

# LET'S GO

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**Mobile app - Part 1**

GRDS 384 Interface Design  
Prof. Holly Quarzo  
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## **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 to 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.

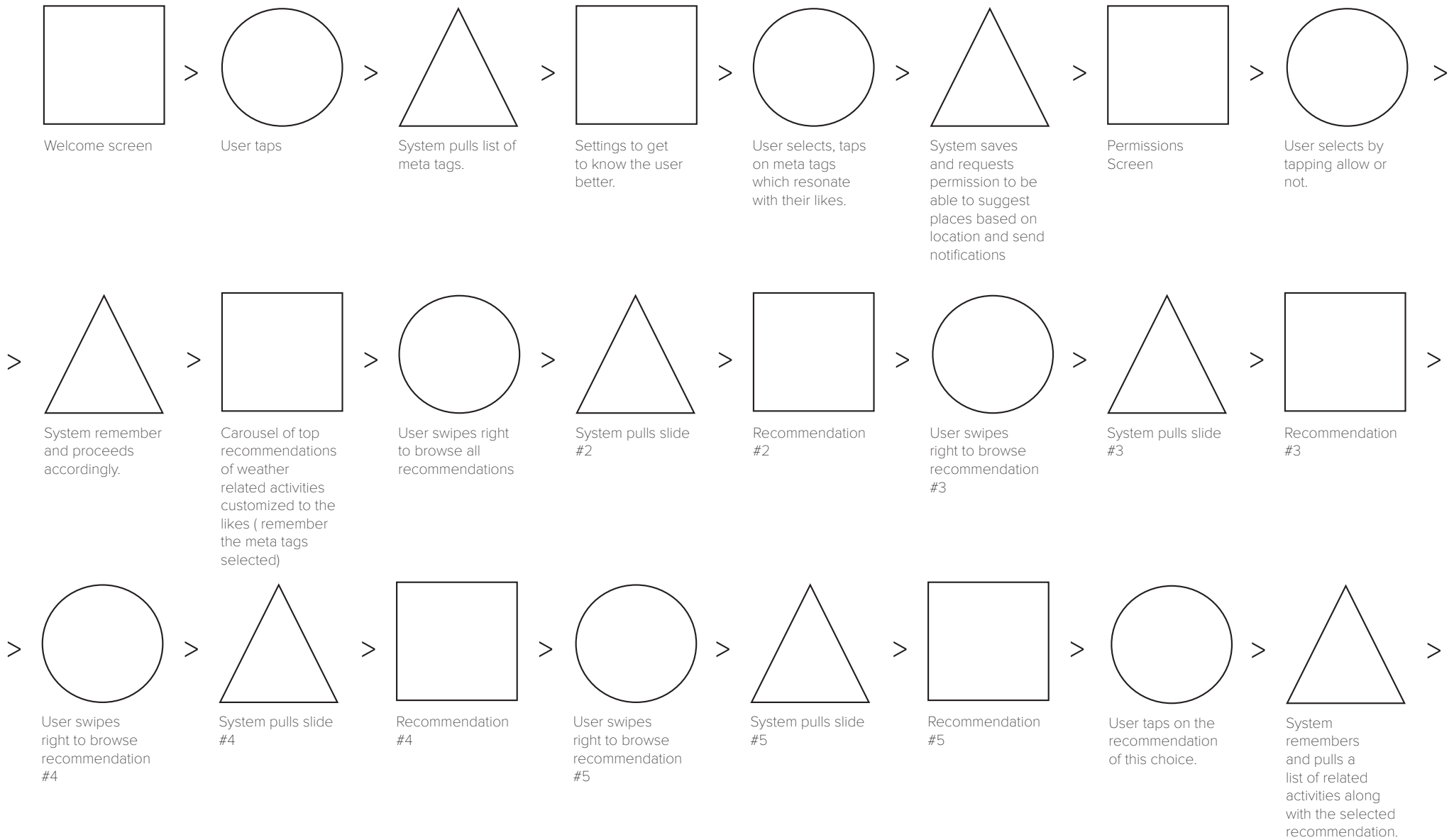
This whole previous week I was so packed with things to accomplish. I had been staying up late in the night and back to school in the morning with just whatever minimum amount of sleep I could get. Now considering my week my body and mind did deserve some break, and the right thing to do was to take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

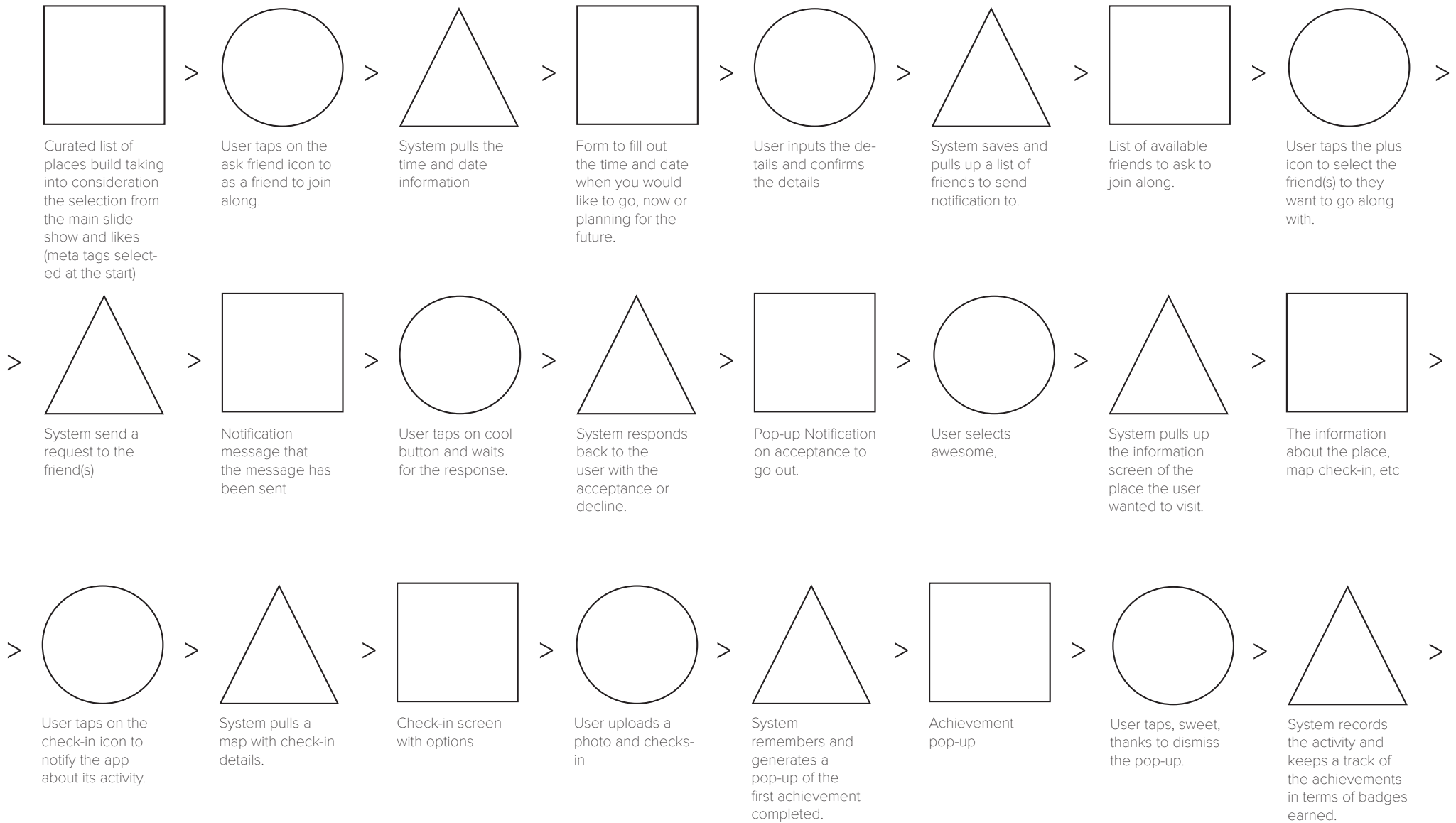
However, I being the kind of person who wants to get everything done at a go, like a marathon I don't

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.

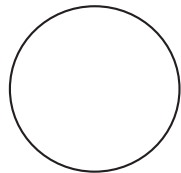
After I got back from my short adventure I actually felt more productive and I have noticed this time and again. I was glad that there was somebody to look after me and tell me that girl you have had enough, get out you deserve a break.



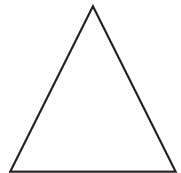




List of achievements and badges earned and left to be earned.



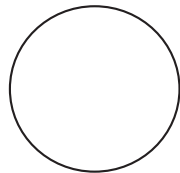
User taps on back to go back to the profile.



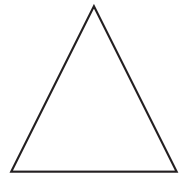
System pull up the profile screen



The profile screen Shows the user details, history, friends, achievements and a toggle button for willingness to go out with friends,



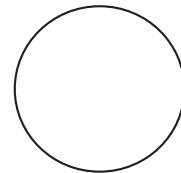
The user toggles availability off.



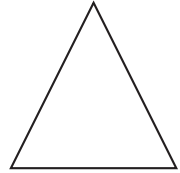
System registers and makes the user unavailable on all friends lists. However the application notifications are still on.



The profile screen with availability off



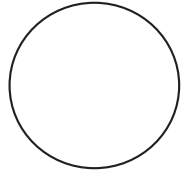
The user selects goals from the icon tray



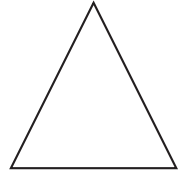
The system pull up the adding goals screen



Adding goals to accomplish with in a certain period of time.



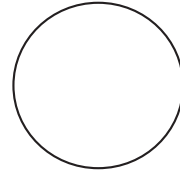
User adds the goal and selects the time duration.



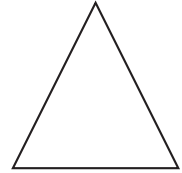
System remembers the goals and notifies when the users of it as and when opportunities occur.



Reminder to complete the goal.



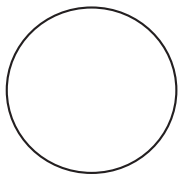
User taps lets go



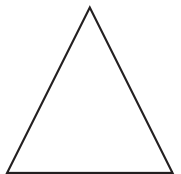
System registers and pull us a list of places to visit.



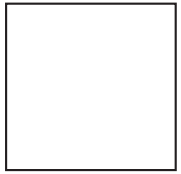
List of places customized to the goals.



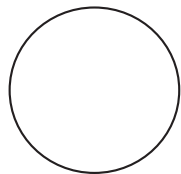
User swipes down browses the recommendations and taps the mood icon from the icon tray



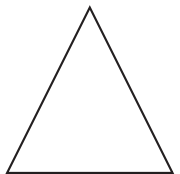
System pulls up the search by situation and mood screen



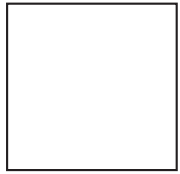
Screen for customizing the recommendation of place by moods and situation.



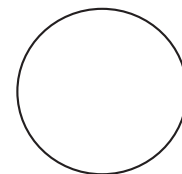
User fills in the blanks by selecting an appropriate word from the drop down or types in their own.



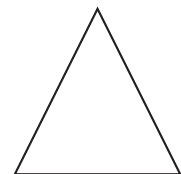
System aggregates and provides a list of customized places to suit the situation.



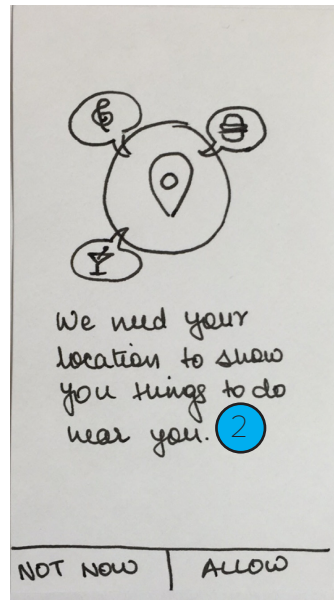
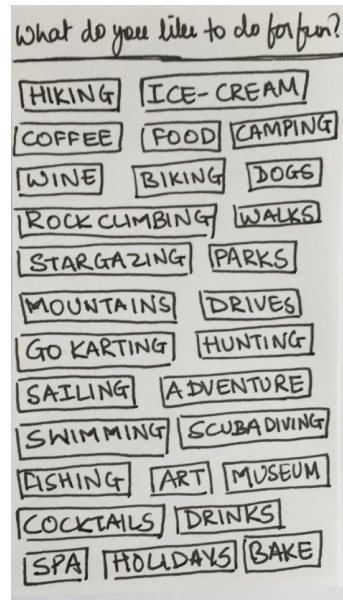
List of places to go curated to the situation and mood provided by the user.



User selects a place.

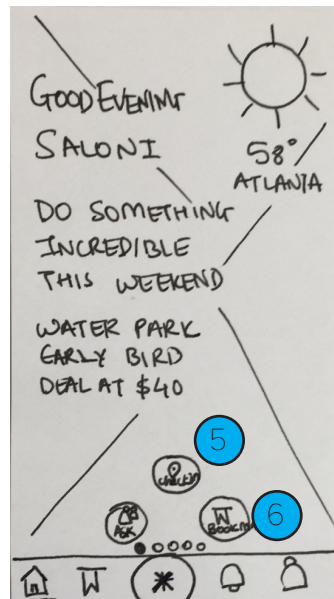
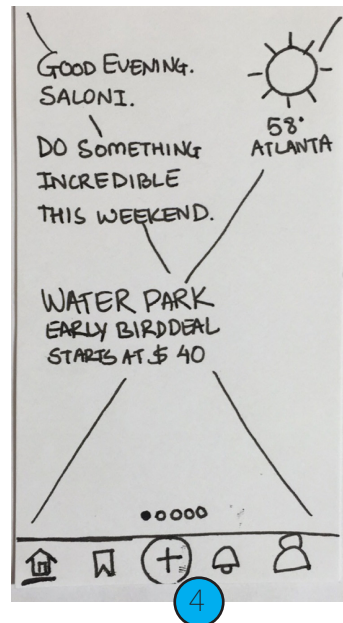


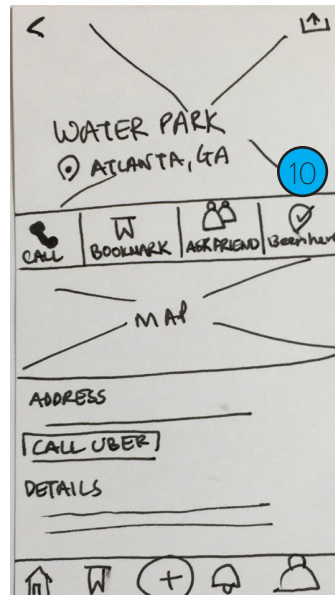
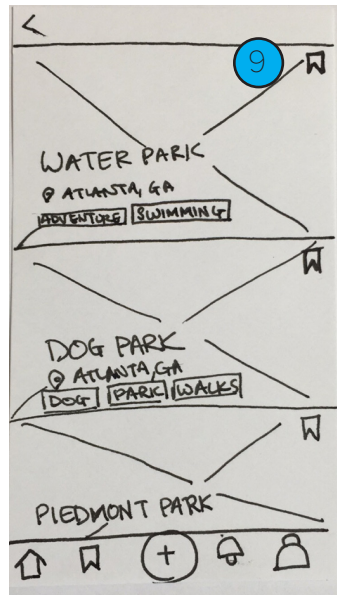
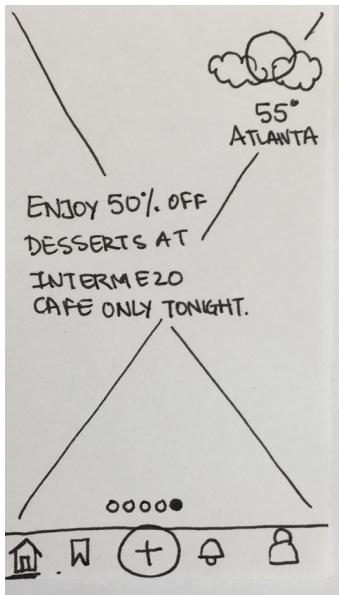
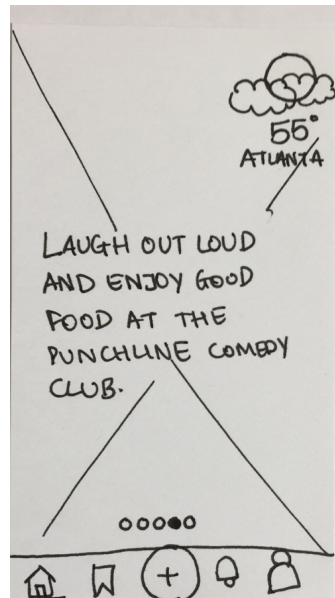
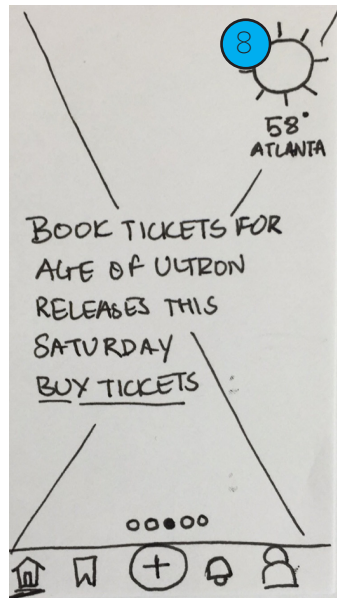
System pull ups information about that place.



### USABILITY FINDINGS

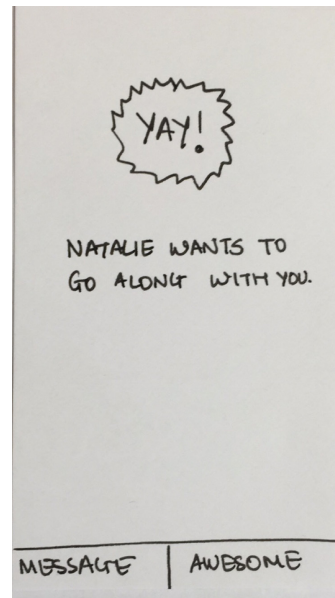
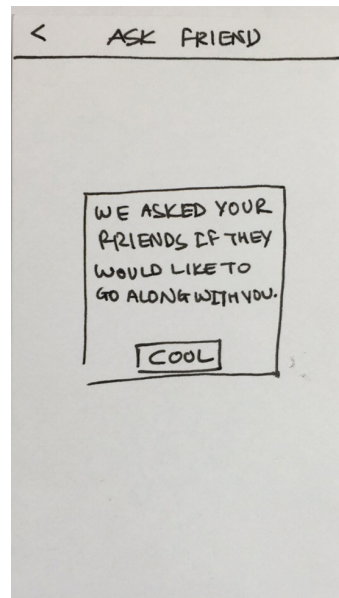
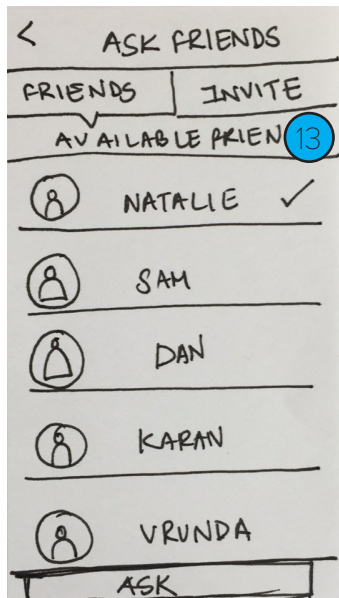
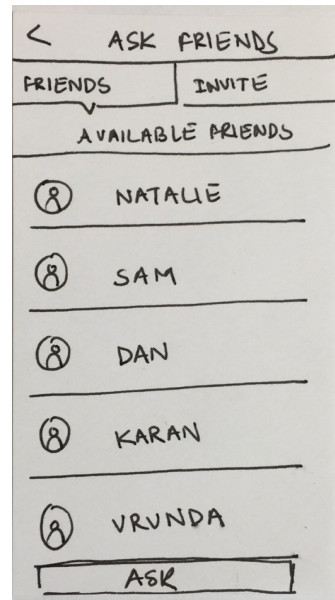
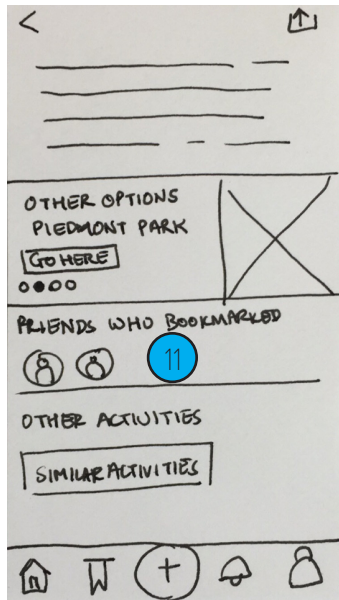
1. The action button label wasn't appropriate and needed to be renamed to something more inviting.
2. Use a more conversational language keeping the flow of the conversation from the start screen.
3. Bombarding the user with too many permissions could get tedious, instead may be do it all at one or ask 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 too close to each other which could be rather frustrating.
6. There was confusion between the bookmark on the icon tray buried icons.





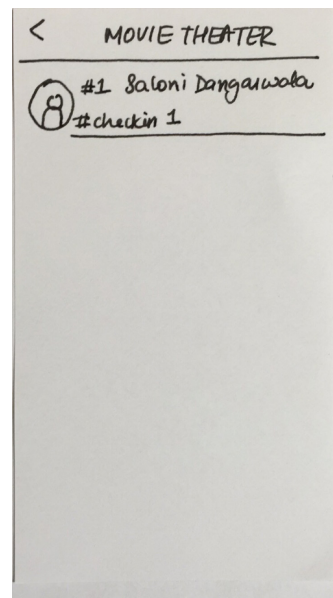
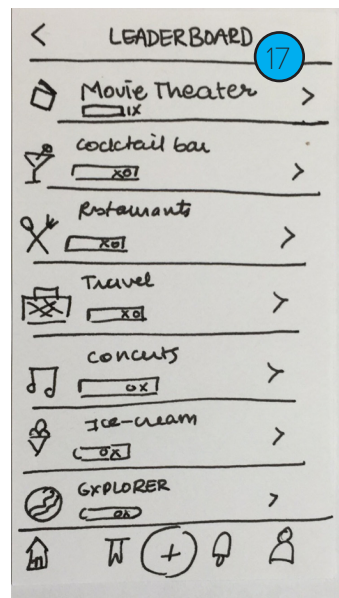
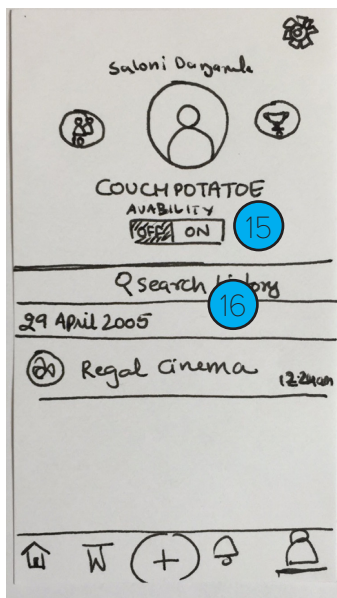
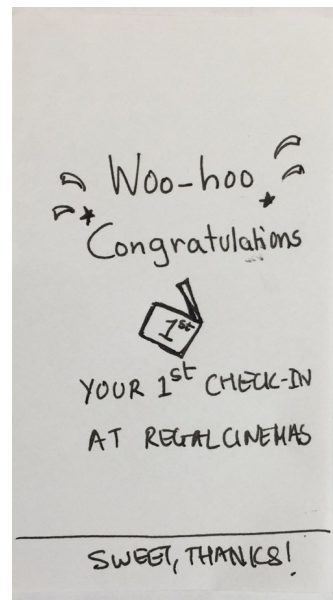
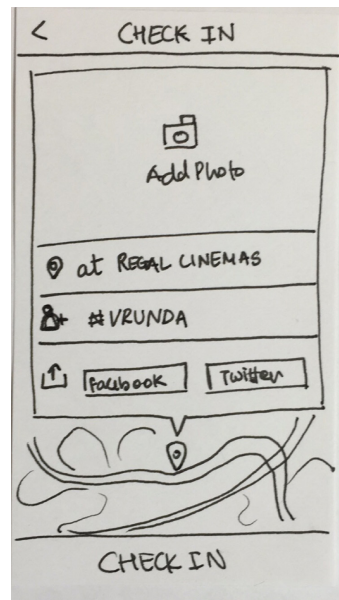
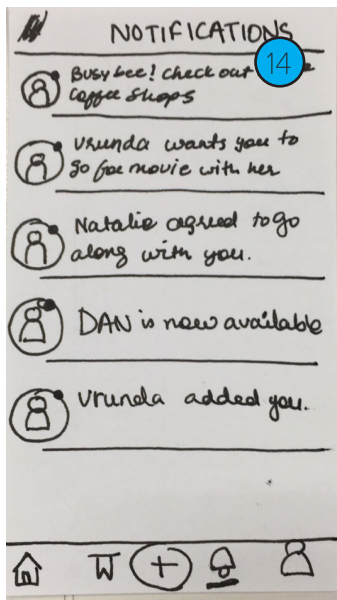
## USABILITY FINDINGS

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.



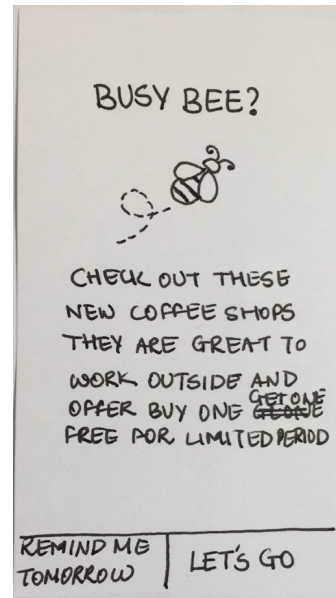
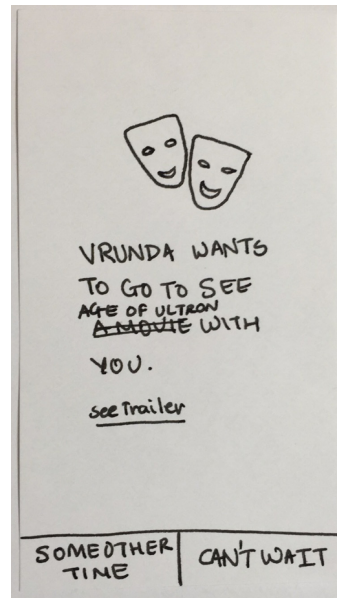
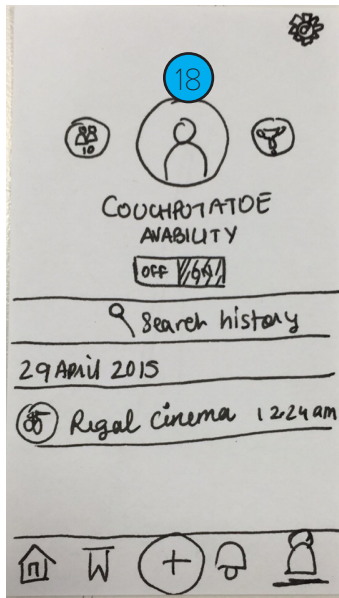
## USABILITY FINDINGS

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 in case they get too overwhelming.
15. The availability on/off setting on the main profile was a bit confusing and it could rather be 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 a leaderboard collecting badges could be a more motivating reward.



## USABILITY FINDINGS

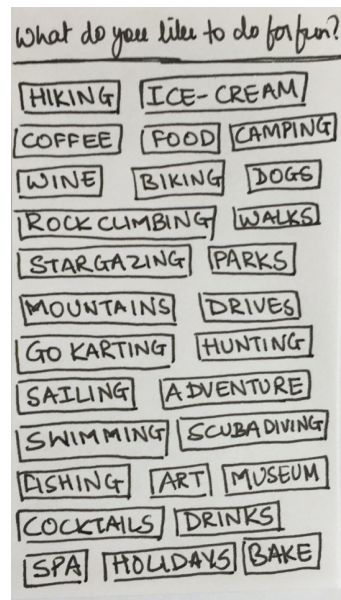
- The profile page could have a happiness meter which would show you your level of happiness depending on the activity you did and there by notifying you to be more active and get out to things make you happy, which in-turn increases productivity.



Welcome screen:

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

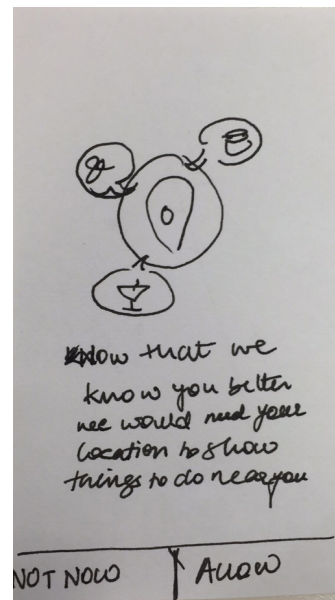
This helps in building a relationship with the user so as to gain their trust.



Settings

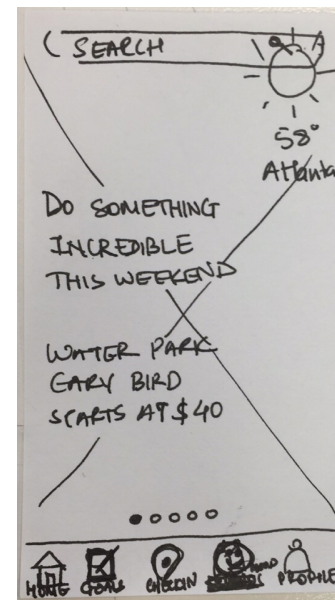
The user will select all the activities they enjoy doing and would love to do more.

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

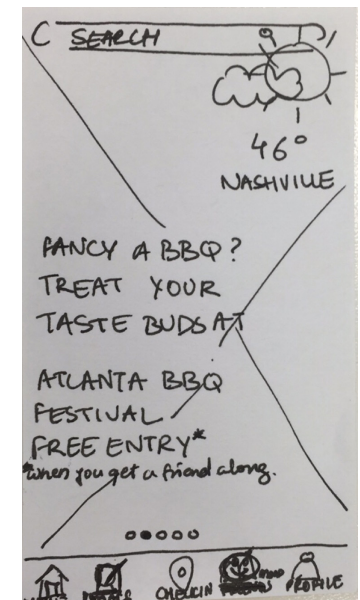
Taking advantage of the location services an inbuilt feature of the phone to suggest places nearby as well as others.



Home slide show 1

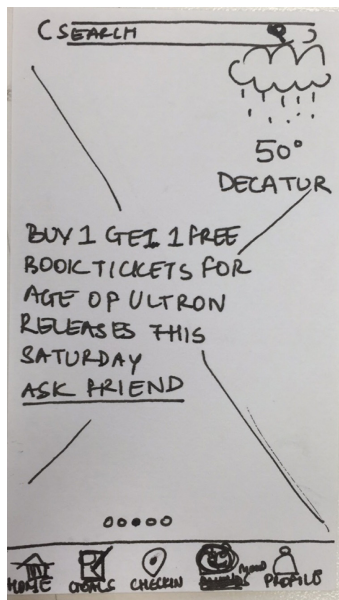
Taking advantage of the function to detect weather of the phone, suggesting places nearby as well as others according to the weather outside. Shows top 5 picks

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

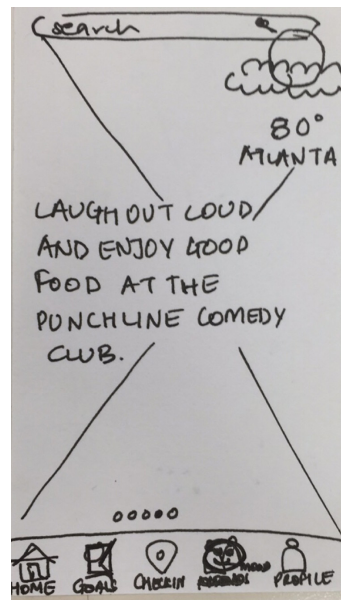
The user can click on the text or the image to go to details of the recommendation.



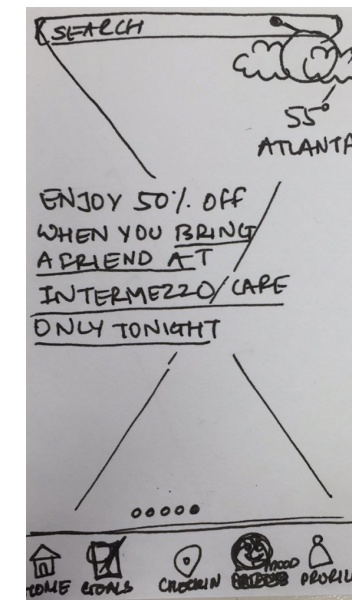
Home slide show 3

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.



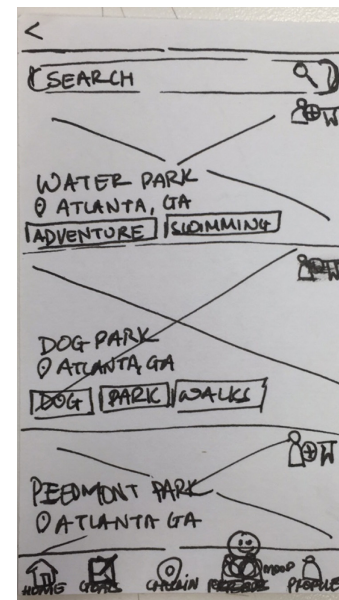
Home slide show 4



Home slide show 5

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

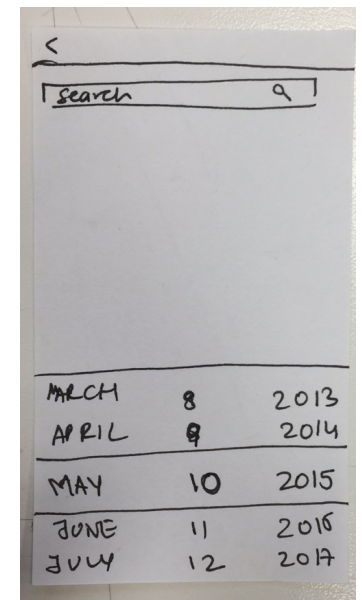
Solves the problem of getting you out of you house and getting out.



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

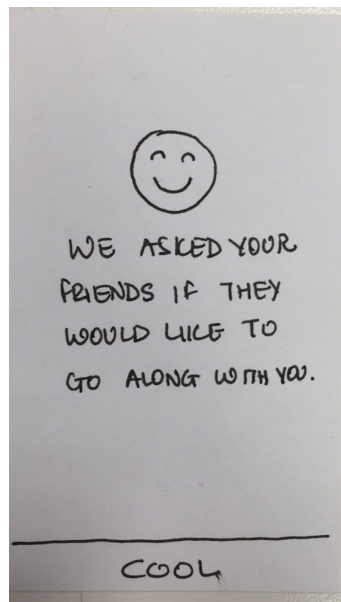
The user selects time and date for the meeting.

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



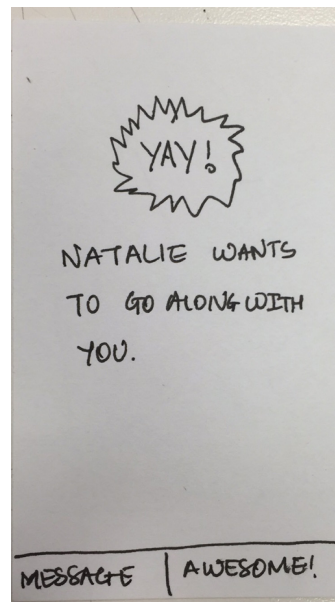
**Invite Friends**

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



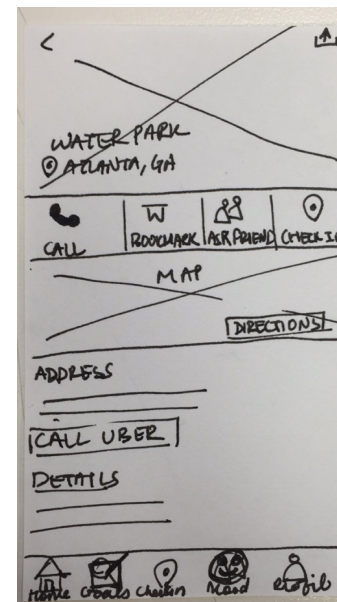
**Notification**

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.



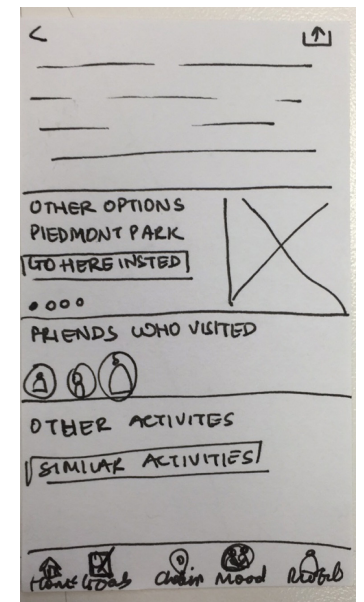
**Notification**

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



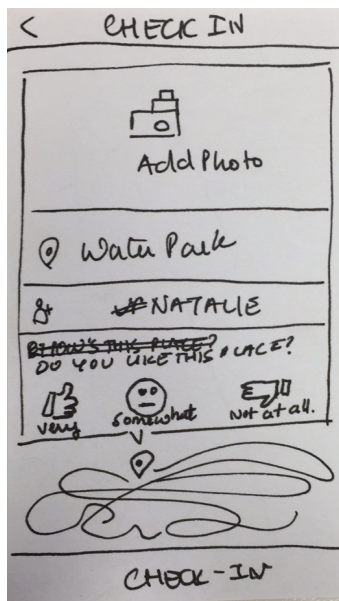
**Place Details**

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**

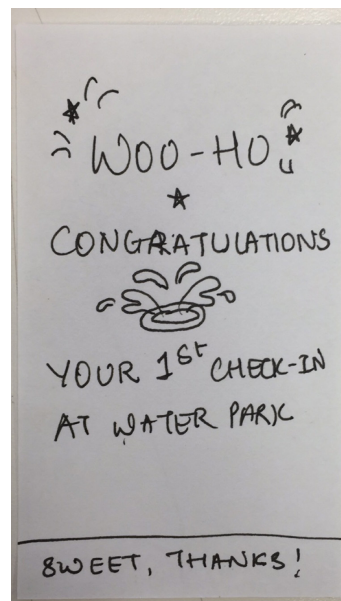
After the friend has accepted the invitation and you tap awesome it take you to the place details screen, here you can find all the details about the place.



**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.

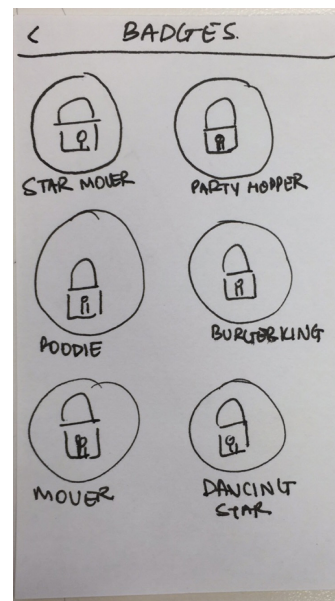
This solves the problem by learning over what you like and don't and recommends places based on you habits and likes.



**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.

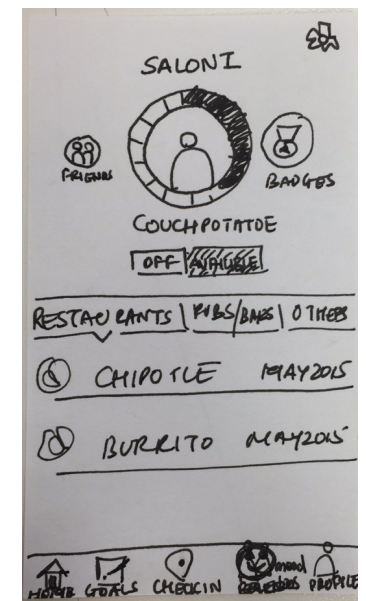
This solves the problem by gamifying the process of getting out and motivates the user more.



**User Profile**

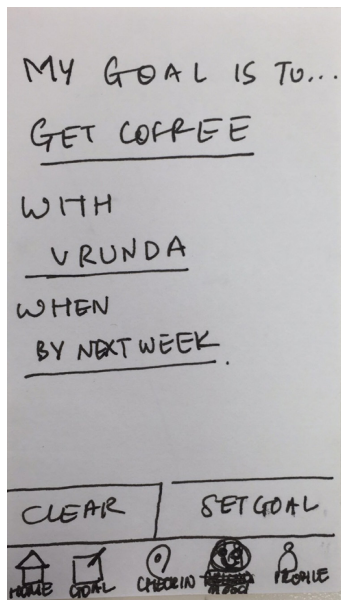
This page shows the history of places that the user has been to making it easier to go back to and remember. Its also creates sort of a personal travel diary creating memories.

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



**User Profile**

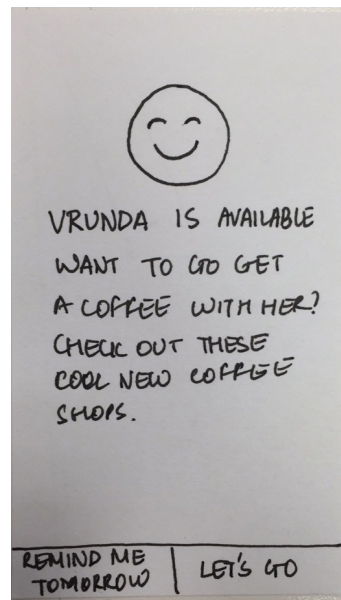
The user can turn his availability on or off depending on how he feels this solves the problem of being able to just do things alone if you don't want to do them with others.



**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.

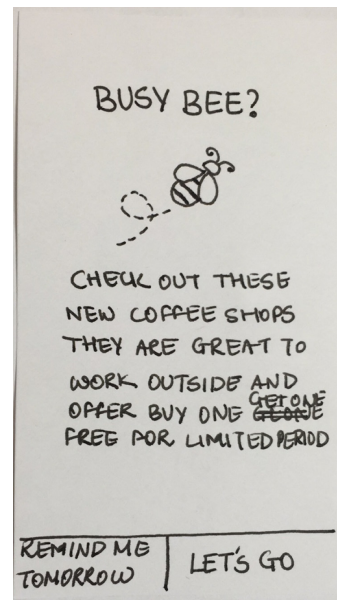
This solves the problem by setting the goals and forgetting them.



**Notification**

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

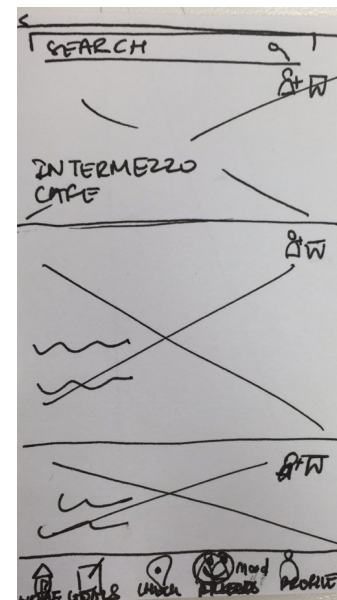
Solves the problem by doing the job for you, we don't know when and if our friends are occupied or busy. The application detects by the setting used for available on/off.



**Friendly Reminders**

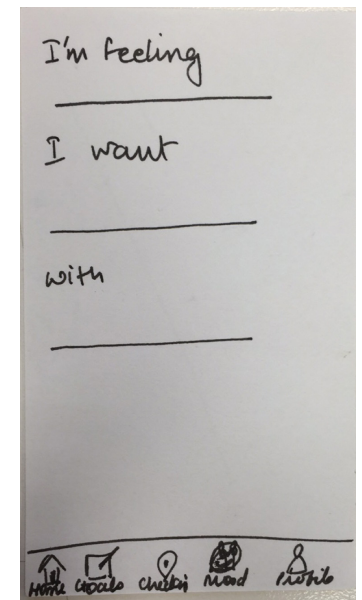
When the app detects that you haven't been going out it sends you notifications suggesting things you can do even when you are busy.

This solves the problem by suggesting places 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 select 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.

## 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

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.

## NEXT STEPS

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