Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

I want to make a web and mobile application to give people access to buy artistic tee shirts and hoodies.

Description of Intended Audience

My intended audience will be artsy and style oriented people between the ages of 17-32. I want to give original artists an opportunity to display their work and put it on a tee shirt or hoodie. The artist will get paid for their work if they are used.

Core Functionality

Users will have access to many custom designs by various artists. The user can also search to filter their results. Users will also have access to a "shopping cart" so they can view their selections.

Feature Set

- Brows new shirts and hoodies.
- Search for shirts and hoodies.
- Search filter:
    - Tee shirt
    - Hoodie
    - Various sizes
    - Abstract art style
    - Politically oriented art style
    - Celestial art style
    - Futurism art style
    - Graffiti art style
    - Surreal art style
    - Unclassifiable art style
- View a short bio of the shirts or hoodies including images of males and females wearing the selected product.
- List of selected tee shirts and hoodies (shopping cart).
- User Login/Forgot Password/User Sign Up.

Nice to Have

- Track the users preferences and recommend new or existing tee shirts based on the results.
- Tell your Facebook friends about a cool tee shirt or hoodie design.
- Give users a way to view and rate designs in question.

Primary Persona

Jason Damian

"I want my cloths to be as unique as I am."

Jason is starting his first year in collage. He's an artistic kind of fellow and he wants his cloths to reflect that. He wants to stand out and yet still fit in.

Characteristics	Influencers	Pain Points
Age: 19 Education: High school Job Title: Student Tech Familiarity: High Tech Usage: Daily Platform: Snow Leopard OSX	• An eye for art. • Wanting to stand out but still fit in. • Wants a classy site that sells artistic clothing. • One stop shop for any style imaginable. • Wants to show friends how cool he is via social network.	• Can't buy arts clothing on his phone. • Poorly filtered items. • Can't show his friends how cool he is via social network.

Scenarios

Goal:
Finding specific clothing

Jason unlocks his phone and opens the Classy Hoods app. He enjoys seeing all the new tee shirts and hoodies that have recently came out on the front page. When he wants to find something specific, he can filter through a lot of different art styles so he can find that perfect shirt.

Goal:
Showing his friends how cool he is.

It's important for him to show all of his friends via social network all the cool shirts he is looking at or buying. Extremely important.

ACME
interactive

Secondary Persona

Kierra Marcie

"I'm a freelance designer. I use this app to upload my work so that a wide audience can get to see it and possibly wear my designs"
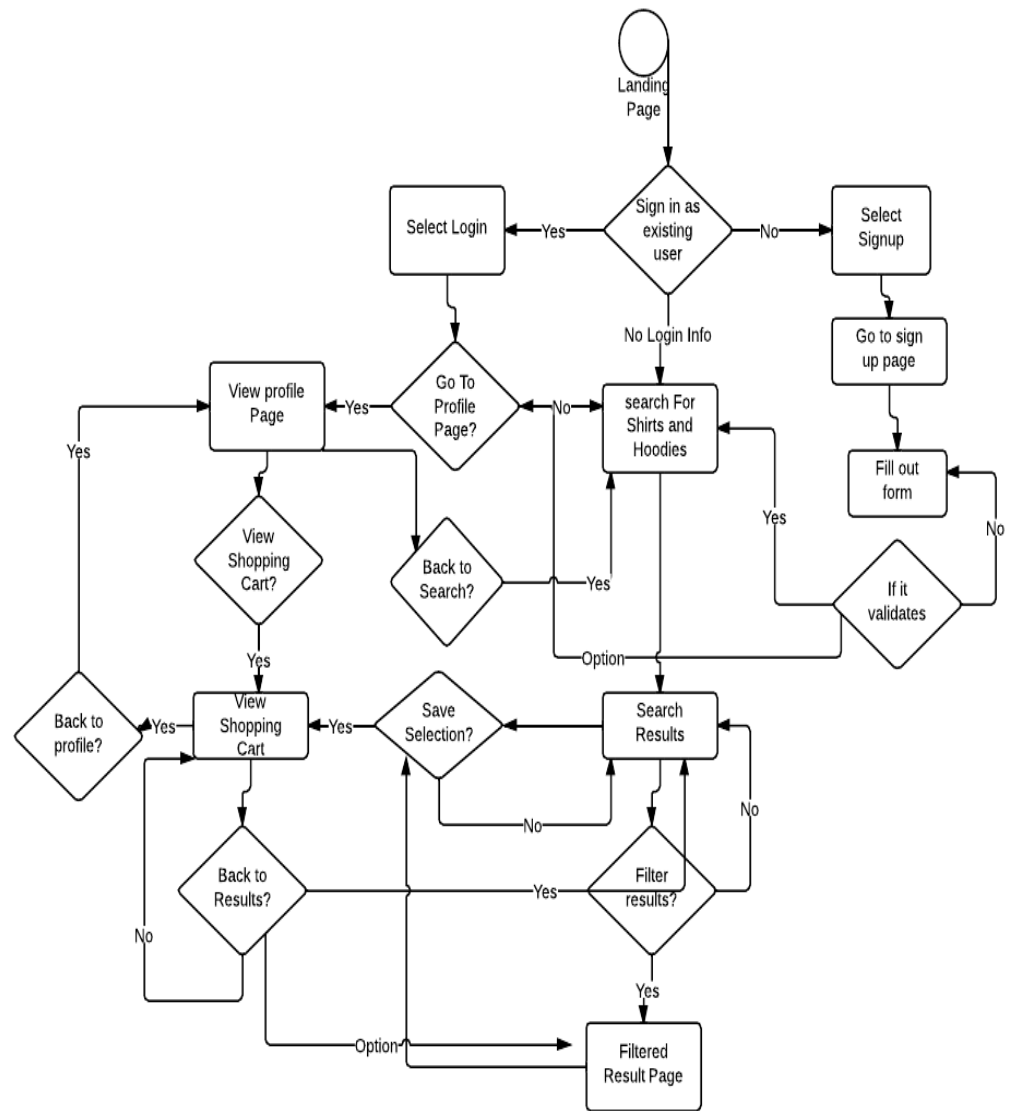
Kierra is passionate about design and has made some cool pieces in her day. She wants to find a way to show her work to a mass audience to get recognized and make a little bit of money in the process.

Characteristics	Influencers	Pain Points
Age: 26 Education: 2 years collage Job Title: Designer Tech Familiarity: High Tech Usage: Daily Platform: Maverick OSX	• A free way to get recognized. • A good rating system. • Other users being able to comment on her work. • The possibility of being paid for her work.	• Having to pay to upload her work. • Not many people rating her work • Getting lost amongst others works.

Scenarios

Goal:
Submitting her designs to be reviewed by others

Kierra has come up with some really nice designs. After looking at the Classy Hoods website, it looked like she found her place to submit her work. She made an account and uploaded a few pieces to be reviewed. After a few weeks over a thousand people gave her positive reviews on one of her designs. It was later turned into a tee shirt and hoodie and she was paid kindly for her work.

Landing
Page

Sign in as
existing
user

Select Login ←Yes

No→ Select
Signup

No Login Info

Go to sign
up page

Go To
Profile
Page?

←Yes— View profile
Page

No→ search For
Shirts and
Hoodies

Fill out
form

No→

View
Shopping
Cart?

Back to
Search?

Yes→

If it
validates

Yes

Option

Yes

Back to
profile?

←Yes— View
Shopping
Cart

←Yes— Save
Selection?

Search
Results

No

Back to
Results?

No→

Filter
results?

No→

Yes→

Yes

Option

Filtered
Result Page

Heuristics Evaluation Sheet

Pick a similar web app and evaluate the design.

Heuristic	Classy Hoods
Visibility of app status Does the app keep users informed about what is going on, through appropriate feedback?	Yes this app uses progress indicator when necessary and pop up dialogue to let the user know what's going on.
User control & freedom Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	The user has access to a global navigation and should not have a problem finding their way around.
Error prevention Does the app eliminate error-prone conditions and present users with a confirmation option?	When buying or uploading a design you will get a confirmation option.
Consistency & Standards Users should not have to wonder whether different words, situations, or actions mean the same thing.	Everything will be consistently styled with similar colors, options, menus, and layout so the user will have a consistent experience no matter the platform.
Recognition rather than recall Minimize the user's memory load by making objects, actions, and options visible.	With the global navigation the user will have access to all parts of the site at any given time.
Flexibility & efficiency of use Reduce the number of steps required by anticipating user needs and enabling customization.	Thought has been put into this site to make it as intuitive as possible with as few dialogue boxes as possible.
Aesthetics & screen design Screens should not contain information which is irrelevant or rarely needed	The screen looks nice and feels nice. There is no irrelevant topics or links on the site just tee shirts and hoodies.
Help users recognize, diagnose, & recover from errors Error messages should be expressed in plain language precisely indicating the problem and solution	The user will get prompted if they fill out their login wrong or enter bad information in the registration. The user will also get prompted if there is a problem uploading an image on to the website.