Concept

The project concept is reasonably scoped with a useful, user-oriented goal. The functionality seems simple with clear motivations, which should allow for design to be focused on user experience. It seems as if the interactivity of the app is centred around social aspects, where the usability extends out-with from interfaces provided by the app. The idea of rewarding good progress and adding challenges is a thoughtful addition which would definitely agree with the targeted user base. If anything, this app may only need a reduction in scope to deal with either viewing GPX files or providing a social platform.

Personas

Overall, the user personas represent fundamental user behaviours and form clear, representative profiles. They certainly indicate that the design focus has been humanized and, in many ways, it is clear that the overall concept for the application has been designed with the end user in mind.

Scenarios

The scenarios provided a reasonable narrative that thoughtfully placed the application in the user’s lives. They are suitably descriptive to allow the design to be directed towards culturally meaningful artefacts that will augment the user’s daily activities.

Sketches/Wireframes

The wireframes relate to the scenarios well – with an intuitive layout and a good use of a drawer menu over a native map interface. It would help to understand if the wireframes are on a mobile, handheld device or if the user will be interacting with the app using a mouse and pointer.