



Mobile App Design

By: Kyle Johnson
DGM 2240 Interactive Design
Assignment 2

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Problem/Need

A big problem that my wife and I have every summer is to know which hiking trails we wish to hike in Utah. It takes a lot of time to research and find trails that suit our needs.

For us, we are looking for a quick way to find hikes in the Utah area that we wish to hike at and to know quickly what we are getting ourselves into. Whether it be a long hike, a short hike, a hard hike or an easy hike.

There are websites that have long descriptive summaries of hikes, but hardly any mobile apps that give us what we are looking for. Again, we spend hours at times going from hike to hike on the web. In the end, we tend to go with a hike we've already done because we know that we like it and what to expect.

We would like to try new hikes though, but the amount of time to research is overwhelming. A simple mobile app would do the work here, and here's why:

A mobile app would be better than a website with a lot of information as well, because it tends to be that we are always looking up hikes on our phones more than on the computer. We'll be out and about with our daily lives and remember, "Oh yeah! We need to find a new hiking trail!" When we think this though, we find ourselves far from the computer, so we use our mobile devices. It's so hard to see a map of a hiking trail on our tiny screens while searching up on a not mobile friendly sight. We especially use the mobile device if we're on our way to a campsite and wish to know what hikes are in our area of our campground.

It's always so handy to use a mobile app because our mobile devices are always with us. We can be looking up hikes in our free time while away from home.



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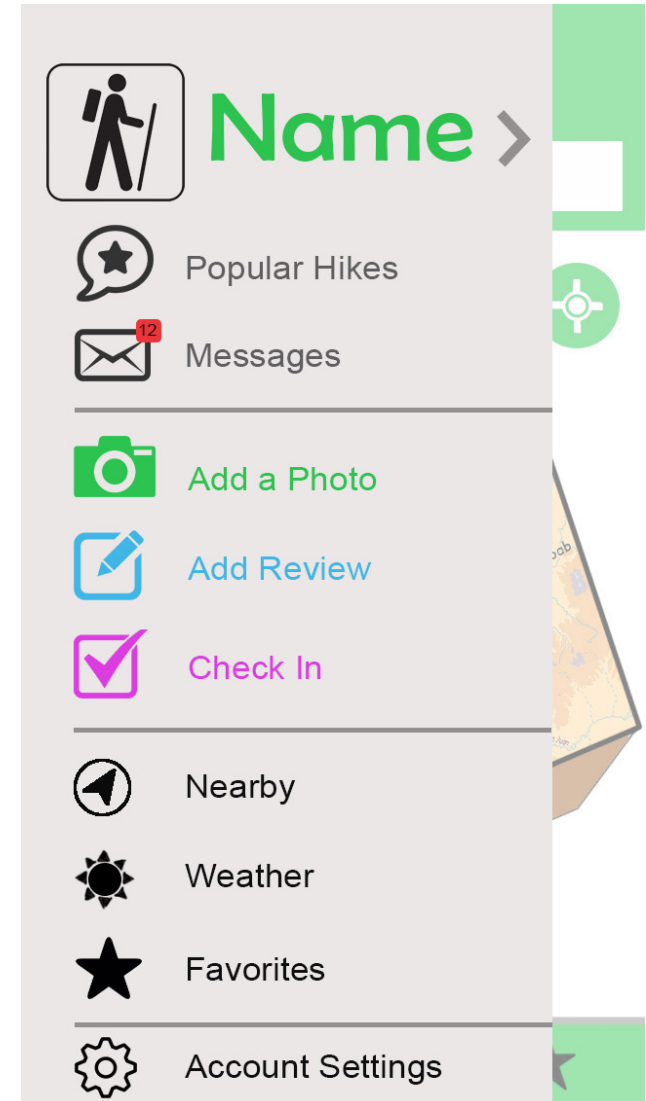
Requirements

The mobile app that I'm proposing is an app that will be:

- Simple to click on which area of Utah you wish to hike in. Example: Northern or Southern Utah.
- Refined in searching by narrowing the results to how long of a hike you wish to go on and the amount of difficulty you are up for.
- Given a multiple amount of results in the end that fit all of those requirements.
- Check-in features that allows the user to check-in with their friends to tell them where they are hiking and for how long. Safety feature.
- Review section.
- Gallery of hikes section.
- Popular hike page to help find a hike quicker.

- The app would use the user's location from the GPS signal on their phone. With this feature, they could be up camping in who knows where in Utah and with a simple click, they could have results of nearby hikes just waiting for them to go on!
- The app offers maps that are downloadable for the user to their device. This way, if the user didn't have a mobile signal or for some odd reason their GPS goes out, you have a hard copy of the map on your device.
- The app would also have a weather feature that would give a week forecast of the assuming area that the user is going to. This way, they can determine if they're up for the rain or not.
- Images are a must, as they tend to help hikers know more about what to expect, sight wise. There will be a gallery for each hike that will help the hiker determine if they are interested or not to go to that place.

My Usability goal is to have the app make it easy to find hikes in Utah. I will test users to see if the app is efficient in looking up hikes quickly and productively.



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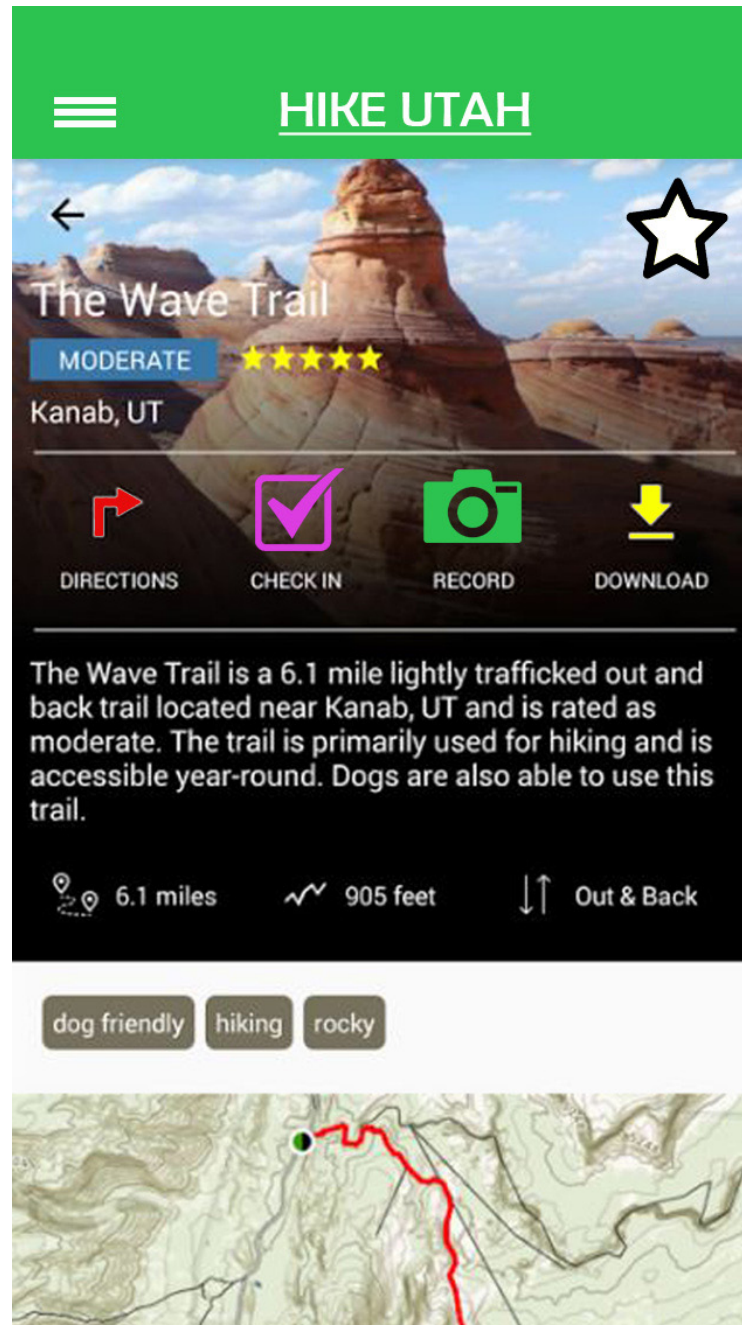
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Target Users

Utah is a great place for hiking, it's one of the few states that has the most amazing hikes in the world. With that being said, making an app for just Utah sounds limiting, but in all reality, Hawaii has apps for just their hiking trails, why can't Utah?

The Targeted Audience will be hikers. More specifically, hikers wanting to hike Utah. All the trails will be in Utah. It will be an app designed for the hiker looking for new hikes to try out in the Utah region. The app will have star ratings to help the hiker know which hikes are the most popular in Utah. The app will have descriptions about each hike, photos to go with it, and an easy navigation menu to help the hiker make the right choice.

Life is too short to waste on which hike to go on when there are too many hikes in the world to accomplish them all. This app is made for those who are seeking fast results, new to the area, and are in need of help of finding new Utah trails.



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Design Home Page

Here is the Flow Chart of images that I have for my app design. (For an interactive working design, visit:

www.amankitchen.com

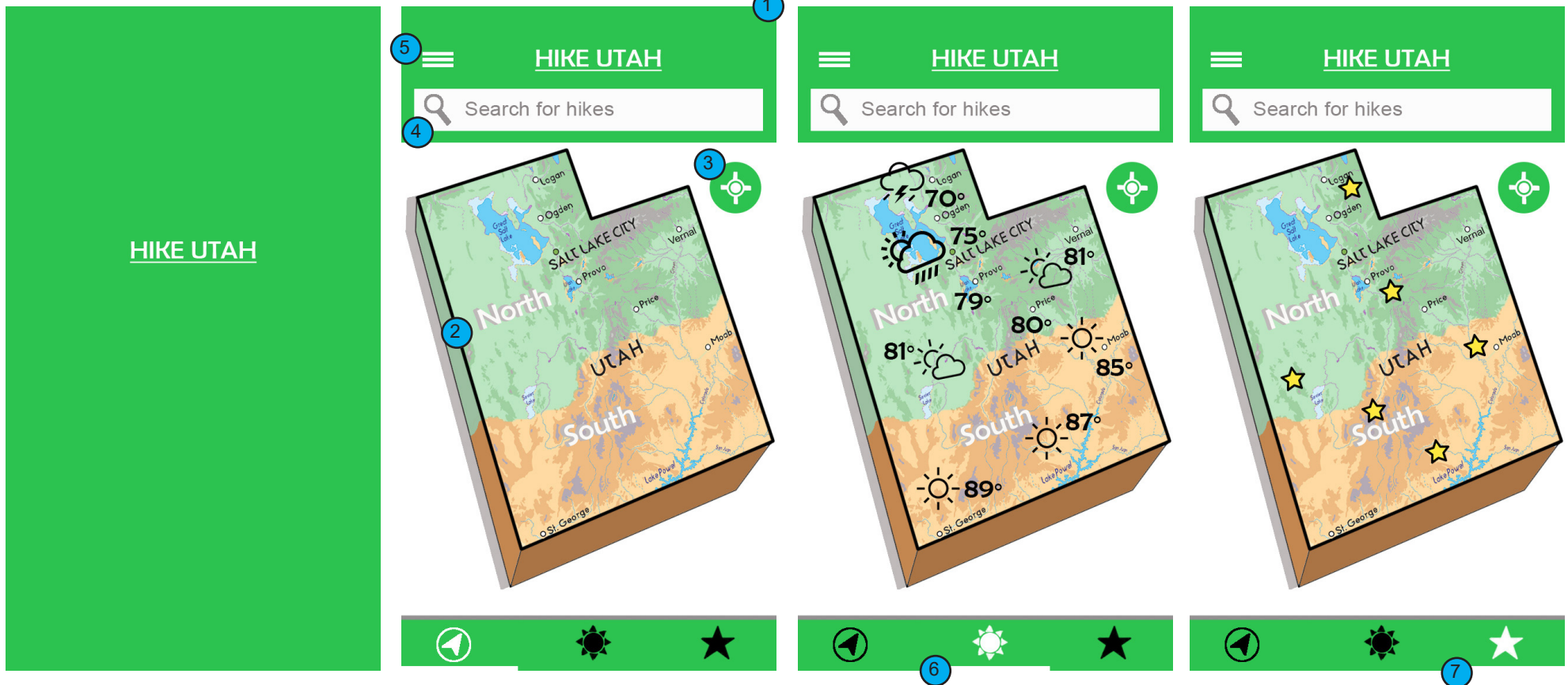
On the home page you'll find the working app towards the bottom of the page. This is my personal website.)

This is the ① home screen for the app. You are first introduced with a ② north and south page that you click on to zoom into these regions and find hikes close by in the area that you chose. There is a ③ location icon button that will let you know where you are in comparison to the map. You can quickly search up hikes by clicking up on the ④ search bar and there is a ⑤ menu button at the top left corner to give you even more options.

You are also given a ⑥ weather button to know what the weather looks like in those areas.

Lastly, you are given a ⑦ favorite button so you can quickly look up popular hikes and your favorite hikes that you love (or have been dying to try out).

This version was last updated on June 13th, 2016.



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Design Menu

When you click on the menu button from the home screen, you are given a good amount of features to help you discover a hike. The features include:

- 1 Popular hikes
- 2 Messages

3 Check-in with your friends

4 Add a review

5 Account page

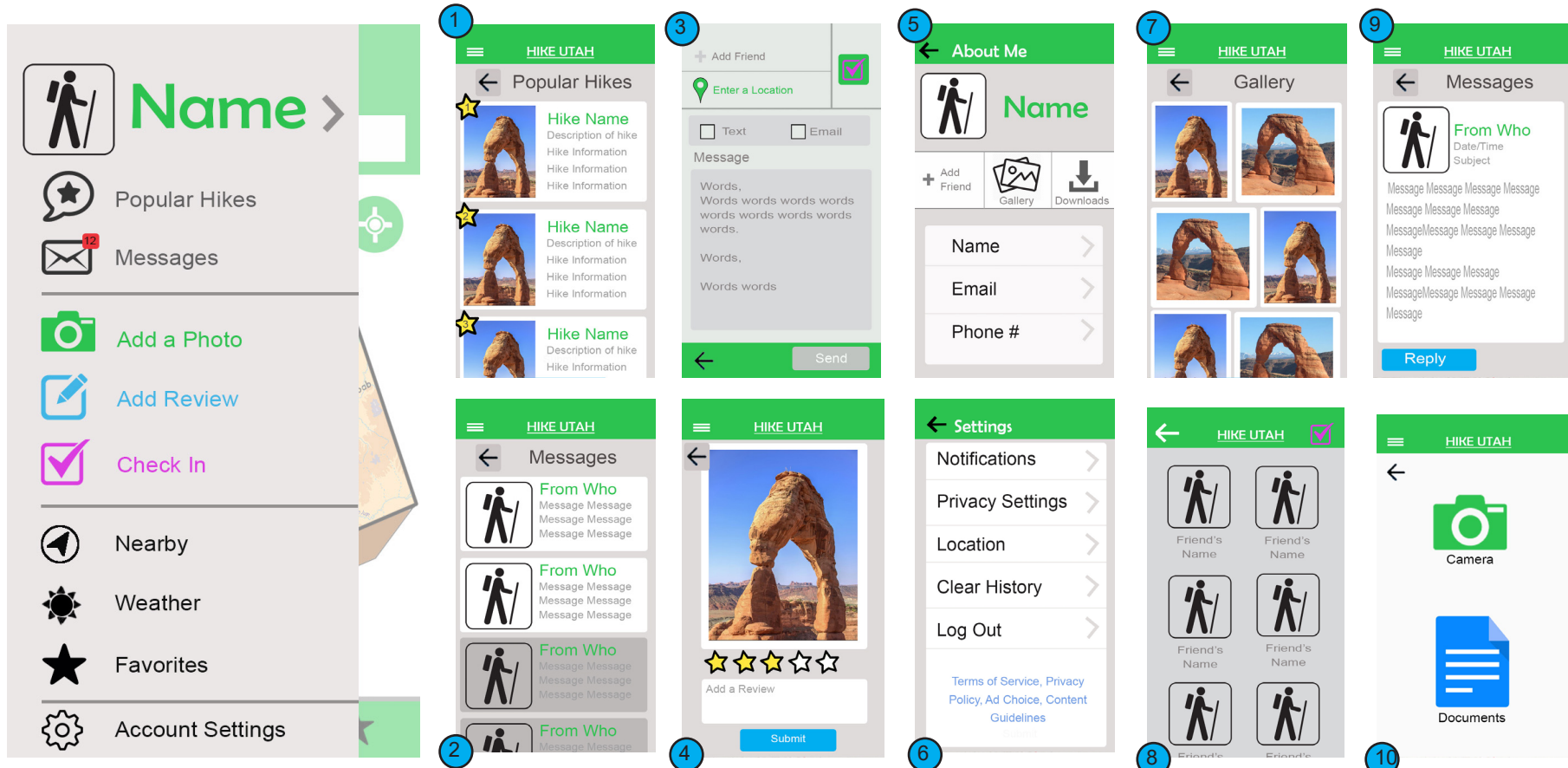
6 Account Settings

7 A Gallery

8 List of friends

9 Messaging a friend

10 Taking a picture and adding it to your account



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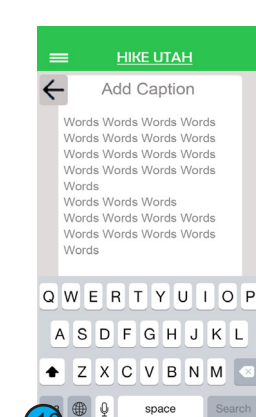
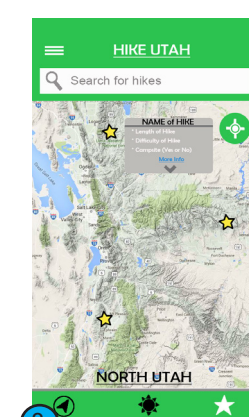
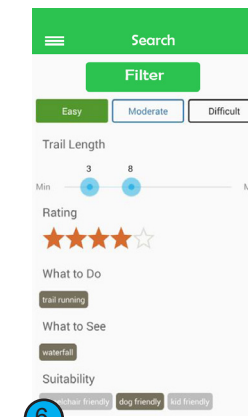
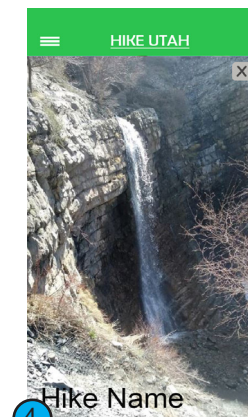
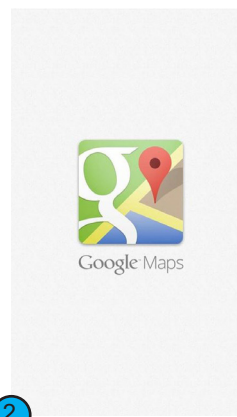
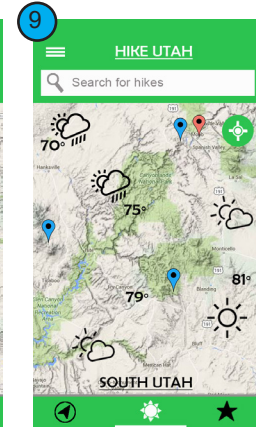
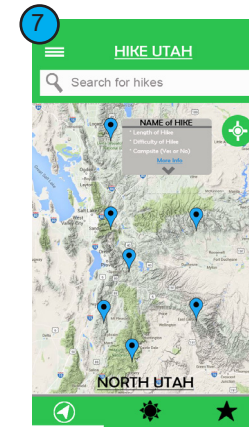
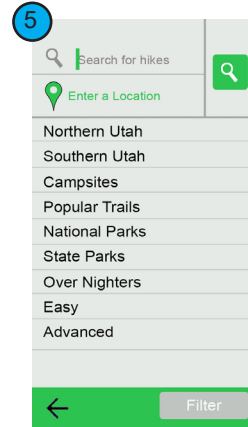
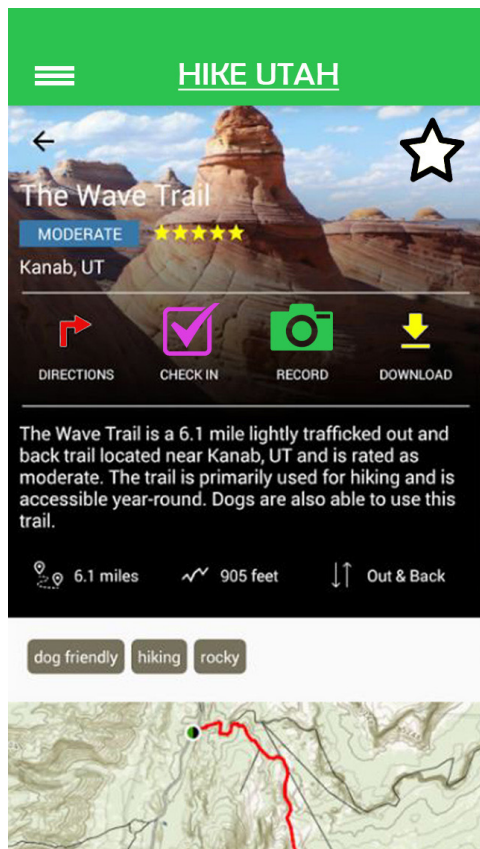
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Design Hike Information

When you click on a hike, you are taken to a hike information page. Here you are given more features to narrow down your hike results. The features include:

- 1 Download to your device
- 2 Sync with Google Maps for directions
- 3 Take a photo from the app
- 4 Click to enlarge images
- 5 Search up a hike
- 6 Narrow your search with a filter
- 7 See hikes around you

- 8 See favorite hikes around you
- 9 Check out the weather
- 10 Add comments, captions, reviews, and so forth on any hike to give others the chance to see if the hike is worth their while.



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Testing

To test out my mobile app, I used the software Invision to create a prototype to be tested by users and gather data. Invision was great to use and made my ideas come to life!

The way I tested my app was by Facebooking some of my fellow hiking buddies and asked them to take a short 15 minute test run on my mobile app. The app is made for hikers, so I wanted to get some experts and novice hikers test my app.

The way I conduct my test was I sat them down on a computer, uploaded Invision and began first by explaining the testing process (speaking their thought aloud and there is no wrong way). Once I went through that procedure, I then began asking them to do certain task on the app. The way I came up with the task was I really wanted to see if each feature was easy to find and use.

I also wanted to get some input on what could be added and what could be removed. Here are the task that I asked them to perform:

1. Download a hike near you.
2. Check-in with a friend and send them a message.
3. Check the weather for a hike you want to hike.
4. Look up images for a hike.
5. Add a review.
6. Look up popular hikes to hike.
7. View your gallery of images.
8. Find your favorite hikes.
9. Get directions to a hike.
10. Add a photo to a hike.
11. Add a hike as your favorite.
12. Use the filter to search up a hike.

I marked down notes while the testers went through the task. Once I had the testers perform all the task, I thanked them for their help and gave them a candy bar. Here is an easy-to-read-at-a-glance table to help you see the results from the test:

Task: sec/error	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12
Robyn 32 year old Female	.31/2	.35/1	.10/1	1.33/4	.07/0	.06/0	.35/2	.05/0	.25/2	.17/0	.15/0	.22/1
Travis 24 year old Male	.14/2	.05/0	.04/0	1.13/5	.21/2	.10/1	.15/0	.11/2	.11/0	.18/1	.10/0	.15/2
Bailey 18 year old Female	.15/1	.07/0	.04/0	1.23/3	.15/1	.09/0	.21/0	.05/0	.39/4	.15/0	.12/0	.15/0
Guy 52 year old Male	.24/0	.21/1	.35/5	1.06/3	.09/0	.59/3	.11/0	.08/0	.19/0	.10/0	.06/0	.12/1
Donna 50 year old Female	.54/4	2.25/12	.03/0	1.34/5	.22/2	0.07/0	.31/1	.15/3	.52/2	.20/1	.24/0	3.07/10
Average	.23/1.5	.49/2.3	.48/1	1.02/3.3	.12/.8	.15/.7	.19/.5	.07/.8	.24/1.3	.13/.3	.11/0	1.18/2.3

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Recommendations

From the data collected from the testing, I soon realized that there was still need for improvement before I would test the app again. A lot from what was said from the testers was the app was good looking, very well organized, and a great idea! I appreciated the comments and found that the app was not too hard to move around. I did miss some key navigation button though.

I realized while testing that not everyone knew that you could click on the "Hike Utah" title up at the top of the app to go back to the home page. I change I would make is to place a home icon in the top right corner of the app. This would give the app a better way to navigate for the users. Once of the testers "Robyn" said that she always (and she means ALWAYS) uses the back button on her iPhone. I only placed a back button on a few of the pages. For the next improvement, I would place a back arrow for most of the pages (there are some that could do without a back button).

It was interesting to watch an 18 year old, 24 year old, 32 year old, and two 50 year olds use the app. It really helped me to be able to see the improvements. The younger testers seemed to catch onto the app and its navigations fast while the older testers took a little more time to understand the icons and the way the app moved around. It took one of the older testers 3 minutes to find the search bar and use the filter to narrow their results. Once found though, they said "it was so obvious that I totally missed it!"

Other improvements that I will make to the app in the future will be to color the submit, filter, and send buttons in blue and not gray; That way the user can find them quicker. I will also change the weather icon that I drew from a sun (that looks like a settings icon) to a sun with clouds. Hopefully this will take away the confusion. I will add a red X to the closing of pictures on the app and I will be adding campground locations to the app.

I found that all of these improvements will make the app run smoother for the users and give the app the needed features to draw in the clientele. I found that once the user became accustomed to the app and how to use the menu that it became a breeze to add a review, take a picture, look up popular hikes and check the weather. It took the users a while to find information about the hikes, but once they did, it was easier for them to navigate back to the desired destinations.

All in all, the app still needs modification before running another test. With the suggested improvements up above, I believe this could really be a home run hitter!

