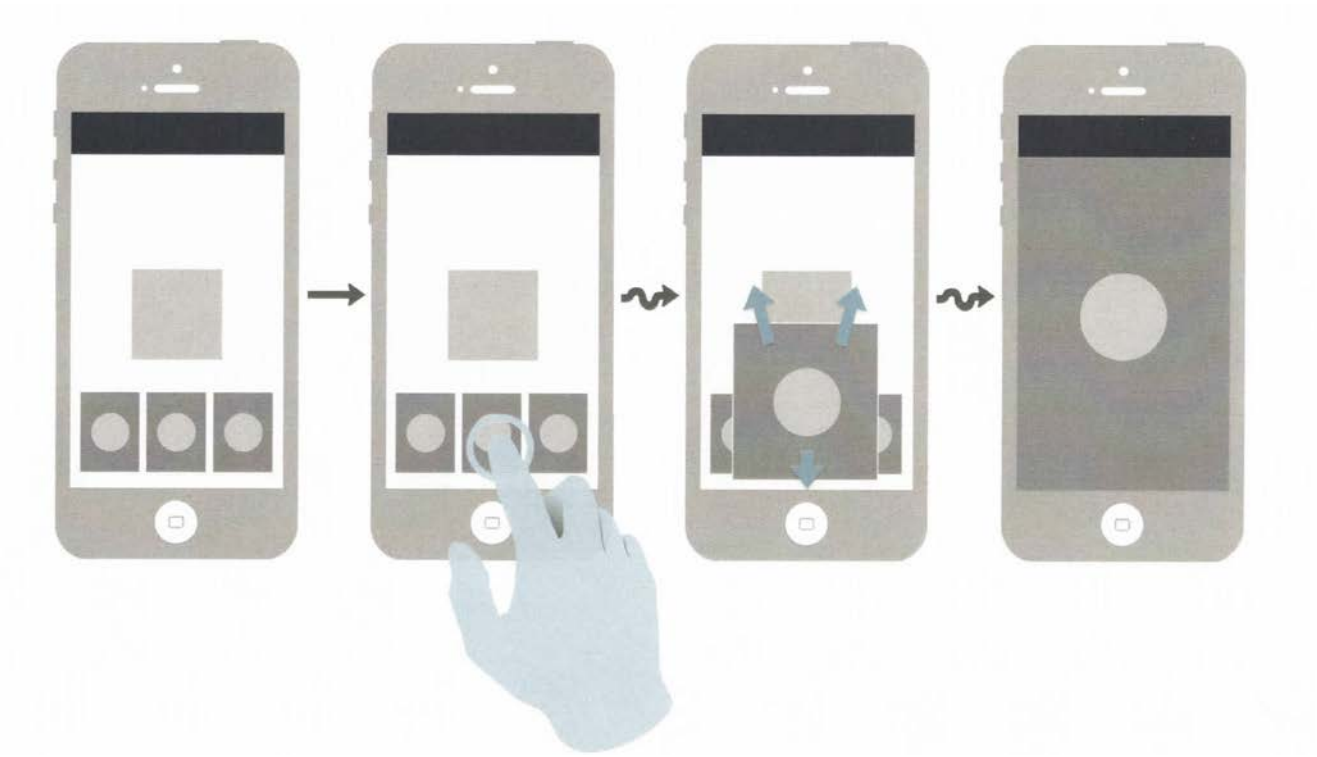
- iOS: Selects primary action.
- Android: Selects primary action.

Pinch/Spread

- iOS: Zoom in or out.
- Android: Zoom in or out.

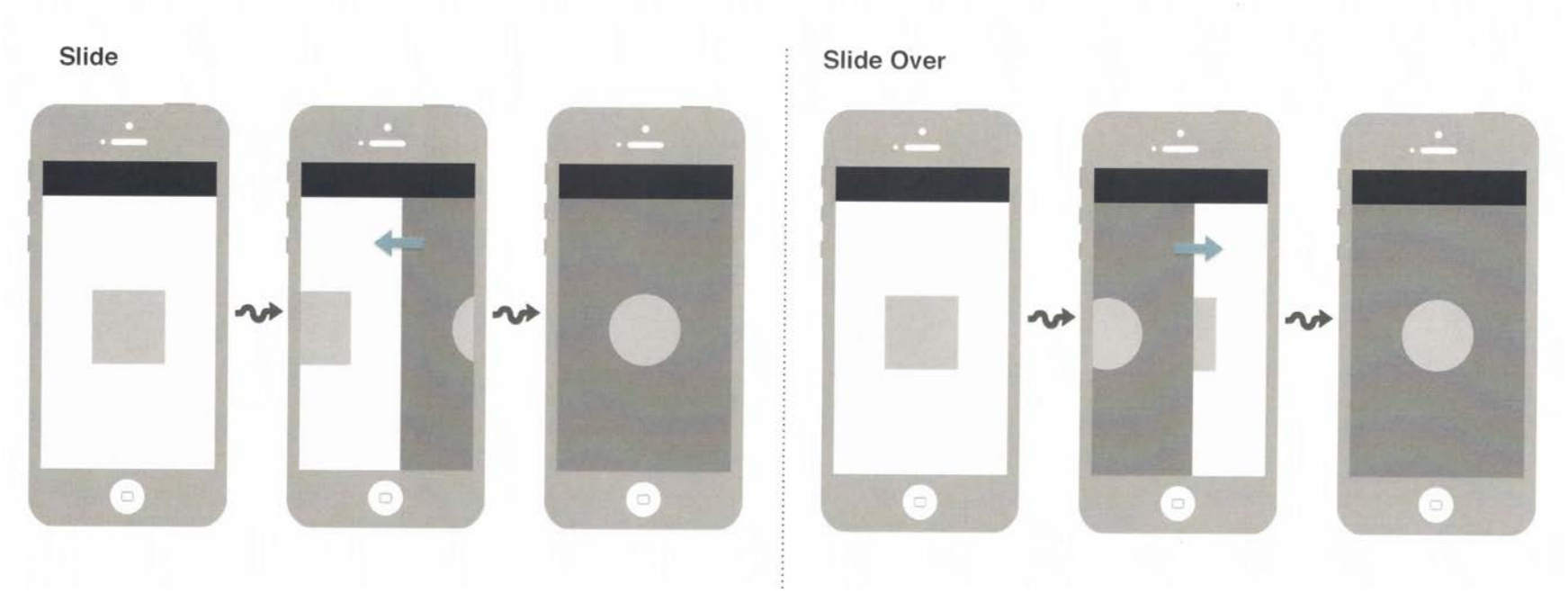
Interactions: Transition

An item on the screen opens or expands to fill the entire screen. This transition should also be used to cloase the item to ensure users don't feel lost.

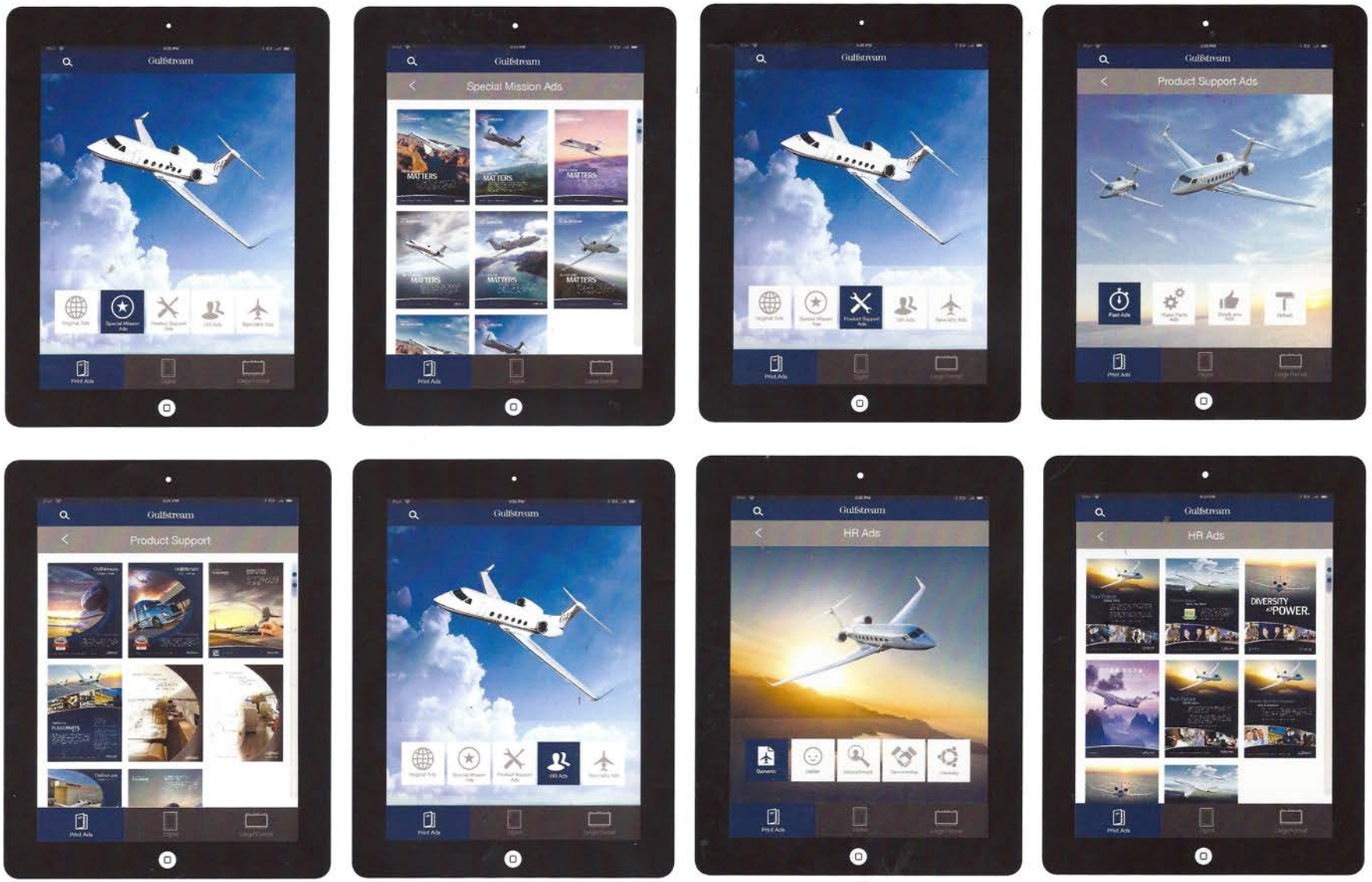


Interactions: Transition

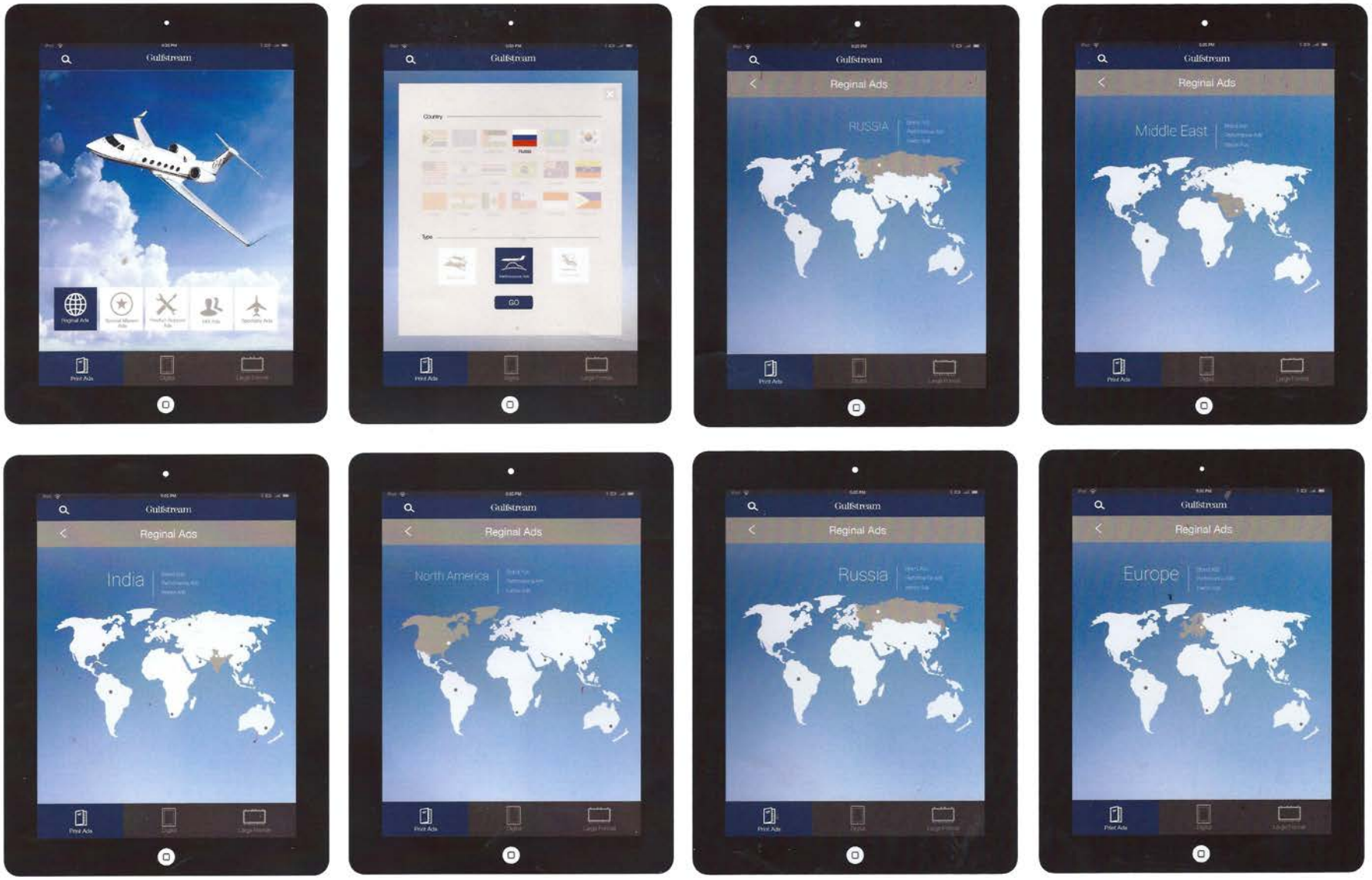
The view sliedes(usually left or right), pushing the previous view out/over of the screen. It is good for sliding navigation menus into view(drawer menu.) I used it for the advanced reserach(filter) in this IPad Adbook.



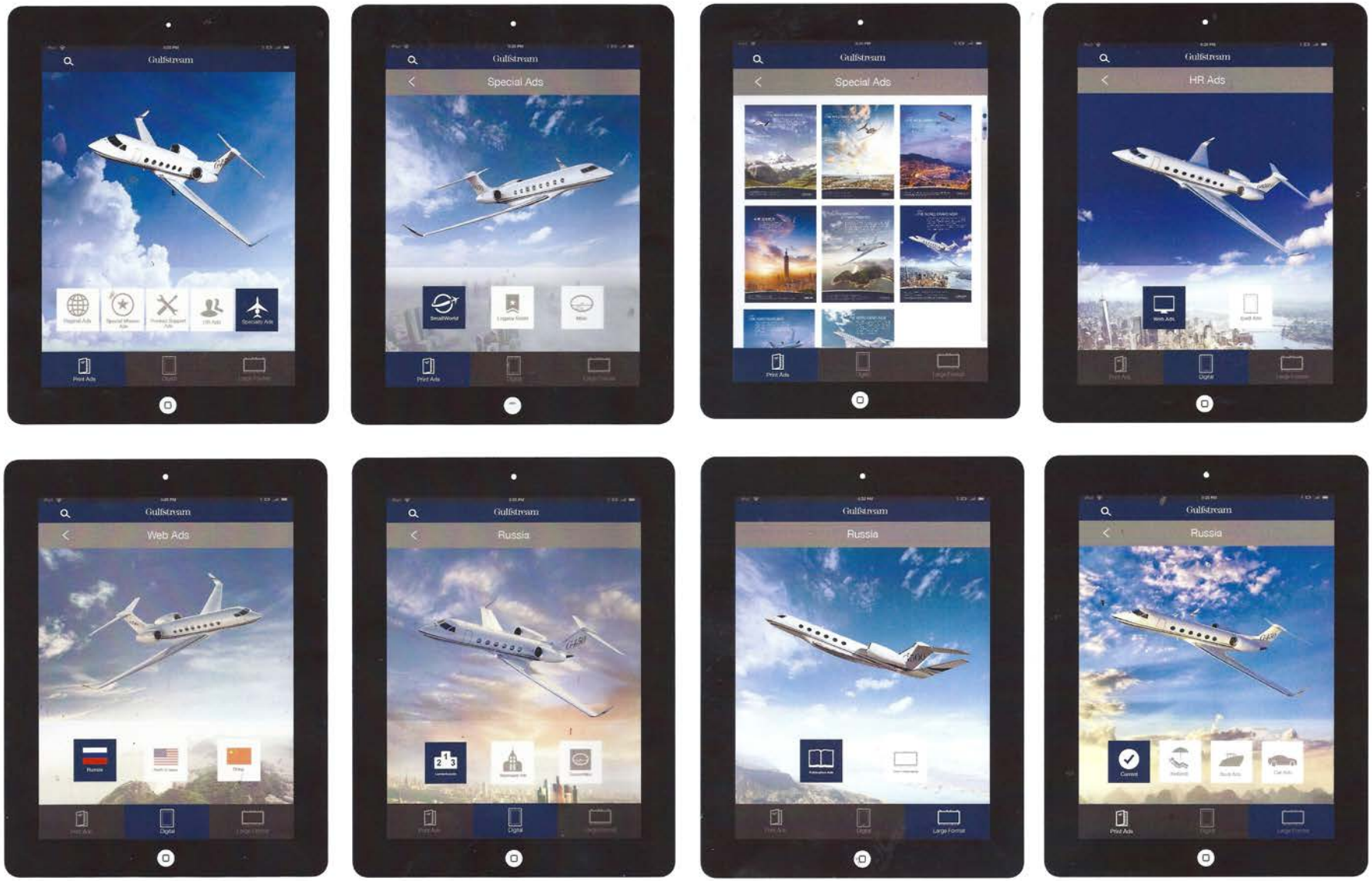
Final User Interface Design- Home



Final User Interface Design-Advance Research



Final User Interface Design-Secondary Navigation



Gulfstream
Russia G280 Performance Ads
Aircraft
G150
G280
G450
G550
G500
G600
G650
G650ER
Country
Africa
Europe
Middle East
Russia
North America
Argentina
Asia
Brazil
China
India
Mexico
Chile
Type
Brand Ads
Performance Ads
Interior Ads
Gulfstream
Performance Ads
G450
Air of Comfort
Print Ads
Digital
Large Format
Ads
Large Format
HFI Ads
Specialty Ads
Large Format

Gulfstream
Reginal Ads
NORTH AMERICA
Brand
Performance
Interior
Print Ads
Digital
Large Format
Gulfstream
Reginal Ads
Special Mission Ads
Product Support Ads
I&R Ads
Specialty Ads
Print Ads
Digital
Large Format
Gulfstream
Performance Ads
G280
LEAN MEETS GREEN
Print Ads
Digital
Large Format

Gulfstream
Regional Ads
NORTH AMERICA
Gulfstream
Performance Ads
G280
Gulfstream
Russia G280 Performance Ads
Gulfstream
Regional Ads
Gulfstream
Performance Ads
G450
Air of Comfort
Gulfstream