

UI FLOWS

Wedding Vows application for iPhone

Rebeca Sá . Patrick Purdy
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rebeca sá
i breathe design



OVERVIEW

Wedding vows are the centerpiece of the sacred tradition of marriage and something that every bride and groom fret over. The Wedding Vows iPhone application offers a never-ending source of inspiration to help brides and grooms to find the words to describe how they feel during their special moment. With this redesign, the Wedding Vows iPhone application offers a repository of inspirational vows where people can find, rate, create and share the inspirational texts that lead to lifelong memories.

Principles:

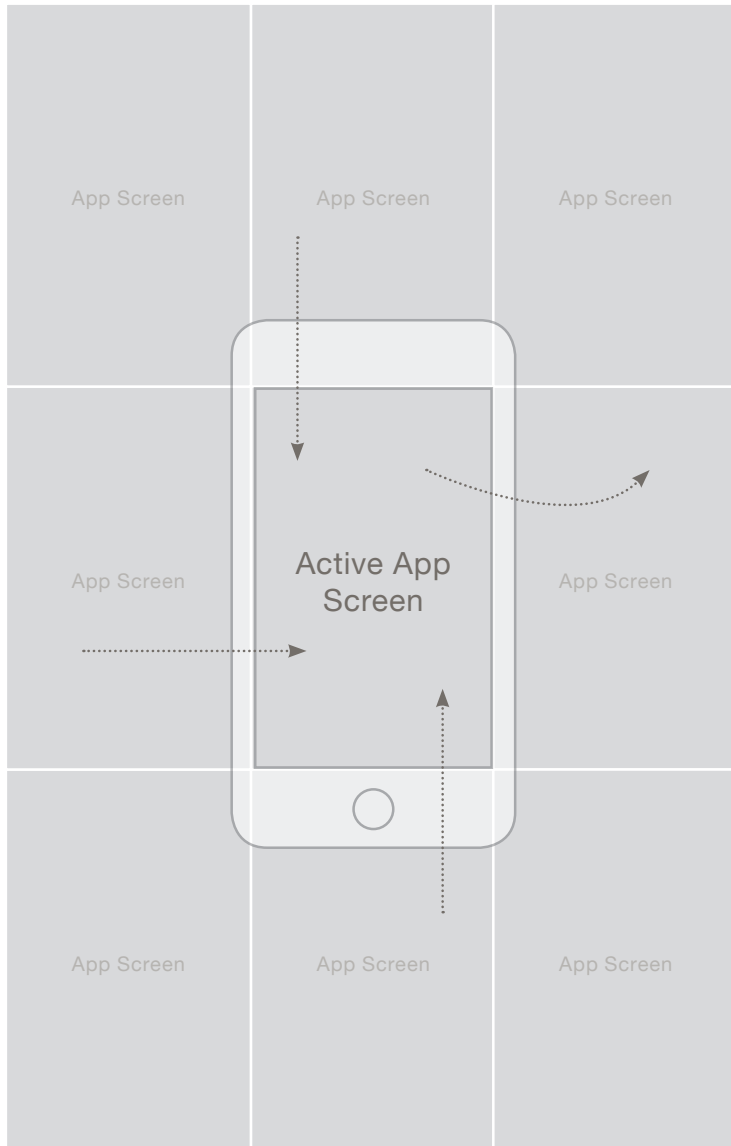
Ability to Create, Share and Rate Content - Users can not only browse through existing vows, but also create their own text and make it public so other users can view and provide their evaluation. The more useful the content within the application becomes, the more usable the application will be. Providing the user with a path to take content outside the application will provide them with more incentive to use the application.

Result:

Overall Usability Improved - Content has been reorganized and sections have been combined so as to appeal to a larger audience. How people navigate through sections of the interface has been updated and how people organize and save their vows has been improved. The system also provides relevant feedback which serves to improve the content searching process.

INTERACTION

MOVEABLE CANVAS



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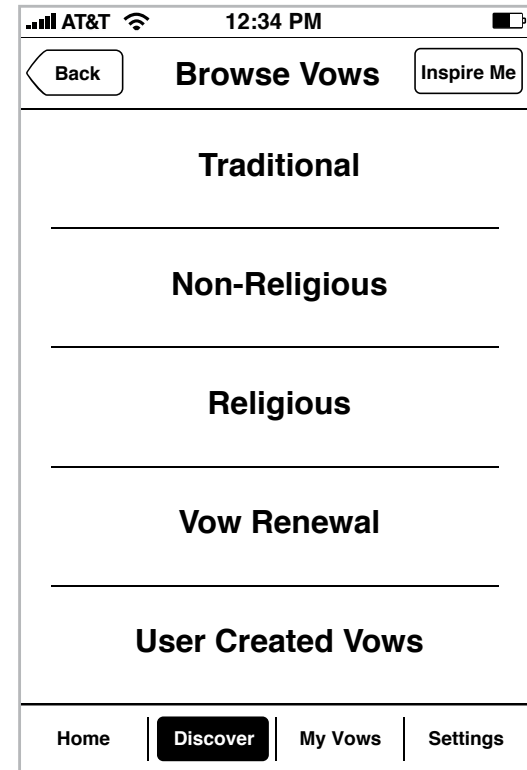
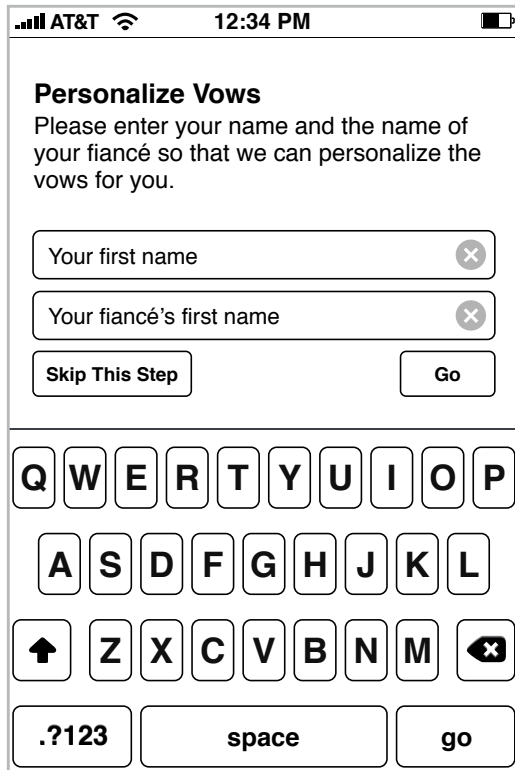
With this design, the screen for the iPhone should be seen as a window into a larger world where the application lives. When the user goes from screen to screen, they are traveling from one place to another. To reflect this movement within the application, the background image will shift and move accordingly.



EXAMPLE

The image shown here should be seen as a placeholder but the idea is the same. Each section of the application will exist in it's own location on the background image. Navigation from one menu or screen to another will be seen literally as traveling from one place to another.

CORE FLOW



Step 1: Login Screen

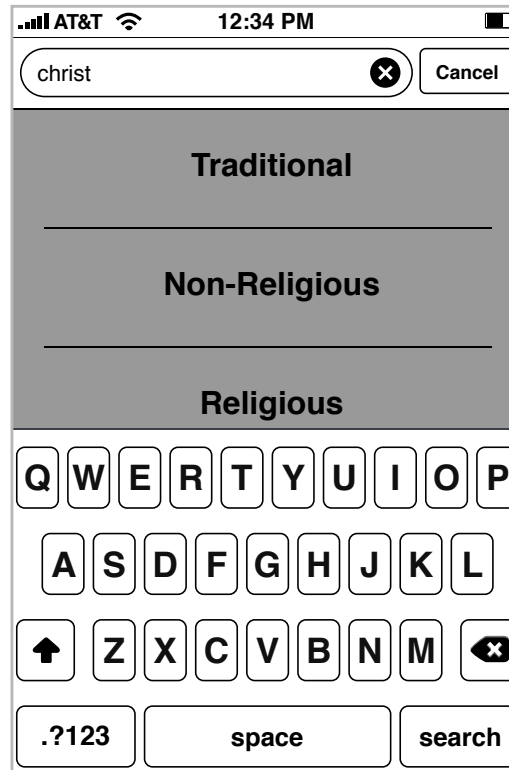
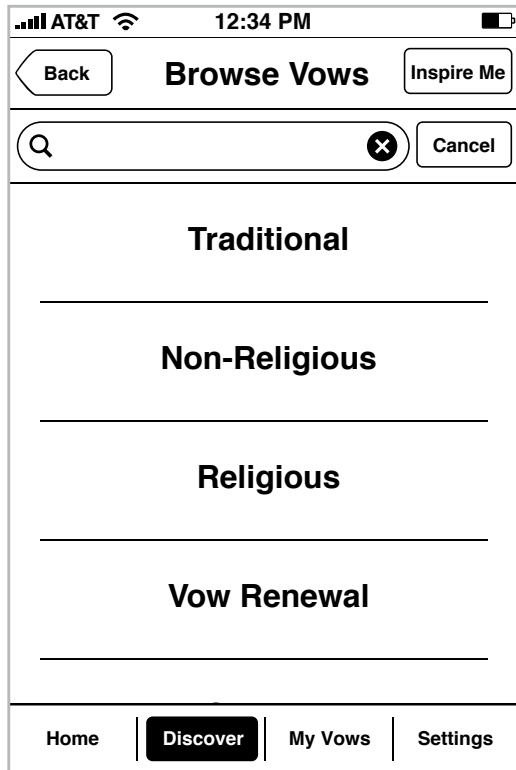
User is prompted to enter their name and the name of their spouse. This information will be used to dynamically populate vows. When a user goes to view a vow, the information will already be in place. If the user wants to skip this step, the vows remain with blanks as they are now.

Step 2: Home Screen

On this screen the user sees four scrolling instructional images explaining what each of the four main sections will be used for. User can 'swipe' left or right to advance before the animation is ready. Below are buttons for each of the four screens and a 'Settings' button. The settings screen is where the user can change the preset names as well as view developer information etc.

Step 3: Browse Home

From the 'Hero Screen', if the user taps 'Browse Vows' the background animates as if traveling to a new location on a background image. When the animation stops, the screen info and bottom navigation fades in. From here, the user can tap on any particular category and go to the 'Browse Category' screen. Tapping the Inspire Me button will take the user to the Inspire Me page (Step 17).

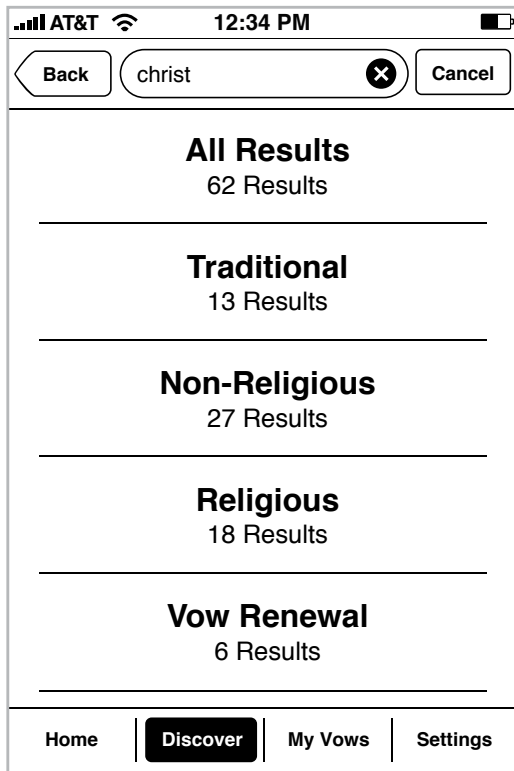


Step 4: Browse Home, Drag for Search

From the 'Browse Home' screen the user can drag to scroll down, pulling from underneath the title at the top, the search bar. When the screen rubber-bands back up, the search bar will stay visible. The user can drag to scroll the page up revealing any information that was hidden when the search bar was pulled down. Tapping Cancel will hide the Search function. Tapping in the search field will take the user to New Search (Step 5).

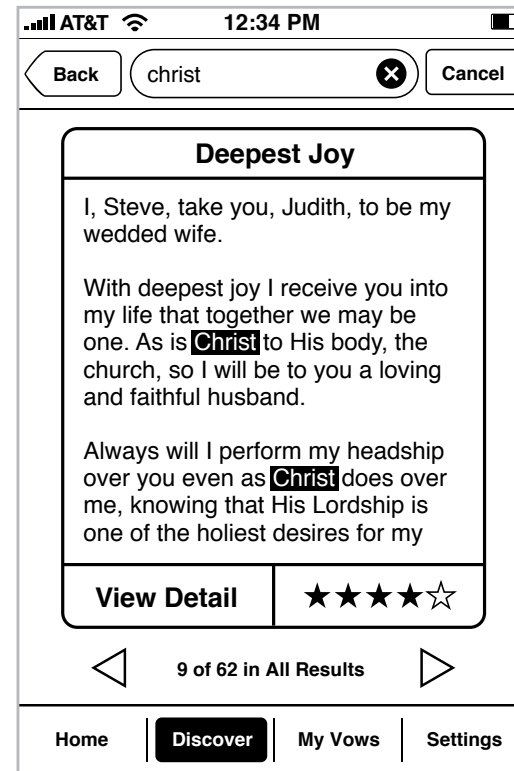
Step 5: New Search

When the user taps in the search field, the area containing the search field itself slides up to take the place of the title bar. At the same moment, the keyboard slides up from the bottom and the intermediary space is grayed out, putting the focus on what the user is going to enter into the search bar. Tapping Cancel will take the user back to Browse Home (Step 3).



Number of Items Found

In addition to the total amount of public vows found, each section (Traditional, Non-Religious etc) displays the number of vows found on the search process.

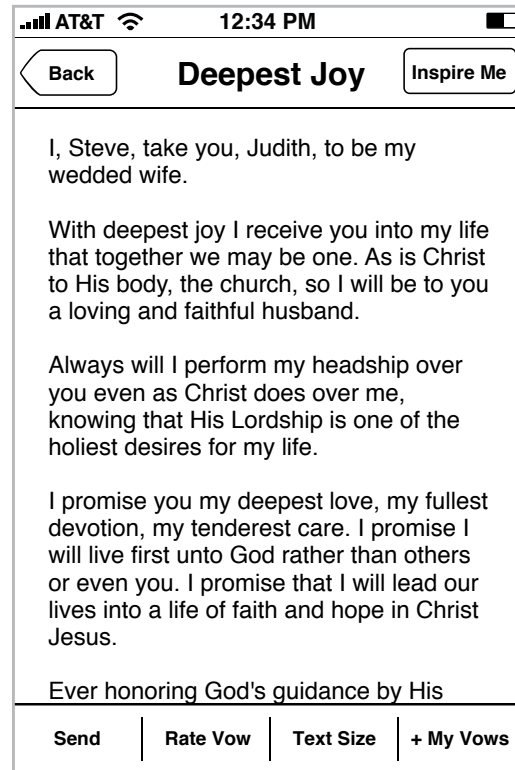
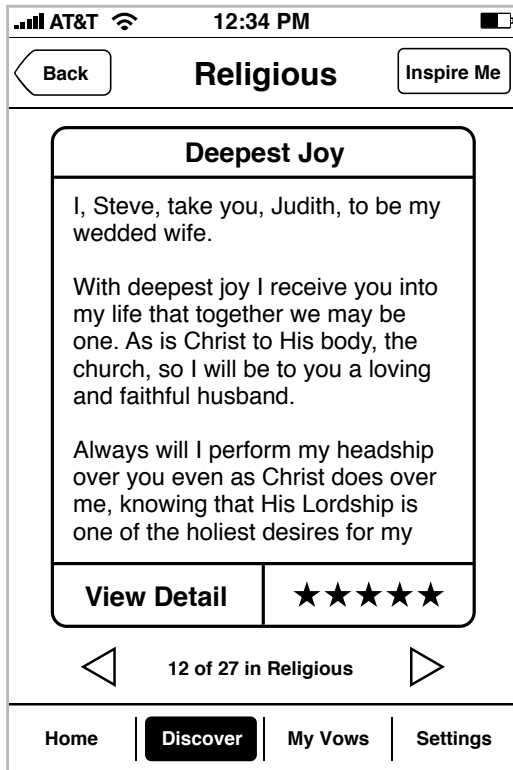


Step 6.1: New Search Results

Before previewing the vows, a search results screen provides an overview of the items found within each sub-section of the “Discover” section.

Step 6: Vows Preview (Search Results)

When the user taps ‘Search’ the keyboard slides down as the screen background navigates to a new location. When it arrives, the search results appear as if they were a list of cards. The total number of search results along with the specific vow being viewed is listed at the bottom. Only one vow is visible at a time and in this vow, the searched for word or term is highlighted. If the vow is long enough to extend off the edge of the card, the user can drag to reveal the information, using the card shape as a viewing window. From this screen the user can tap View Detail, which would take them to the ‘Browse Vow Detail’ screen, or they could navigate to another search result. To navigate to another search result, the user can tap the arrow keys at the bottom, or they could swipe the screen to the left, to advance, or to the right, to go back. Swiping causes the card to slide off the screen and fade out as a new card slides onto the screen and fades in to take it’s place. If a search returns zero results, the user will be given an error message letting them know. Tapping Back will take the user back to Browse Home (Step 3). Tapping the search field will activate the keyboard, returning the user to New Search (Step 5).



Options Screens

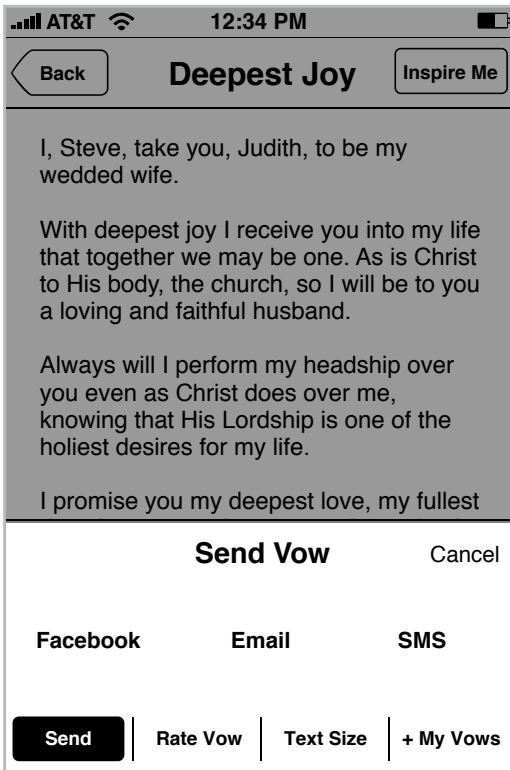
From the 'Browse Vow Detail' screen there are three options. When any of these options are tapped, a menu slides up from the bottom of the screen. This menu contains options that the user can either select by tapping, or cancel by tapping on the original button. A single tap selection would enact their change and the menu would slide back down afterward.

Step 7: Browse Category

This screen functions the same as the 'Search Results' page except that no portion of the vow is highlighted as there is no search being processed. Navigation from one vow to another is the same except that the user can tap 'Back' to return to the 'Browse Home' screen or Inspire Me to view Suggested Vows.

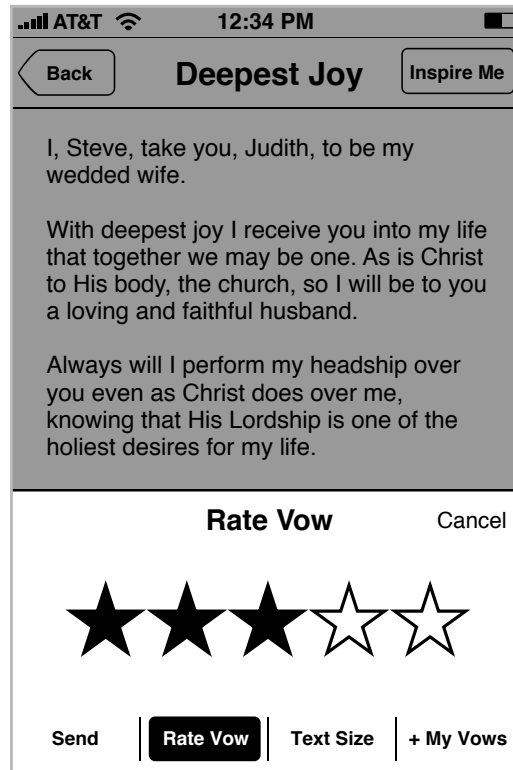
Step 8: Browse Vow Detail

When the user finds a vow they like, they can tap 'View Detail' on the lower left of the vow card. When they do this, the screen appears to zoom into the vow card. In this state, maximum real-estate has been devoted to viewing the vow. At this point, the user can tap 'Back' to return to the results they were browsing. They can also tap '+ My Vows' which would place the currently viewed vow into a list called 'My Vows'. When this happens the user will receive a notification asking them if they want to edit that vow immediately or continue browsing. If they choose to edit immediately, new options appear as they are taken to the 'My Vows Detail Edit' screen. When this happens, if they click 'Cancel' or if they choose to 'Save' first, then tap 'Back', they will return exactly to the point where they were previously browsing. This way they do not lose their place.



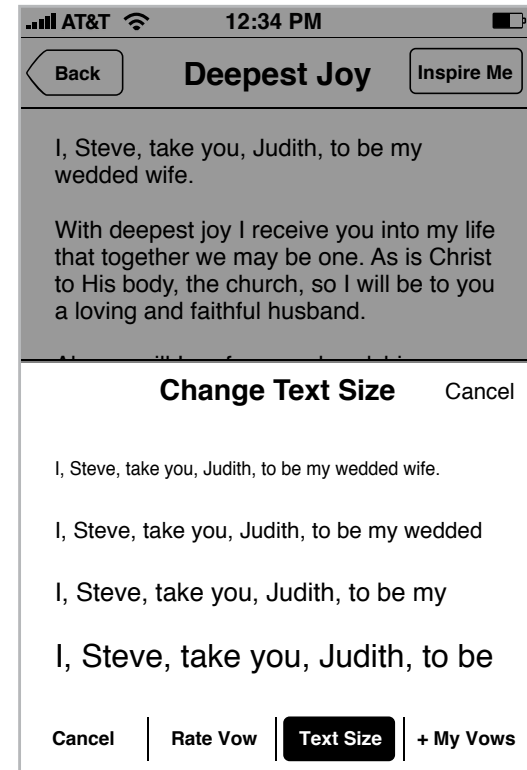
Step 9: Send Vow (Options Screen)

On this screen, the user has several different ways to send the vow to themselves or to friends. Selecting a service would take them to a screen where they would be able to input their log-in information for that service. This information would only need to be entered once and would then be saved for future use.



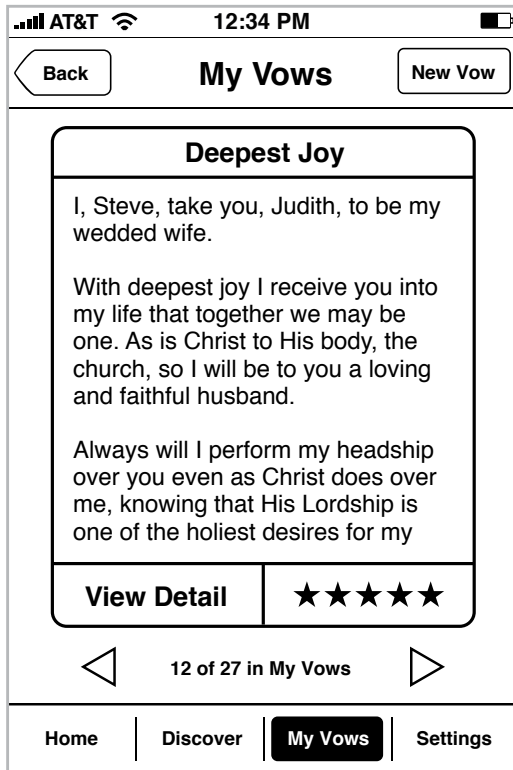
Step 10: Rate Vow (Options Screen)

On this screen the user would see 5 empty stars. Tapping on any of the stars from the left to the right would allow the user to give the vow a rating from 1-5 stars. This rating would then be aggregated with all other ratings this vow received and displayed when the vow was searched. Ratings are in 1/2 star increments.



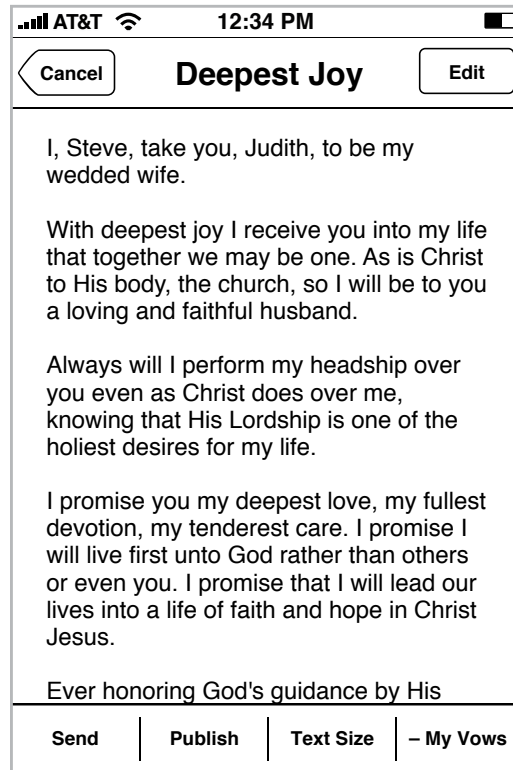
Step 11: Text Size (Options Screen)

This option would allow users to display the vow text in smaller or larger sizes in accordance with their viewing preferences. A single tap on the size would resize the text.



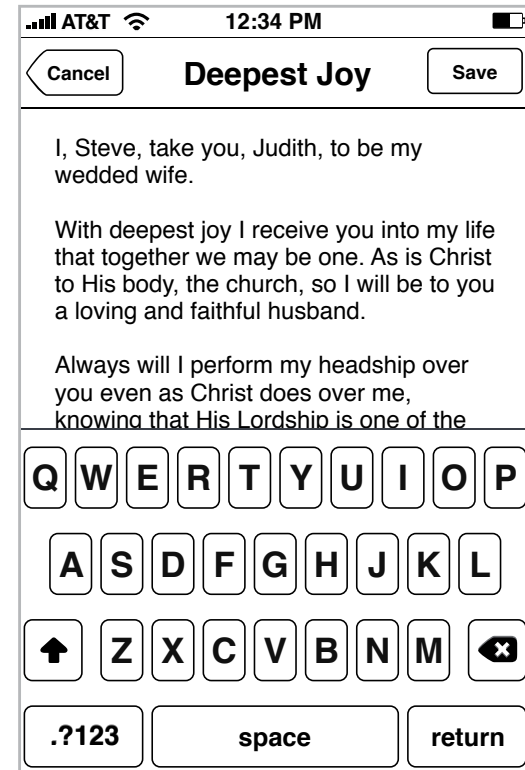
Step 12: My Vows Home

This screen functions exactly like the other vow viewers. These vows are made up from all vows saved or created by the user.



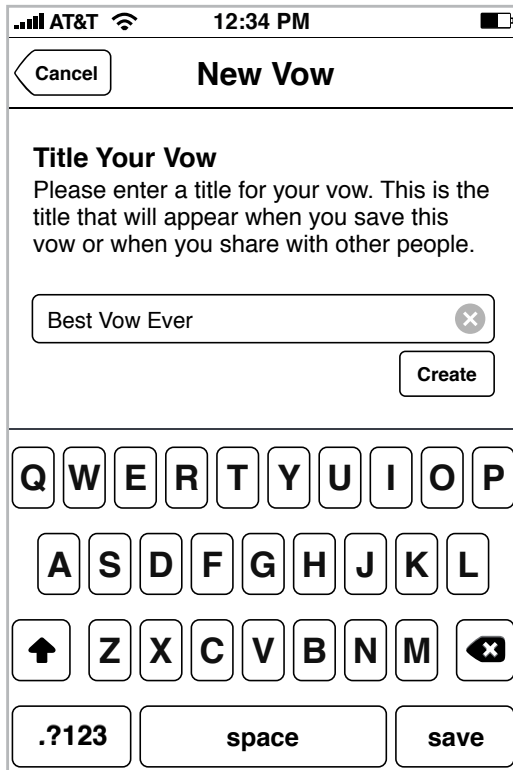
Step 13: My Vows Detail

Tapping Edit would bring up the keyboard (Step 14). Rate Vow has changed to Publish. Tapping Publish would prompt a notification box to pop up asking the user if they were sure they wanted to make this vow publicly viewable. The button in the lower left changes to “– My Vows” and is used to remove a vow from the users saved vows.



Step 14: My Vows Detail Edit

Editing functionality is the same as the other vow details screens.



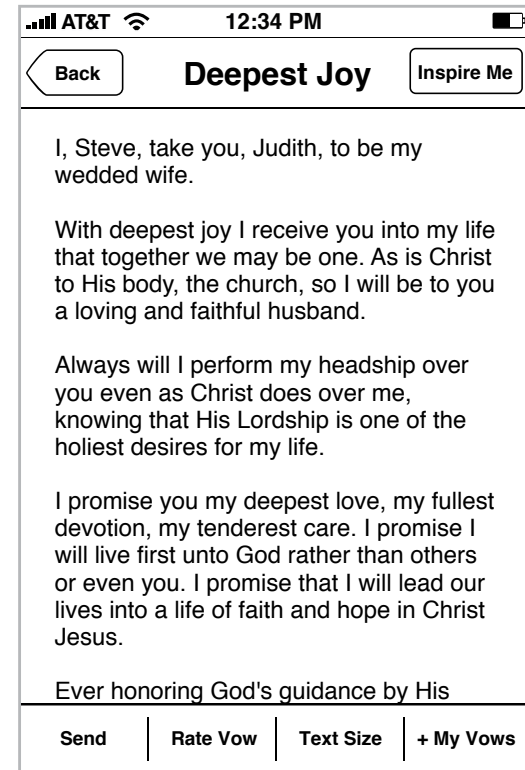
Step 15: New Vow Title

When a user wants to create their own vow the first option is to write the vow title. This screen will be viewed once when the vow is initially created. Once the vow is titled, the user will be taken to the 'New Vow Writing' screen.



Step 16: New Vow Writing

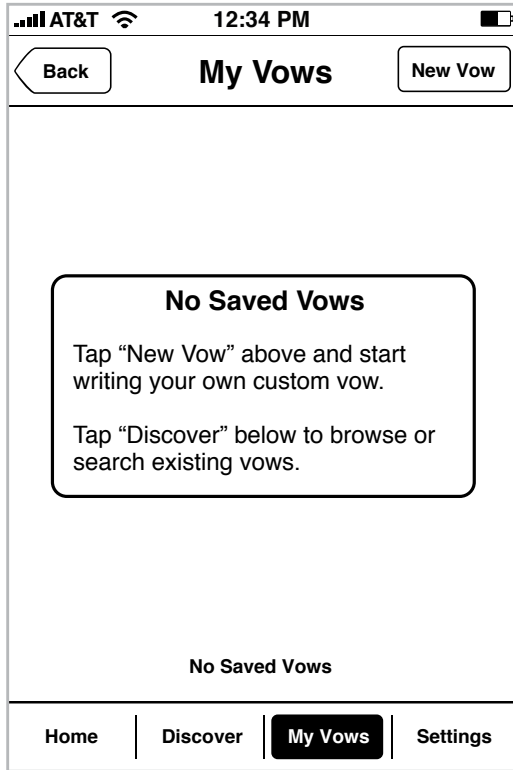
This screen simply shows user edited content.



Step 17: Inspire Me

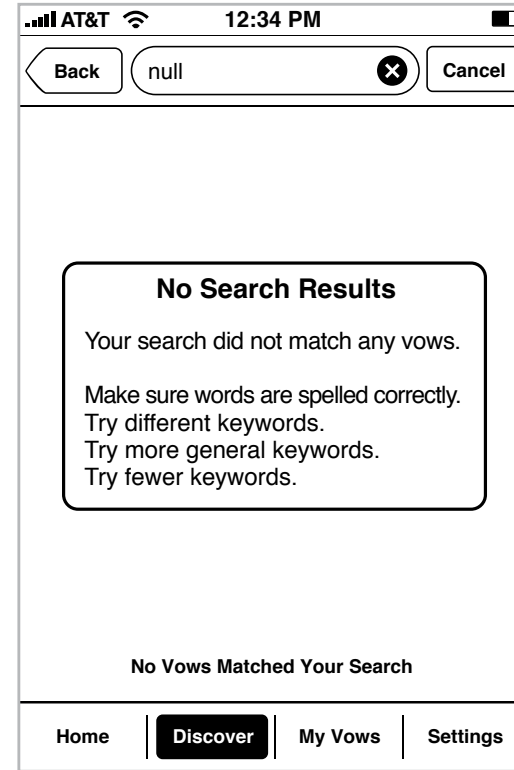
This screen is available for use as inspiration to those who do not know yet what kind of vow they want to write. Tapping 'Inspire Me' will take the user to a random vow. User can use '+ My Vows' to add the inspiration to their saved vows. While all the Vow Detail options are still available, tapping the Inspire Me button will provide the user with another random vow.

EXTRA SCREENS



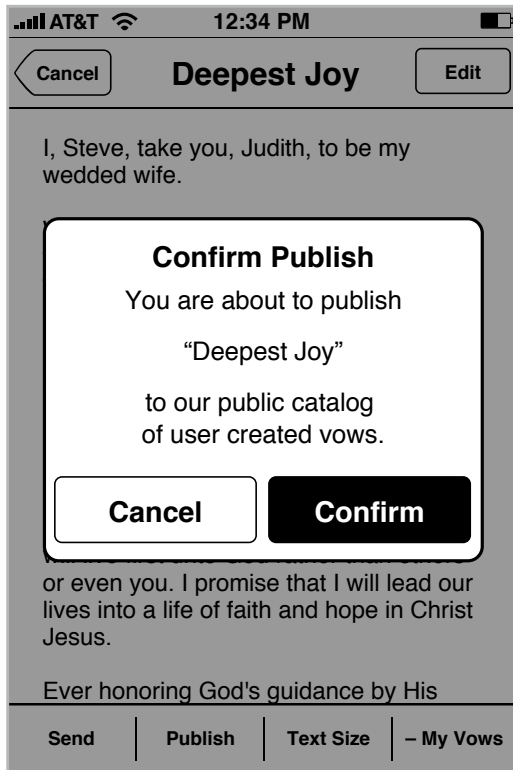
No Saved Vows Screen

Displayed in the first time use, when the person haven't saved any vow yet.



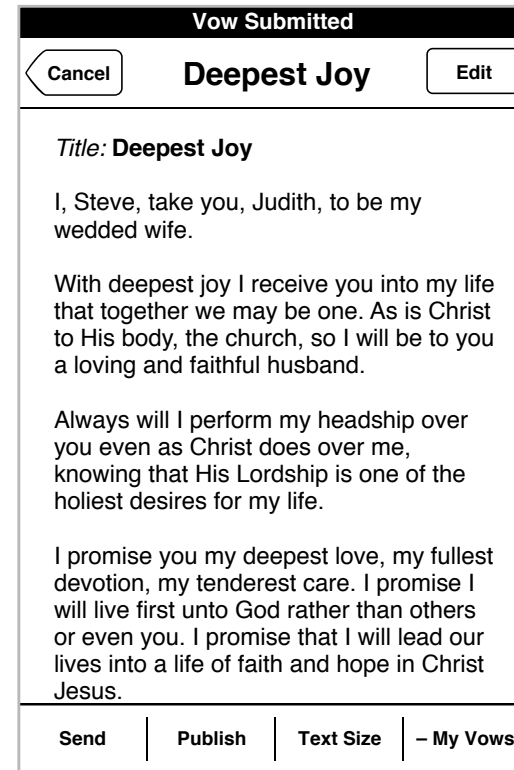
Zero Search Results Screen

Displayed when users types a keyword that doesn't match with any keyword from the database.



Confirm Submission Modal

Triggered when user hits the "Publish" button.
Prompts the user to confirm that the vow can be public.



Confirmation Feedback

A bar scrolls down on top of the default components of the iPhone to indicate that the vow was successfully made public.

THANKS

rebeca sá
i breathe design

