

persona

Ashan

age 24
grad student @ CMU
loves 🥕🍰



scenario

a day in life of Ashan
w/ & **detur**

assumptions:
^17 day detur streak🔥
solo player

Keynotes

Trails

A digital tool that encourages users to **explore**,
and **document** their urban public spaces in a fun,
gamified way.

Detour Suggestions

Daily Quests

Disclaimer

*Footage may appear choppy due to time constraints and creative decisions.
Apologies for any discomfort.*



Rules

Detour Categories

4

Detours



RELAX
PLAY
SOCIAL
ESSENTIALS

Rules

Detour Categories

RELAX | PLAY | SOCIAL | ESSENTIALS

3 quests

Rules

Detour Categories

RELAX | PLAY | SOCIAL | ESSENTIALS

2 detours

Rules

Detour Categories

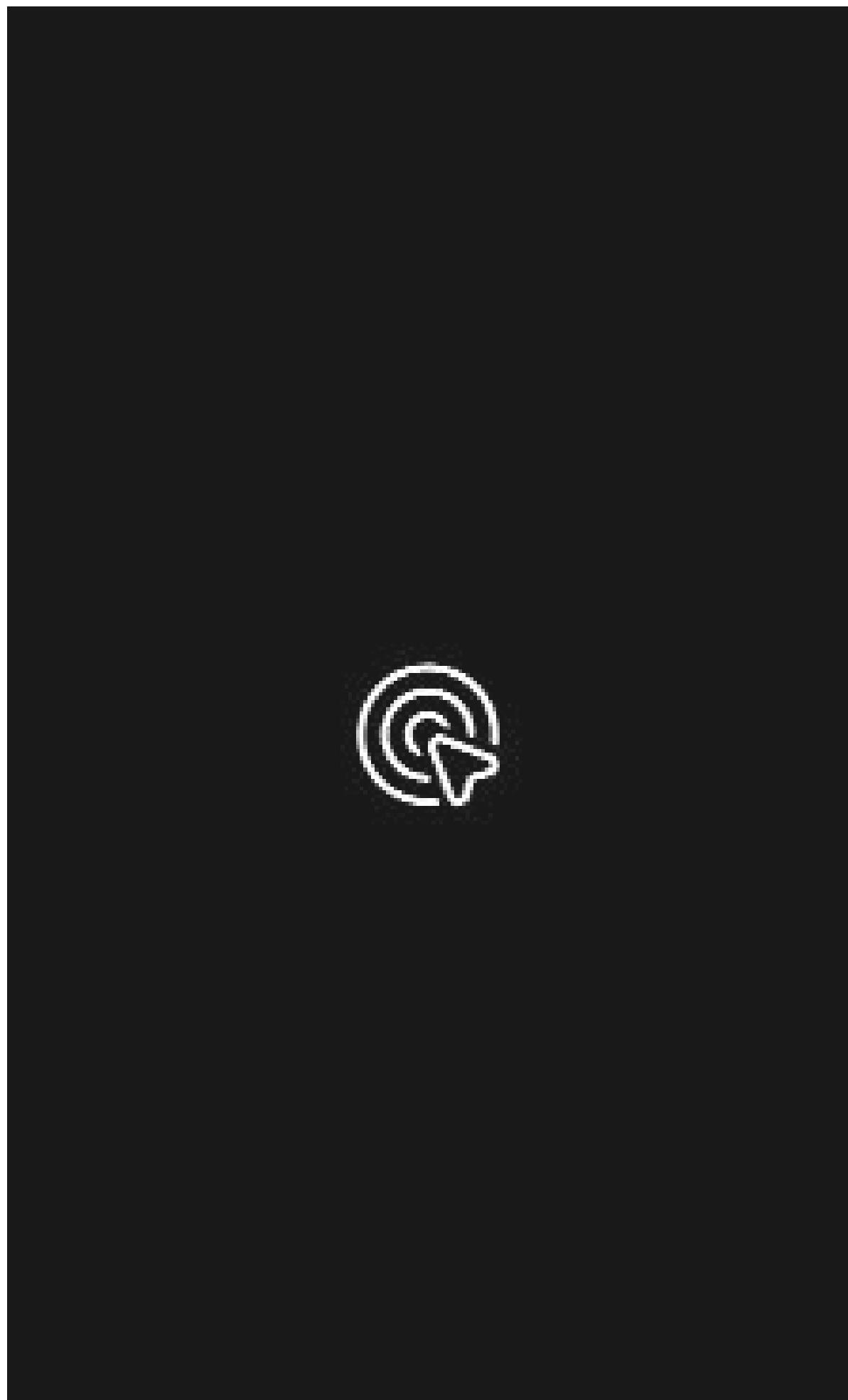
RELAX | PLAY | SOCIAL | ESSENTIALS

1 trail



"Start your day with detur"

Ash, a graduate student in Oakland, Pittsburgh, starts his day by heading to campus. Before setting off, he opens Detur to kick off today's streak.



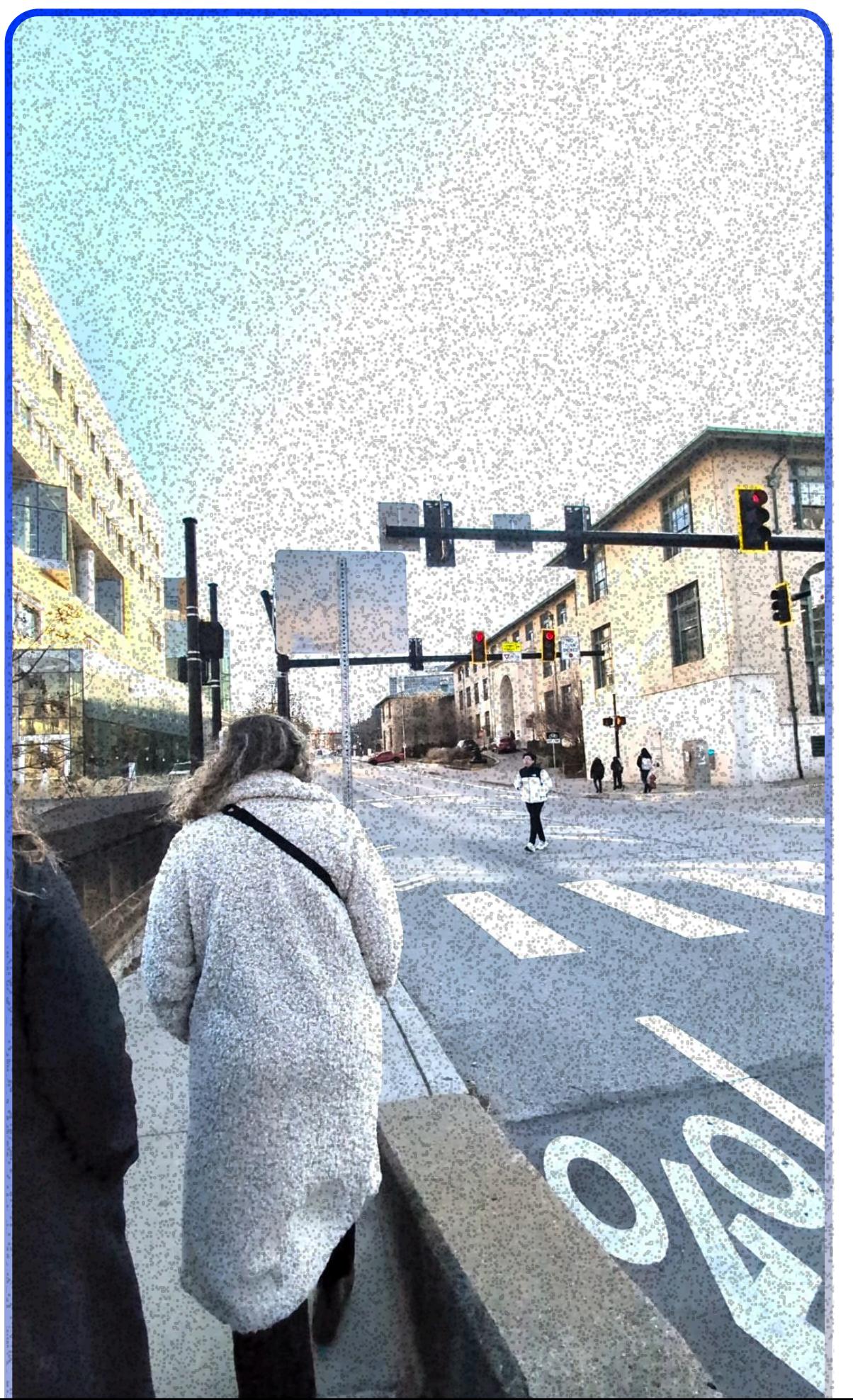
Steps to Navigate the Interface:

- 1. Explore Four Categories with Icons for Different Locations:**
Browse through the four main categories, each represented by unique icons that correspond to different locations.
- 2. Click on the Black Mascot to See More Options:**
Interact with the black mascot icon to reveal additional navigation options.
- 3. Target Icon and XP/Leaderboard Integration:**
Click on the target icon to view daily tasks, XP progress, and leaderboard information.
- 4. Click on "Where For" to Get a Dynamic Detour with Socializing as the Tag:**
Selecting the "Where For" option will provide a dynamic detour with socializing as the theme/tag, offering personalized pathways and exploration opportunities.



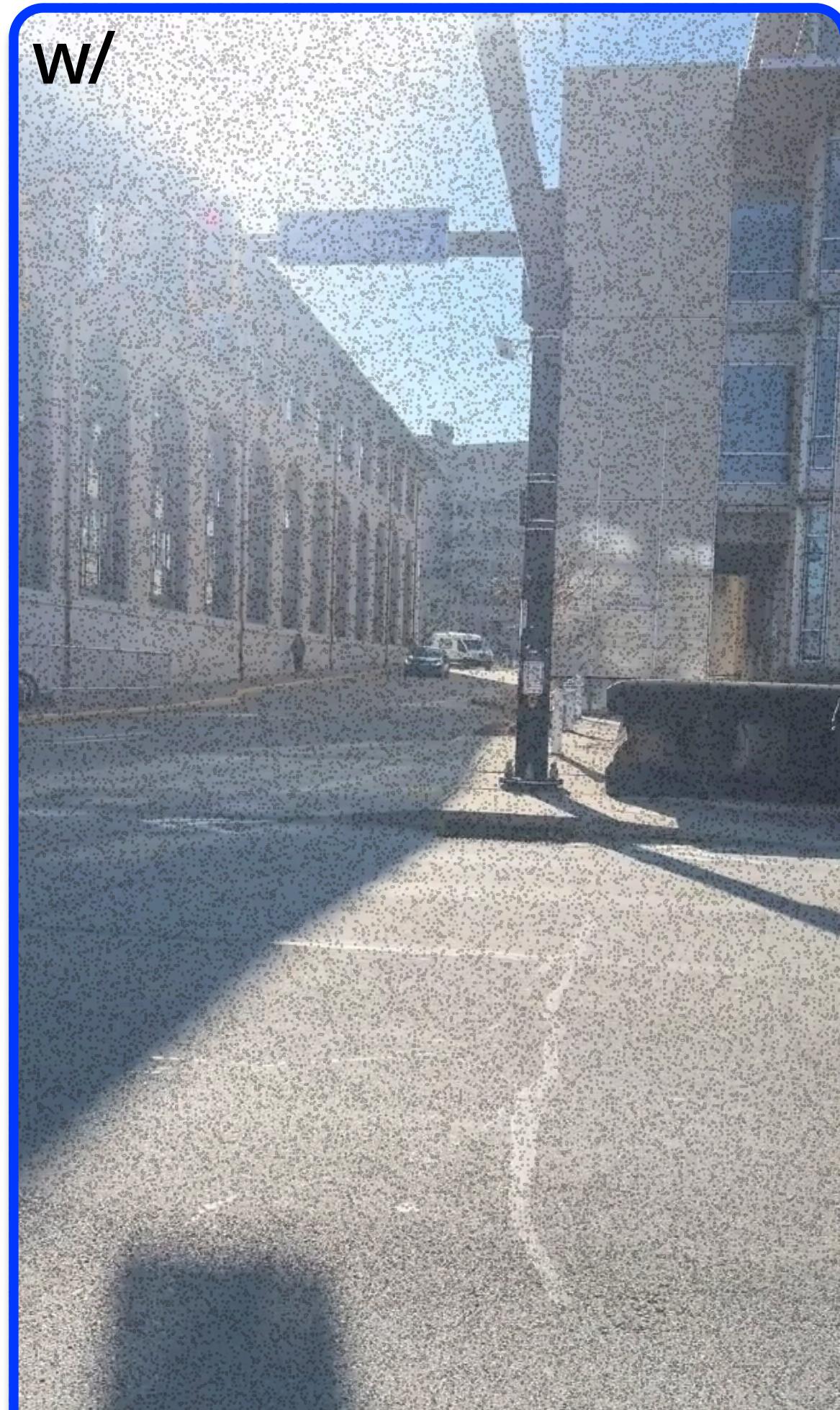
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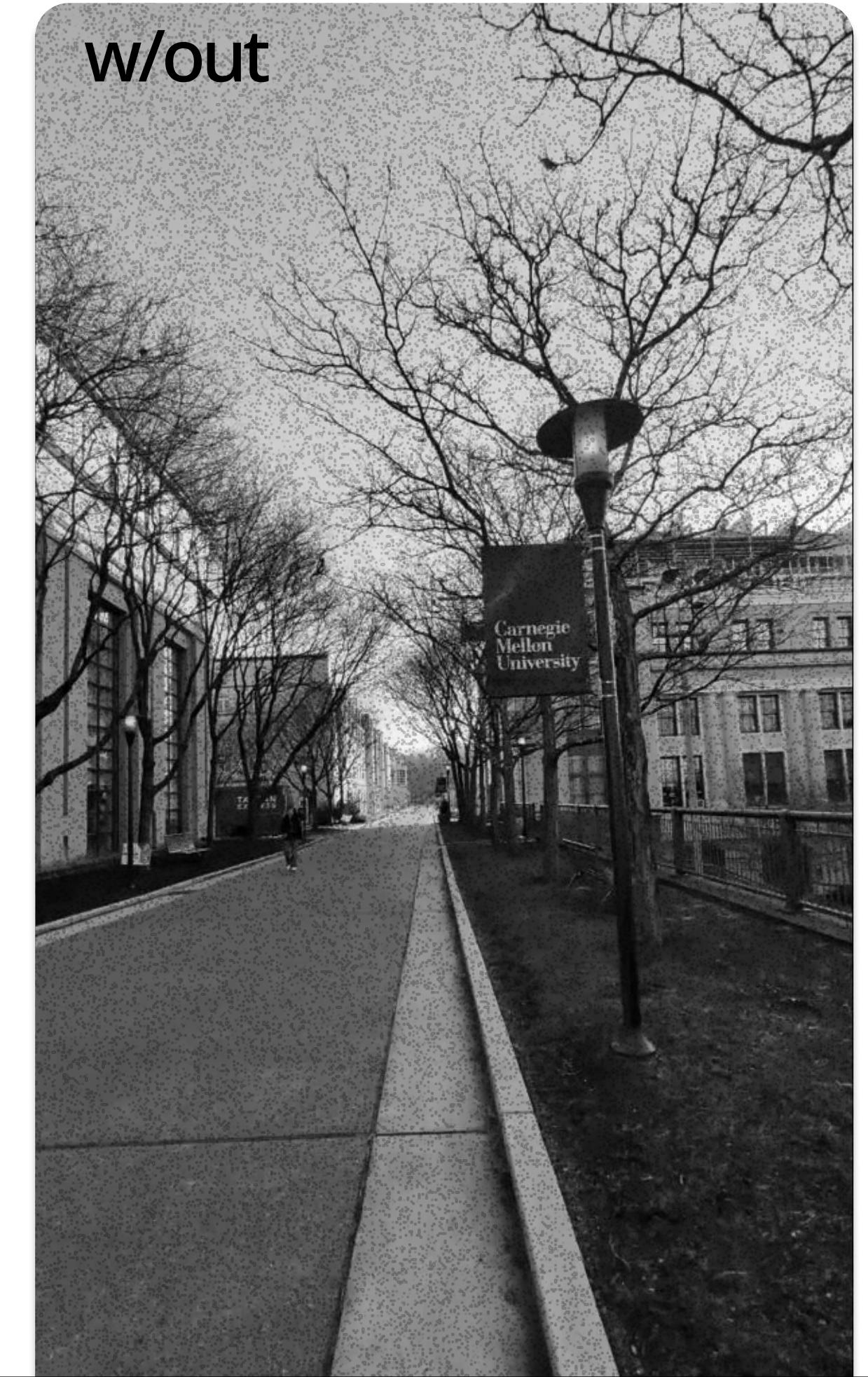
Point of conflict

When a potential detour is ahead, the smartwatch vibrates and provides an option to take the detour.



Exploring Two Scenarios

Two scenarios Ashan could take: one with and one without the detur (both with a similar ETA).



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Level System

group quests/trails - 40%  XP

2 Detours = 500 XP (250 each)

Quest = 50 XP

Trails = 500 XP

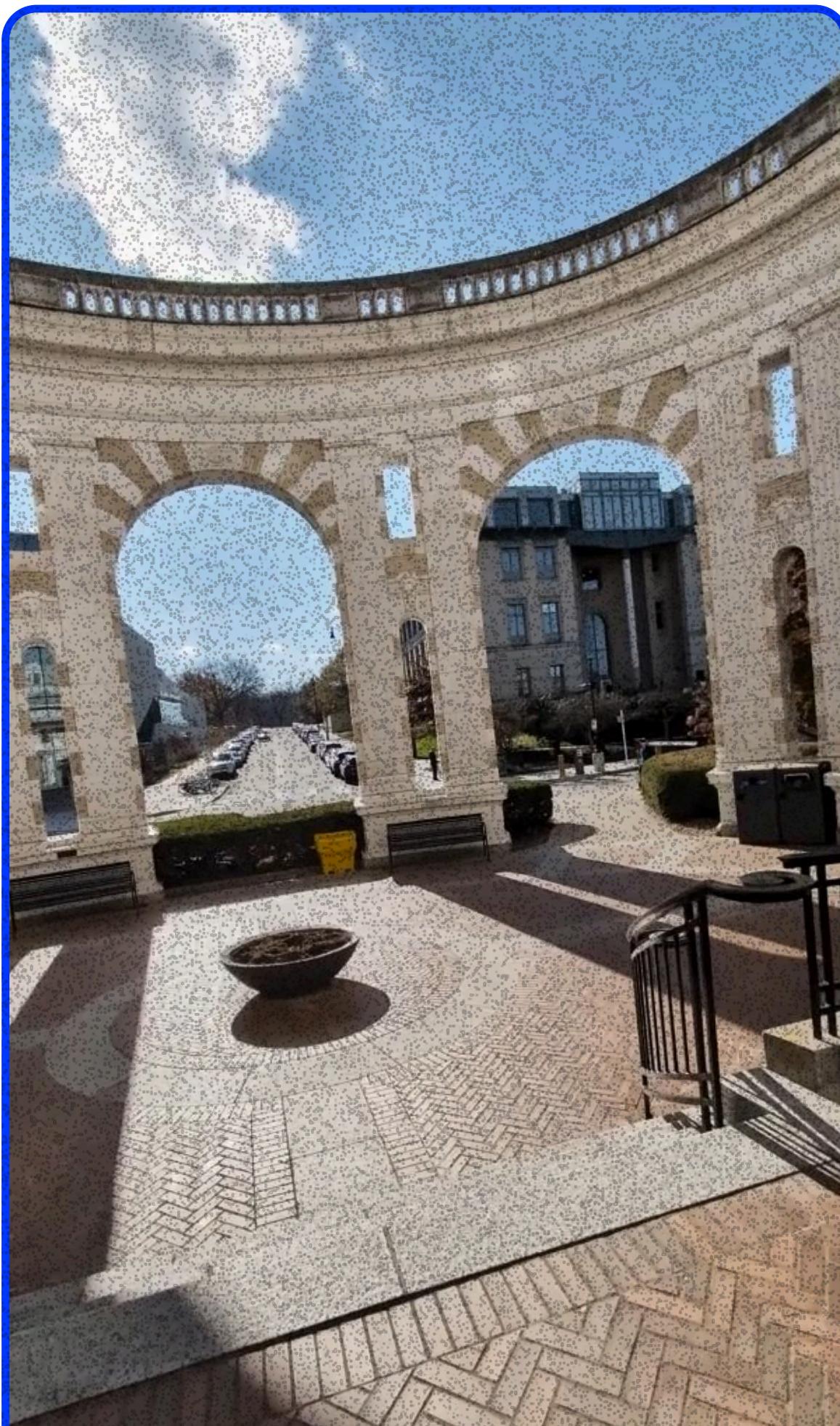




Ashan

Sanj

Ashan, along with his friend Sanj, decides to make their way toward the magnificent door in the CFA building.

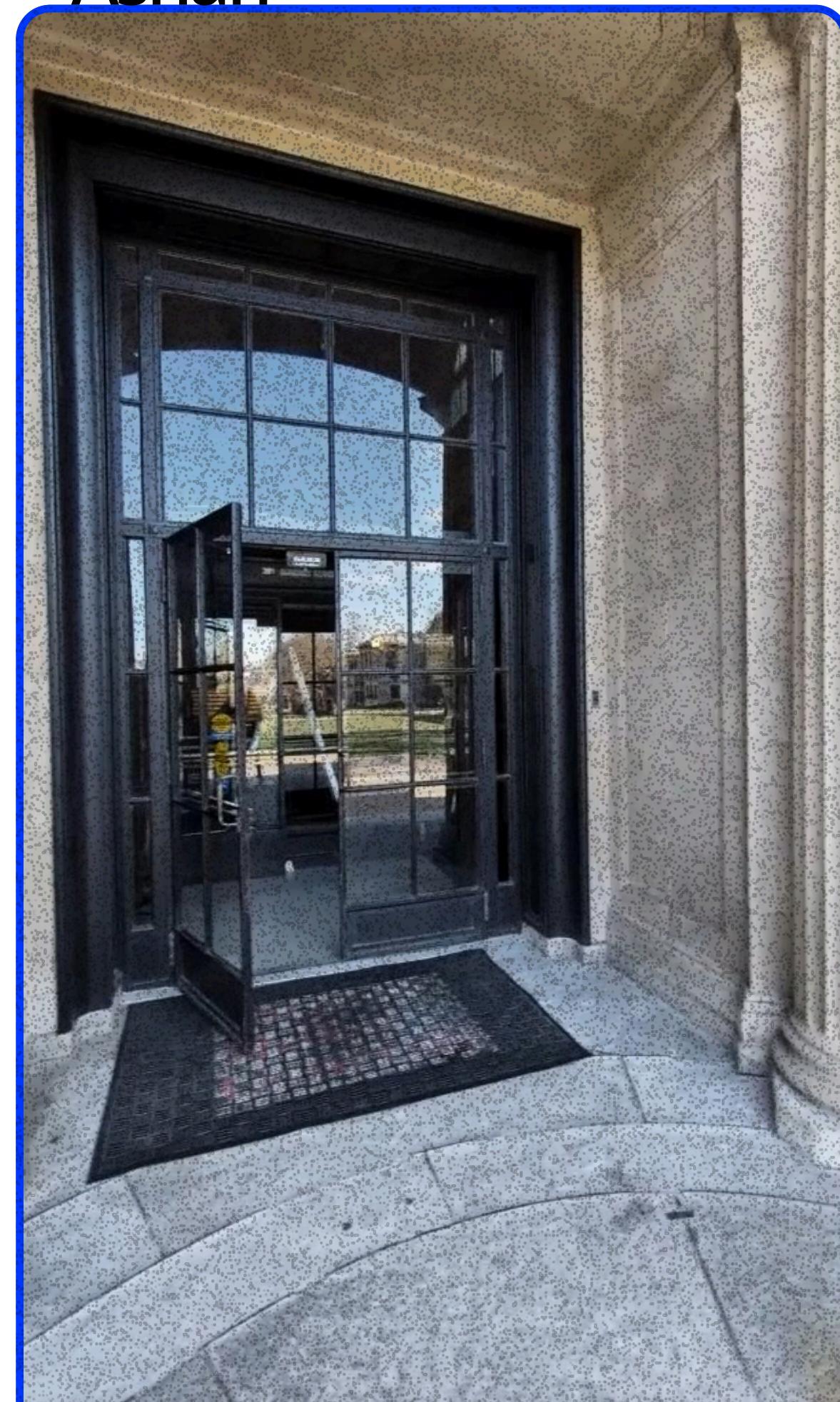




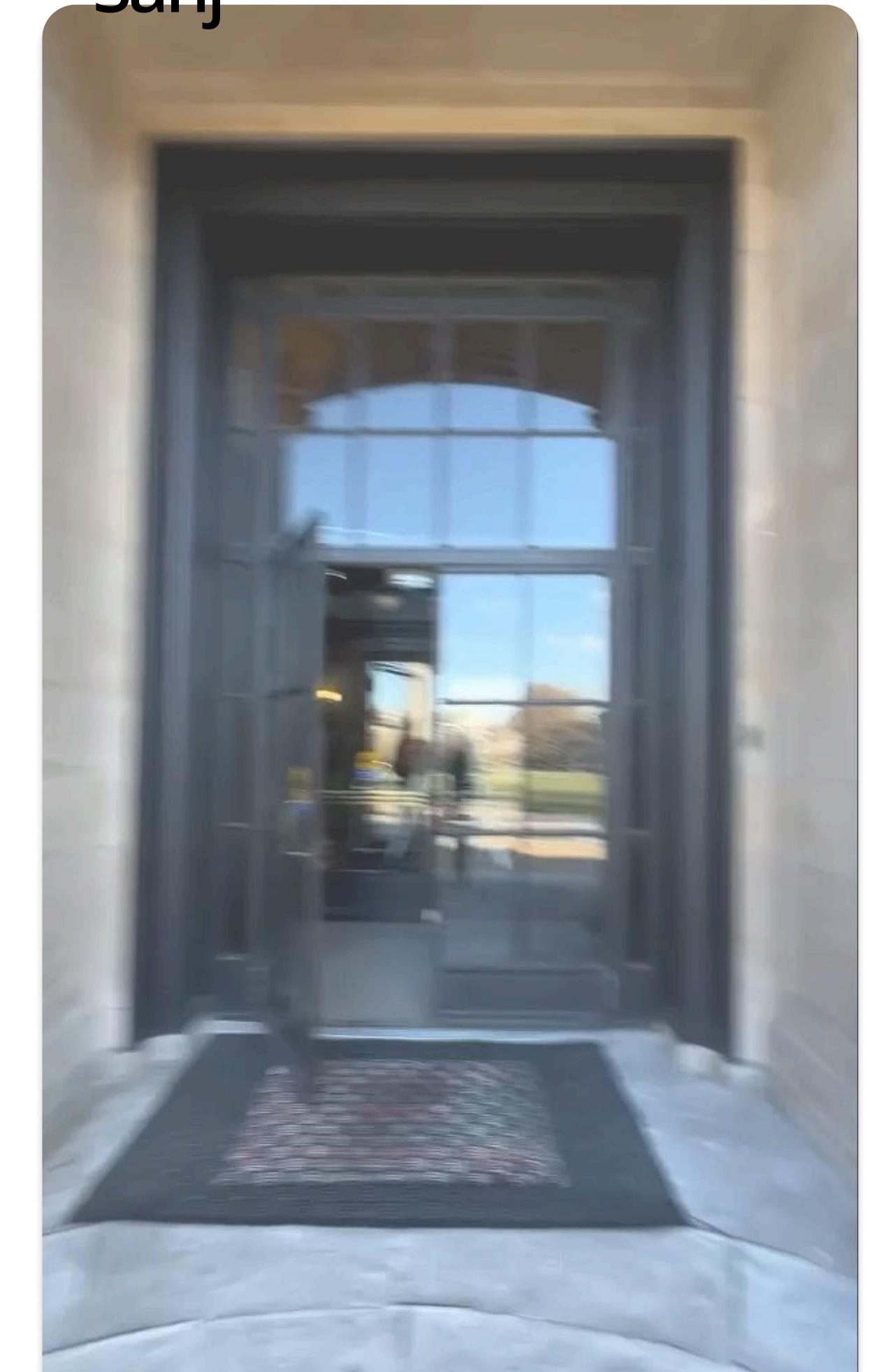
Group Trail

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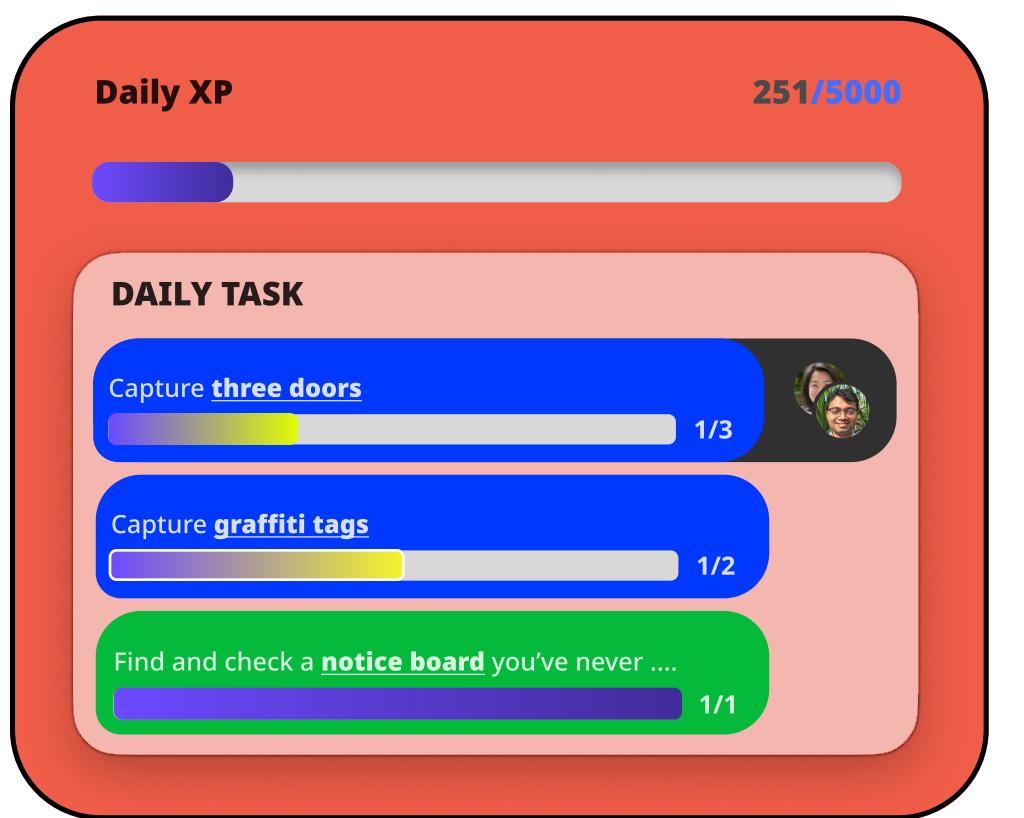
Ashan



Sanj



Door



Notice Board



Graffiti Tag



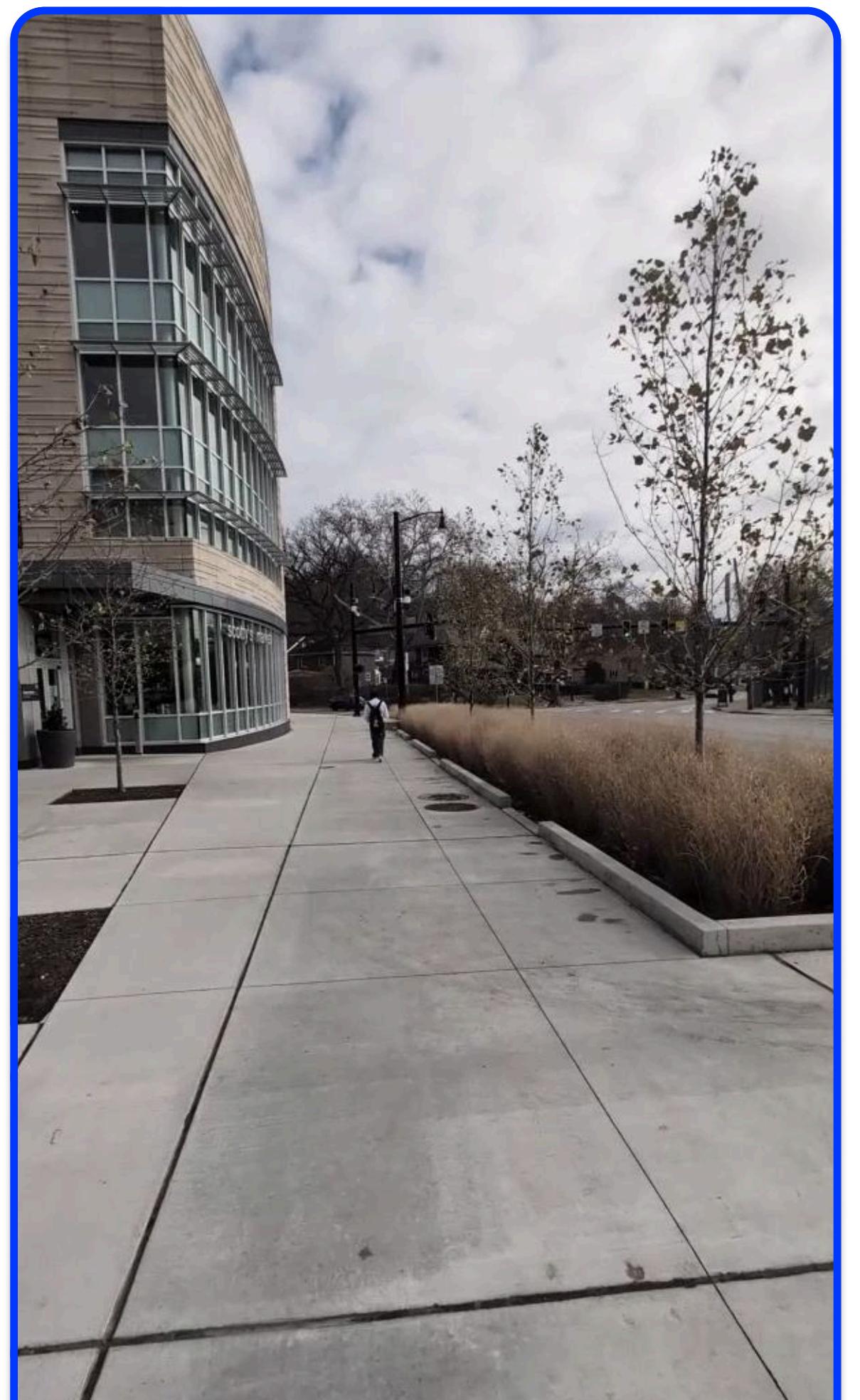
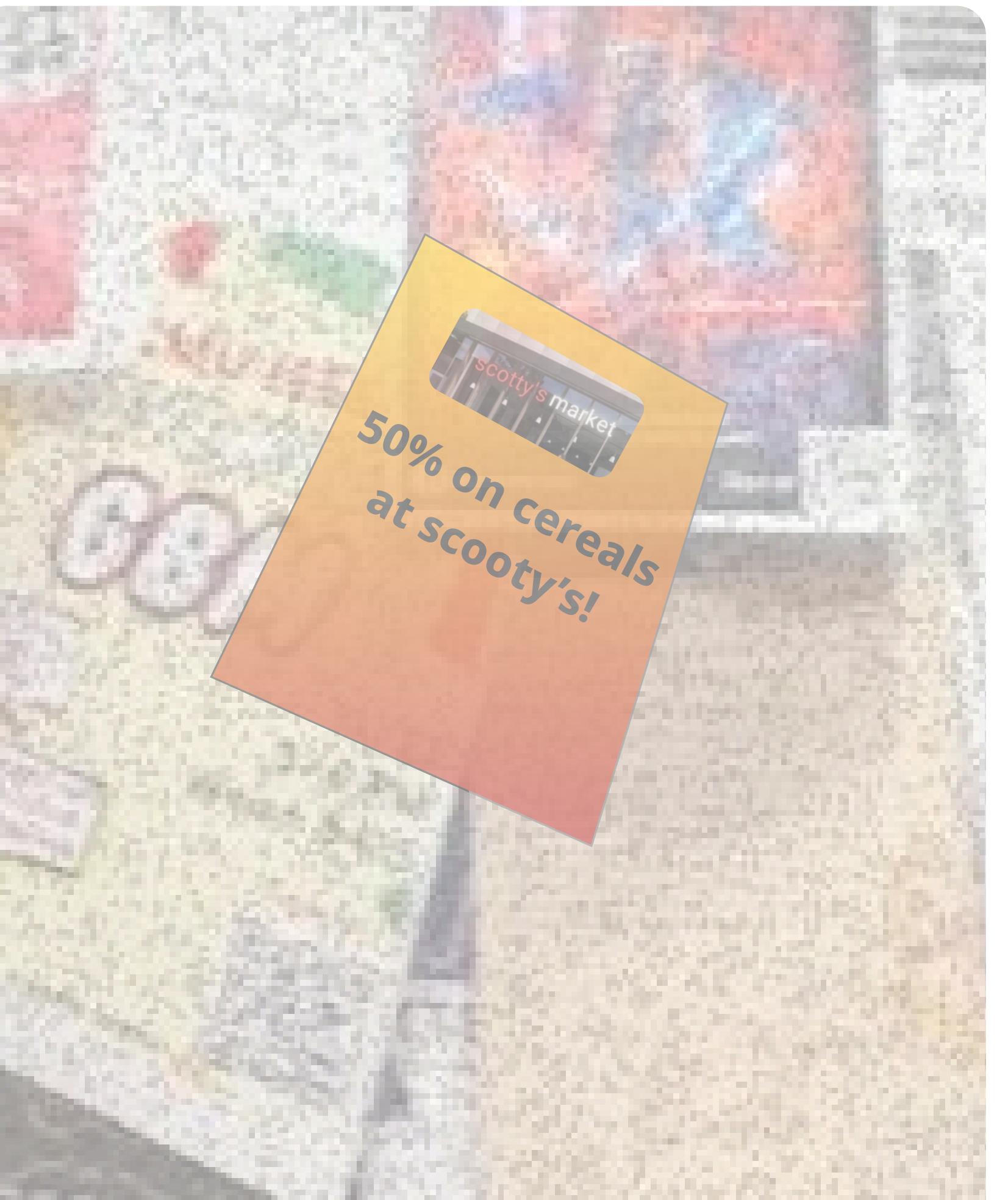
Daily Task

Ashan, along with his friend, completes a trail and individually finishes three of his daily tasks.



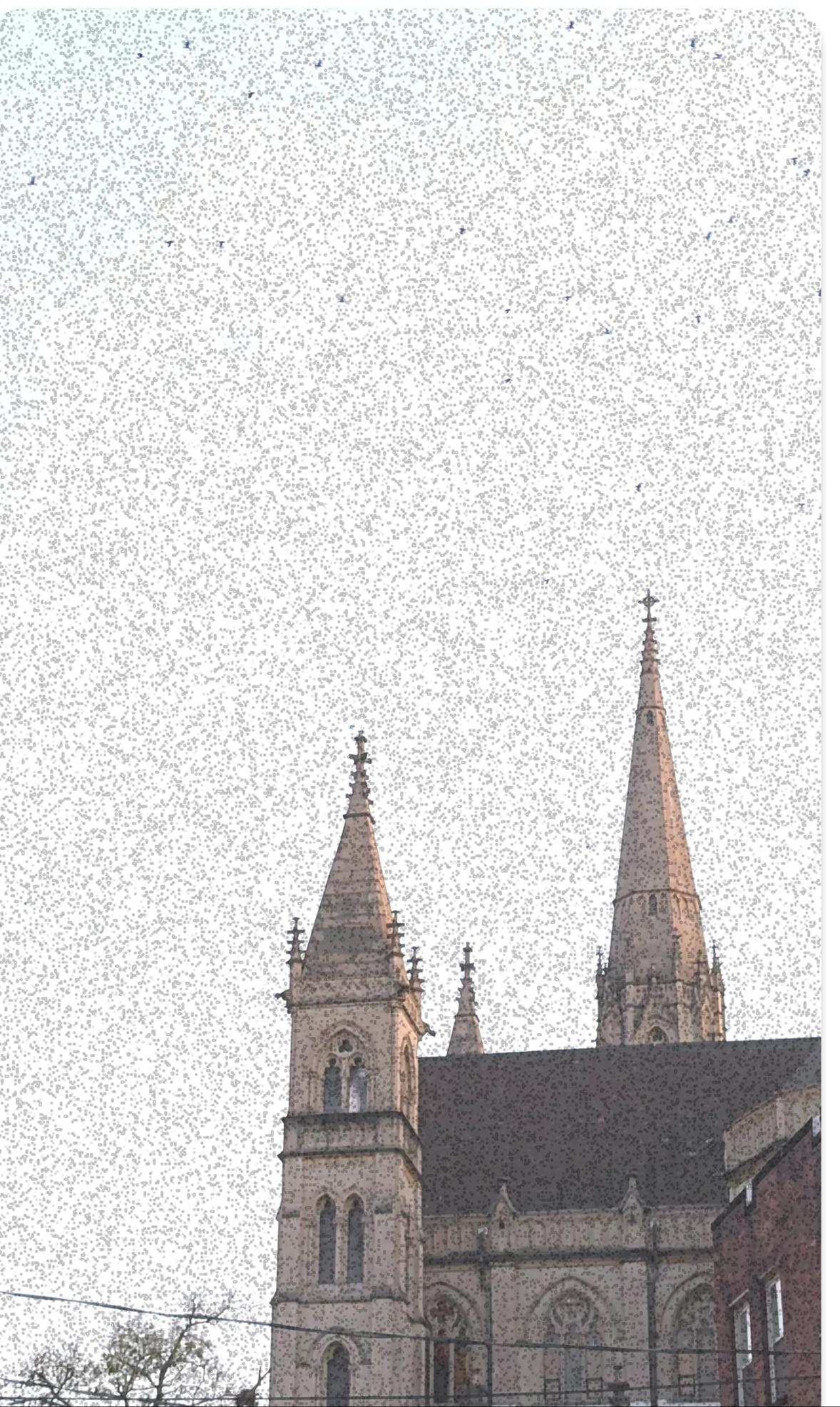
Scotty's Offer

While completing his task of finding and checking a notice board he hadn't seen before, Ashan discovers an ongoing offer on cereals—something he had been looking for. Encouraged by the find, he decides to visit the grocery store for a quick detur during his evening break after class.



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Detour home

After a long day at the uni, Ashan takes a detour in relax mode on his way home to unwind and connect with nature along the journey.



**detur
home**