

Universal Media Flow (UMF)

MVP

Bare minimum functionality required to publish to the application store the iPhone only version free application, for users to download to get traction and real feeling for the market needs

Home screen

- splash screen text revision and come up with our own (the current one was taken from another application ...)

Call module

- loads by default in Speed Dial section
- if speed dial section does not contain entries, default to contacts
- speed dial, recent and contacts sections - common action is when user clicks on focus contact card/image, initiate a phone call to the preferred/first phone number in the contact's list of information

- speed dial and contacts sections - if user holds finger for three seconds over a contact card/image on focus - flip/rotate the image and display detailed info for that contact with actions associated with each type of information; selecting heart symbol next to a phone number adds/remove entry from the speed dial section; selecting heart symbol next to physical address associated with a contact adds/removes from My Places section in the Navigation module;

- recent dial screen (if not possible to read the phone application call log) will only display contact cards/images of dialed numbers from our application only for the last 15 days

- speed dial, recent and contacts sections -
common function - if user holds two fingers for
three seconds over a contact in focus - we
send a text message with information that we
know - location, ETA to destination (if
navigation module is running in background
and we know where the driver is headed to).

- speed dial, recent and contacts sections -
common function - if user holds three fingers
for three seconds over a contact in focus - we
start recording a short 30 seconds audio
message, which will be automatically sent to
the contact's preferred phone numbers or
emails (this will be the early implementation of
a future walkie-talkie audio/video feature for

user of our application - to be implemented in the final version of the iPhone app)

- contacts section - cover flow control speed when driven in middle of screen will be slow; if touch gesture is applied to the bottom half of the screen - speed will be significantly faster and display a slider with alphabet letters corresponding to the first letter of the contacts it goes through - I will submit a demo video clip illustrating the idea from another application which does it similarly; we can modify and make our feature unique, this will be a task for the designer to come up with best implementation visual effect

- dial screen is self-explanatory - ability to
easy type a custom phone number which is not
saved or the user just prefers to use this input
to call; the input for the phone number should
allow for copy/paste if the number was copied
from another application, text, email, etc.;

Drive module

- loads by default in My Places section
- if My Places section does not contain any entries, switch to Map section/view, where user will be able to search for any address, and quickly save as Home, Work, or other preferred destination to be saved in My Places
- My Places screen, if user clicks on focus card/image, initiate Navigation mode driving directions from current location to target using predefined settings (later to be user defined in Settings) - example, shortest path/time to destination, avoid toll roads, map view display and details

- My Places screen, if user holds finger for three seconds over a location card/image on focus - flip/rotate the image and display detailed info for that location with actions associated with each type of information; selecting heart symbol next to a phone number adds/remove entry from the Speed Dial section; selecting heart symbol next to physical address associated with a contact adds/removes from My Places section in the Navigation module;

- Food screen, will display locations for restaurants, coffee shops, fast food, rest areas, filtered by current GPS location and some predefined radius in Settings (hard

coded initially), and also by specific user preference for food type, price, reviews by Yelp, etc.

- Food screen, will detect if currently the user has invoked driving directions to a target place, and will display the same filtered locations as described above, but also in addition will take into consideration to the direction the driver is going to, only offer stops ahead of the direction, and calculate also time to make a stop and convenience in terms of exits and how to easy return back to original route

- Food screen, if user clicks on focus card/image, initiate Navigation mode driving

directions from current location to target using predefined settings (later to be user defined in Settings) - example, shortest path/time to destination, avoid toll roads, map view display and details; In case a navigation is already running to another destination, then inject the Food place as a middle stop on the way to the original one

- Gas screen, will display locations for gas/electric stations to refill on the road, filtered by current GPS location and some predefined radius in Settings (hard coded initially), and also by specific user preference for gas/electric station type, price, reviews by Yelp, etc.

- Gas screen, will detect if currently the user has invoked driving directions to a target place, and will display the same filtered locations as described above, but also in addition will take into consideration to the direction the driver is going to, only offer stops ahead of the direction, and calculate also time to make a stop and convenience in terms of exits and how to easy return back to original route; it will also take into consideration to recommend and filter places to fill the tank based on food preferences of the user saved in Settings (the idea is that you may only need to fill gas, but we are offering more convenience by

selecting/filtering places and show where also the user can get food as per defined preferences, in case this is needed, no questions, no prompts, just basic common sense ...)

- Gas screen, if user clicks on focus card/image, initiate Navigation mode driving directions from current location to target using predefined settings (later to be user defined in Settings) - example, shortest path/time to destination, avoid toll roads, map view display and details; In case a navigation is already running to another destination, then inject the Gas place as a middle stop on the way to the original one

- Map section, will display a general map with focus on current location by GPS, view will be user defined in Settings, for details, orientation, compass, etc.

- Map section will provide easy input to enter a new address, display the address as an image card, center screen, single user click on it will trigger driving directions in Navigation module from current location to that new address, if user select and holds down that card image for few seconds, flip the image, and then show detailed information, phone number(s), physical address of the place, reviews and short summary; each information that is relevant to our application will have a

heart symbol next to it, to add that place in My Places section, Speed Dial sections, define it as Home or Work address, etc.

Play module

- loads by default in Playlists section
- if Playlists section does not contain any, then switch to Radio view, where user will be able to start playing an online streaming radio station, and ability to save entries as **FAVORITES** into the Playlists section
- Playlists, Artists, Albums, Radio sections, if user clicks on focus card/image, initiate Player module, and start playing the collection or item, default options for lists of items should be continuous playing, after current item finishes playing, randomly select next item to play in a roll; if current section is done all

playing, continue randomly with another section

- Artists, Albums, Radio sections, if user select and holds finger for few seconds on focus card/image, flip/rotate the image and display detailed information about the selected item; selecting heart symbol next to a song, radio station should add an entry into the Playlists section for that item under predefined generic named lists - Favorite - Music; Favorite - Artists; Favorite - Albums; Radio stations will be added to the Playlists view as individual entries; selecting the heart symbol in the Playlists view detailed information about the lists contents and items

would allow removal from Playlists section as a favorite item

- Player module will display basic information about current song/station being played, and swipe controls will invoke navigation, previous/next item; swipe right to left, next song, etc.; also progress of the song slider, and sound control

Settings module

- loads with blocks/groups of settings for different modules of the application, displayed in the same UI as a cover flow control images
- as user navigates with swipe gestures over the CFC, can select/deselect different options to control behavior and defaults for each module
- the MVP version of settings should demonstrate and have minimum number of options
- this section will also contain one block for About the company; and one for invoking help/visual guide for working with the application

Main control/module control bar and submodule functional keys and behaviour - context switching

- on initial launch of the application - load main control bar

- after user navigates down to a sub-section, and triggers action using the sub-module functional keys, wait predefined time and then switch back to the main control bar

automatically; but keep player or navigation as main view until changed or another action is triggered

- if user starts playing music, for example, keep player module open, after predefined time switch to root level main control bar

- if then user select a different module, and launches another function - navigation for example, after some predefined time switch to root level home screen, and display current ongoing functions as CFC on home screen; user can then select one to zoom in and stay active all the time with preference; in this particular scenario we will, have three CFC items on the home screen, home status (location, temperature, etc.), navigation, and music player

- if then user goes to call module and makes a call to a favorite contact; we add that contact to the same Home screen items

- pressing the Home button on the root level control bar, can switch views, zoomed one module, or CFC for all sub-module currently running functions