

ALL CITY

WIREFRAMES // FUNCTIONAL BEHAVIORS v1.0
MAY 3, 2010

APPLICATION COMPONENTS

TAGS

The **TAGS** component permits the user to create new virtual graffiti artwork by using the phone as a virtual spray can, a canvas to paint on, or use it in sticker mode to paste virtual stickers in locations.

CREATE has three modes:

- **SPRAY CAN**
Permits the user to use the phone as a virtual spray can.
- **PAINT ON CANVAS**
Permits the user to create artwork by using the phone's screen as a canvas using your finger as the brush.
- **STICKER**
Permits the user to use existing tags/artwork from their local photo gallery to tag locations.

EXPLORE

The **EXPLORE** component permits the user to discover, view, and rate the creations of other users around the world. For users with a 3GS phone, tags will be seen in AR based on location.

EXPLORE has two core functions:

- **GALLERY**
Allows user to discover and view individual creations in a thumbnail (3G) or augmented reality (3GS) view. Entries are sortable and filterable in a variety of ways.
- **SEARCH**
Permits the user to search based on current location or by entering an address. AR view only available to users with 3GS.

SETTINGS

The **SETTINGS** component permits the user to create and manage their application preferences and the way other users see their profile in **ALL CITY**.

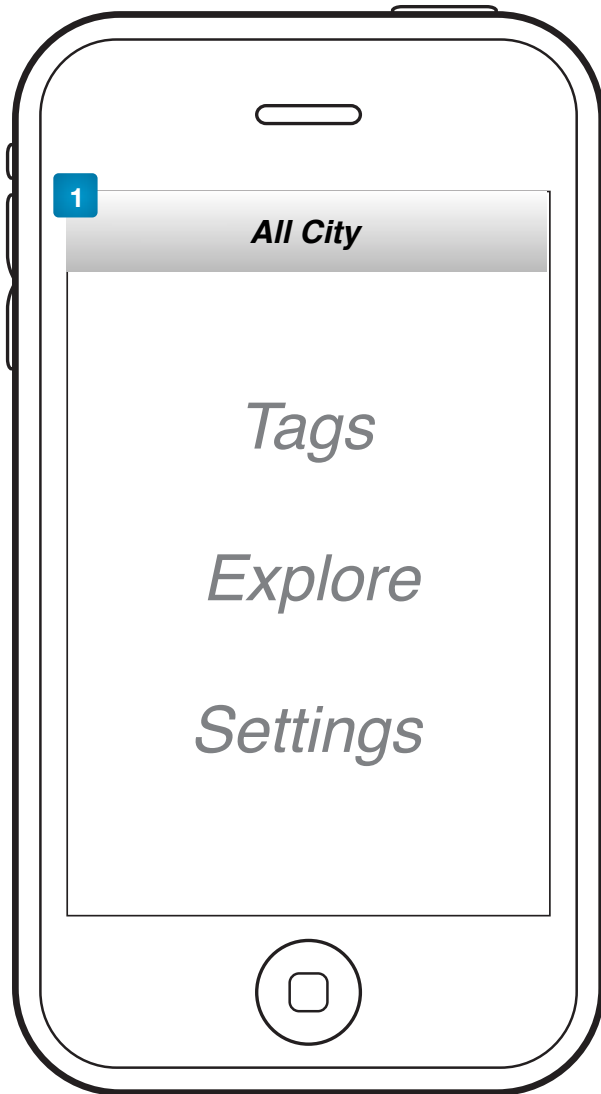
PROFILE has three sub-modes:

- **MY PROFILE**
Permits the user to manage their profile data.
- **MY ACCOUNT**
Allows users to create and edit their account settings.
- **MY GALLERY**
Allows users to review and change settings on creations they have made in the past.

MENU

CREATE

PAINT/DRAW MODE TOOL SELECTION



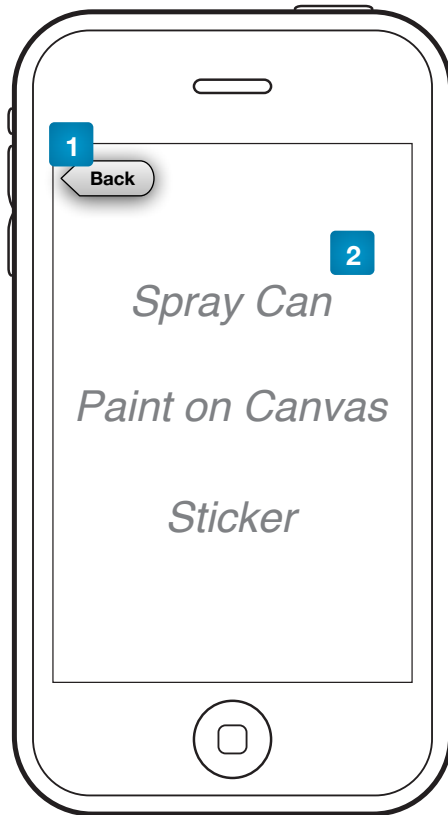
1 MAIN MENU

The main menu divides the app into its three functions.

TAGS

TAGS

MODE SELECTION



1 BACK

Global navigation that returns you to the previous screen.

2 MODE SELECTION

Users have three options for creating tags:

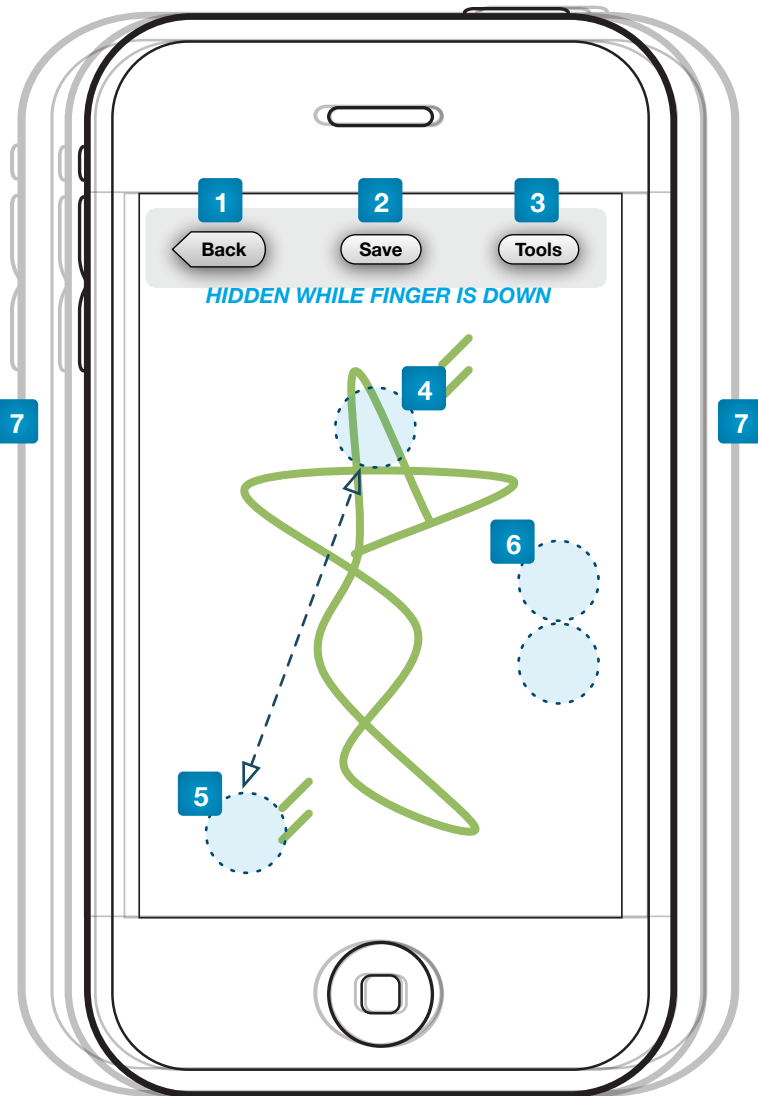
SPRAY CAN: In this mode, users select brush type, brush size, color, and drip options. Once these are selected, use the phone as a virtual spray can.

PAINT ON CANVAS: In this mode, users select brush type, brush size, color, and drip options. Once these are selected, use the phone's screen as a canvas and your finger as the brush.

STICKER: In this mode, users select their sticker from a scrollable library. Users can add new stickers from their photo library or from a tag they just created.

TAGS

SPRAY CAN PAINT MODE TOOL/COLOR SELECTION PAINT FUNCTION



1 BACK

Global navigation that returns you to the previous screen.

2 SAVE (ICON)

SINGLE TAP saves the current tag and the background image that is framed using the built-in camera. Disabled if the user has not painted anything on screen. Tapping this button puts the user in **TAG EDIT** mode (Page 8.)

3 TOOLS (ICON)

SINGLE TAP brings up the **TOOLS** view. **TOOLS** view has three options:
Brush Selection: Select your brush (Page 9.)
Brush Options: Select brush size and drip options (Page 10.)
Color Selection: Select your color (Page 11.)

4 TOUCH PAINT SPOT (ICON)

SINGLE TAP AND HOLD begins the flow of paint which always starts at this defined point.
RELEASE stops the flow of paint and the tag is visible on screen.

5 TOUCH MOVE TAG

DOUBLE TAP moves the position of the tag where the user has tapped to the **TOUCH PAINT SPOT**.

6 TOUCH SCALE TAG

TWO FINGER PINCH scales the tag larger or smaller.

7 SHAKE TO UNDO

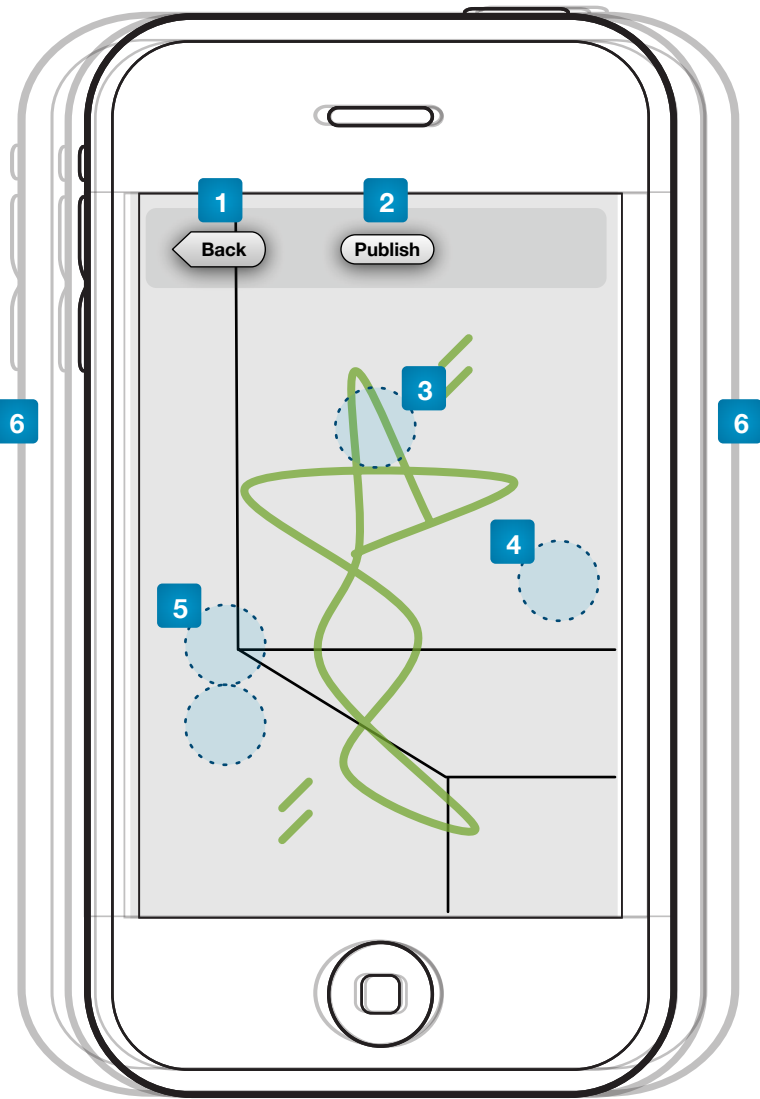
SHAKE brings up the undo last input or erase tag dialogue box.

Undo Last Input?

Erase Tag?

TAGS

SPRAY CAN/PAINT MODE TAG EDIT MODE



1 BACK

Global navigation that returns you to the previous screen.

2 PUBLISH TAG

SINGLE TAP brings up the publish tag view ([Page 14.](#))

3 SELECT TAG/STICKER

SINGLE TAP selects the tag/sticker and allows for scale and move.

4 SELECT BACKGROUND

DOUBLE TAP selects the background and allows for scale and move.

5 TOUCH SCALE TAG

TWO FINGER PINCH scales the tag larger or smaller.

6 SHAKE TO UNDO

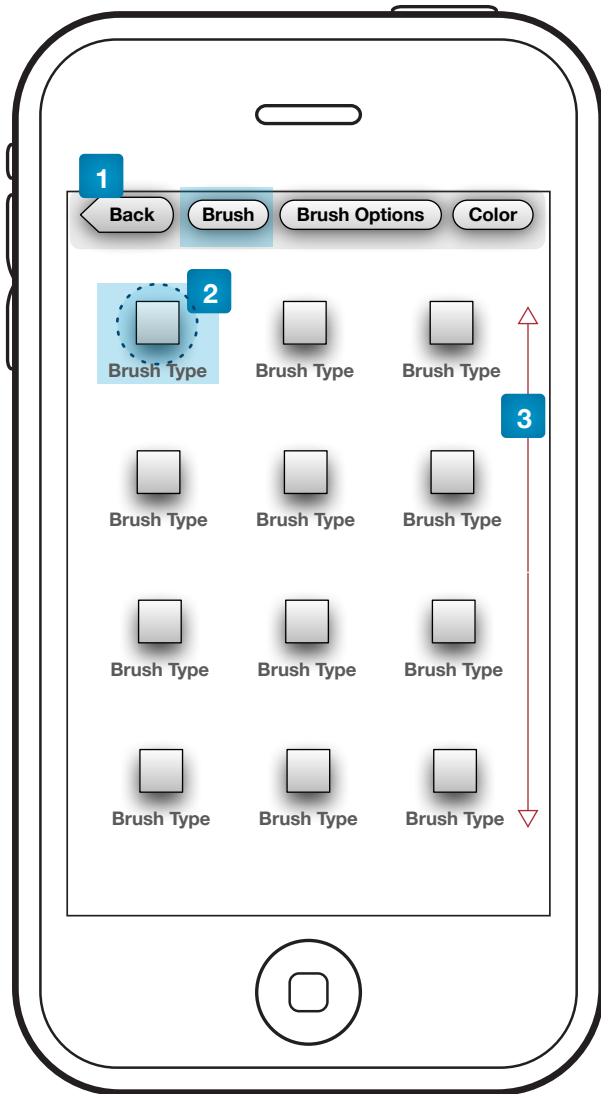
SHAKE brings up the undo last input or erase tag dialogue box. If erase tag is chosen, PUBLISH button is disabled and user must use BACK button to return to previous screen.

Undo Last Input?

Erase Tag?

TOOLS

SPRAY CAN/PAINT BRUSH SELECTION



1 BACK

Global navigation that returns you to the previous screen.

2 SELECTED BRUSH

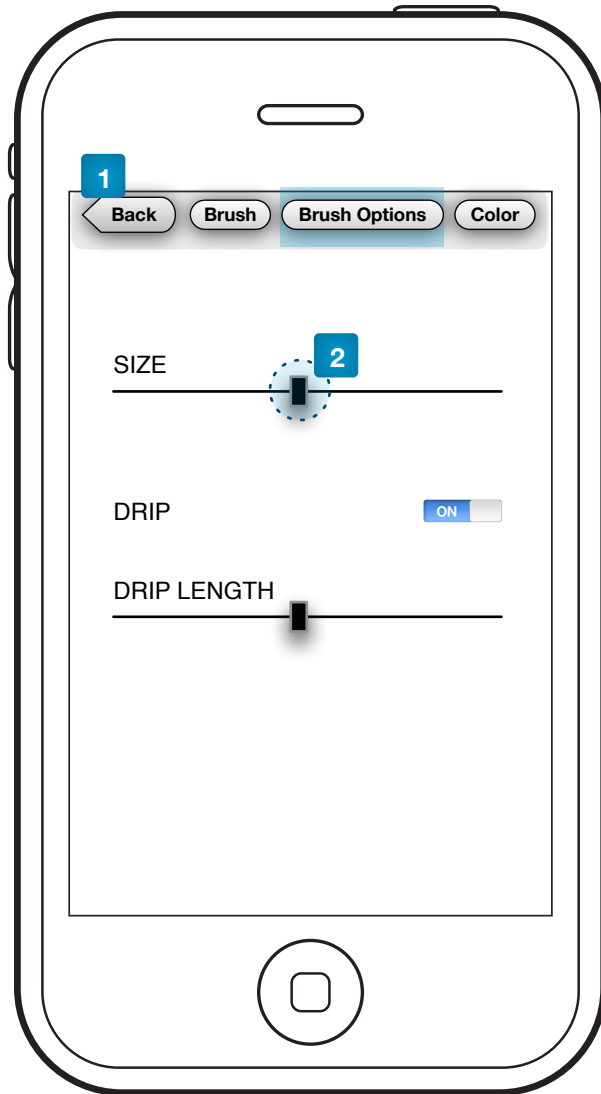
SINGLE TAP selects a brush type.

3 SCROLLABLE

SINGLE TAP AND DRAG to scroll the brushes.

TOOLS

SPRAY CAN/PAINT BRUSH OPTIONS



1 BACK

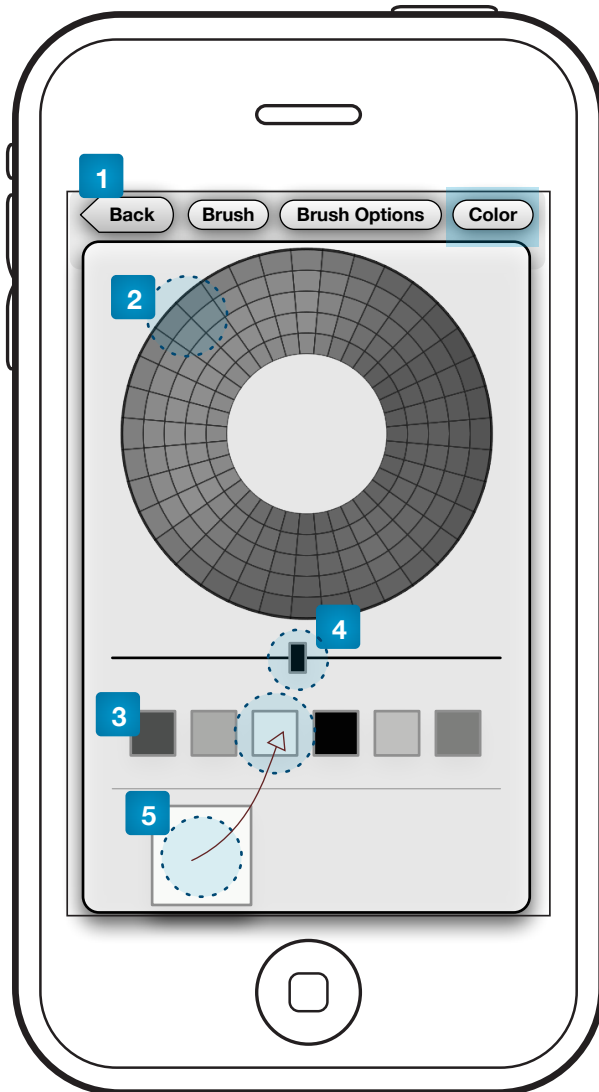
Global navigation that returns you to the previous screen.

2 BRUSH OPTION SLIDER

SINGLE TAP AND DRAG to adjust slider.

TOOLS

SPRAY CAN/PAINT COLOR SELECTION



1 BACK

Global navigation that returns you to the previous screen.

2 COLOR SELECTION DRAWER

Changing colors is accomplished by tapping anywhere on a presented color wheel. The color corresponding to the location of the user's touch is displayed and appears in the preview box.

3 FAVORITE COLORS

Users can store favorite colors in a set of stored swatches that are retained between application sessions. Empty swatches indicate an open position. Users scroll horizontally to view swatches.

A color is stored by using a **single touch and slide** from the preview swatch to any available favorite color swatch.

If a favorite is already stored in the location being selected, it will be replaced with the new color.

4 OPACITY SELECTION SLIDER

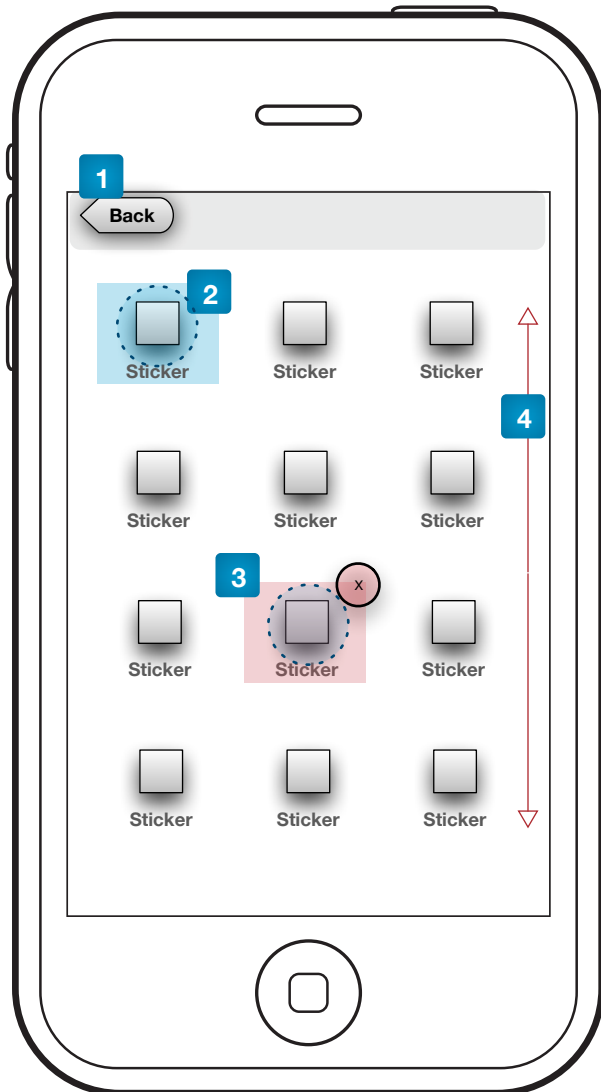
Opacity is changed by sliding the slider to the left and right using your finger.

5 CURRENT COLOR

Displays the current color selected

TAGS

STICKER MODE STICKER SELECTION



1 BACK

Global navigation that returns you to the previous screen.

2 SELECTED STICKER

SINGLE TAP selects a sticker and returns user to **FULL SIZE STICKER** view ([Page 12.](#))

3 DELETE STICKER

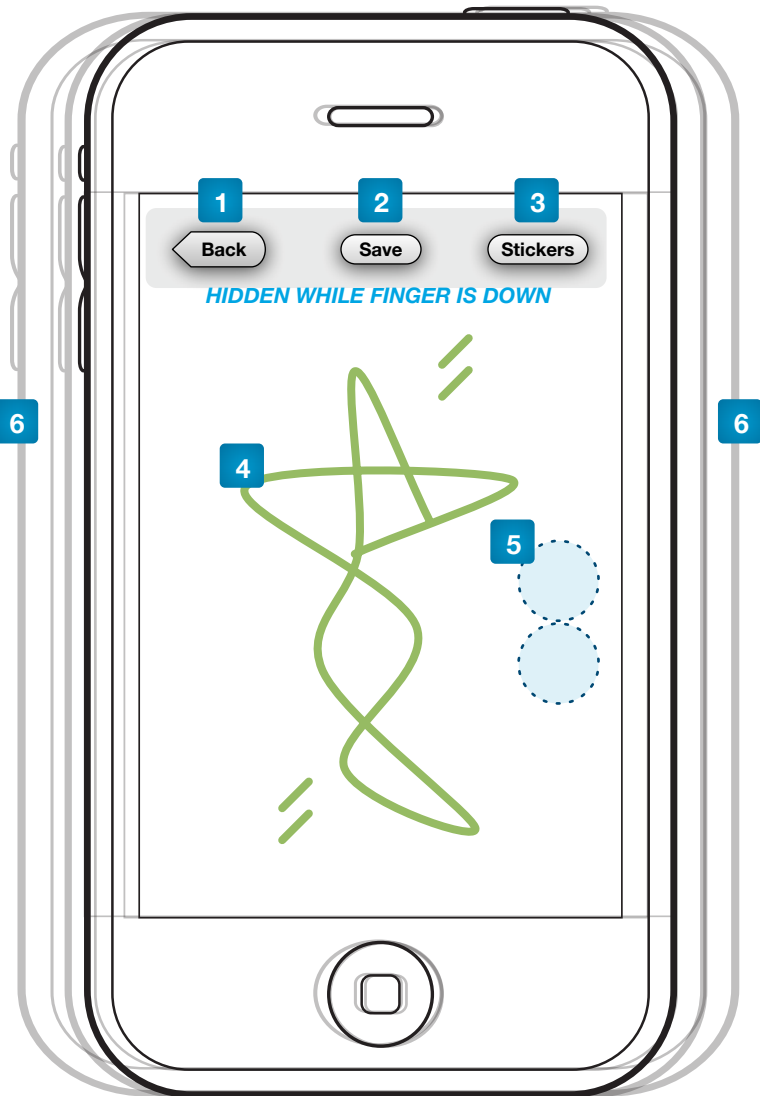
SINGLE TAP AND HOLD sets sticker view to edit mode. Edit mode adds a red X in the corner of the sticker icon. **SINGLE TAP** of the X deletes the sticker.

4 SCROLLABLE

SINGLE TAP AND DRAG to scroll the brushes.

TAGS

STICKER MODE FULL SIZE VIEW



1 BACK

Global navigation that returns you to the previous screen.

2 SAVE (ICON)

SINGLE TAP saves the current tag and the background image that the user is pointing at using the built-in camera. Disabled if the user has not selected a sticker. Tapping this button puts the user in **TAG EDIT** mode ([Page 8.](#))

3 STICKERS VIEW

SINGLE TAP brings up the **STICKERS** view ([Page 13.](#))

4 STICKER

Sticker selected from the **STICKERS** view ([Page 13.](#))

5 TOUCH SCALE TAG

TWO FINGER PINCH scales the tag larger or smaller.

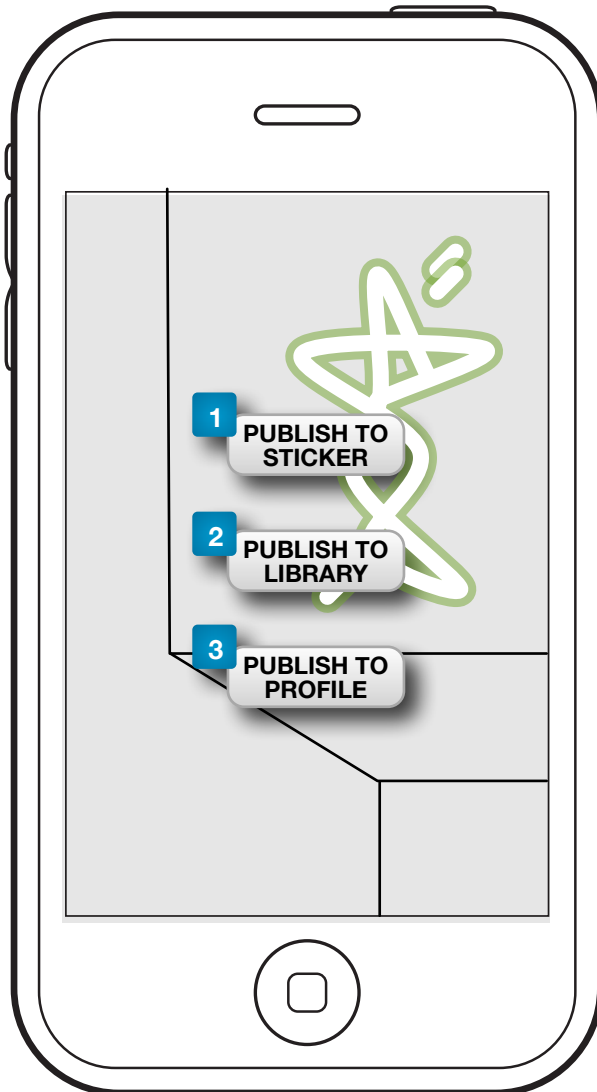
6 SHAKE TO UNDO

SHAKE brings up the undo last input or start over dialogue box.



TAGS

SPRAY CAN/PAINT MODE PUBLISH TAG INTERFACE



1 PUBLISH TO STICKER

The **PUBLISH TO STICKER** function closes the **CAMERA INTERFACE** and returns the user to **TAG EDIT** view. The **PUBLISH TO STICKER** button is only present in **SPRAY CAN** and **PAINT** mode. It is not visible in **STICKER** mode.

2 PUBLISH TO PHONE

The **PUBLISH TO PHONE** function closes the **CAMERA INTERFACE** and returns the user to **TAG EDIT** view.

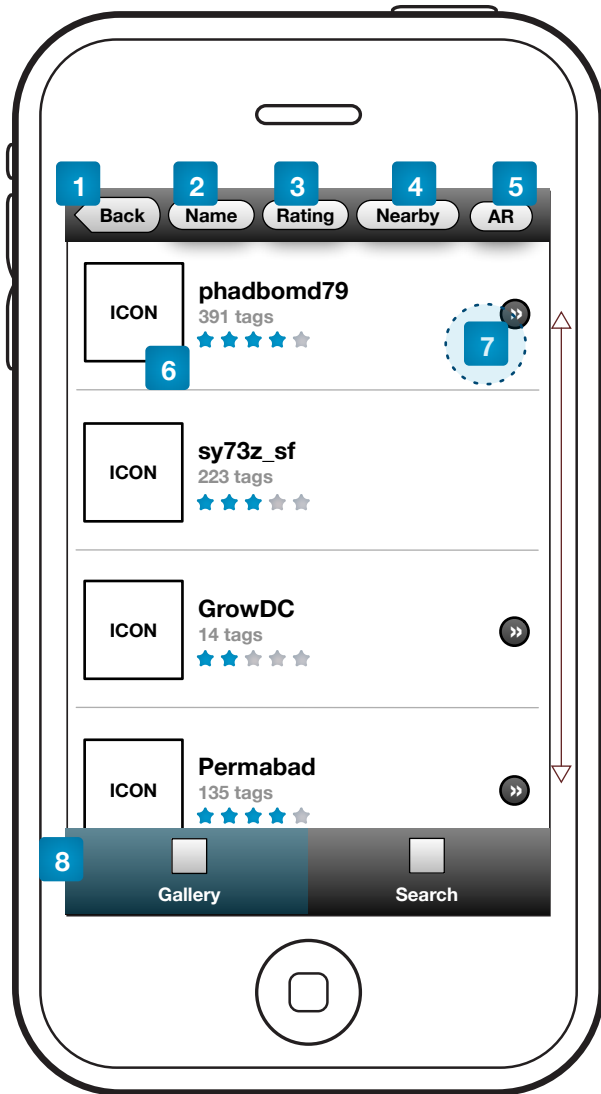
3 PUBLISH TO PROFILE

The **PUBLISH TO PROFILE** function will upload the tag to the user's profile. If the user is not logged in, choosing this option will take the user to the **PROFILE** view to sign in or create an account.

EXPLORE

EXPLORE

GALLERY VIEW RESULTS MODE



1 BACK CTA

SINGLE TAPPING the Back CTA transitions the app to **MAIN MENU** ([Page 4](#)).

2 SORT BY NAME

SINGLE TAPPING this sort button will sort results by name.

3 SORT BY RATING

SINGLE TAPPING this sort button will sort results by rating.

4 SORT BY PROXIMITY

SINGLE TAPPING this sort button will sort results by distance from current location.

5 AUGMENTED REALITY VIEW

SINGLE TAPPING this sort button will bring up the Augmented Reality view. This option is only available on 3GS phones. ([Page 18.](#))

6 RESULTS ITEM

On 3G phones (no Augmented Reality) when in the **GALLERY** section we will do a location search and show the 25 closest results to the user's current location. Results have four data points:

ICON: Thumbnail of tag.

USER NAME: Artist's user name.

NUMBER OF TAGS: Total per artist.

RATING: Based on 5 stars. Average of votes from other users for one tag.

7 SEE FULL TAG

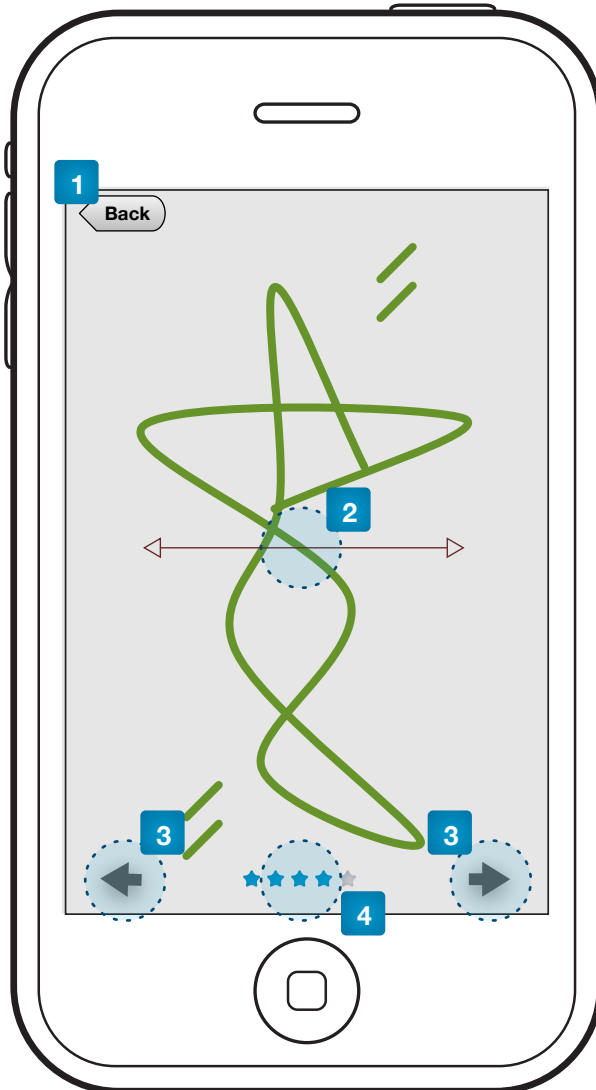
SINGLE TAPPING the button to view the full size entry for this tag ([Page 17.](#))

8 GALLERY MAIN NAV

Gallery view defaults to a search of nearby tags. Can be sorted using the sort options.

EXPLORE

FULL SIZE VIEW (3G & 3GS) RESULTS MODE



1 BACK CTA

Touching the Back CTA transitions to the previous **RESULTS** view ([Page 16](#)).

2 SCROLL RESULTS

SINGLE TAP AND DRAG to the left and right will scroll to next result from previous results view.

3 SCROLL RESULTS (TAP)

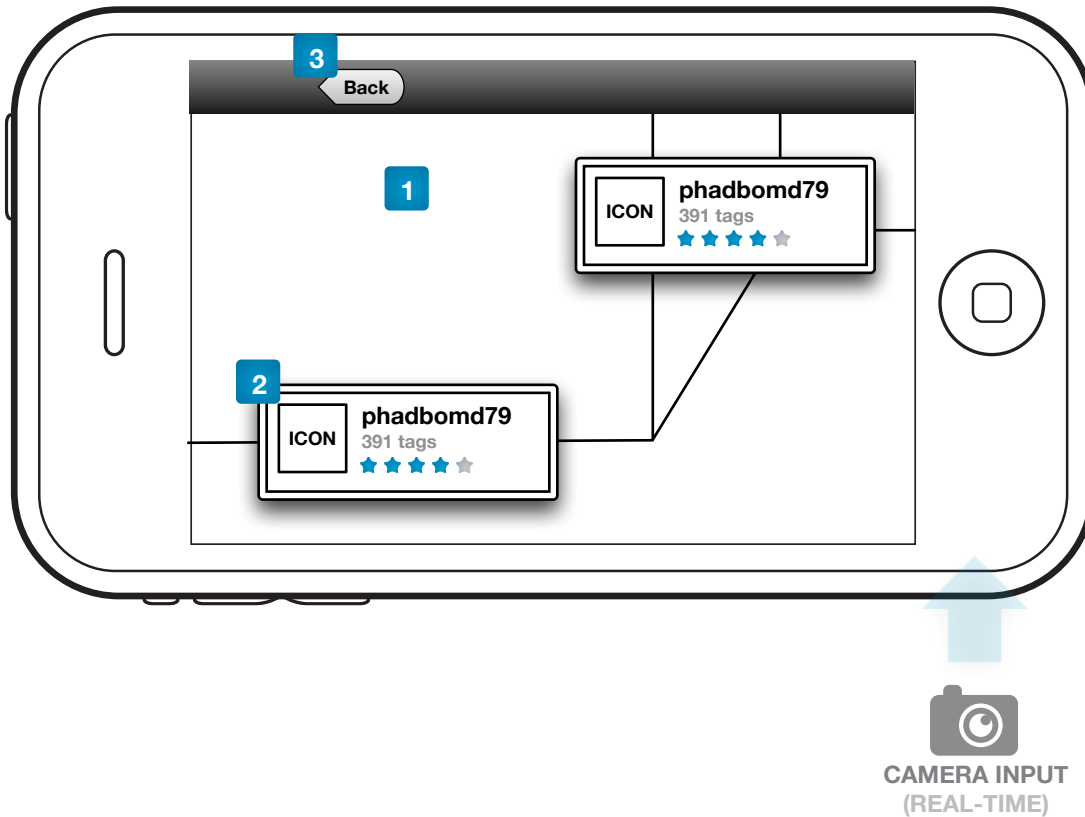
SINGLE TAP the left and right arrows to scroll next results from previous results view.

4 RATE TAG

SINGLE TAP to rate current tag. If the user has already rated the current tag the stars will be dimmed out and inactive. If the user has not rated this tag, screen will have stars user can touch to rate. **SINGLE TAP AND DRAG** will fill in stars, **DOUBLE TAP** will enter selection and toggle the rate function to inactive.

EXPLORE

NEARBY VIEW (3GS) AUGMENTED REALITY MODE



1 REAL-TIME CAMERA IMAGE

While in **AUGMENTED REALITY MODE** the live input of the device camera is displayed on the screen.

2 TAG ICONS

Tags visible within a specified distance (e.g., 500ft) would appear as icon overlays when the device is pointed in the direction of the tag.

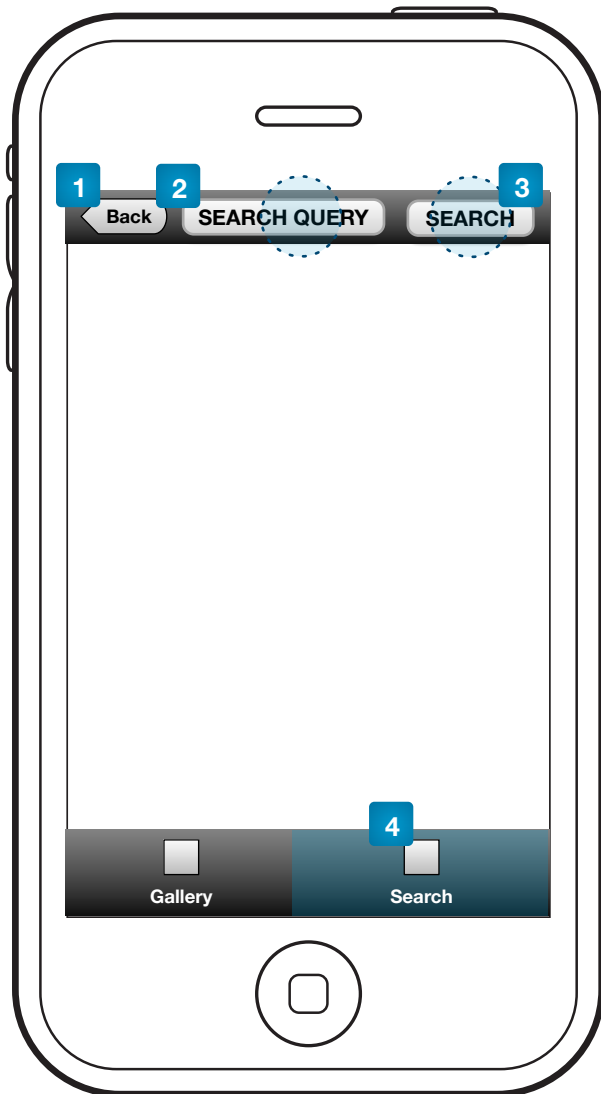
Touching one of these icons transitions the app into **FULL SIZE VIEW MODE** ([Page 17](#)) for the selected image.

3 BACK CTA

Touching the Back CTA transitions the app to **GALLERY VIEW** ([Page 16](#)).

EXPLORE

SEARCH VIEW OVERLAY



1 BACK CTA

Touching the Back CTA transitions the app to **MAIN MENU** (Page 4).

2 SEARCH QUERY

Text field, brings up standard keyboard. Search queries accept user names or locations.

3 SEARCH

Button. Will hide search overlay and show results in the **GALLERY** (Page 17.)

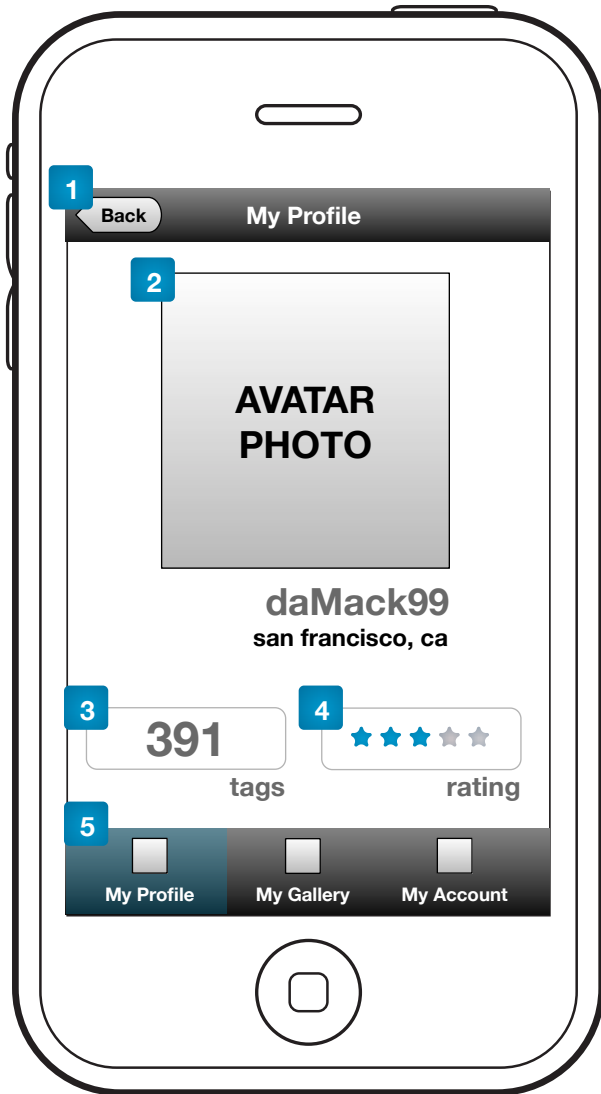
4 SEARCH MAIN NAV

Shows results set from current location.

SETTINGS

SETTINGS

MY PROFILE



1 BACK CTA

Touching the Back CTA transitions the app to **MAIN MENU** (Page 4).

2 AVATAR PHOTO

User's avatar photo. This will be the tag chosen by the user. **SINGLE TAP** this image to bring up the local photo library to choose an image.

3 TAGS

Number of tags created by the user.

4 RATING

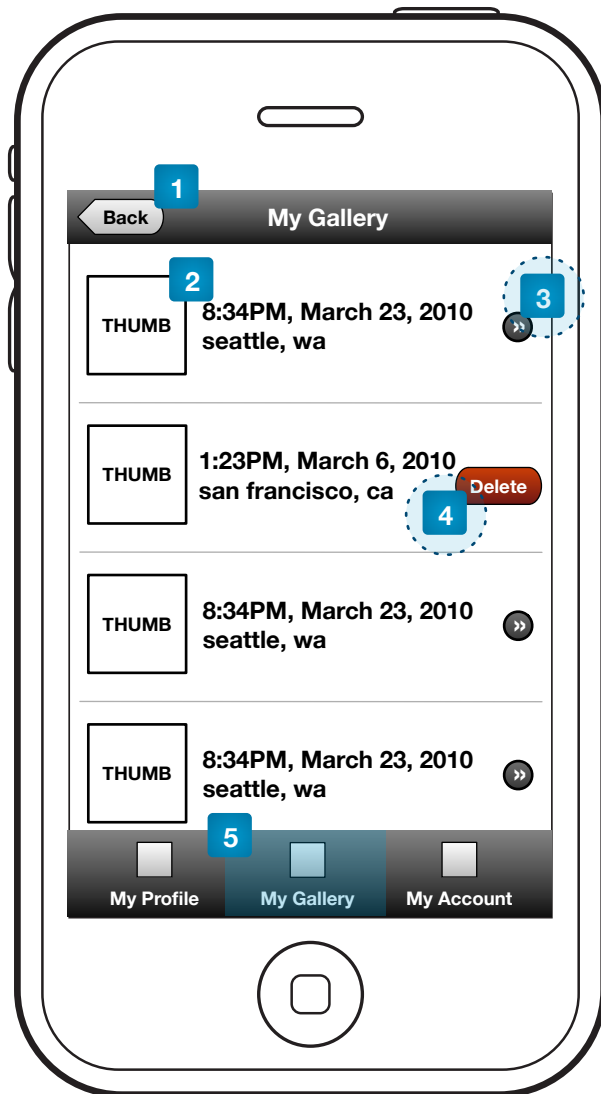
Number of stars user has accumulated based on average of all ratings.

5 MY PROFILE

Main navigation.

SETTINGS

MY GALLERY



1 BACK CTA

Touching the Back CTA transitions the app to **MAIN MENU** ([Page 4](#)).

2 MY GALLERY RESULT

Results listed chronologically specific to the user. User must be logged in to see results.

3 SEE FULL TAG

Tap the button to view the full size entry for this tag. ([Page 17](#)).

4 DELETE TAG

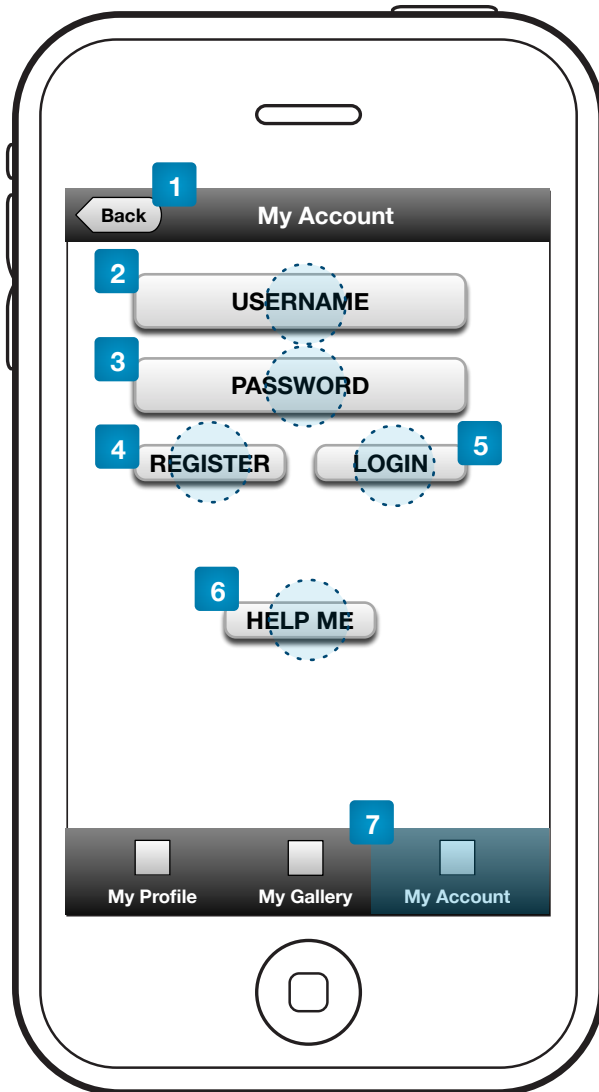
SINGLE TAP AND SLIDE of an entry will replace the arrow with a delete button.

5 MY GALLERY

Main navigation.

SETTINGS

MY ACCOUNT



1 BACK CTA

Touching the Back CTA transitions the app to **MAIN MENU** (Page 4).

2 USERNAME FIELD

Text field. Brings up standard keyboard.

3 PASSWORD FIELD

Text field. Brings up standard keyboard.

4 REGISTER BUTTON

Register button. Inactive if the user already has an account.

5 LOGIN TOGGLE

Toggle between logged in and logged out. Persistent login unless the user logs out.

6 HELP ME

Help me button. Brings up user's email client with pre-populated email address.

7 MY ACCOUNT

Main navigation.