

Stephanie Choi

Vivian Jiang

11.20.2019

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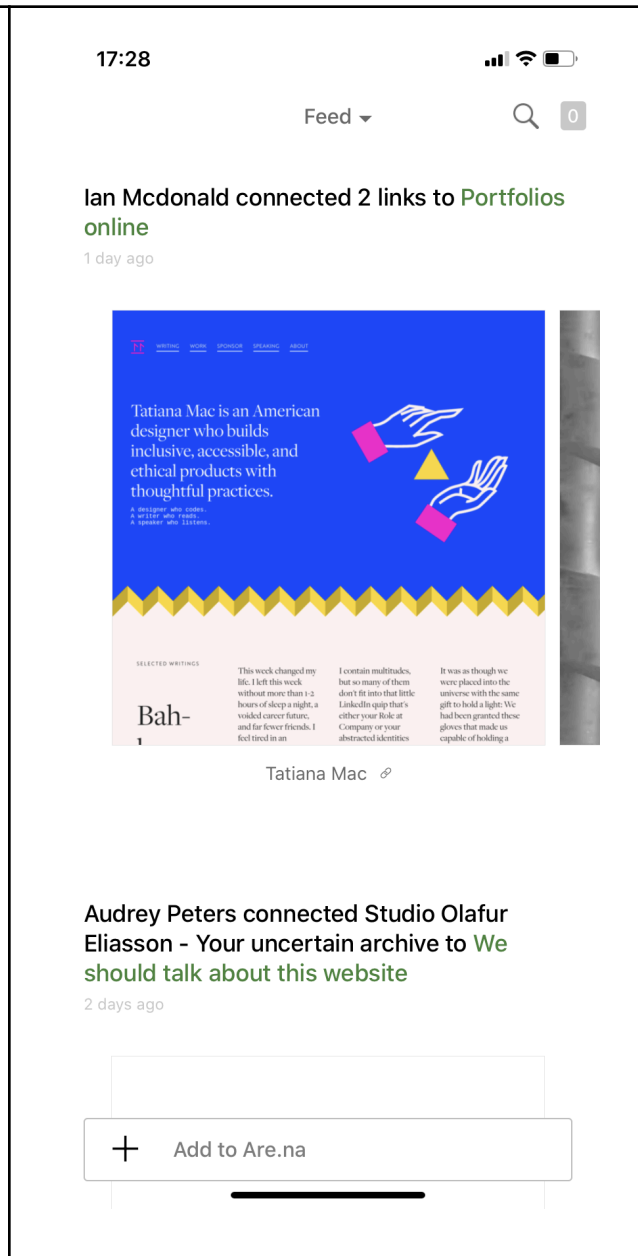
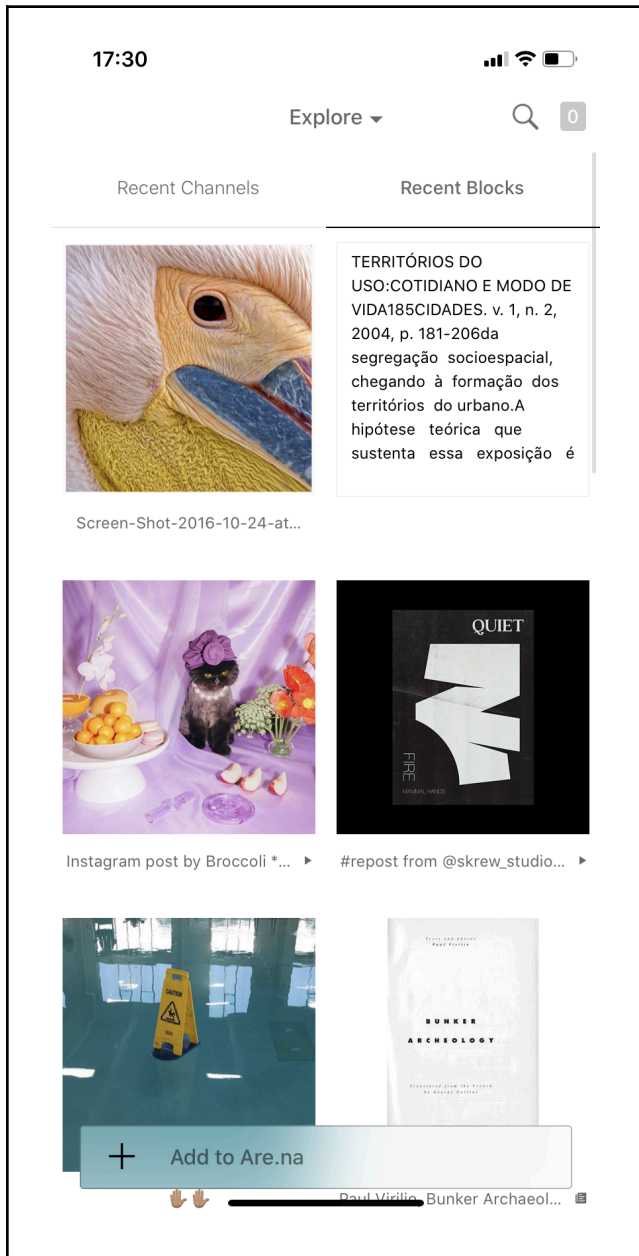
Target Audience and Value Proposition

Target Audience

The target audience for this application is artists and creatives who share similar aesthetic values surrounding art and creation. We imagine the target user to be a user with an art portfolio and the desire to share and receive inspiration for their work. The audience we have in mind knows about and uses other social media platforms such as Instagram and Twitter to share their work and are comfortable using most mobile applications.

Value Proposition

We think that having a platform in which artists can share their vision and get feedback for their ideas would help establish tight-knit communities of resource-sharing, solidarity, and opportunities. Since we imagine this app to focus mostly on art sharing and profile building, we think this application would be a simple way to interact with ideas and each other in the context of art and creativity. We believe that this specific focus sets this application apart from other social media and art sharing apps due to the nature of its interactivity and specific focus on minimalist and/or pared-down art styles that emphasize visual simplicity. We'd also like to keep this experience as organic and "fair" as possible — unlike traditional social media apps that use social value "counters" such as friends, likes, and followers to determine levels of popularity, our app instead focuses on the viewing of the art itself, uninfluenced by social factors that might cause users to otherwise dismiss or elevate other works. The application will mostly be content-based, and the presence of profiles allows for users to "collect" and "display" posts they enjoy.

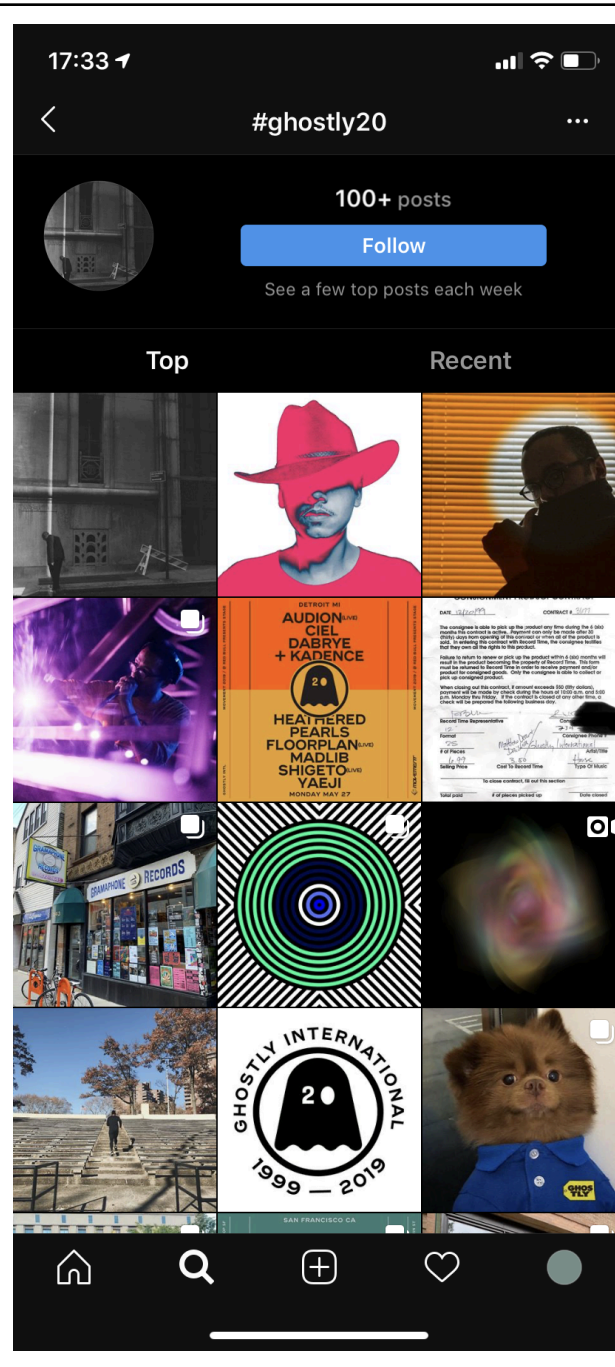
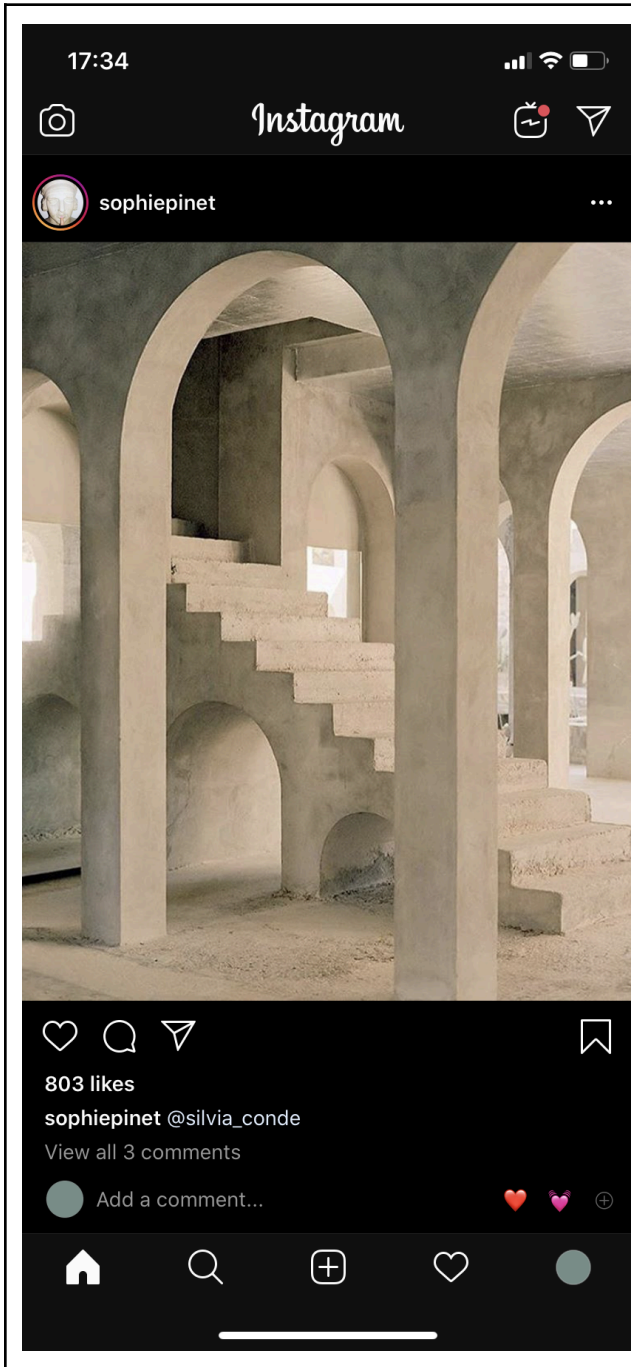


Inspiration 01 - Are.na

From the website: *“Are.na is building a network of content, ideas, and the people that have them. By removing ads and ego-stroking 'likes,' Are.na frees up space for creativity.”*

Points of inspiration:

- Minimalist layout with a natural emphasis on content through colour contrast
- Primarily focused on visual and graphic arts
- Lack of typical social media statistic features, such as follower counts, likes, and comments
- Items are categorized into “blocks” which general adhere to a theme, much like tagging



Inspiration 02 - Instagram

From the website: *“A simple, fun & creative way to capture, edit & share photos, videos & messages with friends & family.”*

Points of inspiration:

Users can save posts into collections and can reference them later

Can search by tag(s) to find relevant content

Use of home page, profiles, simple search function

Key Features

Login or Sign up

Users will be able to create an account or log in to access their account. Since profiles are a key feature of the app, logging in or signing up are critical features that support user profiles. Usernames will be restricted in length. Passwords will not be restricted.

We are planning on implementing a collection of usernames with passwords for this feature.

User Profiles

We thought that a good way to engage user creativity and self expression would be to support user profiles. Because one of the key aspects of this experience is the opportunity to encourage community-building, it would be necessary for users to be able to control how they are represented within the app. On a user's profile page, they will have a small description section and profile image and be able to see a collection of their own posts. They may also be able to see posts they have saved from others.

We plan on looking at Firebase's support materials for user objects for this. We think that creating each user a "profile" collection will address this feature.

Write Short Biography

Users can write and update a short biography statement that will show up on their profile. There will be an overall character limit for the bio. This bio statement will be saved in the individual user's collection.

Upload Profile Picture

Users can upload (from their phone's native album) or delete a profile picture. It will be visible whenever someone visits the profile. Only the user will be able to edit their profile picture. This information will be saved in the individual user's collection.

Change Banner Colour

Each profile will have a coloured banner displayed near the top of the screen, under the application header and behind the user's profile picture. They will have the option to change the colour of this banner, either from a pre-provided palette or a native colour picker. This information will be saved in the individual user's collection.

Post Creation

Our app relies on users posting content as a form of sharing ideas and art. We will offer two types of posts: text-based or photo-based, but will not offer a combination of both. Once a post has been created, it will be visible on both the user's profile, on their own feed, and on the feeds of anyone who follows them.

Each post will have its own collection with fields like text, photos, tags, and comments.

Write text

Users can input text as a post, as long as it stays under a character limit (specific number still undecided). This will be saved in the post's collection.

Upload (a) photo(s)

Users can choose to upload one or more photos (limited to six) as a post. If the user chooses to upload photos, they will be able to select them from their phone's native collection. These will be saved in the post's collection.

Add tags to a post

Users can choose to add tags to a post, but it will not be required. They can either write in a new tag or select from up to five of their most recent tags. There will be a limit of five tags per post.

Post Deletion

Though our app does not support editing posts, our app aims to provide users with the flexibility to remove their content when they desire. When a post is deleted, it is subsequently removed from the user feed and the user's profile.

We plan on cross-checking posts by key to delete them from these two collections.

User Feeds

Because the primary goal of this app is to be able to share ideas and art, we thought it was critical to include a feed in which users could see other users' posts. We'd like for the feed to be accessible to all users of the app, with options to tailor the feed to user content preferences. These feeds will be organized chronologically. There will be two feeds: one "main" feed which consists of content recently posted by other followed users; the second feed results from searching for specific tags, and will contain posts linked with that tag. Users will automatically see their own posts integrated with the chronology of other posts on their feed.

We are planning on using firebase collection queries to save, update, delete, and display these posts.

Filter Content Based on Tags

Users will be able to choose what tags to hide from their feed. This will result in not displaying any posts associated with that tag on their feed.

Feed Refresh

The feed will refresh with new posts (chronologically). We are considering either an automatic refresh feature or a refresh button that allows the user to control when to see new content.

User Interaction with Posts

We'd like for users to be able to respond to each others' posts, as this would allow for users to provide feedback and suggestions to others within the context of their post rather than having users provide feedback in a context external to the experience. However, we'd like to avoid using influencer features, such as "top" posts, number of likes, and publicly displayed follower counts and ratios.

We plan on implementing this feature by assigning each post a "comment" collection with keys that are associated to specific usernames.

Users Can Leave a Comment on a Post

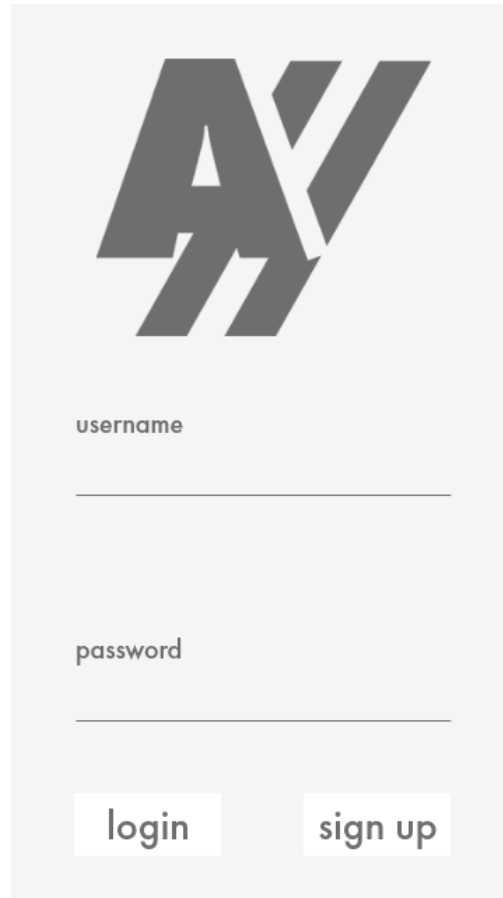
Users can write a comment on a post they are interacting with. This comment will show up in the comment section under the post.

Users Can Delete Their Own Comment from a Post

Users can delete their comment from a post. This will remove their comment from the comment section under the post. To implement this, we will query the “comment” collection and see if there is a username - key match to confirm the deletion. This will be to prevent users from deleting other users' comments.

Mid-Fidelity Sketches

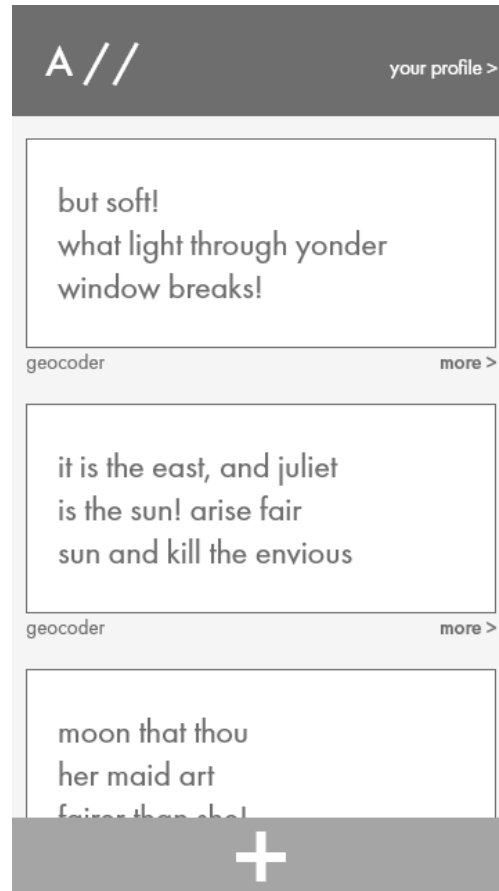
Login or Sign up



A mid-fidelity sketch of a login or sign up form. The form is centered on a light gray background. At the top is a large, stylized logo consisting of the letters 'A' and 'Y' in a bold, blocky font. Below the logo are two input fields. The first field is labeled 'username' and has a horizontal line below it. The second field is labeled 'password' and also has a horizontal line below it. At the bottom of the form are two buttons: 'login' on the left and 'sign up' on the right, both in a simple, sans-serif font.

Users can log in or sign up to use A//. This page will rely on CRUD user profiles as was previewed in the In-Class User Registration examples.

Landing Page



A chronological list of posts cascades down this page, with the most recent posts displayed at the top of the page. Posts have a link to see post details such as comments or time posted, username, etc.

At the bottom of the page is an option to add a new post.

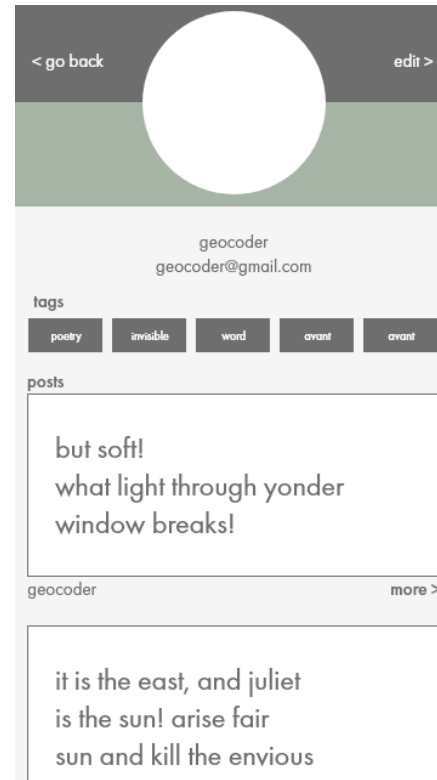
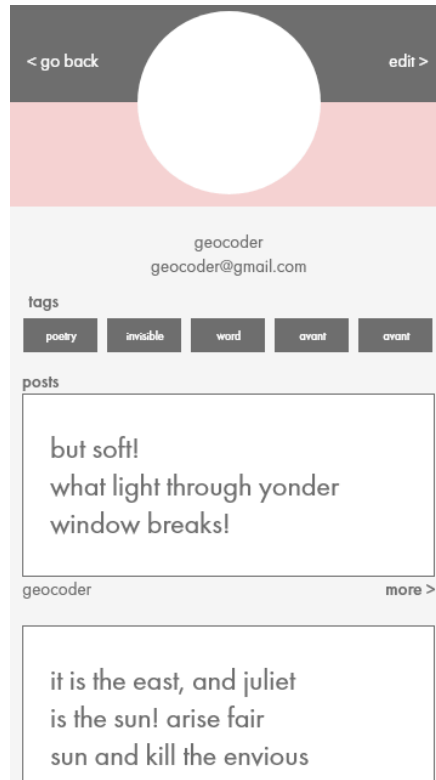
These posts should update automatically, as was seen in the In-Class Message Board example.

**User Profile
Page (as seen
by other users)**



This page shows a profile image, short bio statement and username, a follow button, up to five frequently-used tags, and user posts.

**User Profile
Page (as seen
by the user)**

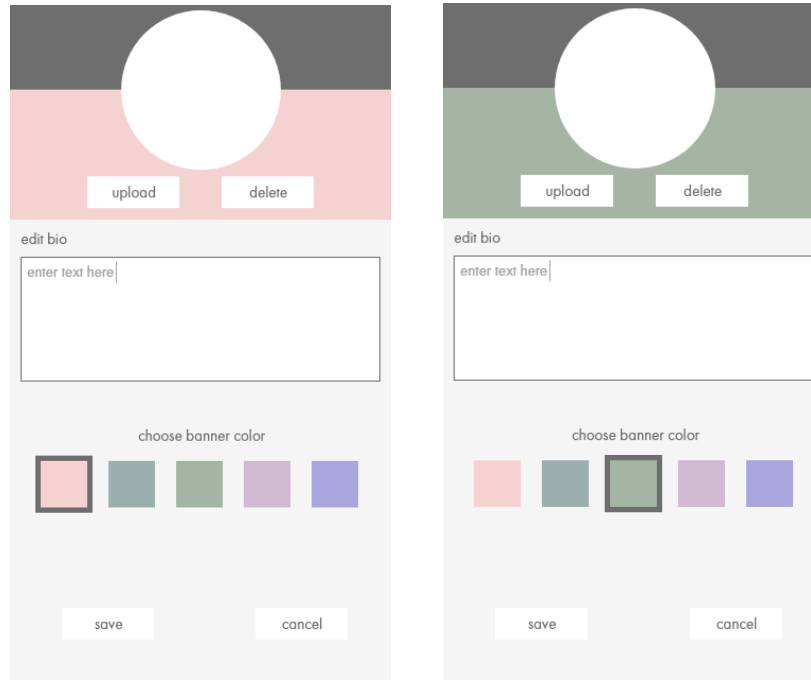


This page shows a profile image, short bio statement and username, up to five frequently-used tags, and user posts.

There is an option to edit the profile.

The banner displays in the user's preferred color (chosen from a selection of colors)

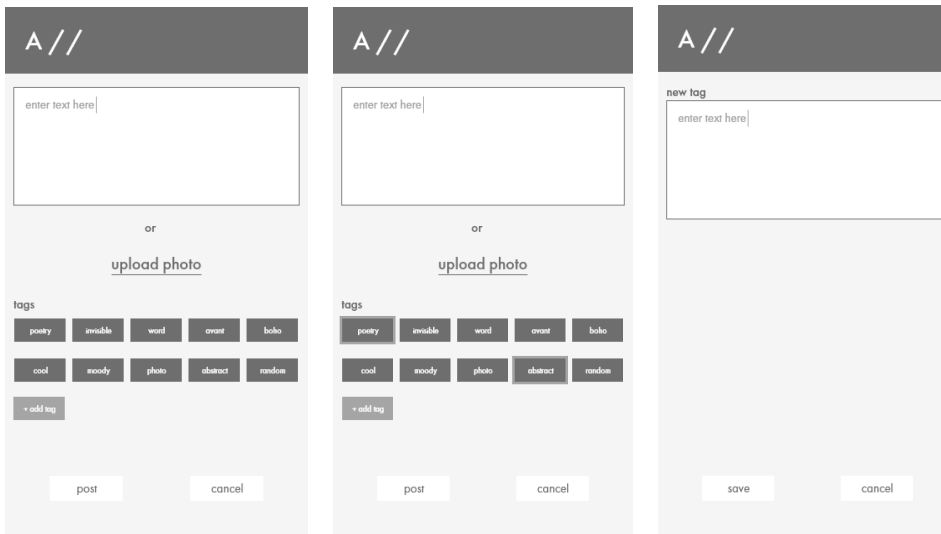
Profile Edit Page



Users can upload a new profile image or delete their current profile image. Users can update their bio statement. Users can update their banner color preference.

Users can choose to save or to cancel saving these changes.

Add a Post + Add a Tag Page



Users can add a post either by entering text or by uploading a photo.

Users can add up to five tags. Users will also be able to write in new tags.

Users can click “post” to send their post to the feed, or click “cancel” to delete the post and go back to the feed page.

Posts are single-modal — users can choose to post text or photo, but not both.

Post Details Page

The screenshot shows a mobile interface for a post. At the top, a dark grey bar contains a back arrow and the text '< go back' on the left, and the date and time '03.04.2019 13:43' on the right. Below this is a white box containing the text of the post: 'but soft! what light through yonder window breaks!'. Underneath the text is the word 'geocoder'. A 'tags' section follows, with three dark grey buttons labeled 'poetry', 'word', and 'love'. Below the tags is a horizontal line. Underneath the line is the word 'comments' on the left and '+ add comment' on the right. Three comment entries are shown below, each in a white box with a light grey border. The first comment is from 'adrenaline' and says 'she isn't the one i'm looking for'. The second is from 'besobeso' and says 'interesting. shakespeare?'. The third is from 'redder' and says 'love this. xoxo.'

Post shows date/time posted, username, etc.

User comments are shown under the post.

Users can add a comment to a post.

Add Comment Page

< go back 03.04.2019 13:43

enter text here

geocoder

post cancel

This page shows a textbox that will add a comment to the post. Posts will be posted when “post” is clicked and deleted if “cancel” is clicked.