

Applicazioni per dispositivi mobili Course

a.y. 2017/2018



UniEvent Design documentation^{1,2}

Team Members ³		
Name	Student Number	E-mail address
Davide Micarelli	236829	davide.micarelli@student.univaq.it
Tony D'Angelo	236027	tony.dangelo@student.univaq.it
Massimo Nardecchia	227829	massimo.nardecchia1@student.univaq.it
Antonello Micarelli	228405	antonello.micarelli@student.univaq.it

¹ The max length of this document is 20 pages

² The structure of this document is fixed, it cannot be changed in any way

³ The team leader is listed as first member in this table

Strategy



Product Overview

App made by student for the student

Platform for creation, organization and promote events all around the world, especially for the university student (party and cultural events) with the possibility to take a ride.

We have a strong social integration with Facebook Twitter etc., everyone can create an event and other people can visualize them and filter the list for their interests.

Competitors

Principal competitors are:

- 1) Eventbrite
- 2) Nearify

The first one doesn't allow you to create event in the app, you need to use another application, the interface is graphically poor, you can't follow your friend interest ad event, all things that our app can do, these are the main difference.

Nearify has many points to blame. In first place during our test it didn't work even if tested on different smartphone, it has many bugs.

The interface is really nice, it offers many features like favorites, sharing events with friends, but it doesn't permit the creation of new event, only visualize them and filter by date and place.

Our app is mainly focused on students, not generals events.

User Research

The needs that we want to satisfy are:

- Group of friend that want to find something interesting in their city, not only party, but also cultural event, like museum, cinema, promotion.
- Pub, museum, cinema, locals that want to promote their event with low cost (without print any manifest for example) and monitoring the event.

The main goals are:

- Provide easy and intuitive interface for the users that can search, create and organize events.
- Provide system for going to the events with other people.

Personas

Gino



I want to go out with my friend, but we don't know what to do every time

Age: 20

Occupation: student

Technical profile: he's very comfortable with technologies as all millennials guys; accustomed to use app and relative store

Psychological profile: he's a offsite student that changed city, friend, and now live alone with other roommates, don't know the city

Pietro



I want to advertise my pub, so the young people as student can know me

Age: 38

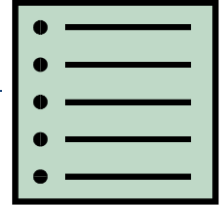
Occupation: entrepreneur

Family: married, two childs

Psychological profile: he's a Entrepreneur that try to open a new pub, as place of meeting between students

Technical profile: he's not very at ease with technology an want a easy service for publicize

Scope



Features

- **Profiling**
- **Events creation by users**
- **Events search and visualization by users (filter also)**
- **Events booking (only for limited numbers events)**
- **Notification System**
- **Social integration**
- **Save favorites events**
- **Sharing with friends (social sharing)**
- **Searching place with gps or manual**
- **Events management**
- **Event feedback at the end of it**

Scenarios

It is a short, simple narrative describing how a persona might go about trying to fulfill one of those user needs.

By imagining the process our users might go through, we can come up with potential requirements to help meet their needs.

Story:

This story start in a cold lonely evening.

Our protagonist, Gino, those weekend remains in the study's city and he really want to go out with friends for relaxing.

But...there is a problem, he don't know much of the city or any events...but he's also listen about a new app, very useful, used by a lot of his friends.

He's go to the app store and find unievent, once installed the app without any registration

Gino can view a list of event, with gps he can localize them and list all the event in his city, in that day.

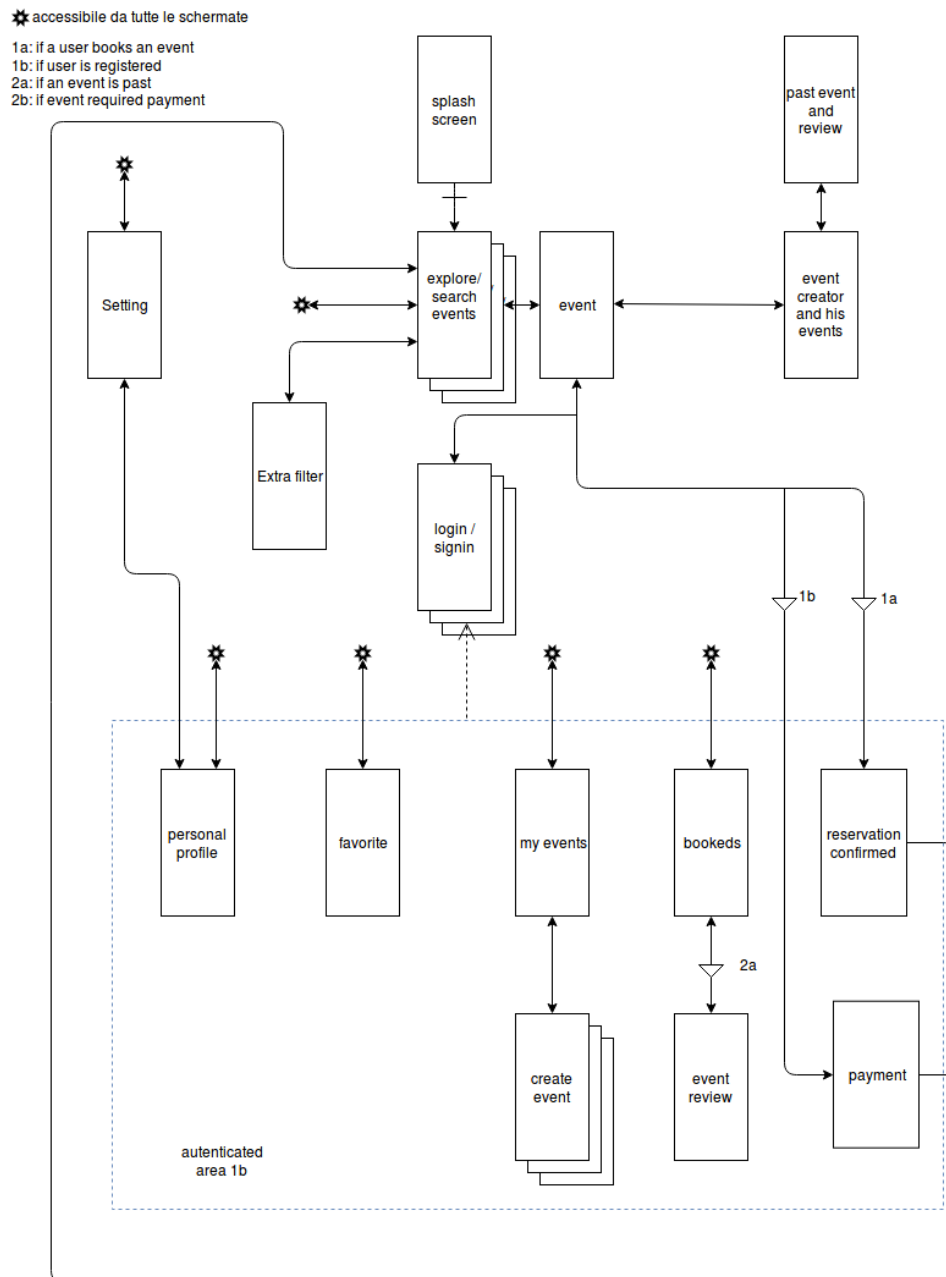
Very excited for the function he decides to register with google plus and to have access to full voice in the menu.

After found an interesting event in his town after filter the list, he can book the event paying with paypal.

The day after he leaves a good feedback to the event.

Navigation model of your app.

Description of its main parts and the relevant choices you made. For each view and for each main navigation flow you have to describe your design decisions and their main objectives.



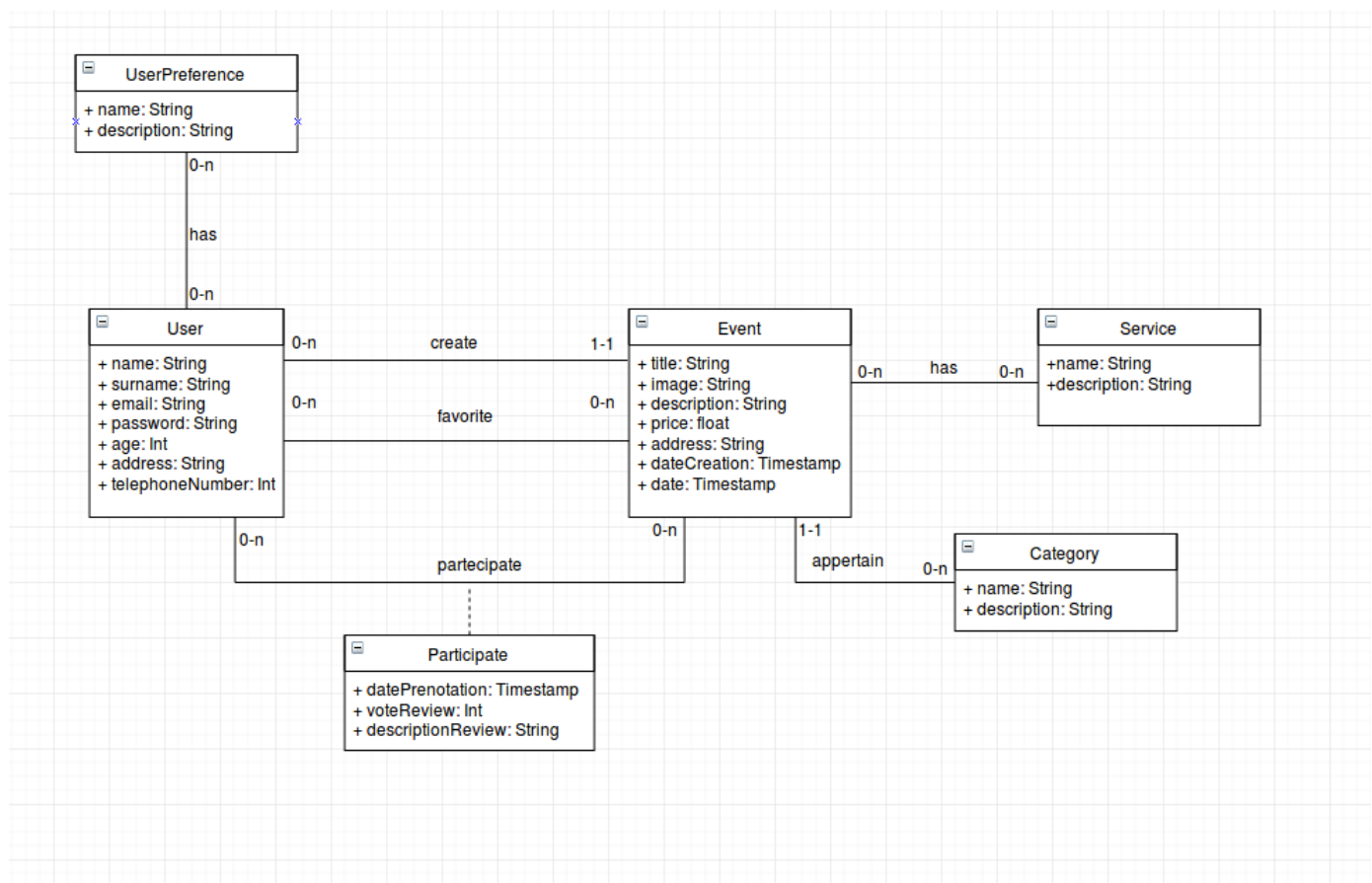
Decision ad flow:

- All the elements with the symbol ⚙ are part of menu, many of the voice are accessible only with registration
- For making our app easier to use and pleasing the users proceed to registration only after entering in restricted area, and without obligation, naturally the unregistered users can only view events. For other functionality is required login/registration.
- We choose to start with splash page and after the loading the search event, the app asking authorization for gps functionality and set the city, if it doesn't happen the user can set city manually
- We choose to put setting in the profile option for making more clear the ux, and it's accessible for everyone
- When an event end it's possible to review them and give an evaluation

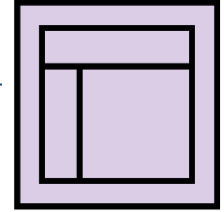
Data

Provide a class diagram representing all the contents you manage in your app.

As a reference for class diagrams, use this: http://it.wikipedia.org/wiki/Class_diagram



Skeleton



Lo-Fi Wireframes of your app. In this phase you have to create a **complete wireframe** representing all the views described in the navigation model.

Description of the relevant choices you made about the user interaction and how information flows among views.

The mainly choices are:

- **Use of CARDS:**

For encapsulate all information linked to the event in one box

- **NAVIGATION DRAWER:**

When there is insufficient space to support tabs, side navigation is a good alternative.

Side navigation can display many navigation targets at once. A drawer remains hidden until invoked by the user.

Apps with a single “home” should list the most frequently accessed destinations at the top of side navigation.

Side navigation may appear either with or without a navigation drawer.

Recommended for:

- Apps with many top-level views
- Enabling quick navigation between unrelated views
- Deep navigation structures
- Reducing visibility of infrequent destinations

- **EXPANDABLE SEARCH:**

Use expandable search when search is not the primary focus of your app.

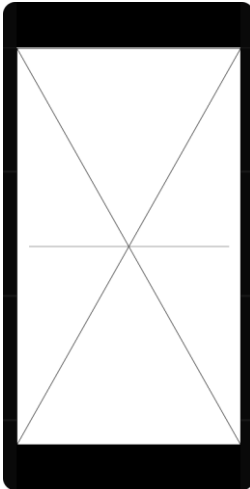
Display a magnifying glass icon in the toolbar instead of a search text box.

Touching the search icon causes the toolbar to transform, clearing other content and displaying a search text field. If voice search is supported, the microphone icon also appears.

The search text field automatically receives focus, and, if needed, the onscreen keyboard will appear. Historical search suggestions can be shown beneath the toolbar. Choosing any of the suggestions submits the query.

Touching the up arrow closes search and restores the original presentation of the toolbar.

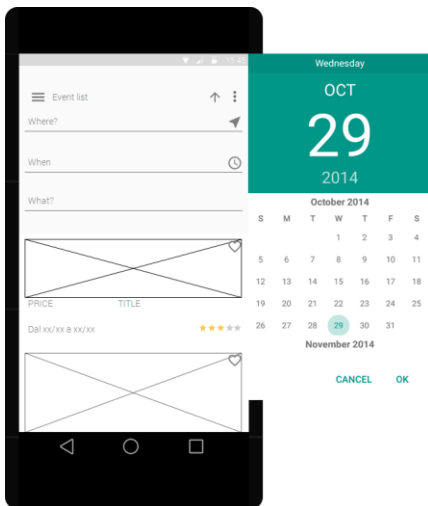
- Splash page



- Description:

The splash screen of the app, we have the logo of the app with a bar of loading and color palette that we decided in the hi-fi.

- Explore/search



- Description:

In this screen we have the search and a list of events, every event show a few information about itself, like title, price(optional) and date and favorite button on the manifest of event.

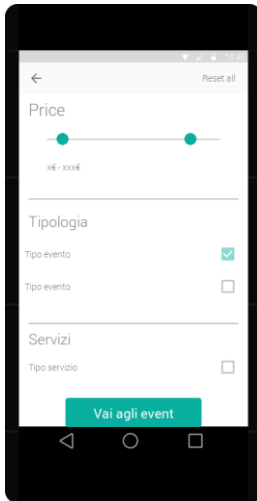
The search it's expandable type and have 3 input type:

- **Where** with the possibility of geolocalization,
- **When** with a calendar integrated and a field ,
- **What** where you can insert key words or categories.

- **Design pattern:** Rhythm pattern

- **Navigation Type:** Cards

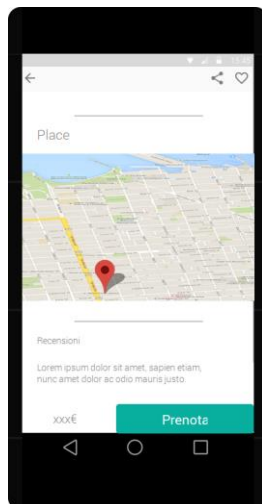
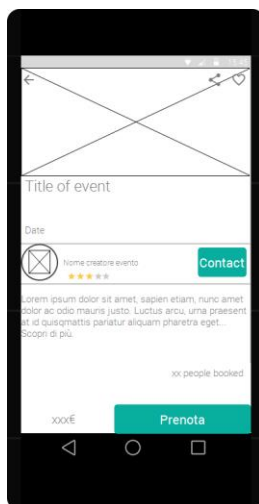
- Extra filter



- Description:

In this screen we have the extra filter for the search, like price, category, and service

- Event page



- Description:

Describing page of an event with manifest at top of page, title and date of the event.

On the footer, in fixed position, Book button and price (optional).

In the body we have a description, and the author.

- Design pattern: Hierarchy

- Navigation Type: Image carousel

- Event creator



- Description:

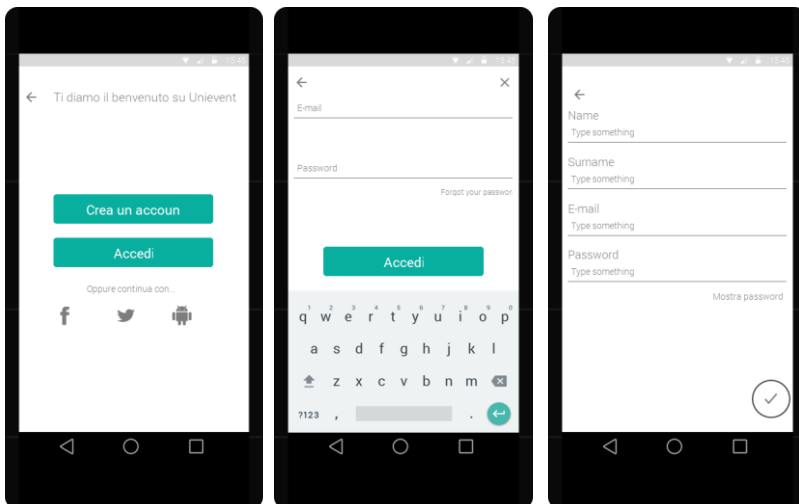
Describing page of an event creator, with photo, name, his description, and the feedback of other users, the reviews of the user is made by a average of event feed.

In the end page a list of old events (in grey color) by this creators, and a button to return to the top

- Design pattern: Hierarchy

- Navigation Type: Image carousel

- Login/Sign in

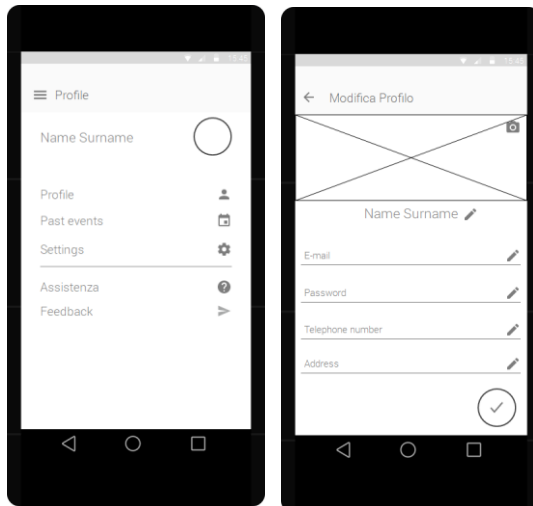


- Description:

Ultra short, in a single page registration, with possibility of login via Facebook and Google.

- Forms: Sign in/Registration

- Profile



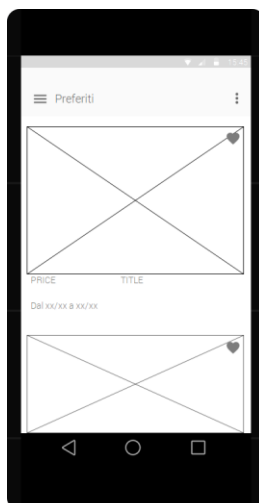
- Description:

Page profile with quick link to past events, settings, and profile where modify user's information like photo, name, his description

- Design pattern: axis

- Navigation Type: list

- Favorite



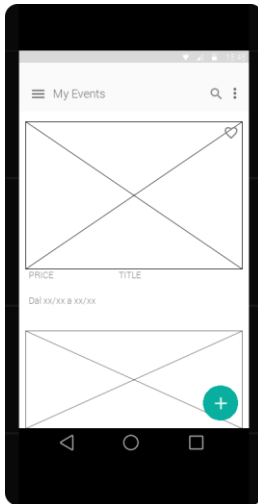
- Description:

Page that contains a list of user's favorite events

- Design pattern: Rhythm pattern

- Navigation Type: Cards

- My Event



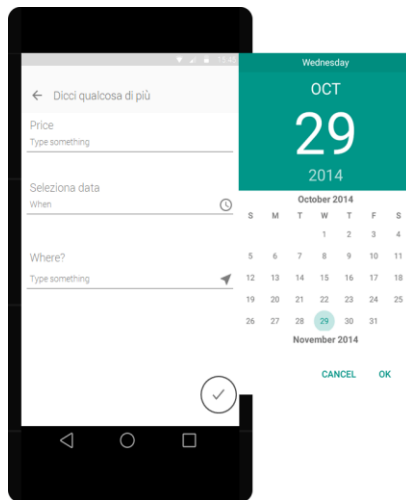
- Description:

Page that contains a list of event created by user and a button for creation of new one

- **Design pattern:** Rhythm pattern

- **Navigation Type:** Cards

- Create Event 1/2

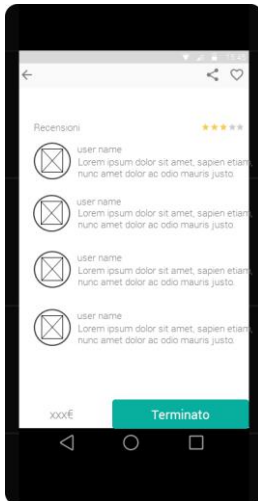


- Description:

The first page of event creation, where we have image upload, title, category and description, and second page where we have price, date ad location

- **Navigation Type:** Hierarchy

- Review event



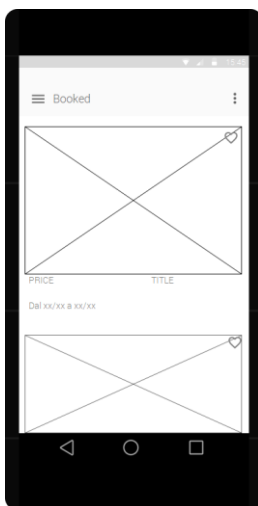
- Description:

The page of event review, where we can see all old review of an old event

- Design pattern: Rhythm pattern

- Navigation Type: List

- Bookeds



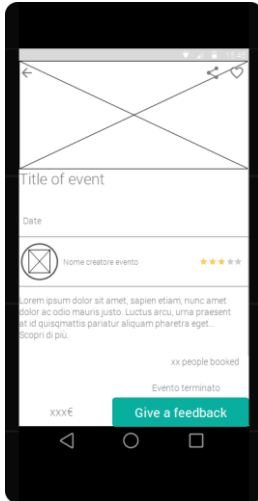
- Description:

This page contains a list of events booked by an user

- Design pattern: Rhythm pattern

- Navigation Type: Cards

- Event review



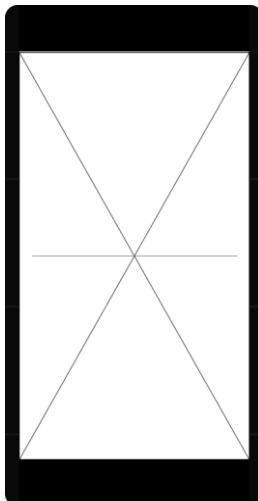
- Description:

This page contains a multifunction button, where you can tap and by a popup give a small comment and star at an event terminated and booked

- Design pattern: Hierarchy

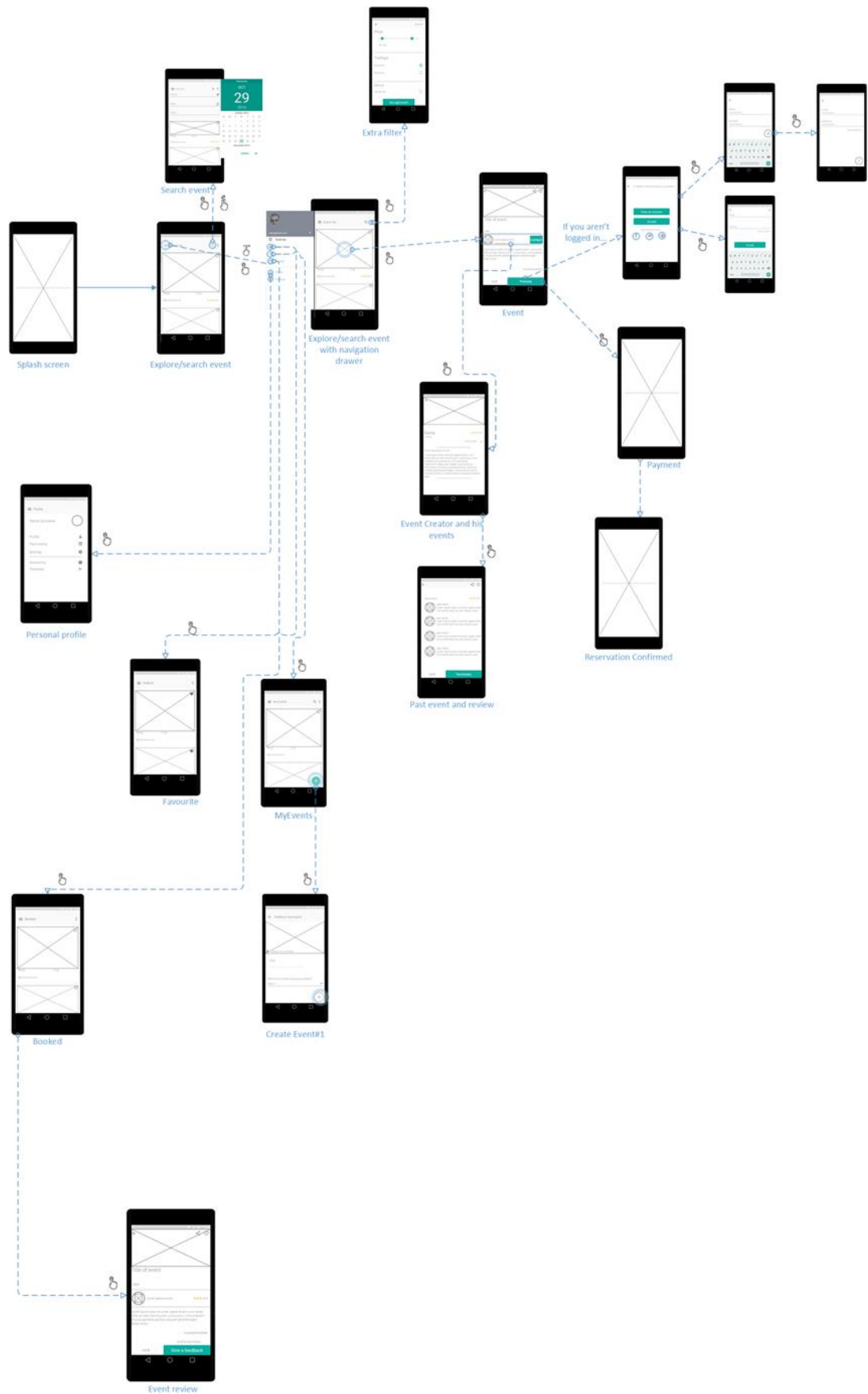
- Navigation Type: Image carousel

- Payment



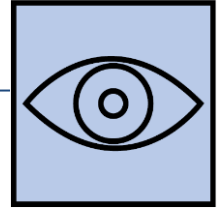
- Description:

This page contains the payment



The
map of
screen

Surface



Provide a Hi-Fi Wireframes of a **single view** of your app.
Please choose a representative view to show here.

Description of the relevant choices you made about the layout and color palette, fonts, icons, etc.

- Palette:

The material color palette are this:



Text / Icons



we choose complementary color violet/amber for light and more beautiful interface

Glyph

Cc

Characters

ABCČĎĐEFGHIJKLMNOPQRSŠTUVWXYZŽǻ
bcčćđefghijklmnopqrsštuvwxyzžАБВГГДѢ
ЕЁЄЖЗСИІЇЈКЛЉМНЊОПРСТѤУЎФХЦЧѰШ
ЩЪЫЬЭЮЯабвгђѓеёєжзсуиіїјкљлмњћоп
рстћуўфхцчшщъыьэюяАВГДЕZHΘΙΚΛΜΝΞΟ
ΠΡΣΤΥΦΧΨΩαβγδεζηθικλμνξοπρστυφχψωĂÂÊ
ÔŮŰăâêôșur1234567890'?"!"(%)[#]{@}/&<-+×
=>@©\$€£¥¢;.,.*

Styles

Type here to preview text

Light
Regular
Bold

40px

Designer



Johan Aakerlund
Principal design

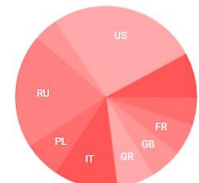
About

Comfortaa is a rounded geometric sans-serif type design intended for large sizes. It is absolutely free, both for personal and commercial use.

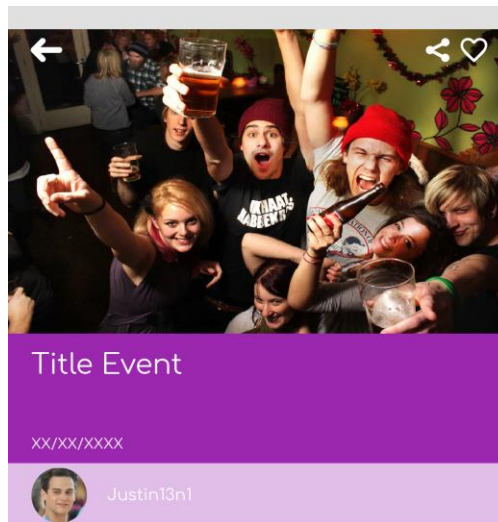
If you like it please [visit my DeviantArt page](#) and fav it (but obviously only if you like it.) You are also more than welcome to comment about anything you want (I'm open to critique). I obviously would love to see how my font is being used, so feel free to comment with a link to your work, or send me a message.

I hope you will enjoy using my font!

Usage



The final screen:



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
 diam nonummy nibh euismod tincidunt ut laoreet dolore
 magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
 quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut
 aliquip ex ea commodo consequat. Duis autem vel eum iriure
 dolor in hendrerit in vulputate velit esse molestie consequat,
 vel illum dolore eu feugiat nulla facilisis at vero eros et ac-
 cumset et iusto odio dignissim qui blandit praesent luptatum
 zzril delenit augue duis dolore te feugait nulla facilisi.
 Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed
 diam nonummy nibh euismod tincidunt ut laoreet dolore.

XX People Booked

€ xxx

Prenota