RSF, UC Berkeley

My project is an app to help users find the perfect night club, bar or lounge for a night depending on their mood and situation. As such, visiting a night club was the most obvious idea and so earlier I went to Mighty in San Francisco. However, this time around, I wanted to try a more metaphorical approach, and so I went to the RSF. RSF has a whole lot of different activities to choose from depending on one’s mood – all with the same final goal: fitness. This is not too different from how one might want to choose a place to visit for the night depending on the mood, with the final aim being having a good time with the company they are with. In both cases, people take into consideration the people they are going with, their current level of fatigue, their mood, their schedule etc. while making the decision and so I thought this might be a good exercise in bringing out the underlying unifying pattern in both these vastly different places which evoke the same choice architecture in people.
Users

People of different ages, mostly college students and alumni, come in with different moods and motivations, with or without company, with the same ultimate goal of fitness. Most of the times they come knowing which activity they want to do, since they have already consulted the online schedule on the RSF website and made the choice. This is similar to users using my app for the purpose of making a similar decision. Occasionally, people just turn up and make a choice spontaneously, or even hang around for a few hours and do a bunch of different things.

Moods range from casual, playful and enjoyable to somber, serious and disciplined. For some, fitness is a lifestyle, for others, a bitter medicine, for even others, a drug.
Sight

Bright

Movement

Posters

Schedules

Workout gear

Active

People

Shoes

Flyers

Athletic

Competition

Bodies

Bottles

Machinery

Colors

Sweat
Smell

Sweat
Rubber
Anti-perspirant

Room freshener
Body odor

Chlorine Floor cleaner

Smell
Senses

Running Application for iPhone

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Sound

Whirring
Machines
Thuds
Music

Instructors
Cries
Heavy
breathing

Chatter
Laughter
Panting
Pain
Cheers

Senses
Senses

Taste

Sweat
Glucose
Water
Sugar

Bile
Dehydration
Effort
Success
Failure
Competition
Senses

Touch

Rubber
Metal
Plastic
Equipment
Walls
Phones

Skin
Hot
Cold
Fabric
Nylon
Spandex
Fun
Ambition
Discipline
Lifestyle
These are the colors I traditionally associate with RSF and represent the school athletics, the prestige and glory that comes with it and the ninja branding effort. Translating this to my app for nightclubs, maybe I could use a color scheme that represents the way a particular city is branded, so as to evoke those kind of feelings when looking for venues in that city. Eg. How does a page that shows nightclubs in Vegas differ from the page for SF or New York or Chicago?
Alternatively, this is a more colorful, playful palette that I would associate with the RSF given the feeling of ‘play’ that the place is meant to evoke, just like my app for night venues aims to do. This palette represents the diversity of available options, with a common underlying theme of ‘fun’ or ‘play’.
Label

Documentary