



BradLangshaw

Web Design

Locatelt

Geolocation Item Tracker App

The User Experience

COMP3027 - Web User Experience
Clive Moore
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The Strategy Plane

Product Objectives

The objective of the product named Locatelt, made my bradlangshaw.tech, is to provide people the easy of never losing an important item again, utilizing GPS, NFC and Web technologies to help people locate their lost items. Revenue will be from the purchase of the NFC and GPS enabled keychain tags that will come in pack sizes that vary from 1 to 20 units. There is also opportunity in the market for tape instead of tags, as well as different models that come with speakers pre-installed to make a sound and make finding an object even easier. There are many other ways this can accumulate revenue.

Locatelt will also have Google AdSense enabled in the application in a non-aggressive way, which will help gain more revenue as well. Locatelt will also do promotions with other sponsors such as MEC, The North Face, Coleman, Monster Energy and More. We plan to giveaway 100,000 units of the tags at events like Tough Mudder, and other relative events. Our secondary objective is to make money to innovate more in the geolocation item tracking industry. Allowing other brands and businesses to put their logos' on our tags for their own promotions will be great for mass producing and selling of the tags.

One could see that there is much more than one way to make money on the web through every app and there are many ways to make money with the actual product. We have also considered making the app sell at \$0.99 and selling some of our tag units with a free code for the app and some without. We saw this to be disingenuous to our customers and think making the app free and charging for the tags is enough. Locatelt wants its customers to respect them and to make every portion of product seamless.

The objectives can be measured in many ways, the customer satisfaction can be seen by user reviews and analytics about the types of user and how many users of the app we have accumulated. The second objective can be measured by tracking our income and spending consistently. We will be selling to many different retailers and the cash flow will be quite the variable to help us measure our success.

The Strategy Plane

User Needs

The expected demographic for our main line of geotags is male or female from the ages of 16 to 45. This seems like a broad group of people but it cuts out kids, and the elderly. The customer we believe would want tracking on their items that they can then find using their phone or computer, is the adventurous type, that can drive and may lose their phone or camera or other items while hiking, snowboarding, or even swimming.

A secondary group of users could be parents of any age giving them the means to track their children to make sure they are safe. This could also help you find your elder if they tend to wander off. A tertiary market we could go for is pet owners for their collars. There is a world of opportunity when it comes to LocateIt.

A Possible Persona



Name: Sarah Anderson

Age: 38

Occupation: Chief Marketing Officer

User Story: Sarah enjoys leaving the city on her weekends to go hiking, mountain climbing, biking, kayaking and all kinds of different outdoor activities. She also has a son who is constantly losing his cell phone and wallet. She does lots of traveling with and without work and likes to make sure everything is accounted for.

The Scope Plane Functionality

The LocateIt app will have a checklist of items that the user set with individual GPS/NFC tags and the user has to be able to label each item as they are added to the phone. When the user tabs on an item a map will open with a target open for that item as well as smaller dots for the other items of theirs around them. The checklist will auto update based on how far an item is from you; a green check mark means it is in a 10m radius of you, after about 20m it changes to a yellow circle and at 100m the app will notify the user that they left the item behind. A feature that can be turned off of course. The app will have buttons to beep the tags as well as give exact street addresses and other location information to help the user find the item quickly.

Additional features that the user may not need could include the aforementioned notifications for getting too far from an item. They may not need the widget on android or the live update on the screen to the left of their iOS device or on Google Now but these features are all optional. We will also make notifications available within Windows and Mac via Google Chrome Browser.

Adding too much location information could take away from the user experience. We have also had some issue with the NFC technology we will also put a QR code on the package as well as a code that can be entered into the app to ensure the user can use it whether they have NFC or not.

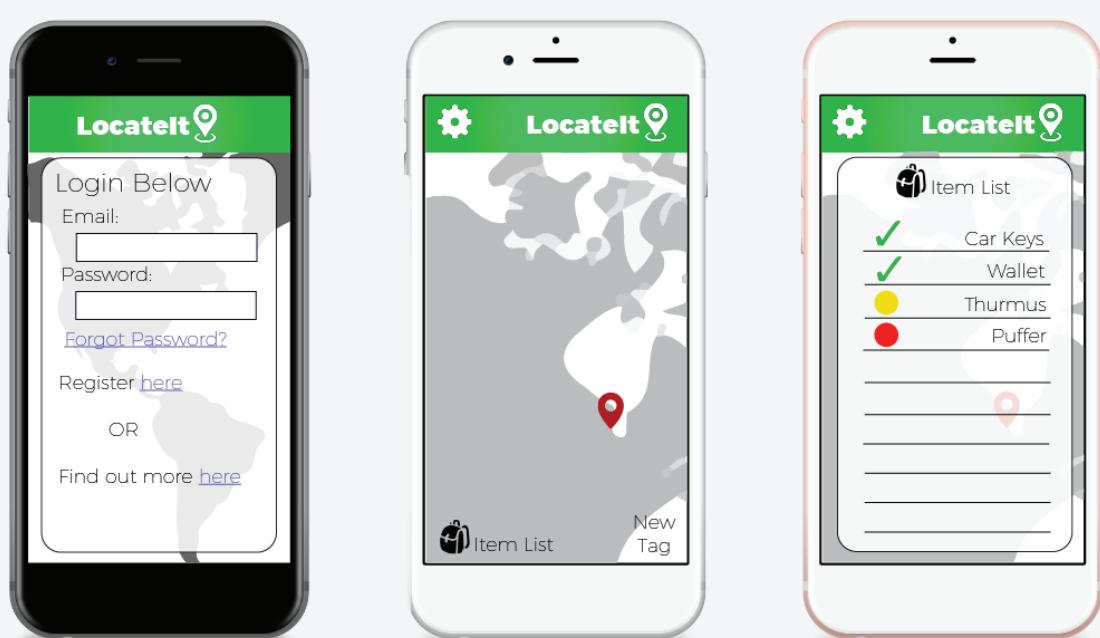
The Scope Plane Content

Page Title	Description	Content Type	Responsibility
LocatIt - Helping You Locate Things	Main page of the app. On desktop it has a modal that pops up and asks for their account login information and gives the option to register with an email or social media platforms. There will also be an option to see what the company is about on the modal. Once logged in on desktop it will show a map of all their tracked items or if they have none added it will ask them to add an item. The app will have a slide out menu, on the left, of all the users items with tags	Most of the application will operate on this page. Mainly Text and small icon images, mainly svg.	Programmers and Front End Web Devs
Register Page	Lets the user register a new account. Also used as a buffer page to register with social media.	Text and some graphics	Programmers
About Us	A page to explain the business, give the mission statement and vision and to provides a brief understanding of the geo tags.	Text, Images, and Possibly Videos	Marketing, Web Designers

The Structure Plane

Interaction Design

The user will for the most part only be interacting with the application besides when it is in idle ready to send them notifications about their lost items. They will interact with the login on the main screen and using angular2 we can do that without reloading the page and the modal will go away and the user will now interact with the map and / or add a new tag. They can press the add tag button that will come up with 3 options. The QR code, the typed code or the NFC option. The NFC option works inside or outside of the app on android devices. If they tap the tag to the back of their phone, it will open the app and add prompt the user to name the tag, add a picture of the item or chose an icon for it. It will automatically know the type of tag the user is using and everything. If a tag has already been added to one account it will not be able to be added to another device until it is deleted from the original account. The user will also be able to slide around the map and have a button to bring them back to their location. When any of the items in the list have been tapped the map will go directly to that item's location. The user can also log out as well as change their app and account settings. Which will allow them to change their email, password, add a secondary user, change the color scheme and more.



The Skeleton Plane

Information Design

Here are some wireframes of what the desktop version of LocateIt might look like

This wireframe shows the login interface for the LocateIt website. It features a large, rounded rectangular input field containing the text "Login Below". Inside this field, there are two smaller input fields labeled "Email:" and "Password:", each with a corresponding empty rectangular box for user input. Below these fields is a link "Forgot Password?". Further down, there is a link "Register [here](#)". In the center of the page, the word "OR" is displayed above a link "Find out more [here](#)". The background of the page is a grayscale map of Canada.

This wireframe displays the main dashboard of the LocateIt application. At the top, the "LocateIt" logo is centered, and to its right is a user icon with the text "Account Settings". On the left side of the dashboard, there is a button with a plus sign and the text "New Tag". At the bottom left, there is a button featuring a backpack icon and the text "Item List". The central area of the dashboard is a map of Canada with several location markers (pins) placed on it. The background of the dashboard is also a grayscale map of Canada.

LocateIt

+

New Tag

New NFC Tag

Item Name:

Car Keys

Distance Before Alert:

2km

Scan NFC Tag

OR

Scan QR Code

OR

Type PIN Below:

+

New Tag

LocateIt



Account
Settings



Item List

<input checked="" type="checkbox"/>	Car Keys	
<input checked="" type="checkbox"/>	Wallet	
<input type="checkbox"/>	Puffer	
<input type="checkbox"/>		



Item List

The Surface Plane Sensory Design

