FUELLY

FUELLY FOR ANDROID

PROPOSAL BY

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GOAL
In this final project, we've selected to develop a beta version of an android application for the website Fuelly.com called My Fuelly. The website Fuelly.com, offers free membership to car owners where members can log their own car's mileage and gas usage information as well as track their history and compare their information to other cars' information loaded by other members owning a variety of vehicles. Fuelly has launched a mobile version of their website, but has yet to make the foray into tablet applications. In our report we propose a simple and easy-to-use android application for record keeping and providing a historical data log for all Fuelly users.

OBJECTIVES
Utilizing much of the functionality on the Fuelly website, we've pared down the abundance of information available to create a simple application with easy navigation offering members the essentials needed to pair with the full, detailed information and graphics available on Fuelly.com. The application will allow members to easily log in their information while refueling their cars, and or see an overview of their most recent history of information logged. My Fuelly, the android application, combines the mass of information for calculating best car usage made available by Fuelly.com, while blending in the simplicity and clean graphic appearance popular amongst applications.

TOOLS
To make the prototype for My Fuelly we utilized Photoshop, Illustrator and Flash applications to create an application that shared the same design aesthetic with the Fuelly website. Maintaining the same aesthetic of the Fuelly website, we utilized much of the same color scheme and fonts to make the My Fuelly application to work in addendum with the website. In the "About" section of the website, we also incorporated the introductory videos made by Fuelly.com and hosted on Vimeo.

RESEARCH

In our initial planning process, we were hoping to start an application from scratch that would log in a users' mileage and gas information, a process that many users have been doing, keeping log of their information in an excel sheet. In search of competitive applications, we discovered Fuelly.com, a popular website that logs in the information we were hoping to log in a tablet function. Fuelly.com offers members ease of use in logging their information as well as seeing comparative information when the time comes to purchase another car.

At the time of planning for this application, Fuelly.com did not have a mobile presence. After signing up and using the free services available from the Fuelly.com website, we decided to create an android application prototype that would work in tandem with Fuelly.com.

As the My Fuelly application is to work in tandem with the full-service Fuelly.com we pared down the information available on the website and maintained the same color scheme, fonts and design aesthetics of the Fuelly.com website.

FINAL ANALYSIS

Our android application prototype is both marketable and easy to use, two functions integral in creating a successful application. The My Fuelly app works in tandem with the Fuelly.com website, which would allow Fuelly to market to a larger population of users and in turn increase membership to Fuelly.com. The application version is a simple to use version of the website that members can use at the pump and on the go that would benefit members seeking a remote version to use as well as allowing Fuelly.com to increase their business opportunities.
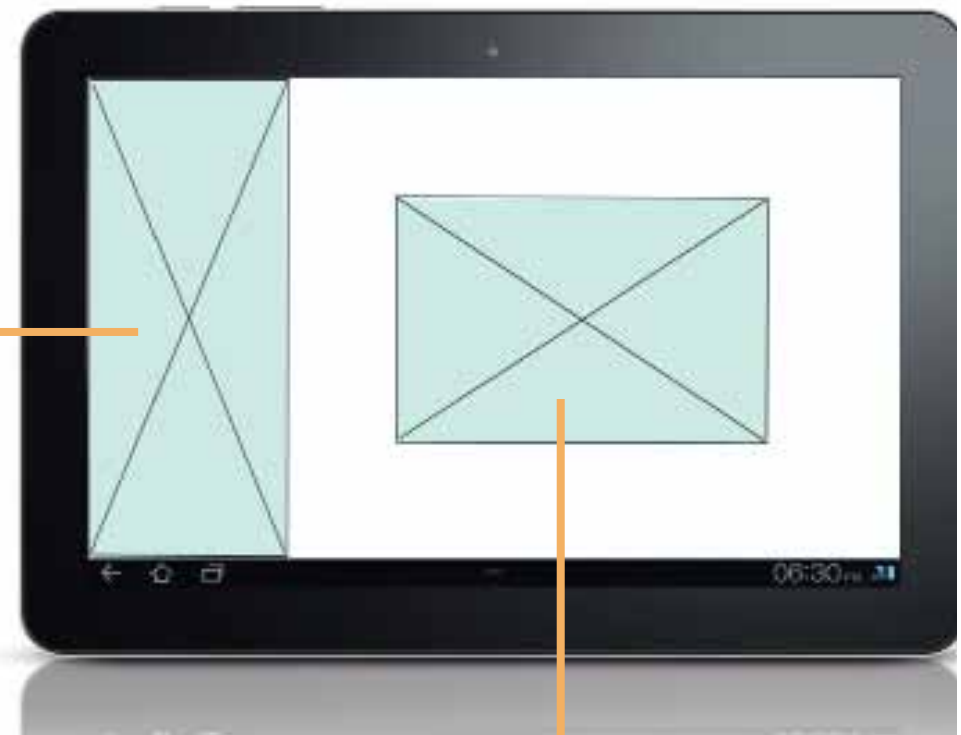
WIREFRAMES

HOMEPAGE

The home page of the application features the three main navigation options: About, My Fuelly and Settings. These three navigation buttons are also highlighted on the left side of the application, making navigating from one main page to another increasing the ease-of-use for our Fuelly member.
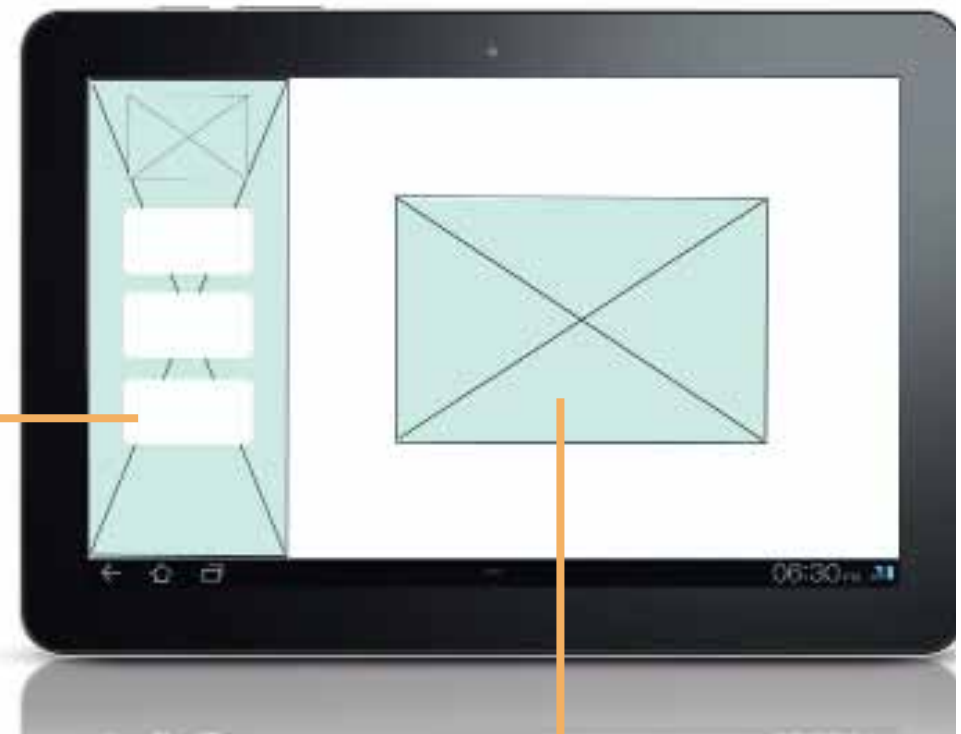
Main navigation buttons: My Fuelly, Settings and About

The Fuelly icon loads upon startup

ABOUT

The about page in inception, would highlight three videos. The main video, which is featured in our application prototype, is an introduction to the company and their application. Other videos that would be featured would include the "how to" video created by Fuelly, as well as another video teaching drivers how to best optimize their miles per gallon. As with many of the pages on the Fuelly application, the bottom of the page highlights a driving tip for members that ranges topics from record keeping and driving to best products available, such as low rolling resistance tires.

Main navigation buttons: My Fuelly, Settings and About

Main video explaining Fuelly

SETTINGS

At the top of the Fuelly application's settings page is a check box to click if a user wants the "ReFuel" function to load upon start up, for easy record keeping and ease-of-use functionality. Selecting the checkbox of this function will load the main feature, ReFuel, upon start up.

Also available in the settings page, is a page that will load the "social sharing" applications such as Facebook, Twitter and email. In addition to social sharing, users can select "My Car" to upload one or more car makes, models and years to their log. Another feature available in the settings page is the option to select a system of measurement. Fuelly. com offers users to track their vehicles in miles per gallon, or kilometers per liter and the application also allows for the selection of measurements. As with any settings page, users can also select to change their username and/or password.

This page also highlights tips for users, changed on a regular basis.

Members can choose to launch "ReFuel" upon the application's startup

The Settings page features the option to share your information on social applications, add new vehicles, change units of measurement and your login information

MY FUELLY

The "My Fuelly" page is the main feature of the application, mirroring the main function of the Fuelly website. This page allows drivers to quickly and simply enter their information while at the pump. Information loaded (in the prototype, this includes gallons and miles) will then be loaded into your personal log of refueling information that is available to view in the "My Tracker" section of this page. "My Tracker" is a historical log of information personalized to each member. "My Plant" offers members a visual of how well you're doing in terms of miles per gallon in comparison to the national average. If you're doing well, the plant appears more filled with green than not.

This page also highlights a highlighted tip from Fuelly.

The My Fuelly page offers members the option to load information from their latest refueling, see their historical data and how well their car is doing.

This section houses a tip from the Fuelly community

REFUEL

This page, is simple and easy to use for our members. Fuelly members can automatically load this page upon starting the application by selecting this option from the settings page. There are four main functionalities on this page. At the top of this page Fuelly members can see the make, model and year of the car they are refueling which has been previously loaded, whether on the Fuelly.com website or on the settings page of the application. If a member has more than one car listed on their profile, they can select the option to change the car being refueled.

Listed below are empty field where members can load in the miles tracked on their odometer as well as the gallons being added to the tank of their vehicle. In our prototype, we listed the measurements as miles and gallons, but members can change this to kilometers and liters on the "settings" page. Once the member has loaded the information from their latest refuel into the application, they can choose "Save" to have the information loaded into their historical records.

As with many of the pages, this page also highlights a tip by the founders and members from Fuelly.com.
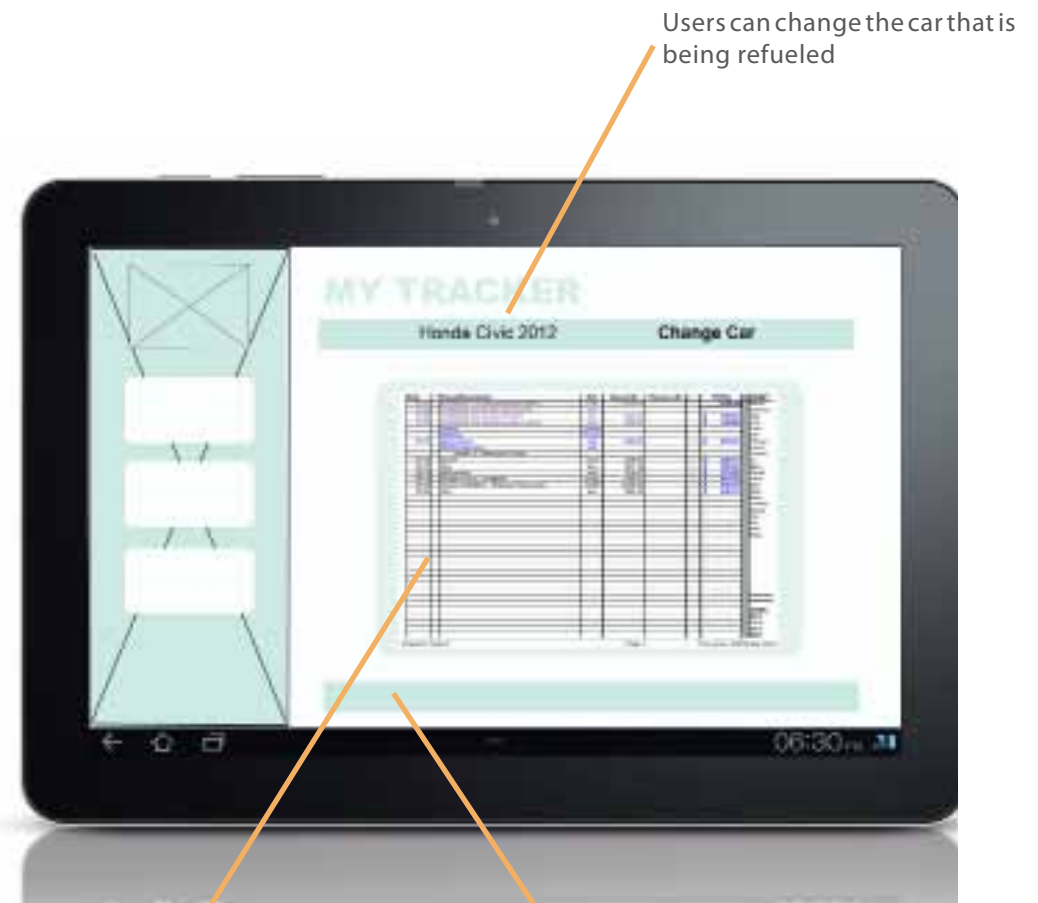
Users can change the car that is being refueled

Users can log their information to be stored in their history

MY TRACKER

"My Tracker" offers members a historical view of their refueling history, including dates, mileage, gas and the MPG personalized to each car. As with the "ReFuel" page, members have the option to change the car they are reviewing the information for at the top of the page.

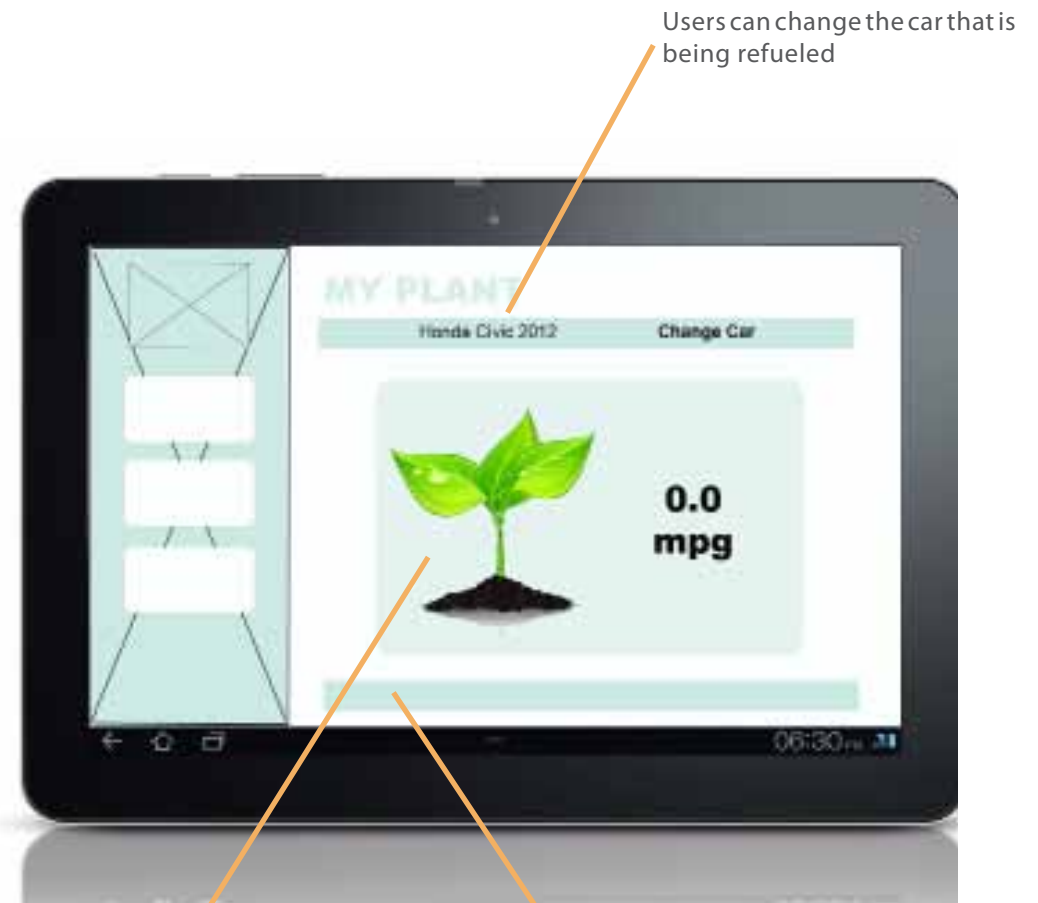My Tracker also offers members a tip from the Fuelly community.

Users can change the car that is being refueled

This section houses a tip from the Fuelly community

Using excel in the backend coding, this page will show users a history of the information they've logged

MY GREEN PLANT

The "My Plant" features a visual view of how well a member is doing in comparison to other cars that are similar in make and model to theirs. This interactive feature has a green plant that is filled with more green space as the member's vehicles does well or poorly in comparison. As with the MyTracker and ReFuel pages, members can change the car to another car stored in their profile to show information for other cars listed under their names.

Users can change the car that is being refueled
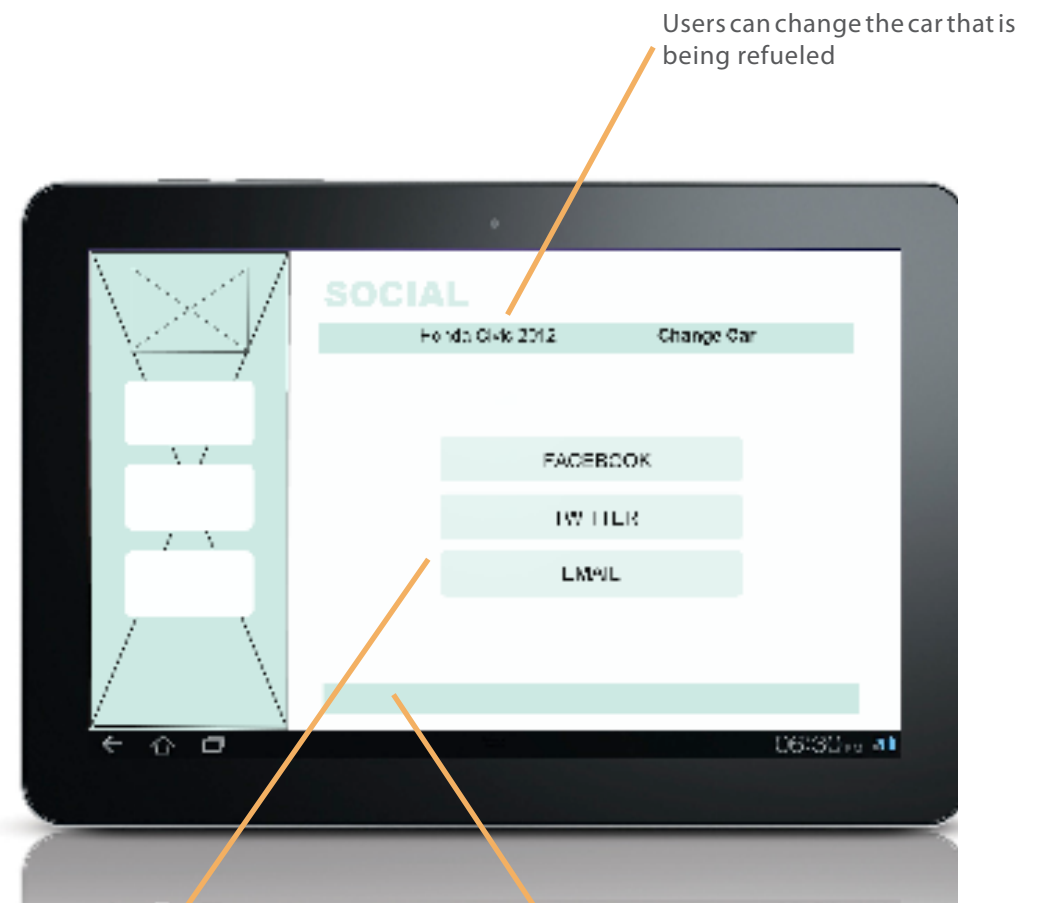

MY PLANT

Honda Civic 2012   Change Car

0.0 mpg

06:30 PM

This section houses a tip from the Fuelly community

Using information generated from the user's history, this plant shows how well your car is doing

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SOCIAL

On this page of application, members can connect their Fuelly app to other social communities including Facebook, Twitter and email. From this page, users can grant access and information sharing across the various social communities.

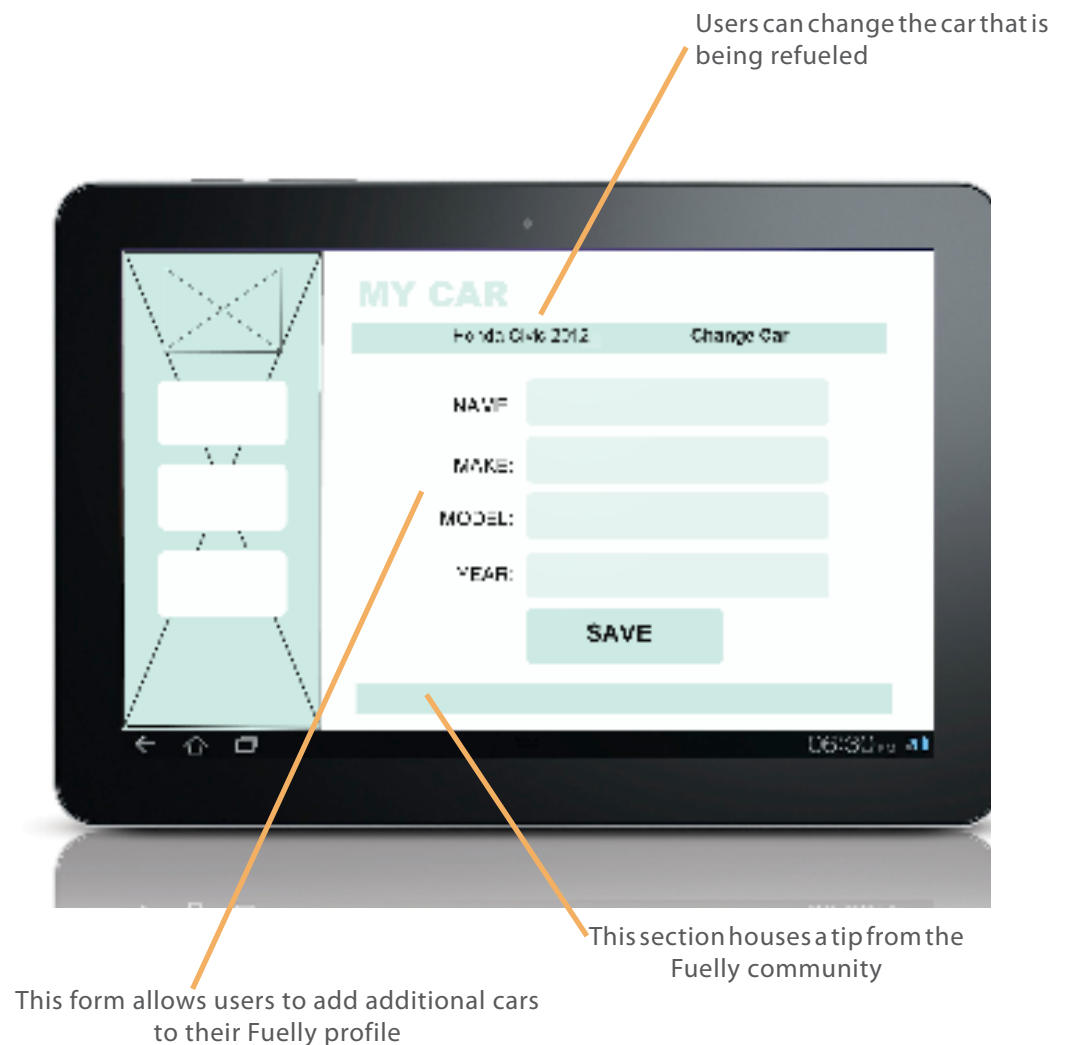Users can change the car that is being refueled

SOCIAL

Honda Civic 2012   Change Car

FACEBOOK

TWITTER

EMAIL

Users can choose other social communities to share their Fuelly information with

This section houses a tip from the Fuelly community

MY CAR

In the "My Car" section, members can view the cars associated with their profile as well as add another car to their profile. Car information required include the car nickname, the make, model and year of the car. This information is stored into their own database, as well as shared with the Fuelly community so that other members can compare data.

Users can change the car that is being refueled

MY CAR

Honda Civic 2012   Change Car

NAME:

MAKE:

MODEL:

YEAR:

SAVE

This section houses a tip from the Fuelly community

This form allows users to add additional cars to their Fuelly profile

DISPLAY UNITS

As the My Fuelly application is to working tandem with the Fuelly.com site, we've also included both U.S. and U.K. standards of measurement in our application to mirror the two options available on the Fuelly website. From the "Display Units" page, members can choose to log their information in either U.S. measuring standards (i.e., gallons and miles) or U.K. measuring standards (i.e., litres and kilometers). In addition to these two forms of measurement, users can also choose to log whether they've used the car in a city or highway setting.

This section highlights which car's information is being logged

This section houses a tip from the Fuelly community

Mirroring the options available on Fuelly.com, the My Fuelly app allows users to choose their own forms of measurement

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