

Application Overview

Baby Walk

Aside from the gaming category, Applications like Facebook, Twitter, Instagram, and Pinterest, seem to always take the top slots in the Play Store "Top Charts." These apps allow the user to share a conversation or display a photo to whomever is interested in seeing it. People love to capture and talk about their moments.

A new Baby is a special set of moments parents love to catalog. Prior to mobile phones, and social applications, parents took hard copied images and placed them in scrapbooks and "blogged" about each moment in those books. Now a days new parents have applications like Baby Diaries where they can add their baby's height, weight, feedings, photos, notes, doc appointments, etc... and place that info on a server to whomever is interested in seeing it via the app. This is a great way to share your baby's firsts to family and friends. The problem with these apps are that they are very "busy" and require a lot of upkeep. They also require a registration to a site so the images can be harvested in the "clouds" so others can see. The interesting thing about new parents and those social applications mentioned above, is that even though the parents have the diary apps on their phones tied to family and friends who care to see, the new parents still post these photos on the social sites.

Parents quickly find the diary apps to be tiresome, registration heavy for the user and the viewer and a feeling of doubling efforts when it comes to sharing to Facebook, Twitter, etc... Baby Walk is a new breed of baby cataloging for folks that just want to track those moments but share them to those social accounts too. Ignore the registration. Ignore the email links to share to folks so they can also register. Ignore the amounts of effort involved for cataloging AND posting to social sites. Just simple. Picture, Noting, and Sharing. Baby Walk makes it easy to keep track of all of your baby's moments while making it easy to share the information to folks already signed up on social sites. Baby walk also has an "easy to search" for your baby's moments through "tagging" or keywords. So instead of looking for all your photos where the moments involved the doctor, if tagging all the photos with that word, a search will yield all your baby's doctor moments! Simple, Easy, and Fun to keep track of your Baby's Walk in life.

Problem Statement & Solution



Fill out one copy of this form for the application. State the identified problem and a brief high level "elevator pitch" type statement on how your application plans to address the problem, a brief analysis on the application's competition, and your plans for monetizing the app.

There are many Baby Diary Apps out in the market today. Some of the largest competitors include My Baby, Tweekaboo, Kidlee, Tinybeans, and Moment Garden. All of these apps start off with a user registration and an outlet for the user to share this information to others that want to sign up and see the cataloged moments. They also all perform the basic functions of taking an image and taking note to that moment. Each are fairly simple to use, easy on the eye and encourage excitement to use the app through fun colors and added information fields to keep you busy. The trickiest part in competing with the apps already out there will be getting users to drop the current app, where they may already have cataloged moments, to use Baby Walk and start over. Baby Booms and quality advertising should assist in visibility and use of Baby Walk.

Competitive Analysis



Baby Walk will use the \$0.99 model when it comes to monetization. This model is highly used and provides the least barrier to entry aside from being free. There will not be any other additional purchases or hidden costs inside the app. No ads will be displayed. Having the app at this price will provide some leverage to those apps priced at \$1.99 without ads, or those apps with a fee to maintain the use of their "Cloud" system.

Monetization Strategy



Evaluation

Purpose

E | G | F | P

Competitive Analysis

E | G | F | P

Monetization Strategy

E | G | F | P

Overall

E | G | F | P

Audience Identification

Build two personas that represent fictitious users. These personas should have personalities, routines, perhaps jobs, or even families thought out. Outline how the application will fit into the daily life of these personas. Fill out the demographics for your application's audience.

Emily - a New Mother

Emily is a 29 year old pregnant mother who stays at home with 2 other children. She enjoys her time with her kids and makes sure to note every moment on her calendar. She also likes to fill her photo space on her phone capturing all of those baby "firsts." She will share some on Facebook. She may print some off for a baby book she is cataloging in, but this consumes a lot of her time and has a hard time doing it while the kids are awake. She has tried some Baby Diary apps in the past, but just getting registered requires a lot of information and setup and she often deletes those apps. She does like one, but does not use all the components of it resulting in constant notifications and nagging to "Don't forget to enter your Baby's new weight." She just wants to take pictures and make sure a note is added in case she needs to look back. Reminiscing is something she loves to do!

Persona One



Chris - a Father

Chris is a father of 2 girls. He is busy, on the go all the time. Doesn't spend a lot of time with the parent, but is active on Facebook and Twitter. He loves taking pictures of his girls, but doesn't ever remember to print any off to give to his parents. Those pictures usually only come around the holidays. Being so busy and on the go, he often finds himself looking at family photos. He misses them all the time and thumbing through the images often requires a bit of remembering. He wishes he could have tagged one or two words on each of the photos to help him remember when they were, or what they were about. He also wished there was a way he could share that information to his nagging parents who has not received a new picture in months. Having a tool that keeps his images organized, helps with his memory loss, and provides a solution to his nagging parents would be ideal!

Persona Two



Evaluation

Personas

E | G | F | P

Demographics

E | G | F | P

Gender

Female

Age

18-40

Education

High School/Some College/College

Employment

Full Time/Part Time/ Stay at Home

Income

Any

Additional

Parent wanting to catalog those Baby Moments

Primary Demographic



Gender

Male/Female

Age

40+

Education

High School/Some College/College

Employment

Full Time/Part Time/ Stay at Home

Income

Any

Additional

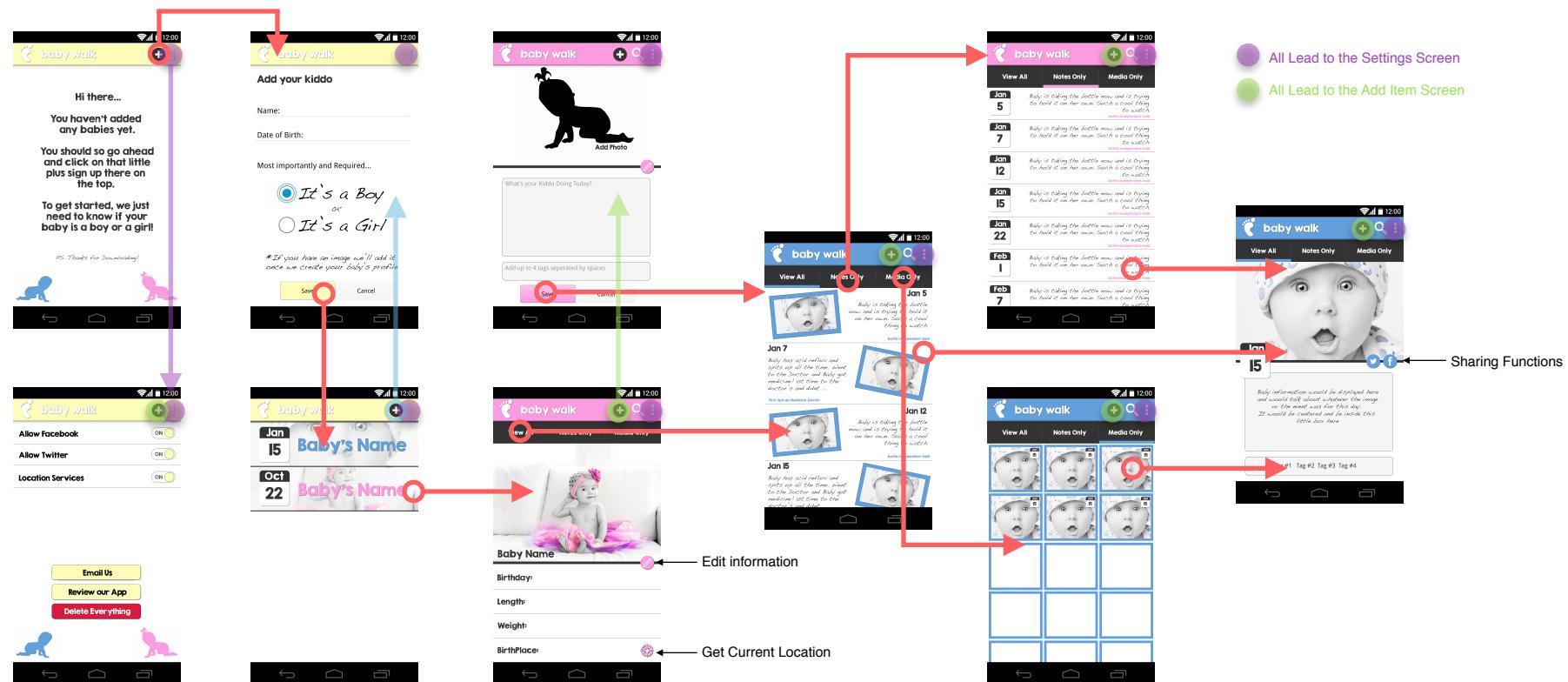
Grandparent wanting to catalog their GrandChild interactions

Secondary Demographic (optional)



Application Flow

Build a flowchart that details how the user would navigate through the application. The flowchart should detail which Activities flow into others as well as data that is passed between them. If possible, please include the UI controls that initiate the navigation.



Flowchart



Navigation Icons

When the application loads, an info screen is loaded and prompts the user to create a profile for a baby. Once the Profile is created there is an Action Bar that allows you to start cataloging moments for that specific profile. Inside that same action bar is a search function to quickly search items based off of tags. Lastly is an info/or settings button to navigate to the settings screen.

Other Navigation elements come from a top tab bar which allows different ways to display the same content as well as traditional table views with drill into type functions to navigate to the detail of each item.

Navigation Description

Evaluation

Flowchart

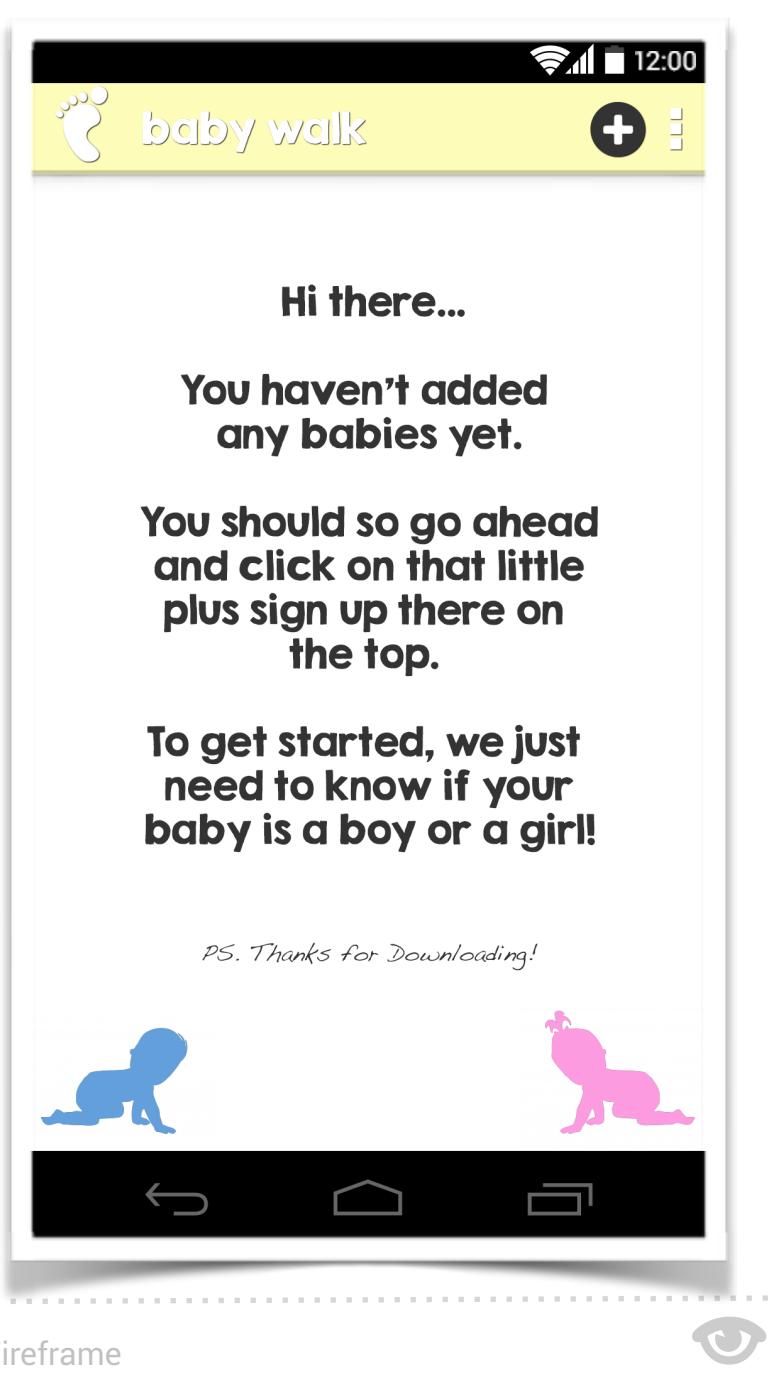
E | G | F | P

Navigation

E | G | F | P

Activity Summary

Fill out one copy of this form for each Activity in your application. Be sure to include a wireframe, activity description, and list of the expected components needed to build the activity along with a projected development time. The evaluation section will be filled out by the instructor.



Startup Screen

The startup screen will consist of an action bar and a few image views/text views to display information on what the user is required to do first to get the app going. There will be an Action button in the action bare that will take the user to a profile setup screen and there is a “more” button which will take the user to the settings screen.

Activity Description

Relative Layout Hours 1

Customer Action Bar Hours 2

Component Hours

Component Hours

Component Hours

Component Hours

Component Hours

Component Hours

Estimated Hours Hours 3

SDK Components

Evaluation

Usability & Experience

E | G | F | P

Efficiency & Standards

E | G | F | P

Immersion & Purpose

E | G | F | P

Layout & Design

E | G | F | P

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The wireframe shows the 'Profile Screen' of the Baby Walk app. At the top, there's a navigation bar with a logo (a footprint icon), the text 'baby walk', signal strength, battery level, and the time '12:00'. Below the bar, the title 'Add your kiddo' is displayed. The main area contains fields for 'Name:' and 'Date of Birth:', both with placeholder text. A section titled 'Most importantly and Required...' contains two options: 'It's a Boy' (with a checked radio button) and 'It's a Girl' (with an unchecked radio button). Below these options is a note: '*If you have an image we'll add it once we create your baby's profile'. At the bottom are 'Save' and 'Cancel' buttons, followed by a black footer bar with standard Android navigation icons (back, home, recent apps).

Name: _____

Date of Birth: _____

Most importantly and Required...

It's a Boy
OR
 It's a Girl

*If you have an image we'll add it once we create your baby's profile

Save Cancel

Wireframe

Profile Screen

On this screen the user will create their first profile. Few buttons with functions to save and cancel along with radial buttons which will determine the theme color for each of the profiles created. Text views will also be presented with accompanying edit text boxes to enter information. Action Bar will only link to settings screen.

Activity Description

Relative Layout

Hours

Custom Action Bar

Hours

Local Database Store

Hours

Component

Hours

Component

Hours

Component

Hours

Component

Hours

Component

Hours

Estimated Hours

Hours

8

SDK Components



Evaluation

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E | G | F | P

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Profiles Screen

This screen will be the placeholder for all profiles and will give the ability to switch between them to start cataloging. The custom navigation will be the same as the start up screen allowing the user to create additional profiles and/or head over to the settings screen.

Activity Description

Relative Layout 1

Action Bar .5

List View 1

List View Adapter 2.5

Estimated Hours 5

SDK Components

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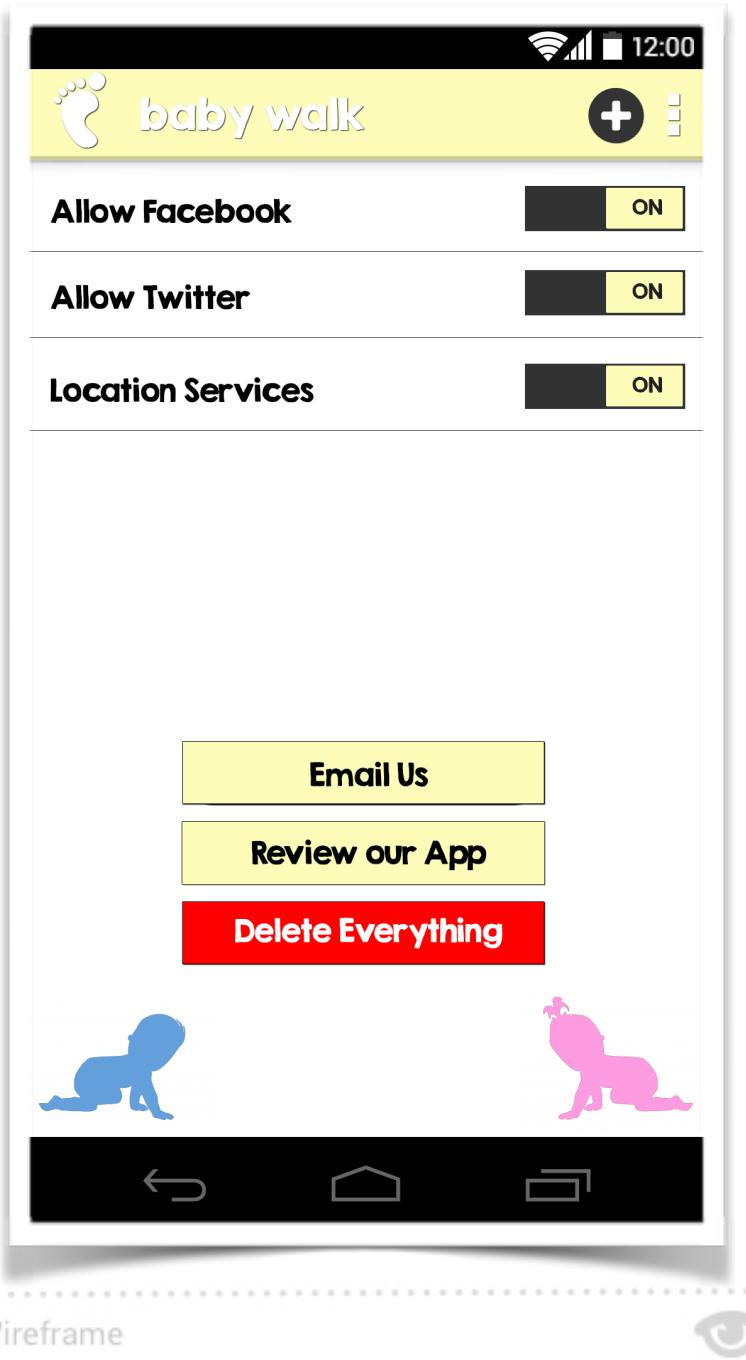
E | G | F | P

Layout & Design

E | G | F | P

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Settings Screen

This screen will continue the Action Bar and its functions as well as provide the user to turn on/off the ability to integrate Facebook and Twitter as well as the use of location services. Few buttons for contact, linking, and deleting the data.

Activity Description

Relative Layout 1

Action Bar .5

Custom ListView 1

List View Adapter 1.5

Button Functions 1

Estimated Hours 5

SDK Components

Evaluation

Usability & Experience

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Immersion & Purpose

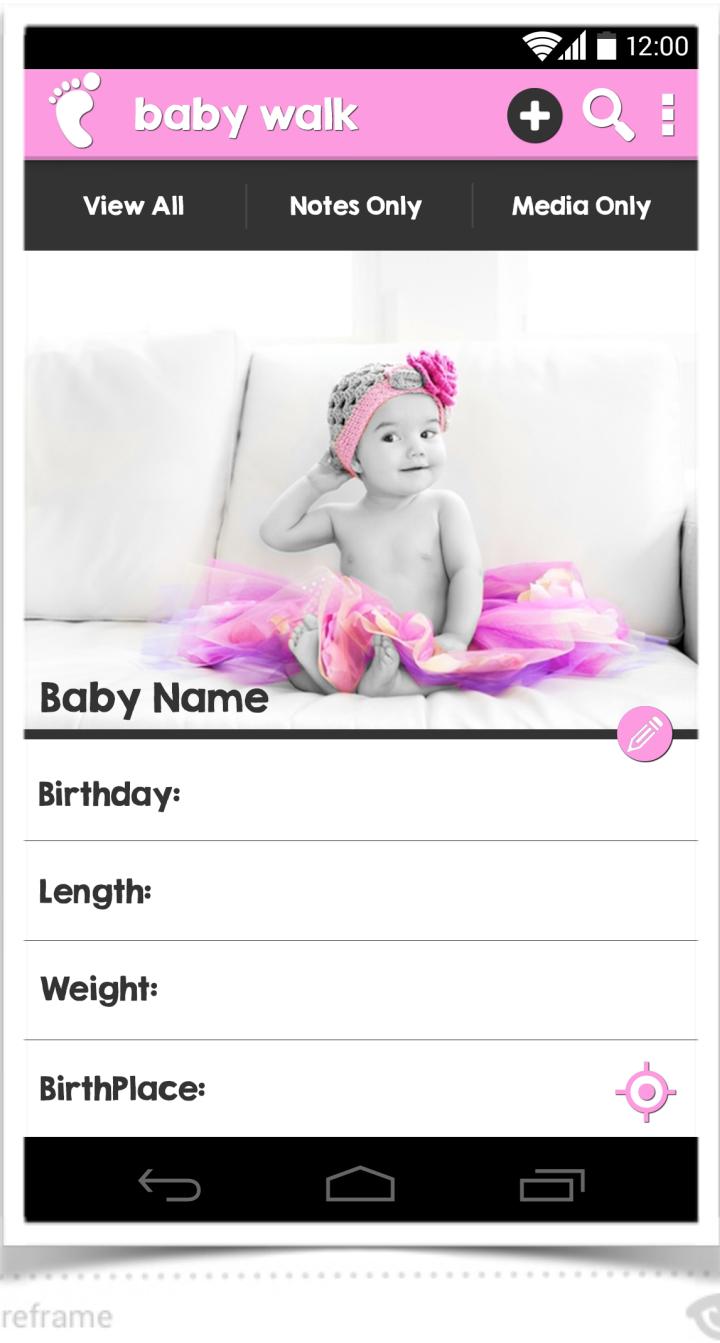
E | G | F | P

Layout & Design

E | G | F | P

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Wireframe

Profile Detail Screen

This screen will display upon creation of the profile after a Name, Gender is chosen and the custom list of profiles is clicked. Here you can provide additional information about the specific profile as well as link to the purpose of the app which is cataloging moments. There is a custom Search bar as well as Custom Tab bar that will also be implemented.

Activity Description

Relative Layout	1.5
Action Bar	1.5
Custom Tab Bar	2
Custom Search Bar	2
Edit Functions to Add	1

Estimated Hours 8

SDK Components

Evaluation

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E | G | F | P

Efficiency & Standards

E | G | F | P

Immersion & Purpose

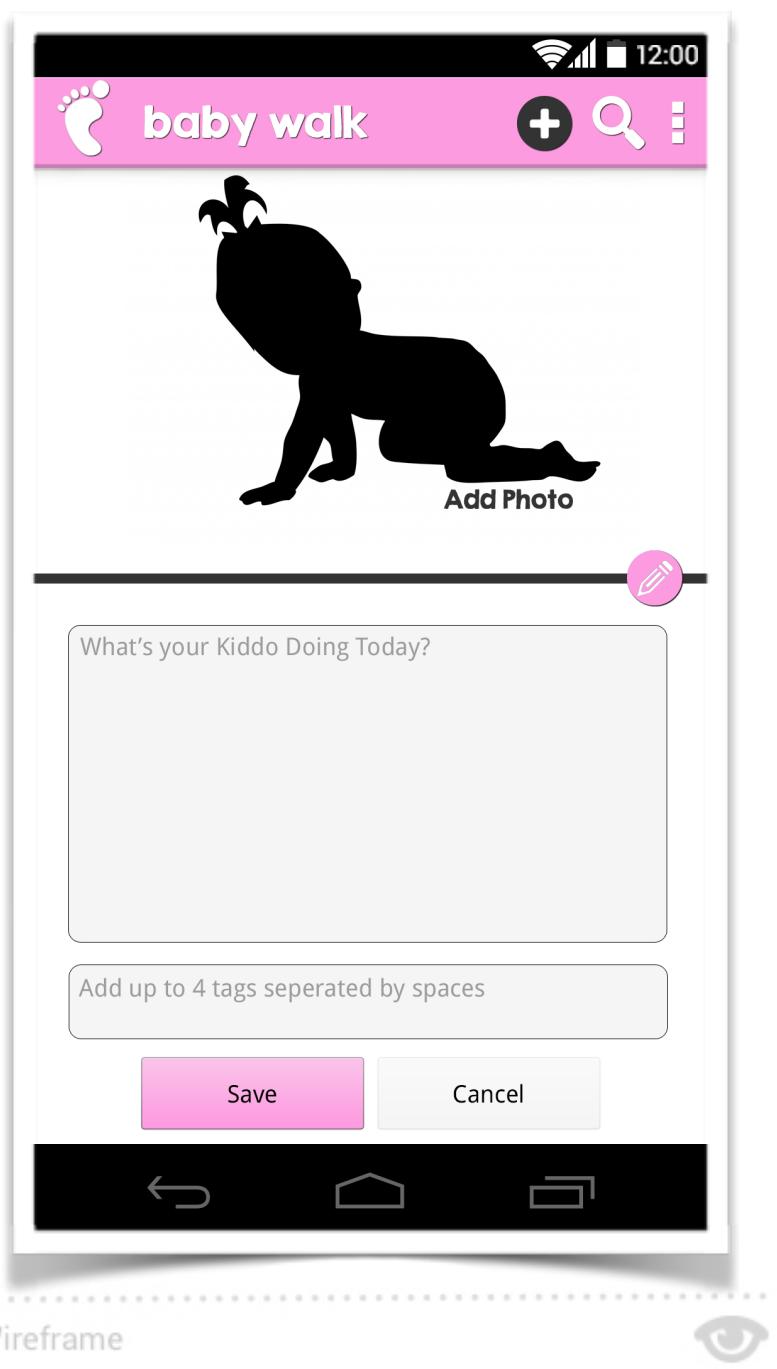
E | G | F | P

Layout & Design

E | G | F | P

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Add Moment Screen

Same action bar as above. This screen will allow the user to display an image via the camera or Gallery as well as post a comment and set up some tags for the moment. These will all have to store in the local database. There is an edit, save, and cancel button to handle as well.

Activity Description

Relative Layout	1
Action Bar	.5
Image Adapter	1.5
Edit Fields	1
Database CRUD	10

Estimated Hours

SDK Components



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Layout & Design

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View All Screen

This screen will provide the details of all the moments inside the database for this specific profile. There will be a custom tab bar that will display different type of results. A table view that will have custom cells to display the images, notes, and tags.

Activity Description

Relative Layout	1
Action Bar	.5
Custom Tab Bar	1
List View	1
Custom Array Adapter	1.5

Estimated Hours

SDK Components



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Notes Only Screen

This screen will provide just the notes and tags of all the moments inside the database for this specific profile. There will be a custom tab bar that will display different type of results. A table view that will have custom cells to display the notes and tags.

Activity Description

Relative Layout 1

Action Bar .5

List View .5

Custom Adapter 1

Estimated Hours 3

SDK Components

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Media Only Screen

This screen will provide just the images of all the moments inside the database for this specific profile. They will be displayed in a custom grid view. There will be a custom tab bar that will display different type of results.

Activity Description

Relative Layout 1

Action Bar .5

Grid View 1

Base/List Adapter 1.5

Estimated Hours 4

SDK Components

Evaluation

Usability & Experience

E | G | F | P

Efficiency & Standards

E | G | F | P

Immersion & Purpose

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Layout & Design

E | G | F | P

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Item Detail Screen

This screen is the final detail of the moment that was created. Facebook and Twitter share buttons will be present to share the moment and image to the social sites.

Activity Description

Relative Layout 2

Action Bar .5

Tab Bar .5

Facebook Integration 2

Twitter Integration 2

Estimated Hours 7

SDK Components

Evaluation

Usability & Experience

E | G | F | P

Efficiency & Standards

E | G | F | P

Immersion & Purpose

E | G | F | P

Layout & Design

E | G | F | P