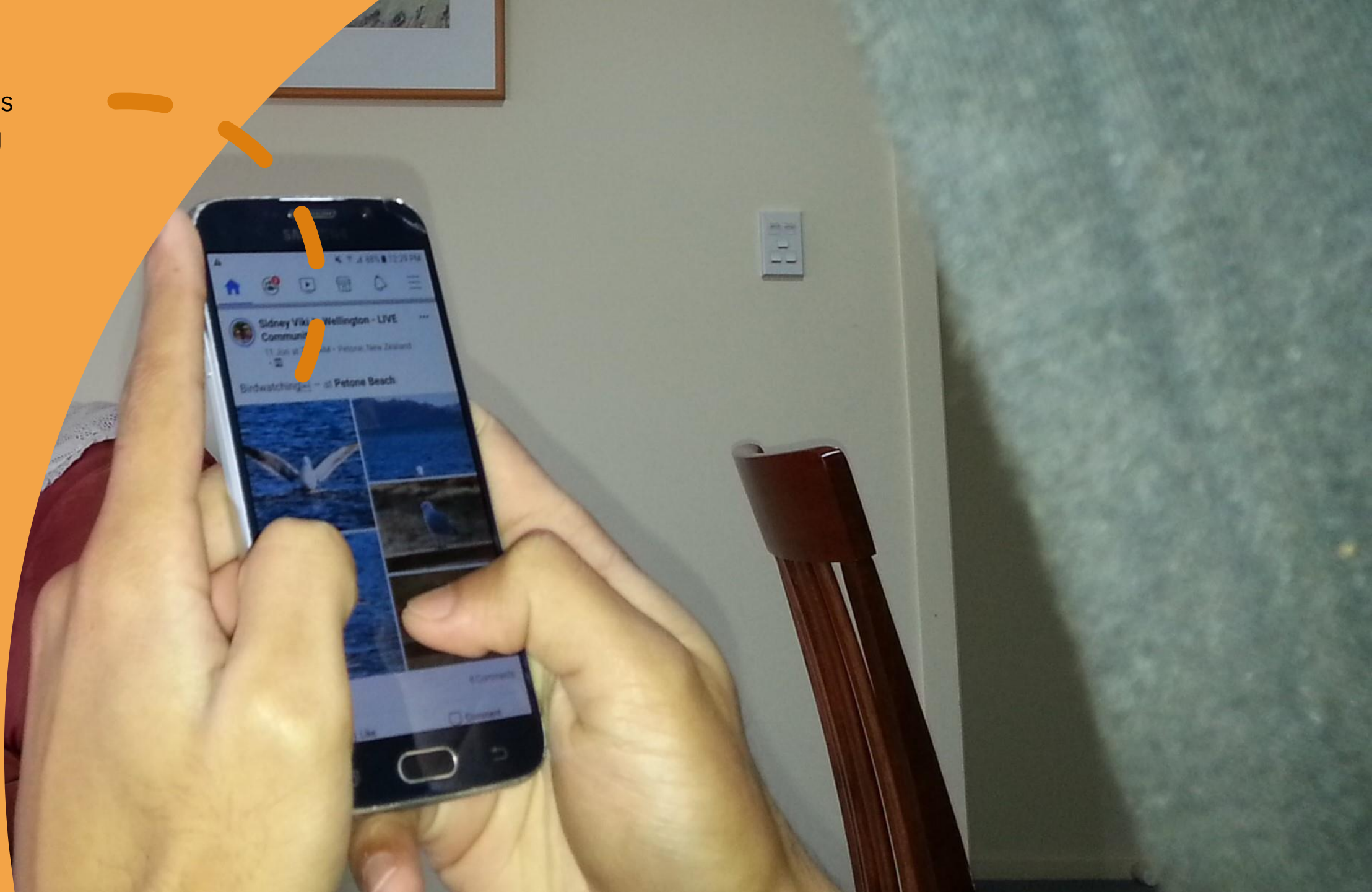


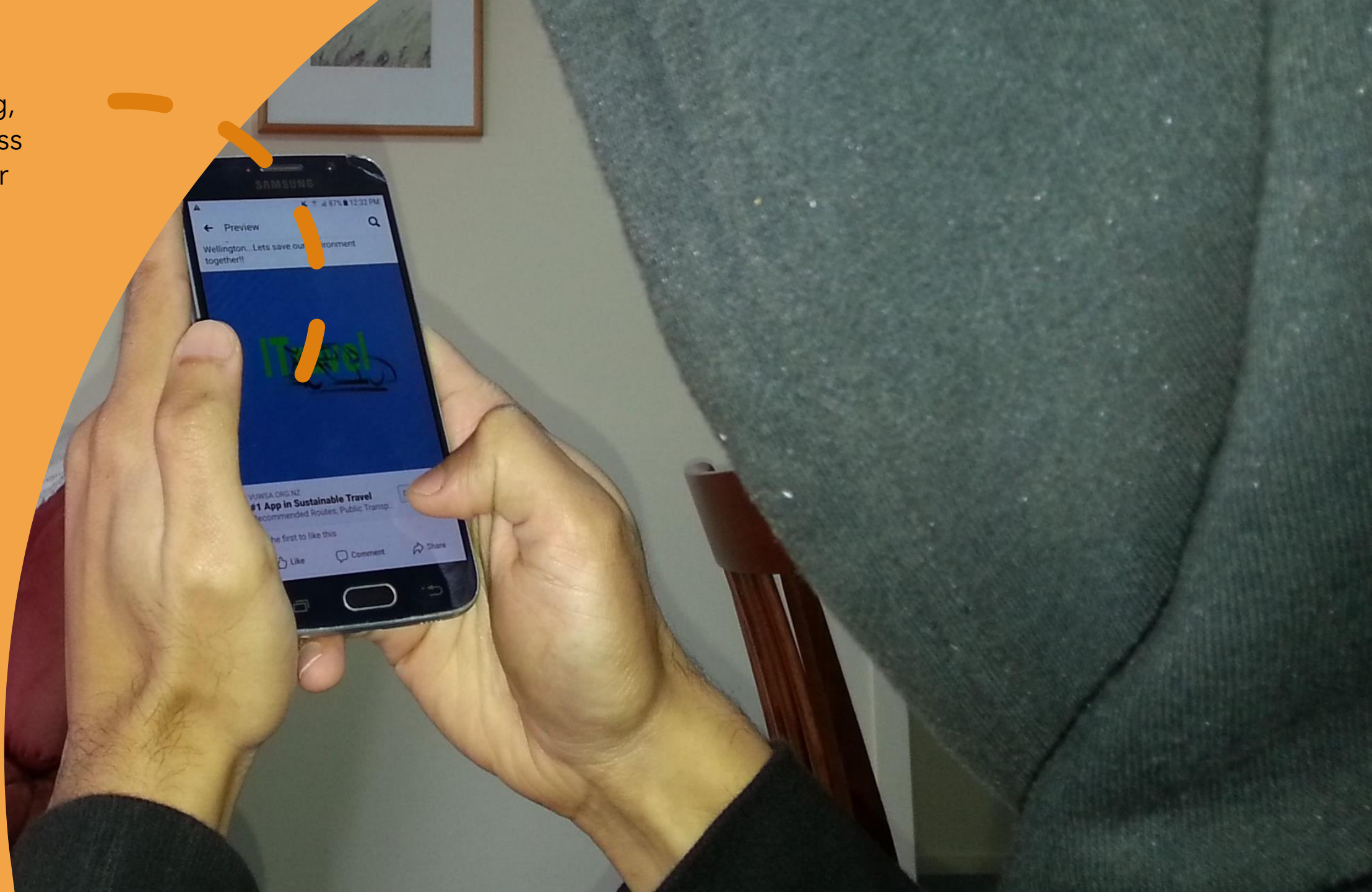


# Contextual documentation

The student has  
been browsing  
Facebook.

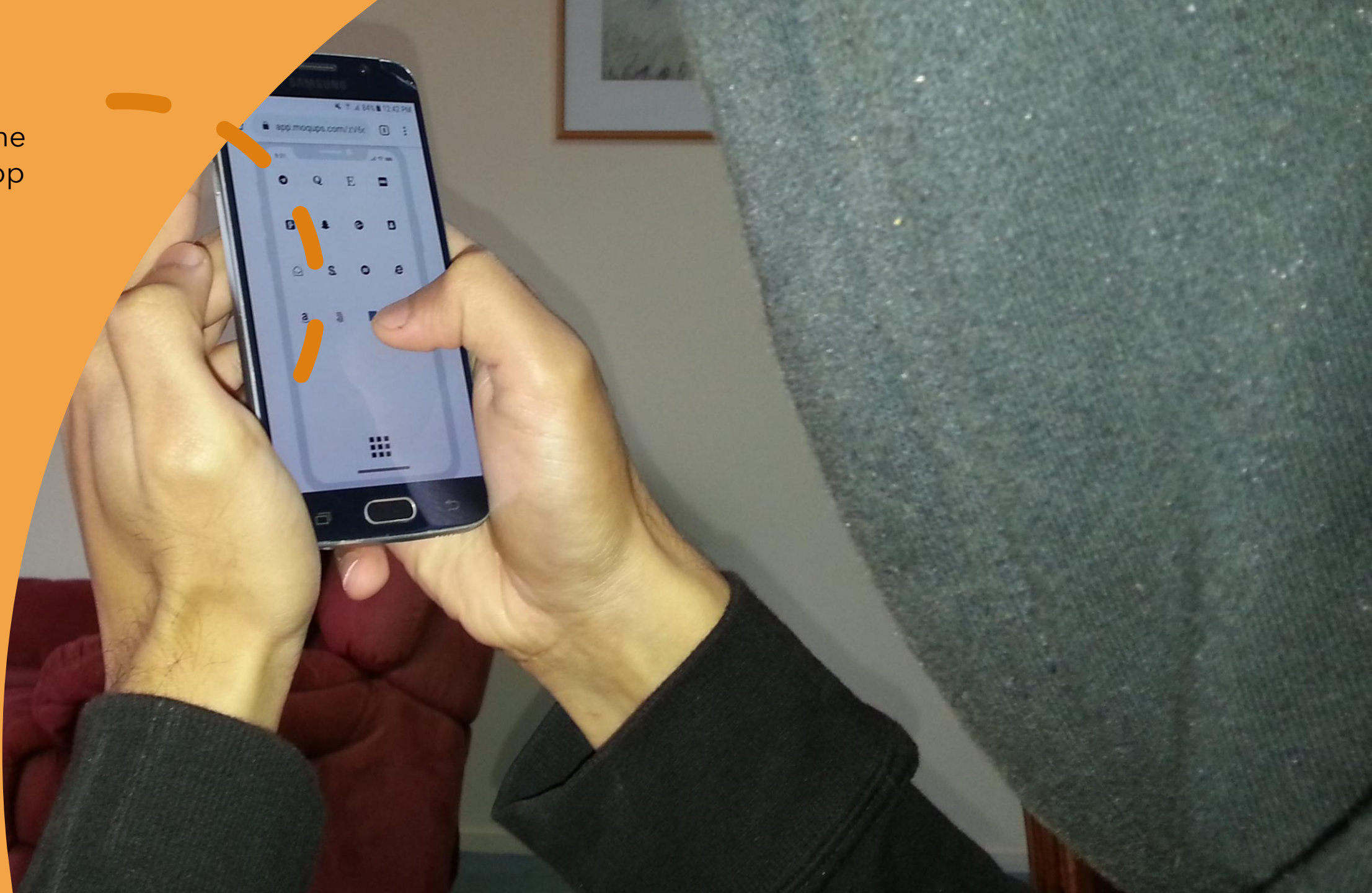


Upon browsing,  
he comes across  
VUWSA's ad for  
the app so  
downloads it.





After  
downloading, he  
clicks on the app  
to check it out.



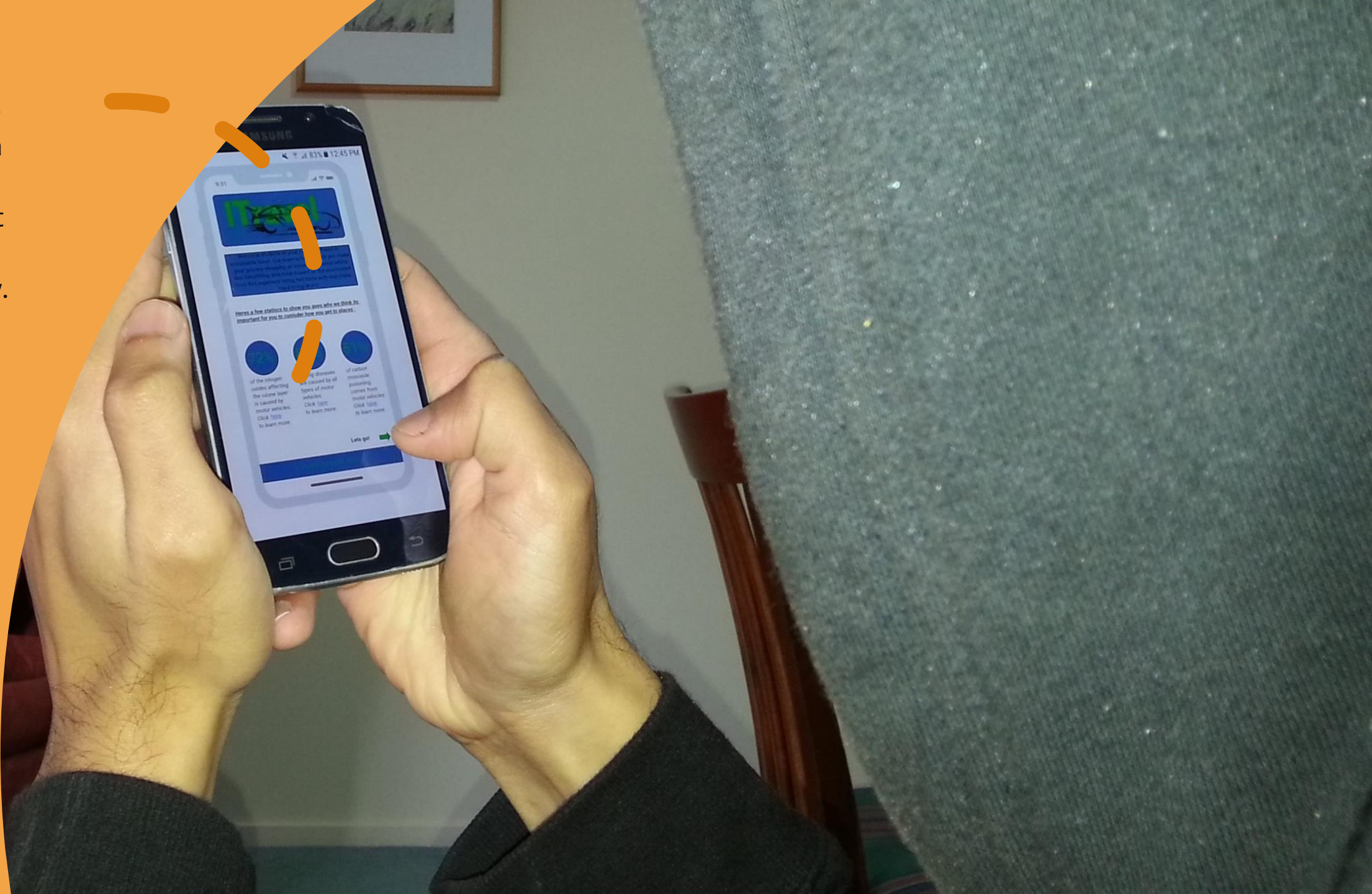


He reads the information on the homepage to learn more about the app's purpose.



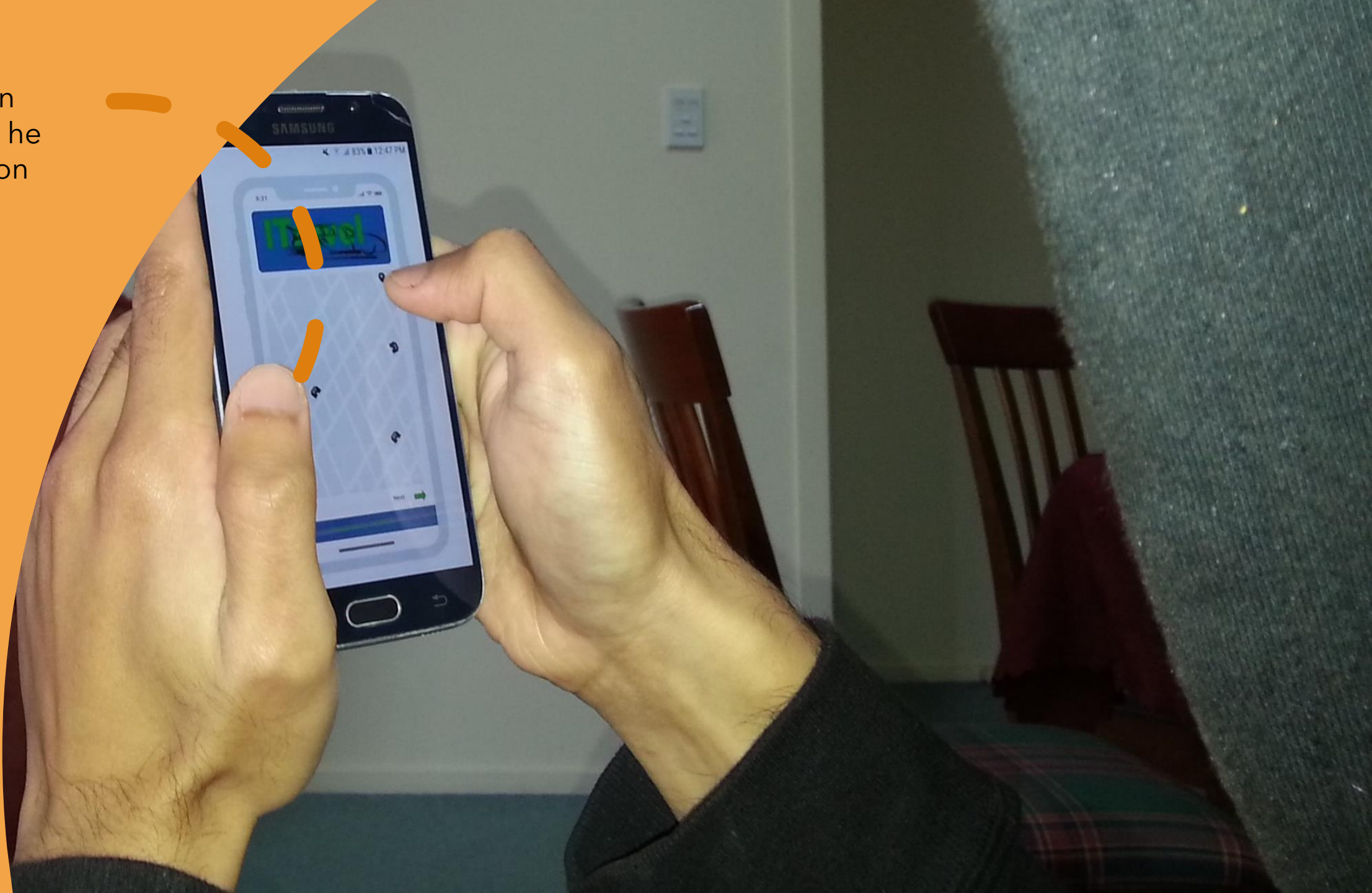


After getting to know the app a little more, decides to try it out so clicks on the 'next' arrow.

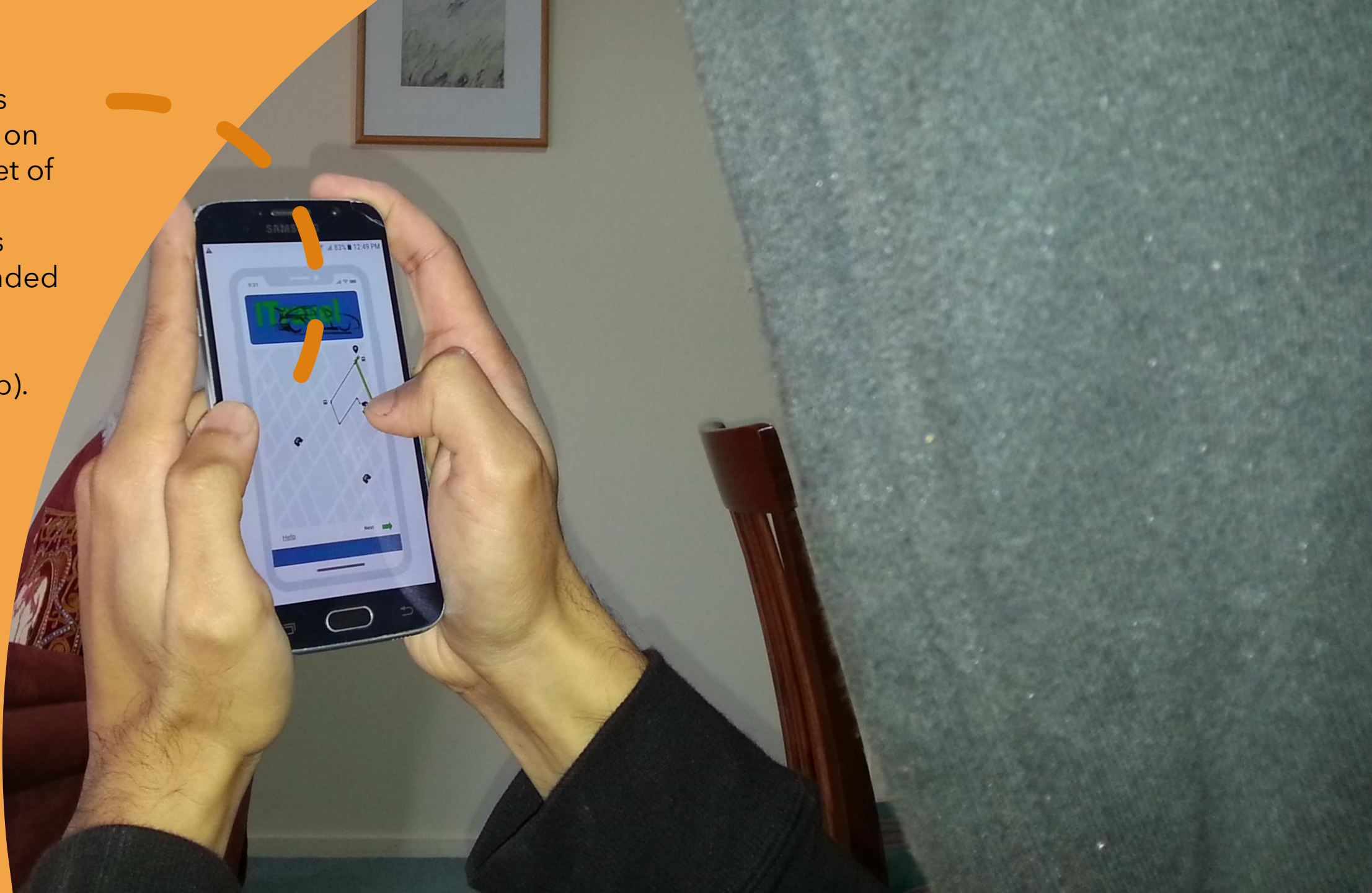




He first clicks on  
the map where he  
lives/ his location  
at present.

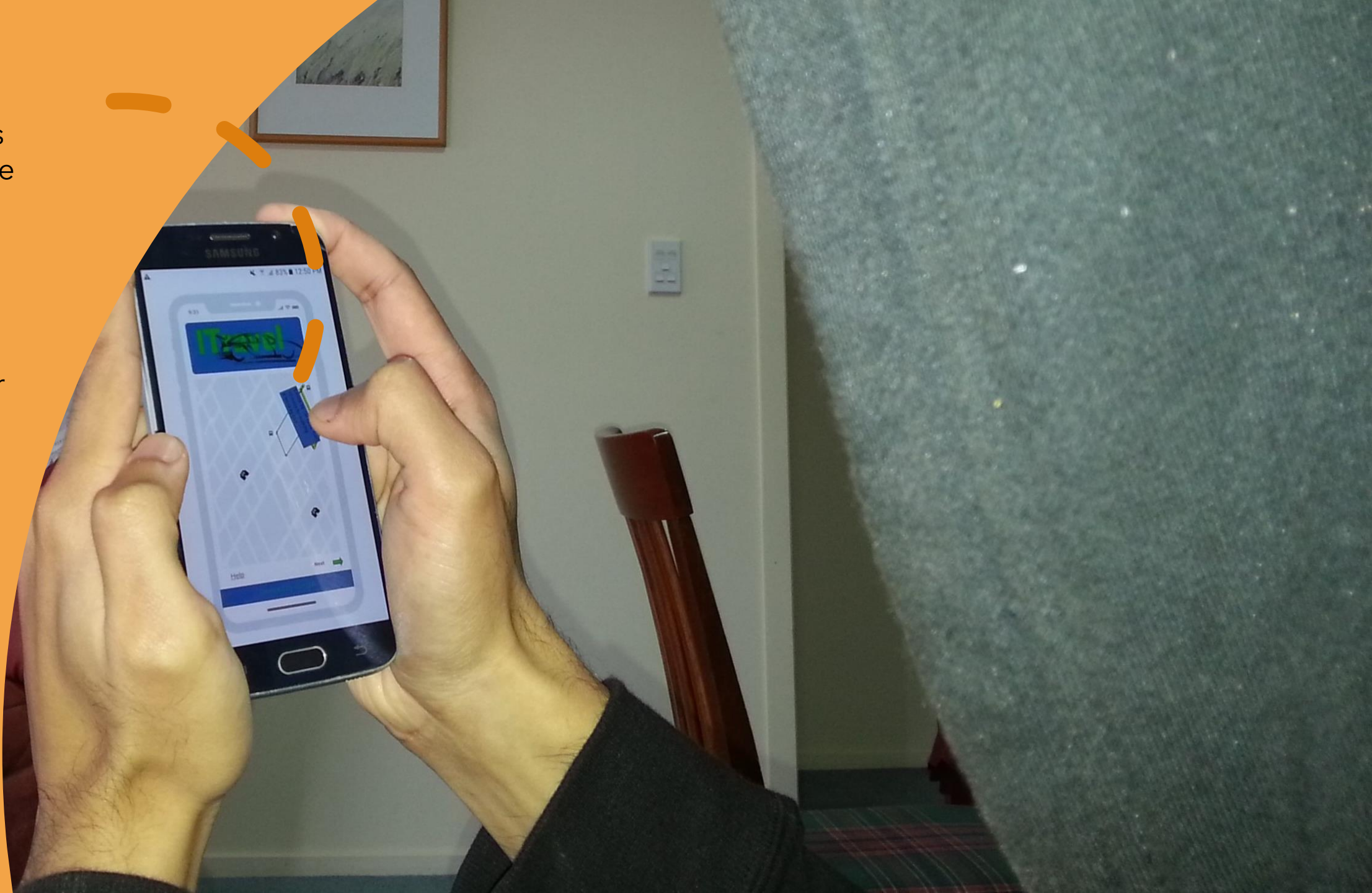


After location is input, he clicks on the supermarket of his choice (all possible routes and recommended routes and bus locations show closest show up).

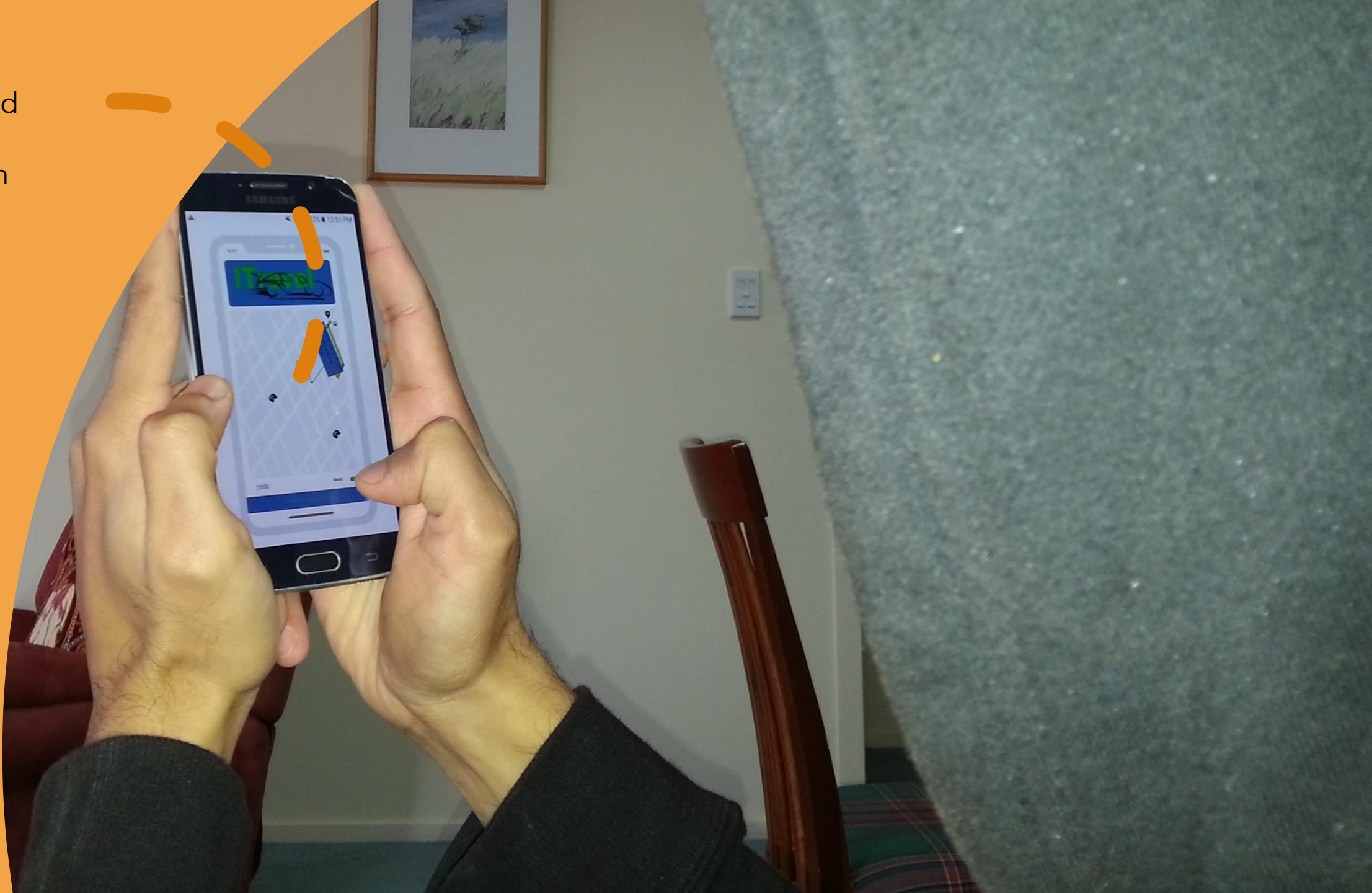




He clicks all possible routes to check out the different distance and times of each form of transport (and fuel emitted for car).



After his desired route has been clicked, he then hits the 'next' button.

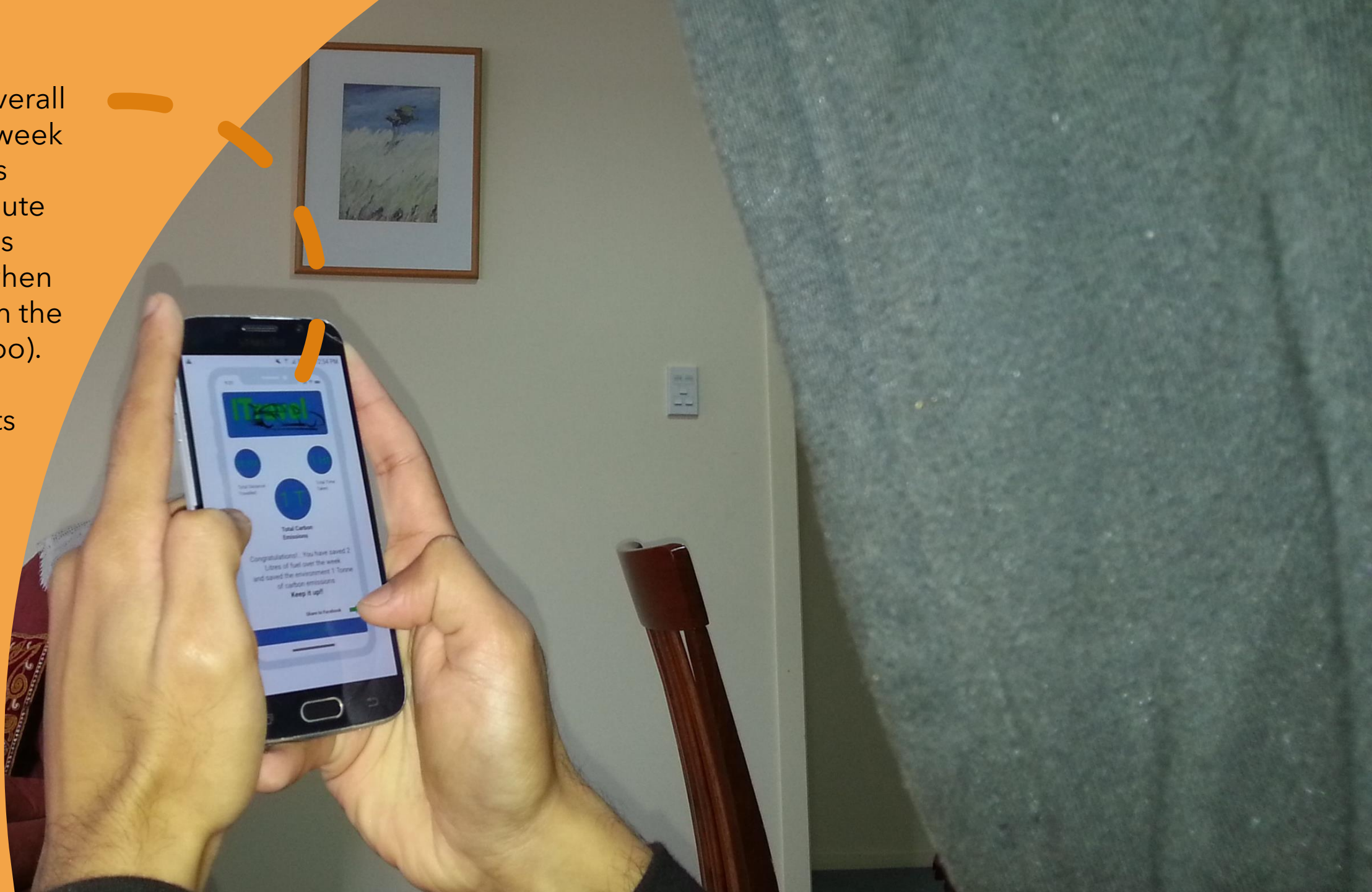




He then reads the summary of his desired route in terms of the distance time and fuel emissions saved using that route at that time. He then can move to the 'stats' page.



He reads his overall stats from the week (which updates every time a route is chosen). (This can be done when you return from the supermarket too). Clicks next to share his results to facebook.





Shortcut link to create post to Facebook is already done by app so when 'share to Facebook' button is clicked, results will be posted.





# System Analysis

This is a very simple system as run by the VUWSA and as I said in assignment 2 system was adapted from the prototype assignment to take out the website and replace it with a Facebook ad campaign as run by a student specific VUWSA page in which created an ad for the VUWSA-run app - ITravel. As said before this was done for specific reasons of making sure that this can be clearly seen that this app is run by VUWSA and not by another separate business - as in assignment 2, it was said that the plan of my proposed website for ITravel looked as if it was run by a separate business named ITravel rather than a student-led programme. I also thought that scrapping the website could potentially decrease the overall amount of energy exerted from students using the system to get to the actual product which is the app. This is because in my prototype, I planned the Facebook ad to just be a link to the website where you would go to the website to learn more about the app and download it from there which would use up more energy in the overall system to get to the app however I thought the app already has important info so using the Facebook ad as a download link taking them straight to the app draws less energy making a more sustainable system overall whilst keeping the system simple and efficient for students.