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**Bulletn**  
**All-in-One Messaging App + Calendar**  
**Annotated Wireframes**  
**v4**

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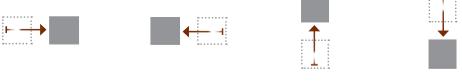
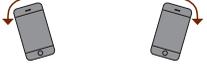
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### Document Purpose

This is a rough proposal for an app that captures ALL communication and compresses them into one UI.

Email, Voice Mail (as Text or VM), Text messages and more -- all this is in one app.

### Legend

Tap / Double Tap / Press & Hold	
Flick (directional)	
Pinch	
2-Finger Swipe	
Slide	
Genie	
Fade	
Flip	
Shrink / Grow	
Rotate	
Tilt	
Shake	
Loading Indicator	

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## Change Log

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Date	Change	Reason
6/05/14	Initial DRAFT	Initial version
8/24/14	First full version	Iteration
9/02/14	Changed 'hamburger' menu icon to 'gear' icon - made note that we might want to change back	Stylistic decision - GK
9/07/14	We're still on the fence about keeping an ad bar in, so we are deciding to just leave it in in initial drafts	On the fence - Holding off on decision
9/14/14	Switched logo from a bulletin board to a bull - making note here that we'll still be able to change later	Wanted to make it a bit more exciting

## Why are we here?

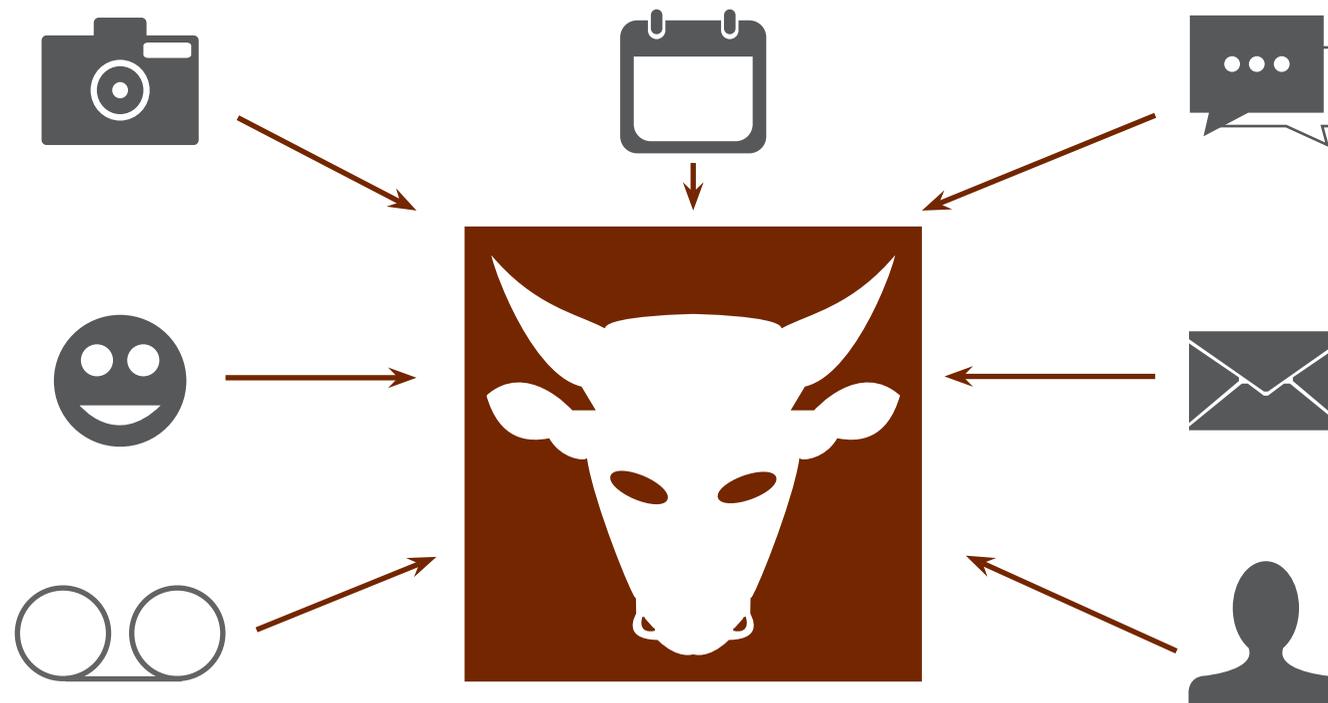
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There are a lot of chatting/photo sharing/communication apps out there. App users have their favorite app for chatting, their favorite app for emailing, and they have their native calendars, phone contact list, vm messages - all in different parts of their phone.

We are hoping to make an app that consolidates every one of these pieces and brings them all together.

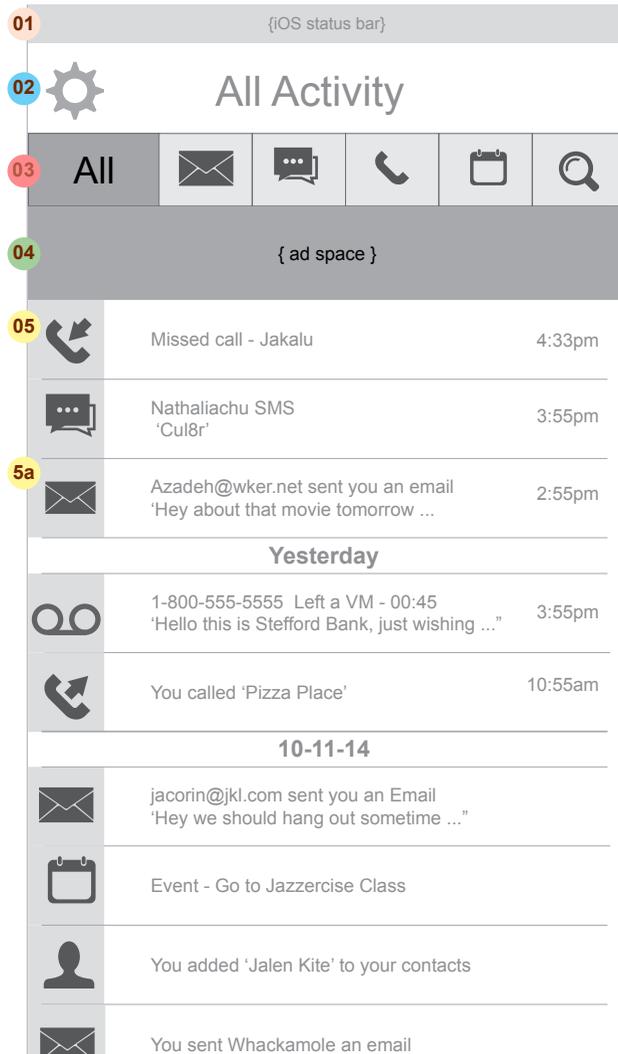
If a user wants a phone number, an email, or even to upload a photo - all they need to do is to click our icon.

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## Main Page Framework

### Basic Page Framework



- 01 Status bar: This is the OS status bar. This one is sized for iOS, but it will be defined by the OS. Represents status bar (sized here for iOS) and is unmovable and the size is defined by the device OS.
- 02 Gear: Contains the option menu, page title and members online button. This section is persistent at the top of the page and doesn't scroll away.
- 03 Header tabs: This is how user will split up their messages. From L to R, All Communication, Email, SMS, Phone, Calendar, Search.
- 04 Ad space. Note that we are still on the fence about having this. This part is tbd.
- 05 Main Space: Fills the rest of the viewable area within the browser.
- 5a Note that within this app, we will encounter a persistent problem of 'overloading the activity page.' If a user gets a hundred emails (or texts, or anything), this 'All' interface will become overcrowded. We need a clear way to just show the most important messages, and allow the user to toggle certain message recipients front-page statuses. Users may also control this at a top level, i.e. toggle 'showing emails' or any other type of message under the 'All' interface.

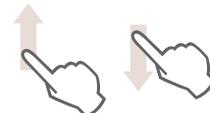
### Primary Movements



Tap once to get an message info overlay without leaving this screen.

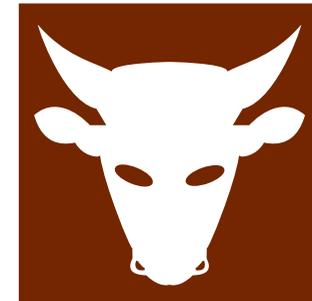


Long-tap to get into the specific message itself.



Swipe up and down to see more messages

### The Logo *Preliminary Sketch*

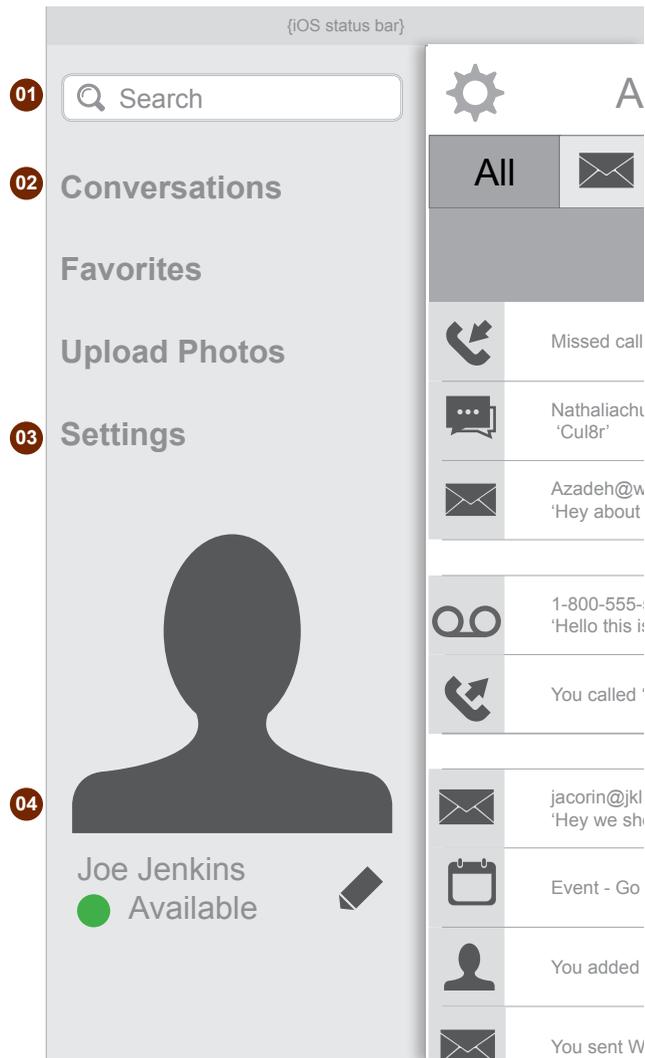


This is our preliminary sketch for the 'Bulletn' logo.

We want to play off the name 'Bull' + show a logo that looks strong, solid but not threatening.

The logo should be appealing to click, and show that this app is both strong and trustworthy.

### Basic 'Options' Framework



- 01 Search bar: We want to have a robust 'Search' UI. We'll double up the Search input (it is also on the main screen), and the user can search for anything within this tab. Whether they are looking for an email, voice mail, scheduled event, photo or anything else - they'll be able to find it here.

Note that we will also have a robust 'filter' UI with the search results as well as a robust and easy-to-use top-level 'search settings' control. We don't want to overload the user with results if they don't want them.

- 02 The specifics of this area is still under review, but our thought was to give a much more 'general' set of options - as opposed to the Email/Text/Phone/Calendar tabs of the main page. 'Conversations' would be a robust UI that would group important email exchanges, group text and important facebook dialogue.

This area will be expandable, and we'll also have room for photo uploads.

- 03 Settings: We will make the settings robust and easy for the user to control. We're hoping to integrate this app with facebook as well, and the controls to communicate with fb will be here.

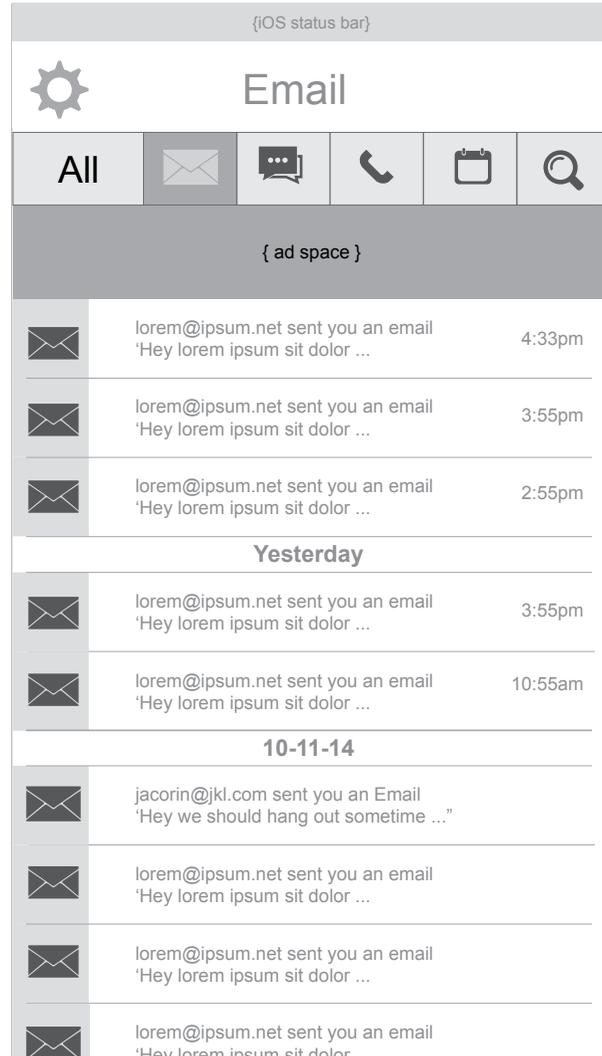
The user will also be able to control the look and feel of this app by selecting a set of (extensible) themes.

- 04 Personal profile - we want to tap into a little (just a little) of social media's 'me-centric' philosophy. The user will be able to control a cross-platform representation of themselves.

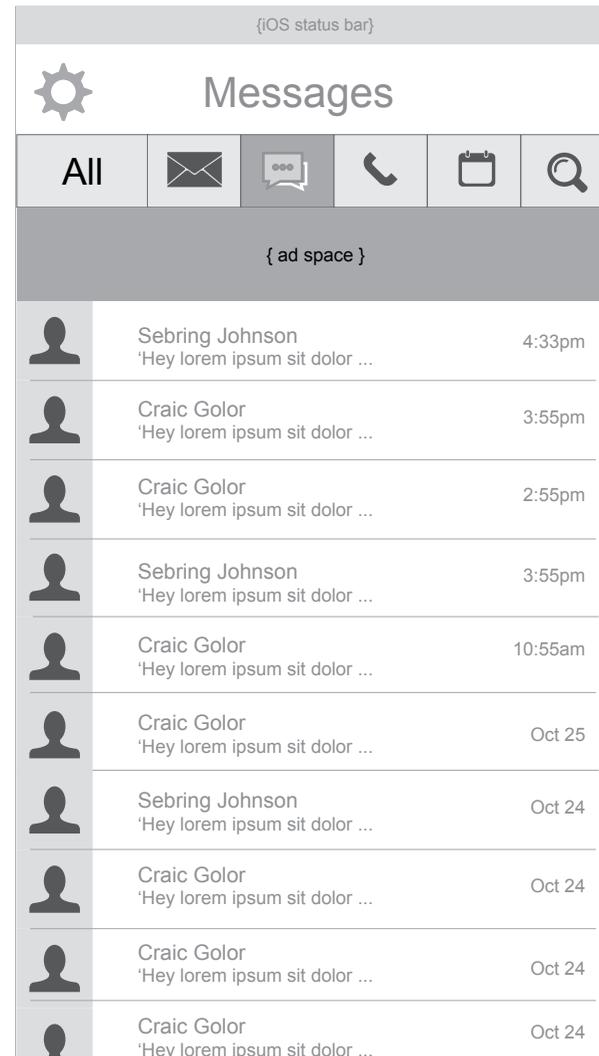
In short, we'll tuck the user's profile away in this app, but it will always be 'right there.'

## Other UIs

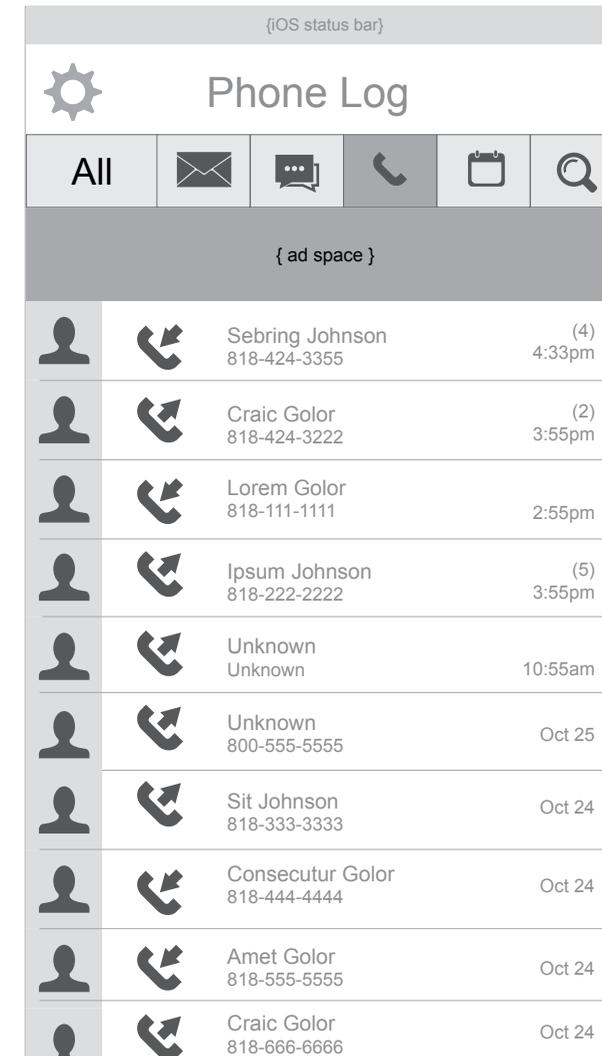
### Email



### Messaging



### Phone Log

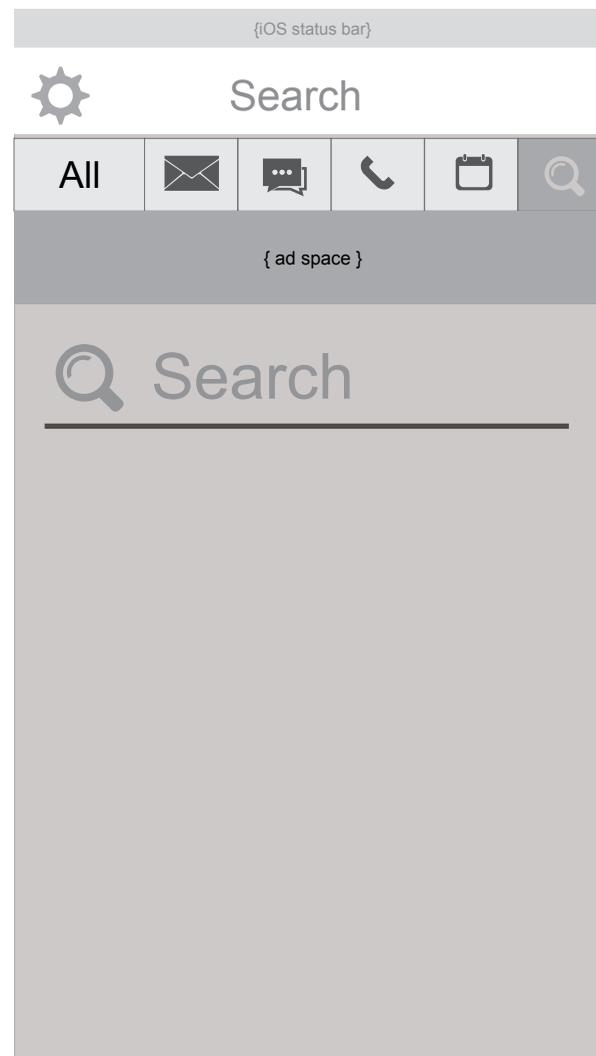


## Other UIs (Continued)

### Email



### Search



- 01 Search bar should have the simplistic feel where 'everything is wiped away, and you can search for anything.' It doesn't matter whether you are looking for a calendar date or an email, you can search for it in this UI.

## Conclusion

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That's it! Let's do this one step at a time and always keep an eye on keeping it expandable.

We are hoping to give the user a 'one stop shop,' for all their communication data, and if we go one step at a time, this can be achieved.

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