

MyDeals

iPhone Software Engineering Assignment
Period 2 (2017)

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App Statement

Slogan : You won't miss a deal again !

Main Purpose : MyDeals is the best way to discover and share promotions with the community.

Selling Points : With MyDeals, you will buy at the right price, with the best deals found by the community. You will also be able to discover Groupon's deals around you. To contribute, it's simple, just share your own discoveries!

Use Case :

- At home, looking to buy a new phone, just open MyDeals and search for your product, see available promotions at different merchants.
- You are doing your shopping and you see a product with a very good price compared to usual? Open MyDeals and share promotions with the rest of users!

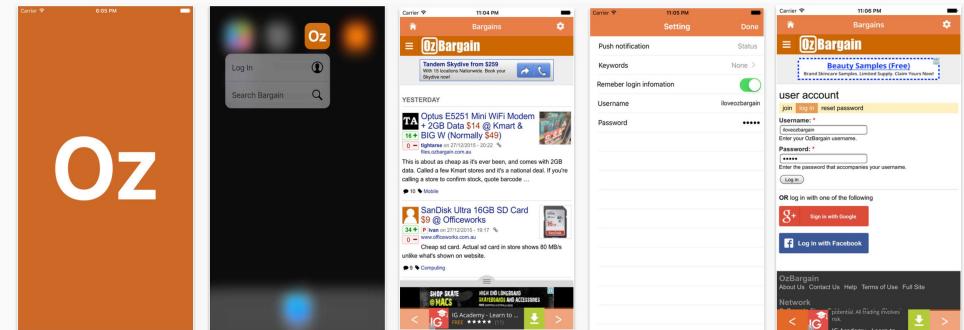
Research - Bargains

● Bargains

Developer description :

Have you experienced missing out a great bargain on oz bargain website and blamed yourself should had kept an eye on the website?

Are you a big fan of oz bargain website who browse the website everyday even though you are commuting?



This app

- Only a website app
- Ugly graphics
- Many ads
- Great concept

My app

- A complete application
- Material Design
- No ads

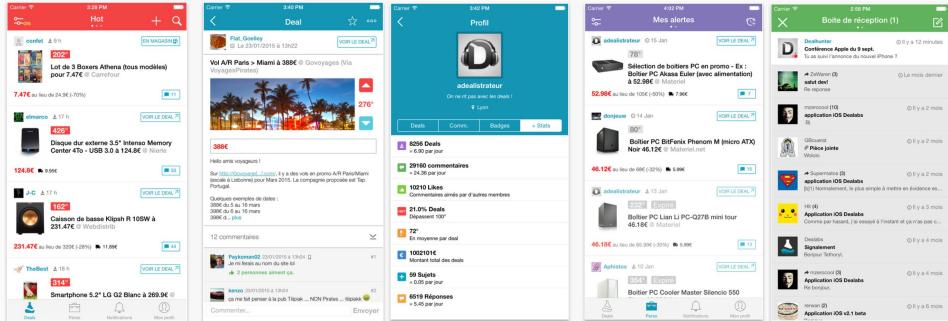
Research - Dealabs

● Dealabs

Developer description :

The official application of Dealabs.com, the community reference site to enjoy the best deals !

- Check out all the new deals, the most hot shared by the community and the most commented.
- With push notifications, be notified when a new deal is posted or becomes hot.
- View deals for your alerts.



This app

- Great graphics
- Push notifications
- Not available in Australia
- Great concept

My app

- Material Design
- No push notifications
- Available in Australia

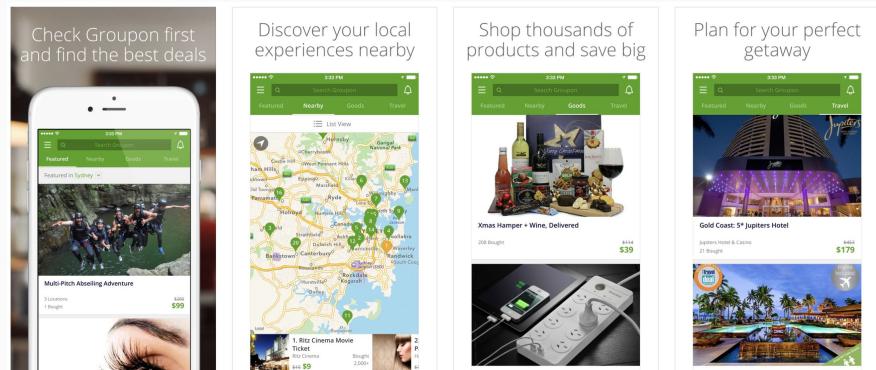
Research - Groupon

● Groupon

Developer description :

Download Groupon and start saving on everything you've been looking for! Find great deals on all the best stuff to eat, see and do near you in hundreds of locations around the world.

Get ready to start your New Year shopping for popular fashion, electronics, beauty products, toys and other awesome products with our local deals!



This app

- Great graphics
- Match your location
- Only selected deals

My app

- Material Design
- The user choose the location
- Selected/Community deals

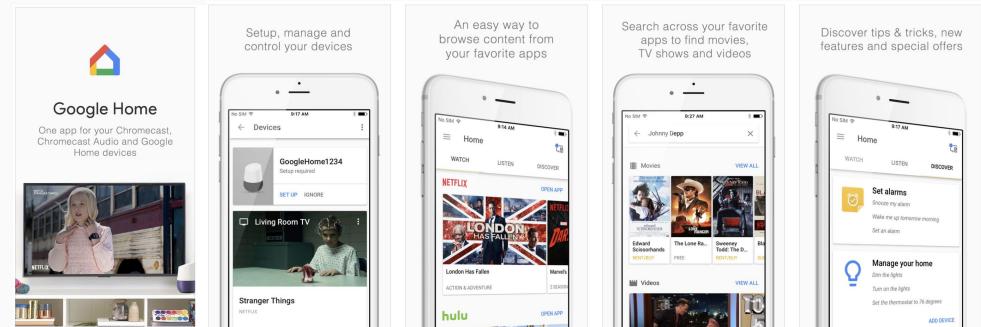
Research - Google Home

● Google Home

Developer description :

The Google Home app is one app to set up, manage and control your Chromecast, Chromecast Audio and Google Home* devices.

Note: Here I was more interested by the design of the application so inspired me for my own app.



This app

- Awesome graphics
- Great user interface
- Intuitive

My app

- Awesome graphics
- Great user interface
- Intuitive

Rest based API

Overview :

The Deals API from Groupon will provide a solid base of deals to complete those posted by the community. Thus, from the launch of the application the user will be able to take advantage of the nearby Deals that interest him (through parameters).

API Link : <https://partner-api.groupon.com/help/deal-api>

Sample URL :

[https://partner-api.groupon.com/deals.json
tsToken=US_AFF_0_201236_212556_0&division_id=fresno&channel_id=getaways&offset=0&limit=50](https://partner-api.groupon.com/deals.json?tsToken=US_AFF_0_201236_212556_0&division_id=fresno&channel_id=getaways&offset=0&limit=50)

Sample Response:

Note that this is only a small part of the response as this one is really big.

```
{  
  "deals": [  
    {  
      "id": "...",  
      "uuid": "...",  
      "dealUrl": "...",  
      "title": "...",  
      "announcementTitle": "...",  
      "shortAnnouncementTitle": "...",  
      "pitchHtml": "...",  
      [....]  
      "largeImageUrl": "...",  
      "mediumImageUrl": "..."  
    }  
  ]  
}
```

Wireframes (Sketches - Overview)

Home

Carrier 9:20 PM

Edit MyDeals +

1 free hot coffee @Starbucks In store

30% off sport items @Amazon Go to deal

eBay 20% off Tech Sale at 62 Stores @eBay Go to deal

Sony MDR-1000X \$392 Delivered @Amazon Go to deal

15 Wicked Wings for \$10 @KFC Go to deal

50x 6x4' Photos - \$2.95 Posted @Snapfish Go to deal

Minecraft: Pocket Edition \$1.49 @Google Play

Deal details

Carrier 8:29 PM

MyDeals Deal details

Sony MDR-1000X \$392 Delivered @Amazon



US \$309.57 (~AU \$392)

Description

Isolate yourself from external noise with industry-leading noise cancellation. Enjoy Bluetooth wireless connectivity and Hi-Fi quality audio. Driver Unit 40mm, dome type(CCAW Voice Coil), Frequency Response (Hz) 4Hz-40 000Hz. Listen to ambient sounds quickly and clearly with Quick Attention. Hear music at its best with Hi-Res Audio.

Go to deal

View deal (web)

Carrier 8:35 PM

Deal details

NEW & INTERESTING FINDS ON AMAZON EXPLORE

Sony Sony Premium Noise Cancelling, Bluetooth Headphone, Black (MDR1000X/B)



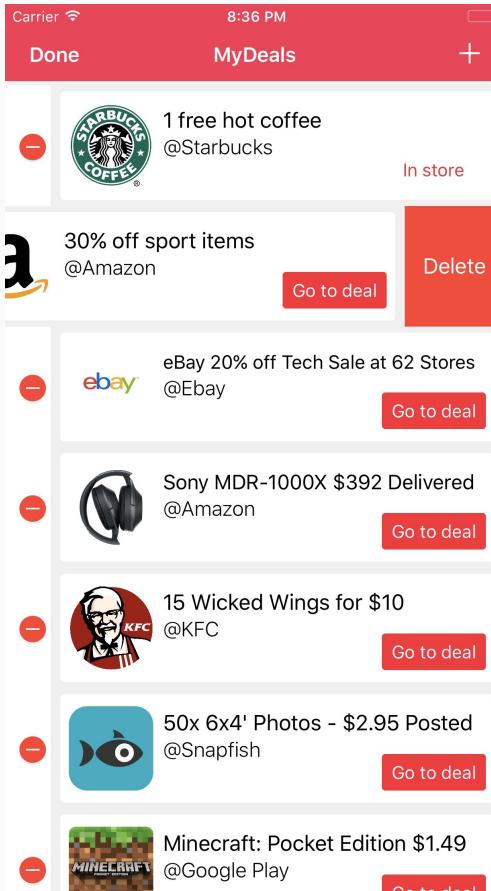
2 Colors: Black

List Price: \$399.99
With Deal: \$298.00
You Save: \$101.99 (25%)

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Wireframes (Sketches - Overview)

Delete a deal :

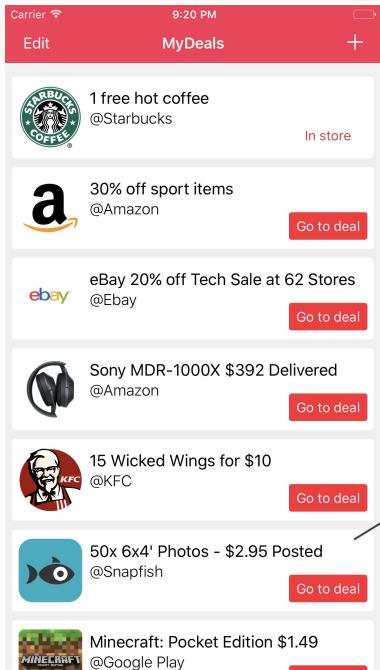


Add a deal :

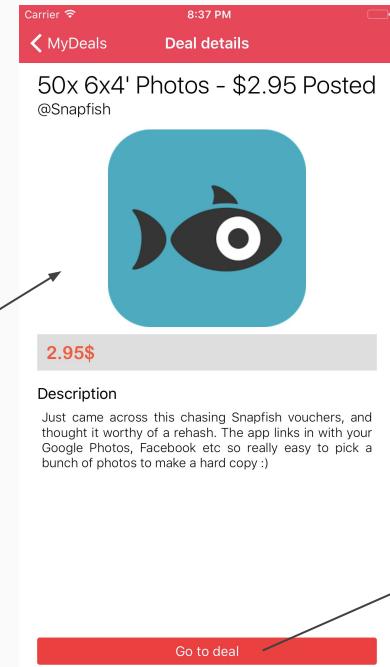
A wireframe of a mobile application screen titled "Add a new deal". It includes fields for Deal Title*, Deal Image link*, Link - Let empty if in store, Merchant name*, Price / Promo Code / Reduction*, and Description*. A "Submit deal" button is at the bottom.

Wireframes - (Workflow)

Workflow 1 - View Deal



The user opens the application and checks the available offers



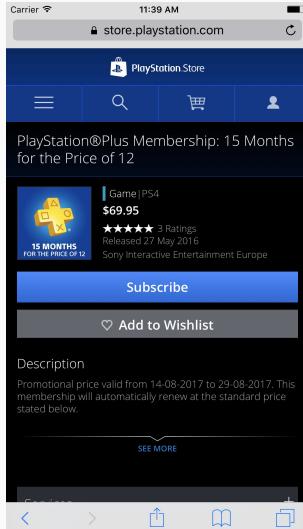
He finds a Deal that interests him and wants to know more

He finds the Deal interesting and decides to buy the product directly by a simple click on the button

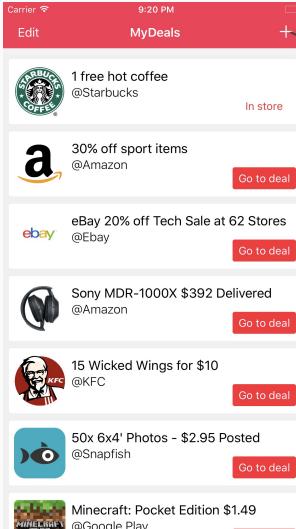


Wireframes - (Workflow)

Workflow 2 - Add Deal



The user finds a product free or cheaper than usual



He simply opens MyDeals and adds a new deal

A screenshot of the "Add a new deal" form in the MyDeals app at 11:52 AM. The form includes fields for "Deal Title" (PlayStation Plus 15 Months \$69.95), "Deal Image link" (with a modal overlay titled "Add a new deal" showing options like "Edit manually", "Paste from clipboard", "Search image", and "cancel"), "Link" (Let empty if in store), "Merchant name" (PlayStationStore), "Price / Promo Code / Reduction" (\$69.95), and a "Description" field containing promotional text about the deal being a one-time purchase. At the bottom is a red "Submit deal" button.

He fills the form and uses the browser to find the links he needs

A sequence of screenshots showing the deal submission process. 1. A modal "Add a new deal" form is shown with a deal title and image link. 2. The deal image link is pasted from a browser (PlayStation Plus logo). 3. The merchant name is set to "PlayStationStore". 4. The price is set to \$69.95. 5. The description is filled with promotional text. 6. The "Submit deal" button is highlighted at the bottom right.

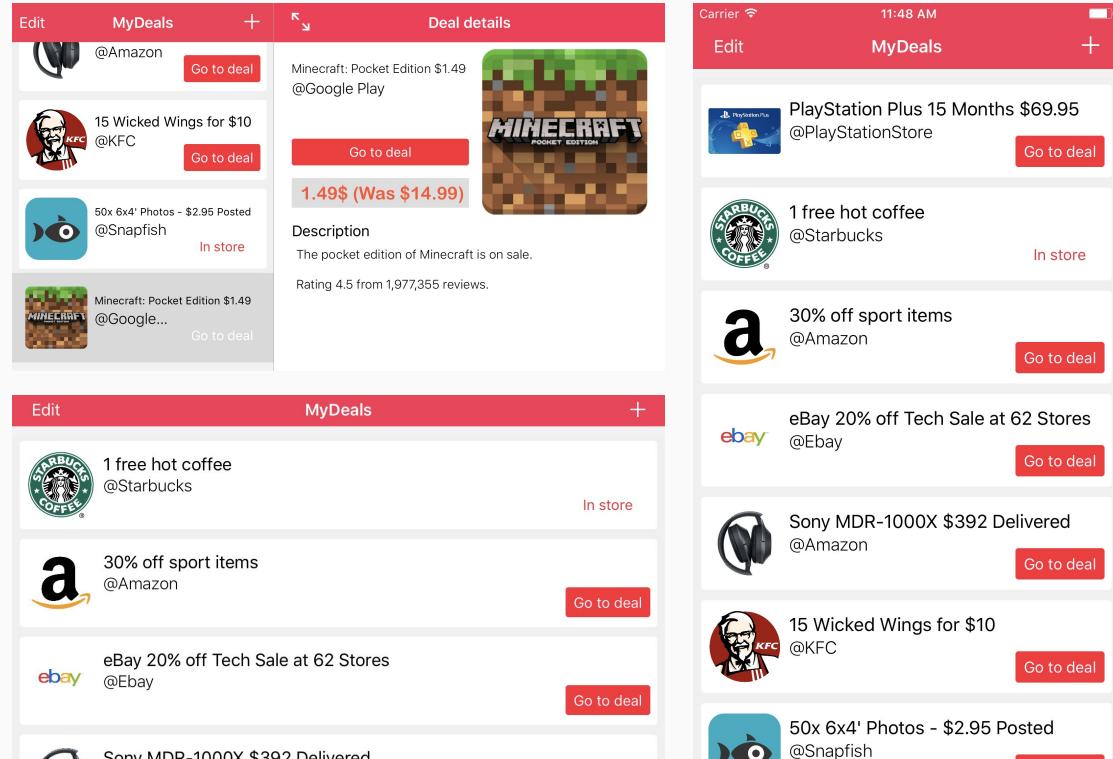
He completes the last fields and submits the deal

Adaptive Layout & View Types

SplitViewController : TableView

The TableView inside the SplitViewController is used to display the deals proposed by the community and by Groupon.

This view use Auto Layout to change the position of the elements whether the user has on a big or small display or even if he is in landscape or portrait mode.



Adaptive Layout & View Types

SplitViewController : DetailView

The DetailView inside the SplitViewController is used to display the deals with all the details.

This view use Auto Layout and has the same properties than the TableView concerning the screen size/orientation.

The screenshots illustrate the use of a SplitViewController for displaying deals. The top two screenshots show a list of deals in a MyDeals section, each with a 'Go to deal' button. The bottom screenshot shows a detailed view of an KFC deal for '15 Wicked Wings for \$10 @KFC', featuring a large KFC logo, a description of the deal, and a '10\$' price indicator. The interface is designed to be adaptive, maintaining its structure regardless of screen orientation or size.

Top Screenshot (Portrait Mode):

- Starbucks: 1 free hot coffee @Starbucks In store
- Amazon: 30% off sport items @Amazon Go to deal
- eBay: 20% off Tech Sale at 62 Stores @Ebay Go to deal
- Sony MDR-1000X \$392 Delivered @Amazon Go to deal

Bottom Screenshot (Portrait Mode):

Deal details:

15 Wicked Wings for \$10 @KFC

Go to deal

10\$

Description:

Also available: Zinger Mozzarella Burger \$7.95 (\$10.50 in combo). The Zinger Mozzarella Burger is a zinger burger with bacon and a fried Mozzarella patty.

The starts on 8th August (7th August in QLD/WA only).

Bottom Screenshot (Landscape Mode):

Carrier 12:23 PM

MyDeals Deal details

15 Wicked Wings for \$10 @KFC

Go to deal

10\$

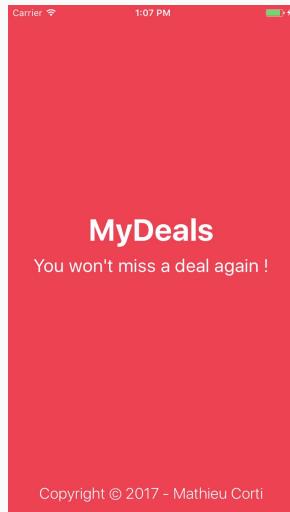
Description:

Also available: Zinger Mozzarella Burger \$7.95 (\$10.50 in combo). The Zinger Mozzarella Burger is a zinger burger with bacon and a fried Mozzarella patty.

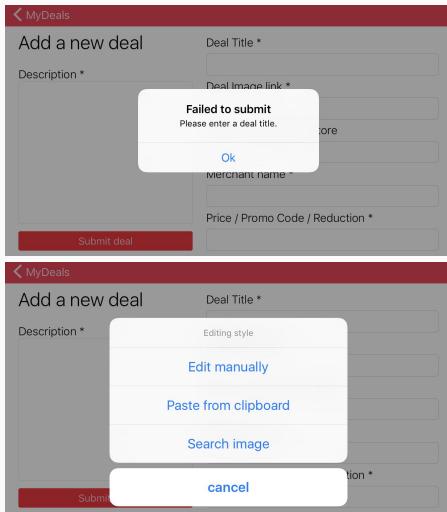
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Adaptive Layout & View Types

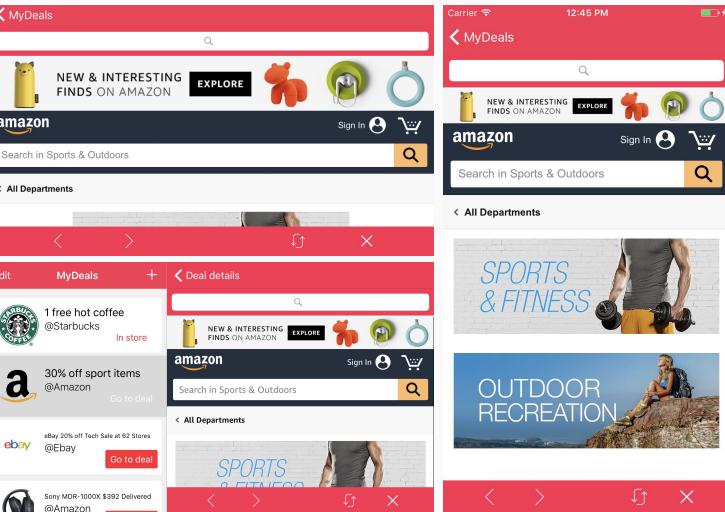
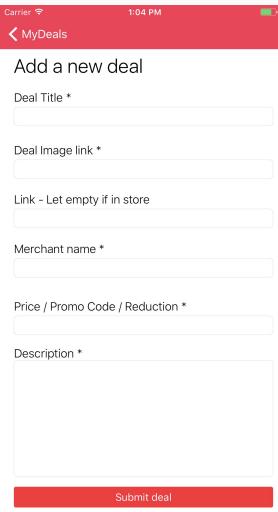
The others views



The launch screen



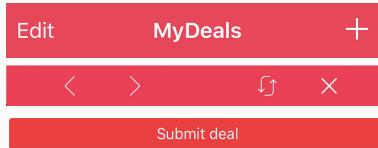
The Add Deal View, which has multiples interactions with the user through different Alerts Controllers



The WebView, that allows the user to see a deal, search for images or links. It has a toolbar and a search bar to interact with the user.

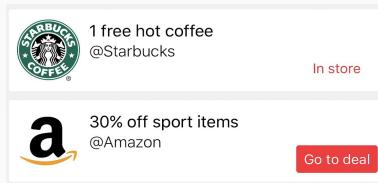
Design Principles

● Contrast



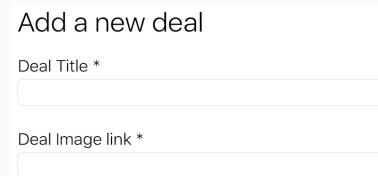
By using a high contrast between text and background, we provide an easy navigation inside the application.

● Repetition



We maintain a consistency in the design of the application by reusing forms and colors.

● Alignment



All elements are perfectly aligned between them and with the screen.

● Proximity



By associating relevant elements together, we provide a great information structuration.