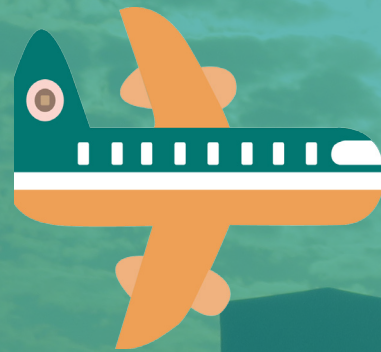


# MOBILE MEDIA

## iTravel Prototype Pack



A scenic view of a body of water from a boat, with a teal overlay containing text. The water is a deep blue-green color, and the sky is a clear, light blue. In the foreground, the dark blue water of the boat's wake is visible, along with a metal railing. The background shows a range of low mountains under a clear sky. The text is white and centered on the teal overlay.

“Taking pictures is savoring  
life intensely, every hundredth  
of a second”

**- Mark Riboud**

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# Introduction

## iTravel App Prototype Pack

The iTravel app is an interactive picture diary log. This app aims to solve the problem for travellers of not remembering where certain pictures were taken, and what was happening at the time of capture! This is an issue which is presented with the keen traveller, therefore by integrating a clean and simple user interface this app will effectively address this problem by allowing users to easily find and log their pictures.

This prototype pack will be showing the proposed system by featuring wire frames, risk assessments, costs and key selling points. The app will be linked to the device's internal camera and use picture ID as a way to call the image in the app instead of the image appearing twice on the phone. Not only that, the app will not be using cloud storage as a way to save the images, this makes the app individual, and stand out against the current market.

“A camera is a save button for the mind’s eye.”

- Rogn Kingston



# Key Selling Points

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**The iTravel app differs from its competitors in a number of different ways. The app is something new and different in the market which is exciting and upon full development the app will be a success. Some of the key selling points to the app are shown here.**

## **1. Local Storage**

The app will be using local storage for pictures on the mobile phone and not icloud storage which is something that is widely used in the market currently.

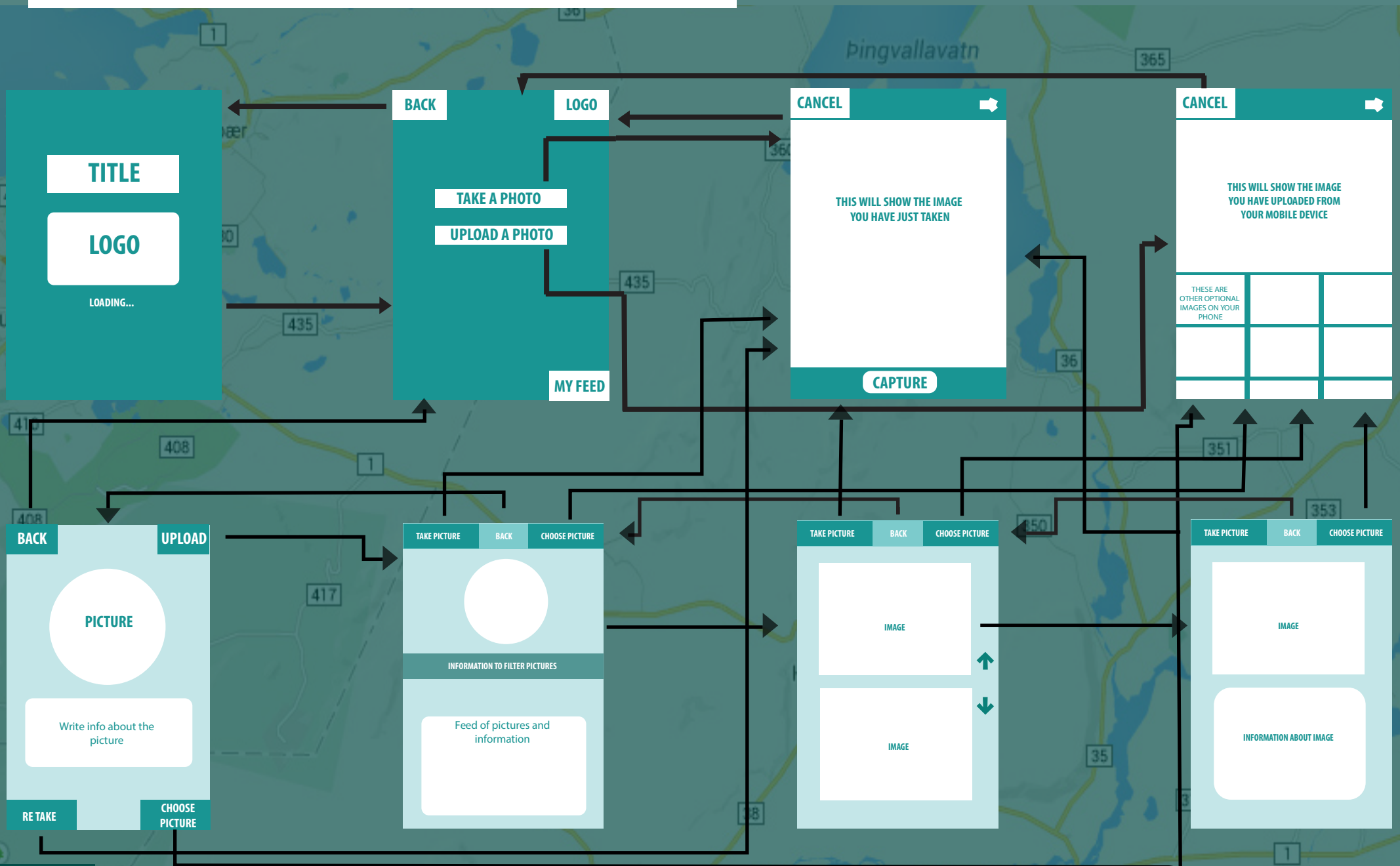
## **2. Personal Diary**

The app will be in a diary log format whereby the user is able to log all of their personal memories in the form of a personal and unique diary entry which is an exciting concept because there is nothing like this in the market currently.

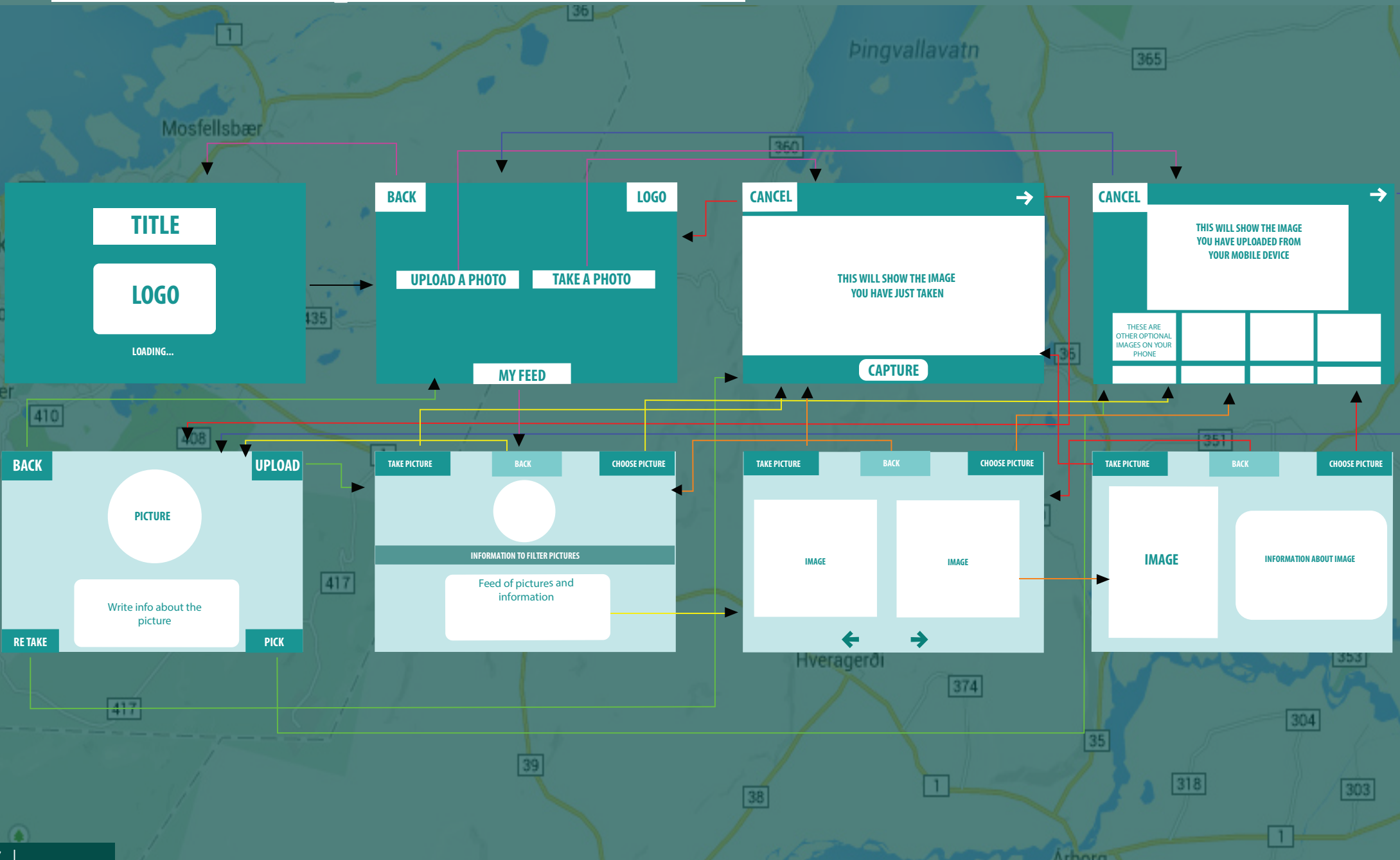
## **3. Multi Purpose**

Not only is this app for the avid traveller to document and log their journey and remember exactly where they were and what they were doing at that time. This app is for users who are sick of trawling through their photo stream to find an image, with iTravel you can filter how you want to find your images to make it much easier for the user.

# Portrait Wireframes



# Landscape Wireframes



# Design

## Home Page

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Although the app's functionality is fairly complex, the overall look and aesthetics need to reflect an easy-to-use application. The app should have no distracting images or features that will overcomplicate the overall use of the app. With this, the app should be appealing to a broad range of users so they can download and use the app on their smartphones.

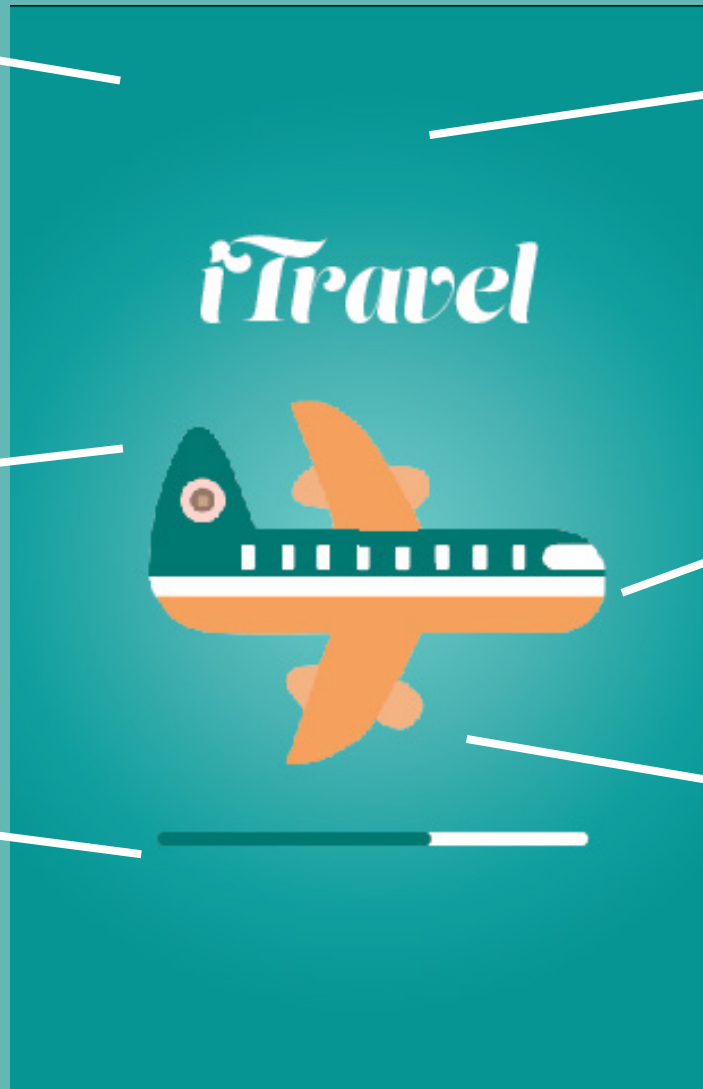
The cartoon style of the app means that it appeals to a wide range of users. It looks fun and easy to use, which intrigues people and makes them want to see what it is all about.

The homepage reflects the dynamic user interface, which reflects the simple design and offers users easy and simple information to go through and use the app to its full potential.

This cartoon vector image of a plane relates to what the app is about, travelling and taking pictures. The logo is big and bold and draws people's attention.

The use of this 5-second animation keeps the users interested in waiting for the application to load. The app needs this time to allow the elements within the app to load onto the next few screens.

The overall cartoon style attracts users and makes them want to see what the app is all about.





# Design

## Feed Page

This top bar features the options to go back to the previous screen, take a picture or choose to upload a picture. These options are available to make the app easy to use for the users. Not only that, the app is about photos so the more pictures the better.

Selecting these images/information the app will then take you to a full screen page of information about the image in more detail.

This part of the app features all the images that have been uploaded or taken. They look visually appealing due to the circle design of them when they are featured on here. Not only that, they have the writing next to them that the user wrote about them when they published the photo to the app. They also have the location and date featured there to which means users are gaining all the information they posted about the image at the same time.



Users have the option to change their display picture on their personal feed. This feature means users will feel like this is a personal section to look back on and remember their memories and pictures from around the world.

This section bar is really useful for the user because it allows the filtering of images on the feed. This means that users of the app can very easily look back and find images they are looking for quickly. The feature allows users to filter in three different ways, the date, location or all the images as a whole. This makes the app very user friendly and simple and quick to use.

Dynamic and simple design means that users are attracted to the app and want to use it.

# Design

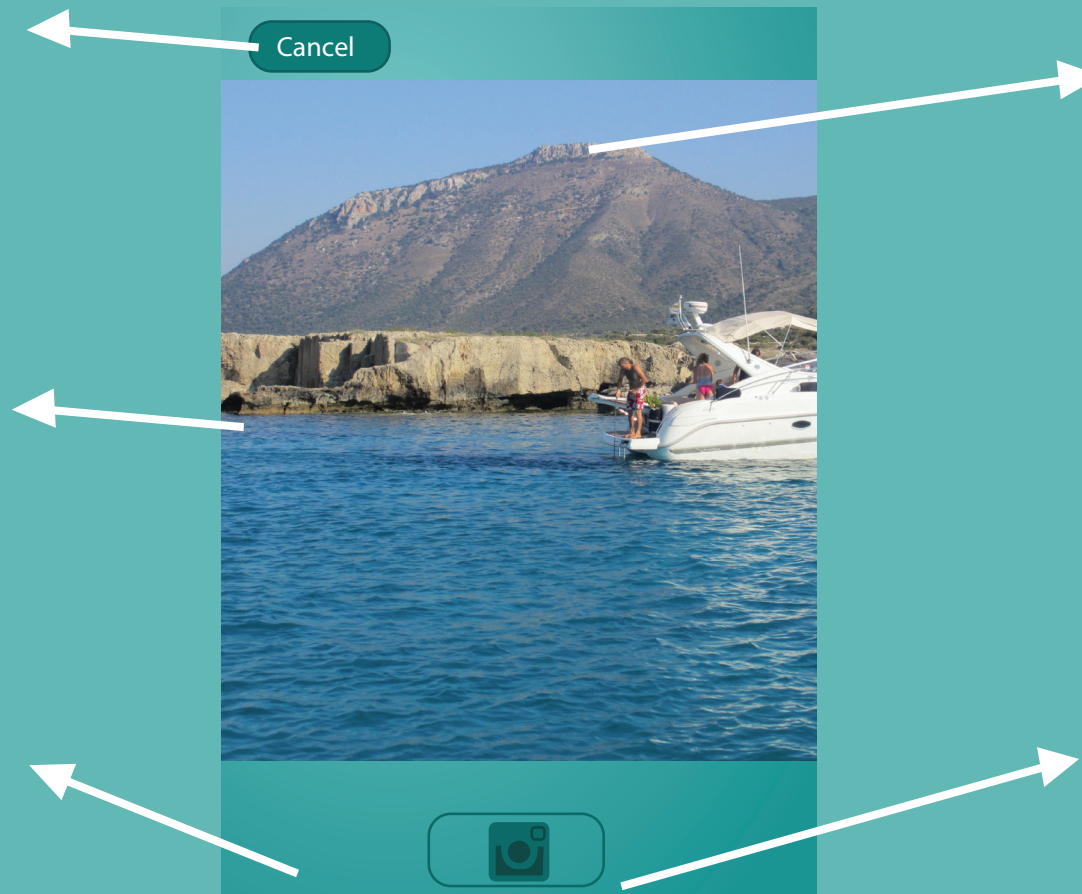
## Take Picture Page

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The cancel button allows users to go back to the previous select screen where they can pick which option they would like. Either go to the feed take a picture (as seen here) or choose to upload an already existing photo from the phones photo library using the photo ID to call for it, which means the picture is not being duplicated.

The overall cartoon feel of the app has been utilized throughout to appeal to the broad range of potential users.

The use of the green/blue/teal colour scheme has been used throughout because it is a clean and fresh colour. Not only that, these colours are associated with travel and the world thus they fit perfectly with the overall ethos of the app.



This will be a large screen view of the image the user is taking on the phone. There will be no filters because the real beauty is in the original photo. As if shown in this design the app is very easy to use and simple for users who may not have that much experience using smart phones.

This little icon will be the capture button for users to press to save the image into the app. The little icon is a nice way to make the app appealing and user friendly for the users of the app. By having this little icon of a camera it adds a little character and fun to the overall look of the interface.

# Design

## Choose Picture Page

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This cancel button allows users to go back to the previous page which is where they can choose whether to take a picture, choose a picture (as shown here) or go to the feed. It is vitally important that it is easy for users to navigate back through the app in case they make a mistake and want to get back quickly. The large button stands out for quick use. The circular button shape emphasises the fact that it is a button and is appealing to the eye.

When the user is choosing a picture to upload from their library on their mobile phones the images appear at the bottom. You are able to scroll up and reveal the images in full screen, which makes choosing a picture very easy for the users of the app. The images at the bottom are in a similar layout to Instagram for visual appeal and ease of use.



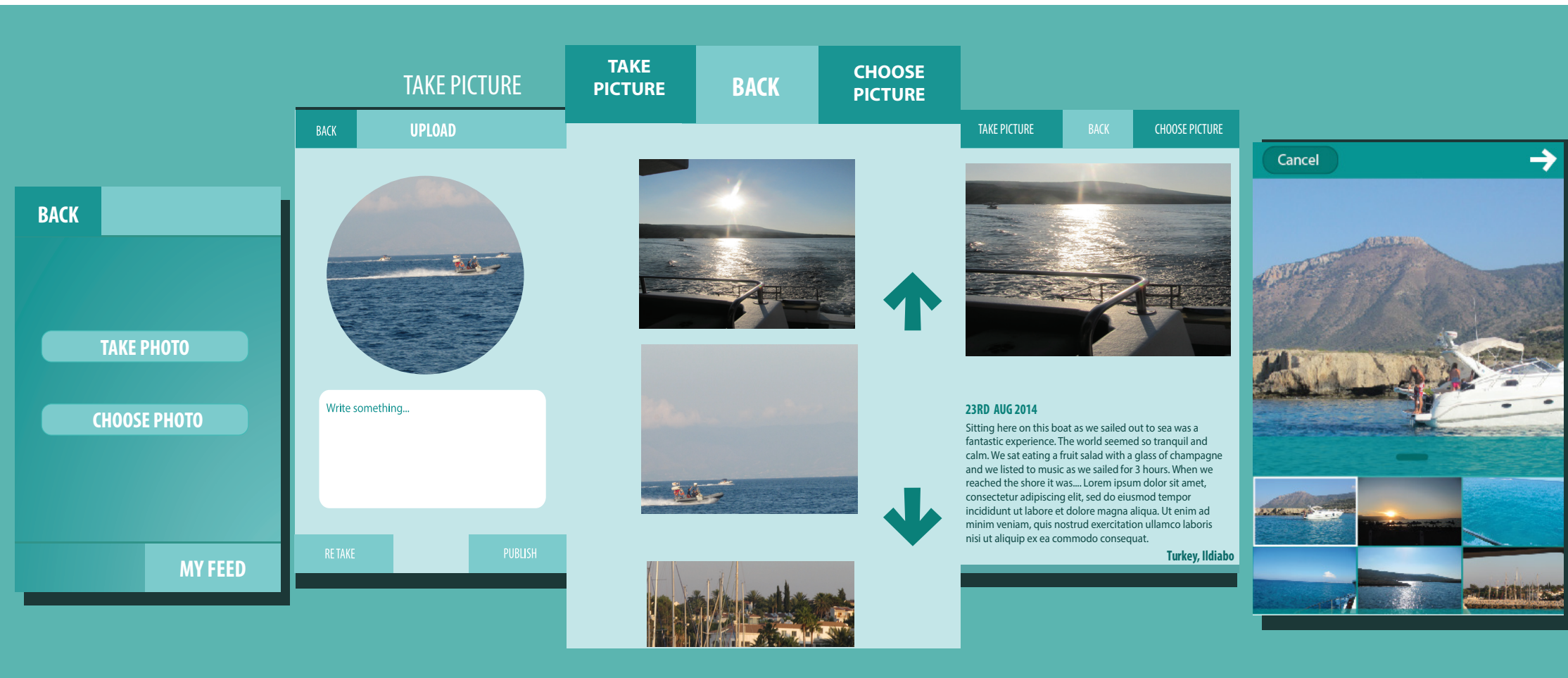
This little arrow icon allows users to navigate through the app to the next section which is writing the memories from the photo and date and location. The arrow icon is used to allow simple and easy navigation.

This choose a picture screen is straight to the point and easy to use. The user needs to understand how to use this part of the app quickly so that they do not get put off from using it. Therefore, the simple designs are enabling this easy use.

This green bar allows users to drag the screen up and down to reveal more or less images from their phone library. This extra feature is user friendly for the users of the app and makes choosing and uploading images much easier and quicker for them.

# Designs

## Other Design Pages











These are examples of the rest of the pages through the app. The same colour scheme and overall design is kept consistent throughout to make sure there is brand consistency. Not only that, the users need to have an app that is easy to use and attractive, and this design encompasses all of these things.

# Risk Analysis









LOW  MEDIUM  HIGH 

Risk	Chance	Impact	Prevention	Information
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## User Risks

1. Users do not like the design			Testing throughout development will enable designs that appeal to the users	Set time aside to enable user testing
2. Users may not know how to use smart phones			Make the app very user friendly and easy to use	Use simple navigation and simple user interface to make it easy for users
3. User may not want to use the app			Encourage people to use it by explaining the benefits of connecting through marketing campaigns	Promote the app through social media and other marketing strategies
4. User may not enjoy the app and might not find it useful			Testing throughout development will enable tailored functionality to user requirements	Set time aside to enable user testing and promotion

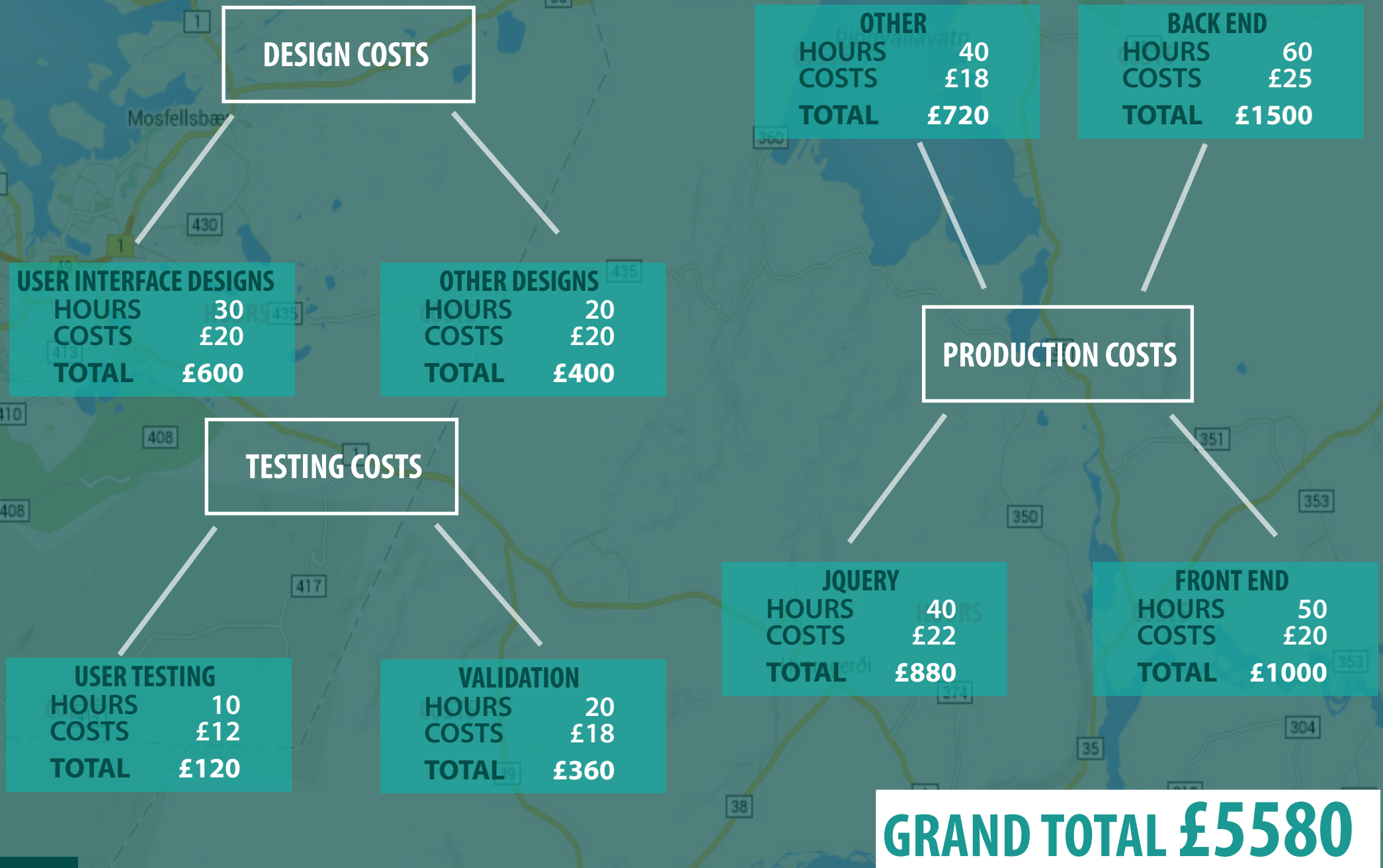
## Planning Risks

1. Building the app may take longer than expected			Schedule deadlines well in advance and make sure there is extra time	Plan extra days for circumstances that are out of control
2. Some tasks may take longer time to complete			Ensure extra time is planned for tasks which may take significantly longer	Due to the ever changing nature of this project planning is in place in the event of this happening
3. Illness may push planning stages back			Extra timing has been planned to allow for such circumstances	A plan is formed to make sure there are steps in place to prevent this happening
4. The back end of the app may take much longer than expected			Sticking to tight deadlines is essential in the development of the back end code	Due to the ever changing nature of this project and the high risk of this, planning is in place in the event of this happening

# Risk Analysis

Risk	Chance	Impact	Prevention	Information
<b>Research Risks</b>				
1. Research may find competitors who are stronger			Full research into this app will make sure this app will differentiate from its competitors	This research is important as to allow this app to stand out amongst its competitors
2. Research may prove problems with the idea			Ensure research is carried out properly to prevent problems arising with the idea	Using research will help tailor the idea to the needs of the target audience
3. Research may show issues with the concept idea			Have sufficient research to make sure that users are happy with the proposed concept	Intense research will be conducted throughout the development to tailor development to users wants
<b>Design Risks</b>				
1. User group may not like the designs			Will obtain design feedback all the way through therefore, will have an understanding of the design requirements of the audience	Provided extra time in this case and will also obtain contact feedback throughout development to make sure the project is successful
2. Design may not be created due to technical skills			Make sure the design aspects are not too complicated for my skill set	Have time to research technical aspects in order to implement the design successfully
3. Designs may be lost due to computer faults			Make back ups of my files on three separate harddrives	Back up work regularly and have it stored on at least three devices
<b>Technical Risks</b>				
1. Skills may not be good enough for the idea			I have had lots of practice and designed my idea to my skill set	Online tutorials mean that ideas can be implemented easily
2. Designs may look different to how they were originally planned			Slight changes may need to happen throughout development	Changing the designs for the better is normal for a project of this type

# Fee Breakdown



# COMPETITOR ANALYSIS - INSTAGRAM

## COMPETITOR

### OVERVIEW

Instagram allows users to have a photo diary to share with friends and family. Friends who you are following are able to go on and like photos you upload and make a comment on them.

### ADVANTAGE

Instagram already have a very large proportion of the photo app market. They are a big company with a lot of money behind them to make improvements to the service. Not only that, Instagram have extra functions such as the ability to put effects on photos.

## SWOT ANALYSIS

### STRENGTHS

Instagram has many users, which means the general use on a daily basis is extremely high. A vast amount of celebrities use the app and promote it on their social networking sites which attracts many users to using the app. Instagram also has many different image filters to add onto your image which changes the overall look and appeal of the image which is a desirable feature for many users to make their image stand out and look better.

### WEAKNESSES

When a photo has been taken it is not clear where the image was taken in the world. The map does not allow a specific location, just the general area. As users it is nice to see where photos have been taken.

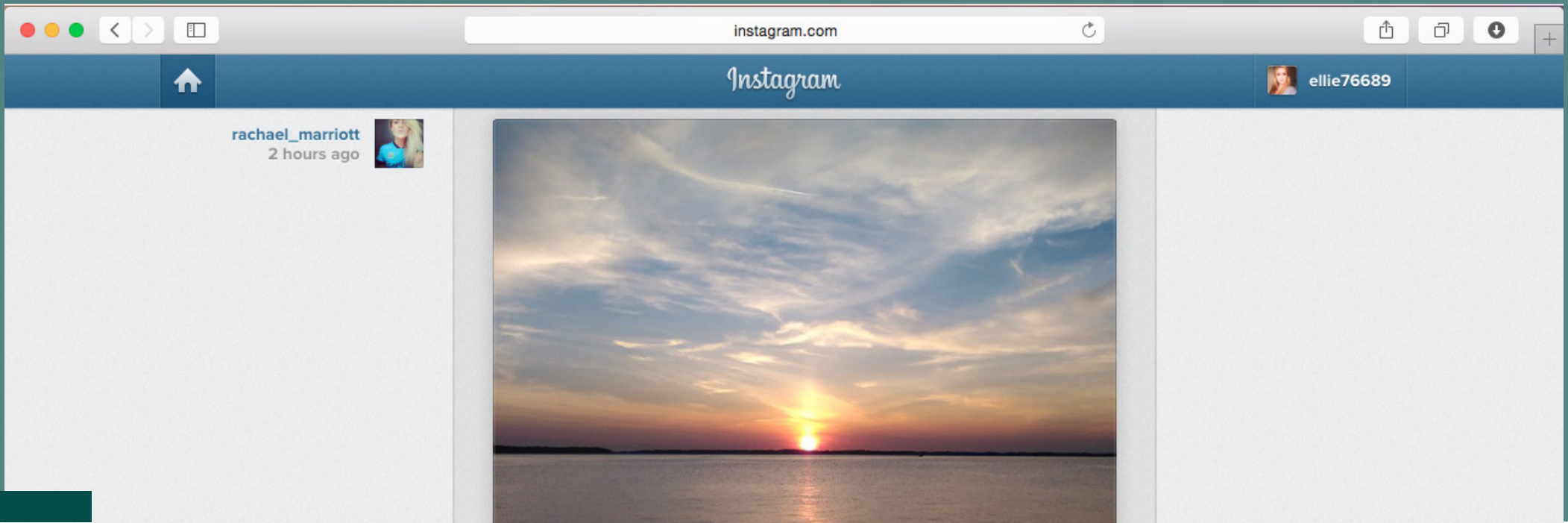
### OPPORTUNITIES

Instagram could allow users to be able to plot where their photos have been taken and find them on the map. This would mean that other friends and family could see exactly where they have been.

### THREATS

For a user scrolling down the newsfeed you cannot enlarge or zoom into an image. Once the picture has been uploaded you cannot alter it without deleting it and re uploading it. However, the biggest problem is not being able to enlarge images or zoom into them as you scroll down the feed.

Instagram does offer a diary approach for users images just like the iTravel app is aiming to offer. However, the iTravel app will enable a user to filter images by location which means there will be little time scrolling through pages of photos to find the desired one. Not only that, the app organises the photos into locations, which means the app is addressing a desired need of users in society. By allowing users to log where they have been it means that they will have a better memory of the time they had there. The aim is to create a diary style photo library with time and place functionality. Therefore, overall the iTravel concept is strong and is addressing problems that even the top competitor is not.





# COMPETITOR ANALYSIS - SNAPCHAT

## COMPETITOR

### OVERVIEW

Snapchat allows people to send pictures for up to 10 seconds at a time until they disappear. It is a great app for quick and easy communication between users.

### ADVANTAGE

Snapchat has a very unique advantage in that the picture disappears after 10 seconds. This means that users pay attention to the app because the image is not there for longer than those short seconds. This has given Snapchat a great advantage over its competitors.

## SWOT ANALYSIS

### STRENGTHS

Snapchat is a chance to share fun and exciting images with your friends. The app enables you to have a laugh and joke around with close friends and family and provides a platform to do this. The app is quick, simple and extremely easy to use and navigate around because of the clean cut user interface.

### WEAKNESSES

When the photo disappears from the screen you cannot get the image back again. Also the images do not allow you to see where they were taken.

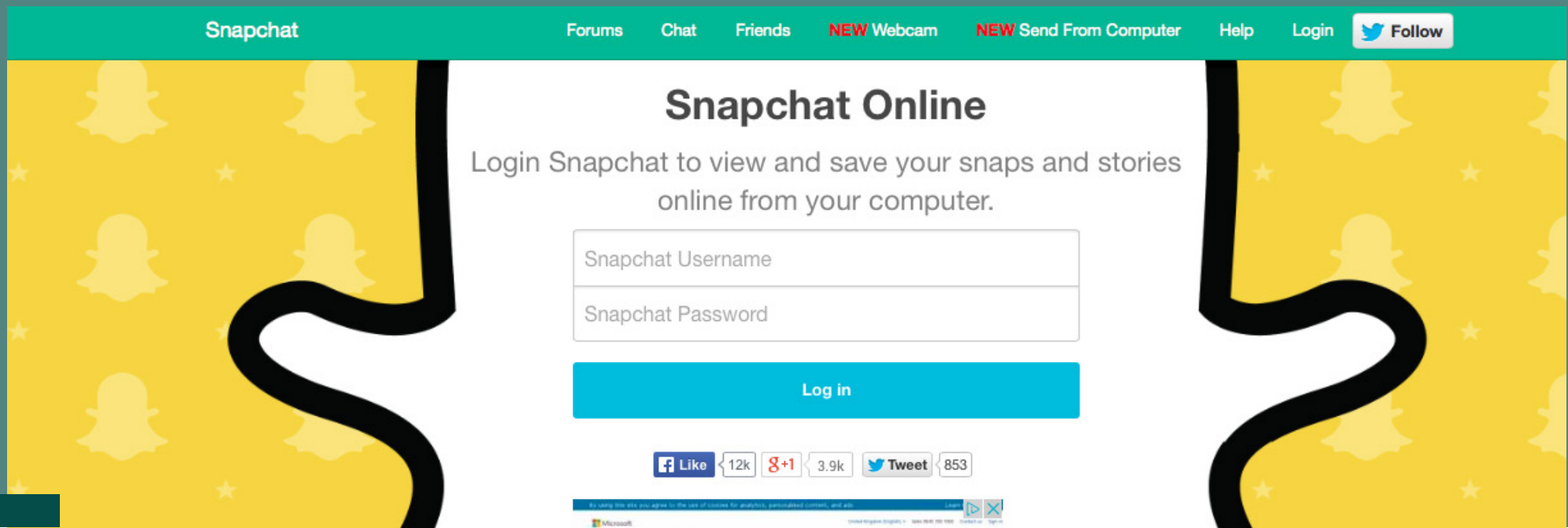
### OPPORTUNITIES

Snapchat should allow users to see where the sender was when they took the photo before it disappears forever.

### THREATS

There is a lot more emphasis now on being able to look at an image and take in the beauty of it. So with this, Snapchat having the feature of the images disappearing can be a big threat to them. Perhaps the sender should have the option to allow the receiver to save the image.

Snapchat is a fantastic app that is widely popular all throughout the world. However, iTravel aims to address the issues of location of images and it will also act as a live photo diary for a persons images. The iTravel app is aiming to be similar to Snapchat in the sense of having a platform which is purely about images and speaking through these images, but this app will act as a personal diary log to recreate memories that you can later go back to.



# COMPETITOR ANALYSIS - SNAPCHAT

## COMPETITOR

### OVERVIEW

Lensical makes creating face effects as simple as adding photo filters. Lensical is designed for larger displays and utilises one-handed gesture-based controls.

### ADVANTAGE

Lensical has the ability to add great filters to images and also allows you to have fun with graphics that can be added onto images. The app provides a humorous aspect by allowing you to make your friends old, by giving them a beard, moustache or making them go bald.

## SWOT ANALYSIS

### STRENGTHS

Lensical is both a camera library, a camera and a photo editor that means it encompasses these three things into one app. This is very appealing to the target market of avid photographers as it is all-together in one place which makes it a very easy app to use. Not only that, it has a beautiful and simple user interface which makes users want to return to use it.

### WEAKNESSES

The app advertises other face edits to buy which can be distracting and annoying to users if it is pressed by mistake and it then takes you automatically to the app store.

### OPPORTUNITIES

The app should allow users to see where the image was taken and when it is uploaded to one of the social media sites it should have to option to view this.

### THREATS

There is now a lot of emphasis on showing images with only a slight filter on them to see the real beauty in the image. As this app is putting a lot of emphasis on these silly edits it is not a serious app where people who are avid photographers can go and edit the pictures they are proud of.

Lensical is a competitor to my iTravel app because it is dealing with images however, it does not put the focus on the beauty of an image. It is more about editing them in a humorous way, which may not appeal to a wide range of people. The reason why iTravel is much better than this is because it puts the emphasis on travel and sharing with others where you have been to take such beautiful pictures. It also puts the focus on memories and being able to remember what exactly you were doing at the time the photo was taken. This is a unique app to market and it will be widely popular.

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**iTravel App**

**Prototype Pack**