Adverising Design
Brief 1 - Memefest.

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Solving the Problem:

The Problem
Lack of interactions on public transport

The Concept
We are in a society, that it would be almost impossible to take someone away from technology
Instead of working against it
Work with it

The Solution
Use technology to get people to interact on public transport
Create an app that is accessible to everyone with a smart phone
The Solution:

“Create an app that is accessible to everyone with a smart phone”

We are all traveling the same way, by the same method and we are all probably scrolling through our news feed or playing games. Why can’t we talk about it? And talk about how awkward the silence of this train is?

Instead of fighting the social media battle, why don’t we use it to our advantage. Almost everyone has a smartphone or smart object that allows them access to apps such as Facebook and Instagram. Developing on from ‘social media’ this app could really help to get people interacting and socialising with the people around them.

An app that allows you to automatically check in when you arrive at any public transport station. Once ‘checked in’ you can choose to check in the specific form of transport you will be taking. This app allows you to chat, meet up, share, gossip and find.

CHAT
A place for people to chat about anything

MEET UP
Organise to sit together

MX CHAT
Were people can talk about the MX (gossip, quiz’s etc)

FIND
Find someone on the train (friend, same interests)

SHARE
Share games, books, music etc
a place for people to chat about everything & anything

Organise to sit together

Were people can talk about the MX (gossip, quiz’s etc)

Find someone on the train (friend, same interests)

Share games, books, music etc
1 Problem *Stalking*

Knowing the type of person that is on the train can lead to stalking and misuse of the app.

1 Solution *Security*

Making the app user anonymous. Including a login, a username so you don’t have to use your own name and you can create your own character. Following the lines of Facebook once you see people who are checked into the train you can ask to chat, connect or share with them. But first they have to accept before you can do anything.
Joining Up:

Create a profile: → Create a Character: → Choose interests: → Find people with similar interests

Logging In:

Username → Find: Those nearby or interests → Choose if you want to connect → Chat, Share, Connect, → Choose to stay connected

If a ‘buddie’ is on a train it will inform you

Stay connected: - adds to your list of ‘buddies’ who you can contact whenever and see their page.

Delete/ block: Simple delete them from history or if you found a weirdo you can even block them so they will never come up again.
Creating a profile:

Accepting or declining friend request:

Blocking users:

Logining in using user name:

Easy Navigation:

Elements:

Easy to find friends
Final Product:
IN THE LOOP.

3 others are currently connected

D.m.a.c.
DAILY MX
TRAINS
SURROUNDINGS
LOVE ADVICE
OVERHEADS
FOOTBALL
POLITICS
GAMES

type keyword....

alex123
BoRis-D
catlady1
freddy_wall88
alex123       Hey.
Me            Hello
alex123     How are you?

I hate peak hour!!
alex123:
Wednesday 3.21pm
any suggestions on games?

Flinders Street looking amazing!

Comment Upload

Tuesday 7:31am

Wednesday 3.21pm

Friday 9:12pm
IN THE LOOP.

LOGIN:

username
password

CREATE NEW

IN THE LOOP.

CREATE NEW

Username
Password

INTERESTS...

You are catching the:

11:30am
Williamstown Service
Platform 9

CHAT
SHARE

DISCUSS
SEARCH

CAAT
SHARE
DISCUSS
SEARCH
Features:

This app comes with the following features:

- Connecting automatically when within 10km of a train station
- Alerts you when someone you have connected with is online
- Alerts you when someone shares something in your ‘discussion groups’
- Allows you to either stay anonymous or not
- Block or delete users
- Many privacy settings
- Account can be changed or deactivated at anytime
How will ‘In the Loop’ be promoted?

Stickers.

These stickers wont give much away, but will hopefully leave the viewers puzzled and questioning what is ‘In the loop.’

This sort of attention will get people talking and searching on smart devices ‘What is in the loop? which will lead them directly to a website explaining the app in more details.