



USABILITY ENGINEERING: DESIGN
FINAL PRESENTATION

PAU LING LOW
17.07.2018

CONTENTS

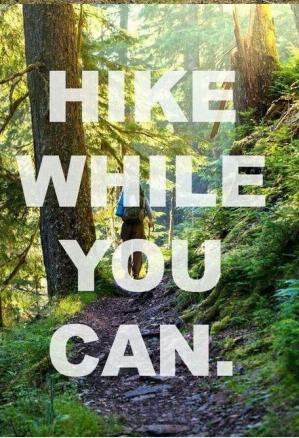
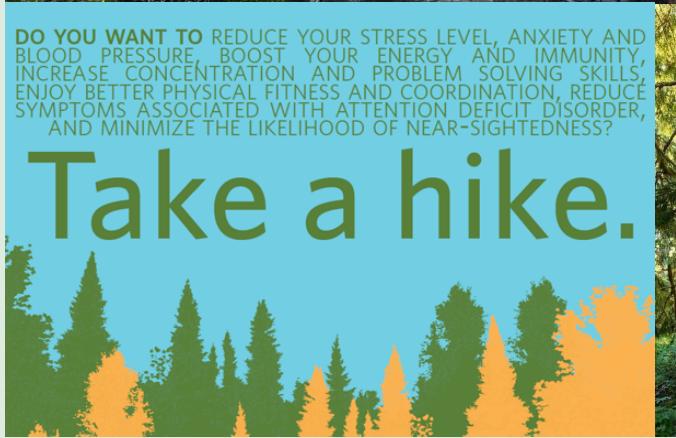
1. INTRODUCTION TO PROJECT

- MOOD BOARD
- SYSTEM CONCEPT STATEMENT
- UX REQUIREMENTS

2. PROTOTYPE

- COLOR SCHEME & FONT TYPE
- ONE PAGER
- APP WORKFLOW

MOODBOARD



COLOR SCHEME & FONT TYPE



Helvetica

Netural & Simple

Easy to Read

Even in smaller weights

**Did you know
that you can put
whatever you
want in a poster
and it would
still look good in
helvetica**

!?

SYSTEM CONCEPT STATEMENT

HikingKit is an app aimed at **individuals who enjoys hiking adventures** for the **health benefits, soul-enriching nature and interesting people they meet**. HikingKit provides hikers with an access to **essential information about hiking trails, on-site services, emergency contacts, weather forecast, and trail map**. For hikers who are up for their next hiking trip but face transportation issues, they can HikingKit easily **connect with other hikers** who are planning on the same hike. HikingKit even helps hikers **remember the people they hiked with** and **share their experiences** with others because *happiness is the only thing that multiplies when shared*. Hikers can simply focus on enjoying their hike and appreciating the beautiful mother nature because they are equipped with this **all-in-one HikingKit**.

PERSONAS



Jonny Caston

Nationality: Canadian

Tech Saviness: **

Hiking Experience: *

Background

- > 22 year old student pursuing international business at University of Konstanz
- > 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

UX REQUIREMENTS

1. Forming Groups to Hike

- Hikers can view upcoming hiking trips posted by others and join the hike

2. Gathering essential information

- Hikers have access to all essential information about hiking trails including trail map and nearby amenities, weather forecast and how to get there.

3. Community Building / Meeting other like-minded individuals

- Hikers can contact other hikers through the chat feature on the app
- Hikers can contribute to trails by writing review and sharing their experience

LANDING PAGE



<https://app.xtensio.com/dixisu7t>

APP WORKFLOW

<https://k8sxh0.axshare.com/#g=1&p=explore>
Password: Demo

Refer to submission of "HikingKitDemo"
for a full app workflow video