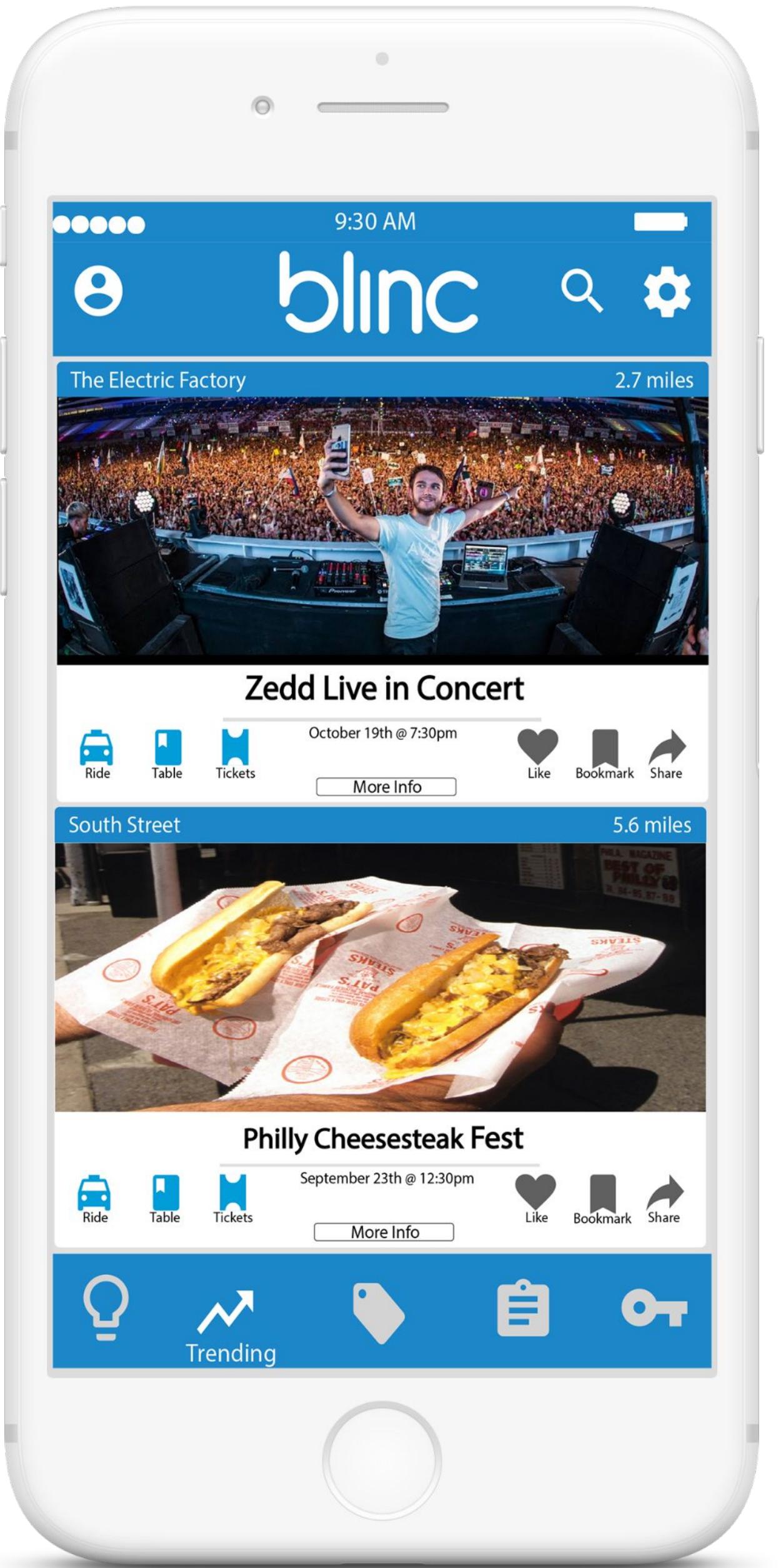


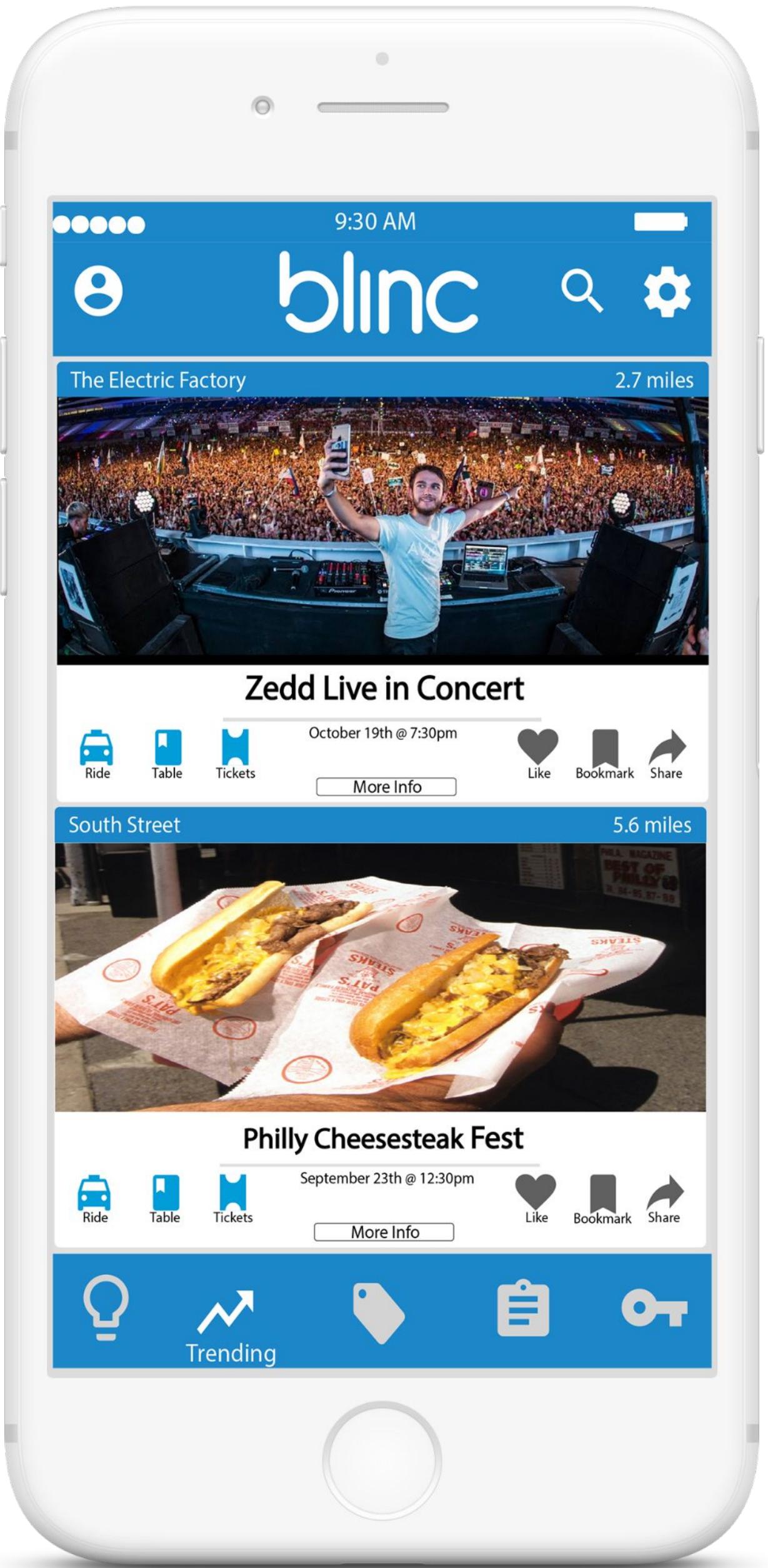
Blinc 1.3



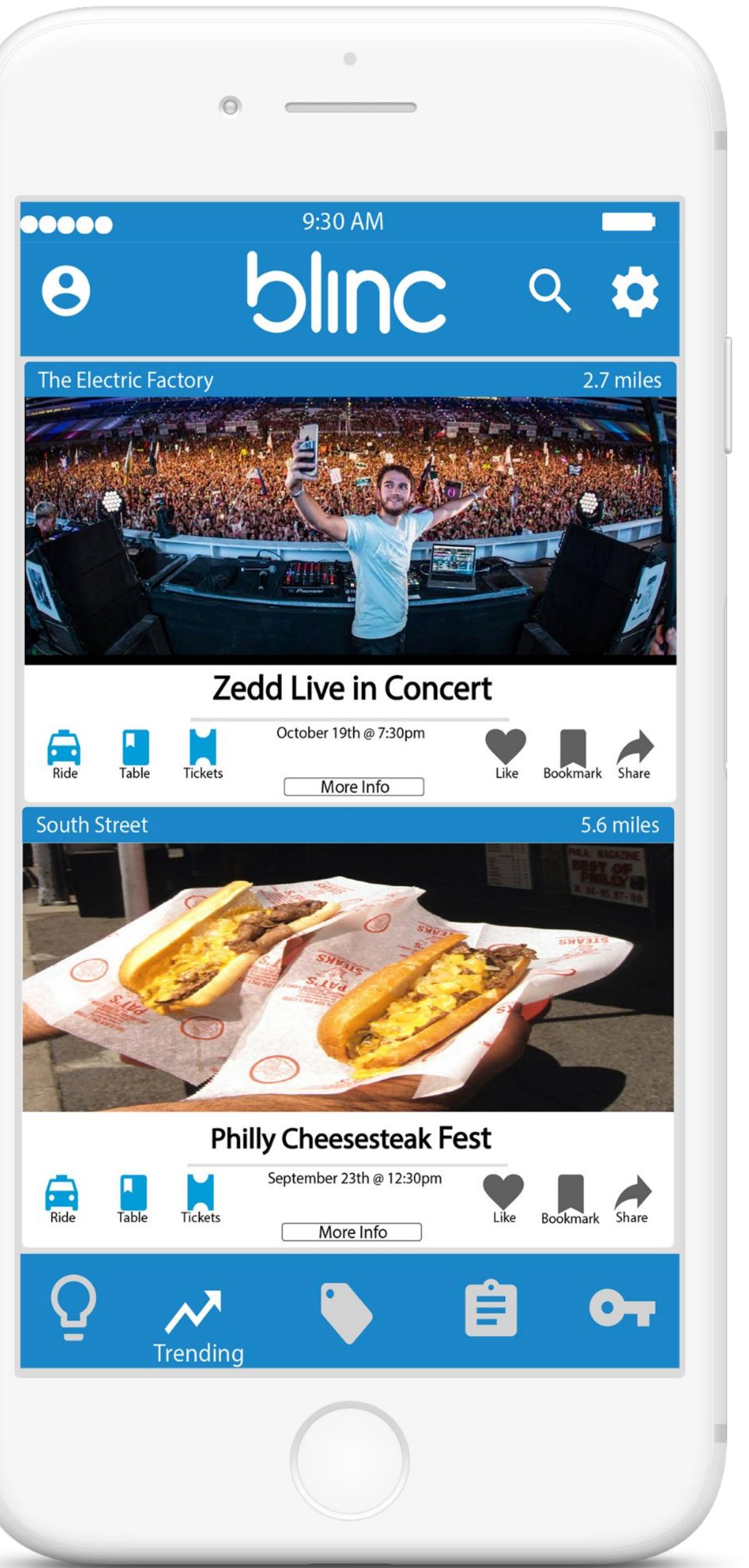
Good Ideas



Quick Navigation
Continuous Scrolling
Focused on Content



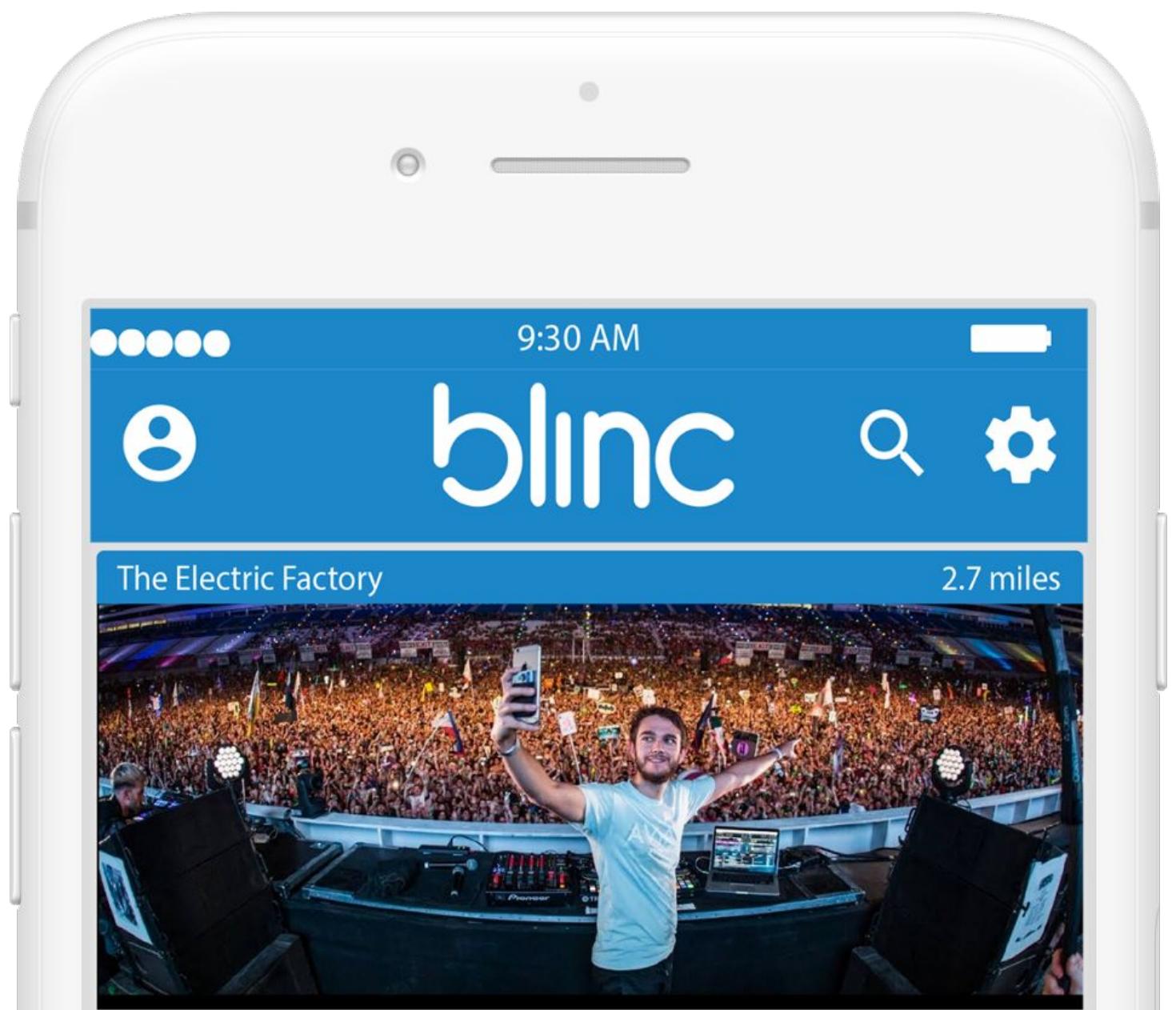
The Bad



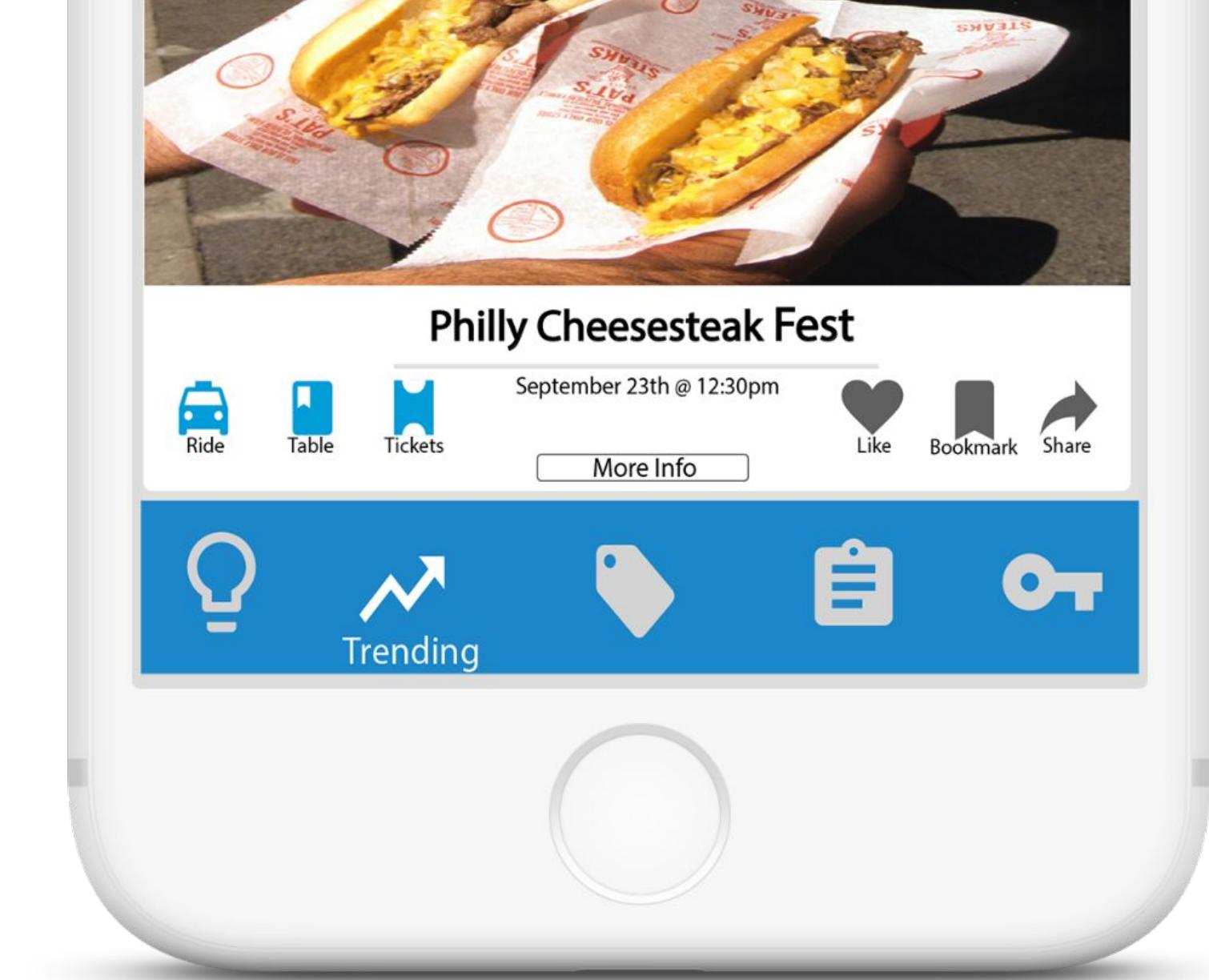
The Bad



Clunky Headers



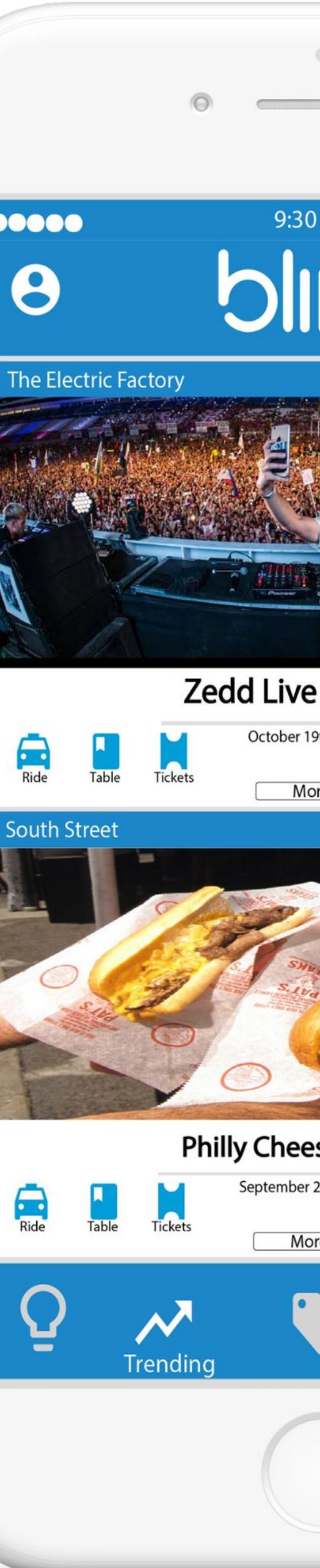
The Bad



Unnecessary
Navigation

The Bad

Irrelevant Icons



Clunky

Unfriendly

Difficult

The Fix

Blinc 2.0



Content as the Interface

Concept Login Page

Location Specific
Motion graphics of a
User's closest supported
City as background

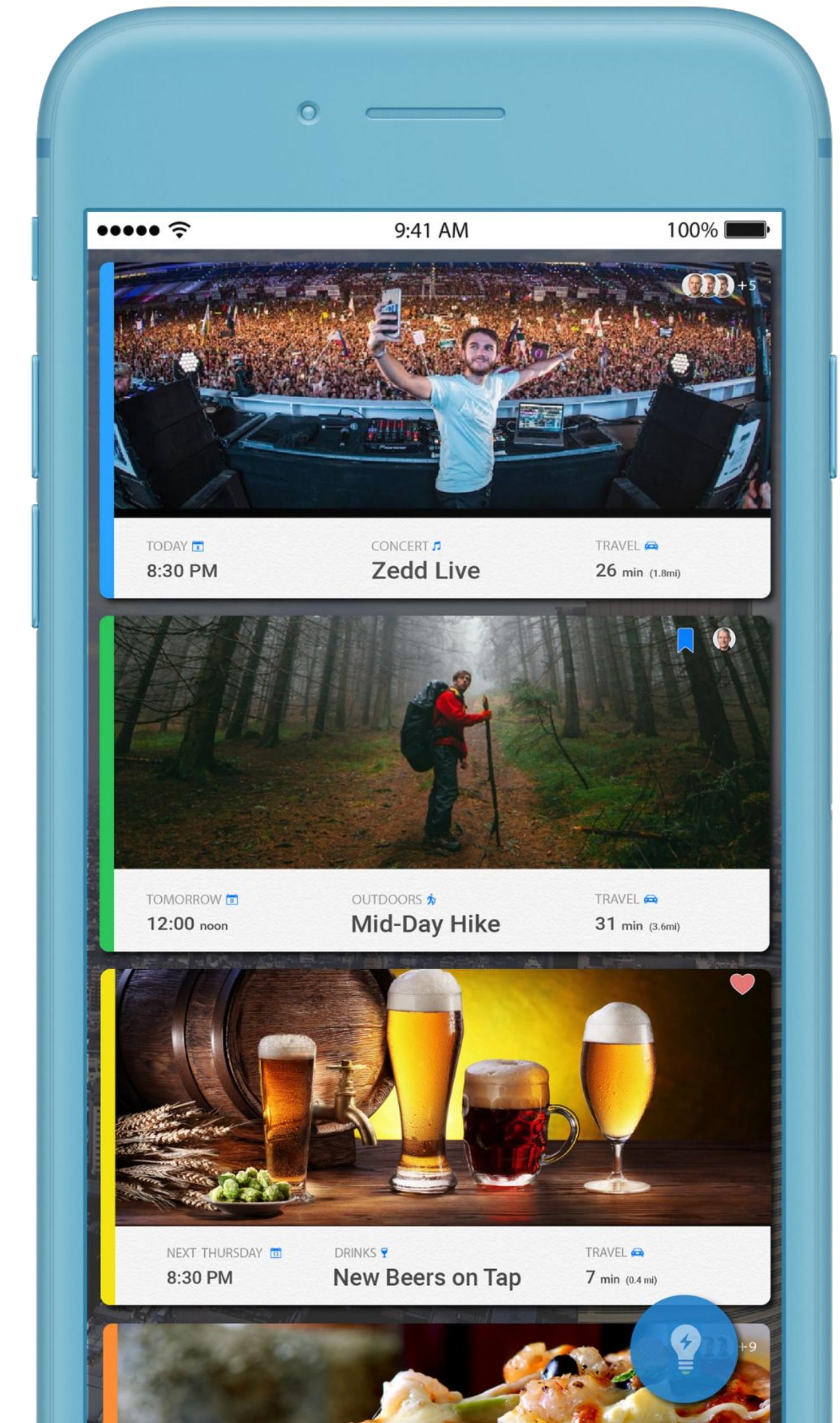


Interaction Login Page



Concept Compressed (small)

Bare Bones
Minimum information
Necessary for critical
Decision making



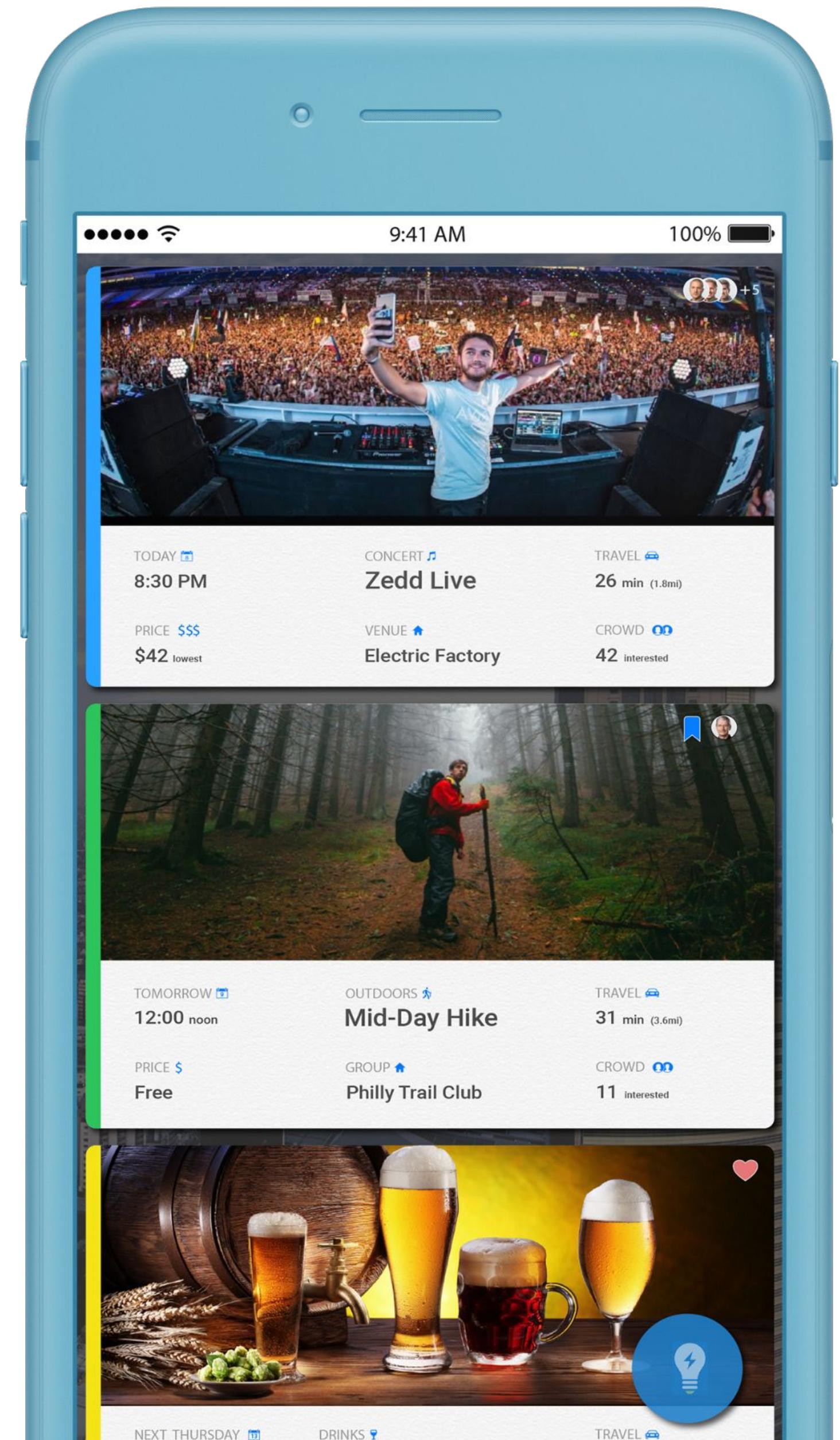
Concept Compressed (medium)

At a Glance

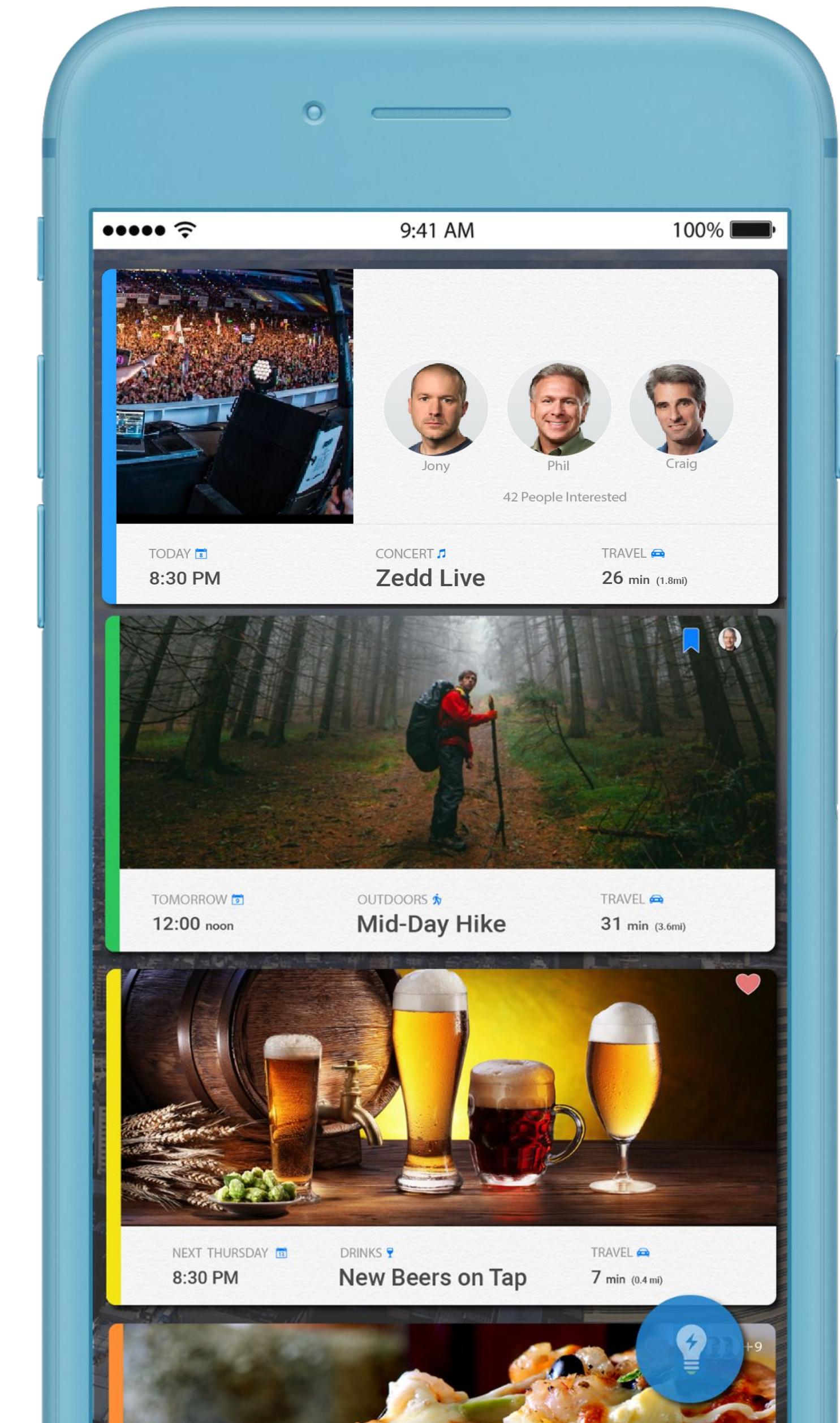
Secondary information

Available to make financial

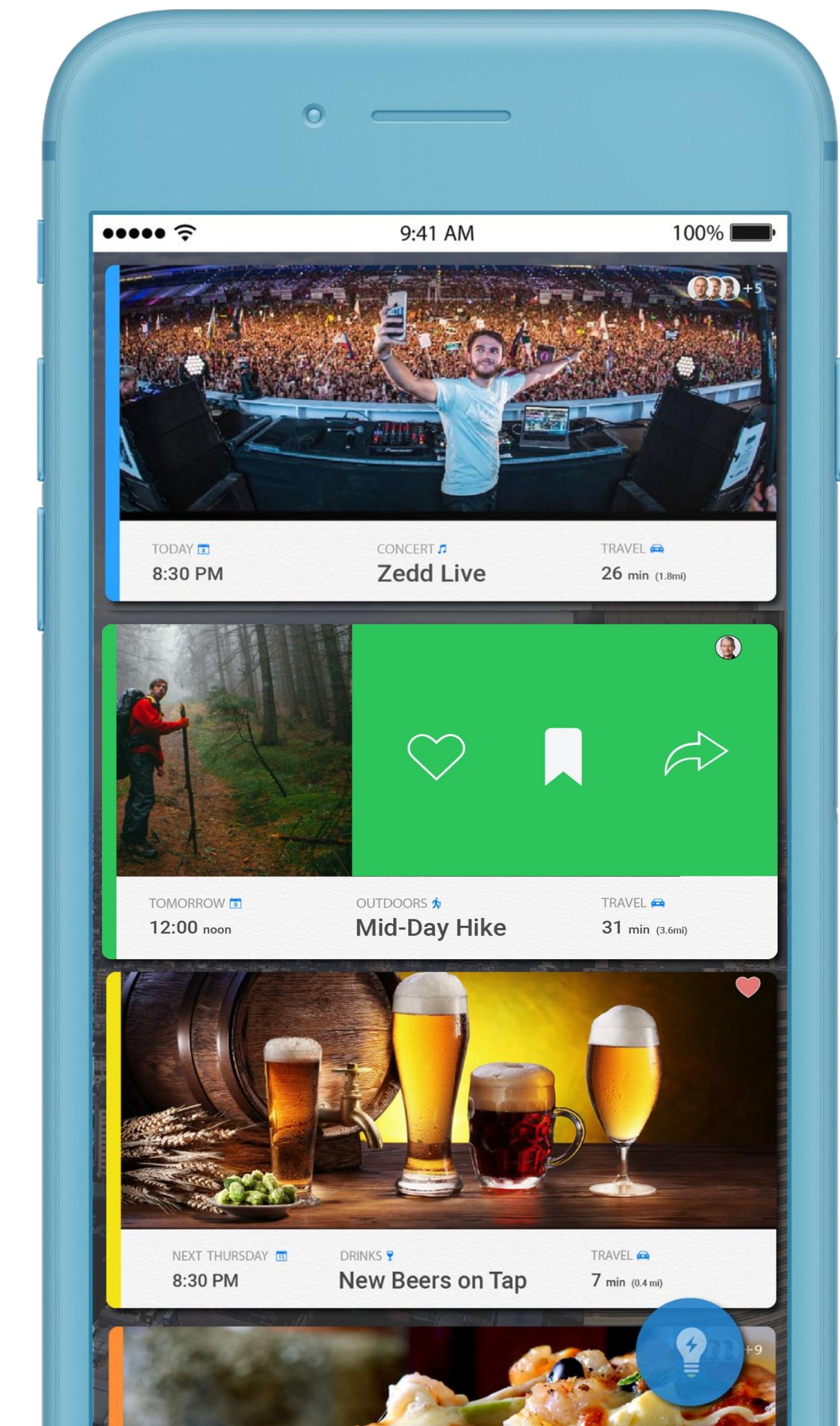
And social decisions



Concept Friends

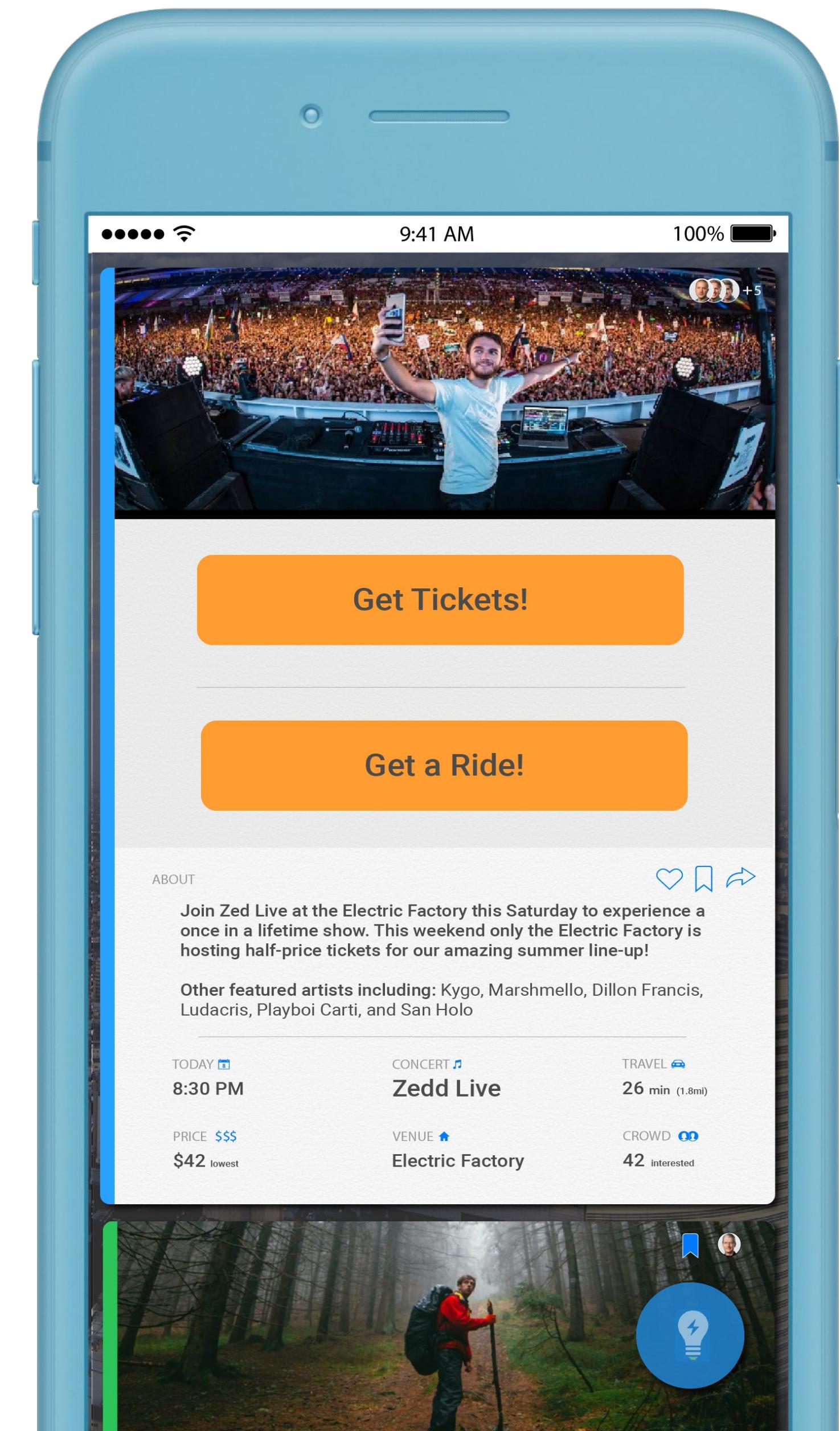


Concept Posts



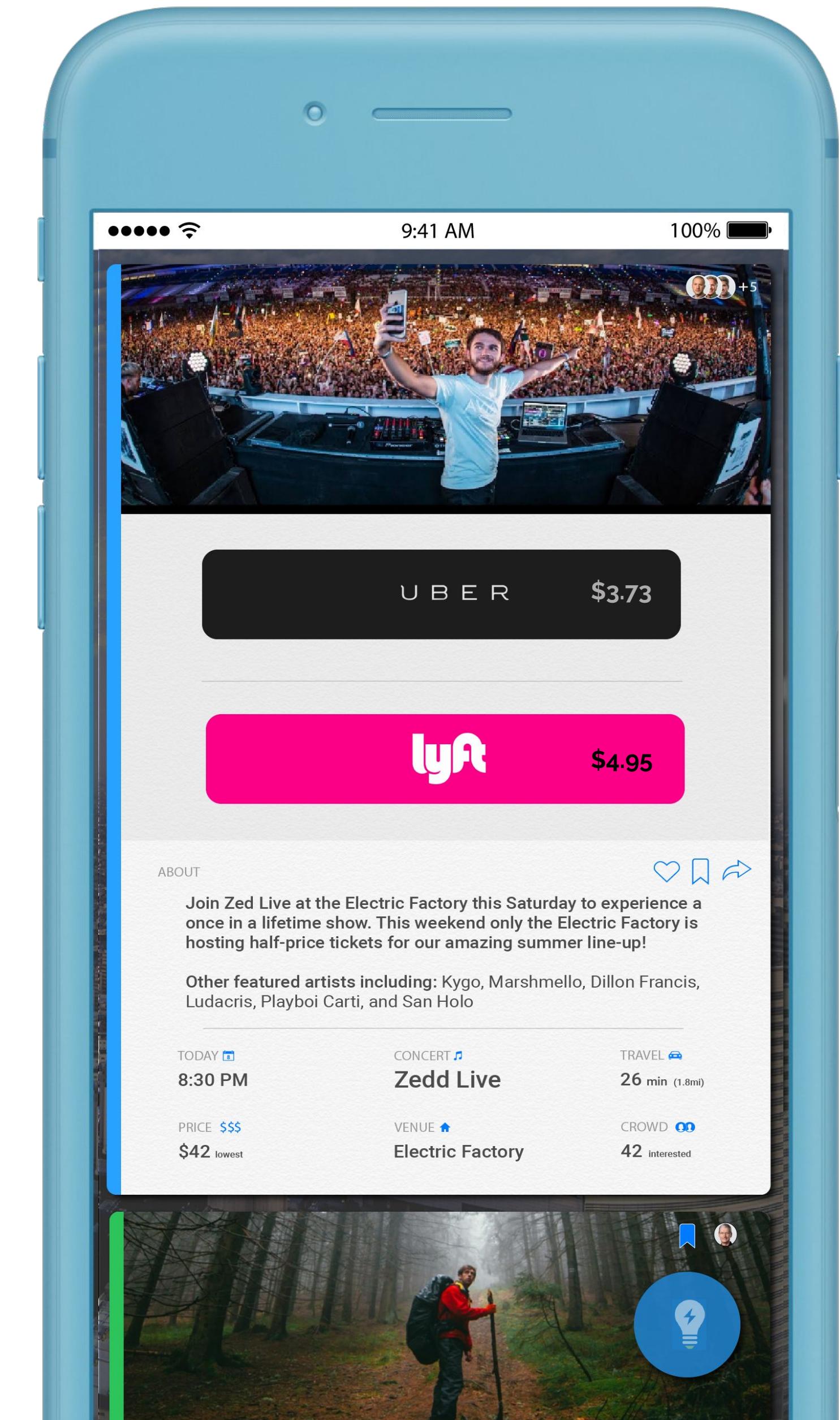
Concept Action Buttons

Variable Options
To compensate for
Missing or inappropriate
Action items



Concept Get A Ride

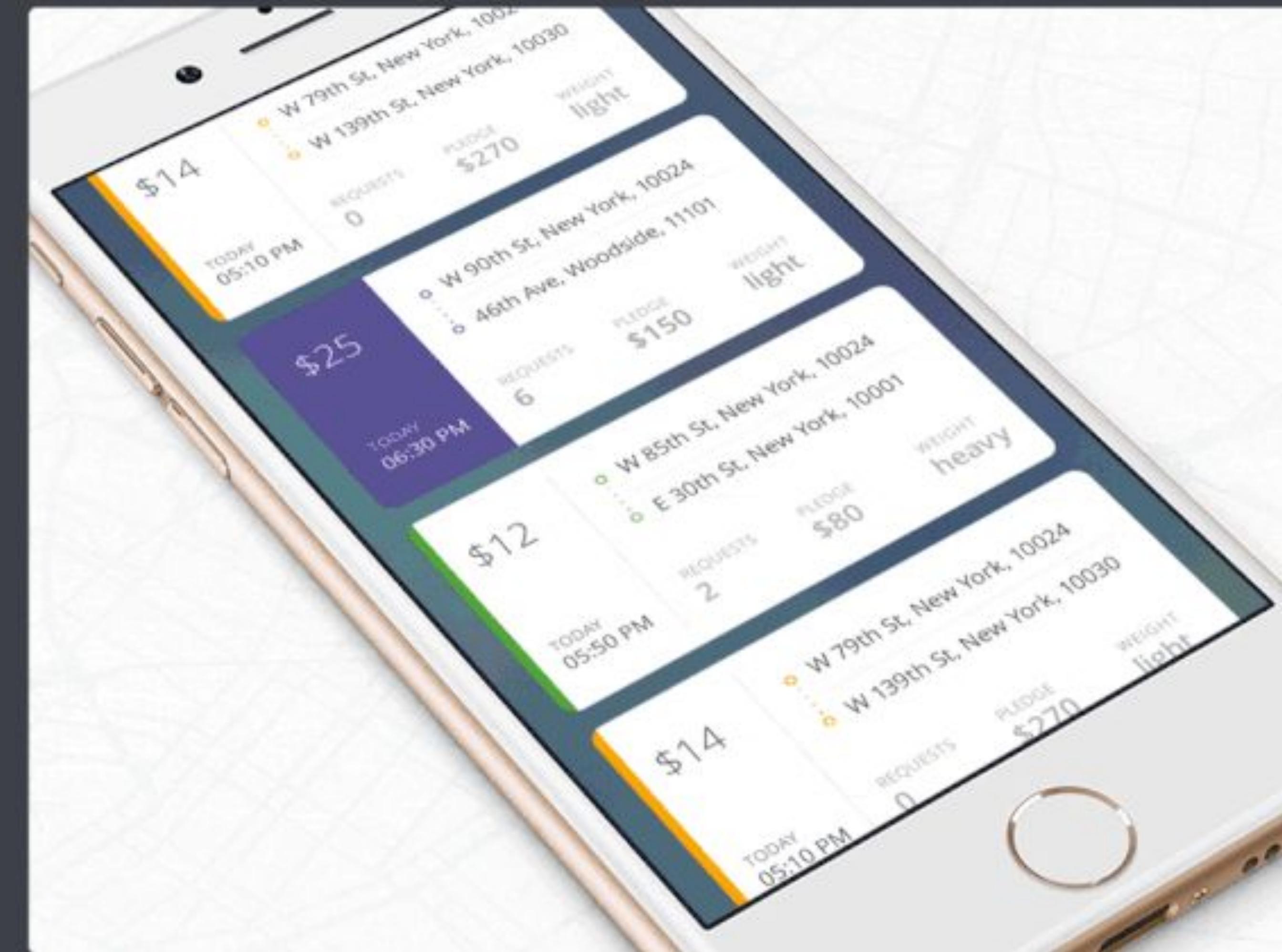
Multiple APIs
User account inclusion
And quick cost
optimization



Interaction Main Content

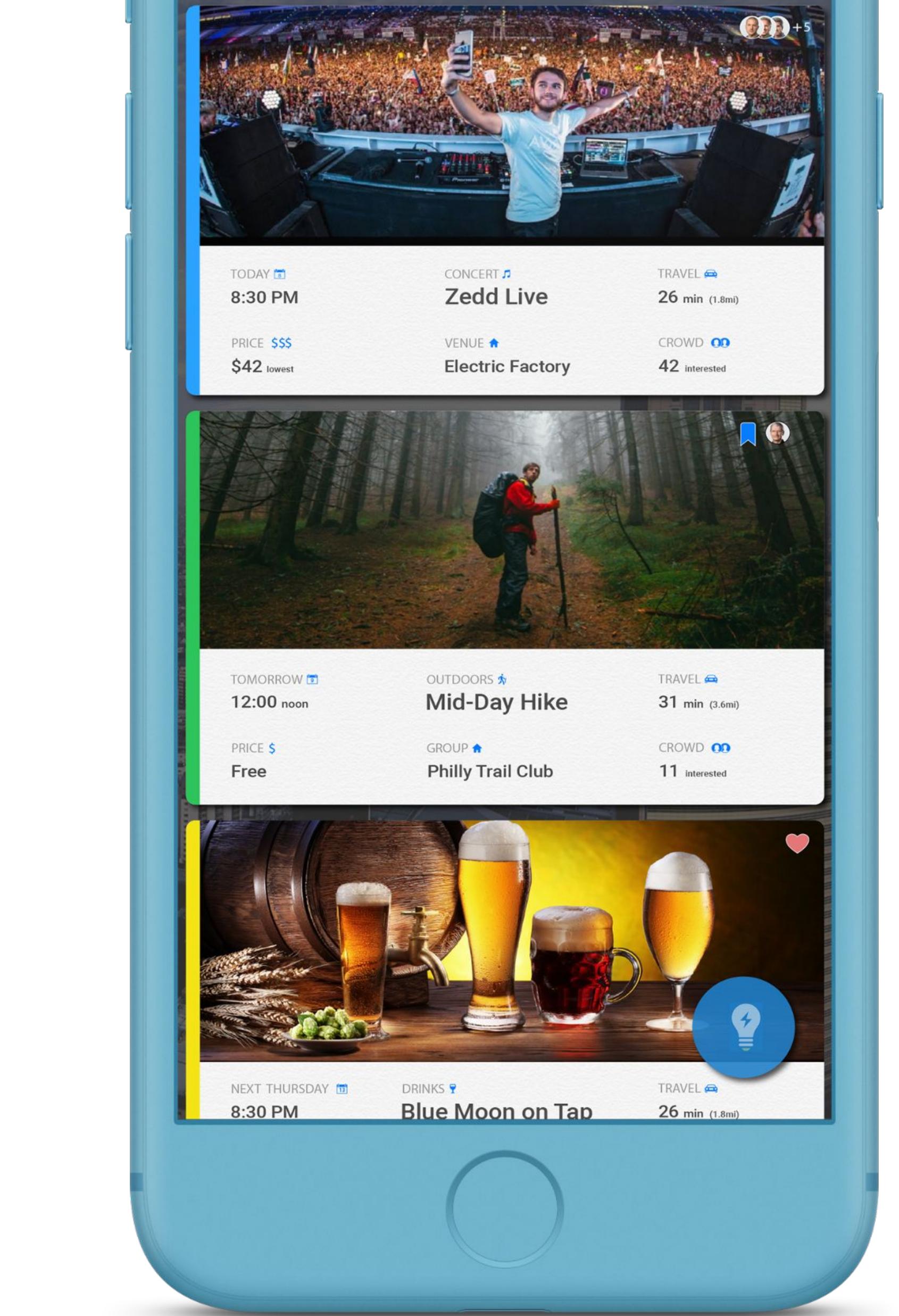
Fluid Access

Accordions for fluid motion
between compressed
And expanded views



Concept Navigation

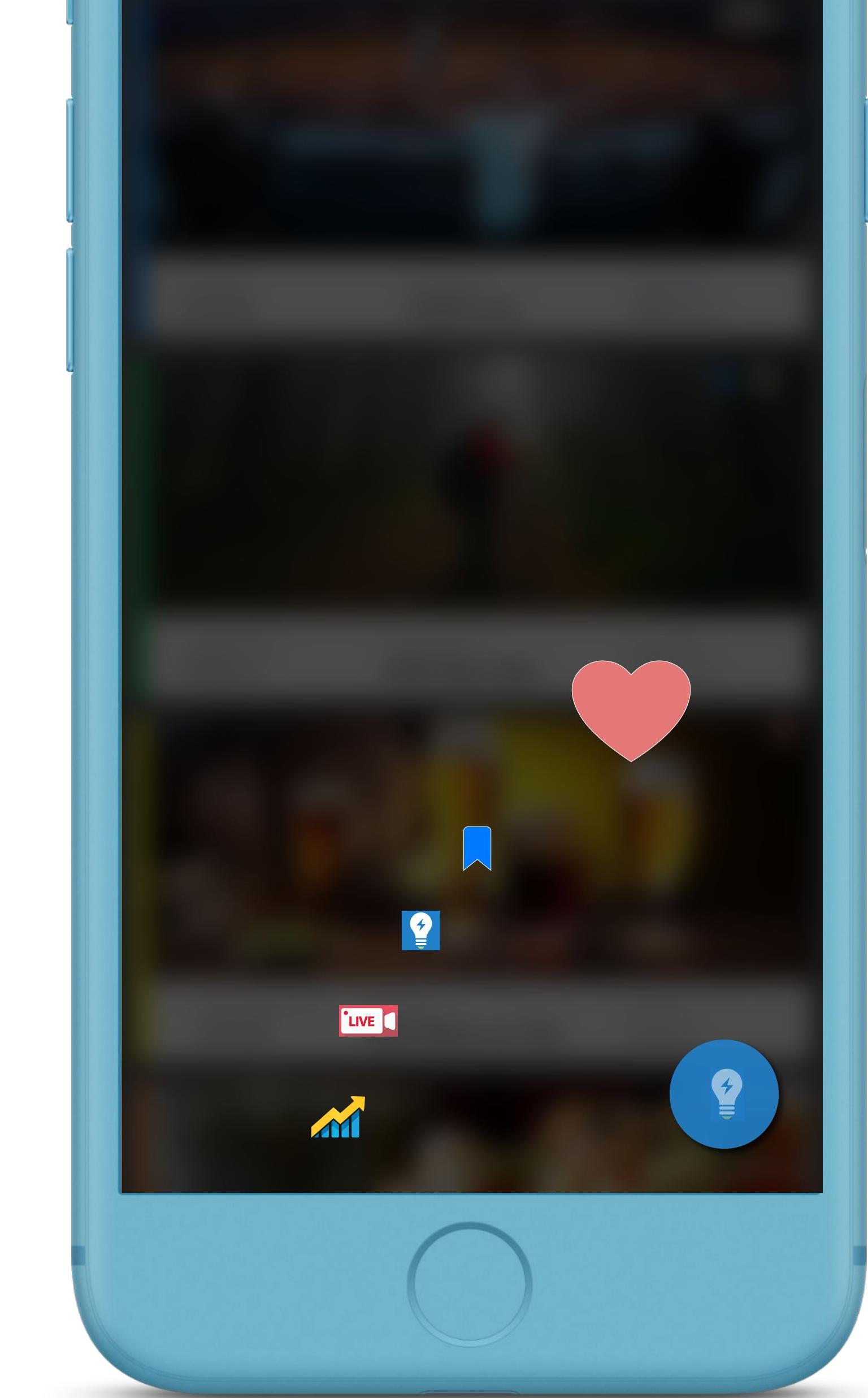
Single Swipe
Minimal actions to
Switch between
Content modes



Concept Navigation

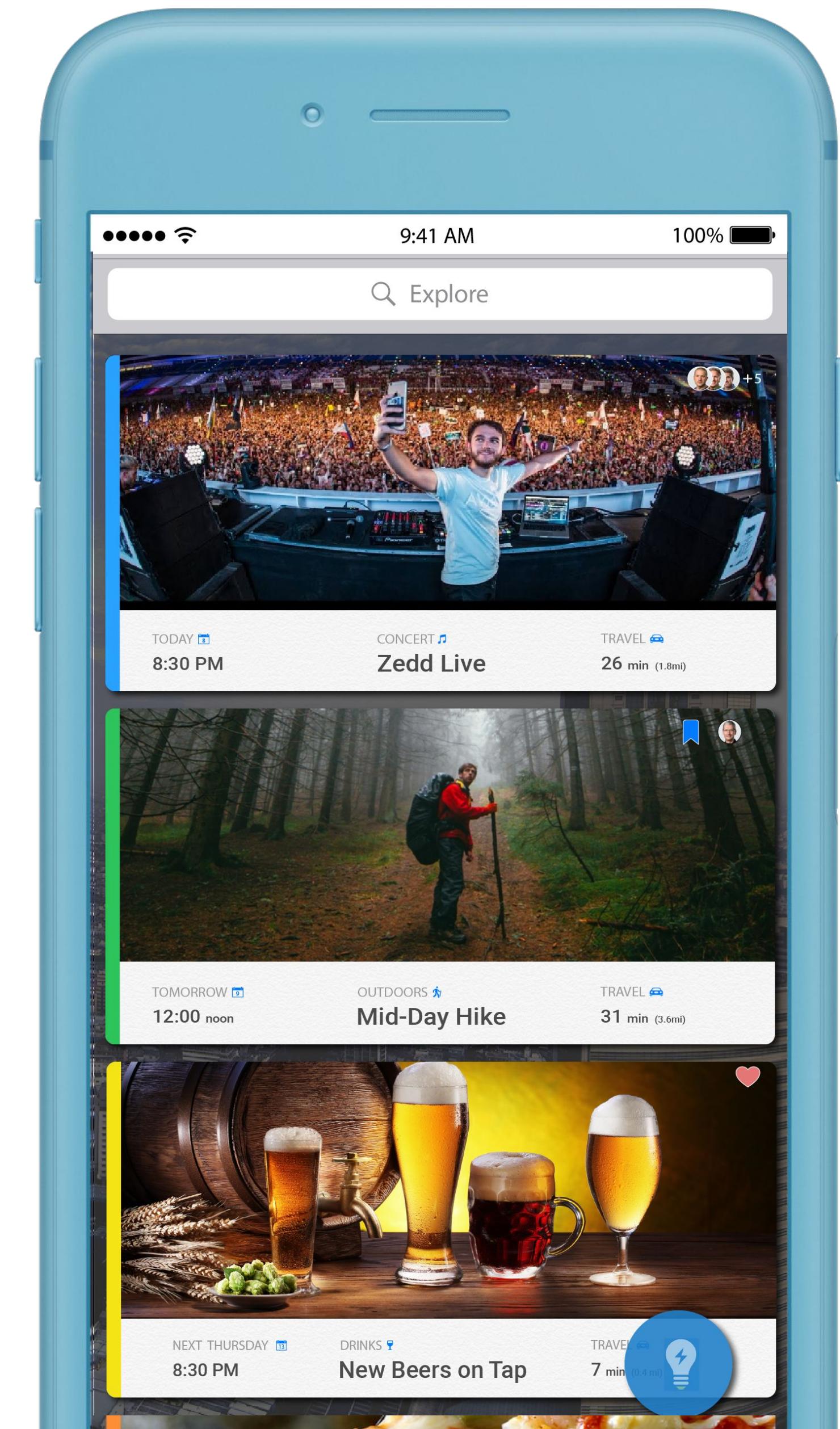
Single Swipe

Minimal actions to
Switch between
Content modes



Concept Search Bar

Bare Bones
Minimum information
Necessary for critical
Decision making



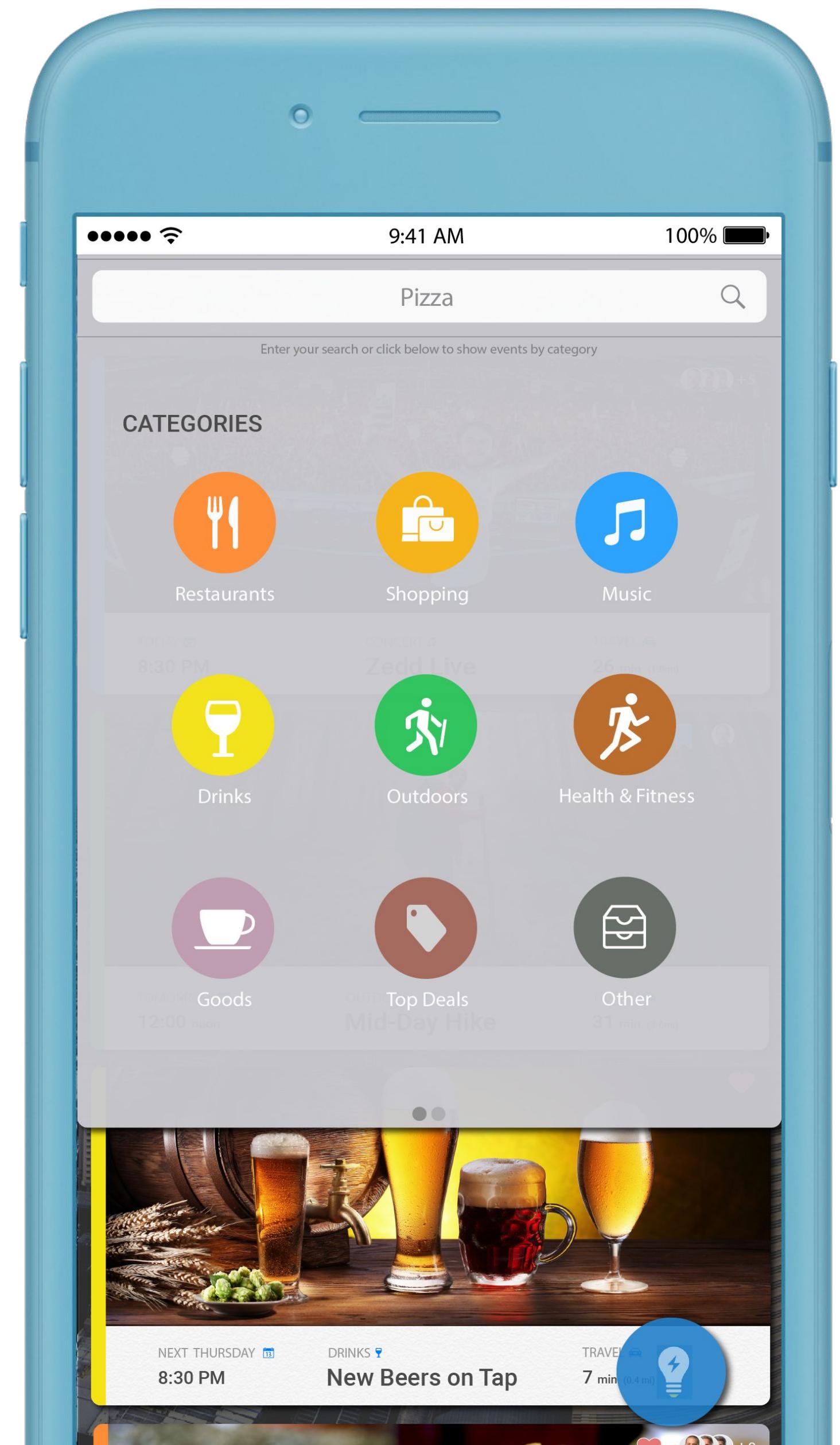
Concept Categories

Bare Bones

Minimum information

Necessary for critical

Decision making



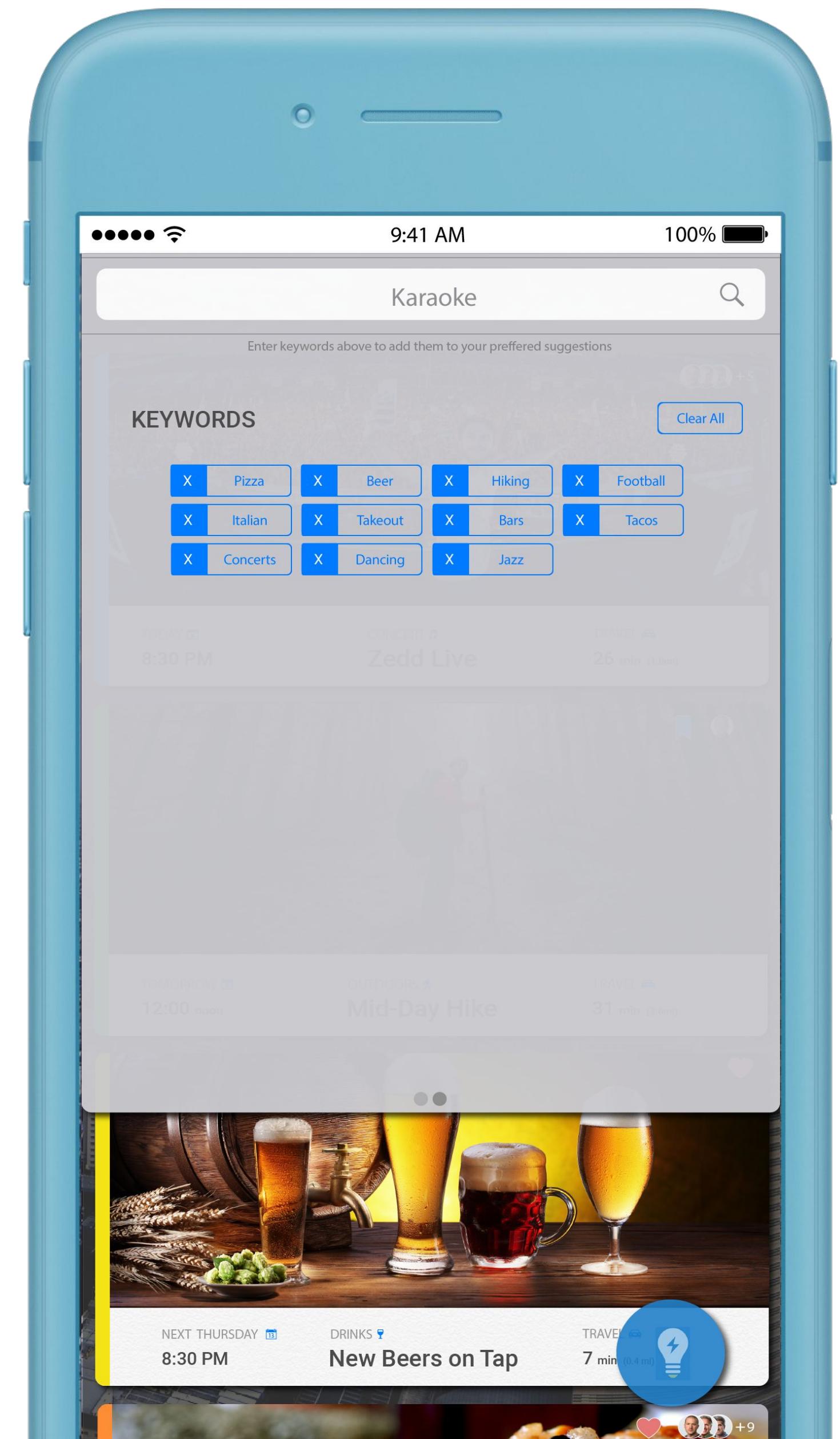
Concept Keywords

Bare Bones

Minimum information

Necessary for critical

Decision making



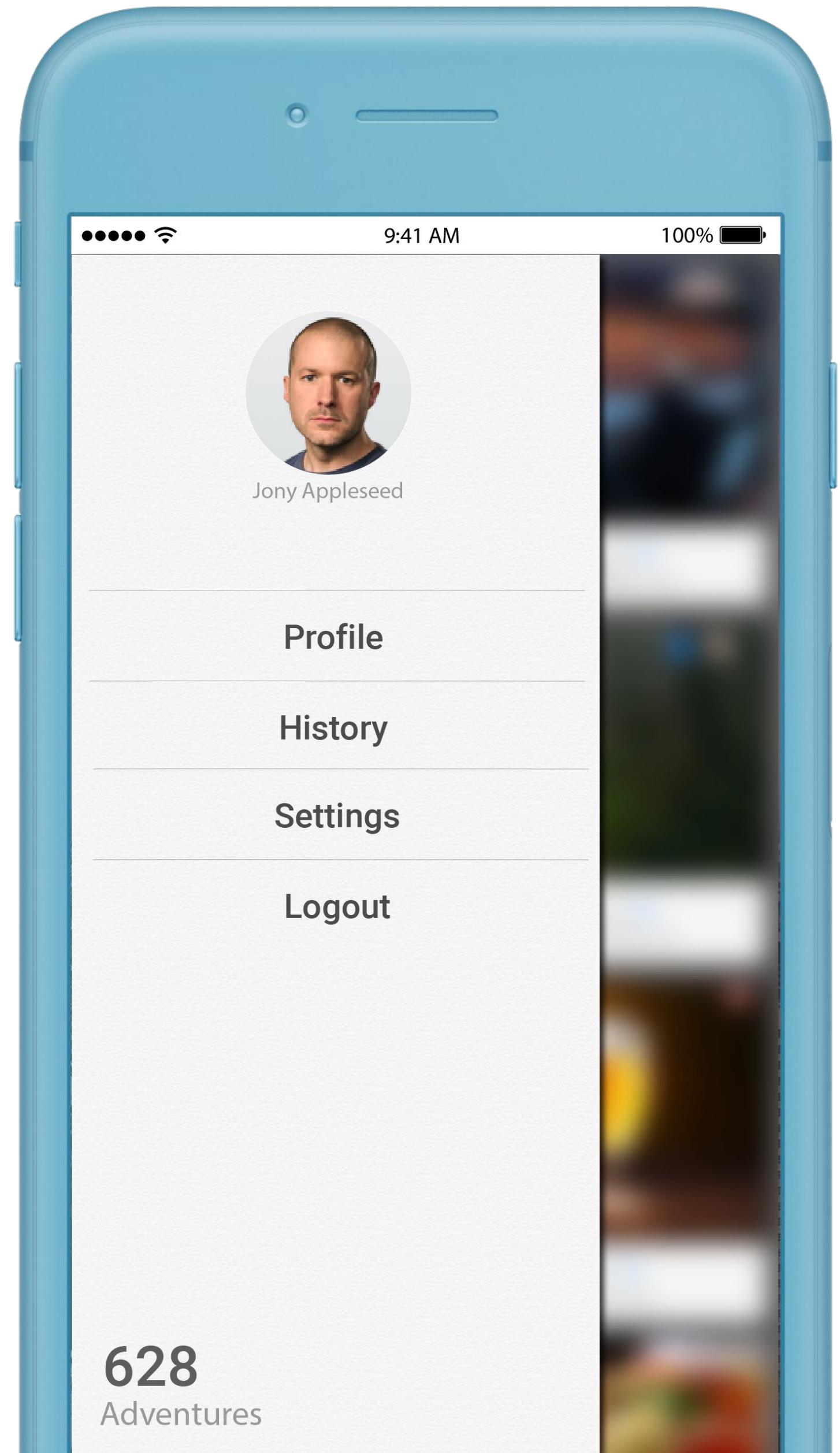
Concept User Menu

Bare Bones

Minimum information

Necessary for critical

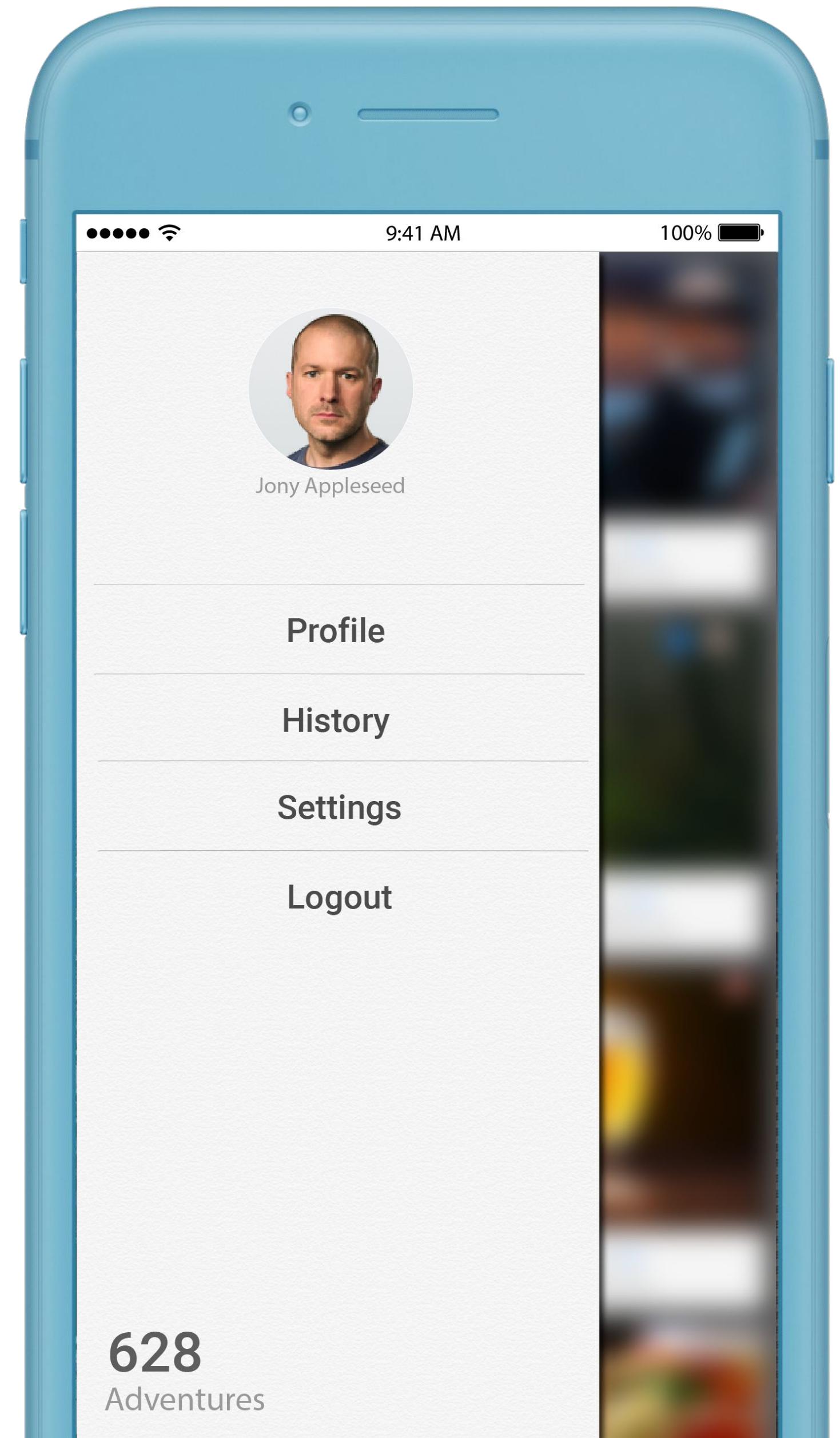
Decision making



628
Adventures

Bonus Feature Creep

Adventure Matching
Adventure Heatmaps
Adventure Calendars



Blinc 2.0



Questions?