

Macy-McCarthy

♥ ux_design; industrial_design; code;

let us all **revel in the whimsical** and **savor the weird**. unorthodox design is our key to reminding an anxious world to hold onto the **childlike wonder** that finds joy in this amazing, colorful world we all share!

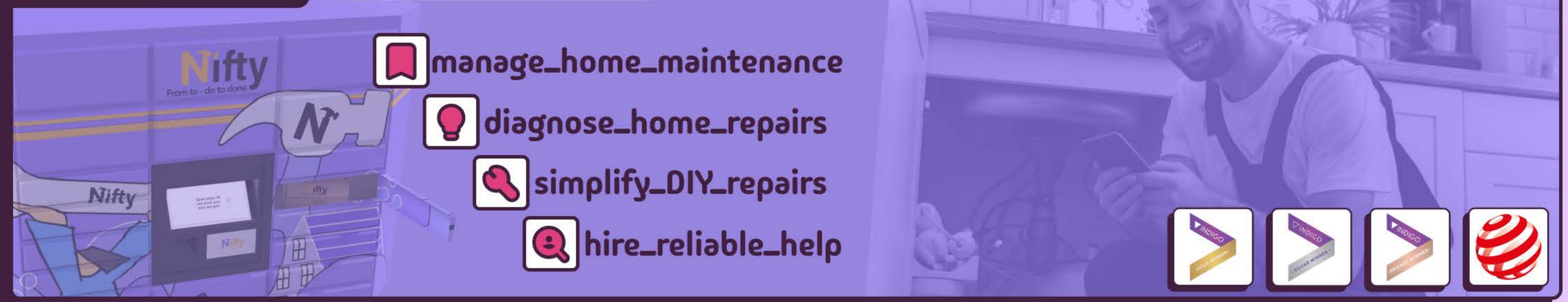
My-Stuff :)

pg.01


Nifty

from_to-do_to_done

one central app for all your home maintenance needs



manage_home_maintenance
diagnose_home_repairs
simplify_DIY_repairs
hire_reliable_help



GeoJoy

educational; immersive; fun;

pg.13

NATIONAL GEOGRAPHIC

physical and digital family learning adventure



♥ friendly_files_worth_the_extra_mile

pg.27

computer files made:

- inviting
- tactile
- customizable



From-To-Do...

♥ new_home



♥ moving_in



♥ damaged_roof



♥ leaking_pipe



♥ damaged_door



♥ feeling_stressed



manage_your_home_maintenance



diagnose_home_repairs



do_it_yourself



hire_reliable_help



From-To-Do...

 manage_your_home_maintenance

user_insight

“i would be better about doing my own home repairs if i were more **organized** about my **tasks**, **documents**, and **manuals**”

 manage_your_home_maintenance

nifty makes it simple and intuitive for users to **track** all the **past and upcoming maintenance** their house has

 manage_your_home_maintenance

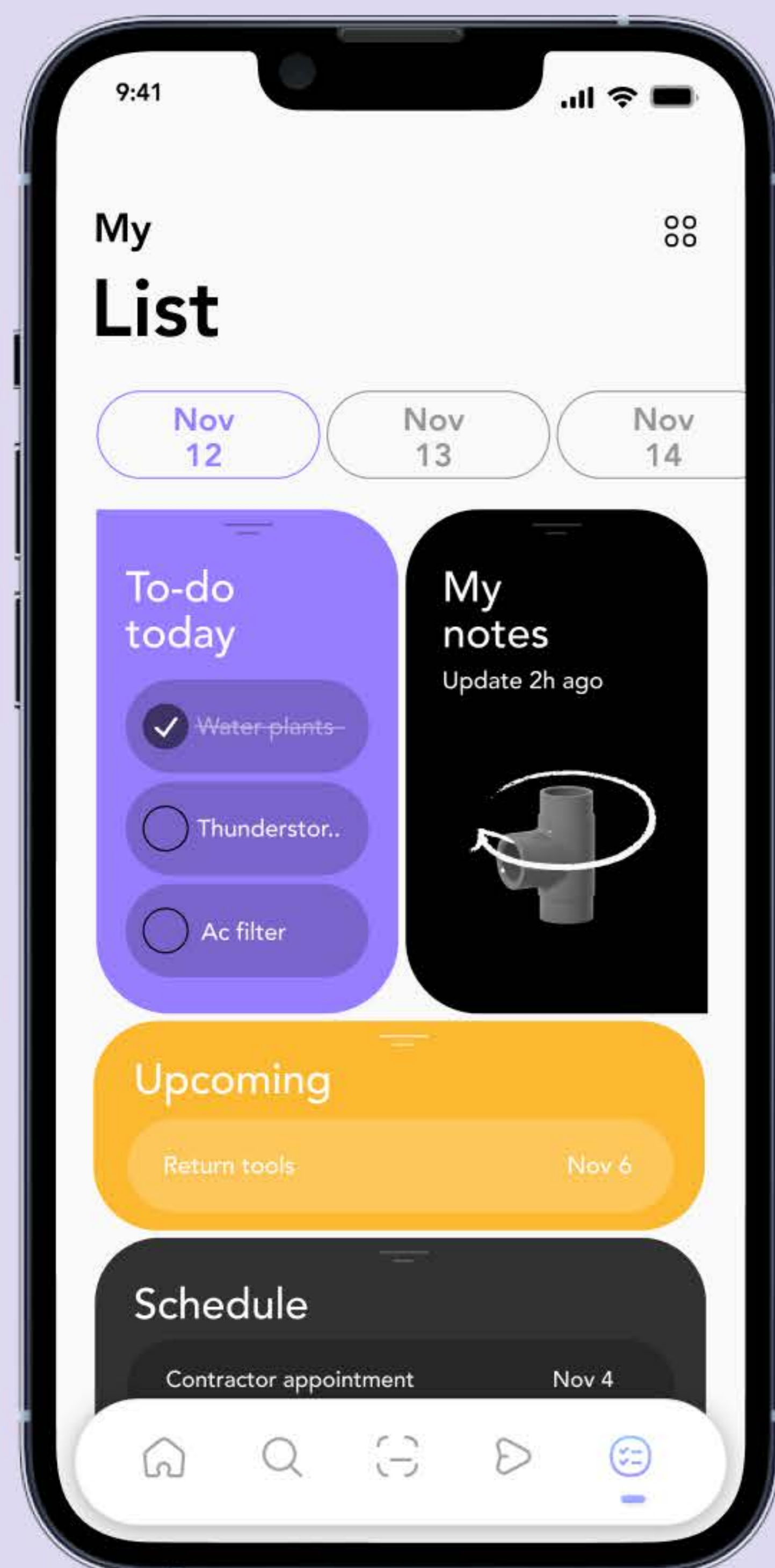
create a to-do list





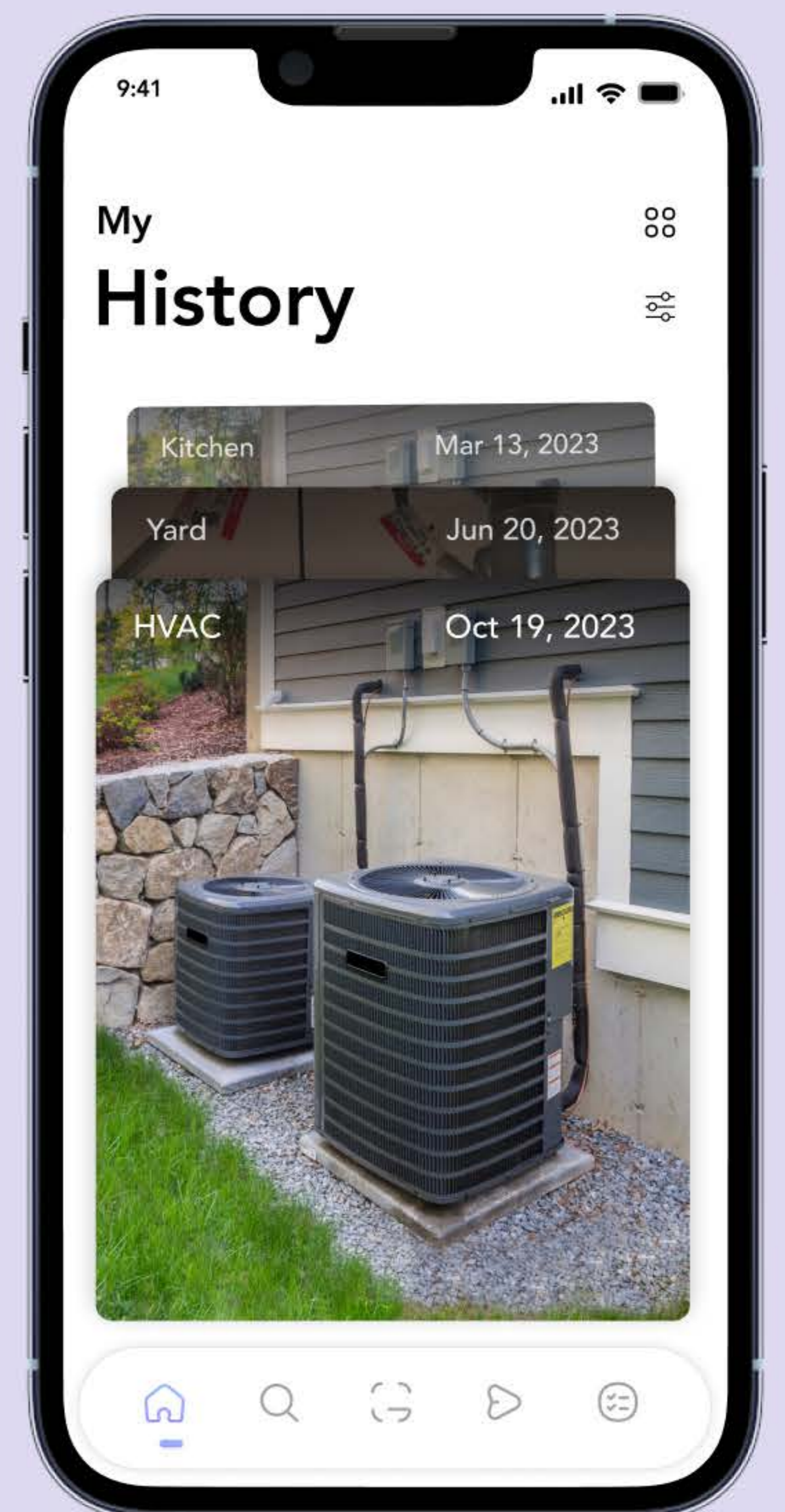
home_profile_and_reminders

users can build a **profile** for their homes that tracks their info, history, tasks, insurance, and current tools



home_history

the **home history** makes it easy to know when something was last installed, serviced, repaired, or altered



to-do_list

the **to-do** list alerts users when they have **routine maintenance** that's due, such as changing the air filter or servicing their heater

From-To-Do...

 diagnose_home_repairs

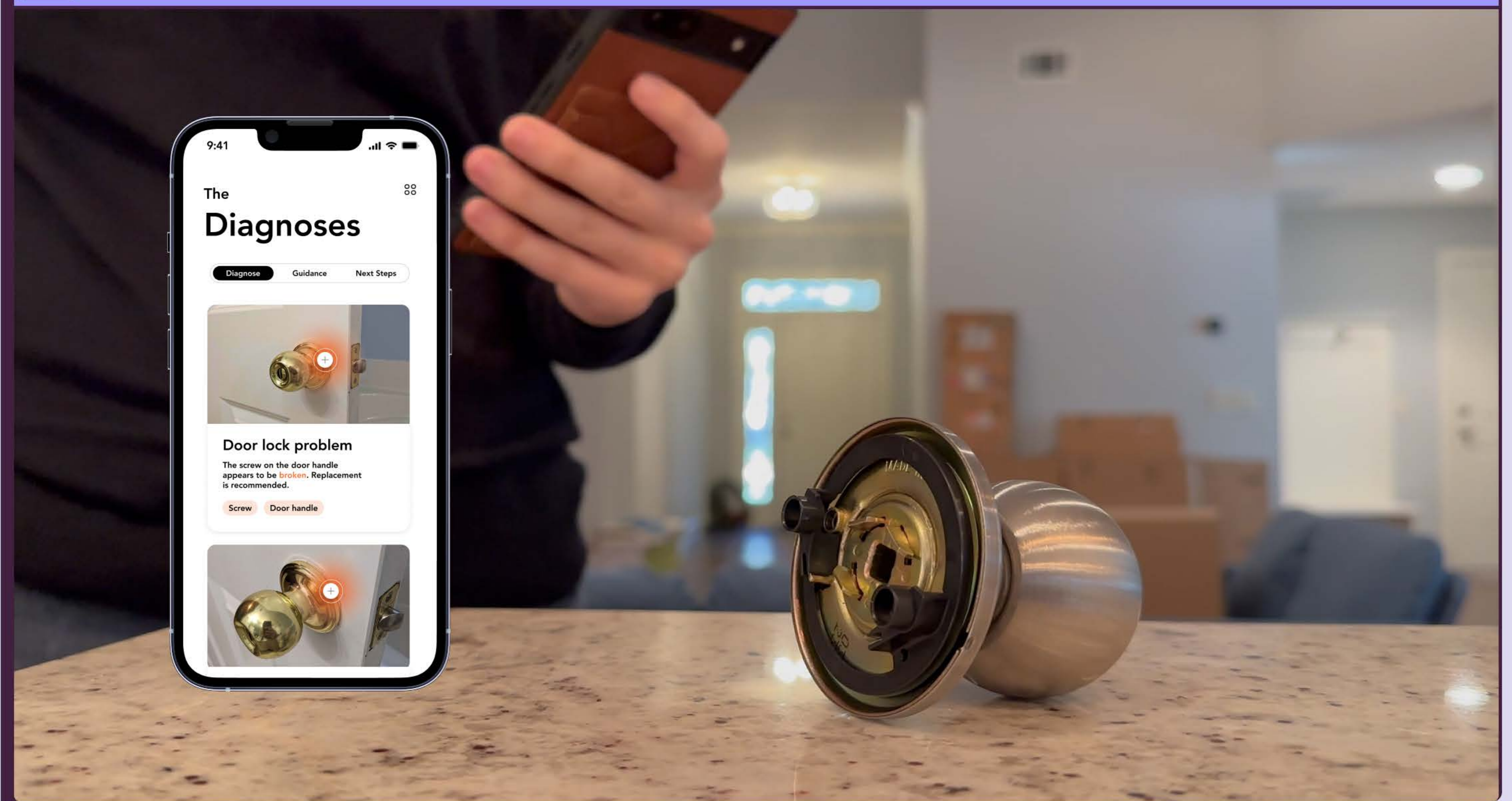
user_insight

“home repairs would be easier for me if I had access to more useful resources like **tools** and **instruction**”

 diagnose_home_repairs

when something breaks or goes wrong in their home, users can use the nifty app to **find out what's wrong** and get a **course of action** for how to fix it

 diagnose_home_repairs



05



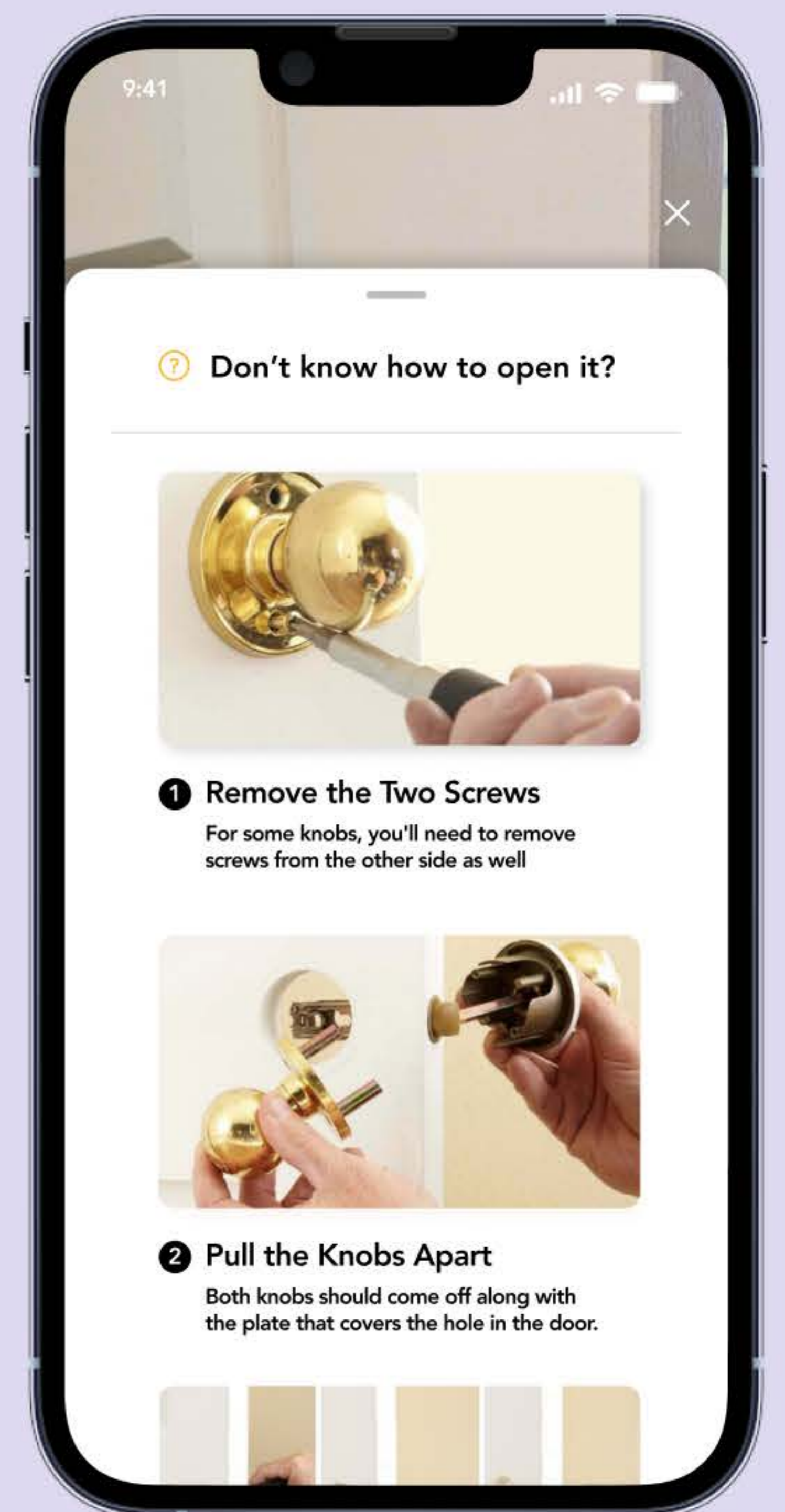


💡 tell_nifty_what's_wrong

nifty uses **speech-to-text analysis** to determine what the issue with the user's home could be

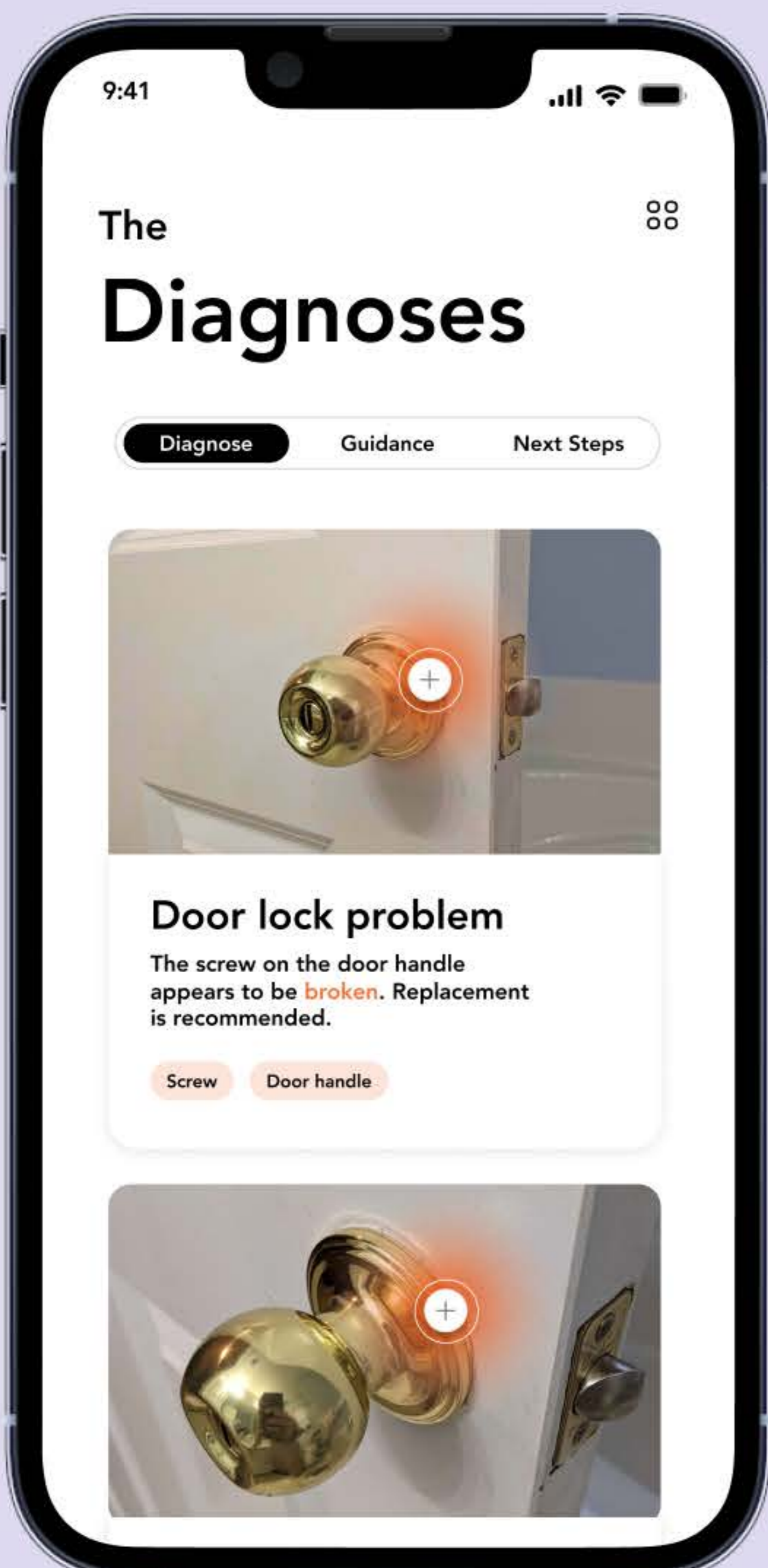
💡 find_the_issue

the app **guides users** through locating the issue in order to figure out where the problem lies



💡 learn_what's_wrong

the app **explains** and then **educates** users on what is broken and needs to be fixed



From-To-Do...

 do_it_yourself

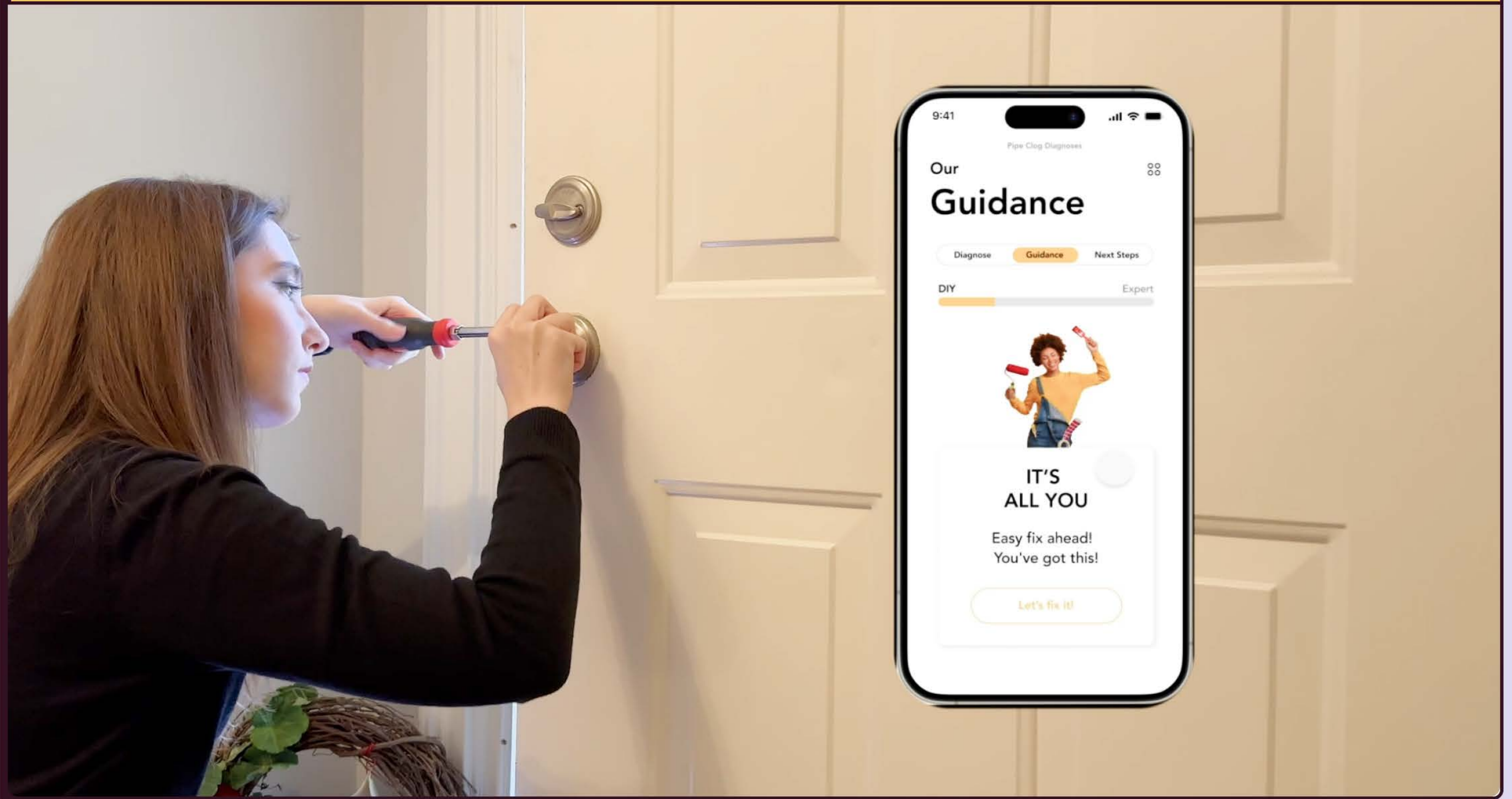
user_insight

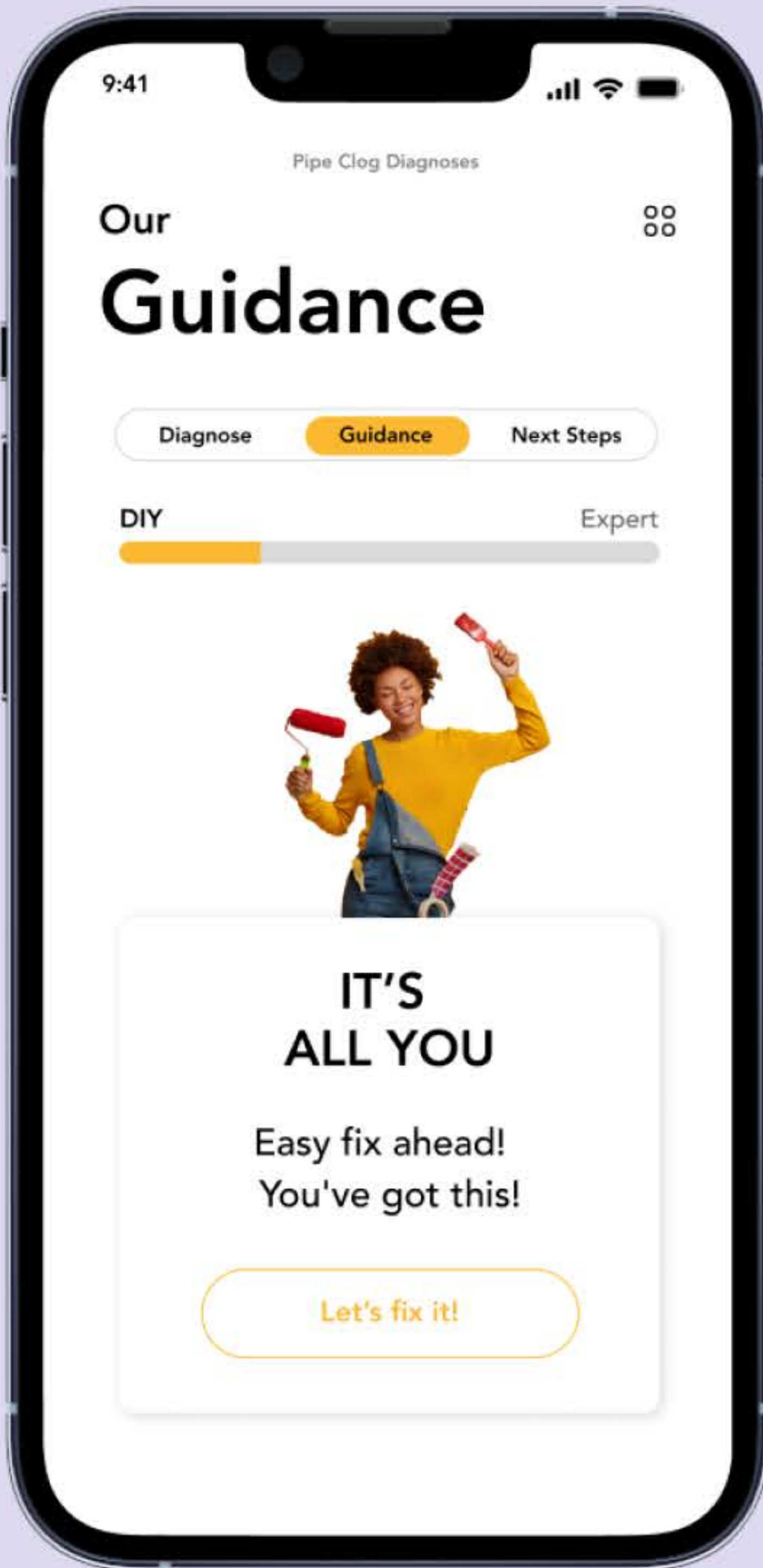
“youtube would make it easier for me to do repairs if videos got to the point and were clearer”

 do_it_yourself

youtube **isn't always clear or sufficient** for users to easily understand their problem, so nifty offers a **step-by-step solution** and **access to the tools** to fix whatever might be broken

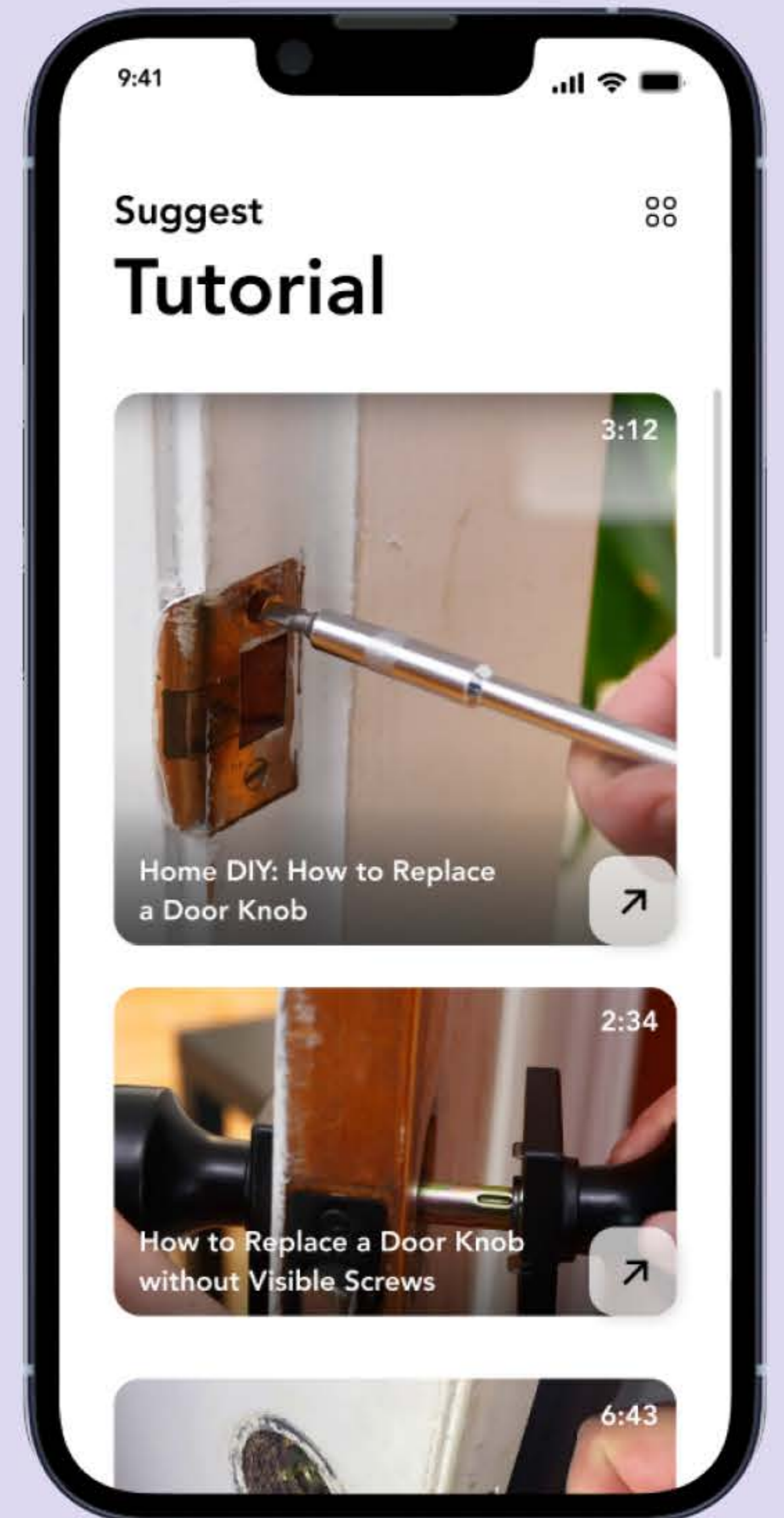
 do_it_yourself





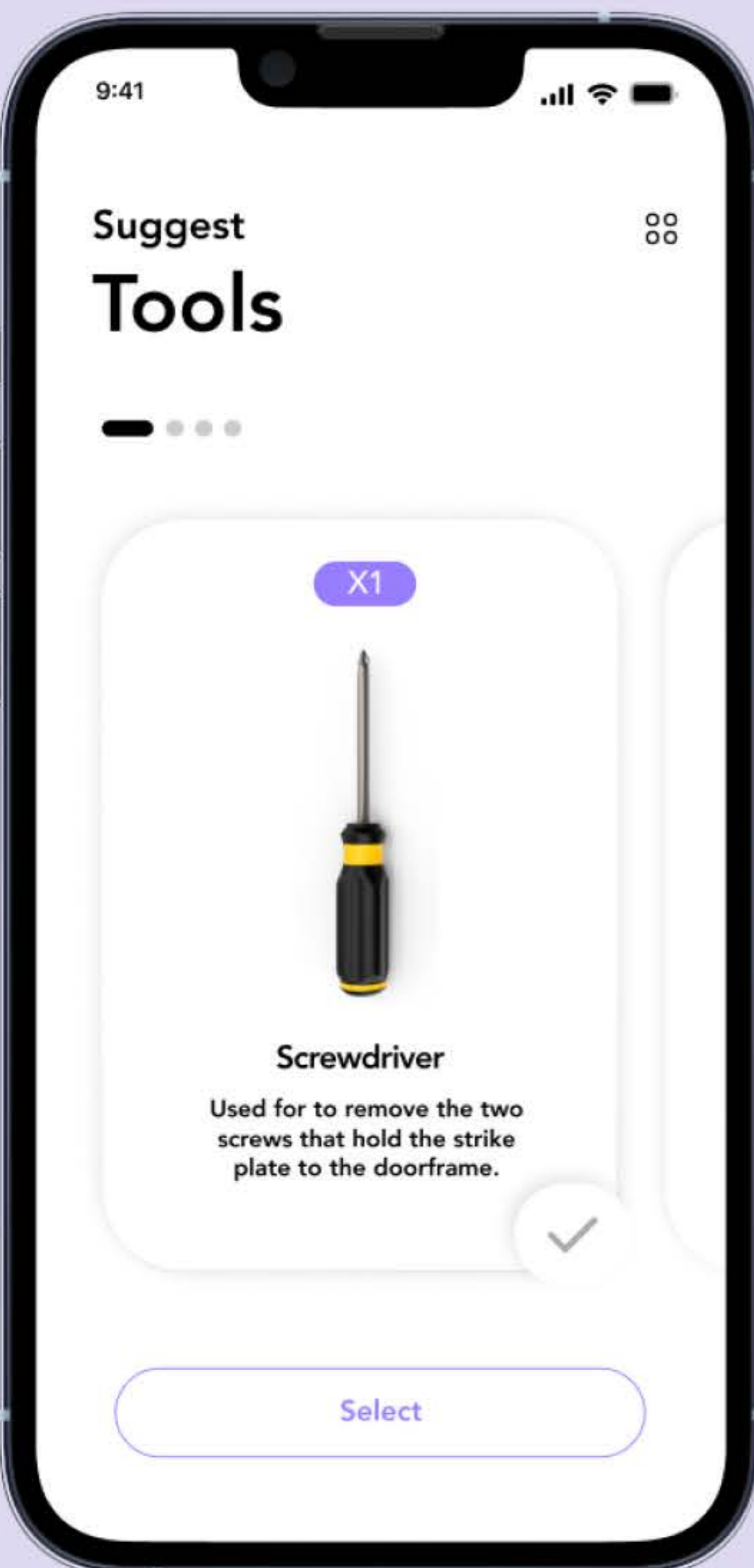
get_some_guidance

for simple **diy** tasks, users can follow **curated guides** on how to fix their problem



borrow_what_you_need

when a user doesn't have a tool, they can **borrow** it from a nearby **nifty rental locker** so that they don't need to buy a tool for one project



do_it_yourself



From-To-Do...

hire_reliable_help

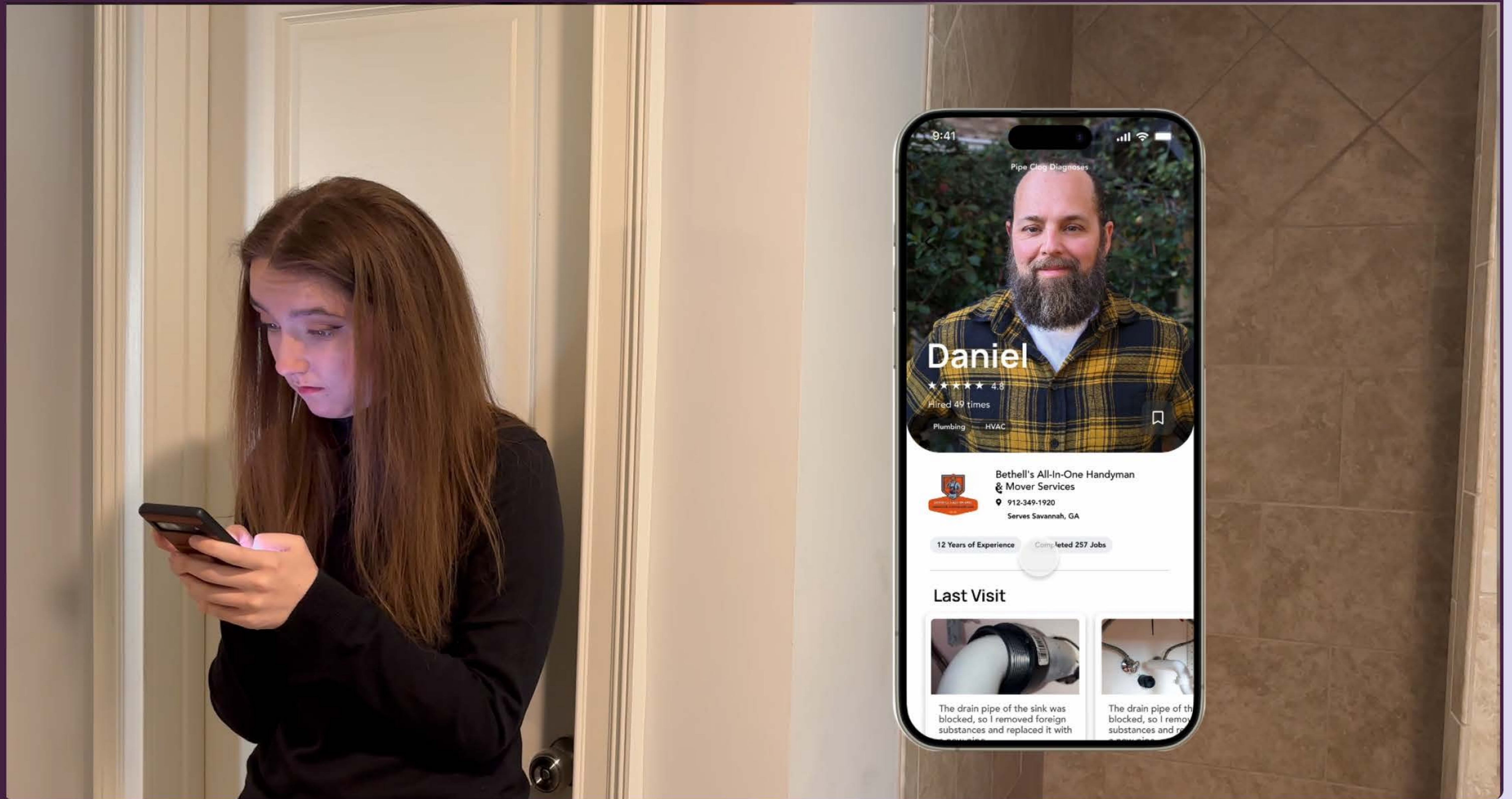
user_insight

“i want a contractor with a **good reputation** and **reasonable price**”

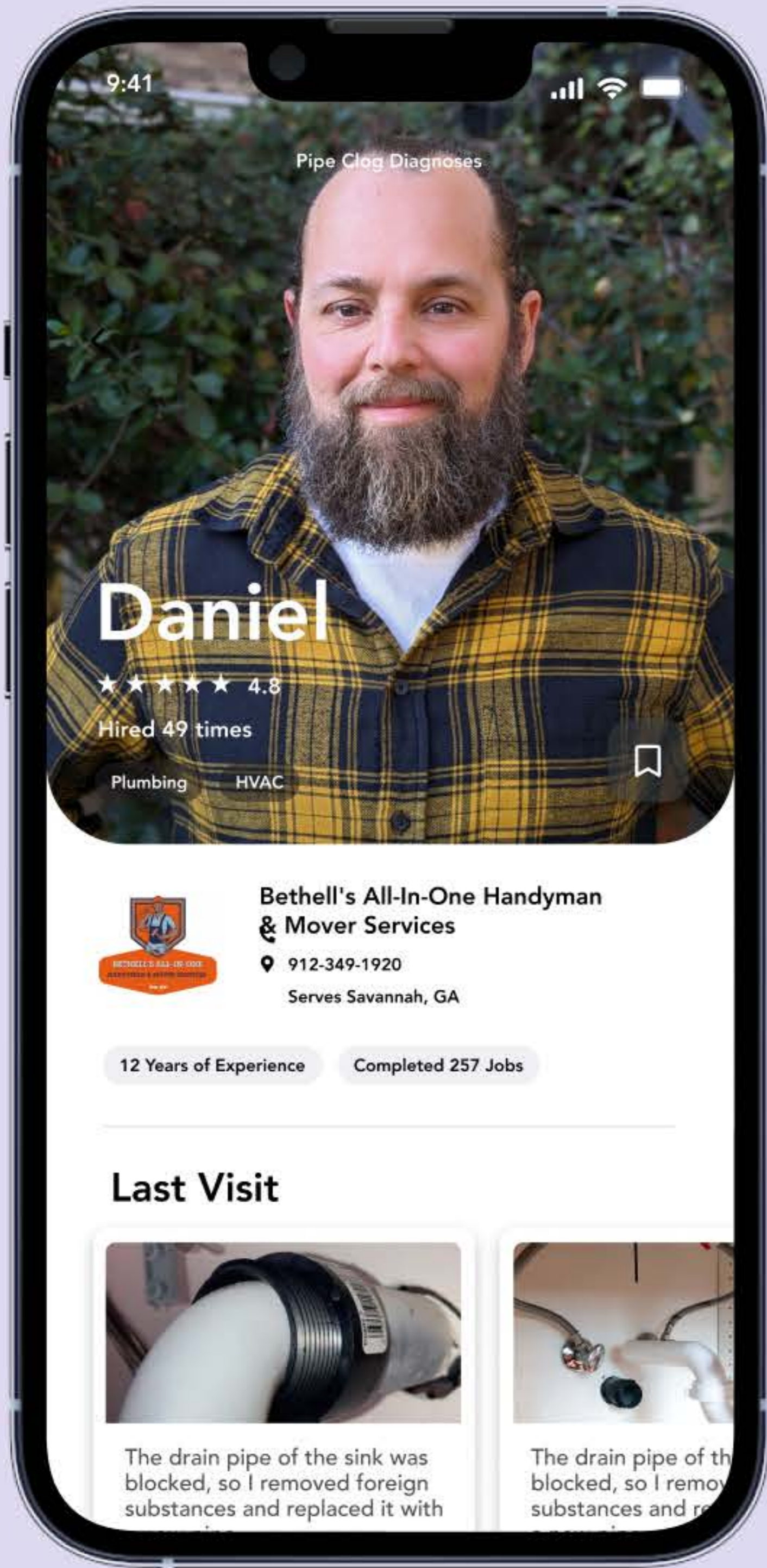
hire_reliable_help

some home maintenance tasks are too difficult or too dangerous to do alone, so nifty acts as a hub for users to find **reputable contractors**

hire_reliable_help



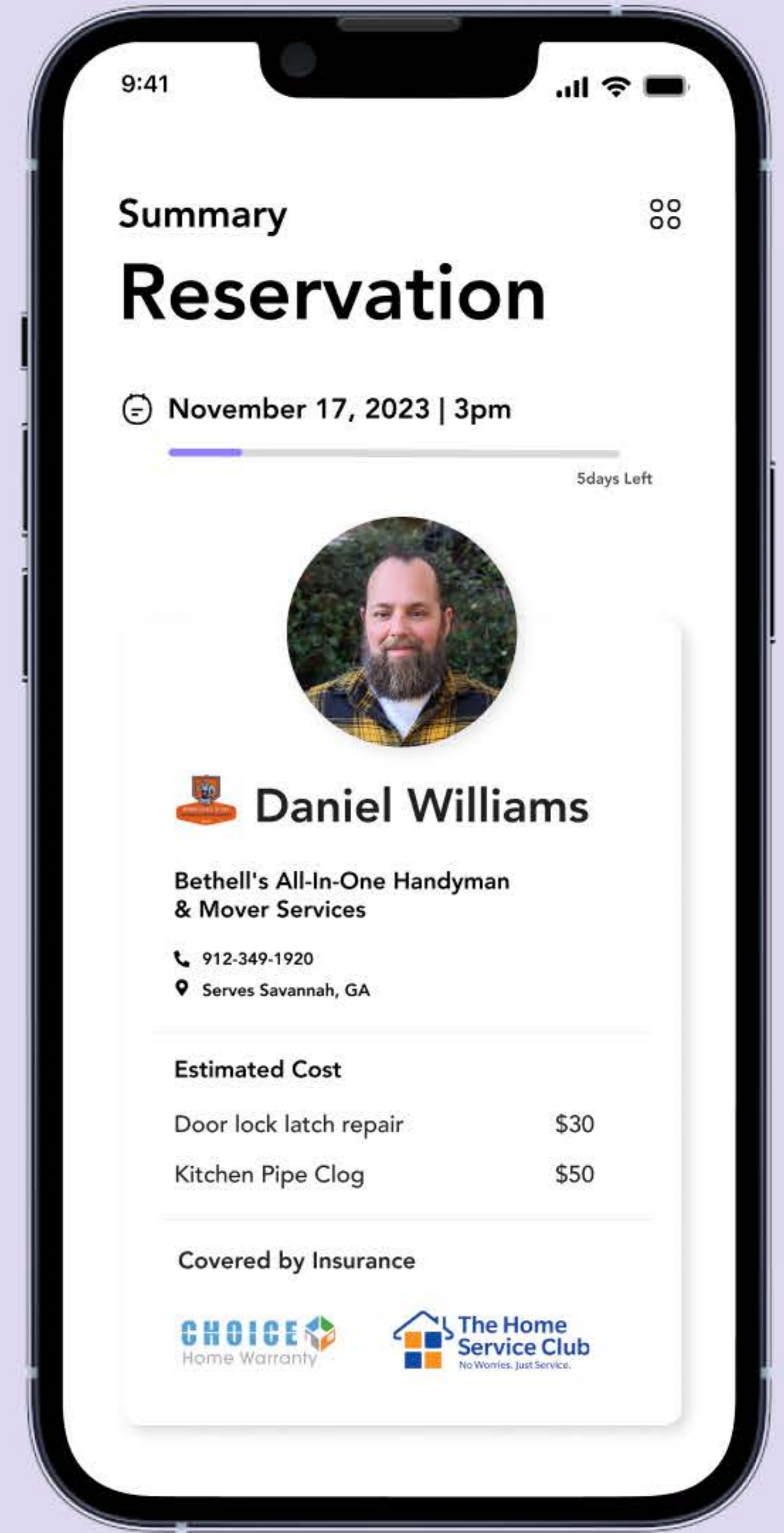
Nifty



book_a_contractor

nifty makes it easy to browse available contractors for your **specific problem** and **book a reservation** for them to visit your home

when the time comes, they'll come by to fix what users can't fix on their own

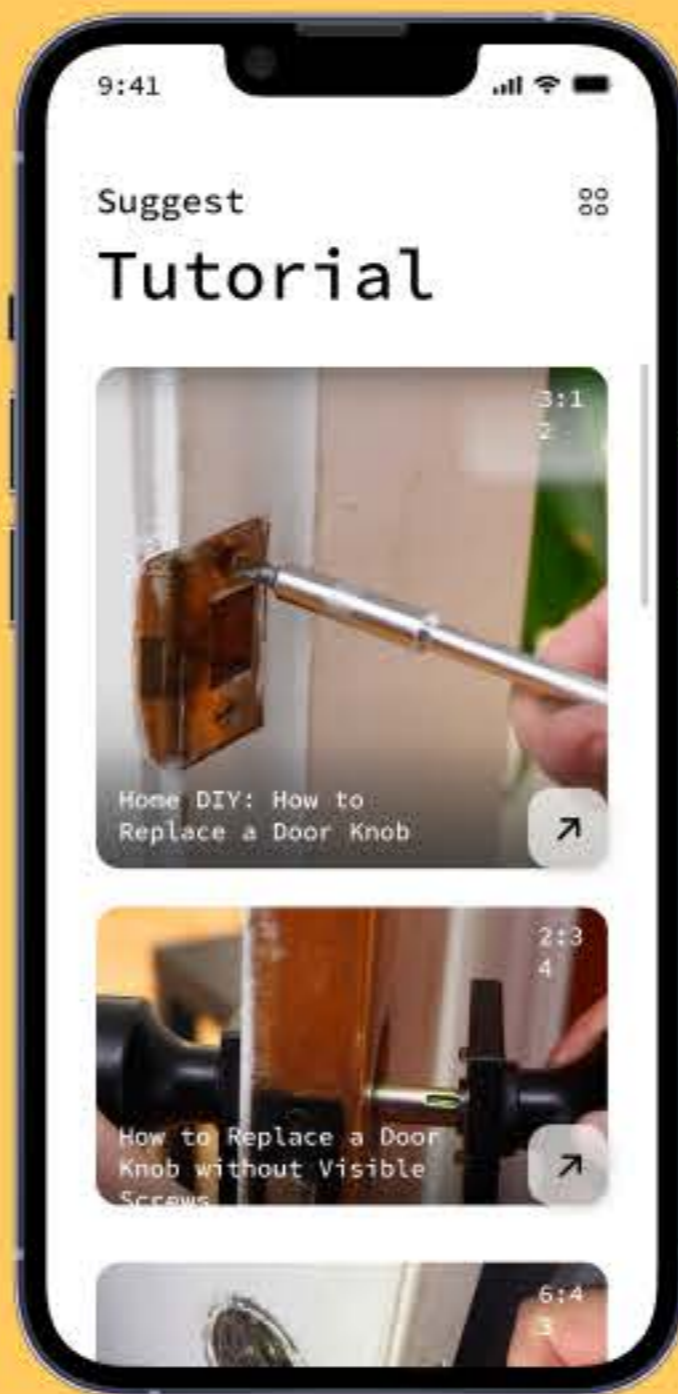
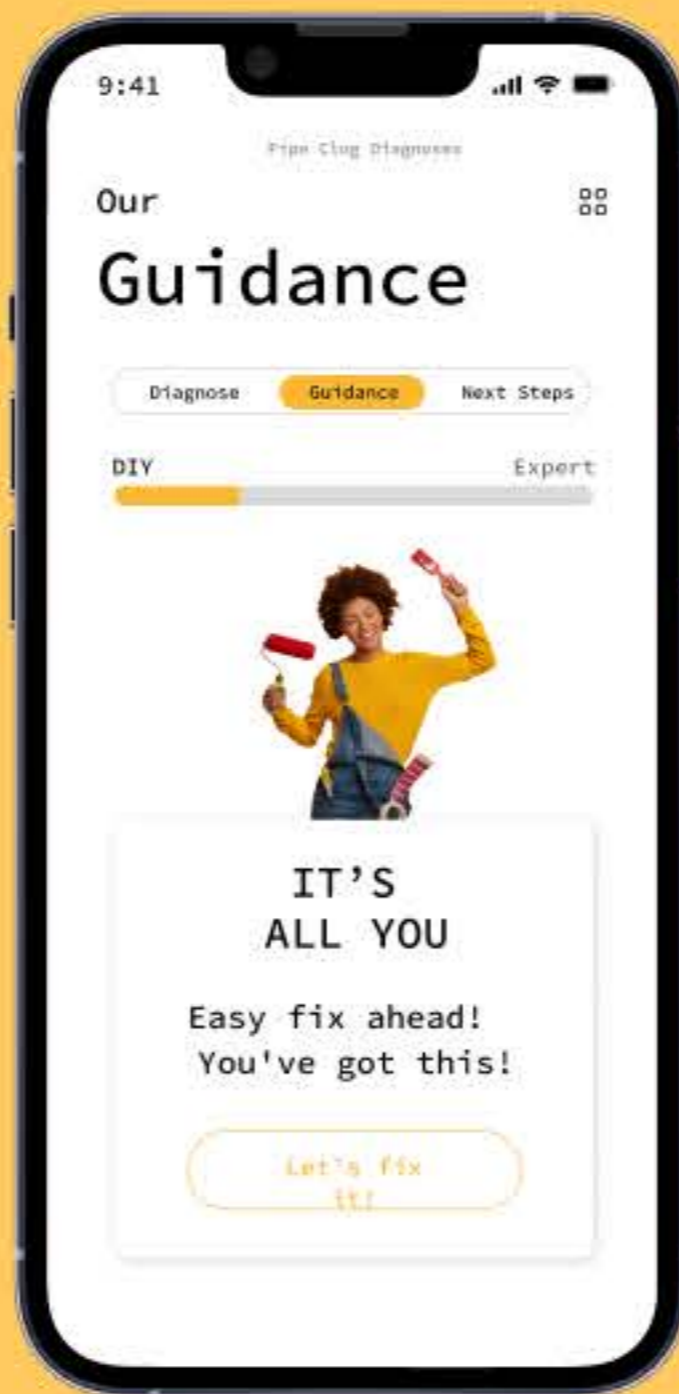
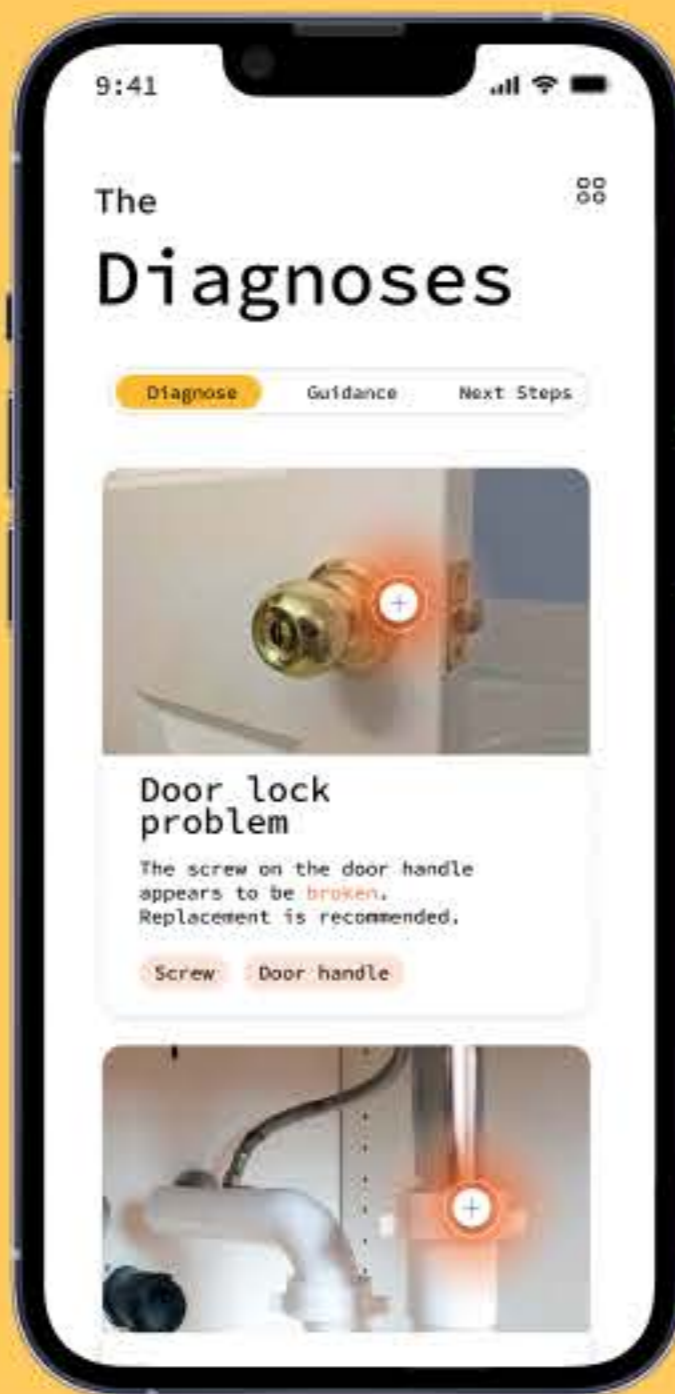
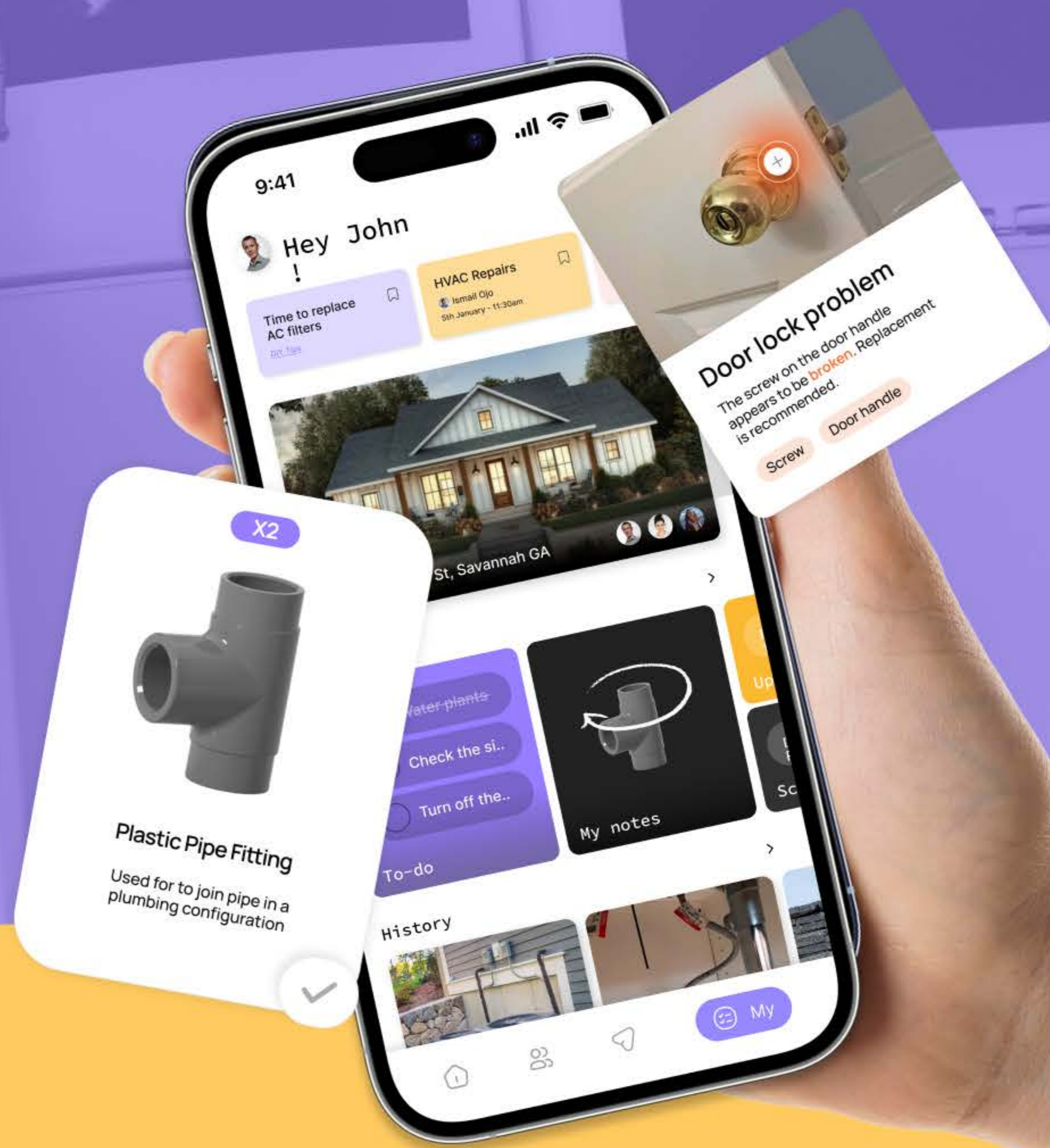


From-To-Do...

Nifty

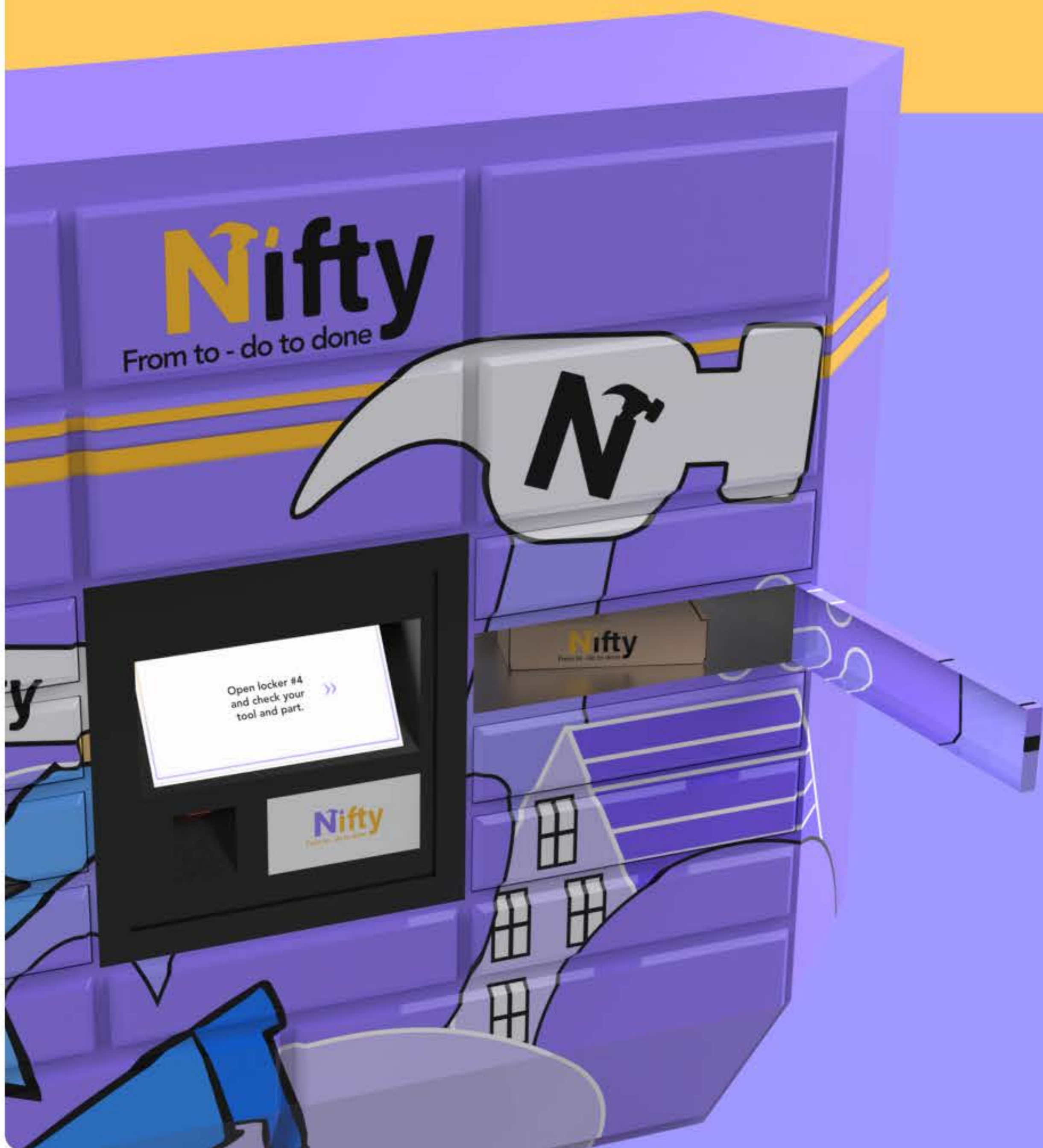
FROM TO-DO TO DONE

Nifty is an app and tool rental locker system that simplifies the overwhelming and complex world of home maintenance.



Diagnose Your Home Issues

Diagnose home issues using Nifty's augmented reality guide. If it's an easy fix, Nifty will help you fix it by giving you a step-by-step guide for connecting you to videos. If it needs an expert touch, use Nifty to find, hire, and schedule a contractor.



Borrow Tools From Our Rental Lockers

Don't have the tools? Borrow them from a Nifty rental locker at your nearby hardware store. It will alert you when your tool is ready for pickup, and when it needs to be dropped off. Using Nifty's tool rental locker, you'll save time and money.



...To_Done



reddot winner 2024



♥ indigo_awards

gold_student_winner(2024)

- interactive design,
- digital tools and utilities
- mobile interaction & experience,
- mobile app
- mobile responsive design
- interaction design for social change
- apps for social change
- virtual reality (vr) design for mobiles



♥ indigo_awards

silver_student_winner(2024)

- apps
- product or gadget design for social change
- ux, interface & navigation
- digital design for social change
- logos for social change
- integrated graphic design for social change
- virtual reality (vr) design
- ux, interface & navigation
- branding for home & garden



♥ indigo_awards

bronze_student_winner(2024)

- product or gadget design
- branding for social change
- branding for technology



GeoJoy



Educational.

Immersive.

Fun.





where_curiosity_and_creativity_can_explore_the_universe

a **subscription box** for the whole **family** that **gamifies** a unique **craft experience** to **teach** curious children and bring families **together**



learn through creating



Have an **immersive** experience with the whole family

START

Ready Jet Go!



START



Assemble the lunar lander module



Decode the encrypted message from the satellite



Launch your rockets into space to explore



Complete the mission



GeoJoy

kids are
natural
explorers

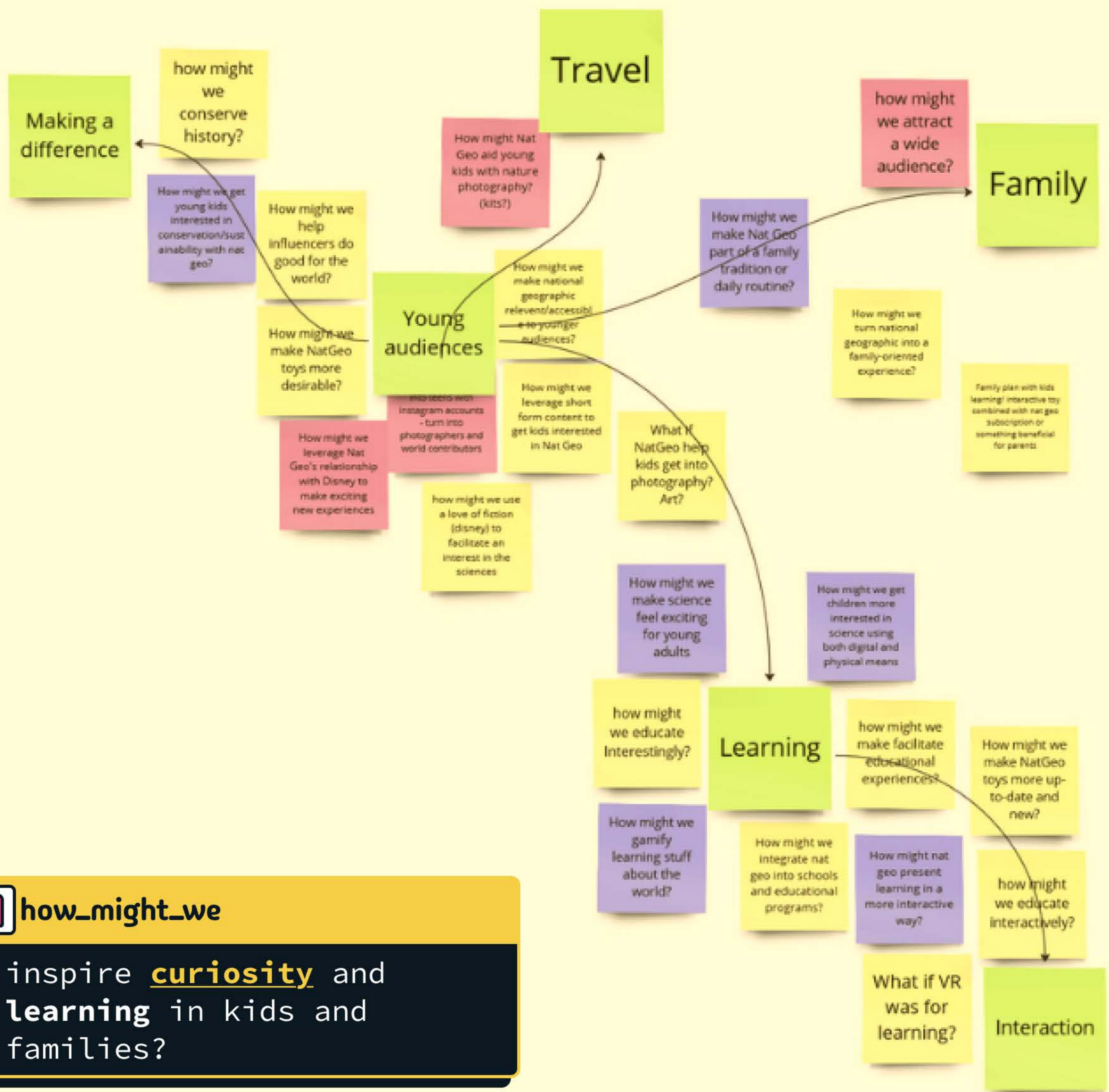
 target_audience



parents want to **encourage**
their kids to learn
while bonding as a family



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how_might_we

- inspire **curiosity** and **learning** in kids and families?

how_might_we

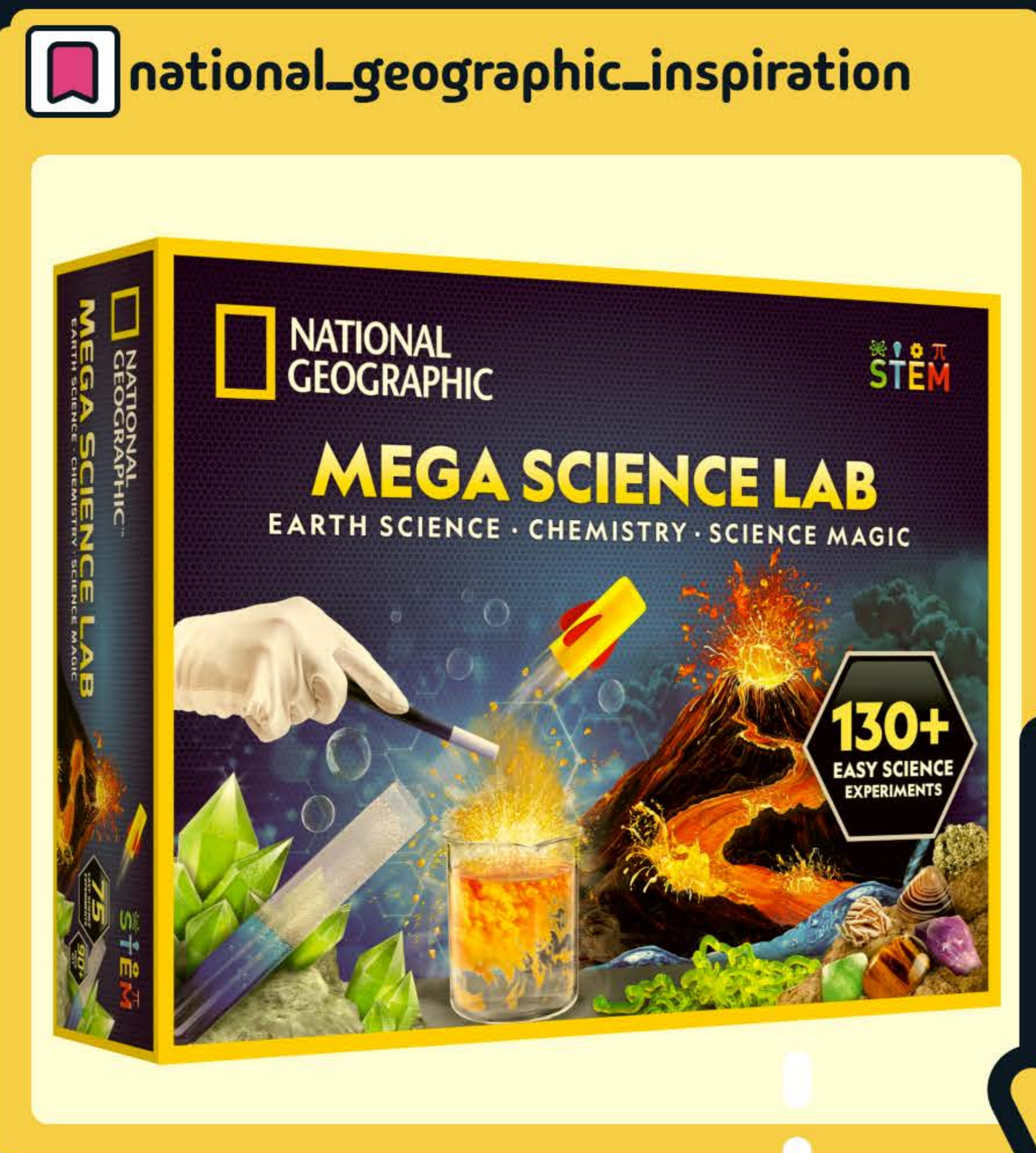
- provide **engaging experiences** for **early learners** and **curious kids**?

how_might_we

- foster **collaborative** and **familial** exploration and discovery?



GeoJoy

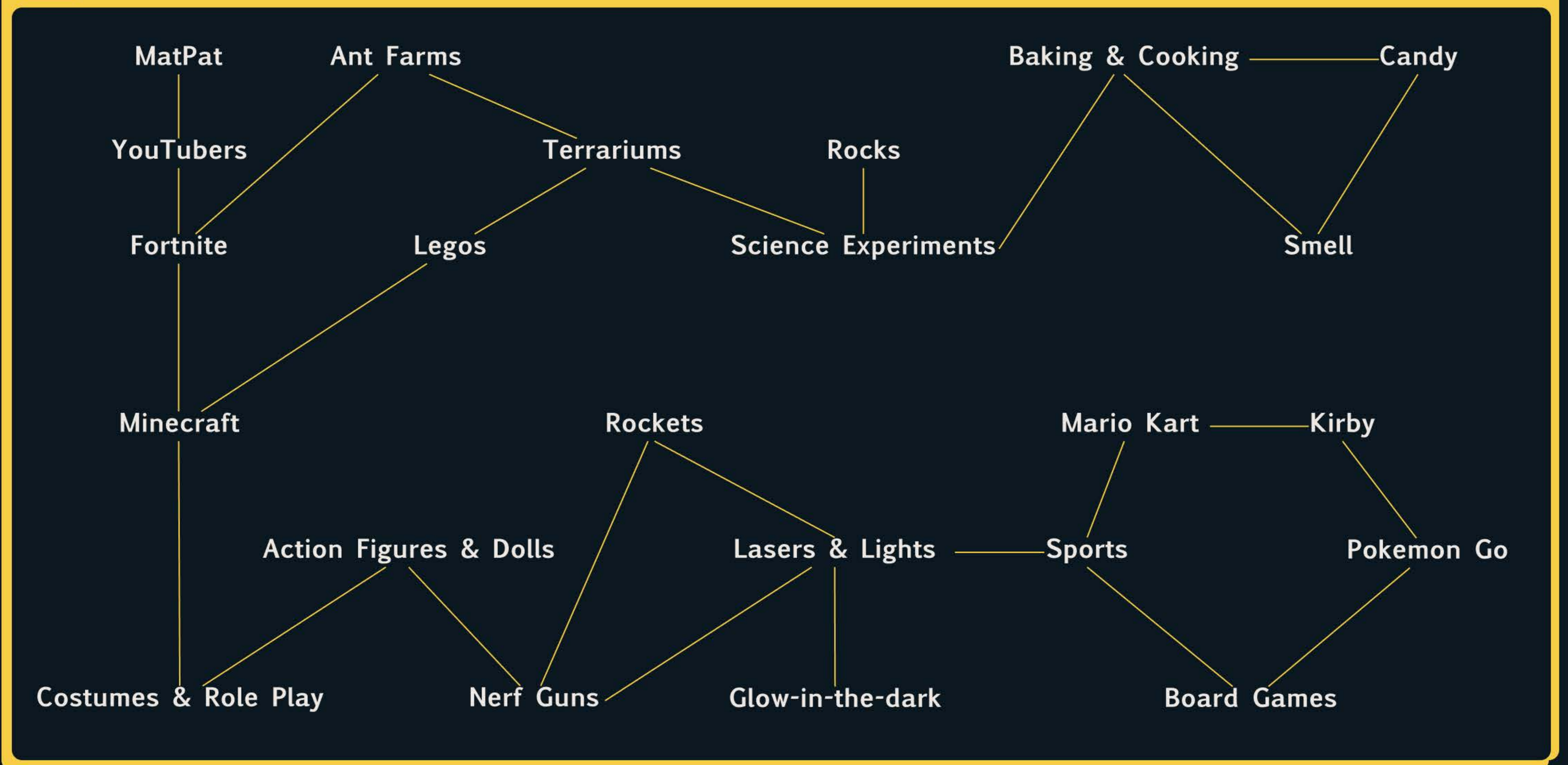



considering the products National Geographic **already provides...**



considering the **market...**



opportunity_space:

a product
both digital and physical
that is

Educational.

Immersive.

Fun.



GeoJoy



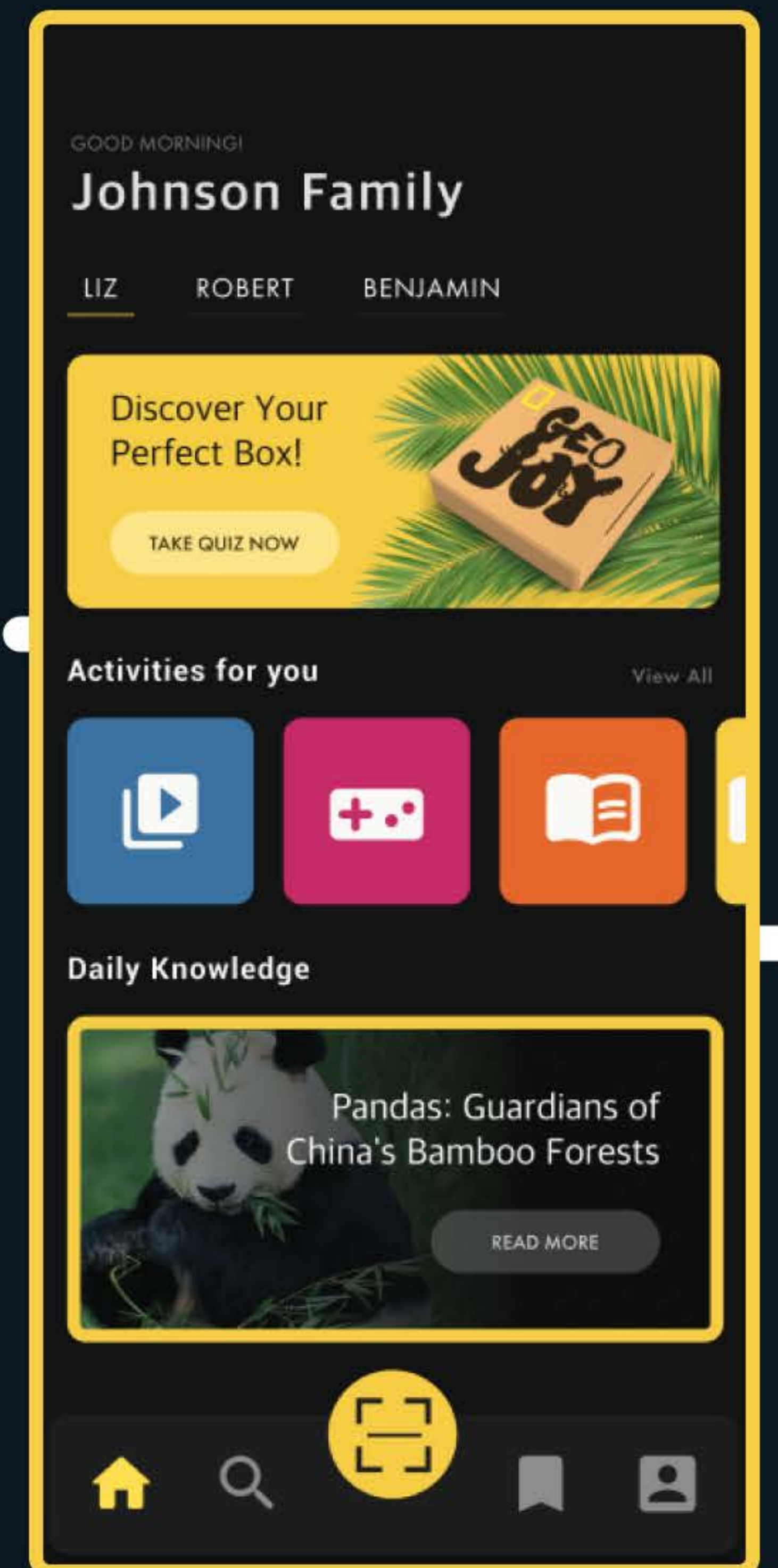
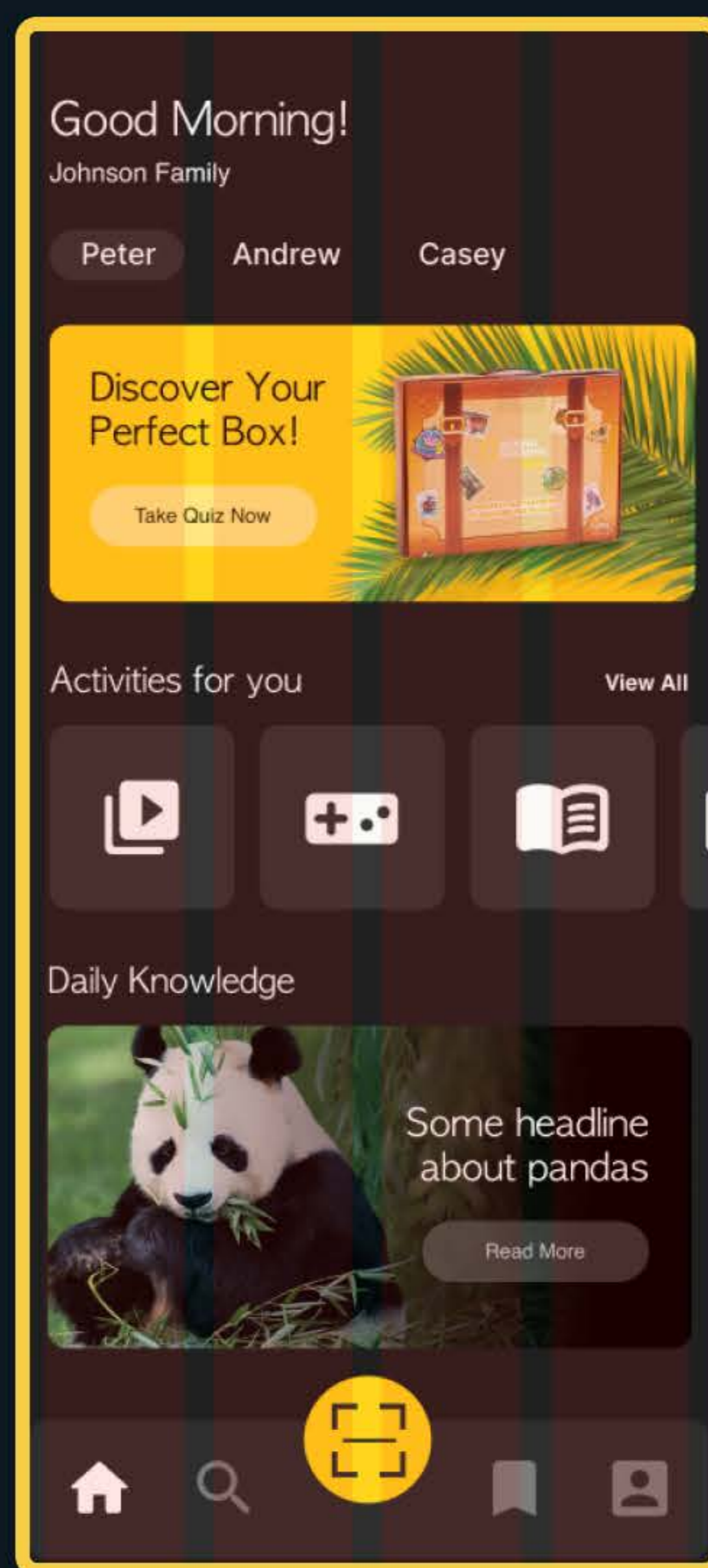
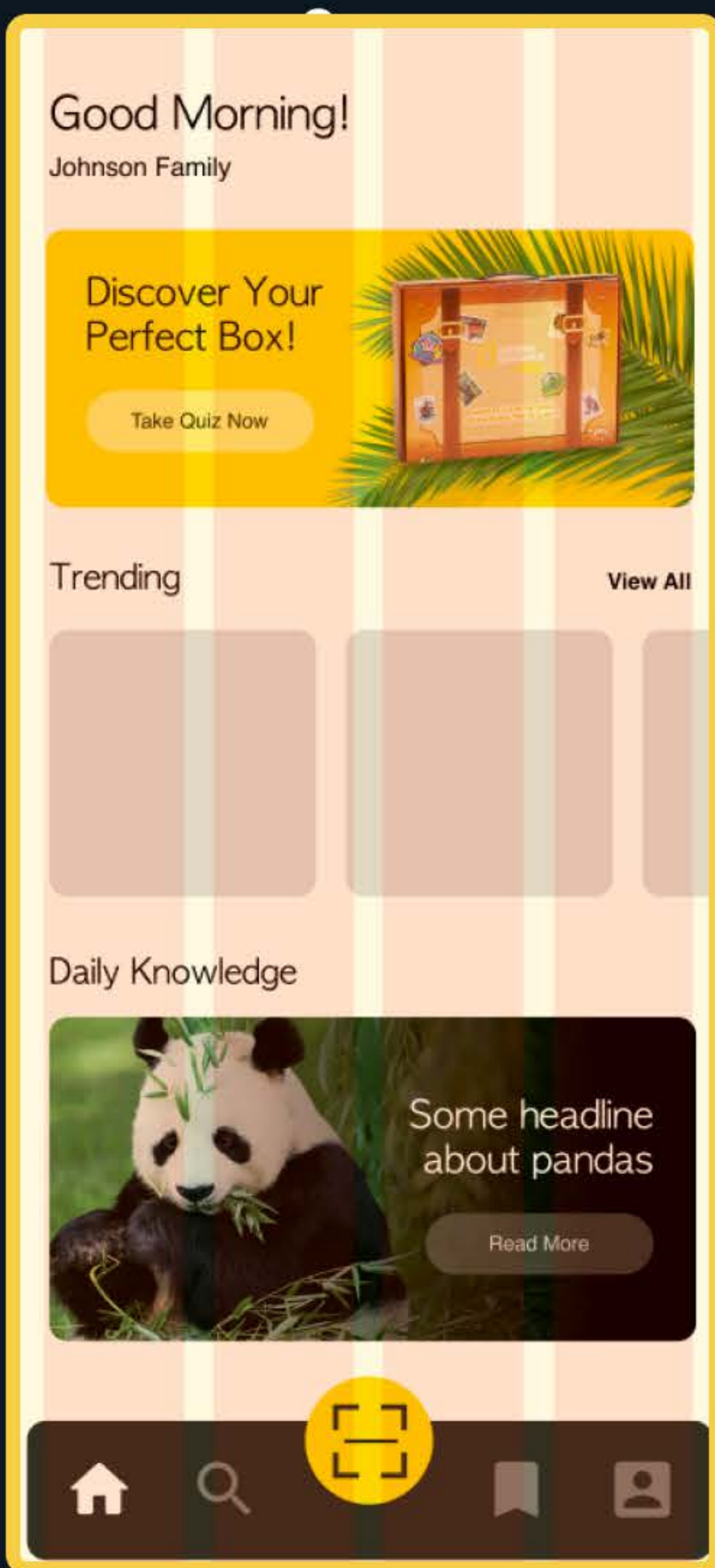
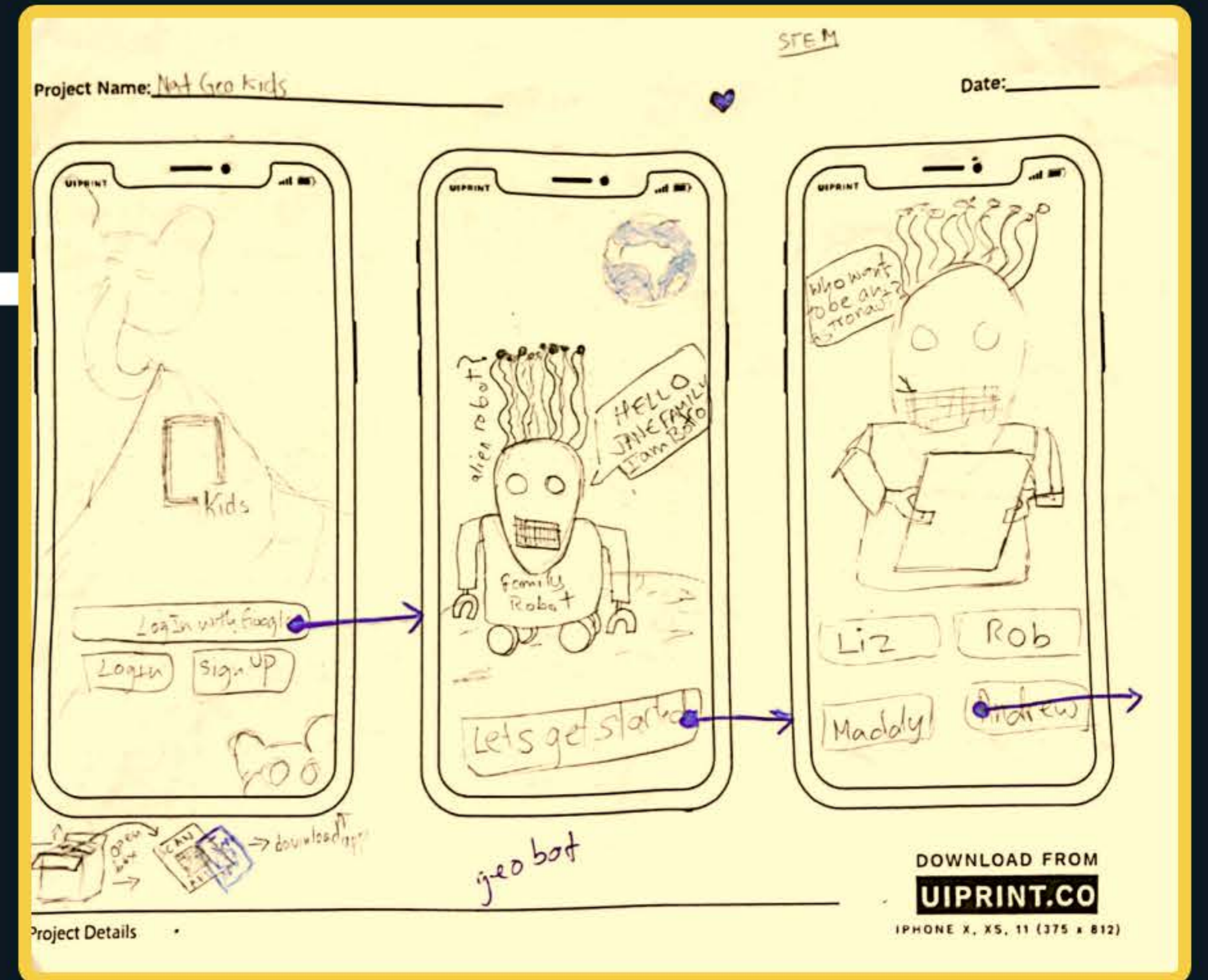
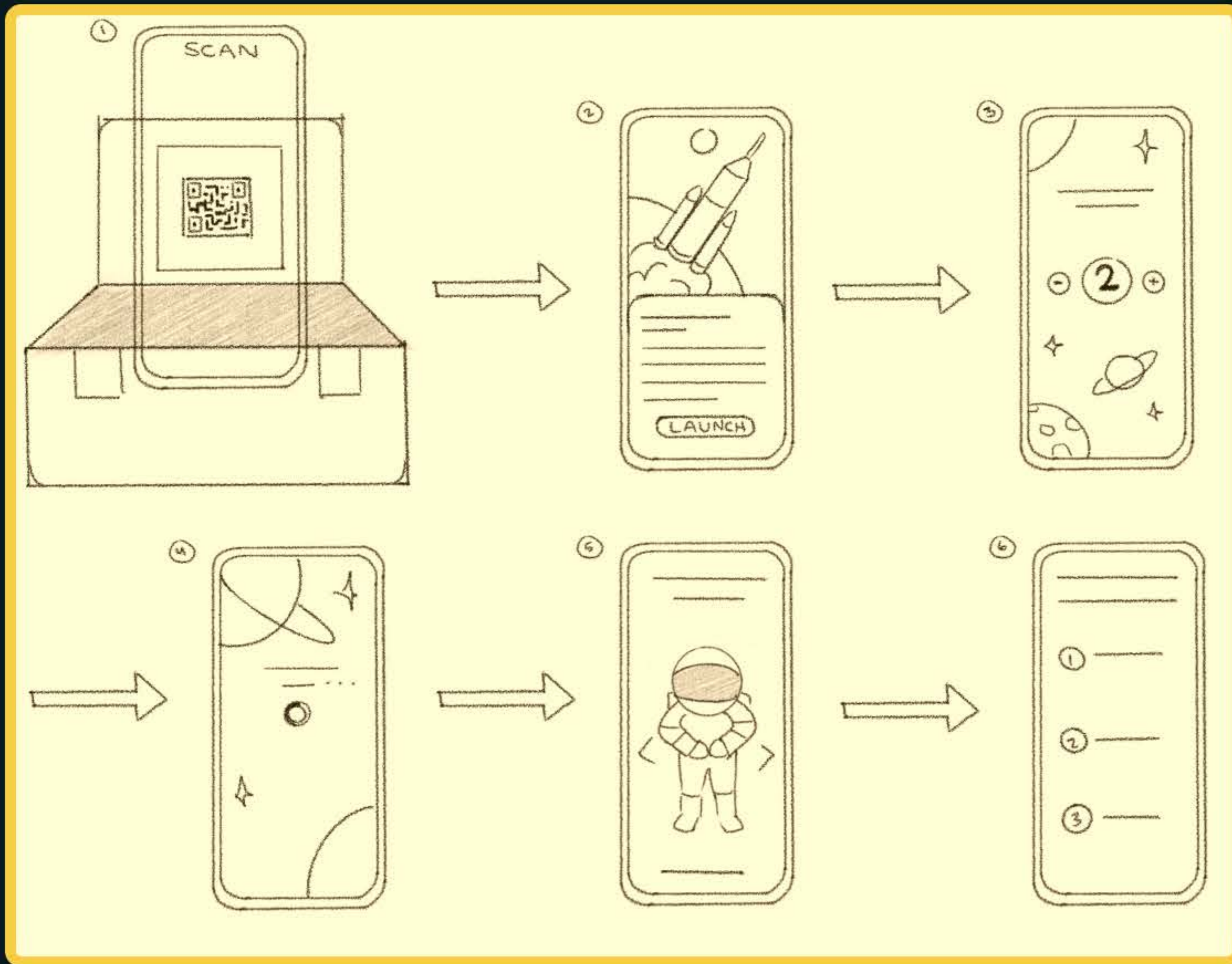
augmented_reality_activity_boxes

GeoJoy is a family-oriented **subscription box** where the entire family **crafts** the pieces for the game



 educational_activity_boxes

each box unlocks a **unique learning activity** and **online game** for the entire family to enjoy



GeoJoy

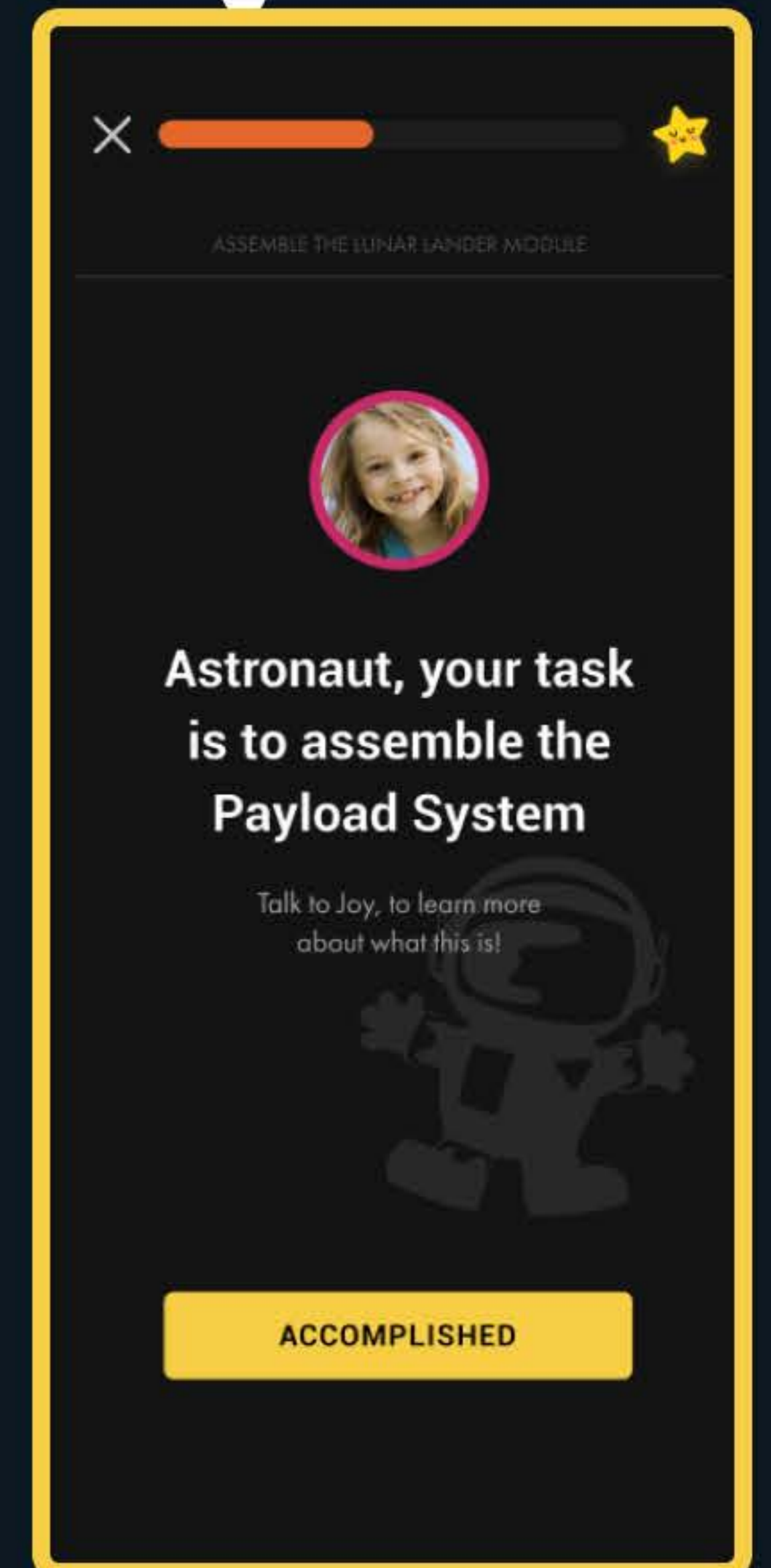
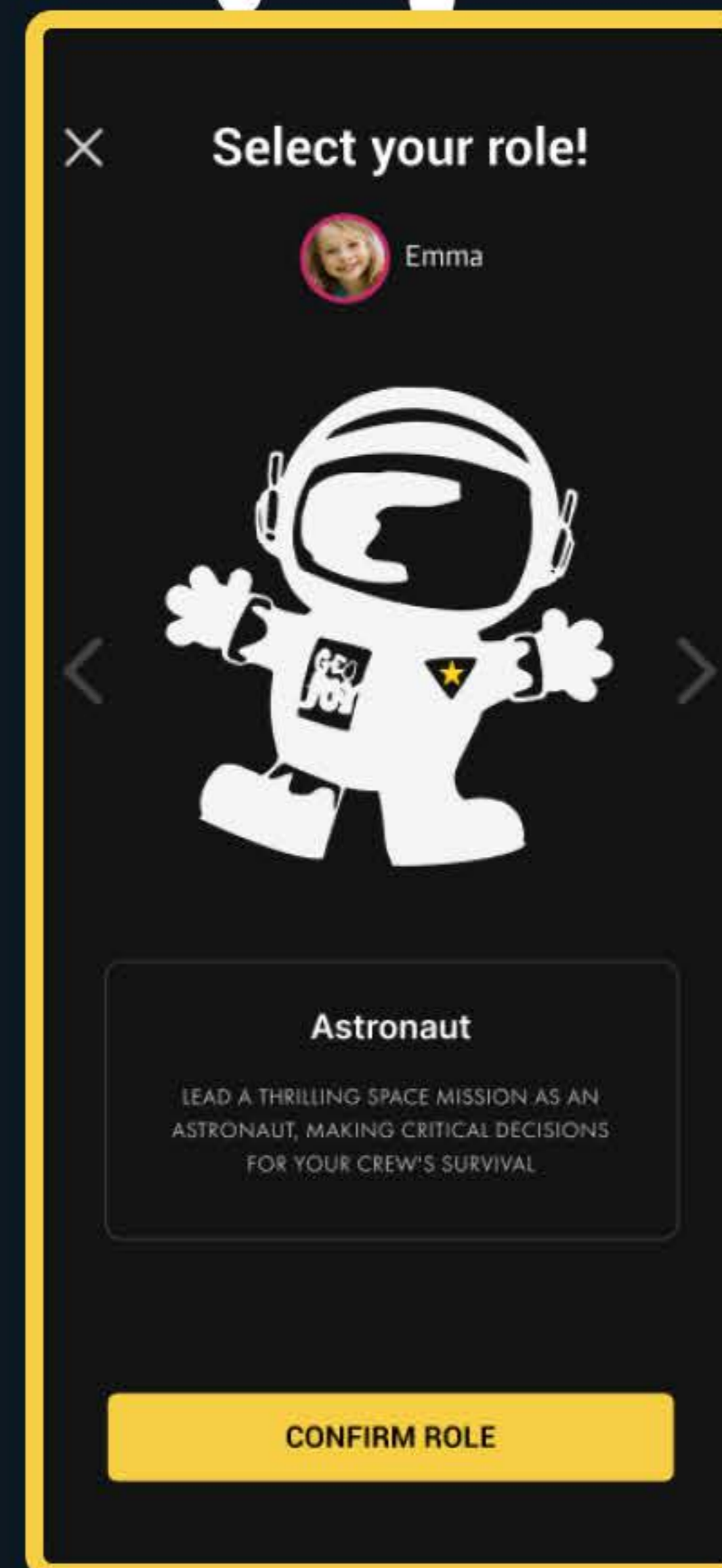
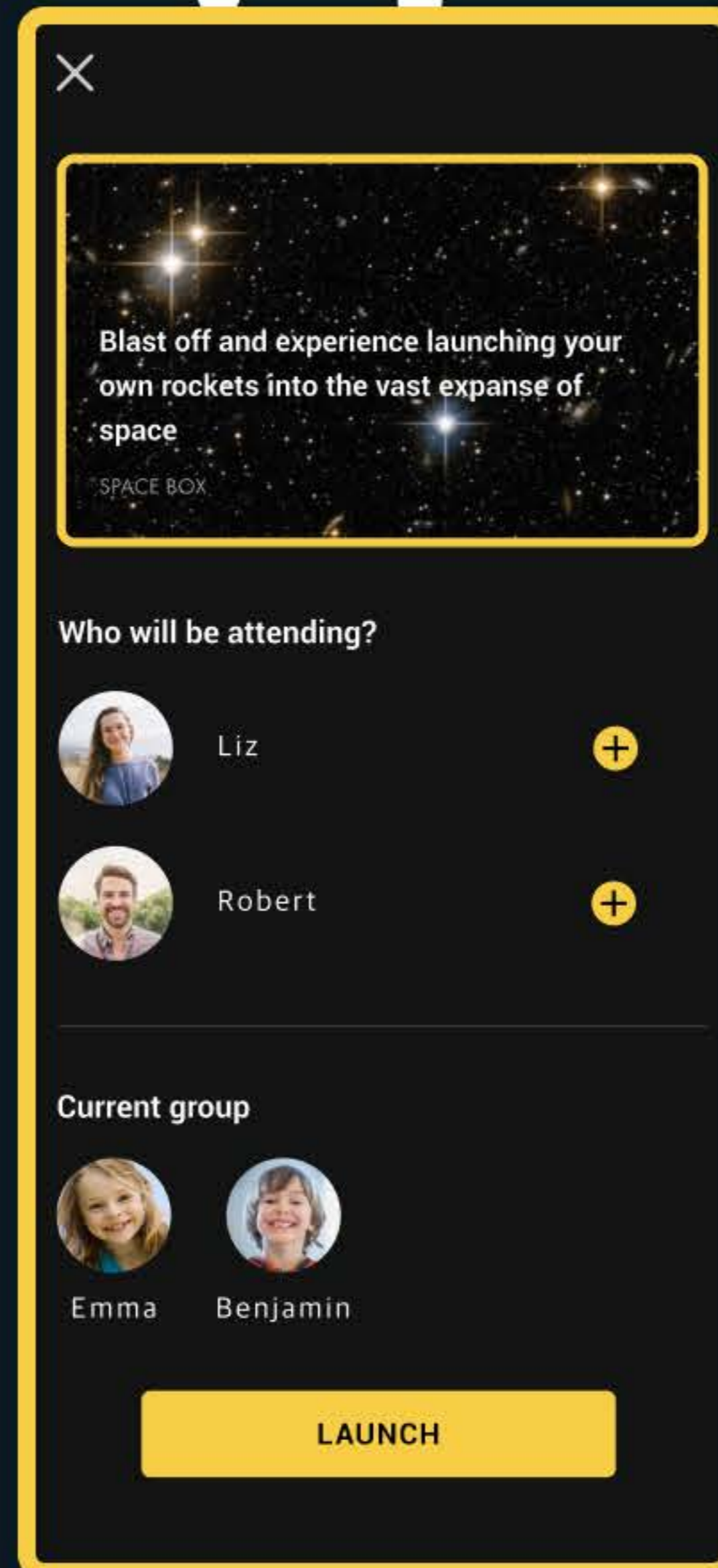
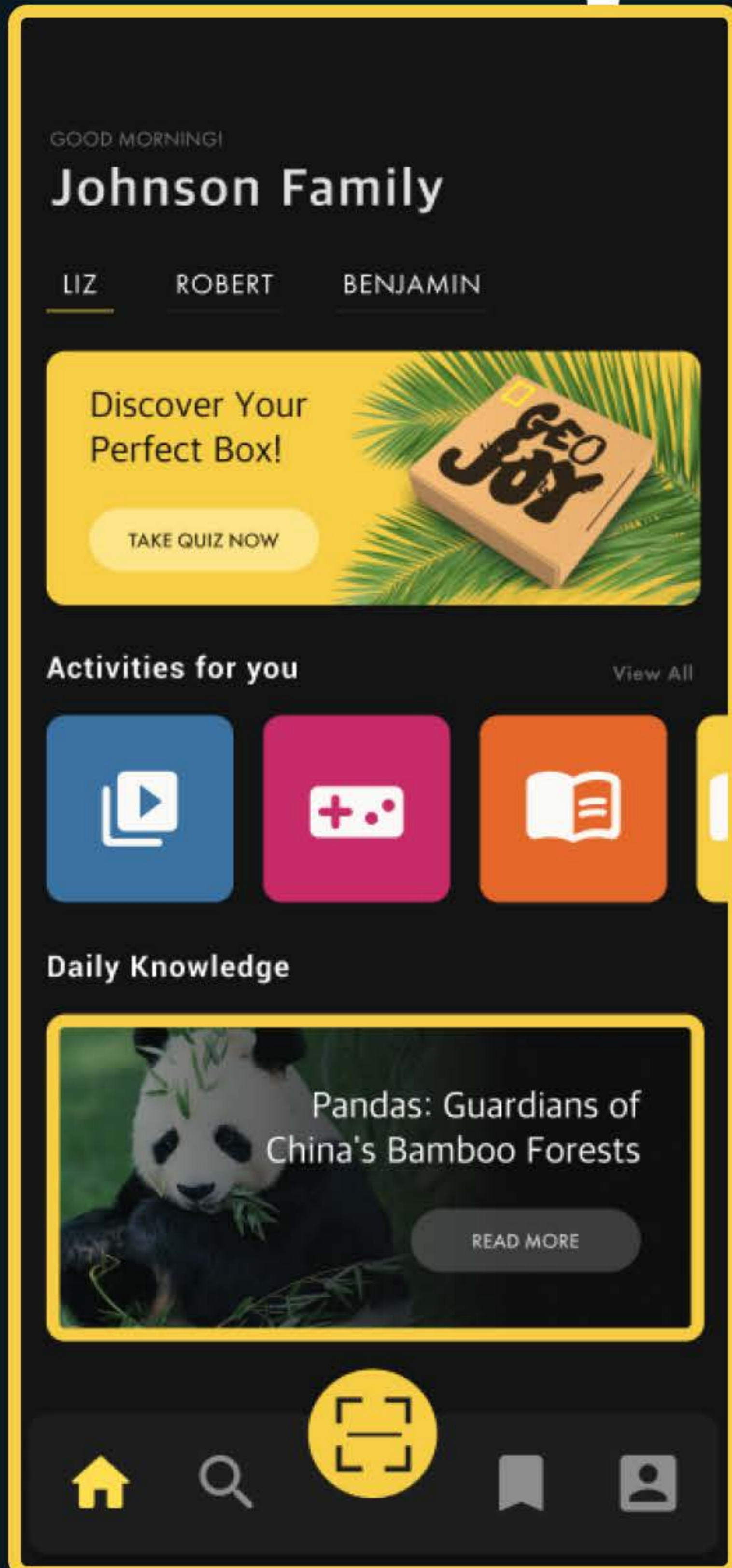


★ [geojoy_activity_box](#)

every month, families **choose what subject** they want to learn about in their **next adventure**

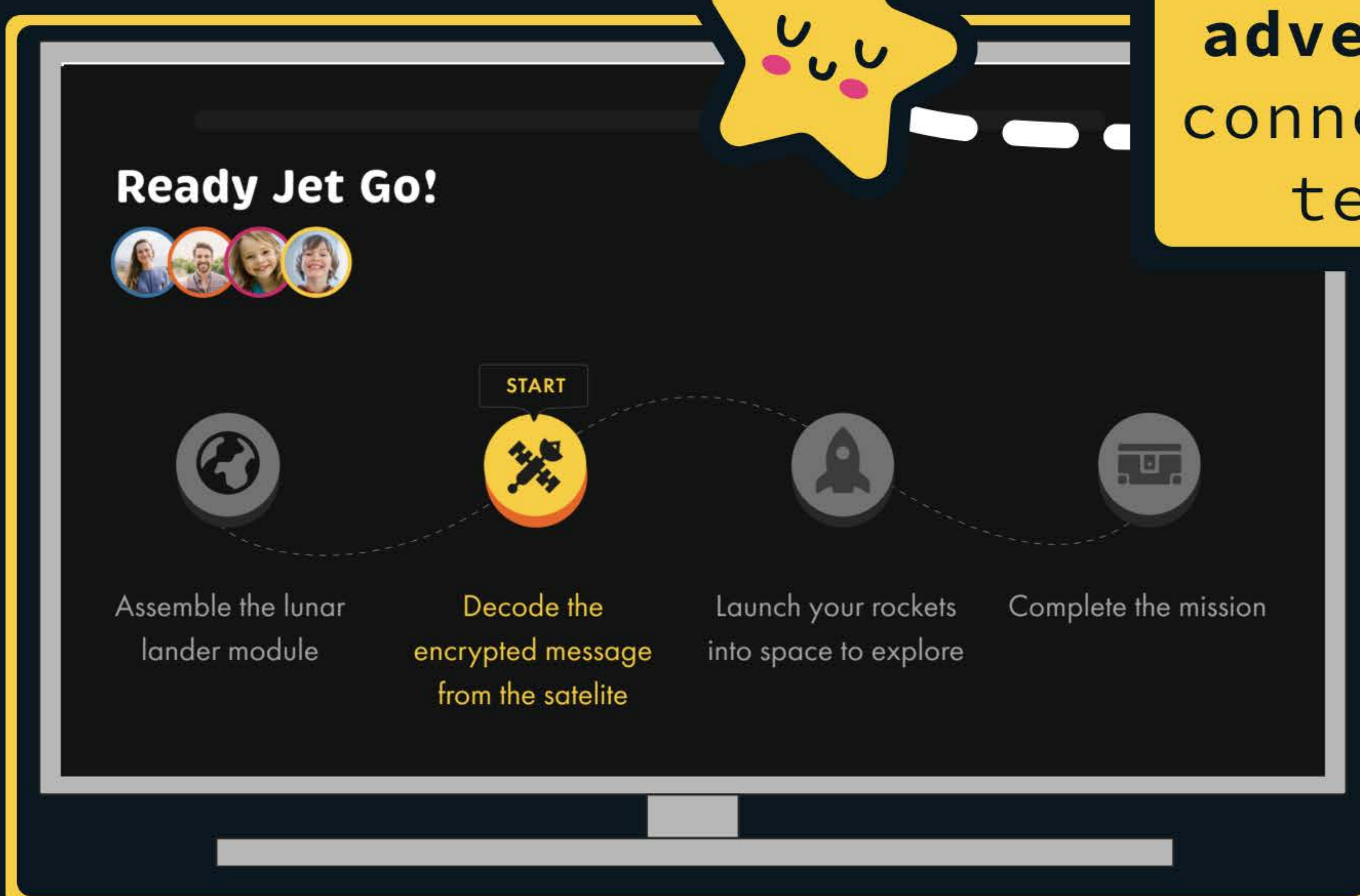


every adventure provides **kids and parents** with **connected** activities to **collaborate** on as they **learn** about the world and beyond

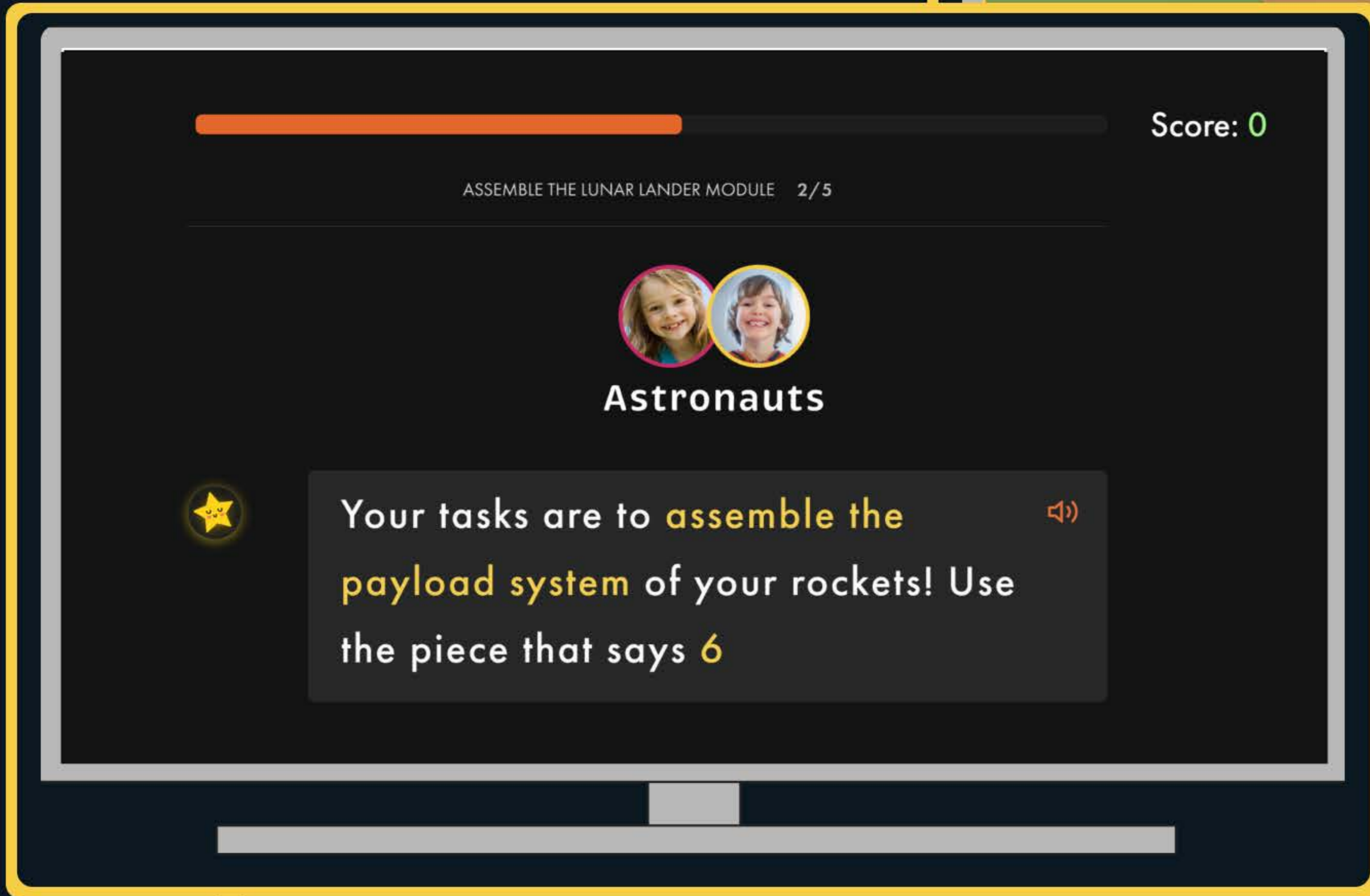
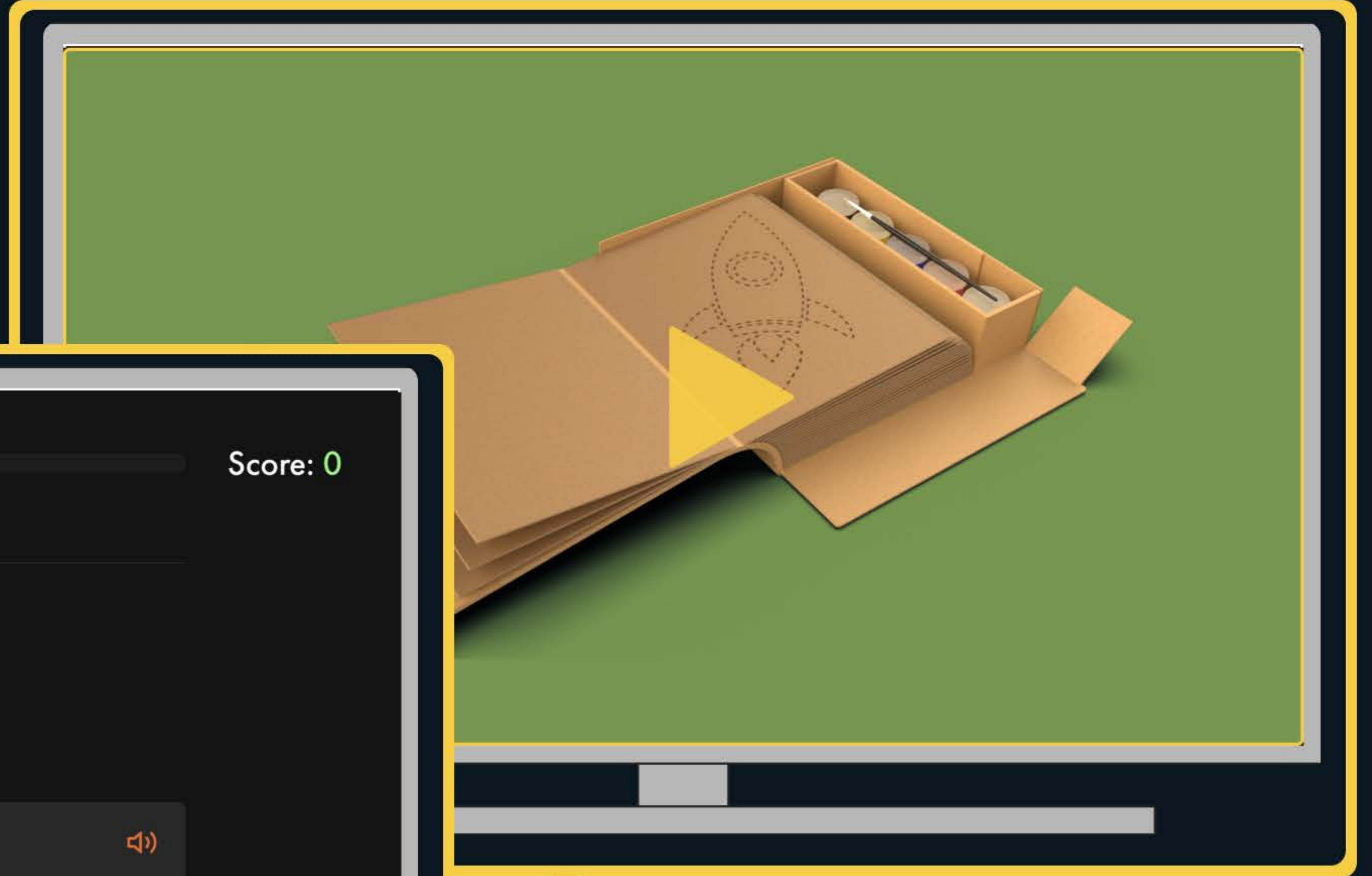


unique roles for the whole family

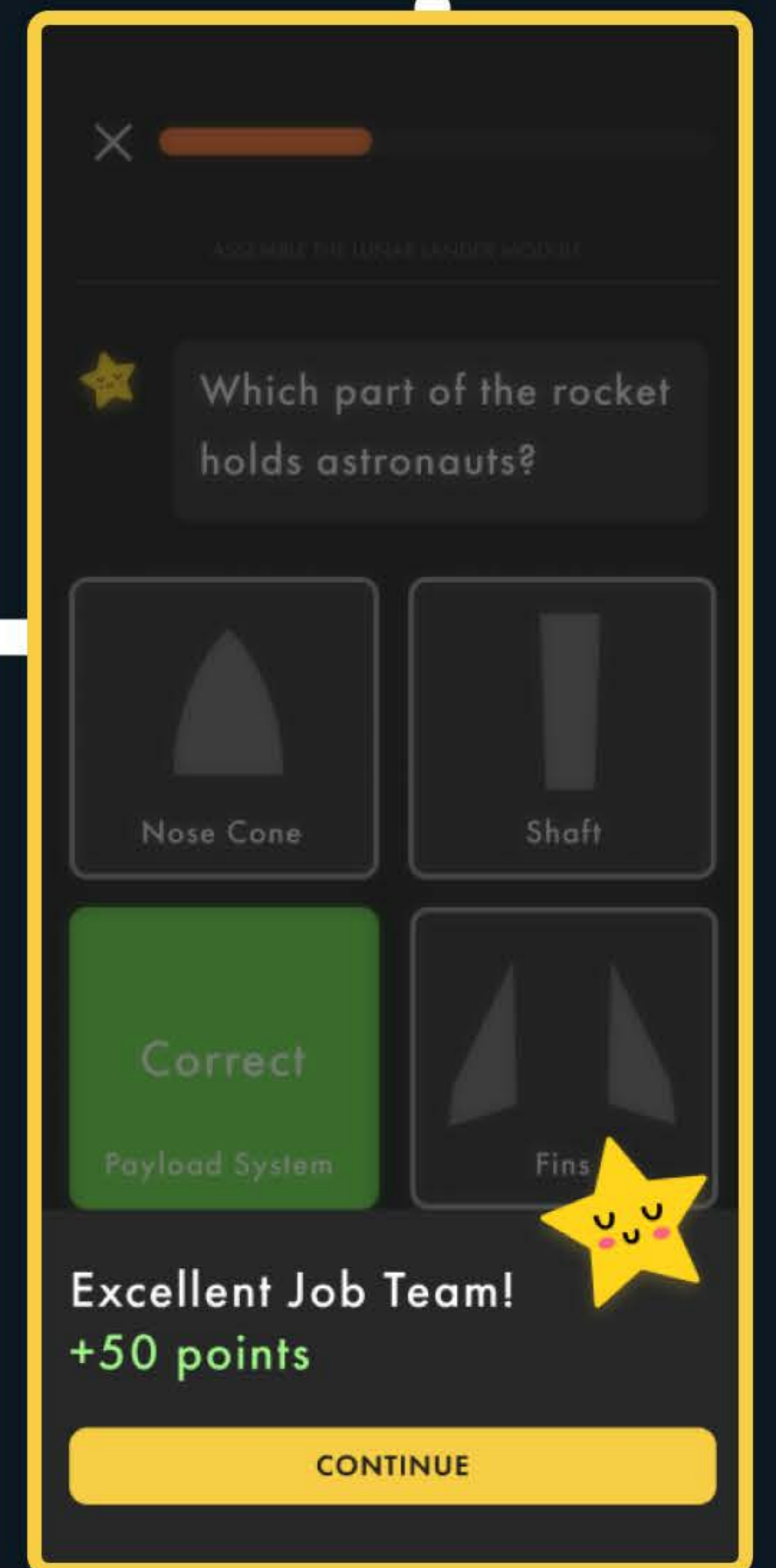
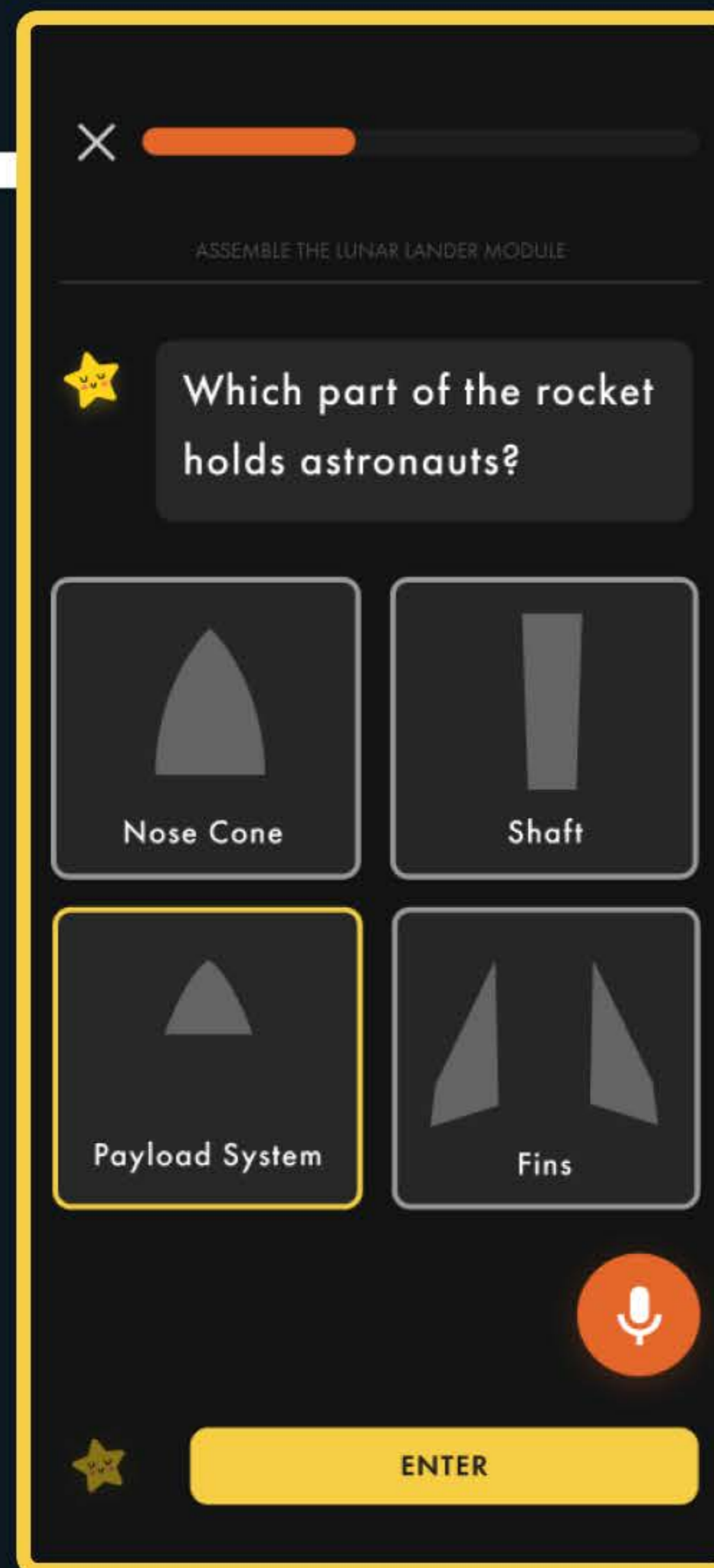
a guided adventure that connects to the television



GeoJoy



work together by completing different educational and creative activities depending on your chosen role






Hey Joy, what's a payload system?

Imagine a rocket as a big, powerful firework that goes up into the sky. The payload system is like the special surprise inside the firework.

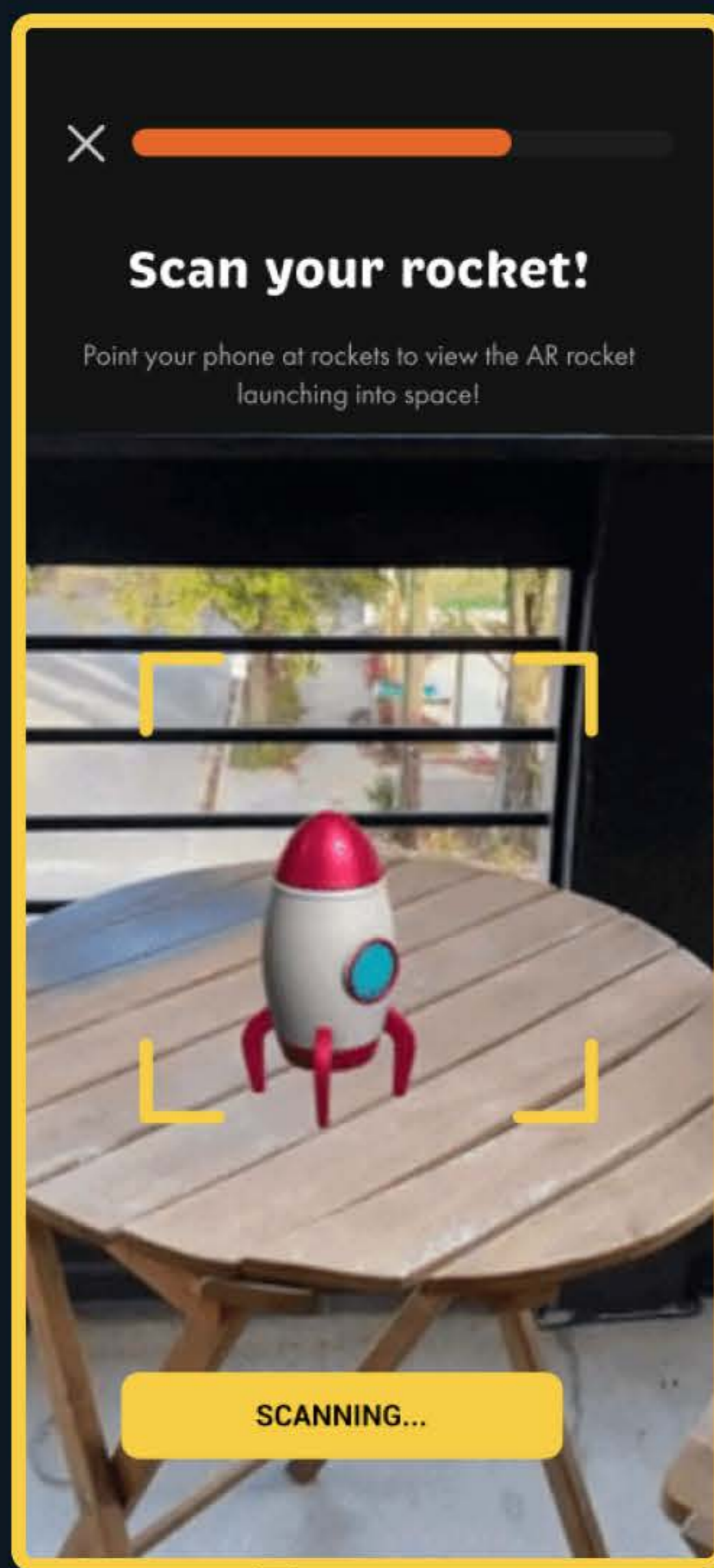
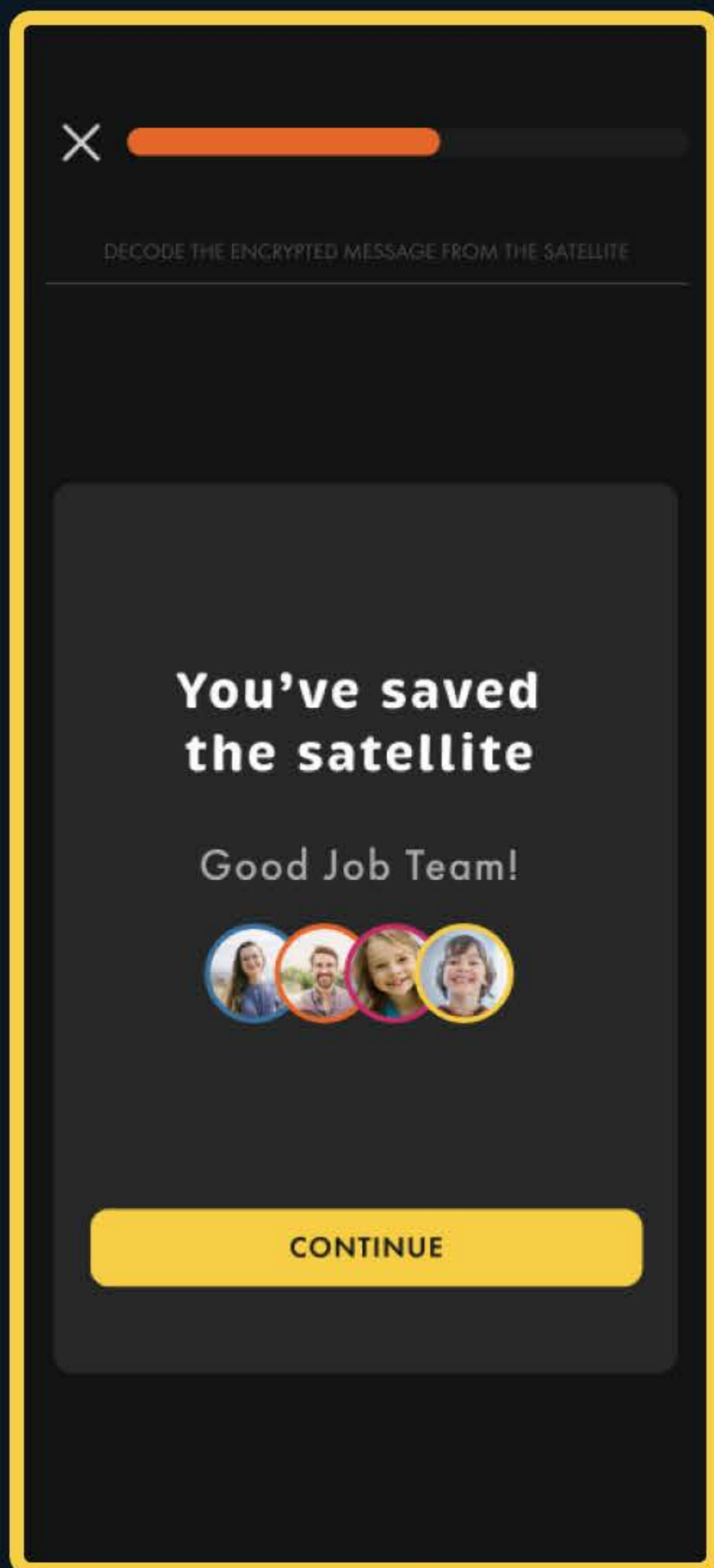
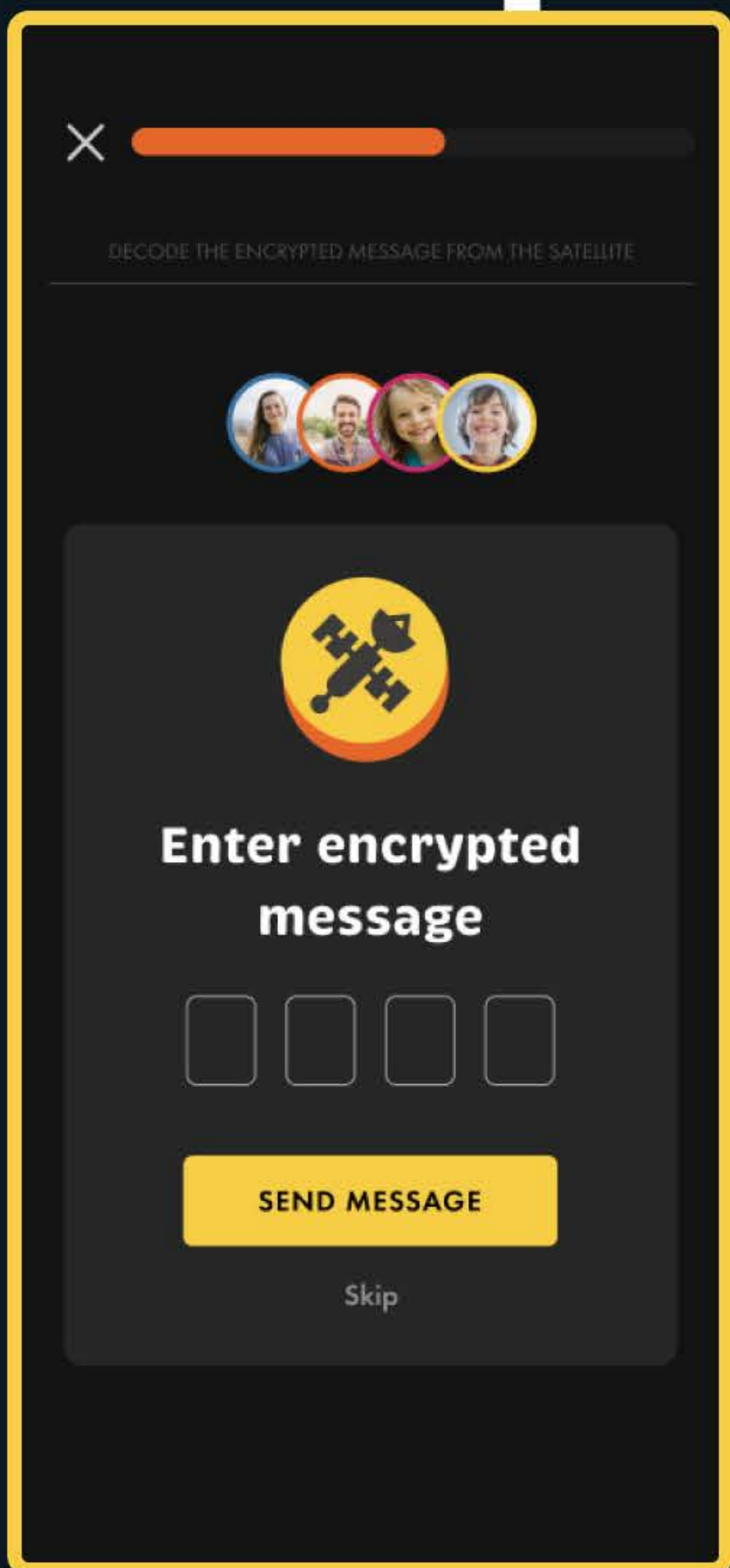
You know how when you set off a firework, it makes a pretty display in the sky, like colorful sparks and shapes? Well, the payload system is what carries something special into space. It could be a satellite, equipment, or even astronauts! Just like a firework has to carry its colors and designs into the sky, the rocket's payload system carries important things into space.



 **meet_joy**

joy, the **ai-powered helper**, is ready to answer **whatever questions** may be on a young learner's curious mind

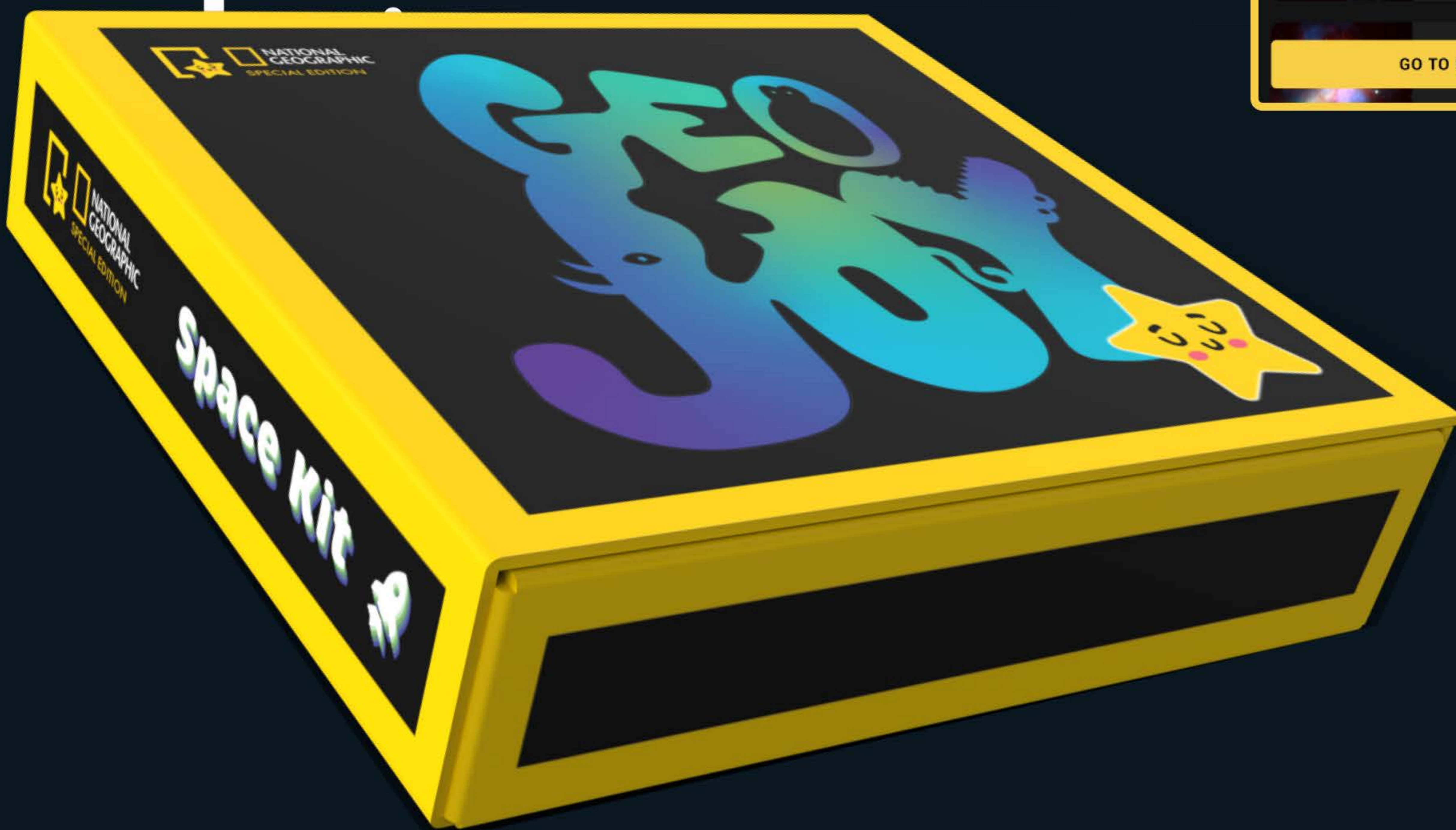
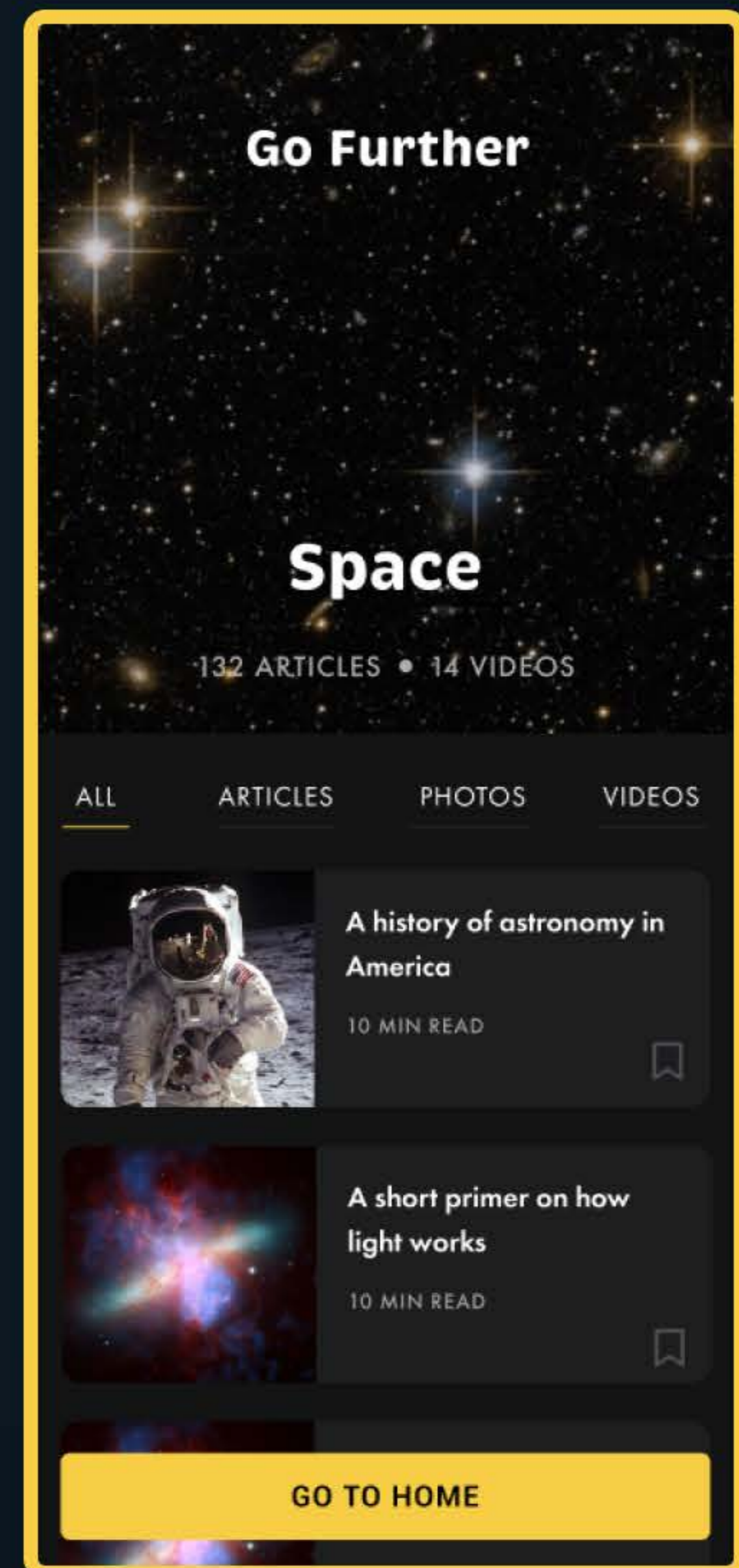
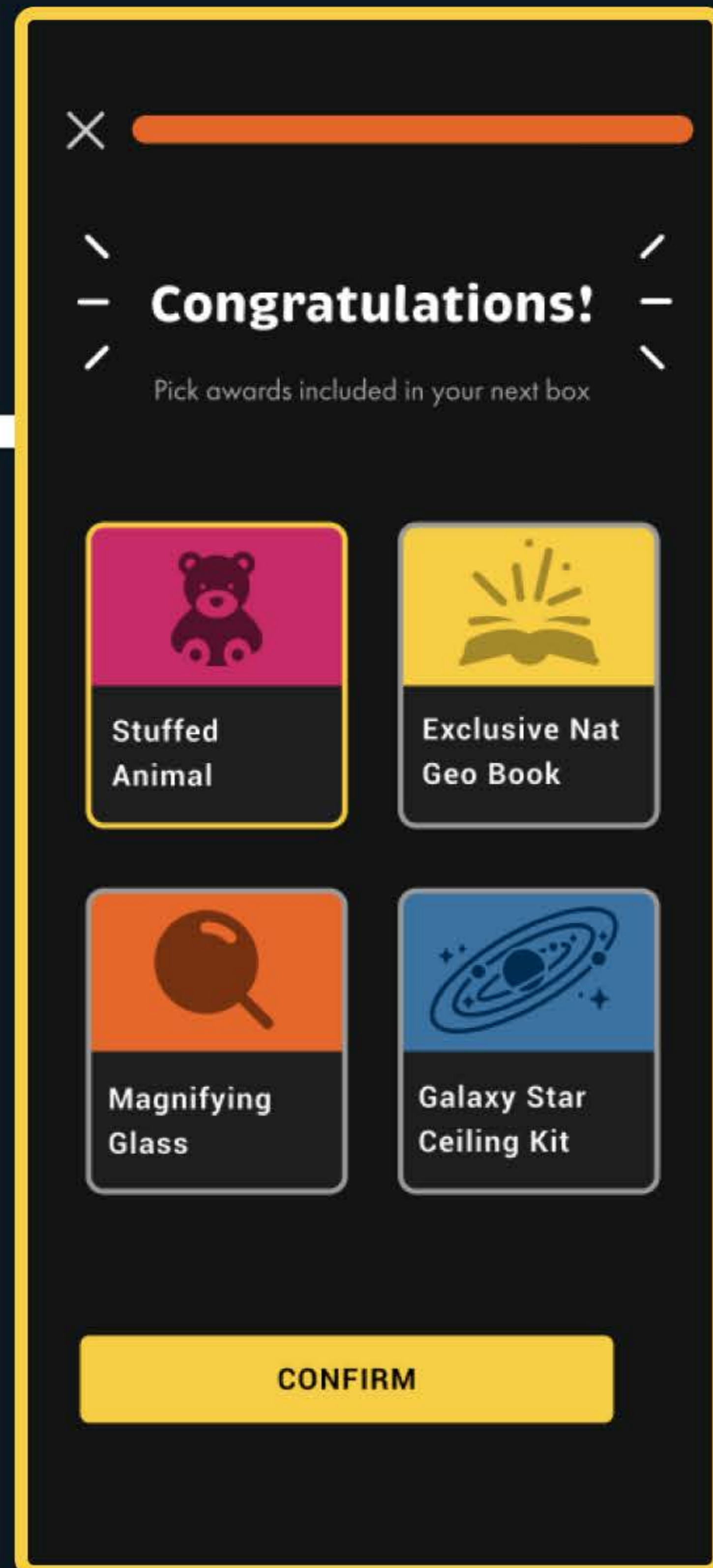
finish the **activity** to **win** the game



GeoJoy

pick a **prize** to be included
in **next month's box...**

...and **continue** your
learning adventure





GeoJoy brings people **together** through **learning** by being...

Educational. Immersive. Fun.



 indigo awards

- **silver_student_winner (2024)**
 - ux, interface & navigation
- **bronze_student_winner (2024)**
 - product or gadget design



26

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file management made **tactile**, where kids can slip their own **drawings** into the **slot** on the front and back

it's easier to **care** about something that expresses **you**



wireless card reader

clip to hang off backpack

4"



2.5"

and a hanger for a whole collection

giving students the space to express themselves and have fun

storage drives for students to play with

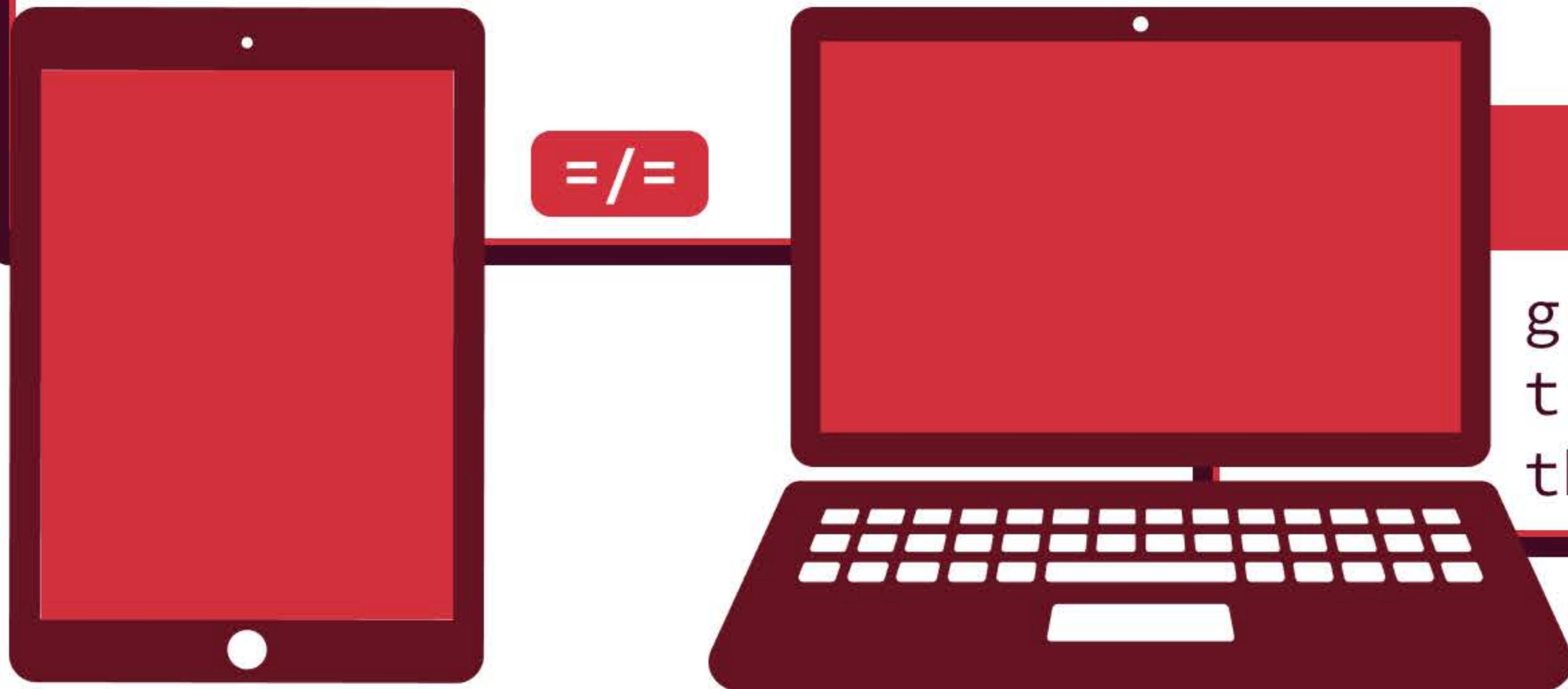
FILE FILE

Work_in_Progress!



♥ tech_disconnect_in_students

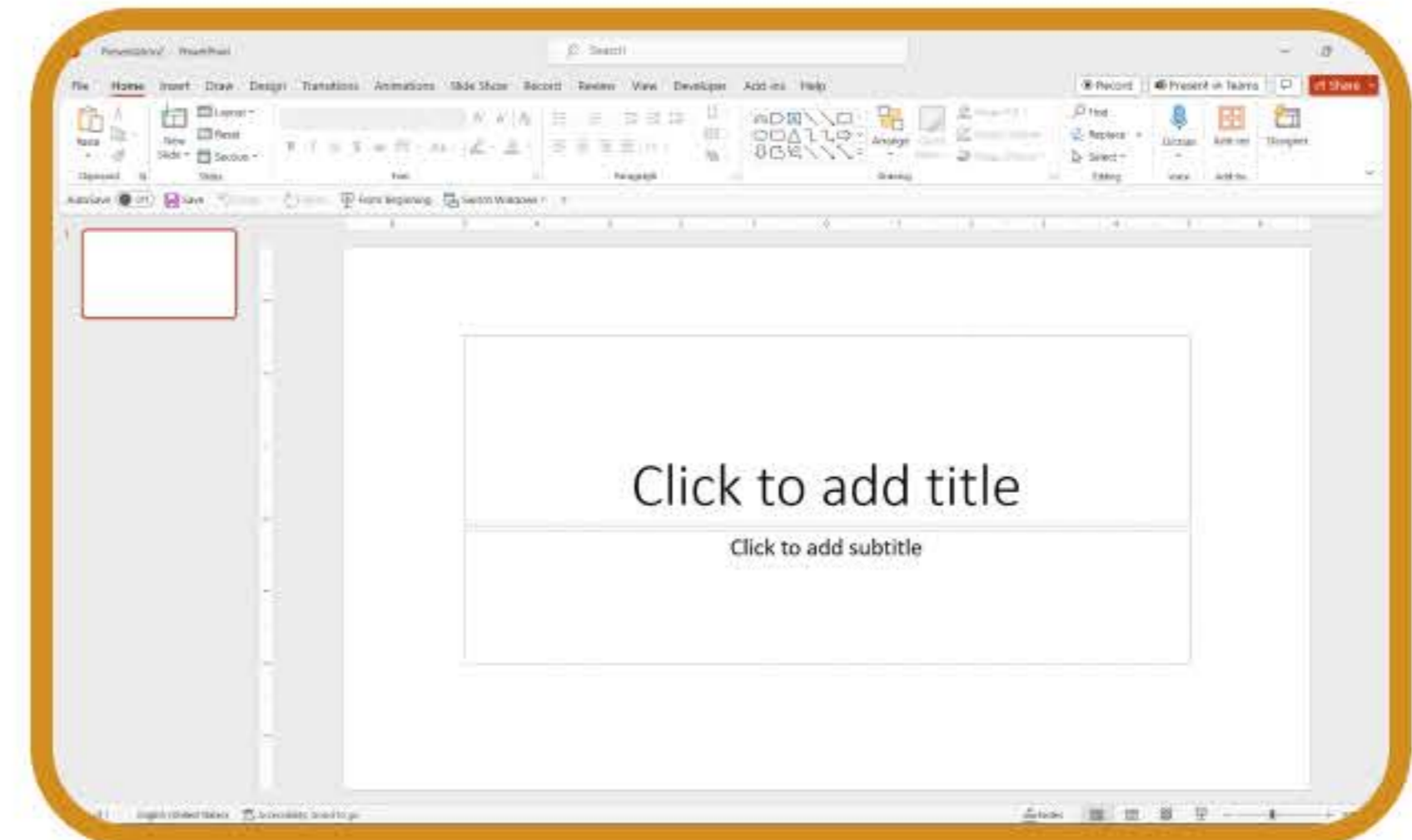
kids are being thrown into an increasingly **tech-savvy world** with **no practice** in actually using that technology



growing up with tablets does **not** translate to the **computer literacy** the world **expects** them to have

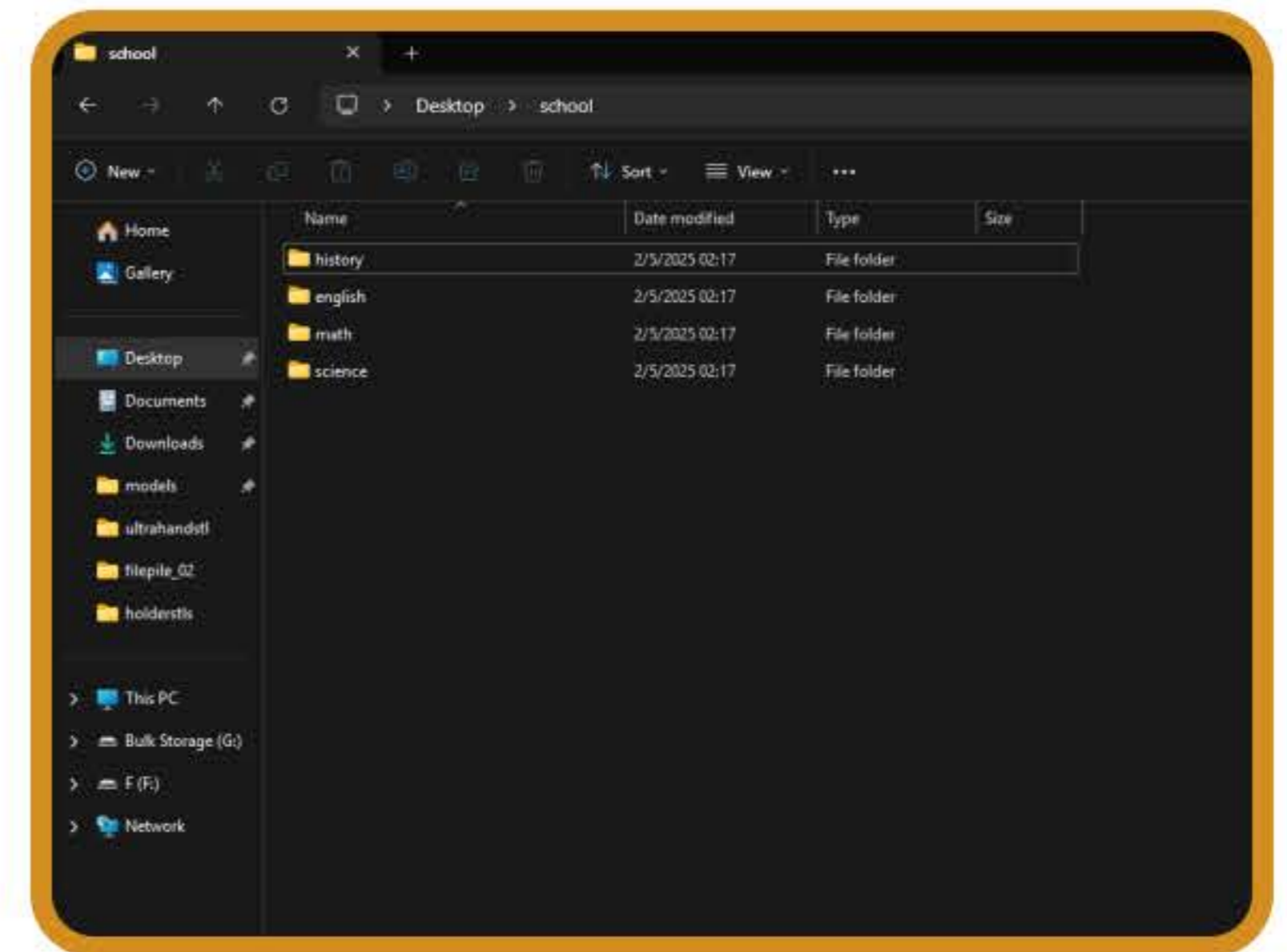
♥ overwhelming_busywork

computer interfaces are **utilitarian** and look like a place for work, not something a middle schooler **would enjoy experimenting with**



♥ not_a_toy

kids don't realize that **computers can be fun**



but kids love to learn if they get the chance to express themselves



♥ doodle_on_your_files

just like when we'd **doodle in our notebooks**, FilePile is a tactile way for kids to **learn to care** about what's on their laptop

And_More_To_Come!

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