

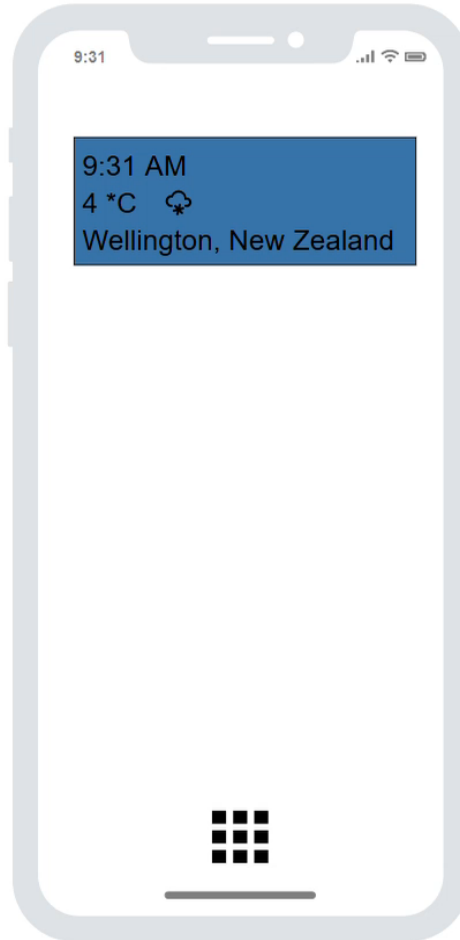
# Itravel System

# Facebook Ad for my App (video)



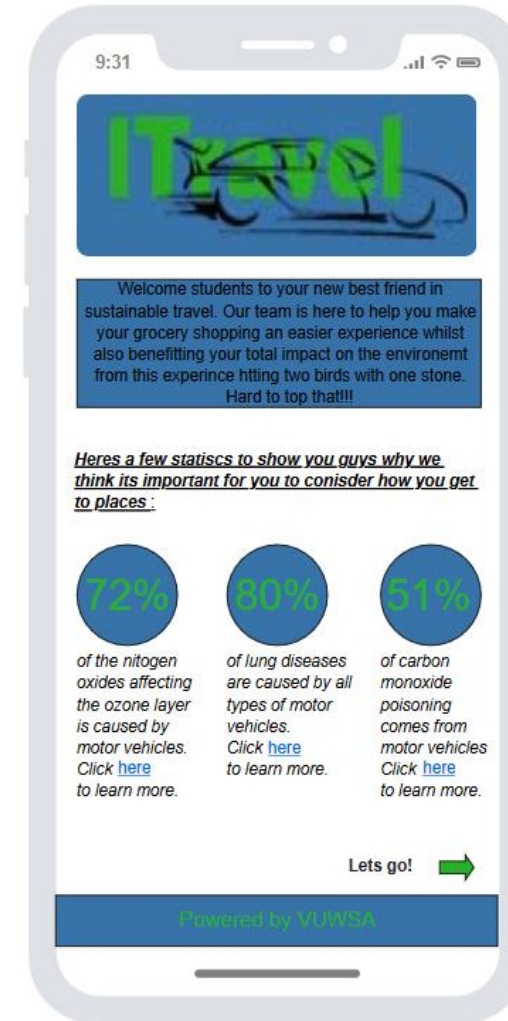
- Changed the page name (from my prototype in assignment 2) so students can clearly see that VUWSA is sponsoring and making this app and I also changed the description text to make sure that its only for VUW students. As this is not an official app on the app store yet I had to improvise in which the 'download' button (after assuming it has already been downloaded after going to the app store) takes you straight to the app. Facebook is where students will come across my app. Also I removed the need for a website specifically to symbolise that this is a VUWSA app and the use of the website looks as if it was made my another company which wouldn't fit the project objectives.

# How to use my app (video)



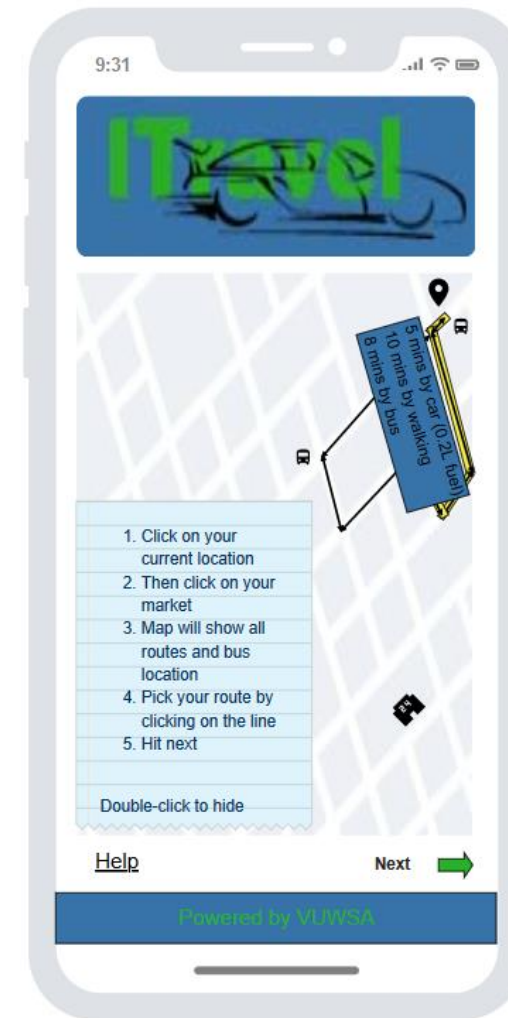
# Page 1

► This is the homepage where there is a welcoming message to entice students into using the app and to enforce the reason for them using the app/the purpose of VUWSA creating this app, I added a few important statistics relating to the subject of the matter (Cars impact on the environment) and also added some links not only as a reference to the information I used, but also for students to get an even better and deeper understanding of the issue motivating them to use the app even more. I also added the footer text of “powered by VUWSA” and changed the colour theme of that text to suit the whole app so that students can always keep in mind that this app was created by their leaders VUWSA and was created by them for your use only. Pressing the lets go arrow will take you to the map to choose your routes.



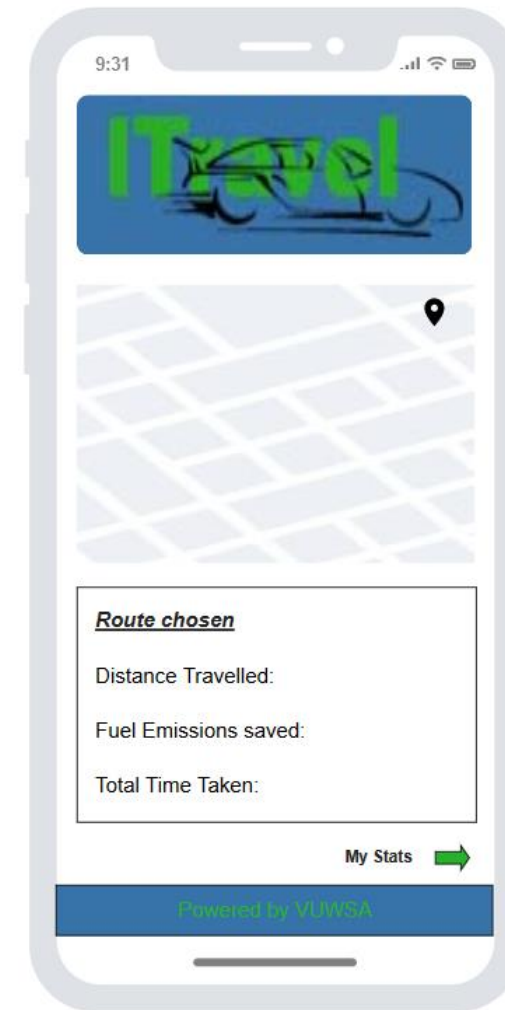
# Page 2

► This maps page is where you can pick your closest supermarket and route to that supermarket. This page works by first clicking on the map where you live/your location at that moment (as you can see by the location market on the top right) and then you click on a supermarket and all the possible routes will show up which if you click on one of the lines along that route, it will show you some important statistics that'll help you choose which route better (the recommended route is highlighted yellow) - there are also bus stop locations where you can transport by bus to the supermarket too. Clicking the help button will pop up a note and will tell you the instructions as to how to use the map and pick your routes as can be seen on the bottom left. Clicking next will take you to route summary page.



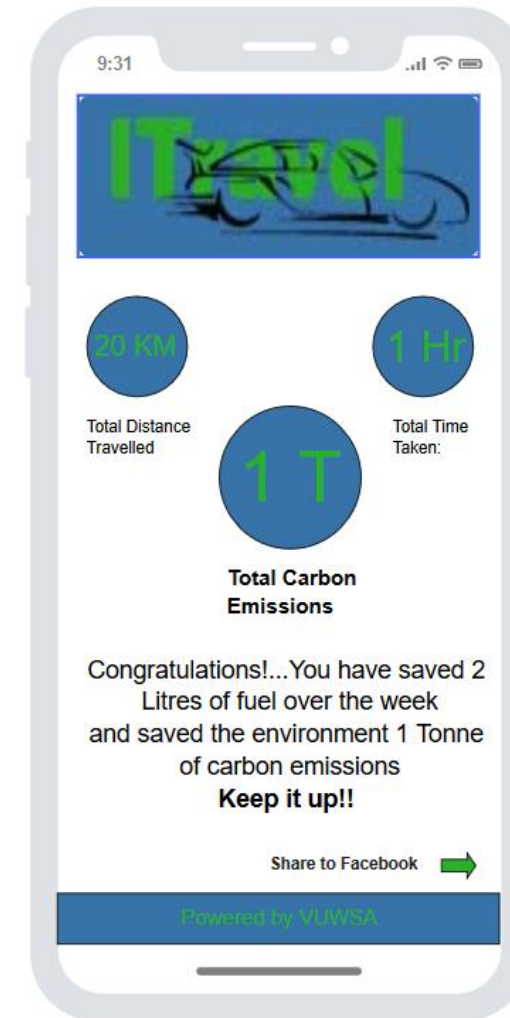
# Page 3

► Due to the limitations of objects I could use on the app builder I wasn't able to show exactly what I wanted on this page but this is where it will summarise the route you have chosen and display on the bottom how the student has been affected from taking that route so the student can be more aware of his/her impacts on the environment. This is a page that I replaced with the actuals map which I planed to track your movement to the supermarket and back and ill get onto the reason for that in my last slide as its due to sustainability reasons. Clicking the arrow will take you to your overall statistics page.



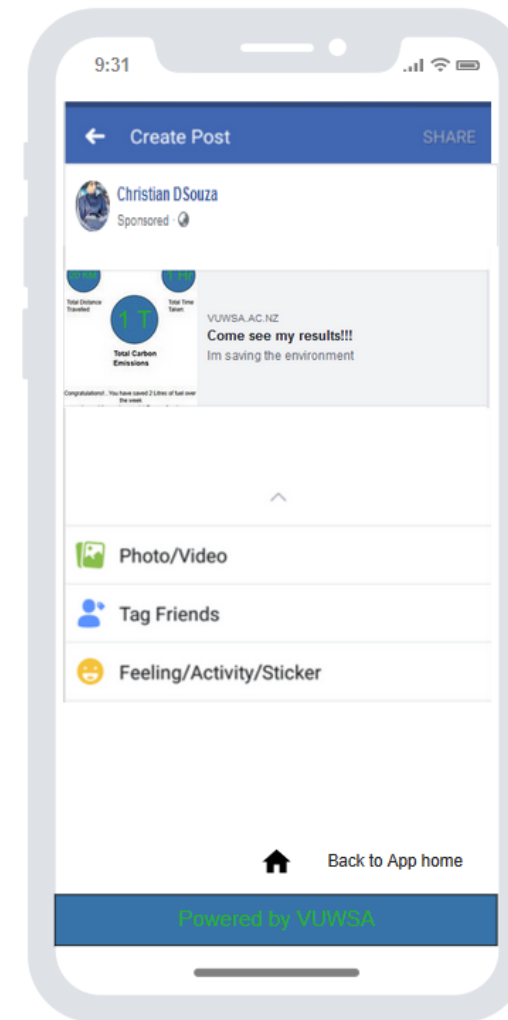
# Page 4

► This is where the student will see his/her overall statistics page over the time that they have the app on their phone and is actively using it. These figures (in the blue circles) will automatically update after each route has been chosen from the maps page and numbers from that summary page (after the route is chosen) will be transferred to this page and the figures will be updated (the total carbon emissions statistic is bigger and bolder as this is the main issue that this app is trying to solve with students travelling to the supermarket). The app needs to store the students overall process so the student knows that the app isn't just there to do the job and get out and actually cares about the students progress and wants to help him/her. This is the reason why the app also gives u a motivational message at bottom of the page which also helps to keep students motivated and working towards their goal of saving the environment through using this app - I kept the words bold and fairly big to signify the importance of them towards the student. Clicking the arrow, you can share your progress with friends.



# Page 5

► In terms of not adding extra content or links to the app, I added a Facebook shortcut to this page where it will take you to the create post page and you can share your results with just one click of a button. This was a page again I replaced for sustainability reasons and keeping my app simple is which instead of adding another whole page for a leader board where friends can see each other statistics and compete against each other to get top raking, I added a more simplistic idea but still acting towards the same point as the leader board where you can share your results to Facebook and not only will friends see and give them motivation, but also alongside the ad for this app actually being on Facebook, sharing your results will get people asking questions about the app and its another way of promoting the app to more and more students.





# Sustainability pledge / changes

I considered the act of sustainability much more when actually creating my app in which I made a few changes to how my app runs and the layout. First I made sure my app was kept simple and nothing unnecessary was added to clutter the layout of each page - tried to keep the total amount of elements to a minimum. This was because I wanted to eliminate as much potential loading time that it would take the app as this would only draw more amounts of our valuable energy from the earth's atmosphere which would consequently be a negative impact on the environment - in turn contradicting the purpose of the app. For this reason I also made a couple of changes to the pages including changing the proposed actual tracking page from supermarket to home, to a page which just summarises the impact from the chosen route on the environment to the student which serves the same purpose as the original idea but in a more sustainable way. I also replaced the proposed leader board page where your friends statistics will be automatically updated everyday and ranked based on that with a simple link to sharing your results on Facebook due to the constant updating of results everyday (even if you're not on the app) causing the constant drawing of unnecessary energy to keep them updated and doing this has benefitted this app's impact on the environment.