

Waypoints Client Brief

About the Company

Waypoints is an application company which utilizes augmented reality for better lifestyle, advertising, promotions, social platforming and more. All of this is incorporated in their app known as Waypoints.

About the Product

The app allows the user to leave tone, video and text memories based on the location they happened at. Depending on the personal settings of both parties, those memories can be available to everyone or just your friends. You can leave a brief photo or video recording of an event then anyone with Waypoints can access this memory if they are in the same spot that it was recorded at.

Businesses can use the Waypoints app to provide exclusive content, for example you could see a coupon delivered to your hand-held device while approaching a Starbucks.

Organizations could offer a historical downtown tour on your device. Museums might apply alternate reality tooltips to enhance an exhibition they are promoting.

Target Audience

Most users would come from large urban cities such as New York, Detroit and San Francisco. The range of the users would be from 16 to 35 years of age, be of all genders and ethnicities. The app is completely free to individuals.

Waypoints funding will come primarily from corporations as an alternative form of advertisement.

The Website

The main message of the website is to promote the Waypoints app, raise awareness of the app and increase downloads rates at both Google Play and Apple Store.

The user is looking for information about the Waypoints App; to learn more about the app and to download the app. Corporate users are looking for more information on how to advertise through the Waypoints app.



Waypoints Client Brief

Waypoints is interested in building an online community of users. Waypoints is looking to provide information about the app, to educate users on the benefits of the app and how it is used to ultimately lead the user into downloading the Waypoints application.

Waypoints is also interested in providing information to corporations by contacting an administrator through a contact form.

The tone of the website will be upbeat, energetic, adventurous and engaging. It will also be universal and androgynous to reflect the aspect of a broad and diverse client pool. User stories could be used to showcase some of the features of the application. For example, a museum aficionado's story could be used to show how the AR tooltips enhanced their trip to a museum.

Website Features

The website may contain the following special features. Features may be added or removed as needed.

- CSS animation
- Carousel hero image
 - <https://getbootstrap.com/examples/carousel/>
- Contact form and Email
 - <http://www.bootply.com/waK1iLoXCi>
 - <http://mailchimp.com>
- Timeline
 - <http://bootsnipp.com/snippets/featured/zigzag-timeline-layout>
 - <http://bootsnipp.com/snippets/featured/timeline-21-with-images-and-responsive>
- Random User Testimonials
- Forum or blog
 - <http://en.snippicious.com/code-snippet/forum?num=8>
- Call to action
 - Download button – App Store and Google Play

The website will be using a bootstrap template for its layout like Guide Free HTML Template.

- <http://graphicburger.com/guide-free-html-template/>

Competitors Websites

Waypoints is the *"tip of the spear"* in alternate reality application. There are currently no competitors although Pokémon Go would be the closest for comparison.

Waypoints User Personas

Scott T Falcon



Age: 17

Gender: Male

Character: Adventurous thrill seeking skateboarding type.

Education: High School

Tech Level: Fairly high

Bio

Leading member of Planet X, Scott T recently dropped a heavy hammer of tricks in their promo video, letting his skating speak loudly and clearly for itself. Scott T's ultimate goal: Thrasher's Skater of the Year.

Goals

- Thrasher's Skater of the Year.
- Needs to promote skate team through video.
- Open a non-profit to teach others to skate.

Frustrations

- Slow uploads of videos and photos.
- GPS functions that lag or don't work.
- People not knowing where he is doing his next trick.

Rosie La Luz Serena



Age: 20

Gender: Female

Character: Social fun loving center of attention sorority type.

Education: College

Tech Level: Moderate

Bio

Self-described as a "*Social Diva*", Rosie La Luz Serena loves to throw only the most epic scavenger hunts which finish at the most epic parties. Rumor has it several scavenger hunters are still lost on campus. Epic

Goals

- Host the largest scavenger hunt in U of D history.
- Plan, promote and host scavenger hunt parties.
- Own an event planning service.

Frustrations

- Apps that have ads because its tacky.
- Complicated user interface.
- Lost scavenger hunters missing her parties.

Waypoints User Personas

Stacie Calgon



Age: 32
Gender: Female
Character: Single mother very little spare time always looking for a bargain type.
Education: Some college
Tech Level: Low

Bio

As a single mother Stacie is very busy and is very aware of the meaning of a budget. Stacie works very hard and wants her money to work just as hard so that she can raise her children as stress free as possible.

Goals

- Find the best deals to help her money stretch farther.
- Save money.
- To be the best mother she can be and finish college.

Frustrations

- Out of date coupons and ads.
- Not very tech inclined.
- Not being able to redeem and online coupon at a store.

Andy Bourgeois



Age: 27
Gender: Male
Character: Hipster anti-establishment anti-consumerism history loving artist type.
Education: College
Tech Level: Very high

Bio

Tech savvy "*Hipster*" Andy loves to go to the city museums to learn about history and study art. Andy is very anti-establishment feeling that consumerism is "*the end of the world as we know it*". Owns all the latest Apple gadgets.

Goals

- Spread his view of consumerism to all that will listen.
- Avoid corporate identities.
- Visit all the worlds art and history museums.

Frustrations

- Apps that have ads because its consumerism.
- Apps that don't allow for personal optimizations.
- Incorrect information of a display at museum.

Waypoints Content Strategy

Deliverables List

- Website to be hosted on a private server
 - Maintained by CLZII Web Designs
- Mail Chimp for email and newsletters
- 123contactforms for corporate contact forms
- Data R Us for user data base for testimonials
- Waypoints App download through App Store and Google Play
- Theme colors: black, white, greys and orange

Content Strategy

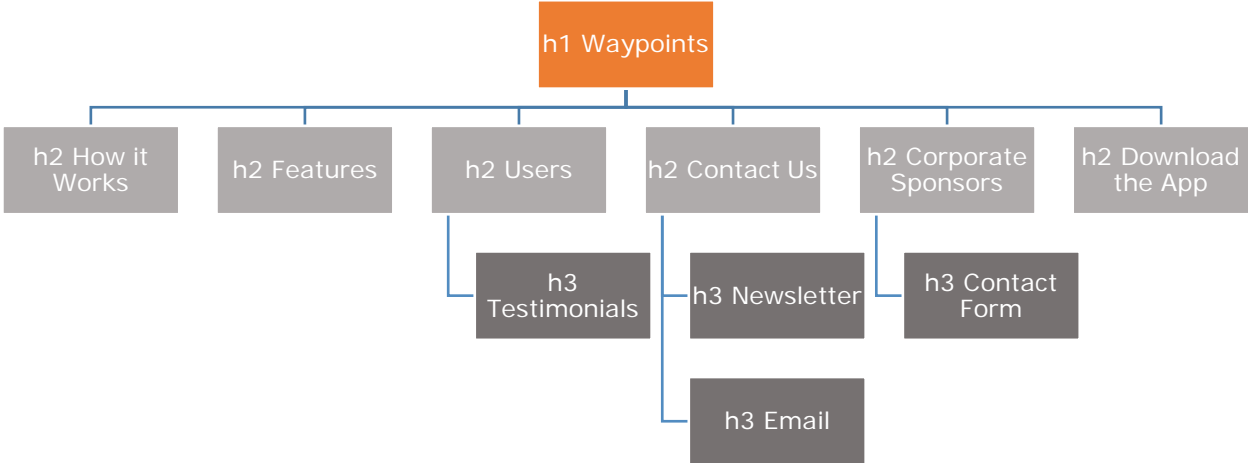
Hierarchy	Content	Container
H1	Waypoints	
H2		Slider
H3	Download	Call to action button
H2	How it Works	Timeline
H3	Download	Call to action button
H2	Features	
H3	Download	Call to action button
H2	Hear for some Users	
H3	User testimonials	Cards
H3	Download	Call to action button
H2	Contact us	
H3	Newsletter	
H3	Email	
H2	Corporate Sponsors	
H3	Contact Form	Modal
H2	Download	Modal

Sitemap

- Home
- How it works
- Features
- Users
 - Testimonials
- Contact Us
 - Newsletter
 - Email
- Corporate Sponsors
 - Contact Form
- Download the App

Waypoints Content Strategy

Hierarchy





Waypoints

This is an Example of a Header

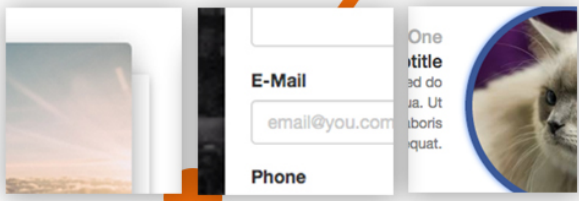
Font: Helvetica, Arial, Sans Serif

This is an Example of a Sub Head

Font: Helvetica, Arial, Sans Serif

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

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This is an example of a Button



Adventure
Energetic Intuitive
UPBEAT

WayPoints

A Subtitle

Donec ullamcorper nulla non metus auctor fringilla. Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus magna, vel scelerisque nisl consectetur. Fusce dapibus, tellus ac

[App Store](#) [Google Play](#)

How it Works

[App Store](#) [Google Play](#)

Easy to Use & Intuitive Design

[App Store](#) [Google Play](#)

Hear from some Users

<p>User Name</p> <p>Placeholder text</p>	<p>User Name</p> <p>Placeholder text</p>	<p>User Name</p> <p>Placeholder text</p>	<p>User Name</p> <p>Placeholder text</p>
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[App Store](#) [Google Play](#)

Waypoints

http://

WayPoints

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[App Store](#) [Google Play](#)

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[App Store](#) [Google Play](#)

Easy to Use & Intuitive Design

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Hear from some Users

User Name

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[App Store](#) [Google Play](#)

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