

Final Group Project Report and Prototype
Team Style: Qinxin Wang, Patsy Paredes, Marlee Garraway, Leila Akil

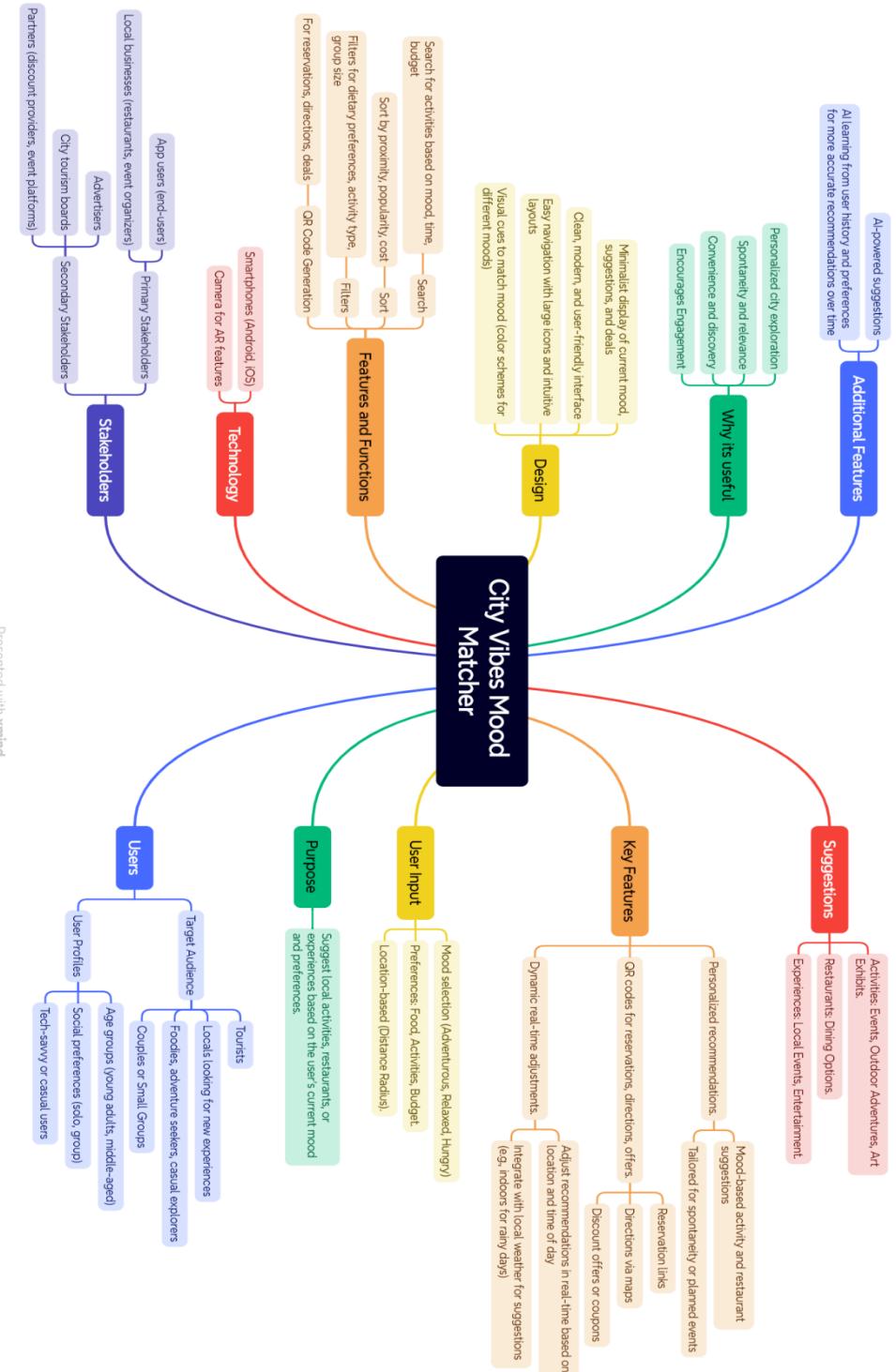


[Final Prototype](#)

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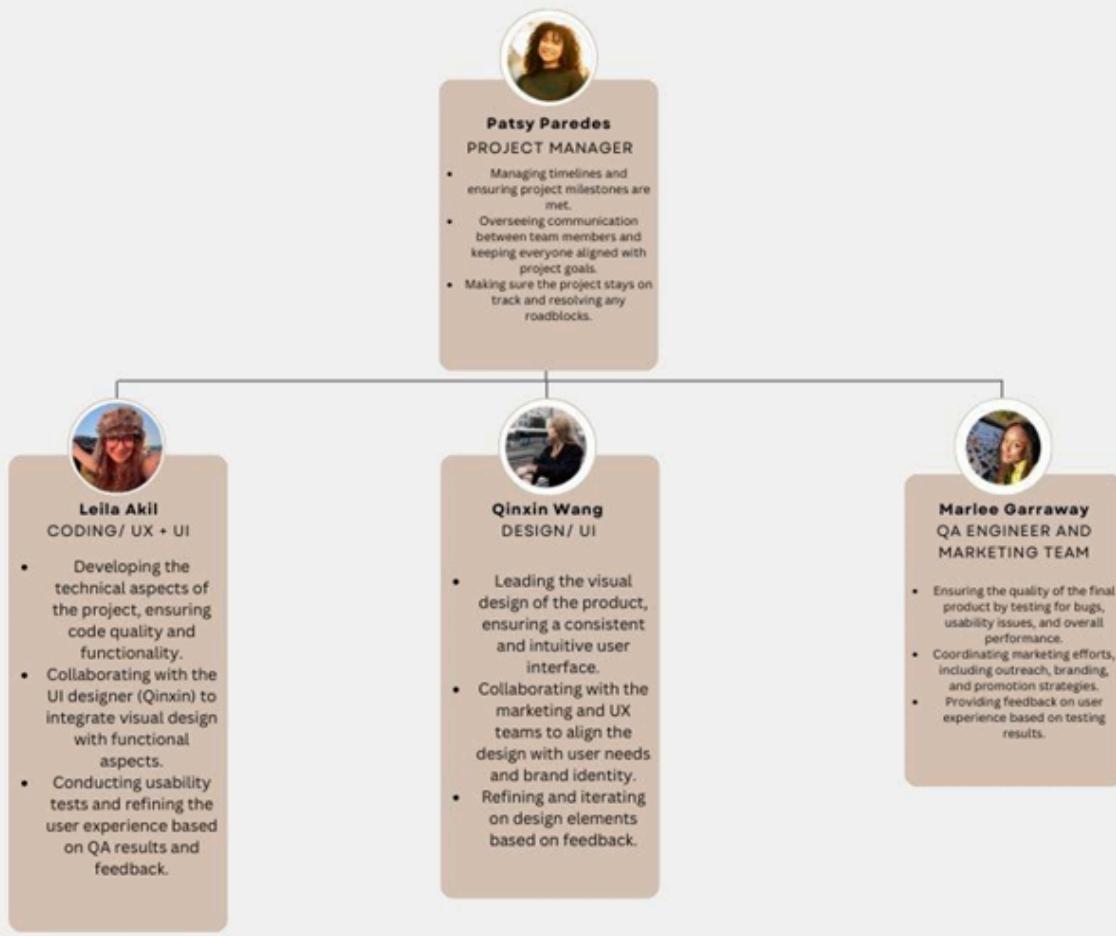
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App Idea:



Team Formation:

GROUP ORGANIZATION CHART



Examples in the Marketplace:

Project: Mood CityTravel App

Qinxin Wang

1. Airbnb-[Find homes on Airbnb](#)
2. Yelp-[Plan, start, grow, and advertise your small business \(yelp.com\)](#)
3. Eatwith-[Food experiences with local chefs and hosts in your city or abroad \(eatwith.com\)](#)

Patsy Paredes

4. Klook-[Klook](#)
5. Viator-[Viator](#)
6. GetYourGuide-[GetYourGuide](#)

Marlee Garraway

7. Spots-[Spots App](#)
8. Songza-[Does not exit anymore](#)
9. Visit A City-[Visit A City: Create Your Personal Travel Guide](#)

Leila Akil

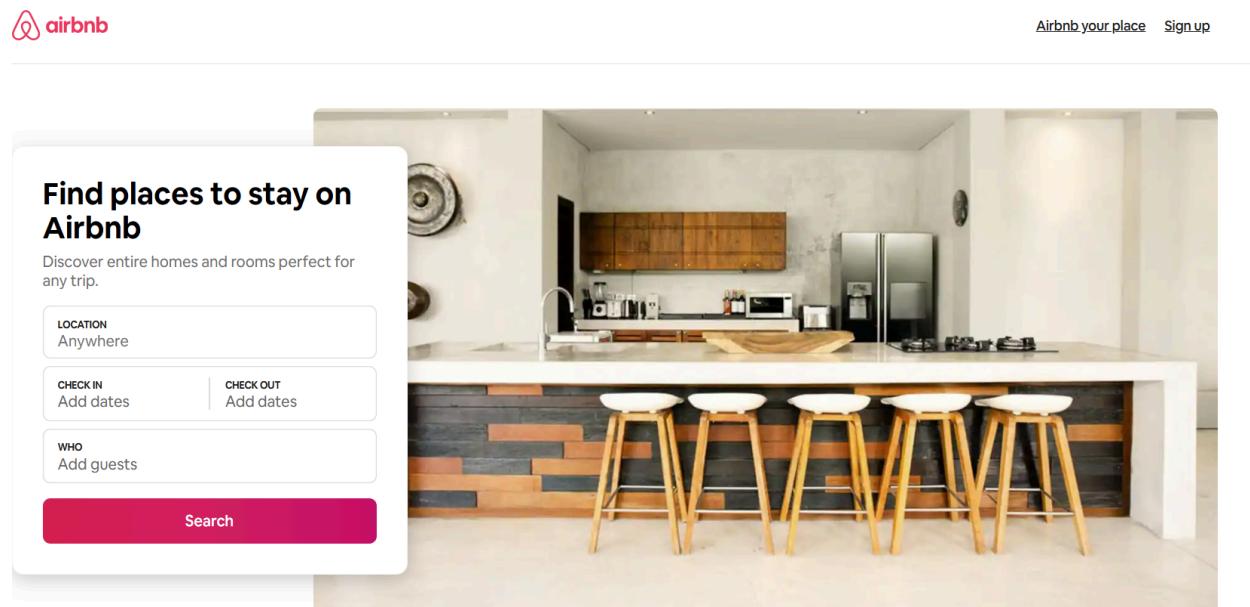
10. Tripadvisor-<https://www.tripadvisor.com/>
11. Roadtrippers-<https://roadtrippers.com/>
12. ToursbyLocals-<https://www.toursbylocals.com/>

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1. Airbnb-Find homes on Airbnb

Airbnb is a global online platform that allows users to rent out their homes, apartments, or unique accommodations (such as tree houses or castles) to travelers seeking short-term stays. It connects hosts with guests, offering a variety of lodging options in multiple countries and regions worldwide.

Strengths	Weaknesses
<ul style="list-style-type: none">• Potential users: Over 100 million, with global coverage• Hosts offer personalized experiences, enabling guests to deeply immerse in local culture• Simple and seamless booking, payment, and review system• Additional unique services hosted by locals available	<ul style="list-style-type: none">• Legal restrictions on short-term rentals in a few cities• conditions may not be as guaranteed• safety concerns

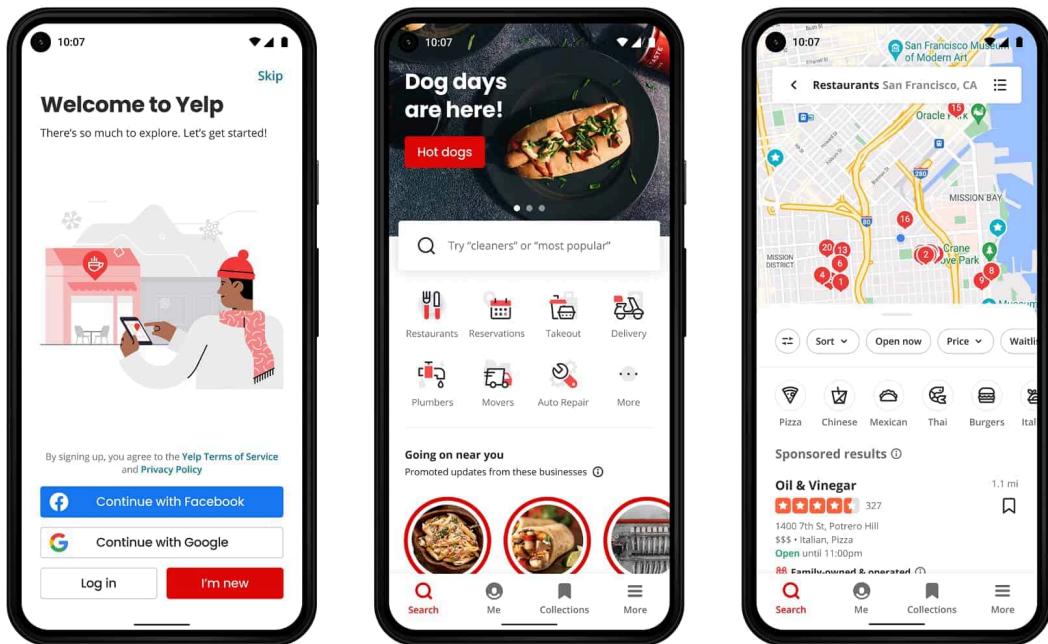


2. Yelp-Plan, start, grow, and advertise your small business (yelp.com)

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Yelp is a popular online platform that helps people connect with local businesses by providing users with a space to write reviews and ratings. Users can discover and explore restaurants, cafes, bars, shops, service providers, and more. In addition to reviews, Yelp also offers detailed business information such as addresses, hours of operation, menus, photos, and pricing.

Strengths	Weaknesses
<ul style="list-style-type: none">• Millions of reviews available, providing users with detailed information about businesses• Diverse businesses, including restaurants, salons, and other service providers• Provides business addresses, navigation, booking options, and menu displays	<ul style="list-style-type: none">• User base is concentrated in the U.S• -Authenticity of reviews



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3. Eatwith-[Food experiences with local chefs and hosts in your city or abroad](#)
[\(eatwith.com\)](#)

Eatwith is a niche platform designed for travelers and food enthusiasts to experience local culture through unique dining events hosted by locals. These events include enjoying home-cooked meals in private residences, cooking classes, and food tours, offering a more intimate and authentic culinary experience compared to traditional dining options.

Strengths	Weaknesses
<ul style="list-style-type: none">• Authentic experiences• Social interactions• Curated selection of hosts	<ul style="list-style-type: none">• Available only in certain cities• Appeals to niche audiences• Costs can be higher compared to some restaurants



hand-picked selections of experiences!

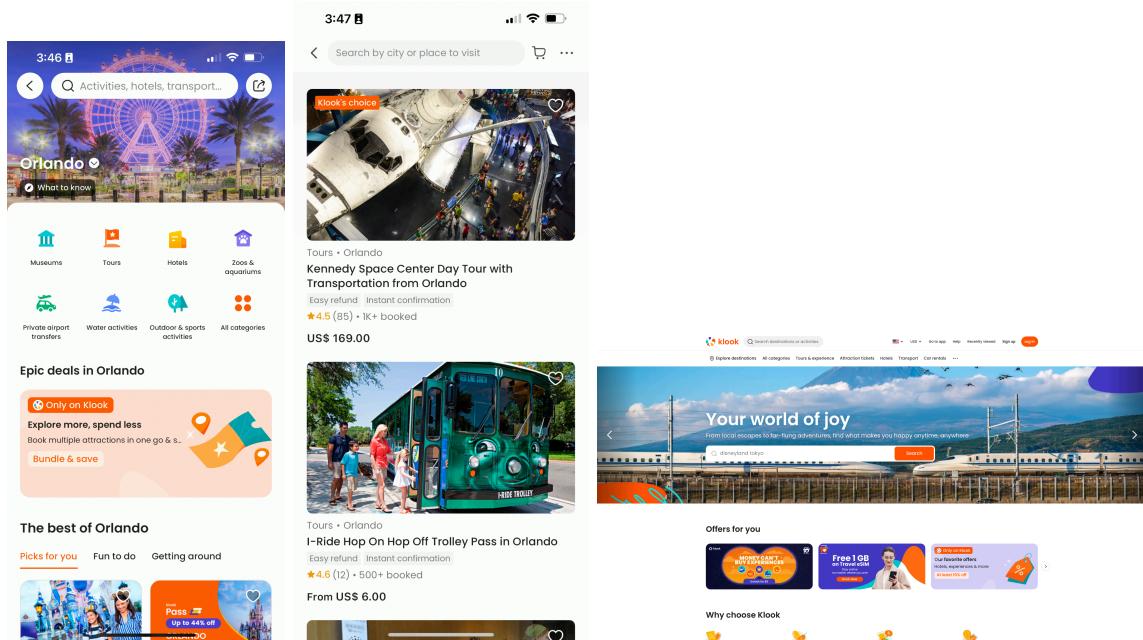
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4.Klook-Klook

Klook is a platform that simplifies travel planning by offering seamless access to transportation, attractions, and tours all in one place. With an easy-to-use search bar, travelers can quickly find and book activities, explore local experiences, and make reservations with transparent pricing options. Klook also provides private hotel bookings and payment solutions, making it easy to manage all aspects of a trip. While the platform lacks an option to filter by time of day, it excels in showing everything available for a chosen destination, ensuring a smooth and enjoyable travel experience.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Multilingual Support • Homepage • FAQ page on website • Search Engine • Cross platform availability • Personal Account • Transportation, attractions, tours • Payment • Search bar for destination • About us page • Reservation available • Price range 	<ul style="list-style-type: none"> • No option to show time of day • Private hotel reservations • Shows everything that is available to do on one page for that destination • Not all attractions or tours might be available • No dining experience for Amer



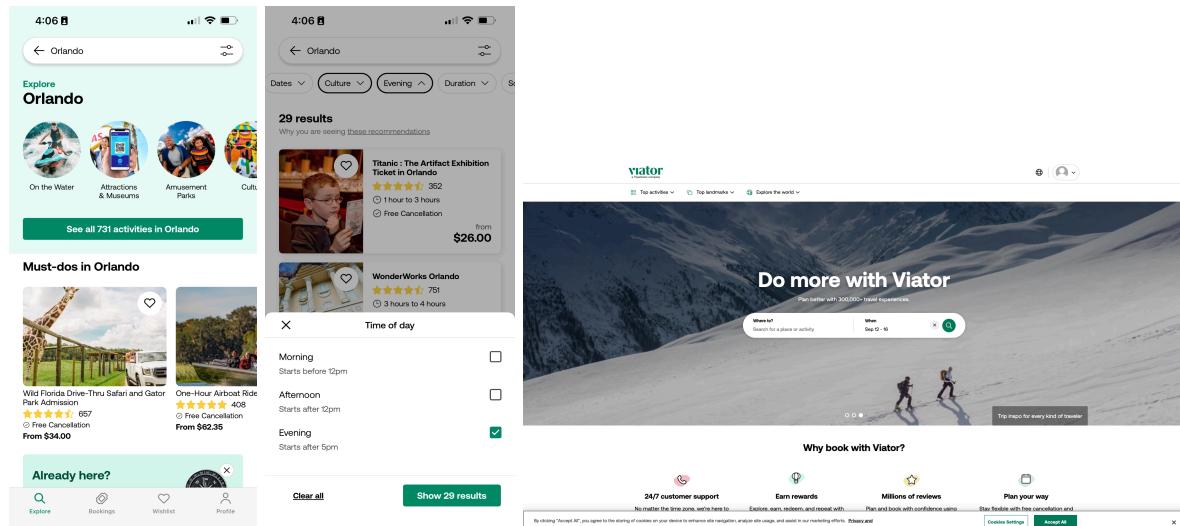
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5. Viator-Viator

Viator is a platform designed to help travelers easily find and book activities for any destination. Featuring a powerful search bar, it allows users to explore activities by time of day and category, including nature, food, workshops, and more. It highlights unique experiences, making it easy to discover exciting options at your destination. With transparent price ranges and reservation availability, users can plan their trips confidently. While Viator focuses on activities and experiences, it doesn't offer hotel bookings or personalized recommendations, providing a streamlined, one-page view of everything available at your destination.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Working Website & App • FAQ page on website • Search Engine • Cross platform availability • Personal Account • Search bar • Shows TIME OF DAY • Nature, Activities, Food, classes, workshops • Shows unique activities to do in the destination • Reservation available • Price range 	<ul style="list-style-type: none"> • No hotel bookings • No personalization



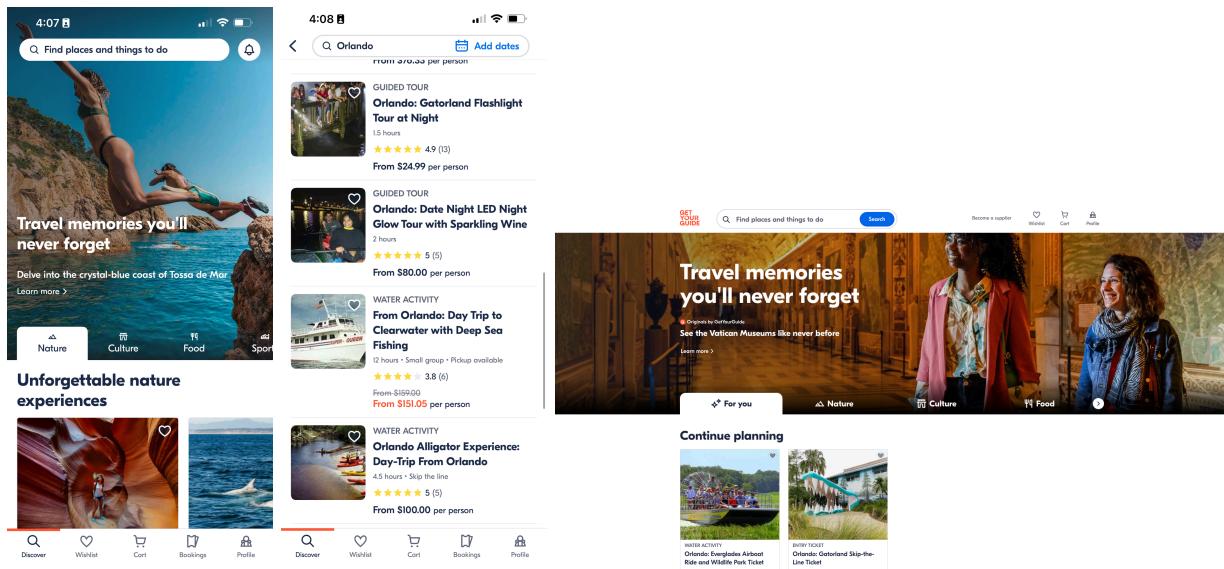
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6. GetYourGuide-[GetYourGuide](#)

GetYourGuide is a platform designed to help travelers discover and book unique activities tailored to their destination. With a personalized dashboard, users can explore curated experiences across nature, culture, and food, ensuring that every trip is memorable. The platform offers an intuitive search bar for easy navigation and provides 24/7 support through its help center. While GetYourGuide specializes in showcasing activities, tours, and experiences, it does not handle hotel bookings, allowing it to focus entirely on delivering unforgettable adventures for its users.

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Working Website & App ● Homepage ● FAQ page on website ● Search Engine ● Cross platform availability ● Personal Account ● personalized dashboard ● Nature, Culture, Food ● Shows unique activities to do in the destination ● Help center available 	<ul style="list-style-type: none"> ● No hotel bookings

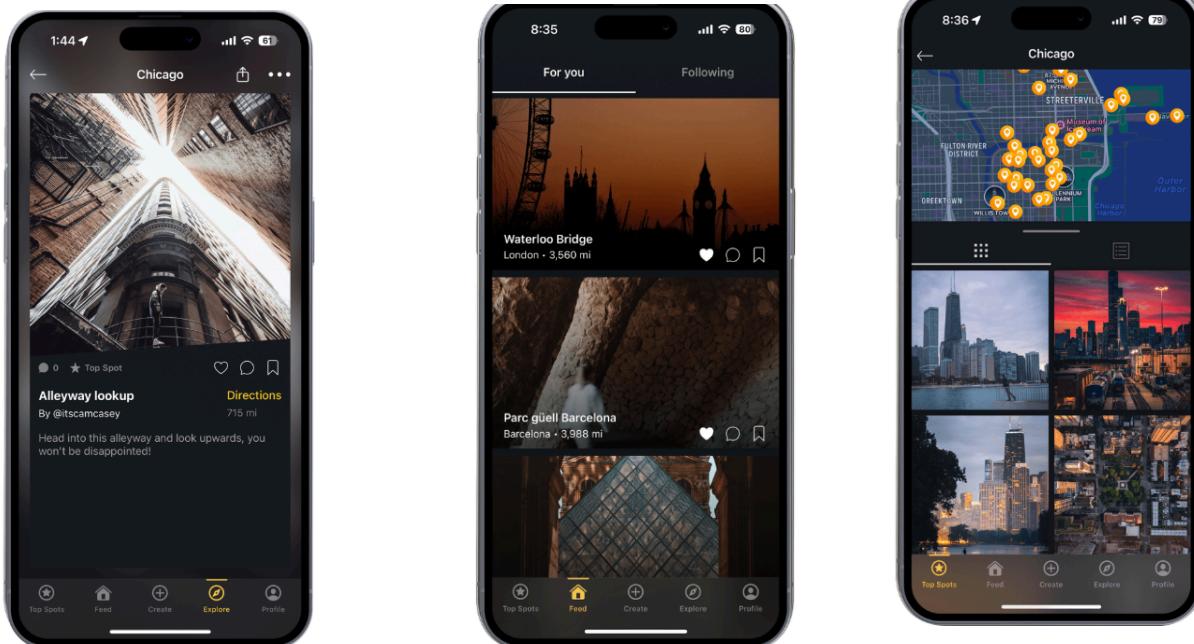


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7. Spots [Spots App](#)

Curated travel community platform designed to help users discover new places and experiences. It enables travelers to explore recommendations for locations around the world based on community input. Users can browse various spots, connect with other travelers, and find personalized suggestions for places to visit. The app aims to enhance the travel experience by offering tailored destination insights and helping people uncover unique experiences.

Strengths	Weaknesses
<ul style="list-style-type: none">• Offers personalized travel suggestions based on community insights, providing unique and local experiences.• Helps users discover places nearby, which can be tailored to preferences and mood.• Allows travelers to connect with others, sharing and receiving recommendations.	<ul style="list-style-type: none">• May have fewer recommendations in less-traveled or remote areas.• The quality of recommendations relies on active community engagement and content generation.

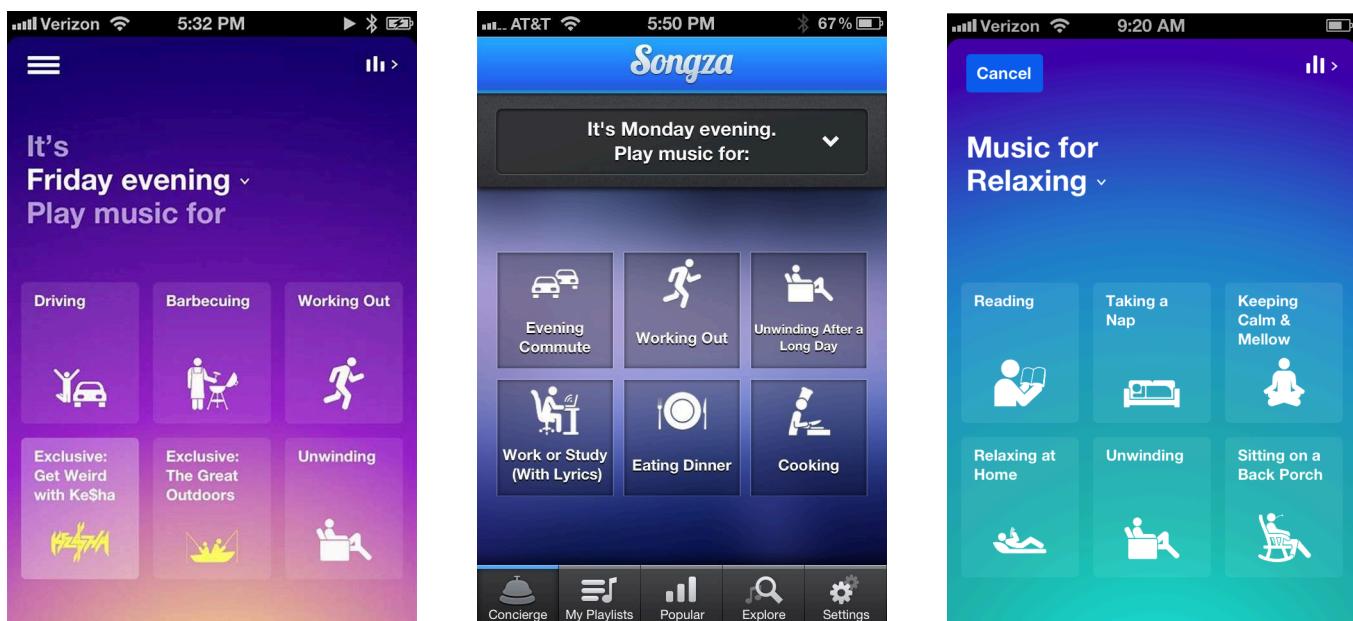


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8. Songza

A music streaming app that curated playlists based on a user's mood, time of day, or activity. Instead of relying solely on algorithms, Songza used human curators to create mood-based playlists tailored to specific experiences, like working, relaxing, or partying. It was known for its "Concierge" feature, which recommended playlists depending on factors such as the time of day and what users were likely doing. Songza was acquired by Google in 2014 and eventually integrated into Google Play Music.

Strengths	Weaknesses
<ul style="list-style-type: none">The "Concierge" feature offered a personalized touch by suggesting playlists based on time of day, activity, or mood.Playlists were hand-picked by music experts, making recommendations feel more thoughtful and relevant.Provided an ad-free experience, which was appealing for users not paying for premium services.	<ul style="list-style-type: none">While playlists were curated, users had less control over creating custom playlists.It had a smaller music catalog compared to major competitors like Spotify and Apple Music.After being acquired by Google, Songza was integrated into Google Play Music, eventually phasing out the standalone app.

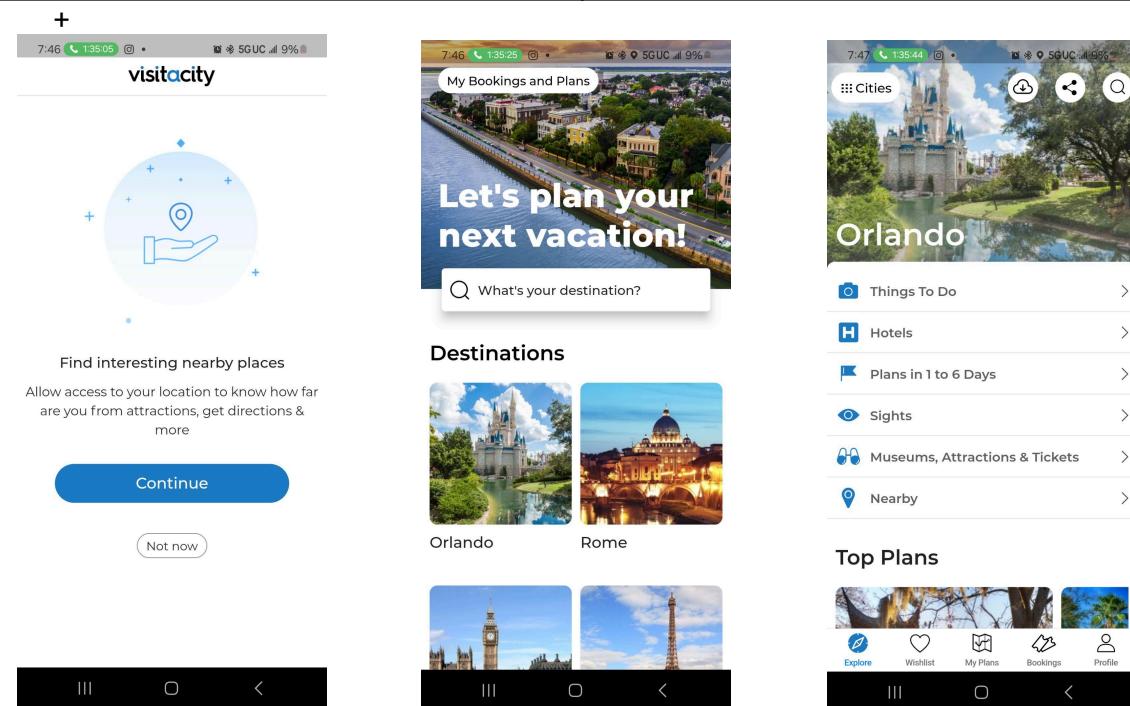


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9. Visit A City-[Visit A City: Create Your Personal Travel Guide](#)

Travel planning app that provides detailed itineraries for various destinations around the world. Users can explore curated travel plans, including popular attractions, daily schedules, and recommendations for things to do. The app allows travelers to customize their trips and receive tailored suggestions for sightseeing, activities, and dining. It's designed to make trip planning easier and more efficient, offering both pre-made and personalized itineraries based on user preferences.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Offers curated travel plans with day-by-day activities, making trip planning easy. • Users can modify suggested itineraries to suit personal preferences. • The app allows users to download itineraries for offline use, which is useful for traveling in areas without internet. • Provides detailed insights into attractions, transportation, and dining options. 	<ul style="list-style-type: none"> • Does not offer many features for real-time, user-generated recommendations or reviews. • The app might feel restrictive for travelers wanting more spontaneous options.

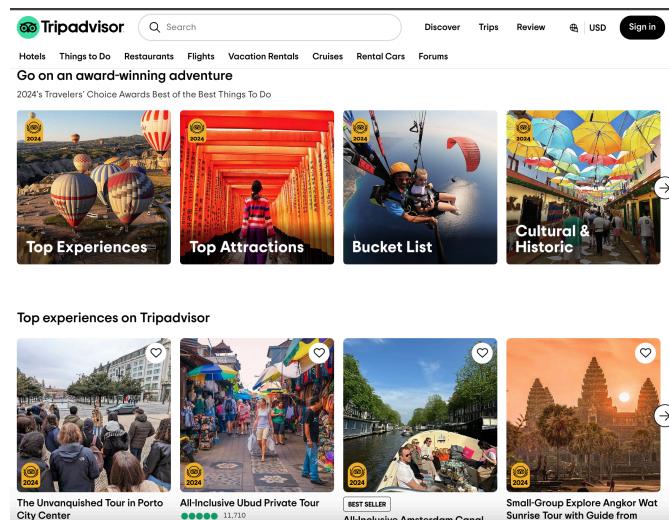


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10. TripAdvisor-<https://www.tripadvisor.com/>

Tripadvisor is an online travel research company that helps users plan and enjoy their trips. It's the world's largest travel site and operates as a family of brands that includes Viator and TheFork.

Tripadvisor's platform aggregates reviews and opinions from members about destinations, accommodations, restaurants, and activities.

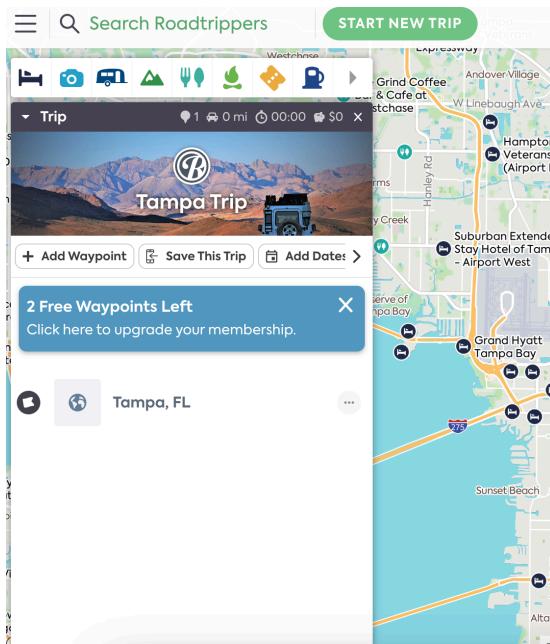


Strengths	Weaknesses
<ul style="list-style-type: none">- TripAdvisor has over 1 billion reviews for nearly 8 million businesses. These reviews help travelers find places to stay, eat, and visit- It is a powerful marketing tool for businesses and brands. It helps businesses connect with travelers and increase brand value.- TripAdvisor has a large, engaged network that creates a barrier to competition	<ul style="list-style-type: none">- Unable to detect fake reviews- Some say that third-party booking sites like TripAdvisor take a significant portion of a business's revenue, which they make up for by charging more- Businesses have very little control over the kinds of reviews that are posted about them on TripAdvisor. It is possible for your business to accumulate negative reviews from people who are venting their frustration — even if your business did nothing wrong.

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11. Roadtrippers-<https://roadtrippers.com/>

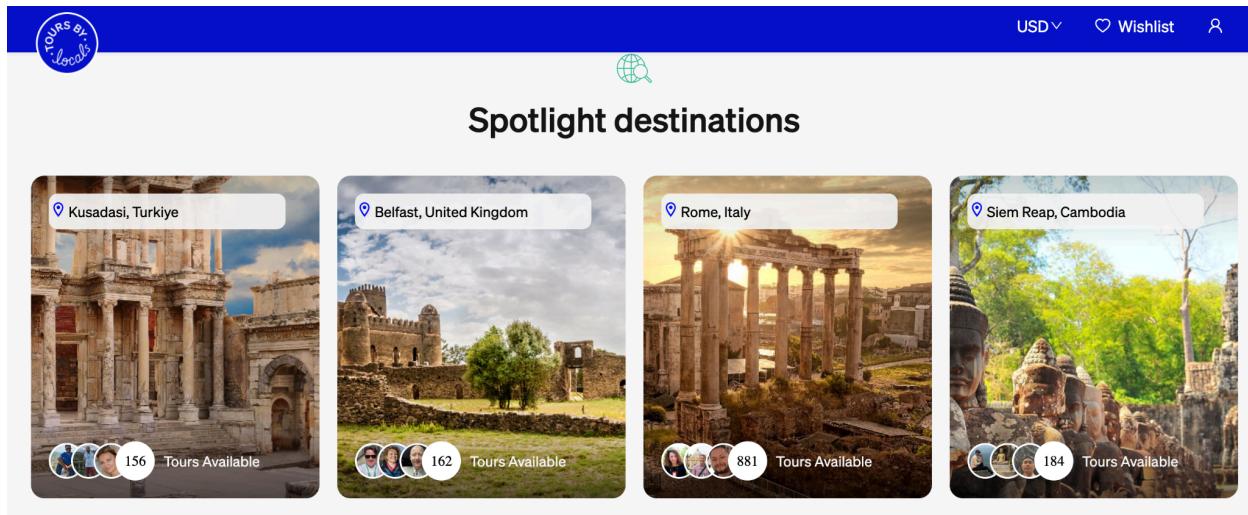
Roadtrippers is a road trip planning tool that helps users discover and plan trips to interesting places around the world.



Strengths	Weaknesses
<ul style="list-style-type: none">- Personalize trips or have the site plan it for you- Includes hotels, sites and attractions, camping sites, food, activities, and fuel and rest stops within the site as seen in the above photo- User friendly- Allows users to collaborate	<ul style="list-style-type: none">- 2 free 'waypoints' (a point on a route that can be used to customize a trip) until you have to pay- It has a lack of GPS coordinates, if you are hiking, camping, or exploring the national parks or wildlife, having the ability to add a waypoint from GPS coordinates would be beneficial.

12. ToursbyLocals-<https://www.toursbylocals.com/>

Tours by locals is a private tour company that connects travelers with local guides in over 170 countries. Their mission is to provide high-quality private tours that offer authentic, local experiences.



Strengths	Weaknesses
<ul style="list-style-type: none">- The guides on ToursByLocals are immensely creative. They love the places they live, and have figured out all sorts of ways to share their favorite parts of their cities, towns and regions with travelers.- Allows you to personalize your travel experience	<ul style="list-style-type: none">- Expensive- Tour guides have seemed to not honor guest wishes and instead did what the guide thought was best- Separation between guides and company- Low ratings-

3. Feature Function Matrix

	<i>Reviews/Feedback</i>	<i>Hotels</i>	<i>Independently host dining events.</i>	<i>Experiences</i>	<i>Price Range</i>	<i>Time of Day</i>	<i>Restaurants</i>	<i>Search Bar</i>	<i>Help Page/FAQ</i>	<i>Payments</i>	<i>Personal Account</i>	<i>Personal Dashboard</i>	<i>Transportation</i>
Klook	1	1	0	1	1	0	0	1	1	1	1	0	1
Viator	1	0	0	1	1	1	1	1	1	1	1	0	0
GetYourGuide	1	0	1	1	1	1	1	1	1	1	1	1	0
Airbnb	1	1	1	1	1	0	0	1	1	1	1	1	0
Yelp	1	0	0	0	1	1	1	1	1	1	1	1	1
Eatwith	1	0	1	0	1	1	1	1	1	1	1	0	0
Spots	1	0	0	1	1	1	0	1	0	0	1	1	1
Visitacity	1	1	0	1	1	1	0	1	0	0	1	1	1
Songza	0	0	0	0	0	0	0	0	0	0	1	1	0
TripAdvisor	1	1	0	1	1	1	1	1	1	0	1	0	0
Roadtrippers	1	1	0	1	0	1	1	1	1	1	1	1	1
Toursbylocals	1	0	0	1	0	1	0	1	1	1	1	0	0
Total Count:	11	5	3	9	9	9	6	11	9	8	12	7	5
Percent%:	92%	42%	25%	75%	75%	75%	50%	92%	75%	67%	100%	58%	42%

Technology Target:

I. User Profile and StakeHolders

User Profiles

Primary Users

- **Young Adults**
 - Age range: 12 - 25
 - Education: Middle School, High School, College
 - Occupation: none, entry-level, part-time, full-time, multiple jobs
 - Income: None - Moderate
 - Technology Used: Mobile Phones, Laptops, Tablets
 - Technology proficiency: Advanced proficiency, raised online with mobile devices and social networks
- **Adults**
 - Age range: 30+
 - Education: College
 - Occupation: none, entry-level, part-time, full-time, multiple jobs
 - Income: Moderate - High
 - Technology Used: Mobile Phones, Laptops, Tablets
 - Technology proficiency: Low - High
- **Business Owners**
 - Age range: 18+
 - Education: High School, College
 - Occupation: entry-level, part-time, full-time
 - Income: Moderate - High
 - Technology Used: Mobile Phones, Laptops, Tablets
 - Technology Proficiency: Moderate - High
- **Leisure Tourists**
 - Age range: 16+
 - Education: High School, College
 - Occupation: none, entry-level, part-time, full-time, multiple jobs
 - Income: None - High
 - Technology Used: Mobile Phones, Laptops, Tablets
 - Technology Proficiency: Moderate - High

- **Business Travelers**

- Age range: 18+
- Education: High School, College
- Occupation: entry-level, part-time, full-time
- Income: Moderate - High
- Technology Used: Mobile Phones, Laptops, Tablets
- Technology Proficiency: Moderate - High

Secondary Users:

- **Travel Bloggers and Influencers**

- Users who create and share content about destinations, providing reviews, tips, and recommendations.

- **Local Businesses**

- Restaurants, cafes, shops, and other businesses that cater to travelers and would benefit from appearing in recommendations.

- **Event Organizers**

- Organizers who use the app to promote local events that might attract tourists (e.g., festivals, exhibitions).

- **Tour Guides**

- Freelancers or companies offering guided tours or personalized experiences for app users.

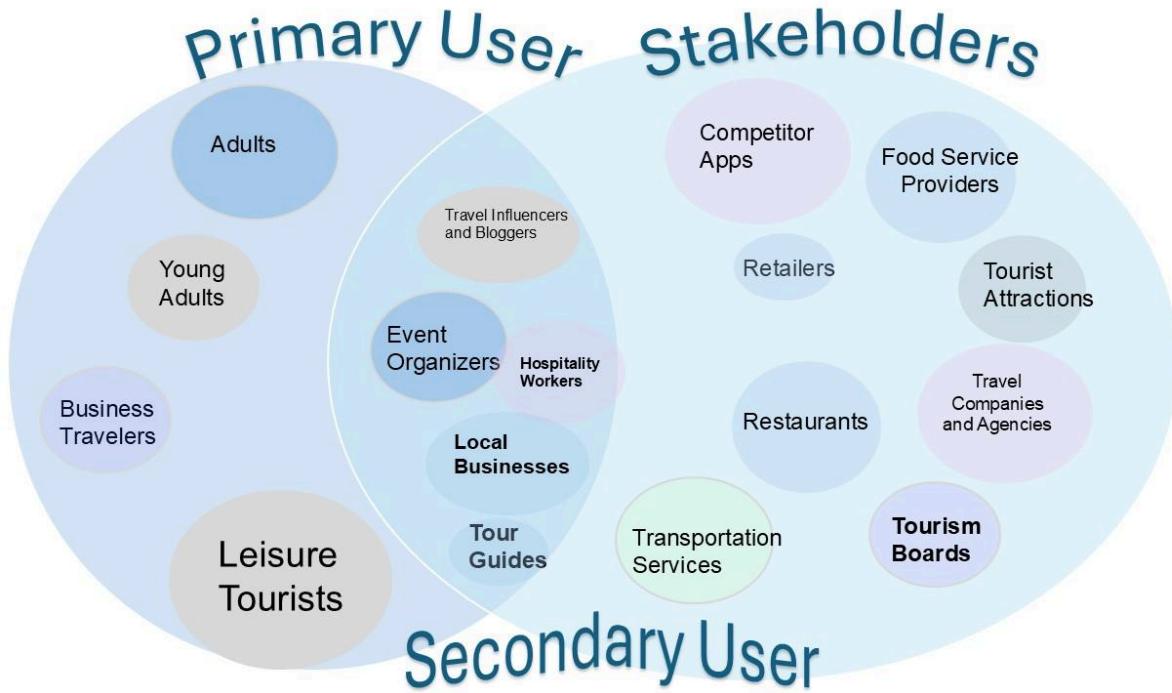
- **Hospitality Workers**

- Hotel managers, restaurant owners, and other service providers interested in promoting their services to tourists

Stakeholders

Key Stakeholders	Supportive? (yes/no)	Importance to Success	Goals, Motivations, and interests	Roles
Local Tourism Boards	yes	high	Provide details and expectations of the area	Help tourist find a reliable guide to enjoy their stay in a city
Travel Companies and Agencies	yes	moderate	Help their clients feel more confident traveling by sharing optional experiences to try in between itinerary plans	Recommend to clients to use if they want to find things to do in between
Event Organizers	yes	high	Promote special events, promo codes	Organizers will update events on their profile to keep users updated on what's coming up
Restaurants and Food Service Providers	yes	high	Special promotions, provide promo codes to inspire more people to visit	Huge food chain corporations will not appear. We will only see popular limited food services and lots of local restaurants to show the taste of the city.
Tourist Attractions	yes	high	Share seasonal promo codes, make sure people don't miss out on unique experiences	Will attract tourists to see all the unique experiences to try
Travel Influencers and Bloggers	yes	moderate	Earn commission from promo codes and user sign ups	Help the app gain visibility by sharing of experiences using to find golden gems from the app
Transportation Services	no	low	Team up with companies such as the bus	Providers of ground transportation such as uber, buses, trains, and taxis.
Retailers	yes	moderate	Shops and markets selling products that tourists might purchase	Help local business owners by sending tourists there to select the best local souvenir.

Venn Diagram:



I. End Users Feedback

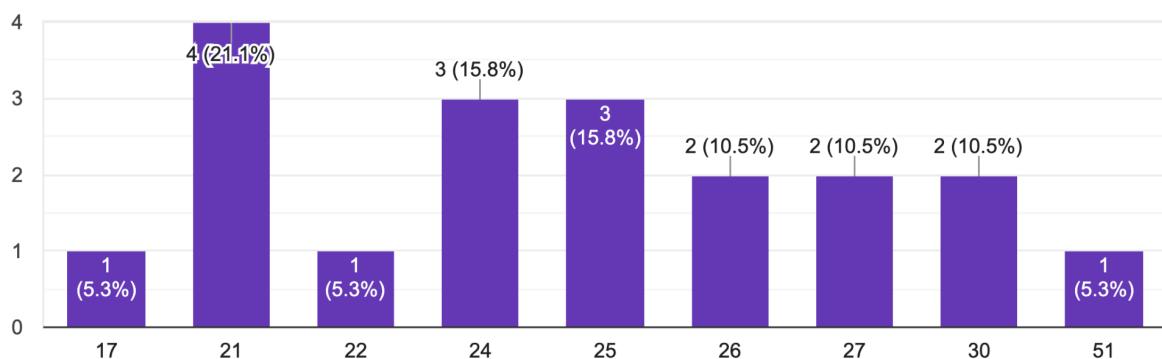
User Interview _____

1. How old are you?

Responses:

How old are you? (Please enter a numerical value, e.g., 25)

19 responses



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2. How do you plan your day when you go out?

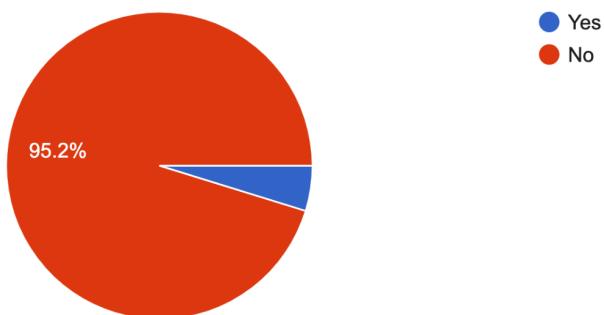
Responses:

1. I wing it
2. Organize by activity and time of day, mostly plan around food.
3. Take it one minute at a time.
4. I think of things that I need or want to do and make a mental list.
5. I think about what my initial destination is and what else I can do that is near it.
6. I double check with my schedule to make sure everything is set. Message and confirm with friends that I may spend the day with, and have gas, and money.
7. No plan
8. I write down activity, location, and time in my notes.
9. Google calendar
10. I think about what I want to do and where I want to go.
11. Randomly
12. Go out early and get some fast food first and then have fun.
13. I make sure I have everything done that I need to do at home first before going out.
14. Time of day, expected work exhaustion.
15. Try to find fun or popular things to do in the area I'm visiting.
16. Shower, eat, and just wing it.
17. Notes app, google calendar
18. Eat
19. Depends on my mood what I need/ want to do. Usually plan solo trips or with friends.
20. Not much planning
21. Work, study, sleep, repeat.

2.

Are you always in the mood to do something high-energy?

21 responses



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3. What is your favorite unique thing to do in the city you're from?

Responses:

1. Taco tuesday
2. Coffee crawl
3. Passing through tolls
4. Since I'm from Philadelphia, we visit old historical sites that are nearby. Also Philly is a melting pot of culture so we try and eat new foods
5. None
6. paddle boarding
7. Go to the St Pete Pier
8. look around
9. Drinking
10. Eat breakfast really early
11. going to new cafes
12. Go to new bars and drink places, explore beyond the tourism
13. Try new foods or do something outdoorsy
14. Go to different pop up events
15. Saturday Arts Market, friday asian market, bike trail, town center shopping spree
16. City walk
17. Visit museums, hike or sit by the water
18. walking around
19. Watching Shows

3. What do you like to do during your free time?

Responses:

1. playing guitar
2. try new restaurants
3. Video games
4. Video games, thrift, museums, gambling
5. I like to walk around while listening to music
6. Exercise, hang out with friends, art
7. Watching TV
8. Go to clubs
9. Play video games
10. scroll on the internet
11. Ride my jet ski
12. Do some outdoor sports
13. watch netflix
14. Film, Theatre, go out for drinks or food with friends, new local markets
15. Relax by the pool or beach, find a restaurant I haven't tried before
16. Escape from technology and be outdoors or do crafts in the house

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- 17. Art, TV, crochet, yapping, reading
- 18. Watch TV, listen to music, stay home and relax
- 19. Shop, relax at home or go out with friends/dogs
- 20. youtube, pickleball
- 21. Working Out

4. What's one thing you wish travel apps could do better?

Responses:

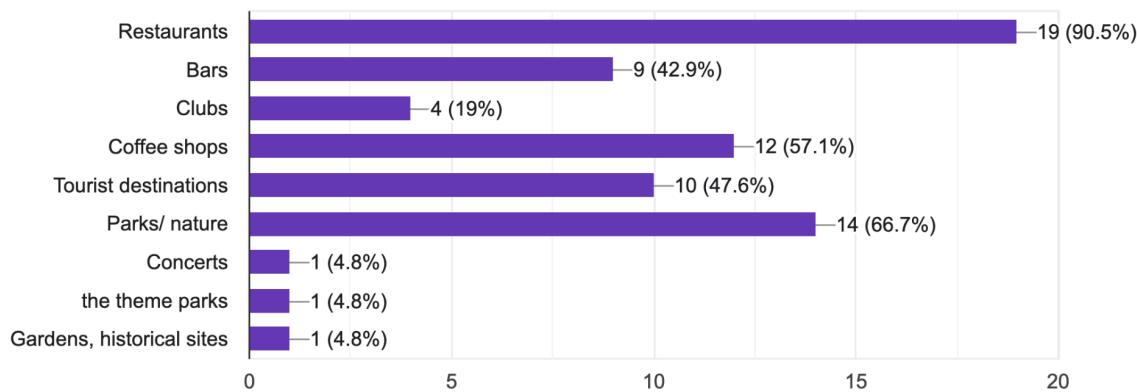
- 1. watching movies together
- 2. watching movies, trying new recipes
- 3. Give real local places and not tourist traps that pay the app the most
- 4. Plan things to do after picking a destination to travel to
- 5. Tell you more specific outdoor parks that are near you
- 6. Give us the cheapest and most efficient options when traveling. Have a ton of reviews as well within tourist activities like sightseeing etc.
- 7. I don't know
- 8. Give me suggestions when i set a budget
- 9. More intuitive app design
- 10. a better user interface
- 11. Show more options for local restaurants
- 12. Give more informative suggestions
- 13. show me new places in my area that maybe i haven't been to yet
- 14. Feel less artificial and sponsored
- 15. show me all destinations available not just the overrated destinations everyone goes to
- 16. N/a
- 17. More succinct description of everything going on in the location, visible and clear prices for events/entry, any instructions needed to participate/enter
- 18. Show more unique/affordable things to do vs just going out to eat or doing something high energy with a ton of people
- 19. get better deal
- 20. Booking

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5.

Where do you usually go out to?

21 responses



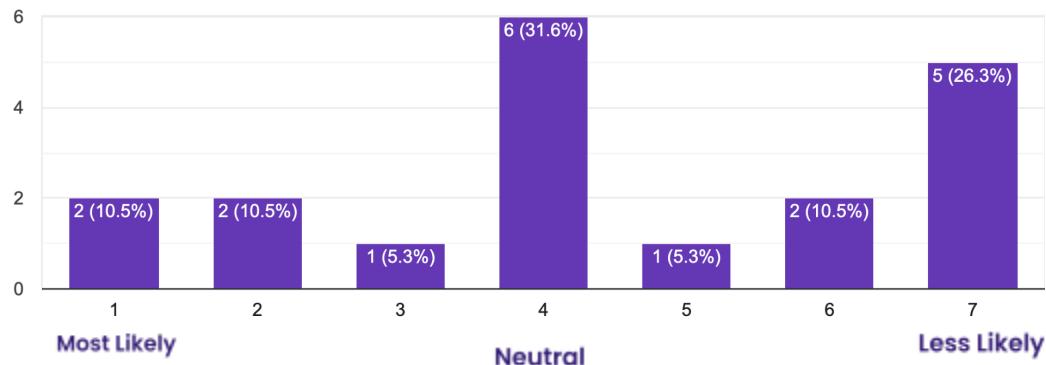
6. What's the first place you want to take someone when they visit your city?

Responses:

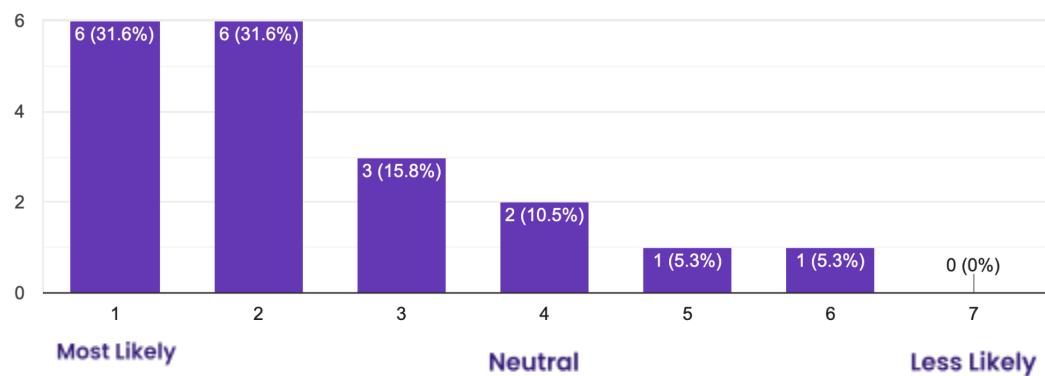
1. ramen
2. Park ave stroll to look at houses
3. I drive
4. A good local restaurant
5. The local park area where there is a great ice place
6. The Liberty Bell
7. Disney World
8. Universal studio
9. The st pete pier
10. the coffee shops
11. Disneyland
12. Parks
13. theme parks
14. Local bars, best food spots!
15. downtown for food trucks or pretty locations with a view
16. A fun activity like mini golf, and arcade, etc.
17. Saturday Arts Market
18. Disney
19. The beach
20. tourist destinations
21. People's Square

Survey questions:

I would consider paying for premium features in a travel app if they added value.
19 responses



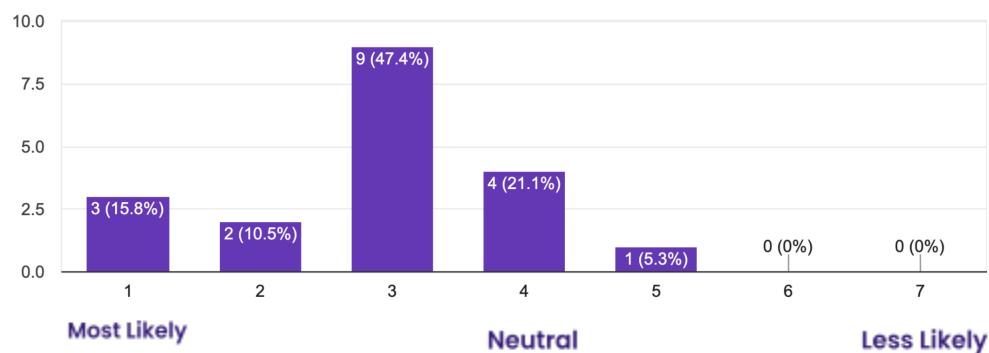
How much do you think other users' reviews influence your decision when using a travel app?
19 responses



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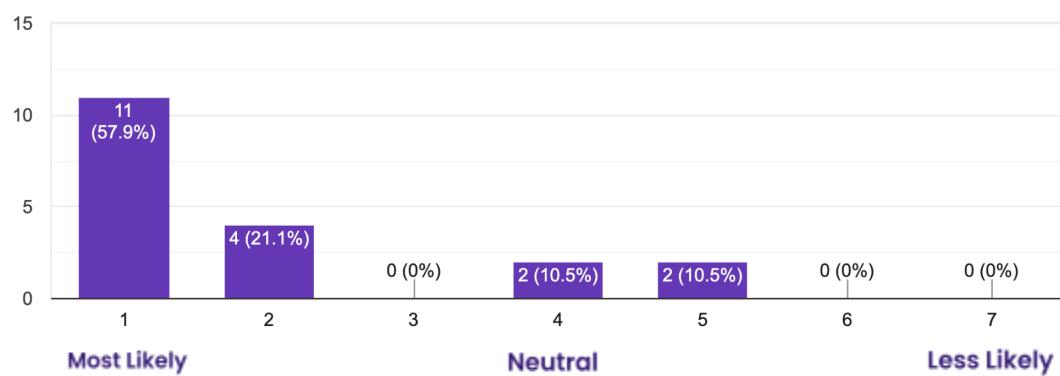
How likely are you to use this app while traveling?

19 responses



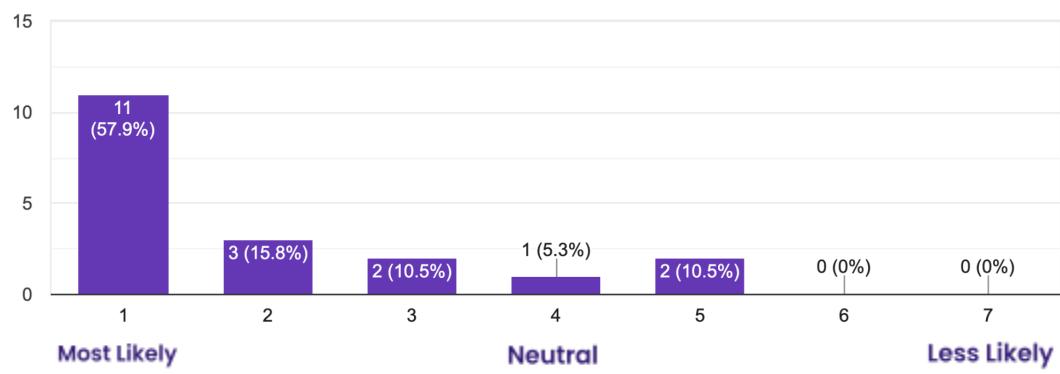
How important is the user experience, particularly ease of use, to you when using the app?

19 responses



How helpful would you find a feature that allows you to manage your travel budget within the app?

19 responses



Stakeholder Interview

1.What consumer groups are you trying to reach?

1. "We see potential with tourists who want curated, local experiences."
2. "Local adventurers seeking hidden gems could benefit from this."
3. "Frequent business travelers could use it during downtime in new cities."
4. "Younger audiences who rely on apps for decision-making are ideal."
5. "People who want personalized recommendations rather than generic lists."
6. "Residents looking for weekend plans could be a core group."
7. "Families seeking kid-friendly activities in new places would love this."
8. "Foodies and event-goers are prime consumers for this type of app."
9. "We could target city newcomers who are still exploring their surroundings."
10. "Anyone interested in off-the-beaten-path adventures fits your audience."

2 .How would you like your brand to be perceived?

1. "As the go-to app for authentic local experiences."
2. "I'd want it perceived as a personalized concierge for the city."
3. "As an innovative, user-friendly tool for discovering hidden gems."
4. "A trusted source for travel recommendations, with strong credibility."
5. "Seen as a fun, reliable, and curated way to explore a city."
6. "Positioned as a community-driven app for real-time recommendations."
7. "A smart, innovative companion for city exploration."
8. "As modern, sleek, and tailored to user preferences."
9. "An app that prioritizes quality experiences over quantity."
10. "As a local expert that feels personal to each user."

3.How would you contribute to the success of the app?

1. "By providing data insights and analytics to improve user engagement."
2. "I'd help secure local business partnerships for exclusive deals."
3. "I could leverage my network for marketing and user acquisition."
4. "We could invest in expanding the app's reach to key tourist hubs."
5. "I'd offer strategic guidance on scaling your platform."
6. "I can provide financial support to accelerate the app's development."
7. "We could help with influencer partnerships for app promotion."

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8. "By connecting you with local tourism boards and authorities."
9. "My focus would be on enhancing the app's brand awareness."
10. "We'd help create strategic alliances to grow the user base."

4.What are the most important immediate outcomes you see for this project?

1. "Increasing app downloads and user retention should be the priority."
2. "Immediate market entry into key cities with vibrant tourist activity."
3. "Building strong local partnerships with businesses."
4. "Ensuring the user experience is seamless and intuitive."
5. "Securing initial funding to expand features and content."
6. "Creating buzz around the app through a solid marketing campaign."
7. "Building a community of users who actively share recommendations."
8. "Gathering data on user behavior to refine recommendations."
9. "Quickly gaining traction in popular travel destinations."
10. "Rolling out beta testing to ensure smooth functionality."

5.How do you benefit from your involvement with the app?

1. "I'd gain exposure to a new, growing sector of travel technology."
2. "Our company would benefit from strategic partnerships with local vendors."
3. "We'd tap into new consumer demographics through the app's user base."
4. "It aligns with our focus on innovative travel solutions."
5. "I see a strong financial return as the app grows its user base."
6. "It offers us the chance to diversify our portfolio in a growing market."
7. "We would strengthen our brand through involvement with an exciting project."
8. "Being part of a project with high user engagement is a great benefit."
9. "We would gain valuable insights into local tourism trends."
10. "Partnering with your app would enhance our reputation for innovation."

Stakeholder Survey:

1. How often do you use travel apps?

1. Never.
2. Rarely
3. Sometimes
4. A moderate amount
5. Often
6. Frequently
7. Every day

2. I want to be involved in the process of creating the app

1. Strongly approve
2. Approve
3. Somewhat approve
4. Neutral
5. Somewhat disapprove
6. Disapprove
7. Strongly disapprove

3. How helpful do you think this app will be?

1. Not helpful
2. A little helpful
3. Sometimes helpful
4. Moderately helpful
5. Very helpful
6. Extremely helpful

4. How often would you like to discuss the app's performance and how it can be improved?

1. Once a year
2. Once every six months
3. Once every three months
4. Once two months
5. Once a month
6. Once every two weeks
7. Once a week

5. How experienced are you working in projects of a similar field?

1. Not experienced
2. A little experienced
3. Somewhat experienced
4. Moderately experienced
5. Fairly experienced
6. Very experienced
7. Extremely experienced

6. Our app has a clear purpose and organized plan

1. Strongly agree
2. Agree
3. Somewhat agree
4. Neutral
5. Somewhat disagree
6. Disagree
7. Strongly disagree

III. User Goals, Task, and Activity Required

User	Goals	Tasks	Activity Required
Young Adults	<ul style="list-style-type: none">- Find trendy new spots- Find good quality places	<ul style="list-style-type: none">- Research new places to go that isn't fake or a scam- Create bookmarks for favorite places- Stay in the know of popular places in area	<ul style="list-style-type: none">- Provide information about their personal preferences, what they like to do, the type of cuisine, etc- Look at reviews for local spots
Adults	<ul style="list-style-type: none">- Find trendy new spots- Find good quality places	<ul style="list-style-type: none">- Discover new experiences- Share with friends the new place	<ul style="list-style-type: none">- Bookmark their favorite places to go back to- Rate locations that they visited

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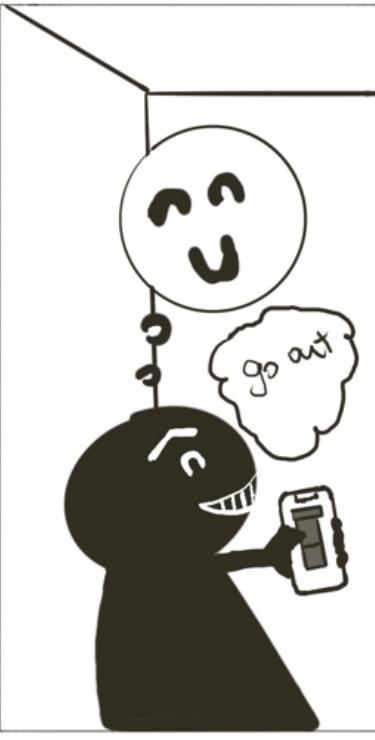
Business Owners	<ul style="list-style-type: none"> - Advertise their business on the platform - Use reviews from the site for feedback and criticism 	<ul style="list-style-type: none"> - Give updates on special events/promotions - Provide promo codes for more customers 	<ul style="list-style-type: none"> - Create verified business profile - Provide links in profile for website and social platforms
Leisure Tourists	<ul style="list-style-type: none"> - Find restaurants, coffee shops, activities in the area they are visiting - Learn more about new areas, live like a local 	<ul style="list-style-type: none"> - Find places to visit - Gain more exposure to the area 	<ul style="list-style-type: none"> - Take photos and leave reviews of experiences - Bookmark locations to visit later
Business Travelers	<ul style="list-style-type: none"> - Easily navigate city for work - Comfort and Convenience 	<ul style="list-style-type: none"> - Search for Business-Friendly Accommodations - Review and Compare Options - Schedule Integration 	<ul style="list-style-type: none"> - Connecting with Other Travelers - Managing Preferences

I. Use Case

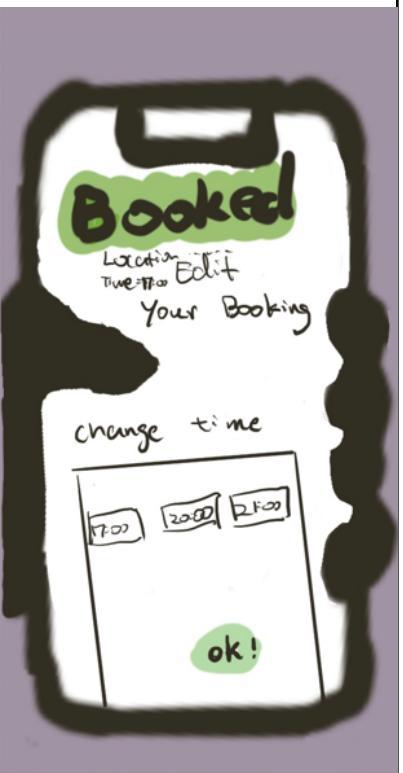
Critical Goals

- The software can recommend activities and attractions based on real-time mood and personal preferences
- Users can quickly find travel options that meet their needs, saving time and effort
- It offers flexible instant bookings, navigation, and itineraries based on mood and location

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<p>Today, Lisa just got off work. She is a college student with a part-time job, and she loves exploring newly opened places in the city with her friends. Feeling a bit tired but very excited, since tomorrow is her day off, she plans where to hang out with her friends and find a place to eat.</p>	<p>She opens the app, enters her current mood, "excited," and presses search to find interesting things to do in her city. Lisa submitted her mood, the system generated recommendations based on her emotions and current location preferences. It suggested several places, including newly opened restaurants, the latest movie releases, and other activity lists. Each activity had a brief description and rating.</p>	<p>Lisa found the list interesting and clicked on a restaurant activity to view more details. The page showed the location, description, user reviews, and mood-based ratings. She could also see feedback from users who had similar emotions.</p>

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<p>After reviewing the list and details, Lisa chose the Mexican restaurant and began booking and planning her trip. By clicking "Book Now," users can select the time, number of people, and view the route and estimated arrival time using the map feature.</p>	<p>Lisa realized some friends might join her, so she shared the reservation details through the app. After a friend suggested a different time, Lisa updated the booking to a new time slot.</p>	<p>Lisa and her friends had a great day, thanks to the flexible timing. The app prompted users to record their journey, including mood changes, experiences, and photos, which they could share on social media or in reviews.</p>

II. Task Analysis

Think Aloud Protocol

Assessed product: TripAdvisor - <https://www.tripadvisor.com/>

Think Aloud Protocol: <https://www.youtube.com/watch?v=FkCNdchO0MI>

Hierarchical Task Analysis

Assigned user task: "Find an event and a restaurant that are nearby"

1. Open app - Press Icon
- 1.1. Continue with Google/ email account (0:20-0:30)
 - 1.1.1. Allow notifications (0:35-0:40)
- 1.2. Front page - explore, search, trending (0:40)
 - 1.2.1. Searching what is nearby. (1:35)
 - 1.2.2. Pop-up asking if Tripadvisor is allowed to access user's location - precise vs. approximate location (1:40)
 - 1.2.3. Looking at what is nearby using the map feature (2:00)
 - 1.3. Map feature gives overview of what is close - hotels, restaurants, etc (2:10)
 - 1.4. Looking at attractions nearby in overview feature (confusion 2:55 - Nature wildlife refuge (attraction) you have to click into the attraction to see that it is closed, but the other attractions say 'open now' on the main page) (2:30)
 - 1.5. Finds an attraction to the user's liking, information page gives hours, itinerary, highlights, cancellation, reservation information. (2:50-3:45)
 - 1.6. Checking availability for aquarium attraction (3:45-4:00)
 - 1.7. Gives times to go to the aquarium, pricing, and different offers + add ons (4:00)

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1.7.1. Upon choosing an aquarium time and visiting experience, app takes user to a new page to fill out contact details (**4:25**)

1.7.2. Filling out contact information - name, phone number, and payment information (**4:30-4:50**)

1.7.3. Closing trip information and going back to the aquarium page to see if any restaurants are nearby the aquarium (**5:10-5:25**) (**error** - no restaurants/ eating options on the attraction page in case user wants a place to eat near the attraction)

1.7.4. Searches 'food' on search page (**5:30**)

1.7.4.1. Chooses 'nearby' button to look at restaurants that are close to the user (**6:00**)

1.7.4.2. Filters restaurants based on number of dollar signs and 1-5 star reviews - user chose 1 dollar sign and 5 star review restaurants (**6:20-6:30**)

1.7.4.3. No results shown (**6:30**)

1.7.4.4. User takes off 5 star reviewed restaurants filter and looks at options - 3 options (**6:40**)

1.7.5. User changes filter to \$ + \$\$-\$\$\$\$ dollar signs - 135 results shown (**6:50-7:00**)

1.7.6. Restaurant results are shown (**7:10-7:15**)

1.7.7. User chooses a restaurant (**7:15**)

1.7.7.1. Clicks into restaurant chosen and reservation times are shown (**7:25-7:35**)

1.7.7.2. Clicks a reservation time best for user and a new page pops up - for a separate company through TripAdvisor - 'OpenTable' to fill out contact information to reserve the table for the restaurant chosen (**7:40**)

1.7.7.3. User clicks out of new page (Opentable) (**7:55**)

1.7.8. User goes back to search for the aquarium attraction to save it to be able to go at a later time (**8:10-8:20**)

1.7.9. TripAdvisor creates a 'Trip' folder automatically called 'Trip to Orlando' (**8:20**)

1.7.10. User clicks button (+ Create a trip) and attraction is automatically saved to that folder (**8:20-8:25**)

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1.7.11. User goes back to previous chosen restaurant (**8:30**)

1.7.11.1. User clicks heart in top right corner to save restaurant to her already created trip folder that was just created (**8:30-8:35**)

1.7.11.2. User goes to 'Plan' section on the bottom of the screen - also features Explore, Search, Plan, review, and Account sections (**8:40**)

1.7.11.2.1. User sees created Trip folder as well as 'Plan with AI' button underneath it (**8:40-8:45**)

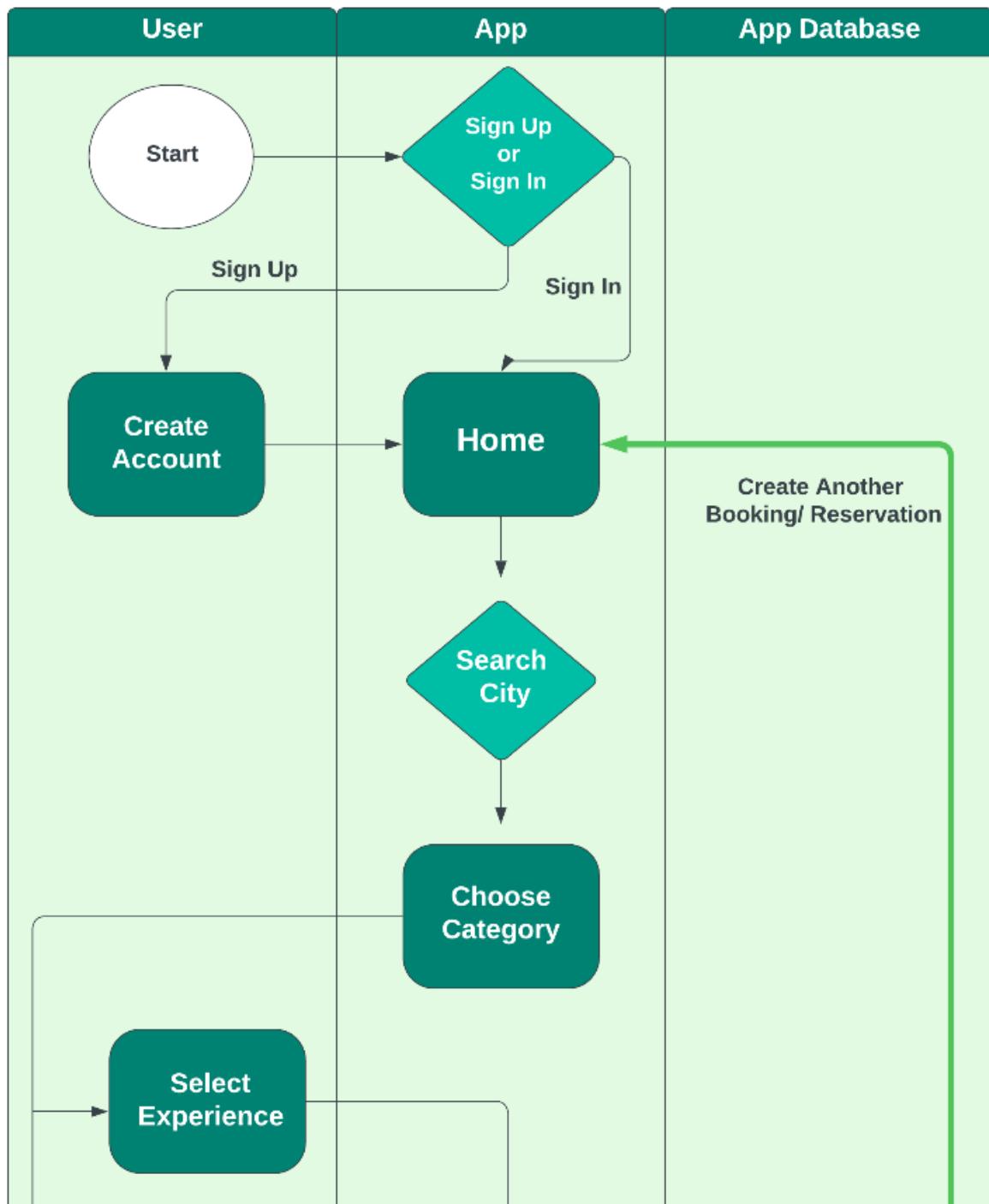
2. Closes app

Error Count: 1

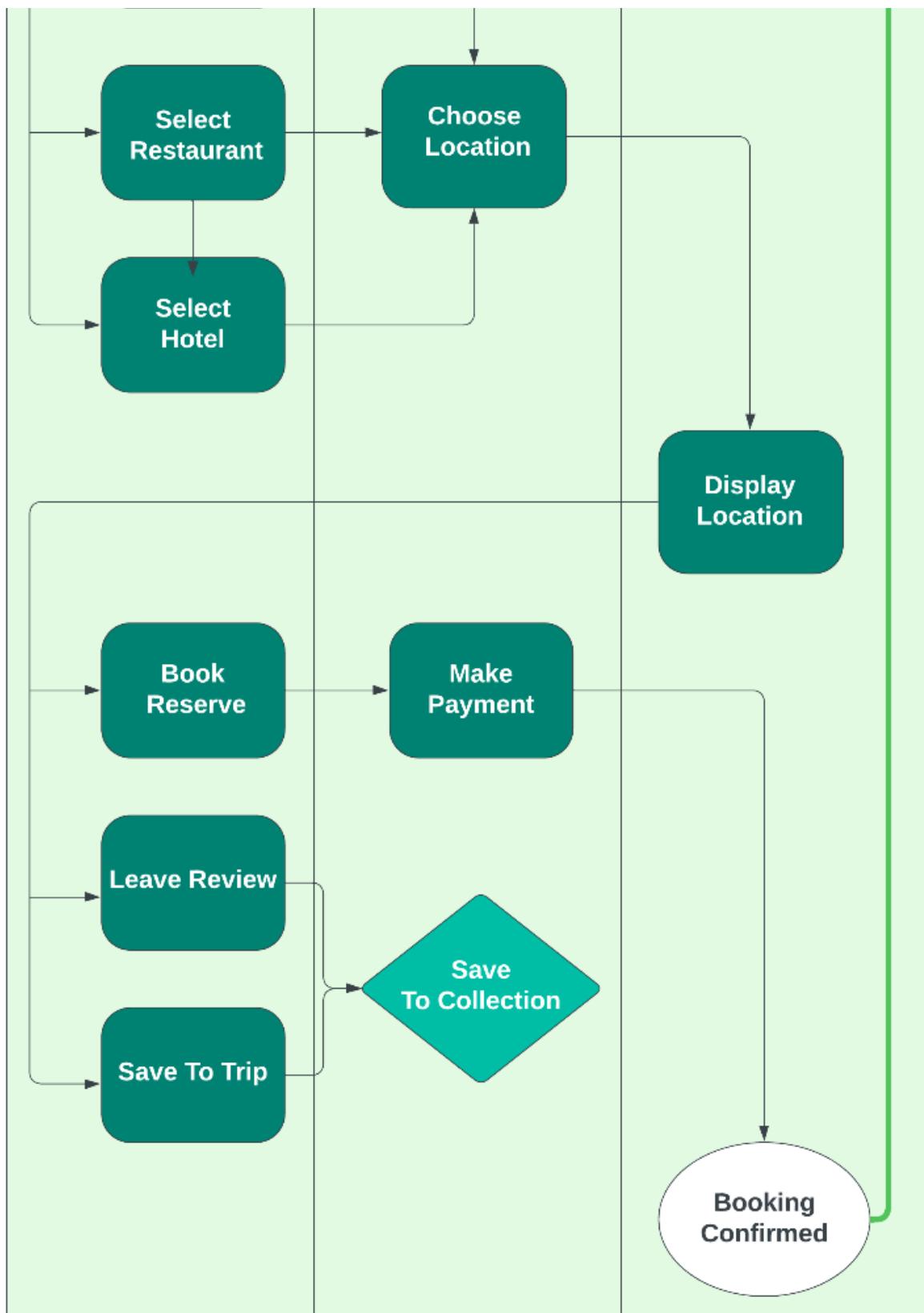
Confusion Count: 1

Total task duration: 8:51 minutes

III. Interaction Analysis



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I. UX Design Evaluation

Designs that Worked

- **Multiple Sign-In Options:** The TripAdvisor app offers flexibility with different sign-in options (e.g., Google or email), making the onboarding process smooth and accessible for users.
- **Location-Based Features:** The integration of a map feature that allows users to see nearby attractions, restaurants, and hotels is highly effective for trip planning. Users can easily find what's close to them and explore options visually.
- **User-Friendly Navigation:** The Trip Advisor app/website allows users to navigate easily with its clean layout and intuitive design, making it simple for users to find travel reviews, accommodations, and activity suggestions.
- **Comprehensive Search Filters:** The search function offers various filters like price, location, traveler rating, and more, helping users to narrow down their options quickly.
- **Personalized Recommendations:** The app's ability to provide personalized recommendations based on past searches or reviews is helpful in planning trips.
- **Review and Rating System:** The detailed rating system with user-generated reviews, photos, and experiences provides useful insights for potential travelers.
- **Organizing Trips:** The app allows users to automatically create and save trips with folders. This feature helps users keep track of their planned visits and makes organizing their itinerary simple and convenient.

Designs that Need Improvement

- **Overcrowded Interface in Some Areas:** Certain pages, especially those with many advertisements or attractions can feel cluttered, which may overwhelm users trying to focus on reviews or booking. Streamlining these sections would improve the user experience and a cleaner layout with less visual noise would enhance user focus and improve usability.
- **Filter Persistence:** Search filters reset when users navigate away or refine searches, which can be frustrating. Implementing sticky filters would save users from having to reapply them.
- **Confusing Icons and Terms:** Some buttons, like the "Save" or "Create Trip" icons, could be clearer. Refining iconography and labels to be more intuitive (e.g., renaming "Save" to "Save Draft" for in-progress planning) would reduce confusion.

- **Lack of Restaurant Listings Near Attractions:** When viewing an attraction's details, users cannot easily see nearby dining options. Integrating restaurant listings directly into attraction pages would streamline the experience for those planning their meals around visits.

Data Dictionary

Home

- **Mood Selector:** Allows users to select their current mood to show suggested places or events that match that mood.
 - Mood options: List of predefined moods (e.g., Relaxed, Adventurous, Social, Quiet).
 - Seasonal Moods: Presents places that match seasonal moods (e.g., summer vibes, winter coziness).
 - Location filters: Filters based on proximity, price, and categories (e.g., Cafes, Parks, Entertainment venues).
 - Event filters: Filters events based on time, cost, and category (e.g., Concerts, Workshops, Festivals).
- **Date:** Users can change the date and time to see upcoming events or places relevant to that future time.
 - Date range: Set a specific date or date range to explore options.
 - Event times: Display open hours or event schedules.
- **Top Recommendations:** Highlights top-rated places or events for the selected mood.
- **Nearby Spots:** Recommends nearby locations based on the user's mood and location.

Explore

- **Following Feed:** Shows events created by directors/owners/companies that users follow.
- **Explore Feed:** Displays locations from other companies even if users don't follow those accounts.
- **Search:** Used to find the location of a business.
- **New Openings:** Highlights newly opened places in the user's area.
- **Recommended for You:** Personalized recommendations based on user preferences, location, and past visits.
- **Upcoming Events:** Lists unique events happening in the area soon.

- **Curated Lists:** Curated lists of places or events (e.g., "Best Coffee Shops for Rainy Days").
- **Reviews Feed:** Recent reviews and ratings from users about nearby businesses or events.
- **Popular This Week:** Displays places or events trending in the current week.
- **Business Profiles:** Detailed information about each business, including photos, hours, and reviews.
- **Category Filter:** Allows filtering by categories such as "Outdoors," "Food & Drink," "Arts & Culture."

Collections

- **Saved Places:** Holds collections of saved locations that the user wishes to visit later.
- **Saved Events:** Holds collections of saved events that users want to stay updated on.
- **Visited Places:** Keeps a history of places the user has already visited.
- **Favorite Moods:** Save and organize mood-based playlists or collections of locations.
- **Shared Collections:** Users can create and share their collections of places/events with friends.
- **Collaborative Lists:** Allows multiple users to add to shared lists for group activities.
- **Auto-Generated Lists:** Automatically creates lists based on users' history or preferences.
- **Custom Collections:** Users can create their own themed collections (e.g., "Date Night Spots").
- **Event Reminders:** Allows users to set notifications for saved events.
- **Archived Places:** Archive saved locations that are no longer relevant (e.g., businesses that closed).

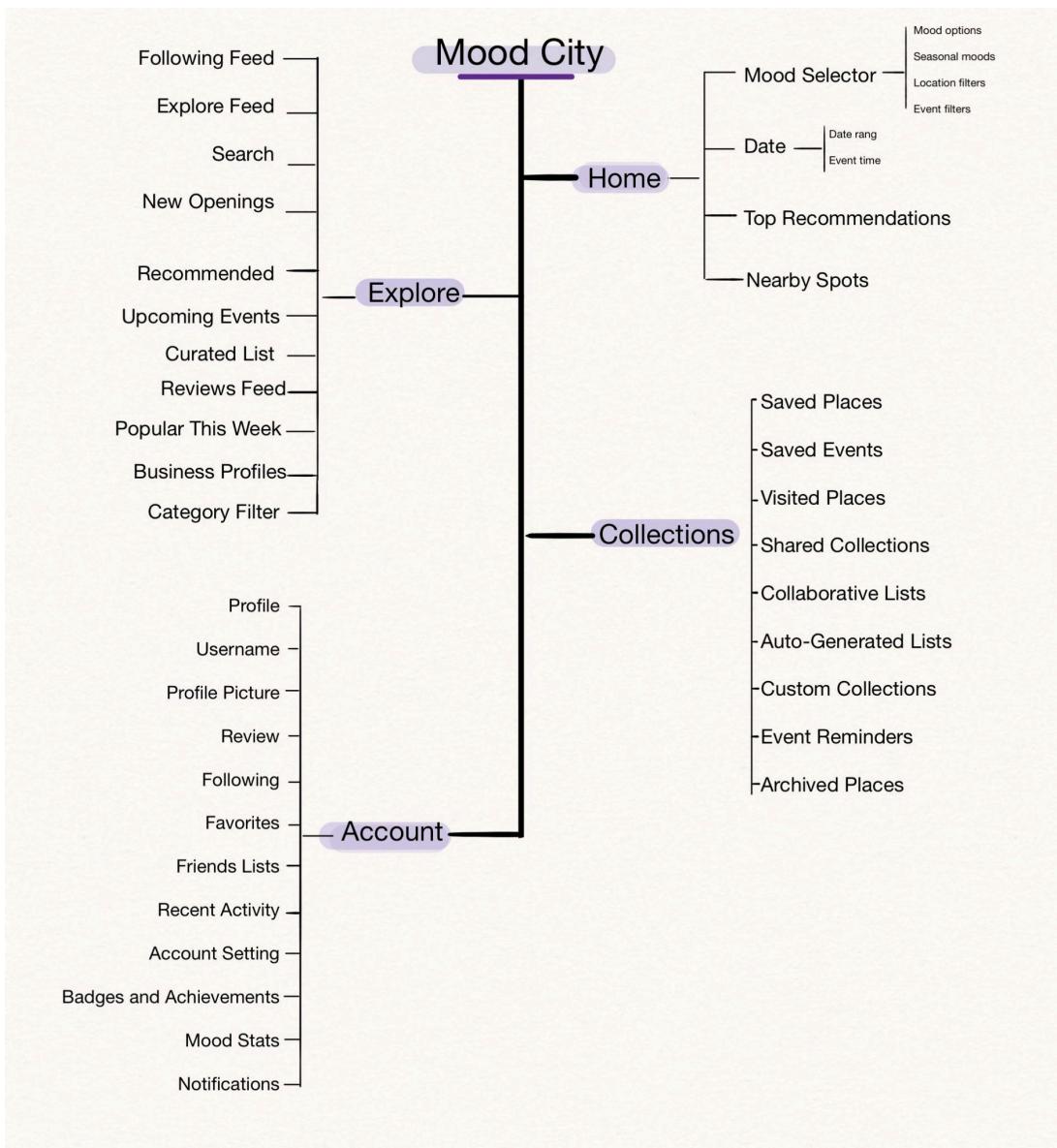
Me (Account)

- **Profile:** Contains the user's account information.
- **Username:** The user's account handle or name of the account.
- **Profile Picture:** The user's account photo.
- **Reviews:** Users can look back at reviews they've left.
- **Following:** List of companies the user follows to stay updated.

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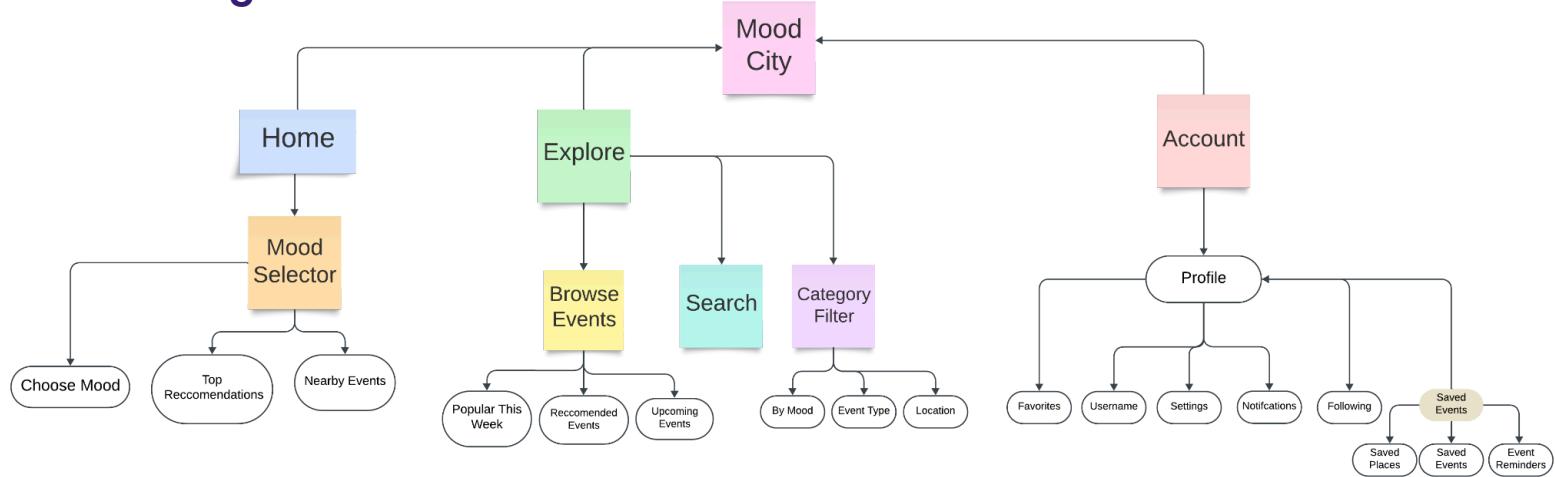
- **Favorites:** List of favorite places or events saved by the user.
- **Friends List:** Displays a list of other users connected with the account.
- **Recent Activity:** A log of recent user activity (e.g., places visited, reviews posted).
- **Account Settings:** Allows users to manage privacy settings, notifications, etc.
- **Badges and Achievements:** Displays badges or rewards earned through app usage (e.g., "Local Explorer").
- **Mood Stats:** Provides insights into how the user's mood selection has evolved over time.
- **Notifications:** Settings for managing alerts for new places, events, or interactions.

I. Information Architecture

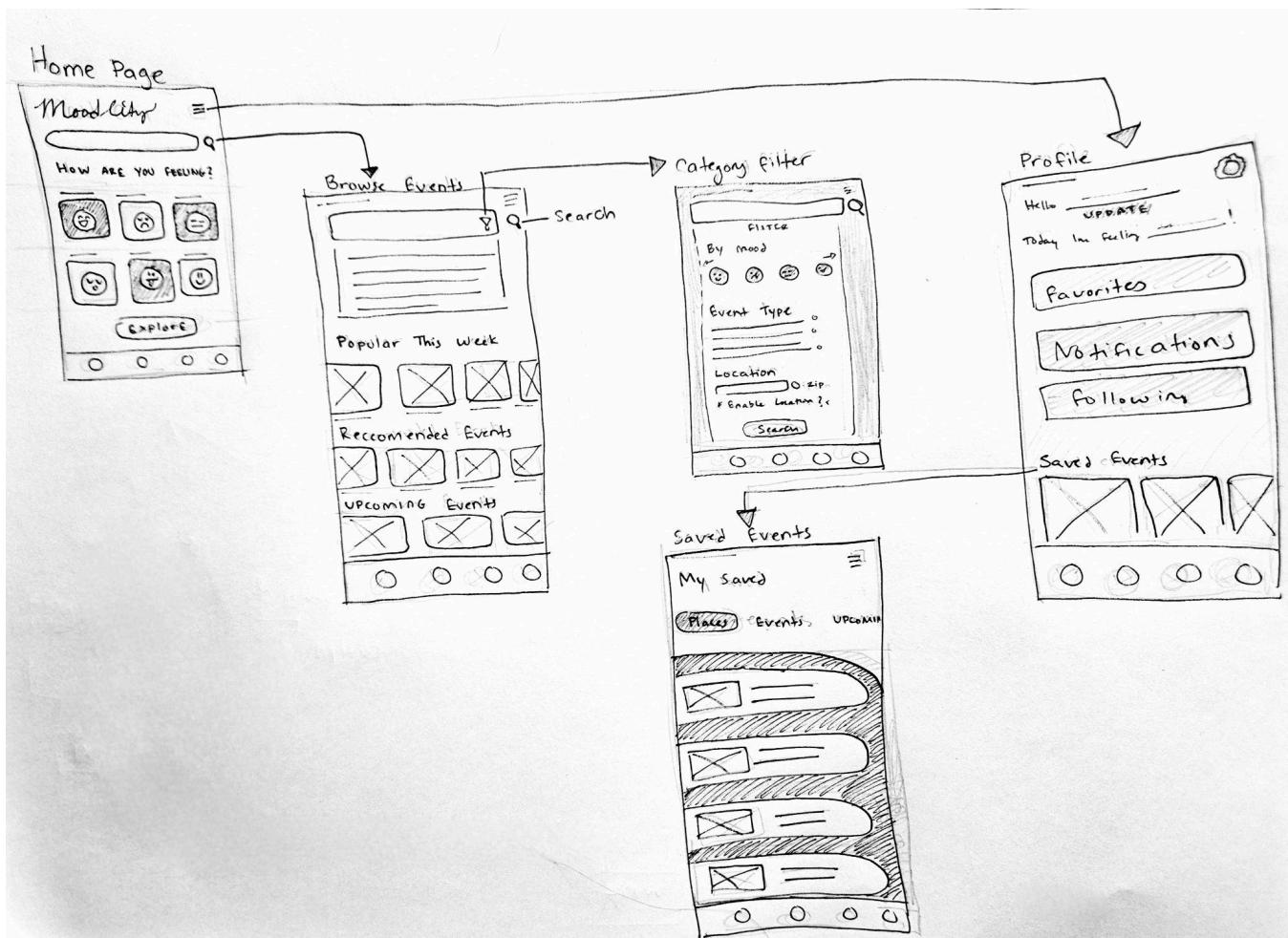


II. Navigation

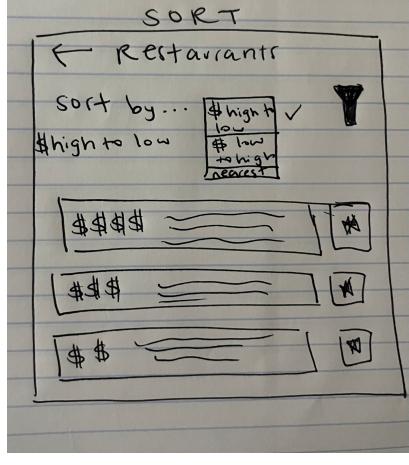
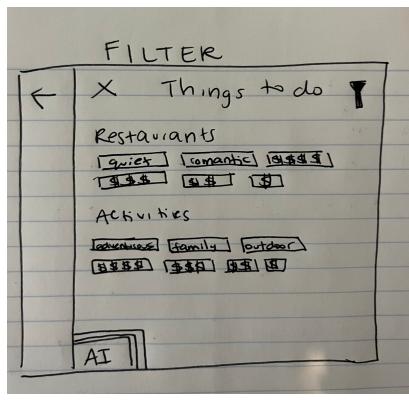
Navigation Structure



Navigation Wireflow



III. Search, Sort, Retrieval Results

Search	<ul style="list-style-type: none"> • Specific restaurants • Specific attractions/ things to do • Search activities based on mood, time, budget 	
Sort	<ul style="list-style-type: none"> • Recommended for you • List nearest to you • List by price - high to low + low to high • By popularity 	
Retrieval	<ul style="list-style-type: none"> • By category: <ul style="list-style-type: none"> - Restaurants - Attractions - Activities - Touristy things - Deals 	

IV. User – Centered Design

User Feedback	Design Improvement
I love the mood feature, but it feels limited. I wish there were more specific moods to choose from	Lets users create custom moods, letting them tag their own places and events
The app is great, but I often can't find places that are open at certain times, like late at night.	Add a time based filter to show only businesses or events that are open/available based on the time of day selected.
Sometimes the places recommended for my mood don't match. For example, I'm looking for cozy coffee shops, but I'm shown noisy bars	Let users rate how well a location matched the mood, improving future recommendations via machine learning
More high-quality photos or short videos of the destinations are needed. Sometimes I'm not sure if the images are clear.	The platform needs to review some photos uploaded by users, as well as photos uploaded by merchants. Encourage users to upload short videos.
Because of using this app, sometimes I realize that I'm in a negative mood or feeling angry. I'm unwilling or unsure of what choices to make.	When users check in with a bad mood, send a notification about the negative effects of unhealthy emotions, and guide them to activities that help adjust their mood.
Feels similar to other competitor apps, like TripAdvisor.	Adding new and unique features as well as a fresh user interface to give the platform an individual identity.

I. The target technology platform of our users

Hardware Requirements:

- Devices: Smartphones (Android and iOS).
- Location Services and GPS: Devices must support GPS, as the app relies on location data to recommend nearby places.
- Minimum Specifications:
 - Processor: 1.8 GHz or better.
 - RAM: Minimum 3 GB for smooth app performance.
 - Storage: 64 GB storage is recommended to ensure smooth operation and data caching for offline access.

OS requirements:

- Android: Android 10 or newer.
- iOS: Minimum of iOS 13.0 (to ensure compatibility with location services and user interface standards)

Software requirements:

- API Integrations: Services such as Google Maps, location APIs, and third-party event aggregators
- Dynamic Content Updates: A backend CMS for managing business listings, events, and featured locations to allow administrators to update content quickly.

Network requirements:

- From 10-45 Mbps
- Average is 15 Mbps

Security requirements:

- Protect User Privacy

- Payment Gateway Security
- No Password Exposure Through Interface
- Conduct Penetration Testing
- File and Database Security

Economic/ payment requirements

- Ad Revenue: Partner with local businesses for sponsored placements and ads within the app as an additional revenue stream.

II. What constraints and opportunities can our digital product realize or cost?

The constraints would be user testing to be sure that the AI/ AR section is user friendly and fully functional since it is a unique and new process that will be introduced to the public. The opportunities for our business would be to help users find restaurants, activities, etc using AI and AR features based on mood and preferences. Creating and gaining business for other small-businesses and helping tourists and locals in discovering engaging activities in their area. Ultimately, leveraging these opportunities while navigating constraints will be crucial for our platform's success and acceptance in the market.

III. Can our market pay the price of that service?

Service fees will be covered by the revenue gained from advertisements on our platform. We will use Display-Based Advertising where banner-type ads show on the platform. As well as advertising on partner websites to display and market our services. This dual approach not only diversifies our revenue streams but also enhances visibility for both our platform and local businesses, creating a mutually beneficial ecosystem.

IV. Can we cover our development and operational costs?

Our app would be distributed through iTunes for Apple users and Google Play for Android users. Publishing our app on the Apple App store will cost \$99 yearly, since that is Apple's fee for the users as a cost to publish their apps. For Google, it will cost us \$25 as a one-time developer fee to publish the app. iTunes and Google Play asks for 30% of the standard commission on our app and in-app purchases of digital goods and services. To ensure sustainability, we must accurately project our user base and potential revenue streams to assess whether these costs can be effectively covered through our pricing strategy and user engagement.

V. The design choices we have as a result of the hardware constraints

MoodCity is an application that recommends travel destinations based on the user's mood. Due to differences in screen sizes across devices, the interface design needs to remain simple, allowing users to quickly browse recommended destinations without being overwhelmed by excessive information. To avoid unnecessary text, once the user inputs their mood, the interface should display clear and concise images to ensure recommendations are direct and accurate.

VI. What do these constraints/opportunities allow/prevent in our design?

Opportunities: The app can be optimized for efficient performance across a broader range of devices, reducing lag and battery drain. By focusing solely on mood-based recommendations, the interface can be minimalistic and user-friendly, using visuals like images or icons to make the experience visually appealing and easy to navigate. Broader compatibility also allows the app to be accessible to users with older or lower-spec devices, ensuring smooth operation without the need for additional hardware.

Constraints: Interactive elements are primarily limited to location-based recommendations and mood-based suggestions, which may reduce engagement for users seeking richer interaction. Additionally, since the app relies on location and mood data, it requires clear privacy protocols to secure user data and address any potential concerns.

VII. Our goals and outcomes

Goals:

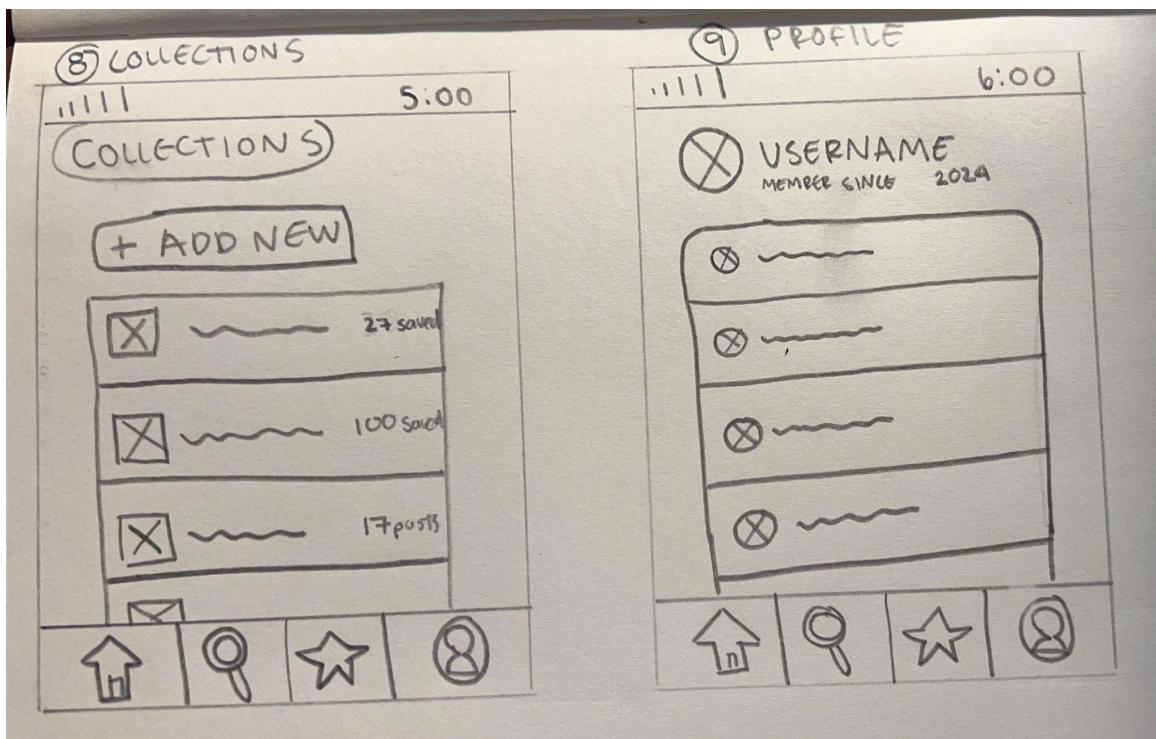
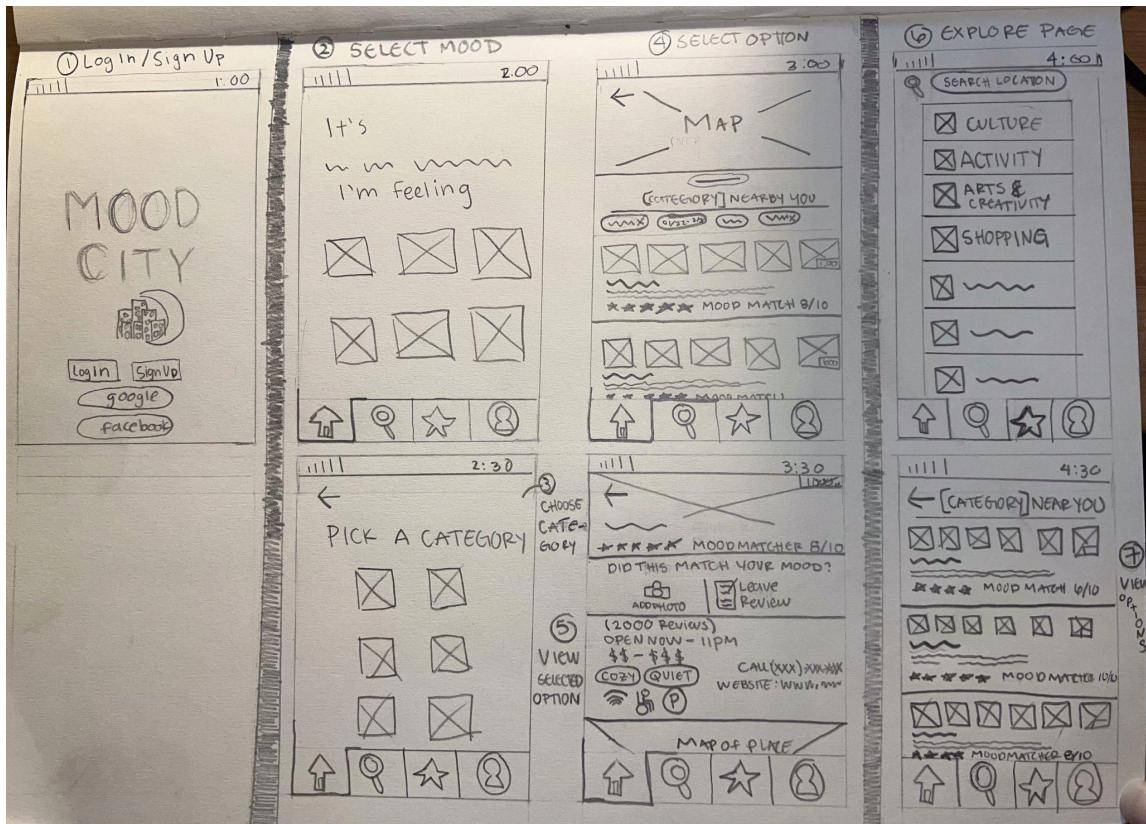
- **Mood-Accuracy in Recommendations:** Achieve a high level of satisfaction with recommendations, with at least 80% of users indicating that the app's suggestions align well with their mood.
- **User Engagement:** Ensure that at least 75% of users access mood-based recommendations more than once per week.
- **Positive Ratings:** Aim for an average rating of 4.5 stars or higher on app stores, focusing on ease of use, mood accuracy, and relevance of recommendations.
- **Broad Device Compatibility:** Optimize performance across 95% of Android and iOS devices that meet the minimum OS requirements, with a crash rate below 1%.
- **Revenue Goals:** Generate sufficient ad revenue within the first 6 months to cover 80% of operational costs, with a goal of achieving profitability by the end of the first year.
- **Privacy Compliance:** Maintain full data privacy compliance with clear, accessible privacy policies.

Outcomes:

- **Success:** Users find recommendations highly accurate to their mood, frequently engage with the app, and provide high ratings, with ad revenue sustaining operations within the first year.
- **Failure:** Low user satisfaction with mood accuracy, resulting in low engagement, low ratings, and insufficient revenue to cover operational costs.

Final Group Project Report and Prototype
Team Style: Qinxin Wang, Patsy Paredes, Marlee Garraway, Leila Akil

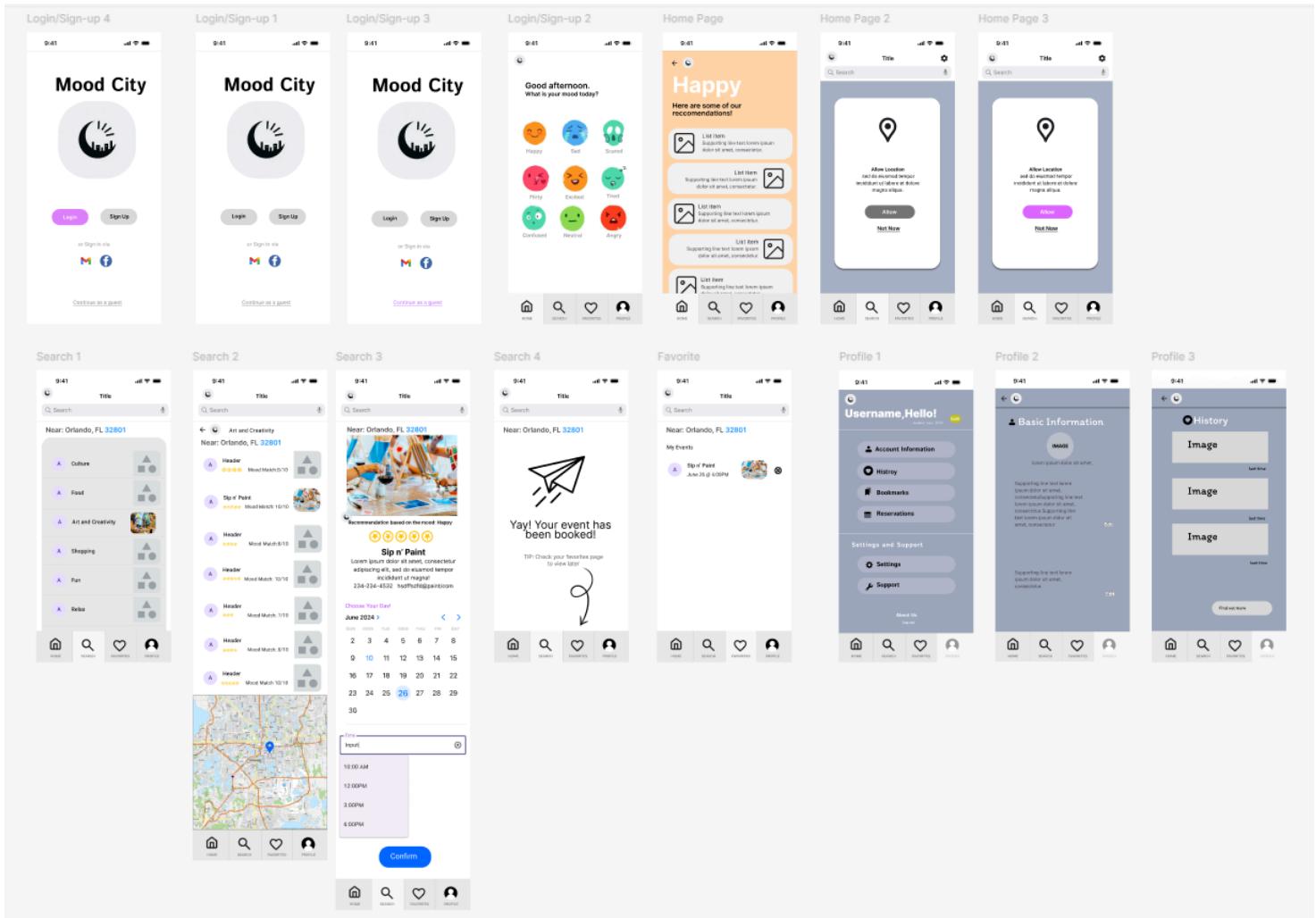
Low Fidelity Paper prototype



Final Group Project Report and Prototype

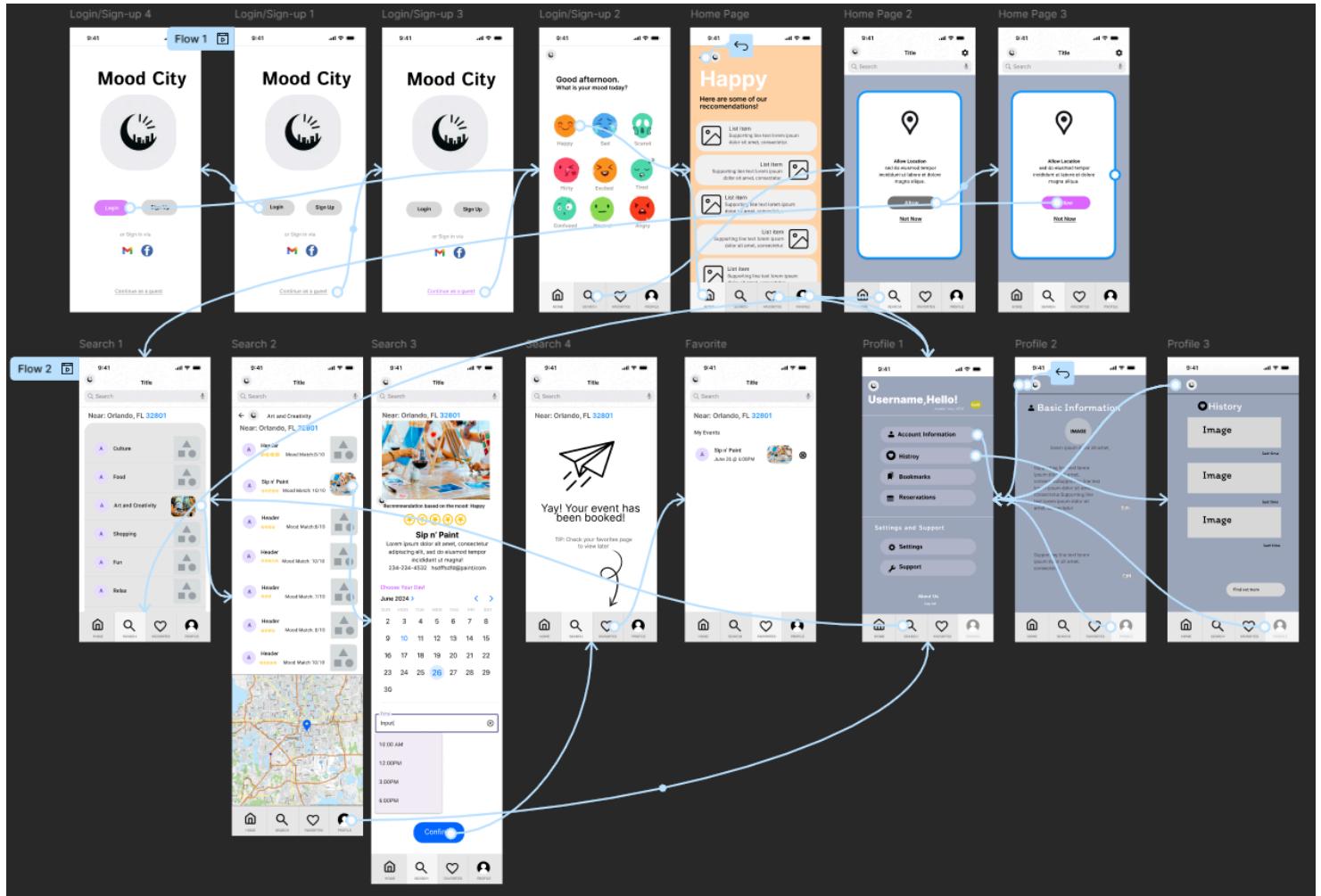
Team Style: Qinxin Wang, Patsy Paredes, Marlee Garraway, Leila Akil

Mid-fidelity prototype (FIGMA)



Final Group Project Report and Prototype

Team Style: Qinxin Wang, Patsy Paredes, Marlee Garraway, Leila Akil



Task analysis:

Think Aloud Protocol:

Goal: User wants to find an activity or restaurant based on their mood and preferences.
Link:

Think Aloud Protocol of User using our Figma MidFi Prototype:

Youtube Link: <https://www.youtube.com/watch?v=fyyusdw1380>

Protocol: Find an activity or restaurant based on your mood.

1. **(0.05-0.10)** User starts on the home page and is looking at sign in options
2. **(0.10-0.15)** User continues as a guest and moves on to the next page
3. **(0.15-0.30)** User chooses a mood to give them tailored preferences
4. **(0.30-0.40)** User needs to allow location to receive recommendations near her
5. **(0.40-0.55)** User is taken to the next page where it shows activity options like culture, food, shopping, etc
6. **(1.00-1.10)** User chooses art and creativity and is shown a variety of options near her location
7. **(1.10-1.40)** User is going through and looking at the options and scrolls to the bottom of the list to look at the map to see where all the activities are located near her
8. **(1.40-1.55)** User chooses an activity, 'Sip n Paint' and is given details of that particular event, like reviews, time and date, prices
9. **(1.55-2:10)** User looks at the calendar for the event to be able to choose the time and date for the activity
10. **(2:10-2:15)** User chooses a date and time
11. **(2:15-2:20)** User presses confirm
12. **(2:20-2:25)** User is taken to a page that says that her event has been booked
13. **(2.25-2:30)** user is taken to the favorites tab to look at her saved and booked events
14. **(2:30-2:40)** user navigates to account and profile page and is going through her account
15. **(2:40-2:50)** user exploring the rest of the platform to see what other functionality and features it offers
16. **(2:50-3:00)** user is finished with the site

Error count = 2

Total duration = 3:20

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Team Style: Qinxin Wang, Patsy Paredes, Marlee Garraway, Leila Akil

****NOTES from Task Analysis:**

User liked :

- The different moods she could select
- User said the platform seemed easy to use and navigate

****ERRORS from Task Analysis:**

- User found since it was a 'mid-level' prototype, only certain moods were interactive and functional

Improving the Design:

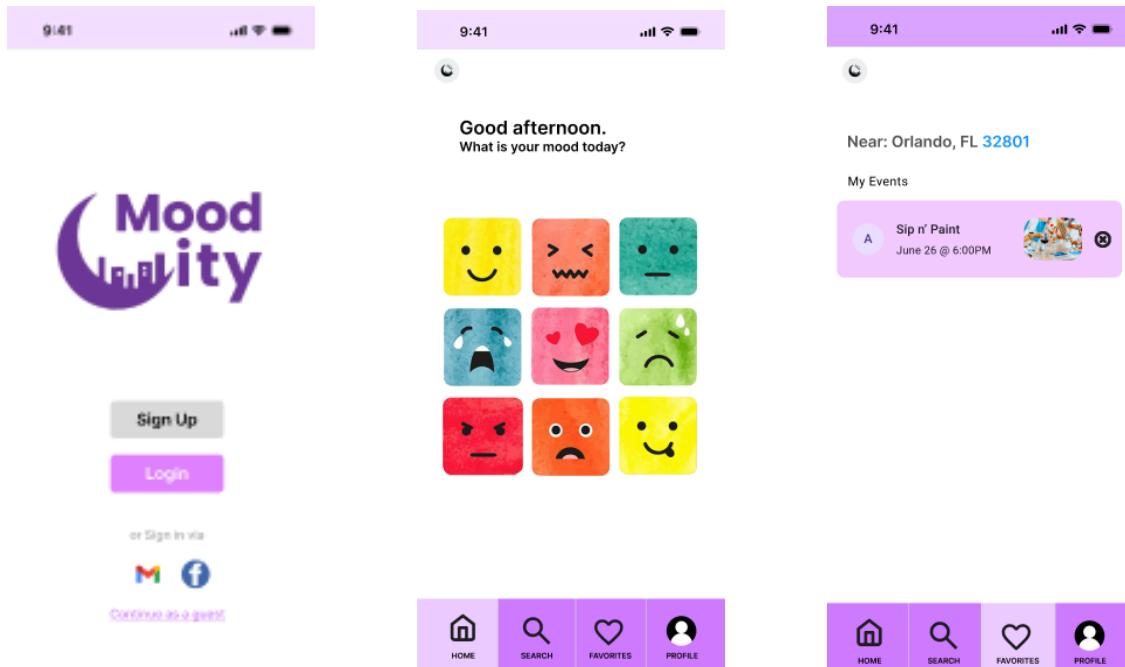
- Making all features and moods functional and interactive
- More details to create an improved and more aesthetically pleasing UI
- Incorporating something unique to set us aside from competitors

Interview:

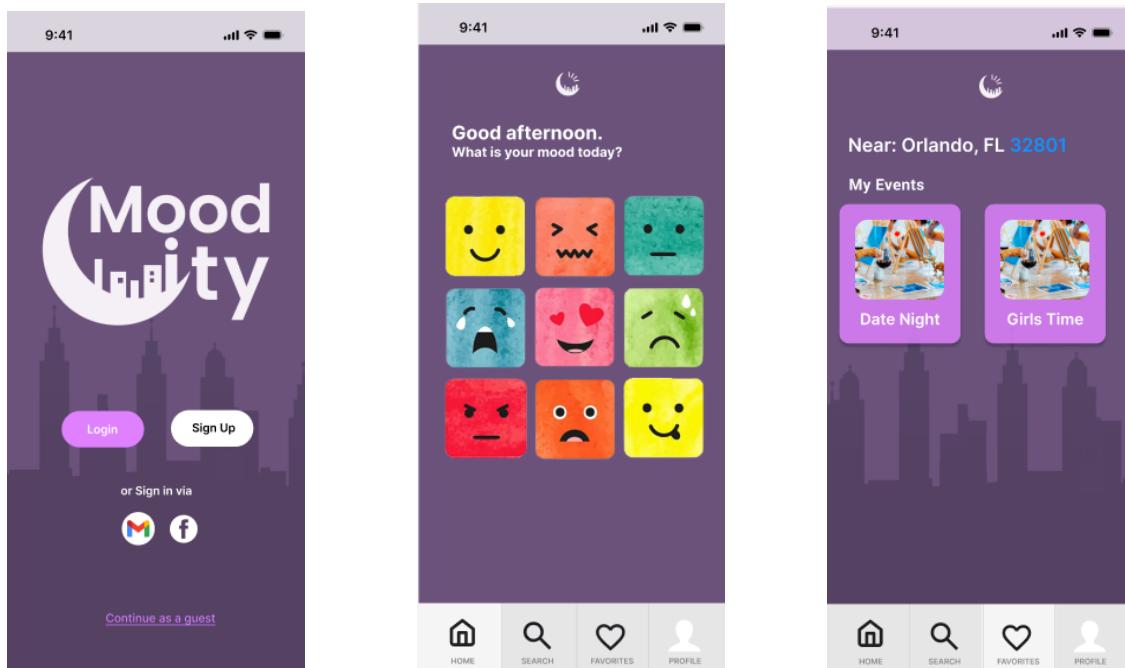
Upon interviewing the user that completed the platform analysis for the mid level prototype, we concluded that for our hi-fi prototype we should be sure to make the platform more detailed and aesthetically pleasing as well as complete the functionality of all the buttons and interactive moods.

The 3 High Fidelity Designs

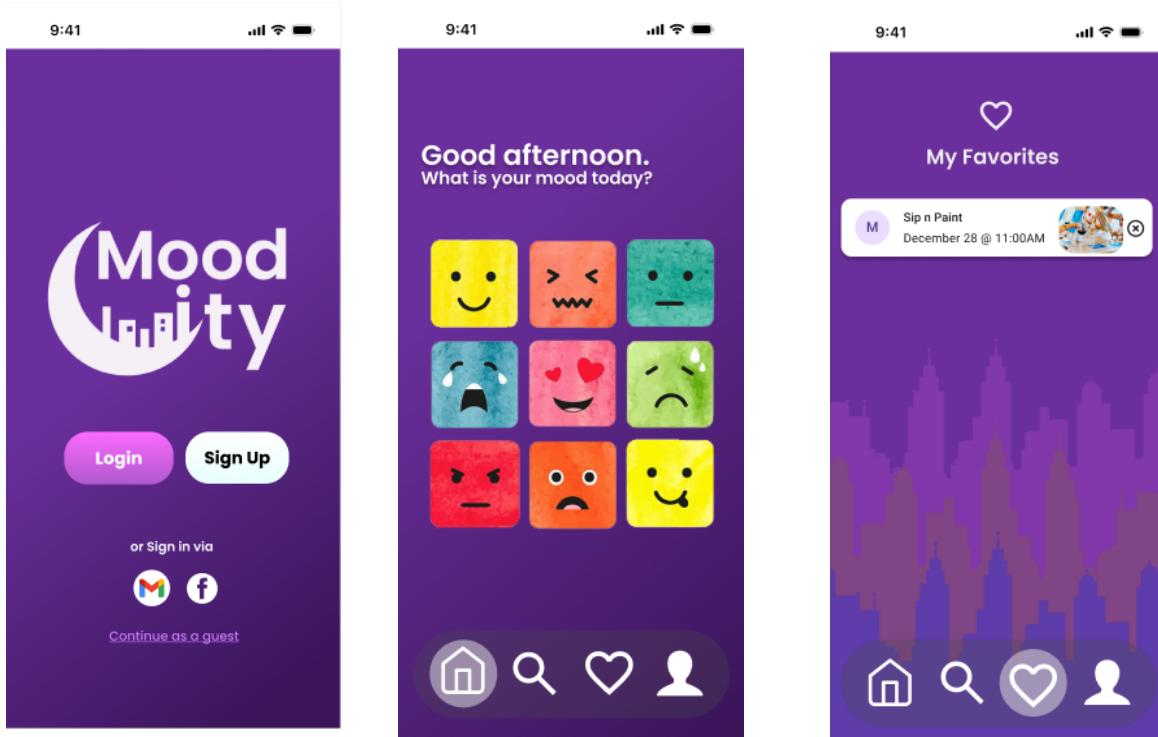
Option 1: Conservative



Option 2: Moderate



Option 3: Wild



User feedback:

User 1:

Users appreciated how clean and straightforward the layout was, saying they loved the simplicity and minimalist look. Many felt the design was "easy to navigate" and "professional-looking," making it functional for users who prefer a simple approach. However, several users noted that the design felt "too plain" and "lacked personality," which made it less engaging and harder to connect with emotionally. Some described it as "functional but uninspiring," suggesting that it didn't stand out enough from similar apps and lacked a unique visual identity.

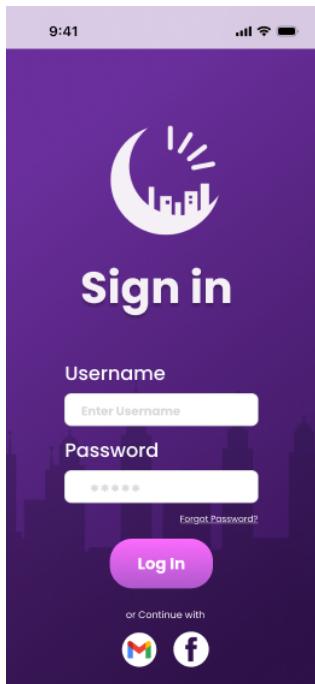
User 2:

The moderate design showed a balance between creativity and simplicity, with users saying it was a nice step up in visual appeal without it being overwhelming. Many appreciated the city skyline background and the mood icons, which were described as "more inviting and visually engaging" compared to the conservative row. However, a few users remarked that while it was better than the conservative design, it felt safe to use but not engaging to come back. Some felt it lacked "the wow factor" needed to make the app feel unique and dynamic.

User 3:

The wild design received the most likeness for its bold, vibrant colors and dynamic background, with users saying its "vibrant and exciting." Many said the design made the app feel "unique and full of personality," which perfectly aligns with the fun, mood-driven theme. The playful icons and aesthetic were described as "eye-catching", making the app more interactive and enjoyable to use. While a small number of users mentioned that the design "might feel too busy for some," the majority felt that the energy and visual appeal outweighed the other designs.

Style Guide:



Logo and Identity:

The Mood City logo features a crescent moon cradling a city skyline, symbolizing the blend of emotions and urban experiences that the app provides. The crescent moon represents moods and the passage of time, while the cityscape inside signifies the vibrant activities and events within an urban setting. The second variant adds radiating lines above the moon, evoking a sense of energy, excitement, and discovery, tying back to the app's purpose of mood-based event recommendations. The purple color scheme conveys creativity, imagination, and connection, aligning with the app's goal to offer tailored experiences based on the user's mood.



Primary Identity

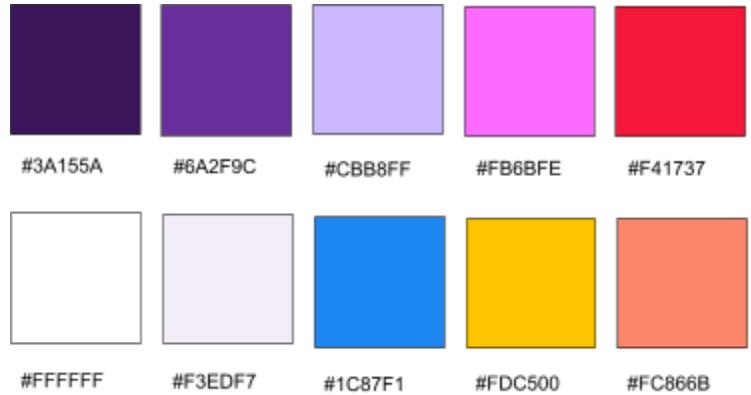


Mobile App Icon



Colors

The color palette combines vibrant purples, pinks, blues, and yellows with soft neutrals to inspire creativity and excitement. Bold tones evoke energy, while softer shades provide balance, creating an engaging and harmonious user experience. Together, these colors create a visually stimulating environment that enhances the app's interactive and inspiring nature.



Typography

Poppins (Semi-Bold)

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

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

Roboto (Normal)

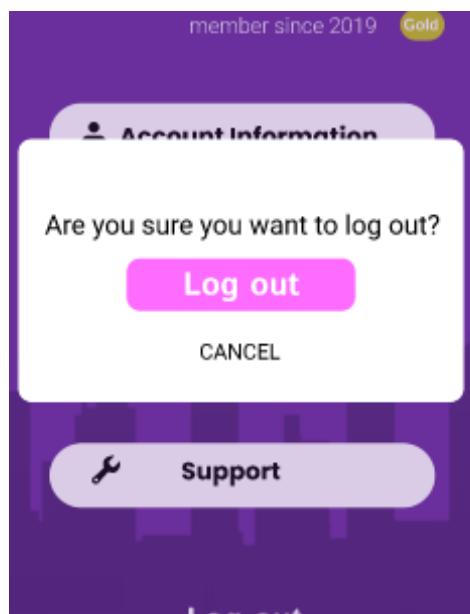
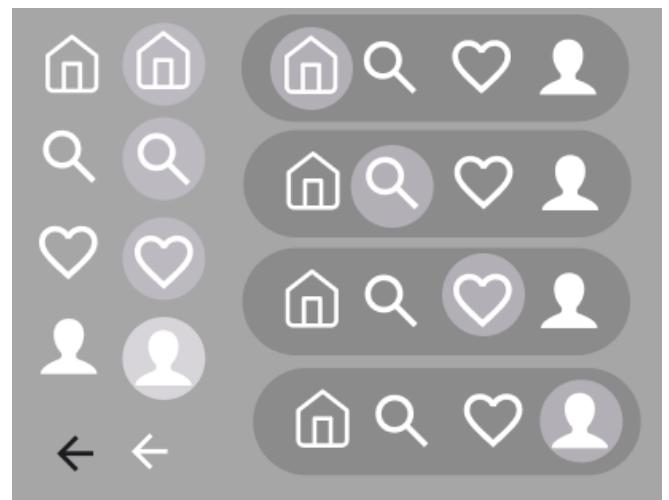
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

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

Buttons

Action and nav buttons:

The action and navigation buttons are designed with a sleek, minimalist aesthetic. The buttons themselves feature a neutral gray background, allowing the white icons to stand out clearly for effortless visibility. This combination ensures a clean and modern look that aligns with the app's aesthetic. When a button is selected, the background shifts to a lighter gray, providing immediate visual feedback and making the icon even more visible. In their default state, only the icons are displayed on the subtle gray background, maintaining a clear appearance when not in use. This design approach enhances usability while adding aesthetic to the interface.

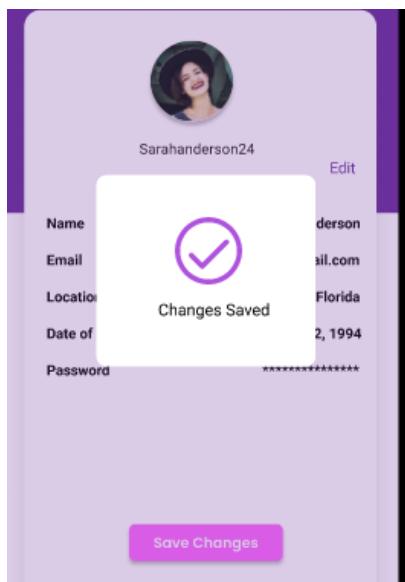


Choice buttons:

The choice buttons in our design use a bold contrast to guide user decisions. The confirm button is highlighted in a bright pink (#FB6BFE) with white text, making it the most noticeable and actionable option, while the cancel option is styled as plain text in black without a button fill. This distinction helps users quickly identify the primary action they are likely to take, promoting an intuitive user experience. The minimalist approach ensures clarity and avoids overwhelming the user during decision-making moments.⁶¹

Notifications

Confirmation notifications:



Notifications in the app are displayed as a pop-up card with a clean, minimalist design. A bold purple (#6A2F9C) checkmark icon paired with the text "Changes Saved" ensures clear communication of successful actions. The white background of the pop-up contrasts with the app's light purple interface, drawing the user's attention immediately.

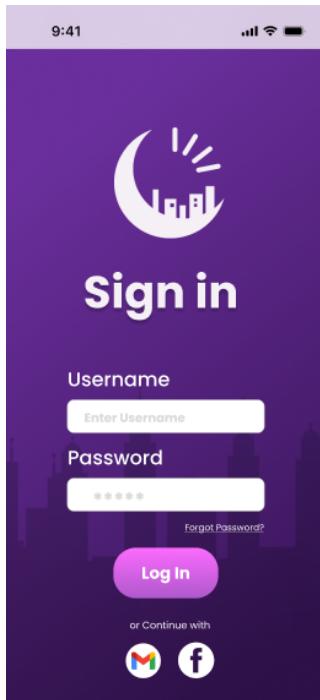
This design emphasizes clarity and user reassurance, making notifications easily noticeable and intuitive.

Confirmation notifications are designed to provide clear feedback when a user successfully books a reservation or saves a favorite. These notifications will appear in a white box with bold black text, informing the user that their reservation has been booked or a location has been added to their favorites. The message will also guide users on where to find their information: favorites can be accessed in the **Favorites** page, while reservations, due to their confidential details (ex. credit card information), are stored securely in the **Profile** page. However, users are not required to navigate to these pages immediately and can continue exploring and searching for more places seamlessly. This non-intrusive design ensures a smooth and uninterrupted browsing experience.



Yay! Your event has been booked!

User Input:



User input fields are designed to be easy to find and user-friendly. Each input field has a clean white background with a light gray placeholder text that provides guidance on what information needs to be entered. Once the user begins typing, the placeholder text disappears, and their input is displayed in bold black text for better readability. This approach ensures clarity and easy use, allowing users to quickly and confidently complete their entries while having a polished and professional look on the page.

MoodCity High Fidelity Prototype:

<https://www.figma.com/proto/5oGN631Io2cIo5iiVNKrL0/Mood-City-High-Fidelity?node-id=0-1&t=B9Y02p8awX5Q0Nx7-1>

Task Analysis

Think Aloud Protocol

Assessed product:MoodCity

<https://www.figma.com/proto/5oGN631Io2cIo5iiVNKrL0/Mood-City-High-Fidelity?node-id=2274-2585&node-type=frame&t=apncfBhaO1mdUFuc-0&scaling=scale-down&content-scaling=fixed&page-id=0%3A1>

Think Aloud Protocol:

<https://youtu.be/MrFRww2b-bo?si=gbm08k2DN8Cjbs60>

Hierarchical Task Analysis

1. Open App **(0:05)**
2. Log in **(0:13)**
3. Swipe through tutorial **(0:16- 0:56)**
4. Home Page
 - 4.1. Clicks Sad Emotion Icon **(0:59)**
 - 4.2. Scroll through Options **(1:00- 1:18)**
 - 4.3. Click on Location Option from recommendation "Creative Jane Art Studio" **(1:19)**
5. Search Page **(1:19)**
 - 5.1. Scroll through Locations Information **(1:19-1:42)**
 - 5.2. Click on "Confirm" button **(1:43)**
 - 5.3. Event booked **(1:44- 1:48)**
6. Clicks on Profile page to see booking **(1:49)**
 - 6.1. Clicks on "reservations" tab **(1:51)**

Final Group Project Report and Prototype
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6.2. Notice their “Confirmed” planning was here. They also found it “weird” that another option appeared that they did not select. (**Confused/ Surprised (1:51-1:57)** This was a default reservation we added so it wouldn’t look empty)

6.3. Clicks on Back button (**1:58**)

6.4. Selects “Account Information” tab (**1:59**)

6.5. Confirms out loud that their information is visible for them to see (**2:00-2:06**)

6.6. Selects back button (**2:07**)

6.7. Selects “Settings” tab (**2:09**)

6.8. Notices what things he has control of on his account (**2:09-2:20**)

6.9. Clicks back button (**2:21**)

6.10. Selects “Settings” tab again (**2:23**)

6.11. Clicks “Dark Mode” as their choice and deselects (**2:24-2:26**)

6.12. Clicks back button (**2:27**)

6.13. Tries to select the “favorites” icon (**Error** - Not interactive since its a prototype)

7. Selects “Search” icon (**2:35**)

7.1. Clicks search bar (**2:38**)

7.2. Selects “shopping” tab (**2:41**)

7.3. List of options from “shopping” tab appears (**2:42-2:49**)

7.4. Clicks on “target” option (**2:50**) (**Error** - Not interactive since its a prototype)

7.5. Clicks on their decision being the “mall” (**2:51**)

7.6. Option selection appears and viewer is observing the location details

(**2:52-3:13**)

7.7. Selects back tab to go back to options list (**3:14**)

7.8. Makes up their mind and clicks the same option again (**3:15**)

7.9. Clicks on “Add to Favorites” button (**3:17**)

7.10. Reads aloud their new listing being added (**3:18-3:21**)

8. Selects “Favorites” icon (**3:21**)

8.1. Confirms their selection has been added (**3:22**)

8.2. Clicks on their selection in Favorites (**3:23**) (**Error** - Not interactive since its a prototype)

8.3. Notices the option to delete favorites (**3:24**)

8.4. Clicks on “x” icon to delete (3:25)

8.5. Confirms to delete favorite (3:26)

Error Count: 3

Confusion Count: 1

Surprised Count: 1

Total task duration: 3:26 minutes

Post-Experience Survey

1. What is your first impression of Mood City?

- a. Confusing or cluttered
- b. Clean and concise
- c. Clean and concise
- d. Pretty and unique
- e. Clean and concise
- f. Clean and concise

2. What is your opinion on the color scheme and visual design of Mood City?

- a. The colors work well but aren't perfect
- b. The colors are visually appealing and enhance the experience
- c. The colors work well but aren't perfect
- d. The colors are visually appealing and enhance the experience
- e. The colors are visually appealing and enhance the experience
- f. The colors are visually appealing and enhance the experience

3. What do you like most about the app?

- a. Visually appealing
- b. App features
- c. App features
- d. Easy to use/ user friendly
- e. Easy to use/ user friendly

- f. Easy to use/ user friendly

4. What did you like least?

- a. Navigation
- b. Navigation
- c. Usability
- d. Usability
- e. App features
- f. Usability

5. How would you rate the usability of the app 1-5? (1 being the least and 5 being the most)

- a. 3
- b. 3
- c. 3
- d. 3
- e. 4
- f. 1

6. If you could change anything, what would you change?

- a. Navigation
- b. App features
- c. Layout/ organization
- d. Layout/ organization
- e. App features
- f. Navigation

7. How likely are you to use the app or recommend it to a friend?

- a. Likely
- b. Somewhat unlikely
- c. Somewhat likely
- d. Somewhat likely
- e. Somewhat likely
- f. Somewhat likely

8. Is there anything missing from the app that you would add?

- a. An AI agent
- b. Explore page
- c. Explore
- d. Nearby 'hidden gems' feature
- e. Activity bundles
- f. Budget helper

9. The app accommodates accessibility needs like contrast and navigation

(Strongly disagree

- Strongly agree)

- a. Agree
- b. Agree
- c. Neither agree nor disagree
- d. Neither agree nor disagree
- e. Neither agree nor disagree
- f. Agree

10. How would you describe Mood City in one word?

- a. Fun
- b. Helpful
- c. Simple
- d. Engaging
- e. Adventurous
- f. Guide

Expert Evaluation

What worked and what didn't work, why?

What worked was the visual design and color scheme. Many users found the app's color scheme and visual design appealing. The app was also noted generally considered easy to use and user-friendly, with multiple responses highlighting this as a key strength. What didn't work was navigation, as it was a frequent point of critique, with several users mentioning it as an area for improvement. This could indicate that the layout or flow of the app is not as intuitive as it could be. While most respondents agreed that

the app accommodates accessibility needs, there were some mixed responses about accessibility features like contrast and navigation. This suggests that there might be room for improvement in making the app more accessible to a wider range of users, particularly those with specific visual or navigational needs.

What error(s) happened and why?

The main errors we concurred was navigation issues, implying the layout is not intuitive or user friendly enough. Usability and accessibility concerns are also points of error that we will take a look at. These errors likely stem from a lack of user-centric design testing or misunderstanding of how users naturally interact with the app.

Recommendations for Future Improvements

What we learned from our end users

We learned that the navigation, accessibility, and usability features all need a second look to ensure a functional and successful platform. The navigation may have been our biggest issue so it was nice to receive feedback based on the users to show their thoughts on how we can improve our platform's usability and navigation issues.

What they taught us about the usability of our design

They taught us that the design or purpose of the platform is lost if the navigation and features aren't abundantly clear and concise. The app needs to be simple but aesthetically pleasing for the user to be satisfied. If the features aren't easy to use and completely functional, then it may be difficult for the user to complete a task.

What surprised us the most

What surprised us the most was the navigation issues. We had thought it was a simple navigation process going from one step to the next but I think the user found it difficult because there were a good amount of steps involved in the process of actually making a reservation or booking within the app.

How we would change our design to take into account the users needs

We would change our design to take into account the users needs by simplifying the navigation and improving organization within the platform. To address this, we would revisit the app's flow and ensure that key features are easier to find and access. This could include simplifying the navigation structure, grouping related features more logically, and providing clear labels and shortcuts. We might also implement a tutorial or onboarding experience to help new users get familiar with the layout quickly. Many users suggested features like an AI agent, explore page, "nearby hidden gems" feature, and activity bundles. These responses indicate a desire for richer functionality and more personalized or discovery-based options. We would prioritize adding or improving these requested features. For instance, integrating an AI-powered assistant that can offer personalized recommendations or help guide users through the app.

Making the final changes

Final Hi-Fi Prototype: [Mood City Prototype](#)

