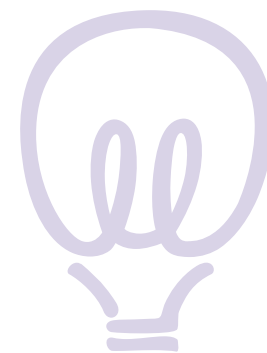
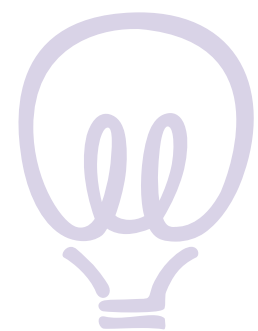
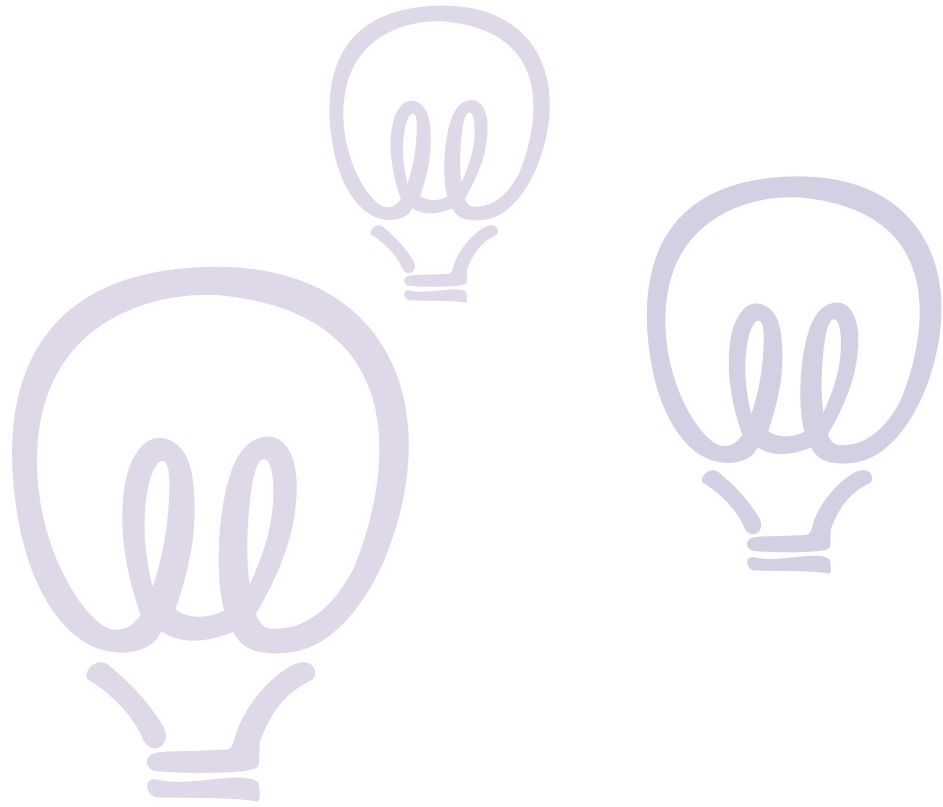


UX-UI App Design

Serafina Bui ©

allons-y!
let's go there



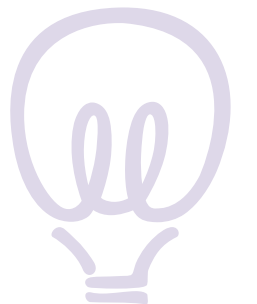


Vision Statement

Make the world a better place by bringing like-minded people together with custom events, making it easier to connect, and creating a safe environment.

Introduction

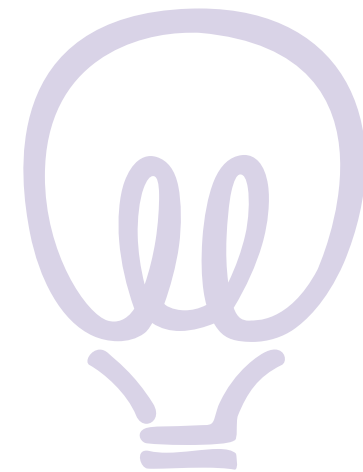
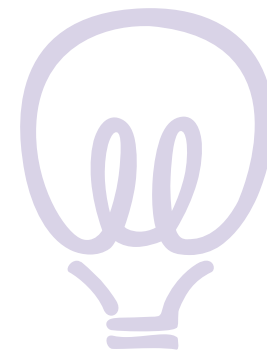
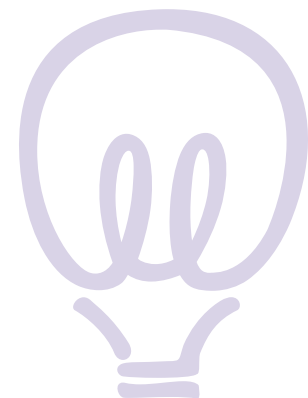
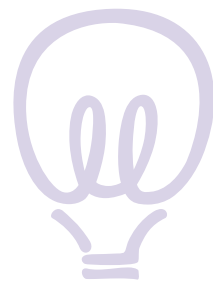
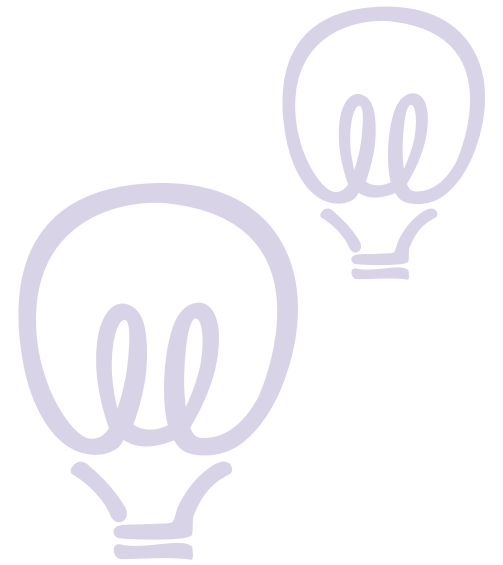
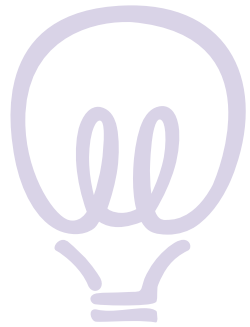
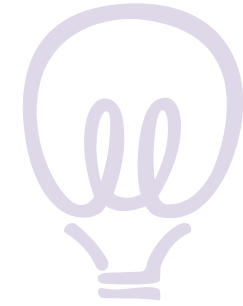
This app allows you to make suggestions to find people that share your interest in attending nearby events, to browse others' suggestion, purchase event ticket directly from the app, or share rides with others to the events.



Problem Statement

There are some apps on the market which offer similar features, such as making events, searching for nearby events, adding events to calendar, etc.

However, these apps don't allow people to book a ride to the event, don't have any reliable security check, and mostly only let users invite friends from their contact list which limits attendance.



Competitor Research 1



Facebook Events App

See the most recent activity, events and places user's friends are interacting with and updates from event hosts and Pages they follow.

Find events and activities happening near user on an interactive map and filter by

time, category, location and more. Get recommendations based on what's popular with friends, things user's been to in the past, pages they like, and offers from in-app curated guides. Choose to add calendars from your phone to see all of your plans in one place. Opt-in to get notifications about your upcoming events so you know if details change.

Pros: Attend shared events, get recommendations based on location and what's popular among friends, add to calendar, set reminders.

Cons: Can't add people who are not on the friend list, can't purchase tickets for events through the site, no commute option, can't customize or create your own event.

Competitor Research 2



Gather

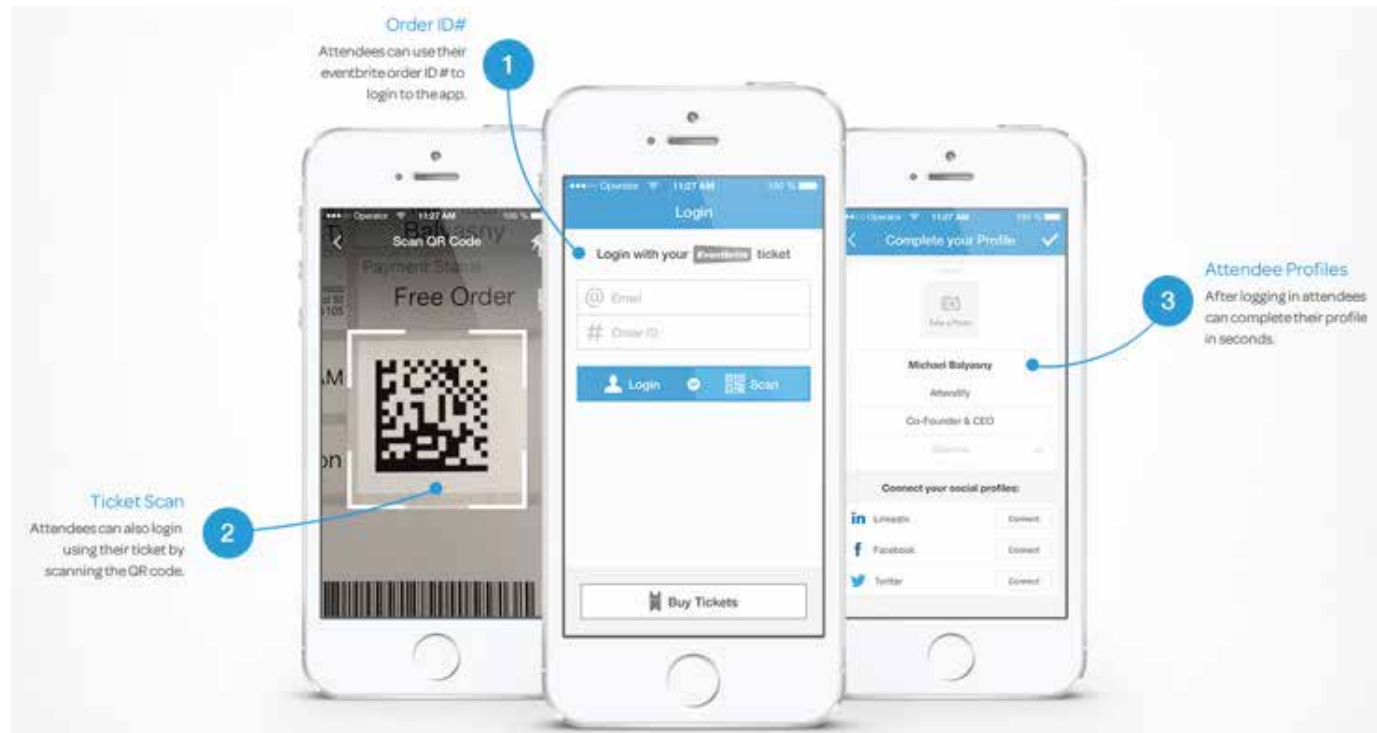
The Gather app is an event planning app. Users can quickly access booking info, their contact details, financial breakdowns. Check out any booking you've created, and stay on top of upcoming events. Users can organize their contacts by what they like to do with them. Invitations can

be public to friends of friends, so they can see and invite themselves to the event. Users can also create invite-only events, and share them on social media. Users have the ability to send private messages. There is a 'Next Time' feature that allows users to pass on an event but show interest in future events.

Pros: Attend and create shared events, has a planner, easy to browse through all the events, save interesting events for later, in-app messenger, save receipts.

Cons: Hard to navigate, no commute option, can't customize event, app sends a lot of junk mails and notifications, security issues, can't purchase in-app tickets.

Competitor Research 3



Attendify

Offering simple, do-it-yourself tools, can be a replacement for the printed program. Attendify allows users to create a private social network unique to their event with features like a social timeline, photo sharing, messaging, likes, comments, and personal profiles. Attendify's new Social

App helps attendees network and make the most of any event.

Through their partnership with Eventbrite, helps boost engagement with automatic attendee sync, simplified login, and in-app ticket sales. Can customize events based on user's interests and location.

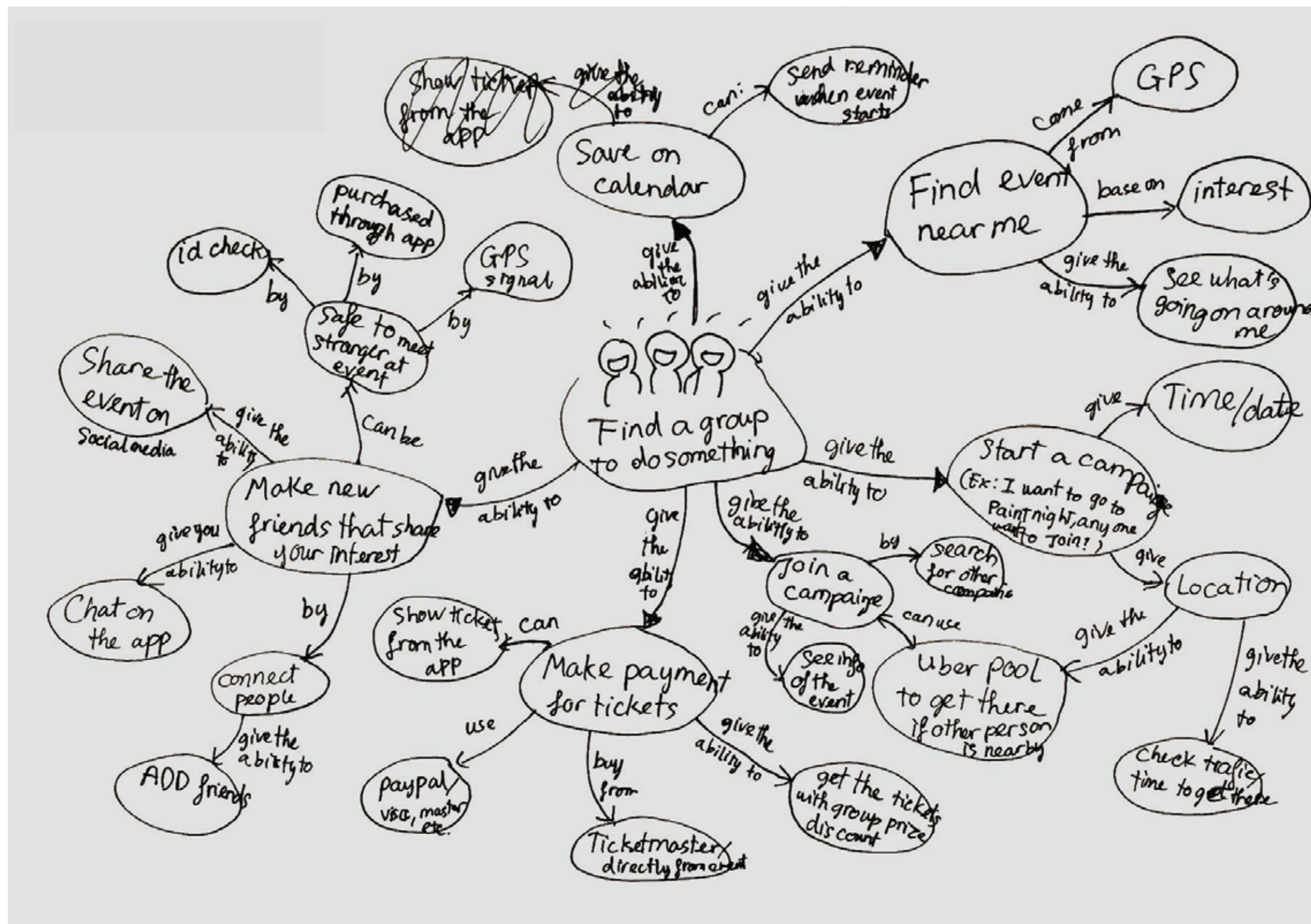
Pros: Attend and create shared events, social timeline, personal profiles, in-app messenger, easy login, purchase ticket through the app, customize events.

Cons: No commute option, doesn't have calendar or planner, limited invitation to friends and friends of friends.

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let's go there



Concept Map





Personas Research



Persona 1



Sophia / 24 / Female

Senior Year College Student
Chicago, IL

Tagline: "Those who wish to sing, always find a song."

Description: Sophia is a social butterfly, she enjoys being around other people. She's very energetic and has a bubbly personality. She lives with a roommate in a big city. Her personality traits are spontaneous, exciting, friendly, outgoing, good natured, enthusiastic about everything, procrastinates when has to do something boring.

Values: Life is colorful, family, friends, helping others, connection with other people, doing things she loves, sharing memories with others.

Skills/Aptitudes:

Making meaningful relationships

Icebreaker

Public speaker

Cosmopolitan

Flexible and open-minded

Experience Goals: There are many events happening in her area, but it's hard to find someone in her group of friends to join, because everyone has different interests and schedules.

End Goals: She wants to connect with other people and make new friends, who would enjoy doing the same things she loves.

Life Goals: She is driven by helping others and making the world a better place by connecting lost souls and becoming friends with everybody.

Business Goals: As a marketing major student, who also interns with a corporate company in her city, she thinks it's important to attend as many events as possible to know what's trending and potential networking opportunities.

Technical goals: She is comfortable with technology and has a ton of apps for every task in her phone. She is very up-to-date with social media.

Constraints/Principles: Tight budget, busy schedule with school and work, traffic in her city is bad.



Persona 1 Sophia / 24 / Female

Work place: Sophia constantly uses computer for school and work, but she finds herself doing everything on her phone, since it is much easier and more convenient with her lifestyle.

Typical Activities: Goes to school, has internship after school, works out regularly, hangs out with her friends, goes to the movie theater, gets stuck in traffic, goes grocery shopping, but buys most other stuff online, surfs the web on her phone, and uploads her daily life and selfies on social media.

Important Atypical Activities: Joins 5k race with a cause, volunteers in a homeless shelter, visits local breweries, attends concerts, watches Disney on Ice, goes to Drink and Painting event.

Challenges, breakdowns and annoyances: She has a busy life, being a full time student and intern. Sometimes she feels left out and lonely. She gets bored easily if she doesn't have anything to do in her spare time. She loves to have company around to do something together, but her friends also have busy schedules or don't like to go to some events that she really wants to go to.

An Ordinary Day:

Wake up to 8 AM: Breakfast and yoga

8 AM to 12:30 PM: Have class at school

12:30 PM to 1 PM: Lunch break, drive to work

1 PM to 4:30 PM: Intern work

4:30 PM to 5:45 PM: Drive home, stuck in traffic

5:45 PM to 6:30 PM: Shower and relax

6:30 PM to 8 PM: Dinner time while watching TV

8 PM to 11:30 PM: Do homework if any, hang out with friends, update social media

11:30 PM: Back to home and sleep

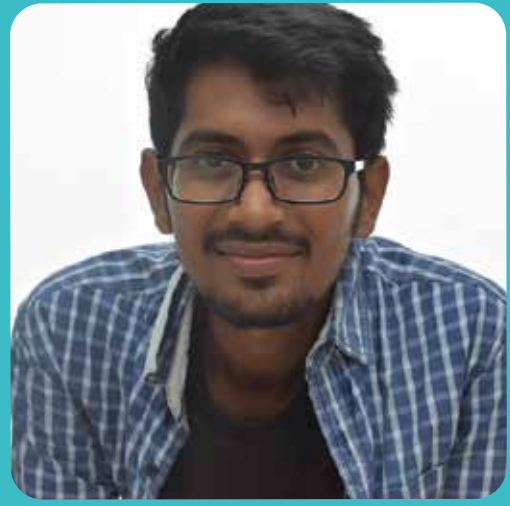
Equipment: Mobile phone, laptop, school computer

Places where the product or service is used: Anytime she runs out of idea to do something, or when she wants to find someone who would like to join her to do something. She can easily access the app on her phone from anywhere.

Social Relations: She has a big group of friends and wide range of acquaintances from school, work, and places she goes to.



Persona 2



Rajesh / 29 / Male

Software Engineer
New York, NY

Tagline: "Hardware: the parts of a computer that can be kicked."

Description: Rajesh is working as a software engineer. He is very keen on keeping everything organized, and planning things in advance. He's an intellectual and quiet guy, who prefers to go watch a movie rather than go to a house party. His personality traits are very organized and loves to plan things ahead. Likes to be up-to-date with anything new on the market.

Values: "The best plan is the plan that won't need to be changed at all", anything can be analyzed, rational thinking is better than emotional decisions.

Skills/Aptitudes:

Analyzing information

Organized

Independent and decisive

Hard-working

Experience Goals: He's just moved to New York City and wanted to explore what the city has to offer. He doesn't know anybody here yet, but he doesn't like to go meet random people at clubs or bars.

End Goals: He wants to connect with people who share the same interests and goes to tech conventions or robotics events around the city. He's also very cautious to be safe in the big city and avoid potential problems on the street.

Life Goals: His goal is to make a name for himself, own a company, and live a wealthy stable life.

Business Goals: He is an overachiever and hard-working person. He thinks it is important to keep up with new technology to be relevant, going forward with work. He tries his best to improve and learn new things as often as he can.

Technical goals: He is totally tech savvy and loves to see new ideas, that can assist daily life. He enjoys an app capable of multitasking, because it's a time-saver.

Constraints/Principles: Busy schedule with work, doesn't have a car, new to the city.



Persona 2 Rajesh / 29 / Male

Work place: Rajesh constantly uses his computer for work. In spite of this, he thinks using a phone is a much better way to get things done when he's not working because it is more convenient and quicker.

Typical Activities: Goes to work from 9 to 5, rarely hits the gym, spends most of his free time at home to read news and surf the web, learns new things from the internet and tech forums, and goes to bed early. He tends to eat out more often than cooking food at home. He enjoys sitting in a quiet cafe to watch people.

Important Atypical Activities: Goes to conventions and technology-related event, he also enjoys going to theaters to watch independent genre movies, and brings his drone to test out the machine and take photos.

Challenges, breakdowns and annoyances: He has a busy life, being a full-time worker, and a structural schedule that he likes to stick to. Surprises or a sudden change of plan could make him stressed out. He is uncomfortable with loud and chaotic parties. He doesn't like to be in a large group of people.

An Ordinary Day:

Wake up to 9 AM: Shower and takes subway to work

9 AM to 12:30 PM: Work

12:30 PM to 1 PM: Lunch break, often just has lunch while working at the desk

1 PM to 5 PM: More work

5 PM to 6 PM: Takes subway home

6 PM to 7 PM: Relaxes at home

7 PM to 8 PM: Dinner time, often at a restaurant near home

8 PM to 10 PM: Reads news and watches something on his phone, relaxes at home

10 PM: Sleep

Equipment: Mobile phone, laptop, work computer

Places where the product or service is used: When he has free time after work, some events that relate to his field held in the area. He could use the app anywhere (in subway, or when he gets home).

Social Relations: He has a few close friends in his home town that he sometimes gets phonecall from them, his coworkers, and ex-coworkers from his old job.



Persona 3



Bob / 36 / Male

**Gamer before Clerk
San Diego, CA**

Tagline: "I don't need to "Get a life".
I'm a gamer, I have lots of lives."

Description: Bob is a funny guy who has a good sense of humor and enjoys memes a lot. He spends most of his time when not working, playing video games. He has lots of online friends, who also are avid gamers. He can be demanding and wants things done quickly. He likes to be around people who share the same interest. He also likes to teach others what he can do.

Values: Things that make his life easier and effortless, dedication to his guild, friends who understand him.

Skills/Aptitudes:

Ambitious

Good eye sight

Relentless

Works well in a team structure

Complex problem solving skills

Experience Goals: He has lived in San Diego with his mom all his life. He loves playing video games at home and at his friend's house. He doesn't mind going out to meet new friends, who also love gaming and comic books.

End Goals: He enjoys finding groups of people who also love to go to game conventions or cosplay with him. Since he is a self-proclaimed pro gamer, he wants everything else to be easy and not interfere with his gaming schedule.

Life Goals: An easy and fun life. He wants to be able to earn real money from what he's good at, which is gaming.

Business Goals: Besides working 6 hours a day as a clerk, his greater job is as a dungeon defender. He has plans to improve his skills and equipments to level up more quickly. He wants to meet up with others to share strategies and play together.

Technical goals: He is comfortable with technology, but would prefer an easy, effortless way to use any app. Everything needs to be clear and to the point.

Constraints/Principles: Games come first, he has to be online at a certain time to do tasks and gets rewards.



Persona 3 Bob / 36 / Male

Work place: Bob constantly uses his computer for gaming. However, he thinks it will be easier to use his phone to do everything else, so he doesn't have to change his game screen on the computer.

Typical Activities: Works as a clerk from 12 AM to 6 AM. He spends most of his morning sleeping and plays video games for the rest of the day. He usually just orders take out or delivery to his house. He likes to watch videos online and keeps contact with all of his friends online.

Important Atypical Activities: Goes to GameStop to check out new games, attends gaming conventions, visits cosplay events around the city, and plays group board games at some bars, occasionally.

Challenges, breakdowns and annoyances: He has a busy schedule to fit all of his ongoing games. He gets stressed out quickly if things don't go the way he wants. He gets frustrated with complicated situations and unnecessary extra steps that prevents him from getting things done quickly.

An Ordinary Day:

12 AM to 6 AM: Work as a clerk

6 AM to 6:45 AM: Drive home

6:45 AM to 1PM: Have breakfast and sleep

1 PM to 6 PM: Play video games

6 PM to 8 PM: Eat dinner and watch TV

8 PM to 11 PM: Playing video games

11 PM to 12 AM: Take shower and go to work as a clerk

Equipment: Mobile phone, computer, Playstation

Places where the product or service is used: He will need the app when he wants to search for events nearby, and to find people who he can play games with. He knows a lot of places in his hometown to invite people to join. He will be more likely to use it at home, where he spends most of his time.

Social Relations: He has a lot of online friends and some close friends, who are also gamers, that he can come to hang out with. He enjoys meeting new people that he can share his experience with.



Persona 4



Barbara / 60 / Female

**Retired Sales Consultant- Realtor
Dallas, TX**

Tagline: "Either you run the day
or the day runs you."

Description: Barbara is a relentless person; she likes to keep busy even after her retirement. She is very active and determined to keep her business going. She is always organized and likes to stick with plans. She tries her best to excel at her career, and works constantly to improve her skillset.

Values: Punctuality, strong work ethic, building relationships with other people.

Skills/Aptitudes:

Determined
Motivated
Professional
Relentless
Hard-working
Charismatic

Experience Goals: She lives with her husband in a suburb near Dallas, TX. They have 2 children who have moved out of the home. She tries to meet more people, who work in real estate to get advice and to improve her abilities.

End Goals: She values making good connections with other people that would lead to potential business opportunities in the future.

Life Goals: She always thrives on improving her life and her business. She loves what she is doing and wants to excel at it. She believes there's a purpose for everything, and money doesn't grow on trees.

Business Goals: She believes good connections make good business. She is all about networking and making plans to expand her business. She usually plans meetings with other realtors and potential clients or business partners.

Technical goals: Technology is not really her strong suit. She needs applications which are easy to navigate, and to the point. She doesn't have strong vision, so she needs well-defined font, for easy reading.

Constraints/Principles: Busy schedule, stick with plans, small suburb has limited access to meet new clients.



Persona 4 Barbara / 60 / Female

Work place: Barbara's always on the move. She works out of her car, so she favors mobile devices such as a tablet or phone for easy access.

Typical Activities: Seeks out clients constantly to gather listings, travels to properties, goes home and gets dinner ready in the evening, goes to yoga class, takes her dog to the park with her husband, goes jogging, calls her friends on the phone, and takes real estate classes online.

Important Atypical Activities: Goes to networking events, training seminars, cruises with her husband, and salsa dancing.

Challenges, breakdowns and annoyances: Tardy or indecisive clients, change of plans, waiting in line, new technology requirements for works, commute to properties. She doesn't like surprises.

An Ordinary Day:

Wake up to 7 AM: Breakfast and jogging

7 AM to 12 PM: Work as a realtor

12 PM to 1 PM: Lunch break

1 PM to 3 PM: More work

3 PM to 4 PM: Go to yoga class

4 PM to 5:30 PM: Walk the dog

5:30 PM to 6 PM: Go home to shower

6 PM to 7:30 PM: Dinner time with husband

7:30 PM to 9:30 PM: Take online class

9:30 PM to 10 PM: Read news and relax

10 PM: Go to sleep

Equipment: Mobile phone, tablet, laptop, work computer.

Places where the product or service is used: When she wants to find potential clients or business partners, to go to open house in the area, join events for salsa dancing, join realtor conventions.

Social Relations: She has lots of business associates, friends from her sales job, family friends, and acquaintances from yoga class and salsa dancing





 STAVANGER +2°C	 TRONDHEIM -2°C	 OSLO -5°C
 KRISTIANSAND -11°C	 CURRENT LOCATION MON TUE WEN THU +2°C +1°C -2°C -4°C	 BERGEN -8°C

7 WEATHER WIDGET



Tubik Friday Party
 MAY 12, 07:00 PM 2 FLOOR BAR
 ADD TO CALENDAR

MAY 2017

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

06:30 AM Yoga class
 Free Your Mind studio

07:00 PM Tubik Friday Party
 2 floor bar

ADD EVENT

Life is a journey, not a destination.

Typography Choices

Pacifico Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Merriweather Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Color Palette



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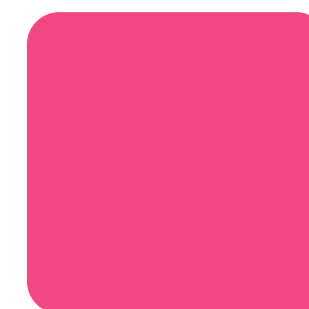
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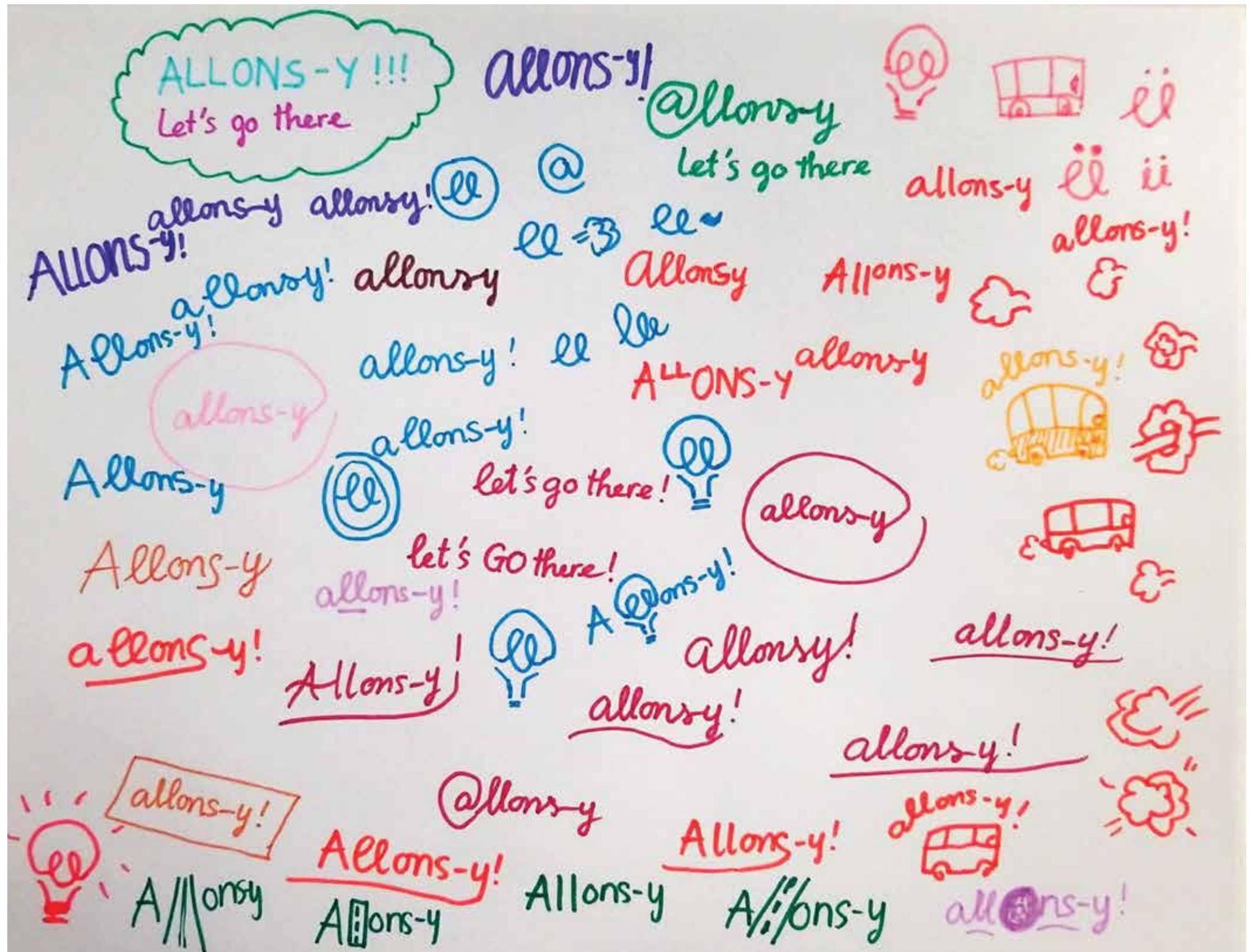
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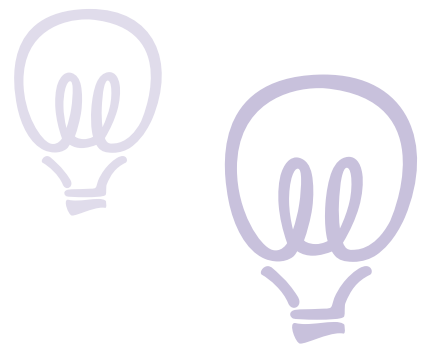
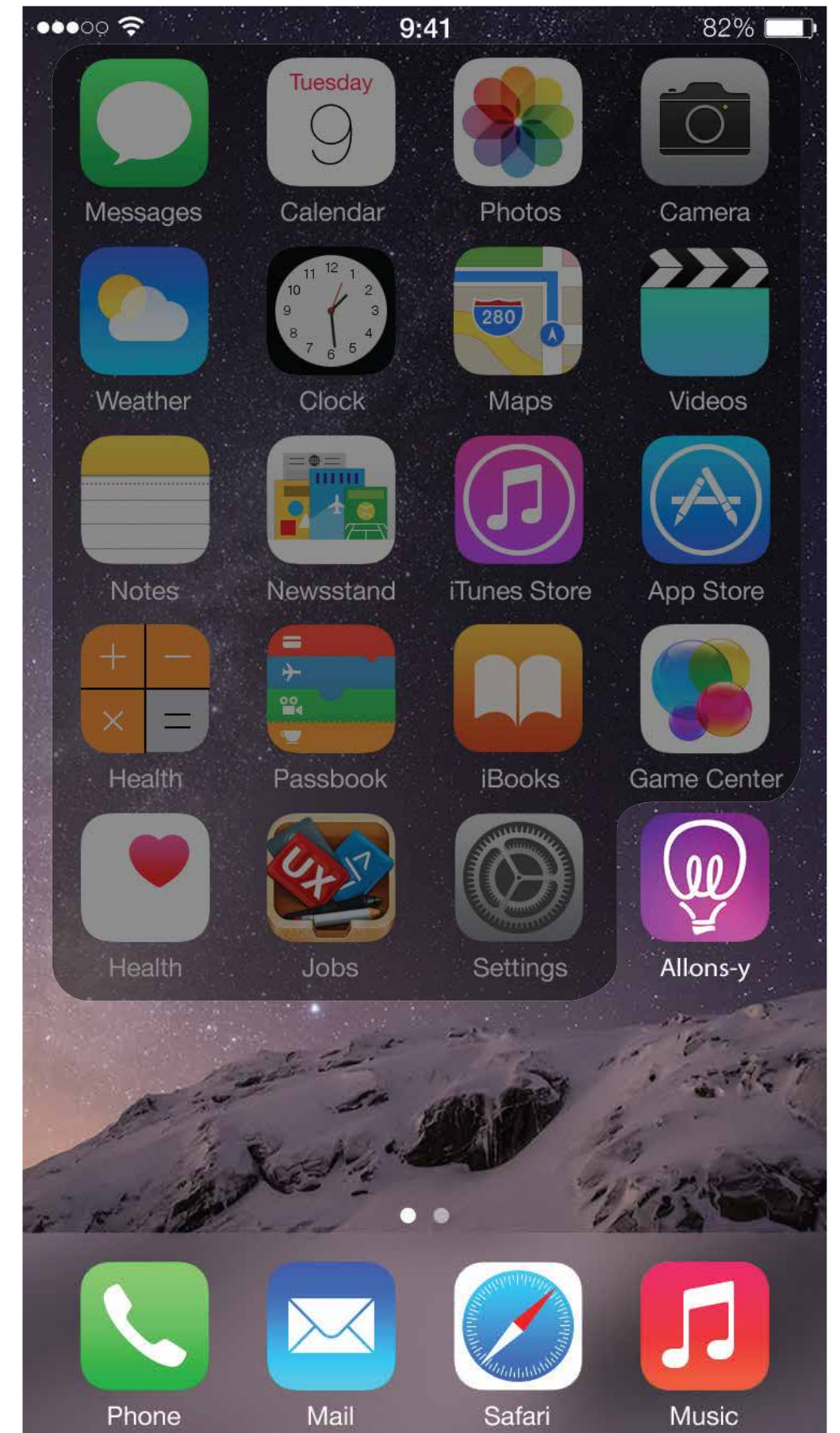
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Logo Sketches



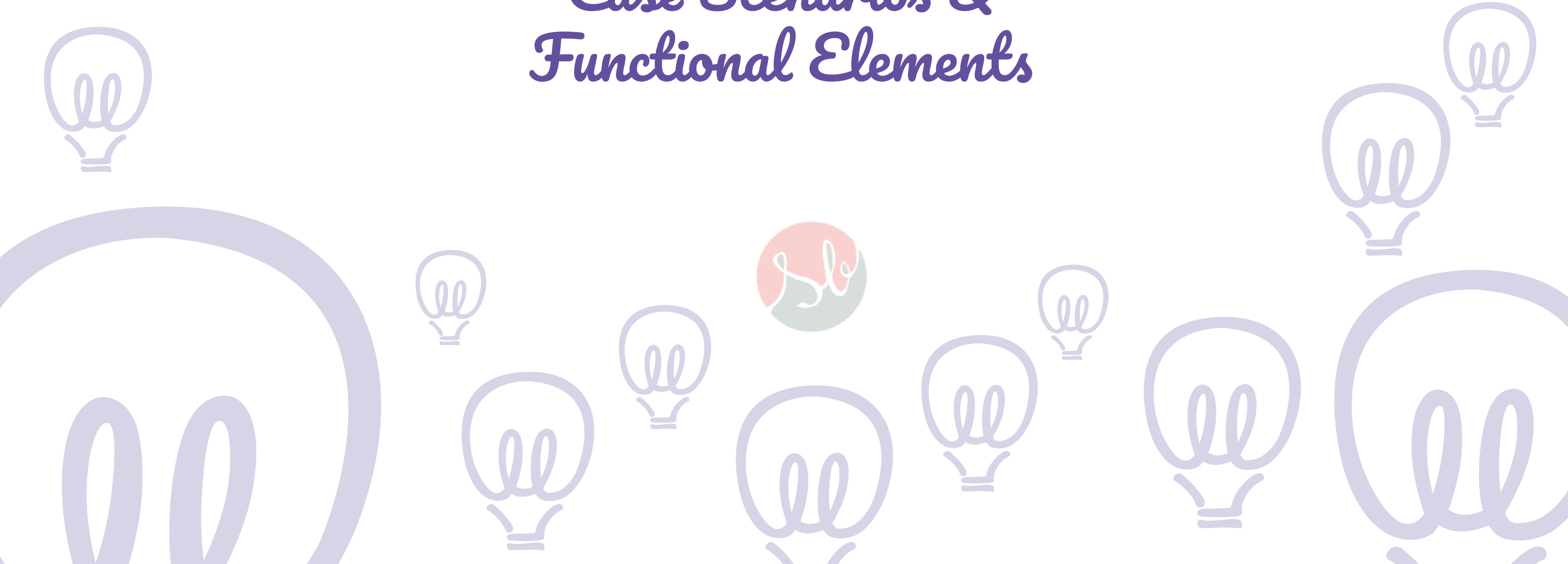
Logo and Icon





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let's go there

Case Scenarios & Functional Elements



Case Scenarios



Sophia / 24 / Female

Senior Year College Student
Chicago, IL

Scenario 1: Sophia doesn't have any plans for the weekend. She wants to check out some local comedy clubs, but none of her friends are interested in going there with her. She opens the app on her phone to find any active group to go to comedy events nearby, but there aren't any. Therefore, Sophia decides to create her own group to do that. She selects a comedy club from the suggestion list after reading through the ongoing events detail there. She can limit the group size to 10 people as the maximum, sets the meet up location, and adds this event to her calendar.

Scenario 2: On the day of the event, Sophia chooses the Uber Pool option from the app so she doesn't have to deal with traffic in Chicago. She can purchase tickets through

the app via Ticketmaster and uses the QR code from her phone to scan for ticket at the door. Sophia can also communicate with other members via an in-app messenger before the event starts.

Scenario 3: After the event, Sophia makes some new friends and she wants to add them to her friend list on the app for any future events.



Functional Elements Sophia / 24 / Female

CONTEXT	FUNCTIONAL SPEC	FUNCTIONAL ELEMENT
Sophia creates a group to comedy club nearby. She picks an event in the weekend.	She needs the ability to browse for places around her, read the event discription, pick a day.	Online network connection, online database, GPS Location, text input, calendar.
She customizes the group size, sets the meet up location, and adds this event to her calendar.	She needs the ability to choose the group size, pick location, add to calendar, and get reminder.	Online Network Connection, GPS Location, text input, calendar, interactive map, pop-up notification.
Sophia chooses Uber Pool option from the app so she doesn't have to deal with traffic in Chicago.	She needs the ability to book Uber from the app with her current location and destination.	Online Network Connection, online database, GPS Location, text input, interactive Map, method of payment.
She purchases tickets via Ticketmaster and uses the QR code from her phone to scan the ticket.	She needs the ability to buy tickets with a third party, via the app, and save ticket information.	Online Network Connection, online database, photo gallery access, method of payment, text input.
She wants to contact other members from in-app messenger, and add them to her friend list.	She needs the ability to send/receive messages, make phone calls, add friends.	Online Network Connection, online database, text messenger, access to phone call, add contact.



Case Scenarios



Rajesh / 29 / Male

**Software Engineer
New York, NY**

Scenario 1: Rajesh is new to NYC. He wants to go out and see what the city has to offer. He doesn't know anyone around or where to start. He wants to feel safe when meeting new people through the app by choosing event with verified members only. In order to verify his account, the app requires a picture of the user holding his/her ID card before he can join or create any event. He browses through all the events happening nearby and decides to join a city scavenger hunt with a small group of people (~3 to 5 people). He also finds a robotics convention 3 weeks from now that he is interested in going to. He saves it on his favorites list and sets a reminder.

Scenario 2: Rajesh can update his profile and read other members' profiles. On the day of the event, Rajesh chooses Uber Pool option from the app because he doesn't have a car. He contacts other members via an in-app messenger and he is able to call them at the meeting location.

Scenario 3: After the event, Rajesh makes some new friends and he decides to create another scavenger hunt event next week with them. He adds this to his calendar and adds his new friends to his friends list under a Scavenger group category.



Functional Elements Rajesh / 29 / Male

CONTEXT	FUNCTIONAL SPEC	FUNCTIONAL ELEMENT
Rajesh wants to feel safe when meeting new people by choosing event with verified members only.	Upon sign-up, it requires a picture of him holding his ID card before he can join or create any event.	Online Network Connection, online database, camera access, text input.
He browses through all the events happening nearby and decides to join an event with a small group.	He needs the ability to choose the group size, pick location, and choose date.	Online Network Connection, GPS Location, text input, calendar.
He saves another event on his favorite list and set a reminder.	He needs the ability to save events to calendar, and set reminders on his phone.	Online Network Connection, online database, text input, calendar, pop-up notification.
He can update his profile and read other member's profile.	He needs the ability to edit text, upload his photo, and access other peoples' profiles.	Online Network Connection, online database, photo gallery access, text input.
He wants to save his friends group under a specific category.	He needs the ability to customize his contact list.	Online Network Connection, online database, text input, contact access.



Case Scenarios



Barbara / 60 / Female

Retired Sales Consultant- Realtor
Dallas, TX

Scenario 1: Barbara is not familiar with new technology and she needs some assistance with learning the process. She reads the tutorial when she opens the app, that shows her how to get around the app, and she can open a help guide whenever she needs assistance.

Scenario 2: Barbara is planning an open house party to meet with potential customers and colleagues. She wants as many people to come as possible, so her guests can also bring their friends and family to the event. She sets notifications on the app to let her know when someone attends the event. She can make a group chat with the attendees to introduce herself and learn more about the guests and their needs before the event starts.

Scenario 3: At the event, Barbara can use the app as a checklist to see who shows up, and save the contact information for future event, and to send thank-you notes.

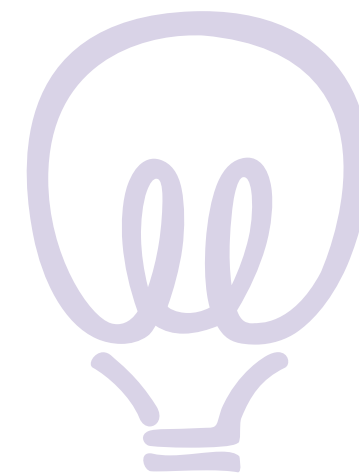
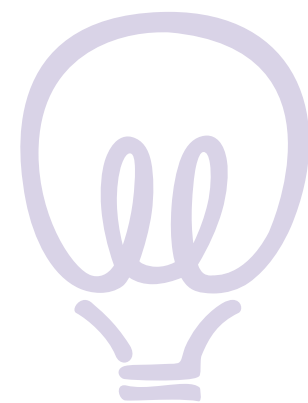
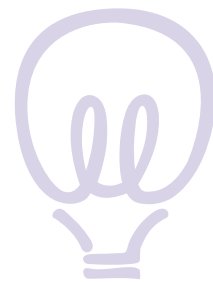
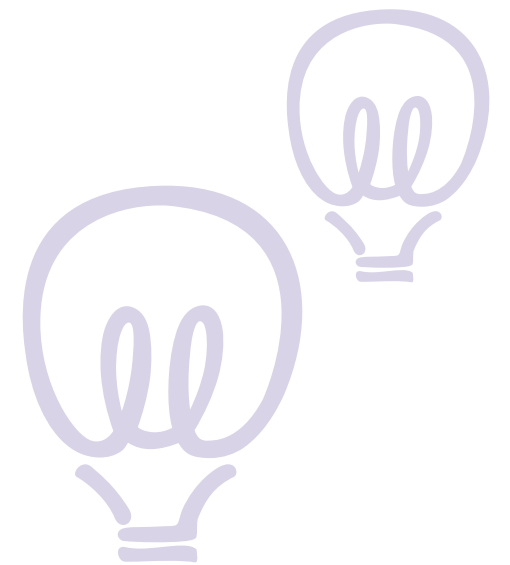
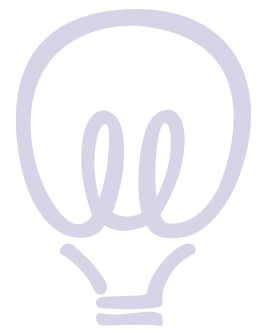


Functional Elements Barbara / 60 / Female

CONTEXT	FUNCTIONAL SPEC	FUNCTIONAL ELEMENT
Barbara needs some assistance with learning the app.	She needs the ability to read the tutorial, and a way to access the help guide easily.	Online Network Connection, online database, text input, pop-up guide.
She creates a big event and she wants to let her guests invite people they know.	She needs the ability to choose the group size, location, and open it to friends of friend and public.	Online Network Connection, GPS Location, text input, calendar.
She sets notification on the app to let her know when someone attends the event.	She needs the ability to receive notifications to her phone.	Online Network Connection, online database, pop-up notification.
She can make a group chat with the attendees.	She needs the ability to send/receive message, and add people into a group.	Online Network Connection, online database, text input, contact access.
She can use the app as a checklist to see who shows up, and save contact information.	She needs the ability to use a checklist and save contacts.	Online Network Connection, online database, text messenger, add contact, checklist of members.



Task List & Sitemap



Task List



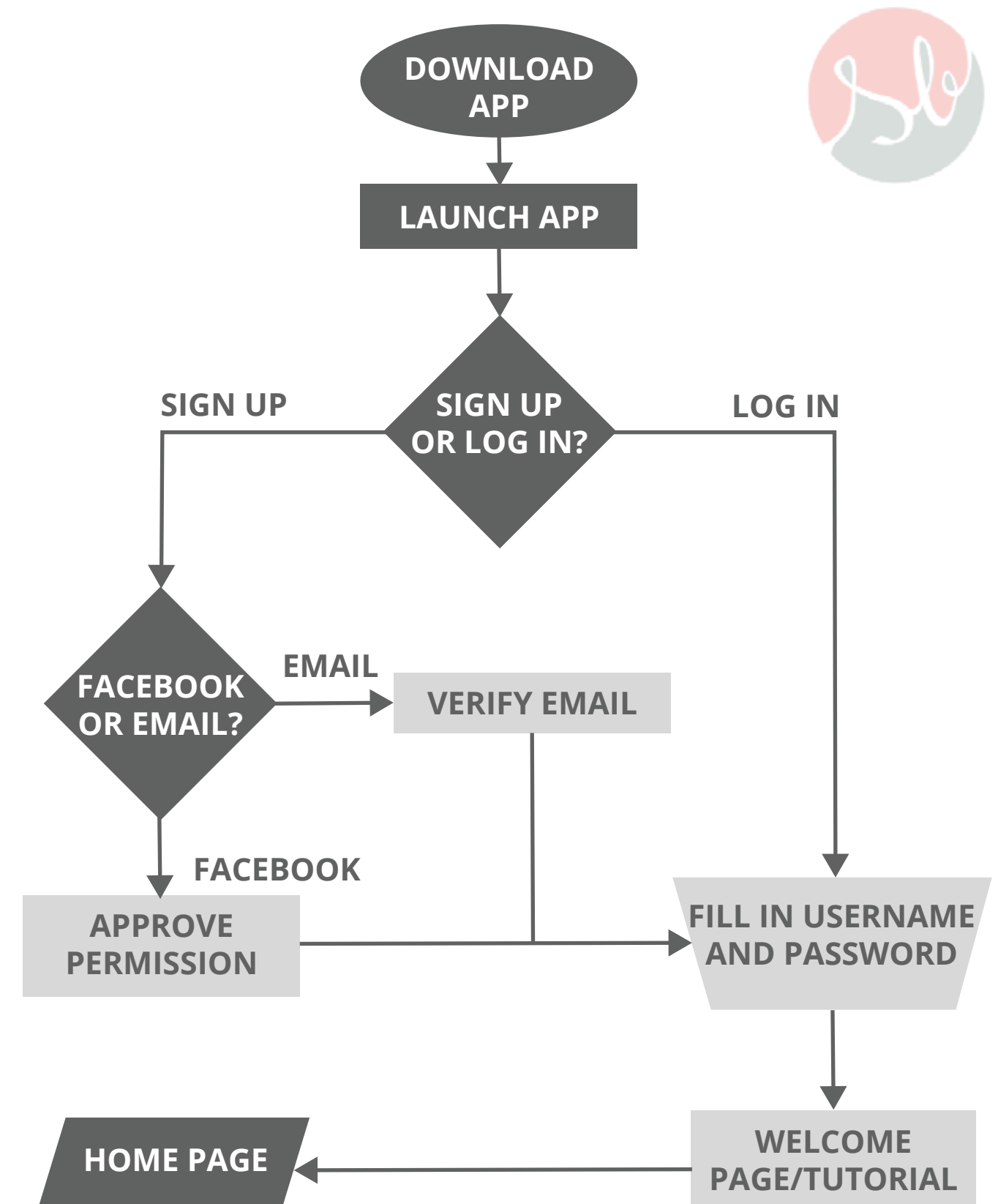
TASK LIST	ACTOR	DISCRIPTION
Create new account and sign in	User	Sign up using email address or Facebook account
Make a security-verified account	User	Take a photo of user holding ID card, verify phone number
Customize profile	User	Pick favorite activities, type of events, write a self-introduction
Read tutorial, access guide	User	Read or skip the tutorial when signing up, click "Help" if needed
Browse events created by others	User	Swipe right to mark interest, left to pass, set filter to customize
Create new event	User	Customize event, user can choose group size, meeting location
Join an event	User	Tap on event, select "Join Now" to join an event
Set notification, add to calendar	User	Import event to planner, get reminder when event is near
Purchase ticket to event	User	Buy ticket to event directly from app via Ticketmaster



TASK LIST	ACTOR	DISCRIPTION
Look up map for directions to event	User	Click on directions on app to use Google map to navigate to event
Take Uber to the event	User	Order Uber to get to event directly from the app
Contact other users	User	Send messages to friends directly from app
Add other users, customize friends list	User	Add friends and arrange them under designed categories
Invite friends to the event	User	Search names or choose to add a specific group
Member checklist	User	Check when members arrive to the event to figure out who is going

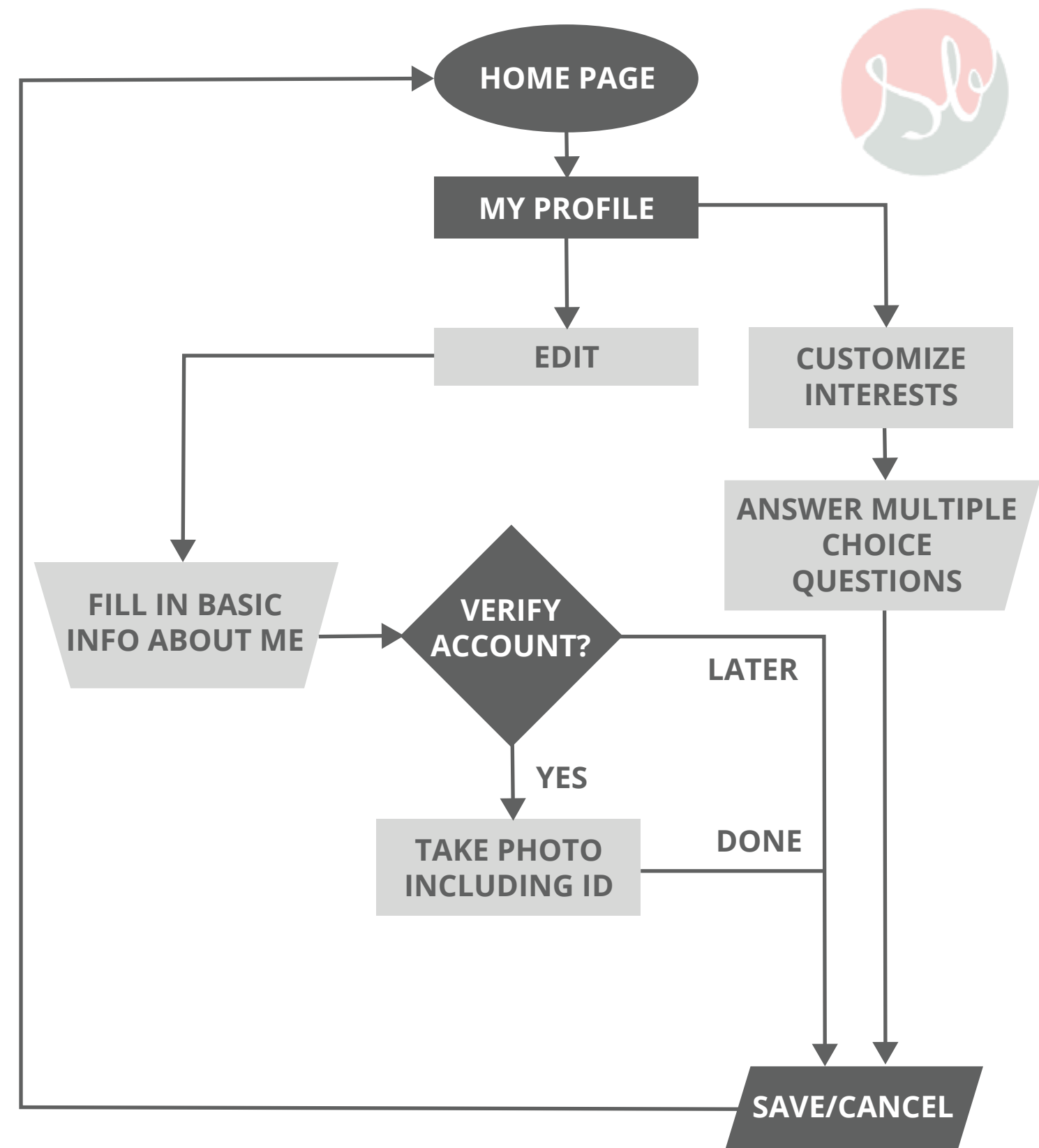
Task 1 New User Sign-up/Login

GOAL/OUTPUT	User will be able to sign up/log in
INPUTS	Sign up with email or Facebook account Create Username and Password
ASSUMPTION	Quick start to use the app, users already have email or Facebook account
STEPS	<ol style="list-style-type: none">1. Download app2. Launch app3. Sign up or Log into existing account4. a- Sign up with Facebook account: Request permission to input info to app b- Sign up with email: Request verification from user's inbox5. Create Username and Password to log in
TIME FOR EXPERT	2-5 minutes
INSTRUCTIONS	Sign up with email or Facebook/ Log in to existing account.



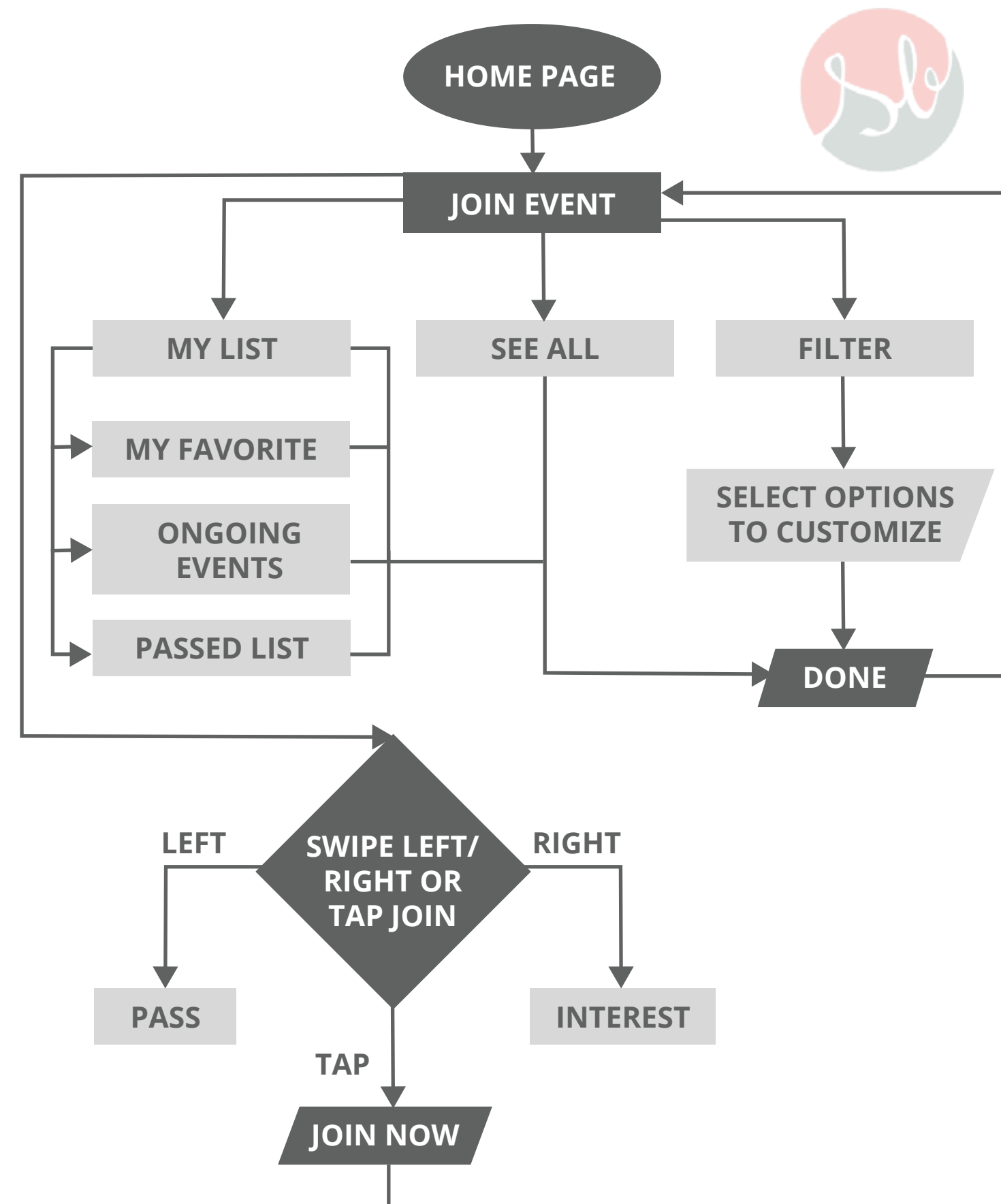
Task 2 Create Profile/Secured Verify Account

GOAL/OUTPUT	Create user's profile and verify account
INPUTS	User's basic information, interests, location Take picture of user holding ID card to verify
ASSUMPTION	User can choose to take an extra step to verify account or just make a general profile
STEPS	<ol style="list-style-type: none"> 1. Navigate to My Profile from Home Page 2. Edit basic information (age, location, gender, occupation, etc.), write introduction 3. Answer multiple choice questions to customize the events based on interest 4. User can verify account by submitting a photo of him/her holding ID card, it allows user to join verified-account-only events.
TIME FOR EXPERT	3-8 minutes
INSTRUCTIONS	Create/edit profile, make a security-verified account



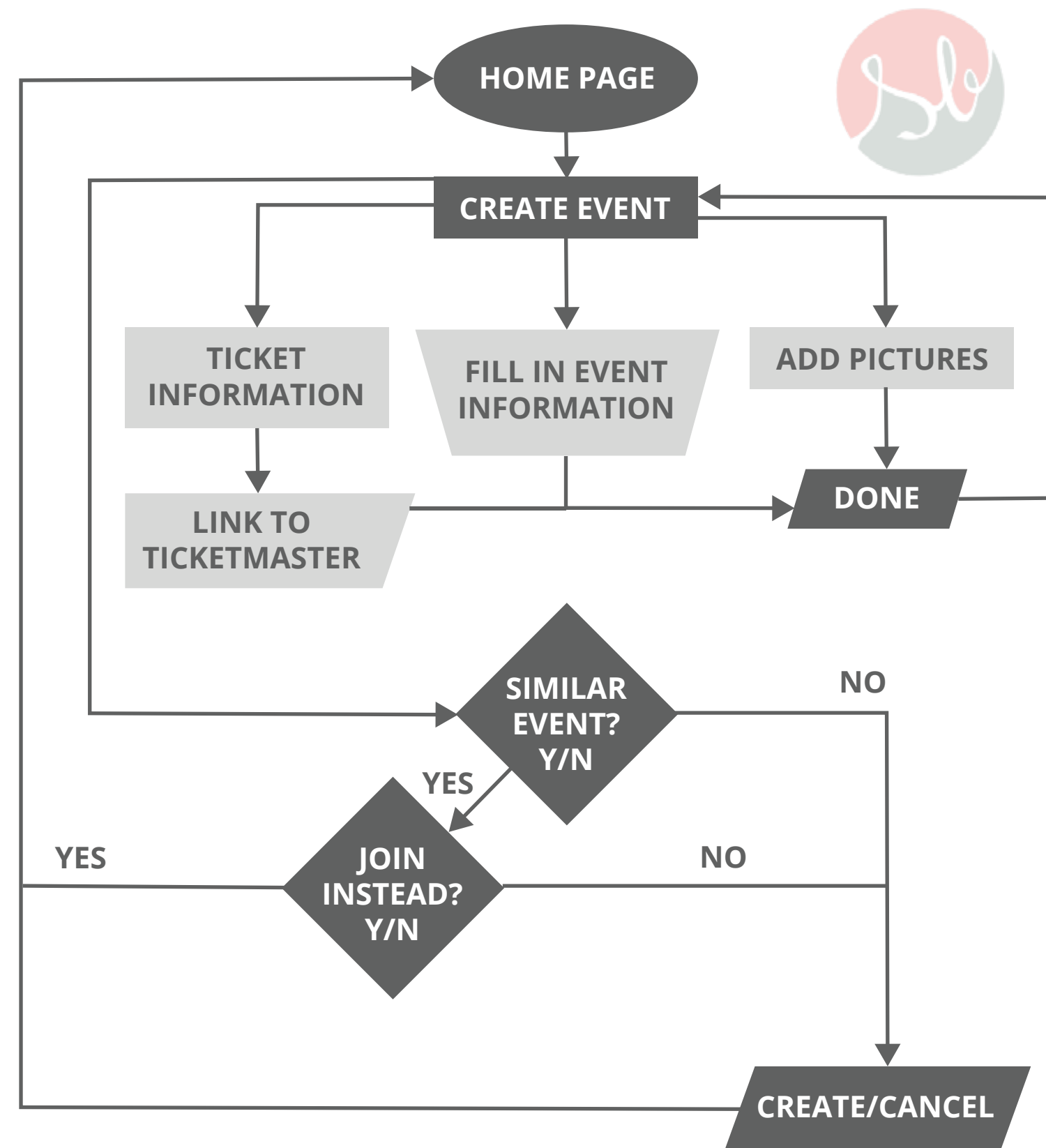
Task 3 Join Event Created by Others

GOAL/OUTPUT	Join event near user
INPUTS	Set filter to customize events finder Swipe right to mark interest, left to pass
ASSUMPTION	Users want to save time looking through all events with brief discription about them
STEPS	<ol style="list-style-type: none"> 1. Tap Join Event from Home Page 2. Go to Filter to customize events finder (group size, verified account only, etc.) 3. Swipe right to mark interest, left to pass, tap Join Now to join an event. 4. Tap See All to see all events on a list 5. Tap My List to see My Favorite list, and On-going Event, Passed list
TIME FOR EXPERT	5-20 minutes
INSTRUCTIONS	Browse events nearby



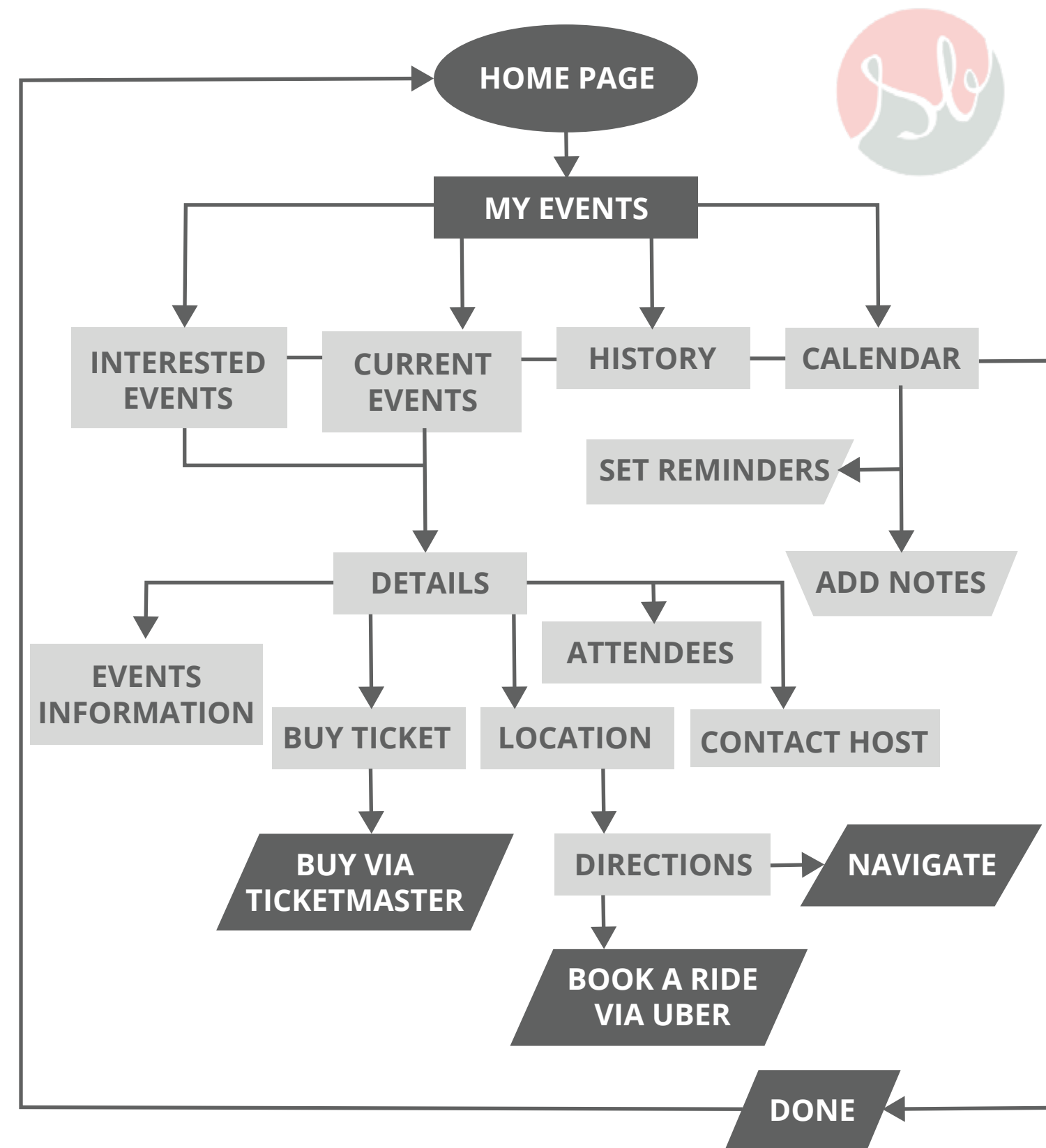
Task 4 Create New Event

GOAL/OUTPUT	User can create custom events
INPUTS	Location, time, venue, group size, age limit, verified accounts only, invite only/public, etc.
ASSUMPTION	Users already have a general idea how they want to plan their new event
STEPS	<ol style="list-style-type: none"> 1. Navigate to Create Event from Home Page 2. Fill in event information (Location, group size, time, venue, age limit, verified accounts only, invite only/public, etc.) 3. Associate ticket information to the event 4. Add any image that relates to the event 5. If there is a similar event, user can choose to join it instead, or continue the process.
TIME FOR EXPERT	4-12 minutes
INSTRUCTIONS	Create Event



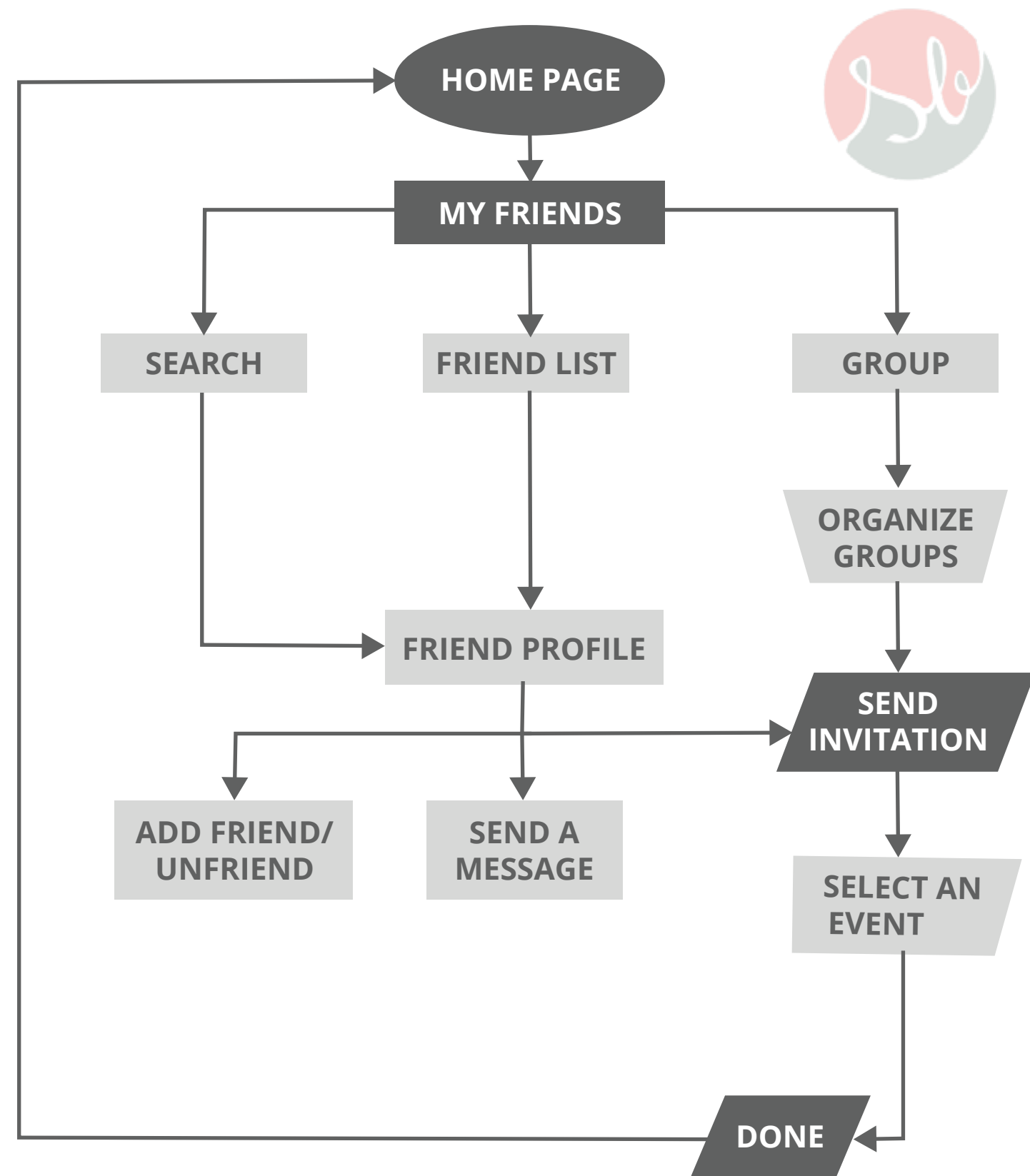
Task 5 Check My Events

GOAL/OUTPUT	Check all events relevant to the user
INPUTS	Events marked Interested and events user joined or created, history, calendar
ASSUMPTION	Users want to keep track of all events that they joined, created, or are interested in
STEPS	<ol style="list-style-type: none"> 1. Navigate to My Events from Home Page 2. See list of Current events, Interested events, History, and Calendar 3. Open event to see Details (event info, buy ticket, attendants list, location, contact host) 4. Open Calendar to see all the events on calendar, set reminders, add notes 5. Open History to see past events
TIME FOR EXPERT	3-8 minutes
INSTRUCTIONS	Check my events

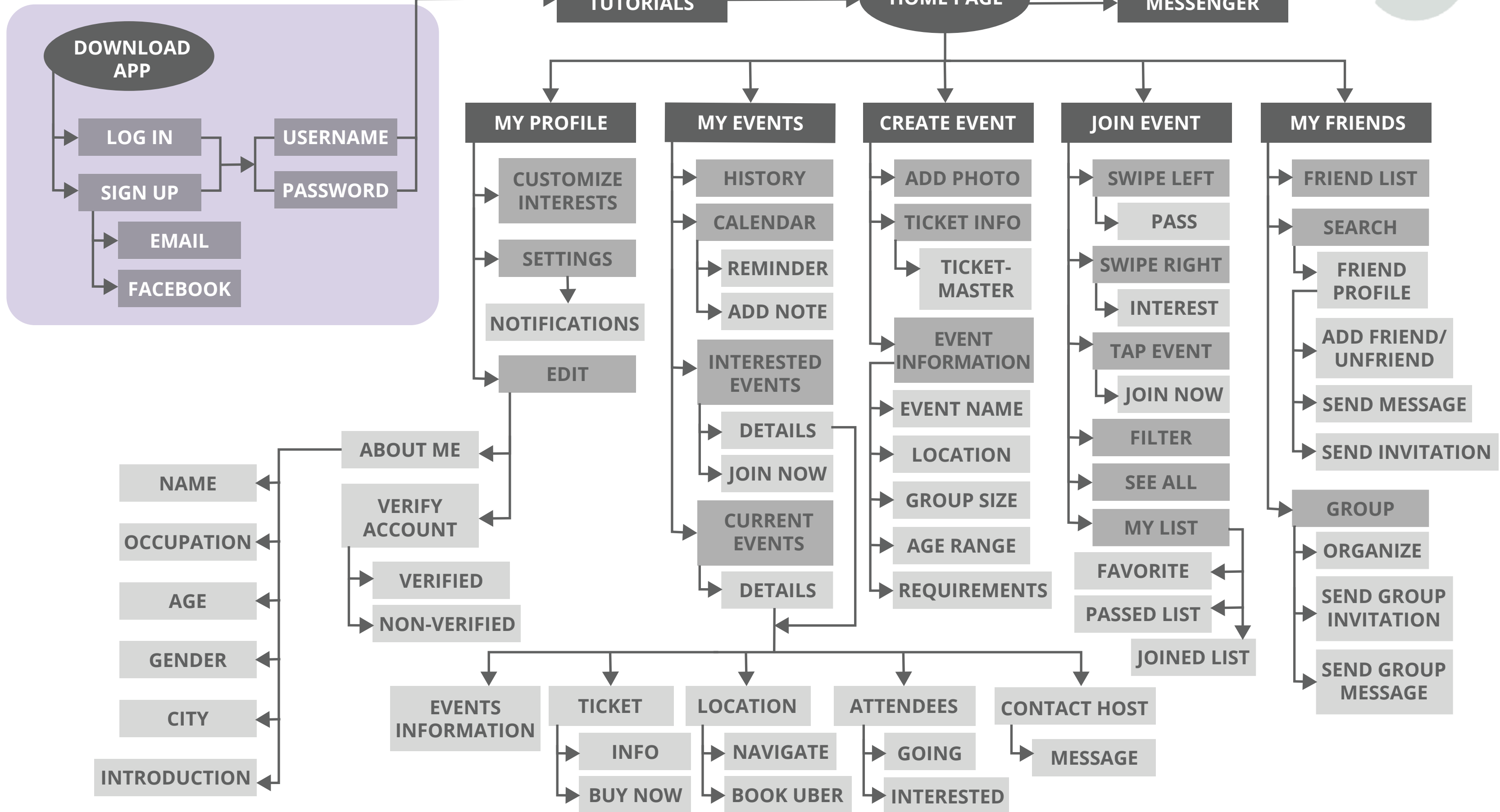


Task 6 Add Friends, Send Invitation, Customize Friend List

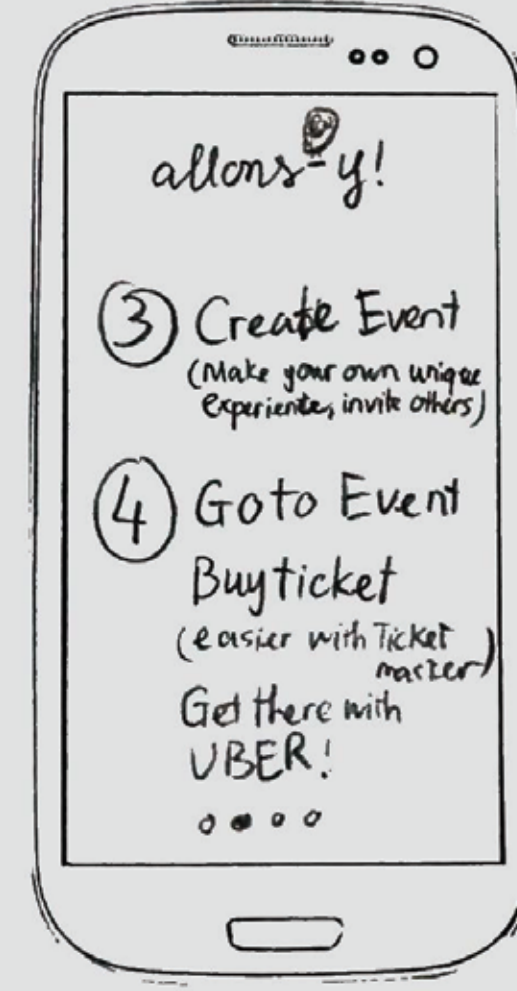
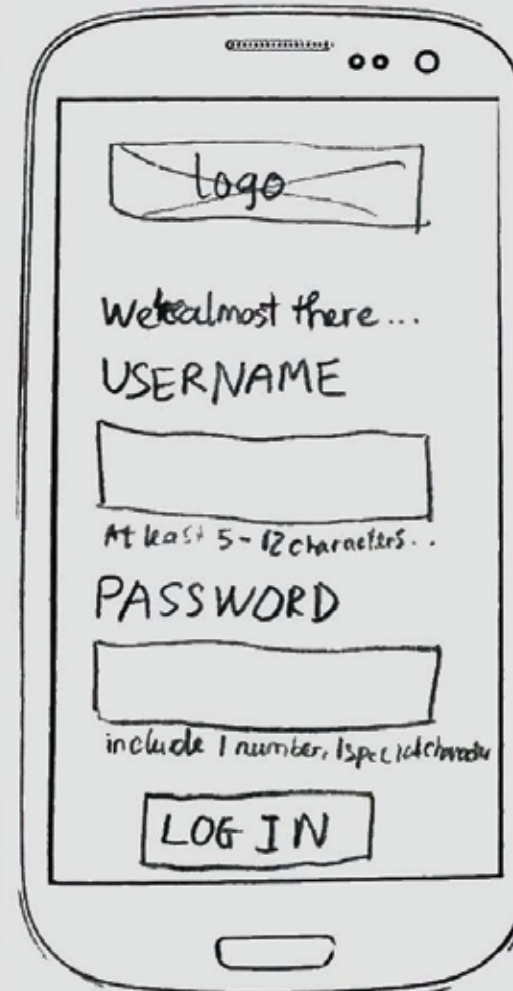
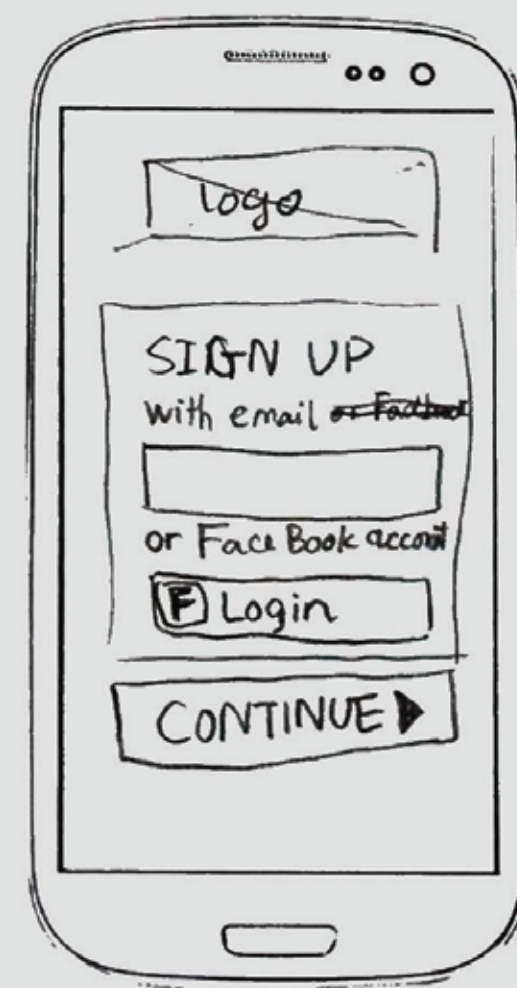
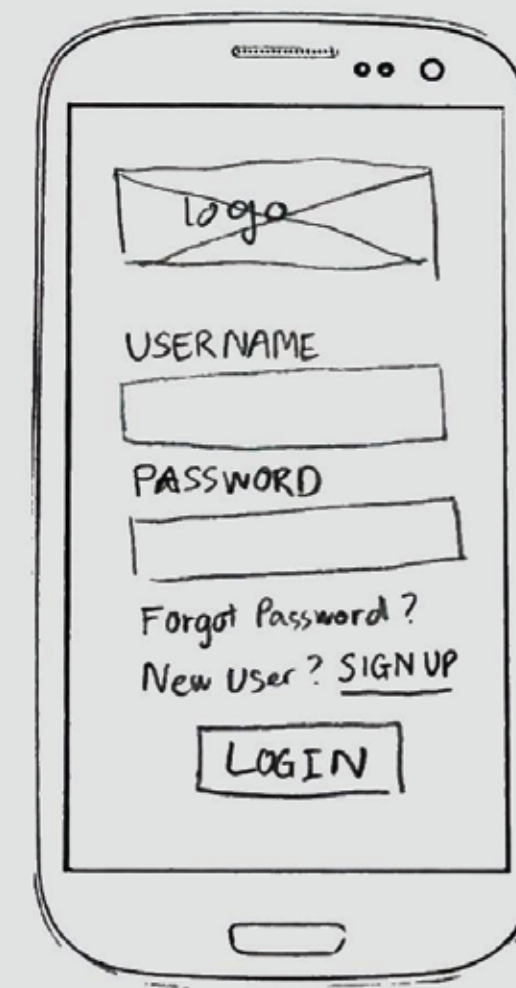
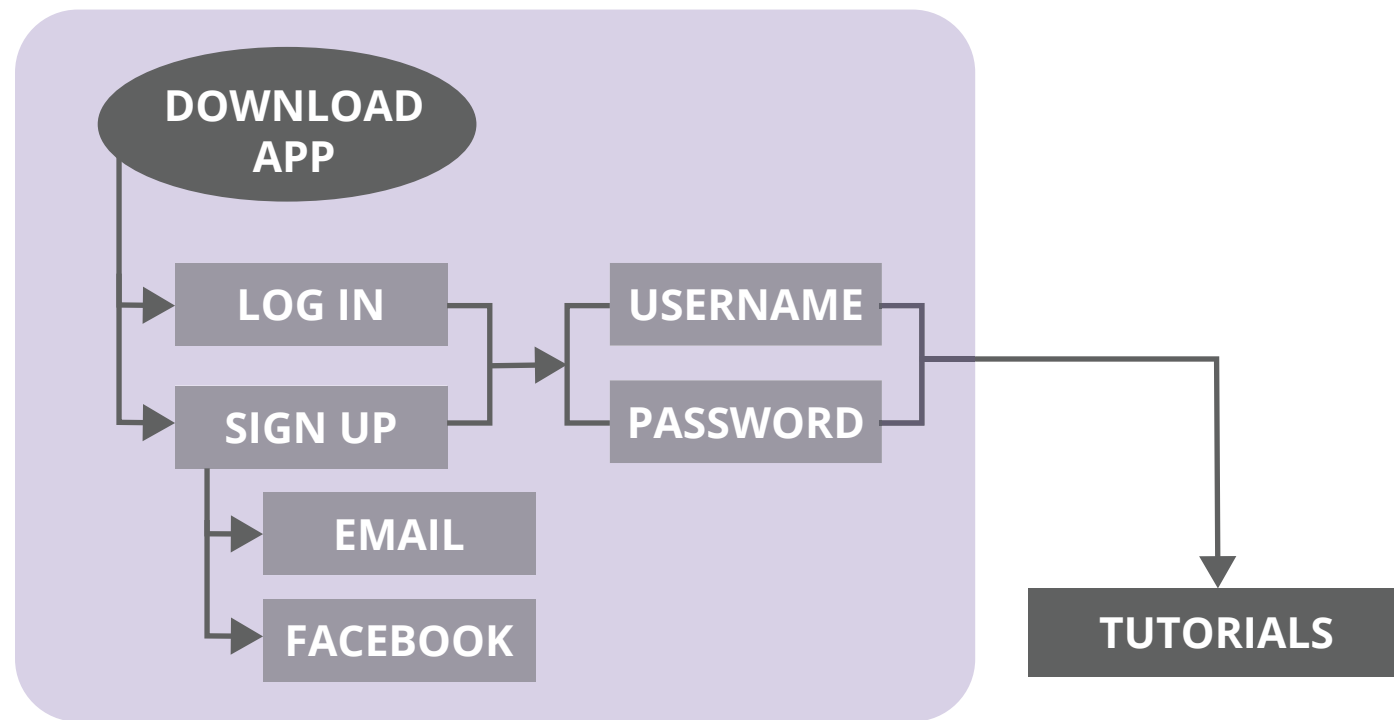
GOAL/OUTPUT	Add other users, customize friend list, invite
INPUTS	Other users profile, organize groups based on interest, shared events, verified account
ASSUMPTION	Users want to keep in touch with each other It's more convenient to invite a whole group
STEPS	<ol style="list-style-type: none">1. Navigate to My Friends from Home Page2. Search friends by their username3. Tap to open their profile, users can Add Friend, send a message via the app4. Customize friend list by organized groups based on interests, shared events, verified account, etc. User can also make group chat
TIME FOR EXPERT	2-5 minutes
INSTRUCTIONS	Add friends, customize friend list



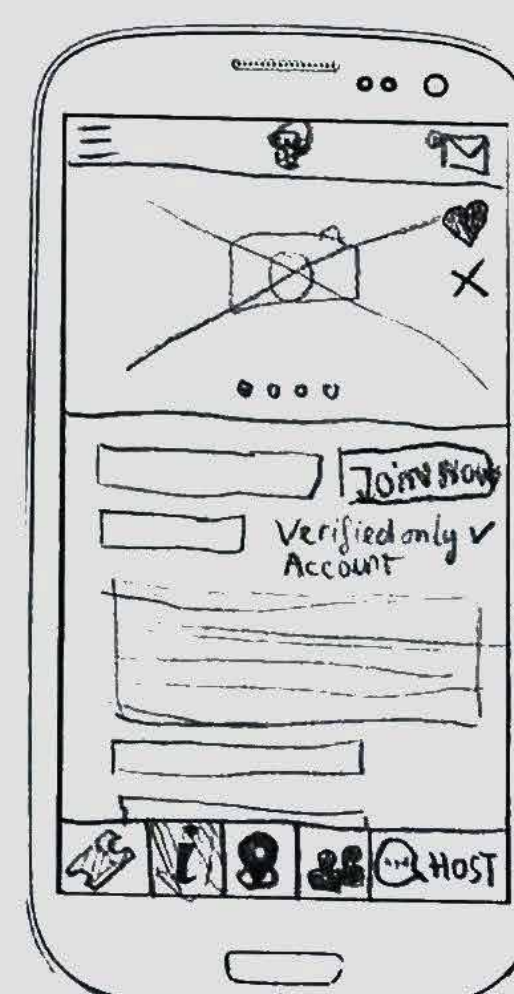
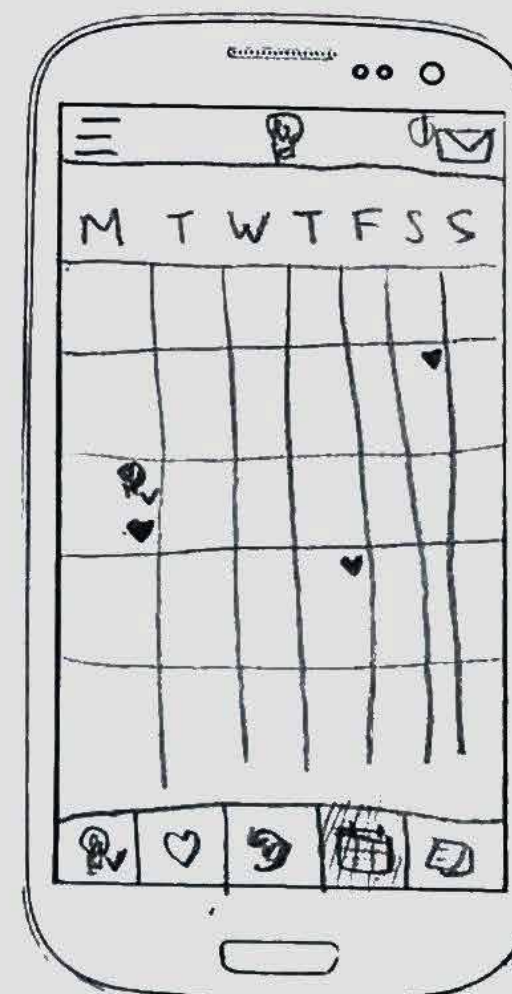
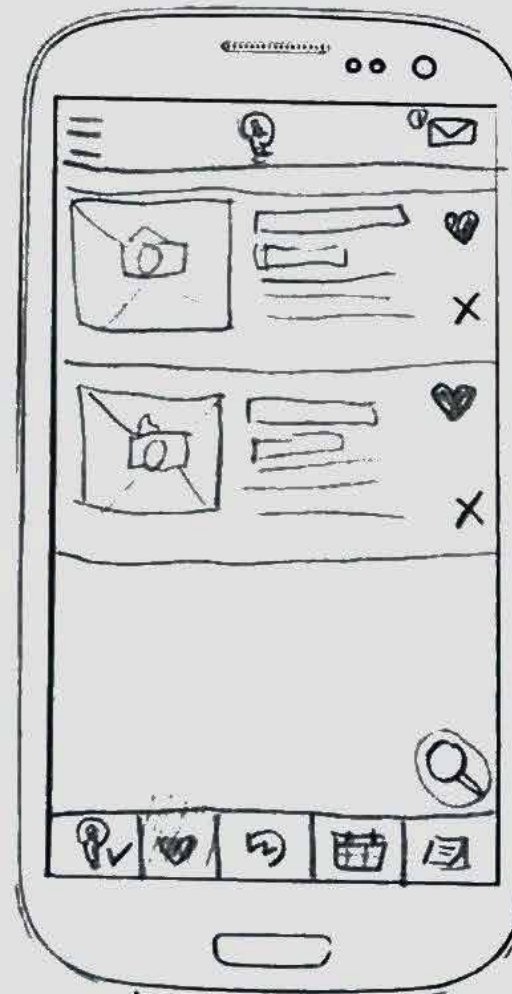
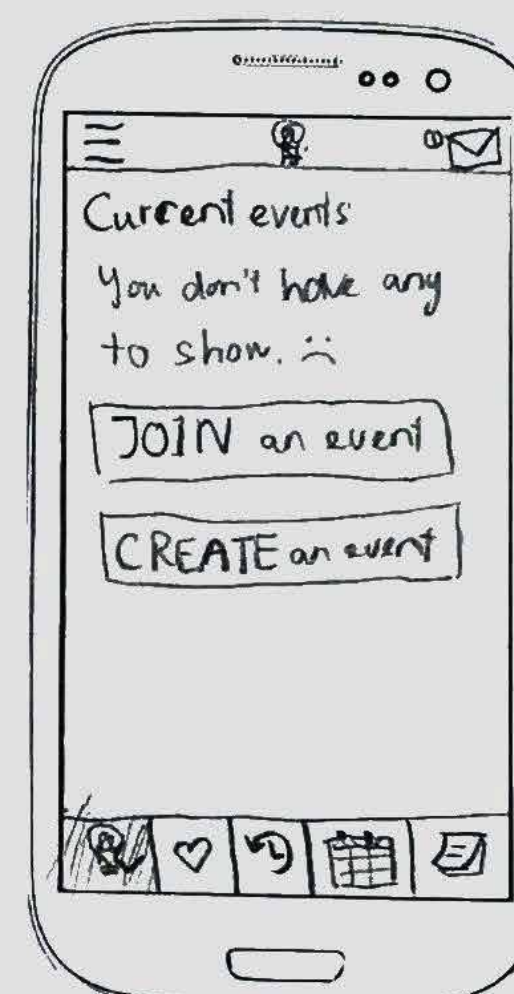
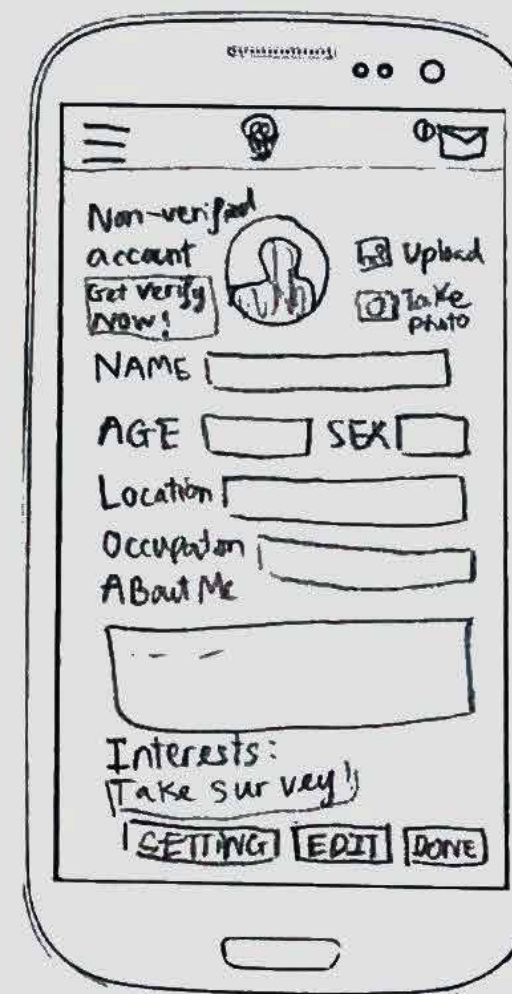
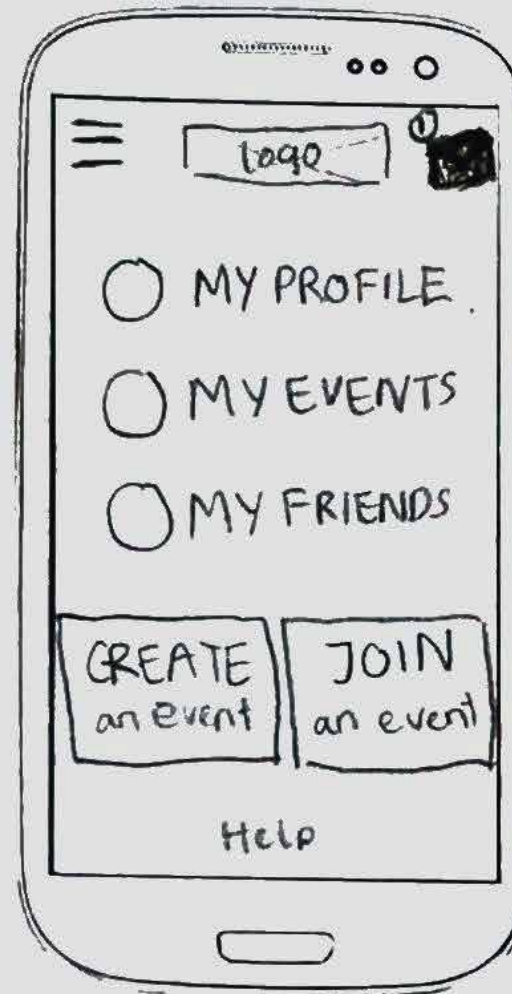
Sitemap



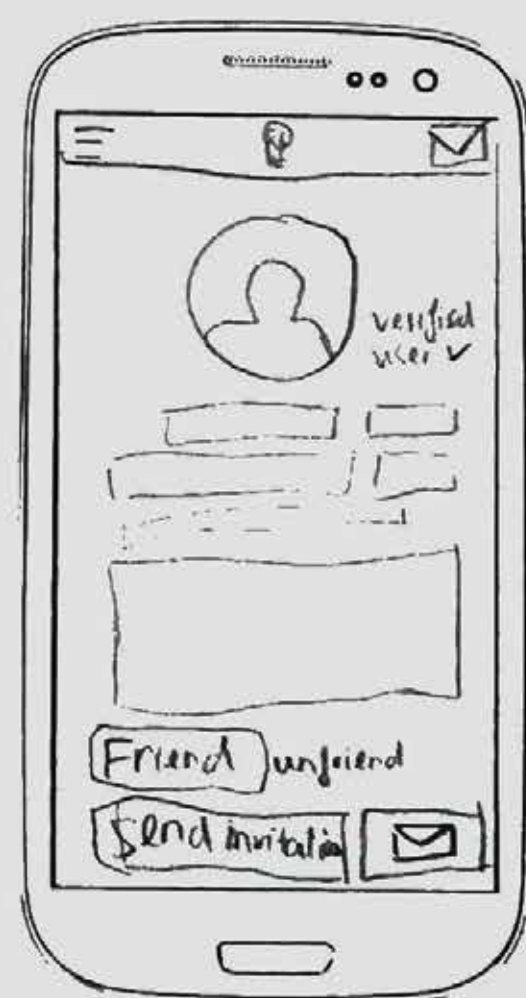
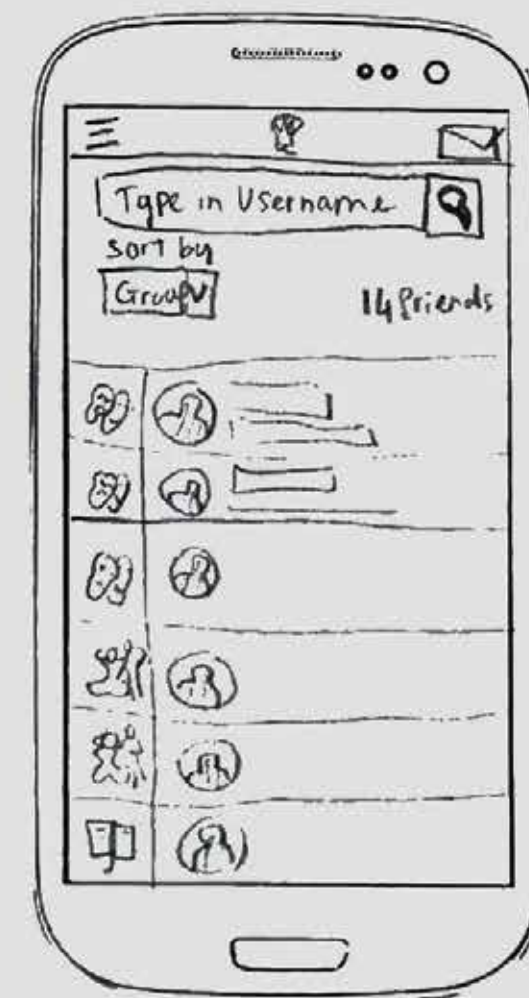
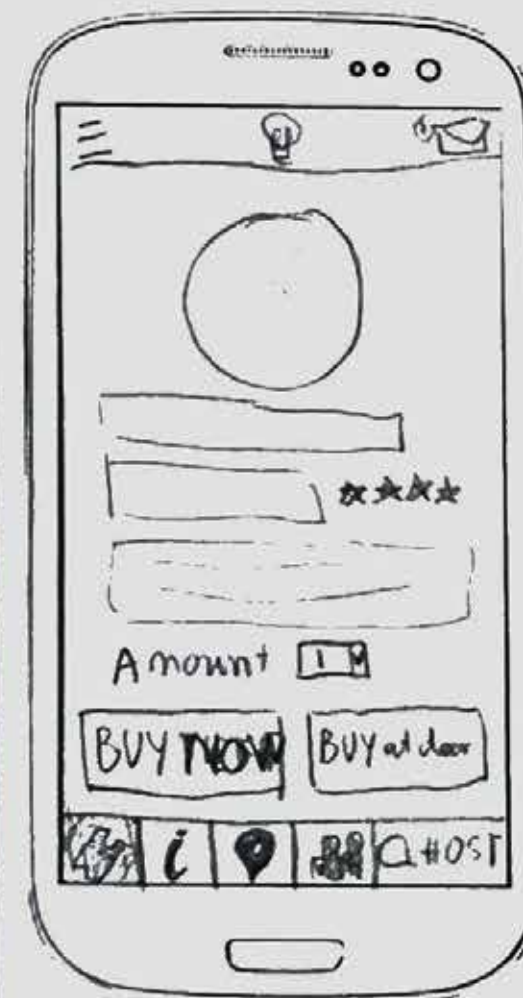
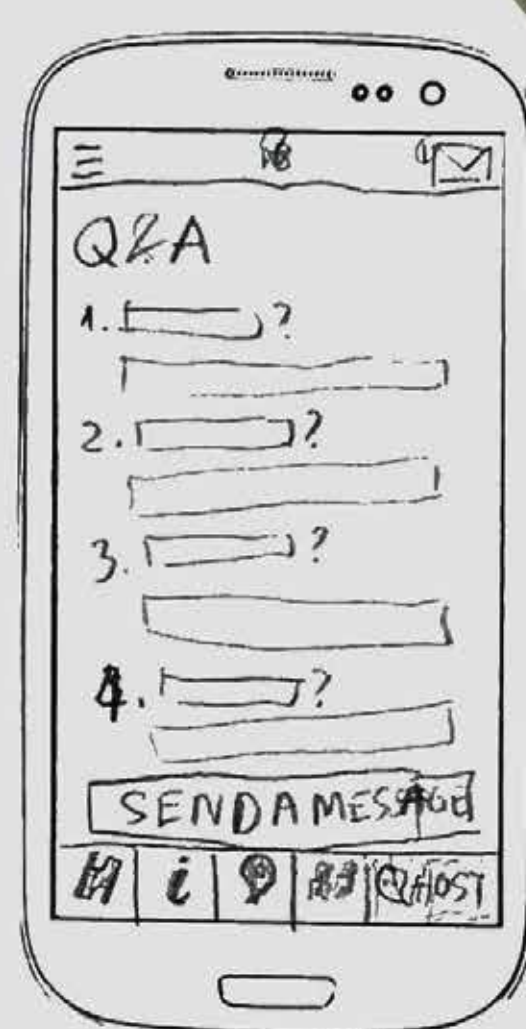
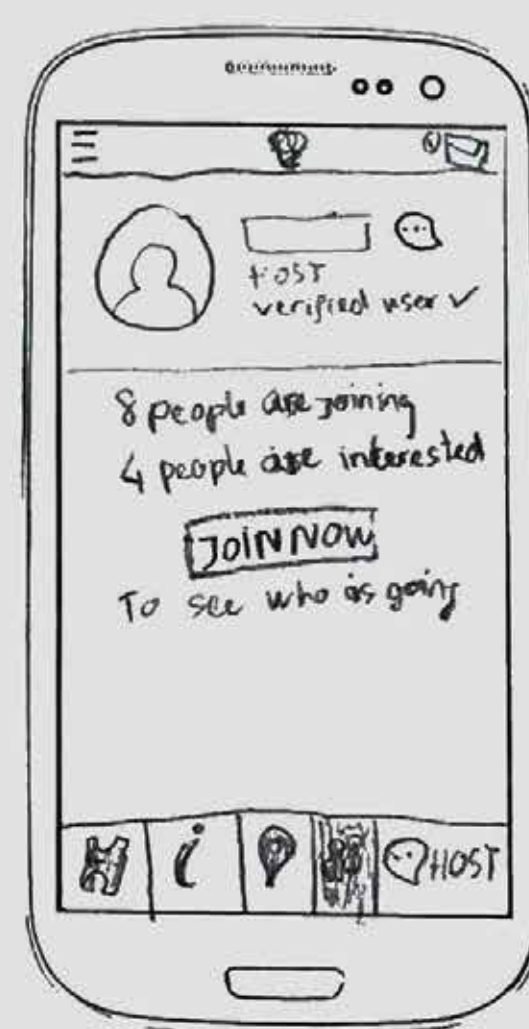
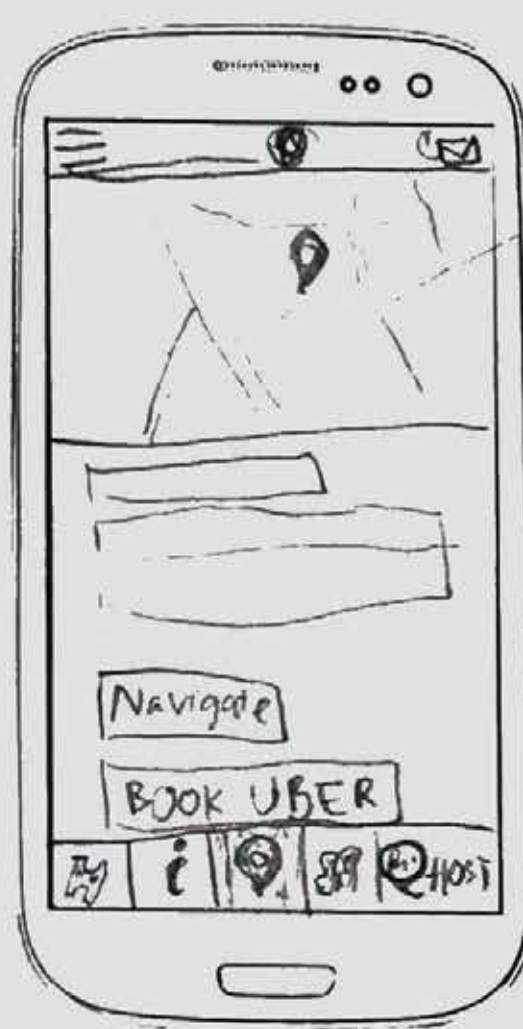
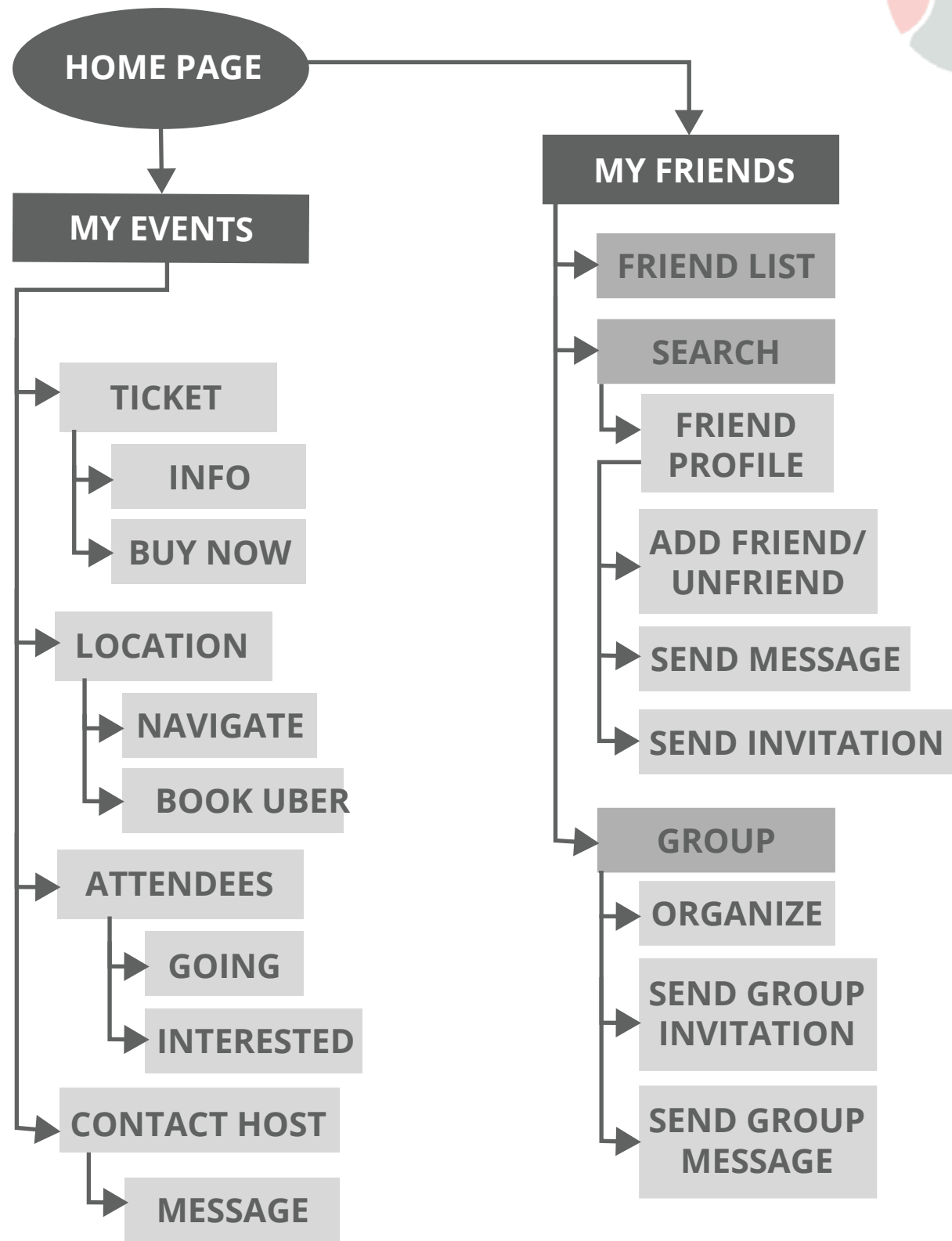
Low-res Wireframes



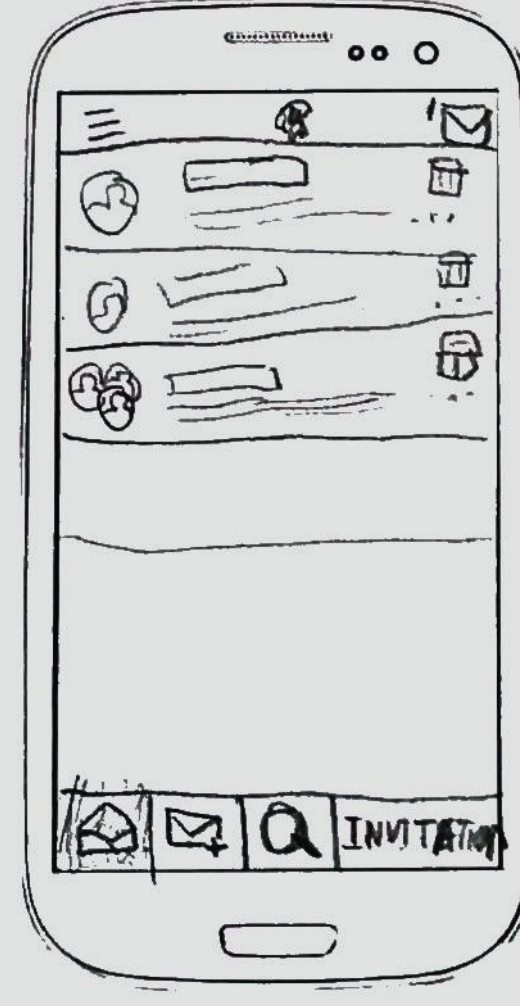
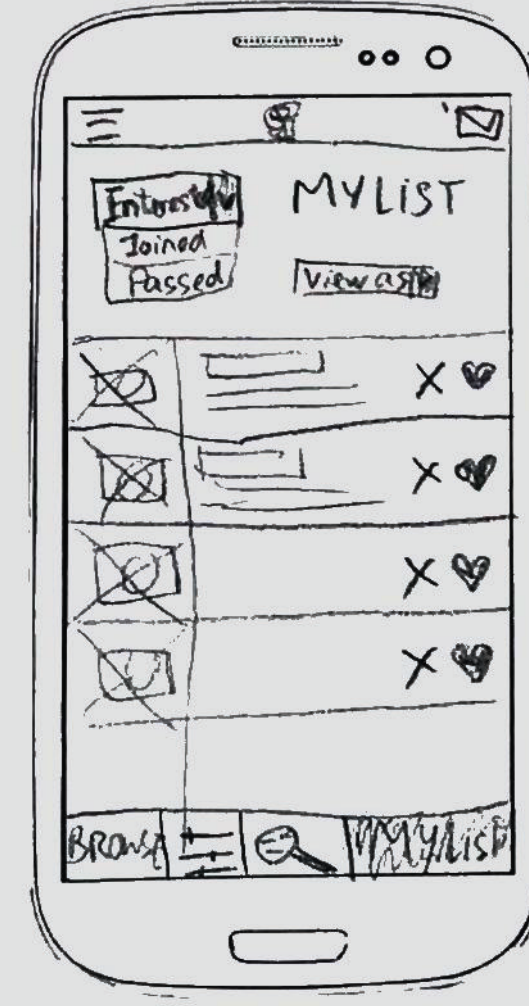
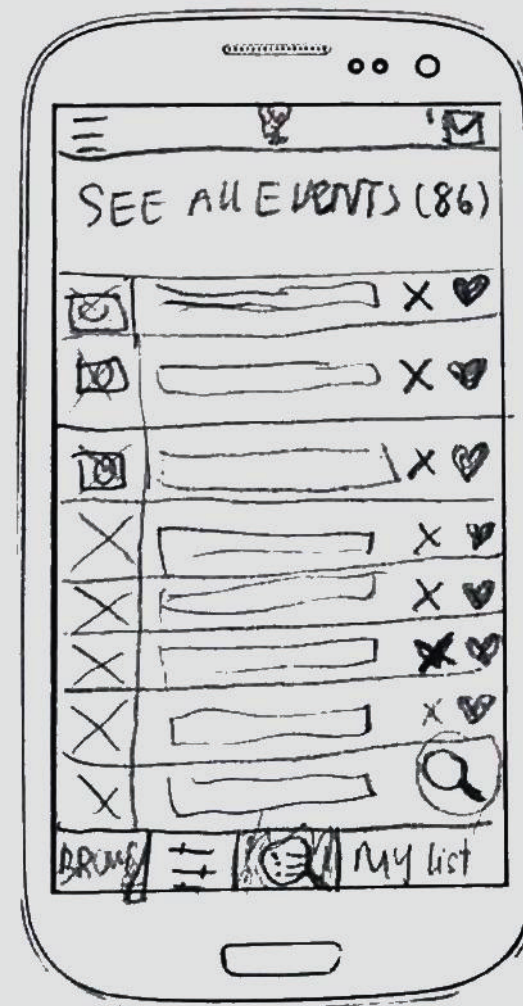
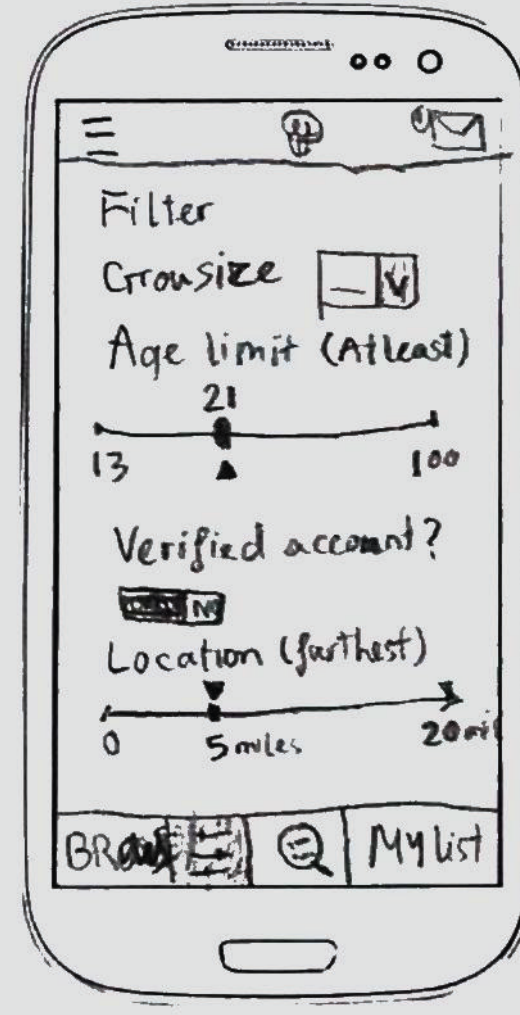
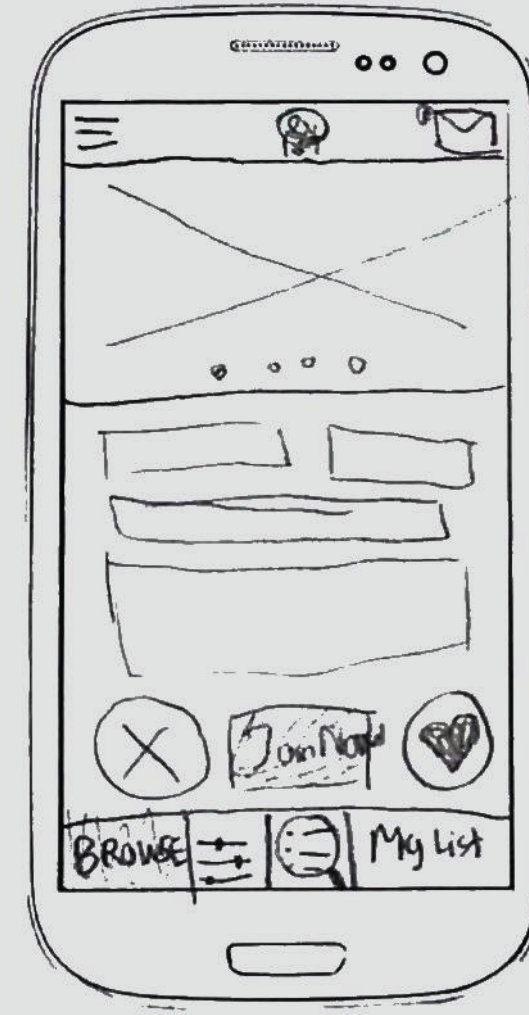
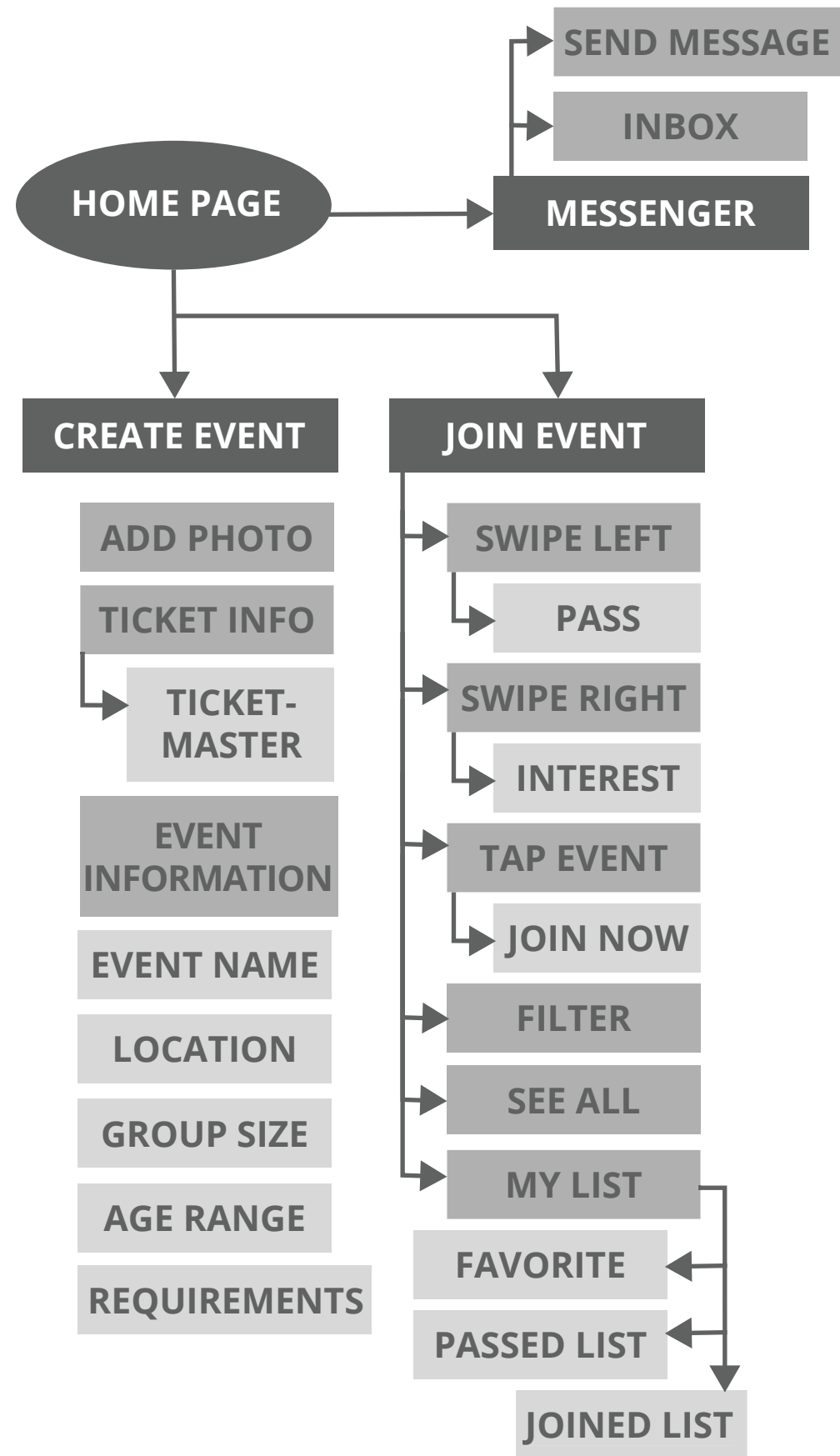
Low-res Wireframes



Low-res Wireframes



Low-res Wireframes



High-res App Design





allons-y!
let's go there

USERNAME

PASSWORD

[Forgot password?](#)

Remember this device

LOG IN

New User? Create New Account

SIGN UP

allons-y!
let's go there

let's get started...

- 1 COMPLETE YOUR PROFILE**
for more accurate event matches
- 2 CREATE AN EVENT**
make your own unique experience;
invite others to join
- 3 JOIN AN EVENT**
browsing events is a lot easier with
swipe left to pass, swipe right to
mark interest, tap to Join Now

allons-y!
let's go there

sophiamyles10
NON-VERIFIED

NAME

BIRTHDAY SEX LOCATION

OCCUPATION

ABOUT ME

I LIKE ...

CANCEL **DONE**

allons-y!
let's go there

let's get verified...

[Why are we doing this?](#)

- 1 GET YOUR ID CARD READY**
Any ID card that shows your profile,
name, and DOB (driver license,
passport, State ID, Global Entry, etc.)
- 2 TAKE A PHOTO OF YOURSELF
HOLDING YOUR ID CARD**
Make sure to show your face clearly,
check the lighting, all text on your ID
card should be visible
- 3 SUBMIT IT, WE WILL SECURELY
VERIFY YOUR ACCOUNT**
Your information is safe with us.
Security is our top priority to provide
a safe environment for our users.

GET VERIFIED NOW

[Maybe later!](#)



allons-y!
let's go there

sophiamyles10
VERIFIED

My Events My Friends

65°F Thu, Mar 15 7:45 PM
Chicago No upcoming event.

CREATE EVENT JOIN EVENT

CUSTOMIZE YOUR EXPERIENCE

Take the survey to get better events matches

Icons: Ticket, Location, Facebook, Twitter, Snapchat

allons-y!
let's go there

sophiamyles10
VERIFIED

SOPHIA MYLES

03/18/1993 FEMALE CHICAGO

STUDENT

ABOUT ME

Hi! I'm an outgoing person, who loves to meet new people and tries new things. I believe "Those who wish to sing, always find a song."

Concert Brewery Comedy
Disney

CANCEL DONE

allons-y!
let's go there

HOME

MY PROFILE

MY EVENTS

MY FRIENDS

CREATE EVENT

JOIN EVENT

CALENDAR

SETTINGS

TICKETS

DIRECTIONS

HELP

allons-y!
let's go there

Notifications

- Friend requests
- Friend request acceptance
- Message from friends
- Message from guests
- Guests join your event
- Event reminder

Event Filters

Distance (miles) 0 30 50

Age limit (years) 16 21 99



- Verified accounts only
- Guests can invite their friends

Group size (people)

- SMALL (2-5)
- MEDIUM (6-12)
- LARGE (13-20)
- X-LARGE (Over 20)

CANCEL DONE



 **allons-y!**
let's go there 

Name Your Event
by Sophia Myles

Privacy **Ticket Price** **Age Restriction** **Month Day**

Address of the Event **Start Time - End Time**

Write a brief information about your event.

Group size (Max. # of participants)

CANCEL **DONE**

 **allons-y!**
let's go there 

Historic tour of the Blatz Brewery
by Sophia Myles



21+ **Mar 18**
Verified Acc. Only **\$12**

1114 North Water Street **2:00 PM - 4:00 PM**
Milwaukee, WI 53202



A Historic tour of one of Milwaukee's greatest breweries. It begins with a slide show of the history of Blatz. This is followed by a walking tour of the former brewery and a discription of the buildings. Admission includes all this and a beer as you enjoy an important part of Milwaukee's History. Street parking is free.






Group size 15 (Max. # of participants)



DELETE **CANCEL** **DONE**

 **allons-y!**
let's go there 



JOINED EVENTS (1)



 **Historic tour of the Blatz Brewery** **Mar 18**
1114 North Water Street
Milwaukee, WI 53202 
\$12 **2:00 PM - 4:00 PM**






    

 **allons-y!**
let's go there 

INTERESTED EVENTS (2)

 **Durkins House Party Comedy Show!** **Mar 19**
810 West Diversey Pkwy
Chicago, IL 60614 
\$20 **8:30 PM - 1:30 AM**

 **Wonder Woman Painting** **Apr 25**
5417 Oakley Avenue
Hammond, IN 46320 
\$35 **6:30 PM - 9:30 PM**



allons-y!
let's go there

OPEN MIC
"HOUSE PARTY"
-FRIDAYS AT-
DURKIN'S TAVERN
810 W. DIVERSEY PKWY.

Durkins House Party Comedy Show!
by Carly Kane

Public \$20

21+ Mar 19

810 West Diversey Parkway
Chicago, IL 60614

8:30 PM
- 1:30 AM

Durkins House Party Stand Up Extravaganza!
Every Friday come out and enjoy all you can eat
pizza and all you can drink booze for \$20.
Stand Up comedy will ensue at 8.30pm in the back
room. It's always a boozy fun time in one of
Chicago's best bars. See you there!

[JOIN NOW!](#)

allons-y!
let's go there

Wonder Woman Painting
by Clinton Mason

Verified Acc. Only \$35

21+ Apr 25

5417 Oakley Avenue
Hammond, IN 46320

6:30 PM
- 9:30 PM

BYOB. Enjoy an evening painting your next master
piece Wonder Woman Pop art and sipping wine.
The class includes your supplies, 16x20 pre-drawn
canvas, instruction and an additional instructor on
hand to give additional assistance to those that
need it. We want you to love your painting when
you leave!

[JOIN NOW!](#)

allons-y!
let's go there

Thu, Mar 15 Chicago 65°F

7:48 PM

March 2018

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 ✓	19 ♥	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Today

UPCOMING EVENTS

Mar 18 (Hosted event) 2PM-4PM

Mar 19 (Interested event) 8:30PM-1:30PM

allons-y!
let's go there

Historic tour of the Blatz Brewery

by Sophia Myles

Verified Acc. Only \$12

21+ Mar 18

1114 North Water Street
Milwaukee, WI 53202

2:00 PM
- 4:00 PM

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breweries. It begins with a slide show of the history
of Blatz. This is followed by a walking tour of the
former brewery and a discription of the buildings.
Admission includes all this and a beer as you enjoy
an important part of Milwaukee's History. Street
parking is free.

[BUY TICKET](#) [DIRECTIONS](#)



allons-y!
let's go there

Historic tour of the Blatz Brewery
by [Sophia Myles](#)

Verified Acc. Only \$12

21+ Mar 18

1114 North Water Street
Milwaukee, WI 53202

2:00 PM
- 4:00 PM

UBER

BOOK YOUR RIDE NOW

START NAVIGATION

allons-y!
let's go there

Historic tour of the Blatz Brewery
by [Sophia Myles](#)

Verified Acc. Only \$12

21+ Mar 18

1114 North Water Street
Milwaukee, WI 53202

2:00 PM
- 4:00 PM

ticketmaster®

Ticket amount 01

\$12

BUY TICKET NOW

[Maybe later!](#)

allons-y!
let's go there

Historic tour of the Blatz Brewery
by [Sophia Myles](#)

Verified Acc. Only \$12

21+ Mar 18

1114 North Water Street
Milwaukee, WI 53202

2:00 PM
- 4:00 PM

ticketmaster®

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let's go there

Search

System Notification 7:45PM Thu, Mar 15
sent you a message
Subj: Welcome to Allons-y!

rajeshkumar21 7:58PM Thu, Mar 15
sent you a friend request
Accept Friend Request
Ignore

Envelope icon

Envelope icon with plus sign

High-res App Design link

<https://xd.adobe.com/view/354569e9-1a32-4f91-b218-284f3144abcf/>

