

# Fill My Hole

Pim, Maxx Taeyoung

# Story

26. Tae

## Driver

I was driving my car one day and DAMN IT MAN!! The pothole came out of nowhere and swallowed me up whole. My car almost lost a tire from this dang hole. Now I have over \$900 dollars in car repairs and i'm out of a job. WHAT DO I DO NOW MAN? It's not HonkyDory anymore. I'm Thankful that I have "Fill My Hole" so I could push through this hard situation. The process was so quick and TAEazing now I can get on to building my comprehensive susTAEenable clothing brand.

25. Pim

## Bicycle Rider

I was riding my bicycle through central park trying to take in all the aesthetic wonders. I was admiring all of the starstuded amazements of the big city. All of a sudden whoopsi daisy my bike got caught on a pothole and flipped over the handlebars into a puddle SHITTY HOLE!!! So I need an app called "Fill My Hole" I was able to double the trouble and take a picture of both of the holes and they filled them up right!!


22. Maxx


## Pedestrian

I was walking and talking on the phone to Tae Young and he was babbling this bullshit about susTAEenable and I was like I heard all this crap before. He got me so distracted that I stumbled and tumbled on a pothole, while plummeting to the ground. When I got up all my susTAE Clothing was ruined and dirty. This git my furious. NO ONE FRAYS THE TAE. I need an app called "Fill My Hole" to fill my pothole so my day is TAEazing!


# Actual Model


NEW YORK CITY








New York City Department of Transportation

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▶ Motorists

▶ Ferries & Buses

▶ Bicyclists

▶ Pedestrians & Sidewalks

▶ Bridges

▶ Signs, Signals & Streetlights


▶ Safety Programs

▶ Permits/Franchises

▶ FAQs

▶ Sitemap

▶ **Contact DOT**

Other Transportation Links 

**Report a Pothole**

**Customer Information**

\*\* First Name:

\*\* Last Name:

House Number:

Street Name:

City:

State:


Zip Code:

Email:

Home Phone:

Work Phone:

Date Detected:



Next >>

**Notes:**

- \*\* Denote required field

- Date format : "MM/DD/YYYY"

- Email format: defect@server.com

# Process

- Location, where the pothole is- road name and nearest cross-streets
- Direction of travel
- Landmarks near-by
- Personal Contact (Name, phone number, email)



Preparing  
Informations

Pothole Alert  
311

Preparing  
Informations

Fill My Hole

Link with Facebook  
And Google map

Report to  
NYC DOT

Share with  
Facebook

- Get personal contact from Facebook Profile
- Get Location from Google map

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# Why do people need to use our product?

People need to use “Fill My Hole” to trigger the pothole repair process by connecting with users and initiating processing in real time. Other than reporting potholes users get the advantage to tracking potholes in the immediate area to avoid problematic experiences. “Fill my hole” also indulges the avoid social media user by encouraging creativity when it comes to pothole interaction.



# Time to fill it up !

This app gives you the ability to report Potholes in real time through an innovative and interactive process, by allowing you to snapshot troublesome holes that get sent directly to NYCDOT for processing. Besides featuring a conventional approach to Pothole reporting, "Fill My Hole" also encourages users to be imaginative by taking selfies and interactive photos with the potholes. This perfectly bonds a conventional public safety approach with a Rhetorical pop culture phenomenon. Initiation through mockery.

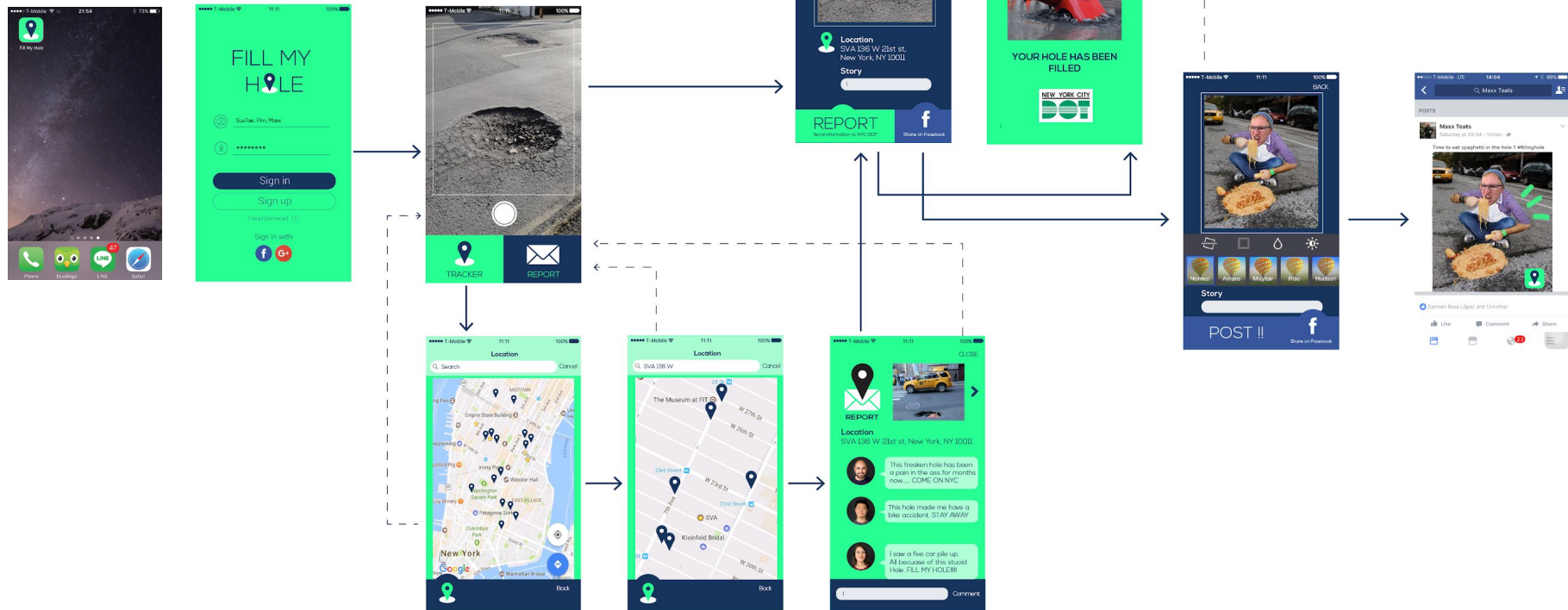
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# Feature Sets

This app gives you the ability to report Potholes in real time with a simple snapshot featured on your mobile device. You have the option of taking a picture of each pothole or reporting it manually either option sends your report directly to NYC Dot for processing. You also have the capacity to see user stories and photos from each hole, while also allowing you to track holes in the immediate area. There is also a pop culture element to this app, in the sense that it encourages you to take photos with the potholes and gives you the option to add filters and effects.

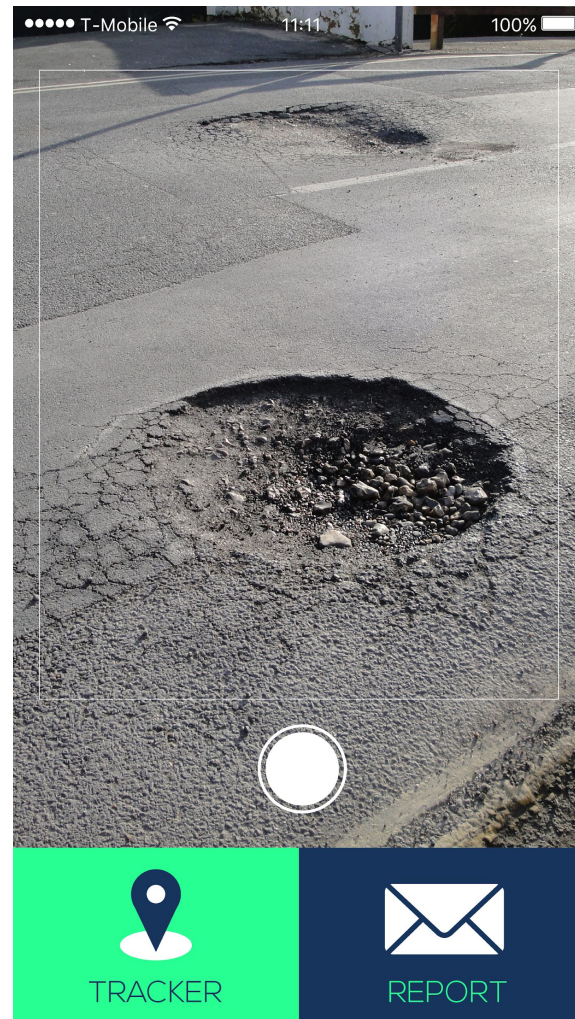
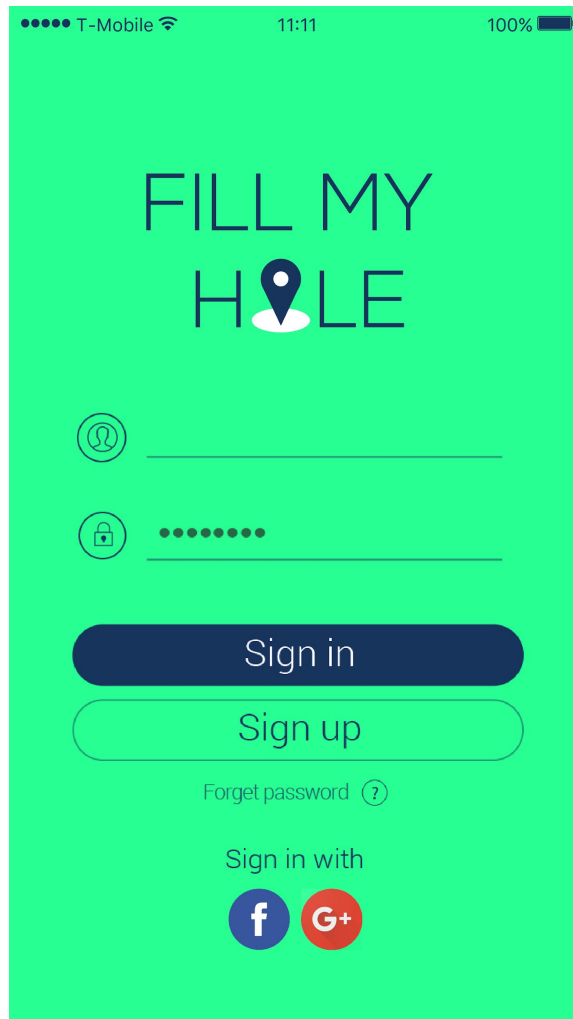
These pictures get sent directly to Facebook and are able to be shared with all of your friends. The social media aspect of this app although slightly rhetorical, will initiate the pothole repair process through mockery of the existing procedure by encouraging individuals to be in the street.

# User-Flow





# Prototype



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# THANK YOU !



Thank you