CSCI 4620U / SOFE 4850U Project

Part 3a: Conceptual Design, Functionality, and Scenarios

Gofiti

A new way to connect with those around you.

Group Members:

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Part 1: Conceptual Design

Gofiti will be the new way to connect with those around you. Taking advantage of the growing processing power of phones, this app will be a social media platform that will use Augmented Reality (AR) to enhance the way people communicate with their community as well as their friends.

The platform will be streamlined in both viewing and creating posts. Posting will only take the length of the user thinking of the post and creating the post.   It is also vital that viewing posts is seamless between the movement of the phone and the AR tracking of the room around the user. The goal of simulating posts tied to a certain room is important to the experience of the app. The experience will be the same as viewing posters in a room, but available to all users to post in whatever ways their imaginations let them.

Posts will allow people to express themselves either through text or visual posts. These posts will will be viewable by looking around the room using your phone's camera. Users will need an efficient way to post their thoughts that is not too technically advanced. It was found that most users prefered view posts as opposed to posting, so those who average a few posts a month can still easily participate.

This also means that the ability to see the posts needs to be easily accessible, and easy to use, as it will be the most use function. Our plan is to make the default function of the application the "view mode". This means someone can easily open the app and immediately check their surroundings with no need to look through menus. This is doubly important because most people said they only use social media for small bursts of time, several times a day. So it needs to be quick, and easy to pick up and look.

The other primary focus is obviously creating posts for others to view. From talking to our main stakeholders, we realized a lot of what people post is mostly low effort content, as well, they are less likely to post if they have to be thinking about who might see it. Since our posts are regulated by geography instead of friend groups, posting needs to be as simple, and thoughtless a process as possible. Originally we had planned on mainly having our application as a drawing program, but many people reported they either did not like to draw on their phone, or didn't like the idea of it. Due to these concerns, we decided to have the option of text posting as the primary means of posting from now on.

The idea of text posting also makes our program easier for new users to pick up, as short text posts are very common in many commonly used social medias already, such as twitter. This means people will already have an idea of the type of posts to expect, as well as the type of posts they may wish to make, increasing usability. As well, since we are making posts that are to be displayed visually as part of the terrain around the user, we will have to make sure that these posts are short in length. This has the added benefit of making posts easier to think of, and quicker to read, and put down.

A lot of people mentioned they preferred posting pictures over drawing so we have made posting pictures another way to post. As it was described in stories through interview,

people feel pictures help people relive memories, and help them share experiences they may not wish to write about in words. This could be a great way for our application to find a new way to bring people together, as well as help people do something they already like to do better. A quick example would be you are at an event, and take a picture with your friends, than attach it to the wall, the next day you come back to the wall, and there are tons of pictures, including the one you left, to remind you of the fun time you had the night before.

      In order to identify who makes the posts and for people to keep track of friends, the creation of accounts is necessary. Users will sign up with just a username and password and will be able to keep track of what friends post, allow the system to contact the poster if someone has interacted with their post and have a profile picture appear on their post as well as a short bio about the person. This will enhance the experience of an app making it a method of communication and giving something for people to come back to the app for. User accounts are also useful for keeping track of people who have been banned and blocked with the intention of making the app safe and fun for as many users as possible.

      After consulting with the group of stakeholders we are most focused on right now, the end users, some patterns have been discovered. The pattern that had the most effect on the project was openness to anonymous postings. It was found most people want to interact with people they know and are weary of anonymous posts. This lead to a choice to include accounts in order to identify users, meeting the need of a more personal touch to the Gofiti experience. Other significant patterns were that picture posts are preferred to view, but the average user posts text based posts. These posts were viewed usually only for 5-10 minutes, so having as little time between opening the app and seeing the posts is vital to keeping the user's interest. It was found that an effective way of getting people to go on the platform more was to have notifications. Utilising notifications will have people come back to the app more often and make it more engaging for the end user. Express of concern was noted from the interviewed subjects, but half of the questionnaire participants said they enjoyed AR. The project will still use AR, but shows a need to make the concept easier for users to interact with.

      Two common metaphors for this platform are existing platforms Pokemon GO for its AR functionality and Snapchat for its timed posts and social media model. Pokemon GO was very popular and with its use of AR that introduced people to the concept and made it more common in the popular mind, this project hopes to improve upon the impact it had. While Pokemon GO encouraged walking to different places, social media is almost always checked while stationary so this will give users a better opportunity to familiarise themselves with AR. Snapchat was one of the most popular social media apps used by people in our poll. Looking to this platform, their location based posts sets precedent for the location based posts that will be the main focus of our platform.

Part 2: Functionality

- View posts overlaid onto a live feed from the camera
- Create text or image posts tied to a specific location and perspective; posts appear as posters on wall in-app
- Option to make posts anonymous during creation
    - Left as public poster by default
- Settings menu allows for changing different settings (Push notifications, vibrate, notification sounds, etc.)
- Add text comments to posts; original poster will be notified. Posts will appear with folded bottom right corner revealing a differently coloured page underneath
    - Tapping/dragging fold will reveal comment section
- Posts will be visually connected to wall with two toonie-sized thumb tacks, one in each top corner
    - Left pin will have original poster's profile picture, and will show the user's profile when pressed. The profile will contain a short bio and options to block or report the poster.
        - Reporting a poster automatically blocks them.
        - Blocking a poster can be undone in the settings menu
    - If the poster has selected to have the post anonymous, the profile picture will be a generic silhouette and profile information will be empty but the options to block or report the poster will still be available.
    - Right pin will have three horizontal bars to represent a menu, and when pressed will show a list containing options to share, report, tag, or hide the post.
- Posts can be tagged, which will privately store the post in the active user's profile. They can then be viewed from any location by the user, including any comments. New comments can only be created at the post's original location.
- Hidden posts will be removed from the user's camera, and will not be shown again. Users will be prompted to confirm their choice. The choice can be undone in the settings menu.
- Blocked users posts are automatically hidden from the active user

Part 3: Scenarios

PERSONA: Rick - A 17 year old student going to his first year at UOIT studying Biology. He spends a lot of his time on his phone, typically on social media, he reading funny stories, and posting pictures from events around school. Rick is constantly looking for new events, and apps which he can use to connect with more people at school. To show his school spirit around town, he often wears school apparel, and loves chatting with fellow members of the school. He currently doesn't have a job, as he's focusing on school in his first year, so he spends a lot of time at residence where he lives. He likes participating in the school events where they pit the different residences against each other, and has made posters and signs to support his team.

SCENARIO 1: Story Scenario

Rick has some time before his group meets up and he is sitting at the Tim Hortons on campus. Everyone around is diligently working and he does not want to bother them. He is prepared for the meeting ahead so he lets his mind wander. He thinks about what he's going to do this weekend and wants to know if there is anything going on at the campus as he is also ahead on projects and wants to meet more of his fellow students.

When he opens Gofiti he sees a poster for an event held by the Student union where they are showing a movie. He sees that the event is going on right where the poster is on Saturday morning. Rick's group at this point is almost there so he pins it to his saved posts and when he gets back to his room he decides to check the comments to see what people are saying about it. Apparently this is not the first time this group has hosted a movie night event, as he sees lots of people commenting about the previous event.

He decides to try and find some more info about the group that posted it, but this poster is pretty limited in info, so he goes to the profile of the person who posted it. They have several other posters listed, including some other events later in the month he hadn't heard about. He finds out their name is the "Late night Club", but decides to read up on a few more of their event comments to see if anyone he knows is involved.

He ends up finding out his friend Nikki went to one of their earlier events, and decides to ask her about her opinion on the group. After texting her, he realizes they link a website at the bottom of their poster, and he searches it on his phone to see more info about them. On the website they have tons of images from previous events, and a lot of info about the upcoming movie night.

SCENARIO 2: Conceptual Scenario

Users will be in an area where a large amount of peers gather and stay at for an extended period of time. This person is well experienced with using social media. Using a device with a

camera and internet access they will search the room for content that has been placed in the surroundings. When a post has caught their attention they will interact with the post by responding to it in a public manner.

The original poster has received a notification that someone has interacted with a post that they made and when they go back to check on the post they find more people have posted similar things in the area and they have started a trend.

SCENARIO 3: Concrete Scenario

Rick has a funny anecdote about an event that just happened where on his way into a lab he noticed that he keeps trying to open the door from the wrong side. He decides to share this on a Gofiti because he thinks people also have the same problem and will find the post funny. He opens the app from his phone and goes into the post creation tool. He writes quickly in the text entry "Stupid door should have a label saying push on left side". He places the post to the left of the door where there is empty wall space. After the lab he checks the post and notices it has two responses from people in his lab.

Part 4: Interaction Design

0. Advertising for an event at the school
    1. Design a poster
    2. Post for the event
        a. Find acceptable spot on wall to post
        b. Post the poster image on the wall
            i.   Set up the post on the app
            ii.   Select the image
            iii. Submit the post

Plan 0: Do 1 - 2 in that order.
Plan 1: Do 2.a. - 2.b. in that order. Repeat as necessary
Plan 2.b: Do 2.b.i.-2.b.ii.-2.b.iii. In that order.

Part 5: Interface Design

5a Interface Design

Concept design/Poster appearance:
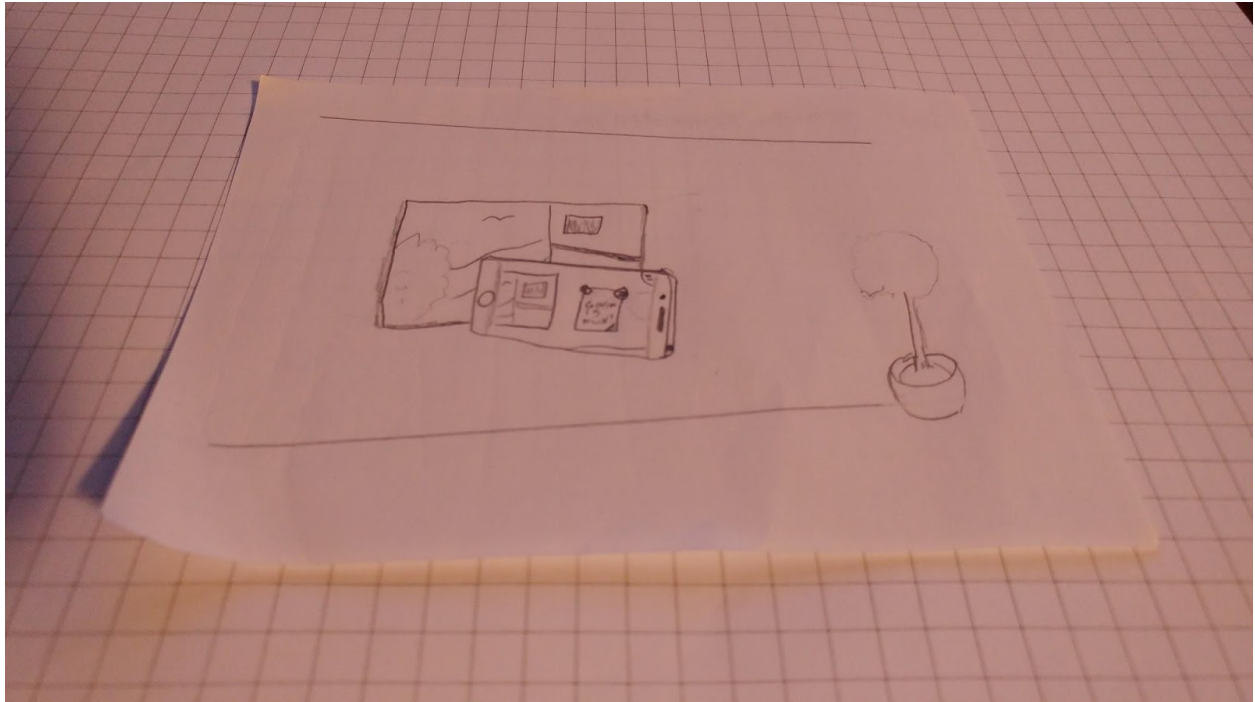
Poster design:
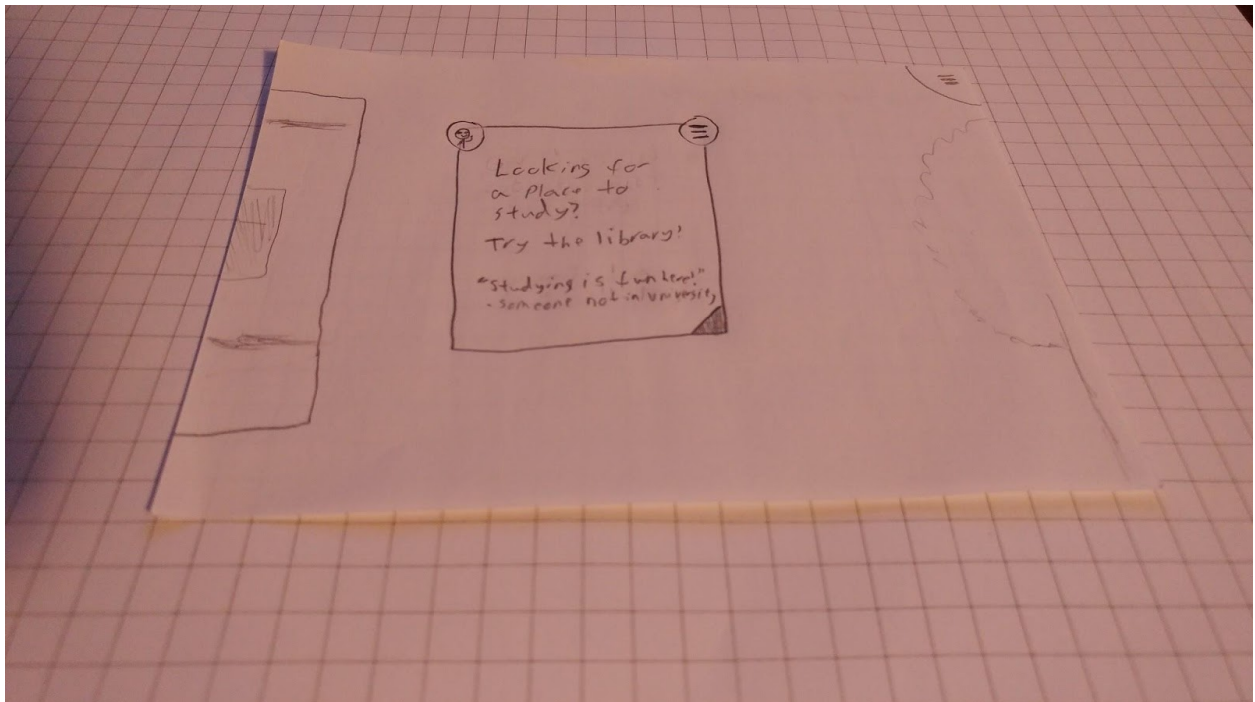
Comment page:
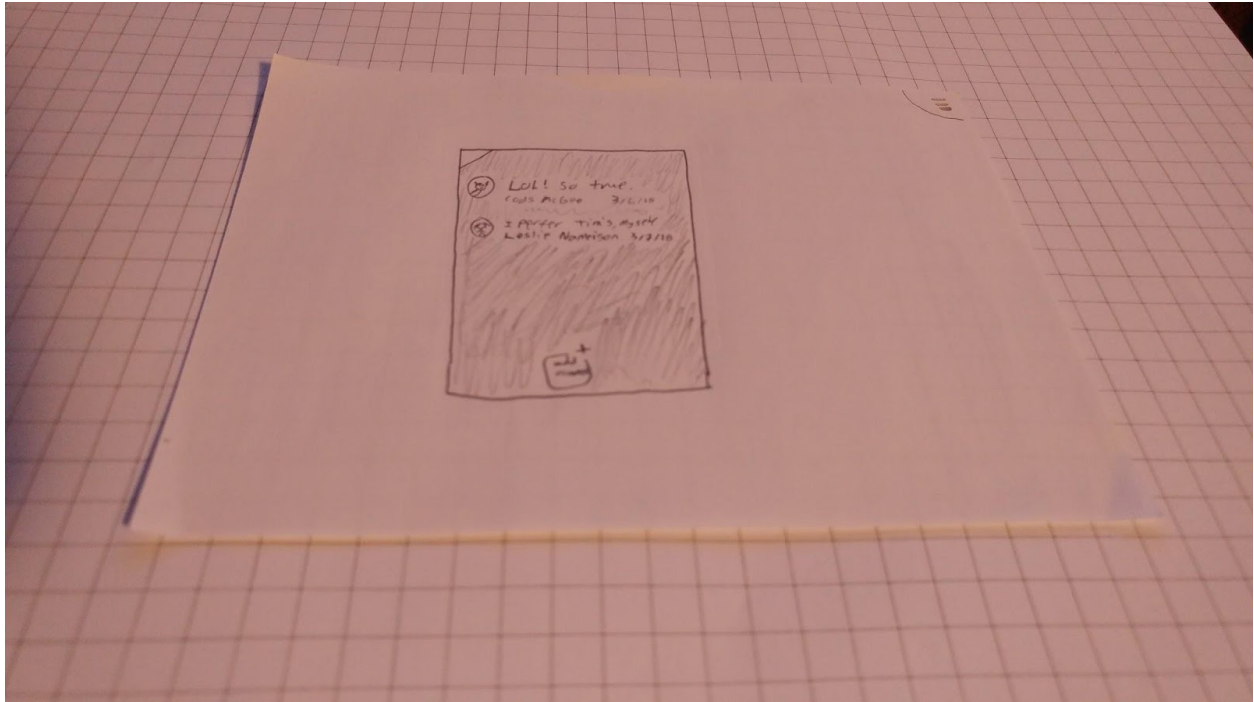
Poster menu:
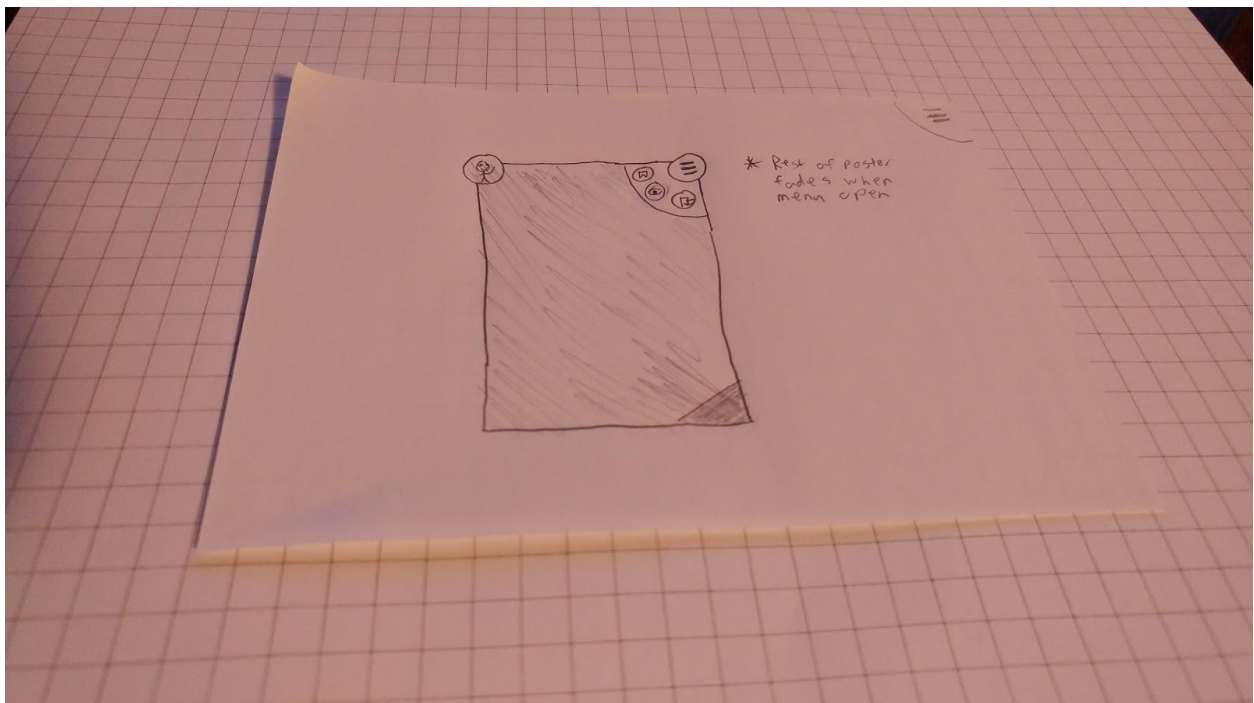
Poster anonymous profile:
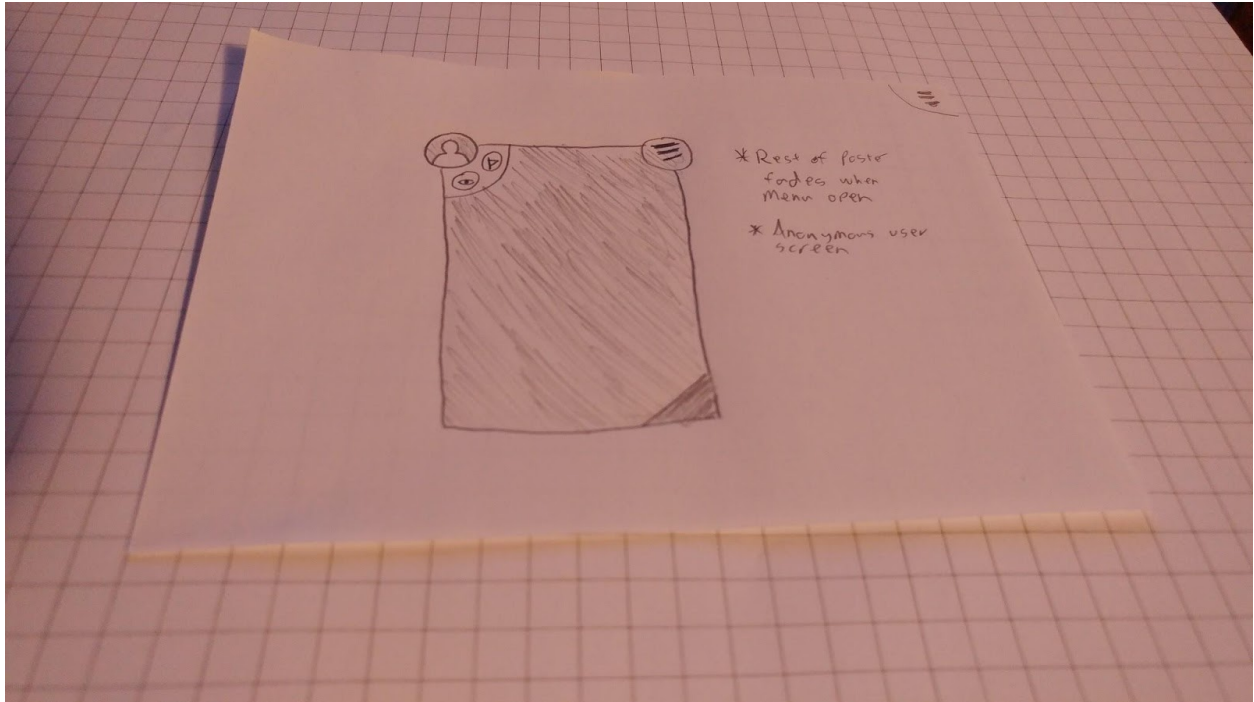
Poster profile:
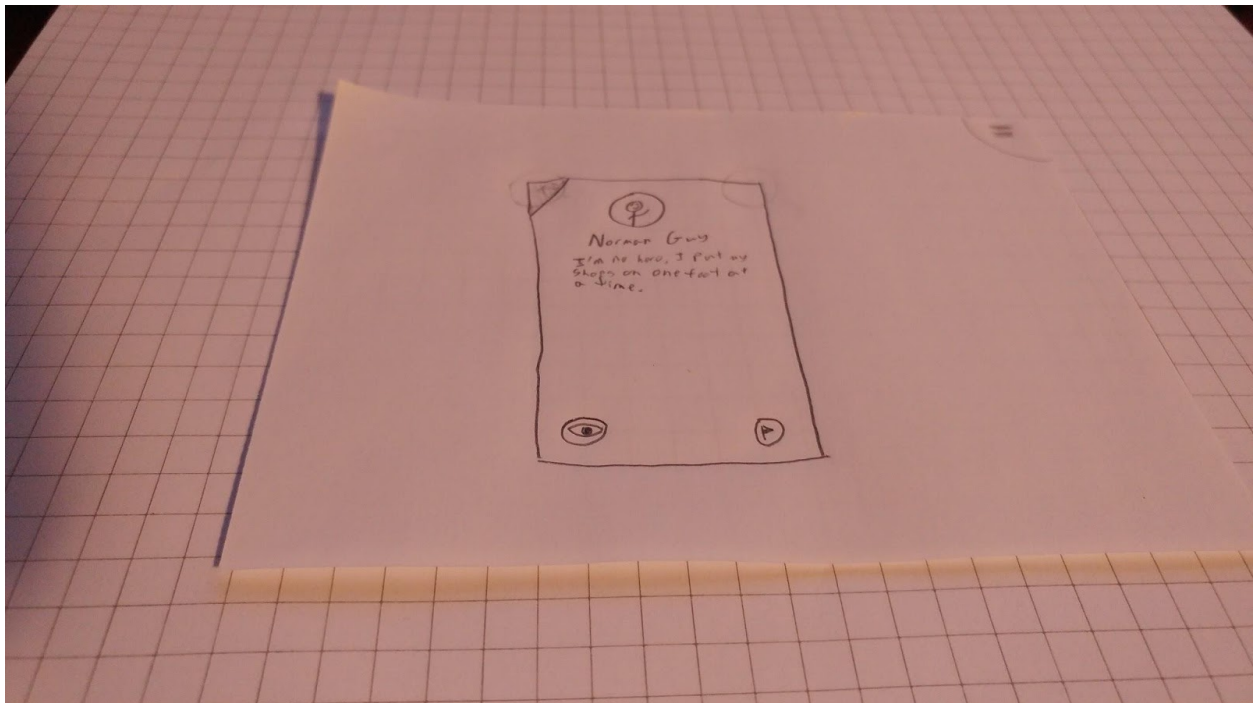
App menu/profile:
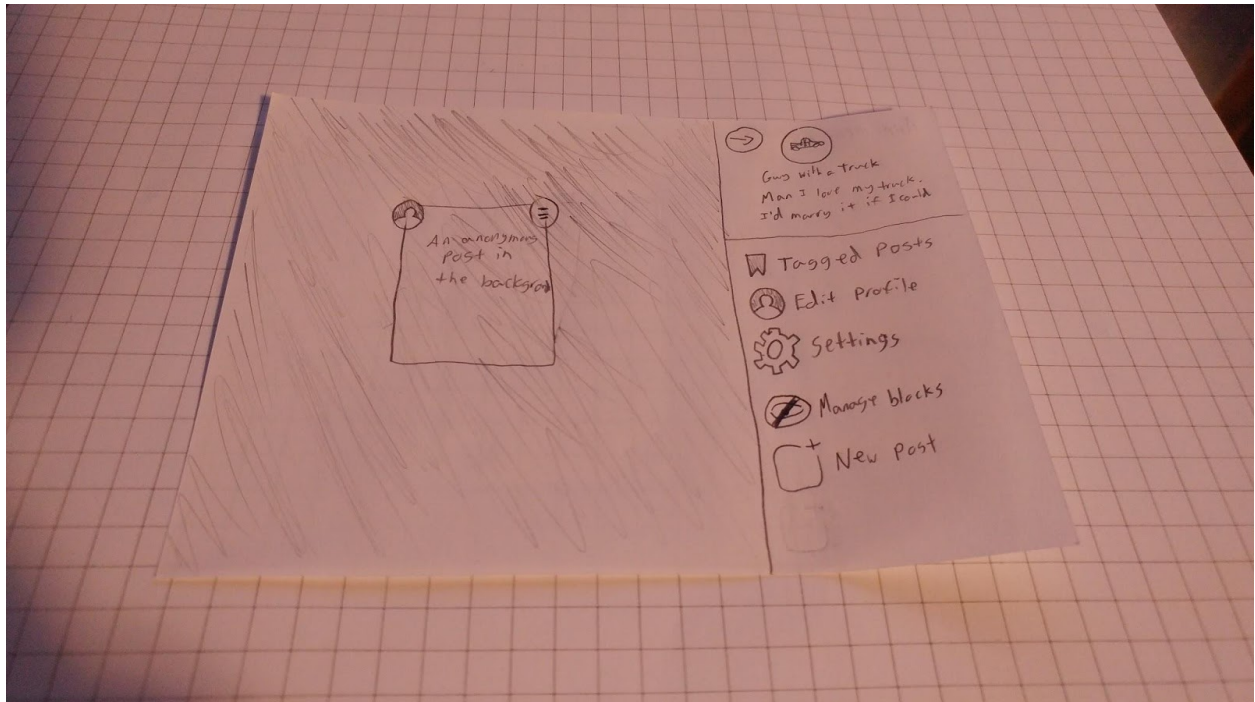
Create post:
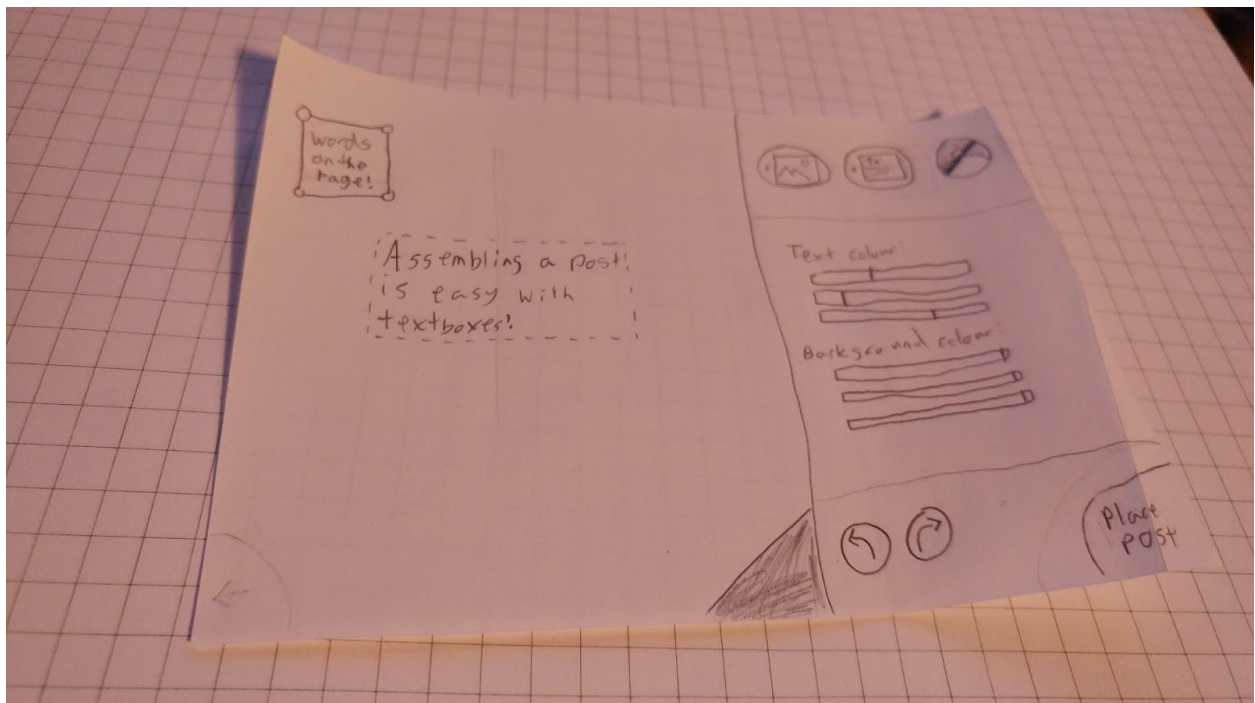
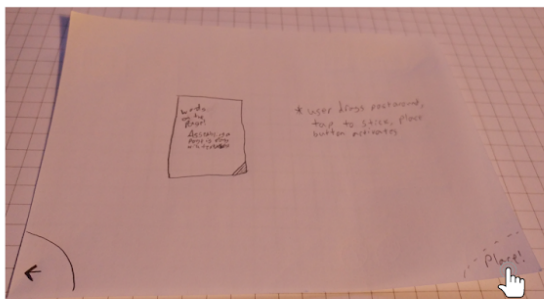## 5b Interaction Design

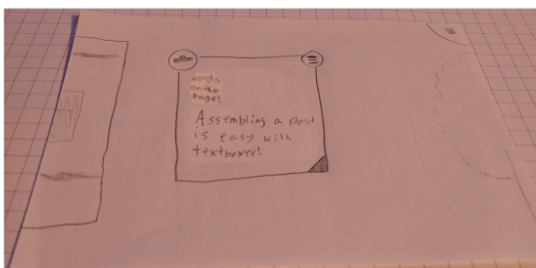**Create post:**
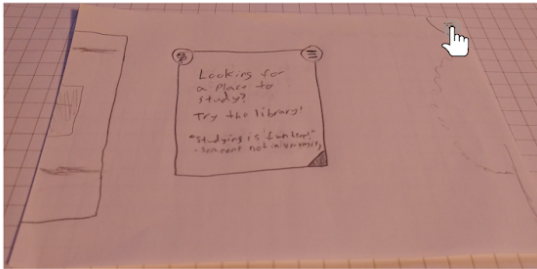
User taps menu button
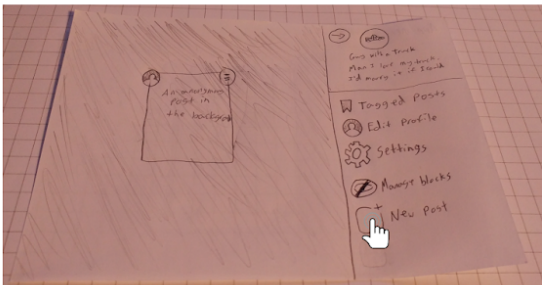
User taps new post
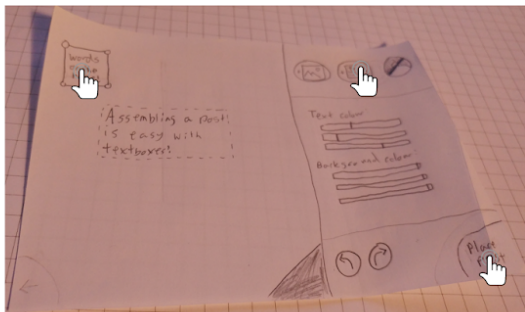
User adds text and image elements
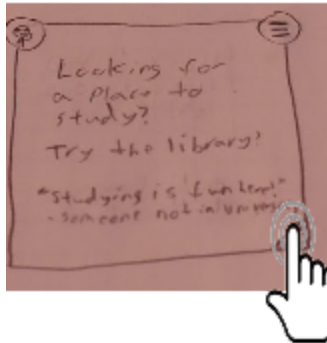as desired, positioning where needed

User presses place post when ready

User drags post to desired location in world

User presses place when satisfied

Post appears in world as created

Add comment:

User clicks comment section
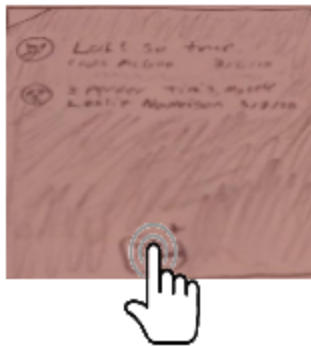
User clicks add comment

User types comment
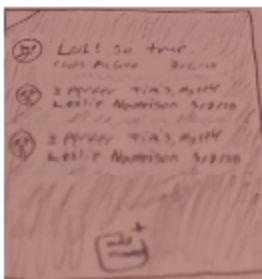
Comment appears in comment thread

Tag post:
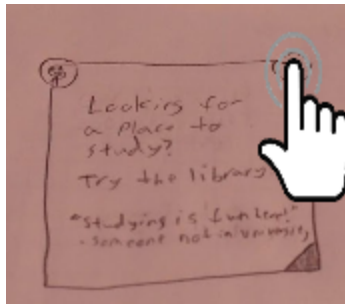
Click on Poster Menu
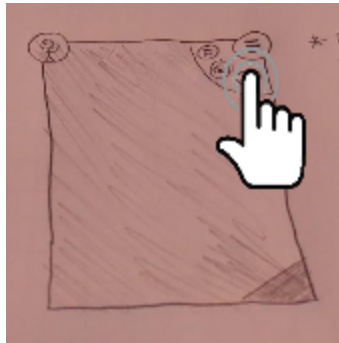
Click on Tag Post

Viewing Tags:
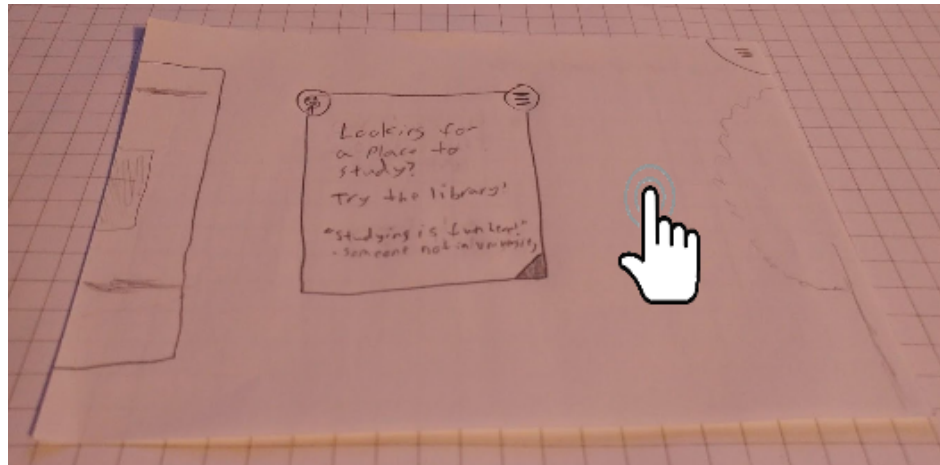

Click on Menu

Click on Tagged Posts

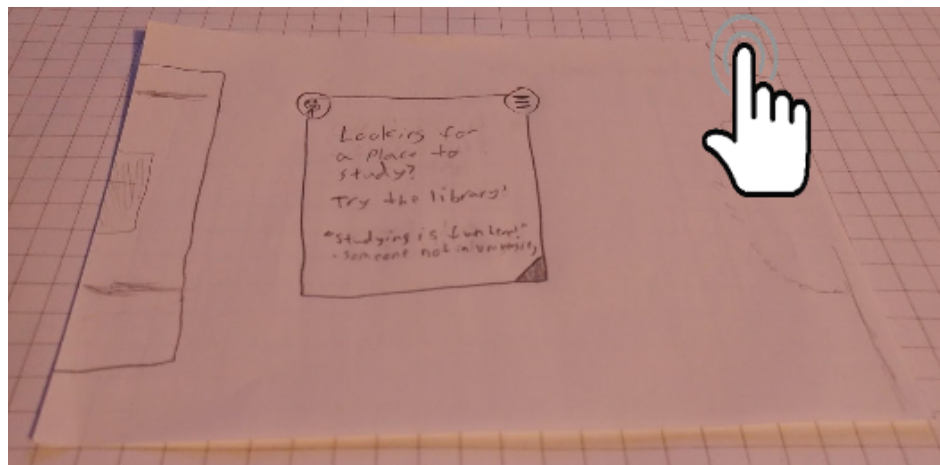|		
Tagged Post	Remove	
Tagged Post	Remove	
Post	Remove	
Tagged Post	Remove	

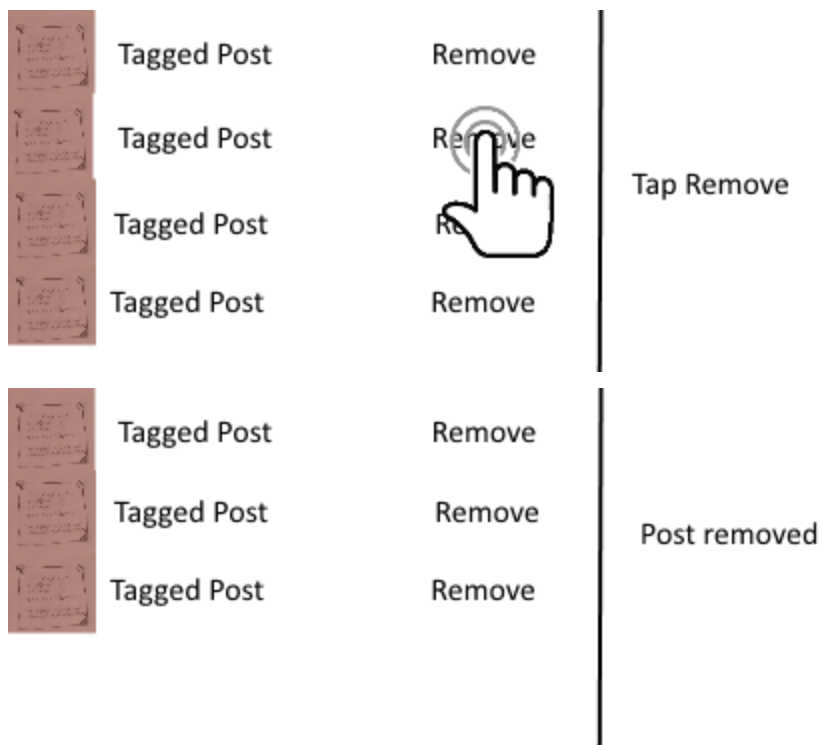Click desired Tagged Post
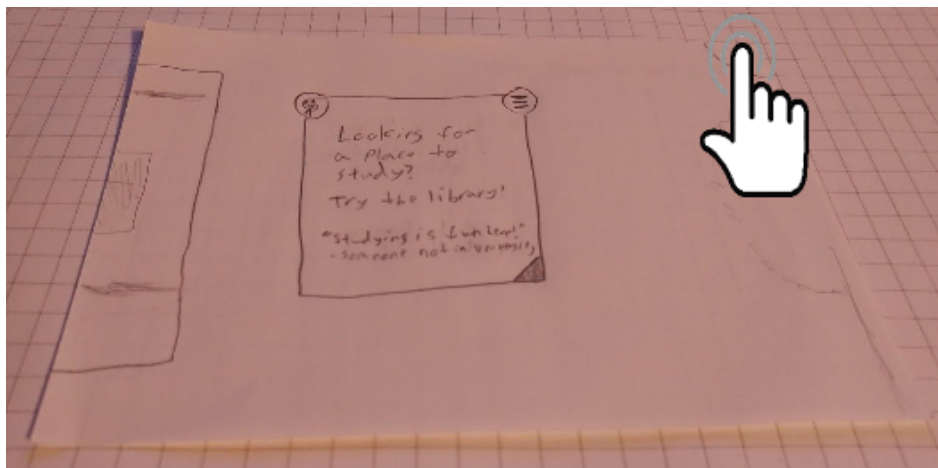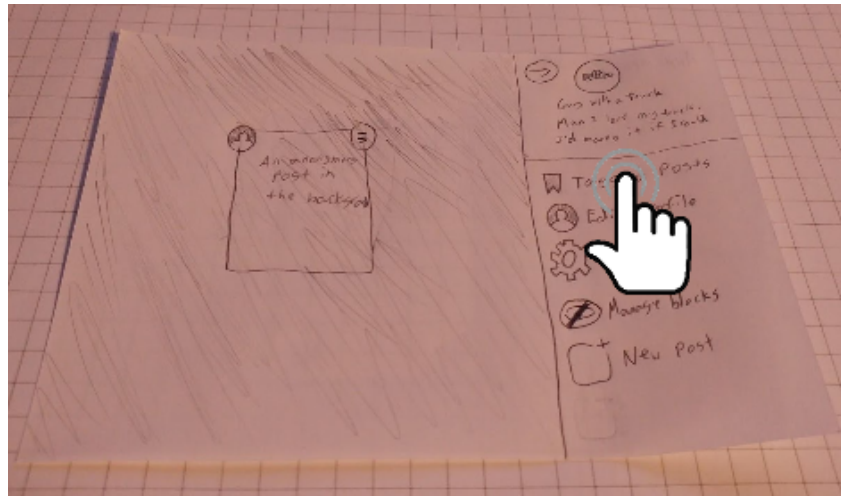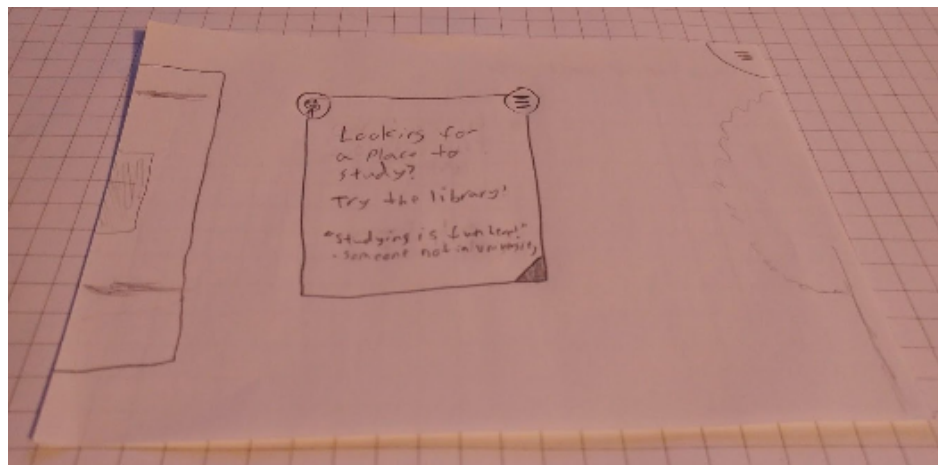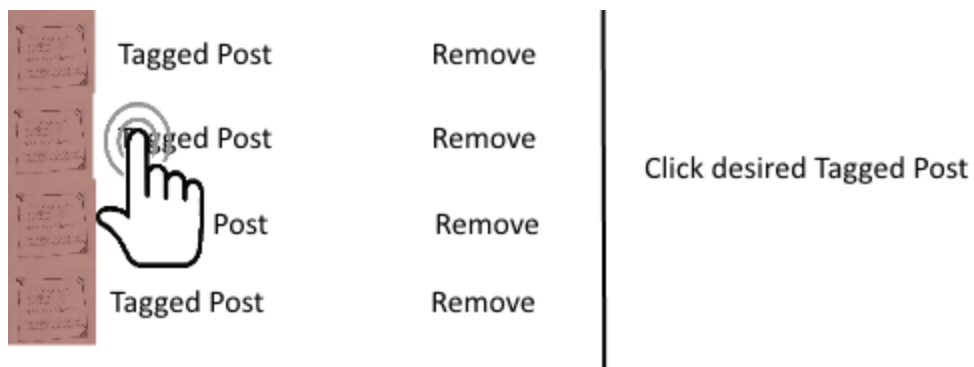
View Tagged Post

Tap anywhere on screen

	Tagged Post	Remove	
	Tagged Post	Remove	Set back to Tagged Posts
	Tagged Post	Remove	
	Tagged Post	Remove	

Managing Tags:

Click on Menu

Click on Tagged Posts

Tagged Post	Remove	
Tagged Post	Remove	Tap Remove
Tagged Post	R	
Tagged Post	Remove	

Tagged Post	Remove	
Tagged Post	Remove	Post removed
Tagged Post	Remove	
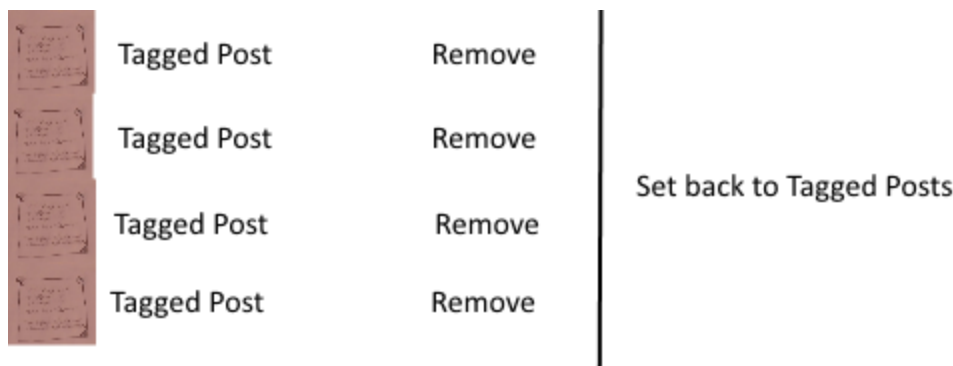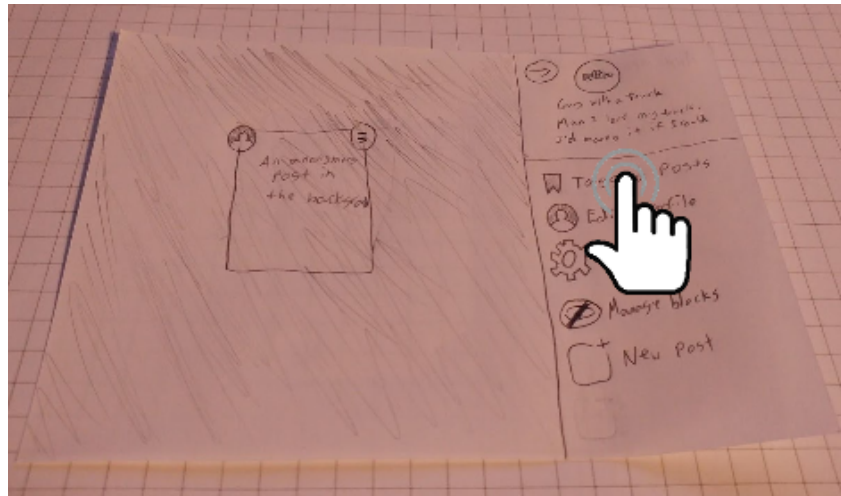
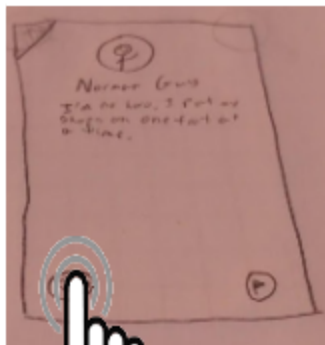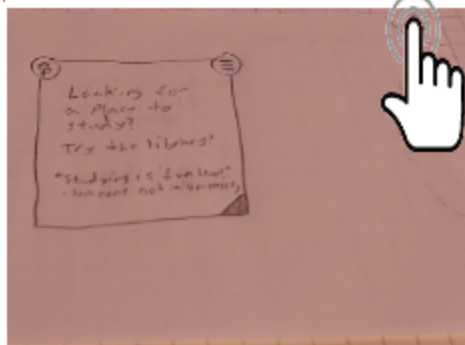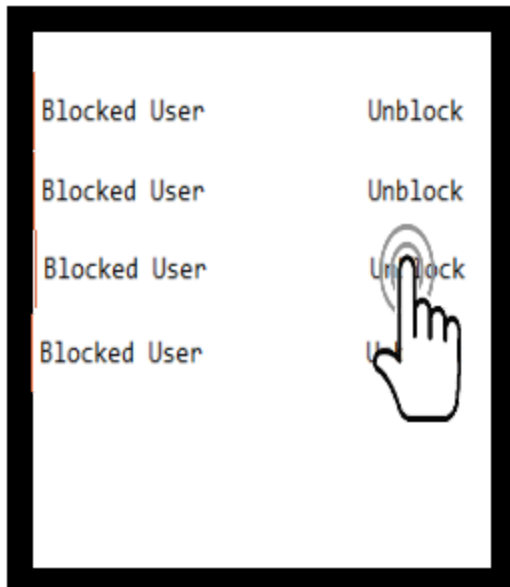**Block & unblock user:**
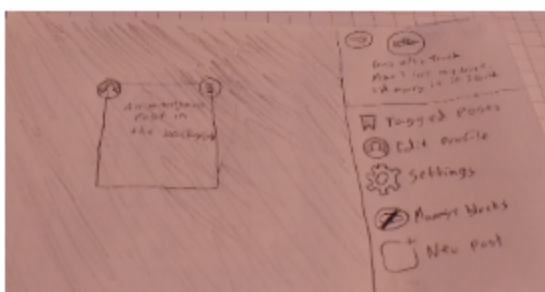
Blocking
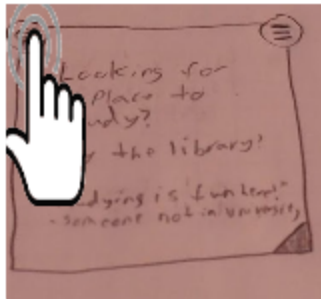
Click on user profile

Click block

Unblocking

Click on user settings

Click manage blocks

Blocked User	Unblock
Blocked User	Unblock
Blocked User	Unblock
Blocked User	U
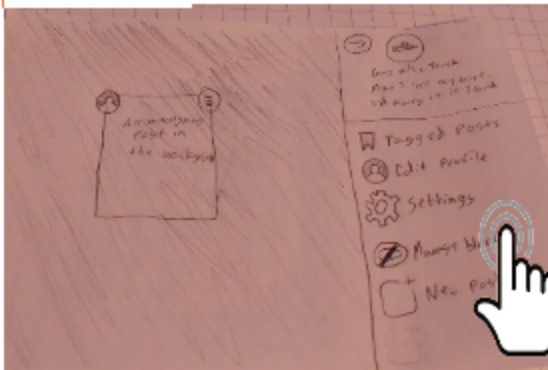
Click Unblock on desired user

Set back to user settings

Appendix

Individual Contribution Report:

Hunter Thompson:
- Added to Conceptual Design
- Edited interaction design
- Added to scenario one

Katelyn Cushing:
- Added some Functionality Specifications
- Made the the Interaction Design
- Interaction design diagrams for tagging and view/manage tags
- Edited Conceptual Design

Matthew Rabski:
- Started the Conceptual Design
- Wrote base ideas for scenarios
- 5b interaction design diagrams add comment and block/unblock

Christian MacLeod:
- Created first draft of document
- Drafted Functionality Specifications
- Created Interface Designs
- Interaction design diagram for creating post