

# The **LADcapsule**

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Capture and save those special nights out with the Lads

## Project Methodology

Before starting the project it is important to create an iterative plan, right from the beginning, which can constantly update and develop as time goes on based on go-to-market challenges and audience needs and requirements. This document is presented in such a way that interprets the idea in its best possible light.

### Iteration 1

Phase 1: Project Requirements -	Brief breakdown
Phase 2: Project Analysis -	Project break down
Phase 3: Project Design -	Initial thoughts and ideas
Phase 4: Project Design -	Research and idea refinement
Phase 5: Project Testing -	Persona testing and development
Phase 6: Project Evaluations -	Evaluation on idea and planning forward

### Iteration 2

Phase 1: Project Requirements -	Make changes to the idea
Phase 2: Project Design -	Paper Design
Phase 3: Project Testing -	Person testing and evaluation

### Iteration 3

Phase 1: Project Requirements -	Develop Design based on Feedback
Phase 2: Project Design -	Create digital design
Phase 3: Project Testing -	Technical Testing (XCode)
Phase 4: Project Evaluation -	Persona testing and evaluation

### Iteration 4

Phase 1: Project Design -	Final Design
Phase 2: Project Evaluation -	User feedback

### Iteration 5

Phase 1: Project Design -	Re-create Design in XCode
Phase 2: Project Design -	Add functionality to the app's code
Phase 3: Project Testing -	User Testing and Bug Finding

### Iteration 6

Phase 1: Project Design -	Bug fixing
Phase 2: Project Development -	Disruption and Marketing

## Project Brief

The project brief is to create an IOS mobile app that interacts with the user's locations and stores information specifically to it, commonly known as a Geocache. For the requirements of the brief to be met, the information and the data stored to the cache must be accessed in the year 2025.

## Project Scenario

It's the year 2025 and the user is walking on Bournemouth beach whilst using an iPhone 5. Suddenly an alert appears on the phone, which has been triggered by a geocache that has been left in 2015.

## Project Breakdown

In order to meet the brief the app must do the following:

- The app must be compatible with an iPhone 5
- The information stored needs to still be relevant in 2025
- The information will need to be linked to a location
- The app needs to be able to trigger alerts when near a location

## Project Resource Breakdown

Required Design Skills:

- Be able to design a simple UI which will be effective and still current to use now and in the year 2025
- Be able to design a visually pleasing UI
- Be able to design fluid animations to make the app look natural and smooth
- Be able to design a simple and quick flow around the app
- Be able to design a consistent theme throughout the app thus permitting the branding for it
- Be able to create an app out of a scenario set by the brief

Required Technical Skills:

- Be able to create a multi-page app that can open the cache
- Be able to create multiple navigations, one for posting a cache and one for opening
- Be able to save and receive data from a server
- Be able to create an easy system to post your cache
- Be able to post multiple types of information to the cache (text, video, images, user's location, Geo-Coordinates, etc)
- Be able to create a simple layout and show all nearby caches

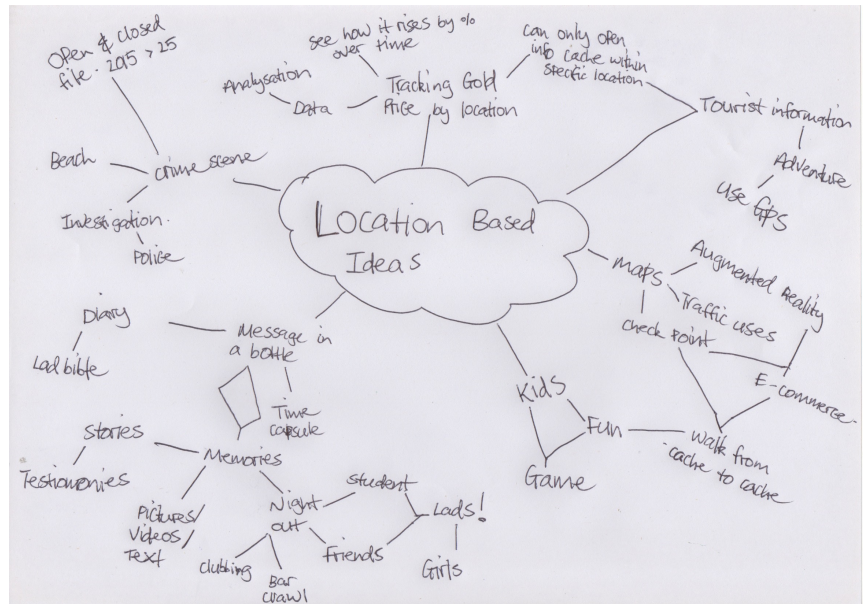
Resource Management:

- The app needs to have a server where it can store its database
- The images used on the app will either be:
  - Taken by me using a DSLR
  - Or have a creative commons licence attached to them:
    - Pixabay



# Initial Ideas (Mind Map)

For the moment this is just a load of un-developed ideas that are not very well thought out. None-the-less this exercise allowed me to put everything in my head down on paper, so that when I start carrying out research I can think about how these basic ideas might develop into a fully functioning Geocache App.



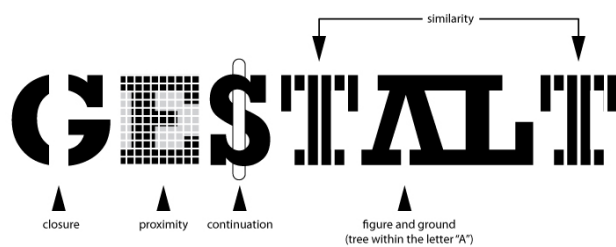
# Academic Theories

## Bauhaus



Bauhaus is a design style, which is a very modernist art style as it uses bold solid colours to form shapes. The bold solid colour, which creates the modernist look, is an effect, which I aim to carry over into this projects design.

## Gestalt



Gestalt is a design theory, which uses a few different rules to create modernist looking artwork. The principles, which I aim to use in my designs, are symmetry and continuation; to create a simple design which is easy for users to understand but still creating a modernist look.

## UI Design

3 Click Rule – The idea that no information is more than 3 clicks away.

- This is a rule I intend to stick to, as I will build an easy and fast navigating app.

Seven Plus or Minus 2 Rule – The idea that humans have a short attention span, therefore limit the number of navigation points in the side bar or nav bar.

- This principle will be used on the menu, as it will be the first screen a user will see. It will need to navigate easily and have a flawless design.

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In order to progress and develop an idea further, I must first carry out some primary research on the location, what is there and who goes there. Via the process of elimination I can test the results against my current ideas, which will in turn allow me to choose one that meets the brief's and target audience's requirements, so I can begin to develop and adapt the idea.

## Location Research

One requirement is to create an app around Bournemouth pier. So to do this I went to Bournemouth pier to visualise potential app ideas. Whilst at the pier, I took pictures and made a list of the buildings, shops and activities that can be done there.

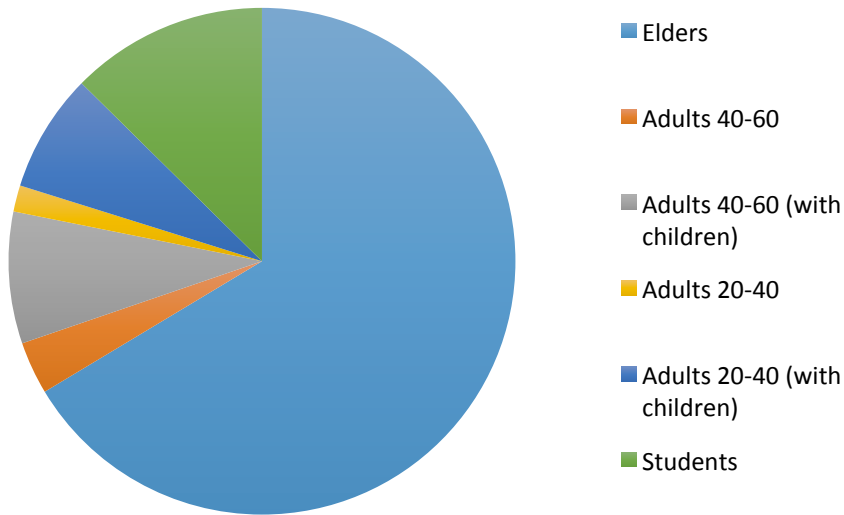
- Beach
  - Surf
  - Swim
  - Sun bath
  - Tourist Information
  - Café
  - Aquarium
- Pier
  - Arcade
  - Restaurant
  - Shops
  - Fish and chips
  - Bars
  - Fountain
  - Biking
  - Running
  - Gift Shop
  - Big Stones to sit and relax on

## Audience Research

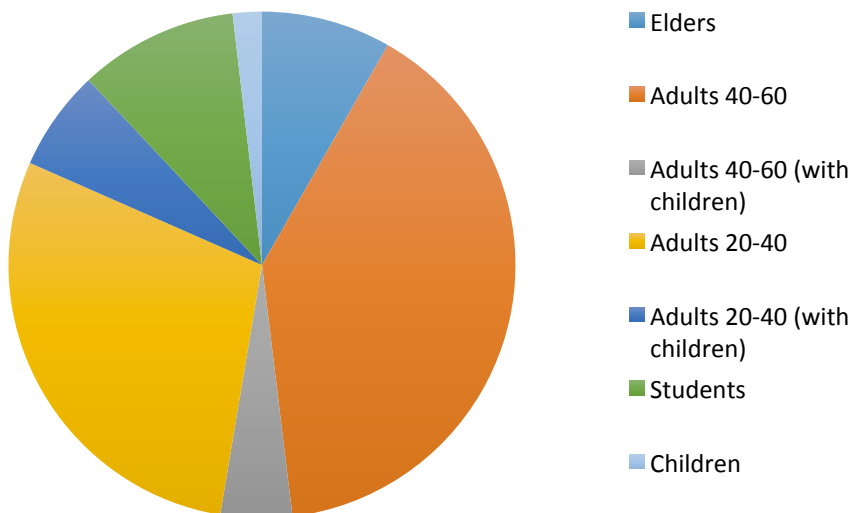
To find out if the audience was there for any of my ideas I did a 30-minute observation survey at 10:00am and again at 10:00pm. This was to work out who goes to the pier at those times, which would inform me of my

target audience. The results are not surprising, for Bournemouth is a retiring seaside town by day and a revellers stomping ground by night.

10:00am:



10:00pm:



The second set of results was much better because it is a demographic that is more likely to use mobiles and apps.

Whilst carrying out the survey I noticed that a lot of the adults that were out at night in Bournemouth were either on stag dos or hen parties. This is something I have noticed a lot throughout my time living here as a student. However, the amount of students and young people that is out in town and on the beach in the evening is tremendous, so this will be the audience that I will be focusing my personas around.

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From the location and audience research gleaned, the time capsule idea really grew on me because it is a very niche demographic that I would be targeting, and that very niche demographic are highly likely to use mobiles with GPS technology and apps that interact with that technology.

## Target Demographic

Target demographic will be...

Age: 19-34

Gender: Male and Female

Technology Capabilities: Good, uses mobile apps on a regular basis

## User Posting Persona

### Scenario - User wanting to save their memory

Louie's a student and goes on a night out with his mates. As Friday night tradition him and his mates go on a pub crawl in town and then decide to go out clubbing afterwards as student lads do. Whilst out on this rather eventful night Louie wants to save the highlighting moments and bury the pictures, videos and a short written bio in a cache, for him to rediscover in 10 years. On the way back from the club he launches the app and stores this data in a geo-cache, and tagged his friends in the memory too, and locked it for 10 years before having to return to Bournemouth to open it.

## Profile



**Louie Godfrey**  
*If your not learning then your not living*

Age: 21  
Occupation: Student  
Income: N/A

Gender: Male

MBTI Personality Traits: ESTJ

Openness  
Neuroticism

Technical Ability: BAD to GOOD

The profile card features a large empty square for a profile picture. Below the name is a quote. To the right, there are icons for a couple, a map of the UK, and two funnel charts representing Openness and Neuroticism. At the bottom right, a horizontal bar indicates a range of Technical Ability from BAD to GOOD.



## User Finding Persona's

### Scenario 1 - Users Own Memory Unlocks

10 years later Louie came back to Bournemouth to unlock and relive the memories of freedom as a student from that night. Whilst in Bournemouth he travels to the pier where the cache was virtually buried, when walking near his cache he is alerted by the app letting him know that his cache is ready to be unlocked.

#### Profile



**Louie Godfrey**  
*If you're not learning then you're not living*

Age: 31  
Occupation: Head of strategy  
Income: £48,000

Gender: Male

MBTI Personality Traits: ESTJ

Openness  
Neuroticism

Work Address  
Living Address

Technical Ability: BAD to GOOD

The profile card for Louie Godfrey features a large empty square for a profile picture on the left. To the right, his personal details are listed: Age 31, Occupation Head of strategy, Income £48,000, and Gender Male. Below this is a white icon of a family (two adults and a child). Further right is a map of the United Kingdom with a blue dot for 'Work Address' and a yellow dot for 'Living Address' in the south. On the far right, there are two funnel-shaped gauges for 'Openness' and 'Neuroticism', and a horizontal bar for 'Technical Ability' ranging from 'BAD' to 'GOOD'.

### Scenario 2 - User who is tagged in a memory is unlocked

Michael, who is one of Louie's close friends still, came on the trip with him. He has been a fellow employee along side Louie for 8 years now. After 10 years from one of their last student night out, the two travel down to live that night by unlocking their geo-cache. Luckily Michael was tagged in the private cache so he can also access the memory and save them to his phone.

#### Profile



**Michael Glover**  
*All round great guy. Loves to make people smile.*

Age: 33  
Occupation: Marketing Director  
Income: £71,000

Gender: Male

MBTI Personality Traits: ESTJ

Openness  
Neuroticism

Work Address  
Living Address

Technical Ability: BAD to GOOD

The profile card for Michael Glover follows the same layout as Louie's. It includes a large empty square for a profile picture, personal details (Age 33, Occupation Marketing Director, Income £71,000, Gender Male), a family icon, a UK map with location markers, and MBTI gauges for Openness and Neuroticism, along with a Technical Ability bar from BAD to GOOD.

## User Experience Scenarios

### Adding a cache (2015)

The user launches the app and is approached by a menu. The options are, 'Save Memory' and 'Open cache'. The user selects 'Save Memory' from there the user decides which location to save the cache to via the options 'Current Location', 'View Previous Cached Locations' or 'Find Location On A Map'. From there the user attaches the information they want to save to the geo-cache; Images, Videos, Information (text) about the Memory such as adding a bio and Emotions using Emojis.

### Accessing the cache (2025)

The user walks near their saved cache, which they saved back in 2015. The Phone then sends an alert to their phone saying 'Time Capsule Now Unlocked'. From there the user can open the cache and either save the cached items to their device or lock it away again, however they can set for how long this time (max 10 years).

## Geo-location App Research

### Local Mind -

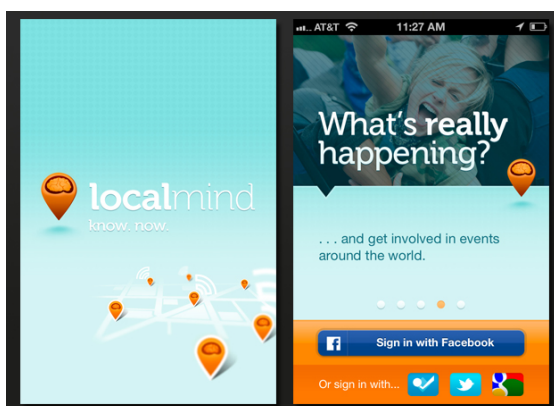
Now is an app, which will take the users location and show them everything that you can do in that area based on what users have posted to-do in the area.

#### Likes

- All near locations on one map
- Allow user to refine search
- Uses user's location to find spots
- Annotations area different

#### Dislikes

- The messy look that all of the pins make
- The bright orange colour scheme
- The cluttered comment/review section



## Just Eat -

Just eat is an app which shows all restaurants that offer take-away services near a location and will allow you to order from a restaurant and then rate the quality of the food to get real world reviews and ratings.

### Likes

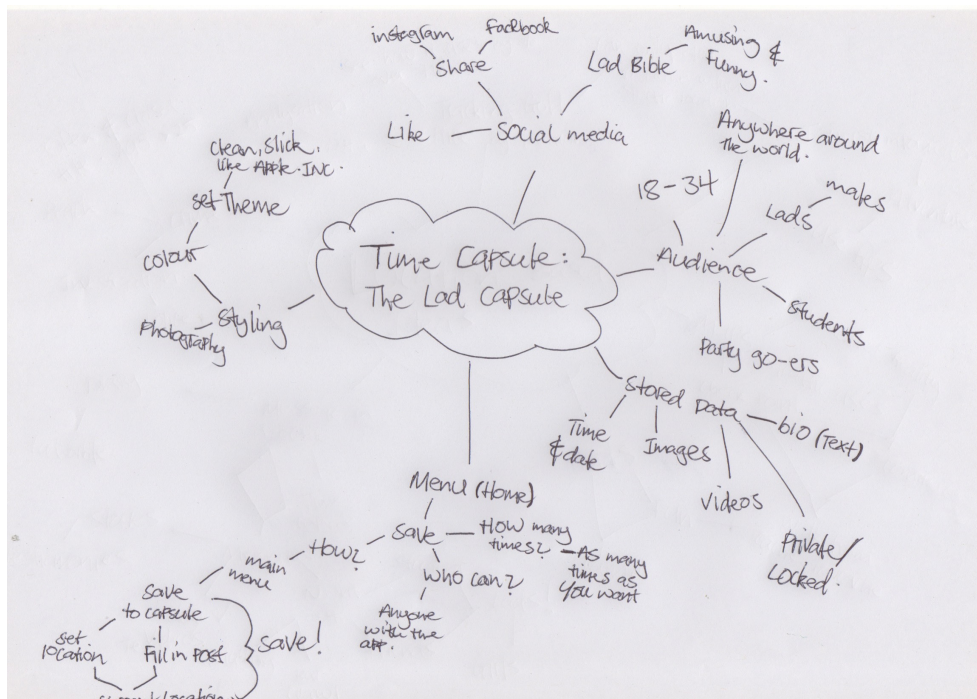
- Straight to the point
- Easy to search for items
- Easily refine the search
- Lists restaurants that are open at the top
- Orders results of highest rated

### Dislikes

- The difficulty to add extras and refine order
- Doesn't use users location has to be manually inputted
- Colours are extremely boring
- In-depth reviews are hard to find and post



## In depth app idea design refinement



An idea is to retain the posts (caches) private to the user or they can choose to make it public if they want to, and they will also be given the option to share it on social media. The user can also set how long the cache can be locked away for until they are ready to be opened.

The geo-cache technology creates a whole new depth with this project, which isn't currently found in many apps. I'm really enjoying this process of generating ideas, which will in turn be built into an app.

## Styling Ideas



## Final Fundamental Idea

After hours of tiringly thinking and asking friends and family for their input and advice I finally came up with the idea of the time capsule. A lot of my friends and family did mention to me that making the geo-cache's public was a good idea. They agreed with me that the target demographic is just right for this idea as the idea could be connoted with night life/partying.

## App Name: theLadCapsule

Thanks to talking and discussing this idea with my brother we came up with the name the Lad Capsule, which can be a spin off to the online entertainment page and brand called 'the Lad Bible'. The app will allow users to visually go back in time in the Lad Capsule for a laugh and see what shenanigans they were up to in the past. However, the app forces the user to go back to where the night out, the party or just a 'laddy moment' took place and to relive the moment.

## App in 1 sentence

An app that saves and locks away your reminiscences/testimonies/memoirs in a digital time capsule which can only be dug up after a certain amount of time set by the user, after burying it in the same location that it happened.

## App Detailed Description

The app is essentially a digital time capsule, which saves entertaining highlighted moments in your life and stores them for as long as a user wishes to before becoming unlocked. By linking the memories to a Geo-location it will force the users to re-live that moment/s by going to the location where the memory happened. The app will store numerous digital data about the memory which can be set by the user:

## Stored Information

- Photos
- Videos
- Event Details
  - Type of event
  - Description
  - Who was there (Tag a friend)
  - Time & Date
- Emotional feelings
- Location Information (To store cache)
  - Longitude
  - Latitude
  - City/Town
- Locked until date

## Persona Testing

I spoke to a friend Leigh Givnan about the idea whilst creating the personas. He said 'the app idea is really good and will work for the desired target audience, and the app could be used outside of the context of nightlife and partying as well. Anything to do with "laddy" entertainment could be used' (Leigh Givnan, 20/07/16).

I spoke to another friend Javier Alejandro who is a producer about my app styling ideas. I asked him to look at the idea and then have a look at the styling ideas and see which ones will work best. He said 'you've got to bare in mind, some of the slightly older generations may not be the most tech savvy as you and I, so offering a more text based User Interface will allow them to fully understand and navigate the application' (Javier Alejandro, 21/07/16).

## Self Reflection

I absolutely agree with Javier about the styling and was a point that I had not yet thought about. It was great that I had this chat with him and now I need to start building it.

## App Functionality

### Musts

- Must store locational information
- Must show other cache's on the map
- Must store and show event information
- Must be simple and easy to navigate
- Must be able to find anything on the app within 3 clicks once logged in
- Must be able to store multiple photos and videos
- Must have a modernist look to the app
- Must use some text
- Must use symbols instead of text where applicable



- Must send out an alert once caches are ready to be opened

### Should

- Should automatically find the users location
- Should have radius control over regions
- Should give users the option to make their caches private or public
- Should give users the option to hide their name on public cache's

### Could

- Could allow the users to create profiles
- Could change the look of the annotations depending on the type of cache
- Could allow users to filter their search results to the time which a cache was captured
- Could allow the users to re-lock their caches once opened
- Could allow the users to turn alerts on, so when walking over a cache it will alert them
- Could link to social networks

### Must Not

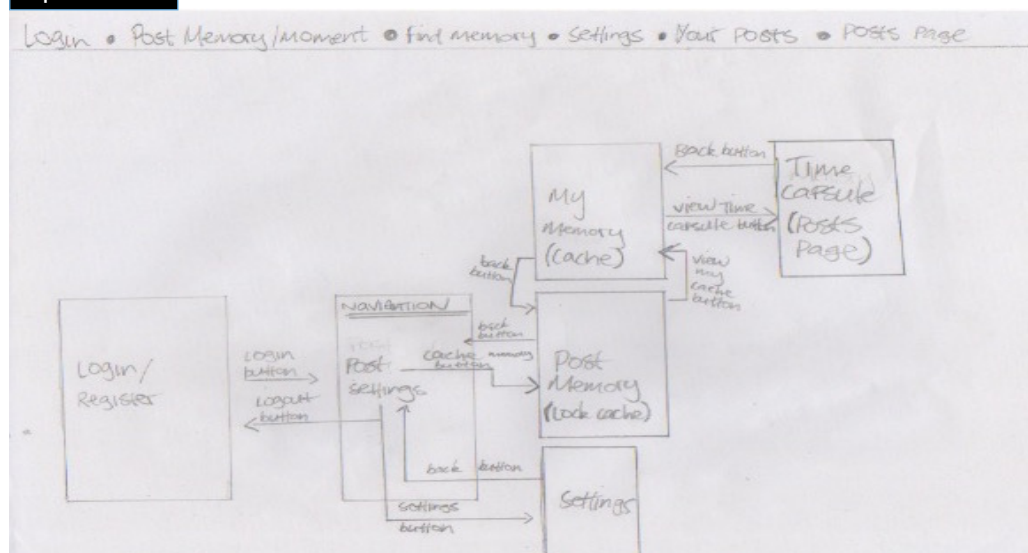
- Must not share users information
- Must not make emails public to other users
- Must not have spelling errors
- Must not offend any races, religions or sex
- Must not use any illegal media or copyrighted media

## App Mapping

Before going proceeding forwards I must first workout how many and what pages are needed for the app:

- Login Page
- Navigation Page
- Post Cache (lock)
- Settings page
- My Cache
- Time Capsule (posts page)

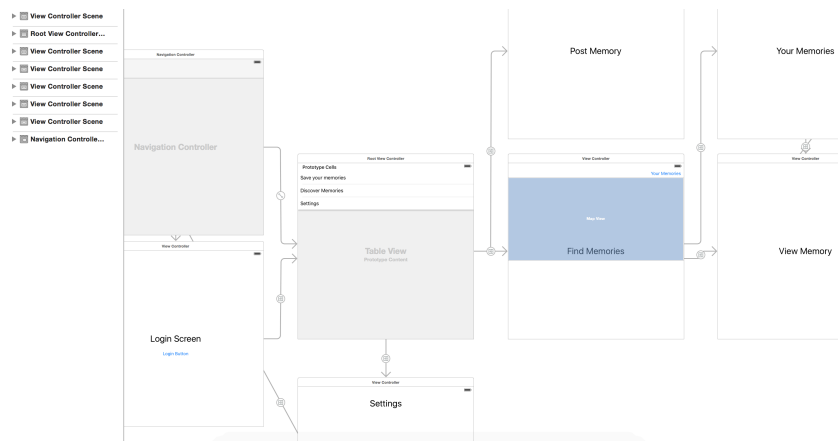
### Paper Plan



## Re-created in XCode

I have created an extremely basic working prototype of all of the different pages. This allowed me to test that the follow of the app was clean and simple, allowing the user to easily move around the app.

However this is an extremely biased view on the functionality. So I got Richard McHugh to test though the app to make sure he could successfully navigate to set locations within the app; Post a memory, Find Memories and Your Memories. He did it with ease and commented 'navigating the app was simple due to the navigation system easily linking all of the pages together allowing the user to easily jump to and from pages' (Richard McHugh, 15-10-15)



## App Styling Research

In order to design how my app is going to look I must first look at other apps and break down their design, allowing me to work out why these apps that I use are so successful and in turn try to re-create these designs for my app. The apps that I will be breaking apart are worth billions of pounds with millions of users. How they are so successful are mainly because of how they are styled and designed. I will be focusing on just two key points.

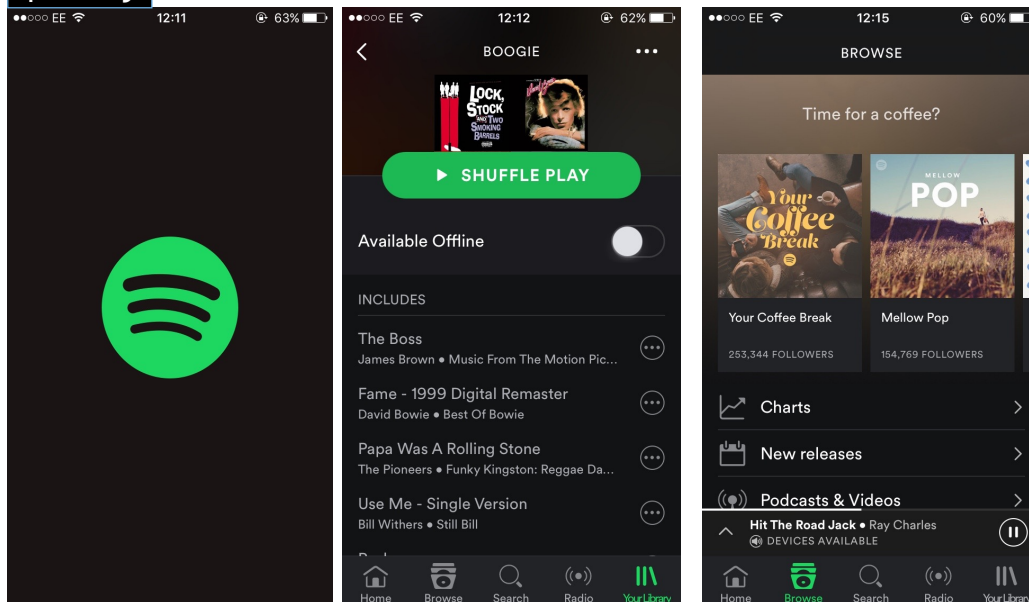
## App Typography Research

To really find out what makes a great app I am not only going to look at the fonts used, but also the language that is used; looking at key words used. Maybe this notion of key words could be used within my app to make the app feel more original and improve the ease of use.

## Image research

A lot of modern apps use images to represent actions that simplify the look of the app. My research into modern day apps will also take inspiration from this and implement it into my design to create a simple, easy and intuitive design.

## Spotify



Spotify has a very simple UI which uses a number of menus to navigate around with, which will either have you arriving at the desired playlist which Spotify create (image 3) or your own (image 2).

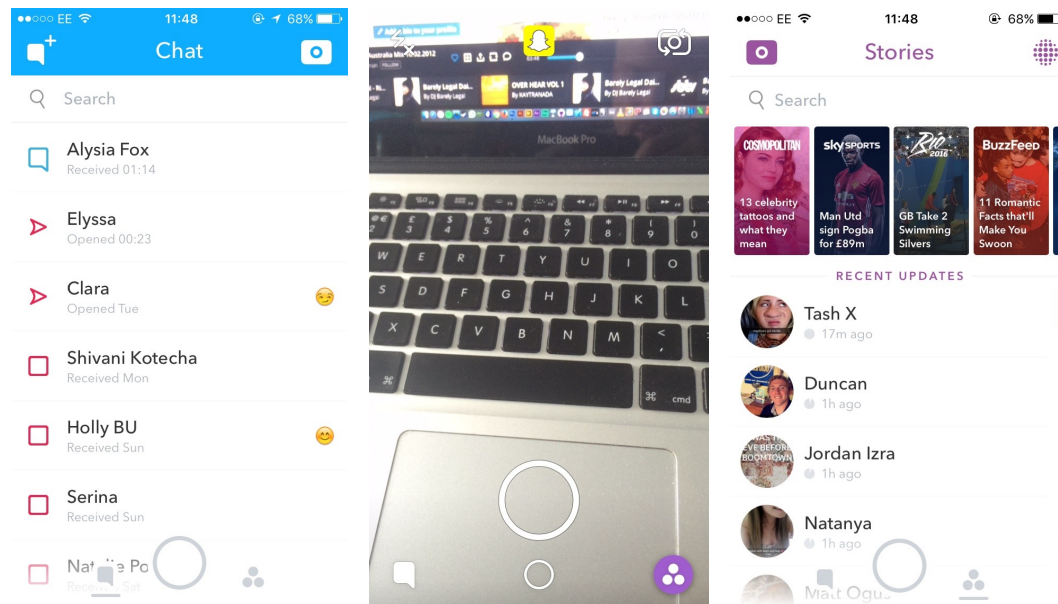
**Colour** - It uses an extremely clean colour pallet with green as the key eye-grabbing colour to drag the users to important features on the site. I really like the use of minimal colours within the app, using bright contrasting colours to draw its users to key parts of the app and away from the boring stuff.

**Use of imagery** - Spotify's navigation is more text focused using lots of lists and worded buttons such as 'shuffle play'. However, when playing a



song, to save space Spotify uses a nice clean button based system to allow the users to stop, rewind and save the song to your library. This simple button idea is what I really like about Spotify and would like to incorporate this idea a lot more in my app.

## Snapchat



Snapchat's style is clean and simple with not a lot on display. Its design is everything you need as you slide through the screens by swiping from one to another. There is no need for a menu in this case. This is another style type which works really well for this type of app. However this style is not ideal for the app I plan on creating.

**Language** - The language is very colloquial and the app only contains a few words such as other people's names. It has also created new slang words, which is used to describe parts of the app. For instance a new image being sent to a friend is referred to as a 'snap' and there is a section called 'story', which is a catalogue of your friend's public snaps of that day. This idea of using minimal text and creating short words for part of an app really interests me and will be something to take on board with me further.

**Imagery** - The image style that is used throughout the app is vector based, creating a simple and easy way to navigate the app. I really like the use of the vectors, which makes the interface much quicker and easier to navigate and perform tasks.

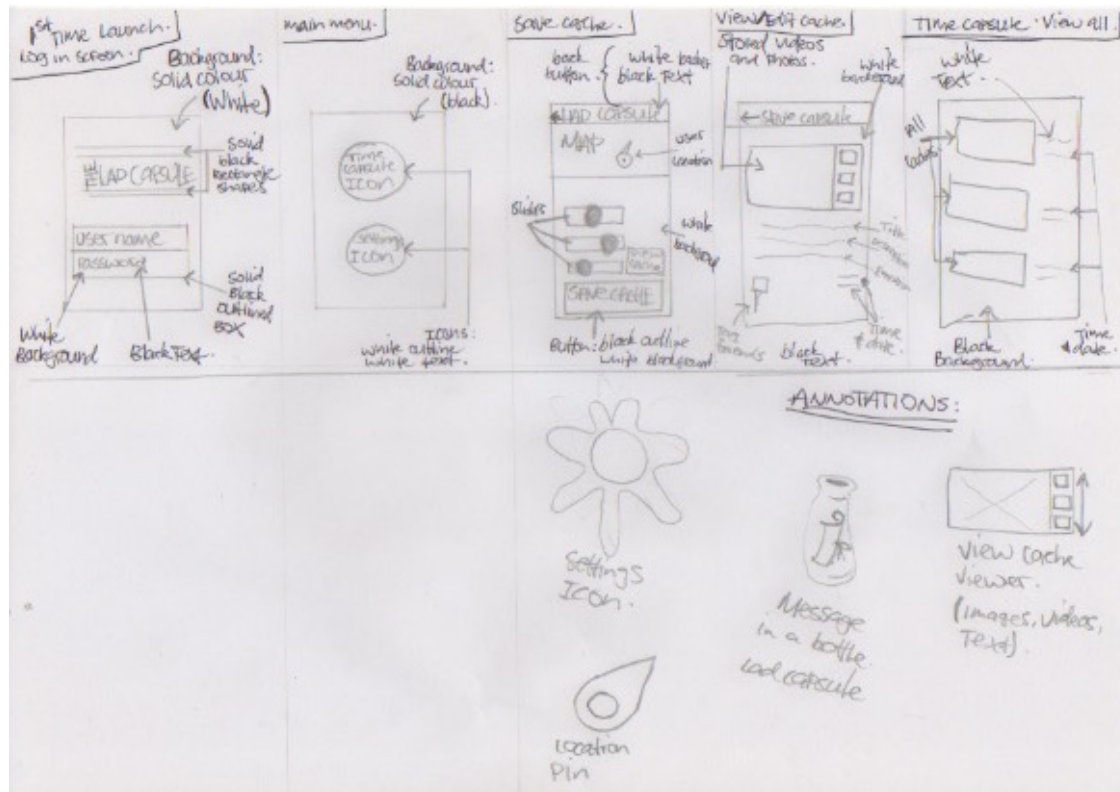
## Inspiration

Breaking down the two apps visually and focusing on the use of imagery to navigate the UI, here is a list of ideas that I would like to incorporate into my own design:

- 2 tone colour scheme, with a strong colour to pull important information
- Background images
- Vector based UI
- Minimal Text
- Buttons to perform tasks

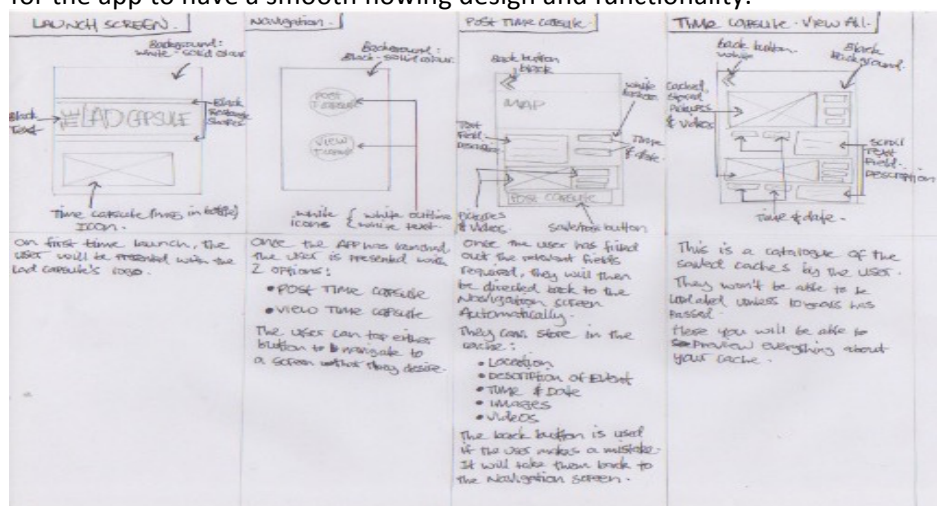
## Paper Prototypes

Now that an idea has been fully formed it's time to start creating the physical look of the app.



## Re-iteration of Paper Prototype

Having started already digitalising the previous paper prototype I came across a design flaw within the 'Save Cache' scene – where the user can save the cache, but without filling out any description, time & date, or even selecting which media to upload. I had to completely re-iterate this design in order for the app to have a smooth flowing design and functionality.



## XCode Basic Functionality

This code snippet is constantly tracking the users location and then updating the map with their new location. At the moment that is all it does, however with in a complete verison of this app I am to take this data and use it to calculate distance and ultimate not allow users to view capsule unless there are with a set distance from the capsule. Even though this code isn't currently with this prototype it will go as follows;

```
let bournemouthPier = CLLocationCoordinate2D(latitude: 50.716098,
longitude: -1.875780)
let bournemouthPierRegion = CLCircularRegion(center: bournemouthPier,
radius: 100, identifier: "Bournemouth Pier")

locationManager.startMonitoringForRegion(bosomePierRegion)
```

From here we can create function for did enter region and leave region allowing us to create alert and even show/hide stories within the table view controller. Meaning users can only see their events from the pins on the map, I also plan to implement directions and distance into the pins.

```
extension FindCapsuleViewController: CLLocationManagerDelegate {
    func locationManager(manager: CLLocationManager, didUpdateLocations locations: [CLLocation]) {
        let radiusValue = Double(1)
        let currentLocation = locations.last
        let sliderVal = radiusValue

        let regionSpan = MKCoordinateSpanMake(sliderVal, sliderVal)
        let userRegion = MKCoordinateRegion(center: CLLocationCoordinate2D(latitude: currentLocation!.coordinate.latitude,
longitude: currentLocation!.coordinate.longitude), span: regionSpan)

        let userLocRegion = userRegion
        FindMapView.setRegion(userLocRegion, animated: true)
    }
}
```

## Final In-depth Box Design

Now the design has been conceptualised, it's time to re-create them using Photoshop and creating a high-resolution prototype to show off its still and usability.

