

GoOutdoor (Project 1) Process Book

ARTD 317

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Problem:

- Going outdoor is an effective way for stress relief, physical exercise and social interaction, however, people don't have many opportunities to go for outdoor activities due to several reasons.
 - Troublesome preparation (rent equipment, reservations etc.)
 - Cannot find a group of people with similar timetable and interest
 - Lack of convenient transportation

Objective:

To improve the physical health of people in their 20s by encouraging them doing more outdoor activities, to deal with the troublesome parts in planning and choosing what activities to do, also provide a platform for them to social while doing outdoor activities.

Solution

- ❖ A planning app for people in their 20s want to do outdoor activities or even some help during the planning process
- ❖ The app should include some other service like safety guide, packing guide, locations for activity sites, reserve transportation, weather check etc.

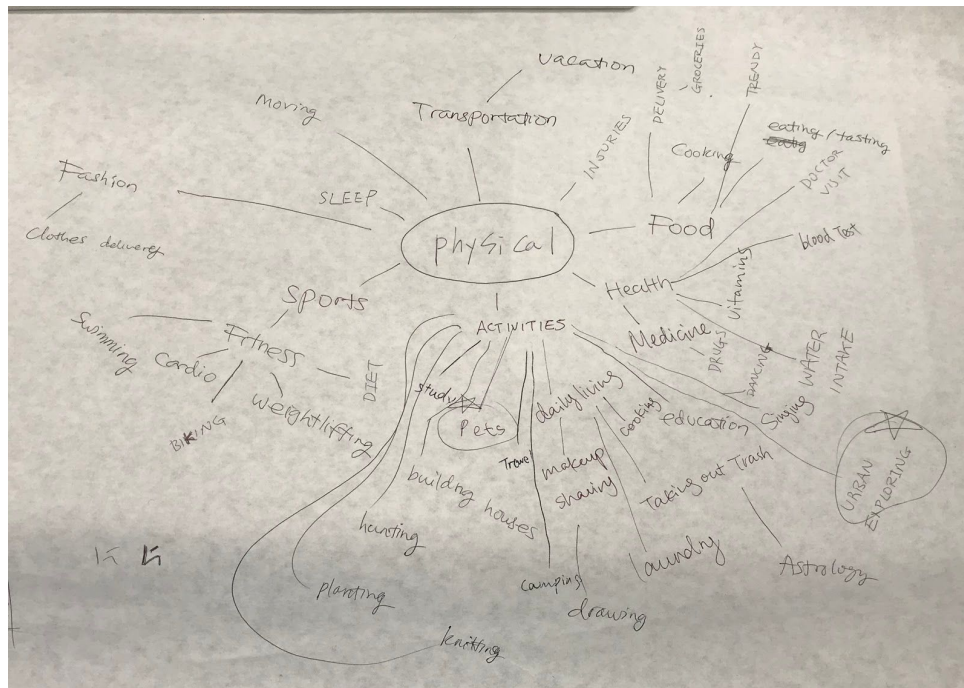
Target audience:

general people in their 20s

Especially students on campus

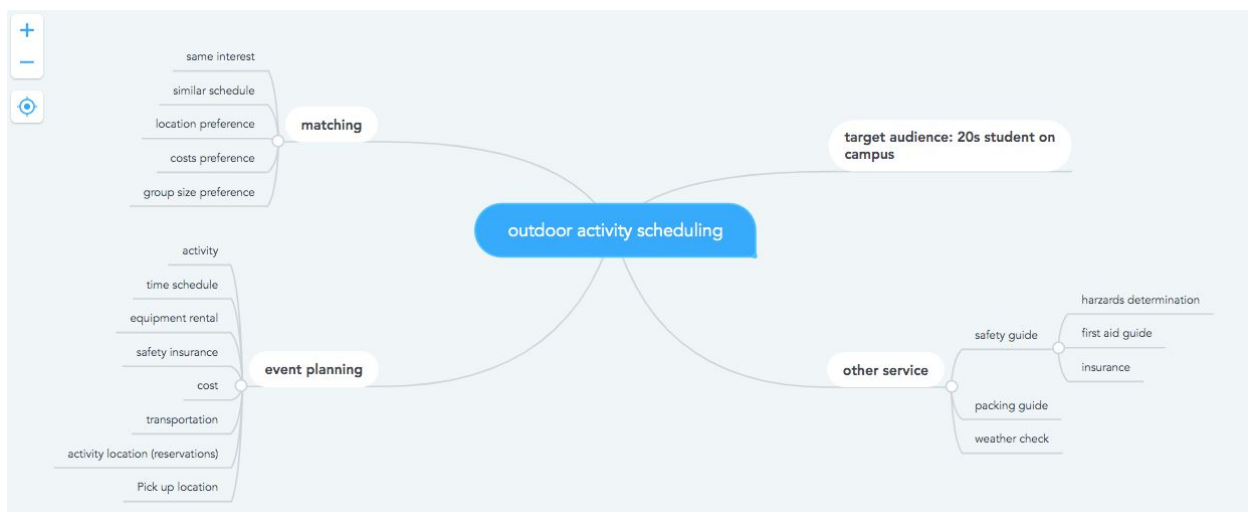
Problem tree analysis

We were asked to choose an area of health that can be improved for people in their 20s, and I chose the physical health. In this map, we analyze the potential physical health problem that people in 20s might have.



Mindmap:

This mindmap shows the potential functions and contents will be developed for the mobile app and target audience.



Ideation:

Students like me don't have many opportunities to go outside into the nature, doing sports other than going to the gym or do indoor sports on campus. People are always busy with work, school work or stuff at home, so they usually have no time or energy for planning even a day trip for hiking. I think an app that can make quick plans for outdoor events would be helpful. The app can help in different ways, for example, finding a suitable activity site, make reservations on activity sites, guide on safety, packing, weather check etc.

In order to understand the target audience, I conducted a survey for students on campus to see their habits on doing outdoor activities and also what they have difficulties with during the planning of activities. After analysing the survey results, personas and empathy maps are created to imitate situations of 3 potential target audiences.

Research:

Existing applications: TripAdvisor, Yamap

TripAdvisor: A mobile app provides trip plans and suggestions from local experts and trips are available to be booked.

<https://www.tripadvisor.com/>

Yamap: A mobile app tracks and logs people's outdoor activities like hiking and skiing, including functions of viewing maps, share location with others, share trip experience

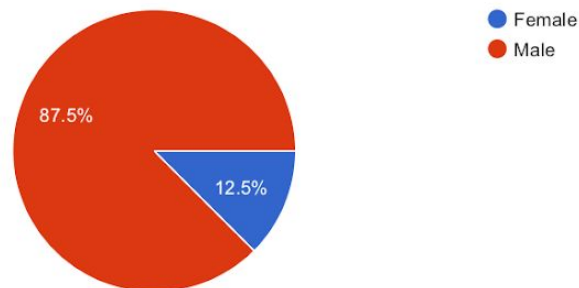
<https://yamap.com/>

Survey on outdoor activities

This is a survey that conduct with people in the class in order to know people's habits of doing outdoor activities, things they find hard to do or plan for outdoor activities. After this, I will get a clearer image on what functions or contents the mobile app should include based on people's desire.

Gender

8 responses



What outdoor activities you have done in the past or wish to do in the future?
(ex. camping, hiking, biking, paddling)

8 responses

- Camping, hiking
- Camping and paddling
- Soccer, Running, Camping, Scuba Diving
- Backpacking
- hiking, rafting, camping, biking
- playing badminton
- Running and biking
- biking

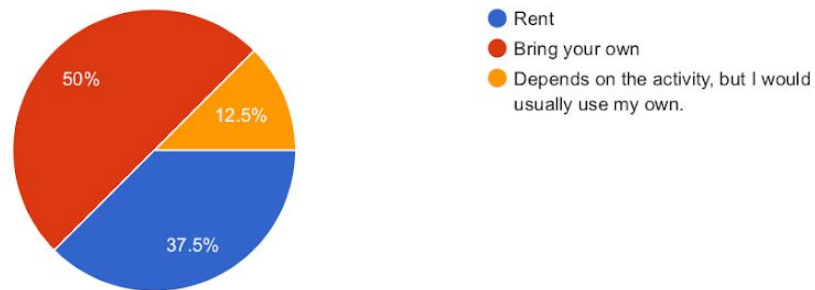
How often do you participate in outdoor activities? (ex. once a week)

8 responses

- Almost never
- Once or twice a summer
- a few times a month
- Once a month
- 5 times a week
- once per week
- Couple times a week
- twice a week

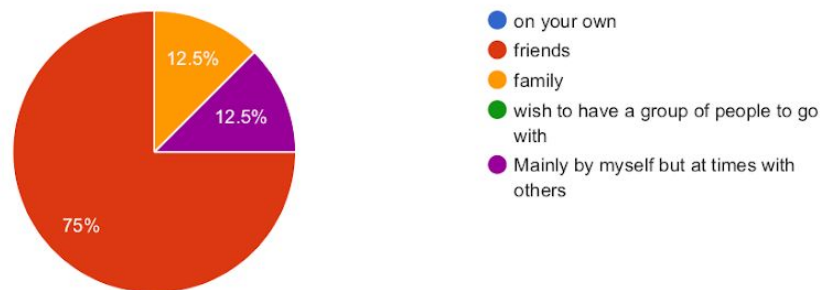
Do you usually rent equipments for outdoor activities or bring your own?

8 responses



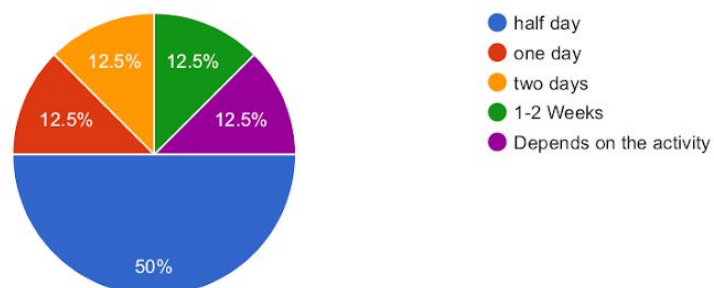
Do you do outdoor activities on your own or with friends/family?

8 responses



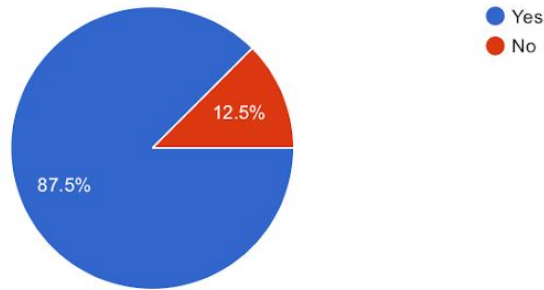
How long do you want the outdoor activity be?

8 responses



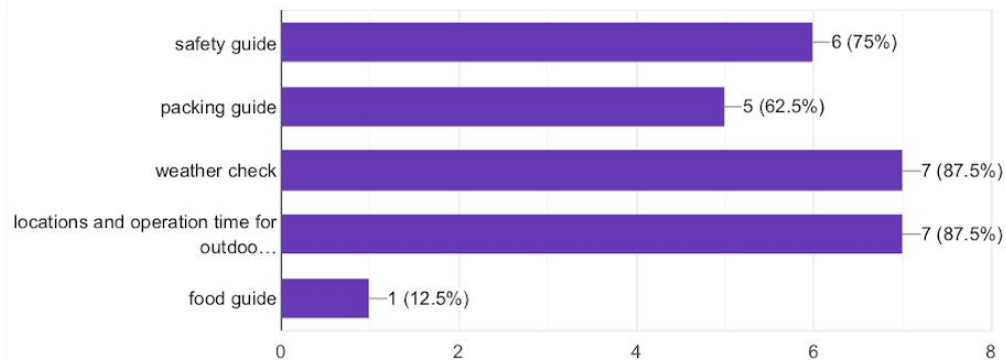
Would you like to have transportation to the area for outdoor activity?

8 responses



To prepare for doing outdoor activities, what guide or function you like to have?

8 responses



If you try to prepare for an outdoor activity, what part(s) is troublesome to you and wish having someone to do that for you?

5 responses

The troublesome part is figuring out where to go

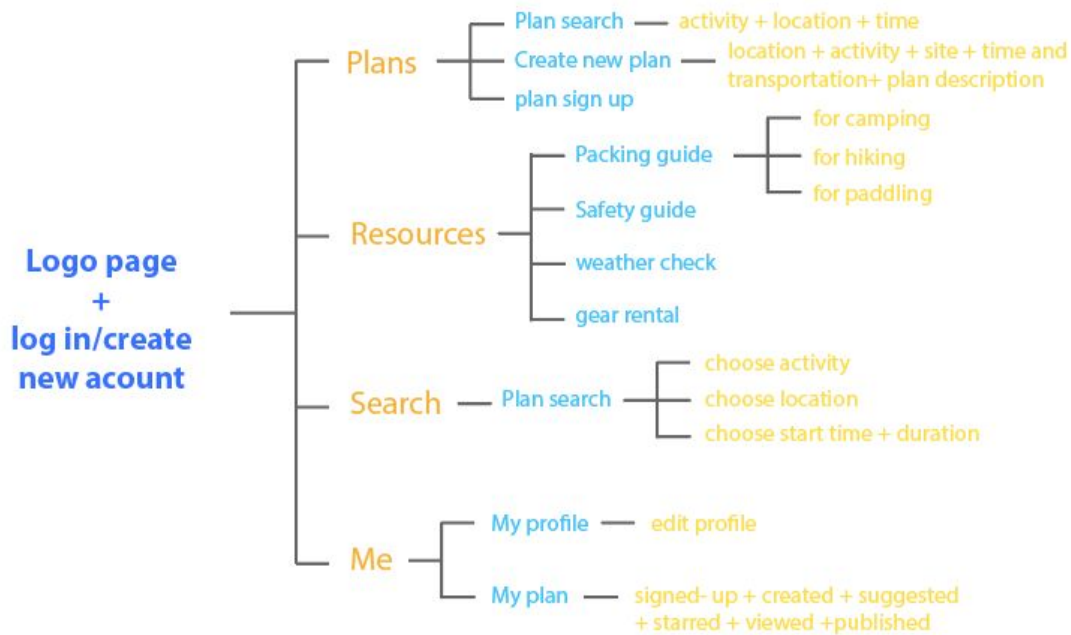
The planning phase is troublesome

Preparing the gear or what's needed

Weather

List of out door activities I can do

Information Architecture



Personas & Empathy maps

MIKE



AGE: 20

OCCUPATION:
College Student (Junior)

STATUS: Single

LOCATION: Champaign, IL

FREQUENCY of doing outdoor activities



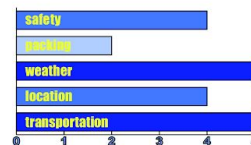
GOALS on outdoor activities

- Experience different kinds of aquatic activities
- Explore different kayaking routes
- Make friends that are also passionate about paddling

FRUSTRATIONS

- Not having a car to go to outdoor activity sites
- Difficult to gather a group, due to different schedules
- Have trouble figuring out places for outdoor events

IMPORTANCE of guide/-service in planning



BIO: Mike is a college student in his junior year. He is really into doing various of outdoor activities and he loves paddling. He is usually the organizer for outdoor events like kayaking and standup paddling. Coming into his Junior year, course works become much heavier for him and he hopes to receive help in event planning, especially for the transportation and location of activity.

BEN



AGE: 25

OCCUPATION:
Material Engineer

STATUS: Single

LOCATION: Chicago, IL

FREQUENCY of doing outdoor activities



GOALS on outdoor activities

- Relax physically and mentally from intense work
- Know experienced people on doing outdoor activities
- Discover bike/hike routes with beautiful scenery

FRUSTRATIONS

- Beginner in biking, hard to fit in experienced group
- Busy schedule on work such as working on weekends
- Not familiar with most outdoor activities

IMPORTANCE of guide/-service in planning



BIO: Ben is a Material Engineer, he has a busy working schedule. He doesn't do outdoor activities often, like once in 2 weeks, but hope to increase the time of going outdoor to embrace nature. He has very little experience in planning outdoor events and choosing what activity to do. He just bought some biking gears and hope to develop his biking skills, then he can bike on routes that have beautiful sceneries with couple of his friends.

EMMA



AGE: 29

OCCUPATION:
Housewife

STATUS: Married with 2 children

LOCATION: San Diego, CA

FREQUENCY of doing outdoor activities



GOALS on outdoor activities

- To help children learn life skills or knowledge from nature
- To have special family time
- To improve physical health of the family

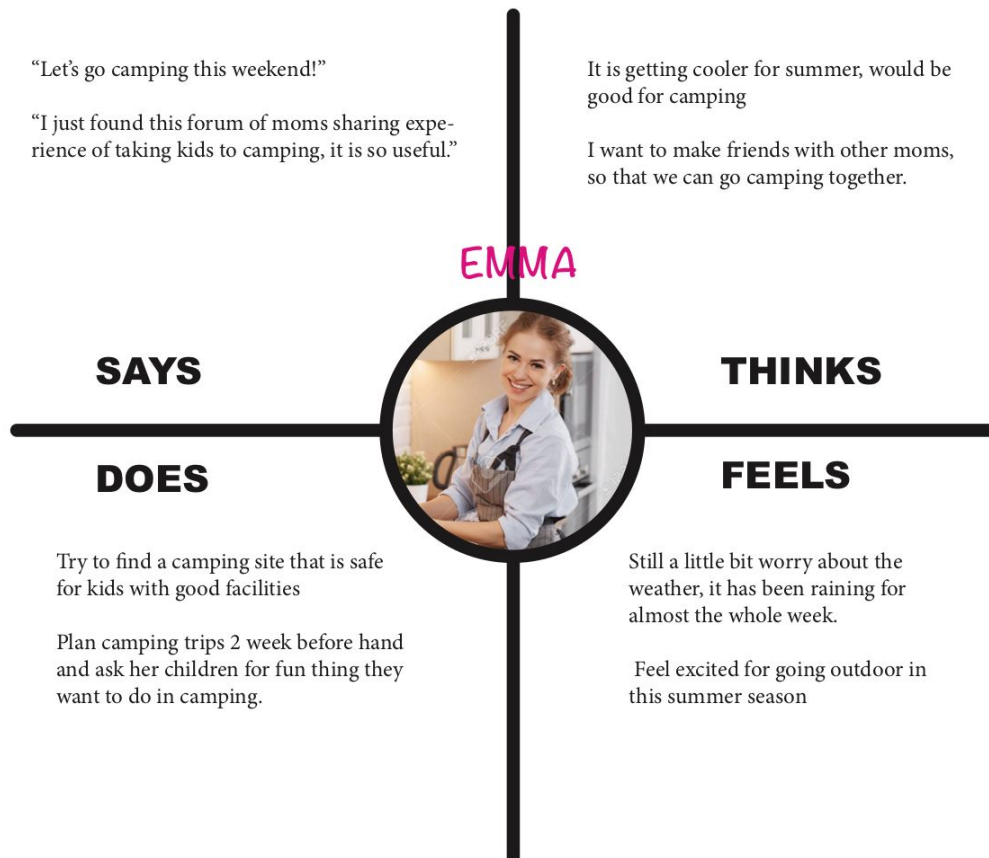
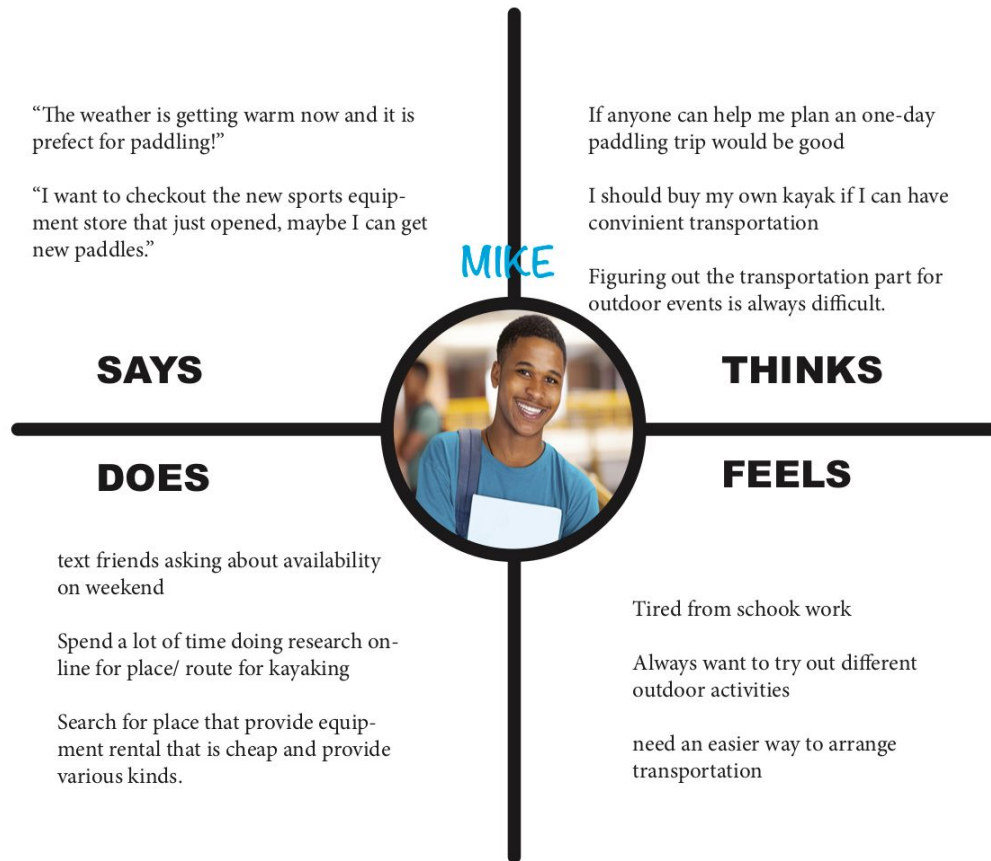
FRUSTRATIONS

- Safety concerns on activity sites
- Not knowing suitable locations for camping
- hard to book camp sites at camping seasons

IMPORTANCE of guide/-service in planning



BIO: Emma is a Housewife that has 2 children, one in grade 2 and one in preschool. She really likes to plan outdoor events for her children, because she believes things children learn in the nature are not taught at school. She often has issues with safety concerns and weather outdoor, if there are suggestions on different outdoor activities or locations provided for her would be even better.

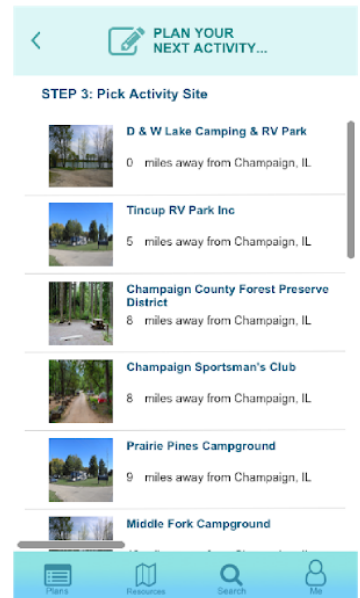
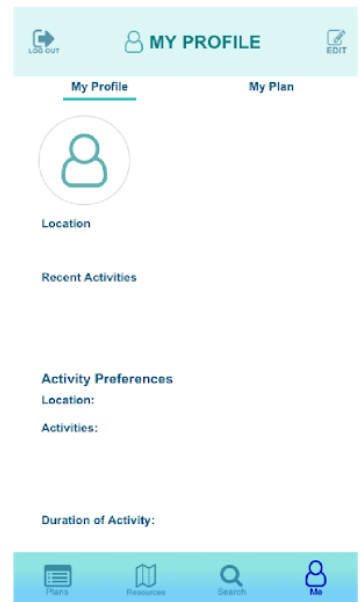
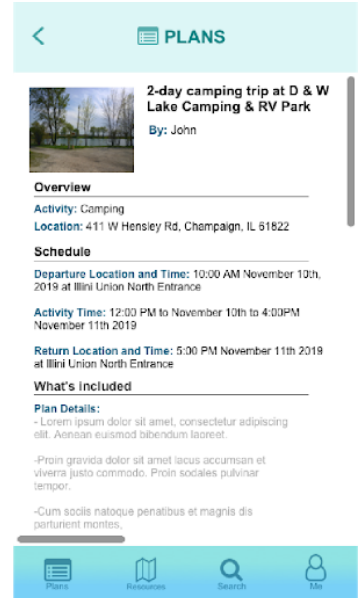
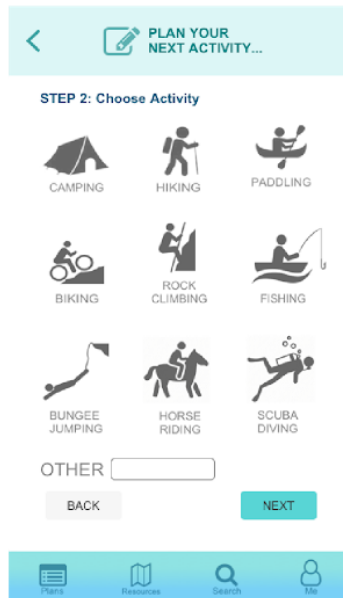
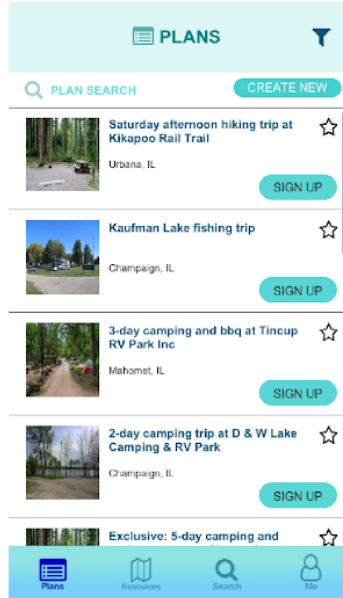
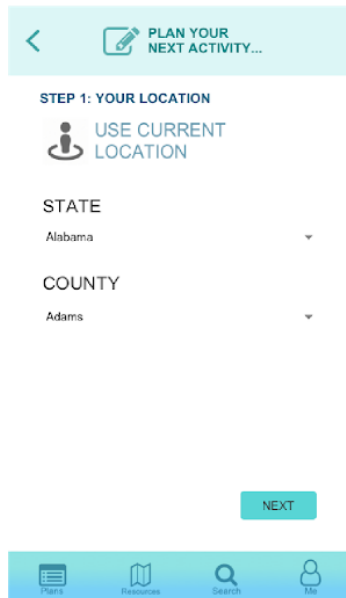
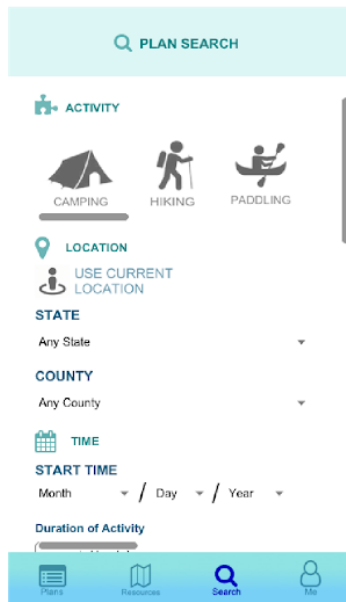
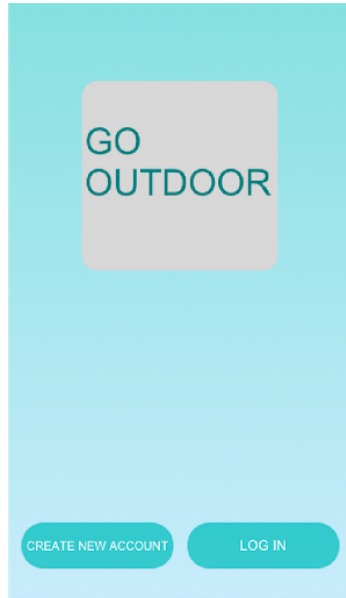




Low fidelity prototype (POP)



High fidelity prototype (AXURE)



User study

The user study is to give tasks for potential users to use the application and gather the users' experience to do analysis of the application, then make improvement on the application.

In this user study, I gathered 6 students on UIUC campus aged from 19 to 30 to conduct the user test. Before the study, consent/information forms were sent out for participants to review.

Forms & Documents

The following forms and documents are created to be used for the user study based on my application.

- Informed Consent Form
- Personal Information
- Tasks
- Tasks Completion Analysis
- System Usability Scale
- Feedback survey

User study data & charts

User study results from 6 participants organized by each forms they filled out, numbers indicate how many participants select that choice.

Personal Information

Participant # _____

1. What is your age?

18-21 (4)

22-24

25-27 (1)

28-30 (1)

2. Gender

Male (1)

Female (5)

3. How often do you do outdoor activities?

Everyday (1)

1-3 times a week (4)

Once a month

Never

Over 5 times a week

Once in 2 weeks

Less than once a month (1)

4. Do you plan for outdoor activities or any other people plan for you?

Plan by myself (5)

Plan by friends (2)

Other:

Plan by family

Search for plans online

5. On average, how much time you spend to plan an outdoor activity?

Don't need to plan (1)

1-3 days (1)

Never plan before (1)

A few hours on the day before(2)

More than 3 days (1)

Tasks

1. Log in (username: outdoor123 ; password: outdoor321)
2. Search 2-day camping trip plans near Champaign, IL and sign up.
3. Create a new plan for camping near Champaign, IL and publish it
4. Find the packing information for paddling
5. Edit My Profile
6. Log out

Task completion analysis

Participant # _____

Task(s) (Enter a brief description for each task)	Success 0=not completed 1=completed with difficulty or help 2=Easily completed	Time to complete	Number of Errors	Notes/ observations
1 Log in	2 (6)			Easy to complete
2 Search camping trip plans	1 (2) 2 (4)		.	Someone could not find the search tap on menu bar/on plan page should make the indication more obvious People often ignore the choosing activity part. Make it more obvious Couldn't use current location

3 Create a new plan for camping	1 (4) 2 (2)			<p>AM/PM selection don't appear in the final plan sometimes (have to click it)</p> <p>In choosing activity site step, some people would click the site and forget to scroll down to click "NEXT" for next step (do something to indicate that)</p>
4 Find the packing for paddling	1 (2) 2 (4)			<p>The wording of this task should be changed to "packing guide for paddling"</p> <p>Participants need reminders to check the menu bar for the "resource" option</p>
5 Edit My Profile	1 (1) 2 (5)			<p>Couldn't use "current location"</p>

6 Log out	2 (6)			Easy to complete
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4. What is your opinion about visual layout in the application?

Very unorganized and ugly

Somewhat organized (1)

Organized (4)

Very organized and visually pleasing (1)

5. What is your opinion about interactions in the application?

No indication on where to click, very hard to find what I want

Some indications on where to click, kind of complicated to find things

Enough indications, but sometimes I still need help to find things (4)

Good amount of indications, find what I want in less than 3 clicks (2)

**6. Is there a part of the application that is especially unclear for you/confuse you?
Please indicate the part.**

Packing information

What signing up for a plan dose. Does it connect with other outdoor activity takers?

7. Are there any comments/feedback on helping improve this application?

Add feature where you can share plan with friends, or add how many people are going to the trip

I think I need a guide slide at the start when I first use this app

Improve spacing, current location

A map on search

Check reviews, link to TripAdvisor to check feedback

Booking campsite function

Suggestions on kids friendly places, playground for kids

Change the name of the app

Place for users of the app to interact with each other to meet there or ask questions about the site/plan

System Usability Scale (SUS)

Participant # _____

Strongly disagree

Strongly agree

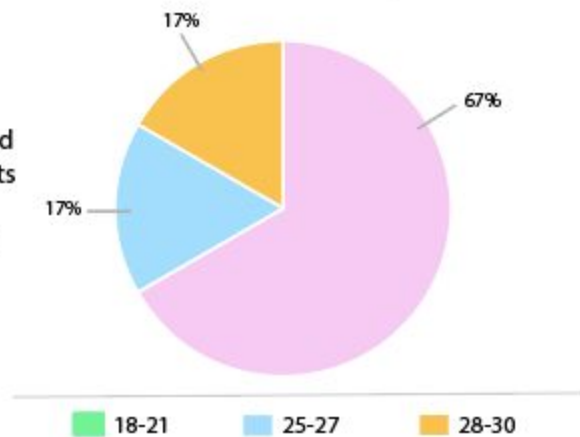
1 2 3 4 5

1	I think that I would like to use this system frequently.	1		4	1	
2	I found the system unnecessarily complex.	4	1	1		
3	I thought the system was easy to use.			2		4
4	I think that I would need the support of a technical person to be able to use this system.	2	1	2	1	
5	I found the various functions in this system were well integrated.			1	3	2
6	I thought there was too much inconsistency in this system.	4	2			
7	I would imagine that most people would learn to use this system very quickly.				3	3
8	I found the system very cumbersome to use.	3	3			
9	I felt very confident using the system.			1	3	2
10	I needed to learn a lot of things before I could get going with this system.	5	1			

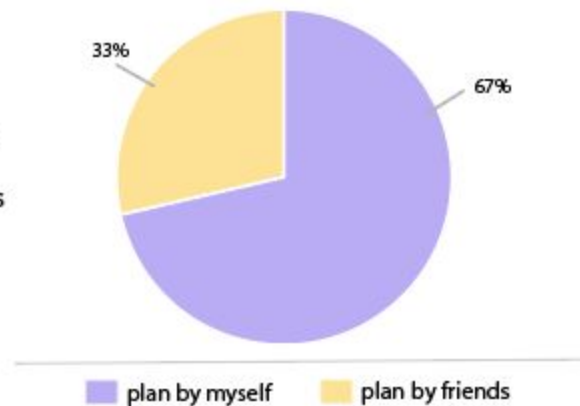
Source: Brooke, J. (1996). SUS-A quick and dirty usability scale. Usability evaluation in industry, 189(194), 4-7.

After conducting the user study, pie charts are used to collect and analyze some essential data from the study.

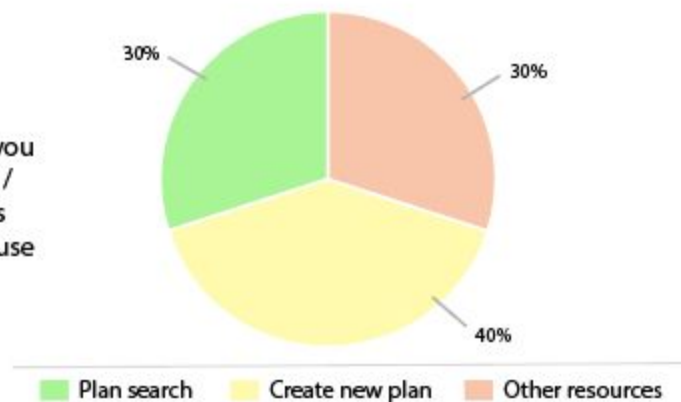
- There are 6 participants participated in the user study, they are all students in UIUC campus, 5 of them were female and 1 of them was male. The age range is from 19 to 30.



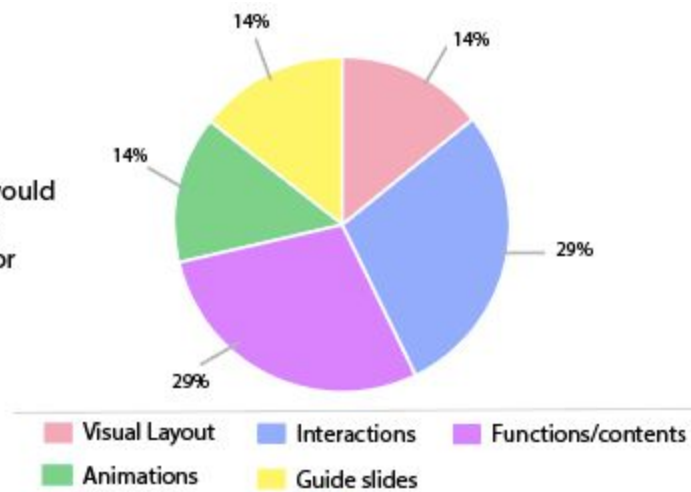
Do you plan for outdoor activities or any other people plan for you? By myself / family/ friends / search plans online?



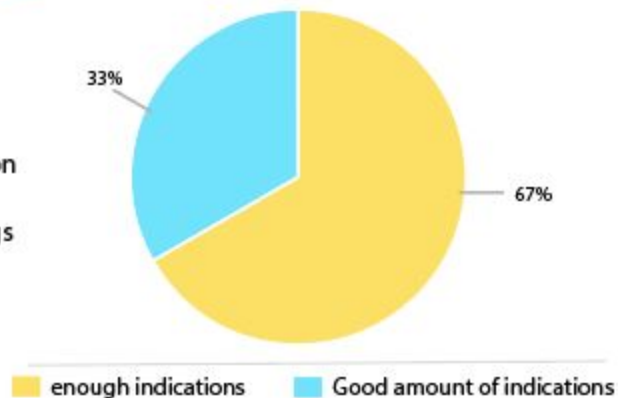
Which part(s) of the application you would use the most? Plan search / create new plan / other resources (packing, safety etc. / would not use at all?



What part(s) of application you would like see improvements on? Visual layout / Interactions / Functions or contents/ Animations?



What is your opinion about interactions in the application? No indication and very hard to find things to good amount of indications and find things within 3 clicks?



Analyzing & Reflection

- Try to change a little on spacing and improve interface
 - To make the app not look compacted
- Add guide slides for new users
 - Sometimes, it is a little difficult for users to navigate all the functions in a short time.
 - Like finding the packing guide
- Provide communication platform after sign up
 - It would be helpful to communicate with travellers in group and the organizer
- Provide a link to check the reviews of the outdoor activity place
 - Easier to decide which place to go

Revised prototype

