

PMO Mobile App Blueprint for Wire Frame Design Phase

Team Sensei

Saurabh Maurya	4 th Year, BITS Pilani, Computer Science
Yash Gupta	3 rd Year, BITS Pilani, Computer Science
Dheram Pranav	3 rd Year, BITS Pilani, Computer Science
K.V. Aditya Sarma	3 rd Year, BITS Pilani, Computer Science

We have referenced the existing Narendra Modi application released on June 17, 2015. Wireframes which are different from the already existing application design have been emphasised here.

Major changes over the existing Narendra Modi Application and the motivation for each change:

1. Color Scheme: A uniform color scheme makes the entire application seem consistent and put together. We have used Deep Orange and Orange together to come up with a material design palette from <http://www.materialpalette.com/>.
The color scheme was chosen to resonate with the strong saffron theme in both the BJP and RSS designs. [SRN01]

2. Consistent use of material design in interactions: Individual cards have been used for each new item, and care has been taken to place shadows at the appropriate depth based on <http://www.google.co.in/design/spec/what-is-material/elevation-shadows.htm>

The news article cards have been heavily redesigned, with smaller photos to allow the user to scan more articles at a time. The card expands on being selected, in keeping with interaction conventions of material design.
[SRN02]

3. Language: We have added a screen just after the install to allow the user to select the language she is most comfortable operating in. This prevents the user from struggling to change the language to Hindi, if the language defaults to English the first time. [SRN00]

4. Accessibility: We have added a screen just after the install to allow the user to enable accessibility options. The primary option is the speaker icon next to text, to allow users to listen to text (TTS).

This is essential in India, where several users are far more comfortable with listening than with reading. [SRN05]

5. Calendar Widget: A calendar widget with all of Modi's scheduled interactions pre-loaded has been designed. This allows users to stay up to date with upcoming Mann ki Baat talks and live events. [SRN21]

6. Rewards System: Streaks is an essential concept to keep users engaged with a platform. We have incorporated this, as well as the ability to see how well your friends are doing on the gamified dashboard, thus driving competition and co-operation on the site. [SRN10]

7. Related Articles card: If a user is reading an article on Education Policy, he is likely to be interested in related articles on such policy as well. We have added an option to navigate to such related articles at the bottom of every news article. [SRN09]

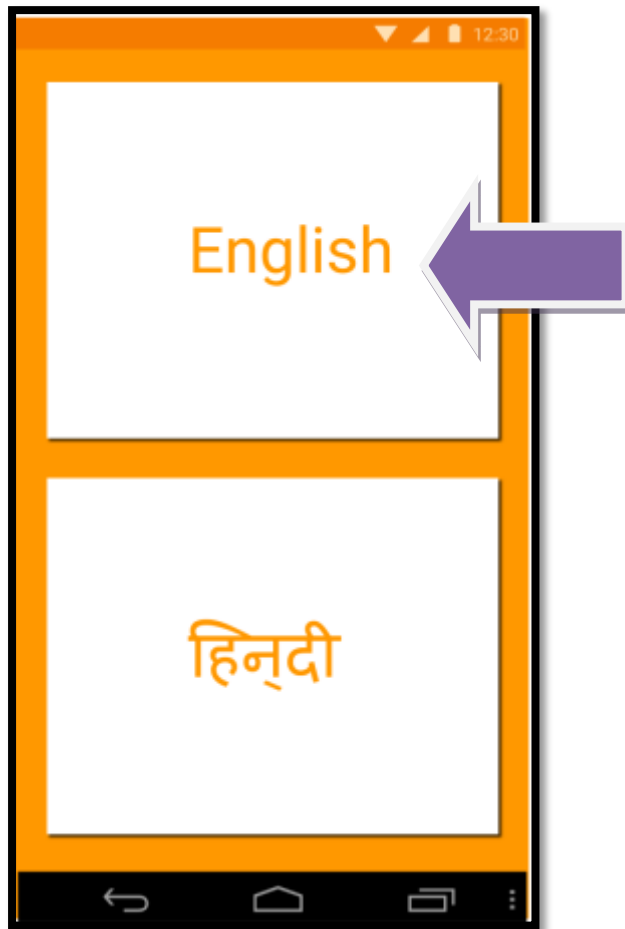
8. Emergency Response Notifications: Any information directly from the PMO can be trusted to be authentic. Based on Coarse Location, obtained from the user during installation, region-specific emergency alerts can be sent to users that bypass any application that the user might be running at that moment and notifies the user of the pending or existing emergency alert. [SRN12]

You can access a simulation of our wireframe on YouTube at

<https://youtu.be/IXOmbUGqts>

The wireframes have been developed using Adobe Illustrator, and stored as .AI files separately. Here, we have used the screens as PNG images and resized them to allow for arrows and explanations.

SRN00 : Language Selector



Purpose of Screen : Select language for application just after application install

OPR01 : Tap the appropriate card to choose your preferred language

Key Design Takeaway :

- ✚ This prevents the user from struggling to change the language to Hindi, if the language defaults to English the first time

SRN01 : Home Screen



Purpose of Screen : Collection of most recent news articles

OPR01 : Tapping these news cards would direct the user to the detailed news article.

OPR02 : On long press, user can mark an article to read it later or save it to favourites. [SRN04]

Key Design Takeaway:

- ✚ Consistent color scheme
- ✚ Color scheme based on saffron for nationalistic feel to application
- ✚ Each news article on separate card, in keeping with material design principles for interaction
- ✚ Favourite articles are marked as such on the card itself for quick navigation

SRN02 : Home Screen with a News Article Tapped On



Purpose of Screen : Depicts how the page changes on pressing a news article

Key Design Takeaway :

- + Interaction with news article card raises the card height
- + Expanding orange spot provides feedback to user

SRN03: Home Screen with News Article Expanding



Purpose of Screen : Depicts how the news article expands outwards once selected

Key Design Takeaway :

- + Card expands as described in Material design guidelines
- + Content underneath are under a shadow

SRN04 : Long Press Article on News Screen



Purpose of Screen : Depicts options on long pressing an article

OPR01 : Read Later – Stores article in a different folder to read later

OPR02 : Save as Favourites – Bookmark article to reference later

Key Design Takeaway :

- ✚ New style dialog box with no dividing line between the options
- ✚ Marking articles to read later is a function which should be accessible without having to open the entire article

SRN05: Home page with Accessibility Enabled



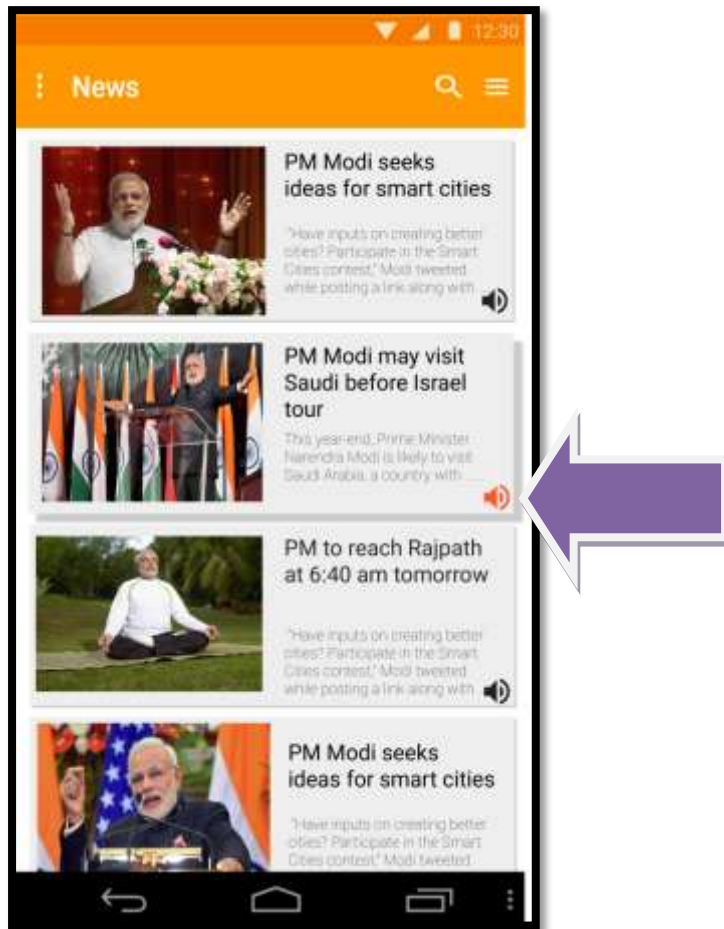
Purpose of Screen : Users can listen to instructions instead of reading them

OPR01 : On tapping the speaker icon, an audio file related to that card is played

Key Design Takeaway :

- ✚ While the audio file is playing, the relevant card is raised to indicate that the text is for that card
- ✚ This feature is essential in India where a majority is more comfortable with listening than reading
- ✚ **The speaker icon is only visible if the user enables accessibility from the settings**

SRN06: Home page with Text to Speech Enabled [Accessibility]



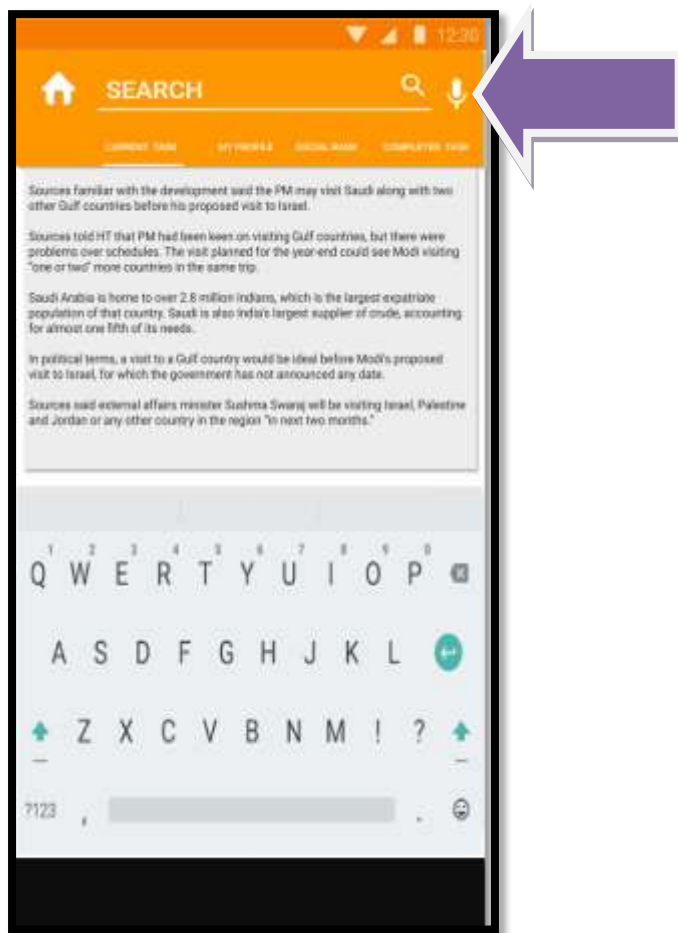
Purpose of Screen : Depicts how the screen looks when the speaker button is tapped

OPR01 : On tapping the speaker icon, an audio file related to that card is played

Key Design Takeaway :

- ✚ While the audio file is playing, the relevant card is raised to indicate that the text is for that card
- ✚ The icon changes to orange from black, to indicate that audio is running
- ✚ **The speaker icon is only visible if the user enables accessibility from the settings**

SRN07: Search Box with Speech to Text Enabled [Accessibility]



Purpose of Screen : Users can talk the microphone icon and speak, instead of typing using the keyboard

OPR01 : On tapping the microphone icon, input from microphone is enabled, and is printed as text in the appropriate input box.

Key Design Takeaway :

- ✚ This feature is essential in India where a majority is more comfortable with speaking than writing
- ✚ **The microphone icon is only visible if the user enables accessibility from the settings**

SRN08 : Single News Article - Top



Purpose of Screen : Depicts view of an article, once selected from the home page

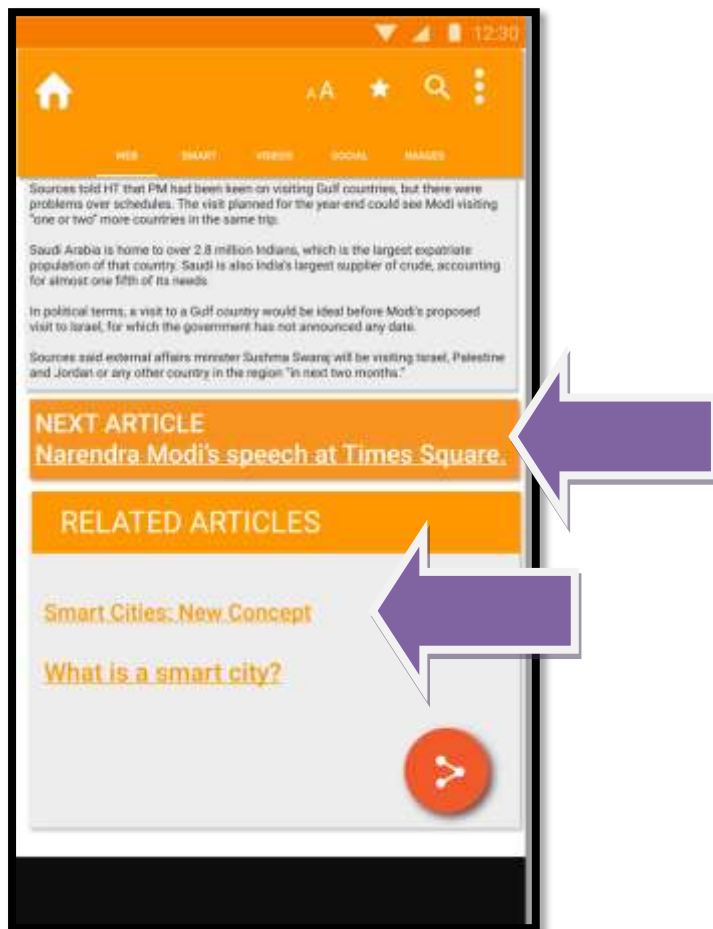
OPR01 : FAB to share article with friends on social media

OPR02 : Ability to resize text size [Accessibility]

Key Design Takeaway :

- ✚ Web, Smart and the other options on the top have been integrated into the existing color scheme
- ✚ A FAB which has been designed to share the article with others on social media

SRN09 : Single News Article – Bottom



Purpose of Screen : Users can navigate to similar articles at the bottom of the application

OPR01 : Swipe right to look at the next article

OPR02 : Tap one of the related articles link to go to that article

Key Design Takeaway :

- ✚ If a user is reading an article on Education Policy, he is likely to be interested in related articles on such policy as well. This design allows the user to effortlessly follow a topic

SRN10 : Points Dashboard [My Profile]

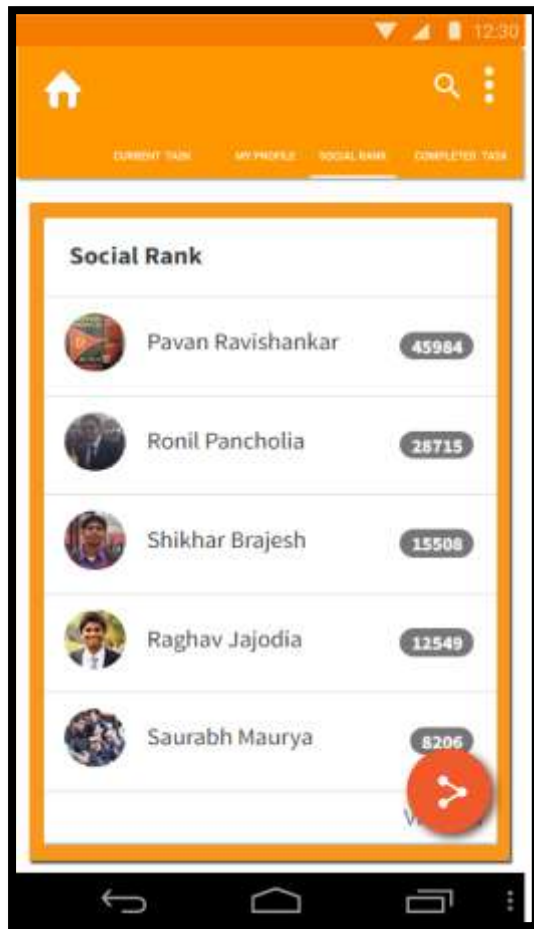


Purpose of Screen : Allows user to review his interaction with the application. Quick access to important points statistics

Key Design Takeaway :

- ✚ Allow setting of weekly points goal
- ✚ Streaks is an important concept to keep users engaged with the platform. Streaks counts the number of days in a row that you have achieved at least 5 points. The streak count is halved if you miss a day
- ✚ The graph allows one to reviews his progress over the week

SRN11 : Social Rank [Tab next to My Profile]



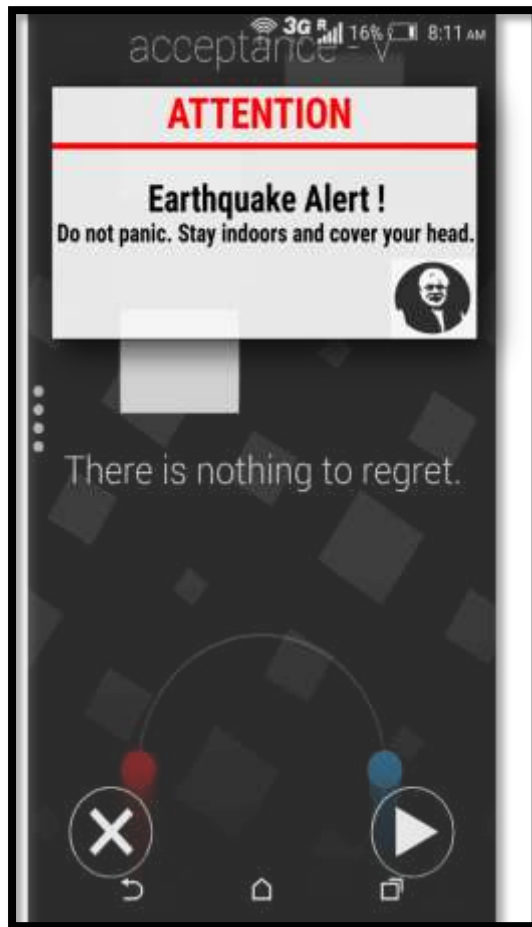
Purpose of Screen : Allows one to compare points with friends on social media

OPR01 : Share points obtained on PMO App on social media using FAB

Key Design Takeaway :

- ✚ Ability to access friend's score will increase competitiveness and make obtaining points much more desirable
- ✚ Friend's identified via Facebook friends list

SRN12 : Rapid Alert System



Purpose of Screen : Alert users of urgent notifications even if the user is currently using another application

Key Design Takeaway :

- + Emergency alerts can be sent to users that bypass any application that the user might be running at that moment and notifies the user of emergency alerts
- + Greyscale icon of the PMO app stamped at the bottom of the notification adds authenticity to the message

SRN13 : Top Initiatives



Purpose of Screen : This section of the application is for the user to keep track of leading government initiatives.

OPR01 : Open the section pertaining to a particular article

Key Design Takeaway :

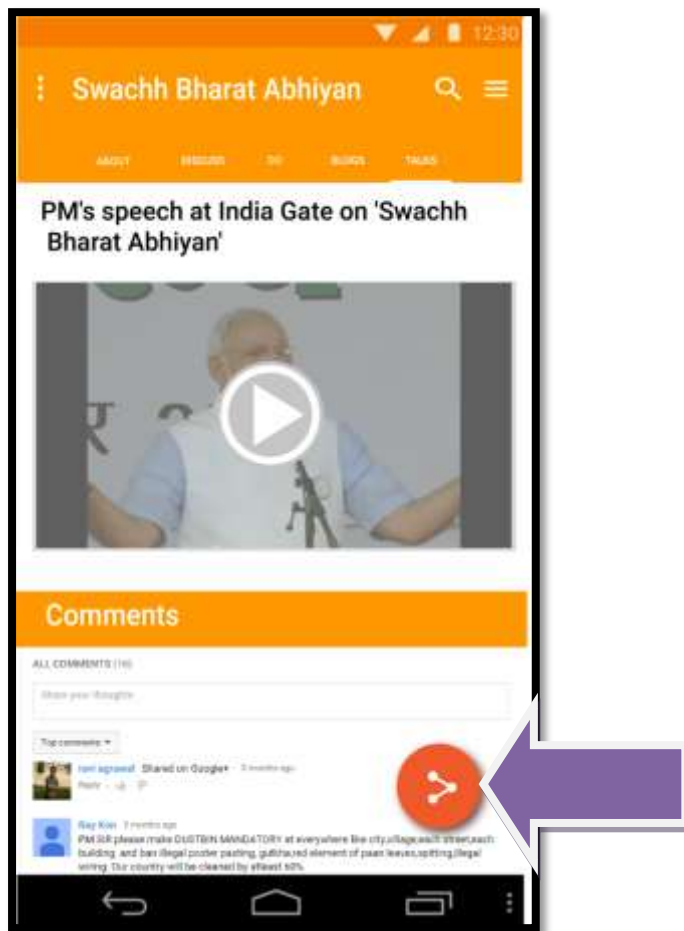
- + Clean material design with each initiative on a separate card
- + Most relevant information depicted on the card

SRN14 : Swachh Bharat section of Top Initiatives



Purpose of Screen : Depicts how the Swachh Bharat Abhiyan section has been displayed

SRN15 : Videos section of the Swachh Bharat Section



Purpose of Screen : Depicts how the Swachh Bharat Abhiyan video section has been displayed

SRN16 : Ability to share on multiple social media simultaneously [1]



Purpose of Screen : Our illustration of the “Voice Out” Feature

OPR01 : Tap the FAB to expand and show the various social media options

OPR02 : Tap the social media icons on which you wish to share [may be more than one]

OPR03 : Tap the FAB again to share across all the selected social media options

Key Design Takeaway :

- ✚ This design allows sharing across multiple platforms in minimum number of clicks

SRN17 : Ability to share on multiple social media simultaneously [2]



Purpose of Screen : Depicts “Voice Out” with Facebook and WhatsApp selected

Key Design Takeaway :

- ✚ The FB and the Whatsapp icon have been raised to indicate that they have been selected
- ✚ This design allows sharing across multiple platforms in minimum number of clicks

SRN18 Merchandise Store



Purpose of Screen : Depicts the Merchandise Store page

Key Design Takeaway :

- ✚ Some merchandise is exclusively available via points to enhance desirability of points gained done via tasks

SRN19 Games Board

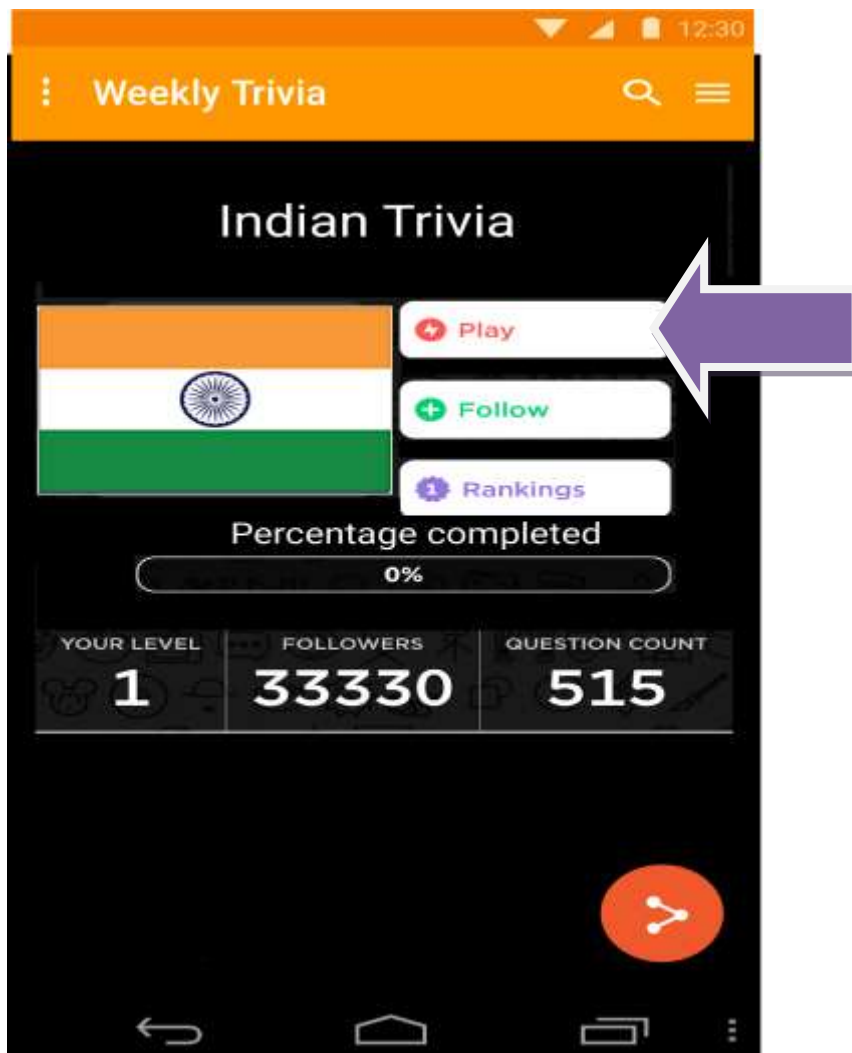


Purpose of Screen : Section where all the games are placed

OPR01 : Select game you want to play

OPR02 : Share your score with others [FAB]

SRN20 Indian Trivia Game Screen



Purpose of Screen : Home screen of each game

OPR01 : Play game by tapping play

OPR02 : Share by tapping the FAB

Key Design Takeaway :

- ✚ Add game scores to points overall, in the dashboard. Especially for educational games

SRN21 Calendar Widget



Purpose of Screen : Allows users to stay up to date with upcoming Mann ki Baat talks and live events

Key Design Takeaway :

- + Effortless way to stay in sync with events related to the PMO
- + Does not require the application to be open to view the information