LET'S GO

Saloni Dangarwala
Mobile app - Part 1

GRDS 384 Interface Design
Prof. Holly Quarzo
Spring 2015

BENEFITS

Let's go is an app designed to motivate people to take time out, connect, socialize, and go to new places. The user presents their preferences of things they like do and with whom in the app, so finding places and spending time with loved ones gets even easier. Even better, the app motivates you to get out by gamifying the process of check-ins which in-turn earns you badges that can be redeemed for discounts and coupons.

STATEMENT OF PURPOSE

This app aims at make it easier for people to get out of their shell and connect with people that matter, by getting recommendations of places to see based on your likes.

BRAG POINTS

- Its easy to get out and take a break whether you want to go for a quick coffee or an adventurous trip

- Get different place recommendations of the same things you like to do.

- Set your goal and forget it.

- Explore and remember with your friends
.
- Stay in the know

DEVICES

This app will target iOS devices, optimized for iPhone 6. Future plans include developing app for apple watch and for Android phones.

USER

Targeted audience will be users that typically spend too much time indoors but are willing to go outside and discover new places and things. Targeted demographic will be ages 18-30, male or female, low income.

STORY

It was finally the weekend again and it was time for the dog wood festival, my friends were making hundred plans, talking a walk to the piedmont in the nice warm weather to visit the dog wood festival, going out for dinner, going to watch a movie, you name it.

This whole previous week I was so packed with things to accomplish. I had been staying up late in the night and back to school in the morning with just whatever minimum amount of sleep I could get. Now considering my week my body and mind did deserve some break, and the right thing to do was to take breaks between work and not exhaust oneself.

However, I being the kind of person who wants to get everything done at a go, like a marathon I don't stop until its over. I can work from morning to night and sometimes even all night just sitting in one place. Which how my weekends are usually.

Something changed this weekend, I was doing my regular work sitting in college and my friend calls me and tells me that I am going out with her almost forcing me to get out because she knew that I needed a break much more than I think I needed.

After I got back from my short adventure I actually felt more productive and I have noticed this time and again. I was glad that there was somebody to look after me and tell me that girl you have had enough, get out you deserve a break.

Welcome screen

> User taps

> System pulls list of meta tags.

> Settings to get to know the user better.

> User selects, taps on meta tags which resonate with their likes.

> System saves and requests permission to be able to suggest places based on location and send notifications

> Permissions Screen

> User selects by tapping allow or not.

> System remember and proceeds accordingly.

> Carousel of top recommendations of weather related activities customized to the likes (remember the meta tags selected)

> User swipes right to browse all recommendations

> System pulls slide #2

> Recommendation #2

> User swipes right to browse recommendation #3

> System pulls slide #3

> Recommendation #3

> User swipes right to browse recommendation #4

> System pulls slide #4

> Recommendation #4

> User swipes right to browse recommendation #5

> System pulls slide #5

> Recommendation #5

> User taps on the recommendation of this choice.

> System remembers and pulls a list of related activities along with the selected recommendation.

>

Curated list of places build taking into consideration the selection from the main slide show and likes (meta tags selected at the start)

>
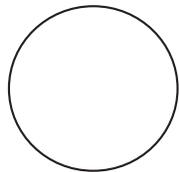
User taps on the ask friend icon to as a friend to join along.

>
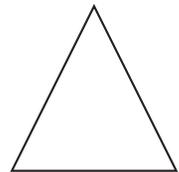
System pulls the time and date information

>

Form to fill out the time and date when you would like to go, now or planning for the future.

>
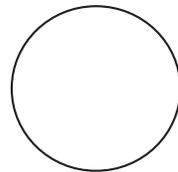
User inputs the details and confirms the details

>
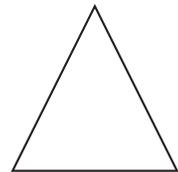
System saves and pulls up a list of friends to send notification to.

>

List of available friends to ask to join along.

>
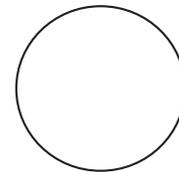
User taps the plus icon to select the friend(s) to they want to go along with.

>

>
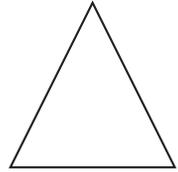
System send a request to the friend(s)

>

Notification message that the message has been sent

>
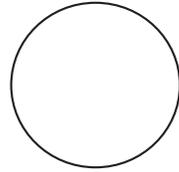
User taps on cool button and waits for the response.

>
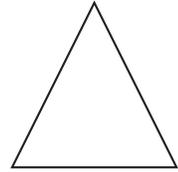
System responds back to the user with the acceptance or decline.

>

Pop-up Notification on acceptance to go out.

>
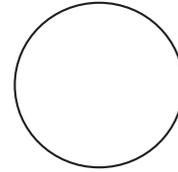
User selects awesome,

>
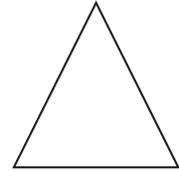
System pulls up the information screen of the place the user wanted to visit.

>
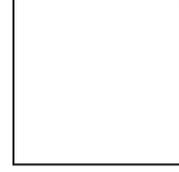
The information about the place, map check-in, etc

>

>
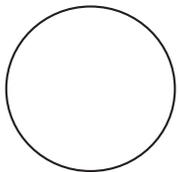
User taps on the check-in icon to notify the app about its activity.

>
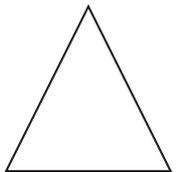
System pulls a map with check-in details.

>
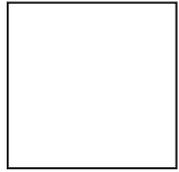
Check-in screen with options

>
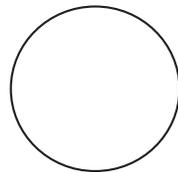
User uploads a photo and checks-in

>
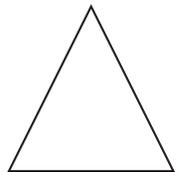
System remembers and generates a pop-up of the first achievement completed.

>
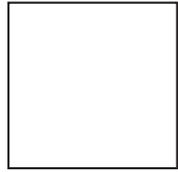
Achievement pop-up

>
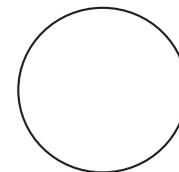
User taps, sweet, thanks to dismiss the pop-up.

>
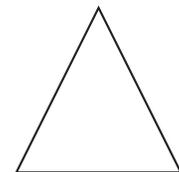
System records the activity and keeps a track of the achievements in terms of badges earned.

>
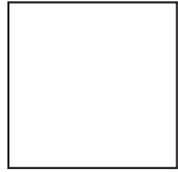
List of achieve-ments and badges earned and left to be earned.
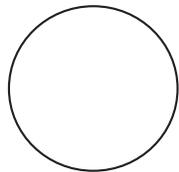
> User taps on back to go back to the profile.
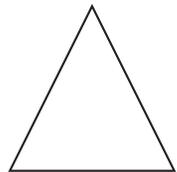
> System pull up the profile screen

> The profile screen Shows the user details,history, friends, achievements and a toggle button for willingness to go out with friends,
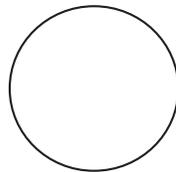
> The user toggles availability off.
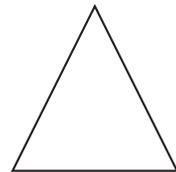
> System registers and makes the user unavailable on all friends lists. However the application notifications are still on.

> The profile screen with availability off
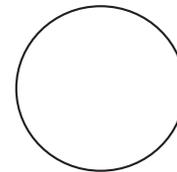
> The user selects goals form the icon tray
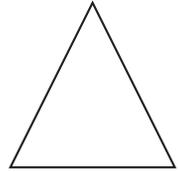
> The system pull up the adding goals screen

> Adding goals to accomplish with in a certain period of time.
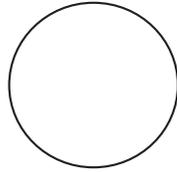
> User adds the goal and selects the time duration.
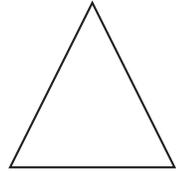
> System remembers the goals and notifies when the users of it as and when opportunities occur.

> Reminder to complete the goal.
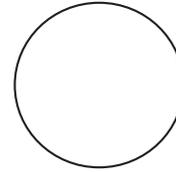
> User taps lets go
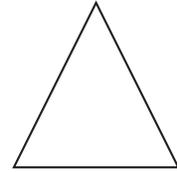
> System registers and pull us a list of places to visit.
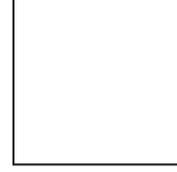
> List of places customized to the goals.
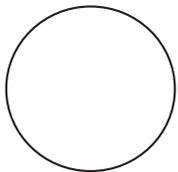
> User swipes down browses the recommendations and taps the mood icon from the icon tray
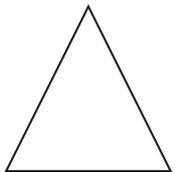
> System pulls up the search by situation and mood screen
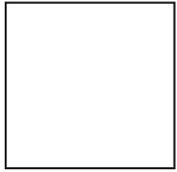
> Screen for customizing the recommendation of place by moods and situation.
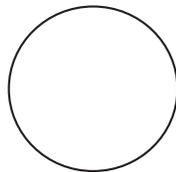
> User fills in the blanks by selecting an appropriate word from the drop down or types in their own.
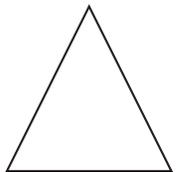
> System aggregates and provides a list of customized places to suit the situation.
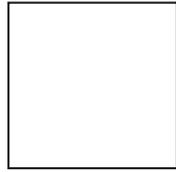
> List of places to go curated to the situation and mood provided by the user.
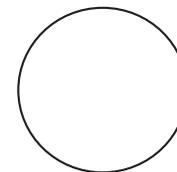
> User selects a place.
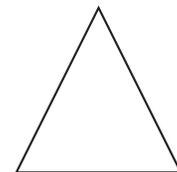
> System pull ups information about that place.

USABILITY FINDINGS

1. The action button label wasn't appropriate and needed to be renamed to something more inviting.

2. Use a more conversational language keeping the flow of the conversation from the start screen.

3. Bombarding the user with too many permissions could get tedious, instead may be do it all at one or ask for permission at a later time?

4. It was unclear as to what the + icon's function was, people did not know check-in would be buried under this icon.

5. The buttons are to close to each-other which could be rather frustrating.

6. There was confusion between the bookmark on the icon tray buried icons.
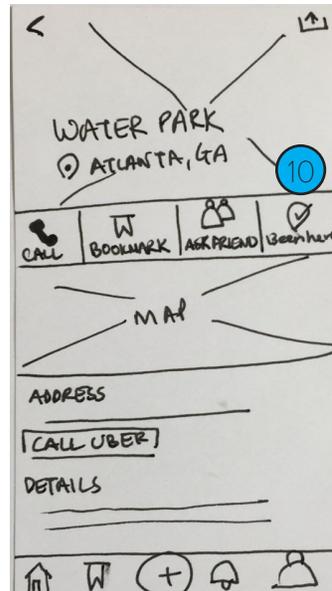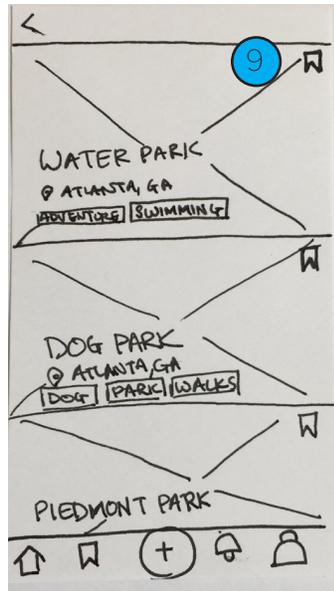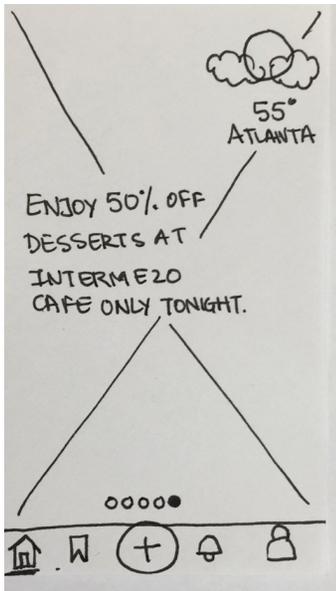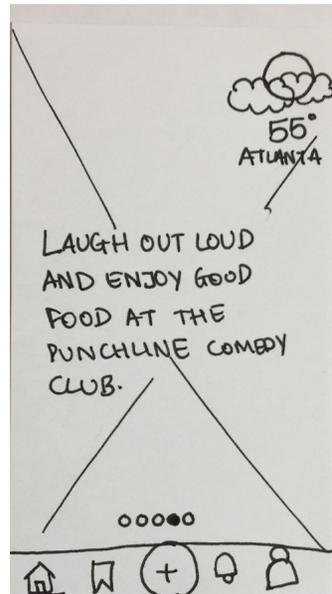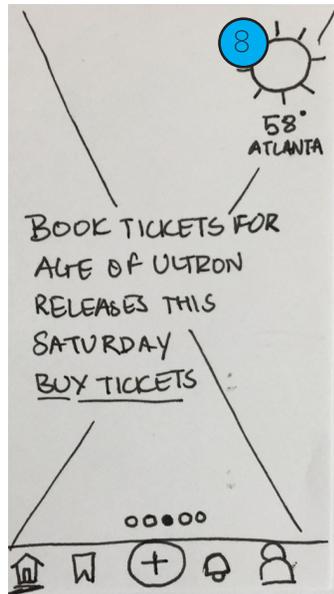
USABILITY FINDINGS

7. The notification icon should probably be on top right corner.

8. The weather could may be show the temperature at the location of the recommended place.

9. The list of other recommended places could have the functionality to ask a friend directly to join along.

10. People expected check -in function to be in the place of been here. Not sure why was been here needed.
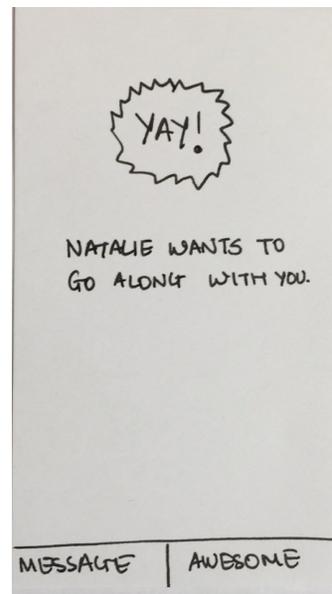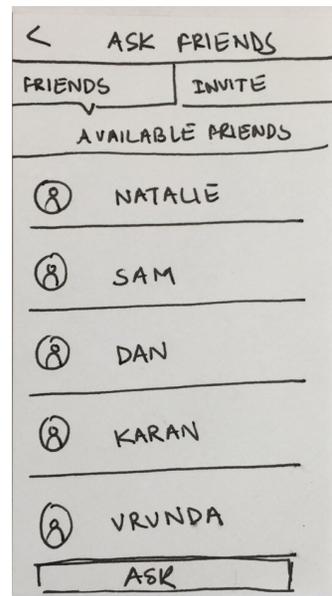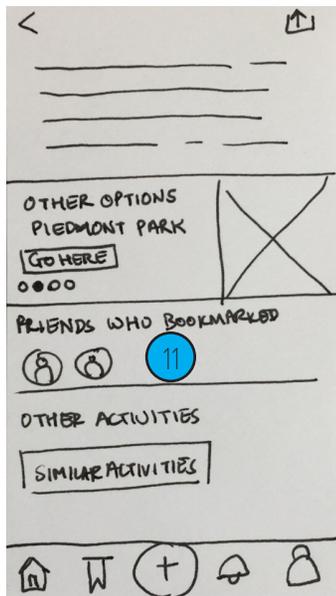
USABILITY FINDINGS

11. The information screen which has the details of the place/ activity could probably have a thumbs up thumbs down rating which the friends gave that place

12. Kill this burred functions icon, it wasn't intuitive. May be include a thumbs up thumbs down rating system to help the app learn your likings and recommend places bases on that. Make the checking prominent.

13. When asking friends to join in provide for a way to enter time and date to plan ahead of time.
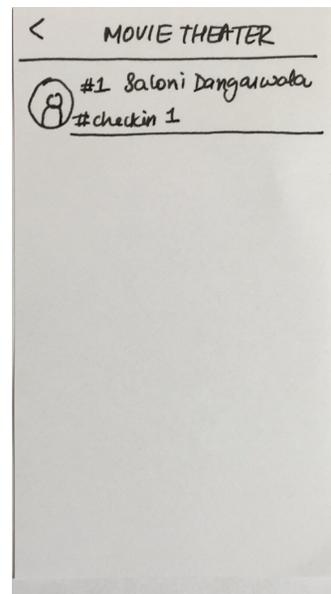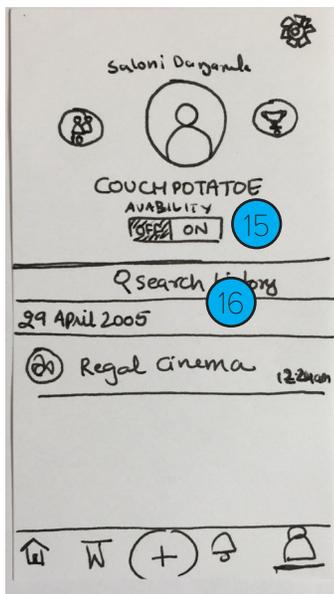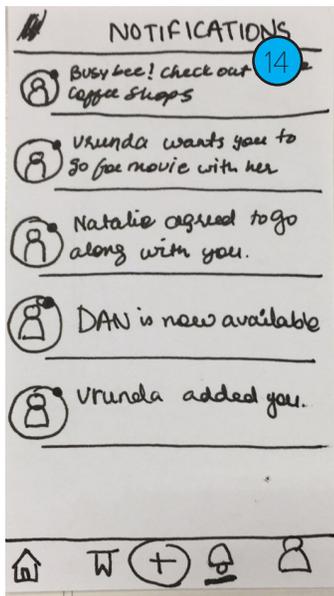
USABILITY FINDINGS

14. The notification should have a time stamp and an option to clear notifications incase they get too overwhelming.

15. The availability on/off setting on the main profile was a bit confusing and it could rather on the friends page where you could make yourself available or not to your friends.

16. The history of places checked-in at could be divided into categories by place eg, Bars, restaurants and park for easily being able to find a place at a later time.

17. Instead of having leaderboard collecting badges could be a more motivating reward.
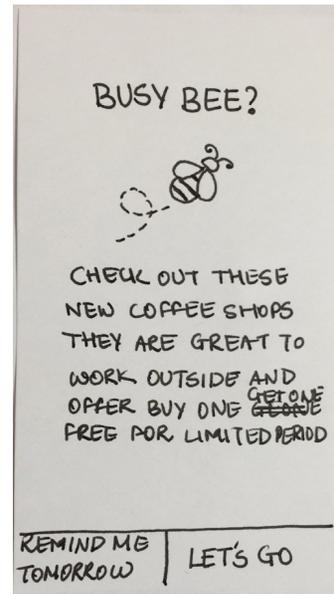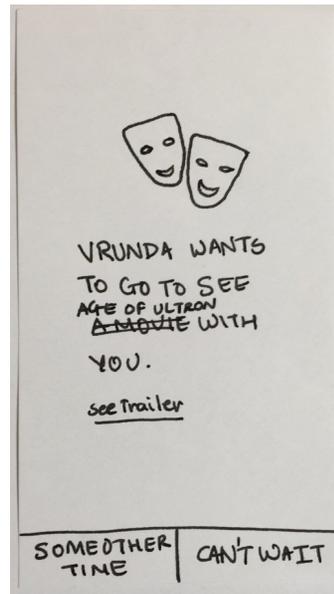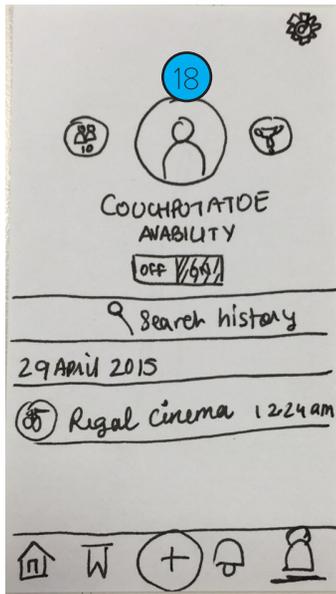
USABILITY FINDINGS

18. The profile page could have a happiness meter which would show you your level of happiness depending on the activity you did and there by notifying you to be more active and get out to things make you happy, which in-turn increases productivity.

Welcome screen:

The user is greeted to the application an a little note about why we need information from the user is provided

This helps in building a relationship with the user so as to gain their trust.

Settings

The user will select all the activities they enjoy doing and would love to do more.

This aids in showing content which is customized to the needs of the user. This solves the problem of showing different places for the same things you like to do.
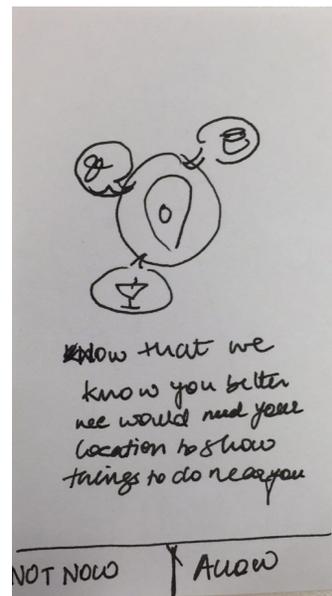
Permissions

Taking advantage of the location services an inbuilt feature of the phone to suggest places nearby as well as others.
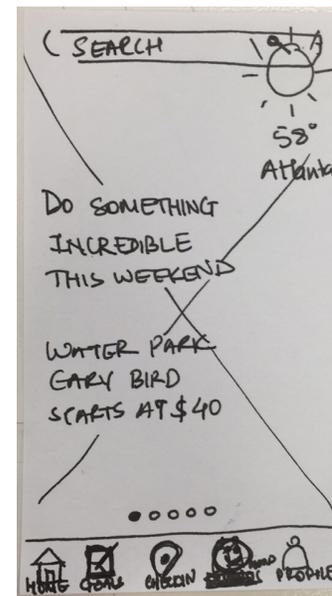
Home slide show 1

Taking advantage of the function to detect weather of the phone, suggesting places nearby as well as others according too the weather outside . Shows top 5 picks

This solves the problem of having to go through a long list of things by just providing the best 5 things to do right now. Also keep you up to date with the latest happenings.
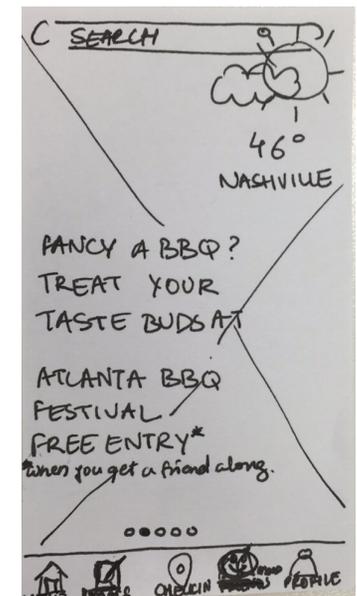
Home slide show 2

The user can click on the text or the image to go to details of the recommendation.
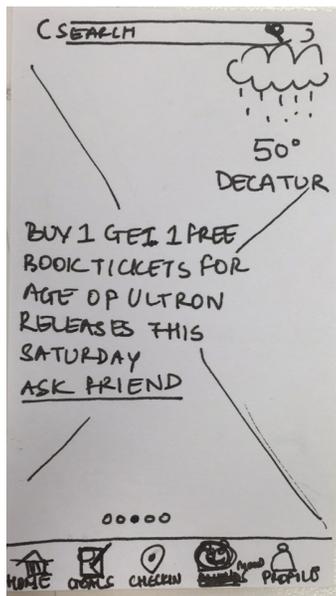
Home slide show 3

The user swipes left and right to browse through the carousel of recommended places.

The offers are strategically made so as to get you to spend time with people that matter to you. The by one get one free motivates you to ask a friends to join in.
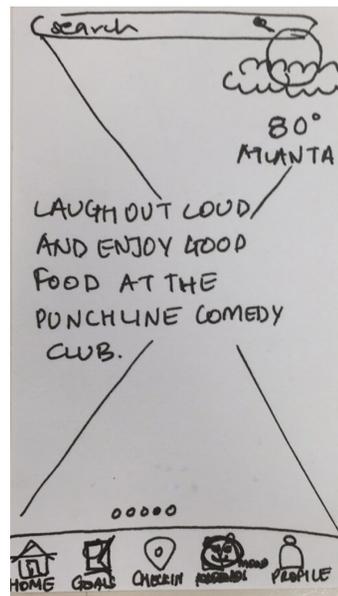
Home slide show 4
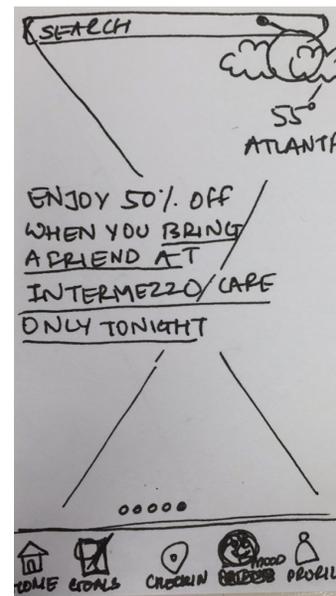
Home slide show 5

The limited period offer motivates you to get out right now. Prompting you to take immediate actions.

Solves the problem of getting you out of you house and getting out.
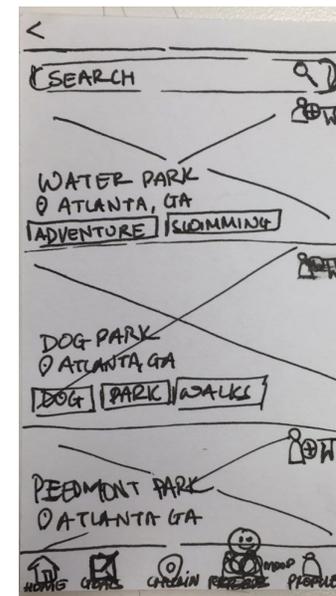
Selected place result list

List of other similar recommended places which is what you land on by tapping on the sideshow.

The bookmark icon solves the problem of having to remember places to go to, you can also directly as a friend to join in or make future plans by tapping ask friend icon
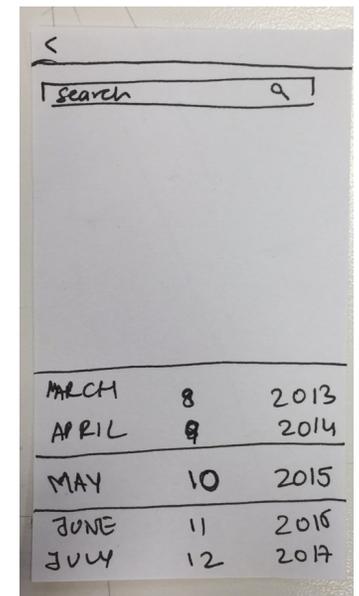
Set Time and Date

The user selects time and date for the meeting.

This solves the problem of not being able to decide on a time.

Invite Friends

The invite friends screen, by selecting the friend and tapping lets go you can ask them to join along.
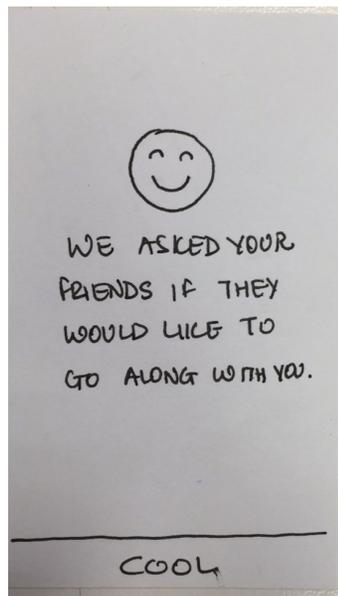
Notification

The app notifies you about the tasks it performs so as to make you aware about what is happening and it's kind of an assurance that the message has been sent.
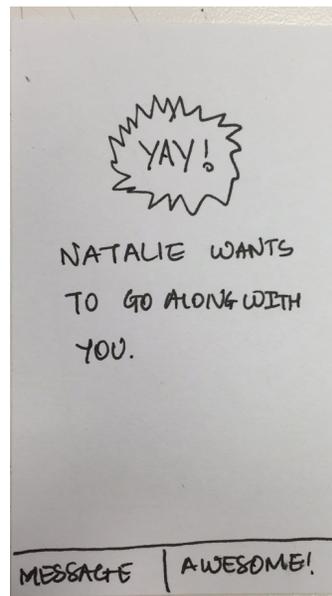
Notification

When a friends accepts the invitation the app makes it kind of a big deal because it is right?
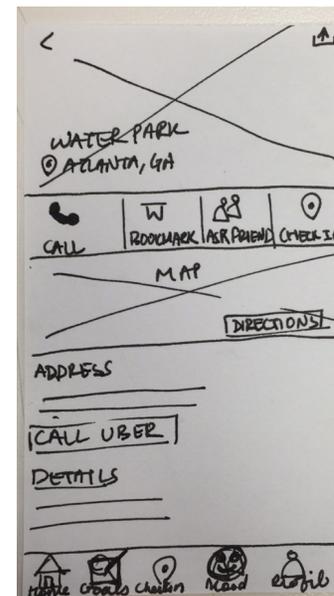
Place Details

After the friend has accepted the invitation and you tap awesome it take you to the place details screen, here you can find all the details about the place.
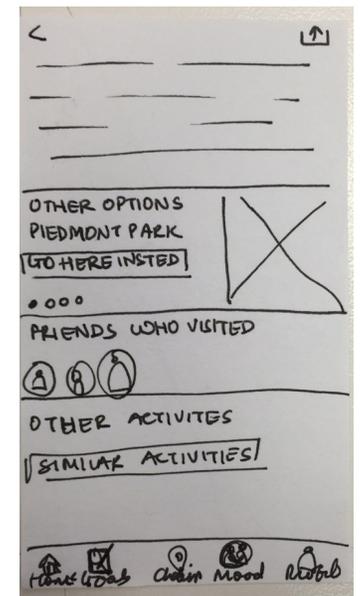
Place Details

After the friend has accepted the invitation and you tap awesome it take you to the place details screen, here you can find all the details about the place.
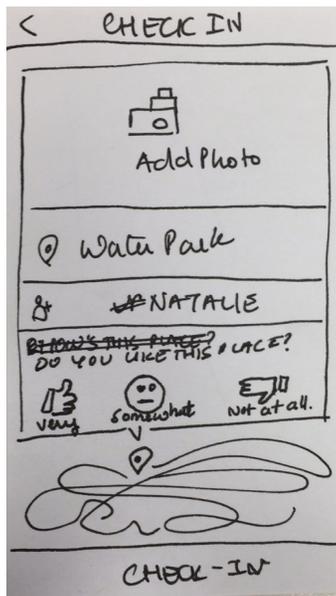
Place Check-in

You can check in from the place details page and add a photo and tag a friends. you can also provide feedback for this place weather you like it or not.

This solves the problem by learning over what you like and don't and recommends places based on you habits and likes.
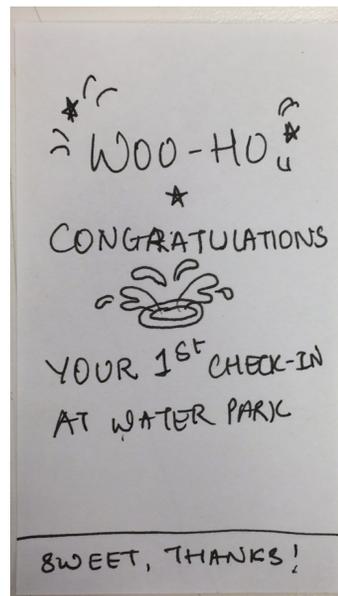
Unlocking Badges.

Unlocking badges is always a surprise element, but when you do it tell you what you have achieved. The more badges you have the better deals you are bound to receive.

This solves the problem by gamifying the process of getting out and motivates the user more.
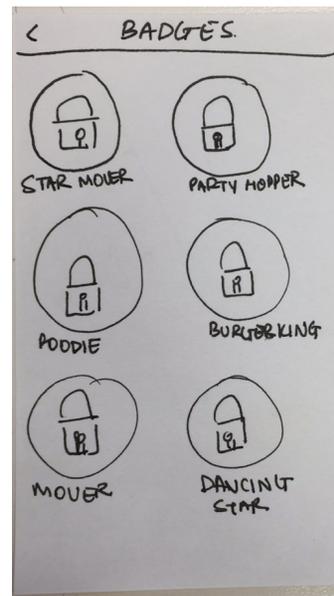
**Collectible Achievement**

Shows a list of all the badges.

This solves the problem by gamifying the process of getting out and motivates the user more.


User Profile

This page shows the history of places that the user has been to making it easier to go back to and remember. Its also creates sort of a personal travel diary creating memories.

This solves the problem of remembering the past places you have been to with friends.
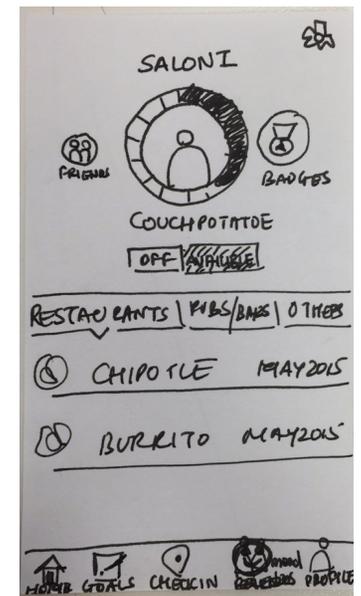

User Profile

The user can turn his availability on or off depending on how he feels this solves the problem of being able to just do things alone if you don't want to do them with others.
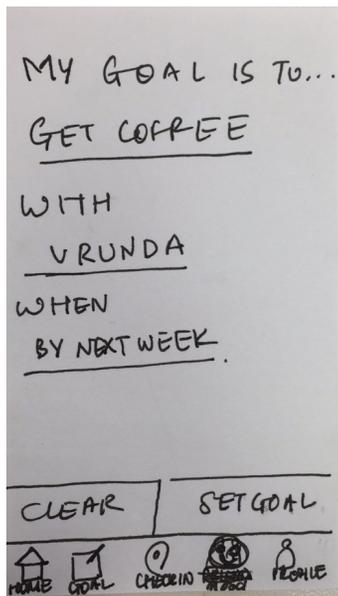
Place Check-in

Here you can set the goal which you want to achieve and the app will work towards it to make sure you achieve it.

This solves the problem by setting the goals and forgetting them.
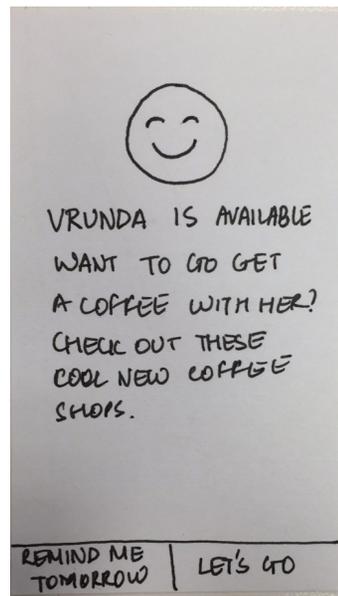
Notification

Since you goal was to spend more time with vrunda the app notifies you when a friend you want to spend time with is available.

Solves the problem by doing the job for you, we don't know when and if our friends are occupied or busy. The application detects by the setting used for available on/off.
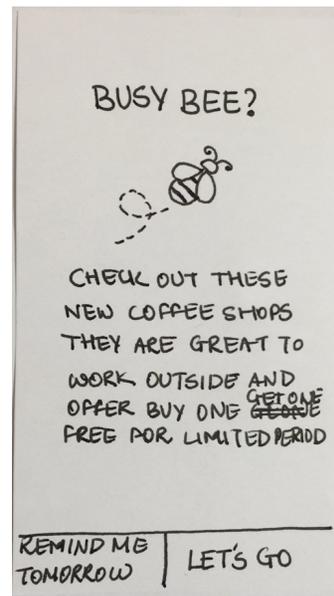
Friendly Reminders

When the app detects that you haven't been going out it send you notifications suggesting things you can do even when you are busy.

This solves the problem by suggesting place that are work friendly and here by getting you to get out and work in the fresh air.
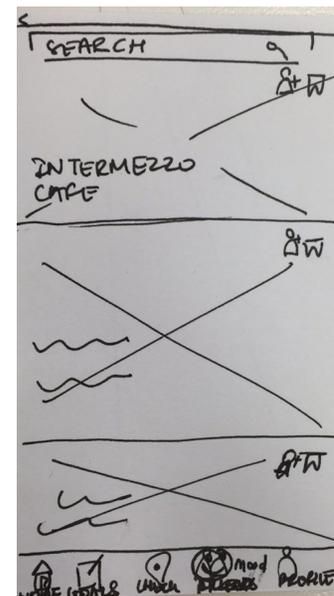
Coffee Suggestions

This place shows a list of suggested coffee places (in this case) when you the user selects Let's Go.
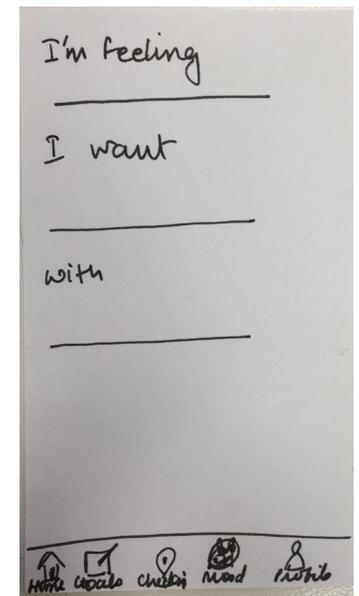
Search by Mood/Situation.

The user can search by mood/ situation

This solves the problem of getting suggestions by describing the situation when we can decide what we want to do.

OBSERVATION

The app had potential for new functionalities like being able to get recommendations based on situation making the application intuitive. The potential confusing tasks was of checking-in which needed to be more prominent. There was confusion as to what was being bookmarked from the slide show. Asking a friend to join along, profile screen, achievement were straight forward and understood. The leader board would instead be badges earned which unlock different offers and coupons making it more rewarding motivating user to actually get out.

current weather showing weather related to the place of activity which would help in packing proper clothes and utilities for the place. Provide for a prominent check-in button. Provide an option to add goals which the user wants to achieve and be able to find places according to the situation/mood. Providing a thumbs up/down function. Also showing if friends liked the place or not on the details screen. Connecting badges to coupons.

CONCLUSION

Provide for a function to set time and date for the meeting when asking friends to join along and plan ahead of time. Instead of just showing the

NEXT STEPS

Making the gamification process more rewarding and developing different badge titles. Making all the necessary changes for the visual design.

Visuals

LET'S GO

WELCOME
SALONI

We'll show you the best
things to do in your city,
but first we need to know
what you enjoy doing.

LET'S GET STARTED

...or type in what you enjoy doing

HIKING	ICE-CREAM
COFFEE	FOOD
CAMPING	WINE
BIKING	DOGS
ROCKCLIMBING	WALKS
STARGAZING	PARKS
MOUNTAINS	DRIVES
GOKARTING	ART
HUNTING	MUSEUM
COCKTAILS	DRINKS
SWIMMING	HOLIDAYS
SCUBADIVING	SPA
BAKE	ADVENTURE
PARTY	READING
MOVIES	FISHING

The welcome screen which the user sees.
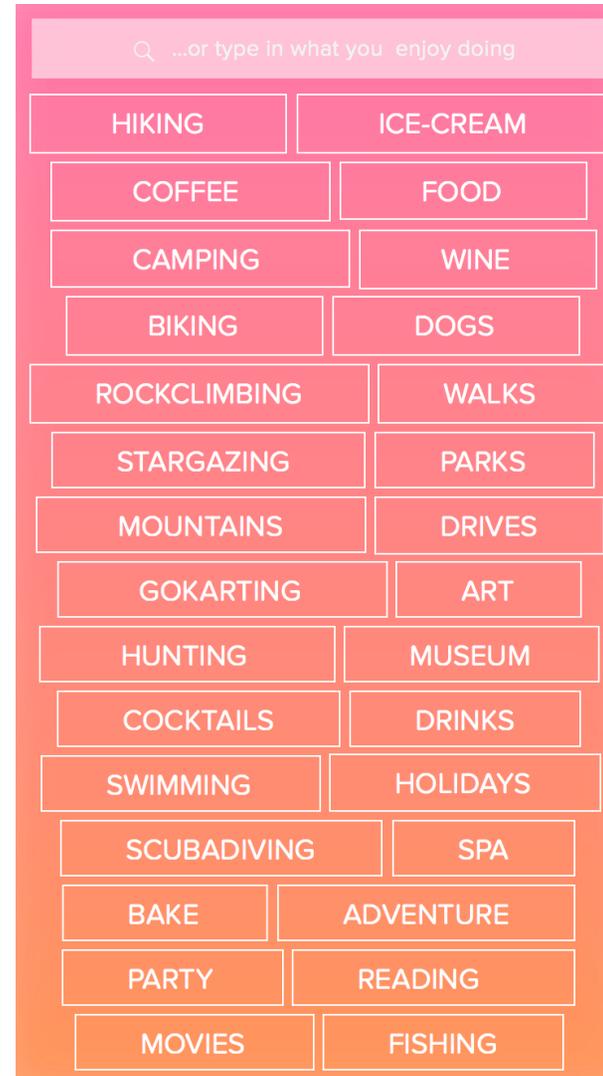
The user is given meta tags to get recommen-
dations based on their likes. The meta tags are
generated from the data collected from all the
users using this application.

Left Screen

...or type in what you enjoy doing

HIKING	ICE-CREAM
COFFEE	FOOD
CAMPING	WINE
BIKING	DOGS
ROCKCLIMBING	WALKS
STARGAZING	PARKS
MOUNTAINS	DRIVES
GOKARTING	ART
HUNTING	MUSEUM
COCKTAILS	DRINKS
SWIMMING	HOLIDAYS
SCUBADIVING	SPA
BAKE	ADVENTURE
PARTY	READING
MOVIES	FISHING

The selected state of the meta tags.

Right Screen

My goal is to...

+

with

+

when

+

CANCEL   SET
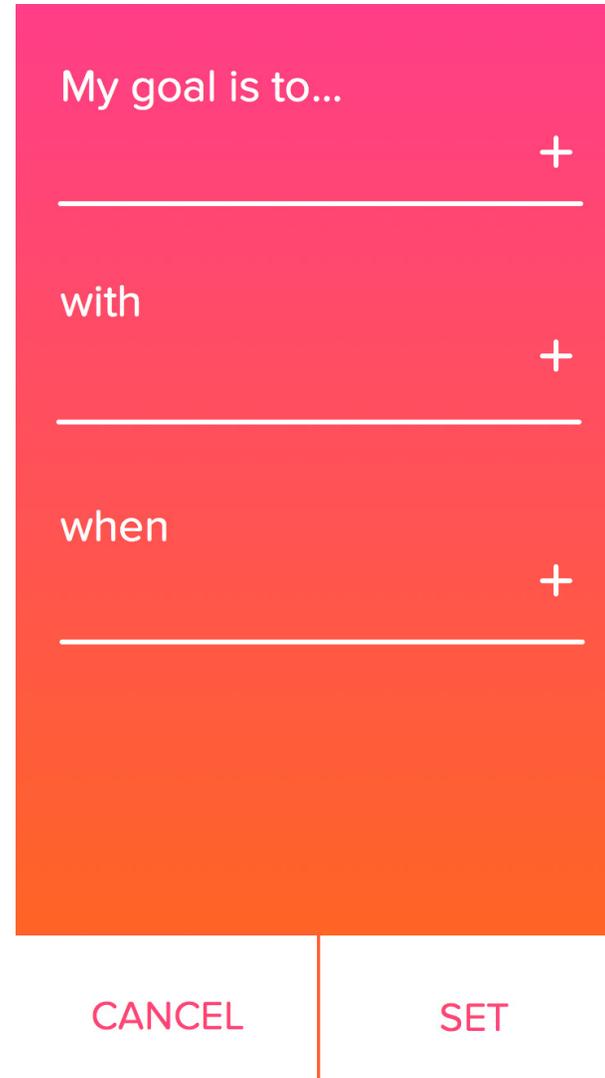
Next the user is prompted to add goals for getting out which they would like to accomplish. There is screen uses accordian menu.

My goal is to...

🔍 GO TO THE PARK   ✕

GO FOR A MOVIE

GRAB A COFFEE

HIT THE GYM

GO SWIMMING

TAKE A ROAD TRIP

Q	W	E	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L	

Z X C V B N M ⌫

123 space return
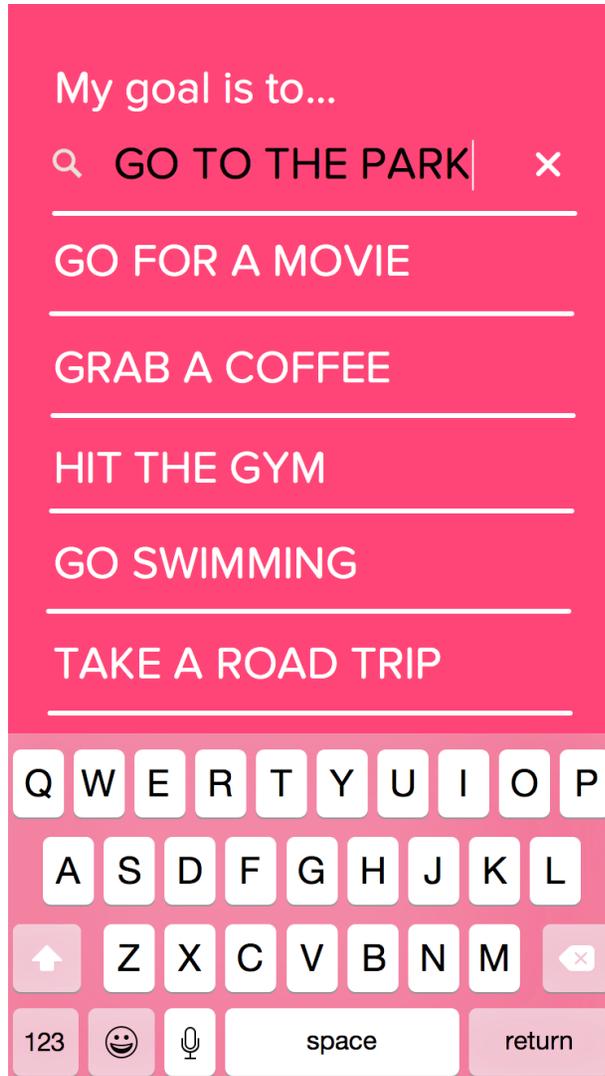
When the user click on the respective pleat the section expands to the and the background of screen visually represents the progression of the three steps.

and want to be with

🔍 VRUNDA   ✕

NOBODY IN PARTICULAR

MYSELF

MOM

NATALIE

FRIENDS

Q	W	E	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L	

Z X C V B N M ⌫

123 space return
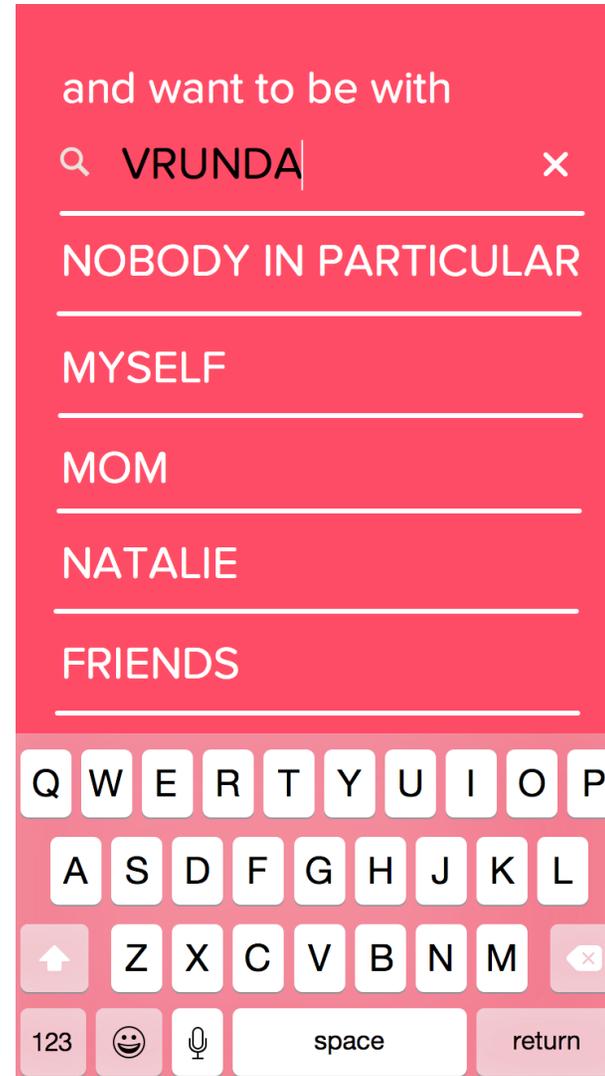
The user can either type in an existing name from the list or add a new name by typing in the name and press return

by when

🔍 TOMORROW ✕

TOMORROW

OVER THE WEEKEND

THIS WEEK

OVER THE WEEKEND

THIS MONTH

READ BY THE LAKE

TAKE A ROAD TRIP

READ BY THE LAKE

Here the user gets to select from a given set approximate time period.

My goal is to...

GO TO THE PARK ✕

with

VRUNDA ✕

when

TOMORROW ✕

CANCEL | SET
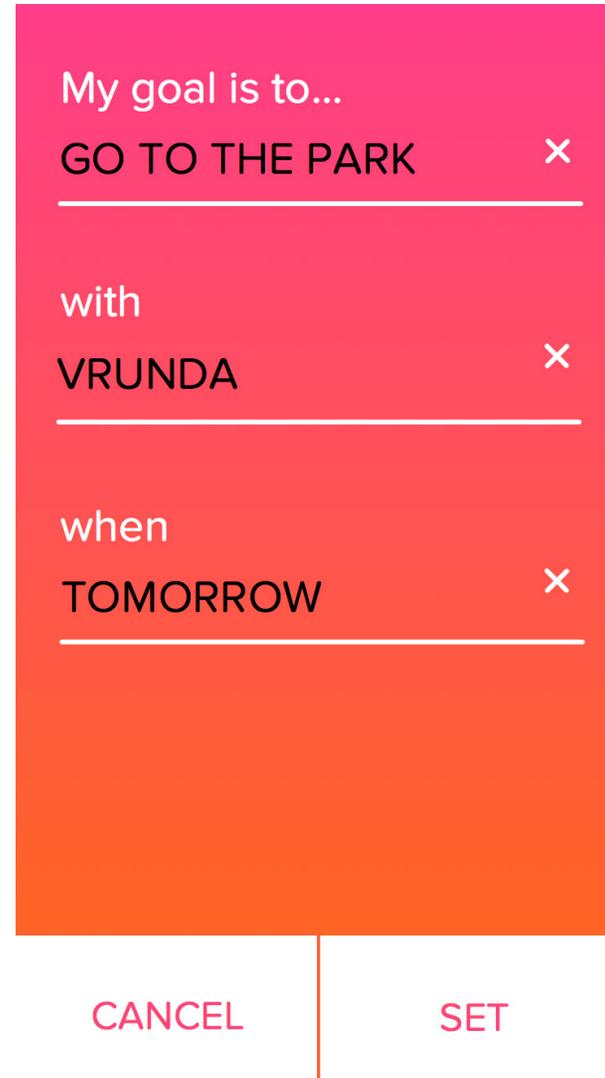
The goal can be edited by tapping the 'x' icon. Tapping on set goal sets the current goal.
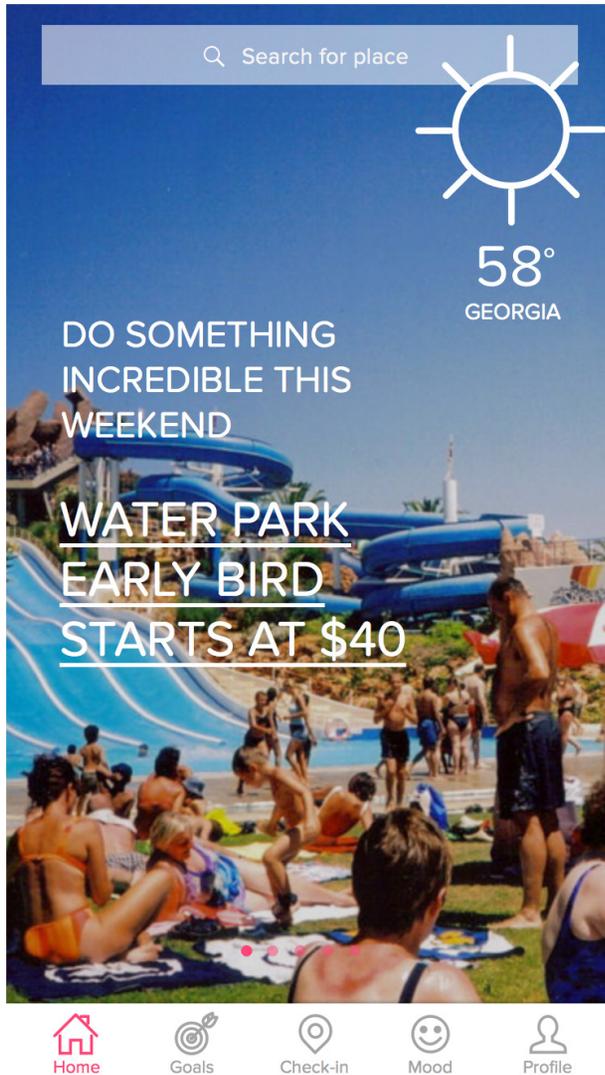
The home screen shows activities related to the goal and some other activity recommendations based on the meta tags selected at the beginning.
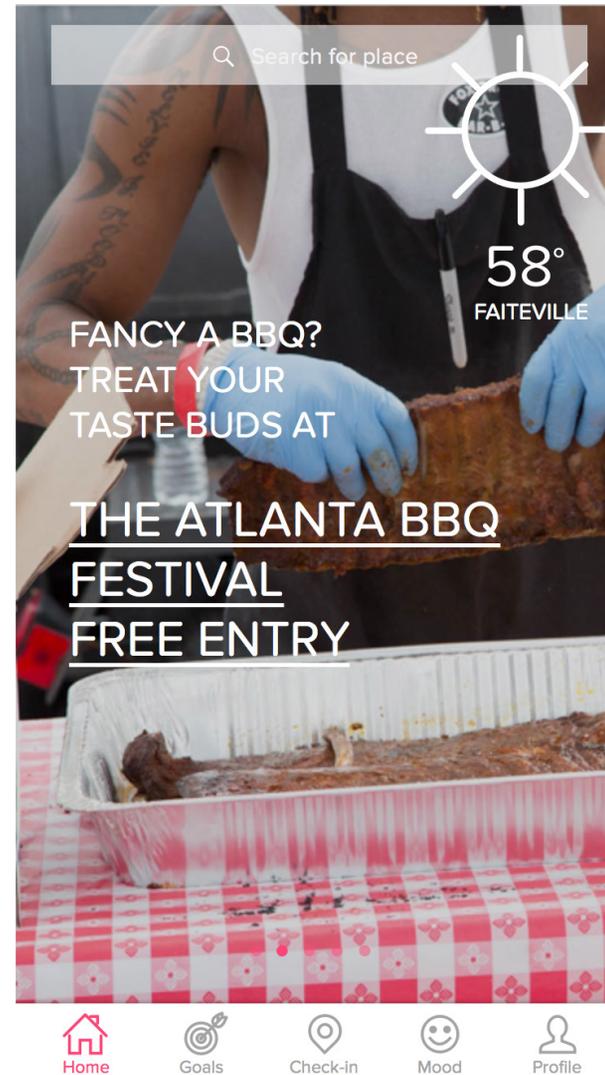
Swipe left/right to browse thought the various recommendations.
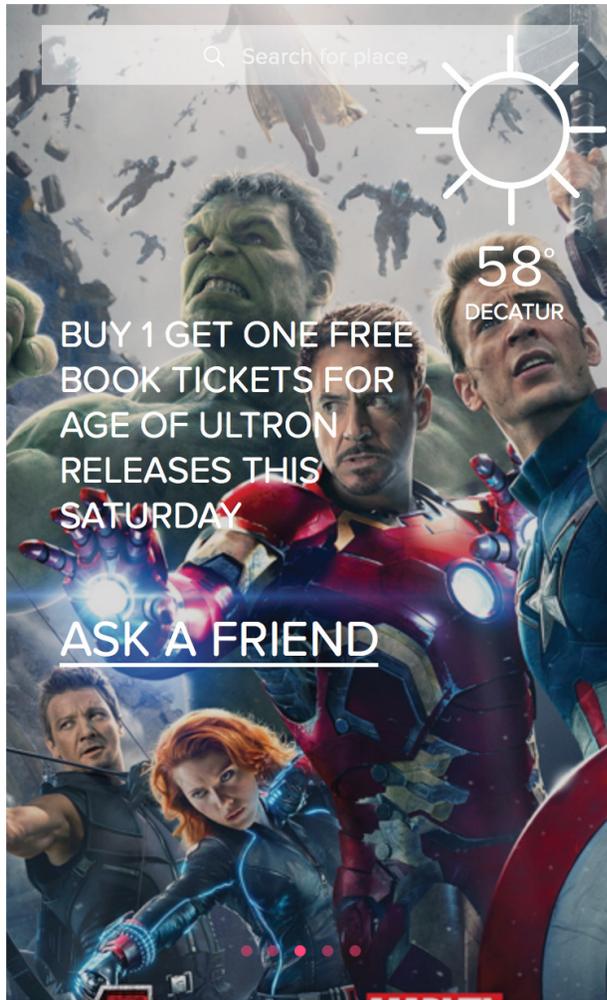
Recommendations are crafted to motivate you to get out with other people .

Swipe left/right to browse thought the various recommendations.

Search for place

☀

58°
ATLANTA

GET 50% OFF*
WHEN YOU BRING
A FRIEND ALONG AT

CAFE INTERMEZZO
OFFER VALID ONLY
TONIGHT

Home   Goals   Check-in   Mood   Profile
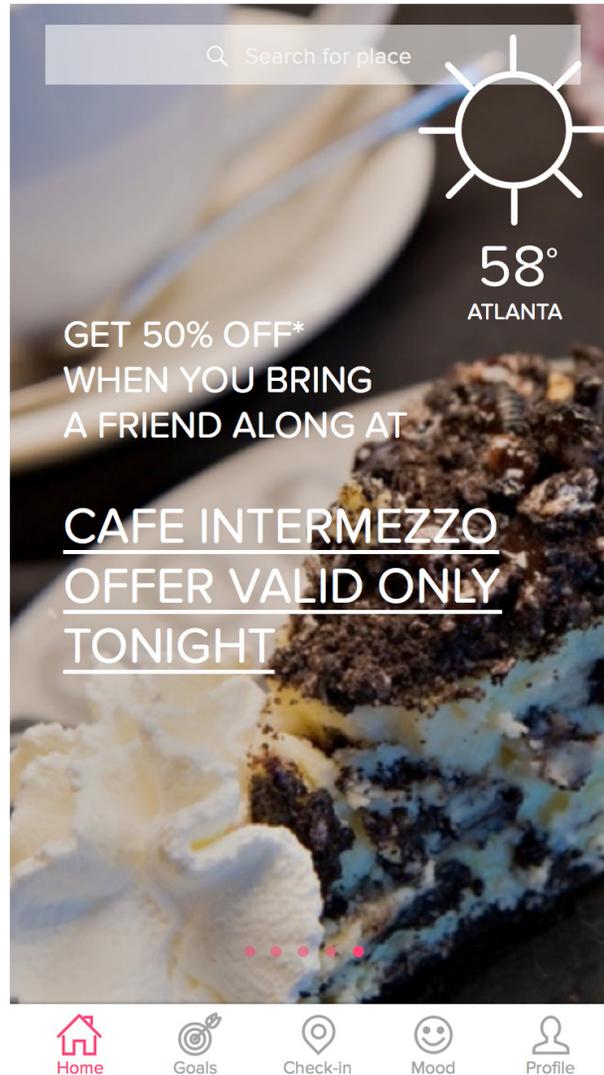
Recommendations are crafted to motivate you
to get out right now!
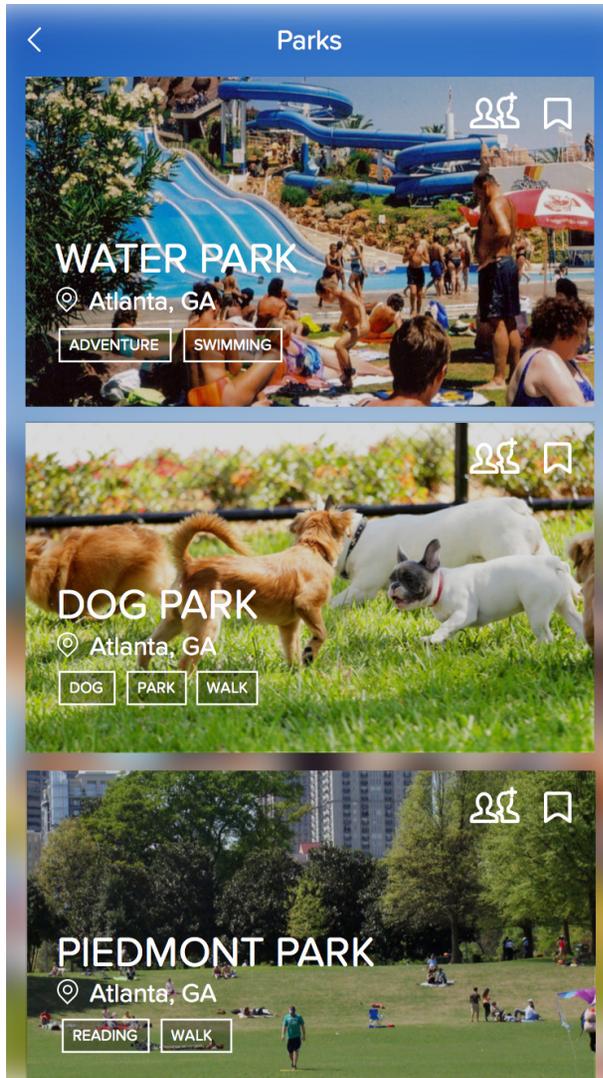
Clicking on the slide show bring you to a list of related places.

The change state when the user bookmarks a place.

WATER PARK
Atlanta, GA
ADVENTURE SWIMMING

CALL BOOKMARK ASK FRIENDS CHECK-IN

ADDRESS
275 Riverside Pkwy, Austell, GA
(770) 739-3400

CALL UBER

OTHER DETAILS
http://www.sixflags.com

FRIENDS WHO VISITED

OTHER ACTIVITIES

SIMILAR ACTIVITIES
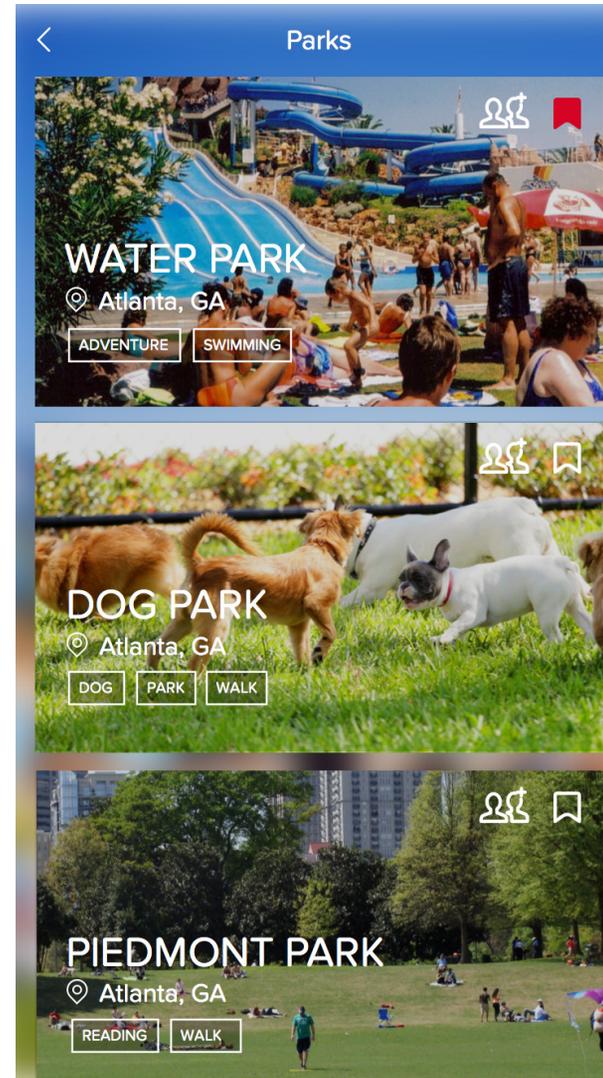
Home Goals Check-in Mood Profile
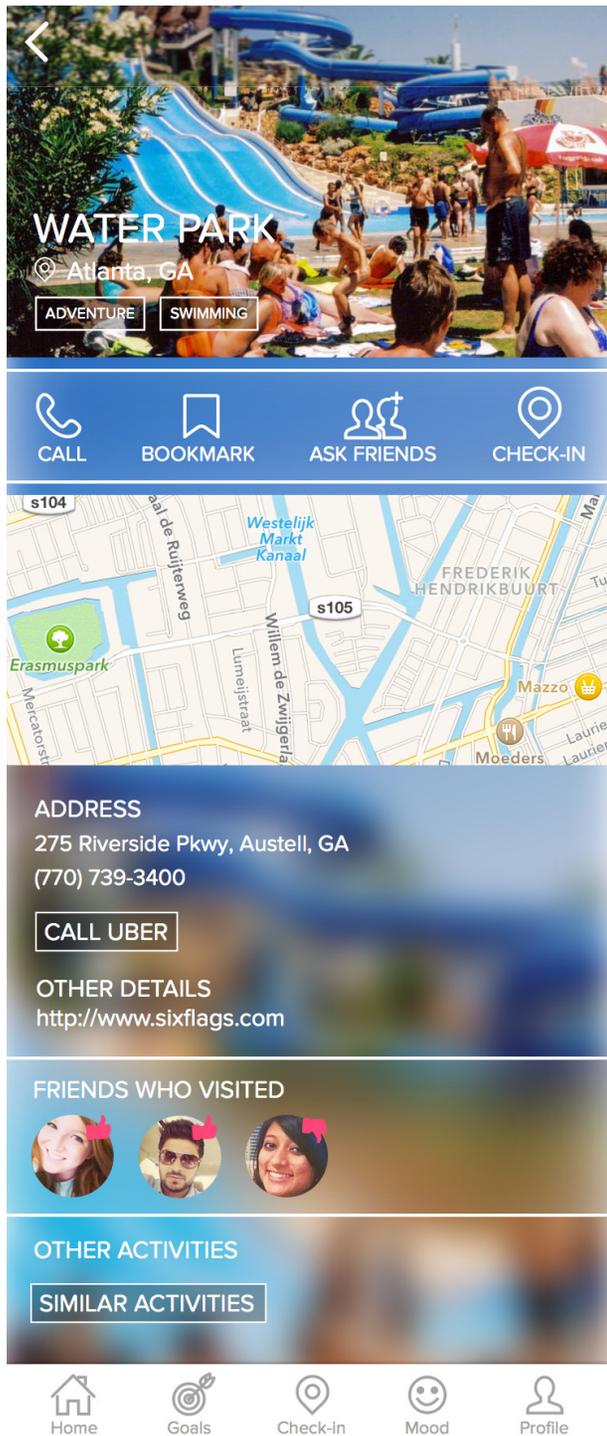
Clicking on a place bring you to the place details place. From here you can ask a friends to join in pr check in and get other information about this place.

WATER PARK

Atlanta, GA

ADVENTURE SWIMMING

CALL   BOOKMARK   ASK FRIENDS   CHECK-IN

ADDRESS
275 Riverside Pkwy, Austell, GA
(770) 739-3400

CALL UBER

OTHER DETAILS
http://www.sixflags.com

FRIENDS WHO VISITED

OTHER ACTIVITIES

SIMILAR ACTIVITIES

Home   Goals   Check-in   Mood   Profile

The change state when the user bookmarks a place.

WHEN WOULD YOU LIKE TO GO?

Wed 6 May	14	58
Thu 7 May	15	59
Today	**16**	**00**
Sat 9 May	17	01
Sun 10 May	18	02
Mon 11 May	18	03

CANCEL   **OK**
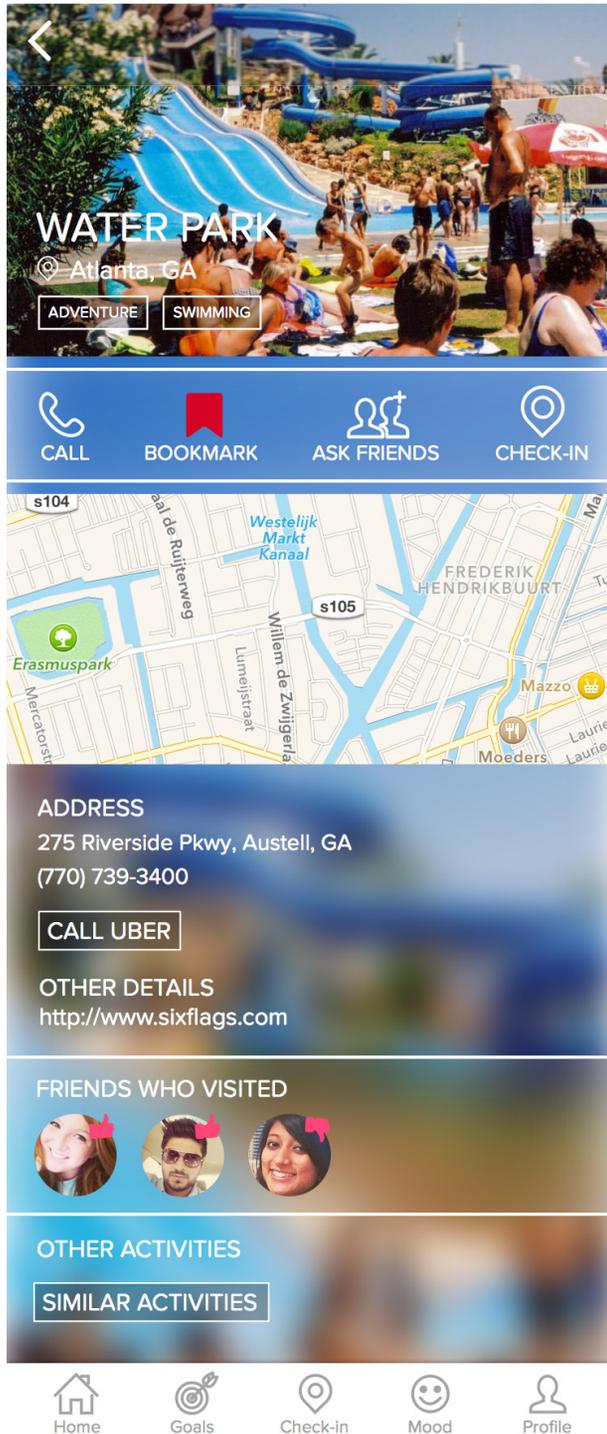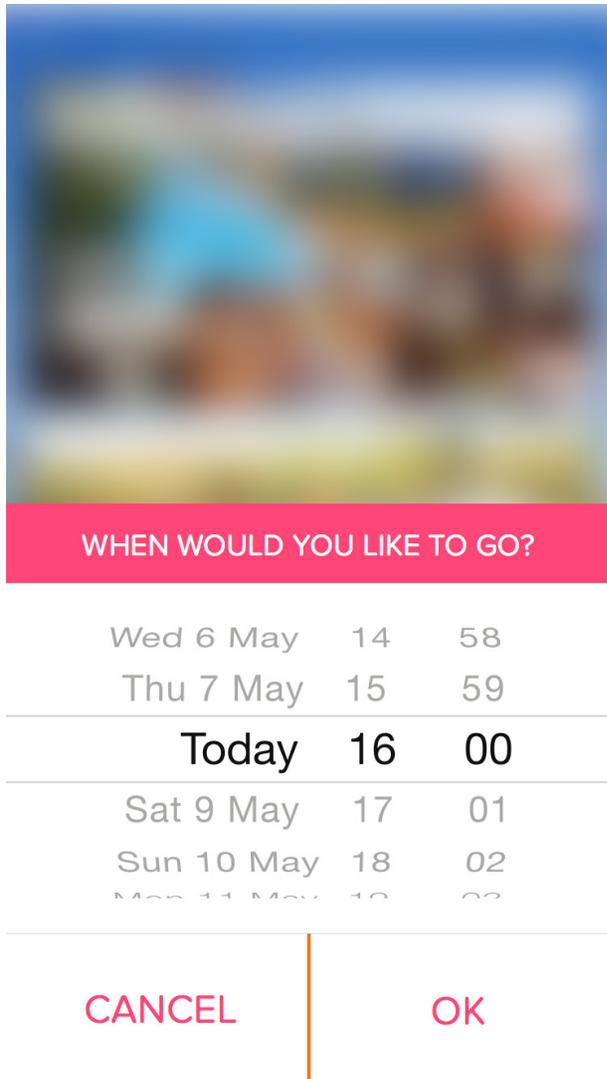
Ask a friend pops up the time/date roller and helps you make he a better informed plan.

AVAILABLE   INVITE

Find Let's Go Friends

Vrunda Kansara +

Darshil Mehta +

Karan Jani +

Natalie Claudell +

Aashita Sheth +
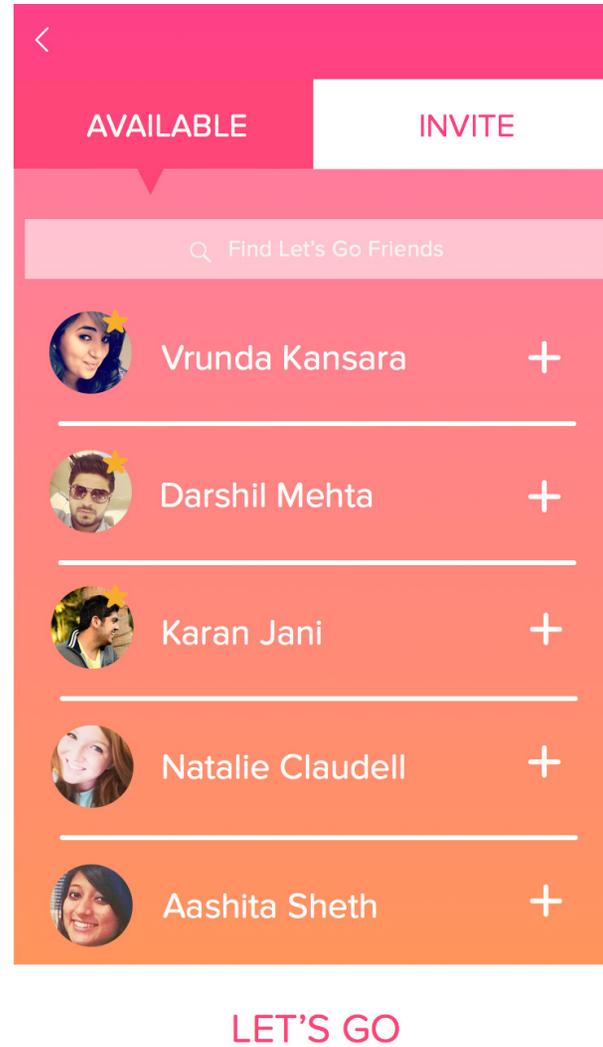
LET'S GO

Pressing ok brings you to friends screen where you see you top recommended friends because the application learns the people you usually like to go with.

Screen 1 (Available tab)

<

AVAILABLE | INVITE

🔍 Find Let's Go Friends

Vrunda Kansara ✓

Darshil Mehta +

Karan Jani +

Natalie Claudell +

Aashita Sheth +
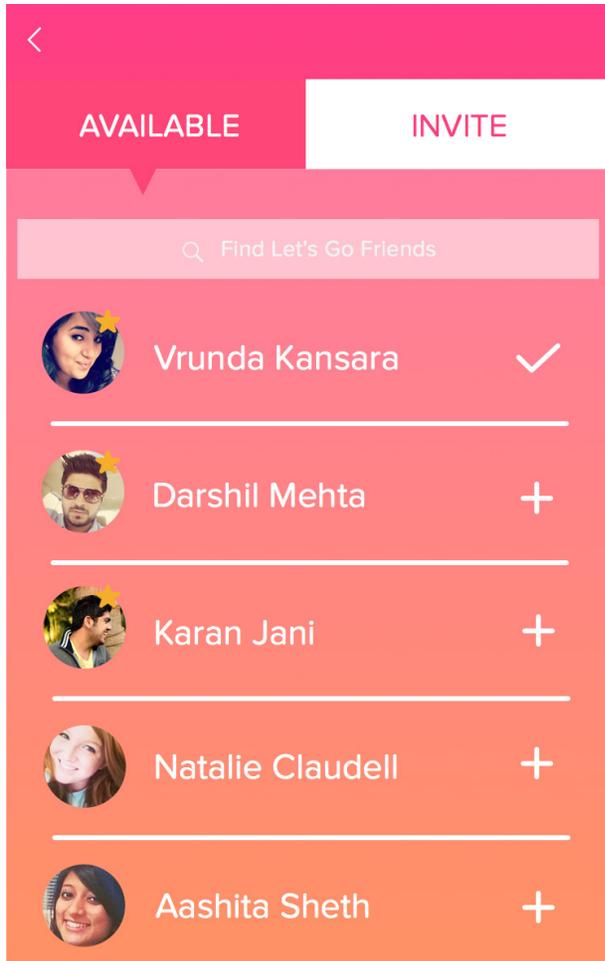
LET'S GO

Selected state of the friend, a tick mark for the selected friend.

Screen 2 (Invite tab)

<

AVAILABLE | **INVITE**

🔍 Find friends to join Let's Go

Chatialee Dangarwala +

Geoff Ross +

Prasad Shetty +

Taaney Balaji +

Vani Dugar +
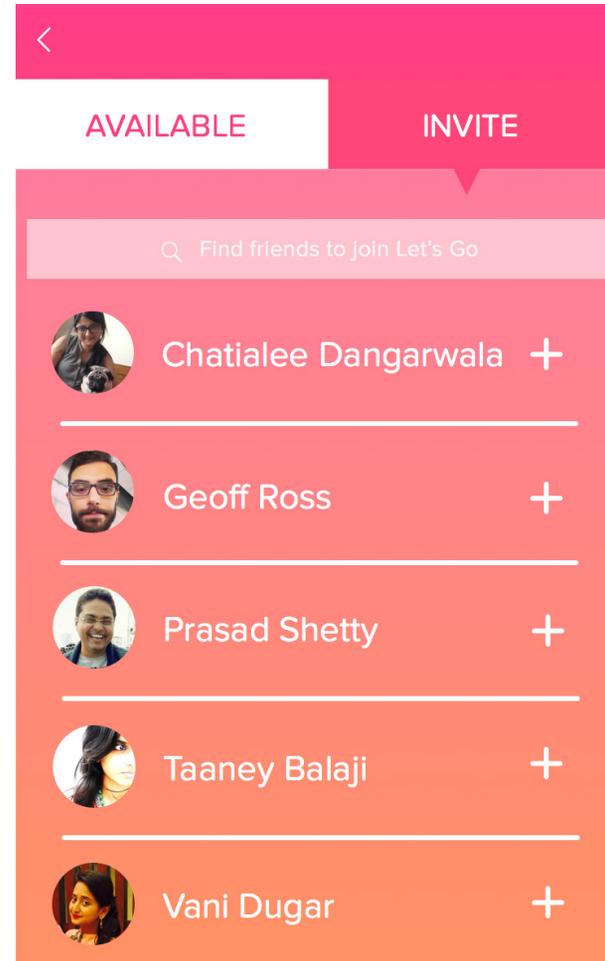
✉ **SEND INVITE**

Or you can invite your friends to start using this application.

We asked your friend(s) if
they would like to go along
with you.

COOL

Notifications that confirming that the request
has been sent

YAY!

Vrunda agreed to go along
with you to the park.

MESSAGE   AWESOME!

Notification when the friends accepts the re-
quest

WATER PARK

Atlanta, GA

ADVENTURE SWIMMING

CALL | BOOKMARK | ASK FRIENDS | CHECK-IN

s104
Westelijk
Markt
Kanaal
s105
FREDERIK
HENDRIKBUURT
Erasmuspark
Mazzo
Moeders

ADDRESS
275 Riverside Pkwy, Austell, GA
(770) 739-3400

CALL UBER

OTHER DETAILS
http://www.sixflags.com

FRIENDS WHO VISITED

OTHER ACTIVITIES

SIMILAR ACTIVITIES

Home | Goals | Check-in | Mood | Profile

Add a Photo

at Six Flags

Who are you with?

Best suited when I am feeling...

Do you like this place?

No | Blah | Yeah!

Six Flags Over Georgia

CHECK-IN

To check in tapping on the check in icon on the
icon tray bring this check in screen.
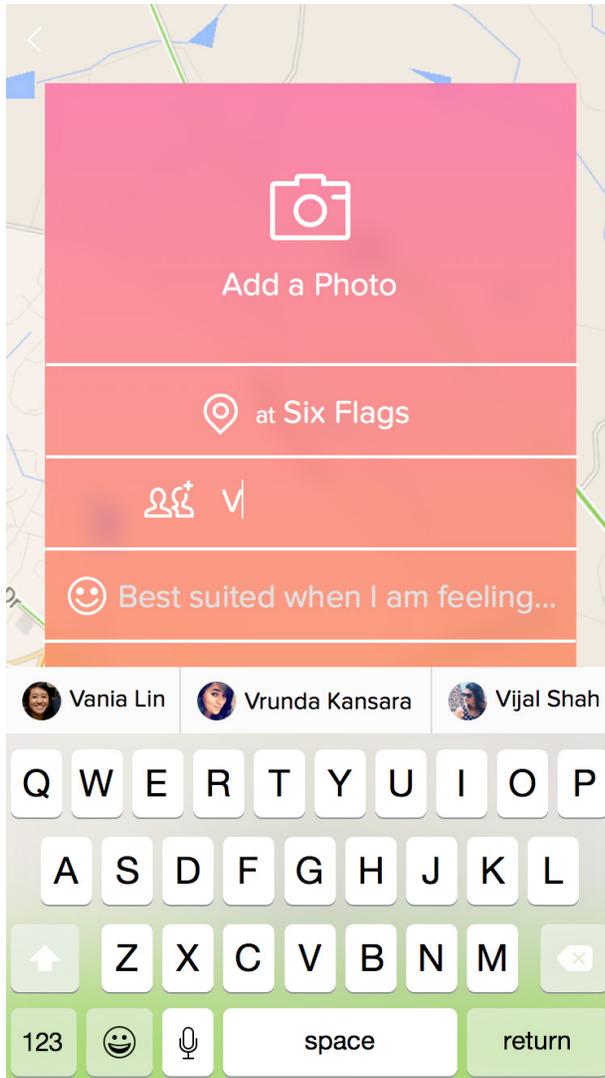
The user can select the friends by typing in the keyboard and the system then prompts the names
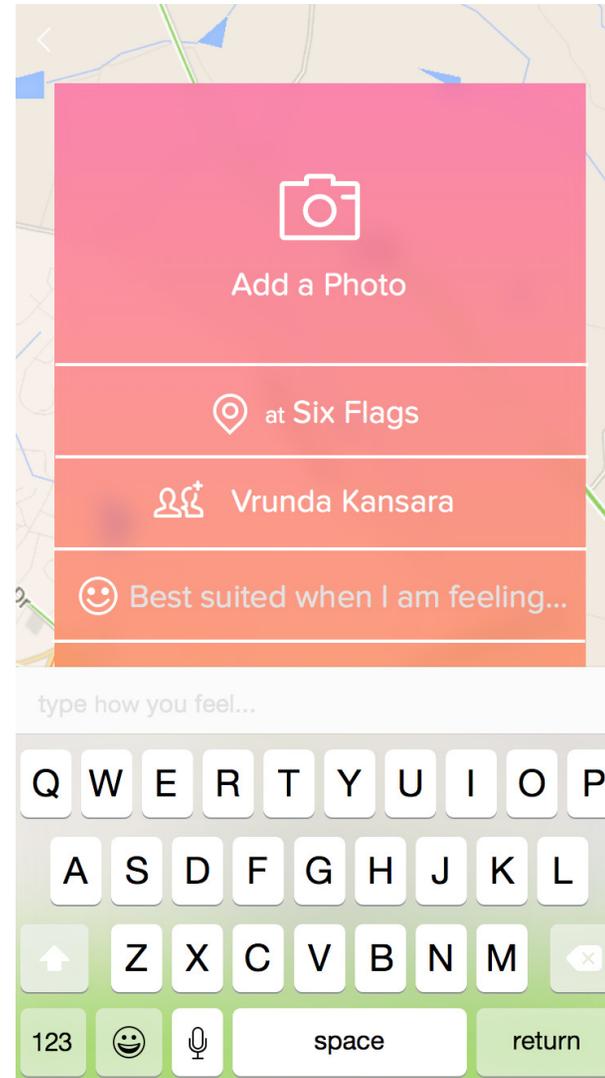
The user is asked to type in the mood that this place is best suited for, collecting big data for recommending places by mood.
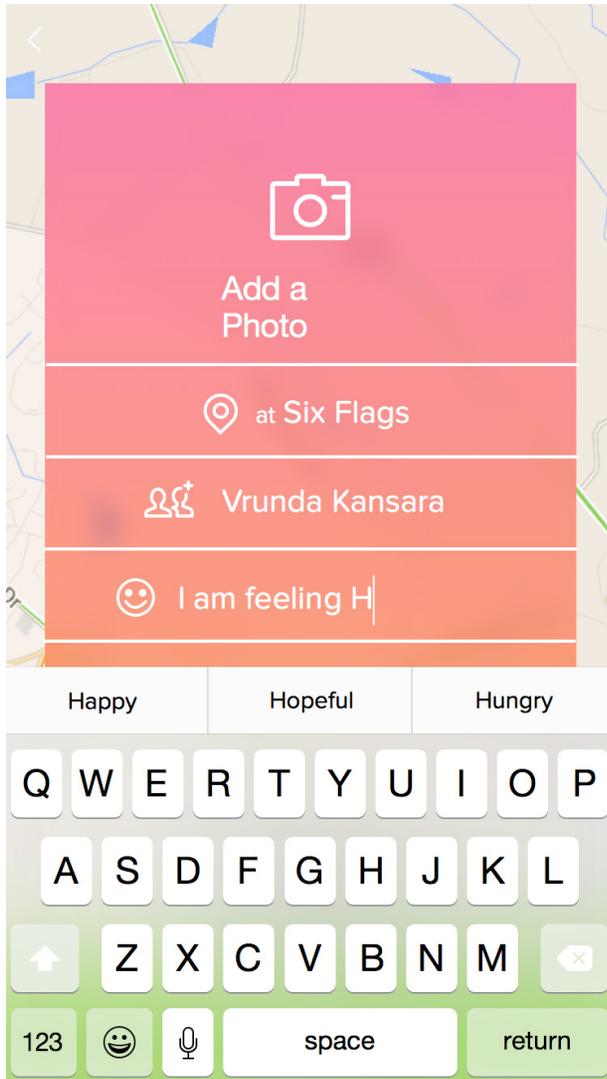
The user can typing in the keyboard and the system then prompts the feelings.
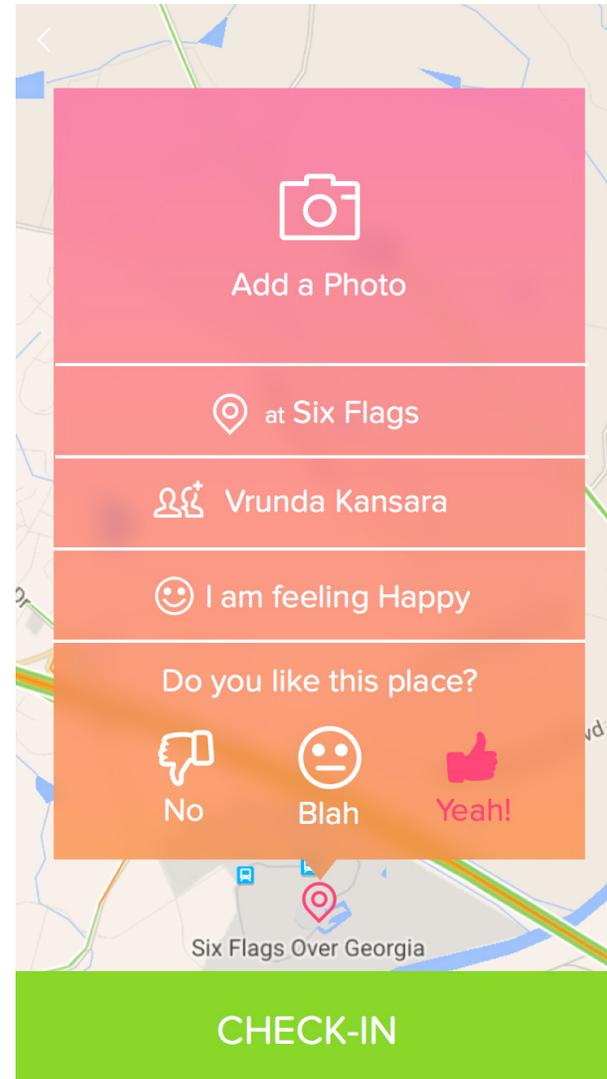
This user can rate their experience and help other friends decide if they want to visit this palce or not.

WOO-HO!

CONGRATULATIONS

YOUR 1ST CHECK-IN
AT A WATER PARK
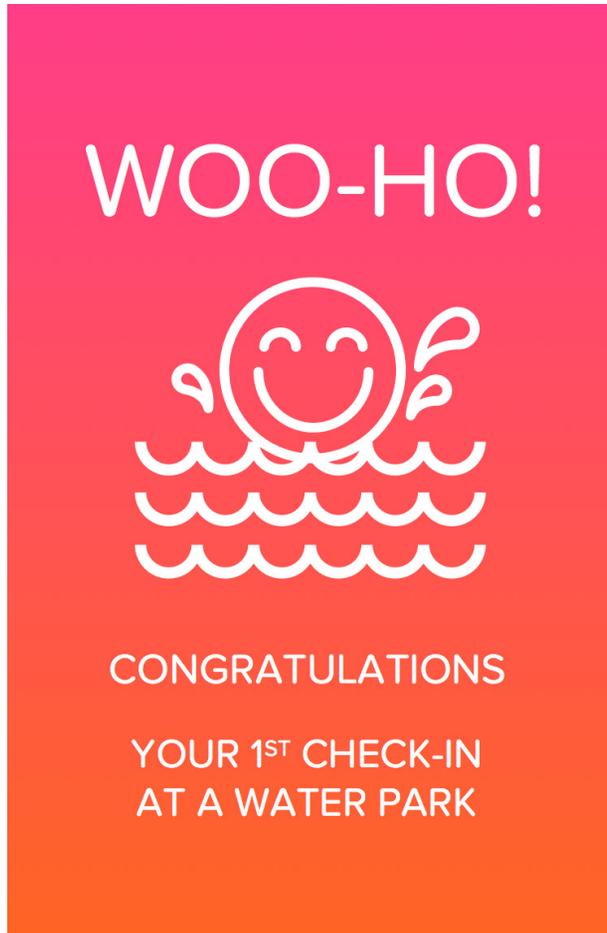
SWEET, THANKS!

Check-in notifications

Badges

Couchpotato   Doglover   Foodie

Rockstar   Adventurer   Swimmer

Beerster   Cocktail Queen   Famous

Loser   Photographer   Iscreamer
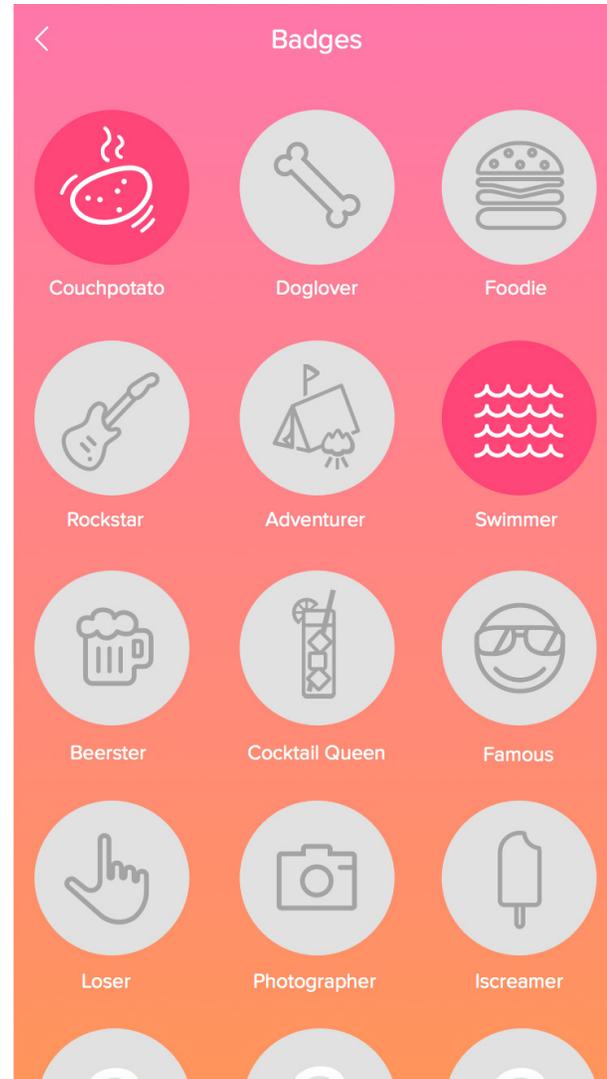
To gamify the process of getting out there are badges which can be collected on completing goals.

The toggle button for setting availability on and off

The profile page also displays all the photos which were clicked when you checked in, there for creating a personal diary of places visited.

When the app notices that you have been un-available to your friends for a longer period of time it nudges you to get out.
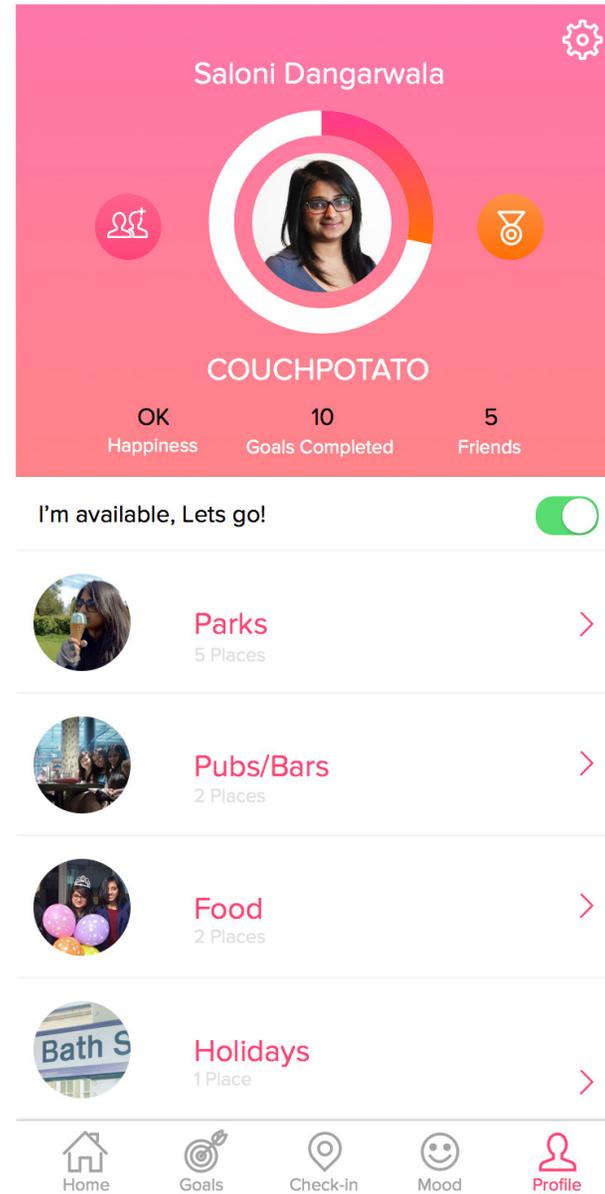
The selected state of the current view in the icon tray
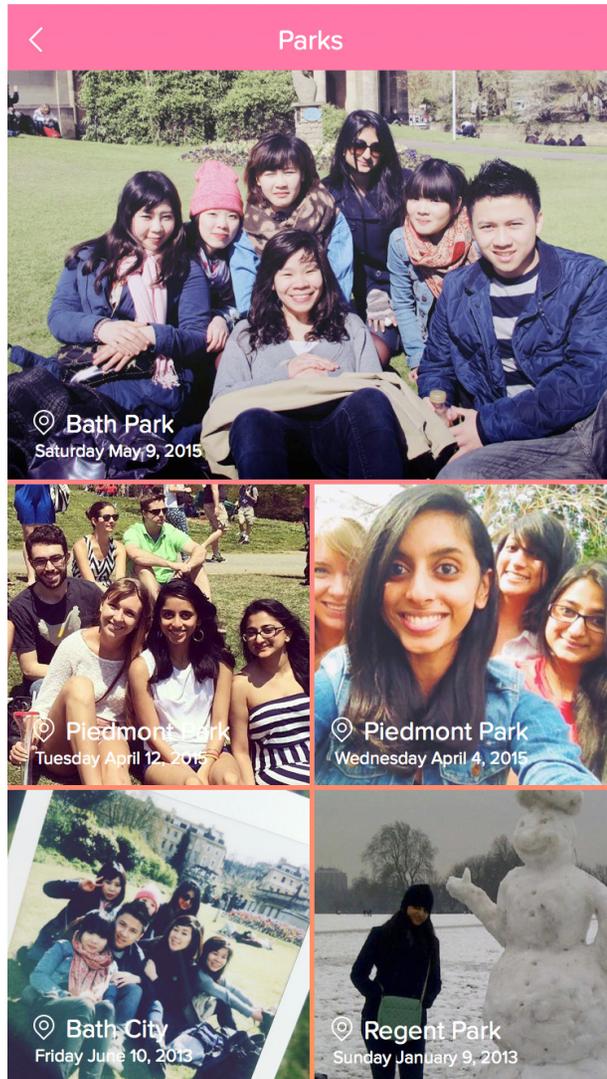
The timeline of the various places visited which is chunked into various categories based on the meta tags related to it.
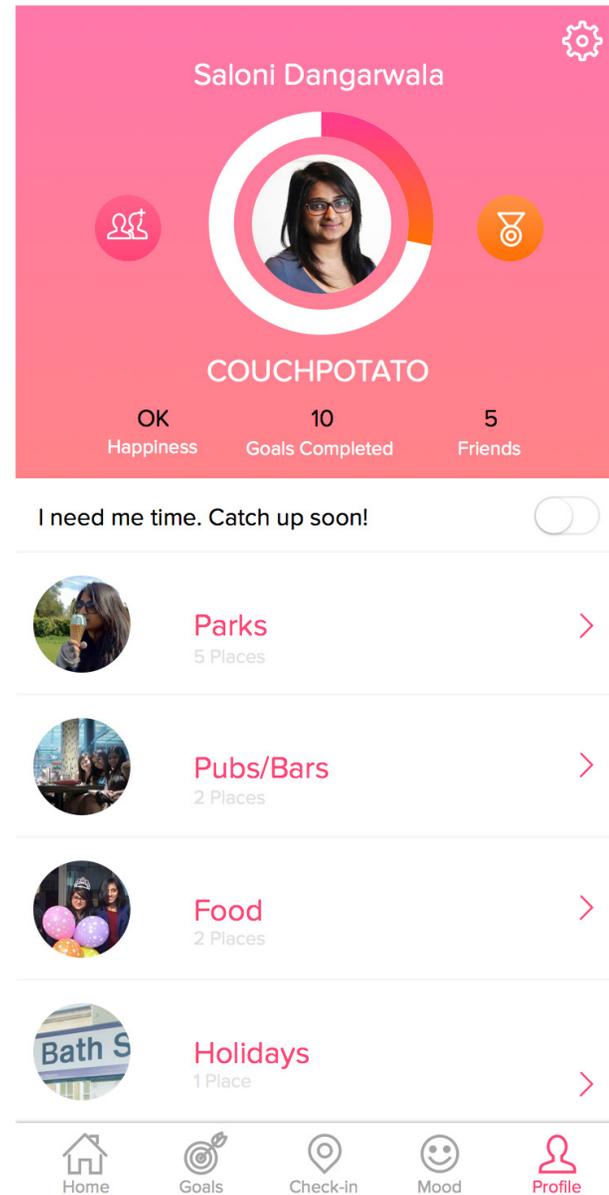
Going back to the profile page, the user can also search for a place by mood by selecting the mood icon from the icon tray.

I'm feeling...

\+
_____

and want to be with

\+
_____

CANCEL   SET

The user can input how they are feeling and the system will pull recommendation based on it.

I'm feeling...

🔍 FUNNY   ✕
_____

CRAZY
_____

HUNGRY
_____

SAD
_____

HAPPY
_____

IRRITATED
_____

These meta tags are generated from the feelings that users of this application was input previously (at checkin)
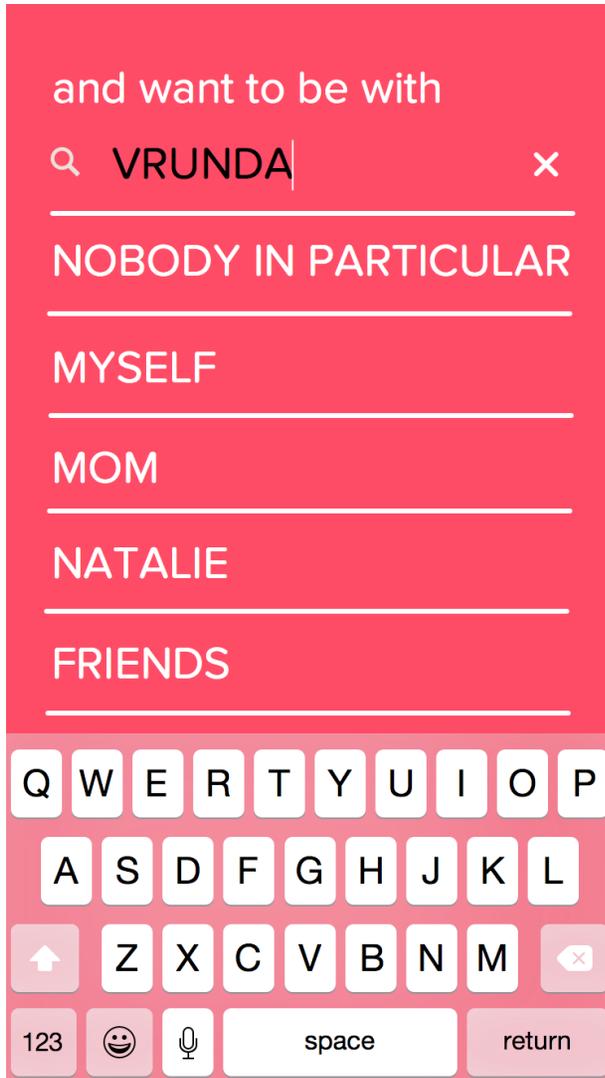
You can find places to go with somebody or alone.
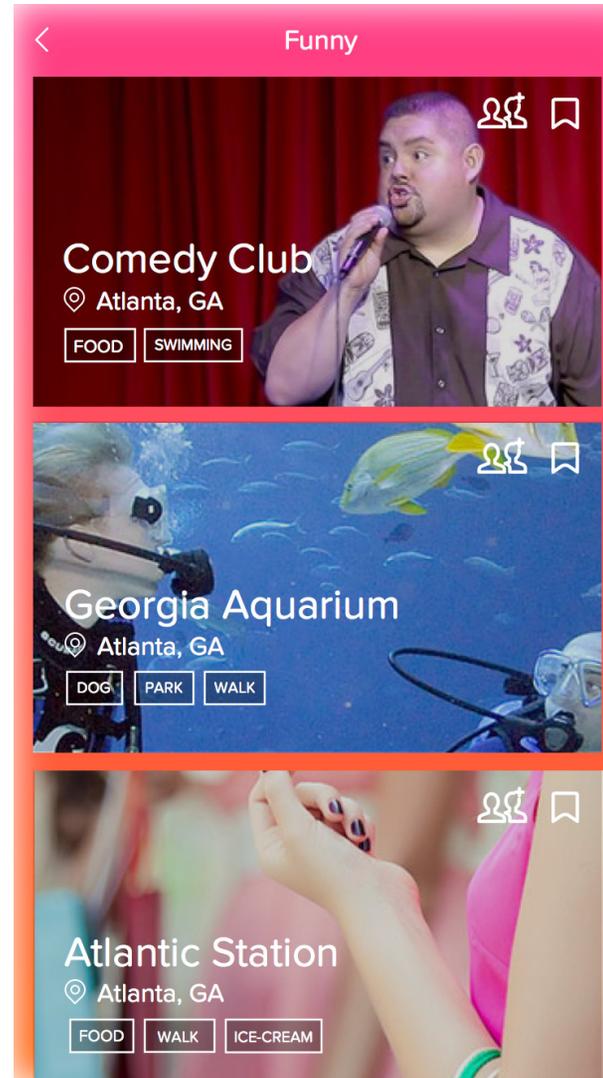
Recommendations pull to mood.

Vrunda is now available.
Do you want to go to the
park with her?

REMIND ME
TOMORROW

LET'S GO

The application send you notification when the
person you want to spend time with is available.