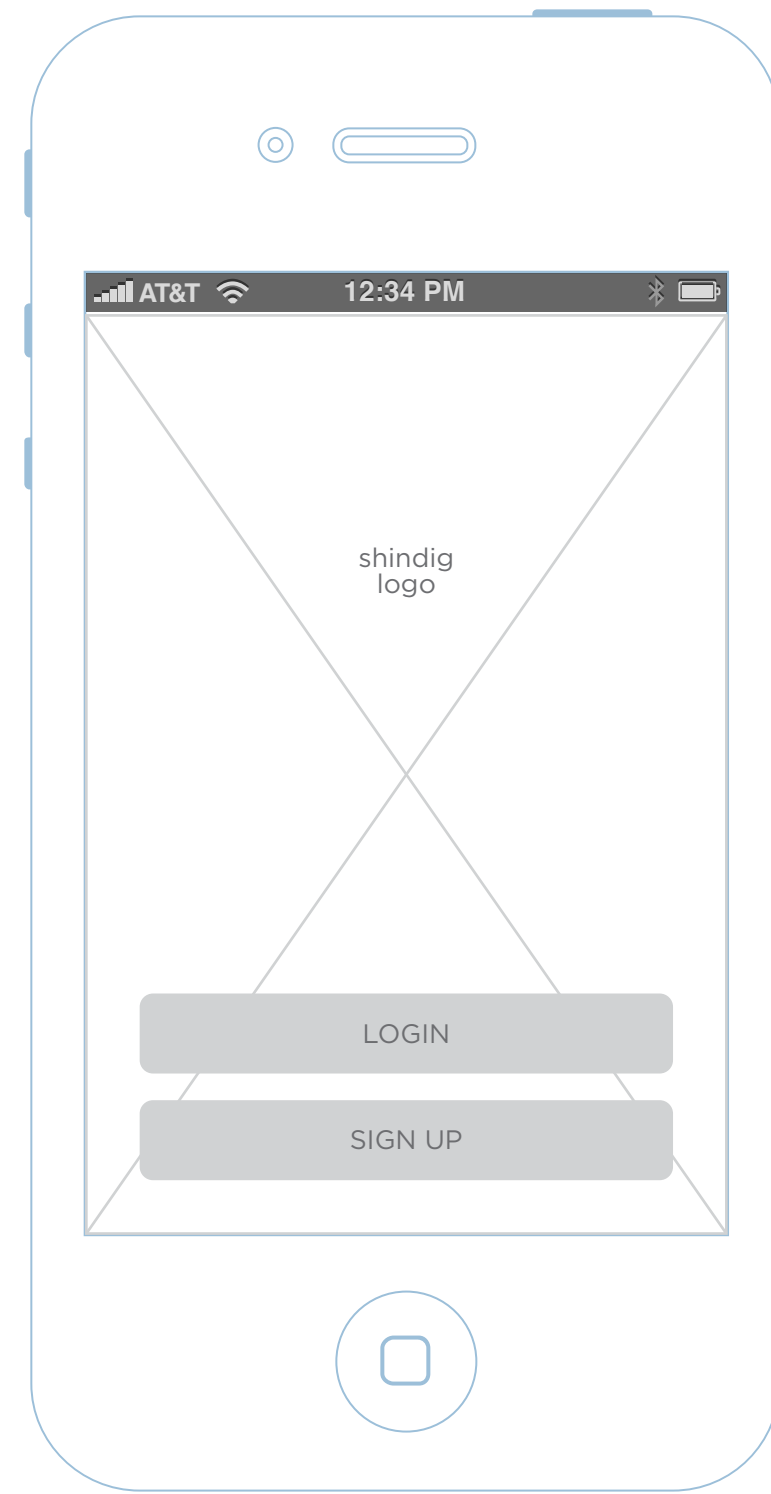
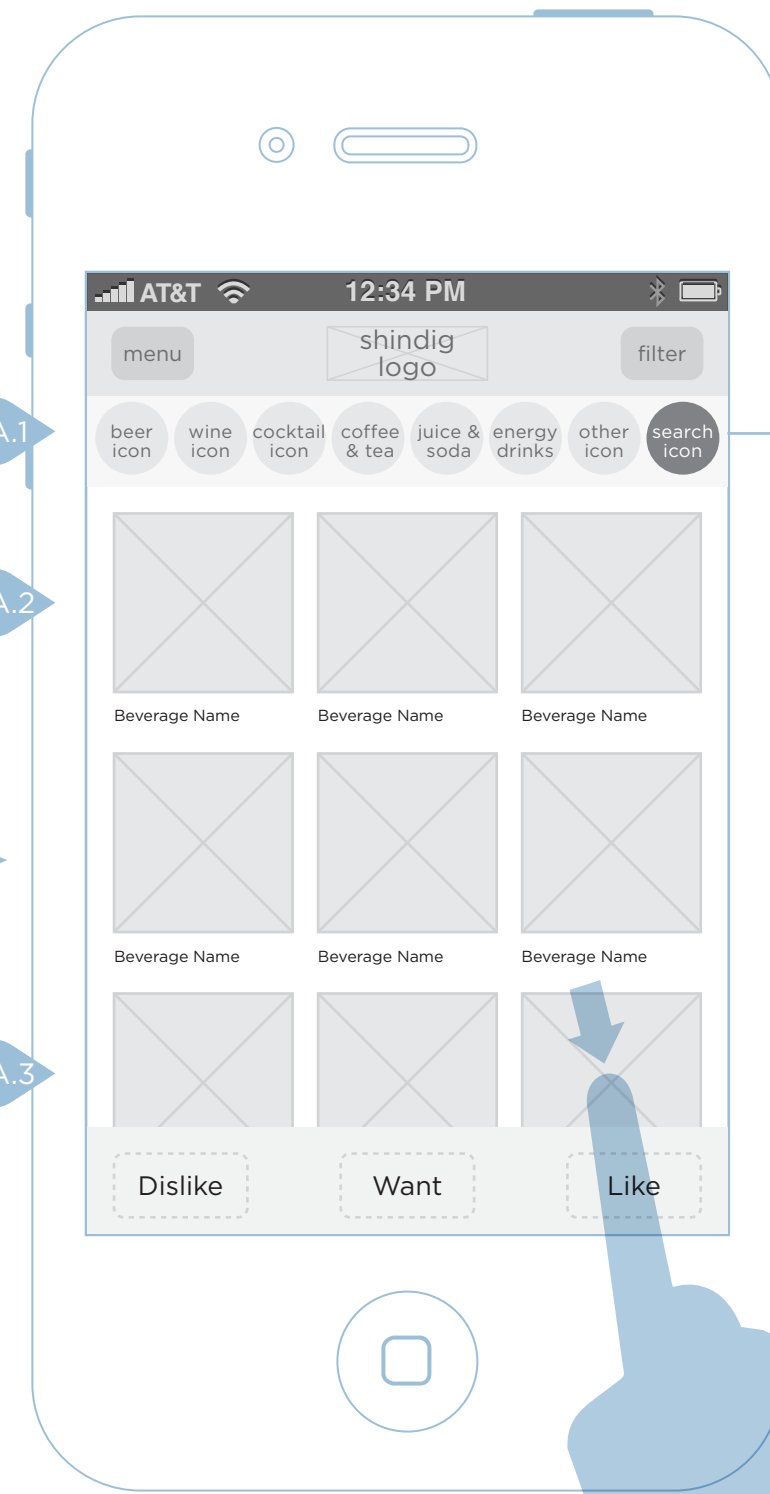


# SHINDIG



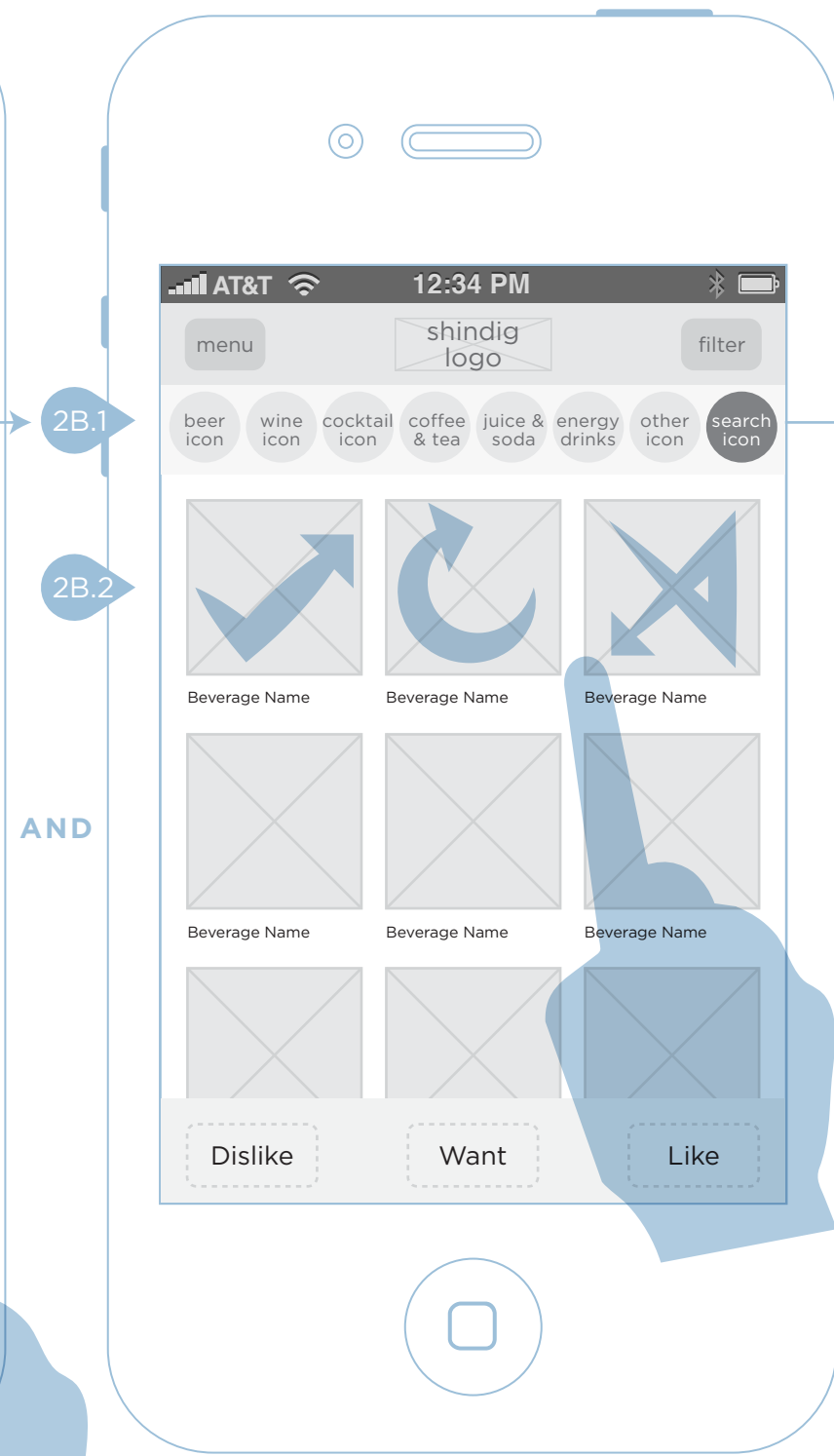
## 1A SIGN IN/ SIGN UP

On launch  
Sign up with Facebook/Twitter/email or log in



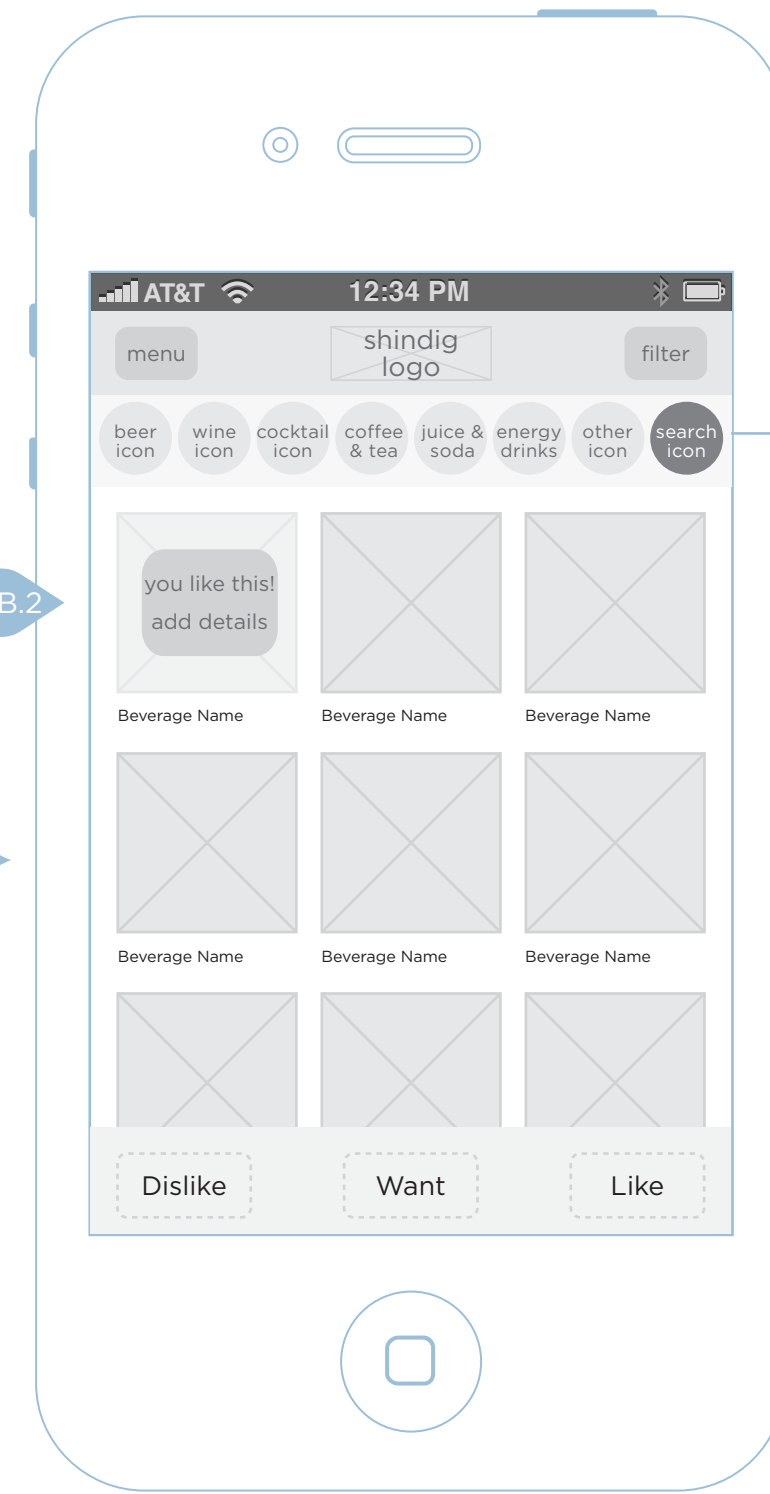
## 2A DRINK DISCOVERY (DRAG)

Main screen after successful sign in.  
2A.1 Icons for 7 categories + search  
User may select one (or more) categories to filter.  
\*Number of categories may be changed in user settings.  
Power users may press and hold an icon to remove.  
2A.2 Beverages (sort: most popular/recommended)  
2A.3 User rates by dragging previews into a bucket  
Tap on a preview to expand to full details



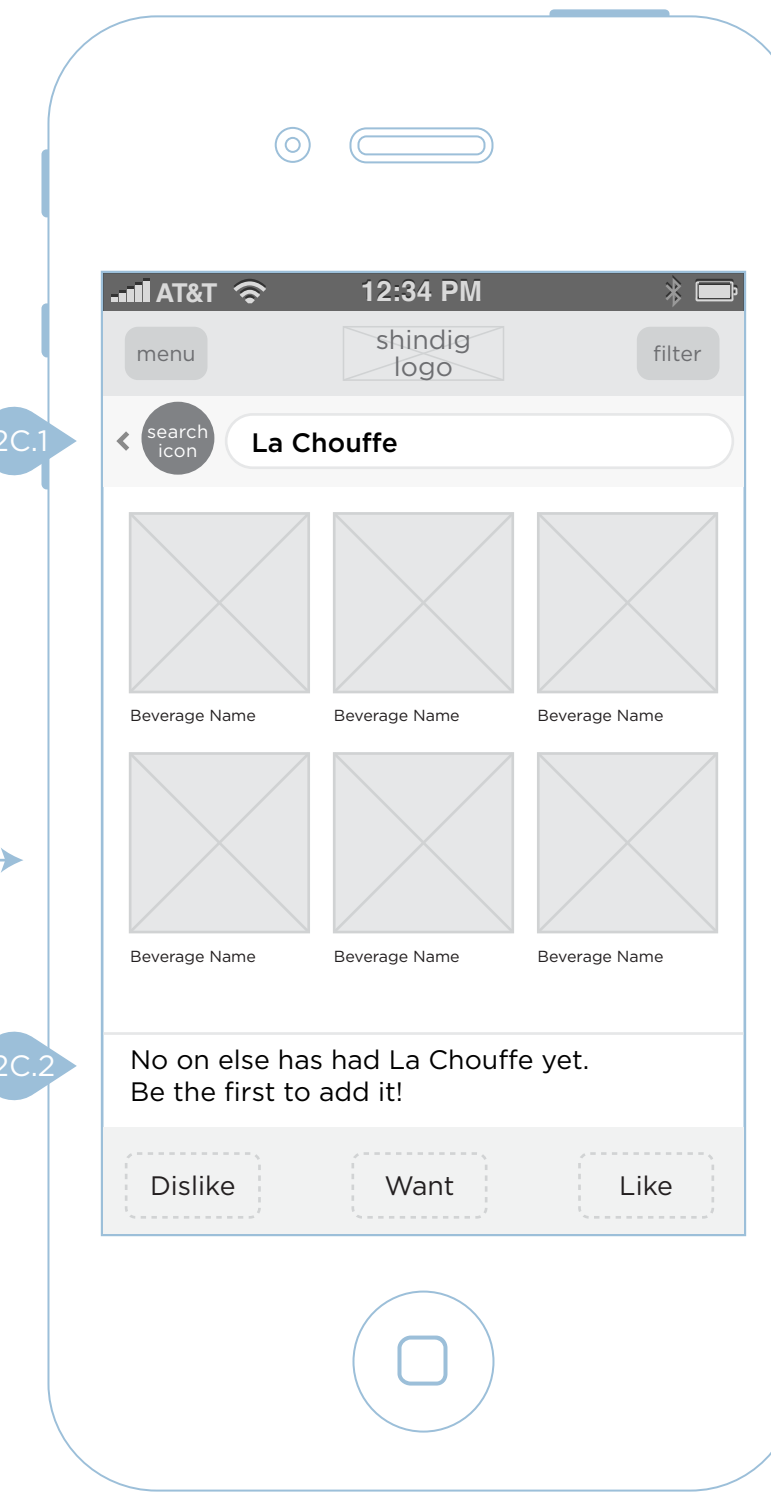
## 2B DRINK DISCOVERY (GESTURE)

Main screen after successful sign in.  
2B.1 Filtering by multiple categories  
2B.2 User rates with gestures on the preview  
L to R: Like, Wishlist, Dislike  
Tutorial to remind users how to use  
New beverage fills in slot that was rated  
Tap on a preview to expand to full details



## 2B DRINK DISCOVERY (AFTER RATING)

Main screen after successful sign in.  
After drink is rated by drag or gesture, additional controls appear over drink preview to add details. On press, takes user to 4 Drink Detail.



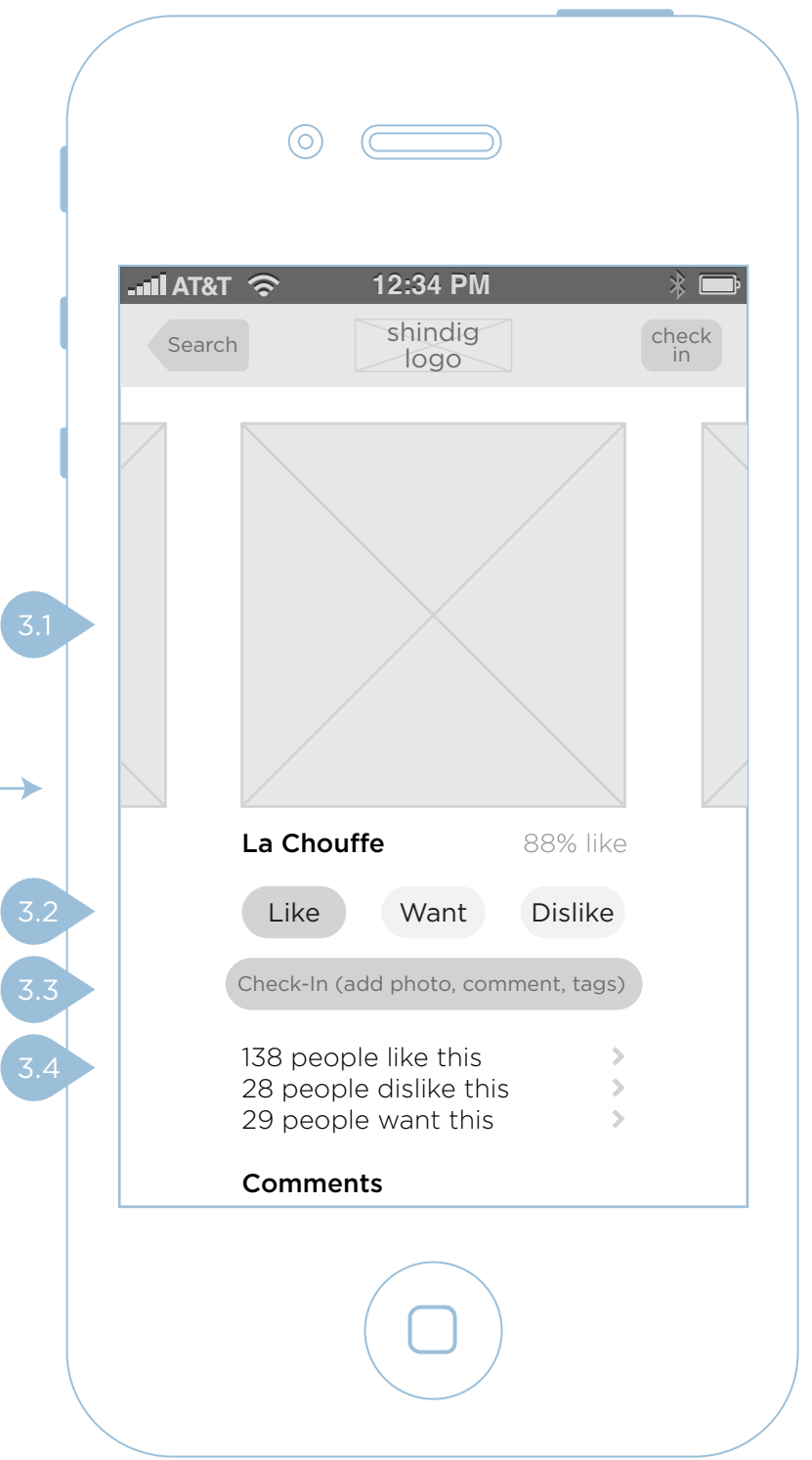
## 2C DRINK DISCOVERY (SEARCH)

2C.1 Filtering by custom search terms. Tap search icon to return to filter by icons  
2C.2 Prompt to add beverage if search does not bring up the drink the user was looking for. This function is available after any drink discovery variation.



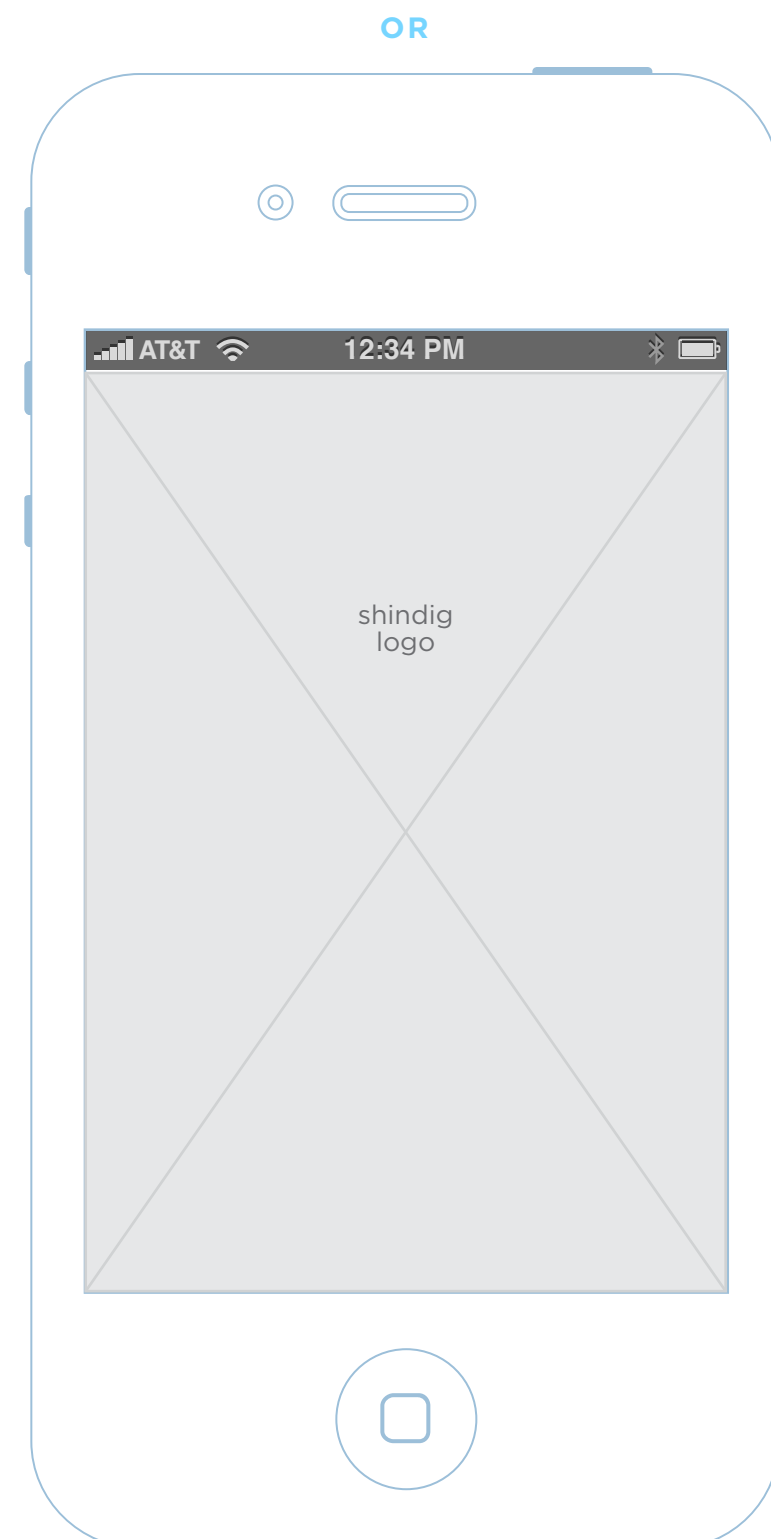
## 3 ADD DRINK

3.1 Required info:  
Name (pre-filled from search)  
Category (multiple choice)  
3.2 Tags  
appears first to encourage tagging to improve searching and recommendation algorithm.  
prompts change depending on category selected (e.g. selecting cocktail prompt ingredients)  
Add details to immediately check-in.  
3.3 Rating, comment, photo  
3.4 Clicking Save takes you to drink detail.



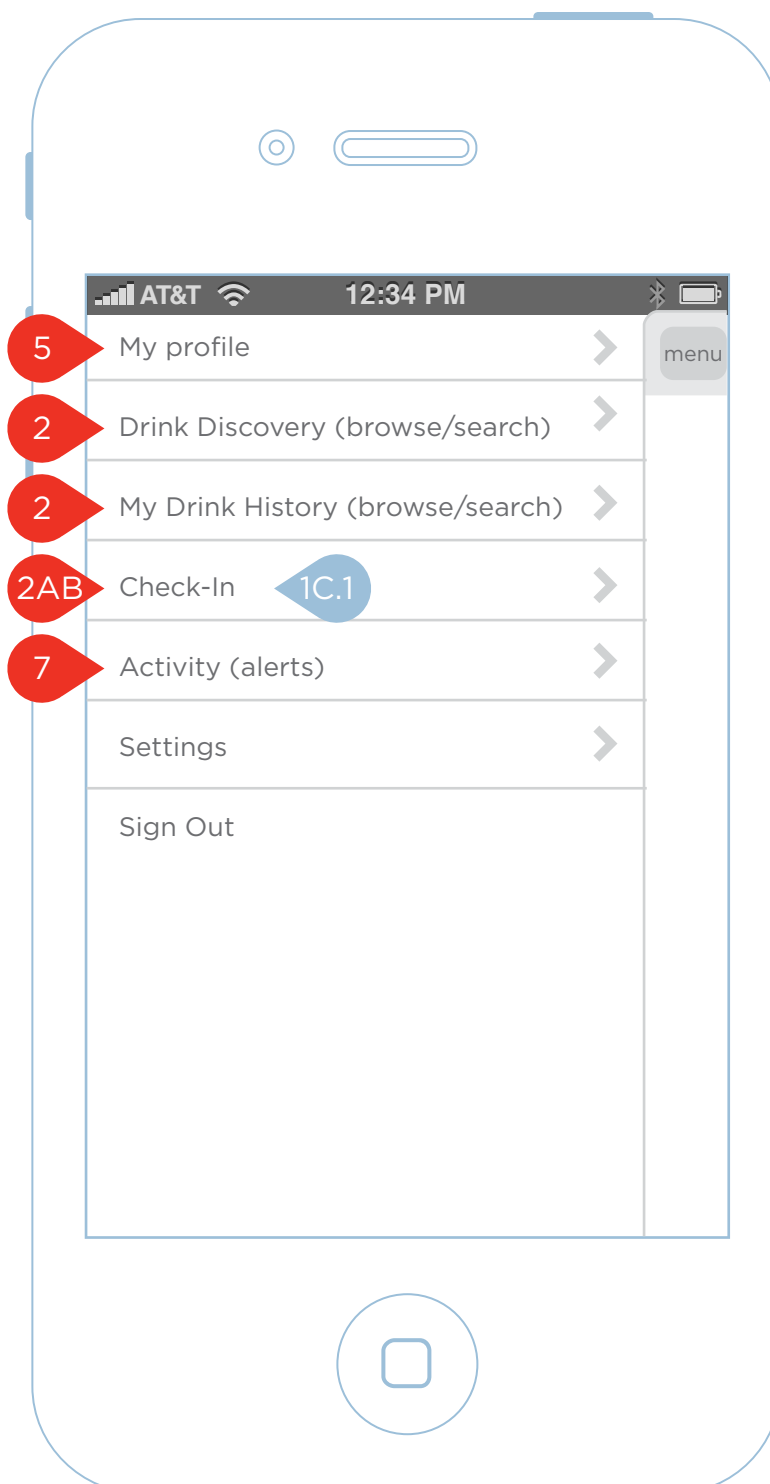
## 4 DRINK DETAIL

3.1 Previous/next drink peeking out to continue browsing  
3.2 Ability to quickly rate & view without check-in change your rating add to wishlist  
3.3 Ability to "check-in" to drink  
3.4 Drink stats  
User comments  
List of similar beverage recommendations



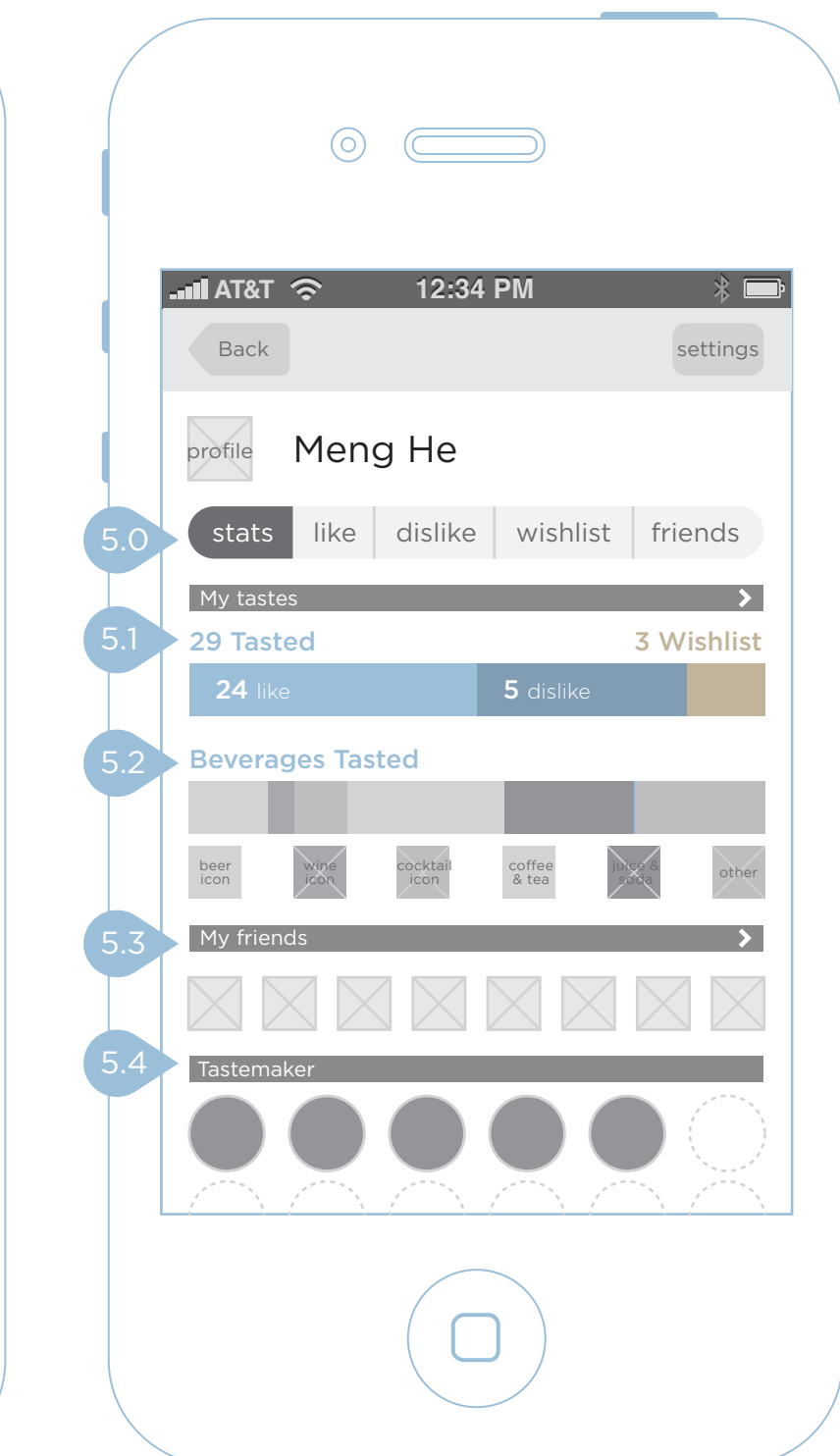
## 1B LOADING (ON APP LAUNCH)

If user account is detected, background image is user's "taste graph" similar to Klout's user style influence graph



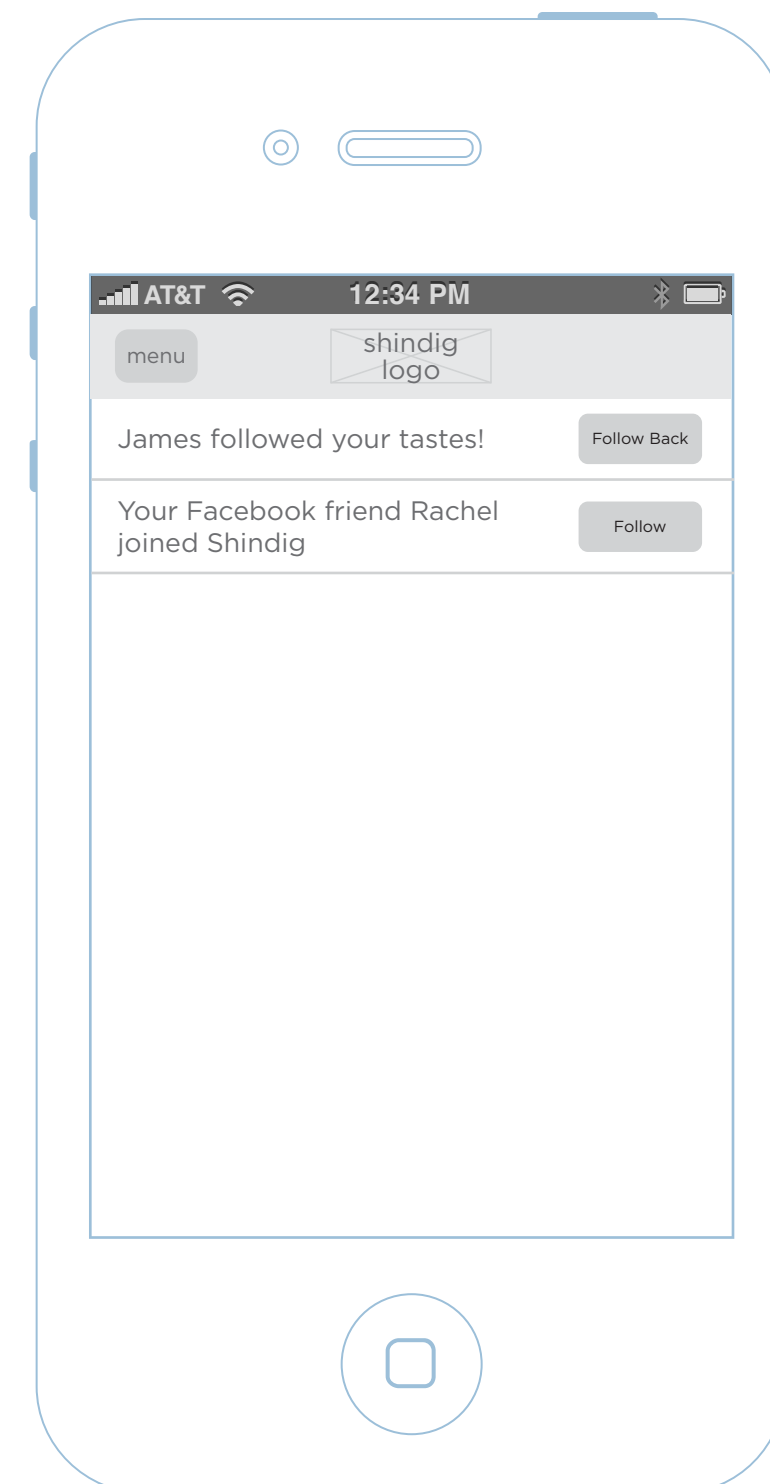
## 1C NAVIGATION

Slide navigation to preserve as much screen real estate as possible for browsing  
1C.1 First search for drink to check-in.



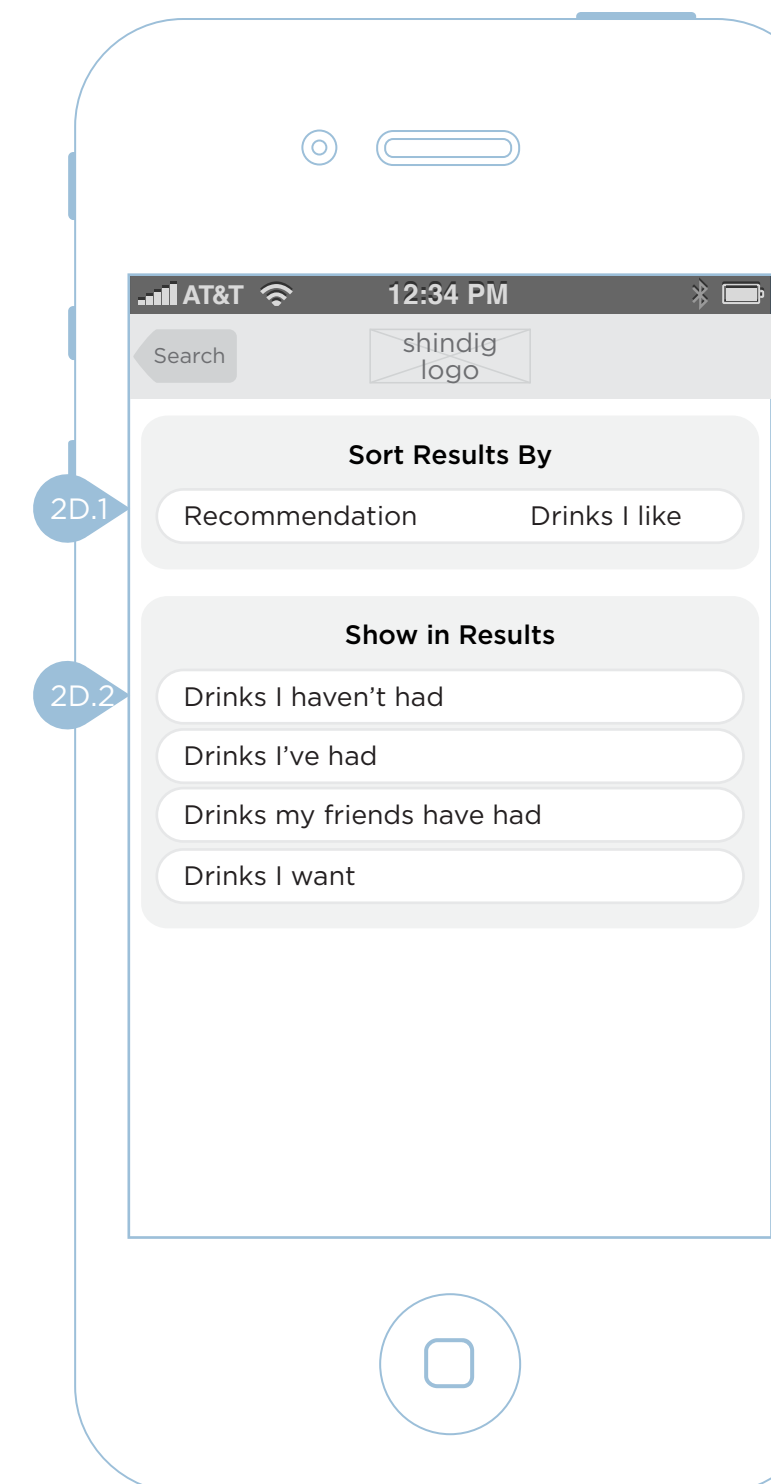
## 5 PROFILE (STATS)

5.0 Profile navigation to toggle area below  
**Stats:** breakdown of interactions in app (quick jumping off point)  
**Like/Dislike:** list of beverages marked like/dislike  
**Wishlist:** list of beverages marked wishlist  
**Friends:** list of beverages Friends are rating  
Stats: # of beverages rated v. wanted  
Tap to view beverages in each section  
5.1 Stats: Category breakdown of tasted beverages  
Tap category to view your tastes in the category  
5.2 List of friends using Shindig (and invite friends)  
5.3 Badges earned (for rating # beverages in a category, leaving # of comments, and other achievements)



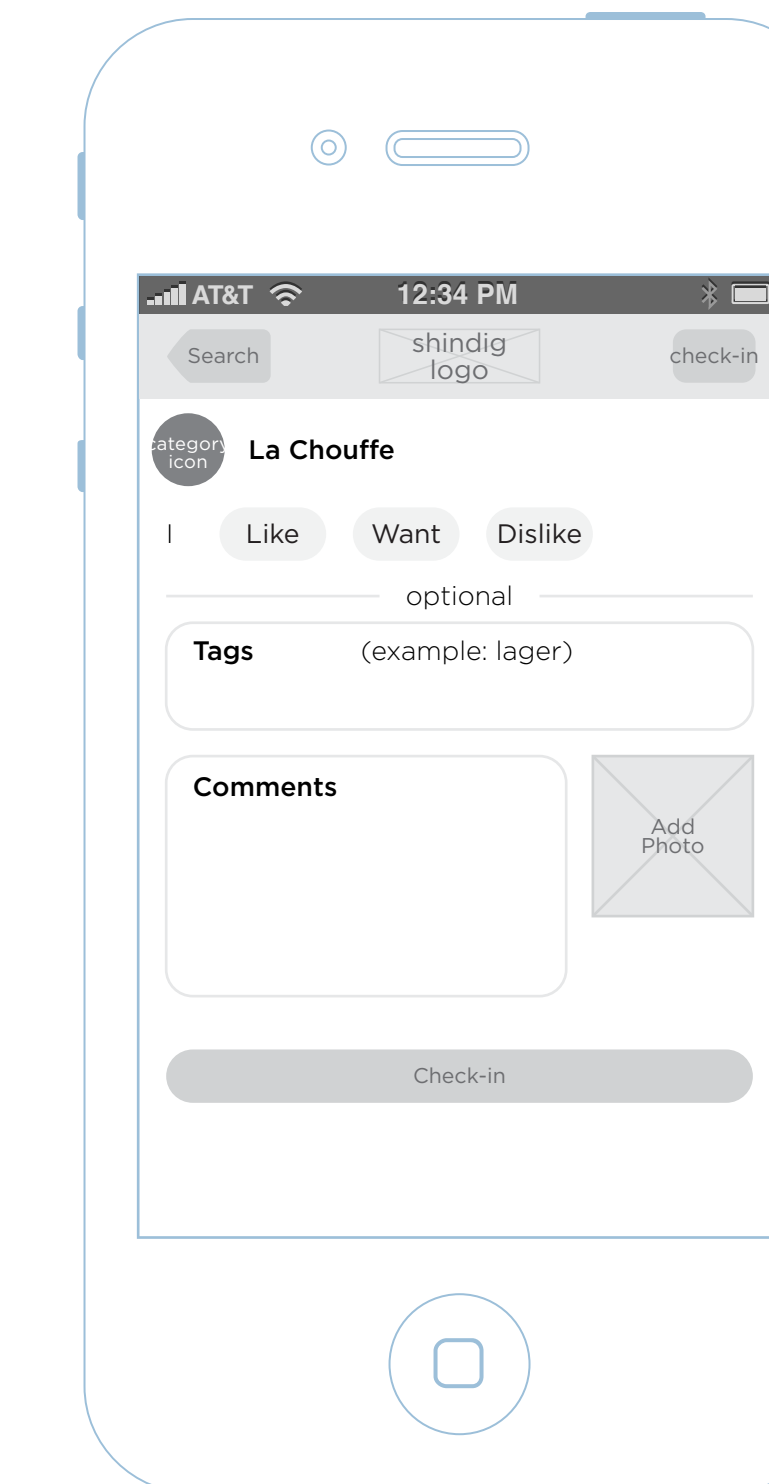
## 7 ACTIVITY

Activity/alerts log



## 2D DRINK DISCOVERY (FILTER)

Ability to sort and filter the drink discovery based on user preference.



## 6 CHECK-IN

Similar to 3 Add Drink, minus the drink name and category. Only your rating is required.