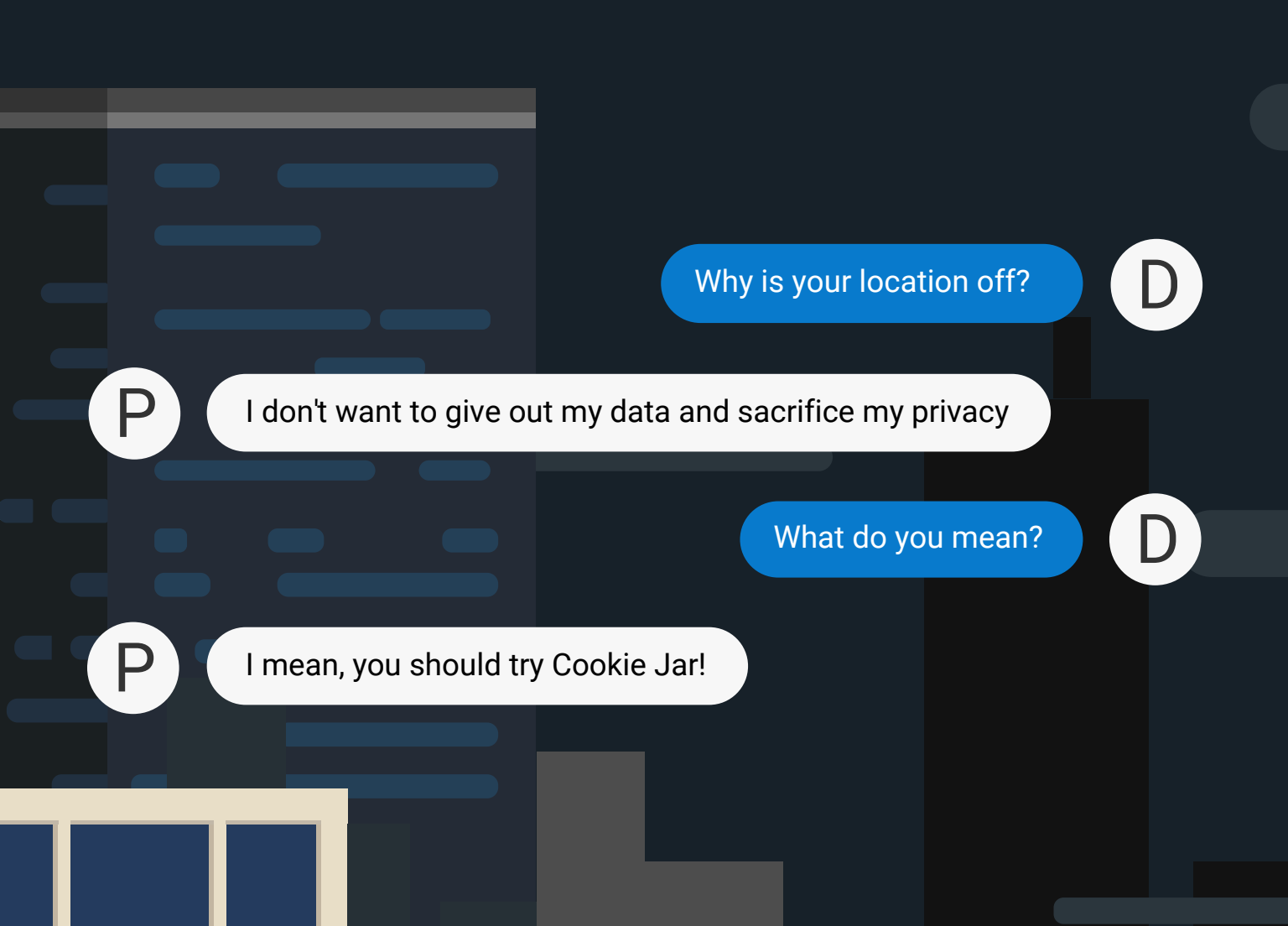
CookieJar

Process Book


Why is your location off?
D
P
I don't want to give out my data and sacrifice my privacy
What do you mean?
D
P
I mean, you should try Cookie Jar!

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What exactly was my project going to become?

Proposal & Ideas

01

Initial Concepts

The Initial concept & rough idea

I knew that I wanted to create a project that was able to showcase my interest in technology. However, there were some initial barriers and shortcomings to my first concept.

Attempt 01: First Proposal

After considering the different possible directions that I could take my Senior Capstone I initially proposed creating a brand that developed more immersive technologies that would be more useful and less intrusive on its users.

This did not work out because I was too focused on incorporating technology into my project. The import aspects, such as the research and audience were ignored because I was already too set on an idea. I needed to think of an audience first and then later on what deliverables were needed

Attempt 02:
Final Proposal

My initial proposal lacked an element that would make people care. There was not an issue to either bring up or solve that people would care about. It was boring and lacked substance.

Ultimately, I decided to focus on the value of data & privacy. People give out their data and don't put a second thought about it. Their privacy is compromised. The things we use everyday intrude upon our personal data and privacy and we act like it's normal.

I want to bring attention to the value of the data people give out without a second thought and the implications it has with your privacy.

Brainstorming & figuring out
the direction of the design.

Design Brief & Mind Map

Initial Concepts

01

Design Brief:

Project Overview / Background:

Create a brand that focuses on bringing attention to the issue of privacy and data. Have people understand they value associated with their data. The brand should be approachable in some sort of way. The topic is often scary so it is crucial that people are not scared away.

Communication Task:

People give out their information without a second thought. Their is a value behind every piece of information that the consumer gives out. It is important for people to have information that is easily accessible so that they can make well informed decisions.

Design Medium:

Majority of the project should be digital based. A website, or app would be appropriate. There should also be another more physical aspect to engage the audience.

Target Audience:

The goal is to encompass a wide audience. There is a particular focus on the slightly older generation. They are the ones that seem most unaware of the issue. However, teens are also important as they are the ones that may be the most impacted.

Competition:

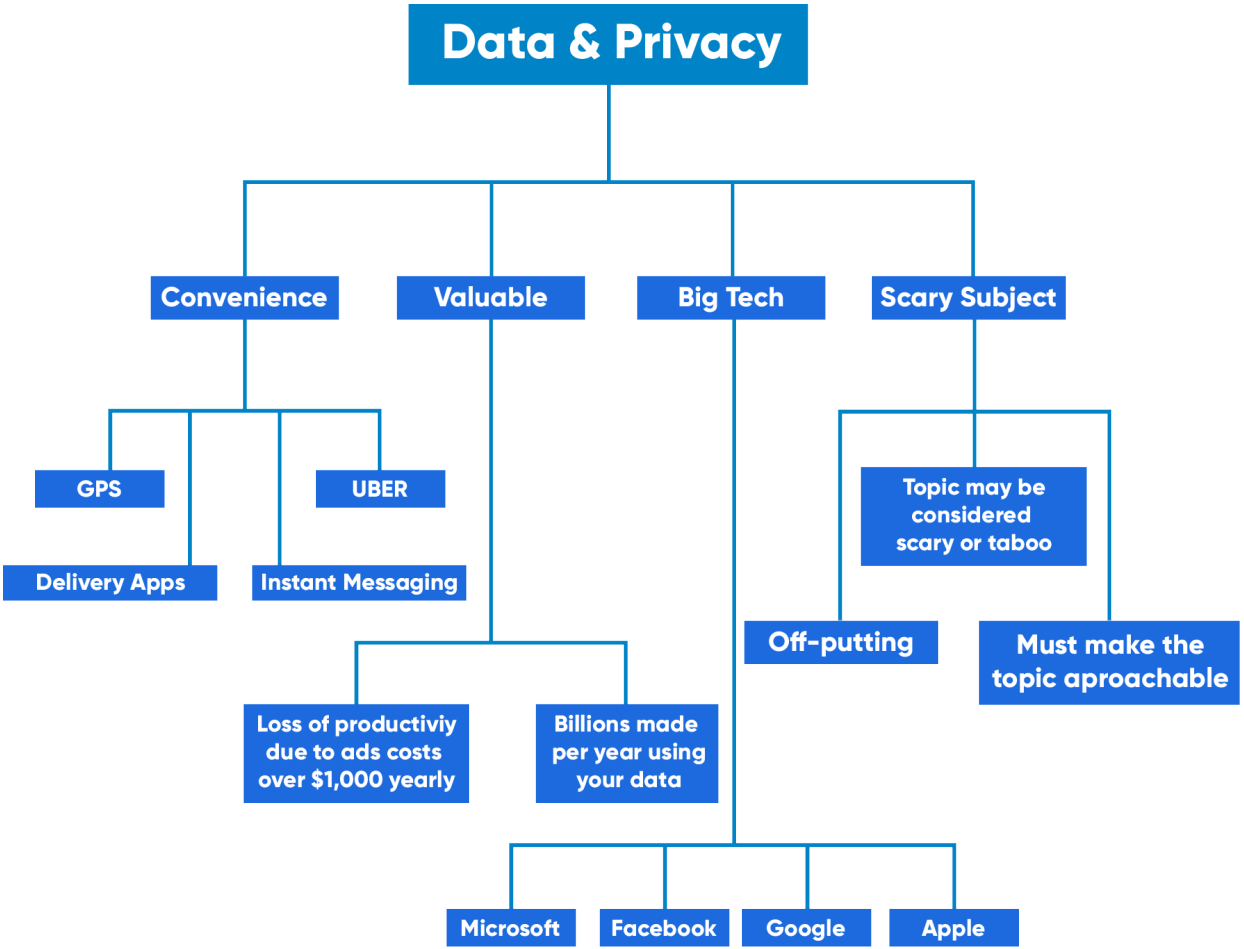
Although not a direct competitor the already established big tech companies such as Google, Microsoft, Apple, and Facebook may be issues. They make a large amount of revenue off of data and advertisements.

Schedule & Deadlines:

2 in progress critiques and the final due date on April 29th, 2020.

Budget:

There is no hard set budget. However, I do intend to invest a decent amount to get the results that I want.


Data & Privacy
Convenience
Valuable
Big Tech
Scary Subject
GPS
UBER
Delivery Apps
Instant Messaging
Loss of productiviy due to ads costs over $1,000 yearly
Billions made per year using your data
Topic may be considered scary or taboo
Off-putting
Must make the topic aproachable
Microsoft
Facebook
Google
Apple

What to name the brand and deciding what direction to take the project. Deciding the tone and audience.

Brand Name

Initial Concepts

01

LUCOR

DATASYNC

EARNEST

SYNCGAURD

PIRVATEER

DATA MYNE

Struggling to decide on a name

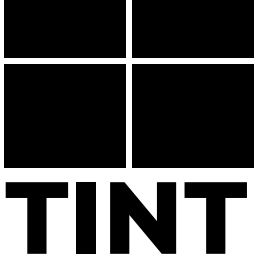
I wasn't exactly sure on what overall feel or direction to take the brand at this point. I tried some names that felt very corporate and or security focused. Some other names that I tried were more fun or friendly in terms of tone or meaning.

Brand Direction

After trying out over 40 names I began to move towards a more inviting direction. The topic of data and privacy is often seen as unknown and in turn is often scary or off-putting to bring up in conversation. It is difficult to discuss.

I then began to hone in on names that had trustworthy or inviting connotations. I thought something that was more playful would get people to pay attention to the issue of data and privacy. I decided against any names that were too security focused. I did not want people to feel like they were being gaurded against something that was extremely dangerous.

Eventually I decided on CookieJar


TINT

BLUR

blur

mask

mask

shellte

clearify

reanalyze

mirror

variables

shellter

shellter

withdraw

Nox

FORT

Time to start desgining.
The start of many scrapped
ideas and revisions.

Early Logos

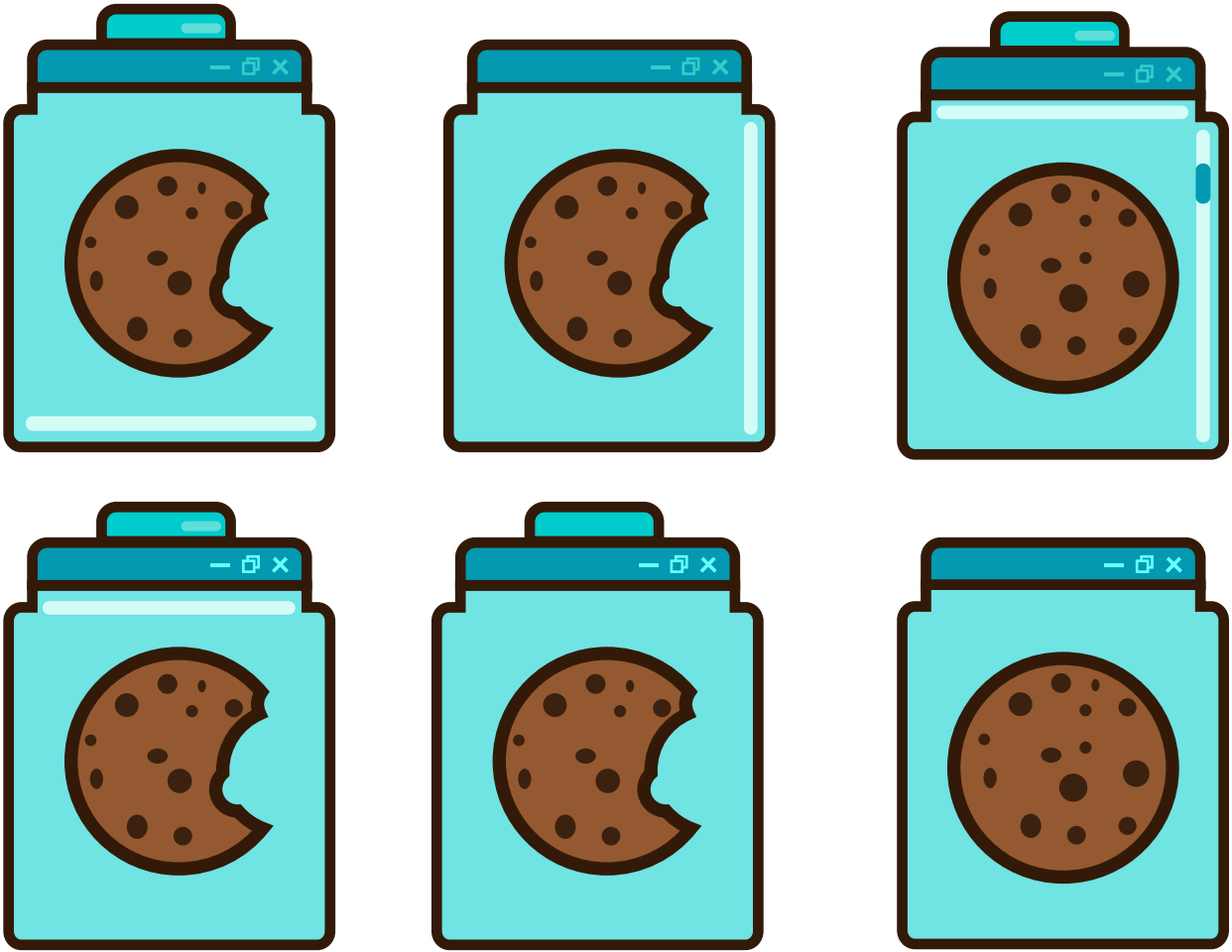
Initial Designs

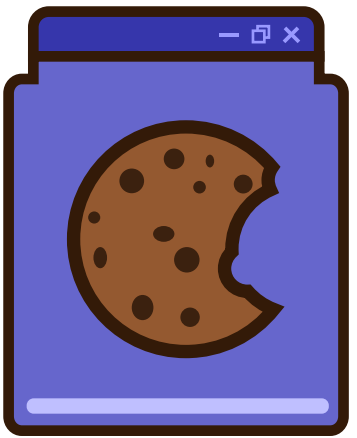
02

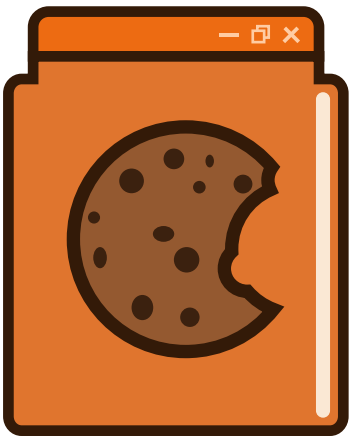
A Bit too Playful

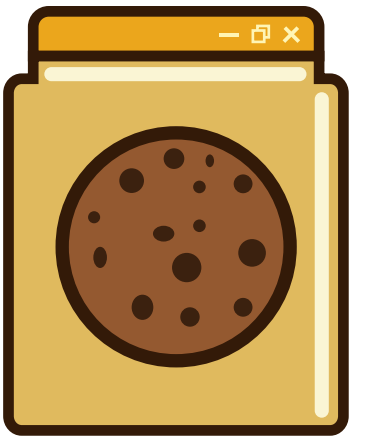
Once I had a more solid idea of what I wanted my brand to be I began to form an idea of what the logo would look like. I wanted a cookie to be trapped in the jar. In a sense the Jar was literally trying to protect your cookies. There is a bite taken out to represent a byte of the user's data being taken by third-parties.

Look back the color scheme and the idea of making it look like a browser may have been a bit too literal. I initially wanted a playful approach. I wanted to draw the audience in by making what is usually a scary topic approachable.









Logo Variations

I began to experiment with different colors.
I wanted to see how the different colors would affect the overall feel of the logo and brand.
I continued experimenting with bright colors that had a pastel feel to them. I also experimented with the placement of the highlight on the logo. In some variations they are used to mimic a browser / window.

Slowly refining the logos.

Logos Refined 02

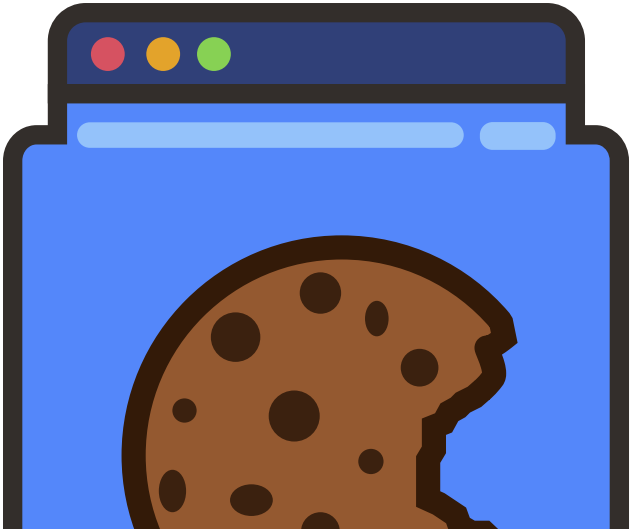
The Constant Evolution

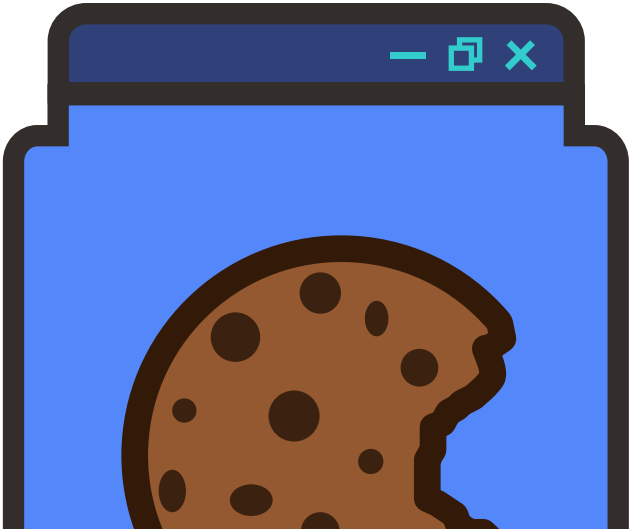
The Finer Details

Once I had refined the overall shape and color of the logo I began to iron out the small details. These details included: the thickness of the stroke, the placement of the highlight to make it look like a search bar or browser window, and if i should include icons at the top of the lid to indicate a browser. I tried variations for both Windows and MacOS.

At this point I was still experimenting with specific shades and hues of color. I knew that I wanted a color that was somewhat cool and blue, but I was not yet set on the exact color.

Deciding if I wanted it to look like a browser window . . .





The final logo

I had to make sure the final logo represented my brand properly. It needed to stop looking like a washing machine. The colors also had to change to give it a more *serious* tone.

Thought & Design Process: Final Logo

The original design ideas incorporated colors and elements that were playful. I went towards a playful approach to attract people towards the topic if privacy and data. However, after critiques I decided that this topic deserved a more serious approach.

By going with a toned down blue that felt a bit more corporate. This color allowed for the brand to still feel playful with the obvious play on a cookie. It also allowed the blue to represent the other aspects of the company. Such as it being a tech company and a bit more serious in nature. The darker tones work to bring people in while also giving a stronger sense of urgency towards the topic at hand. It gave a sense of mystery to attract the target audience.

CookieJar

Goodbye washing machine.
Hello, CookieJar!

Further defining the feel of the brand through the use of color and type

Colors & Typography 03

Further Defining the Feel of the Brand

Supplementing the Brand: Type & Color

I knew that when it came to the type I wanted something that would lend itself to a more digital format. I looked at more Geometric and Humanist typefaces. I wanted something that contained a slight human touch. I also wanted it to feel inviting. In the end I decided to use Gilroy Extrabold for my headers and Roboto Regular for my main body texts.

As for color I decided to incorporate a gradient into the logo while adding a desaturated drop shadow to give depth and mystery to my brand. I also transitioned to using darker blues and grays instead of the original bright pastels.

Typefaces of the Brand

It's more than just a byte

Gilroy Extrabold: 60px

CookieJar will alert you and give you the information that you need to make important decisions on how you allow companies to use your data. It's your data, not theirs.

Roboto Regular: 16px

Colors of the Brand

#057DCB

#1C6ADE

#BCF0FF

#0083C7

#3D3D3D

#162228

Implementing the design language of the logo and facing similar challenges.

Digital Deliverables

App, Web & Video Design

04

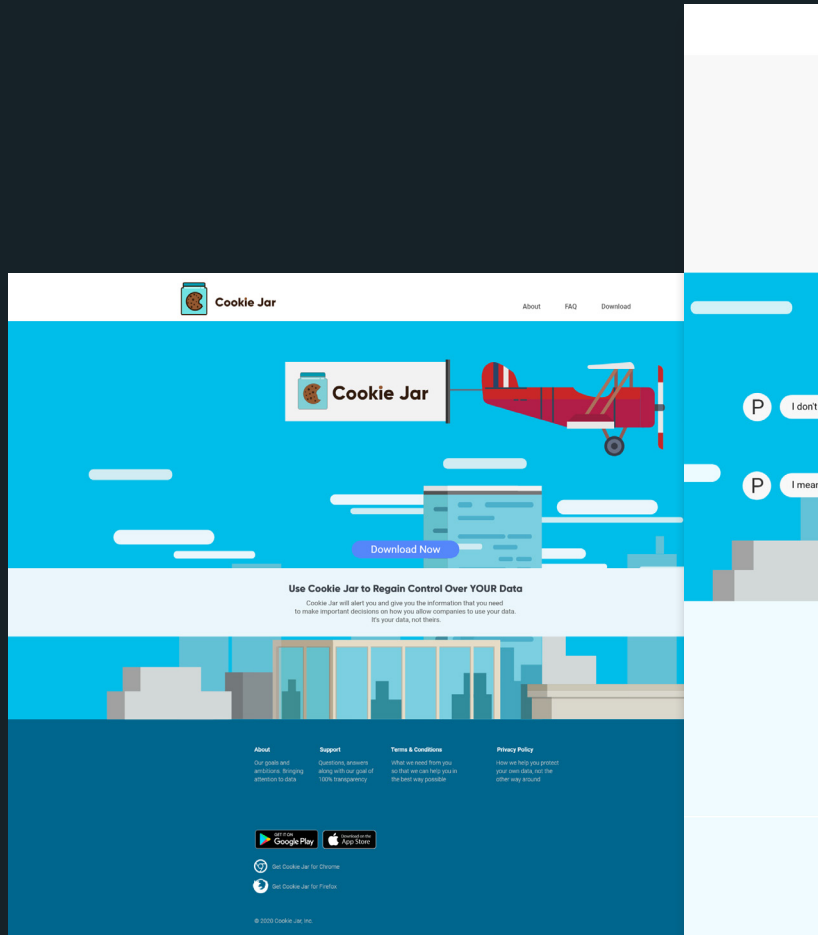
App, Website & Video

I attempted to focus on creating mainly digital deliverables that I believed would be helpful in defining and enhancing the brand image of CookieJar. Focusing on digital deliverables made the most sense because the brand itself mainly focuses on the topic of digital privacy. Its goal is to bring attention towards the way companies handle the data and privacy of its users.

The app showcases how it notifies the user and gives them the power of choice when it comes to how their data is used. The website gives key information on the subject. Lastly, the video gives an in-depth view of scenarios that may happen when your data and privacy is abused.

Original website designs

The original website design used the color palette from the original logos.



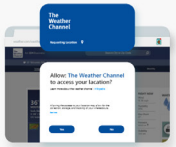
Cookie Jar

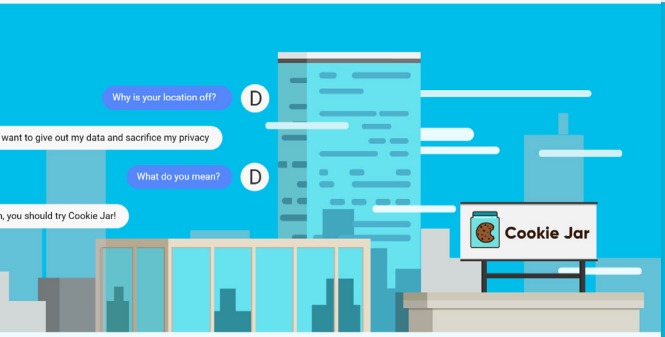
About FAQ Download

It's more than just a byte.

Convenience comes at a cost. Have you considered how much your data is worth? Cookie Jar helps you regain control of your data and privacy. It puts the power of choice back in the hands of the user.

Try Cookie Jar





$250

The value associated with your home address.

Before you allow the next app you download to turn on location tracking consider this. Having a home address associated with a name increases the value of the data by $250.

$115,000,000,000

Just Google it!

Before you just google something or use another Google service such as Google Maps, consider that in 2018 Google made $115 Billion in advertising revenue.

Cookie Jar

About FAQ Download

The Google AdSense Network

A staggering $24.1 billion of Google's $27.77 billion revenue for Q3 2018 was from advertising – roughly a 22% increase from $19.8 billion in Q3 2017.

Investopedia

$115,000,000,000

Just Google it!

Before you just google something or use another Google service such as Google Maps, consider that in 2018 Google made $115 Billion in advertising revenue.

You give out so much information on a daily basis. However, you as the consumer never see a penny of the money that companies such as Facebook or Google make off of the information that you provide them. Are you sure you don't want a cut of the pie? While ads are not always a bad thing there are better ways than to freely give out your information to everyone. Consider contributing directly to content creators that you enjoy if you use and adblocking program. By doing so you can maintain your privacy while also supporting the people around you.

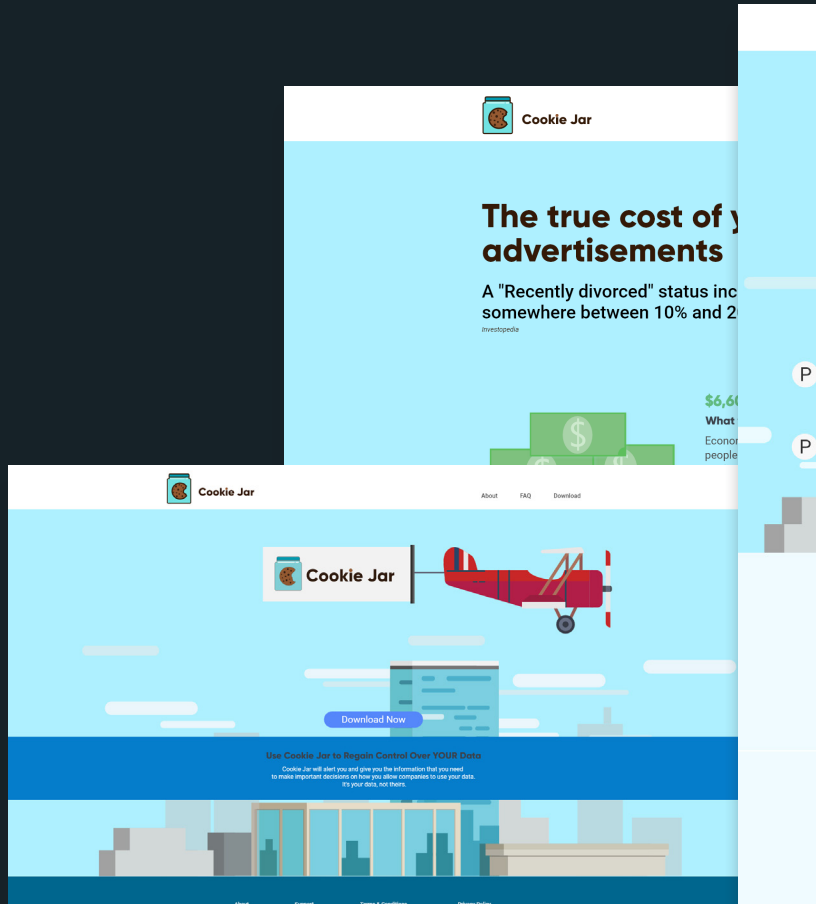
Download Now

Use Cookie Jar to Regain Control Over YOUR Data

Cookie Jar will alert you and give you the information that you need to make important decisions on how you allow companies to use your data

Revision to the website

Experimenting with the color.



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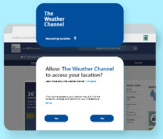

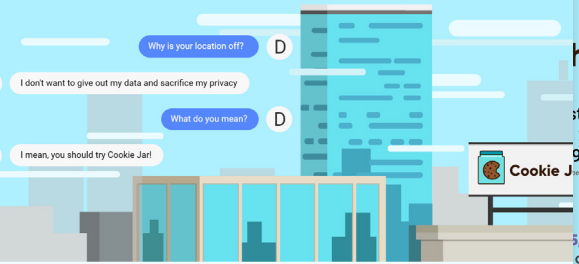

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$6,600

What you could have made

Economists have also considered the amount of money that people could have made if they were not consuming ad-based

$115,000,000,000

Just Google it!

Before you just google something or use another Google service such as Google Maps, consider that in 2018 Google made $115 Billion in advertising revenue.

Cookie Jar

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Cookie Jar

About FAQ Download

Google tracked his bike ride past a burglarized home.

"I was using an app to see how many miles I rode my bike and now it was putting me at the scene of the crime," the man said.

NBC NEWS: MARCH 7TH, 2020

$250

The value associated with

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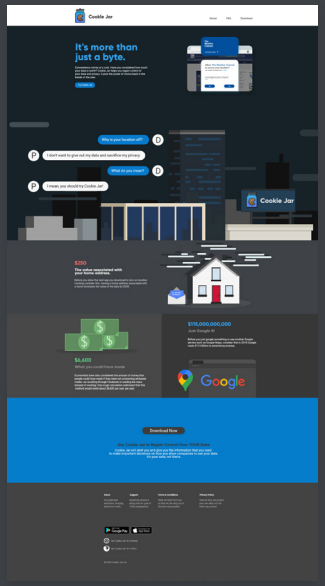
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Terms & Conditions
Privacy Policy

Experimenting with the colors of different elements on the page

Cookie Jar

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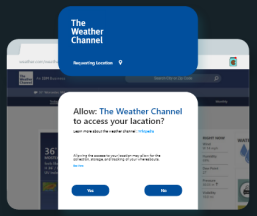
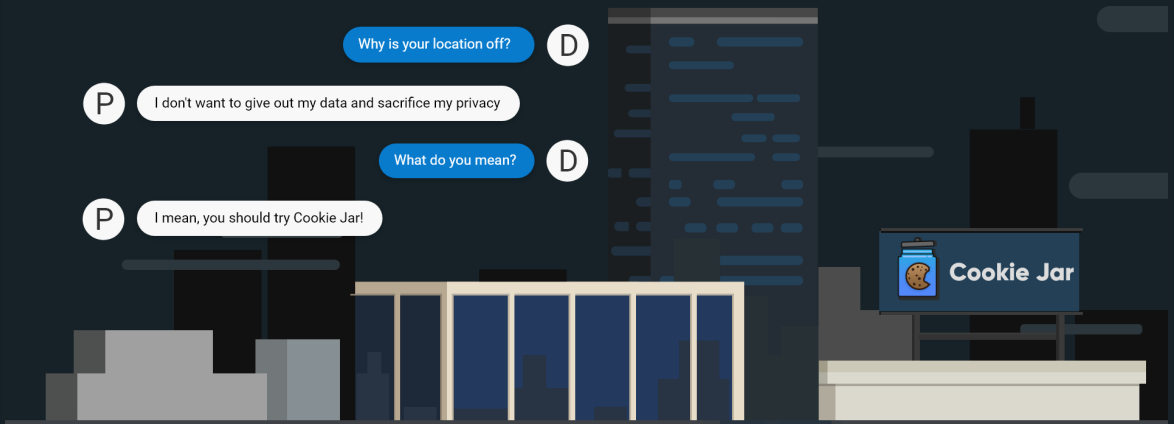
Try Cookie Jar





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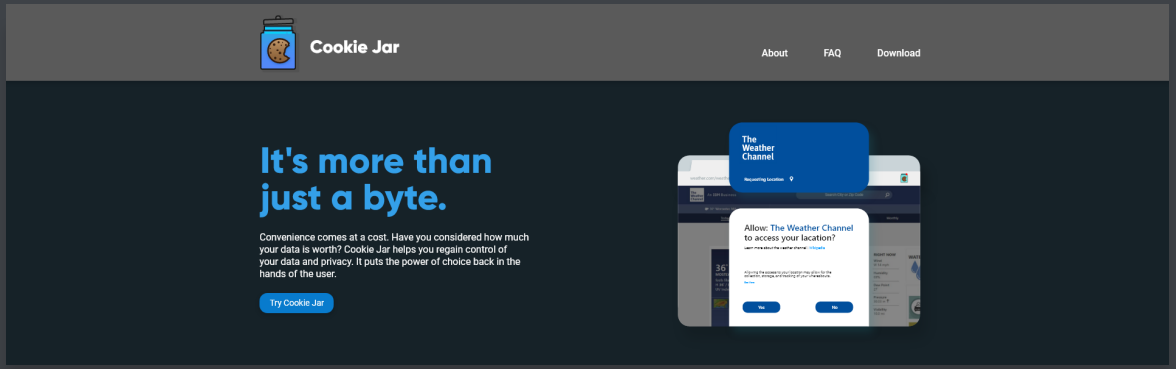
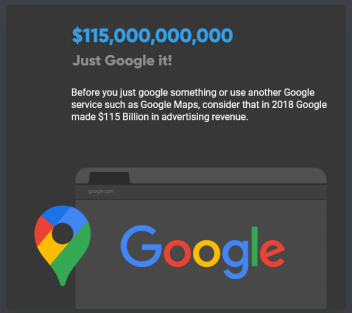
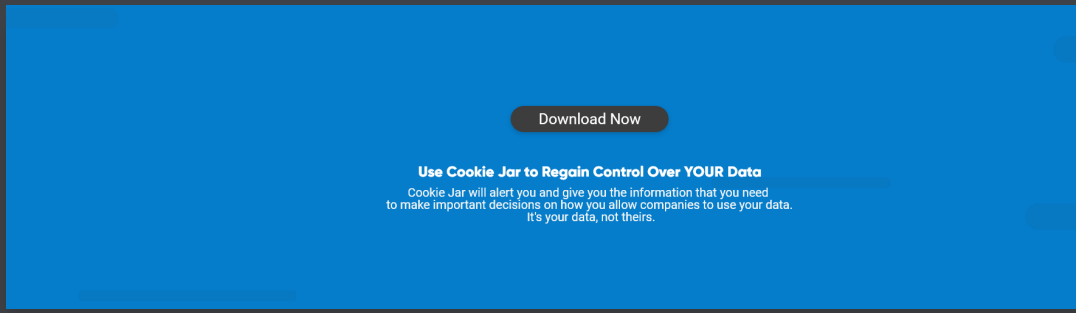
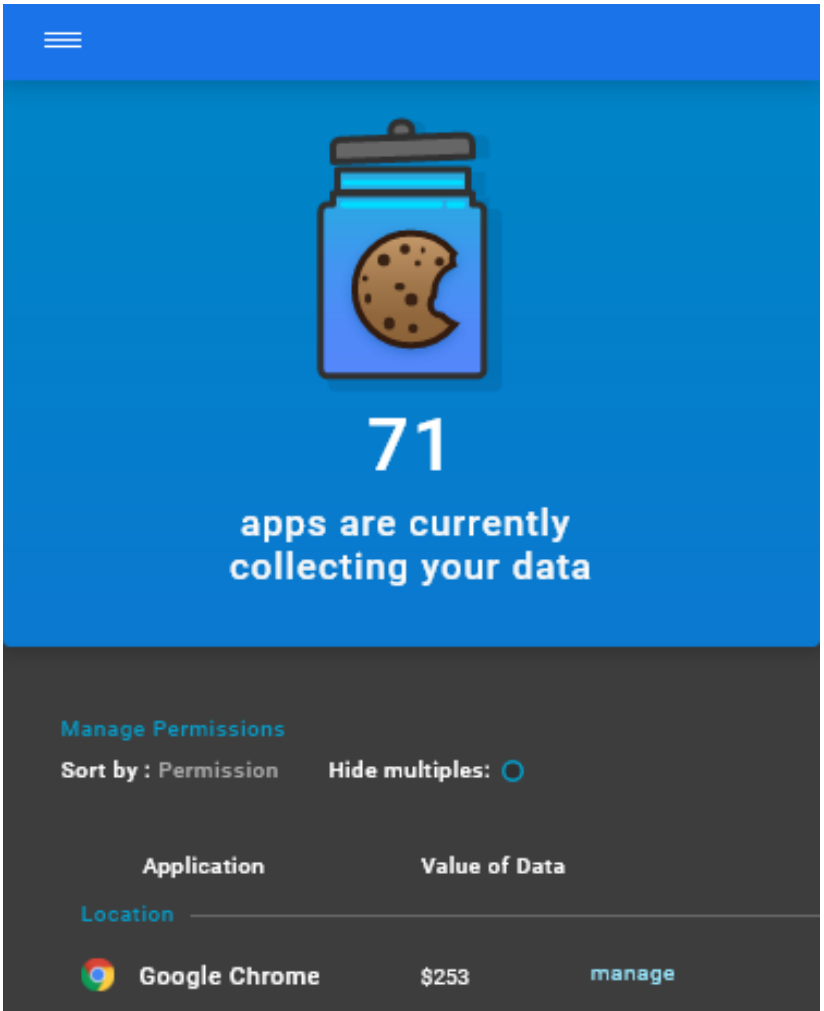






Final website designs

Manage and keep track of the permissions of the apps you use. Take control of you data and privacy.


71
apps are currently
collecting your data
Manage Permissions
Sort by : Permission
Hide multiples:
Application
Value of Data
Location
Google Chrome
$253
manage

Thank you for letting us help you!

Let's Get Started

That's why we don't collect any of your data. That means there's no sign up or logging in. Simply agree to our simple terms and conditions and you'll be all ready to go!

Read Terms & Conditions

Our Terms and Conditions are straightforward and easy to follow.

All the data we show is never stored by us. We want to make it easy for you to see how your data is being used. We are not responsible for the data presented to you.

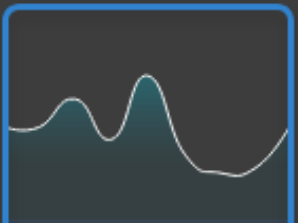
We simply ask that you use Cookie Jar as a tool to assist you in regaining control over your own data.

Agree to Terms and Conditions

Let's Begin

Permission Requests

Google Chrome



Average Request: 32h
Uptime: 7h 20m

Google Maps

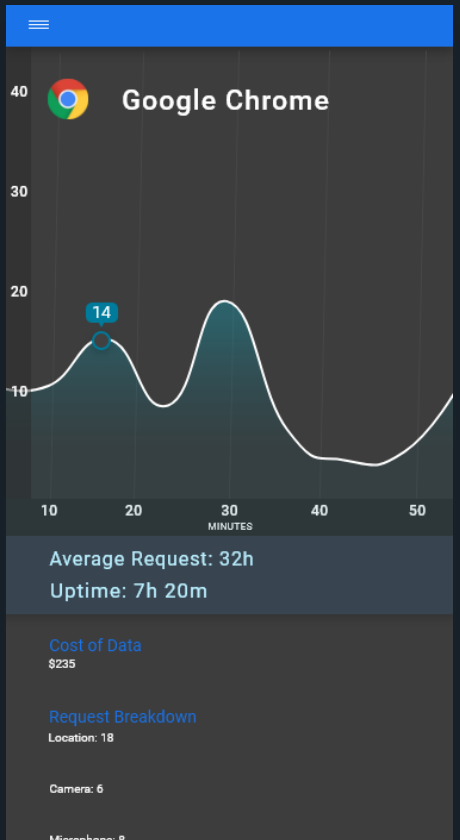
Average Request: 12h
Uptime: 7h 20m

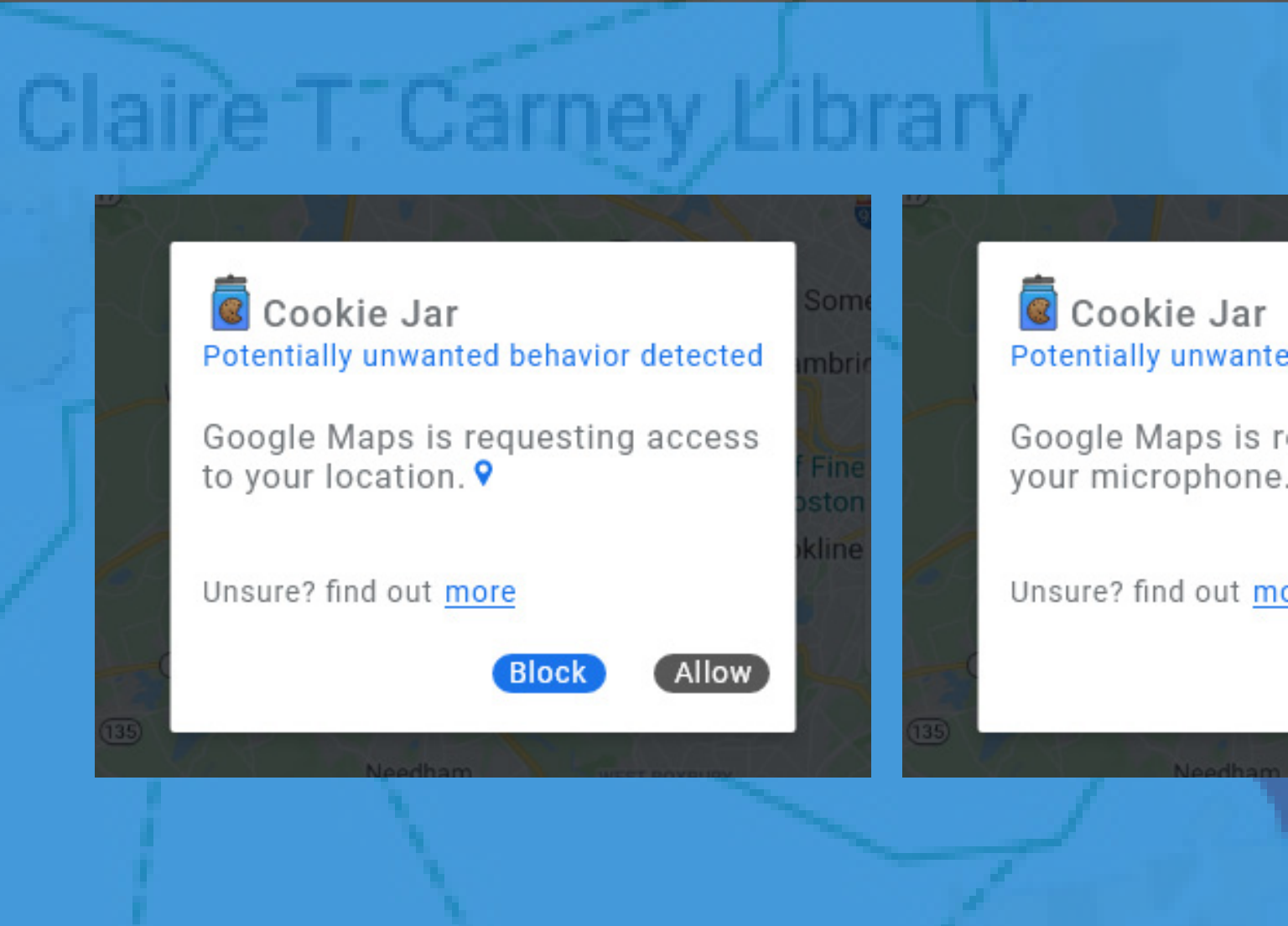
Snapchat

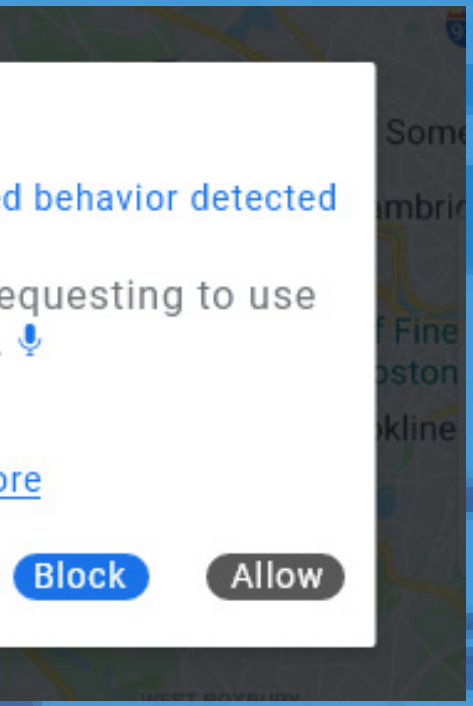
Average Request: 30h
Uptime: 14h 50m

Phone Dailer

Average Request: 42h
Uptime: 2h 27m




Claire T. Carney Library
Cookie Jar
Potentially unwanted behavior detected
Google Maps is requesting access to your location.
Unsure? find out more
Block
Allow
Cookie Jar
Potentially unwante
Google Maps is r
your microphone.
Unsure? find out mo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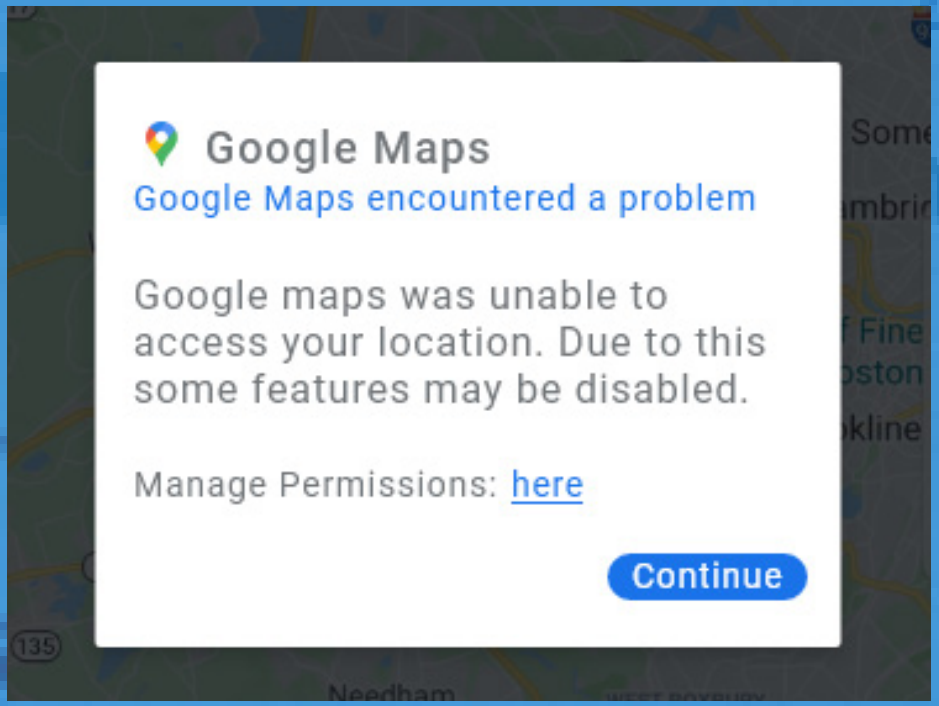

Google Maps
Google Maps encountered a problem
Google maps was unable to access your location. Due to this some features may be disabled.
Manage Permissions: here
Continue

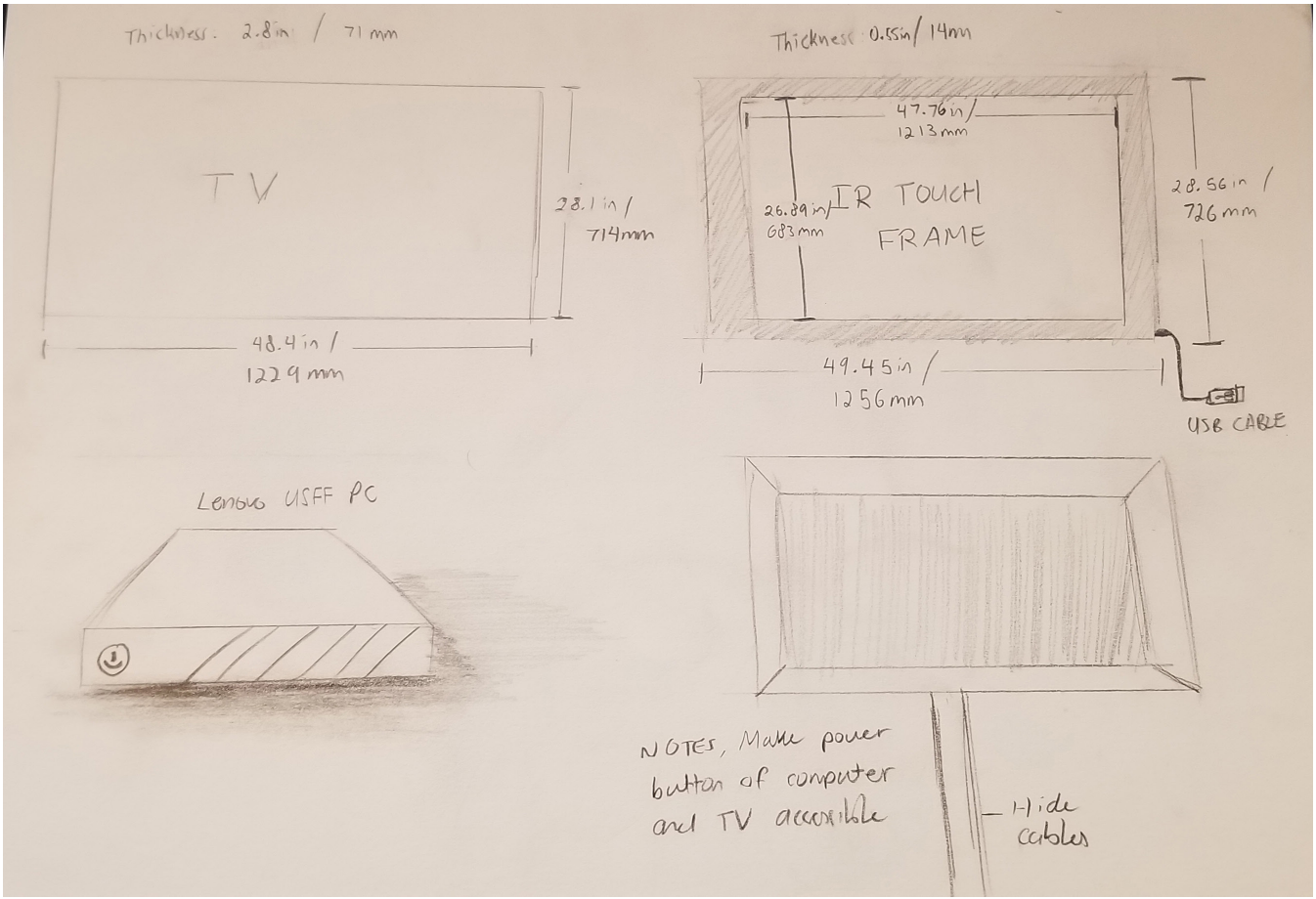
Implementing the design language of the logo and facing similar challenges.

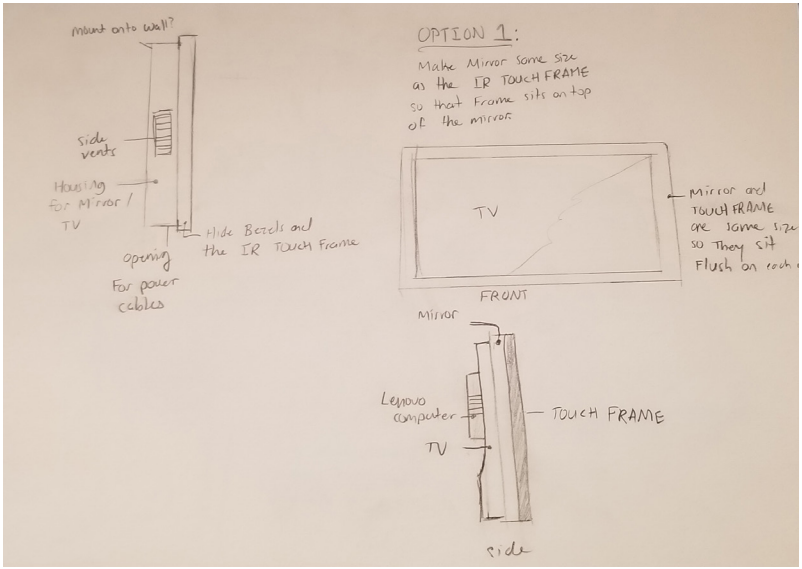
Physical Deliverable 04

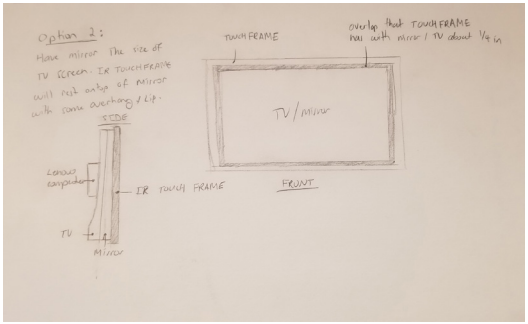
Smart Mirror

Interactive Installation

I planned on creating an installation that would be interactive. It's main goal was to draw in the audience and create a buzz. I also wanted it to literally and figuratively cause a person to reflect on how they treat their data. It was important that the installation contained a wow factor and was able to garnish the attention of the viewers.


Thickness. 2.8in / 71 mm
TV
28.1 in / 714mm
48.4 in / 1229 mm
Thickness 0.55in / 14mm
47.76 in / 1213 mm
26.89 in / 683 mm
IR TOUCH FRAME
28.56 in / 726 mm
49.45 in / 1256 mm
USB CABLE
Lenovo USFF PC
NOTES, Make power button of computer and TV accessible
Hide cables





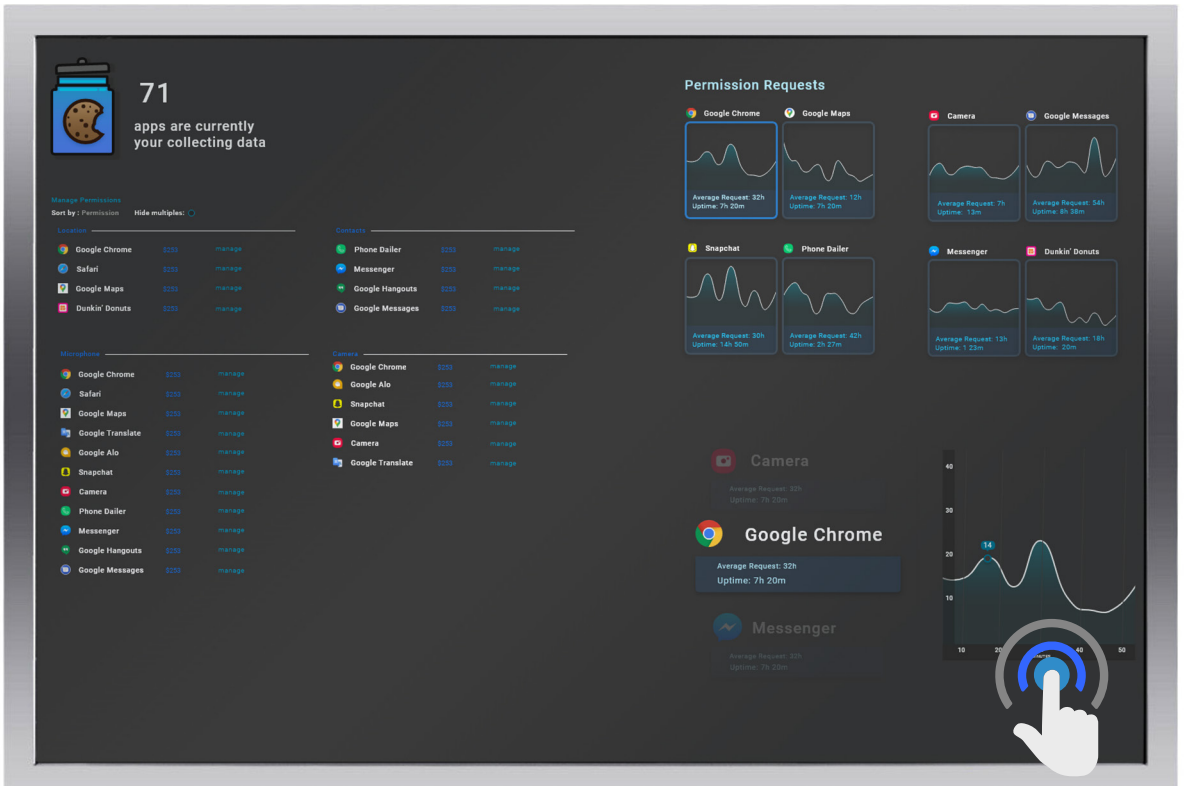
Planning the mirror

The plan was to create a smart mirror that people would be able to interact with through touch. It would stay off until someone in the exhibition came up to it and touched it. It would draw attention and would become an interactive element to reinforce the key aspects of CookieJar.

Delivering the Smart Mirror & Complications

Due to the unforeseen circumstances of the pandemic, COVID-19, I was not able to assemble the smart mirror. One day I hope to be able to bring it to life. For now it lives as sketches and as a mock-up.

While all the materials are present I no longer have access to the tools or facilities required to make it.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apps are currently
your collecting data
Manage Permissions
Sort by : Permission
Hide multiples:
Location
Google Chrome $253 manage
Safari $253 manage
Google Maps $253 manage
Dunkin' Donuts $253 manage
Contacts
Phone Dailer $253 manage
Messenger $253 manage
Google Hangouts $253 manage
Google Messages $253 manage
Microphone
Google Chrome $253 manage
Safari $253 manage
Google Maps $253 manage
Google Translate $253 manage
Google Alo $253 manage
Snapchat $253 manage
Camera $253 manage
Phone Dailer $253 manage
Messenger $253 manage
Google Hangouts $253 manage
Google Messages $253 manage
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Google Chrome $253 manage
Google Alo $253 manage
Snapchat $253 manage
Google Maps $253 manage
Camera $253 manage
Google Translate $253 manage
Permission Requests
Google Chrome
Average Request: 32h
Uptime: 7h 20m
Google Maps
Average Request: 12h
Uptime: 7h 20m
Camera
Average Request: 7h
Uptime: 13m
Google Messages
Average Request: 54h
Uptime: 8h 38m
Snapchat
Average Request: 30h
Uptime: 14h 50m
Phone Dailer
Average Request: 42h
Uptime: 2h 27m
Messenger
Average Request: 13h
Uptime: 1 23m
Dunkin' Donuts
Average Request: 18h
Uptime: 20m
Camera
Average Request: 32h
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Google Chrome
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