

## Picture Dictionary: User Experience/Functionality Document for iOS App

### 1. Landing pages

#### a. First time buyer

- i. User receives “All Words A-Z” block (245) and “Home” block (35) for a total of 280 words
  1. All 280 will be visible in “All Words A-Z” block (alphabetically), and clicking “Home” block will show its 35 words (alphabetically)
- ii. “Water” and “Professions” icons are grayed out with orange “i” that can be clicked
- iii. Clicking either orange “i” pops window up instructing user to click settings button below
- iv. Clicking settings button launches pop up which allows user to purchase both “Water” and “Professions” together for \$0.99USD (total)
  1. User is then taken through purchase process
  2. This adds 70 words (35 for each) for a total of 350 words
  3. This is part of a promotion that will last 1-2 months (TBD)
- v. After purchase is made, clicking “All Words A-Z” allows user to see all 350 words (alphabetically), and clicking each “Home”, “Water” and “Professions” icon lets user see that block’s 35 words (alphabetically)

#### b. User upgrades app (their current Picture Dictionary app is replaced with the new version above)

- i. User already has 175 “All Words A-Z” words from original app and receives 70 more “All Words A-Z” words and “Home” block (35) for a total of 280 words
  1. All 280 will be visible in “All Words A-Z” block (alphabetically), and clicking “Home” block will show its 35 words (alphabetically)
- ii. “Water” and “Professions” icons are grayed out with orange “i” that can be clicked
- iii. Clicking either orange “i” pops window up instructing user to click settings button below
- iv. Clicking settings button launches pop up which allows user to purchase both “Water” and “Professions” together for \$0.99USD (total)
  1. User is then taken through purchase process
  2. This adds 70 words (35 for each) for a total of 350 words
  3. This is part of a promotion that will last 1-2 months (TBD)
- v. After purchase is made, clicking “All Words A-Z” allows user to see all 350 words (alphabetically), and clicking each “Home”, “Water” and “Professions” icon lets user see that block’s 35 words (alphabetically)

#### c. In app purchase has been made

- i. “All Words A-Z”, “Home”, “Water” and “Professions” icons are all clickable
- ii. Clicking “All Words A-Z” allows user to see all 350 words in alphabetical order (including “Home”, “Water” and “Professions” words)

- iii. Clicking each “Home”, “Water” and “Professions” icon lets user see that block’s 35 words in alphabetical order
- 2. “All Words A – Z” block of words
  - a. Arrow/dot-navigation system will be used (see above) for user to move through the pages
    - i. Arrows and dots are clickable
    - ii. Finger swiping will also move user between screens 
  - b. There will be an alphabet bar underneath the arrow/dot-navigation as well (see above) 
    - i. Whichever page of words user is on determines what group of letters is highlighted
    - ii. It could happen that user sees “a-b-c-d-e” words on 1<sup>st</sup> screen, and then (because of so many ‘e’ words, for example), on next screen user sees “e-f-g-h-i” words; it all depends on the content above, and what is seen on each page is predetermined by us
    - iii. MAIN POINT: Whereas before, the alphabet bar drove the top content, now the top content will drive the alphabet bar
    - iv. Any letter is clickable, and when user clicks a letter, it takes them to the first page where that letter’s word appears, and, as mentioned above, the letters that correspond to that page are highlighted
  - c. When user clicks a specific word, a pop-up appears with a larger image and definition. The audio for the word plays automatically.
    - i. Word is said by VO, then SFX plays, and then definition is heard. As definition is read aloud, its words are highlighted in red for the user to follow along. Then SFX is heard again. This is all in one sound file.
    - ii. User should be able to move the pop up around with finger
    - iii. The whole time the pop-up is seen, user is presented with option to replay the full audio and to ‘x’ out of the word’s pop-up to return to the screen of words, via 2 buttons on the pop-up  
- 3. “Home” block of words
  - a. There are 35 words for this block
  - b. When user clicks a specific word, a pop-up appears with a larger image and definition. The audio for the word plays automatically.
    - i. Word is said by VO, then SFX plays, and then definition is heard. As definition is read aloud, its words are highlighted in red for the user to follow along. Then SFX is heard again. This is all in one sound file.
    - ii. User should be able to move the pop up around with finger
    - iii. The whole time the pop-up is seen, user is presented with option to replay the full audio and to ‘x’ out of the word’s pop-up to return to the screen of words, via 2 buttons on the pop-up  
- 4. “Water” block of words
  - a. There are 35 words for this block

- b. When user clicks a specific word, a pop-up appears with a larger image and definition. The audio for the word plays automatically.
    - i. Word is said by VO, then SFX plays, and then definition is heard. As definition is read aloud, its words are highlighted in red for the user to follow along. Then SFX is heard again. This is all in one sound file.
    - ii. User should be able to move the pop up around with finger
    - iii. The whole time the pop-up is seen, user is presented with option to replay the full audio and to 'x' out of the word's pop-up to return to the screen of words, via 2 buttons on the pop-up  
  - 5. "Professions" block of words
    - a. There are 35 words for this block
    - b. When user clicks a specific word, a pop-up appears with a larger image and definition. The audio for the word plays automatically.
      - i. Word is said by VO, then SFX plays, and then definition is heard. As definition is read aloud, its words are highlighted in red for the user to follow along. Then SFX is heard again. This is all in one sound file.
      - ii. User should be able to move the pop up around with finger
      - iii. The whole time the pop-up is seen, user is presented with option to replay the full audio and to 'x' out of the word's pop-up to return to the screen of words, via 2 buttons on the pop-up  
  - 6. General considerations
    - a. The max # of words on a screen is 35, 7 horizontal by 5 vertical, and they are in alphabetical order
    - b. Once in app purchase is made, the added 70 words from "Water" and "Professions" needs to be folded into "All Words A – Z" block of words alphabetically
    - c. We will be adding more theme blocks of 35 words in the near future, so system needs to be able to accommodate these in app purchases
      - i. This will obviously increase size of app and we don't want the app to be too big
      - ii. New blocks will be available by clicking their own icons and will also be viewable in the "All Words A – Z" block of words
    - d. We want the ability to sell the "Water" and "Professions" blocks for \$0.99USD each in the future (after the promotion)
    - e. Tracking activity needs to be built in (for example, which images are being touched the most?)
      - i. <http://www.flurry.com/>
    - f. **QUESTION:** Since the app design is 2048x1536, what happens when it is loaded on the iPad1 and iPad2?
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