

LOLO PROJECT  
RACHAEL HOLLAND

# WHO STARTED LOLO PROJECT?

Name: April Vogt

Age: 27

Location: Oregon

Major: Atmospheric and Climate Science  
Project: The Lolo Project

The lolo project founded in 2014 while attending the University of Hawaii. As part of the Lolo Project, April has designed a highly accurate, low powered weather station micro chip that will be capable of functioning in any mobile device.

## DISCOVER YOUR PASSIONS

### YOUR POTENTIAL IS JUST THE BEGINNING

A degree from the College of Social Sciences reflects who you are. With it, you'll join the ranks of those who have made a difference personally, locally and globally. You'll become an idea maker, a leader, a catalyst. One day you will impact policies, change the way societies respond to social needs, influence the way communities are developed, uncover the next big story or speak for those who have no voice. The possibilities are endless. The impact you'll make is immeasurable.



April Vogt, Undergraduate Student, Lolo Project, Inventor of  
Totable Weather Engagement & Enhancement Technology, T.W.E.E.T.

# THE MISSION

The Lolo Project main goal is to advance current day tornado warning systems.

## APRILS HYPOTHESIS:

- Increase lead time from 13 minutes to 120 minutes or greater
- Decreasing falsifiability rates from 70% to 20%
- Increasing the known tornado strike location from 30% to 80%

This will result in greater public trust when warnings are issued and decrease injury and death tolls.

HOW CAN THIS BE  
MADE POSSIBLE?

# T.W.E.E.T

“TOTABLE WEATHER ENGAGEMENT AND ENHANCEMENT TECHNOLOGY”

## WHY

The goal is to utilize the design to create a highly accurate, surface-level weather grid capable of obtaining near to real time readings in an area prone to potential tornadic activity.

## WHO

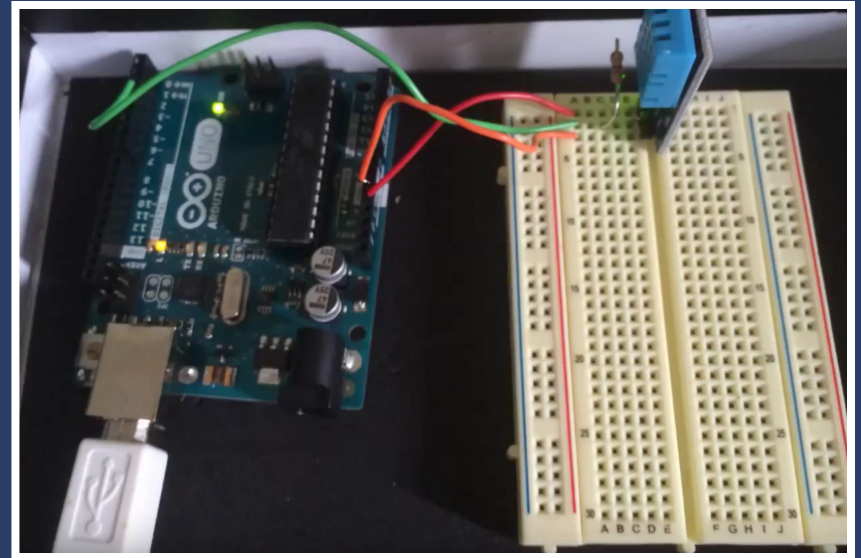
Currently individuals involved in weather research, forecasting, and analysis. In the future the general public to expand research.

## HOW

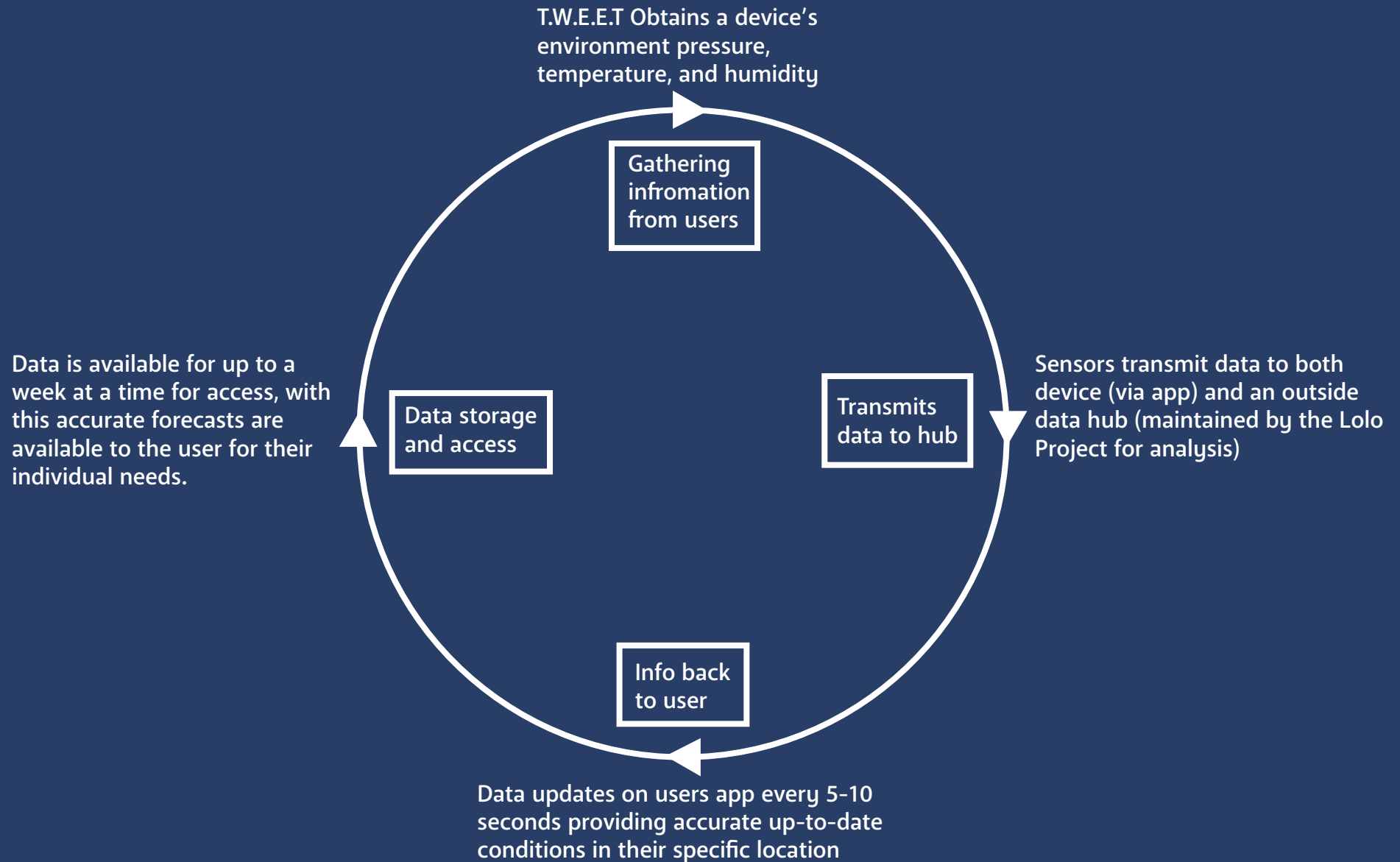
Used on any mobile device, with wifi/bluetooth with a preinstalled app. The app will give the users weather warnings and using GPS to determine the closest place to seek shelter and evacuation routes.

## USER ACCESS

All data will be stored in a database facility that is accessible online to users providing real time data, as well as historical data. The data will be available for up to a week.



# T.W.E.E.T CONNECTIONS



WHO'S THE  
COMPETITION?



# COMPARISONS

- Colors: blue, yellow, orange, black/white
- Most logos related to news sites/ blogs. Even tours!
- Tornadoes depicted in different line variations or as a solid form
- Logos encompassed by circle or paired with lettering
- Sometimes a addition of lightning and/or clouds



# MAIN COMPETITOR



- Tornadoes Experiment 2 (VORTEX2)
- Its the largest tornado research project in history.
- Note: experiments started in 2009
- VORTEX2 uses a fleet of 10 mobile radars, and 70 other instruments.



# SOLUTIONS

## OBTAINABLE

- PHONE APP
- BUSINESS CARDS

## BLUE SKY

- WEB SITE

# LOOK & FEEL

- COLORS
- TYPE
- LOGO SKETCHES
- BUSINESS CARDS
- APP LAYOUT

# COLORS

## FIRST LOOK

Bright colors

Primary colors

Flat

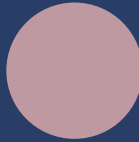


# COLORS

FIRST LOOK  
Bright colors  
Primary colors  
Flat



SECOND LOOK  
Neutral colors  
Muted



# COLORS

FIRST LOOK  
Bright colors  
Primary colors  
Flat



+

SECOND LOOK  
Neutral colors  
Muted



=

THIRD LOOK  
Neutral colors  
Brighter  
Calm  
Easy to look at



# TYPE STUDIES

- EASY TO READ FOR PEOPLE OF ALL AGES
- HAS SOFT EDGES
- SHARPE EDGES CAN CREATE A FEELING OF TENSE EMOTIONS

Anago - book

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Anivers - Regular

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Myanmar - Regular

abcdefghijklmnopqrstuvwxyz

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DOMUS TITLING - REGULAR

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Microsoft PhagsPa - Regular

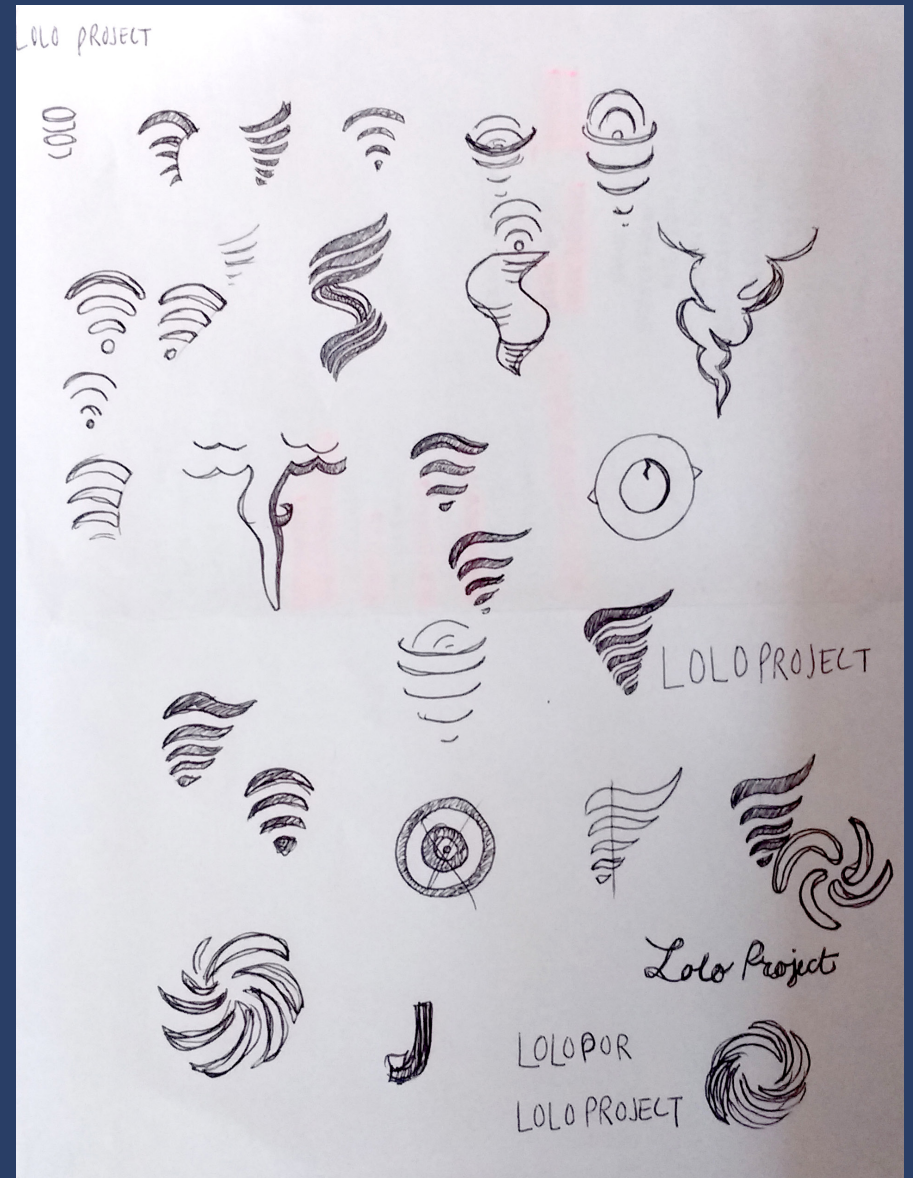
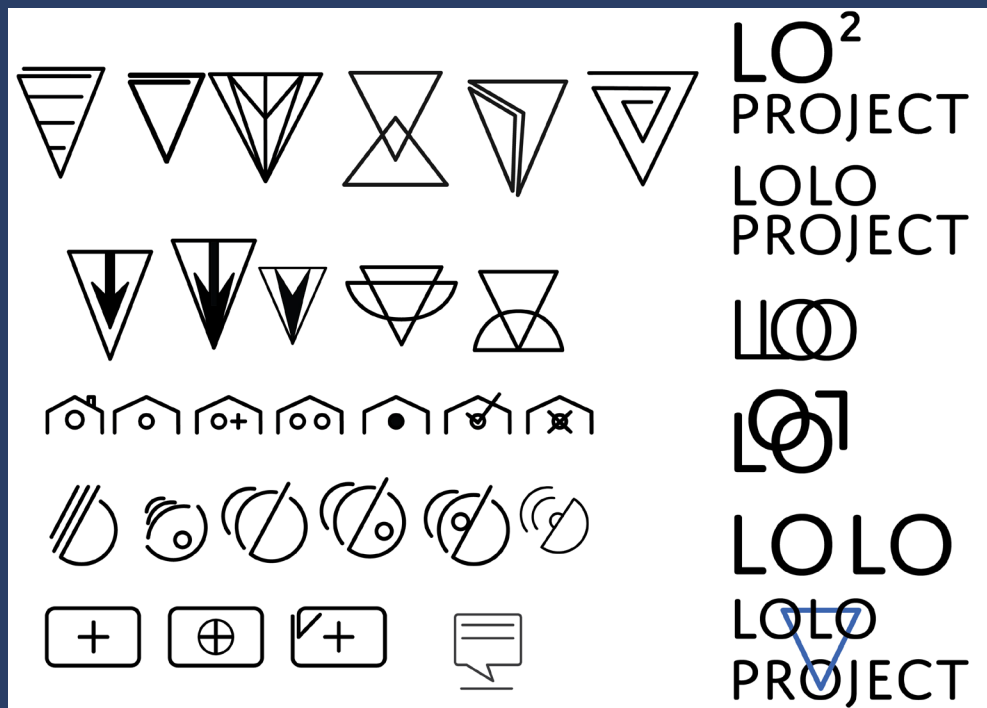
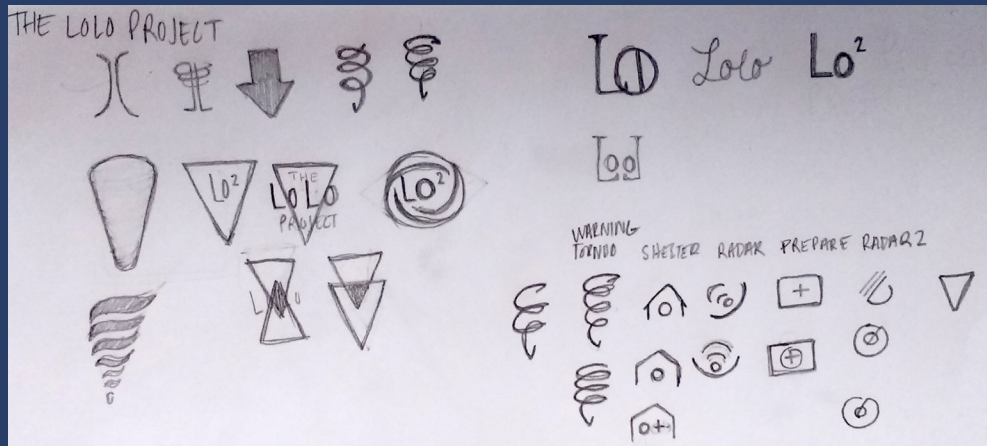
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# SKETCHES





LO<sup>2</sup>  
PROJECT

LO<sup>2</sup>PROJECT



PHONE APP

THANKS