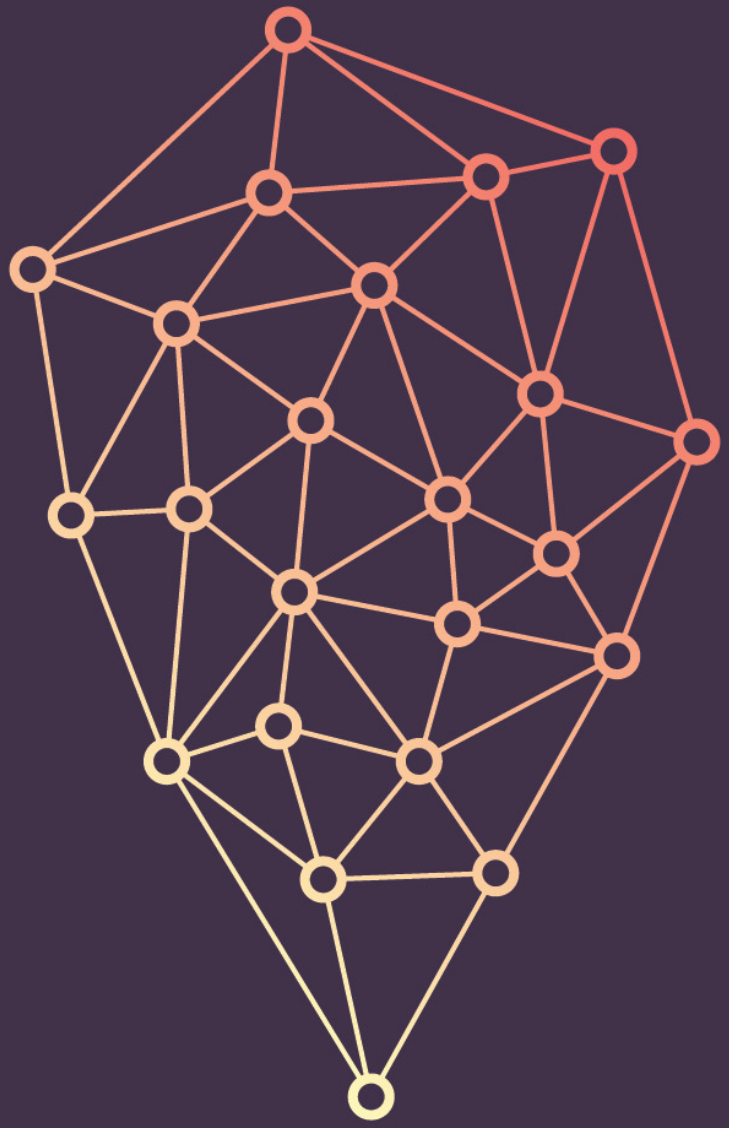


surroundings

By: Kyle Brumm

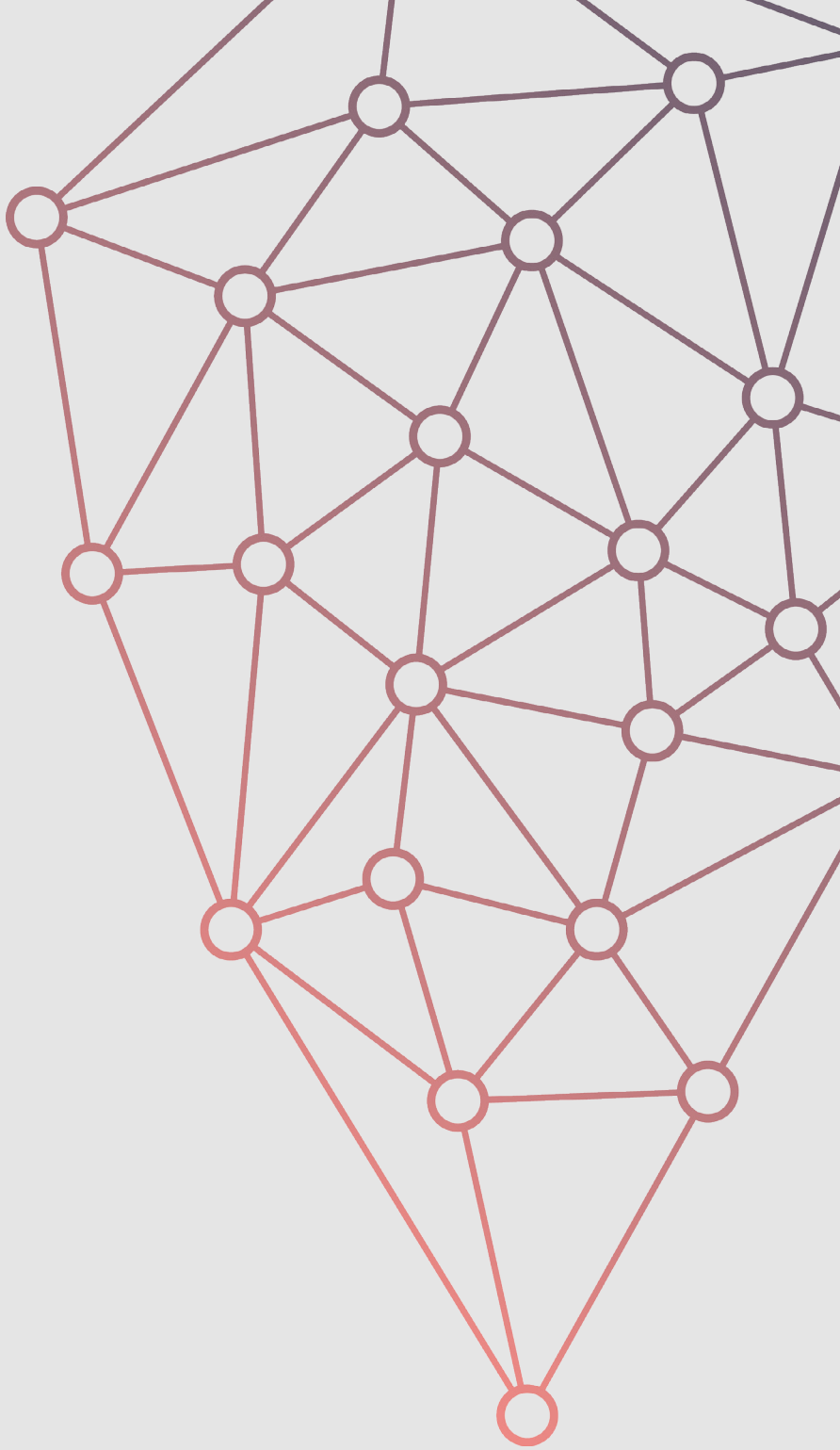
01/ABOUT

Overview

Surroundings is an application that will allow you to share your personal experiences with others. The real experience comes when you view all of your experiences, as well as other's, on a map. This allows you to relive all your past experiences and easily remember where they had taken place. There will be a mobile app available for iOS and Android, as well as a web app for use in a browser.

Features

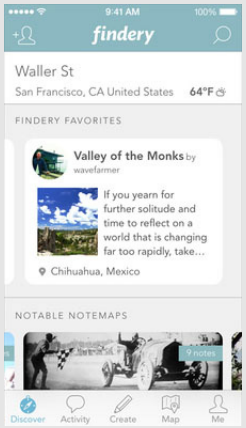
01. Able to connect your Facebook/Twitter/Google+/ Instagram account to share experiences with other social networks
02. Able to make experiences public (everyone), followers (only your followers or people you choose), or private (only you can view them)
03. Able to add people to lists that you can share specific experiences with
04. Have shared experiences with followers
05. Add tags to your experiences for easier filtering
06. Able to search a map to filter different experiences

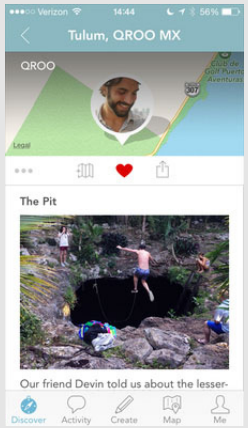


02/SIMILAR PRODUCTS

Findery

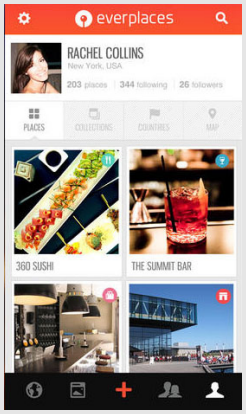
“Discover the world and explore places near and far with Findery. From local lore to far-flung adventure, learn more about your favorite places, the places you’ve always wanted to visit and the places you will soon discover.” Findery is an app that focuses mostly on historic knowledge of location, and not so much the personal side of things.

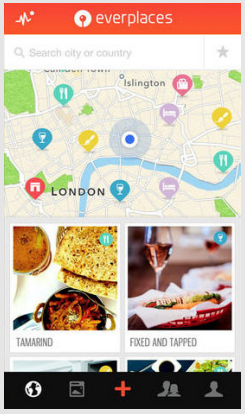




Everplaces

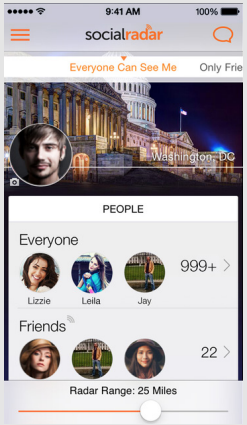
“Never forget a great restaurant, hotel or special place again. Save places easily to your phone when you spot them.” Everplace focuses on allowing users to save places that they have been or or are wanting to visit.

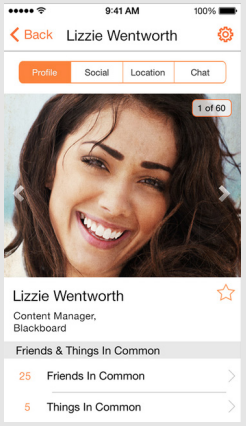




SocialRadar

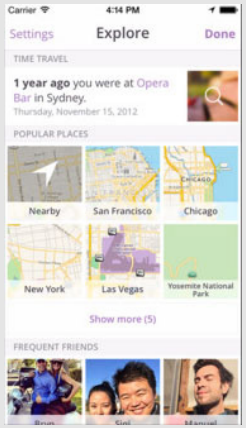
“SocialRadar gives you real-time information, location and insights about the people around you.” SocialRadar focuses more on in the moment information, instead of experiences that people have had in that location previously.

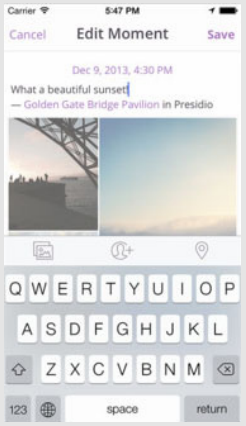




Heyday

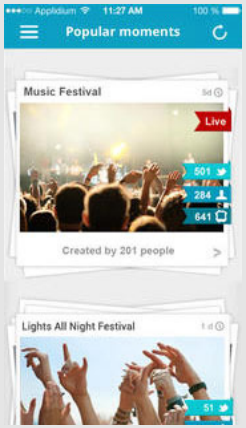
“Heyday is an automated journal app. Once you grant access to your Photos and Location Services, the app will scan your photo library, match them up with the tied up location data, build small album-esque collages and present it all in a scrolling feed.” Heyday is a similar idea, but it just aggregates your photos that you take and turns them into a photo collage.

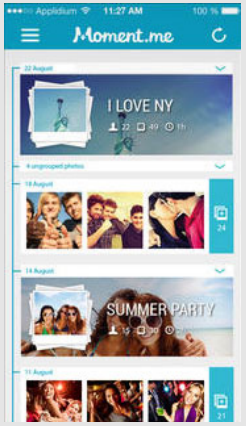




Moment.me

“Be seen. Anywhere. Get a live social stream of all the action going on at your place.” Like Heyday, moment.me creates an aggregated collection of photos. In addition, it allows you to see what is going on around you with other people.





03/PERSONAS

Name: Forrest Wade

Age: 19

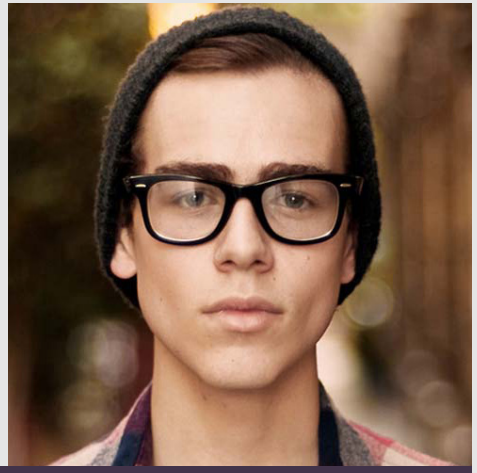
Income level: Below Average

Job: Barista

Marital Status: Single

How would he use the app?

- Take videos of crazy things that happen at college parties
- Share a picture he took with all his friends at a music concert
- Share a picture of an awesome design he made in a customer's latte
- Take long boarding videos with his friends



Name: Sarah Lewis

Age: 30

Income level: Average

Job: Stay at home mom

Marital Status: Married with 2 kids (6 month old girl, 2 year old boy)

How would she use the app?

- Take a video/picture of her daughter's/son's first _____
- Pictures of her sons 3rd birthday party
- Pictures of any family vacations
- Notes/Pictures of her and her husband on their anniversary

Name: Chad Johnson

Age: 35

Income level: Above Average

Job: Traveling Businessman

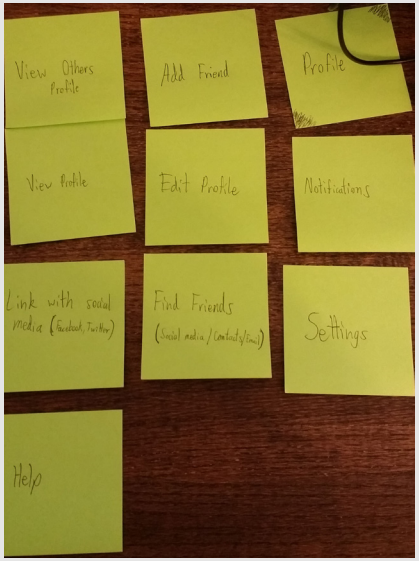
Marital Status: Single

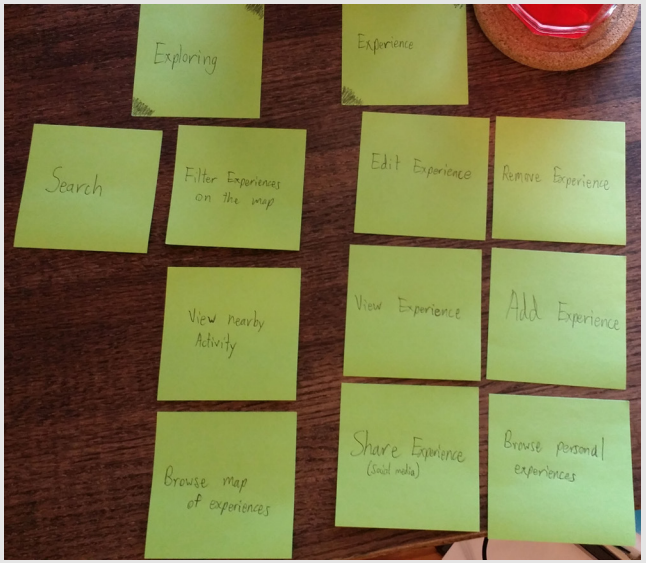
How would he use the app?

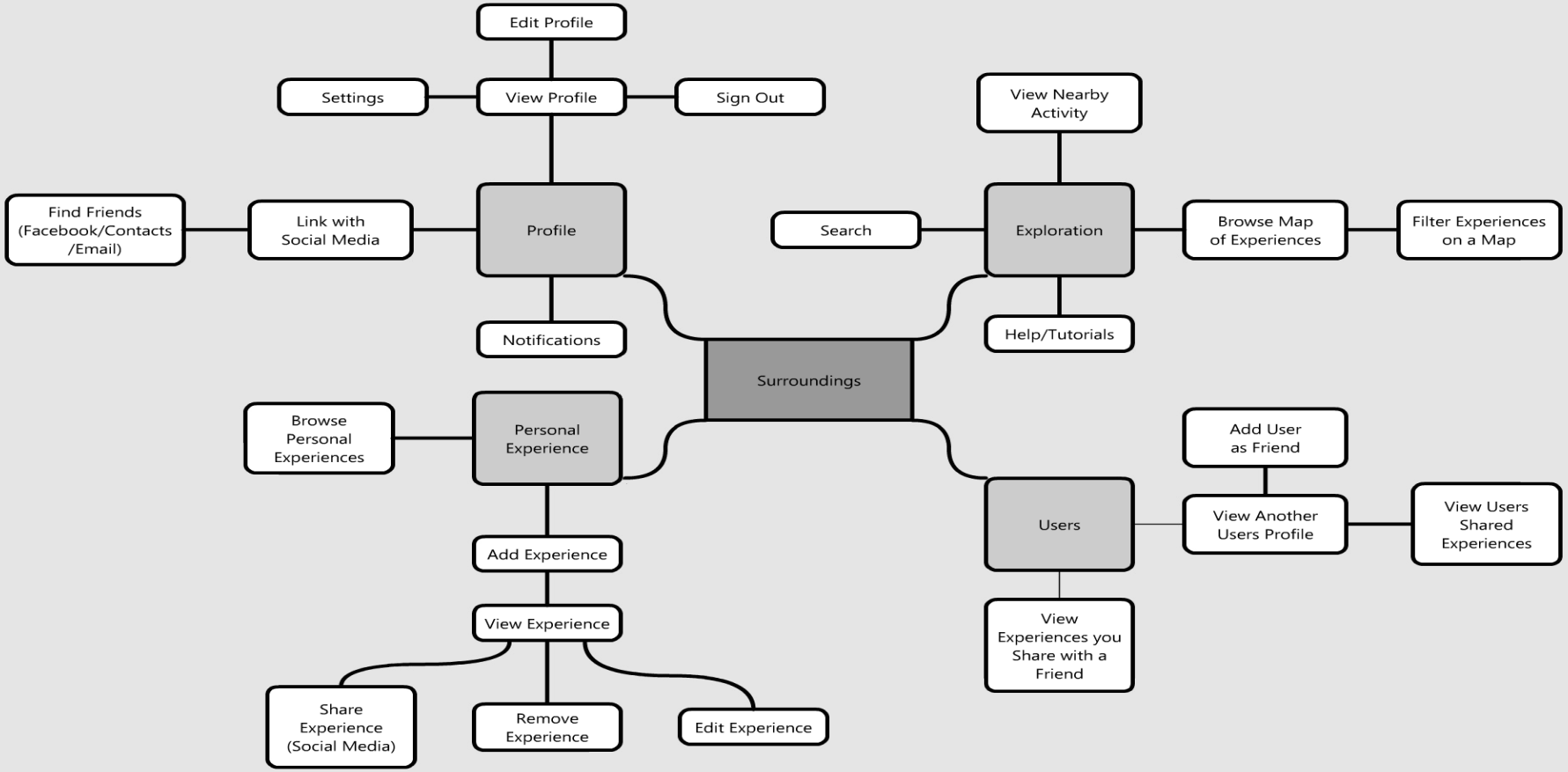
- Take pictures of landmarks on his visit's to new areas
- Make notes about restaurants that had good food
- Make notes about anything that might help him remember places if he visits an area in the future

04/FLOW & ARCHITECTURE

The flow chart below shows the organization of the pages in the app. The light grey boxes show the main pages (Profile, Users, Experiences, Explore). The white boxes going off of them are other subpages or actions. This chart doesn't include many micro actions that take place and is more of an overview.







05/ACTION CYCLE & TASK LIST

Action Cycle

The action cycle is used to describe the set of steps that a user will take, in order to complete a specified task. For my action cycle, I chose to describe the action of adding a new experience in the app.

01. Form a Goal
I want to take a picture of my kid's birthday cake and remember it in the future.

02. Intention to Act
I have my phone in my pocket with the Surroundings app on it. Using that would allow me to save the picture.

03. Planning the Action
I need to take my phone out, open the app, and snap a picture.

04. Executing the Action
I take my phone out, open the app, tap the "Add experience" button, select "Take a Picture", take a picture of the cake, enter the rest of the details, and hit "Save".

05. Feedback from the Action
My phone saves the photo as an experience to the application.

06. Interpret the Feedback
I can now reopen the app to view my saved experience at any time in the future.

07. Evaluation the Outcome
I can continue celebrating my kid's birthday because I have successfully saved the experience.

Task List

The task list is a set of actions or steps for a user to complete. For my task list, I chose to have users complete 5 tasks that I feel are important to the functionality of the app, as well as a broad range of the inner pages.

01. Login and connect a social network
- Email: dwashington@gmail.com
- Password: daboss
- Connect Twitter to your profile

02. Add a new experience
- Address: 300 E Grand Ave, Des Moines, IA 50309
- Date: Nov 27, 2014
- Title: Dinner at Zombie Burger + Drink Lab
- Description/Comments: The Walking Ched is the best burger on their menu! They have good shakes as well.

03. Follow someone new
- Follow Nick Offerman since he is already following you

04. Edit a previously added experience
- Change the description of the Zombie Burger experience to: The Walking Ched was super tasty!

05. Browse experiences nearby
- Experiences from people you are following
- Only experiences with photos

06/TESTING & RESULTS

User Testing

After a task list was made and wireframes were created, users were tested. Each user was asked to complete a series of tasks (the task list from previous section). Users were tested on an iPhone emulator with a prototype of the app built with Prototyper. Each user was recorded (screen interactions and audio) while they performed each task. If a user had troubles with completing a task, a note was taken and they moved on to the next task. After all the tasks had been attempted/ completed, the user was asked to complete an exit survey. These results were then compiled and used to improve the user experience.

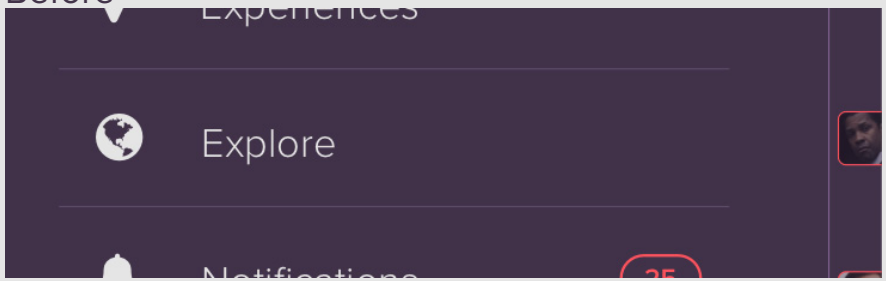
Results

During testing, a few major problems arose. All the participants felt it was a little difficult to understand how the app worked to begin with, but eventually got more comfortable with the flow of things. All 3 of the participants had trouble completing the final task, which was exploring nearby experiences. Another common issue was the bar on the exploration map. It was a little hard to see that it was a bar to grab and slide up, so a few people took a minute to find that.

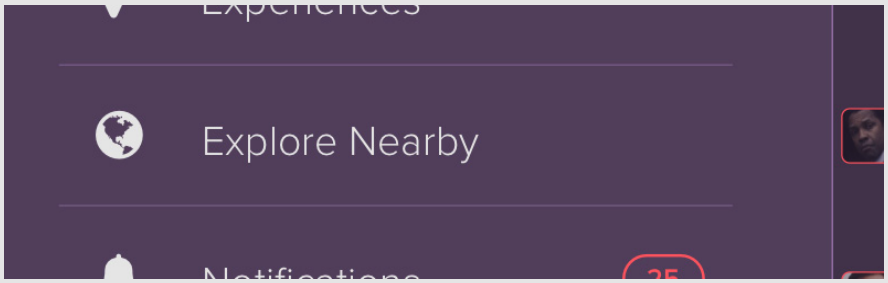
Changes Made

This biggest issue that was brought to my attention during testing, was the final task. This is where I had people try to explore nearby experiences that their friends have shared. Most of the users tried to do this by going into the “Experiences” page. The most obvious thing to fix this was to change the menu item to something more specific, like “Explore Nearby”. I also made the bar at the bottom of the explore page more noticeable. I haven’t implemented anything to help with the initial confusion, but I plan to have an intro tutorial to help familiarize users with how to do tasks in the app.

Before

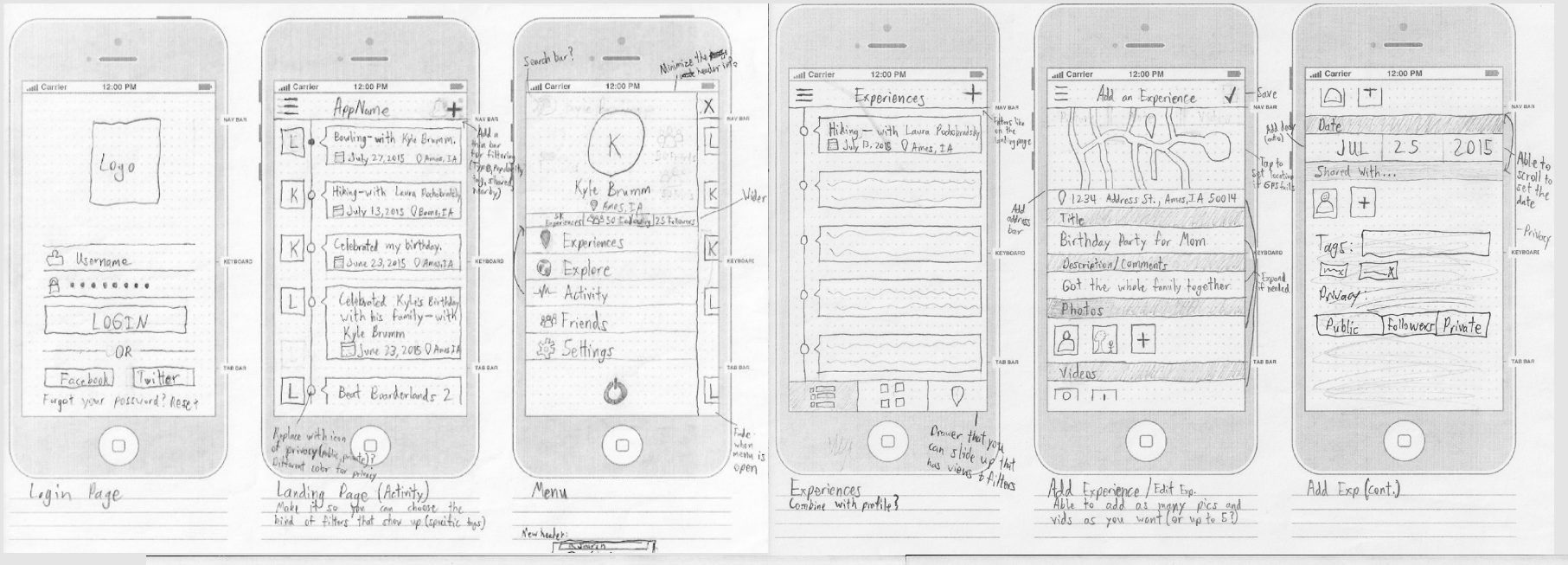


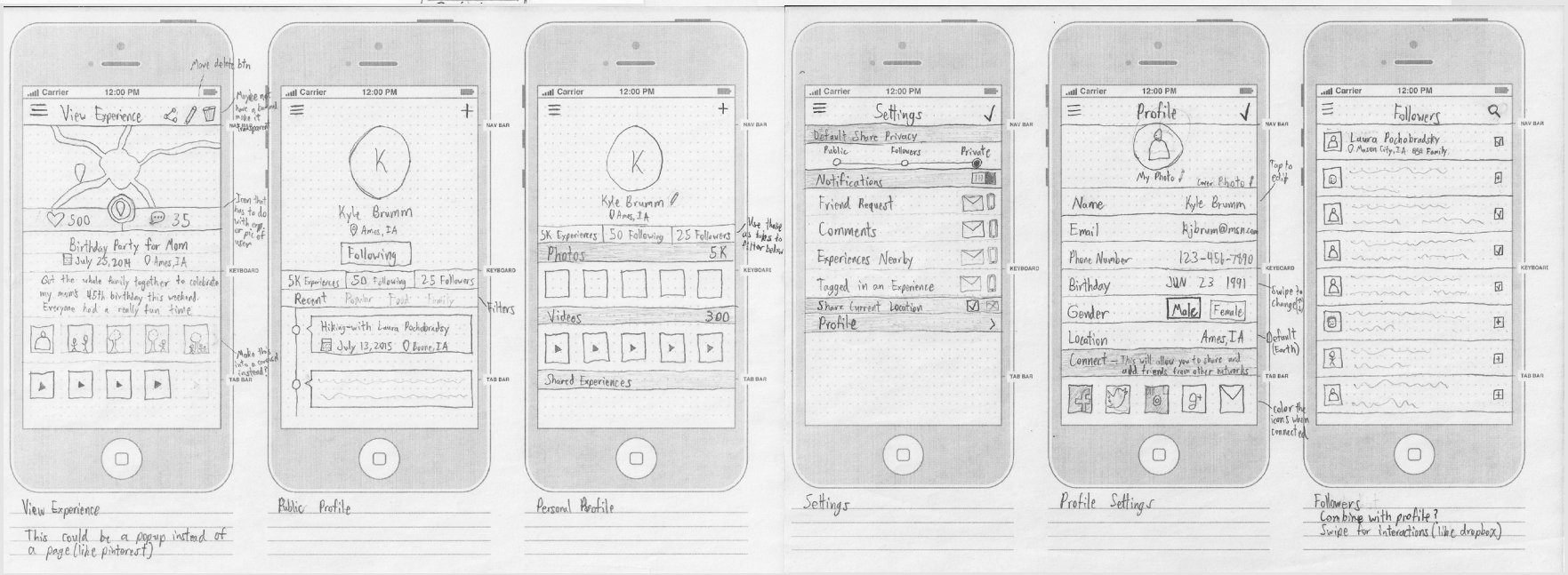
After



07/SKETCHES

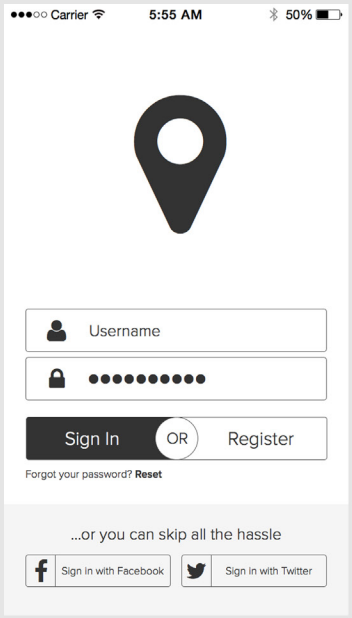
To start the design process, I used iPhone templates as a guide. I sketched out the initial ideas for each page. As I got feedback on the designs and looked over them, I jotted notes on the sides to make note of things to change and other things to consider adding.

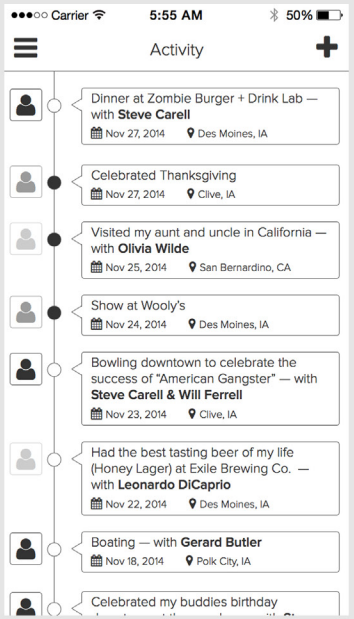


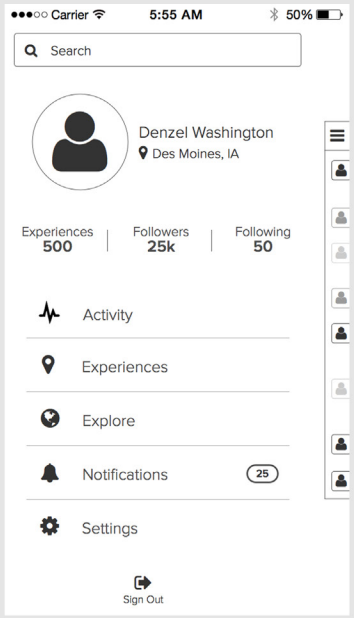


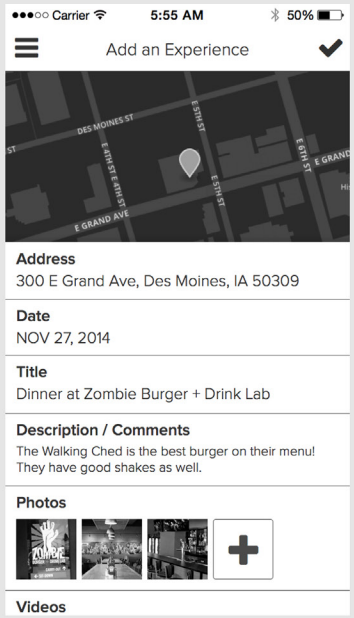
08/WIREFRAMES

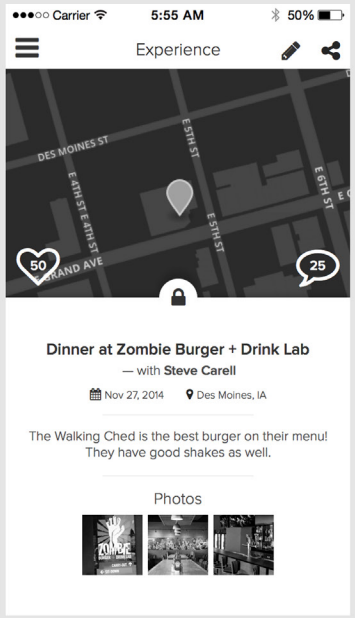
After the initial sketches were done, talked about, and changed, I moved on to creating wireframes. Wireframes are just a little more refined designs to help start to give it a more polished feel. During the wireframing process, many changes will be made to the overall design, after prototyping and user testing is done.

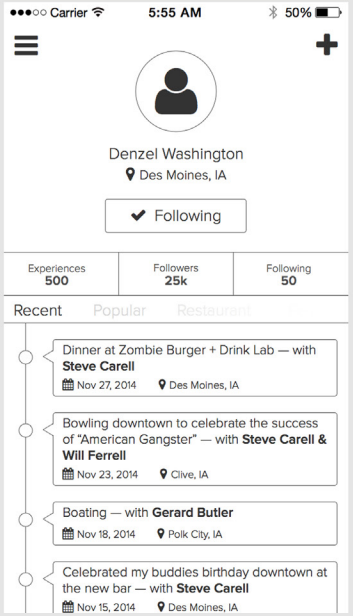


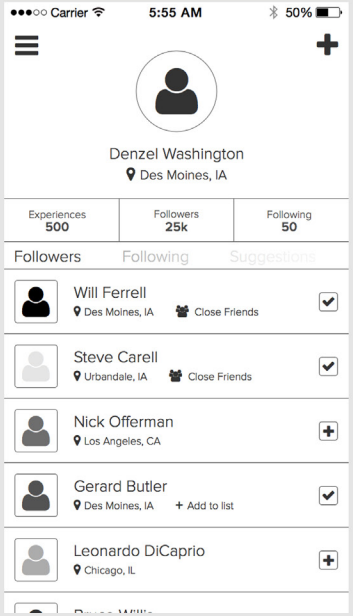


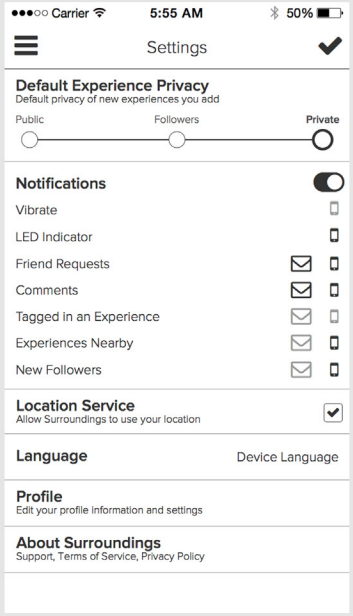


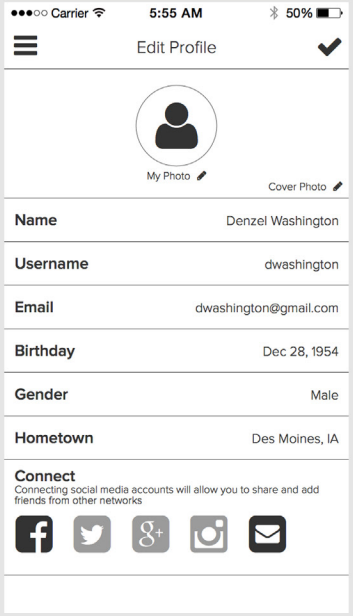


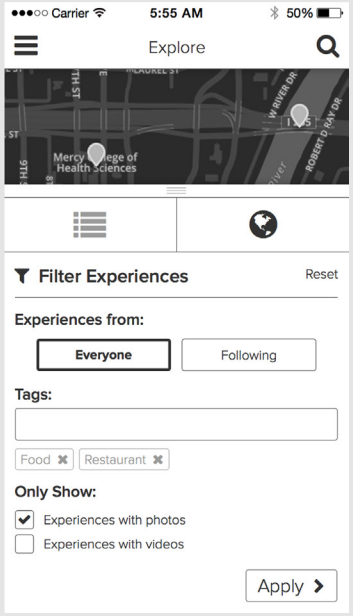








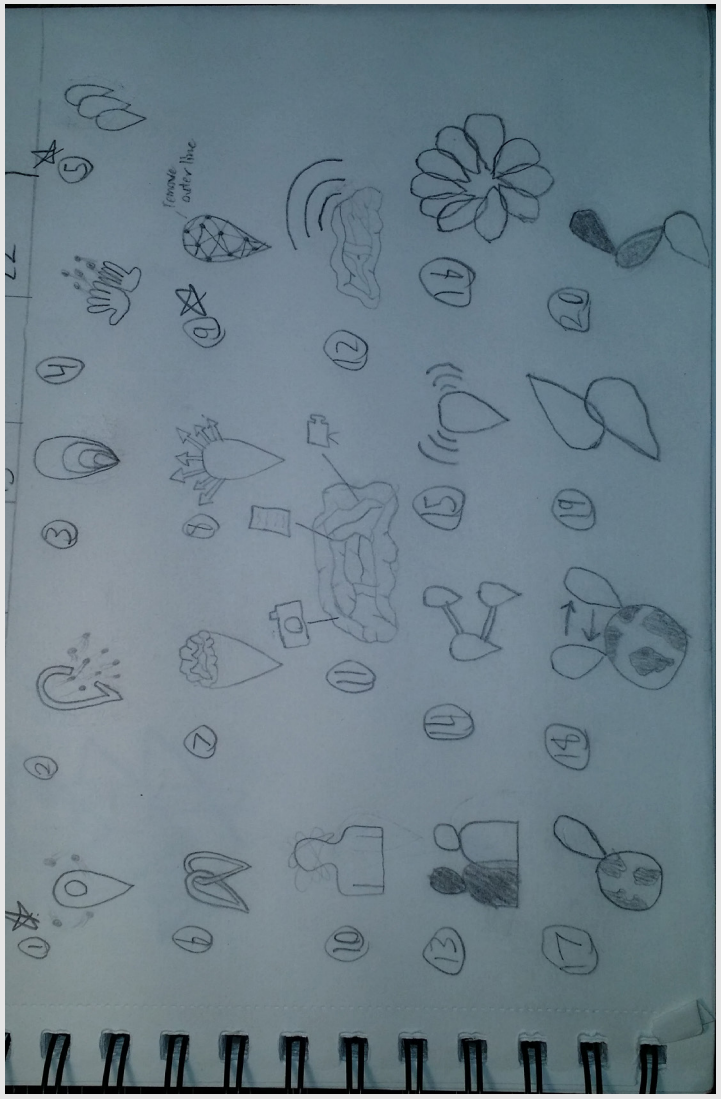




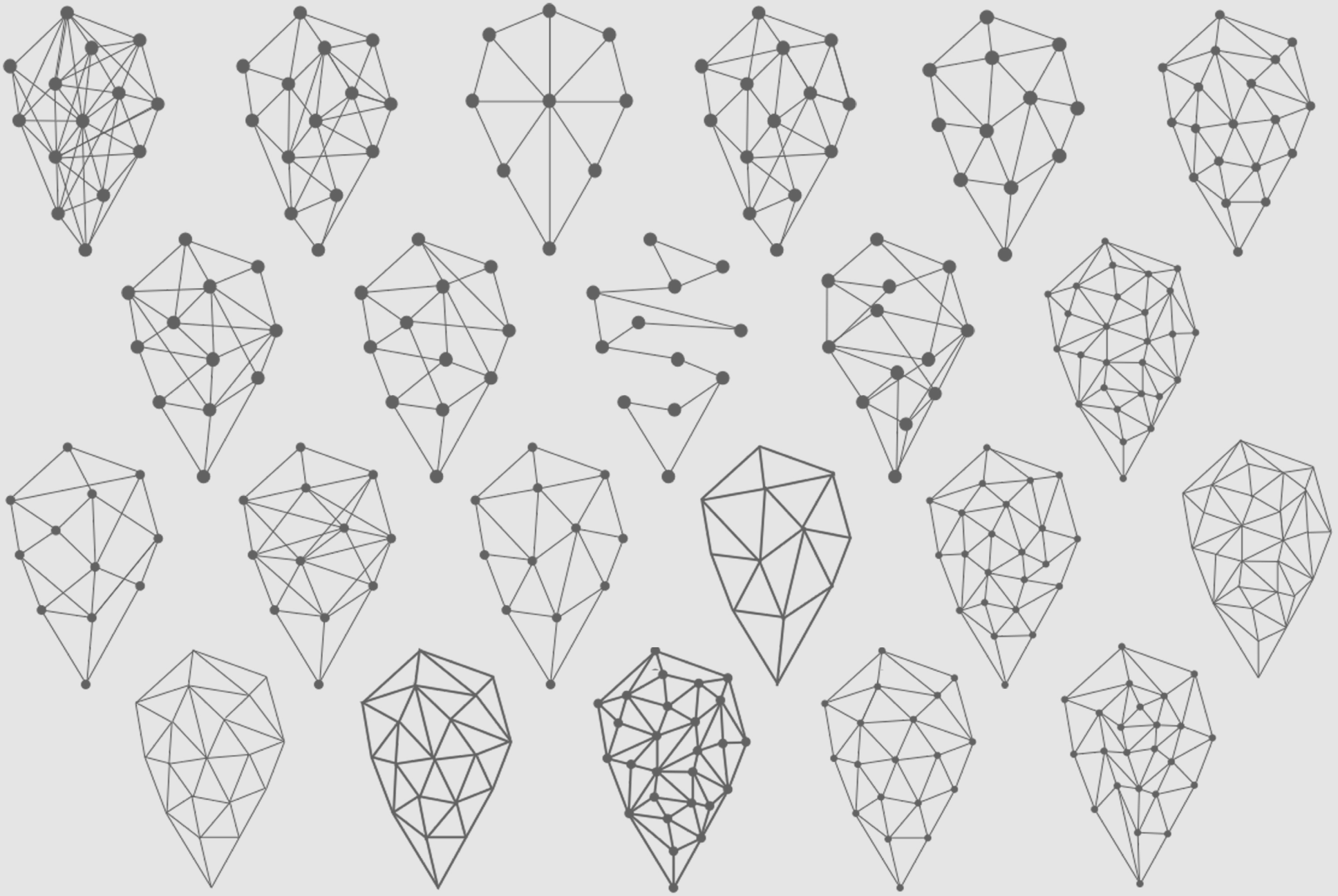
09 LOGO

Final Logo

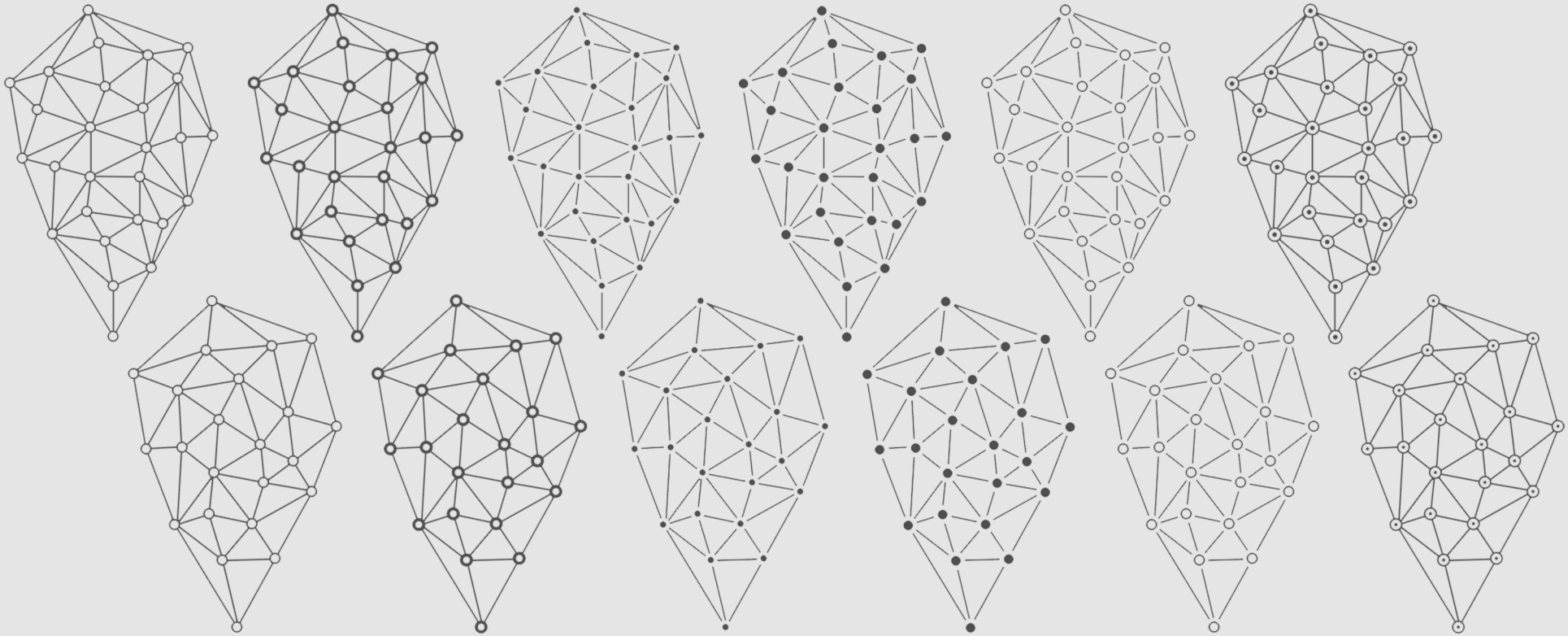
Initial Sketches



Iterations



Further Refinement



10 COLOR SCHEME

Colors

Logo Variations

surroundings

surroundings

surroundings

surroundings

surroundings

surroundings

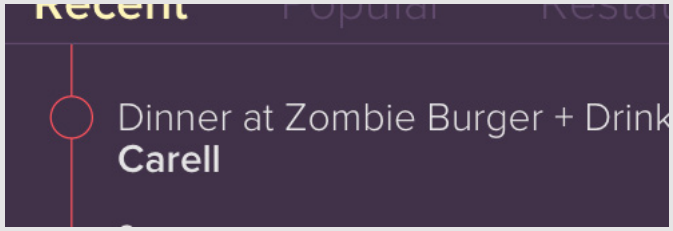
Gradient Variations

11/TYPOGRAPHY

Logo Typeface

Comfortaa Regular (Modified)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

For the logo type, I based the text on Comfortaa Regular. I chose Comfortaa because I wanted a more rounded font that would look more inviting and help to contrast the jagged lines of the symbol.

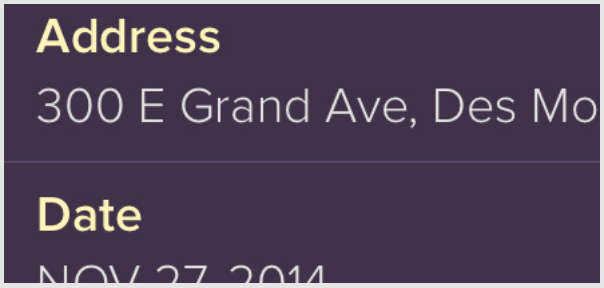


Body Typeface

Proxima Nova Light (20px)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Heading Typeface

Proxima Nova Semibold (30px)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

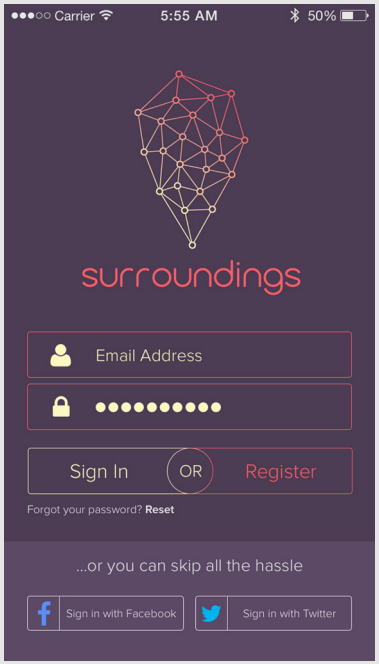


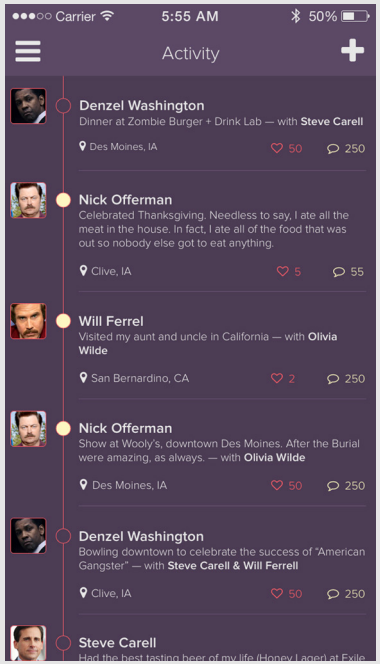
Navigation Typeface

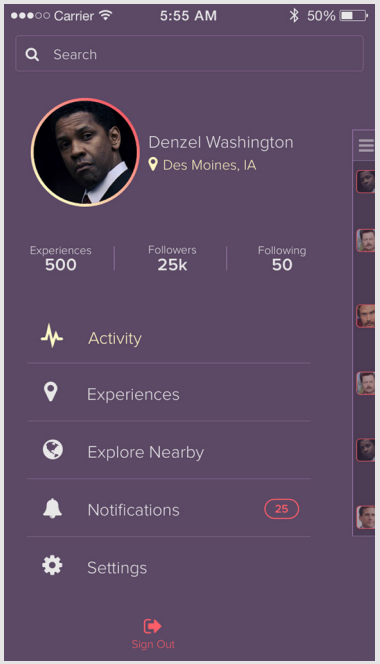
Proxima Nova Light (30px)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

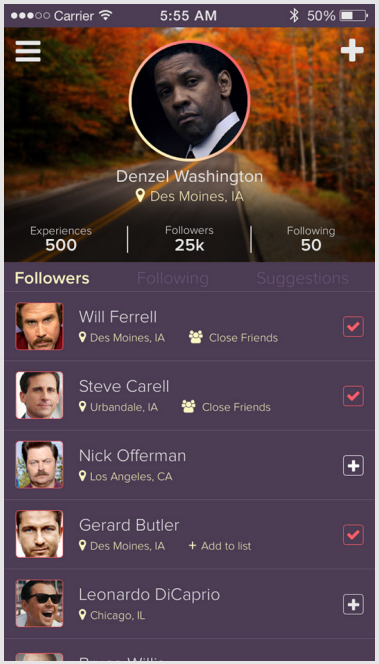
12/FINAL DESIGNS

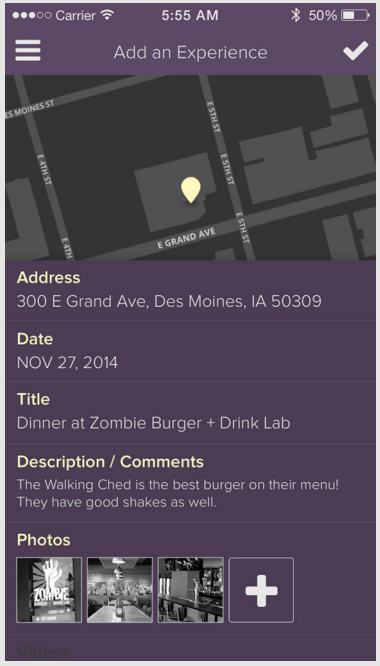
Carrier 5:55 AM 50%
surroundings
surroundings

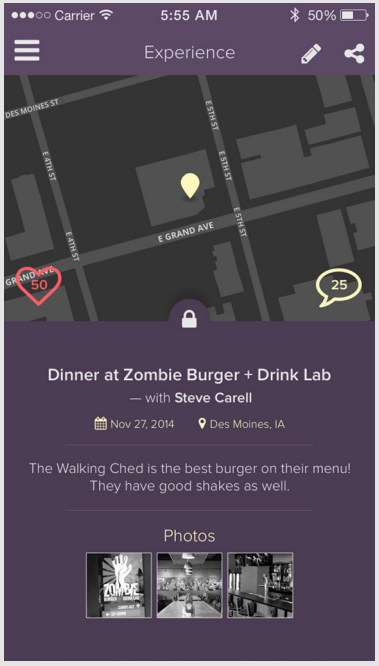

Carrier 5:55 AM 50%
surroundings
Email Address
Sign In
OR
Register
Forgot your password? Reset
...or you can skip all the hassle
Sign in with Facebook
Sign in with Twitter

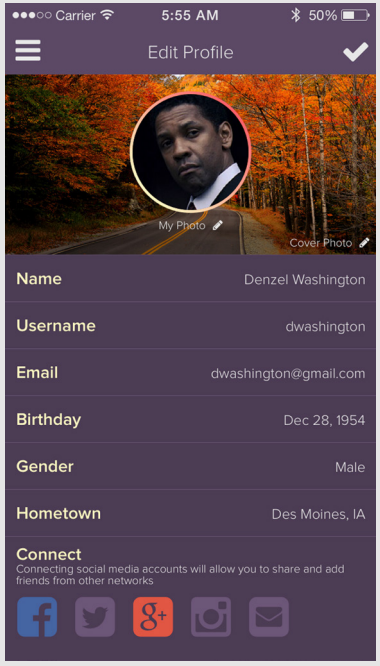

Carrier 5:55 AM 50%
Activity
Denzel Washington
Dinner at Zombie Burger + Drink Lab — with Steve Carell
Des Moines, IA
50
250
Nick Offerman
Celebrated Thanksgiving. Needless to say, I ate all the meat in the house. In fact, I ate all of the food that was out so nobody else got to eat anything.
Clive, IA
5
55
Will Ferrel
Visited my aunt and uncle in California — with Olivia Wilde
San Bernardino, CA
2
250
Nick Offerman
Show at Wooly's, downtown Des Moines. After the Burial were amazing, as always. — with Olivia Wilde
Des Moines, IA
50
250
Denzel Washington
Bowling downtown to celebrate the success of "American Gangster" — with Steve Carell & Will Ferrell
Clive, IA
50
250
Steve Carell

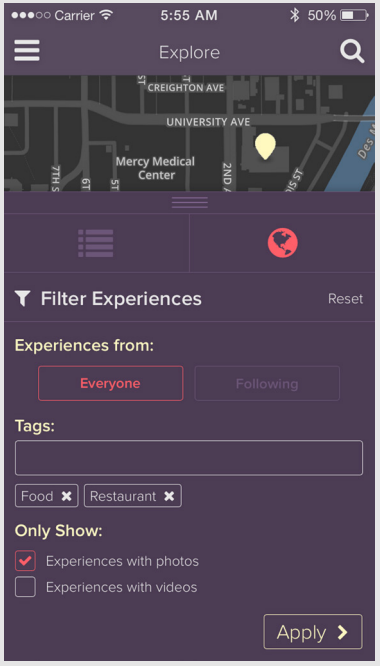

Carrier 5:55 AM 50%
Search
Denzel Washington
Des Moines, IA
Experiences 500
Followers 25k
Following 50
Activity
Experiences
Explore Nearby
Notifications 25
Settings
Sign Out

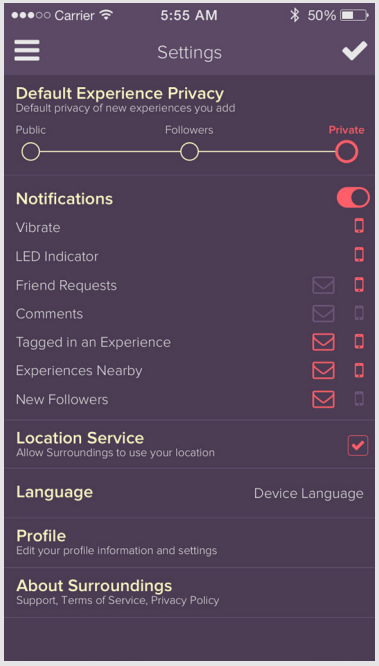

Carrier 5:55 AM 50%
Denzel Washington
Des Moines, IA
Experiences 500
Followers 25k
Following 50
Followers
Following
Suggestions
Will Ferrell
Des Moines, IA
Close Friends
Steve Carell
Urbandale, IA
Close Friends
Nick Offerman
Los Angeles, CA
Gerard Butler
Des Moines, IA
+ Add to list
Leonardo DiCaprio
Chicago, IL


Carrier 5:55 AM 50%
Add an Experience
E GRAND AVE
Address
300 E Grand Ave, Des Moines, IA 50309
Date
NOV 27, 2014
Title
Dinner at Zombie Burger + Drink Lab
Description / Comments
The Walking Ched is the best burger on their menu! They have good shakes as well.
Photos
Videos


Carrier 5:55 AM 50%
Experience
E GRAND AVE
50
25
Dinner at Zombie Burger + Drink Lab
— with Steve Carell
Nov 27, 2014
Des Moines, IA
The Walking Ched is the best burger on their menu! They have good shakes as well.
Photos


Carrier 5:55 AM 50%
Edit Profile
My Photo
Cover Photo
Name Denzel Washington
Username dwashington
Email dwashington@gmail.com
Birthday Dec 28, 1954
Gender Male
Hometown Des Moines, IA
Connect
Connecting social media accounts will allow you to share and add friends from other networks


Carrier 5:55 AM 50%
Explore
CREIGHTON AVE
UNIVERSITY AVE
Mercy Medical Center
Filter Experiences
Reset
Experiences from:
Everyone
Following
Tags:
Food
Restaurant
Only Show:
Experiences with photos
Experiences with videos
Apply


Carrier 5:55 AM 50%
Settings
Default Experience Privacy
Default privacy of new experiences you add
Public
Followers
Private
Notifications
Vibrate
LED Indicator
Friend Requests
Comments
Tagged in an Experience
Experiences Nearby
New Followers
Location Service
Allow Surroundings to use your location
Language
Device Language
Profile
Edit your profile information and settings
About Surroundings
Support, Terms of Service, Privacy Policy

Joining the Fun

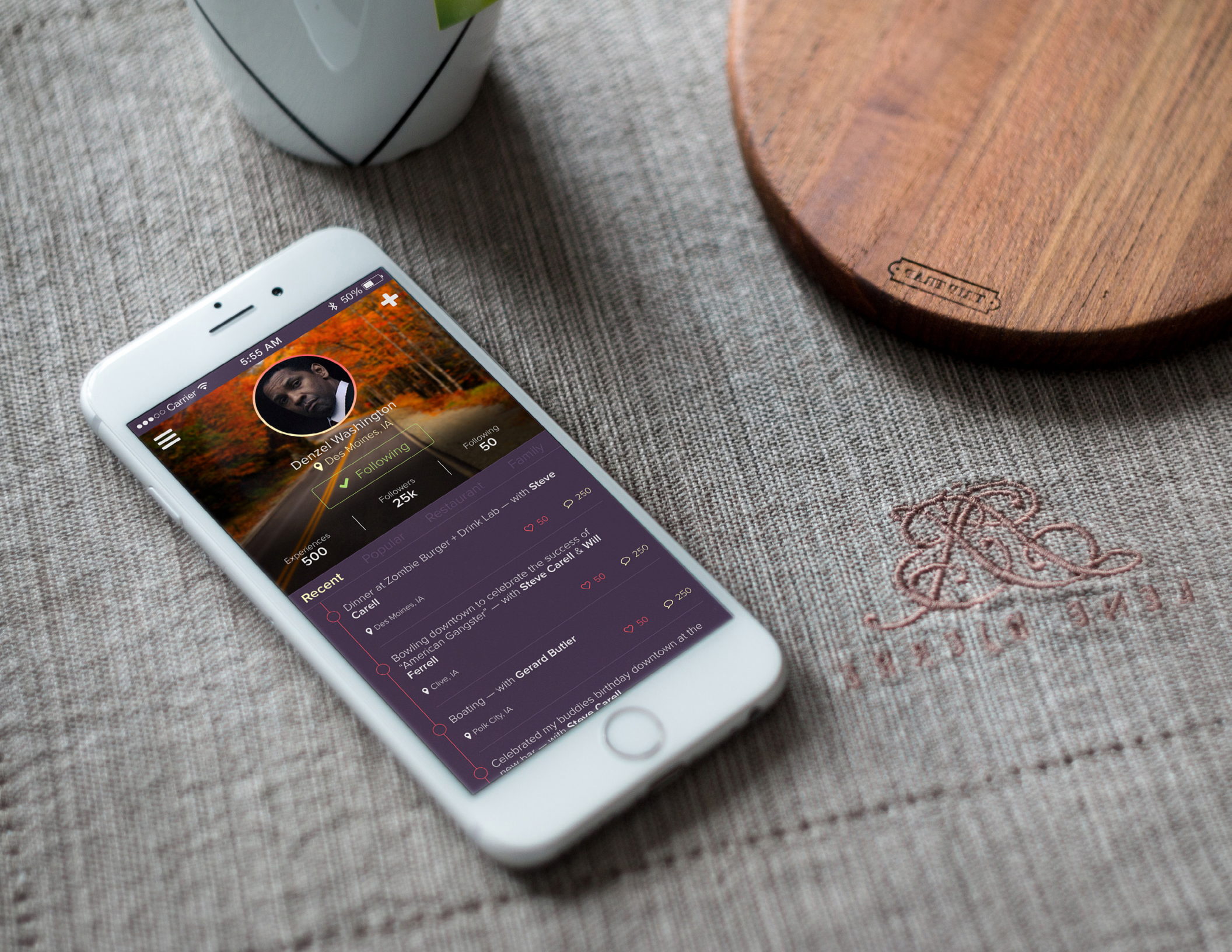
Create a new account, or use your current Facebook/Twitter login to avoid the hassle.

Being Social

Follow the people you care about and control who sees your experiences.

Activity

Easily view and interacte with the recent activity of those you follow.


Carrier
5:55 AM
50%
Denzel Washington
Des Moines, IA
Following
Followers
25k
Following
50
Experiences
500
Recent
Popular
Restaurant
Family
Dinner at Zombie Burger + Drink Lab — with Steve Carell
Des Moines, IA
50
250
Bowling downtown to celebrate the success of "American Gangster" — with Steve Carell & Will Ferrell
Clive, IA
50
250
Boating — with Gerard Butler
Polk City, IA
50
250
Celebrated my buddies birthday downtown at the