

Herd: Medium-fi Prototype

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“Never miss out!”

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

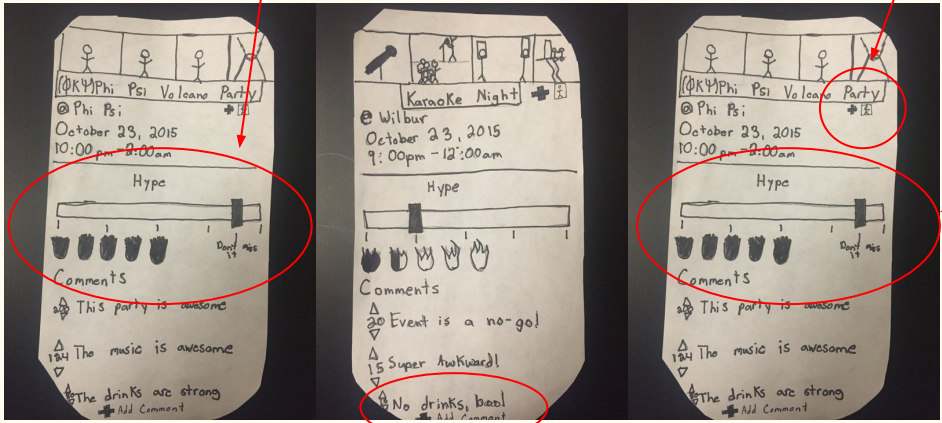
Tasks

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

Stripping Down and Clearing Up

Unclear "Hype Meter"

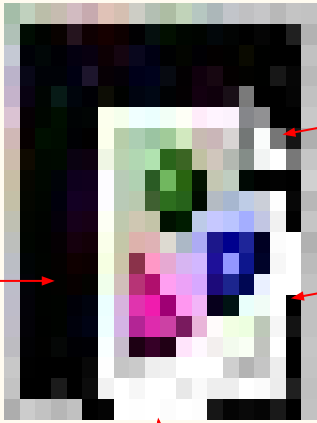
Unclear "Add Picture" Button



Poorly fit "Comment" Button

Inconsistent

What each point means



Categories

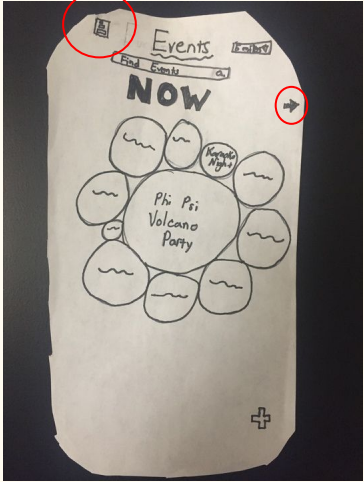
Explicit rating

Integrated comment bar

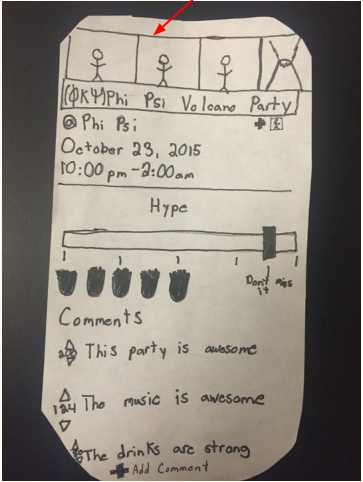
Revised Interface Design: Intuitive Navigation

Unclear "Sort" Button

No Back Button



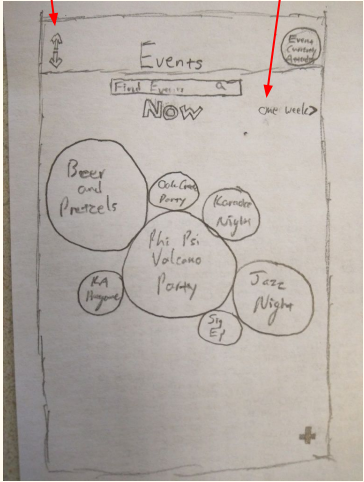
Low-fi sketches



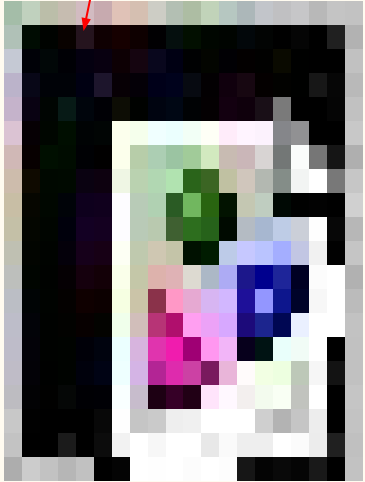
More indicative button

Explicit navigation

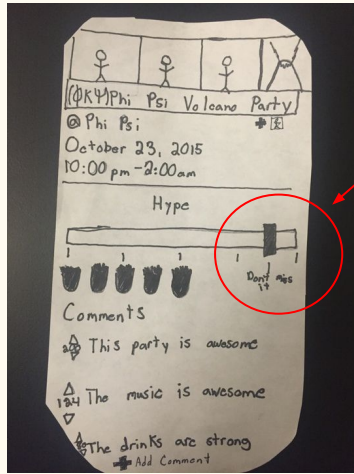
Explicit "Back" button



Revised sketches

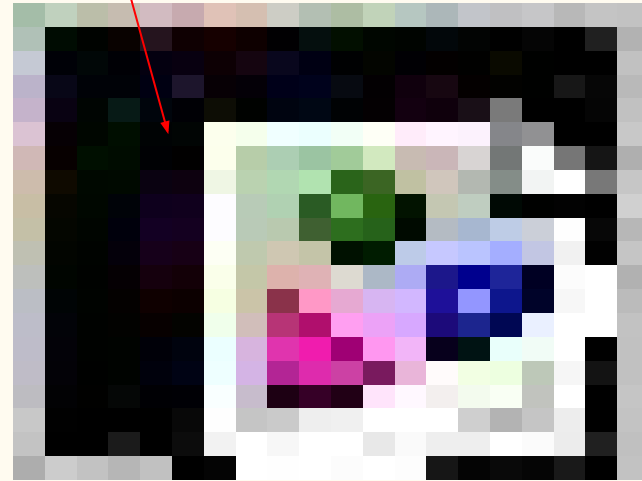


Revised Interface Design: RSVP

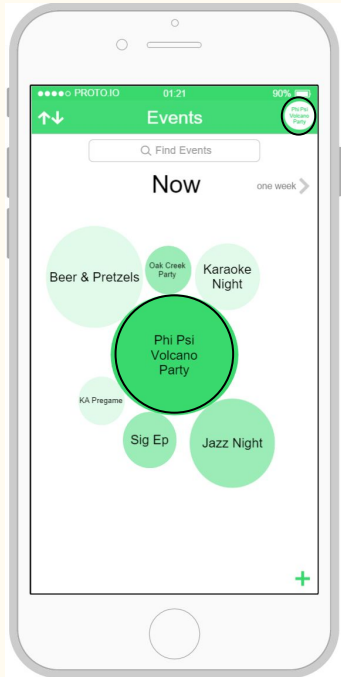


Underwhelming
RSVP

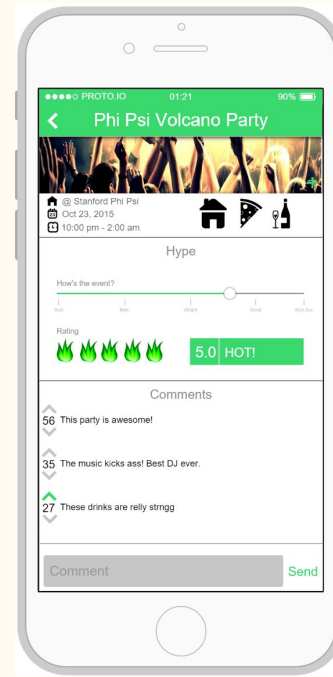
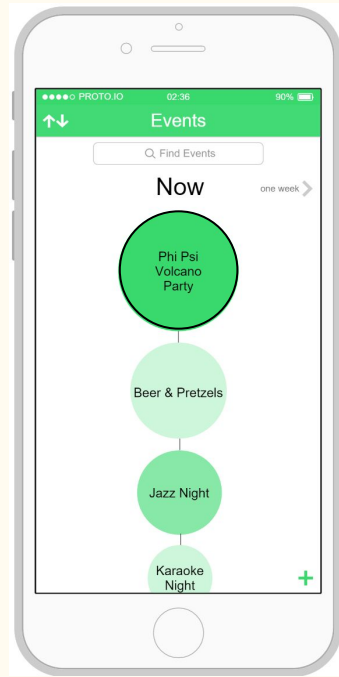
Shaded slide bar



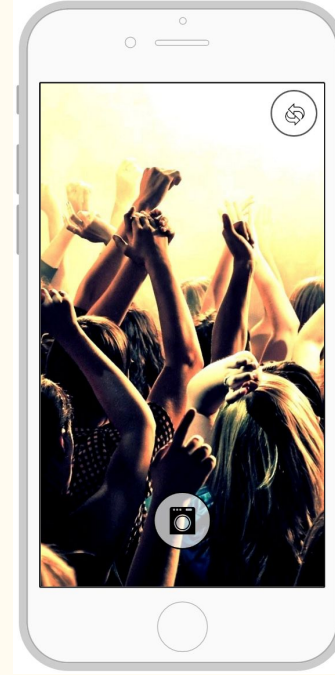
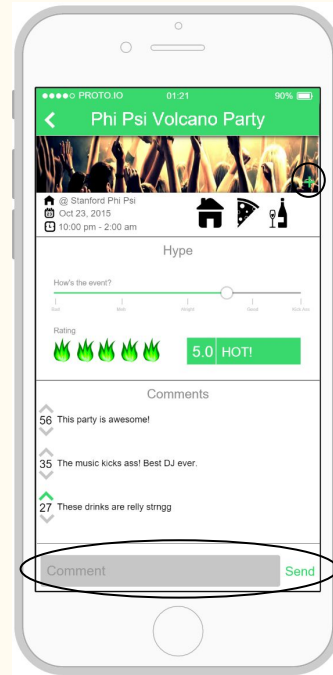
Informed Decision Making



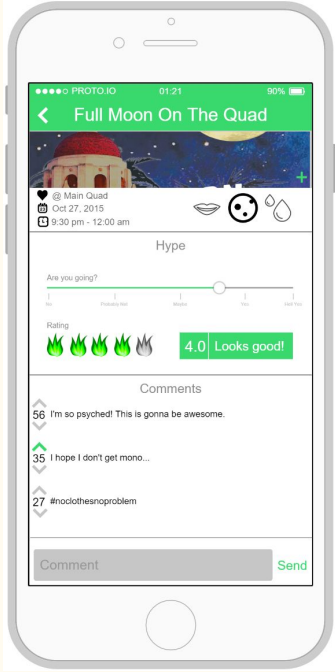
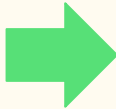
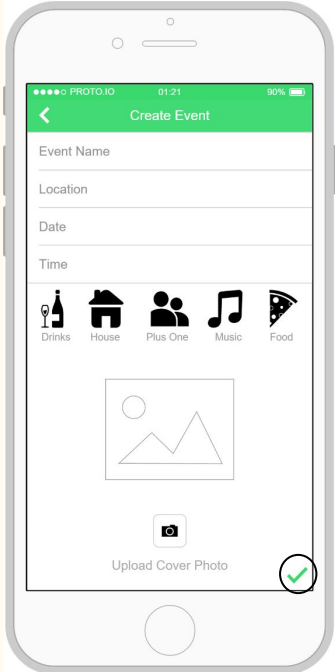
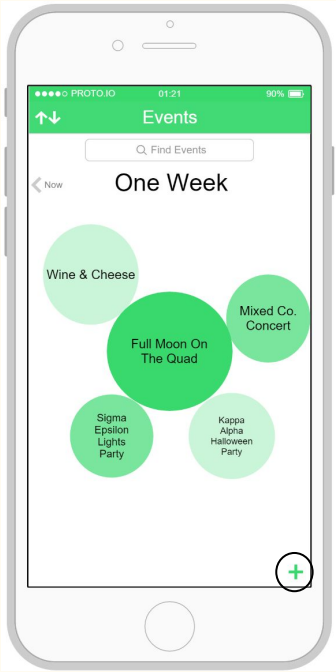
Or



Share Event Information



Create Event



proto.io



Elements

Screens Containers

proto.io

Auto save in 15 seconds

Share Preview

Jump to...

State 1

Layers

- Icon Button 2
- Icon Button 1
- L8 Button 1
- Text Button 1
- Over 1
- Text Button 11
- Oval 11
- Nav Bar 1
- Combo Button 1
- Now
- Text Button 10
- Over 10
- Text Button 9
- Oval 9
- Text Button 5
- Oval 5
- Text Button 4
- Oval 4
- Text Button 3
- Over 3
- Text Button 2
- Oval 2
- Statusbar 1
- Search Bar 1
- Rectangle 1

PROTO.IO 00:07 90%

Events

Q Find Events

Now one week >

Beer & Pretzels

Dak Creek Party

Karaoke Night

Phi Psi Volcano Party

KA Pregame

Sig Ep

Jazz Night

Basic

- Text
- Rich Text
- Rectangle
- Oval
- Shape
- Horizontal line
- Vertical line
- Interaction Area
- Animation target
- Image
- Icon
- Placeholder
- Web View
- HTML Code
- Audio
- Video
- Tooltip
- Basic Toolbar

Toolbars

- Nav Bar
- Nav Bar With Buttons
- Tabbar

Project Assets

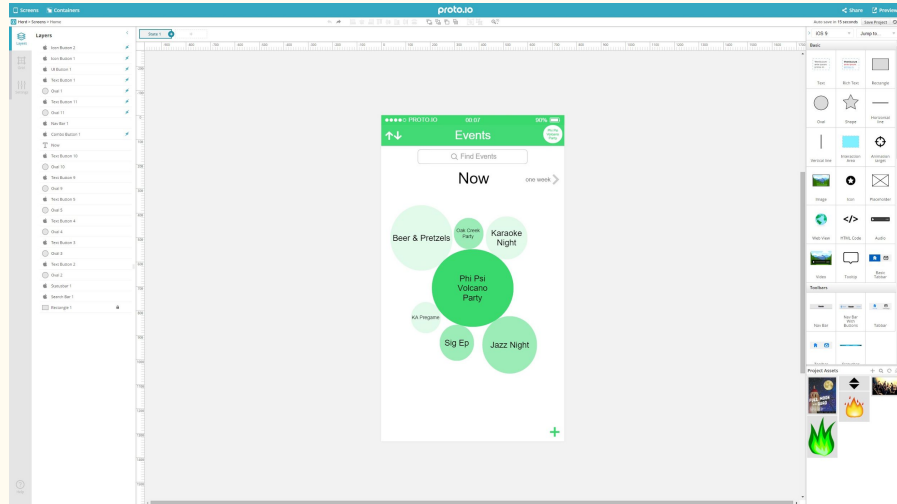
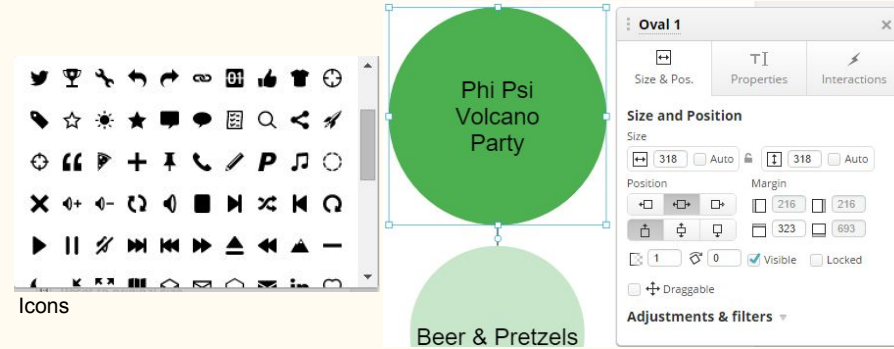
- FLAME MOON
- FLAME
- FLAME

Icons/Assets



Good

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

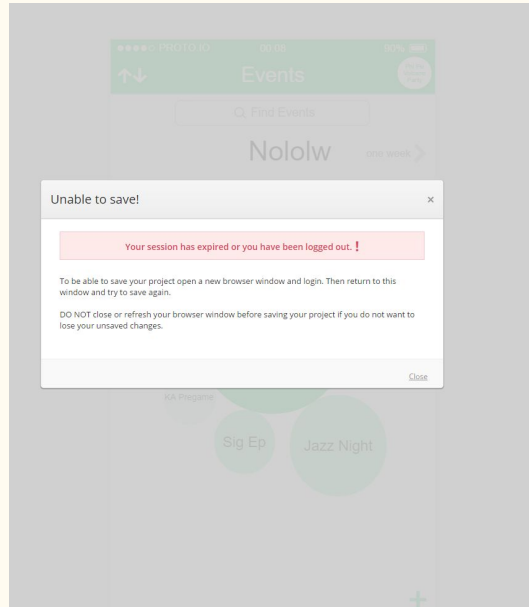


Element Customizer

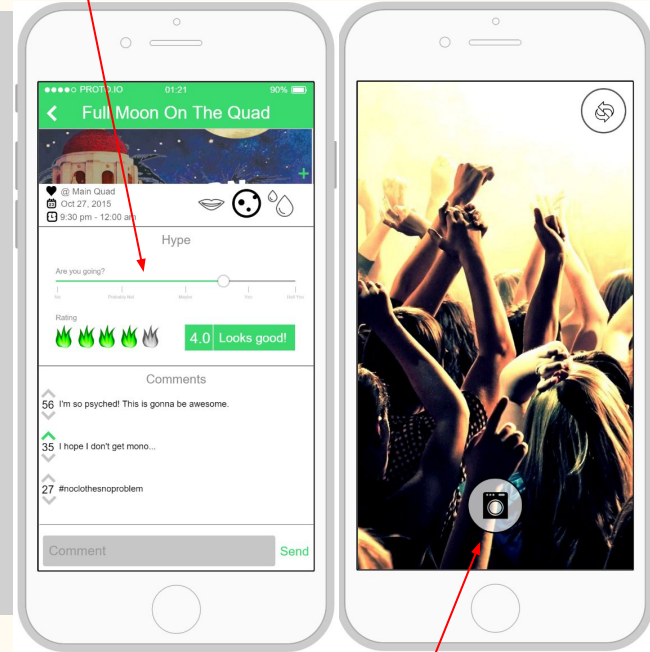


Bad

- 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 bright 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 