USER FLOW CHARTS & APP DEVOPMENT

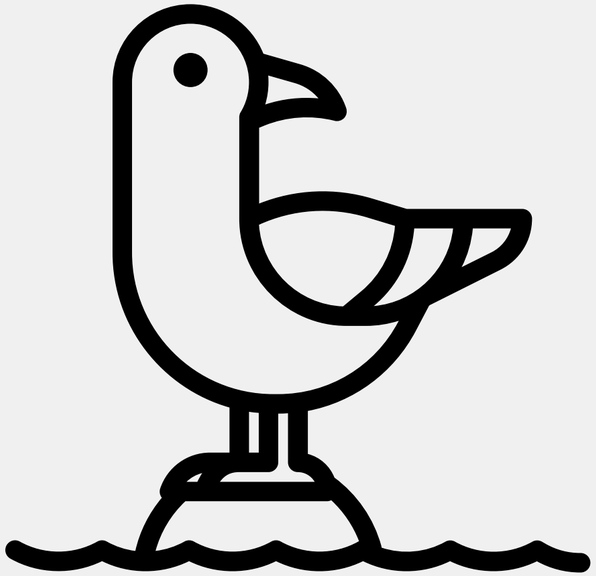
NIX PENDERGAST

ICM 517

ABOUT THE APP

The name of the proposed phone application is the Long Beach Gull. The app's **purpose** is to provide resources for both residents and visitors

The **function** of the Long Beach Gull provides information about Long Beach, but is also local news and events. It also gives residents the ability to do things like check local news, check the weather, and pay their bills.



THE LONG BEACH

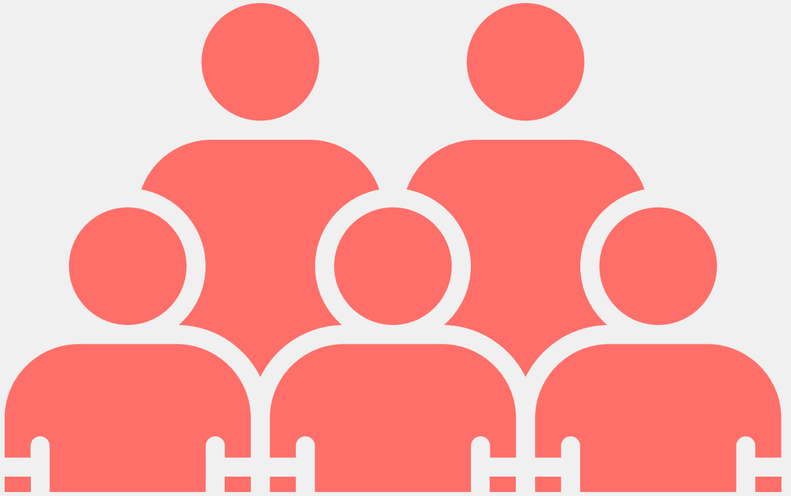
GULL

TARGET AUDIENCE

The **target audience** of the Long Beach Gull is both the residents and visitors to Long Beach.

The sections of the app, News Hub and Resident Center are both made based on what resources residents may need. While the Visitor's Center is made up of resources that a vistor may need.

Residents are the primary target audience, so most of the function of the app is made for them. If they find it useful, then they will suggest it to tourists.



APP INFORMATION ARCHITECTURE

Header
News Hub
Resident Center
Visitors Center
News
Weather
Events
Job Opportunities
Local Businesses
Local Map
Water/ Sewage Payment
Government & Business
About
Local History
Activities
Historic Sites & Museums
Outdoor Attractions
Boutique Shops
Hospitality
Restaurants
Lodging
KEY:
Menu
Section
Page
Sub Page

POTENTIAL USERS

BARBARA

I am a local resident of Long Beach who has a busy work schedule and wants an easy way to pay my bills on my phone. I want an app that is fast and easy to navigate.

Barbara is a long-time resident of Long Beach. She owns one of the shops in the town and often has very busy days because of it. Since her business keeps her occupied, it would be easier for her to be able to pay her bills on her phone rather than finding the time to get on the computer. She needs an app that makes it easy to pay her water and sewage bills.

JOSHUA

I am a local resident of Long Beach who would like to stay connected with the community. I would like an app that makes it easy to see the current events, news, and announcements.

Joshua is a new resident of Long Beach who would like to be more updated on what is going on in the town. He wants a simple way to access the latest news, know of any events where he can meet people, and get any important announcements. He wants to be kept informed, but not to be overwhelmed with information either.

LUCY

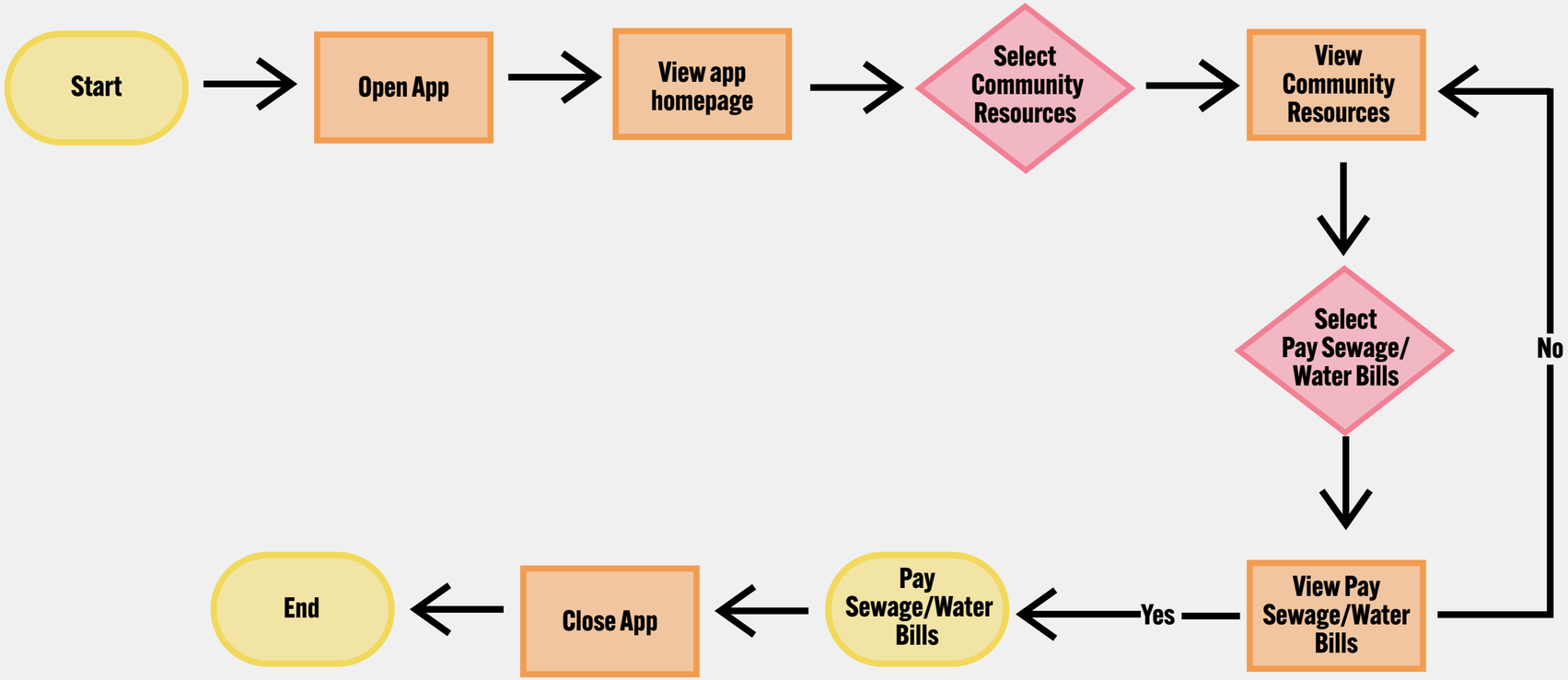
I am a visitor to Long Beach who is trying to find a place to stay, places to eat, and see what there is to do in the town.

Lucy is a visitor that is coming to Long Beach for a weekend get-away. She wants to find a good place to stay, some good places to eat, and figure out exactly what she wants to do while visiting Long Beach. She drove to Long Beach, so she can travel a while to do something, but she prefers walking.

USER FLOW GRAPHS

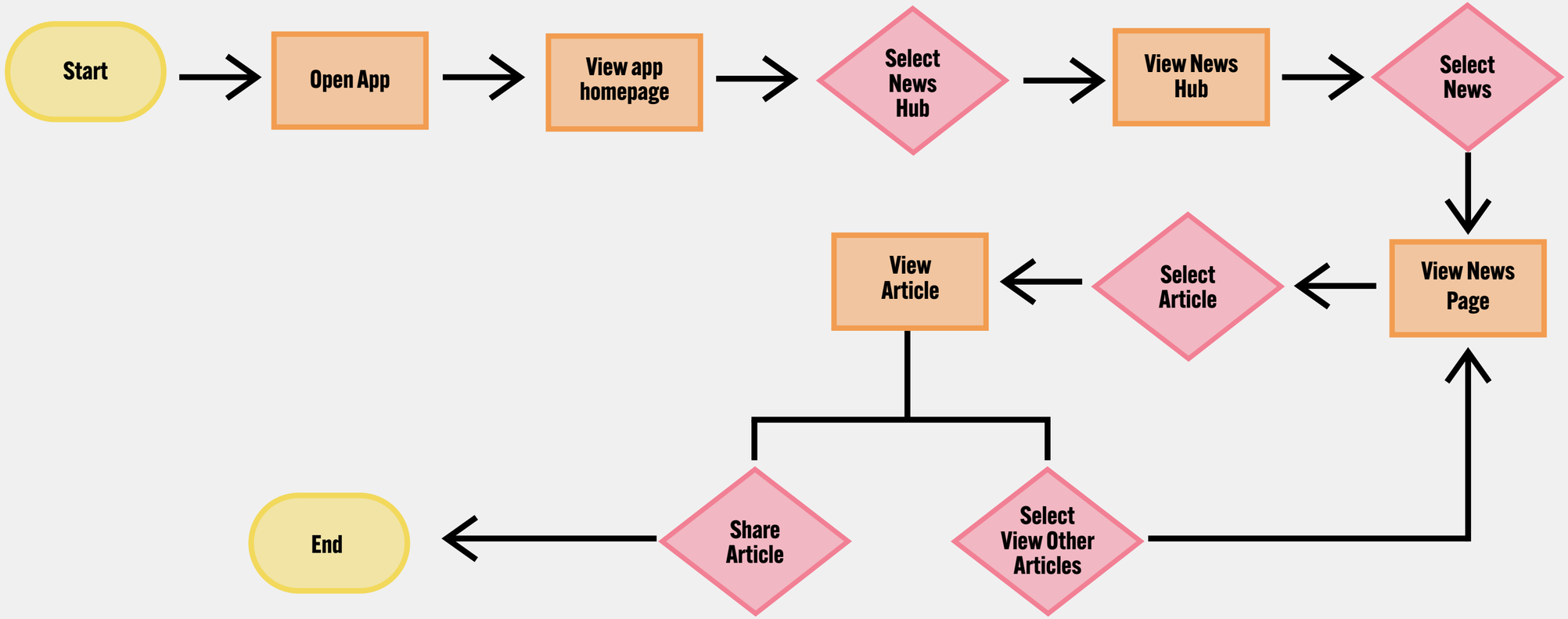
BARBARA

Barbara would open the app and navigate to “Resident Resource” from there she would choose “Pay Water/Sewage Bills” which would take her to the page in-app that allows her to pay her bills. Her goal would be accomplished, so she would then have to just close the app.



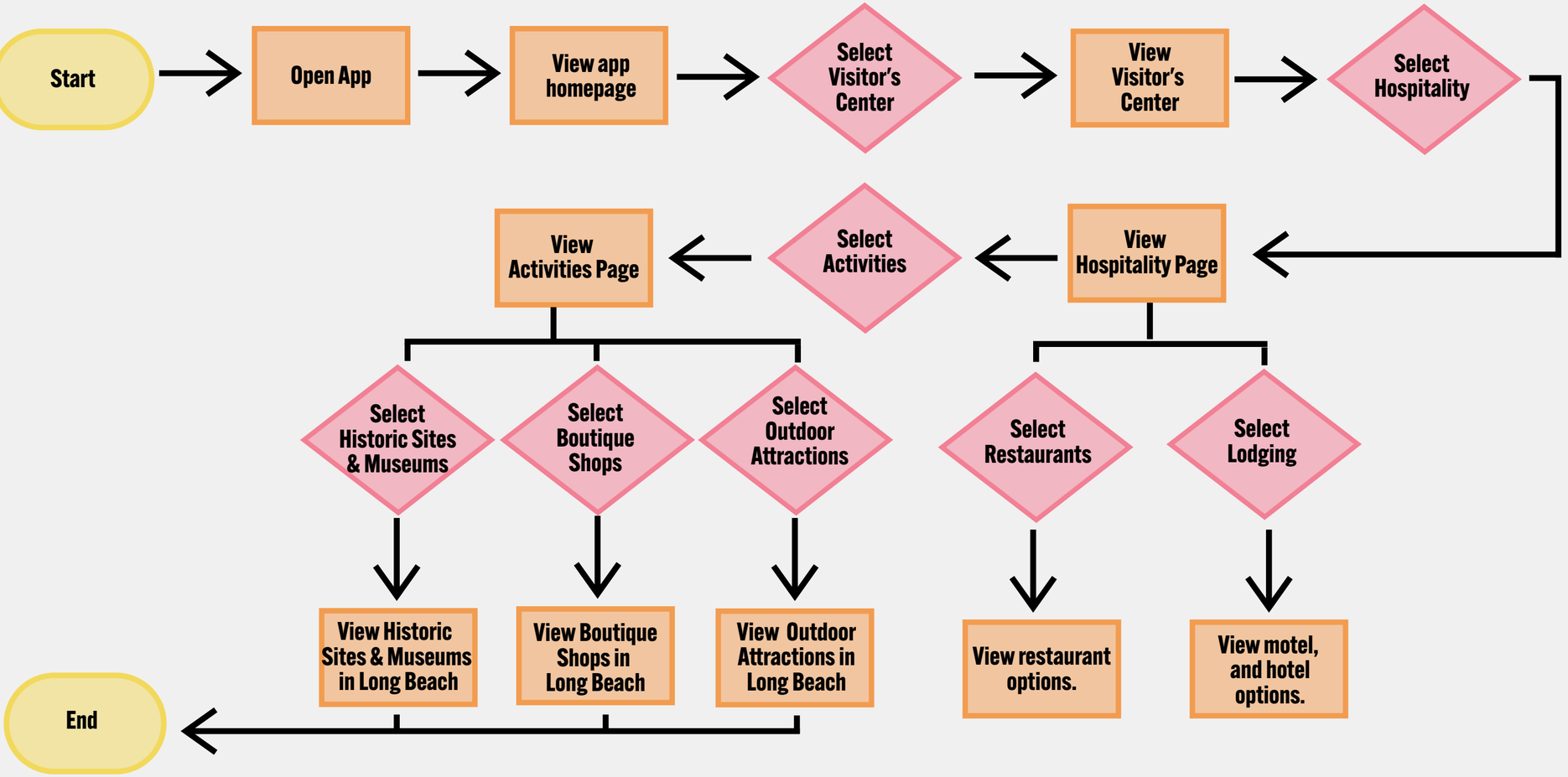
JOSHUA

Joshua would open the app and navigate to “News Hub” which will take him to a page of articles. From this page he can scroll through and choose an article. Once he makes his choice, he can read the article. The app will give him the options to share the article. He can say no be taken back to the article until he wants to end the session. If he shares the article, it ends the session and takes him to the other app.



LUCY

Lucy would open the app and navigate to “Visitor’s Center.” From there, she will choose “Hospitality” and then “Lodging” to find a place to stay. Next, she can select “Restaurants” to find some restaurants she will want to visit while in Long Beach. Then she can go back to the activities section to see what there is to do. She can select “Outdoor Attractions”, “Historic Sites & Museums”, or “Boutique Shops” to get more information. When she’s decided on some places to go, she can close the app.



THANK YOU
FOR VIEWING