mApp Project Report

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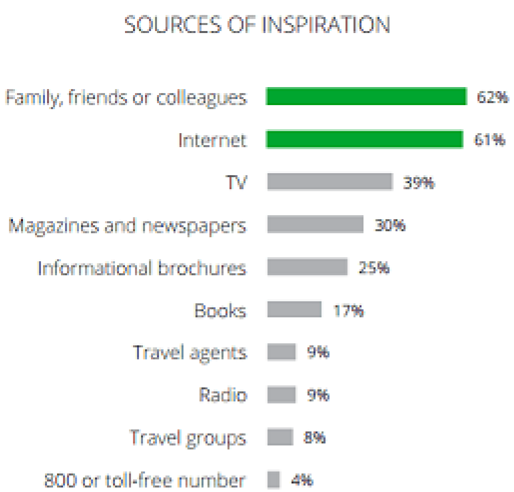
1.Topic

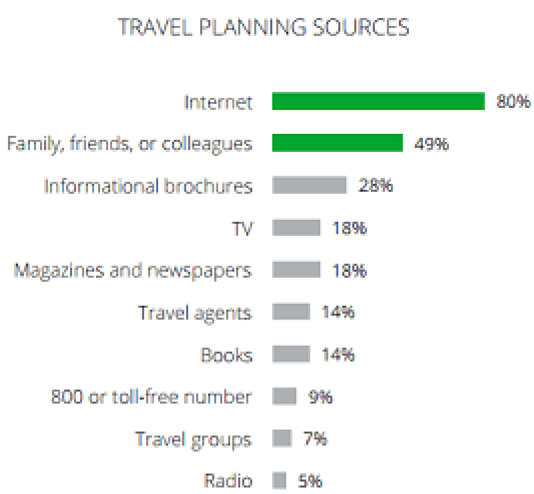
mApp intends to contribute to solutions for the growing industrial need to design a reliable, innovative and a fun travel application. We developed an iOS Application for travelers. We thought that people need knowledge about the location they will visit before they go. They would like to learn weather, make a plan, and bring appropriate clothes. Even after they went to see a place they can use mApp to keep a journal, listen to music, play games, share their experiences on social media. Wikipedia is a cliché resource for this. We thought mApp could be an innovative way of accessing information. Thus, we started to learn Swift programming language to be able to develop the app.

Why did we want to develop mApp?

- People need instant knowledge about the location that they will visit
- Wikipedia is cliché, mApp is innovative
- Travelers want to know what kind of clothes to bring with them
- Prior knowledge about the city they will travel is essential
- They will be able to make plans beforehand
- Sharing their experiences with friends is fun!

Users can see the instant location using application and can get weather condition for this application. We considered this is crucial factor. Because if people would like to know the weather conditions to prepare their stuffs for the vacation. Moreover, users can get any useful information for their travel places. Users could connect to trip advisor, Wikipedia. We thought people love listening music during travels. For these reason, we added some song that user can listen during the trip.





We considered these percentages. As one can see lots of people uses internet to plan their plans prior to their visit. Importantly, people are planning their travel while basing Internet with the highest percentage. For this reason people need some application that can cover all holiday needs. mApp provides an innovative and unique experience to its users. People can take notes and share their memories via mApp.

2. Design

We first, divided the work into four so that everybody can handle some part of the project. We analyzed required APIs, hardware and software. We designed our application in a way that makes it simple and user-friendly. We aimed to provide the travelers a useful app where they can find all the information they need prior to their travel. Also they have lots of options to do with the app once they arrive there.

When we design the UI of our app we considered some facts such as which color brings which emotion in people. The famous painter Pablo Picasso once said – Colors, like features, follow the changes of emotions. All of us have, at one time or another, felt the effect that colors have on our mood, feelings and emotions. Color psychology, they call it. And although there is far too little hard evidence or research done on the real effects of colors, color psychology has become somewhat of a hot topic in marketing. We looked at what's popular now in the online world, we noticed a flat approach to design. Flat design has been getting more and more popular, and now there are colors that match that design called pastel colors. The psychology of colors and how they relate to persuasion is one of most interesting aspects of marketing and yet there is far too little data on how that really works. In another interesting study called Impact of Color in Marketing, researchers found that up to 90% judgments about products are based solely on colors. We chose to make our application white and blue because it represents clean, simple and interesting a study suggests.

2.1 APIs

We needed a Weather API, Apple map, Wikipedia API, TripAdvisor API, Twitter API, and Facebook API for our project.

2.2 Hardware and Software

This is an iOS Application, thus we needed a MacBook and iPhone in hardware perspective. We needed Xcode development platform to develop mApp. Also each team member needed to learn relatively new released programming language, Swift.

2.3 Flow of mApp

1) User executes mApp
2) User will be prompted:
   Do you allow mApp to use your current location?
   If user allows the application redirects the user to our next interface.
   - User have option to either learn the
   - Current weather at where he lives or
   - Explore new cities
3) Main Screen appears and gave user options:
   a. Show Weather
   b. Explore the World
   c. Keep travel journal

   d. Create a to do list
   e. Listen road songs
   f. Play road game
4) User picks one
   a. If she clicks show Weather
      i. User gets an information about his/her current location
      ii. User gets forecast information about his/her current location
      iii. User can see his/her location of map using Apple Map
   b. If she clicks explore the World
      i. User types a city to the text box
      ii. User gets forecast information about his/her current location
      iii. User can see his/her location of map
      iv. User can share his/her experience via Facebook or Twitter
   c. If she clicks keep travel journal
      i. User can write about his/her experiences
      ii. Then user can save his/her notebook
   d. If she clicks create a to do list
      i. User can add to do item to the list
      ii. User can delete to do item from the list
   e. If she clicks listen road songs
      i. User should shake the phone in order to play or change a song
      ii. User can stop the song with Stop Song button
   f. If she clicks play road game
      i. User can play Guess the Capital game

3. Implementation

We used Swift programming language and Xcode development environment to develop our mobile application. We used API’s that helped us find weather, places to visit and general information. Also provided an interface for our users to connect to their social media accounts and share their experiences.

4. Evaluation

Overall our project was successful. We tested our program more than 80 times and it worked each time without an error. We were able to finish it on planes time. The user interfaces are simple and user friendly. Also mApp works relatively fast. Our project matched with our objectives. We believe it is an innovative application for travelers.