Attitash.com

Functional Specification

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Overview

Attitash.com is a social network that allows users to share, discover, and promote microblogs via a short SMS style message that can be sent either privately to another user or shared publicly through a dynamic timeline.

This specification is intended to provide a general understanding of what the look, feel, and functionalities that Attitash will incorporate. By no means is this document all encompassing, we will not discuss specific algorithms or code, rather we will discuss the application flow and user experience through detailed set of use cases.

Functionalities

1 - Follow users

A person can follow others to view direct messages that are not public as well as have that user's tahs appear on their timeline.

2 - Send tash

We call a "tash" a public message that is sent by a user. Every user can send tashs with any content but all tashs are restricted to a maximum of 140 characters.

2.1 - HashTag

Users can use Hashtag (#) to mark keywords or topics in a tash. This keyword can be used to search for specific tashs.

2.2 - Mentions

A mention is any Attitash update that contains "@username" anywhere in the body of the Tash. The user that was mentioned will see this tash on their timeline and Connect screen.

3 - Send direct messages

A user can send a personal message that can be seen only by the sender and the recipient.

4 - Search People

A user can search for people to follow at any time or search for trending topics which are classified by the '#' character.

5 - Edit profile features

A user can change any of his profile information such as location, name, profile picture, `etc.

6 - Edit account features

A user can change any of his account information such as email, language, time zone, privacy settings etc.

7 - Email notifications

A user can configure an email account to receive notifications of mentions or retashs, etc.

8 - View followed users who are currently online (Added Functionality)

The functionality that we added to the original twitter user interface is the ability to see which users that you follow are currently online. This can drastically improve the user experience by allowing for quick "tash" response time, and allows for users to interact more efficiently. Although it is a relatively simple implementation we believe that it truly adds substance to the site, and could be beneficial for creating a more real time social networking platform going forward. This functionality can be found in the bottom left hand corner of a users home page wireframe

Scenarios

Scenario 1: John

John Jacob Jinglehimerschmidt is a pretty popular guy, and very opinionated. He has been searching for a way to express his opinions without leaving his house because he's constantly getting shouted at. One day his best friend who also happens to be named John Jacob Jinglehimerschmidt told him about attitash.com. John Jacob Jinglehimerschmidt decided to visit the site and create an account by simply entering his full name, e-mail address, password, and choosing the username "therealJohnJacobJinglehimerschmidt". From there John was able to follow all of his friends and favorite celebrities, including Little Miss Muffet, and Yankee Doodle, while expressing his opinions to all of the other attitash users that want to see what John has to say. Now every day John can log on and see what other users have to say and get his ideas out there without having to leave the comfort of his own home.

Scenario 2: George

Vandelay Industries is one of the top producers of latex in the New York Metro area. Recently they have developed a new kind of latex product that is geared towards a younger

generation. Luckily they have a new head of marketing and sales George Costanza, a legend in the latex industry. George suggests using social media to drive their marketing campaign. George has never used Attitash himself but his plan is to sign up for an account under the company's name and tash all of the product promotions to the followers of Vandelay Industries. The idea was a huge success and Vandelay was able to crush their sales forecasts with this inexpensive form of promotional advertising.

Scenario 3: Stan

Stan and all of his friends just graduated from high school, all of his friends plan on attending college outside of their home town of South Park Colorado, except for Cartman of course. They have been looking for an efficient way to stay in touch and share their idea's with one another. Kenny hears about a new site called attitash which allows users to follow each other and interact through posts referred to as "tashes". Stans friends Kenny, Kyle, and Cartman all sign up, and their surprised to find that some of their peers already have accounts. Soon Stan is able to not only keep in touch with his three close friends but also some of his peers including Butters, Jimmy, Token and Timmy (infamous for his well thought out tashes). Stan can even see when these individuals who he follows are online, which can allow for faster response to tashes he may tag these users in. Now the entire South Park gang can still share their thoughts no matter their location.
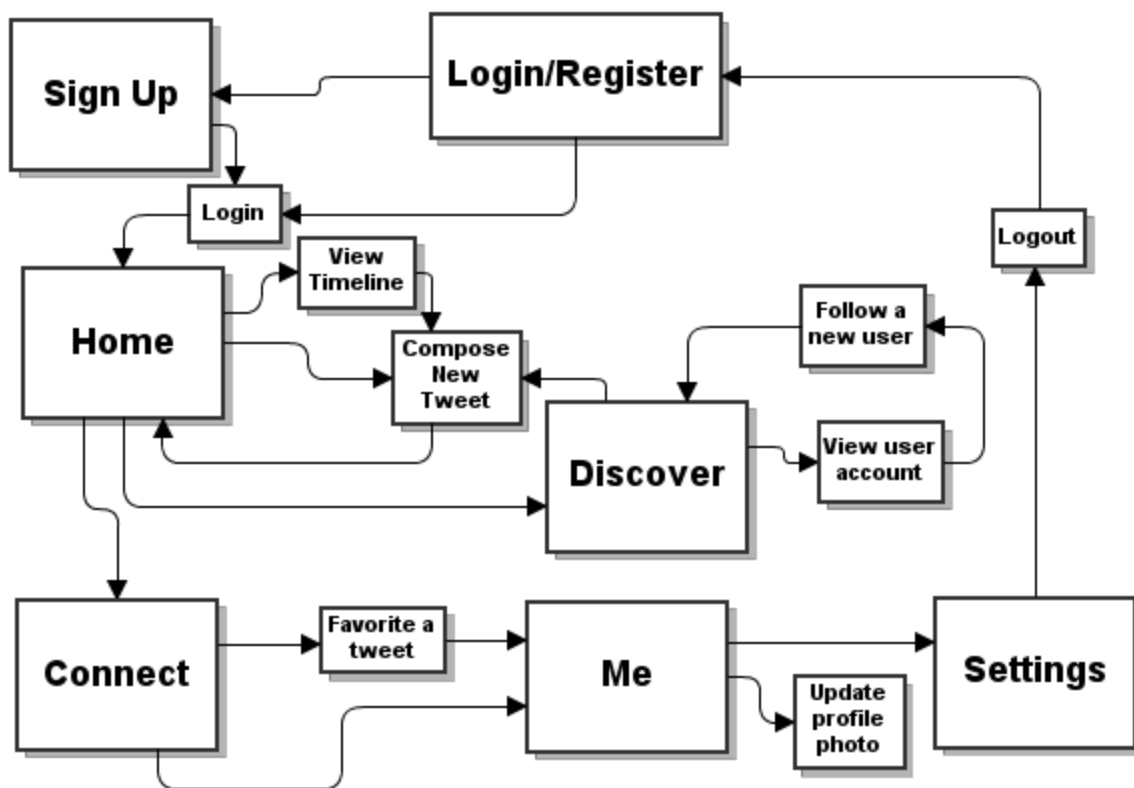
Scenario 4: Little Billy

Little Billy is a Boston sports fanatic, and the only thing that keeps him happy is having the most up to date information about his teams. Billy decides to join the Attitash network so that he can follow his favorite players and view their tashes. Through this interface Little Billy can get fast information and opinions directly from the players themselves, and he can even tash personal questions at players. Earlier today little billy asked Bruins center Patrice Bergeron how his head was feeling, @Patrice_Bergeron responded " i'll be back on the ice in no time!". This ability to contact individuals who were otherwise out of reach put little Billy's mind at ease and will keep his fantasy teams on top!

Non Goals

- SMS tweets

Flowchart

Sign Up

Login/Register

Login

View Timeline

Home

Compose New Tweet

Follow a new user

Logout

Discover

View user account

Connect

Favorite a tweet

Me

Update profile photo

Settings

create and share your own diagrams at gliffy.com

gliffy

Screen by Screen Spec

Throughout the following screenshots you will notice a toolbar that appears on the top of each page following the login/register screens. From this toolbar users will be able to access any part

of the site at anytime. This is also where a user will click to bring up a screen overlay which allows users to send a tash.

Login/Register

-First screen a user who is not currently logged in sees when visiting the site. This screen allows the user to sign in to their account, or begin the registration process.

Home Screen

    - The home screen is essential to the micro-blogging service. The main component of the page is the news feed, which are mainly micro-blogs by other accounts that the current user follows. The home screen is also the quickest way for a user to compose a new message that will be broadcast to them, and to the accounts that follow them.

Connect Screen

- The connect screen is a news feed about the current user. Here is where the users sees new activity regarding their account, such as a new follower, a mention in a message, or if another account favorited one of your messages.

Me Screen

     - Another version of a news feed, the me screen presents users with the messages that they composed. The me screen is also where the user can view all of the accounts that they follow, as well as the accounts that follow them.

Welcome to Attitash!

http://www.attitash.com

Home | @Connect | #Discover | :)Me   Attitash   search   ?   Tash

Tashs

Following

Followers

Favorites

Lists

Who to Follow

@jerry   @brian   @john
Follow   Follow   Follow

Trends

#roflmao

#balsamiq

#betterthantwitter

#tash

John Jacob Jingleheimer
@JohnJacobJingleheimer

5 Tashs | 3 Following | 7 Followers   msg

Tashs

John Jacob Jingleheimer @JohnJacobJingleheimer   Feb 10th
Hello World

expand

John Jacob Jingleheimer @JohnJacobJingleheimer   Feb 10th
I love Attitash

expand

Settings Screen

- The settings screen allows a user to alter their profile preferences by editing values.

Welcome to Attitash!

http://www.attitash.com

Home | @Connect | #Discover | :)Me   Attitash   🔍 search   ⑦ Tash

John Jacob Jingleheimer
view my profile

Account

Password

Profile

Email Notifications

Profile
All information is public

Profile Photo   change ▼

Background Photo   change ▼

Name   John Jacob Jingleheimer

Location   Amherst MA

Website   http://

Bio

Save Changes

Discover Screen

    - The discover screen presents the user with news feed of what others have been up to. New events such an account the user follows favoriting a tash by one of their followers or them following a new account. The page also suggests accounts that the current user may like to follow.

Welcome to Attitash!

http://www.attitash.com

Home | @Connect | #Discover | :)Me   Attitash   🔍 search

Tashs
Activity
Who to follow
Find Friends
Browse Categories

Who to Follow

@jerry   @brian   @john
Follow   Follow   Follow

Trends

#roflmao
#balsamiq
#betterthantwitter
#tash

Tashs
Tailored for you

Jerry @Jerry

Got to love John's sense of humor   5h
@JohnJacobJingleheimer

expand

100   100
Retashs   Favorites

Kramer @Kramer

Is anyone out there?#lost #attitash   5h

expand

200   123
Retashs   Favorites