

Project 5 Document

Concepts & Early Prototype of Buddify

Author Name's:

Alex Silva (Leader)

Claudia Mini (Designer)

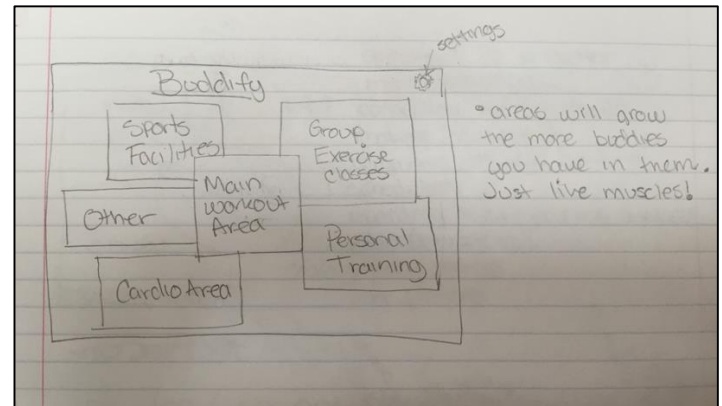
Eddie Fox (Writer)

Vijay Kumar (User Communicator)

I. PROBLEM AND TARGETED USERS

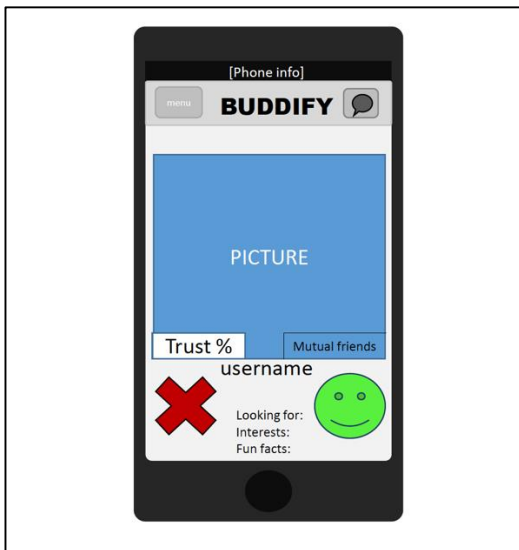
The current methods of contacting people to work out with are either clunky or unreliable. This app addresses this problem by providing streamlined tools to communicate and schedule with friends while also matching people up with other app users with similar workout interests and availability. This app targets mobile app users who are looking to workout with someone but encounter difficulty with the current methods. The app also seeks to target people who may not currently be involved in fitness activities, but may be motivated to with the extra push of working out with a friend.

B. CLAUDIA'S CONCEPT

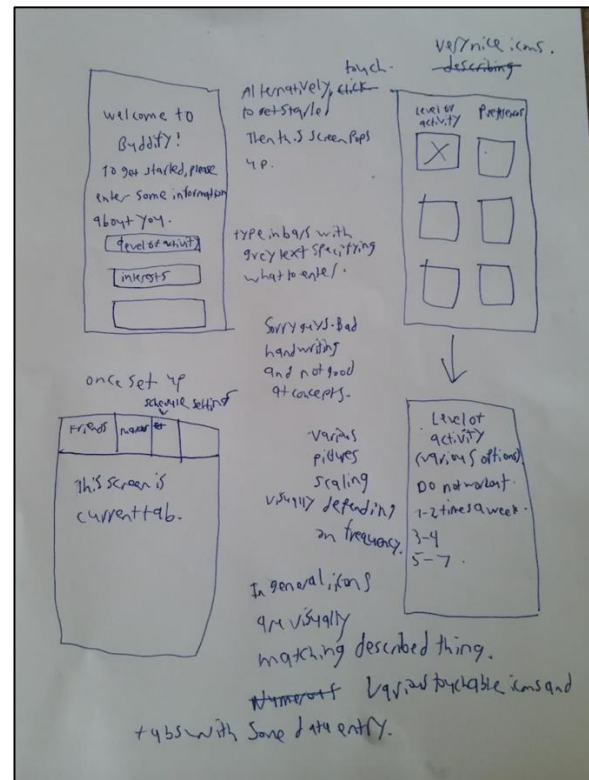


II. CONCEPT SKETCHES

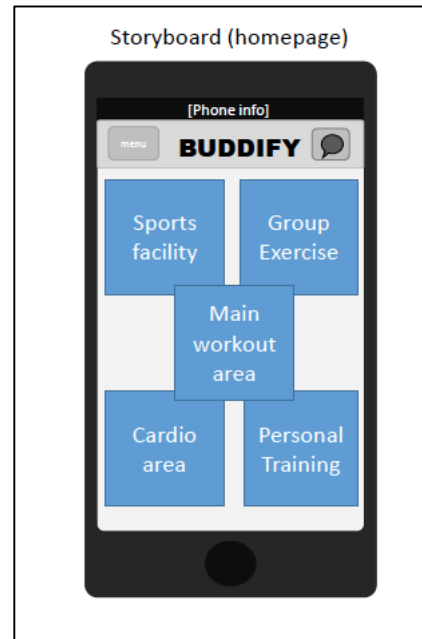
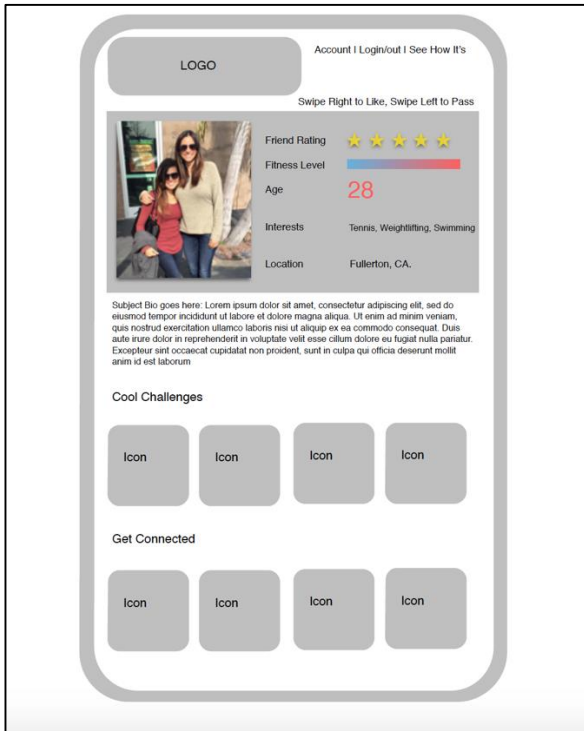
A. ALEX’S CONCEPT



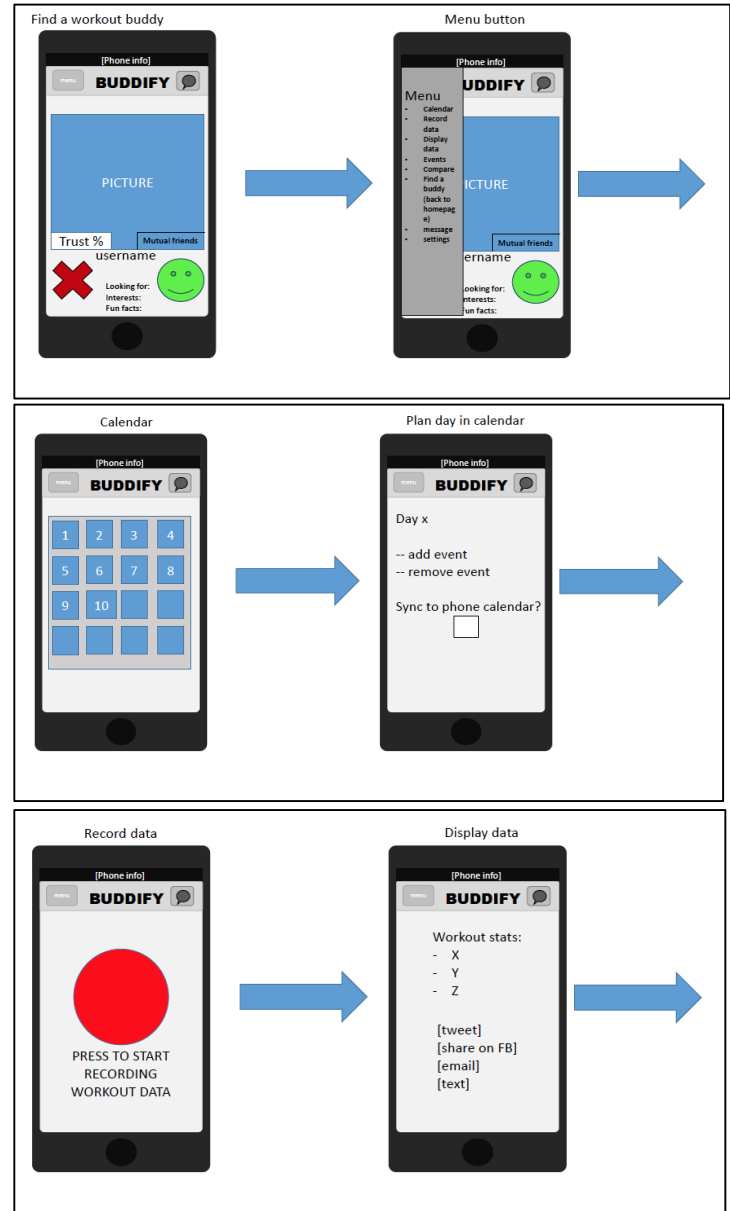
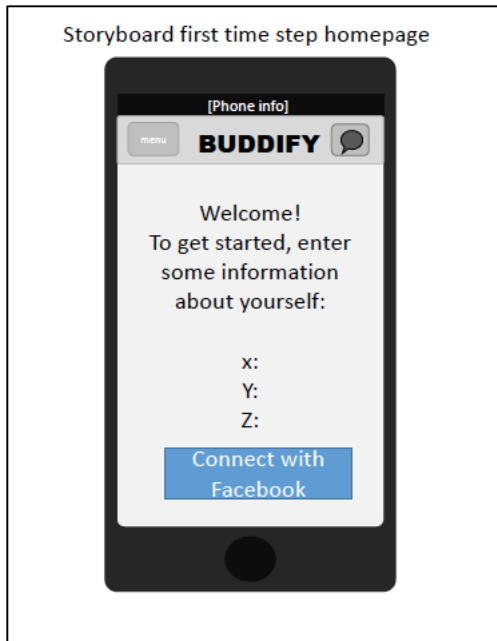
C. EDDIE’S CONCEPT

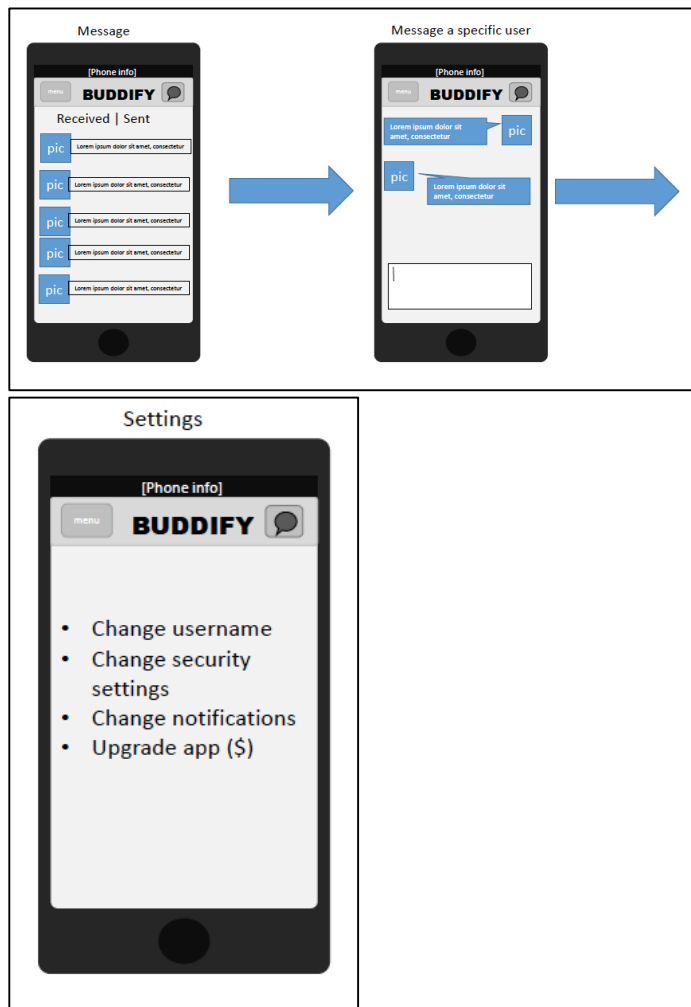


D. VIJAY'S CONCEPT



III. STORY BOARD





therefore decided to use his Tinder-like interface as a base concept and general structure through which we could cast other favorable concept elements in the image of.

Eddie had the idea of creating a welcome page and tutorial for first time users. Users would be prompted to either enter information about themselves or connect to Facebook. Furthermore, there would be a tutorial where most of the screen is cast in dark except for various highlighted elements of the UI. The tutorial would be short and only on the first time in order not to waste the time of, and to respect the intelligence of, our users. At the same time, it serves the purpose of making sure that even with all the features we decided to add to our app, that it would not be too complicated for people.

During our user research, the people we interviewed had initially unfavorable or skeptical reactions to the thought of being matched up with other strangers. This unaffordability turned to acceptance and excitement as we explained our project in greater detail, and they provided us with several methods that would help them to overcome the inherent distrust of meeting up with strangers. Users appreciated privacy settings and information about their prospective matches, as well as methods to communicate with them both people had indicated the other as a match. Vijay created a page that could possibly be a profile for users. This page offers various ways to connect with potential matches while also providing information about him. Furthermore, Vijay provided various privacy settings that were integrated into Alex's base structure.

Several other features are present in our concept, such as calendars, creating events, profile tags, connecting to Facebook, recording and comparing workout data, and various communication tools. These go beyond the original goal of a Tinder-like interface to match workout buddies. We identified these features in our insights document as worthy of addition in order to tip the cost-benefit analysis of users in the favor of downloading our app. At the same time, these features do not stray too far from the original aim or become too complicated.

IV. JUSTIFICATION FOR DESIGN DECISIONS

We each created a concept in preparation for this assignment, and decided to incorporate the elements from each that we liked, based on the aims of this project and insight derived from our user research.

Claudia presented a very unique vision of the UI to be like parts of a gym, with the elements visualized and arranged within the layout of a gym. Like muscles, UI elements would grow as a user had more buddies in a particular area of the gym. If we decided to embrace this vision, it would mean changing the scope, and possibly the aim of our project. Ultimately, we decided that we wanted some measure of simplicity, rather than designing an ambitious app that may grow to be too complicated to suit the needs of our target users. We will keep all current planned features, as identified by our insights document, but not add any new features. In line with this, we decided that we could use Claudia's gym layout as a homepage to add her unique vision to the project without altering planned functionalities.

Alex created a thorough and visually pleasing storyboard concept that provided general organizational and visual structures in a Tinder-like interface. Our project targets mobile users who were asked about tinder and either used it or viewed the interface favorably. Thus, Alex's interface was in line with what we imagined the final product might look like. We