

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

Task List

Project Requirements

1. Introduce Product
2. Provide Access to Explainer Video
3. List Features
4. Provide user testimonials
5. Provide ability for users to share links to the product page
6. Call to Action link to get user to buy/download product

Part One: Design Phase

- Create Task List for Imaginary Product Page Assignment
- Create Information Architecture Diagram
- Create Design Document
- Create PDF wireframe of page layout with exact text: must have 2 screen sizes, and place for API Explainer video, one JavaScript feature, user testimonials
- Gather images tentatively that will be used on website based on wireframe
- Consolidate all documents above into a cohesive PDF proposal document excluding images (list)
- Upload all documents into design folder on GitHub and submit proposal document via Canvas for week 8 design phase assignment

Part Two: Product Page Preview Phase

- Search for a JavaScript functionality that will be incorporated into my Product Page Website – submit as discussion topic by Wednesday, May 30, 2018
- Begin constructing product page website
 - Embed API explainer video
 - Text content onto HTML pages
 - Preliminary CSS including responsiveness for 3 screen sizes (mobile, tablet, desktop)

- Commit work to GitHub account for peer feedback and deployed or online viewing

Part Three: Product Page Delivery

- Run HTML pages through HTML markup validator tool
 - Ensure all final requirements for Product Page Assignment have been addressed
1. Introduce Product
 2. Provide Access to Explainer Video
 3. List Features
 4. Provide user testimonials
 5. Provide ability for users to share links to the product page
 6. Call to Action link to get user to buy/download product
 7. Responsive to at least two screen sizes (mobile and desktop)
 8. Use at least one JavaScript-enabled component of Bootstrap framework
- Request feedback from Becky and Shawn each during the week before submittal and/or have classmate and friend preview online website for feedback on CSS and JavaScript functionality

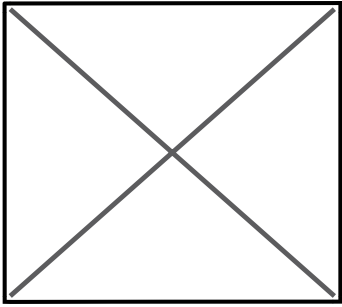
WATS 3010

"TAG"

Information Architecture Diagram



index.html

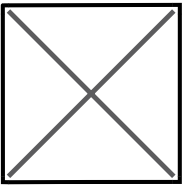


Our team is passionate about keeping friends and family connected in a safe & convenient one-stop app.

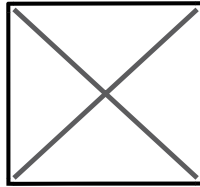
Tag keeps friends and families connected no matter what unexpected distractions life throws in your path and plans.

[API Superstore Video](#)[Download](#)

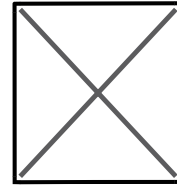
Stories



Brandon, Student
Tag does what I need it to do!
Allow others to track my location
and know where to find me.

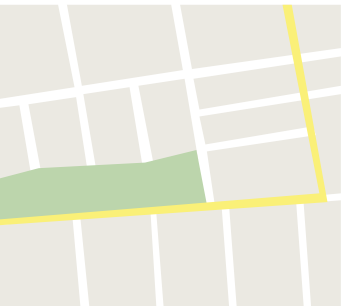


Sarah, Hair Stylist
One of my must have apps.
Great to communicate where
I'm at and stay in touch when
out with friends.



Molly, Graphic Artist
I use it to let my friends know
where I'm at when meeting up

Contact Details



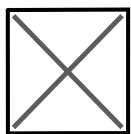
Sodo
Seattle, WA 98134

P: (123) 456-7890

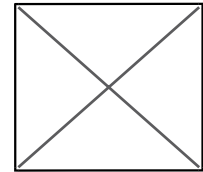
E: [Tag email address](#)

H: Monday - Friday 9:00am to 5:00pm

Meet Me



Derek B.
Tag Champion



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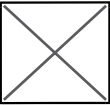
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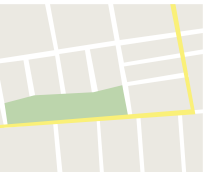


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