Trail Mate

Hiking Made Easier
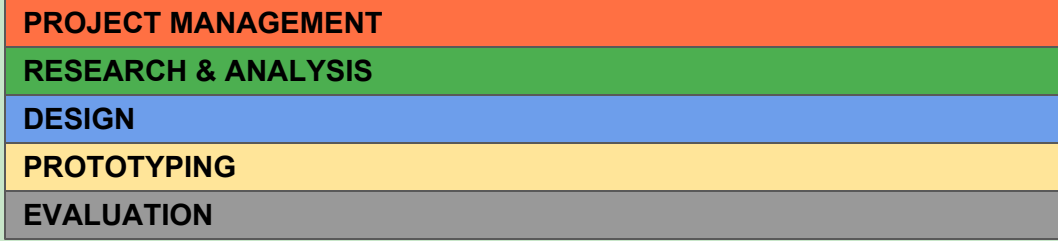
Diane DiGleria, Shanmugapriya Rajasekaran, Kyle Witt   December 2015
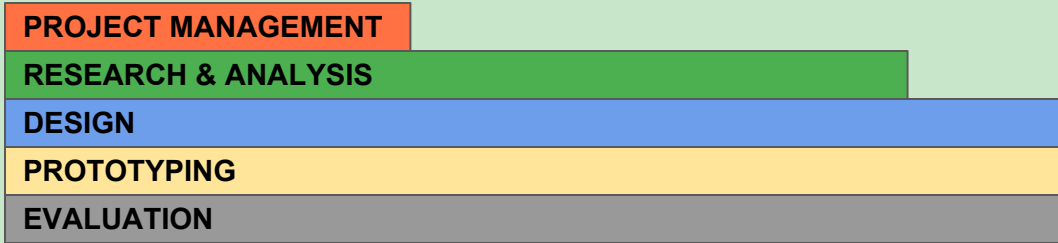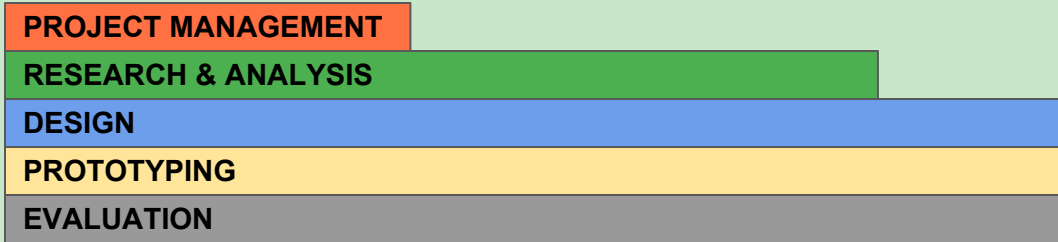
The Trail Blazers

One 4 all

Diane DiGleria
Poulsbo, WA

| PROJECT MANAGEMENT |
| RESEARCH & ANALYSIS |
| DESIGN |
| PROTOTYPING |
| EVALUATION |

Kyle Witt
Santa Monica, CA

| PROJECT MANAGEMENT |
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| EVALUATION |

Shanmugapriya Rajasekaran
Seattle, WA

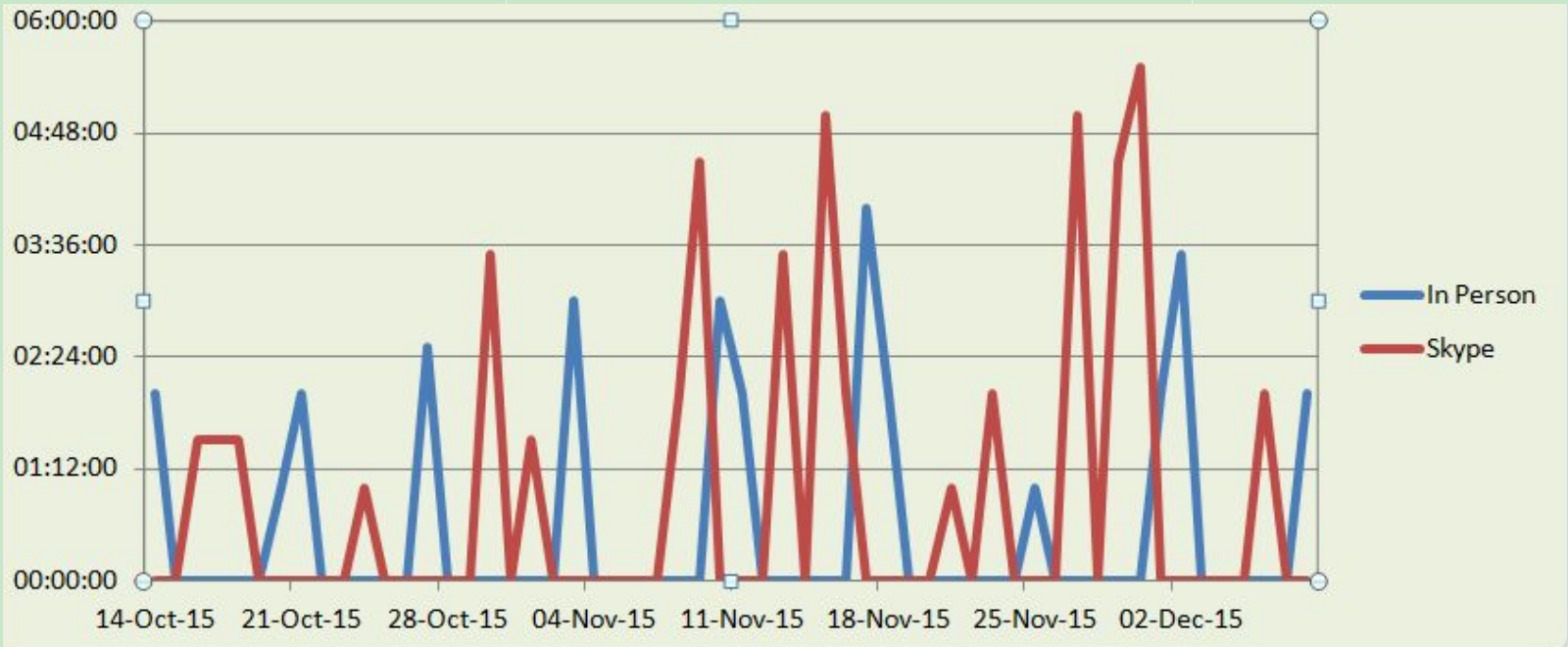| PROJECT MANAGEMENT |
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| EVALUATION |

Project Meetings

40h 46m Skype

30h 0m In Person

Design Evolution

Idea Pitch

- Each team member pitched an idea
- Team discussed pros and cons of each idea
- Favorite idea was chosen

Winning Idea (sort of)

- How can travelers be made more safe when **walking in a city at night**?

Final Idea

- How can people be made more safe when **hiking**?

So Many Ideas - Design Q & Scope

How can hiking be made safer for novice and experienced hikers?

How can hiking be made safer through better preparation and real-time information?

How can we provide hikers online crowd sourced information that would reduce time spent researching what gear to bring on a particular hike?
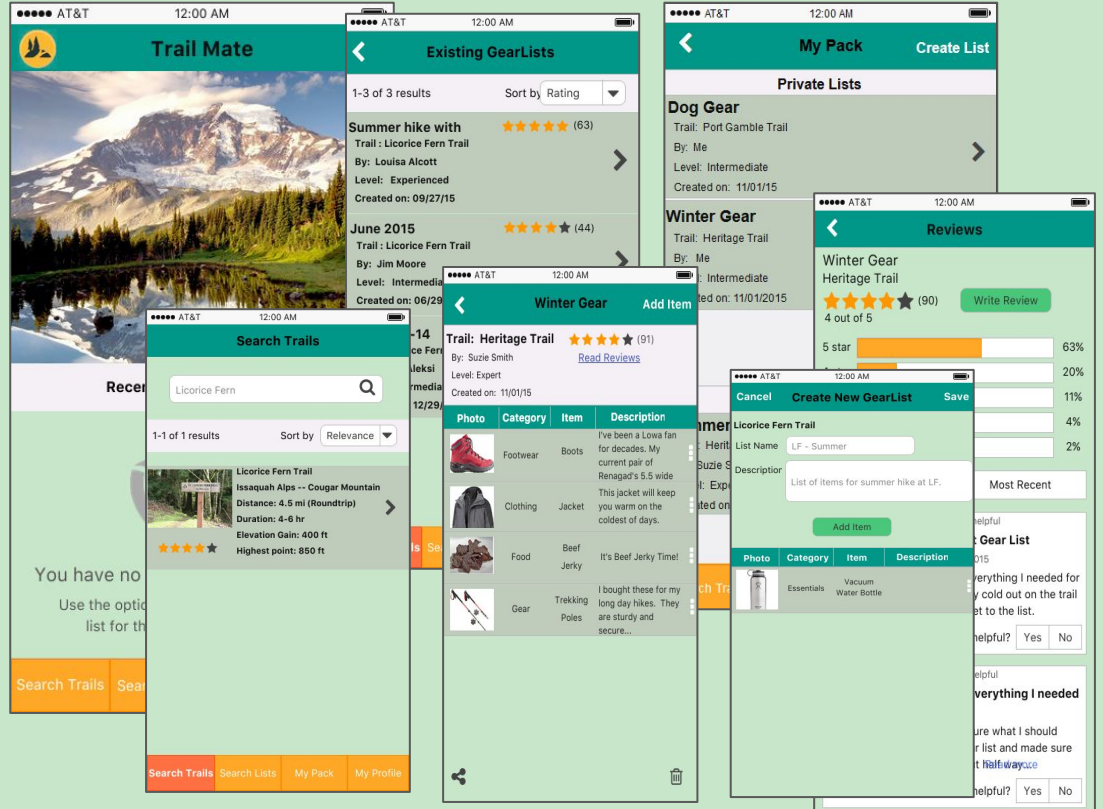
Our Solution - Trail Mate Mobile App

Features

- Gear Lists tied to specific trails
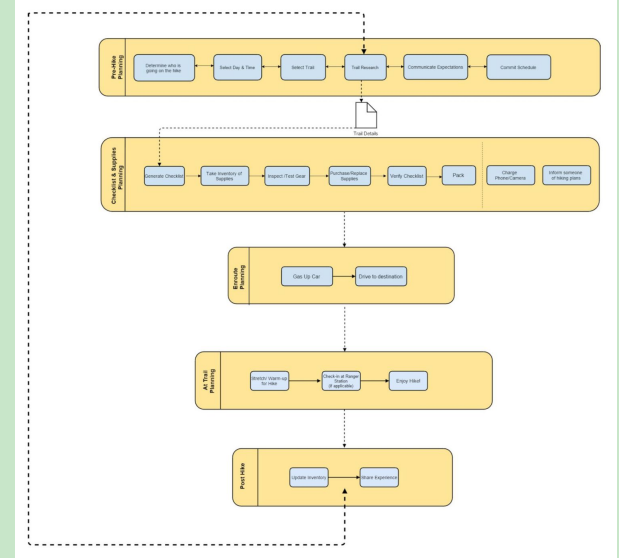- Use existing
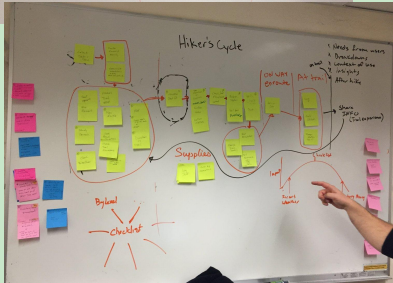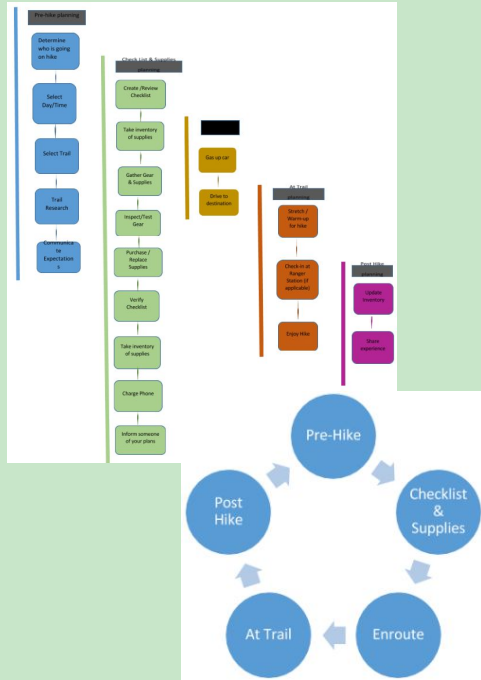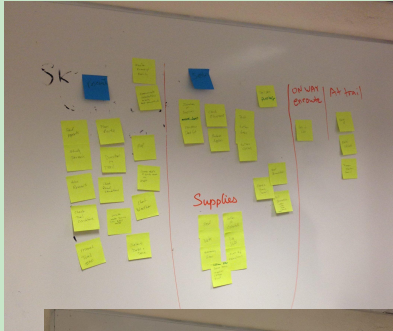- Create your own
- Share lists
- Review lists

Benefits

- A one-stop resource to determine what to bring on a hike
- Minimizes research time
- Access to word of mouth hiking gear list information

Research
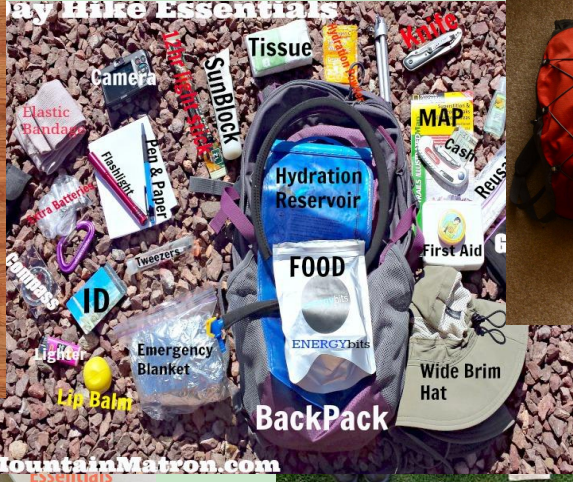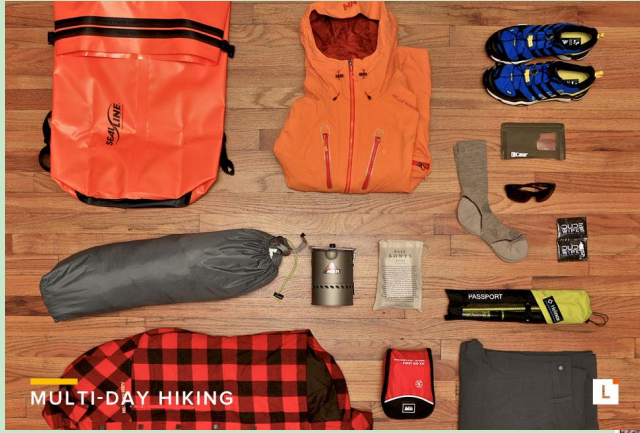
Survey

Flow Analysis & Affinity Diagram

Personal Inventory

Competitive Analysis

Secondary Research

Design Process - Ideation
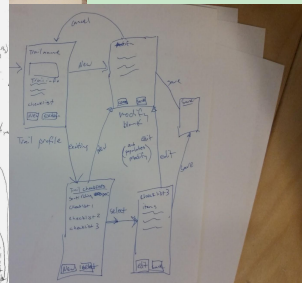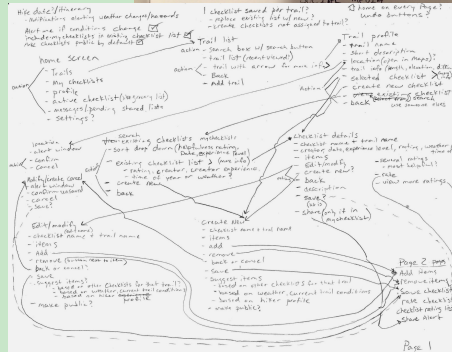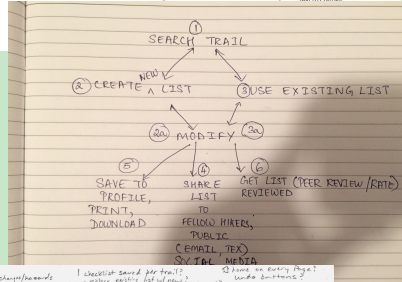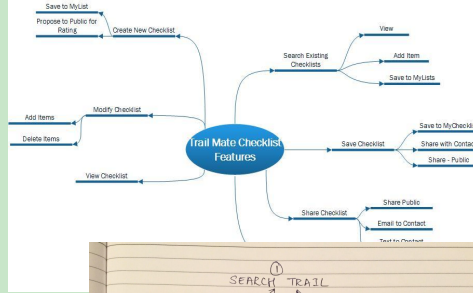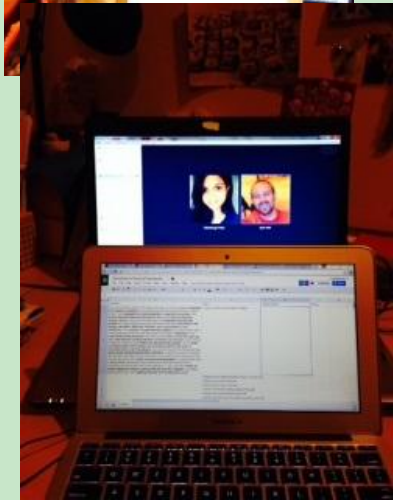
Core Tasks

1. Search Existing GearLists
2. Create New GearList
3. Display GearList
4. Modify GearList
5. Save/Share GearList
6. Rate GearList

Design Process - Sketching

Prototyping

Mockingbot

- Collaborate in real-time
- Create from scratch
- Variety of widgets and icons
- Intuitive, minimal learning curve

Evaluation

 3 Subjects

 6 Scenarios

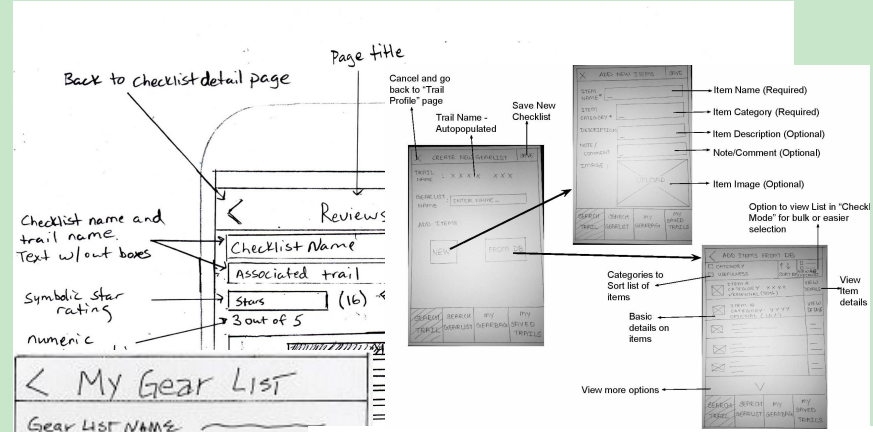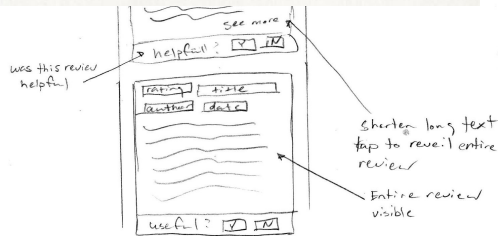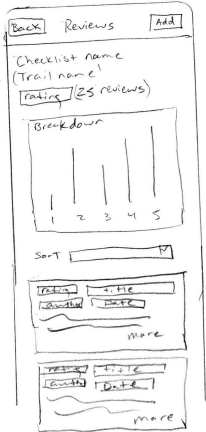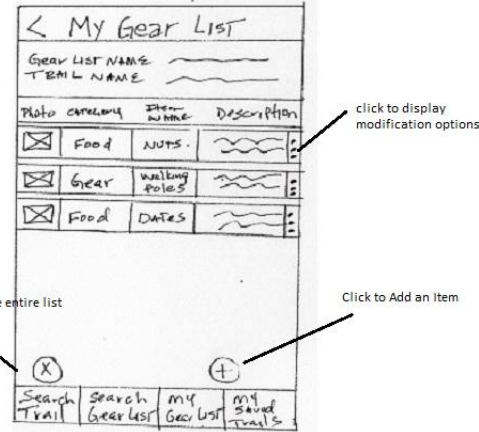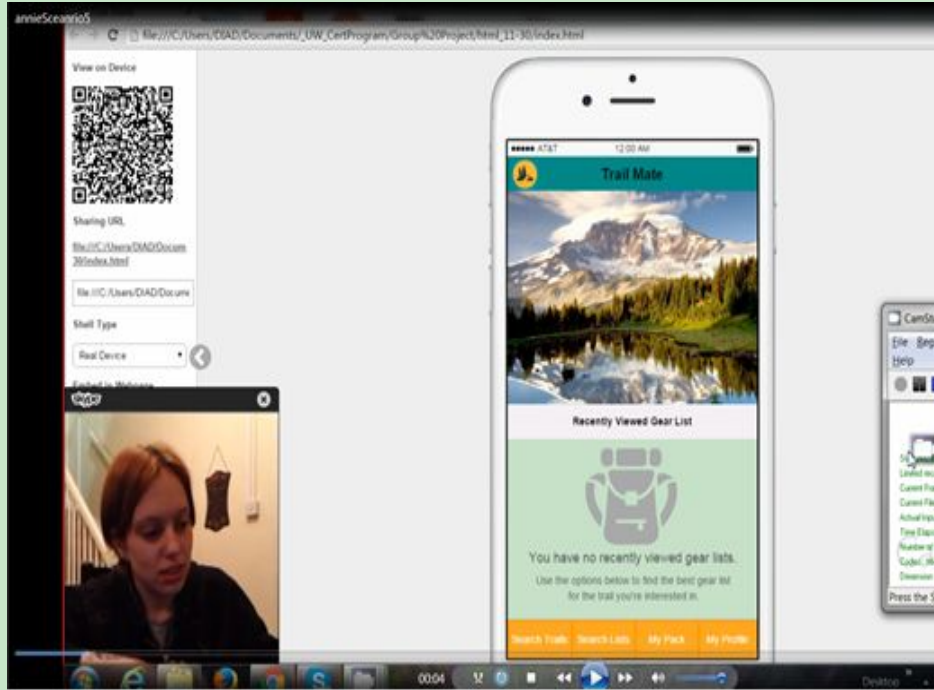| Subject Name:	Melinda						
Scenario No.	Scenario Title	Scenario Background	Observation		Time to Complete	Debrief/Comments	Other Comments
			User Issues	User Successes			
1	Search existing gear list and save and share list	Background: You are going hiking at Heritage Trail next week with Tom. You want to find out what type of gear you both will need. You search for a gear list associated with Heritage Trail. You find one and save it to your Pack, then you share the list with Tom via email. Task: Search for existing gear lists associated with Heritage Trail. Select the list, save it to My Pack. Share it with Tom via email.	selected 'search trails' first which led to a dead end. Required scenario reset. slightly confused by 'save' when trying to save pack. see comments.	once on 'search lists' quickly searched for heritage trail, selected first trail in list. after slight confusion clicked on 'save' and easily followed popups was able to quickly share the list via email without issue	2:40	noted slight confusion on save list step. Suggested a more descriptive button name for increased function clarification. noted share icon was android specific and she was only familiar with it because she had previous experience with android phone. suggested changing the icon to platform specific.	noted general confusion when selecti text input boxes withing the prototype this prototype does not actually allow users to enter text or select from drop down menus. Perhaps we change 'save' to 'save lis clarification.
2	Review list	Background: You recently hiked the Heritage Trail using the "Winter Gear" list you saved among your packs in the Trail Mate app. You found the 'Winter Gear" list to be extremely helpful, covering all your needs when on the trail. Being the kind of person who often leaves reviews you want to let others know how useful the 'Winter	Generally confused on how to add review when viewing the 'Winter Gear' list details page. First attempted to click on 'Add' in top right corner which is used to add items to the list. Then tried the share icon in bottom left which is only used to share. Then analyized the page for a 'add review' button. Spent	no issue selecting 'MyPack' then selecting 'Winter Gear' list Quickly entered in review title, review text. Found submit button without issue	1:35	noted general confusion on how to get to the write review page. Expected to be able to write a review directly from the gear list details page.	while on the gear list detail page she suggested changing 'add' to 'add revi button in top right corner to clarify. In case the 'add' refered to the 'add item task. However, once on the reviews l page the button used was already 'ad review' as she expected so good on u Perhaps we change the 'add' to 'add l to clear up any confusion.

Future Direction

Near Term

- Re-design to be more in line with iOS
- More polished look
- More usability studies

Long Term

- Smart gear list generation
- Multi-platform (Android, Windows, Web)
- Third party checklist integration
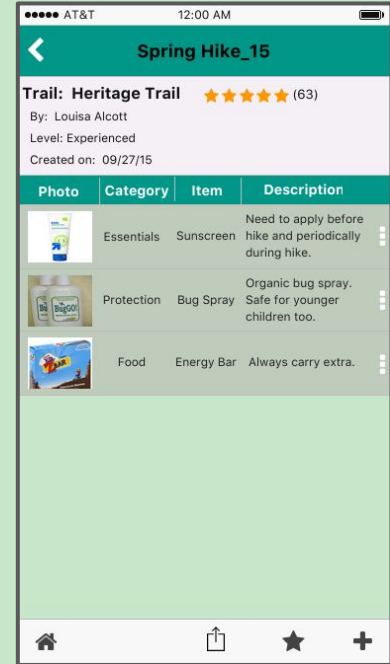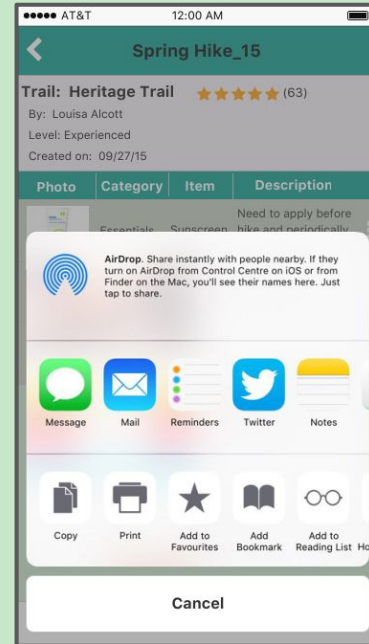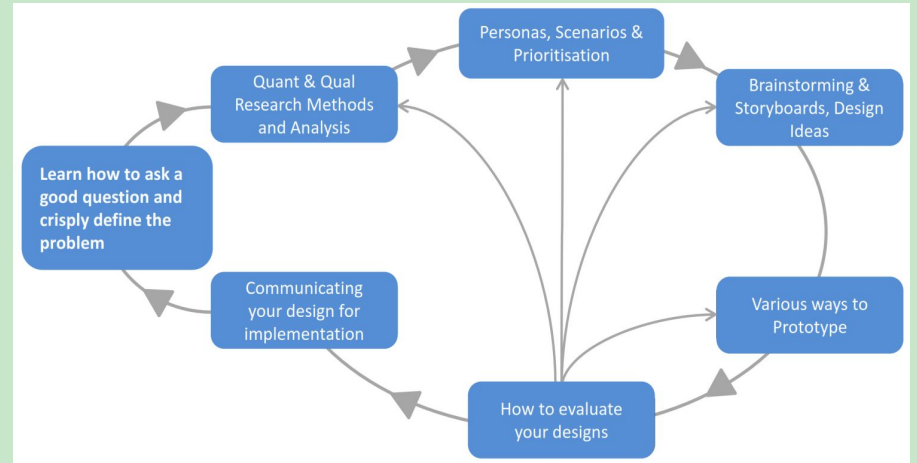
Hindsights & Surprises

Design Process

- Narrow scope earlier in the design process
- More specific survey questions
- More one-on-one interviews
- Paper prototype

Team Process

- Distance was a non-issue
- Very few disagreements
- More task delegation

What We Gained

- Familiarity with the user-centered design process from beginning to end
- Hands on experience with research methods and prototyping tools
- A clear understanding of what user-centered design means

Thank You!