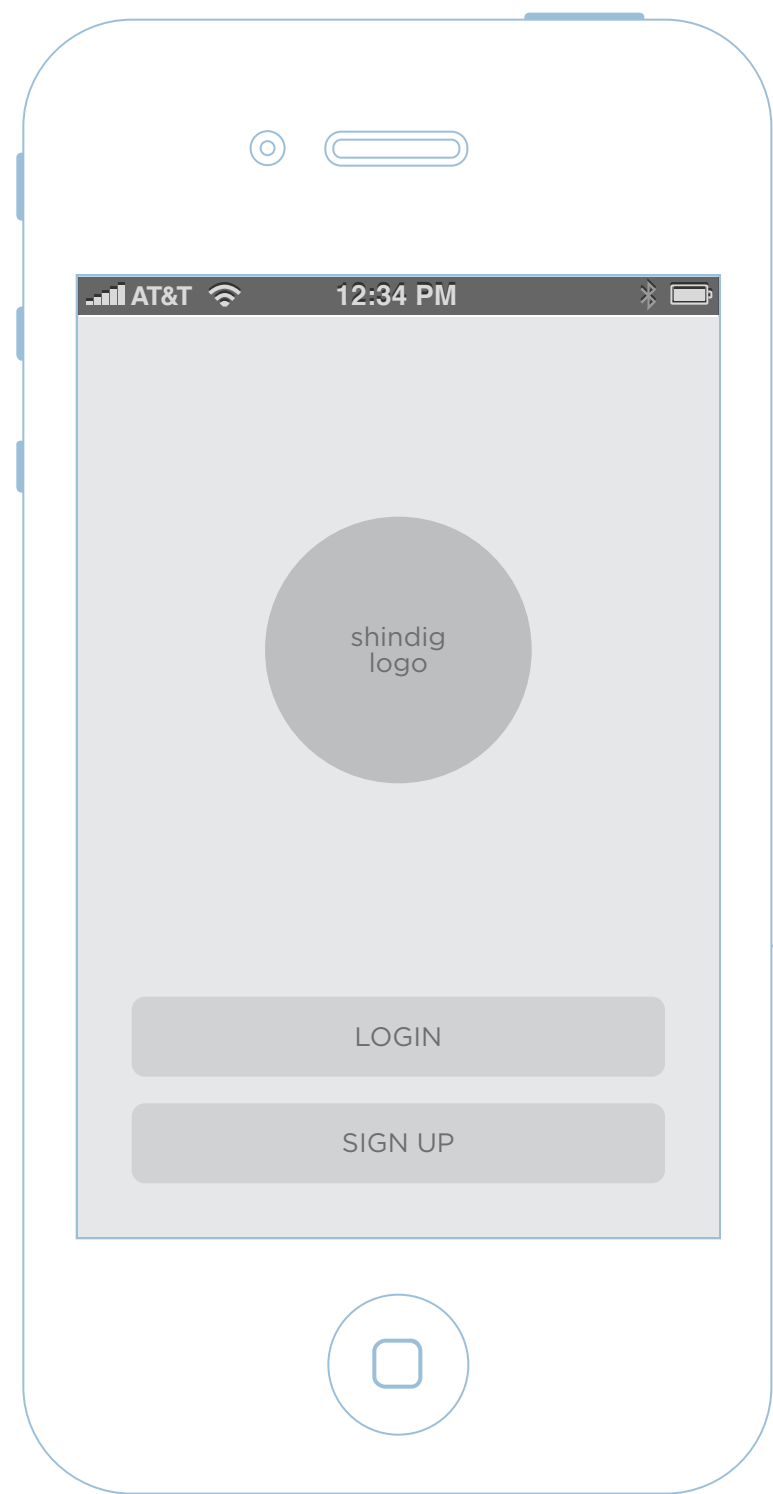
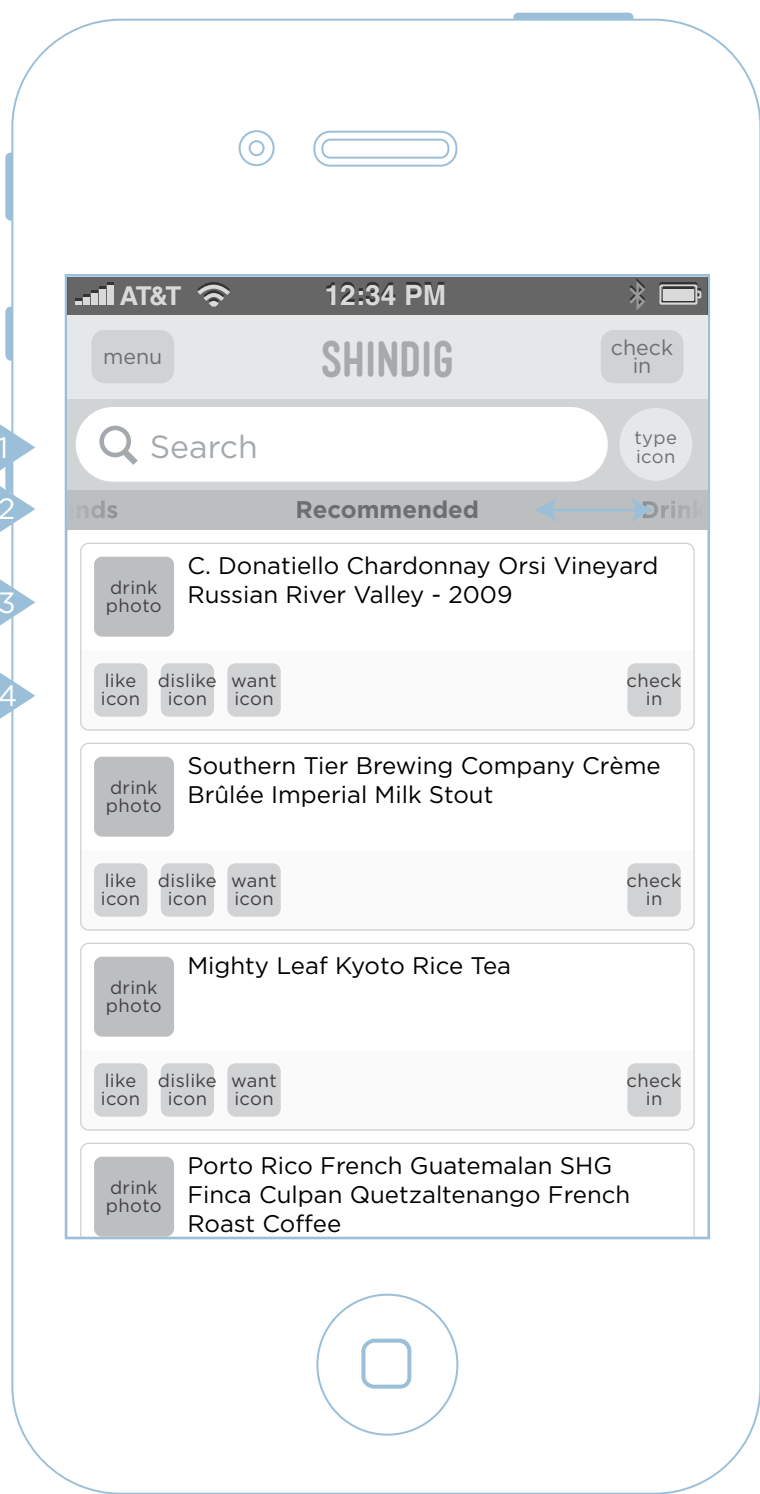


# SHINDIG



## 1A SIGN IN/ SIGN UP

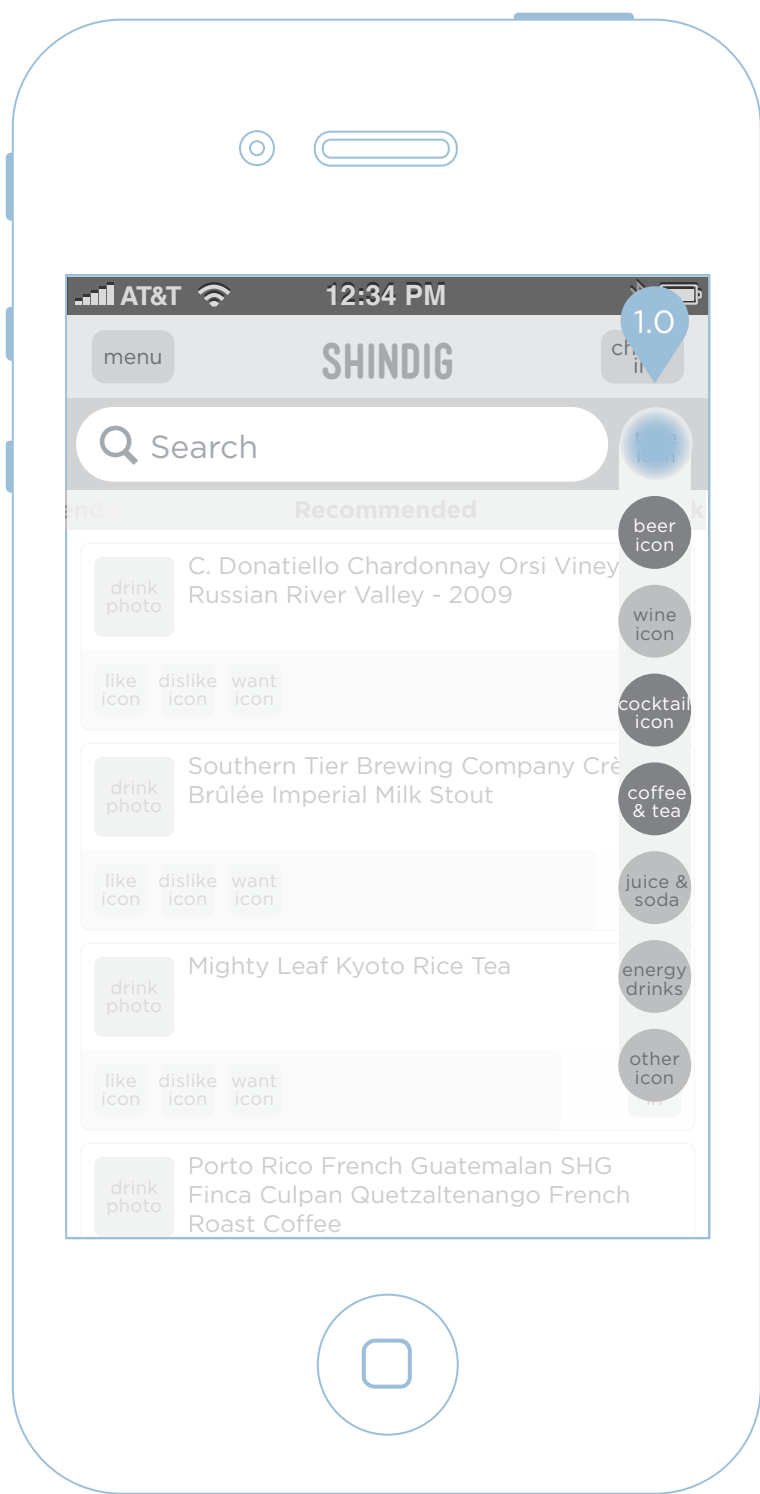
On launch  
Sign up with Facebook/Twitter/email or log in



## 2A DRINK DISCOVERY

Main screen after successful sign in for users to:  
1. Rate drinks they've had to hone the recommendation engine to their taste  
2. Check-in to a drink they're enjoying now  
3. Find out more about drinks

- 2A.1 Field for search and narrowing by drink category
- 2A.2 Scroll horizontally to change results list to show: drink recs, friends' drink feed, your likes, dislikes, wants
- 2A.3 List of drinks, sorted by level of recommendation
- 2A.4 Actions: rate drink (like/dislike), add to want list, check-in

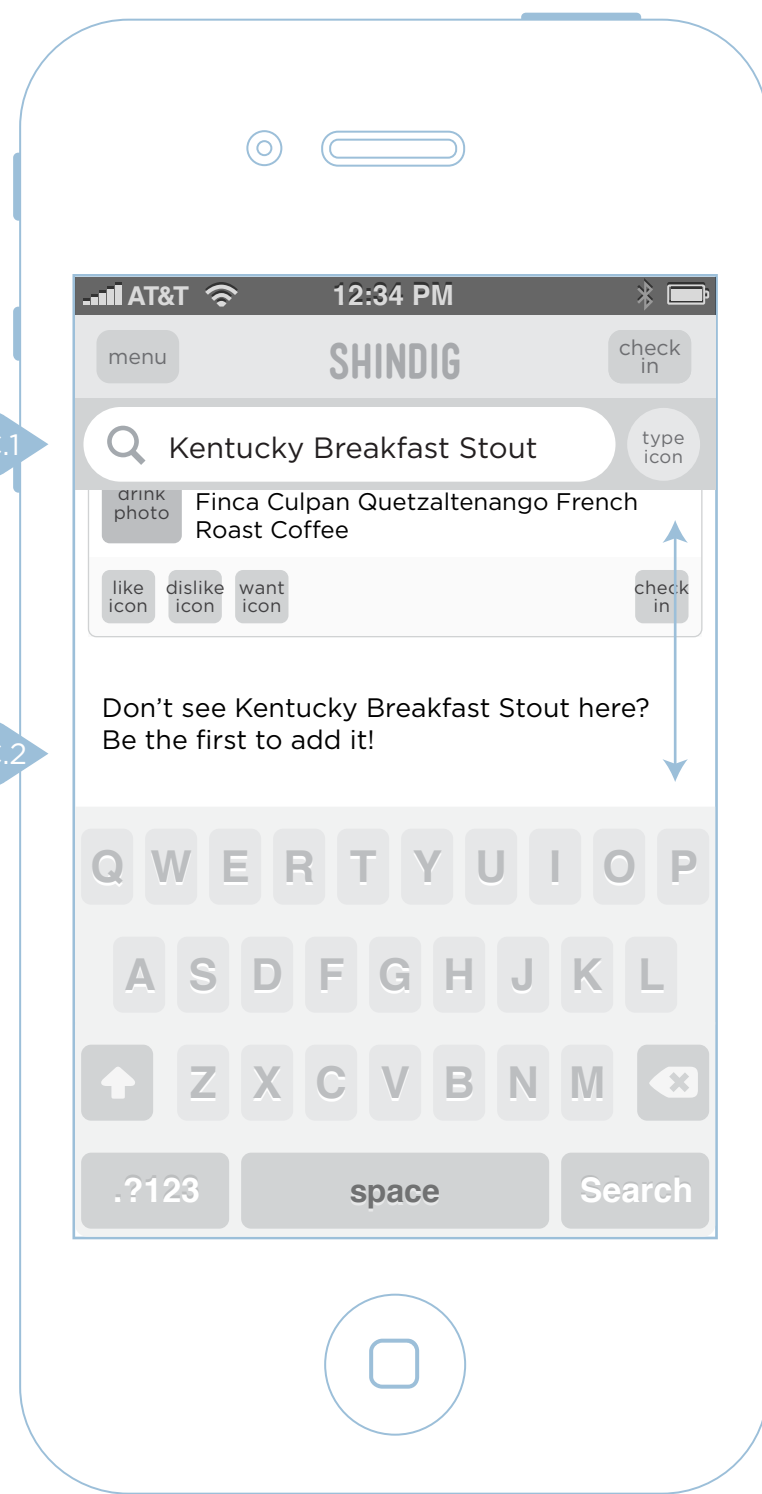


## 2B DRINK DISCOVERY (DRINK TYPE)

On tap, drink category filters animates down.  
Tap to select/deselect. User may choose multiple.  
Tap outside icons to hide icons.

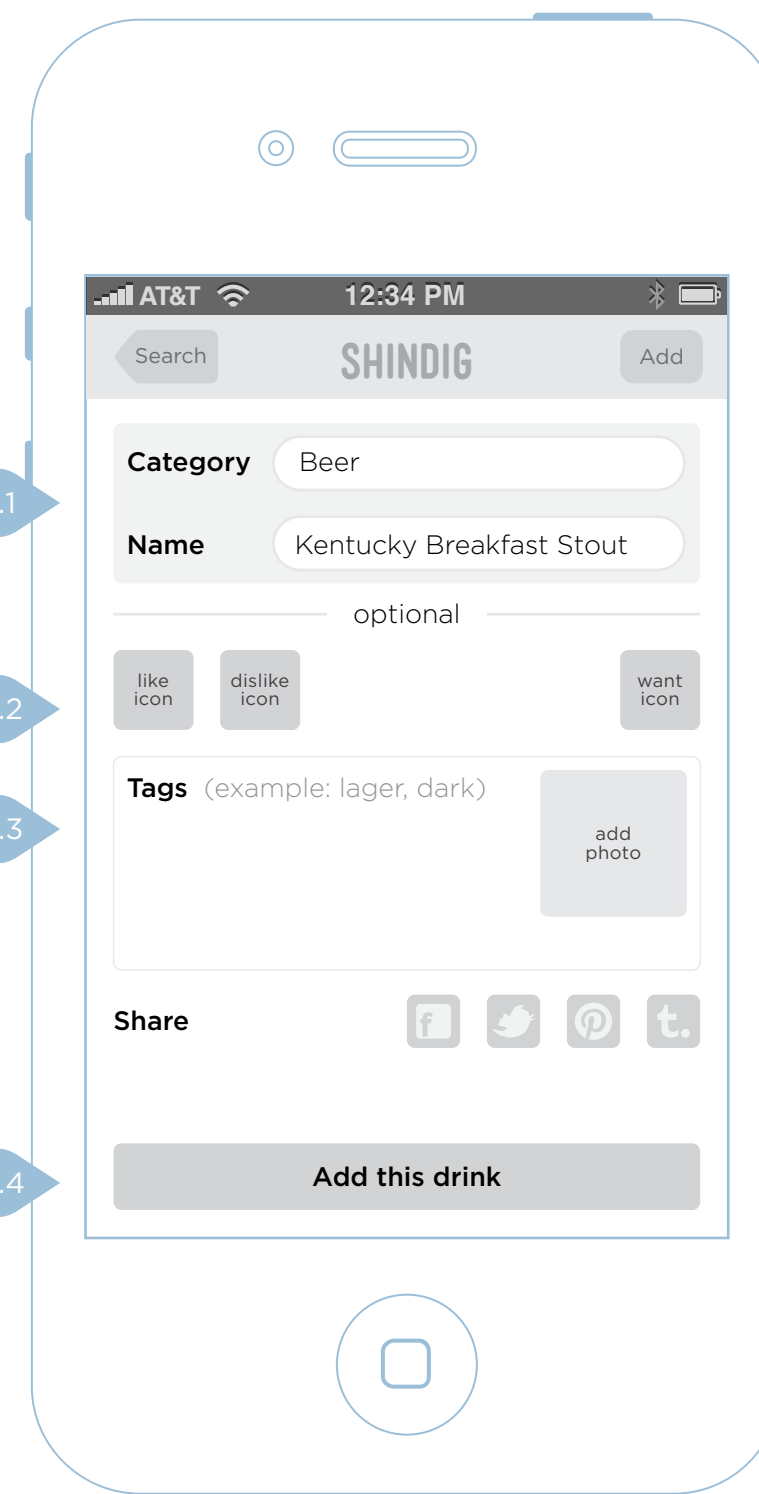
On first-time use, Shindig should ask user which categories they're interested in, and automatically select/deselect filter to their preference.

Each drink category is color-coded—same coloration used throughout app



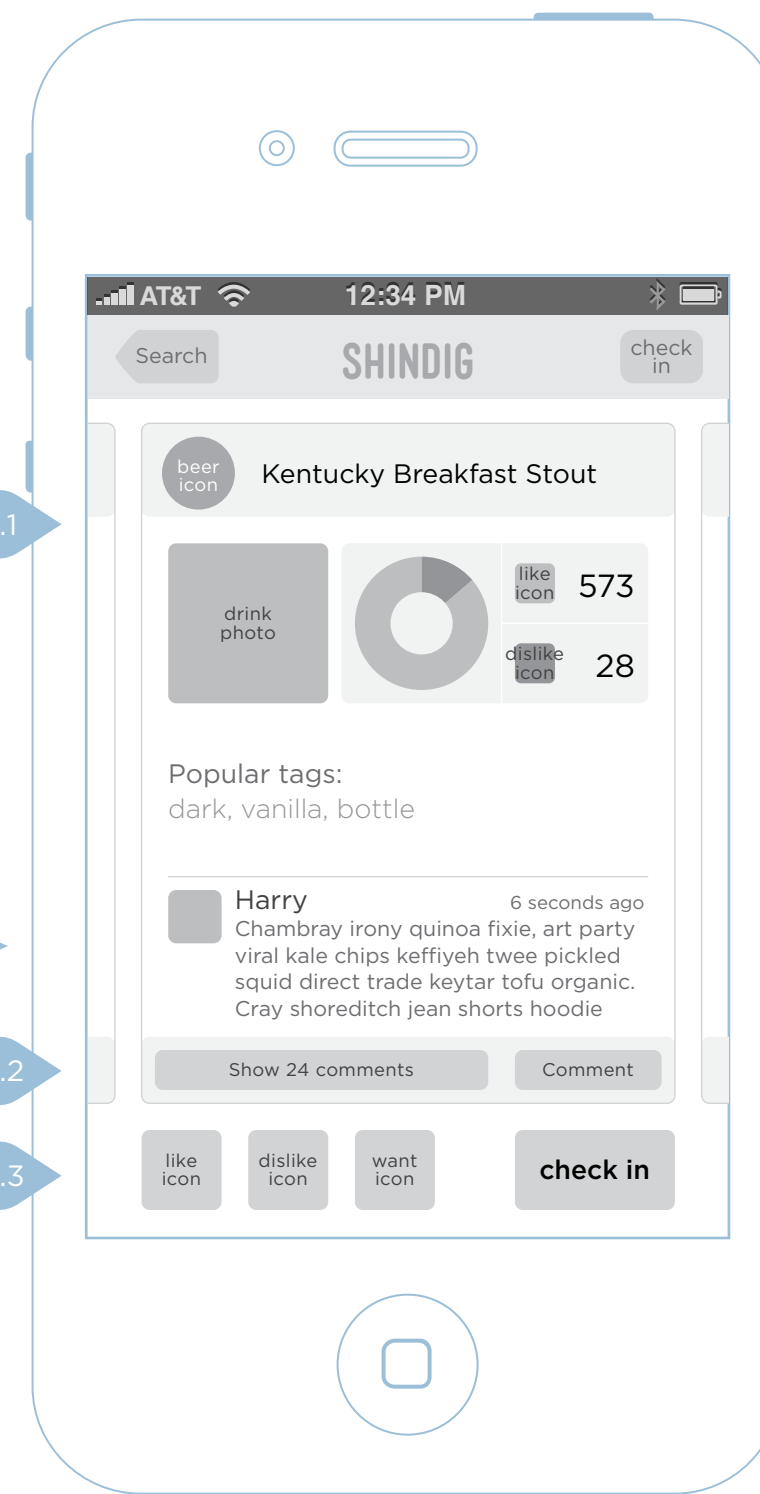
## 2C DRINK DISCOVERY (SEARCH)

- 2C.1 Live-search—returns matching results as user types. Tap search icon to return to filter by icons. Flick to scroll. No additional filter—searches entire database.
- 2C.2 Prompt to add beverage at the bottom of every search.



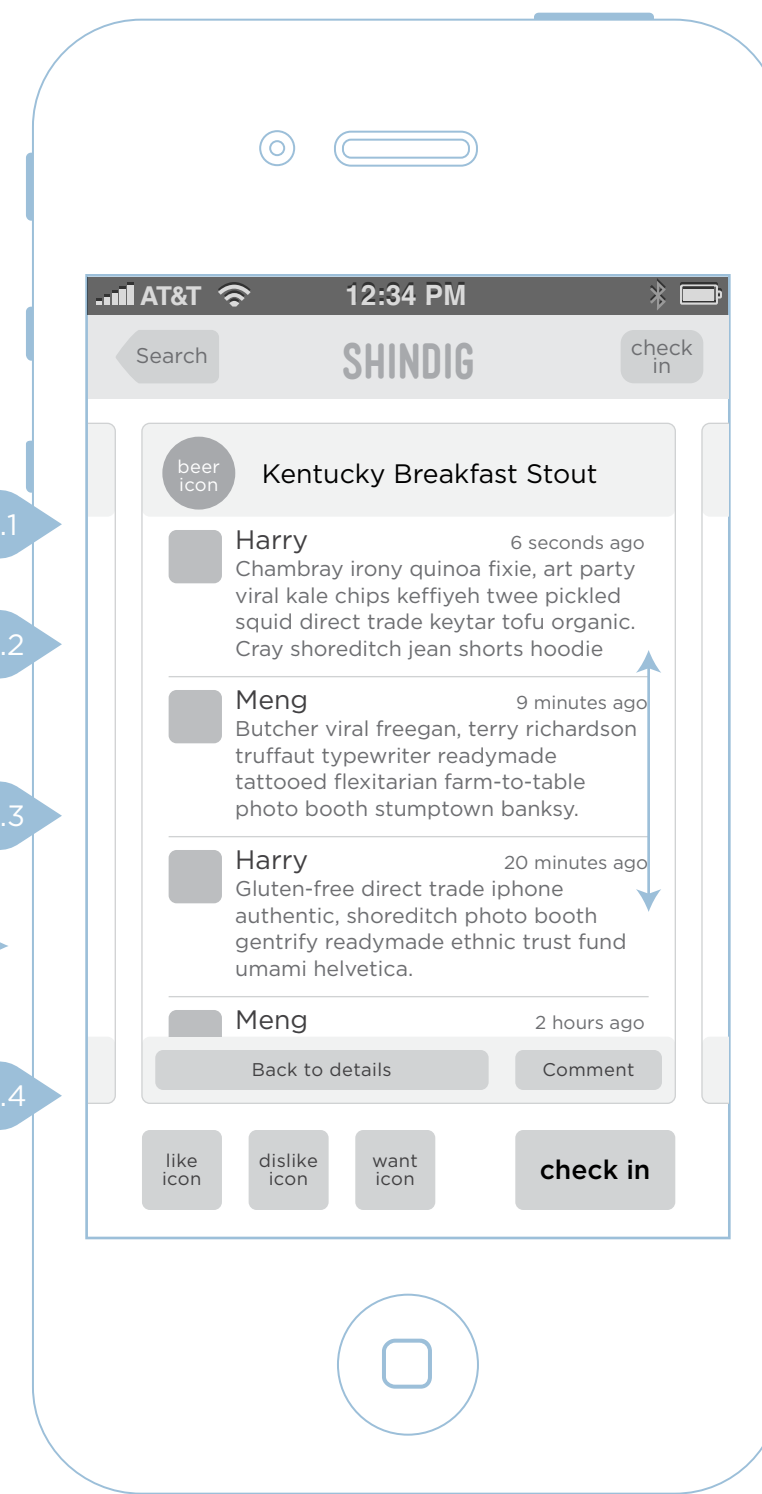
## 3 ADD DRINK

- 3.1 Required info:  
Name (pre-filled from search)  
Category (multiple choice)  
Tags (comma separated)  
Ability to quickly: appears first to encourage tagging to improve searching and recommendation algorithm. prompts change depending on category selected (e.g. selecting cocktail prompt ingredients)  
Add details to immediately check-in.
- 3.2 Rating, comment, photo
- 3.3 Clicking "add this drink" takes you to drink detail.



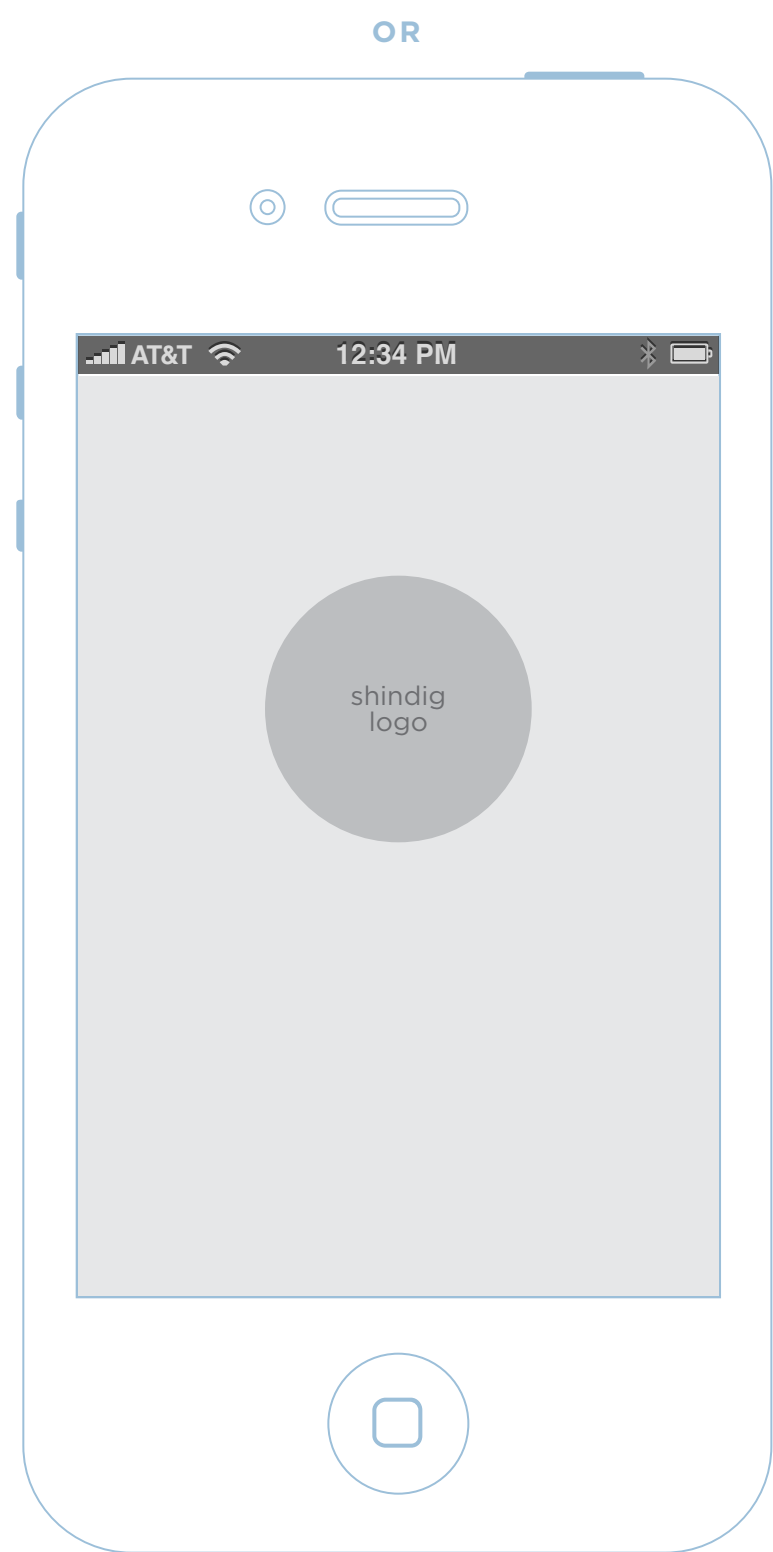
## 4A DRINK DETAIL (MAIN)

- 3.1 Previous/next drink peeking out to continue browsing
- 3.2 User comments
- 3.3 Ability to quickly: rate & view without check-in  
change your rating (chosen darkens, others fade)  
add to wishlist  
check in



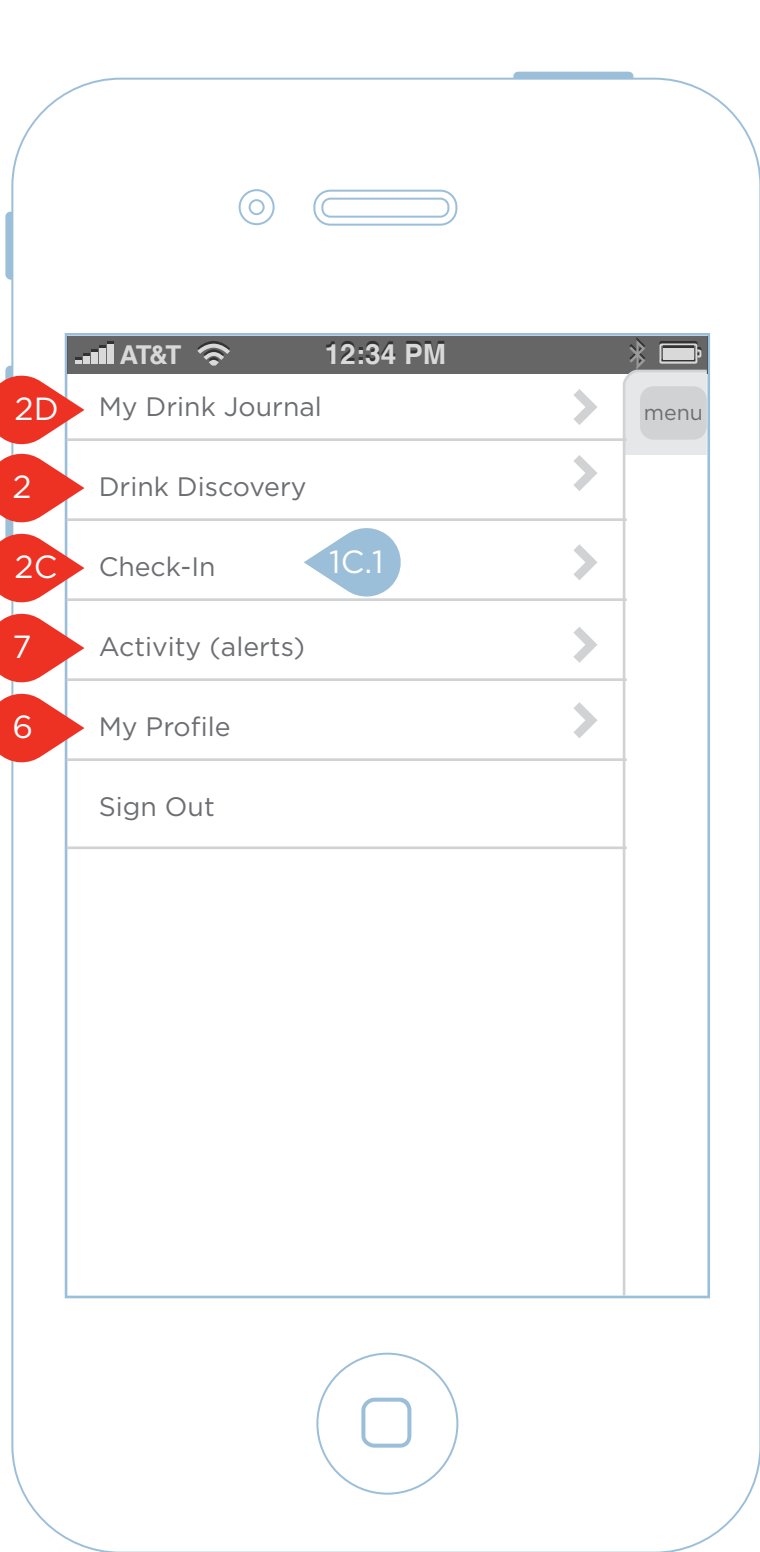
## 4B DRINK DETAIL (COMMENTS)

Card flips over to show comments. Show comments button changes to "Back to Details" to return to drink details.



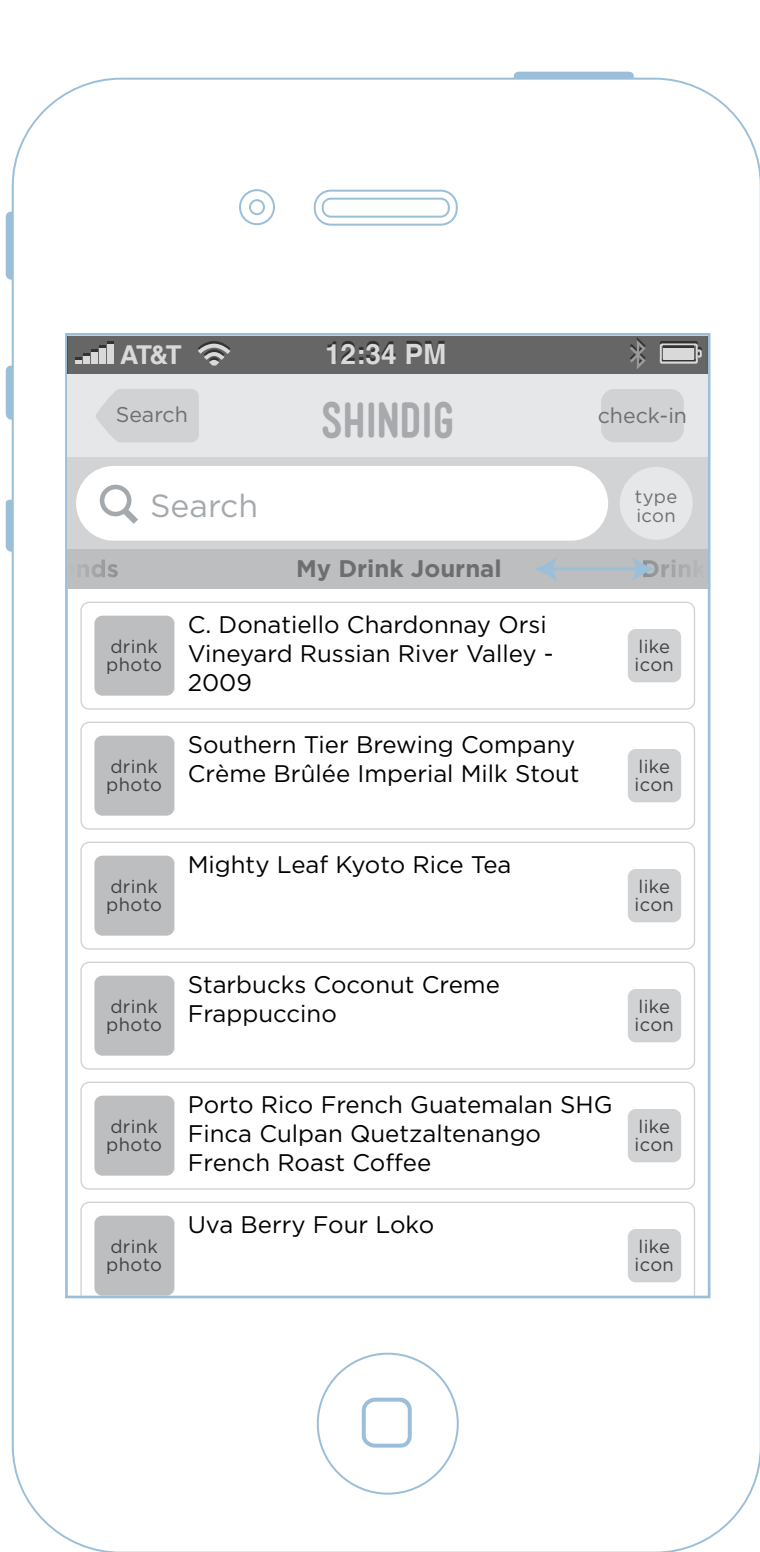
## 1B LOADING (ON APP LAUNCH)

If user account is detected, background image is user's "taste graph" similar to Klout's user style influence graph



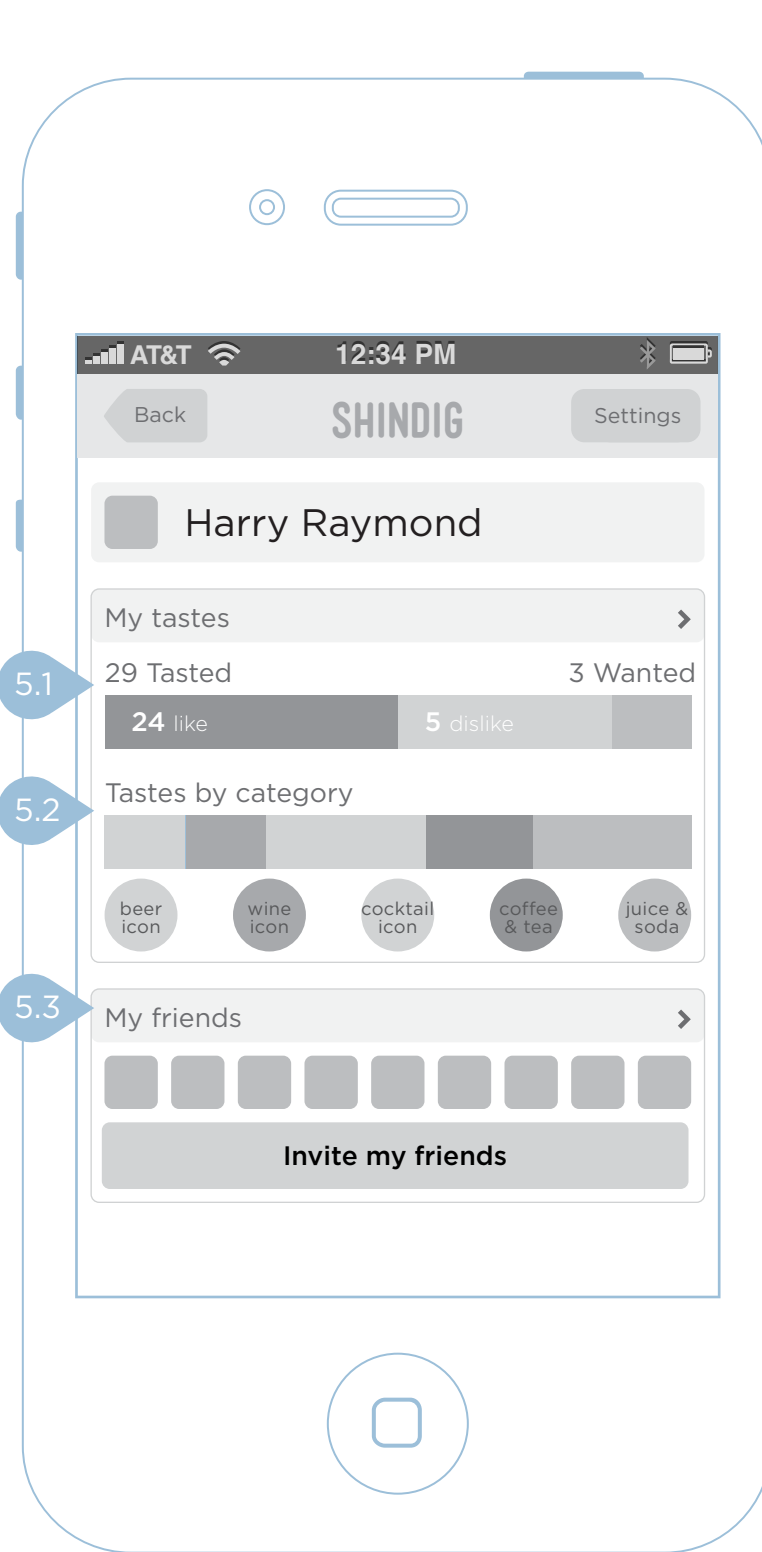
## 1C NAVIGATION

Slide navigation to preserve as much screen real estate as possible for browsing. Allows user to quickly get to the core functions of the app.  
1C.1 First search for drink on 2C Drink Discovery to check-in.



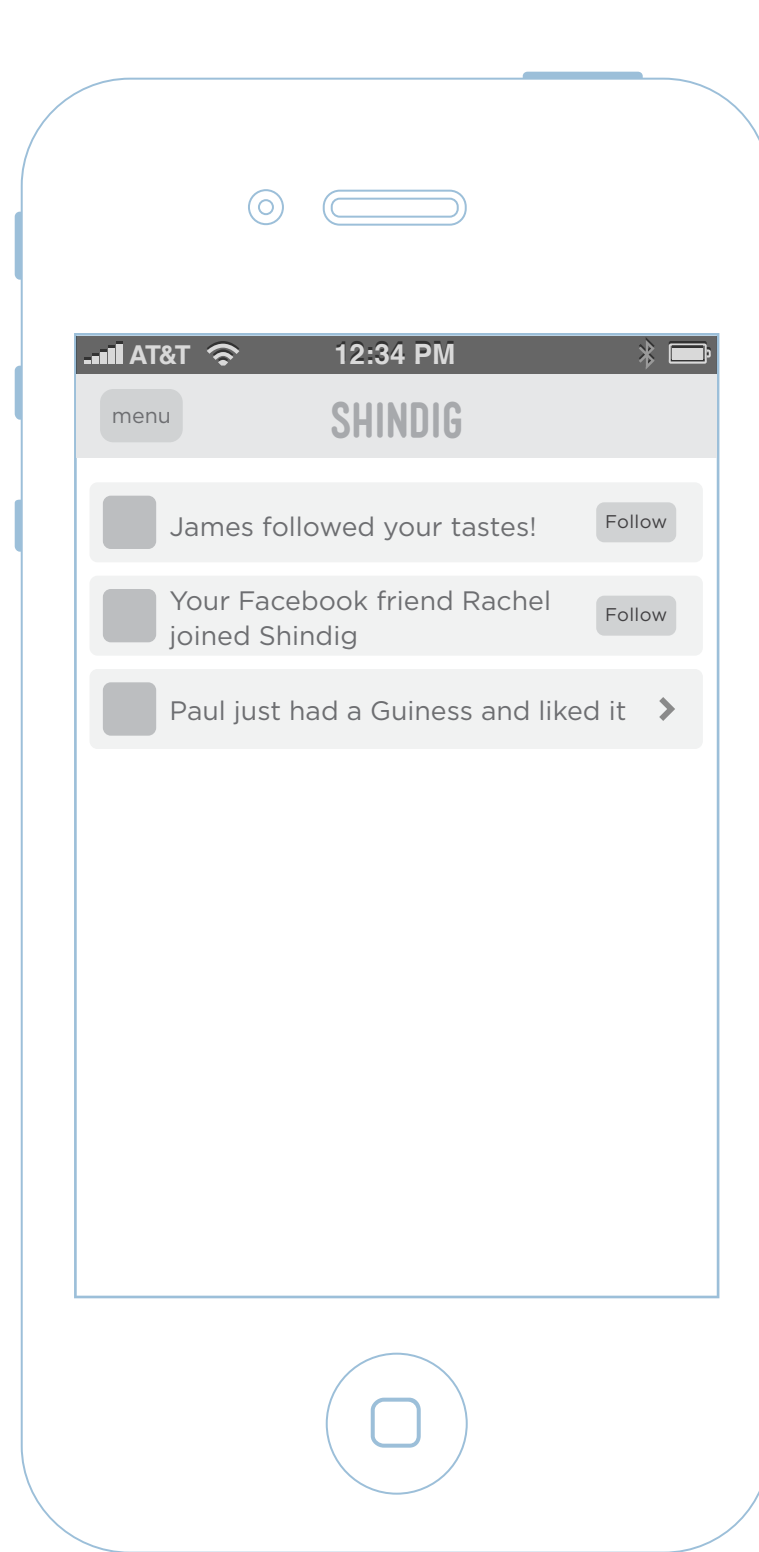
## 2D MY DRINK JOURNAL

Chronologically ordered list of user check ins.



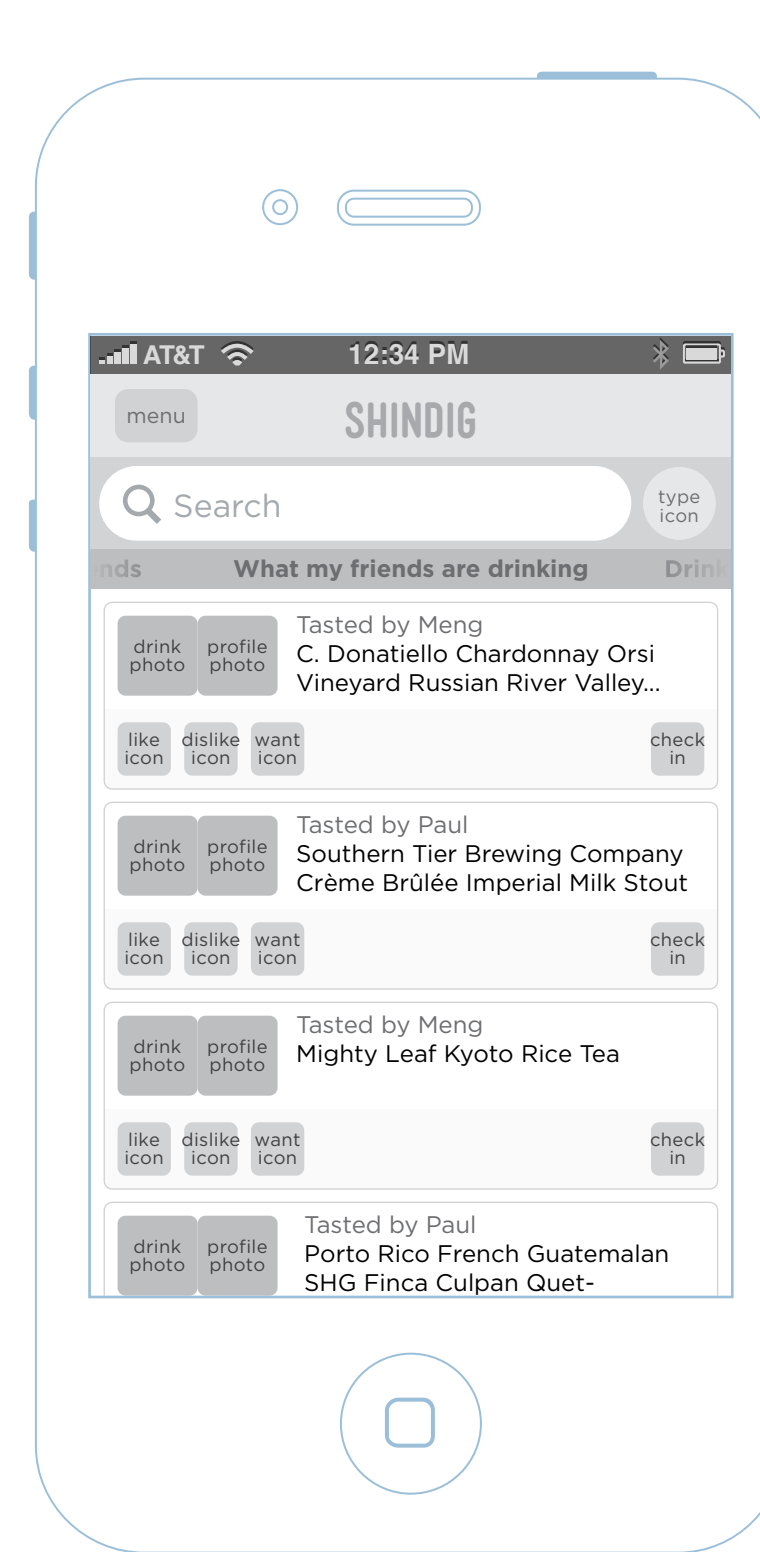
## 6 PROFILE

- 5.1 Stats: # of beverages rated v. wanted  
Tap to view beverages in drink journal
- 5.2 Stats: Category breakdown of tasted beverages  
Tap category to view your tastes in the category
- 5.3 List of friends using Shindig (and invite friends)



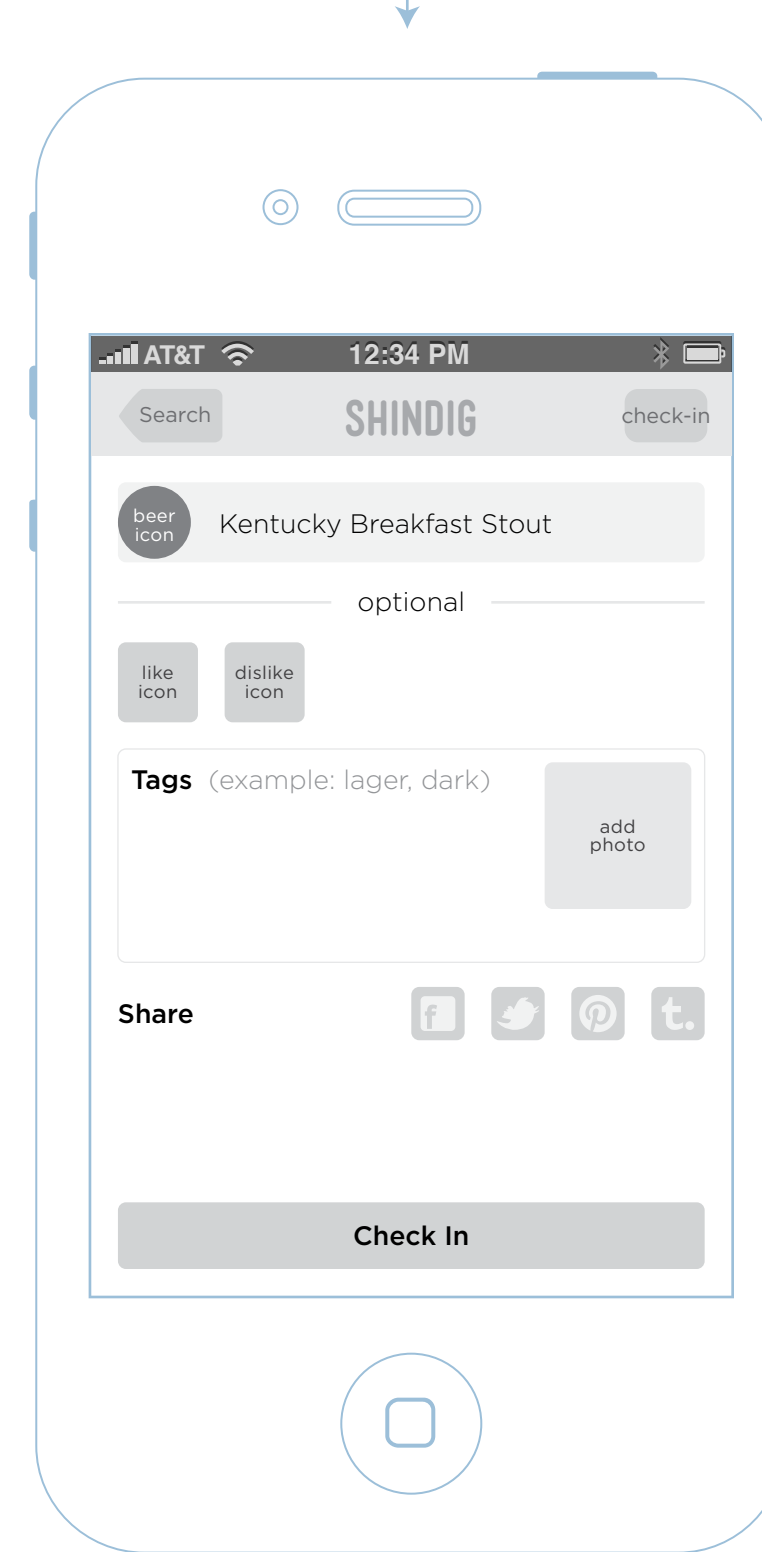
## 7 ACTIVITY

Activity/alerts log



## 2E FRIENDS

Ability to sort and filter the drink discovery based on user preference—in this case, what the user's friends are drinking.



## 5 CHECK-IN

Similar to 3 Add Drink, minus the custom drink name and category. Nothing is required.