

GoSeek Mobile Design Spec

By Team UX

Photo Credit : Benjamin Child

Design Question

Is there a way to use mobile technology to create a more engaging and personal experience when exploring a place?

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01 | Project Overview

PROBLEM STATEMENT

Every city presents numerous opportunities for one to experience. Currently, city guide and recommendation applications are too often based around fixed itineraries and impersonal lists of ratings and reviews. Although informative, there is an area of opportunity to actually entice people to go explore. We want to find out if we can utilize mobile technology to get people to explore their city by focusing on the individual's own interests and intentions.

DESIGN QUESTION

How can we use interactive technology to create a more engaging, personal experience to entice someone to explore their city?

SUMMARY OF SOLUTION

Go Seek is a mobile application that will provide users with personal recommendations about where to go or what to do in their city. It will also easily allow a user to invite friends to join them. The premise of Go Seek is that people tend to want to go places with their friends. However, organizing outings with friends also results in an additional level of stress, which can cause people to be less likely to go try something new. In our application, we allow the user to select a few options for what they are interested in doing and then let them send this list out to their friends to help make the final decision. Once all the friends have responded, a final selection will automatically be made and the group can go enjoy their time together in the city.

AUDIENCE

This document is intended for the next design and development team continuing to work on this application. The application has gone through rigorous research, testing and iterations but is not ready for development at this time. GoSeek's specifications, therefore, contained in this file are intended to be narrative of background research, decisions made, and progress thus far - as well as indicate needed work and areas of opportunity that the next team should be aware of. Notes in the specification are intended to be more holistic with a minor emphasis redlining as we expect future changes to impact the GoSeek application ecosystem.

PROJECT SCOPE

The GoSeek application's scope includes the basics needed to make the application successful in use : including sending plans, receiving plans and an onboarding process (to make sure recommendations are tailored to the user in a relevant and useful manner.) By nature, this means a wide breadth of necessary work was included in-scope but divided into phases based on severity. Phase 1 was preliminary addressed and tested within the specifications. Phase 2 is recommended next steps for team carrying on the work which may have a portion of the work started. Out of scope areas were also identified and addressed based on research and constraints.

In Scope : Phase 1

- Create a Plan (What Flow)
- Send a Plan (What Flow)
- Receive a Plan (What Flow)
- Onboarding
- Sign Up
- Notifications

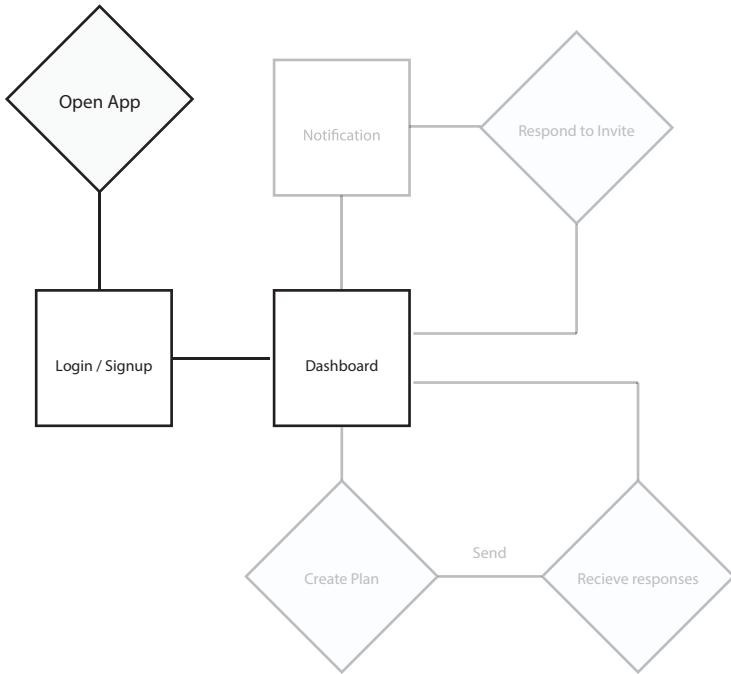
In Scope : Phase 2

- Dashboard
- Create a Plan (Where Flow)
- Create a Plan (Who Flow)
- Send a Plan (Where Flow)
- Send a Plan (Who Flow)
- Receive a Plan (Where Flow)
- Receive a Plan (Who Flow)
- Rating a Recommendation
- Create more granular options for the onboarding interests
- Suggest a new time for an event
- Add event to user's calendar
- Send message to friends invited to an event
- Build up a history of personal interests and past events for sharing and following

Out of Scope :

- Gamification (specifically badges and point systems)
- Pre-set itineraries
- Create an event based in a place that is not in our catalog and map area
- Consider the type of transportation or money to present options to the user
- Enable adding custom images to share experiences

02 | Overview and Process Flows



WHAT IS THE OVERVIEW FLOW?

The following diagram gives an abstract overview of the ecosystem of the app. It is the most abstract and low fidelity mapping of the product. The process flows provide an additional layer of depth and the annotated specs provide the deepest layers of notes.

WHAT IS THE PROCESS FLOW?

The following diagrams are intended to give a high level overview of the steps included in each flow (similar to an index). These flows do not encompass every possible combination nor are they intended to illustrate all interactions. Rather the intent is to serve as a user flow introduction to the product tested and provide a reference point for the specification material. The accompanied annotated specs will provide more detailed notes and functions.

The following flows are linked in the appendix:

Flow 1
Onboarding Flow

Flow 2
Send a Plan

Flow 3
Recieve a Plan

03 | Annotated Screens

The following annotated specs include all of phase 1 as indicated in the project scope. For the design/development team receiving this project these notes are not fully comprehensive but rather use to highlight important parts of the ecosystem, intended behavior that is important to the functionality and anything we believe important in the creation of the GoSeek ecosystem.

The specs are designed to include :

1- The Labeled Design

2 - General Notes (in green) : These will encompass topics like intended function, interaction notes and higher level overview notes for clarification.

3 - Technical Notes (in red) : Similar to redlines, they include more development considerations like font size, color, padding etc that may be outside the norm of the style guide provided in the index.



Have more development/design related questions about text size, color etc? The appendix contains a styleguide that includes the basic visual design framework for the app.

1 - Splash Screen



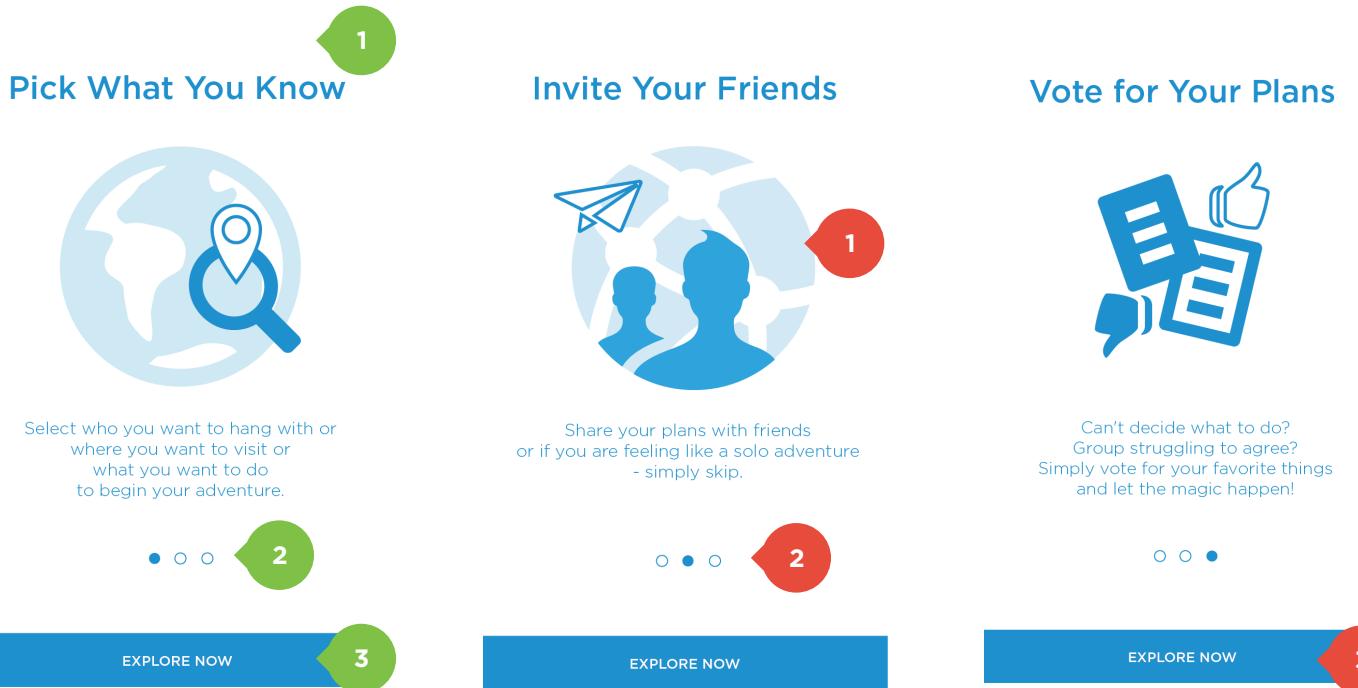
General Notes

1. Screen will appear as the application loads.

Technical Notes

1. Logo is 160 x 43 px.
Marketing text = Gotham, Book, 10
2. Image asset provided in index.

2 - Onboarding



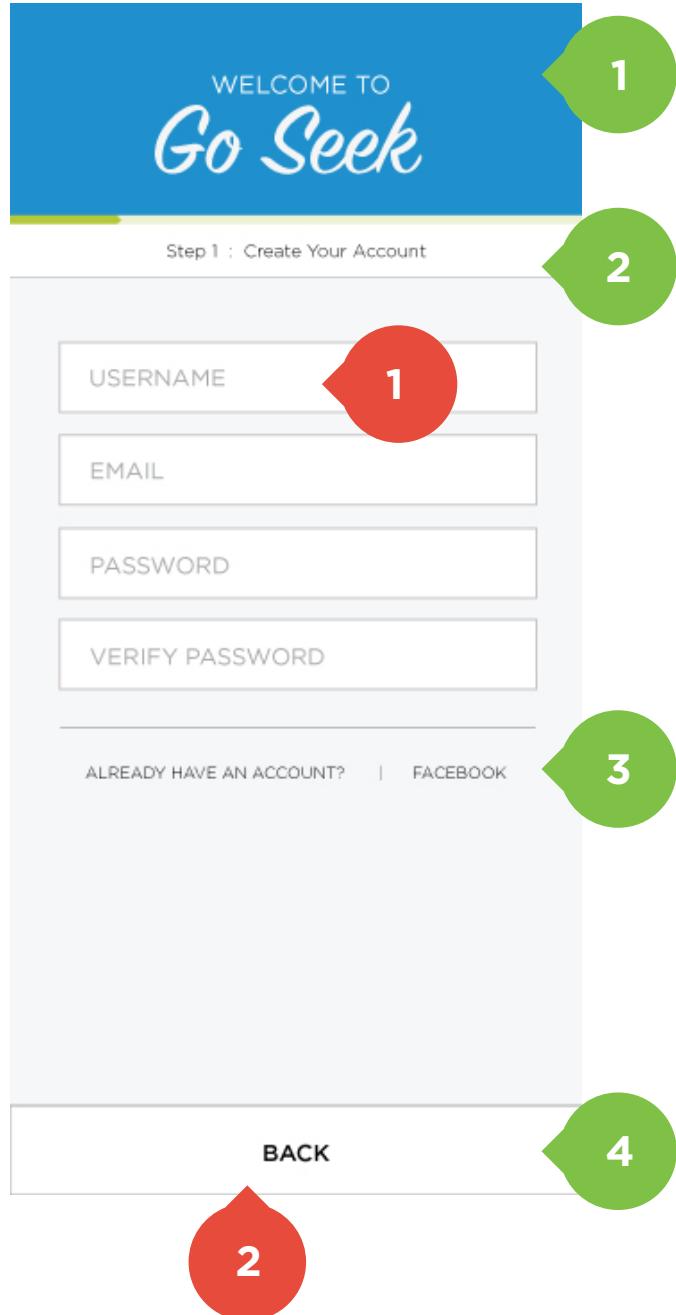
General Notes

1. First time user experience seeks to introduce the application key features.
2. Pagination will indicate to user how many steps to onboard. Swipping left will display next screen.
3. Will take user to sign up/sign in flow.

Technical Notes

1. Iconography assets are 96 x 92px.
2. Active pagination is filled. Inactive is unfilled with stroke.
3. See primary button styles in style guide.

3 - Sign Up Account



General Notes

1. "Welcome" app header will appear during sign up flow.
2. Labeled steps paired with progress bar to provide a way for user to know how far they are.
3. "Facebook" link will prompt user to login via existing Facebook account.
4. "Already Have an Account" link will prompt users to sign in
5. Users can only go back to onboarding flow until process of sign up is complete. (Can also swipe right).

Technical Notes

1. Form field is 266x40 px with placeholder tex at 40% opacity.
2. Secondary button style in style guide.

3 - Sign Up Account

The image displays three sequential screenshots of a mobile application's sign-up screen for "Step 1 : Create Your Account".

- Screenshot 1:** Shows the first input field, "OBI_WAN", highlighted with a green border and a green checkmark icon. A red circle with the number "1" is overlaid on the right side of the field.
- Screenshot 2:** Shows the second input field, "the_force@gmail.com", highlighted with a green border and a green checkmark icon. A red circle with the number "2" is overlaid on the right side of the field. Below this field is a "SHOW PASSWORD" button with a red outline and a green checkmark icon.
- Screenshot 3:** All four input fields ("OBI_WAN", "the_force@gmail.com", "PASSWORD", and "VERIFY PASSWORD") are now highlighted with green borders and green checkmark icons. A green circle with the number "1" is overlaid on the "SHOW PASSWORD" button from the previous step. At the bottom, a large green "SIGN UP" button is visible, and a green circle with the number "2" is overlaid on its right side.

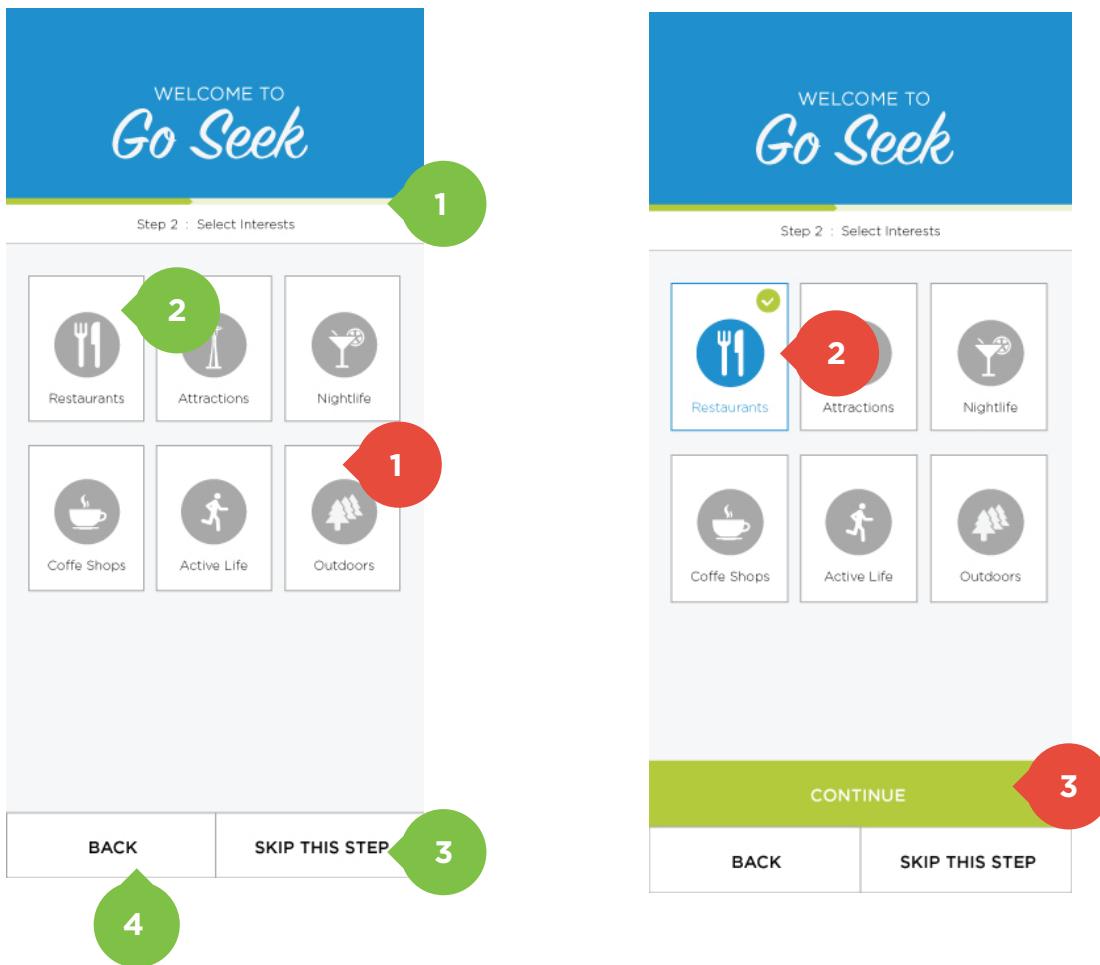
General Notes

1. Show password will turn **** into text display of passsword.
2. “Sign Up” button will display when all form fields have been completed.

Technical Notes

1. Inline form field validation required. Green stroke and check to indicate confirmed. Red stroke to indicate error.
2. Inputted text will be at 100% opacity

3 - Sign Up Account



General Notes

1. This is “Step 2 : Select Interests”
2. Interests will include icon and title. User can tap to add to their interests. Secondary tap will unadd.
3. “Skip this Step” will allow users to go to import contacts step.
4. “Back” will take user back to login/sign up flow.

Technical Notes

1. Interest buckets are 88x111 px. Fill = FFFFFF and stroke 1pt #A9A8A8. Interest text = 10pt
2. Selected interest buckets have blue 1pt stroke, blue title (blue = #1E90CD) and check mark icon.
3. Continue button will display after one interest is selected.

3 - Sign Up Account



General Notes

1. This is “Step 3 : Add Your Friends”
2. Space to add value proposition on adding friends.
3. “Skip this Step” will allow users to go to import contacts step.
4. “Back” will take user back to interests.
5. “Don’t Allow” will cancel permission

request.

6. “OK” will bring user to confirmation screen.
7. “Add More” will allow users to sync with other social media or contacts (with used options inactive).
8. “Next” will bring user to next screen.

4 - Home Screen



I know . . .



General Notes

1. Users can tap the menu button to navigate between different sections.
2. The logo header will appear on the main screen.
3. Users can tap the bell icon to see notifications.
4. This is “Step 1: Choose an option” with a progress bar to show where users are.
5. The form field of “WHO” - users choose this flow when they know who they want to hang out with.
6. The form field of “WHERE” - users choose this flow when they know which areas they want to explore.
7. The form field of “WHAT” - users choose this flow when they know what types of activities they want to do.
8. When users can't decide, “I'm Feeling Lucky” can provide users with recommendations randomly based on users' history and interests.

4 - Home Screen



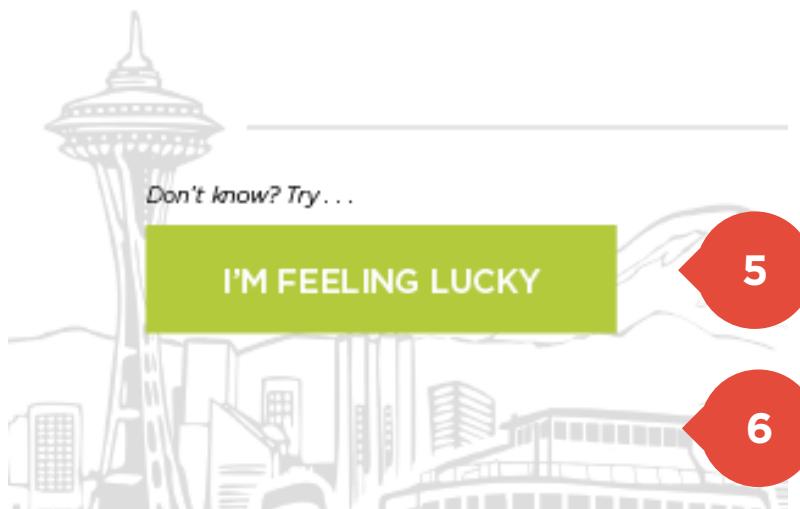
Step 1 : Choose an option

I know . . .

WHO I want to hang out with

WHERE I want to hang out near

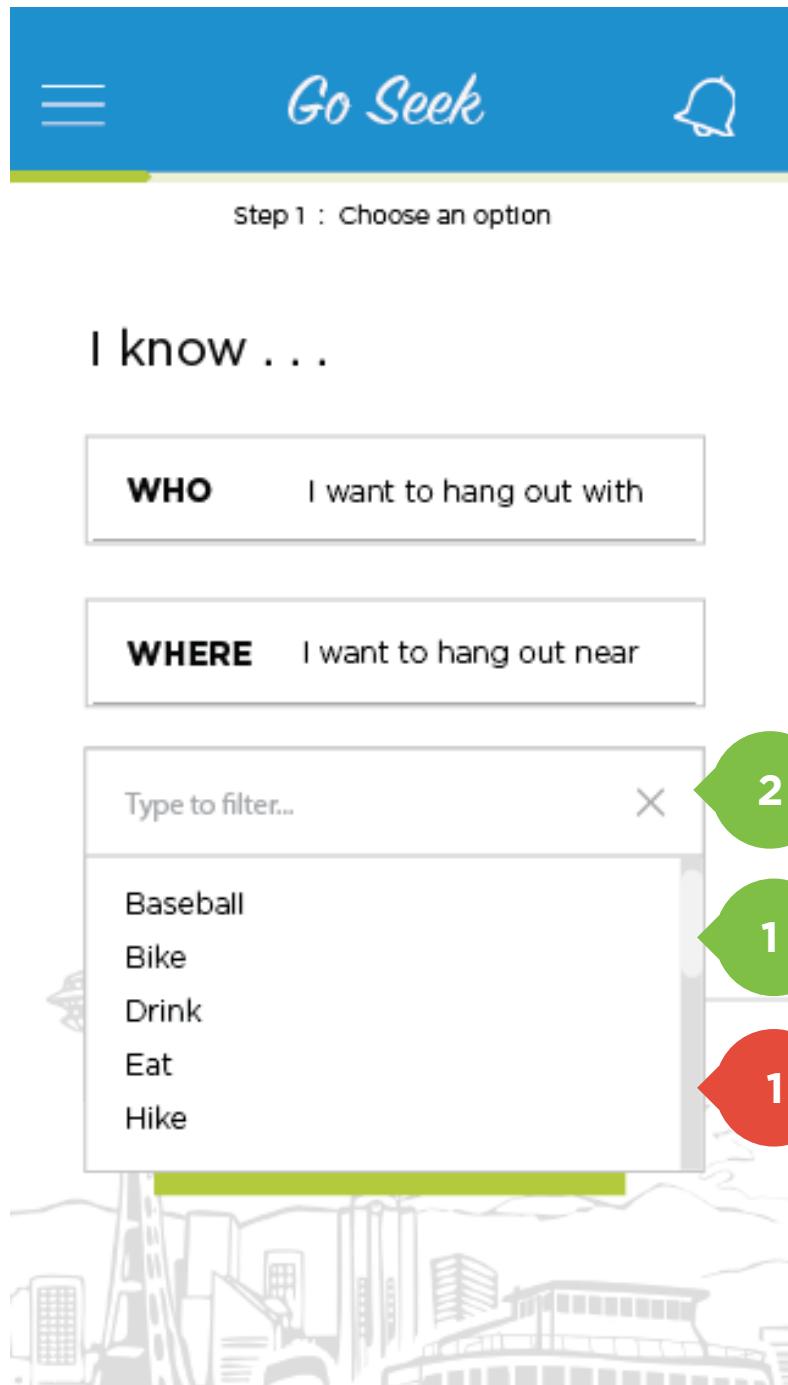
WHAT I want to do



Technical Notes

1. "Menu" icon is 25.75x16 px.
2. Logo font is SignPainter-HouseScript, 32pt.
3. "Notification" icon is 20.58x20.58 px.
4. Form field is 253x44 px and stroke 1pt #C6C3C4 with placeholder text at 100% opacity.
5. "I'm Feeling Lucky" button is 193.5x44 px. Fill = #B3C73B.
6. Image asset provided in index.

5 - Plan Activities



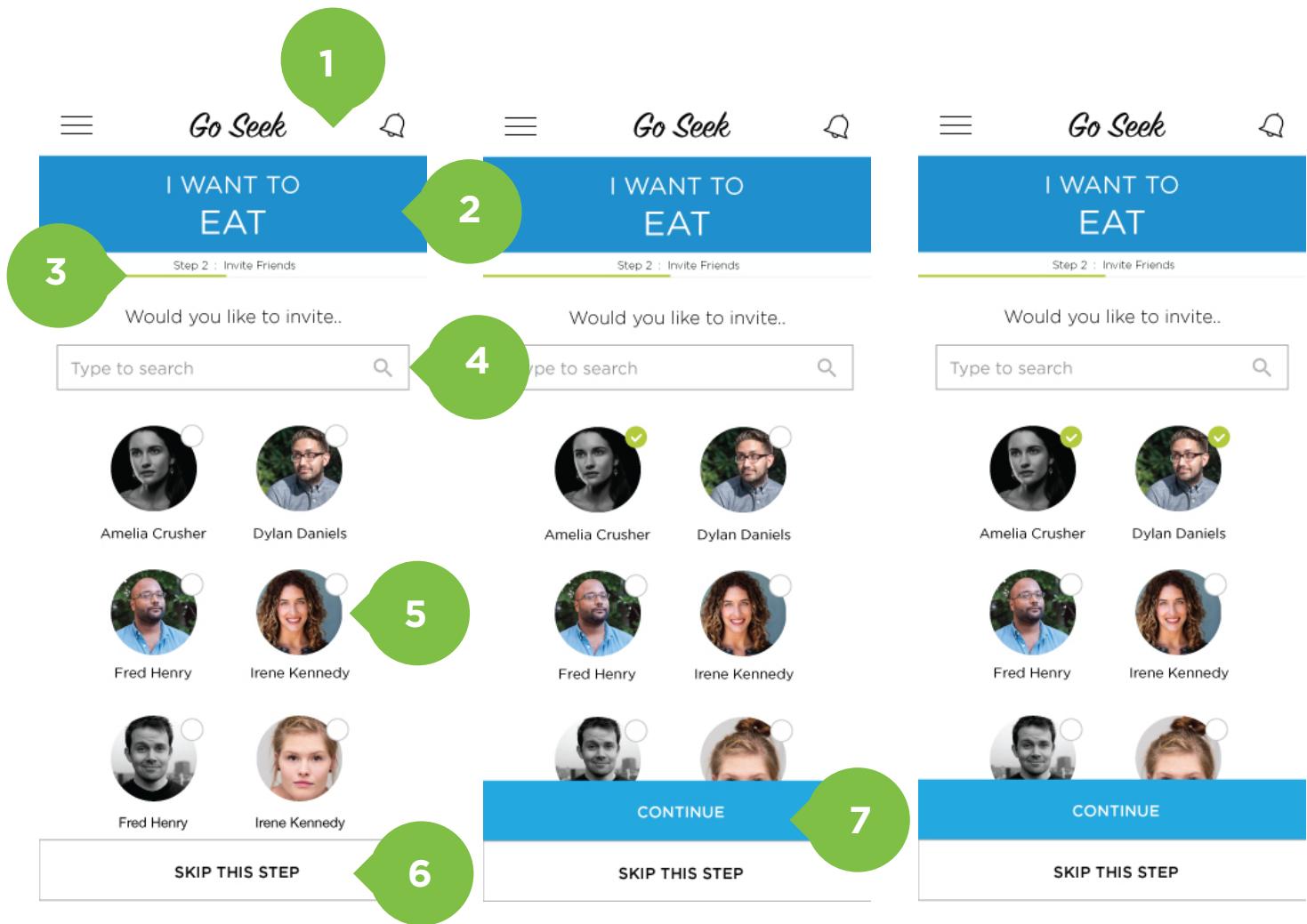
General Notes

1. A drop-down list of all types of activities will appear when users tap the input box.
2. Users can also type in the input box to filter and use the right cross icon to clean the input.

Technical Notes

1. Next screen will display after the input is confirmed.

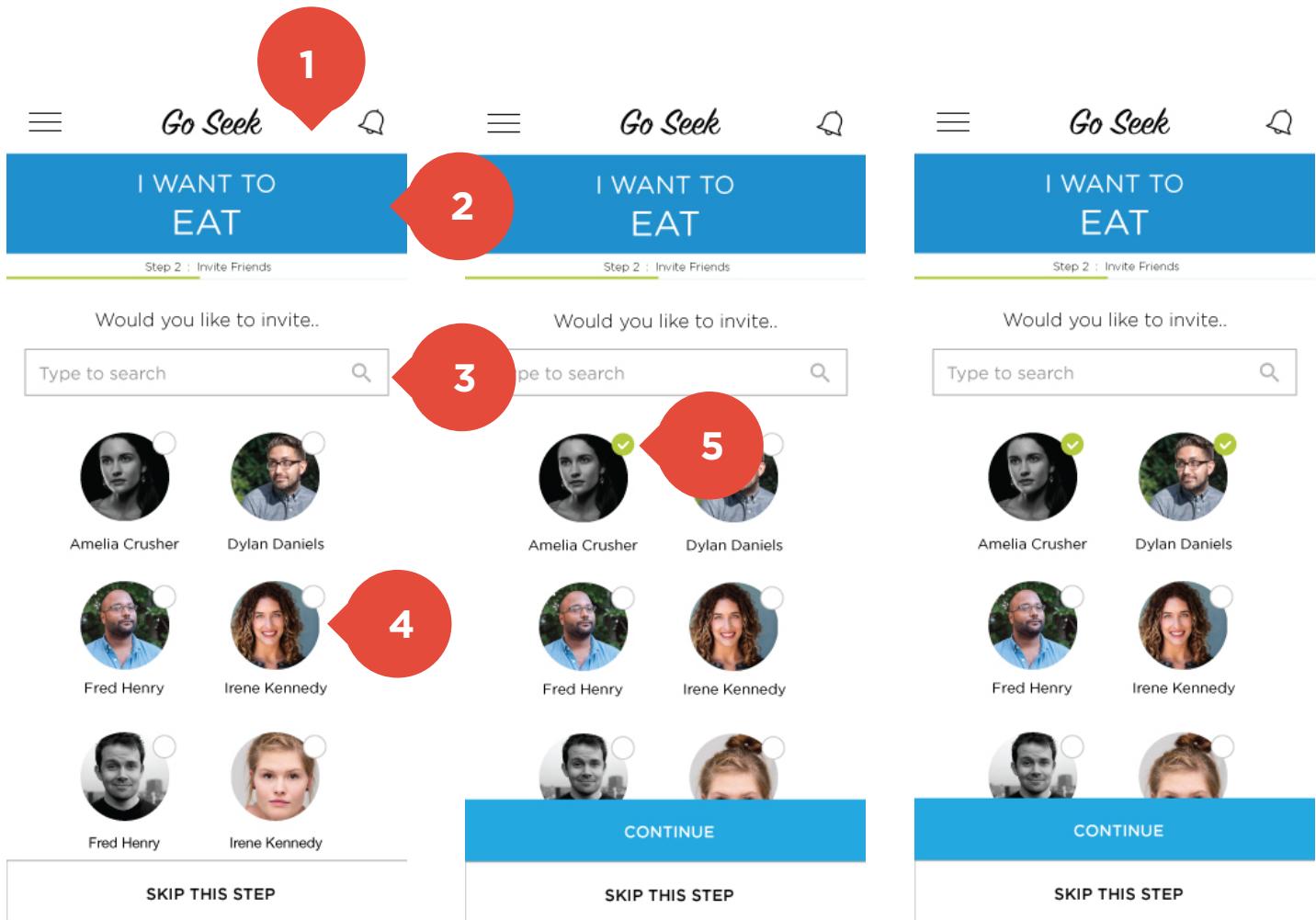
5 - Plan Activities



General Notes

1. The logo header will appear with menu button and notification button during this flow.
2. The flow header will remind the users of what flow they are in and what types of activities they want to do.
3. This is “Step 2: Invite Friends” with a progress bar .
4. Users can type friends’ names to search.
5. Friends list will show users’ friends with photos and names. Users can tap the certain friends’ photo to add them to invitation list. Secondary tap will unadd.
6. “Skip this Step” button will direct user to the next step without inviting friends.
7. Continue button will display after one friend is selected. Tap “Continue” button to confirm invitation and go to next step.

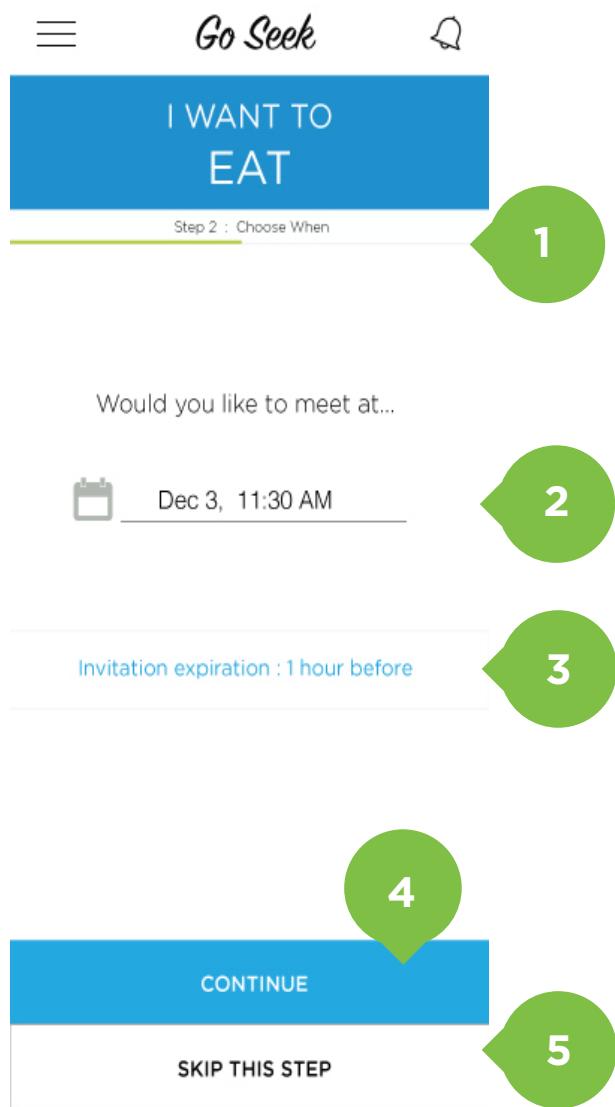
5 - Plan Activities



Technical Notes

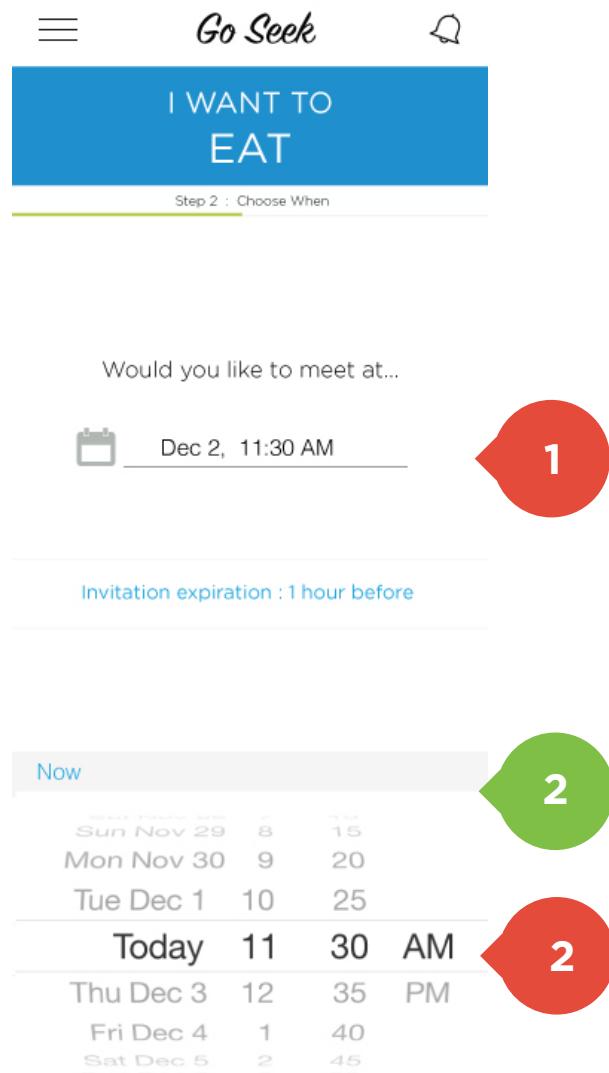
1. The logo header is 325x67 px. Fill = #FFFFFF. Logo text is SignPainter-HouseScript, 32pt.
2. The flow header is 325x80 px. Fill = #1C8FCC.
4. The search bar is 290x36.7 px and stroke 1pt #A8A8A8 with placeholder text at 50% opacity.
4. The checkbox of an unselected friend is 17.8x17.8 px with stroke 1pt #C9C8C8.
5. The checkbox of a selected friend will be filled with #B3C73B and has check mark icon.

5 - Plan Activities



General Notes

1. This is "Step 2: Choose When". This step is a part of "Invite Friends" and only appears when users invite friends.
2. The default time for meeting friends is the current time. A time-picker will display when users tap the time section.
3. The default expiration time is 1 hour before the activity starts. Users can tap this section to change.



4. "Continue" button will direct user to the next step.

5. "Skip this Step" button will direct user to next step without setting schedule.

Technical Notes

1. The calendar icon is 25.64 x 25.64px.
2. The time-picker uses the original UI of iOS 9.

5 - Plan Activities

The screenshot shows the "I WANT TO EAT" section of the Go Seek app. At the top, there are three icons: a menu icon, a "Go Seek" logo, and a notification bell. Below the header, it says "Step 4 : Select your picks" and "2 invited". A large green callout bubble contains the number 1. The main content area features a photo of a bowl of pho. To the left of the photo are two green circles containing the numbers 3 and 4, which correspond to the "Friends" and "Others" rating sections below the photo. To the right of the photo are two green circles containing the numbers 2 and 5, which correspond to the "Bookmark" and "Rate!" sections. Below the photo, the place card information is displayed: "Pho Ba", "10 NE 98th St, Seattle, WA 98105", "Open until 10:00 P.M.", and "\$\$\$\$". There is also a phone number "(206) 222-5125" and a "Get Directions" link. A green circle containing the number 6 is positioned next to the address. Below the place card, it says "3 of your friends have been here." followed by three circular profile pictures with green, yellow, and red thumbs-up icons. A green circle containing the number 7 is positioned next to this text. At the bottom, a map shows the location of Pho Ba in Seattle, with a green circle containing the number 8 next to it. On the far left, a red button with a white "X" is labeled "1/3" at the bottom. On the far right, a blue checkmark button is labeled "10". A green circle containing the number 9 is positioned next to the map.

General Notes

1. This is “Step 4: Select your Picks” for users to choose places from the app’s recommendations.
2. “Bookmark” icon allows users to save a place for later use.
3. “Friends’ Ratings” icon shows the average ratings from users’ friends.
4. “Others’ Ratings” icon shows the average ratings from strange users.
5. “Rate” icon allows users who have been to the place shown in this page to rate it and contribute to the rating system.
6. The information section shows the place’s name, address, hours, and expense level.
7. “Get Directions” link will provide users navigation information.
8. “Detailed Friends’ Ratings” section shows each friend’s rating individually. “Green Thump” icon means “Great”; Yellow Thump” means “Average”; Red Thump” icon mean “Skip”.
9. The map specify the location of the place, and users can tap and drag it to see more information.
10. Users can swipe right / tap the blue check button to choose this place, or swipe left / tap the red cross button to skip this place.
11. This section shows how many places users have chosen with the option limit.

5 - Plan Activities



General Notes

1. This is “Step 3: Option Limit” for users to set the limit of places that users can choose from the app’s recommendations. The places users chose will become options for planning group activities.
2. The amount of places ranges from 1 to 5, and the default is 3. Users can scroll up and down to pick a number.

3. “Countinue” button will direct users to the next step - picking places.

Technical Notes

1. The number picker follows the original UI of iOS 9.

5 - Plan Activities

The screenshot shows the Go Seek app interface. At the top, there's a navigation bar with three horizontal lines on the left, the text "Go Seek" in the center, and a bell icon on the right. Below this is a blue header bar with the text "I WANT TO EAT". Underneath the header, a green progress bar indicates "Step 4 : Select your picks" and "2 invited". The main content area features a large image of a bowl of pho. Overlaid on the image are several interactive elements: a red circle with the number "1" containing a bookmark icon; a red circle with the number "2" containing a friends icon; a green circle with the number "3" containing a rate icon; and a red circle with the number "4" containing three small profile pictures of friends who have been to the place. Below the image, the restaurant name "Pho Ba" is displayed in blue, along with its address "10 NE 98th St, Seattle, WA 98105", operating hours "Open until 10:00 P.M.", and price range "\$\$\$\$". A phone number "(206) 222-5125" and a "Get Directions" button are also present. Further down, a map of Seattle highlights the location of "PHO BA" near CenturyLink Field and I-90 Express. At the bottom, there are two large circular buttons: a red one with a white "X" and a blue one with a white checkmark, both with red circles containing the numbers "6" and "7" respectively. A small "1/3" indicator is located between them.

Technical Notes

1. “Bookmark” icon is 54x57 px with #FFFFFF background at 70% opacity.
2. “Thumb” icon is 17x17 px. Fill = #FFFFFF.
3. “Rate” icon is 47x47 px. Fill = #B8CB17 and stroke 1pt #FFFFFF.
4. “Friends’ Ratings” icon are composed of the 41.55x41.55 px friend’s photo and the lower-right 19.3x19.3 px thumb icon stroke 1pt #FFFFFF. Green = #B3C73B; yellow = #FAED21; red = #E54B3B.
5. Map area is 320x166 px and scrollable.
6. Blue and red check buttons are 155.4x155.4 px. Blue = #64B1E2; red = #EF4343.
7. The counter area is 55.7x22.4 px and stroke 1pt #CECECE. Text is 9pt.

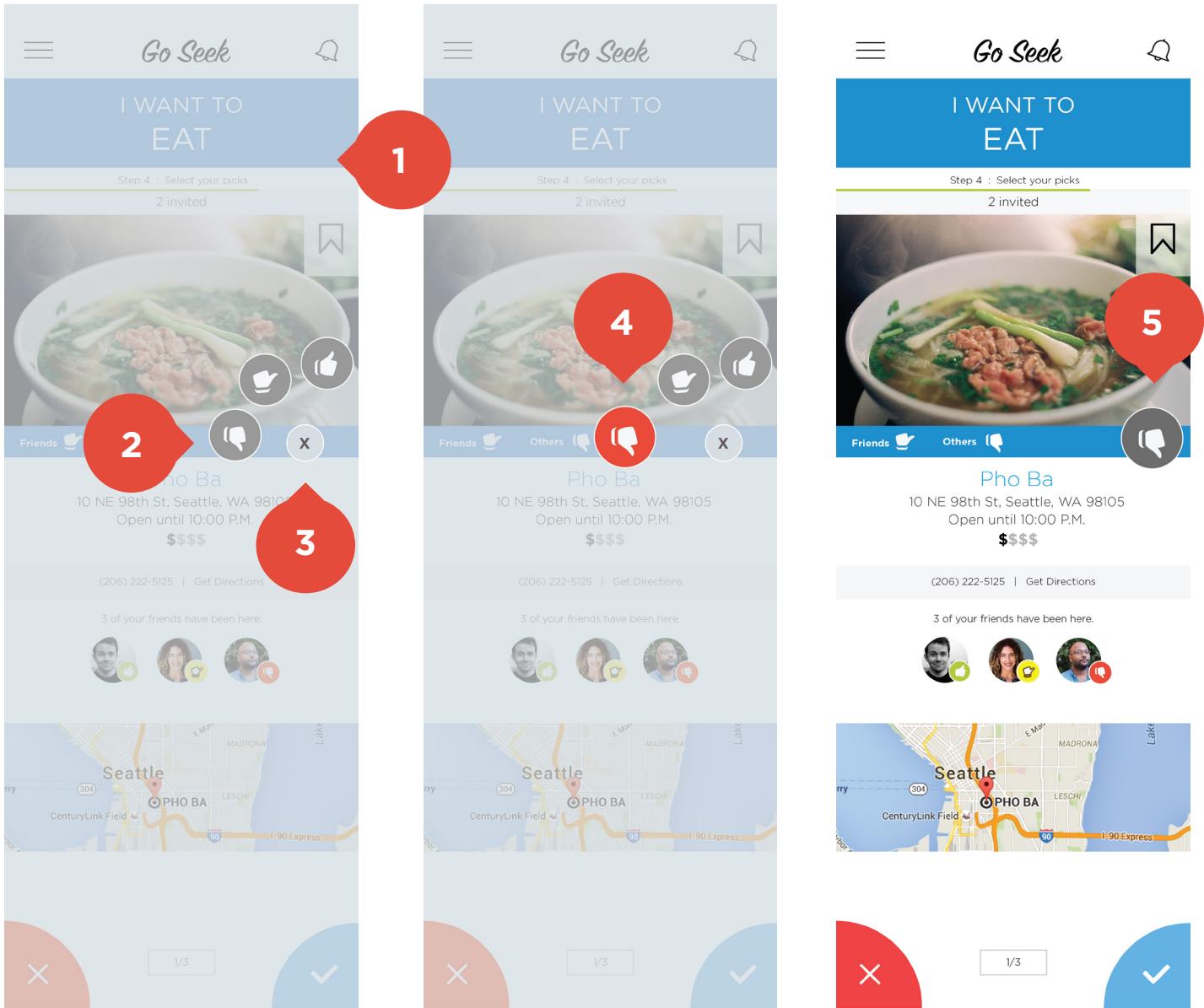
5 - Plan Activities



General Notes

1. Press the “Rate” icon to see 3 rating levels: Great, Average, and Skip.
2. Slide to each rating icon to choose the rating level, or slide to the original place (cross icon) to exit rating. The rating level icons will turn to corresponding colors when selected (Great = green; Average = yellow; Skip = red).
3. Unpress the icon to confirm the rating. The original green “Rate” icon will be replaced with the rating level selected by users and turn to grey. If users have rated this place before, the grey rating icon will readily display in this step.

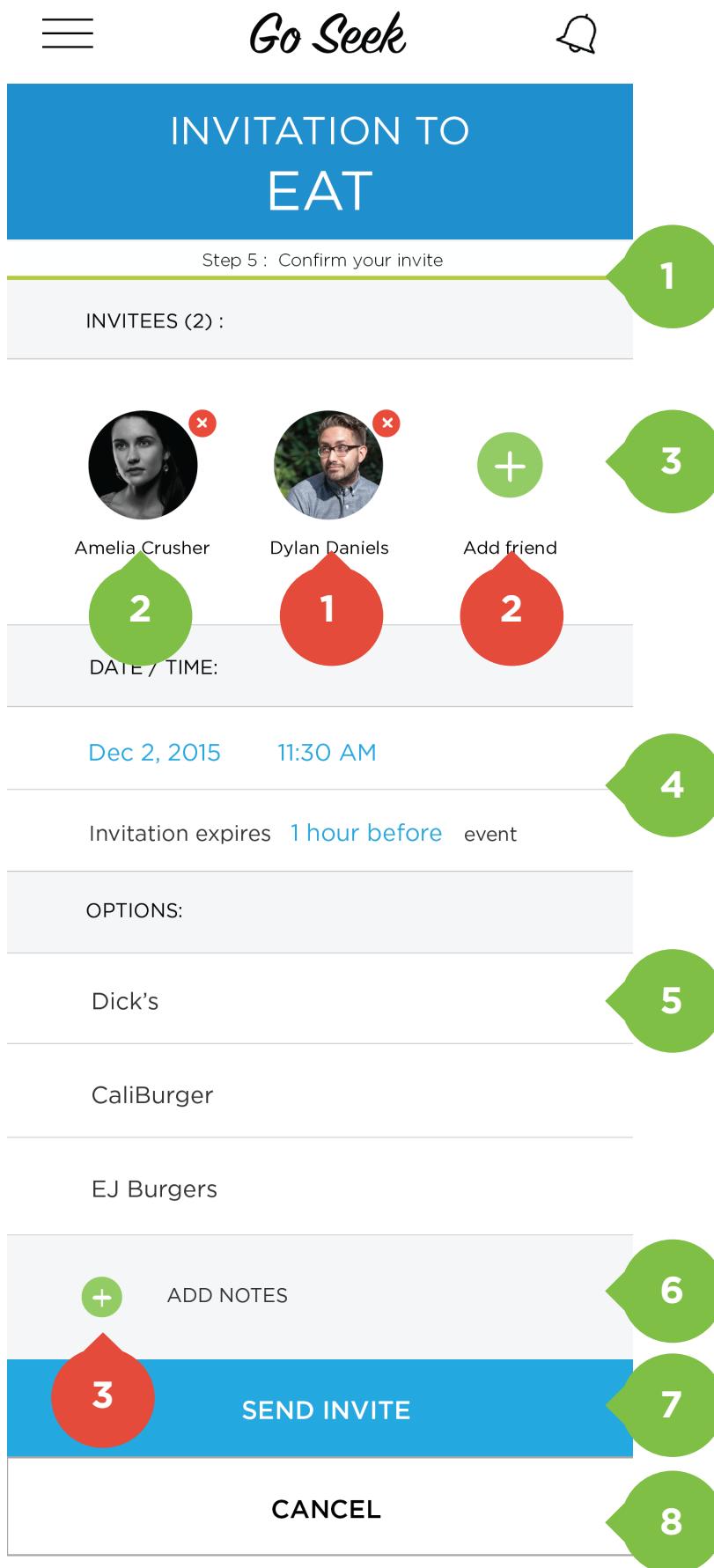
5 - Plan Activities



Technical Notes

1. When users activate the rating function, the screen will be covered with #D5DDE0 at 77% opacity except for the rating icons.
 2. Unselected rating level icons are 47x47 px. Fill = #A09F9B and stroke 1pt #FFFFFF.
 3. Selected rating level icons are 47x47 px with corresponding colors. Green = #B3C73B; yellow = #FAED21; red = #E54B3B.
 4. “Rated” icon is 47x47 px. Fill = #6C6D6D and stroke 1pt #FFFFFF.
3. Exit cross icon is 33x33 px. Fill = #DFE4E7 and stroke 1pt #FFFFFF.

5 - Plan Activities



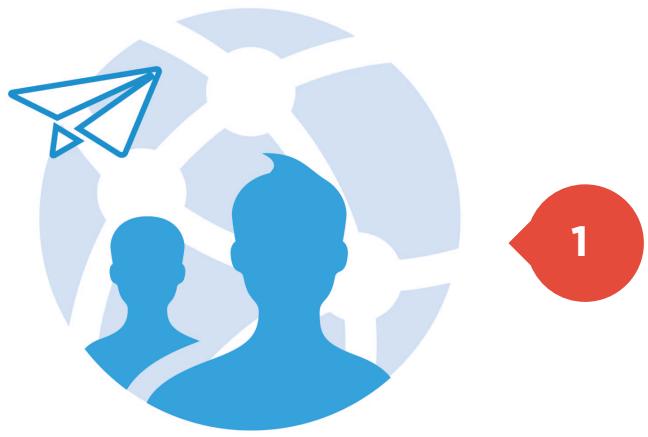
General Notes

1. This is “Step 5: Confirm your Invite”.
2. Users can tap the upper-right red cross button to delete certain invitees from the invitation list.
3. Users can tap the green plus icon to add invitees from the friend list.
4. Users can tap the blue text to change time information.
5. Users can swipe left to delete certain chosen places.
6. “Add Notes” allows users to write notes for this invitation.
7. “Send Invite” allows users to send invite to invitees after confirmation.
8. “Cancel” will alert user to confirm the cancellation. If the cancellation is confirmed, user will be directed back to the homescreen.

Technical Notes

1. The upper-right cross button is 14x14 px. Fill = #E54B3B.
2. The “Add Friends” button is 33.4x33.4 px. Fill = #93CA64.
3. The “Add Notes” button is 16x16 px. Fill = #93CA64.

5 - Plan Activities



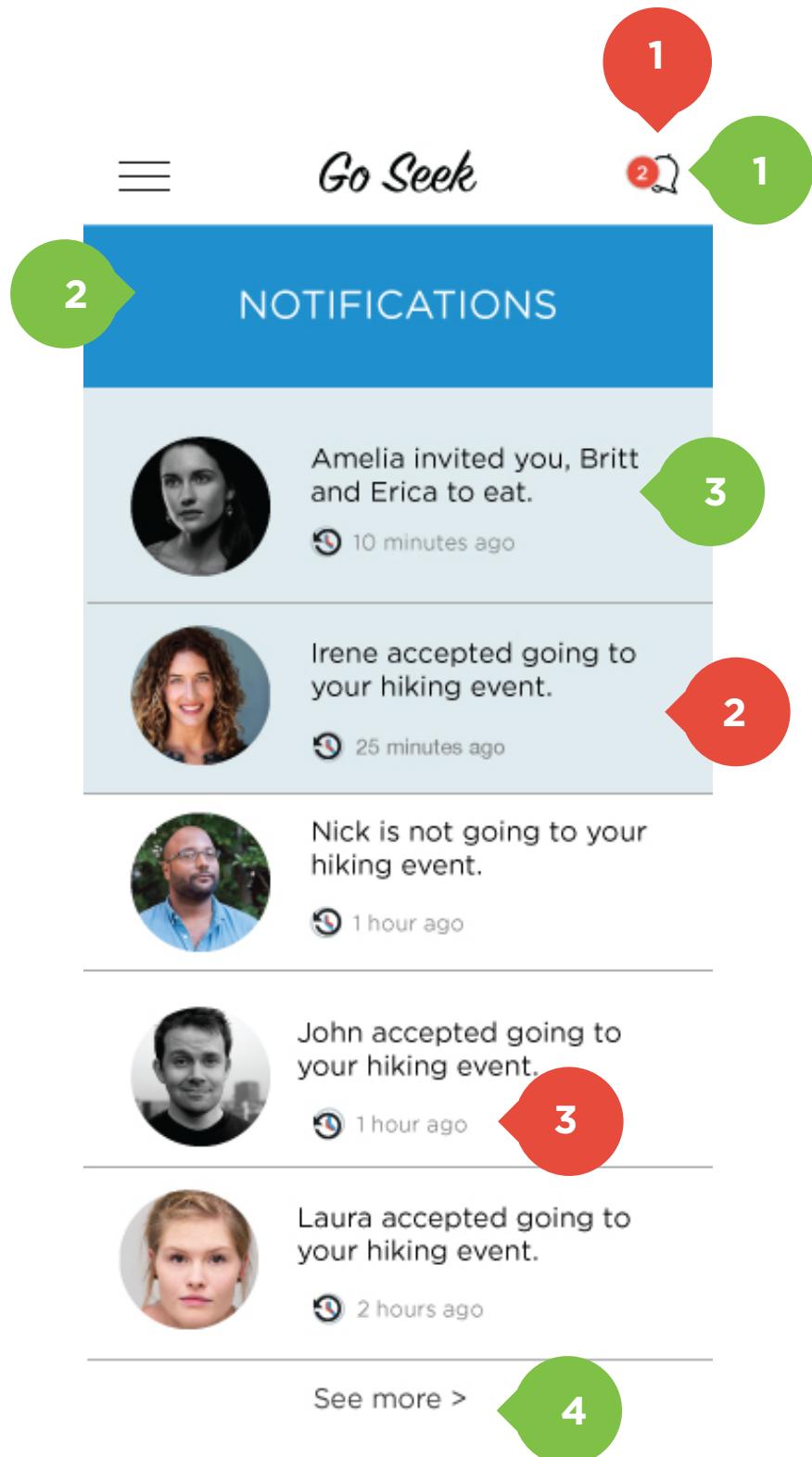
General Notes

1. Confirmation header will appear after user send invite.
2. Users can swipe or tap to set the status of notification.
3. "Close" will direct users to the homescreen.

Technical Notes

1. The congratulation image asset is 170x170 px.

6 - Notifications List



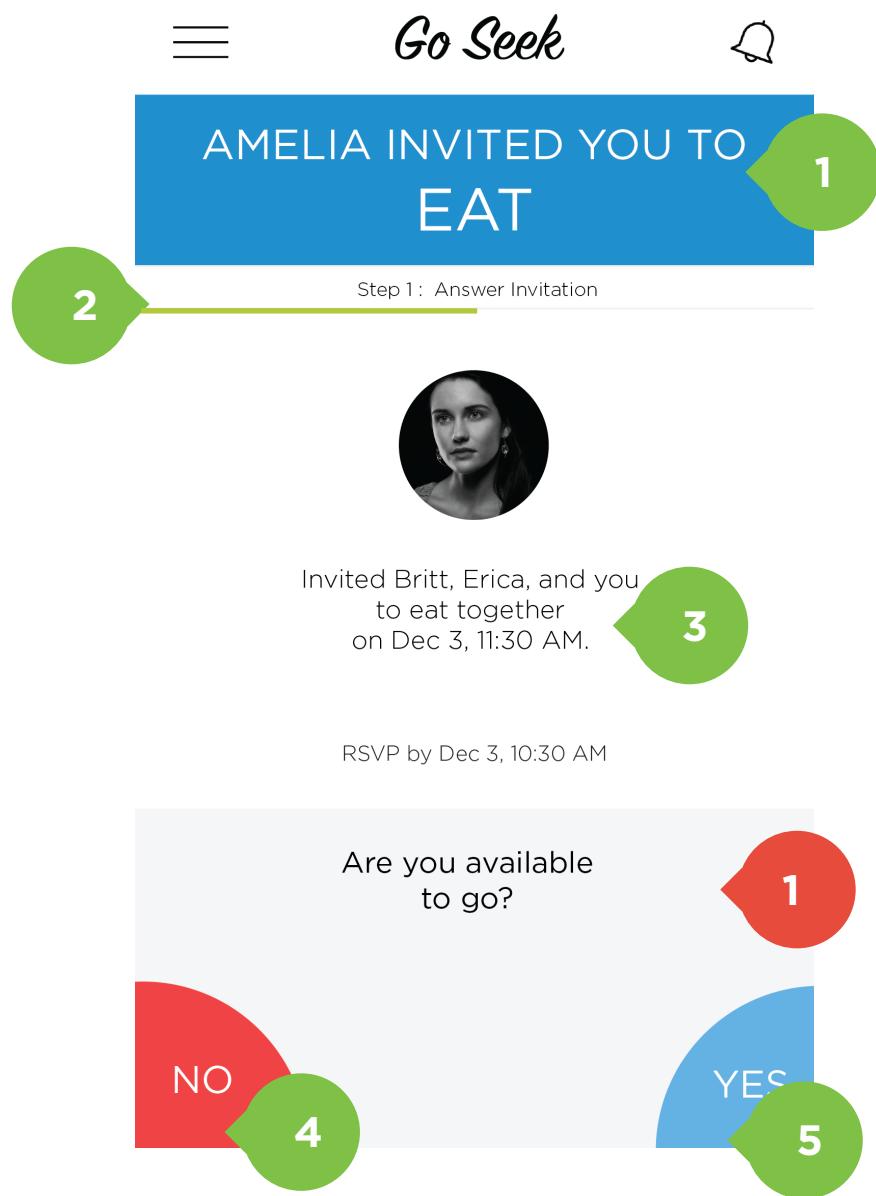
General Notes

1. Will display a list of notifications ordered by most recent date. By default shows last five notifications, which could include:
 - Friend's invite notifications
 - Person accepting your invites
 - Person rejecting your invites
2. “Notifications” header will show only for this list.
3. A friend invite notification will redirect the user to the “7 - Receive Invite” screen.
4. Will load five more notifications in the screen.

Technical Notes

1. Notification icon is 21 x 21 px. Image asset provided in style guide.
2. Unread notifications will have a grey background (#DDEAED), instead of white.
3. Clock icon is 13 x 13px. Image asset provided in style guide.

7 - Friend Invite - Step 1: Answer Invite



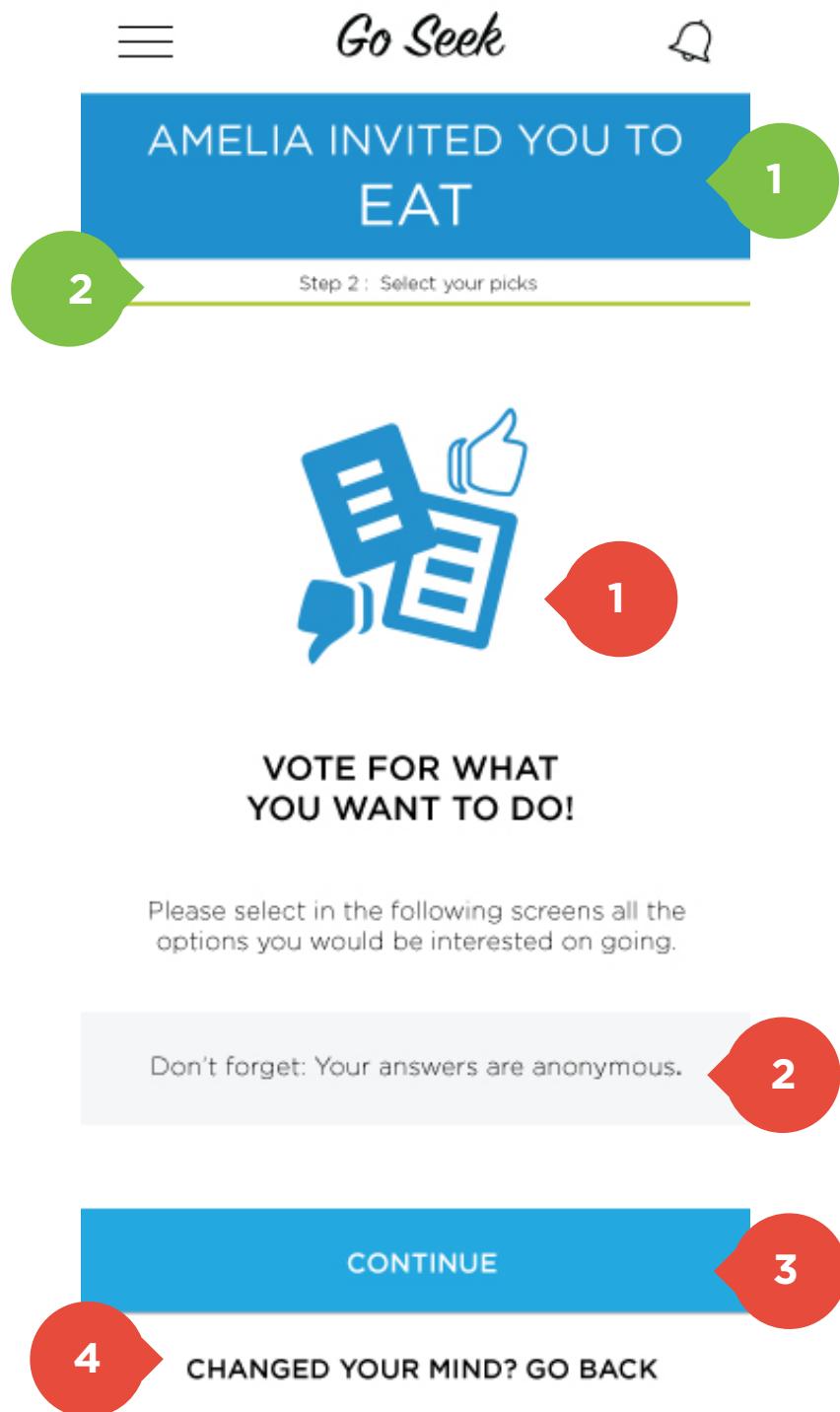
General Notes

1. Title will be dynamically generated as follows:
"[Friend's name] invited you to [activity of invitation]"
2. This is "Step 1: Answer invitation". Because this is a two step process the green progress bar will be half full.
3. A friend invitation will include the following information:
 - First names of friends invited
 - Time of the event
 - Expiration time for event (which is decided by the user that planned the event)
4. "NO" button sends a notification to the user saying that the invitation was rejected.
5. "YES" continues with the Step 2

Technical Notes

1. Question will have a grey background (#DDEAED) instead of white.

7 - Friend Invite - Step 2: Select your picks - Intro



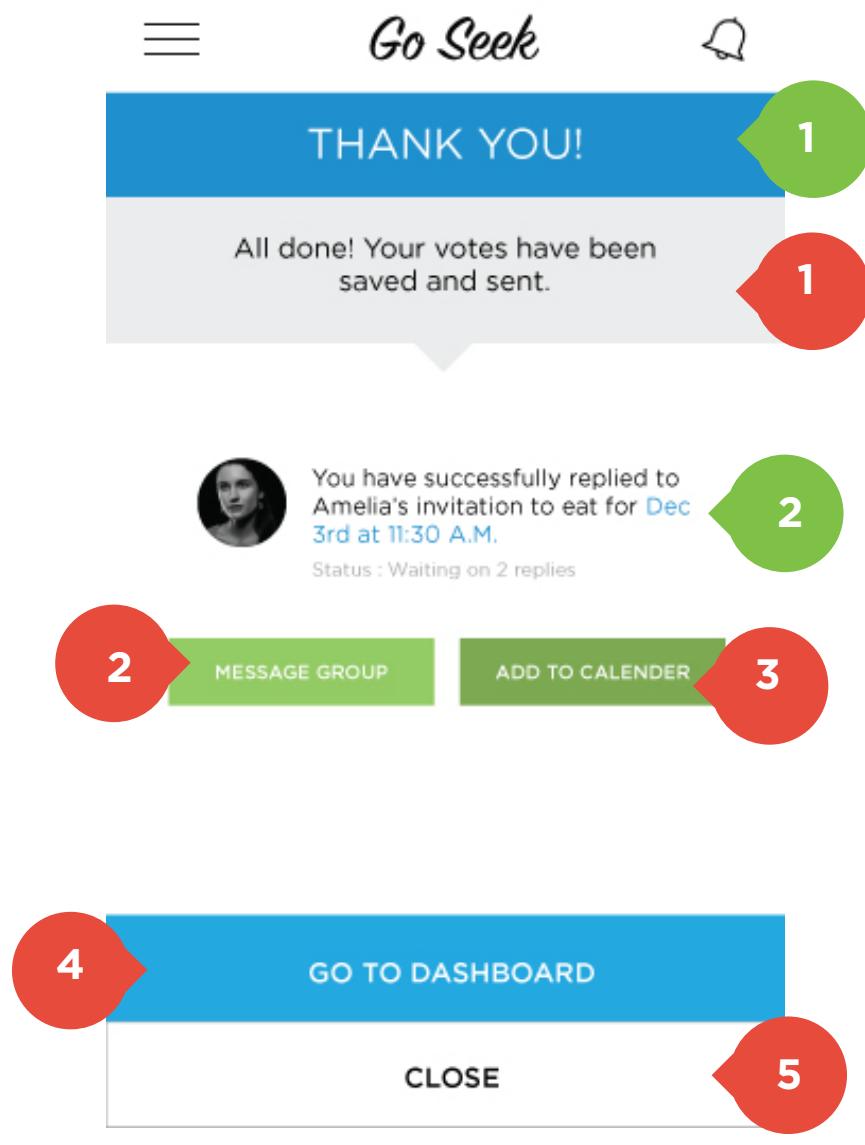
General Notes

1. Title will be dynamically generated the same way that is done in “7 - Friend Invite - Step 1: Answer Invite”
2. This is “Step 2 : Select your picks”. Because this is a two step process the green progress bar will be full.

Technical Notes

1. Vote icon is 203 x 167 px. Image asset provided in style guide.
2. Note will be displayed in a gray background (#F2F2F2).
3. Primary button style in style guide.
4. Secondary button style in style guide.

7 - Friend Invite - Answer/Preferences Sent



General Notes

1. After the user goes through all the options he gets to this screen, where he can confirm that his picks have been successfully sent.

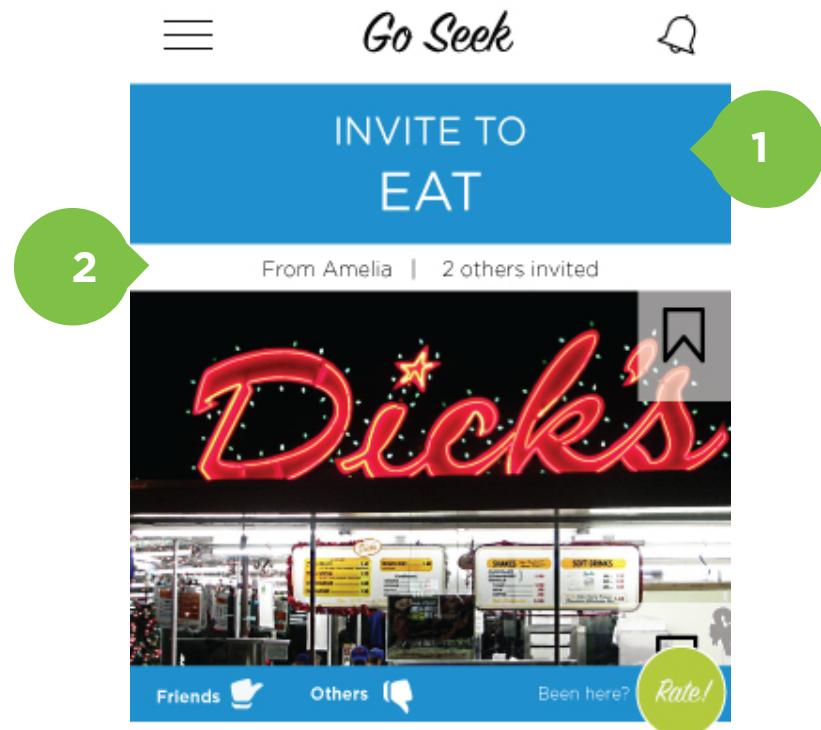
"Thank you" title will be used only for this screen.

2. Include a summary of the invitation(from who and time) and pending responses.

Technical Notes

1. Note will be displayed in a gray background (#F2F2F2).
2. Button color (#93CB64)
3. Button color (#7CA951)
4. Primary button style in style guide.
5. Secondary button style in style guide.

7 - Friend Invite - Step 2: Select your picks - Option



General Notes

1. All the options will have a title dynamically generated as follows:
“Invited to [activity of event]”

2. This section is divided in two parts:

“From [Friend’s Name] |
[Number of friends invited - 1]
others invited”

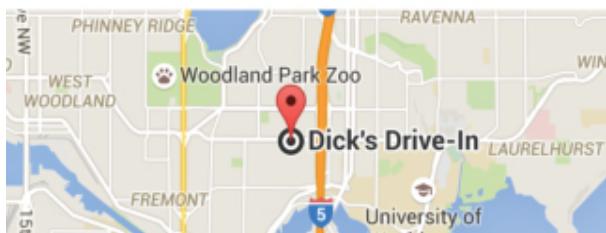
Dicks Drive-In

111 NE 45th St, Seattle, WA 98105
Open until 2:00 A.M.

\$\$\$\$

(206) 632-5125 | Get Directions

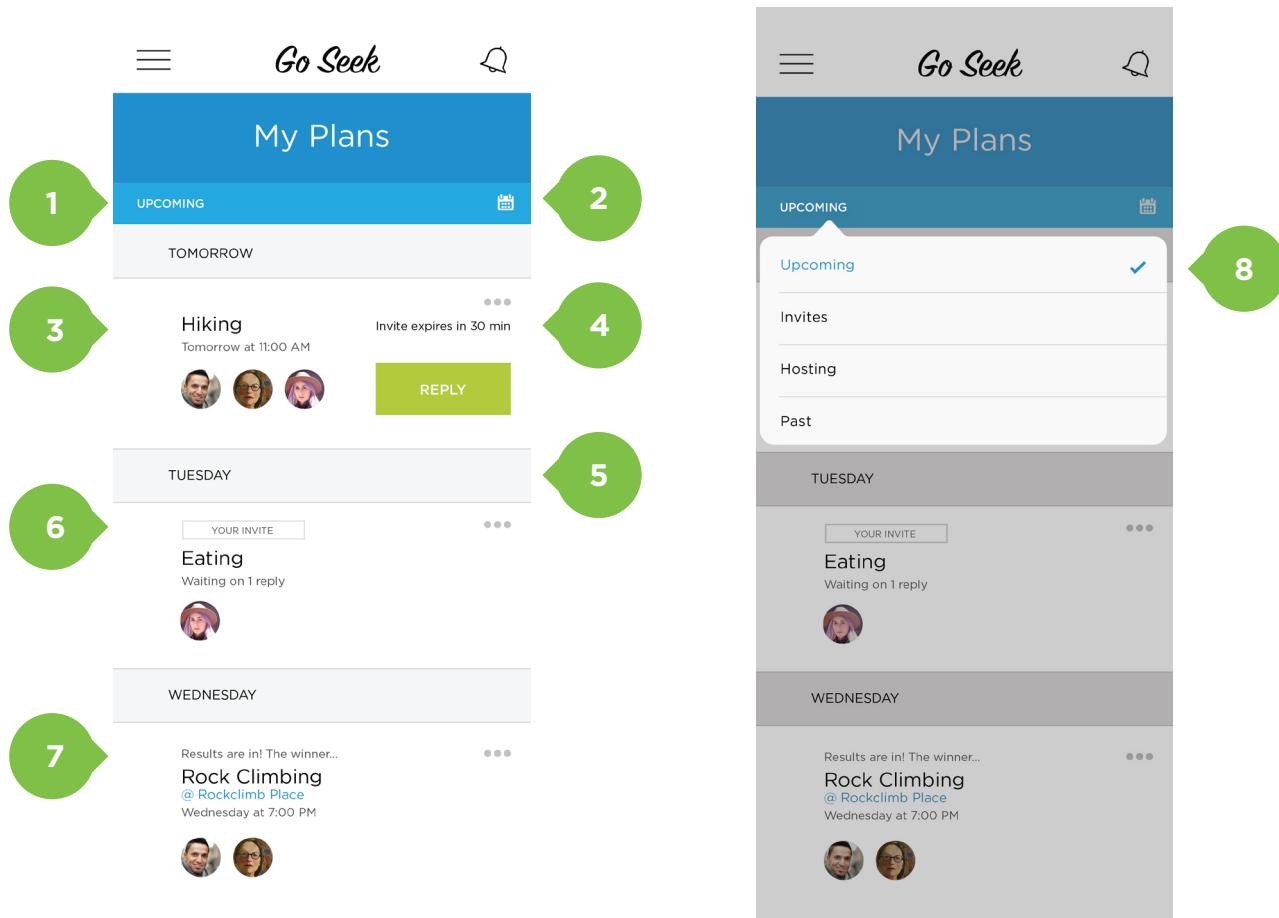
3 of your friends have been here.



NOTE: For the rest of the parts on this screen please refer to the section “5 -Create Activities”.



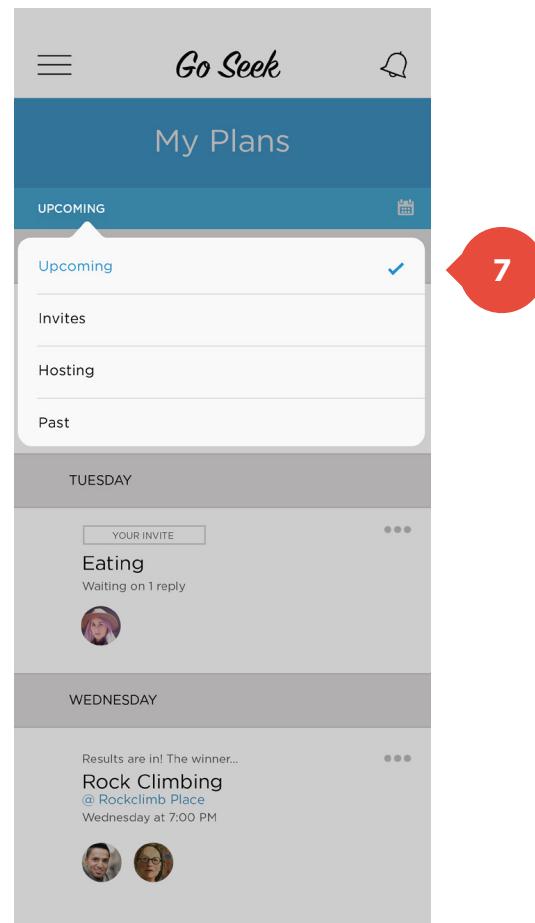
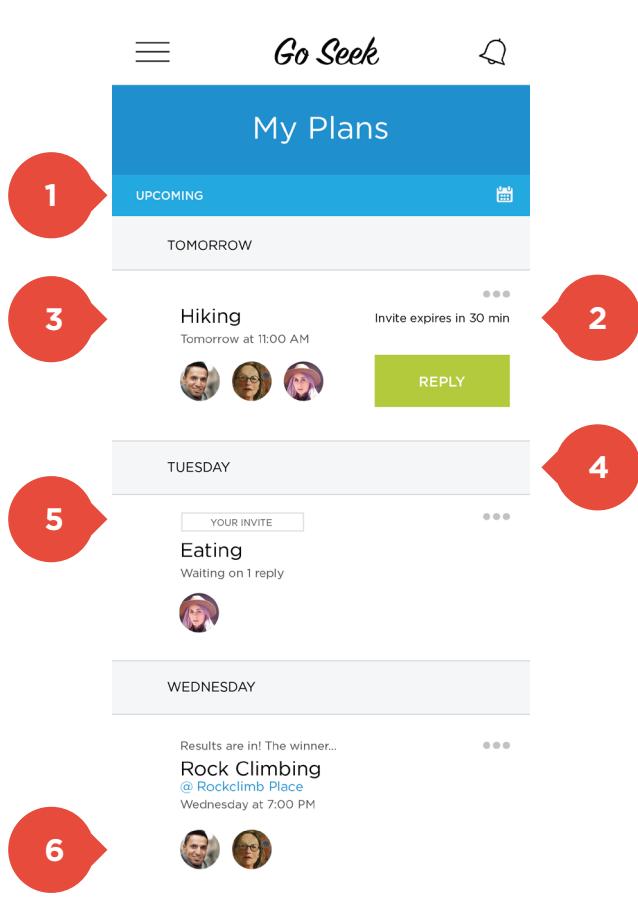
8 - My Plans Dashboard



General Notes

1. Allow user to filter events by selecting on this control.
2. Events can also be viewed in a calendar view.
3. For each event, show the activity, date and time, and those who are joining.
4. If the user has not yet responded, show when they must respond by and show a button to start the reception workflow.
5. Have events sectioned by date.
6. For events that you have organized, display a “Your Event” indicator in the cell.
7. Once a location has been decided, display that as well.
8. Selecting the filter will allow the user to select filtering by upcoming events, events invited to, events hosting, and past events.

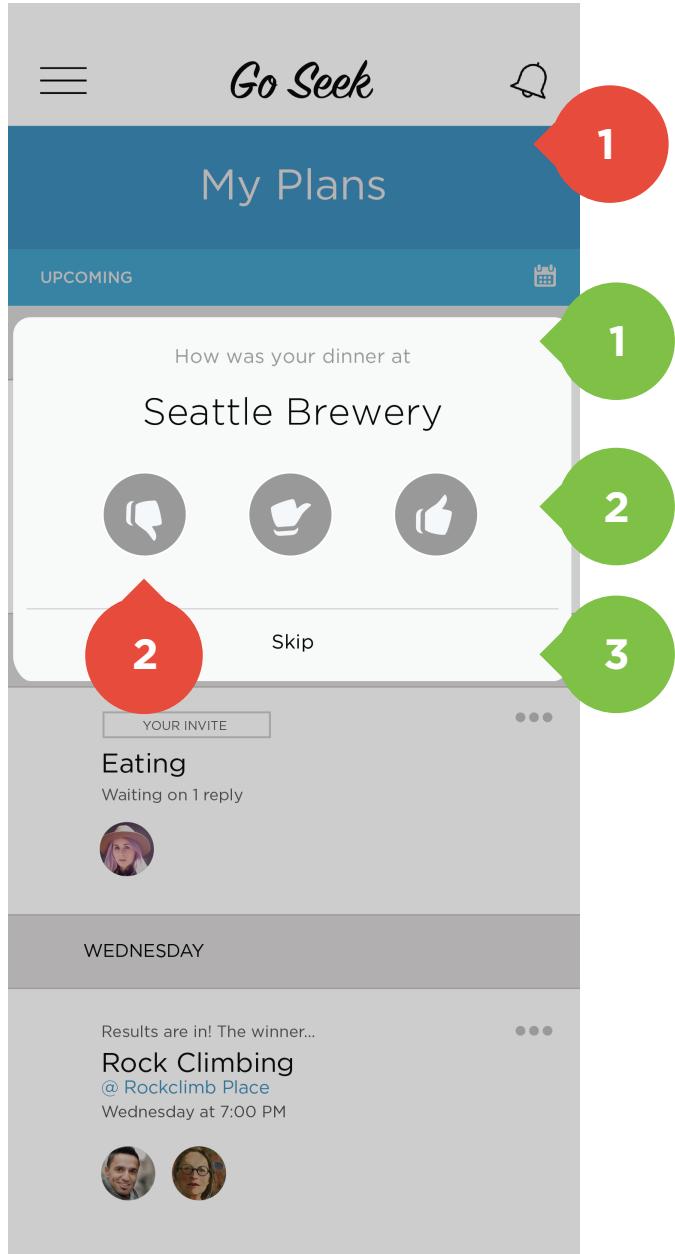
8 - My Plans Dashboard



Technical Notes

1. Filter text is Gotham, Medium, 9
2. Invitation status text is Gotham, Book, 9
3. Event name text is Gotham, Book, 15
4. Section header text is Gotham, Book, 10. The background color is #F2F2F2
5. The “Your Event” indicator is Gotham, Book, 7 font centered in a 93 px by 15 px box with a stroke a 1 pt, color #EOEODF
6. Images are 30 px by 30 px
7. The selection menu is #F6F6F6, with font Gotham, Book, 11, color #1D90CC if selected.

9 - Ask for Rating



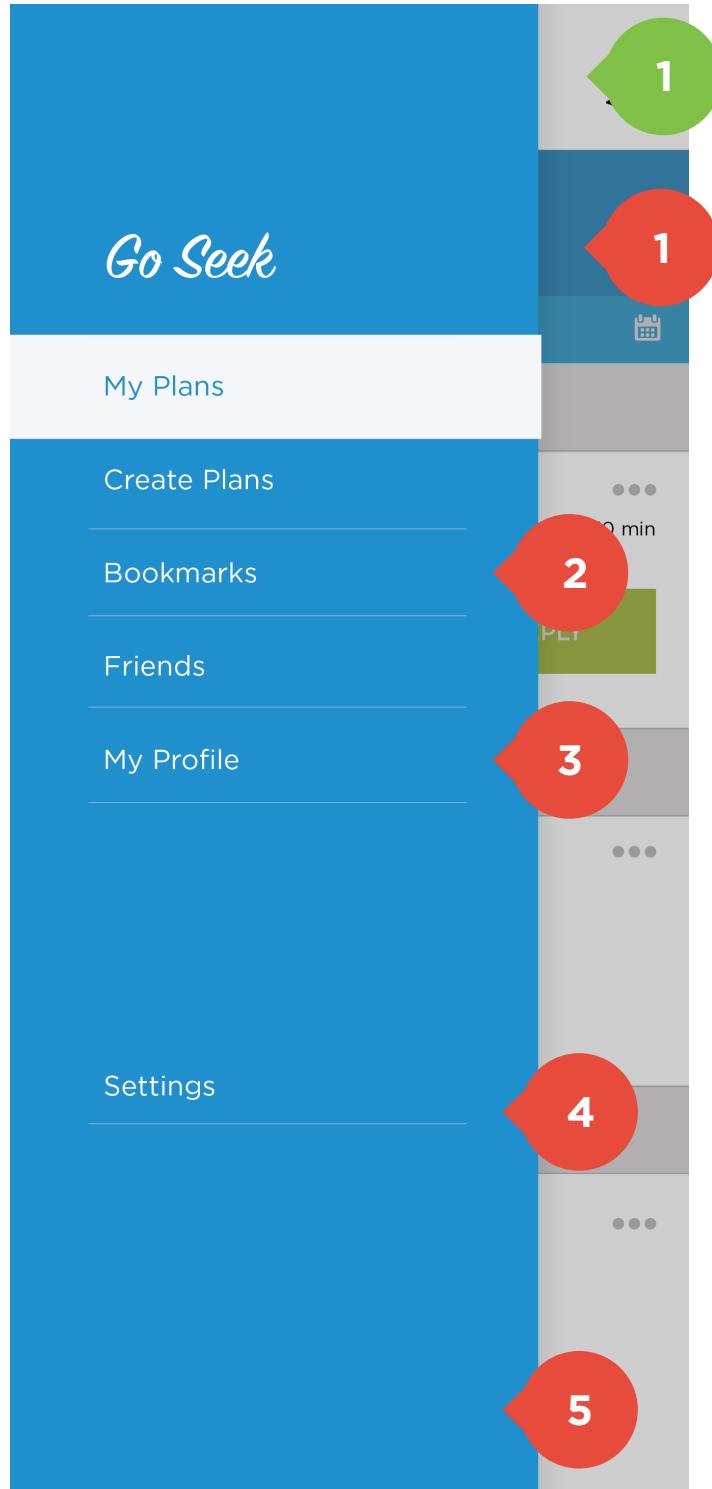
General Notes

1. “Ask for Rating” popup will appear after an event you went to has ended.
2. User can select from our 3 rating levels: Great, Average, and Wouldn’t Recommend. Pressing a rating will save that rating and dismiss the popup.
3. User can also select “Skip” to choose not to add a rating. Pressing “Skip” will dismiss the pop-up.

Technical Notes

1. When the popup appears, activate the rating function, the screen will be covered with the default UIAlertView opacity.
2. Rating icons are 47x47 px. Fill = #A09F9B and stroke 1pt #FFFFFF.

10 - Side Menu



General Notes

1. The side menu appears by selecting the menu button on any of the screen and provides access to other activities within our application

Technical Notes

1. The side menu is 250 px wide and takes up the entire height of the screen.
2. Each option cell is 40 px tall.
3. Menu option font is Gotham, Book, 13. The color, if unselected is #FFFFFF; if selected is #1D90CC.
4. The stroke between options is .2 pt, #FFFFFF, 178 px wide.
5. The side menu color is #1D90CC

06 | Design Decisions



Photo Credit : Viktor Hanacek

Decision 1 : Mobile platform

Our survey research indicated that 92% of the participants incorporate mobile use when exploring a new place. We decided to leverage this behavior in our decision and choose to build an IOS application as this first product.

Decision 2 : Connect with social network accounts and contacts

From our survey, 96% of people claimed that they would like to share the places they like with friends, and 72% of people consider recommendations from friends a good source of information. As such, integrating a system within one's social network should be highly considered in the design of our project.

Decision 3 : Ask for personal interests

Based on our survey, the top two factors that people take into account when planning what to do are personal interests and companion interests. By asking the user for their personal interests, we can filter the options the applications provide based on them, which makes it more likely for the user to find attractive options.

Decision 4: Auto-selecting a catalog of options for the user to pick

In our survey, 84% of people mentioned that in the past they have had troubles figuring out what to do or where to go when planning for outings. That is why we tried easing the process of finding something to do.

Decision 5 : Invite friends

From our survey and user interview, most of participants mentioned that they would readily share exploration experiences with friends, and 72% of respondents in survey articulated that they prefer to travel with companions. Thus, it is reasonable to design a function for users to invite friends and enjoy group activities together.

Decision 6 : The WHO flow

While a majority of people in survey prefer to hang out with others, 84% of participants of our survey found it hard to decide what to do and where to go when planning group activities. Also, survey results show that the top two factors that people take into account when planning are personal interests and companion interests. Therefore, it is helpful to provided the WHO flow: when users only know who to hang out with but have no idea what to do, the application allows users to invite friends to hang out together, and then the application will recommend users things to do based on this group of users' profiles, common interests, exploration histories, etc.

Decision 7 : The WHERE flow

All participants in the user interview tended to think of Seattle in terms of neighborhoods. Also, most participants in user research mentioned that they were only familiar with neighbors they live in but eager to explore other areas. Accordingly, the solution will include filters and maps in terms of the cognitive map of the user—in terms of neighborhoods. Such feature will allow users to search and filter points of interest in Seattle to tailor locations.

Decision 8 : The WHAT flow

As most participants in user research considered personal interest the most important factor when planning outings, we assume that some users are not that location-oriented but more activity-oriented. That's to say, some users would go to places where they can do things they are interested in. To ease the process of finding places to go, the application enables users to find places by choosing what type of activities they have interests to do.

Decision 9 : Voting system

During the user interviews most participants articulated a sense of social pressure when planning; fear of disappointing or not meeting certain people's expectations. Having a voting system allows to take the pressure from everyone involved in the plan, because it would be a democratic decision.

Decision 10 : Anonymous voting

By making the votes anonymous people can freely choose what they prefer without having any type of pressure or fear of disappointing.

Decision 11 : Added ratings

All participants in the user interviews find it extremely useful to get information about the quality of a place by looking at reviews on the internet, local recommendation applications, or from a friend. Participants said they almost always use at least one or two of these sources before deciding on a place, even if their final decision did not reflect how it was rated, it is still an important step in their selection process.

Decision 12: Separating friend's ratings from other people

Participants of the interviews considered word of mouth or social influence as an important factor in inspiring what places to visit and see. Most of them believe that friends' references are more trustworthy than the strangers' reviews found on websites and review applications. In our survey, 72% of people also consider recommendations from friends as a good source of information.

Decision 13: Prompting the user for a rating after an event

As ratings, especially from friends, are important factors in the selection process for what places to go to, we wanted a simple way to have the user provide this information shortly after they went.

07 | Stakeholders

Primary

Locals of Seattle.

Locals of Seattle who still want to explore the city. It is assumed that they know parts of the city and have an interest for rediscovering places or finding new locations to enjoy.

Secondary

Corporate Businesses of Seattle.

Small and large businesses of Seattle. It is assumed they want to present their business in the best light and will have a stake in maintaining their brand and generating new business.

06 | Personas

Primary Persona 1



Primary

Tina

Age : 26

Occupation : Software Engineer

Seattle Local

Goal : To find what's new in Seattle and share amazing exploration experience with friends.

"I always want to share awesome experiences with my friends."

Technical background :

Owns : Computer, smartphone

Frequents : Travel websites, food blogs, Yelp, Google Maps

Social Apps : Facebook, Twitter, Yelp, Instagram

Tina's Story

As a Seattle local, Tina knows almost every aspect of this city, but she also knows that there are new and interesting things happening everyday that she would never want to miss. She keeps keenly up-to-date on new things in Seattle, especially new restaurants and stores. When a hot, new restaurant opens in Seattle, she is the first to visit. She likes sharing these experiences whenever possible. When she finds an awesome place to go, she immediately shares with her friends via Facebook and Twitter to start organizing a group outing. When out and about she will often post her experiences on Instagram, check-in at local venues etc. She likes to stay up-to-date on the latest trends, and the Seattle nightlife "pulse" of events. She worries about missing unique events, and sometimes finds it stressful to organize a large group of people.

06 | Personas

Primary Persona 2



Primary
Joy

Age : 19

Occupation : Student

First year international student in Seattle

Goals : To know more about Seattle with guidance and tailored recommendations.

"There are so many attractions and activities in Seattle! Which one is the best for me to start with?"

Technical background :

Owns : Computer, smartphone

Frequents : Travel websites, Google Maps

Social Apps : Facebook

Joy's Story

Joy started her brand new Seattle life two months ago. Since everything is new to her, she is eager to know all aspects of the city and to become more involved in her new community. Like many new residents, Joy doesn't have many local friends so she usually explores the city by herself. Her main source of information is travel websites, but she finds it hard to sort through the multitude of recommendations to find the best choice. When wandering on the streets of Seattle, she frequently uses Google Maps and Yelp to find out if there is something interesting nearby to explore. She loves discovery but still wants some guidance during the trip to lead her to the new areas she would be interested in.

06 | Personas

Primary Persona 3



Primary
Thomas

Age : 33

Occupation : Marketing Specialist

New resident in Seattle

Goals : To explore Seattle through local experiences.

"I want to explore Seattle as a local and make more friends here."

Technical background :

Owns : Computer, smartphone

Frequents : Google Maps, Meetup

Social Apps : Facebook, Twitter

Thomas's Story

Thomas works as a marketing specialist and moved to Seattle for work a year ago. He once tried to explore Seattle using preplanned routes offered by travel websites, but quickly found that these plans were too touristy and he felt like he wasn't getting to know the real Seattle. He yearns to find and enjoy the authentic local experiences. As a social, active person, he loves to attend local events such as concerts, sports games, and special local festivals in order to meet new people and get access to locals. When deciding what to do and where to go for leisure, he relies on recommendations from local friends more than online reviews. Sometimes he feels it is hard to find companions who share the same interests with him.

07 | Appendix

- A Appendix - Prototype
- B Appendix - Styleguide
- C Appendix - Process Flows

07 | Appendix

A - Prototype

Our prototype can be found here: <https://invis.io/A253SNAFU>

07 | Appendix

B - Styleguide

LOGO

Go Seek

font: SignPainter, 32 pt.
font-color: #2190cc
bg-color: #ffffff

Go Seek

font: SignPainter, 32 pt.
font-color: #000000
bg-color: #ffffff

Go Seek

font: SignPainter, 32 pt.
font-color: #ffffff
bg-color: #2190cc

TYPOGRAPHY

Gotham Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Sign Painter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

COLORS



ICONOGRAPHY



BUTTONS

Primary Button



height: 50 px

font: Gotham, Medium, 13 pt.
font-color: #000000
bg-color: #ffffff

stroke: 1 pt
str-color: #a8a8a8

Secondary Button



height: 50 px

font: Gotham, Medium, 13 pt.
font-color: #ffffff
bg-color: #23a7df

Completion Button

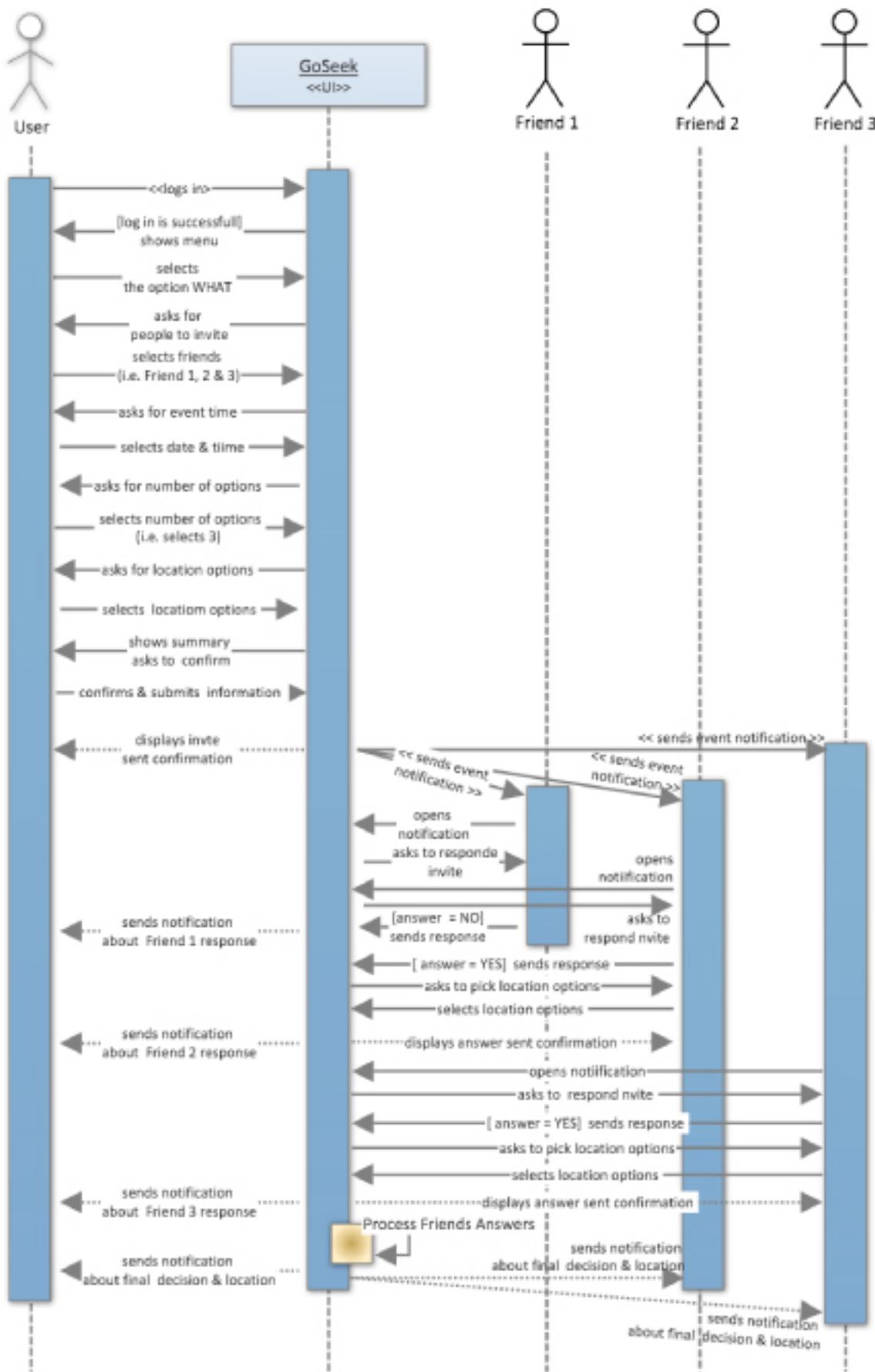


height: 50 px

font: Gotham, Medium, 13 pt.
font-color: #ffffff
bg-color: #b0c737

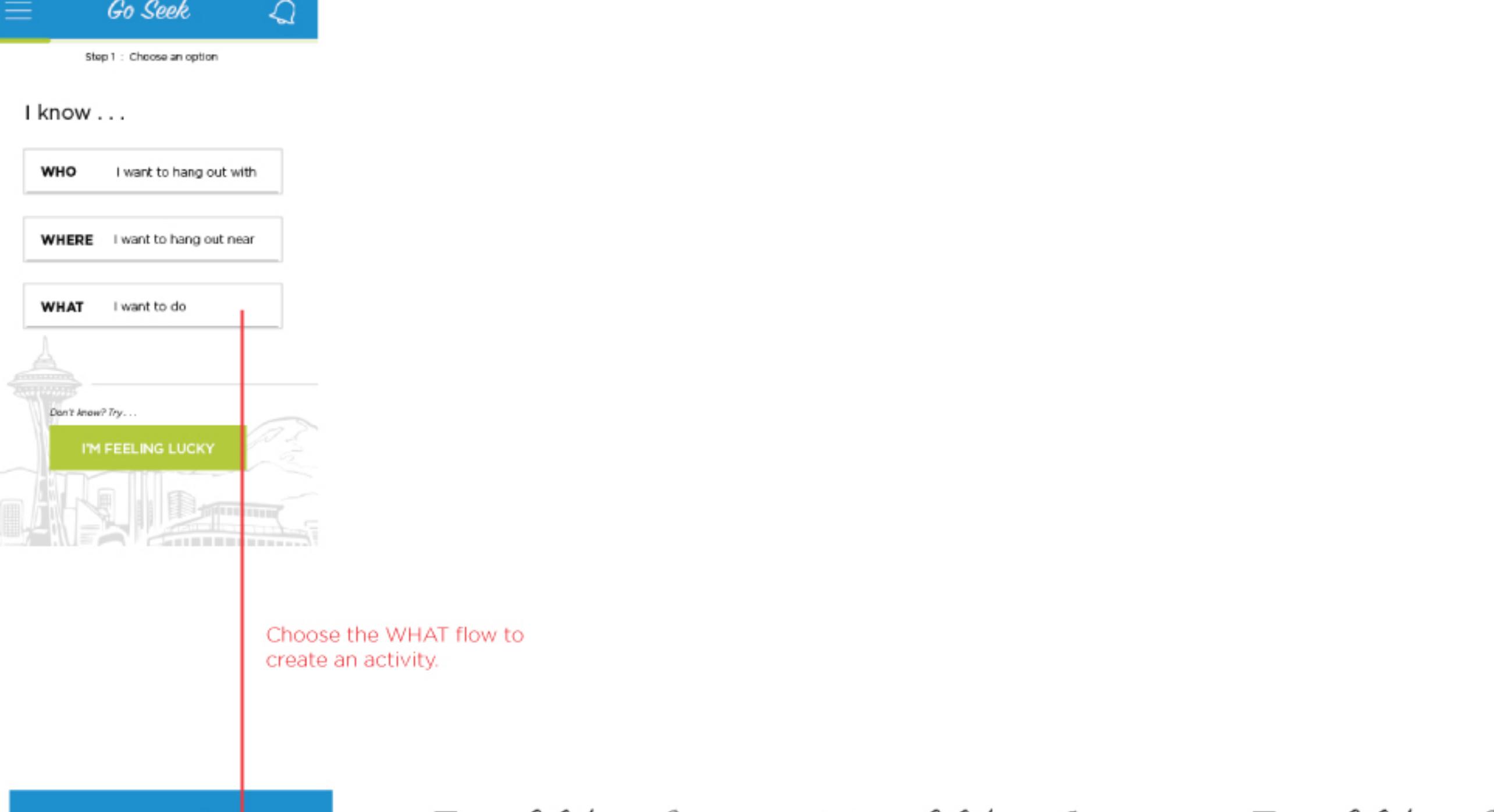
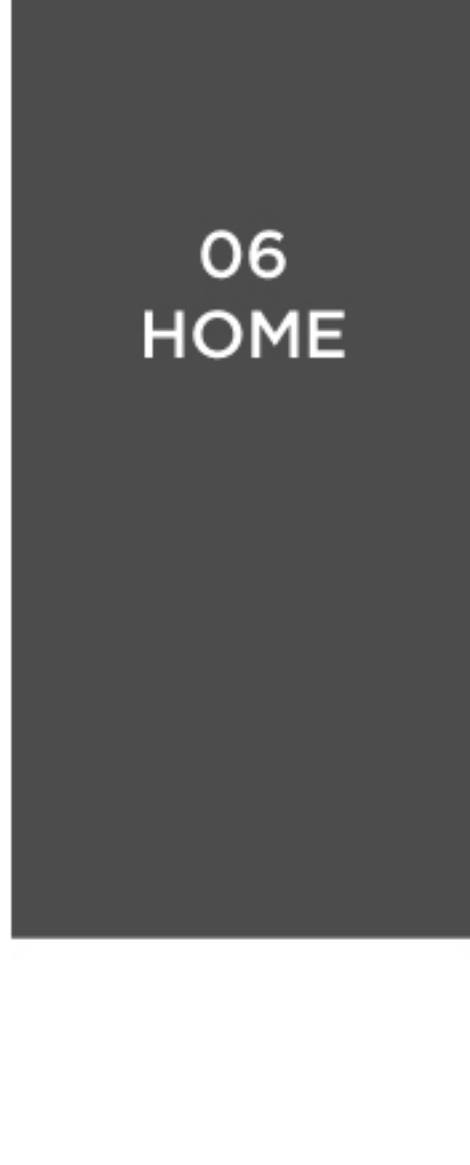
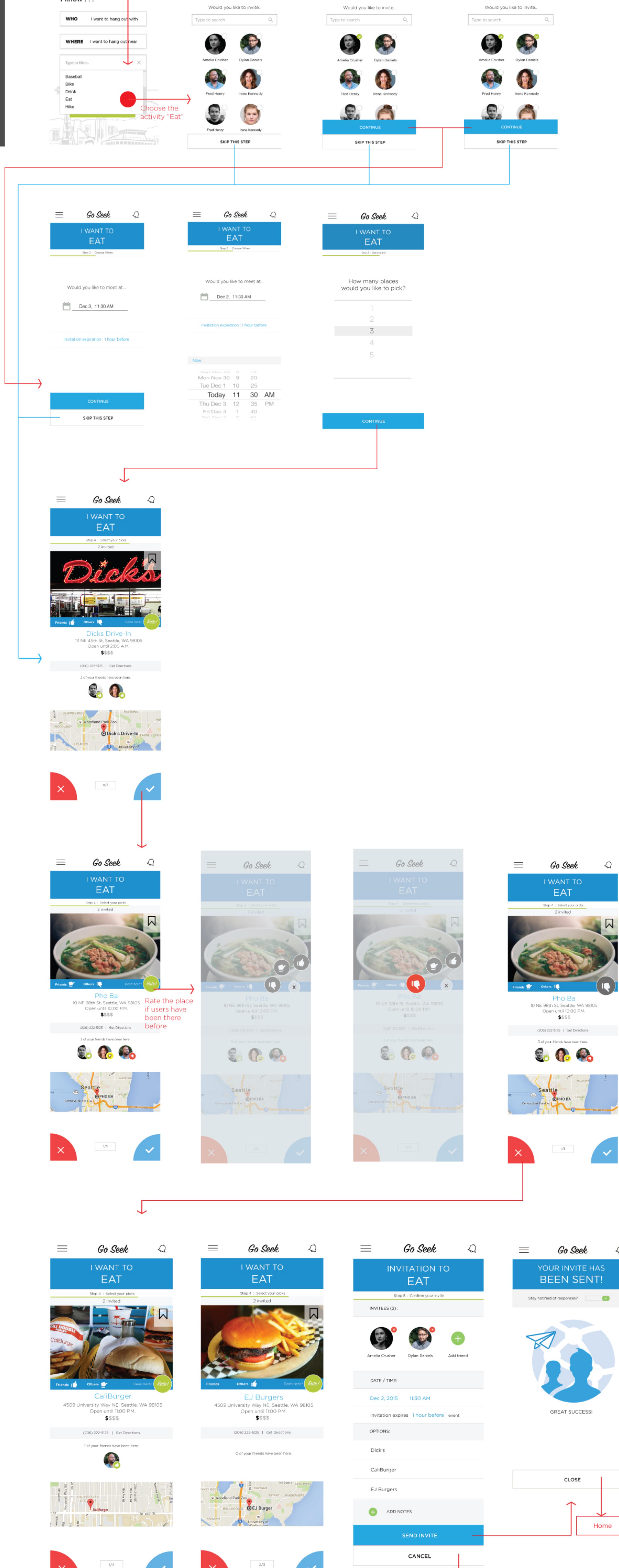
Sequence Diagram

Example of the sequence of a use case where a user invites three friends to an event based on the “WHAT” option, and one of the friends rejects the invite



Overview Flow 1



06
HOME07
PLAN
EVENT

Overview Flow 3

