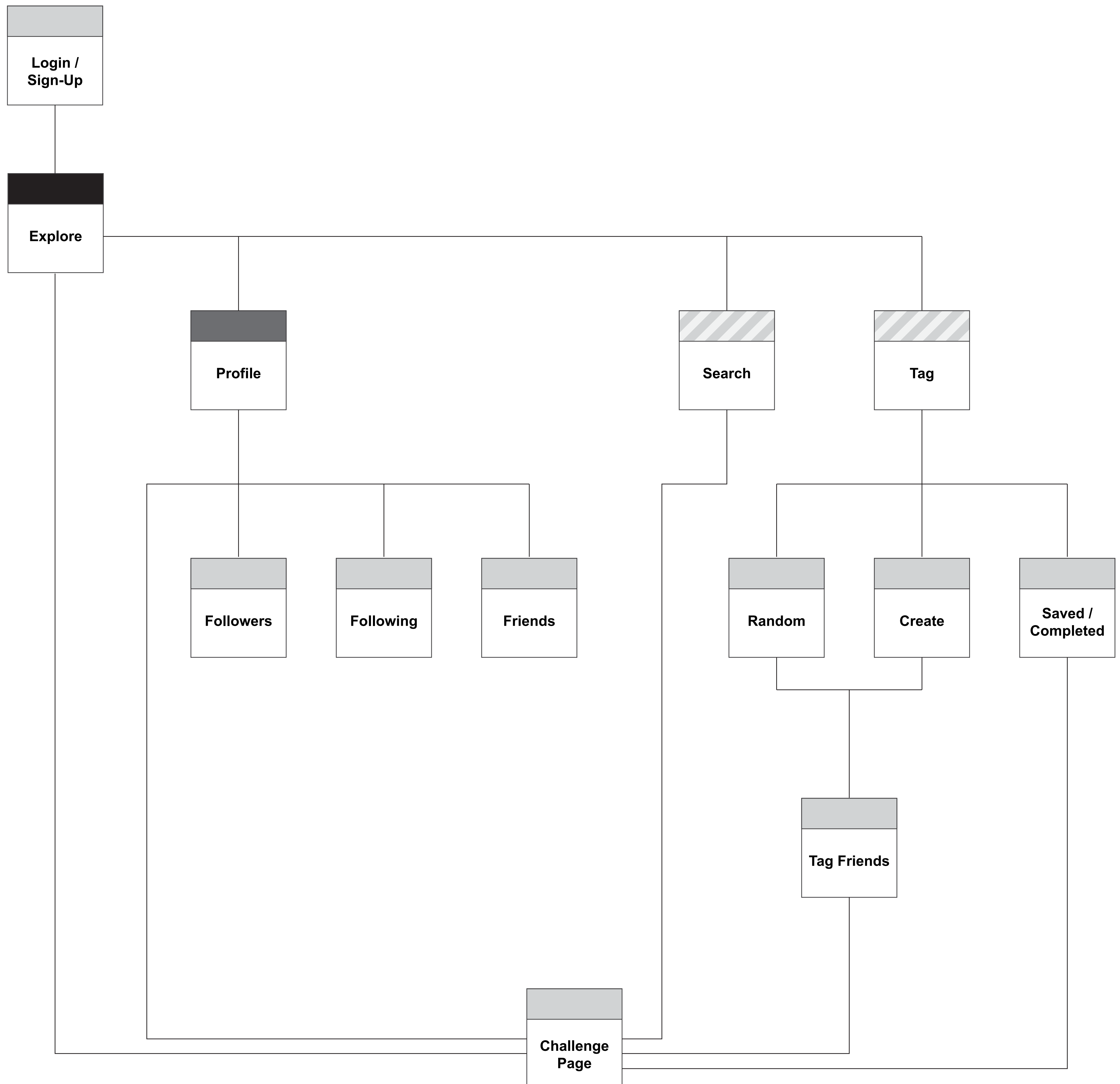



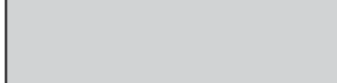


# Design Tag UX Document

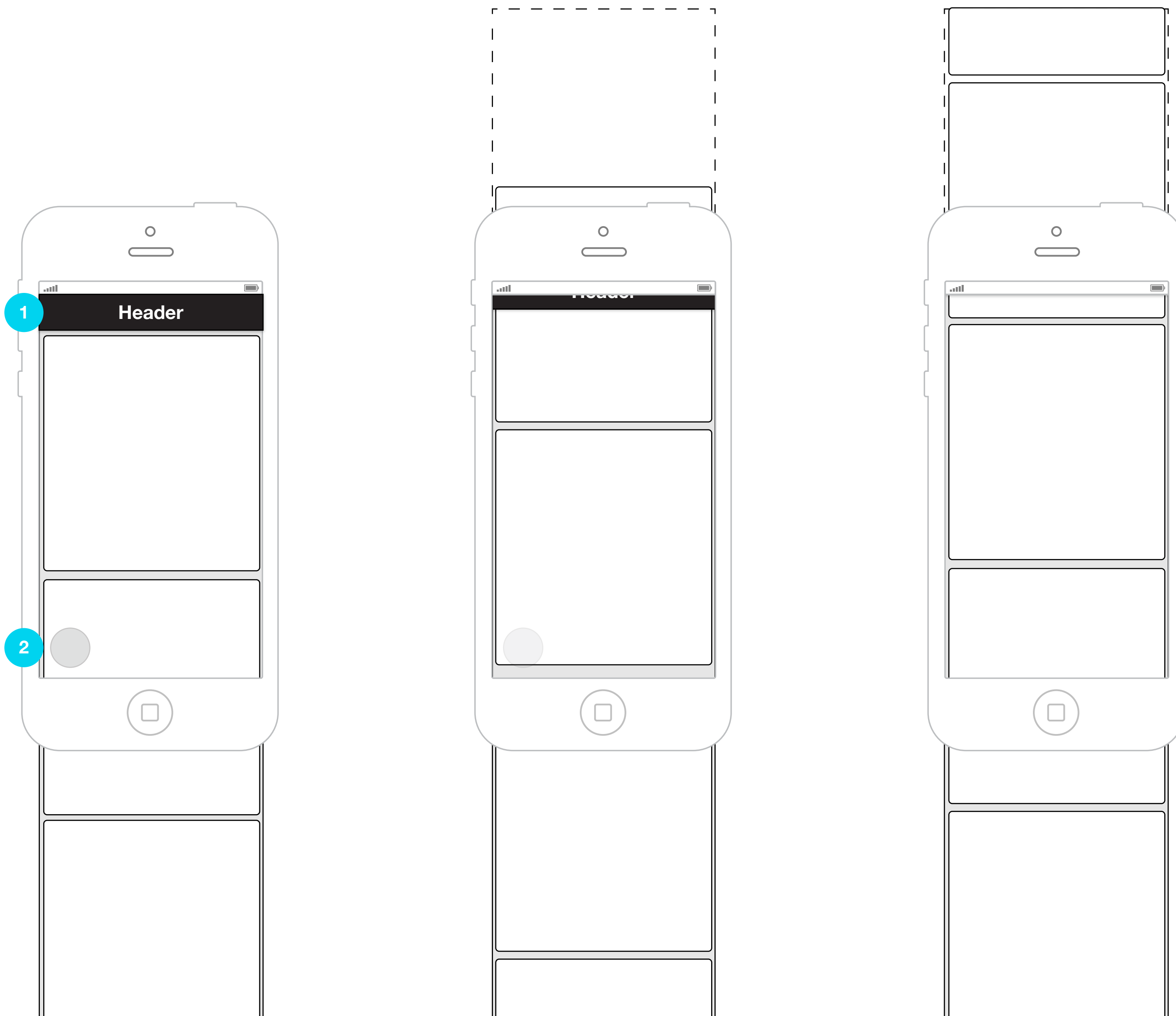
Modification February 27, 2014  
Author Timmy Chau  
File Name DesignTag\_Wireframes\_tc\_140227  
Deliverable Information Architecture





-  Main Page
-  Global Navigation
-  Utility
-  Internal Page





## Annotations

### GLOBAL NOTES

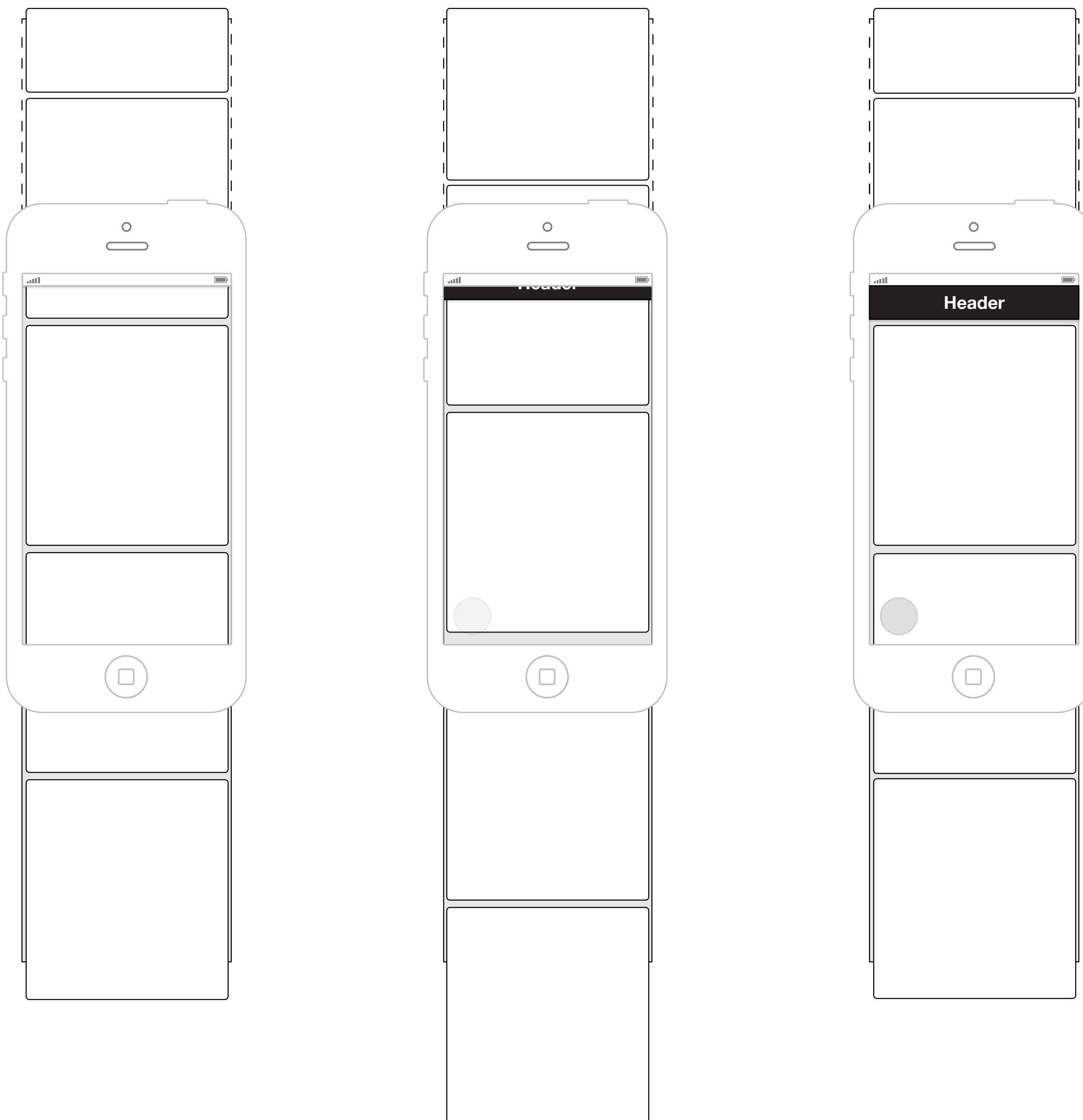
This shows the interaction of the application in regards to global elements (ie. Header and Tag Button)

#### 1. Header Interaction

As the user scrolls down the page the header scrolls away to allow for more content to be browsed. As the user scrolls up, the header is pulled back into place.

#### 2. Tag Button Interaction

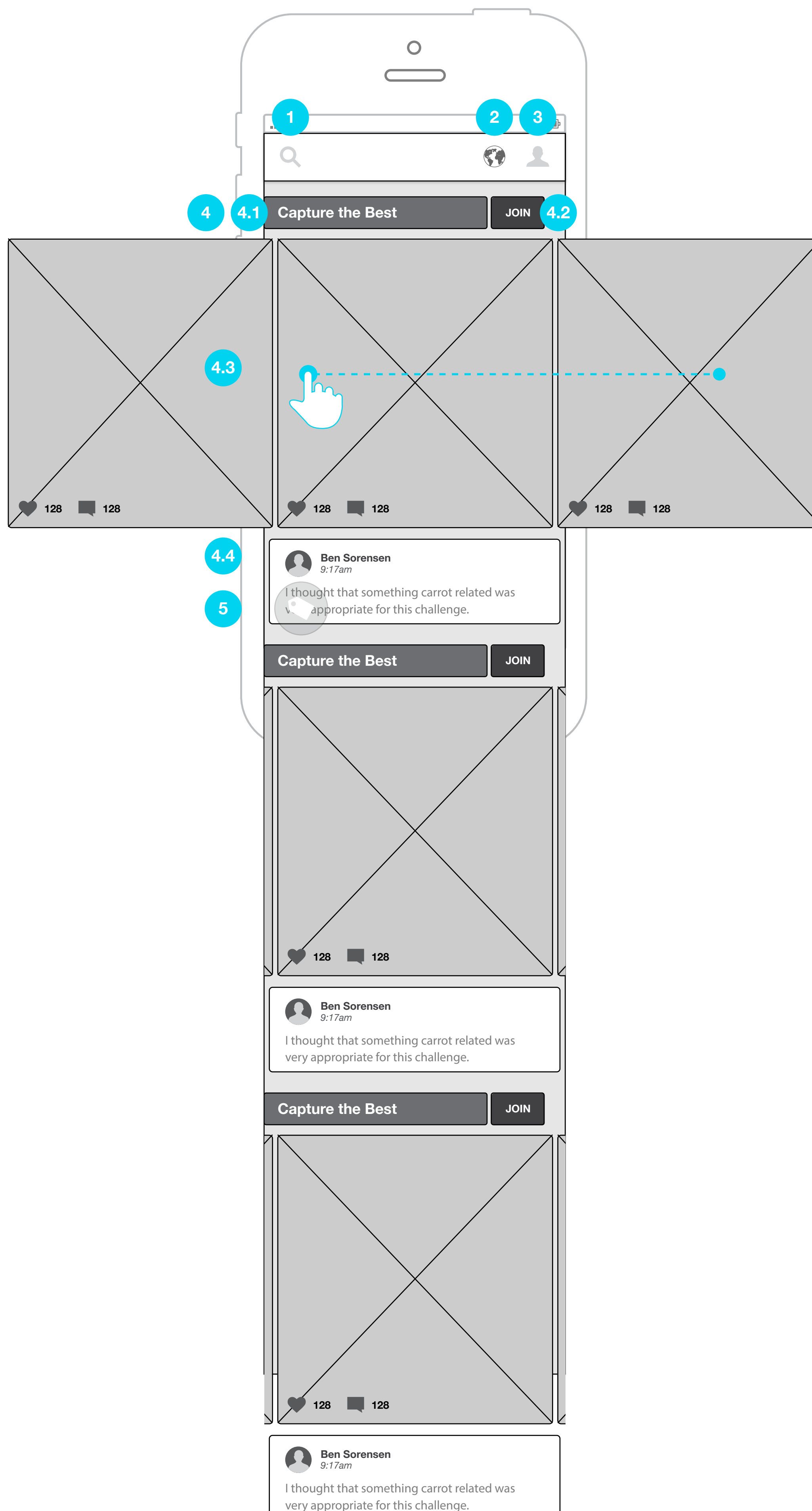
When the users scrolls down the page the Tag button decreases in opacity allowing the user to view content more easily, as the scrolling comes to a stop the button fades back in to 80-90% opacity.



## Annotations

### GLOBAL NOTES

This shows the layout of the default explore page and the global interactions throughout the app.



#### 1. Search

The user taps here to access the search feature of the app.

**NOTE: Refer to Pg.5 - "Search Interaction" for more details on features and functions.**

#### 2. Explore

This is the default landing page the user arrives when opening the application. The feed is compiled of friend and following activity.

#### 3. Profile

The user accesses their personal profile by tapping here. The user can look at their current and previously participated challenges, liked submissions, friends, and followings.

**NOTE: Refer to Pg.7 - "Profile Page Interaction" for more details on features and functions.**

#### 4. Challenge

Challenges fill the Explore page feed and users can browse through the different submissions from the default page.

**4.1** This is the title of the challenge, which is limited in the number of characters (**TBD in Design**). If a title goes beyond the specified character count we apply an ellipse. Users can tap on this label to go to the Challenge-specific Page.

**4.2** Hitting "JOIN" enters the user into the challenge and redirects them to the Challenge-specific page. If the challenge is over the tag will read "COMPLETED."

**4.3** Users can swipe through the submissions to the challenge, which updates the user comment form below. Tapping an image will display it in an overlay. If the user taps and holds the image they are prompted to Like the submission or Pin it to Pinterest.

**NOTE: Refer to Pg.4 - "Explore Page Tile Interaction" for more details on features and functions.**

**4.4** Each submission has an associated user comment section with their avatar, name, timestamp of submission, and comment (if they submitted one). The user's friends and following submissions are shown as the first image of the challenge in the explore feed.

**NOTE: Refer to Pg.14 - "Expanded Image Page Interaction" for more details on features and functions.**

#### 5. Tag

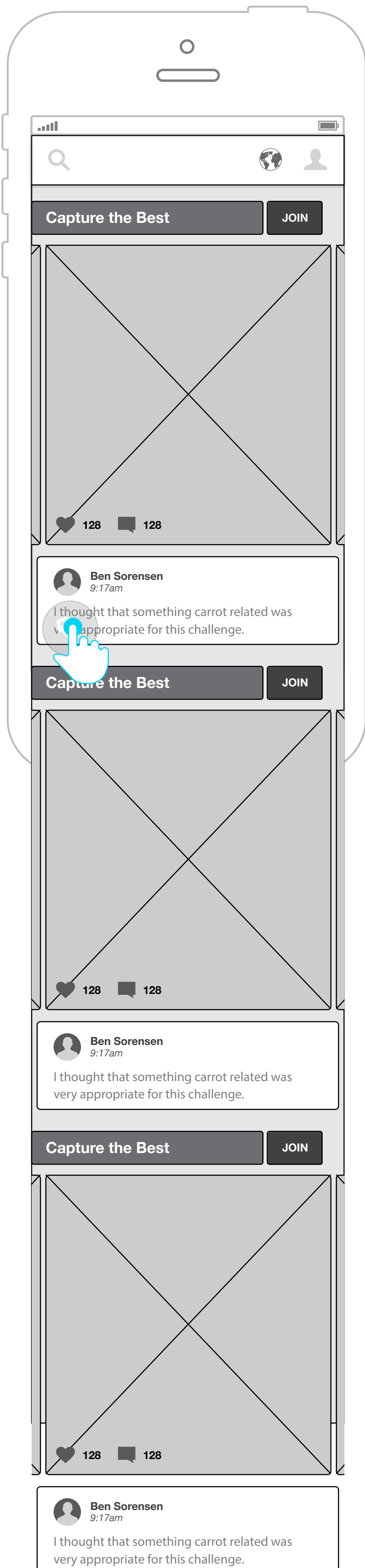
The user taps here to redirect to the "Tag Page Interaction" where they can create challenges, check notifications, and see their saved challenges. Users can drag from the navigation over a challenge item and save that challenge.

**NOTE: Refer to Pg.3 - "Explore Page Save Challenge Interaction" and Pg.8 - "Tag Page Interaction" for more details on features and functions.**

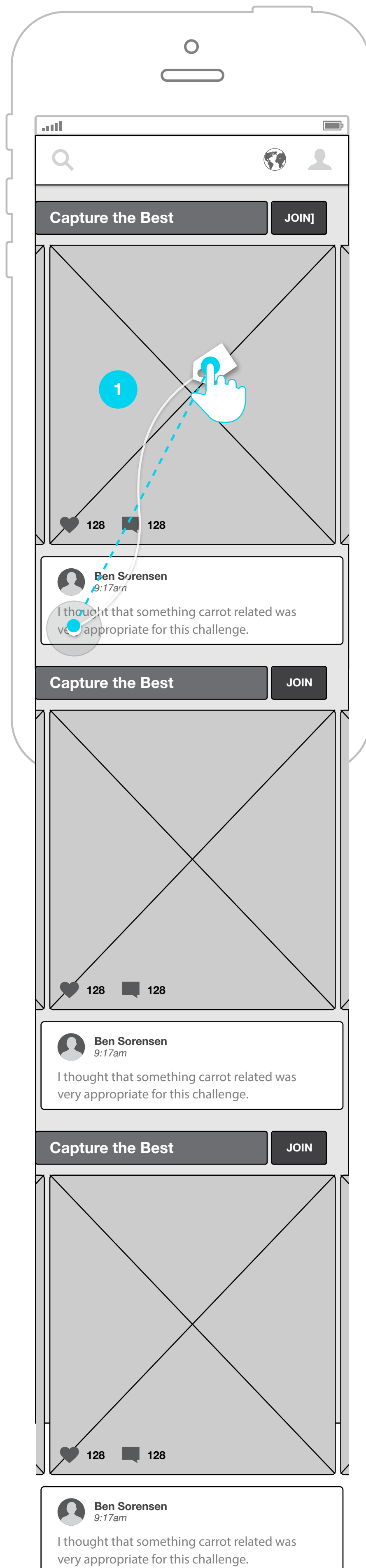


## Annotations

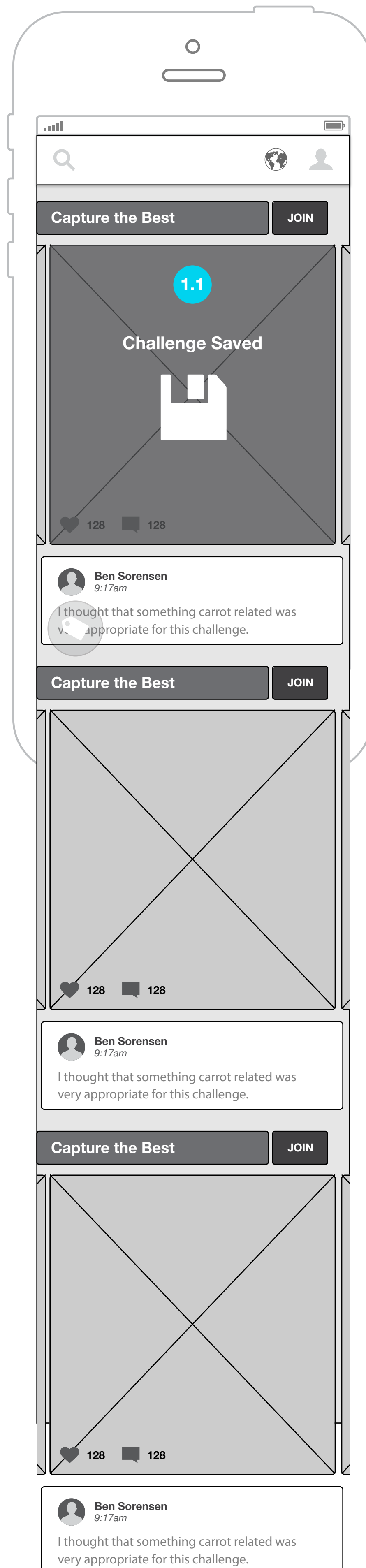
### 1. Submission Tile Default



### 1. Submission Tile Default



### 1. Submission Tile Default



## GLOBAL NOTES

This shows the "Drag-to-Save" interaction of the tag button.

### 1. Drag-to-Save

The user drags a "tag" from the fixed button over an image of a challenge in order to save it.

#### 1.1

Once saved a confirmation animation will inform the user it has been saved and the user can let go animating the tag back.



## Annotations

### GLOBAL NOTES

This shows the interaction of the submission tiles across the entire application.

#### 1. Submission Tile

Users' submissions are cropped to a ~1x1 format, hiding the rest of the image until enlarged.

1.1 Displays the number of likes and comments the submission received.

#### 2. Pin / Like

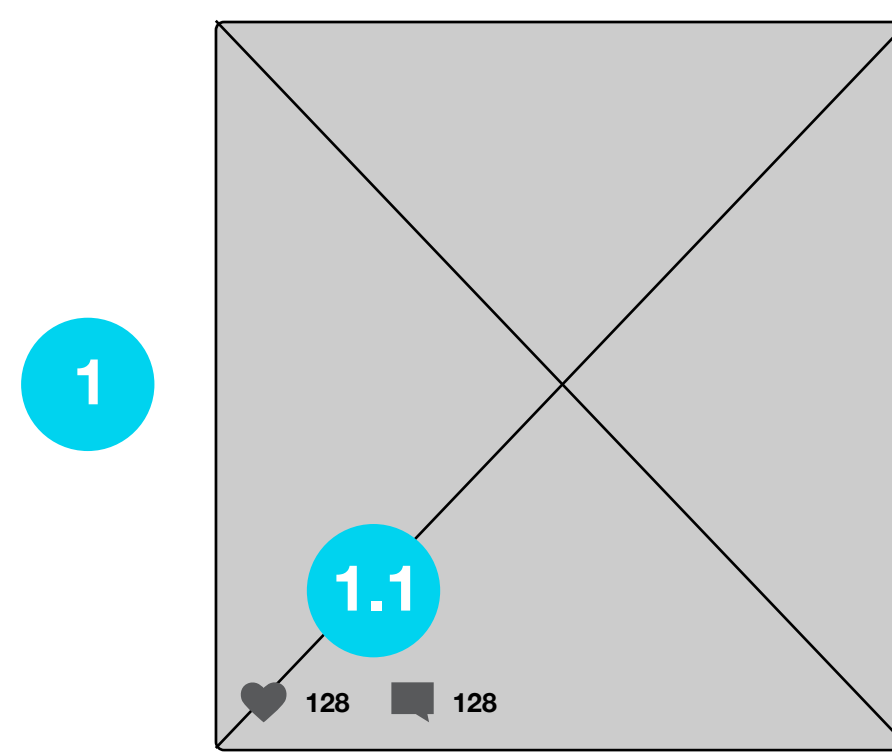
When the user holds on the tile, "Pin" and "Like" options animate out. The user holds and drags over one of the options, letting go will select the hovered option.

2.1 Users can pin the image to their Pinterest account.

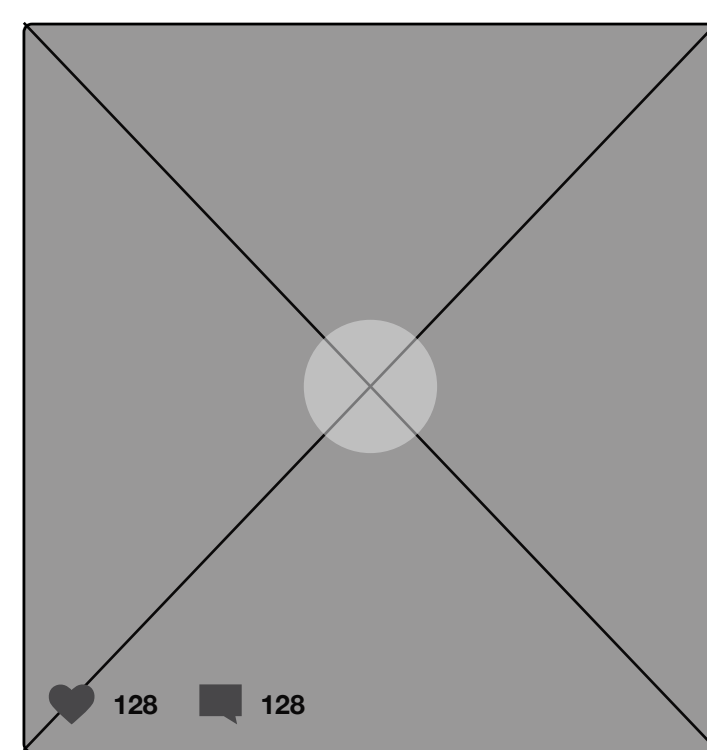
2.2 Users can like the image and review it in the Likes section of their profile page.

**NOTE: Refer to Pg.8 - "Profile Page Interaction" for more details on features and functions.**

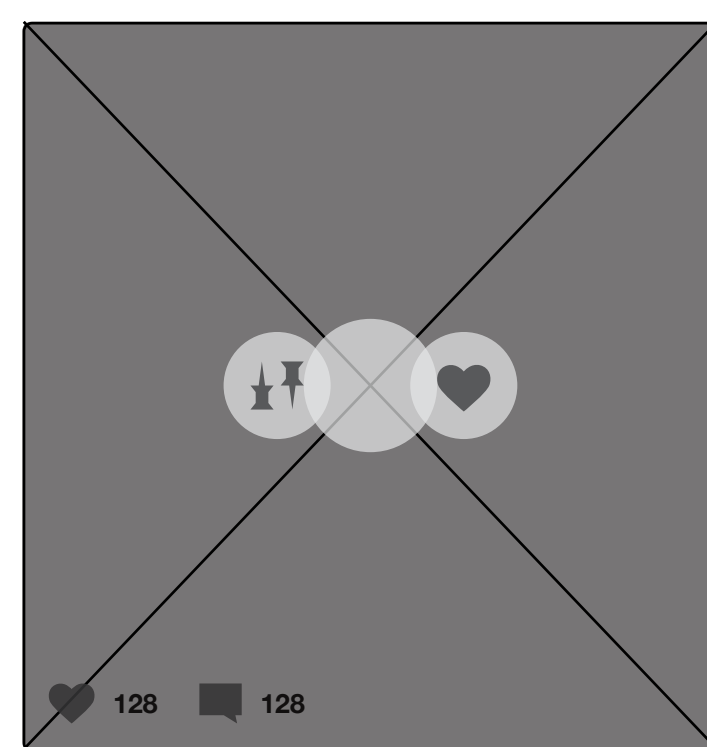
### 1. Submission Tile Default



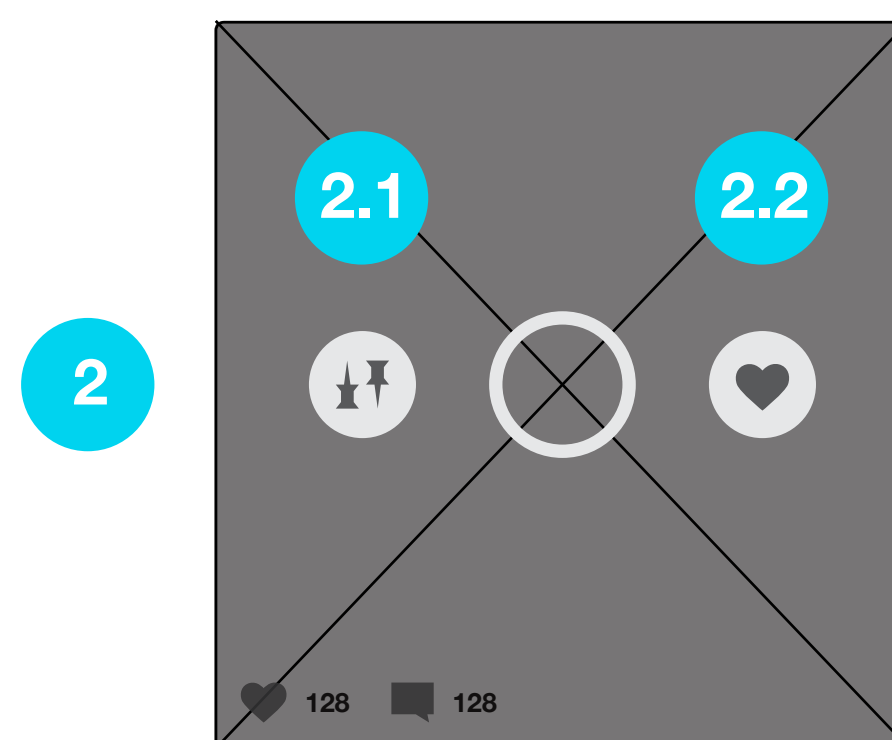
### 2. Tap & Hold Animation (1/2)



### 3. Tap & Hold Animation (2/2)



### 4. Tap & Hold "Like & Pin" Revealed



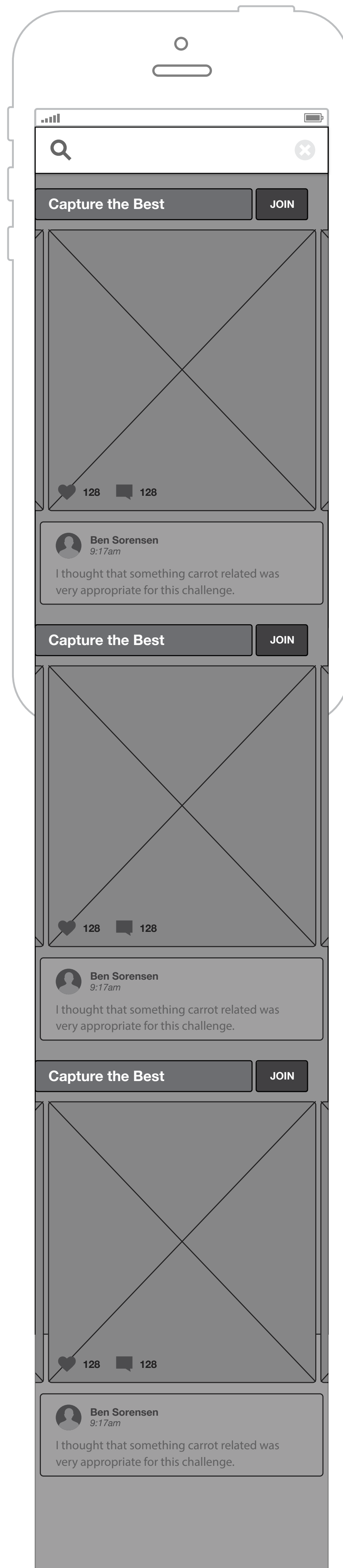


## Annotations

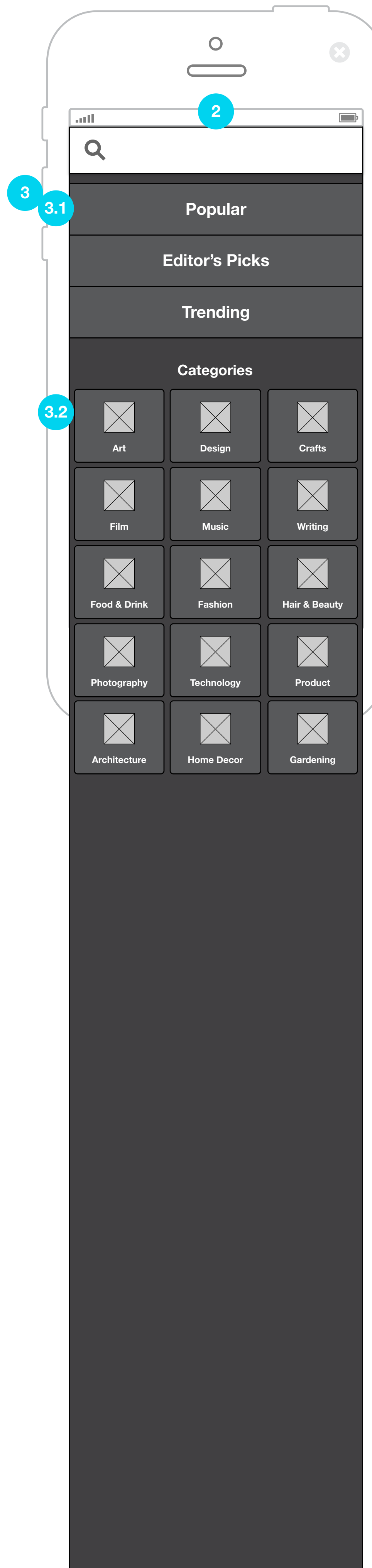
1. Submission Tile Default



1. Submission Tile Default



1. Submission Tile Default



## GLOBAL NOTES

This shows the interaction of the searching feature of the app.

### 1. Global Search

Tapping here will bring the user to Search page where they can search specific words or phrases or explore the different categories. Tapping here again will exit the Search page.

### 2. User Input Field

The user can type in specific words or phrases to search the app for challenges & submissions.

**NOTE: Refer to Pg.7 - "Search Interaction - Search Field" for more details on features and functions.**

### 3. Search Options / Categories

The user can search by predefined categories which will redirect the user to the relevant content.

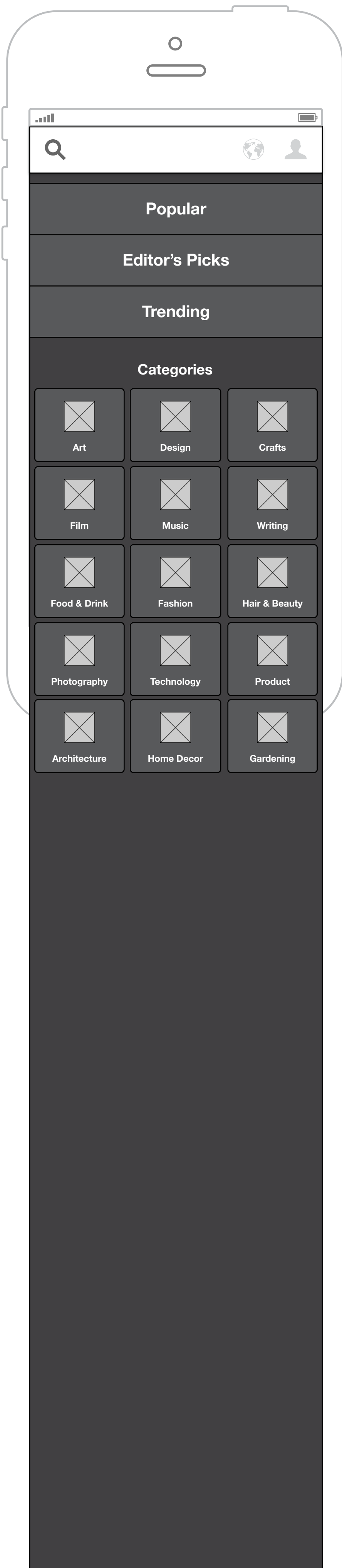
3.1 Options based on public input and curation.

3.2 Categories are organized based on tags predefined in the challenges / submissions.

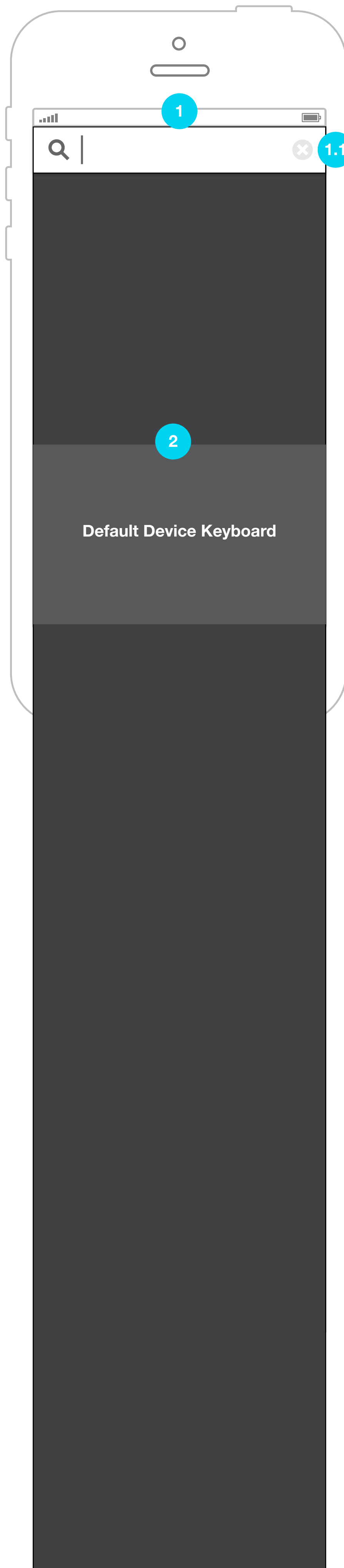


## Annotations

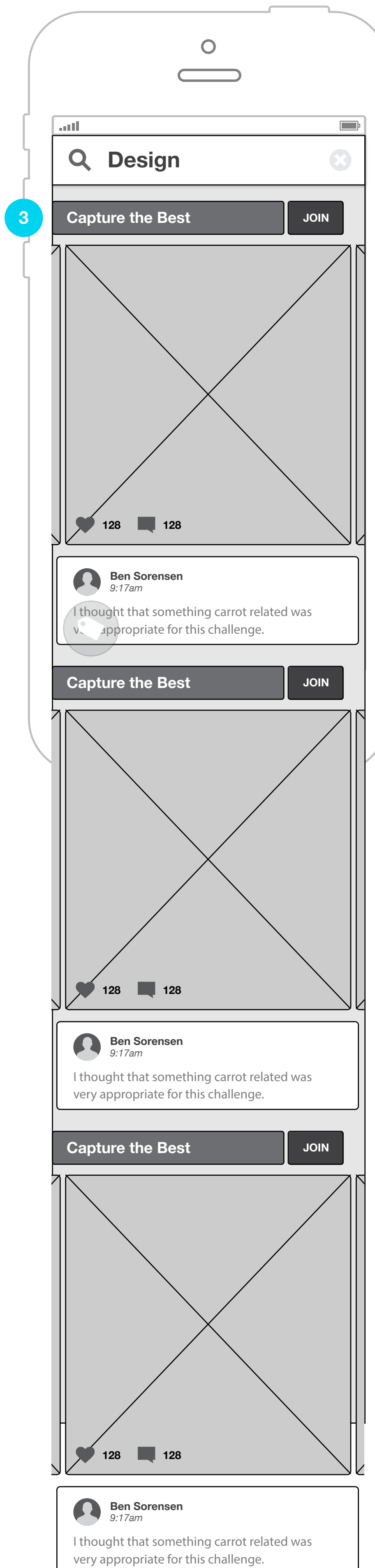
1. Submission Tile Default



1. Submission Tile Default



1. Submission Tile Default



### GLOBAL NOTES

This shows the interaction of the application in regards to global elements (ie. Header and Tag Button)

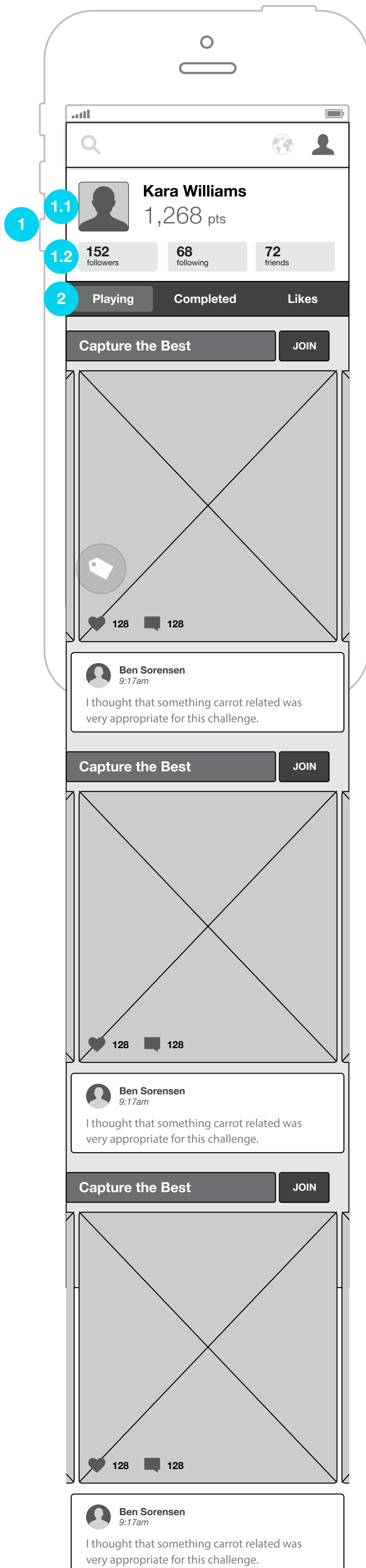
1. **User Input Field**  
Users can search for challenges & submissions using specific words or phrases.
- 1.1 Tapping this will clear the input field of any characters and restore the default options.
2. **User Input Field - Active**  
When the user taps the input field the results overlay the default search options and brings up the default device keyboard.
3. **Search Results**  
As users type the content below will update with relevant challenges & submissions to the characters typed.



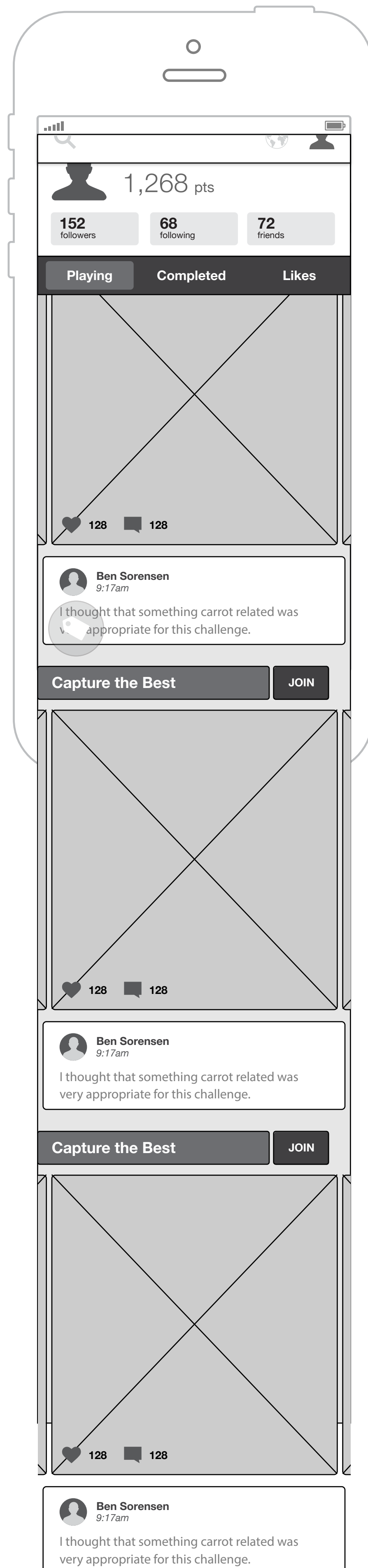


## Annotations

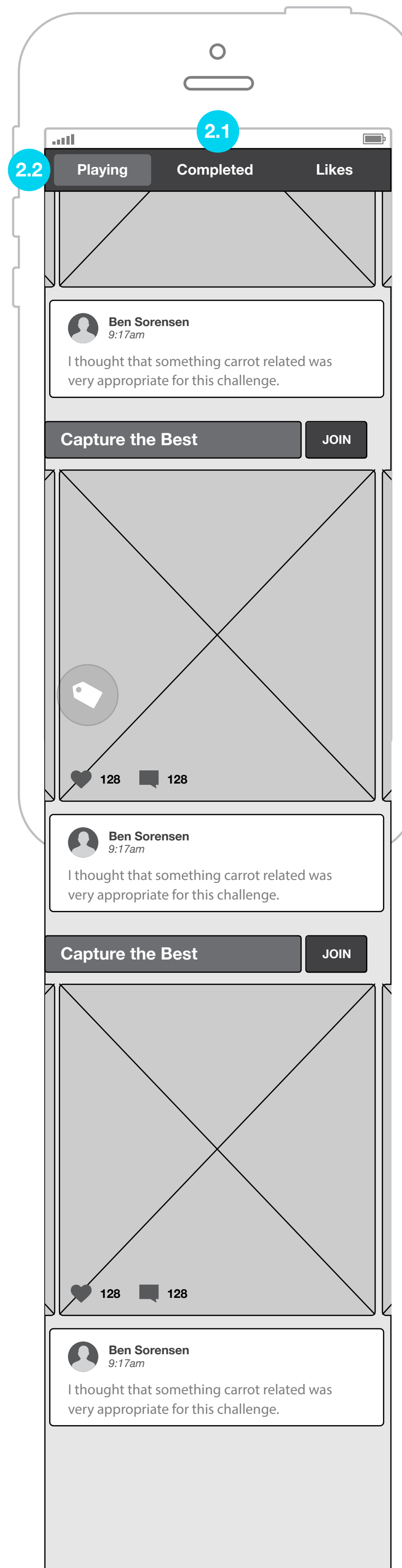
### 1. Submission Tile Default



### 1. Submission Tile Default



### 1. Submission Tile Default



## GLOBAL NOTES

This demonstrates the features and functions of the profile page and the interactions associated with them.

### 1. Basic Information

Displays the user's basic app-related information.

1.1 Profile picture, name, and current point score.

1.2 Number of followers, following, and likes. Clicking one redirects the user to a list of people in that category.

### 2. User's Challenges / Submissions

The user's challenges and submissions organized into 3 categories: playing, completed, and likes.

2.1 Toggling between the categories dynamically updates the content.

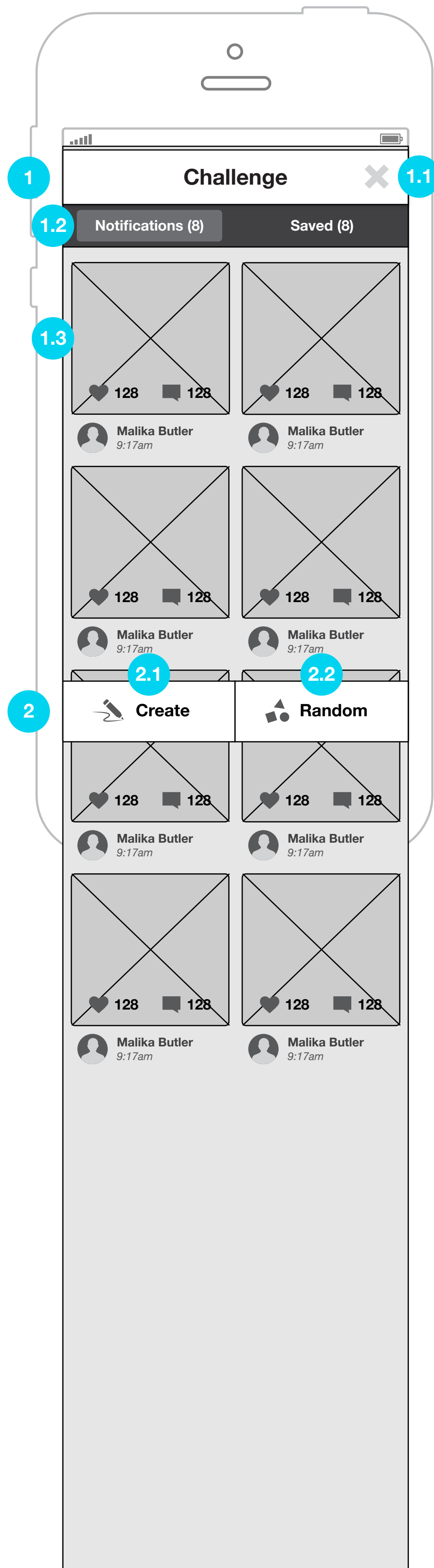
**Playing:** Current challenges user is participating in.

**Completed:** Challenges user has completed and that are closed.

**Likes:** Challenge submissions user liked.

2.2 When scrolling down the profile page the category toggles become fixed to the top of the device viewport.





## Annotations

### GLOBAL NOTES

This shows the default layout of the Tag Page with its features and functions.

#### 1. Tag Page

The user accesses the Tag page by tapping the Tag Button (refer to Page 2 - Explore Page Interaction). The Tag page opens and overlays the content and can be exited out to return to the previous page.

1.1 Tapping this icon exits the Tag Page, returning the user to the previous page.

1.2 Users can toggle between their Notifications and Saved Challenges. The number represents how many challenges are in each category.

**Notifications:** Invites from other users to participate in design challenges.

**Saved:** Contains the challenges the user has saved to participate in at a later time.

1.3 In order to optimize screen real estate, the tiles designed smaller and organized into 2 columns, and the comment is removed. They have the same functions as the larger tile.

#### 2. Create / Random

Users can create or generate a random challenge for themselves and their friends to participate in. This menu is fixed to the bottom of the device viewport.

2.1 Tapping here will redirect the user to the Create Challenge Page to go through the process of setting up a challenge.

2.2 By tapping here the user has DesignTag generate a random challenge from the app's database.

**NOTE: Refer to Pg.10 - "Create Challenge Page Interaction" and Pg.11 - "Random Challenge Page Interaction" for more details on features and functions.**



## Annotations

### GLOBAL NOTES

This shows the process and interaction for creating a challenge.

#### 1. Header Navigation

The header navigation will remain contextual to the current page.

1.1 Returns the user to the previous page (i.e. Tag Page)

1.2 Exits the Creating Process and the Tag Page, returning the user to previous page.

#### 2. Create Form

The user is required to fill out a majority of the form in order to create their challenge.

2.1 The name / title of their challenge

2.2 Details about the challenge and how to complete it.

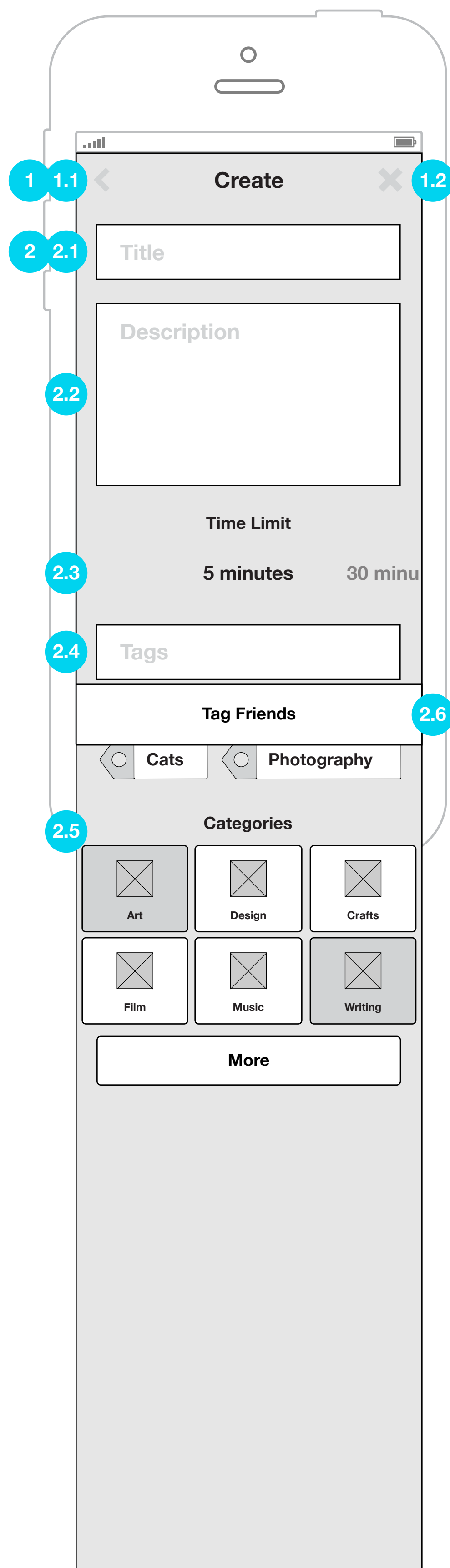
2.3 A time limit value that limits the participants to how much time they can spend completing the challenge once opened. User swipes between the values to set.

2.4 Tagging allows for searchability.

2.5 Categorizing allows for organization and filtering. The "More" button reveals the rest of the categories.

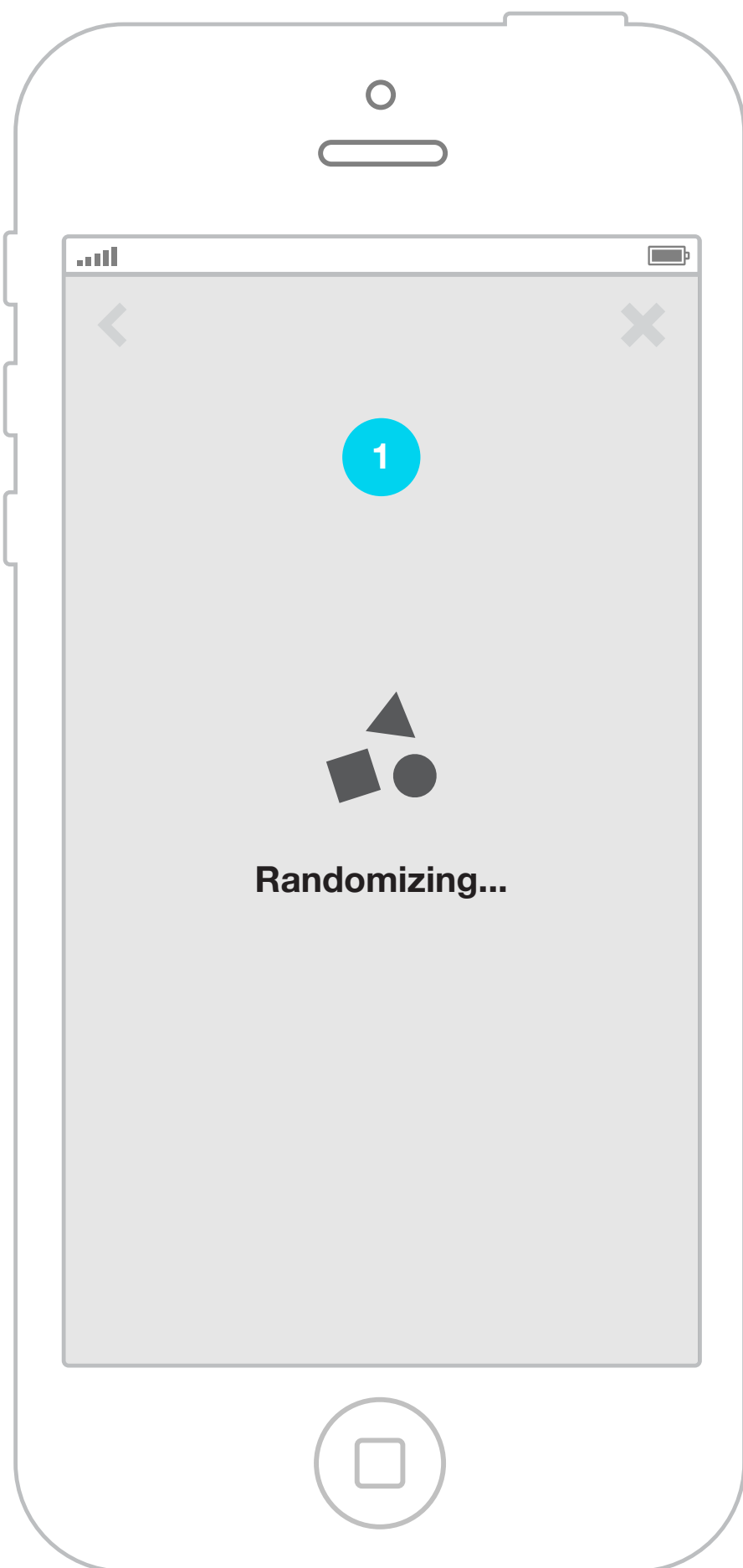
2.6 Brings the user to the next step of the Creating Challenge Process: Tagging Friends.

**NOTE: Refer to Pg.12 - "Tagging Friends Page Interaction" for more details on features and functions.**

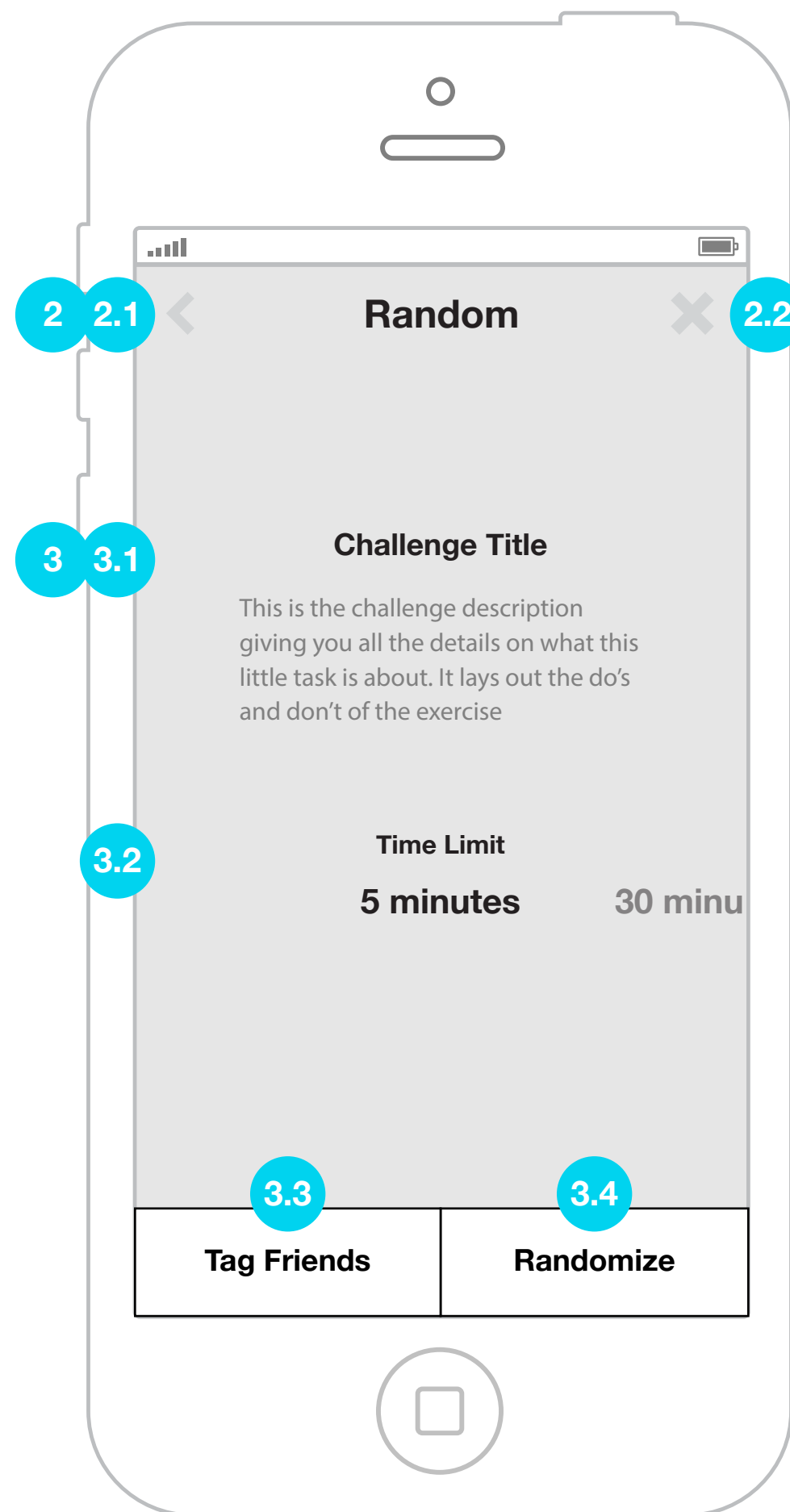


## Annotations

### 1. Submission Tile Default



### 1. Submission Tile Default



## GLOBAL NOTES

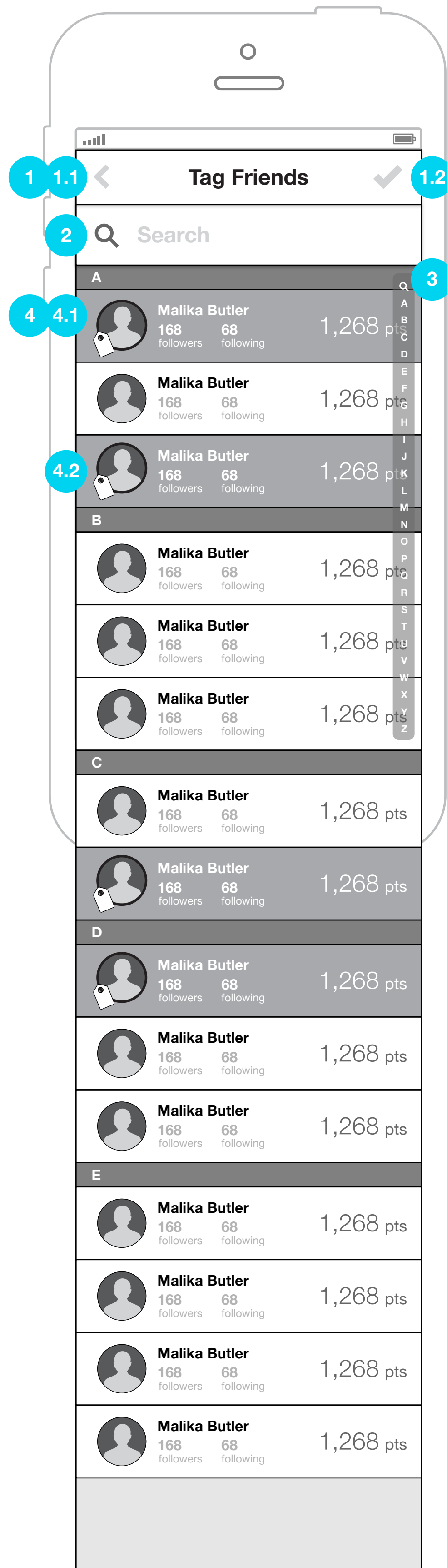
This shows the process and interaction for randomly generating a challenge.

- 1. Randomizing Loading Screen**  
The loading animation as the app 'randomly' selects a challenge from its database.
- 2. Header Navigation**  
The header navigation will remain contextual to the current page.
  - 2.1** Returns the user to the previous page (i.e. Tag Page)
  - 2.2** Exits the Random Challenge Process and the Tag Page, returning the user to previous page.
- 3. Random Challenge**  
When the user selects "Random" from the Tag page the app generates a 'random' challenge from the system database for the user to play.
  - 3.1** Challenge Title and description detailing the task.
  - 3.2** User swipes to set a time limit each participant has to complete the challenge once it is opened.
  - 3.3** Continue the Random Challenge Process to tag friends.
  - 3.4** Re-randomize the challenge.





## Annotations



### GLOBAL NOTES

This shows the interaction tagging friends during both the creating a challenge and randomly generating a challenge.

#### 1. Header Navigation

The header navigation will remain contextual to the current page.

1.1 Returns the user to the previous page (i.e. Tag Page)

1.2 Confirms the tagged friends and challenge setup, and notifies the participants of the challenge.

#### 2. Search

Users can gain direct access to their friends by typing their names. Tapping on the input field will bring up the device's default keyboard.

#### 3. A-Z Filter

Users can tap & hold on a letter to skip to the names that begin with the held letter. Holding and dragging up and down scrolls through the letters.

#### 4. Friends List

By default the friends list is alphabetized by last name. Users can change that in the app's settings page.

4.1 Each friend has their profile image, name, number of followers / following, and points displayed.

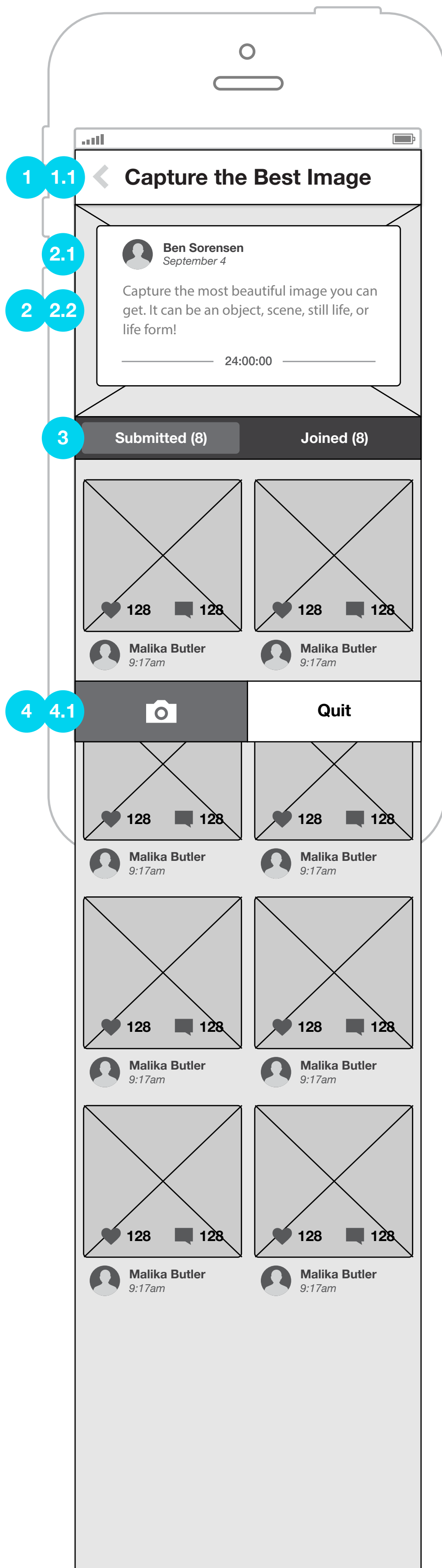
4.2 Users tap on friends to add them to the participant list. Selected users are highlighted and the avatar is stroked. Tapping a selected user will unselect them.



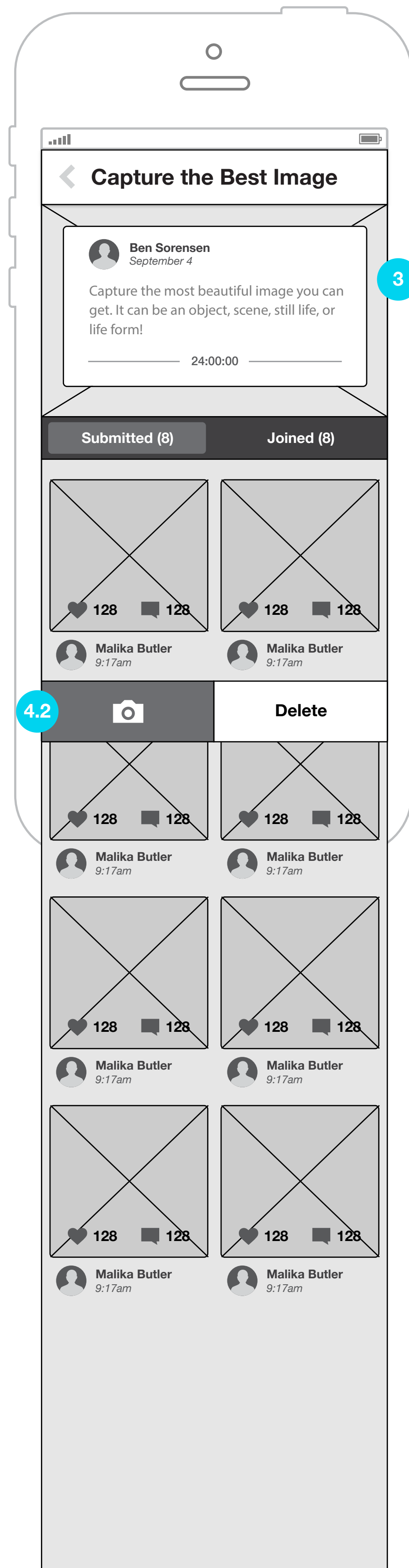


## Annotations

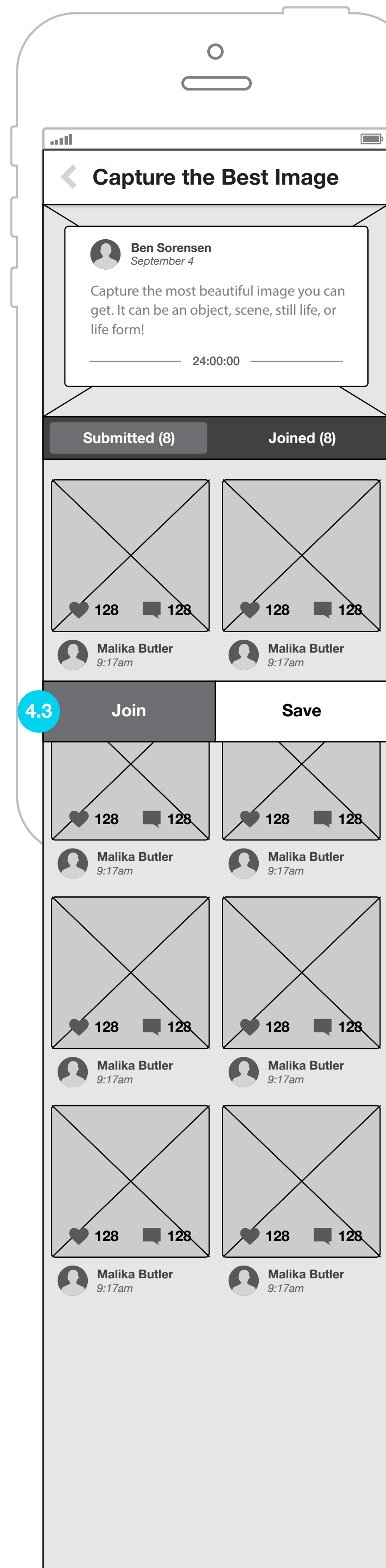
### 1. Submission Tile Default



### 1. Submission Tile Default



### 1. Submission Tile Default



## GLOBAL NOTES

This shows the interaction of the Challenge page, and its variable views depending on the viewer.

### 1. Header Interaction

The header of the Challenge page contains the title of the challenge.

1.1 Tapping here returns the user to the previous page.

### 2. Challenge

The Challenge description explains the challenge's tasks and rules. It contains the creator's information and time limit for the challenge.

2.1 Creator information contains the user's name and image, as well as, the date the challenge was created.

2.2 The header image changes based on the most popular submission for the challenge. It is a grey background as default.

### 3. Submissions / Participants

The user can toggle between the submitted entries and the participants. The number in parentheses represents the number of submissions / people in each category. As the user scrolls down the toggle menu fixes itself to the header.

### 4. MENU

The footer menu varies depending on the user viewing the challenge.

#### 4.1 Participant Menu

A participant to the challenge, that is not the creator, viewing the menu will be given the options to either make a submission or 'Quit' the challenge all together.

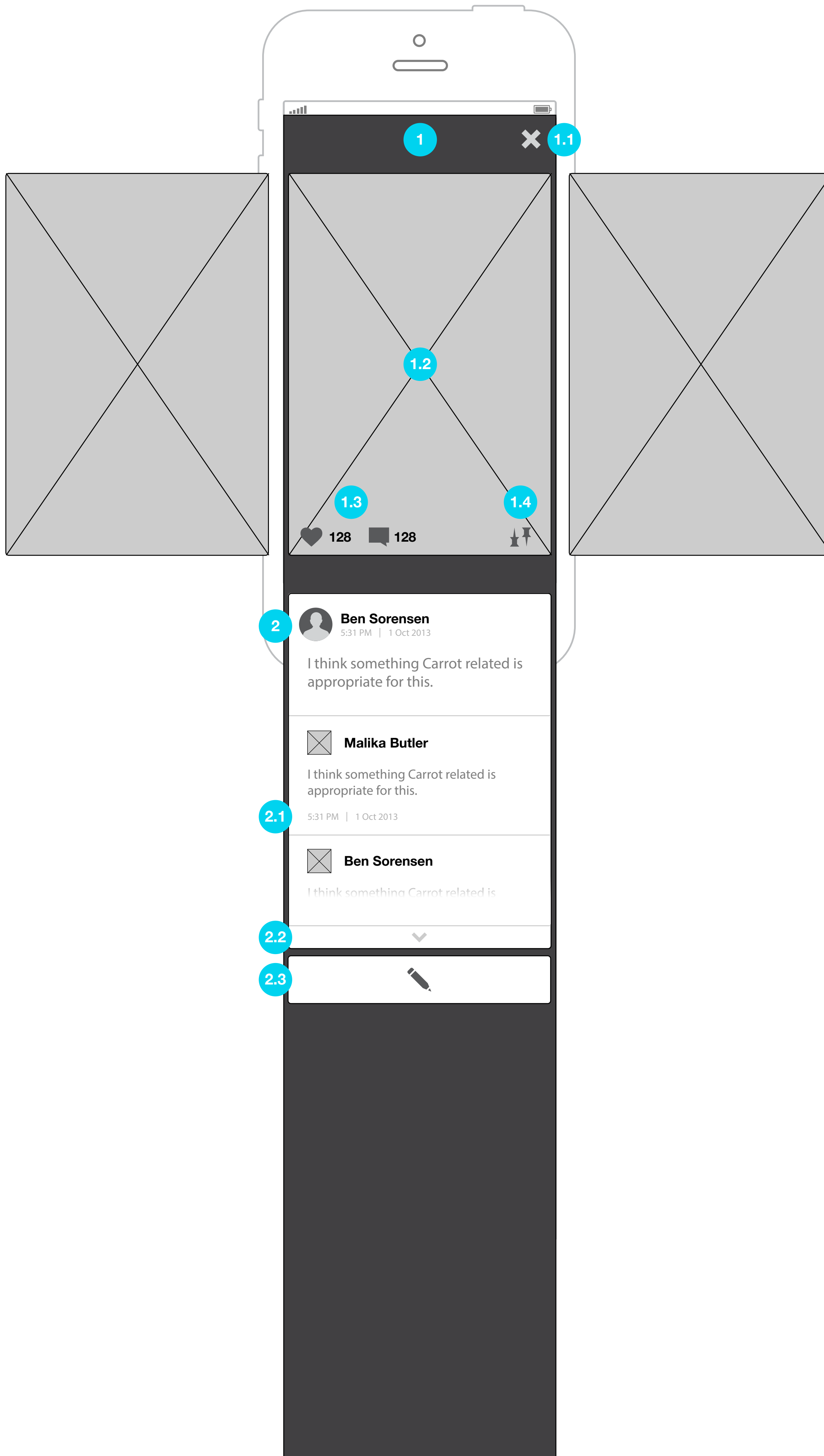
#### 4.2 Creator Menu

A creator of the challenge is able to make a submission or delete the competition entirely. A creator must remain in a challenge in order to keep it up.

#### 4.3 Prospective Menu

When users come across a challenge that haven't entered it, they are given the options to 'Join' or 'Save' the challenge.





## Annotations

### GLOBAL NOTES

This shows the how an image is displayed when it overlays the content after it is tapped into.

#### 1. Full Image

When a user taps on an image it expands and overlays the content over a dark background.

1.1 Tapping here closes the overlay and returns the user to the previous page.

1.2 Users can swipe left and right between the challenge submissions.

1.3 This details the image's Like and Comment count. Tapping on the Like icon will add the image to the user's Likes and tapping on the comment icon will scroll the user down to the comment section.

1.4 Tapping here will pin the image to the user's connected Pinterest account.

#### 2. Comments

Tapping on the 'Comment' icon will scroll the user down to the comments. The creator's basic information and description are set as the first comment by default.

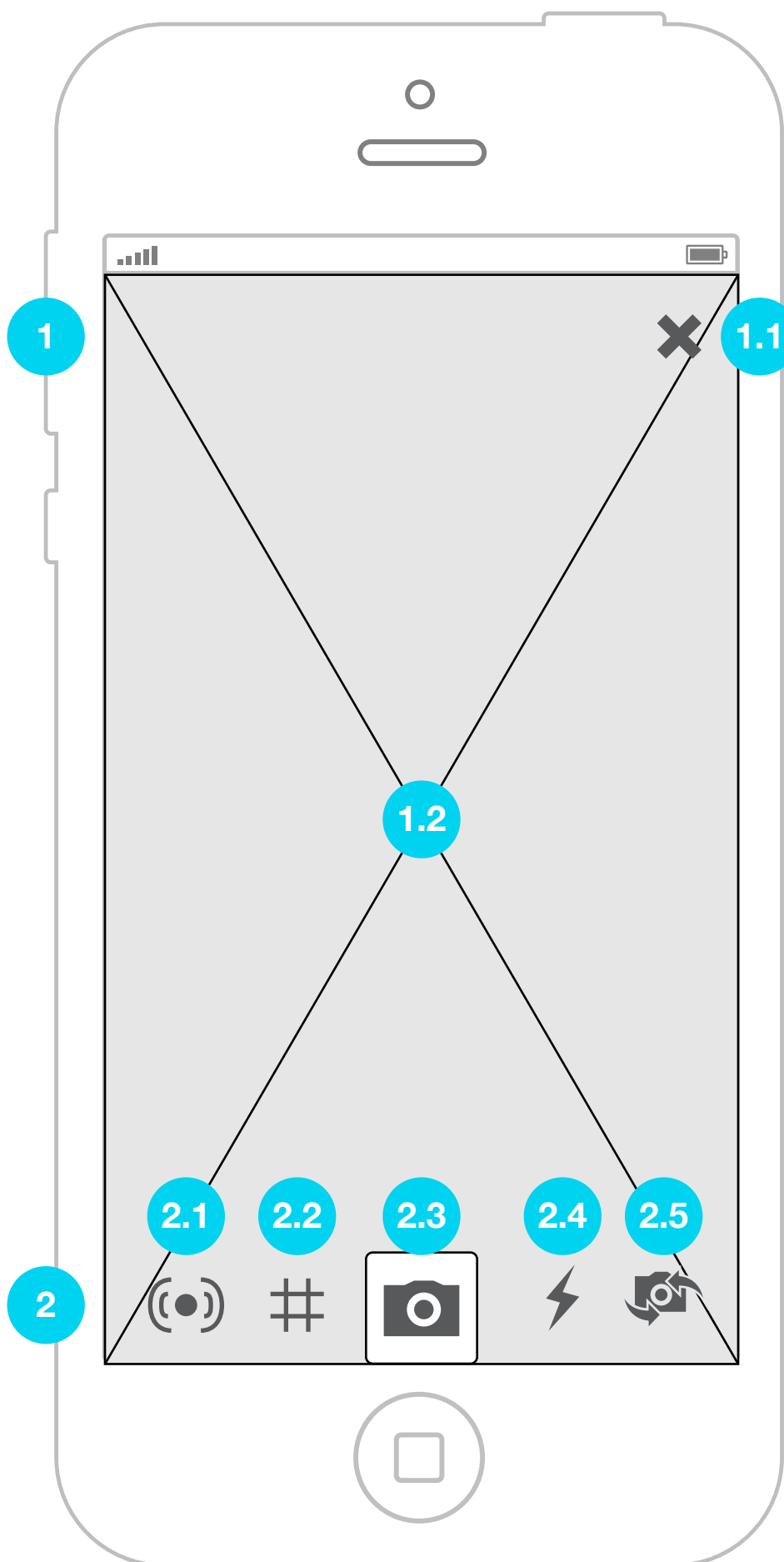
2.1 Comments are timestamped.

2.2 In case of large amounts of comments, the system will hide the list of them. Tapping here will expand more that list.

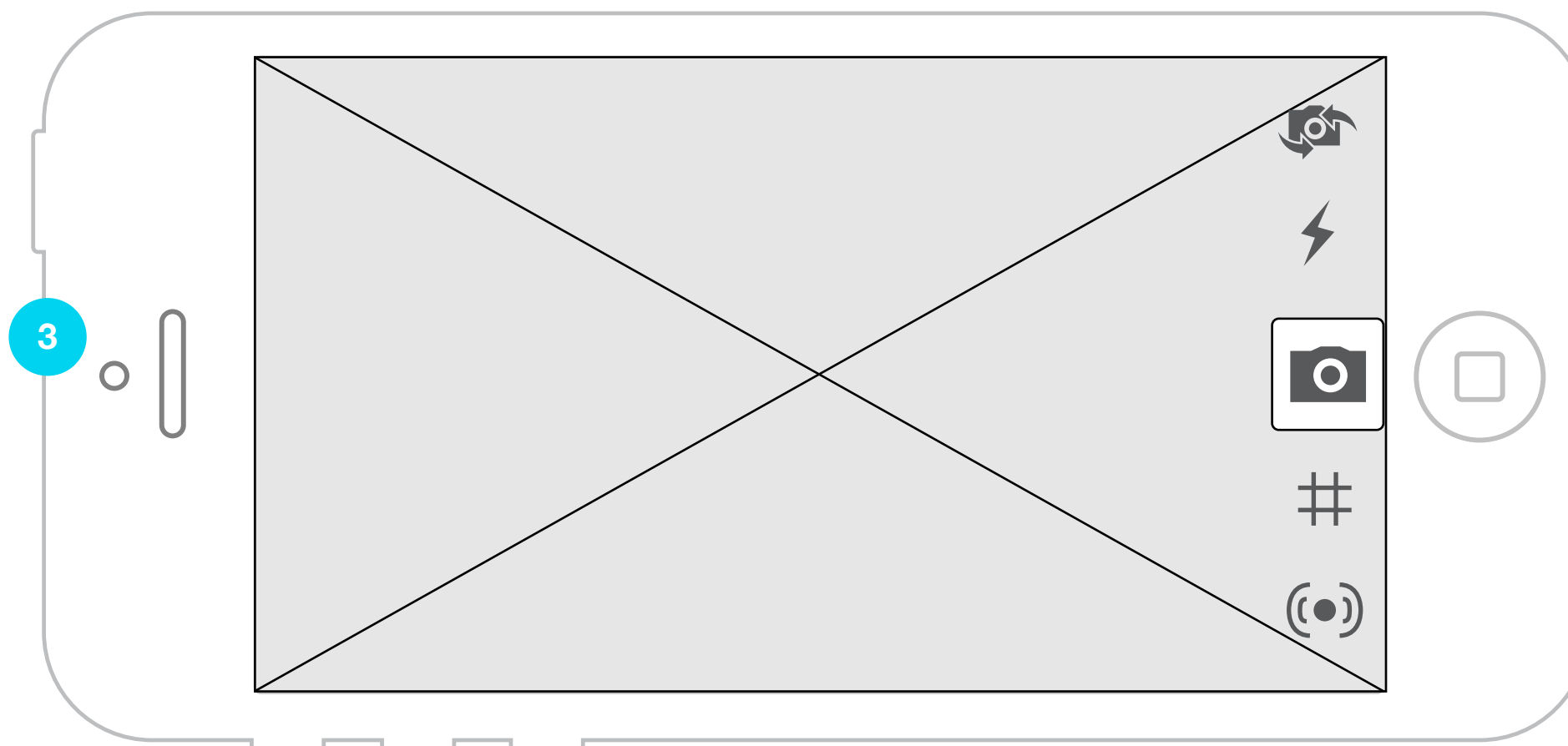
2.3 Tap here to add a comment.



## 1. Submission Tile Default



## 1. Submission Tile Default



### Annotations

#### GLOBAL NOTES

This shows the interaction of the Camera Capture application and the features and functions it has.

#### 1. Camera Interaction

The user accesses the Camera function when they tap on the Camera button in the Challenge page.

1.1 Exits the Camera function returning the user to previous page.

1.2 Tapping anywhere on the screen causes the camera to focus on that area.

#### 2. Tools / Utilities

The Camera's utilities by default line the bottom of the screen in portrait mode for easy interaction.

2.1 **Stabilization:** Steadies the image to compensate for hand-shake.

2.2 **Grid:** Grid lines overlay the viewport to assist the user with composition and Rule of Thirds.

2.3 **Capture:** Tapping on this button captures an image, while holding the button down starts the camera's recording feature.

2.4 **Flash:** Toggle the Flash on and off.

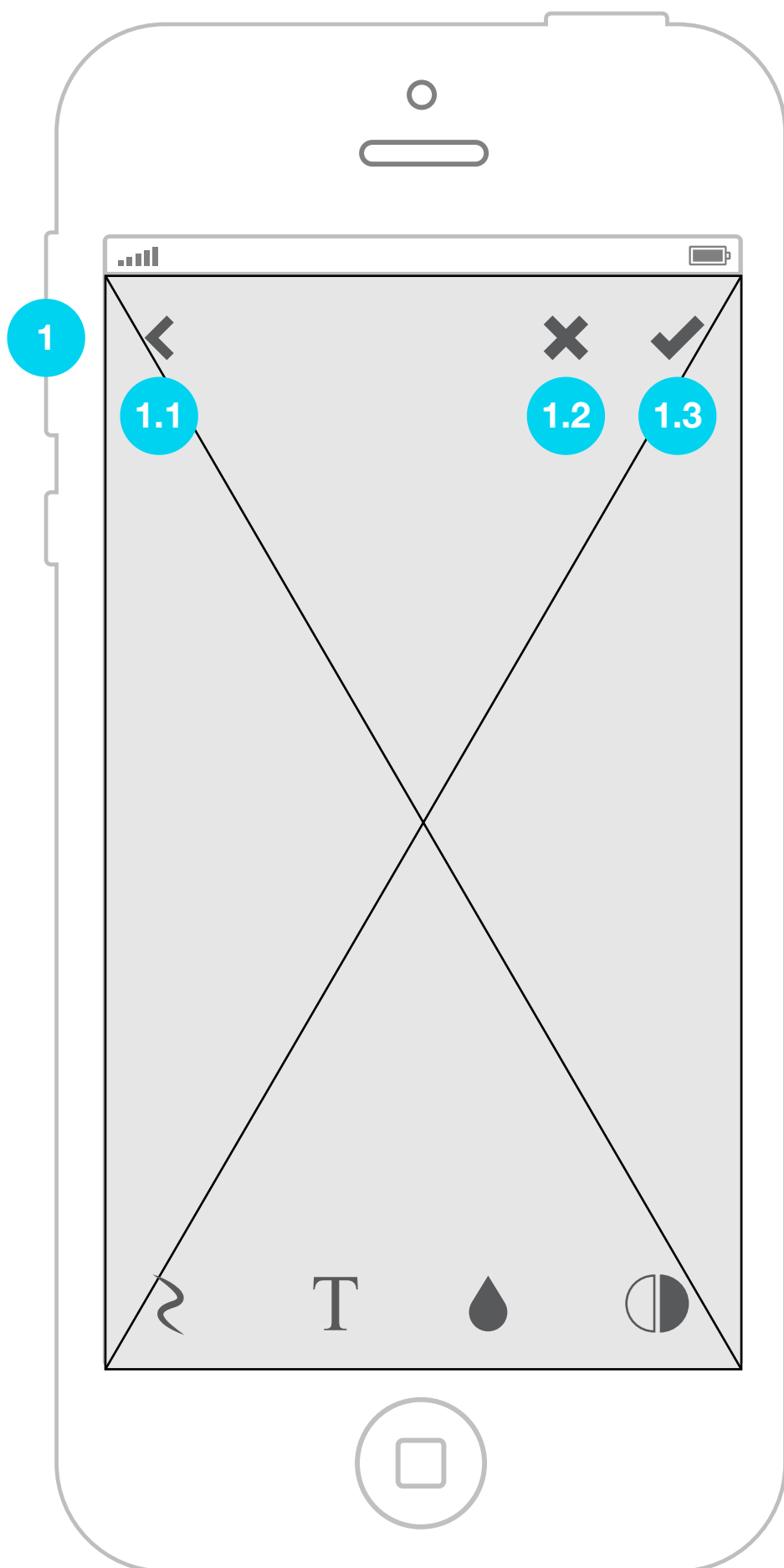
2.5 **Flip Camera:** Flips from the frontal camera to the facetime camera.

#### 3. Landscape Mode

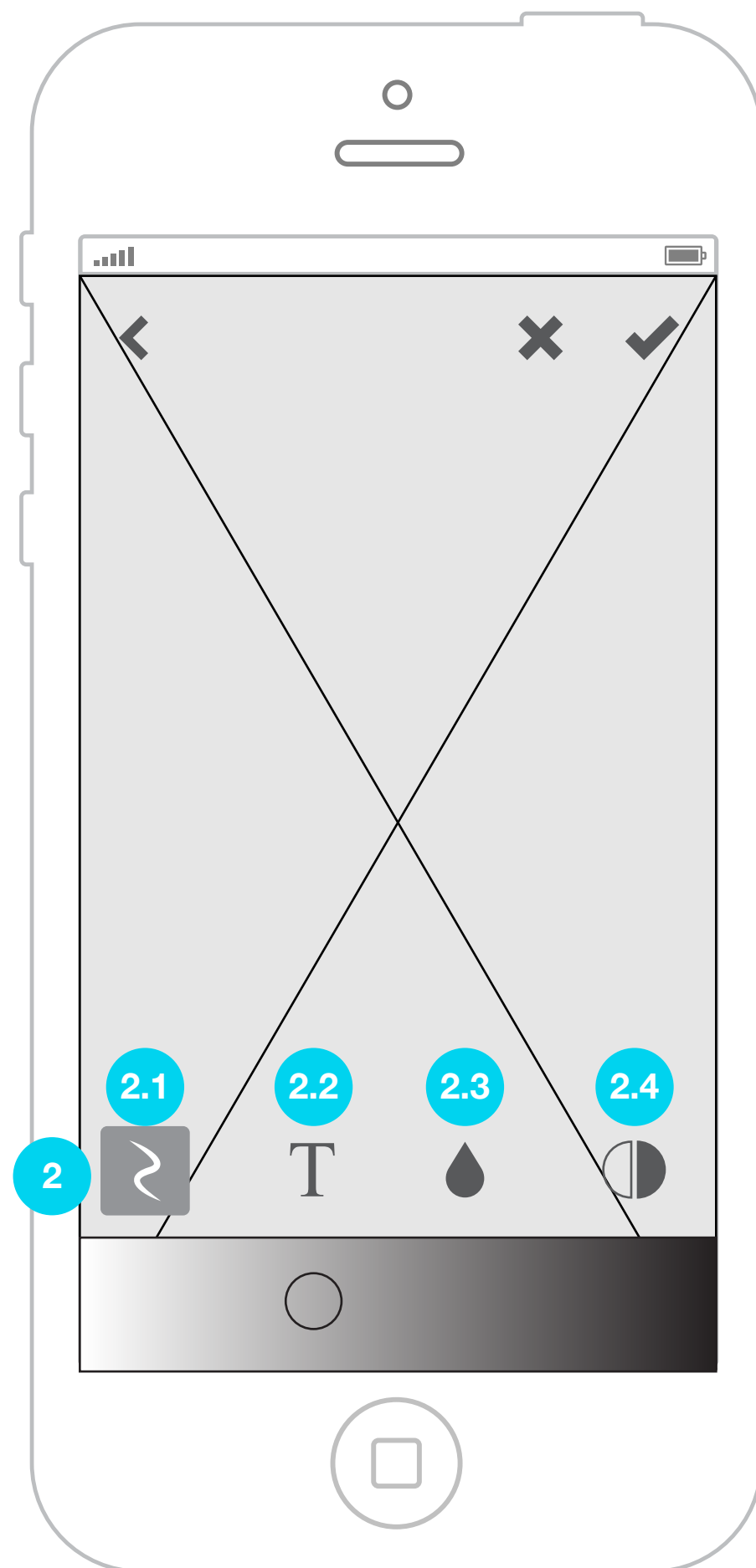
In Landscape Mode the camera utilities line the right-edge of the viewport closest to the device's hardware interface.



## 1. Submission Tile Default



## 1. Submission Tile Default



## Annotations

### GLOBAL NOTES

This shows the interaction of the Editing page, once the user has captured their media.

#### 1. Editing Image

Once the user has captured an image / video, they are brought to the editing interface where they can draw, add text, and touch-up their media.

- 1.1 Tapping here returns the user to the Camera Capture.
- 1.2 Tapping here exits the cancels their submission and exits the Camera Capture interaction all together, returning them to the previous page.
- 1.3 Confirms their image edits and submits the work to the challenge, notifying all participants.

#### 2. Editing Tools / Utilities

##### 2.1 Brush

Allows the user to paint on their media. Once active, a color palette slides up and users can change the color of their brush by sliding the dropper along it to get a full range of color.

##### 2.2 Type

Users can type messages over their media. Once active the user taps on the screen to add the message where they would like and the device's default keyboard appears.

##### 2.3 Blur

Users can add a radial gaussian blur to their work. Once active, the user uses two fingers to pinch and expand or contract the blur.

##### 2.4 Contrast

The user can bump the contrast of their image using the app's system contrast filter.



**THANK YOU!**

