MeetMeHalfway

Initial Mockup Design Document

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Version 1.0

Design Relevance:

My target audience for this application is anyone with a friend in a different city than themselves. Although this typically means working adults who have moved away from their friends or family, this app can be used by anyone. Additionally, my target audience is people who either don’t have the time for or enjoy planning meet ups with their friends who are further away. This app provides value by saving time with the planning process and by being a more enjoyable experience without the intrusiveness of ads, like on other platforms. This app’s success criteria are met if it can deliver a faster meeting point searching experience with at least one viable result from the user input and doesn’t contain any ads.

Success Criteria:

Success of this app relies on displaying at least one usable meeting location and at least 1 nearby activity result in each major category (food and drink, living accommodations, outdoor activities, entertainment), defined by the following golden path:

* The user enters two locations (first location may be the user’s current location if given permission).
* The app calculates a midpoint and searches for nearby activities.
  + If fewer than 5 nearby results, then the app searches along the route for more popular meeting destinations (i.e. towns/cities with more to do than the actual midpoint)
* The app displays the two entered locations from the user and markers for potential meeting points (relatively close to the true midpoint) on a map. A scrollable list with the locations of those meeting point markers will be displayed below the map.
* Upon choosing a meeting point, the map will zoom to that location and display all the nearby results listed. A scrollable list of nearby results will be displayed below the map.
* Any one of the nearby results being tapped on results in the standard Apple Maps information being displayed – more information about the location, hours, reviews, directions, and a link to the website if available

This golden path is the default path that provides the value I have outlined above and in the previous Project Proposal document. This path relies on good user input, that the midpoint of the user input doesn’t lie in an inaccessible location (i.e. mountain ranges, deserts, oceans, etc.), and that at least 5 results of nearby activities are available.

Golden Path Demonstration:

In this project folder, you will find a video called “AppDemo.mov”, which is a demonstration video of this mockup using Figma. I’m just going to briefly explain what is happening in that video.

1. Starting at the main screen, the user can tap on either of the TextFields “Location 1” or “Location 2” to enter information.
2. This routes to a popup screen that allows the user to type and autofills suggestions based on the input. If the user pushes “Back,” we go back to the main screen without updating anything. If the user selects a location – in this demo that means clicking “Done,” but in the real app it would be tapping on one of the suggested locations or hitting “Enter” on the keyboard – then we go back to the main screen but Location ‘X’ is filled with the user input and displayed by a marker on the map.
3. After both locations have been entered, the app is now armed, and “Find Results” is a viable option.
4. “Find Results” takes us to a new page that displays markers on the map of possible meeting locations and a list below the map of those marked locations.
5. Tapping on one of these Meeting Point locations takes us to a Nearby Results page.
6. The Nearby Results page displays a map zoomed in on the meeting point and displays all the nearby results with a scrollable list below the map.
7. Tapping on one of the nearby results in the list brings up the standard Apple Maps information.

I have also included the exported Figma project files for you to explore if you want to – labeled “MeetMeHalfway.fig”.

There is also a photo called “MeetMeHalfwayFigma.png” which is a screenshot of the Figma flow diagram/mockup.