ALASKA DIGITAL ID PROCESS DOCUMENT

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Project Statement & Goal

Concept

Reimagines the traditional driver’s license as a mobile-first Digital Driver’s License (DDL).

Approach

Optimizes identity info for phones using clear hierarchy, interaction, and micro-animations.

Goal

Create a branded, native DDL supporting both Full ID and Age Verification views with intuitive transitions.

Design Research: Context & Problem Analysis

Current Issues

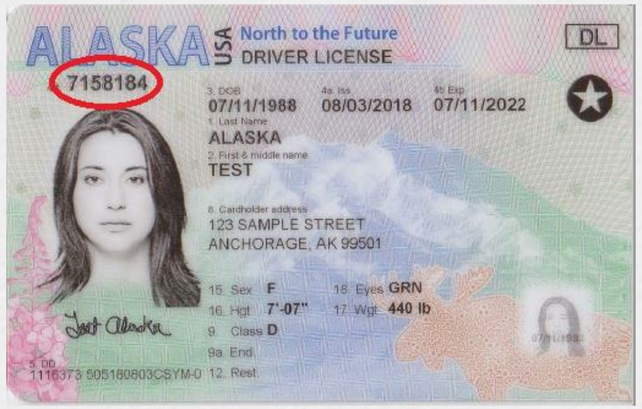
Current Issues: Physical IDs are easily lost or damaged, and dense information reduces readability.

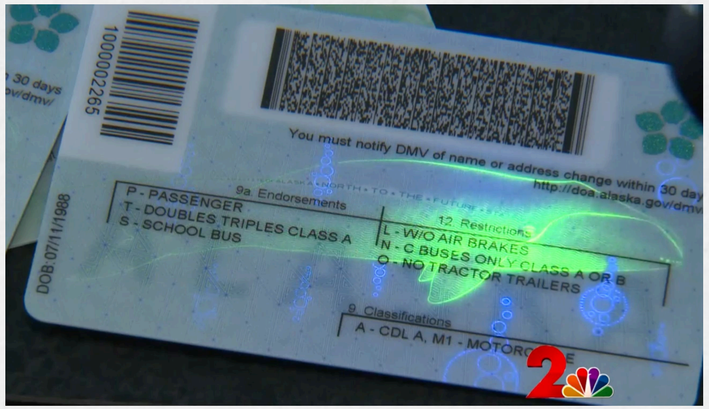
Security & Identity

Current licenses use symbols like Denali and UV graphics for security.

Research Focus

Reorganizing dense data for mobile and reinterpreting state symbols into digital branding.





Design Research: Competitive Benchmarking

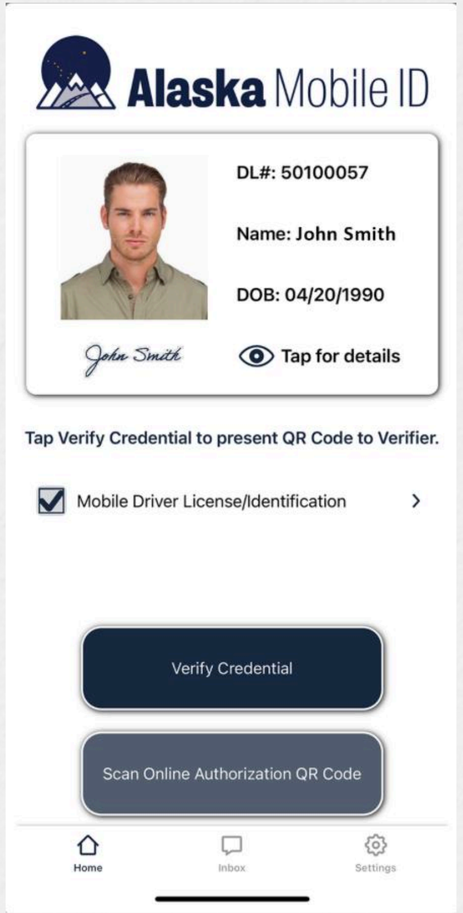
The existing Alaska Mobile ID app was analyzed as a primary benchmark .

Pain points:

- Scanning difficulties
- Data entry confusion
- App crashes
- An outdated interface

Opportunities:

- Improve flow clarity
- Reduce friction through intuitive navigation
- Modernize the visual system.





Design Research: State Identity & Branding

Alaska was selected due to its strong and recognizable visual identity. The state's landscapes, wildlife, and natural phenomena offer distinctive inspiration that can translate into digital branding elements.

Inspirations:

- Alaska's vast landscapes
- Night skies,
- Natural textures.

Visual directions:

1. Celestial / Night Sky Direction: Dark interface with star-like highlights, evoking authority and mystery.
2. Winter Minimal Direction: Light, textured surfaces with icy blue accents, conveying clarity and precision.

Design Research: Interaction & Motion

Additional research explored mobile UI transitions and micro-animations.

Purpose:

- Smooth transitions signal view changes (e.g., Full ID to Age Verification)
- Reinforce hierarchy.

Functionality

- Micro-animations near portraits and in nav bars provide feedback and enhance trust.

Motion was positioned not as decoration but as functional feedback, guiding users between use cases while reinforcing trust and system responsiveness.

Design Research: Information Architecture & Use Cases

Priorities:

- Full DDL View for total info and Age Verification View for glanceable data.

Strategy:

- Moves away from physical card "front/back" logic toward mobile-native layered content and contextual disclosure.

The research concluded that digital IDs should not mimic the front/back structure of physical cards. Instead, they should leverage mobile-native structures such as layered content, navigation systems, and contextual disclosure.

Design Research: Summary

Key Findings:

1. Improve usability through clarified structure.
2. Transform Alaska’s identity into a cohesive branding system.
3. Use motion and hierarchy to boost trust and verification efficiency.

These findings directly informed the final visual direction: Modern, Authoritative, Celestial, and guided the transformation of Alaska’s physical driver’s license into a functional, mobile-native digital experience.

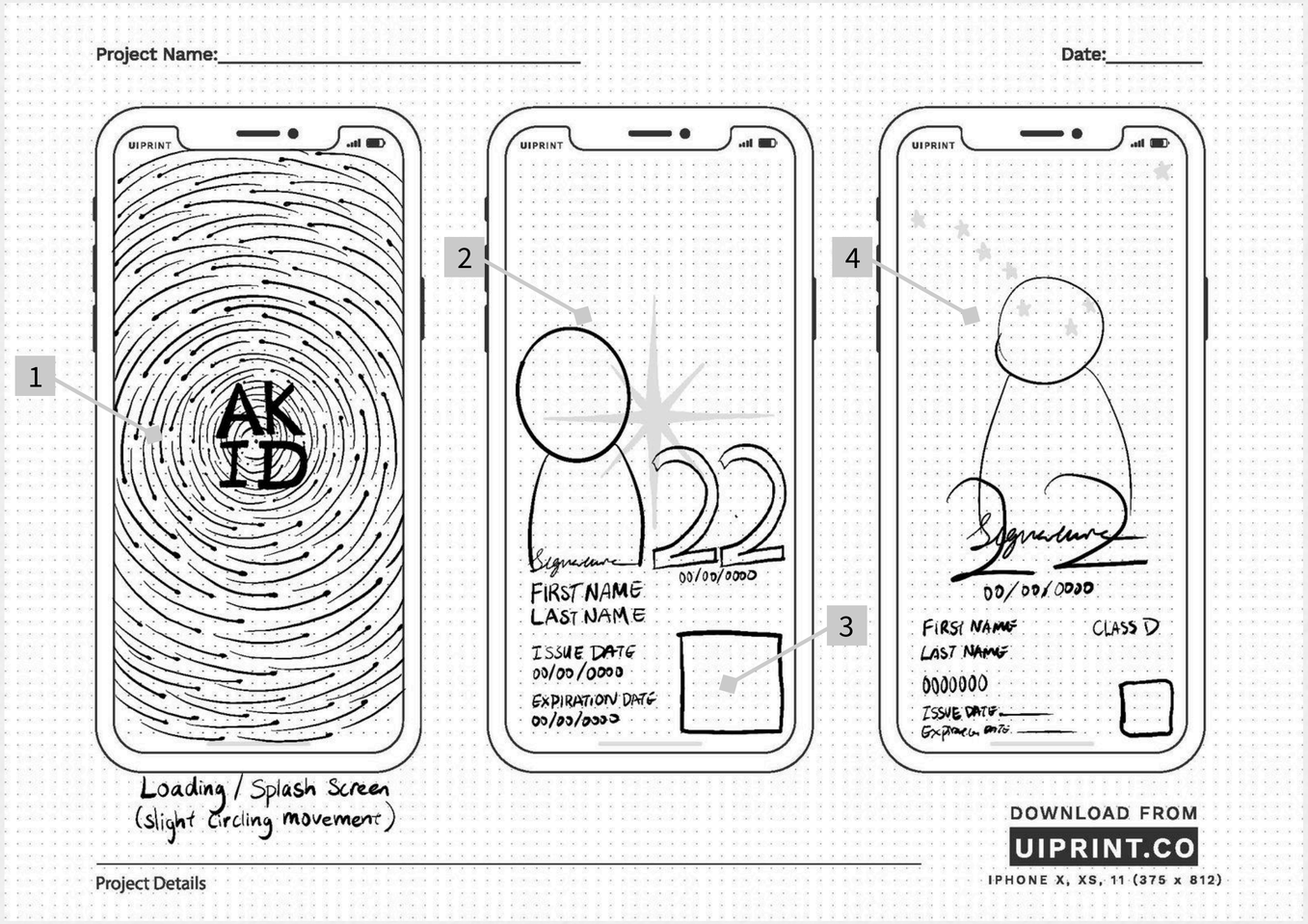
Sketches with Annotations

1 A splash screen idea based on the stargazing photography where the stars would move slightly in a circular motion and have the logo appearing in the center.

2 One idea of the Age Verification Screen, where there's a Northern Star in the background, tried out layering of portrait and signature.

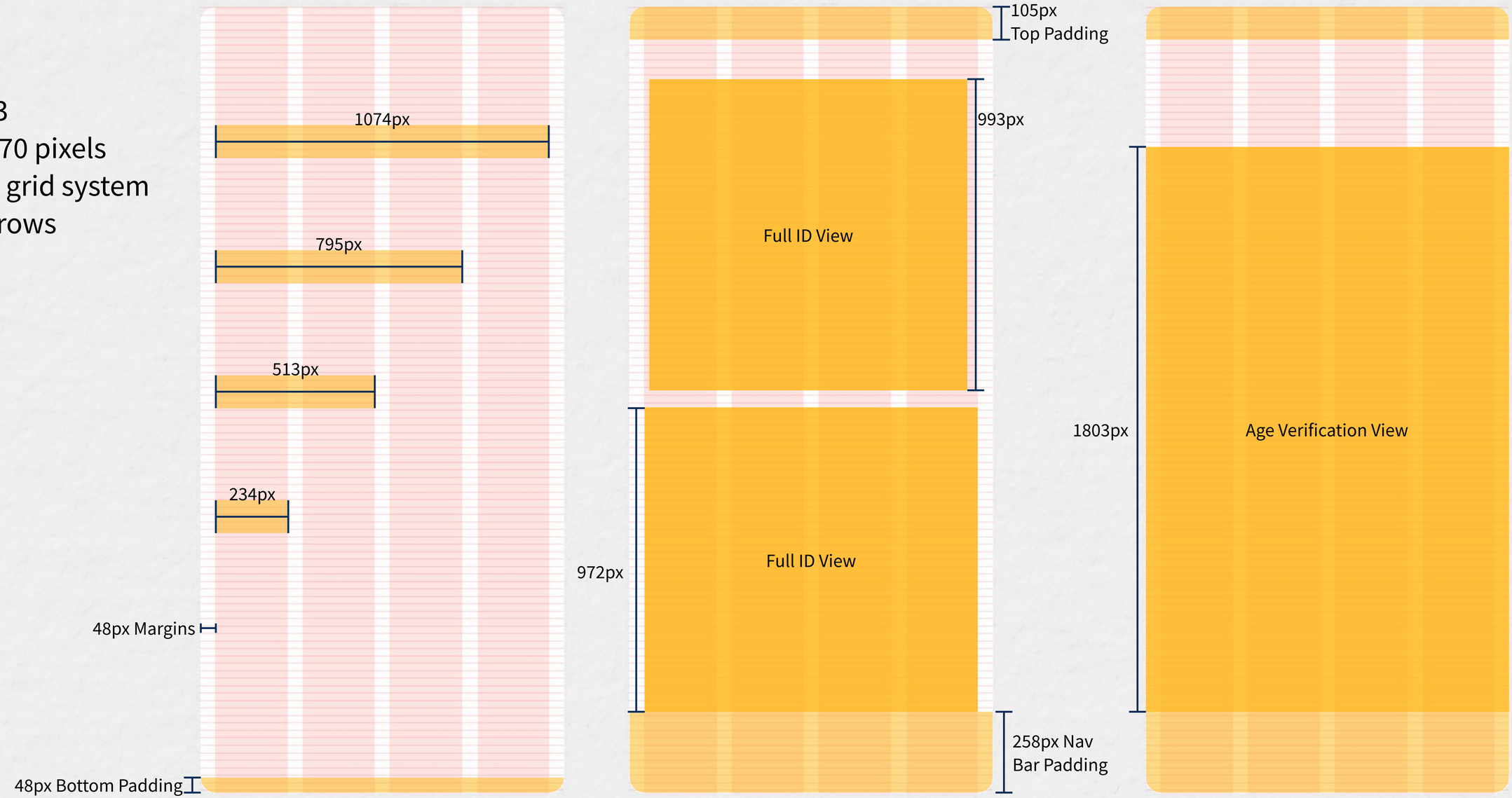
3 Tapping on the QR code will enlarge it and float on top of the whole screen with a blurred background to achieve better visibility.

4 Another idea of the Age Verification Screen where the element of the Alaska flag is used also as a background element, tried different layering of information and made the QR code an icon instead of a big button.



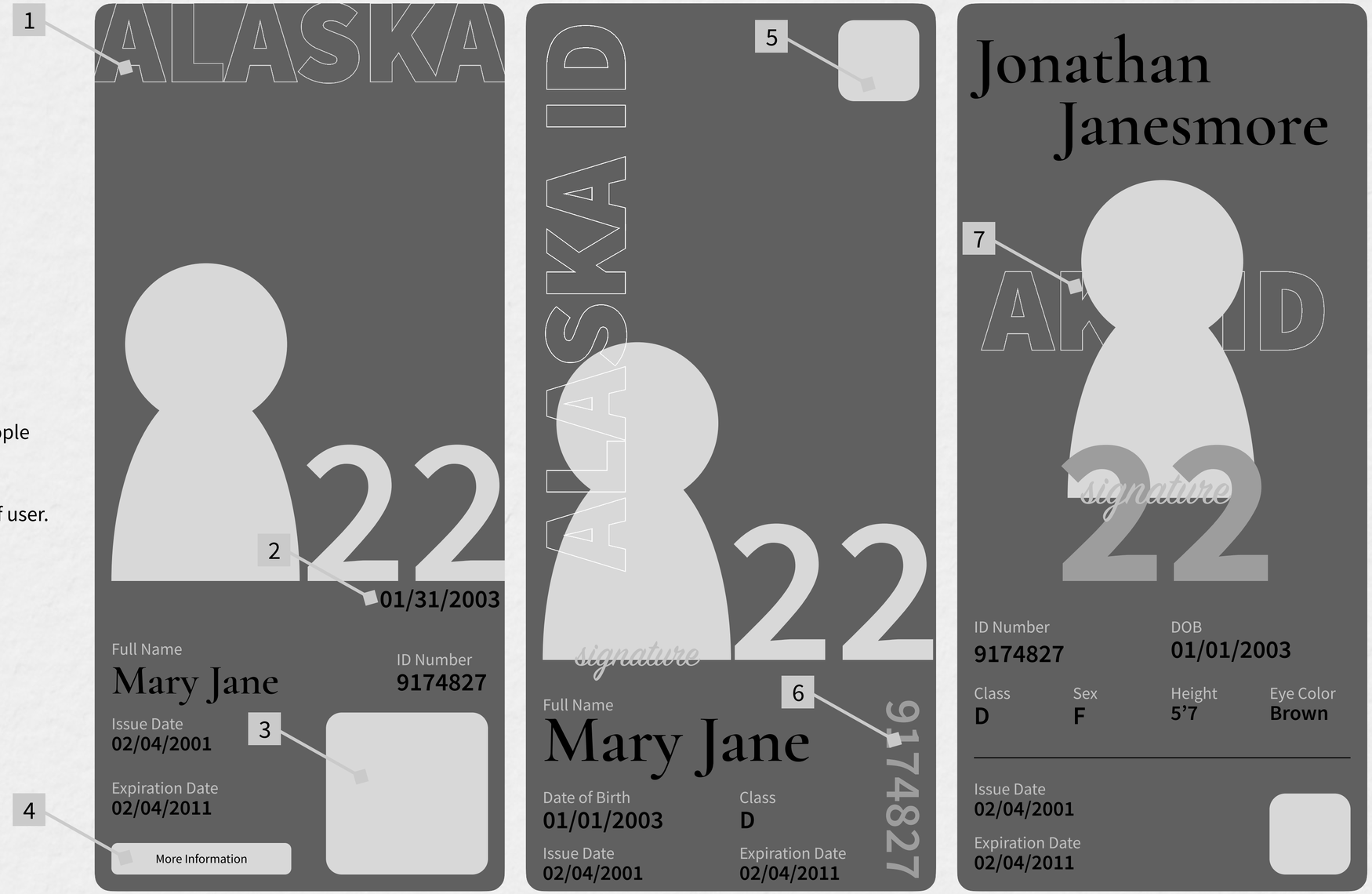
Device & Grid System

- iPhone 13
- 2532 * 1170 pixels
- 4 column grid system with 8px rows



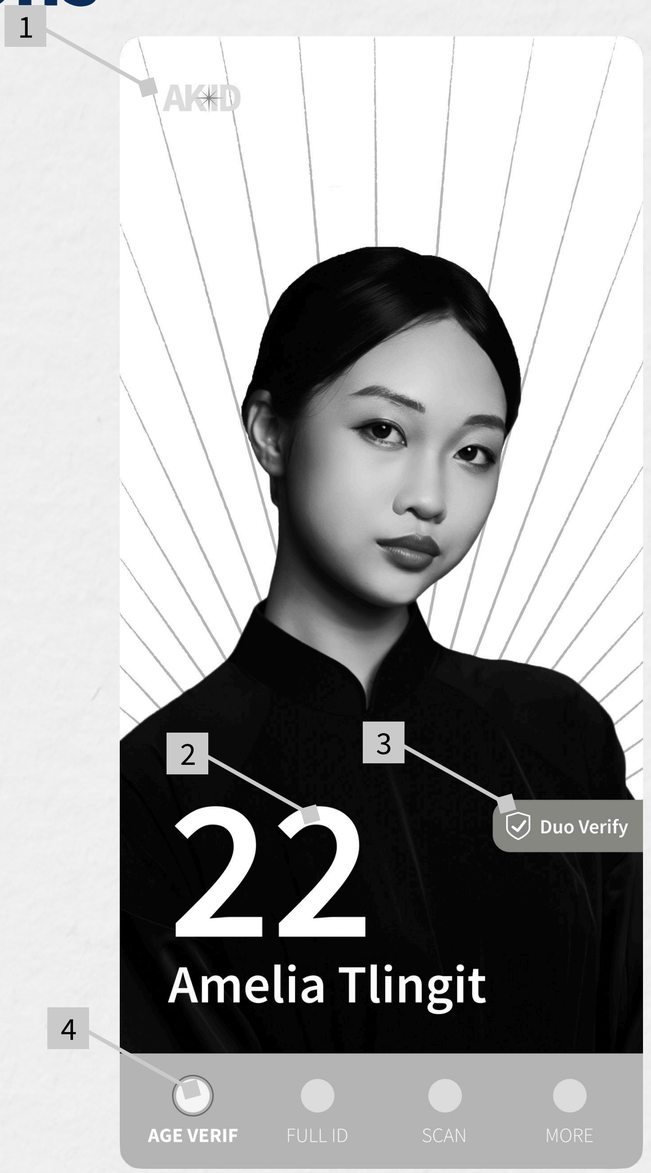
Lo-Fi Wireframes with Annotations

1. State branding.
2. Date of birth right under the age.
3. Scannable QR code.
4. Tap to go to full ID view.
5. QR code icon, tap to expand.
6. ID number emphasized for quicker scan, a lot of people look at ID just for this one information.
7. Layering of state branding with the profile picture of user.



Hi-Fi Wireframes with Annotations

1. Smaller branding logo that has less presence.
2. Large font size for the main information needed for this screen.
3. Duo verification button to make sure that this is not just a screenshot of the screen.
4. Selected state of the page that the user is currently on.
5. 50% black rectangle overlay to have better protection on the stars.
6. The stars from the Alaskan flag, will have a glow under and animated twinkling effect.
7. The duo verification button gets mostly hidden as a tapped state.



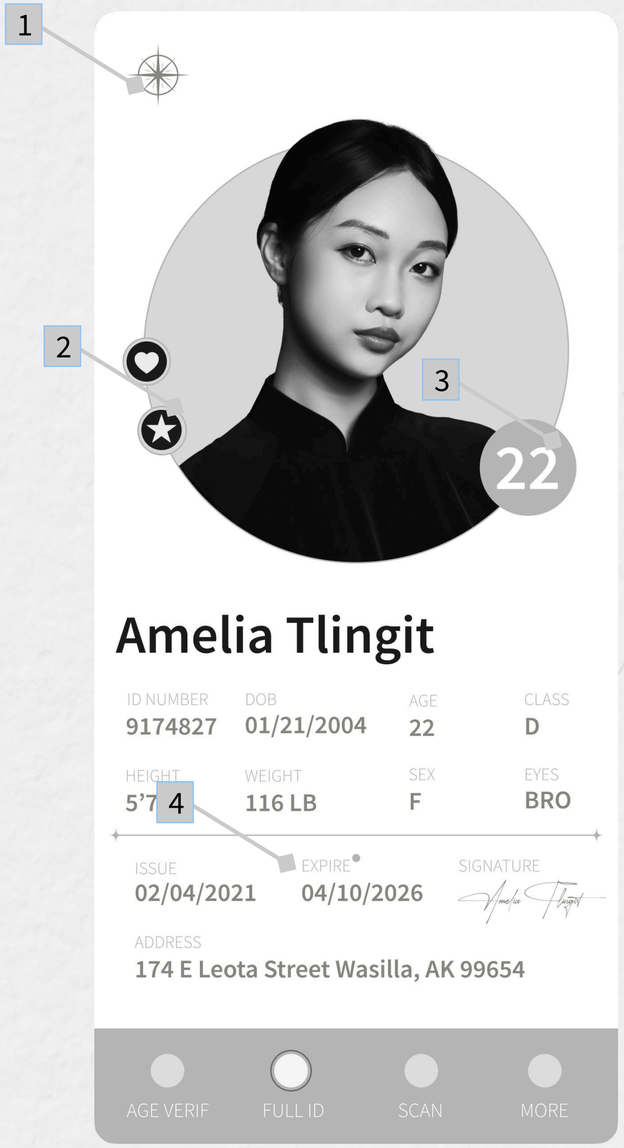
Age Verification Screen



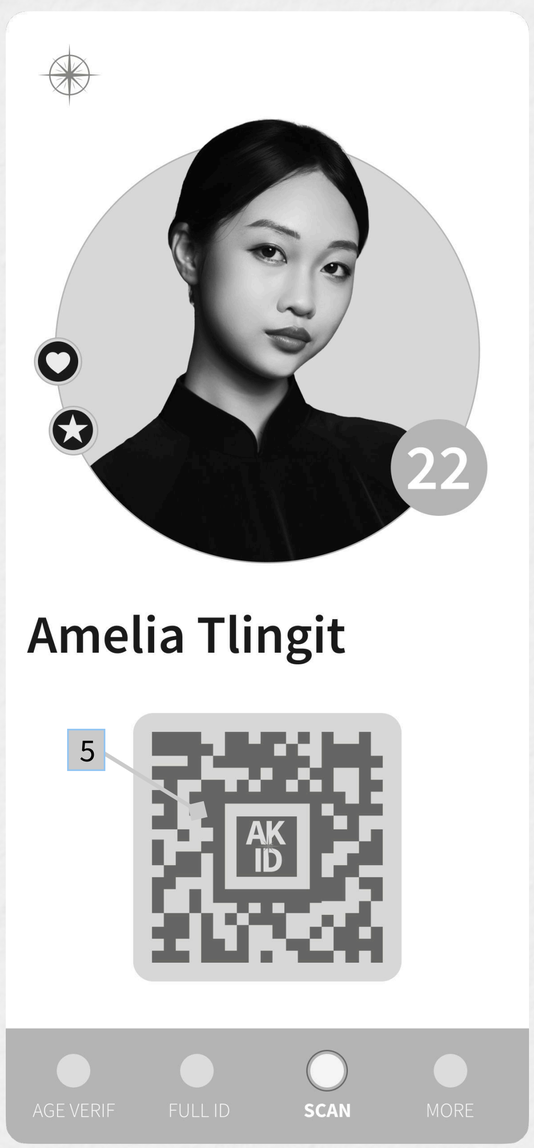
Duo Verify Screen

Hi-Fi Wireframes with Annotations

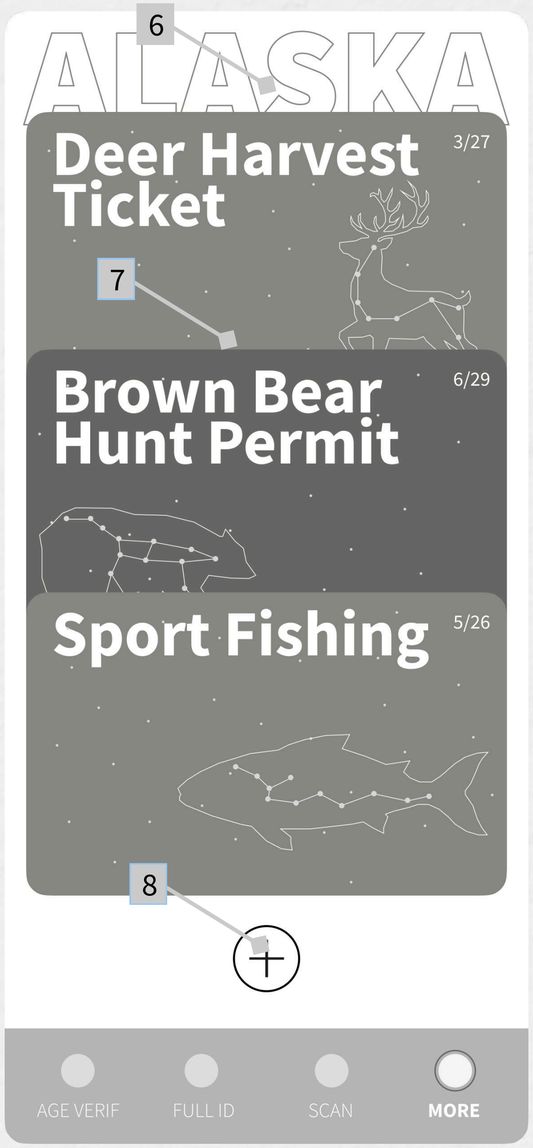
1. Pictorial mark of the brand.
2. REAL ID and Donor icon as badges subtly circling around user picture.
3. Age badge still prominent and close to the user picture.
4. Has a red dot to remind user that expiration date is near.
5. Customized QR code.
6. State branding.
7. Cards for other permits such as fishing and hunting.
8. Add button to add more permits to this wallet.



Full ID Screen



QR Code Scan Screen



Permit Wallet Screen

Inspiration Boards

PROJECT 1 - INSPIRATION BOARD

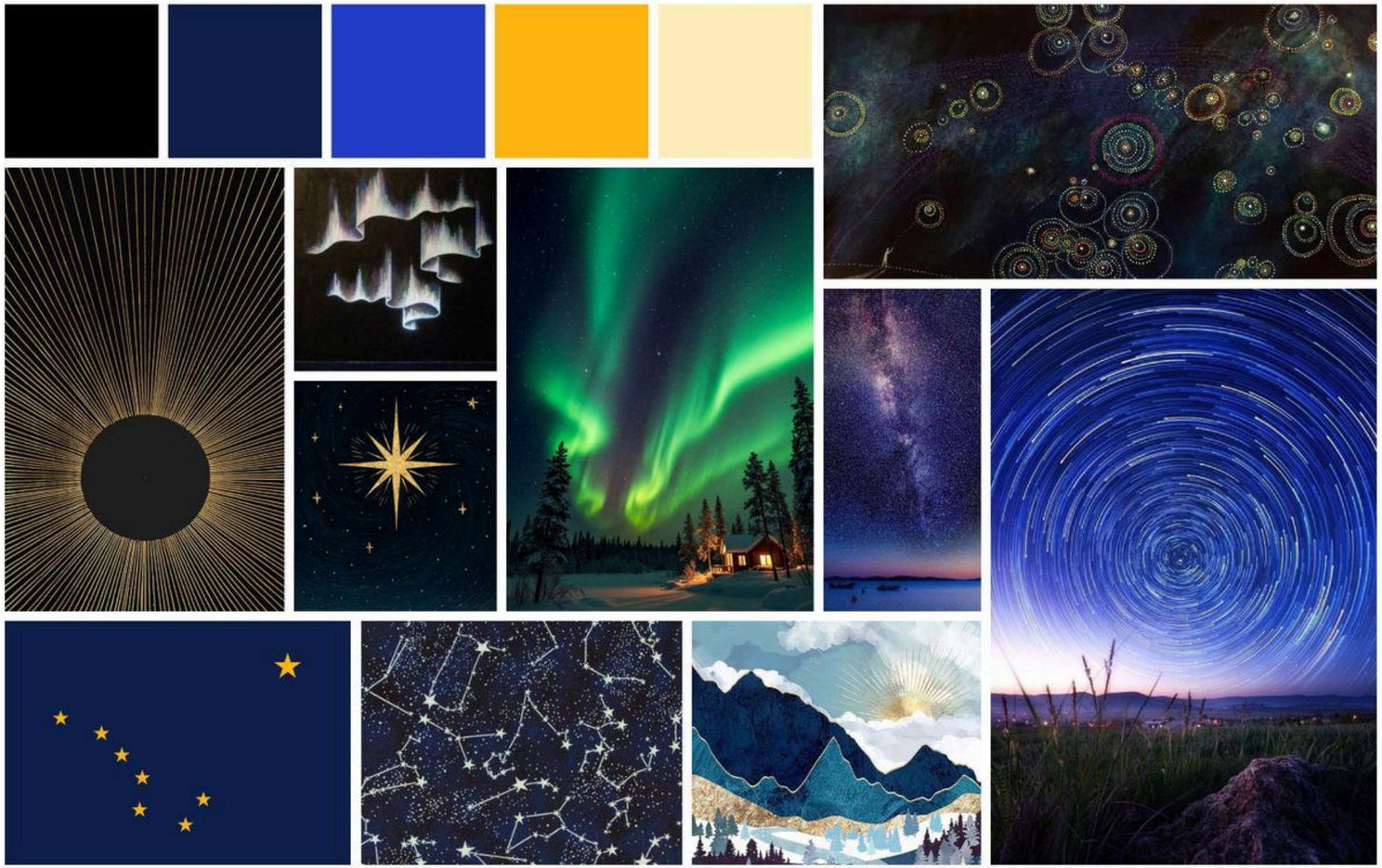
Alaska Digital Driver's License

Star Light

A dark, night sky-inspired style using deep blue colors and soft glowing light to create a calm, dreamy, and mysterious atmosphere with subtle depth.

Keywords

- Cosmic
- Luminous
- Gold Accents
- Mystical



Inspiration Boards

PROJECT 1 - INSPIRATION BOARD

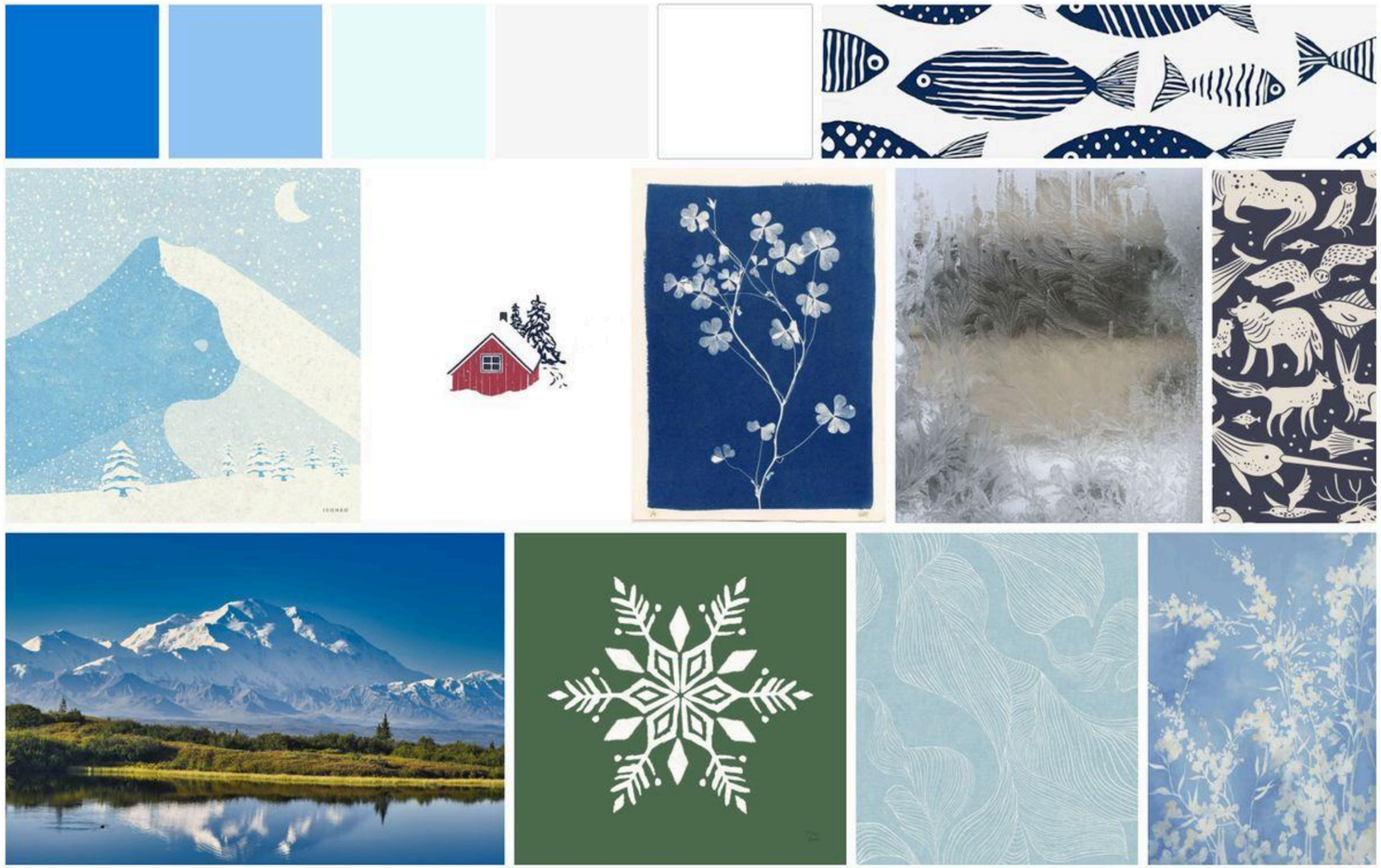
Alaska Digital Driver's License

Blue Winter Print

A clean, nature-inspired style using light blues, soft whites, and simple patterns to create a calm, fresh, and peaceful feeling.

Keywords

- Cyanotype
- Frosty
- Negative Space
- Textural



Branding Ideas & Iteration





This is the first logo I came up with, very simplistic but the first version used a serif font which did not match the overall style of the rest of my design. The second version changed to a san-serif font.





This is the second logo, I tried making the overall shape circular as a contrast to the square one above. Since it is a circle, I made an emblem/seal version of it as well.



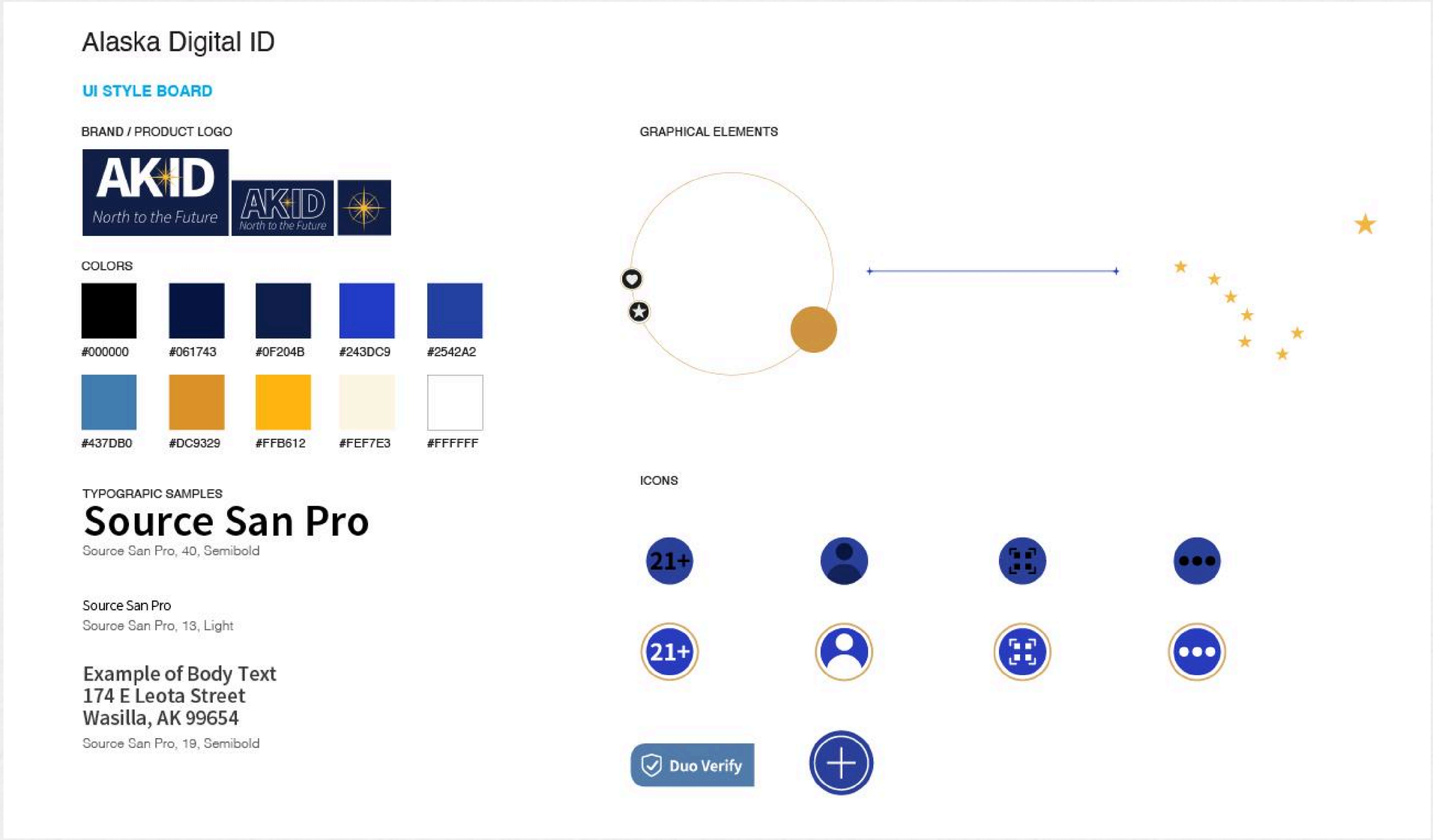


This is the third logo, the previous logos did not have the motto and I wanted to try to include it in the logo lockup on the splash screen. This logo is a lot more like the official government type of branding, which makes it look more reliable.



This is just a pictorial mark for screens that doesn't need too much emphasis on the branding, so that the user can focus on the information instead.

Final UI Style Board



Animated Prototype

VIMEO: https://vimeo.com/1189652058?fl=ip&fe=ec



Reflection

From this project I learned a lot about branding and how different motifs could have dynamics and apply itself to different scenes. It is common in a lot of everyday use of the apps we have, but I didn't really notice them. I iterated a lot on the state branding logo of Alaska, and then came to realize that some of them could coexist as other forms of the same logo. Photo editing with AI was also new to me, the experience turned out a lot better than I thought, but still a bit hard to use to get exactly what I wanted from the start.

There's plenty of areas where I can improve on:

- More easing and subtle motion.
- Color used on some of the elements (such as the QR code) standing out too much.
- Iterate more logos.
- Integrating the wallet screen better to fit the other screens.
- Text alignment in the Full ID screen.

Overall, it was a good project to work on and I enjoyed it.

Resources

Image Source:

- Photo by Đặng Duyên on Unsplash (Photographer Profile: https://unsplash.com/@lm_____turtle02)

AI Source:

- Adobe Firefly (Photo Editing)

Inspiration Sources:

- Pinterest
- Unsplash

Research Sources:

- Alaska News Source (https://www.alaskasnewssource.com/content/news/New-Alaska-state-drivers-licenses-are-out-heres-what-they-look-like-499332821.html)
- Alaska Mobile ID app
- Alaska DMV (https://dmv.alaska.gov/home/)
- Alaska Department of Fish and Game (https://www.adfg.alaska.gov/index.cfm?adfg=license.main)
- Alaska Department of Fish and Game(https://www.adfg.alaska.gov/index.cfm?adfg=huntlicense.main)
- Forebears (https://forebears.io/united-states/alaska/surnames)