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NorthStar ID

Alaska's Digital ID

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Project Overview

1. Problem Statement
2. Opportunity
3. Goals

Problem Statement

Current physical identification cards face several challenges, including unclear type hierarchy, confusion around the ID's purpose, and low image clarity, making identification difficult in high-security environments like TSA. Physical cards are also vulnerable to counterfeiting and duplication, with multiple versions potentially existing if a card is lost.

Opportunity

A digital ID system can address these issues by offering clearer images without printing limitations, streamlining identification through purpose-specific displays, and enhancing security with advanced digital features. The limitless digital space allows for more identifying markers, improving both accuracy and user experience.

Goals

Improve Security and Clarity

Ensure clear, real-life photo comparisons by using high-quality images and interactive security features. This will verify the license as the only authentic copy while improving type hierarchy for faster identification in scenarios like alcohol purchase.

Enhance Privacy and Design

Create a license that appeals to all demographics, balancing modern professionalism with state-inspired visuals and micro-animations. The design will include an age verification screen, allowing users to confirm eligibility without exposing personal details like their address or full name.

Research

1. Competitive Analysis
2. Branding
3. Demographic
4. Accessibility Considerations

Competitive Analysis

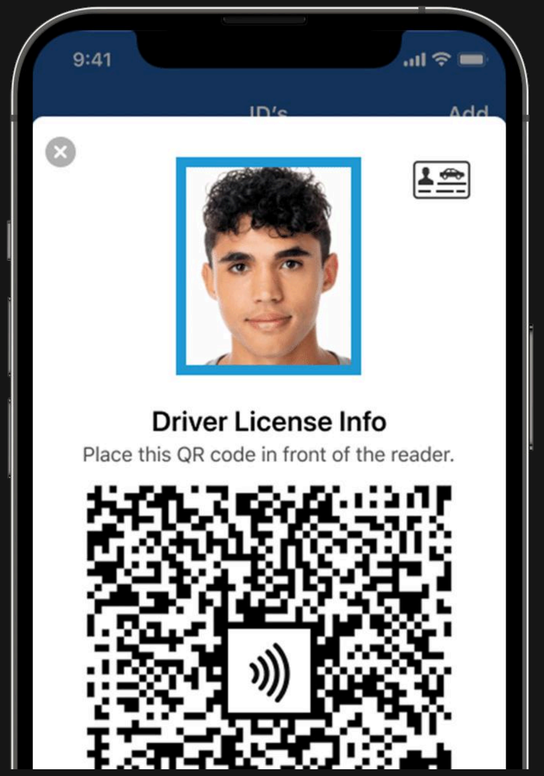
Examining existing digital and physical ID systems highlights gaps in clarity, security, and user privacy. This analysis informs design decisions to create a more intuitive, secure, and user-friendly digital license.

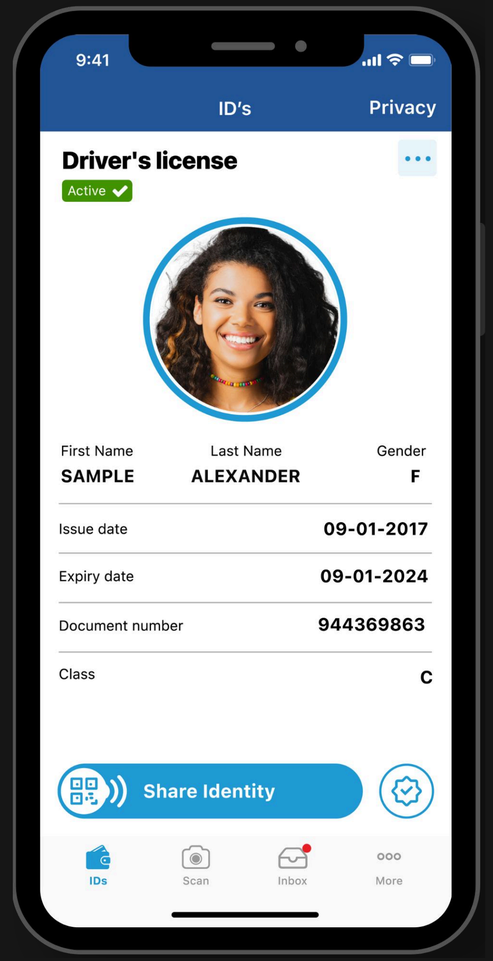
GET Mobile ID

The GET Mobile ID app offers a convenient digital alternative to physical IDs with a clean, functional layout. However, its lack of visual engagement, inconsistent image quality, and unclear action wording undermine user trust and overall design cohesion.

Key Takeaways

1. Simple but lacks personality and engagement.
2. Inconsistent image quality disrupts cohesion.
3. Unclear wording for actions reduces user confidence.





Apple Wallet

The Apple Wallet boarding pass UI features a sleek, minimalist design that reflects Apple's aesthetic. However, it prioritizes form over function, making key information like boarding times and gate changes harder to find, causing frustration in time-sensitive situations.

Key Takeaways

1. Clean, brand-aligned design.
2. Important details are de-emphasized.
3. Lacks practicality for high-pressure travel scenarios.

Branding for Alaska

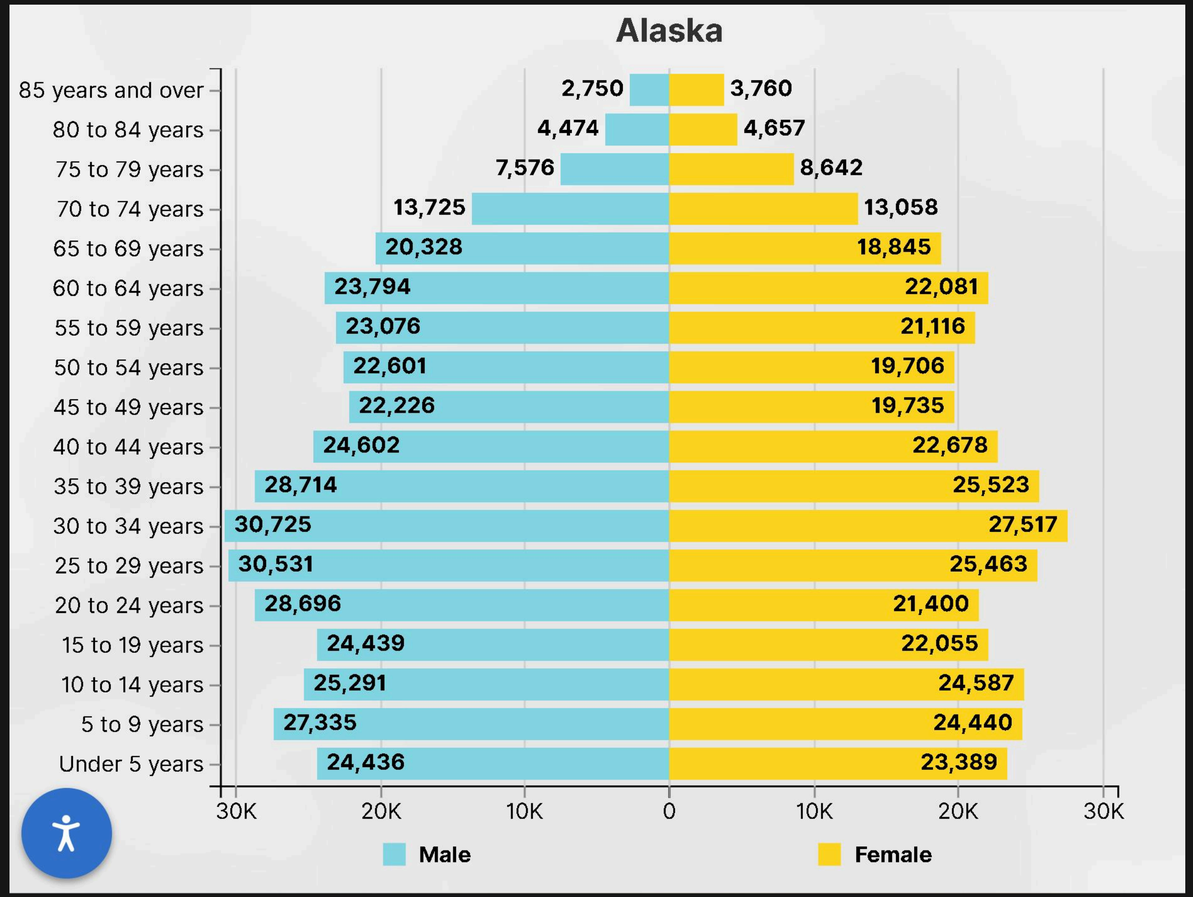
The North Star symbolizes guidance, navigation, and a constant presence in the Alaskan sky, aligning perfectly with Alaska's rugged, vast landscape. This ties into the Alaska ID app by representing reliability and clarity, offering users a dependable and easy-to-navigate digital identification tool. The North Star theme evokes the spirit of exploration and orientation, resonating with the state's natural beauty and the need for security and direction in everyday use.

Alaska's Demographic

Alaska has a relatively even age distribution, meaning the app needs to work for all ages. This makes usability the most important factor. Focusing on making the User Interface (UI) simplistic and straightforward to appeal to all ages.

Population Total

733,391



Accessibility Considerations

The Alaska ID app will focus on accessibility with large typography for the most important information and a simplistic design, making it easier for users with varying levels of vision and cognitive ability to navigate. The clean, intuitive interface ensures that users can easily interact with their digital ID without unnecessary complexity.

Ideation

1. Inspiration Boards
2. Branding Iterations
3. Concept Sketches
4. Grid Layout

Style Option 1

Modern Cyan

This style mimics cyanotype, showcasing nature through striking blue-toned illustrations or photographs. Bold typography contrasts the organic imagery, utilizing Swiss-inspired alignment for a clean, structured layout. The blend of natural textures and modern design to create a striking aesthetic that feels both artistic and professional.

Keywords

- Bold
- Determined
- Energy

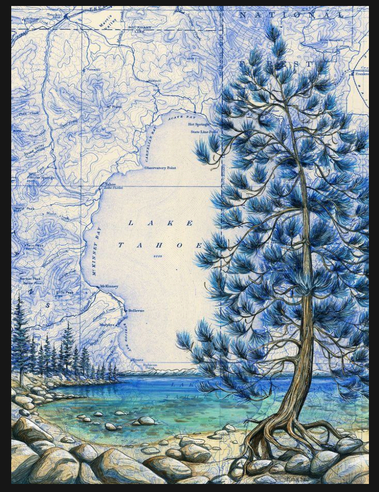
Style Option 2

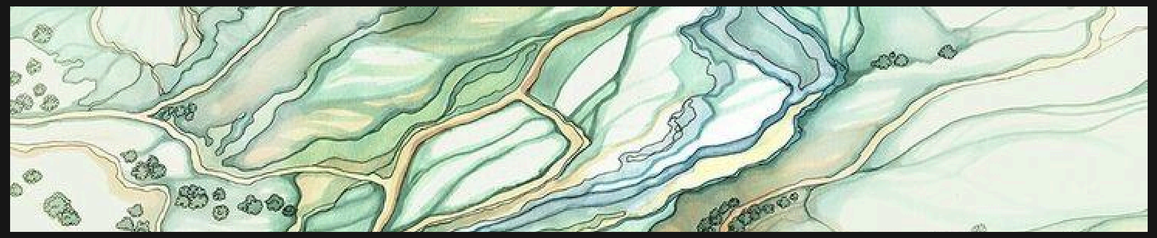
Textured Nature

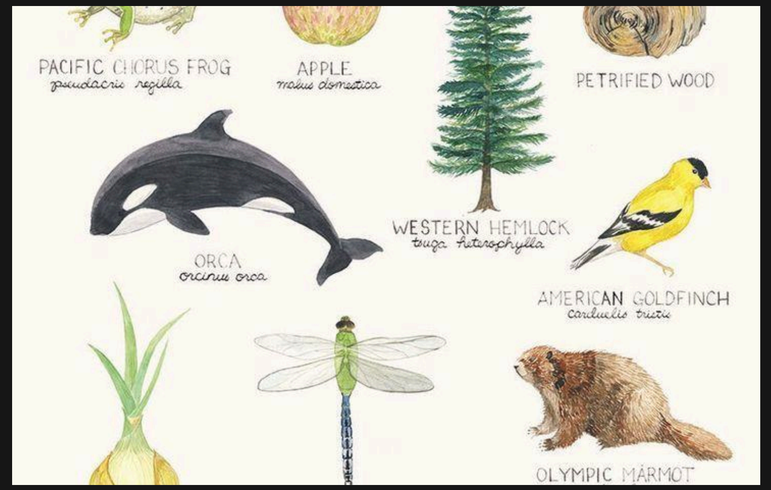
This style combines delicate watercolor textures with dainty illustrations, encouraging exploration and artistry. Soft earthy tones, fine linework, and map-like elements, such as grids and compass roses, create an airy, refined aesthetic. It's approachable yet elegant, connecting users to their location with a whimsical, handcrafted touch.

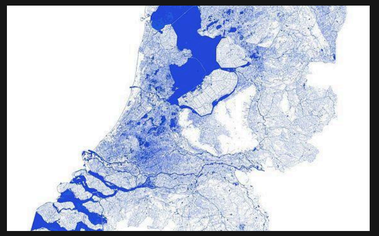
Keywords

- Airy
- Dainty
- Elevated



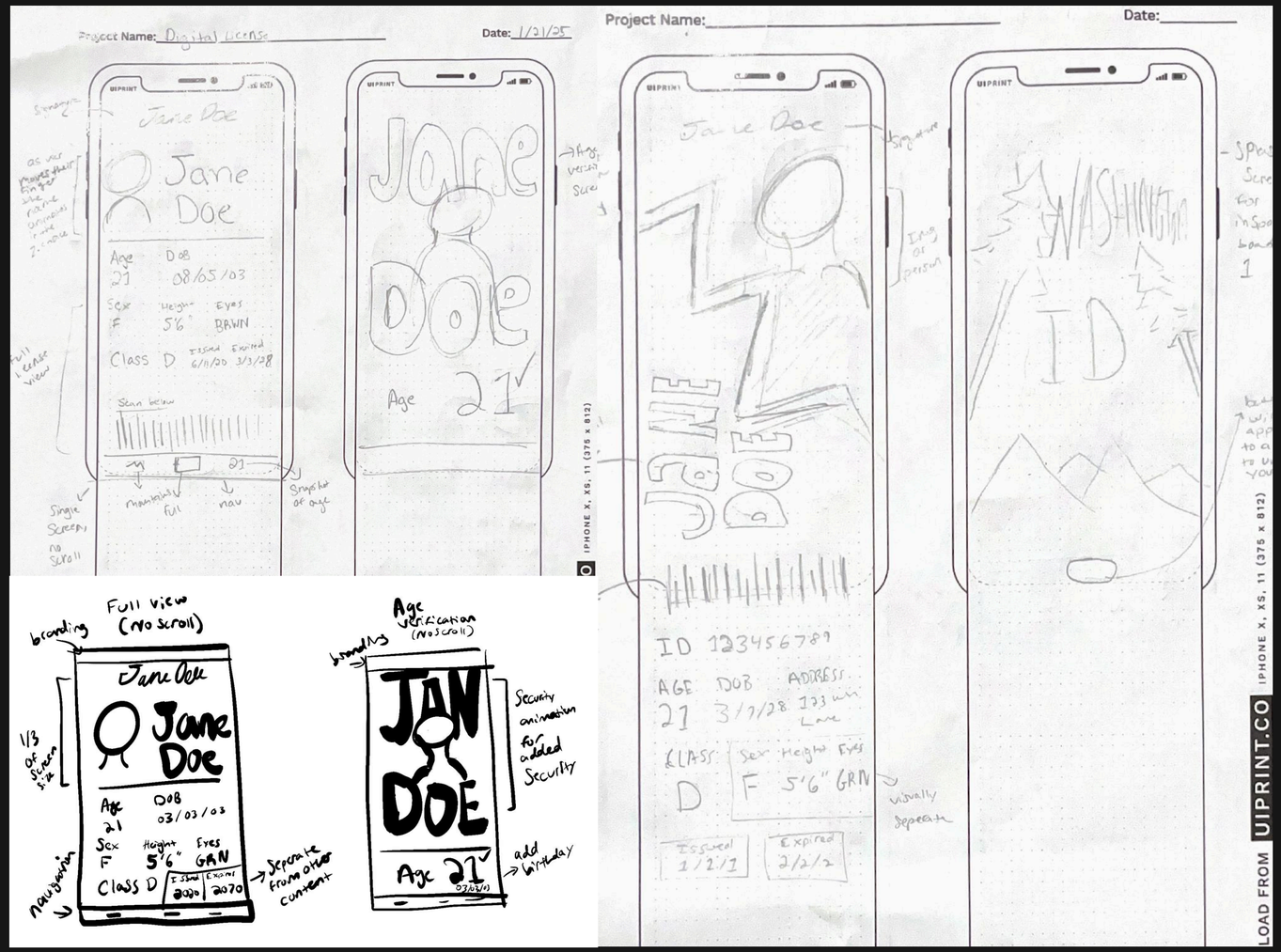






Concept Sketches

I aimed to make the user's photo and name the most prominent elements in the hierarchy. I explored several sketches, experimenting with overlapping these elements and how the screens would connect. I also tested various typographic layouts to determine the best way to handle the data.



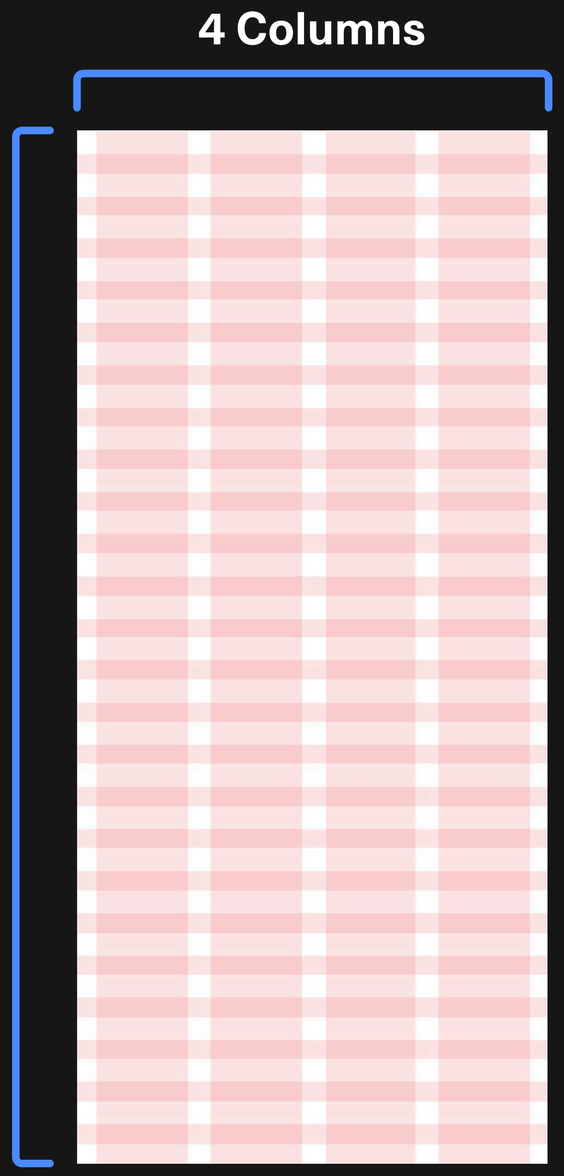
Grid Layout

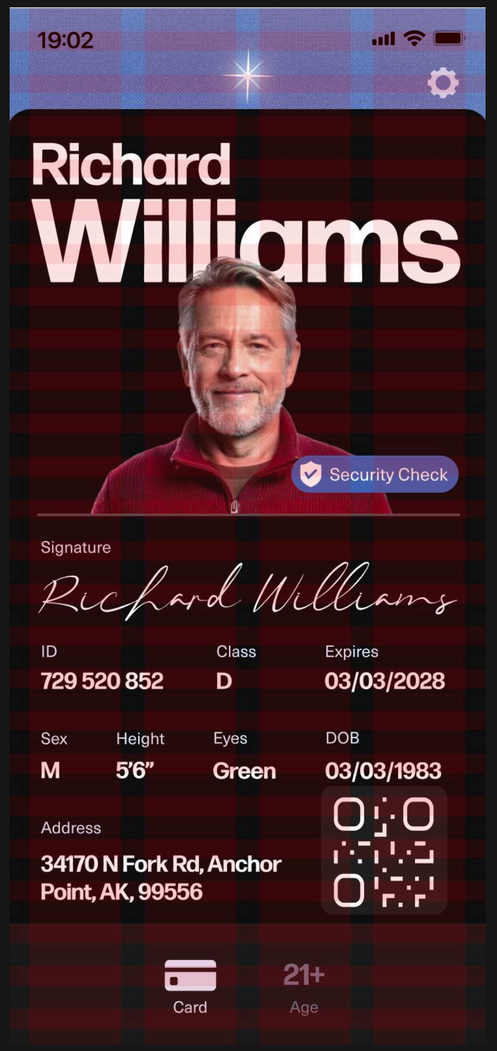
24 Rows

- Margin 20px
- Gutter 20px

4 Columns

- Margin 20px
- Gutter 20px





Wireframes & Iterations

1. Color Palette & Typography
2. Logo Progress
3. Wireframe Iterations
4. Hi-Fi Wireframes
5. Style Exploration

Typography

Header Text

Forma DJR Display Bold

Subtitle Text

Neue Haas Unica W1G Regular

Body Text

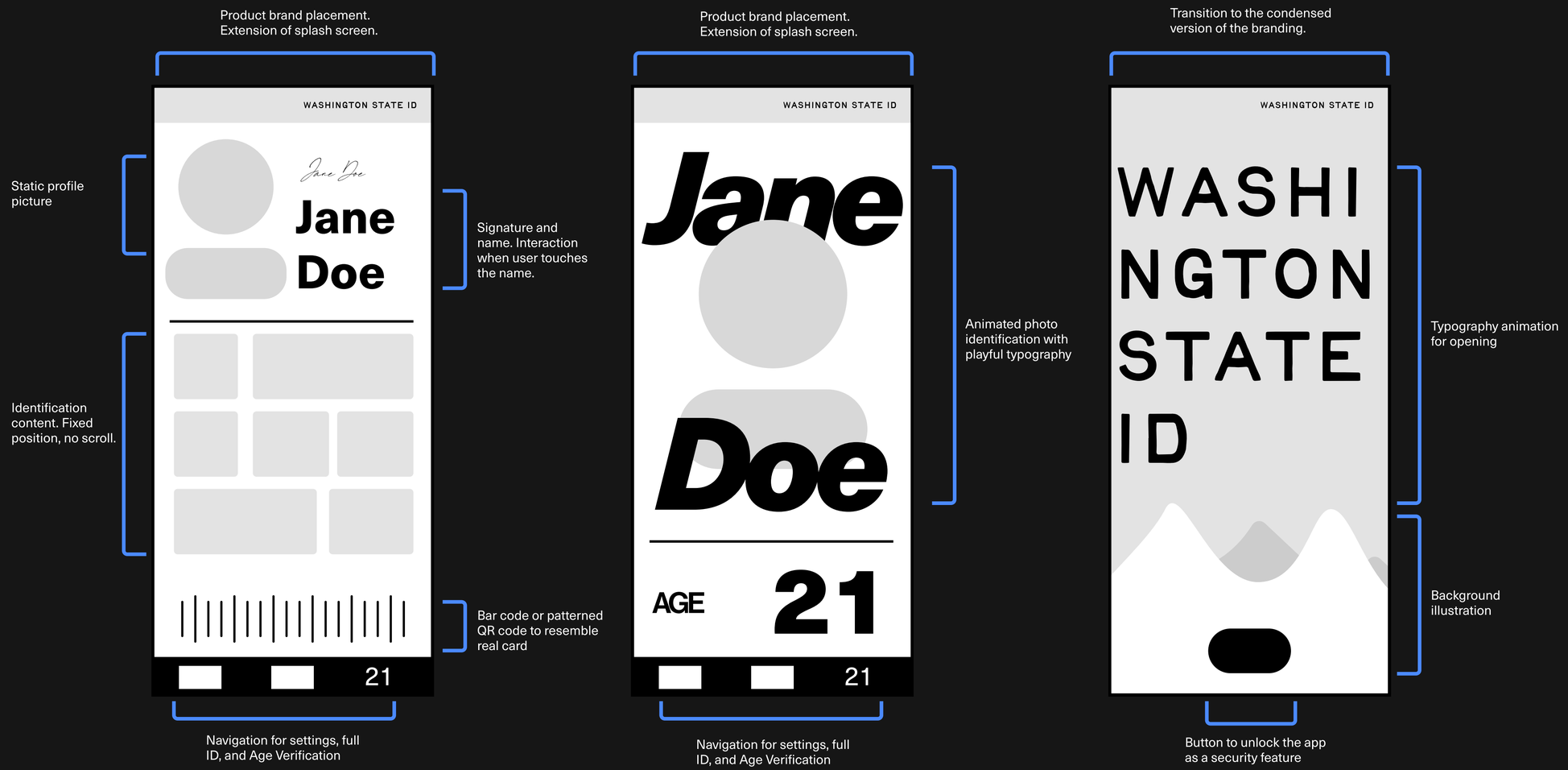
Forma DJR Display Bold

The type and color were chosen based on the mood board, featuring a bold, modern sans-serif paired with a simple, clean color palette. This combination creates a clear, uncluttered look, ensuring that users can focus on readability and accessibility without distraction.

Colors

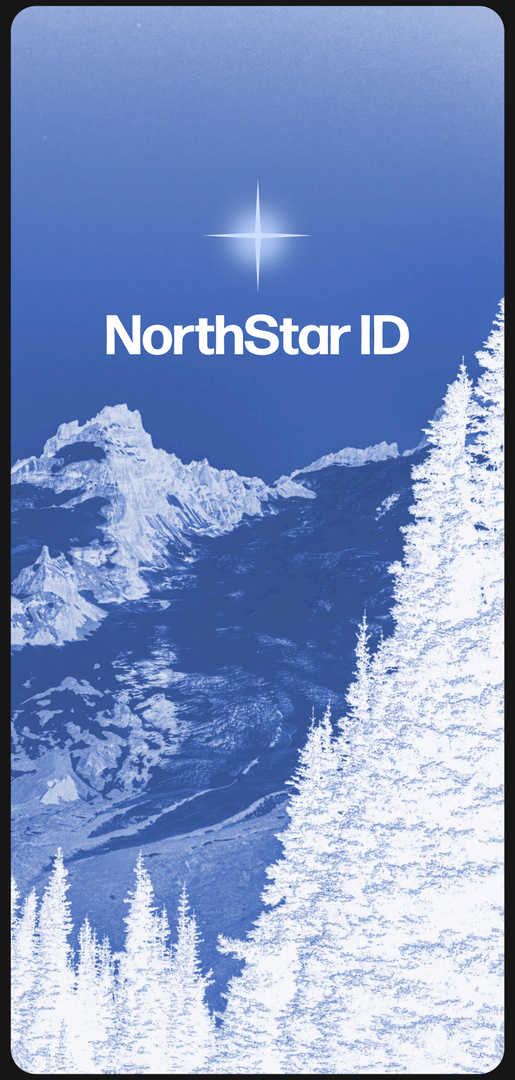
Logo Progress

Wireframes


Product brand placement.
Extension of splash screen.
WASHINGTON STATE ID
Jane Doe
Jane
Doe
21
Static profile picture
Signature and name. Interaction when user touches the name.
Identification content. Fixed position, no scroll.
Bar code or patterned QR code to resemble real card
Navigation for settings, full ID, and Age Verification
Product brand placement.
Extension of splash screen.
WASHINGTON STATE ID
Jane
Doe
AGE
21
21
Animated photo identification with playful typography
Navigation for settings, full ID, and Age Verification
Transition to the condensed version of the branding.
WASHINGTON STATE ID
WASHI
NGTON
STATE
ID
Typography animation for opening
Background illustration
Button to unlock the app as a security feature

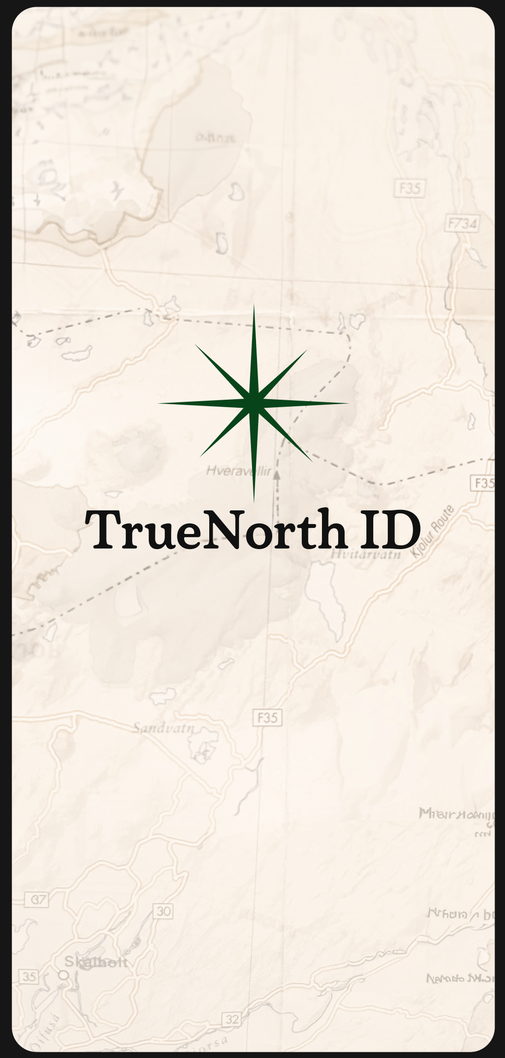
Style Option 1

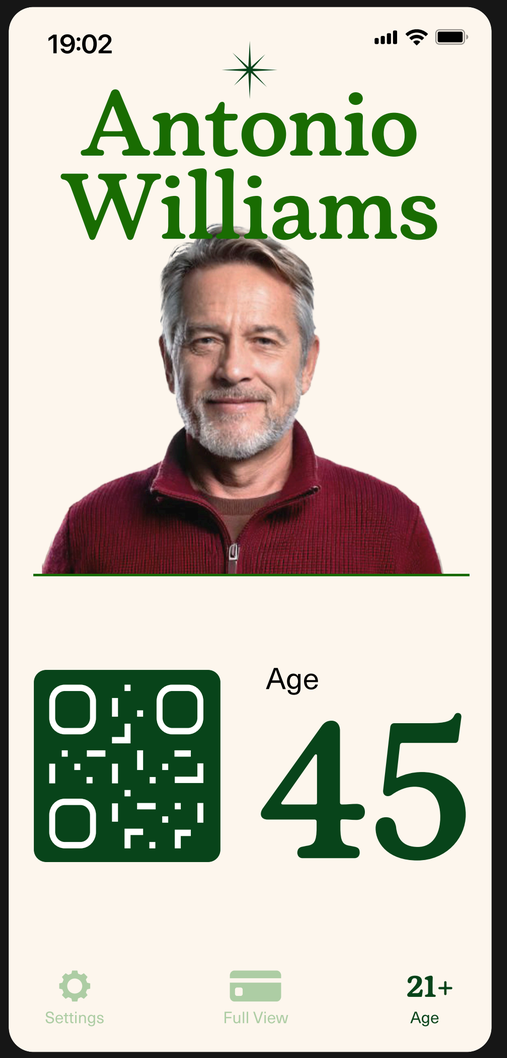
High Fidelity Wireframes



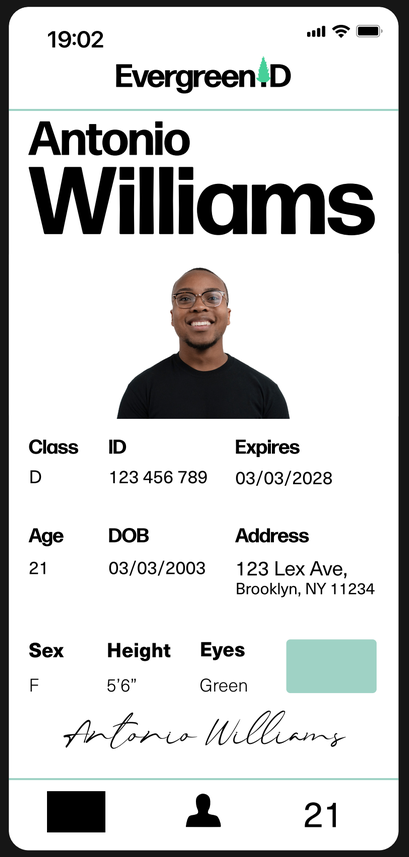
Style Option 2

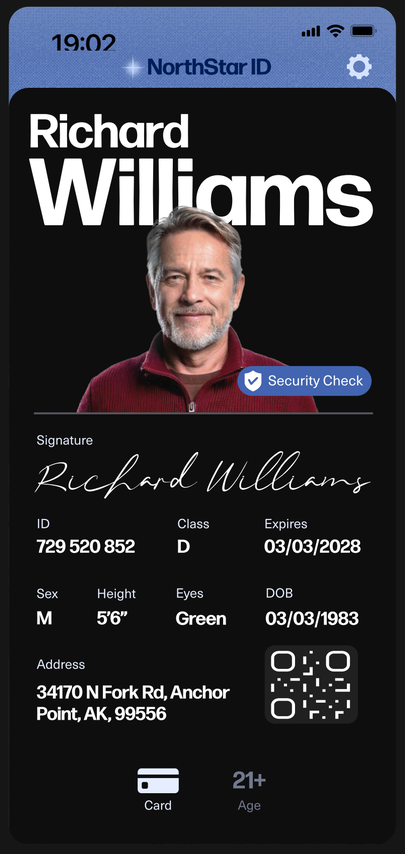
High Fidelity Wireframes

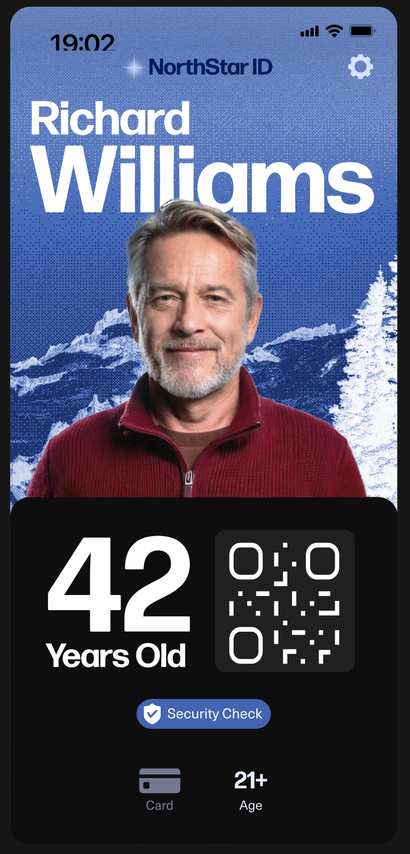




Exploration of Style



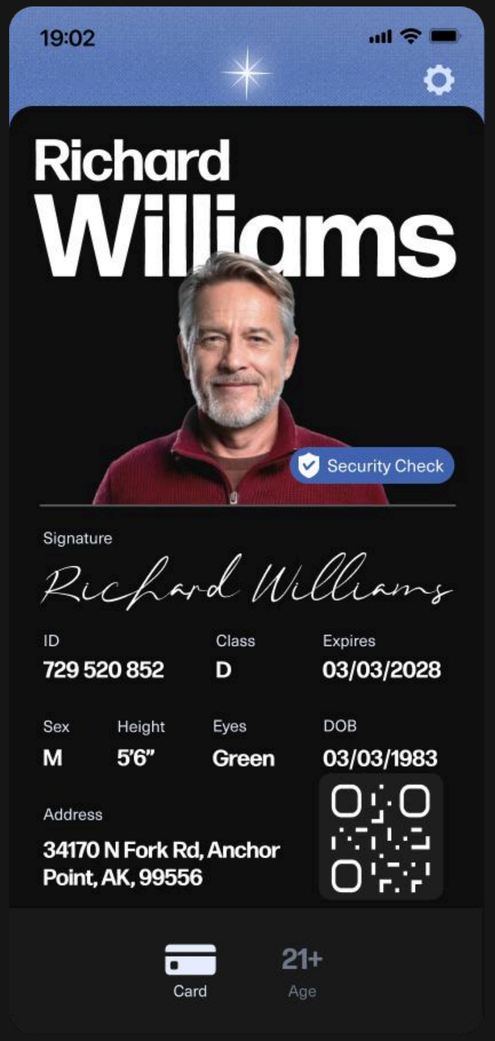


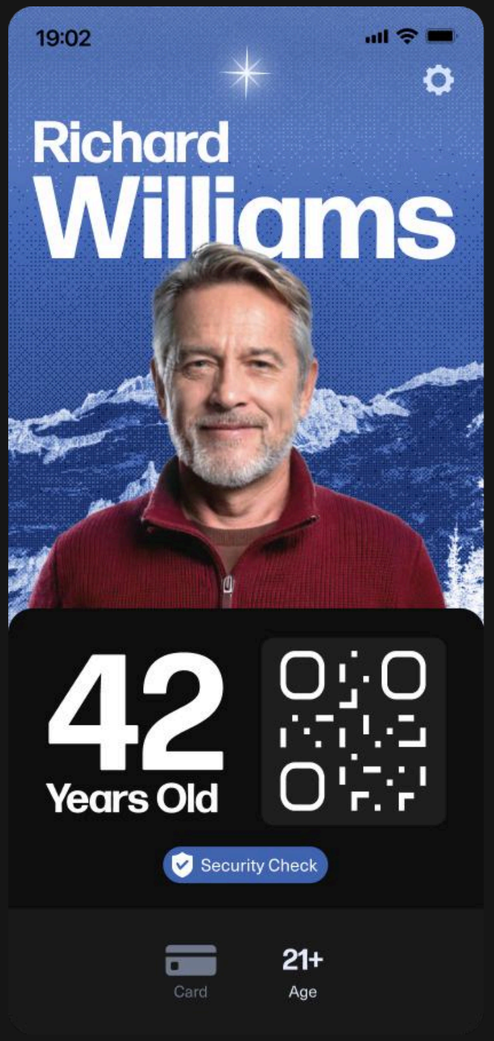


Final Solution

1. Screen Designs
2. Key Features
3. Final Prototype

Final Screens





Key Features

Splash Screen

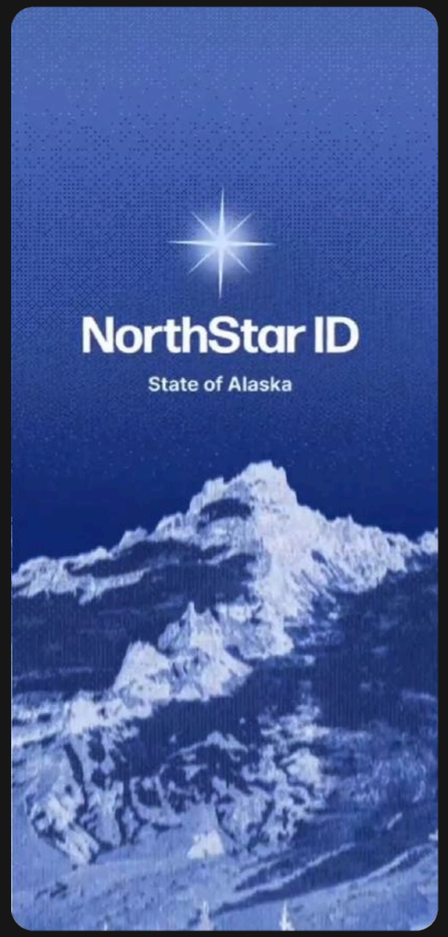
- Strong Presence of the logo to push the branding
- 3D fly through animation to make the user feel like they are entering Alaska

Full View

- Strong and bold type to push the modern feeling
- Highlighting the information for clear scan ability
- Ability to expand the QR code for easier scanning
- Security check animation feature
- Simple navigation

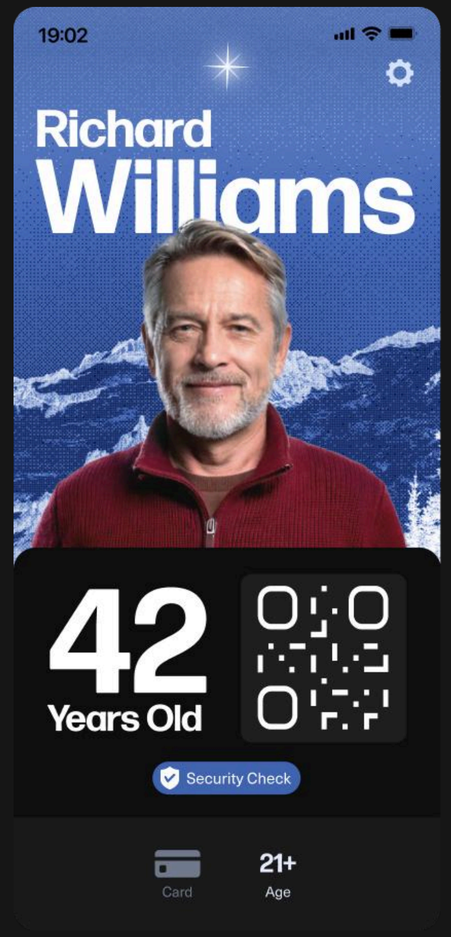
Age View

- Prioritize the image of the user and the age
- Ability to activate the security feature
- Reintroducing the background image to connect the branding



Splash Screen

Full View



Age View

Final Prototype Link

https://vimeo.com/1056649709?share=copy

Conclusion

1. Lessons Learned
2. Appendix

Lessons Learned

1. I was able to successfully achieve a **clean and bold** look while **balancing** creative assets.

2. I learned that sometimes the human eye sees alignment differently than the perfectly spaced grid, I had to adjust content to make it flow better. **Using the grid to break the grid.**

3. I wish I **explored more options for the branding** and prioritized it equally to the UI.

Appendix

- GET Mobile ID
- Apple Wallet Pass
- Background photo from Jacob Vizek on Unsplash
- Data census Alaska
- ID photo AI generated by Adobe Firefly

Thank You

NorthStar ID
State of Alaska
19:02
Richard
Williams
Security Check
Signature
Richard Williams
ID
729 520 852
Class
D
Expires
03/03/2028
Sex
M
Height
5'6"
Eyes
Green
DOB
03/03/1983
Address
34170 N Fork Rd, Anchor Point, AK, 99556
Card
21+
Age