

# MINNESOTA STATE PARKS & TRAILS

# HIKING CLUB APP

May 2022

U of MN UX/UI Bootcamp

UX Designers

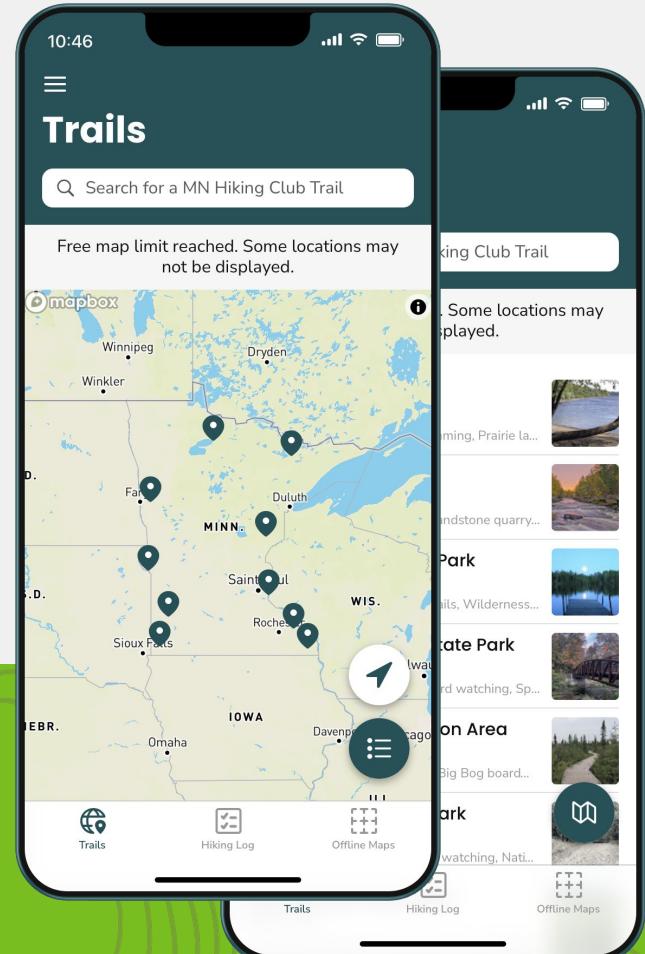
Jasmin Bannister

Sarah Brooking

Brandon Ellefson

Dorothy Toth

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# OUR RESEARCH



# STAKEHOLDER INTERVIEW

With VERONICA JARALAMBIDES

- A mobile friendly application for ease and accessibility
- Spread park awareness
- Get people outdoors!

- Easy to forget a booklet as opposed to an app
- Use QR codes on hike to log password

# SOME SURVEY STATISTICS

**81%**

of survey respondents  
indicate the use of  
smartphones  
during hike

**68%**

of survey respondents  
indicate logging  
their mileage  
after a hike

**91%**

of survey respondents  
are between the  
ages of 25-45



## SOME QUESTIONS

- Is there an app or device you like to use to track your physical activity?
- Have you ever forgotten your booklet, or forgotten to log your hikes in your booklet?

## SOME ANSWERS

- “Fitbit – syncs with your phone”
- “Peloton, Apple Watch, Strava”
- “We have forgotten our books, but always log the hikes after anyway.”

# USER INTERVIEWS



# USER PERSONA



AMANDA PEARSONS

Amanda is a 30 year old occupational therapist who loves and **thrives in the outdoors**. Amanda struggles because she hikes pretty often, but feels like it is **impractical to log all of her mileage** because she has no way of doing so.

## BACKGROUND

- Hates hiking in a new place **without a downloadable map**
- Hates losing track of mileage over a period of time because there is **not a way to log it**

## FRUSTRATIONS

## GOALS

- Would like to enjoy a hike and **easily update mileage**
- Would love an **accessible map** to all hikes nearby
- If traveling would love a way to get **information about hikes** in the area

# PROBLEM STATEMENT

Minnesota Hiking club members, like Amanda, want to **feel prepared** for each new hike and **easily log the hikes they complete.**

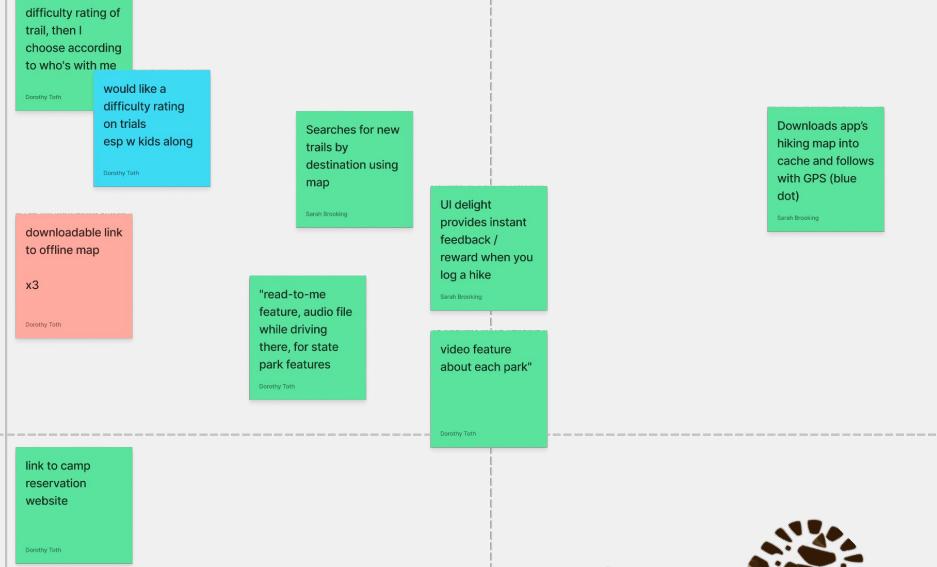
Hikers are currently conducting **their own trail research** on multiple platforms, searching for hike inspiration, trail description and safety details, and in addition, manually logging their **hikes in an easily forgotten booklet.**

How might we help the user **streamline** the planning and logging processes so they can focus on the joy of hiking?



# FEATURES & USER FLOW

user importance



dev complexity

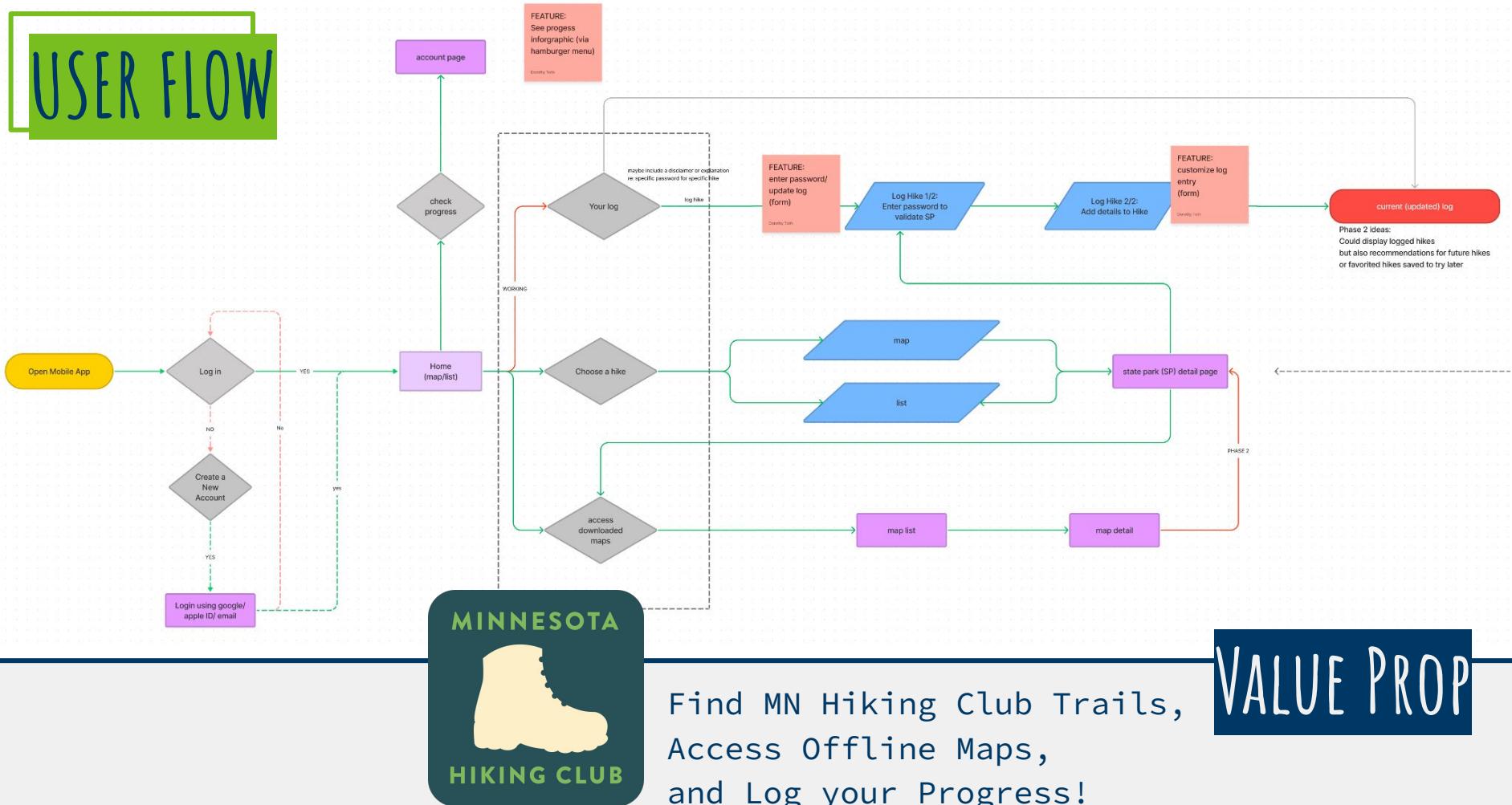
Figma  
working  
file

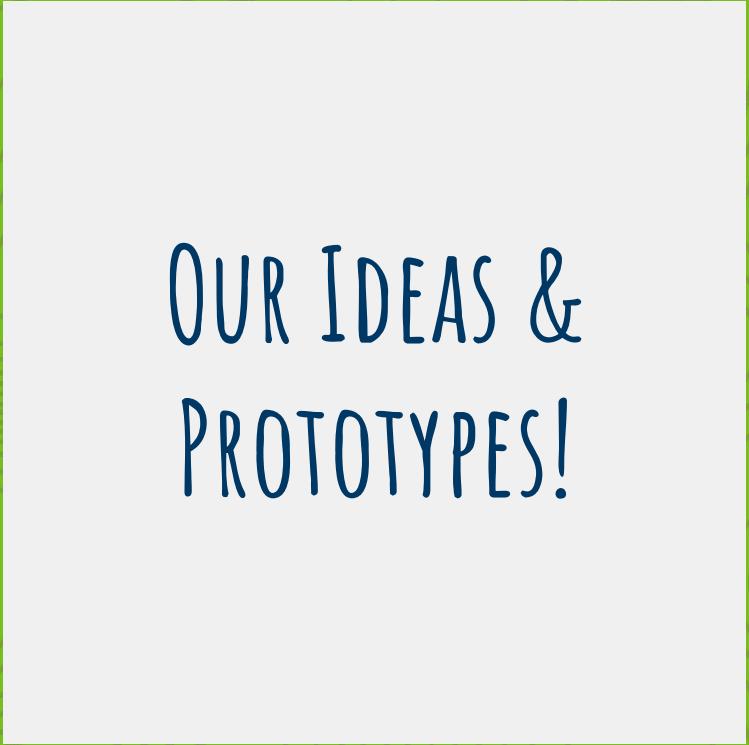
# FEATURE FRENZY!

We sifted through **tons of great interview feedback** – and lots of great feature suggestions!

- Choosing a hike– **map AND list views**
- Read-to-me/**audio** features
- **Videos!**
- Redeem **rewards**
- Download manager for **offline Maps**
- **Reminder notifications...**

# USER FLOW





OUR IDEAS &  
PROTOTYPES!

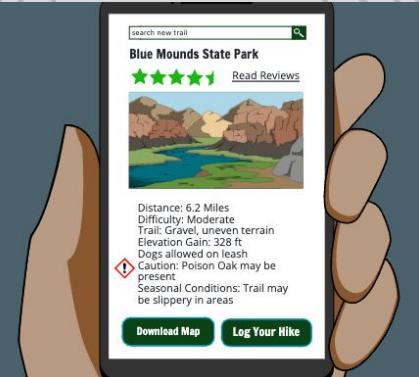
# STORYBOARD



Amanda's friends are ready to hike, but Amanda forgot her MN Hiking club booklet and isn't sure how she'll remember to log her hike.



Amanda remembers another hiker told her about the Minnesota Hiking Club App.



She reads about the trail conditions. And not only can she log today's hike, she can also search other Hiking Club trails!



She downloads a map in case they lose phone signal along the way. She now feels completely prepared.

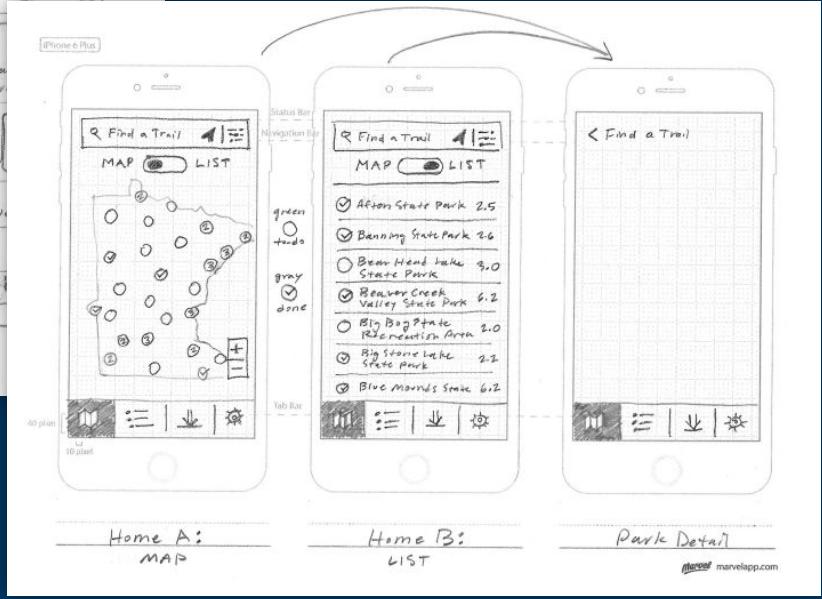
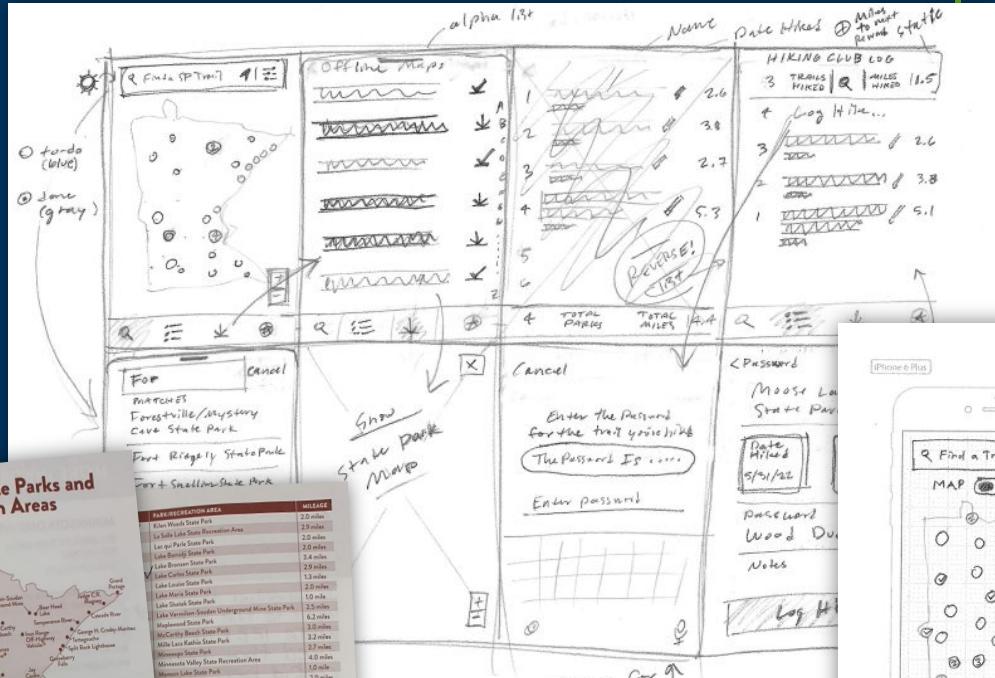


Amanda and her friends enjoy the hike together. Amanda notes the hike's password, confident she'll log it at her convenience.



When they regain phone service, Amanda easily logs her hike. She can view her progress, motivating her to plan her next hike.

# SKETCHES



MINNESOTA HIKING CLUB APP

Logos



## Colors



78BE21 003865 0D5257 53565A D9D9D9D FFC845 E57200 A6192E

A B C D E F G H I J K I M N O P O R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0123456789

## Imagery



UI STYLE GUIDE

**Grotesque Black Italic**  
**don Grotesque Black**  
**Grotesque Bold Italic**  
**ndon Grotesque Bold**  
**otesque Medium Italic**

Brandon Grotesque M  
Brandon Grotesque Regula  
Brandon Grotesque R  
Brandon Grotesque Light  
Brandon Grotesque  
Brandon Grotesque Th  
Brandon Grotesque

## Iconography



62 HIKING CLUB

HIKING CLUB

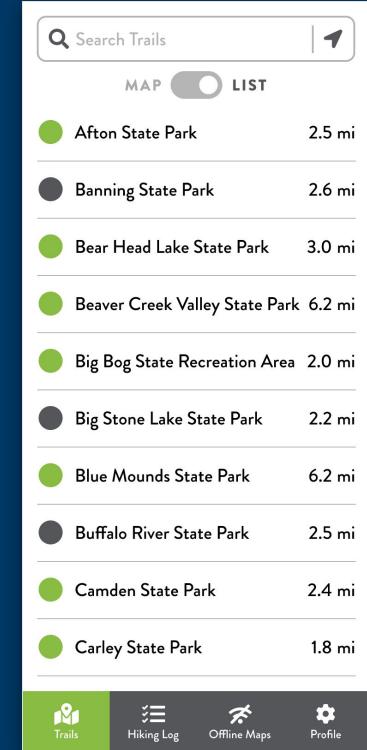
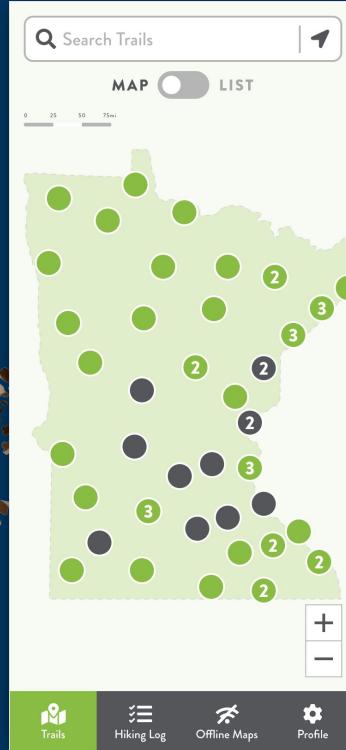
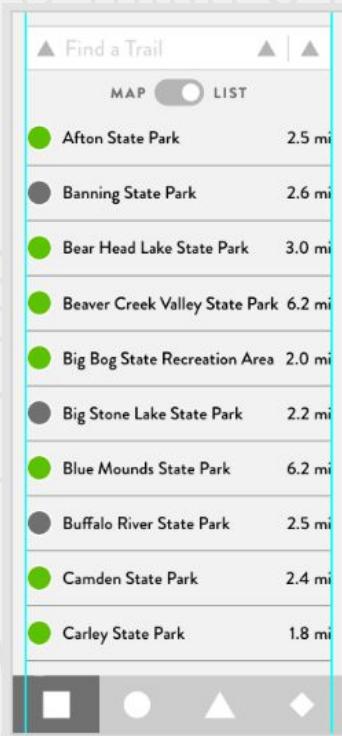
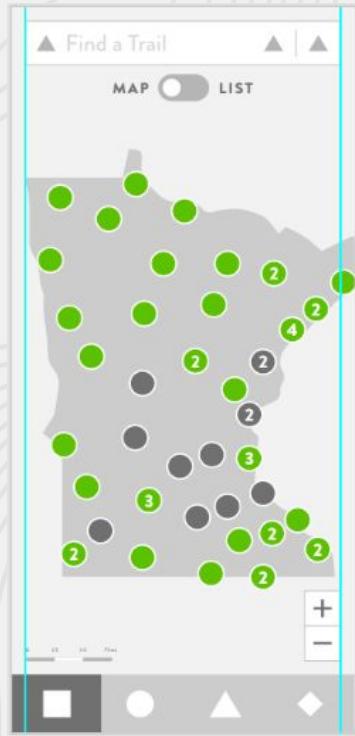
## Buttons



[Sign In with Google](#)

[Create a New Account](#)

# LOW-FI WIREFRAMES



# HI-FI PROTOTYPE

Hi-Fi  
Prototype

# USABILITY TESTING

Fixed in App

Could Fix in App

Addressed in XD Proto

Could Fix in XD Proto

|   |   |  |  |  |   |   |  |   |
|---|---|--|--|--|---|---|--|---|
| Didn't see / notice the search bar.<br>Dorothy Toth   | low contrast of text fields in dark mode<br>in app<br>Dorothy Toth    | low contrast of MN green<br>in app<br>Dorothy Toth                               | add verbiage to log hike button<br>in XD Proto<br>Dorothy Toth               | had trouble finding anything that said "log" or "password."<br>in XD Proto<br>Dorothy Toth | wishes the button had words or different icon<br>in XD Proto<br>Dorothy Toth              | change the floating button to a + symbol, or even include a button at the bottom that says "update hiking log"<br>in XD Proto<br>Dorothy Toth | add an + to the floating button, add a description, or add another button with text<br>in XD Proto<br>Dorothy Toth | text for toggle between map and list<br>in XD Proto<br>Dorothy Toth                                     |
| tapping trails does not clear the search or take her back home = that didn't make sense<br>Dorothy Toth | add log hike button to Hiking Log page<br>in XD Proto<br>Dorothy Toth | icon for a 'hike that's been logged' an edit icon<br>in XD Proto<br>Dorothy Toth | wishes confirmation was more colorful, bigger<br>in XD Proto<br>Dorothy Toth | confused where to find profile tried "My Account" instead<br>Dorothy Toth                  | finds profile, but goes to About instead of actual Profile<br>in XD Proto<br>Dorothy Toth | move Club Progress to be contained in the Hiking Log tab<br>in XD Proto<br>Dorothy Toth   | didn't see first confirmation to hit "Done"<br>in XD Proto<br>Dorothy Toth   | add a prompt after logged hike that suggests viewing progress as well as logged hikes<br>could be in XD |
|   |   |  |  |  |   |   |  | User Testing Plan   |

During Usability Testing, we tested multiple users on 3 main tasks:

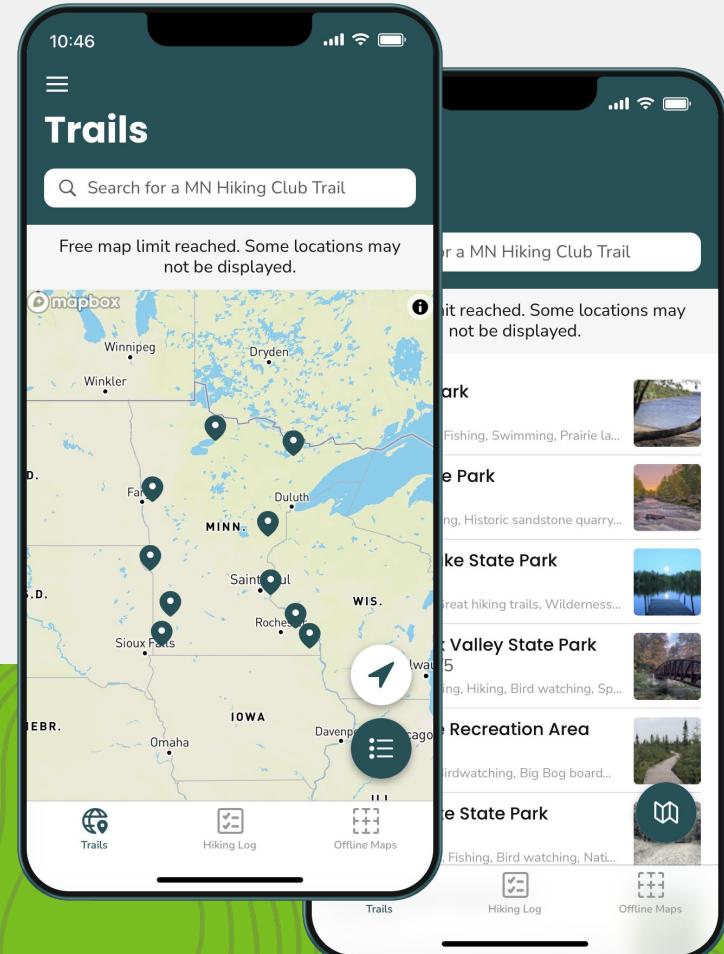
1. Search for a new hike
2. Log Hike
3. View your Hiking Club progress



# DEMO

Link to Glide  
Prototype:

[https://mnhikingclub.  
glideapp.io/](https://mnhikingclub.glideapp.io/)



# NEXT STEPS

- **Trail conditions** – Live-time, detailed descriptions
- Trail **rating explanation** – definition of rating system
- Add **QR code scanning @ parks** – These could be simple, no-internet QRs that return a text password to auto-fill into the app
- **Reminders** to log hikes – could be geo-locational or timed
- **Color/icon-coded park status** – visual system for each park to quickly give a hike status



GET THE  
GLIDE APP!