

BoatTrader App Wireframe

Notes:

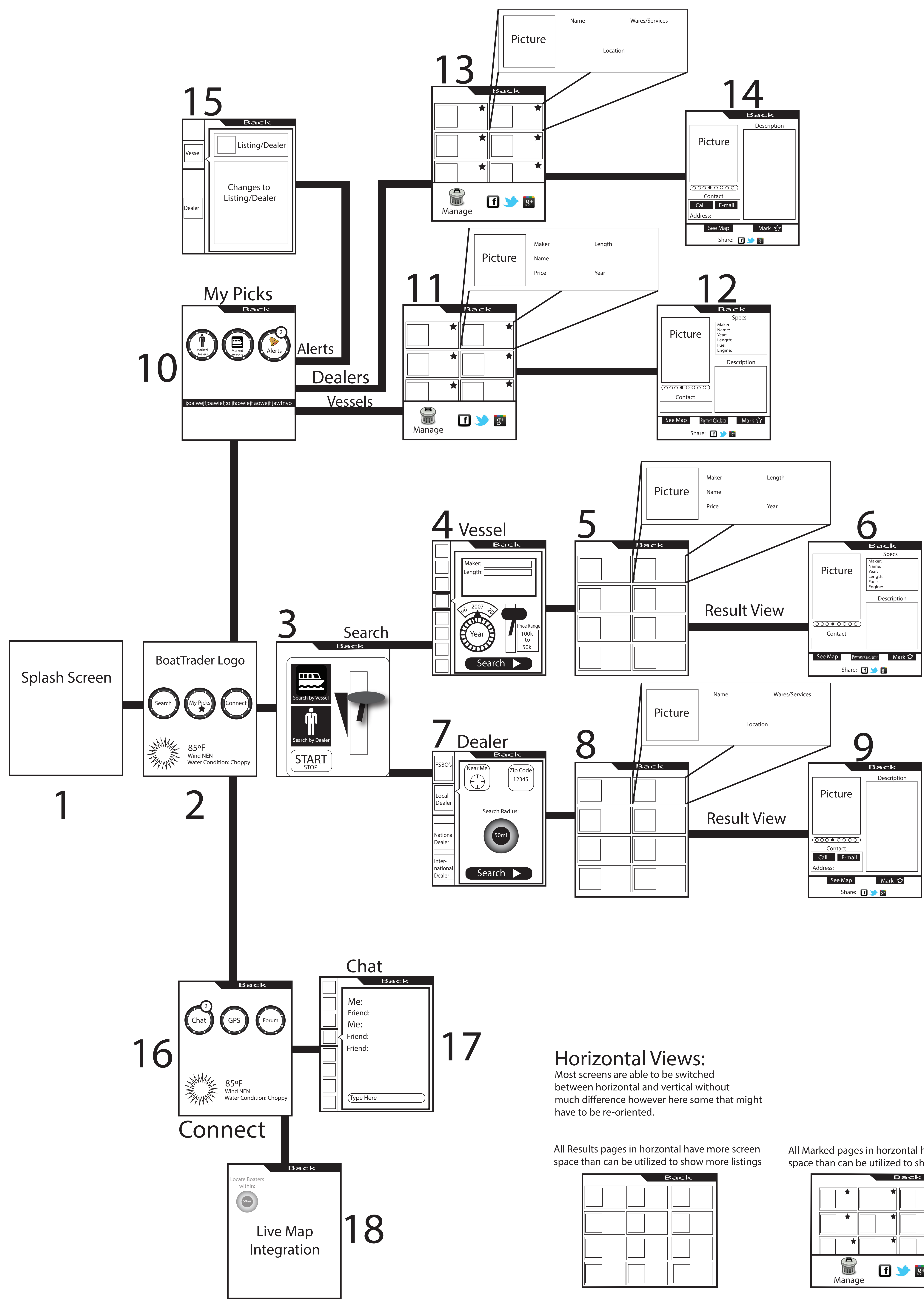
- 1: Use of splash screen to hide app loading time
- 2: first initial menu, has simplified UI so as not to assault user immediately with information, at bottom half of screen a live stream of current weather and water conditions, boattrader logo is at top with three port window style buttons giving three choices to begin the experience
- 3: search button leads to UI of a control panel view of a boat, here user can drag the throttle to choice of search and then can begin by pressing the boat starter button (as a note for all screens: the "back" tab at the top of each screen allows the user to go to the previous screen if user slides tab across top of the screen)
- 4: choosing vessel search brings up filter choice UI in style of boat controls, type of craft and be selected from left by dragging choice into highlighted bars, then other options can be determined through text input fields, rotating dials, and pulling down or up of throttle
- 5: display page UI, has each listing in style of business cards that display profile pic and prioritized important information to draw views and user to look at listing, can be dragged down or up to look through results
- 6: once a result has been chosen, result UI comes up, has gallery of pictures that can be swiped through, has sectioned of information boxes for Specs, Description, and Contact the seller, also at bottom has tabs for seeing the result location on the map, a payment calculator, mark as favorite, and the ability for the listing to be shared via twitter, facebook and google+
- 7: the dealer filter UI, a local, national, international dealer or FSBO can be chosen, zip code specific, or use the near me button to find within the chosen radius everything near your zip code, the search radius determined by user pinching in or out of the circle
- 8: UI is the same as the vessel results page
- 9: dealer result UI is very similar however does not have box for Specs or tab for payment calculator, more room for description box so dealer can list types of products and services
- 10: My Picks UI, this is a tentative title, has three options of seeing the vessels or the dealers marked by the user or of seeing alerts that update the user to any change in a marked listing or dealer, has streaming content style ticker that slides across the screen showing kinds of alerts that can be viewed in alerts screen
- 11: similar UI to results page but only contains results marked by user as denoted by symbol, at the bottom there will be a manage option allowing the user to delete marked vessels/dealers and also the ability to use social media to share a listing/dealer
- 12: the UI will be the same as in the standard search
- 13: same as 11
- 14: same as 12
- 15: alerts UI, can see alerts filtered by either vessel or dealer on left similar to 4, the listings/dealers that have been updated will have their cards displayed and when pressed will have the changes displayed with a drop down text box
- 16: another port window style button choice menu with options of chatting with friends who have the app, ability to use GPS to locate other boaters using app or other GPS devices, and finally a button that will redirect the user to their mobile web browser taking him/her to the forum on-site, have weather stream at bottom or some sort of other data stream to take up space at the bottom
- 17: chat UI, simple but effective, text entry at bottom with display of current conversation
- 18: GPS UI, can change the area by pinching the circle in or out and rest of the screen is devoted display of integrated live map, radius button is overlaid over the

Example User Paths

- Search for Vessel: 3-4-5-6
- Search for Dealer: 3-7-8-9
- View Marked Vessels 10-11-12
- View Marked Dealers: 10-13-14
- View Alerts: 10-15
- Use Chat: 16-17
- Use GPS: 16-18
- Go to Forum: 16-18

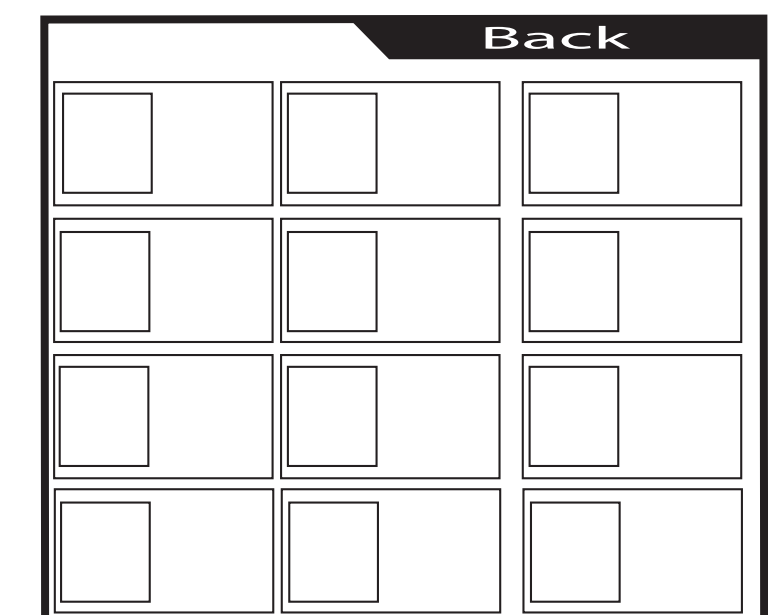
Updates:

- 3: new UI
- 5: added price
- 6: more realistic size relations (applies for all other result views)
- 7: added more categories on left, added near me button, made zip code button
- 10 and 16: made UI more uniform with screen 2, added option to have streaming content and badges
- 18: made radius filter transparent overlaid on top of full screen map
- added potential horizontal UI changes
- updated notes for numbers listed above
- UI for all screens with back tab have been repositioned, see parentheses in note 3



Horizontal Views:
Most screens are able to be switched between horizontal and vertical without much difference however here some that might have to be re-oriented.

All Results pages in horizontal have more screen space than can be utilized to show more listings



All Marked pages in horizontal have more screen space than can be utilized to show more listings

