

Team A3

July 2025

Alexa Kolodgie

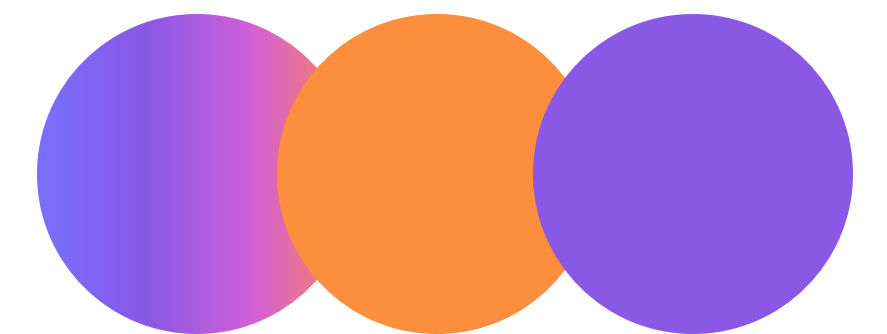
Madison Rogers Curtis

Rachel Alfonso

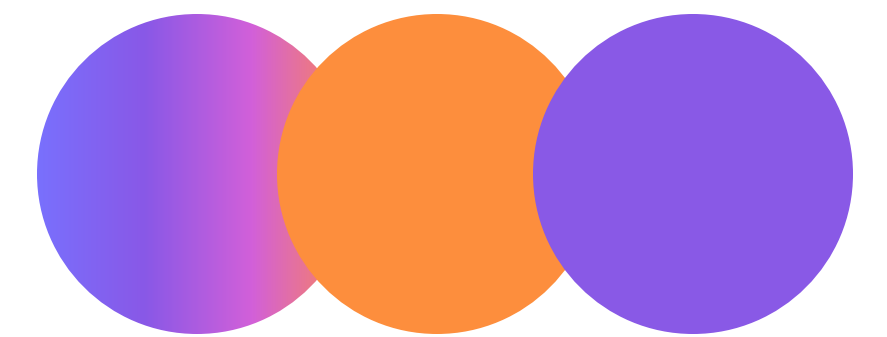
Andrea Carmona

Bhavika Kattukar

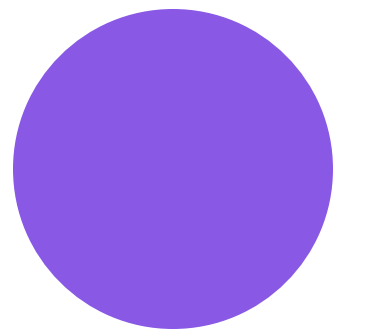
Milestone 3



- 1. Meet Our Team**
- 2. Problem Statement**
- 3. Introduction To Slinko - Branding**
- 4. High-Fi Wireframes**
- 5. Conclusion**



Meet Our Team!



Alexa Kolodgie

I'm a graphic designer who's always curious and looking for new ways to grow. I use design as a way to explore, express, and connect with people. I'm interested in creating work that's thoughtful and intentional and in my free time, I'm usually still making something, just because I love to create.

One Word that describes you:
Reflective



Andrea Carmona

I have a background in Architecture and Design. Outside of work, you'll find me exploring new design trends, traveling to soak up inspiration. I'm all about creativity and innovative design.

One Word that describes you:
Creative



Rachel Alfonso

I have a background in Graphic and Web Design and a strong interest in digital strategy. I love turning ideas into experiences that feel clear, intentional, and emotionally resonant. Outside of work, I enjoy exercising, creating miniatures, and exploring how creativity can show up in unexpected places.

One Word that describes you:
Curious



Bhavika Kattukar

Hi, I am Bhavika from Pune, India! I have a background in graphic design and web design. I love coming up with new and innovative ways of doing creative work. Design for me is something that should be minimal and functional and easy to understand. I believe in simplicity and one of my passions is fitness and I love travelling as well.

One Word that describes you:
Adventurous

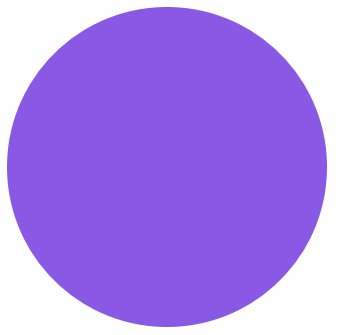


Madison Curtis

Hello, I'm Madison. I am a Web Designer from Charlotte, North Carolina. I also have experience in Quality Assurance and Graphic Design. I love to design and be creative. I have worked in digital design for 7 years and I am hoping to specialize in User Experience design. In my free time, I love to craft. Stained glass and macrame are some of my favorite hobbies.

One Word that describes you:
Innovative

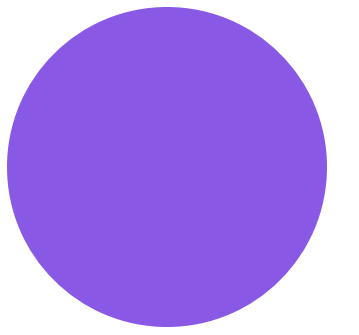
Problem Statement



How might we help people choose what to do in their free time more easily, by offering simple and relevant suggestions that match their energy, availability, and context—without overwhelming them with options or requiring too much effort, even on a budget.



Introduction

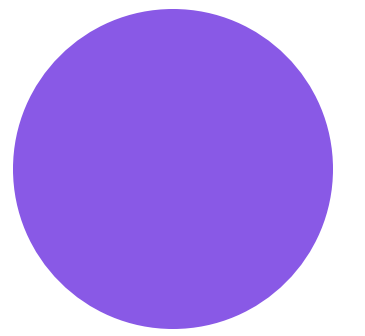


Slinko

Socialize.Link.Go.

Brand Introduction

[View In Figma](#)



Slinko; short for Socialize, Link, and Go, is a leisure app designed to help people connect effortlessly through shared interests and spontaneous plans. Whether you're looking for something fun to do or someone to do it with, Slinko makes it simple to discover events, meet like minded individuals, and making free time more social, meaningful, and exciting.

About the Logo

Our name reflects the highly social and fun nature of what we're building. Slinko was our go-to because it felt playful, connected, and bold.

- The custom typeface is abstract, almost like a hand reaching out or grabbing a link, reinforcing the idea of making connections
- The link in Slinko represents linking up, whether with friends or new people you meet through shared events.
- The o stands for go, a call to action that represents movement, momentum, and actually showing up. It also acts like a visual marker, grounding the logo and hinting at destination or direction.

Slinko
Socialize.Link.Go.

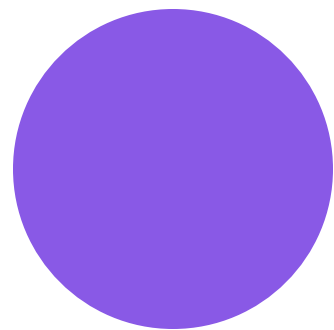


Say Hello To Slinko's Logomark

Our logo mark is a disappearing "S" that is simple, distinctive, and space efficient. It adds personality without clutter, making it perfect for a clean, mobile-first experience.

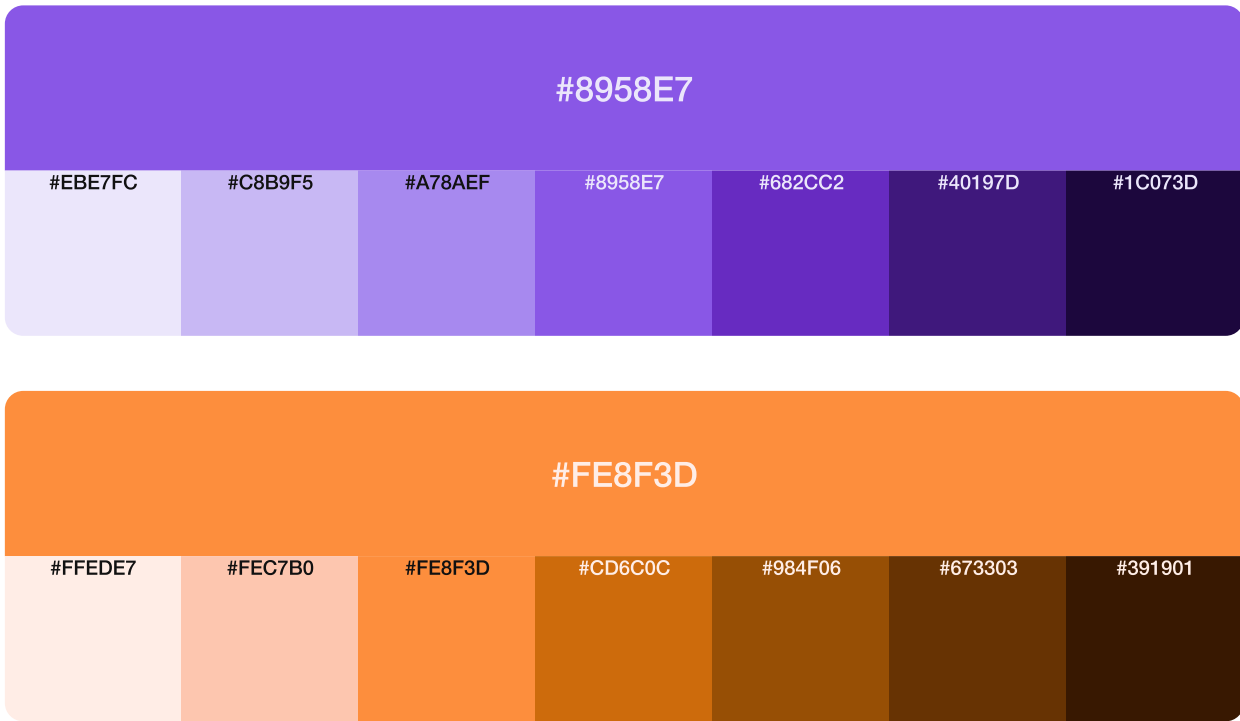
Branding - Color

[View In Figma](#)

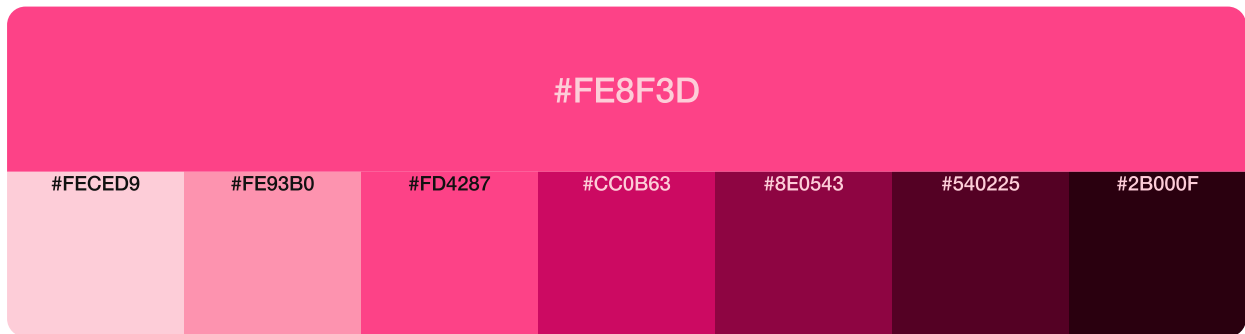


Slinko’s color palette is bold, playful, and intentionally curated to reflect the app’s youthful energy and social nature. It combines vibrant purples, oranges, and pinks with clean monochromatic tones to create contrast, guide attention, and support a joyful user experience. Gradients add a dynamic, expressive touch to key actions and highlights, making the interface feel lively and cohesive.

Primary Colors



Secondary Colors



Gradients



Monochromatics



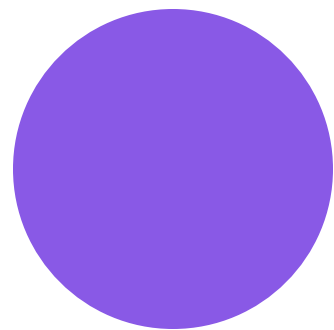
Chosen App Face

The chosen app icon reflects Slinko’s signature color palette, which is consistently applied throughout the app’s interface. This vibrant gradient captures the spirit of the brand; fun, dynamic, and energetic, serving as a visual gateway into a playful space where users can easily discover and plan activities. The retro-inspired design is intentionally crafted to resonate with a young adult audience, blending nostalgia with a fresh, modern feel.



Slinko’s Design System

[View In Figma](#)



Slinko also created a typography design system to make sure the branding and designs are consistent throughout the app.

Typography

Design System

3

Typography

Aa

Text Scaling	Size	Weight	Letter Spacing	Usage
Headline 1	54pxBold-1px			Hero titles, landing screens
Headline 2	44px	Bold	-0.5px	Page headers
Headline 3	38px	Medium	0px	Section titles
Headline 4	32px	Medium	0px	Modal headers, card titles
Headline 5	26px	Medium	0px	Subsection headers
Headline 6	22px	Medium	0px	Feature headers, settings labels
Body 1	18px	Regular	0.5px	Primary paragraphs
Body 2	16px	Regular	0.25px	Secondary content, form descriptions
Button 1	18px	Medium	1px	Primary CTA buttons
Button 2	16px	Medium	1px	Secondary buttons, small cards
Caption 1	14px	Regular	0.5px	UI labels, tags
Caption 2	10px	Regular	1px	UI labels, tags
Overline	12px	Medium	1.5px	Section markers, list separators

Typography

We have used Helvetica Neue as our primary and only font for Slinko’s user interface. This font brings a playful and energetic feel to our design.

Helvetica Neue (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Helvetica Neue (Medium)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

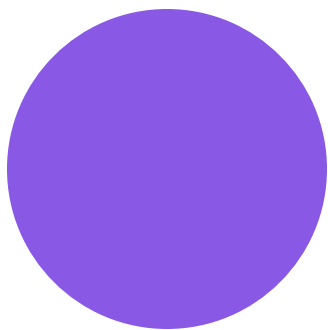
Helvetica Neue (Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Slinko's Design System

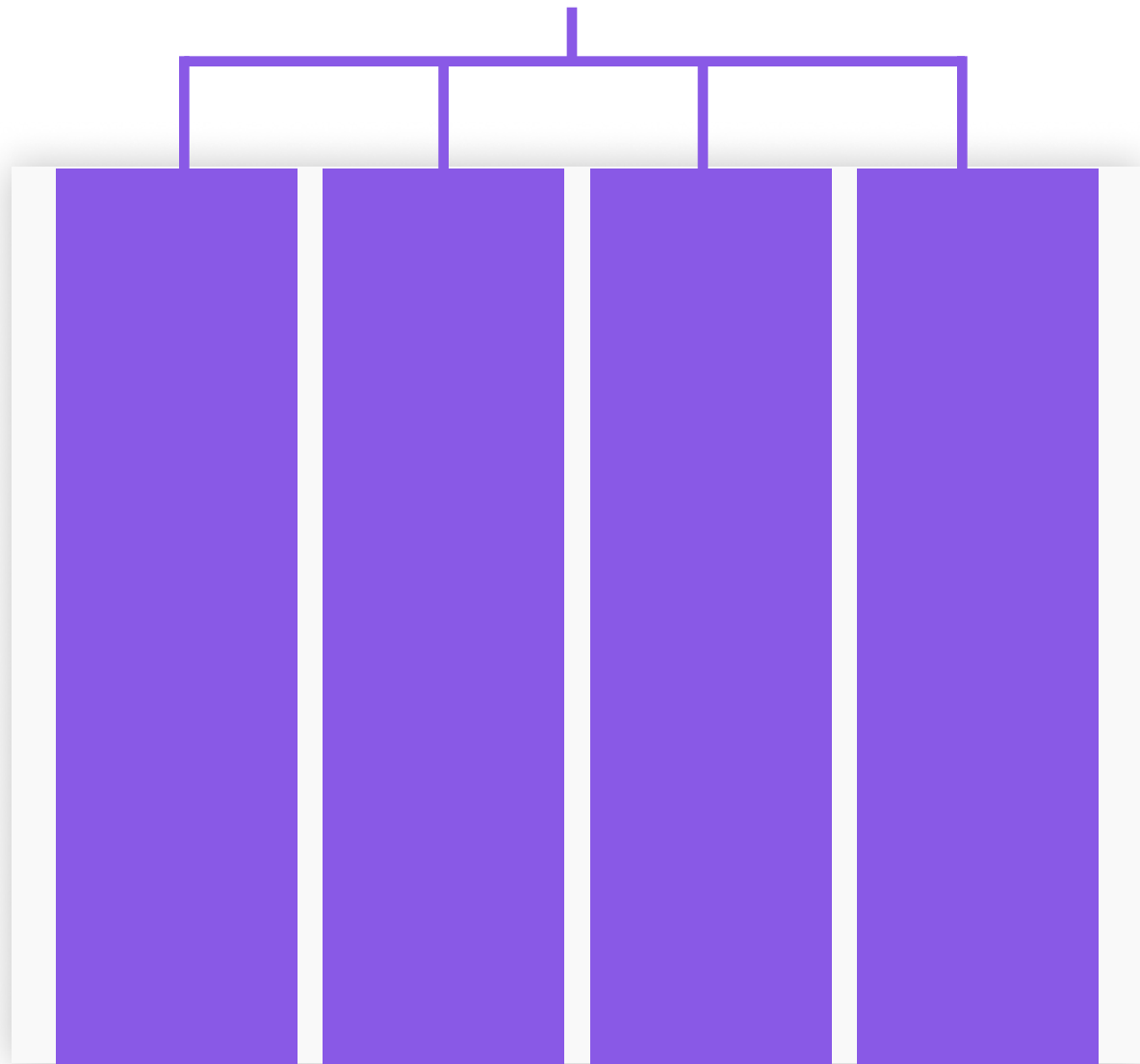
[View In Figma](#)



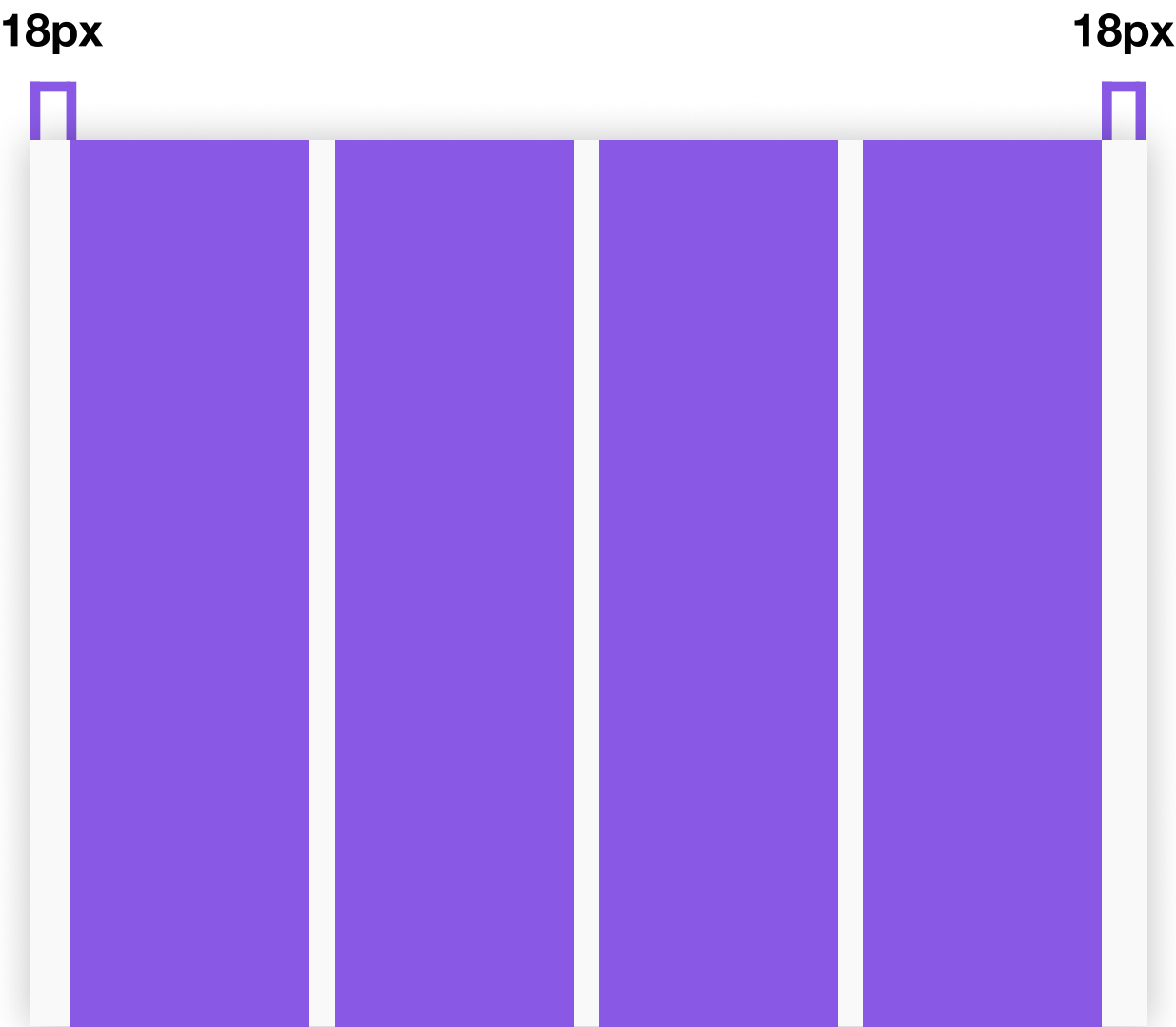
System Guide - Safe Area and Navigation

Mobile

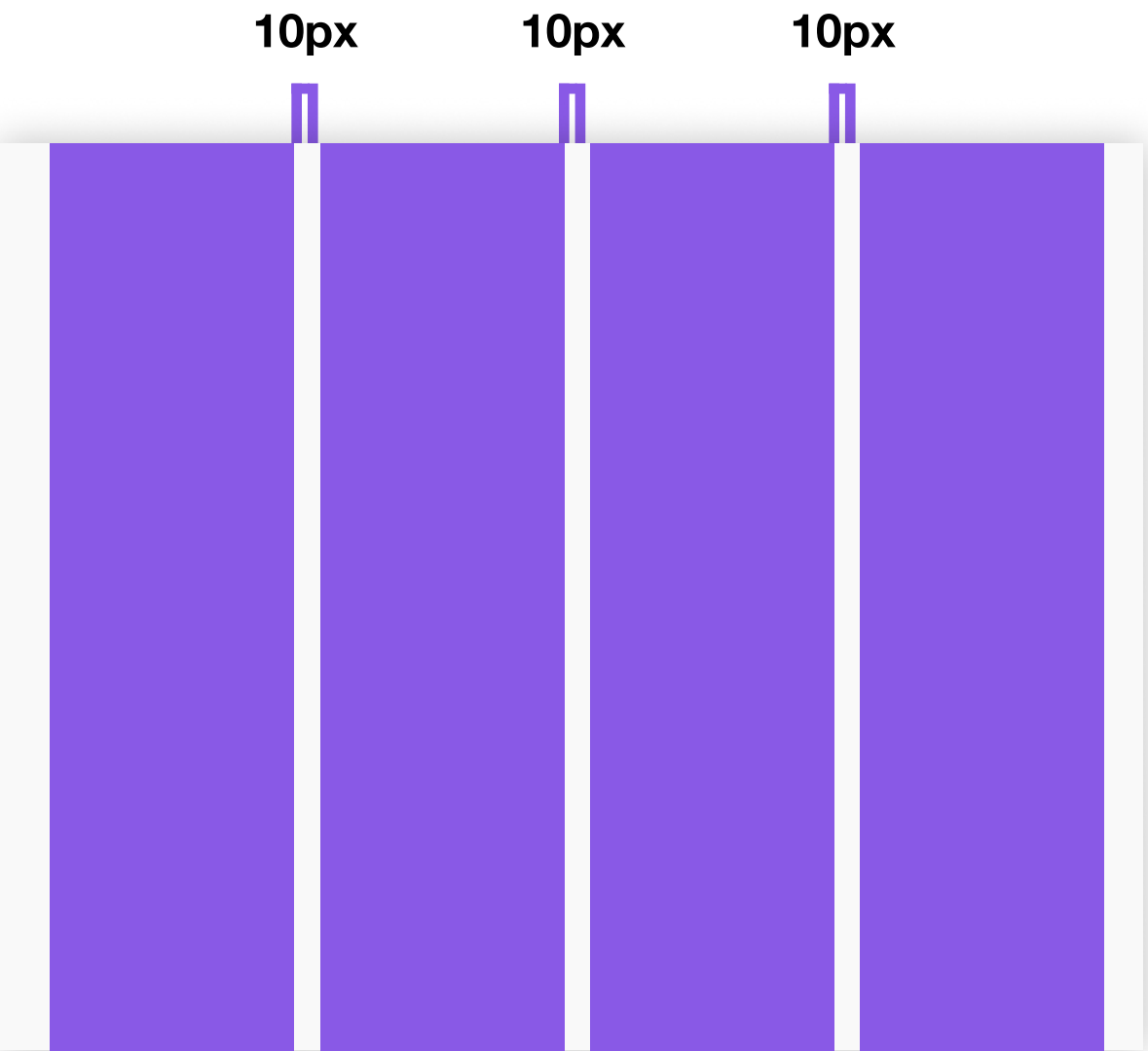
4 Columns



18px Margins

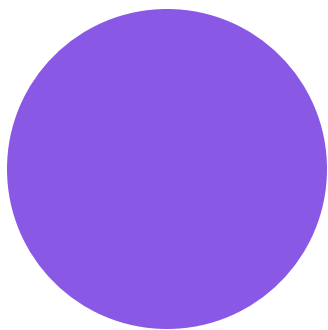


10px



Slinko's Design System

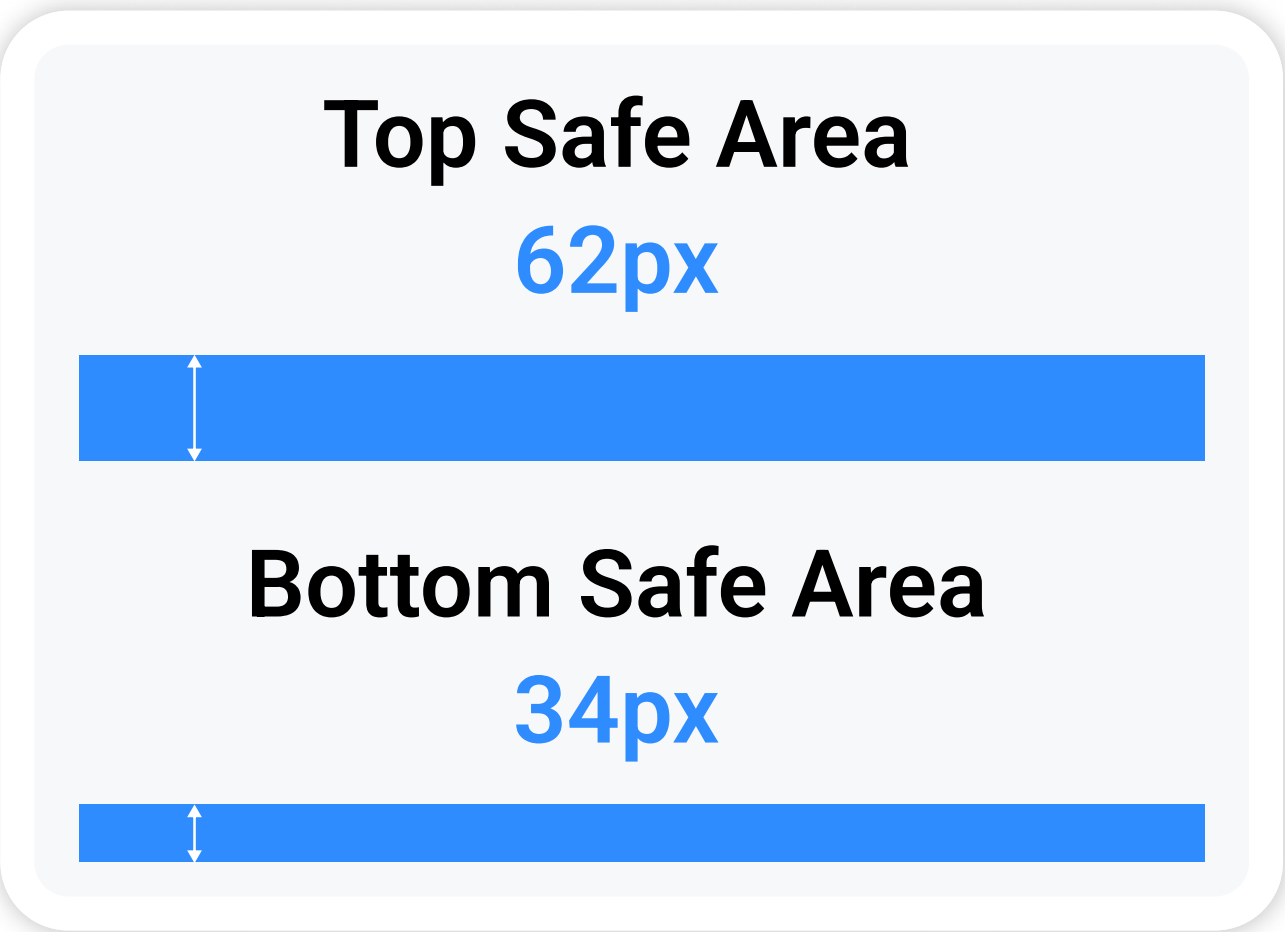
[View In Figma](#)



System Guide - Safe Area and Navigation

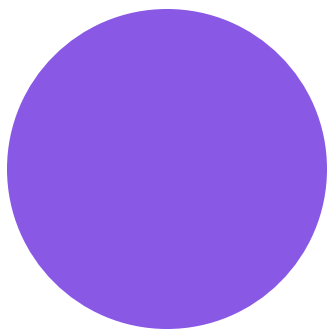


Safe areas mark where not to place designs to ensure compatibility with Apple's design system. They account for the top navigation bar and the interactive home indicator, so your app's content doesn't overlap or interfere with these system elements.

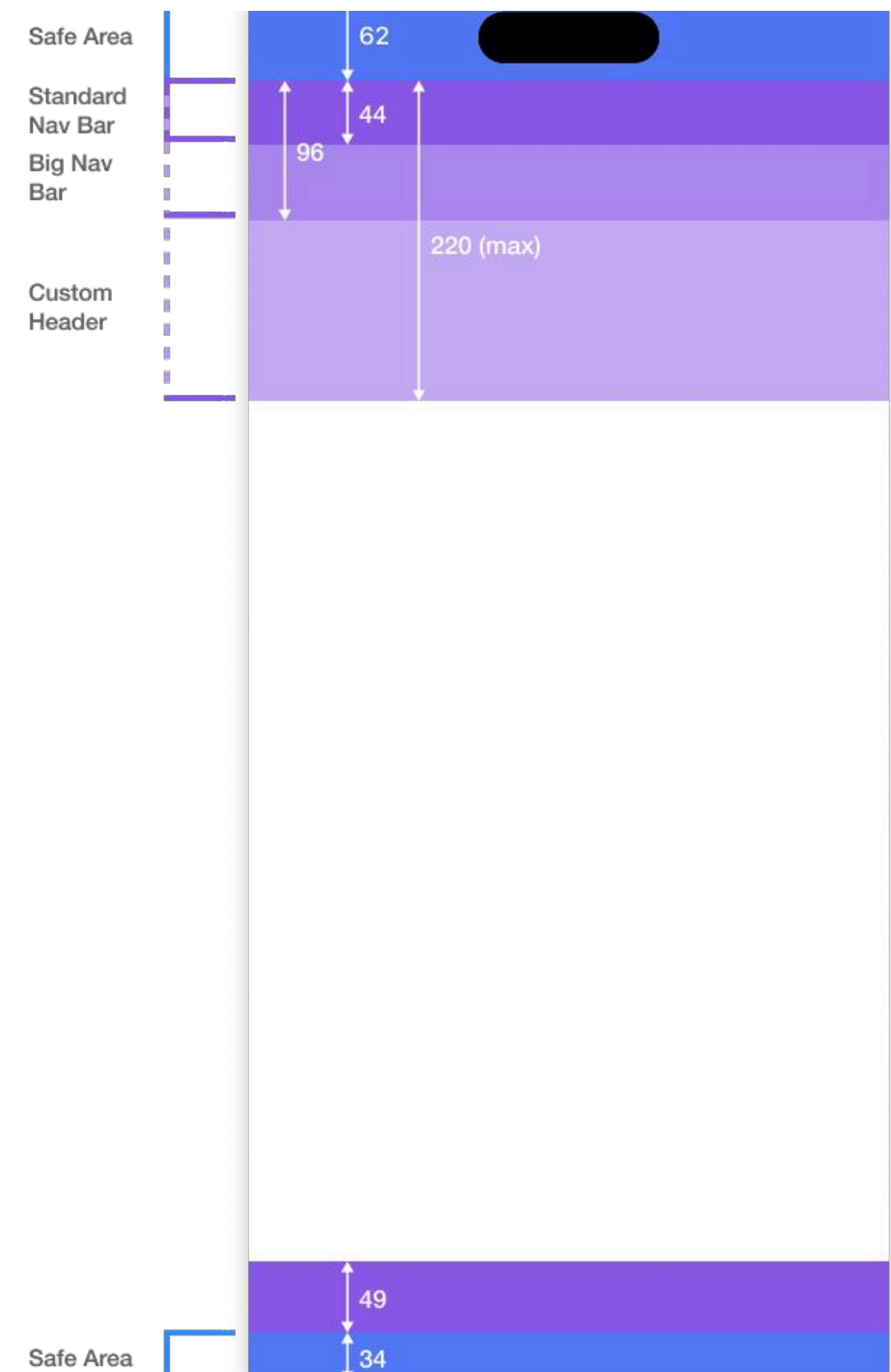


Slinko's Design System

[View In Figma](#)



Navigation Bars and Custom Floating Headers



Top Nav Bar

Standard

44px

Top Nav Bar

Only for Large Scrollable Titles

96px

Bottom Nav Bar

Standard

49px

Custom Floating Headers

Custom Floating Headers

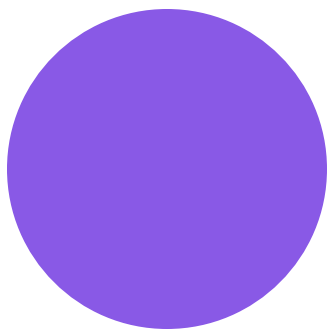
88px-220px (max)

220px

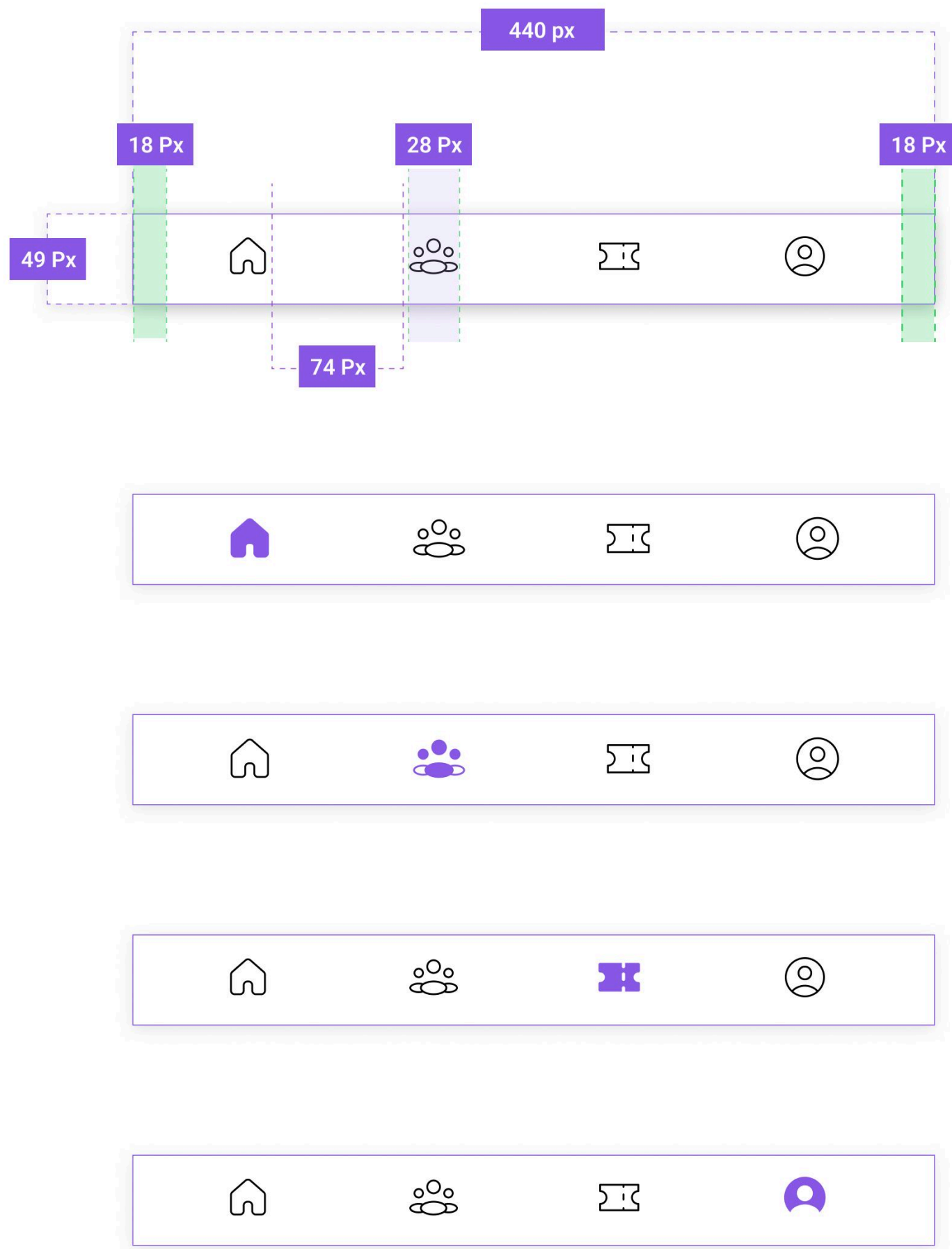
The top navigation bar should be placed just below the 62px safe area. The standard height for the top nav bar is 44px. For larger, scrollable titles, you can extend it to 96px. Custom floating headers can be used to allow more design flexibility. For example, on the events page, the search bar and multiple filter options are placed within the header for ease of use. Custom headers should not exceed 220px to ensure there is enough room for event cards and smooth vertical scrolling.

Slinko's Design System

[View In Figma](#)



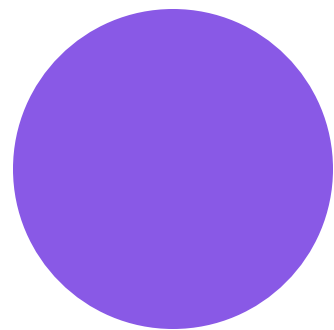
Bottom Nav bar design



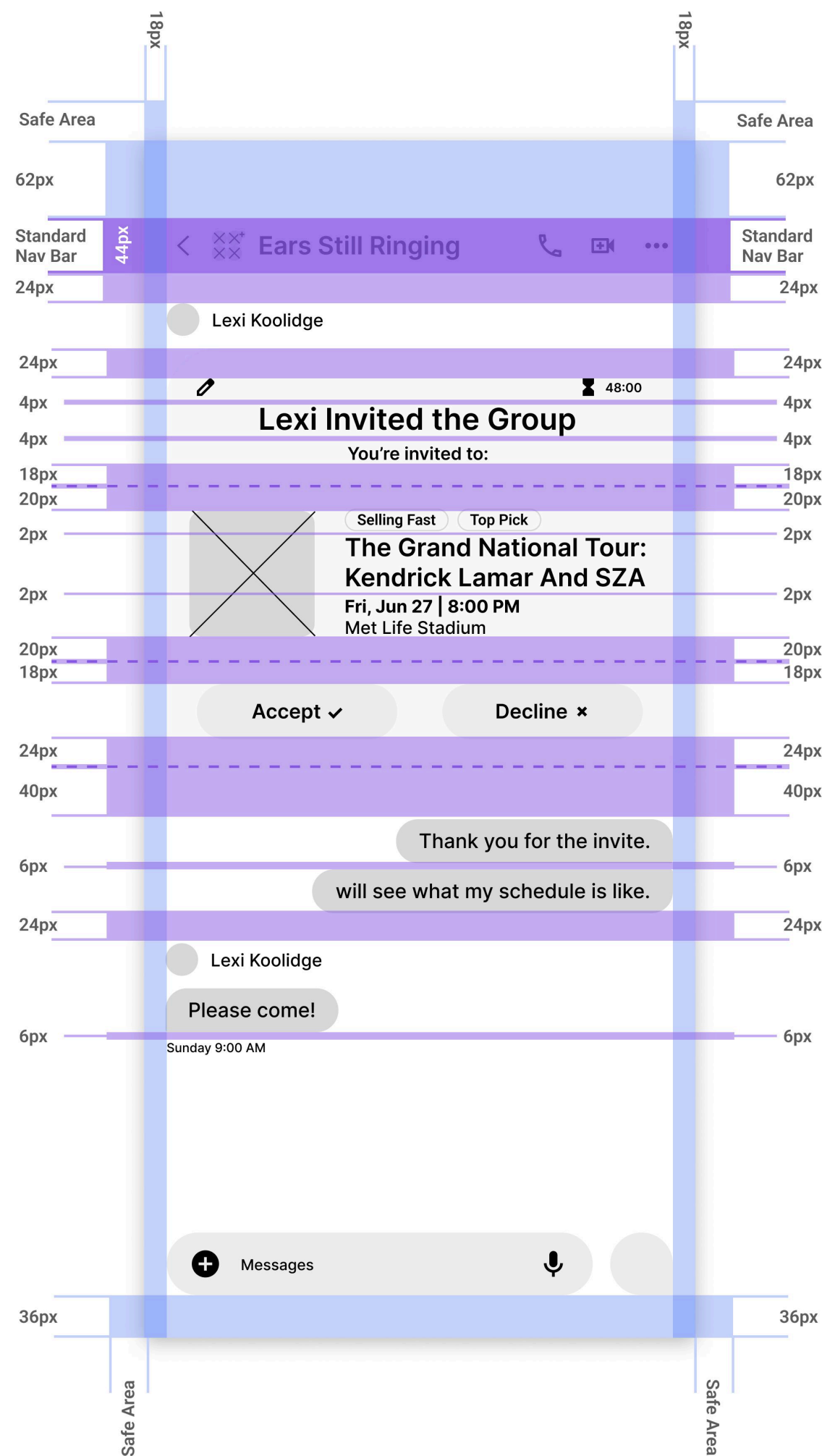
This is the bottom nav bar design which helps users navigate different sections of the app- homepage, socials, tickets and the user profile. It's sized at 440 px wide with the height of 49 px, a margin of 18 px. The icons are placed in a 28 px wide container for equal sizing with 74 px of spacing in between each of them.

Slinko's Design System

[View In Figma](#)



Bottom Nav bar design



We use even-numbered spacing throughout the app. Smaller elements like tags and card titles are placed closer together, while items that don't require as much proximity have larger spacing jumps.

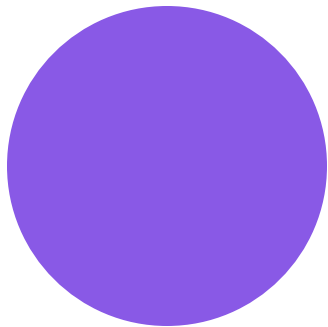
The general rule of thumb is to keep everything visually aligned and consistent for a more organized and readable layout.

Spacing

	2px
	4px
	6px
	10px
	18px
	20px
	24px
	40px



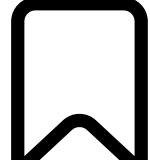
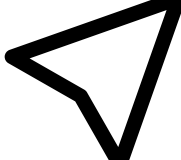
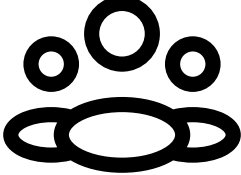

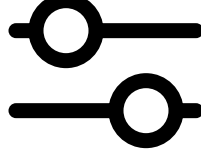


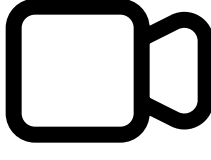

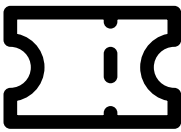




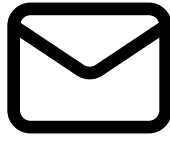




Slinko's Design System

[View In Figma](#)





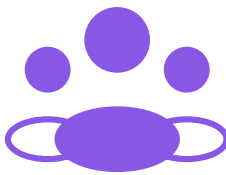










Main Icons

Inactive Sate

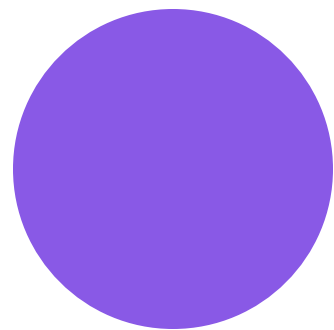
										
Home	Like	Save	Share	Social	Profile	Filter	Location	Date/time	Video Call	Additional Settings
										
Tickets	Search	Back	Cancel	Call	Mail	Instant	Trending	Event connect	Record	

Active State

						
Home	Like	Save	Share	Social	Profile	Mail
						
Tickets	Search	Back	Cancel	Date/Time	Trending	

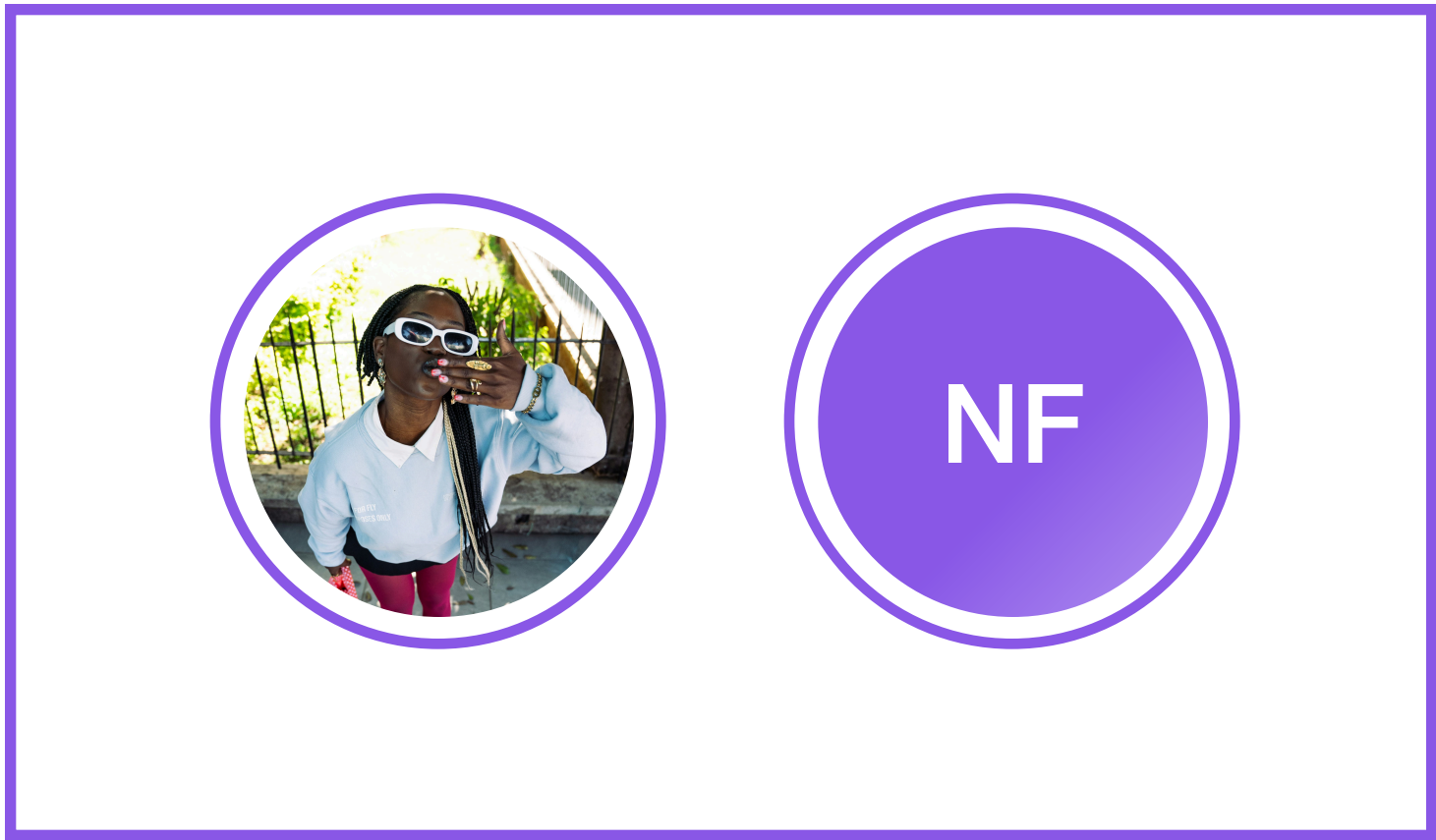
Slinko's Design System

[View In Figma](#)

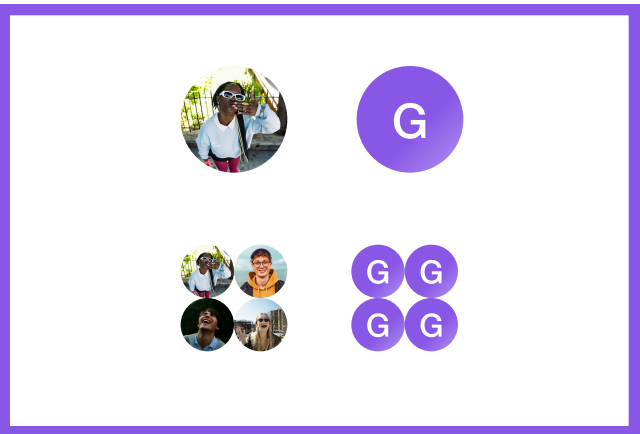


Avatars and User Profiles

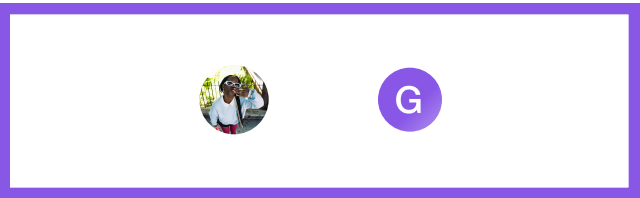
Personal Main Profile Page



Profiles in Lists

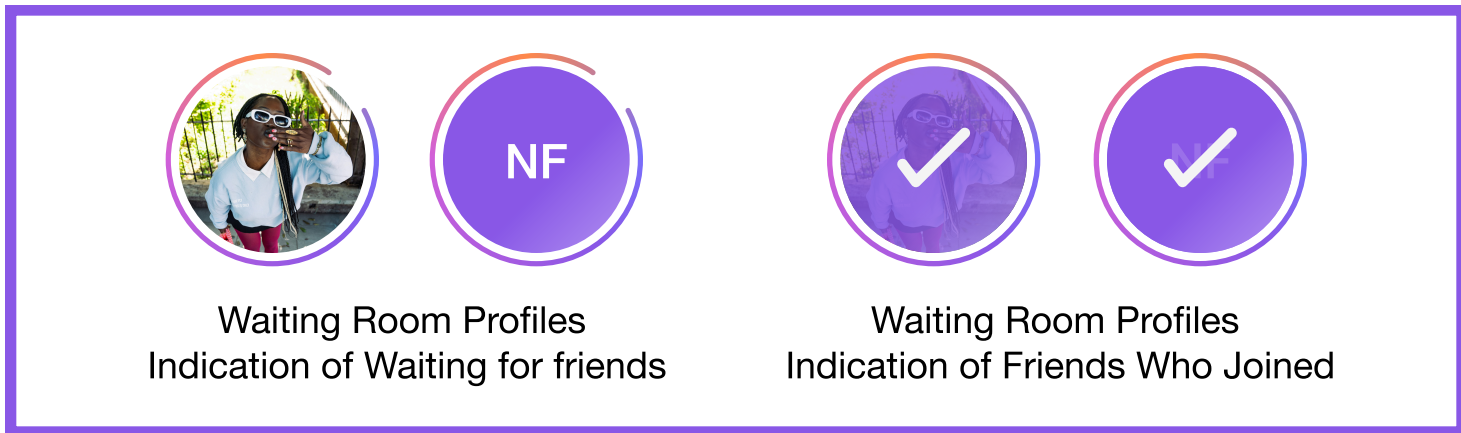


Profiles On Top Nav Bar and in chats

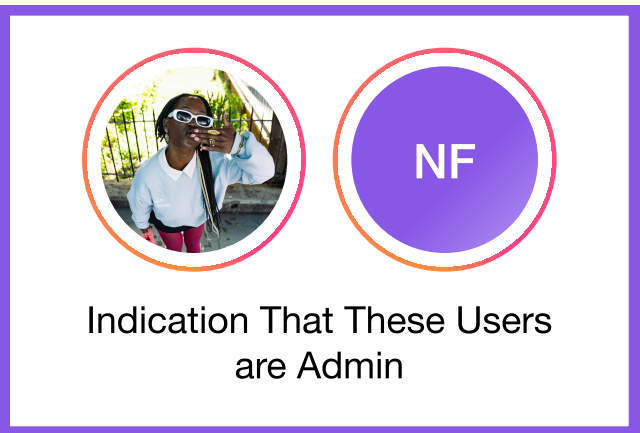


Profiles appear in different parts of the app, serving slightly different purposes depending on the context. They follow a consistent visual style and flow. Whether you're viewing a friend's profile, your own, or someone in an event group, the design stays familiar to keep the experience smooth and intuitive.

Waiting Room Profiles

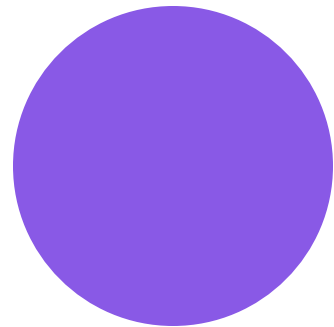


Profiles - Admin on Chats



Slinko's Design System

[View In Figma](#)



Buttons The Buttons section defines how buttons should be used across the app to ensure visual consistency and clear user interaction. Including this in our design system helps teams apply the correct styles and states, creating a more unified and accessible experience throughout the product.

Large_Extended

	Primary	Secondary Outlined	Secondary Filled	Tertiary
Default				
Hover				
Disabled				
Pressed				
Focus				

Large_Icon

	Primary	Secondary Outlined	Secondary Filled	Tertiary
Default				
Hover				
Disabled				
Pressed				
Focus				

Medium

	Primary	Secondary Outlined	Secondary Filled	Tertiary
Default				
Hover				
Disabled				
Pressed				
Focus				

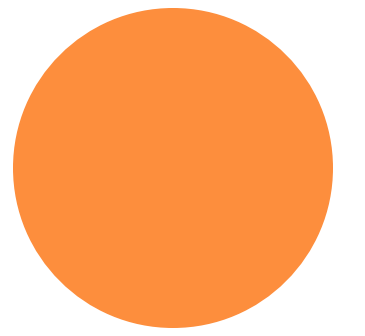
Small

	Primary	Secondary Outlined	Secondary Filled	Tertiary
Default				
Hover				
Disabled				
Pressed				
Focus				

Floating Buttons and Other

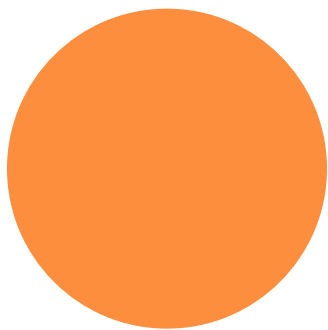
New Message Floating Button	AI Floating Button	Invite Floating Button 1
Invite Floating Button 2 - In Chats	Invite Floating Button 2 - In Chats	Filter Icon Button

High-Fi Wireframes



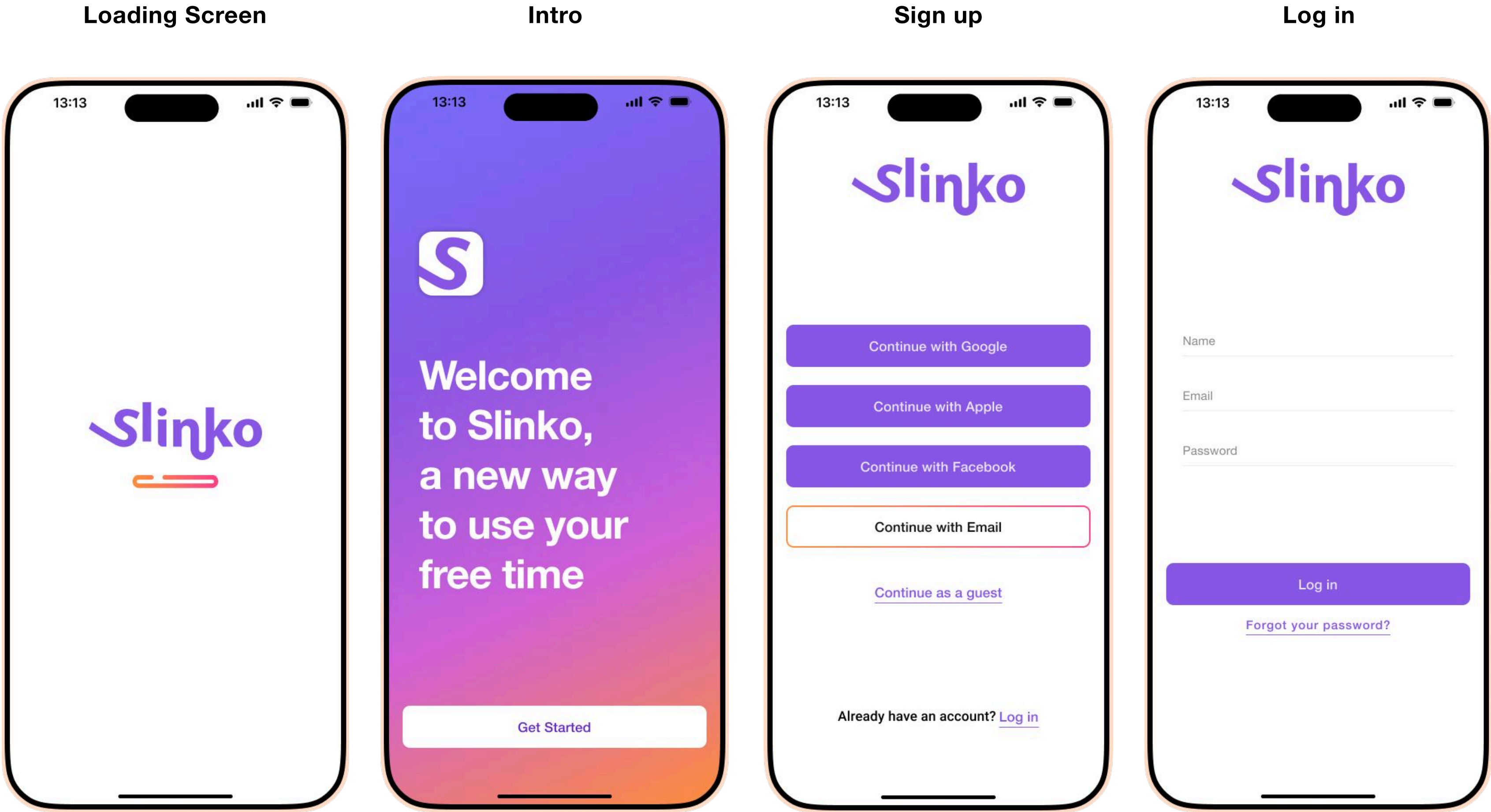
High Fidelity Wireframes - Onboarding

[View In Figma](#)



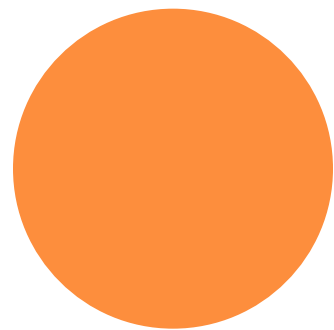
Summary

The hi-fi onboarding flow brings the app’s vision to life with a vibrant and welcoming interface. This flow refines the original structure by enhancing clarity, visual hierarchy, and brand consistency. We introduced a branded splash screen at the beginning and redesigned the final screen to feel more complete and satisfying for the user. The overall flow keeps the original logic: a short welcome, flexible sign-up, and simple personalization steps, now delivered through a smoother and more visually engaging experience.



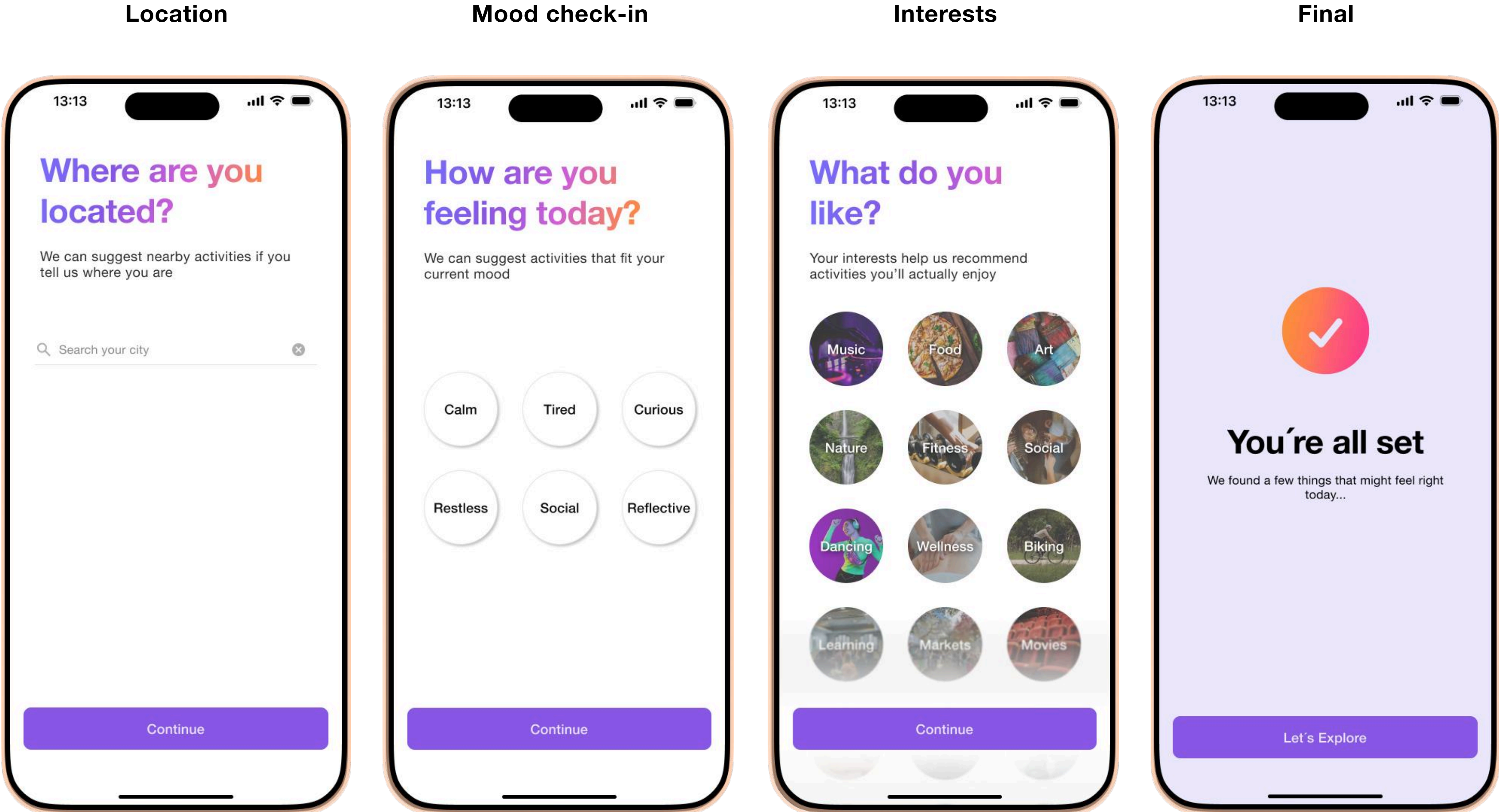
High Fidelity Wireframes - Onboarding

[View In Figma](#)

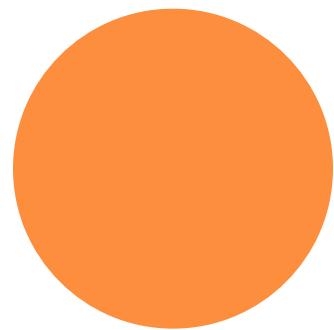


Summary

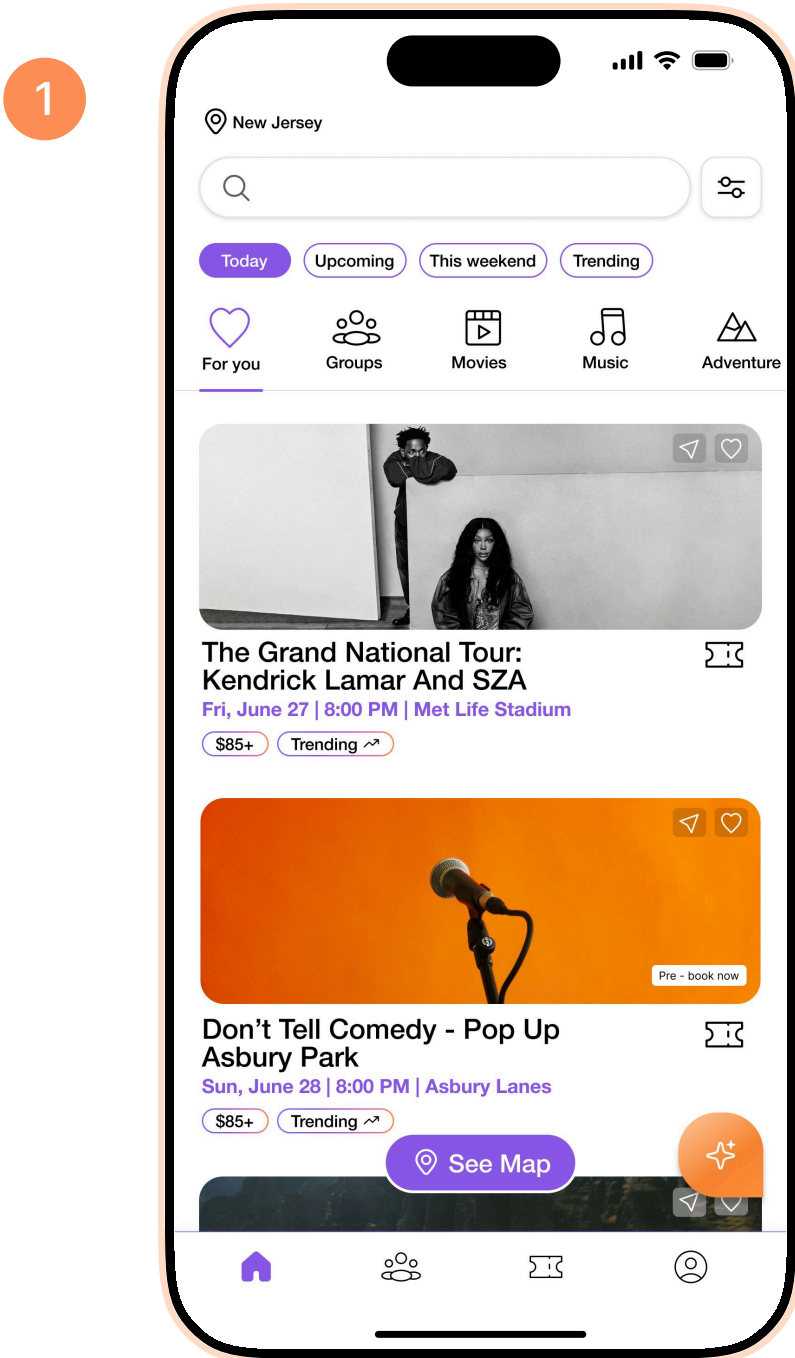
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High Fidelity Wireframes - Home/Explore - Summary



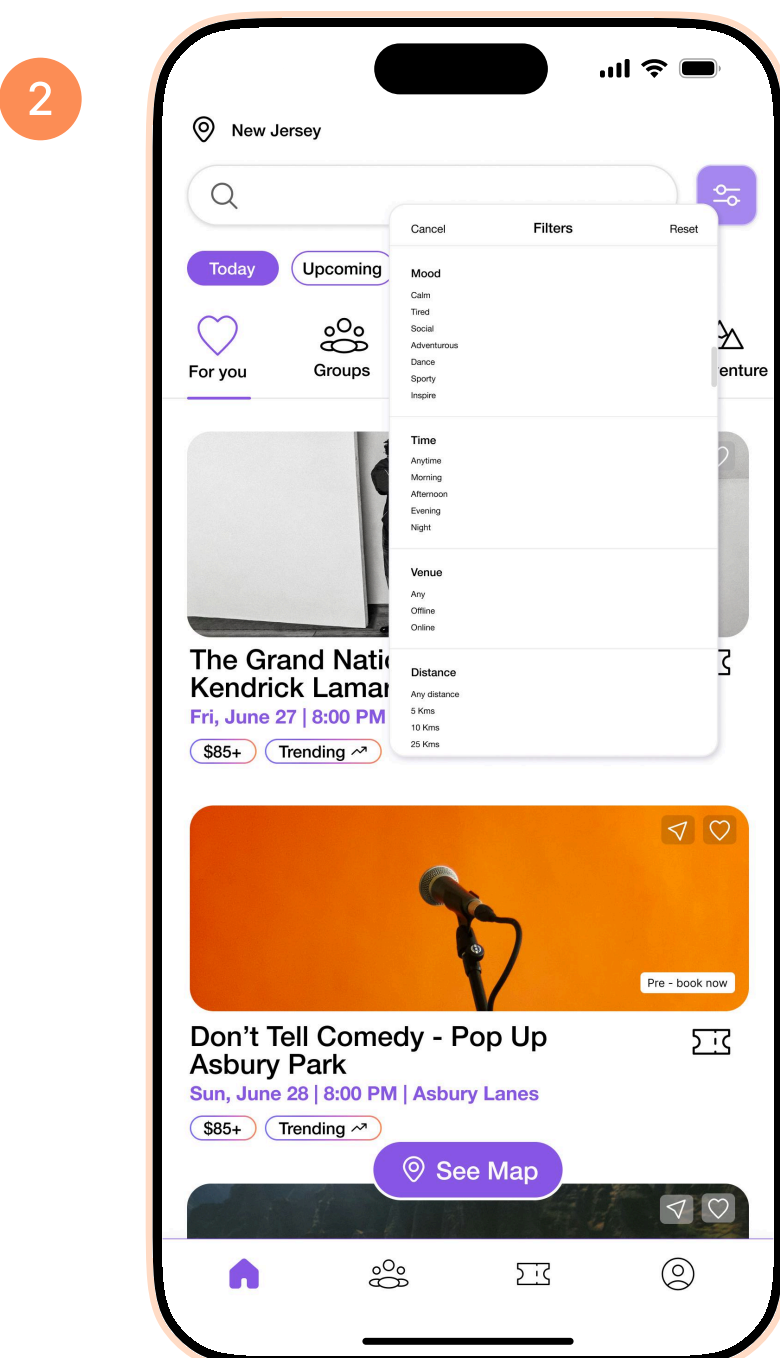
Homepage



Homepage/Explore page

The homepage for Slinko app serves also as an explore page where users can view events that are shown to them to their preferences and liking. Users have an option to see upcoming events that are happening around them by clicking on the tabs under the search bar which keeps them informed of trending events

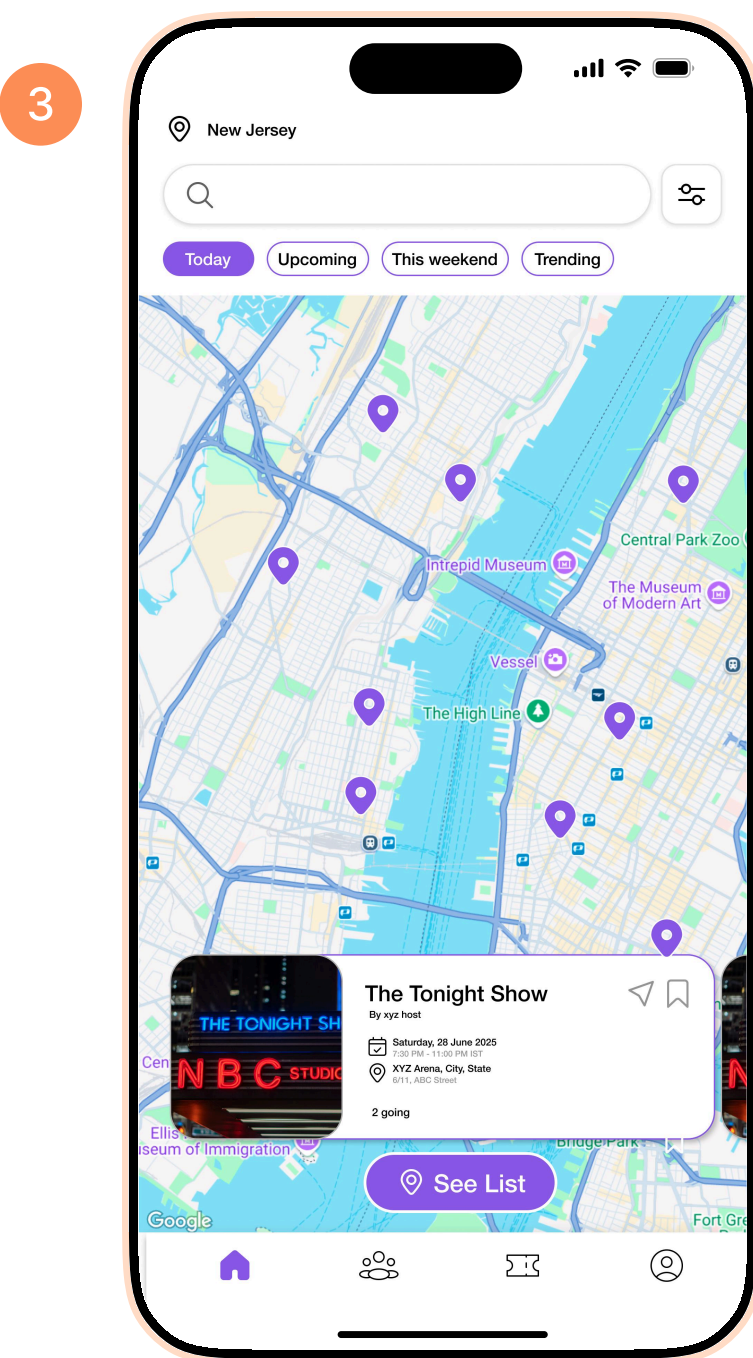
Filters



Filters

Icons on top show users to view events according to the activity type whether it's movies, music, comedy, adventure, The filter option next to the search bar helps users to further filter out activities that are based on their mood, their time preference, venue, max and min distance.

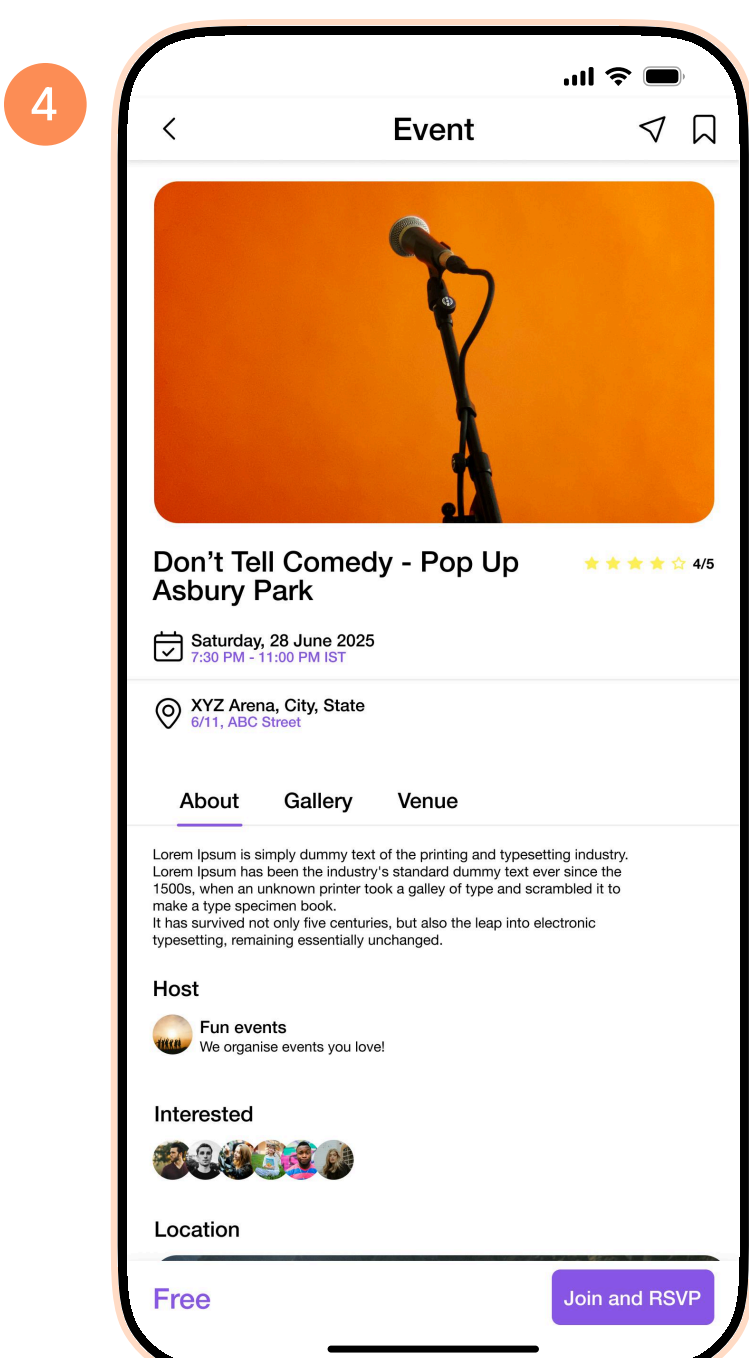
Map view



Easy map view

Slinko let's users quickly switch from map view to list view to help users see events happening in their area and it helps them to pin point the exact location the event is happening and quick overview about the event and how many people are going.

Events page

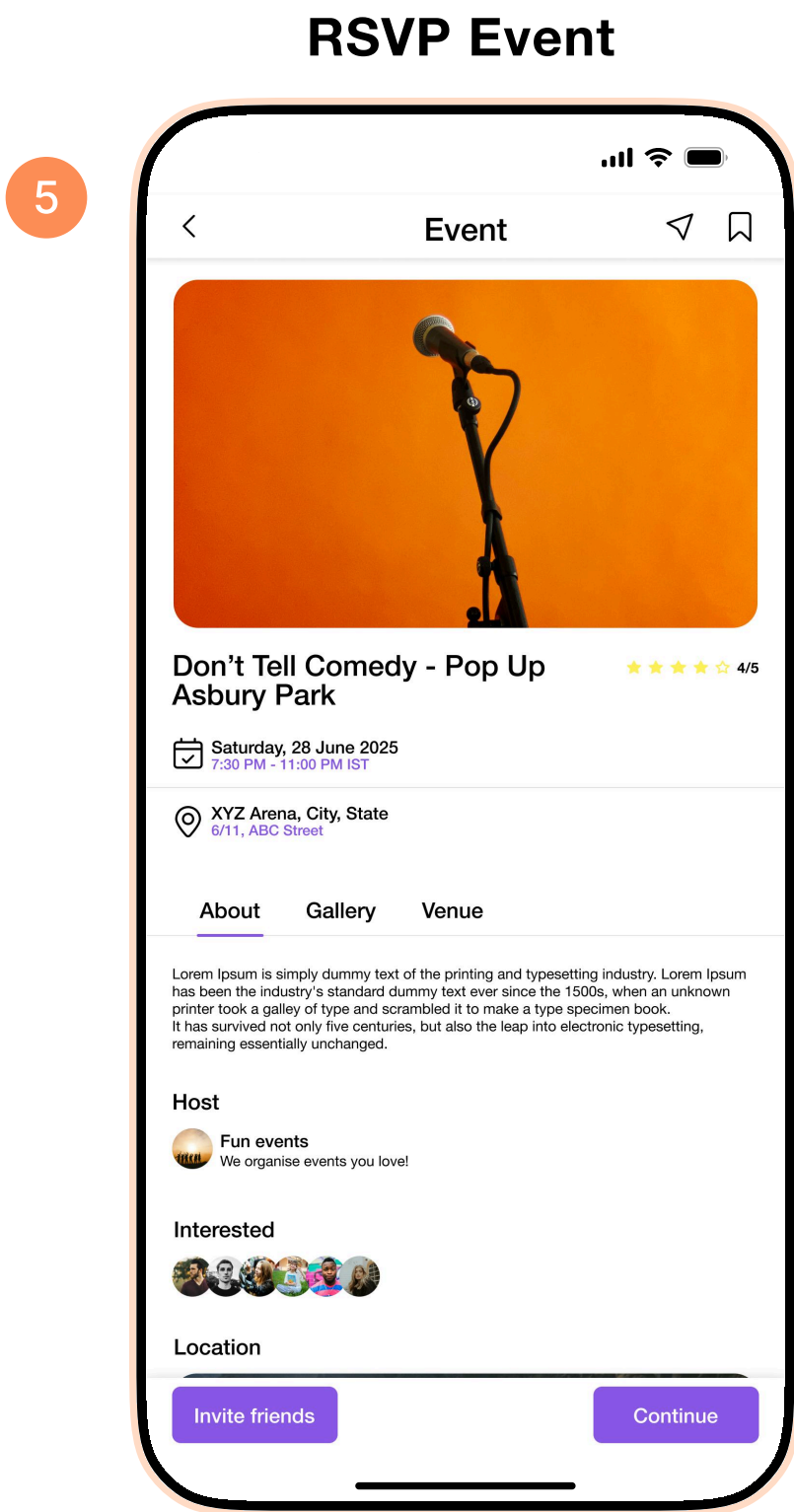
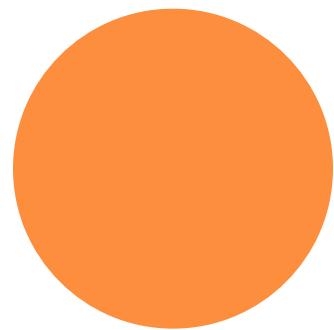


Event page

The event page shows more details about the event like event date and time, the location, detailed info about the event, pictures of the event and details about the venue. It also shows who is hosting the event and the people who are interested.

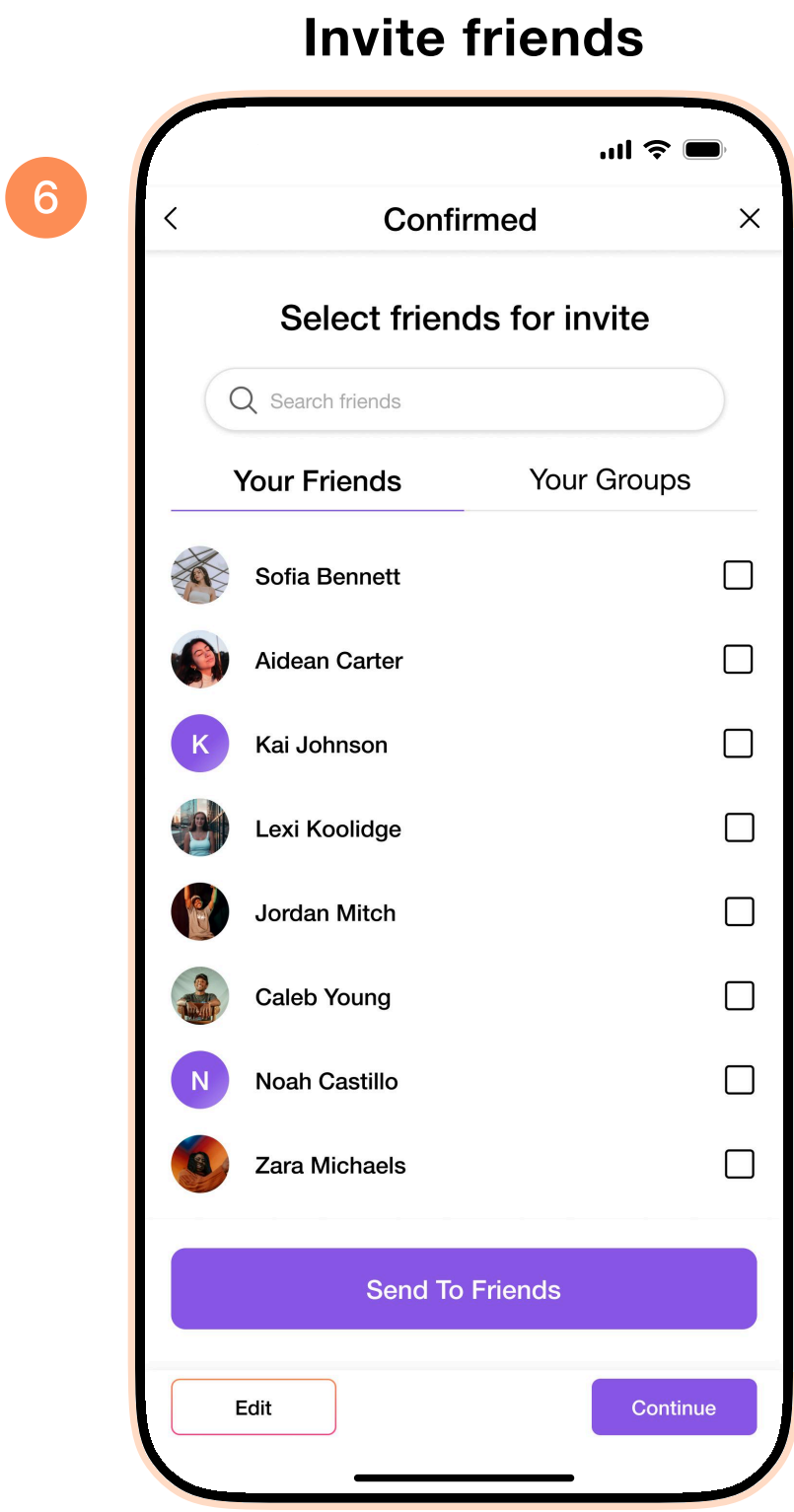
[View In Figma](#)

High Fidelity Wireframes - Explore/ Events page - Summary



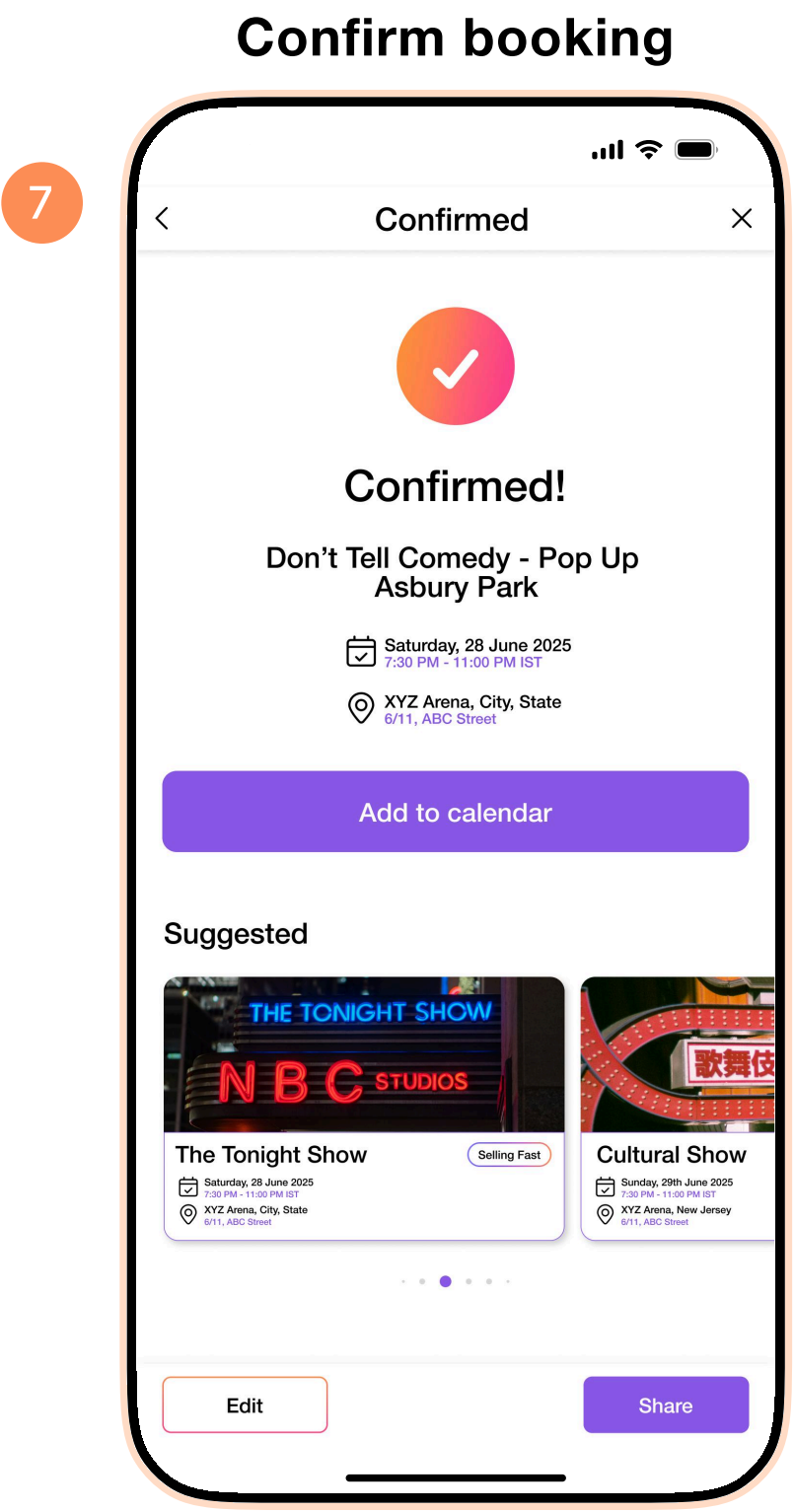
RSVP Event

On the event page, users get an option to RSVP to an event and they further get an option to invite their friends to the event. If the user decides to RSVP to the event by giving their confirmation and their info, the booking is confirmed. When they decide to share it with their friends it takes them to the next page



Share with friends

When users click on invite friends button it gives them a link to share with their friends and also redirects them to the friends they have on their friends list from the social tab. Here they can select which friends do they want to send the invite to and it is sent to them and it also gives them an option to share it as group invite.



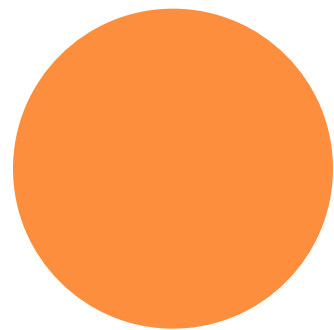
Confirmation

After the user has entered the friends he wants to share the link with and RSVPed to the event, he gets a confirmation that the booking has been made and gets an option to add the event to his calendar and share it with his friends. Here the user also gets suggested events for the events that might interest them

[View In Figma](#)

High Fidelity Wireframes - Social Tab

[View In Figma](#)



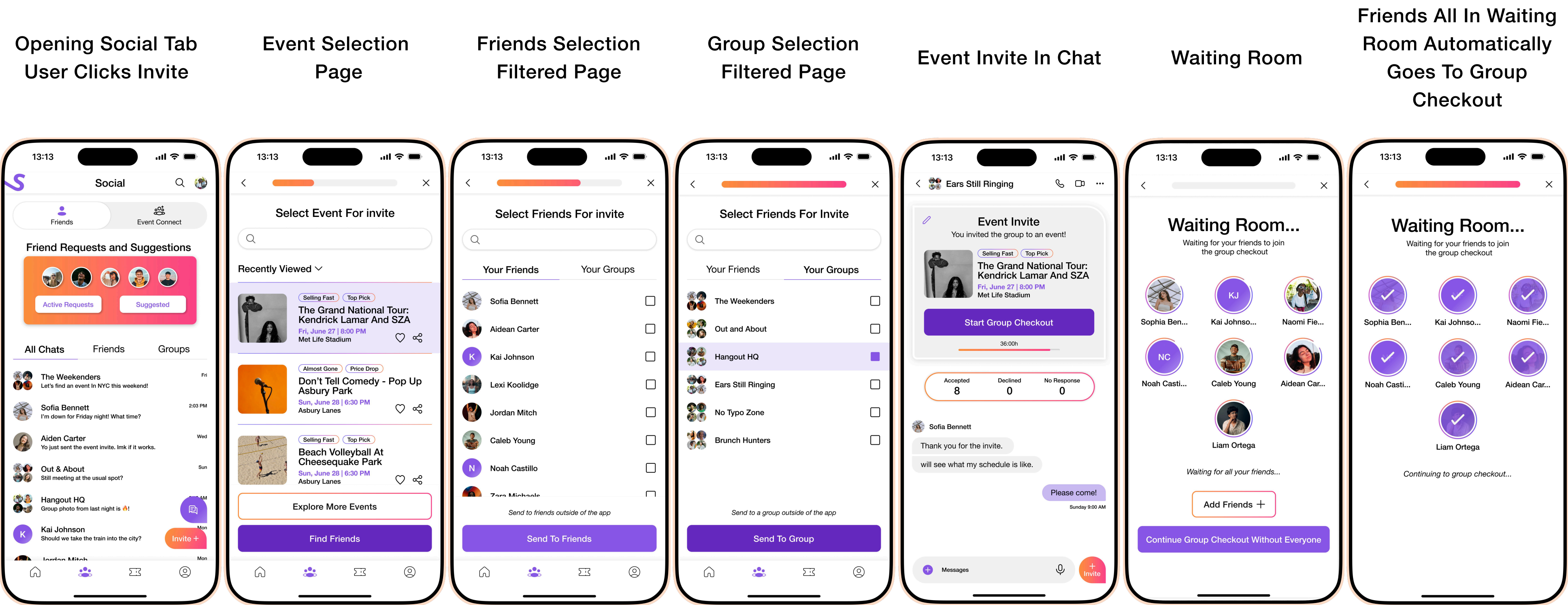
Summary

Group Event Invite

We designed a more fun and interactive way to invite friends to events through the social tab. Users tap “Invite” and are taken to an event selection page, where they can filter by recently viewed, use the search bar, or explore more events if nothing fits.

After choosing an event, users select friends or groups using filters or search, then send the invite. It automatically opens the group chat where the invite has been sent, allowing users to track responses and initiate group checkout at any time.

Once checkout is started, everyone enters a waiting room with animated loading states. When all friends have joined, their profiles update with checkmarks, and the flow moves directly into ticketing if they are all present.

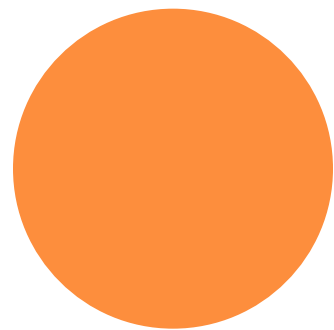


Note: The darker purple buttons represent user actions, such as taps or clicks. Lighter purple elements indicate user selections within certain areas of the screen (not to be confused with call-to-action buttons).

Waiting Room Continues To Alt Ticket Checkout Flow

High Fidelity Wireframes - Social Tab

[View In Figma](#)



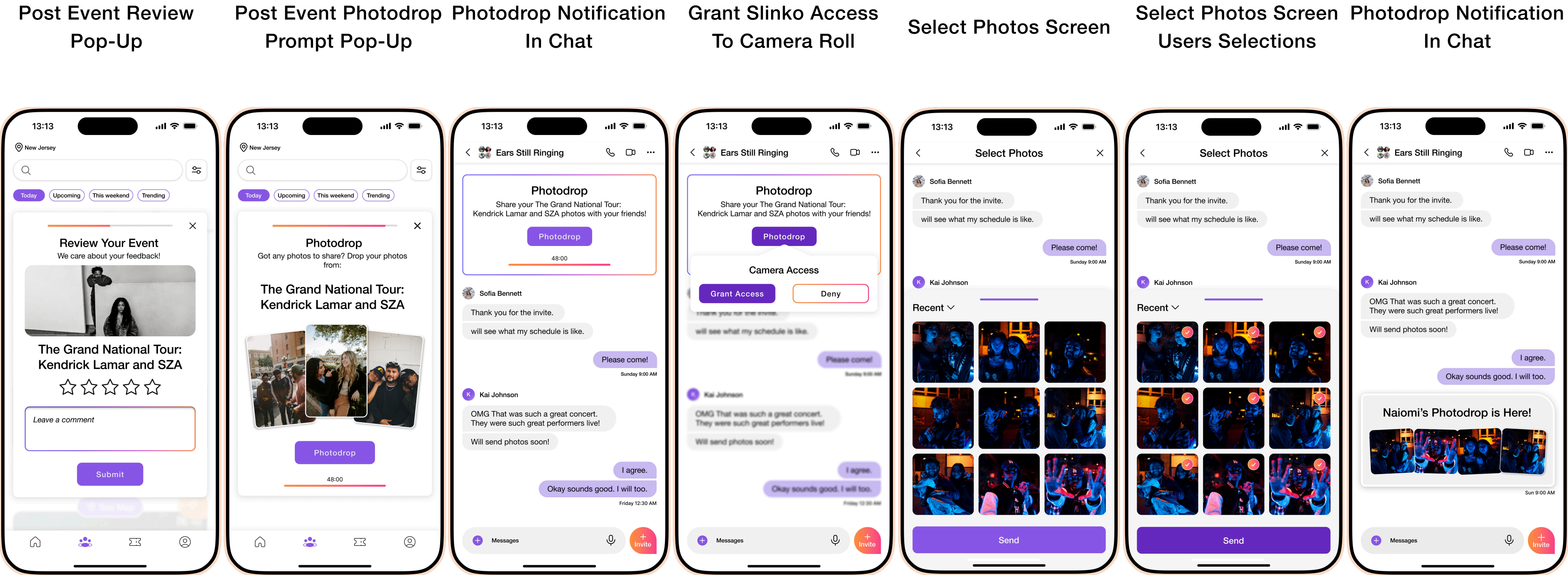
Summary

Post-Event Interaction: Review And Photodrop

After attending an event, when the user opens the app again, they're prompted to leave a quick review to help others decide if they'd want to attend. Reviews are optional and can be skipped.

Next, a Photodrop prompt invites the user to share event photos, adding a social and interactive layer to the experience.

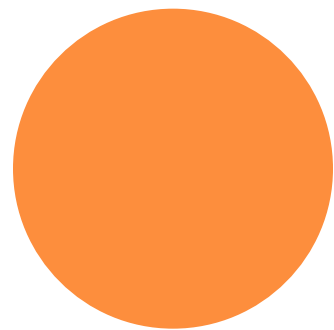
If they skip it, the option appears again in the group chat. Tapping the Photodrop button triggers a pop-up asking for camera access. Once approved, the user can select photos to send directly into the chat.



Note:The darker purple buttons represent user actions, such as taps or clicks. Lighter purple elements indicate user selections within certain areas of the screen (not to be confused with call-to-action buttons).

High Fidelity Wireframes - Social Tab

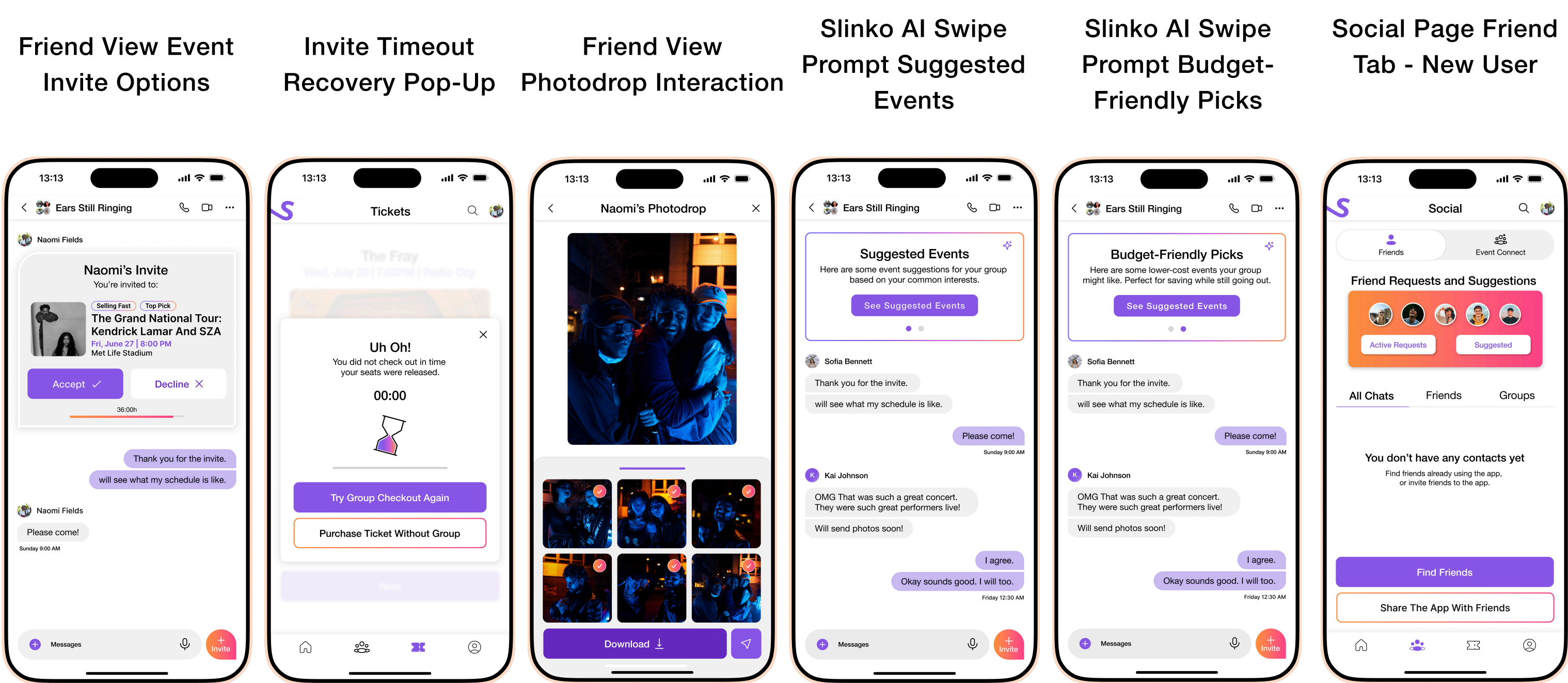
[View In Figma](#)



Additional Pages To Highlight

These additional screens capture key interactions from both the friend’s and the main user’s perspective, highlighting how each side experiences the flow.

- **Event Invite (friend’s view):** From the friend’s point of view, they receive the event invite and can accept, decline, or ignore it. Invites expire after 48 hours to keep the group chat clean and easy to navigate.
- **Invite Timeout:** If the invite times out, an error recovery pop-up appears. This only applies to ticketed events like concerts, since free RSVPs don’t have time limits. The message is shown to everyone in the group.
- **Photodrop View (friend’s view):** When a friend taps on a Photodrop message, they can select photos to download or share with others outside the app, adding a more social and shareable layer to the experience.
- **Slinko AI in Chat:** Pop-ups in the group chat showcase our Slinko AI, which helps the group decide on events by analyzing past activity and shared interests. This feature adds a helpful, low-effort way for users to align on plans together.
- **Swipe Prompt for Event Options:** Users can also swipe through suggestions after an event, triggering a prompt that addresses common frustrations like “nothing to do.” These include curated results or free RSVP events, helping users quickly find their next outing.

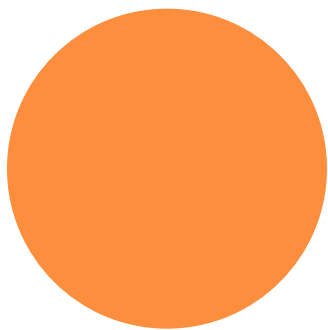


Added Bonus!
Page Shows What The
Interface Would Look Like
To A New User

Note:The darker purple buttons represent user actions, such as taps or clicks. Lighter purple elements indicate user selections within certain areas of the screen (not to be confused with call-to-action buttons).

High Fidelity Wireframes - Ticket Tab

[View In Figma](#)



Summary

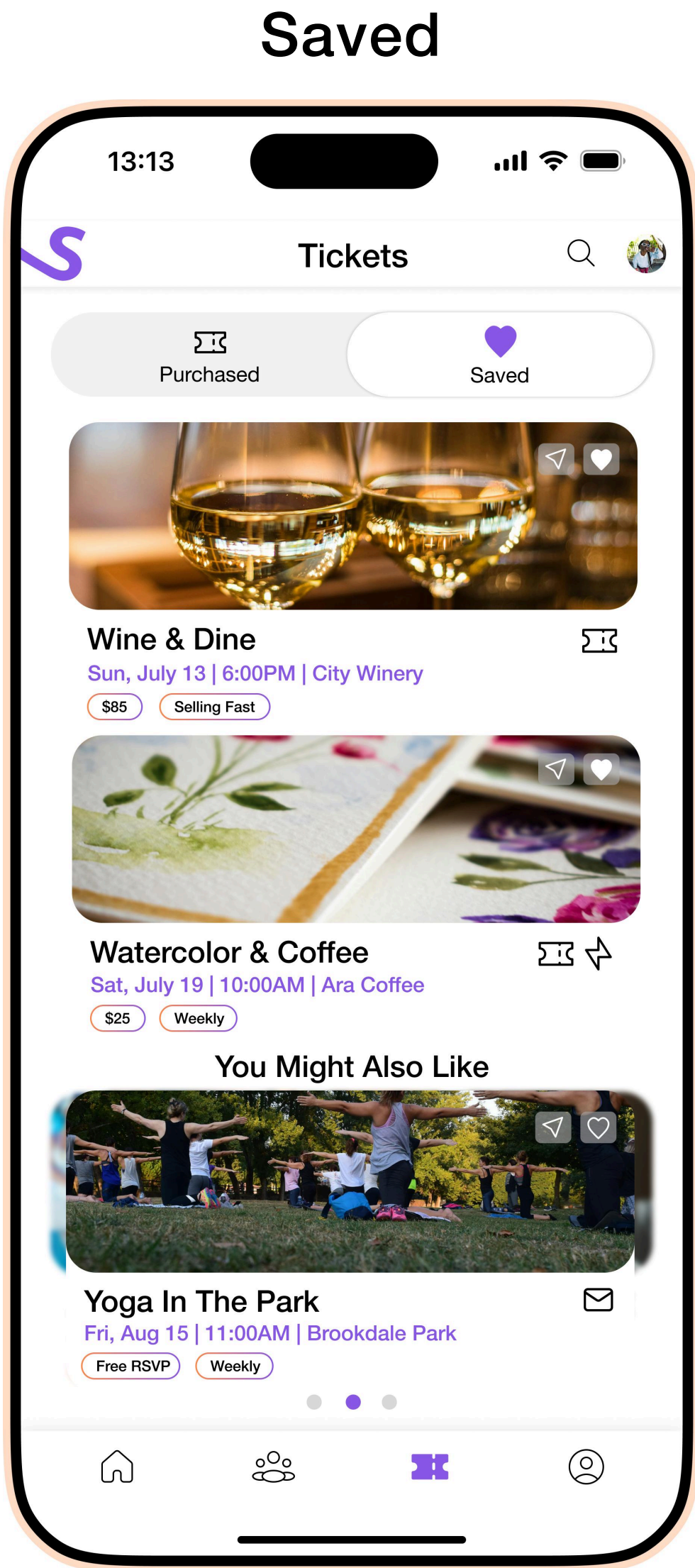
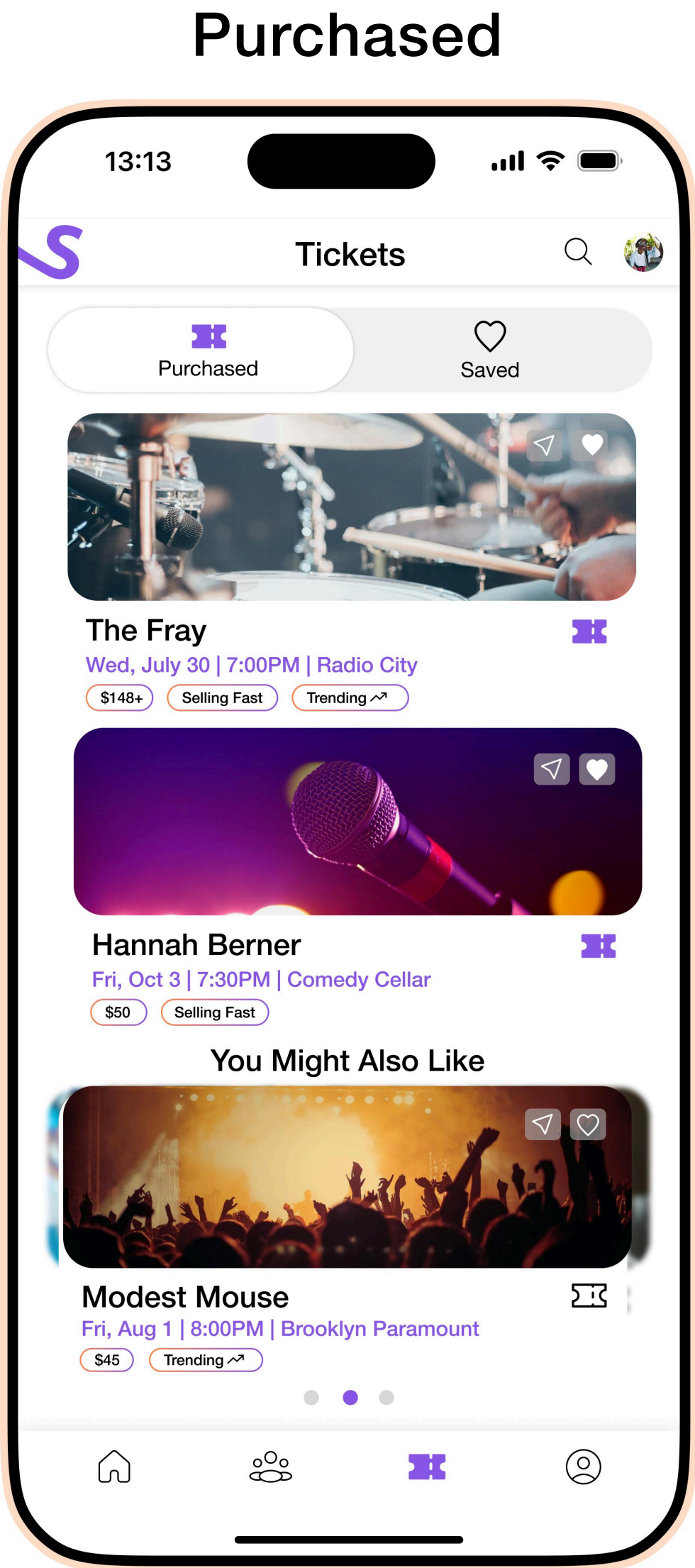
The ticket tab features two main screens - Purchased and Saved.

Purchased

The purchased screen shows the events that the user has purchased a ticket for. Tickets can be accessed by tapping the purple ticket icon on the event card. The event cards also feature tags specific to the event like, ‘trending’ and the cost of the event. This was designed so the event cards would not look as cluttered but contain the needed information. The purchased screen features a ‘You Might Also Like” sliding gallery at the bottom of the page to suggest other events for the user.

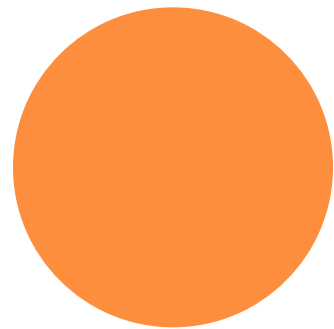
Saved

The saved screen shows events that the user has saved by tapping on the heart icon. The event cards on the saved screen allow the option to buy tickets by tapping on the ticket icon. The lightning bolt icon represents one of our MVP features. This is the instant book button so a user can tap on the lightning bolt and instantly book an event they have previously attended. The saved screen also features a ‘You Might Also Like’ section with sliding gallery. Similar to the purchased screen, the saved screen event cards have tags like, ‘Weekly’ or ‘Free RSVP’. Free RSVP, another MVP allows the user to book a free event and get email reminders. For Free RSVP the user would tap the envelope icon.



High Fidelity Wireframes - Ticket Tab

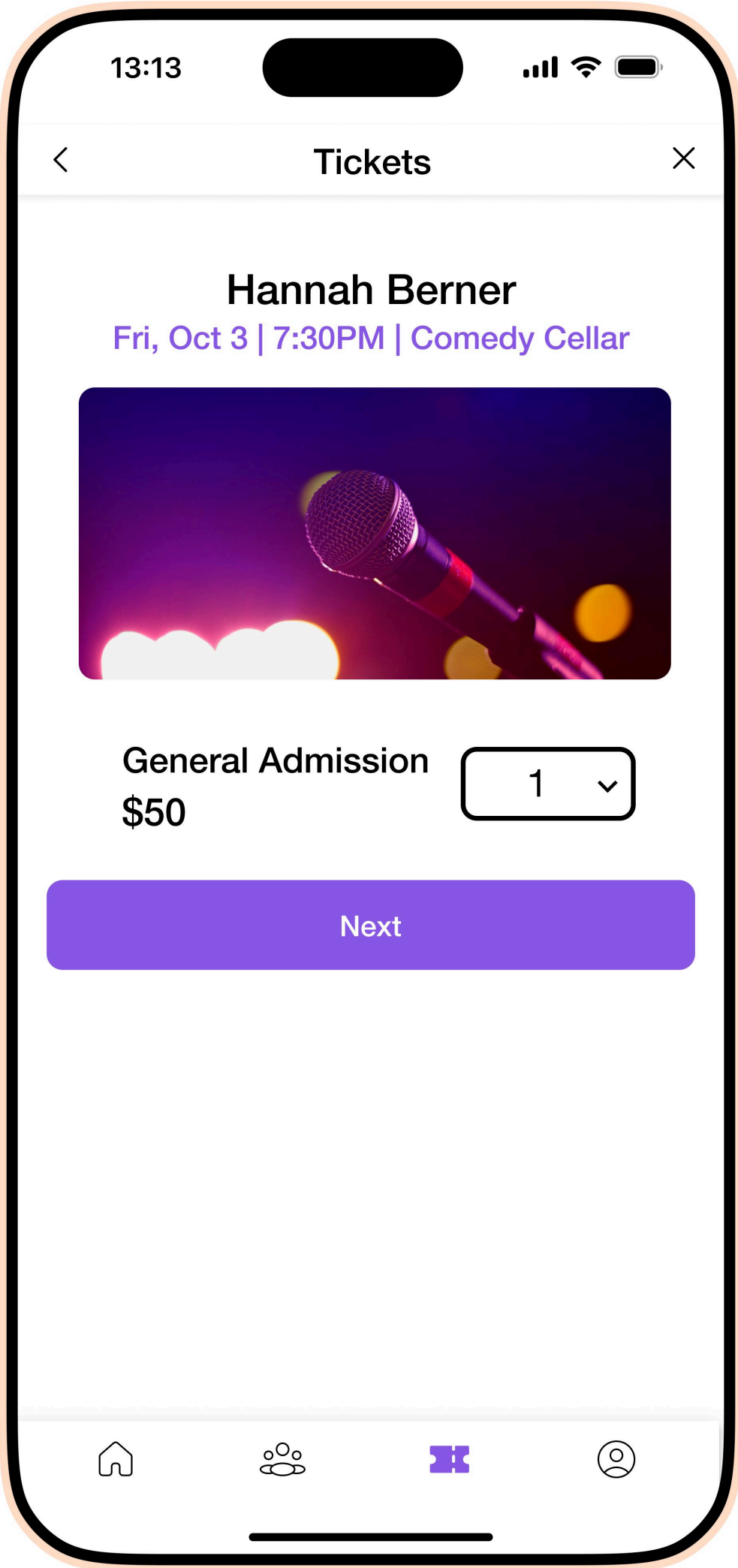
[View In Figma](#)



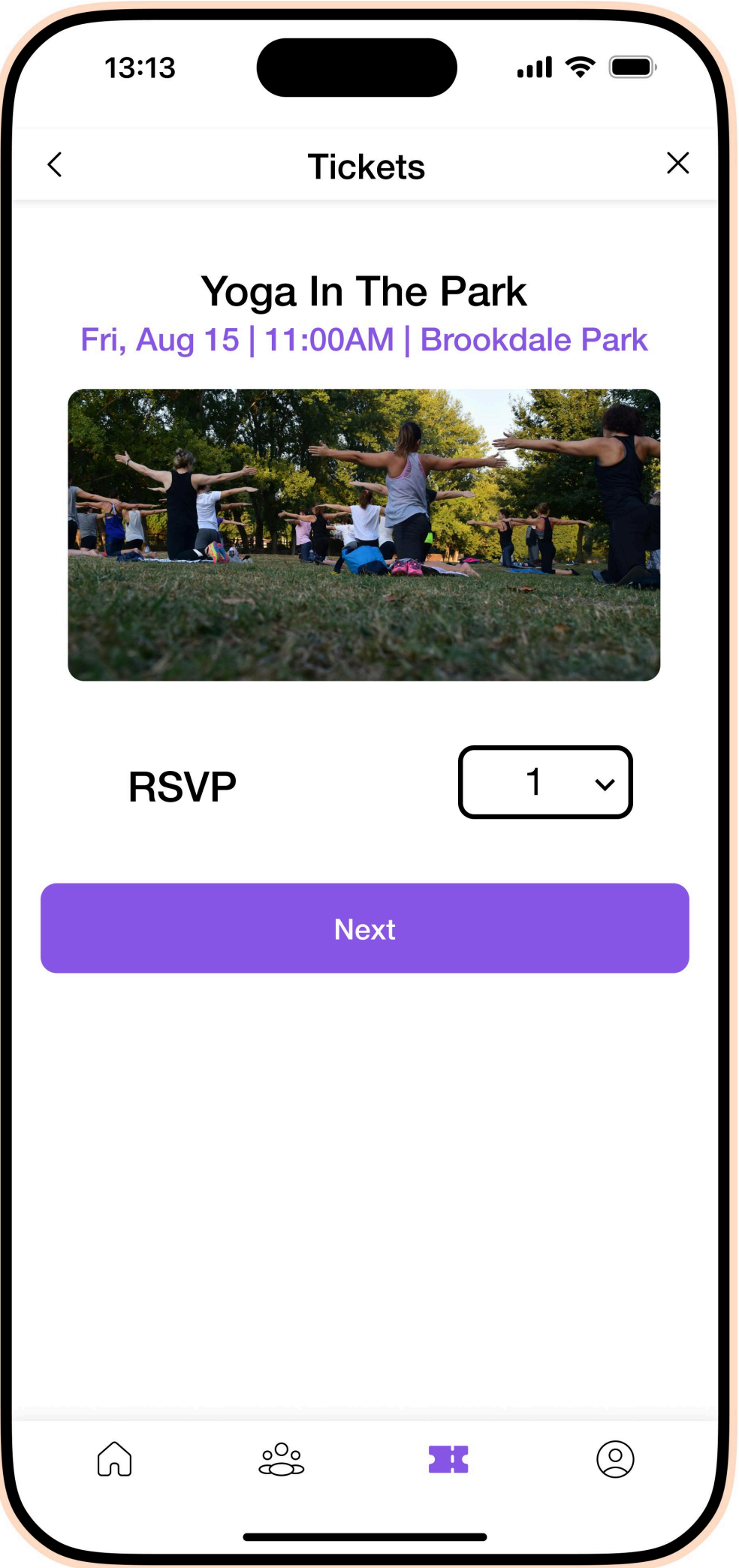
Summary

These three screens represent the 3 scenarios a user would encounter when purchasing a ticket. General admission, where the price is a fixed cost. Free RSVP, one of our MVP features, allows users to rsvp to events that are free of cost. The third screen is for events that have specific price and seating options. Based on the seat the user selects the view from that seat will be shown above the ticket options.

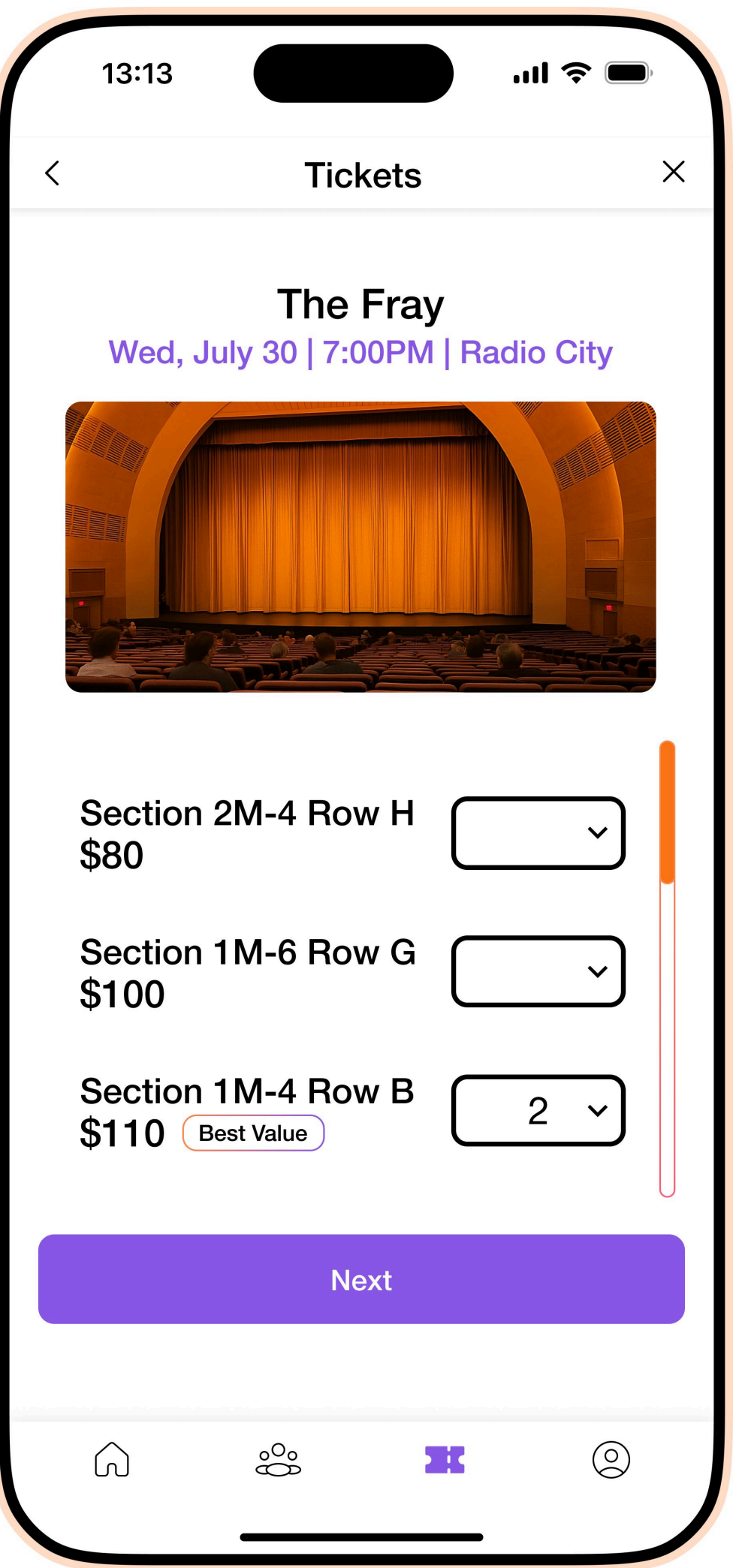
General Admission



Free RSVP

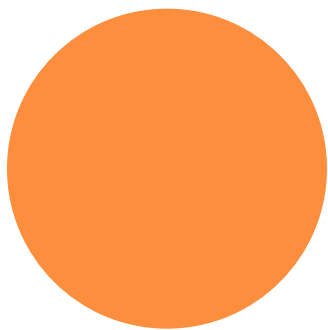


Price and Seat Options



High Fidelity Wireframes - Ticket Tab

[View In Figma](#)



Summary

Payment

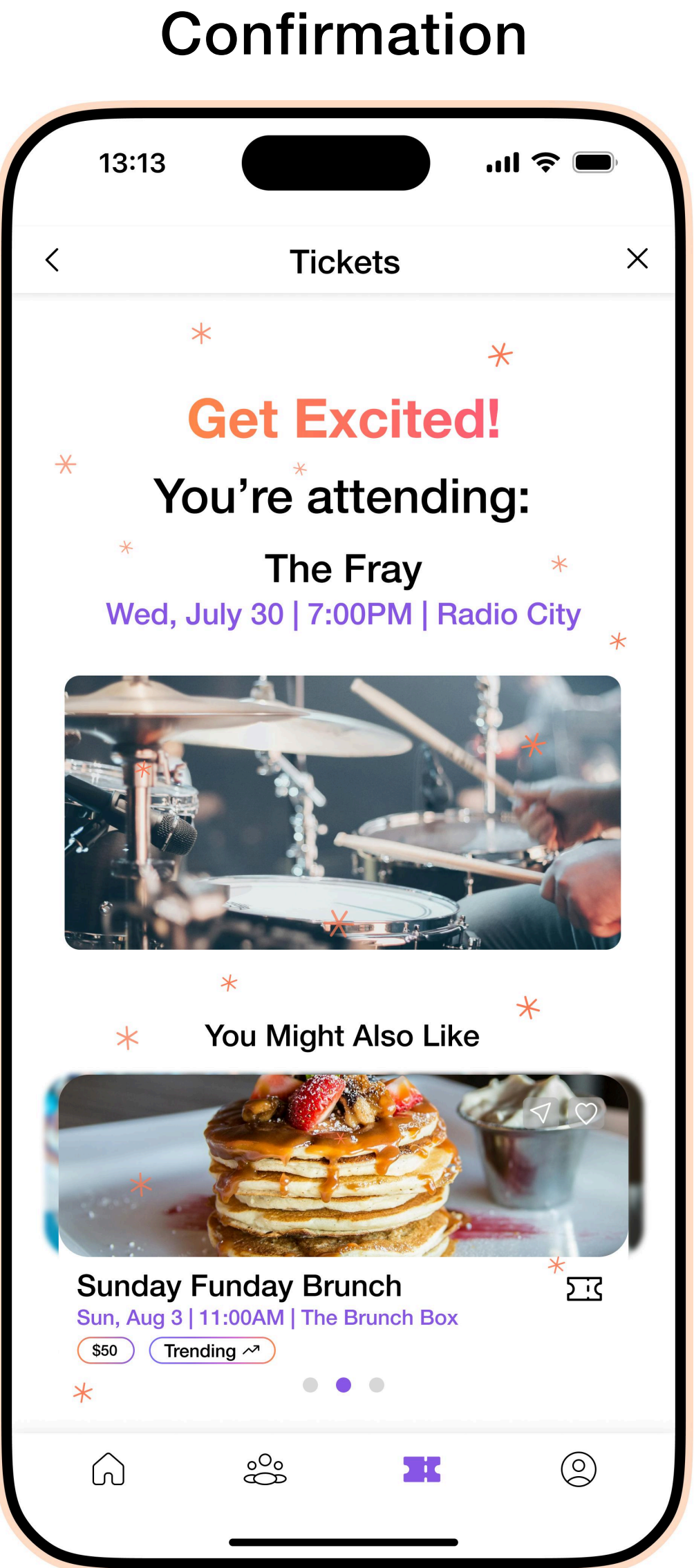
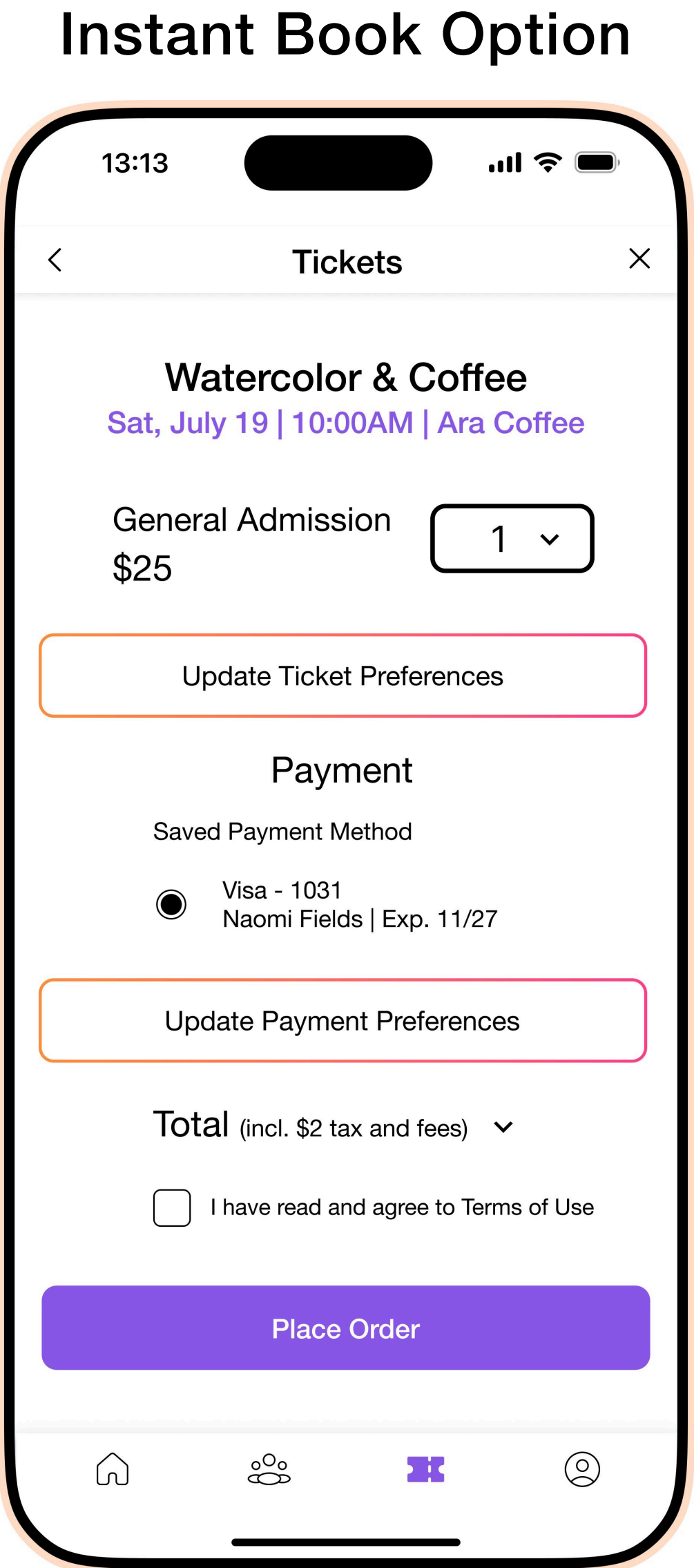
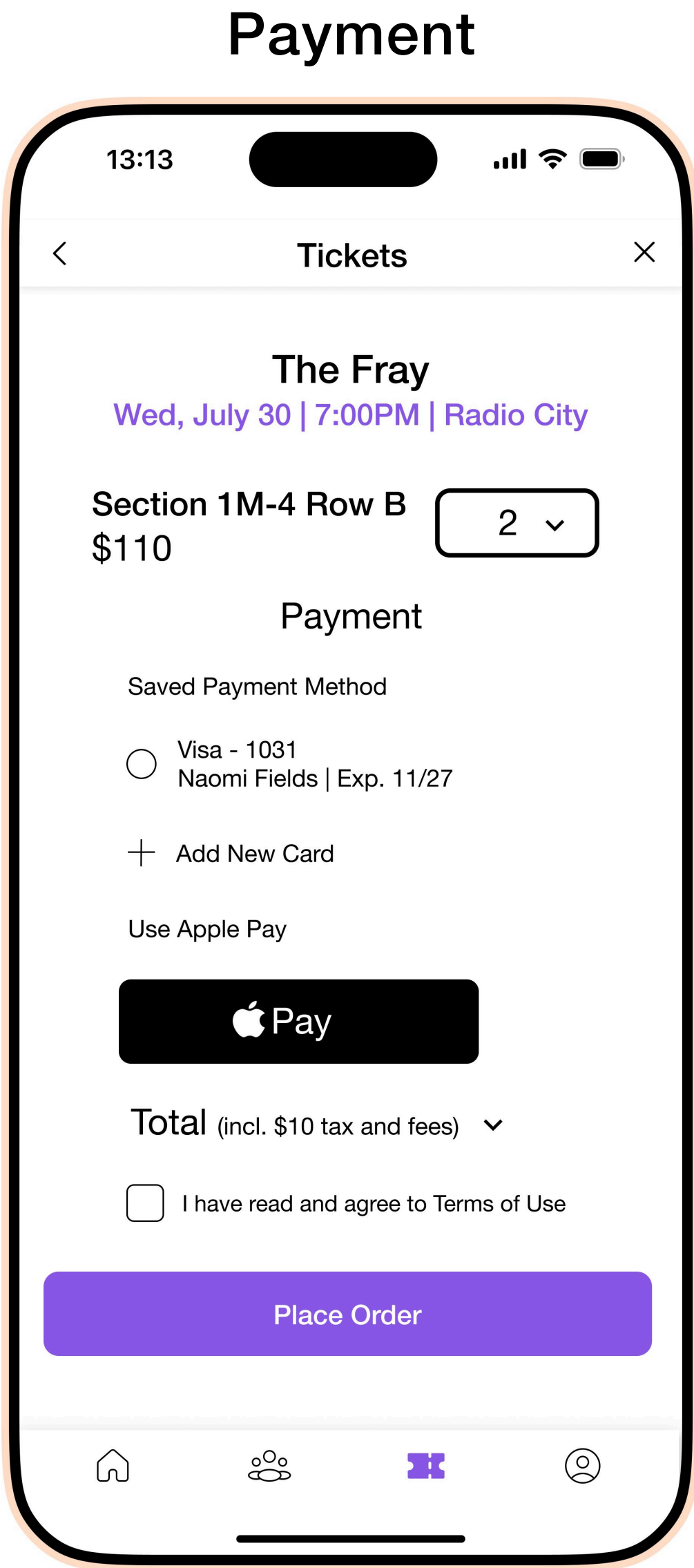
The first screen is the main payment screen. This screen will appear after the user has selected their ticket preferences. The payment screen offers a saved payment option and the choice to use Apple Pay.

Instant Book

The second screen is the instant book option. This screen will appear after a user taps the lightning bolt icon on an event they have previously attended. Instant book was an MVP feature that we added for users to instantly buy tickets for an event that they have attended before. For instance, this could be an event that happens weekly. The user can easily pay and reserve their ticket using saved ticket and payment preferences.

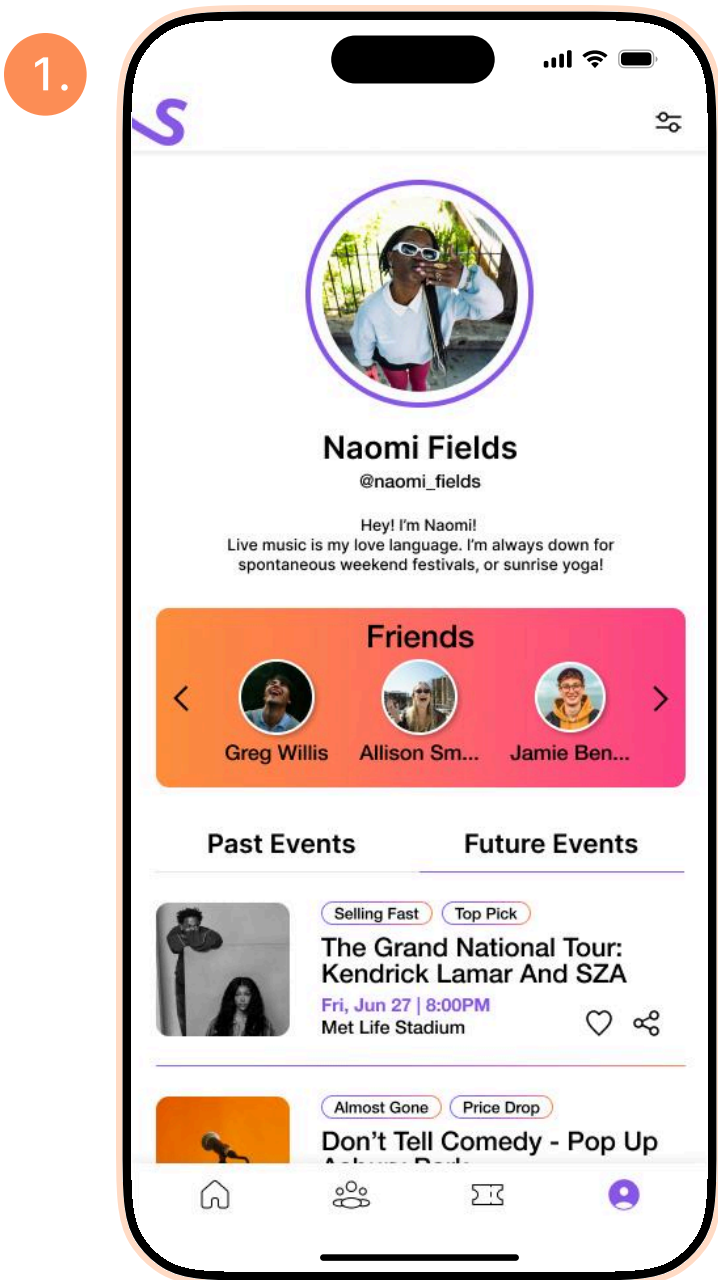
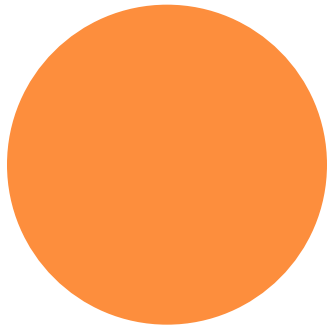
Confirmation

The last screen is the payment confirmation screen. This will appear after the payment and instant book screens. This confirms their ticket and also features a ‘You Might Also Like’ sliding gallery. When the screen first appears a confetti animation is present on the screen then disappears.



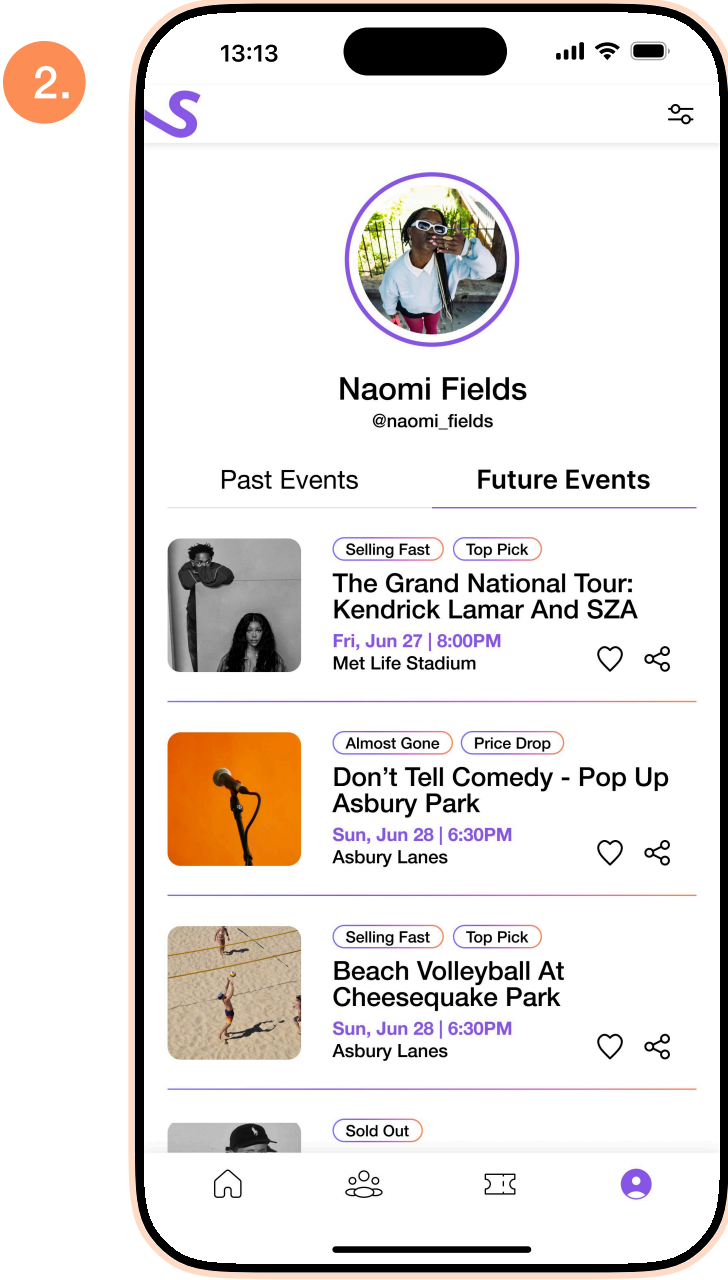
High Fidelity Wireframes - Profile Tab

[View In Figma](#)



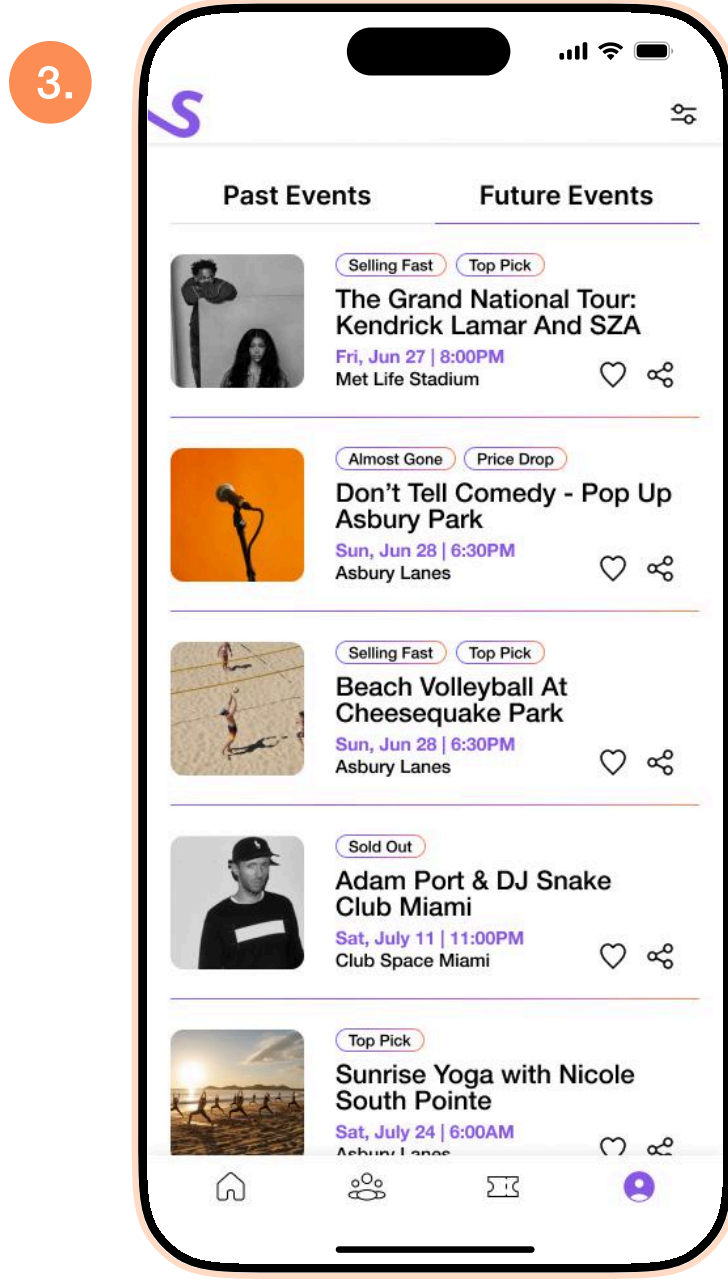
Profile Tab Main View

The landing page introduces users to their personal profile, offering a welcoming and curated social space. The vibrant friend carousel adds an intuitive design letting users instantly see who's in their circle. Below, users can toggle between past and future events, with event cards that highlight key details like time, date, and location.



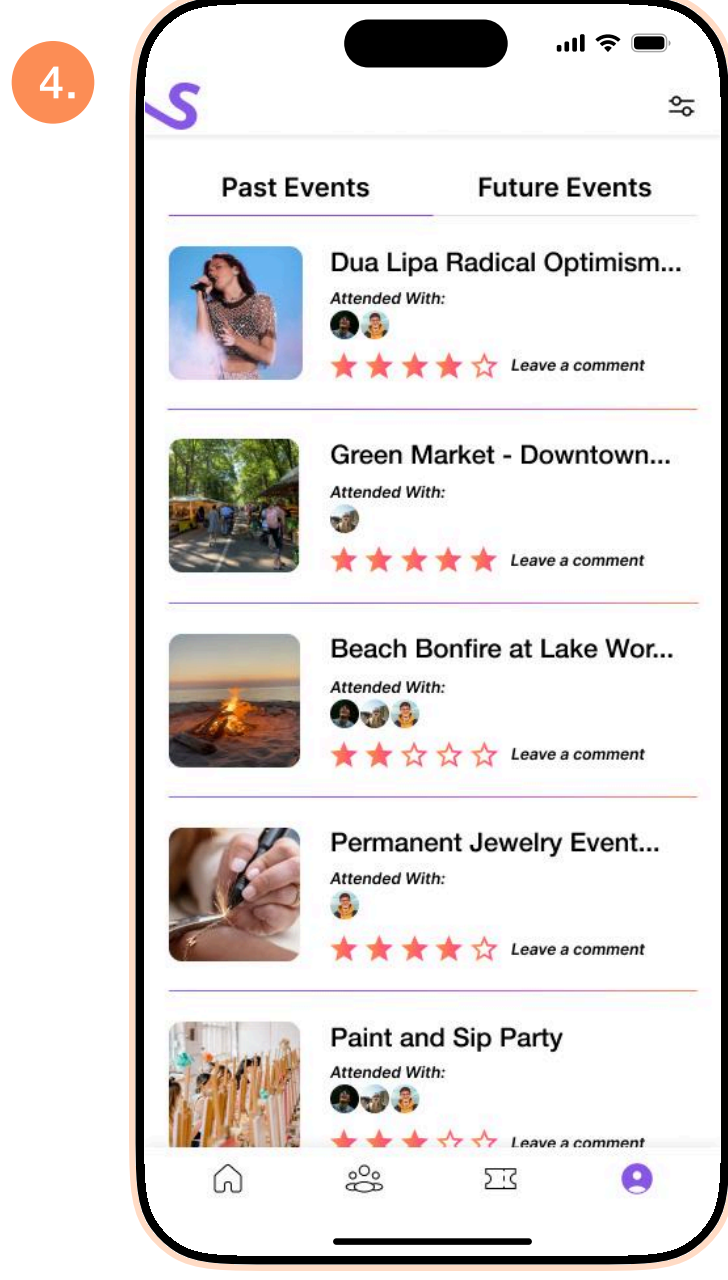
Scrolling Features

By scrolling up, the user can explore their 'Future Events' a list of upcoming events they've already purchased or reserved a spot for. As the user scrolls, the profile picture smoothly scales down and the bio fades behind the tabs, creating a cleaner view and maximizing visibility of the event list.



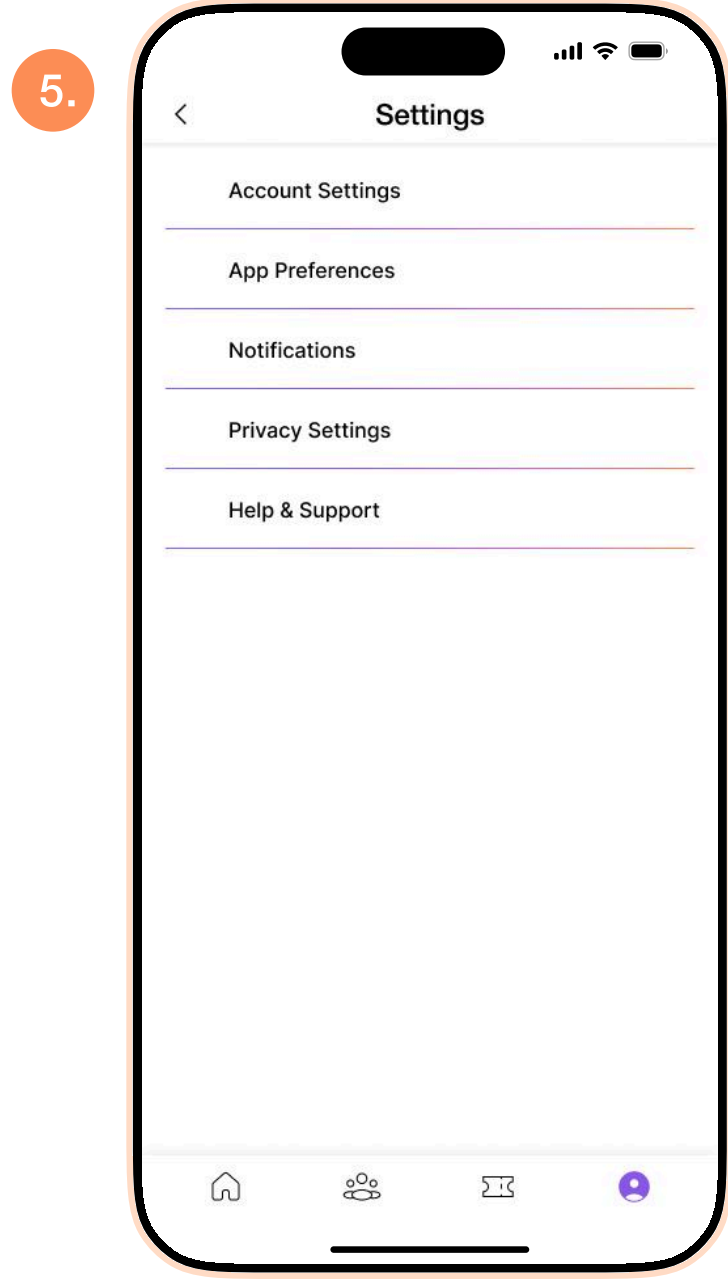
Future Events Tab

A scrollable, organized list of upcoming events of which the user is planning to attend. Tags and icons communicate urgency and availability at a glance. The event provides the most important information such as name, place and time, to remind the user about they're upcoming events that they've signed up for.



Past Events Tab

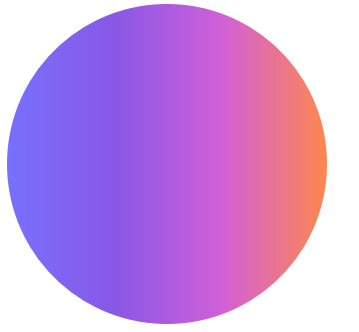
Users can look back at attended events, rate them, and leave comments. This screen adds a layer of reflection and memory making to the app, turning past outings into sharable experiences. The star rating system and "Attended With" tag enhances the social aspect. Encouraging event or venue discovery through peer feedback.



Settings Tab

A clean and simple layout for managing preferences, notifications, and privacy designed for easy navigation. This layout makes it easy to personalize the experience. The intuitive structure and consistent iconography ensure that even first-time users can navigate with confidence.

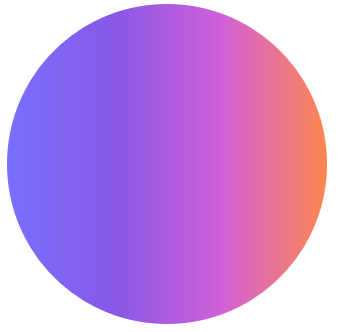
Conclusion



Slinko

Socialize.Link.Go.

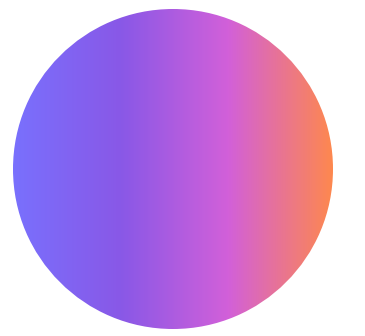
Problem Statement



How might we help people choose what to do in their free time more easily, by offering simple and relevant suggestions that match their energy, availability, and context—without overwhelming them with options or requiring too much effort, even on a budget.



Conclusion



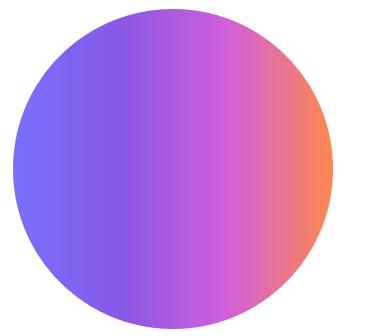
I. Main Findings

Throughout this project, we have learned a lot about our potential users and the pain points they might have when using an app to find leisure activities. The survey results and user personas helped us identify the users' desire for experiences that align with mood, energy, and social comfort. Our competitor research revealed that many apps focus on volume and social features, but few truly address emotional needs or decision fatigue.

To fill this gap, we determined MVP features that would make our app stand out. A few of the main MVP features included quick and better filter options, an instant book button, an easy map view, and fun social elements like PhotoDrop.

Our finished project accomplished all of these goals and provided a clear resolution to our problem statement. The high-fidelity designs are a visual representation of information architecture, user flows, and MVP features that align with our users' needs.

Conclusion



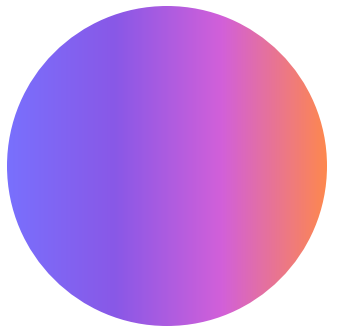
II. Challenges Faced

- We wanted to incorporate more branding than competitors while still keeping a clean and easy to use interface.
- We had a lot of information that needed to be on the event card - Time, Date, Location, Cost, Availability while trying to keep them as minimal and uncluttered as possible.
- Our competitors had social features that were hidden or unused so we created features like photodrop, invite friends, and group booking that required detailed user flows and more wireframing.

III. Lessons Learned

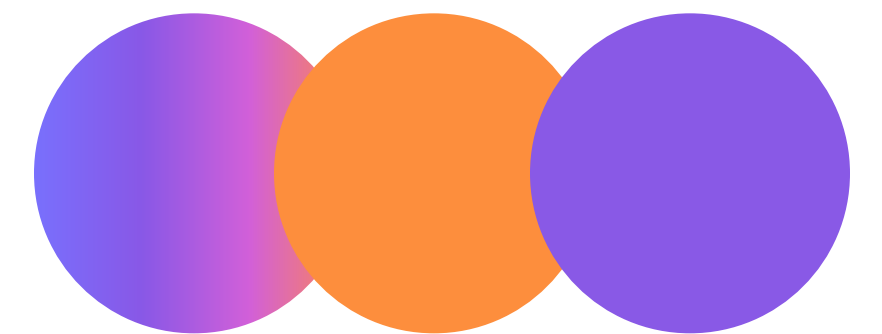
- Creating design systems and communicating to ensure consistency in our design
- Taking user research to create and refine MVP features
- Ensuring that each element of a user flow is present in the wireframe design

Conclusion

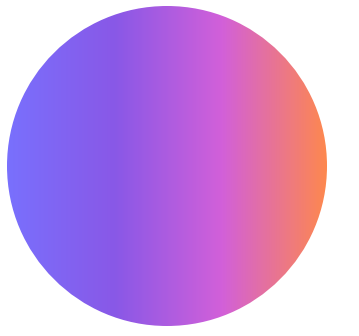


IV. Next Steps

1. Add interactivity to High-Fidelity wireframes, clickable buttons, transitions and animation
2. Prepare the High-Fidelity wireframes for handoff to developers
3. Work with developers to build the app
4. Conduct user testing and gather user feedback to continue to improve our product



Thank you!



- Team A3
- Milestone 3
- Slinko - The New Leisure App

“We don’t need more time, we need more clarity on how to use it. This is just the beginning of building something more intentional.”