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## Waves

### **Description:**

This application groups drivers by zones and releases them in waves so that people can avoid traffic jams and accidents. Drivers will have the option to leave once their assigned zone is called. The application will have a timer system to call upon different zones. To prevent drivers and their passengers from being bored, there will be a chat room where users can socialize and get their mind off of being stuck in traffic. Although this application would keep users posts anonymous, users will still have to fill in personal information that only the user and application could view for personal reasons. In addition, this application would allow users to have an option to post comments, pictures, or videos. This application will use users location services so that only users are able to chat with other users within a certain distance of their location. In the long run, this application could be beneficial because it will help people to avoid traffic jams caused by people waiting for the train to pass or even help people leave an over crowded parking lots after a big event.

### **Market Research and Duplication:**

Some apps that are either in the same market or similar to the application that I developed are the following: Yik Yak, Groupme, Streetchat, and Kandid. Yik Yak is a "location-based social network that helps you connect with the people right around you. By letting you express yourself, exchange thoughts, and explore your

world, Yik Yak helps you feel at home within your local community.”(YikYak 1).

Groupme “...is like a private chat room for your small group. Have as many as you want, and it's always free. Now, you can coordinate with coworkers, organize a game night, and keep in touch with family all in the same place.” (Groupme 1).

*Streetchat*, “Is a Local image board, check and see what is going on around you completely anonymously, post pictures and see how they stack up against others.” (Streetchat 1). Lastly, Kandid:

*You are able to set which feed your comments are posted to, such as just students at your school or for your whole city. You can see what's going on in your nearby area, chat with others, and even comment on other people's posts without letting anyone know who you are. No user names are required. You can private message to connect with others, and tag your friends anonymously so they can get in on the action (Kandid 1)*

How is my app different from Yik Yak? Although Yik Yak is a location-based social network that helps you connect with the people right around you and also let's people post comments and pictures, my application is very similar to Yik Yak; however, my application allows users to have group chat, private chats, and has a navigational system. Why would people use your application instead of Yik Yak? People will decide to use my application instead of Yik Yak a because my application not only connects with the people around you, but it also groups drivers by zones and releases them in waves so that people can avoid traffic jams and accidents. In what situations would people use your application? Situations in which people would use this application would be for leaving sporting events, concerts, etc parking lots. What tasks are left to complete to get your app ready for the market? The few tasks that I have left to get my application for the market is add more color to the interface and to add more options to my settings such as a FAQ (Frequently

Ask Questions). What do you think would be the best distribution method for getting your application/website the widest possible market exposure? I believe that the best distribution method for getting my application the widest possible market exposure would be to advertise it through other popular applications such as Facebook and Instagram. According to For Mobile Devices, Think Apps, Not Ads, it states that:

*The best way for marketers to communicate through mobile will be with apps. Apps will trump traditional ads in part because consumers don't perceive them as advertising—they value them for their functionality and thus don't find them intrusive. For marketers, apps will also be attractive because they're actually more cost-efficient than traditional ads, and they sometimes create entirely new revenue streams (72)*

### **Design:**

When I created my designed, I was mostly thinking about ways for people to leave whatever event that they may be at in a fast orderly fashion, but could also be entertained at the same time. According to UI Testing, it states that “ In interest of building an application, keep it simple” which I keep in mind when I was building my application (14). In addition, I read an article titled “The Nature of Traffic Congestion and Reliability ” to figure out other reasons that may cause traffic jams so that my application can calculate “Traffic incidents, work zones, bad weather, and special events.”(4). I used Frameworks and constraint in order to construct my interface for my users. “Frameworks have been introduced in interaction design to help designers constrain and scope the user experience for which they are designing”(Rogers 57). In addition, “The design concept of constraining refers to determining ways of restricting the kinds of user interaction that can’t take place at a given moment” (Rogers 27). In other words, I deactivated certain menu options by

shading them grey thereby restricting the user only to actions permissible at that stage of the activity. When figuring out the cost for developing your application, this can be costly. Accordingly to Savvy Apps, “Apps built by the largest app companies, the "big boys", likely cost anywhere between **\$500,000** to \$1,000,000. Apps built by agencies like savvy apps cost anywhere **between \$150,000 to \$450,000**. Apps built by smaller shops, possibly with only 2-3 people, likely cost anywhere between \$50,000 to **\$100,000**” (Savvy Apps).

### **Testing:**

How was this UX test different? The test was a little bit different because of the environment and the way of testing. How might this test affect the UX research result? This will affect the research results; however, it is more definitive and more conclusive. After all the research and testing, I can finally improve this app and the user experience as well. The heuristic test was conducted in the Thomas cooper library in a study room. While in the library, my partner and I were able to test each other's app in quite setting without distractions just by reading each other's written instructions. After finishing each other's tests, we both successfully completed each other's app without any complication. One could argue if this could possibly be a location where either of our apps could be used. However, my app was intended to be use either at sporting events, traffic, accidents, etc. After having my app tested several times, I have collected a great deal of data and feedback from my users experiences. In addition, I reviewed every users thoughts/comments and I was amazed by how some of the things they mentioned and I will consider changing my interface accordingly.

Also, I have discovered that the most important thing when building an interface is to always remember that whatever the user wants is one of the most important parts. Thus, adding more color and more detail/extra options to my interface is very important and liked by many users. The more information/details that you add to your app, the user is more inclined to have a better experience. After reviewing these aspects and data, I will add these attributes to my app in order to make this app work more efficiently and also to satisfy the users experience. All users seem to respond well to the usability, usefulness, and functionality without any problems. Thus, I can now move on and add the finishing touches to my interface. An app like this on the market would be very successful for sporting events, concerts, or even accidents. However, in order for this app to reach its fullest potential, users at any special event would have to download this app on the market and follow the app's direction in an orally fashion.

Lastly, I think that this course was very helpful and insightful by challenging us to think outside box. Personally, I believe that this course could be very useful for after college depending if one decides to pursue their career in developing mobile phone applications.

## Work Cited

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