INTERFACE DESIGN

RECREATIONAL APP | AUCKLAND WALKS

Yoobee Interface Design Summative

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BRIEF

Local councils often provide and maintain a number of recreational facilities for residents to use and engage with.

Their construction and upkeep are funded by rates and donations received by residents. This makes it important for communities to maintain a positive association with the facilities, so that residents believe the facilities are worth engaging with and funding.

The local council are wanting to get more people using their local recreational facilities. Most of these facilities are free or have a very small charge, making them perfect for the wide range of community members to use, especially during the holiday times.

The solution will take the form of an app that users can add to their smartphone.

Facilities chosen: Auckland Council owned walking tracks

SURVEY RESULTS

Ages

Wide variety of ages from 18-60+

Would you use an app for discovering walking tracks? Why or why not?

All respondents said yes. They would use it to find out different places to go walking, and that it would be handy instead of having to research the places themselves.

What kind of features and information would you want in this app?

The main features users wanted was clear information about the places, including a photo, description, location and walking distance for each. And the ability to save locations.

How often would you use this app?

There were two main types of users: those who would use it regularly (weekly), and casual users (every month or every few months).

SURVEY RESULTS

What benefits do you think this app would provide?

It would be easy to find places to go walking and would save time from having to research them. It would be good for those looking for free activities to do and also help users discover hidden gems that they may not have known about.

Think about an app you used recently. Have you had any frustrations in using apps? (can be any app). If yes, describe what frustrated you.

Apps that are cluttered, too slow, have annoying popups, too much or complicated information, or those that require payment.

Is there anything that would prevent you from downloading this app?

If it was too complex, wasn't free, or asked for too many permissions.

INTERVIEW RESULTS

I conducted an interview with a potential user of the app.

Through collaboration with them, I was able to gain insights that they:

- felt the app shouldn't be overly complex
- if a points system is incorporated it should have some kind of tangible benefit, for example, a reward such as a free coffee

STAKEHOLDERS

Stakeholders

Auckland Council

App Developer

Users of app

There were two main types of users for the app: regular and casual users. I used this to divide the users into two target audiences.

Primary Target Audience

Auckland residents interested in the outdoors who regularly enjoy visiting walking tracks/parks for enjoyment or exercise.

Secondary Target Audience

Auckland residents or tourists who are not regular users, but who are looking for a day out and want to explore the Auckland walking tracks.

WIREFRAMES

WIREFRAMES

WIREFRAMES

9
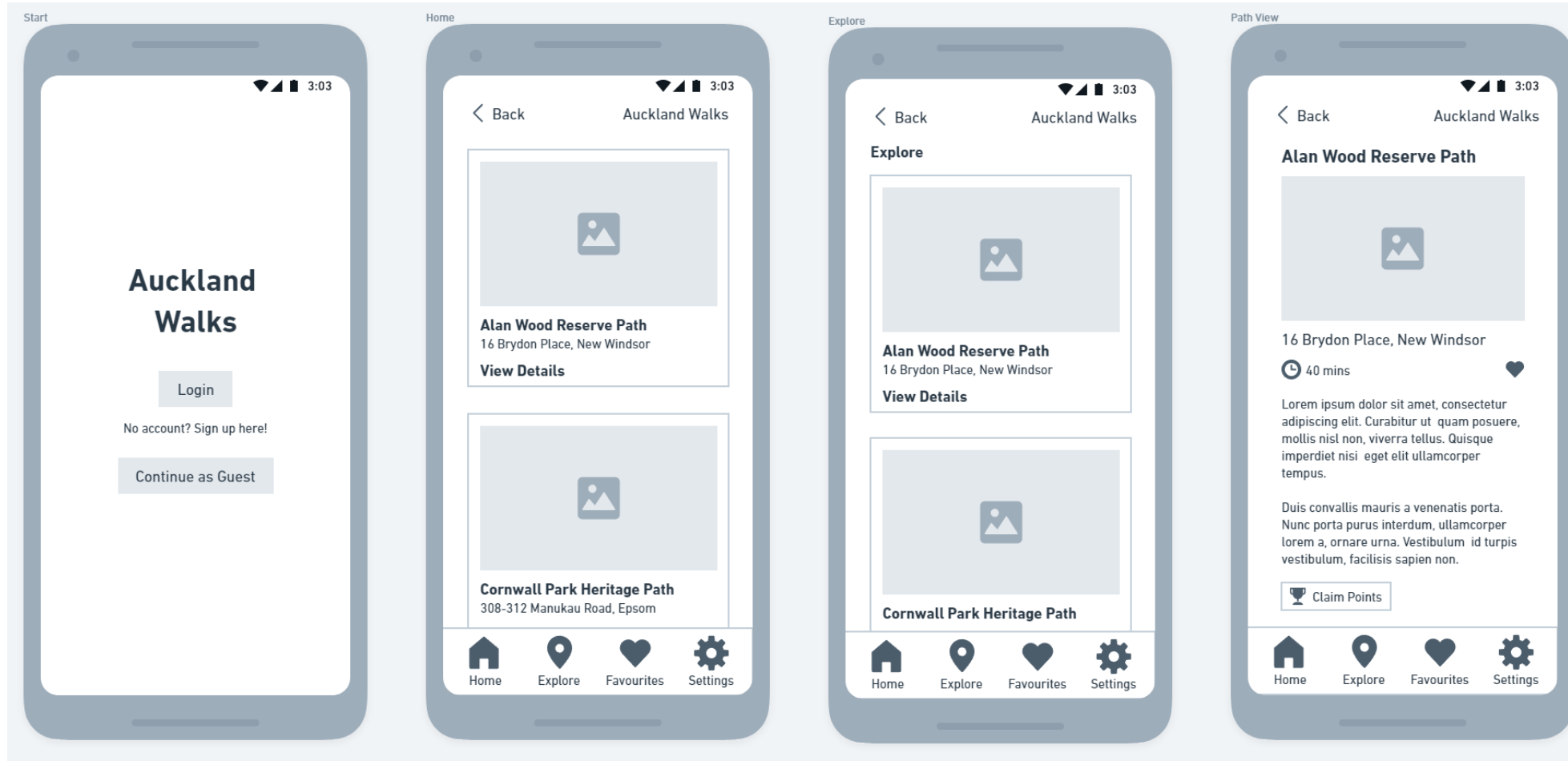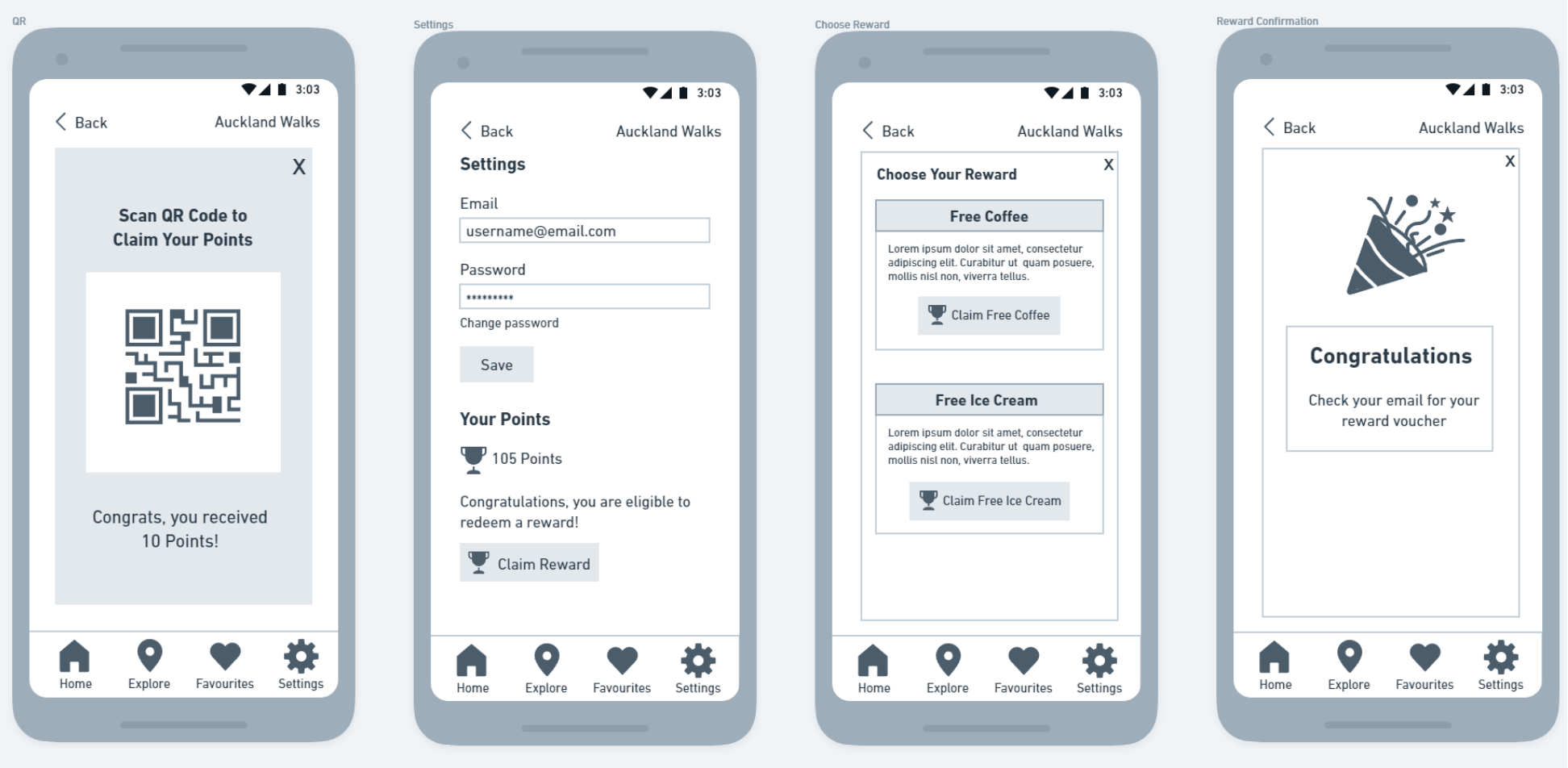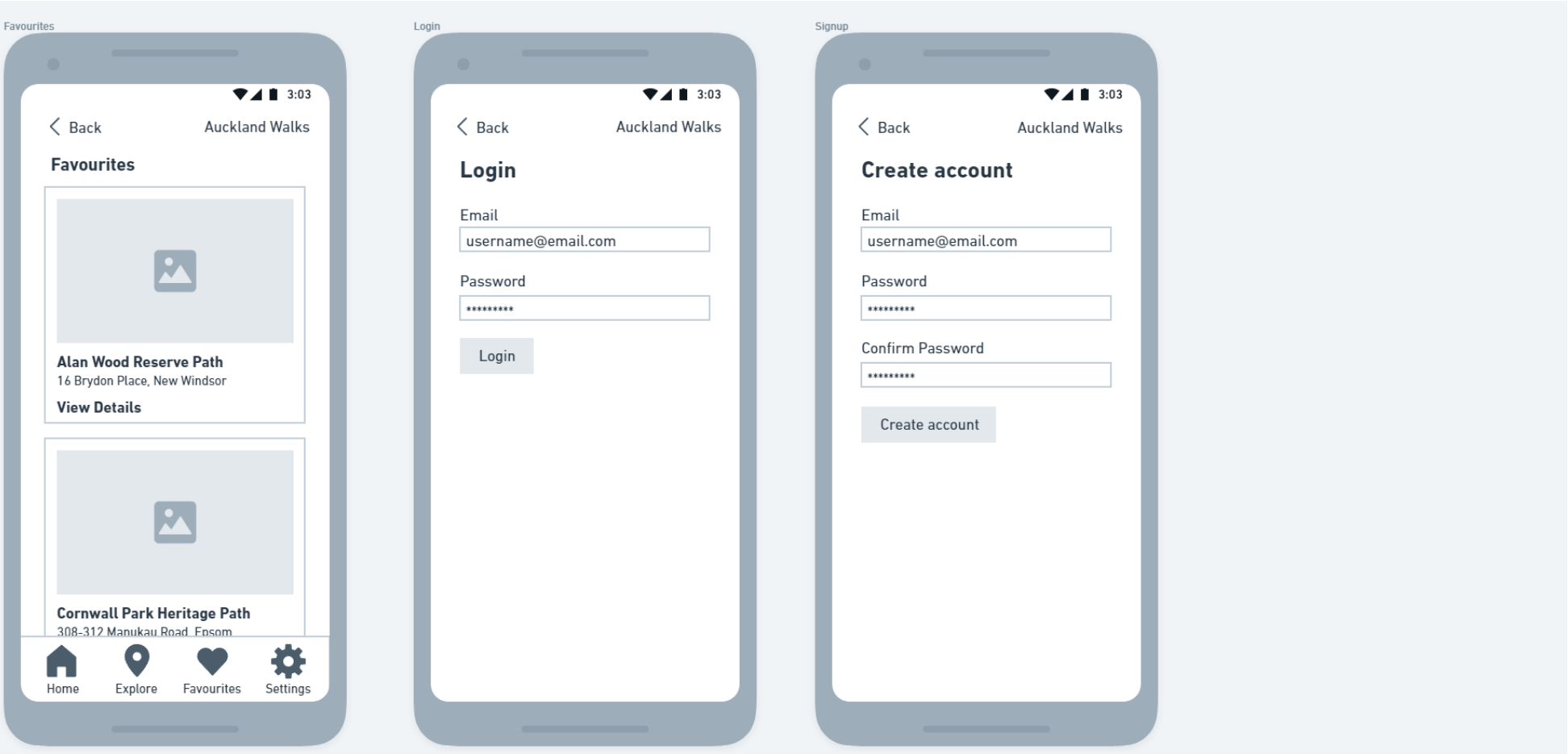
FEEDBACK ON WIREFRAMES

Sign Up Here link can have extra margin to create some distance from the 'login' and 'continue as guest' buttons, allowing enough space to easily click the link. Also consider underlining this text so it is clear that it's a link.
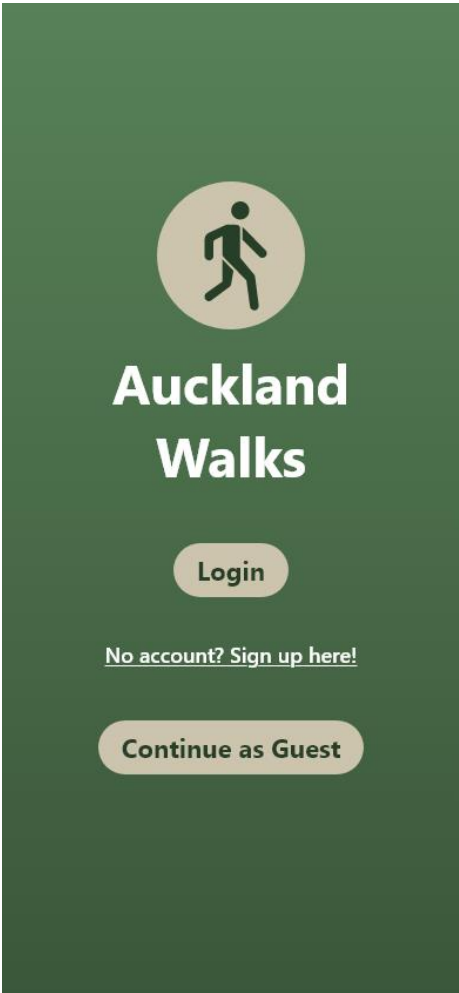
Remove the back option from the home screen as it's not necessary, since the previous page is just the start screen.
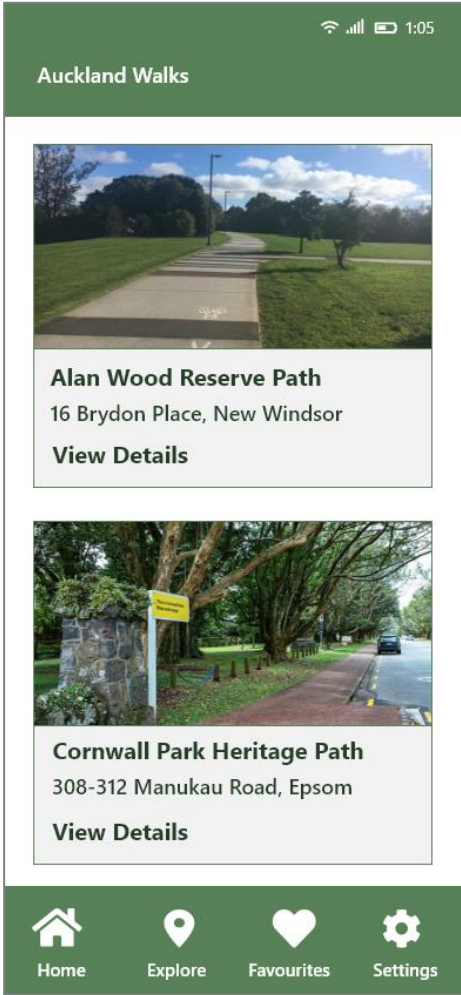
The reward confirmation image might look better with a different image.

There should be a log out button.

CHANGES

Underlined the 'sign up here' link and added extra margin

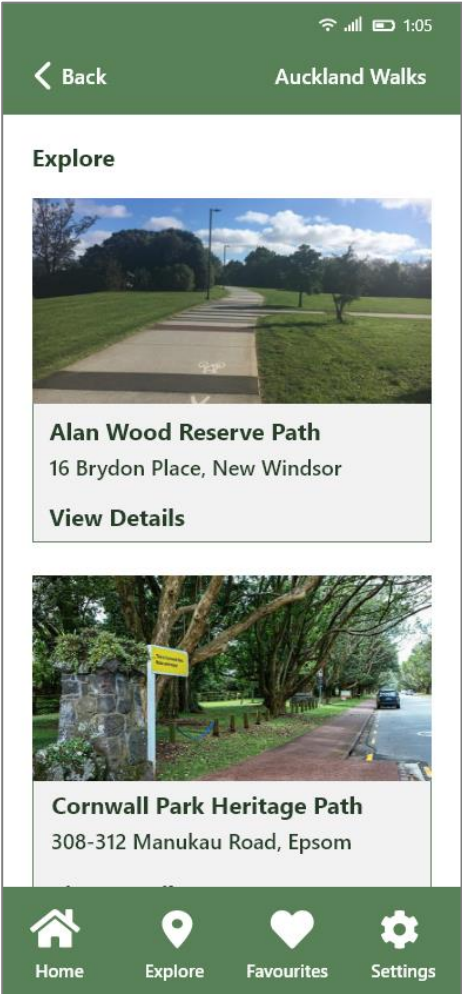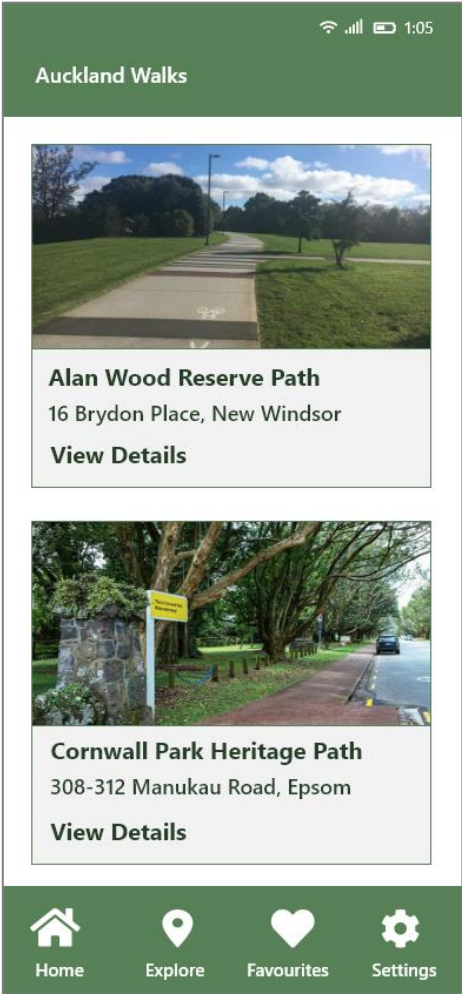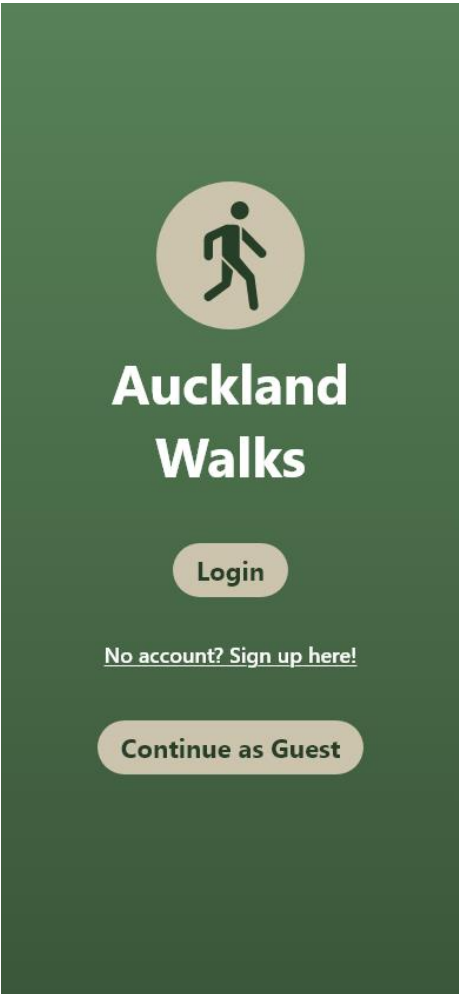Removed unnecessary back option from the home screen
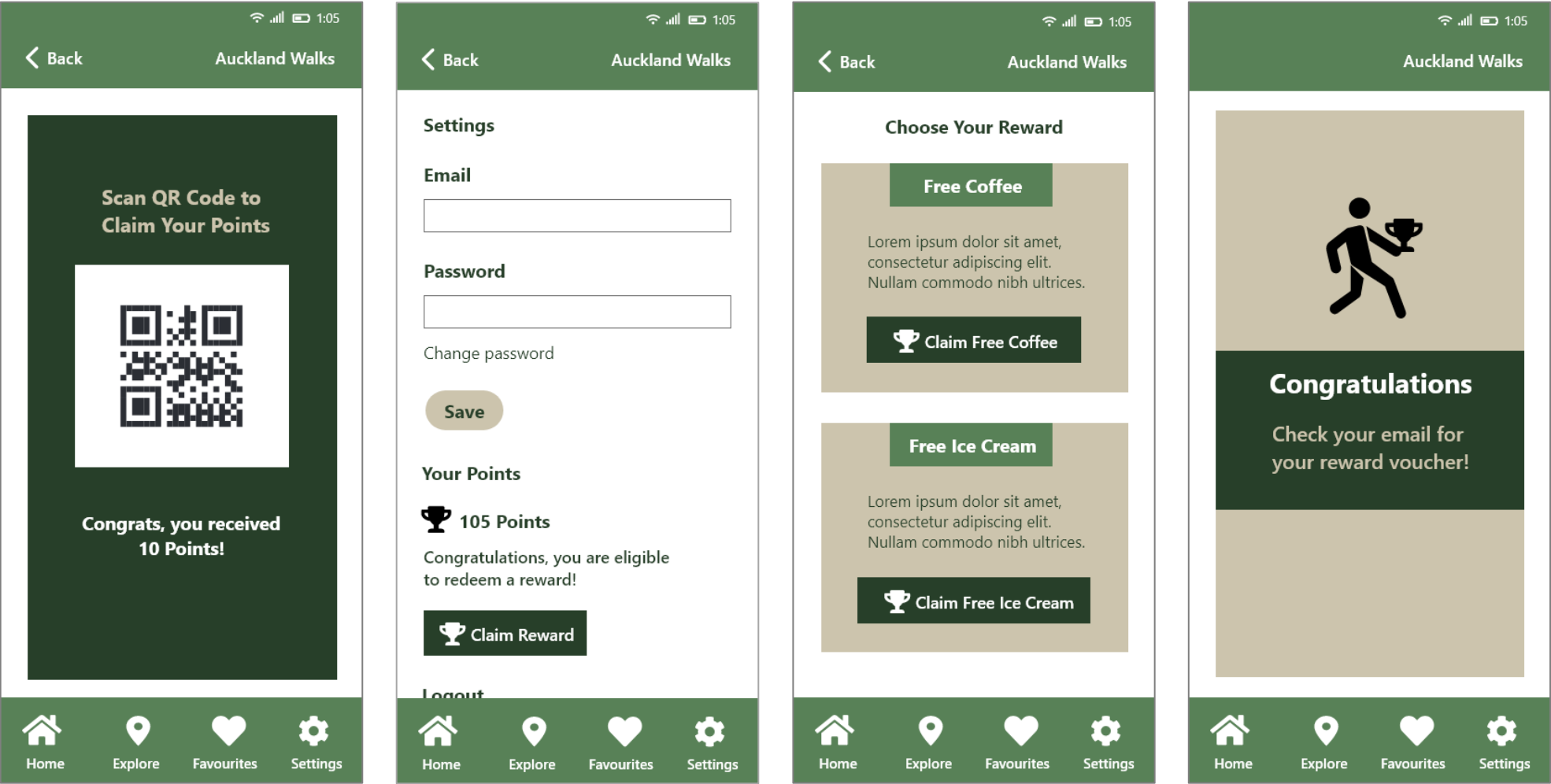
Changed the reward confirmation image
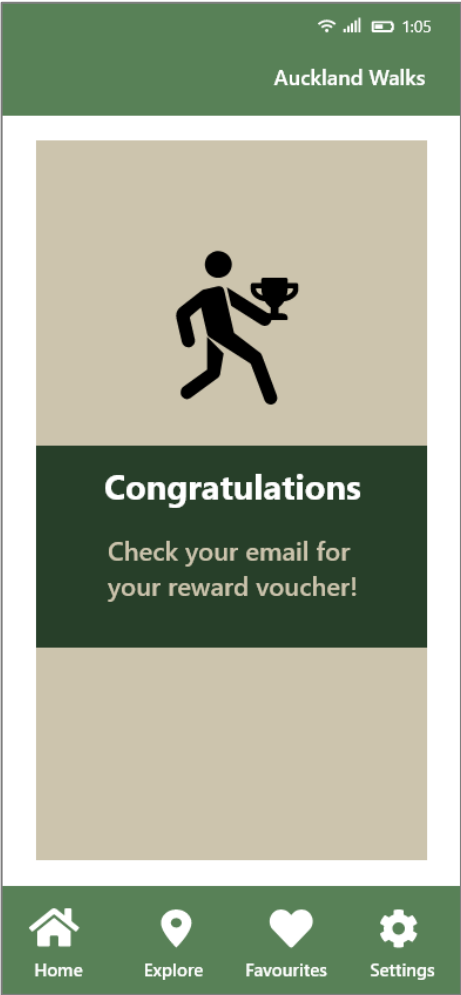
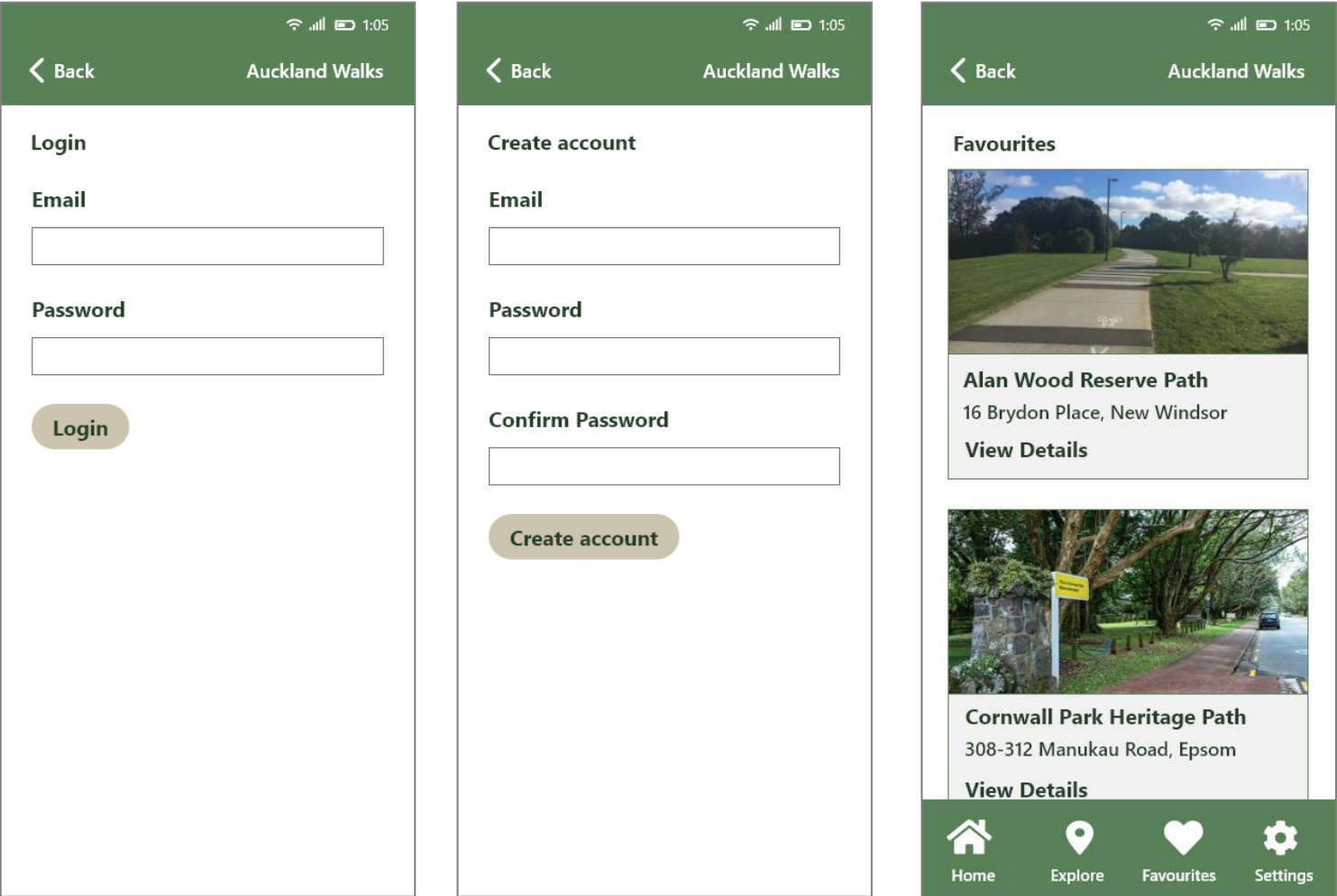Added a log out button when users scroll down in settings
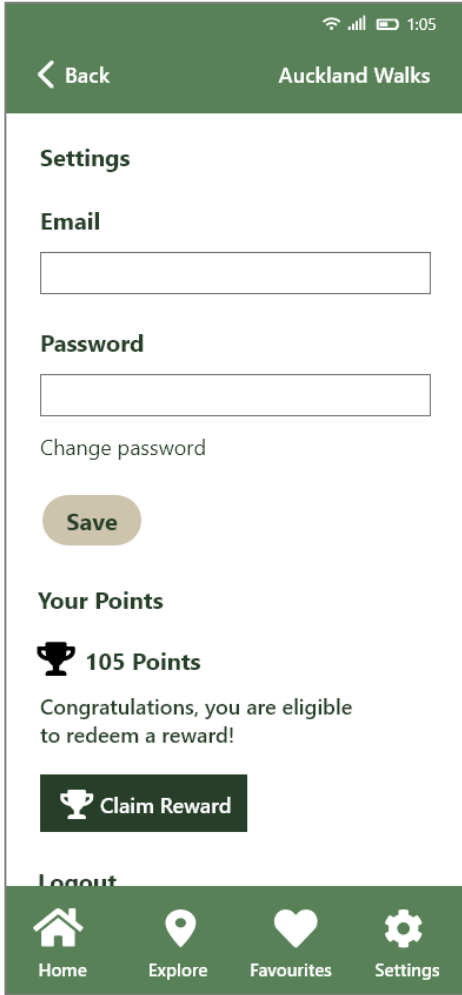
HIGH FIDELITY PROTOTYPE

HIGH FIDELITY PROTOTYPE

HIGH FIDELITY PROTOTYPE

FEEDBACK

- The green colour is a bit overused. Maybe you can change the header or menu to a darker shade or another colour?

- Home and Explore pages look the same. The explore page could have an interactive map.

- The view details could have a background to make it look like a button

- Wondering where the option is to remove something from my favourites?

- Points section could have a divider or something to differentiate it from the settings.
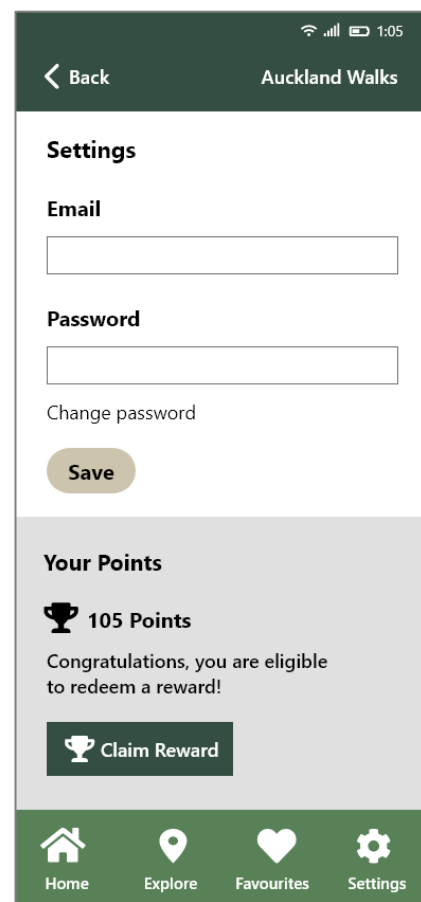
5

CHANGES

Changed the top header to a darker shade of green
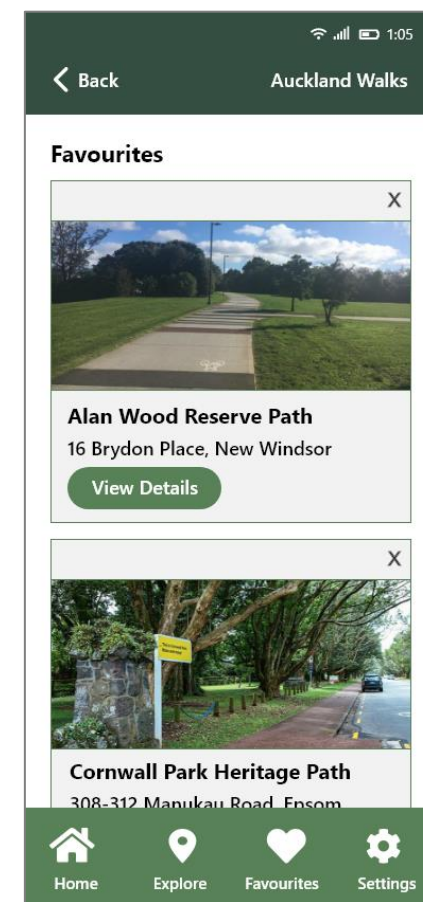Added an interactive map to the explore page
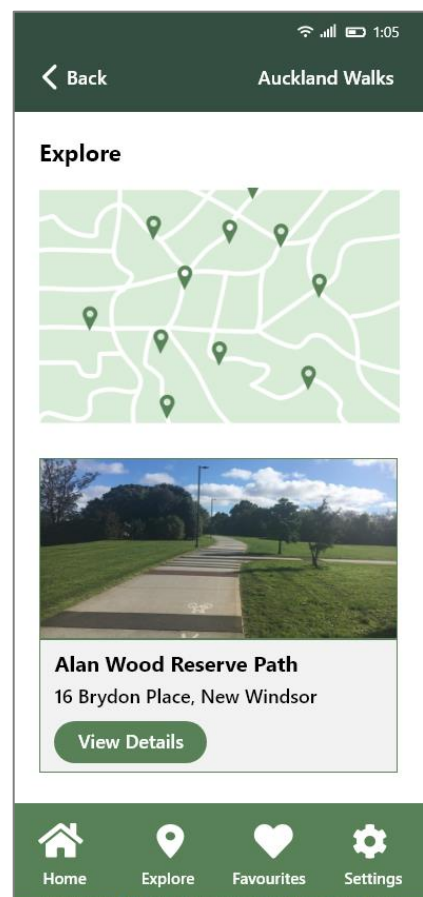
Added a background to the view details button
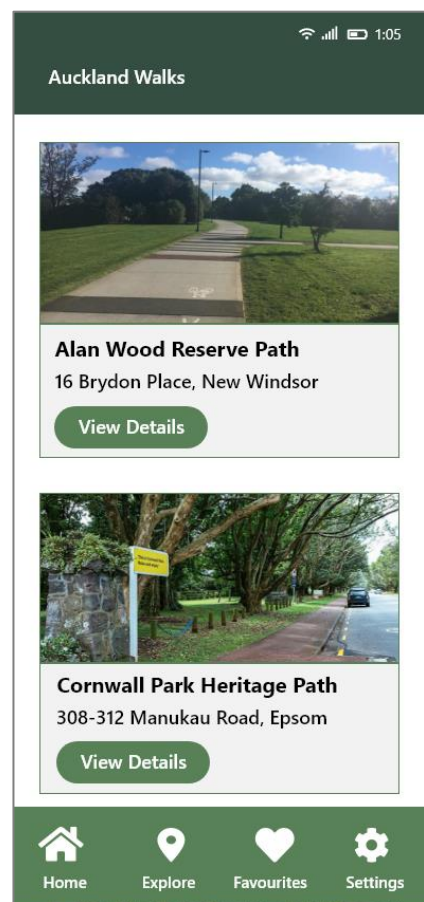
Added a background to the points section to divide it from the settings

Added an x so users can remove a location from their favourites

USER TESTING

In-person testing was conducted with the Adobe XD prototype. I gave users tasks which involved logging in, finding a location, adding and removing locations from their favourites, claiming points, redeeming a reward and logging out.

All users were able to successfully accomplish the set tasks without issue. Two users however did take a few seconds to find the logout button, as they did not immediately scroll down.

User feedback suggestions for improvements:

Would be good to have confirmation before removing from favourites, in case the x was pressed accidently.

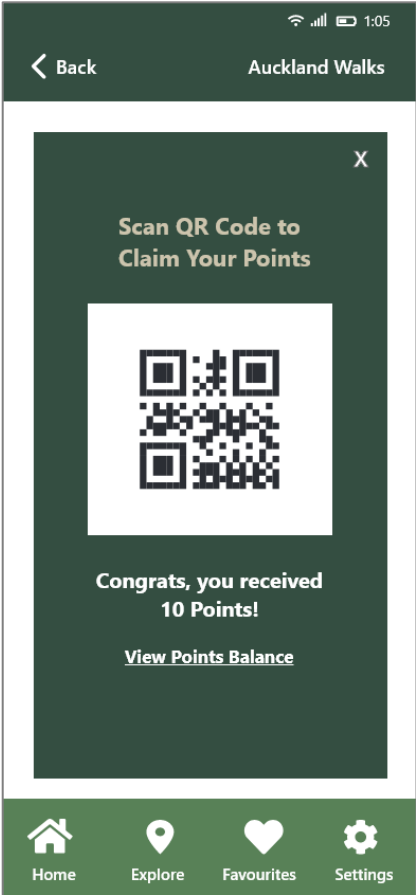After scanning the QR code, the screen could show a link to view your points balance.

Logout could be moved higher up screen to be more noticeable.
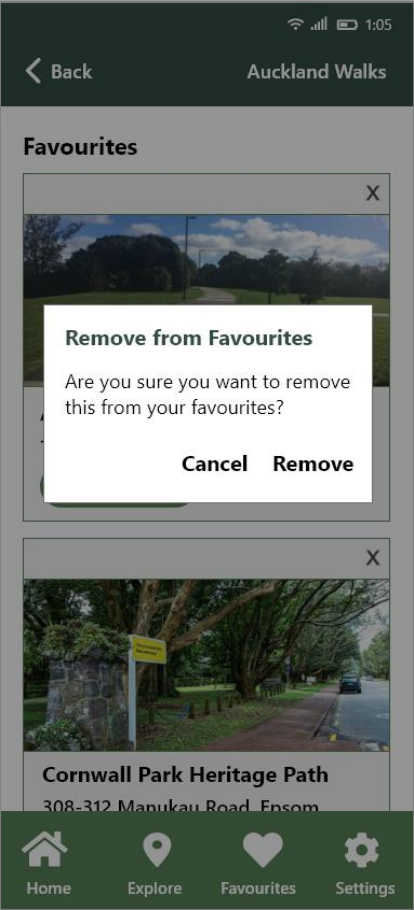
CHANGES

Moved the log out button to above the fold so it's more noticeable
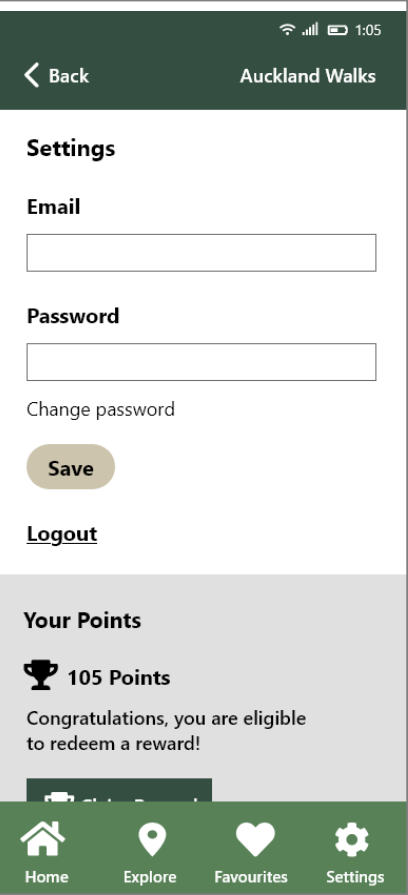
Added a 'View Points Balance' link after scanning the QR code

Added a confirmation pop up when a user removes an item from their favourites

PROJECT SUCCESS

After showing my final iteration of the prototype to the users I conducted testing with, feedback was positive and they were happy with the final design. Here is some of their feedback:

Layout is nice and clear

It's easy to find things

Contrast is good

The text is a good size and easy to read

The app was really easy to use

Information is easy to find

From feedback on the final design, I believe the app design has been successful and meets the needs of the target audience. User testing also showed that users were able to easily complete the main tasks of finding and viewing the paths, adding to favourites, and claiming and redeeming reward points.

Final feedback on the prototype confirmed that the app was easy to use and navigate, with readable text and a suitable layout, and users said they would be keen to use the app to find walking tracks in Auckland.