

# Herd: Medium-fi Prototype

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*“Never miss out!”*

*Enabling people to make informed decisions about events using  
reliable user-driven data.*

# Tasks

1. Make informed decision about events
2. Share information about an event
3. (Revised) Create events

# Stripping Down and Clearing Up

Unclear "Hype Meter"

Unclear "Add Picture" Button

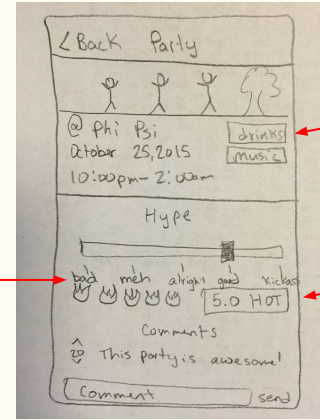
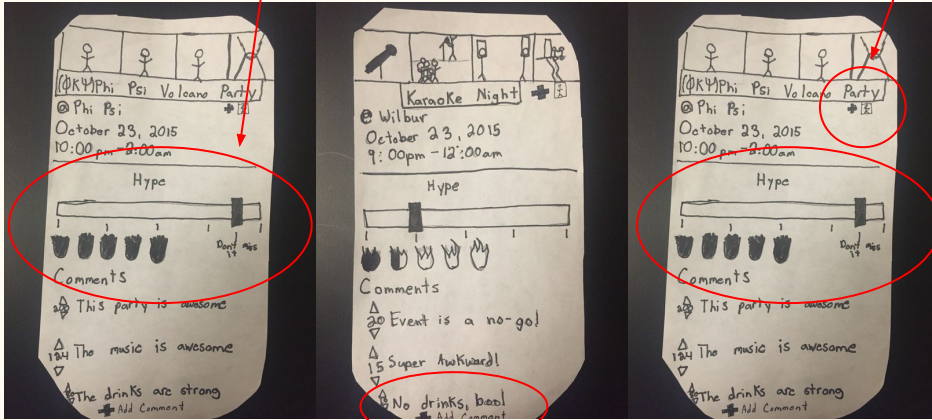
Inconsistent

What each point means

Categories

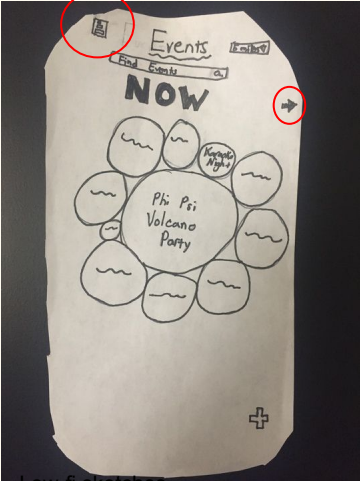
Explicit rating

Poorly fit "Comment" Button



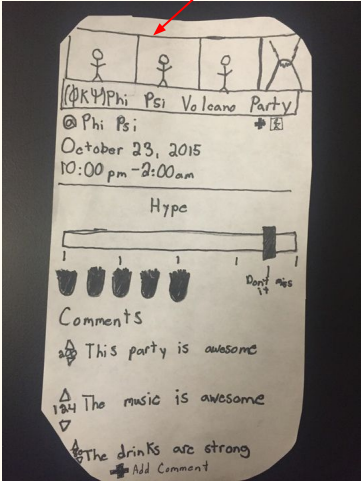
# Revised Interface Design: Intuitive Navigation

Unclear "Sort" Button



Low-fi sketches

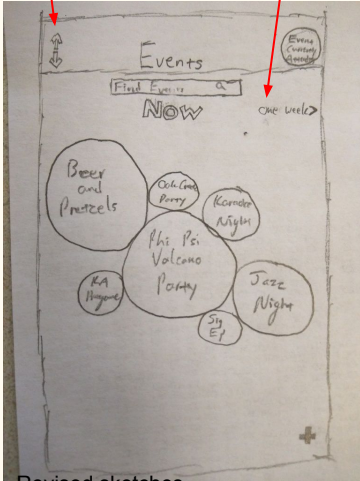
No Back Button



More indicative button

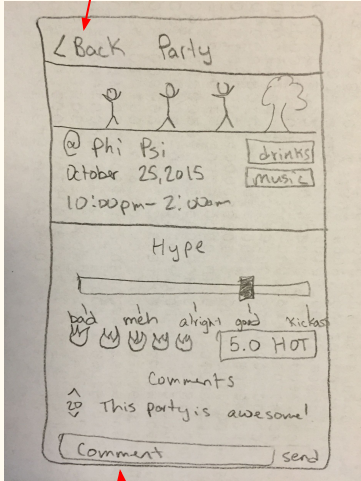
Explicit navigation

Explicit "Back" button

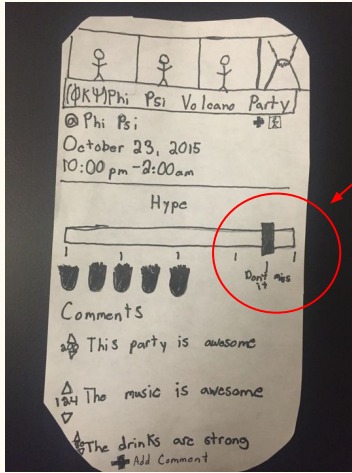


Revised sketches

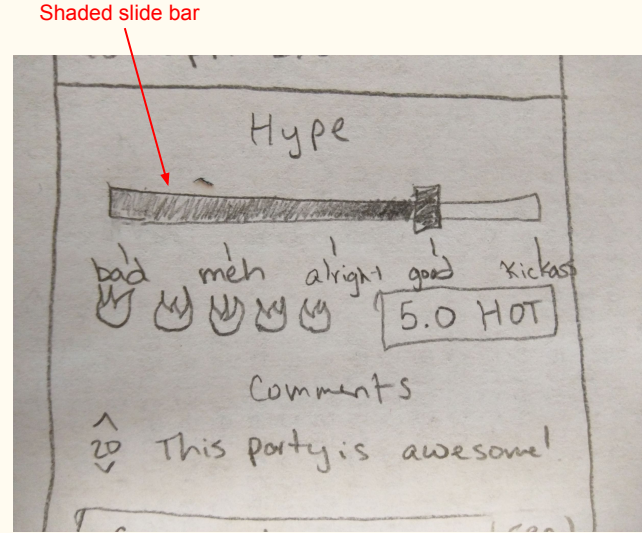
Integrated comment bar



# Revised Interface Design: RSVP

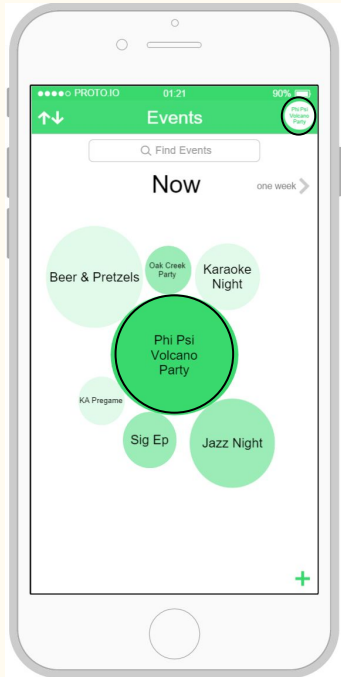


Underwhelming  
RSVP

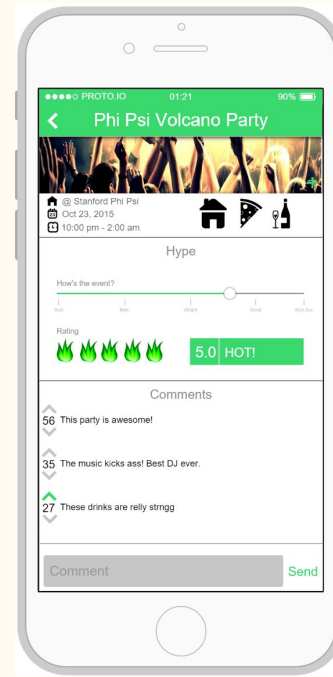
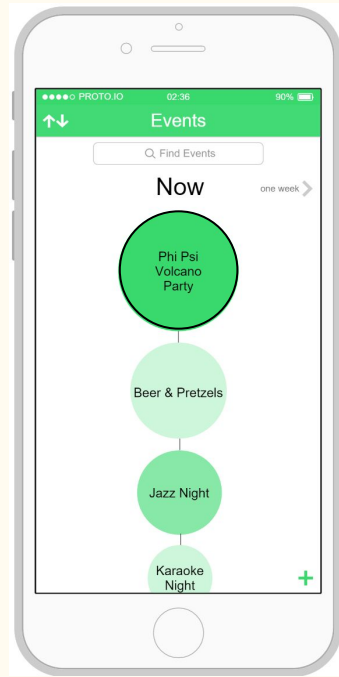


Shaded slide bar

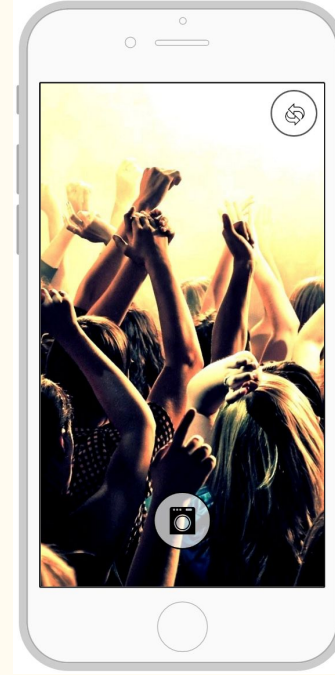
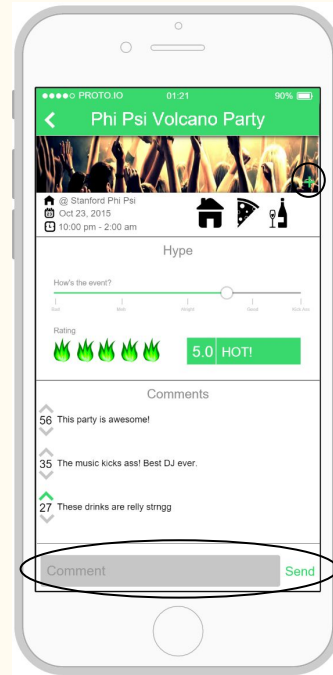
# Informed Decision Making



Or

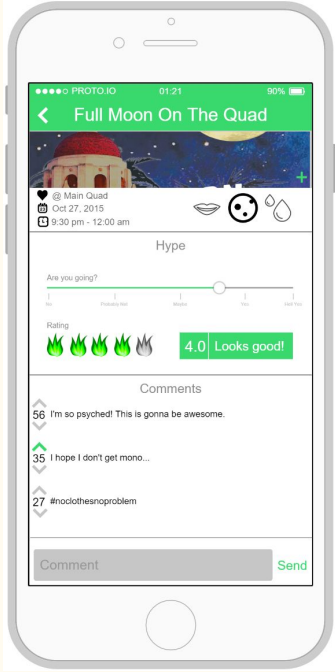
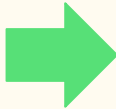
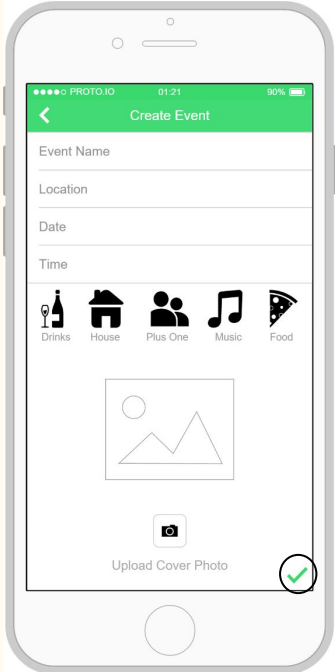
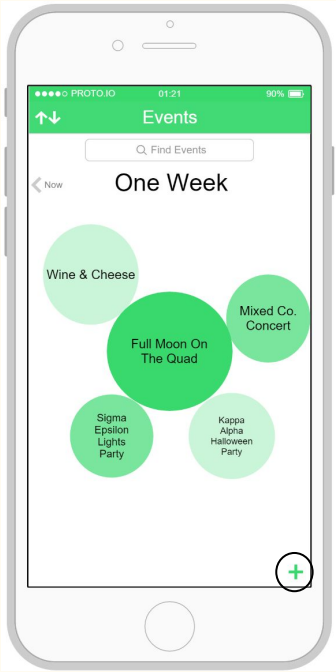


# Share Event Information





# Create Event



# proto.io



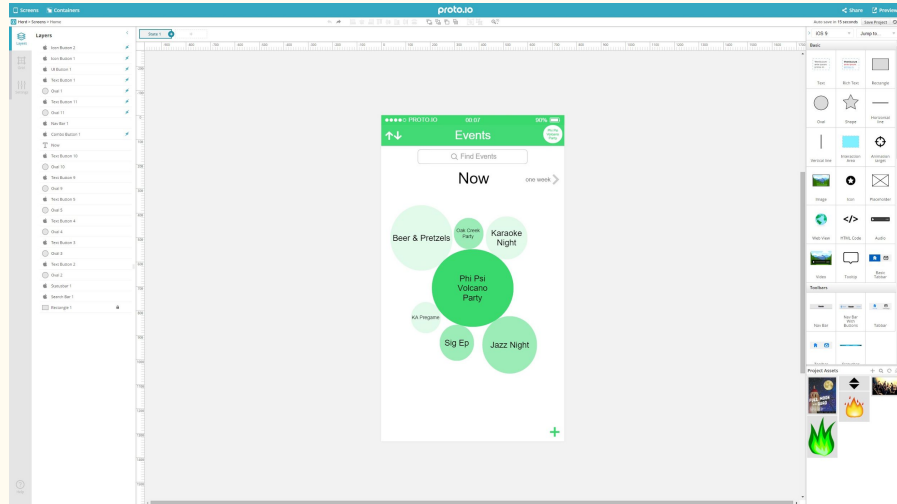
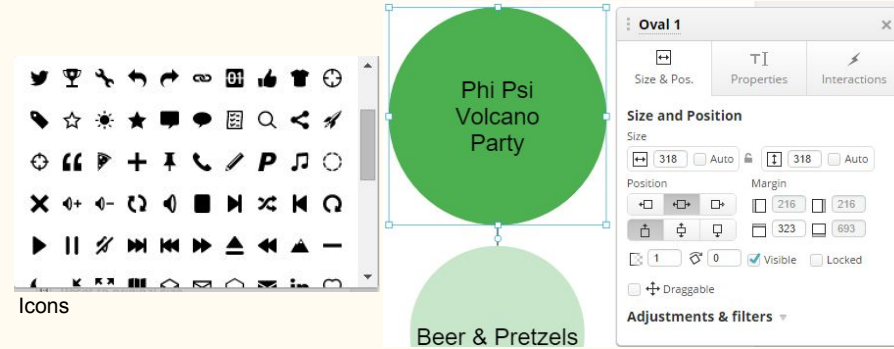
Elements

Icons/Assets



# Good

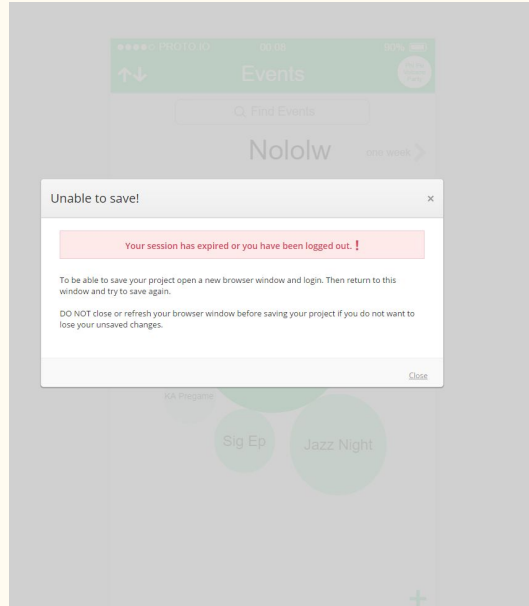
- Ability to explicitly review/undo actions
- Vast selection of icons & assets
- Great quick previews
- Clean and pleasant design
- Feature heavy



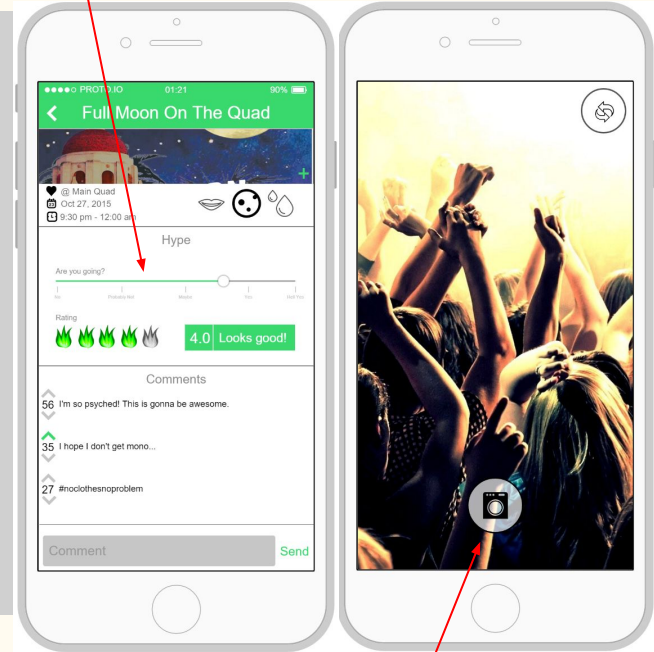


# Bad

- No live collaboration
- Limited customization of elements
- Sloppy clicking functions
- Hard to navigate



Not exactly right



Not a camera..

# Summary

- Fixed errors
- Cleaned the UI up
- Added some functionality

Next:

- Ironing out the fine details
- Moving on to producing some code

The logo for 'Herd' features the word 'Herd' in a bold, green, sans-serif font. To the right of the text is a white, stylized sheep icon with a fluffy, circular head and two small legs. The entire logo is set against a solid black rectangular background.

Herd 