Breadcrumbs Development Document

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Overall Process:

Each team member came to this project with varying degrees of design and development experience. At the very beginning of the project, Jonathan set up a number of development tools to help us keep our team focused and organized, such as Workflowy for task delegation, GitHub for version control, and CoffeeScript, Backbone, and Underscore for augmenting JavaScript.

**MORE ON GROUP MEMBER ROLES AND DESIGN PROCESS**

The following is our meeting schedule, which we planned at the beginning of the project, and strictly adhered to throughout the design process. In addition to the meeting schedule, our group was constantly in touch during all hours of the day (and night!) via email and text messaging.

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| --- | --- |
| November 26 | Introductions; initial design discussions; review of Yelp bookmarks |
| November 27 | More design discussions; presentation of initial sketches; first drafts of personas and use scenarios |
| November 29 | Completion and submission of personas and use scenarios |
| November 30 | Creation of initial and final markups on myBalsamiq; solidification of design ideas |
| December 2 | Delegation of tasks; tutorials on project tools (Git, Backbone, Underscore, Moustache); start coding the implementation |

Target Users:

The target users for Breadcrumbs are urban college students and young people from ages 19-26.

Design Decisions:

Our team had three meetings to discuss design decisions. The first two were more high-level, and the last one we spent collaboratively working on myBalsamiq. While the following

Our team found that there were a number of ways to organize business in Yelp: not only does Yelp have bookmarks, but also separate sections for lists and search categories. Towards the beginning of the project, we were also toying with creating distinctions for bookmarks, lists, tags, and search categories, but eventually decided in favor of simplicity. The Breadcrumbs app can pull businesses from the Yelp website to bookmark them, (we call these bookmarks “crumbs”, like following a trail of breadcrumbs), and then the user can sort these crumbs into lists. Users can also filter the lists by using categories drawn from the Yelp API. Because of this simple design, we were able to create a fully functional, vastly improved Yelp bookmarking system with only five distinct markups on myBalsamiq. The decision to combine Yelp’s bookmark and list functions

Another design

By our third meeting, our team was ready to work collaboratively using myBalsamiq. We decided

For example, when viewing a list of businesses, each business contains four icons that describe the *complete* set of actions the user can do with that business. While we also have a single-business view, which is slightly less cluttered and more detailed, you actually never need to use that if you don’t want to. This decision is in line with the sixth usability heuristic: recognition rather than recall. Because

Prototyping and Testing Process:

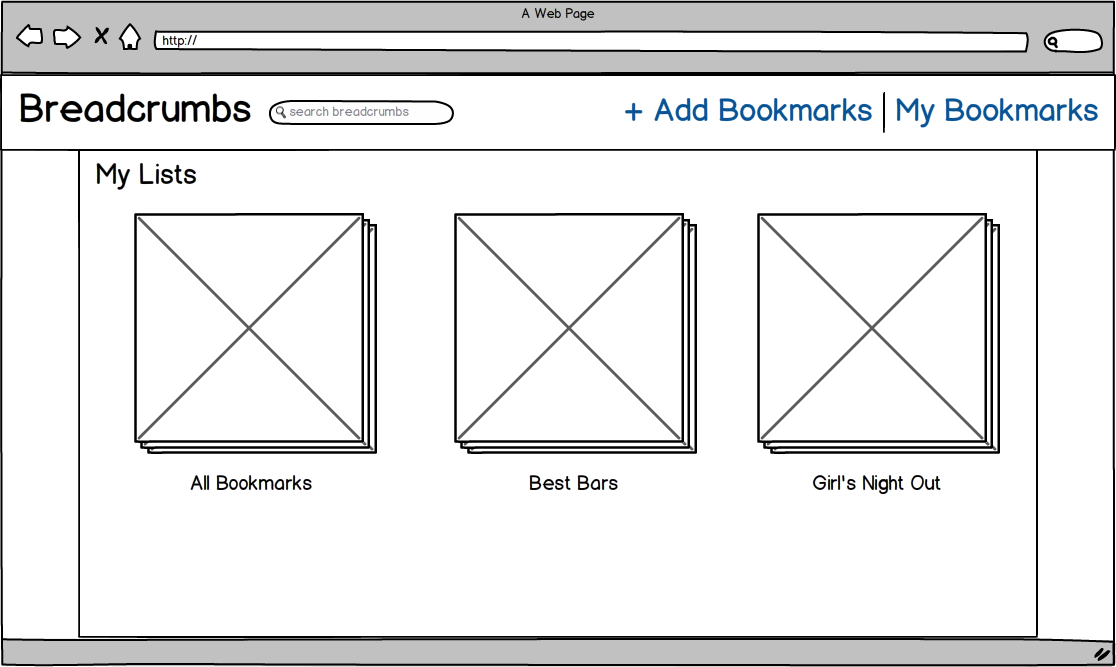
Our prototyping began with sketches drawn up by Jonathan and Yanyi. Remarkably, their sketches, created separately, turned out to be nearly identical. We then set to work copying the hand-drawn sketches into myBalsamiq. This initial foray into myBalsamiq familiarized each team member with the overall app design, and also highlighted early, obvious design flaws and mistakes, which were soon eliminated. After this step, our group took a short break, and then critiqued each of the five markups in turn. This helped us solidify our ideas, and after some debate and discussion with our group members, we ended up with a final design that we were all proud of.

Here are Jon’s original sketches, which were made into myBalsamiq markups:

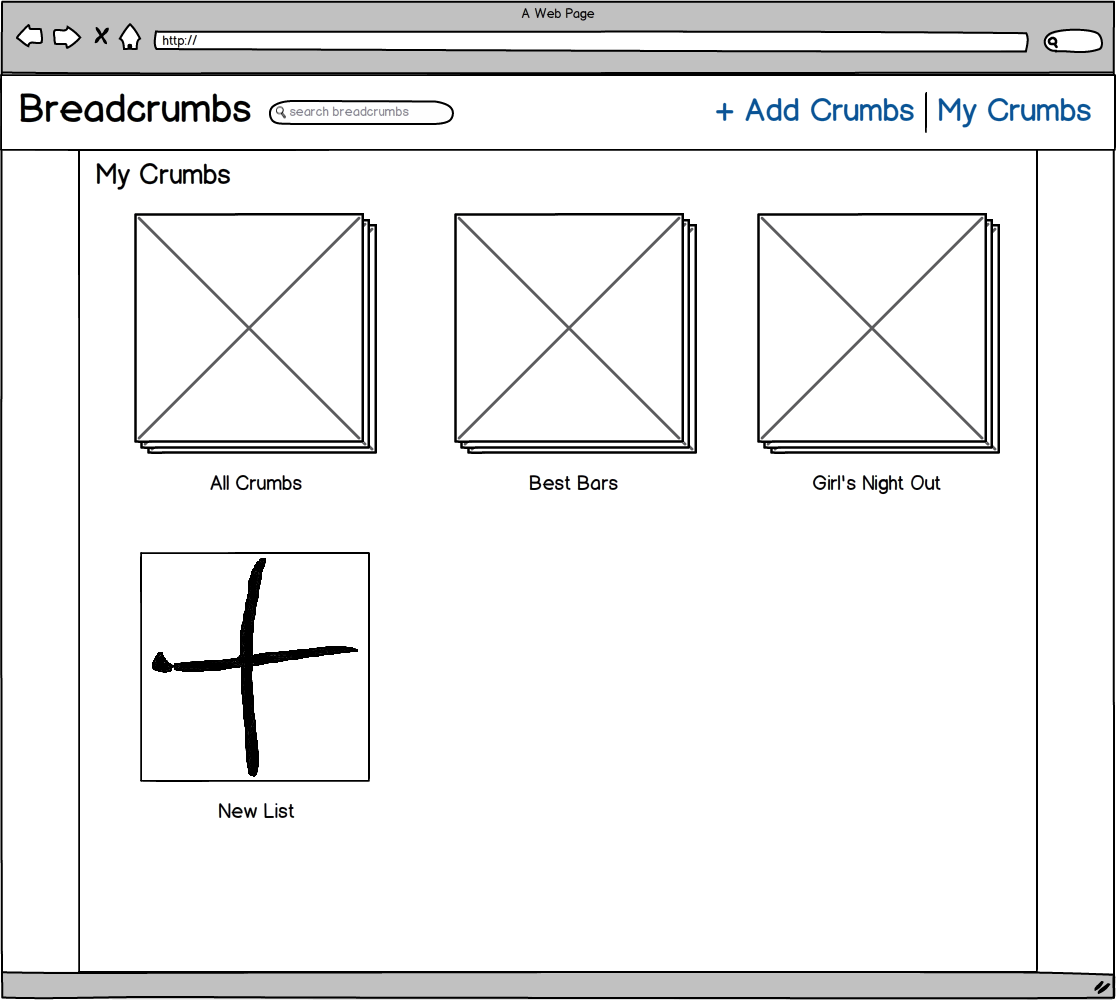
**PUT PICTURES HERE**

Here are our five myBalsamiq markups in their initial and final versions, with comments to show how our group improved on each markup with discussion and compromise.

**Lists View, or My Crumbs**

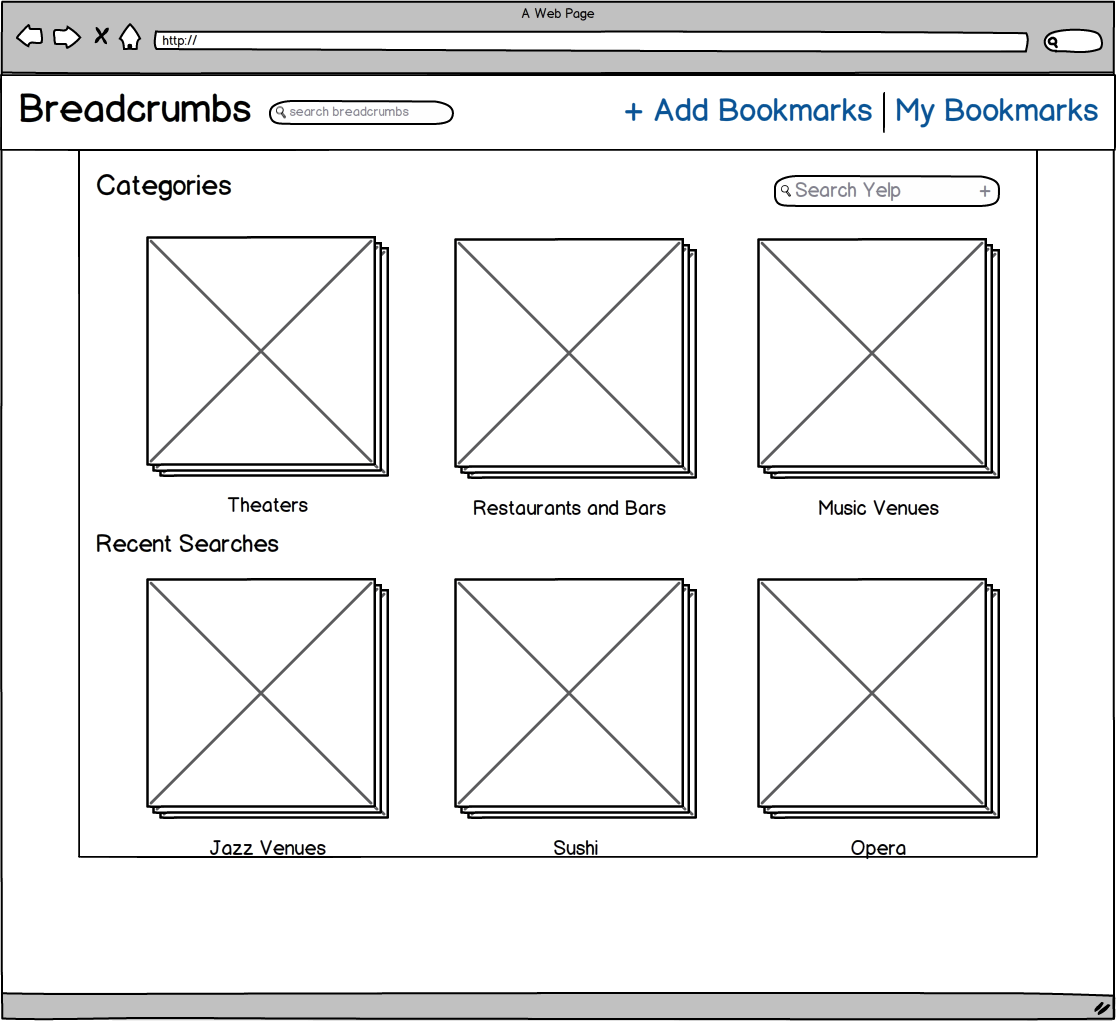


This is the initial markup of the lists view, which appears whenever the user clicks on “My Bookmarks”. We decided here that the first list that should appear is the list of “All Bookmarks”, which is the master list that contains all business loaded into the app.

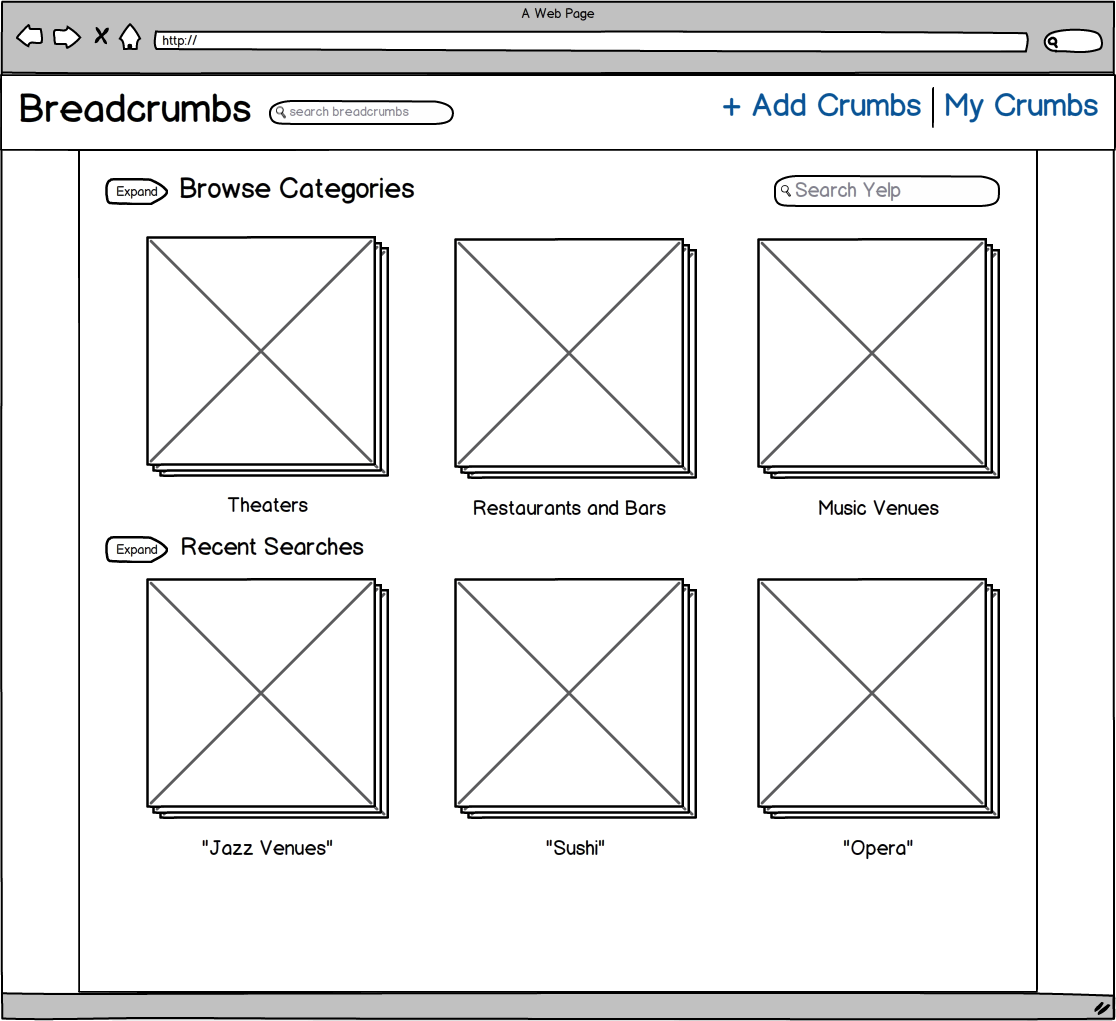


This is the final markup of the lists view. We wanted an easy way for the user to create a new lists, so at the end of the list of lists, we added a big “plus” icon to show the user how to add a new list. We also decided here to change the terminology from “Bookmark” to “Crumb”, in order to give the app more character and name recognition. This change is reflected in all subsequent final markups.

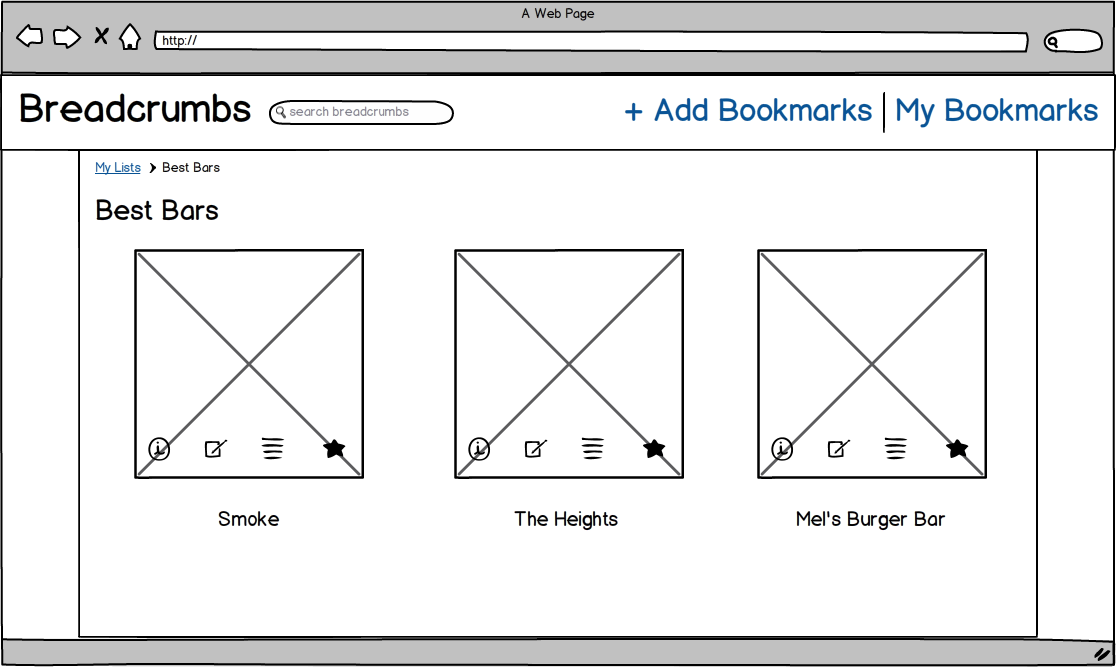
**Browse View, or + Add Crumbs**

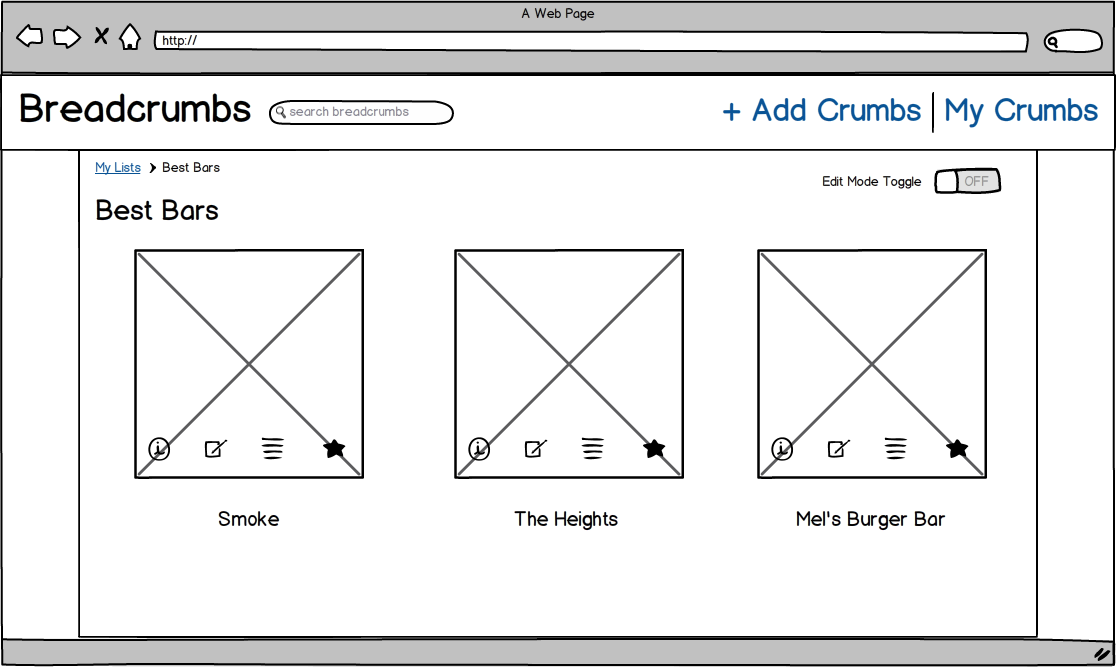


This is the initial markup of the browse view, accessed by clicking “Add Bookmarks”). It does not show the toolbar that appears when you click the box labeled “Search Yelp”.

This is the final version of the browse view. As you can see, we added “expand” arrows to the “Browse Categories” and “Recent Searches” sections, because we wanted a way to show more results than pictured here. Horizontal scrolling was also discussed as an option, but it was ultimately vetoed because of some group members’ dislike for the feature.

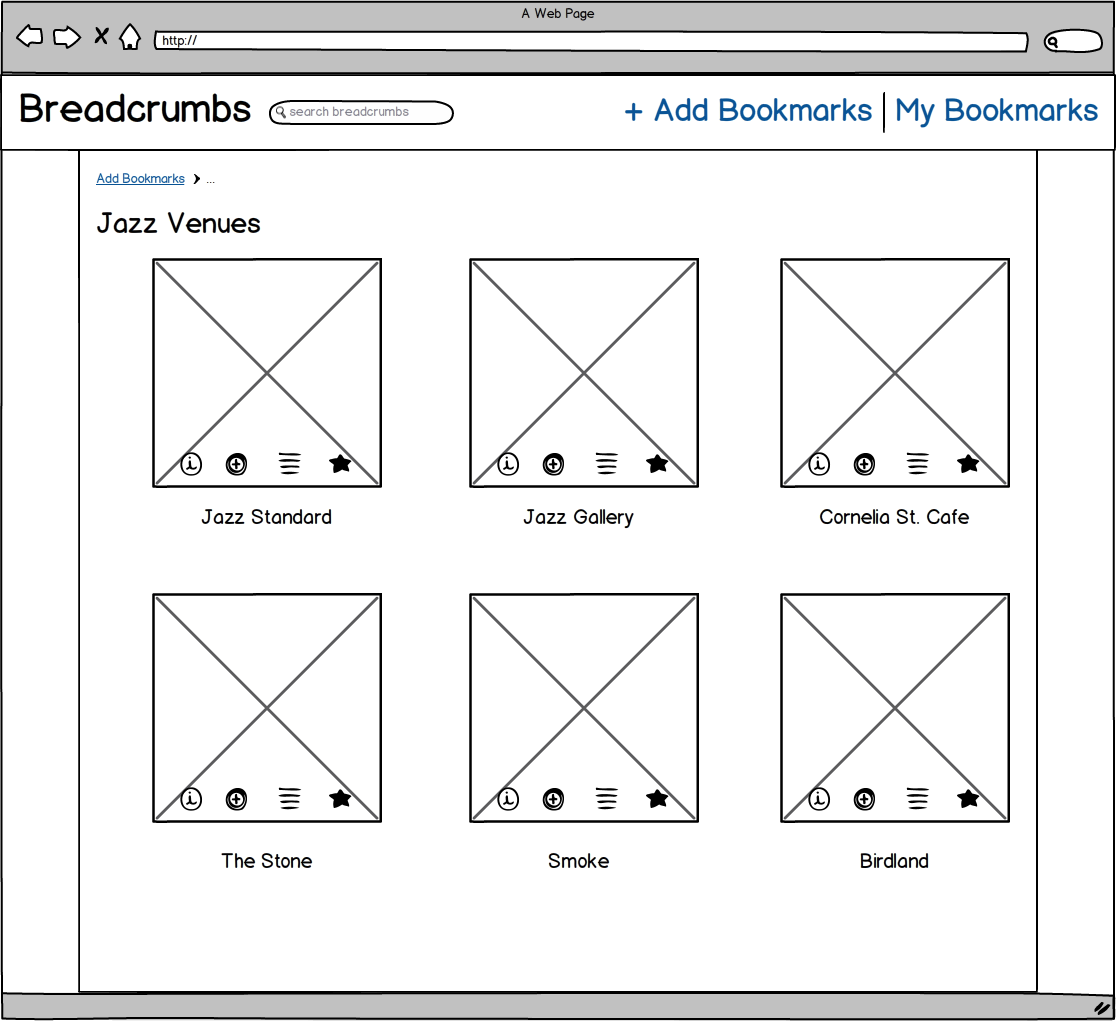
**Single List View**

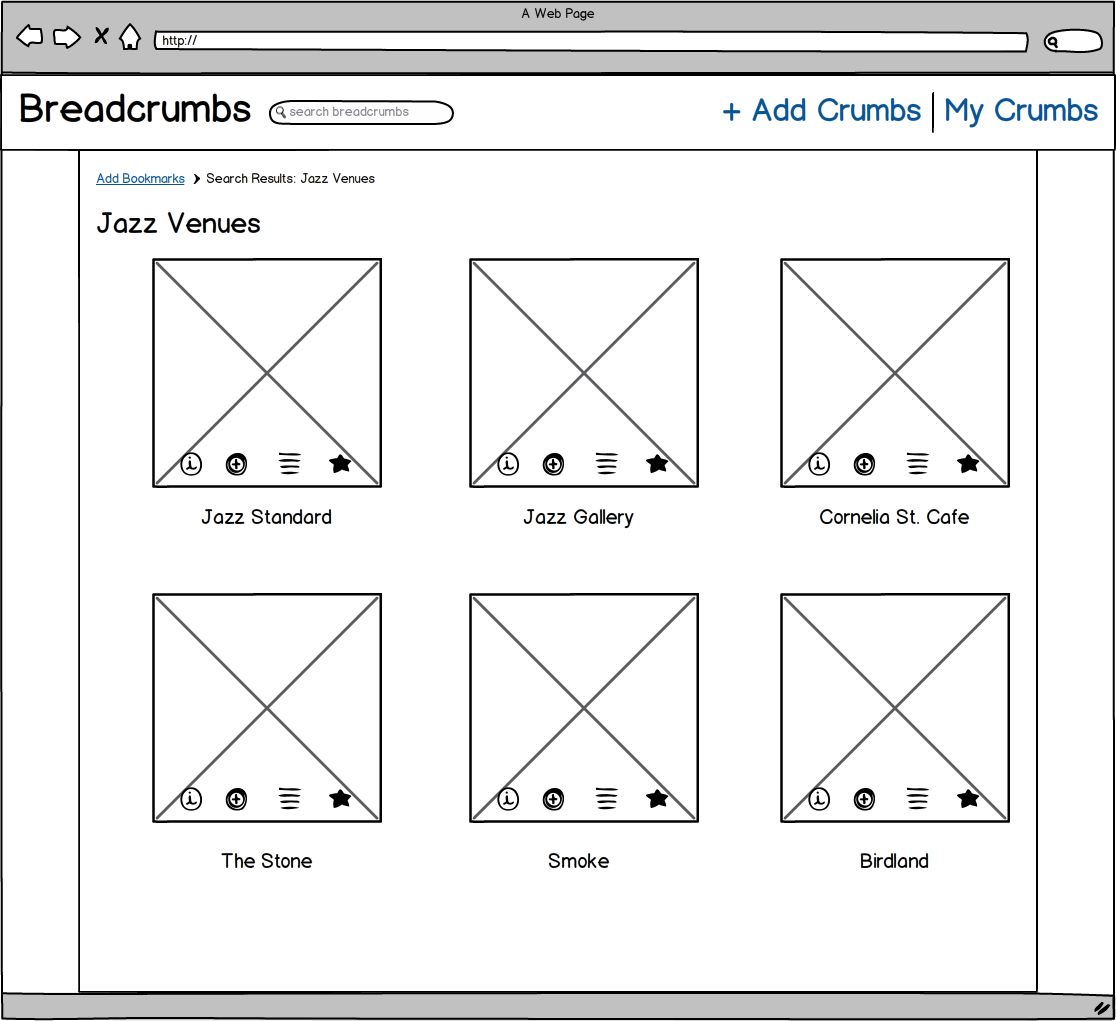
This is the initial markup of the single list view, showing a list called “Best Bars”. Each list can be accessed from the “My Bookmarks” page. The four icons over each picture have the following meanings: info, notes, list membership, and reviews. By hovering the mouse cursor over any of these icons, the app will replace the picture of the business with the corresponding information. Furthermore, by clicking on any of the icons, the selected information will freeze in place of the picture.



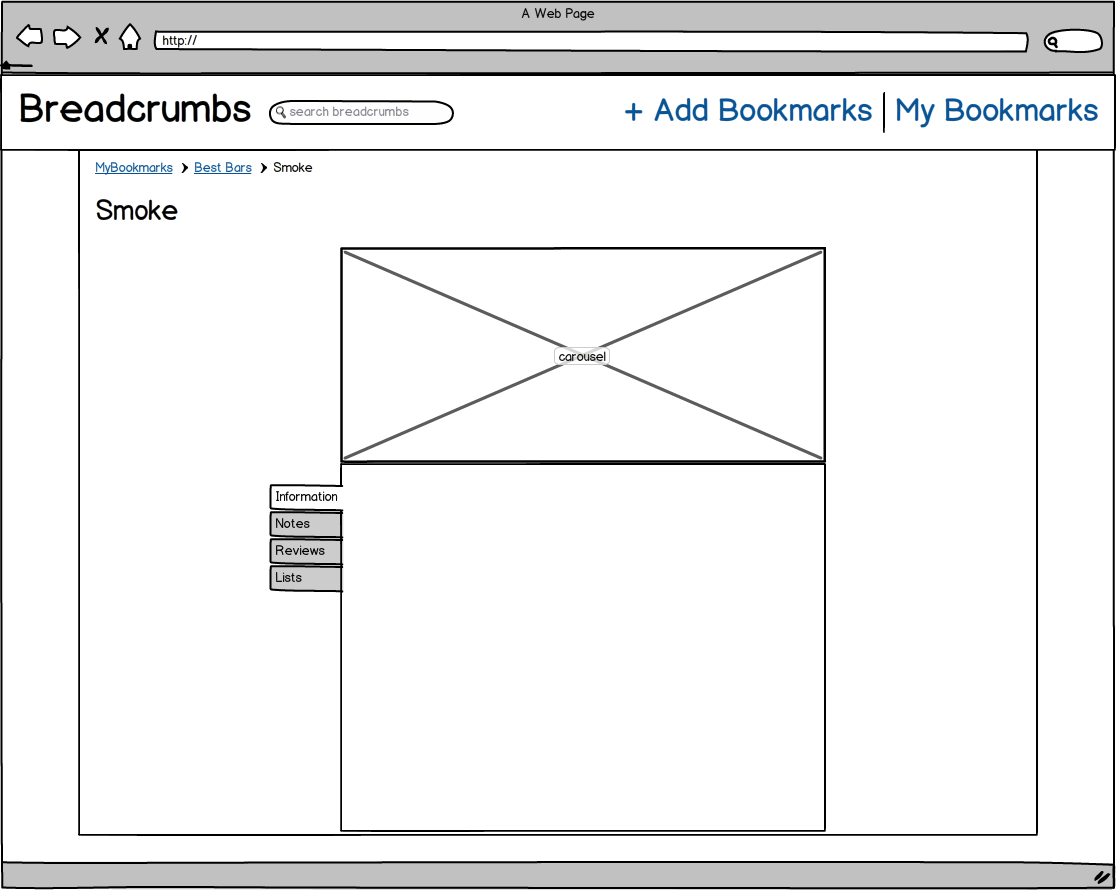
This is the final markup for the single list view. The only change we made was a toggle that switches the list in and out of “edit mode”. The “edit mode” feature allows the user to reorder and delete crumbs from the list.

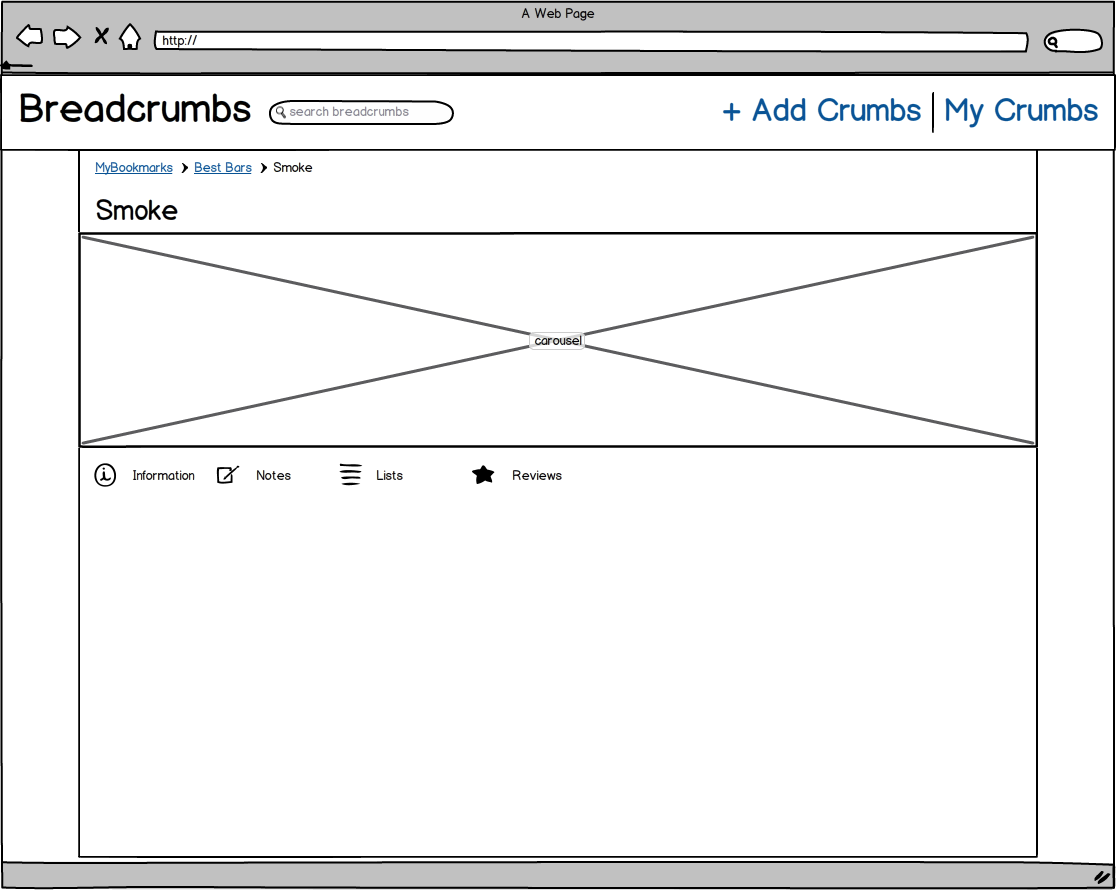
**Search Results View**

This is the page that appears whenever you search for something in the “Add Bookmarks” page. This markup shows the results for the query “Jazz Venues”. The four icons here are info, add bookmark, list membership, and reviews. (The same as in the single list view, but with “add bookmark” in place of notes.) The hovering and clicking features are the same in this page as they are in the single list view page, creating consistency across our app.

The final markup here is almost identical to the initial one. The only change is that we fixed the site map functionality at the top of the page. (Coincidentally, this site map feature is itself called “breadcrumbs”—no relation to our app.)

**Single Item View, or Crumb View**

This is the initial markup for the page that appears when you click on a crumb in one of your lists. As you can see, it contains tabs that correspond to each icon in the list view. It also contains a larger picture, and more space to read about the information, notes, lists, and reviews.



This is the final markup for the single item view. We increased the size of the picture, and also decided to use icons instead of tabs in order to switch between the information, notes, lists, and reviews sections. This decision made our app more consistent, as now every function is mapped with the same icon throughout every page in our app.