ShoutAut Overview and Description (Oct 7)

What is it?

ShoutAut is an app that will allow users to emulate the physical bulletin board use cases – digitally.

In other works – a "location based" (more specifically Places or Settings based) posting and chatting app so that: users can create places based bulletin boards, so that: any user can then post on that board and also chat (on that board); so that, users have a way to communicate with others based on where they are.

The Hook:

- <<MC: Having a bit of hard time to state a single hook.>>
- A virtual bulletin board that allows you to post a broadcast and/or chat with anyone wherever you are. (?)
- The easiest way to communicate (broadcast, chat or private message) with people around you – based on your location/wherever you are. (?)
- A virtual on demand bulletin board and way to communicate with out of network people based on a location or the place. (?)
- Know everything about a place and all their offers – where ever you are. (?)
- Kitkat for grownups! <<MC: Kitkat is a 1.5 mile geofenced, 200 character chatting app. They got $11 mil in funding this year. It took off in HS and College demographics. >>

User Experience:

1) Download and install and use. No registration. Anonymous is default. We may add the "obligatory" "sign in with you FB".
2) A user opens the app and sees a list of Boards (the Board Directory F11) that are 300 yards/meters of him. The F11 is the home or landing page. (Sortable by Popular (default); Nearest and Newest). The form generally will follow the mobile email-client form.
3) He selects a Board and that board is shown with list of Postings (Postings Board F 23). He sees a list of postings by others who posted to that particular board. (Similar to inbox).
4) He selects a Posting and the Individual Posting View (F 35, and form is like an email) is shown. He reads the posting and can participate in the chat for that Posting. The chat is attached to the bottom of the Posting.
5) (Optional, but seems highly useful). F 23 is a nearest or Here screen/view of the "nearest" Posting Board. This Board is the landing page – IF, the App and System determines that the user is in zone where there is "only one" board. In case of 2 boards that are both "nearest" – we will go with the most Popular (Popular can be based on a weighted mixture of # of postings, # of users active on that board, and chats.)
6) The User creates the "all the content". This includes the Board, the Posting and the Chats.
7) The Board is associated to the GPS location at the time of the Board creation.
   a) The Board Compose screen is F 71/B (by pressing the Create tab at F11). The user inputs basic information – (F 71/B Lines 8 to 11) – and is limited to these 4 lines.
   b) User can input a handle.
   c) The default geo fence is 300 yards – i.e., anyone within yards of the location of that Board creation can see it.
   d) Optional:
      i) User can enter 1 or more "hashtag" for the Board – so that, any user (outside of the 300 yard limit) can search and see/participate in the board by entering that hashtag.

ii) <u>User can select to make the Board restricted to only to those who are on a particular Wifi network; and once such approved also to participate in that Board if away from that Wifi zone. <<MC: This probably will be patentable, and will be a killer feature – if we can figure out how to do this. >></u>

   (1) (We can force the users to Wifi validate after 7 day access…if, they are still outside of it. Or perhaps 30 days…e.g., an employee is away on a vacation but can still participate.)

8) Only when viewing a Posting Board, can a user create a Posting for that Board by the tab "Post" in the F 21.

9) User can swipe a Board (F11) or a Posting (F 21 or 23) to save to the Save view (F 61) or to Trash (where it can still be seen)

10) User can see his own Boards and Posting at the My view (F 101).

   a) Optional and to Decide: If we are to allow the user to edit a Board or Posting, after it was created. (ala Craigslist) and even to delete it (issue there is that what if there are Postings on that Board)

11) We will allow users to rank up or flag a board or posting.

Use Cases:

12) Some use cases:

   a) A college frat student creates a board and names it his frat name-board; the college itself will have a board; the football team.

      i) BTW: there could be boards with same exact name at same place (at the Board Directory (Fig 10))…but, we will show how many active postings and chats, etc. and user can pick.

   b) A user on campus will open the app, and see either F10 or F12*** and pick one.

      i) The board will have been created by the "mayor" or an original user…we can force them to only to be able to create at their location. (Vs. allowing to create a board named "Mark Zuckerberg's House" and pin it to the FB HQ location. Maybe later….;P)

      ii) ***It would be cool that if, the user is inside a Place, to show the Postings Screen (Fig 12 and 14) automatically first, instead of the Board Directory (which user can escape to). But, if outside the Place, or the System's GPS is not certain, then show the Directory (Fig 10).

   c) WIFI: Google campus has a ShoutAut board – which is only accessible by users who have access to their "company wifi" – as indicated by the Board creator.

13) A core premise that I was chasing and to solve was: Many/most communication/social related apps <u>has location as feature</u>. So we are turning it opposite - to make the location prominent, and then to provide communication channels for that location, and also leveraging the inherent social aspects that exist whenever people (regular or strangers) happen to be at a place.

   a) By guiding the users with our UI – we are nurturing the particular context of a location, which is its place or setting. Thus, even though we use the word location – we really mean place and setting.

   b) If we are correct we will become a platform. Yikyak shows that a generic "location based" 1.5 mile app has audience. We are in a way: Yikyak for Adults. (YY took off first at high schools.)

   c) By guiding the experience to Places or Setting – that is the context of the Board. And thus, at the Hacker Dojo – the active board during the day can be for the techies; and say if at night a nightclub is there, then it's about the nightclub. Etc. Therefore, there could be a day board and night board, etc.

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General Background:

SA started about 5 years ago when I started to try to dissect the bulletin boards that we see in stores, cafés and even at our work spaces. Over time, I saw that it has its own peculiar value propositions and uses, for example, I look at them maybe 1 out of 10 times when I visit a café or a supermarket. However, they serve a unique function that no other communication channel or platform does. (BTW, bb are more pervasive on the east coast like New York City and Boston

and in Southern USA, than in SF, so their less visibility here in the Bay does not mean…however, we see them even in the most teched out spaces: going to meetups at google (right next to the lobby were 2 boards); at every co-working spaces, and two walls full of postings at Philz Coffee at the heart of Palo Alto.)

Over past 9 months, we have been solutionating and iterating the SA model. We went thru dozens of approaches and iterations. Just when we were ready to build, there was something that didn't feel right or satisfactory --- Because -- we did not want to do just another incremental advance or innovation; we were going to do this only if it felt like **--- a white water** opportunity. We obviously don't want to be in Red Ocean, we don't even want to be in Blue Ocean -- we want to be in **the frothing white waters just as they come down from the mountains where they meet and become the Blue Ocean**. For past 2 months, what we have been doing is disassembling and deconstructing the traditional BB model down to its very general and generic core and then solutionating the digital version.

We are deliberately not doing a niche or vertical category – such as Location based dating or proximity mesh messaging… what we want to do is prove or disapprove our hypothesis. Because, once we have done that (in say 6 months of launch), if the hypothesis is valid, we are on the way to a top mobile location portal and platform; if the hypothesis (hyp) is not valid - we can still go anywhere in the LB and Proximity spaces that we want to target.

To date, no one has figured out LB messaging. "Everything has" Location as a feature – but broadly - we want to turn it upside down; this is a bit counterintuitive, **but we want to make the location prominent, with communication as a feature to it. This is our starting approach to figuring out the location messaging**.

We knowledge extends to marketing: from generating organic conversions -- to using the social media spectrums of FB, Twitter, Instrgram, Pinterest, App Store Optimization, SEO, etc.

Now: About our tech: the core LB is basic but we will have some propriety algorithms and IP (some which are patent pending). But we believe that UI and UX that is the delivery of the hypothesis and where we need to wow with. We know that our hypothesis can be correct, but if the UI and UX is not aligned to the hypothesis, we can still fail (and in that case, we don't know if it was the hypothesis or execution). Our design and features build out of the app will include the latest Android L and Material Design and the iOS 6 changes and upgrades – with goal of making the featured list of both stores.

We know Indoor Location and Proximity is one of the "last" **un-mapped spaces in our universe** – and Google and Apple are hard on it now. There is a huge amount of investment and interest in this 2nd coming of LB and the proximity. There is going to be huge winners and Maven and SA can be one of them. Come with us to the white waters.

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(**Added Sept 13:** Yesterday, I went to an app expo (Korean) and there was an app that is for: **anonymous chatting for workers of enterprise**. (Brochure is attached. They are not in app stores and don't have even public web site.) It started in Korea (workers there are very concerned about privacy.) However, it seems a cool thing for even here: An anonymous "gossip and social" board for workers to talk about personal stuffs and salaries (two top popular). They use the IP address of the enterprise to make sure the workers are who they are… Later they also want to form communities between corporations. They DON'T want to go into consumer space. So they are here talking to Yahoo – to try to get them on board. Because, per them: They want a seed group of users per company to start this. **………………. This is one reason why I think that the Wifi restricted boards will be a great feature.**

Couple of relevancy to us is…:

1) How communities get built and "naturally exist".
2) They are targeting "Yahoo employees" – not location – and that is a MUCH more tighter community and MUCH more interesting content, than say for a location/place, but, there are things to learn from them, imo.

3) Getting a seeder group for each Place.

4) **And, I was per above – <mark>re: Wifi</mark> – thinking about to "only make the ShoutAut viewable to people who are connected on the local Wifi ONLY. But, I want random visitors to be able to access it. But, it is food for thought and with that particular strategy – I am open to your feedback: to see if we want to make ShoutAut only for people who are either members or guests (Starbucks, cafes*, etc.) of the local Wifi. This will give a feeling of exclusivity, which has it strong added value. (*Damian, what about location based "Skype" employees only ShoutAut? But, again I digress – just when I thought the final ShoutAut is done? ;P)**

5) Google "teamblind Korea"

(See attached pdf for their brochure. Look at their metrics/retention! They had huge stickness. I.e. the users really like to talk – anonymously with other workers – a pipe to exchange valuable information w/o being identified. Now, we are not exactly that – but we can enable a closed location based forum.)

Okay now the follow are explanation of the screens (Oct 7.)

Screens Descriptions:

Fig 10. Boards Directory. Home/Landing Page. The screen shows the list of boards that the user can pick from. These are created by users. There can be more than one board for a location. A board is created and other users posts to that.

Fig 11: Landing Screen A - the Boards Directory

	1	2	3	4	5		
	< ≡	Logo.../etc.	Here	Create	Boards	⋮	6
Name of place							7
Square	address of place						8
	other information about place			Distance			9
	# of posts / # of people "on" / Brd Created / # (hash) if any						10
Hacker Dojo (Fig 23)							11
	599 Fairchild Dr., Mt. View						12
	Come Hack and Crack Codes			200 yards			13
	6 Posts / 16 On / Jul 4, 2014 / #hackerdojo, @dojoman						14
Google Glass meetup (at Hacker Dojo)							15
Square	Google Glass for Sale						16
	I am here today...<<allow up to 4 lines?>>						17
	perfect cont....white			50 yards			18
	0 Posts / 3 online / 6/14/13 / @user123						19
Samsung America Hq							20
Square	650 Fairchild Dr., Mt View			100 yards			21
	3 Posts / 3 online / 8/14/13 / Anonymous						22
Sunrise Condo Community Meeting							23
Square	Monthly Meeting						24
	7 PM at the Board Room in Bldg. 2			300 yards			25
	4 Posts / 13 online / 8/31/14 / #Sunrisecondo						26
Stanford Univ B Track Board (Fig 21)							27
Square	The Alternative Student Run Board						28
				250 yards			29
	13 Posts / 321 online / 6/14/14 / @ggg123						30
SUSHI ON WHEELS, the Best!				(ad)			31
Square	Today's Special is ... Menu						32
	Until 3 PM everyday!			100 yards			33
Popular	Newest	V	Nearest				34
							35
							36
		^					37
<< Slide Board left to Trash; to right to Save?>>							38
Here: This tab shows the nearest Board (F20s) to the							39
Create: Create Board (F70s)							40
Boards is Boards Directory (F10s)							41

BTW: to an extent I studied and followed the various email apps, and their major process.

1. Fig 11: (Boards* tab) Landing Page. This is the Boards Directory.
2. (Item1 or the box 1 at left) This is the basic back navi and account, user account admin, etc.
3. (Item 3) Here tab: is a shortcut to show the nearest board (as in F23 explanation below).
4. (Item 4) – Create Board tab. It is Create in F11; but changes to Post in F21 and F 23; and Chat in F35.
5. (Item 5) – The home screen/landing page.
6. (Line 10) We will put some information here to give status of the directory, and optionally the hashtag; etc.
7. (Line 34 at bottom of page) This is for sorting. V means it can be hidden.

8. The Saved, My and the (optional) Search box is provided here.
9. So when the user selects a board (Lines 11 to line 33) - they will be shown the Board in the Fig 21 screen.
10. AS FYI: L7 to L9 is the Board Posting and is an example of the information to be shown. All are entered by the BP creator at the F71/B– Board Creation screen. I think 3 or 4 lines are enough, but we could allow additional lines. (E.g. a big Ad; or some big event.)
11. Picture/Logo. All boards (and any ads) are square, or at least there is a square frame border. (Pic/Logo in the Postings and Chats are Round.)
12. (Optional) Touching or Long Press on the square can display profile of the Board creator.
13. Line 7 - Top Line: Name of the Place/Event. It is flushed to the left, over the pic/logo. (Flushed to the left is only for BPs and distinguished from the Postings which are flushed to the edge of the Pic/Logo.)
14. Line 8: Description/address of Place.
    14.1. Line 9: Can be 2nd line continued, or the address.
15. Line 10: Reserved for information about the Board Posting (BP), Activities, etc. – by the System.
    15.1. E.g.: # of Postings and # chats or, # of users checked-in (actively viewing); when board was created; ID/Handle of Creator; etc.?
16. (Optional) Line 9: We can/may-not have the Graphics based Map for MVP (per David). But this is a Nice2Have (n2h). Use is that if the user taps it, a graphical map will be show with the user's current location and the various Boards location (if Fig 11). <<MC: Not sure, if to extend this to the Postings as well.>> Circle at ShoutAut.com (the map) could be good for this.
17. Slide a Board Posting (BP) to left to Trash (Items in Trash can be moved back). Trash is accessible via the =) and, slide to right to Saved.

Fig 21: The Postings Board. Users come here after selecting a Board at F 11. This is the list of postings for that board. I am trying to emulate the flyers that people put up on bulletin boards. Design is like our email inbox.

Fig 21: Postings Board.

18. The data in the line 8 to 9; and the Posting Content (shown at F35 - L8 to L20) are entered by the user at the F81 (Posting Compose)
19. L7 (Name of Place/Event) – From the L7 in F10. I think it is good to have this line here and a top reason for the Name of Place to be flushed left. <<MC: Diego - Optional: L7 to slider under the Navi and disappear, when user is scrolling screen up and to slide back out, then disappear, when the user is scrolling down. It hides to increase the space for the content (at least for small mobile, maybe not for pads) when screen is static, but when in motion, we can show the address.>>
20. L8-10: I think best to limit subject line area to 2 or 3 lines max. OR:
    20.1. We will limit the subject area to 3 lines max. But, where there are only "few postings" (maybe 2 to 3 posting or so), and the rest of the screen is blank, we could show beginning few lines of the Posting Body.
    20.2. We can follow the email inbox styles.
21. The Line 30 sort is hidden during normal use. But when the user scrolls down, or taps the ^ - the L30 could pop up. BUT: In order to allow sorting, we have to have a geo-radius limit – that is why we picked one and we go with 300 meters. How far the Board or the Posting can be pulled from.
    21.1. (And for MVP, we give that decision to the Board creator.)
22. The 300 yards (or meters) is from the "average length of the town squares" in old Europe. Like in the Mozart movie, when those horse carriages go thru a tunnel and emerge onto an open area. It seems that visually, 300 meters is the extent that human eye can recognize another person.
23. Slide left to trash and right to save.
24. Share (Line 30) is an optional feature. But, if we decide to do the Hashtag (that is where the Poster or Board Creator enters hashtag(s) at the posting compose or board creation) – this is how any user can share that board or posting with another user who does not have to be at the location.
25. Line 30 – Rank up or flag.

Fig 23 – the Here Tab. This is an alternate landing page – if there is only one board within 300 meters; and also is the single board that is "nearest" to the user (if there are more than one board in the 300 meters).

Fig 23: "Here" Tab Board.
Alt Landing Page B (Nearest to User)

1		2	3	4	5		
< ≡	Logo.../etc.	Here	Post	Boards	⋮	6
Name of place ("Hacker Dojo")				Distance		7
Popular	Newest		^	Share	Rank Up/Flag	8
All	Post subject line 1					9
Round	subject line 2 <<MC: allow up to 3 lines?>>					10
	# of people "on" /Posting Created/ # and @ (if any)					11
Round	Anybody want to share a sublet?					12
	Java Geek preferred!					13
	# of people "on" /Posting Created/ # and/or @					14
Round	Intro Java Meetup - 6.30 PM					15
	Hi guys, come tonight for...					16
	# of people "on" /Posting Created/ # and/or @					17
Round	Google Glass wanted...					18
	Used, good condition					19
	Have cash, will travel.					20
	# of people "on" /Posting Created/ # and/or @					21
Round	Dojo New Members Night Tonight!					22
	7 PM. Beer and Pizza.					23
	# of people "on" /Posting Created/ # and/or @					24
Round	Anybody going to Apple UI/UX Event?					25
	I like to have a ride...					26
	# of people "on" /Posting Created/ # and/or @					27
SUSHI ON WHEELS, the Best!				(ad)		28
Square	Today's Special is ... Menu					29
	Until 3 PM everyday!			100 yards		30

26. Whenever the user taps the Here tab (4). If the GPS system is "confused" about which is nearest between 2 or more boards, it can use a weighted mix of which board has higher" # of postings, users checked in and on; # of chats.

27. To show a different location for the Sorting, this screen shows the Sorting at line 8 (vs at the bottom, but I think bottom is better.)

28. L7 (Name of Place/Event) – From the L7 in F10. I think it is good to have this line here and a top reason for the Name of Place to be flushed left. <<MC: Optionally the L7 to slider under the Navi and disappear, when user is scrolling screen up and to slide back out, when the user is scrolling down. It hides to increase the space for the content (at least for small mobile, maybe not for pads) when screen is static, but when in motion, we can show the address.>>

29. The rest is same as Fig 21 above.

<< Slide Posting left to Trash; to right to Save?>>	32
Fig 23 Here tab at Navi bar is a	33
dedicated/shortcut tab for Nearest Board.	34
AND: is the Alternate Landing Page, IF the GPS and	35
the position of the User is "trustable". E.g. if the	36
User is in the middle of Hacker Dojo and a) nearest	37
Board is "200 yards" away, AND b) there is only	
one Board at the Hacker Dojo, then F23 is Lpage(?)	

What is the best default Sort view? Above shows ... Popular. But, Popular can be the Postings with most Chats, or highest up Rankings. TBD.

Share will allow User to text, email, FB, Twitter... the above Posting... (TBD)
Either the #Hash (if any) or ShoutAut System created id for that Board or Posting will be sent to recipient, and with encouragement to download and install app.

Fig 35: The Posting Compose Screen. This is where the user creates/compose the "flyer" for the "bulletin board". **<<MC: Diego, I made some modifications>>.** I recognize that mobile is a limited work area to compose – so let's work with that, and learn* from the other apps that are popular for people to compose (SnapChat, Instrgram and Vine). One thing is that they are more visual and light on text.

Fig 81: The Posting "Compose"

30. *And that is why I am suggesting these modifications (Oct 7).
31. I like to have the Line 11 right up at the top of the Posting Compose area. So that: Poster is encouraged to insert pics, videos and files** right there. (**Since the mobile is small to create "nice flyers", they could create such on their pad or laptop and then insert it here.).
32. What would be really nice is that the Poster can insert an object into any part of the Posting Compose screen – by moving the Line 11 command to that spot *touch and drag, and then releasing it – will open the attach function.
33. The Attach at Line 16 is different to the insert. Insert – inserts the pic into the body (see Fig 37 next). Attach (line 16) is different to Insert. It attaches to the Posting and comes a thumbnails (see Fig 37). I think it is nice to do small thumbnails – to show readers what the attachments are about.
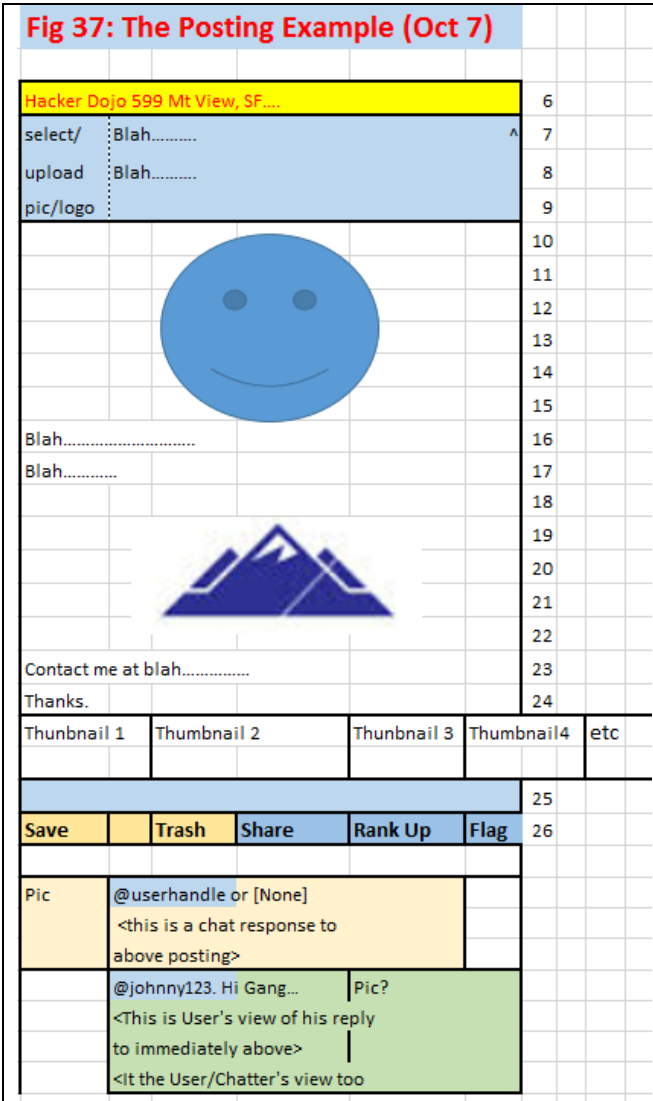34. User touches the area to load or text there. E.g.: touches the pic/logo box to load their pic there (It would be cool if we allow even a short video – then we covert to bitmap (?) images and show some animation! (This will be the first semi-animated Profile pic that I know of! Use case: I load a short vid as my profile – the ShoutAut system converts to images. And we display them in sampled sequence of say 5 to 10 slides. FOR SURE MANY USERS WILL SPEND LOT OF TIME MESSING WITH THIS TO LOAD THEIR BEST PROFILE IMAGES.)
35. User touches the subject line area to insert text there. Etc.
36. Save (line 20) – saves to the My (Fig 101) Also, we can auto save periodically as the user creates Posting. (Board is short, but Posting can be long – so to auto save might be nice.)
37. The profile (line 17, 18) could be at the bottom of the Posting area but, I think it is better buried in the account = or at the 3 dots (Line 6).
38. Line 19 – is where they enter the hashtags – if we decide to have that feature.

Fig 37: The Posting Example (Oct 7)

Hacker Dojo 599 Mt View, SF….		6
select/	Blah……….	7
upload	Blah……….	8
pic/logo		9
		10
		11
		12
		13
		14
		15
Blah……………………		16
Blah…………		17
		18
		19
		20
		21
		22
Contact me at blah…………..		23
Thanks.		24

Thumbnail 1	Thumbnail 2	Thumbnail 3	Thumbnail4	etc

					25
Save		Trash	Share	Rank Up	Flag	26

Pic	@userhandle or [None]
	<this is a chat response to
	above posting>
	@johnny123. Hi Gang… Pic?
	<This is User's view of his reply
	to immediately above>
	<It the User/Chatter's view too

39. I think do to the nature of mobile, we need to encourage visual additions.

Fig 35: The Individual Postings View. This is the "flyer" for the "bulletin board". But additionally, has a public chat at the bottom. <<MC: In the future, we can add private messaging from a viewer to the Poster creator. That can be displayed in the Chat stream but to be visually distinct from the Chats.>> <<MC: Diego, I made some modifications>>

Fig 35: Individual Posting View. with/Place name

40. This is the posting which was created at the Fig 81. Most likely, people will not create a huge text based content (as it is hard to create such on the mobile). I think what we have to do it make it easy for people to attached pictures, flyers, and even video.
   40.1. And thus, for such picture and video content to be easily selectable and seen on the Fig 35.
   40.2. That is one reason for the Thumbnails attachment in line 19 and 20. I want to show thumbnails.
41. Chat tab at Box 4 and Line 47 opens up a new Chat write box (Line 43 to 46). However, it would be nice to have ability for users to "reply to a chat" by Long Press on a chat (e.g. Line 31 to 34) and then enter a new Chat – which will go at the end of that Chat thread (Line 31 to 34).
42. The gap Line 35 is indicating that the Chat is "new" (from pressing box 4 and line 47) and not part of a thread.
43. The user's own chats are flushed right and all others are left.
44. We can allow users to rank a Posting Up or Flag. (Line 21)
45. Optional: <<MC: This might be for after the MVP>>
   45.1. They can also share it. How? <<MC: not shown, but we can generate a unique code for that listing and allow them to email or text (by SMS) to anyone. We will insert a message for the Receiver(s) to download the ShoutAut if none. (After install, they have to press the code that was sent in the SMS). Or, if the Receiver is a ShoutAut user, then for that to be delivered to the Receivers' "Saved" screen and with a message – Sent by User ___"
   45.2. If bit complex, we can leave out the hashtag and the Search for the MVP verion 1.

Fig 35: The Board Creation Screen. This is where the user creates the Board for the Location or Place (sort of like a 4Sq Mayor) – so that he or others can now post to that board. <<MC: Some new items>>

Fig 71B: Board Creating Screen

Fig 71C: Board Creating Screen

46. Here the user only inputs to the lines 8 to 11; including a picture (or as per above idea, a video).
47. This board is now associated to the GPS location where the user has pressed Done and is published.
48. Caution/Note: Some people may not know that the Board gets published at their current location. THUS: It might be nice to give them a list of addresses to associate the board to; for example in line 10, we can show a drop down menu with list of addresses that the System guesses is where the user is at now.
49. By adding the address option and giving the data (we have get those data from Google or another source) – we are helping the user to know that their posting will be posted to that GPS location. (But, is this needed or not? IF really not, we can get rid of this added complexity and let the users really on their own. Especially, if later we can allow them to move or edit their Boards and Postings.) Again, if too much complexity to get the addresses, we can leave this out for MVP version 1.
50. The below Fig 71C is new (Oct 7). I removed the add handle/profile part – since that might be best selected and set in the Accounts or three dots. HOWEVER: There is a reason to put it out in the F 71B line 12-13 form – it is so that the user can use different Handle for different boards!!! Thus, I think it's good to do as in F 71B. But, I am 50/50 on this.

Fig 61: The Saved Screen. This is where the user sees his Saved Boards and Postings

Fig 61: The Saved or Following

	1	2	3	4	5	
< ≡	Saved	Here			Boards	⋮	6

Name of place			7
Square	address of place		8
	other information about place	Distance	9
	# of posts / # of people "on" / Brd Created/ ID of Creator		10
	Post subject line 1		11
Round	subject line 2 <<MC: allow up to 3 lines?>>		12
	# of people "on" / Posted Created / ID		13
			14
(<<left to Trash>>			15
			16
			17
			18
SUSHI ON WHEELS, the Best!	(ad)		19
Square	Today's Special is ... Menu		20
	Until 3 PM everyday!	100 yards	21
			22
	Device Menu		23
			24

(<<left to Trash>>

1. If Saved when at geo-Zone, the User can participate as if there, when off zone.
2. Long Press to reposition up/down.
3. Search Box to enter # "to follow".

Such will be displayed in Saved Screen.
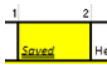
Thus, user can see and participate even if NEVER was at the geo-zone. L7 or L24.
<<MC: We only allow to follow the Board or Posting,

not the Poster. Because, if the Brd Creator or Poster does not put a #hash in, it cannot be searched for.

However, a User can Share any Board or Posting. And it is possible that 2 users choose to use the same handle. Thus, "@___ " is not searchable.
4. Or, the Search box is in the 3 dots, but results are displayed in the Saved Screen.

51. The Saved (and My) Screen is accessed from the [icon] (see below Fig 101)

52. Not sure if we need to display the [Saved icon] here or not. <<MC: Diego to decide).

53. When the user selects a Board or Posting, they are displayed in the respective Fig 21 or Fig 35.

Fig 101: The My Screen. This is where the user sees all his created Boards and Postings

54. Accessed by
55. It really a shortcut to the user's activities at the ShoutAut app.

<<MC: I thought about showing Chats here too – but that might be too complicated. But, it would be nice and useful.>>

56. Also, saved but not published Boards and Postings are stored here until user edits, trash or "Done" (and publish).

(One day I will do this) http://piyatas.tothong.com/wp-content/uploads/2013/01/nokair_sitemap.jpg