

CatStay : iOS App Concept

Wireframe v1.0

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1

start

2

browse

3

register

4

booking

5

message
& favorite

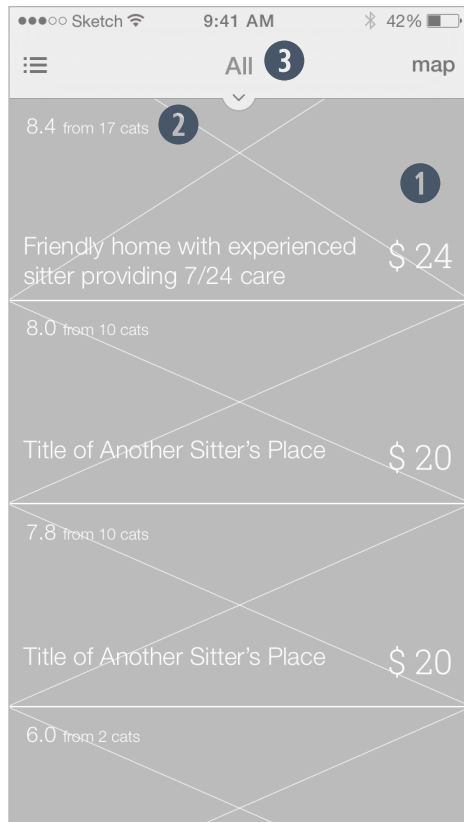
6

listing

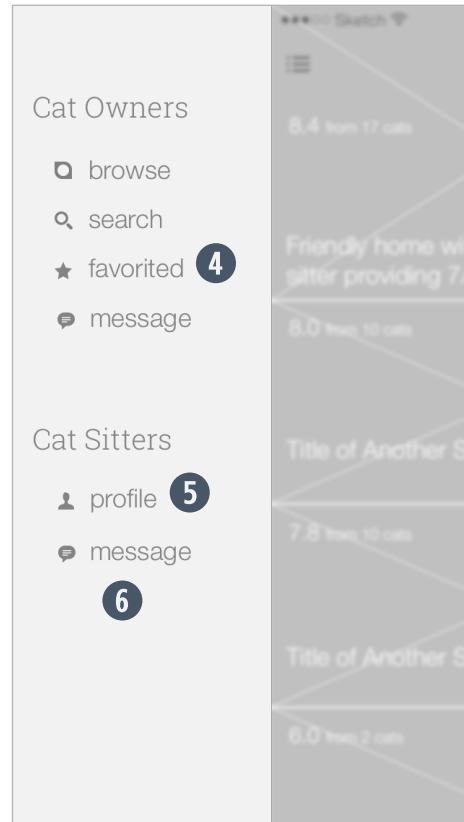
7

managing

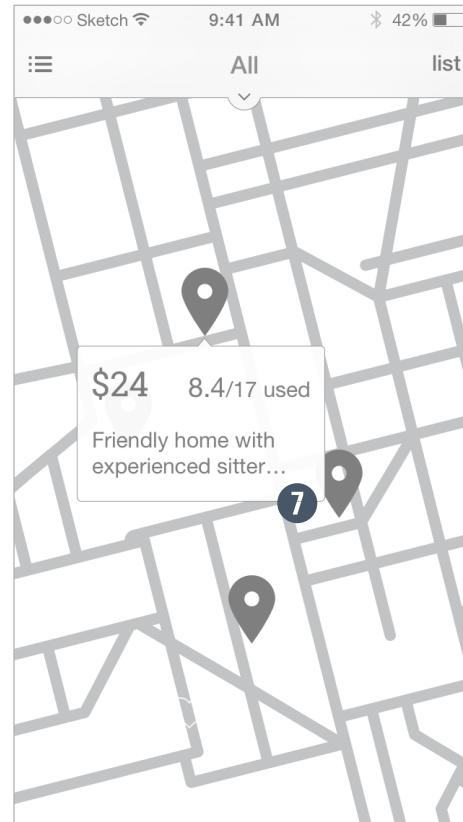
1. start



index page



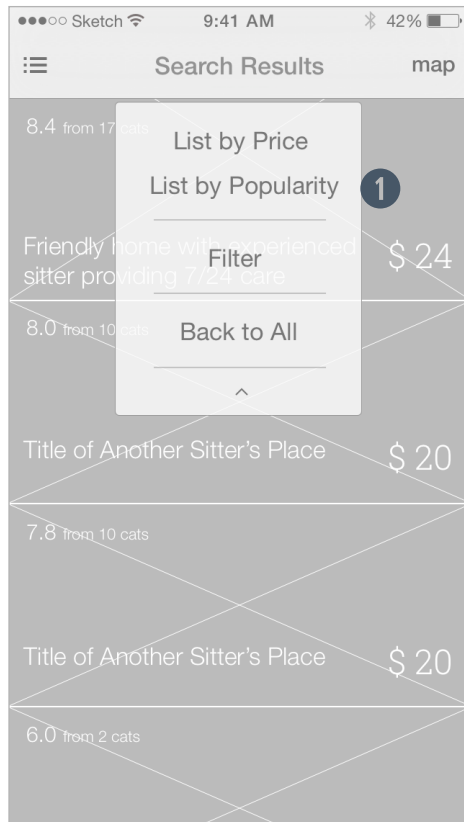
menu



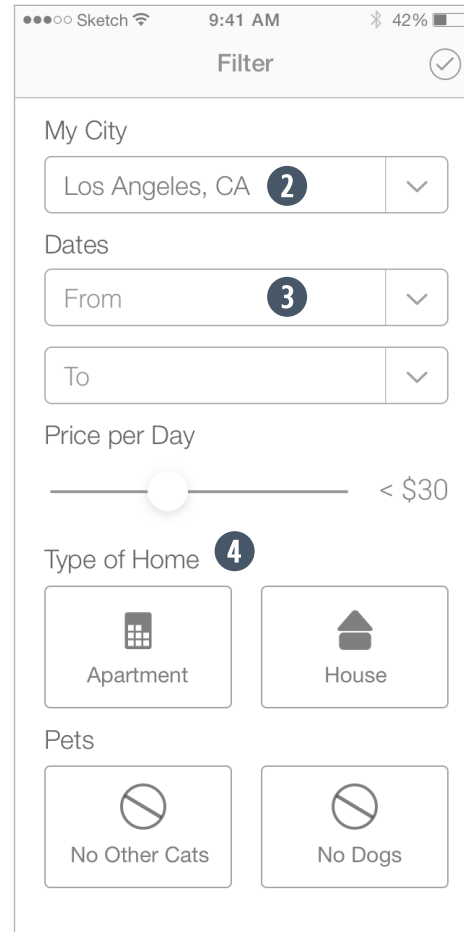
map view

- 1 Optional: The first image can be reserved for special listing recommendations.
- 2 Marking system can be changed to a five-star (or five-paws in this case) system to allow more interesting graphics.
- 3 Opens **sorting options**.
- 4 Users don't have to log in to add favored items.
- 5 If user's not logged in yet, this will lead to the **registration page**. If user has logged in but has not registered as a sitter, this link will start the **sitter registration process**.
- 6 If user is logged in & has booking records, a **booking management** menu item will be added for both owners and sitters.
- 7 Links to **detail pages**.

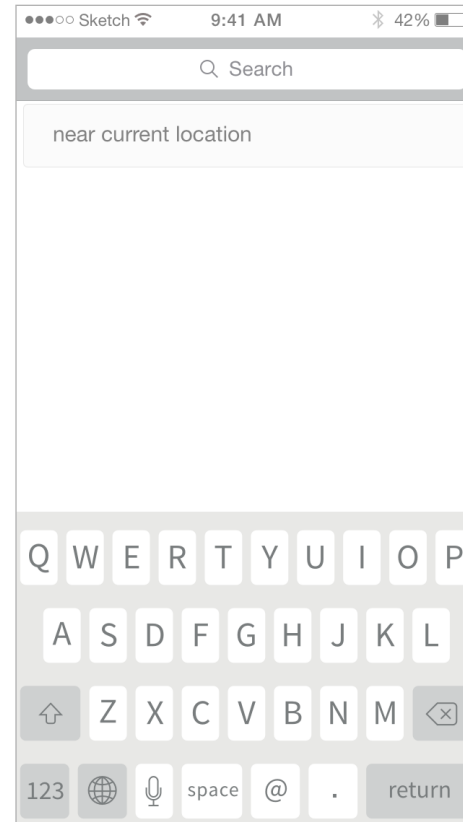
1. start



sorting options



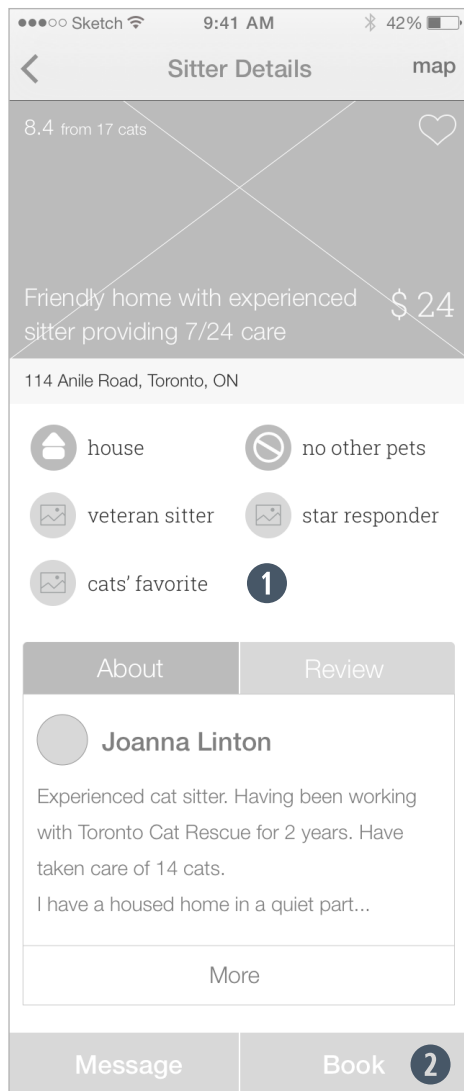
display filter



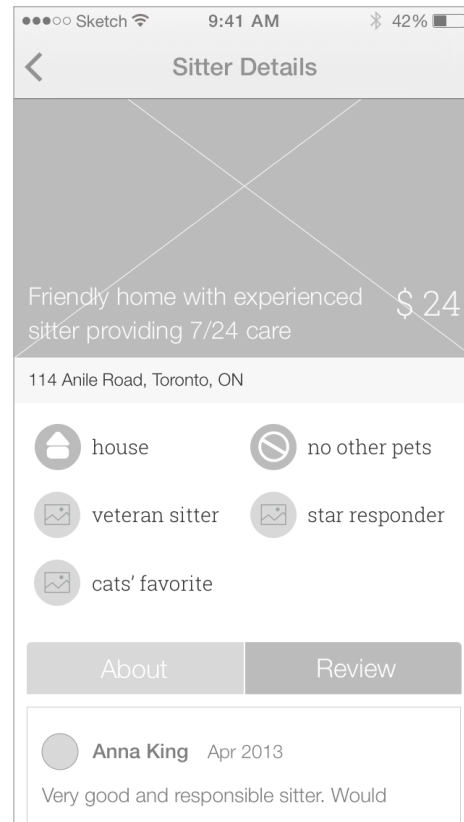
search

- 1 Popularity will be determined by both user-generated scores and the number of users who have used the sitter's service.
- 2 Preset with user's current location.
- 3 Date selection may use the system picker.
- 4 Type of Home options will default to "both selected"; Pets options will default to "both de-selected".

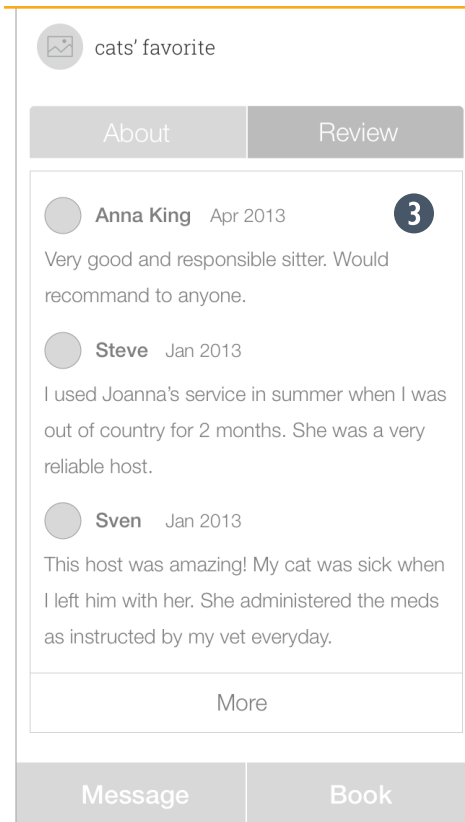
2. browse



detail page



detail page - review - 1



detail page -review -2

1 Sitters gain badges (lighter colored circles) based on factors like their popularity, rating, and responsiveness. Tapping any of the badges will open a pop-out window that gives more details re what the badges mean specifically.

2 If user's not logged in, both buttons will lead to the [log in/register page](#).

Note: The "Book" button will lead user to the [calendar](#) page even BEFORE logging in. So user may check the sitter's availability before inputting more time (for register/booking).

3 Optional: users individual marking results may also be shown here.

3. register/log-in

Sketch of a mobile app 'Create Account' screen. The status bar at the top shows 'Sketch', signal strength, '9:41 AM', and '42%' battery. The screen has a back arrow and the title 'Create Account'. Below a 'logo' placeholder, the text reads 'Enter your email address to log in or register'. A text input field contains 'Username@example.com' and is marked with a circled '1'. Below the input are two buttons: 'Log in with Facebook' and 'Log in with Twitter'.

register - email check

Sketch of a mobile app 'Create Account' screen. The status bar at the top shows 'Sketch', signal strength, '9:41 AM', and '42%' battery. The screen has a back arrow and the title 'Create Account'. Below a 'logo' placeholder, the text reads 'You already have an account. Enter your password to log in!' with a circled '2'. A text input field contains 'IPassword'. Below the input is a 'Forgot password?' link. A QWERTY keyboard is visible at the bottom.

register - password

- 1 Different from most log in process, the first step only requires an email input, and the app will check if the email address' already used.
- 2 If the email's registered, the app will prompt user to log in; if not, the prompt will instruct the user to create a password.

4. booking

Sketch 9:41 AM 42%

Select Date

JULY 2014

SUN MON TUE WED THU FRI SAT

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

\$ 48
total

Next

calendar

Sketch 9:41 AM 42%

Your Information

Tell the cat sitter a bit about yourself!

Me Your Name

Phone Your Phone Number

Email Your Email 1

2 Add avatar photo (optional)

Next

user's information

Sketch 9:41 AM 42%

Your Cat

Please also tell the sitter about your cat.

Your Cat's Name

Your Cat's Breed

8 years old 3 + -

Additional Information

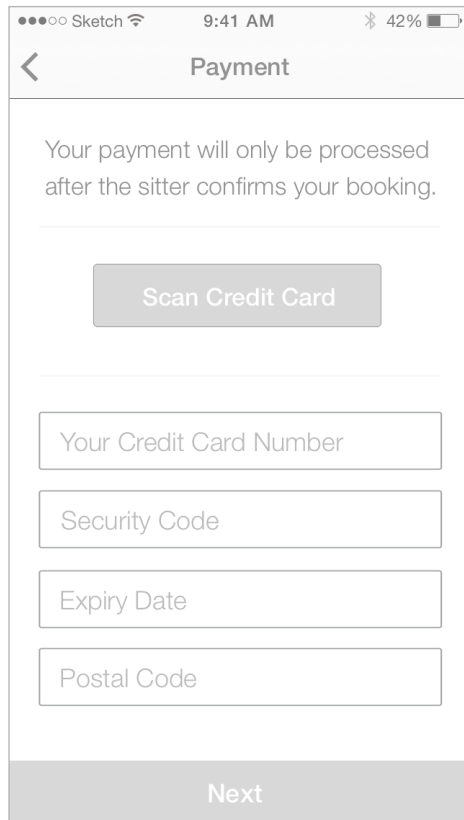
+ Add Another Cat

Next

cat's information

- 1 This entry box will not show up if the user has registered with an email-address (instead of Facebook or Twitter).
- 2 Photo selection is the same as sitter's **photo attachment process**.
- 3 The entry will default to 8 years to allow less taps for users with both kittens and senior cats.

4. booking



Sketch 9:41 AM 42%

< Payment

Your payment will only be processed after the sitter confirms your booking.

Scan Credit Card

Your Credit Card Number

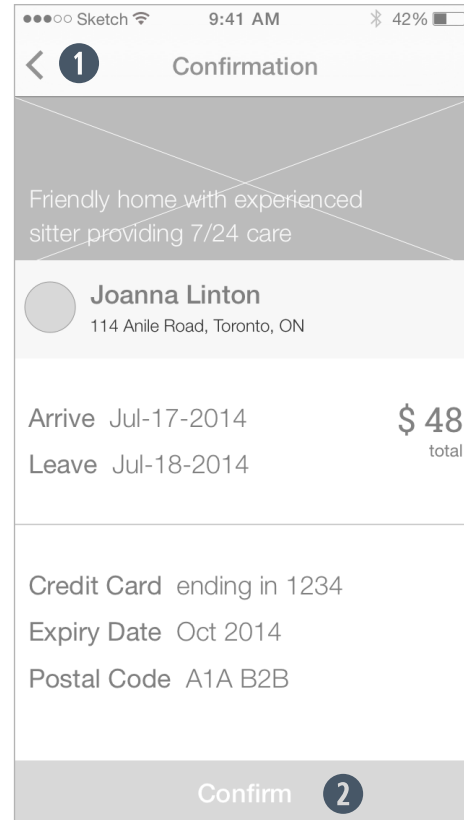
Security Code

Expiry Date

Postal Code

Next

payment



Sketch 9:41 AM 42%

< 1 Confirmation

Friendly home with experienced sitter providing 7/24 care

Joanna Linton
114 Anile Road, Toronto, ON

Arrive Jul-17-2014 \$ 48
Leave Jul-18-2014 total

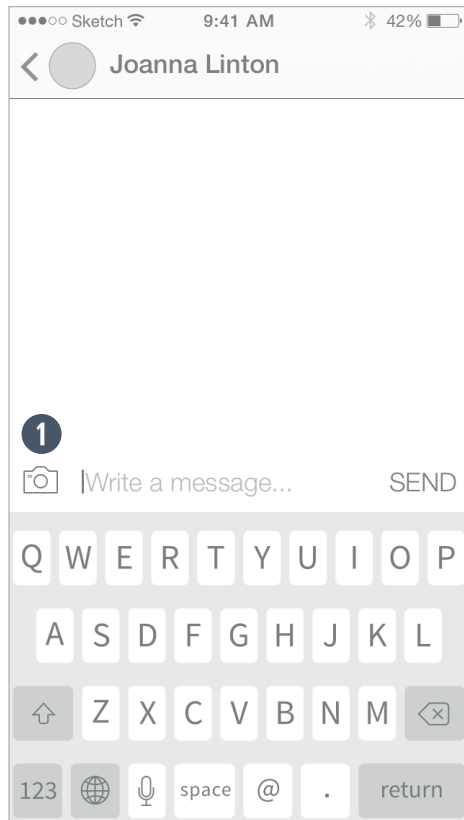
Credit Card ending in 1234
Expiry Date Oct 2014
Postal Code A1A B2B

Confirm 2

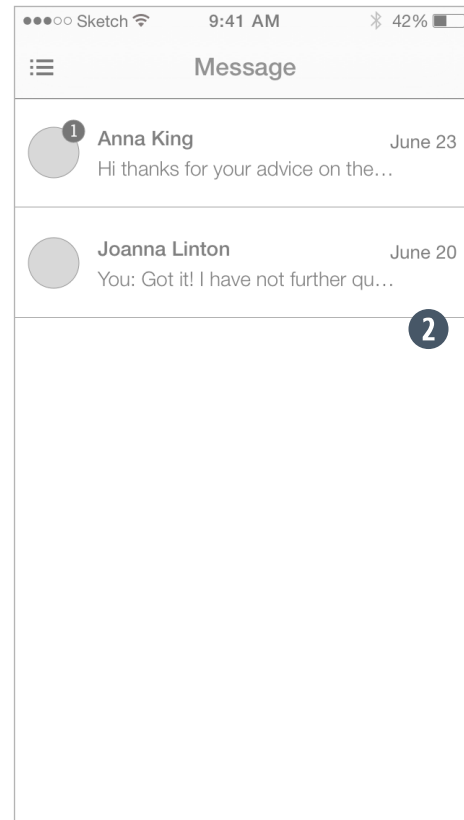
confirmation

- 1 All current/updated information input by the user will be saved even if user backs to edit/change any information before confirming.
- 2 After confirming, the app will switch to the **booking management** screen and the user will be able to see the booking as new entry in the booking list. An email confirmation will also be sent.

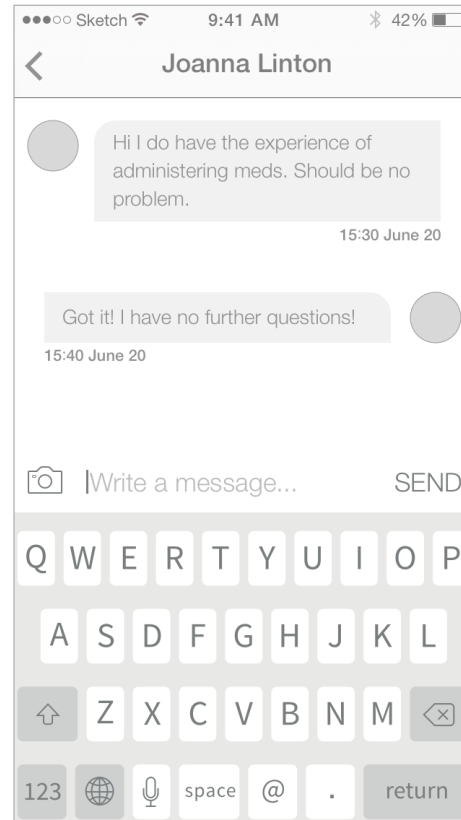
5. message & favorite



message - input



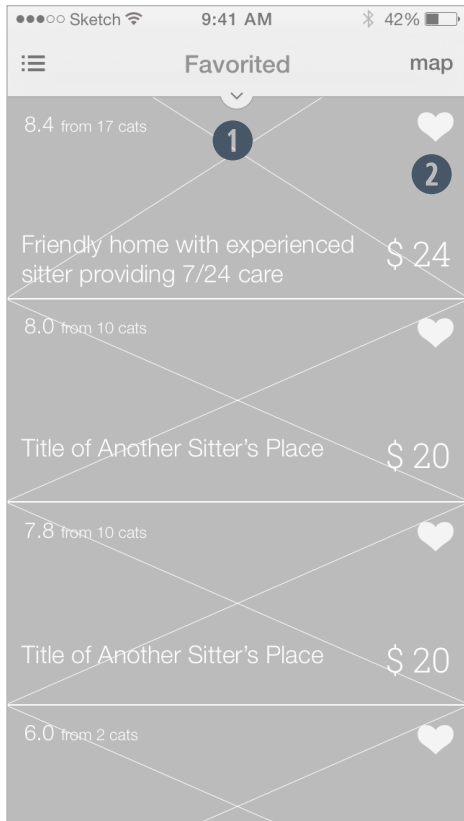
message - list



message - conversation

- 1 The message system allows users to attach photos (e.g. cat's photos, document copies).
- 2 Ideally, the message system could be linked with users' email accounts, so users may receive notification emails & reply directly via emails.

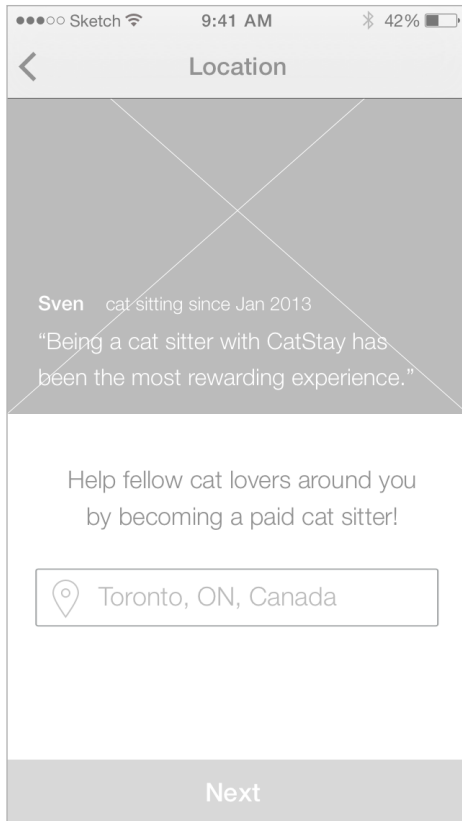
5. message & favorite



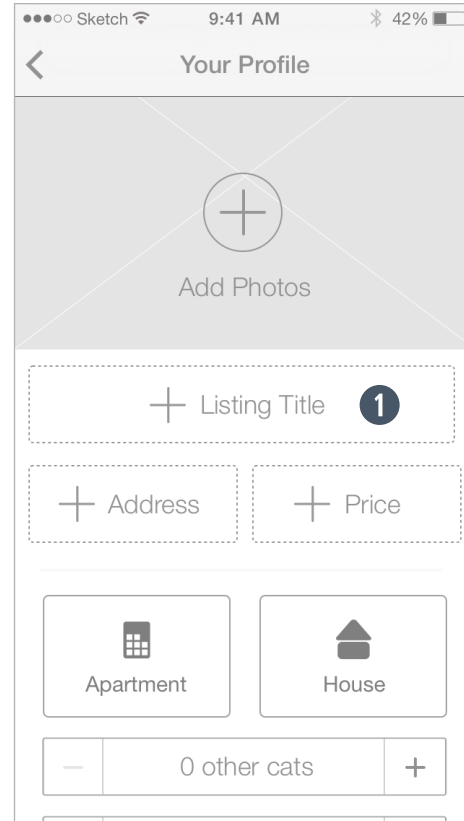
favorite

- 1 User may still filter through the marked results.
- 2 Users may tap the heart to unfa-
vor any listings. Hearts on unfavored
listings will turn into outlined hearts,
and the listings will disappear next
time user accesses this screen.

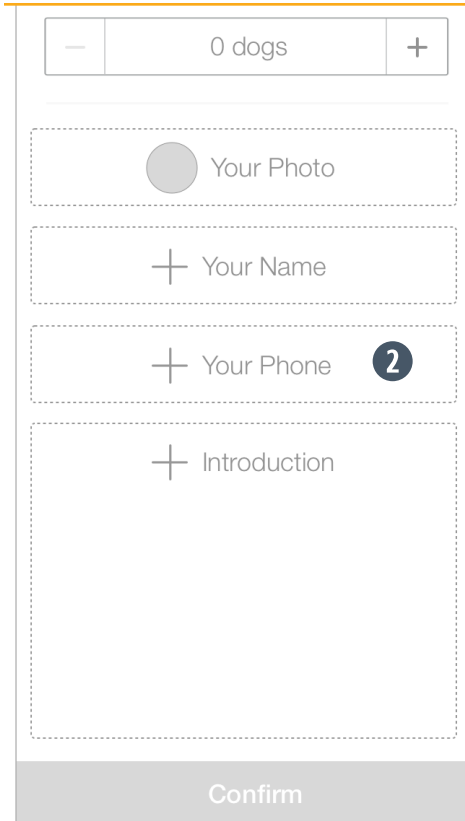
6. listing



city



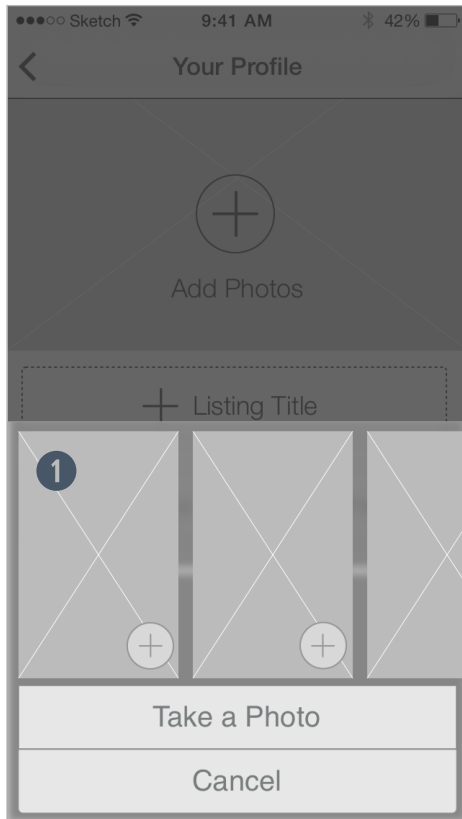
sitter's profile - 1



sitter's profile - 2

- 1 Tapping any of the input fields will open a new text input screen.
- 2 Sitters will also be asked to input their email if they did not use their email to register.

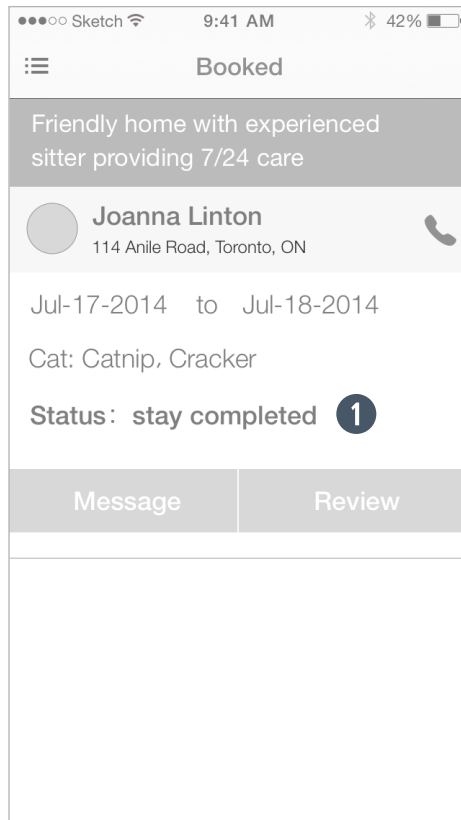
6. listing



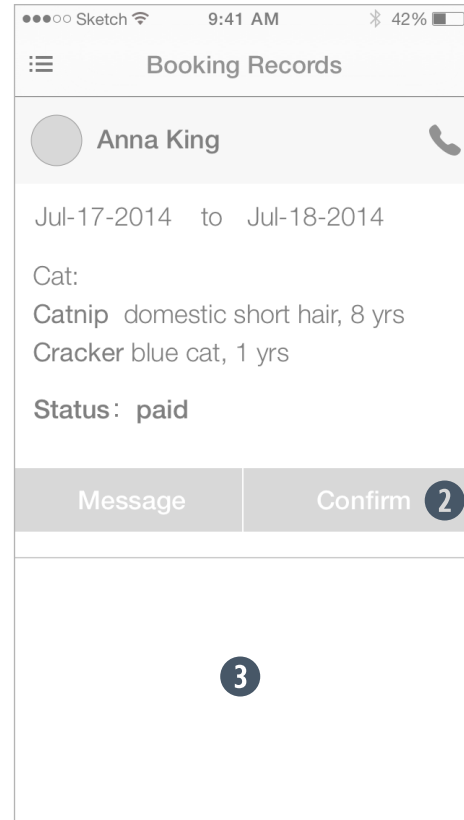
add photos

❶ The photo attachment function uses a design similar to the new iMessage in iOS8, so the user doesn't have to switch out of the profile screen to finish the task.

7. booking management

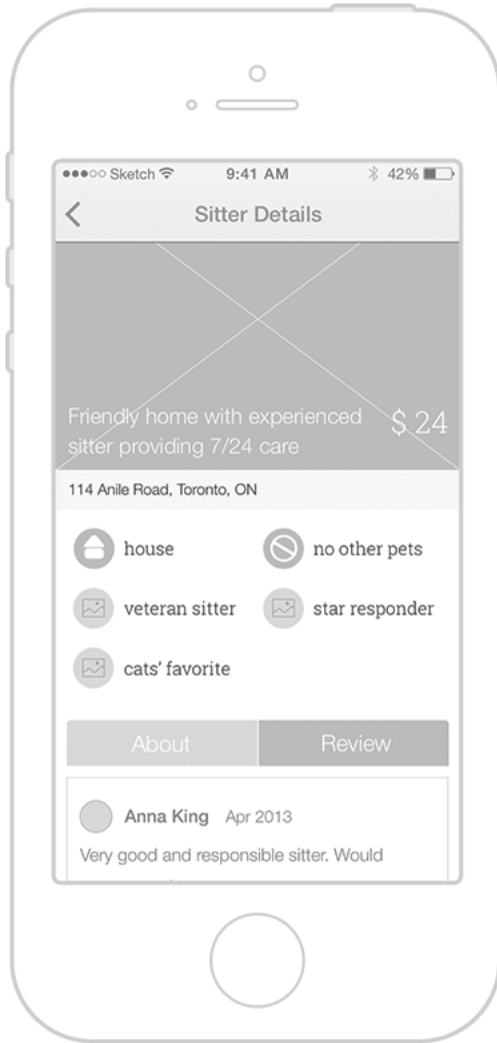


cat owner booking centre



cat sitter management centre

- 1 After the booking period passes, the app will send notifications/emails to encourage users to rate/review the sitter.
- 2 Only after sitters confirm in the management centre/or via email will the payment be processed.
- 3 If more booking records exist, they will be shown one by one down here.



CatStay 1.0
Thanks for Watching

