ALLCARD

DANIEL DURKEE

PROBLEM

People all around the world always have their wallets with them wherever they go. People use their debit or credit cards nearly 5 times a day, and then they put it away. Wallets are often overstuffed with so many different kinds of cards, money, and the occasional gift card that can't even seem to find a spot within a wallet. Wallets have a tendency to get stolen, lost, or even broken. The biggest problem for cards, is simply that we have too many for the normal sized wallet.

SOLUTION

With "Allcard" you will be able to store all of your cards and even your United States ID all in one place. It will the exact same size as a ID or debit card and just as thin. Using this will reduce the size of a wallet tremendously, greatly reduce thievery, and allow people to simply organize and manage all of their cards at any time. With "Allcard", you will never lose any of your cards again. You can store everything in one place and use it anywhere.

Allcard is a special digital card that not only stores your ID, but all of your debit or credit cards in a safe place where you can use each one as needed where ever you are. It also stores your medical card, gift cards, and all other complying cards. You can instantly use any card anywhere and never need to have multiple cards, it's all in one place.

COMPONENTS

ALLCARD WEBSITE & IPHONE APP

- Upload money and check balances.
- View all ID cards on the Allcard dashboard, ability to remove one or more.
- Check to see when you use different transactions.

FINGER SCANNER

- Use the finger scanner to securely access your Allcard and use your cards.
- Ability to customize security from person to person.
- Ability to have a pass-code along with the retina scanner for extra security.

DAILY CARD CLOCK

- Upon touching Allcard, you will view the Home screen.
- Easily view the date, and time. View a real-time clock.
- Access the Allcard calender that shows the days of your transaction.

Listed below are all of the well-known competitors that exist today. Some of these brands are new, some are relatively old. Many of these brands are being used today on many famous websites such as Google, eBay, and Square. What most of them have in common is that they rely on you to use for phone to pay for things. This can be limiting for reasons relating to battery life on devices. Allcard can change all that and not have to rely on a mobile device for support.

KNOWN COMPETITORS

SQUARE WALLET

- Beautiful UI, very useful, but only holds one debit or credit card.

APPLE PASSBOOK

- Relies on external apps, very limited ways to pay, not very useful.

LEMON WALLET

- Has the ability to store all cards in your phone, but you can't use them.

ISIS

- Catered more for business use and not the average consumer.

PAYPAL

- Very useful, but used a lot more for only online purchases.

GOOGLE WALLET

- Extremely useful and easy to use, but only in the "Android" phone market.

DWOLLA

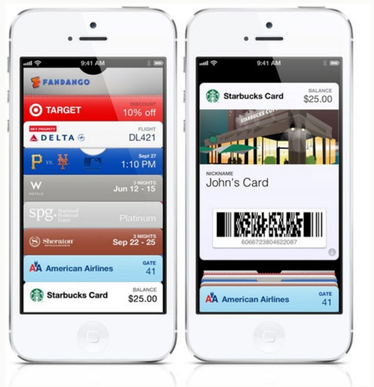
- Friendly UI and very useful for sending money, but not used everywhere.

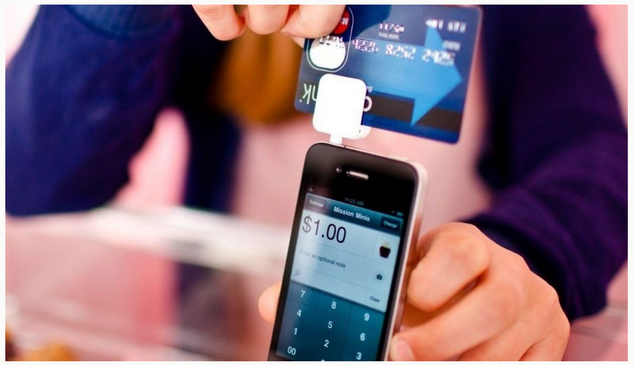
COIN

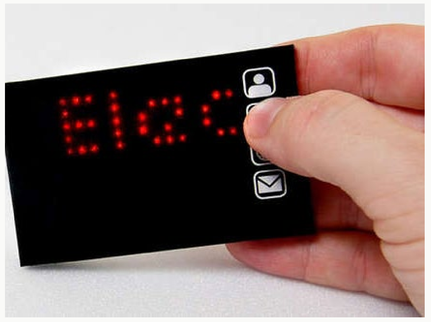
- Beautiful card and very to use, but you can only have 6 cards on it at a time.

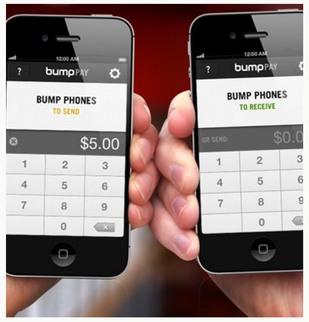
ALLCARD CONCEPT

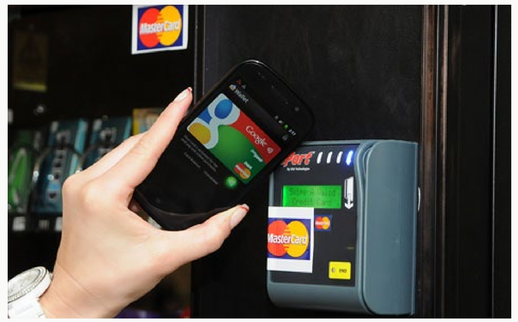
MOOD BOARD - DIGITAL CARD

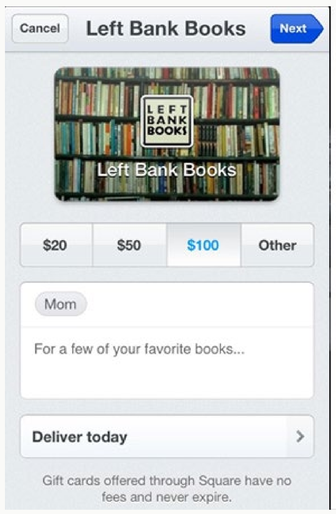




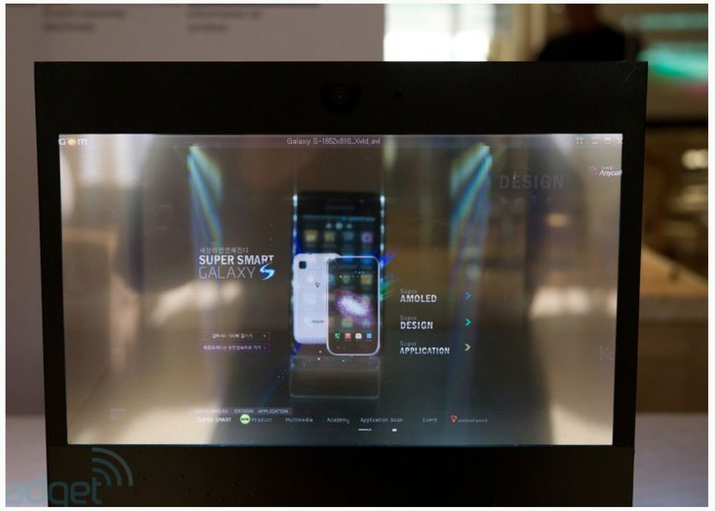


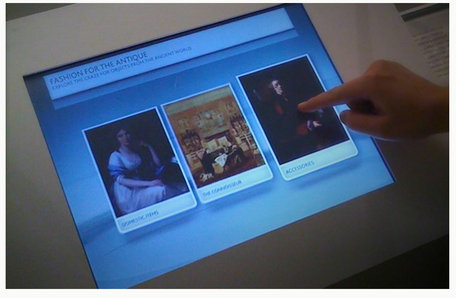


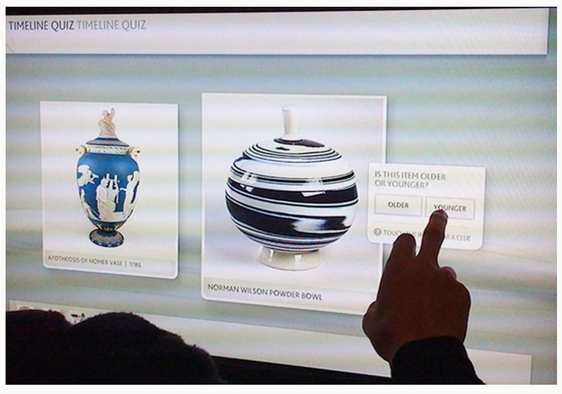




MOOD BOARD - KIOSK

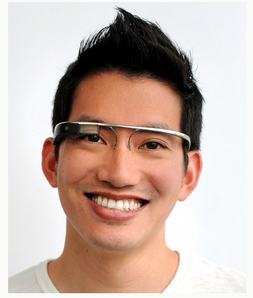






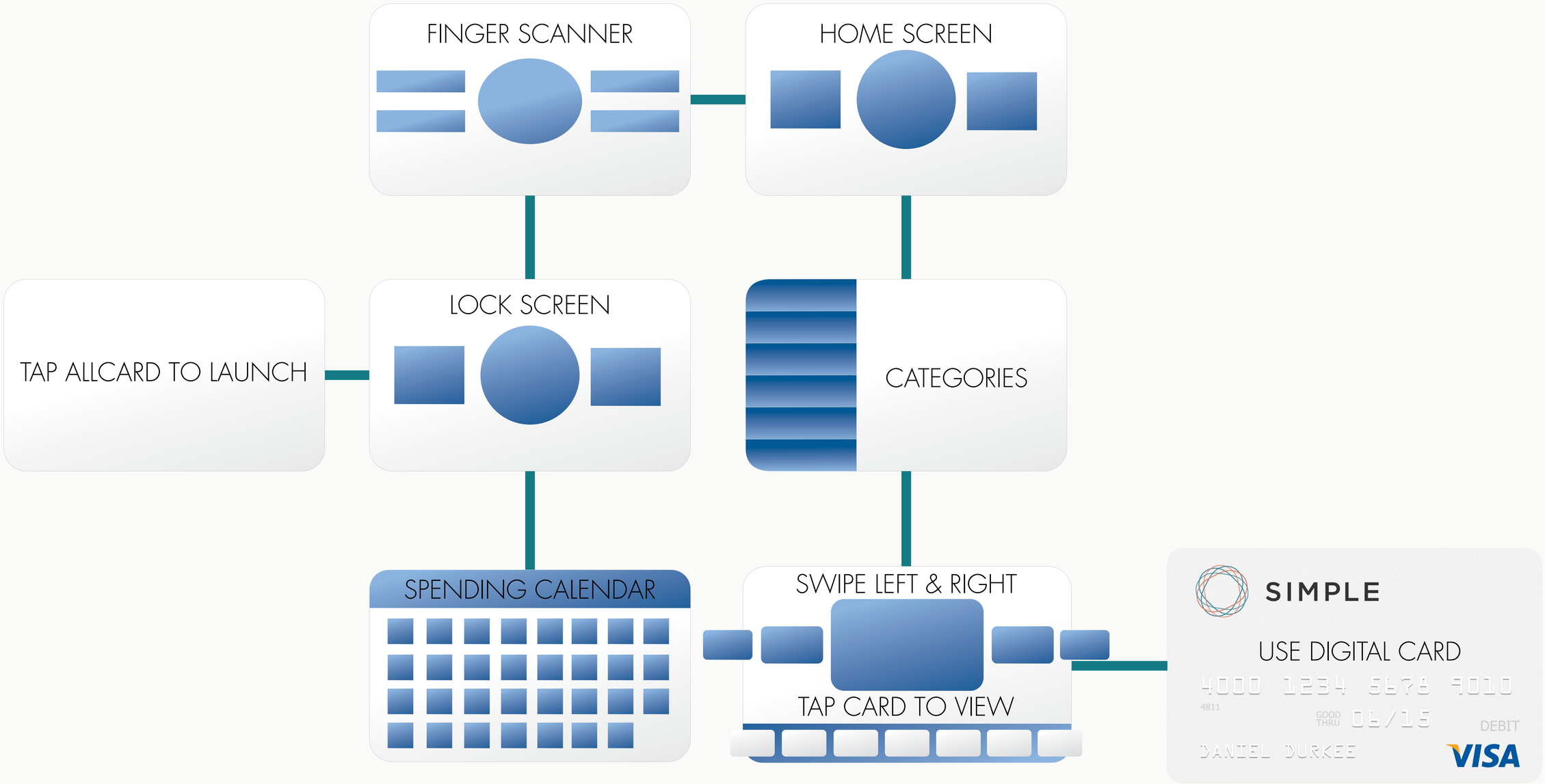
ALLCARD CONCEPT

MOOD BOARD - KIOSK



ALLCARD CONCEPT

ALLCARD WIREFRAME



ALLCARD CONCEPT

WORD LISTS

DEPOSIT
REALTIME
NAVIGATE
GLASS
SENSITIVE
TOUCH
SMOOTH
THEME
SCREEN
WARM
SEASON
WEATHER
TRANSPARENT
EASE
THIN
HOLOGRAM
TRAVEL
MIND
SECURE
INDENT
CONTROL
ELEGANCE
EFFICIENT

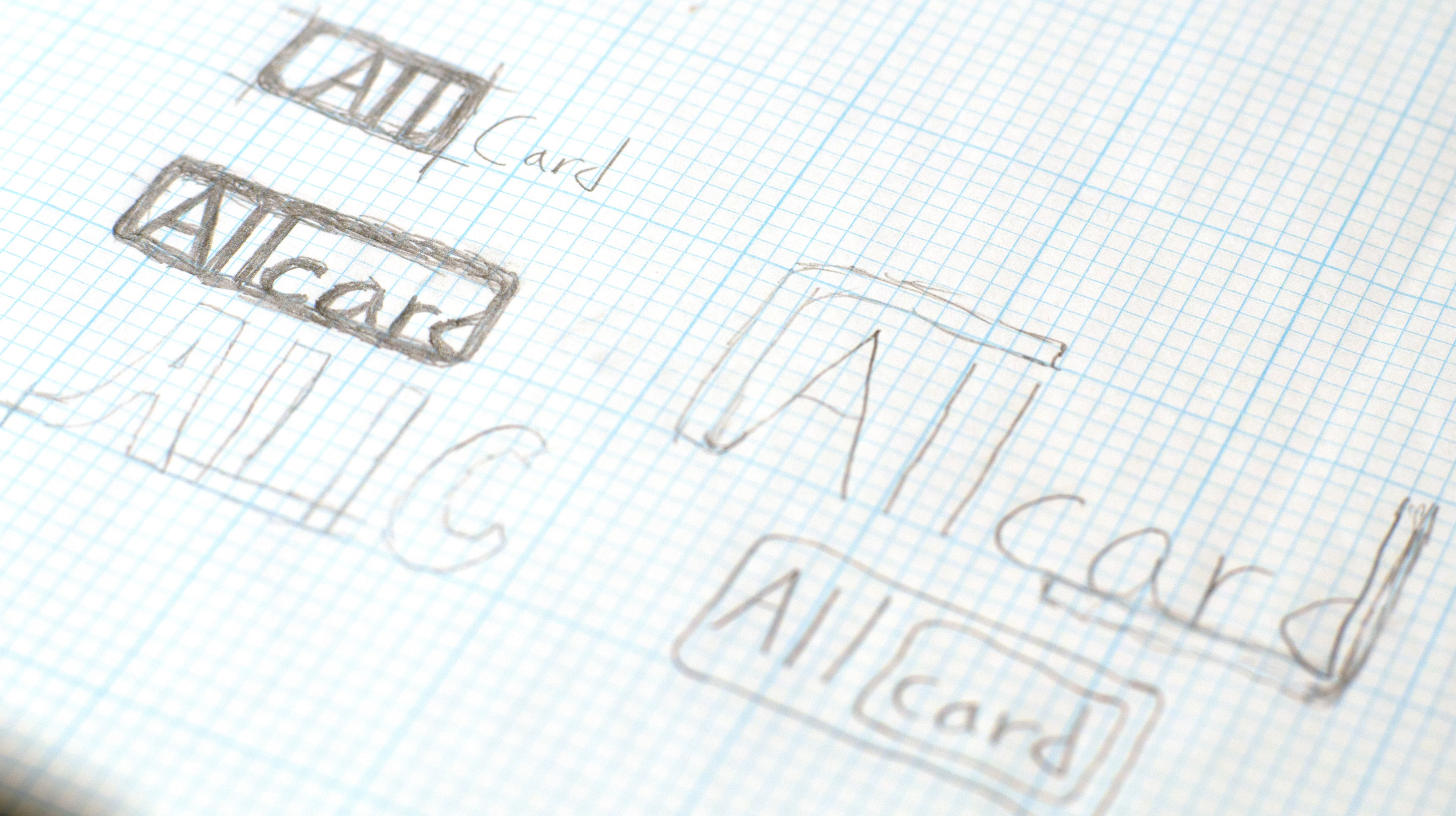
EXCITING
TRUSTWORTHY
COMPATIBILITY
USAGE
ENVIRONMENT
ALL-IN-ONE
GREEN
BRANDING
REGISTER
ICONIC
DISPENSE
ECOFRIENDLY
DARING
BUTTON
TRANSFER
INVITE
SCAN
TEMPORARY
SWIPE
FRAME
KIOSK
LASER
BARCODE

MAGNETIC
EXPENSIVE
DECORATE
ELASTIC
NATURAL
AIRPLANE
CONNECTION
PINCH
RETRACT
SCRATCH
PACKAGE
SIMPLE
FRIENDLY
SCARY
FUTURISTIC
BATTERY
STOMP
POCKET
FINGER
BRIGHT
CHARGE
FAMILY
INTERCHANGEABLE

THREE WORDS

FRIENDLY EFFICIENT SECURE

LOGO PROCESS



LOGO PROCESS

ALLCARD

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ALLCARD

CHOSEN LOGO

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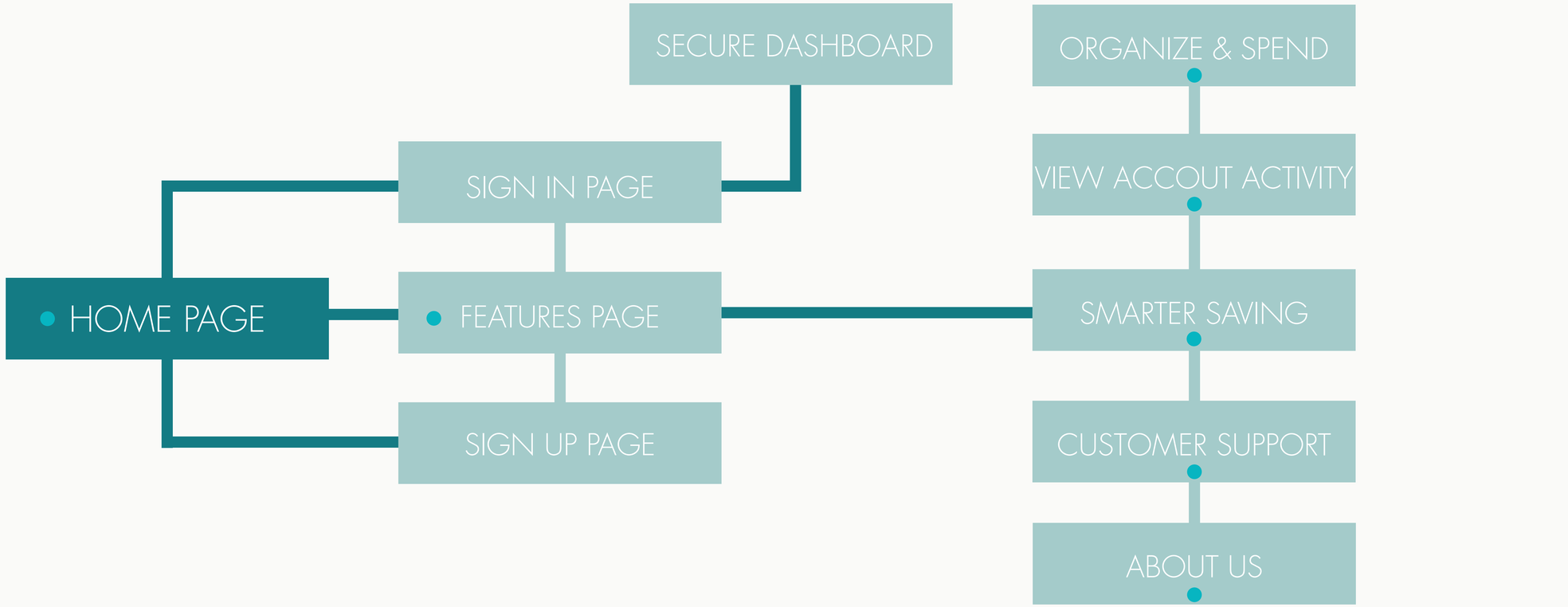
FINAL LOGO

ALLCARD

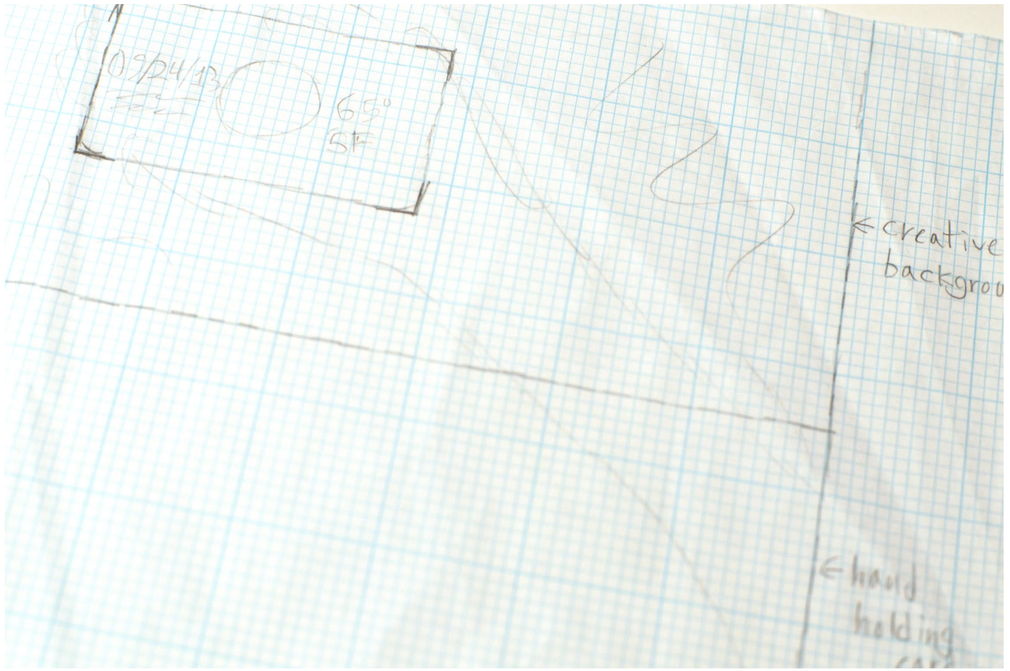
ALLCARD CONCEPT

WEBSITE USERFLOW

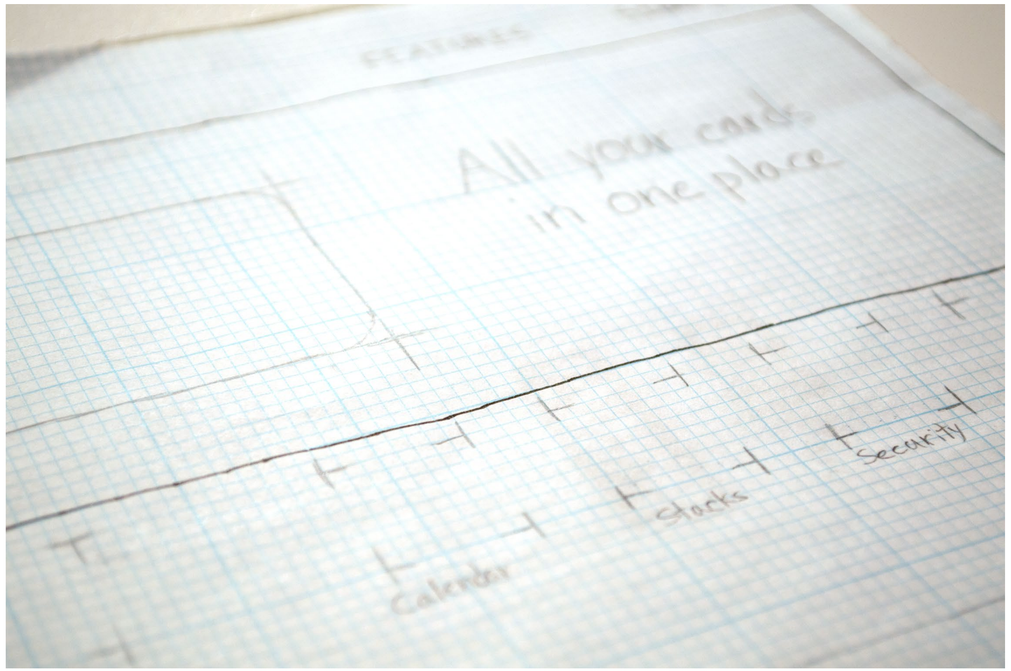


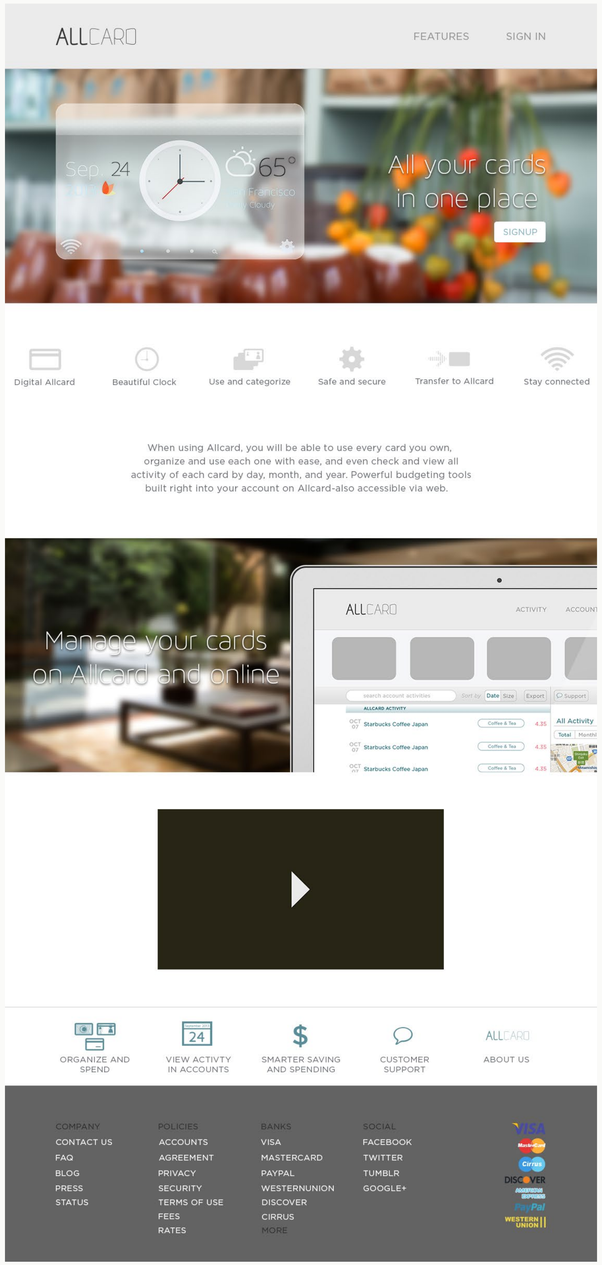
WEBSITE DESIGN PROCESS

EARLY DRAFT



LATER DRAFT





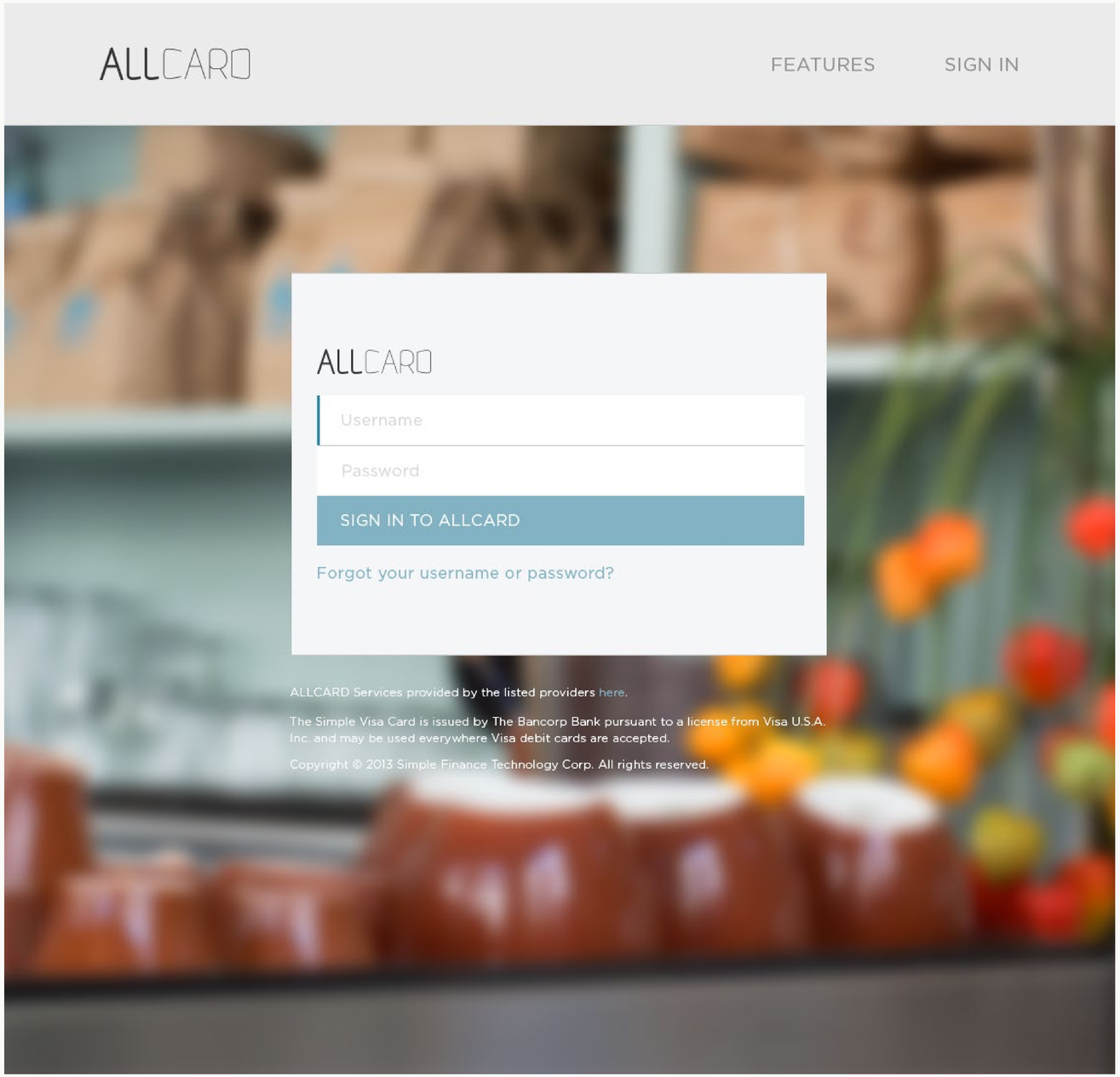
ALLCARD HOME PAGE

With the Allcard website homepage, you have an essence of what it is and what it does. It has a very clean friendly design and still shows the security that most card companies would have. All six icons on the website will also describe a little bit about what Allcard does. You have the ability to sign-up, sign-in, and view the features page of the website.

VIEW ALLCARD HOMEPAGE

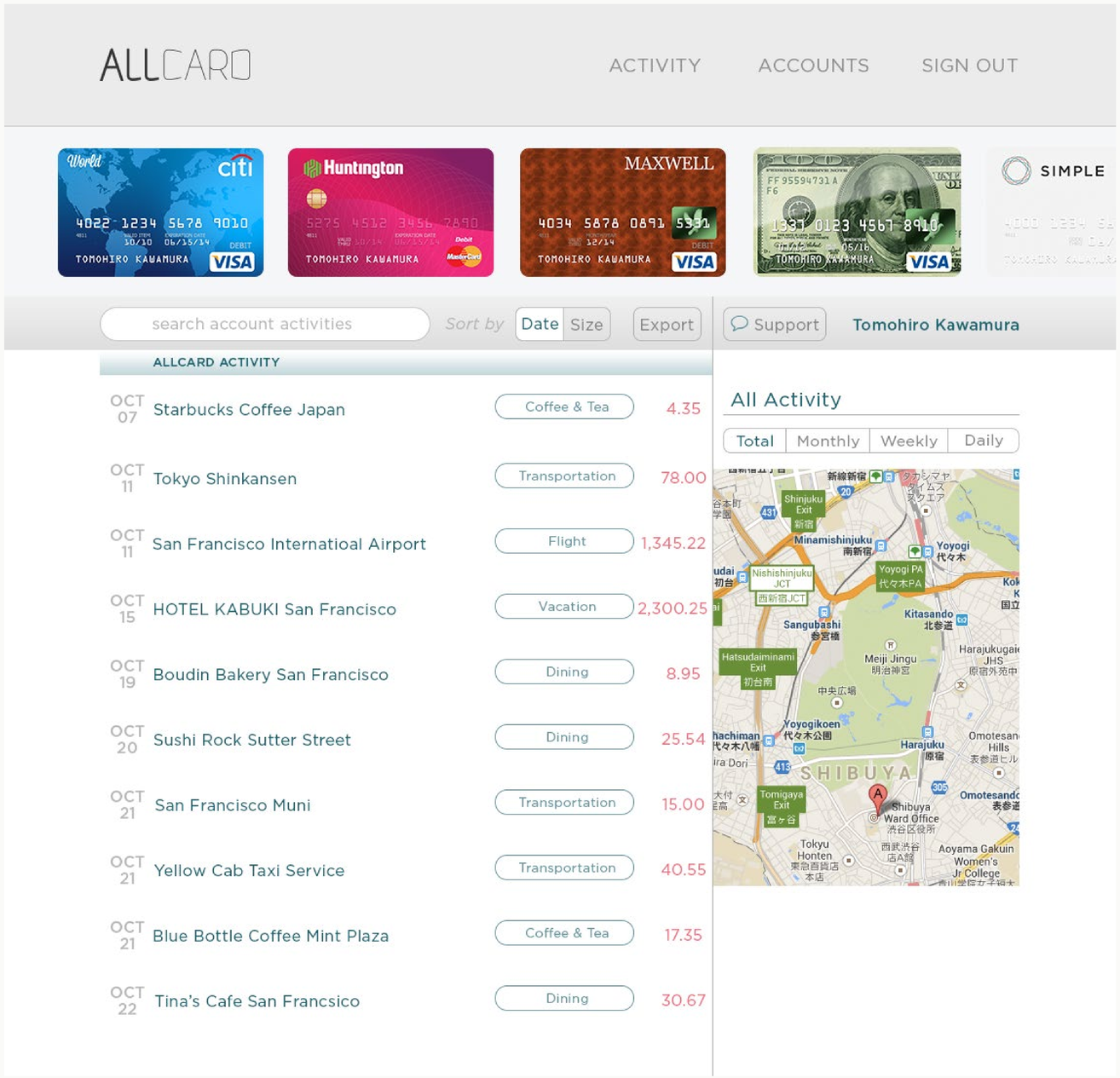
ALLCARD FEATURES PAGE

The Allcard features page tells the customer all about what the services and security are. It shows of how you can every card you've ever owned within Allcard and still have it be perfectly secure. With the thumb scanner, you will be able to keep everything safe. Three customer reviews are also listed on this page so that new users will have a feeling of comfort when signing up, they can see how others liked it as well.



ALLCARD SIGN-IN PAGE

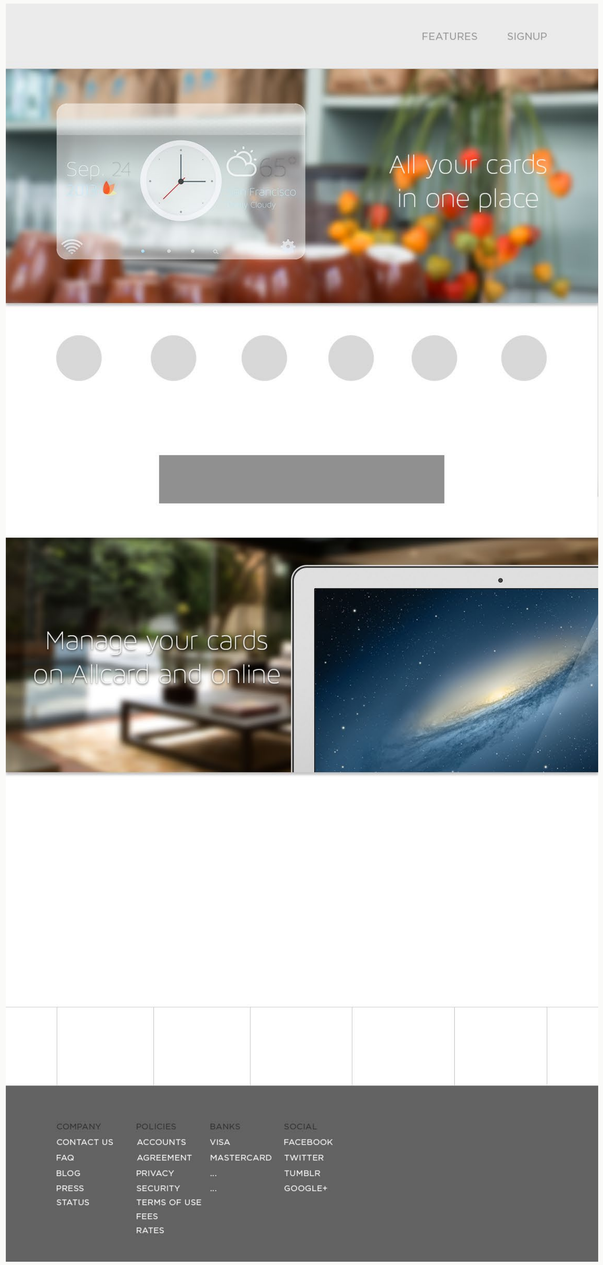
Signing in the Allcard website is very simple and easy. At the top right of the navigation bar you can just click to view the sign in screen. Just simply enter your user-name and password and then your signed in the view your Allcard accounts dashboard. If you do forget your user-name or password then simply click that area of the screen and an email will be sent to you to reset them.



ALLCARD ACCOUNTS DASHBOARD PAGE

The Allcard accounts dashboard is very safe and secure. Only available to you by signing up and signing in, you can view every card that you own, see all of your connected accounts, view the transactions that you made with each card on a certain day, and even see where the locations that you've used your card at.

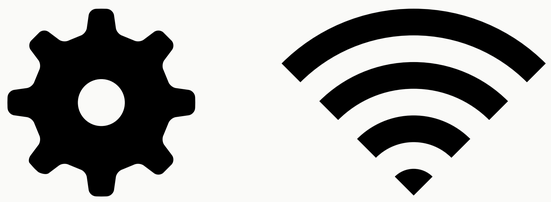
EARLY MOCKUP



WEATHER

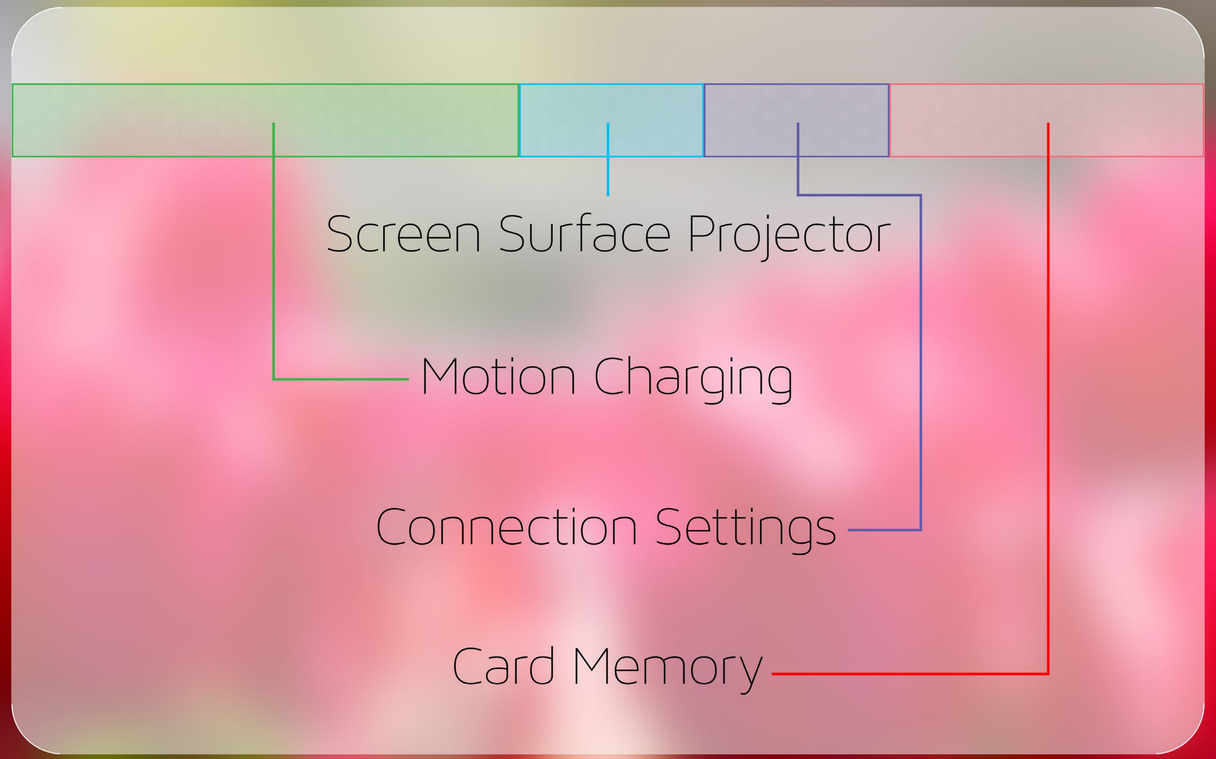
SEASONS

ESSENTIAL



ALLCARD CONCEPT

CARD FUNCTIONALITY



ALLCARD CONCEPT

MOCKUP STAGING

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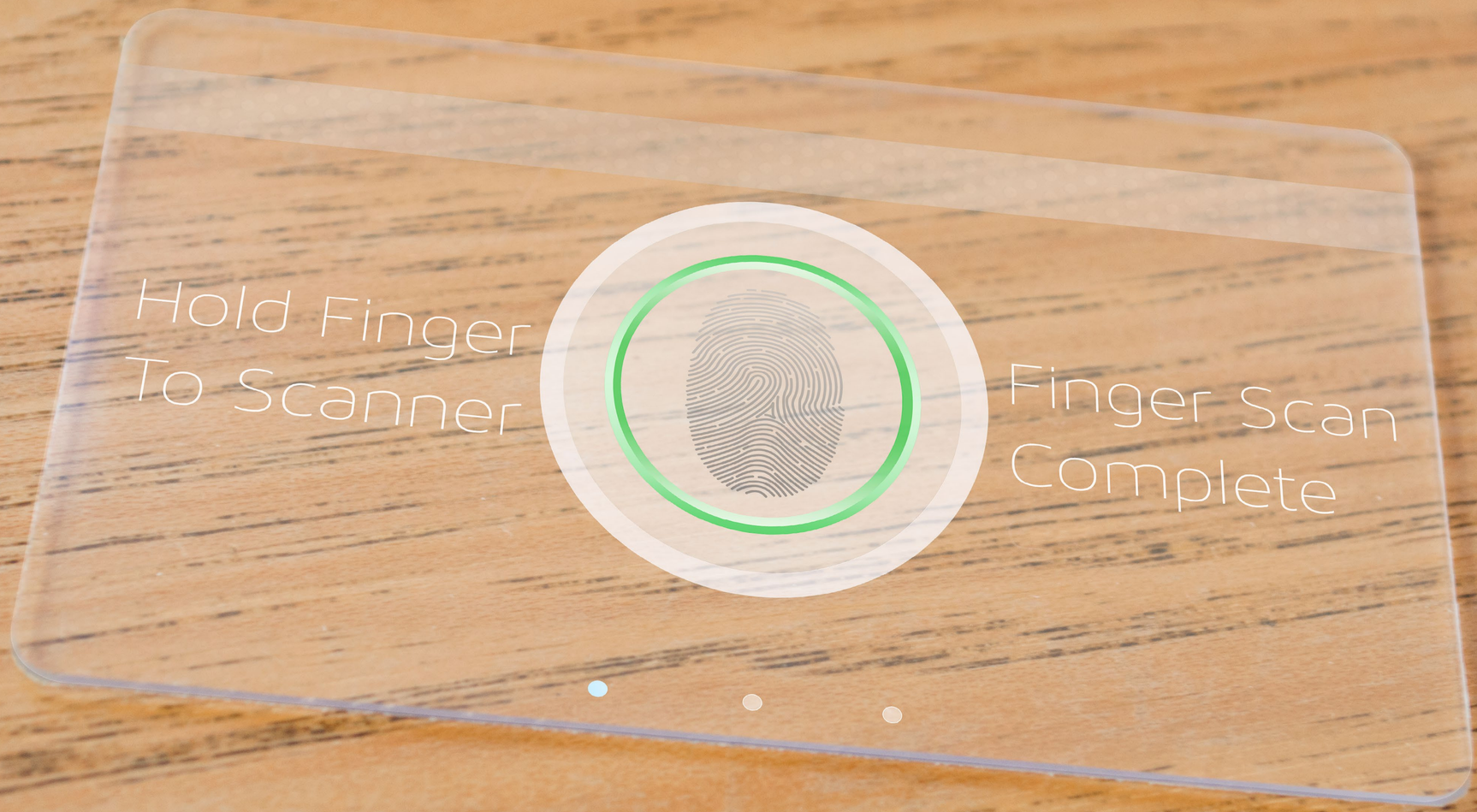
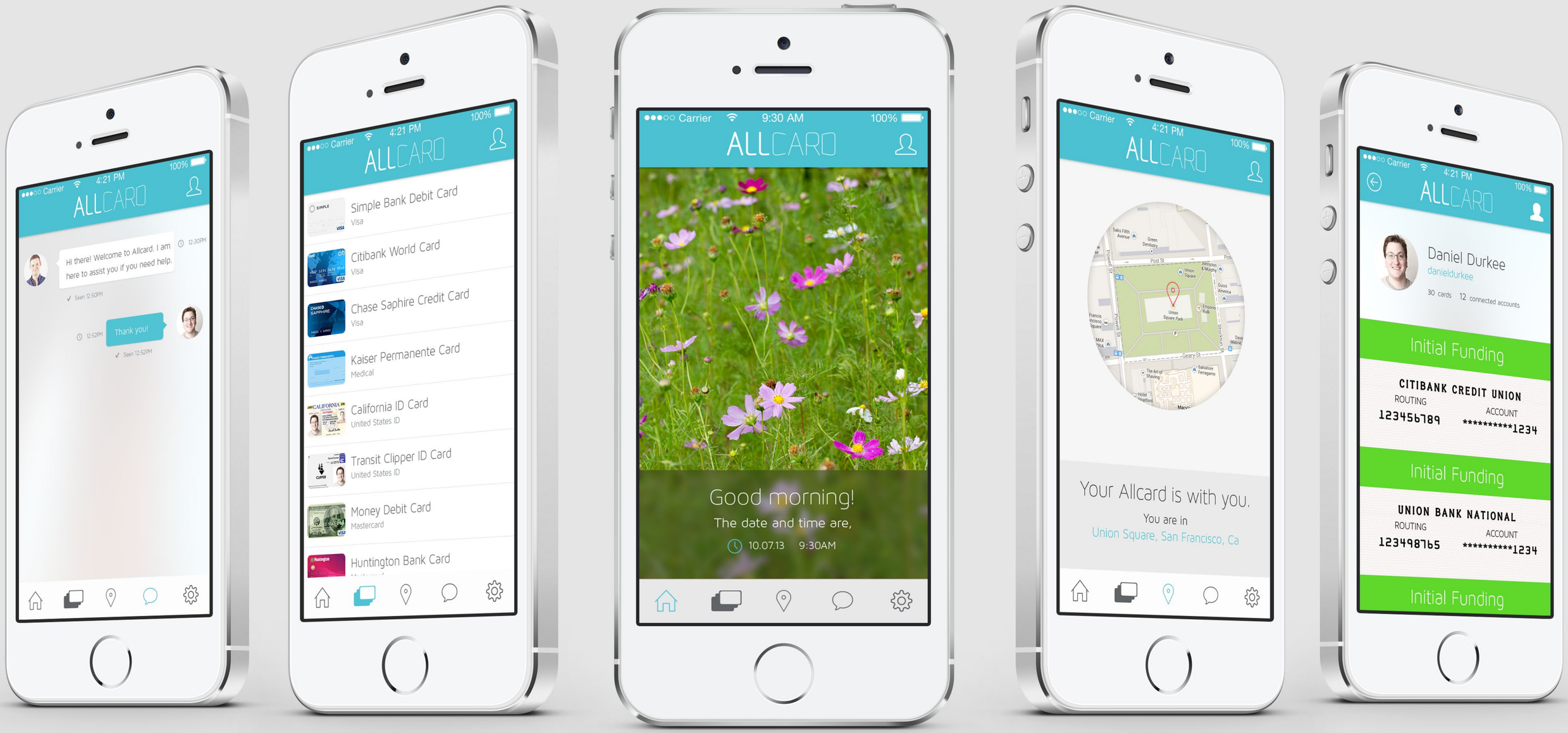
MOCKUP STAGING



ALLCARD CONCEPT

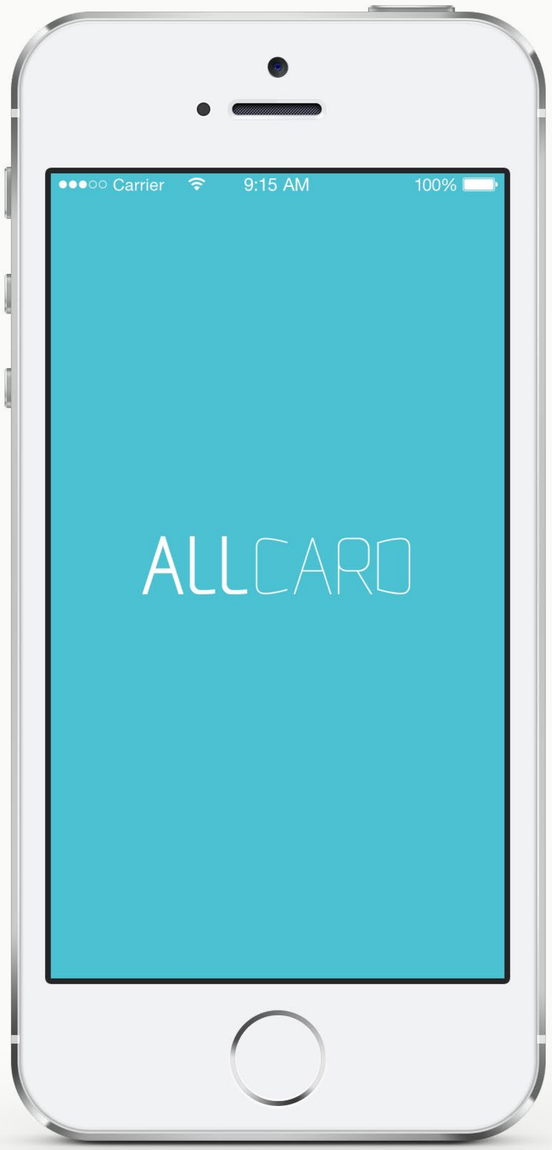
IPHONE APP



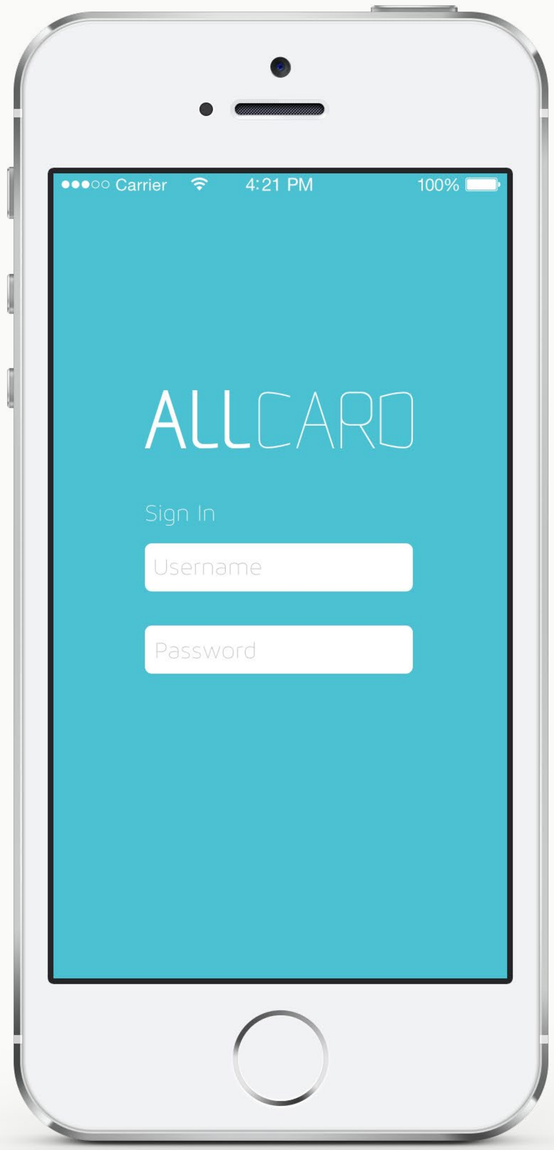
ALLCARD CONCEPT

IPHONE APP

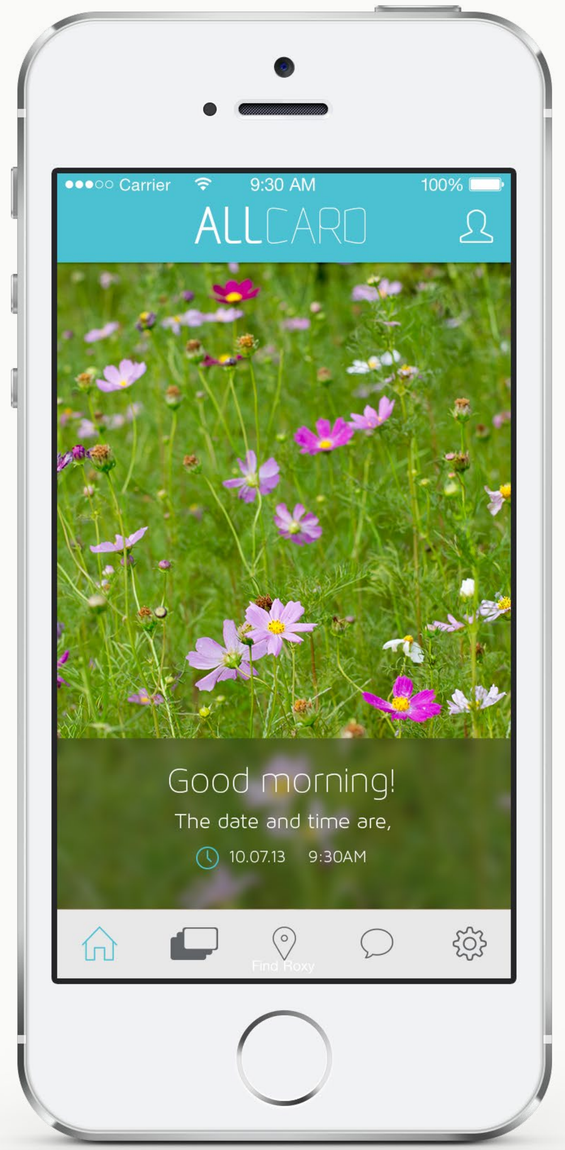
OPEN APP



APP LOGIN



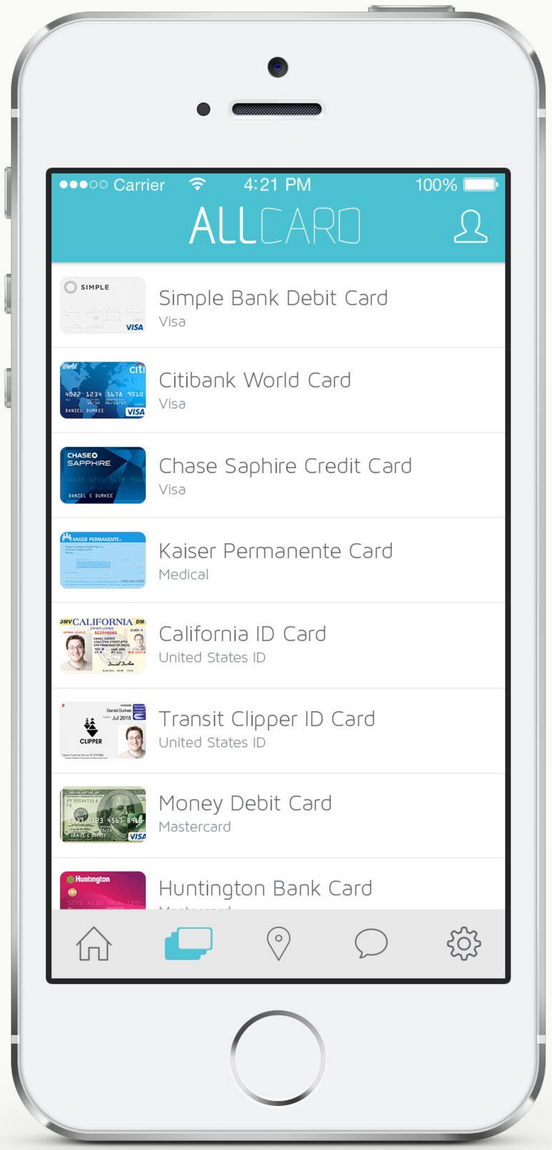
WELCOME PAGE



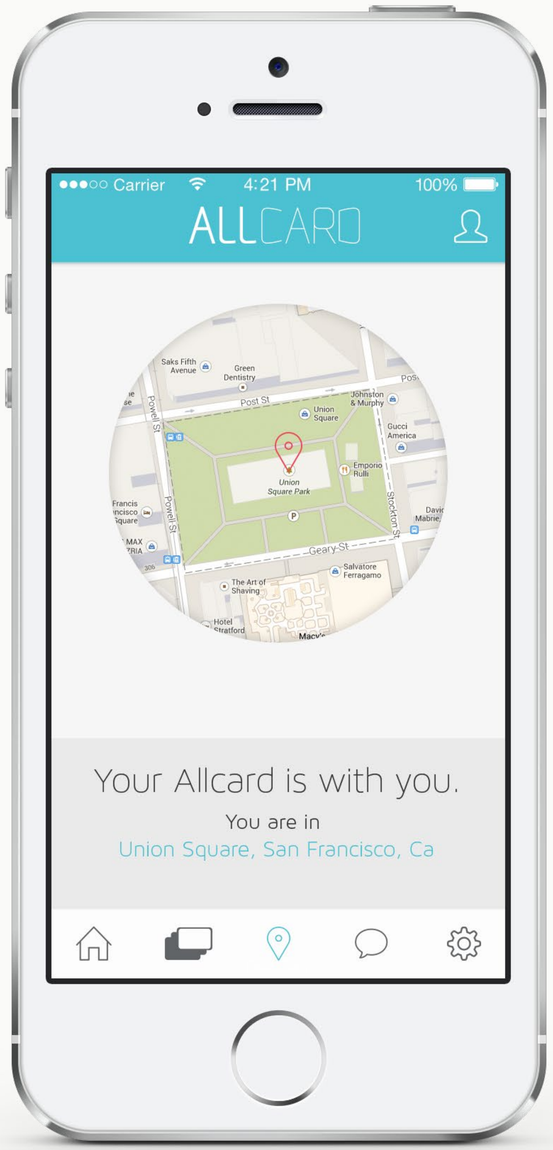
ALLCARD CONCEPT

IPHONE APP

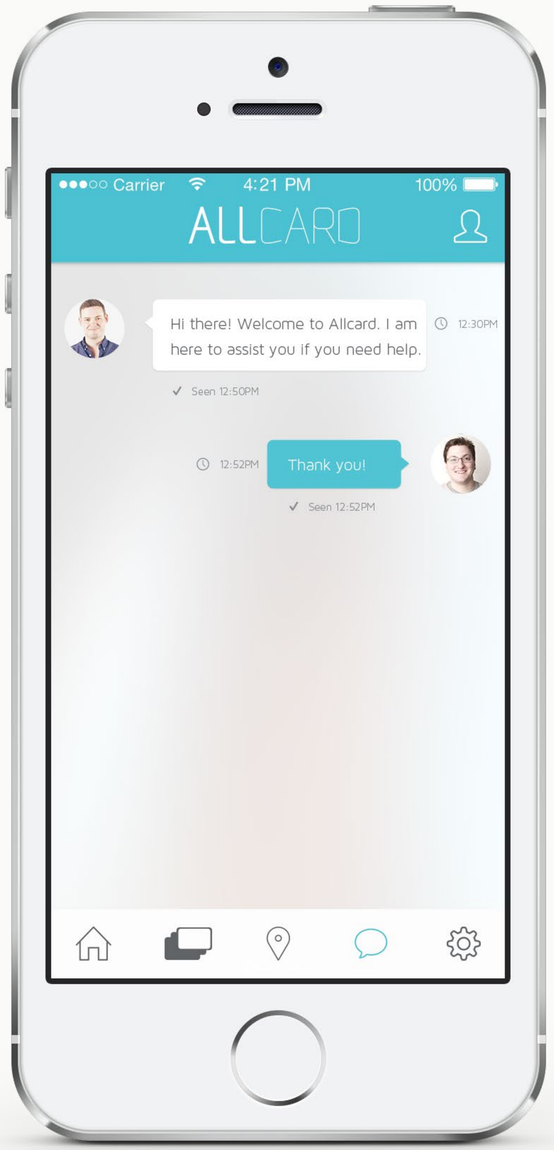
ALLCARD STACKS



LOCATE ALLCARD



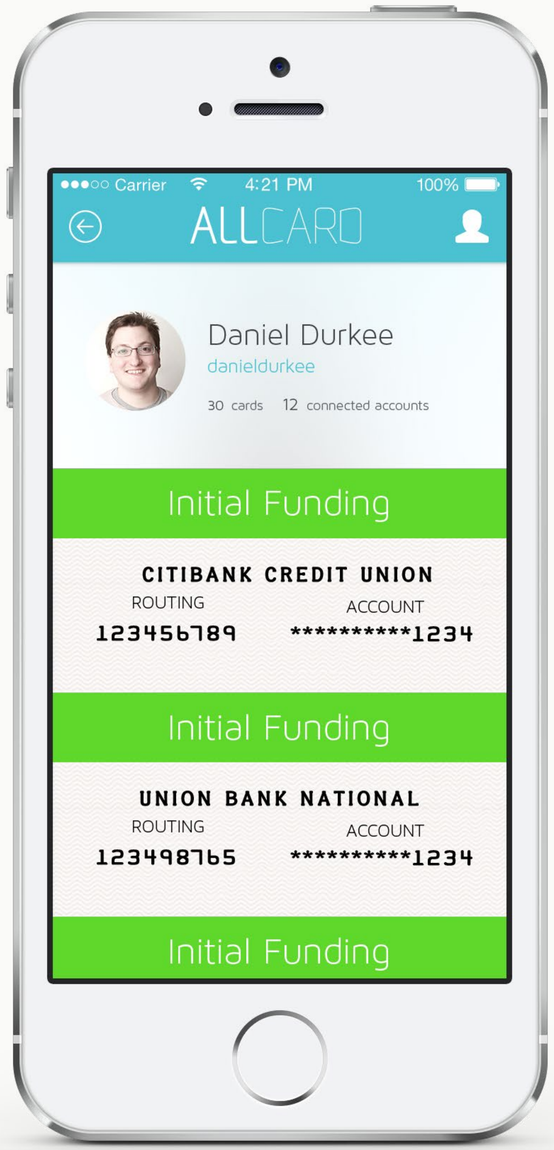
HELP DISCUSSION



ALLCARD CONCEPT

IPHONE APP

CONNECTED ACCOUNTS



TAP TO VIEW PROTOTYPE

1

TAEKYUNG KIM

Age: 23
Location: San Francisco
Occupation: Student at SFSTU
Marital Status: Single
Computer Skills: High

ABOUT TAEKYUNG

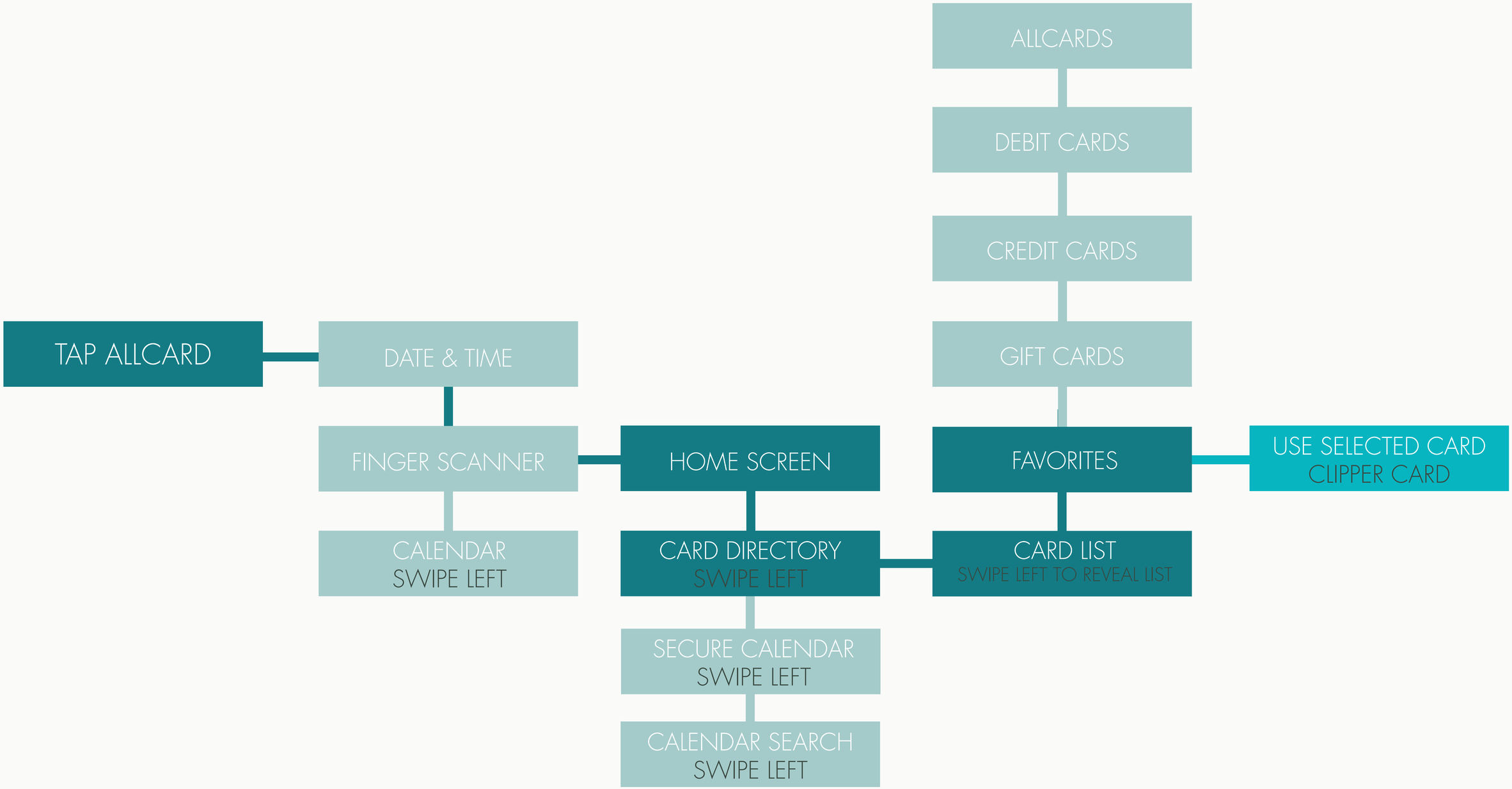
TaeKyung really likes being out and about, he uses his debit cards all the time. He also uses his phone to make payments. He believes that having all of your cards and your wallet with you is very important. What bothers him is that he has a really large wallet and doesn't like to have it in his pocket all the time. He wishes that there was a way to make using cards easier,

USING ALLCARD

When he uses goes during the day, he likes going to the movies and sometimes going to a coffee shop. He usually has a lot of things to do during the day. With "Allcard", he can use 2 of his debit cards, the buy some coffee and go to the theater, and when he goes to the doctor he can use his medical card which all of these cards are simply in one place for him to use.

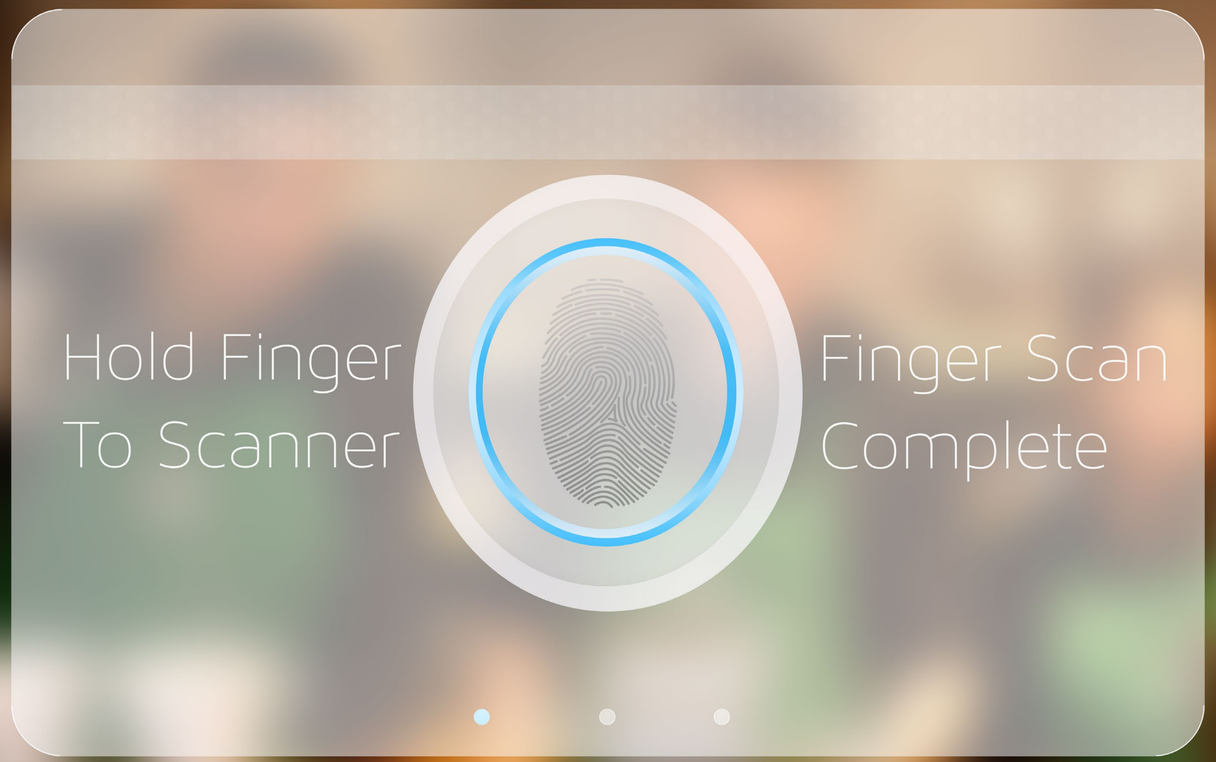
ALLCARD CONCEPT

TAEKYUNG'S USERFLOW

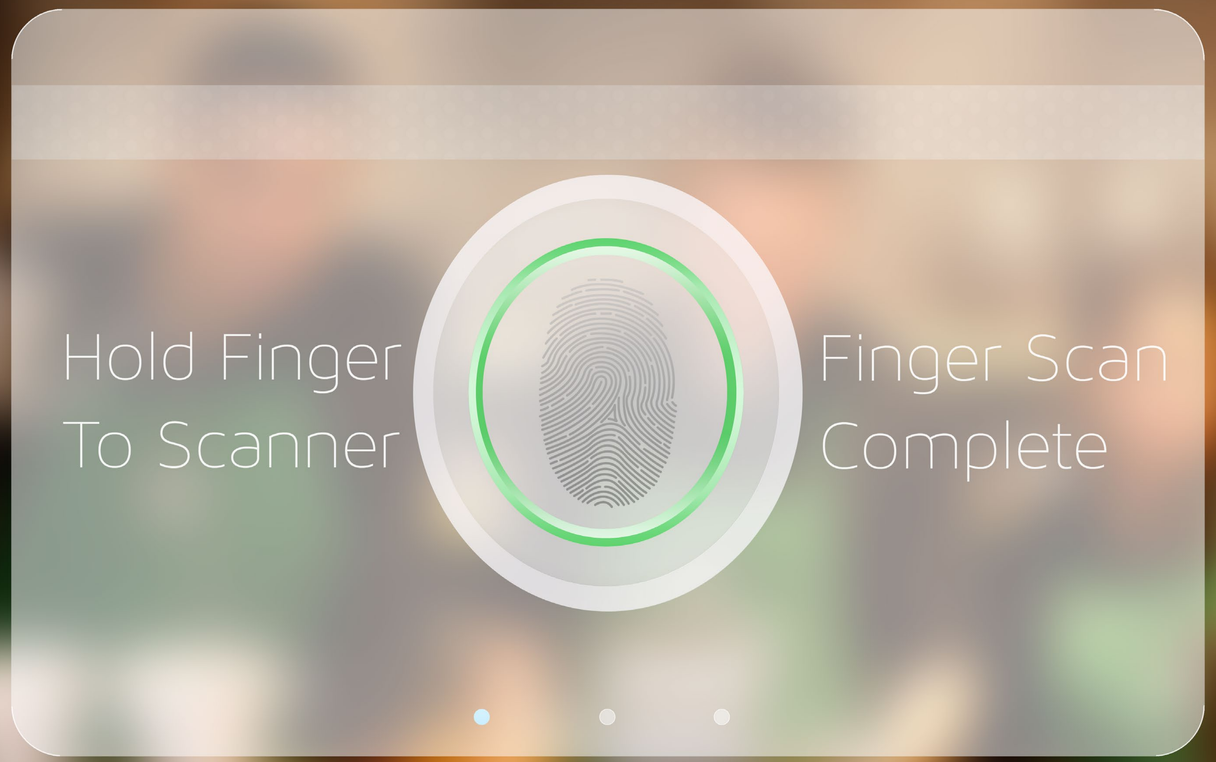


Sep. 24
2013
65°
San Francisco
Partly Cloudy

USER PERSONA



USER PERSONA



Sep. 24
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ALLCARD CONCEPT

USER PERSONA

ALLCARD CONCEPT

USER PERSONA

All Cards

Debit Cards

Credit Cards

Loyalty Cards

Personal Cards

Gift Cards

Favorites

Custom Set

ALLCARD CONCEPT

USER PERSONA

All Cards

Debit Cards

Credit Cards

Loyalty Cards

Personal Cards

Gift Cards

Favorites

Custom Set

ALLCARD CONCEPT

USER PERSONA

ALLCARD CONCEPT

USER PERSONA

P

A0066888

TaeKyung Kim

Expires Jul 2018

REGIONAL TRANSIT CONECTION

CLIPPER

Clipper Customer Service: 877.878.8883
Regoinal Transit Connection Discount Card

2

RIN LORRUNG

Age: 25
Location: Berkeley
Occupation: Student at UC Berkeley
Marital Status: Single
Computer Skills: Medium

ABOUT RIN

Rin is a student at UC Berkeley, she likes going out with friends and studying when she can at various coffee shops around Berkeley where other students are too. She is usually on a budget and likes spending money, but spending it wisely.

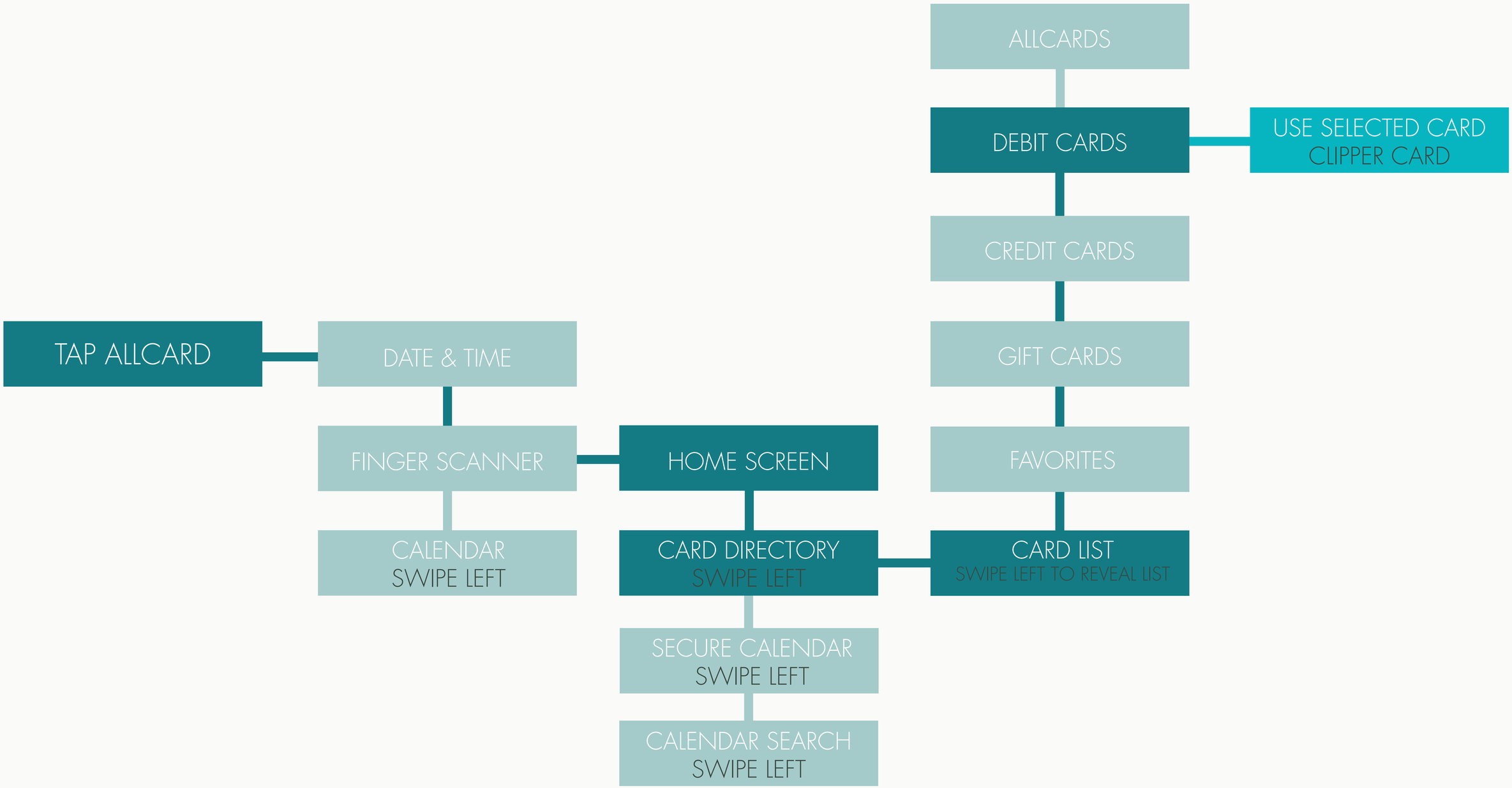
USING ALLCARD

Rin takes a lot of classes and spends a considerable amount of money on college textbooks. What's important is that she only uses one debit card for buying her books and other debit or credit cards for being out and about with friends. She uses "Allcard" for using many different cards when she is out. She uses different debit cards for different things. She manages her money well and now she doesn't have a huge wallet from having too many different kinds of cards.

TAP HERE TO VIEW PROTOTYPE

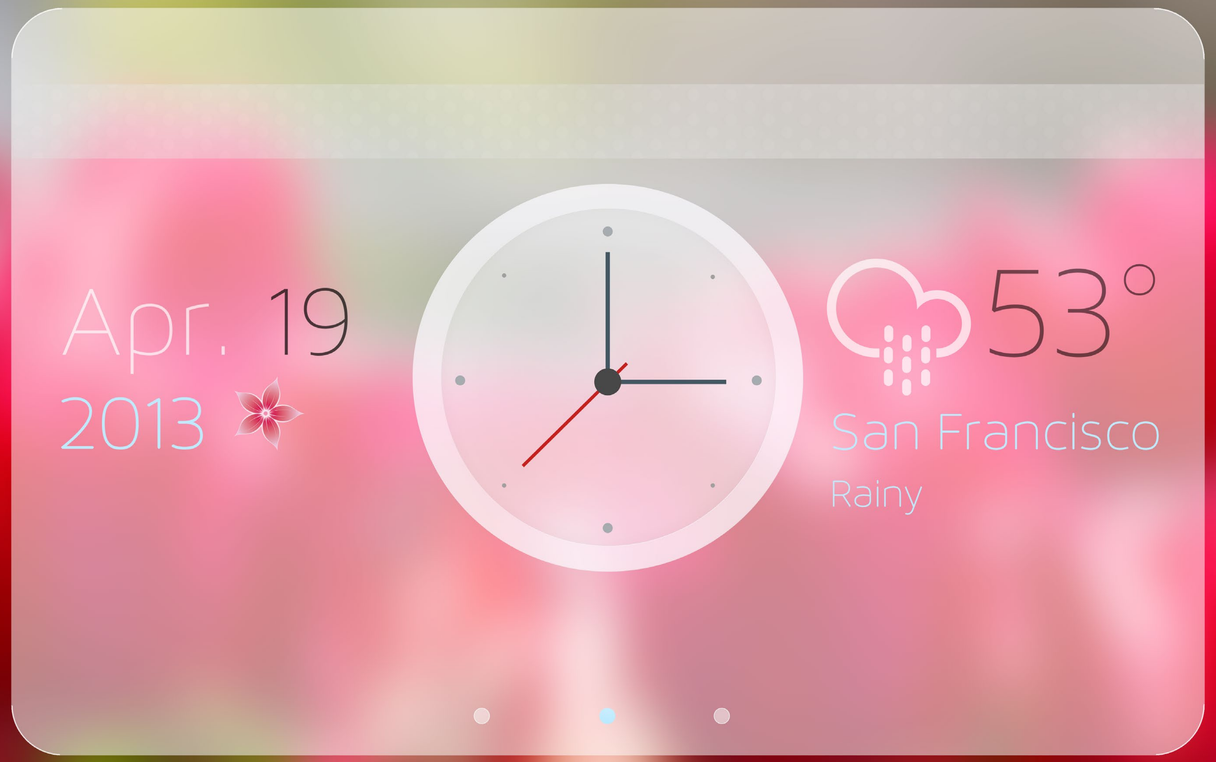
ALLCARD CONCEPT

RIN'S USERFLOW



ALLCARD CONCEPT

USER PERSONA



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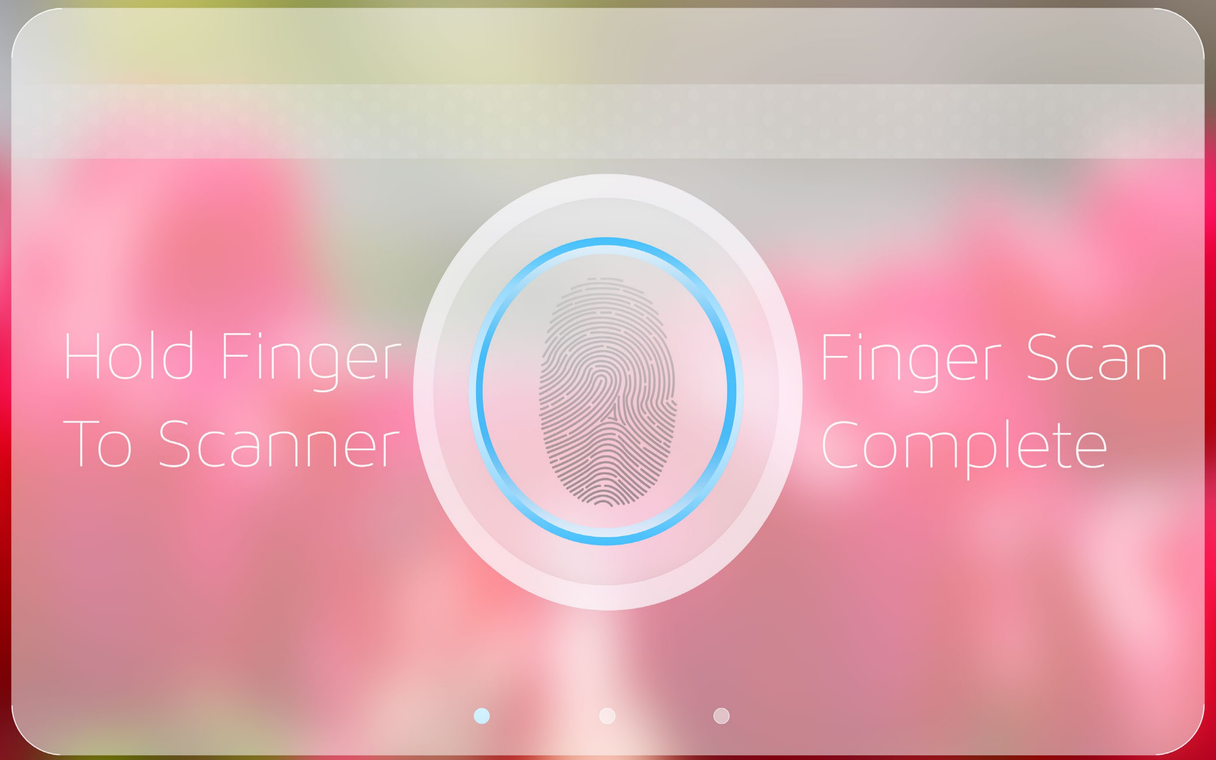

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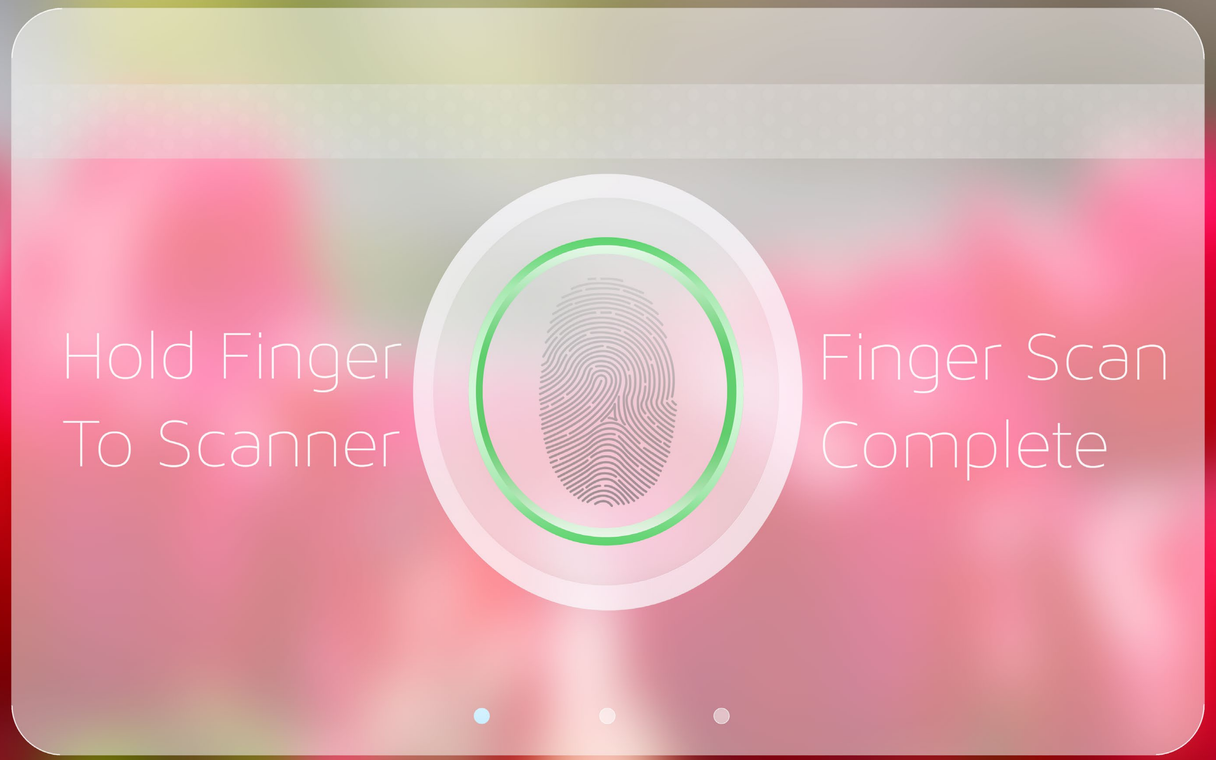


ALLCARD CONCEPT

USER PERSONA

ALLCARD CONCEPT

USER PERSONA

ALLCARD CONCEPT

USER PERSONA

All Cards

Debit Cards

Credit Cards

Loyalty Cards

Personal Cards

Gift Cards

Favorites

Custom Set

ALLCARD CONCEPT

USER PERSONA

All Cards

Debit Cards

Credit Cards

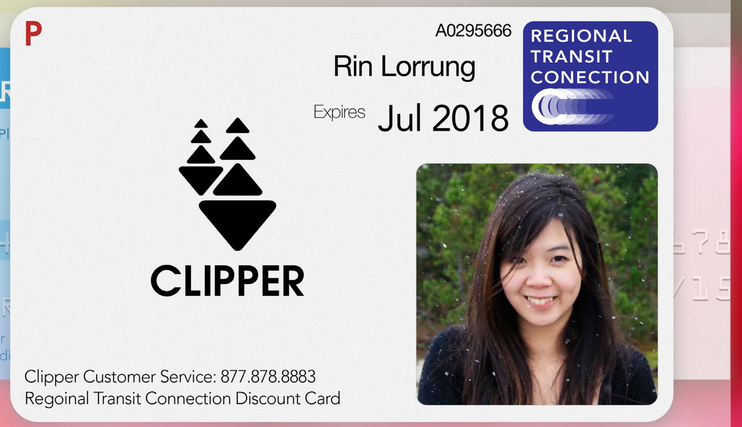
Loyalty Cards

Personal Cards

Gift Cards

Favorites

Custom Set



ALLCARD CONCEPT

USER PERSONA

USER PERSONA

SIMPLE

4000 1234 5678 9010

4811

GOOD THRU 06/15

DEBIT

NARIN LORRUNG

VISA

3

TOMOHIRO KAWAMURA

Age: 26
Location: Tokyo, Japan
Occupation: Political Science
Marital Status: Single
Computer Skills: High

ABOUT TOMOHIRO

Tomohiro recently graduated from UCLA and is now living in Tokyo Japan. He works in the international stock market and has a very busy life. He doesn't spend a lot of time at home and he traveled abroad quite frequently. During his weekend he usually likes going out and spending his time with his friends and family.

USING ALLCARD

Tomohiro likes Allcard because it makes his life much more convenient and easier because he is always traveling around and never really has time be at home. With this, he can use every card he's ever owned and take it with him everywhere. He likes that Allcard can accept all his cards that are from all over the world. All he had to do was enter his card information and select the company that each of his cards complies with and then enter each card information. After doing this, he is completely ready to use Allcard anywhere.

ALLCARD CONCEPT

USER PERSONA

USER PERSONA

December
21st
2013
1
2
3
20
5
6
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8
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11
12
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14
15
16
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28
30
17

ALLCARD CONCEPT

USER PERSONA

search

Q W E R T Y U I O P

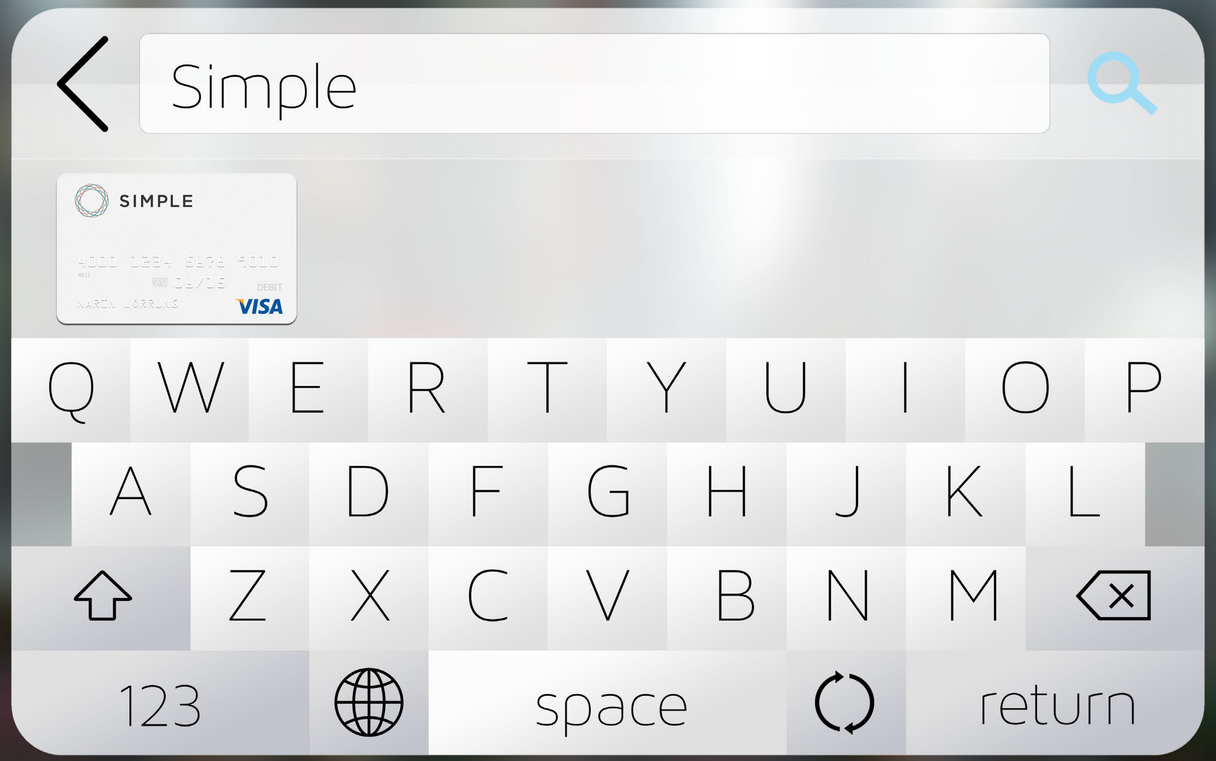
A S D F G H J K L

Z X C V B N M

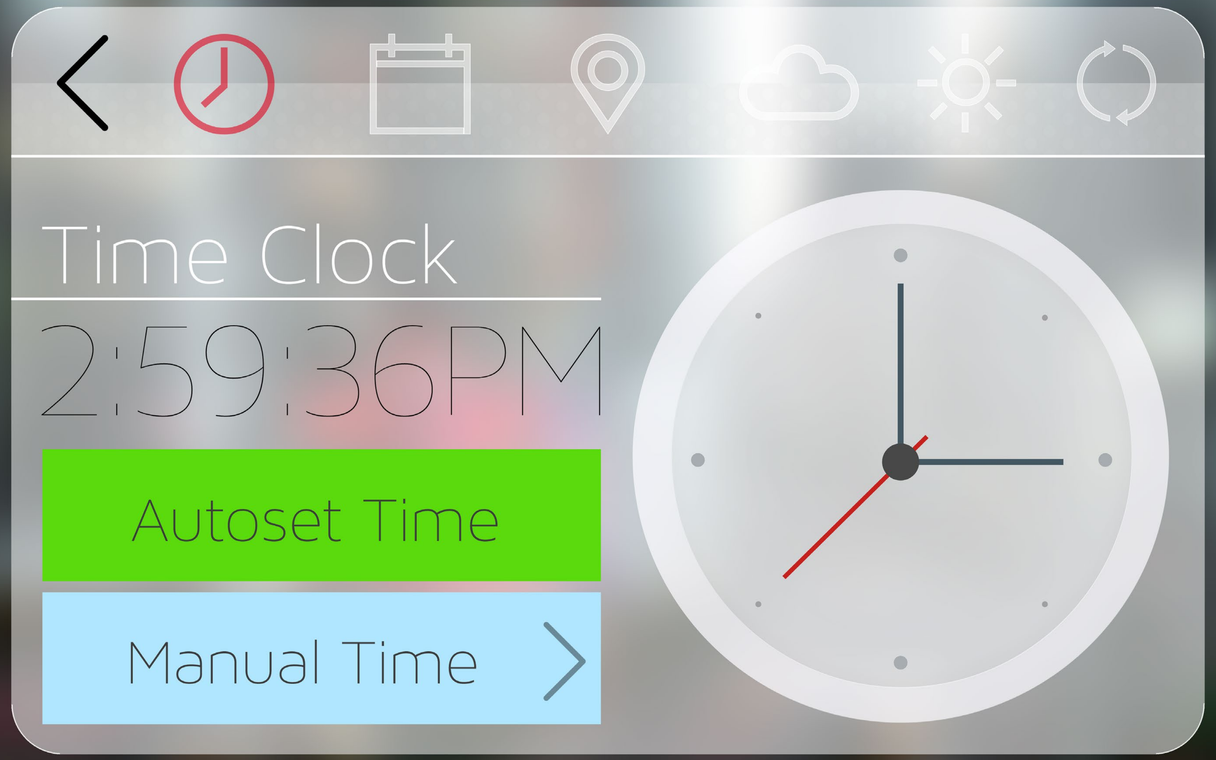
123 space return

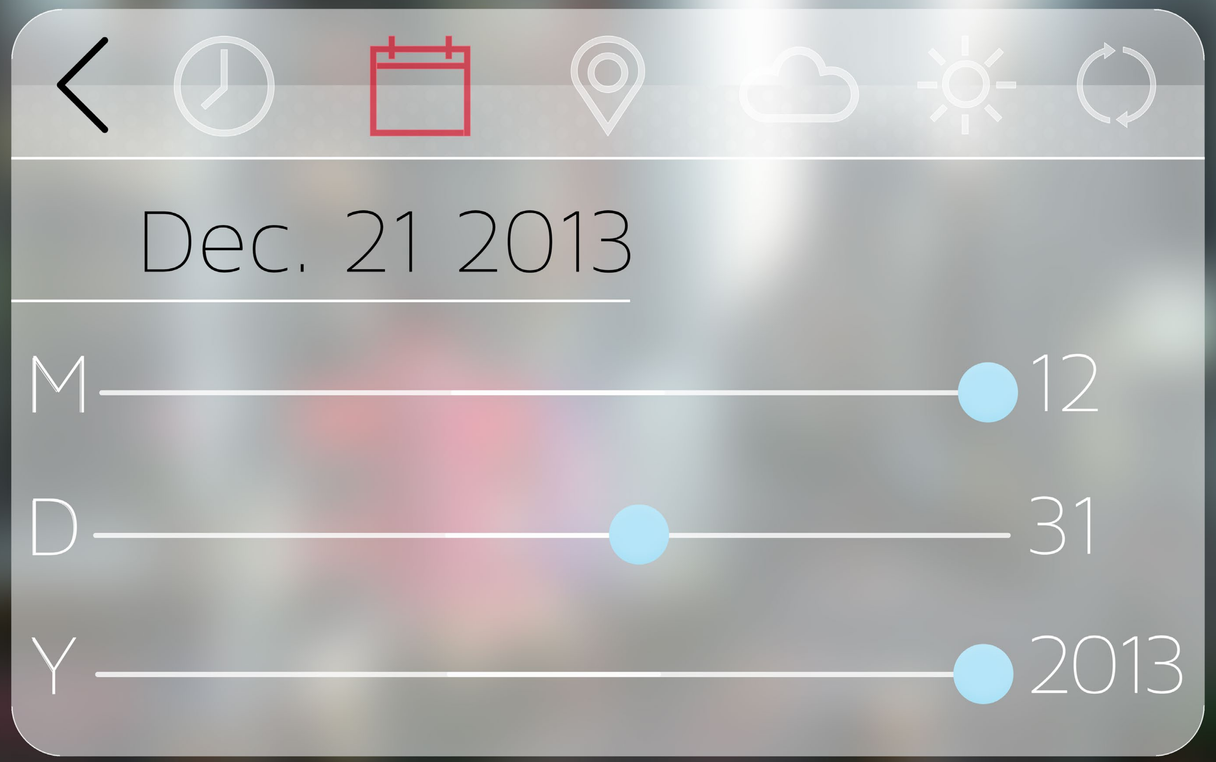
ALLCARD CONCEPT

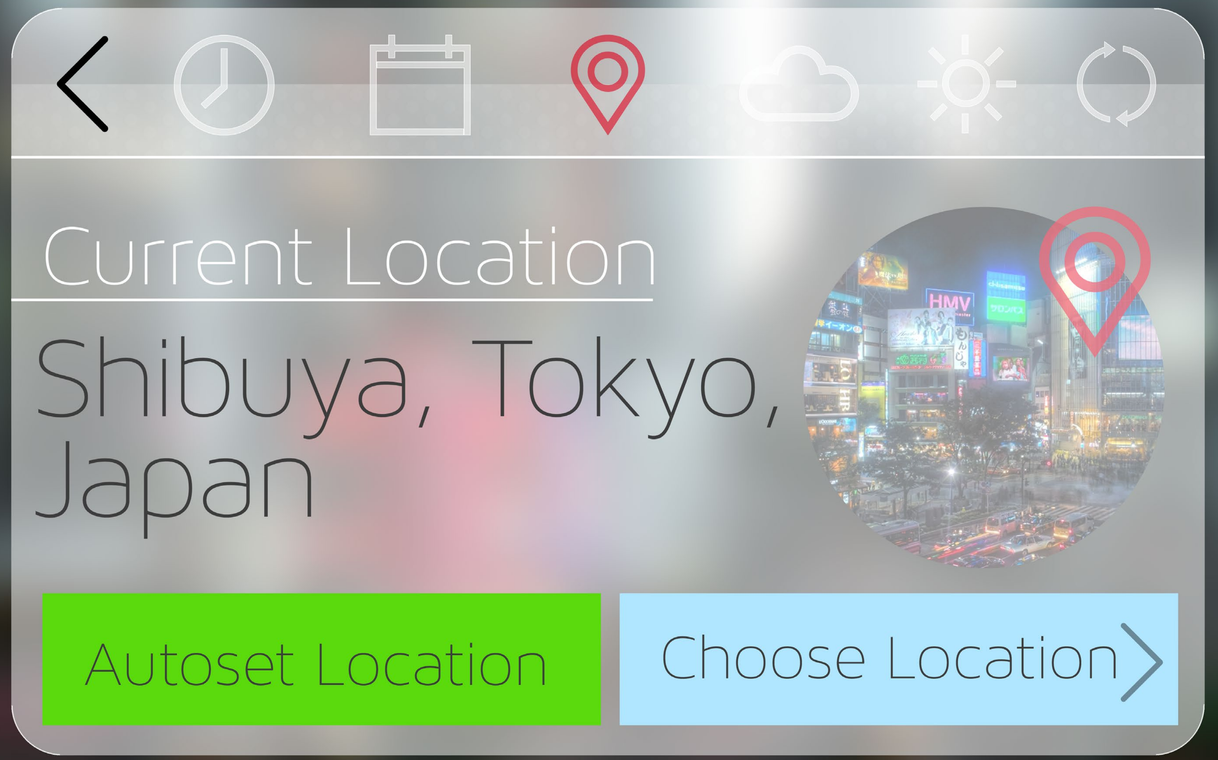
USER PERSONA

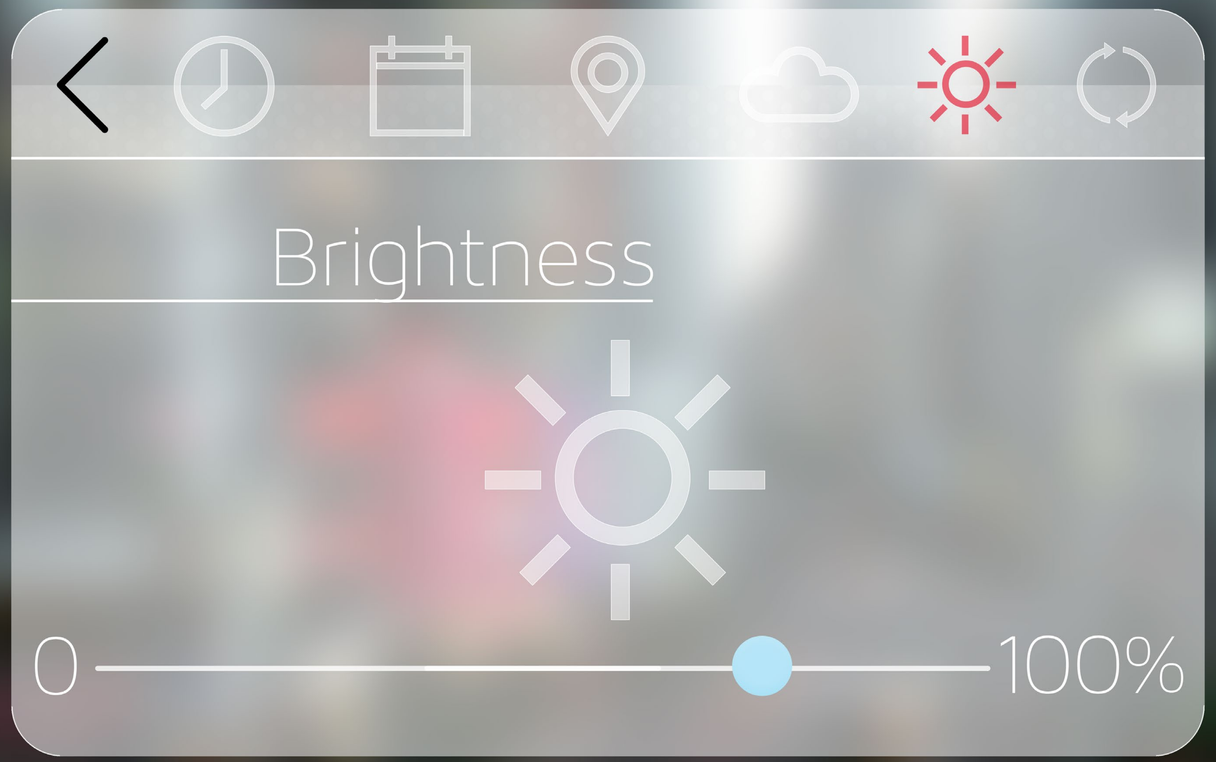


USER PERSONA




Dec. 21 2013
M
12
D
31
Y
2013


Current Location
Shibuya, Tokyo, Japan
HMV
Autoset Location
Choose Location


Brightness
0
100%

Refresh Allcard
Tap on icon to refresh
Refresh is complete

THANK YOU