

# **CAMBRIDGE BRAIN SCIENCES**

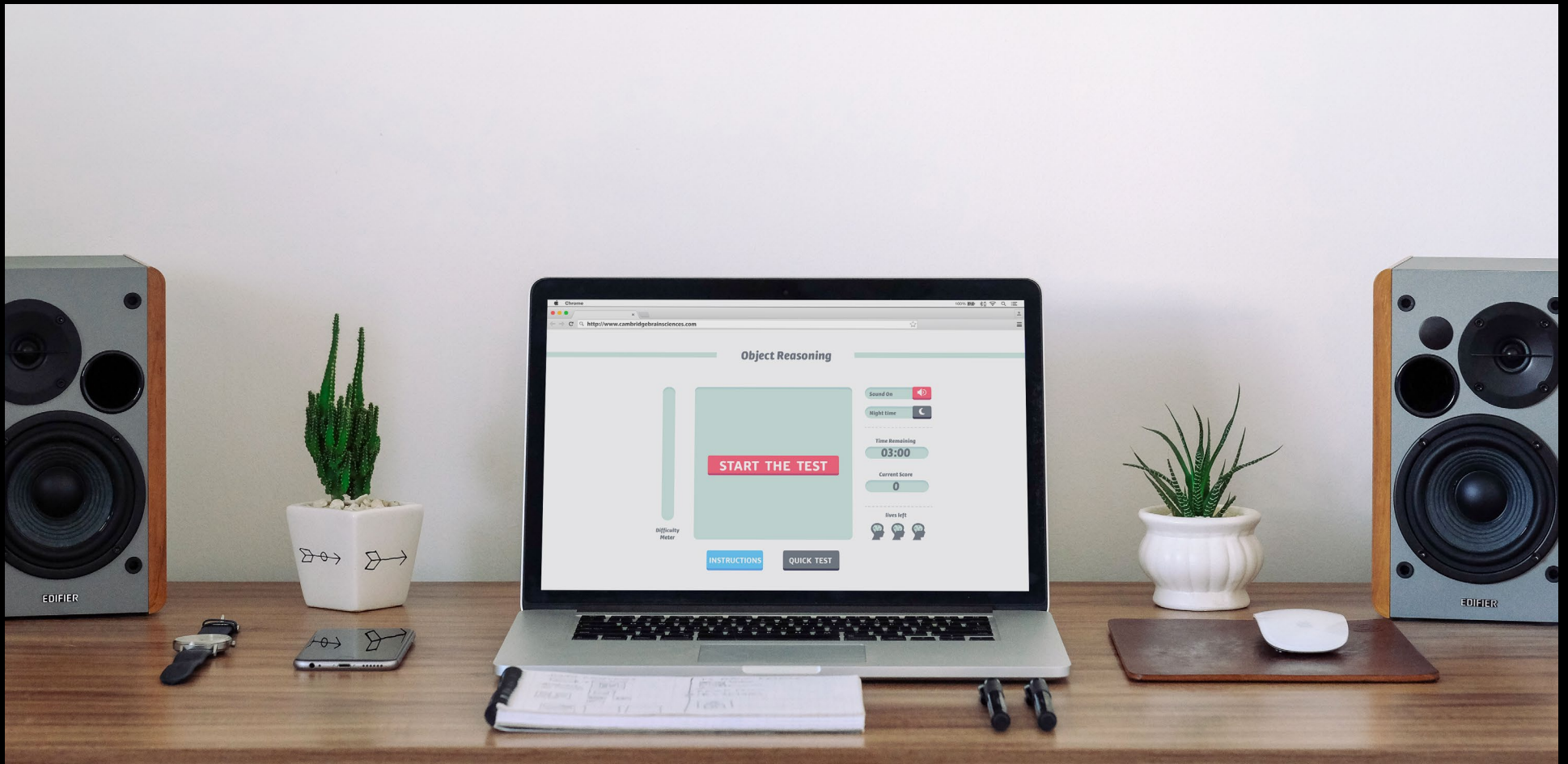
MOCK UPS

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# THE TASK

This task, looks at how well you are able to make logical deductions from a sequence of complex images.



# THE PROCESS

## COMPANY

Cambridge Brain Sciences bridges the gap between cutting edge neuroscience and everyday life. Using their scientifically-validated online tests backed by millions of data sets and hundreds of academic journal articles, They provide cognitive assessment solutions for a wide variety of consumer, academic and corporate uses.

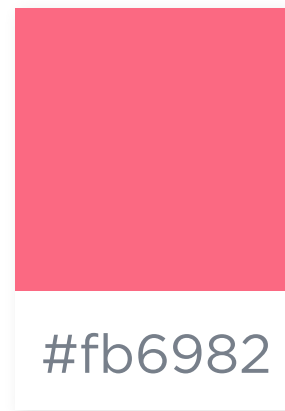
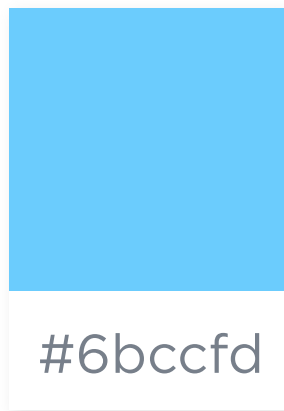
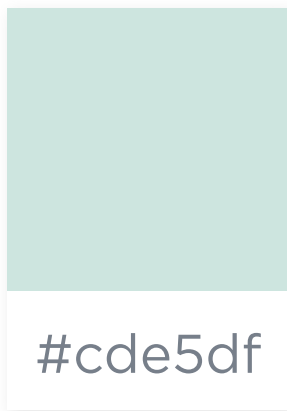
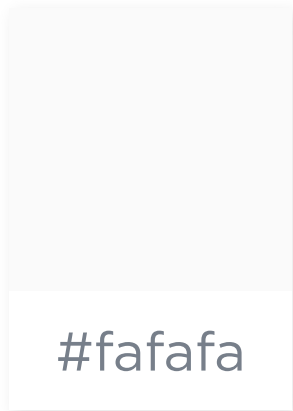
## CHALLENGE

The challenge of creating this new identity was to design something click-happy. while preserving the channels, values and audience. The nature of what is being already displayed should remain the same, to ensure scientific validity and compatibility with existing tests.

The screenshot displays the Cambridge Brain Sciences 'Object Reasoning' test interface. The header features the Cambridge Brain Sciences logo (a green brain icon) and the text 'Cambridge Brain Sciences' on the left, and the 'MRC Medical Research Council' logo on the right. A navigation link 'Home / Browse all tests' is located in the top right corner. The main test area is titled 'Object Reasoning' and contains a 2x3 grid of visual stimuli. The first three columns are labeled '1', '2', and '3'. Each column contains two rows of stimuli: the top row shows a red squiggly line and a yellow curved line, and the bottom row shows a blue curved line and a purple wavy line. The fourth column is labeled '4?' and contains a red squiggly line and a yellow curved line. Below the grid are two buttons: a red 'FALSE' button and a green 'TRUE' button. On the right side of the interface, there is a 'Sound On' toggle, a 'TIME REMAINING:' display showing '02:52', a 'LIVES LEFT:' display showing three lives, a 'CURRENT SCORE:' display showing '0', and a 'DIFFICULTY METER:' display showing a paperclip icon.

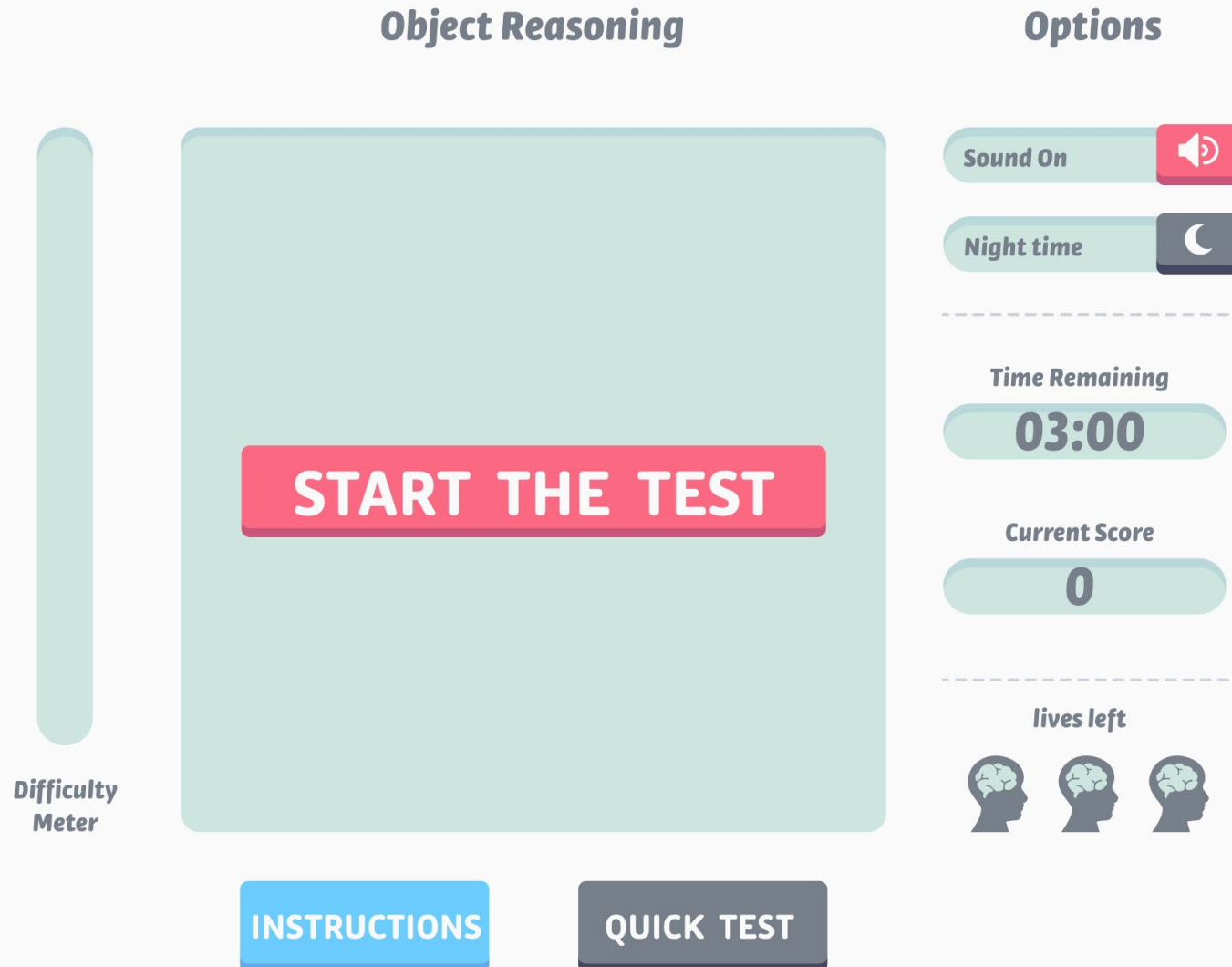
## CLEAR SPACE AND COLORS

My work was heavily inspired by the company's audience. After researching the website content and games, I got a clear idea of the gaming audience. This inspired me to create a modern, friendly and click- happy website.



## THE RESULT

To meet the brief I knew I'd need to concoct something engaging, infuse with color and style. I had a lot of fun working on the project. It was a great opportunity to challenge my skills creating an interface that has the right color palette, fonts and shapes, to engage the user were essential.



## NEW FEATURE

“Staring at computers at night is frying your brain” -My mom.  
I introduced a new feature, of dimming the lights at night, so the screen is easy on the eyes. I've done this without losing the integrity of the look and feel of the interface, when its bright.

### Object Reasoning

### Options



Difficulty  
Meter

**START THE TEST**

Sound On



Night time



Time Remaining

03:00

Current Score

0

lives left

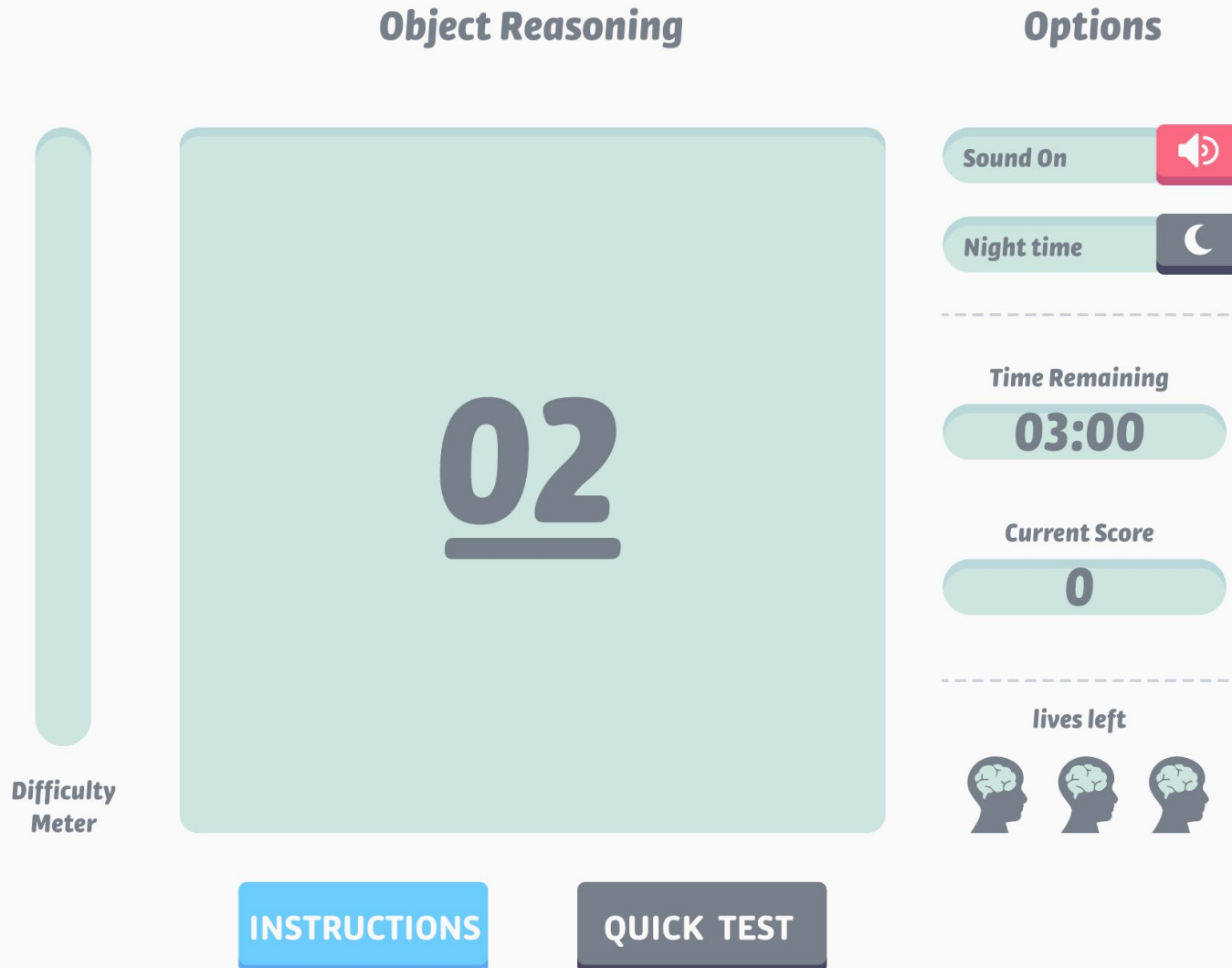


INSTRUCTIONS

QUICK TEST

# COUNTDOWN

I've used big bold, and a friendly rounded typeface throughout the interface. It is easy to read, clear and contemporary.





# THINGS HAVE MOVED AROUND

The "Difficulty Meter" is now located in the left side. I have separated all the user interface elements and created white space/negative space, which guides the users.

## Object Reasoning

1	2	3
4		

**TRUE** **FALSE**

**QUICK TEST**

## Options

Sound On

Night time

---

Time Remaining

**02:32**

Current Score

**1**

---

lives left

SCORE

## Object Reasoning

## Options



Difficulty  
Meter

You Scored:

-3

CONTINUE

Sound On



Night time



Time Remaining

00:00

Current Score

-3

lives left



## FINAL WORDS

- The project was as interesting as it was challenging, I explored different styles and created a visually appealing Interface with a simple and clear scenario, I think this concept complements what Cambridge Brain Sciences are.

**THANK YOU**

LOOK FORWARD TO WORKING WITH YOU