

**Christine Hart**

**Senior / Creative Product Manager**

### **Light It Up Blue Mobile App**

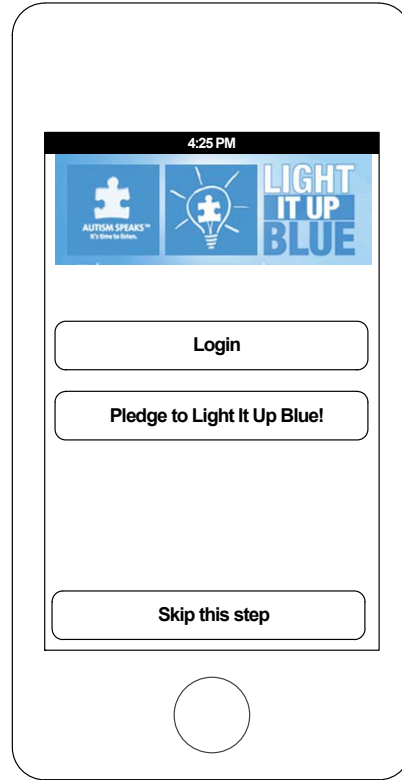
**Concept:** Virtually Light It Up Blue by adding a branded frame to your photos and uploading them to your profile and community gallery on [Lightitupblue.org](http://Lightitupblue.org)

**Background:** The Light It Up Blue Mobile App was initially developed as an engagement add on to a large awareness campaign. Designed to encourage people to virtually Light It Up Blue during Autism Awareness month. The initial app was developed as proof of concept for iPhone only with a \$3,000 budget. It had limited functionality and was not tied to any account. It had over 5,000 downloads in the first year. These wireframes reflect the second version of the app that was integrated into the web platform with geotagging capabilities, ties to the profile database and social sign on enabled.

Loading Screen

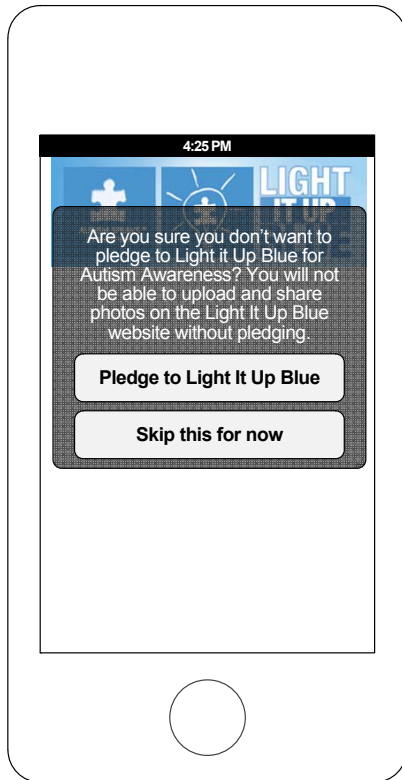


Login or Create an Account



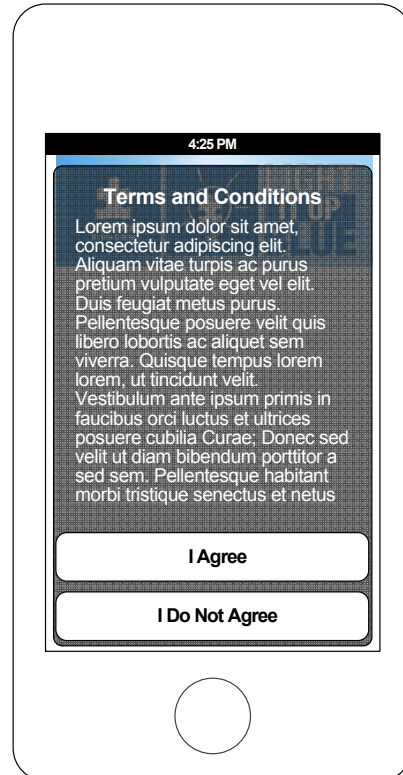
If the user does not have an account they can not upload photos to the site. The Pledge button will open a link in the browser taking them to the mobile version of the site for account creation. There is an API to authenticate against.

Skip this step



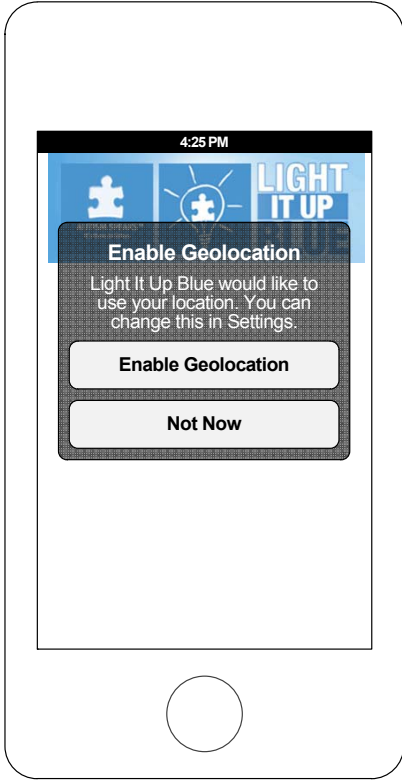
If the user does not have an account they can not upload photos to the site.

Agree to Terms and Conditions



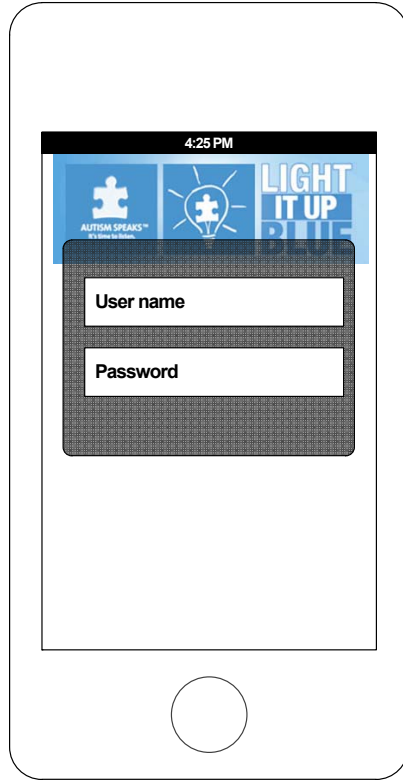
If the user does not agree to the terms and conditions they can not upload photos to the site. We will get legal info for this

Enable Geolocation Services

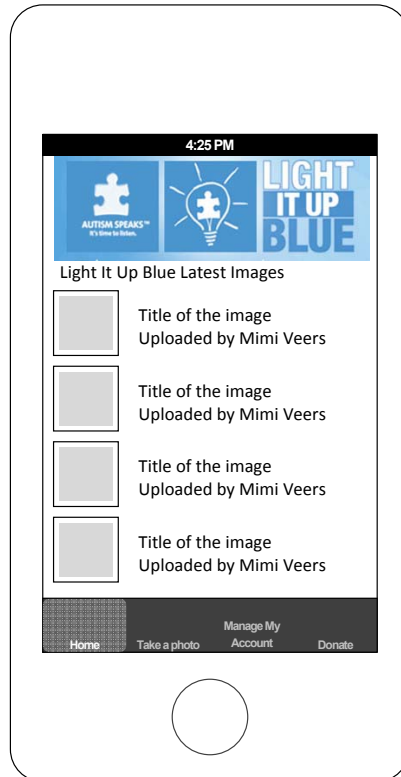


We want to be able to have geolocation data associated with the images that are uploaded to the LIUB site so that we can plot them on a GMAP interface

Login Screen

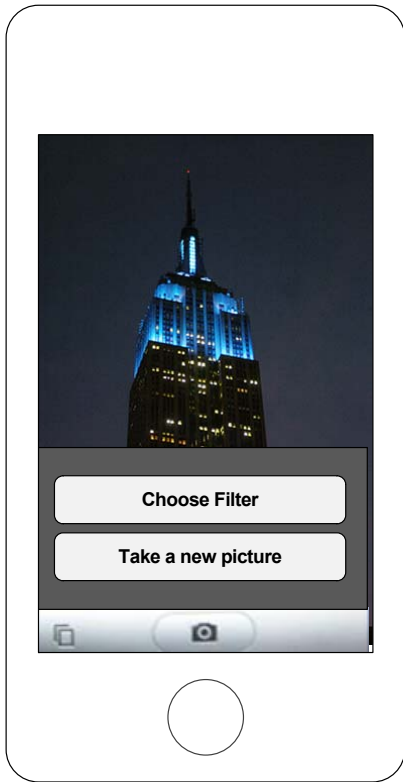


Home screen Feed of images



Manage My Account Links to a mobile version of the LIUB site. If possible, the session login should carry over. Not required but a nice to have.

Take a Photo or pic from Camera Roll

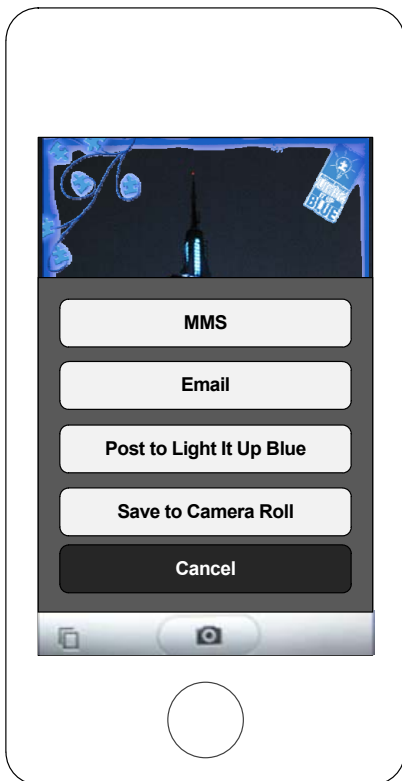


Choose filter

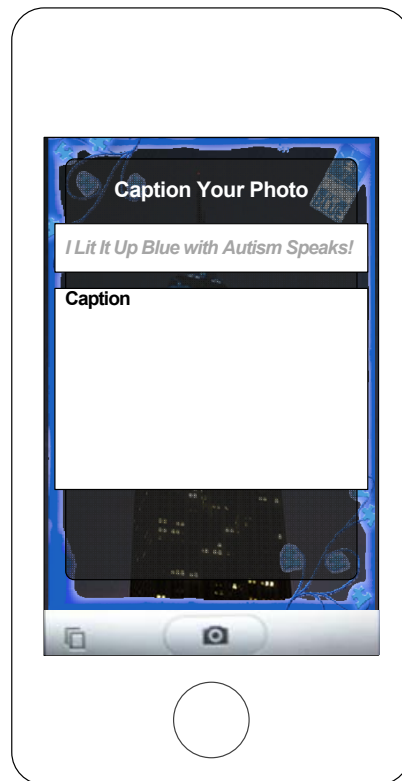


There is a selection of filters that can be moved through.

Share



Title and Caption for upload to LIUB



Share will include the following meta data about the photo if allowed – geolocation, LIUB account data, date uploaded

The meta data will also include the Title and Caption which are mandatory for upload to LIUB. Return to home screen after posting. Default text for the Title – but entering their own Title and Caption are required.