MATTHEW MICHELSON
GRAPHIC DESIGNER

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INTERACTIVE CAPABILITIES

RESTAURANT SITE DESIGN

CLIENT: TAQUERIA DEL SOL

What do people need to know when they're visiting a restaurant site?

Just the basics: a quick impression of the atmosphere and ambience, and easily accessible information about directions, hours, prices, and offerings.

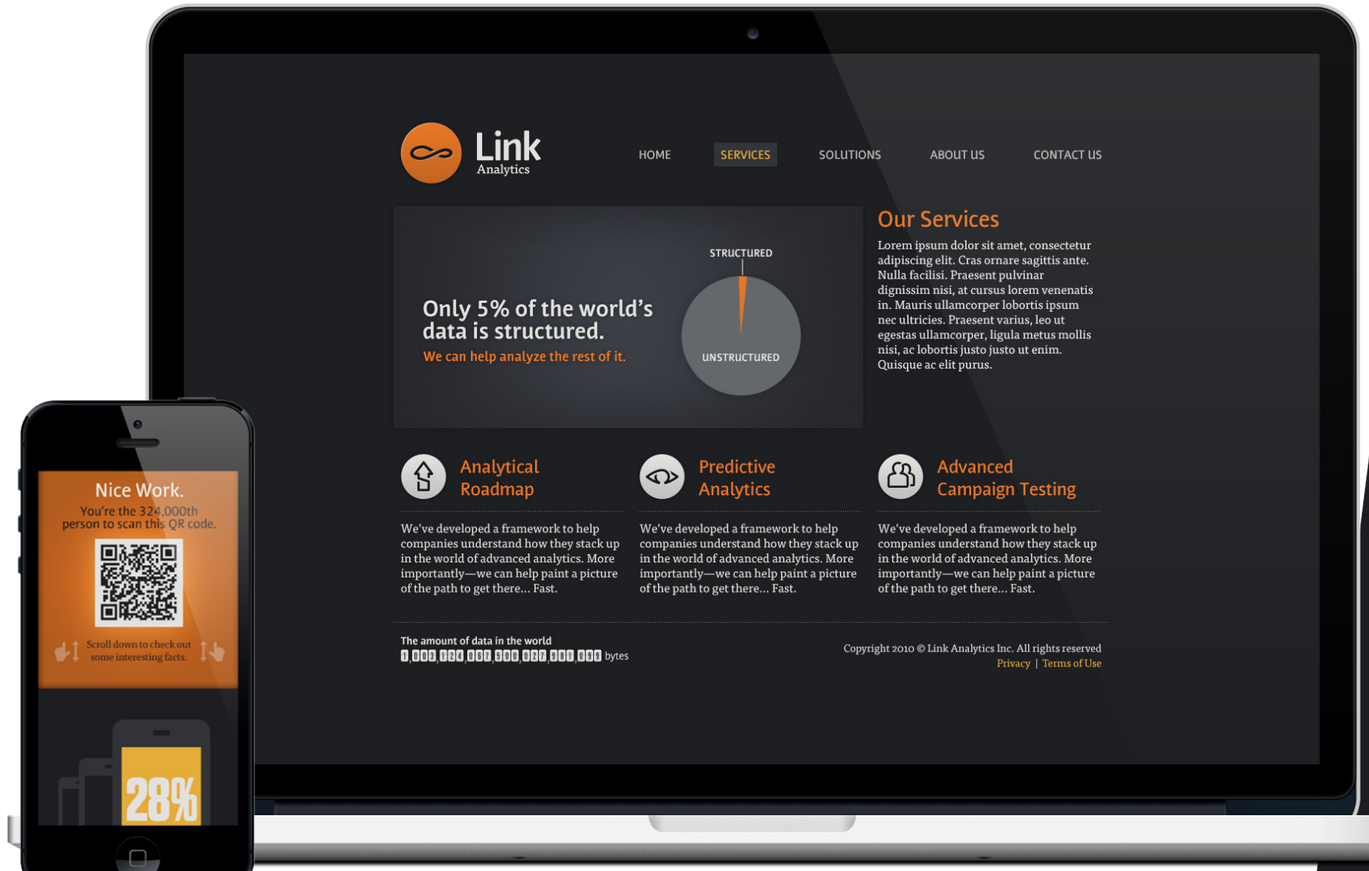
As part of a larger branding platform for Taqueria del Sol, its website extends the warm and friendly experience of dining there to desktop and mobile browsers.

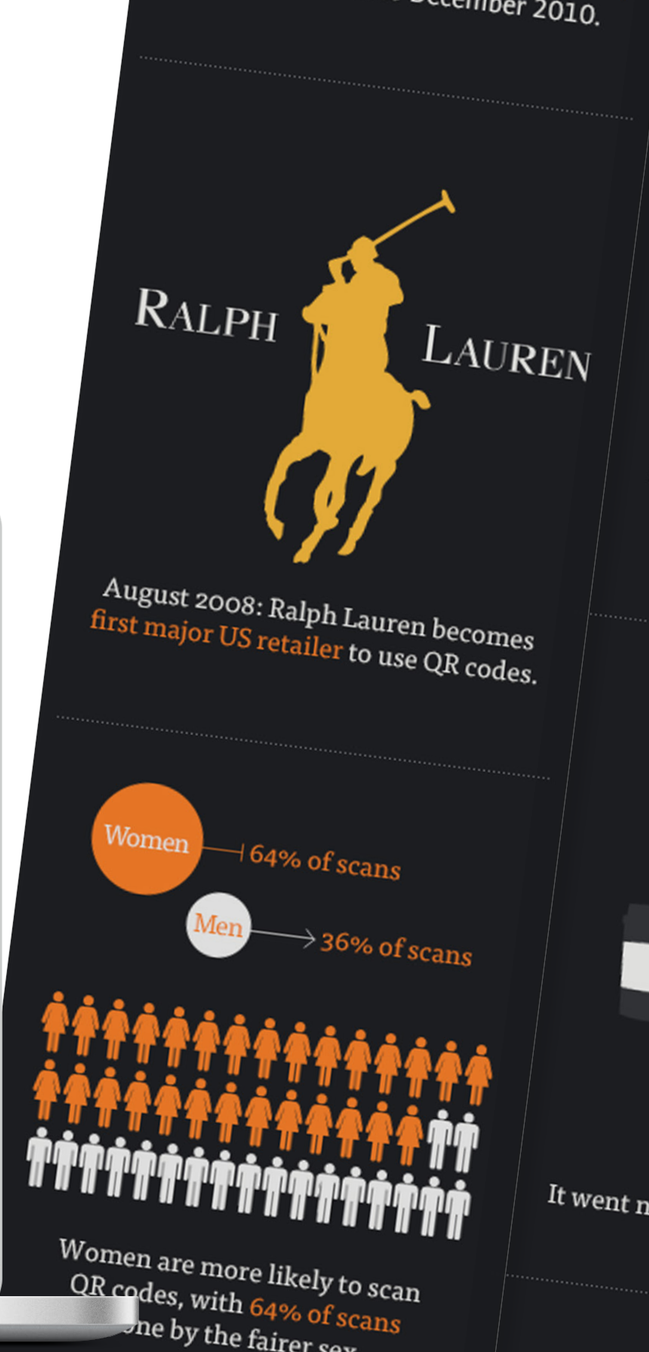
MOBILE MICROSITES

CLIENT: LINK ANALYTICS

QR Codes are everywhere, but how are they used? This mobile microsite, developed for an analytics agency, was tailored specifically to viewers who arrived through a QR code scanned in print and environmental advertising.

The goal: to demonstrate how people engage with the codes, and how advertisers can leverage them to enhance brand experience.



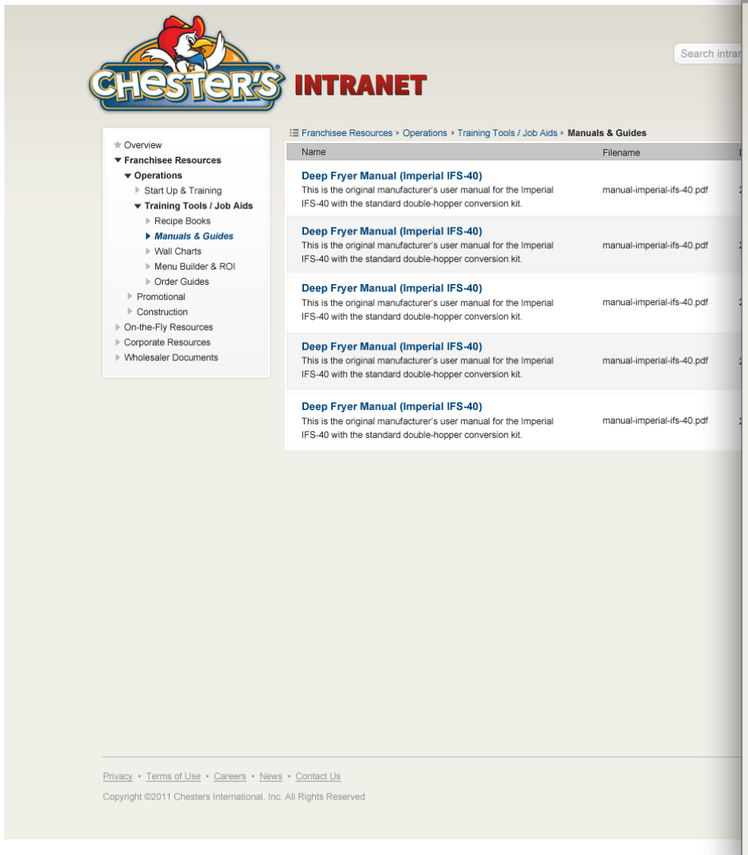


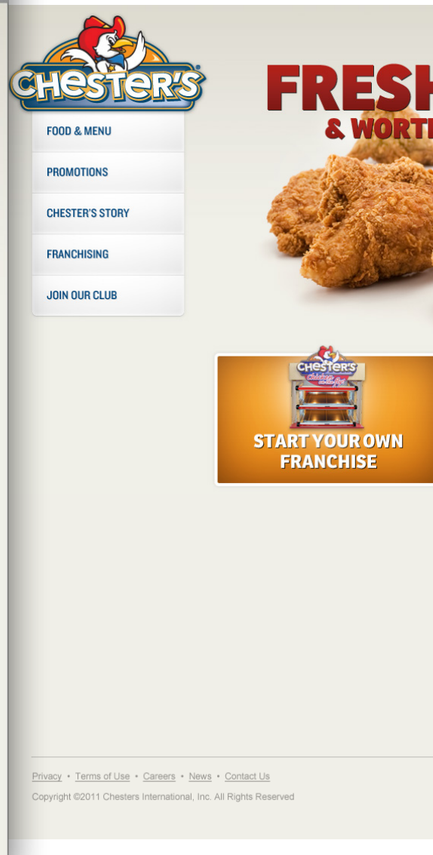
BACKEND DESIGN

CLIENT: CHESTER'S CHICKEN

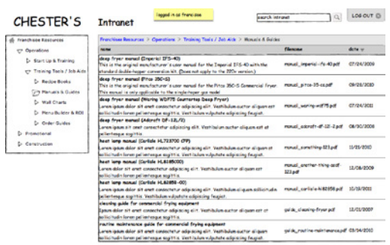
A food-service startup needed to develop the backend for its franchise ordering system.

Working from rough wires, I designed the interface for franchise owners to track and manage their supply levels, and request restocking when needed.

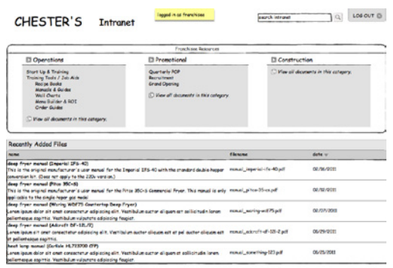




Project Name: Chesters Intranet
Page Title: interior view



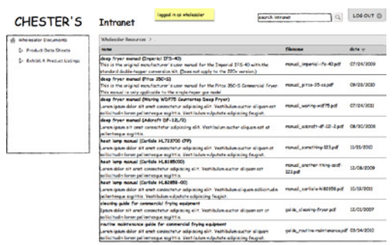
Project Name: Chesters Intranet
Page Title: logged in - franchisee



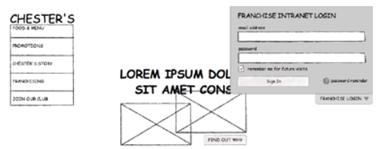
Project Name: Chesters Intranet
Page Title: password update

Project Name: Chesters Intranet
Page Title: logged in - admin or field ops

Project Name: Chesters Intranet
Page Title: logged in - wholesalers



Project Name: Chesters Intranet
Page Title: logged out

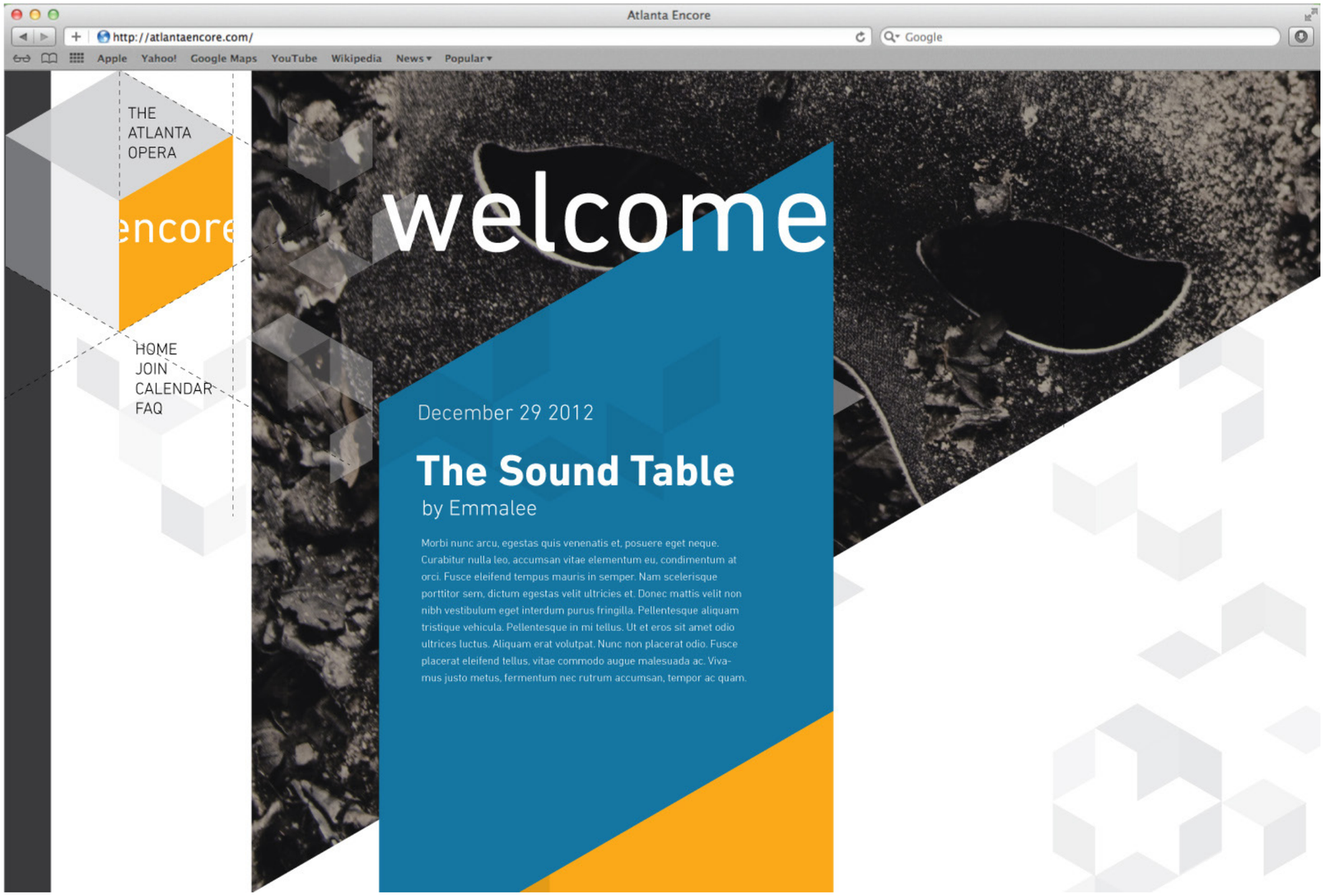


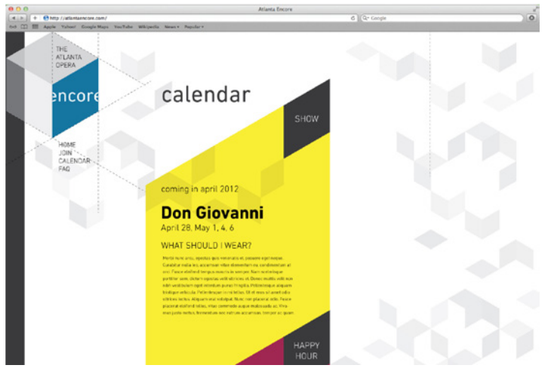
DESKTOP SITE DESIGN

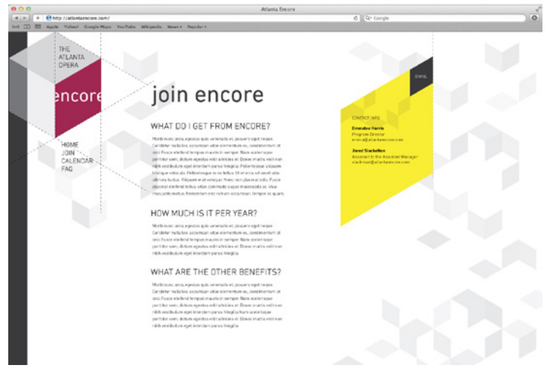
CLIENT: THE ATLANTA OPERA

The Opera and The Internet. Two great tastes that rarely meet, in part because of the median age of the average Opera-goer. Encore is a youth organization run by the Atlanta Opera that seeks to attract fresh young eyes and ears for its nationally renowned performances.

Their homepage is just one of many platforms for brand engagement, and emphasizes their core message: The Opera is breathtaking, no matter how old or young you are.







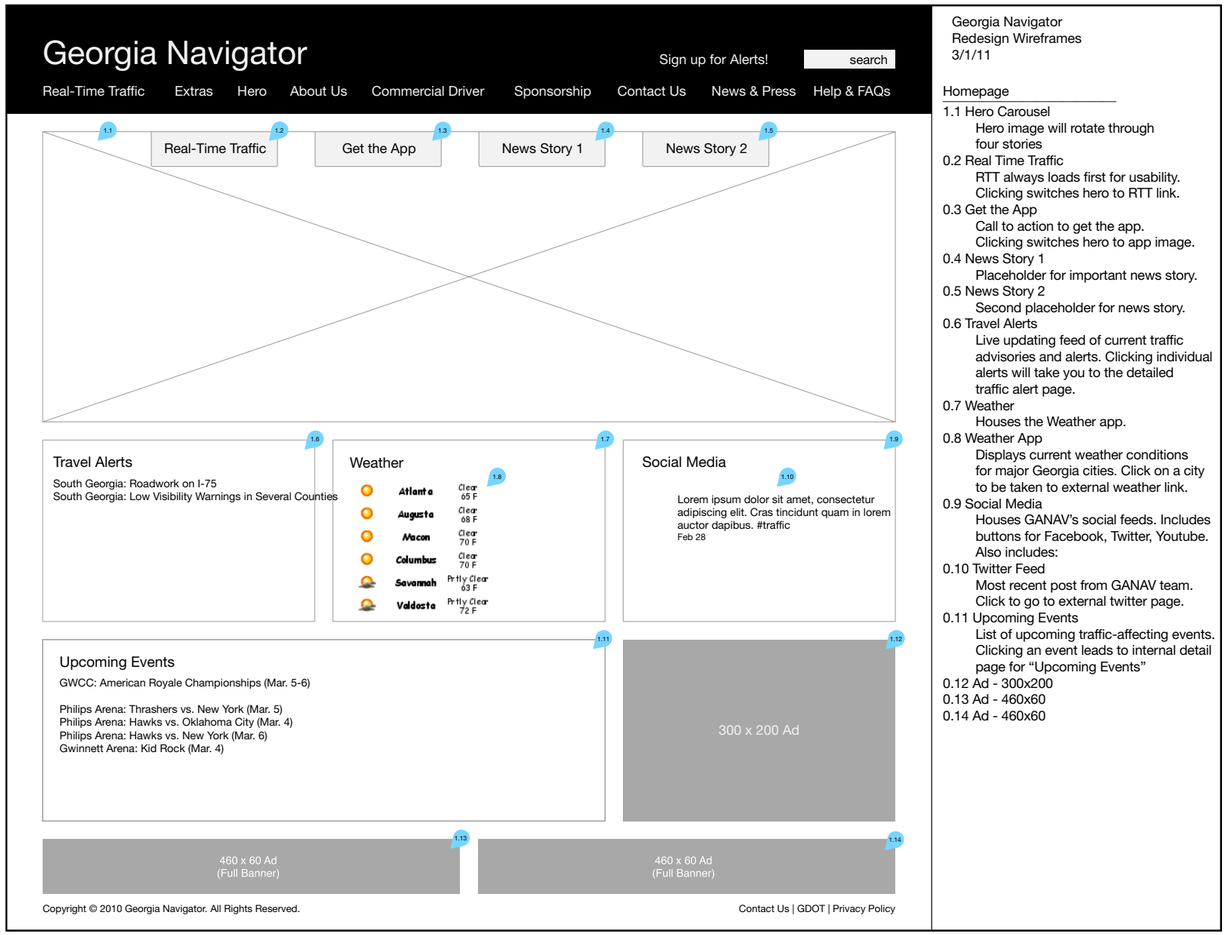
WIREFRAMING+ SITE PLANNING

CLIENT: GEORGIA NAVIGATOR

Before there was Google Maps, before there was Mapquest, there was The Navigator. One of the United States' first monitored traffic systems, the Georgia Navigator unfortunately still looked like something out of 1998.

Through a demographic analysis of its users, a thorough content analysis, and extensive wireframing and redesign, I designed a simplified and far more usable Georgia Navigator experience.

0. Global
  0.1 Flash Header Area – Flash-based header sports outgoing links to Facebook, Youtube, and Twitter profiles for Ga Navigator. Also features GA Navigator logo and 511 Branding. Features non-redundant navigation for sections:
    0.1.1 Home
    0.1.2 Contact Us
    0.1.3 News
    0.1.4 Press Room
    0.1.5 FAQs
  0.2 Main Navigation – Features rollover links to main pages. Links have a hover state and work in a drop-down fashion. Main categories with sub-links indented:
    0.2.1 Real-Time Traffic
    0.2.2 Extras – clicking Extras directs to "Exit Numbers"
      0.2.2.1 Exit numbers
      0.2.2.2 Common Road Names
      0.2.2.3 Glossary of Terms
      0.2.2.4 Sitemap
      0.2.2.5 Links
      0.2.2.6 Tolls
      0.2.2.7 Special Events
      0.2.2.8 Ramp Meters
      0.2.2.9 Transit
      0.2.2.10 Hurricane
    0.2.3 Hero
      0.2.3.1 Overview
      0.2.3.2 511 Partners
    0.2.4 About Us
      0.2.4.1 General Information
      0.2.4.2 ITS
      0.2.4.3 Headquarters
      0.2.4.4 Transportation Control Centers
      0.2.4.5 Video Monitoring and Detection
      0.2.4.6 Changeable Message Signs
      0.2.4.7 Ramp Meters
      0.2.4.8 511
      0.2.4.9 HERO5
    0.2.5 Alert Sign-Up
    0.2.6 Commercial Driver
    0.2.7 Sponsorship
      0.2.7.1 Information
      0.2.7.2 Georgia Sponsorship Contact
  3.1.6 I-85: Links to chart of road exit numbers
  3.1.7 I-95: Links to chart of road exit numbers
  3.1.8 I-185: Links to chart of road exit numbers
  3.1.9 I-285: Links to chart of road exit numbers
  3.1.10 I-475: Links to chart of road exit numbers
  3.1.11 I-516: Links to chart of road exit numbers
  3.1.12 I-520: Links to chart of road exit numbers
  3.1.13 I-575: Links to chart of road exit numbers
  3.1.14 I-675: Links to chart of road exit numbers
  3.1.15 I-985: Links to chart of road exit numbers
  3.1.16 SR-400: Links to chart of road exit numbers
3.2 "Common Road Names"
  3.2.1 List of Common road names in Georgia.
3.3 Glossary of Terms
  3.3.1 List of Glossary of Terms on the GDOT web sites
  3.3.2 Links to Pages 2 and 3 of the glossary
3.4 Site map
  3.4.1 List of site sections
3.5 Links
  3.5.1 External links
3.6 Tolls
  3.6.1 Description of GA-400 Tolls
3.7 Special Events
  3.7.1 List of possible traffic-causing events
3.8 Ramp Meters
  3.8.1 External page.
3.9 Transit
  3.9.1 Pics of Atlanta + description of transit program.
3.10 Hurricane
  3.10.1 Pictures and text of hurricane routes, preparedness information, and driving instructions.
  3.10.2 Brochure PDF image link for a PDF describing hurricane preparedness.
4. Hero
  4.0 Side Navigation
    4.0.1 Overview
    4.0.2 511 Partners
  4.1 Overview
    4.1.1 Main Content – Overview of Hero with Pictures
    4.1.2 Links – Links to HERO sites and downloadable PDFs
  4.2 Goals and Duties – Description of Hero Goals
  4.3 HERO FAQs – FAQs about the Hero Program
  4.4 Request a HERO school visit – Information about scheduling a school visit.
  4.5 Submit or read comments – List of comments+link to the contact page
  4.6 511 Partners – List of 511 Partners and links to external sites.
1. Home Page
  1.1 Travel Alert Box: Displays important travel information on accidents currently impeding traffic. Features a link to separate page.
  1.2 App Download Box: Image link to separate page.
  1.3 Real Time Traffic Box: A live updating .png that links to a separate page. Features a large text call to action.
  1.4 Top 5 Events box: Lists important information on upcoming potentially traffic-delaying events. Includes link to separate page.
  1.5 Weather Box: Displays a static list of major Georgia cities and their current weather. Also contains a box for sponsor advert.
  1.6 Advertisement
  1.7 Advertisement
  1.8 Advertisement
  1.9 Advertisement
2. Real-Time Traffic
  2.1 Live Map: Interactive map with Google API.
    2.1.1 Navigation Features: Zoom, pan, street view
    2.1.2 Overlays: Map, Satellite, Hybrid, and Terrain
  2.2 Map Scope Drop-Down: Shift view to GA, Macon, or Atlanta specific.
  2.3 Layers Buttons: Enable or disable layers for Congestion, Incidents, Cameras, Changeable Message signs, Closures, and Construction Information.
  2.4 Refresh button: Refreshes page when clicked
  2.5 More info button: currently does nothing!
3. Extras
  3.0 Side Navigation
    3.0.1 Exit Numbers
    3.0.2 Common Road Names
    3.0.3 Glossary of Terms
    3.0.4 Sitemap
    3.0.5 Links
    3.0.6 Tolls
    3.0.7 Special Events
    3.0.8 Ramp Meters
    3.0.9 Transit
    3.0.10 Hurricane
  3.1 "Exit Numbers"
    3.1.1 I-16: Links to chart of road exit numbers
    3.1.2 I-20: Links to chart of road exit numbers
    3.1.3 I-24: Links to chart of road exit numbers
    3.1.4 I-59: Links to chart of road exit numbers
    3.1.5 I-75: Links to chart of road exit numbers
5. About Us
  5.1 General Information
    5.1.1 Information about the new GA Navigator site.
  5.2 ITS
    5.2.1 Description of the ITS System
  5.3 Headquarters
    5.3.1 Description of HQ, process, and link to contact form
  5.4 Transportation Control Centers
    5.4.1 Description of the TCCs, with pictures
  5.5 Video Monitoring and Detection
    5.5.1 Description of the VMD System
  5.6 Changeable Message Signs
    5.6.1 Description of the CMS system with pictures
  5.7 Ramp Meters
    5.7.1 Main Content – Description of Ramp Meters with two pictures
  5.8 511
    5.8.1 Main Content – Description of 511. Link to Internal 511 FAQ page.
  5.9 HERO5
    5.9.1 Main Content – Description of Heros. Link to internal Hero Section.
6. Alert Sign-Up
  6.1 Description and links to various alert options (External)
7. Commercial Driver
  7.1 Rules for being/becoming a commercial driver in GA
8. Sponsorship
  8.1 Sponsorship information. Text-only.
  8.2 Contact information and form for sponsorship requests.
9. Contact Us
  9.1 Contact Form – Form fields for Date, First and Last Name, Company Name, Email, Telephone, Nature of Request, and Message. Button to submit form.
    9.1.1 Help Information
  9.2 The State Transportation Management Center
    9.2.1 Description of the STMC (text-only)
  9.3 Georgia DOT
    9.3.1 Links to external GDOT resources
  9.4 Local NaviGAtor Agencies
    9.4.1 List of local Navigator agencies.
10. News
  10.1 Manually-updated table of news articles on 511
11.
  11.1 Press Room: Links to PDFs of press releases and a contact link for Press contacts
12. FAQs
  12.1 Georgia 511 FAQs: List of FAQs about GA 511

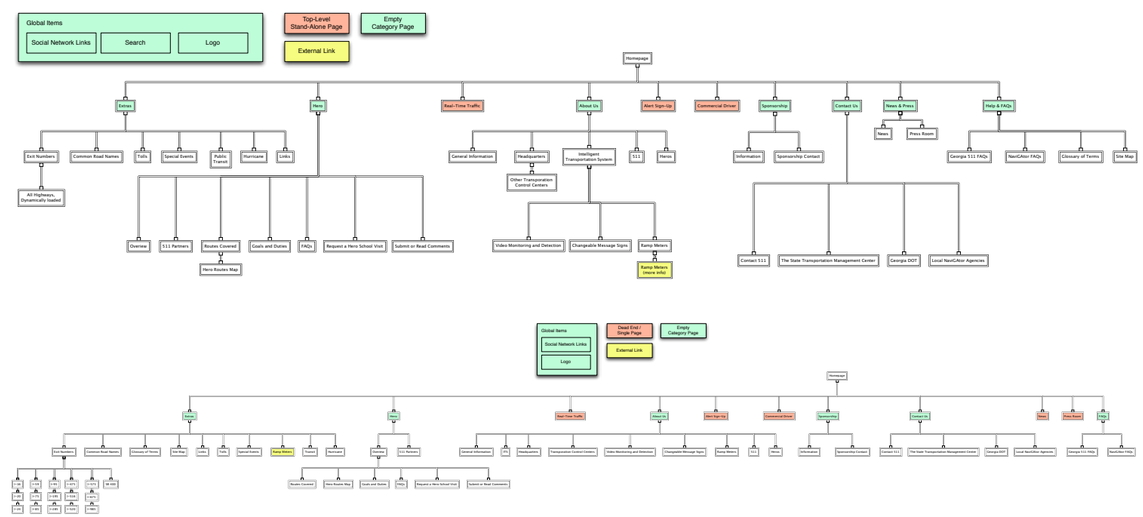


Georgia Navigator
Redesign Wireframes
3/1/11

Homepage

1.1 Hero Carousel
Hero image will rotate through four stories
0.2 Real Time Traffic
RTT always loads first for usability. Clicking switches hero to RTT link.
0.3 Get the App
Call to action to get the app. Clicking switches hero to app image.
0.4 News Story 1
Placeholder for important news story.
0.5 News Story 2
Second placeholder for news story.
0.6 Travel Alerts
Live updating feed of current traffic advisories and alerts. Clicking individual alerts will take you to the detailed traffic alert page.
0.7 Weather
Houses the Weather app.
0.8 Weather App
Displays current weather conditions for major Georgia cities. Click on a city to be taken to external weather link.
0.9 Social Media
Houses GANAV's social feeds. Includes buttons for Facebook, Twitter, Youtube. Also includes:
0.10 Twitter Feed
Most recent post from GANAV team. Click to go to external twitter page.
0.11 Upcoming Events
List of upcoming traffic-affecting events. Clicking an event leads to internal detail page for "Upcoming Events"
0.12 Ad - 300x200
0.13 Ad - 460x60
0.14 Ad - 460x60

Old					New					
Page ID	Page	Title/Content Area	Type	Location/Source	Current Content	Destination Page ID	Destination Page Name	Template	Destination Title / Content Area	New Content	NOTES
0	Global										
0.1		Header Area	Flash	URL	Logo, SN Links, Some Nav	1	Home Page	Home Page Template	Main Graphic Area	SAME	
0.2		Main Nav	Image		Real Time Traffic, Extras, Hero, About Us, Alert Sign up, Commercial Driver, Sponsorship						
0.3		Bottom Ads	Image		2 460x60 ads						
0.4		Footer	Text	Text	Contact Us | GDOT | Privacy Policy | Copyright info						
1	Home Page										
1.1		Travel Alert Box	Text	Text	Travel Alerts - Click for more i						Not Migrating
1.2		App Download Box	Image	URL							
1.3		Real Time Traffic link	Image	URL							
1.4		Top 5 Events Box	Text	URL	Possible traffic-causing events						
1.5		Weather Box	Text	URL	Georgia weather						
1.6		Ad Box 1	Image	URL							
1.7		Ad Box 2	Image	URL							
1.8		Ad Box 3	Image	URL							
1.9		Ad Box 4	Text	URL							
2	Real-Time Traffic										
2.1		Live Map	App		Live updating map with Google Maps API.						
2.1.1		Navigation Features			Zoom, pan, street view						
2.1.2		Overlays			Map, Satellite, Hybrid, and Terrain overlays						
2.2		Map Scope Drop-down	Button		Options for Georgia, Macon, and Atlanta						
2.3		Layers	Buttons		Options to turn on or off layers for Congestion, Incident, Camera, Changeable Message Signs, Closures, and Construction Information						
2.4		Refresh	Button		Button to refresh page.						
2.5		More Info	Button		Currently inoperative!						
3	Extras										
3.00		Side Navigation									
3.0.1		Exit Numbers									
3.0.2		Common Road Names									
3.0.3		Glossary of Terms									
3.0.4		Sitemap									
3.0.5		Links									
3.0.6		Tolls									
3.0.7		Special Events									
3.0.8		Ramp Meters	Link		External site on Ramp Meters						
3.0.9		Transit									
3.0.10		Hurricane									
3.1	Exit Numbers			http://72.32.64.194/Ssitepreview/511ga.org/extras-exitnumbers.html							
3.1.1		Road Selection List	Text		Exit Numbers						
3.1.2		Main Content	Text		Road Exit numbers						
3.2	Common Road Names										
3.2.1		Main Content	Text	http://72.32.64.194/Ssi	List of Common Road Names in GA						
3.3	Glossary of Terms										
3.3.1		Main Content	Text	http://72.32.64.194/Ssi	List of common terms on the GDOT site						
3.3.2		Link to more pages			Bar of links to page 2 and 3						
3.4	Site Map										
3.4.1		Main Content	Text	http://72.32.64.194/Ssi	Links to site sections						
3.5	Links										
3.5.1		Main Content	Text	http://72.32.64.194/Ssi	Links to internal and external references						
3.6	Tolls										
3.6.1		Main Content	Text	http://72.32.64.194/Ssi	Description of tolls on GA 400						
3.7	Special Events										
		Main Content	Text	http://72.32.64.194/Ssi	List of possible traffic causing events						
3.8	Ramp Meters										
3.9	Transit	Main Content	Multimedia		Pics of Atlanta + Description of transit program and links to external info						
3.10	Hurricane										
3.10.1		Main Content	Multimedia		Hurricane routes and driving and preparedness instructions.						
3.10.2		Brochure PDF Link	Image		Link to brochure describing hurricane preparedness						

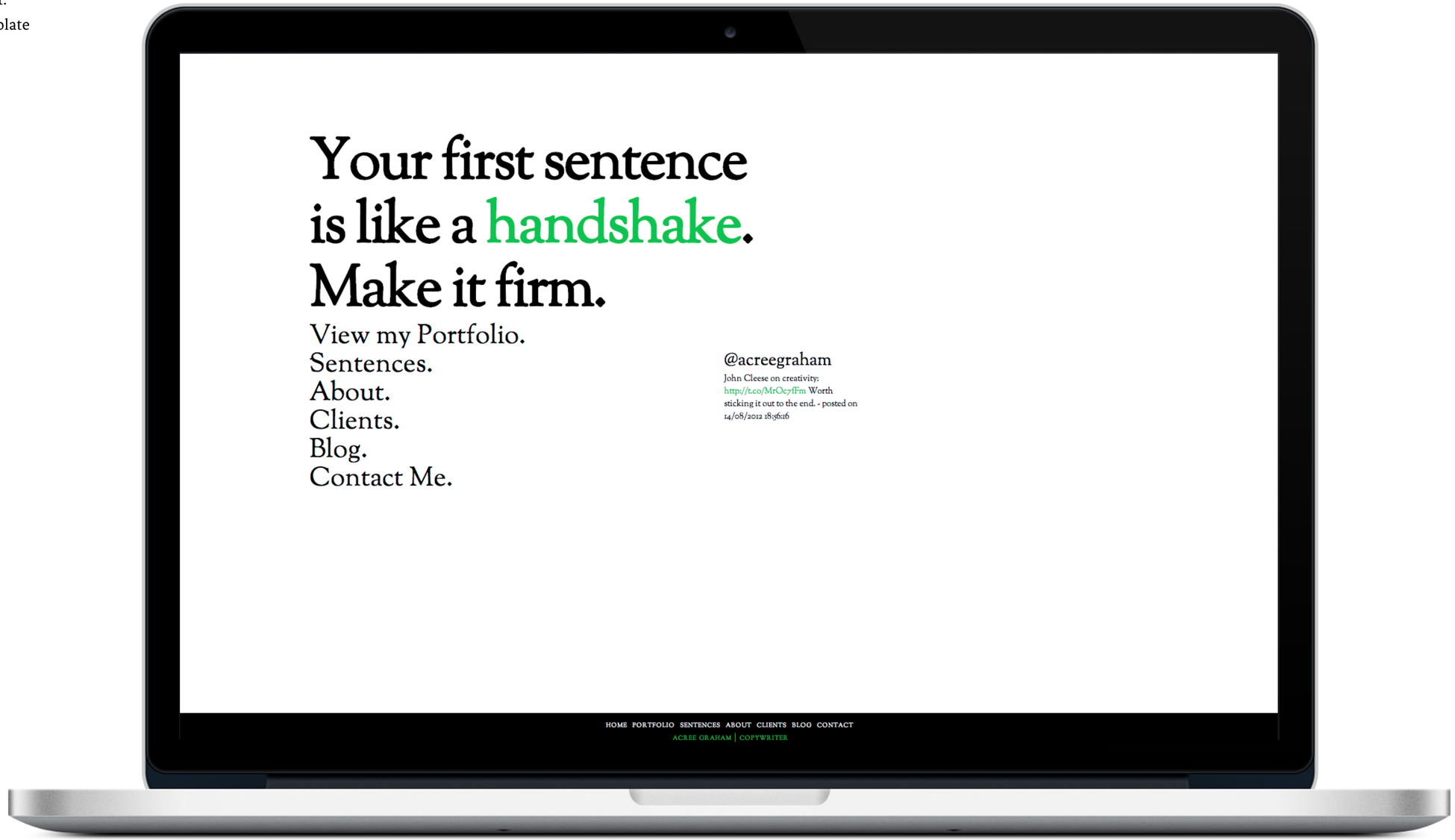


CMS THEME DESIGN

CLIENT: ACREEGRAHAM.COM

Words, words, words. That's what this site (and Acree's business) is all about. As a freelance copywriter, Acree needed a website that conveyed her work clearly and succinctly—and she needed an easy way to manage new content as she developed it.

I developed a Wordpress CMS template for her from scratch, and helped build her visual identity through typography treatments and stationery design.



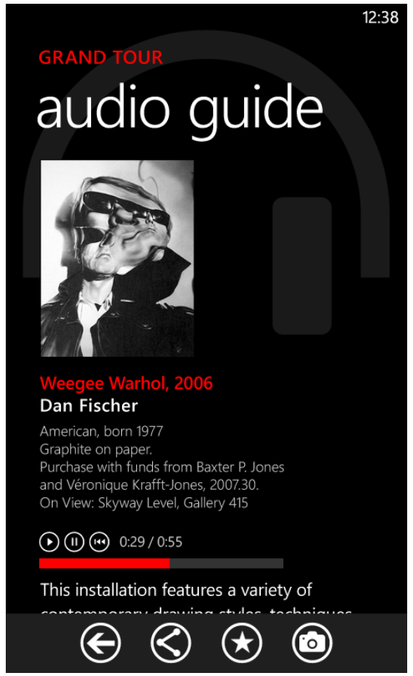
MOBILE APP/ CROSS-PLATFORM DESIGN

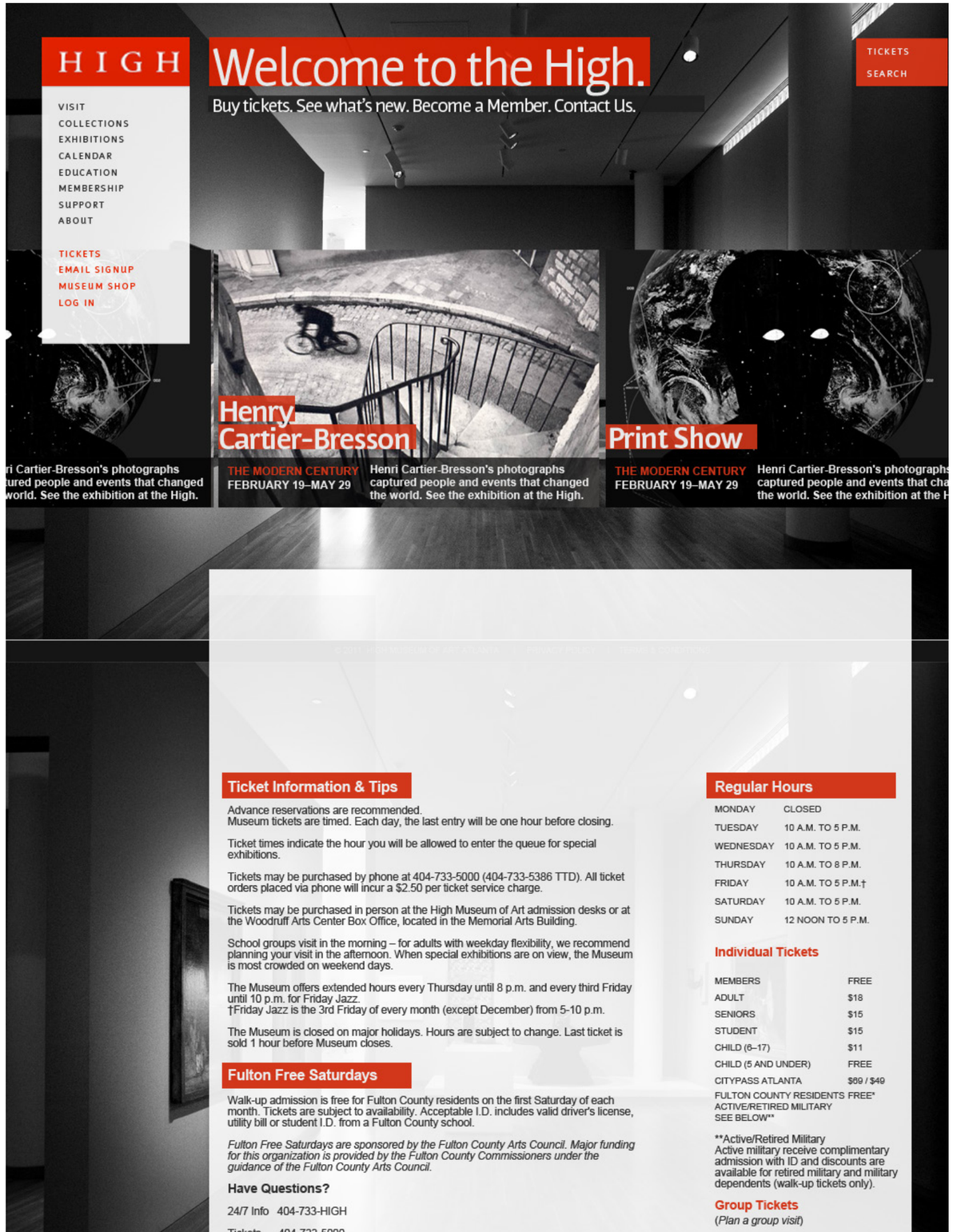
CLIENT: THE HIGH MUSEUM OF ART

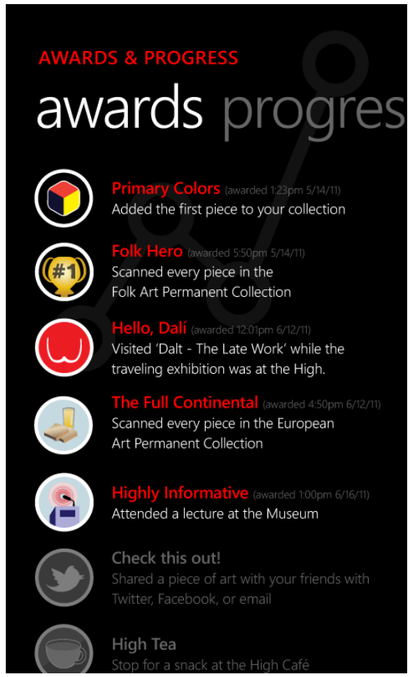
The High Museum of Art was looking for a new way to engage visitors and improve return rates.

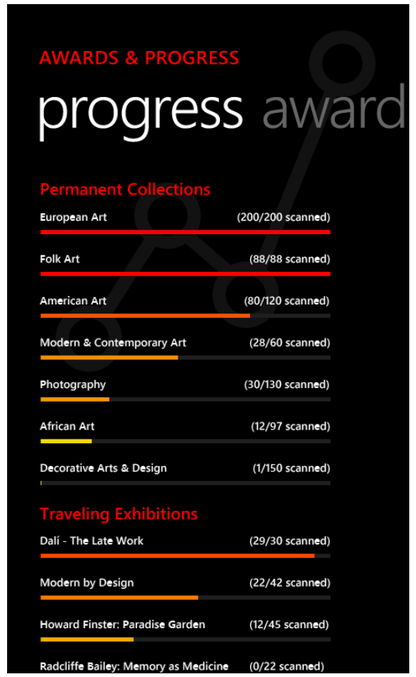
This Windows Phone 7 mobile app acts as a portable docent, and includes a game component that rewards repeat visits with awards and special benefits.

The desktop site highlights the vivid experienes of the High's visiting exhibits with full-screen photography.









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