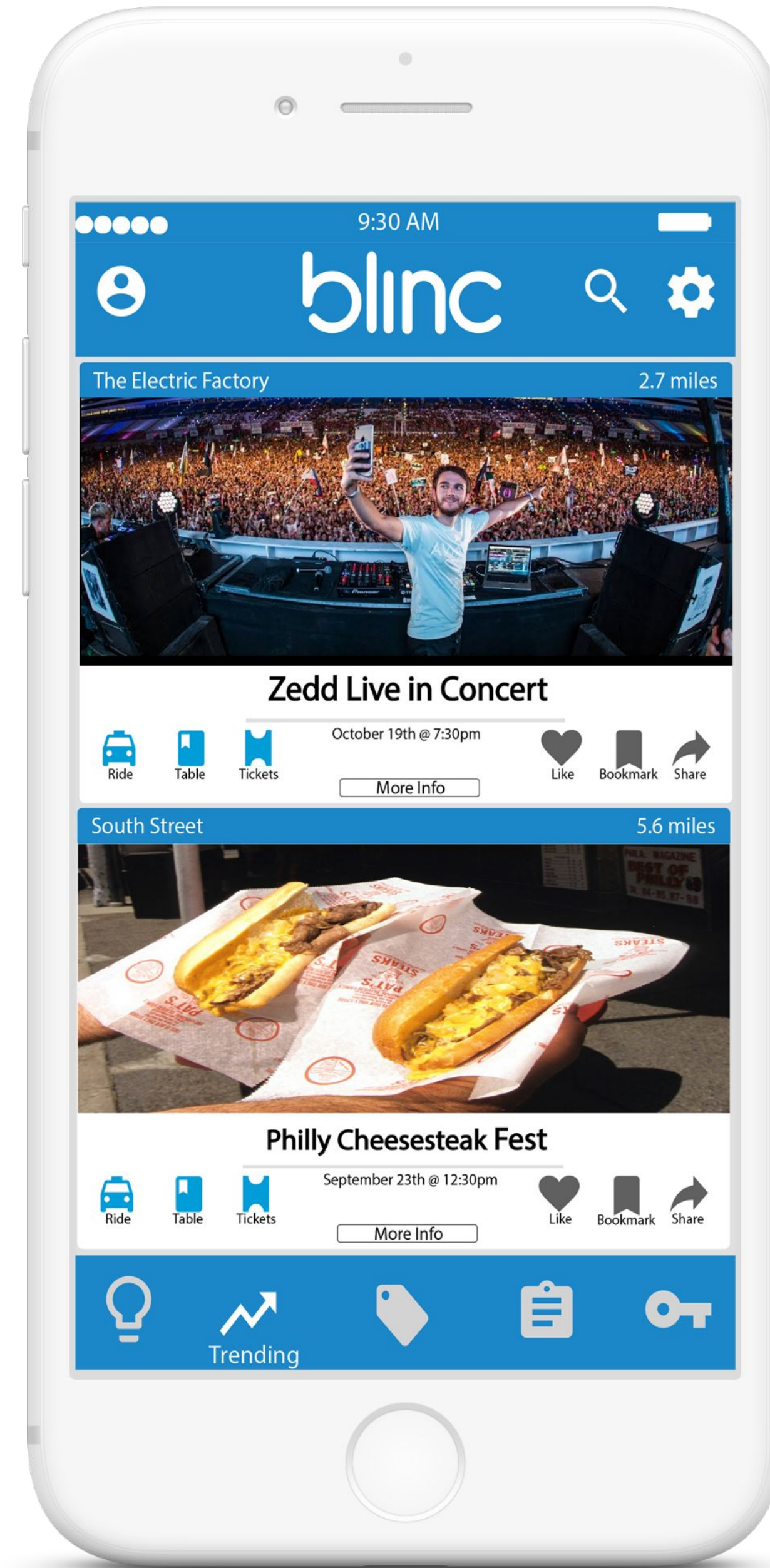


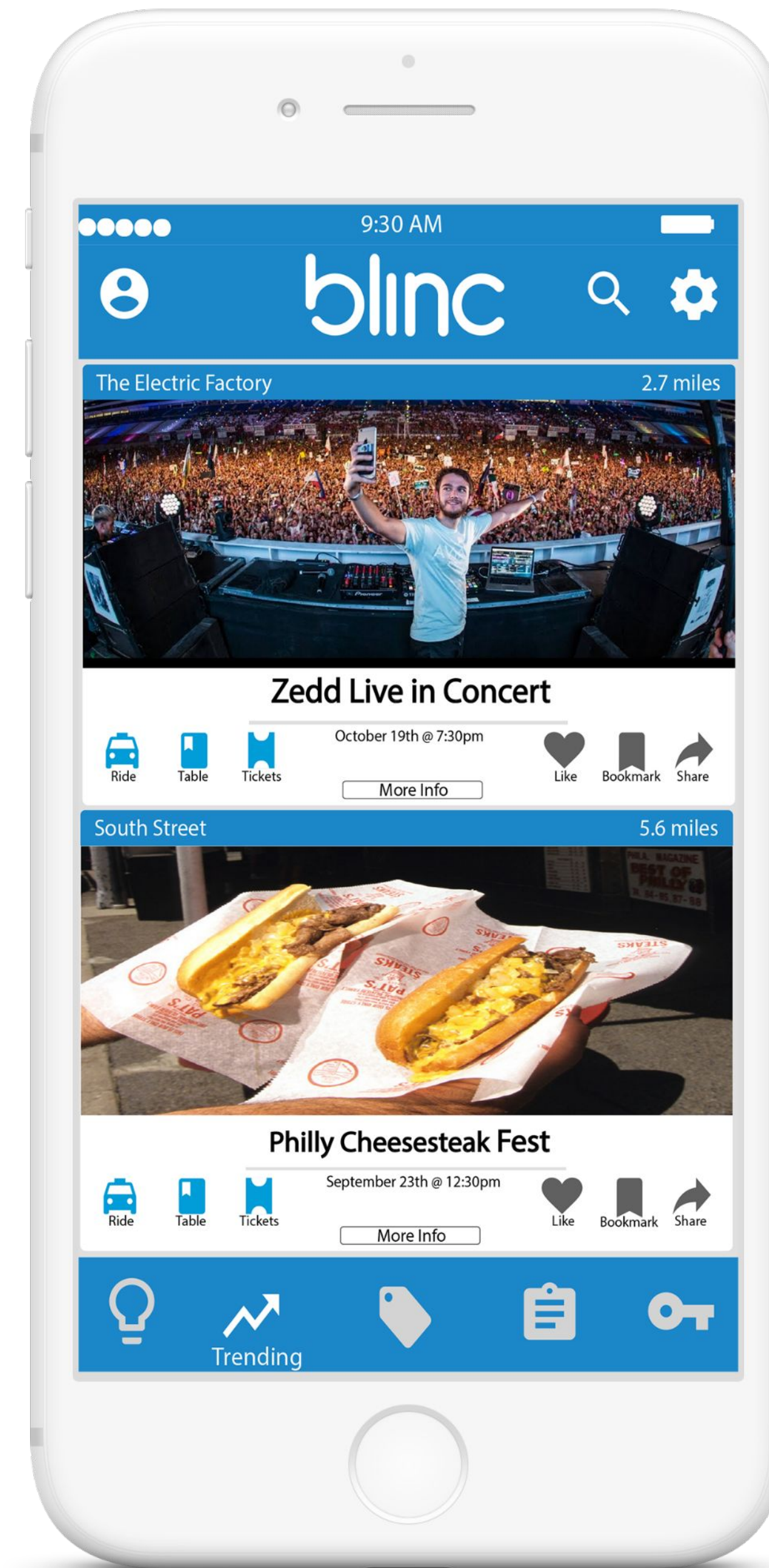
Blinc 1.3



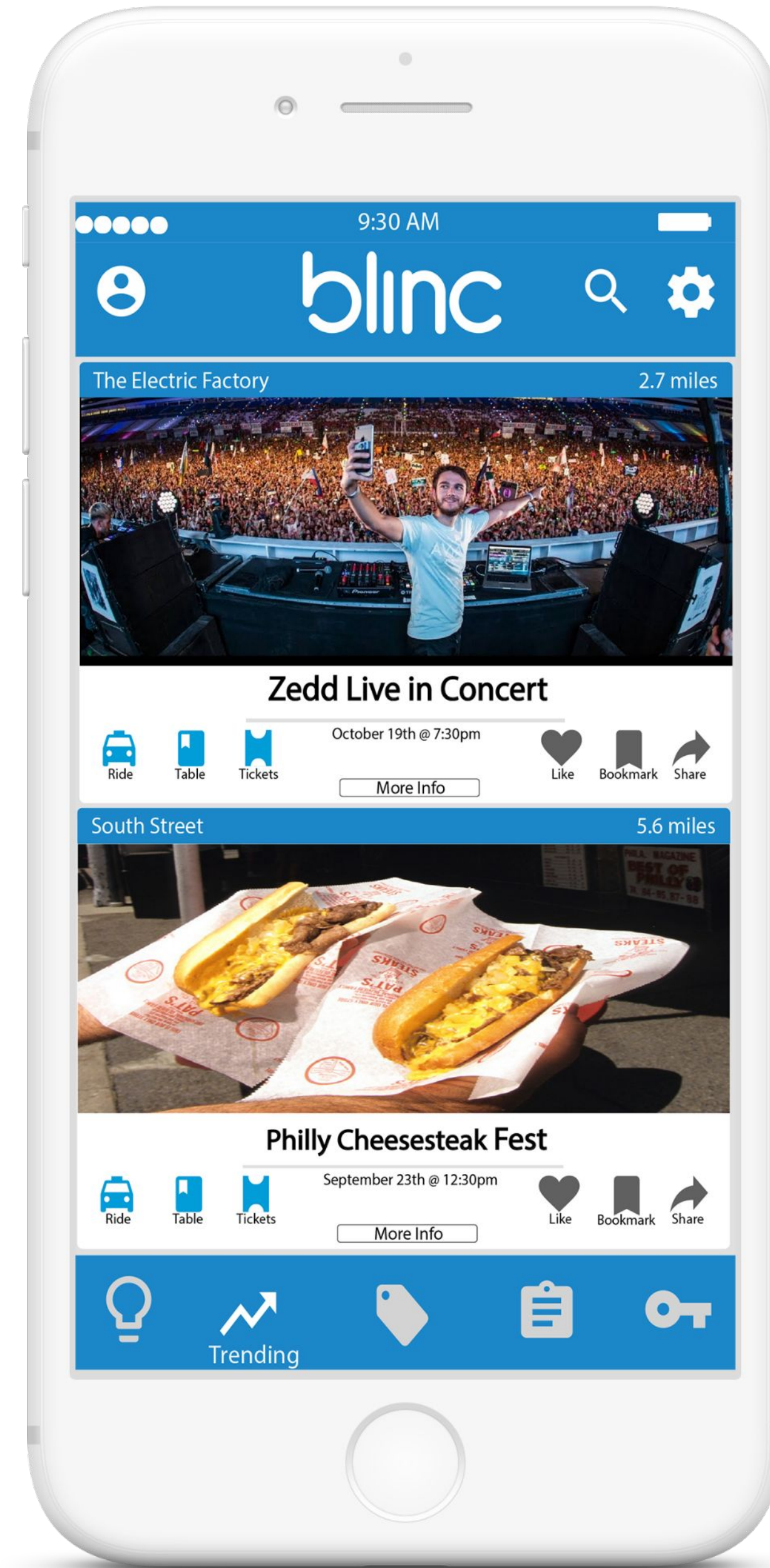
Good Ideas



Quick Navigation
Continuous Scrolling
Focused on Content

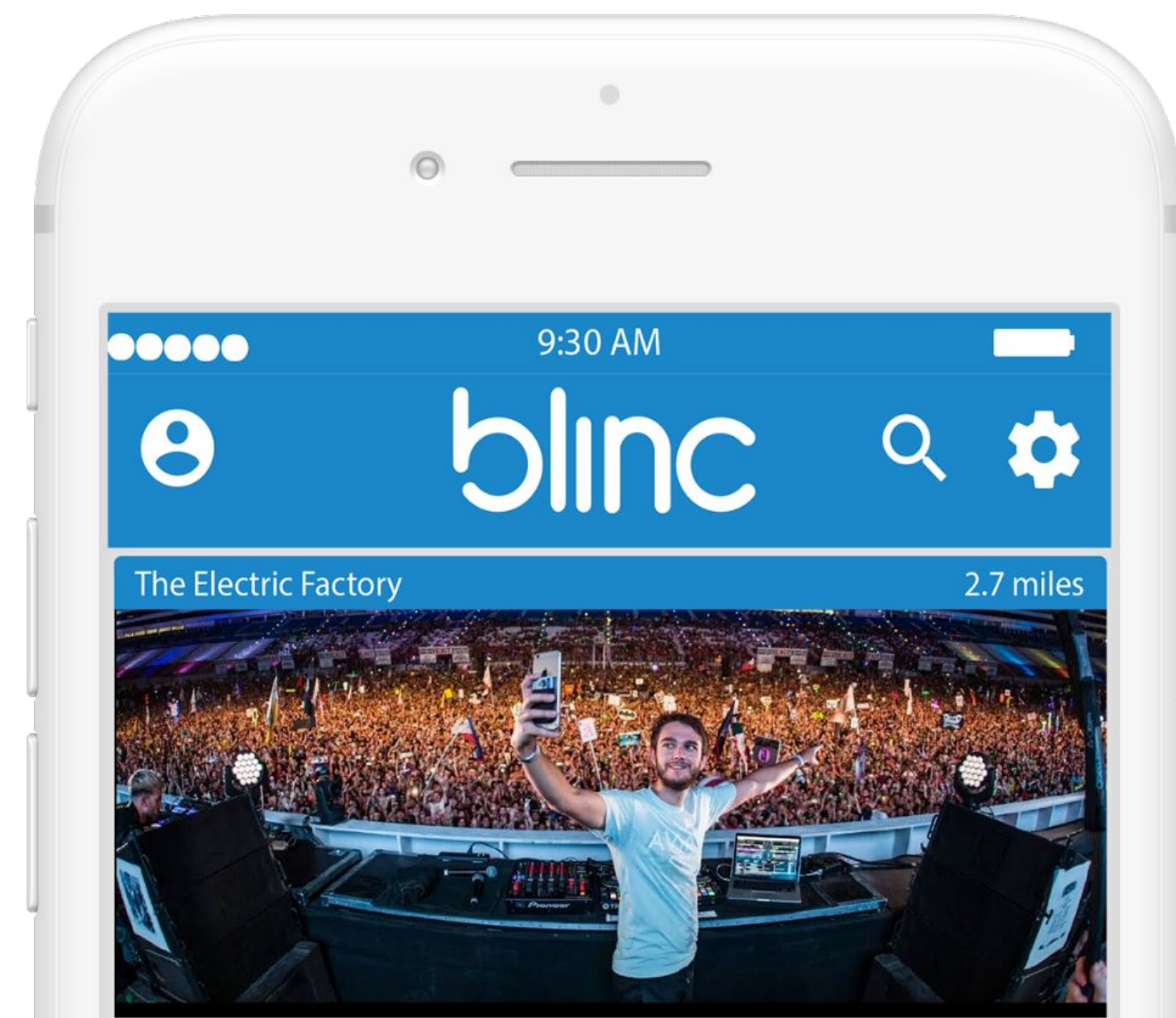


The Bad

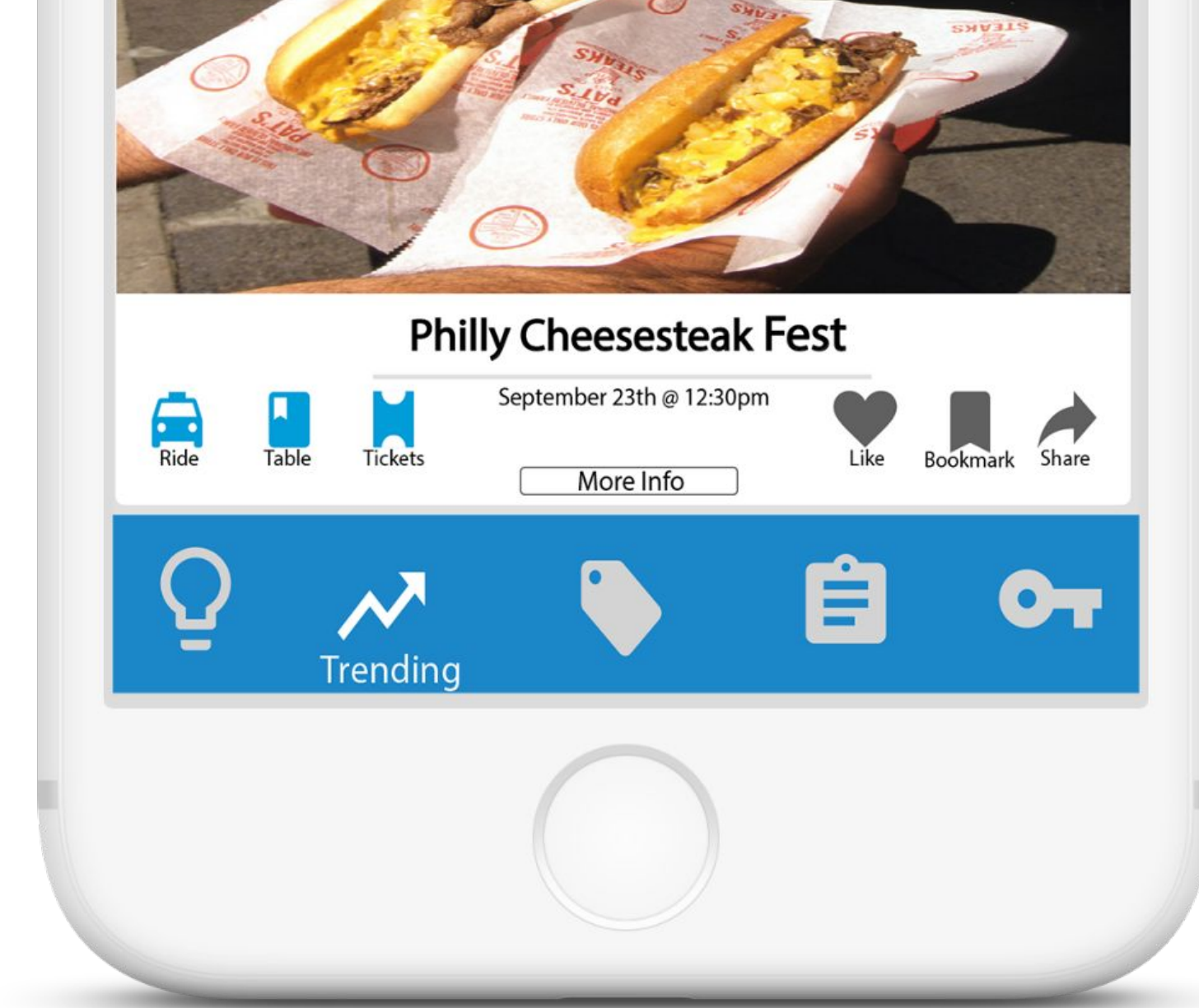


The Bad

Clunky Headers



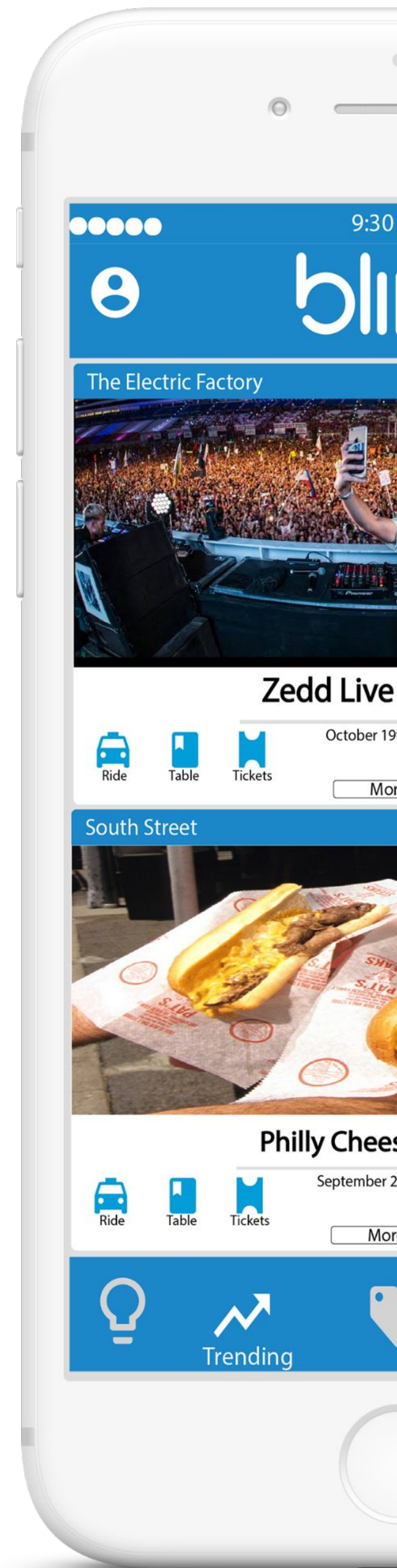
The Bad



Unnecessary
Navigation

The Bad

Irrelevant
Icons



Clunky

Unfriendly

Difficult

The Fix

Blink 2.0



9:41 AM

100%

TRAVEL 26 min (1.8 mi)

CONCERT
Zedd Live

TODAY 8:30 PM

TRAVEL 31 min (2.6 mi)

OUTDOORS
Mid-Day Hike

TOMORROW 12:00 noon

TRAVEL 7 min (0.4 mi)

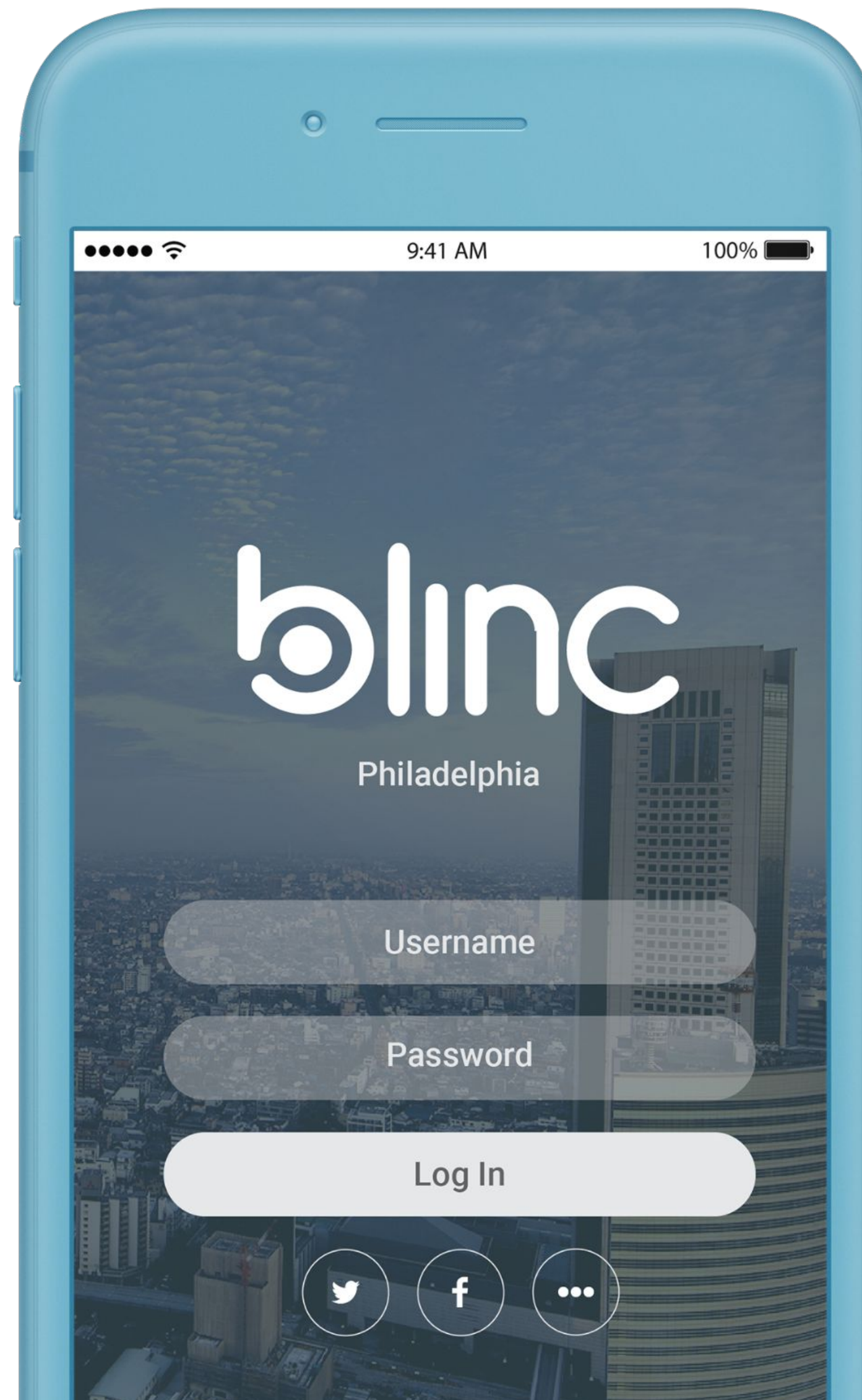
DRINKS
New Beers on Tap

NEXT THURSDAY 8:30 PM

Content as the Interface

Concept Login Page

Location Specific
Motion graphics of a
User's closest supported
City as background



Interaction Login Page



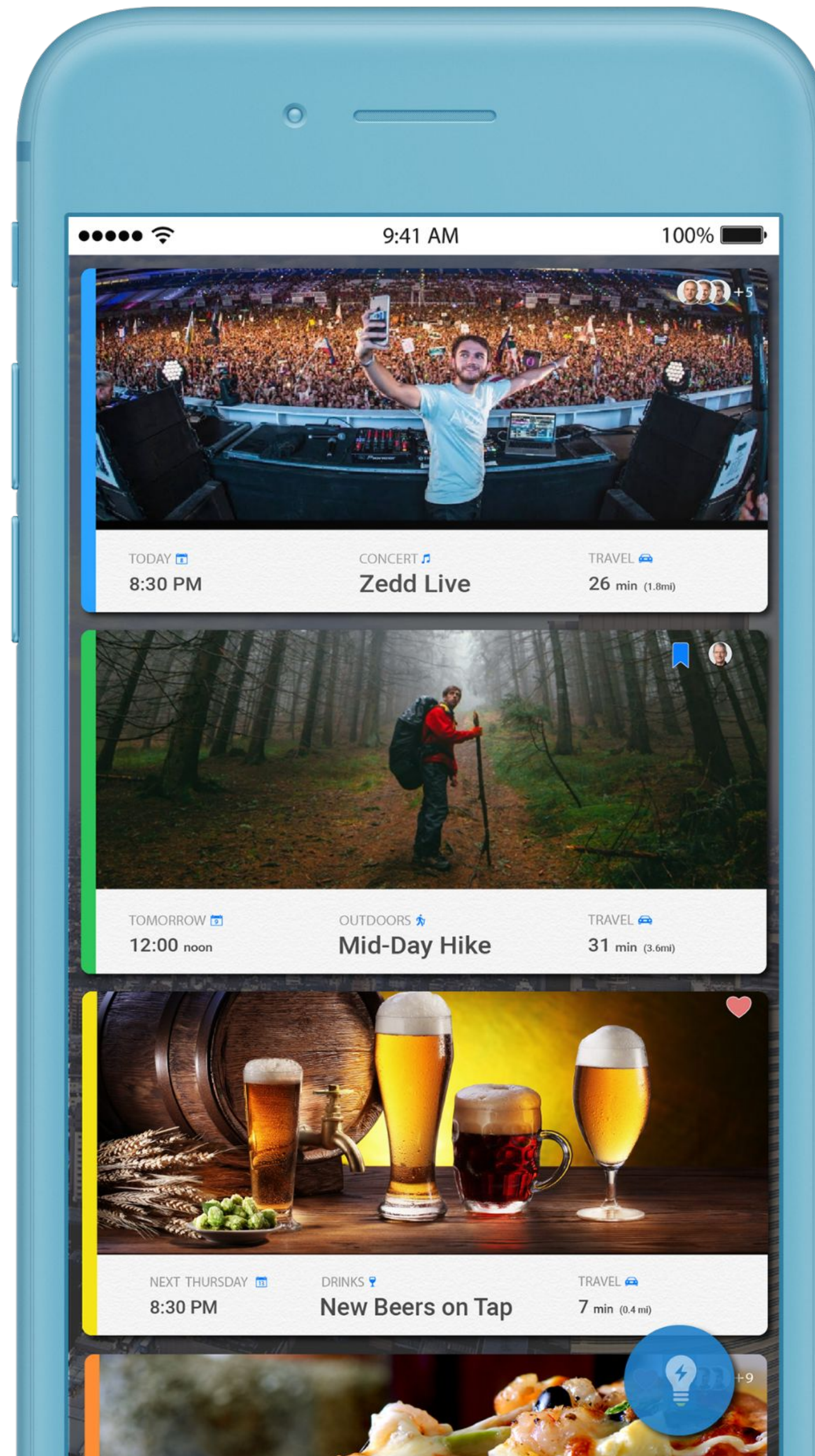
Concept Compressed (small)

Bare Bones

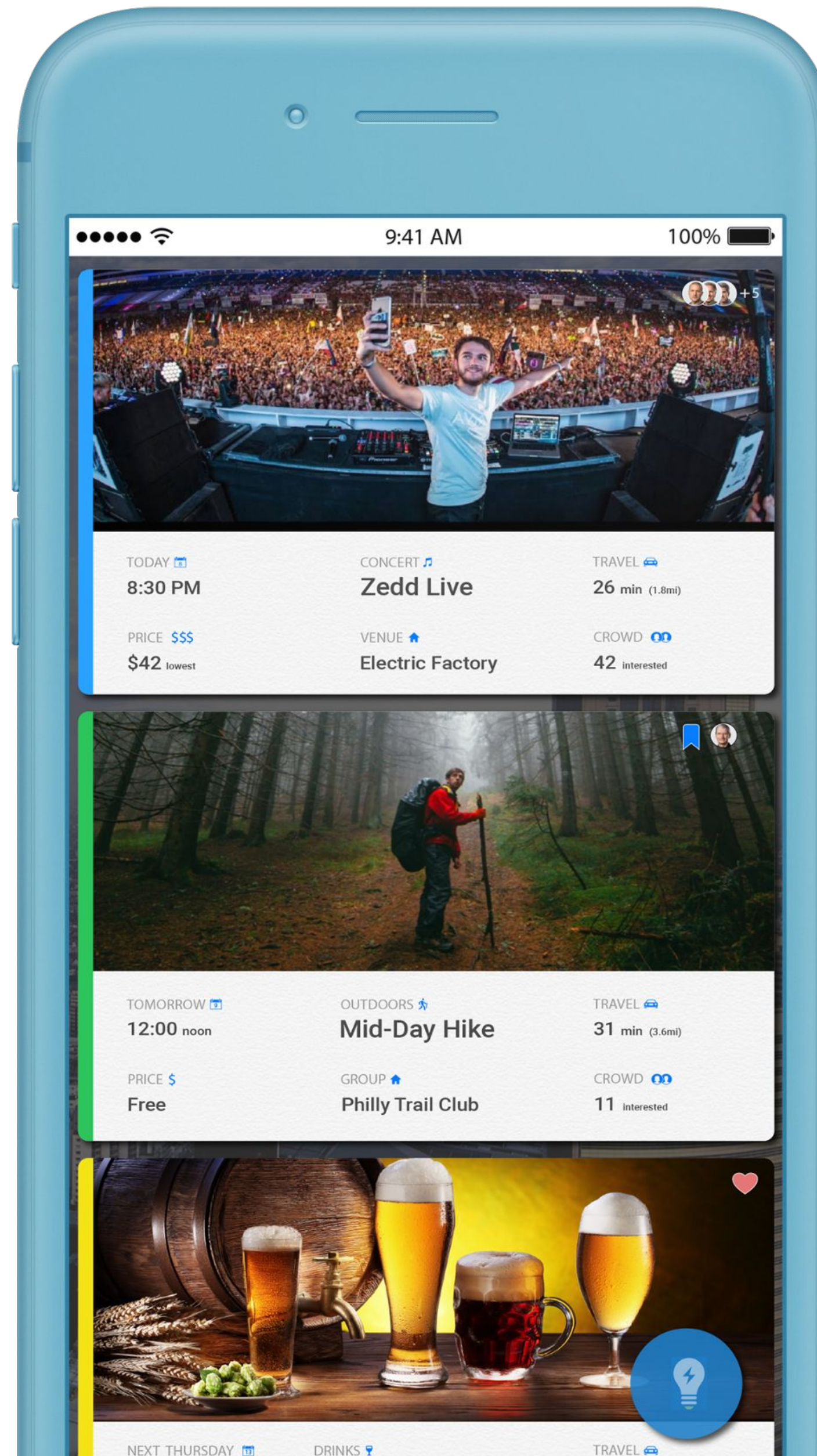
Minimum information

Necessary for critical

Decision making



Concept Compressed (medium)



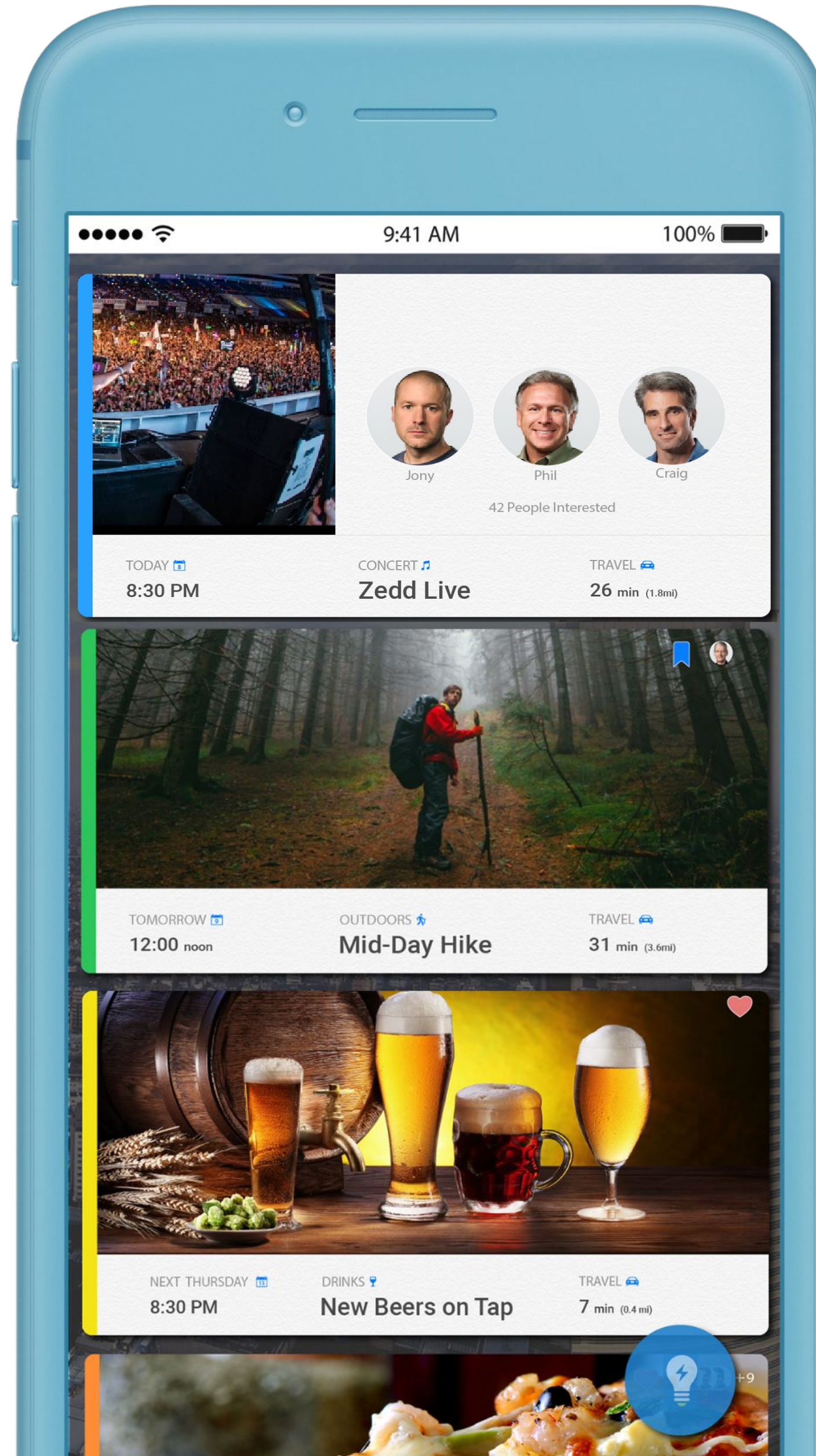
At a Glance

Secondary information

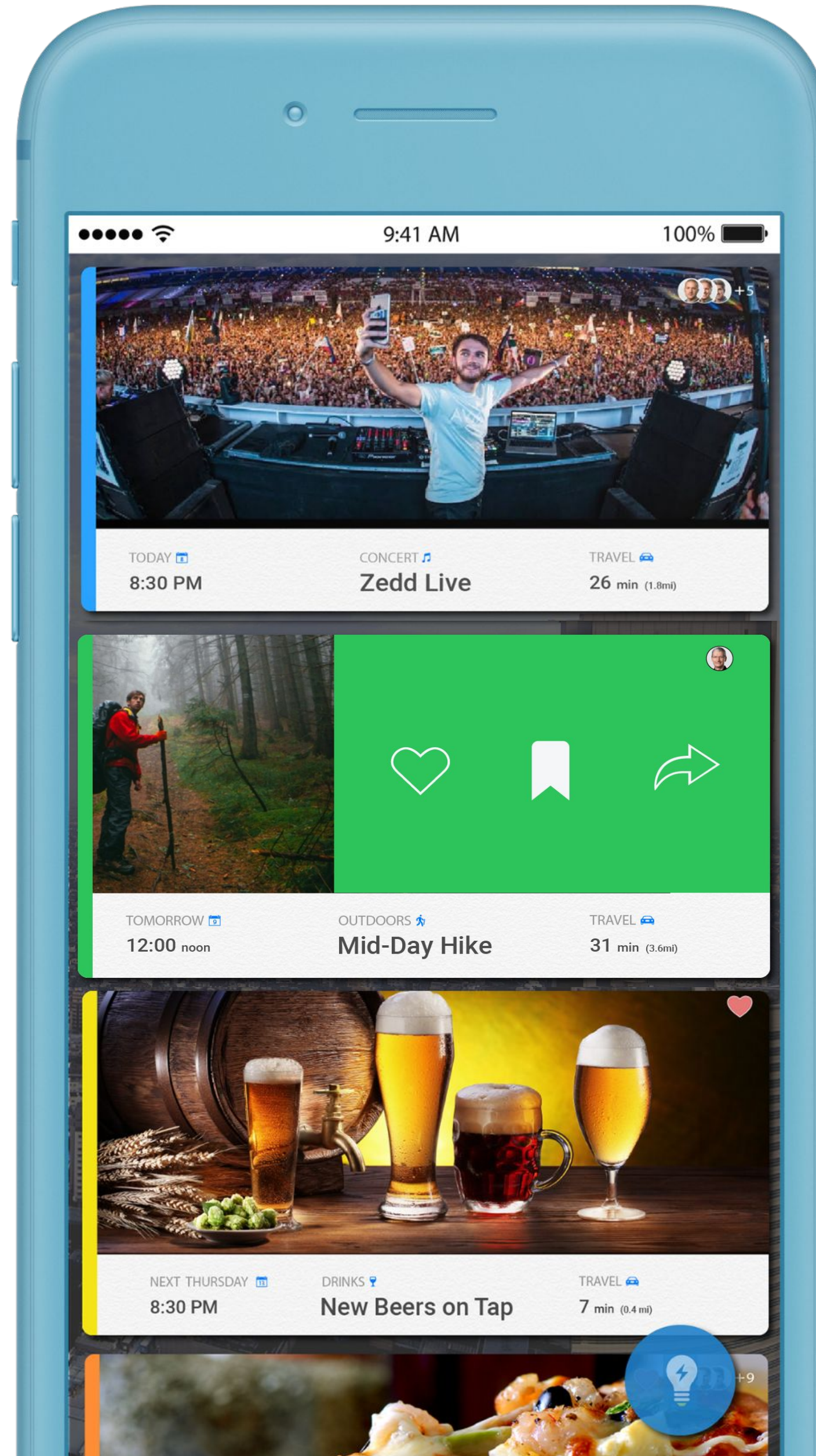
Available to make financial

And social decisions

Concept Friends



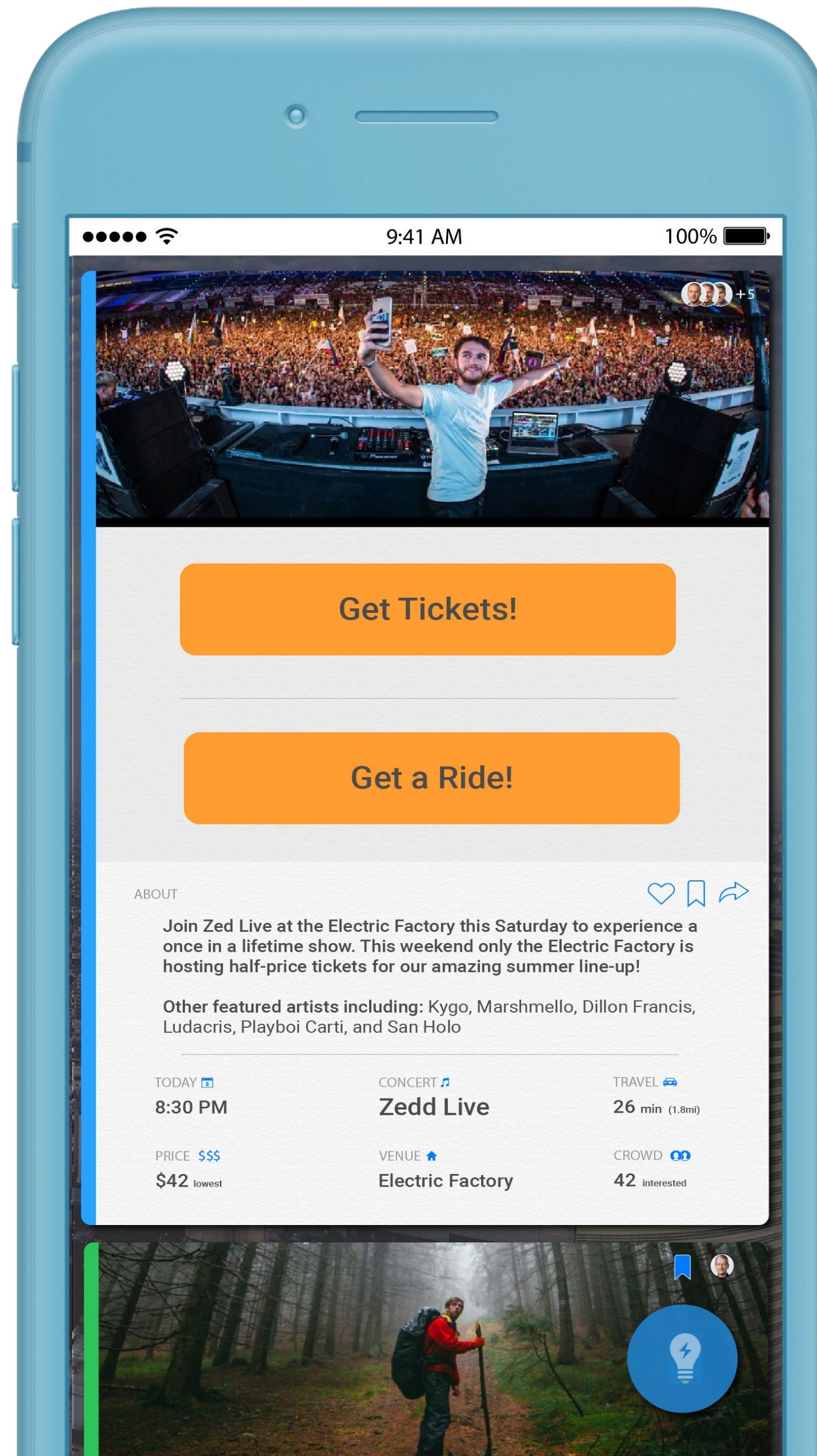
Concept Posts



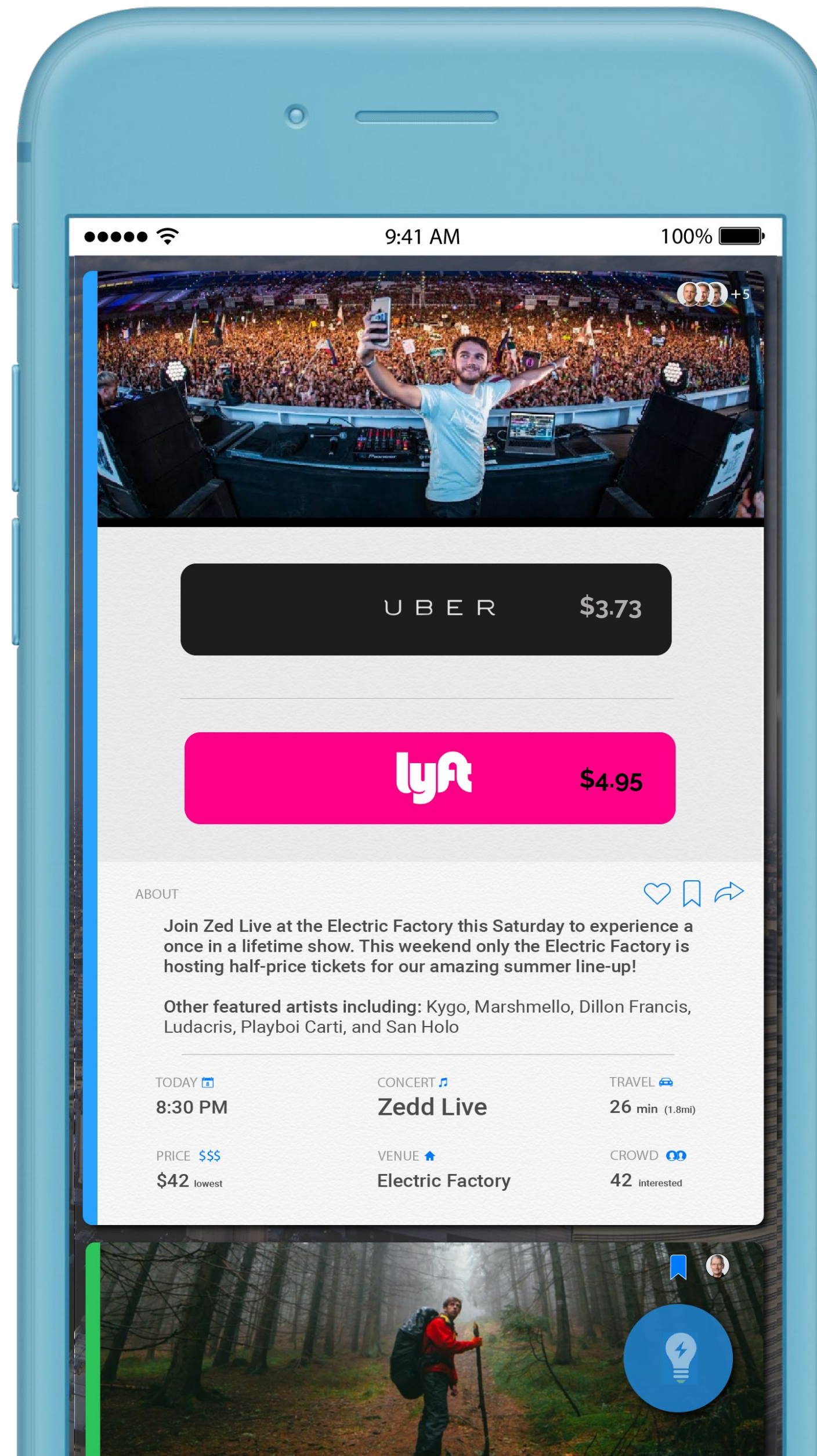
Concept Action Buttons

Variable Options

To compensate for
Missing or inappropriate
Action items



Concept Get A Ride



Multiple APIs

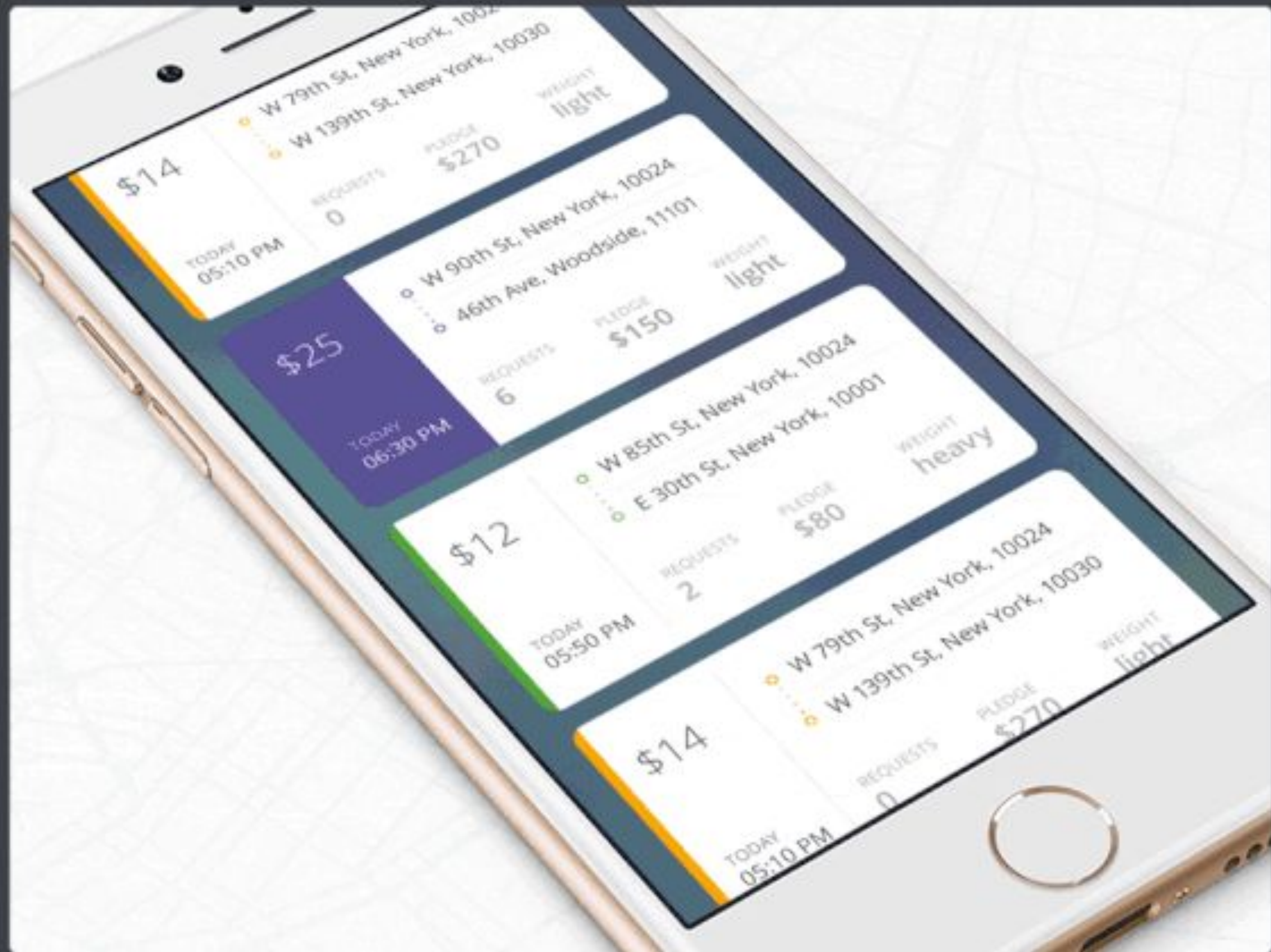
User account inclusion

And quick cost
optimization

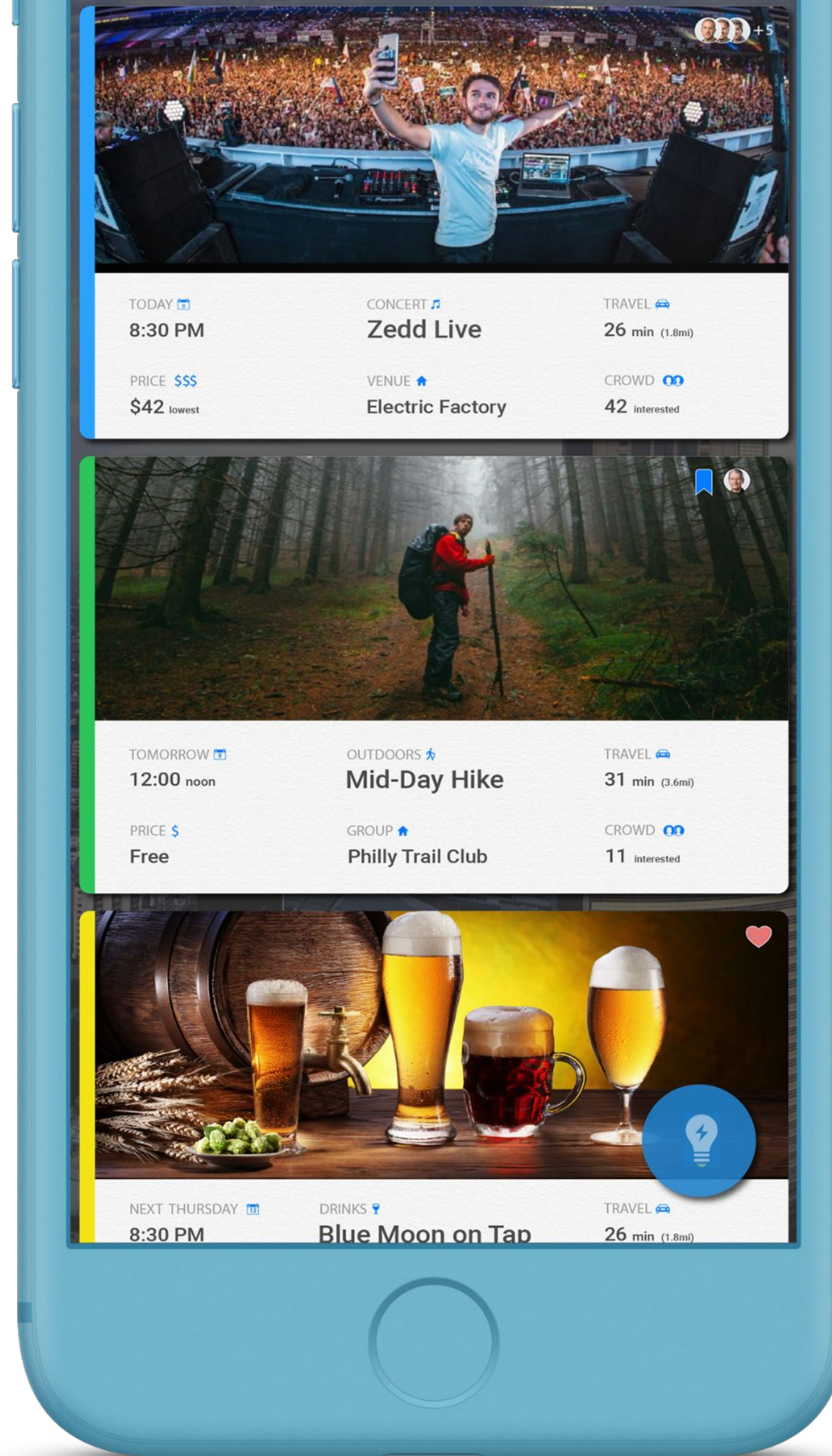
Interaction Main Content

Fluid Access

Accordions for fluid motion
between compressed
And expanded views



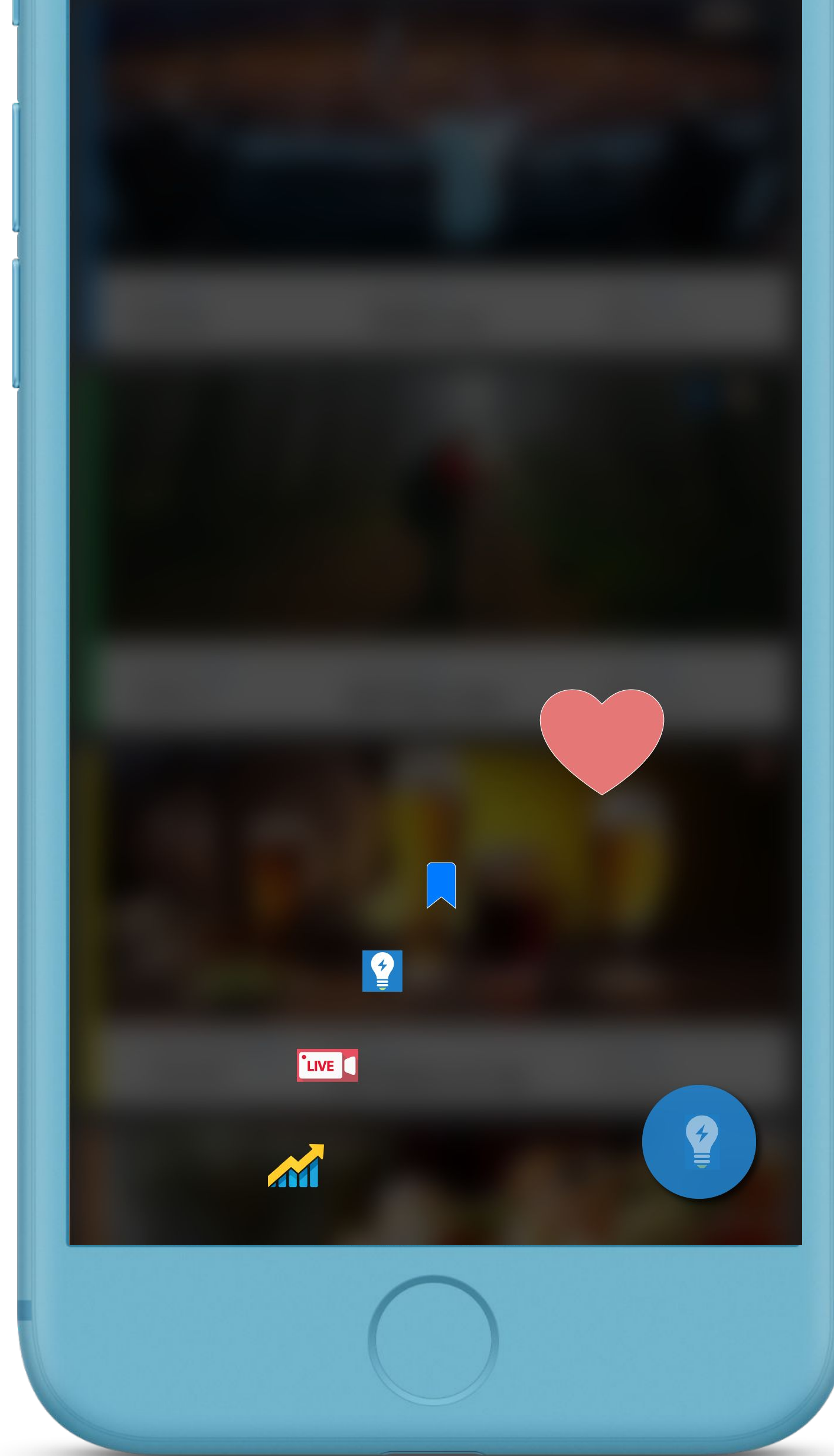
Concept Navigation



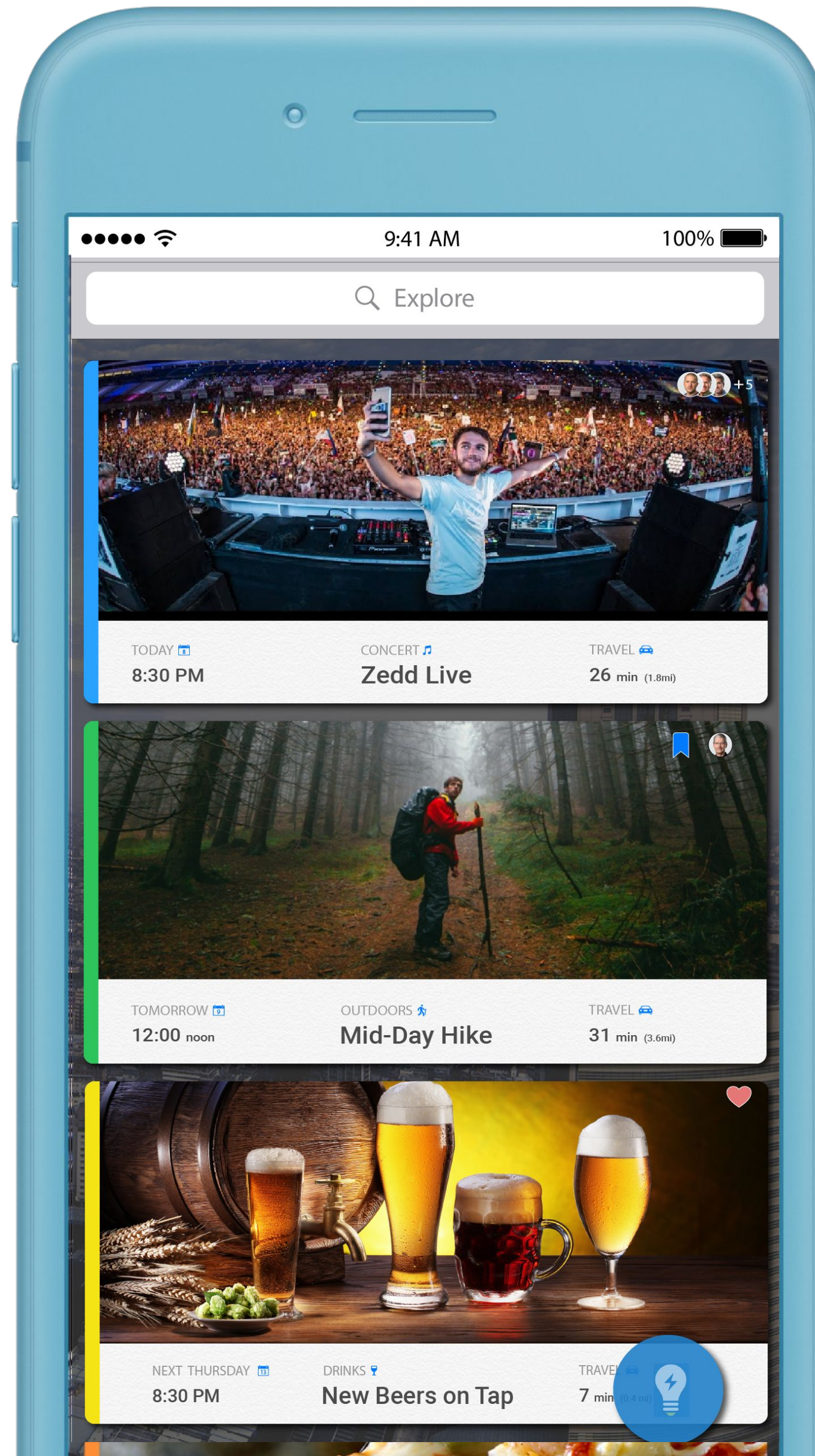
Single Swipe
Minimal actions to
Switch between
Content modes

Concept Navigation

Single Swipe
Minimal actions to
Switch between
Content modes



Concept Search Bar



Bare Bones

Minimum information

Necessary for critical

Decision making

Concept Categories



Bare Bones

Minimum information

Necessary for critical

Decision making

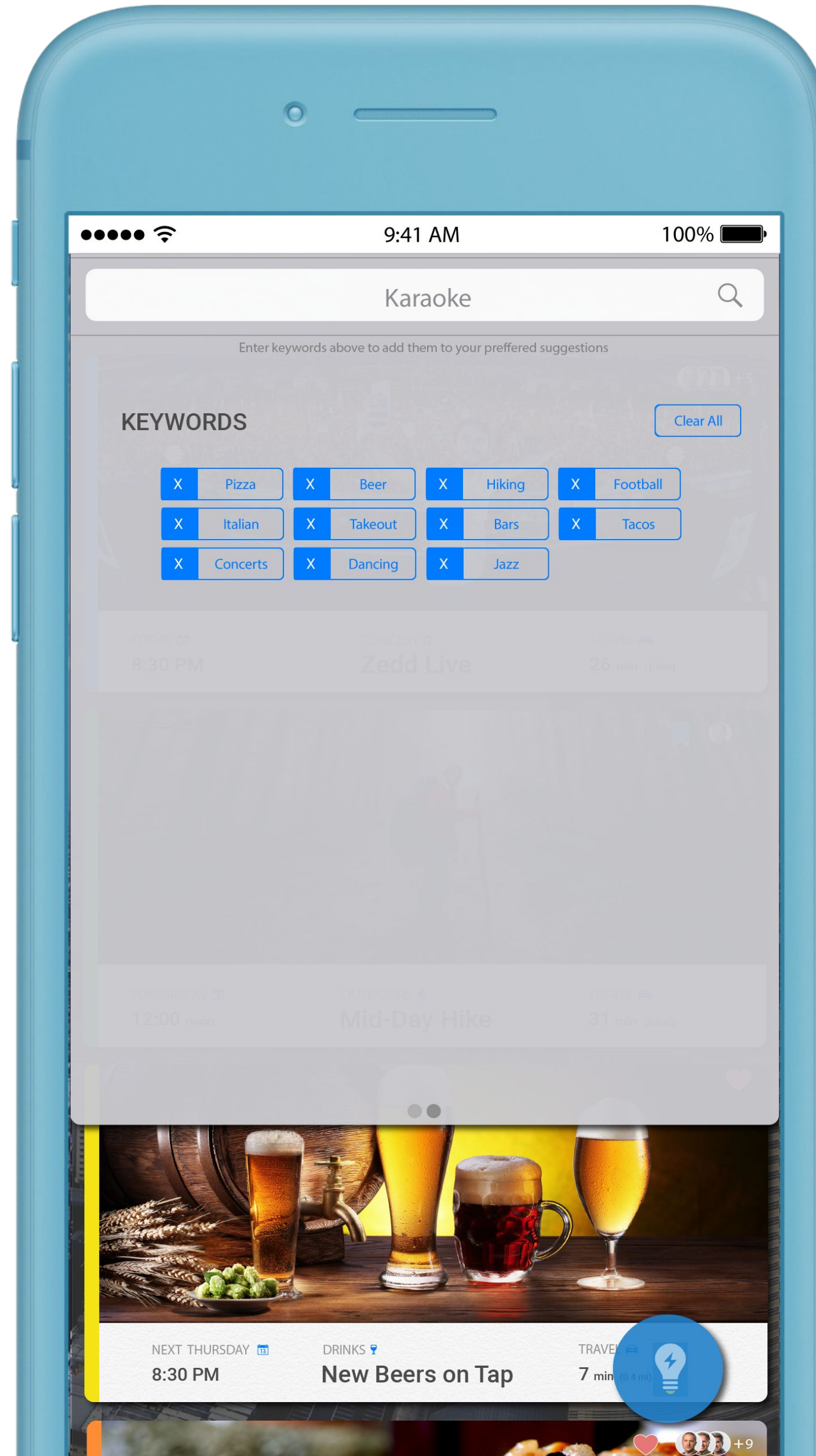
Concept Keywords

Bare Bones

Minimum information

Necessary for critical

Decision making



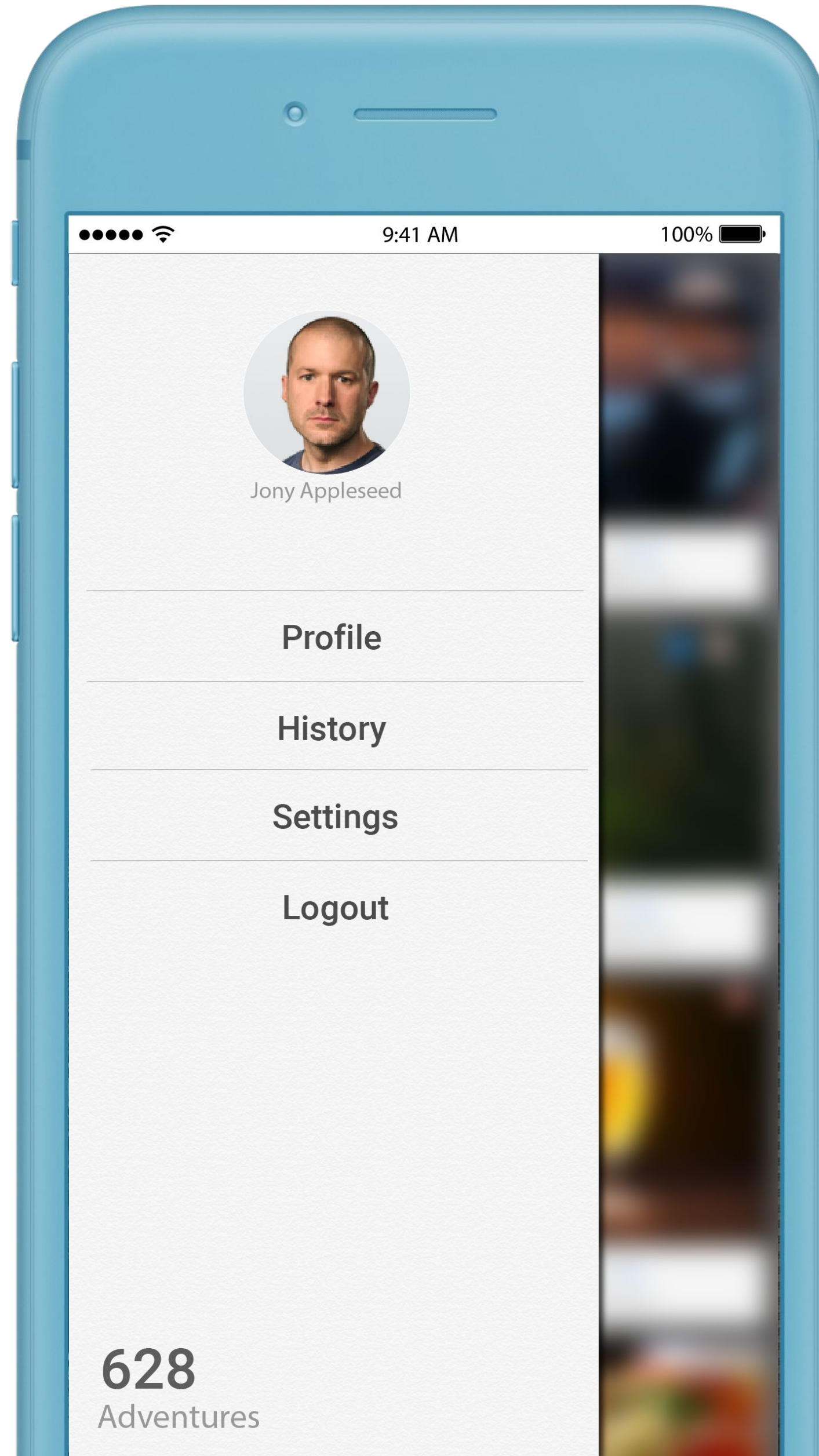
Concept User Menu

Bare Bones

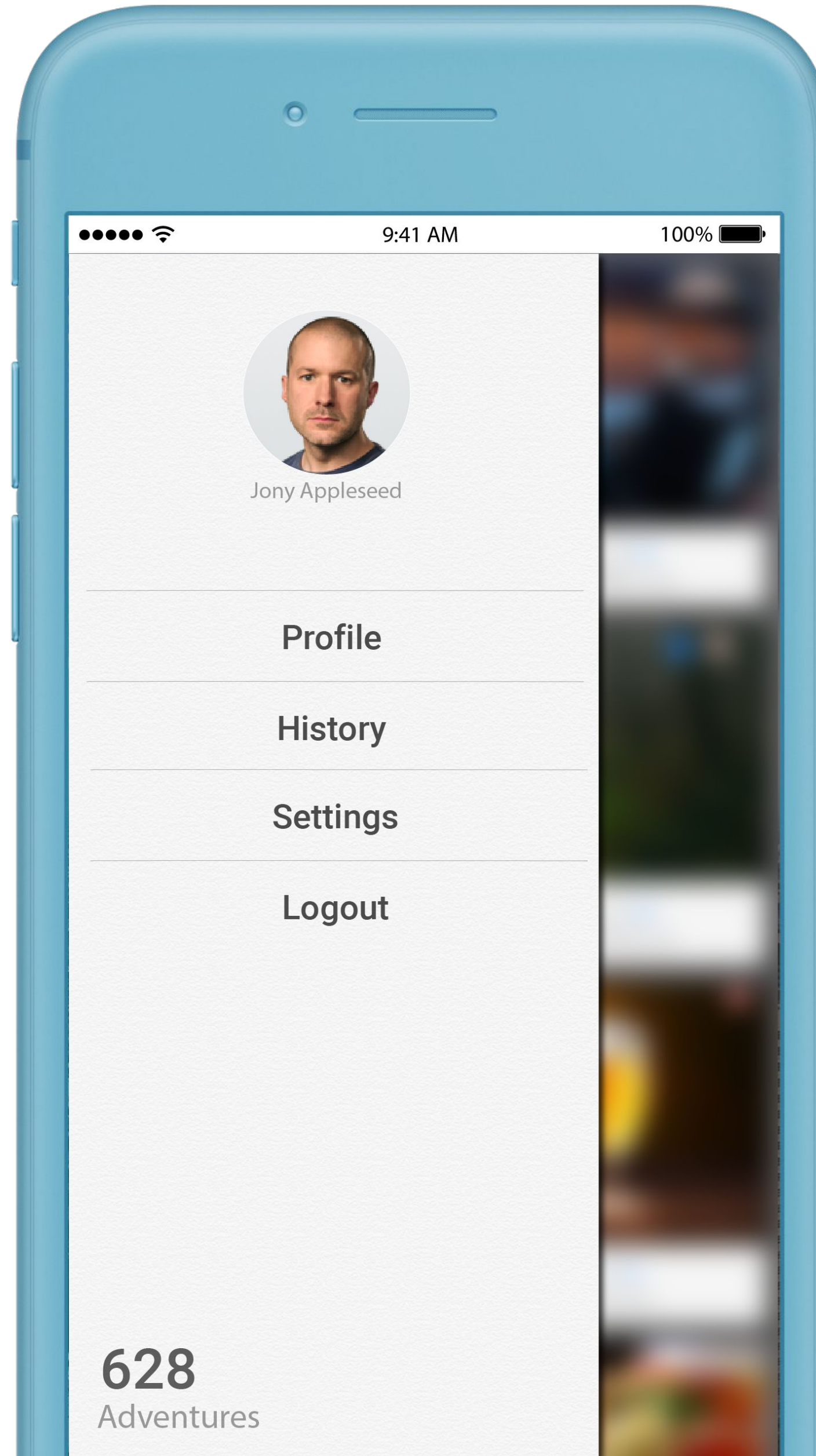
Minimum information

Necessary for critical

Decision making



Bonus Feature Creep



Adventure Matching
Adventure Heatmaps
Adventure Calendars

Blinc 2.0



Questions?