



USABILITY ENGINEERING: DESIGN
INTERMEDIATE PRESENTATION

PAULING LOW
26.06.2018

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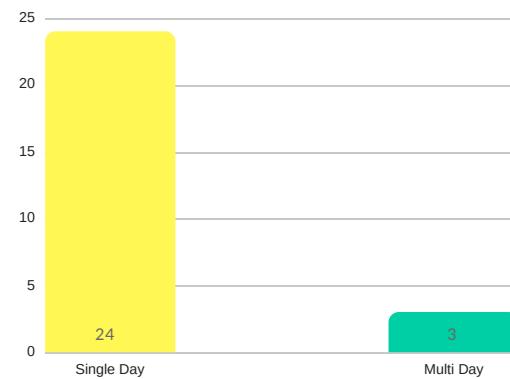
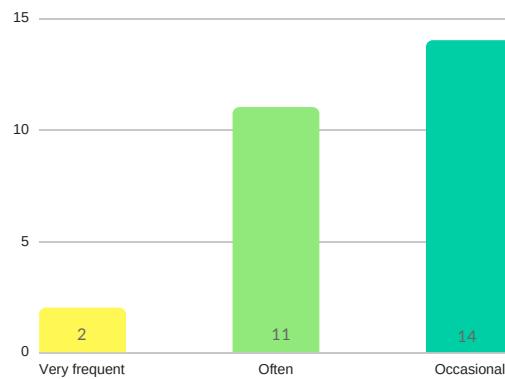
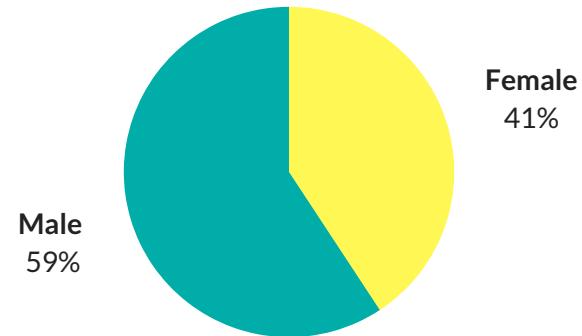
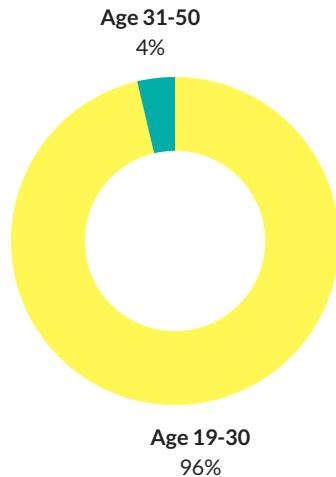
- NARRATIVE & BRANCHING STORYBOARDS

SYSTEM CONCEPT STATEMENT

HikingKit is an app aimed at individuals who enjoys hiking adventures for the **health benefits, nature and the people they meet**. On HikingKit, users can obtain useful tips about **hiking trails** and necessary logistical information that will help prepare them for their next hiking adventure. For enthusiastic hikers who are up for their next hiking trip that requires slightly more planning due to its remote location, intensity of hike and costs involved, HikingKit will provide them with an all-in-one access to essential information about hiking trails, **weather forecast, on-site services, emergency contacts and useful hike recommendation**. They can **easily connect with other hikers who are planning on the same hike** at the same time that they plan to go. Ultimately, hikers can focus on enjoying their hike and appreciating the beautiful mother nature around the world because everything is made easier and stress-free with **HikingKit**.

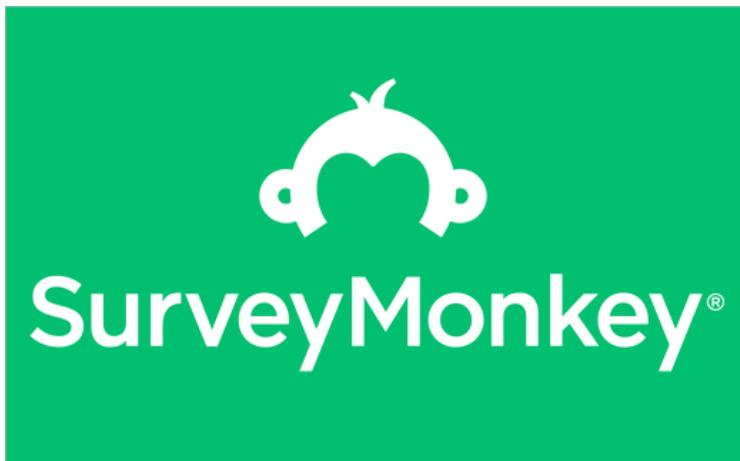
FIELD STUDY METHODS & ANALYSIS

Demographics (Total of 27)



FIELD STUDY METHODS & ANALYSIS

Applied Methods



Questionnaires (23 responses)

Gathered data from people spread across wide geographical area using Facebook as platform to distribute survey

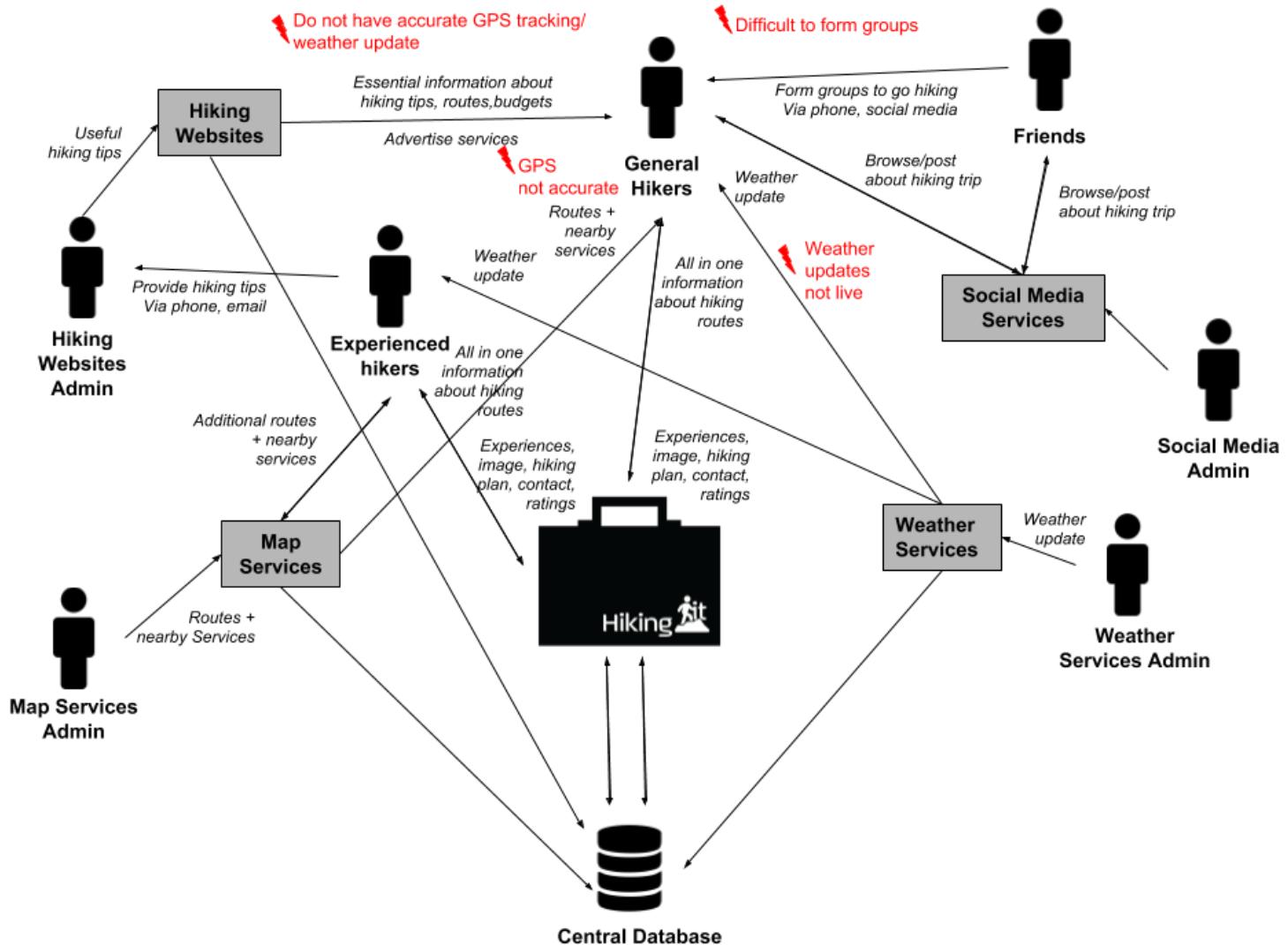


Focus group interview (4 persons)

Identified behavior, habits, opinions, attitudes, and challenges faced through group activity and few interview questions.

FIELD STUDY METHODS & ANALYSIS

Flow Model



PERSONAS & SCENARIOS



Denise Luxembourg

Nationality: Canadian

Tech Saviness: **

Hiking Experience: *

Background

- > 22 year old student pursuing international business
- > University of British Columbia.
- > single and is an introvert
- > enjoys nature
- > busy schedule
- > meet new people

Technology usage

- > reads alot about technology
- > does not spend too much time on social media platforms
- > enjoys reading

PERSONAS & SCENARIOS



Becca Maid

Nationality: German

Tech Saviness: ****

Hiking Experience: ***

Background

- > 28 year old adventurer.
- > living at Lake Constance, Germany.
- > enjoy going on hikes together
- > hiking website called 'CouquerTrails'
- > enjoys making new friends especially on hikes.

Technology usage

- > a contributor for a hiking website.
- > uses collaborative platforms like Google Drive as well as email. As a person
- > does not enjoy spending a lot of time in front of the computer.
- > calling and texting, and occasionally to take pictures

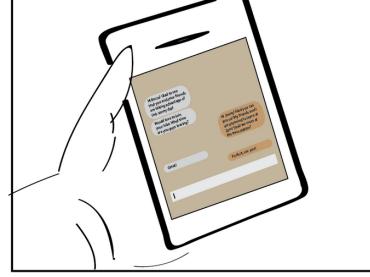
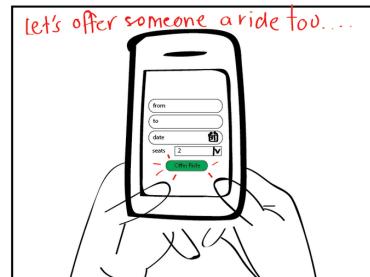
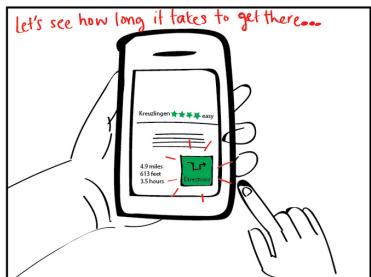
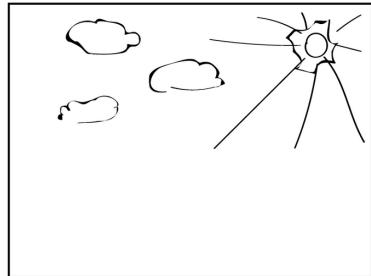
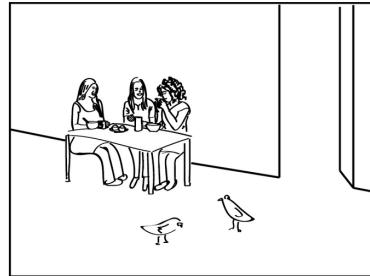
PERSONAS & SENARIOS

Senarios

Becca meets up with her friends in the town for brunch one Sunday. While the weather was very cloudy at first, the sun comes out and shines beautifully by the time they finished with their meal. Priya, one of her girl friends who is known to be very spontaneous suggests that they go on a hike on that day itself. Becca and Leah, who are feeling very positive and energetic agreed immediately. Becca looks through a list of hiking trails on HikingKit and finds a trail that she and her friends have never explored before. HikingKit indicates that the trail is reachable within two hours by car. They post on HikingKit that they plan to begin their hike at 2pm that day and depart from Konstanz train station. Since they have additional seats in their car, they indicate that would offer people a lift. Within 30 minutes, she receives a message that from Jonny saying that needs a ride to the trail. Becca communicates with Jonny to confirm their plans. Even though she is an experienced hiker but not her friends, she feels comfortable going on a spontaneous hiking trip with her friends and a stranger to somewhere she has never been.

DESIGN

Narrative Storyboard



DESIGN

Branching Storyboard



Cover page

DESIGN

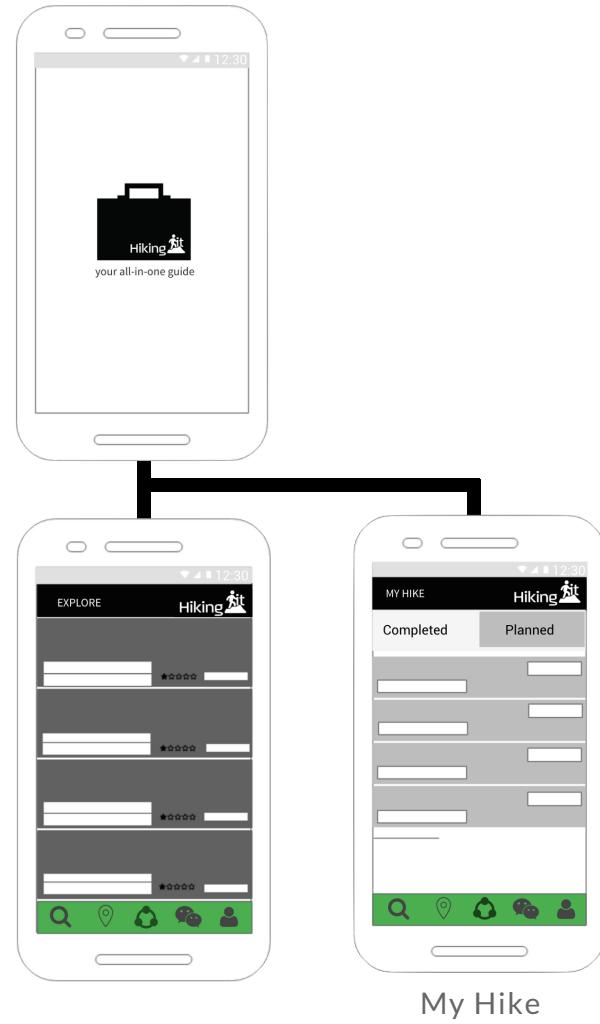
Branching Storyboard



Explore (Main)

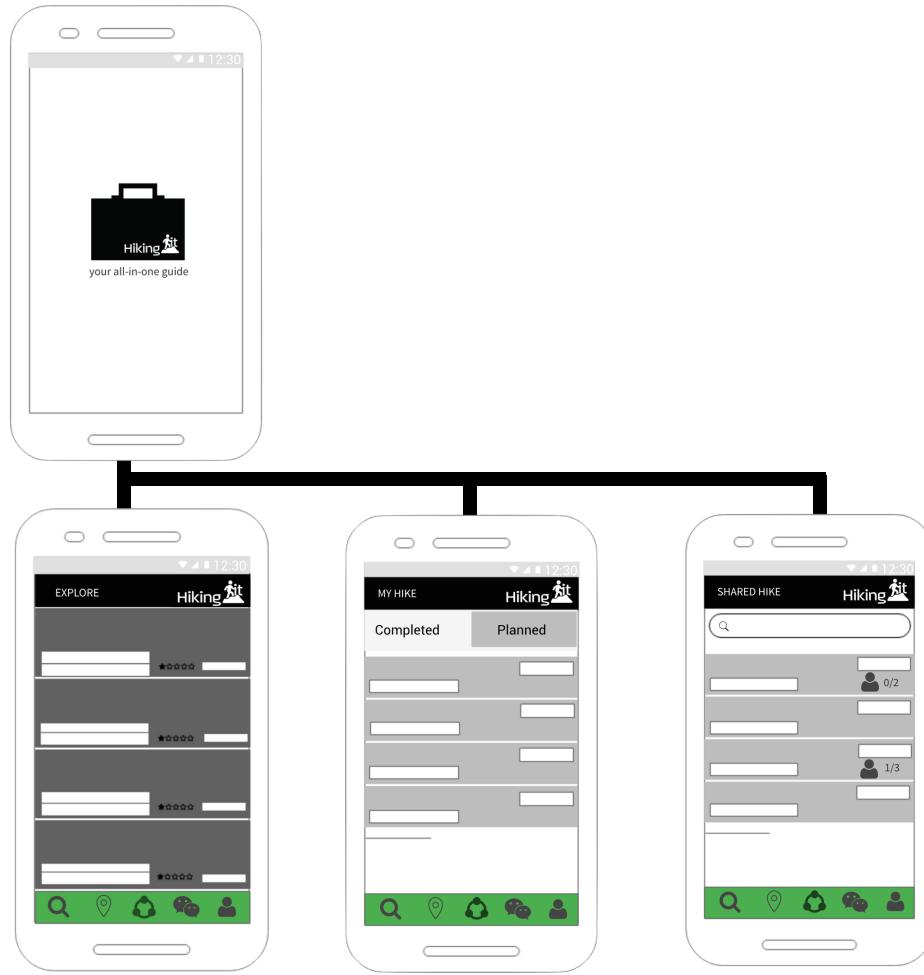
DESIGN

Branching Storyboard



DESIGN

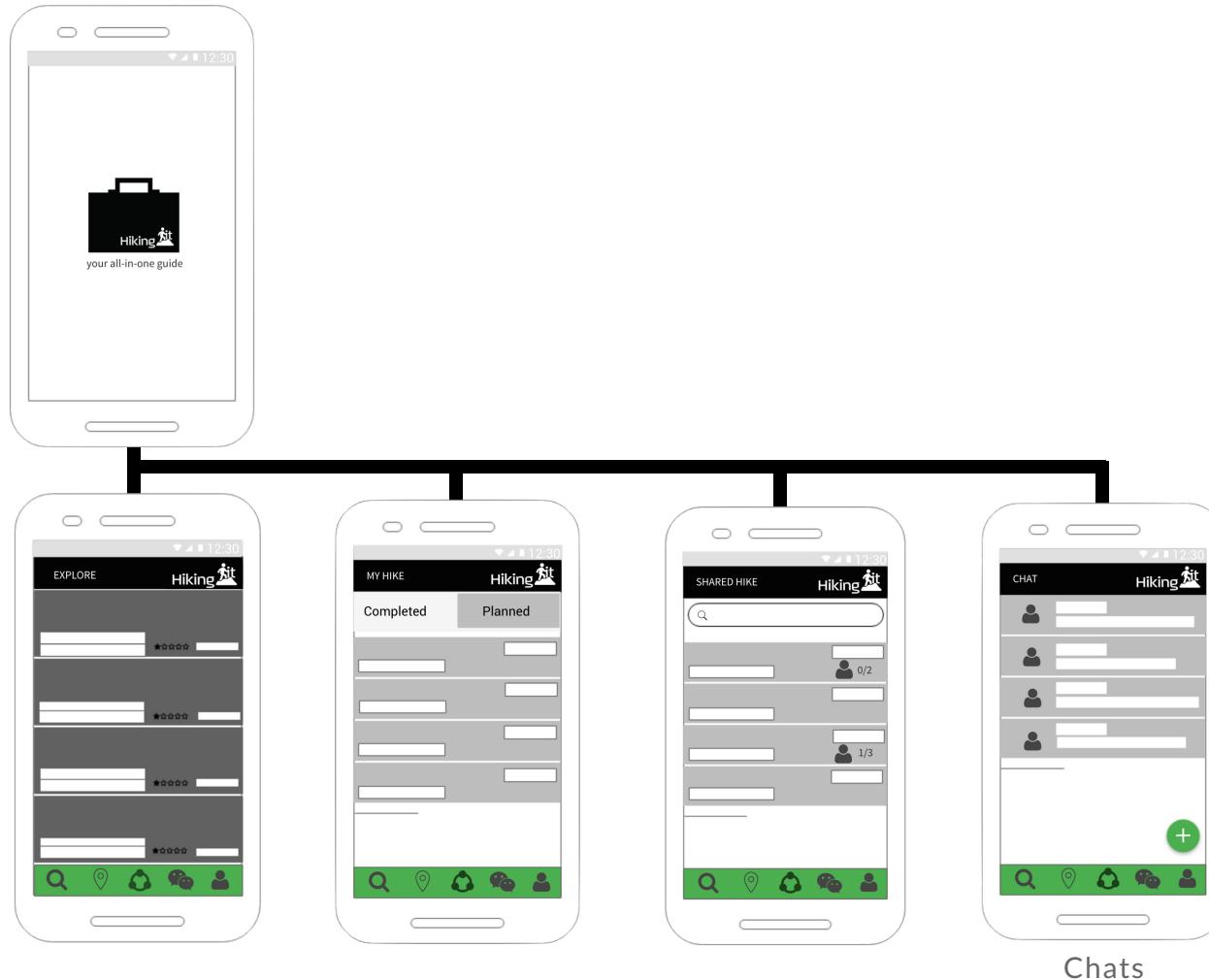
Branching Storyboard



Shared Hike

DESIGN

Branching Storyboard



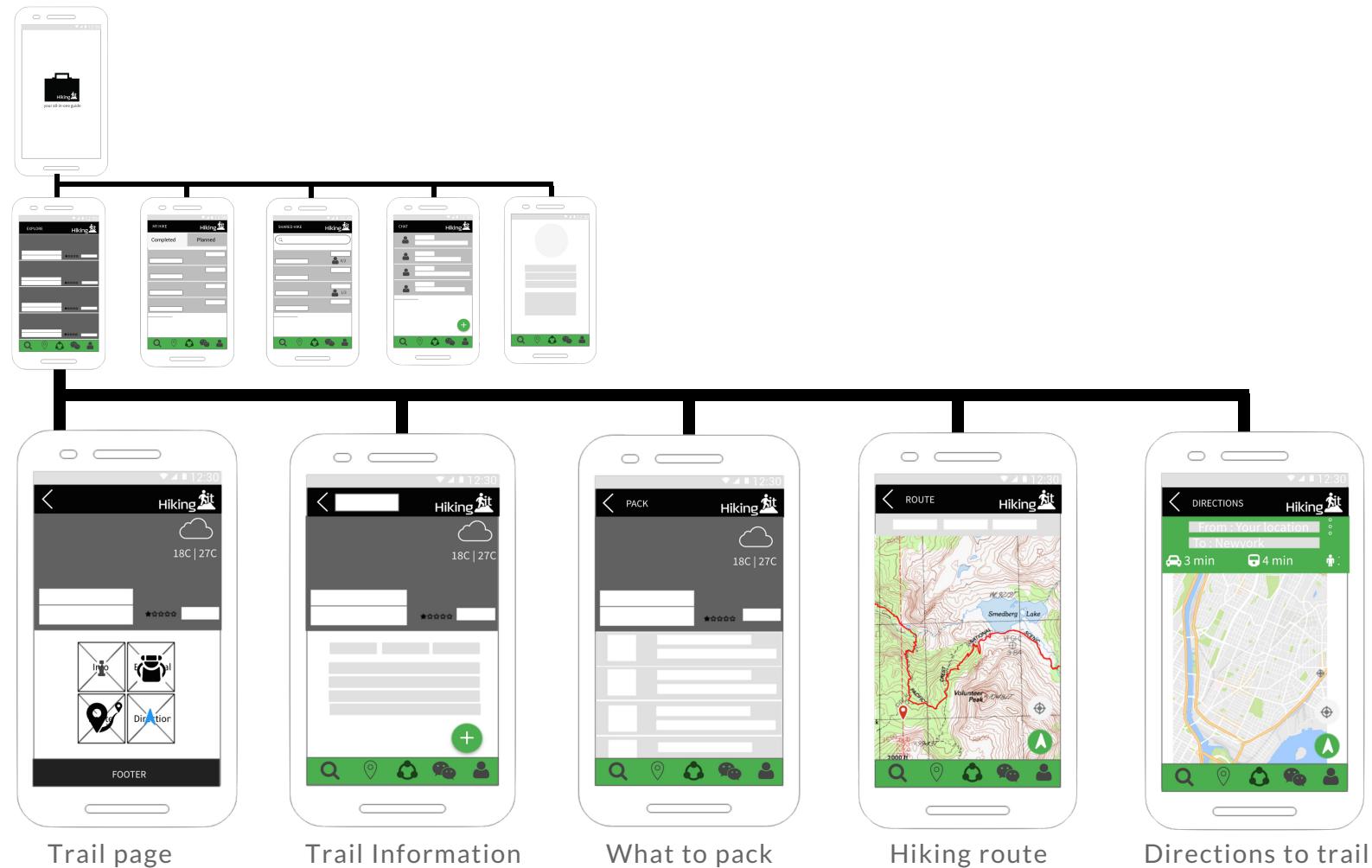
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Branching Storyboard



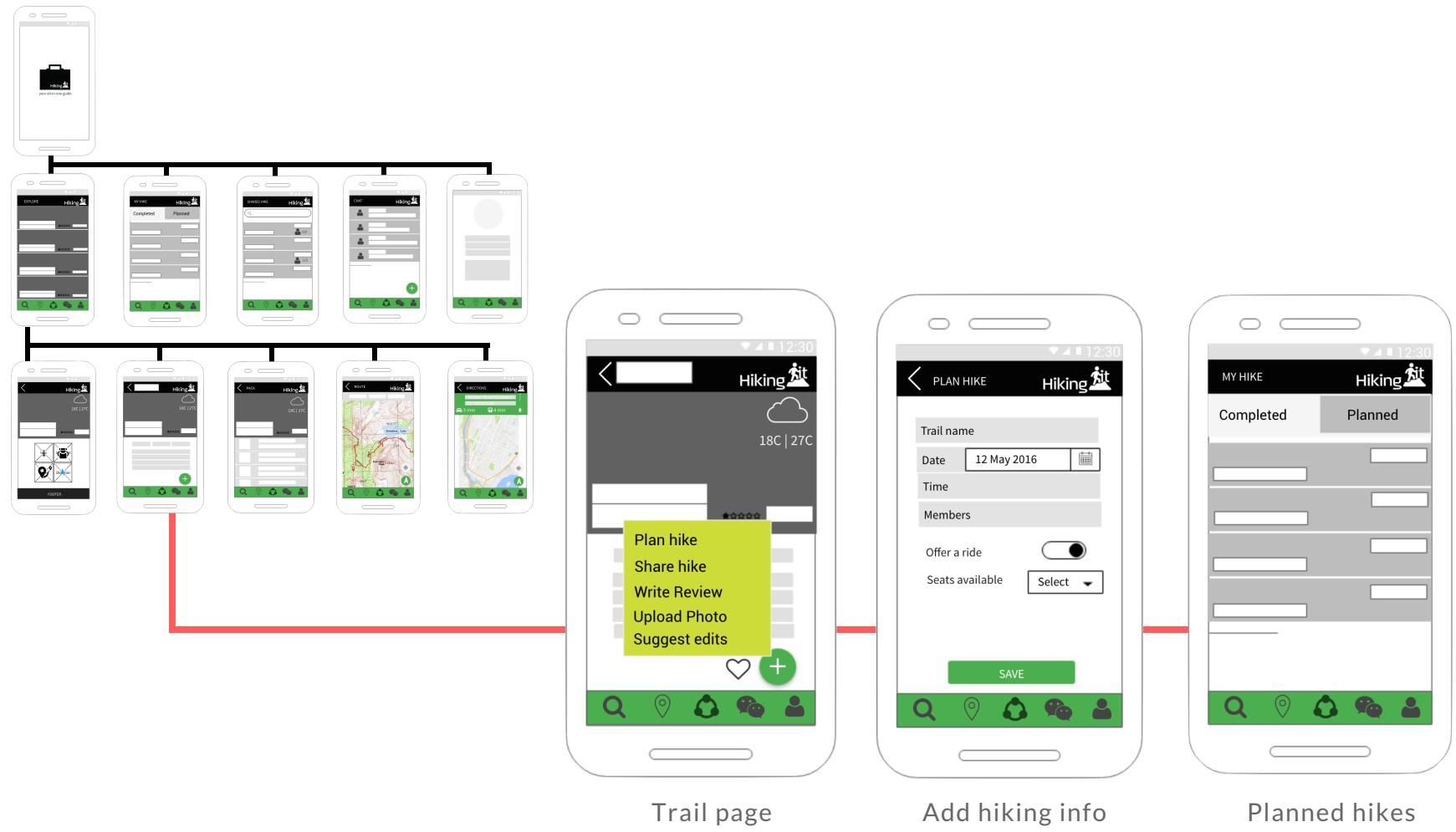
DESIGN

Branching Storyboard - Searching & preparing for hike



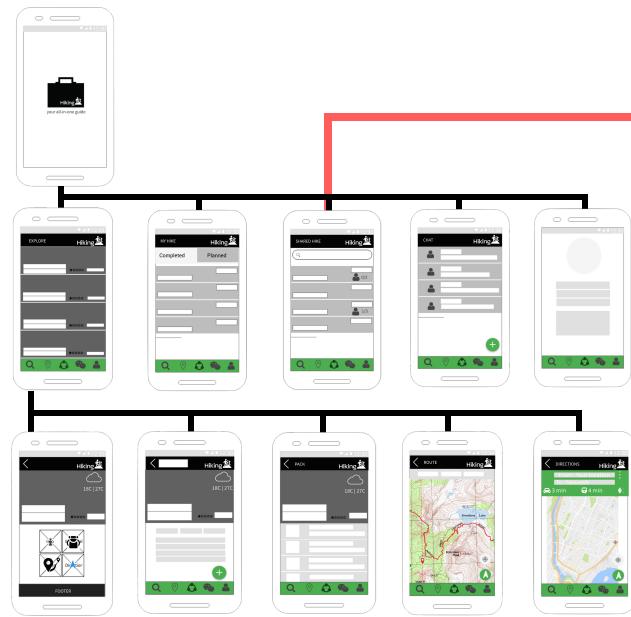
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Branching Storyboard - Planning for hike

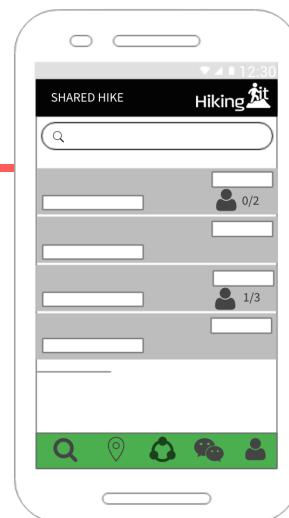


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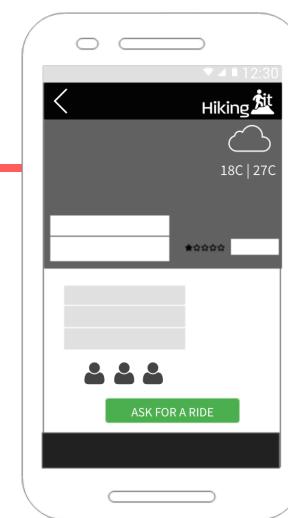
Branching Storyboard - Joining hike



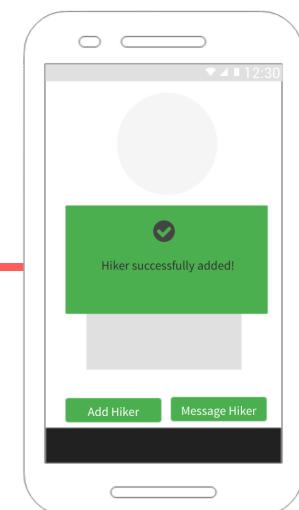
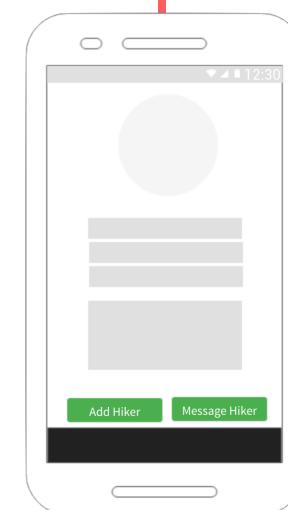
Rides offered



Details of planned hike

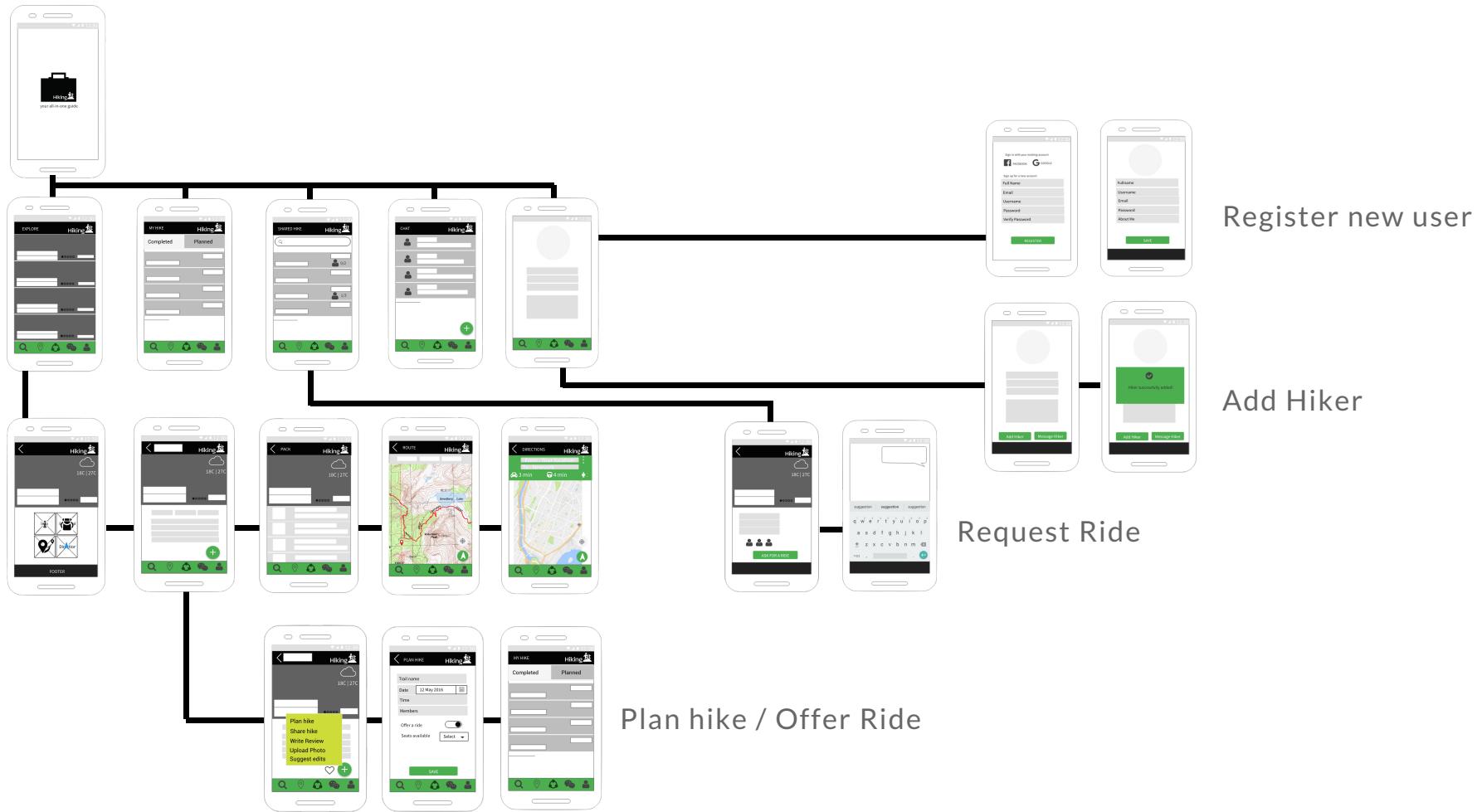


Sends a template message requesting user for a ride



DESIGN

Branching Storyboard - Overall





THANK YOU!

Don't forget to stay tuned for HikingKit app!