

# Relive

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Save your special moments for the future

## Project Methodology (AC 1)

Before starting the project it is important to create an iterative plan, which I can stick, which forces me to constantly update and develop to the market and audiences need and requirement. However this document isn't set out in the same way or in chronological order, this is so the document reads easier, portraying the idea in its best possible light.

### Iteration 1

Phase 1: Project Requirements –	Brief breakdown
Phase 2: Project Analysis -	Project break down
Phase 3: Project Design -	Initial thoughts and ideas
Phase 4: Project Design -	Research and idea refinement
Phase 5: Project Testing –	Persona testing and development
Phase 6: Project Evaluations -	Evaluation on idea and planning forward

### Iteration 2

Phase 1: Project Requirements –	Make changes to the idea
Phase 2: Project Design -	Paper Design
Phase 3: Project Testing -	Person testing and evaluation

### Iteration 3

Phase 1: Project Requirements -	Develop Design based on Feedback
Phase 2: Project Design -	Create digital design
Phase 3: Project Testing -	Technical Testing (XCode)
Phase 4: Project Evaluation -	Persona testing and evaluation

### Iteration 4

Phase 1: Project Design -	Final Design
Phase 2: Project Evaluation -	User feedback

### Iteration 5

Phase 1: Project Design –	Re-create Design in XCode
Phase 2: Project Design -	Add functionality to the app's code
Phase 3: Project Testing -	User Testing and Bug Finding

### Iteration 6

Phase 1: Project Design -	Bug fixing
Phase 2: Project Development -	Disruption and Marketing

## Project Brief (Iteration 1:1 / AC 1)

The project brief is simple, to create an IOS mobile app which interacts with the users locations and stores information to the location (Geocache). To meet the briefs requirements, the information that is stored to the cache must be accessed in the year 2025.

## Projects Scenario (Iteration 1:1 / AC 1)

It is 2025 and the user is walking around Bournemouth beach. The user is using an iPhone 5. Suddenly an alert popping up on the phone, which had been triggered by a geocache, left in 2015.

## Project Breakdown (Iteration 1:2 / AC 1)

In order to meet the brief the app must do the following:

- App be usable on an iPhone 5
- The information stored needs to still be relevant in 2025
- The information will need to be linked to a location
- The app needs to be able to send out alerts when near a location

## Project Resource Breakdown (Iteration 1:2 / AC 1 & AC 3)

### Required Design Skills:

- Be able to design a simple UI which will be effective and simple to use now and in 2025
- Be able to design a visual pleasing UI
- Be able to design fluid animations to make the app stand out
- Be able to design a simple and quick flow around the app
- Be able to design a consistent theme throughout the app creating branding for the app
- Be able to create an app out of a scenario set by the client/brief

### Required Technical Skills:

- Be able to create a multi-page app
- Be able to create multiple navigations, one for posting a cache and one for opening
- Be able to save and fetch data from a server
- Be able to create an easy system to post your cache
- Be able to post multiple types of information to the cache, text, video, images, camera roll, geo-cords, user's location, etc.
- Be able to create a simple layout showing all nearby caches (map)
- Be able to create and create a platform to see what is in the cache

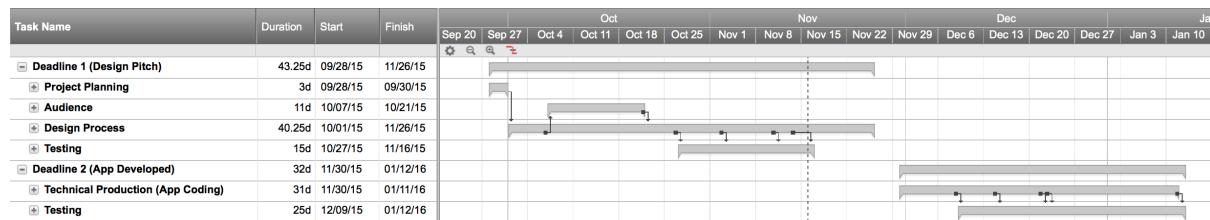
### Resource Management:

- The app needs to have a server where it can store its database
- The images used on the app will either be:
  - Taken by me using a DSLR
  - Or have a creative commons licence attached to them
    - Pixabay
    - Adobe Stock
- Icon and menu buttons will be created using Adobe Illustrator
- Typography used will also have a creative commons licence attached

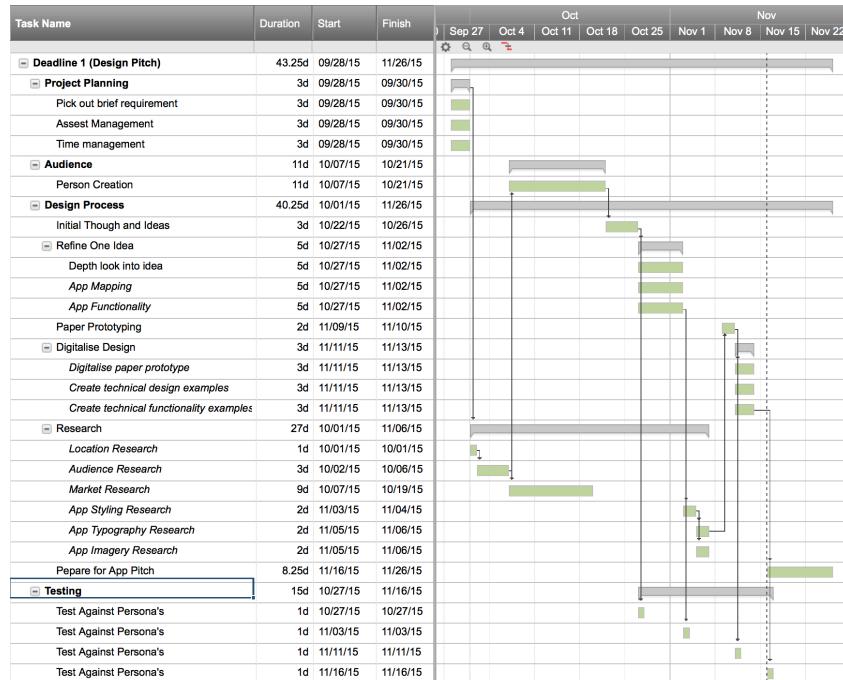
## Time Management/ Iterations (Iteration 1:2 / AC 1 & AC 2)

In order to meet the deadlines, which have been set in, the brief I have created a Gantt chart to time manage each individual task to a sure that I meet each deadline with a quality outcome at the end make sure every box has been ticked. This timeline would work in a real world scenario however as we are constantly learning how to develop IOS apps in workshops and seminars the order it constantly being changed as we learn code at the same time as designing the idea, mixing up the development process.

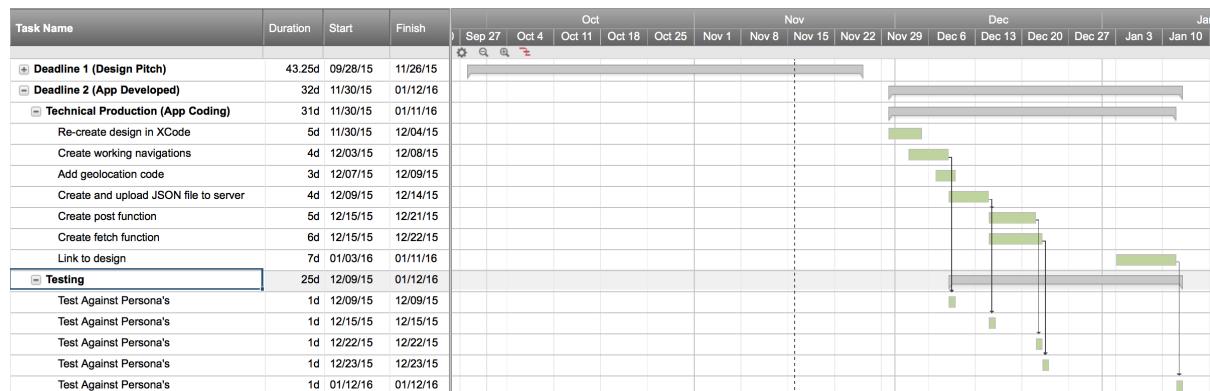
### Overall Project



### Deadline 1 (project scope presentation)

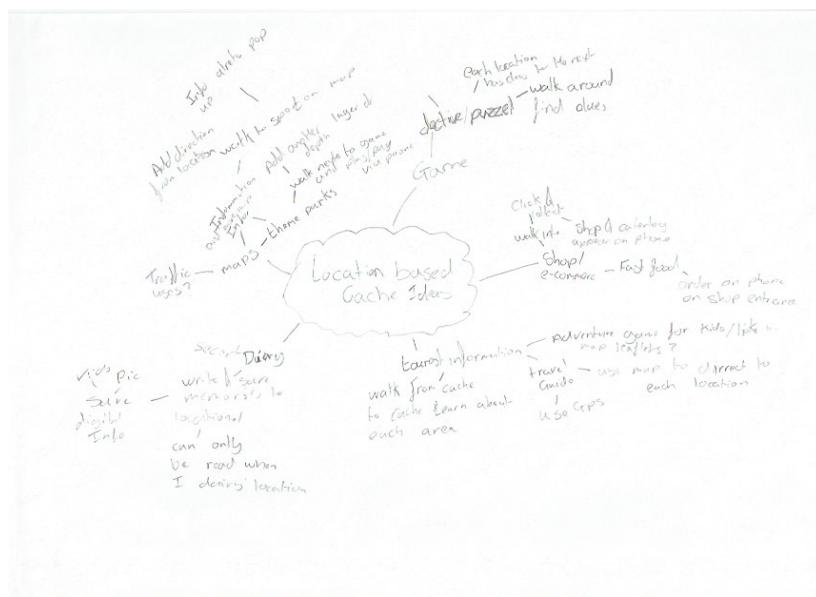


### Deadline 2 (app production)



## Preliminary Ideas (Mind Map Of Ideas) (Iteration 1:3 / AC 2)

At the moment this is just loads of random un-developed and not very well thought-out ideas however it allowed me throw everything onto paper, so when I start carrying out research I could think about how these basic ideas might develop into a fully working in depth geo-cache app.



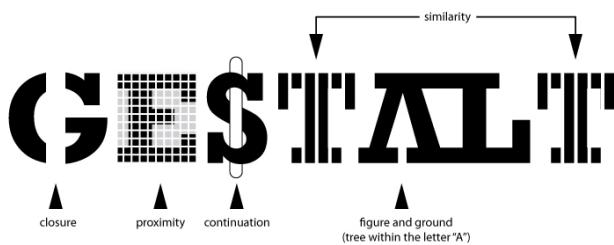
## Academic Theories (D12)

### Bauhaus



Bauhaus is a design style, which can be traced back to the 19<sup>th</sup> century. Bauhaus is a very modernist art style as it uses bold solid colours to form shapes. The bold solid colour, which creates the modernist look, is an effect, which I aim to carry over into this project's design.

### Gestalt



Gestalt is a design theory, which uses a few different rules to create modernist looking artwork. The principles which I aim to use in my designs are symmetry and continuation to create a simple design which is easy for the users to understand but still creating an extremely modernist look.

### UI Design

**3 Click Rule** – The idea that no information is more than 3 clicks away. This is a rule I intend to stick to, as I will in turn create an easy and fast navigating app.

**Seven Plus or Minus 2 Rule** – The idea that humans have a short attention span therefore giving a few before judging where they like the app. This principle will be used on the menu, as it will be the first screen a user will see. So need to make it navigate easily from there and look great.

In order to progress and develop one idea I must first carry out some primary research on the location and what's there and also who goes there. This is allow me to create a few requirements which I can test against my current ideas and allow me to choice one which meets the briefs and target audience's requirement so I can begin to develop and adapt the idea.

## Location Research

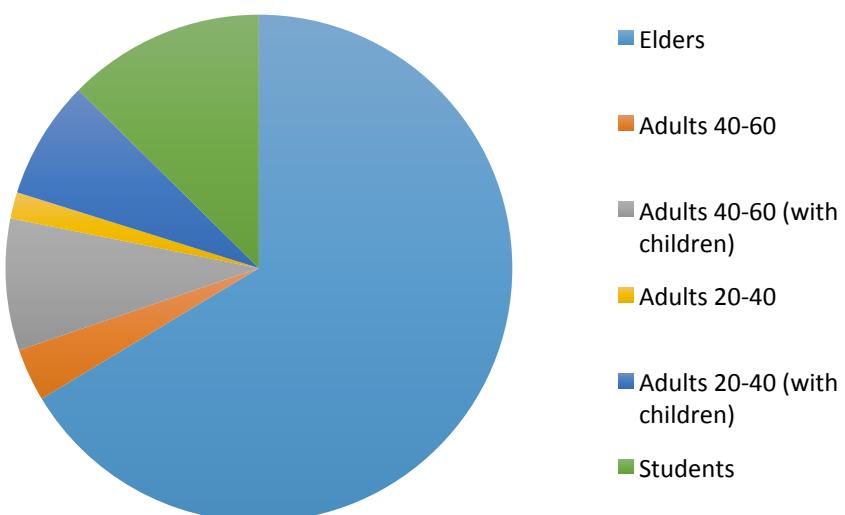
Within the brief one requirement was to create an app around Bournemouth pier. So to-do this we went to Bournemouth pier and broke off into groups of 3 to help visualise the potential app ideas. Whilst at the pier, we took pictures and made a list of the buildings, shops and activities, which can be done there.

- Beach
  - Surf
  - Swim
  - Sun bath
- Pier
  - Arcade
  - Restaurant
  - Shops
  - Fish and chip
- Tourist Information
- Café
- Aquarian
- Biking
- Running
- Gift Shop

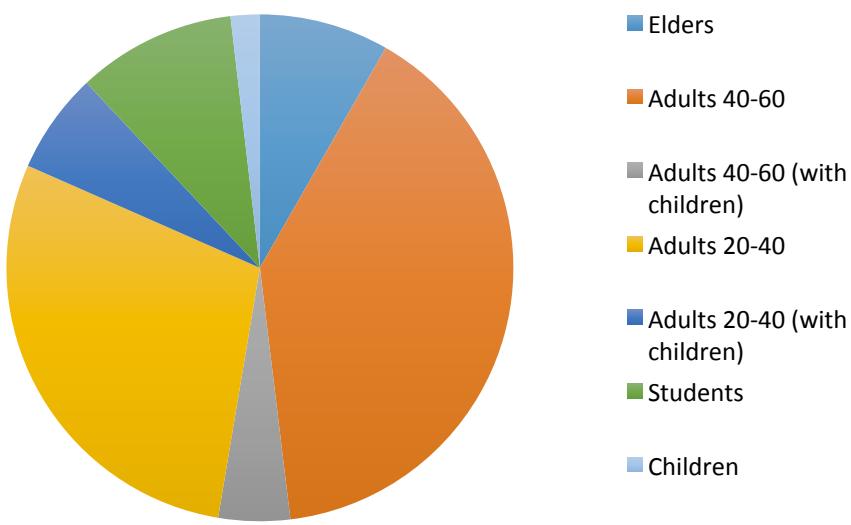
From this research it really forced the point that e-commerce would work within the location.

## Audience Research

To find out if the audience was there for any of my ideas I did a 30-minute observation survey at 9:30am. This was to work out who goes to the pier; this is what would form my target audience. The results aren't surprising for Bournemouth as it is a retiring seaside town.



However I strongly disagreed with these results, because as a student who has been living here for more than a year now I know that there is another audience, which comes to Bournemouth. So in order to prove this I decided to repeat the observation but this time change that I performed the observation to 7:30pm. As I guessed the result drastically changed.

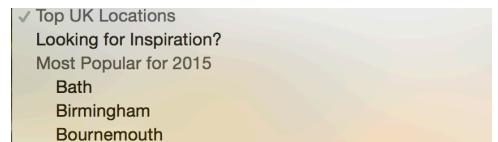


These results were much better not only as it supports more of my app ideas but also it is a demographic, which is more likely to use mobile, and apps.

Whilst carrying out the survey I noticed that there are a lot of the adults came to Bournemouth on either stag dos or hen parties. I have noticed this a lot though my time living here. And this will be the audience that I will be focusing my personas around.

### Audience Research (Secondary)

To find out how popular Bournemouth is as a stag party. I couldn't find any specific facts however I googled 'Bournemouth Stags' and found a few websites which organise stag parties for Bournemouth. On 'stagweb.co.uk' there were over 550 reviews on Bournemouth stag nights. And when you search for top 3 in the UK in 2015 Bournemouth appears 3<sup>rd</sup> on the list.



This backed up my speculation about Bournemouth's stag nights. And will use this age range as my target market.

### Target Demographic

Target demographic will be...

Age: 25-45

Gender: Male

Technology Capabilities: Good, uses mobile apps on a regular basis

## User Posting Persona

### Scenario – User wanting to save their memory

Greg was about to get married, as tradition him and his mates went on a stag party to Bournemouth, has one of the highest rated stag events in the UK. Whilst on the trip he wanted to save this moment so he can remember the night 10 years down the line, whilst long into marriage. So he launched the app and stored images, video, emotions and tagged his friends in the memory and locked it away for 10 years before having to return to Bournemouth to open it.

### Profile



## User Finding Persona's

### Scenario 1 – Users Own Memory Unlocks

10 years later Greg decided to come back to Bournemouth to unlock and re-live his memories of the last night of freedom. Whilst in Bournemouth he travels to the pier where the cache was virtually buried, when walking near his cache he was alerted by the app letting him know that his cache is ready to be unlocked.

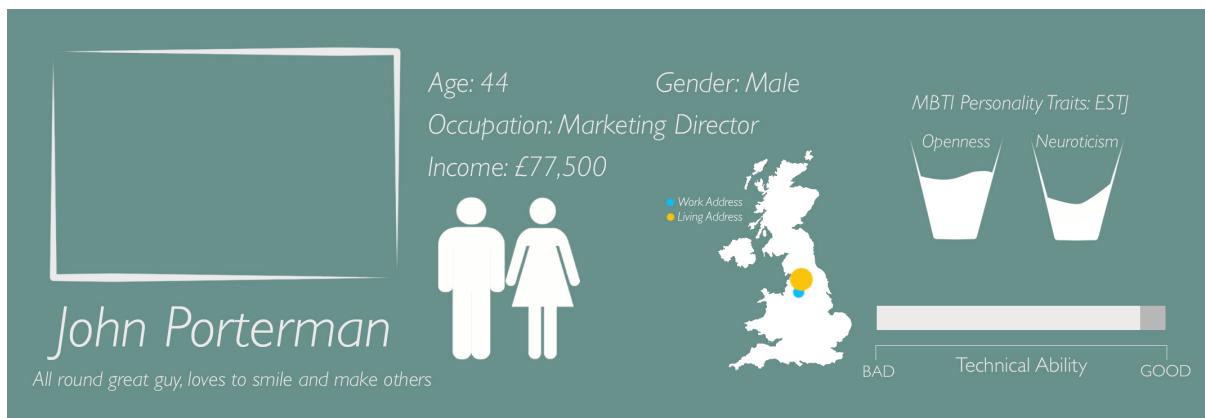
### Profile



## Scenario 2 – User who is tagged in a memory is unlocked

John Porterman was one of Greg's friends who came on the trip with him. He has been a fellow employee along side Grey for 23 years now. After 10 years from the stag night the two travel down to live that night by unlocking their long lost memories. Luckily John was tagged in the private cache so he can also access the memory and save them to his phone.

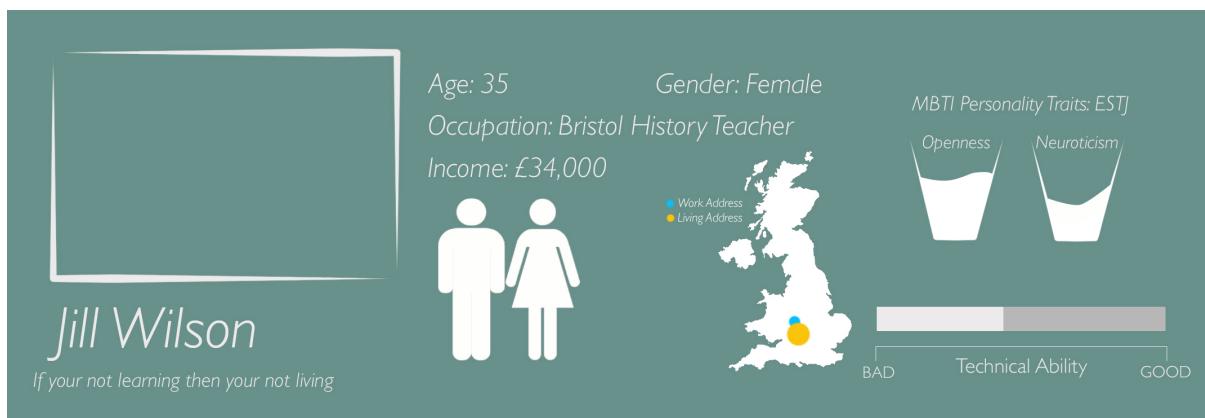
### Profile



## Scenario 3 – User walks across an opened public cache

Jill Wilson and her family travelled down to Bournemouth. They didn't know what do and want to learn from the past. So they downloaded the app and went on a treasure hunt digging up people left caches, constantly being amazed about how different life is in 10 years.

### Profile



## User Experience Scenarios

### Adding a cache (2015)

The user launches the app and is approached by a menu their options are, 'Save Memory' and 'Discover Memories (Locked)'. The user selects 'Save Memory' from there the user decides where to use 'Current Location' or 'View Cached Locations' or 'Find Location On A Map'. From there the user uses 'Current Location' and attaches the information he wants to store, the options available are, Add Images/Video, Information About the Memory, Add Emotions using Emojis.

## Accessing the cache (2025)

The user walks near their saved cache, which they saved back in 2015. The Phone then sends an alert to their phone saying 'Capsule Now Unlocked'. From there the user can access the open and open up the cache, from there the user and either save the cached items to there device or lock it away again, however they can set how long for this time.

## Geo-location App Research

### Local Mind –

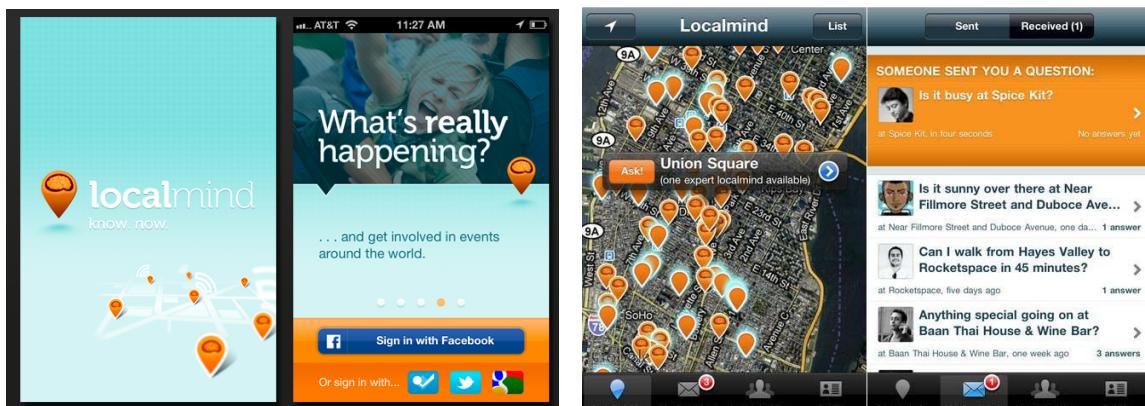
Now is an app, which will take the users location and show them everything that you can do in that area based on what users have posted to-do in the area.

#### Likes

- All near locations on one map
- Allow user to refine search
- Uses users location to find spots
- Annotations area different
- Rating are seen from annotations

#### Dislikes

- The messy look that all of the pins make
- The bright orange colour scheme
- The cluttered comment/review section



### Just Eat –

Just eat is an app which will show all take-out restaurant near a location, it will allow you to order from a restaurant and then rate the quality of the food to get real world reviews and rating.

#### Likes

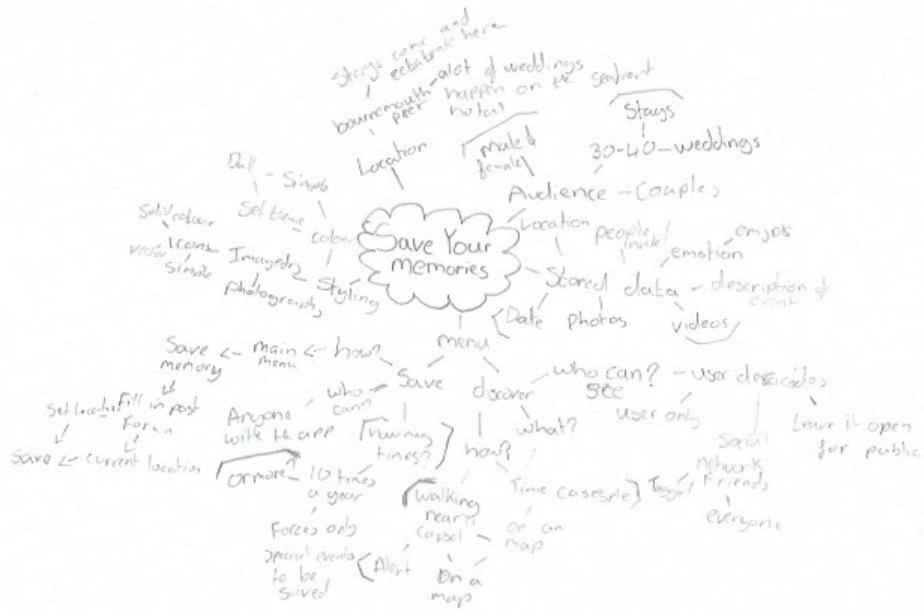
- Straight to the point
- Easy to search for items
- Easily refine the search
- Only shows restaurants that are open

#### Dislikes

- The difficulty to add extras and refine order
- Doesn't use users location has to be manually imputed
- Colours are extremely boring
- In-depth reviews are hard to find and post



## In depth app idea design refinement



An idea is to limit the amount of posts a user can do, this will force users to only post important and very special moments, truly forcing the app to be about the most special time of a year.

At the moment I really like how the app is turning out as it is a new idea, which I have never heard of before, especially when you bring in location, which unlock the caches. This creates a whole new depth, which aren't found in previous apps.

### Styling Ideas



## Final Fundamental Idea

I was stuck on which idea to pursue and develop into the final app so I asked a fellow course mate to help me work out which app isn't only the best and would pursue but also which one works best for the target audience and brief.

I showed him my mind map of ideas and the target demographic. He really liked the idea of a secret diary storing memories. However he hated the idea of a diary and should stick it to memories only. This sparked me to linking it to stag do's and special occasions in general like Weddings, etc.

So I thought all of my ideas about this on paper in a mind map to work out the apps.

## App Name (Relive)

Thanks to hours of banging my head against the wall, me and Cameron Harris (accounting and fiancé student) came up with the name Relive as the app not only allows the users to visually relive the moments, but forces the user to go back to where it took place and relive that moment.

## App in 1 sentence

An app that stores and locks away your memories in a digital time capsule which can only be dug up after 10 years after burying it, in the same location that it happened.

## App Detailed Description

The app in a nutshell is a digital time capsule, which saves special moments in your life and stores them for 10 years before becoming unlocked. By linking the memories to a Geo-location it will not only give the user nostalgia but will force the users to re-live the moment by going to the location that the memory happened. The app will store numerous digital data about the memory which can be set by the user, such as, photos, videos, emotions and much more.

## Stored Information

- Photos
- Videos
- Event Details
  - Type of event
  - Description
  - Who was there
  - Date
- Emotions feeling
- Location Information (To store cache)
  - Longitude
  - Latitude
  - City/Town
- Locked until date

## Persona Testing

To put my idea to the test I spoke to Sam Gray about the idea within a seminar whilst creating the personas, which would use the app. He said 'the app idea is fundamentally good and will work for the desired target audience as the app could be used out of context of a stag party and into other really world events such as wedding etc.' (Sam Grey, 8-10-15)

To put the styling to the test I spoke to Jordan Ezra to play the character of one of the persona, Greg Chapman. I told him to look at the idea then look at the styling ideas and see which ones will work best. He said 'as older generations aren't the most tech savvy then going for a more text based UI will allow them to fully understand and navigate the app' (Jordan Ezra, 15-10-15).

## Self Reflection

I 100% agree with what Jordan said about the styling and is a point that I hadn't yet thought about and was going to go down the basic modernist look to the app, however I now need to find a happy middle ground.

# App Functionality

## Musts

- Must store locational information
- Must show cache's on the map
- Must store and show event information
- Must be simple and easy to navigate
- Must be able to find anything on the app within 3 clicks once logged in
- Must be able to store photo's and video's
- Must have a modernist look to the app
- Must use little text
- Must use symbols instead of text where applicable
- Must send out an alert one caches are ready to be opened

## Should

- Should automatically find the users location
- Should give the option to save past memories
- Should be able to save more than one type of information
- Should give the users an option to make their caches private or public
- Should give the users an option to hide their name on public cache's
- Should have radius control over regions

## Could

- Could allow the users to create profiles instead of just username and password
- Could change the look of the annotations depending on the type of cache
- Could allow the users to change the time the cache is looked for
- Could allow the users to re-lock their caches once opened
- Could allow the users to turn alerts on, so when walking over a cache it will alert them
- Could link to social networks

## Must Not

- Must not share user's information
- Must not make emails public to other users
- Must not have spelling errors
- Must not offend any races or religions
- Must not use any illegal media or copyrighted media

## Self Reflection

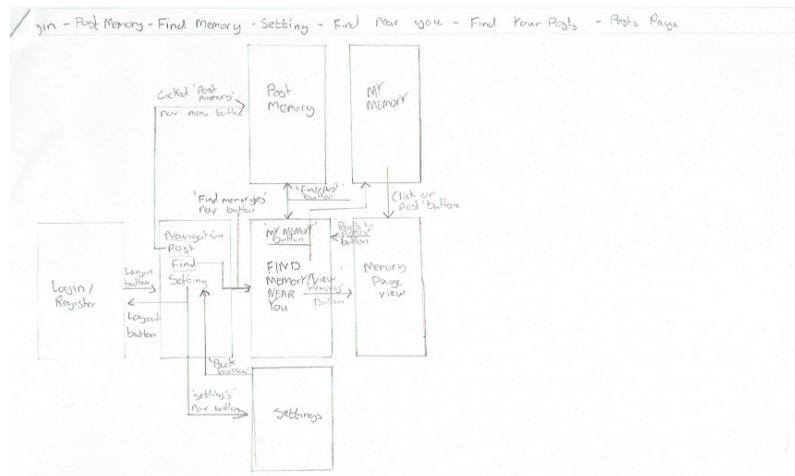
I feel like I have captured the essence of the app within the must should and could, however I accept and open to this list expanding and changing over time where new research sparks more ideas or testing the app presents new problems which will require the app to adapt to meet the new requirements.

# App Mapping

Before going ahead and map out the pages for the app I must first workout how many and what pages are needed for the app.

- Intro Screen
- Login Page
- Settings
- Post Memory
- Find Memory
- Your Memories
- View Memory

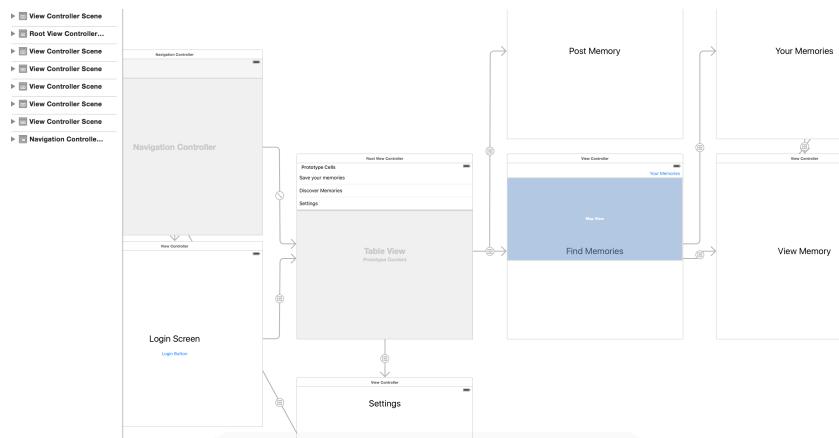
## Paper Plan



## Re-created in XCode

I have created an extremely basic working prototype of all of the different pages. This allowed me to test that the follow of the app was clean and simple, allowing the user to easily move around the app.

However this is an extremely biased view on the functionality. So I got Richard McHugh to test though the app to make sure he could successfully navigate to set locations within the app; Post a memory, Find Memories and Your Memories. He did it with ease and commented 'navigating the app was simple due to the navigation system easily linking all of the pages together allowing the user to easily jump to and from pages' (Richard McHugh, 15-10-15)



## App Styling Research

In order to design the look of my app I must first look at exciting apps and break down there designs allowing me to work out why theses apps that I use are so successful and try and re-create this in my app design. The apps that I will be breaking apart are multi billion dollar apps with millions of users. I will be focusing on a few key points.

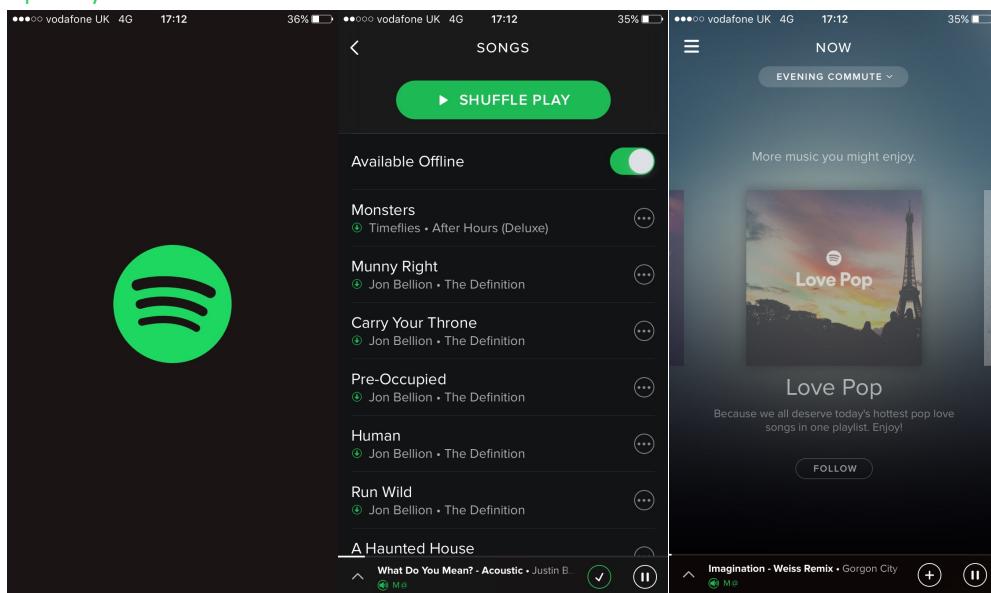
### App Typography Research

To really find out what makes a great app I'm not only going to look at the font that they are uses but the language that companies that app, looking at key words used. Maybe this idea of key words could be used within my app to make the app feel more original but improve the easy of use.

### Image research

A lot of modern apps use images to represent actions to simple the look of the app, so I will research modern day apps to take inspiration and implement it into my design to create a simple easy and intuitive design.

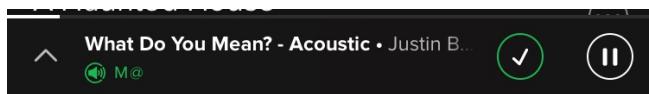
### Spotify



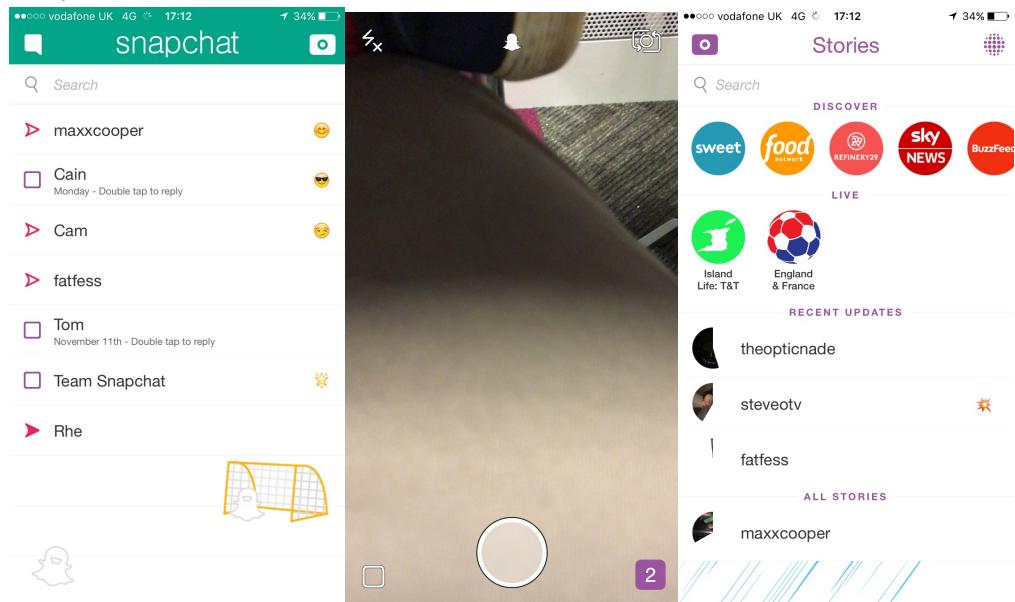
Spotify has an extremely simple UI which uses a number of menus to navigate around until you end either at the desired playlist which Spotify create (image 3) or your own (image 2).

Colour - It uses an extremely clean colour pallet with green as main outstanding colour to drag the users to important features on the site. I really like the idea of using minimal colours with the app however using bright contrasting colours to draw the users to key parts of the app and away from the boring lists of data.

Use of imagery – Spotify is more of a text based navigation using lots if lists and worded buttons such as 'shuffle play'. However when playing a song to save space Spotify uses a nice clean button based system to allow the users to stop, rewind and save the song to your library. This simple button idea is what I really like about Spotify and would like to incorporate this idea a lot more in my app.



## Snapchat



Snapchat style is extremely simple with not a lot on display however is everything you need as you slide though the screens by swiping from one to another, no need for a menu. This is a really cool feature however won't for the app I plan on creating.

Language - Is very with only a few words in the app other than people names. It has created new slang words, which is used to describe parts of the app, like a new image being sent to you is referred to a snap and there is now a section called story, which is a public catalogue of your friends public snaps of that day. This idea of using minimal text and creating short words for part of an app really interests me and will be call to experiment with further.

Imagery – The image style that is used though out the app is vector based creating a simple and easy way to navigate the app. I really like the usage of the vectors, which make interface much quicker and easy to navigate and perform tasks.

## Inspiration

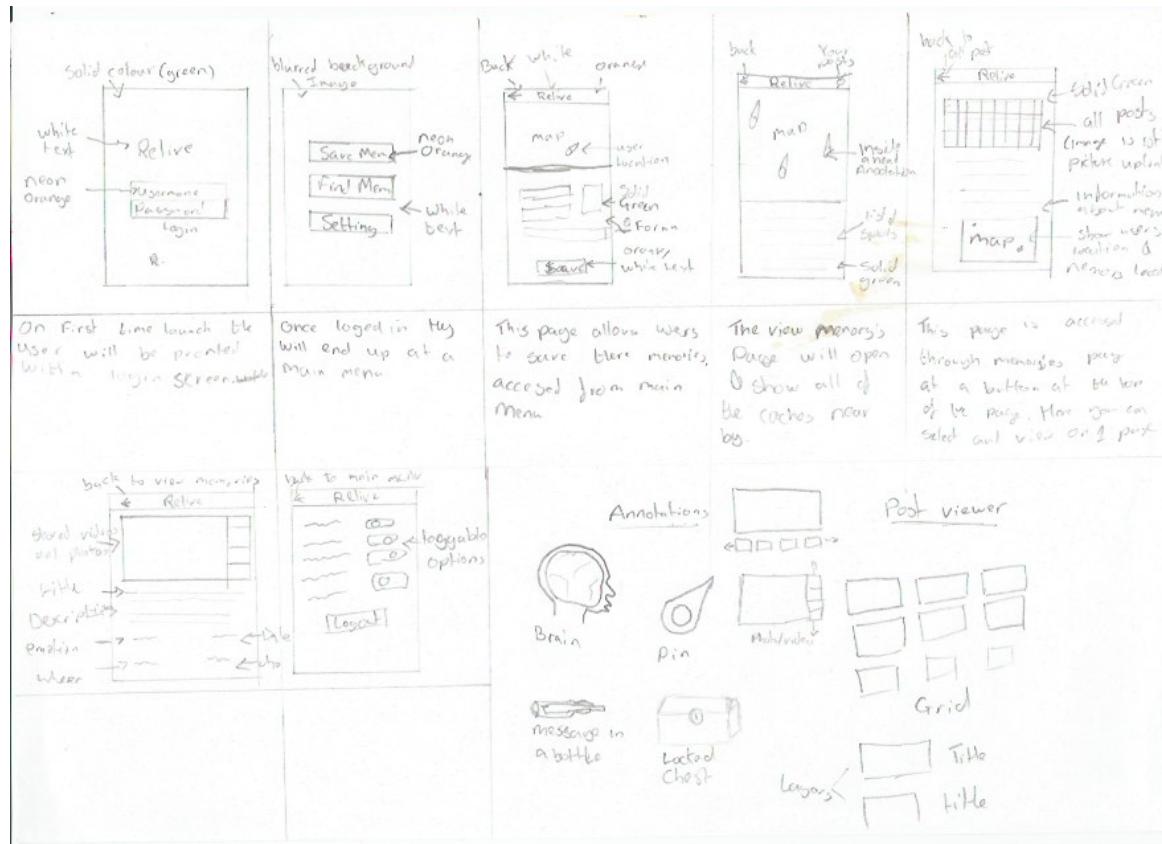
How the dissecting the two apps visual appears and uses of imagery to navigate the UI, here is a list of ideas that I would like to incorporate into my own design.

- 2 tone colour scheme, with a strong colour to pull important information
- Background images
- Vector based UI
- Minimal Text
- Buttons to perform tasks on that same page

I really like the clean simple looks of Snapchat however

## Paper Prototypes

Now that an idea has been fully formed and developed, its time to start creating the physical look of the app. Before jumping into Photoshop it's important to



## Persona Feedback

Before going ahead and digitalising the paper prototypes I must first test it against the audience. To do this I meet back up with Jordan where he played Greg Chapman again to put the idea to the test. I got him to imagine he was using the app.

The results:

Save a memory – Passed within 3 clicks

Find memories near you – Passed with 2 clicks

Find your Memories – Failed to find without prompted

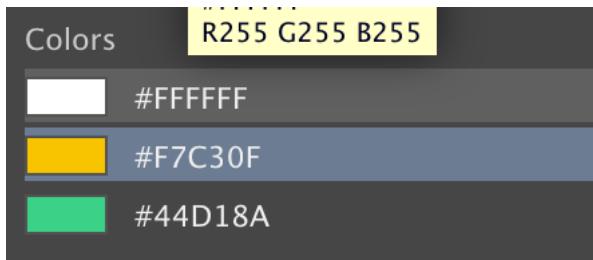
The fact that he could find his own saved memories is a huge problem and a fail in the app that must be fixed in the next iteration of the design. However the overall design 'looks simple and clear to see all of the information and is well presented' (Jordan Ezra, 10-11-15).

# Digitalising The Design

## Colour Pallet

Before going ahead and start re-creating the design in Photoshop I shall first choose my desired colour pallet, which accurately represents my app. Celebration, emotional, beautiful, landscape, natural.

After doing research on all different types of pallets I found that I preferred a basic 3-4 shades of one colour contrasted against a bright standout colour which will be used for information and vectors. The chosen Pallet is below. I feel like it really brings out the natural, beautiful look without over having in your face colours like other apps.



## XCode Basic Functionality

### JSON fetch code

One extremely important functionality of the app is to be able to fetch saved objects, which contain information about a memory and its related location. Using JSON file attached to a server will do this. A JSON file is just a file full of stored objects, each containing information related to the object. To the right is a test example that I created to test the JSON fetch code.

In order to pull the objects down from a server we will be using a plugin called Alamofire, which will allow use to quickly and easily send requests to a server without writing loads of lines of code. The fetch code looks like. Alamofire allows you to easily change the GET url on the fly without any real trouble.

```
Alamofire.request(.GET, "http://woamph.com/savedLocations.json")
    .response { request, response, data, error in
        if let data = data {
            let json = JSON(data: data)
            for locationLoop in json {
                let usersJSON = locationLoop[1]["user"].stringValue
                self.spotNameArray.append(usersJSON)
                let longitudeJSON = locationLoop[1]["longitude"].doubleValue
                self.longitudeArray.append(longitudeJSON)
                self.tableView.reloadData()
            }
        }
    }
```

```
[
    {
        "user": "Kyle",
        "longitude": "10"
    },
    {
        "user": "Dave",
        "longitude": "10"
    },
    {
        "user": "Matt",
        "longitude": "30"
    },
    {
        "user": "Max",
        "longitude": "30"
    },
    {
        "user": "underlola",
        "longitude": "30"
    }
]
```

In order to get the app to format the array which is being fetched, we will use a for loop, to loop through each object in the array.

```
for location in self.spotNameArray {
    print(location)
}
```

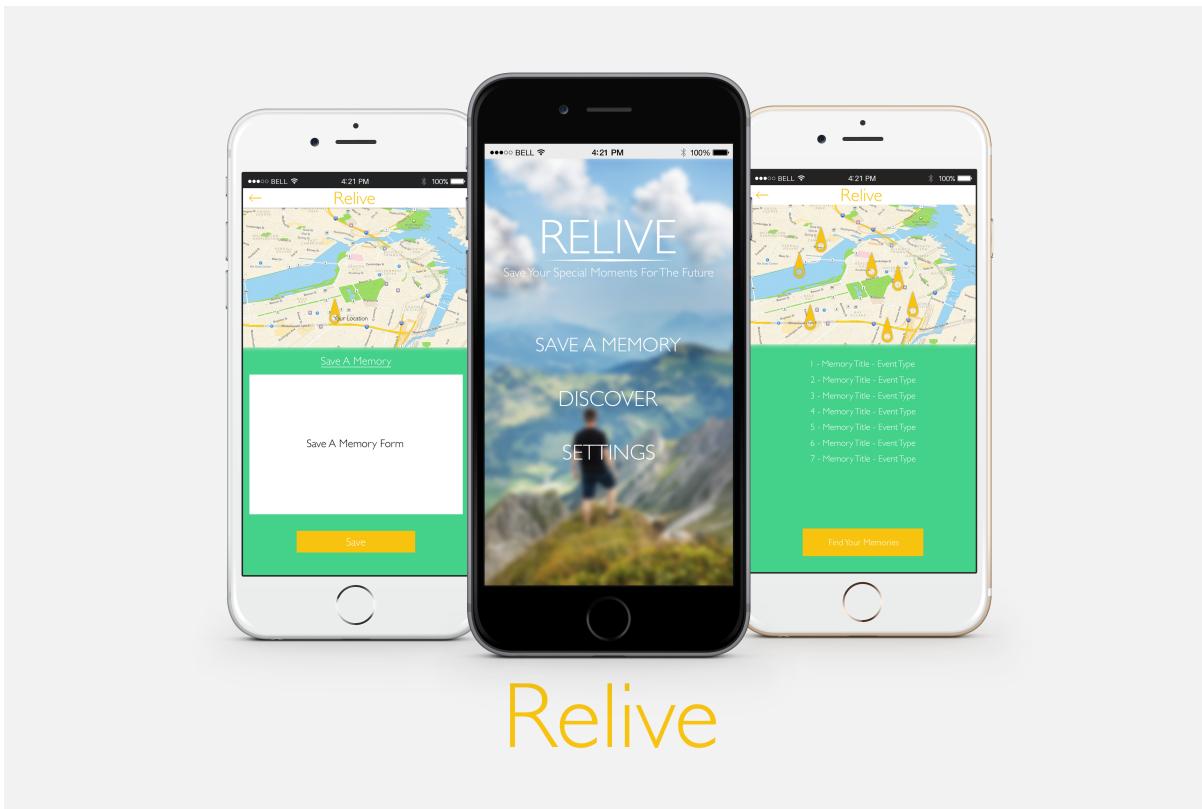
## Passing Information Around The App

Most apps will need to pass information around the app such as; user logged in, username, menu clicked, location etc. To do this we will prepare the segue (transition) and load it with the data we wish to transfer to the next page of the app. This is done by setting an identifier on the segue and then setting the values of the information that is needed to pass along to the next page.

```
override func prepareForSegue(segue: UIStoryboardSegue, sender: AnyObject?) {
    if segue.identifier == "spotClickSegue" {
        let homeVC = segue.destinationViewController as! spotClickedViewController
        homeVC.spotLocation = valueToPass
    }
}
```

## Final In-depth Box Design

Now the design have been tested its time to re-create them using Photoshop and creating a high-resolution prototype to show off its still and usability. I have adapted the design to allow for a big button to find your own posts instead of a small icon in the corner like previous designs.



## User Feedback and Final Thoughts

In order to assess the design of the app against the audience once again, this time I got Richard to test the app and look at the appearance and practicality. He said 'I really like the home screen it gives off a feeling of something special which is the whole point of what the app is saving in its geo-caches. From a 36 year old I would find this app extremely simple and easy to use and navigate as everything that you need to do is either on the home menu or on have been made clear by using bright orange buttons with accurate short captions' (Richard Mchugh, 16-11-15).

Personally I really like the simplistic modern design I strongly believe that it works with the audience and the app itself. However I am still un-sure on how to represent the fetched data from the JSON file. However this is something, which can easily be modified as the app is created.

## Contributions

**Richard McHugh -** Richard helped me a lot when working out which idea I should pursue and helped me develop my idea beyond just a basic idea. Richard also helped me imagine my persona and put my app to the test to achieve accurate non biased results. I also played a small part within Richard's idea creation and development, helping him decide on one idea and helped turn his idea from a mashed together concept into a final well put together concept.

**Samuel Gray -** Samuel played a huge role in helping me create and imagine my personas in action. He also tested a basic working prototype of the app as one of the personas gave me useful feedback which was positive. I helped him within his persona/audience research whilst at the beach, as we were placed into groups and we helped each other realise the protonation of Bournemouth's pier.

**Jordan Ezra -** Jordan played a backseat role in my idea creation as we constantly spoke about our ideas constantly subconsciously giving each other ideas and improvements for the app. Jordan also played the final character and put my idea to the test, giving me amazing feedback which really allowed me to push my concept to the next stage.

**Cameron Harris -** Cam helped me form the identity for the final app taking the concept and creating the name and tagline from it. This massively helped me as I hit a brick wall when it came to creating an identity.