

Hidden Treasure

April Bala

App Concept

- App Name: Hidden Treasure
- App Genre: Lifestyle
- App Purpose:
 - To find the items that others have or things people refuse to share
 - To help individuals find the items they can't find

Scope

- What the app does
 - Creates posts of items users want to find
 - Allows users help each other to find these items
- What the app does not do
 - Does not require users to purchase items, if purchasable
 - Does not allow users to make purchases within the app

Scope (cont.)

- Main Features

- POST items to find
- BROWSE other user's hidden treasures, HELP others to FIND them

- Non-included features

- In-app browser
- No direct camera access, but instead allows access to photos in device to upload to a post



Persona




Name	Hazel Grace
Job	College student
Demographics	Age: 20 years old Characteristics: <ul style="list-style-type: none">• second-year college student• lives at home with parents• goes to the gym three times a week• babysits neighbor’s kids 2-3 times a week
Goals and tasks	<ul style="list-style-type: none">• To look cute, fit, and fashionable• To keep up with current trends• Hopes to find the things people have without having to bug them
Environment	<ul style="list-style-type: none">• Has a laptop for school, but she also uses it for leisure• When she’s not at the gym or not working on homework, she’s on her phone 80% of the time
Quote	“Oh my gosh, that’s so cute, I wonder where she got it?”

Test Case #1

- Create a post on the Hidden Treasures app.
 - Let the app community know that the treasure you are looking for is a pair of heels. Upload a picture of these heels to your post.

 Hidden Treasure 

POST A TREASURE TO FIND



CHOOSE PHOTO TO UPLOAD



Add a description...

I need help finding some heels like these? Thank you in advance!!


POST TREASURE

Test Case #2

- Go to the Browse page on the Hidden Treasure app, help someone who is trying to find a black backpack with palm trees on it.
 - Let them know that the backpack can be found online on Nordstrom, with the following link:
<https://shop.nordstrom.com/s/herschel-supply-co-grove-backpack/4640754?origin=keywordsearch-personalizedsort&color=brick%20red%2F%20peach>

 **Hidden Treasure** 

HELPING KYLE FIND...



Where can I find this backpack? It's black with palm leaves on it.

Where is this treasure?

Found this backpack online at Nordstrom. Here's the link:
<https://shop.nordstrom.com/s/herschel-supply-co-grove-backpack/4640754?origin=keywordsearch-personalizedsort&color=brick%20red%2F%20peach>



POST FIND



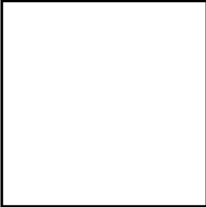
App Icon

- Treasure map like background
- HT in red, similar to “X marks the spot” on an actual treasure map

Prototype

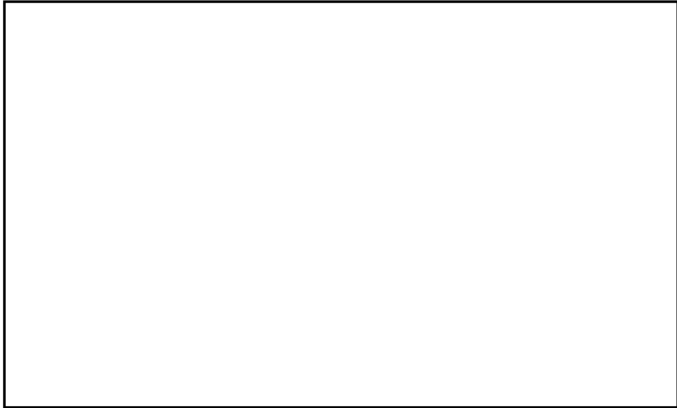
 Hidden Treasure 

POST A TREASURE TO FIND





CHOOSE PHOTO TO UPLOAD


Add a description...






POST TREASURE

 BROWSE

 POST

 PROFILE

 Hidden Treasure 




POSTED BY: Hazel


I need help finding some heels like these? Thank you in advance!!


☐

Treasure has not been found yet

HELP HAZEL FIND THIS TREASURE

 BROWSE

 POST

 PROFILE

Any questions?

