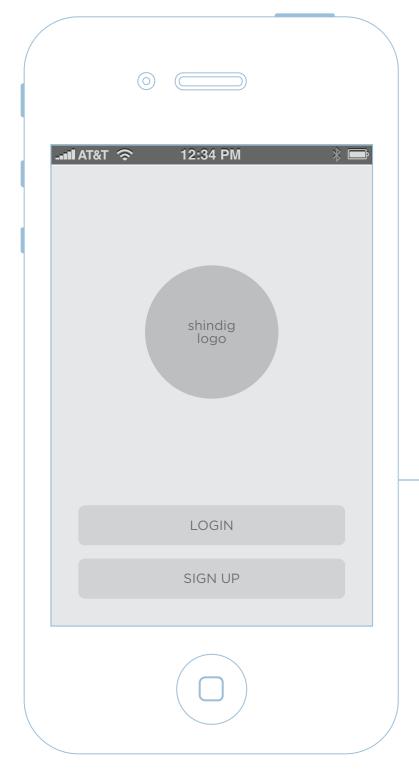
SHINDIG



1A SIGN IN/ SIGN UP

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

OR



Roast Coffee

Q Search

SHINDIG

Recommended

C. Donatiello Chardonnay Orsi Vineyard

Southern Tier Brewing Company Crème

Russian River Valley - 2009

Brûlée Imperial Milk Stout

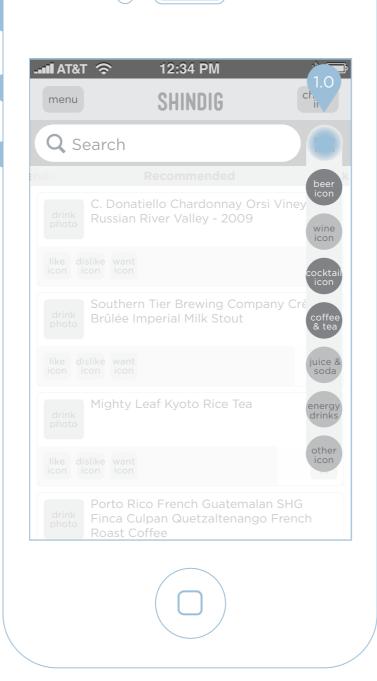
Mighty Leaf Kyoto Rice Tea

Porto Rico French Guatemalan SHG

drink photo Finca Culpan Quetzaltenango French

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 drink recs, friends' drink feed, your likes, dislikes,
- 2A.3 List of drinks, sorted by level of recommendation 2A.4 Actions: rate drink (like/dislike), add to want list, check-in

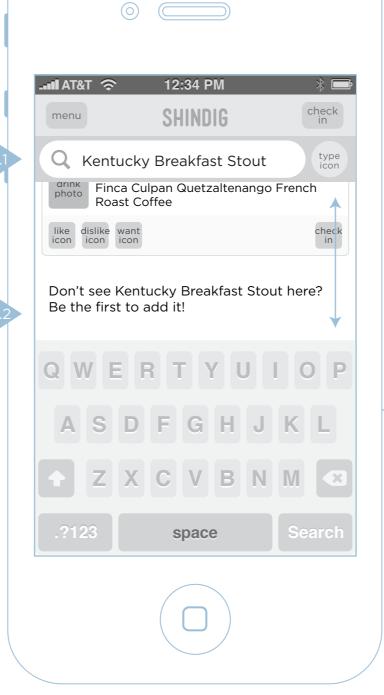


2B DRINK DISCOVERY (DRINK TYPE)

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

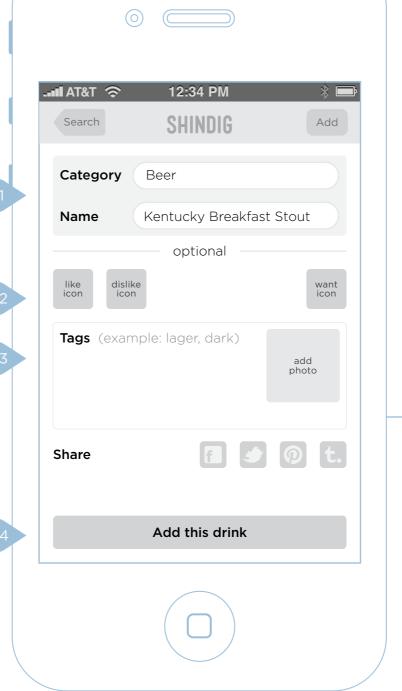
On first-time use, Shindig should ask user which categories they're interested in, and automatically select/deselect filter to their preference.

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



3 ADD DRINK

3.1 Required info:

Name (pre-filled from search)

3.3 Add details to immediately check-in.

Rating, comment, photo

appears first to encourage tagging to improve

prompts change depending on category selected

searching and reccomendation algorithm.

3.4 Clicking "add this drink" takes you to drink detail.

Category (multiple choice)

3.2 Tags (comma separated)

.... AT&T 🛜 12:34 PM SHINDIG Kentucky Breakfast Stout like icon 573 Popular tags: dark, vanilla, bottle Harry 6 seconds ago Chambray irony quinoa fixie, art party viral kale chips keffiyeh twee pickled squid direct trade keytar tofu organic. Cray shoreditch jean shorts hoodie dislike icon check in

3.1 Previous/next drink peeking out to continue

add to wishlist

4A DRINK DETAIL (MAIN) 4B DRINK DETAIL (COMMENTS)

.... AT&T 🛜 12:34 PM

SHINDIG

Chambray irony quinoa fixie, art party

viral kale chips keffiyeh twee pickled

squid direct trade keytar tofu organic.

Cray shoreditch jean shorts hoodie

Butcher viral freegan, terry richardson

tattooed flexitarian farm-to-table

photo booth stumptown banksy.

authentic, shoreditch photo booth

gentrify readymade ethnic trust fund

Gluten-free direct trade iphone

want icon

Card flips over to show comments. Show comments

umami helvetica.

Back to details

dislike icon

Meng

truffaut typewriter readymade

Kentucky Breakfast Stout

6 seconds ago

9 minutes ago

20 minutes ago

2 hours ago

check in

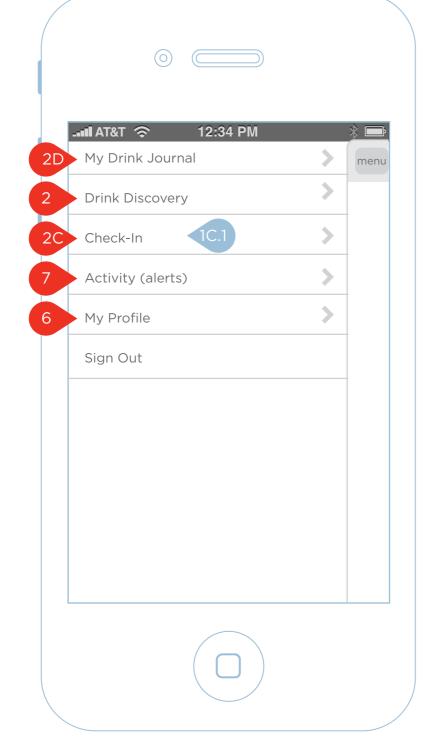
browsing button changes to "Back to Details" to return to drink 3.2 User comments details. 3.3 Ability to quickly: rate & view without check-in

change your rating (chosen darkens, others fade)

----III AT&T 🛜 12:34 PM shindig logo

1B LOADING (ON APP LAUNCH)

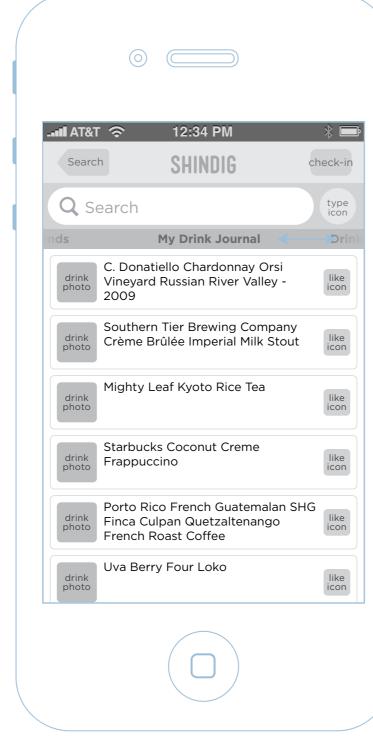
If user account is detected, background image is user's "taste graph" similar to Klout's user style influence graph



1C NAVIGATION

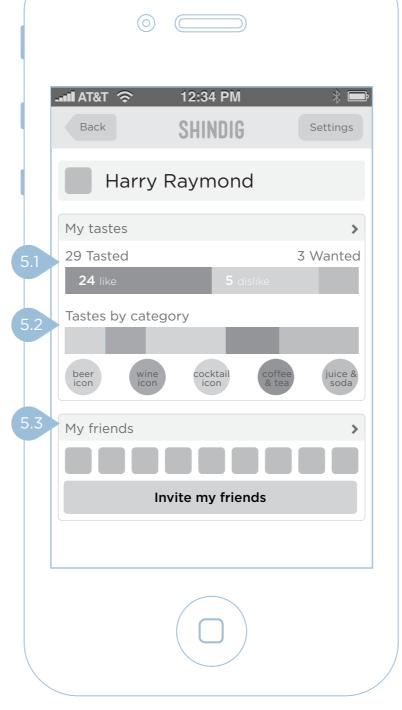
Slide navigation to preserve as much screen real estate as possible for browsing. Allows user to quickly get to the core functions of the app.

1C.1 First search for drink on 2C Drink Discovery to check-in.



2D MY DRINK JOURNAL

Chronologically ordered list of user check ins.

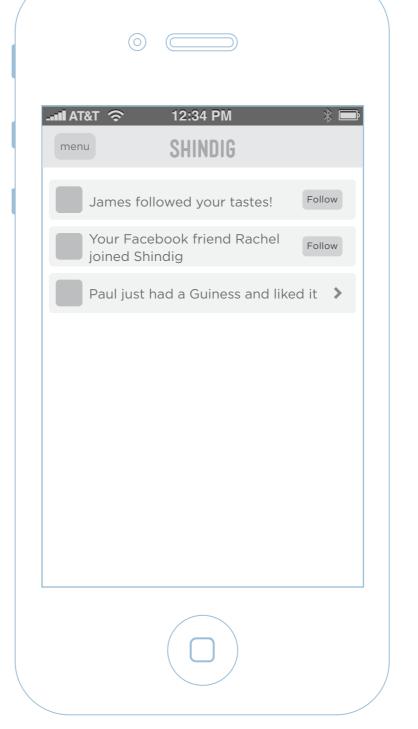


6 PROFILE

like icon

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)



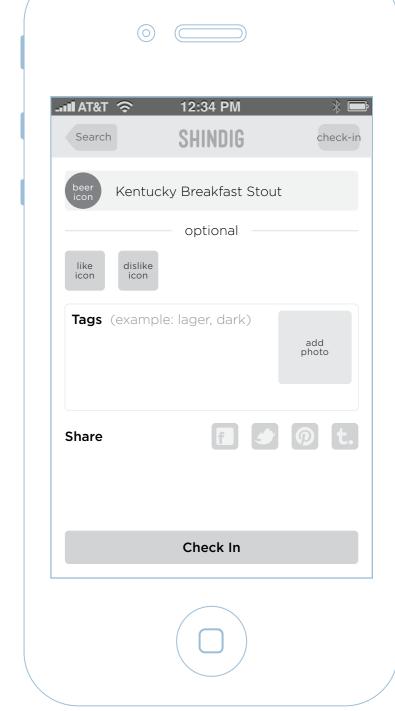
7 ACTIVITY

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.