uPic

Prepared by Swenson He, LLC. December 2018





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COMPREHENSIVES

1.0 Onboarding

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Splash



ANNOTATIONS

1 SPLASH SCREEN Appears while the app is loa will automatically appear.

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Appears while the app is loading. Once the app loads the "Get Started" screen

Get Started



ANNOTATIONS

1 GET STARTED

First screen the user sees once the app loads.

GET STARTED BUTTON

Tapping takes the user to the "Enter Mobile Number" screen. Transition: slide left.

ENTER MOBILE NUMBER SCREEN

The user enters their mobile number which is automatically formatted with parentheses and a dash.

CONTINUE BUTTON

Disabled until a full mobile number is entered. If the user enters a phone number that is not associated with an account, they are taken to the "Register Mobile Number" screen. If the user enters a phone number that is already registered, they are taken to the "Login with Mobile" screen (see "Login"). For both cases, a 4-digit verification code is sent via text message.

BACK ARROW

Tapping takes the user back to the "Get Started" screen. Transition: slide right.

Register: Mobile Number

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INOTATIONS

REGISTER MOBILE NUMBER

The user must enter the 4 digit verification code sent to the mobile number they entered.

BACK ARROW

Tapping takes the user back to the "Enter Mobile #" screen. Transition: slide right.

RESEND CODE

Tapping resends the verification code text message.

VERIFY BUTTON

If the user entered the correct code, tapping this button takes the user to the "Enter Name" screen. Transition: slide left.

INCORRECT CODE ERROR

If the user did not enter the correct code, this error will pop up. Tapping "OK" returns the user to the "Register Mobile Number" screen, with the code field empty. Tapping "Cancel" returns the user to either the "Get Started" screen or the "Edit Profile" screen, depending where they came from.

Register: Name & Email

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< <u>2</u>									< 5									Enter your first name: Benjamin	1	ENTER NAME The user must enter their firs
Enter	your f	first na	ime:															Enter your last name: Smith	2	BACK ARROW (NAME) Takes the user back to the "F slide right.
Enter	· your l	last na	me:						Ente	r your	email a	ddress	5:					qwertyuio asdfghjkl	3	CONTINUE BUTTON (NAME Disabled until text has been to the "Enter Email" screen.
																			4	ENTER EMAIL The user must enter their em
				ontir			3						ontin			6		<	5	BACK ARROW (EMAIL) Takes the user back to the "E
q	W	e	r	t	У	u	i c	p p	q	W	e r	- t	:	y I	u	i (p p	Enter your email address: bsmith@gmail.com &	6	CONTINUE BUTTON (EMAIL Disabled until a valid email a user to the "Select a Profile F
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st and last name.

Register Mobile Number" screen. Transition:

E)

entered in both fields. Tapping takes the user Transition: slide left.

nail address.

Enter Name" screen. Transition: slide right.

_)

address has been entered. Tapping takes the Photo" screen. Transition: slide left.

Register: Profile Photo



Saves the photo selection and cropping. If the user is signing up for the first time, they are redirected to the "How It Works" screen. If the user is trying to register as a photographer, they are redirected to the "Welcome to the uPic Photography Family" screen. Otherwise, the user returns to the screen they came from.

Users can select to take a photo or choose one from their library.

Tapping takes the user back one screen. Transition: slide right.

Tapping opens the camera. The front camera is the default. After they take a pho-

Tapping opens the user's photo library on their device. After they select a photo,

If the user is signing up for the first time, tapping takes them to the "How It Works" screen. If the user came from the "Edit Profile" screen, tapping returns them to the "Edit Profile" screen. If the user arrived at the "Select a Profile Photo" screen because they are trying to book a photo shoot or become a photographer without a profile photo, they will see an error message (see "Profile Photo Er-

The user can see how their photo will be cropped within the app, and move and

Profile Photo Errors



ANNOTATIONS

- 1 PHOTO REQUIRED (BOOK PHOTO SHOOT)
- 2 PHOTO REQUIRED (BE A PHOTOGRAPHER) "Cancel" returns the user to the menu screen.

If the user attempts to book a photo shoot without a profile photo, the "Select a Profile Photo" screen will pop up. If they tap "I'll Select a Photo Later" they will see this error message. Tapping "Continue" closes the error. Tapping "Cancel" returns the user to the "Get Pics" section without booking a photo shoot.

If the user taps "Be a Photographer" (see "Menus") without a profile photo, the "Select a Profile Photo" screen will pop up. If they tap "I'll Select a Photo Later" they will see this error message. Tapping "Continue" closes the error. Tapping

How It Works



ANNOTATIONS

1 HOW IT WORKS

Users can swipe back and forth between steps 1, 2, and 3. The images and the text slide as the user swipes. The corresponding dot is highlighted at the bottom.

X ICON

Tapping closes "How It Works". If the user is signing up for the first time, they are redirected to the "Get Pics" screen. Transition: slide down.

Photographer Onboarding



ANNOTATIONS

- 2 X ICONS
- 3 CONTINUE (1)
- 4 ABOUT ME The user must enter a description.
- 5 CONTINUE (2) Work" screen. Transition: slide left.
- 6 MY WORK
- 7 BACK ARROW
- 8 ADD PHOTO BUTTON
- FINISH BUTTON 9 screen. Transition: slide down.
- 10 PHOTO THUMBNAIL drag the thumbnail to a different position.
- 11 REMOVE photos from the portfolio.

WELCOME TO THE UPIC PHOTOGRAPHY FAMILY This screen slides up after tapping "Be a Photographer".

Return the user to the Client Menu. Transition: slide down.

Tapping takes the user to the "About Me" screen. Transition: slide left.

Disabled until text has been entered. Tapping takes the user to the "My

The user can upload examples of their past photography.

Tapping takes the user back to "About Me". Transition: slide left.

Tapping opens the user's photo library. They can select one or more photos to upload. Photos are filled in going from left to right.

Tapping finalizes the user's portfolio and redirects them to the "My Gigs"

Tapping the checkbox selects the photo. Tapping the photo itself opens it in gallery view (see "Get Pics"). Tapping and holding allows the user to

Appears if one or more photos is selected. Tapping deletes the selected

Login with Mobile



ANNOTATIONS

- 1 LOGIN WITH MOBILE
- 2 BACK ARROW slide right.
- 3 **RESEND CODE**
- 4 VERIFY BUTTON

Disabled until the full verification code is entered. If the code is correct, tapping takes the user into the app. If the user is signed up as a photographer, they will be taken to the "My Gigs" screen. Otherwise, they will be taken to the "Get Pics" screen.

5 LOG IN WITH EMAIL LINK

Tapping sends the user an email with their verification code, and takes the user to the "Login with Email" screen. Transition: slide left.

The user must enter the verification code sent to their mobile number.

Takes the user back to the "Enter Mobile Number" screen. Transition:

Resends the verification code text message.

Login with Email



ANNOTATIONS

- LOGIN WITH EMAIL they entered.
- BACK ARROWS 2
- 3 CONTINUE BUTTON rect Email Error" appears.
- 4 VERIFY EMAIL SCREEN entered.
- 5 RESEND CODE
- 6 VERIFY BUTTON taken to the "Get Pics" screen.
- 7 INCORRECT EMAIL ERROR user to the "Enter Mobile Number" screen.
- 8 LOGIN WITH MOBILE NUMBER

The user must enter the email address that matches the phone number

Take the user back one screen. Transition: slide right.

Disabled until a valid email is entered. If the email address matches the phone number the user entered, tapping will take the user to the "Verify Email" screen (transition: slide left). If the email does not match, the "Incor-

The user must enter the verification code that was sent to the email they

Tapping resends the verification code to the user's email.

Disabled until the full verification code is entered. If the code is correct, tapping takes the user into the app. If the user is signed up as a photographer, they will be taken to the "My Gigs" screen. Otherwise, they will be

Appears if the user enters an email that does not match the phone number they entered. Tapping "OK" closes the pop up. Tapping "Cancel" takes the

Takes the user to the "Enter Mobile Number" screen. Transition: slide right.

COMPREHENSIVES

2.0 Menus

Menus

ANNOTATIONS

CLIENT MENU

The default app menu. Slides in from the left. Contains 5 options:

- GET PICS: takes the user to the "Get Pics" screen.
- MY PHOTOS: takes the user to the "My Photos" screen.
- EDIT PROFILE: takes the user to the "Edit Profile" screen.
- HOW IT WORKS: opens the "How It Works" screen.
- LOGOUT: opens the "Logout" screen.
- BE A PHOTOGRAPHER: if the user is already registered as a photographer, tapping takes them to the "My Gigs" screen. If the user is not registered as a photographer and does not have a profile photo, tapping opens the "Select a Profile Photo" screen. If the user is not registered as a photographer and has a profile photo, tapping opens the "Welcome to the uPic Photography Family" screen.

PHOTOGRAPHER MENU

Slides in from the left. Features not found in the Client Menu are:

- MY GIGS: takes the user to the "My Gigs" screen.
- MY PORTFOLIO: takes the user to the "My Portfolio" screen.
- HIRE A PHOTOGRAPHER: takes the user to the "Get Pics" screen.
- PAYPAL BALANCE: shows the user's PayPal balance. Hidden if the balance is zero.
- WITHDRAW TO PAYPAL: only visible if the user has a balance. Tapping opens the "PayPal Email" screen.

COMPREHENSIVES

3.0 Client

Get Pics (1/4)

ANNOTATIONS

- 1 HAMBURGER MENU Opens the Client Menu. 2 MAP raphers. 3 PHOTOGRAPHER PIN
- 4 PHOTOGRAPHER THUMBNAIL SHEET
 - from the user in minutes. Contains the following buttons:

 - map to show only the selected photographer pin

The user is able to swipe left and right on this sheet to scroll through the available photographers. The user can swipe down to close the sheet.

Shows the user's location and the real-time location of the three nearest photog-

Represents the photographer's real-time location. Tapping changes the color and size of the pin and opens the Photographer Thumbnail Sheet.

Shows the photographer's name, star rating, number of ratings, and distance

• VIEW PORTFOLIO: opens the photographer's Portfolio.

• BOOK PHOTO SHOOT: changes the sheet to the "Contacting Photographer" sheet and sends a "New Gig" notification to the photographer. Changes the

Get Pics (2/4)

ANNOTATIONS

CONTACTING PHOTOGRAPHER SHEET Displays until the photographer either rejects or accepts the gig. If the photographer accepts, the sheet changes to the "Heading Your Way" sheet. If the photographer rejects, the "Photographer Rejected" pop up appears. The photographer has 5 minutes to accept or reject.

HEADING YOUR WAY SHEET

Shows the photographer's distance from the user in minutes, in real time. Once the photographer taps the "I've Arrived" button (see "Gig in Progress 1/3), the "Photographer Arrived" pop up slides up from the bottom.

PHOTOGRAPHER ARRIVED

Tapping the "X" icon closes the pop up and returns the user to the default "Get Pics" view.

CALL BUTTON

Tapping initiates a phone call to the photographer. Disabled until the photographer accepts the gig.

TEXT BUTTON

Tapping opens the user's text messages with a blank message field to the photographer. Disabled until the photographer accepts the gig.

CANCEL BUTTON

Opens the "Confirm Cancellation - Client" pop up. (See "Get Pics 4/4")

Get Pics (3/4)

Displays the selected photographer's profile photo, name, uPic start date, star rating, number of ratings, description, and portfolio thumbnails.

User can swipe left and right to view all thumbnails. Tapping a thumbnail

Closes the "Portfolio" screen and opens the "Contacting Photographer"

Shows a full screen view of the images with the number of the image at the top. User can swipe through the thumbnails at the bottom of the screen and tap a thumbnail to go directly to that image. The currently shown image is

Tapping the arrows takes the user forward or backward by one image.

Get Pics (4/4)

ANNOTATIONS

NO PHOTOGRAPHERS ERROR

Displays if no photographers are within a one mile radius.

PHOTOGRAPHER REJECTED POP UP Appears if the photographer rejects the gig. Tapping the "X" closes the pop up.

PHOTOGRAPHER CANCELED POP UP Appears if the photographer cancels a gig in progress. Tapping the "X" closes the pop up.

SEARCH AGAIN Takes the user to the default view for "Get Pics".

CONFIRM CANCELLATION - CLIENT Appears if the client cancels a gig in progress. Tapping "No" closes the pop up and continues the gig. Tapping "Yes, Cancel" cancels the gig, sends a "Client Canceled" notification to the photographer, and returns the user to the default view for "Get Pics".

ALLOW LOCATION SERVICES Asks the user to enable location services for the uPic app. Tapping "Allow" enables location services. Tapping "Don't Allow" disables location services.

LOCATION SERVICES DISABLED Informs the user that location services are disabled. Tapping "Cancel" closes the pop up. Tapping "Settings" takes the user to the uPic location services screen in their phone settings.

My Photos (1/4)

ANNOTATIONS

HAMBURGER MENU Opens the Client Menu.

PHOTO SHOOT LIST

Displays the user's past photo shoots including the name of the shoot, the city, and a thumbnail of the primary photo (see "My Gigs"). The default name is the date and time. Tapping on a photo shoot takes the user to the "Photo Shoot Detail" screen. Transition: slide left.

EDIT

Changes to the "Delete View" for My Photos (see "My Photos 4/4)

PHOTO SHOOT DETAIL

Displays the name of the shoot, photographer's name, location, and photo thumbnails.

TAB BAR

Photo thumbnails are organized into two tabs: Unpurchased and Purchased. Tapping on a tab switches to that tab.

PHOTO THUMBNAIL

Tapping a thumbnail opens the Photo Shoot Gallery. Tapping on the checkbox selects the thumbnail. All thumbnails are unselected by default every time the user visits this screen.

PURCHASE PICS BUTTON

Disabled unless thumbnails are selected. Tapping takes the user to the Stripe payment interface to purchase the selected photos.

PHOTO SHOOT NAME

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Tapping allows the user to edit the name of the photo shoot (see "My Photos 2/4").

My Photos (2/4)

ANNOTATIONS

PHOTO SHOOT NAME FIELD

The user can edit the name of the photo shoot. Tapping the X button clears the field. Tapping outside of the field saves the name and changes to the default view. If the user taps outside of the field while it is blank, the field defaults to the previously saved name.

PHOTO SHOOT GALLERY VIEW

Same functionality as the Portfolio Gallery. (See "Get Pics 3/4".)

WATERMARK

Displays on top of all unpurchased photo shoot images.

BACK ARROW

Takes the user back one screen. Transition: slide right.

X ICON

Returns the user to the "My Photos" screen.

My Photos (3/4)

Begins download of the purchased photos. Once downloading is complete, the "Download Complete" screen slides up from the bottom

Tapping the "X" returns the user to the "Photo Shoot Detail" screen.

Disabled unless thumbnails are selected. Tapping begins downloading the selected photos. Once downloading is complete, the "Download Com-

My Photos (4/4)

This thumbnail is displayed after the photographer accepts a photo shoot, until the photographer uploads the photos. Tapping takes the user to the

After the user taps "Edit", delete icons appear next to each photo shoot thumbnail. Tapping a delete icon brings up the "Delete Photo Shoot Confir-

Tapping "Cancel" closes the pop up. Tapping "Delete" deletes the photo

Contains "Call", "Text", and "Cancel" buttons. (See "Get Pics 2/4".)

Rate Photographer

ANNOTATIONS

RATE PHOTOGRAPHER POP UP

This screen will automatically appear only once per photo shoot, after one of three events, whichever happens first: 1) the user completes a photo purchase & downloads the photos; 2) the user completes a photo purchase and selects "I'll download later"; 3) the user goes to the "Photo Shoot Detail" screen and exits out without purchasing.

STAR RATING

The user can tap on one of the stars to rate the photographer on a scale of 1-5. Once the user taps on a star, the description for that star rating appears below (terrible, poor, OK, good, excellent).

SUBMIT BUTTON

Disabled until a star rating is selected. Tapping sets the star rating and closes the pop up.

X ICON

Tapping closes the pop up without submitting a star rating (transition: slide down). The "Rate Your Photographer" link will be available in the "Photo Shoot Detail" screen for that photo shoot.

RATE YOUR PHOTOGRAPHER LINK Appears if the user chooses not to rate the photographer. Tapping brings up the "Rate Photographer Pop Up".

Client Notifications

ANNOTATIONS

1 PICS UPLOADED NOTIFICATION A push notification is sent to the client after the photographer uploads photos and completes the gig. COMPREHENSIVES

4.0 Photographer

My Gigs (1/2)

ANNOTATIONS

- 1 HAMBURGER MENU Opens the Photographer Menu.
- 2 OFFLINE/ONLINE TOGGLE on the map in "Get Pics".
- 3 GIG THUMBNAIL the thumbnail opens the "Gig Detail" screen.
- 4 GIG IN PROGRESS THUMBNAIL Progress" screen. (See "Gig in Progress".)
- 5 MY GIGS EMPTY STATE contains the uPic logo and some instructional text.

If the toggle is set to "onlline", clients will be able to see the photographer

Displays the a thumbnail of the primary photo (see "My Gigs 2/2") along with the name of the client and the date and time of the gig. Tapping on

This thumbnail is displayed after the photographer accepts a gig, until the photographer completes the gig. Tapping takes the user to the "Gig In

If the photographer has not accepted any gigs yet, the "My Gigs" screen

My Gigs (2/2)

Displays the name and profile photo of the client, the date, the number of photos purchased, and the total net earnings for the photographer.

Photo thumbnails are organized into two tabs: Unpurchased and Purchased. Tap-

Gig in Progress (1/4)

ANNOTATIONS

- 1 YOU HAVE A NEW GIG minutes.
- 2 COUNTDOWN TIMER tion: fade out).
- 3 REJECT
- 4 ACCEPT screen (see "Gig in Progress 2/4")..

This screen appears automatically after the photographer has been selected for a photo shoot. It displays a photo of the client and the distance to the client in

Displays the time left that the photographer has to accept the gig, starting at 5 minutes. If the photographer does not accept the gig within 5 minutes, the gig is automatically rejected and the "You Have a New Gig" screen disappears (transi-

Tapping causes the Reject Gig pop up to appear (see "Gig in Progress 4/4").

Tapping accepts the gig and redirects the user to the "Gig in Progress Map View"

Gig in Progress (2/4)

Tapping closes the "Gig in Progress" screen. The photographer can return to this screen by tapping on the Gig in Progress icon in "My Gigs".

A static map that displays the address of the client with a pin representing their location. Tapping on the map opens the user's default maps app.

When the photographer taps this button the client will see the "Photographer Arrived" pop up (see "Get Pics"). The photographer is automatically redirected to

Shows the client's name and profile photo. Contains the following buttons:

• TEXT: opens the user's text messages with a blank message field to the client.

• CANCEL: Opens the "Confirm Cancellation - Photographer" pop up (see "Gig

Tapping opens the user's photo library where they can select up to 10 photos to upload. Photos fill in from left to right. After at least one photo is added, the "Cancel" button in the Client Thumbnail Sheet becomes the "Complete" button (see

Gig in Progress (3/4)

ANNOTATIONS

PHOTO THUMBNAIL

Tapping the checkbox selects the photo. Tapping the photo itself opens it in gallery view (see "Get Pics"). Tapping and holding allows the user to drag the thumbnail to a different position. All photos are unselected by default every time the user visits this screen.

REMOVE

Appears if one or more photos is selected. Tapping deletes the selected photos from the portfolio.

PRIMARY PHOTO

The photo directly to the right of the "Add Photo" button (or in the top left corner if the button is not available) is the primary photo for the photo shoot and will appear in the thumbnail for that photo shoot.

COMPLETE BUTTON

Tapping opens the "Complete Gig" pop up. (See "Gig in Progress 4/4").

Gig in Progress (4/4)

ANNOTATIONS

REJECT GIG POP UP

Tapping "Cancel" closes the pop up. Tapping "Reject" rejects the gig and closes both the pop up and the "You Have a New Gig" screen. (Transition: fade out.) The client will see the "Photographer Rejected" pop up in their app.

CONFIRM CANCELLATION - PHOTOGRA-PHER POP UP

Tapping "No" closes the pop up. Tapping "Yes, Cancel" cancels the gig and closes both the pop up and the "Gig in Progress" screen. (Transition: fade out.) The client will see the "Photographer Canceled" pop up in their app.

COMPLETE GIG POP UP

Tapping "Cancel" closes the pop up. Tapping "Yes" completes the gig and uploads the photos for the client to access. The user is redirected to the "My Gigs" screen where the "Gig in Progress Thumbnail" is replaced with the default gig thumbnail.

My Portfolio

© 2018 UPIC PREPARED BY SWENSON HE, LLC Displays the photographer's description and portfolio photos.

Tapping opens the user's photo library. They can select one or more photos

Tapping the checkbox selects the photo. Tapping the photo itself opens it in gallery view (see "Get Pics"). Tapping and holding allows the user to drag the photo to a different position. All photos are unselected by de-

Appears if one or more photos is selected. Tapping deletes the selected

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SEE LESS

Tapping returns the user to the "My Portfolio" screen without saving changes.

Disabled if no text is entered. Tapping saves changes to the description.

Collapses the description to the default view.

PayPal (1/2)

ANNOTATIONS

ENTER PAYPAL EMAIL

The user must enter their PayPal email address twice. Tapping the X button clears the field.

X ICON

Tapping returns the user to the Photographer Menu. Transition: slide down.

CONTINUE BUTTON

Disabled if the user has not entered two matching, valid emails. Tapping takes the user to the "Choose Amount" screen.

EMAILS DON'T MATCH ERROR

If the user taps out of the email fields and the emails don't match, they will see this error.

PayPal (2/2)

ANNOTATIONS

CHOOSE AMOUNT

The user can select to withdraw their total balance, or a custom amount.

BACK ARROW

Tapping takes the user back to the "Enter PayPal Email" screen. Transition: slide right.

X ICON

Tapping returns the user to the Photographer Menu. Transition: slide down.

TOTAL BALANCE

Tapping selects the user's total balance as the amount to withdraw.

OTHER AMOUNT

Tapping brings up the number keypad. The user must enter the amount they wish to withdraw. Once the user taps "Done" on the keypad, the entered amount will appear in the selected option.

WITHDRAW BUTTON

Disabled until the user selects an option. Tapping initiates the PayPal transfer and redirects the user to the "Transfer in Progress" screen.

TRANSFER IN PROGRESS SCREEN Displays static information. Tapping the "X" returns the user to the Photographer Menu. (Transition: slide down.)

Photographer Notifications

ANNOTATIONS

- 1 NEW GIG NOTIFICATION screen.
- CLIENT CANCELED NOTIFICATION 2

A push notification is sent to the photographer when a client books a photo shoot with them. Tapping on the notification takes the user to the "You Have a New Gig"

A push notification is sent to the photographer if a client cancels a gig in progress.

COMPREHENSIVES

5.0 Common Screens

Edit Profile

ANNOTATIONS

- 1 EDIT PROFILE SCREEN
- 2 HAMBURGER MENU the Photographer Menu.
- 3 EDIT PHOTO ICON Photo").
- 4 EDIT NAME ICON Tapping opens the "Edit Name" screen.
- 5 EDIT MOBILE NUMBER ICON
- EDIT EMAIL ICON 6 Tapping opens the "Edit Email" screen.
- EDIT NAME SCREEN 7 screen without saving changes.
- SAVE CHANGES BUTTON (NAME) 8
- 9 EDIT EMAIL SCREEN without saving changes.
- SAVE CHANGES BUTTON (EMAIL) 10 email.

The user can edit their photo, name, mobile number, and email.

If the user is in the client section of the app, tapping opens the Client Menu. If the user is in the photographer section of the app, tapping opens

Tapping opens the "Select a Profile Photo" screen (see "Register: Profile

Tapping opens the "Enter Mobile Number" screen (see "Get Started").

The user can edit their first and last name. Tapping the "X" closes the

Tapping saves changes to the first and last name fields.

The user can edit their email address. Tapping the "X" closes the screen

Disabled unless a valid email is entered. Tapping saves changes to the

Logout

ANNOTATIONS 1 LOGOUT SCREEN 2 LOGOUT BUTTON Logs the user out of the app 3 CANCEL Closes the logout screen.

Logs the user out of the app and redirects to the "Get Started" screen.

6.0 Style Guide

Style Guide

UI Kit (1/3)

Tabs	
ırchased	Purchased
1	
Purchase	Pics
n Inactive	
Search Again	
Balance 3.00	Other Amount \$15.00
all	Text
Te	xt X Cancel

UI Kit (2/3)

Input Fields		lcons
Default Input	Filled Input	
Enter your first name:	Enter your PayPal email address:	
	kjones@gmail.com	~
Default Input with Instructions	\bigcirc \bigcirc \bigcirc \bigcirc \bigcirc	
Enter your PayPal email address: Email	$\angle 8 0 3$	

UI Kit (3/3)

THANK YOU

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