Designing for Outdoor Engagement

UX Design Report & Interactive Prototype

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TOTAGO
Turn Off the App Go Outside

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Executive Summary

TOTAGO is an outdoor adventure application that currently lacks adequate functionality to track outdoor activity completion rates amongst users. To solve this, our team developed a tracking functionality to be implemented within TOTAGO's current user experience. Our project was uniquely restrained by the company's mission ("Turn Off the App, Get Outside"), requiring our solution to promote user engagement outside while also maintaining offline capabilities. The solution we developed is a retroactive logging feature that allows users to log and share their outdoor activity, in addition to a feature allowing users to create, view, and assess their outdoor goals. We developed this solution after reviewing survey data provided by the client and conducting user and non-user interviews to understand our user needs and desires which led us to craft specific design requirements to ensure the stakeholder needs were met. Furthermore, our solution underwent multiple design iterations; throughout our process, we received feedback from our client to simplify the solution to deliver an MVP. The final design we created meets the requirements specified through our research, adheres to our client's needs, and helps solve TOTAGO's problem of tracking its users' activity. In this report, we will go into further detail on our approach and solution as well as provide important background information on the project.

Project Background & Goals

Project Background

Our project is to create a design solution that tracks activity completion rates to see if users are actually getting outside and completing activities. As of now, TOTAGO offers users a variety of outdoor adventures, transit options and trail paths. However, their application currently lacks adequate functionality to track hike completion rates amongst users. Our goal is to implement a design solution that tracks completion rates in a way that does not contradict TOTAGO's mission to get people off their devices and appreciate the outdoors.

Currently, TOTAGO uses multiple data-tracking methods to assess completion rates. MixPanel is used for funnel tracking and counting the number of clicks on links and buttons. Funnel tracking is the number of steps a user takes while viewing certain activities. TOTAGO views the greater number of steps in the funnel as an indicator of

completion. Additionally, TOTAGO views the "plan trip," "go," "save," and "download" buttons as indicators of completion. We found these methods cannot be concrete indicators of completion because there are many use situations where users do not complete the intended activity. Additionally, TOTAGO has no user research data that could outline or justify these habits as markers of completion. TOTAGO is implementing its software onto white-label partners' interface which creates a variation in user experience across a network of apps. Therefore, TOTAGO may not always be able to track completion rates and inform white-label partners on the effectiveness of their service.

Project Goals

In taking into account the stakeholder requirements, as specified by our client, we have produced the following overarching goals for our project:

1. **Balance the app's functionality while supporting the company's mission of turning off the app.**

   TOTAGO, otherwise known as "Turn Off the App, Go Outside," promotes disengaging from technology in order to engage further with the outdoors. Our client communicated a clear desire for a design solution that minimizes user activity within the actual application, instead prompting users to explore outdoor recreation. Our job is to balance designing a functional solution with high utility and the organization's motivation to get its users off the app.

2. **Develop a function for TOTAGO to track user completion rates across all platforms and experiences.**

   In order to appeal to white labels and business partners, TOTAGO tracks data to prove user engagement. However, there is a lack of clarity regarding if users are actually engaging in the activities they view on TOTAGO's platform. Having this data would give insight into TOTAGO's success of getting their users outside and off their phones to support public transit and local parks. Additionally, this data would support TOTAGO's business plan of allowing destinations of interest to promote themselves through the app.

3. **Improve the accuracy of TOTAGO's data tracking.**

   For this project, we'd like to improve TOTAGO's data tracking by implementing a feature that will allow TOTAGO to track or gather data on whether or not users are completing the hikes they plan within the app. Currently, TOTAGO

has no way of answering this question, and is forced to make assumptions based on user behaviors they predict indicate completion of the planned outdoor activity within the app. This solution would help them obtain more accurate data.

4. **Create an accurate profile of TOTAGO's users.**

   To design a solution for TOTAGO users, we must first gain an accurate and comprehensive understanding of who the TOTAGO user is. Through our research, we hope to capture users' attitudes, behaviors, experiences, and emotions with regard to their use of the TOTAGO application. In acquiring such a user profile, we will be able to tailor our design solution to the user's needs and create relevant, guiding UX requirements to ensure we are designing for the end user.

5. **Improve TOTAGO's understanding of user habits and behaviors.**

   One of the main concerns of the client is their limited knowledge regarding how users utilize their product to actually complete hikes. We have been tasked with designing a solution that captures data that can inform our client of users' end behaviors. Through designing a tracking solution, we hope to increase our client's comprehension of their users' journeys, from start to finish, within the TOTAGO application.

Research Methodology

Research Questions

The culmination of both the project goals and research goals was instrumental in setting the foundation of our project. Our research questions served as the guiding principle for our overall efforts in uncovering the user needs and UX requirements necessary for our project:

1. **How do current and potential users feel about the integration of technology into their outdoor experiences?**

   Answering this question helped us to understand how we can implement a tracking solution that aligns with users' and potential users' current lifestyle and attitudes towards integrating technology into their outdoor experiences.

Additionally, it uncovered ways subjects are already integrating technology into that space.

2. **How are TOTAGO users currently tracking their completed outdoor experiences via the application, if at all?**

Here, we wanted to identify users' desire for activity tracking and potential pain points that may come about while tracking activities. Understanding these needs helped us develop a method for tracking that is best suited for current users' habits while ensuring TOTAGO's interface remains noninvasive with added benefits.

3. **What value do users derive from tracking their activity within the application?**

Answering this question provided insight into the attitudes users hold toward activity tracking, as well as the value users place upon that specific functionality. Our client emphasized the importance of uncovering these attitudes, as they helped inform the decision of whether the implementation of tracking functionality within the TOTAGO application is beneficial to the organization's goals.

Methodologies

I. **Competitive Analysis**

Our research began during the Fall semester, as we conducted a competitive analysis that helped us better understand TOTAGO's main competitors, providing insight into the space TOTAGO serves. The competitive analysis aimed to answer our research questions regarding how users currently track and integrate technology into their outdoor experiences. Although we are ultimately interested in how *TOTAGO users* accomplish this task, by thoroughly examining features of competitors' applications, we gained knowledge about the greater user base -- outdoor adventurers -- as a whole. We conducted a standard feature analysis, comparing TOTAGO against seven of its direct and indirect competitors, across twenty-eight assessment criterias and feature categories (see Appendix). The competitors featured in our analysis were specified by TOTAGO's CEO, Adrian Laurenzi. Our team created the comparison criteria; keeping in mind the project's focus on tracking outdoor engagement, we made sure to include features relevant to logging outdoor activity. Other notable assessment criteria included: social integration,

trail features -- such as ratings, photos, filters, weather conditions, and the ability to save or download a trail -- and internal vs. third-party transit directions. Analyzing TOTAGO's activity tracking methods against its competitors enabled us to largely accomplish our research goal of collecting data regarding how users interact with technology and smart devices for outdoor activities.

II.   Heuristic Evaluation

We performed a heuristic evaluation of the TOTAGO application. The first phase of the evaluation focused on the mobile application, while the second focused on the desktop site. Our heuristic evaluation encompasses the entire application and its functionality; however, we dedicated greater attention to evaluating TOTAGO's tracking functionality, in order to adhere to our project goals. We also specifically looked for consistency in standard, menu mapping, error prevention, and overall design to complete the heuristics evaluation. The evaluation enabled our team to identify problems and patterns within TOTAGO's application, as well as answer the research question: how are TOTAGO users currently tracking their completed outdoor experiences via the application, if at all? Using Nielsen's ten heuristics for user interface design, as well as additional heuristics generated to evaluate TOTAGO's existing tracking functionality, we measured the usability, utility, and aesthetic appeal of the current TOTAGO system design. We created a Venn Diagram to compare our web and mobile evaluations, and find similarities between the two analyses.
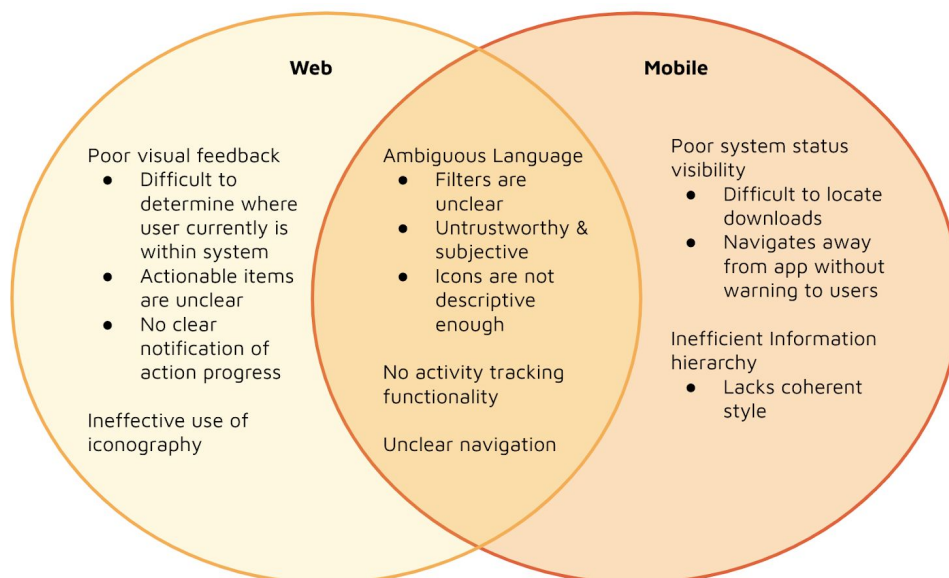
Heuristic Evaluation Venn Diagram

III. Survey Data

Next, we analyzed the information TOTAGO had already collected about its users using an affinity diagram. The client has made available to us survey data collected largely in 2016 (the survey questions have been included in the Appendix). There are five surveys and each one encompasses a specific aspect of the user experience. Pulling data and notable quotes from user feedback surveys, we decided to sort this information using an affinity diagram, in order to best identify patterns and general attitudes TOTAGO users have.
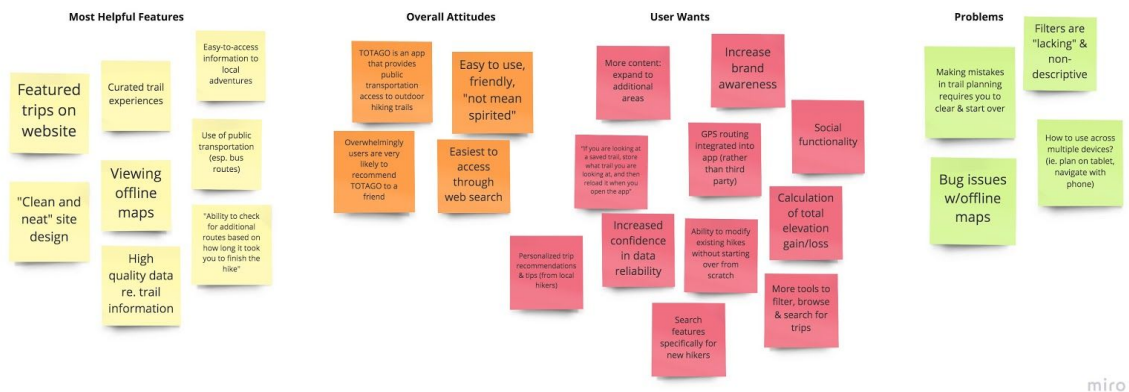

Survey Data Affinity Diagram

IV. User Interviews

Conducting interviews with both current and potential users was potentially the most important phase of our research. We created two interview scripts -- for current and non-users -- aimed at answering our three central research questions. The current-user script seeks to accomplish two of our research goals: determine what users value most as part of the outdoor experience, and understand how users currently track their outdoor progress. Our recruitment strategy for current TOTAGO users involved reaching out to contacts provided to us by the client. On the other hand, the non-user script focuses more on determining attitudes held toward the integration of technology into outdoor experiences, as well as how users interact with technology and smart devices while participating in outdoor activities. We recruited non-users by reaching out to University of Michigan students in outdoor activities clubs, such as the Outdoor Club at Ross and the Michigan Backpacking Club, as well as MeetUp groups within the larger Ann Arbor community. We leveraged monetary incentives in an effort to encourage

interview participation, motivating potential respondents with the opportunity to win a $15 Amazon gift card. To approach and analyze the data gathered from our interviews, we used an empathy map to help us identify common feelings/themes amongst users.
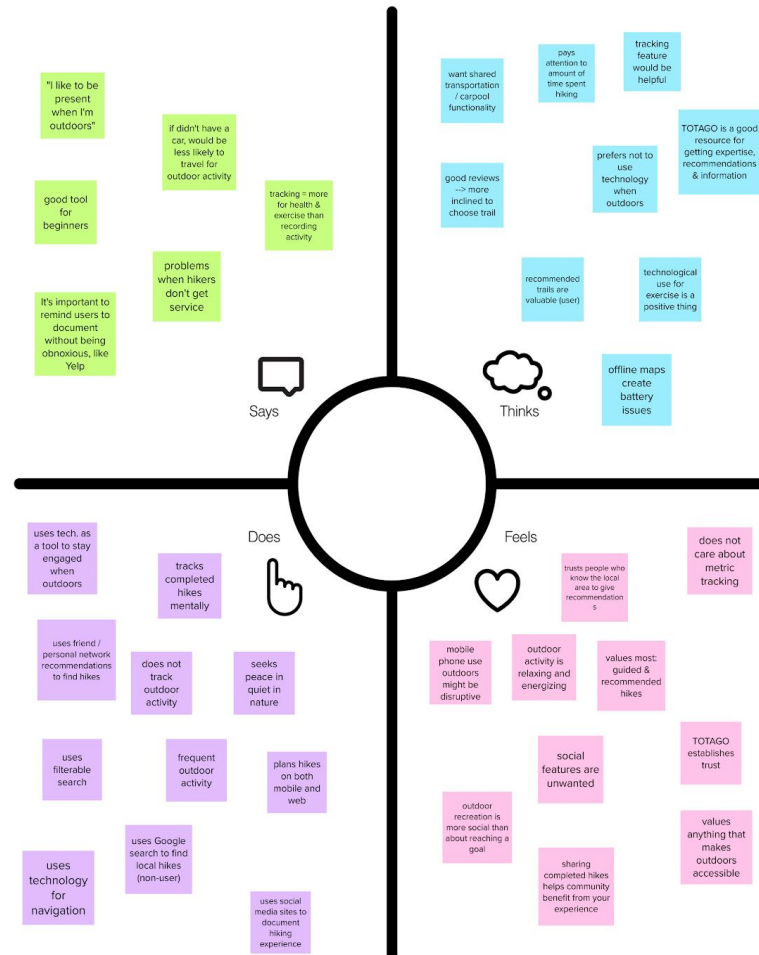
User & Non-User Interviews Empathy Map

Key Results

I.   TOTAGO's Most Valued Features

Our research identified TOTAGO's strongest features, as valued by users. These features include: offline access to trail information, curated trail experiences, detailed mappings of trailheads, and public transportation information. These features are unique to TOTAGO's interface, set TOTAGO apart from its competitors, and encourage returning users. Therefore, it is

important moving forward to consider these features as user requirements, so our design solution supports and does interfere with their functionality.

    A. Offline Access to trail information

In the Early Adopters Feedback Survey (2016), 100 percent of participants noted this feature was their favorite part of the app. This pattern repeated itself in the React Native App Feedback - TOTAGO and Partner Apps Survey, as well. Furthermore, Participant 3 of the User Interviews explained access to offline trails was one of the leading reasons why they downloaded TOTAGO. Only 50 percent of TOTAGO's competitors offer access to offline maps.

    B. Curated Trail Experiences

Two out of the three TOTAGO users we interviewed favorably mentioned the curated trail experiences. Participant 1 appreciated that recommended trails were evaluated according to fitness levels and expectations, offering a "personality profile" of the hiker. Participant 2 mentioned the importance of recommended or curated hikes. They believe as a beginner it can be difficult to understand what type of hikes are a good fit for everyone.

    C. Access to Public Transit

One-hundred percent of respondents to the *User Feedback Survey (2016)* described TOTAGO in some way related to their public transportation navigation feature. Similarly, respondents found information regarding public transportation "easily accessible." Our user interviews echoed such attitudes; Participant 3 noted appreciation for TOTAGO's route planning option that incorporates their local public transportation system and expressed desire to utilize that specific functionality.

II. **Use and interest in social features**

The mention of social features came up frequently throughout our research. Social functionality within and outside of the TOTAGO application were used by participants as a way to document hikes and trail information. Both TOTAGO users and non-users discussed their use of social functionality when planning outdoor activities. Participant 2, a TOTAGO user, noted that "many people in the area like to meet up with fellow hikers," and use outdoor-oriented applications such as TOTAGO to do so. Beyond the TOTAGO app, both Participant 3, a user, and Participant 4, a non-user, primarily rely on

their social networks to generate recommendations for outdoor experiences. Furthermore, participants relied on social sharing to provide information to their local hiking communities. With functionality like check-ins, reviews, and photo sharing, respondents felt positively about using social functionality to contribute to or "strengthen their communities."

III. **User attitudes toward activity tracking**

The user attitudes we uncovered regarding the idea of tracking one's outdoor activity were mixed, but provided valuable insight for our overall project goal. We found that, of the TOTAGO users interviewed, one-hundred percent do not currently track their activity, and demonstrated an overall lack of interest in functionality like activity logging. However, we identified attitudes of willingness to engage in tracking within the app. For example, Participant 1 regards the feature as "helpful to a community," and realizes the potential to benefit from both sharing their own experiences, as well as gaining exposure to that of their community. Furthermore, Participant 1 feels that "TOTAGO does a good job of establishing trust," and that this fact could influence a change in their attitude toward activity tracking.

Across our non-user interviews, we found that participants hold a desire to obtain hiking metrics that tracking would provide, but do not currently engage in tracking themselves. Participant 4 expressed interest in tracking when working towards the goal of losing weight, in order to obtain accurate feedback regarding their activity. However, when engaging in outdoor activity recreationally, we found non-users to be overall disinterested in tracking their experiences and reluctant to participate in tracking behaviors.

User Personas

Primary Persona

Goals

+ To track his past hikes and related metrics in order to improve his ability to set future hiking goals

+ Find suggestions for hikes that are within his typical difficulty range and align with his fitness goals

Motivations

+ Get outside to take a break from the world and the pressures of being constantly connected

+ Live responsibly and ecologically-friendly

Frustrations

+ Finds it difficult to track his hikes without draining his battery

+ Wants to avoid social media but still be able to easily share his hiking experiences with other hikers who are interested

Andrew Levere

34 years old
Boulder, Colorado
Expertise: Advanced

Our primary persona is an advanced hiker who desires to improve his hiking skills, rather than get assistance in navigating outdoor activities.

- His first goal of tracking his past hikes and associated data is supported by users' desires to receive their calculated mileage and total elevation, as cited in our survey data affinity diagram.
- We found, through our interviews, that users overwhelmingly value the curated trail recommendations TOTAGO makes; therefore, his second main goal is to receive such suggestions according to his typical difficulty range.
- His motivations echo attitudes users expressed in user surveys, as demonstrated in our affinity diagram: mainly, appreciation for TOTAGO's emphasis on public transportation and turning off the app to get outside.
- His frustrations draw from the pain points we identified through our user interviews. First, multiple users expressed that their desire to obtain hiking metrics mobily was often obscured by limitations regarding their device's battery life. Next, amongst interviewees who did not feel favorably about social media, we found a desire to still be able to share experiences with friends, family, and other hikers.

Secondary Personas

I. Secondary Persona 1

Goals

+ Plan an outdoor activity for an upcoming trip to Ann Arbor

+ Find the best local hiking spots and explore a new city

+ Meet other hikers on her adventure

Motivations

+ Explore the outdoors throughout her travels across the country

Frustrations

+ Lacks knowledge of Ann Arbor and its outdoor opportunities

+ Difficult to get to hikes in unfamiliar areas without an understanding of public transportation

Stacy Vu

21 years old
Los Angeles, CA
Expertise: Unfamiliar

Our first secondary persona is a visiting hiker, unfamiliar with the local outdoor opportunities but eager to engage in outdoor recreation in a new city. This classification was emphasized by our client as an important edge case to consider.

- Her goal of accessing local outdoor opportunities reflects desires expressed by multiple interview participants to utilize outdoor recreation as a method of connecting and engaging with their local communities.
- Furthermore, her goals and motivations are also supported by attitudes we uncovered amongst our non-user interviewees, such as a desire to find new outdoor activities within their local areas.
- Her frustrations are drawn from pain points we identified within our interviews and survey data analysis. Users and non-users cited difficulties accessing trail heads without an understanding of public transportation, if driving was not an available option. Furthermore, we found throughout our interviews that one of the main impediments preventing users and non-users from exploring outdoor opportunities was a lack of knowledge of the local landscape.

II.   Secondary Persona 2

Goals

+ Plan an outdoor activity to engage in with friends and family

+ Find suggestions for outdoor opportunities that will align with her level of experience and desired difficulty

Motivations

+ Become an advanced hiker and be able to plan hiking trips independently

Frustrations

+ Difficult to share hiking and other outdoor activity information with her family

+ Feels uncomfortable with planning an outdoor recreational activity on her own

Bethany Smith

55 years old
Vancouver, WA
Expertise: Beginner

Our second secondary persona is a beginner hiker that prefers to stay within her local area. Because of her beginner status, she may utilize the app to navigate in addition to planning and sharing her hikes.

- Her first goal, and first pain point, echo user desires expressed throughout our research for the addition of a social integration into the TOTAGO app to enable sharing of trail information with users' personal networks.
- Her motivation to advance her hiking skill and plan hikes independently reflect a common user desire, found across our survey data analysis and interviews, to use outdoor recreation planning tools like TOTAGO to enhance users' ability and confidence with engaging with outdoor recreation.
- Her first pain point echoes frustrations both users and non-users expressed in interviews with difficulty sharing hiking experiences and information with their close personal networks.
- Her second pain point is a key user attitude identified by our client as typical of beginner users. Our research concurred, as many users cited utilization of planning tools like TOTAGO to compensate for their discomfort with or lack of confidence in planning hiking activities on their own.

UX Requirements

Our research throughout this phase has enabled us to zero in on a set of succinct, yet comprehensive requirements for our design solution. We have organized our UX requirements into three priority levels.

I. **Priority I**

   Our design solution must enable activity tracking without requiring active technological use throughout the activity. This requirement was found to be important through our survey and interview research. Users and non users both mentioned the importance of needing offline capabilities within outdoor recreation apps and this was echoed through our survey analysis. This is important to both our advanced and beginner personas.

   Our tracking functionality should be designed to guide accurate user self-reporting. This is a client requirement in addition to being a requirement based on our user research. The client needs accurate information, and the user must also be supplied accurate information. Especially for advanced hikers who would rely on this information in order to improve their skills.

   Our design solution should enable users to easily document and review their past activity. Similar to the aforementioned requirement, this requirement should allow users to be able to easily document and review their past activity. Because, through our research, users mentioned a desire to see statistics related to their hikes / outdoor activities our solution needs to include those desires and also make it seamless for users.

II. **Priority II**

   Our design solution should promote user control & should not require user activity tracking if users wish to abstain. This is a client requirement that is meant to promote user control and align with the organizational values of getting off the app. Additionally, through our survey analysis and interviews, we discovered beginner hikers are less interested in tracking activity. Therefore, users should not be required to track activity.

   Our design solution should allow users to leverage their social network through the app. This requirement stems from primarily our interviews and survey data analysis. We have decided to include a social component because users have expressed that they typically find hikes and try new outdoor activities based on their network. In order to support this, we believe users should be able to leverage their social network.

III.   **Priority III**

>   ***Our tracking functionality must be able to be implemented across the mobile and web apps.*** Through primarily our user interviews, we realized that people typically plan or search for outdoor activities using web apps, and when they navigate or track hikes, they will utilize a mobile app. Therefore, TOTAGO's application must be able to cross platforms seamlessly.
>
>   ***Our tracking solution must maintain functionality when users are offline.*** Our research findings indicated that offline map capabilities, as well as access to databases on trail information, are features that complement the overall user experience. Since internet connectivity may be limited in trails, this is an important implementation requirement as it is in line with TOTAGO's broader goals of facilitating outdoor activities.

UX Design Process

Overview

Our team underwent three major design iterations over the course of the design phase. Initially, we brainstormed the features and functionality we wanted to include in our design; mainly, an activity tracking interface that enabled users to log specific outdoor experiences. We began designing by creating a low-fidelity prototype, which we used to conduct usability tests with users, as well as receive feedback from our client. After this primary round of validating our designs, we collaborated to create our final, high-fidelity prototype.

Early Ideas, Sketches & Wireframes

Our first iteration of design ideas centered around the implementation of two main functionalities: an activity log and tracking interface, and a social feed. We sought to create an interface that enables users to retroactively log their outdoor activity after its completion, and publish entries to a centralized TOTAGO social feed. The tracking functionality would consist of a User Self-Report screen, an Individual Entry Metrics page, an Activity Log, and an Activity Overview.

The User Self-Report interface (Figure 1) prompted users to manually enter trail information, such as the trail name, distance traveled, duration of activity, and difficulty, as well as personal photos and notes. To aid users in self-reporting, we had the idea to create a "Map Tracker," a tool that allowed users to calculate their

distance traveled by highlighting specific segments of a trail on the trail map (Figure 2). Similarly, we wanted to implement the same functionality with a "Note Tracker," enabling users to leave comments specific to individual points on a trail (Figure 3).
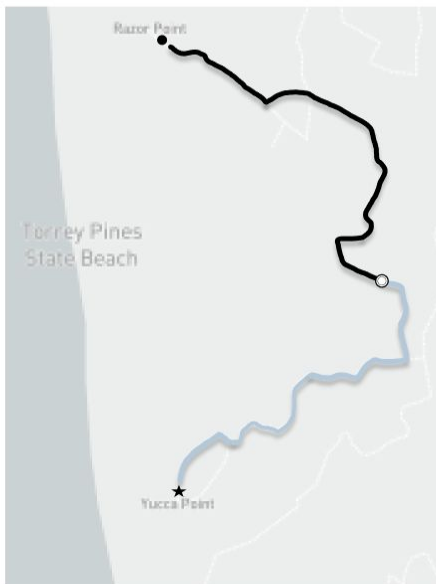

Figure 1: User Self-Reporting Interface

MAP TRACKER

Tap to pick your start point.
Drag the icon or tap your endpoint to
calculate your total distance traveled.

Razor Point

Torrey Pines
State Beach

Yucca Point

——— Trail Route   ▬▬▬ Distance Traveled

Route Distance: 12 miles

COMPLETED	20.00	miles ∨

Is this an Out-and-Back hike?

● Yes   ○ No

Done

Figure 2: Map Tracker

NOTE TRACKER

Tap to add comments along the trail.

Razor Point

Torrey Pines
State Beach

Yucca Point
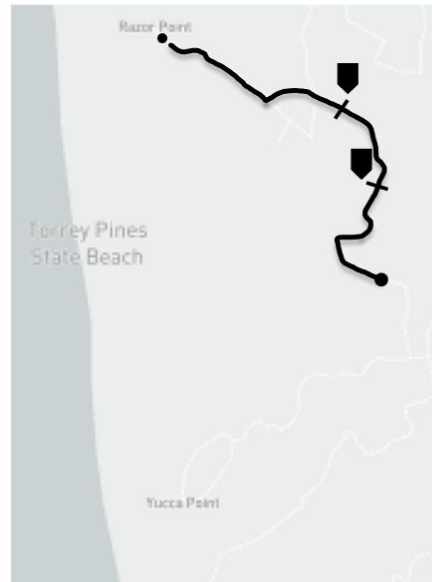
Notes:

▼ Trail Note at 3.80 miles
"This was a difficult hill!"

▼ Trail Note at 7.87 miles
"Saw a rattlesnake!"

Done

Figure 3: Note Tracker

Upon the completion of the User Self-Reporting interface, an Individual Entry Metrics screen would be displayed (Figure 4). This page would summarize the activity information, and would be saved as an entry within the user's Activity Log.

The Activity Log enables users to track their completed activities in one centralized location (Figure 5). The Log interface would display each activity entry, featuring a photo, trail name, distance, elevation, and difficulty. To access the entirety of the log entry information, users could click an entry and navigate to its Individual Entry

Metrics page. The Activity Log can be filtered by distance, elevation, difficulty, and date of entry, allowing users to easily sort and access their completed activities.
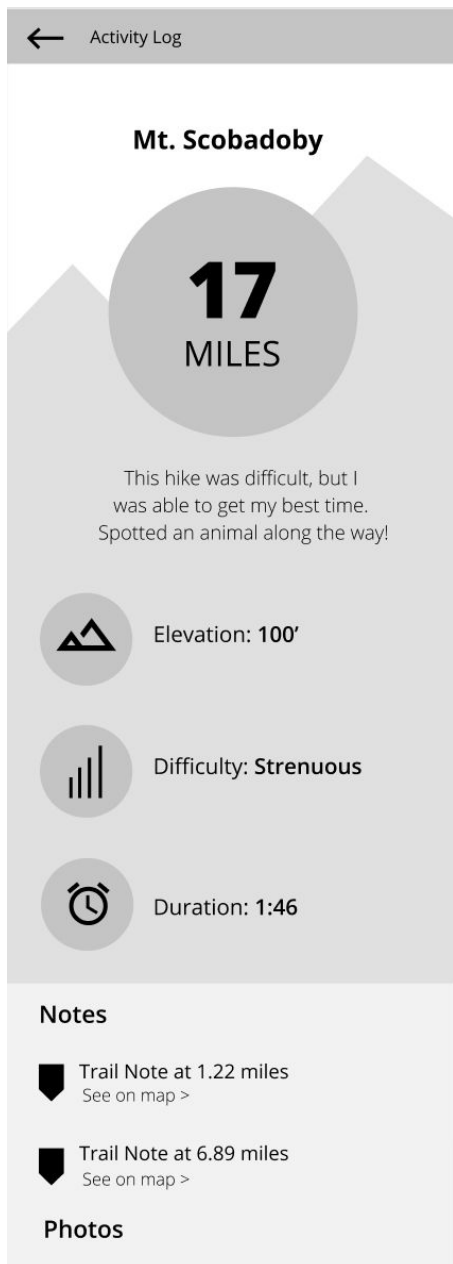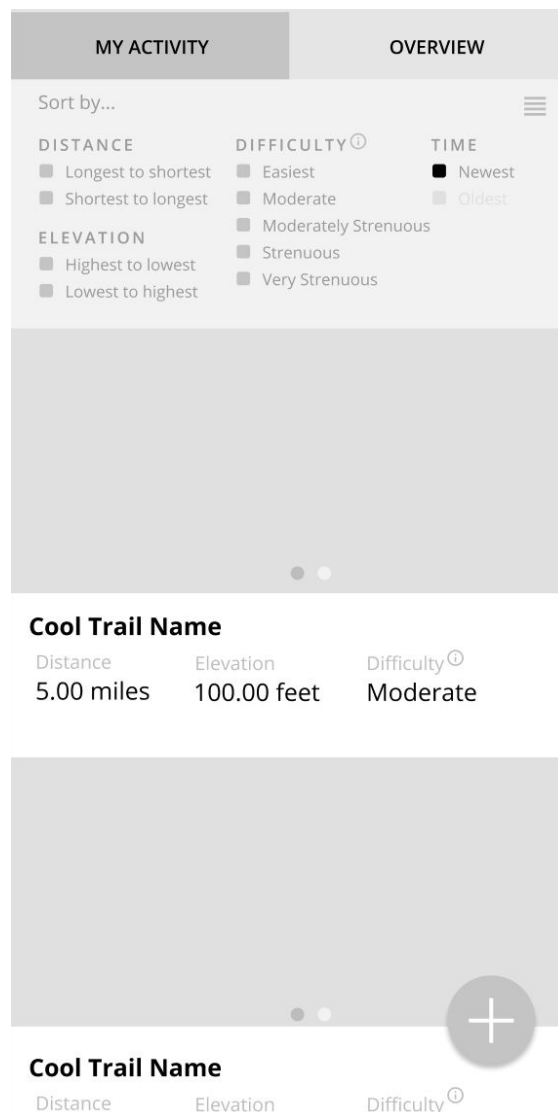

Figure 4: Individual Entry Metrics

Figure 5: Activity Log

The activity tracking solution would also feature an Activity Overview page, summarizing the activity logged within the app (Figure 6). The Overview would offer

users holistic metrics regarding their outdoor recreation, as well as enable users to set goals for completed distance, duration, elevation, and frequency.
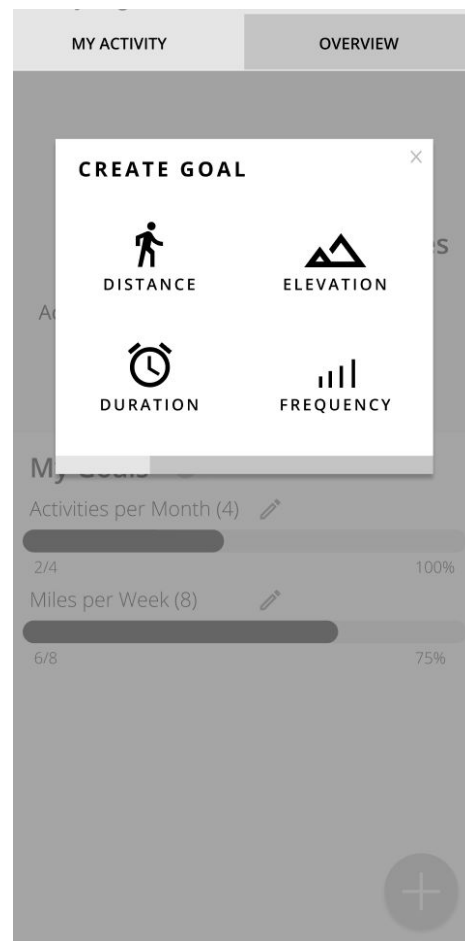
Figure 6: Activity Overview

Lastly, we had the idea to create a social feed to be implemented within the TOTAGO application (Figure 7). Using the same design as the Activity Log, the social feed would enable users to share their logged activities with other TOTAGO users. Users would simply toggle-on the "TOTAGO Feed" option under the "Share" subsection of the User Self-Reporting interface, and their log entry would be published.

Figure 7: Social Feed

User Testing Insights

After we created lo-fi sketches based on our design ideas, we decided to conduct usability testing in order to gain feedback for our next iteration. We created a user testing task list that asked participants to complete basic actions using our prototype, such as navigate to the Activity Log, log an activity, utilize the "Map Tracker," and so on. Each member of our team recruited one subject for our initial tests, resulting in four datasets from which we found common trends.

A majority of the participants we tested noted some level of confusion when distinguishing between the "My Activity" and "Overview" pages within the Activity Log, and determining which page they were currently on. The existence of the "+"

button to log an activity on both screens also contributed to this ambiguity. Furthermore, users were confused by the Map and Note Trackers, citing a lack of clarity regarding their purpose and functionality. On the other hand, users overwhelmingly found our central navigation easy to use and understand.
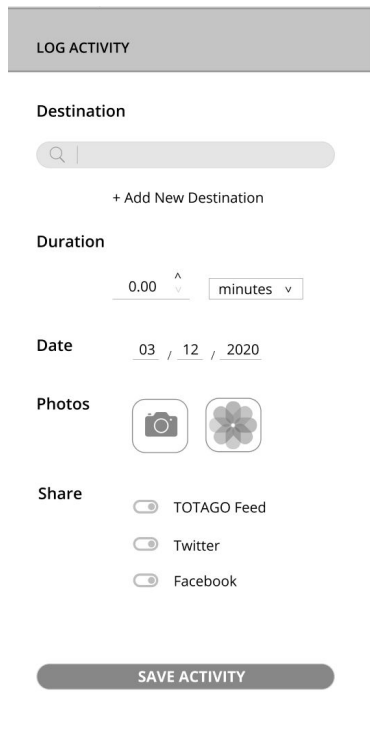
Client Feedback

The feedback we received from our client on our low-fidelity sketches monumentally changed the direction of our design process. Adrian, our client, was impressed by the extent to which our ideas were well-thought out, but requested a simplified MVP design. Due to limitations on his end regarding their back-end capabilities, he wanted to steer away from a solution that would involve processing loads of data. Furthermore, Adrian requested we broaden the scope of our design from solely trails and hiking to any type of outdoor activity. He especially liked the design of the User Self-Reporting log, and wanted to maintain elements such as adding photos and toggling controls to share entries on social media.

In regard to the implementation of a social feed within the TOTAGO application, Adrian asked our team to put a pin in developing that aspect of the solution. While he liked the idea and vocalized a desire to explore its implementation with the TOTAGO team, he preferred to prioritize the tracking solution for our team's efforts and time.

Intermediate Designs

After receiving valuable feedback from both users and our client, our team underwent another round of low-fidelity design iteration. While most of our original design concepts remained consistent, we streamlined and simplified our design scope and functionality with regard to the User Self-Reporting interface, Individual Entry Metrics screens, and goal-setting within the Activity Overview page (Figures 8 & 9).

To increase the simplicity of tracking and goal setting, we decided to focus on duration outside as the primary metric, with the number of activities completed as a secondary option. Using language like "destination" rather than "trail name," and removing trail-specific metrics like "elevation," we widened the scope of our solution to encompass all trackable outdoor activity. Furthemore, we removed the Map and Notes Tracker from our solution, as they were too trail-specific.

LOG ACTIVITY

Destination

+ Add New Destination

Duration

0.00   minutes

Date   03 / 12 / 2020

Photos

Share
TOTAGO Feed
Twitter
Facebook

SAVE ACTIVITY

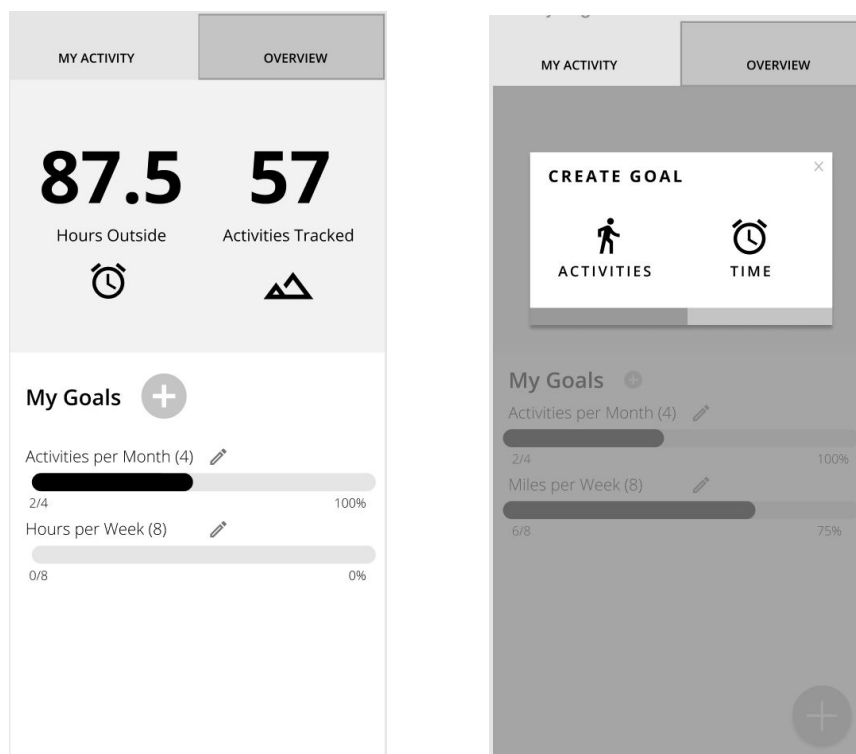*Figure 8: Simplified User Self-Reporting Interface (left) and Individual Entry Metrics (right)*

MY ACTIVITY   OVERVIEW

87.5   **57**
Hours Outside   Activities Tracked

My Goals +

Activities per Month (4)
2/4   100%
Hours per Week (8)
0/8   0%

MY ACTIVITY   OVERVIEW

CREATE GOAL   ×

ACTIVITIES   TIME

My Goals
Activities per Month (4)
2/4   100%
Miles per Week (8)
6/8   75%

Figure 9: Simplified Activity Overview (left) and goal-setting interface (right)

Final UX Design

User Self-Reporting Screen
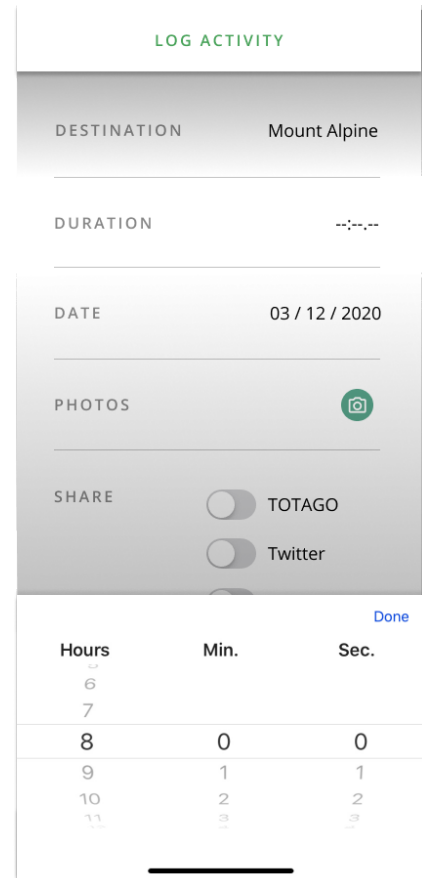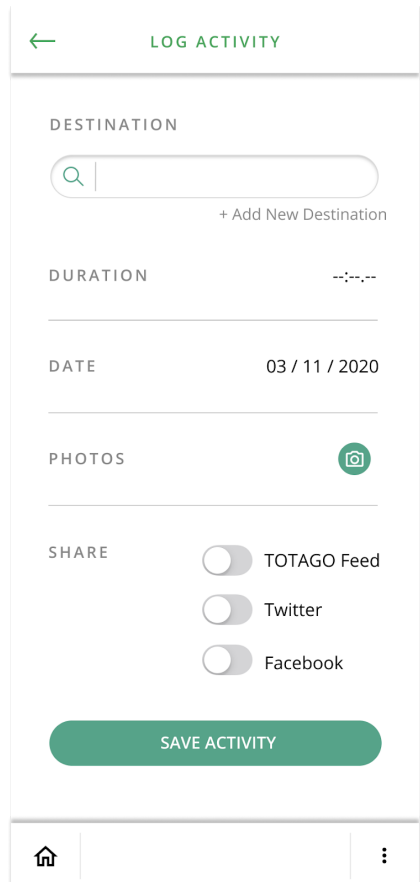
Description + Interactions

For the high fidelity version of this screen, we decided to utilize an accent color. This screen deploys a series of interactions beginning with the user destination.
Interactions prototyped for the user self-reporting screen include:

- Click to search for a destination or activity
- Tapping to increase or decrease the duration
- Click minutes to change minutes to hours
- Click to type in date with keyboard
- Click camera icon to take a photo
- Click gallery icon to select a photo from your personal gallery
- Tapping either Twitter or Facebook to *choose* to share activity on social media
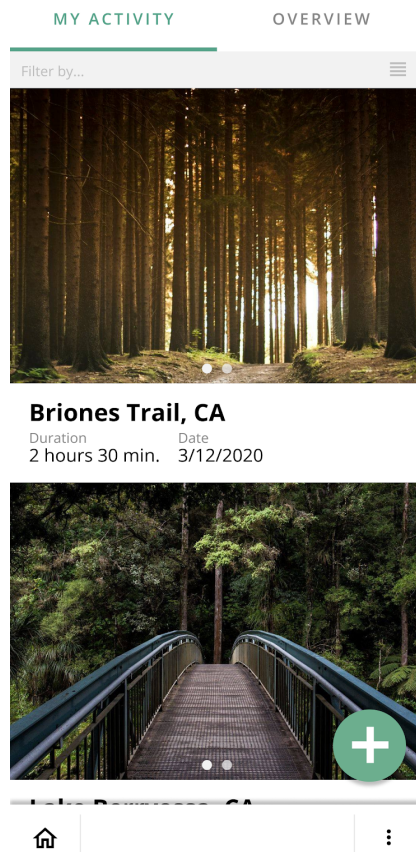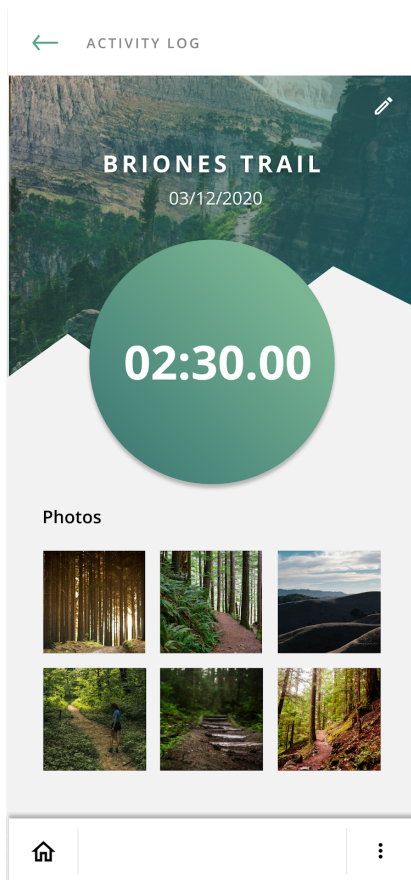- Click Save Activity button to log

Design Rationale

Through our survey analysis and interviews, we identified a need for users to **log and analyze** past outdoor activities. We also identified this as a client need in order to **improve their completion rate** metrics. Most importantly, this is a retroactive feature that doesn't require users to actively monitor their activity throughout the activity, which was one of one of our top priorities within our requirements. Moving forward, we want to test having two photo icons or one photo icon because certain icons have different affordances for people using different devices.

Personas Addressed

Andrew Levere

34 years old
Boulder, Colorado
Expertise: Advanced

Goals
+ To track his past hikes and related metrics in order to improve his ability to set future hiking goals

+ Find suggestions for hikes that are within his typical difficulty range and align with his fitness goals

Motivations
+ Get outside to take a break from the world and the pressures of being constantly connected

+ Live responsibly and ecologically-friendly

Frustrations
+ Finds it difficult to track his hikes without draining his battery

+ Wants to avoid social media but still be able to easily share his hiking experiences with other hikers who are interested

Bethany Smith

55 years old
Vancouver, WA
Expertise: Beginner

Goals
+ Plan an outdoor activity to engage in with friends and family

+ Find suggestions for outdoor opportunities that will align with her level of experience and desired difficulty

Motivations
+ Become an advanced hiker and be able to plan hiking trips independently

Frustrations
+ Difficult to share hiking and other outdoor activity information with her family

+ Feels uncomfortable with planning an outdoor recreational activity on her own

Activity Log

Description + Interactions

The activity log is another key screen because it allows users to view their past activities. The user can also filter through their activities by type, duration, and date. There's additionally a button to easily add activities to the user's activity log. The interactions from this screen are:

- Click the plus button to log a new activity
- Click overview to view Overview of Activities
- Select an activity to see its specific metrics
- Select filter to sort by type, duration, or date

Design Rationale

The purpose for this screen overlaps largely with the Activity Overview screen. The major differences are that it is from this screen users can log activities and view specific activity information. The filter option was added so that users are able to better analyze their logged information. It also aligns with our requirement of easily

enabling users to easily document and review their past activity, which was found important to users through our interviews.

Once the user clicks an activity, it will direct them to an individual metrics page that allows them to see more info in regards to the activity, which further allows the user to review their information. The placement of the "+" button is a feature we will need to test during our validation study to ensure its placement is intuitive to users.

Activity Overview

Description + Interactions
 The activity overview screens encompasses the user's total metrics. The metrics we chose to track are time and number of activities.
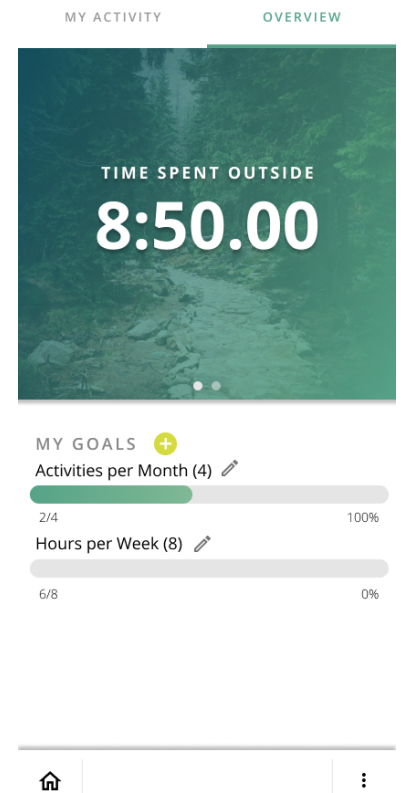
We added a goal feature where users can create and track their goals related to outdoor activity. Users set goals based on time of activities or frequency of activities.

The prototype can:
- Display total time spent outside
- Display total activities tracked
- Swipe between time spent and activities
- Create a goal by time
- Edit and delete an existing goal

Design Rationale
Feedback from our client suggested TOTAGO's main purpose is for its users to spend more time outside away from their phones. Therefore we emphasized time in our design by highlighting duration and frequency. This page's goal is to provide an overview of a user's overall outdoor habits, so they can access their own outdoor habits which is encouraged by the goals. The goals also allow for users to adjust and change their behavior. We kept the "Overview" page separate from the "My Activity" page because it does not address the needs of our secondary persona Stacy Vu. Users that fall into this category are more focused on opportunal trip planning and discovery when traveling. To avoid information overload and unnecessary scrolling, we added "Overview" into a separate tab, so our personas who do need access to this information can easily toggle between the information.

Personas Addressed

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Prototype

https://www.figma.com/proto/mnx5J3aBQLfH6x8e0bZhvL/Mobile-Prototype?node-id=198%3A642&scaling=scale-down