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What's On:
User Manual
Version 0.3

AppBar Ltd.

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Version Control

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0.2	21/05/2023	JC	Created section headings and structure.
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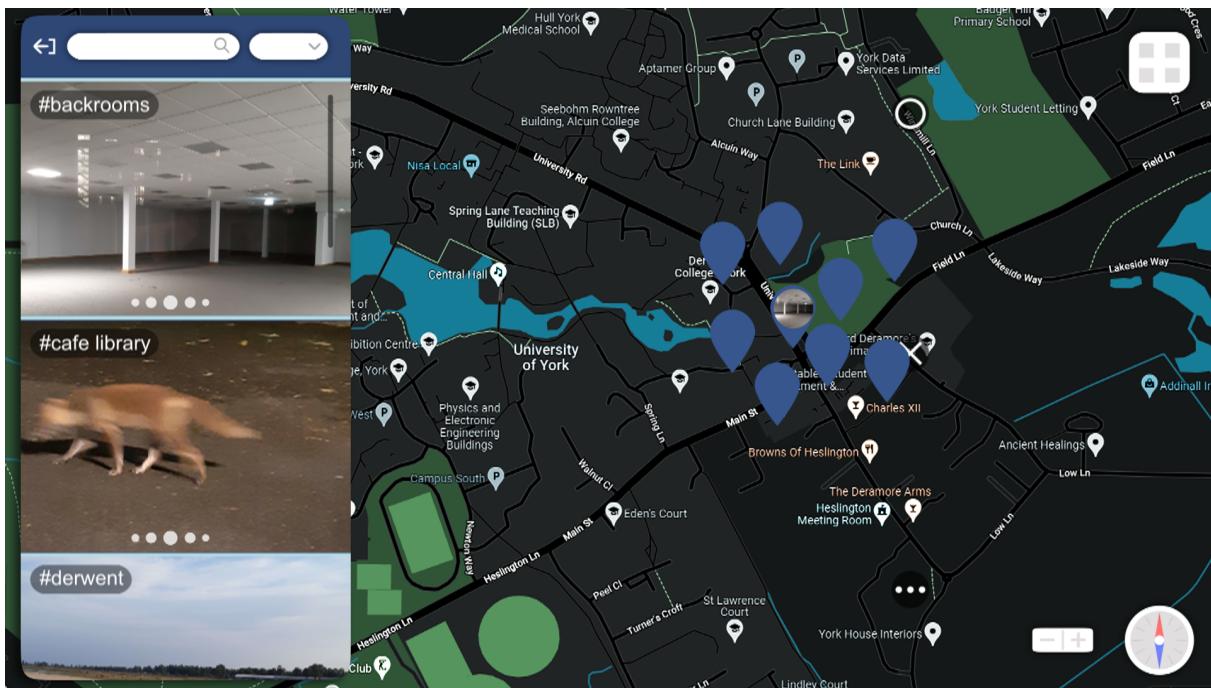


Figure 1: The *What's On:* App

1 Welcome to *What's On:*

What's On: is a new form of social media, which operates on a local scale. It is designed for social users to be able to use intuitively, without referring to this manual. However, this guide has been constructed to help organisations and verified users of *What's On:* get the most out of the service. Additionally, social users may find this guide helpful if they wish to improve their posts.

What's On: is a product in two parts, the desktop app (shown in Figure 1), and the subscription service. Organisations receive the desktop app at no extra charge when they purchase a subscription, details of which can be found on the AppBar company website. Organisations can freely distribute the app to their users, but the maximum number of user sign-ups available changes depending on the subscription tier. Additional one-off purchase options are available to have the desktop app re-branded or customised.

Once you have purchased a subscription, the next step is to choose a customised map. The custom map allows you to highlight locations in a way that suits you. Depending on your customisation options this can involve choosing a geographical area within our existing UK map, choosing a custom colour theme for the map, or even working with our graphic designers to create a fully custom map. This can include organisation branding and logos, or custom graphics of buildings and geographical features.

1.1 Installation

The desktop app is a Java application which requires the installation of the Java Runtime Environment (Java RE) and VLC media player.

- Java is freely available from <https://www.java.com/en/>.

- VLC media player is freely available from <https://www.videolan.org/vlc/>.

What's On: also requires an internet connection; a WIFI connection to wired broadband or a 4G wireless internet connection is recommended. The social posts may feature audio or video content, so a good connection speed will enable you to get the most out of the app.

Once you have installed Java and VLC, and connected to the internet, you should be ready to run the app.

1.2 The User Interface

The desktop app uses a straightforward user interface which opens to show the organisation's map. Figure 2 illustrates the basic layout of the desktop app. The map is displayed on the larger central 'main screen'. You can use your mouse, track-pad or touchscreen to move the map around or zoom in and out.

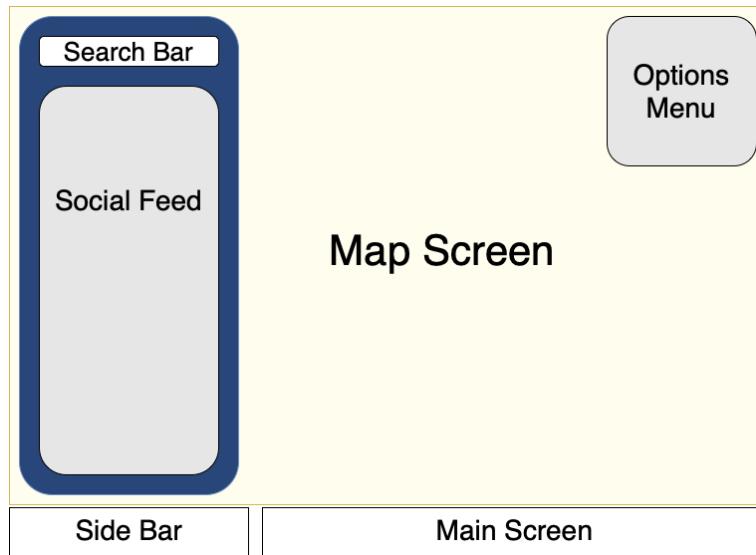


Figure 2: Overview of the user interface.

In the top right-hand corner of the map interface is the Options Menu, from which you can reach the Login window, Upload window and Help.

To the left of the main screen is the sidebar, which contains a search bar and the social feed. The sidebar can be minimised so that the social feed is hidden, allowing the map to fill the screen.

2 *What's On:* For Organisations

Organisations, businesses or individuals can buy a subscription to *What's On:*. When you buy a subscription, the AppBar team creates a new network which is only open to you. You can then distribute accounts to users up to your user limit, there is no limit to the number of users that can access the app without an account.

Users with accounts can leave social posts (with videos, photos, audio, text and graphics), on events created by accounts you have verified. Users without accounts can still use the app to

view social posts by other users, however, an account is required to post them. Using this system, you can limit who is able to post publicly, making the network easier to moderate and control.

2.1 Creating Your Map

Each subscription to *What's On:* entitles you to a custom map. The custom map allows you to highlight locations in a way that suits you. Any subscription will enable you to use a custom area within our standard UK map. This map has a good level of local detail for most areas, showing roads, buildings and key landmarks. For many organisations, this map will already have enough detail built in for their user's needs, especially those whose events span a large area such as a town or city centre.

However, for organisations whose events span a smaller geographical area, a greater level of detail may be desired. For example, to display events taking place in different rooms within the same building, the standard map is not detailed enough. Alternatively, you may wish to use the standard map, but with a custom colour scheme and company branding and logos. These features are available to customers who purchase an optional re-branding package. For businesses requiring heavy theming, such as theme parks, packages offering a full redesign of the map visuals are available, allowing *What's On:* to integrate seamlessly with your brand.

2.2 Creating Verified Accounts

Once your unique *What's On:* network has been set up, it's time to start promoting events! If you're a small organisation, promoting a small number of events, it may be possible to conduct promotion yourself. However, for larger organisations such as Students' Unions, which may have many events, multiple verified accounts may be desired.

Only Verified Accounts are able to set up new events for promotion, giving events a time, location and hashtag. Each registered event shows up as a marker on your unique map and is visible to your whole network. All Registered Accounts are then able to create social posts attached to these events. Promoters can start the buzz by posting promotional content about the event, before allowing natural social momentum to take over.

If you own a subscription to *What's On:* you will be given the ability to assign Verified Accounts, up to your user limit. **INSERT HOW TO CREATE Verified ACCOUNTS**

2.3 Growing Your User Base

Each *What's On:* account is given a unique desktop app, which can be downloaded from a unique web address. Anyone with the link can download the desktop app and use it to view posts from Verified Accounts. This makes sure that there are no barriers to access between your users and your event promotions.

Users who frequently access your *What's On:* map to find events may wish to see social posts by other users. These users may also feel motivated to share their excitement by creating posts themselves! Anyone with your *What's On:* app can use the app to create a new account, so long as you have not yet reached your user limit. Once you have reached your user limit you will either need to delete existing accounts or upgrade your subscription to accommodate additional

users.

3 *What's On:* For Verified Accounts

If you've received a Verified Account for a *What's On:* network, you have additional features which are not open to all users. Registered users who have not been verified to do so are able to create social posts only to existing events. As a Verified Account holder, you can create new events and hashtags as you require, and then post to them.

Verified Accounts are designed to be used by promoters for and members of the organisation running the *What's On:* network. As a Verified Account holder, you will not have control over managing other accounts or the visual elements of the map or desktop app. However, you will be able to create or remove events, and create detailed and exciting posts to promote them!

The easiest way to add and create new events and posts is using the Upload window. To access the Upload window, click on the Options Menu and select the '+' symbol. A general guide to how to use the Upload window can be found in Section 4.1.

However, more advanced users desiring more control may wish to write in exact values for the placement and scaling of objects in their posts. This can be achieved by writing posts directly using a special XML (Extensible Markup Language) specification. A guide to using XML to create posts is given in Section 3.1.1

3.1 Creating Events

3.1.1 Using the XML Schema

3.2 How Hashtags Work

3.3 How Users Interact

After you have created a post for a new event, a marker will appear on the map, showing the event's location. This will be publicly visible to all users of the app, including those without a registered account. Users with a Registered or Verified account will then be able to create additional posts associated with your event.

Posts made by Registered Accounts (who are not Verified Accounts) cannot be seen by users without an account. Only posts by Verified Accounts are visible to users without an account (or who are not currently logged in).

4 *What's On:* For Social Users

If you've received an invitation to a *What's On:* network you can download the desktop app for free to see information about upcoming events! Event posts are tied to a physical location as indicated by pins on the map. If you want to engage with the posts yourself and see what other social users on the network are up to, you can make an account from the login window (see Section 4.7).

Once you have a Registered Account you can start creating your own posts, which will appear in the social feed underneath event posts. These will be visible to all registered users who are logged in to their own accounts. User posts can be found on the map by clicking on the pin for an event, where all of the posts are grouped together. The heat map shows how many people have created posts for each event, so the higher the temperature, the more popular an event might be!

4.1 Creating Posts Using the Interface (*feature in development*)

In the most recent release of the *What's On:* desktop app, posts must be made by writing XML scripts and adding them to the app from your device. A guide for how to write XML scripts can be found in Section 3.1.1. However, there are additional features currently in development to make composing posts easier and more accessible, using a visual interface. This section describes how the new features are planned to function, which you can read now in order to understand how making posts might change in the future.



Figure 3: Opening the Options Menu.

To create your own post on an event, from the main screen, first, click on the Options Menu. Click on the ‘+’ symbol from the pop-up menu to bring up the Upload window. Now you can use the Upload window features to create a post and attach it to an event on the map.

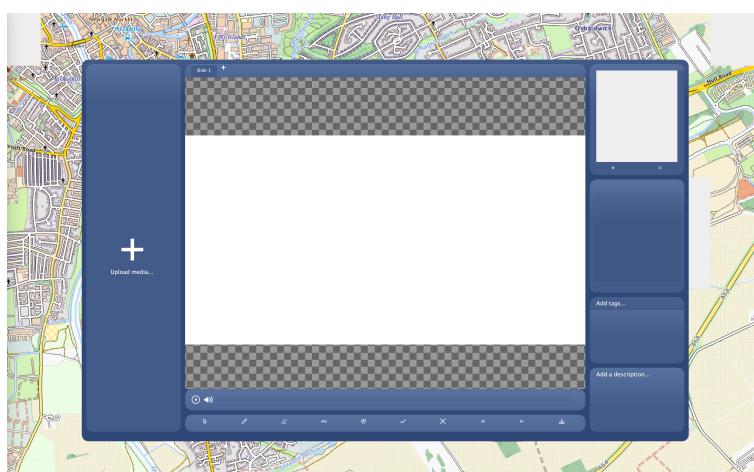


Figure 4: The Upload window.

In the next sections, we'll look at how to add different elements to the presentation in detail. First, however, familiarise yourself with the layout of the Upload window toolbar, which is shown in Figure 5.

The Pointer Tool must be selected whenever you want to move or re-scale something on the canvas. The Draw and Eraser Tools when selected enable you to click and drag on the canvas to draw graphics or erase elements by hand. Clicking on the canvas whilst the Text or Shape Tool will add text or shapes in the place where you click.

The toolbar also contains some function buttons: Upload, Discard, Redo, Undo and Download.

1. The **Upload** button will add your post publicly to your chosen event, and close the Upload window.
2. The **Discard** button will cancel your post and return you to the main screen.
3. The **Redo** button will repeat any changes which have been undone, one by one.
4. The **Undo** button will cancel the most recent change made.
5. The **Download** button will download a copy of your post to your device in XML format.

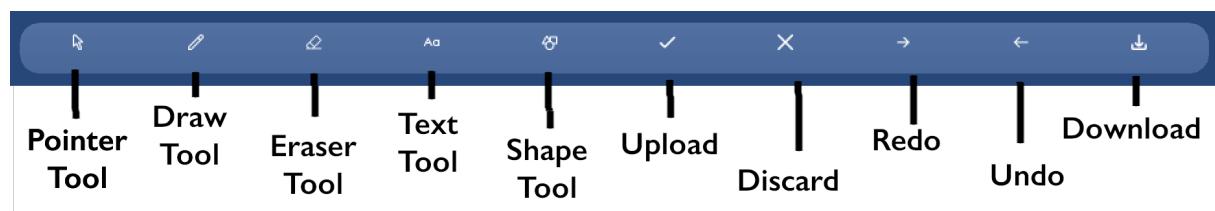


Figure 5: The Upload window toolbar.

4.1.1 Text

To add text to your post, click on the Text Tool icon in the toolbar underneath the post canvas. Next, click anywhere on the post canvas to generate a text box. Shown in Figure 6 is how the Upload window appears immediately after you have added text to the canvas. You can change the text and its attributes (such as font, size and colour), using the attributes editor on the right-hand side of the canvas.

To move your text to a different location, or resize the text box, select the Pointer Tool icon in the toolbar. You can then click and drag on the body of the text box to move it around or click and drag the corner markers to resize the text box.

4.1.2 Graphics

To add graphics to your post, you can use the Draw Tool or the Shape Tool. To use either of these, select their symbol on the lower toolbar (see Figure 5).

When using the Draw Tool, click and drag across the canvas to draw a line. You can then use the Eraser Tool to erase all or a part of any lines that you have drawn. You can also use the Undo button to erase the last line you drew, and the Redo button if you change your mind and want it back again.

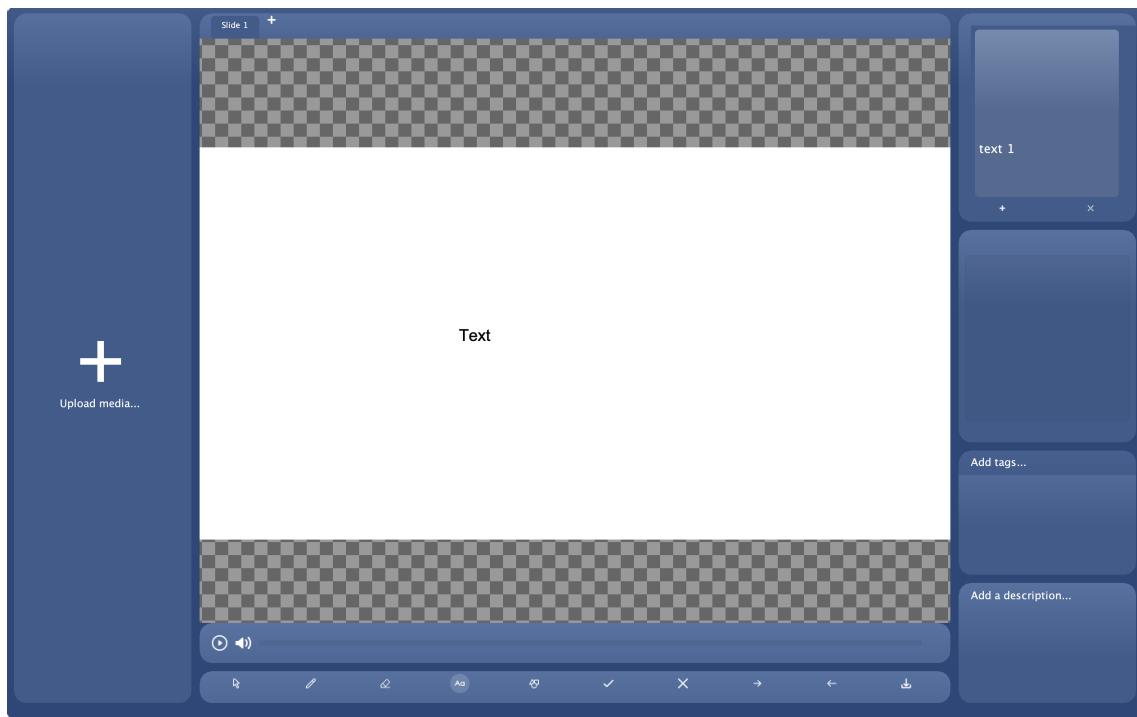


Figure 6: Adding text to your post.

When using the Shape Tool, click on the canvas to add a shape in that location. You can then change the shape's properties, such as colour and number of sides, using the attributes editor to the right of the canvas. If you want to move or resize a shape after adding it, select the Pointer Tool. You can move the shape by clicking and dragging on its body, or resize the shape by dragging the corner markers which appear when it is selected.

4.1.3 Images

To add images to your post, click on the '**+ Upload media...**' panel on the left of the Upload window. This opens a file explorer, from which you can select a file stored on your device to add to your post.

Once your image has loaded into the Upload window, a thumbnail will appear in the left-hand media bar. You can click and drag on images found here and drop them on the canvas.

Once you have placed an image on the canvas you can use the Pointer Tool to move or resize the image. You can move the image by clicking and dragging it, or resize the image by dragging the corner markers which appear when it is selected.

4.1.4 Video

To add videos to your post, click on the '**+ Upload media...**' panel on the left of the Upload window. This opens a file explorer, from which you can select a file stored on your device to add to your post.

Once your video has loaded into the Upload window, a thumbnail will appear in the left-hand media bar. You can click and drag on videos found here and drop them on the canvas.

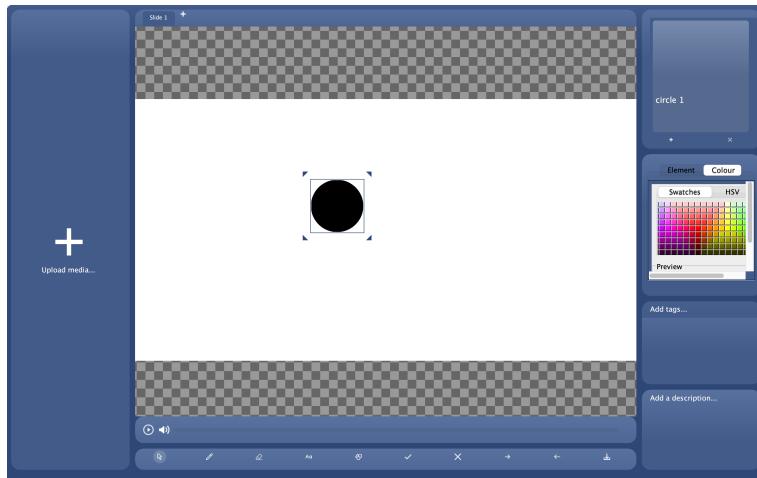


Figure 7: Selecting graphics with the Pointer Tool after adding to the canvas.

Once you have placed a video on the canvas you can use the Pointer Tool to move or resize it. You can move the video by clicking and dragging it, or resize the video by dragging the corner markers which appear when it is selected.

4.1.5 Audio

To add audio to your post, click on the ‘+ Upload media...’ panel on the left of the Upload window. This opens a file explorer, from which you can select a file stored on your device to add to your post.

Audio files are added to your post as a graphical speaker icon which viewers can click on to play. You can change the placement of audio icons by dragging them using the Pointer Tool.

4.2 Editing Event Posts

MAY BE DEPRECIATED

4.3 Post-Expiry

When you create a post and add it to the map it will remain on the map until the event is removed by the organiser. By default, events are set to expire soon after they finish, but the event organiser can change this if they wish.

All *What’s On:* posts are given an automatic expiry date, after which they will no longer appear on the map. This can be set to a custom value in the Upload window when uploading a post.

4.4 Using *What’s On:* Without An Account

Whenever you open a *What’s On:* app, you can access the main map and see verified posts about events. You do not need to have a registered account or be logged in to access these

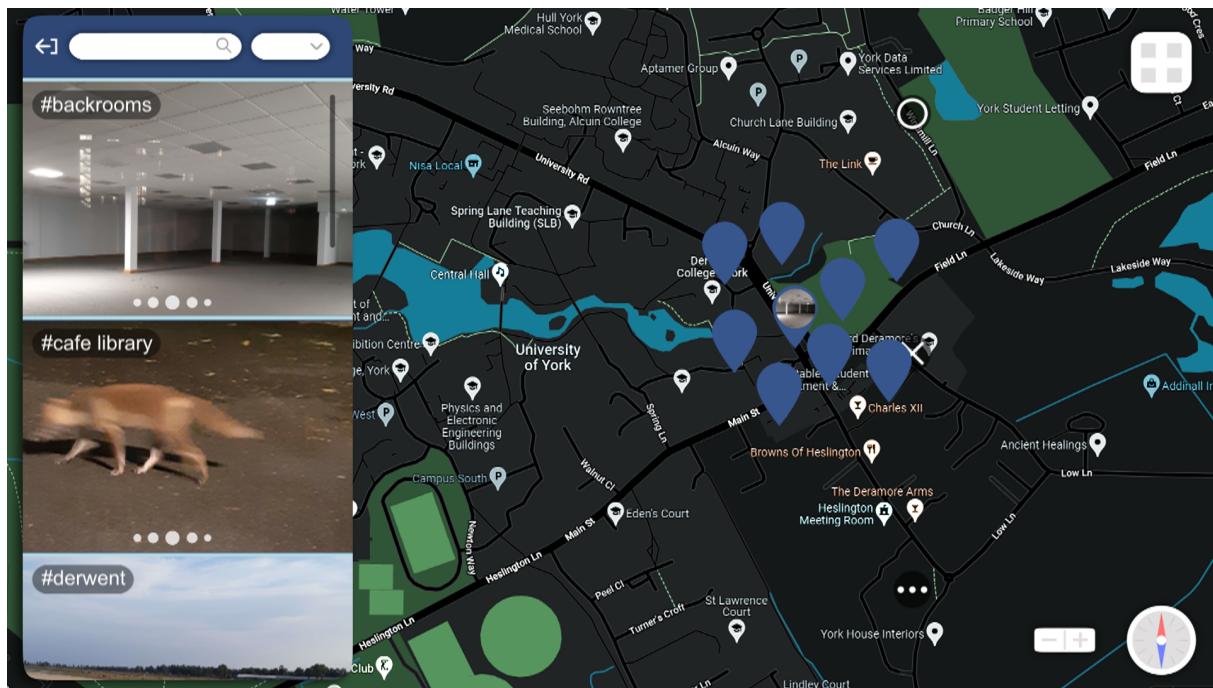


Figure 8: Viewing events posts.

features. However, you will not be able to see posts by users with Registered Accounts or create and share new social posts.

This means that anyone can use the app to find out information about events that are happening in their area and see a representation of popularity using the heat map.

4.5 The *What's On:* Map

When you open a *What's On:* app, you are presented first with the map.

You can navigate the map by clicking and dragging to move around, and by scrolling to zoom in or out. As you move around the app you will see pins in places where events are happening or are scheduled to take place in the future. If you click on a pin, posts promoting each event are shown in the sidebar. Within the sidebar, you can scroll down to see more posts, or click on side arrows to see additional slides for each post.

4.6 Viewing Social Posts

To view posts by users with unverified accounts, it is necessary to be logged in to a Registered Account. If you do not have an account you can create one through the login screen.

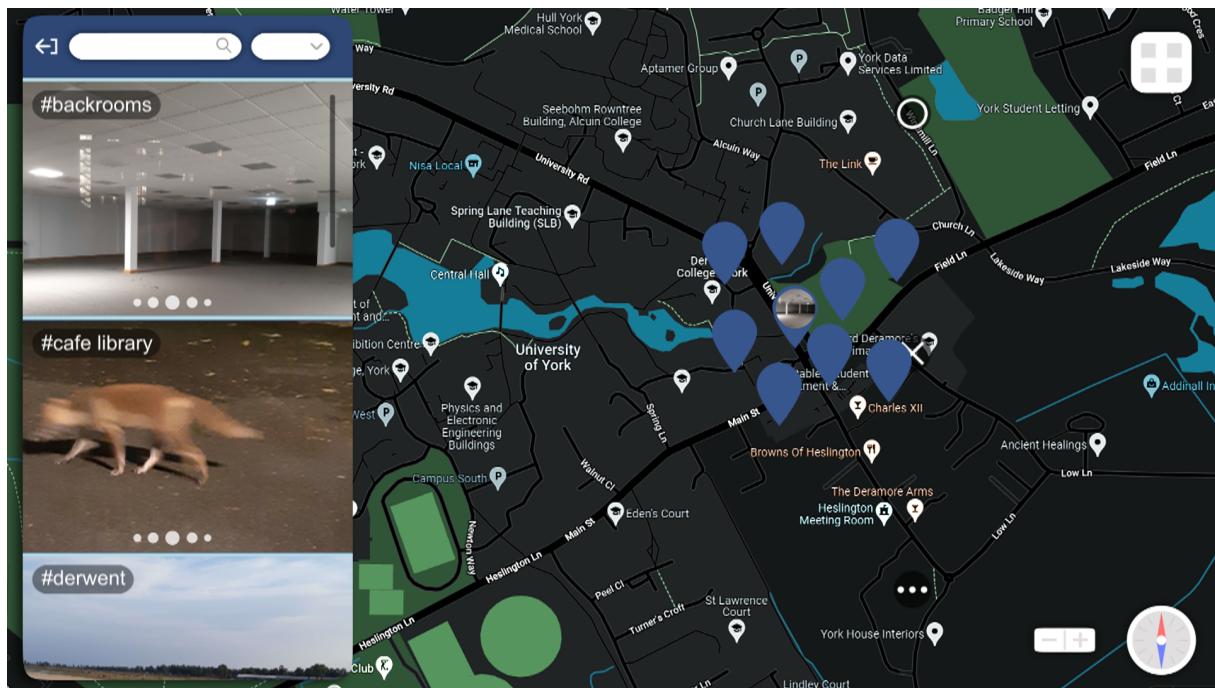


Figure 9: Viewing events posts.

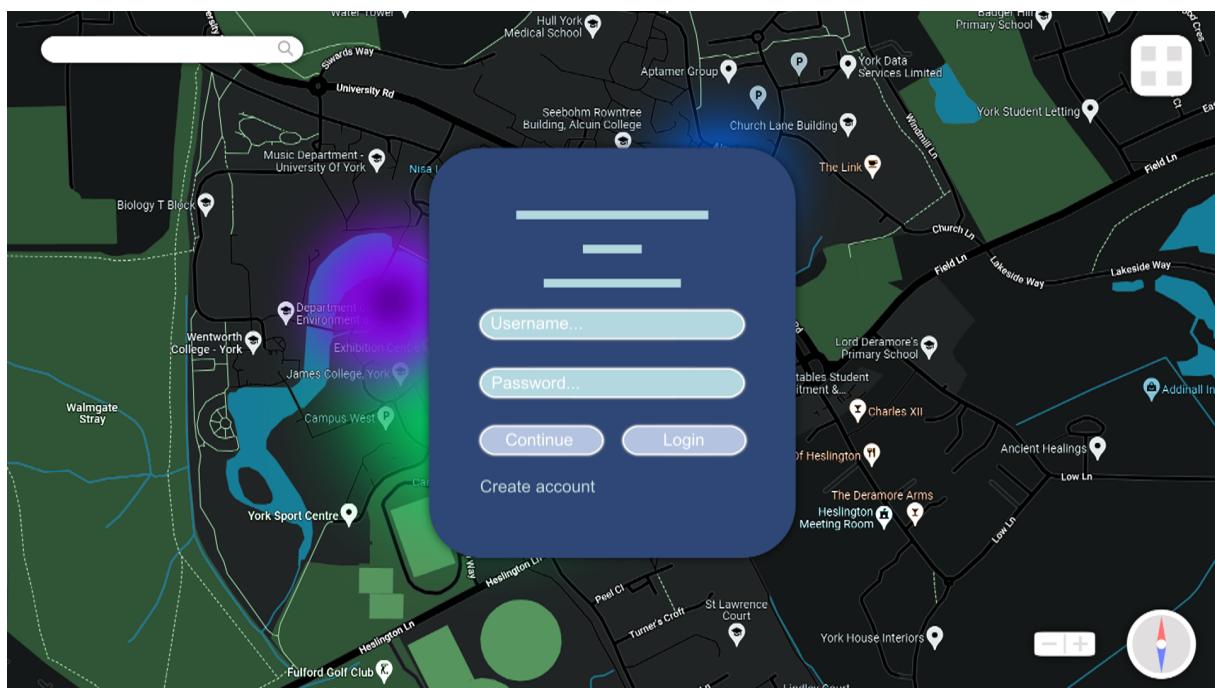


Figure 10: Using the login screen to create a new account.

4.7 Making An Account

4.8 Managing Your Account

A The XML Specification