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### Notifications

Ashraf Agili  
aa4808@rit.edu

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**RIT**  
**Notifications**

By

Ashraf Agili

A Thesis Submitted in Partial Fulfillment of the Requirements for  
the Degree of Master of Fine arts in Visual Communication  
Design

School of design

College of Art and Design

Rochester Institute of Technology

Rochester, NY

April 27,2022

## **Committee Approval:**

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**Adam Smith**

**Date**

**Associate Professor and the undergraduate director of the New Media Design (NMD),  
BFA and graduate director of the Visual Communication Design, MFA programs in the  
School of Design at RIT / Thesis Advisor**

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**Mike storbert**

**Date**

**Senior Lecturer, Graduate Co-Director | Visual communication design School of Design  
College of Art and Design / Thesis Advisor**

## **Abstract**

The notification system is essential in our daily life. It grabs the user's attention to a specific situation that needs the user's action. Such as responding to an important message. However, the notification system can be less effective due to the limited features and frequently failing to display enough appropriate information. What if the notification system can allow users to respond, share and save notifications? The current notification system directs us to apps that divert our focus away, where there is no way to respond to all types of notifications within the notification. Long and unorganized notification pages created by a high volume of notifications can cause discomfort to the users. It also has limited features where the user can not share or save the received notifications. This project will build an experience that allows users to respond, save and share notifications within the notification system. Creating a bold design to emphasize the content in a notification will help the user focus on one notification at a time. The added features will allow the user to finish an entire task without leaving the notification system. It will help to build a notification system that is focused and connected.

Notifications on our devices play an essential communication role with users and the technology itself. However, notifications can be very ineffective for many reasons. Starting with a long notification screen, notifications can easily be hidden or missed. Notifications cannot be directly responded to, have limited features, and frequently do not display enough useful information. This project is aiming to create a notification system that allows users to respond, share, and save notifications. Redesigning the visual view of the notification page will allow users to have multiple functions in one notification system. Long and unorganized notification pages created by a high volume of notifications can cause discomfort to the users. A study by An in-situ about mobile phone notifications claims that <sup>1</sup>“participants were more likely to report experiences where notifications kept them from doing other things which cause them more pressure to respond faster than they were able to”. Long notification pages are hard to be minimized, but they can be organized by redesigning the hierarchy of the page. Those swiss design methods will Highlight the content such as an asymmetrical layout, sans serif typeface, and a preference for photography over illustrations. Swiss design will help to add beauty and simplicity to the notification page. It will shape the content in a bold and large font size to show the least amount of notifications on one screen. Redesigning the color system presenting the active and inactive states of the notifications would help the recipient to act on one received information at a time. According to interviews with multiple phone users, most users had issues with the notification features and were unable to do much to act on the notifications other than being informed. In the current notification system, users are unable to respond to the notification. The direct response feature would allow the user to respond to the notifications within the notification page. That is more efficient and will give the user a smooth experience when using the notification page. Users are also unable to share their notifications with others, and they have to get into the applications to find the share button to share the notifications. A notification system can be more useful with more features.

By creating a framework for the notification design that is valuable to the users without annoying them. When creating a share button in the notification system, users would be able to share the received notifications with others. The Save feature will give the user the chance to save notifications based on the user's preference. Since the user first receives news through notifications, this feature will allow users to remember moments where they felt strong emotions, such as getting accepted to a dream job. According to the study from NCBI <sup>2</sup>“Emotion has a particularly strong influence on attention, especially modulating the selectivity of attention as well as motivating action and behavior”. This feature will help the user to create more lasting memories. Giving the user the chance to get more control over their notifications where the recipient would be able to share, save, and directly respond to the notification within the notification page.

In conclusion, the current notification system is helpful but could be more meaningful to users. Visually redesigning the notification system by creating a bold design inspired by swiss design to emphasize the content of notifications and help avoid excessive messages. The usage of bright colors such as yellow stands out from muted colors to help indicate the active state to grab the user's attention. Adding multiple features such as the save feature to save old memories, share, and reply features would give the user a better experience that is faster and more effective. The redesigned notification system will allow the user to finish an entire task without leaving the notification system. The interaction is designed to help limit the user's confusion. When the user clicks on received notifications it will expand to create a focal point. Creating such an improved notification system with all the added features will help to create a more focused, effective, and engaging user experience.

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# ASH


HOME THESIS ABOUT

Notification system that allows users to **communicate, share, and save** within the notification system.

- Prompt

### Understanding the visual design

**Active card**  
The active card is designed to be the focal point of the screen. It gives the user the

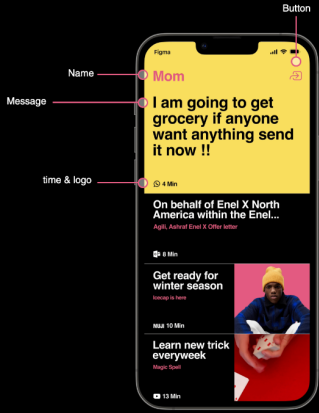


### Understanding the visual design

**Active card**  
The active card is designed to be the focal point of the screen. It gives the user the option to reply to the notification, either a message, commerce, or entertainment.

**Why yellow ?**  
Yellow is an eye-catching accent hue that makes the active card to be the focal point of the screen.

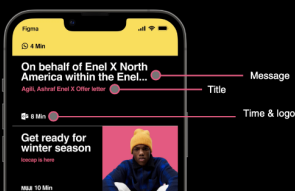
**Why buttons ?**  
Buttons are designed to help navigate users to respond to a notification



**THIS IS**

**Inactive card**  
The inactive card is designed to focus only on the content of the message. By applying bold type to the content only to emphasize it.

**Why media ?**  
Including photos and videos within notification is an important part of the





Hi, Ash. Can you confirm our meeting on Monday ?  
Meeting confirmation

15 min

A times analysis of battlefield radio transmissions betwe...  
Field Investigation

**Why bold ?**

To **draw attention** to content among other aspects in the notification, such as the app name, time, and sender name.

THESES

**The notifications direct us to apps that **divert our focus away**, where there is no way to respond to all type of notification within the notifications.**

- Problem

THESES

## Understanding the problem through research

Notifications tend to be an essential part of our life. Due to their importance in engaging users with highly curated content. Based on The Business of Apps website smartphone users receive up to **46 app push notifications** per day.

### 1- Unable to finish a task

**A- Users get distracted**

Notifications take users to apps that demand their attention where users get distracted from their original task.

**B- Users get overwhelmed**

The number of notifications on one screen can get up to 9 notifications which makes it overwhelming .

### 2- Visually not appealing

**A- No focal points**

All Notifications tend to look the same which makes it hard for a user to distinguish a focal point.

**B- Lack of hierarchy**

Content mostly gets lost in the notification especially if it is a media.


# ASH

Most people feel they can multitask but the brain is not meant to do so," Dr. Jackson says. "When you multitask you often do not give your best to both or all tasks you are juggling. And every time you switch back and forth from tasks you also get a rise in cortisol, a stress hormone."  
 -Bustle

HOME THESIS ABOUT


### Interviews meat

It was crucial to do user research. The intricate workflows of the various user kinds and their interactions with notifications had to be detailed. To do so, I gathered as much information as possible from end-users to learn about their issues and how they see the notification's pain points.




**A- Need to be responsive**

Interviewee found difficult to respond to all notifications they want in the same time. They need a responding system within notifications to keep them focused.



**B- Need to be simplified**

Most interviewee struggle with number of notification in one screen as well as not seeing media content that makes them less intersed in intracting with notifications.




**C- Need to be effective**

Notification has limited features into it which makes it harder for diffrnent users to fulfil thier needs. Users need more functions such as saving, and sharing notifications.

### User profiles

THESIS




**MUSTAFA GEELI**

I wish if there feature allows me to share notification with other.

**Goals:**  
Notifications system that allows me to share notifications.

**Frustrations:**  
There is no way to share a notification which makes it harder to share content since each app has its way of sharing.

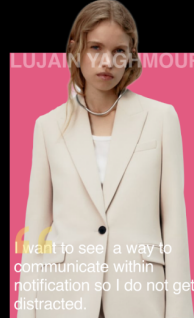


**AHMED ALDWIERY**

I hope to see a notification with videos so I can check it before I decide to see it.

**Goals:**  
Notifications system that allow me to see parts of the video before watching it.

**Frustrations:**  
There is no way to view media in a notification which makes it a waste of time if I did not like the video or the photo.



**LUJAIN YAGHMOUR**

I want to see a way to communicate within notification so I do not get distracted.

**Goals:**  
Notifications system that allows me to communicate within the notification system.

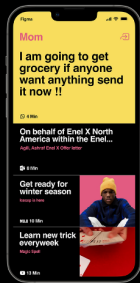
**Frustrations:**  
The responding system in the notification is annoying. Usually I will leave the notification system that causes a distraction



# Understanding the solution through final design

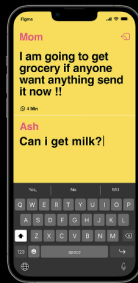
THESIS

## Objective



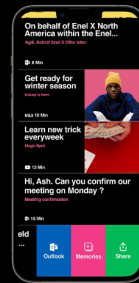
### Bold

A design system that emphasizes the content of notification, that helps reduce the number of received notifications on one screen and provides a focal point.



### Undistracted

Users can easily deal with notifications and finish one task at a time, such as replying and not leaving the notification system.



### Connected

Giving the user the chance to be attached with notification system by providing multiple features such as memorizing and sharing the notifications.

screen and provides a focal point.

the notifications.

THESIS

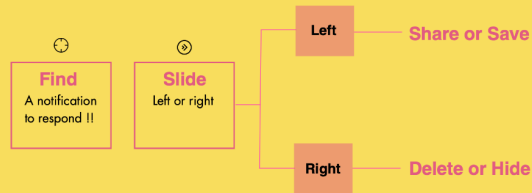
## SIDEBAR

### Function

Allow users to save, share, delete and hide their notifications

### Objective

the function give the users the ability to memorize, and share notification they want. as well to control notifications by hiding them.



## User Flow



## 1- Respond

A notification system that gives the user the ability to respond to all types of different

screen and provides a focal point. the notifications.

THESIS

## RESPOND

**Function**  
Allow the user to respond within the notification system.

**Objective**  
the function gives the users the ability to watch, reply, and shop within the notification

```
graph LR; Find[Find: A notification to respond to] --> Action[Action: Reply, Shop, and Watch]; Action --> Reply[Reply]; Action --> Shop[Shop]; Action --> Watch[Watch]; Reply --- Send[Send]; Shop --- AddCart[Add to cart]; Watch --- Like[Like, dislike, and comment];
```

**User Flow**

### 1- Respond

A notification system that gives the user the ability to respond to all types of different

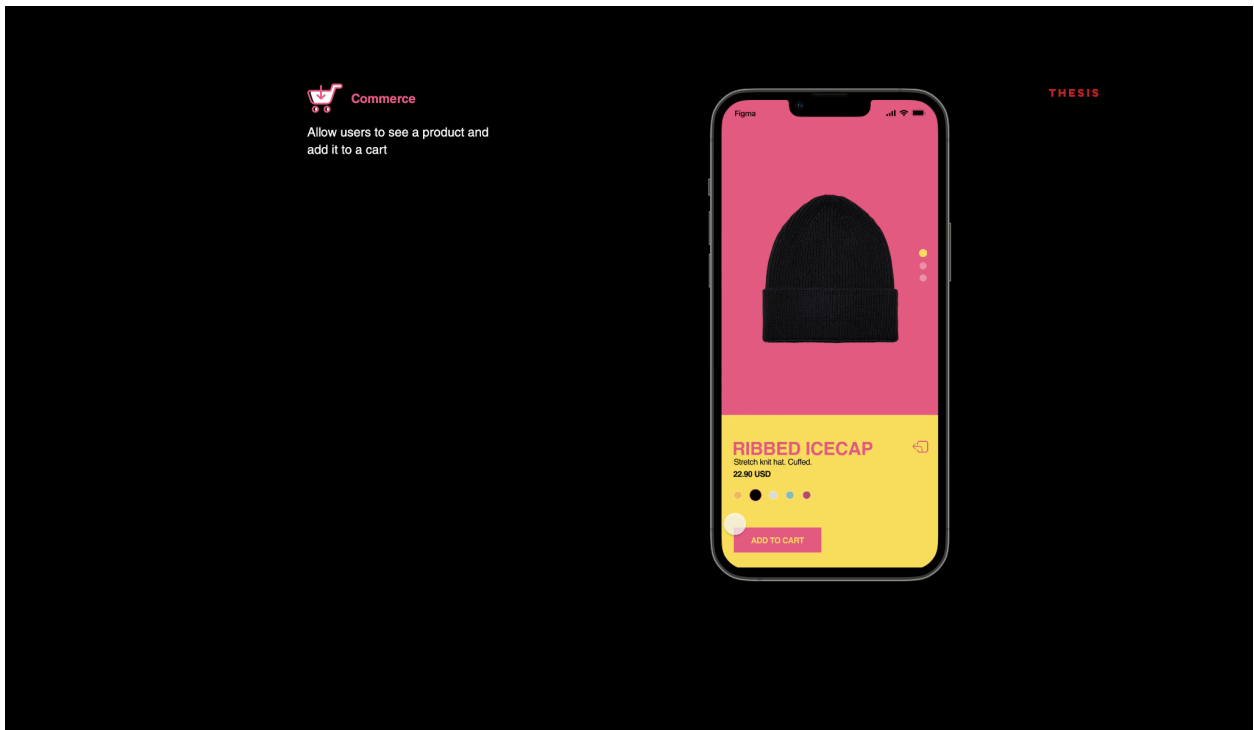
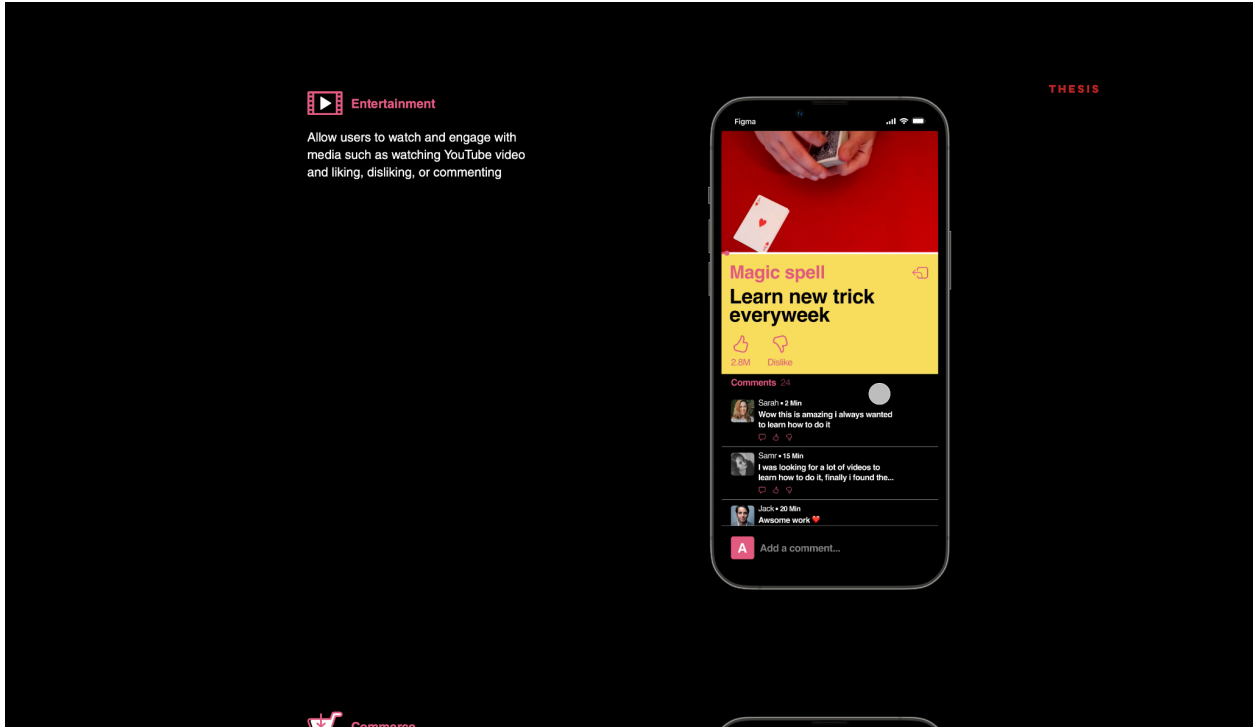
### 1- Respond

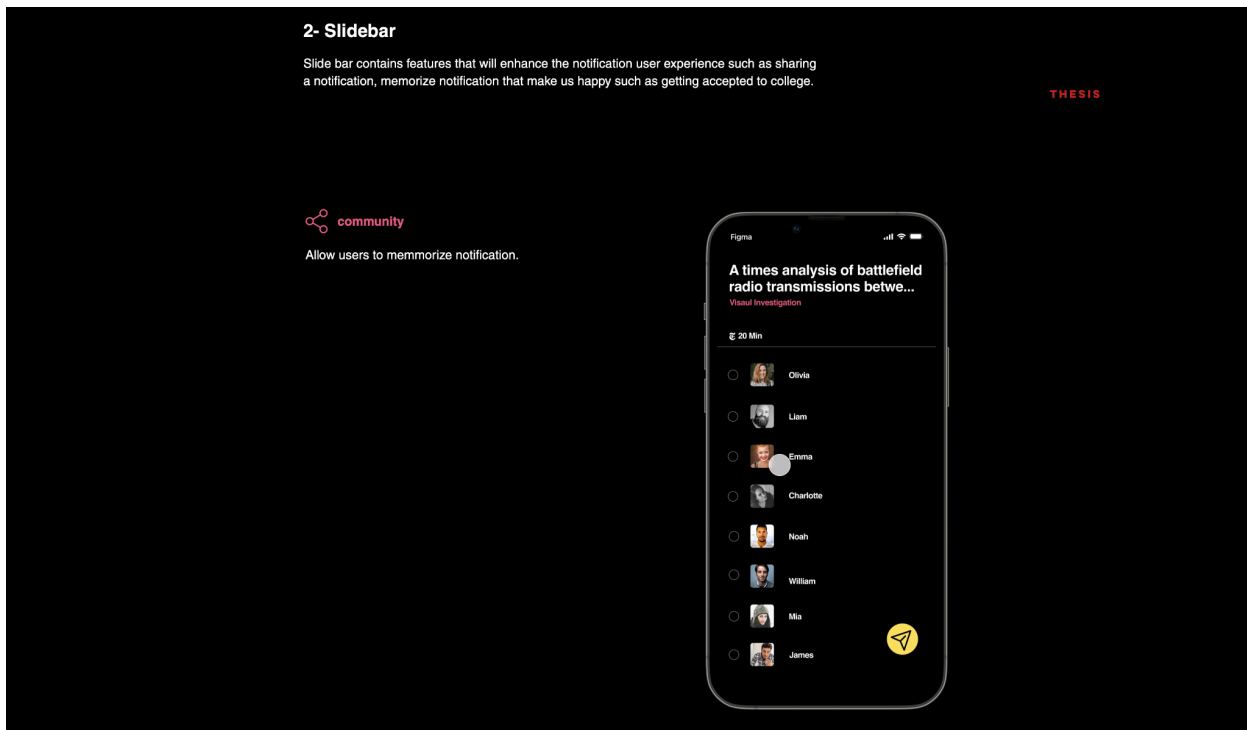
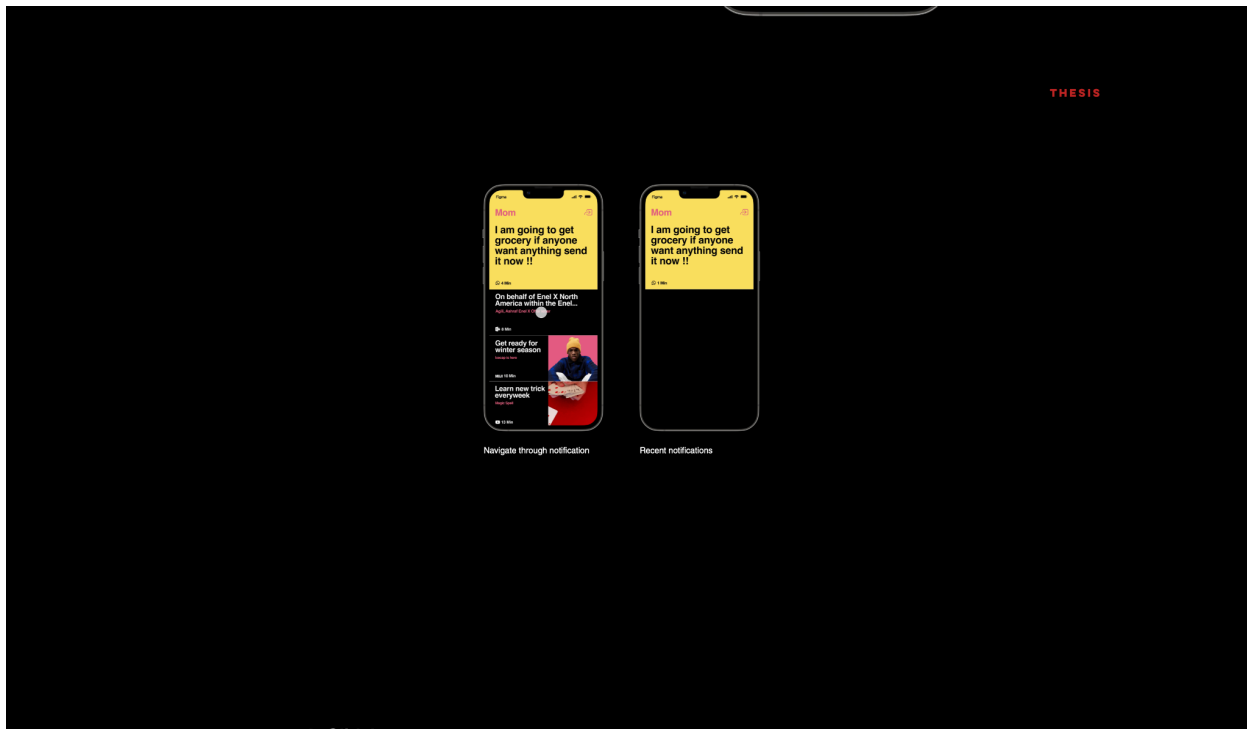
A notification system that gives the user the ability to respond to all types of different notifications. For example, reply to a message, watch a video or an image, leave a comment, and add to the shopping cart.

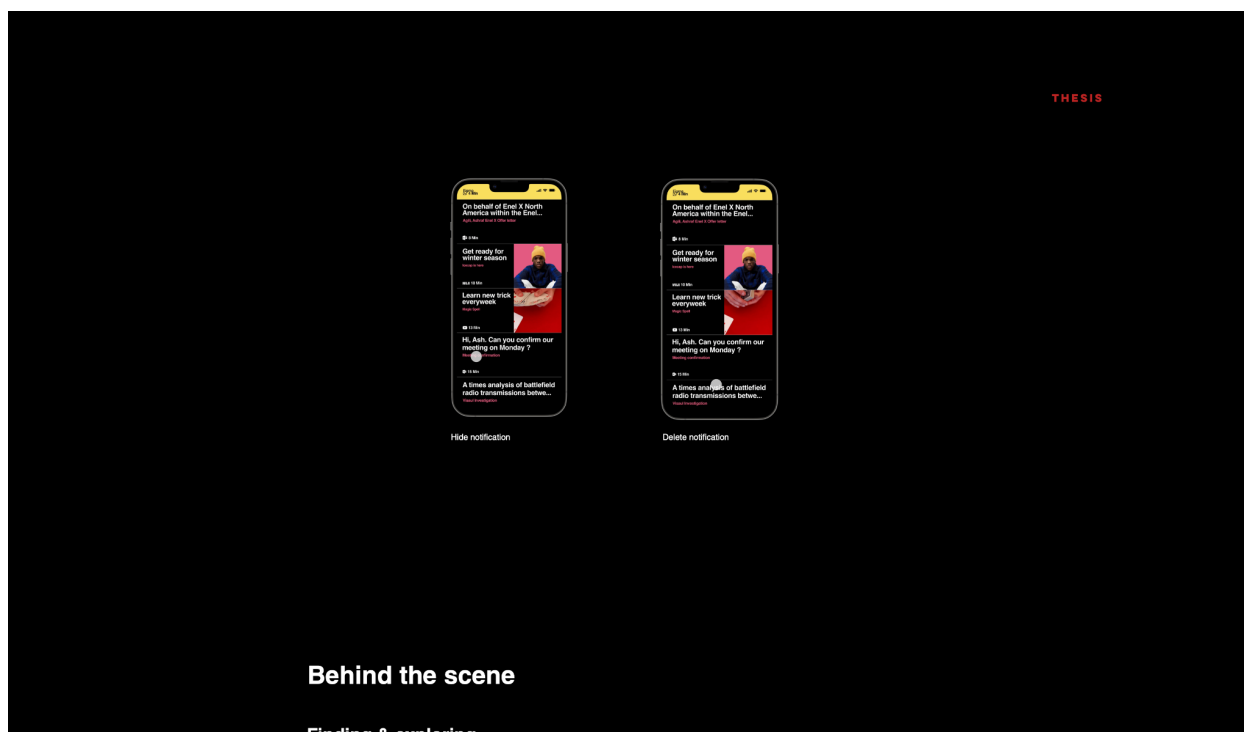
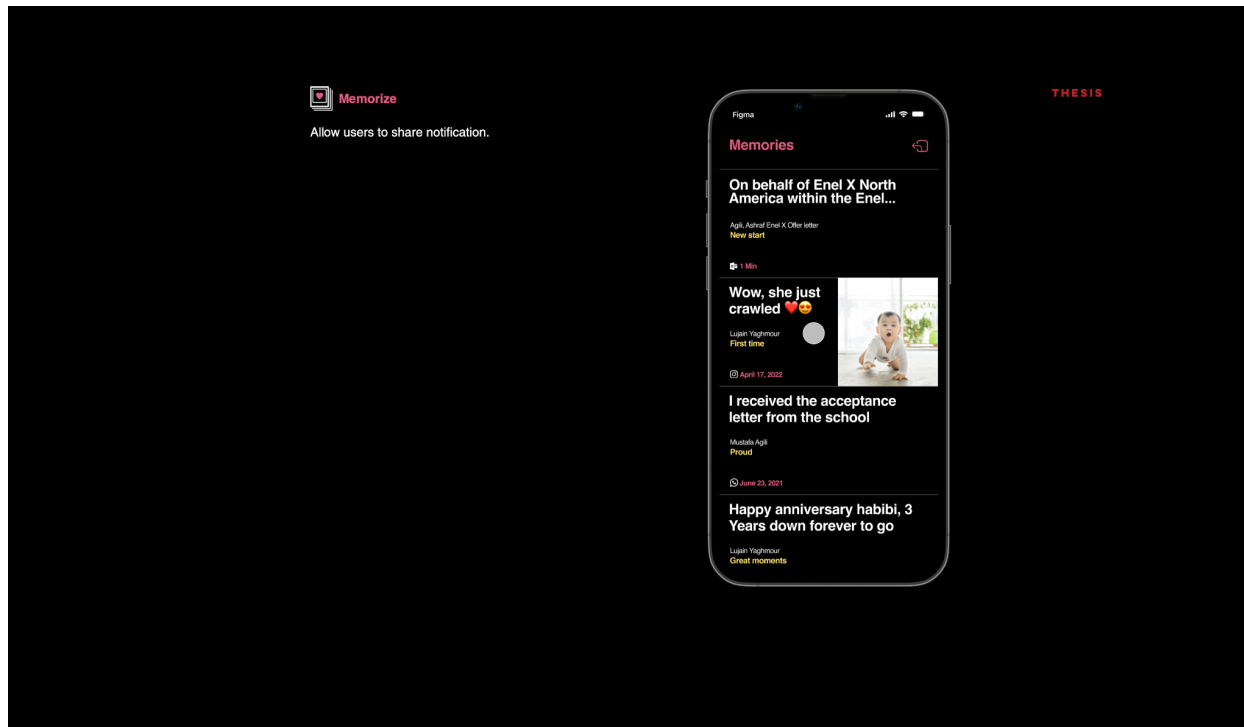
THESIS

**Communication**  
Allow users to reply to message.

The image shows a smartphone screen with a text message conversation. The sender is 'Mom' and the message says 'I am going to get grocery if anyone want anything send it now !!'. The receiver is 'Ash' and the message says 'Can i |'. A keyboard is visible at the bottom of the screen.









## Behind the scene

THESIS

### Finding & exploring

I started creating multiple layouts that would fulfill the solutions. I aimed for a notification system that is based on real-time from the most recent to the latest. The goal was to design a clear layout interaction that contains an active and an unactive status to grab the viewer's attention



## Iteration

THESIS

### The seed

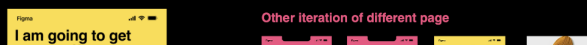
Because the cards are so important in this project, I concentrated on creating a meaningful and creative card design. I looked for inspiration for the cards in various apps as well as Swiss posters to emphasize typography, contrast, and grids.



Inspiration

### The look and feel

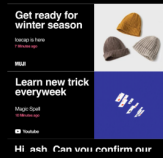
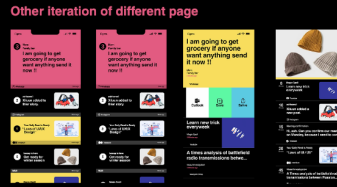
After finding the layout, I started looking for the looks and feel of the design by exploring more cards and typography. Which lead me to create a bold and simple design that makes it less overwhelming.



### The look and feel

THESIS

After finding the layout, I started looking for the looks and feel of the design by exploring more cards and typography. Which lead me to create a bold and simple design that makes it less overwhelming.



Picked layout

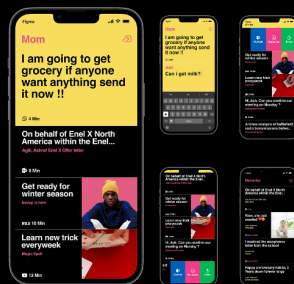
### Reduction & Contrast

I noticed that the screen looks busy and does not have typographical contrast. Therefore, I start to eliminate things that are not important such as inted of writing 4 minutes ago it became 4 Min.

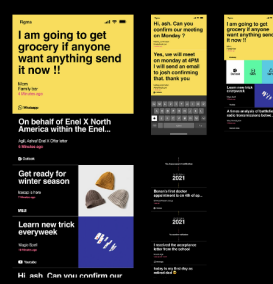
### Reduction & Contrast

THESIS

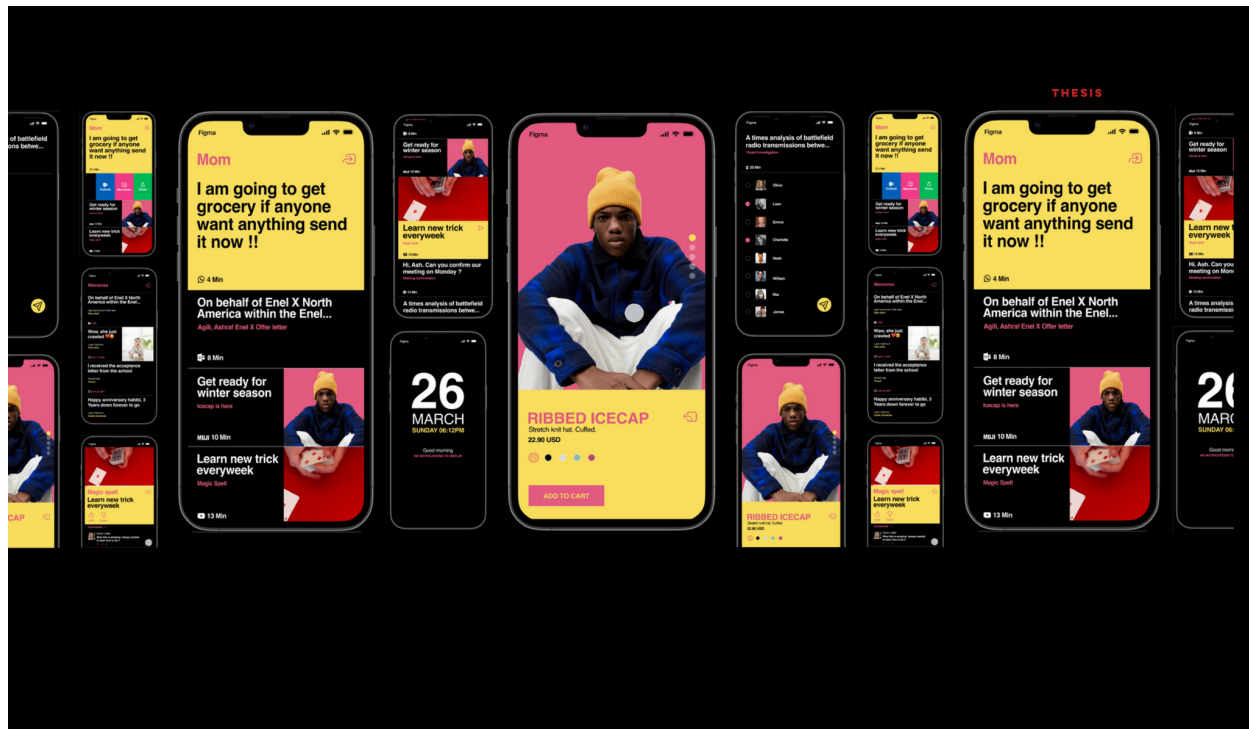
I noticed that the screen looks busy and does not have typographical contrast. Therefore, I start to eliminate things that are not important such as inted of writing 4 minutes ago it became 4 Min.





Final screens



Old iteration



Notification have become  more and more ineffective

Promotional video 

## Conclusion

This notification system provides an effective way for users to respond to notifications in an organized and focused way. It also allows users to share notifications with other users who are interested in the same topics. The notification system will help users to memorize a notification that is meant to make them happy. Creating an environment that makes the users less distractive and more connected.

# Thank you

See you soon in other projects

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