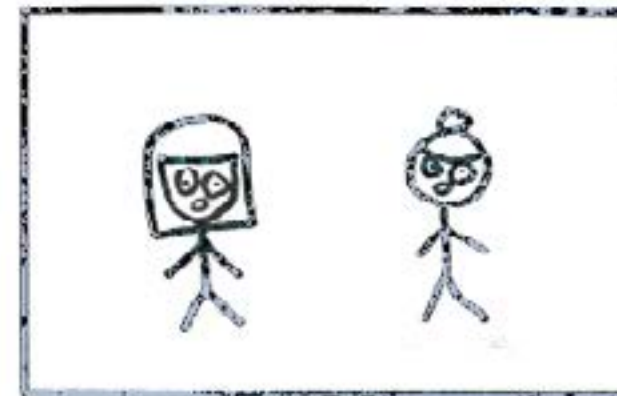
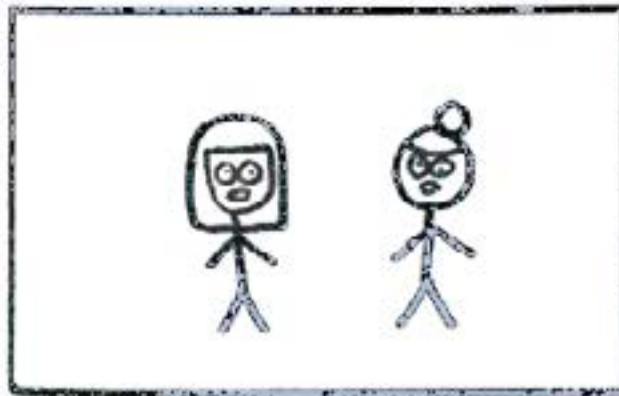
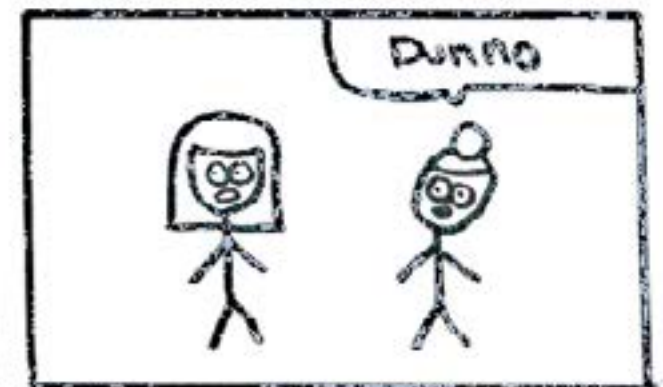
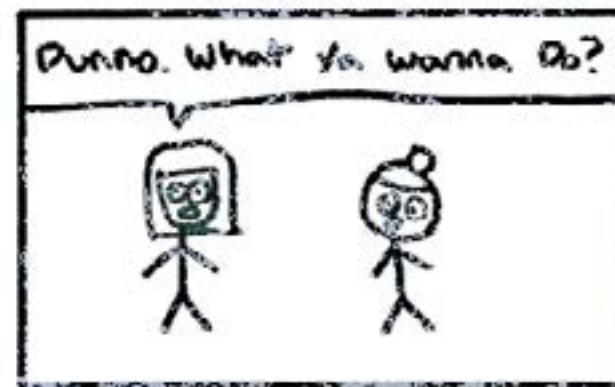
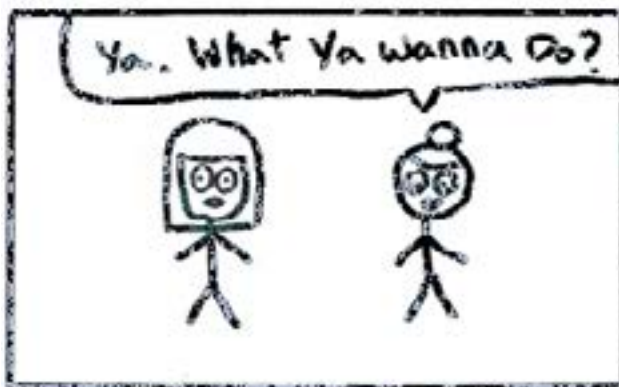
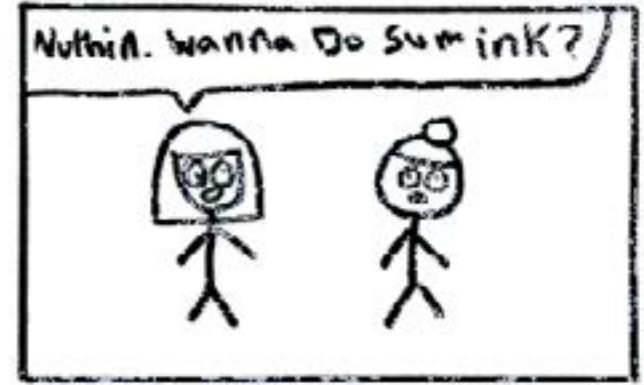
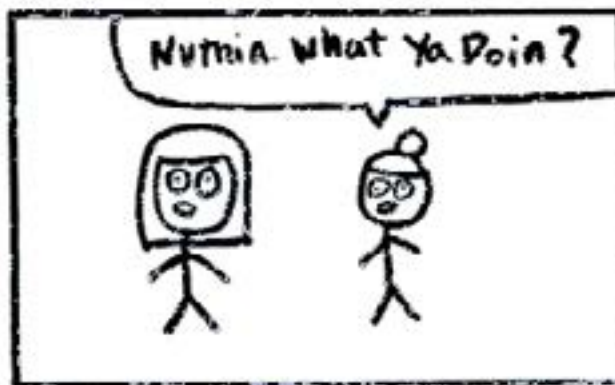
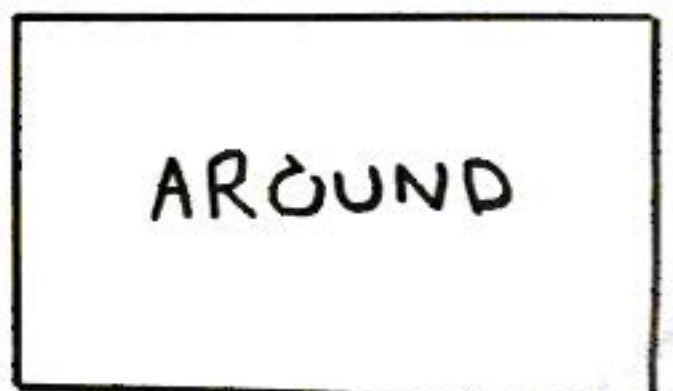
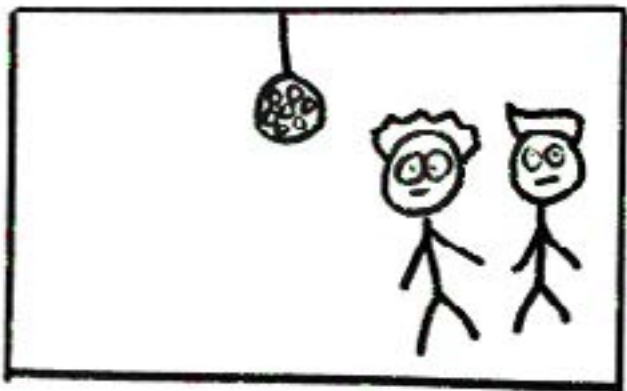
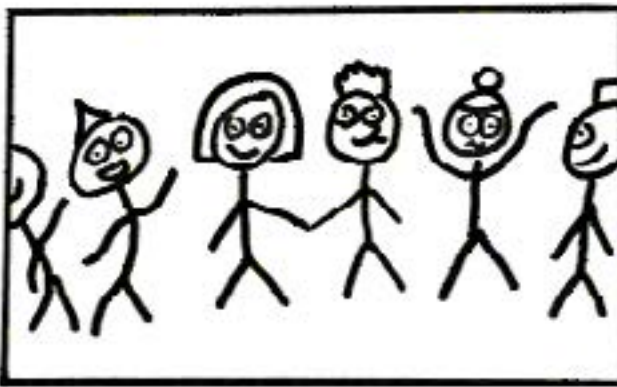
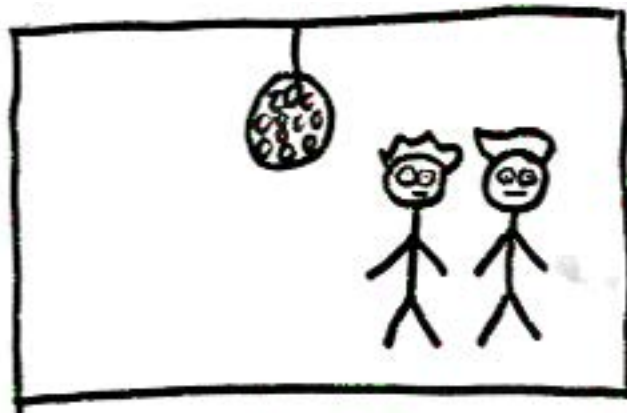


AROUND

# PROBLEM STORY 1



# PROBLEM STORY 2



# SOLUTION IDEAS

## MVP

Users pin locations on a public map

Users up/down vote and comment on the pins

All live and refreshed everyday

## Scope

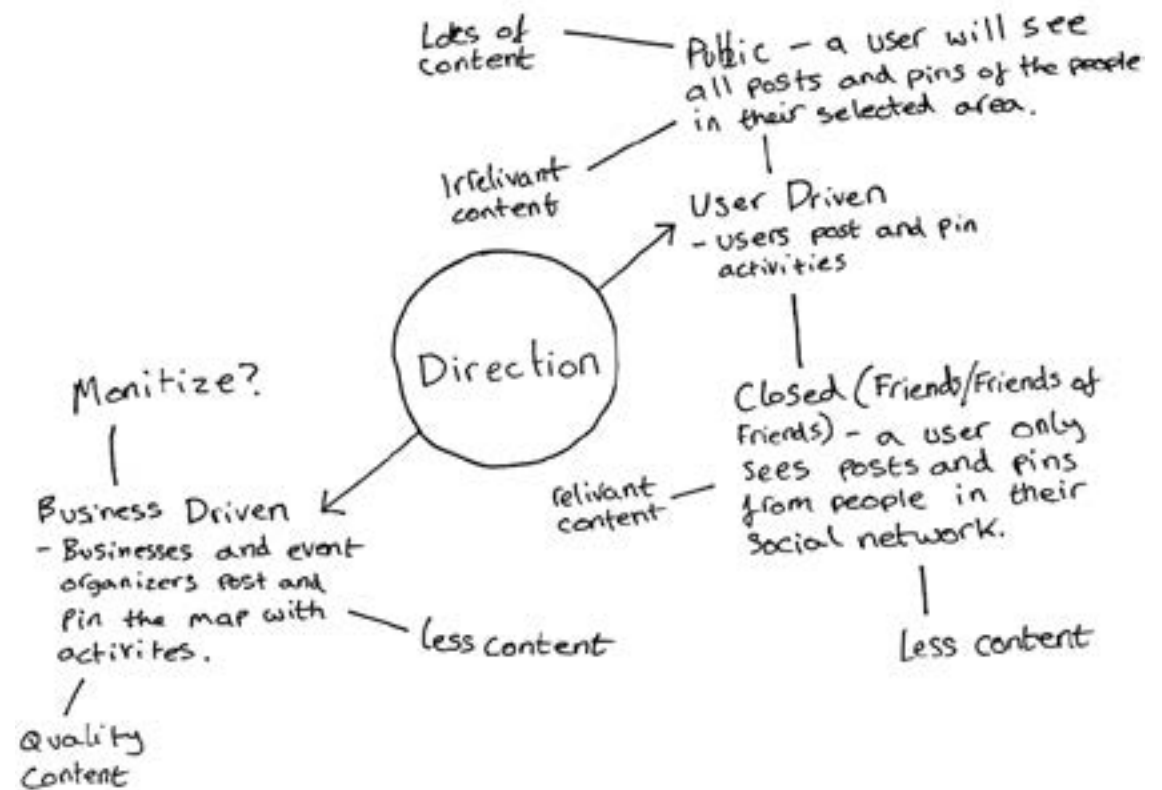
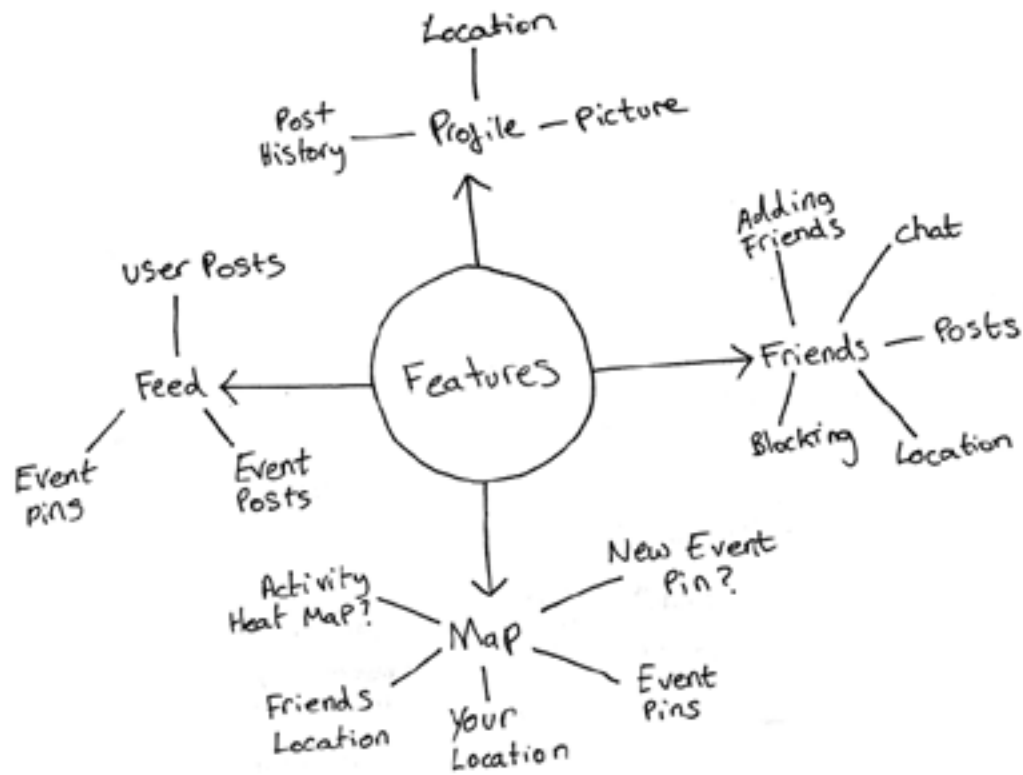
Connect with friends with check in feature

Feed with filters to see the top rated locations around your location

## Monitize

Businesses advertise events on map

# BRAINSTORMS



**USER RESEARCH**



# TARGET AUDIENCE



Young Adults



Friends



Socialble



Socialble



Active Social Media



Explorer



Travel



Active

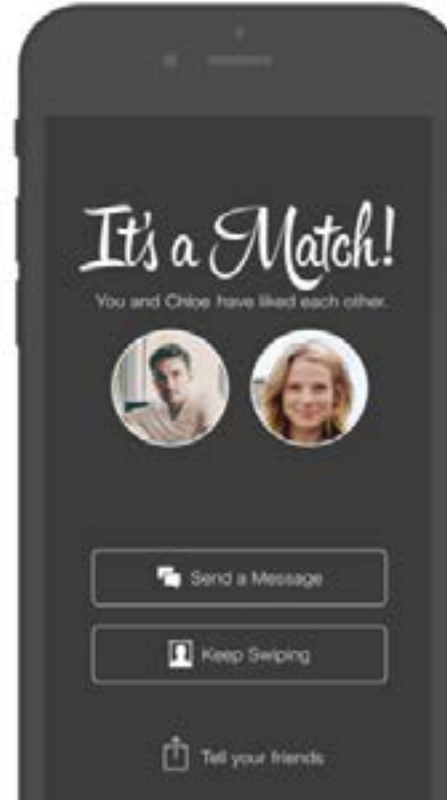
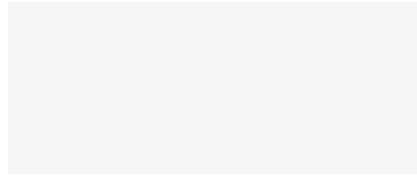


Outgoing

**BRANDING**



# TINDER BRAND RESEARCH



# MOODBOARD

freedom

killed  
PRODUCTIONS

FACE

SUS|||

WALK

Smile

PIANO

!dea

FOOD

# LOGO IDEAS

AR●UND

ARQUND

ARQUND

AROUND

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AROUND

AROUND

AROUND

AROUND

# COLOUR RESEARCH

**Joy**, Sunshine, Tropics, **Enthusiasm**, Happiness, Creativity, **Encouragement**, Determination, Attraction, Success, **Stimulation**, Heat, Healthy Food, Fall, Harvest, **Fascination**, Strength, Endurance

Accepted among **young people**

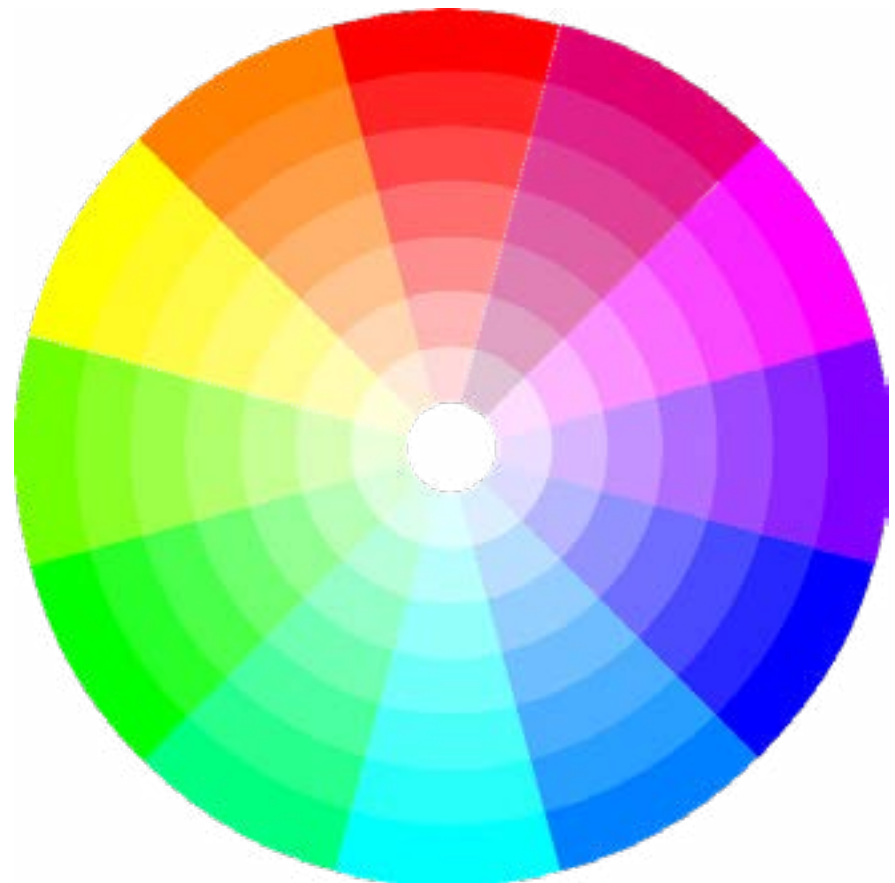
Increases **oxygen** to the brain

**Catch** attention

Very **high visibility**

**Stimulates mental** activity

**Highlight** most important elements



# COLOURS PALETTE CHOICES

## Dark Palette



## Light Palette



ARÒUND

o o o

LOGO FONT

**MYANMAR KHYAY**

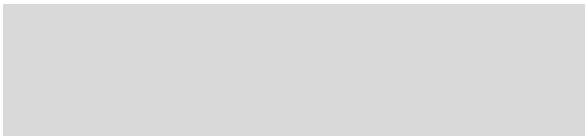
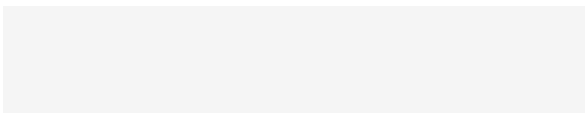
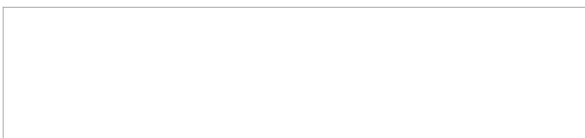
HEADING FONT

**Lato Bold**

BODY FONT

Lato Regular

COLOURS

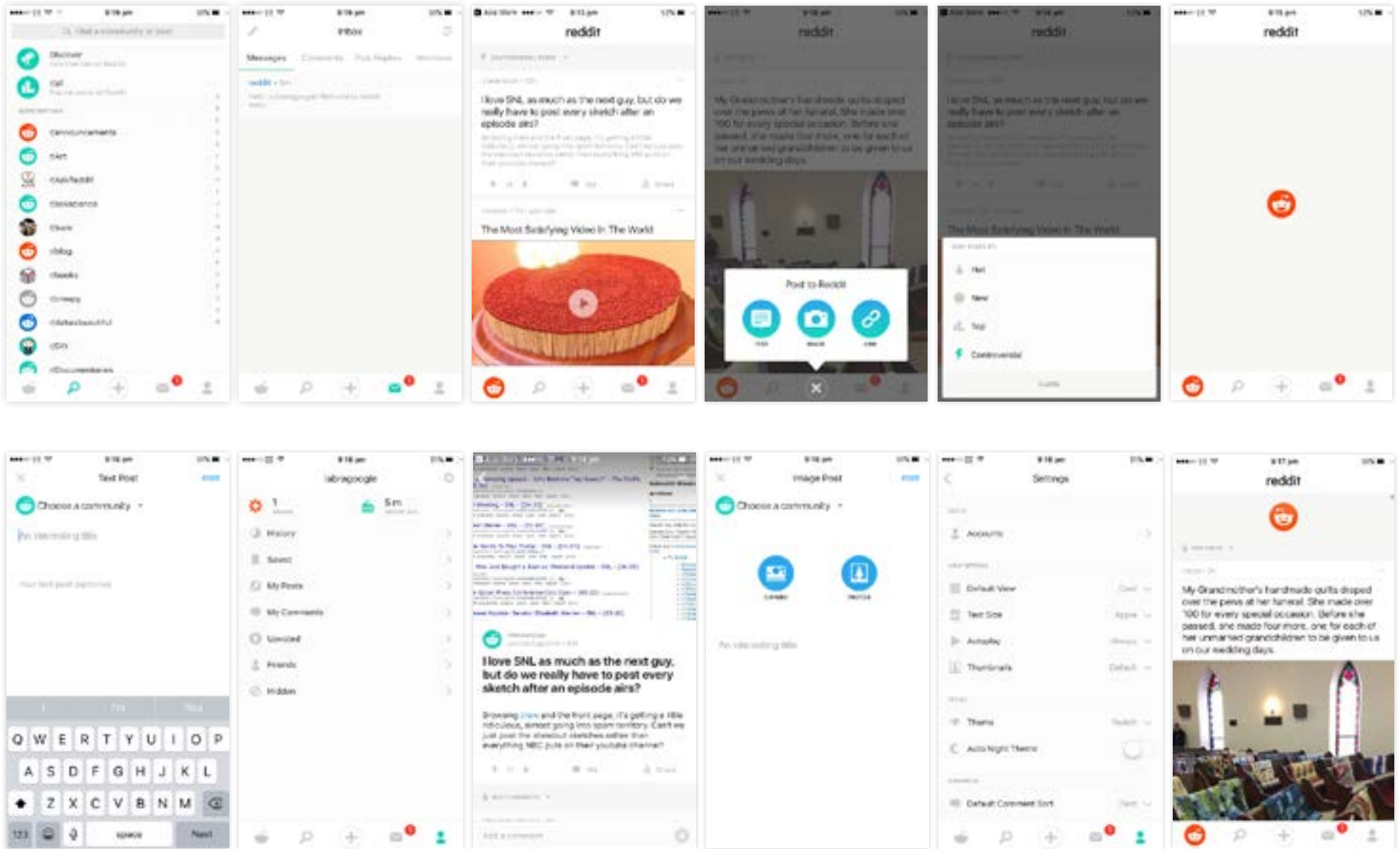


AROUND



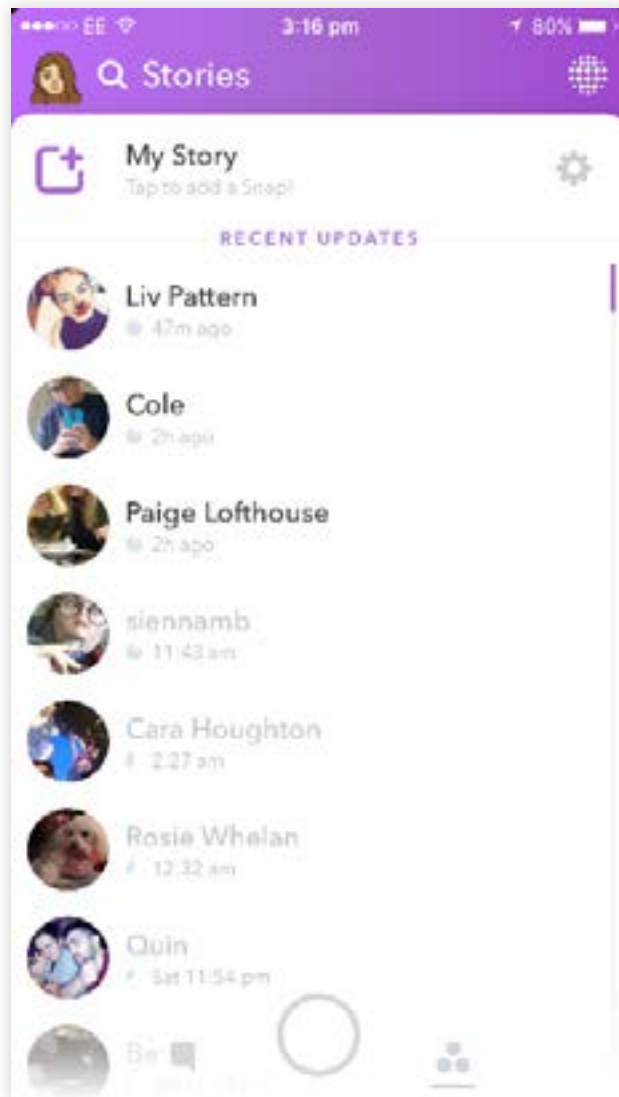
# APP UI RESEARCH

# REDDIT APP RESEARCH

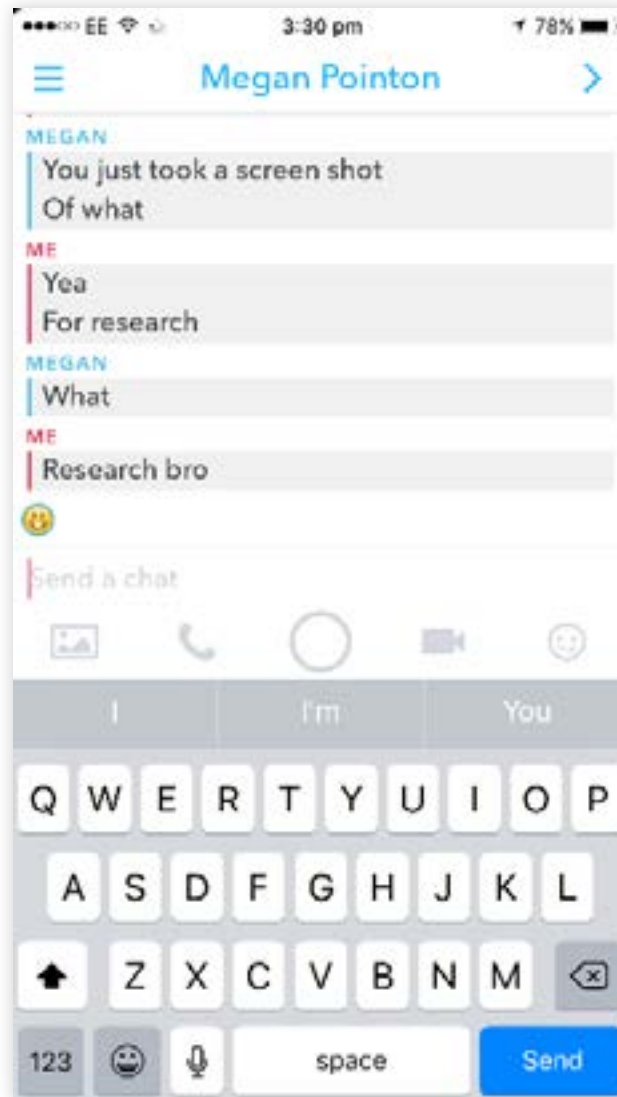


# SNAPCHAT APP RESEARCH

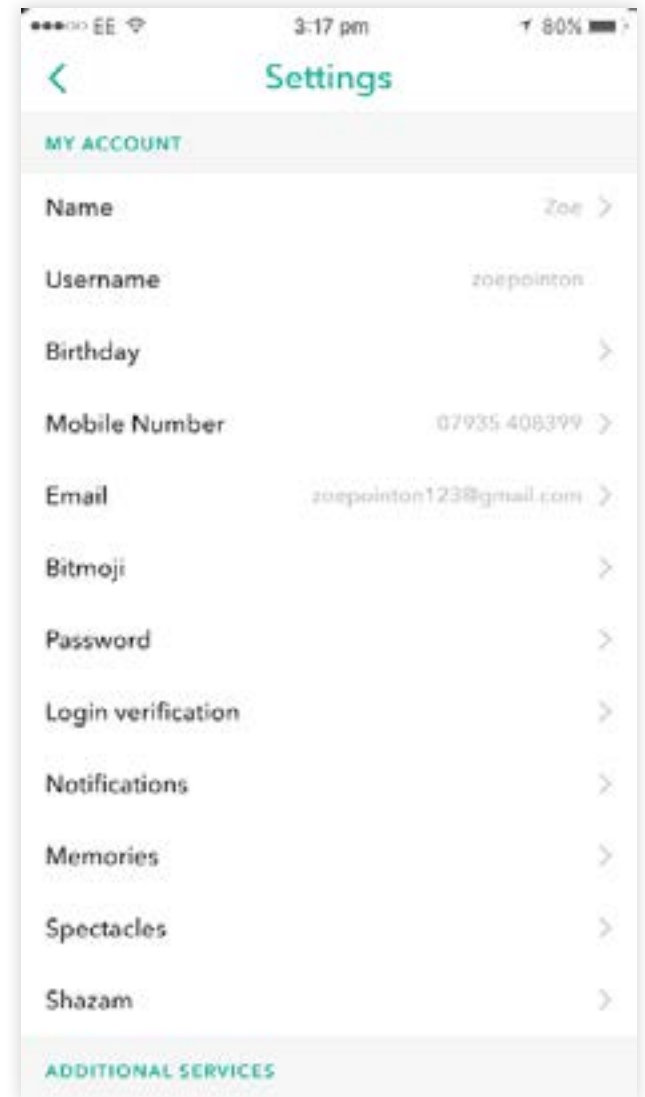
## FRIENDS LIST



## CHAT

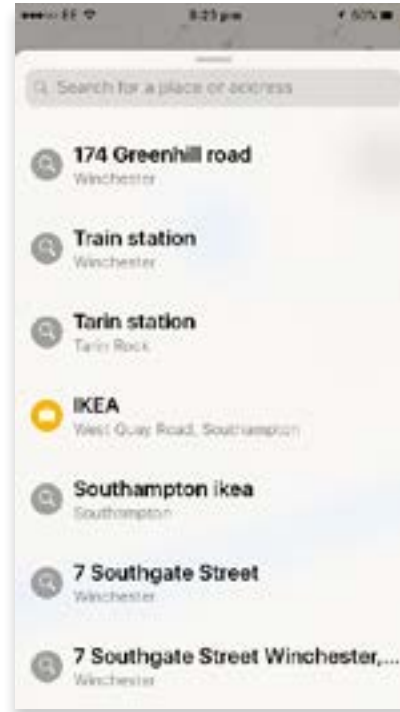
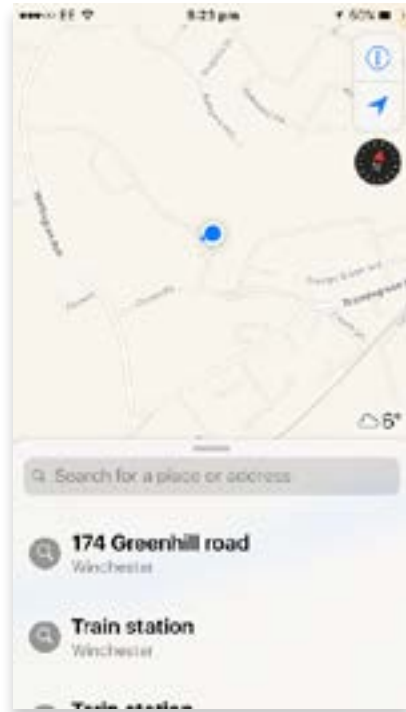
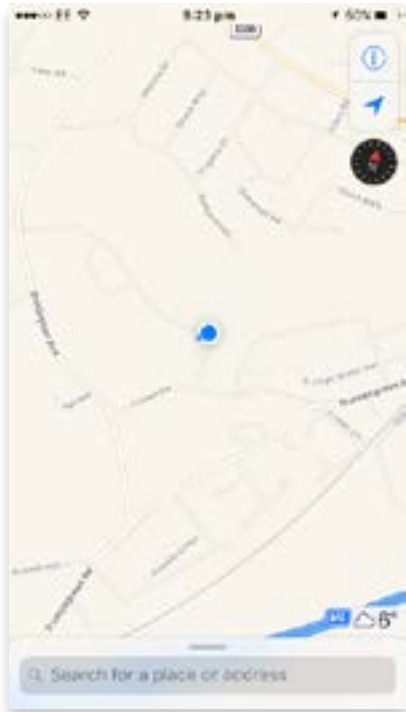


## SETTINGS

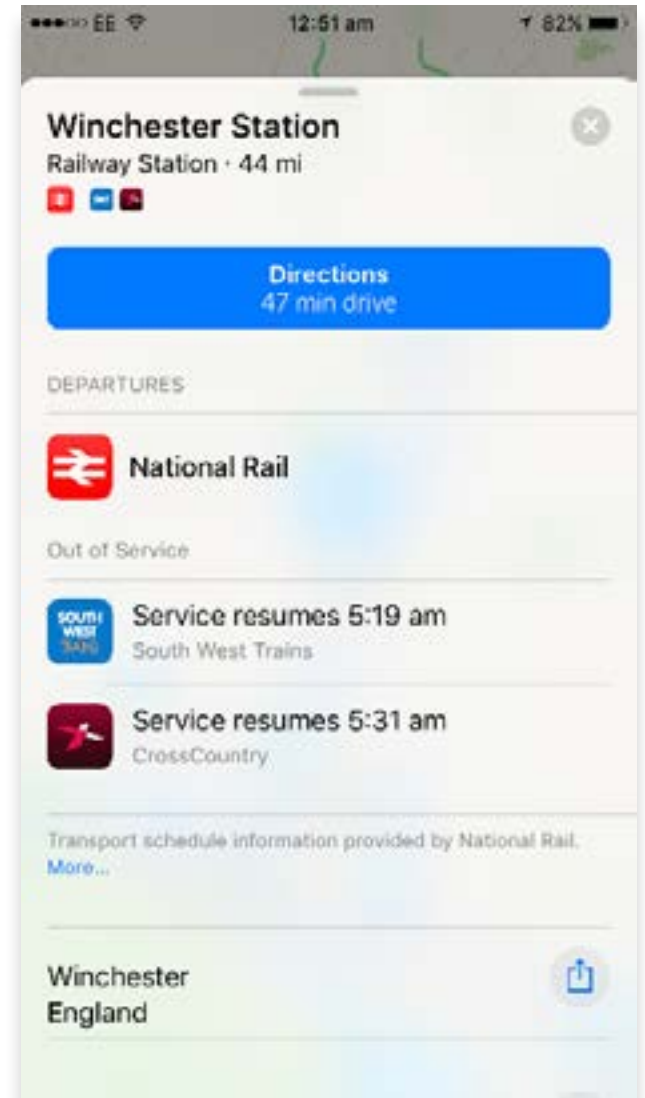


# GOOGLE MAP APP RESEARCH

## FEED AND MAP BEHAVIOUR



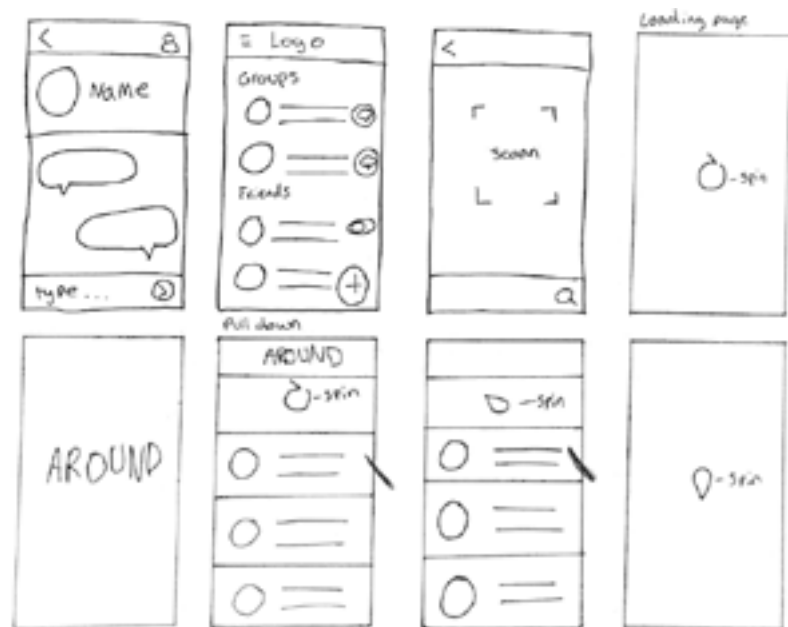
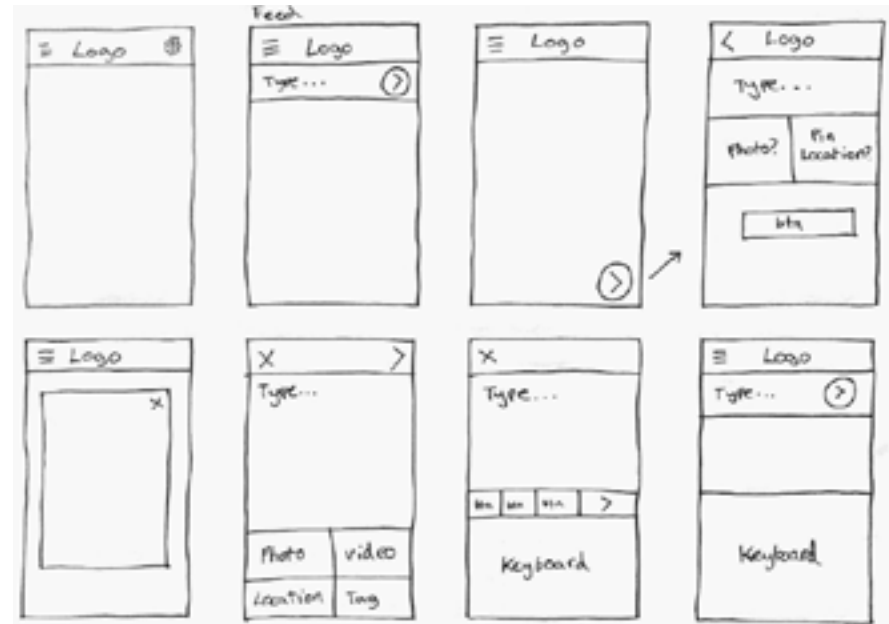
## PIN INFO



**INITIAL IDEAS**

The sketches illustrate the design process for a mobile app interface:

- Sketch 1:** A simple rectangle representing the app screen.
- Sketch 2:** A menu icon (three horizontal lines) is added to the top left corner.
- Sketch 3:** A logo is added to the top center, and three buttons are added to the top right.
- Sketch 4:** The buttons are rearranged, with one button moved to the bottom right corner.
- Sketch 5:** The buttons are rearranged again, with two buttons at the bottom right and one at the top right.
- Sketch 6:** A bottom navigation bar is added, containing two circular icons.
- Sketch 7:** A vertical arrow is added to the bottom navigation bar, pointing downwards.
- Sketch 8:** The final design, showing the app screen with the menu icon, logo, buttons, and bottom navigation bar.

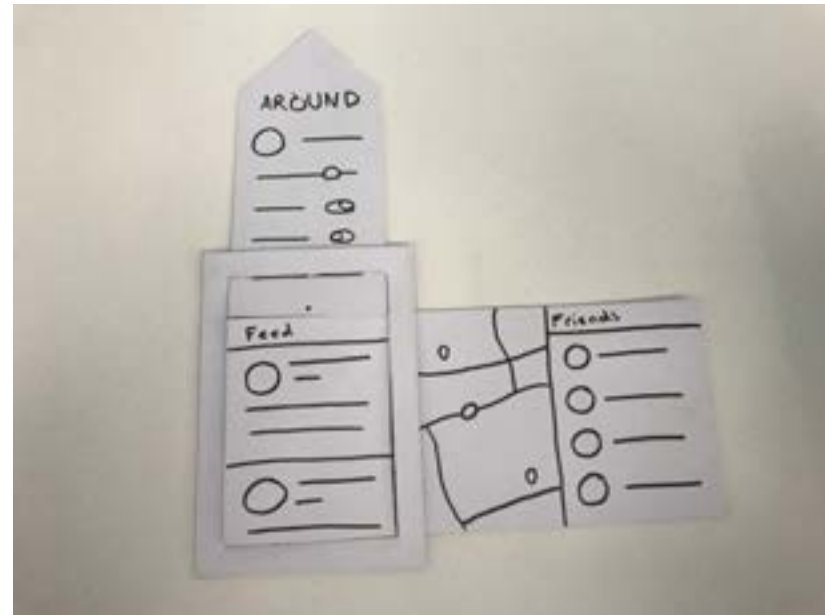
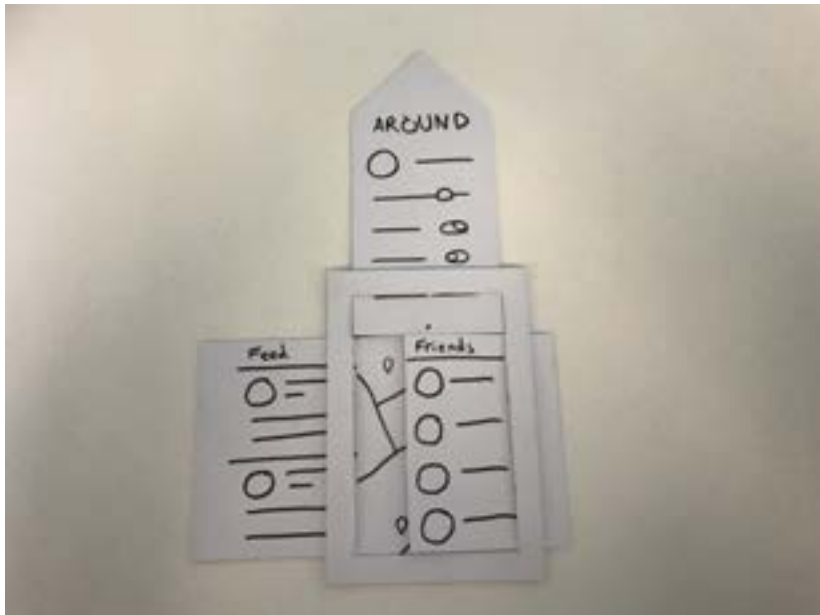
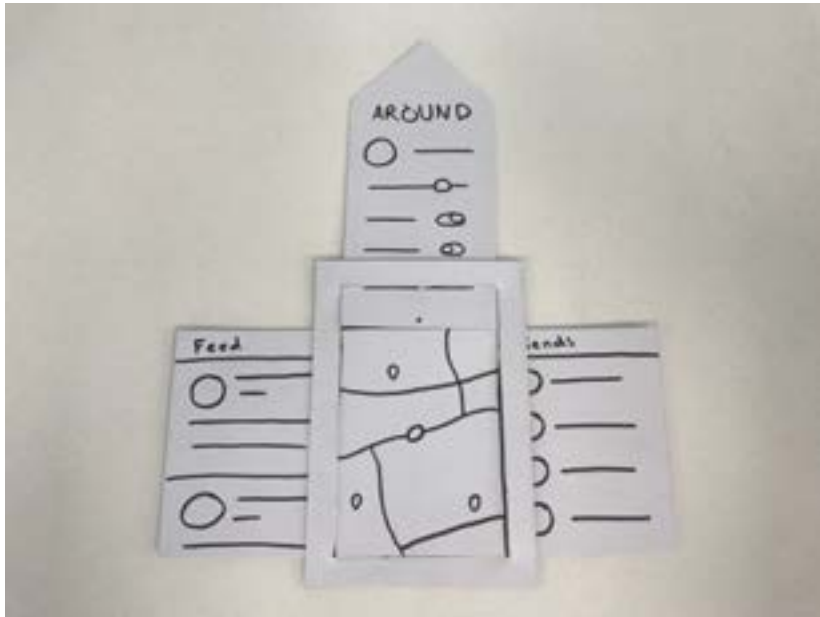


# SKETCHES



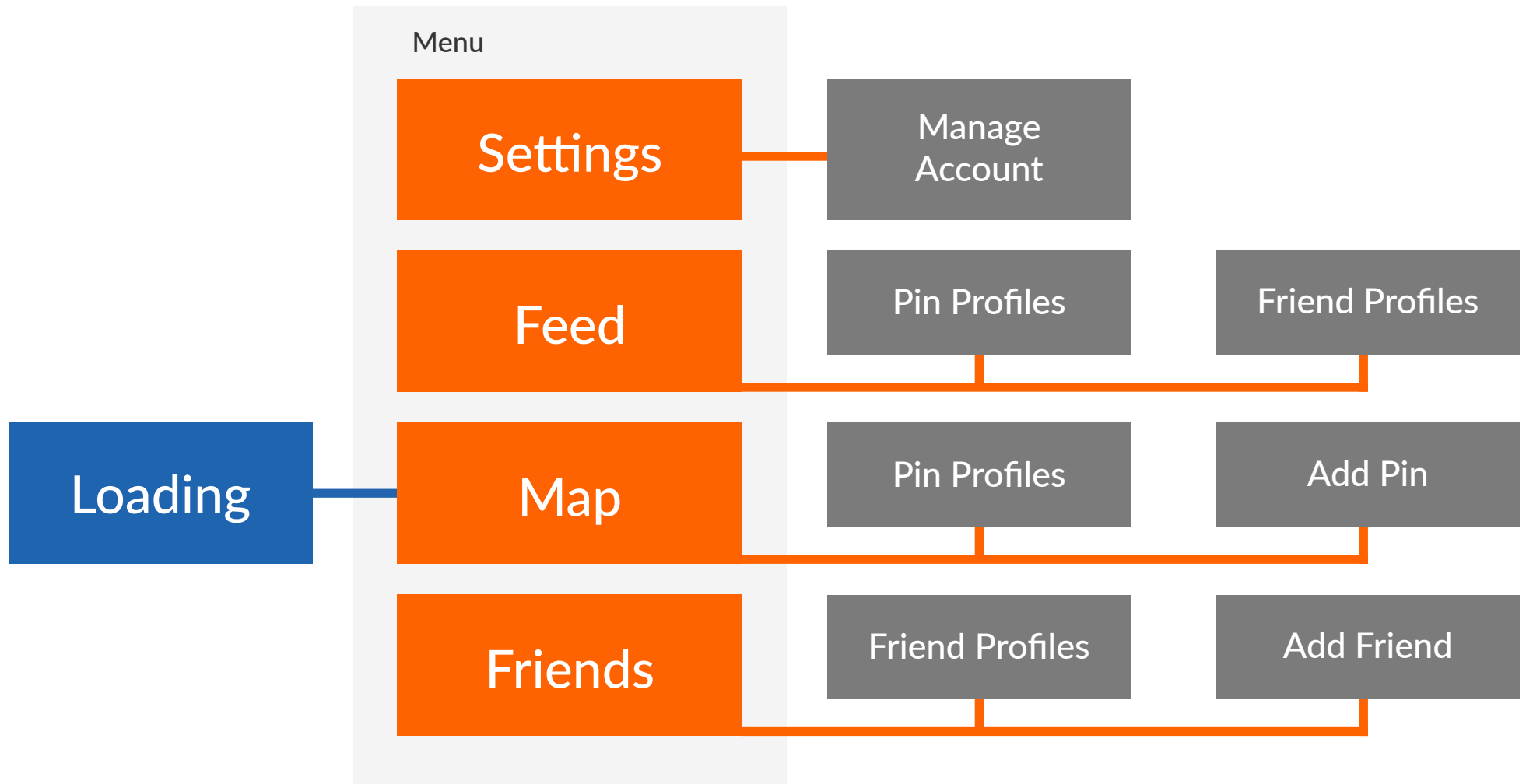


# PAPER PROTOTYPE

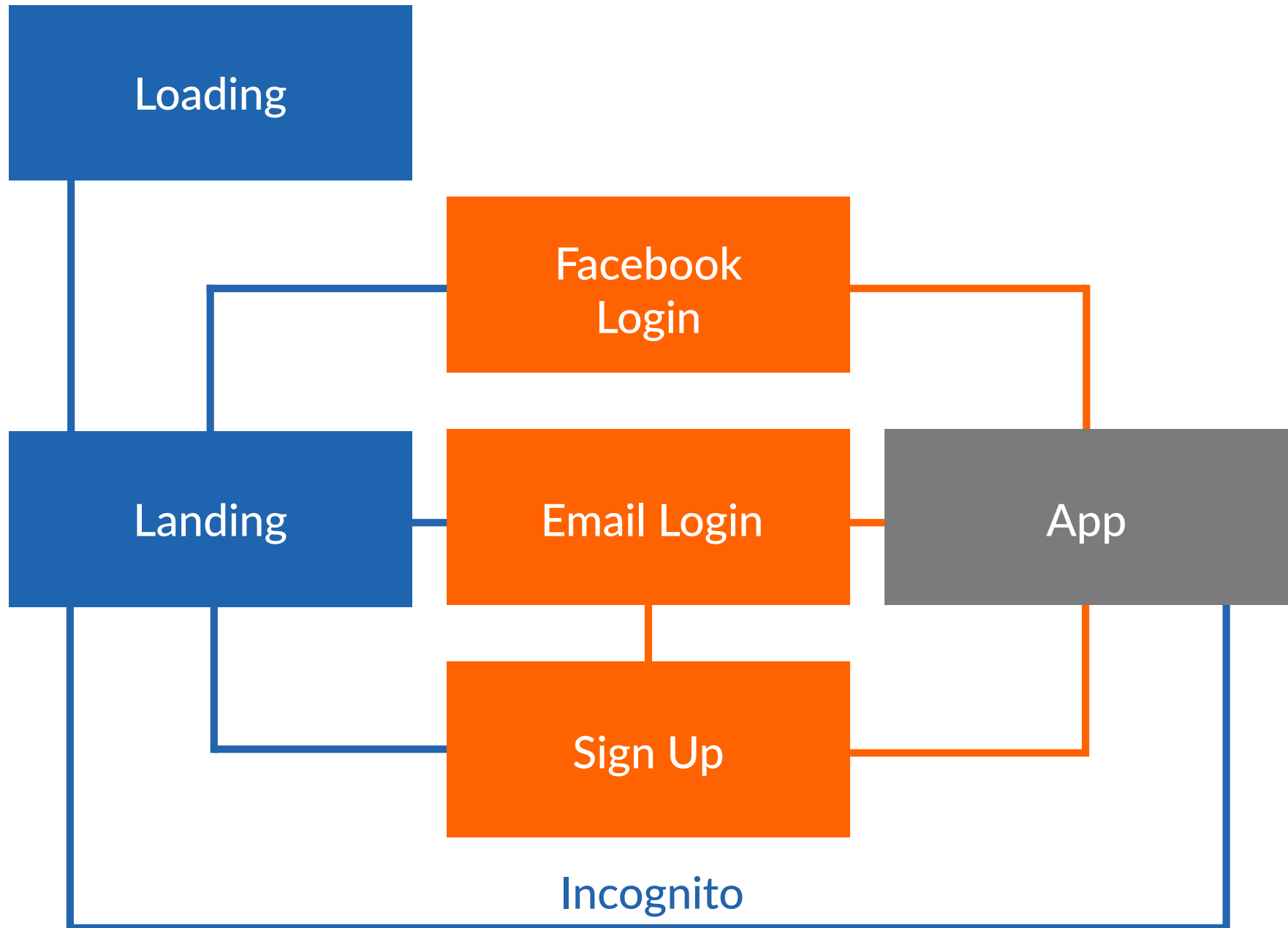


# USER TESTING

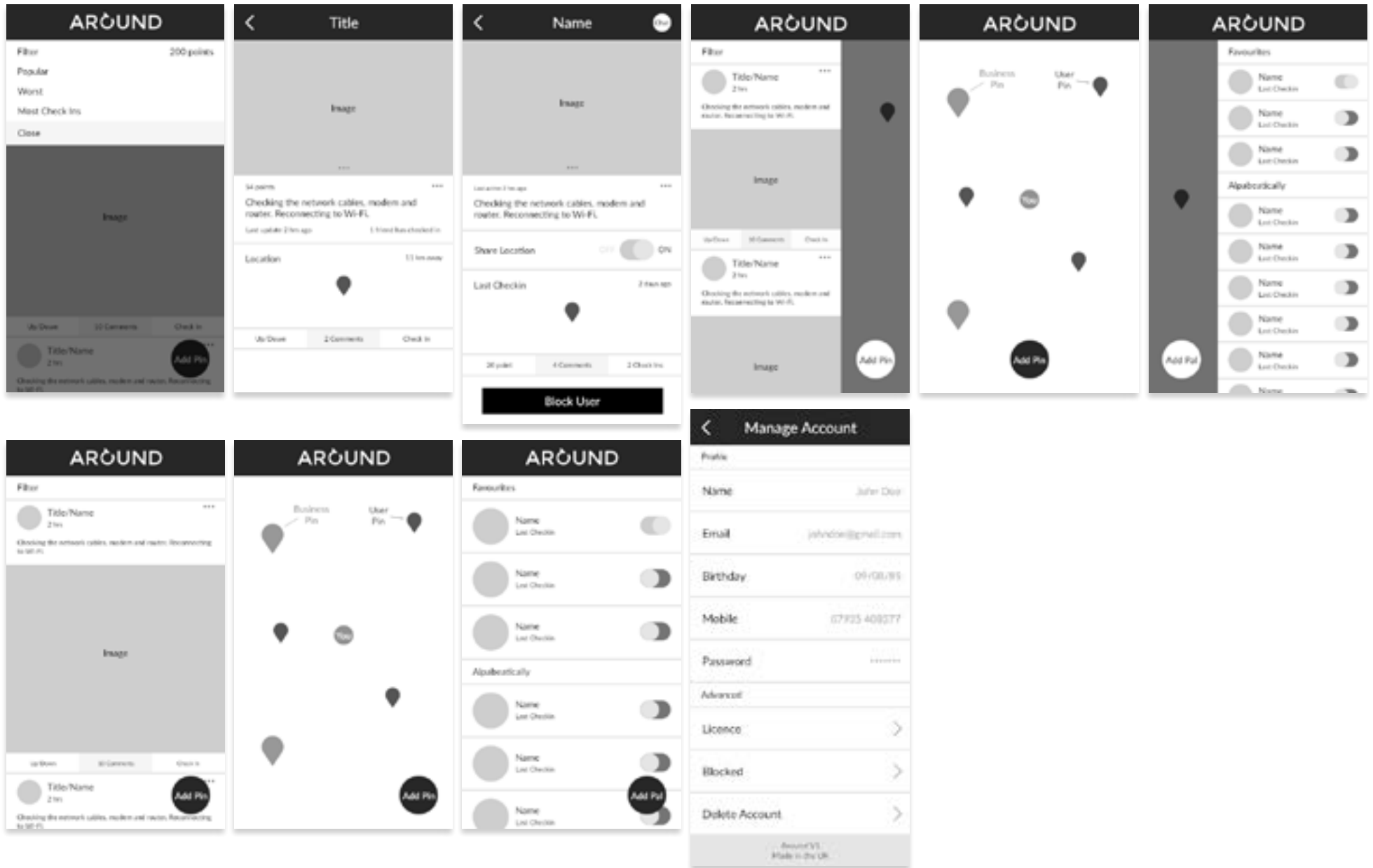
# FULL APP FLOW



# LOGIN/SIGN UP FLOW



# WIREFRAMES



# PROTOTYPE TESTING

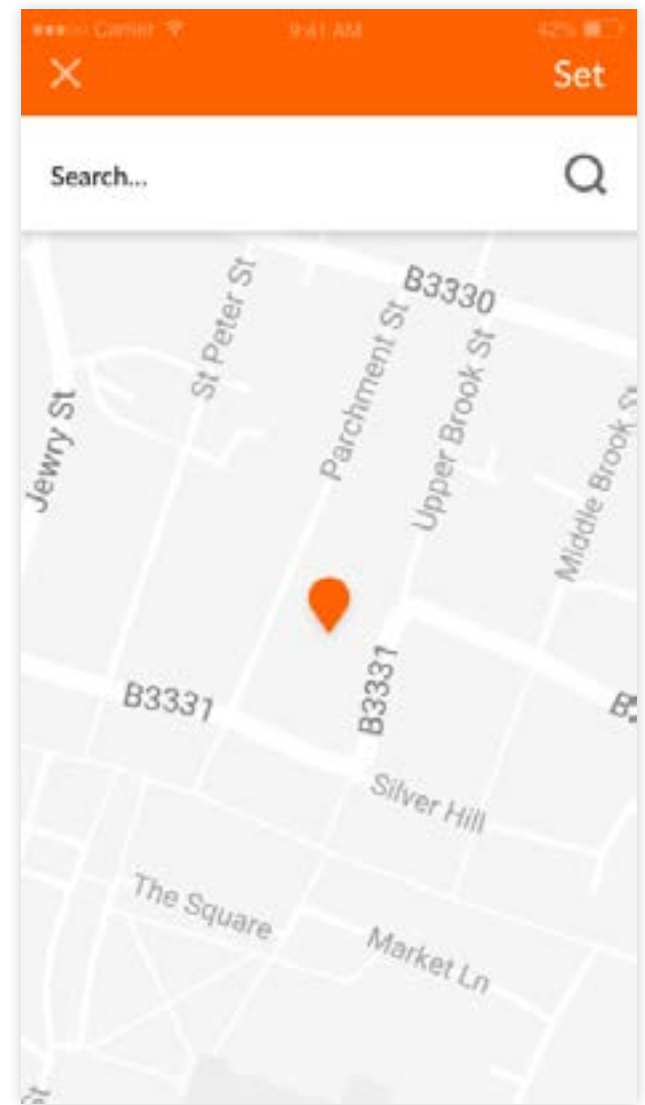
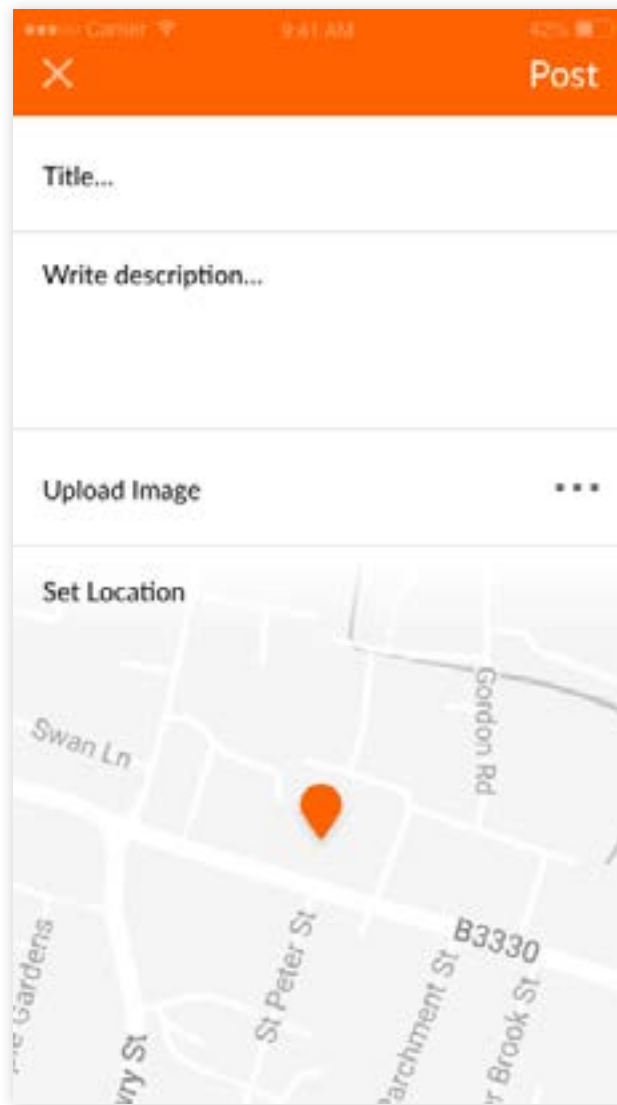
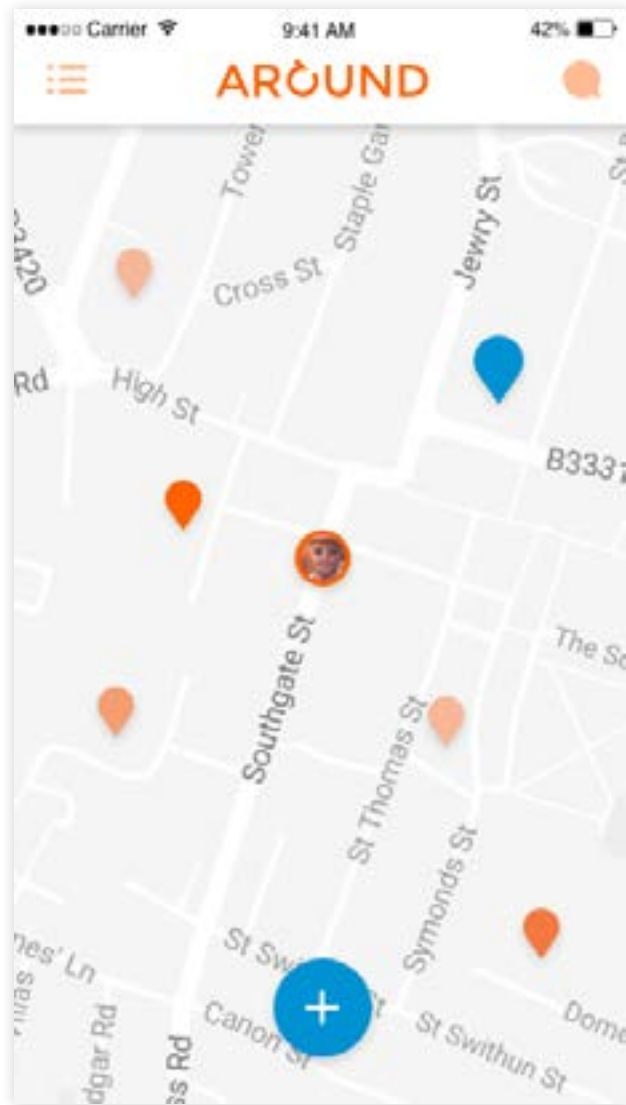


Using a rapid prototyping app I created a lo fidelity prototype to demonstrate the concept to my peers. This allowed for quick feedback on the idea and flow of the app.

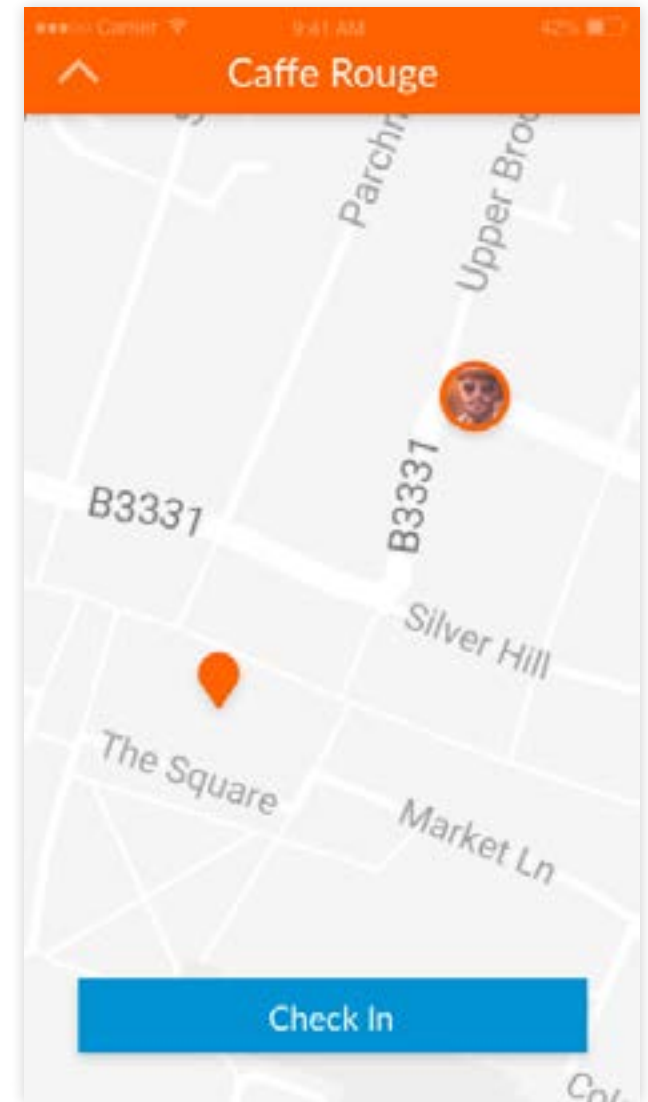
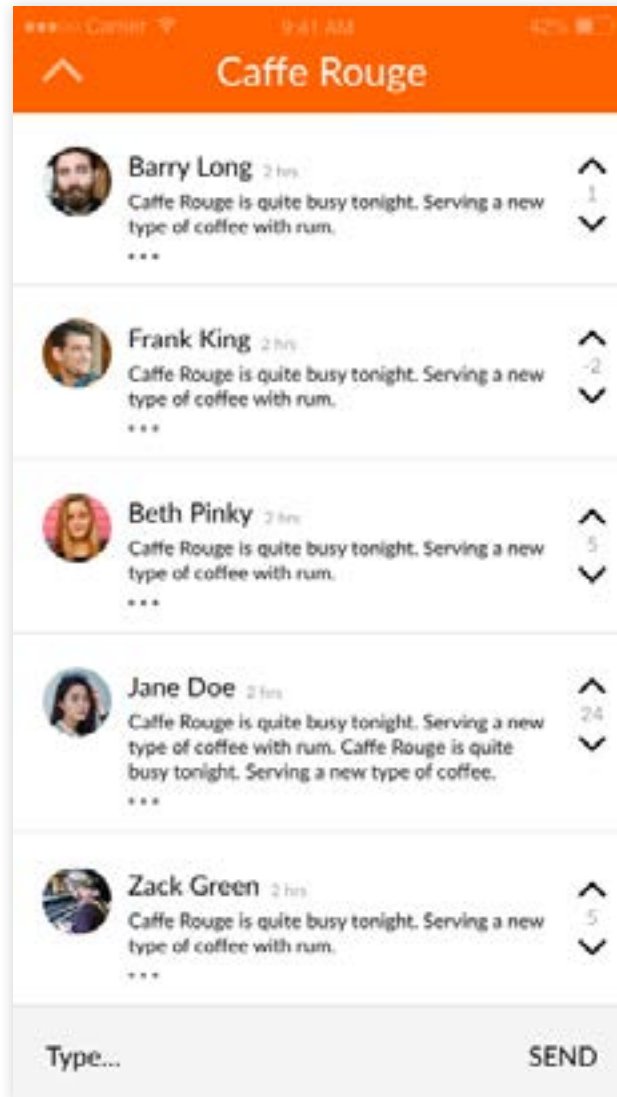
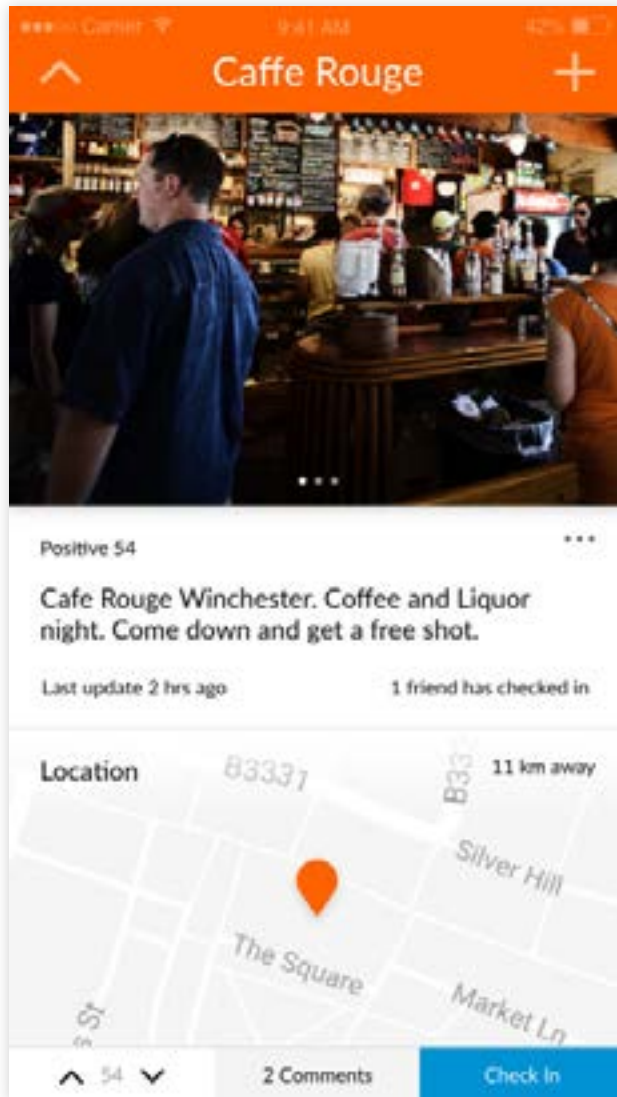
**APP MOCKUPS**



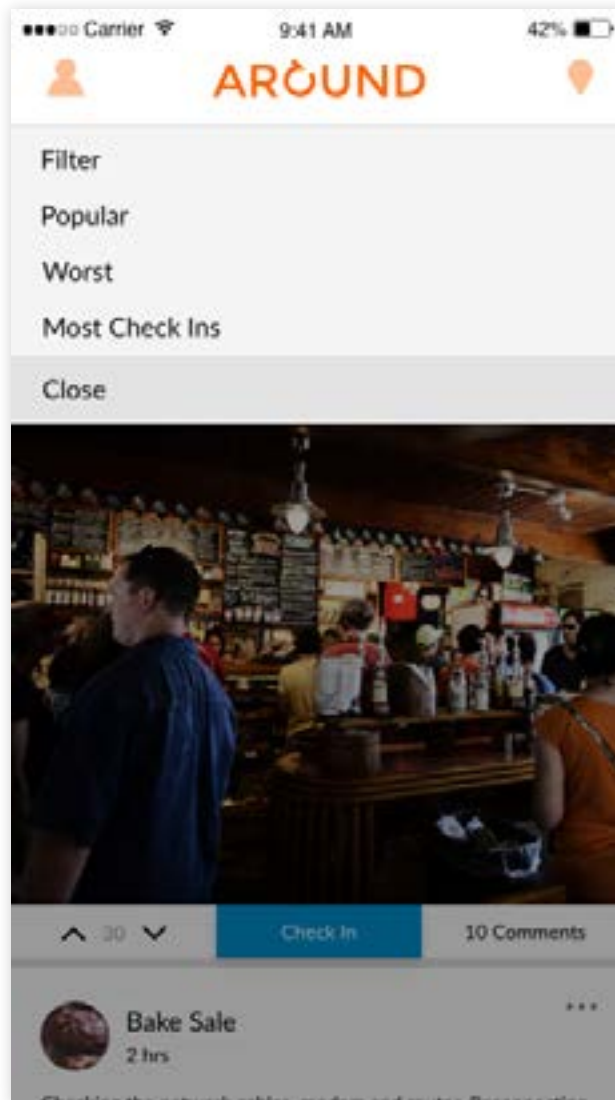
# MAP/CREATE PIN MOCKUPS



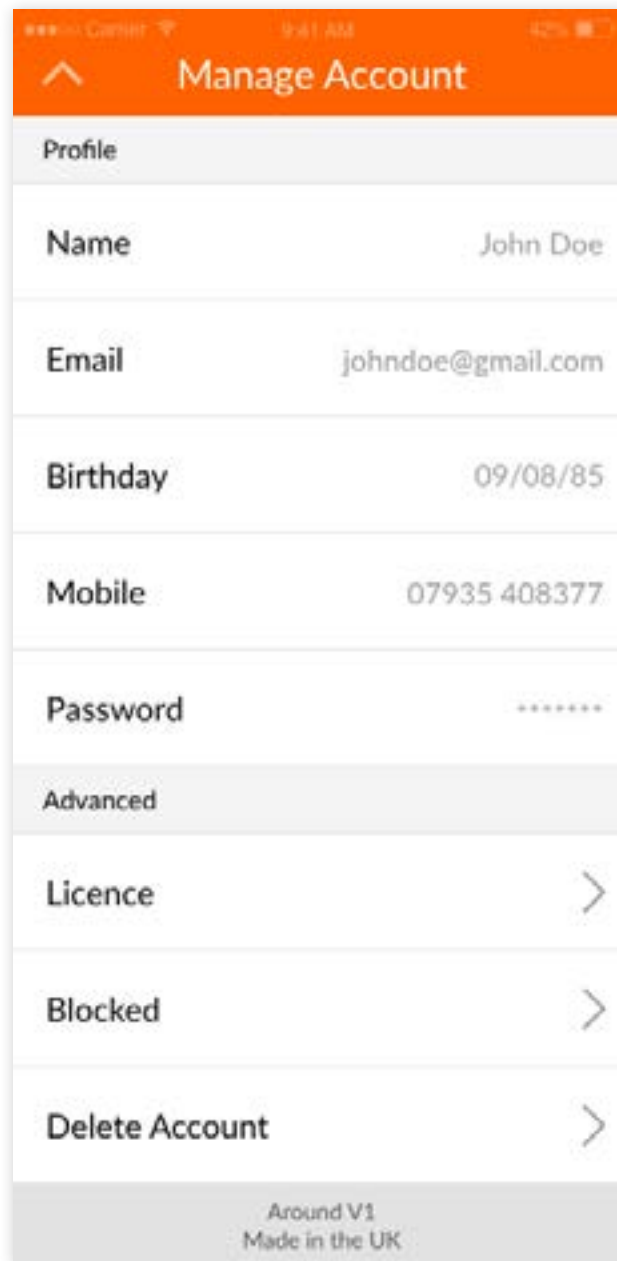
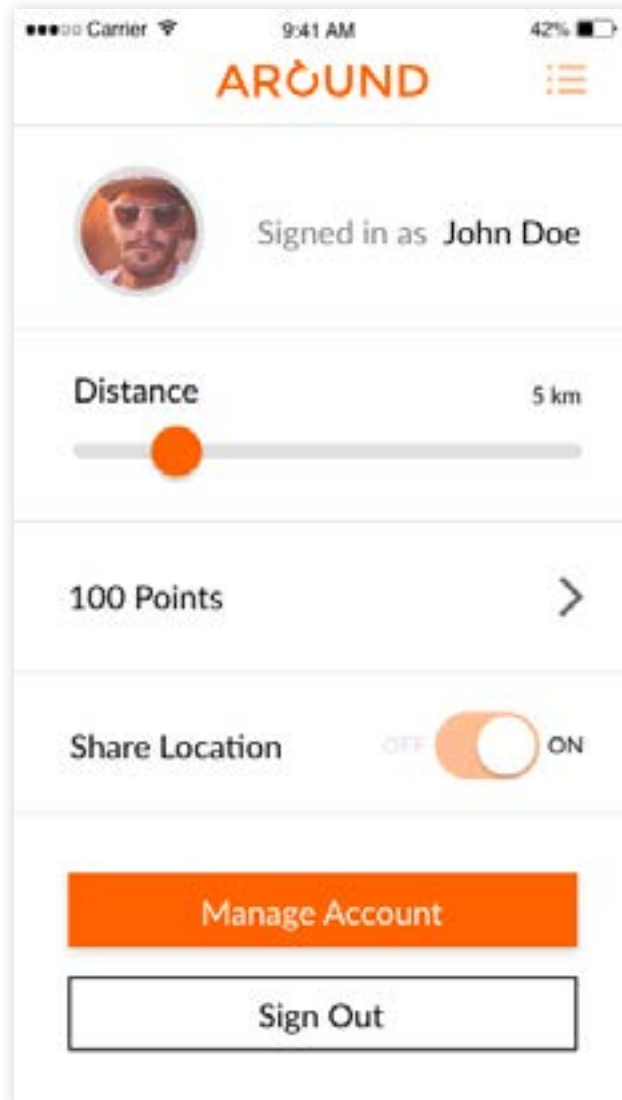
# PIN PROFILE MOCKUPS



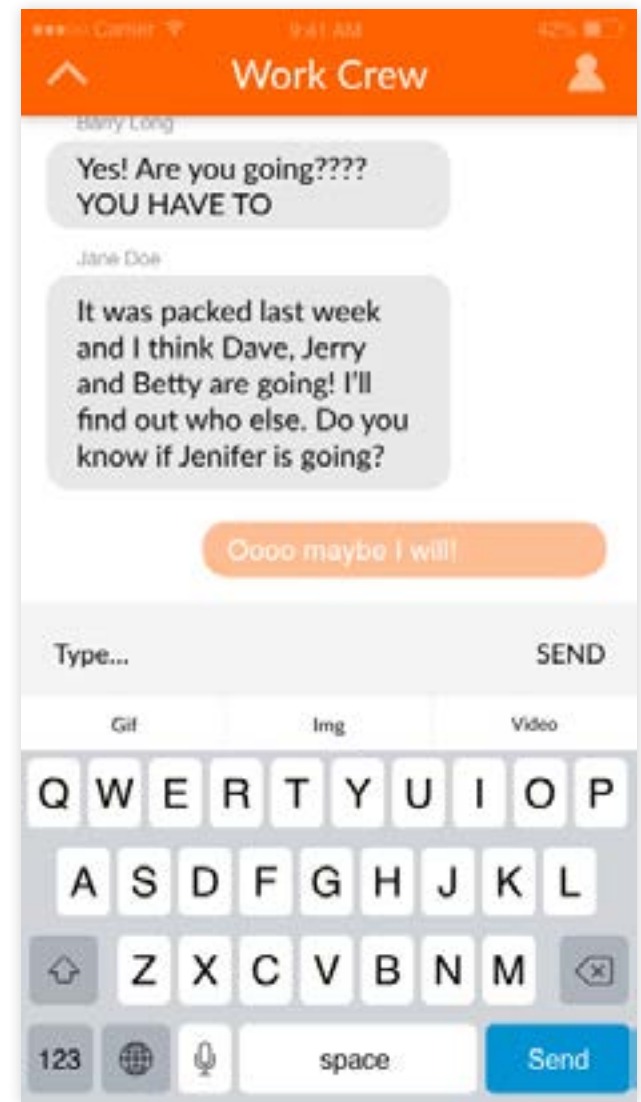
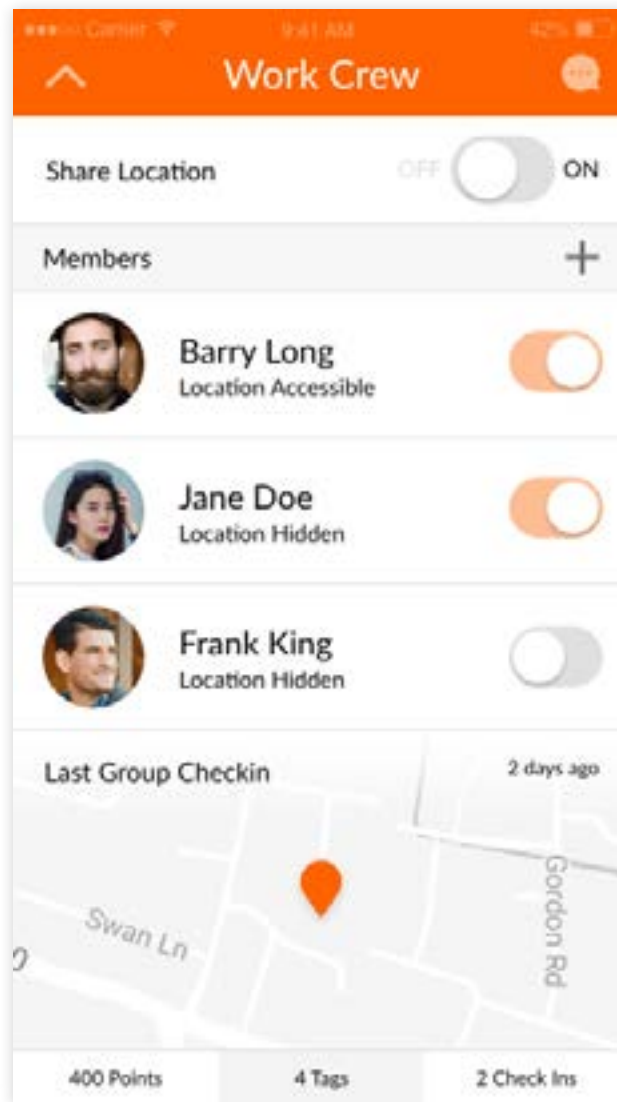
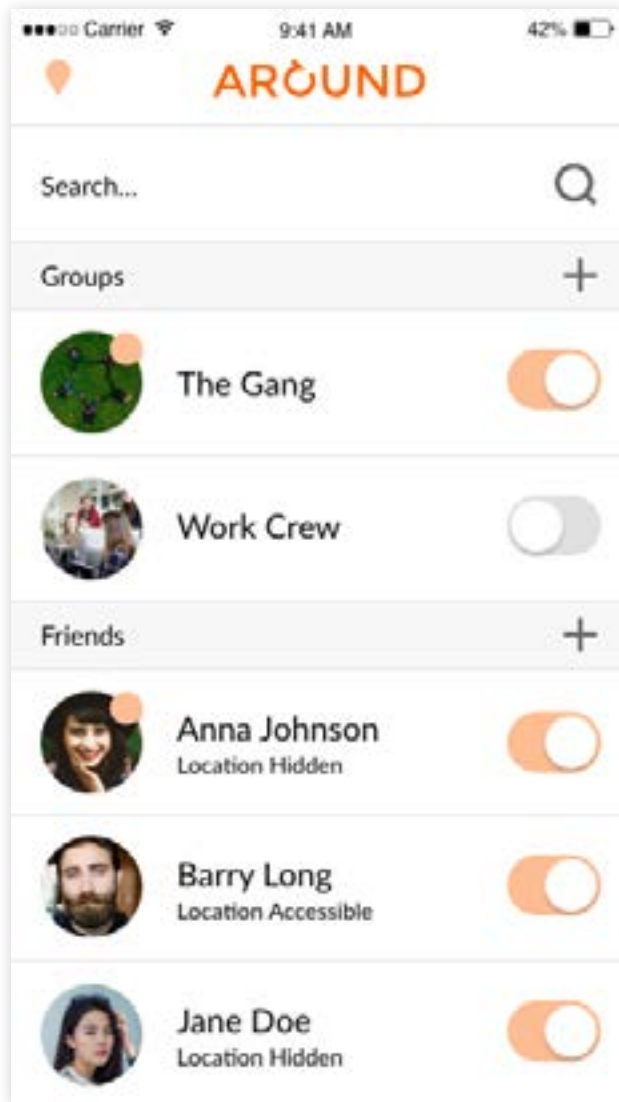
# FEED MOCKUPS



# SETTINGS MOCKUPS

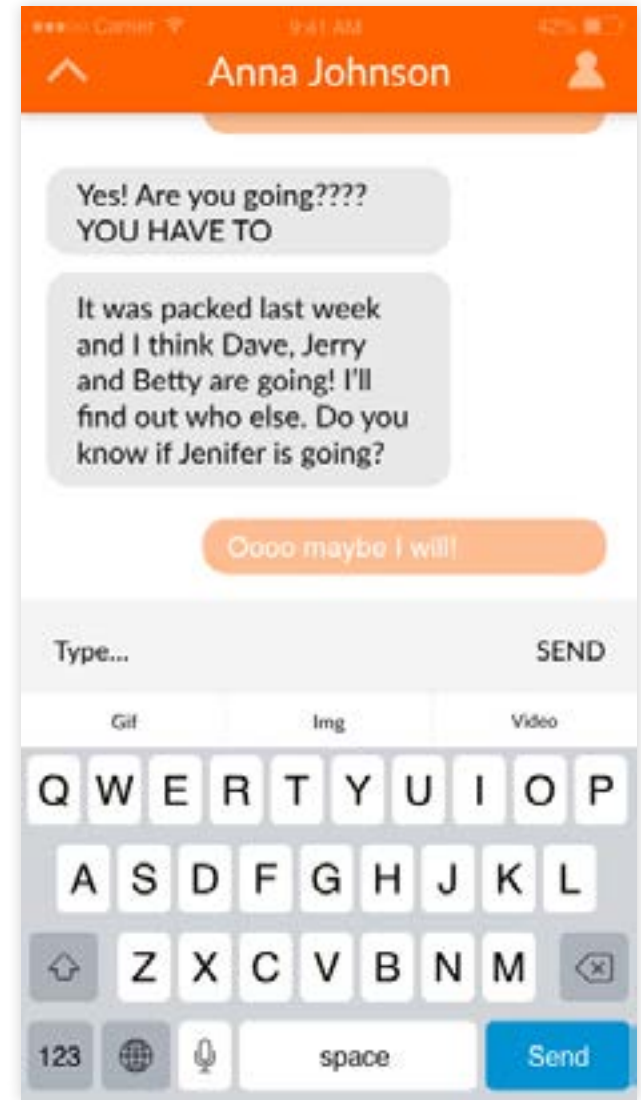
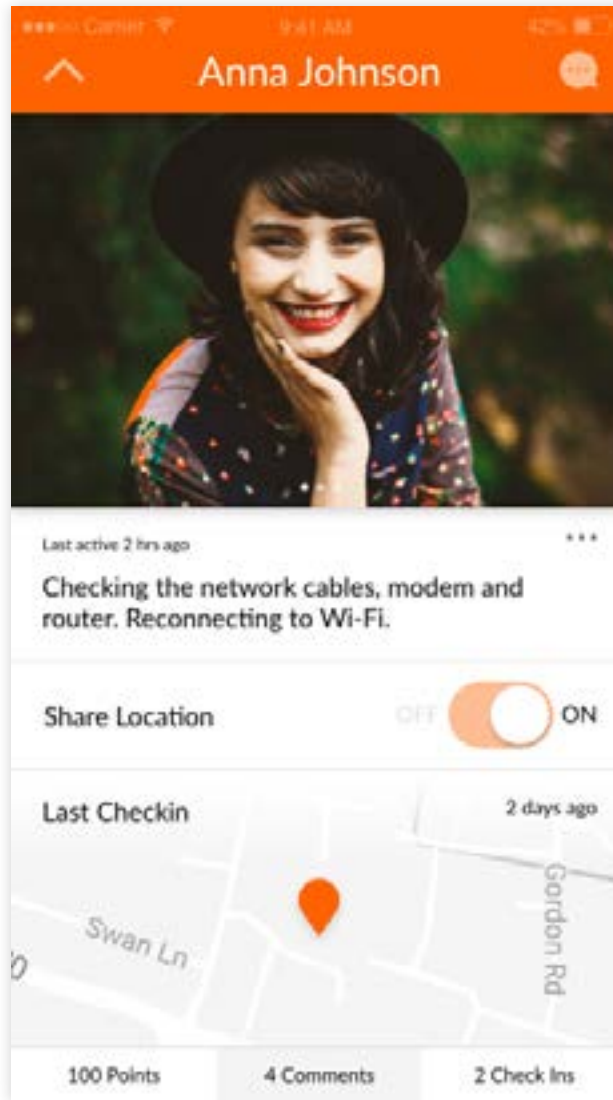
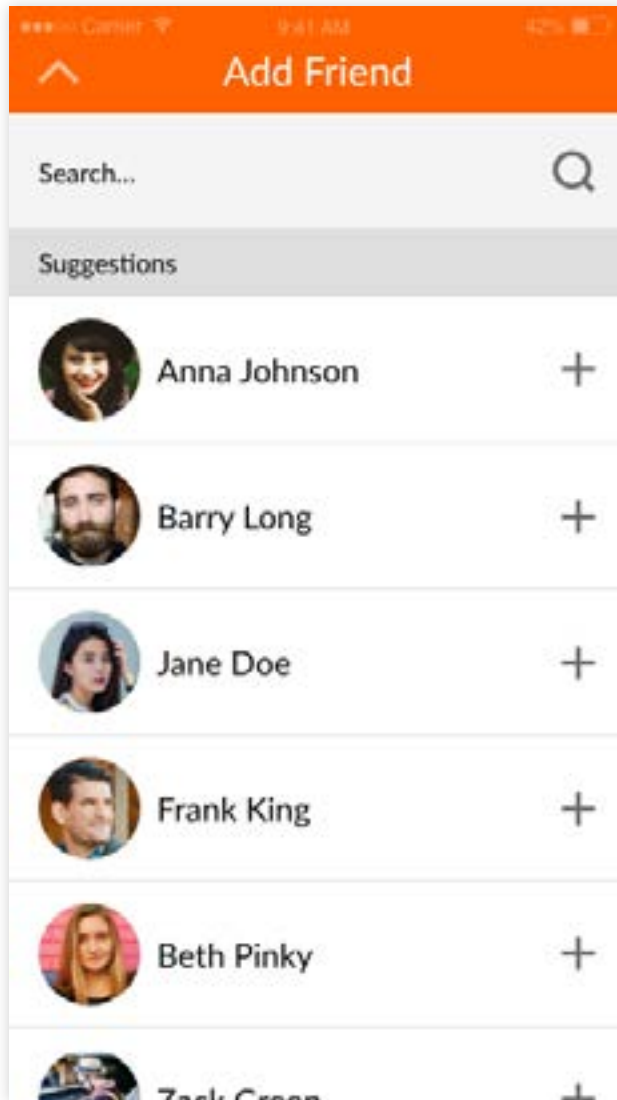


# FRIENDS MOCKUPS

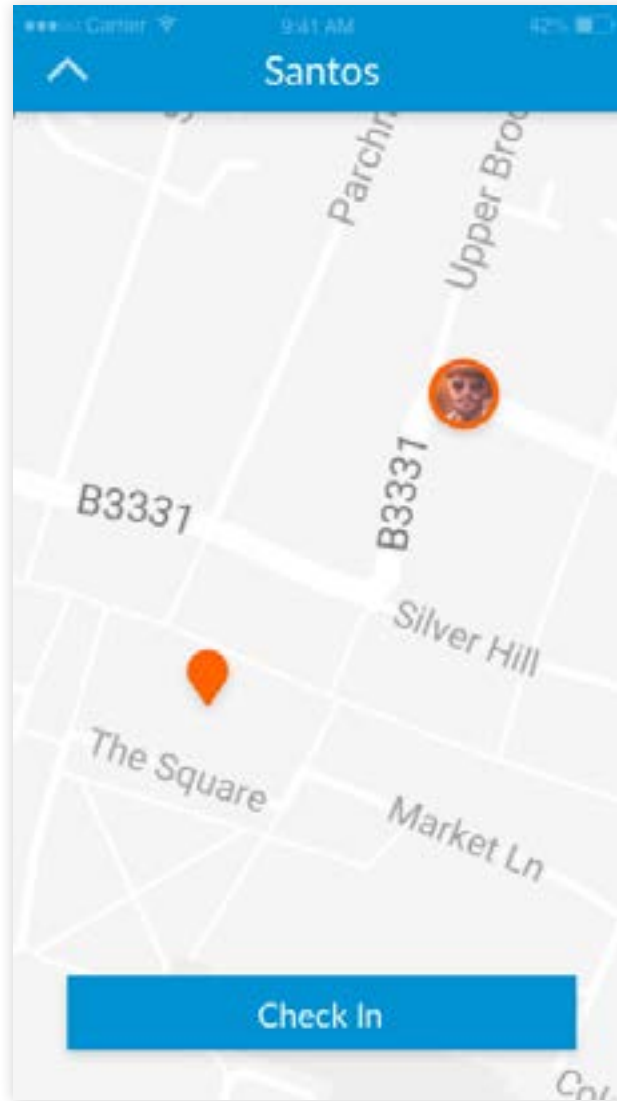
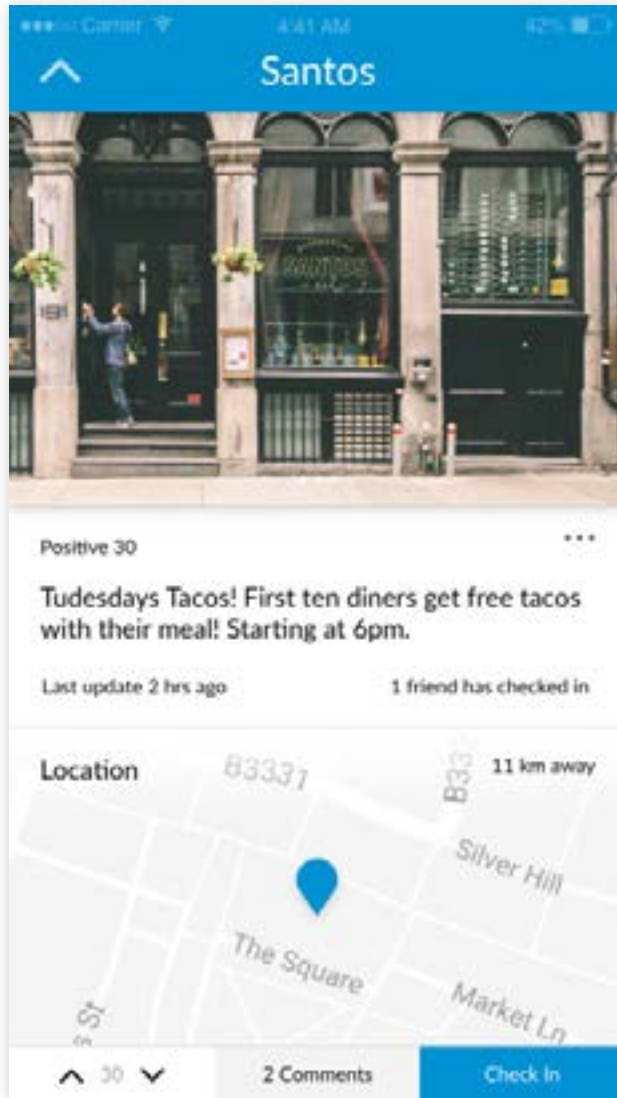




# FRIENDS MOCKUPS



# PAID PINS MOCKUPS





**WEB APP**

# YIK YAK WEB APP RESEARCH

The screenshot displays the Yik Yak web application interface. On the left, a map of the Pacific Northwest region (Washington, Oregon, Idaho, Nevada, Utah, Montana, Wyoming, and Colorado) is shown. A search bar is overlaid on the map with the text "Yik Yak" and "Type to Search". A location pin is placed on the map near Boise, Idaho. On the right, the user interface for the "King Hill, ID" location is shown. The header includes "King Hill, ID" and a "Get the app" button. Below the header, there are tabs for "New" and "Hot". The main content area displays a list of posts. The first post is from user "gossipgirl639" and reads: "Selling used PS4, 500 GB. Works perfectly. All cables and controller included. \$200 OBO". The second post is from user "Nurdac" and reads: "When you jack off while driving to pass the line". The third post is from user "Nurdac" and shows a picture of an Acer laptop. Each post has a score of 0 and a "View Profile" link.

Yik Yak

Get the app Login

King Hill, ID

New Hot

gossipgirl639

Selling used PS4, 500 GB. Works perfectly. All cables and controller included. \$200 OBO

View Profile

When you jack off while driving to pass the line

Nurdac

0

0

# FACEBOOK WEB APP RESEARCH

The screenshot displays the Facebook web application interface. At the top is a blue navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The left sidebar contains a user profile for Mark Robinson and a menu of navigation options including News Feed, Messages, Events, Photos, Friends, Applications, Games, Groups, Marketplace, and Friend Hug. The main content area is titled 'News Feed' and shows a post by Fiona Balkie, Jackie James, and Nick Procter. Below this is a post by Amy Simmonds with a comment from Joe Mordey. Further down is a post by Danielle Eaton and another by Clare Shewring. At the bottom of the main feed is a post by Sarah McDermott. The right sidebar features sections for Requests (3 event invitations, 1 group invitation, 1 Page suggestion), Suggestions (Myrlam Stobart, Carol Power Gilhewley), Sponsored (Best value offers online, Super Free Sky+HD box), and Events (PRAYER VIGIL FOR JEREMY, Simone Mellor's birthday, etc.). The bottom of the page includes a 'Connect with friends' button and a chat status indicator showing 1 chat (Offline).

facebook

Search

Home Profile Account

Mark Robinson  
View my profile

News Feed

Messages (90)

Events (3)

Photos

Friends

Applications

Games

Groups (1)

Marketplace

Friend Hug

More

Chat with friends  
Go online

News Feed

Top news · Most recent 10

What's on your mind?

Fiona Balkie, Jackie James and Nick Procter commented on Nick Procter's status.  
Yesterday at 22:08

Amy Simmonds ...swim swim swim swim...  
4 hours ago · Comment · Like

Joe Mordey likes this.  
View all 7 comments

Danielle Eaton Glad u all had a lovely time. Can't wait to c u on the 20th :0)  
3 hours ago

Clare Shewring Just keep swimming!!! All that jacuzzi business took it out of me!!! These babies have got it too good!!! I wouldn't mind but the pair of them looked right at home!!! :-)  
50 minutes ago

Write a comment...

Sarah McDermott commented on Maddy McDermott's photo.  
Christmas with the Nz fam

Requests  
View all  
3 event invitations  
1 group invitation  
1 Page suggestion

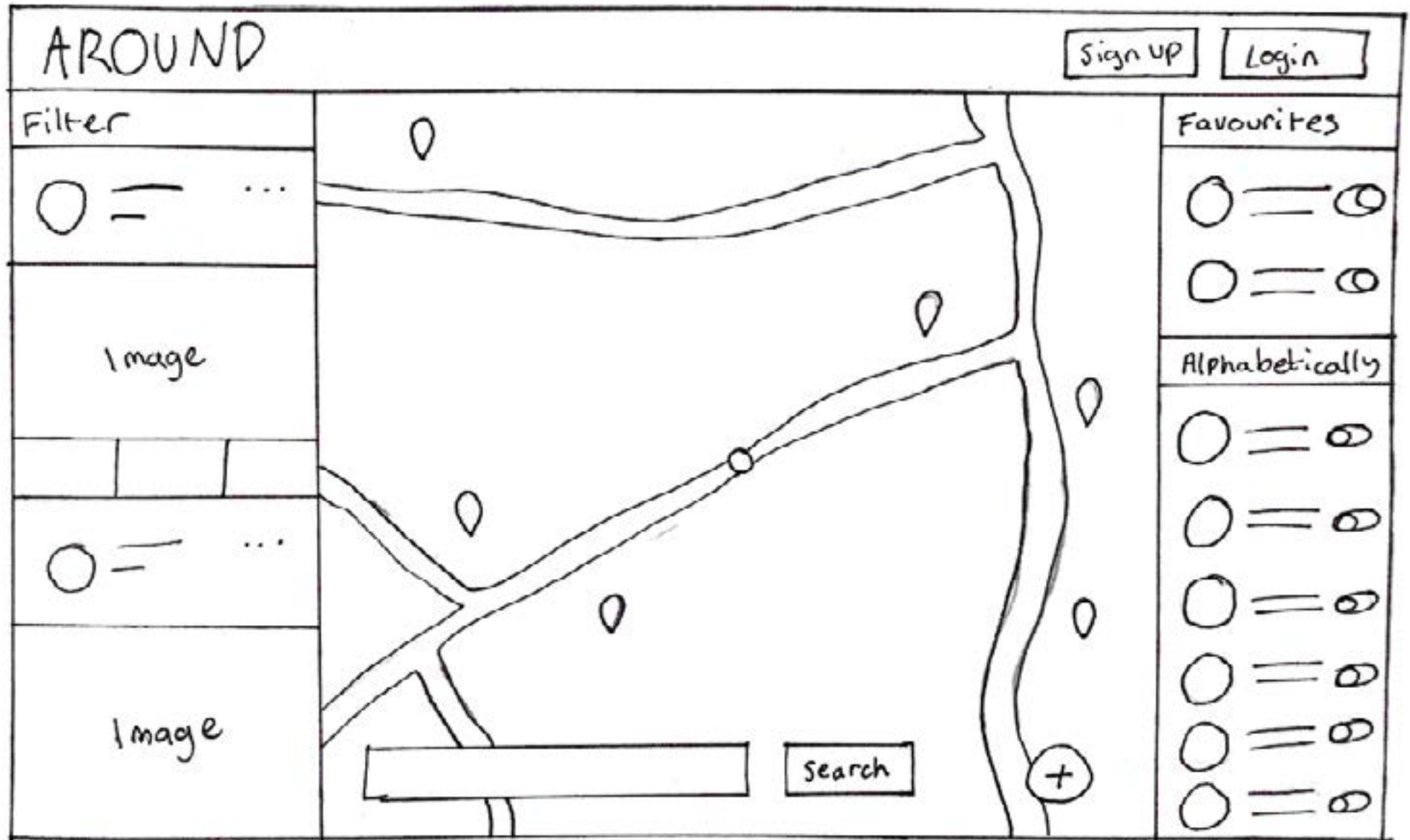
Suggestions  
View all  
Myrlam Stobart  
35 mutual friends  
Add as a friend  
Carol Power Gilhewley  
15 mutual friends  
Add as a friend

Sponsored  
Best value offers online  
Super Free Sky+HD box  
Plus free standard set-up, and £25 M&S voucher when you join Sky TV with Sky+HD online. Supercharge your HD ready TV with Sky+HD.  
Like  
Events  
View all  
PRAYER VIGIL FOR JEREMY Now  
Simone Mellor's birthday Today  
Steve Blacker's birthday Today  
Peter Francis's birthday Saturday  
Prebal Ray's birthday Saturday

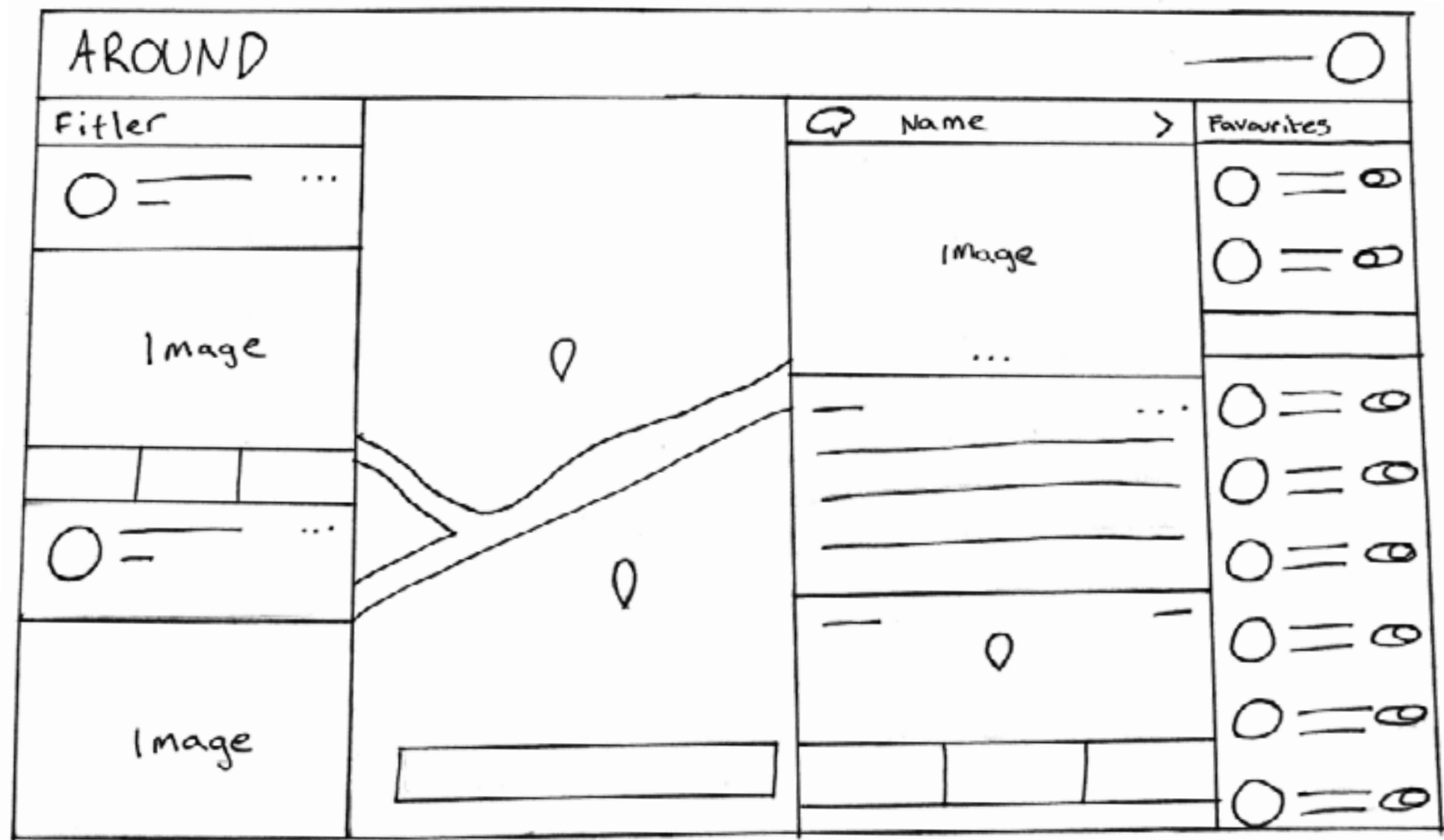
Connect with friends

1 Chat (Offline)

# WEB APP SKETCH



# WEB APP SKETCH



AROUND

Signed in as John Doe

FEED

Barry Long

5 hrs

@CaffeRouge Open Mic really good today! Recommend coming down, its a real buzz vibes 🤘

Caffe Rouge

5 hrs

@CaffeRouge Come down to our Open Mic night. Some real talented people and Free shot on entry

Bake Sale

12 hrs

@BakeSale Come down to the bake sale! Loads of cakes for sale and all for a good cause.

Bake Sale

12 hrs

Checked in to @SomeClub

Some Club

12 hrs

5 friends are checked in to @SomeClub

GROUPS

The Gang

Location Accessible

Work Crew

Location Hidden

FRIENDS

Anna Johnson

Location Hidden

Barry Long

Location Accessible

Bonnie Micheal

Location Hidden

Frank King

Location Hidden

Jane Doe

Location Accessible

Kim Blue

Location Accessible

Zack Johnson

Location Accessible