

DESIGN DOCUMENTATION

The **NORTHERN LIGHTS' HUNTER** application

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KEA MMD 2017

Hand-in 04.03.01

THE STYLE GUIDE

I. Brand

Introduction

The task was to create an innovative digital business based on a revolutionary new digital service, that we as a company have invented and made available to the users via an app.

This document is going to explain the relation between our company's intended identity, image and the design program that we created for our digital service.

Description of the project

The - NORTHERN LIGHTS' HUNTER - Application

What is it?

An application designed specifically for travelers from all over the world who want to explore the natural phenomenon of Aurora Borealis.

This is a user-friendly northern lights forecast app with an overview of places known as "northern light cities" in the Northern countries.

The interface of the app is slick, yet simple, which provide nature-loving explorers guidelines in regards to when to go, where to go and how to get there.

In addition it gives the users the chance to share their experience, advices, and other useful information and shape their own community.

What are the most important features?

- Forecast:
It shows Hot Spots combining two important factors: solar activity and weather forecast
- Plan Your Trip:
Helps to find the best locations according to the user's priorities and show accommodation and transportation options as well as other activities that the specific location offers
- News feed:
Join the hunters community to get the most relevant updates from other users and share your own experiences at the same time

Brand pillars – Mission, Vision, Values

In order to represent the uniqueness of the brand and to make the distinguish from the competitors and pass litmus test one of company's values was incorporated. In this way, the statement is specific, personalized and also emotionally appealing.

Mission statement

“We believe in enhancing experience by interchanging knowledge, advice and support, therefore we unify northern lights’ hunters to create unforgettable moments together. ”

This mission statement is specific enough to create specific focus, but broad enough to allow for flexibility in execution and unique enough to convey the company's uniqueness.

Sub-missions:

- Help expanding horizons and exploring new places
- Connect with like-minded people without borders

Vision Statement

“Become top unifying platform for Northern lights hunters in all over the world. ”

Values

Values are related to all the aspects of the company and the following are the most deeply embedded beliefs and values for our company:

*Solidarity
Integrity
Freedom
Contribution
Respect*

II. User Focus

Target audience – user description, personas

Potential users are specified by the main feature - interest to travel and chase Northern Lights.

These people might be specified by their “experience” level from the beginners to professionals and the app is suitable for all independently on their experience.

Demographics

Age: 20 - 50

Location: all over the world

Gender: male & female

Income Level: middle class / upper middle class

Education Level: highly educated

Marital/Family Status: single, with family

Psychographics

Personality: adventurous,

Attitudes: influencer, environment friendly,

Values: adventure, friends, quality

Interests/Hobbies: Photography, travel, innovative solutions,

Lifestyle: healthy, sporty,

Behaviour: open minded, innovator,

When they travel:

- they are not price oriented, quality time what matters
- keen on revolutionary solutions
- ready to try new things
- tend to share their memories

Personas

1. Horia

Who is he?

- A Romanian guy, living in Norway for 5 years.
- Single, 30 years old photographer.
- Financial status: upper middle class.
- Education: university
- He is an innovator and isn't afraid of taking risks.

What was his reason to go to Norway?

Diversity of the landscape, inspirational surrounding, people mentality.

What he wants:

- friend related activities
- amazing landscapes
- freedom

What he doesn't want:

- office work
- get bored

What could be the most valuable feature for him?

Live weather forecast for clouds AND solar activity forecast at the same time ->
Forecast part

2. Dorin

Who is he?

- Photographer,
- 28 years old,
- married, 1 kid (2 years old),
- hipster,
- Roamanian,
- visited Norway and Iceland,

What was his reason to go to the northern countries?

He wasn't interested in the northern lights specifically, he just wanted to make good photos of the arctic life.

What he wants:

- good pictures
- fresh air
- inspiration

What he doesn't want:

- ordinary theme

What could be the most valuable feature for him?

Communicating with other northern photographer fellas.

3. Vivien

Who is she?

- 27 year old
- Hungarian female
- living and studying in Denmark
- Likes to keep everything planned and organized
- Wants to travel a lot during her studies

What is the reason she wants to visit the Nordic countries?

Collect memories, experiences, see the northern lights, meet new people...

What she wants:

- Safe, cheap travel ideas
- Memorable experiences
- Great Instagram photos

What she doesn't want:

- Waste money and time

What could be the most valuable feature for her?

Plan a personalized trip for herself

DESIGN PROGRAM

Logotype

The name of the company in a distinct style

Northern Enough

According to the Mollerup's taxonomy this logo is a Proper Name.

According to the Mollerup's 24 requirements, it has visibility for quick identification, usability for many purposes, it is simple and comprehensive, decency, so it can also be used in other cultures, it is color-reproducible and timelessness, so that it can survive fashion change.

Trademark

The Company and App logo



This Logo communicates the idea of the parallel north circle of latitude that is 65 degrees north of the Earth's equatorial plane.

According to the Mollerup's taxonomy this logo is a Descriptive Mark.

According to the Mollerup's 24 requirements, it has visibility for quick identification, simplicity and comprehension, it is color-reproducible, timelessness, so it can survive fashion change, graphic quality and it is suitable for animation for use on movies / tv.

Typefaces

The typography of the company, to be used in official letters is: **GillSans**

Colours

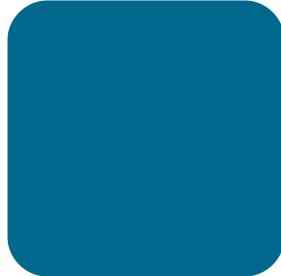
Corporate/brand colours used to identify the company/brand:



This colours palette addresses the idea of open spaces, nature, harmony, freedom and sensitivity.

Fifth Element

Special element that goes along with our overall visual identity



The Northern Enough's 5th element adds a certain flair to all design. Therefore is based on the contour shape of the Northern Enough logo shield.

Based on the unique component in our logo, the fifth element is a useful and flexible design feature.

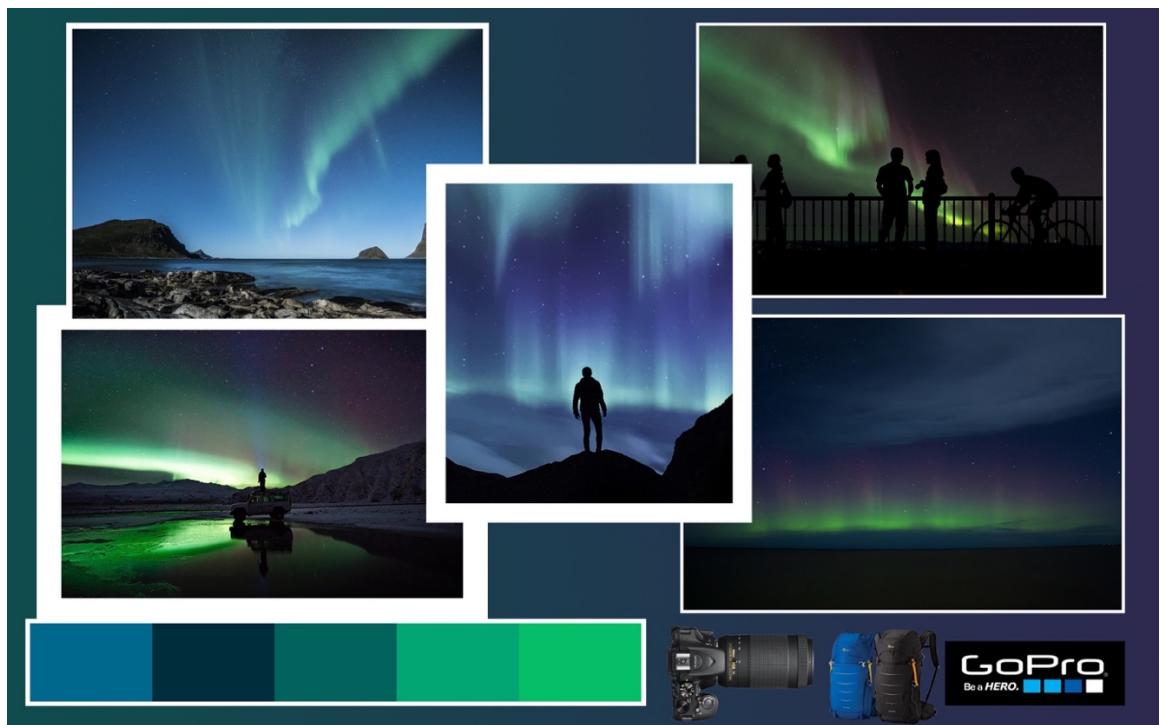
TONE OF VOICE

| Voice characteristics | Description | Do | Do not |
|-----------------------|---|---|--|
| Passionate | We are passionate about helping other people to unite for the same purpose, to chase the northern lights, connect together and share the same experience. | Be friendly and show some playful colors and images to attract attention. | Do not give the sense of not knowing what you are doing. |
| Authentic | When you are using this app you need to know that no app is | We should say that we have a copyright on our product. This | Do not give examples from |

| | | | |
|----------|--|--|--|
| | made with the same purpose and that it will help other people while chasing the northern lights. | statement I think it gives more authenticity so nobody can steal our product/idea. | other websites or similar things. |
| Accurate | We are giving a lot of accurate information about the weather and also the locations where aurora borealis is located. | Use strong words to be more persuasive. For example the difference between "Can you please give me the egg" and "Give me the egg". The second sentence is more persuasive. | Do not be too casual. When you are explaining the facts you should make them more curious. |

IMAGES

We have created a moodboard to represent the images and general idea behind the style:

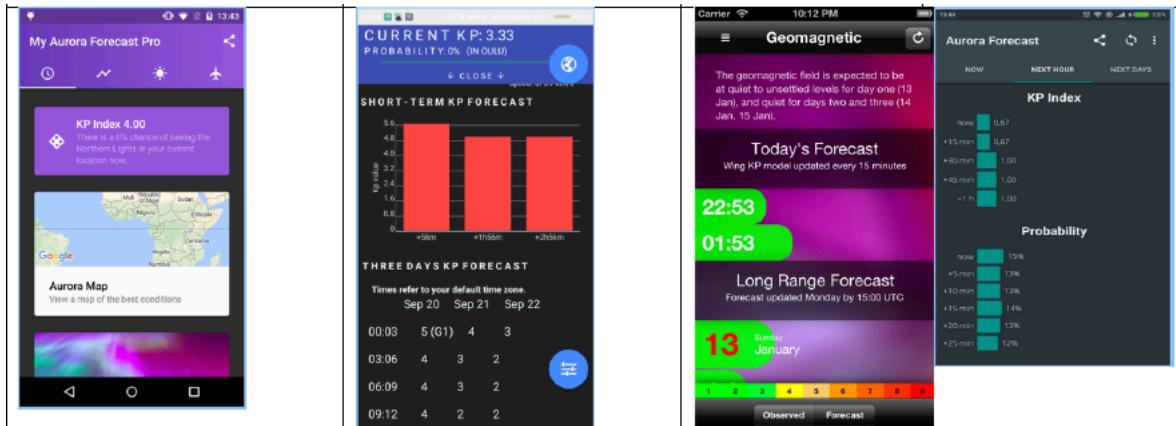


SKETCHES, PRETOTYPES, PROTOTYPES AND OTHER VISUAL RESEARCH

VISUAL RESEARCH

After conducting research about other apps on the market, we concluded that, the user interface looks in most of the apps looks very poor and does not have consistence in style, which makes the apps visually unappealing and also difficult to navigate.

UX examples of competitors:



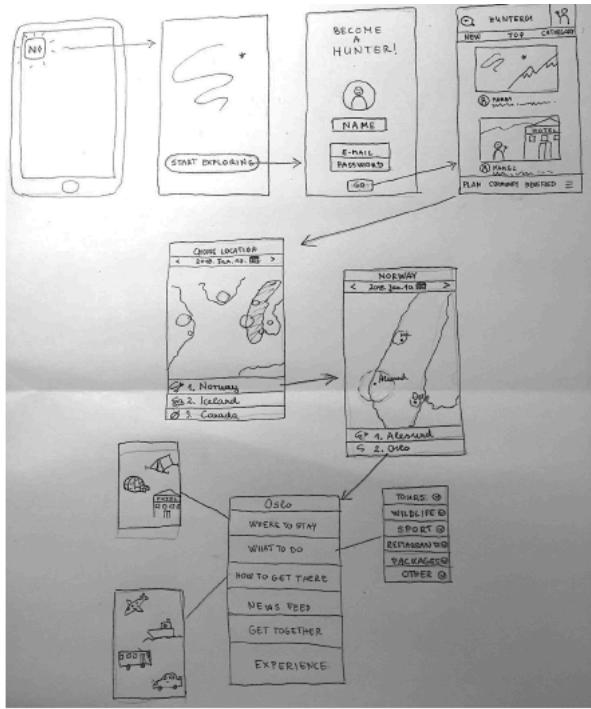
Some of the users referred to inaccurate or difficult to understand graphics as well as not consistent color palette, which adds up on a poor usability.

-  Matthew Cann September 27, 2017
★★★★★
While not very visually appealing it does condense its information nicely, and all the info I could want is all right there.
-  Photographer's Arsenal September 27, 2017
Thank you for your review!
-  September 27, 2017
★★★★★
Gives the info that I wanted to know but the UI could be improved by a different color scheme. Looks a little too dark and I'm not a fan of the ghoulish green.
-  im a bonnanba hob lander July 17, 2017
★★★★★
App doesnt even load properly when I first use it
-  Kerem YILMAZ November 24, 2016
★★★★★
Broken notifications Notifications keep coming every 10 minutes although it's 0% probability. So I uninstalled.
-  Pure Falconry January 24, 2017
★★★★★
Painfully basic. Surface weather and current Kp don't even work. Still waiting for a decent aurora app, as this is just more of the same WingKp/Ovation/RTSW rippling. Nothing new to see here.

Taking into consideration factors, which impact user experience (useful, usable, findable, credible, desirable, accessible, valuable), it looks as most of the apps on the market create little value to the user and users' experiences are quite poor using mentioned apps.

Therefore, we wanted to create the app to be useful, accurate but also which has sleek, nice design next to functionality.

Primer sketch of an app:

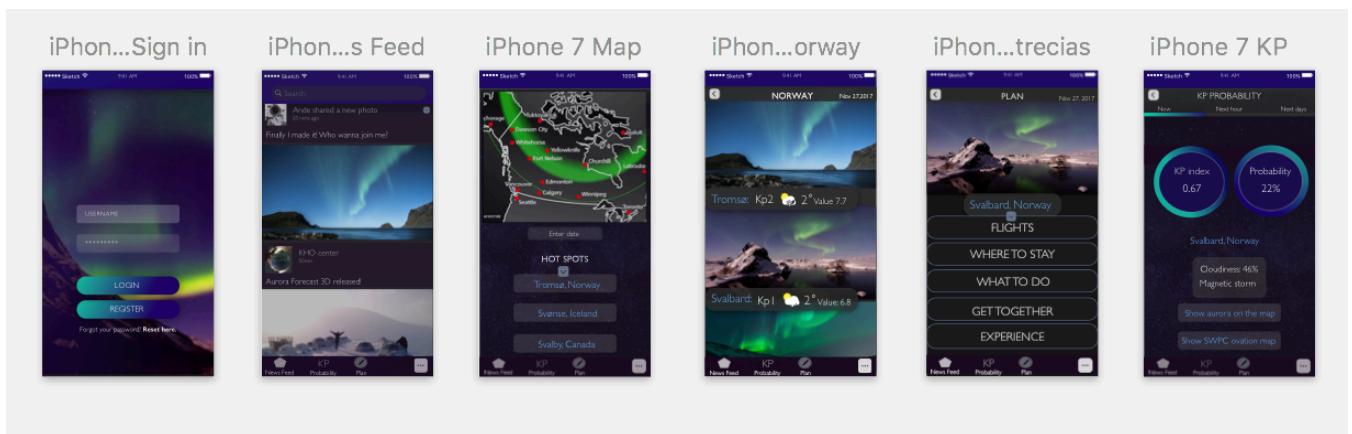


For the best user experience we decided to use darker colors with a white font for a better contrast because we don't want the eye of the user to be bothered taking into consideration, that app might be used outdoors during darker periods.

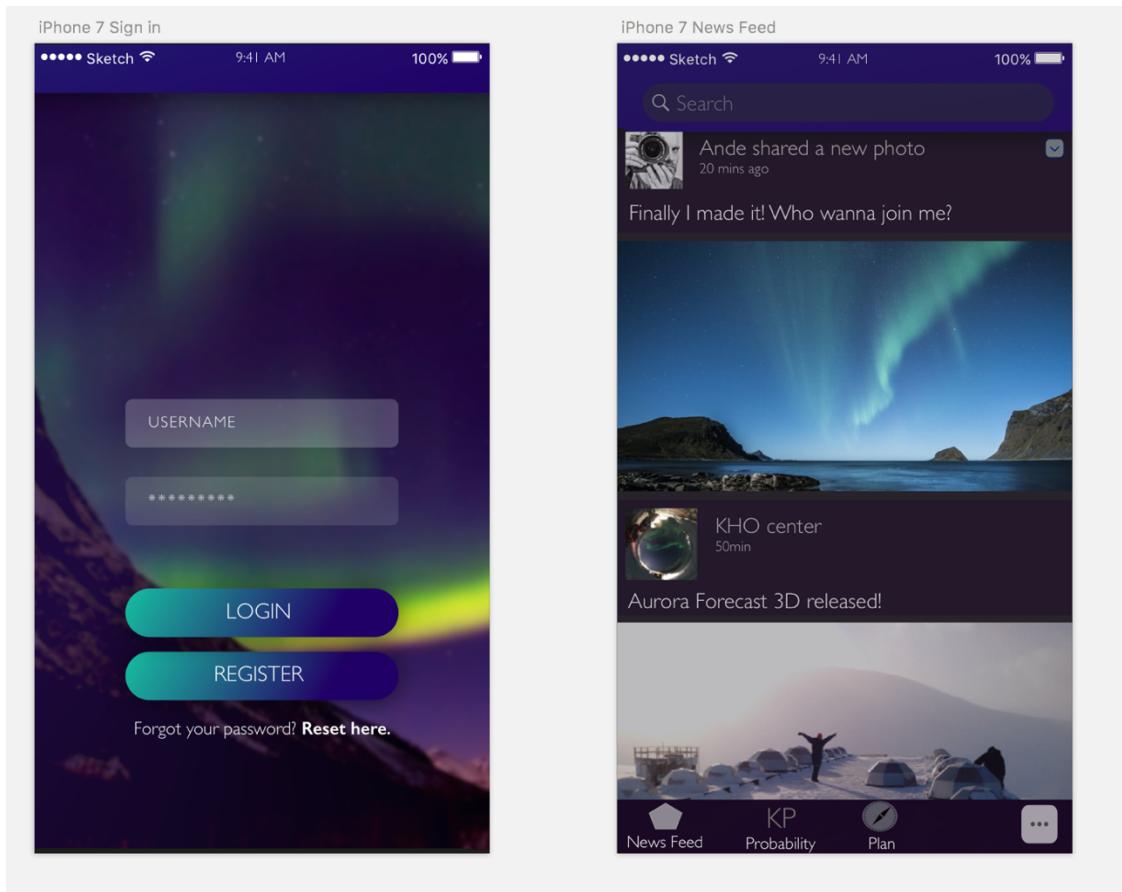
Built with a sleek dark design, it appeals to both tourists and serious aurora watchers by telling you what you want to know - whether that is exactly how likely you are to see the aurora borealis or details you care about.

We kept a simple, yet elegant design with easy to use interface and a very clear menu and easy navigation.

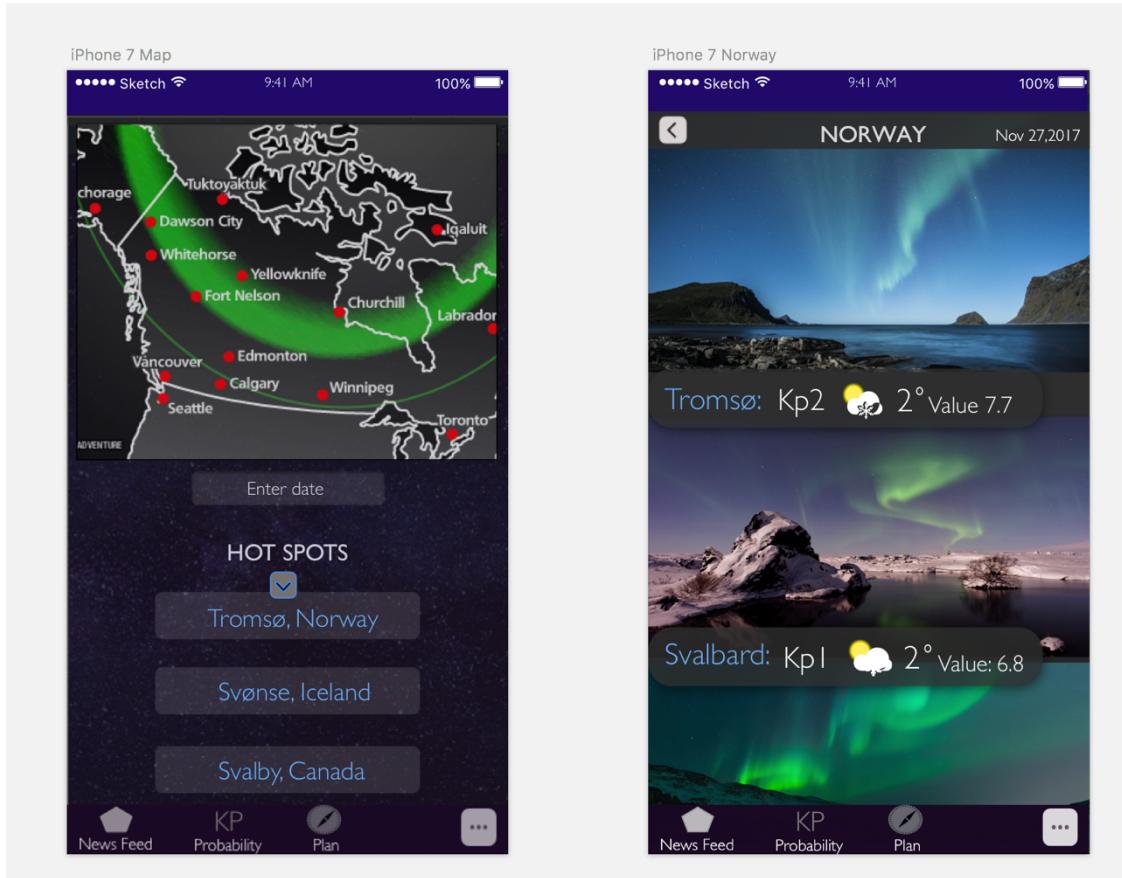
Full prototype of application:



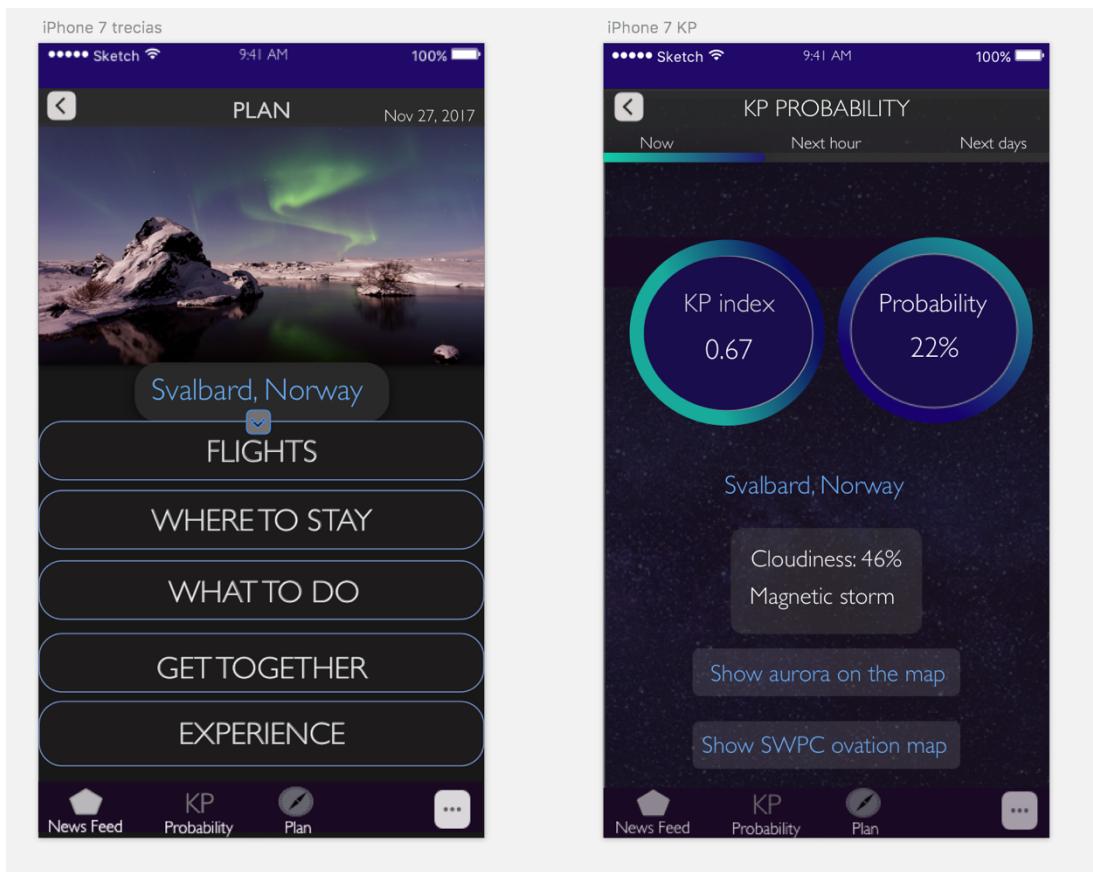
Sign in and news feed:



Exploring function:



Planning and KPs:



SURVEY

We have conducted 5 questions survey about the app and functions to be provided. Here are the results:

1. Do you know what this app is about?

Yes - 9

No - 4

2. Will you use this app if planning to see the Northern Lights? (If you answered NO to the previous question, this app is about providing all the information the user needs to have the greatest view of the Northern Lights)

Yes - 13

No - 0

3. If you could book flights, hotel rooms and check other places to visit through the app, will you do it?

Yes - 10

No - 3

4. We are planning to make a community of the Northern Lights hunters in which everyone can share their experiences and inspiring ideas, post articles and ask questions. Would you wanna be part of it as a Northern Light hunter?

Yes - 11

No - 2

5. How do you think it's going to improve the actual situation for the people who want to see the Northern Lights?

- * everything is going to be easy for the hunters
- * They will don't have to use multiple websites for weather and KP index
- * By getting like-minded people together
- * I think it might work, i will like to see it and it will be easier to ask questions or get cheap hosting
- * they'd know where and when to go
- * it won't at all, as I heard it is difficult to spot them and they are pretty unpredictable, sooooo it makes little sense to me.
- * It will be for them more convenient.

USER TESTING

After creating primer version of app UX/UI we have tested the interactive version of an app in our group and with more testers. Testing users was very useful tool to further expand the style and usability of app. Based on these testing we decided, that navigation bar should be included in every page and that "back" button would be useful to adjust the choices been made. Also the background colour was changed from light grey to dark violet, because the app most likely would be used a lot outside during the dark periods.

Next to testing interactive app prototype, we conducted expert tests and walk through test to see if users can easily navigate and use the functions provided by app.

Walk through with user - Matas.

Purpose:

1. check, how the user can find the location he wanted to travel to;
2. how it is possible to check KP's index which is a key factor in order to observe northern lights?

He easily signed in and navigated through the options available in "news feed". Then he clicked "plan" and the map was opened. Here he understood, that he can click on the location from the "hot spots" list, however he didn't realize he can zoom in the map, so maybe for the first time user there could pop up an information about this option. User understood he can pick the desire date for traveling. After clicking the city, an app opened "to plan" option, where the user might check flights places to stay, etc. User liked that there was "back" button so in case he chooses wrong location or wants to switch, he can easily go back one step back by clicking backwards arrow, however, he suggested to consider replacement of this button. Also since the navigation bar is provided in all the pages, it was clear what options are available to interact.

Matas easily could identify how to check the KP's and weather conditions. He noticed, that there is option to choose the hours or upcoming dates. The button on news feed provides information about current location and when the user is planning the trip there is a another KP's counter for that specific location.

User suggested to make notifications function in KP probability function, that he could be notified when the KP, weather conditions and magnetic field are the best to see Northern Lights.

User-friendly navigation supports that the correct action is easily associated with the effect to be achieved. Navigation elements are quite easy to understand and associate to function it leads to.

In terms of design, user felt that the design is very well balanced, not too eye catching but looks sleek not losing functionality.

Further improvements:

- 1) Add “go back” button; done
- 2) Change background colour on news feed; done
- 3) Consider replacement of “go back” button;
- 4) Add “allow notifications” in KP probability, so the user is informed about the best time to see northern lights;
- 5) Add possibility to type location next to the map;

CONCLUSION

Survey about the functionality of an app and user testing was made in several stages. Based on survey, we have identified the necessity for our app. It was approved, so we have developed the design. After primer version of app was made. We have tested it out to identify the bugs to be fixed. After fixing these, we have conducted walk through test with user to check if user can easily navigate and reached desired actions. Tests approved, that user-friendly navigation supports that the correct action is easily associated with the effect to be achieved. Navigation elements are quite easy to understand and associate to function it leads to.

In terms of design, user felt that the design is very well balanced, not too eye catching but at the same time looks sleek not losing functionality.

Taking into consideration above mentioned, with the design and functionality of our app, it seems as we created useful, usable, desirable, accessible, valuable app which might create great users' experiences!

Additional thoughts of group members:

As I was doing my task on this project I realized that I've learned much more about Design Program doing it as I would learn only reading and having lectures about it. It is a very interesting part of a Company and surely is one of the most important contents for it's design. Where you can find the answer to the “why?”. (**Patricia**)

It was very interesting to connect with people that are travelling to hunt the Northern Lights and to find out about their experience there and how can we improve it with our app. (**Andrei T**)