User Interface Design 2018

ToGather

version 2

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1.   INTRODUCTION

ToGather is a mobile application that is an event backing, tracking and feedback system. It allows users to create ideas and opportunities for local social gatherings. The application allows the organizers to gauge interest and improve their idea before picking a date and getting started with the main work of event organizing. The application allows interested parties to give feedback on the events, and pledge monetary support.

1.1   CONCEPTUAL MODEL

The system allows users to pitch public events to a local audience as an organizer.

The exclusive task of the organizer user is to pitch a social gathering opportunity. Organizers and other users are able to:

- give feedback and comment on a pitch by another person,
- pledge support to a social gathering opportunity,
- indicate interest in participating in a social gathering,
- view followed pitches.

The application comprises an event calendar view, that allows the user to browse through the event pitches. Contacting the event organizer or otherwise following the event adds the event to the user's list of followed events. They may easily access their followed events from their user profile page.

Various forms of giving feedback to the event organizer are enabled. The user may give a public rating, they may pledge monetary support or they may want to discuss with the event organizer in a private conversation. They might offer other kinds of assistance to the event organizer too, offered via public or private discussion. Giving feedback enables the users to start participating in the life-cycle of the event early on.

1.2   DEFINITIONS, TERMS AND ABBREVIATIONS

Definition	Explanation
Example audience	A user who gives feedback and acts as the potential audience for an event.
Organizer	A user who pitches events.
Pitch	The in-app pitch for a social gathering opportunity.
System	The ToGather application.

Table 1: definitions, terms and abbreviations.

2.   USERS AND CONTEXT

This chapter describes the users and the context of use for the application.

2.1   USERS

The target group for this application are all people who want to develop or support events for young people (16 - 25). The age for a user is not limited in general. Everybody can create an account and take part in creating, developing and supporting events. There is only one exception, only people between 16 and 25 can rate the event, because the events should be done for them and also accepted by them. To make sure that only this specific group are able to rate, each user needs to fill in their date of birth during the registration.

In general it is expected that there will be three different types of users:

Type 1:

The user takes active part in creating, developing and supporting events. This type of user will use the application several times a week or even daily.

Type 2:

This type of user is between 16 and 25 and not interested taking actively part in the development of any events but wants to decide which events are good and should take place and which not. The aim of the application is that there are as many people as possible in this group, because it is the hardest type to motivate but most important type of users.

Type 3:

This type only uses the calendar, to look which events are planned and when they are. This type of users is the least important group, because they give no input to the process.

As mentioned before, the Type 2 group is the most important group and needs to be motivated to use this application. One way to reach this is to make the application user friendly and somehow attractive for young people to use. Another way is to motivate the people from Type 3 group to change to Type 2 group. A third possibility is to provide advantages and rewards for those people who rated an event.

2.2   TASKS

Our system does support two steps in creating an event. In step 1, initial event ideas are being shared and users can give feedback to these event ideas. Step 2 is the actual organizing of the event. These two steps will discussed separately as they both have their own main tasks.

STEP 1: EVENT IDEA SHARING

MAIN TASK 1: SHARING YOUR INITIAL EVENT IDEA WITH OTHER PEOPLE.

When the user has a new idea of a certain event, which they would like to see happening in Tampere and potentially organize it, they can share this idea via our system. Other users can comment on this event idea and indicate whether they are interested in the event.

When inputting the event idea, the system should ask for the most important things about the event: a short description of the event (i.e. what kind of activities), the target group of the event (e.g. age, students), an indication of the (minimum and/or maximum) amount of people needed to be going to the event and optionally location(s) where the event could be held.

Furthermore, the system would show the amount of people that have indicated to be interested in the event and should show comments by others to receive feedback about the idea. This feedback can be used to change the event idea and improve it in such a way to be attractive for a larger group or to be even more attractive for a specific target group.

MAIN TASK 2: GIVING FEEDBACK TO EVENT IDEAS.

When the user has no own event ideas, but does want to have an influence on the events that are happening in Tampere, they can browse through the pitches and rate the event. There is also the possibility to comment on the pitches to give tips on how the event would even be more successful. Also, the user can give ideas for, for example, a good location for the event. Main task 2 is restricted for users between 16-25 years old.

STEP 2: ORGANIZING EVENT

MAIN TASK 3: FIRST STEP IN ORGANIZING THE EVENT

When the user's initial event idea seemed to have enough potential to be actually organized, the user can take the first step in organizing the event using our system. The final pitch can be shared, with possible changes with respect to the initial idea. The final event idea should additionally include the location and the date/time of the event. Besides that, the user can create a 'needed list' which contains all the materials and money to organize the event. This way, the example audience knows how they can contribute to the organization of the event.

MAIN TASK 4: SUPPORTING THE ORGANIZATION OF THE EVENT

When the user wants to see which events are happening and when, they can browse through the agenda. Besides that, when the user showed interest in the initial event idea, they would get a notification if the follow-up, final pitch is added to the application. When they wants to definitely go to the event, they can indicate it her/himself as present. In case the user wants to support a certain event, the user can view the needed list and indicate which things they can contribute to. Money can also be transferred to the organizer via the application. This allows the user to actually contribute to relevant events happening in Tampere.

2.3   CONTEXT OF USE

As it is a mobile application, it can be used almost anywhere and in a wide variety of contexts. People might use the application while waiting for a bus, relaxing at home, or in more distractful environments to kill some time. These different environments might influence the way users engage with the system. In more quiet environments, e.g. when being home alone, the user has the time and the focus to think about certain events and form opinions or give elaborate feedback. When being in a more distractful environment, e.g. being surrounded by people while waiting for the bus, the user might use the application for rating events fast and easy. Another thing to take into account is that when you are surrounded by others who are aware of what you are doing, these people may influence your own opinion on events.

The graphical presentation in **Figure 1**. shows different contexts of use and their possible influences on the actual use of the application.
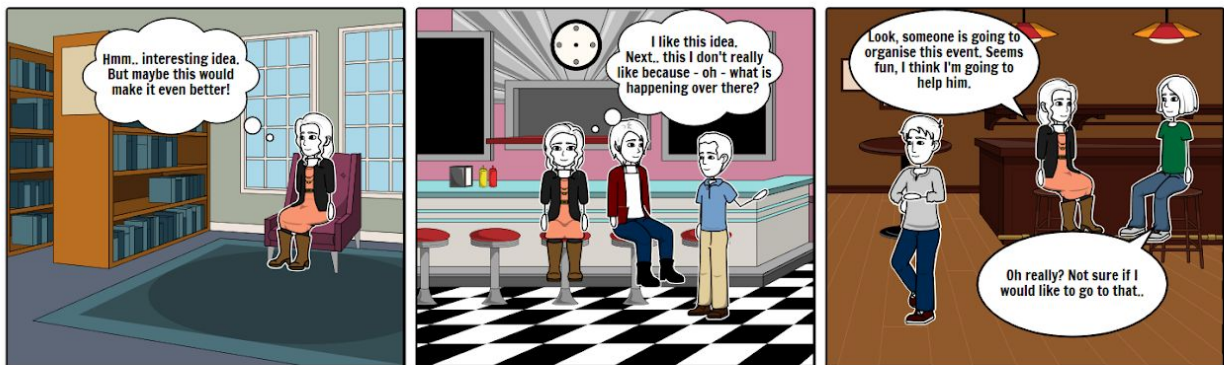

Figure 1: depiction of different contexts of use. Created with storyboardthat.com

3.   HARDWARE

We have chosen the platform to be iOS. The main model device is the iPhone 6. The physical size of the iPhone 6 is 120 mm, and the resolution is 750px × 1334px. Other similar layouts are supported as well. Only the portrait mode will be used in the application. A mockup of the target device is presented in **Figure 2**.

Figure 2: mockup of the iPhone 6 by Wikipedia user Rayukk.

The user will be manipulating the data presented to them within the application via touch and the virtual keyboard. The virtual keyboard will be used to input text-format data and to converse with other users. Giving text input as speech is also supported. They will be exploring the events in the calendar view and event overview. They will be conversing with other users.

The device has a touch screen, which will be the main modality for the user for acting with the application. There will be visuals as well for the user to see. Icons and colors are to be designed as practical and aesthetic in accordance with the style guide (iOS Human Interface Guidelines, 2018).

The main reason for choosing this kind of a device is that it fits the use case. Almost everyone has a mobile device, and most of the mobile devices in use are in this size range. We believe most of the things can be done on this device efficiently, but we may have to add helper utilities or a web user interface for heavy duty information editing.

This specific device was chosen due to general popularity and the fact that we have a model device available in the team.

4.   Navigation Model

Overview of correlation between different states and views is presented in **Figure 3**.
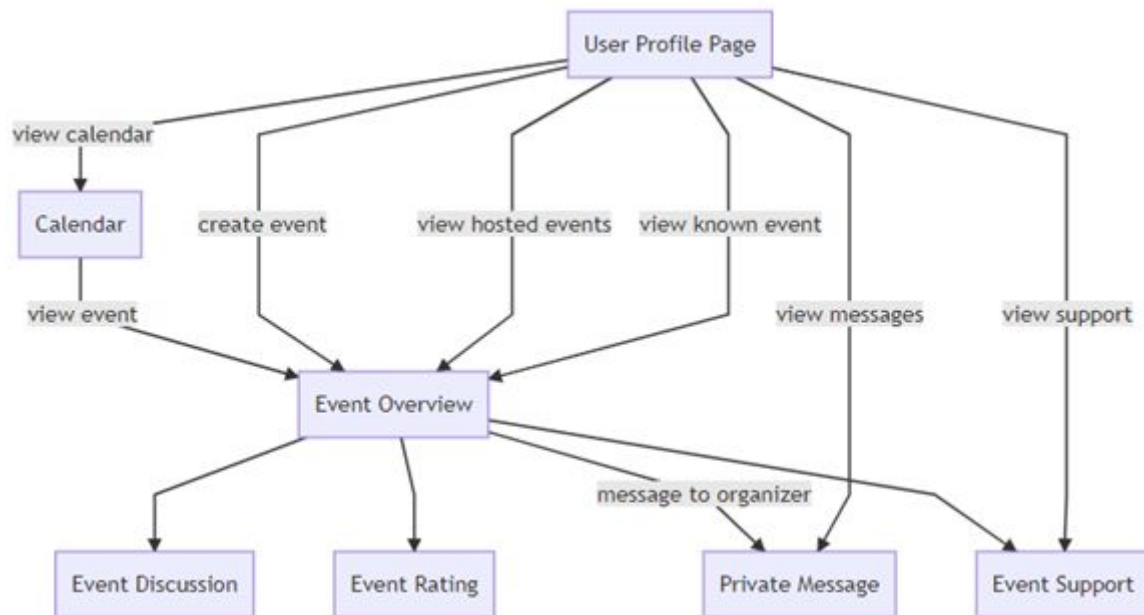
Figure 3: a map of in-app navigation.

In the following part the different DoGo models are represented and explained.

User Profile Page (1)

The page in **Figure 4** is the main page of the user. Here the user can see and change this information and also all events he is actively working on or supporting.
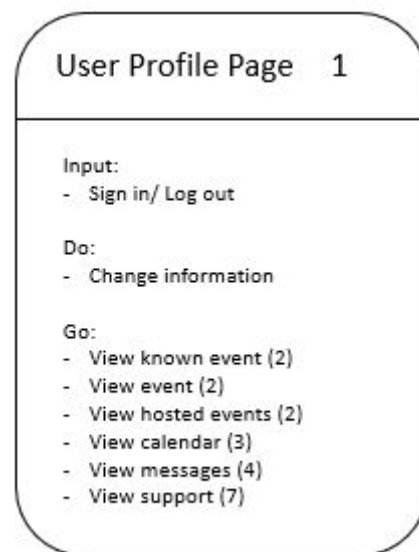
Figure 4: do-go map of the user profile page.

The page is public, so everybody can see the information, except for the support given by the user. The visibility of the information can be set by the user.

EVENT OVERVIEW (2)

The page in **Figure 5** shows the main information of an event and directs to all the subpages of the event.
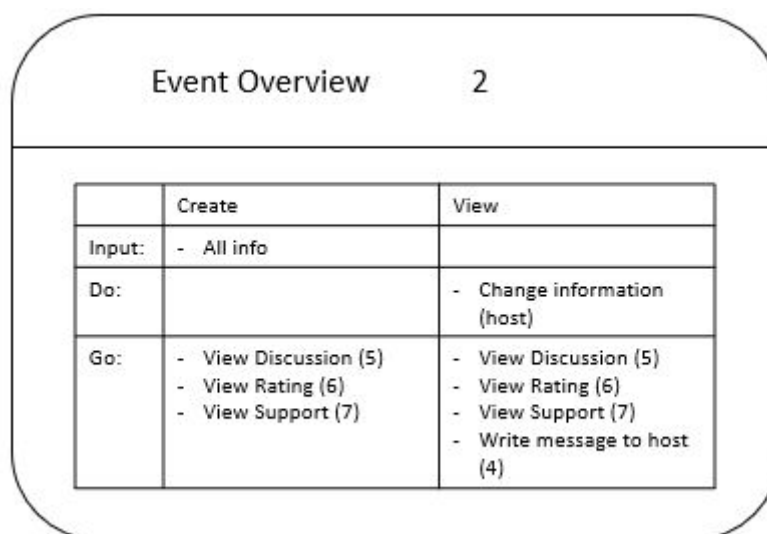

Figure 5: do-go map of the event overview.

This information can only be changed by the host - which not necessarily need to be a single person but can also be a group of people.

CALENDAR (3)

The calendar shows all the event that exist in this application. This includes events, which are still in the brainstorming process as well as events which are finished or even took place already.

Figure 6: do-go map of the calendar.

There is also the possibility to search or filter for events, e.g.: event time/date, event name, event location, event host.

PRIVATE MESSAGE (4)

The private message page is used for writing messages to other users.

It is only possible to write to the *organizer(s)* of an event to ask questions or offer support.
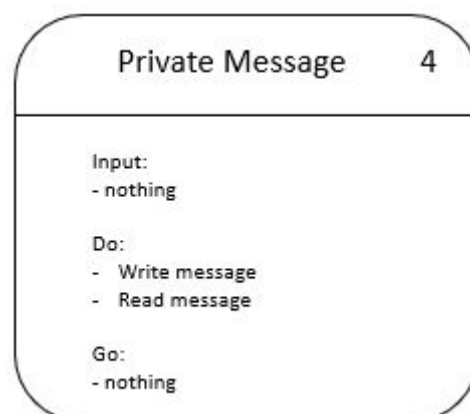

Figure 7: do-go map of the private message -view.

EVENT DISCUSSION (5)

This page is used for discussions concerning an event. All users can open a new thread with a question or a comment to the certain event.

The threads can be commented by any user.

Figure 8: do-go map of the event discussion -view.

Due to this structure it is possible to group questions and different topics, to reduce repetitions.

EVENT RATING (6)

This page is used for the rating for an event.

It is only possible for users between 16 and 25 to rate events, because this is the target group.

Figure 9: do-go map of the event rating -view.

All other users can only see the result of the rating.

The organizer(s) are not allowed to rate themselves even if they are in the target group.

To make sure that only users between 16 and 25 are rating, every user needs to enter his age when he creates an account.

EVENT SUPPORT (7)

This page is used to support an event. It can be supported in several kinds of way. Also all supports are shown on this page, to get an overview what is still needed.

The organizer(s) can also add a needing/wishing list, so that other users can see what is still needed.

Figure 10: do-go map of the event support -view.

Possible support types are for example: money, location, mancraft, decoration.

Supports can also be done completely anonymous. If the setting is anonymous even the organizer(s) of the event cannot see the name of the supporter.

5.   DESIGN

In this chapter, the design of the application is presented in pencil sketches and mood boards. Icons and colors are also described.

5.1   WIREFRAMES

In this stage, we have nine screens for wireframing. We have done our wireframing with hand sketches. In every page of our app, there will be some common designs. Except for login page (**Figure 11**, view #2), all the pages will have our app logo on the top of the screen. The logo is different from the final one, due to the drafts being made before the final logo was selected. Back/exit option are for going to the immediate previous page and exit directly from the app. Explanations and ideas of the design are given below.
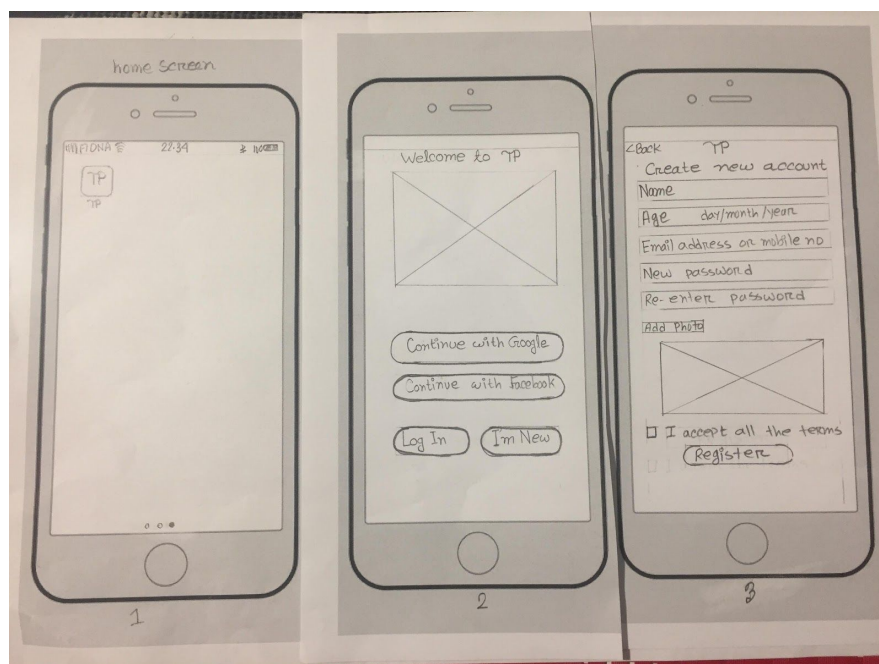
Figure 11: home screen and login screen.

In **Figure 11**, we have three figures. First one (view #1) is the home screen of iPhone 6. Our application will be on the screen after downloading the app from the app store. After clicking on the app it will go to the next page (view #2) and there will be sign up options to create an account, if the user want to create an account they can do it by clicking the preferable login option. Though, anyone can create events in the app but only people aged between (16-25) is allowed to rate the event, in this case, age has to be known to rate an event. So,it is necessary to create an account as this application is for the youth. The user just have to give their email address and password to go to the profile page (**Figure 12**, view #4). In this page (view #2) there will be a welcome title with our app name and under the title, there will be images or videos which are shown by a big box. Users can log in with different options ('continue with google/facebook') or can log in with the direct 'login'

button. If someone is new they have to register first to use this app for that we have a button named 'I'm New' (view #2). **Figure 13** (view #3) shows the page to open a new account. In this page all fields need to be filled in (name, age, email, password, re-enter the password), only add photo is optional. Users can add a photo by clicking 'Add photo' and the photo will be visible inside the box which is under the 'Add photo' button. After filling in all the fields users have to tick the conditions term and finally have to press the register button to create a profile.
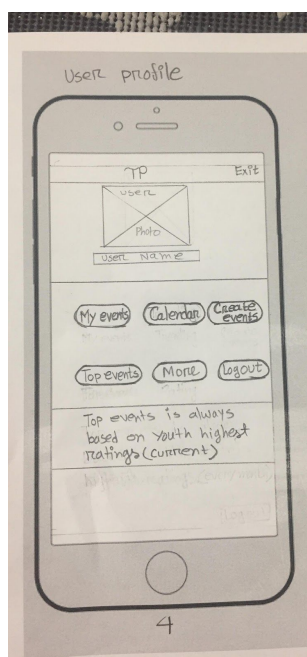
Figure 12: the user profile page.

Figure 12 (view #4), is our user profile page. In this page, we have users photo and name at the top of the page. This page has 6 clickable buttons such as My event, Calendar, Create events, Top Events, More and Logout button. At the bottom of the page, a permanent text is written 'Top events is always based on youth highest ratings(current)'. This text is written so that other user who is not aged between (16-25) can understand the meaning of 'Top Events' as they can only create events and reply to the discussions if that particular event is hosted by them. 'Top Events' is filtered by youth events which they liked the most. By clicking the buttons of this page app will go to the dedicated page directly which is described below. 'Logout' button is for exit from the profile. 'More' button is not showing below. Inside the 'More' button there will be some options such as Edit profile, Block someone etc.
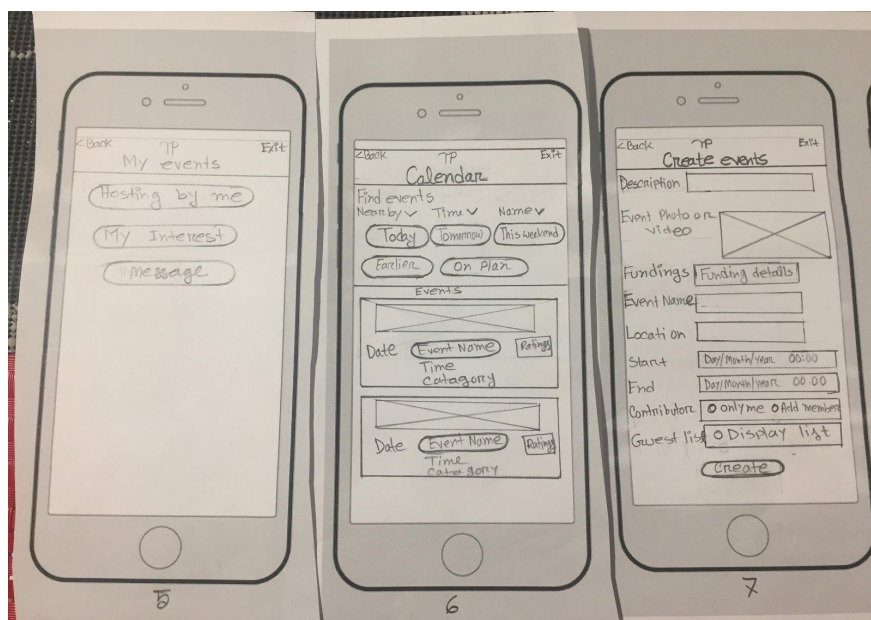
Figure 13: My events, Calendar and Create events option.

'My events' (view #5) have three buttons such as Hosting/Organized by me, My interest and Message. 'Hosting/Organized by me' shows all the events which are organized by the user, 'My interest' shows the events that the user wants to go or interested and, 'Message' shows the message from other users where they can discuss about the event.

From 'Calender'(view #6) the user can filter events by different options such as nearby(location), time, name, date. In this page (calendar) there will be always some trending events showing which is shown under the 'Events' text within a box. Inside the box, there will be event details. If anyone wants to see the more about event details than the user has to click the button 'Event name' which is inside the box.

'Create events' (view #7) is the page for creating an event with requiring some information. After providing the information, the user has to click the 'Create' button which is given at the bottom of the page.
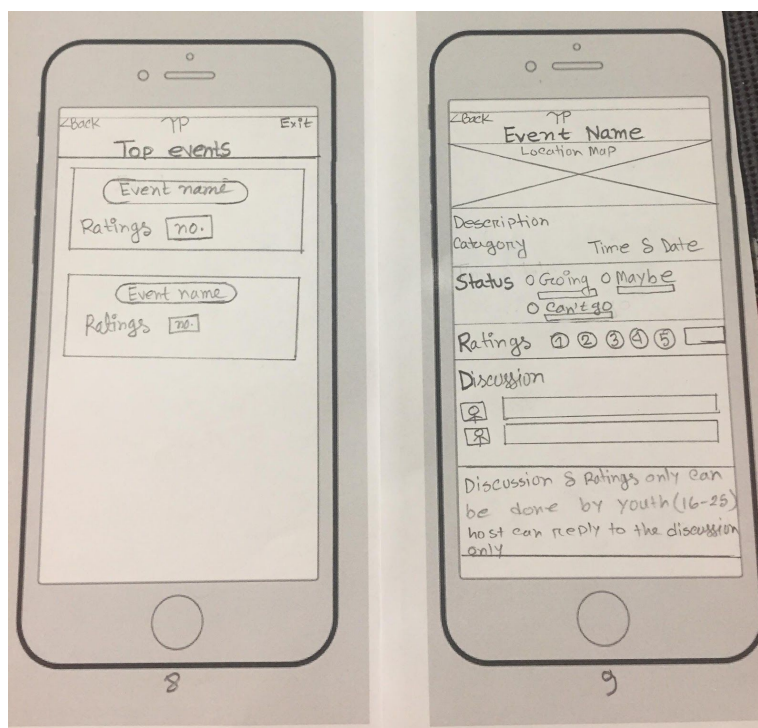
Figure 14: Top events and Event name.

Top events (view #8) will show the most liked or highest 'Ratings' events which will be done by the youth (16-25). From this page, it will be easier for the younger people (16-25) to find out which events are liked by there similar aged people and they can easily find out the event information.

'Event Name' (view #9), is the page from where users can find out the particular event details and also most important they can rate and discuss about the event (In the 'Event Name' place there will be the event name e.g., if the event name is 'Fireworks' then 'Event Name' will be 'Fireworks etc.) For example, if the user click on any event name it will direct the user to this page (view#9).This page is same for all the 'Event names' in every pages (In which pages this button 'Event name' exist). There is also another option called 'Status'. From 'Status' user can select their preference (Going, Can't Go, Maybe). This page will also show the current 'Ratings' and 'Status' which is shown by a box after all 'Ratings' option and after each 'Status' option. By this, the user can see the situation of the event for example if the current 'Ratings' are showing 3 and 'Status' is showing that 20 people are going to this event then the user can see the popularity of this event.

5.2   MOOD BOARD

For the mood board we tried at first several different background colour and found out that the best looking is a dark blue. Afterwards, we inserted buttons with different colours and decided then for the colour dark blue and purple, because of the contrast and the nice mood.

Figure 15: button color.

Afterwards we continued with changing the style and the border from the button itself. As you can see in the next picture we picked the same button in both colours with and without border. We decided for the buttons without the border, because the contrast is higher and we liked it more.
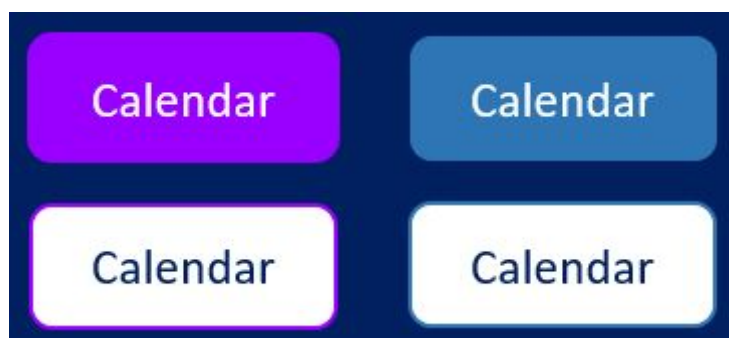

Figure 16: border style.

The next thing to figure out was, if there should be a icon included in the button and some changings of the form and size of the button. We decided that we prefer the the buttons without the icon. Because they are in our opinion better to touch and also did we prefer the styling of the buttons.
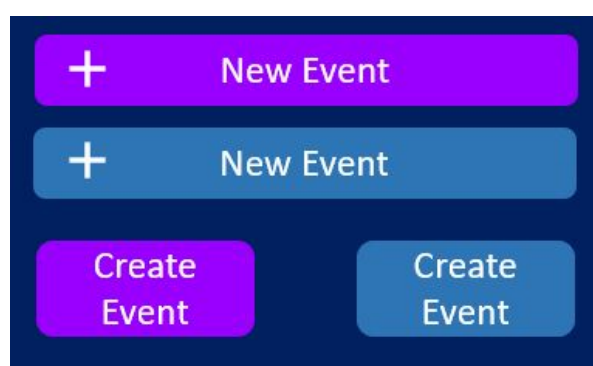
Figure 17: button shape.

As a result from the mood board we came to the conclusion, that the background colour should be dark blue and the buttons have a nearly quadratic shape and have either the colour blue or purple.

Figure 18: color result.

5.3   COLOR DESIGN - JANNE

The chosen color design was primarily based on the mood board in which several color combinations were tested. As can be read in section 5.2, these color combinations were created by choosing a different background color, button colors and text color. The chosen color design felt the best in the way that it has a modern and 'easy' look. We also have chosen for a darker background as lately more applications and websites provide dark modes that are often preferred by the user.

Besides that, we knew that blue is a safe choice as it is the 'most' preferred color across cultures according to some studies. The theory is that the blue color is associated with positive things such as the blue sky (Bolton, 2015; Ioana, 2017).

Our design fulfills the ten commandments of color in several ways. First of all, it only uses a limited amount of colors. As the design only includes (maximum of four) blue tone colors and white it is relatively easy on the eyes and there is no risk of 'clashing' colors or a too extreme/busy look. The (darker) blue design in combination with the white text results in a good contrast which makes the text easy to read. Besides that, buttons, input fields and 'show event' buttons all have the same color throughout the design to make it consistent, i.e. the same color is used for grouping related elements. Lastly, the buttons have a high value, high saturation color to draw attention and are therefore not easily missed.

5.4   ICON DESIGN - JANNE

The icons that we used in our app are already existing System Icons by Apple (iOS Human Interface Guidelines, 2018). These icons are already familiar to iPhone users and therefore their function and meaning is easily recognizable. The icons used in our application can be found in **Figure 19**. In the application, the icons are white as to fit with our color design and increase visibility (i.e. higher contrast).

Figure 19: the 'rate' icon, the 'home' icon, the 'back' icon and the 'love' icon.

Only a limited amount of icons are used in our application. It was tried to add more (System) icons into the design, as this might simplify the design or add extra clarity to certain buttons or functions. However, we did not manage to implement more icons in such a way that we felt that it made sense in our overall design. Therefore, we only used the icons displayed in **Figure 19**.

With this limited amount of icons, we feel that we keep a consistent design. We could have made more use of System Icons and have created Custom Icons for, for example, the buttons instead of (or in addition to) the text we have now. However, our application has quite some functions that are spread out over the different screens. Therefore, custom icons might not be reused that often and learning the meaning of those icons might not be worth the effort. Additionally, applying only system icons to some of the buttons might result in an inconsistent and unbalanced design.

5.5   OVERALL DESIGN- FARIDA

In the first phase, we used pen and paper for wireframing. After that we have designed interactive prototype where we did some changes in the main prototype design. In the first phase we had six operations in the user profile page (wireframe: view#4, **Figure 12**) later on we make it four (Trending events, My events, Create events, Logout (**Figure 20**)) to avoid so many options. We removed the 'top event' option as from the event ratings we already can see which events are liked more by young people. So, It's not necessary to keep the 'Top Events' option and also removed the 'More' option we don't see any need to block someone as this application is not for only friends, this is a public application.
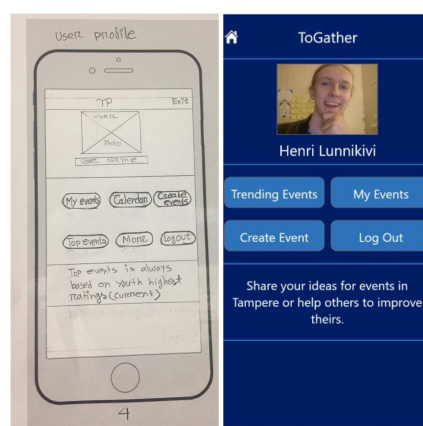

Figure 20: Changes in User profile page.

We have changed the name 'Calendar'(wireframe: **Figure 13**, view#6)   to 'Trending events'(**Figure 20**) as the previous name is not perfect for this page.

In the 'create event' section, we have added a option which is called event status to show the status (brainstorming/organizing) of the event.

In the 'Event name' page which is mainly details about the chosen event, we add a option called 'follow', user can follow the event from that option(Figure 21). We add it because, sometimes people might feel confused whether they go to the event or not. Instead of (going, can't go, maybe) they can follow the event and decide later on about attending that particular party.

Figure 21: Changes in 'Event name' page.

We have removed the box which was beside the stars of the 'Rating' as mobile phone's screen is small so we decided to remove the box from there. In this page we have added two more option (go to event support page, contact organizer). Respectively from these two options the creator of the event can see who send him messages to know about the event and also can reply them back and anyone can donate money for the event by clicking on the 'Go To Event support page' (Figure 22).
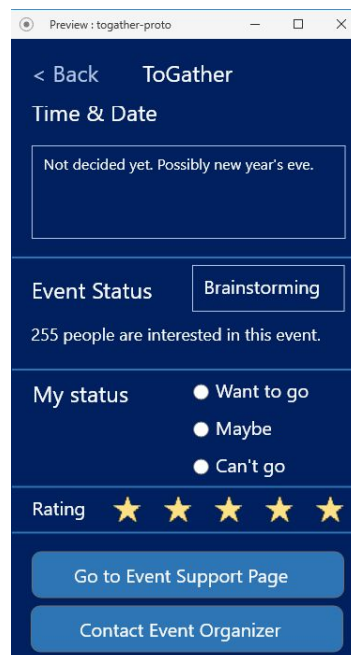
Figure 22: Changes in 'Event Page'.

6. SCREENSHOTS

Here are screenshots of all views in the application, exported as artboards from XD. Page size is constrained by physical hardware, but the images here have the whole view. The names of the views in order of appearance: 1. Welcome, 2. Create Account, 3. User Profile, 4. Trending Events, 4. Create Event, 5. View Event, 6. Event Discussion, 7. Direct Messages, 8. Support Event.
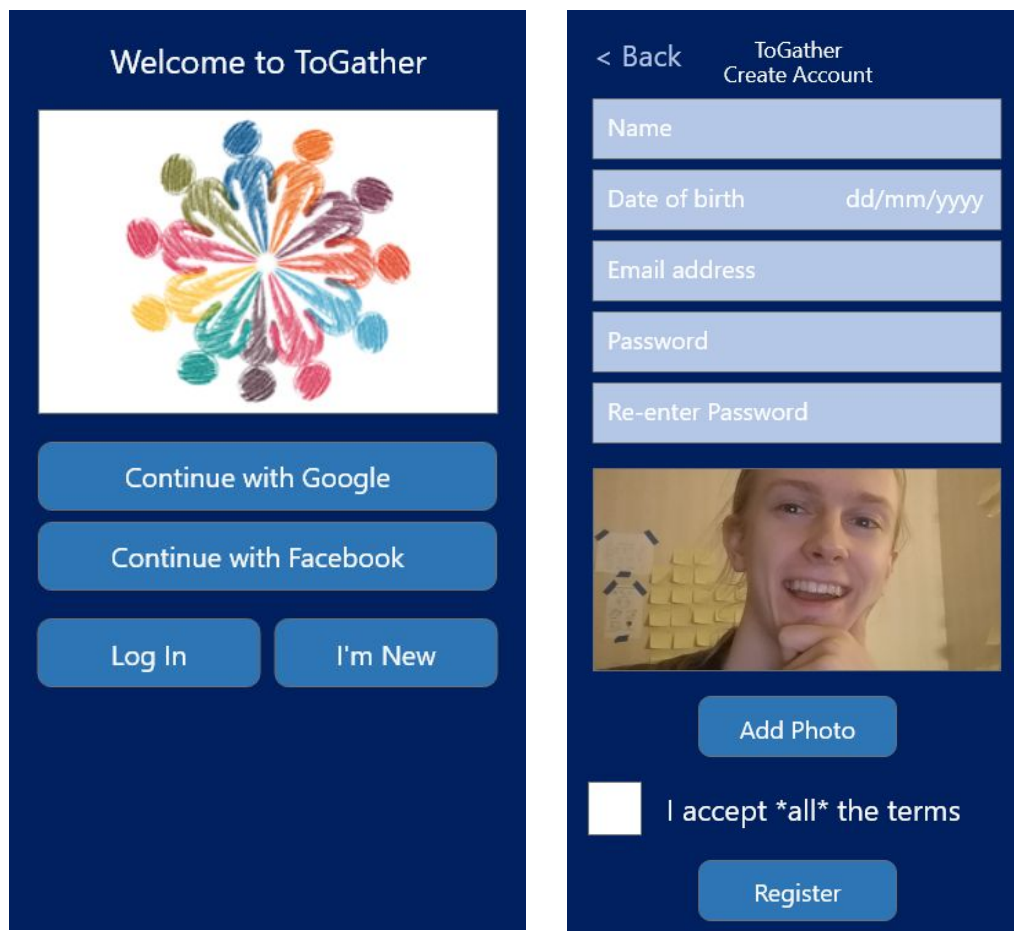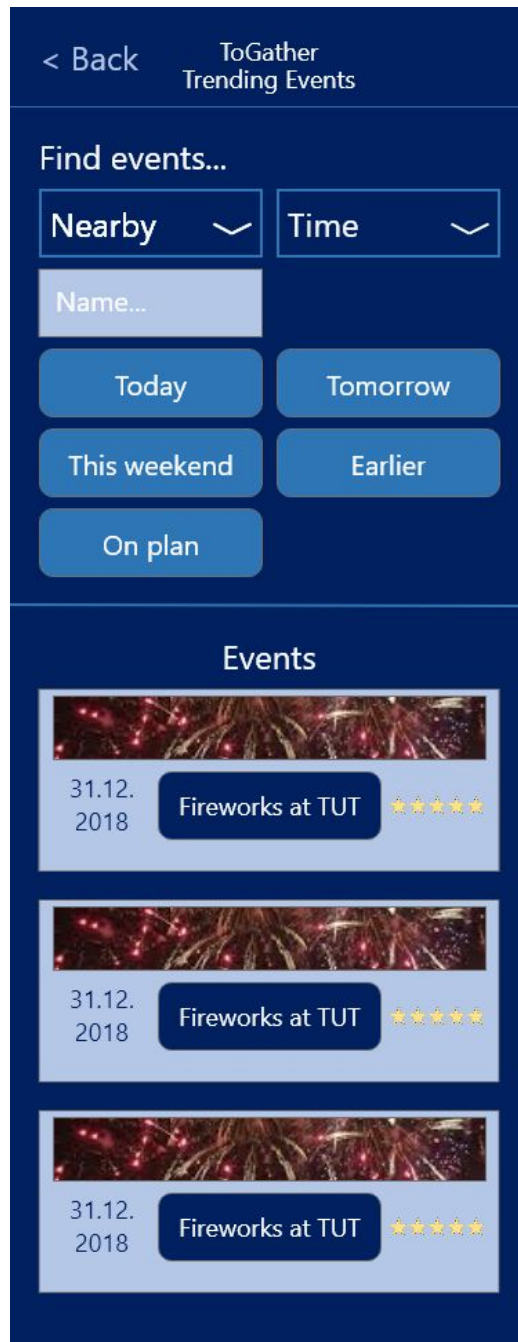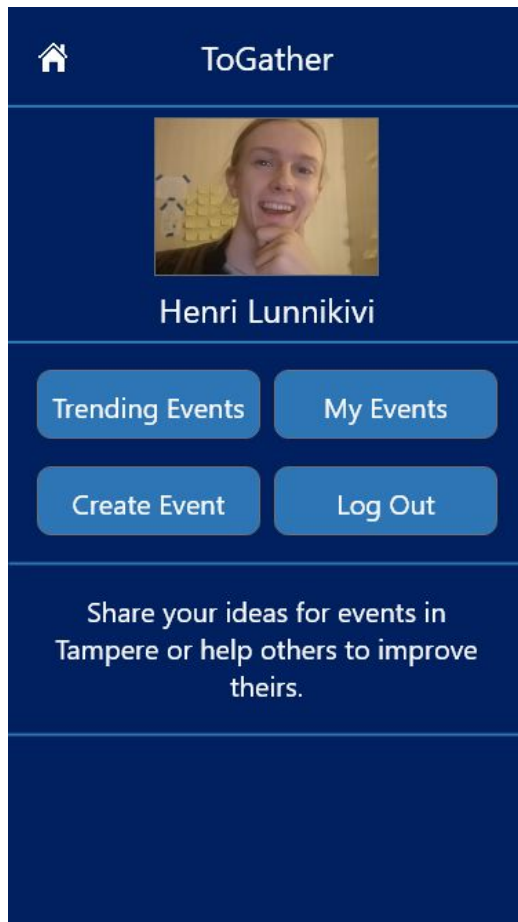
< Back   ToGather
                My Events

Find events...

| Nearby ⌄ | | Time ⌄ |

Name...

| Today | | Tomorrow |

| This weekend | | Earlier |

| On plan |

Events

31.12. 2018 **Fireworks at TUT** ★★★★★

31.12. 2018 **Fireworks at TUT** ★★★★★

31.12. 2018 **Fireworks at TUT** ★★★★★

< Back   ToGather
                Create Event

Event description...

Target audience...

Click to add picture

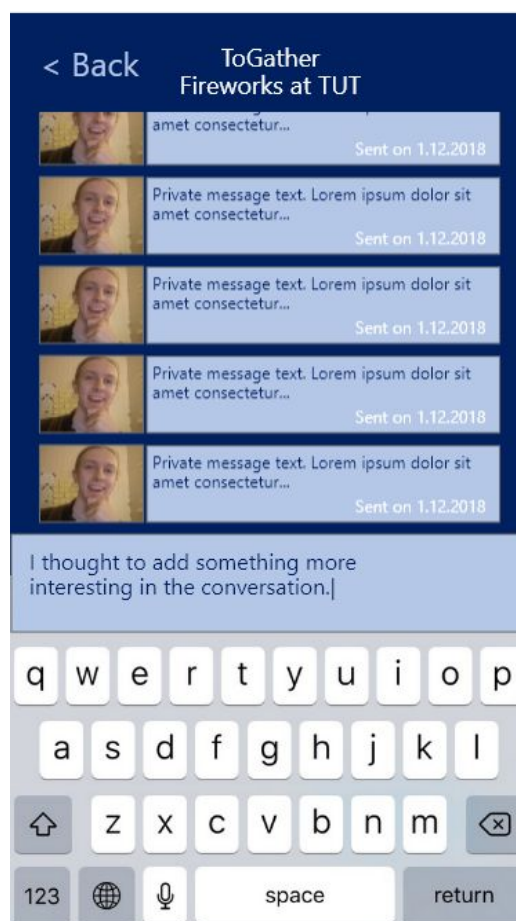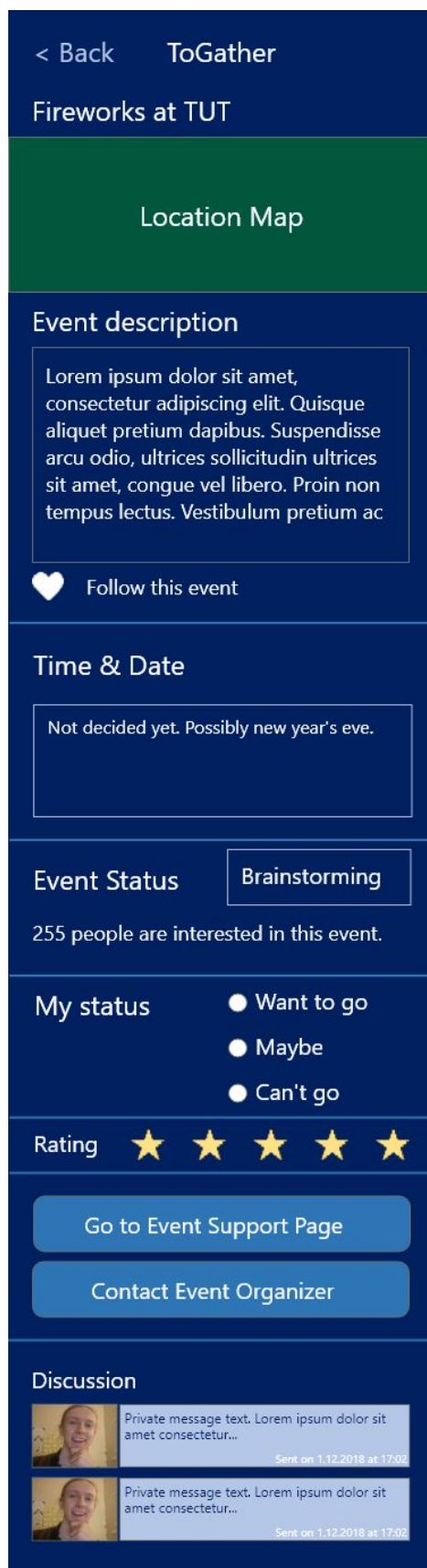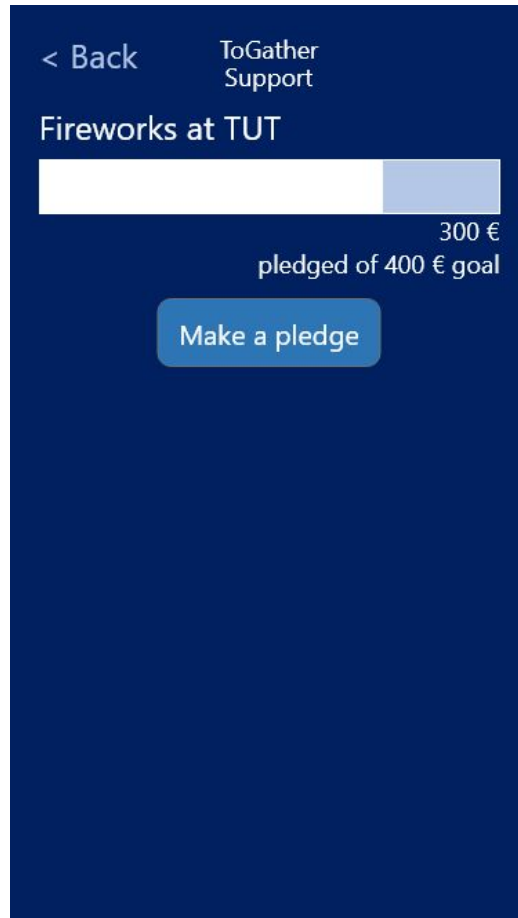| Add Photo | | Add Video |

Event name...

Location...

Start...

End...
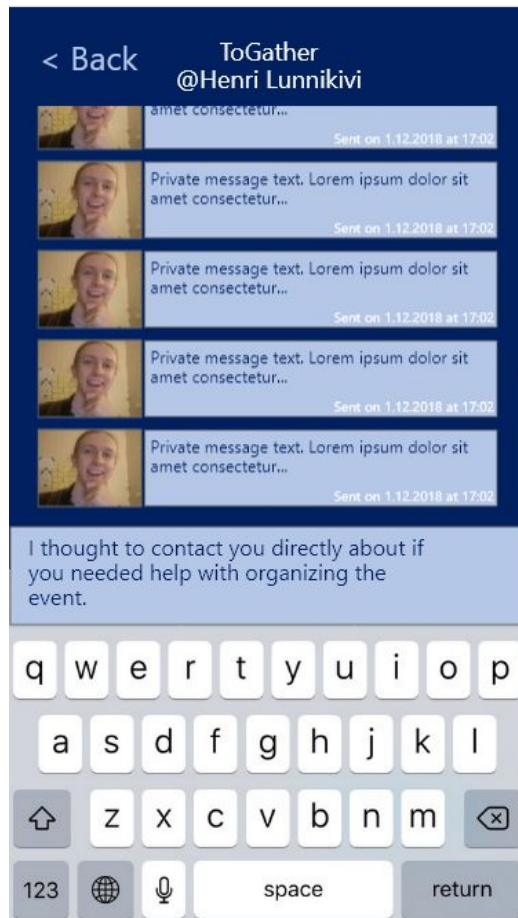
Event Status   ● Brainstorming

                    ● Organizing

| Create |

7.   PROTOTYPING

The prototype was produced in Adobe XD. Learning to use the software was the order of business. Reading the documentation and experimenting were enough to get a good start.

When making the prototype in Adobe XD, we found that the in the pen & paper drafts, the button size was too small. We increased it to match with the iOS Human Interface Guidelines, and adapted the visual design accordingly.

The next big issue was getting and managing icons and images for the application. The process within the context of this course wasn't exactly industry grade, so getting the icons in general, and then having versions compatible with XD produced some extra work.

A link to the prototype:
https://xd.adobe.com/view/00aeb807-f33b-4a02-6f76-9152079acd2c-769f/

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