

DROPPIT YOUR MESSAGE...

EVERYWHERE

TABLE OF CONTENT

CONTENT



THE VISION

- To inspire those to be bold, cunning and adventuristic... the world is our frontier, set and collect messages to help and learn more about yourself and those around you.

THE PROBLEM

- In 2017 Psychiatric News pointed out that there's a strange correlation between social media and its users. On one hand, social media brings us closer together with people from every corner of the world, yet at the same time distracts us from those right in front of us. Better Science noted that individuals on social media, "Compare themselves to others they considered " better off than me." (Better Science, 2017). This could possibly leave people in a depressed state feeling inadequate compared to others on those platforms. The American Journal of Public Health goes on to state, "Social media platforms such as chat rooms and discussion forums may also pose a risk for vulnerable groups by influencing decisions to die by suicide." (AJPH, 2012). The AJPH also points out the lack of communication poses a high risk for certain vulnerable groups to commit harm to themselves.

THE SOLUTION

- It's self-evident that social media isn't going away, as such we as developers have to change the state of play to inspire individuals to promote healthy communication... not just with the people they see day to day but the environment around them. Droppit offers a way for individuals to get out and in environments promoting interaction with their local community by leaving messages behind at any locations; telling their own story while also discovering stories of others that are seeking to earn achievements and become more interactive with the world.

DEMOGRAPHIC

- Individuals that are engaged with social apps throughout the day that tend to spend some of there time on mobile aswell. Preferable outdoor people that tent to communicate with others.



TARGET

- The App Droppit shares many of the social interaction of common chat apps found on the market like snapchat; while also blending the gamification aspect of apps like PokemonGo. As such it the Targeted Audience would be employed millennials, both males, and females. However, it's important to note that AdWeek reported the more than 50% of SnapChat users are female, and that "The organization, which surveys 4,300 people daily, has seen a considerable spike in 18 - to 34 - year - old female users of the app." (AdWeek, Christopeher Heine, 2016). Compounded by the fact that research shows "80% of the consumer market is female driven." (Inclusionary Leadership Group, 2017). A strong emphasis will be geared towards the female audience. However, it's important to note the immersion that my app share with PokemonGo as such the Targeted individuals will also have to be active smartphone users that like the outdoors. PokemonGO accrued over 550 installs at once point, many points to its immersion stating "Extant explanations of player participation in games focus predominantly on the impact of immersion. It appears that PG offers possibilities for creating various immersive experiences, which sustain players' continuance intention." (Suh A., 2017).



PERSONA

-SAMUAL

SamualOconski



PERSONA TEMPLATE

AGE 23

OCCUPATION Musical Engineer

STATUS Single

LOCATION Atlanta, GA

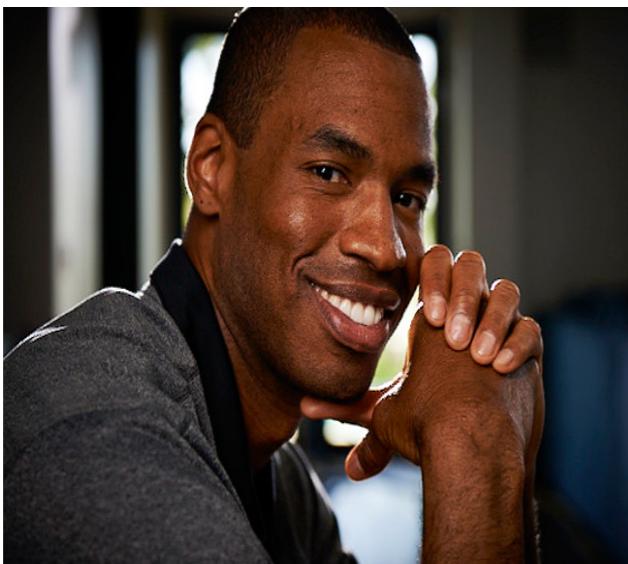
TIER Musician

ARCHETYPE The Pathfinder

Passionate

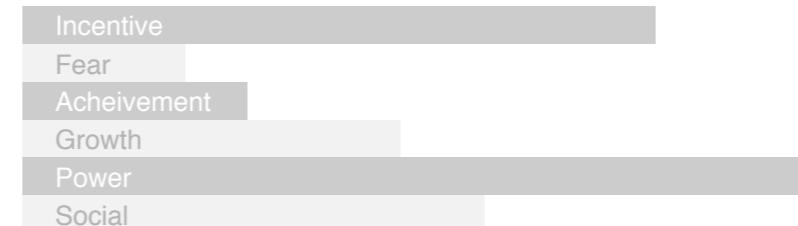
Inspirational

Focused



"A man wishing to be depressed will find a way to prove his cause."

MOTIVATIONS



GOALS

- Produce music people want to hear
- Give back to their hometown
- Inspire others to pursue their passion

FRUSTRATIONS

- Nothing to do on the weekend.
- Too hot coffee
- Watching the Falcons lose

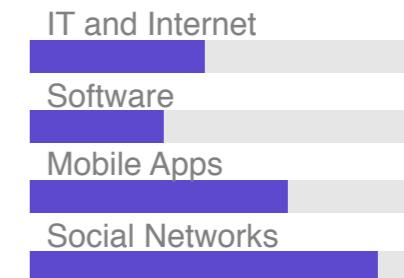
BIO

As a Musical Engineer Sam spends most of his time inside his studio mixing beats. When he does go out he spends it drinking with coworkers and famous artists. Often he is on his phone looking at different social media posts trying to enjoy himself or at the very least keep himself entertained.

PERSONALITY



TECHNOLOGY



Coca-Cola

SONY

PreSonus

PERSONA

-SAMANTHA

Samantha Swav



PERSONA TEMPLATE

AGE 26

OCCUPATION Radiographer/Nurse

STATUS Single

LOCATION Dayton, OH

TIER Social Service

ARCHETYPE The Lover

Selfless

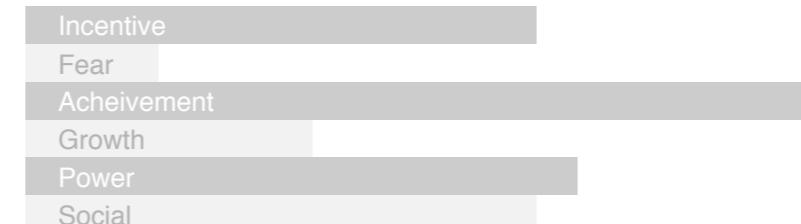
Alert

Innovative



"Downward is the only way forward."

MOTIVATIONS



GOALS

- Become more intune with family and loved ones.
- Appreciate life more.

FRUSTRATIONS

- Anything/one that's slow
- Procrastinating
- Failing those that my need me most

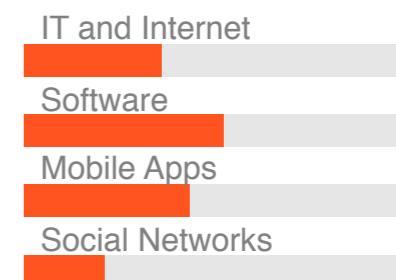
BIO

First-generation college graduate from Bridgeport, Connecticut, and earned her BSN from Winston-Salem State University (WSSU) in 2012. In 2014, Sam works long tiring hours at Dayton Hospital as a Radiographer and is quite the joker. She often pulls small pranks around the office to keep the overall morale at the hospital high; she often sets up events at the hospital and continually looks for ways to do so more effectively due to her limited tie between work and play.

PERSONALITY



TECHNOLOGY



PERSONA

-JOHN

John Kav



PERSONA TEMPLATE

AGE 26

OCCUPATION Writer

STATUS Single

LOCATION Fort Myer, FL

TIER Social Service

ARCHETYPE The Joker

Selfless

Alert

Innovative



"Downward is the only way forward."

MOTIVATIONS



GOALS

- Be more forth coming.
- Be more social.
- Travel.

FRUSTRATIONS

- Fights
- Drunks
- Poor drivers.

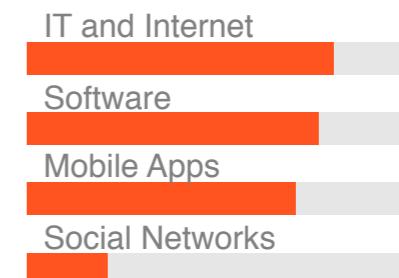
BIO

John is a writer for his local paper and spends most of his time working on his personal novels. He spends most of his time indoors but relishes the idea of getting outside the house to see more of the world and gain a better understanding of the things around him. He's very tech savvy and spends most of his free time on mobile catcha games..

PERSONALITY



TECHNOLOGY



WELLPOINT®

COMPETITORS MEETUP

Design and Prototyping Meetup

UPCOMING (1)

GROUP INFO

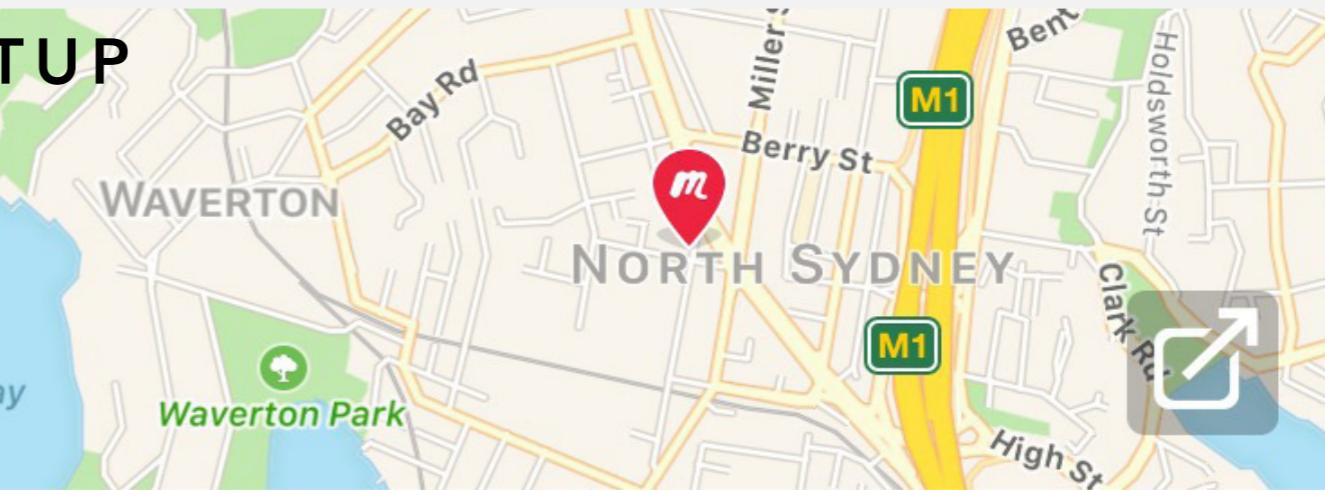
Sketch App Design and Framer Prototyping Meetup

Today
18:00

Vodafone HQ (Coca-Cola Place)
Ground Floor, 40 Mount Street, North
Sydney 2060, Sydney, Australia

Hosted by Jamie Harbison

Sydney



Sketch App Design and Framer Prototyping Meetup

Today, 18:00

Your Meetups

Calendar



Sketch App Design and
Framer Prototyping Meetup
Today, 18:00



Sydney Design
Thinking Meetup #14: The startup j
27 Oct, 18:00

MEETUP

- With analytics gathered from SimilarWeb Meetup is an up coming social media app on the market that shows local seminars, workshops and group ups in the user's local area. It is ranked the 52nd most popular app by its category and has seen a recent up and up with its user base.

Strength

- Popular amongst professionals looking to improve themselves.
- Offers support on Web, tablet and mobile devices.
- User usage is trending upwards.

Weaknesses

- Too many sponsored events .
- The app relies heavily on individuals meeting up and has a limit features to interact with other users.
- UI while easy to understand is jumbled up and feels bloated.

Opportunities

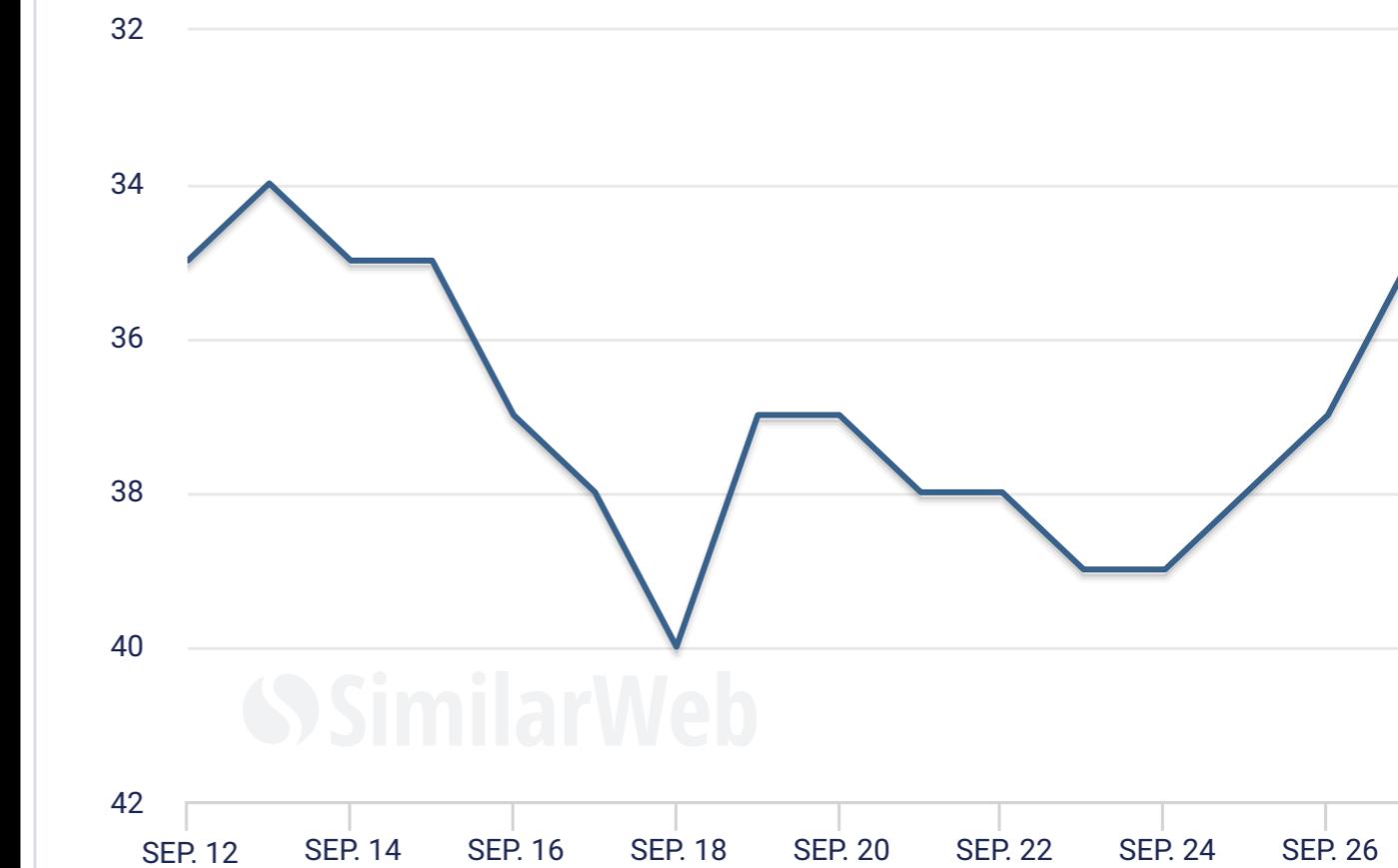
- Separation of UI elements.
- Add more feature to interact with users in-app.
- More user hosted events.

Threats

- The is no event rating system for some reason this has to be found outside of the app.
- No real relevant friend feature.
- Lag between events and google map feature.

COMPARE

Social



POKEMONGO



POKEMONGO

- PokemonGo has had over 100 million downloads at one point and time. Overall the app has seen much success placing itself in the top 6 app that users use on a daily, placing right behind Snapchat.

Strength

- Arguably the most popular AR game on the market
- Based off of the most popular Nintendo franchise to date.
- While user usage has grown smaller compared to release it is still wildly popular with daily users still in the millions.

Weaknesses

- Still, a game and will have all the stigmas that games carry with them.
- Limited on social features that are outside of pokemon.
- Limited on features design that does not relate to the overall series.

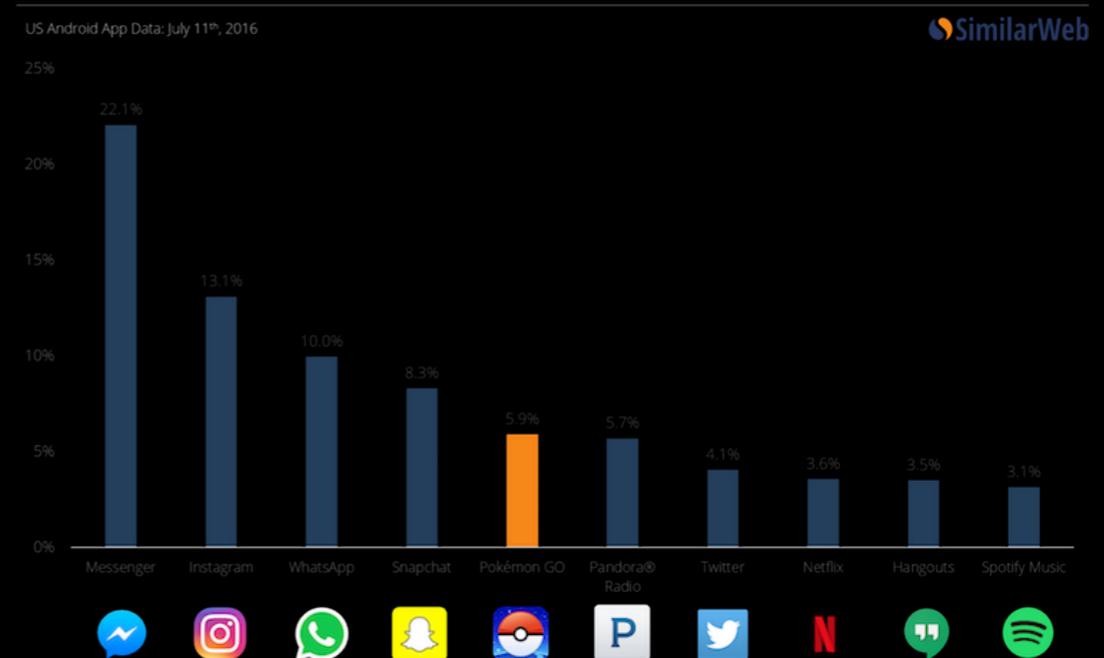
Opportunities

- Can attack the market that is not into pokemon.
- Can connect to other social outlets and more adult content.
- Can create UI/UX based off of hig and not the overall pokemon brand.

Threats

- Just a game.
- Limited market based off of the initial users and current users.
- no real competitiveness considering its a pokemon game.

APP RANKING



KAKAOTALK

Janice: Ya she was a doll wasn't she! 1:48 AM

Janice: We should go visit again - 1:49 AM

I couldn't get her out of my head so I'm thinking of getting one of my own.. 1:49 AM

Janice: really?!! 1:49 AM

awesome - which breed? 1:50 AM

Start a search here! 1:50 AM

Janice: We should go visit again - 1:48 AM

I couldn't get her out of my head so I'm thinking of getting one of my own.. 1:49 AM

Janice: really?!! 1:49 AM

awesome - which breed? 1:50 AM

Scottish fold 1:53 AM

Janice: Ya she was a doll wasn't she! 1:48 AM

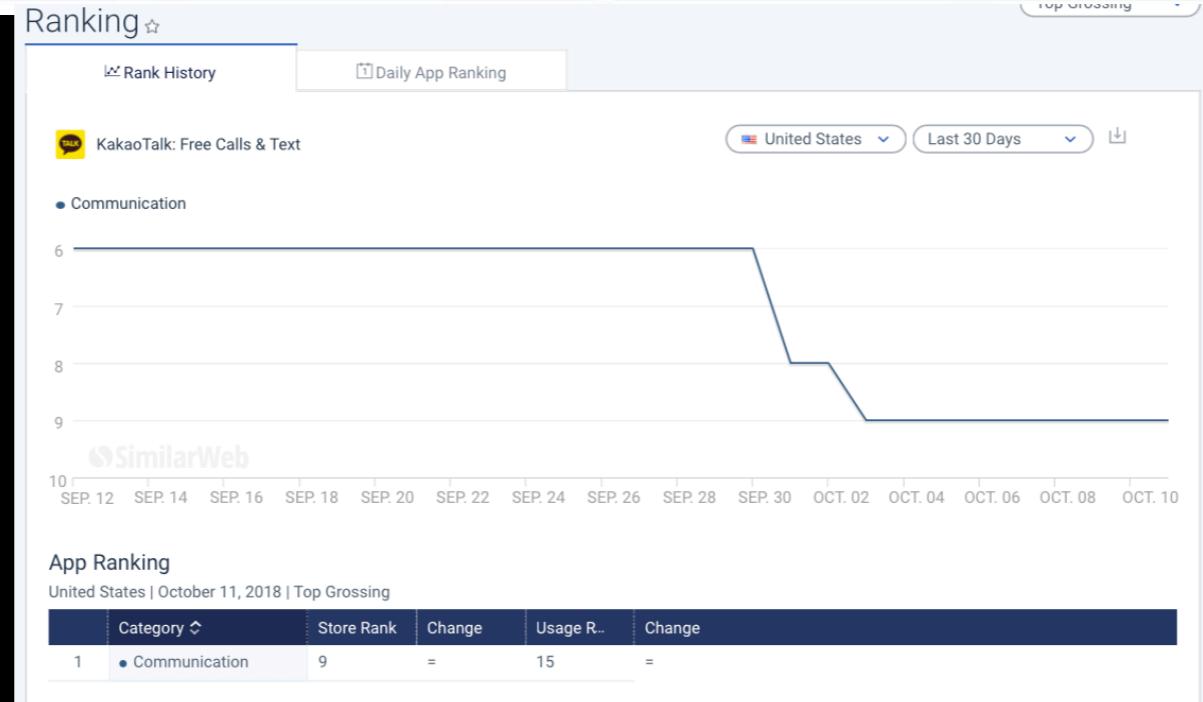
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Scottish fold 1:53 AM



KAKAOTALK

- KakaoTalk is a pretty popular app that integrates a wide verity of kakao brand feature together. While this app is very popular in the states, it is in Asian countries where it makes its mark as the most popular brand in South Korea.

Strength

- Different Kakao brand all integrate with each other in the same fashion google interacts with there apps.
- Ranked high very high in foreign markets.
- Games and sponsored events even give credit for usage between kakao products.

Weaknesses

- No global push.
- Some of the other Kakao products are advertised in the US but are not available on the store.
- UI hasn't changed for 6+ years.

Opportunities

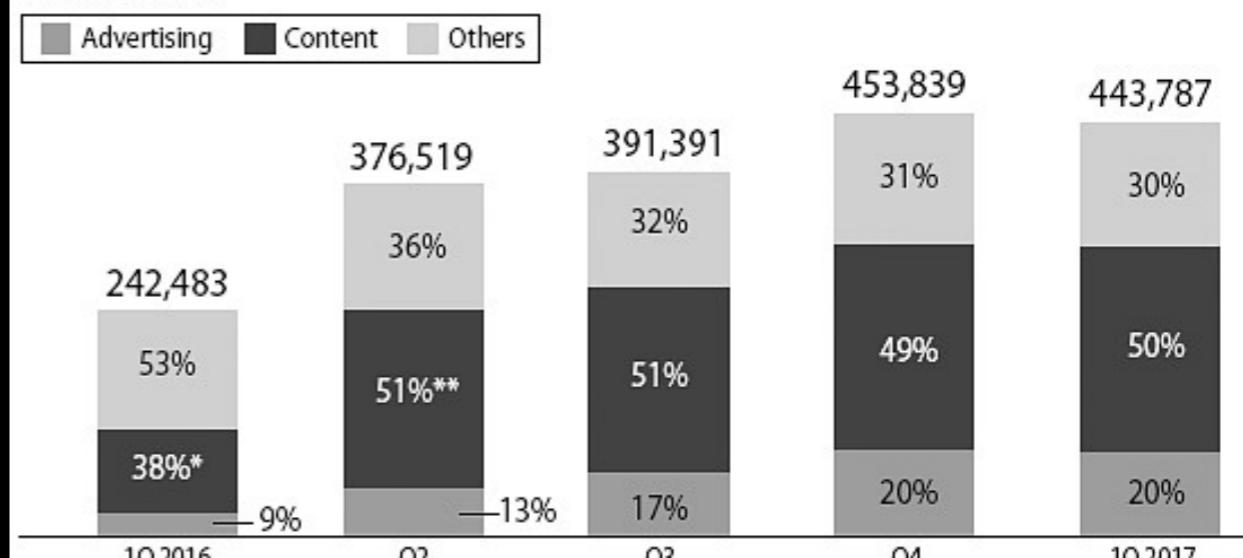
- Can Improve on it UX/UI when it comes to new "News" feed.
- Add other features other than chatting.
- Should improve on consistency between regions.

Threats

- Inconsistent feature throughout the world, different regions have access to different kakao apps.
- Overall UI is unappealing to the general user and will most likely sway them away.
- Specific Demographic

Kakao revenue

Unit: million won



*Acquisition of Podotree

**Acquisition of Loen Entertainment

Advertising	Content	Others
<ul style="list-style-type: none"> • Daum online portal • Daum mobile app • In-app Kakao Talk messenger such as Plus Friends, Talk Order and Talk Reward • Kakao Story social networking service • Kakao Style shopping service • Kakao TV video-streaming service 	<ul style="list-style-type: none"> • Kakao Game • Music service including Melon and Kakao Music • Webtoon and Web novel content from PodoTree, Kakao Page and Daum Webtoon • KakaoTalk emoticons 	<ul style="list-style-type: none"> • Kakao Talk gift shop, Kakao Farmer and Kakao Friends • Kakao Taxi, Kakao Black and Kakao Driver • Kakao Pay • Loen Entertainment (music production, distribution, etc.)

Source: Kakao

DROPPIT SWOT

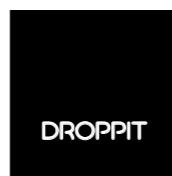
- Strengths: This app offer's the users the ability to interact with their area in a fun productive manner without the obligations that most games with similar feature demand. Droppit offer's a fun and interactive way for smaller businesses to get there
- Weaknesses: The app's current market is very hard to get into and gain traction considering the sheer number of social media app already out there. Also the app is very limited the what it has to offer the user outside of its messaging feature.
- Opportunities: There's not an app that provides messages in a gamified manner. The app intuitiveness there are very few apps the utilize messages with the surrounding area at all.
- Threats: More common messaging apps are all over the market. Limited money and resources for expansions. No real use base.

DROPPIT FEATURE

- User Profile on the profile, there will be user achievements for each drop that they collect.
- The user profile will be able to be edit.
- Anonymous Drop feature for messages.
- Event Drop Feature for local business.
- Drop Rating Feature.
- Drop Achievement Feature.
- Drop viewing feature to see rating and achievement.
- Information window about Drop.
- Go to Drop navigation feature.
- AR Drop viewing
- AR interaction
-
- TASK AND TIME
 - Design Elements and Screens... 24hrs
 - UX flow and transition... 8hrs
 - Firebase Login and Auth... 4hrs
 - Map save/load firebase... 12hrs
 - Nav to location... 8hrs
 - Location implementation... 6hrs
 - Drop event Implementation... 6hrs
 - UserProfile data management... 8hrs
 - Viewing and achievements... 8hrs
 - AR drop viewing and interaction... 12hrs

STYLE GUIDE

Branding Logo



B&W



RGB



Reverse

Primary Color Usage & Patterns



PANTONE
3272 CP



PANTONE
717 CP



PANTONE
717 CP



PANTONE
717 CP

R = 37
G = 44
B = 61

R = 243
G = 115
B = 43

R = 123
G = 108
B = 240

R = 102
G = 121
B = 207

HEX CODE
252C3D

HEX CODE
505967

HEX CODE
103497

HEX CODE
79d1cf

Secondary Color Usage & Patterns



Typographic Hierarchy

Headline	Regular 24sp
Title	Medium 20pt
Subheader	Regular 16pt
Body 2 / Menu	Medium 14pt
Body 1	Regular 14pt
Caption	Regular 12pt
BUTTON	MEDIUM 14PT

AVENIR

Secondary Typographic Hierarchy

Headline	REGULAR
Title	MEDIUM 20PT
Subheader	REGULAR 16PT
Body 2 / Menu	MEDIUM 14PT
Body 1	REGULAR 14PT
Caption	REGULAR 12PT
BUTTON	MEDIUM 14PT

AQUATICA

WIREFRAMES



SIGN IN TO YOUR ACCOUNT

adam.fiesto@gmail.com

Keep me signed in

SIGN IN

Sign Up For Account?

This wireframe shows the sign-in interface for the Droppit application. It features a large header with the brand's logo. Below the logo is a white rectangular form containing fields for email and password, both with placeholder text. A 'Keep me signed in' checkbox is present, followed by a dark blue 'SIGN IN' button. At the bottom of the form is a link for users to sign up for an account.

SIGN UP FOR ACCOUNT

E-MAIL

USERNAME

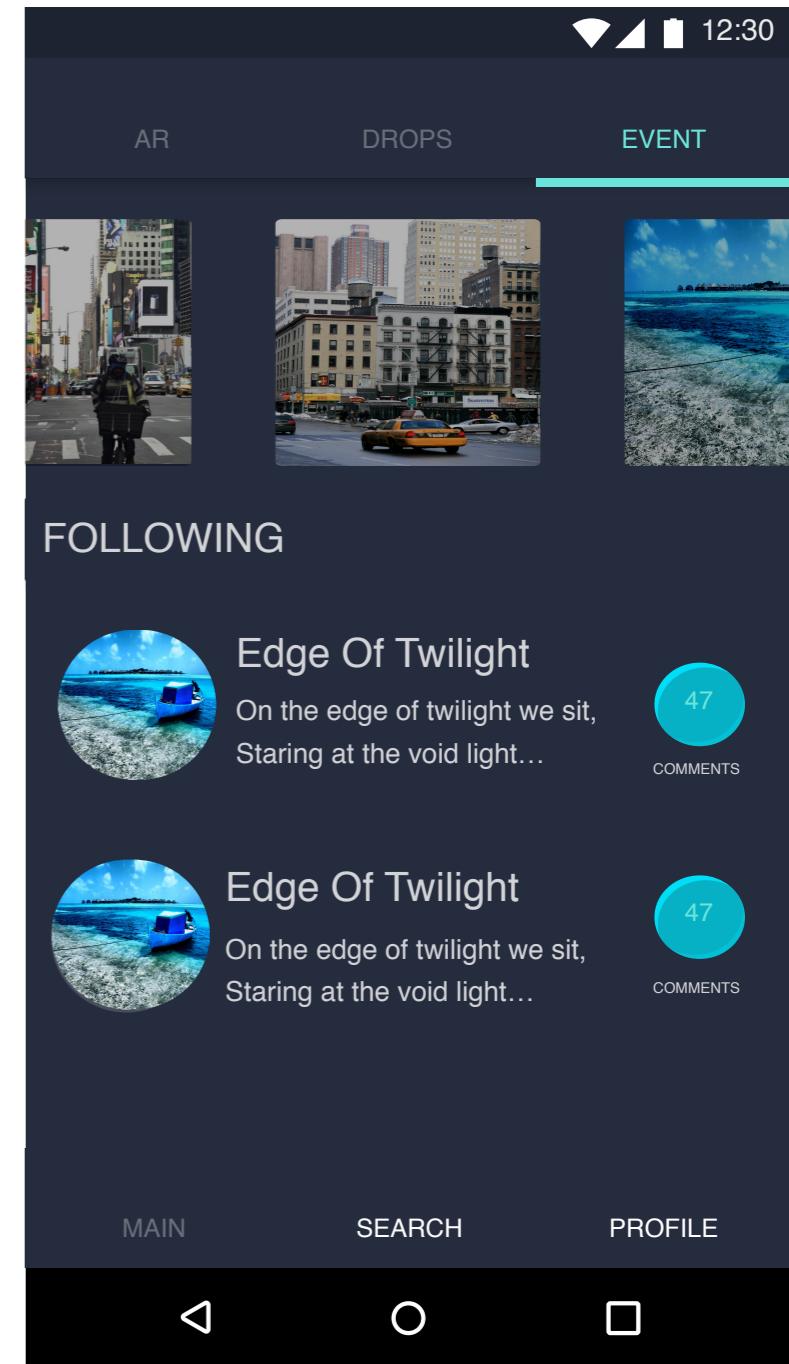
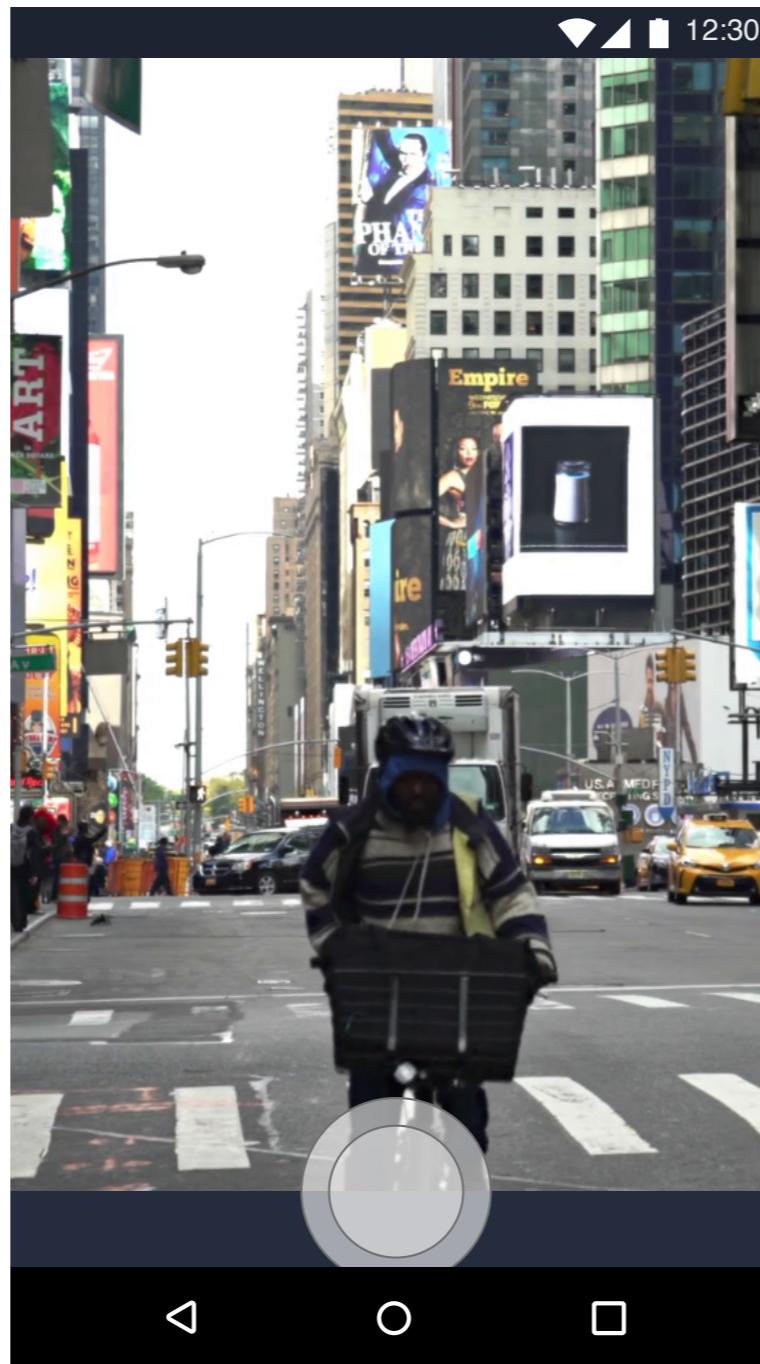
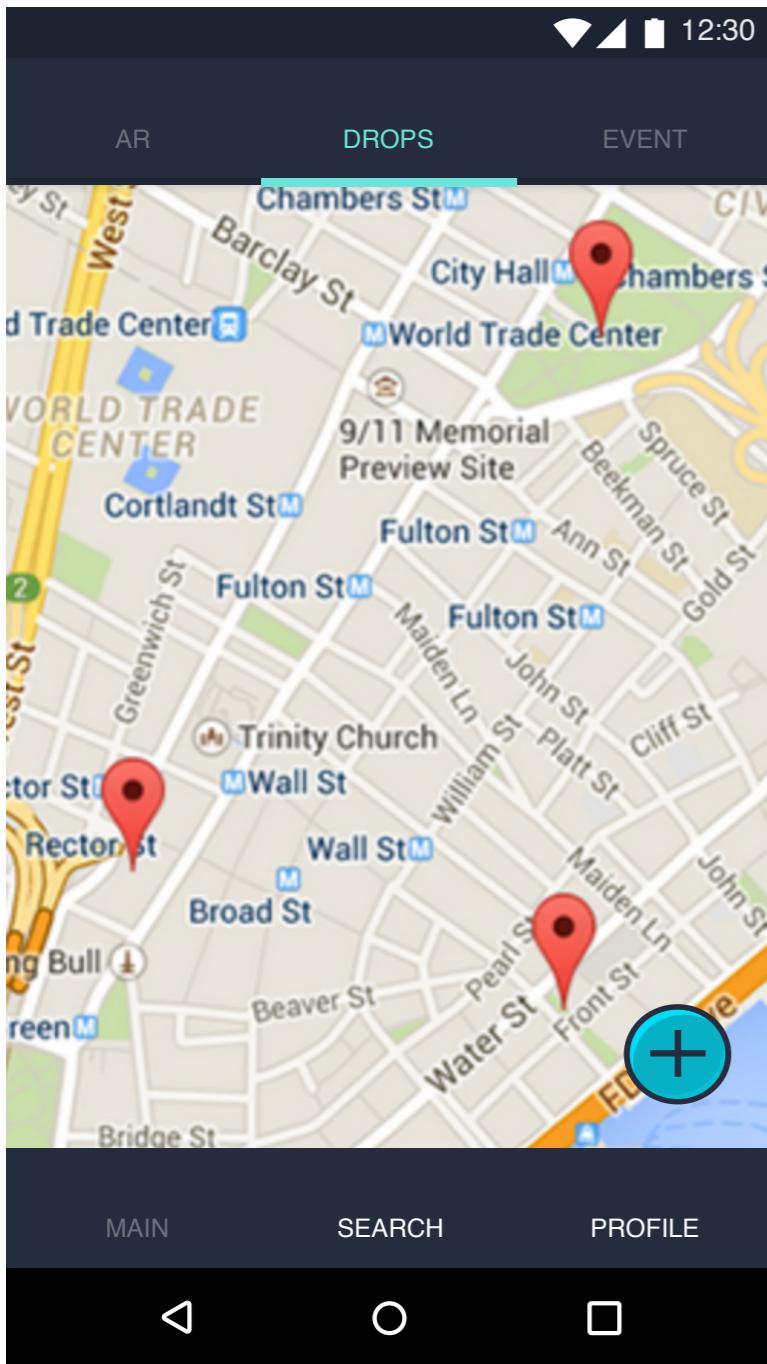
PASSWORD

CONFIRM PASSWORD

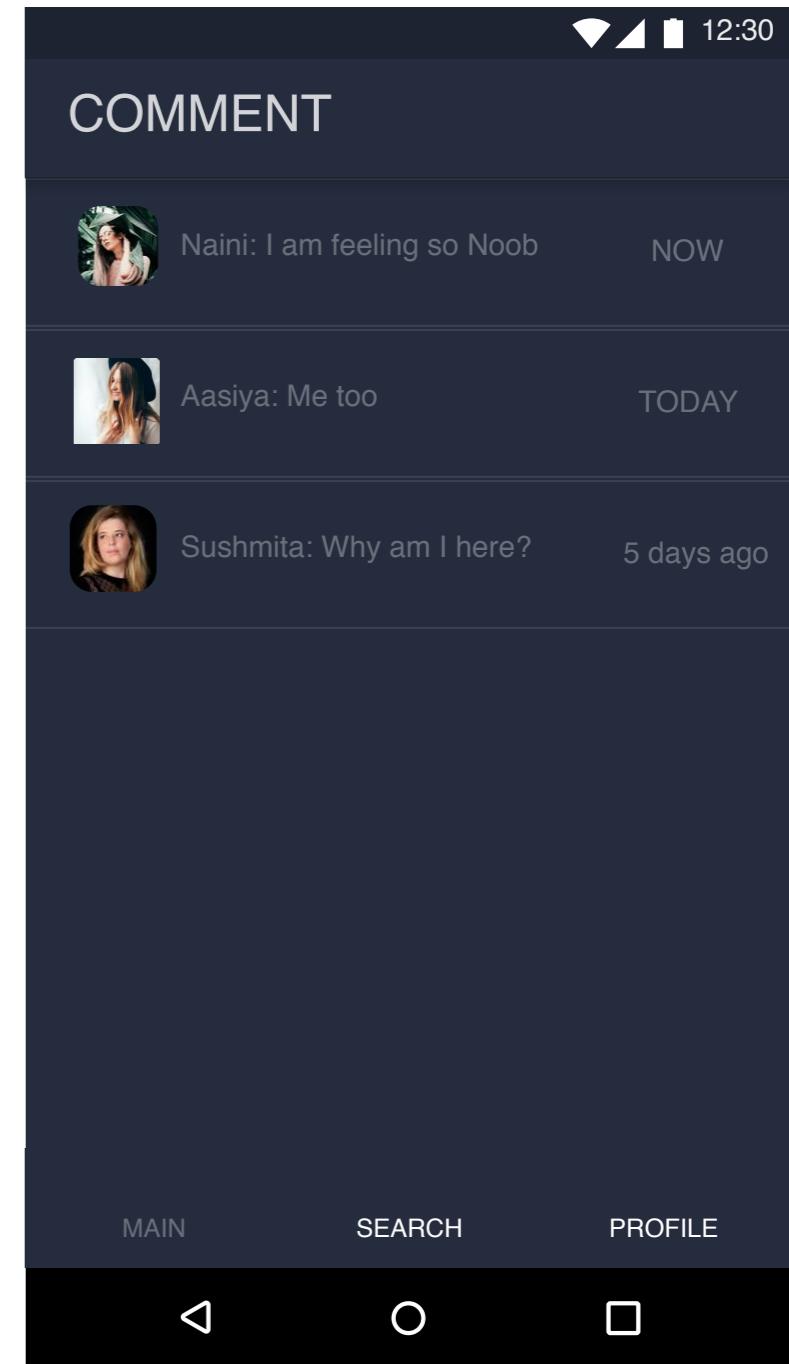
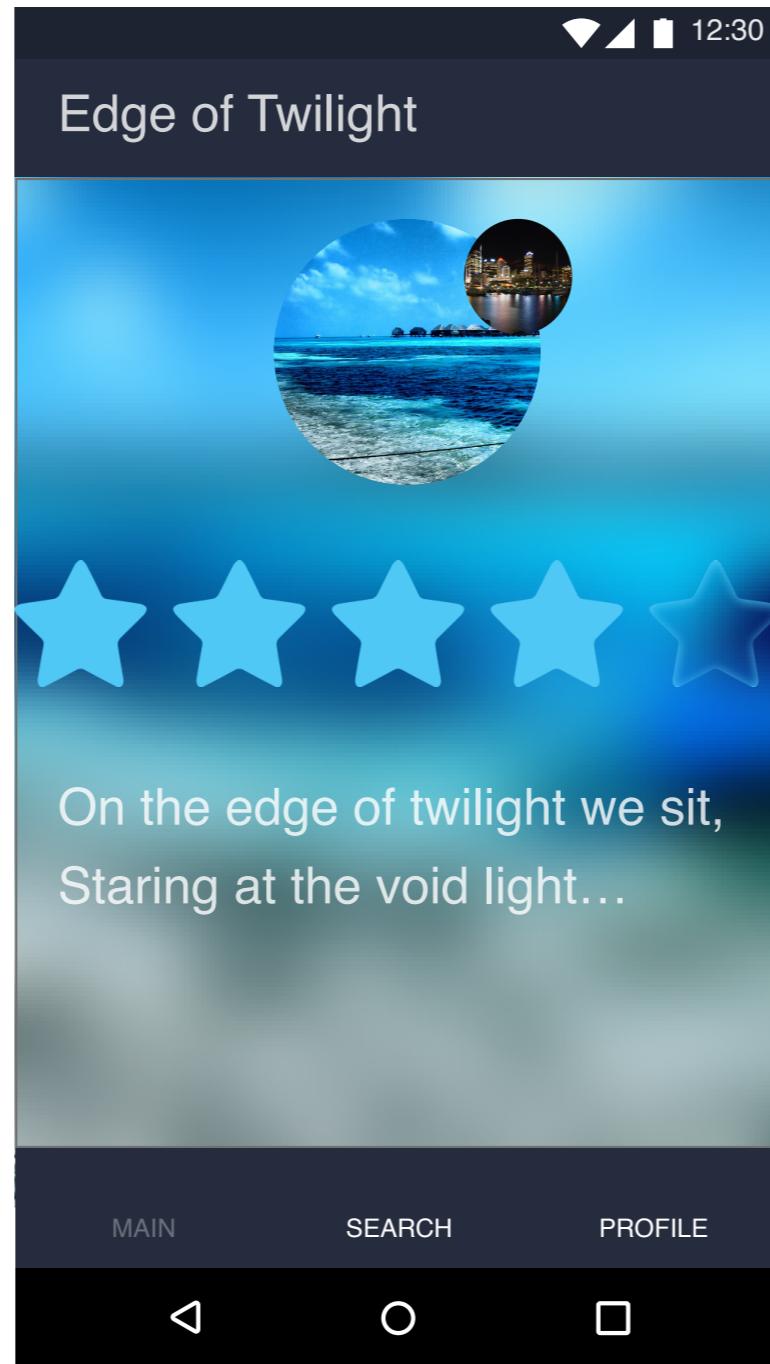
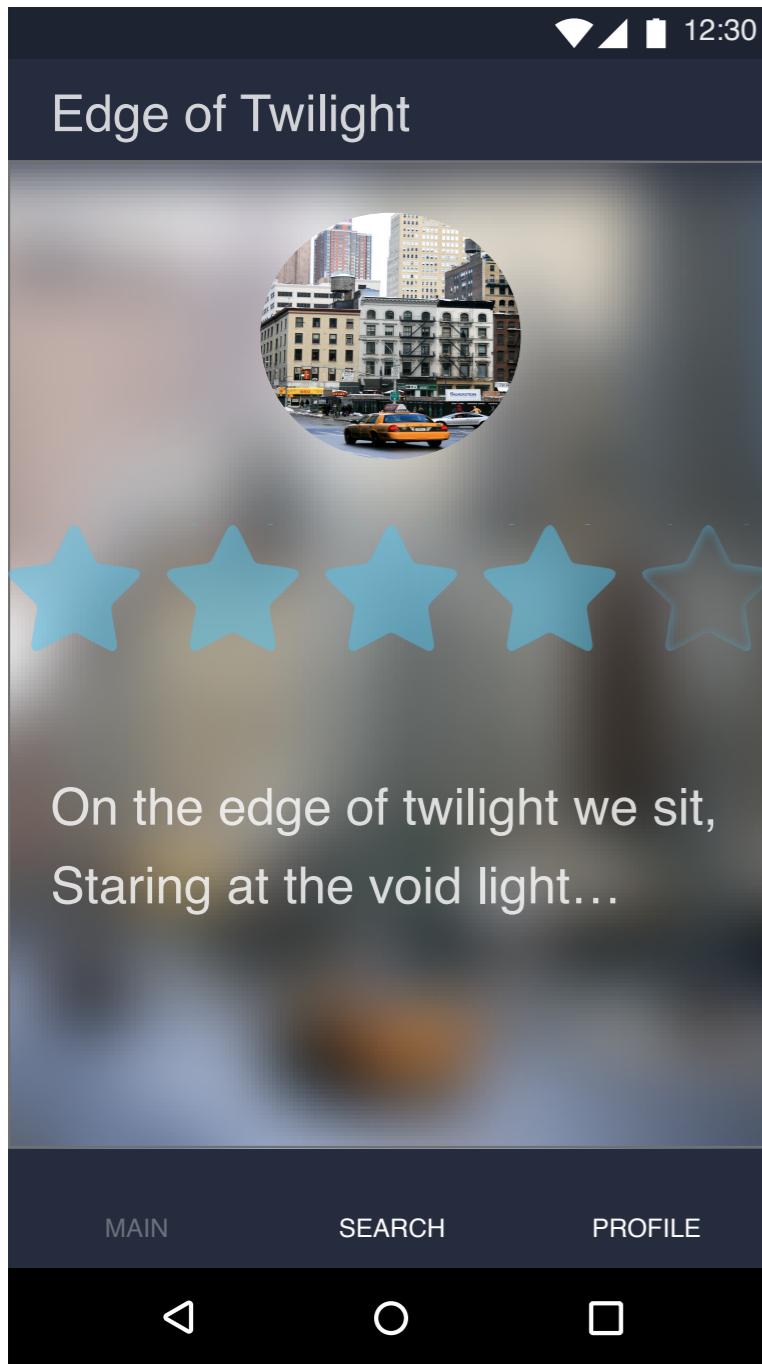
SIGN UP

This wireframe shows the sign-up interface for the Droppit application. It consists of a white rectangular form with five input fields labeled 'E-MAIL', 'USERNAME', 'PASSWORD', 'CONFIRM PASSWORD', and a large dark blue 'SIGN UP' button. The fields are arranged vertically within the form.

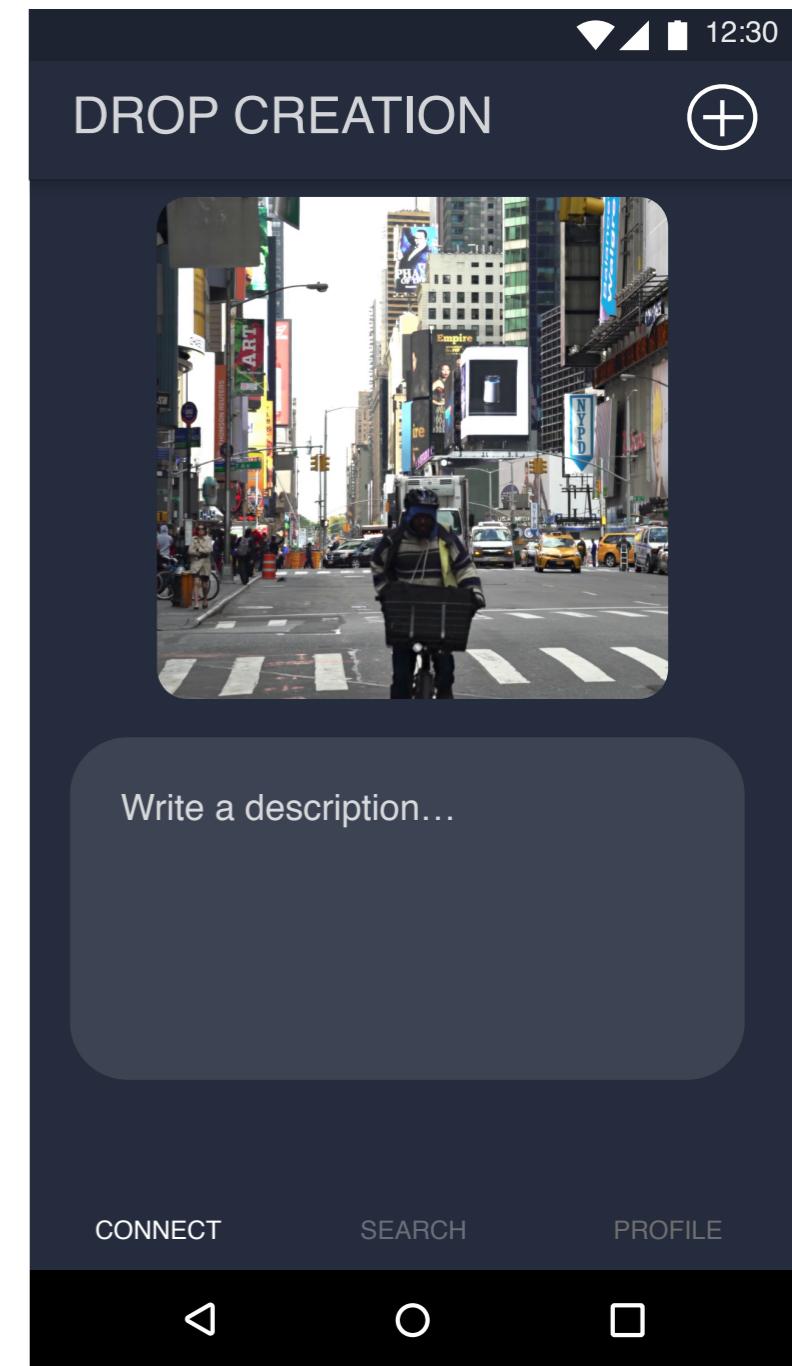
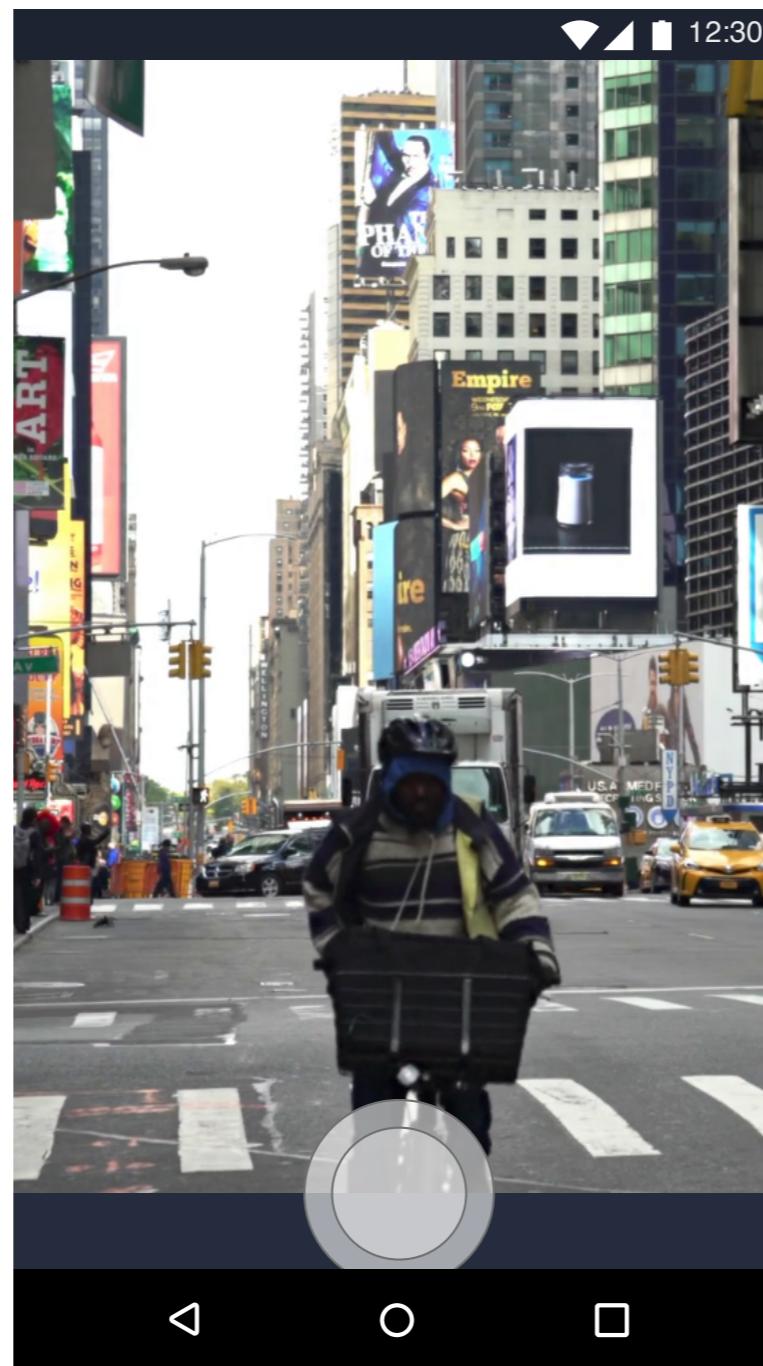
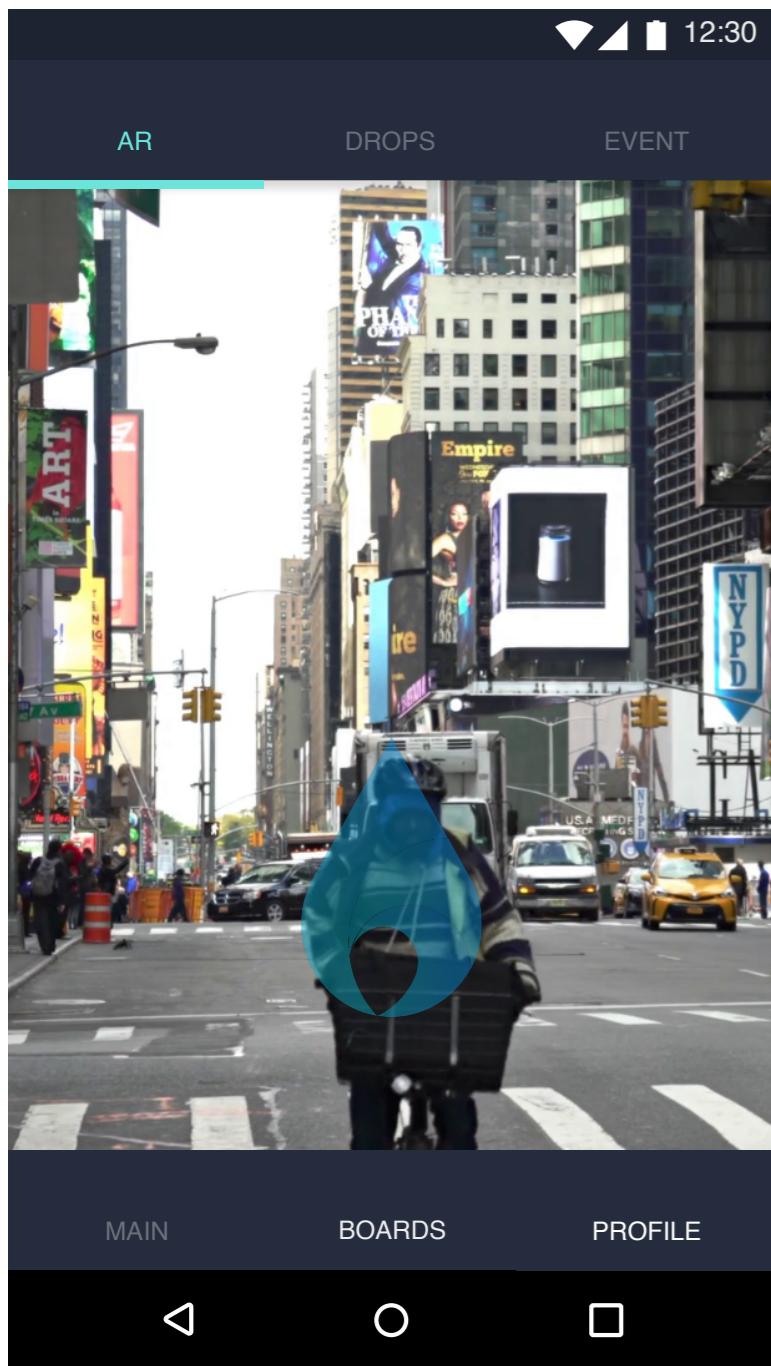
WIREFRAMES



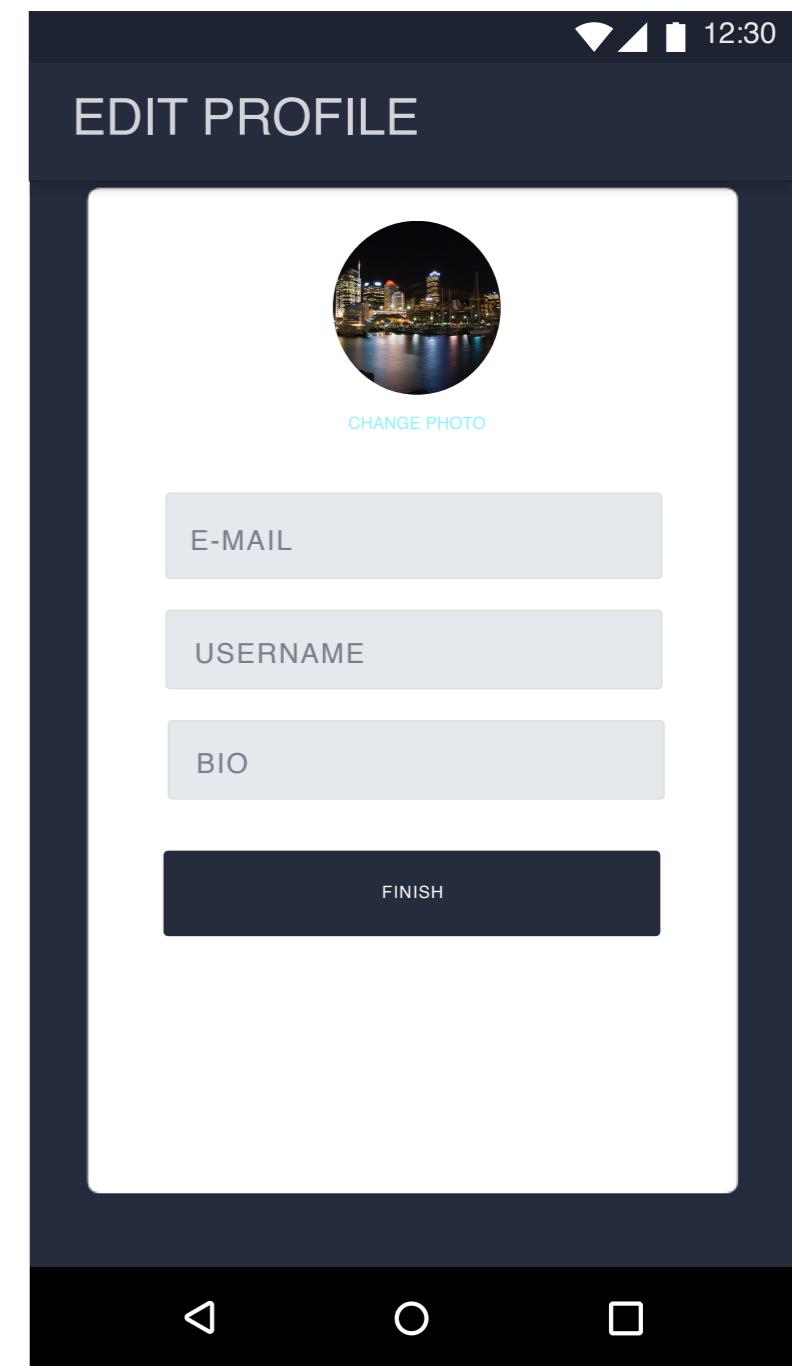
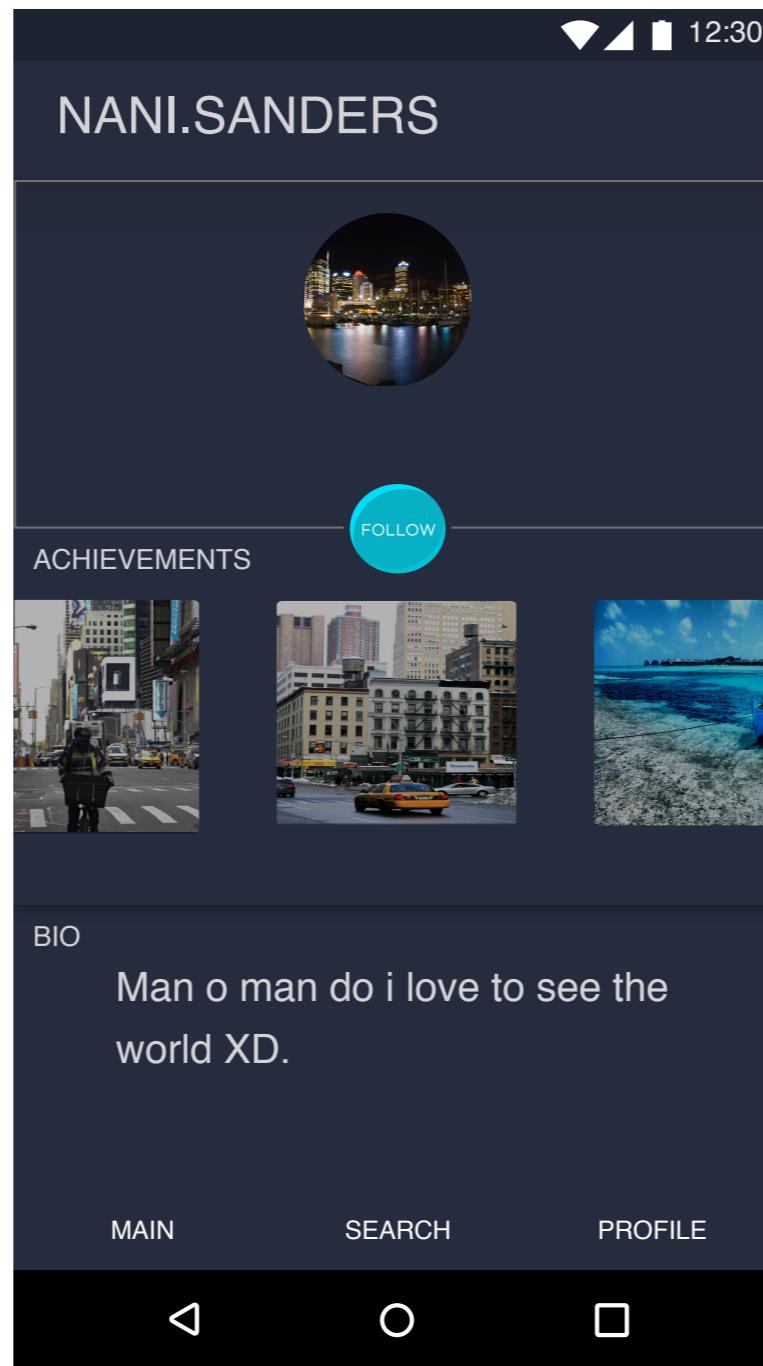
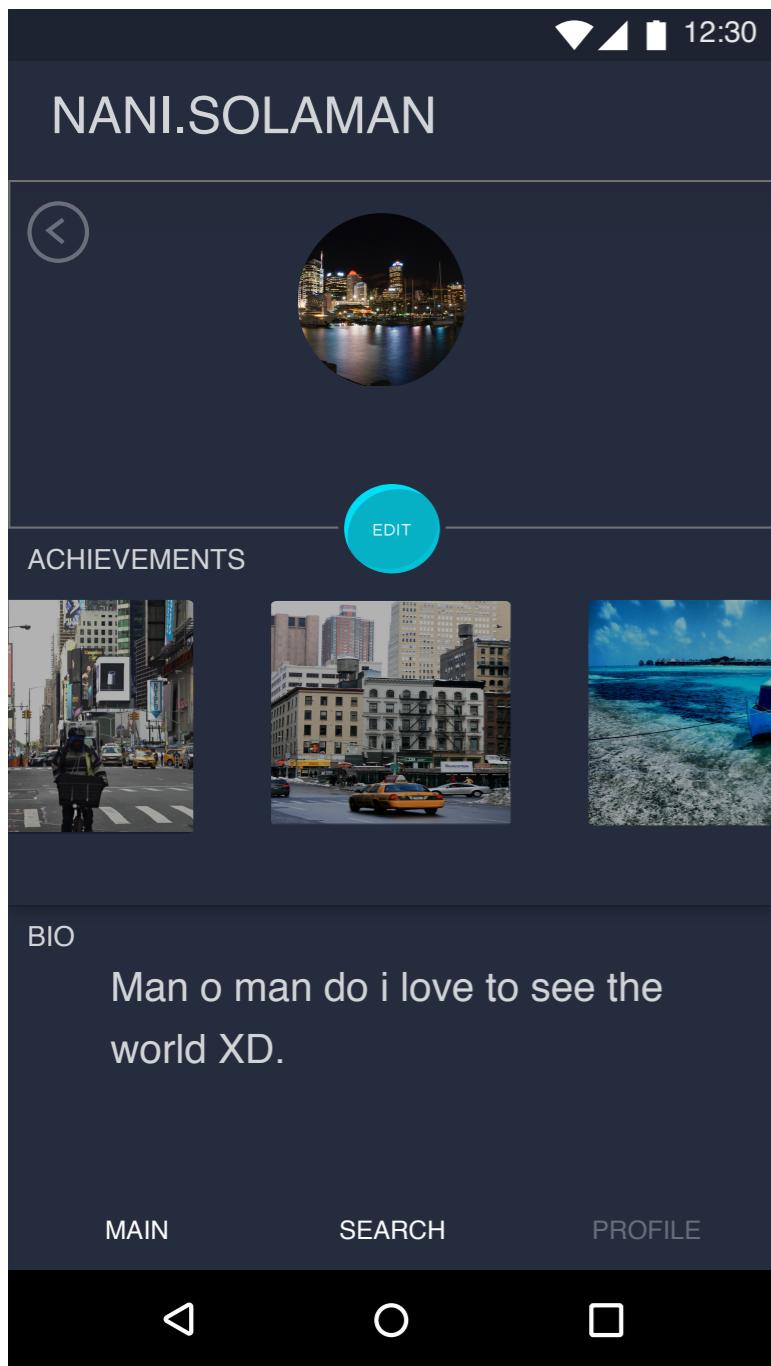
WIREFRAMES



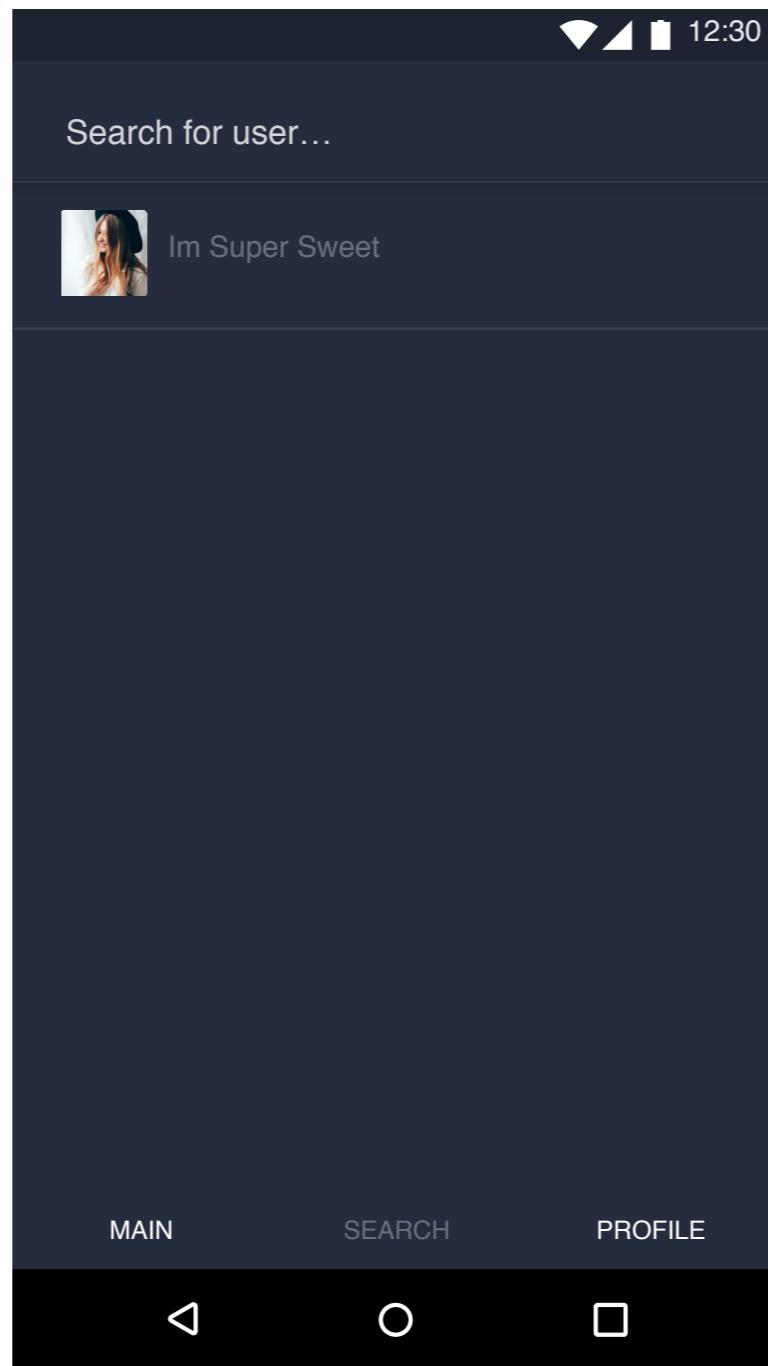
WIREFRAMES



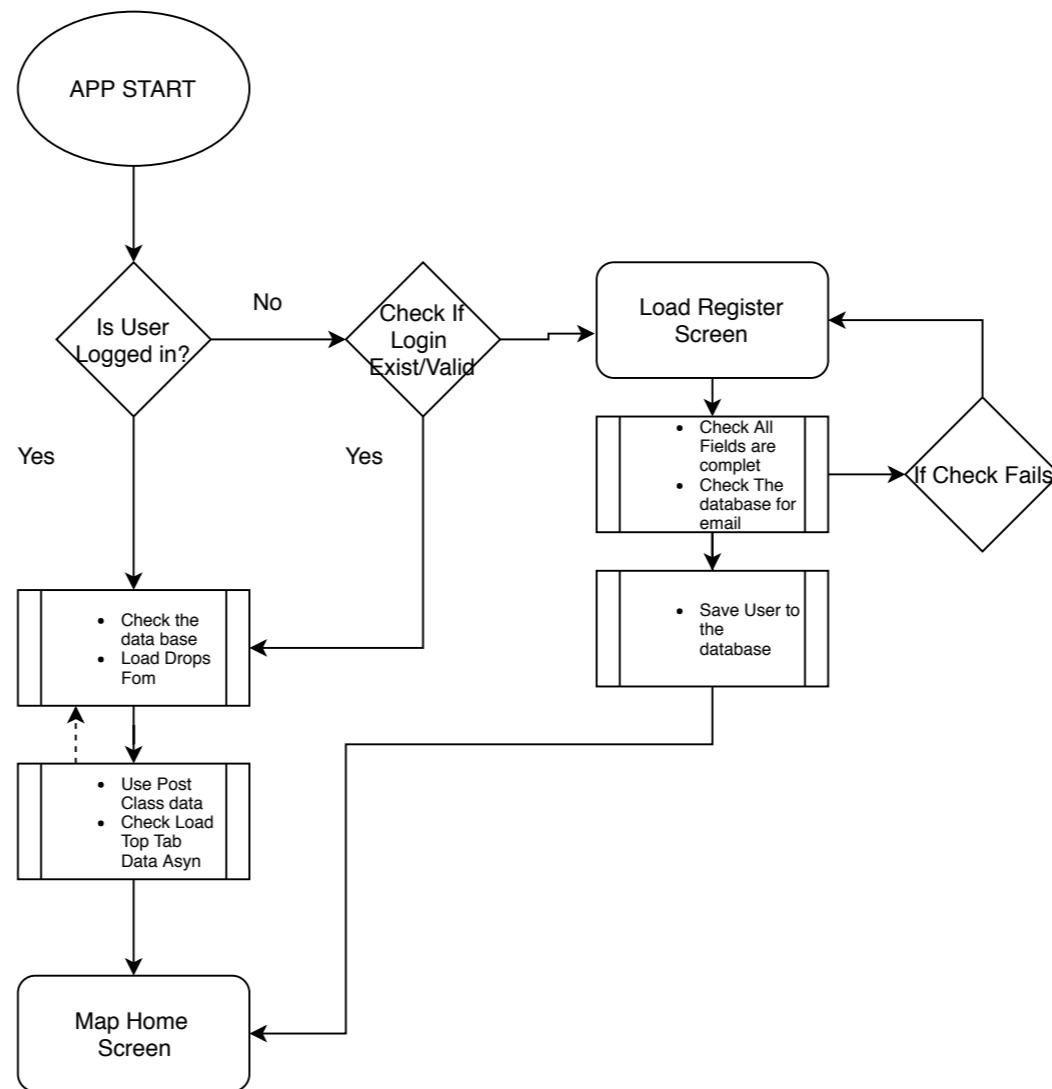
WIREFRAMES



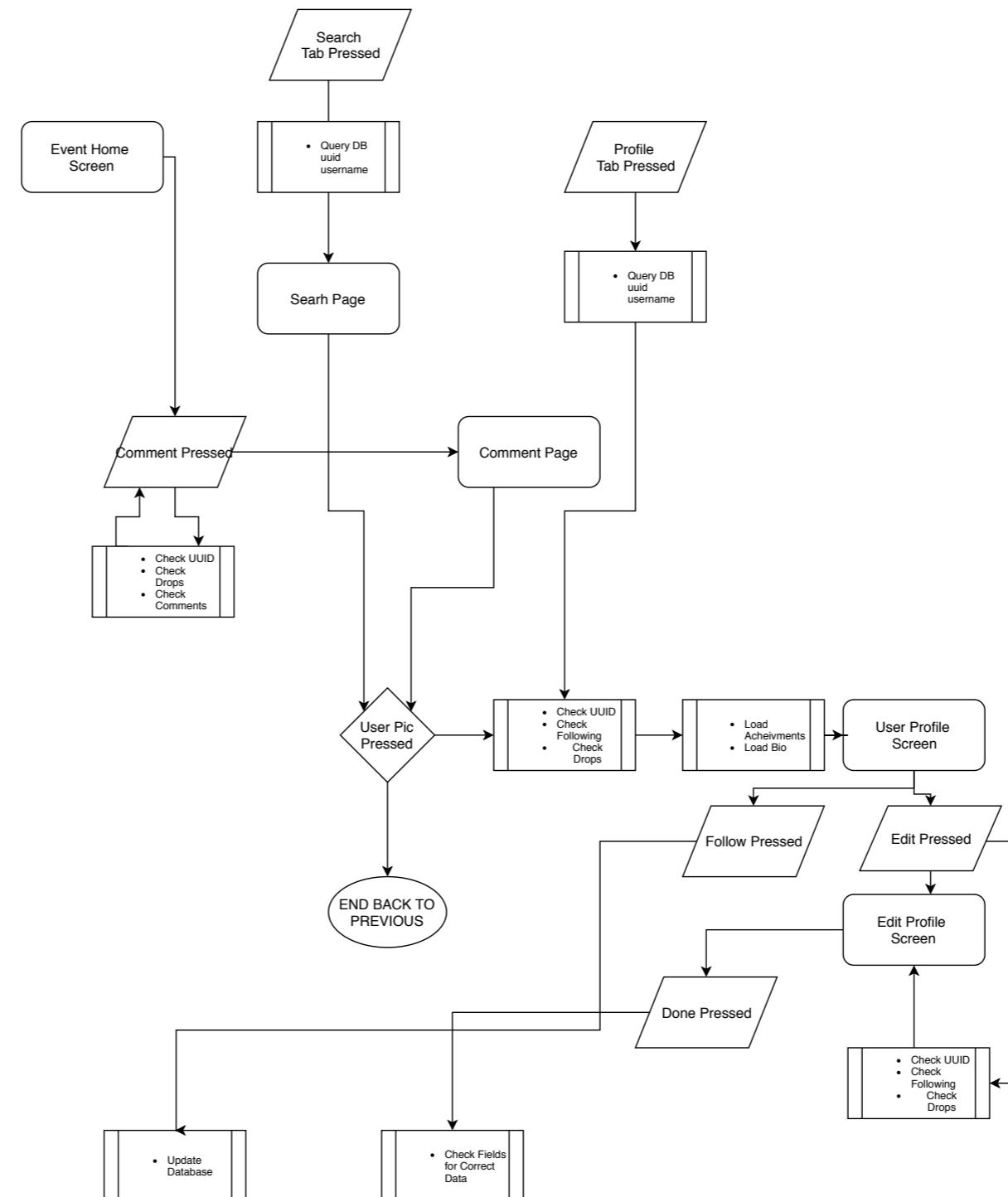
WIREFRAMES



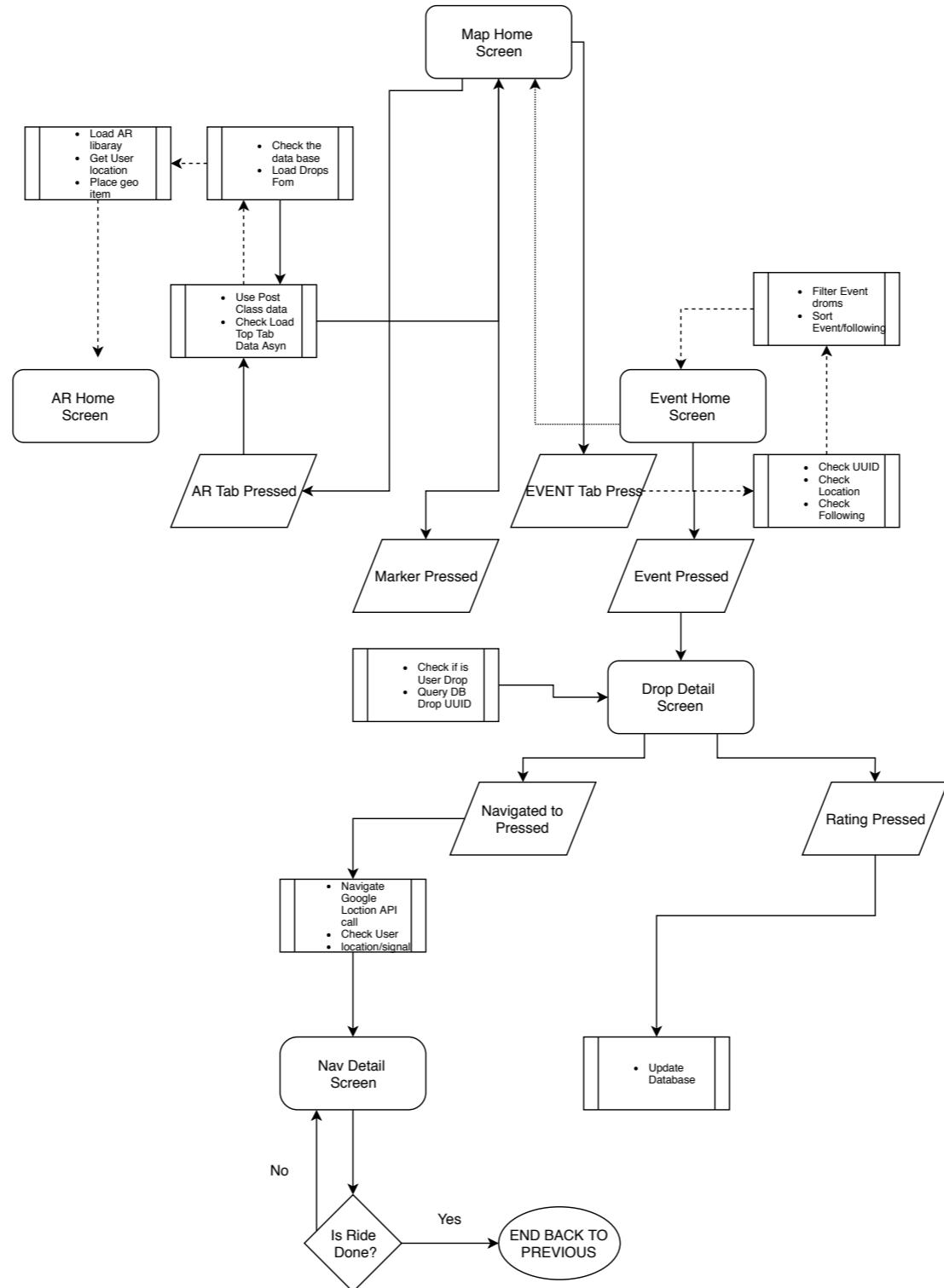
FLOWCHART



FLOWCHART



FLOWCHART



DEV PROFILE



Adam Infiesto

Adam Infiesto is a native New Yorker that is both programmer and science-fiction writer. He has attended Full Sail University situated in Orlando Florida. Spending 6 years enlisted in the United States Air Force, Security Forces. Adam has traveled to multiple locations around the globe such as Doha Qatar and Seoul South Korea. He continues to use his knowledge to better himself and those around him and offers a fresh objective perspective within his coding.

FEATURE

User Login

User login is needed for User to save data and throughout the app.

User Profile

User Profiles are need so that they can keep drops that they get in the area.

User will be able to follow other users

User will be able to edit user information so that they can stay up to date with there peers.

Drop Map Message

Users will be able to add drops to a map.

Users will be able to comment on drops

Users will be able to rate each drop that they find

Users will be able to see trending events in their area and there followers events.

Search

Users will be able to search for other users

AR

User will be able to see drops in real time using AR

MILESTONE & TIMELINE

WEEK 1: Project Research

WEEK 2: Project Planning

WEEK 3: Proof of Concept

WEEK 4: Alpha Release

Month 2

WEEK 5: Beta Realease

WEEK 6: User Testing

WEEK 7: Release Candidate

WEEK 8: Gold Release

WEEK 3: Proof of Concept

Layout and flow of the app will be done user profiles and firebase setup should be completed.

WEEK 4: Alpha Release

User Profile, Map, Drops and Search should be organized pushing and pulling data from Firebase

WEEK 5: Beta Realease

AR, comments, and design will be implemented debugging the features that are added along with the features that already exist start alpha for other device.

WEEK 6: User Testing

Debug User Feedback, update any bug features work on alpha for other device.

WEEK 7: Release Candidate

Implement all feedback in both devices dubug any other features.

WEEK 8: Gold Release

Read, Review IOS/Android guidelines for store, test and fix any outstanding issues.

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