

# What's Poppin?

Your phone's solution  
to spoilers

# Table of Contents

Introduction

User Experience

Target Audience

Sketches

Branding & Logo

Userflow

Wireframes

Design Comps

Final App Screens

Gallery













Marla loves movies. She loves watching them and even making them with her friends. Being such a connoisseur, she picks up on a lot of details that other people don't. But, she still wants to make sure she didn't miss anything.

Marla uses The What's Poppin App to clarify things she thinks she knows and sometimes she's pleasantly surprised to find out that she was wrong.

# Marla Beardsley

Age	18
Occupation	Works at the local movie theater selling tickets
Favorite Movie	Rear Window
Favorite Show	The Santa Clarita Diet
Hobbies	Making independent movies
Technical Experience	iOS, Macbook, iMac

# Tasks

At the very least, the user is trying to get a question answered about a movie or show plot. They could ask "What did Cersei mean when she said, **"Tears aren't woman's only weapon"**" and the app or an animated version of Cersei, herself would tell the user what she meant.

# Feelings

The user is feeling engaged and entertained while using the app. It's fun and makes the user feel like they're actually talking to one of their favorite characters. The most important thing to the user is that their confusion is eliminated (getting their answer) and the characters know their show or movie better than anyone.

# Influences

The user is going to be influenced by the app arrangements on the home screen when they go into "EXPLORE". When they click on a button, it will expand and open more possibilities somewhat like the phone's homescreen. The "EXPLORE" screen does not scroll sideways like the homescreen, however; it scrolls up and down. The user will also be influenced by tinder on the "SAVED" screen under "PICK FROM THE BUCKET". They have to swipe left or right and the app suggests new shows or movies. The user can swipe left for "no" and right for "yes".



marla

# Pain Points

Marla has the most difficulty when she's using apps that are constantly updating and the design and "flow" of the app change (Snapchat). It leaves her feeling frustrated and lost.

# Overall Goal

Marla's overall goal is to expand on her knowledge of film and media. She wants to know everything about the classic movies she loves, but doesn't want to feel like she's reading a book.



Sam likes movies , but he'd rather binge hulu or netflix shows any day. His favorite shows include, The Walking Dead, Game of Thrones, Riverdale, and Breaking Bad. Being a college student, it's challenging sometimes to catch everything that's going on in the show, especially if he's doing homework at the same time. Sam uses What's Poppin to clarify things that he's unsure about.

# Sam Murphy

Age	22
Occupation	College Student
Favorite Movie	Star Wars – A New Hope
Favorite Show	Game of Thrones
Hobbies	Dungeons and Dragons, Lacrosse, Ultimate Frisbee
Technical Experience	Apple Watch, IOS, Macbook, iMAC



# Tasks

The user is trying to keep up with his favorite show and understand everything that happened so that later he doesn't get confused. He also needs to keep up with his school work so rewatching everything isn't necessary-he just needs a few things clarified.

# Feelings

The user is feeling assured, and entertained while gaining more understanding about the show he's currently watching. The fun animations and just the right amount of information (not too much!) makes him feel like he's not behind on anything.

# Influences

The user is going to be influenced by the app arrangements on the home screen when they go into "EXPLORE". When they click on a button, it will expand and open more possibilities somewhat like the phone's homescreen. The "EXPLORE" screen does not scroll sideways like the homescreen, however; it scrolls up and down. The user will also be influenced by tinder on the "SAVED" screen under "PICK FROM THE BUCKET". They have to swipe left or right and the app suggests new shows or movies. The user can swipe left for "no" and right for "yes".



Sam

# Pain Points

Sam has the most difficulty when he has to type everything out. He's a busy guy. He doesn't have time to do that! That's why he loves the microphone option when he's talking to the animated characters.

# Overall Goal

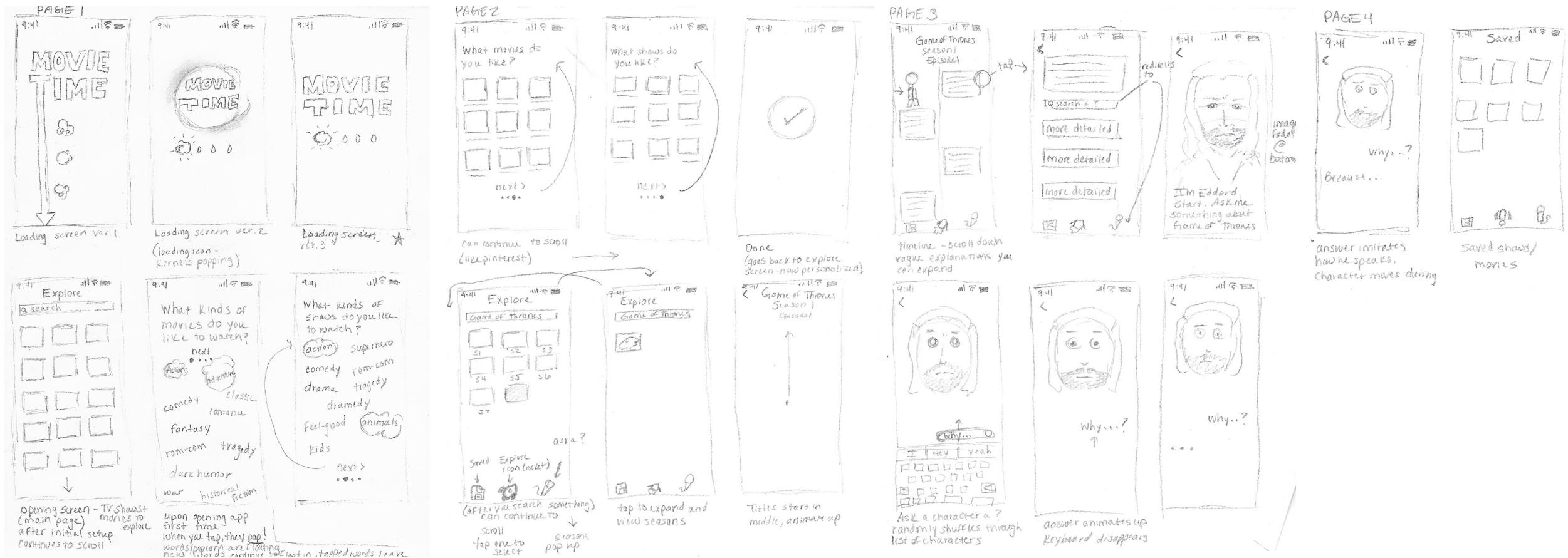
Sam's overall goal is not to be one of those students who doesn't have time to have fun... but he also wants a 4.0. He wants to know what's going on so he can join in on conversation, but he definitely doesn't have time to rewatch.





# Sketches

# Sketches



# Sketches





# Branding

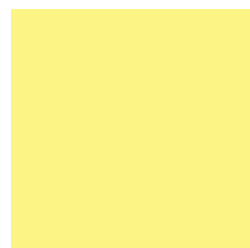
& Logos

# What's Poppin?

Typeface – Blenny



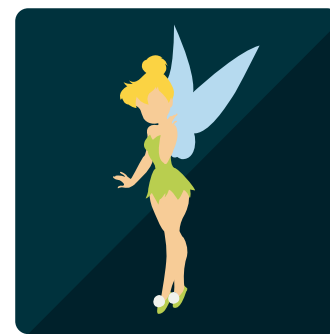
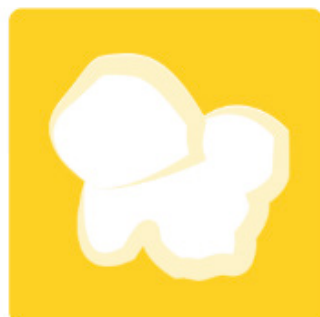
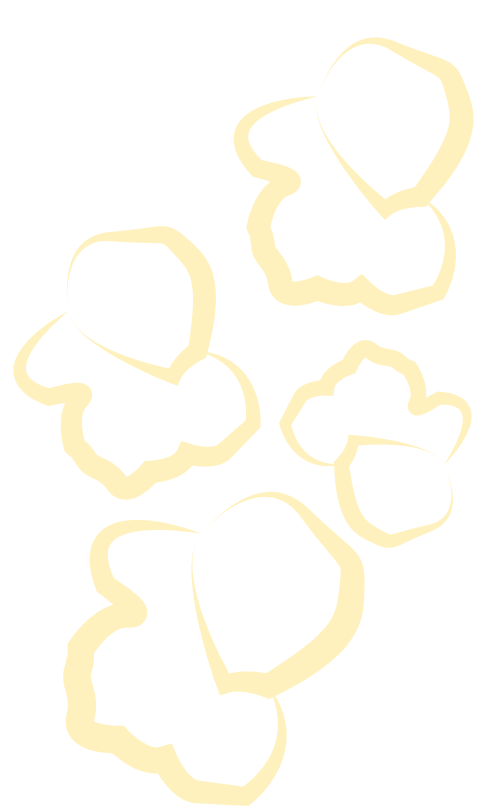
fdd124



fcf586

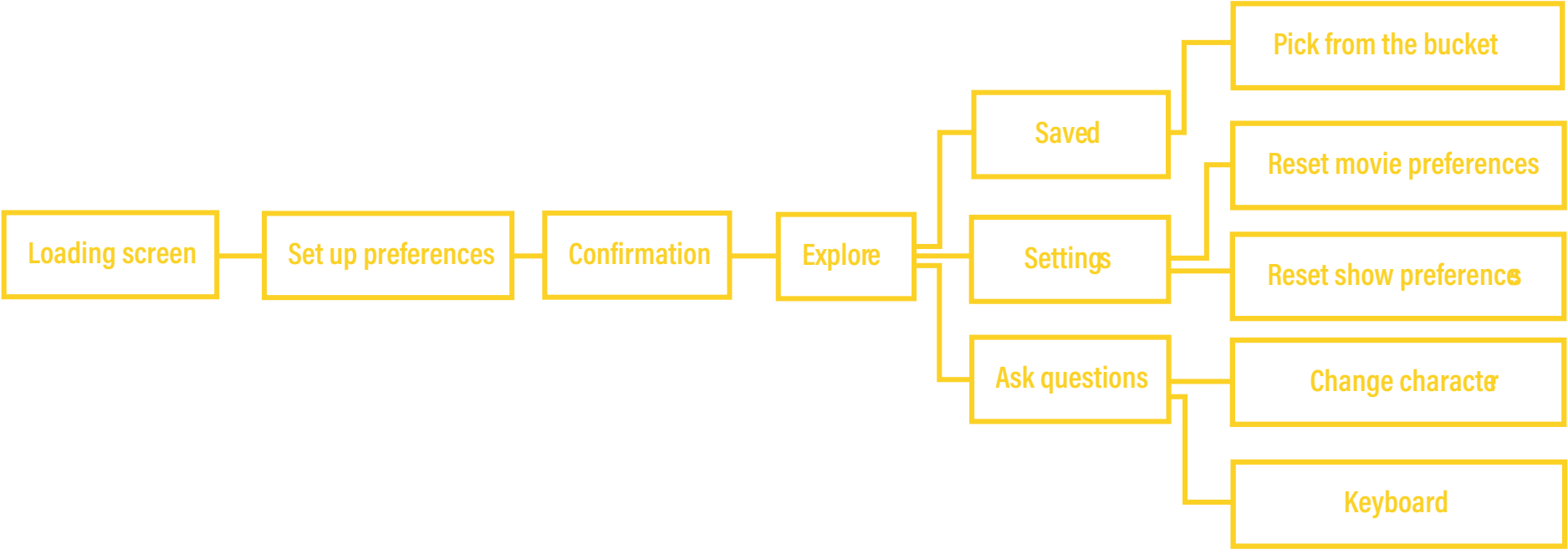


576168





# User Flow

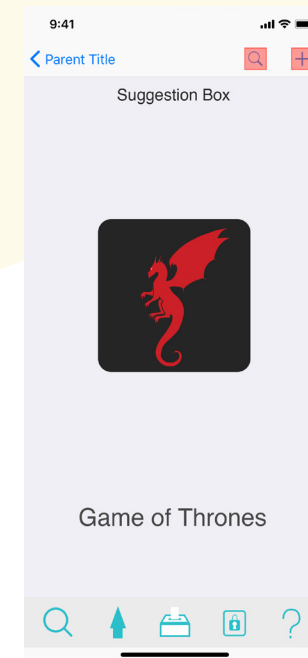
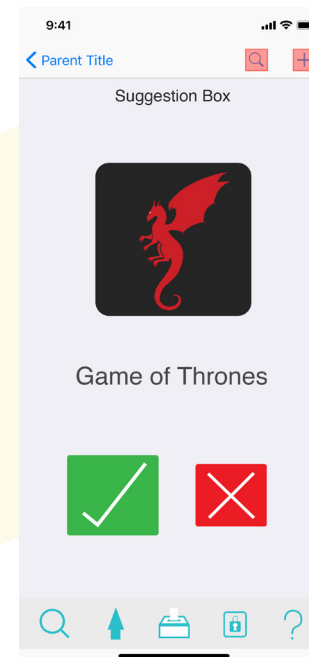
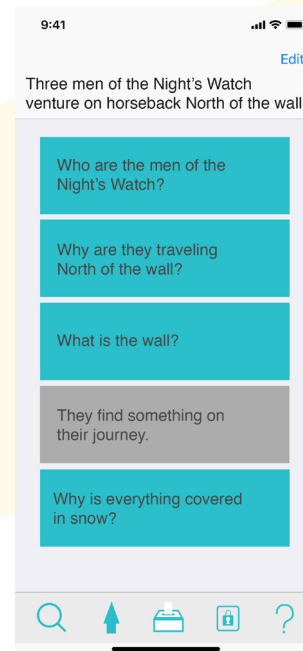
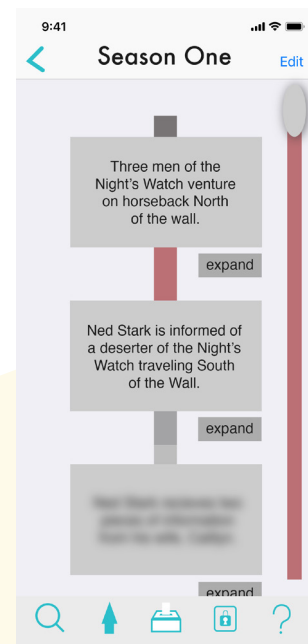






# Wireframes

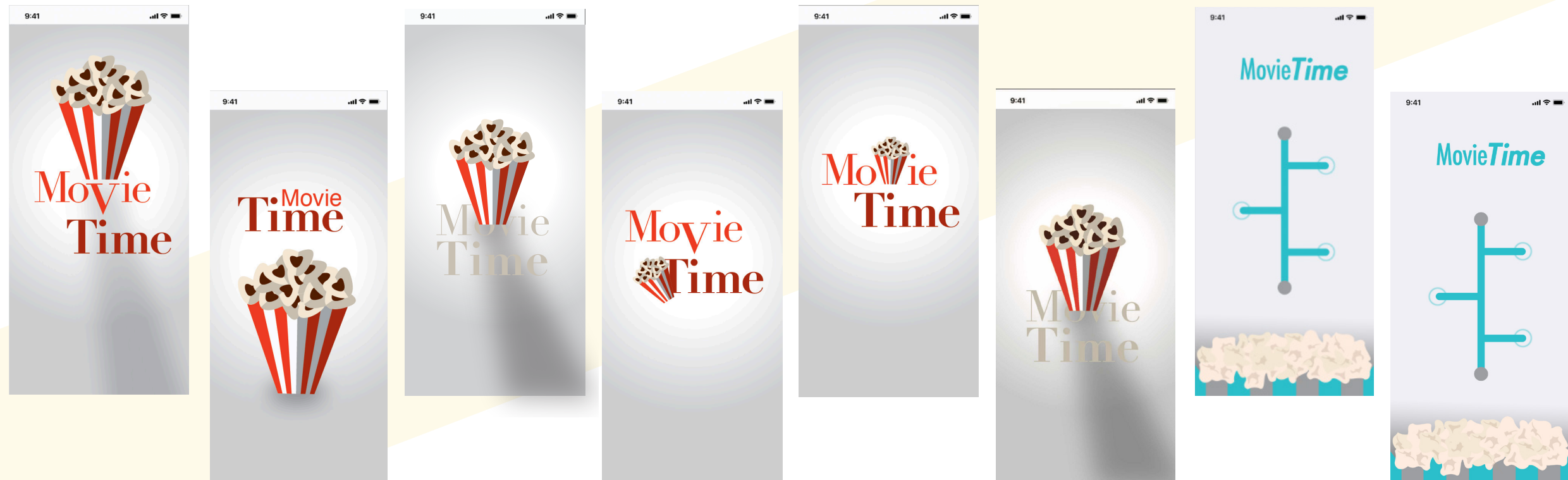
# Wireframes





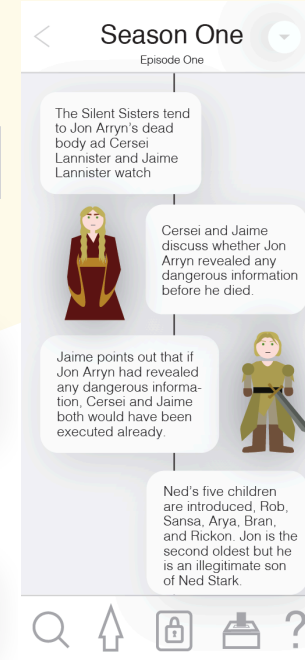
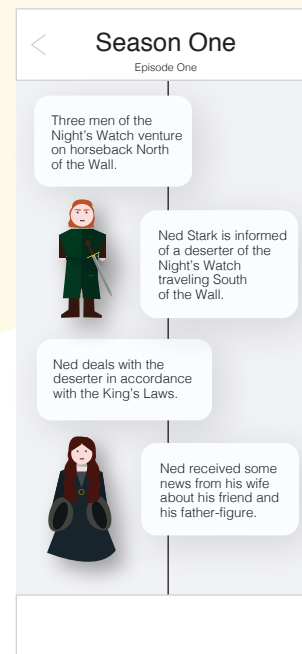
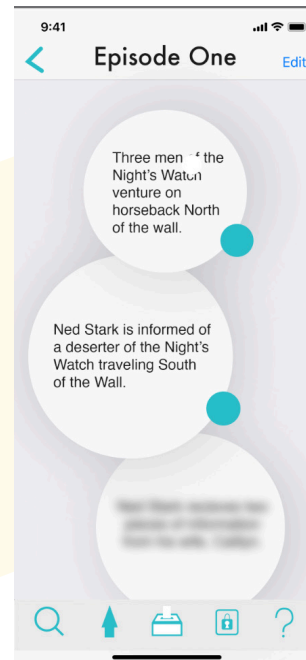
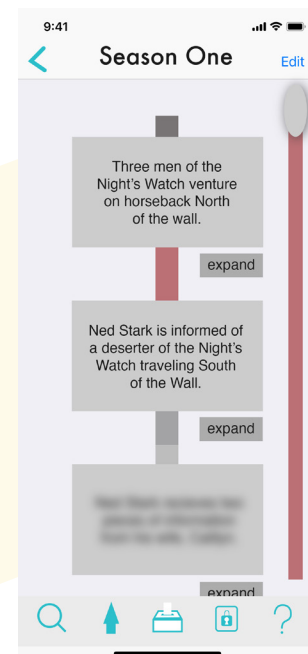
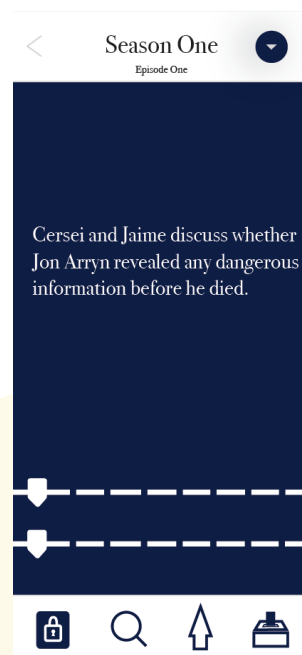
# Comps

# Original Comp Experimentation



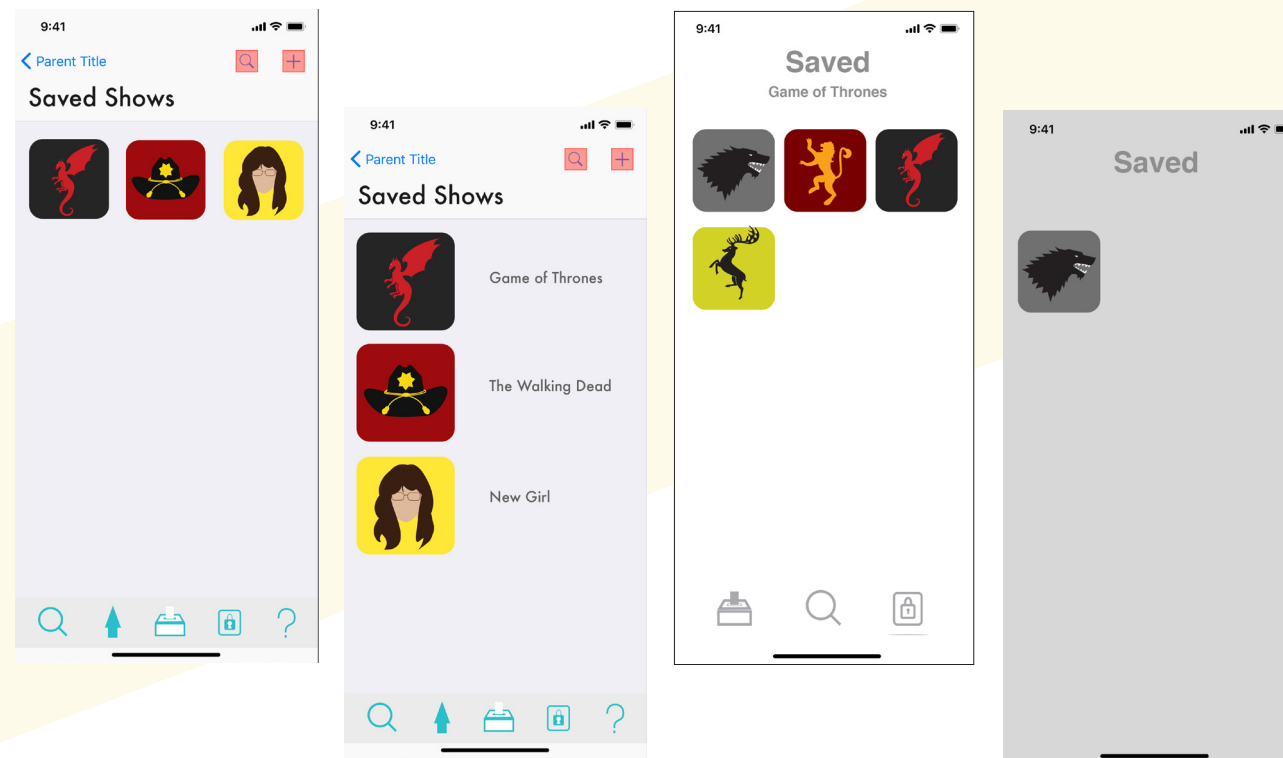
Loading Screens

# Original Comp Experimentation



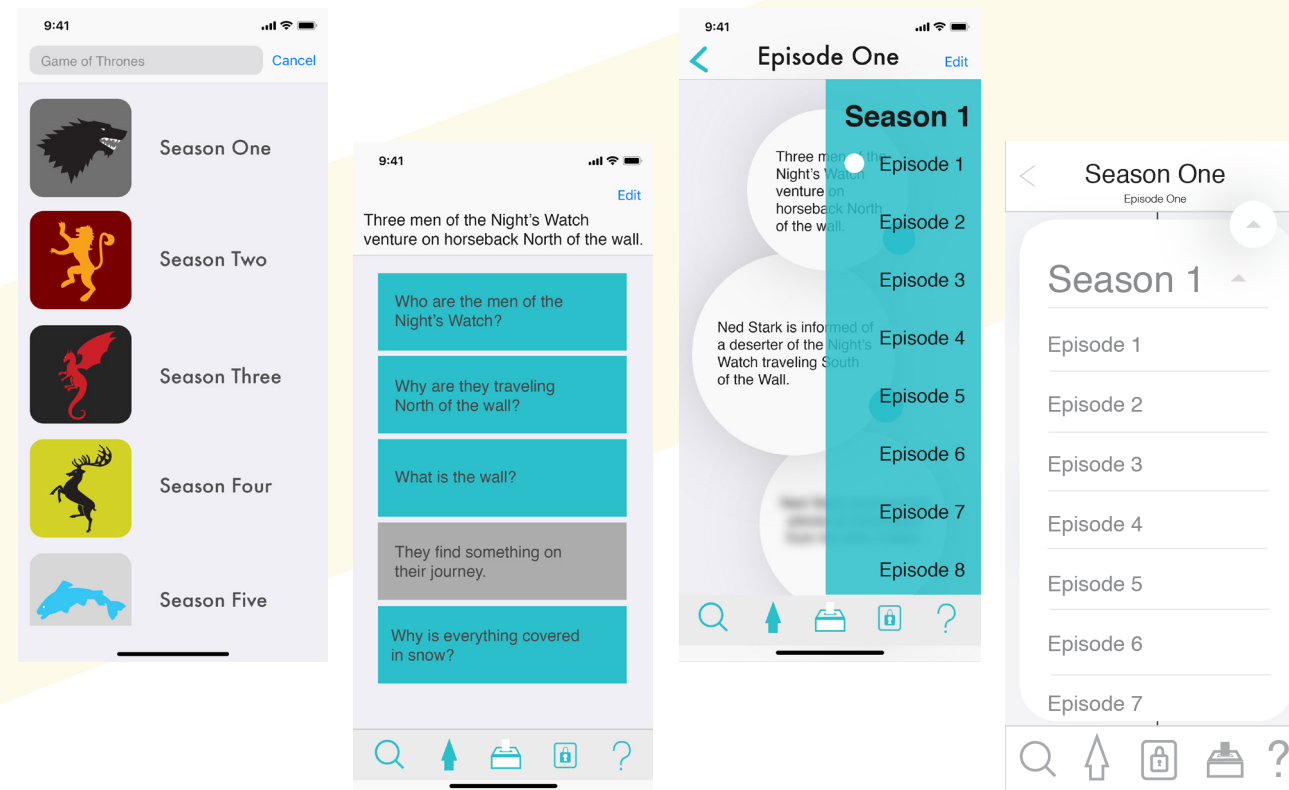
Timeline

# Original Comp Experimentation



Saved

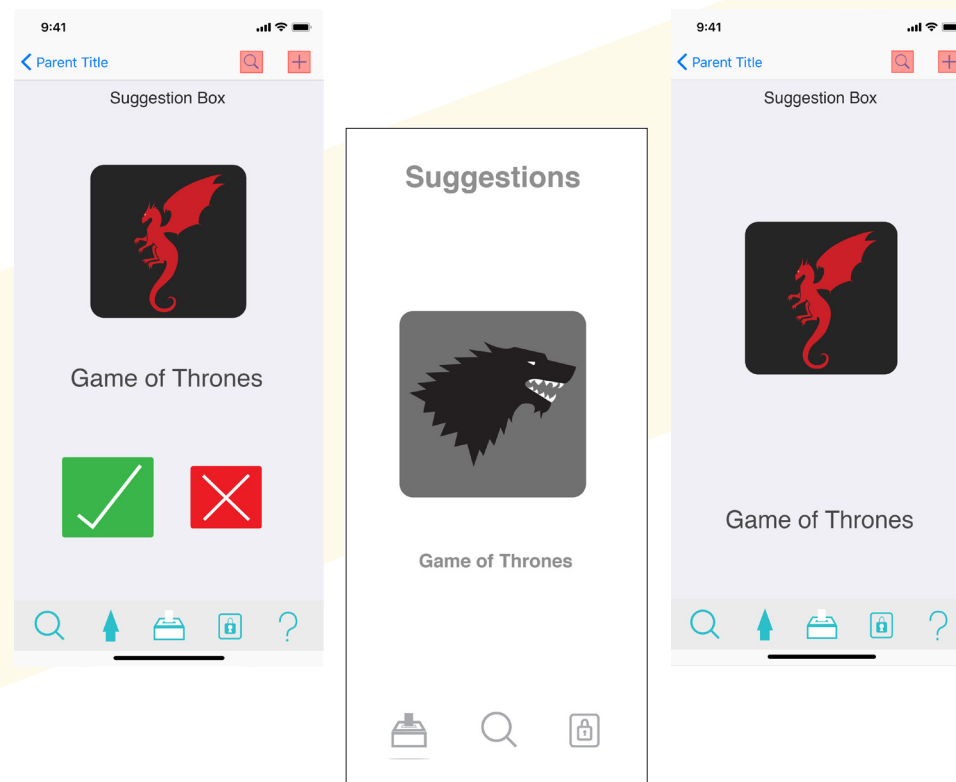
# Original Comp Experimentation



## Timeline - Seasons



# Original Comp Experimentation



**Timeline - Seasons**

## Final App Screens



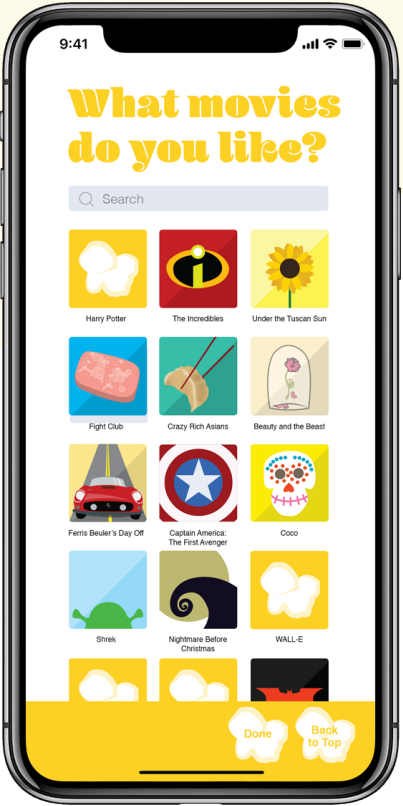
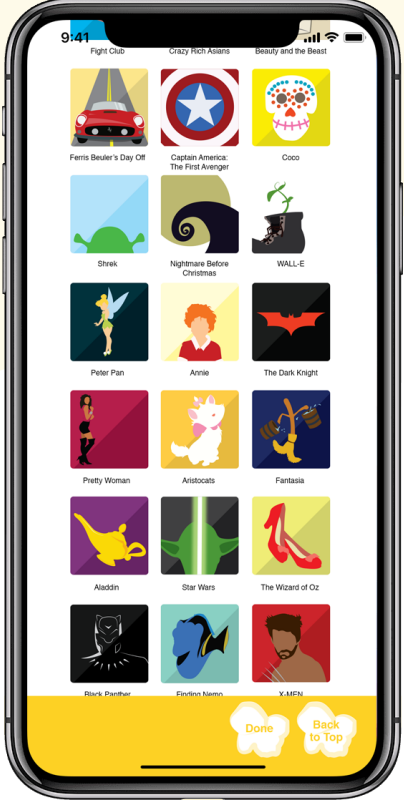
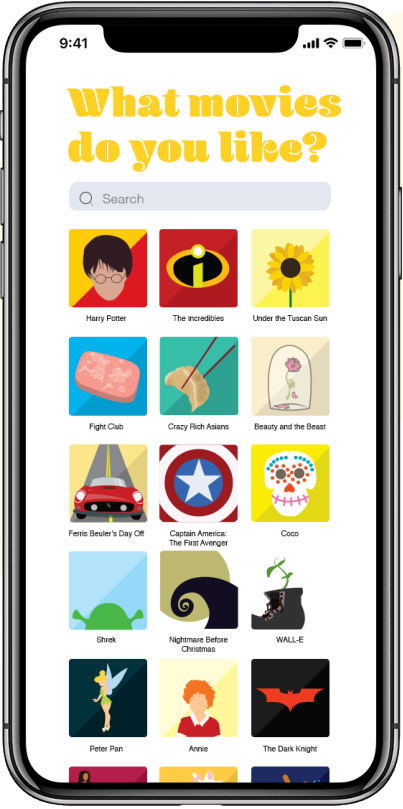
# Loading Screen



# Setting Preferences



swipe sideways



Character animates across screen

scroll down

icons under selection view

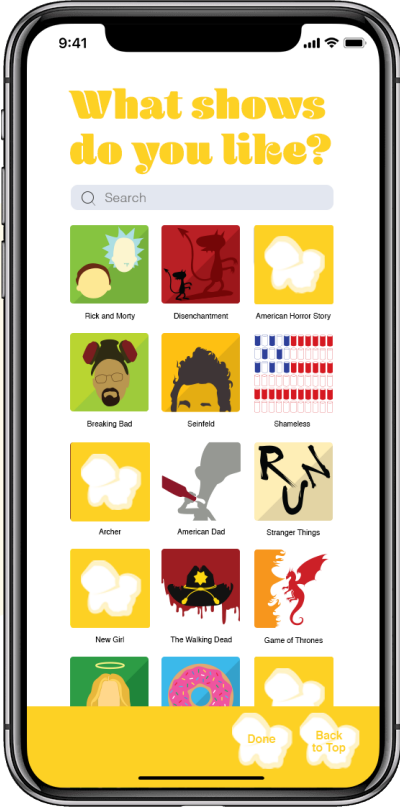
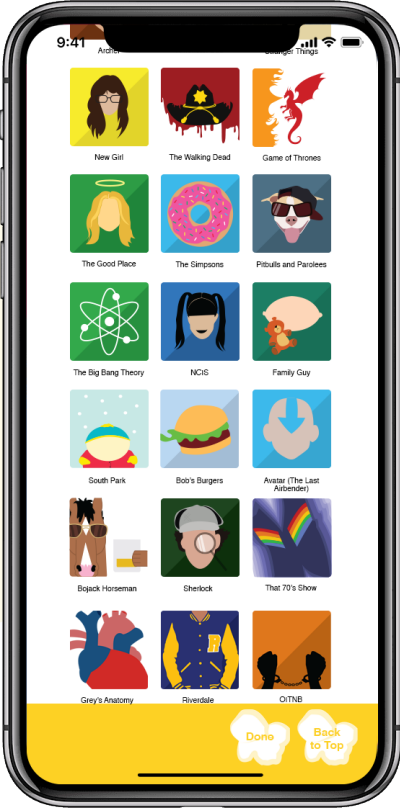
# Setting Preferences



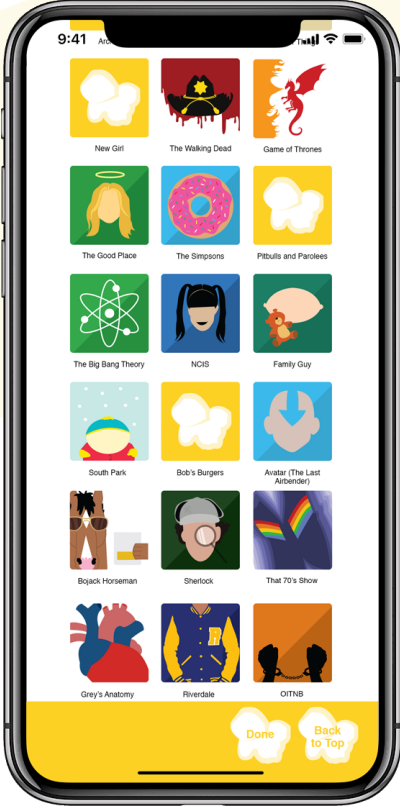
swipe sideways



scroll down



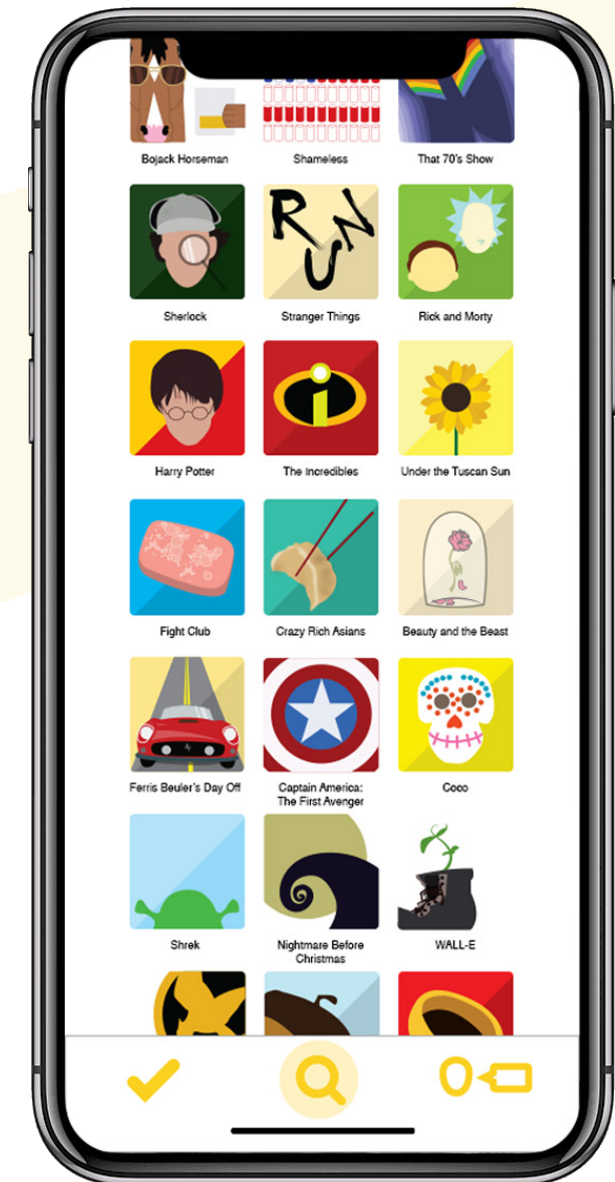
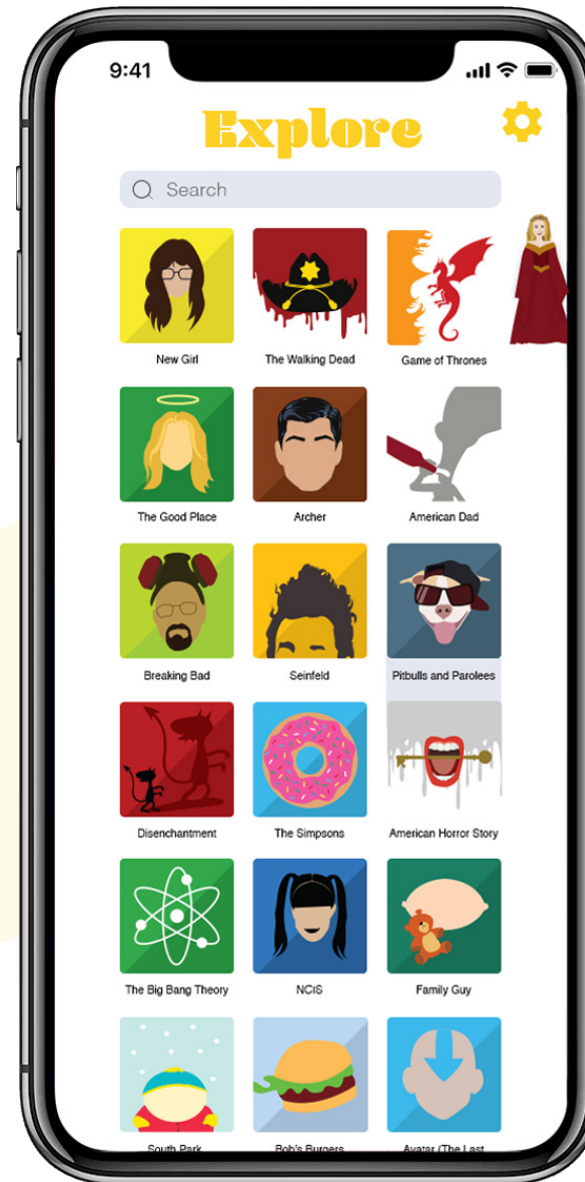
scroll down



icons under selection view



# Explore







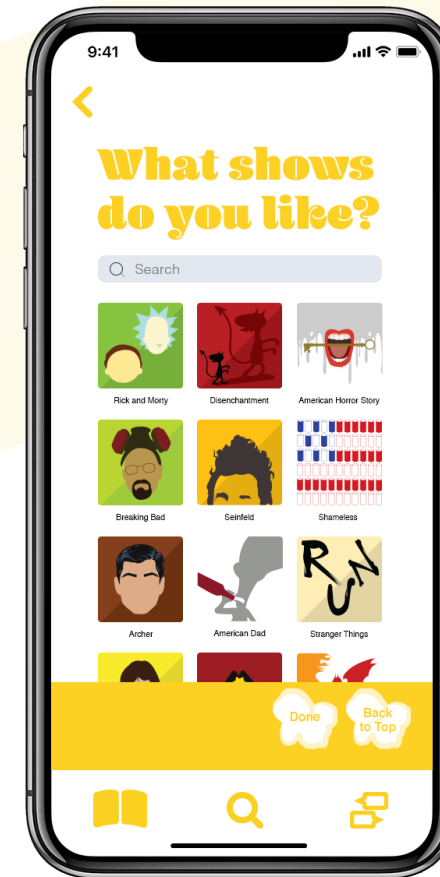
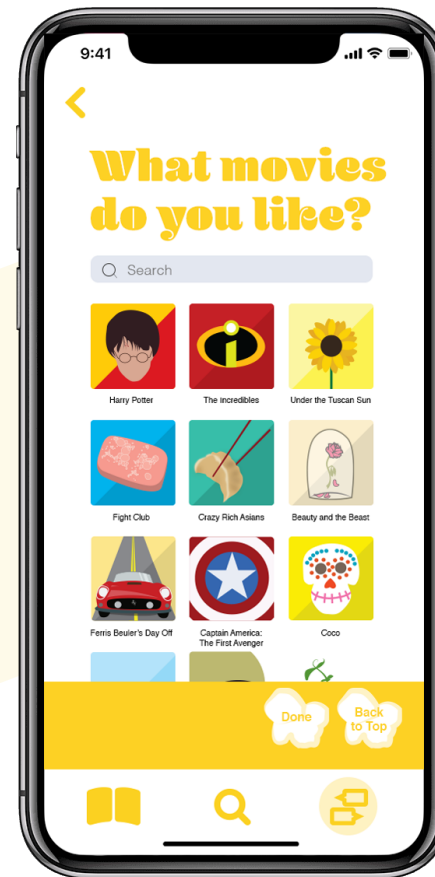
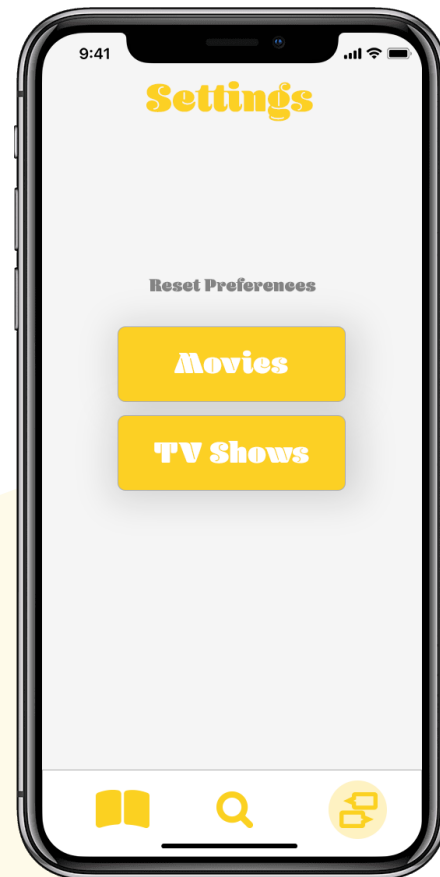
# Ask Your Question



# Saved



# Settings



**Apple  
Watch**



# Watch Comps



Logo



Loading Screen



Navigation Carousel



**Saved**



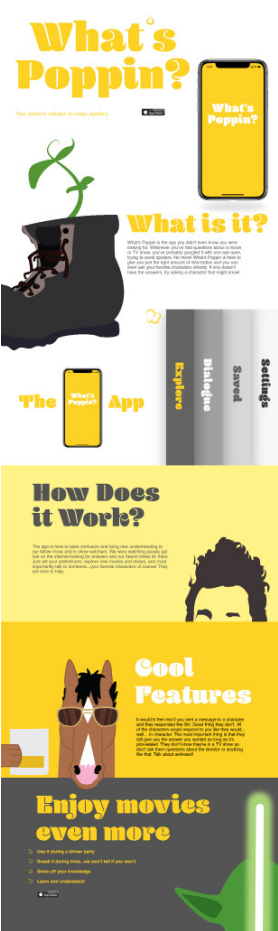
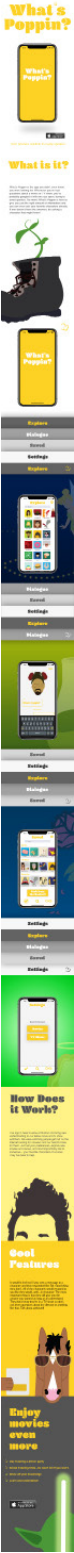
**Explore turns into  
suggestions that behave like Tinder**



**Ask Questions**



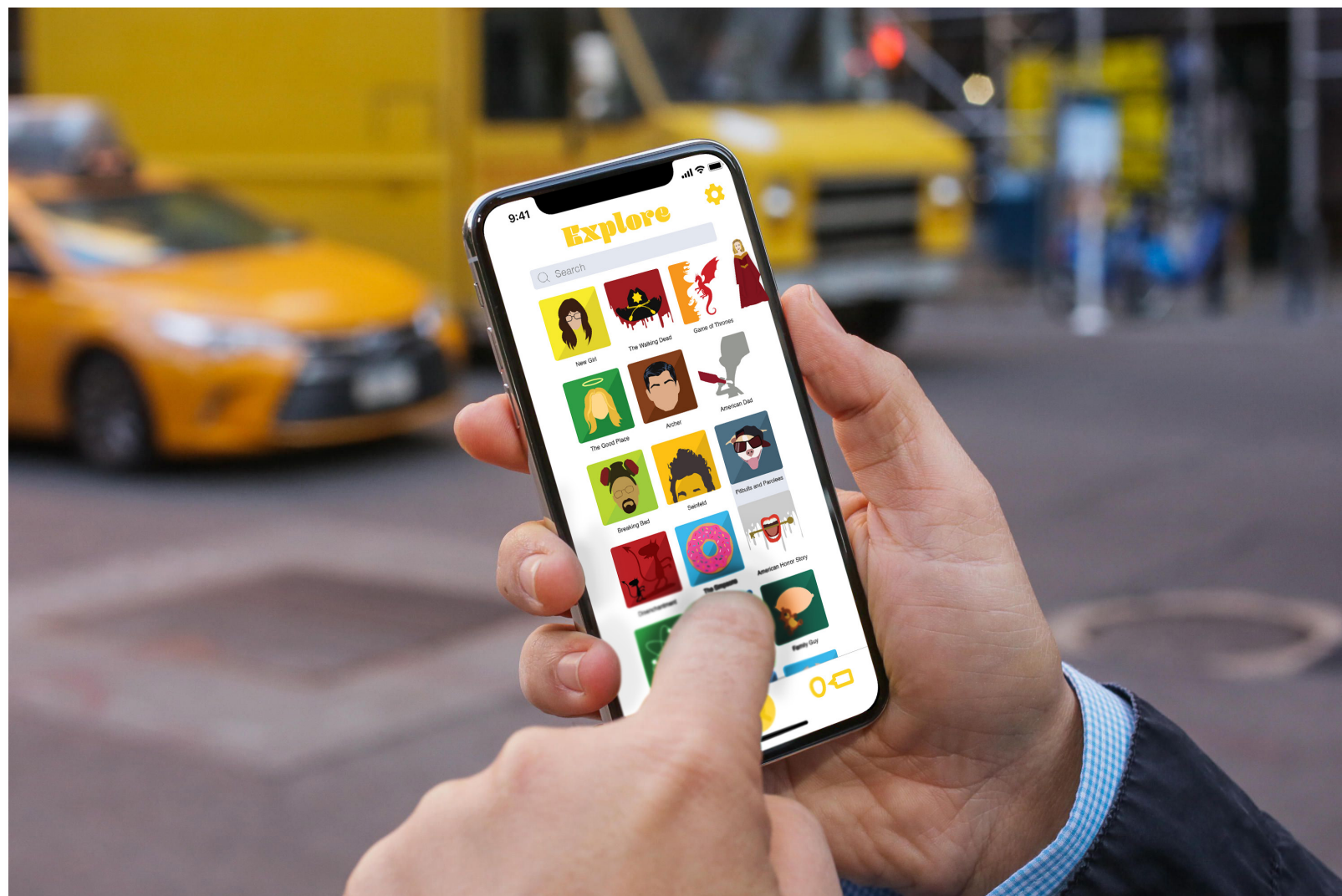
# Microsites





# Gallery









# What's Poppin?

Your phone's solution to nasty spoilers

