

I've always felt was an important part of the app concept from the outset, was the idea of the "Me" Contact. The

"Me" Contact represents the User themselves, i.e. their Timezone. It's analogous to the "You are here" marker on maps in shopping malls and tourist attractions, or the marker on a GPS device which represents the device's current location. I think the "Me" Contact performs the

same role — it orients the User, not to a location, but to a time — to the "when", related to the people (Contacts) which User cares about.

I think it's likely that people will often simply scroll up and down through a list to find the Contact that they are looking for "by eye". We need to ensure that our visual design aids "scalability" by using all the standard design "tricks" like colour, size, location, white space and

Search, Sort, Filter – the "SSF" of Zone?
What is the SSF?

Contact List "Scannability"

