



SHOPSUEY IPHONE BLUEPRINT

FLOW 1.0. SPLASH/LOGIN

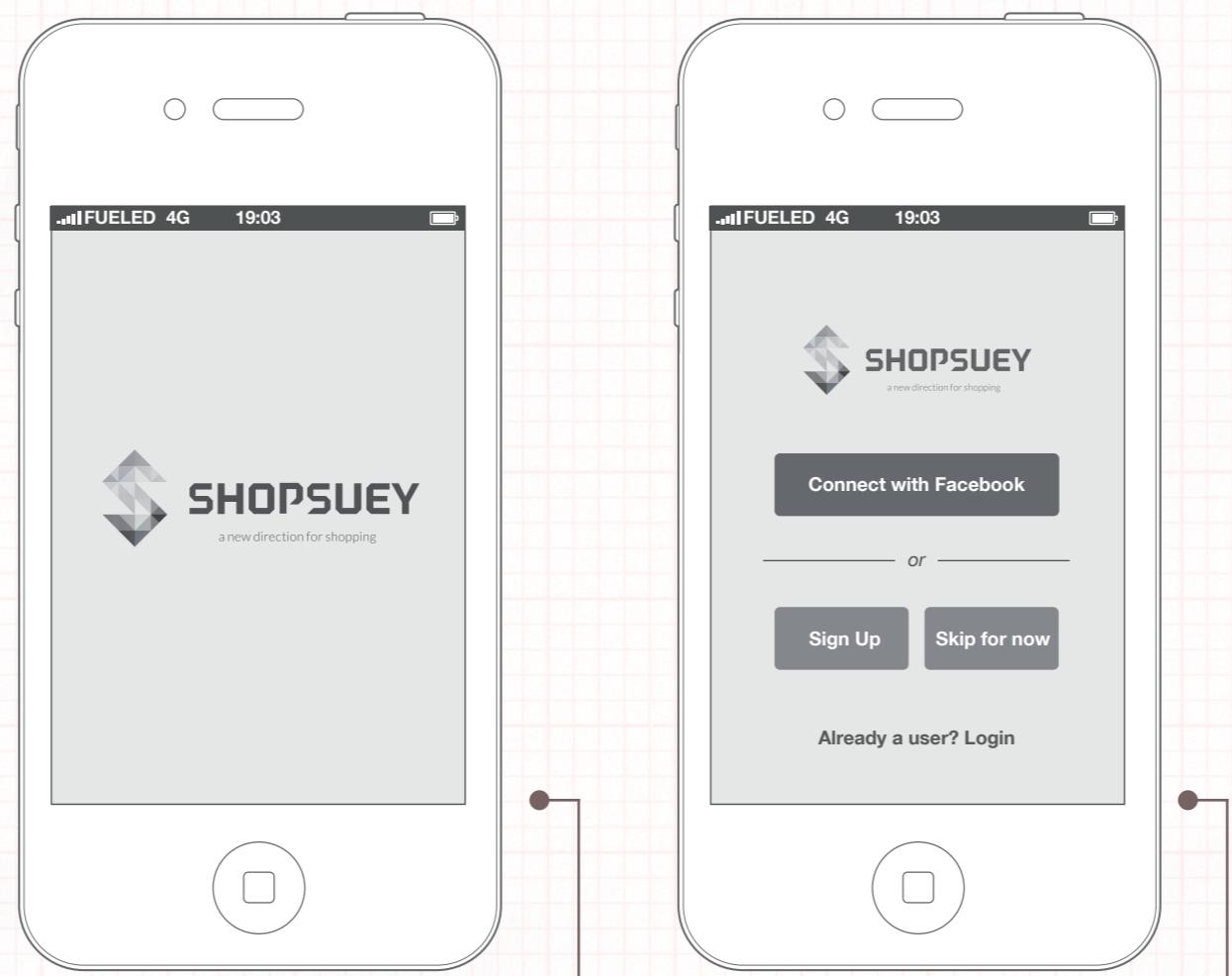


FIG.1.0.1

FIG.1.0.2

USER FLOW

SPLASH SCREEN

The splash screen featuring the Shopsuey app logo should last for a maximum of 1.5 seconds on its first open and then much less on every subsequent open. The logo will slide up and reduce in size to make space for the login menu.

LOGIN / SIGNUP

The user can log in with Facebook, sign up with email, Login or skip the registration process.

If user decides to skip login/signup she can navigate through the app, but will be prompted to login/signup when a section in the app requires so.

FLOW 1.1. FACEBOOK CONNECT

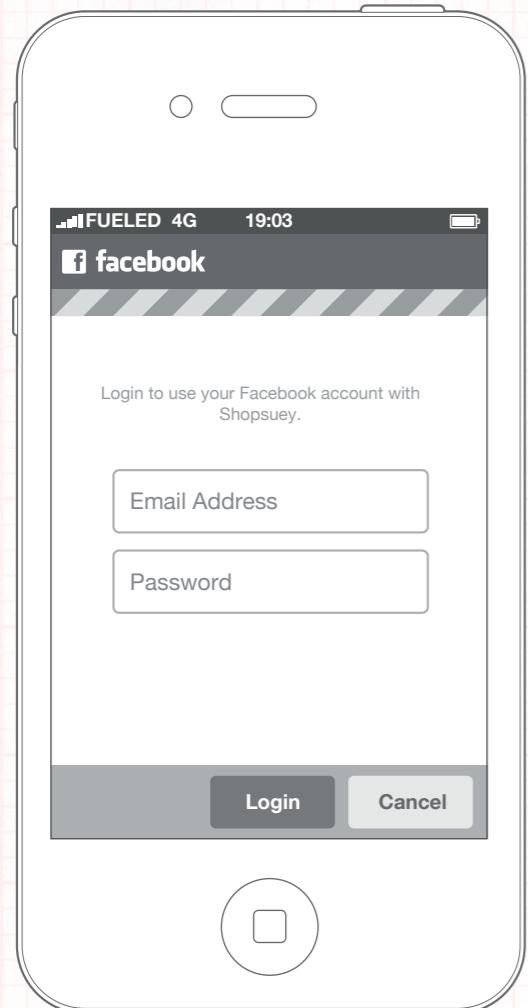


FIG.1.1.1

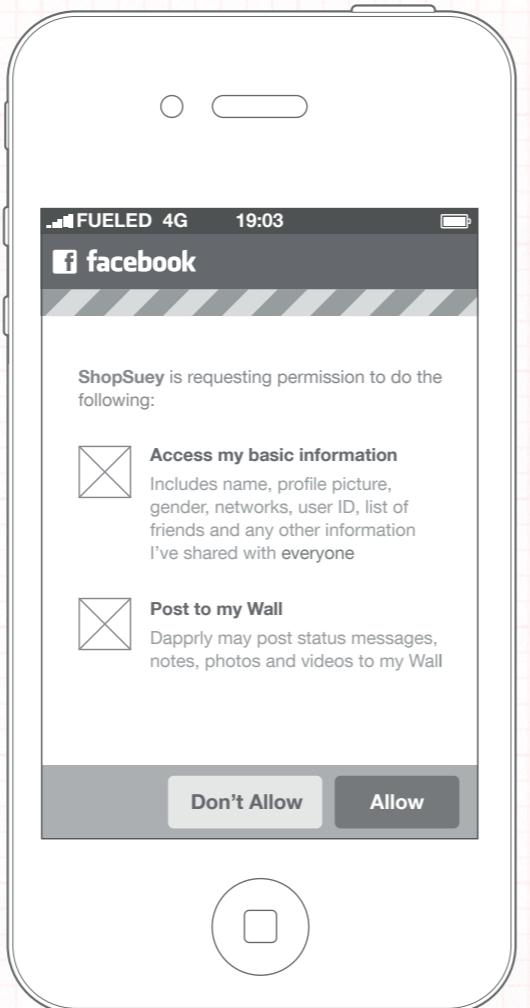


FIG.1.1.2

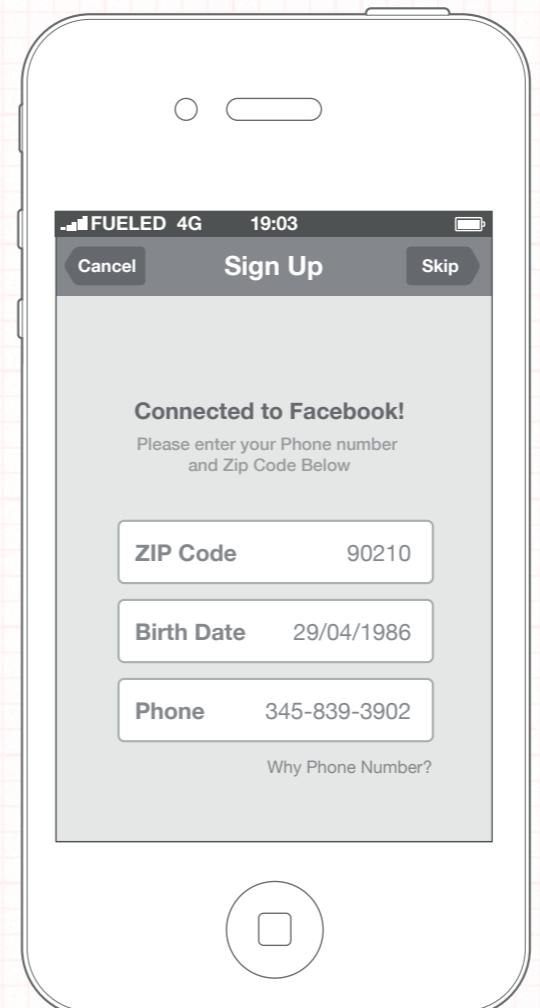


FIG.1.1.3

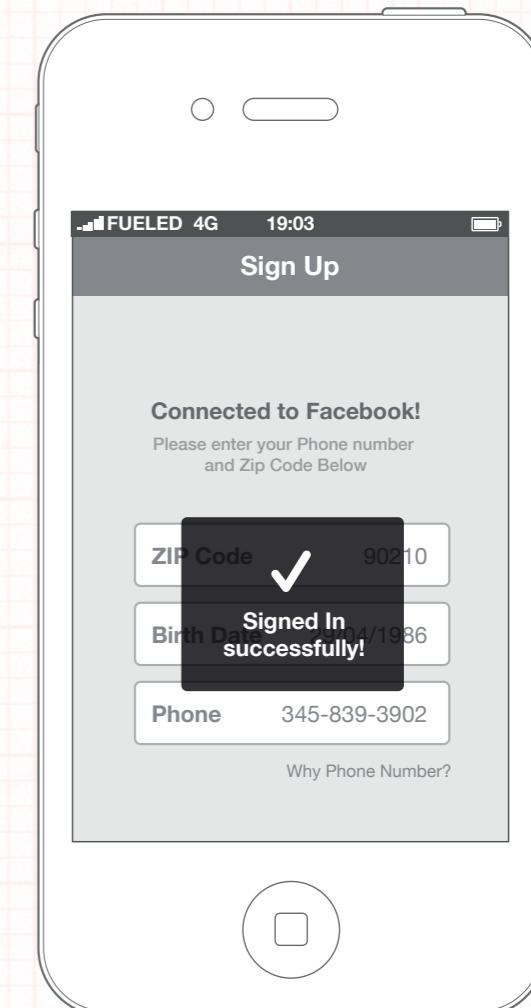


FIG.1.1.4

USER FLOW

FACEBOOK LOGIN SCREEN

The facebook login screen requires you to input your facebook login details screen.

FACEBOOK PERMISSIONS

This screen displays to the user which information is being requested. The user can allow or not allow access to the data.

ADDITIONAL INFORMATION

After connecting with Facebook, the user is required to fill in her phone number and zip code. If there is no birth date in the Facebook account, the user will be asked for it as well.

SIGNED IN WITH FB (SUCCESS)

If the registration process is successful, a message will overlay on top of the form and user will be automatically thrown to the App.

FLOW 1.2. SIGN UP WITH EMAIL

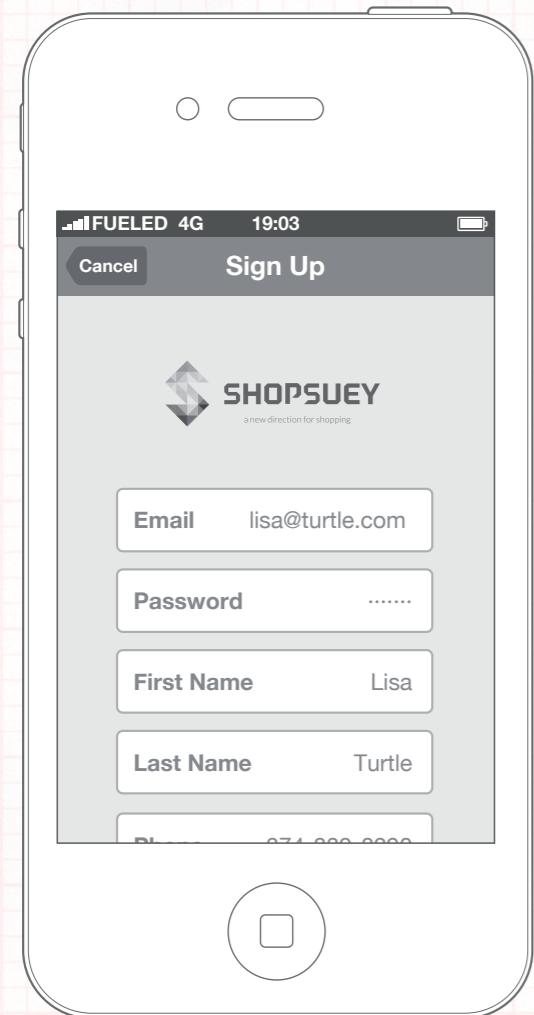


FIG.1.2.1

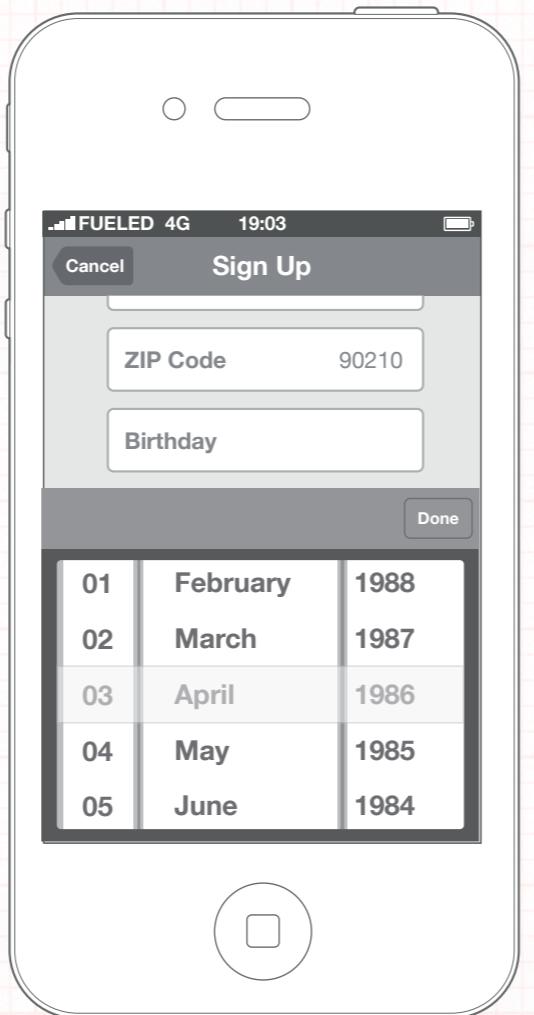


FIG.1.2.2

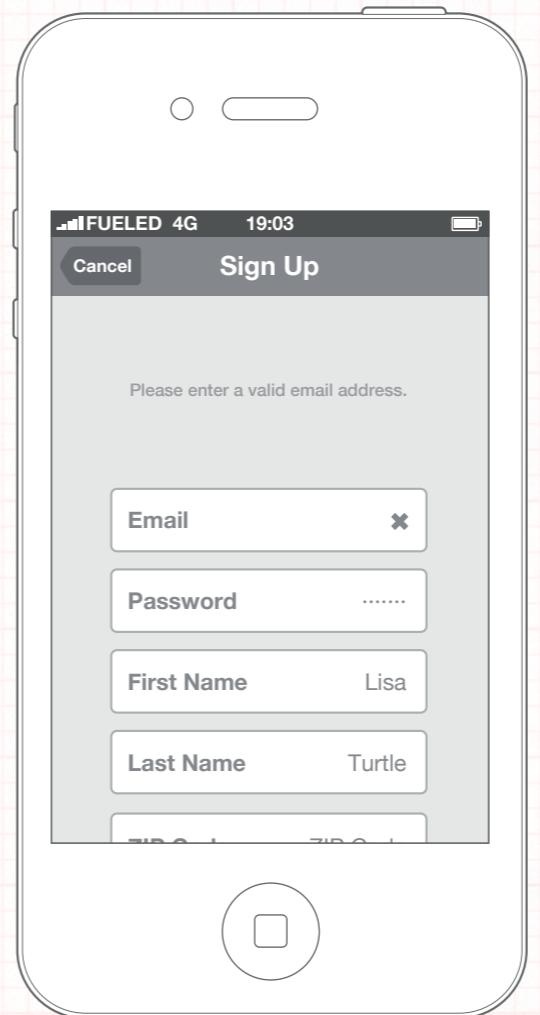


FIG.1.2.3

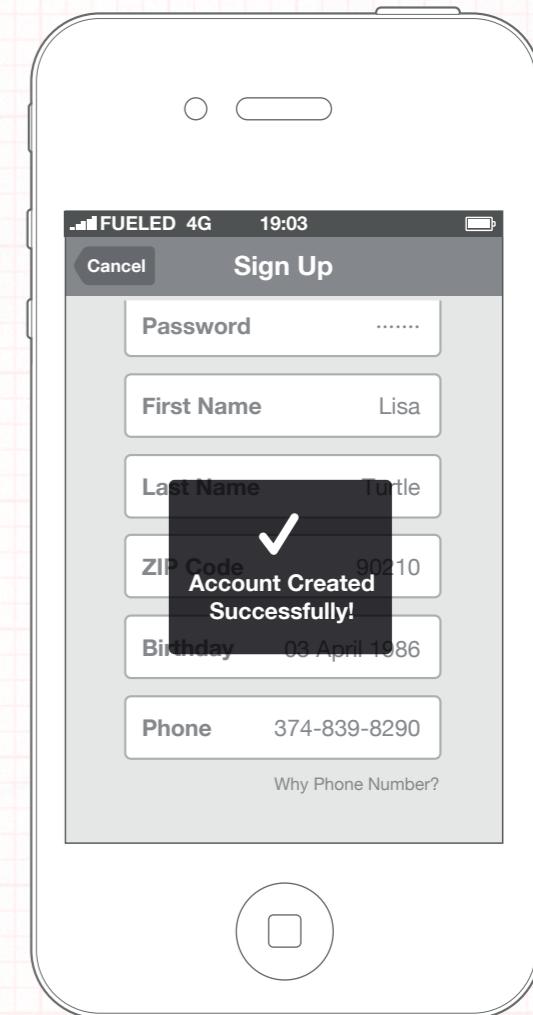


FIG.1.2.4

USER FLOW

SIGN UP FORM

The user is required to fill the registration form.

SIGN UP FORM

The user needs to input: Email, Password, First Name, Last Name, Gender (via-picker), Phone Number, Zip Code and Birth date (via-3 column picker). The last four say "Optional" before they are populated.

FIELD ERROR

If any fields have errors, they will display an X sign and the corresponding message will appear on top.

SIGN UP SUCCESS

If the registration process is successful, a message will overlay on top of the form and user will be automatically thrown to the App.

FLOW 1.3. LOGIN

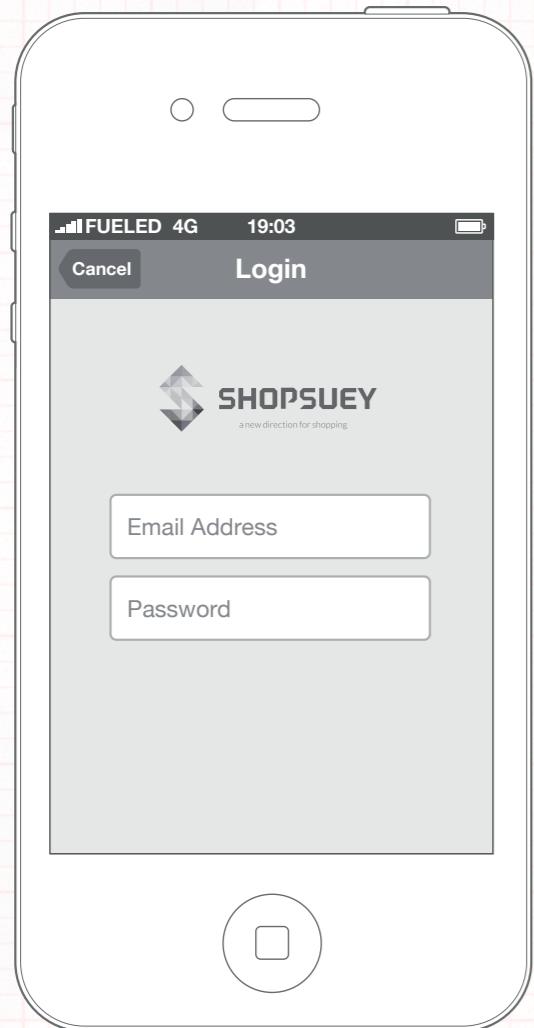


FIG.1.3.1

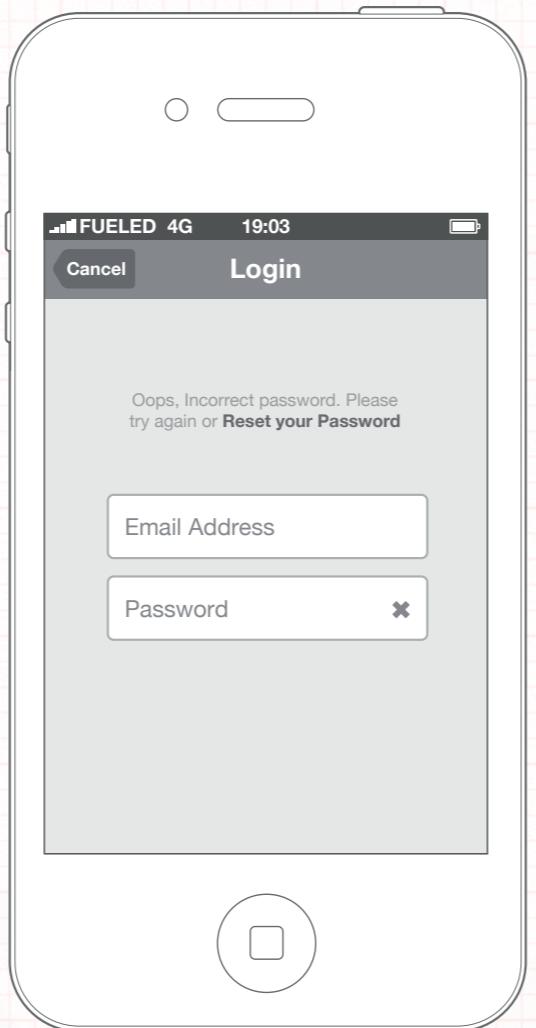


FIG.1.3.2

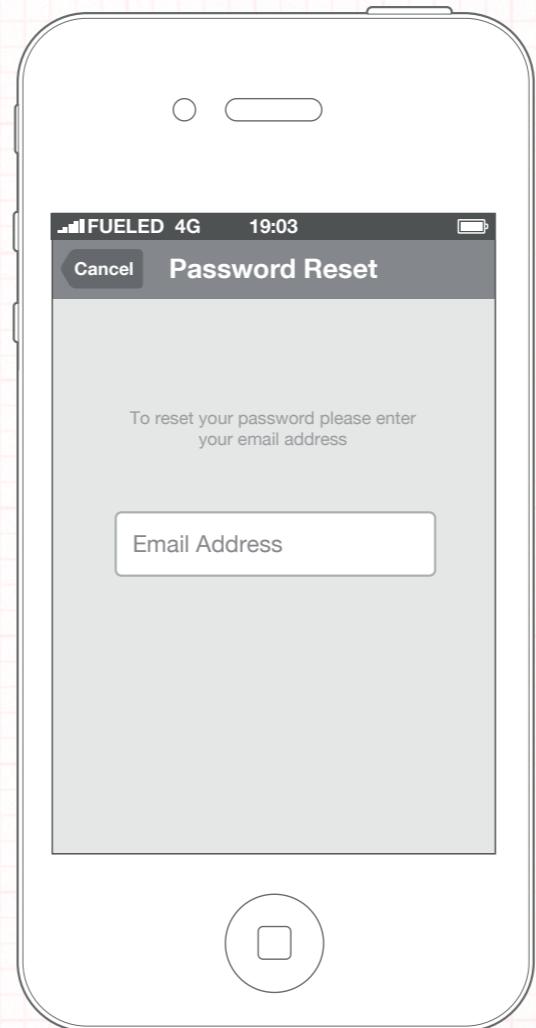


FIG.1.3.3



FIG.1.3.4

USER FLOW

LOGIN

The user is required to fill in her email address and password.

INCORRECT PASSWORD

If the user tries to login and their email address is found, but their password is incorrect, an error message will be presented and the field highlighted.

RESET PASSWORD

When you enter your email to reset your password, the system will send that person an email with instructions to that address.

RESET PASSWORD SUCCESS

After sending the password reset request, a message overlays on top of the screen and the user is thrown back to the login/signup screen.

FLOW 1.4. INITIAL MESSAGES

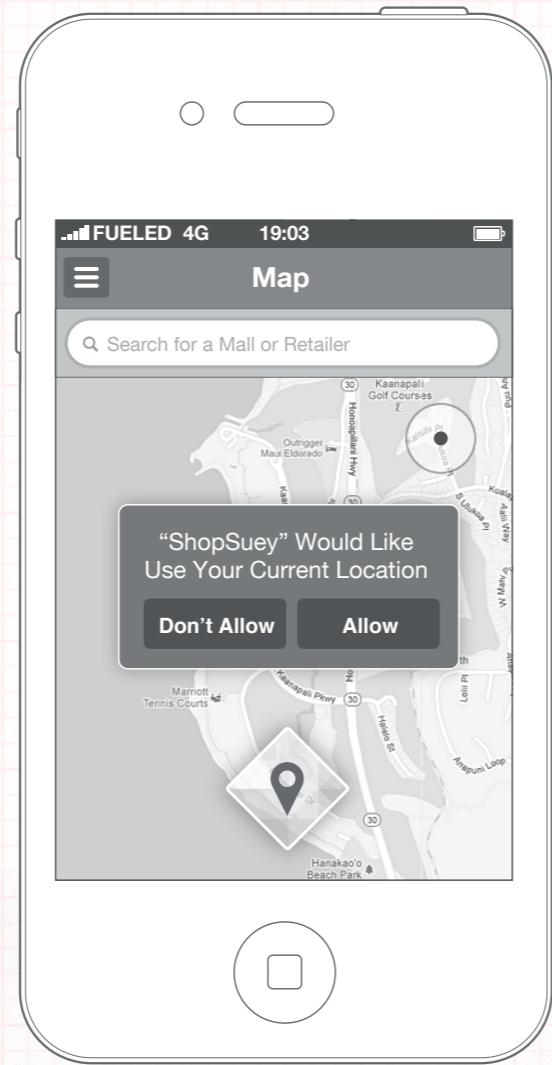


FIG.1.3.5

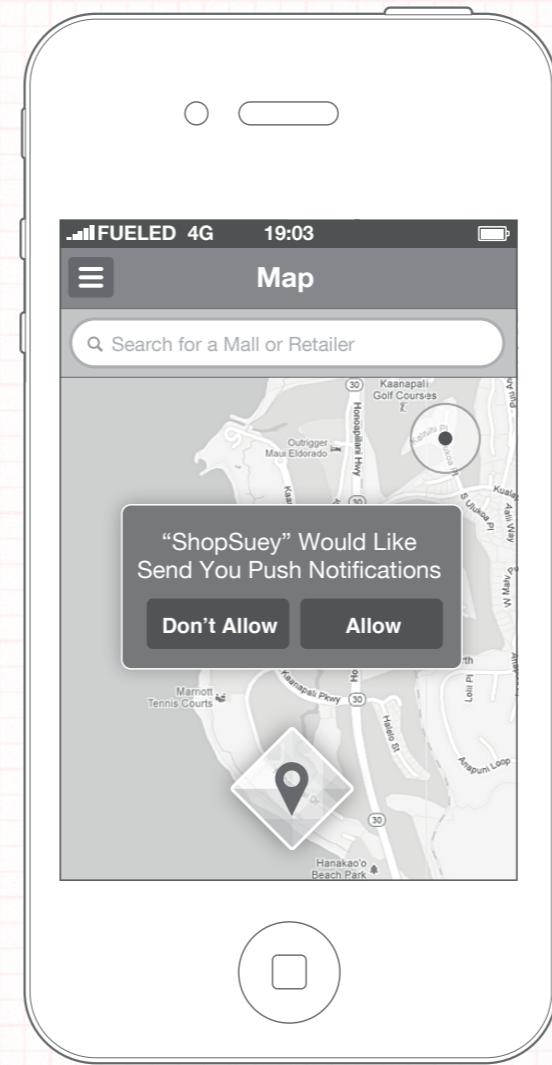


FIG.1.3.6

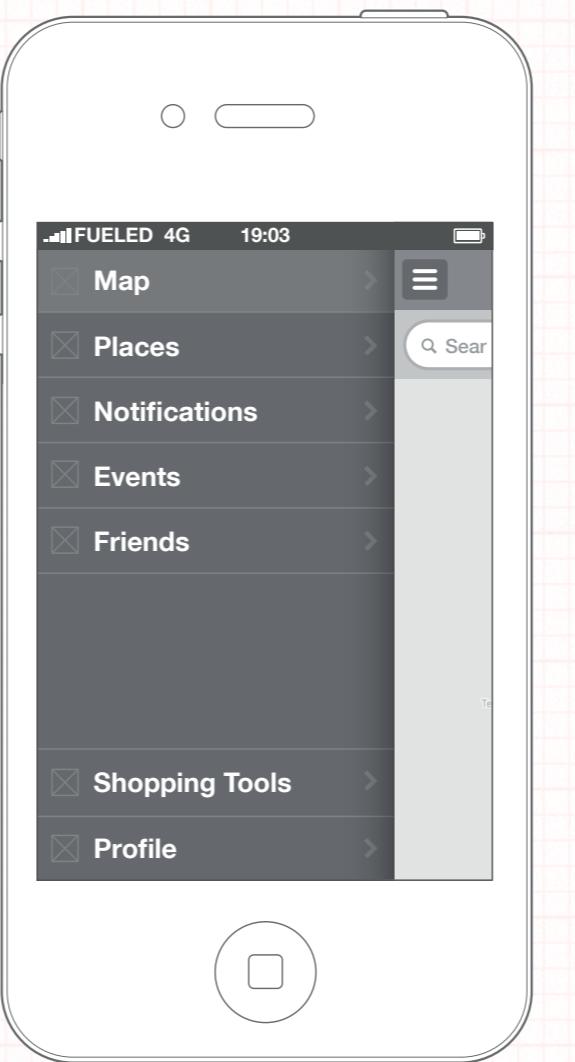
USER FLOW

LOCATION REQUEST

User is asked for use of current location. The user can choose to not allow the request, but this same message will appear every time location is needed.

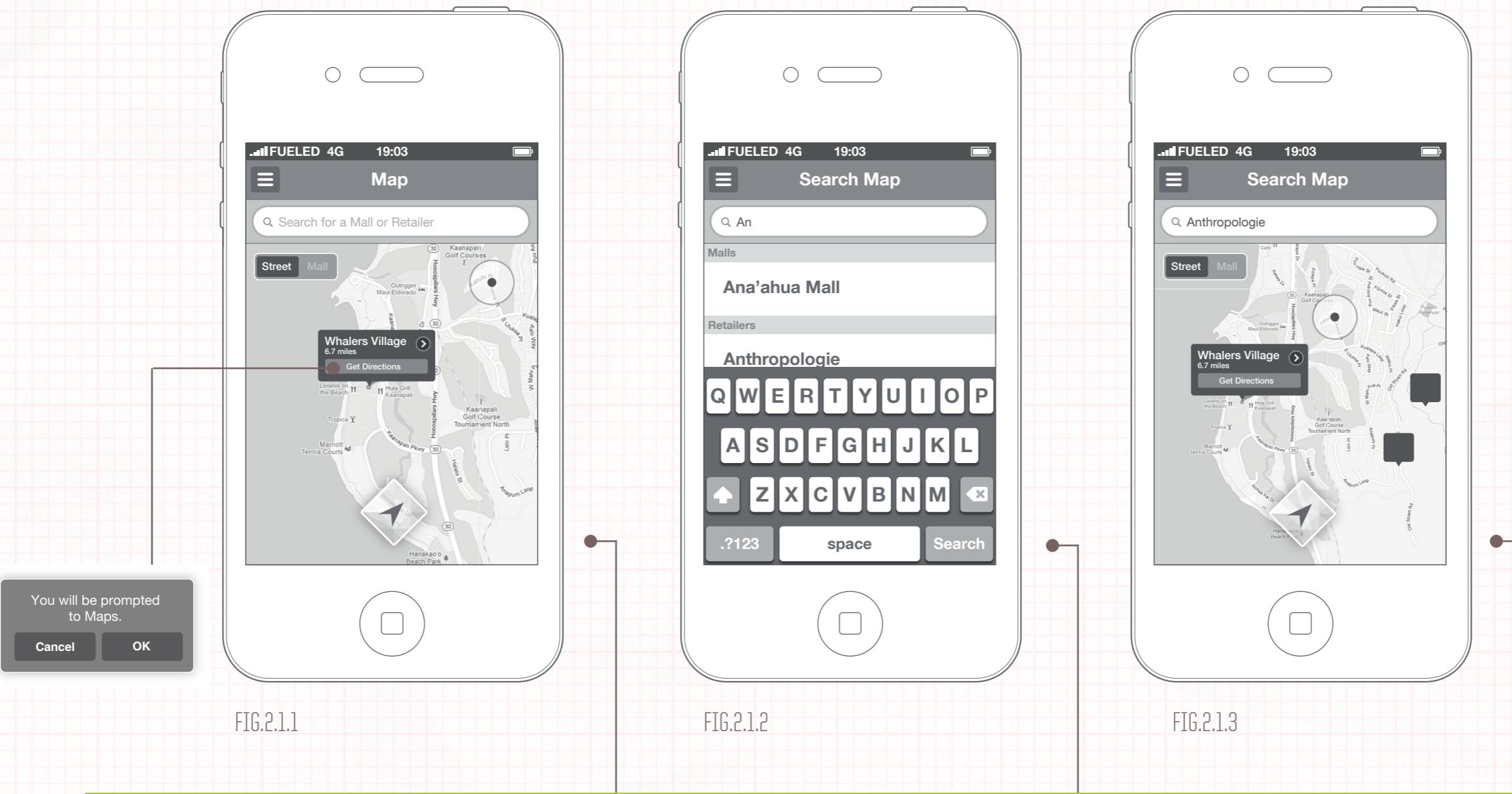
NOTIFICATIONS REQUEST

User is asked to be sent push notifications. This is editable in the Settings screen.



2. MAP

FLOW 2.1. STREET VIEW MAP



MAP

Zooms in to user's location and zooms out to reveal nearest shopping center(s). The tooltip displays the mall's name, the distance from user's current location and an option to get directions. If the user taps the arrow on the tooltip, she will be thrown to that mall's individual screen in the directory. Also a Street/ Mall toggle appears, letting the user switch to zoomed-out street view to zoomed-in mall map. This toggle is only visible when a mall is selected. If the user manually zooms in to a mall the toggle will switch automatically.

USER FLOW

SEARCH

Throughout all the sections of the App, When the user does a search matches from the malls and retailers database will be suggested.

If no results are found the screen will display "No results found"

SEARCH RESULTS

Search results are displayed on the map. The nearest result will have the large tooltip, the rest will be pins.

FLOW 2.2. MALL VIEW MAP



FIG 2.2.1

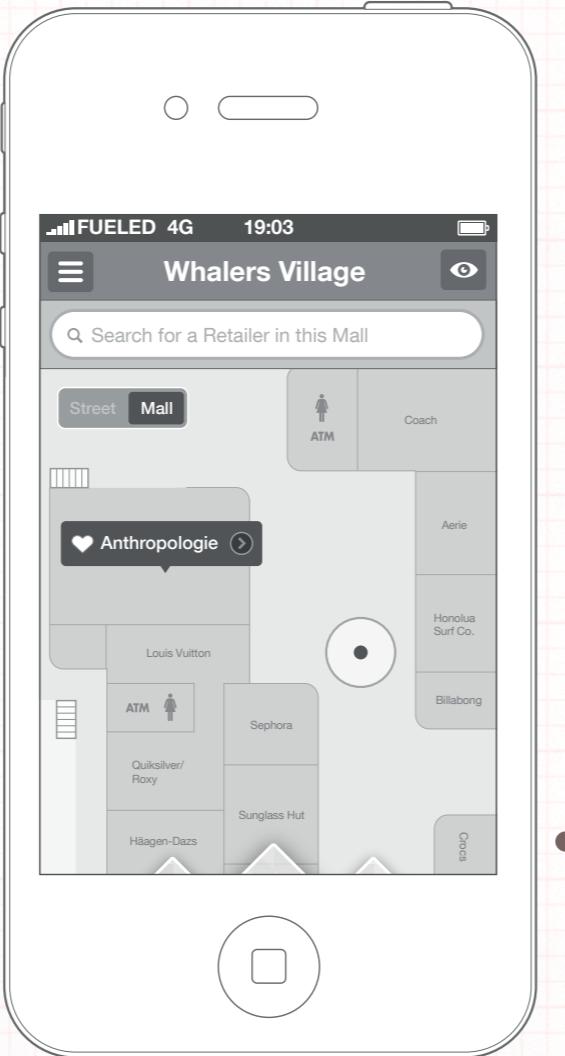


FIG 2.2.2



FIG 2.2.3



FIG 2.2.4

USER FLOW

MAP

When the user is zoomed in to a mall map level, the toggle will be switched to "Mall" and more functions will appear. There will be icons for POI, stairs, elevators; and favorite retailers will have the heart icon next to their name.

The Current location, beacon and floor select buttons slide down after appearing. By tapping the visible corner these buttons will slide back into positionscreen.

TAPPING ON A RETAILER'S NAME

Tapping on a retailer's name will reveal a tooltip with the name, option to fav/unfav, and option to navigate to that specific retailer's screen on the Directory.

DEALS/EVENTS MAP PINS

Pins for deals and events should be grouped together displaying X deals or events from a certain retailer.

To keep the UI clean, the map will only display deals/events from favorite retailers.

TAPPING ON DEALS/EVENTS MAP PINS

When a deal or event's pin is tapped, the tooltip displays the retailer's name, the option to favorite/unfavorite, the number of deals and the option to navigate to view these deals on the Deals section.

FLOW 2.2. MALL VIEW MAP (CONTINUED)

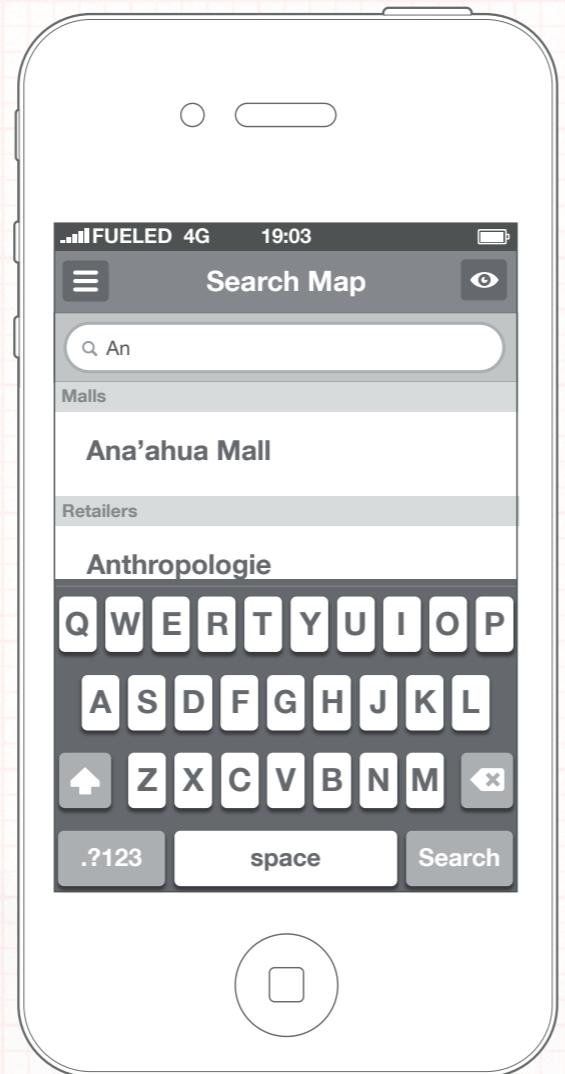


FIG 2.2.5



FIG 2.2.6

USER FLOW

SEARCH

User can search for retailers inside the mall. When the user does a search, matches from the malls and retailers database will be suggested.

If no results are found, the screen will just be gray and display "No results were found"

RESULTS

The map will reveal pins for matching results within the nearby area. On tap, the pins will turn into a tooltip with the result's name, fav/unfav, and button to navigate to that specific retailer's page in the Directory.

FLOW 2.3. MALL VIEW MAP FEATURES



FIG 2.3.1

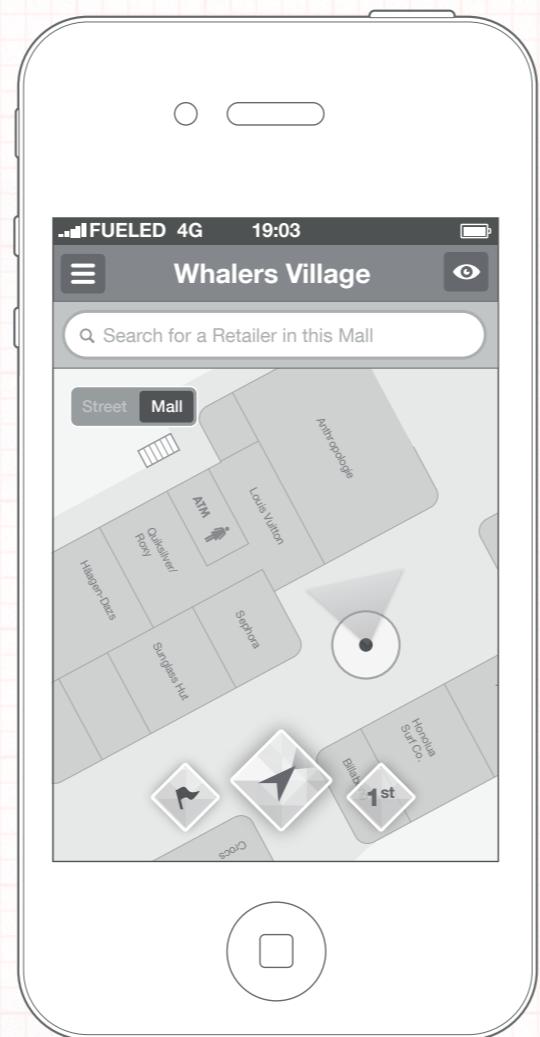


FIG 2.3.2

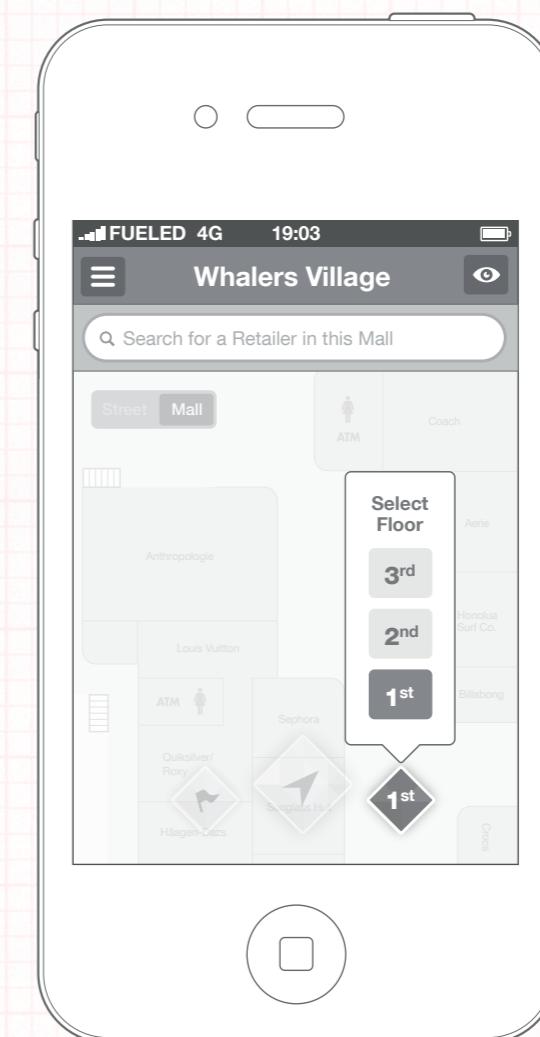


FIG 2.3.3

USER FLOW

THE VIEW BUTTON

The view button is only visible when user is zoomed in all the way to a mall map level.

By tapping this button the user can determine which items will be visible on the map and which ones won't. Tapping on the icons activates and deactivates them.

COMPASS MODE

On double-tap the current location button activates compass mode.(0).

FLOOR LEVEL SELECTOR

On tap, the floor selection button displays a modal tooltip that lets the user select a floor. (if applicable)

FLOW 2.3. MALL VIEW MAP FEATURES - MEETING PLACE FEATURE

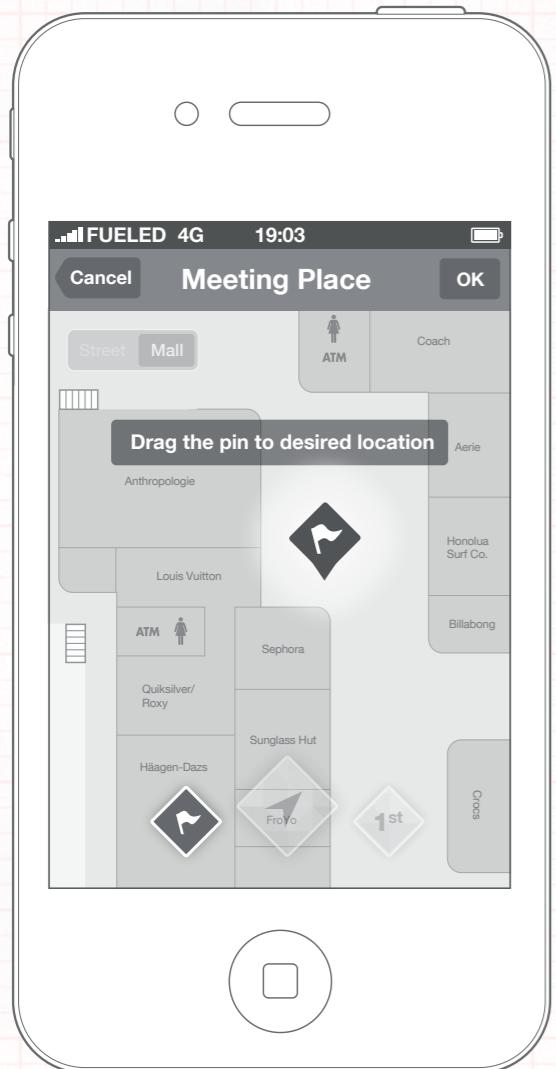


FIG 2.3.4

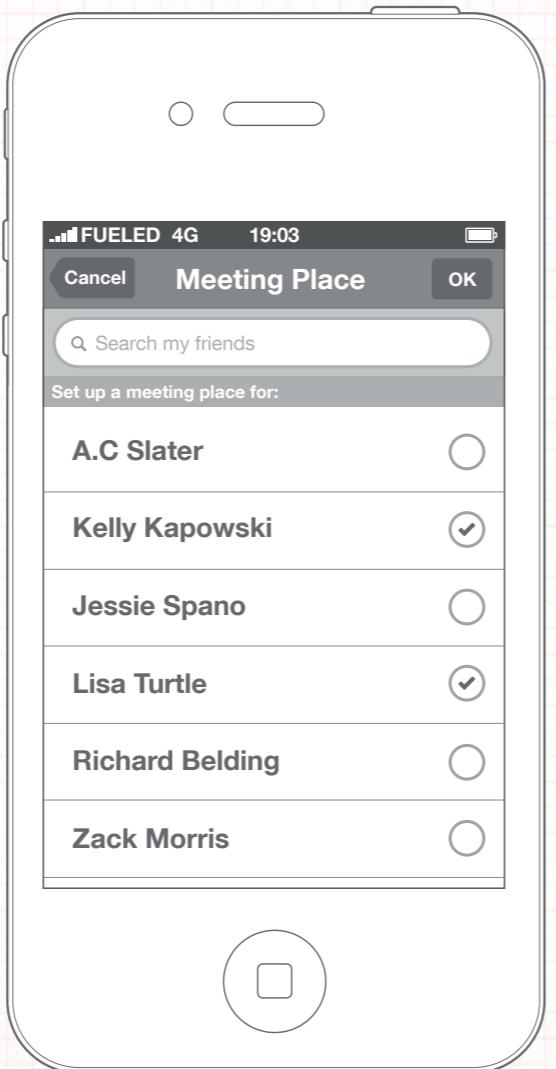


FIG 2.3.5

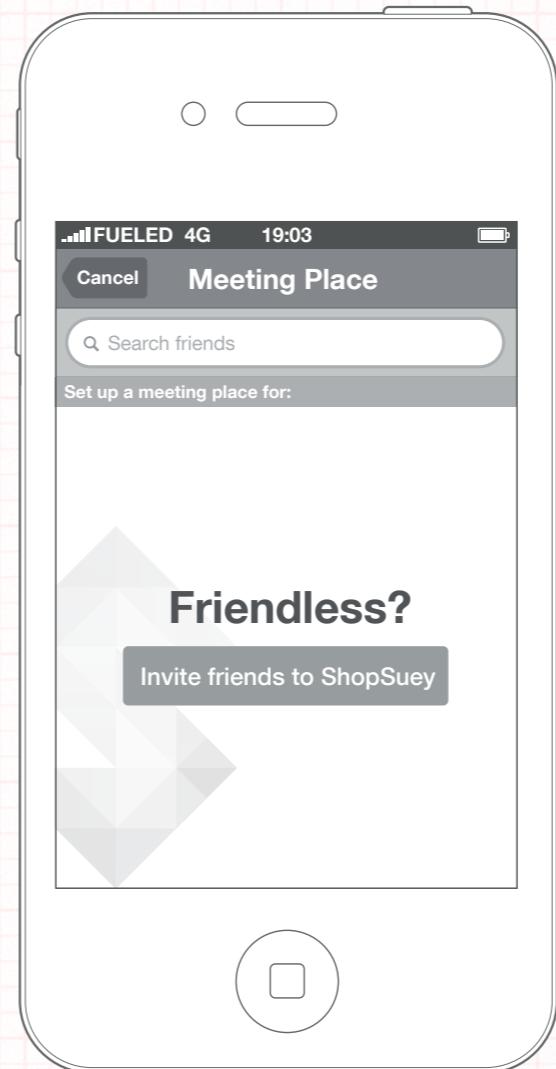


FIG 2.3.6



FIG 2.3.7

USER FLOW

MEETING PLACE PIN DROP

When the user taps on the Meeting Place button, she can drag a pin to a desired location in the map. After the pin is set on the desired location, user taps OK. screen.

FRIENDS SELECTOR

After setting the Meeting Place's location, user is prompted to a screen to select one or more friends who the Meeting Place will be dropped for.

NO FRIENDS

If the user has no friends using ShopSuey, a large link to do so will be displayed instead of the list of friends.

TITLE & NOTE

Next step is for the user to attach a note to the Meeting Place. The unpopulated title will display "Add a Title" and the note "Add a Note".

FLOW 2.3. MALL VIEW MAP FEATURES - MEETING PLACE FEATURE (CONTINUED)



FIG 2.3.7



FIG 2.3.8

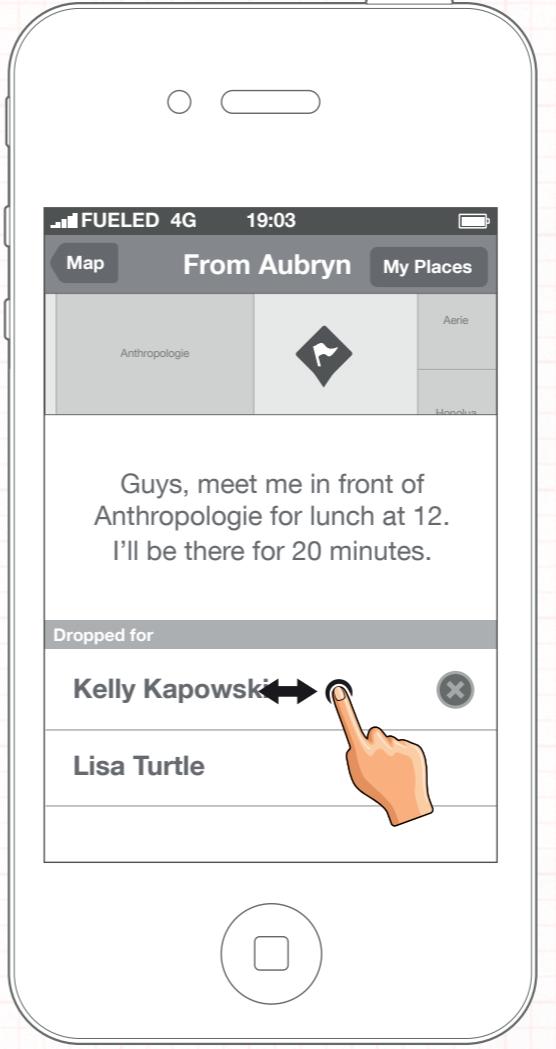


FIG 2.3.9

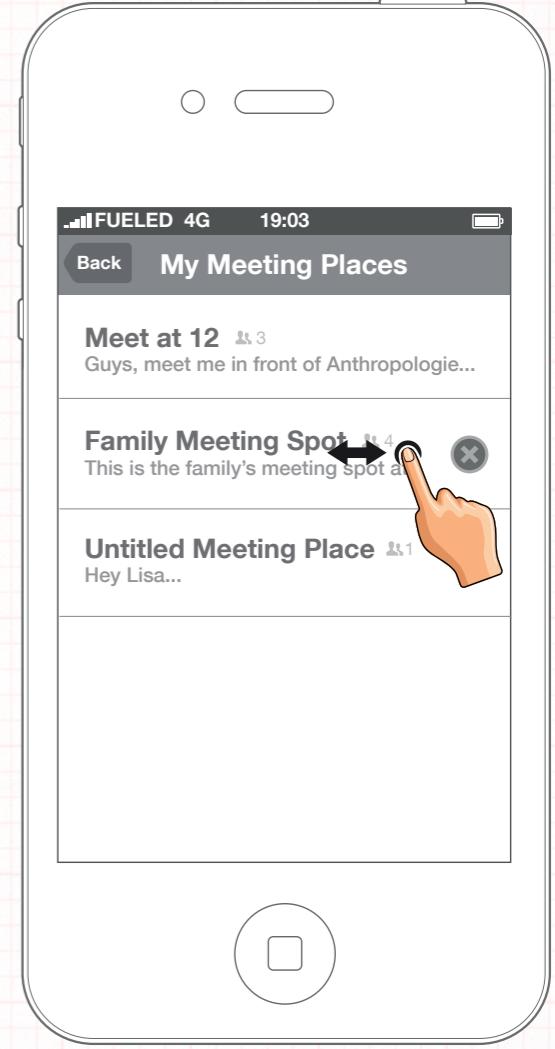


FIG 2.3.10

USER FLOW

PLACE ON MAP

Meeting places appear on the map with their own type of pin.

PLACE ON MAP - TAP

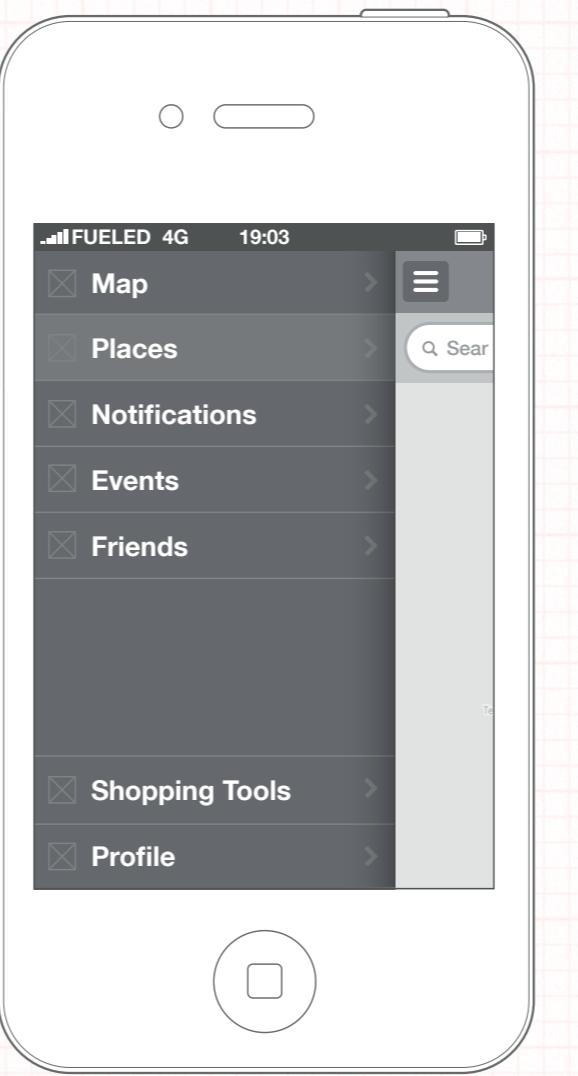
When a user taps on a meeting place's pin, the tooltip will feature the title and the first few words of the note. Users can delete a meeting place from their map by tapping the X and view the meeting place's details by tapping the arrow.

MEETING PLACE DETAILS

The beacon details screen features the beacon displayed on the map, the note and the list of receivers.

MY MEETING PLACES

This screen features a list of all the Meeting places the user has created or been added to. When the user taps on each item, she will be sent to that Meeting Place's individual screen.



3. PLACES

FLOW 3.1. PLACES - TOP LEVEL

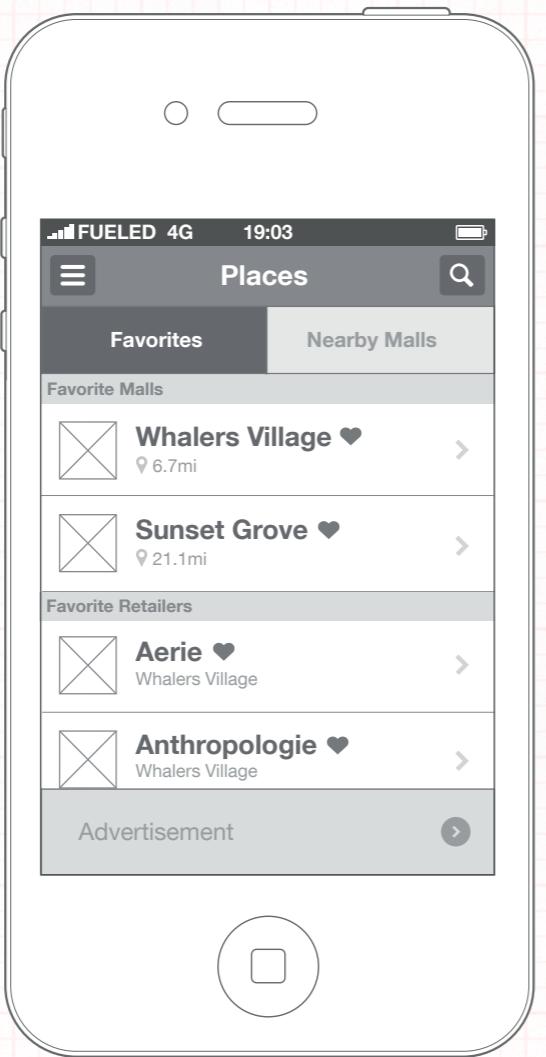


FIG.3.1.1

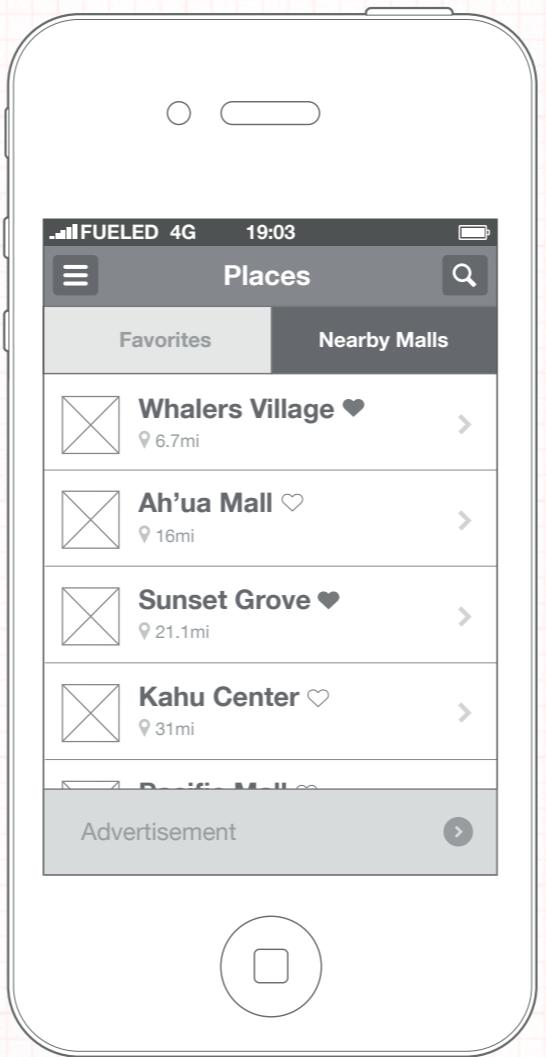


FIG.3.1.2

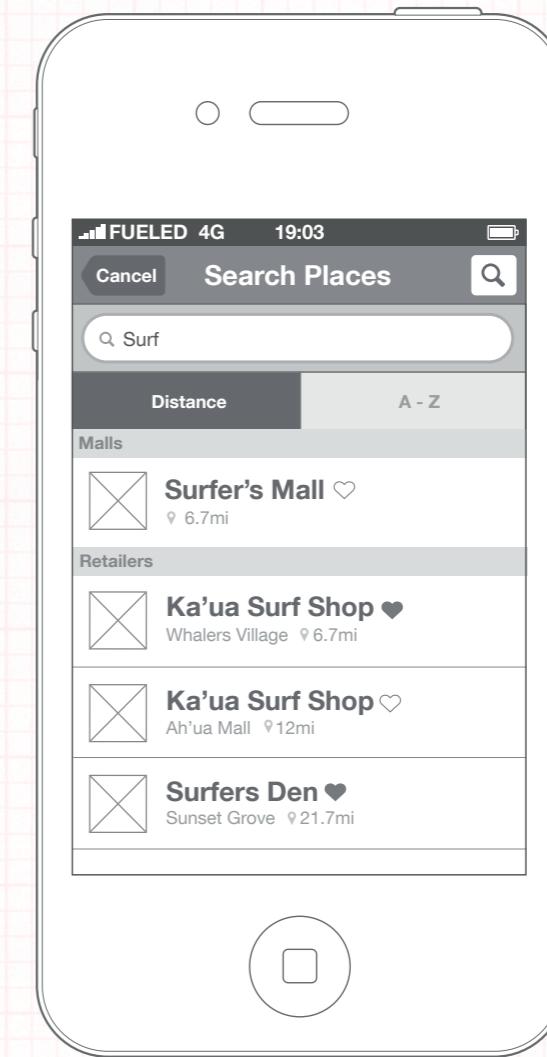


FIG.3.1.3

USER FLOW

PLACES - FAVORITES

The "Favorites" view features all the malls and retailers that have been marked as favorites. Malls and retailers in malls appear at the same level but separated. Tapping on an item takes the user to corresponding mall or retailer's individual screen.

PLACES - BY MALL

The "All" view features nearby malls organized nearest to farthest. Tapping on a mall will take the user to that mall's individual screen in the directory.

SEARCH

The search function is displayed by tapping the search button on the top right corner. Results can be displayed by nearest, favorites or alphabetically. If no results are found the page will be gray, empty and display "no results found".

FLOW 3.2. INDIVIDUAL MALL

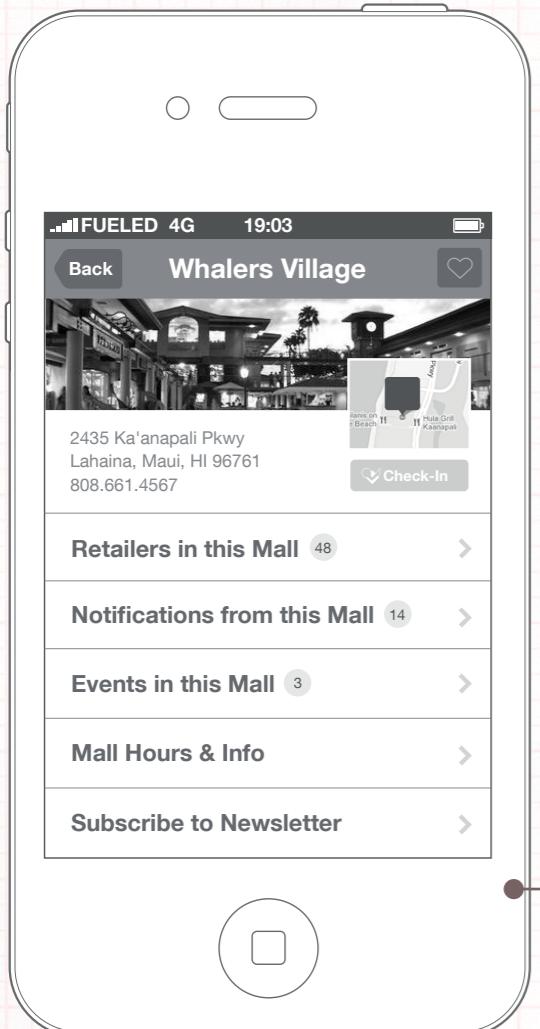


FIG.3.2.1

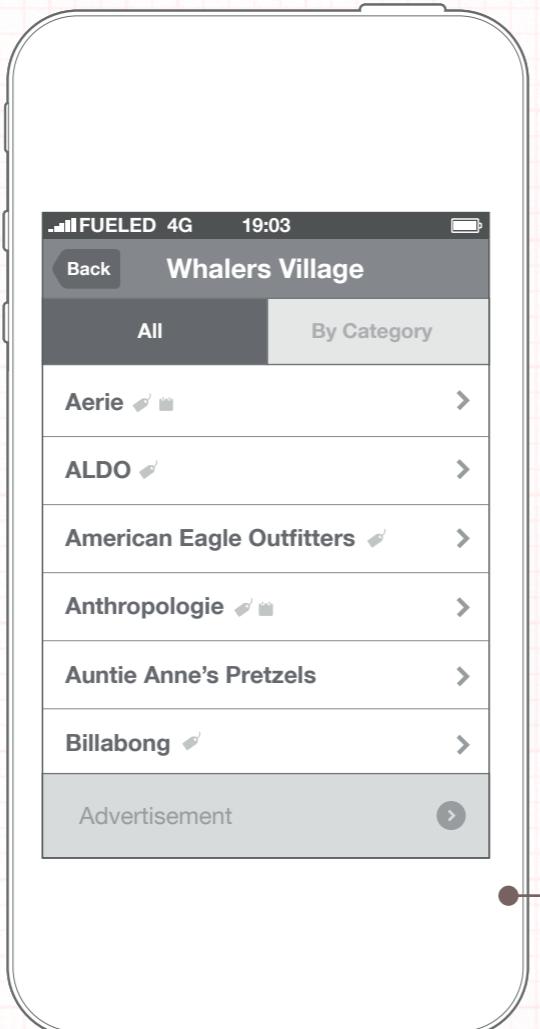


FIG.3.2.2



FIG.3.2.3

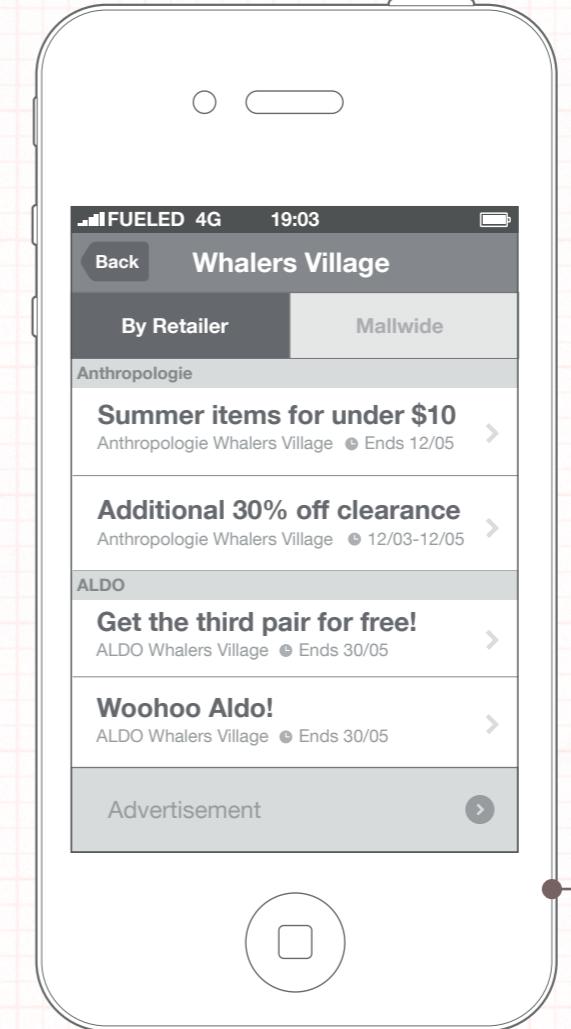


FIG.3.2.4

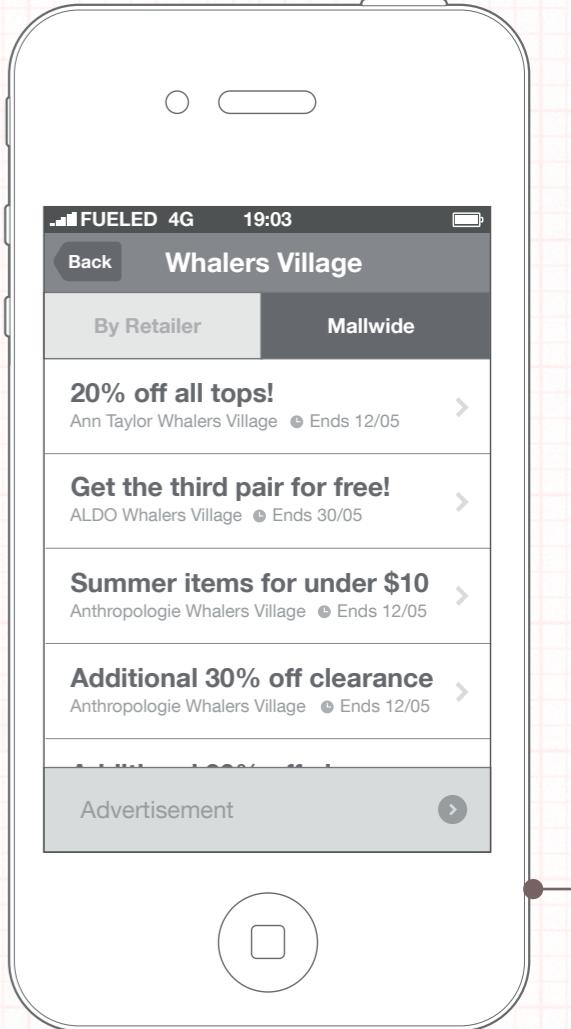


FIG.3.2.5

USER FLOW

INDIVIDUAL MALL

The individual mall screen features a hero image, the address and phone information, and a thumbnail of the mall on the map. If user taps on the map thumbnail she is taken to the mapped mall. Users can also check-in to the mall through foursquare and favorite/unfavorite the mall by simply tapping the heat icon at the top right.

RETAILERS IN THIS MALL - ALL

This screen features the complete alphabetical list of retailers in the selected mall. If the user taps on each retailer, she will be taken to that retailer's individual screen. The icons next to the name of each retailer let the user know how many deals and events are happening at that specific retailer.

INFORMATION

This screen features the complete list of retailers in the selected mall organized by category.

NOTIFICATIONS/EVENTS IN THIS MALL - BY RETAILER

This screen features all the deals/events going on at the selected mall organized by retailer.

This UI will be the same on "Deals in this mall" and "Events in this mall"

NOTIFICATIONS/EVENTS IN THIS MALL - MALLWIDE

This screen features all the deals/events going on at the selected mall.

This UI will be the same on "Deals in this mall" and "Events in this mall"

FLOW 3.3. INDIVIDUAL RETAILER

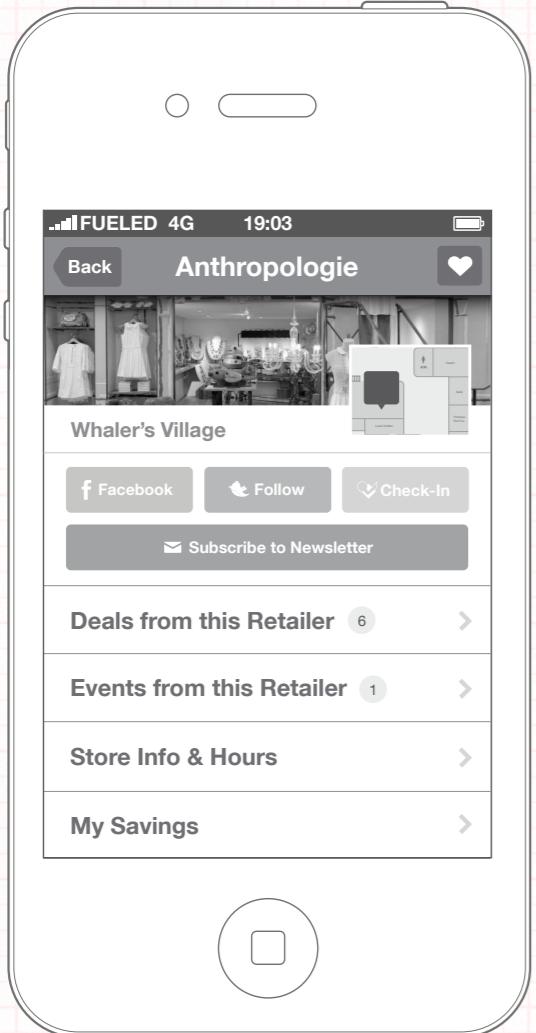


FIG.3.3.1

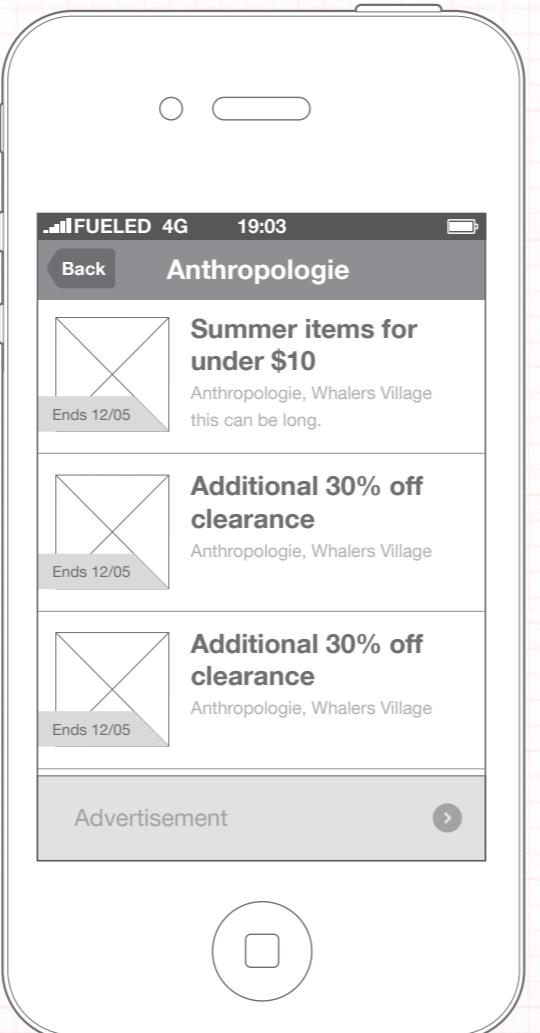


FIG.3.3.2

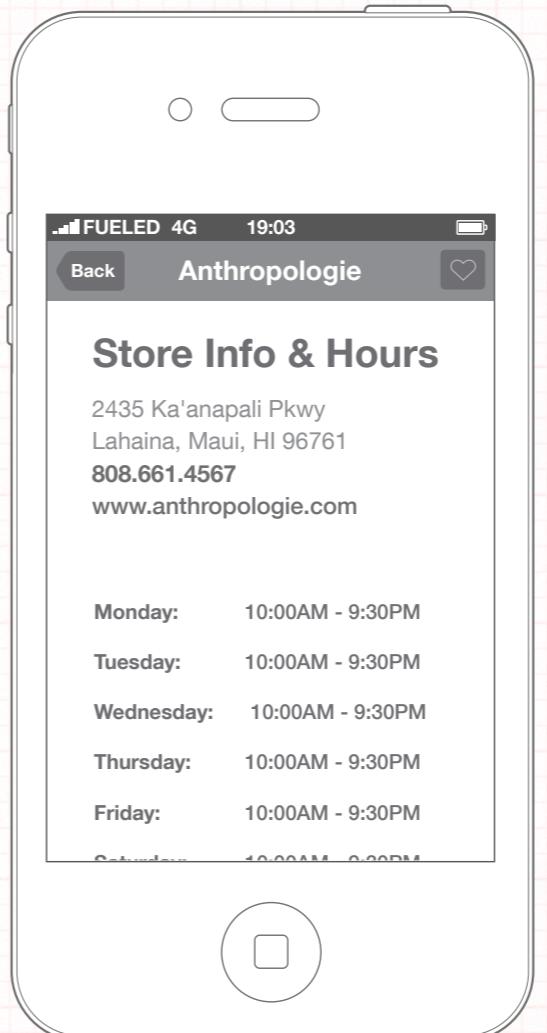


FIG.3.3.3



FIG.3.3.4

USER FLOW

INDIVIDUAL RETAILER

The individual retailer screen features a hero image and a thumbnail of the retailer on the mall map. If user taps on the map thumbnail she is taken to the mall map. Users can also check-in to the mall through foursquare, follow that retailer on twitter, sign up to the newsletter and favorite/unfavorite the mall by simply tapping the heart icon at the top right.

DEALS/EVENTS FROM THIS RETAILER

This screen features the complete list deals/events by this retailer. Tapping on each item will take the user to that specific deal/event screen.

This UI will be the same on “Deals in this mall” and “Events in this mall”

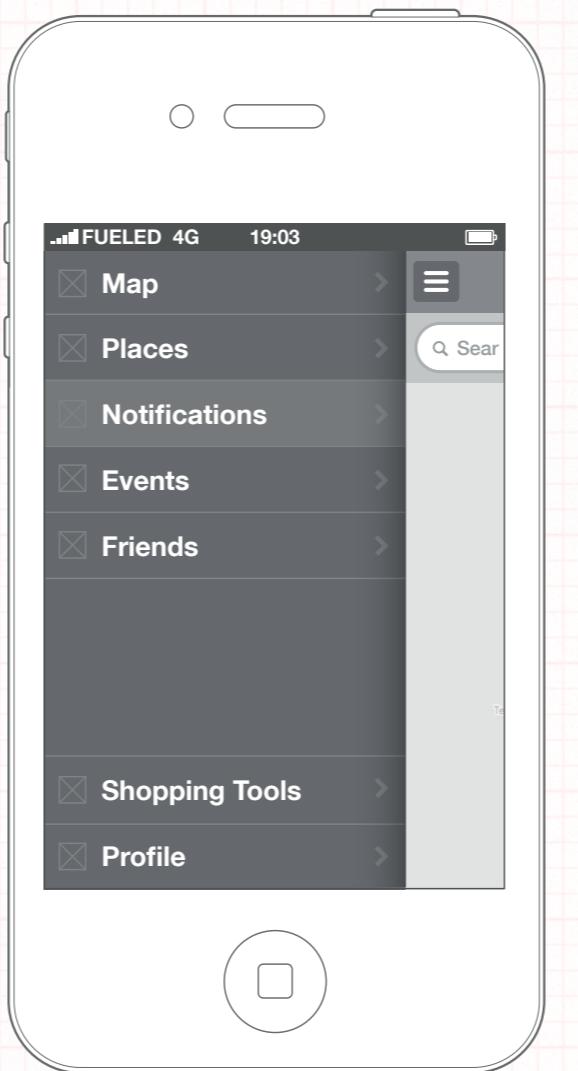
STORE HOURS & INFO

This screen displays any extra information about the retailer and the weekly hours schedule.

MY SAVINGS FROM THIS RETAILER

This screen allows the user to automatically subscribe to the retailer's newsletter. If not logged in, user needs to input email address.

After the sign up is successful the user will be thrown back to the retailer's page and the newsletter button will display a check mark.



4. NOTIFICATIONS

FLOW 4.1. NOTIFICATIONS

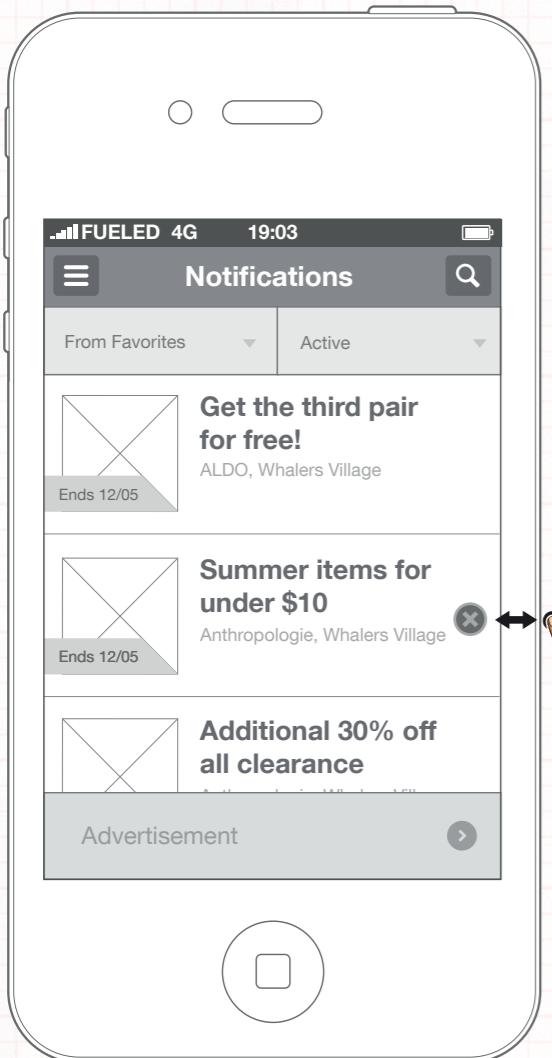


FIG.4.1.1

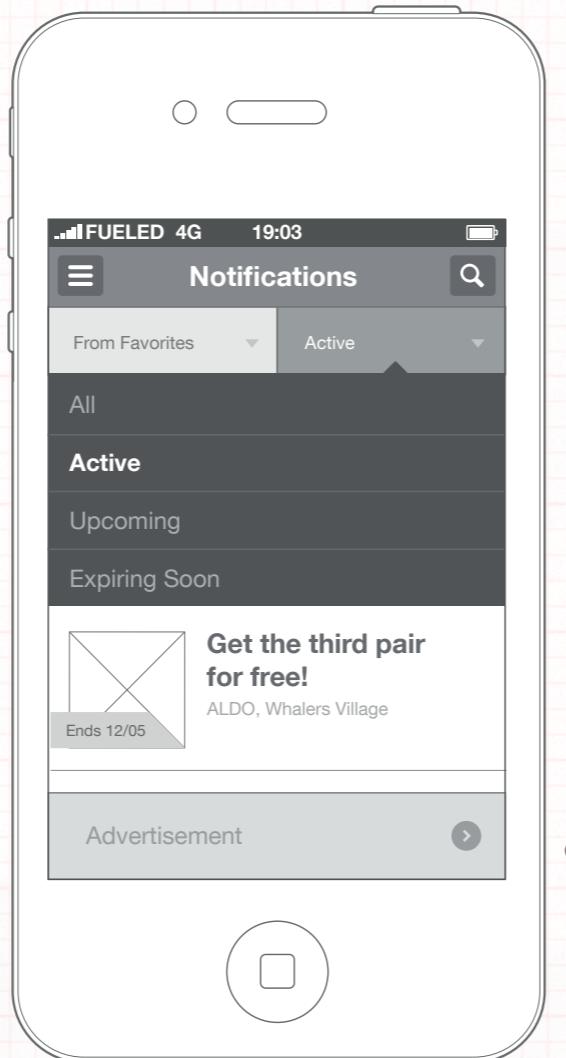


FIG.4.1.2

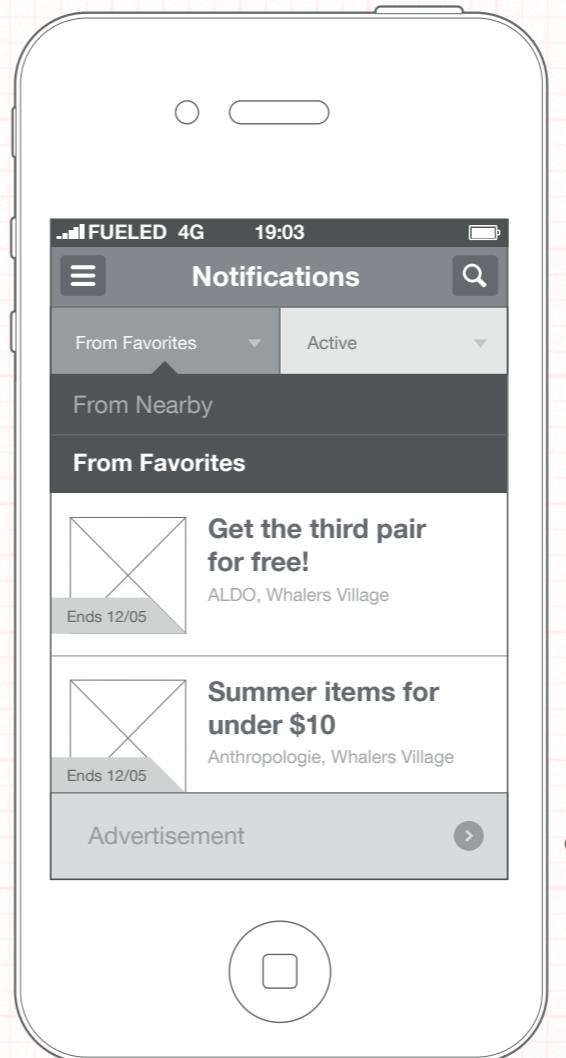


FIG.4.1.3

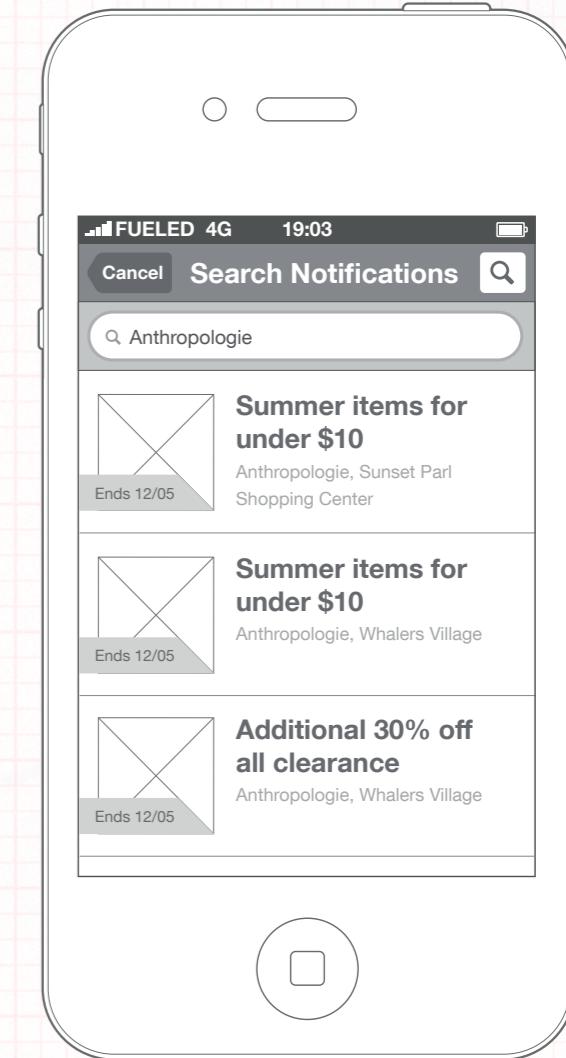


FIG.4.1.4

USER FLOW

NOTIFICATIONS

This section features all the notifications that are available to the user. Each deal features the title, the vendor's name and mall, and the time factor (when it starts if upcoming, when it ends if active). Notifications can be filtered down by: "From who" and "status". These filters can be used at the same time and combined to narrow down the notifications.

STATUS FILTER

When the user taps on this filter a dropdown appears. The user is able to choose to view notifications with these statuses: Active, upcoming, expiring soon, and all of these.

"FROM" FILTER

When the user taps on this filter a dropdown appears. The user is able to choose to view notifications from all nearby retailers or from favorites.

SEARCH

User can search through notifications by tapping on the search button on the top right corner.

If there are no search results, the screen will be gray and will display "No search Results"

FLOW 4.2. INDIVIDUAL NOTIFICATIONS

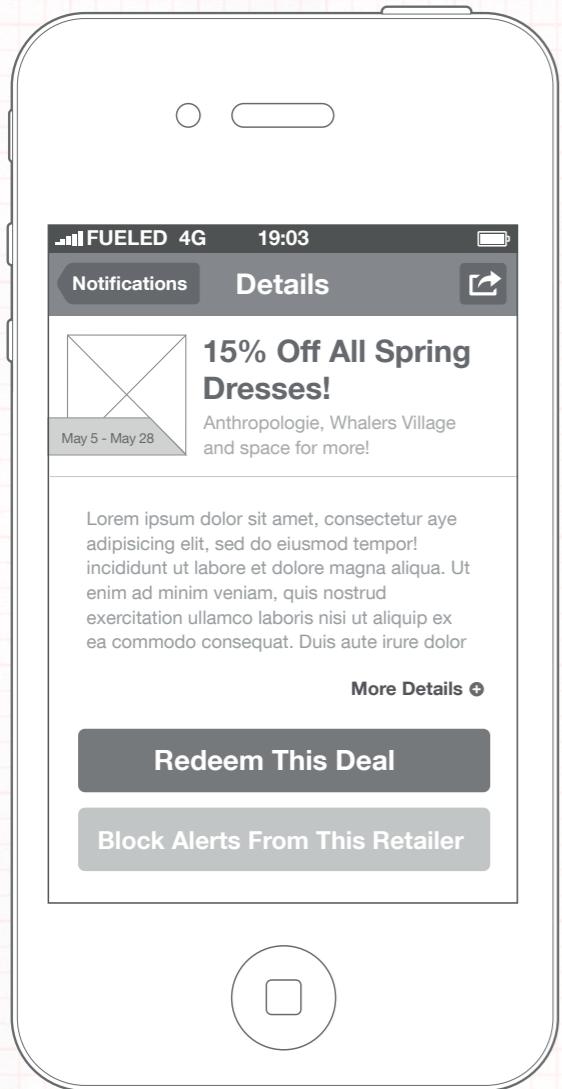


FIG.4.2.1

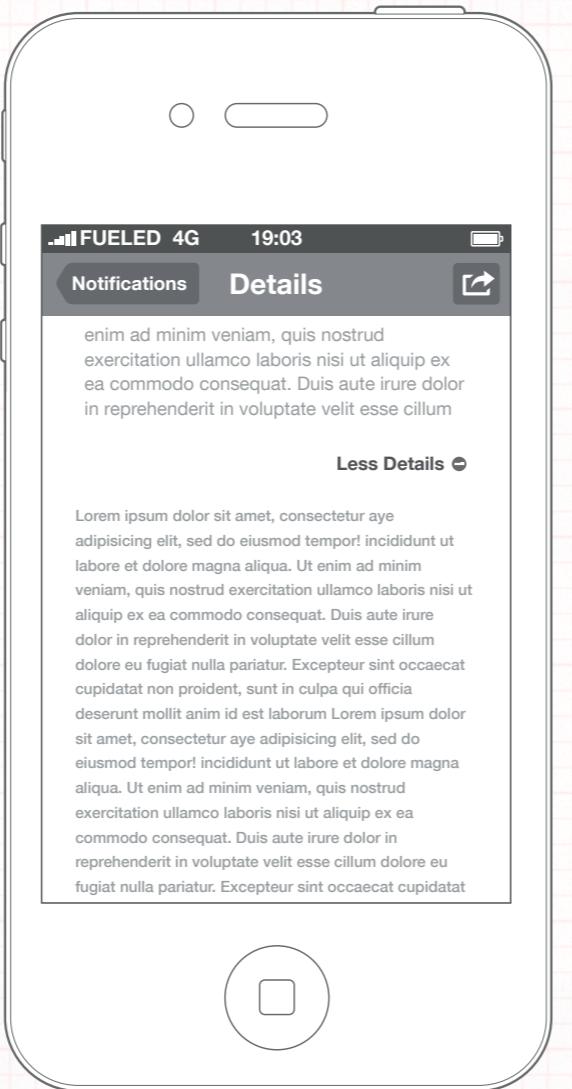


FIG.4.2.2

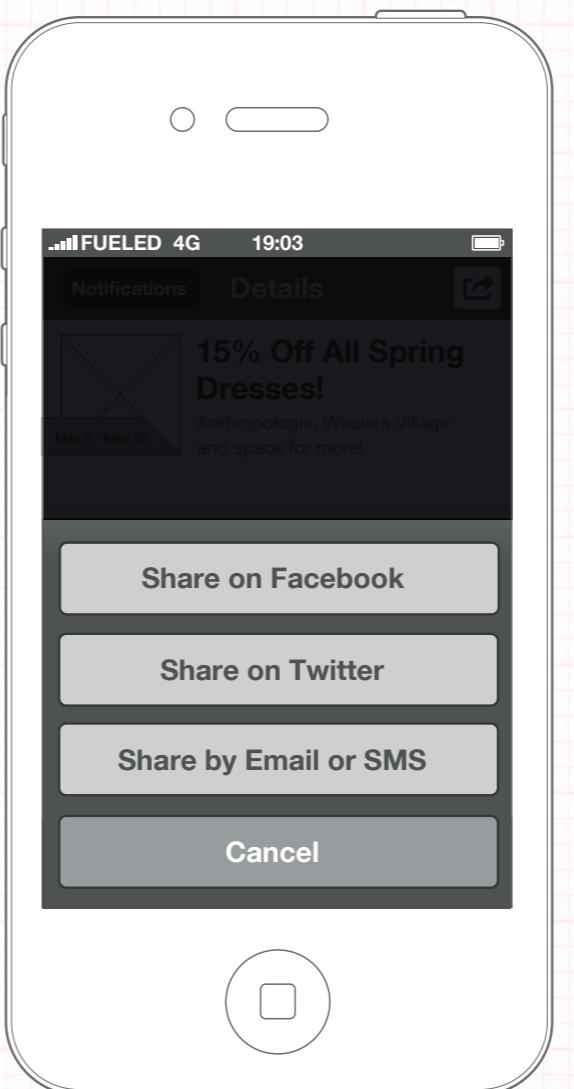


FIG.4.2.3

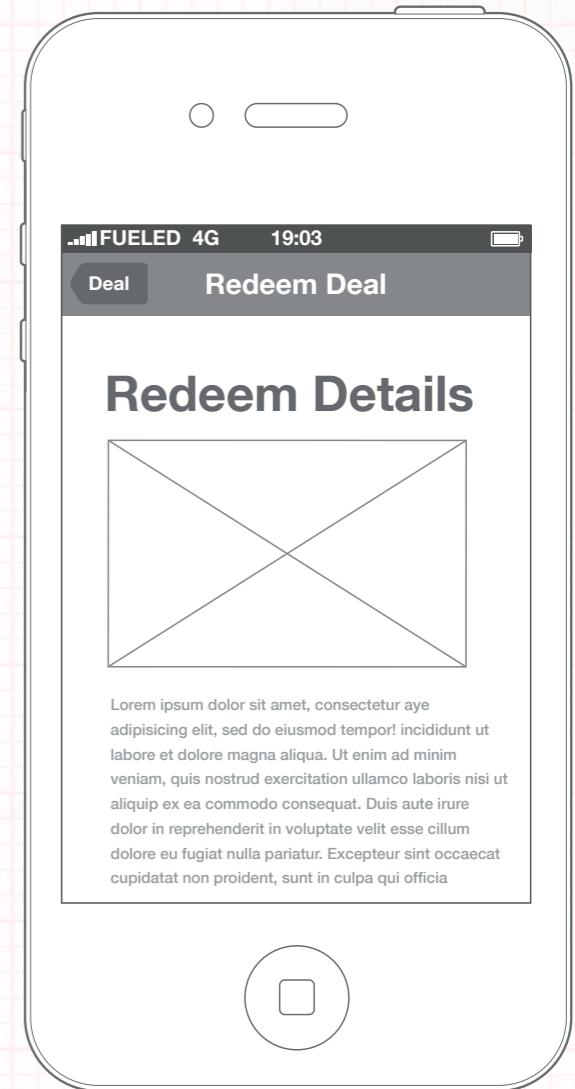


FIG.4.2.4

USER FLOW

INDIVIDUAL DEAL

This screen features the notification information and the retailer's information. User is also able to redeem the deal (if the notification is a deal) and block alerts from that retailer. By tapping on the Retailer's name the user is taken to that retailer's screen.

On tap the "Block alerts" button will show a modal tooltip that lets the user choose the amount of time to block alerts.

MORE DETAILS

This function shows and hides all additional information regarding the notification.

Today
For Now
Forever

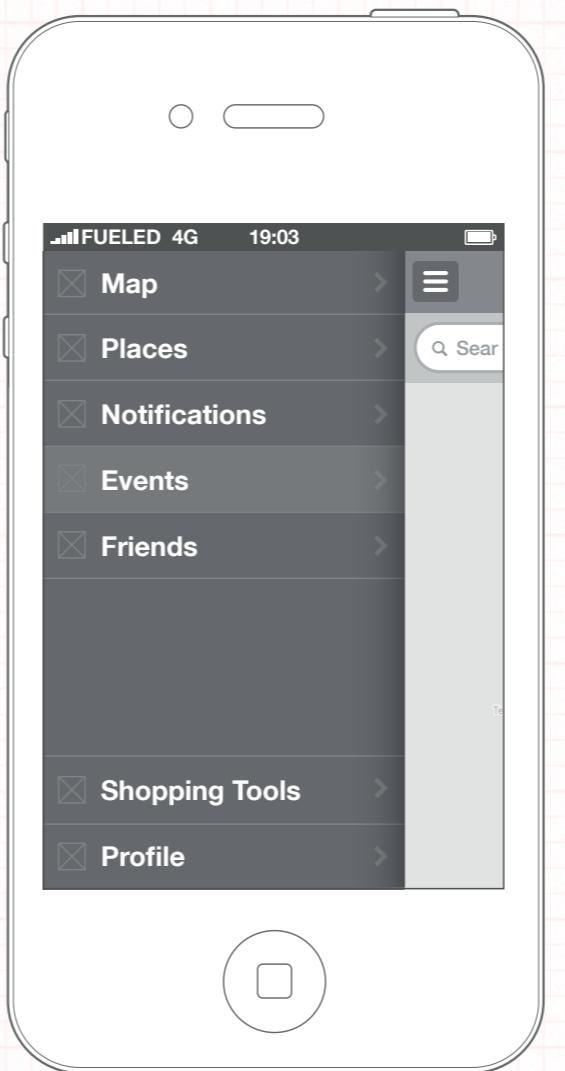
Block Alerts From This Retailer

SHARE A DEAL

After tapping the share button the user can choose how she wants to share the notification.

REDEEM DEAL

If the notification is about a deal, this screen features the details for redeeming that deal.



5. EVENTS

FLOW 5.1. EVENTS

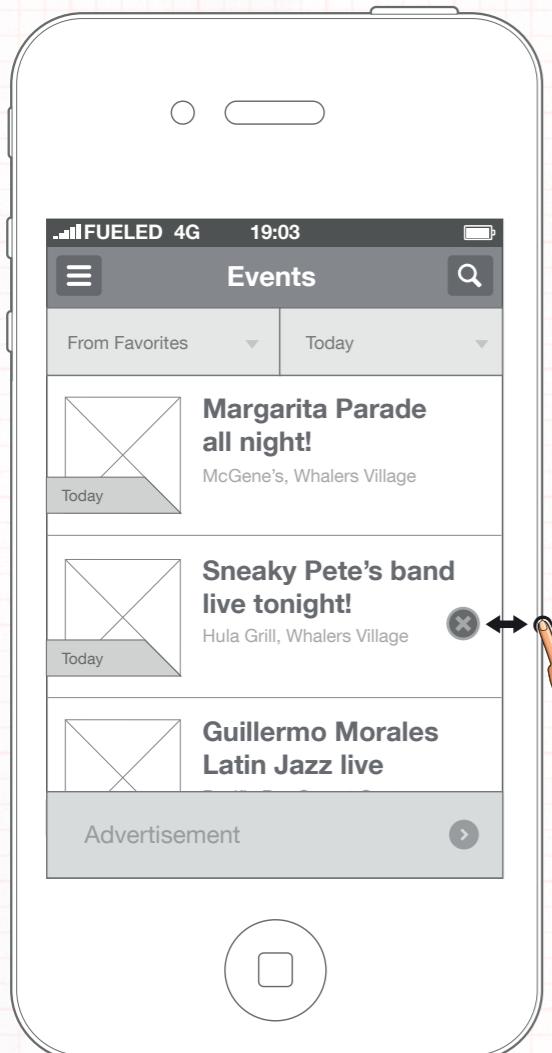


FIG.5.1.1

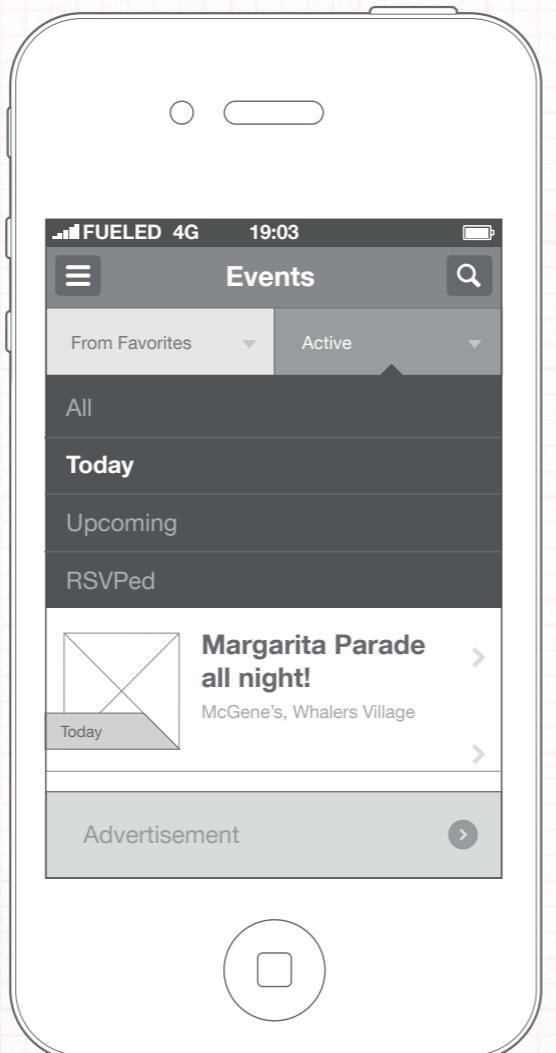


FIG.5.1.2

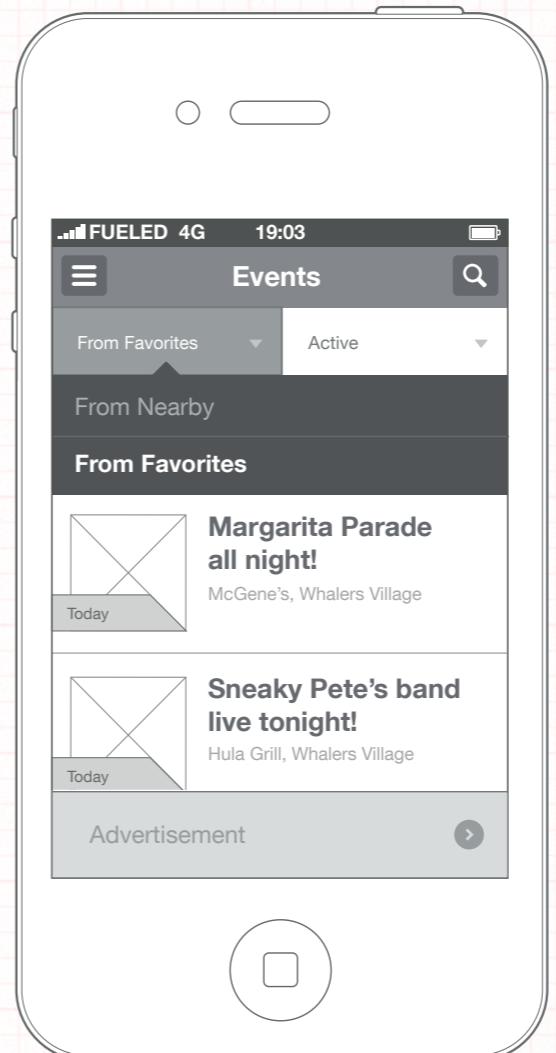


FIG.5.1.3

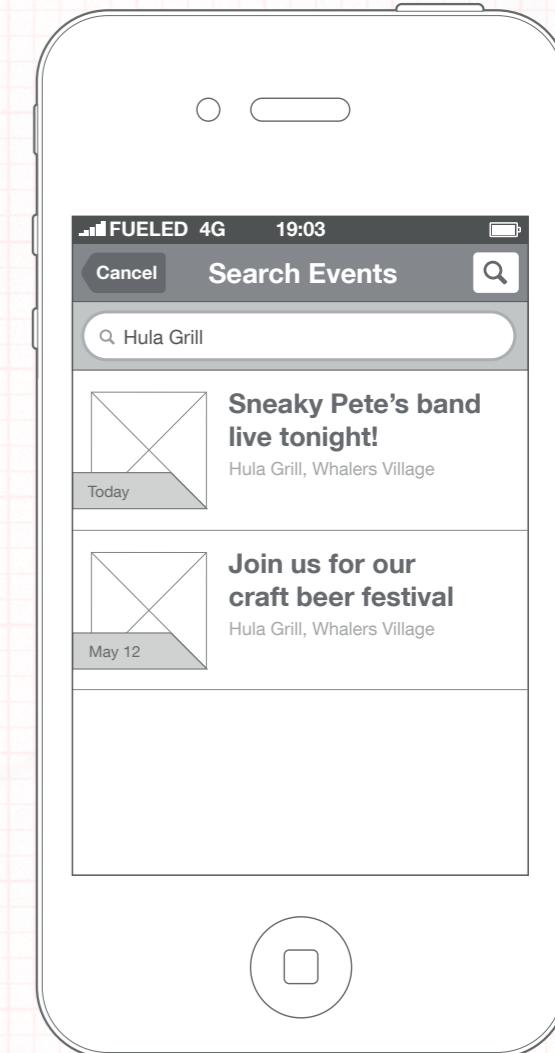


FIG.5.1.4

USER FLOW

EVENTS

This section features all the events that are available to the user. Each event features the deal's title, the vendor's name and mall, and the time factor (when it starts if upcoming, when it ends if active). Events can be filtered down by 2 filters: "From who" and status. These filters can be used at the same time and combined to narrow down the deals.

STATUS FILTER

When the user taps on this filter a dropdown appears. The user is able to choose to view events with these statuses: Today, upcoming, RSVPed, and all of these.

"FROM" FILTER

When the user taps on this filter a dropdown appears. The user is able to choose to view events from all nearby or from favorites.

SEARCH EVENTS

User can search through events by tapping on the search button on the top right corner.

FLOW 5.2. INDIVIDUAL EVENT

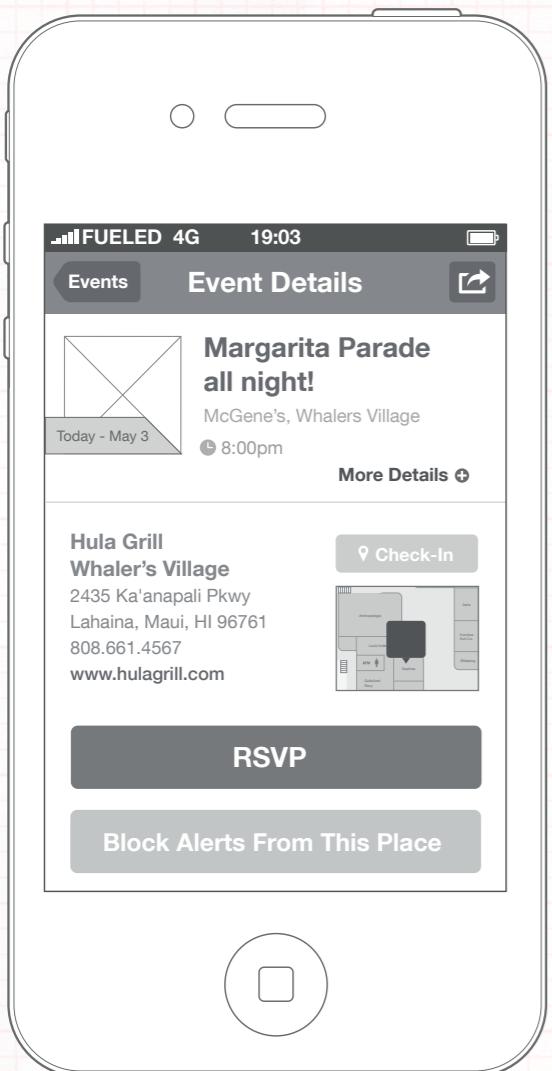


FIG.5.2.1

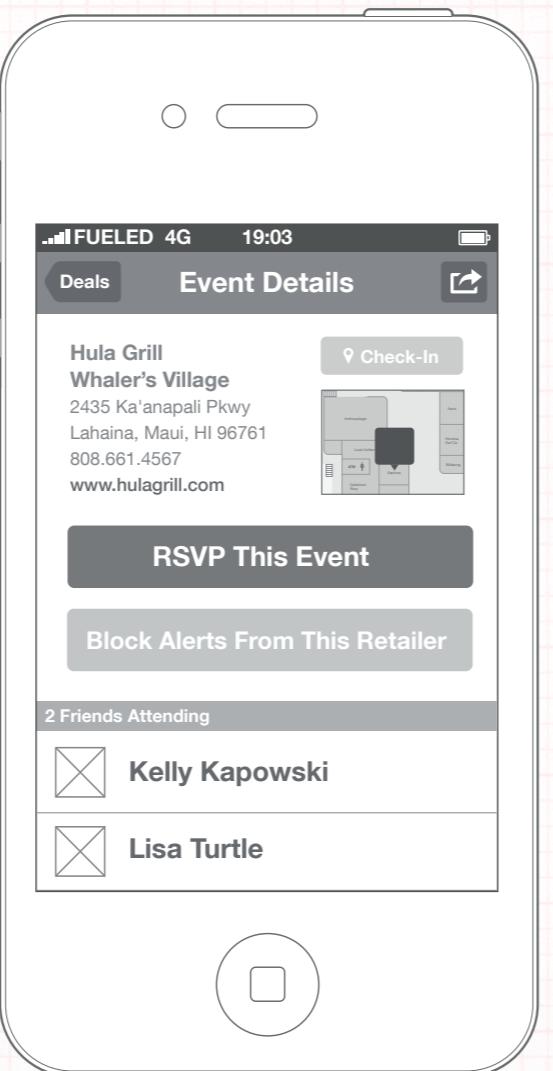


FIG.5.2.2

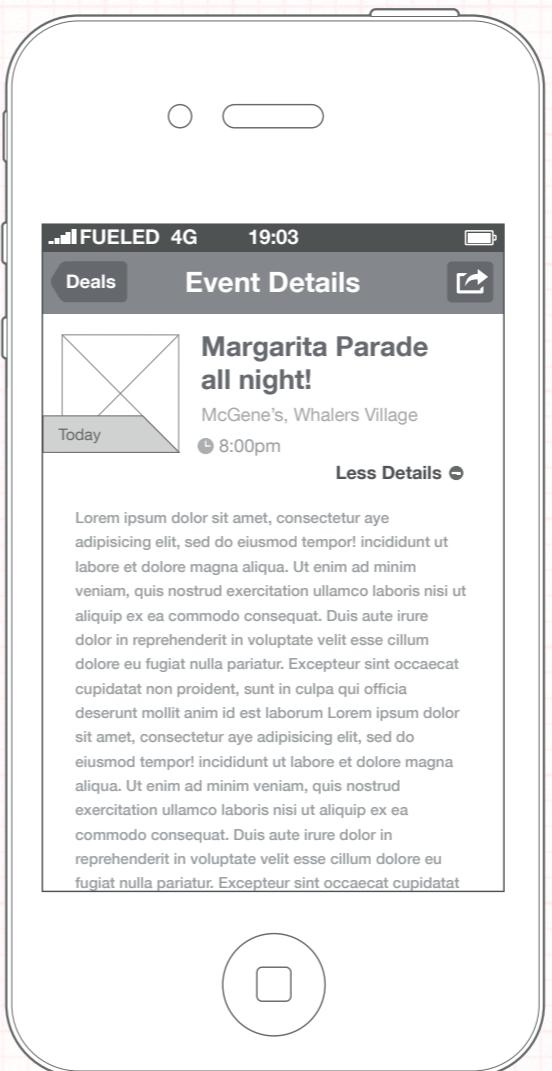


FIG.5.2.3

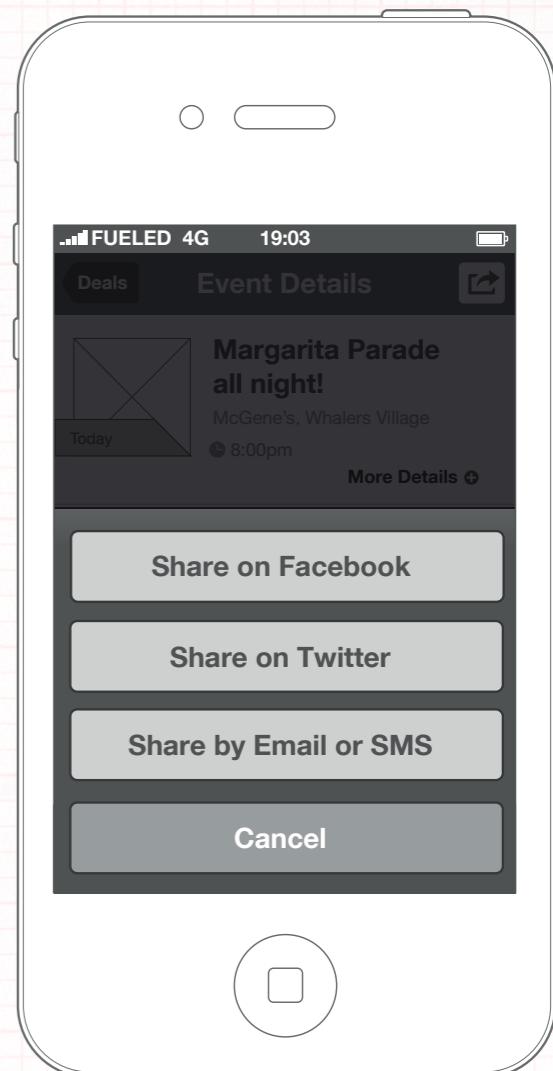


FIG.5.2.4

USER FLOW

INDIVIDUAL EVENT

This screen features the event's information and the mall or retailer's information. By tapping on the map thumbnail the user will be sent to the deal's retailer located on the mall map. User is also able to RSVP the event and block alerts from that retailer or mall.

On tap the RSVP button will show a modal tooltip that lets the user choose to get a reminder for the event or not.

INDIVIDUAL EVENT (CONTINUED)

The individual event's page also features a list of friends attending the event. The RSVP button will automatically send event reminders when enabled, a reminder will be sent twice: the morning of the day before the event, and 2 hours before the event begins.

MORE DETAILS

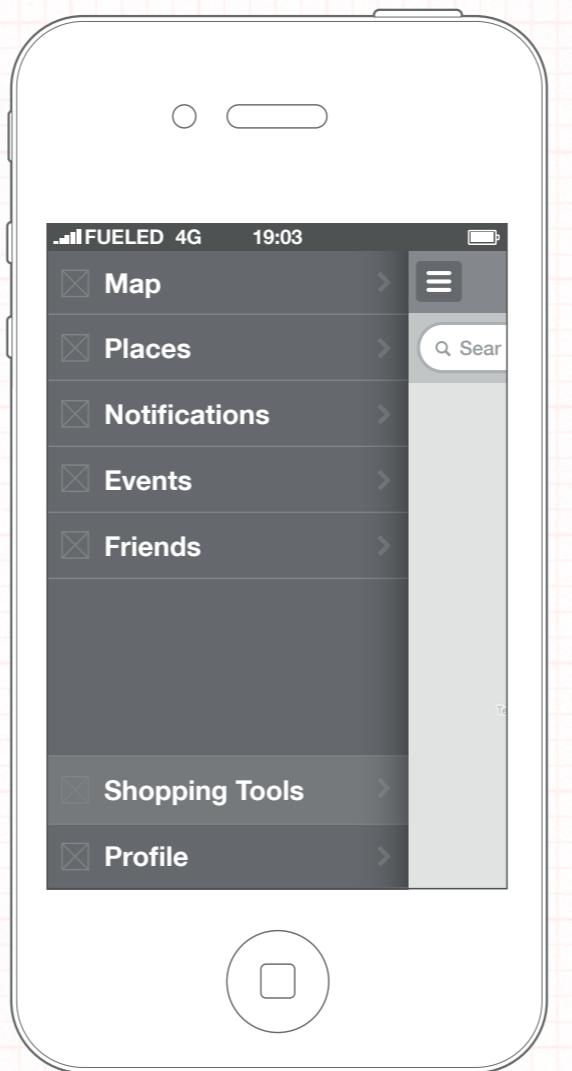
This function shows and hides all additional information regarding the event.



RSVP

SHARE AN EVENT

After tapping the share button the user can choose how she wants to share the event.



6. SHOPPING TOOLS

FLOW 6.0 SHOPPING TOOLS MENU

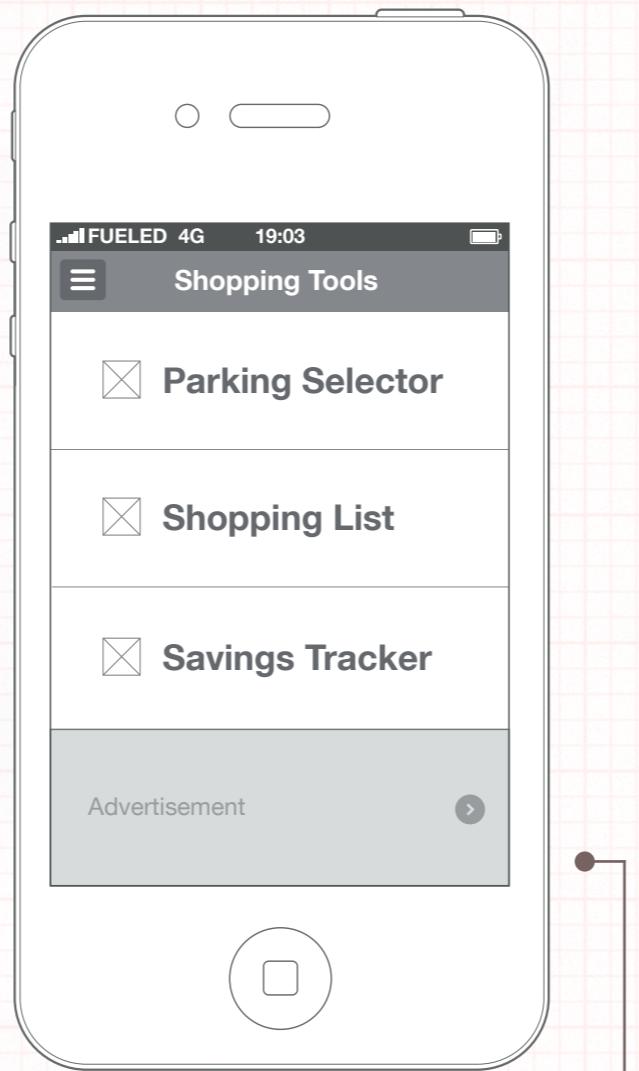


FIG.6.0

USER FLOW

TOOLS MENU

This screen features the buttons to the 3 shopping tools in V1 of the App.

FLOW 6.1. PARKING SELECTOR

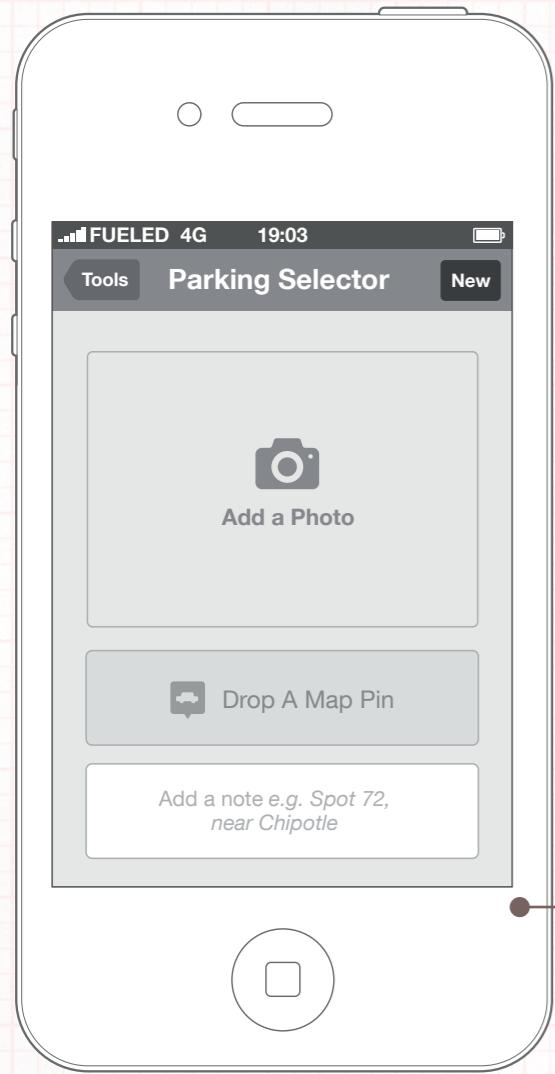


FIG.6.1.1

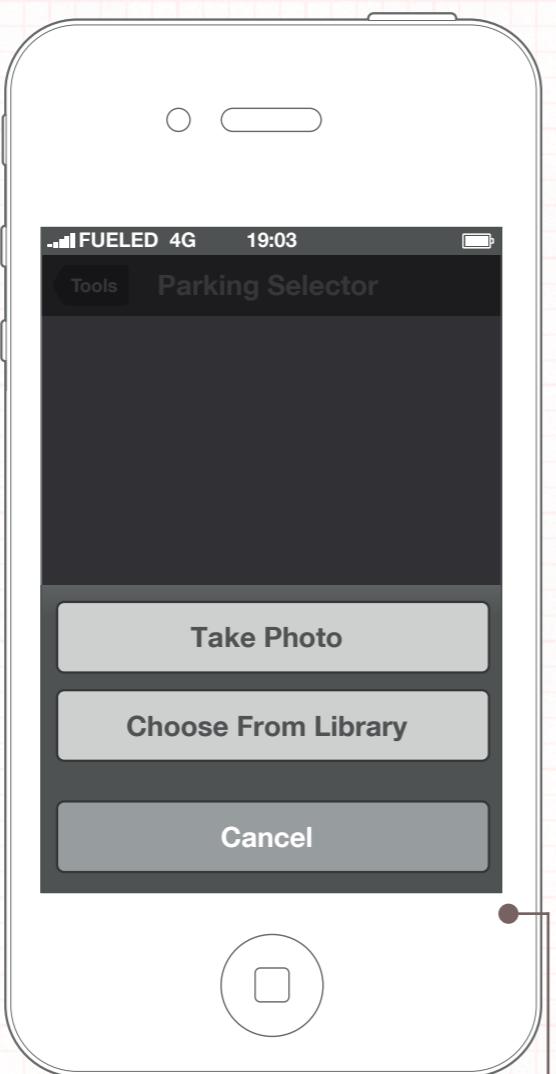


FIG.6.1.2

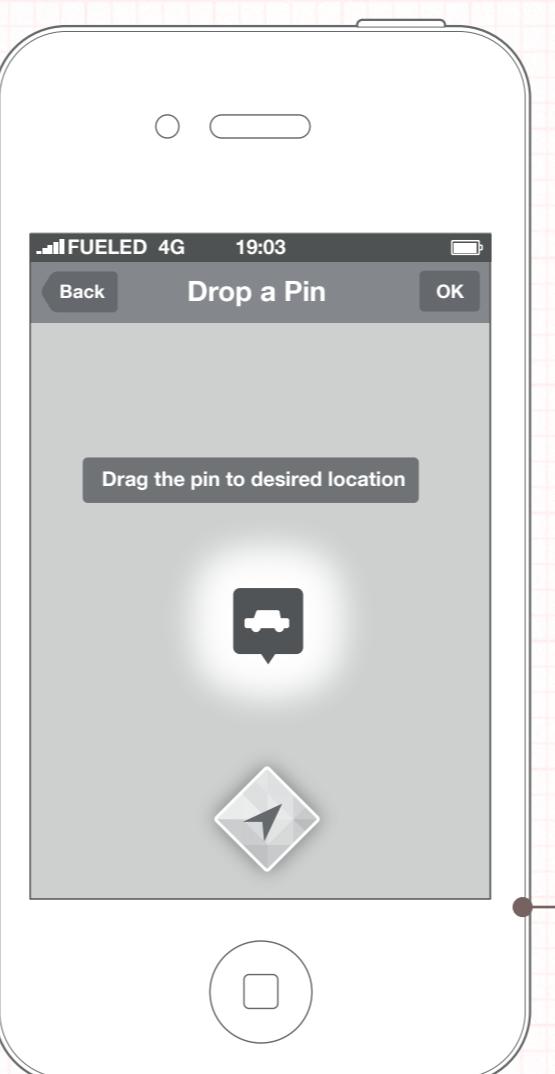


FIG.6.1.3

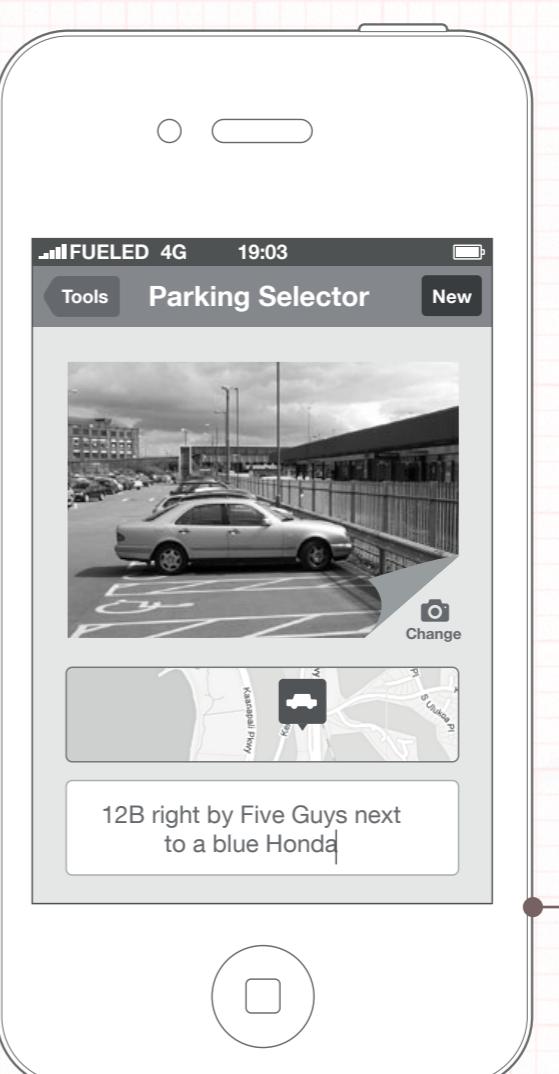


FIG.6.1.4

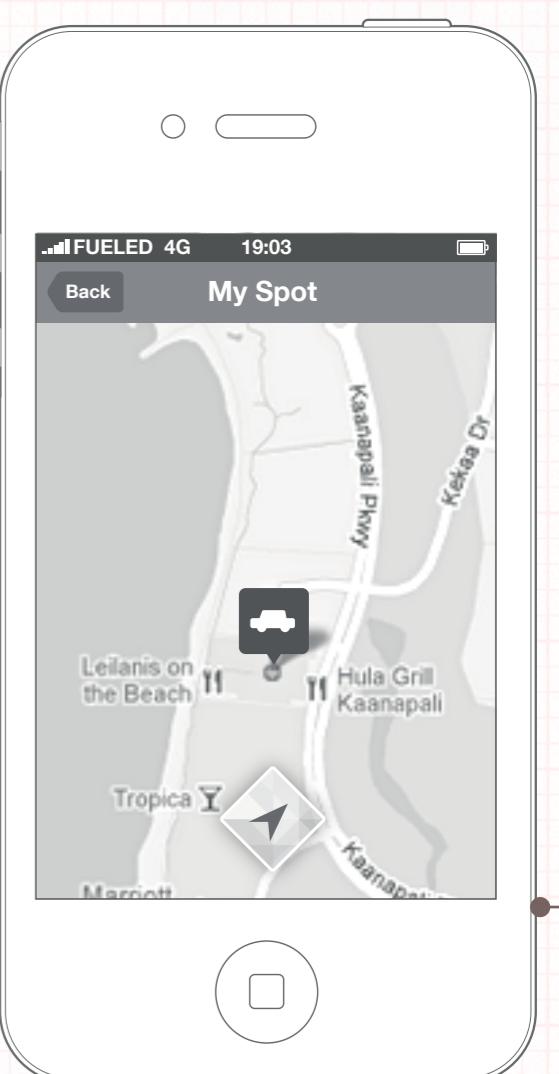


FIG.6.1.5

USER FLOW

UNPOPULATED

The parking selector screen features 3 large buttons: 'Add a photo', 'Drop a map pin' and 'Add a note'.

ADD A PHOTO

User can choose to take a photo or choose one from the camera roll. Both of these options are native iOS.

DROP A PIN

A generic information view accessible by tapping on the 'i' glyph available on various screens throughout the app. It will be possible to access ShopSuey's Terms of Use and Privacy Policy listings.

POPULATED

When the user taps on "drop a map pin" a parking - labeled pin is dropped on the user's current location and displayed on a map thumbnail.

Then the user taps on the note area, "add a note" will disappear and the keyboard will slide in.

MAP

When the user taps on the map thumbnail she will be sent to the street map view of the parking spot.

FLOW 6.2. SHOPPING LIST

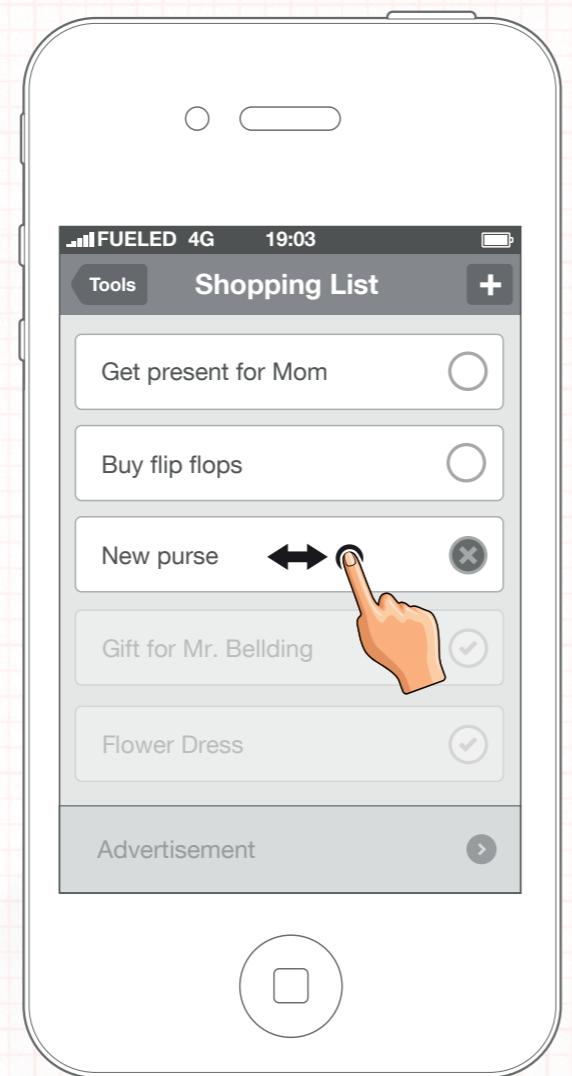


FIG.6.2.1

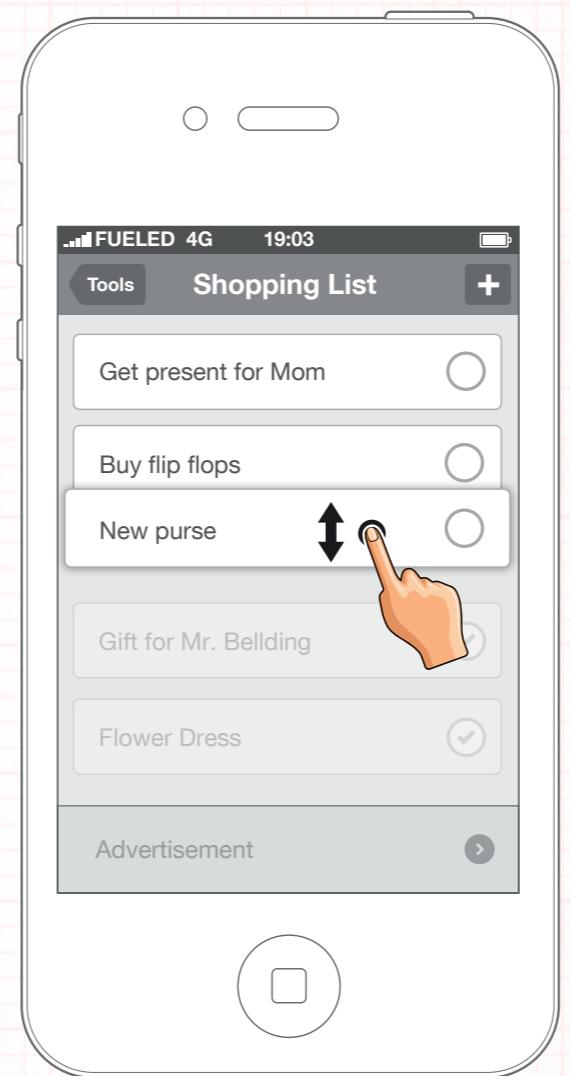


FIG.6.2.2

USER FLOW

SHOPPING LIST

To add a new list item the user has to tap on the + button. If the user checks on an item, it gets grayed out and falls to the bottom of the list.

SHOPPING LIST

A delete item button is revealed on horizontal swipe and items can be re-arranged by dragging them vertically.

FLOW 6.3. SAVINGS TRACKER

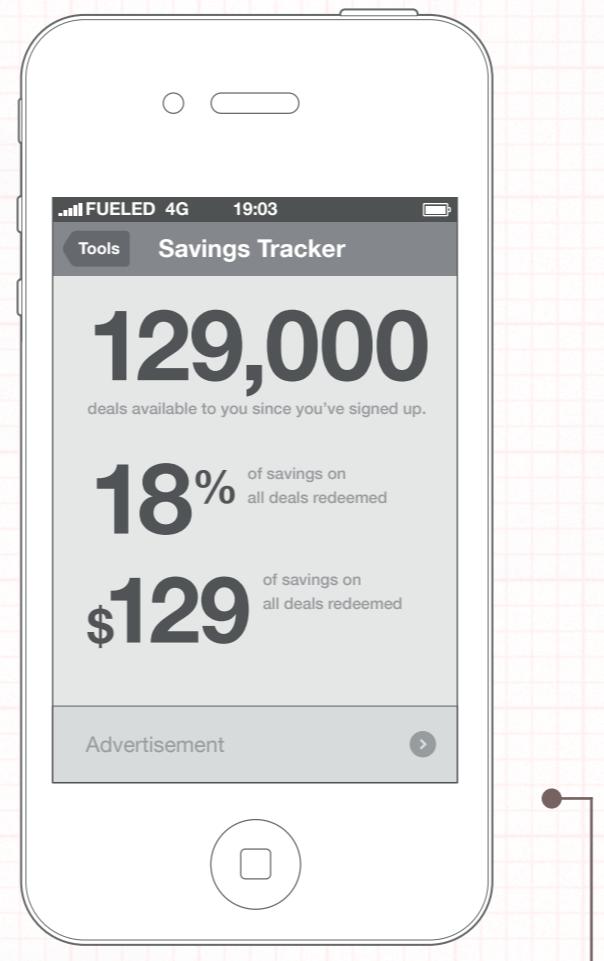
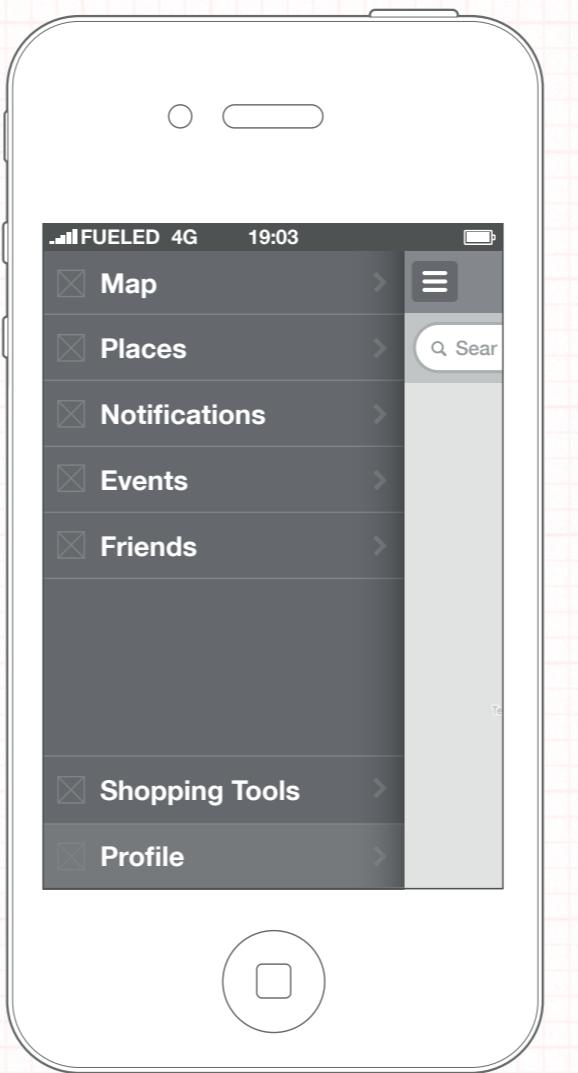


FIG.6.3

USER FLOW

SAVINGS TRACKER

The savings tracker features graphs of the total number of deals available to the user, the % of savings on deals redeemed and the amount of money saved on all deals redeemed.



7. PROFILE

FLOW 7.1. PROFILE

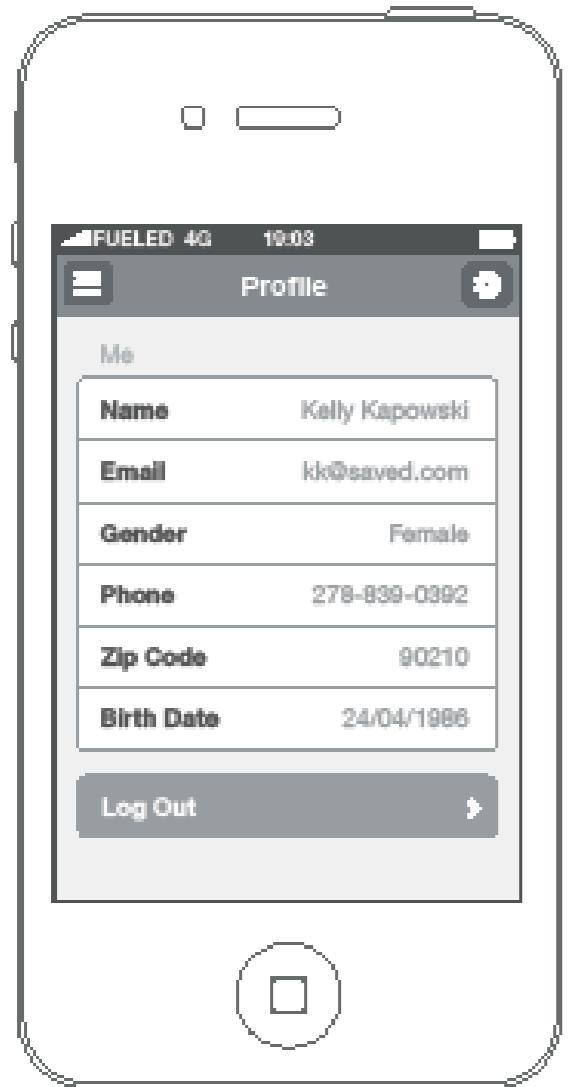


FIG.7.1.1

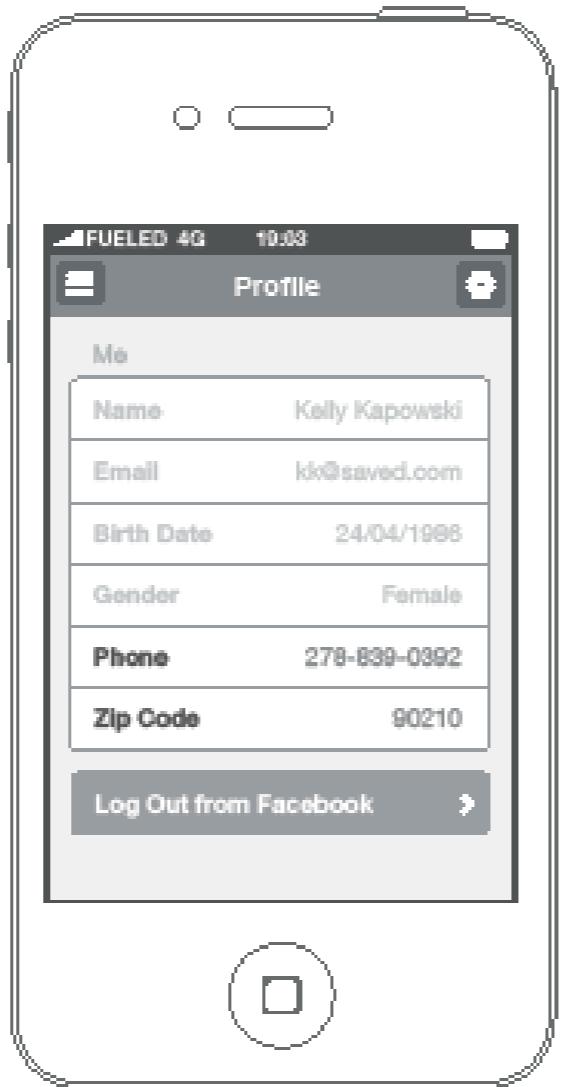


FIG.7.1.2

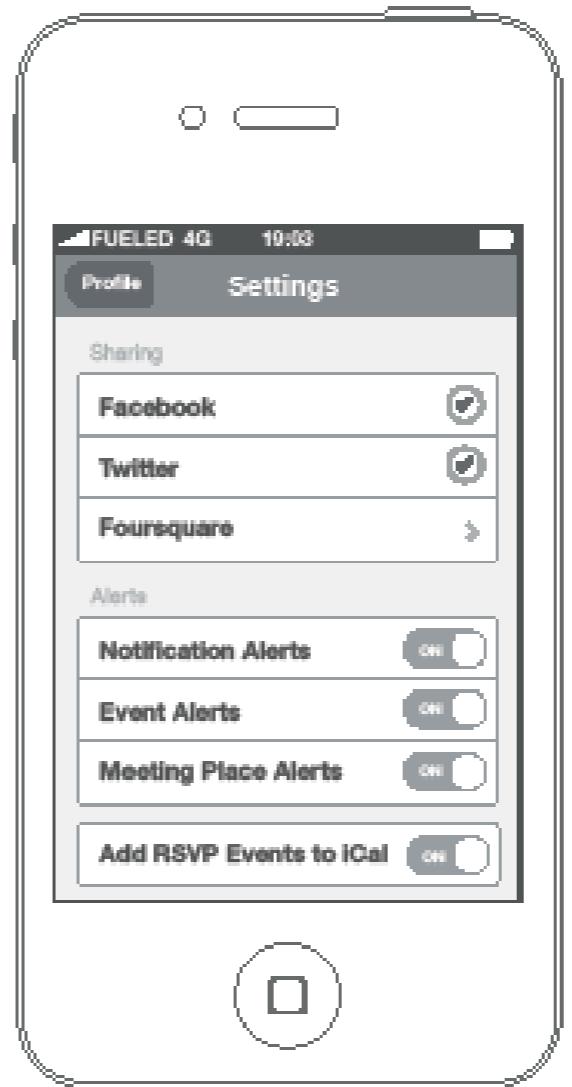


FIG.7.1.3

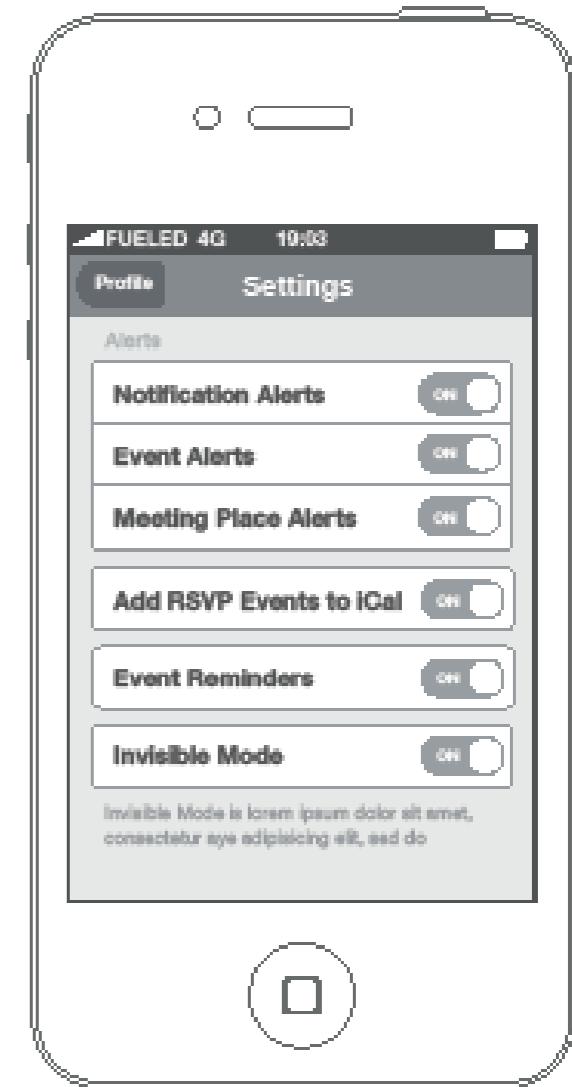


FIG.7.1.4

USER FLOW

PROFILE

Features editable profile information and a logout button.

PROFILE - FACEBOOK CONNECTED

User can only edit phone number and Zip code.

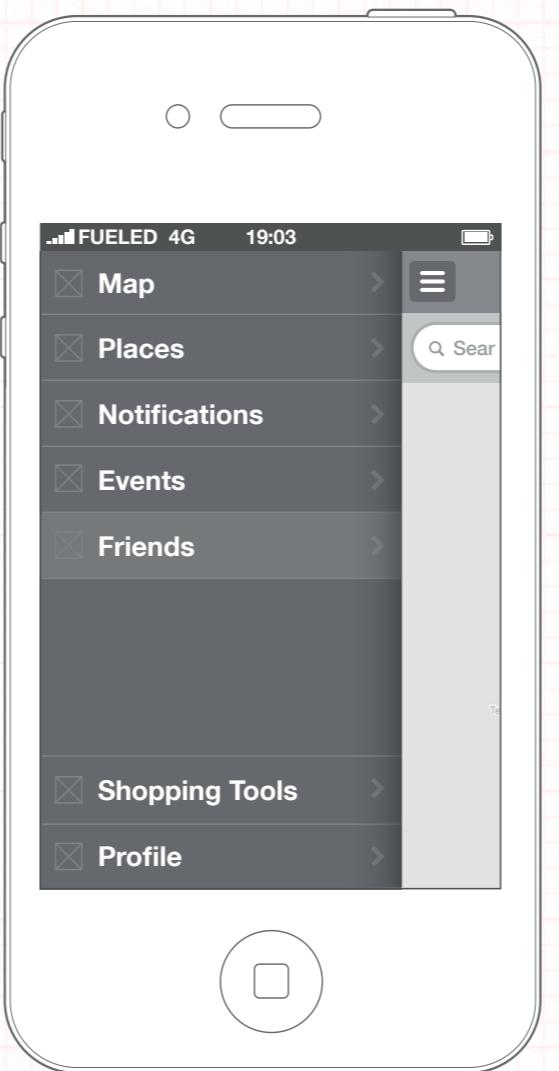
SETTINGS

After tapping the settings button at the top right of the profile screen the user can edit the settings.

Sharing services that have been setup display a check mark and ones that haven't been setup display an arrow that sends user to that service's setup screen.

SETTINGS (CONTINUED)

Maximum alerts per day and invisible mode options bring a picker in.



8. FRIENDS

FLOW 8.1 FRIENDS

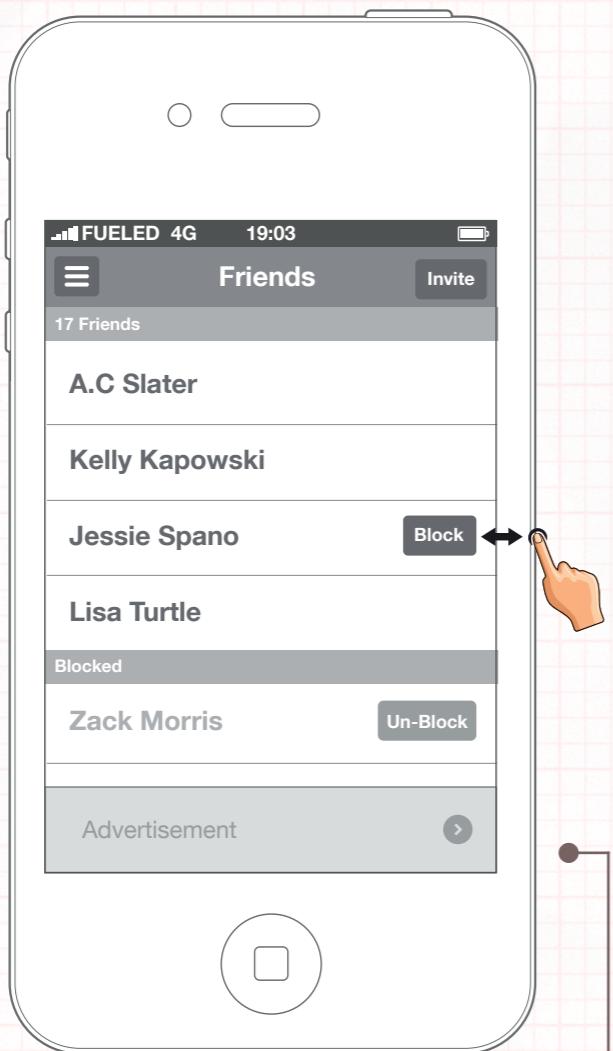


FIG.8.1.1

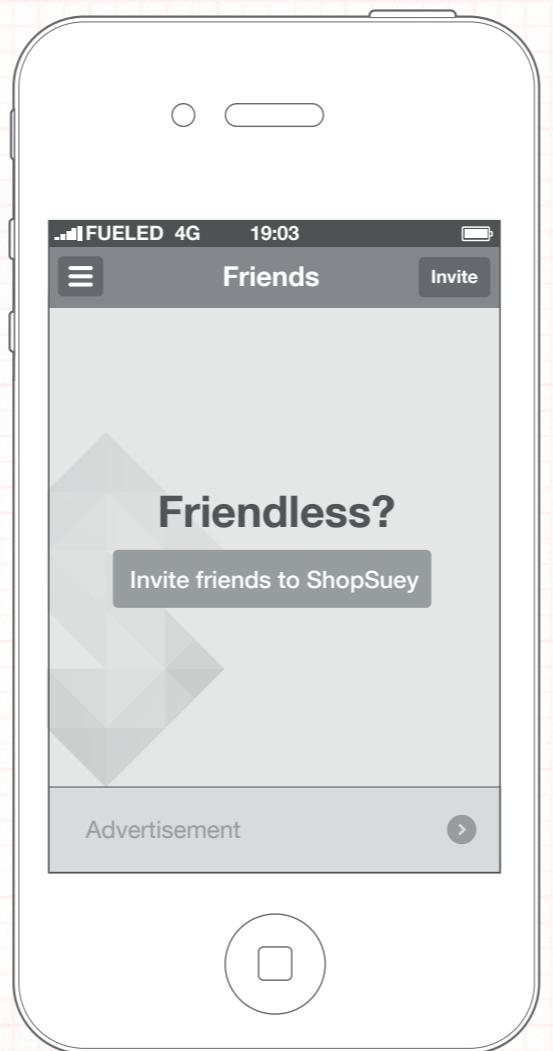


FIG.8.1.2

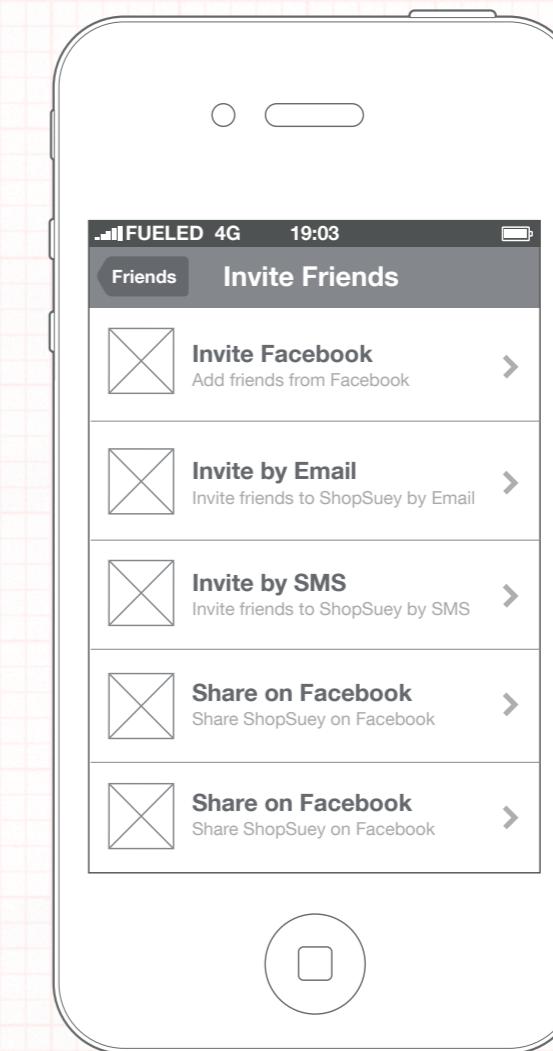


FIG.8.1.3

USER FLOW

FRIENDS

This screen features an alphabetical list of all friends connected through ShopSuey. User has the option to add friends and delete them through horizontal-swipe..

NO FRIENDS

If the user has no friends a large CTA will send her 3.1.3.

INVITE FRIENDS

The user can choose to look for friends using ShopSuey from Facebook contacts, or invite friends by email or SMS..



Fueled

web: <http://fueled.com>

email: hello@fueled.com

phone: +1.877.819.9244

address: 902 Broadway, 4th fl., New York, NY 10010