



Project 04

Mobile Application Design

Interaction Design 2: Navigation

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01



overview



OVERVIEW

BeerFest

BeerFest is a geolocating application for the mobile device, specifically smartphones.

The app will locate the mobile device running it and show its location on a map. This map will also show the locations of any booths, bars, or locations that are participating in the Toronto Beer Festival.

Map locations will be color coded by the location's features, such as craft beer, bar, booth, local beer, etc.

PACT Analysis

PEOPLE

Buttons will keep in mind the general size of a person's fingers in order to avoid any issues with interactivity. Text will be kept to a minimum with an easy to read font and size to ensure readability and legibility across all mobile devices. The app should be easy to understand and use because of its similar appearance overall to google maps. The app will also be faster to use than a physical map.

ACTIVITIES

The purpose of the BeerFest app is to function as a geolocating map that will show the user where they are as well as where the surrounding festival participant locations are. The map will be simple and locations are represented by pins which will open into more specific information regarding that location. Text and information will be kept short and concise throughout the app to minimize confusion, complexity, and the

CONTEXT

The physical differences for our app are mostly limited to the issues of a mobile device. For instance the screen size variability will require our app to be scalable for phones and possibly tablets. The information about each location will be short and specific to make sure there is no confusion or issues in understanding which location is which. The app locations will need to be manually updated annually in order to account for changes in participating locations and given information. The legend will put each of the pins in context for what they represent in general.

TECHNOLOGIES

The inputs for our app will be centered around the touchscreen of the mobile device running it. Through the touchscreen the user will interact with the app through the map section, buttons, and information panels. Icons and buttons will give visual feedback to being pushed. The app will give the user the information regarding the locations, locations of participating venues via the map, and the location of the user on the map itself. The geolocating function and the map will require a mobile network or internet connection in order to function properly.

02



PACT



Mark Walkins

Salesman at Rogers

"Nothing like a cold beer at the end of the day."

BIO

Age **42**

Work **Sales**

Location **Toronto, ON**

Character **Socializer**

Family **Wife (39), Daughter (11)**

Relationship **Married**

Mark has been happily married to his wife for just over 20 years now. Whenever Mark isn't doing his best at work and making clients happy, he is at home with his family or out with his friends at a bar or pool hall. Mark loves trying new beers and looks out for them whenever he is out with his friends.

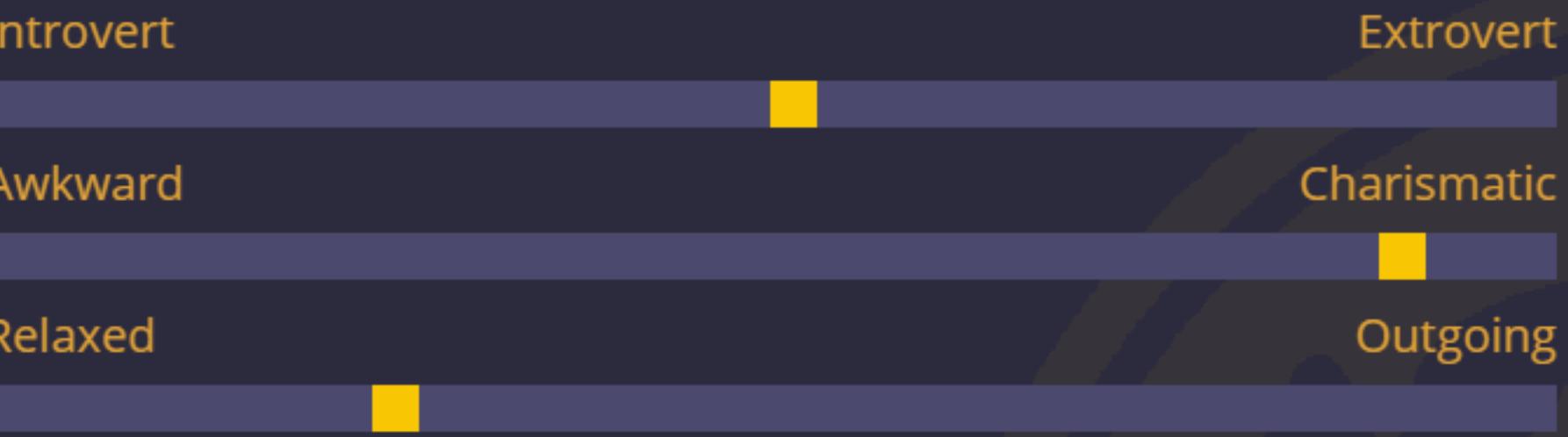
03



personas

Mark Walkins

PERSONALITY



GOALS

- Make the next week's sales goals
- Earn that Promotion
- Impress his boss
- Enjoy time with his family
- Discover new beers
- Hang out with his circle of guy friends

WEBSITES USED



04



personas



Mark Walkins

SCENARIOS

1. Mark hears about the Toronto Beer Festival from one of his friends. Excited to try the new beers that will probably be there, Mark makes plans with his friends to go. Arriving they see that there are so many people it's hard to see anything else, signage and beer stands included. One of his friends shows Mark the BeerFest app on his phone and how it shows them where they are, and where each of the points of interest of the festival are in relation. Mark and his friends use the BeerFest app to find their way through the crowds.
2. Mark hears about the Toronto Beer Festival from his boss who is excited to go because he loves craft beers. Mark's boss, shows Mark that he is already prepared with the BeerFest app, so that he can hit all the craft beer locations in the festival without missing any. Mark downloads the BeerFest app himself when he gets home, and uses it during the festival to find his favorite beer and the beers he hasn't tried yet.

05



personas

Chad Rogers

Student at Western University

"Beer is life and life is sports."

BIO

Age **21**

Work **Student**

Location **London, ON**

Character **Outgoing**

Family **None**

Relationship **Single**

Chad Rogers is a typical frat boy at Western University. Chad loves to keep up to date with all of the sporting events in his area. He has money in 6 different fantasy football pools.

Chad drinks cheap beer like Busch and Old English. Chad wants to get into the craft beer world and decided to check out the beer festival this year.

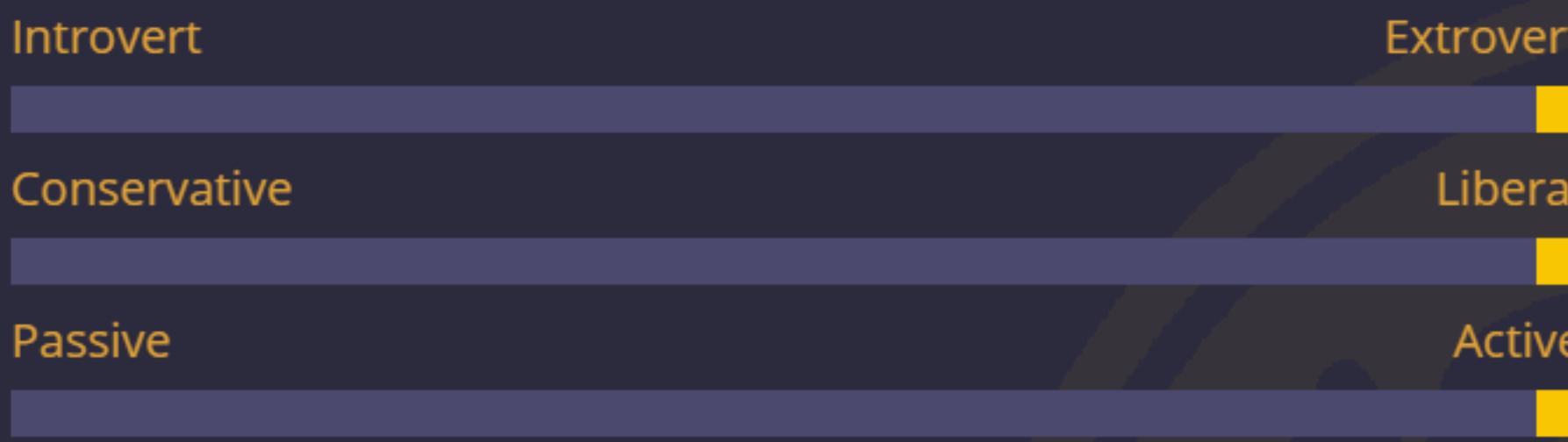
06



personas

Chad Rogers

PERSONALITY



GOALS

- To have fun during his time as a student
- Watch all of the sports
- Drink everything
- Successfully graduate

WEBSITES USED



07



personas

A close-up photograph of a person's hands holding a dark-colored beer bottle and a clear glass. The person is wearing a red shirt. The background is blurred.

Chad Rogers

SCENARIOS

1. Chad wants to explore the world of beer. He needs an app that can show him the many different styles and tastes that he can try.
2. Chad wants to know where he should go to find the different beers that he wants to try.

08



personas



Olivia Taggart

Craft Beer Critic

"The best beers are made with the customer's tastes in mind."

BIO

Age **46**

Work **Journalist and Critic**

Location **Mississauga, ON**

Character **Critical**

Family **Mother (72)**

Relationship **Single**

Olivia Taggart is an impatient woman in search of the best and tastiest beer. Her social media presence is spread across most of the social media websites and has a decent following.

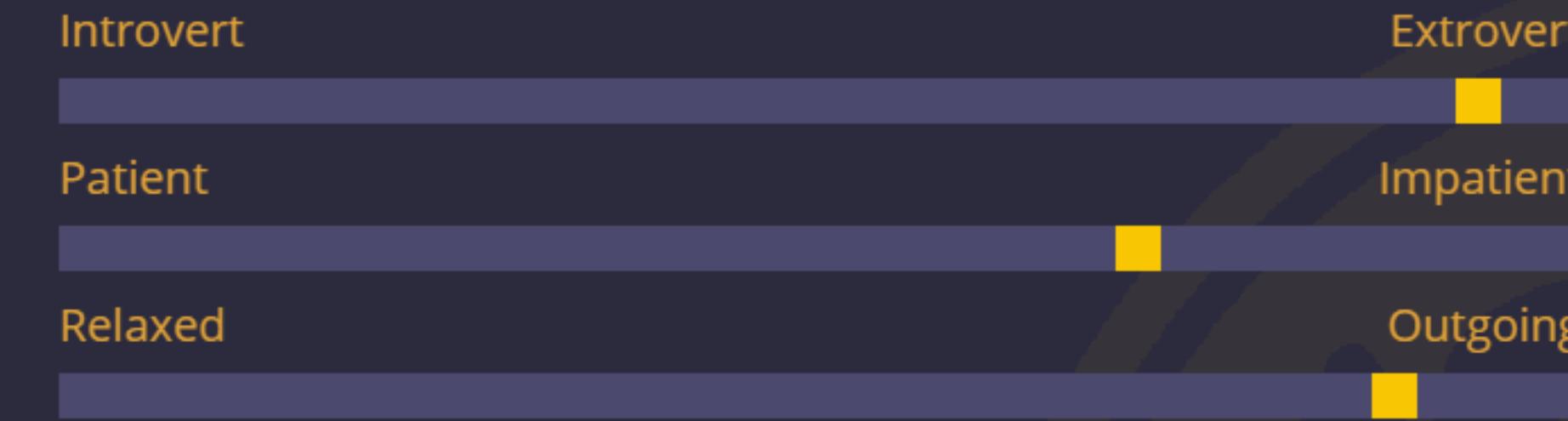
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personas

Olivia Taggart

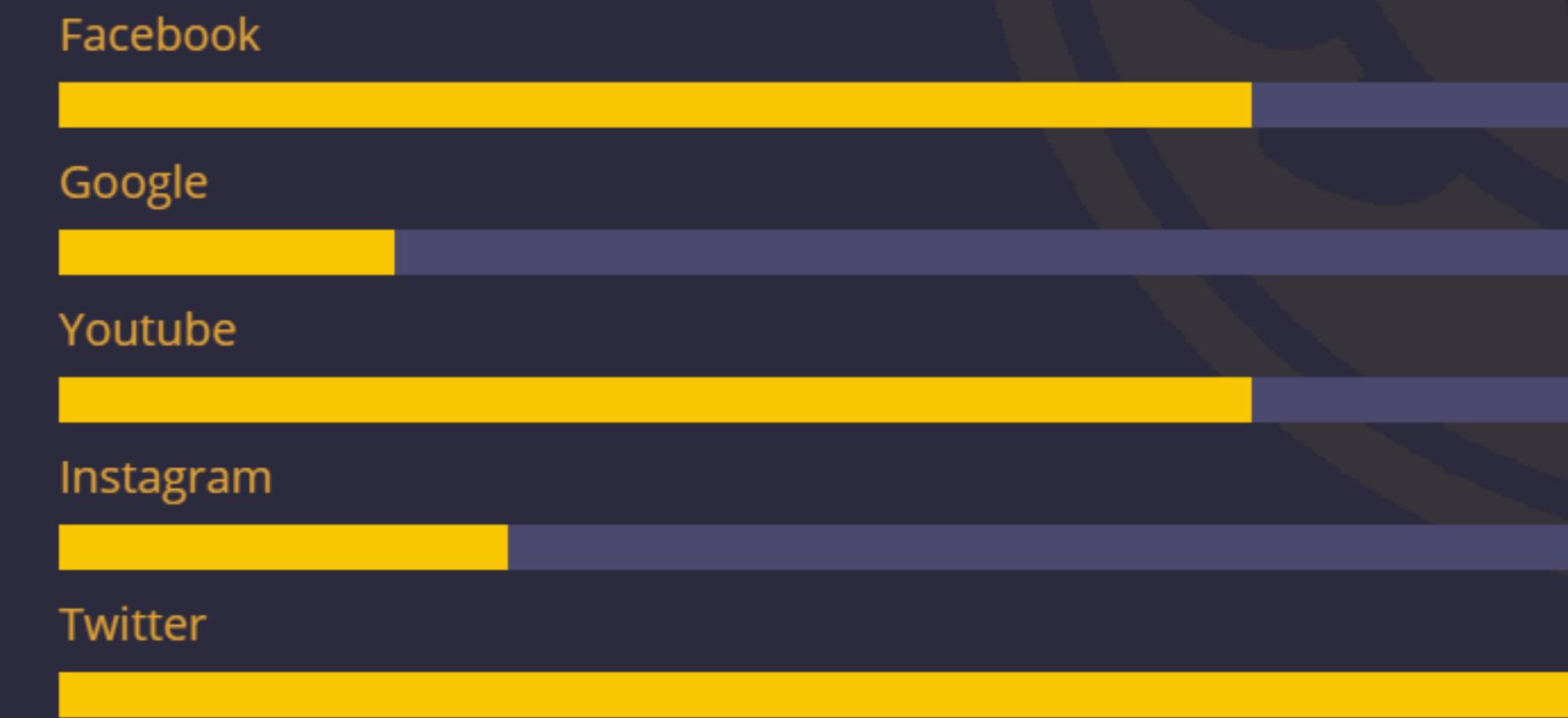
PERSONALITY



GOALS

- Become a beer critic with more than ten thousand followers
- Find the "right" guy
- Earn her own column at work
- Move out of her mother's house
- Get a dog

WEBSITES USED





Olivia Taggart

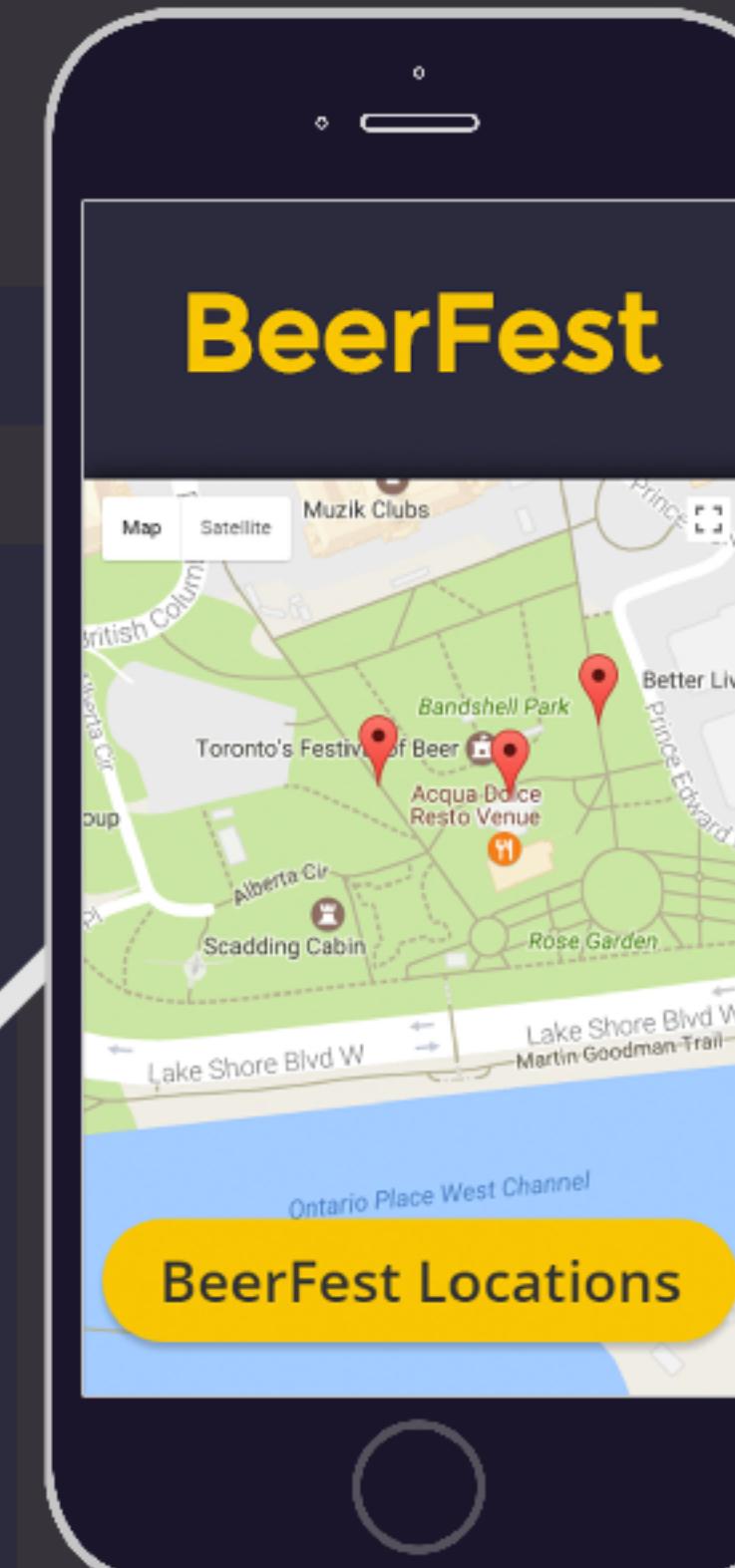
SCENARIOS

1. Olivia plans to go to the Toronto Beer Festival to sample and critique the beers there, especially the craft and local beers. In order to help her find all the beers that she hasn't critiqued on her feeds already, she plans to use the BeerFest app to help guide her to the participating locations she needs to get to.
2. Olivia wants to be as efficient as possible while exploring the beer festival. She wants to be able to pre-plan the destinations that she would like to visit. To do this Olivia requires a map containing the different locations of beers during the festival.

Sitemap



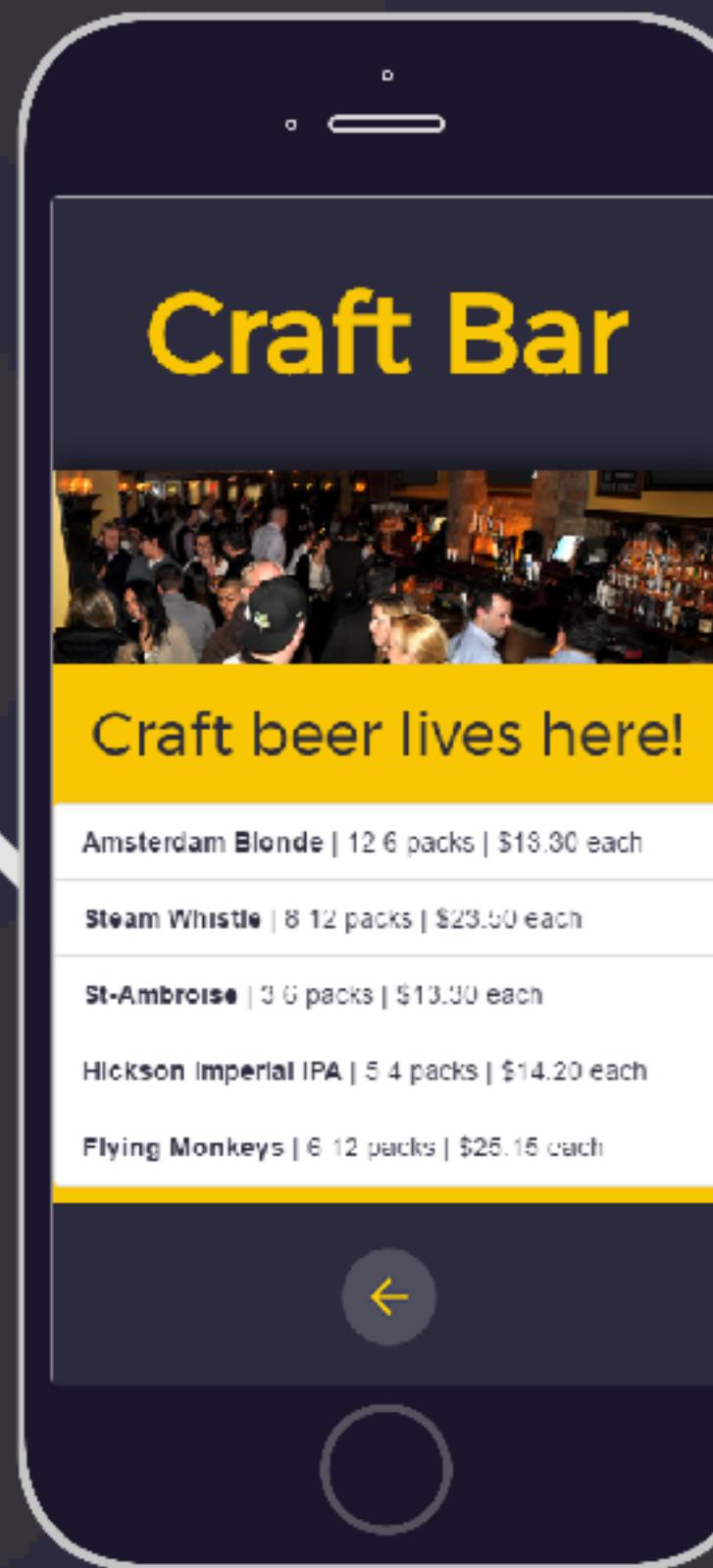
1. splash screen



2. map

Launch/loading
screen for app as
map loads

Displays different
locations on map



3. location info

Information on the
location (i.e. pricing)

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○ ↑ → ○
○ ↓ ← ○
sitemap

Flowchart

Looking for a nearby location to try beer?

Look around the map for location pins

Tap on the location's pin to learn more

Use the app's
BeerFest
Locations button
to find places near

See someplace interesting?

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flowchart

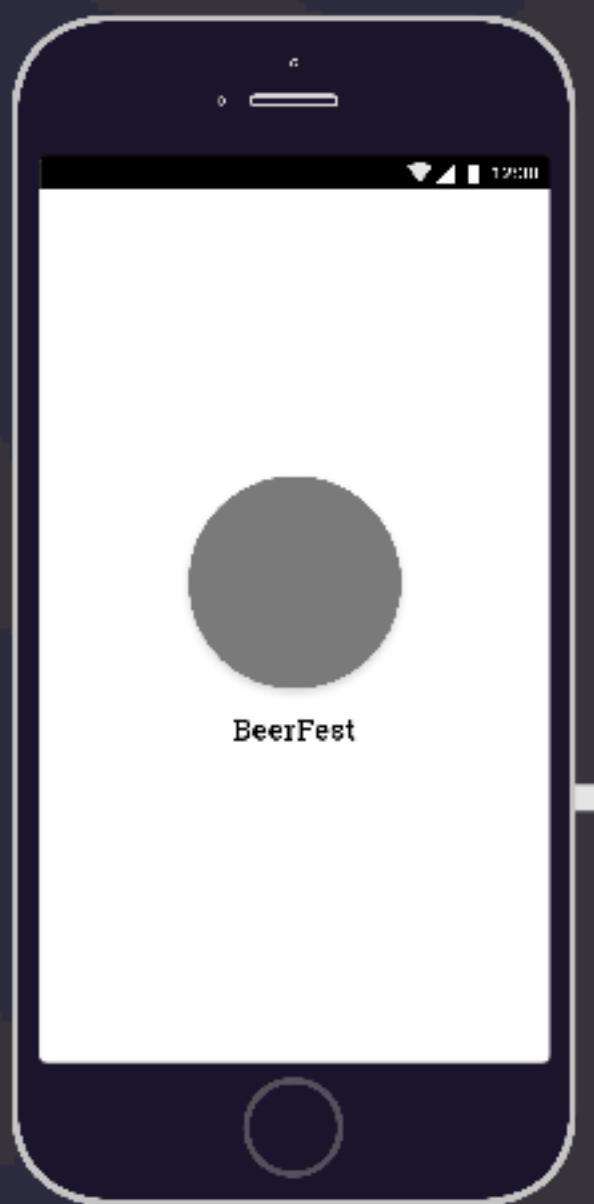
Wireframes

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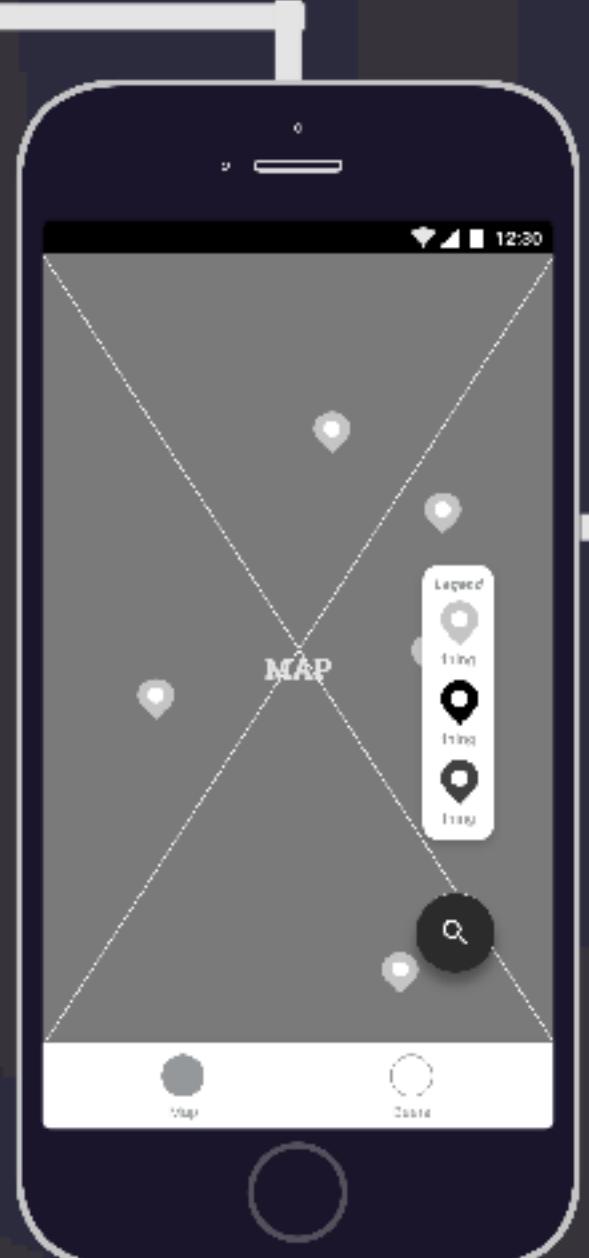


wireframe

Splash screen for
when the app first
launches



App homepage
shows user the
different locations
nearby on the
map



Popup when a location is
tapped showing
condensed information



Detailed information
about the locations,
including customer
pictures, reviews and,
ratings





Prototyping

SCENARIO

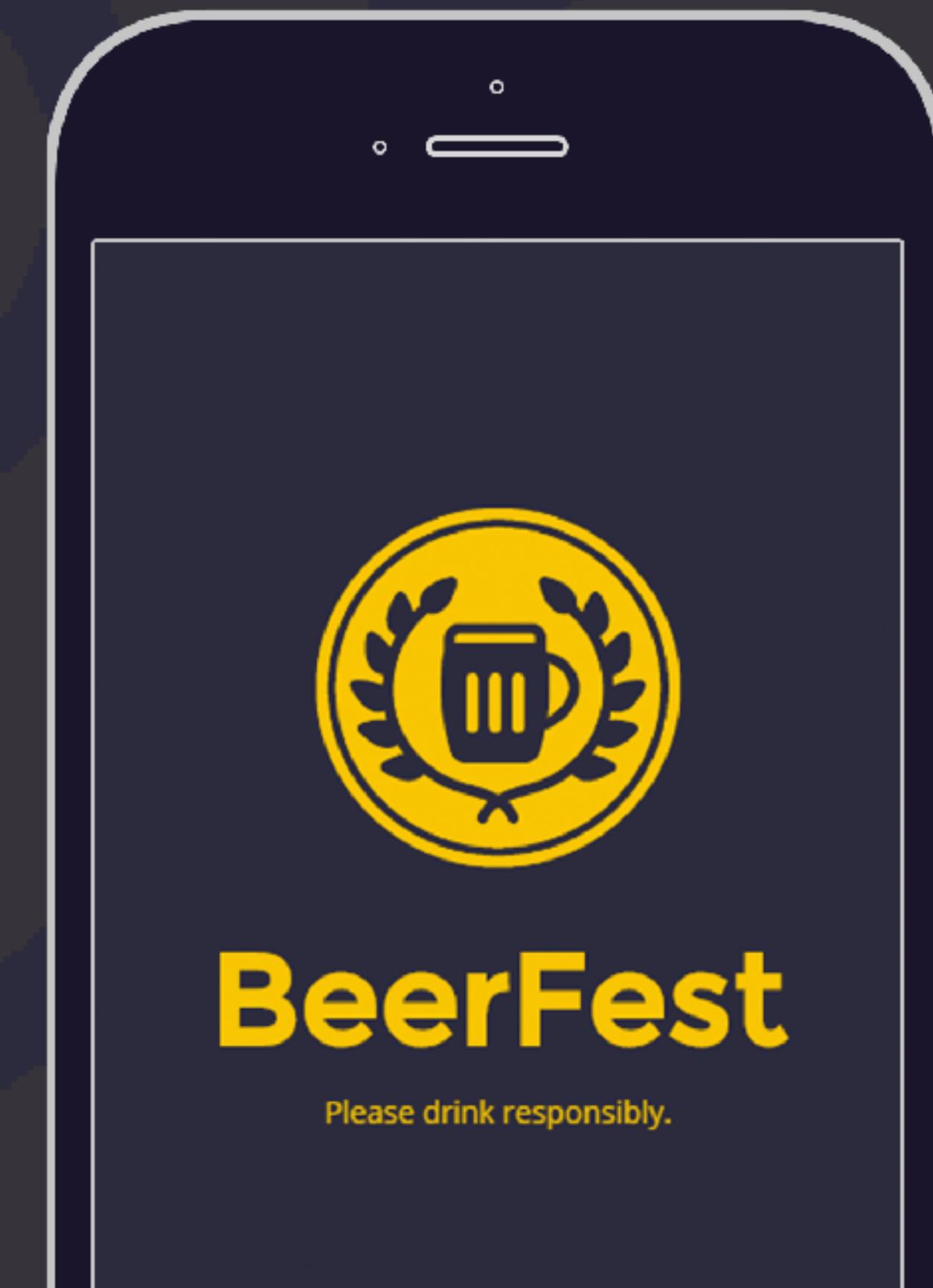
"Try to learn more about a nearby bar."

Comments

- splash screen looks nice
- unclear whether splash screen needs to be tapped in order to proceed
- the map is telling me where I am
- pressing on one of the pins gives information
- back button should more clearly say where it will bring me

RESULTS

- simplified sitemap
- included button to find nearby locations
- made changes to interface to clarify functions



Final UI Design

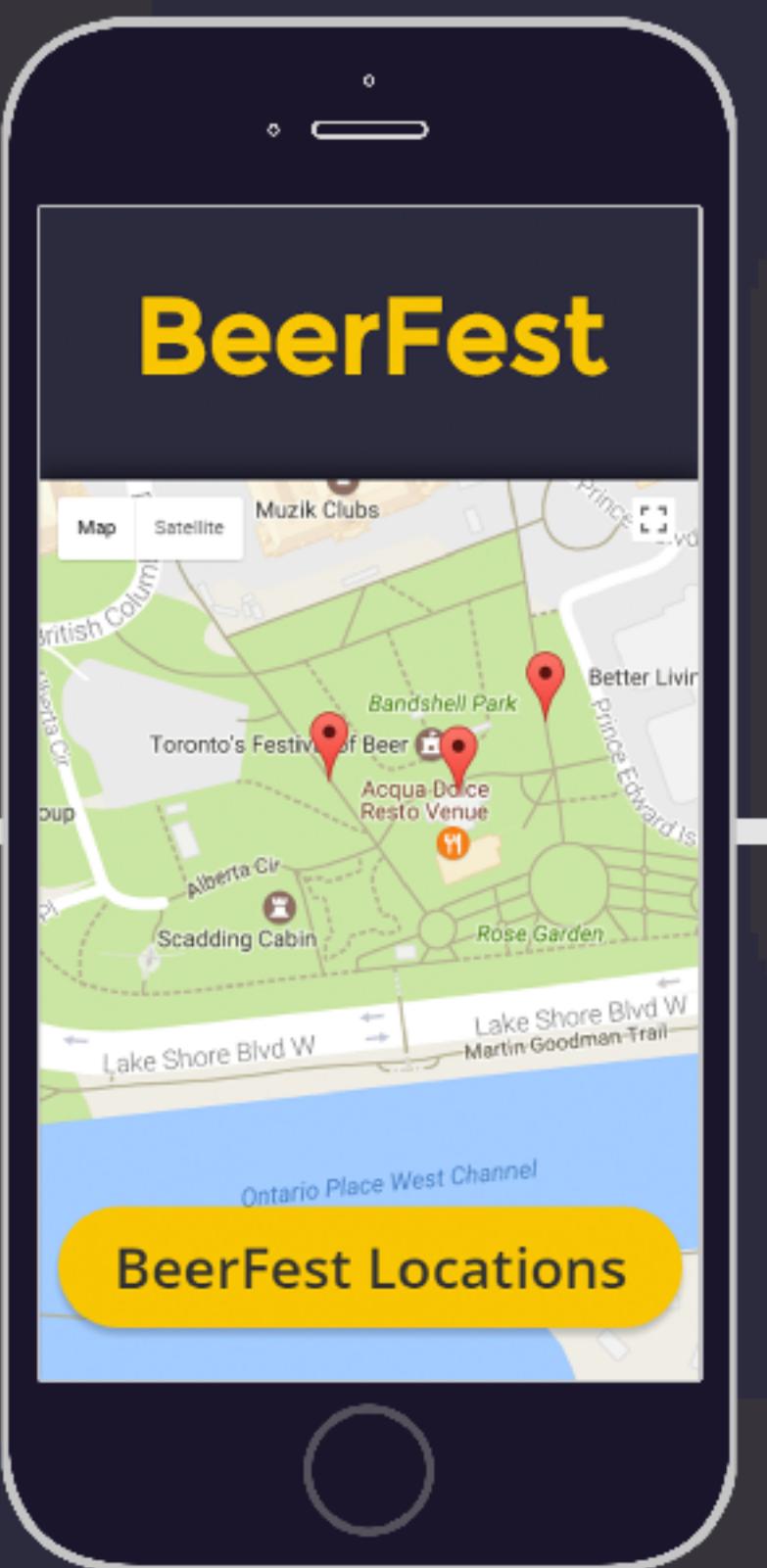
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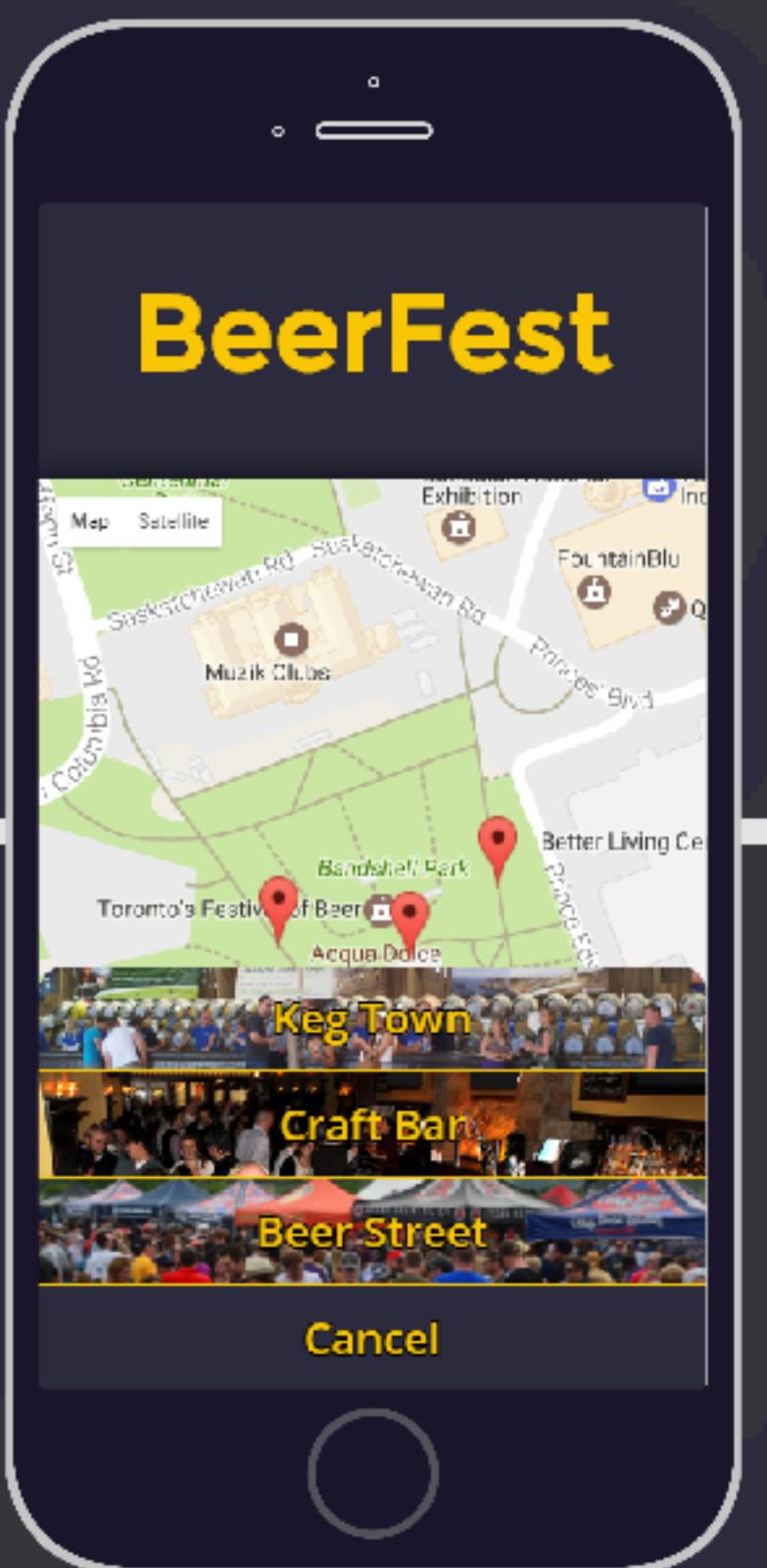
ui design



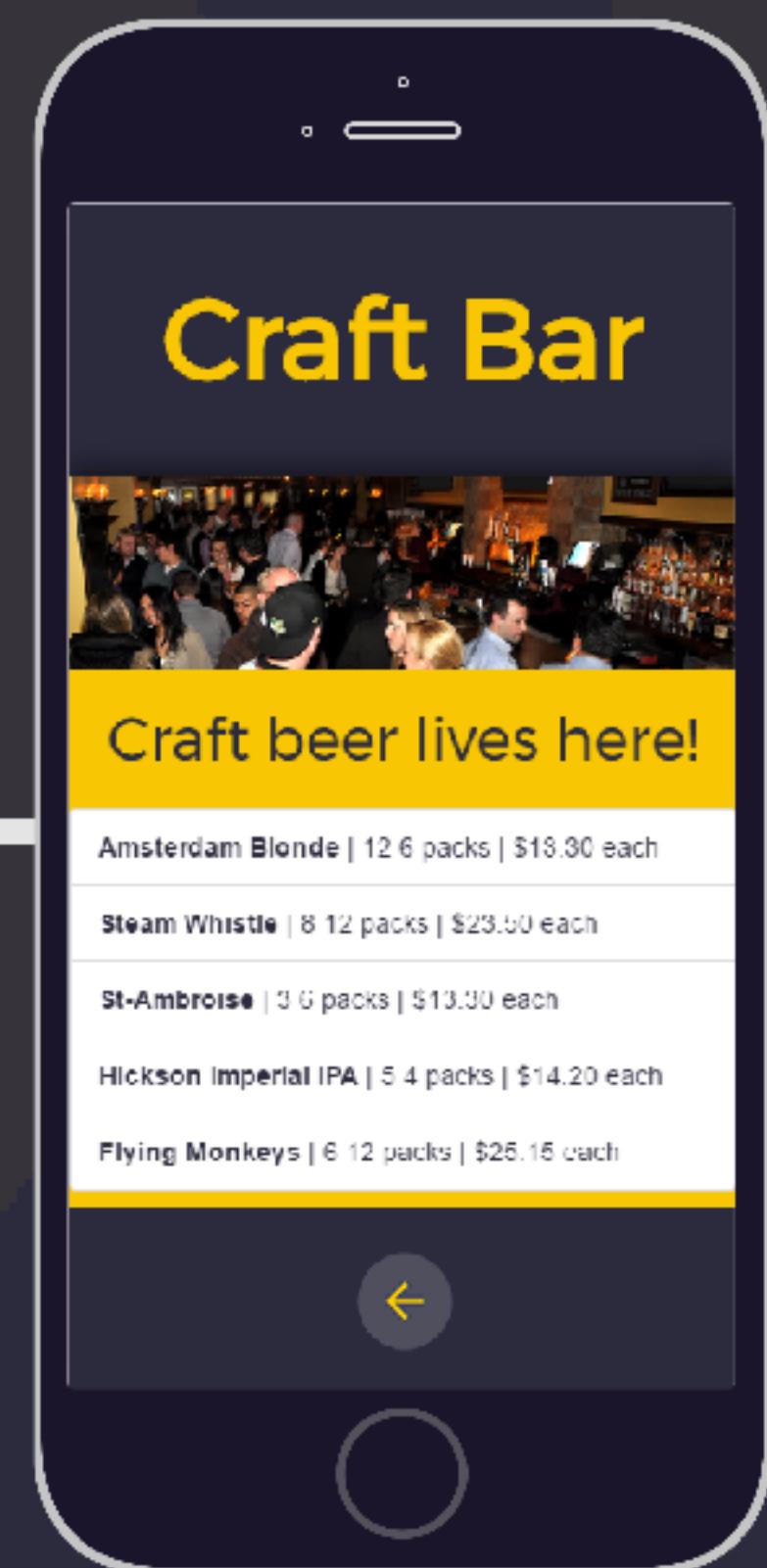
1. splash screen



2. map



3. popup



4. location info

Final UI Design



LOGO



TYPEFACE

Montserrat for headings/subheadings

Open Sans for paragraph text

COLOR

Dark Purple

Gold

