



Grapevine

*Services you'll love, backed by the people
you trust*

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Target Audience

Grapevine is designed for people who care about the quality of their services and value their friends' opinions. It may be particularly useful for young adults who are undergoing life transitions such as moving to a new city, graduating college, or learning to manage their own health and financial details. Often, this demographic not only has social networks to leverage, but they are just getting acquainted with finding services. We are also focusing on an American user base, due to cultural differences that can arise in social recommendation sharing.

We picked this target audience after realizing that many people struggle to find trustworthy service providers in their lives. This is partially due to the fact that public, online reviews are often false, misleading, or not tailored to a person's specific needs. After some initial prototype experience testing, we identified a trend with people of diverse backgrounds strongly valuing their friends and family's recommendations over that of strangers when it comes to services.

Design Tools

Our prototype was developed on Figma, which allows users to collaborate in real time and animate their screens. We picked the iPhone 13/14 dimensions as the main frame, as we wanted to design for the most up-to-date technology. We specifically decided not to design on the larger iPhone Max screen since it is simpler to scale up designs than to scale them down. We also chose to design for an iPhone screen as opposed to Android since U.S. Millennials and Gen Z are more likely to be iPhone users. Many of our designs were inspired by existing apps such as LinkedIn, Venmo, and Yelp. We also used Streamline Icons for some of our interfaces.

Operating Instructions

Navigation Bar (Tab Bar, Bottom of Screen)

- **Home:** tap on the house icon (left-most) to see your feed

- **Search:** tap on the magnifying glass icon (left-center) to search
- **Plus:** tap on the plus icon (center) to add or request a recommendation
- **Inbox:** tap on the file folder icon (right-center) to see notifications
- **Profile:** tap on the person icon (right-most) to see your profile

Home

Feed Screen

- A feed of what services your network has recently recommended in chronological order
 - “Network” meaning your immediate friends, 2nd degree friends, and 3rd degree friends
- Each recommendation may include a few written words and/or pictures
 - Users can easily navigate to a business profile by clicking on the recommendation
- If users see that their friend recommended a service they also like, they can click the star plus icon on the bottom left hand corner of the post. This will lead the user to the Create a Recommendation page (part of the “Plus” pages) where they can leave their own written review.

Search

Search Screen

- Originally just shows the search bar and back button that takes user back to whatever screen
- Once the user taps on the search bar and starts typing
 - If there are relevant search results
 - Condensed search results start to pop up underneath in order of relevance/popularity
 - If a user clicks on a specific result, users will be taken to the business’ profile screen
 - If a user hits enter on their keyboard to see all results, users will be taken to the search results screen
 - If there are no relevant search results:
 - A pop-up will appear informing the user that no recommendations were found. The user can either “request a recommendation” or “cancel.”
 - If the user chooses to “request a recommendation,” it navigates to a new page (the Plus page)
 - **NOTE: This is not currently built out in the prototype**

Search Results Screen

- Shows condensed versions of each business results’ profile with the business title, pictures, and call-to-action buttons like call, save, or website
- If a result is clicked on, the user is taken to that specific result’s profile

Business Profile Screen

- Shows business information like name, phone number, website, and photos
- Shows all recommendations from your network for that business including any comments left by recommenders and the specific identities of the recommenders

Plus

Plus Overlay

- On click, the plus button opens an overlay with two main action buttons: create a recommendation and request a recommendation. If the user clicks “Create”, it takes them to the Search Business screen, and if the user clicks “Request”, then it takes them to the Request a Recommendation screen

Search Business Screen (*only in create flow*)

- User can search for the business they want to recommend by name, phone number, or address
- Relevant search results begin to populate as user types
- When user finds the business they want to recommend, user can simply press on its search result cell to move to the review screen
- If user does not find the business they want to recommend, user can optionally add the business to the Grapevine database

Write Review Screen (*only in create flow*)

- If the business is not already in the Grapevine database:
 - the user can fill out the business name, service type, and a quick (optional) review. Users can also choose to include information like website and address before posting.
- If the business is already in the Grapevine database:
 - the user just writes a review
- Users can choose to post semi-anonymously—their name will be hidden and they will be known as “your friend” or “Jenna’s friend.”
 - The default is setting is to post publicly, or with a name attached. We feel that people are more likely to trust recommendations or fulfill requests if there is a name and picture attached

Request a Recommendation Screen (*only in request flow*)

- User selects the category of service they are looking for and can write a message with more details on exactly what they are looking for
- When user clicks post, this request is sent to their network
- Users can choose to post semi-anonymously—their name will be hidden and they will be known as “your friend” or “Jenna’s friend.”
 - The default is setting is to post publicly, or with a name attached. We feel that people are more likely to trust recommendations or fulfill requests if there is a name and picture attached

Inbox

- User can toggle between “friend requests” and “your requests” (their own recommendation

requests)

Friend Requests

- Displays recommendation requests from friends in chronological order
- Includes requests from 1st, 2nd, and 3rd degree friends
 - Requests may include details on the person's name, or it may just say "X person's friend" depending on what the sender had specified in their privacy settings
- Users can choose to either ignore the request or create a recommendation for the service they are looking for
 - The "Create" button leads users to the Create a Recommendation flow

Your Requests

- Displays unfulfilled requests you have sent out to your friends based on chronological order
 - Users can choose to cancel or resend their unfulfilled requests
- Displays all of the completed requests you have sent out that have been fulfilled by your friends as well as the recommendations that fulfilled them
 - Users can search through their completed requests to find recommendations that friends created for them

Profile

NOTE: The profile tab has not been created for the med-fi prototype

Profile Screen

- See and upload information on your profile that is visible to other users
- See any businesses that you have saved and any past recommendations you have posted
- See all the people in your network (first, second, and third-degree friends)

Limitations

Our Med-Fi prototype does not carry many of the actual functionality that would be integral for our app. For example, the prototype will not remember any user profile information. Additionally, users do not actually have networks of friends/acquaintances that they can search. Similarly, our current prototype does not support truly leaving recommendations or requesting recommendations in the grapevine database. The save feature also has not been fleshed out (small bookmark icon on the corner of business profiles and recommendation posts). All of these screens are synthetic. Lastly, our prototype does not have any true memory of businesses or their reviews.

These limitations are mainly because we have not implemented any backend code, as Figma

mainly focuses on UI/UX. For instance, implementing the user profile feature would have required login authentication and integration with a database. Similarly, the search feature would have required coding a search algorithm that can search through this database. For the Med-Fi prototype, we mainly wanted to demonstrate how our app *could* work, conceptually and visually, not how it actually does from a logical standpoint. For these reasons, a person trying out our prototype cannot go through motions such as creating an account and adding friends.

We also haven't prototyped for authentic failure messages. This is largely because we do not know how to detect common user failures in this Figma prototype.

Wizard of Oz

In the real app, users would be able to type in the services they are looking for, whether it's a mechanic or a doctor or a plumber. In our prototype, however, these details auto-populate once the user clicks on the appropriate box. The same applies for details like number or address. In reality, the user would be responsible for coming up with all of these variables, and the app would respond in accordance to what they specify. We decided not to have a real keyboard because our prototype only works for the specific searches and task flows that we mapped out.

In this prototype, the main user is also magically given a network of friends who have reviewed things in the past. A real user would need to manually add their friends and everyone would need to manually add service recommendations. The creation of different profiles would have been too complex for a Med-Fi prototype that is mainly meant to convey one person's POV.

Hard-Coded

All profiles, recommendations, requests, and written reviews are hard coded. This is because our app does not have the functionality yet to support actually exercising these features. These features would require data storage, filtering, and communication systems on the backend, which we have not yet fleshed out. For instance, names like "Chelsea Cho" and the reviews that she has written are just fabricated by us to demonstrate what the real app could look like.