APP Deconstruct

TOMAS UMHOLTZ | DVP 2
E: TUMHOLTZ@FULLSAIL.EDU

MOBILE DEVELOPMENT
FULL SAIL UNIVERSITY

Project 1

TOMAS UMHOLTZ | DVP 2
E: TUMHOLTZ@FULLSAIL.EDU

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YATCH CENTER APP

Summary:

Like the other 3 apps I've deconstructed Yacht Center is a Yacht listing apps allowing users to brows Yachts for sale around the world. This is not a high level or impressive app. The start screen displays displays a featured selection of boats and selection buttons (menu, boat selection and complete list) plus a keyword search bar. The complete list view does have a useful filter. It lacks advanced features such as social media integration, QR Code scanning and even user registration. I do feel that for this market these features may not be necessary as a purchase of this level will require direct contact with the seller. I did notice that the boat listings do change frequently which suggest that the app is used and maintained.

Pros and Cons

Pros - Light functioning app for users who just want to view a providers product selection, products are described well and with images and pertinent information

Cons - Lack of function other than product view, no social media integration or registration buggy - multiple crashes during use

Prefrences (slide-out)

Language -
Italian
French
German
Spanish
Russian

Information -
About us
Contacts

Search Bar

Tile View

Filtered List

Complete List

Boat Tile-

•Back Button
•FilterButton

Filter View -

•Cancel
•Done

Year (Range) - From/To
Length (Range) - From/To
Price (Range)- From/To
Typology (Drop Down) -
Sailing Area (Drop Down)

Boat View -

•Back Button
•Request Info

•General
•Accessories
•Interior
•Exteriro

General -

•Back Button
•Request Info (form)

Main Data
Notes

Interior -

•Back Button

Habitability
Composition

Exterior -

•Back Button

Materials

Accessories -

•Back Button

Electroncs/Navagation
Staging anf Technical
Domestic Facilities
Entertainment
Galley
Upholstery

•Back Button =
Back to start screen.

Info Request (form) -

Name, Email, Phone,
Address, Message

•Send

YATCH CENTER APP

SQL:

```
INSERT INTO RequestInfo
(Name, Email, Phone, Address, Message)
VALUES
("Tomas Umholtz", "tumholtz@fullsail.edu", "Shanghai, China", "I would like more information");

SELECT Image, Main Data, Technical
FROM General
WHERE idGeneral = 1;

SELECT ElectronicsNav, Staging, Domestic, Entertainment, Galley
FROM Accessories
WHERE idAcessory = 1;

SELECT Habitability, Composition
FROM Interior
WHERE idInterior = 1;

SELECT Materials
FROM Exterior
WHERE idGeneral = 1;
```
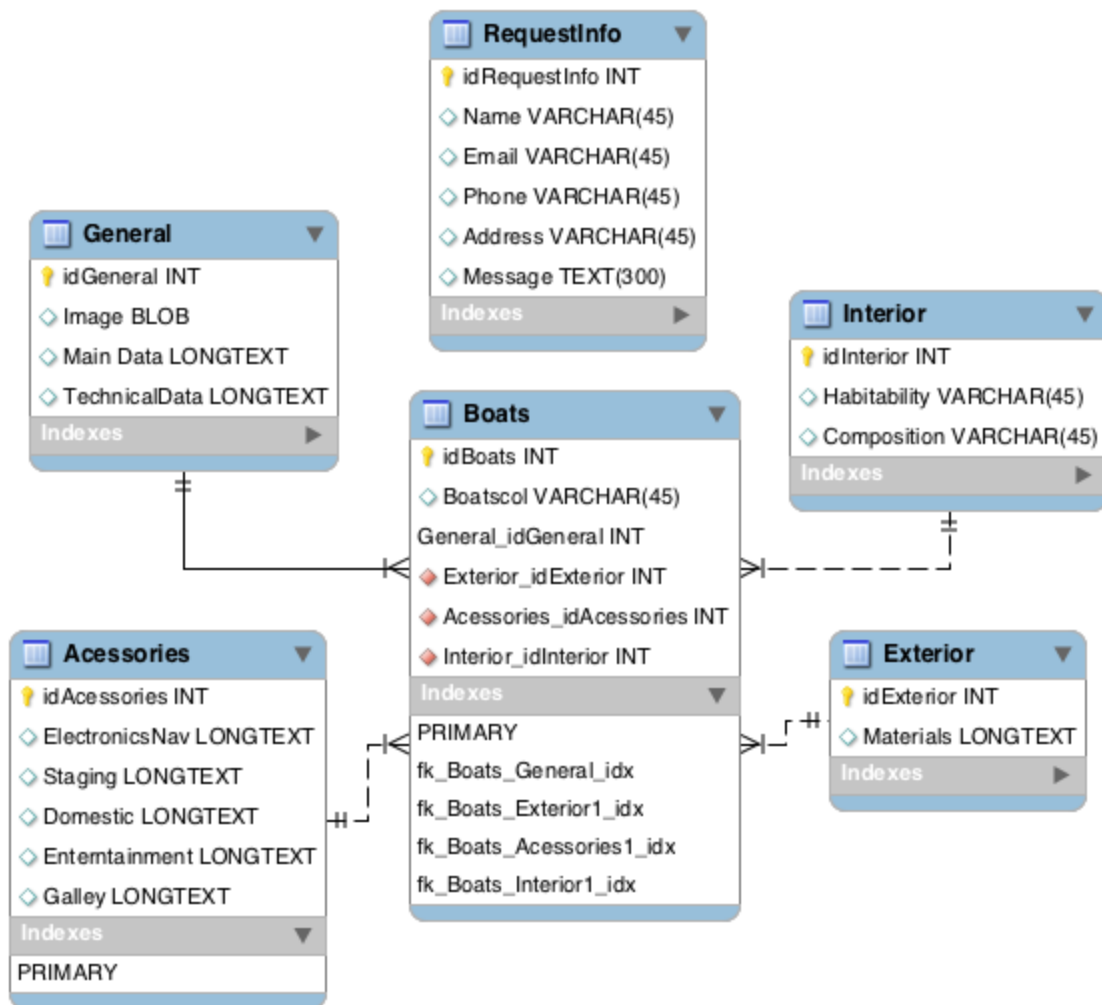
YATCH CENTER APP
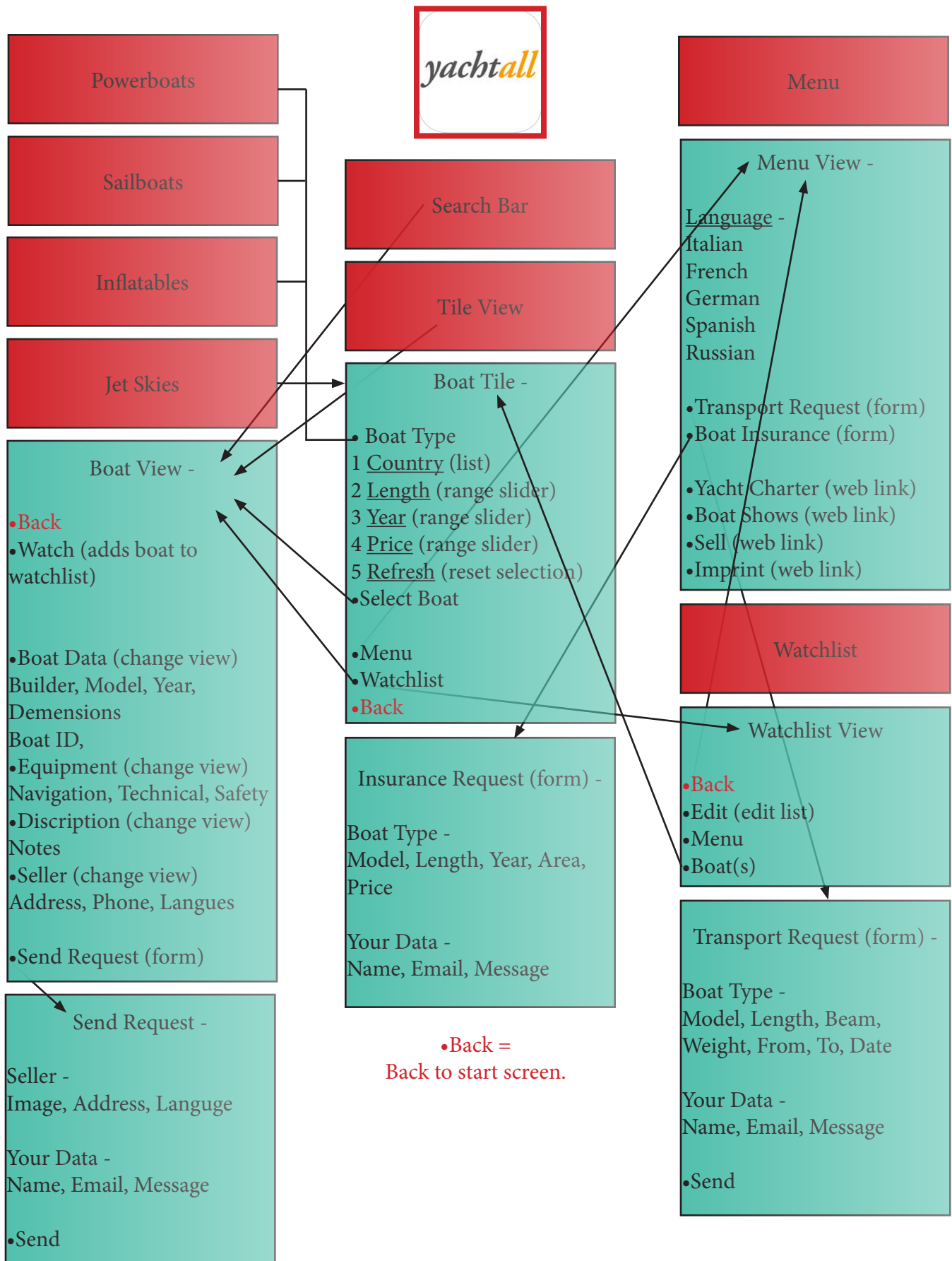
YACHTALL APP

Summary:

Like the other 2 apps I've deconstructed "YachtAll" is a Yacht listing apps allowing users to brows Yachts for sale around the world. This app is a bit more visually polished and refined when compared to the previous app. Upon the app launching the view starts with a beautiful background image which transitions into the main start screen. I like this feature and it would be improved by holding that image until the data for the start screen is fully loaded. The layout is similar to the previous app with a tile selection of featured boats and a menu button. Yacht all has four button across the top for selection the vessel type, I prefer a dropdown but this does display all the options to new users. It there is a Facebook link which gives it minimum social media presents. User registration is lacking and I feel that is acceptable seeing as someone in this market will probably want to call the seller directly. Likewise fillable forms are provided for insurance transport which probably have little use.

Pros and Cons

Pros - Light functioning app for users who just want to view a providers product selection, products are described well and with images and pertinent information, visually appealing design and layout

Cons - Lack of function other than product view, limited social media or and no registration, data loads slow when changing views, forms with little use to actual buyers

Powerboats

Sailboats

Inflatables

Jet Skies

yachtall

Search Bar

Tile View

Boat Tile -

• Boat Type
1 Country (list)
2 Length (range slider)
3 Year (range slider)
4 Price (range slider)
5 Refresh (reset selection)
•Select Boat

•Menu
•Watchlist
•Back

Boat View -

•Back
•Watch (adds boat to watchlist)

•Boat Data (change view)
Builder, Model, Year,
Demensions
Boat ID,
•Equipment (change view)
Navigation, Technical, Safety
•Discription (change view)
Notes
•Seller (change view)
Address, Phone, Langues

•Send Request (form)

Send Request -

Seller -
Image, Address, Langue

Your Data -
Name, Email, Message

•Send

Insurance Request (form) -

Boat Type -
Model, Length, Year, Area,
Price

Your Data -
Name, Email, Message

•Back =
Back to start screen.

Menu

Menu View -

Language -
Italian
French
German
Spanish
Russian

•Transport Request (form)
•Boat Insurance (form)

•Yacht Charter (web link)
•Boat Shows (web link)
•Sell (web link)
•Imprint (web link)

Watchlist

Watchlist View -

•Back
•Edit (edit list)
•Menu
•Boat(s)

Transport Request (form) -

Boat Type -
Model, Length, Beam,
Weight, From, To, Date

Your Data -
Name, Email, Message

•Send

YACHTALL APP

SQL:

```
INSERT INTO SendRequest
(Name, Email, Phone, Address, Message)
VALUES
("Tomas Umholtz", "tumholtz@fullsail.edu", "Shanghai, China", "I would like to know when the last
engine overhaul was");

INSERT INTO InsuranceRequest
(Name, Email, Phone, Address, Message)
VALUES
("Tomas Umholtz", "tumholtz@fullsail.edu", "Shanghai, China", "Do you insure transit through the
Panama Canal");

INSERT INTO RequestInfo
(Name, Email, Phone, Address, Message)
VALUES
("Tomas Umholtz", "tumholtz@fullsail.edu", "Shanghai, China", "I would like to discuss transport
options to Taiwan");

SELECT Builder, Model, Year, Dimensions
FROM BoatData
WHERE idBoatData = 1;

SELECT ElectronicsNav, Staging, Domestic, Entertainment, Galley
FROM Equipment
WHERE idEquipment = 1;

SELECT Notes
FROM Description
WHERE idDiscription = 1;

SELECT Image, Address, Phone, Language
FROM Seller
```
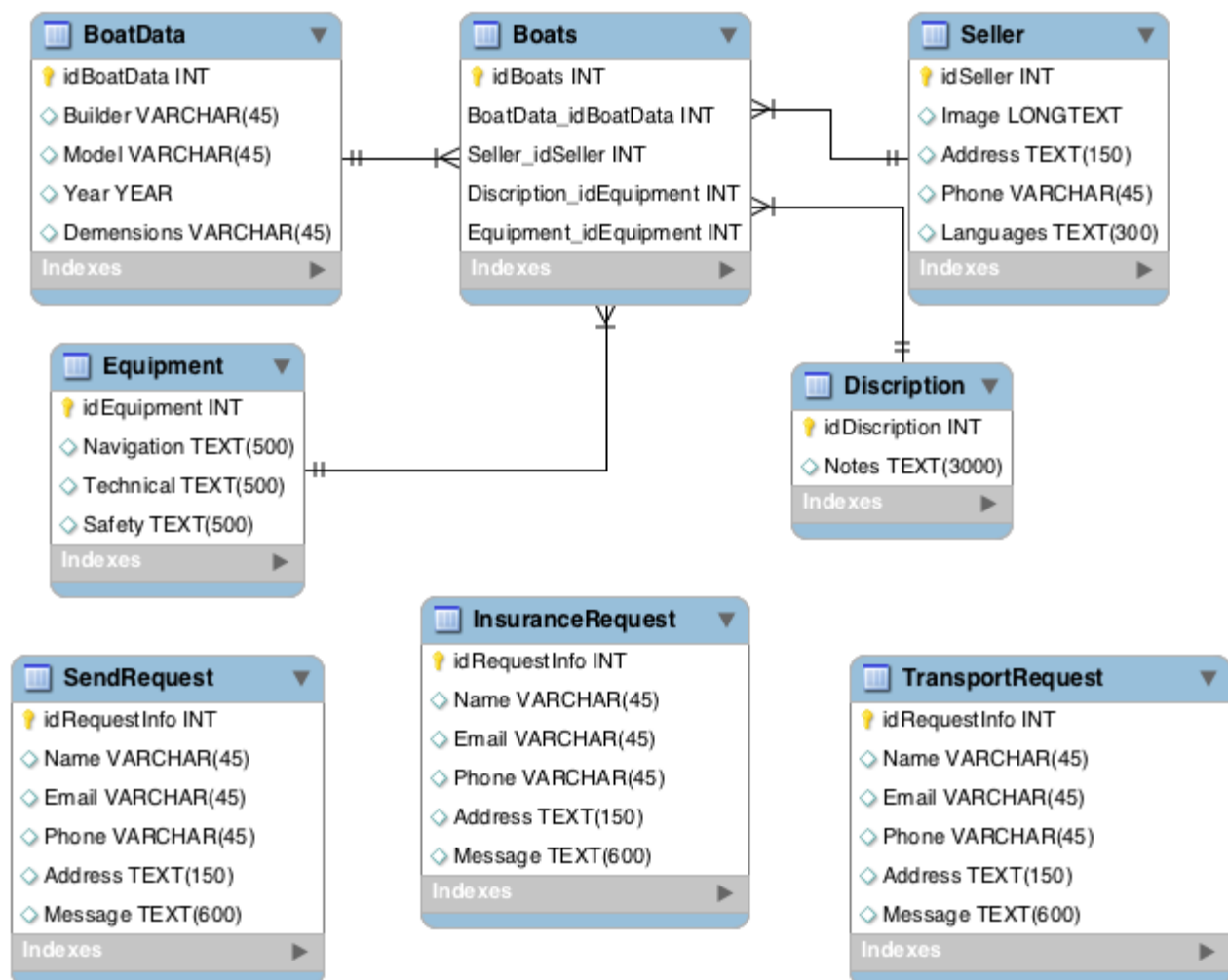
YACHTALL APP

BoatData
- 🔑 idBoatData INT
- ◇ Builder VARCHAR(45)
- ◇ Model VARCHAR(45)
- ◇ Year YEAR
- ◇ Demensions VARCHAR(45)

Indexes

Boats
- 🔑 idBoats INT
- BoatData_idBoatData INT
- Seller_idSeller INT
- Discription_idEquipment INT
- Equipment_idEquipment INT

Indexes

Seller
- 🔑 idSeller INT
- ◇ Image LONGTEXT
- ◇ Address TEXT(150)
- ◇ Phone VARCHAR(45)
- ◇ Languages TEXT(300)

Indexes

Equipment
- 🔑 idEquipment INT
- ◇ Navigation TEXT(500)
- ◇ Technical TEXT(500)
- ◇ Safety TEXT(500)

Indexes

Discription
- 🔑 idDiscription INT
- ◇ Notes TEXT(3000)

Indexes

InsuranceRequest
- 🔑 idRequestInfo INT
- ◇ Name VARCHAR(45)
- ◇ Email VARCHAR(45)
- ◇ Phone VARCHAR(45)
- ◇ Address TEXT(150)
- ◇ Message TEXT(600)

Indexes

SendRequest
- 🔑 idRequestInfo INT
- ◇ Name VARCHAR(45)
- ◇ Email VARCHAR(45)
- ◇ Phone VARCHAR(45)
- ◇ Address TEXT(150)
- ◇ Message TEXT(600)

Indexes

TransportRequest
- 🔑 idRequestInfo INT
- ◇ Name VARCHAR(45)
- ◇ Email VARCHAR(45)
- ◇ Phone VARCHAR(45)
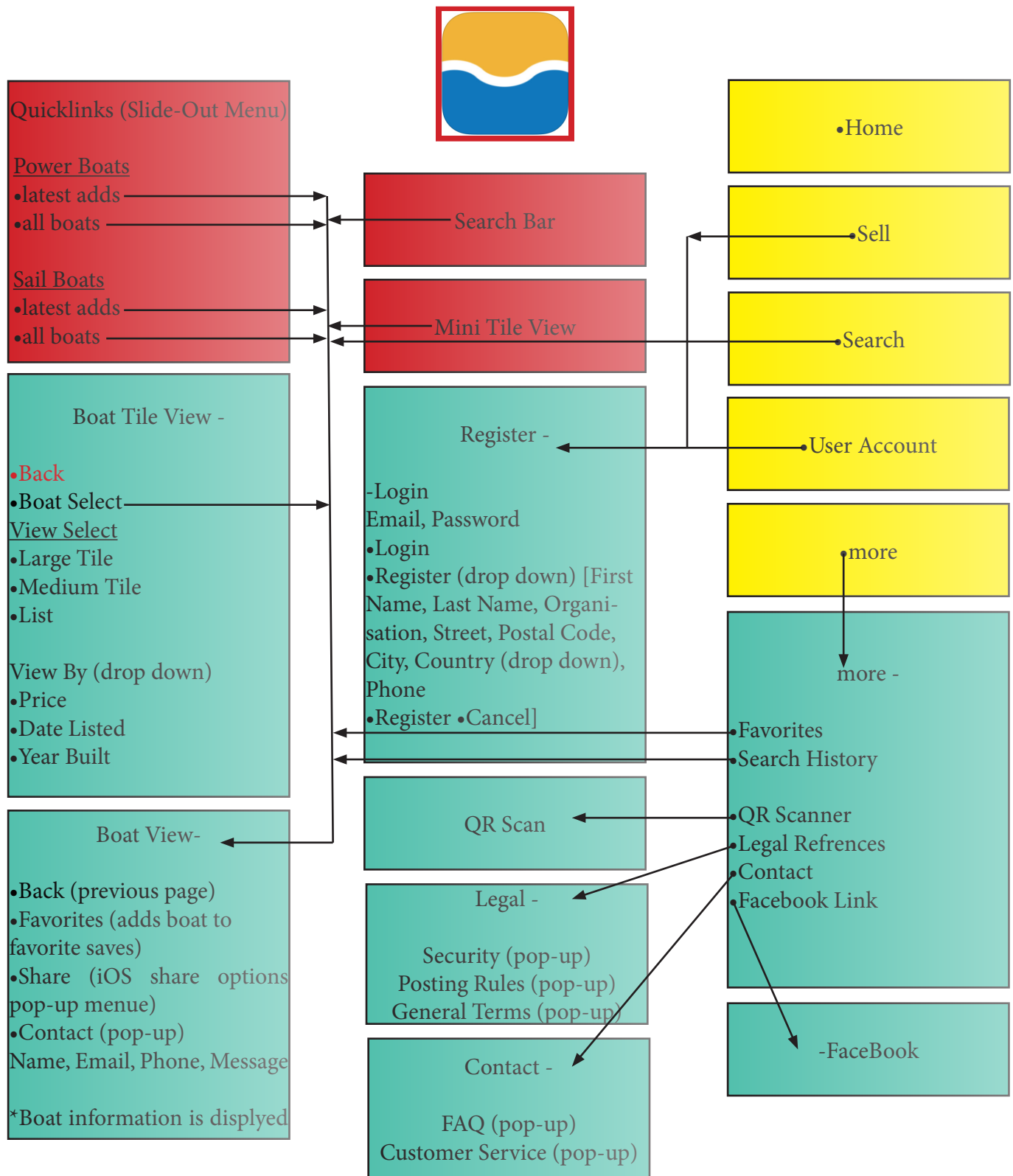- ◇ Address TEXT(150)
- ◇ Message TEXT(600)

Indexes

BOAT24.COM APP

Boat24 Summary:

Like the other 2 apps I've deconstructed "boat24" is a Yacht listing apps allowing users to brows Yachts for sale around the world. Boat24 is the most refined of the 3 apps I feel being simple yet well designed and functional. Like the other 2 apps the start screen displays a sliding menu, search bar featured tile boat selection. An additional feature that adds function laity is a set of buttons (Home, Sell, Search, User Account, More) that are present on every screen. I like this feature though what the designer has chosen to use them for could be improved; for example there does not need to be a sell button on every page. Another feature that differentiates this app from the others is allowing the user to register with the site. This gives access to a broader range of users to include individual sellers, buys and brokers, where the other apps only focused on brokers and buyers. Other useful features include a Facebook weblink, terms and conditions, and a QR scanner and a history save. The QR scanner has potential to be used at events/expos or displayed on boats berthed allowing users to get detailed stats within the app from this feature.

Pros and Cons

Pros - Ability to register, more features for users that want to sell there boat through the app or view data through its QR Scan, products are described well and with images and pertinent information, visually appealing design and layout, history save, registration is not necessary to contact the seller (forms provided)

Cons - Excessive features for some users, limited social media intergradation

Quicklinks (Slide-Out Menu)

Power Boats
•latest adds
•all boats

Sail Boats
•latest adds
•all boats

•Home

Search Bar

•Sell

Mini Tile View

•Search

Boat Tile View -

•Back
•Boat Select
View Select
•Large Tile
•Medium Tile
•List

View By (drop down)
•Price
•Date Listed
•Year Built

Register -

-Login
Email, Password
•Login
•Register (drop down) [First
Name, Last Name, Organi-
sation, Street, Postal Code,
City, Country (drop down),
Phone
•Register •Cancel]

•User Account

•more

more -

•Favorites
•Search History

•QR Scanner
•Legal Refrences
•Contact
•Facebook Link

Boat View-

•Back (previous page)
•Favorites (adds boat to
favorite saves)
•Share (iOS share options
pop-up menue)
•Contact (pop-up)
Name, Email, Phone, Message

*Boat information is displyed

QR Scan

Legal -

Security (pop-up)
Posting Rules (pop-up)
General Terms (pop-up)

-FaceBook

Contact -

FAQ (pop-up)
Customer Service (pop-up)

•Back Button =
Back to start screen.

Shows on all screens

BOAT24.COM APP

SQL:

```
INSERT INTO ContactSubmit
(Name, Email, Phone, Address, Message)
VALUES
("Tomas Umholtz", "tumholtz@fullsail.edu", "Shanghai, China", "I'd like to come onboard and take
a look");

INSERT INTO Users
(Email, Password, FirstName, LastName, Street, PostCode, City, Country, Phone)
VALUES
(tumholtz@fullsail.edu, "1234", "Tomas", Umholtz" "Apt 501 17 XinHua Lu", "50022", "Shanghai",
"China", "+8615320103657");

SELECT LegalInfo
FROM Legal
WHERE idLegal = 1;

SELECT BoatInfo
FROM Boats
WHERE idLegal = 1;

SELECT FAQ, CustomerServices
FROM Contact
WHERE idLegal = 1;
```

BOAT24.COM APP

ContactSubmit ▼
- 🔑 idContact INT
- ◇ Name VARCHAR(45)
- ◇ Email VARCHAR(45)
- ◇ Phone VARCHAR(45)
- ◇ Message VARCHAR(45)

Indexes ▶

Users ▼
- 🔑 idUsers INT
- ◇ Email VARCHAR(45)
- ◇ Password VARCHAR(45)
- ◇ FirstName VARCHAR(45)
- ◇ LastName VARCHAR(45)
- ◇ Street VARCHAR(45)
- ◇ PostalCode VARCHAR(45)
- ◇ City VARCHAR(45)
- ◇ Country VARCHAR(45)
- ◇ Phone VARCHAR(45)

Indexes ▶

Boats ▼
- 🔑 idBoats INT
- ◇ BoatsInfo LONGTEXT

Indexes ▶

Legal ▼
- 🔑 idLegal INT
- ◇ Legalinfo LONGTEXT

Indexes ▶

Contact ▼
- 🔑 idContact INT
- ◇ FAQ LONGTEXT
- ◇ CustomerService LONGTEXT

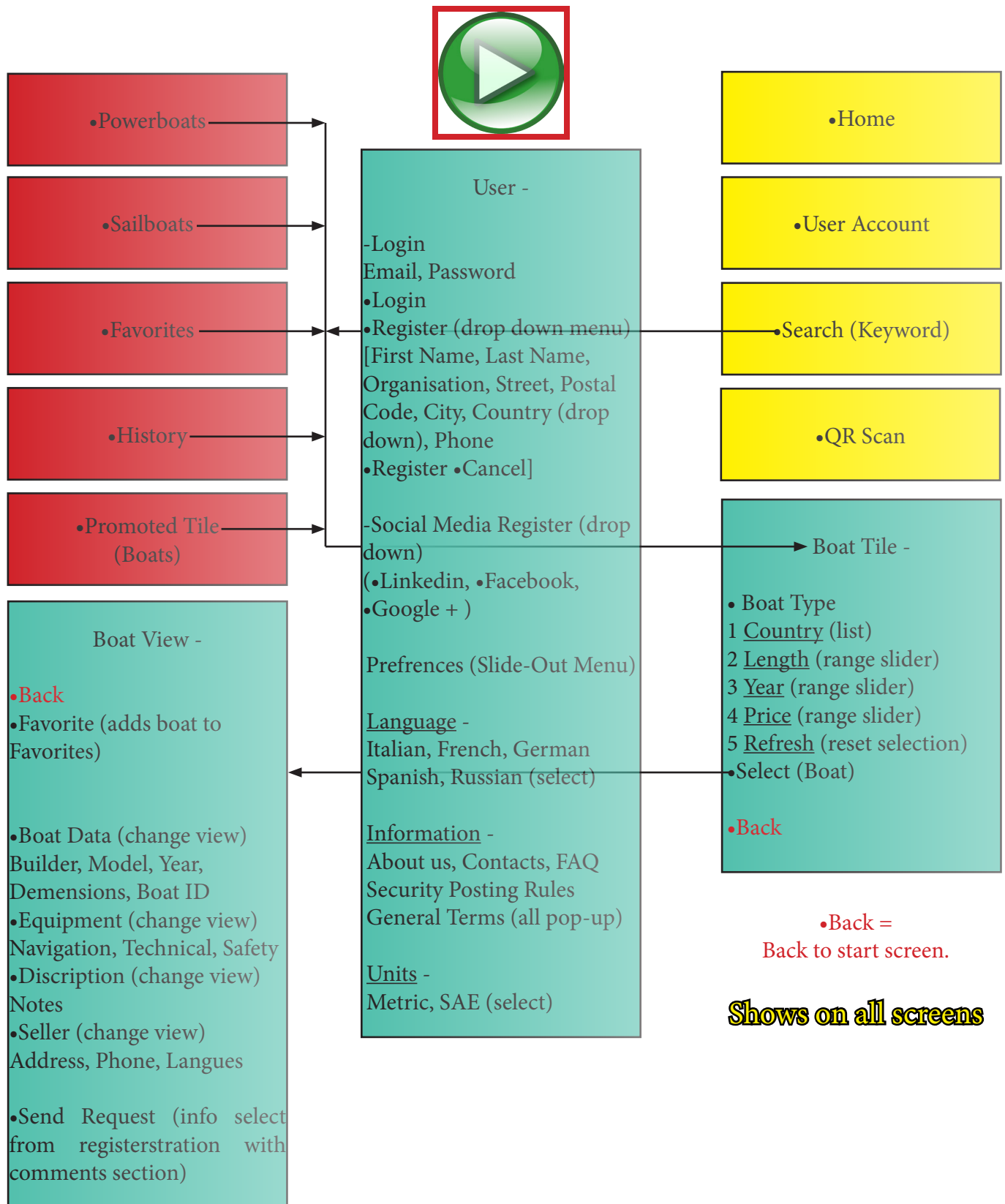Indexes ▶

"MY CUSTOM APP"

"My Custom App" Summary:

For my custom app I decided to focus on the buyers and the brokers with out the ability to privately list. I removed form intergradation but added individual and social media registration features that allow users/buyers to create a profile or use social media logins which they can use to contact the sellers. I kept the kept buttons that display on every page (Home, User Account, Search, QR Scan) as well as "History, Favorites, Promoted Listings, and category (Powerboat and Sailboat) placing those on the start screen. Tile view for selecting individual boats gives list and range filters for refining searches and the product view is simple with tabs displaying pertinent information and images. I kept the QR Scan because I feel it could be useful at events/ expos.

Pros and Cons

Pros - Ability to register individually or via social media such as Google + Linked in or Facebook, ability to contact sellers with registered info alleviating the need to fill a form for every transaction, an intuitive start screen including important search features

Cons - Listing not available to individual sellers

•Powerboats

•Sailboats

•Favorites

•History

•Promoted Tile (Boats)

•Home

•User Account

•Search (Keyword)

•QR Scan

User -

-Login
Email, Password
•Login
•Register (drop down menu)
[First Name, Last Name, Organisation, Street, Postal Code, City, Country (drop down), Phone
•Register •Cancel]

-Social Media Register (drop down)
(•Linkedin, •Facebook, •Google +)

Prefrences (Slide-Out Menu)

Language -
Italian, French, German Spanish, Russian (select)

Information -
About us, Contacts, FAQ Security Posting Rules General Terms (all pop-up)

Units -
Metric, SAE (select)

Boat Tile -

• Boat Type
1 Country (list)
2 Length (range slider)
3 Year (range slider)
4 Price (range slider)
5 Refresh (reset selection)
•Select (Boat)

•Back

•Back =
Back to start screen.

Shows on all screens

Boat View -

•Back
•Favorite (adds boat to Favorites)

•Boat Data (change view)
Builder, Model, Year, Demensions, Boat ID
•Equipment (change view)
Navigation, Technical, Safety
•Discription (change view)
Notes
•Seller (change view)
Address, Phone, Langues

•Send Request (info select from registerstration with comments section)

"MY CUSTOM APP"

SQL:

INSERT INTO ContactSubmit
(Name, Email, Phone, Address, Message)
VALUES
("Tomas Umholtz", "tumholtz@fullsail.edu", "Shanghai, China", "I'd like to come onboard and take a look");

INSERT INTO Users
(Email, Password, FirstName, LastName, Organization, PostCode, City, Country)
VALUES
(tumholtz@fullsail.edu, "1234", "Tomas", Umholtz" "Personal", "50022", "Shanghai", "China",);

INSERT INTO Language
(Language)
VALUES
(English);

INSERT INTO Units
(Language)
VALUES
(A);

SELECT Contacts, FAQ, SecurityRules, GeneralTerms
FROM InformationiD
WHERE InformationiD = 1;

"MY CUSTOM APP"

SQL (Continued):

```
SELECT Builder, Model, Year, Dimensions, BoatId
FROM BoatsData
WHERE idBoatData = 1;

SELECT Notes
FROM Description
WHERE idDescription = 1;

SELECT Equipment, Boat
FROM BoatView
WHERE idDescription = 1;

SELECT Equipment, BoatData, Description, Seller
FROM BoatView
WHERE idBoatView = 1;

SELECT Address, Phone, Language
FROM Seller
WHERE idSeller = 1;

SELECT BoatType,Country, Length, Year, Price
FROM BoatTile
WHERE idBoatTile = 1;
```
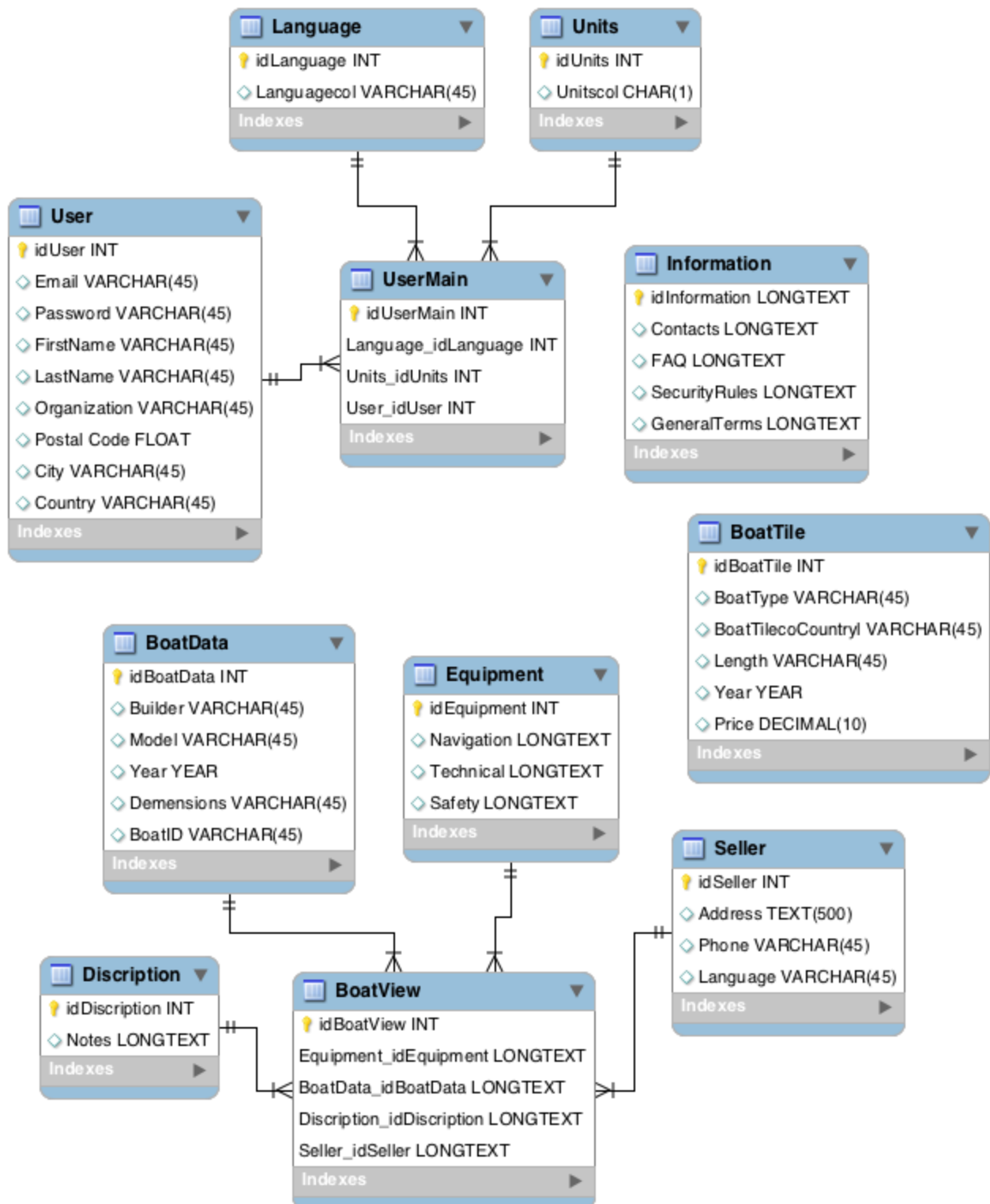
"MY CUSTOM APP"

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•Boat24.com - The Yacht Market on the App Store. (n.d.). Retrieved May 15, 2016, from https://itunes.apple.com/us/app/boat24.com-the-yacht-market/id462701411?mt=8

•Yachtall.com - Bootsbörse weltweit. (n.d.). Retrieved May 15, 2016, from https://itunes.apple.com/de/app/yachtall.com-bootsborse-weltweit/id977617537?mt=8

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