Adverising Design
Brief 1 - Memefest.

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Solving the Problem :

The Problem	Lack of interactions on public transport
The Concept	We are in a society, that it would be almost impossible to take someone away from technology Instead of working against it Work with it
The Solution	Use technology to get people to interact on public transport Create an app that is accessable to everyone with a smart phone

Solution :

The Solution:

“ Create an app that is accessable to everyone with a smart phone”

We are all traveling the same way, by the same method and we are all probably scrolling through our news feed or playing games. Why cant we talk about it ? and talk about how awkward the silence of this train is ?

Instead of fighting the social media battle, why dont we use it to our advantage. Almost everyone has a smartphone or smart object that allows them access to apps such as facebook and instagram. Developing on from ‘social media’ this app could really help to get people interacting and socialising with the people around them.

An app that allows you to automatically check in when you arrive at any public transport station. Once ‘checked in’ you can choose to check in the specific form of transport you will be taking.
This app allows you to chat, meet up, share, gossip and find .

CHAT
a place for people to chat about anything

MEET UP
Organise to sit together

MX CHAT
Were people can talk about the MX (gossip, quiz’s etc)

FIND
Find someone on the train (friend, same interests)

SHARE
Share games, books, music etc

Solution :

CHAT

a place for people to chat
about everything & anything

MEET UP

MEET UP
Organise to sit together

MX DISCUSS

Were people can talk about the MX (gossip, quiz's etc)

FIND

Find someone on the train
(friend, same interests)

SHARE

Share games, books, music etc

Smart Phone App

Fault :

1 Problem *Stalking*

Knowing the type of person that is on the train can lead to stalking and misuse of the app.

1 Solution *Security*

Making the app user anonymous
Including a login, a username so you don't have to use your own name and you can create you own character
Following the lines of facebook once you see people who are checked into the train you can ask to chat, connect or share with them. But first they have to accept before you can do anything

Development :

Inspiration :

Ctrl. Alt. Design.

The Works :

Joining Up:

Create a profile: → Create a Character: → Choose interets: → Find people with similar interests

Loging In:

Username password → Find: Those nearby or interests → Choose if you want to connect → Chat, Share, Connect, → Choose to stay connected

Choose to stay connected → Stay connected: - adds to your list of 'buddies' who you can contact whenever and see their page.

Choose to stay connected → Delete/ block: Simple delete them from history or if you found a weirdo you can even bloch them so they will never come up again.

Stay connected: - adds to your list of 'buddies' who you can contact whenever and see their page. → If a 'buddie' is on a train iit will inform you

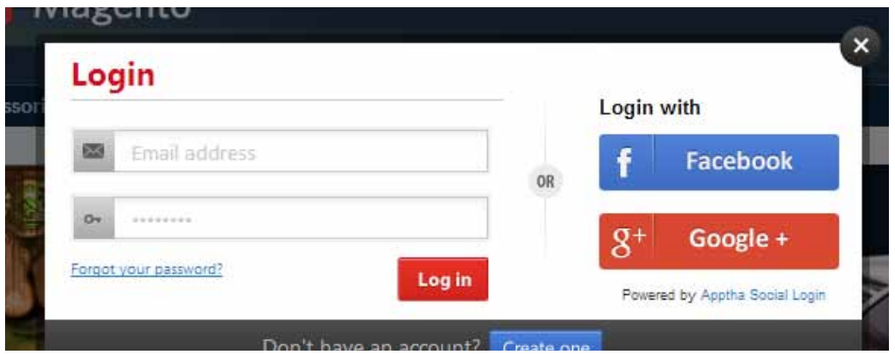
Elements :

Blocking users:

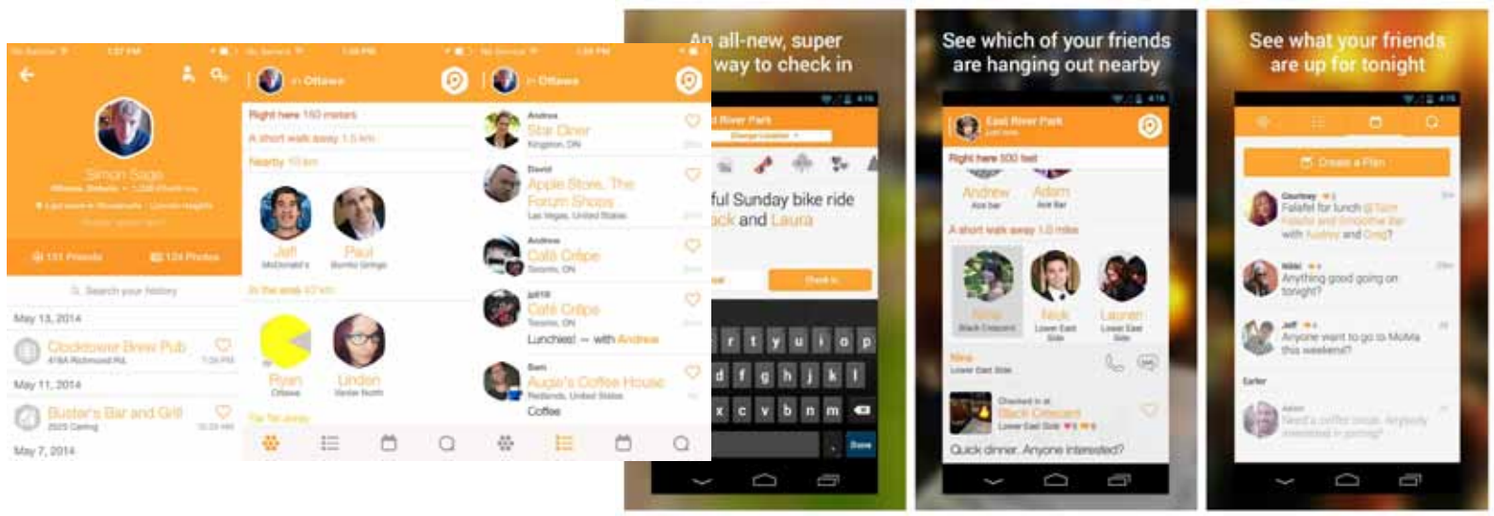
Easy Navigation:

Creating a profile:

Logining in using user name:



Easy to find friends



Accepting or decling freind request:

Final Product :

IN THE LOOP.
LOGIN:
username
password
CREATE NEW
CREATE NEW
Username
Password
interests...
DONE!
You are catching the :
11:30am
Williamstown Service Platform 9
CHAT
SHARE
DISCUSS
SEARCH
SHARE
CHAT
DISCUSS
SEARCH
Comment
Upload
Share
alex123:
I hate peak hour!!
any suggestions on games?
Flinders Street looking amazing!
DISCUSS
CHAT
SHARE
SEARCH
type keyword.....
DAILY MX
TRAINS
SURROUNDINGS
LOVE ADVICE
OVERHEADS
FOOTBALL
POLITICS
GAMES
SEARCH
CHAT
SHARE
DISCUSS
type keyword.....
searching.....
CHAT
DISCUSS
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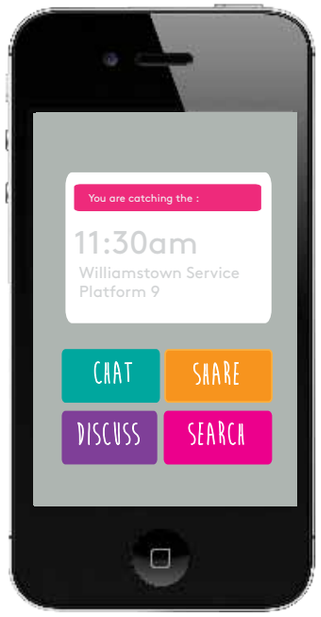
alex123
BoRis-D
catlady1
D.m.a.c.
freddy_wall88
alex123
Me
alex123
Hey.
Hello
How are you?
type message.....
alex123
catlady1
D.m.a.c.

Landing Page

Login Page

New account



Account page

Share

Chatroom

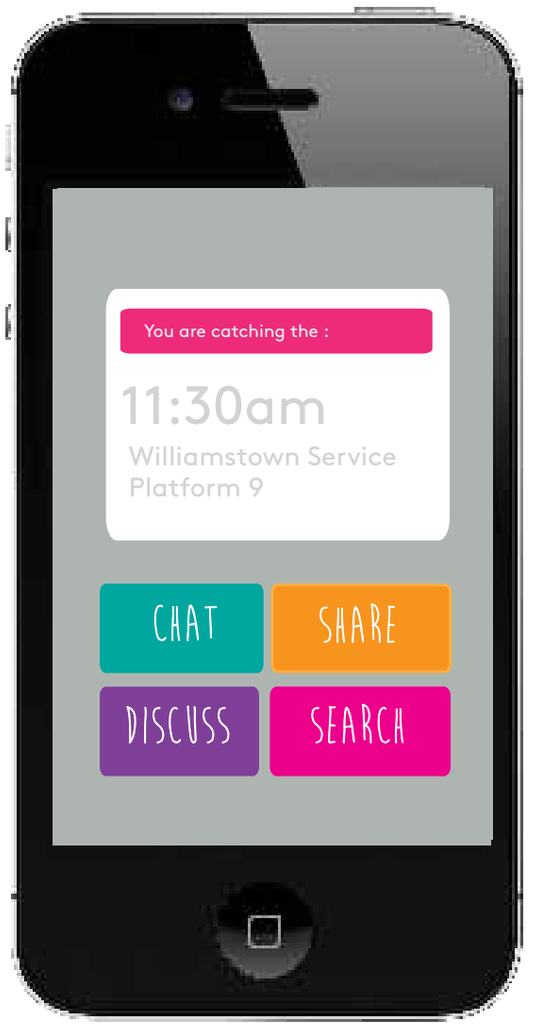
Search

Discuss

IN THE
LOOP.

LOGIN:
username
password
CREATE NEW

CREATE NEW
Username
Password
interests...
DONE!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DISCUSS
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Upload
Share
alex123:
Tuesday 7:31am
I hate peak hour!!
30
7
Wednesday 3.21pm
any suggestions on games?
2
11
Friday 9:12pm
Flinders Street looking amazing!
30
7

DISCUSS
SHARE
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CHAT
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BoRis-D
catlady1
D.m.a.c.
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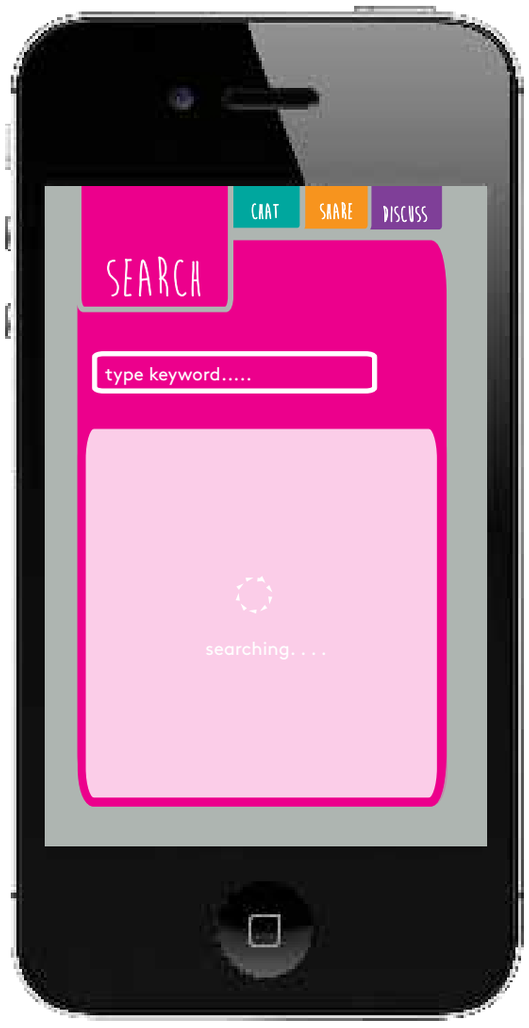
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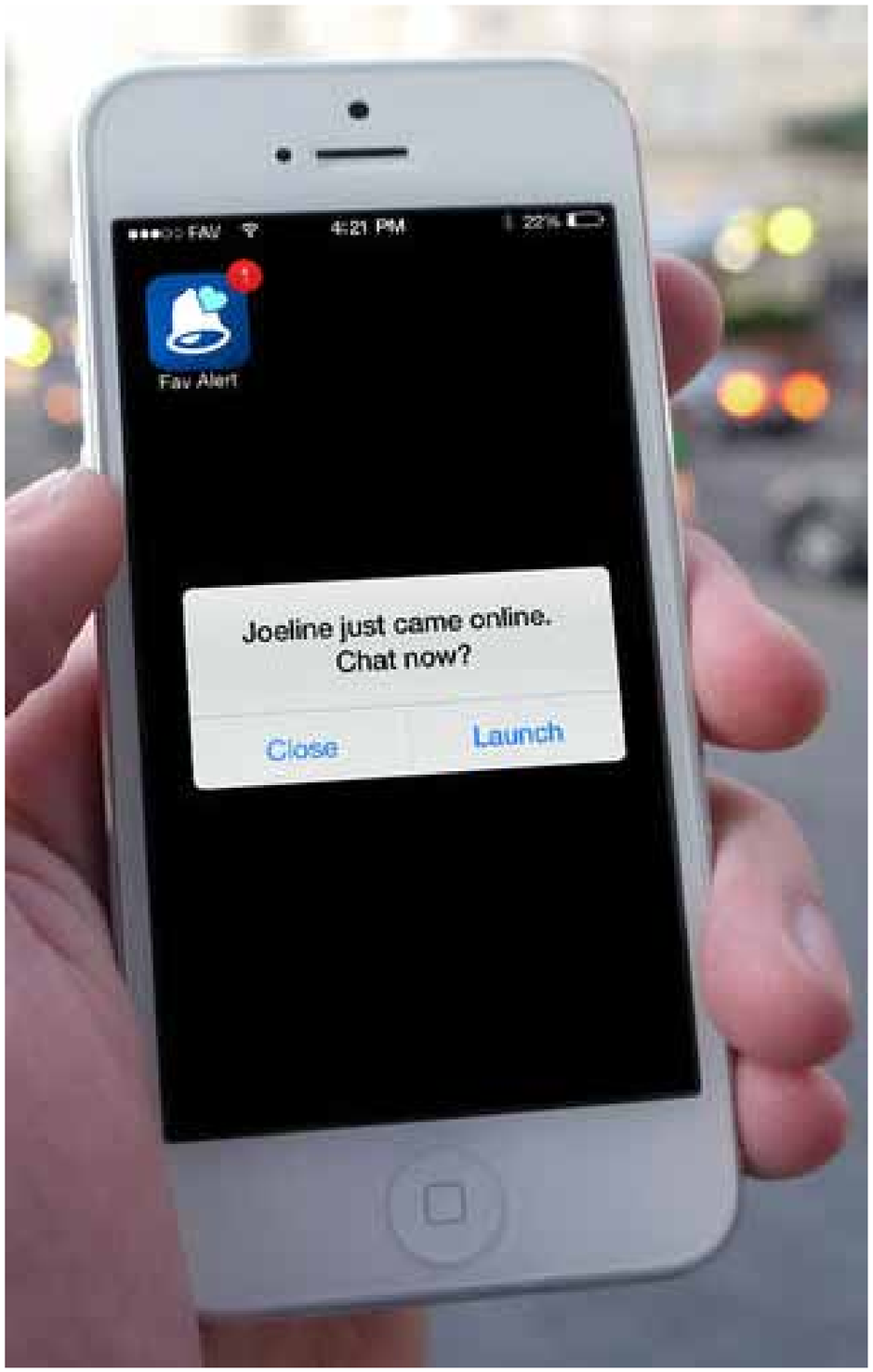
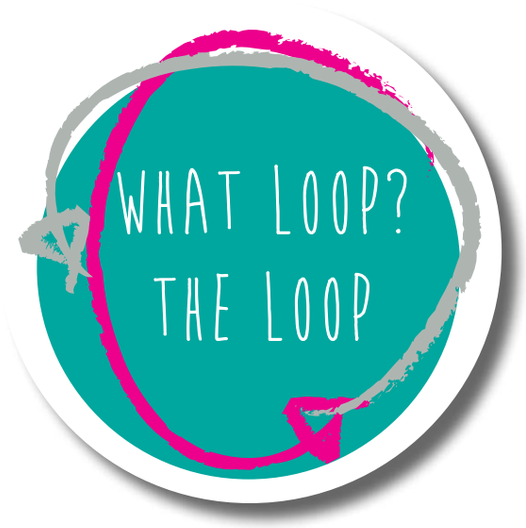
Features :



This app comes with the following features :

- Connecting automatically when within 10km of a trainstation
- Alerts you when someone you have connected with is online
- Alerts you when someone shares something in your 'discussion groups'
- Allows you to either stay anonymous or not
- Block or delete users
- Many privacy setting
- Account can be changed or deactivated at anytime



How will 'In the Loop' be promoted?

Stickers.

These stickers wont give much away, but will hopefully leave the viewers puzzled and questioning what is 'In the loop.'

This sort of attention will get people talking and seraching on smart devices ' What is in the loop? which will lead them directly to a website explaining the app in more details.