



UX Case Study

ROUTEFINDER

Canva

Group Project for CSC15601

Designing for UX.

This presentation focuses on Theme 1 which I have worked on while working towards the group project.

ABOUT PROJECT

OVERVIEW



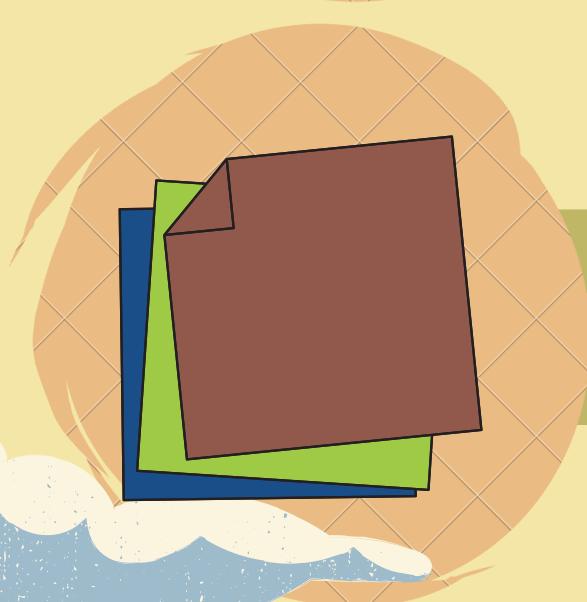
Initial
Problem



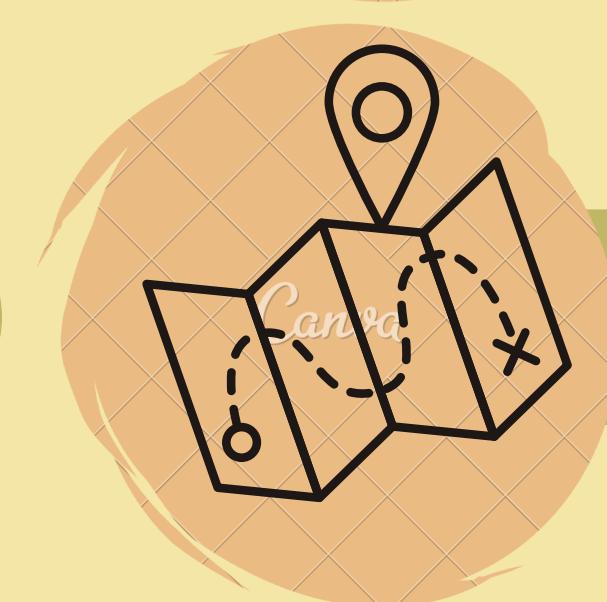
Paper
Research



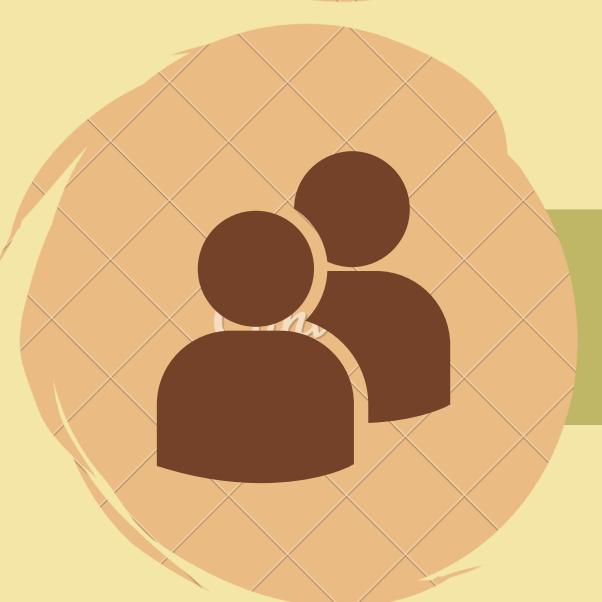
Contextual
Inquiry



Affinity
Diagram

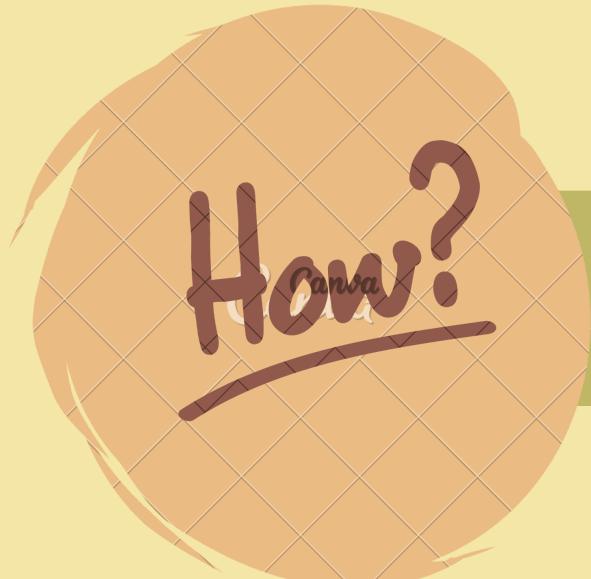


Themes



Persona

OVERVIEW CONTINUED



HMW?



Sketching



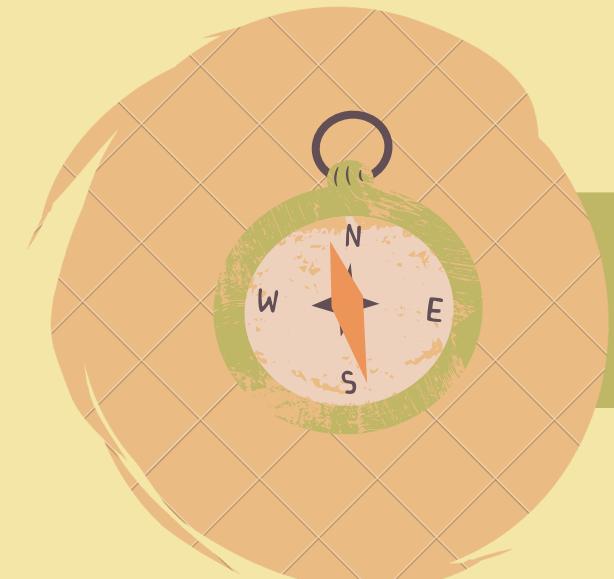
LFP



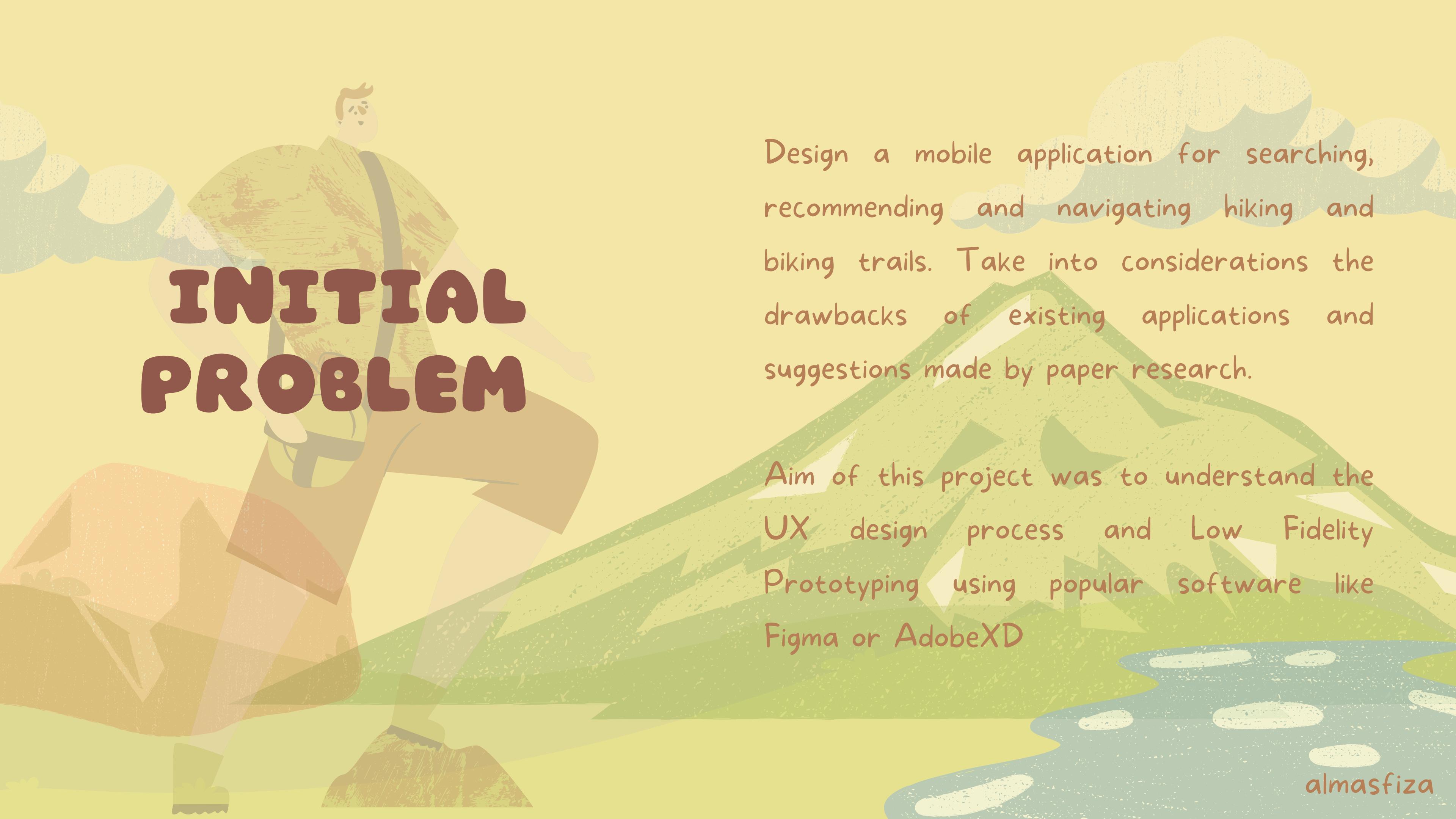
Cognitive
Walkthrough



Results



Conclusion



INITIAL PROBLEM

Design a mobile application for searching, recommending and navigating hiking and biking trails. Take into considerations the drawbacks of existing applications and suggestions made by paper research.

Aim of this project was to understand the UX design process and Low Fidelity Prototyping using popular software like Figma or AdobeXD

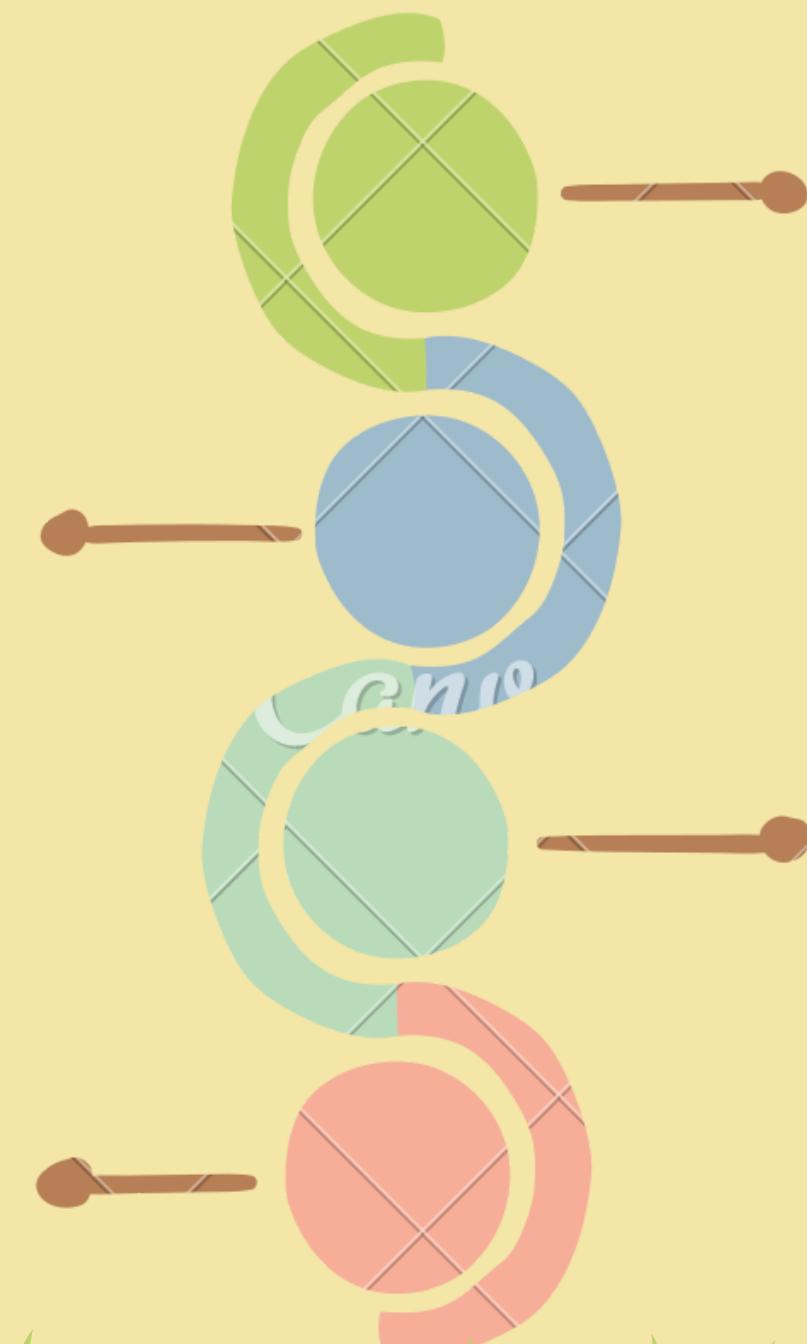
PAPER RESEARCH

Difficulty of Trail

Number of turns

Top Factors for Scenes

Travel distance,
popular spots and
scenic beauty



3D Streetscape view

Streetscape view
instead of 2D

Easier to remember

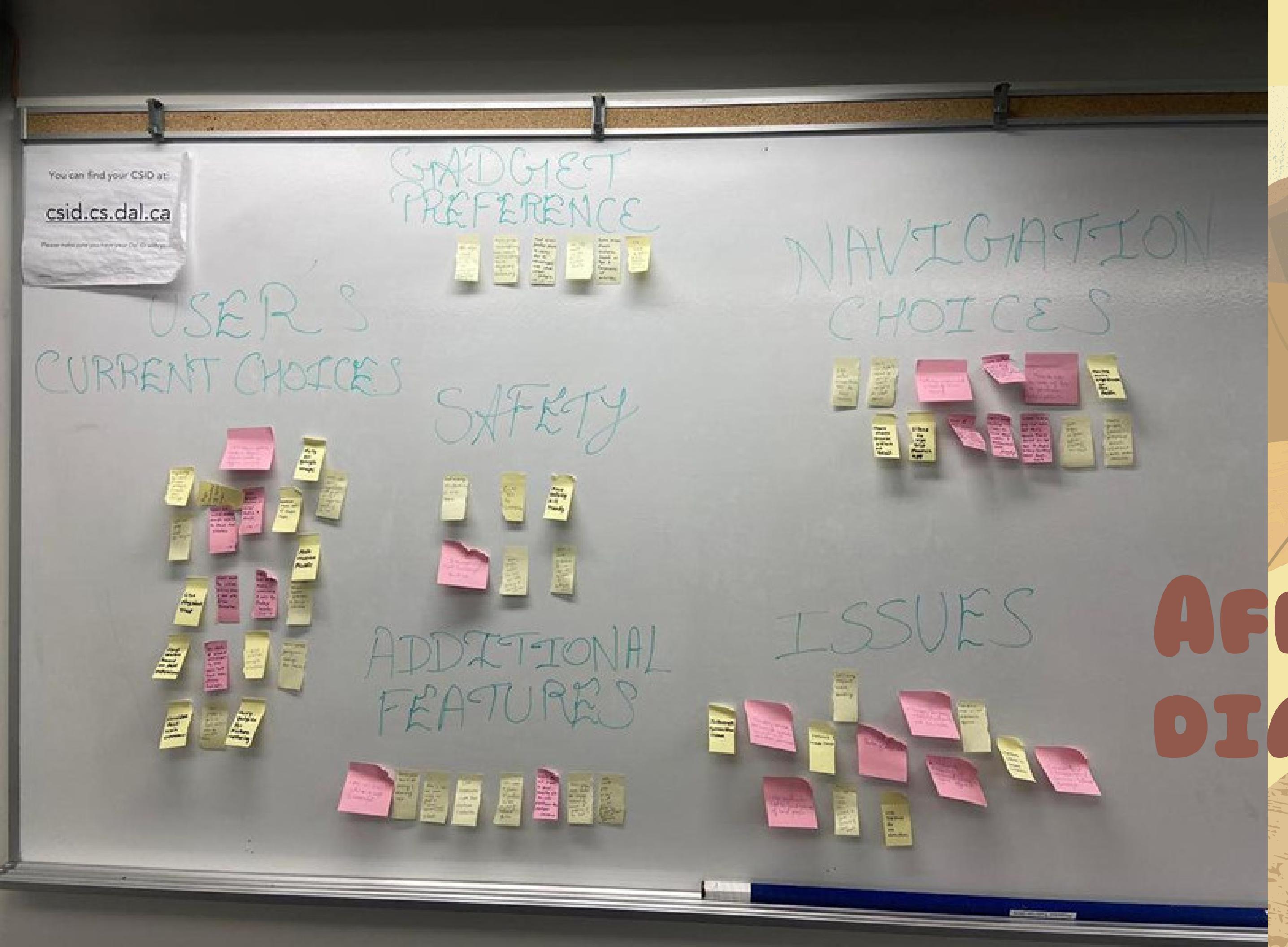
3D streetscape views
are easier to remember
than 2D paths.



CONTEXTUAL INQUIRY

All users had a preference for their suitable scenic characteristics like mountains, trees, rivers, lakes etc.

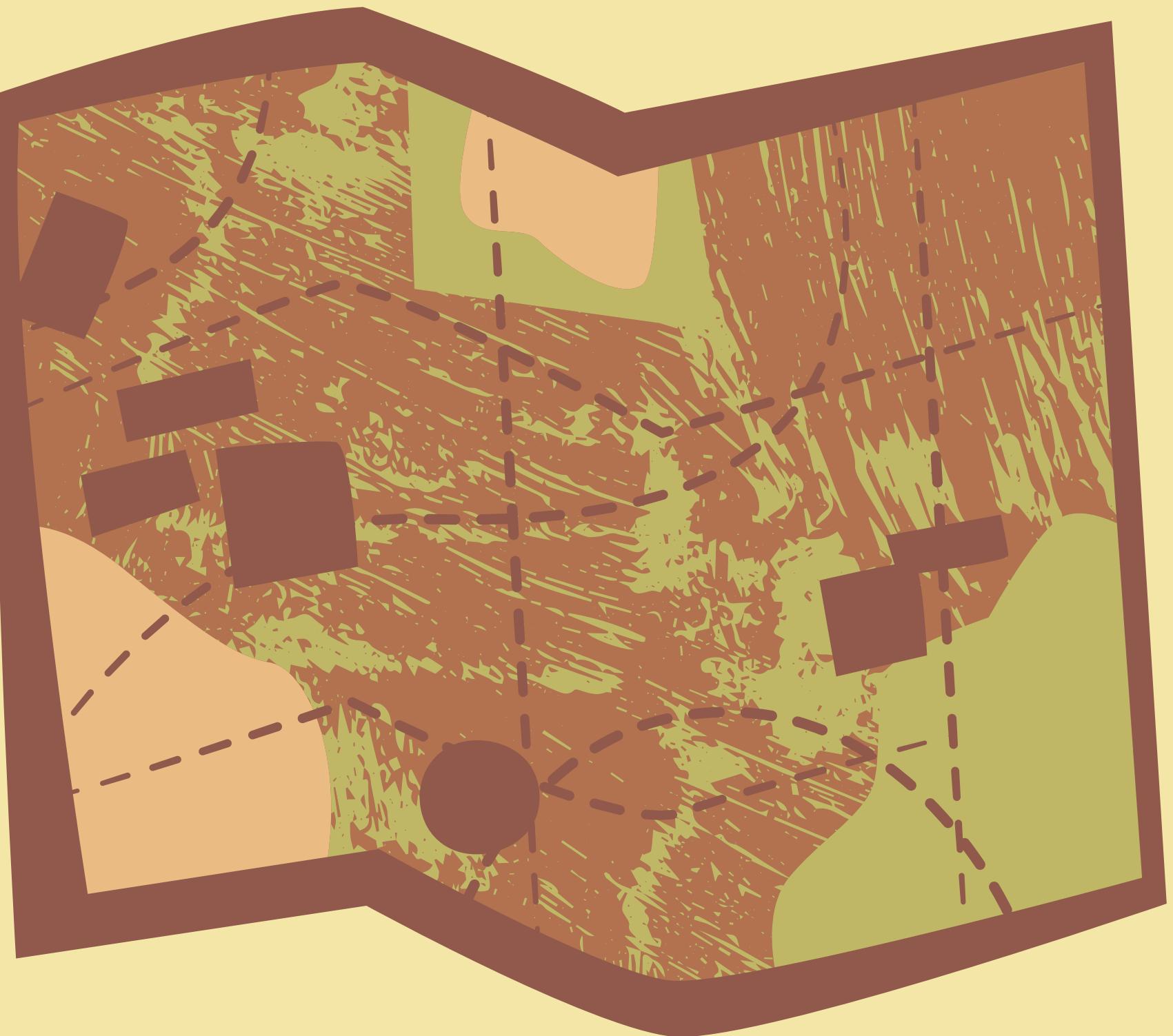
Participants expressed the need to have some emergency call option in-app for help.



THEME 1

Searching and finding required hiking and biking routes.

Current problem: 2D view of the routes, does not present all options in detail.



PERSONA



Abby Grey

Nature is more than recreation; it's our responsibility to understand, protect, and conserve it for future generations

MAJOR

Environmental Science

COLLEGE

Dalhousie University

AGE

30

Bio

Abby is a nature enthusiast and experienced hiker who deeply appreciates the outdoors. She spends her free time exploring new trails and immersing herself in natural surroundings. Abby is proactive and prioritizes safety, making informed decisions when selecting hiking routes. For her, hiking is not just a physical activity but also a chance for self-discovery and a deep connection with the environment. She also enjoys engaging in outdoor activities like biking, photography, and nature conservation.

Wants & Needs



Achieve academic excellence in environmental studies.

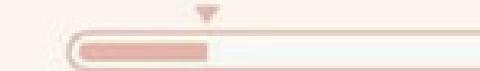


Discover new hiking trails near lakes with abundant trees



Seek serene and scenic routes to deeply connect with nature

Adventurous Practical



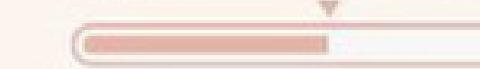
Spontaneous Planner



Risk-Taker Safety-Conscious



Outgoing Introverted



Frustrations

- Failure to get access to routes that meet specific criteria
- Inability to interact with locals or seek assistance during hikes.
- Lack of trustworthy resources to get route information with safety precautions

HOW MIGHT WE?

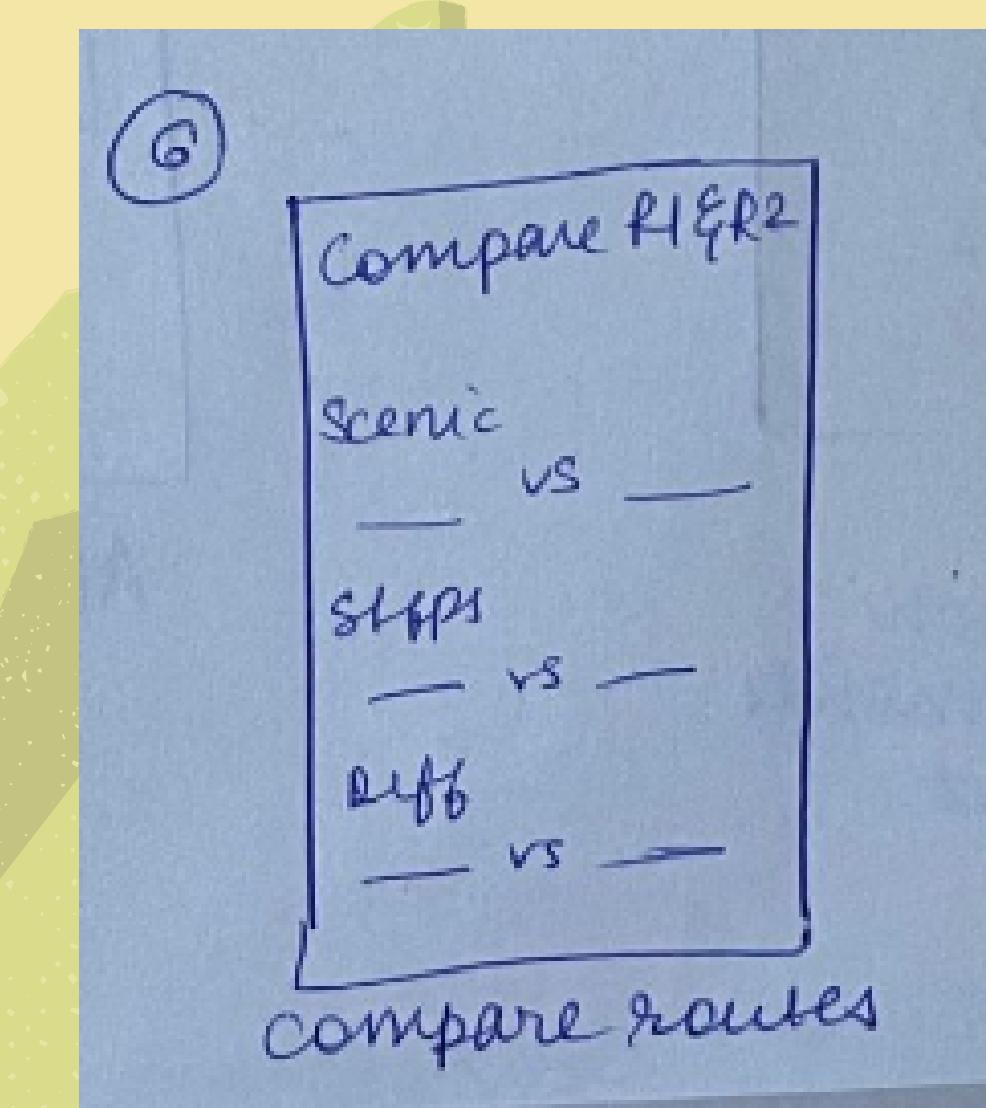
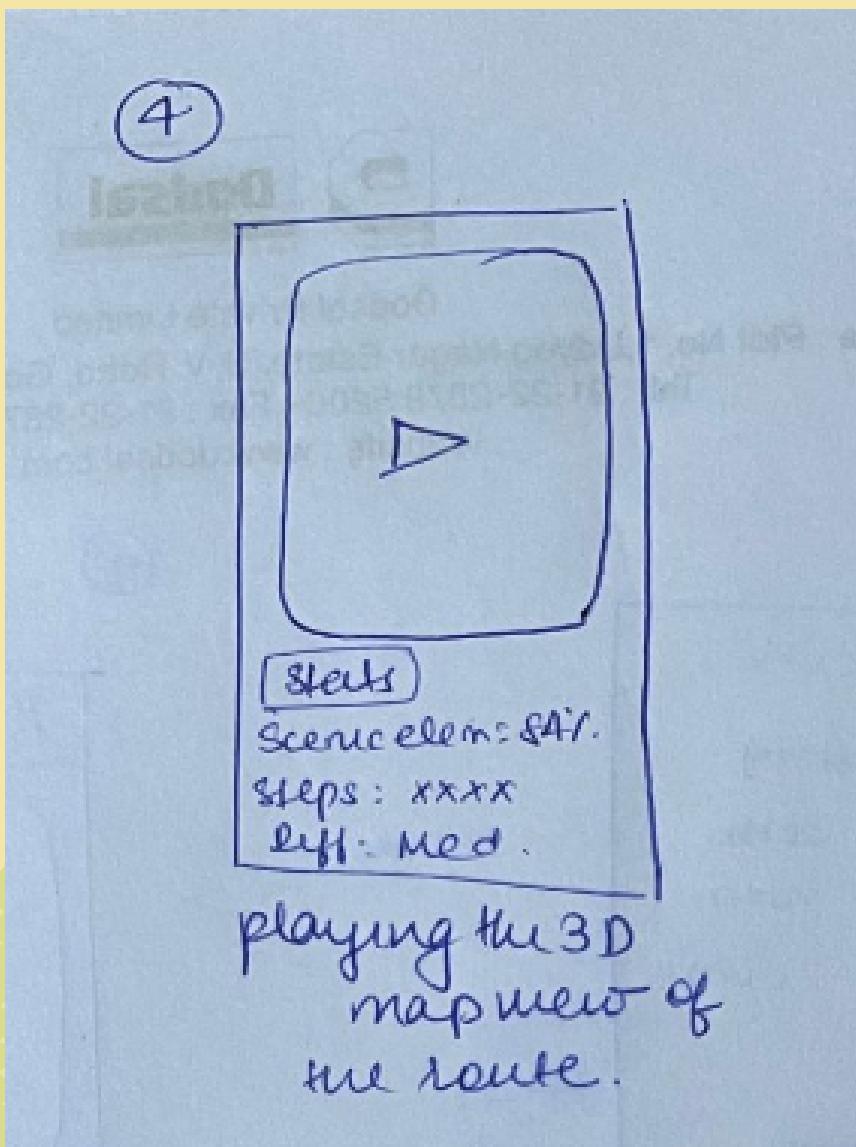
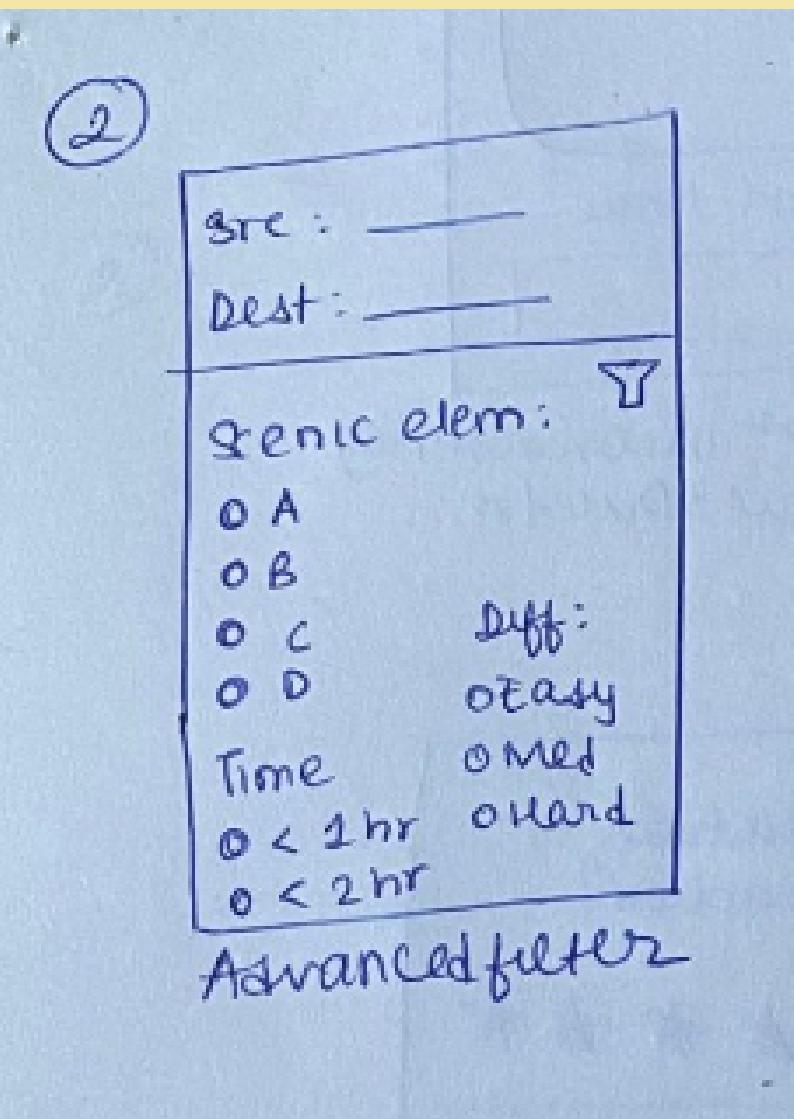


Advanced search filter

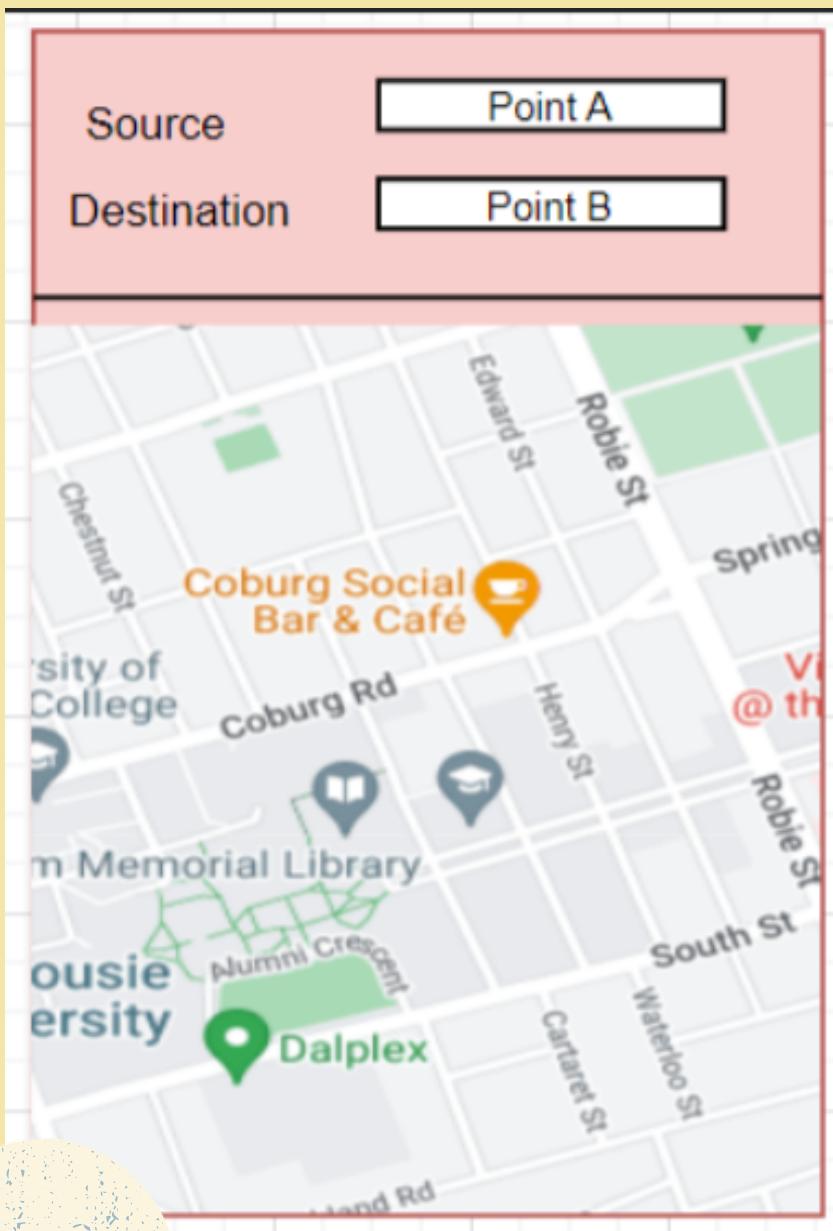
Comparing multiple routes
and matching them with
search filters for match
level percentage

3D streetscape video
before choosing a route.

SKETCHING 10x10 METHOD



LFP



Advanced Filters

Scenic elements:

- Trees
- Lake
- Sea
- Urban

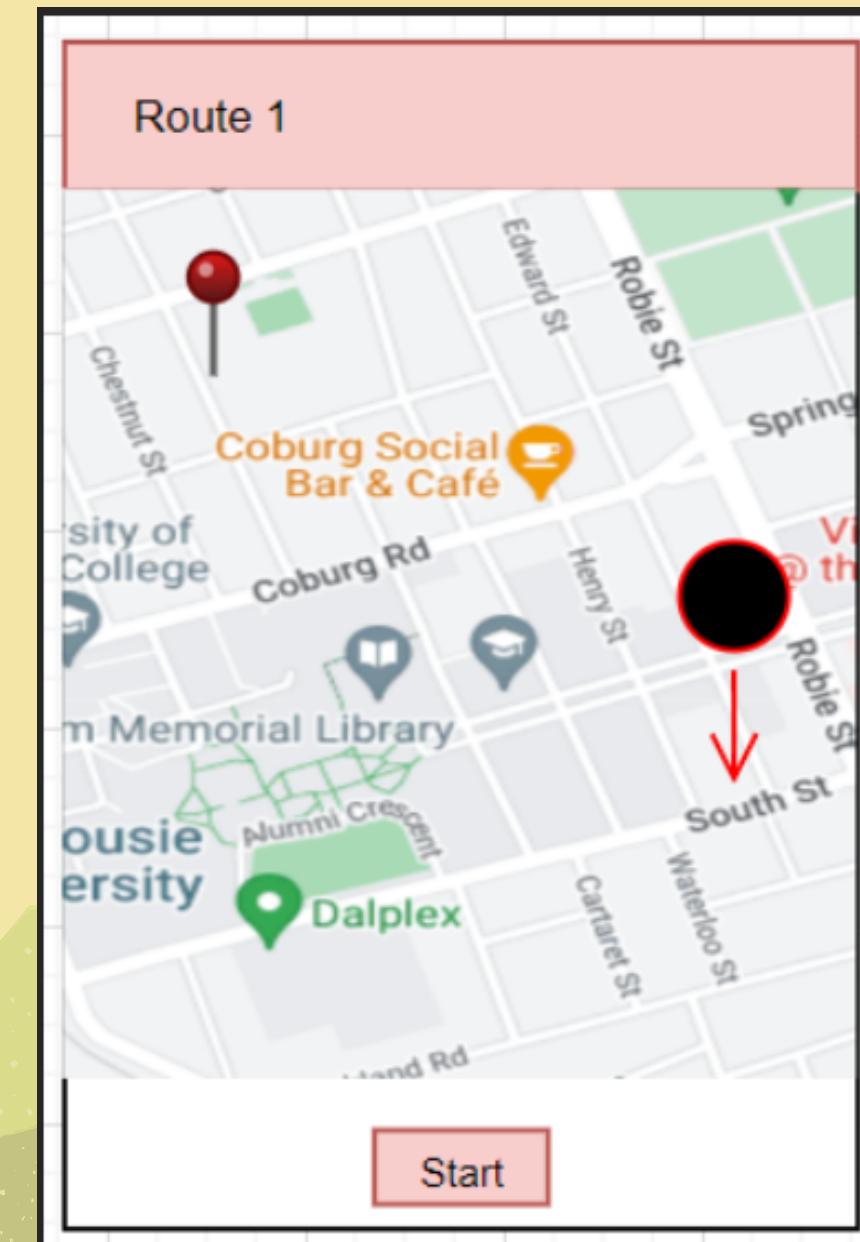
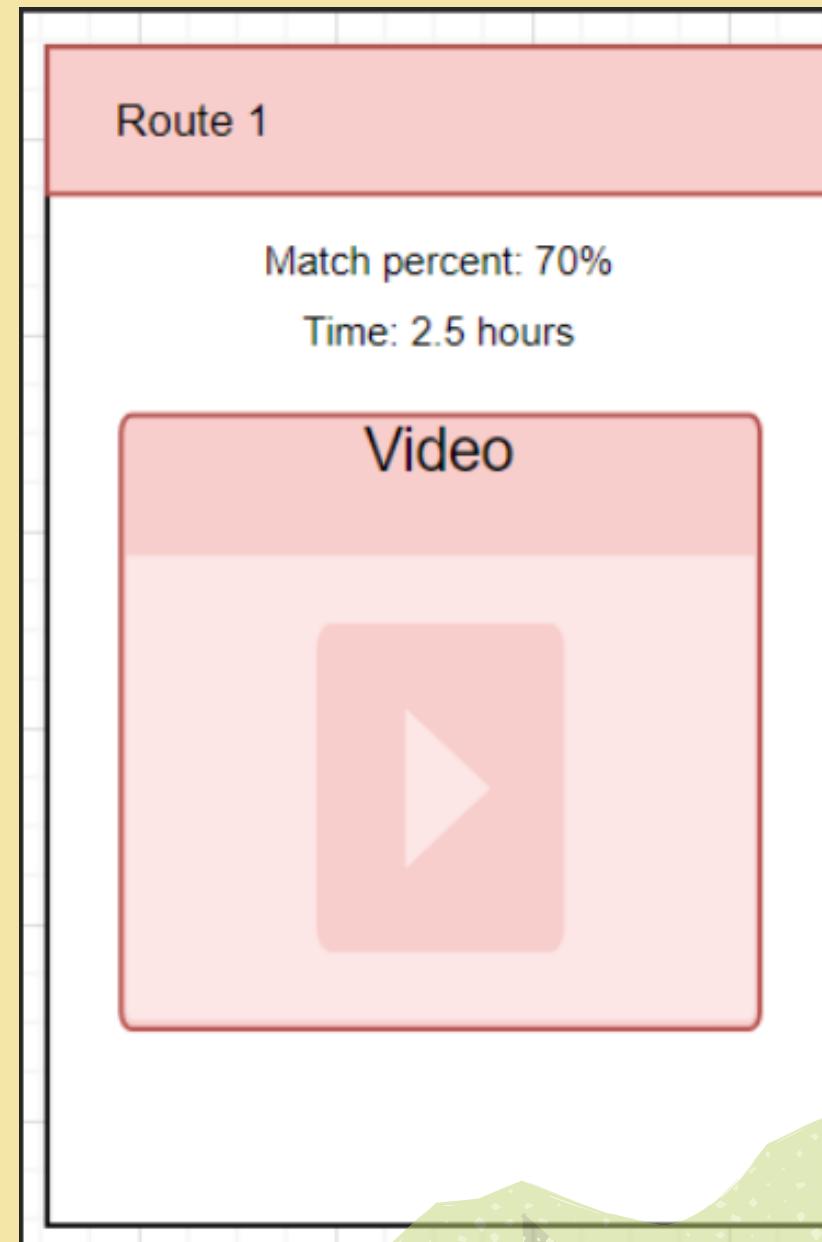
Steps:

Time:

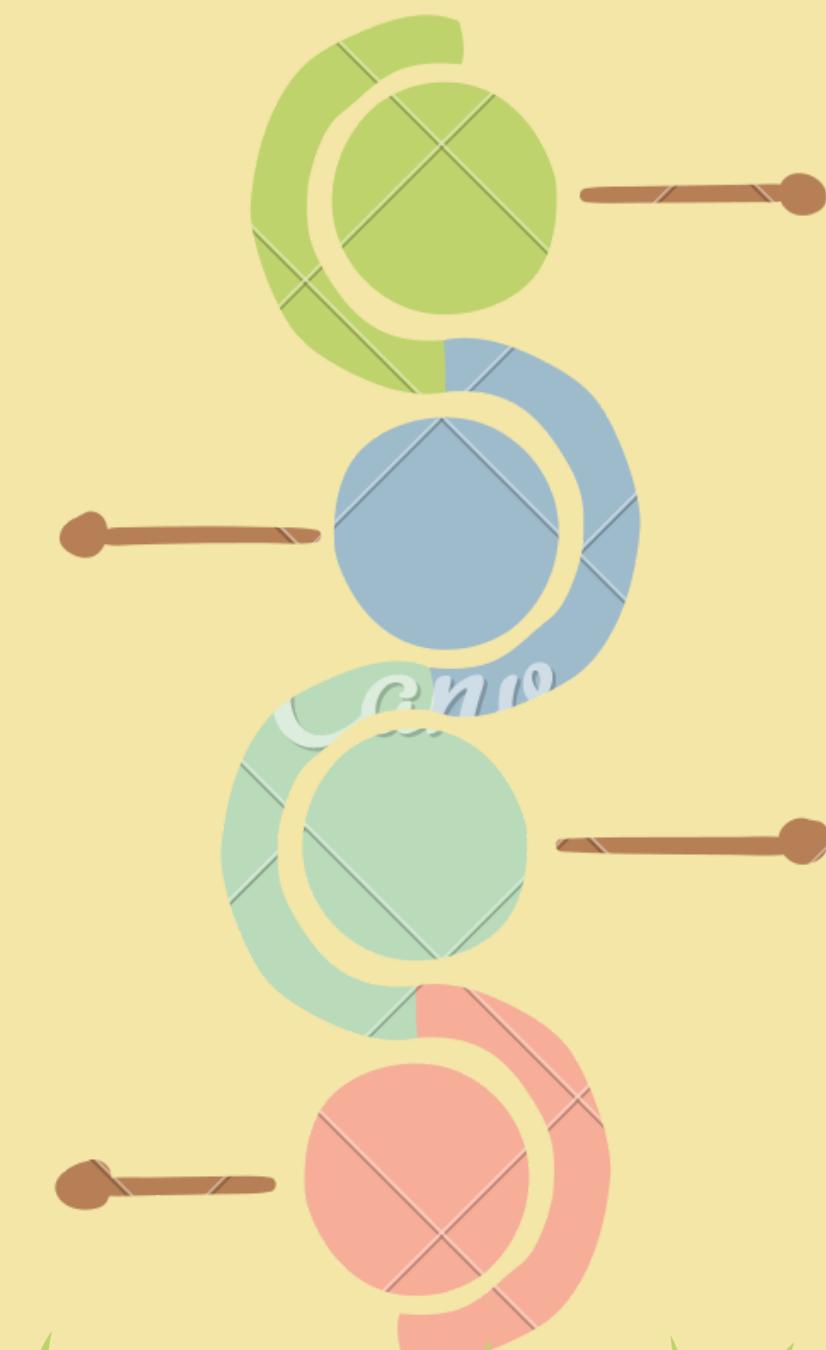
Difficulty:

Routes	
Route 1	Match percent: 70% Time: 2.5 hours <input type="button" value="View"/>
Route 2	Match percent: 50% Time: 3 hours <input type="button" value="View"/>

LFP CONT.



COGNITIVE WALKTHROUGH



Pins on the source
and destination

visual representation
of two routes

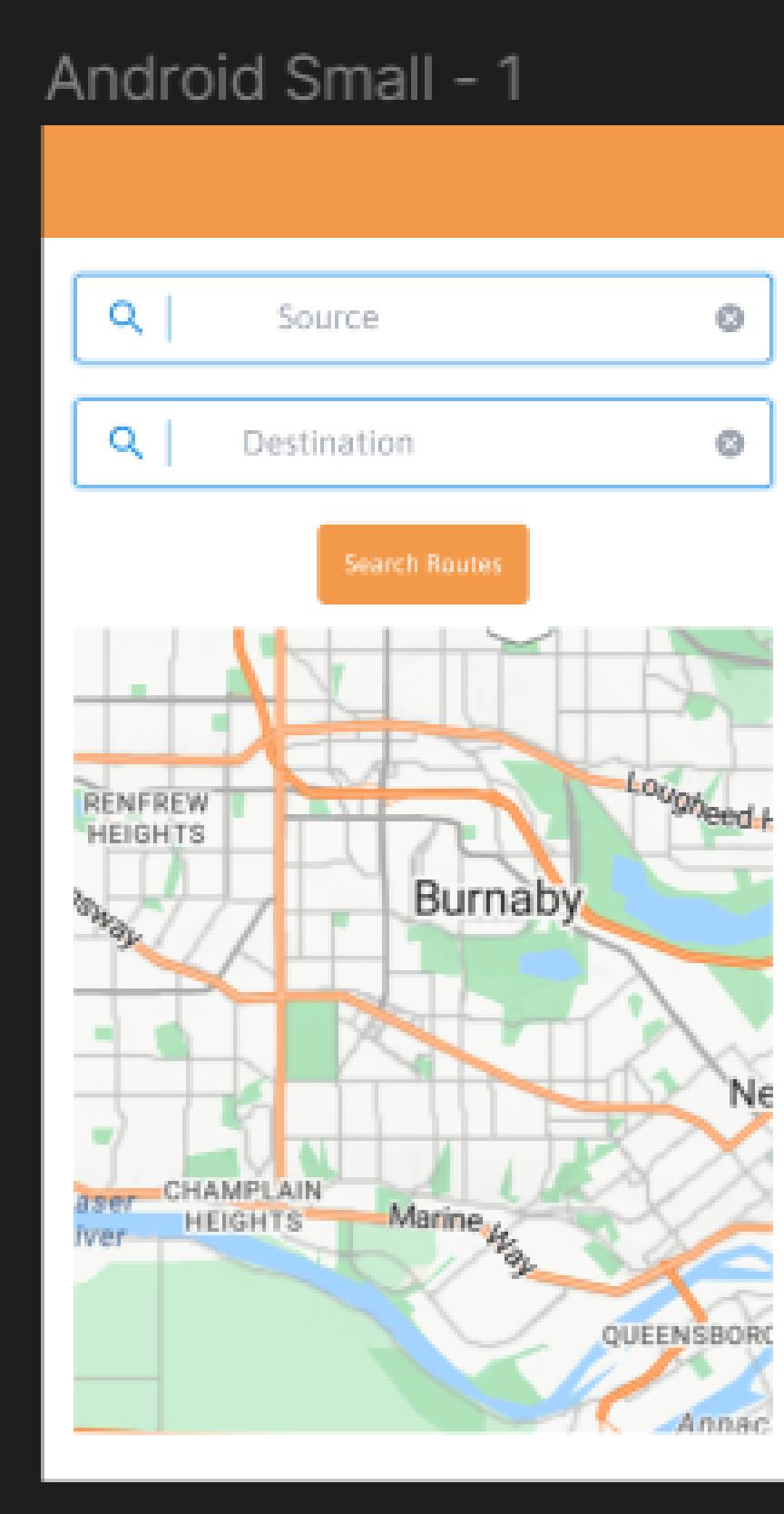
Need for clear
navigation

distinction between
the video timestamps
and total hour of
route

RESULTS

Final design Figma

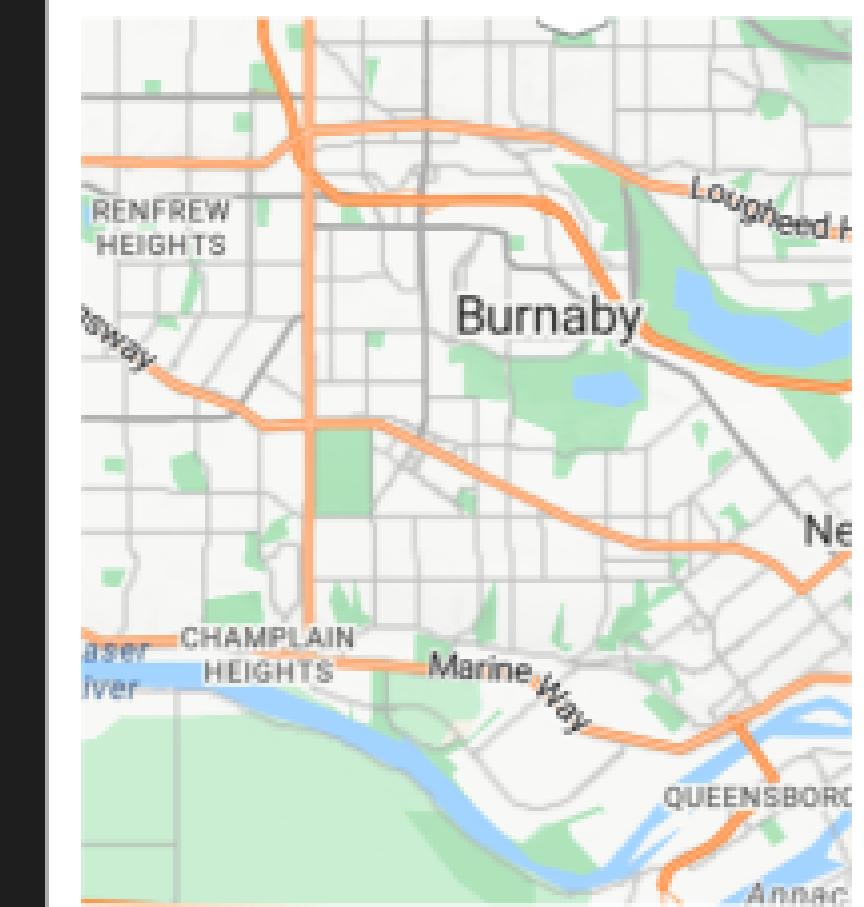
Android Small - 1



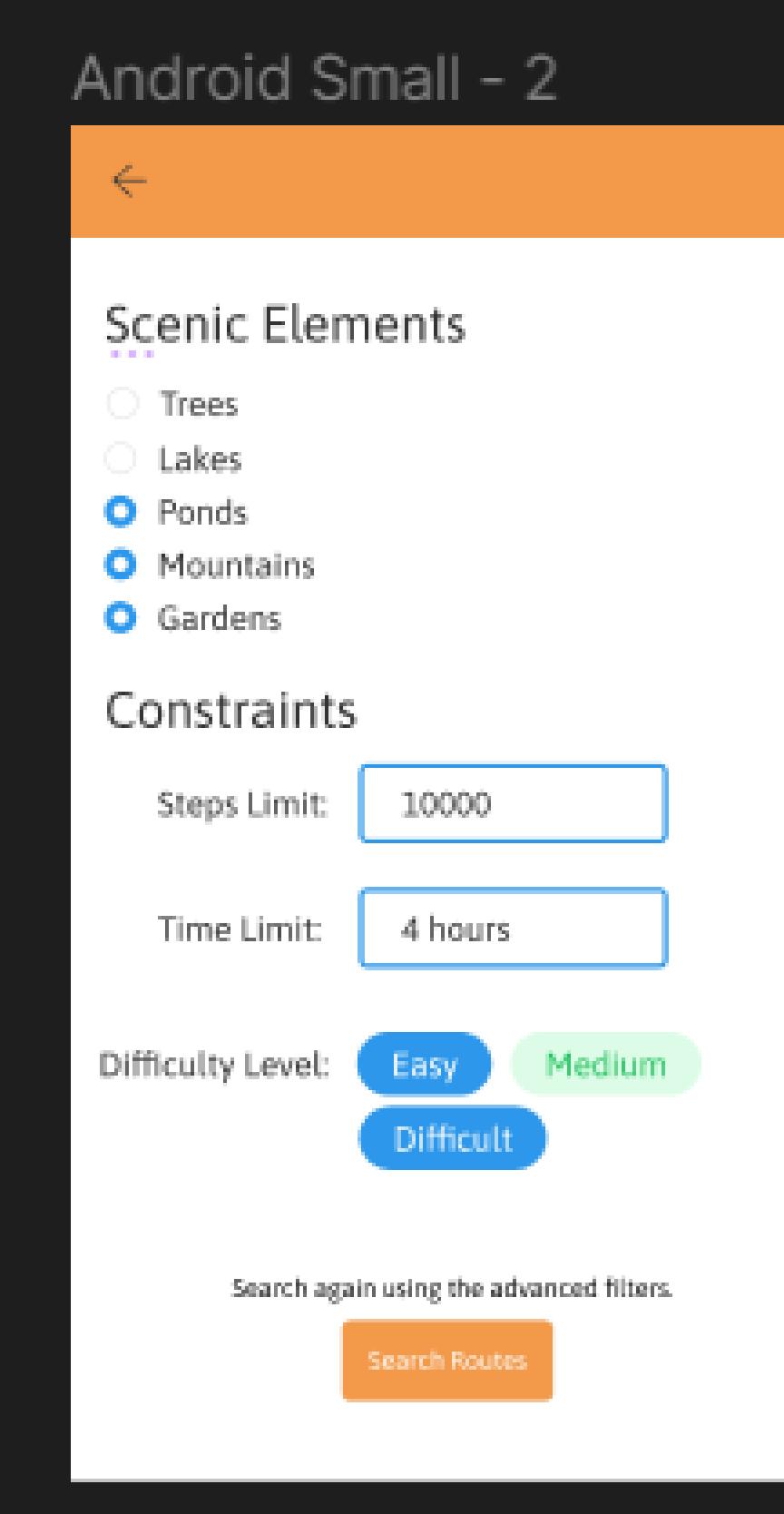
Source

Destination

Search Routes



Android Small - 2



Scenic Elements

- Trees
- Lakes
- Ponds
- Mountains
- Gardens

Constraints

Steps Limit:

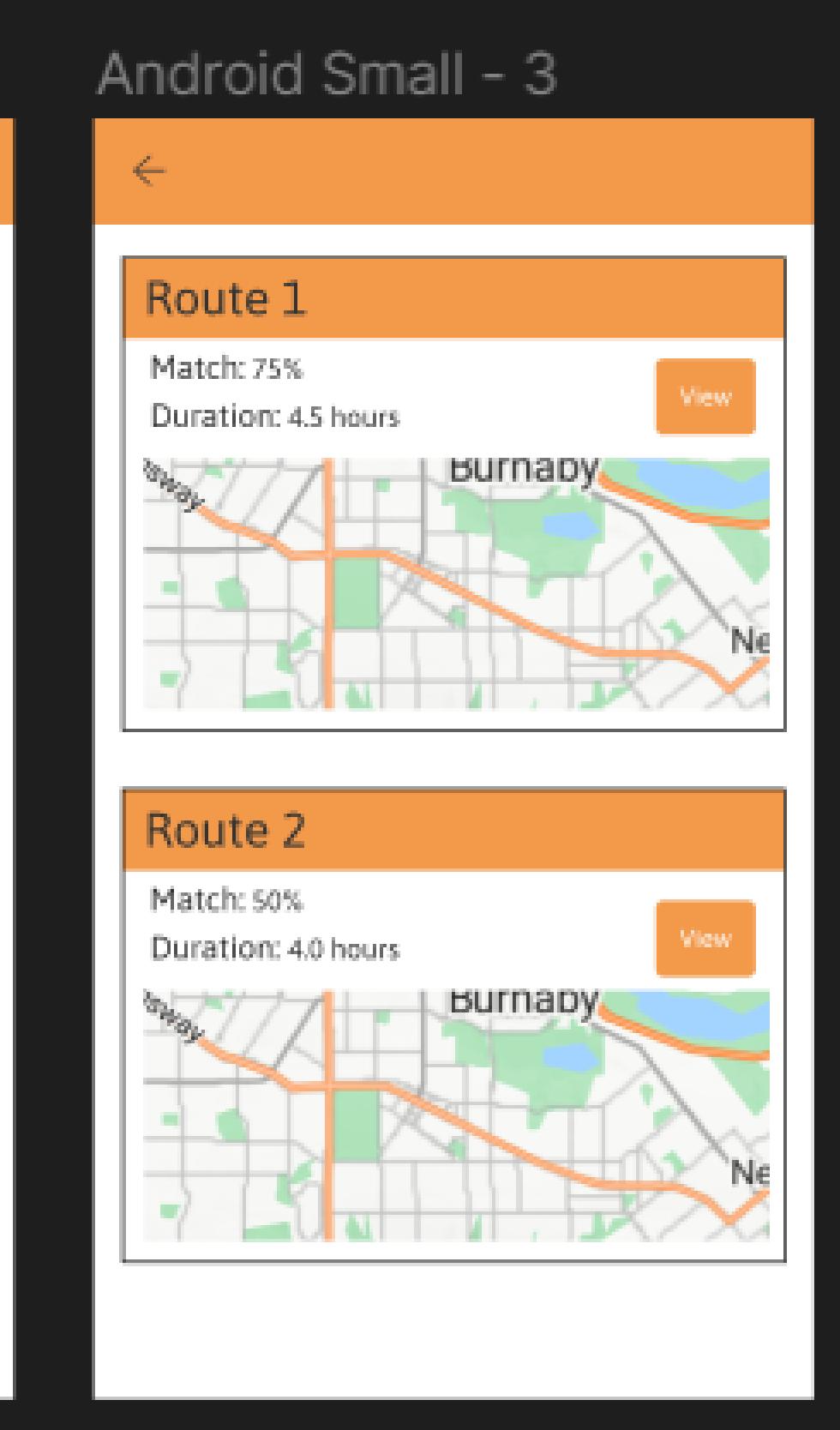
Time Limit:

Difficulty Level: Easy Medium Difficult

Search again using the advanced filters.

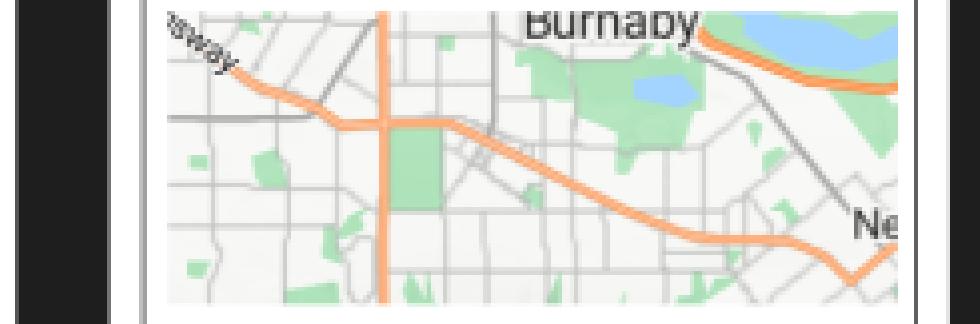
Search Routes

Android Small - 3



Route 1

Match: 75% Duration: 4.5 hours



View

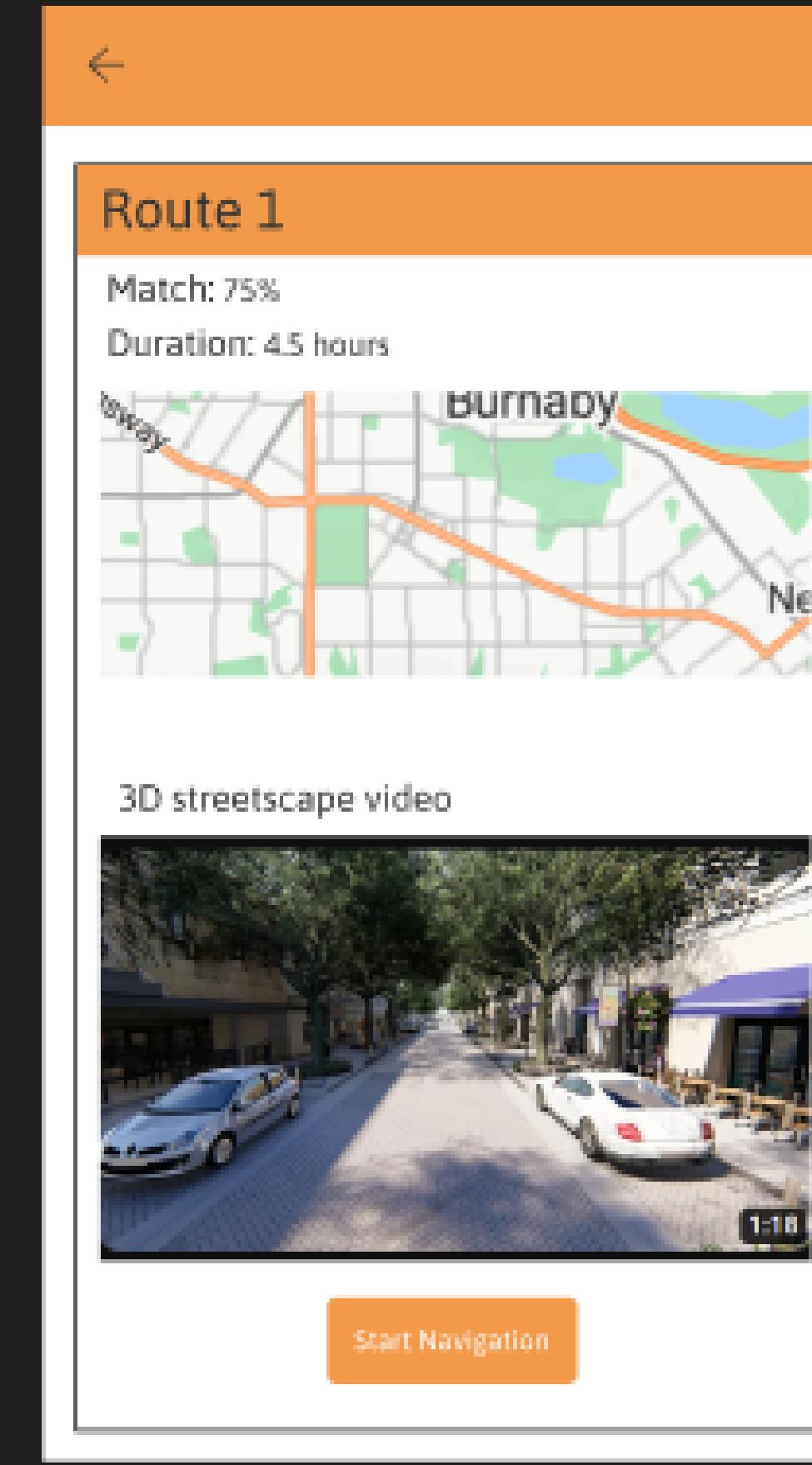
Route 2

Match: 50% Duration: 4.0 hours

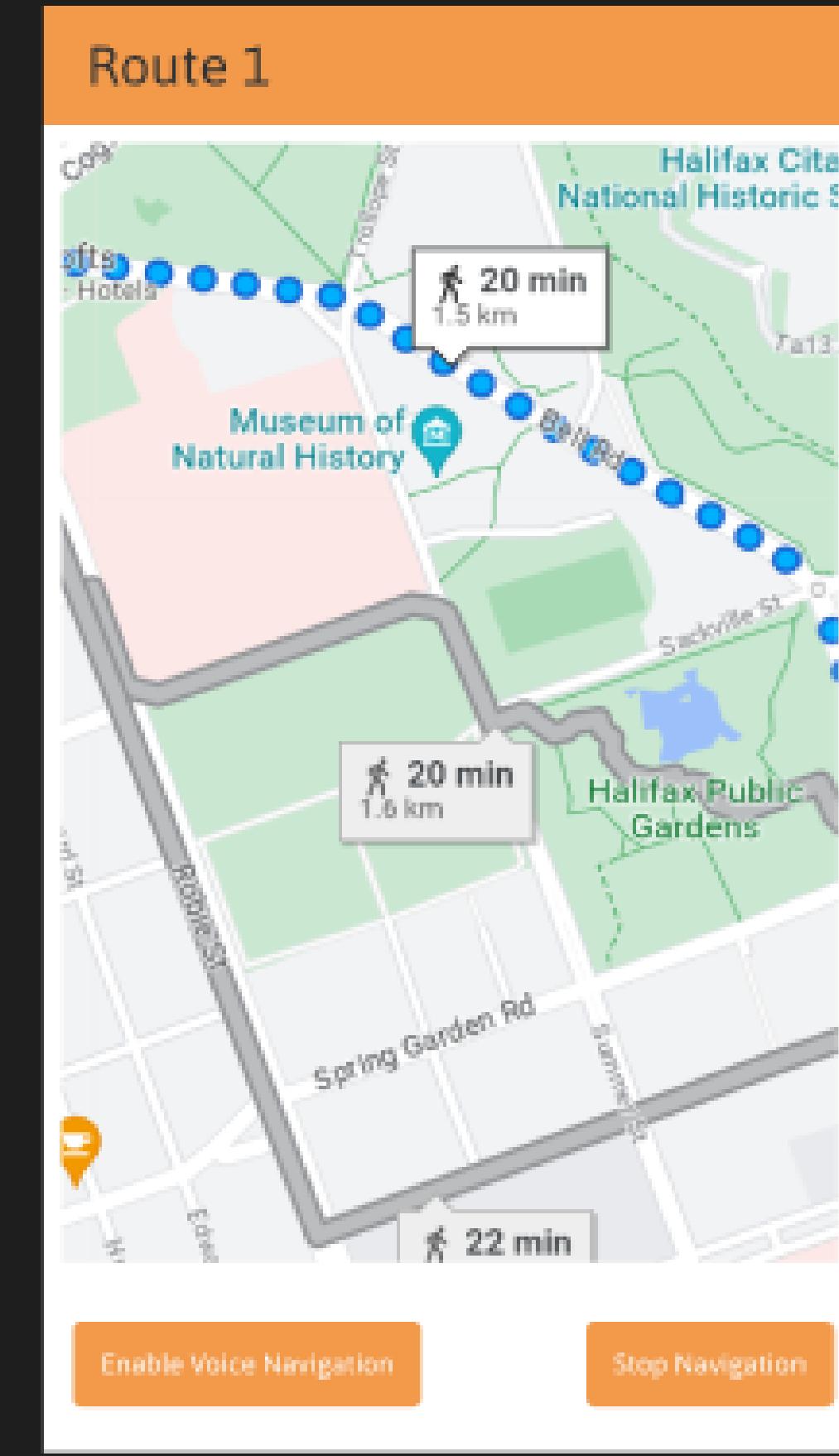


View

Android Small - 4



Android Small - 5



almasfiza

CONCLUSION

Theme 1 in this project focused on the feature of adding advanced features for selecting different routes based on user needs. 2D map view was upgraded using 3D streetscape view to give a better judgement to the user about the route's scenic elements.