Assignment 3: Group 3
PeezyFinder

Idea and Introduction

The availability of public bathrooms for tourists and locals is not always obvious in major cities like Chicago. The existing mobile applications do not always have the most updated location despite having other details like keys, cleanliness, and accessibility information. This product will focus on providing the most accurate, detailed, and extensive list of public restrooms in any city. The PeezyFinder mobile and smart watch application will include maps and augmented reality to aid the user in finding the most efficient way to the nearest public restroom.

Sketches during Charette

The sketches below provide a visual to the ideation and design charette phase of product development. The primary focus was on the augmented reality functionality therefore, a mobile phone interface was the first one that was considered. After developing the mobile interface sketches, the addition of a smart watch interface became a simple integration. Current mobile map applications have an option of also using a smart watch for navigation. Figure 2.0 details sketches for the added smart watch interface.

An obstacle that came up during the sketching portion of the charette was whether our product would need a profile and log in feature (illustrated in Figure 1.2). There is a bigger convenience to the user not needing to log in to search public restrooms in their area, so Figure 3.0 focuses on that user situation.
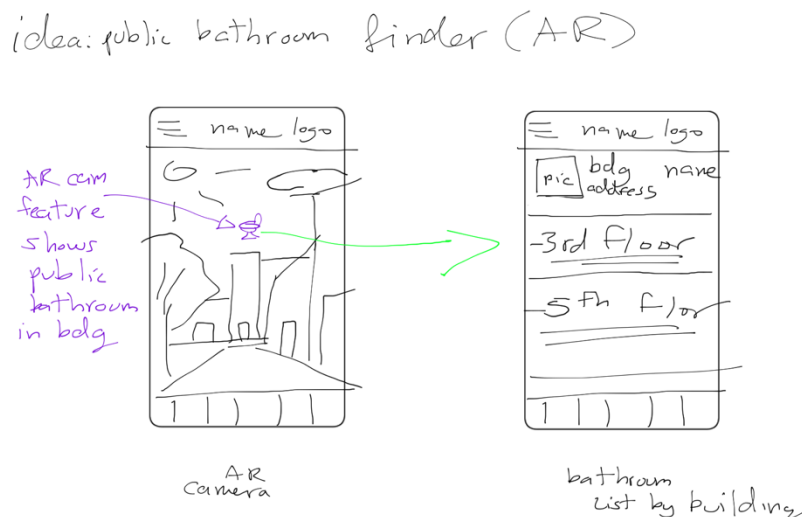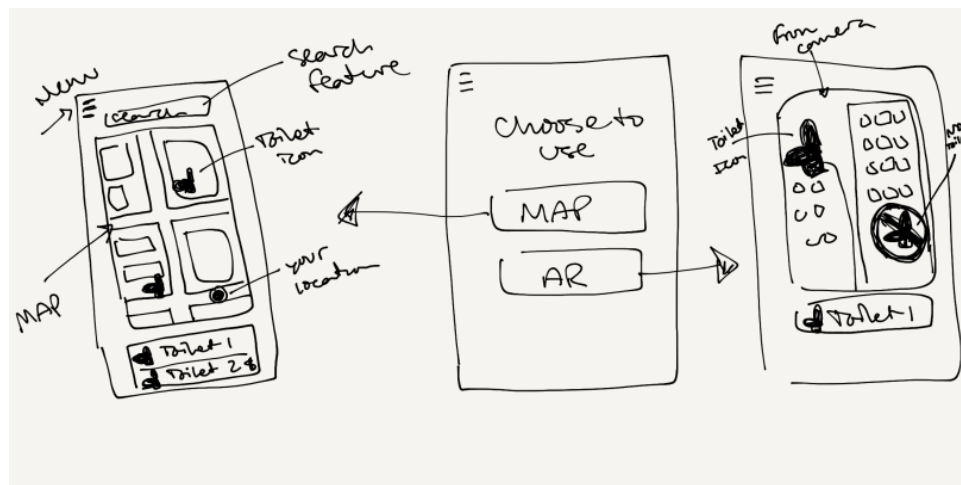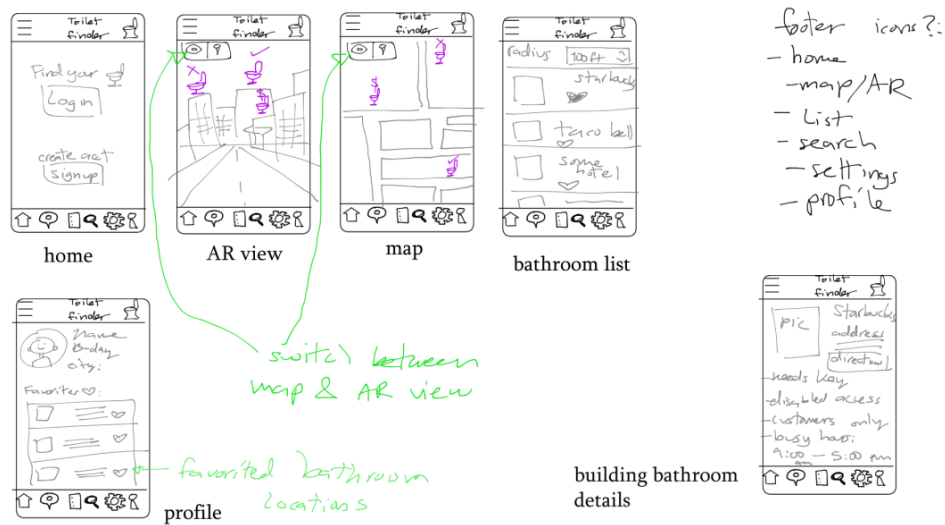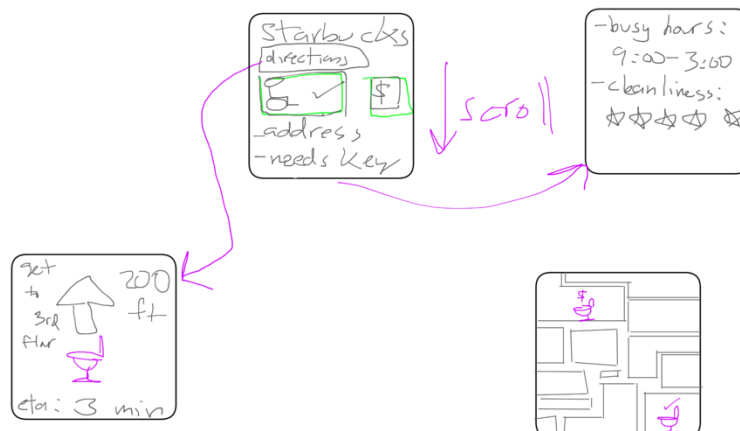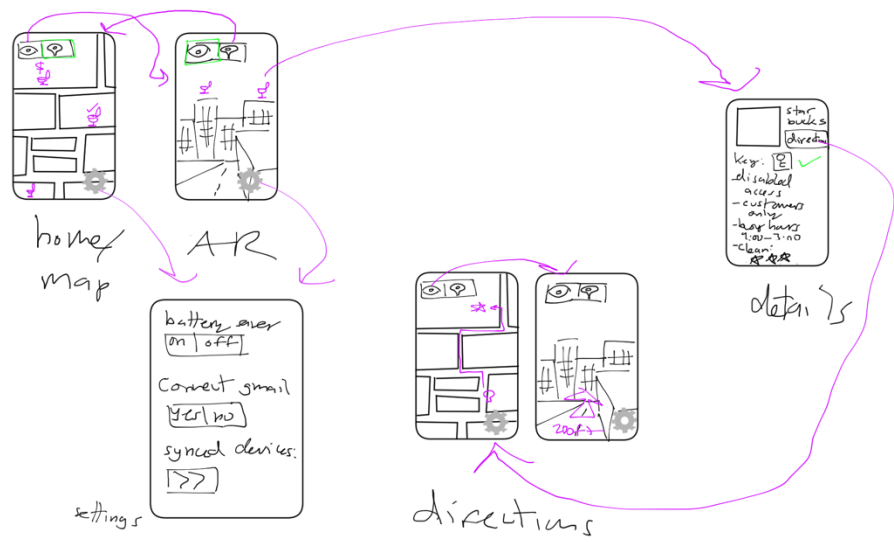

Figure 1.0

Figure 1.1

Figure 1.2

Figure 2.0

Figure 3.0

Personas

Name	Eden
Tagline	"What would be the easiest way to make sure everyone is on the same page, so I don't have to do as much?"
Background	• Age:26 • Sex: Female • User Role: Local
Goals	Balance familial responsibilities with personal responsibilities.
Frustration Points	• Prefers alone time so big gatherings can be socially exhausting • Prefers to stick to an itinerary so unpredictability can be a source of anxiety.
Narrative	Eden has family from out of town coming over and wants to take them sightseeing, but it is going to be a large gathering, so she wants to make sure there is a convenient way to keep the day trip going smoothly. Large family gatherings often means that there is going to be a good number of kids involved so their parents must know the quickest way to the toilet when going out as a family to help with inevitable messes.

Table 1: Eden Persona

Name	Jessica

Tagline	"Exploring the Windy City, one restroom at a time!"
Background	- Age:32 - Sex: Female - User Role: Tourist
Goals	- Jessica wants to see Chicago without being concerned about finding a restroom. She plans to visit a variety of restaurants and sites to get the most out of her trip. - She wants a way to easily locate restrooms so she can spend less time looking and more time sightseeing.
Frustration Points	- Jessica has tried restroom locator apps before, but they frequently provide outdated information that causes annoyance and time loss. - Jessica wishes there were a more straightforward way to locate restrooms fast because she occasionally has trouble navigating in a new city.
Narrative	A 32-year-old marketing manager from New York City visiting Chicago alone encounters the usual difficulty of locating a clean, convenient public restroom in the busy city. Jessica gets the PeezyFinder app because she is fed up with how inaccurate other toilet applications are. With this device, she moves across Chicago with ease, discovering its attractions, sampling the cuisine, and easily finding clean, accessible restrooms. Her journey is now more joyful and worry-free, and she leaves with beautiful memories and a renewed respect for PeezyFinder, which she heartily suggests to other travelers.

Table 2: Jessica Persona

Scenarios

1. Eden, a local, helps lead a sightseeing day trip with their family and wants to make sure everyone knows how to get to the nearest public restroom with ease.
   a. Before: *Determines which sightseeing spots the family wants to see, checks where local bathrooms are in her specified radius, sends bathroom locator link to family members.*
      i. After a few weeks of mentally preparing and researching local attractions for a big family gathering, Eden double checks for spots her family wanted to see the most. She checks the application for where the local public bathrooms are in the area and their proximity to the sights. This will ensure the aunts and uncles know where to take their younger kids in case any of them need to use the bathroom or if any accidents happen. After finding all that information she sends the location links to her family before she meets up with them.
   b. During: *Shows family members how AR directions to bathroom works, shows how map to public bathrooms works, and details about bathrooms to make the pit stop quick.*
      i. During the trip one of the aunties tells Eden that one of the kids needs a restroom and they want to make sure they understand the link Eden sent. Eden shows them how the directions work and how to get to the list of details about a specific location while her younger cousin is squirming next to Eden's aunty.
   c. After: *Look up locations for neighborhoods that aren't visited as much for future day trips*
      i. Since the family sightseeing trip went well, Eden realizes the app could be useful for her own day trips exploring neighborhoods she has not gotten the chance to see much of yet, and knowing where public bathrooms are will help make the trip more bearable.
2. Jessica, a tourist, finds restrooms in Chicago with PeezyFinder.

a. Before: She was looking excited about visiting the city's attractions, but she was concerned about finding clean and easily accessible public restrooms. Her previous encounters with untrustworthy restroom-finding applications had left her dissatisfied and looking for a more dependable alternative for her vacation.

b. During: Jessica got the PeezyFinder app to help her with her restroom-finding issues. She launched the app and entered her present location in Millennium Park, where she was pleasantly surprised to find an extensive list of public restrooms with thorough cleanliness and accessibility ratings. The program plotted these facilities on a map, allowing her to readily locate neighboring restrooms that fit her requirements. She easily approached her selected restroom using PeezyFinder's navigation and augmented reality features, confident that it would be clean and accessible as promised. Jessica depended on PeezyFinder whenever nature called throughout her day of travel, enjoying clean and hassle-free toilet experiences that enriched her overall vacation.

c. After: Jessica was pleased with her time in Chicago, owing to PeezyFinder's aid. She finished her explorations in the city's attractions, restaurants, and cultural institutions without having to worry about seeking a restroom. Her great experience prompted her to submit a nice comment on the app store, thanking PeezyFinder for helping to make her visit memorable and stress-free. Jessica also happily suggested the app to her companions, knowing it would improve their Chicago and beyond travel experiences.

Competitive Analysis

| Feature Comparison	Flush	Loo Locator	Fast Loo	Restroom Locator
AR Bathroom Finder	Yes	Yes	No	Yes
Real-time Tracking	Yes	Yes	Yes	Yes
User Reviews/Rating	Yes	Yes	Yes	Yes
Bathroom Info	Extensive	Extensive	Moderate	Extensive
User-Friendly UI	Yes	Yes	Yes	Yes
Offline Access	Yes	Yes	No	Yes
Additional Features	Cleanliness Ratings	Directions, Accessibility Info	Nearby Amenities	Reviews, Cleanliness Ratings

Takeaways & Suggestions for PeezyFinder post-analysis:

The key features of similar applications listed in the competition analysis show heavy similarities, so to stand out, PeezyFinder would have to provide a more extensive overview of amenities in a more customizable way. Below are key points, considering physical & emotional needs to users, business monetization and effective experience.

- **User-Centric Design:** Prioritize user comfort and ease during restroom searches. Implement features like a "Rush Restroom for urgent situations, which directs users to the nearest available restroom and provides a reassuring message.
- **Restroom Partnerships:** Collaborate with businesses to promote their restrooms within the app. Offer businesses advertising space, featured listings, and cleanliness rating boosts in exchange for sponsorship.
- **Adaptive UI:** Implement an adaptive user interface that adjusts to different device types and screen sizes, optimizing the experience for both mobile and smartwatch users.

- **Inclusive Restroom Categories:** Include a category for "Gender-Neutral Restrooms" that users can select to find restrooms suitable for everyone. Emphasize the importance of inclusive restroom facilities for all gender identities.
- **Accessibility Icons:** Use clear accessibility icons or symbols to indicate restrooms that are wheelchair accessible. This helps users quickly identify restrooms suitable for those with mobility challenges.
- **Virtual Queues:** In some cases, users may encounter restrooms with predictable but busy periods, such as during intermissions at events, during peak travel times, or in busy shopping areas. Joining a virtual queue can provide them with an estimated wait time, allowing them to plan their restroom break more effectively.

Mood-board
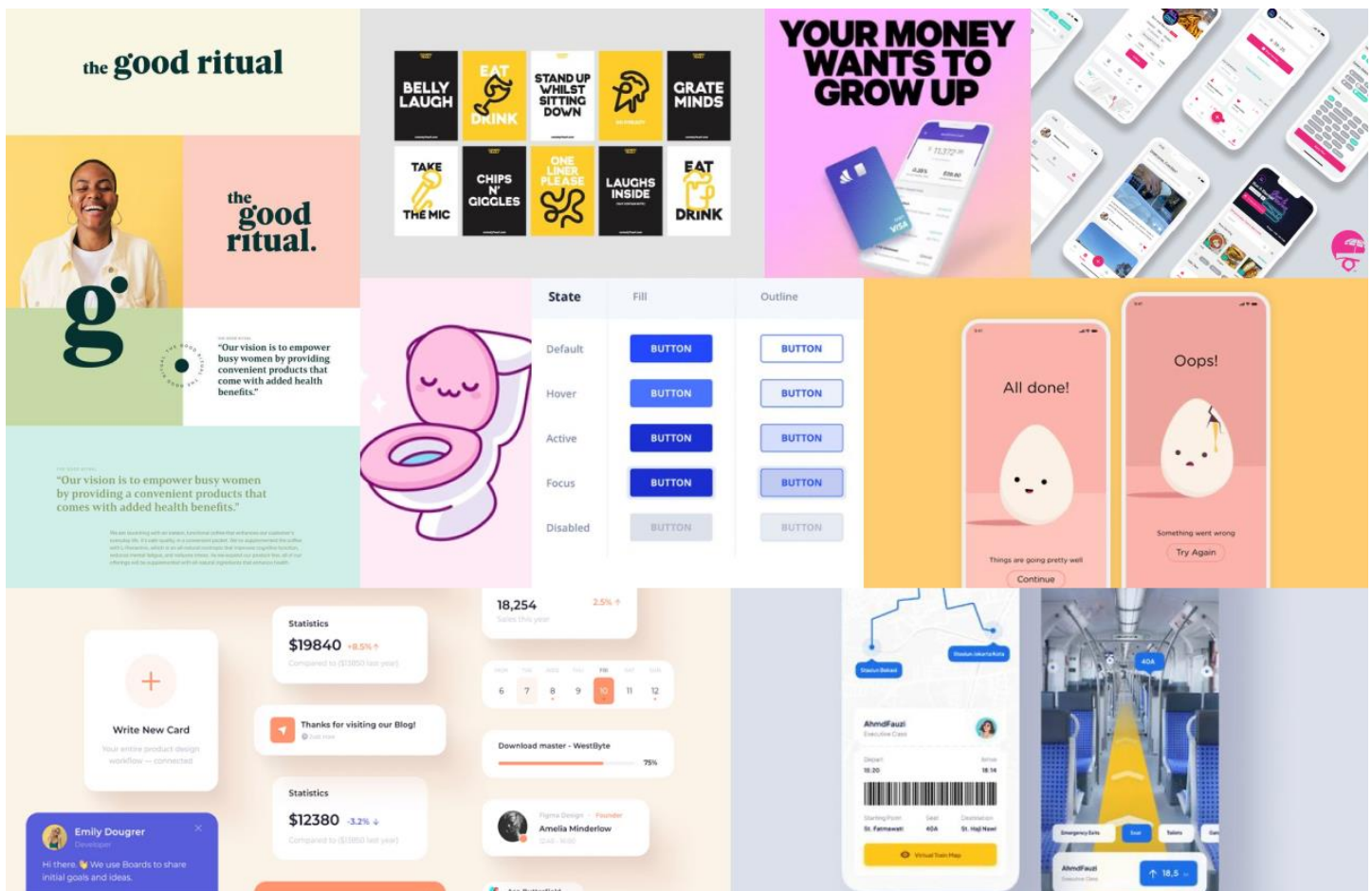
Calm and Convenient: The PeezyFind Moodboard

Discover the essence of PeezyFind through our thoughtfully curated mood-board, where tranquility meets practicality. Soft, soothing colors invite you to explore without distractions, while intuitive elements are placed for easy navigation. Gentle, tactile buttons guide your journey, complemented by clear and lighthearted copywriting that adds a touch of fun to your experience. Augmented Reality (AR) takes restroom-finding to the next level, making it visually engaging, and our expressive illustrations tell the story of convenience and inclusivity. With Peezyfind, finding a restroom isn't just about functionality; it's about enjoying the journey with style and ease.