

WATS 301

Imaginary Product Design Document

Name of product: Tag

Description of design concept/approach

- The Tag app is aimed to target people of all ages as a way to locate friends by using GPS similar to Apple's Find My iPhone app
- Usability
- Privacy & user safety is key
- Friendly-finger design "fat-fingers"

Hope to Accomplish with design concept/approach

- Simple User Interface
- "Fun" and convenient mobile app for every group of friends
- Images and text that makes visitors experience déjà vu of a time when they lost a friend in a distracting environment (sporting event/music festival) and couldn't locate them
- Clean & Simple design

Other websites for inspiration

- <https://www.uber.com/>
- <http://human.co/index.html>
- <https://www.meetup.com/>
- <https://www.igonavigation.com/>

Other websites of comparable functionality

- <https://www.life360.com/>
- <https://glympse.com/>
- <https://nextdoor.com/login/>
- <https://bumble.com/>
- <http://www.skout.com/>
- <https://www.nearify.com/>
- <https://www.meetme.com/>

Target Audience

- **Demographics**
 - Men and women
 - Ages 16 and above
- **Motivation**
 - Entertainment
 - Safety
 - Connectedness