



# Scripps Media Traffic App



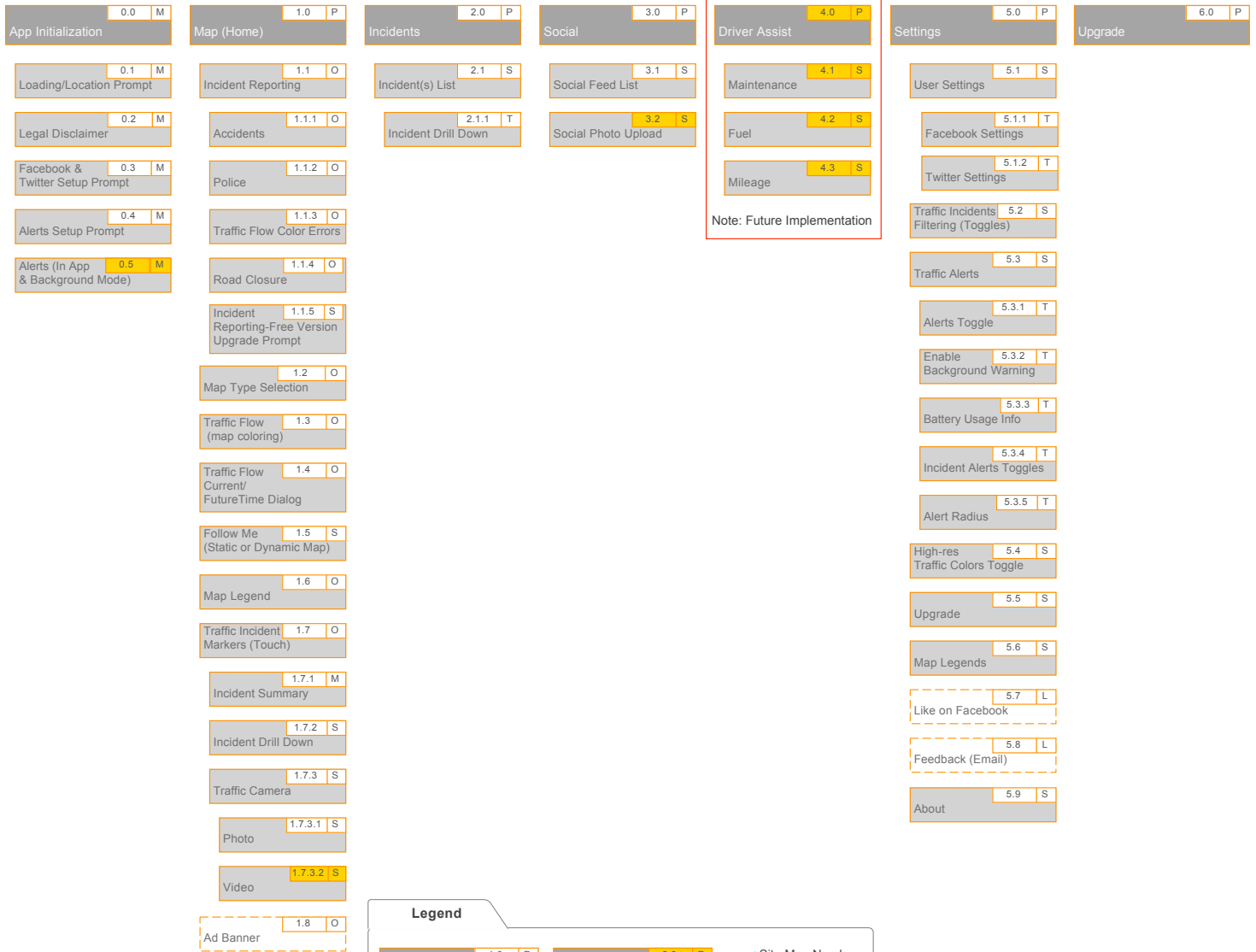
**Modification Date:** Thursday, April 12, 2012  
**Creator:** Sonya E. Witt  
**Client:** Scripps Media  
**Project:** Traffic App  
**Description:** Site Map, User Scenarios, Wireframes and Functional Descriptions  
**Version History:** Version 3.2  
**File Name:** Scripps-Traffic-App-UX-v3.2

**Document Purpose:**

1. The contents of this document are intended to be used as a reference to communicate high-level design ideas and guide design discussions with client stakeholders and users.
2. The concepts communicated herein do not contain all details necessary for the purposes of implementation and should not be considered final for any development purposes until client approval of this document and all supporting documents is received.
3. This document does not represent the final graphical design and layout.
4. The contents of this document are proprietary and confidential.

Client Signatures

_____	_____
Client Signature	Date
_____	_____
Client Signature	Date



**Legend**

Parent Free (1.0 P)	Parent Paid (2.0 P)	→ Site Map Number
Child Free (1.1 S)	Child Paid (2.1 S)	→ Page Title
Link Free (1.2 L)	Link Paid (2.2 L)	→ Navigational Type

P = Primary  
 S = Secondary  
 T = Tertiary  
 O = Overlay  
 L = Link  
 U = Utility





# Scripps Media Traffic App

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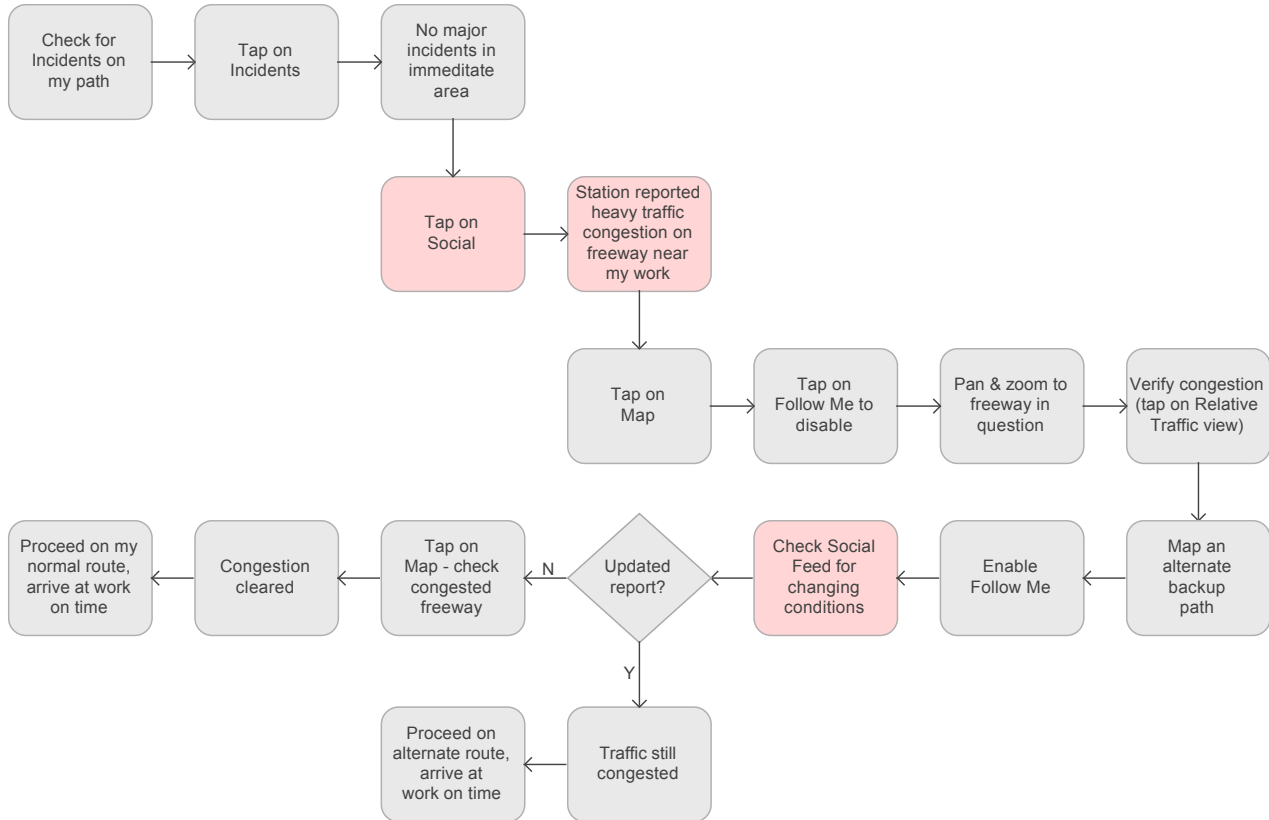
## Notes

### App Differentiators

The social feed, local station updates, and feedback to the stations differentiate the Scripps App from others currently available. The social aspect of interacting with both other users via Facebook and Twitter, combined with the ability to interact with the local station through the station feed, reports, and photo uploads make this app unique. Additionally, being able to send a feedback message directly to the station adds to the uniqueness of this app.



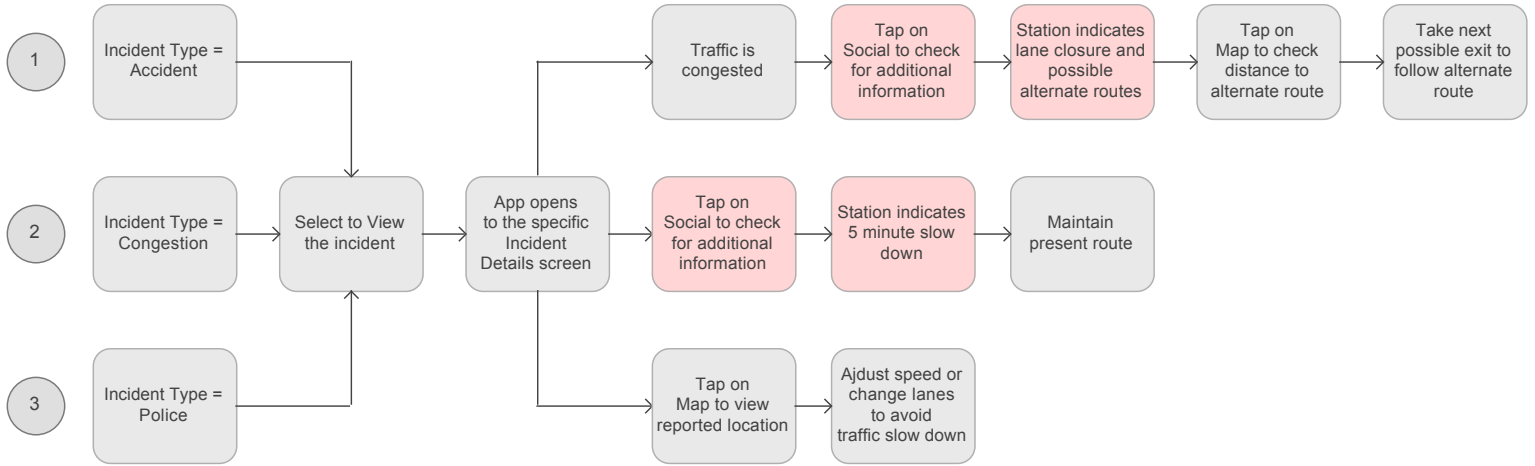
I'm getting ready to leave for work, I might...





## User Scenario Incident Popup

I'm in route and an incident alert has popped up...

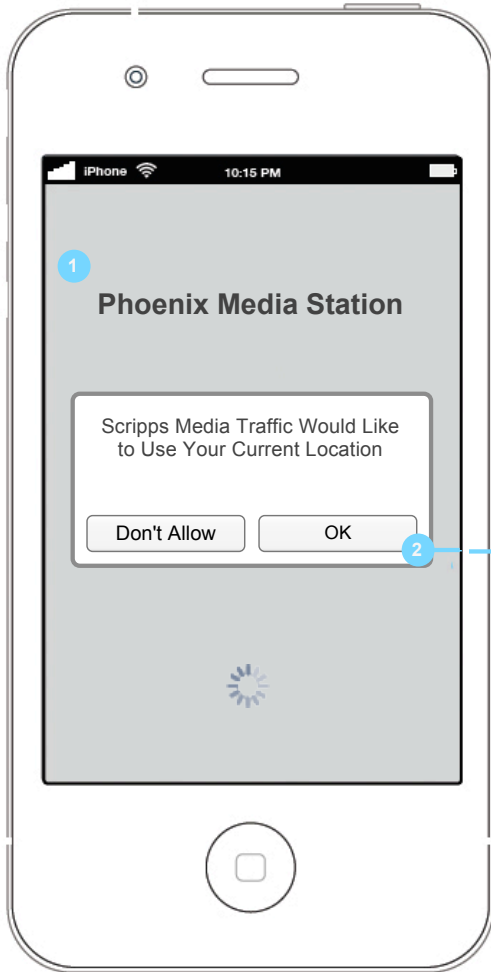




### Interface Purpose:

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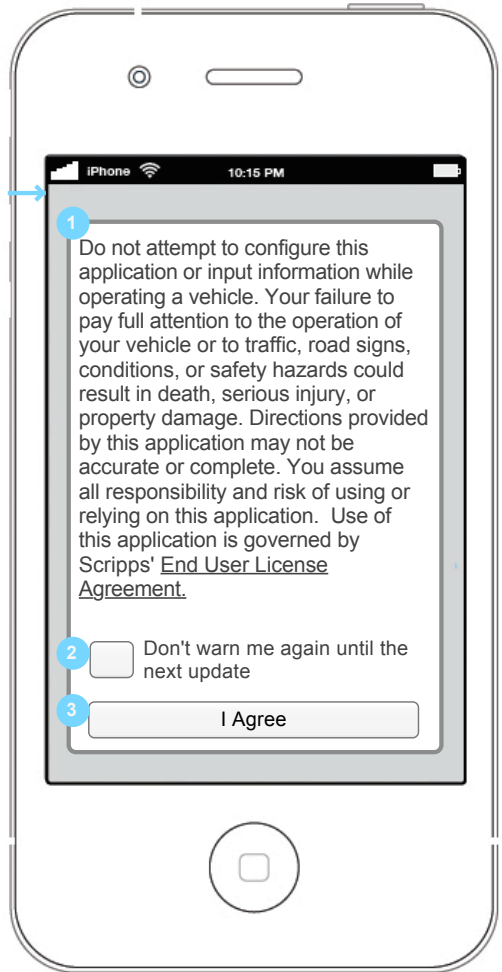
### 0.0 Loading / Location Prompt



#### Notes:

1. Loading screen includes logo and brand experience for the specific Scripps market.
2. User is prompted to accept the use of current location. If "Don't Allow" is selected, the user must change location settings for the Scripps app in the mobile device settings before the app can be used since GPS is required for the basic app functionality.

### 0.1 Legal Disclaimer



#### Notes:

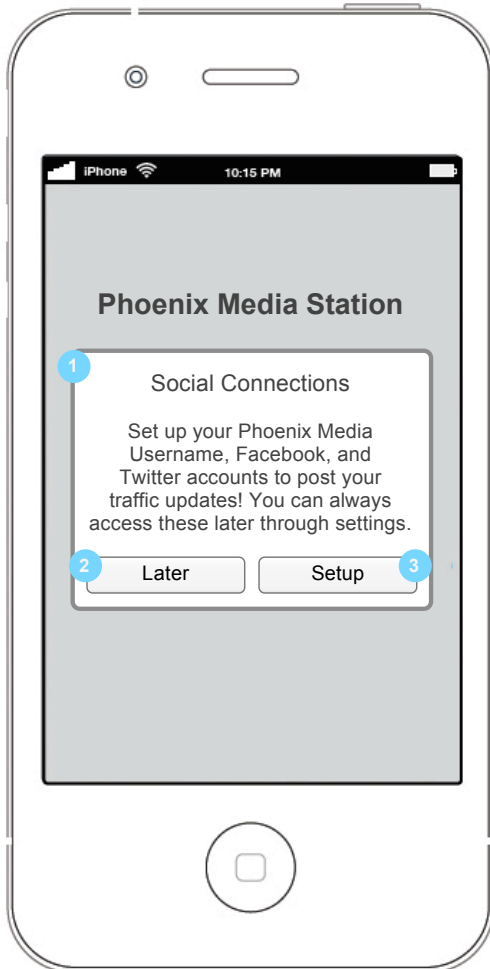
1. Legal disclaimer (copy is FPO) warns the user against using the app while operating a vehicle.
2. User has the option of turning the warning off upon subsequent returns until the next app update.
3. User must agree to the legal disclaimer and EULA to use the app.



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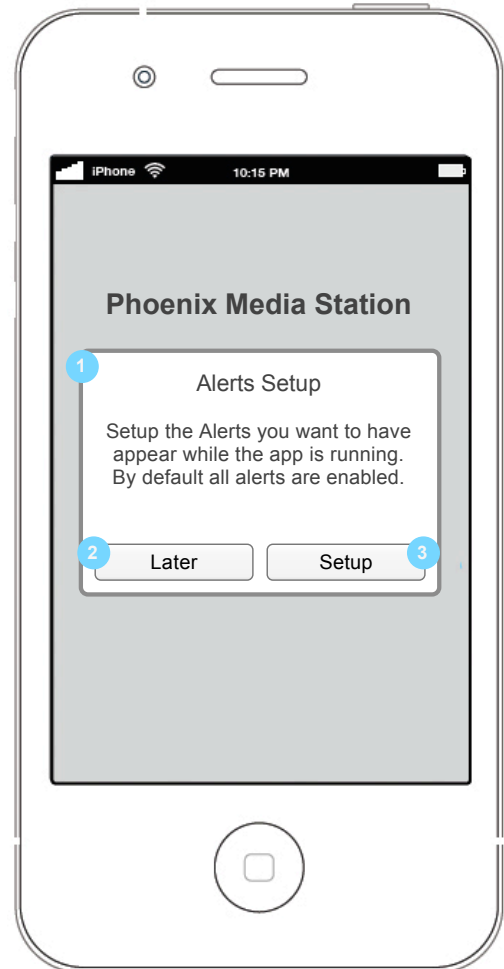
### 0.3 Scripps Username, Facebook and Twitter Setup Prompt



#### Notes:

1. Prompts the user to setup his/her Local Scripps Media Username and connect his/her Facebook and Twitter accounts with the Scripps app.
  2. Selecting Later dismisses the alert and loads the Map screen.
  3. Selecting Setup presents the User Settings screen where the user may enter his/her Username and select to set up either or both Social Networking accounts (see 5.1. Settings: User Settings).
- NOTE: If Setup is selected, upon completion user must be returned to the initialization path.

### 0.4 Alerts Setup



#### Notes:

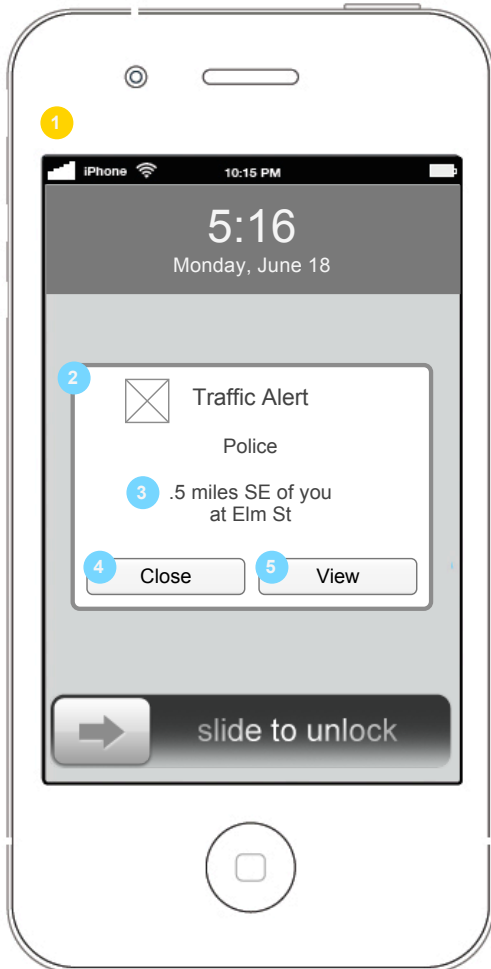
1. Prompts the user to setup the alerts s/he wants to see while the app is running.
  2. Selecting Later dismisses the alert and loads the Map screen.
  3. Selecting Settings opens the Settings Main screen for the paid version (see 5.0 Settings).
- NOTE: Selecting Settings within the free version opens the Upgrade screen (see 1.1.5.1 Incident Reporting Free Version: Upgrade).
- NOTE: If Setup is selected, upon completion user must be returned to the initialization path.



### Interface Purpose:

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### 0.5 Alerts (App in Background)



#### Notes:

1. Only available with paid version.
2. Traffic alert push when app is running in the background. The same alert appears on an unlocked screen. Standard OS alert UI used for each device type.
3. Alerts are within a fixed, pre-selected radius of the user's current location.
4. Closes the alert.
5. Opens the app to the specific incident noted in the alert (see 2.1 Incidents Details).

### 0.5 Alerts (App Open)



#### Notes:

1. Only available with paid version.
2. Traffic alert push when app is open. May appear on any of the menu item screens.





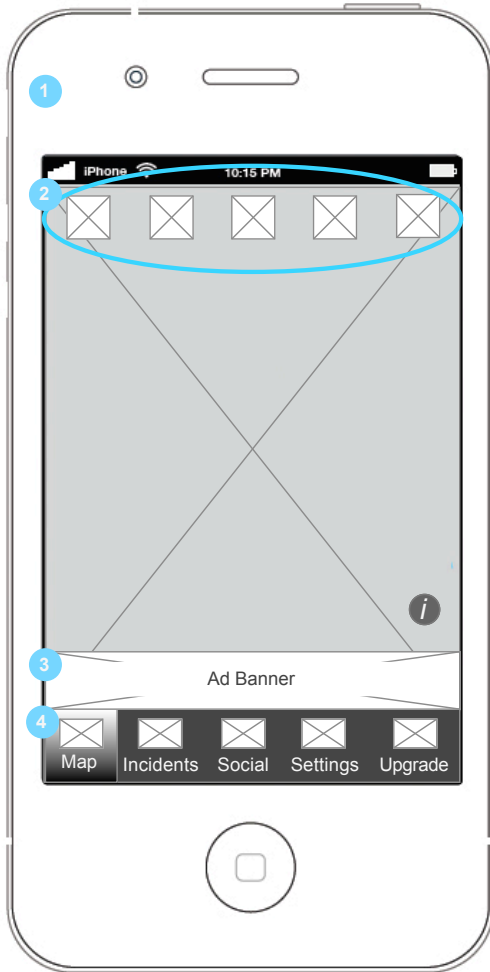
## Wireframes

### Map (Home) Incident Reporting

#### Interface Purpose:

These wireframes are created to insure all elements and scenarios are considered when designing and developing this application. All features are considered universally available on both iOS and Android unless otherwise noted.

#### 1.0 Map (Home)



#### Notes:

1. Once the app has initialized, the Map screen is presented. This is the Home screen for the app.
2. Map tools: Incident Reporting, Map Type Selection, Traffic Flow Coloring, Current/Predictive Traffic Flow, and Follow me. Each is represented by an icon, which, when tapped, presents the functionality on top of the current map.
3. Ad Banner. Appears only in the free version.
4. Menu Bar. Main app navigation provides access to all other app functionality.

#### 1.1 Incident Reporting



#### Notes:

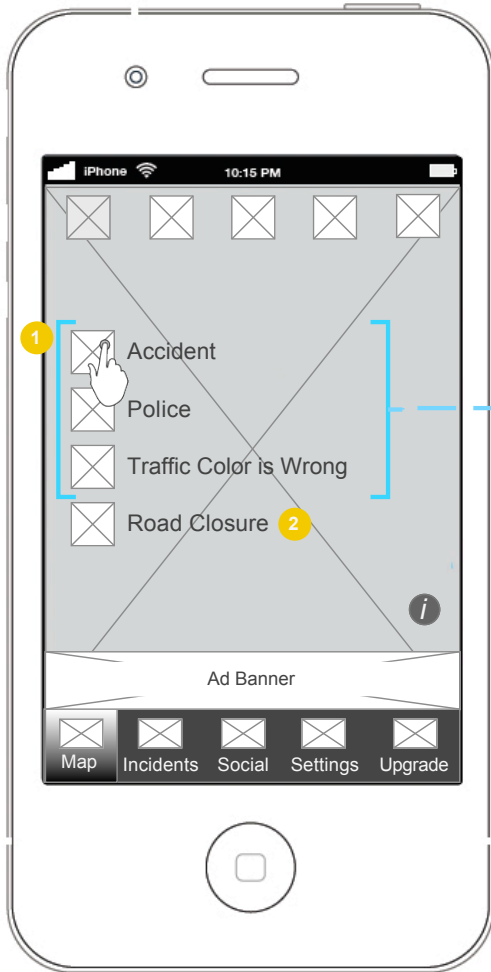
1. Tapping the Incident Reporting Icon opens the incident reporting options on top of the map. Incident reporting is only available in the paid version. Tapping on this icon in the free version may generate an upgrade call to action (see 1.1.5.1. Map: Incident Reporting: Upgrade).



### Interface Purpose:

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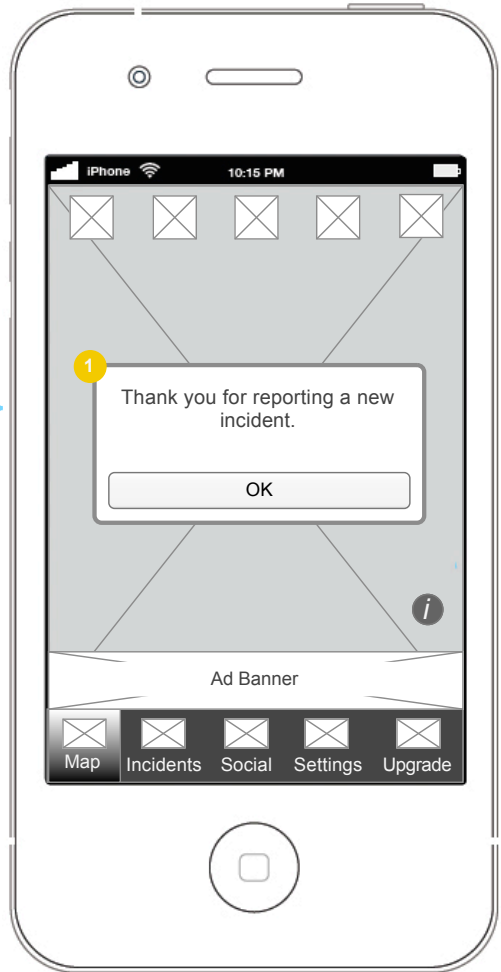
### 1.1.1 - 1.1.4 Incident Reporting



#### Notes:

1. Tapping on Accident, Police, or Traffic Color is Wrong sends the incident type and user's location information, closes the options and generates an alert message.
2. Tapping on Road Closure opens the default mail program, pre-populates the local station email address in the "TO" field and pre-populates the incident type in the "Subject" field. The message body is pre-populated with the incident type and the user's location based on GPS information. The user may add to the message and send it to the local Scripps Station.

### 1.1.1.1 Incident Reported Message



#### Notes:

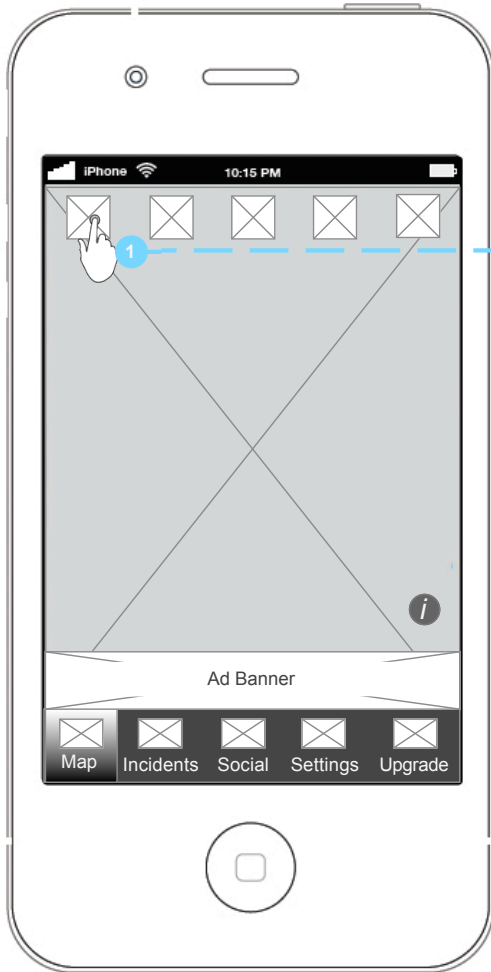
1. User receives a message indicating the incident has been reported and must tap OK to dismiss.



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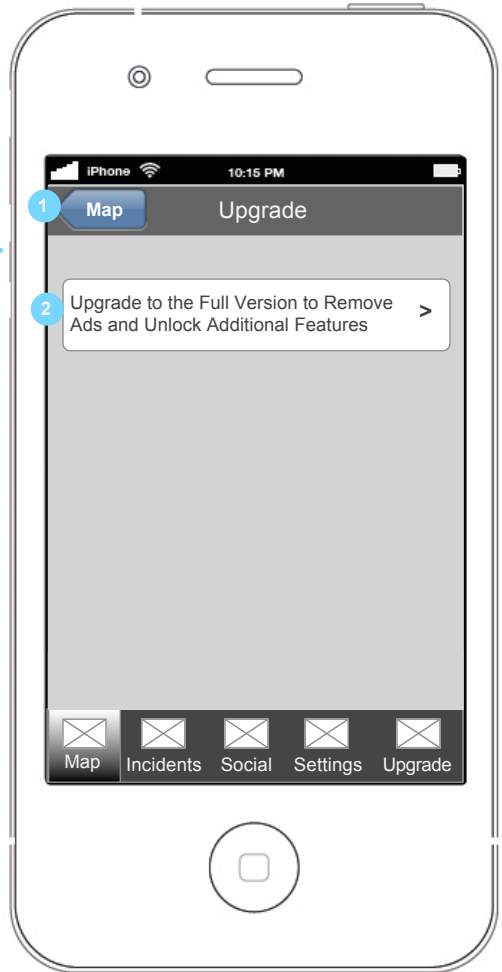
### 1.1.5 Upgrade to Report Incidents



#### Notes:

1. Tapping Incident Reporting in the free version opens the Upgrade screen.

### 1.1.5.1 Upgrade



#### Notes:

1. Returns to the previous screen.
2. Opens the native App Store application to the appropriate Location-based Scripps app allowing the user to review and purchase the app.

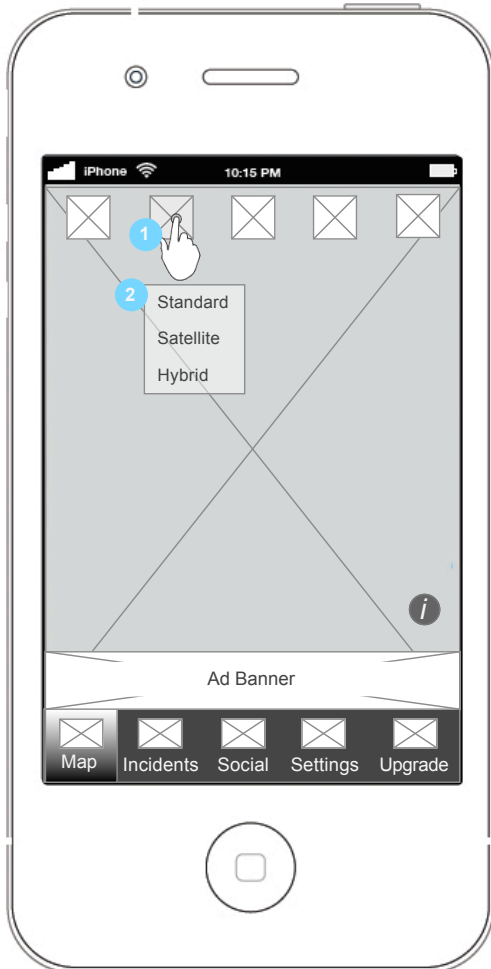
**NOTE:** Also see 6.0. This screen may be used throughout the application where paid features have been accessed by a free version user to prompt users to purchase the application.



### Interface Purpose:

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### 1.2 Map Type Selection



#### Notes:

1. Tapping the Map Type Selection icon reveals the map type options.
2. Standard is the map default. When the user selects Satellite or Hybrid, the map is redrawn to represent the selection and the options are removed from the screen. Tapping Standard returns the map to the default state.

### 1.3 Traffic Flow Map Coloring



#### Notes:

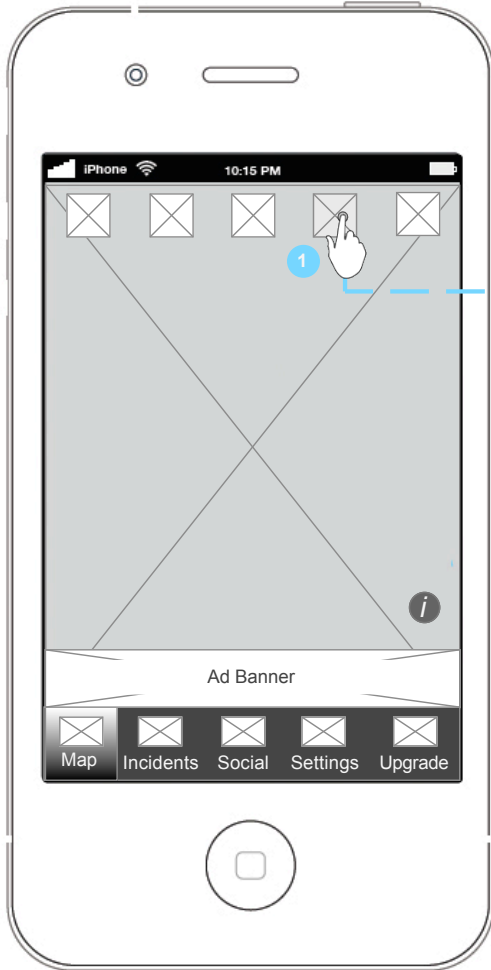
1. Tapping the Traffic Flow Toggle allows a user to view the map coloring as either Normal full map coloring or Relative speed/congestion coloring as determined by the API data.
2. Changing to Relative view displays traffic flow legend and a brief overlay message indicating the current view is Relative.



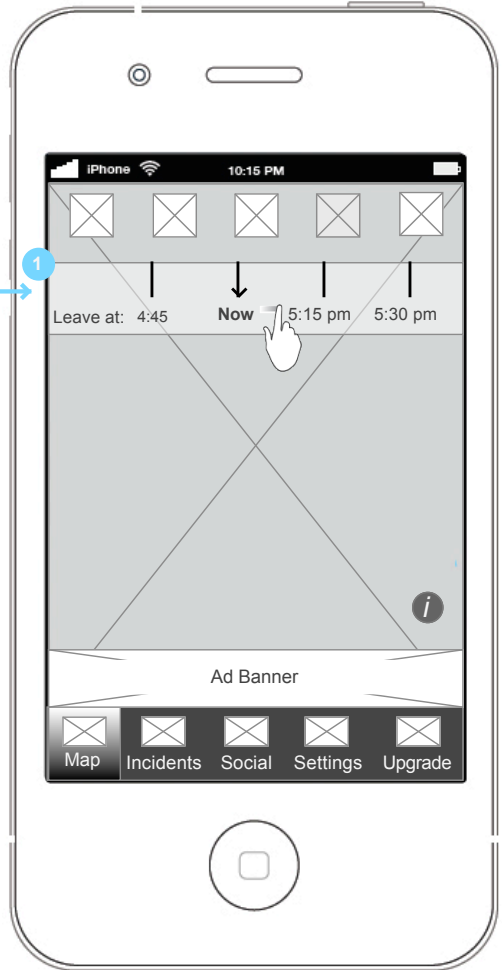
### Interface Purpose:

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### 1.4 Current/Predictive Traffic Flow



### 1.4 Current/Predictive Traffic Flow



### Notes:

1. Tapping the Current/Predictive Traffic Flow icon opens the Timeline Slider overlay. Tapping the icon a second time dismisses the overlay.

### Notes:

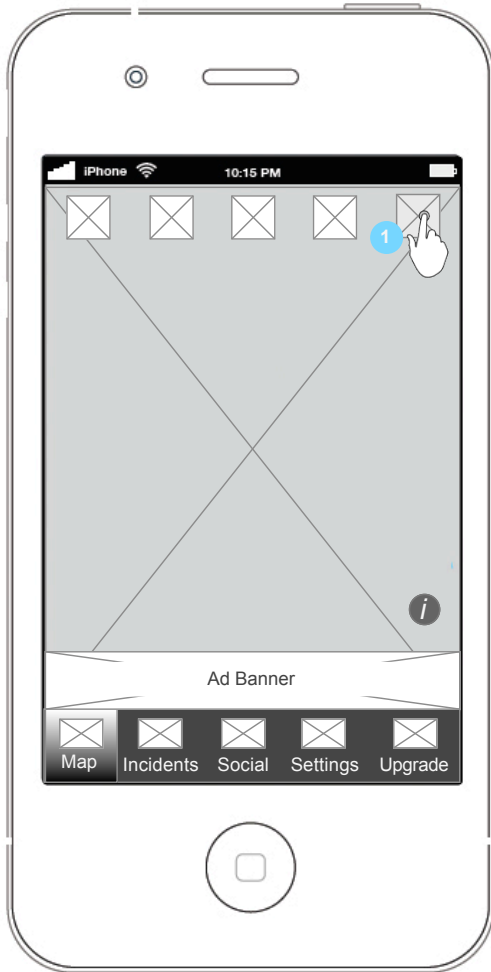
1. The Timeline Slider overlay allows the user to select a specific time to view traffic conditions by sliding the indicator to the desired time. Valid options are presented in 15 minute increments. The user may select 15 minutes in the past, Now, or up an one hour in the future. When the time is selected, the map updates to reflect traffic flow for the selected time.



### Interface Purpose:

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### 1.5 Follow Me



### Notes:

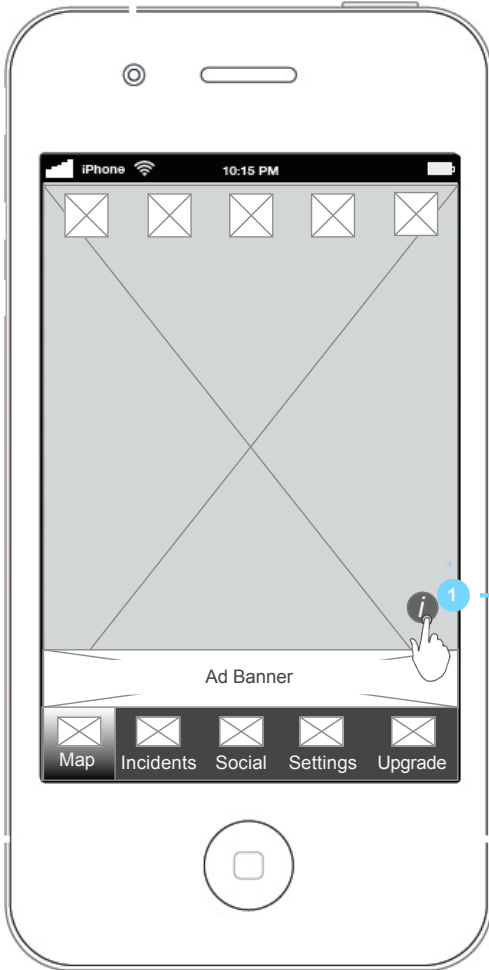
1. Selecting the Follow Me icon toggles the follow mode from enabled to disabled (static) and displays a brief message indicating the current state.



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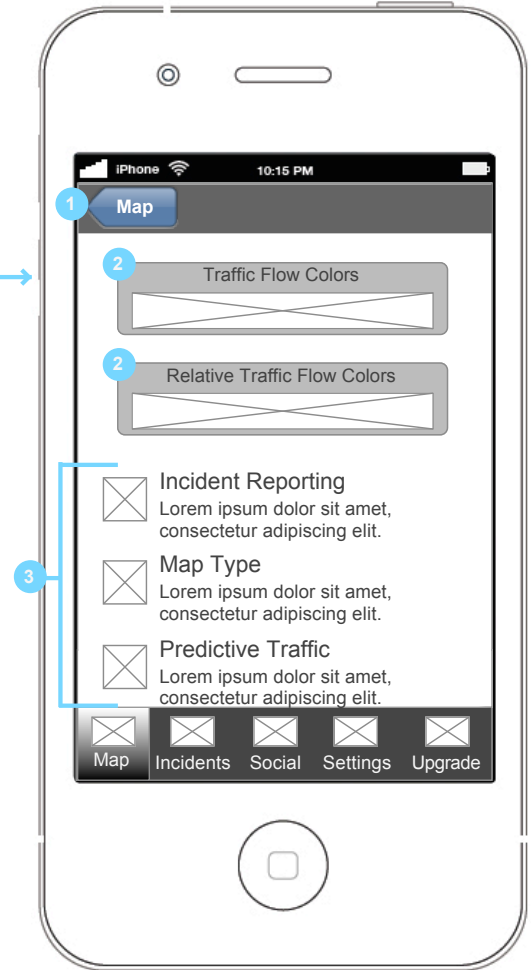
### 1.6 Map Legend



#### Notes:

1. Tapping on the Map Legend icon opens the Map Legend screen.

### 1.6 Map Legend (cont'd)



#### Notes:

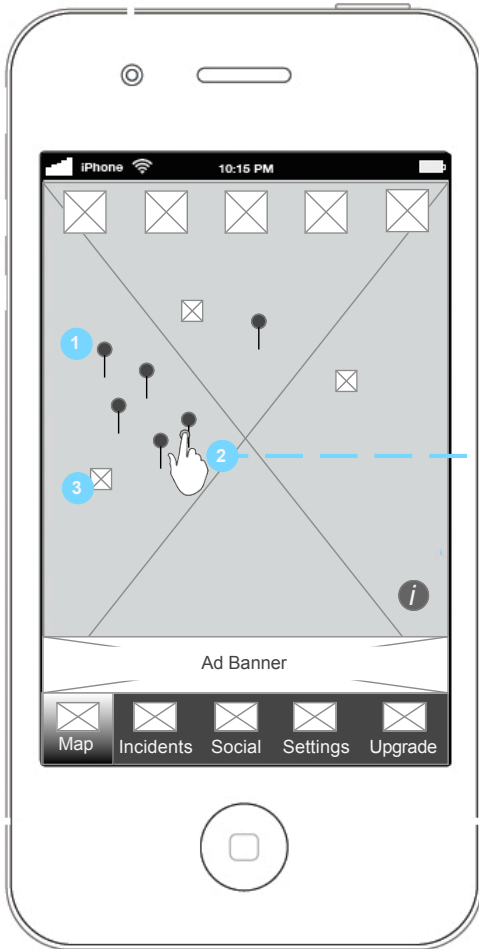
1. Returns to the Map screen.
2. Displays color legends for each of the map types available.
3. Displays a brief description for each incident-type icon shown on the map. The icons displayed here match those shown on the map.



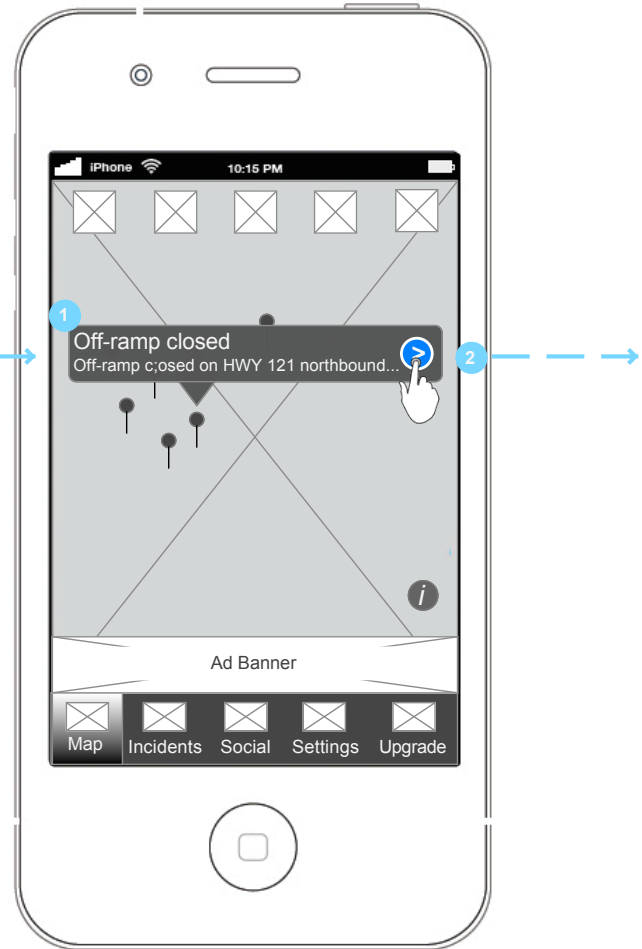
### Interface Purpose:

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### 1.7 Traffic Incident Markers



### 1.7 Traffic Incident Markers (cont'd)



### Notes:

1. Incident Markers appear on the map where specific incidents have been reported. Markers may be of varying size and shape to represent differing types of incidents.
2. Tapping on an Incident Marker opens a message box containing summary details of the incident.
3. Icon representing a traffic camera.
  - Tapping on the Traffic Camera icon in the PAID version opens a screen where the user may view video and a brief location description from that traffic camera.
  - Tapping on the Traffic Camera icon in the free version opens a screen where the user may view a static image and a brief location description from that traffic camera.
  - NOTE: May be implemented as a separate screen with a back button to the map, or as an overlay on the map with a dismiss button.

### Notes:

1. Incident Summary message containing a brief description.
2. Tapping on the "more information" icon displays the Incident Information screen.

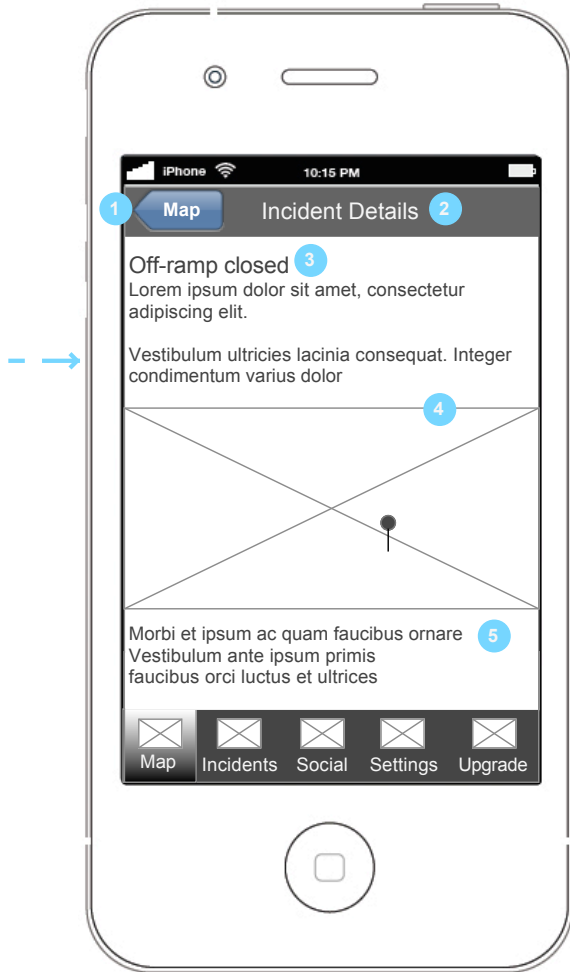




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### 1.7 Traffic Incident Markers (cont'd)



### Notes:

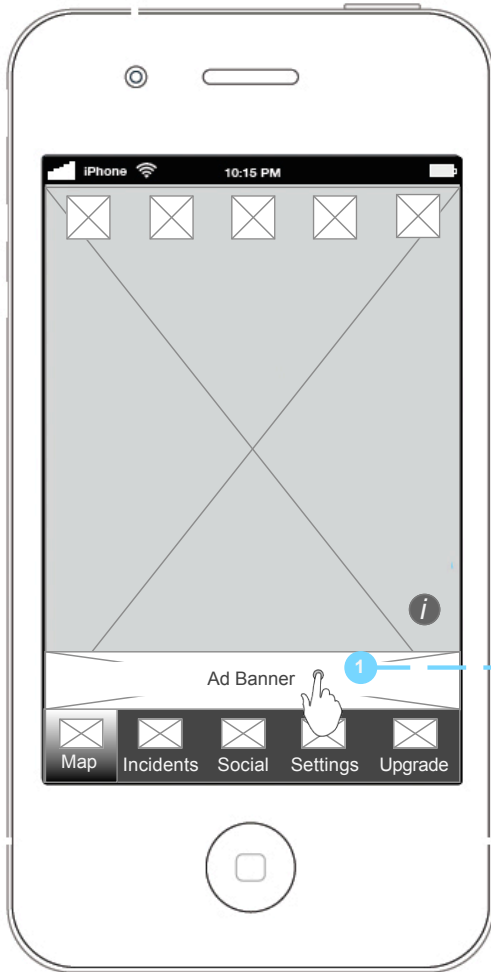
1. Returns to the Map screen.
2. Page title.
3. Incident details.
4. Map zoomed to the specific incident selected with the incident marker identifying the location.
5. Additional incident details.



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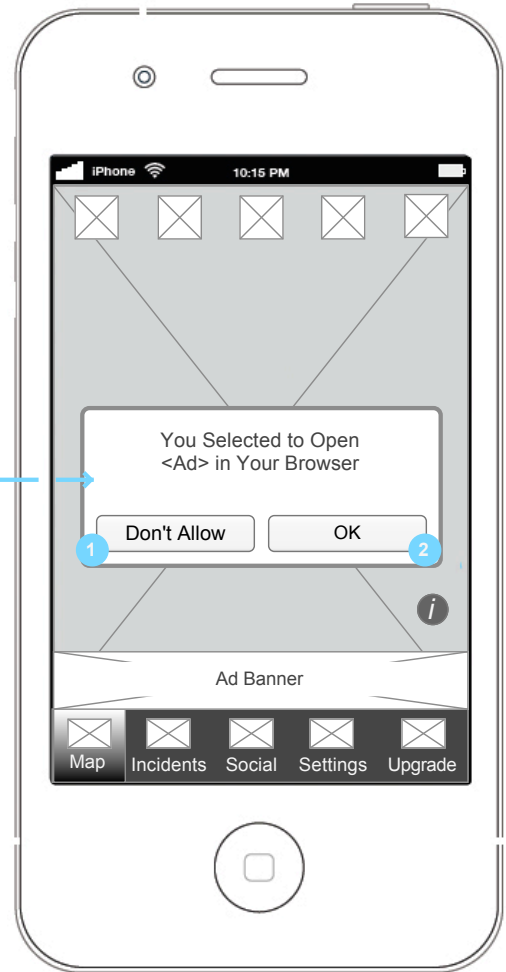
### 1.8 Ad Banner



#### Notes:

1. Tapping on an Ad Banner opens a confirmation dialog.

### 1.8 Ad Banner (cont'd)



#### Notes:

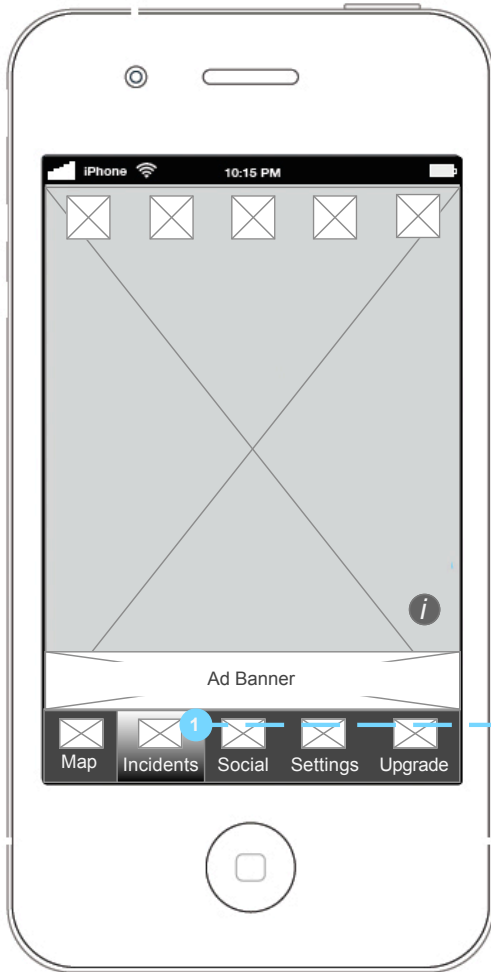
1. User may select Don't Allow, which dismisses the dialog and returns to the map.
2. User may select OK, which opens the selected Ad in the native browser; Scripps Traffic continues to run in the background.



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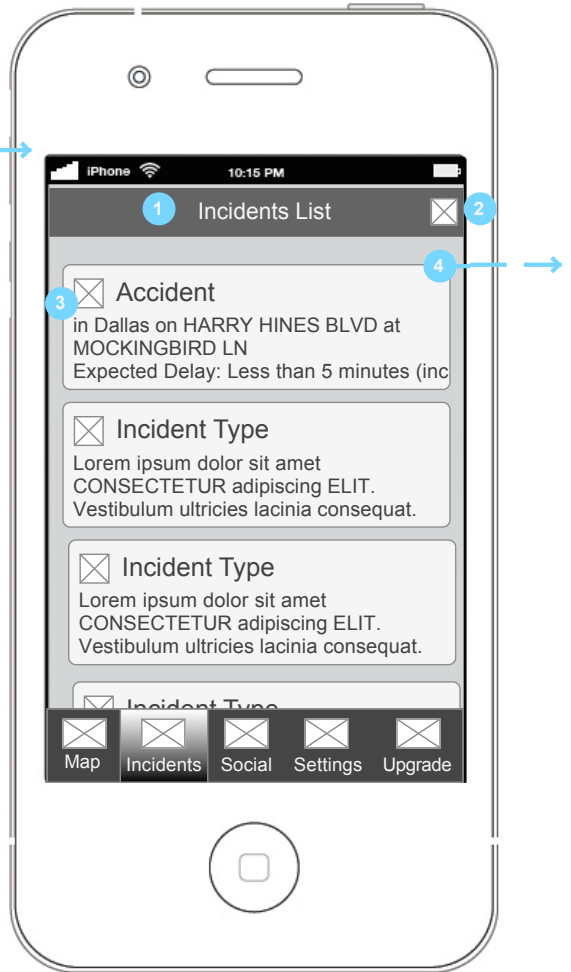
#### 2.0 Incidents



#### Notes:

1. Tapping on the Incidents navigation item opens the Incidents List screen.

#### 2.1 Incidents List



#### Notes:

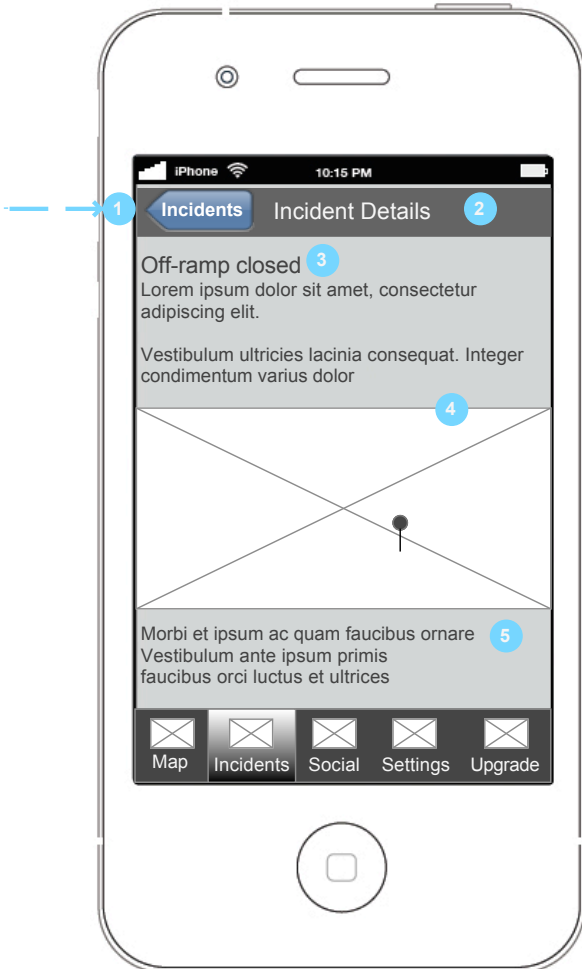
1. Page title.
2. Incidents List refresh icon. Tapping repopulates the list with the most current incidents reported.
3. Incident type icon.
4. Incident summary: This list is based on the user's proximity to the Incidents and determined by Radius as set in the Settings. Tapping on the summary box opens the Incident Details screen.



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### 2.1 Incidents Details



### Notes:

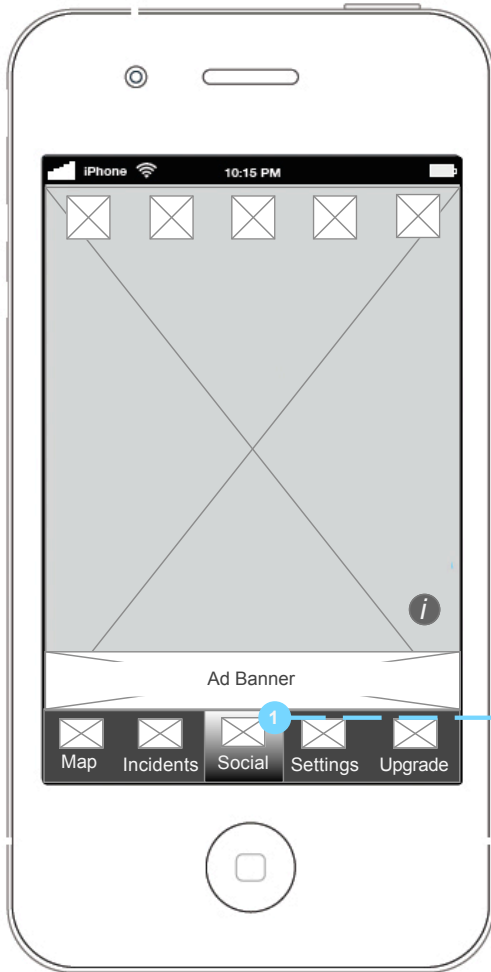
1. Returns to the Incident List screen.
2. Page title.
3. Incident details.
4. Map zoomed to the specific incident selected with the incident marker identifying the location.
5. Additional incident details.



### Interface Purpose:

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### 3.0 Social Feed



#### Notes:

1. Tapping on the Social navigation item opens the Social Feed List screen.

### 3.1 Social Feed List



#### Notes:

1. Page title.
2. Social Feed refresh icon. Tapping repopulates the list with the most current social station feeds.
3. Tapping on the Upload Photo button opens the Photo Upload screen where a user may choose to select a picture from the device library or take a picture. Once selected/taken, the picture may be uploaded to the local station with location information.
4. Social Feed type icon and summary, containing local station/newspaper traffic Twitter feed (where available), and user Tweets as culled from the local station/newspaper Twitter hashtag.

NOTE: This feature is for both the free and paid versions. The photo will be social, possibly going to Facebook and Twitter if user has accounts setup and will encourage others to download the app.

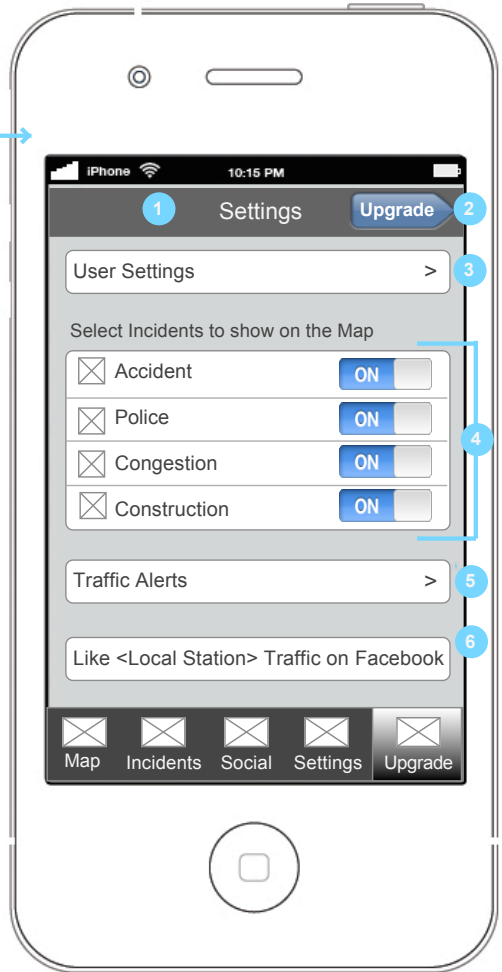
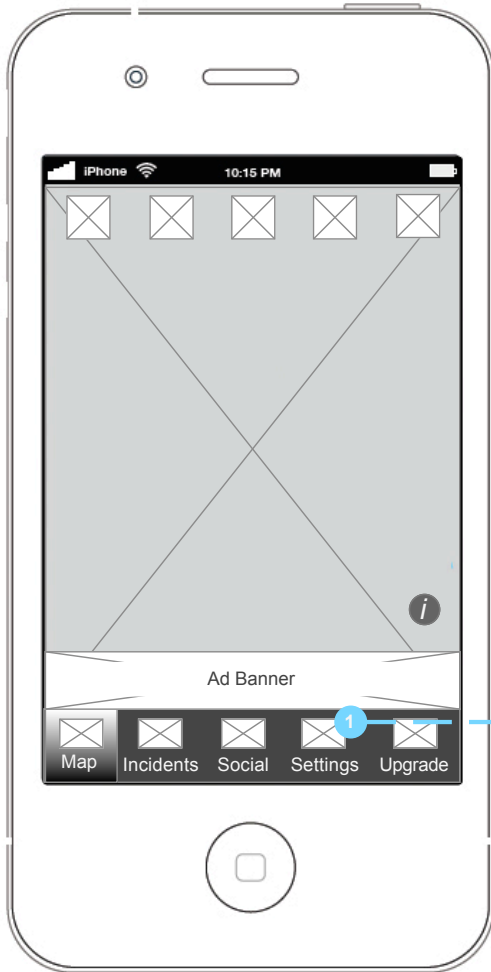


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### 5.0 Settings

### 5.0 Settings Main Screen



### Notes:

1. Tapping on the Settings navigation item opens the Settings main screen.

### Notes:

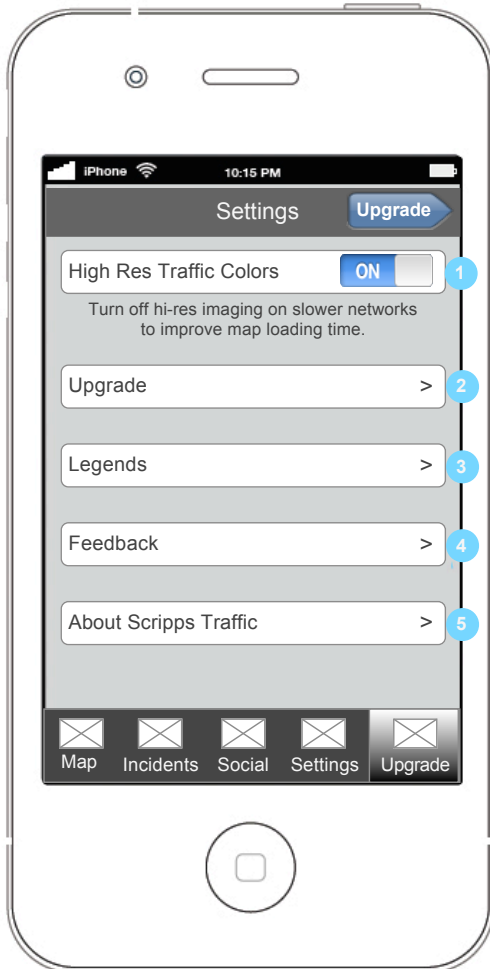
1. Page Title.
2. Upgrade (see 1.1.5.1 Incident Reporting Free Version).
3. User Settings (see 5.1 - 5.1.2).
4. Toggles to control which incidents appear on the traffic map.
5. Traffic Alerts (see 5.3)
6. Tapping on this box opens the native browser and navigates to the local station's Facebook page where a user may click to "Like" the page.



### Interface Purpose:

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### 5.0 Settings Main Screen (cont'd)



#### Notes:

1. High Res Traffic Colors toggle allows a user to improve map loading time if running on a slower network.
2. Opens the Upgrade screen prompting the user to upgrade to the full version of the app (see 1.5.1.1 Incident Reporting Free Version).
3. Opens the Map Legend screen describing the icons used on the map (see 1.6).
4. Feedback (see 5.8).
5. About Scripps Traffic opens a screen containing information about the app, including version number and website links.

### 5.1 User Settings



#### Notes:

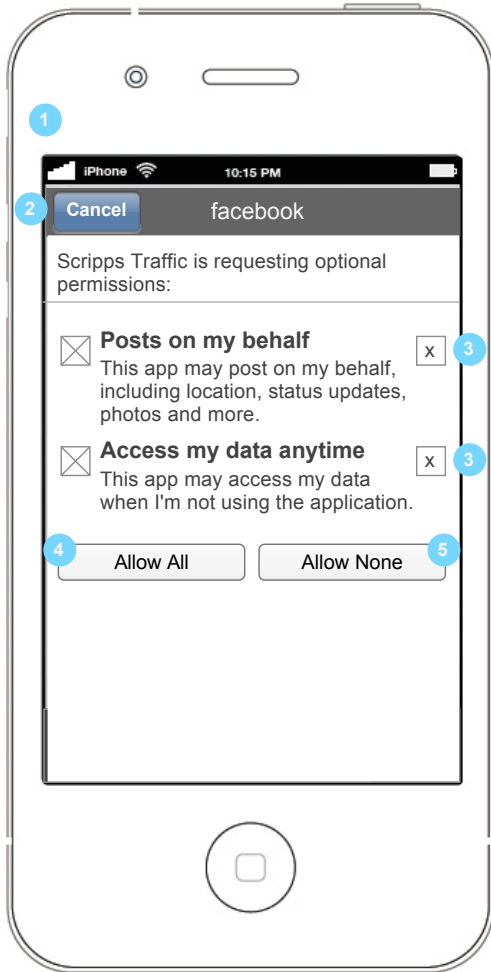
1. Reporter ID allows a user to input a user name to identify incident reports made by the user. Once entered the app will track the number of incidents the user has reported.
2. Facebook Settings (see 5.1.1).
3. Twitter Settings (see 5.1.2).



### Interface Purpose:

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### 5.1.1 Facebook Settings

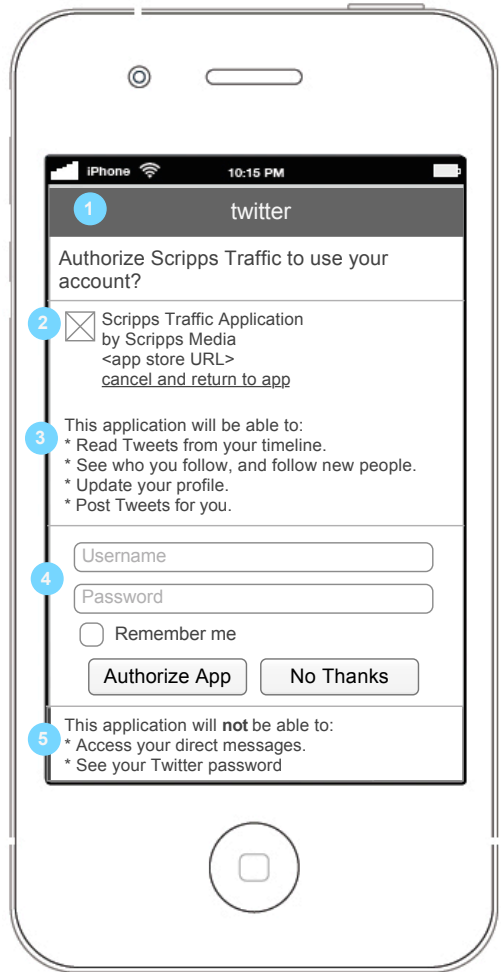


#### Notes:

1. If the user has the Facebook app installed, the Facebook permissions screen is presented. Otherwise, user is prompted to download the Facebook app to interact with the Scripps app.
2. Cancel returns to the Scripps User Settings screen.
3. User may select to deny individual permissions. If an individual permission is denied, the Allow All button changes to Allow Some.
4. Tapping Allow All (Some) connects the user's Facebook account through the native Facebook app on his/her device.
5. Tapping Allow None returns the user to the Scripps User Settings screen.

NOTE: returning to this screen when Facebook is authorized allows the user to de-authorized access.

### 5.1.2 Twitter Settings



#### Notes:

1. Tapping Twitter Settings opens an authorization screen in the native browser.
2. Scripps app icon and application information. Also includes a link to cancel the authorization and return to the app.
3. Informs the user of the permissions being granted.
4. User must enter his/her Twitter credentials, may optionally select to have the credentials stored on the device, and must tap Authorize or Cancel. Each returns to the Scripps app.
5. Informs the user of information not being made available to Twitter. Also includes instructions to de-authorize the app, links to the Twitter Terms of Service, and Privacy Policy.

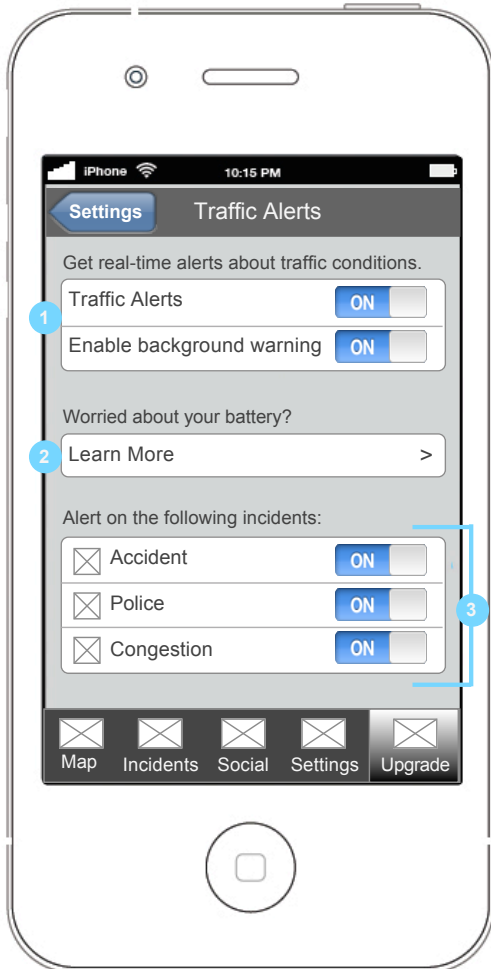




### Interface Purpose:

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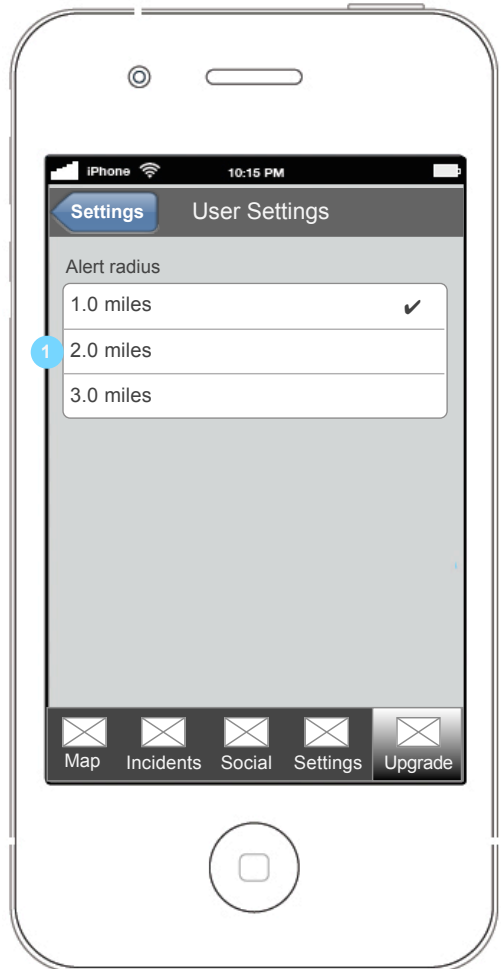
### 5.3 Traffic Alerts



#### Notes:

1. Toggles to enable popup alerts while using the app and while the app is running in the background.
2. Opens a screen with information about how the app uses the devices' battery.
3. Allows the user to select the types of alerts that will be presented in popups.

### 5.3 Traffic Alerts (cont'd)



#### Notes:

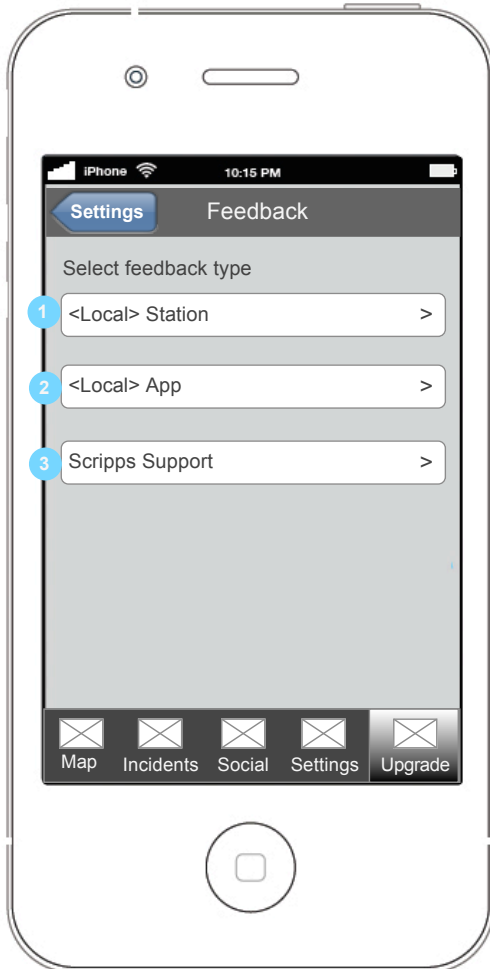
1. Allows the user to select the number of surrounding miles in which to receive traffic alerts.



### Interface Purpose:

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### 5.8 Feedback



### Notes:

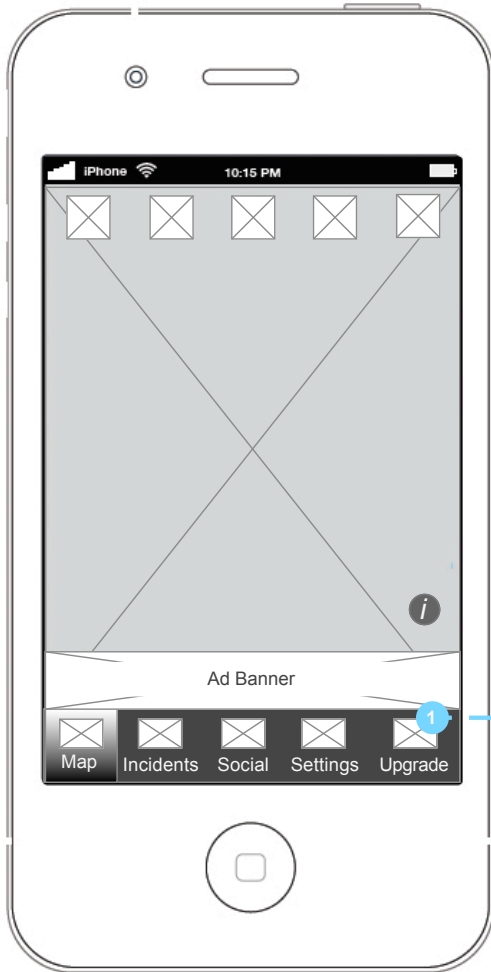
1. Local Station opens the native email app and pre-populates the TO field with the local station's email address. The user may enter a subject and message.
2. Opens the native app store application to the Local Stations' app where the user may rate the app and leave feedback.
3. Scripps Support opens the native email app and pre-populates the TO field with the Scripps Media Support email address. The user may enter a subject and message.



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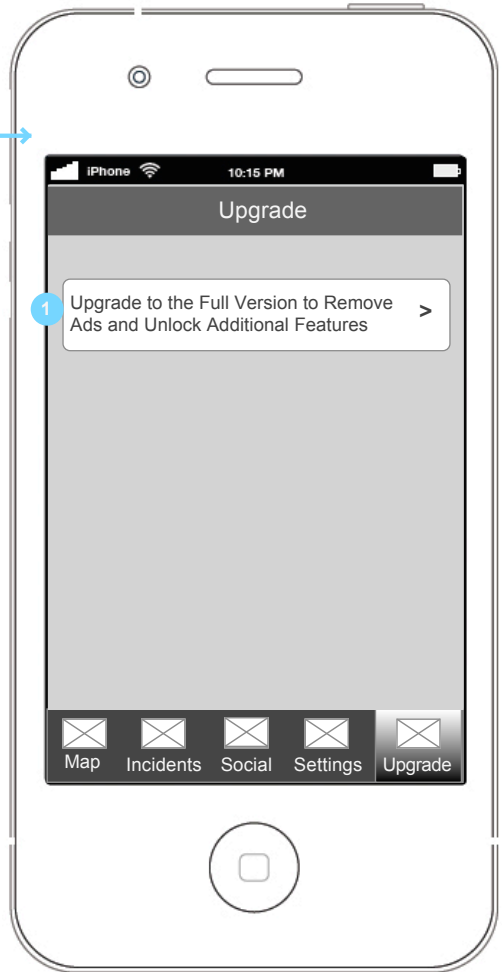
### 6.0 Upgrade



### Notes:

1. Tapping on the Upgrade navigation item in the free version opens the Upgrade screen.

### 6.0 Upgrade (cont'd)



### Notes:

1. Opens the native App Store application to the appropriate Location-based Scripps app allowing the user to review and purchase the app.