ShareLocal

Mobile App

UX/UI Designers:
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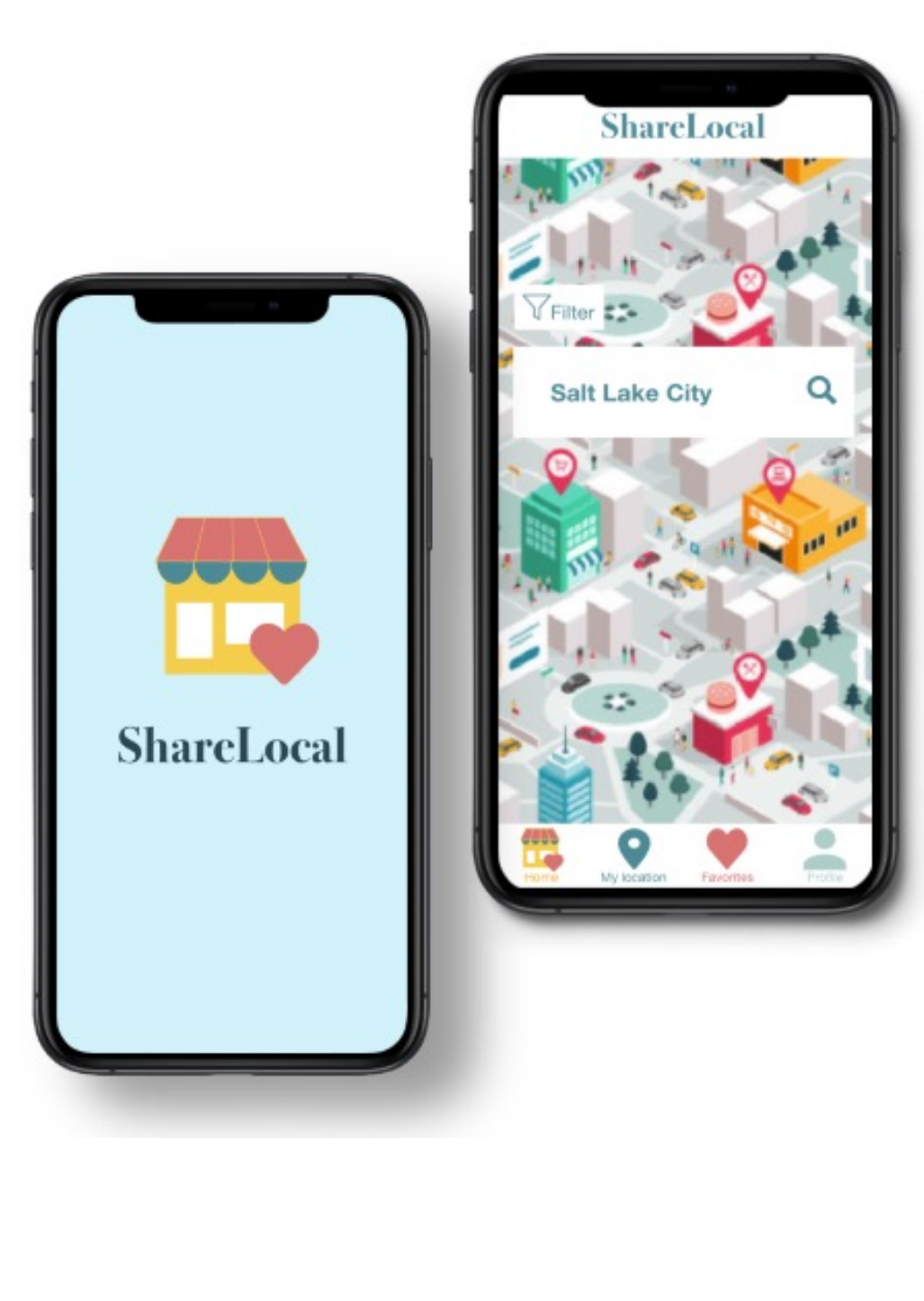

ShareLocal
ShareLocal
Filter
Salt Lake City

Step 1: Research

Preface

My teammate and I started off thinking we could create an app to help users still travel during COVID-19. We received 35 responses for our survey and conducted 5 interviews. After this research, we decided that the route we had taken was not very strong in actually satisfying a user need because most weren't concerned with COVID & travel.

Most users discussed they wanted to support more local businesses after watching so many struggle and wanted to take smaller, more domestic trips that were unique and gave them that "local" feel.

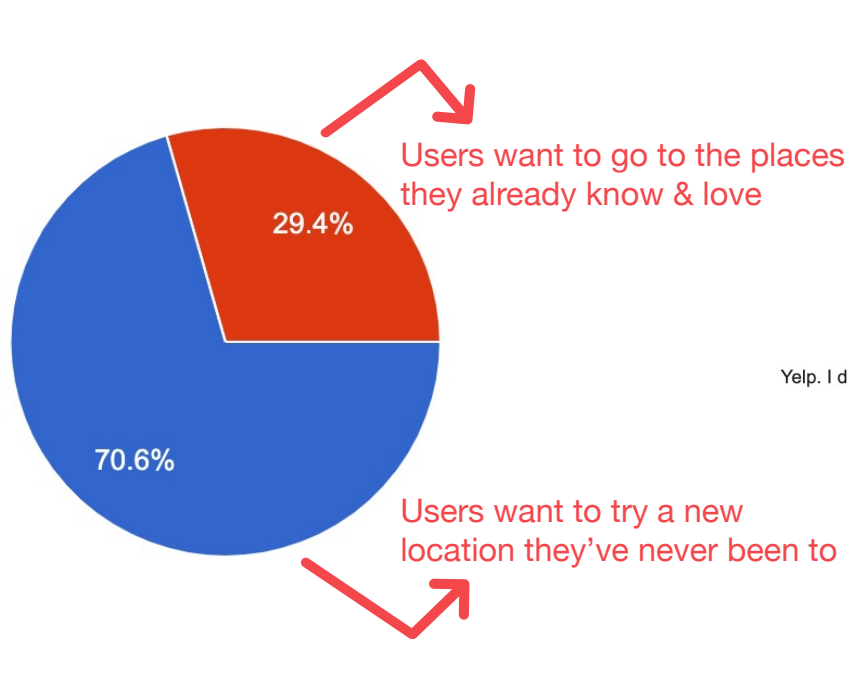
Overview

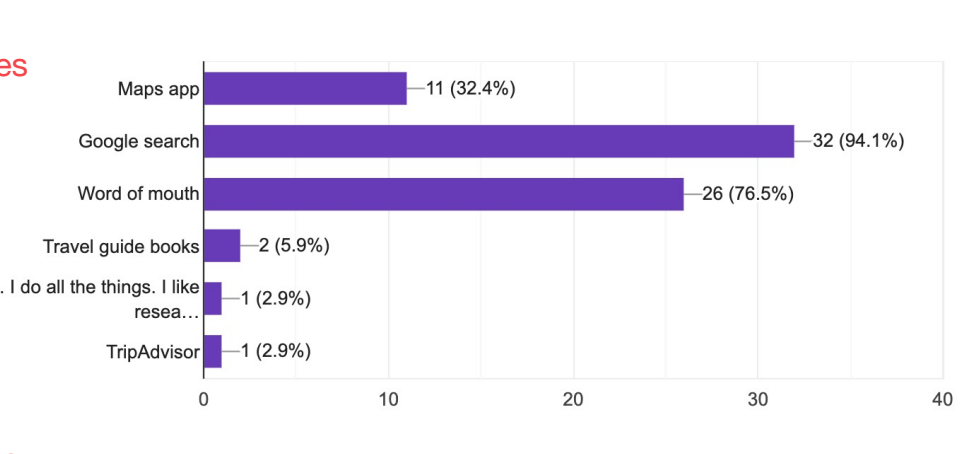
The Problem: Users want to support local businesses, especially after all the struggles during the pandemic. Word of mouth is one of the best sources for great local places, however, it is extremely limited to your social circle. More people want that unique, "local" experience.

The Solution: Provide an app for users that is exclusive to local businesses (no big chains) for local enjoyment or for domestic travels within the U.S.

Survey

34 Responses





Key Findings:

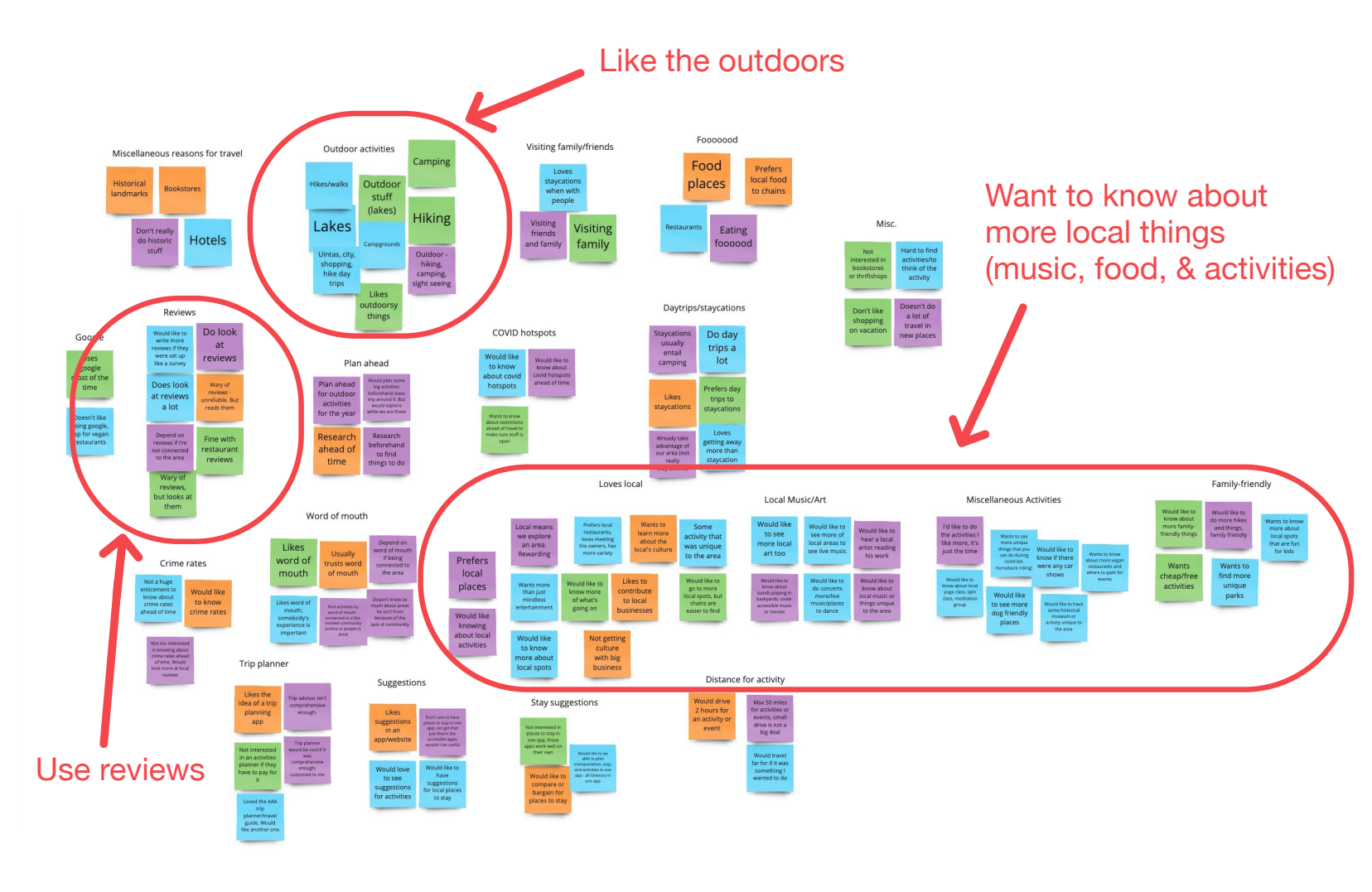
1 It's hard for users to find new places to visit or travel

2 Reviews aren't as trusted because they can often be biased or fake

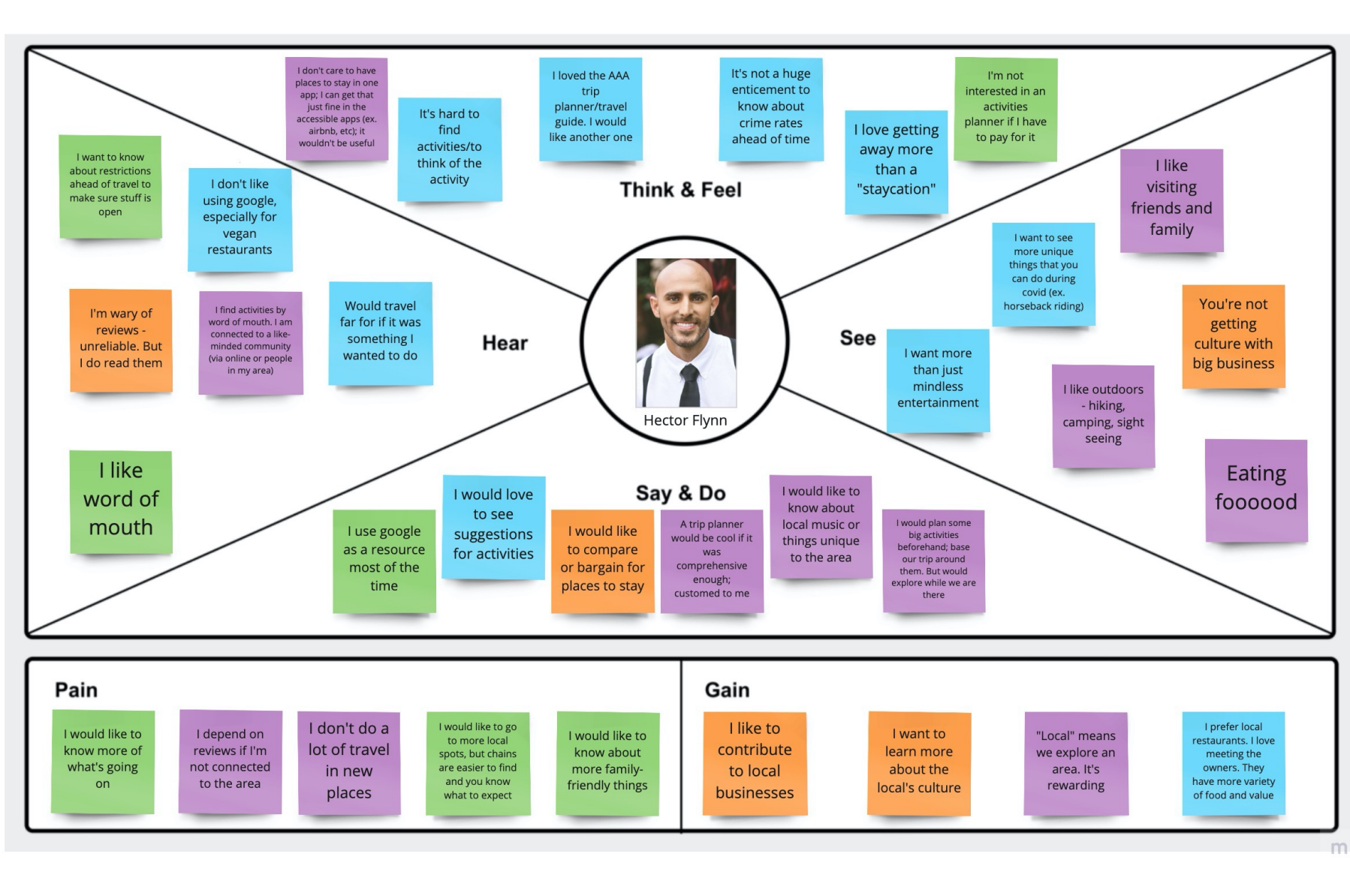
3 Users want to find more local spots, especially restaurants

Interviews

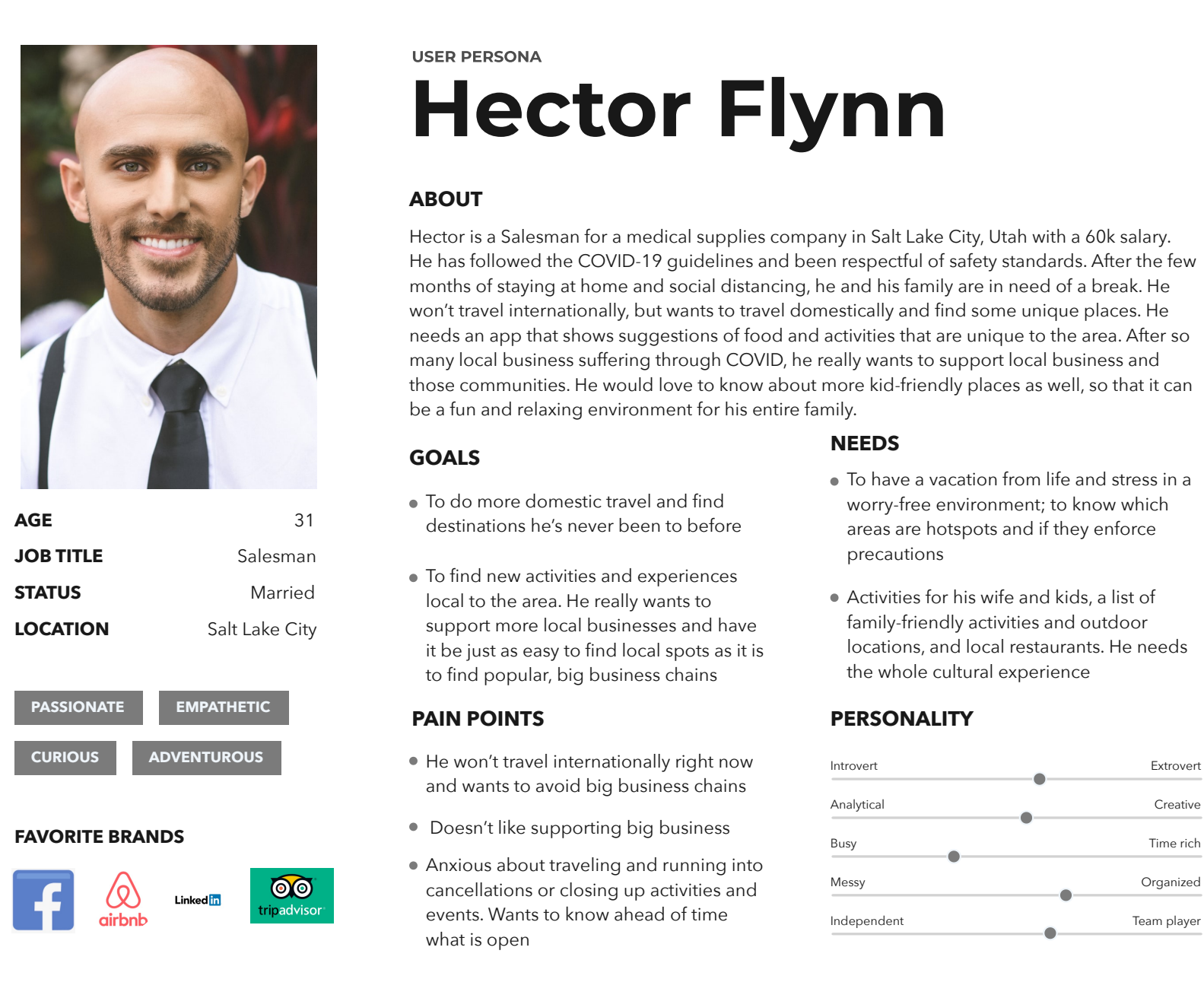
4 Interviews


Like the outdoors
Want to know about more local things (music, food, & activities)
Use reviews

Empathy Map


Think & Feel
Hear
See
Say & Do
Hector Flynn
I want to know about restrictions ahead of travel to make sure stuff is open
I don't care to have places to stay in one app; I can get that just fine in the accessible apps (ex. airbnb, etc); it wouldn't be useful
It's hard to find activities/to think of the activity
I loved the AAA trip planner/travel guide. I would like another one
It's not a huge enticement to know about crime rates ahead of time
I love getting away more than a "staycation"
I'm not interested in an activities planner if I have to pay for it
I don't like using google, especially for vegan restaurants
I'm wary of reviews - unreliable. But I do read them
I find activities by word of mouth. I am connected to a like-minded community (via online or people in my area)
Would travel far for if it was something I wanted to do
I like word of mouth
I like visiting friends and family
I want to see more unique things that you can do during covid (ex. horseback riding)
You're not getting culture with big business
I want more than just mindless entertainment
I like outdoors - hiking, camping, sight seeing
Eating foooood
I use google as a resource most of the time
I would love to see suggestions for activities
I would like to compare or bargain for places to stay
A trip planner would be cool if it was comprehensive enough; customed to me
I would like to know about local music or things unique to the area
I would plan some big activities beforehand; base our trip around them. But would explore while we are there
Pain
I would like to know more of what's going on
I depend on reviews if I'm not connected to the area
I don't do a lot of travel in new places
I would like to go to more local spots, but chains are easier to find and you know what to expect
I would like to know about more family-friendly things
Gain
I like to contribute to local businesses
I want to learn more about the local's culture
"Local" means we explore an area. It's rewarding
I prefer local restaurants. I love meeting the owners. They have more variety of food and value
miro

User Persona



USER PERSONA

Hector Flynn

AGE	31
JOB TITLE	Salesman
STATUS	Married
LOCATION	Salt Lake City

PASSIONATE EMPATHETIC CURIOUS ADVENTUROUS

FAVORITE BRANDS

ABOUT

Hector is a Salesman for a medical supplies company in Salt Lake City, Utah with a 60k salary. He has followed the COVID-19 guidelines and been respectful of safety standards. After the few months of staying at home and social distancing, he and his family are in need of a break. He won't travel internationally, but wants to travel domestically and find some unique places. He needs an app that shows suggestions of food and activities that are unique to the area. After so many local business suffering through COVID, he really wants to support local business and those communities. He would love to know about more kid-friendly places as well, so that it can be a fun and relaxing environment for his entire family.

GOALS

- To do more domestic travel and find destinations he's never been to before
- To find new activities and experiences local to the area. He really wants to support more local businesses and have it be just as easy to find local spots as it is to find popular, big business chains

PAIN POINTS

- He won't travel internationally right now and wants to avoid big business chains
- Doesn't like supporting big business
- Anxious about traveling and running into cancellations or closing up activities and events. Wants to know ahead of time what is open

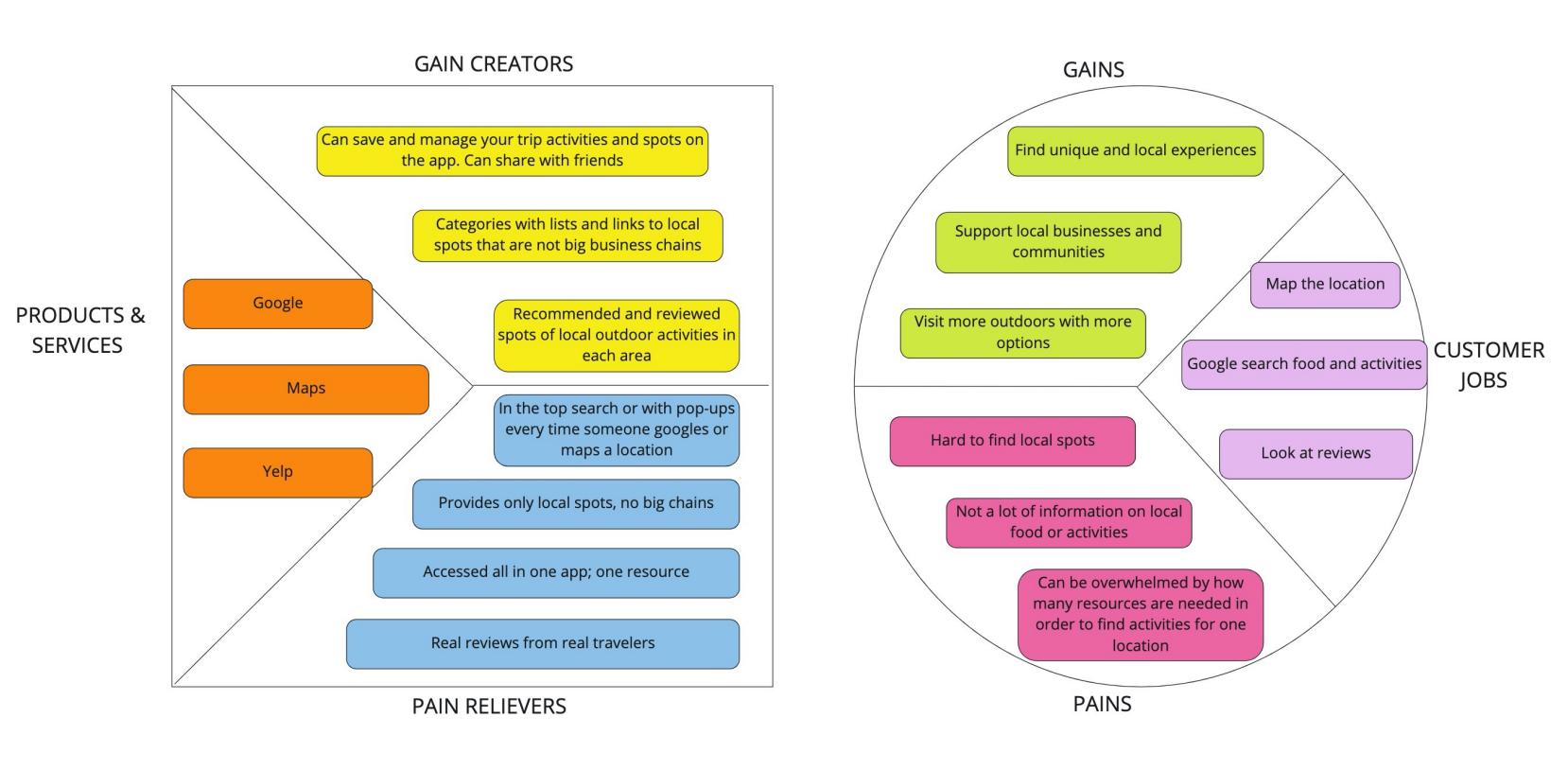
NEEDS

- To have a vacation from life and stress in a worry-free environment; to know which areas are hotspots and if they enforce precautions
- Activities for his wife and kids, a list of family-friendly activities and outdoor locations, and local restaurants. He needs the whole cultural experience

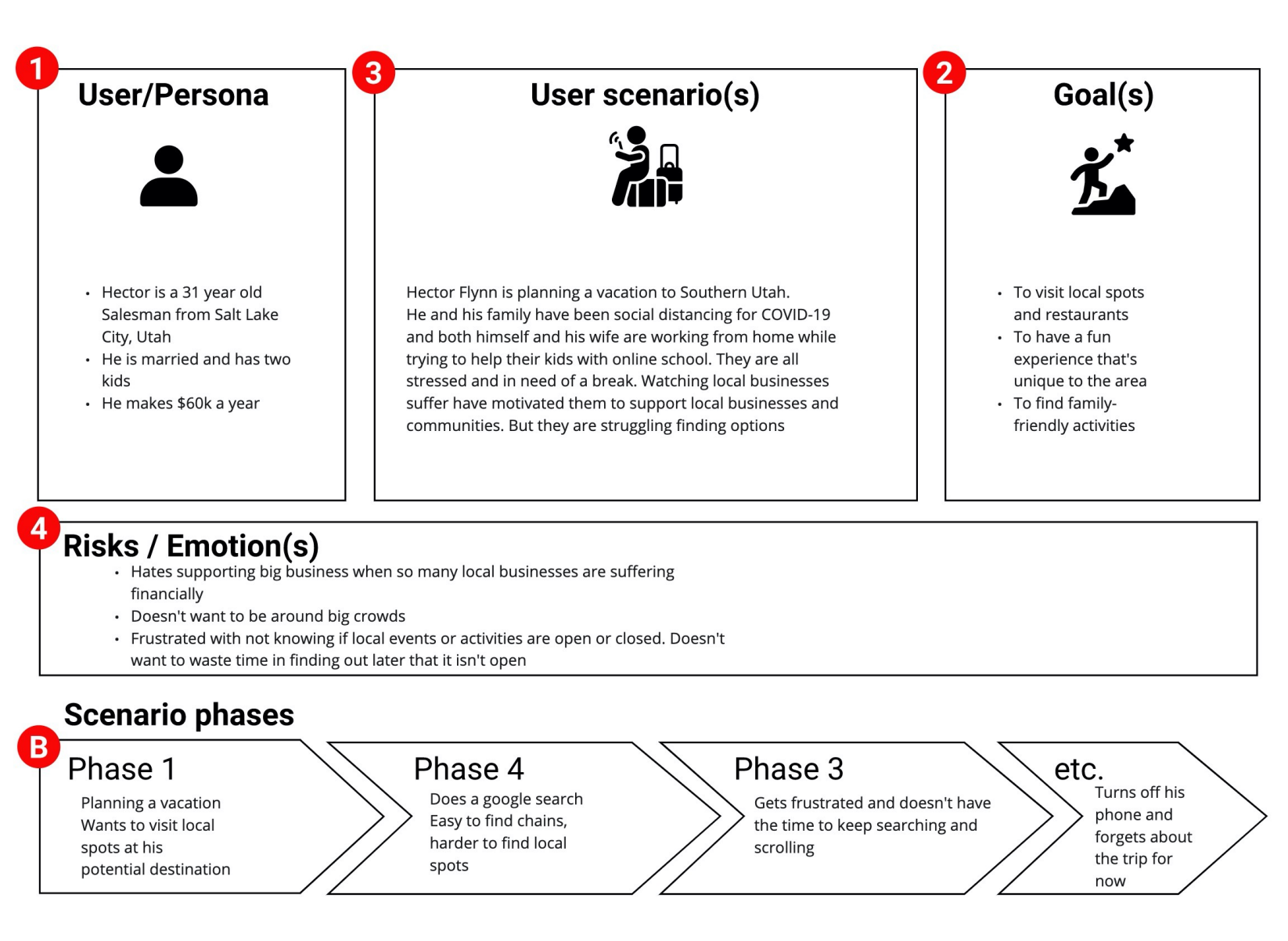
PERSONALITY

Introvert – Extrovert
Analytical – Creative
Busy – Time rich
Messy – Organized
Independent – Team player

Value Proposition


GAIN CREATORS
Can save and manage your trip activities and spots on the app. Can share with friends
Categories with lists and links to local spots that are not big business chains
Recommended and reviewed spots of local outdoor activities in each area
In the top search or with pop-ups every time someone googles or maps a location
Provides only local spots, no big chains
Accessed all in one app; one resource
Real reviews from real travelers
PAIN RELIEVERS
PRODUCTS & SERVICES
Google
Maps
Yelp
GAINS
Find unique and local experiences
Support local businesses and communities
Visit more outdoors with more options
Map the location
Google search food and activities
Look at reviews
CUSTOMER JOBS
Hard to find local spots
Not a lot of information on local food or activities
Can be overwhelmed by how many resources are needed in order to find activities for one location
PAINS

User Flow



1 **User/Persona**

- Hector is a 31 year old Salesman from Salt Lake City, Utah
- He is married and has two kids
- He makes $60k a year

3 **User scenario(s)**

Hector Flynn is planning a vacation to Southern Utah. He and his family have been social distancing for COVID-19 and both himself and his wife are working from home while trying to help their kids with online school. They are all stressed and in need of a break. Watching local businesses suffer have motivated them to support local businesses and communities. But they are struggling finding options

2 **Goal(s)**

- To visit local spots and restaurants
- To have a fun experience that's unique to the area
- To find family-friendly activities

4 **Risks / Emotion(s)**

- Hates supporting big business when so many local businesses are suffering financially
- Doesn't want to be around big crowds
- Frustrated with not knowing if local events or activities are open or closed. Doesn't want to waste time in finding out later that it isn't open

B **Scenario phases**

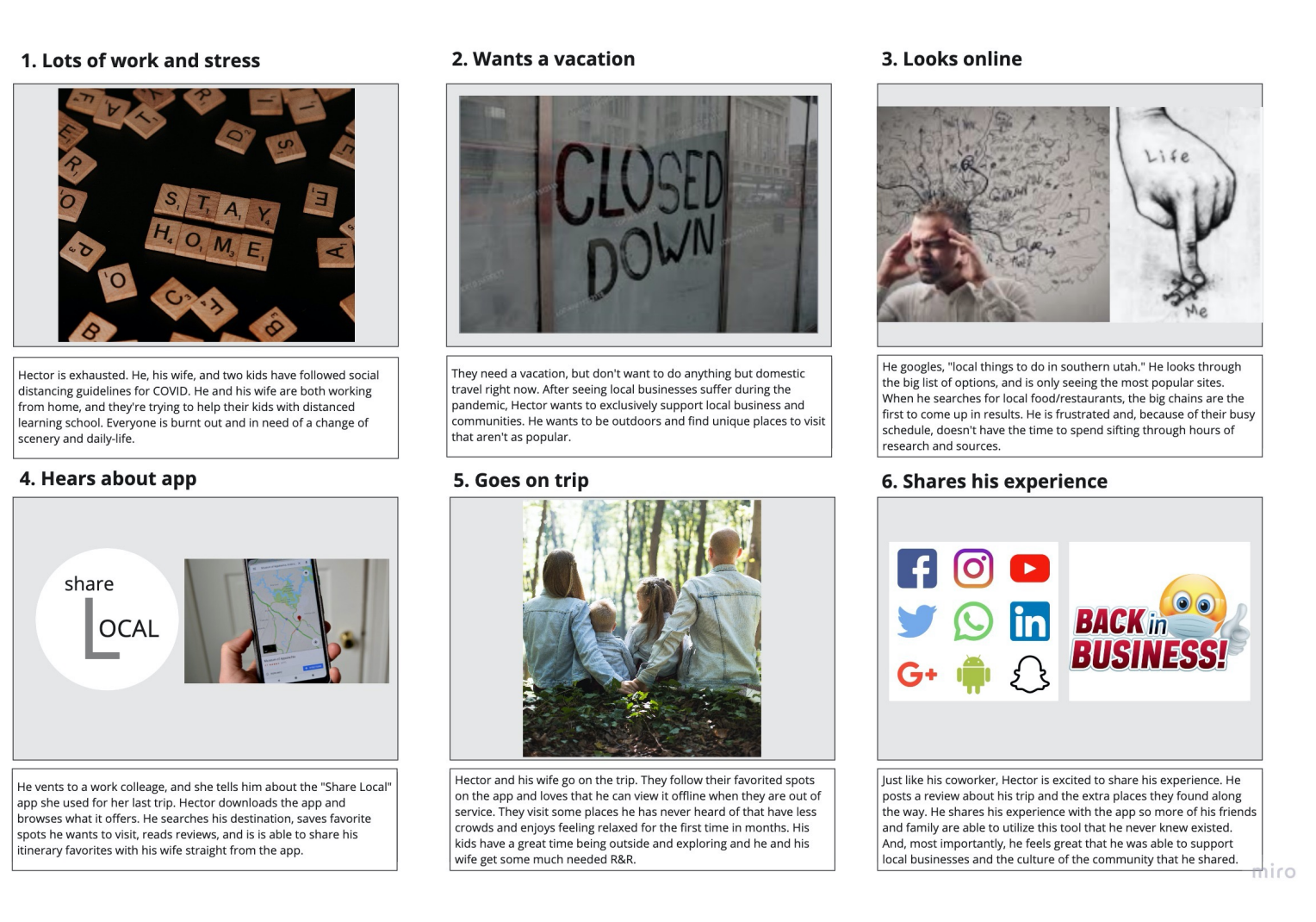
Phase 1: Planning a vacation. Wants to visit local spots at his potential destination

Phase 4: Does a google search. Easy to find chains, harder to find local spots

Phase 3: Gets frustrated and doesn't have the time to keep searching and scrolling

etc.: Turns off his phone and forgets about the trip for now

Storyboard


STAY HOME
CLOSED DOWN
share LOCAL
BACK in BUSINESS!
miro

1. Lots of work and stress

Hector is exhausted. He, his wife, and two kids have followed social distancing guidelines for COVID. He and his wife are both working from home, and they're trying to help their kids with distanced learning school. Everyone is burnt out and in need of a change of scenery and daily-life.

2. Wants a vacation

They need a vacation, but don't want to do anything but domestic travel right now. After seeing local businesses suffer during the pandemic, Hector wants to exclusively support local businesses and communities. He wants to be outdoors and find unique places to visit that aren't as popular.

3. Looks online

He googles, "local things to do in southern utah." He looks through the big list of options, and is only seeing the most popular sites. When he searches for local food/restaurants, the big chains are the first to come up in results. He is frustrated and, because of their busy schedule, doesn't have the time to spend sifting through hours of research and sources.

4. Hears about app

He vents to a work colleague, and she tells him about the "Share Local" app she used for her last trip. Hector downloads the app and browses what it offers. He searches his destination, saves favorite spots he wants to visit, reads reviews, and is able to share his itinerary favorites with his wife straight from the app.

5. Goes on trip

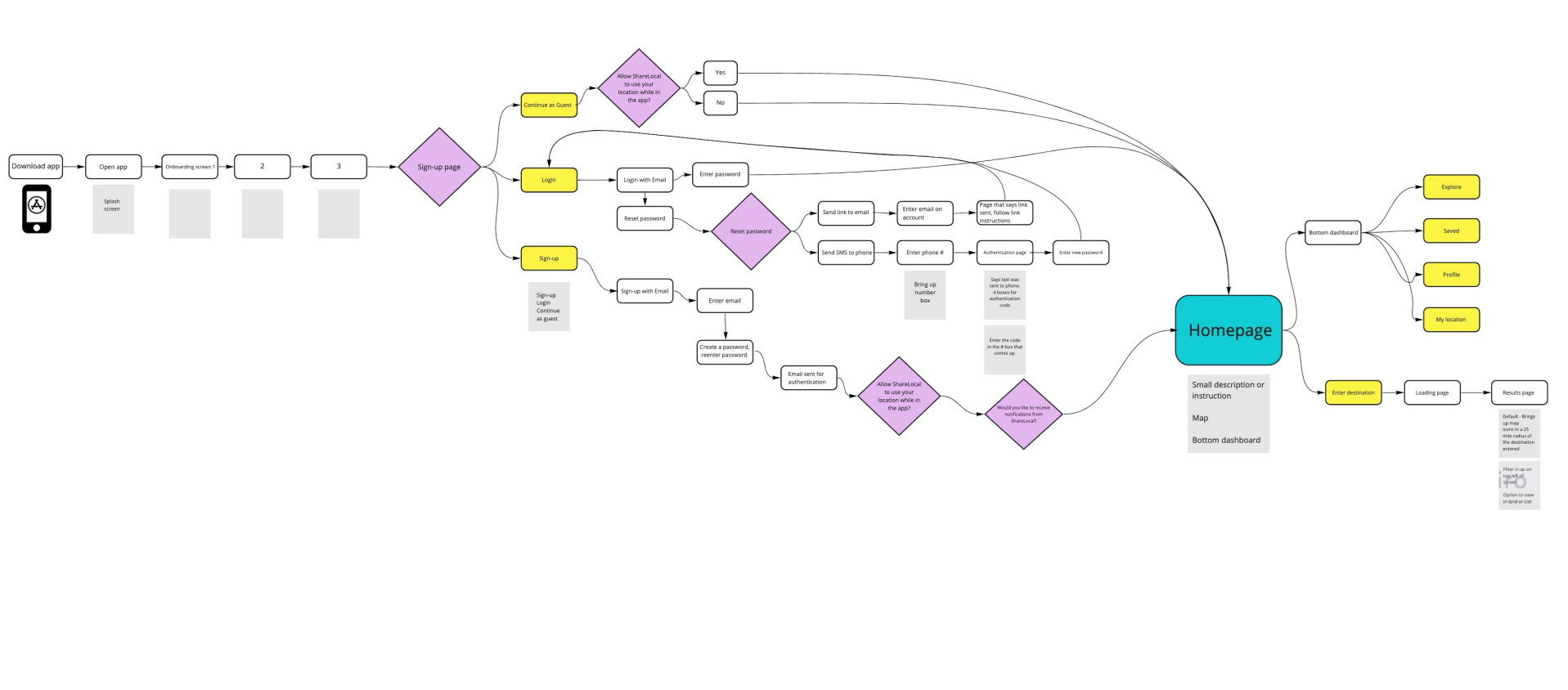
Hector and his wife go on the trip. They follow their favorited spots on the app and loves that he can view it offline when they are out of service. They visit some places he has never heard of that have less crowds and enjoys feeling relaxed for the first time in months. His kids have a great time being outside and exploring and he and his wife get some much needed R&R.

6. Shares his experience

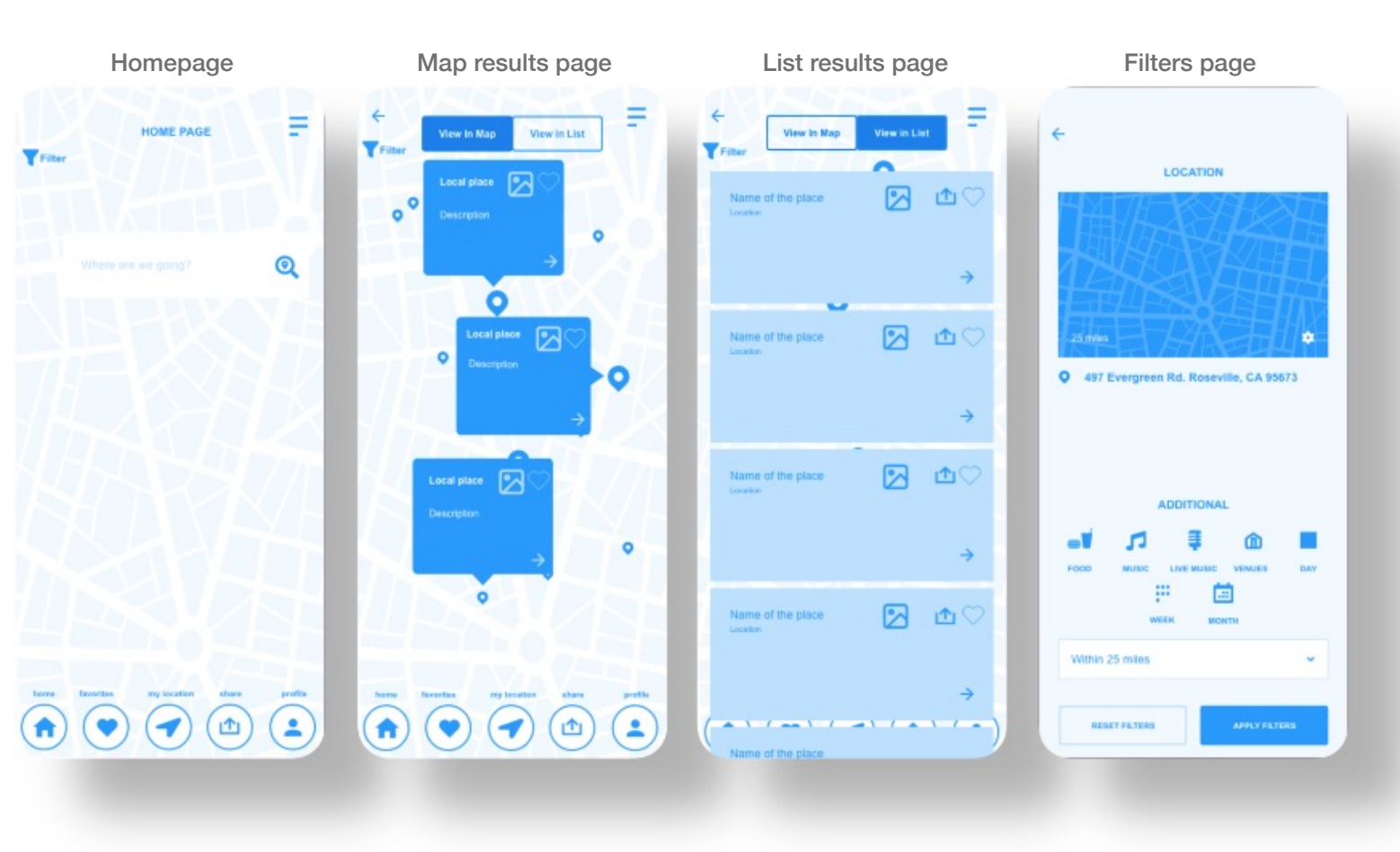
Just like his coworker, Hector is excited to share his experience. He posts a review about his trip and the extra places they found along the way. He shares his experience with the app so more of his friends and family are able to utilize this tool that he never knew existed. And, most importantly, he feels great that he was able to support local businesses and the culture of the community that he shared.

Step 2: Prototype & Testing

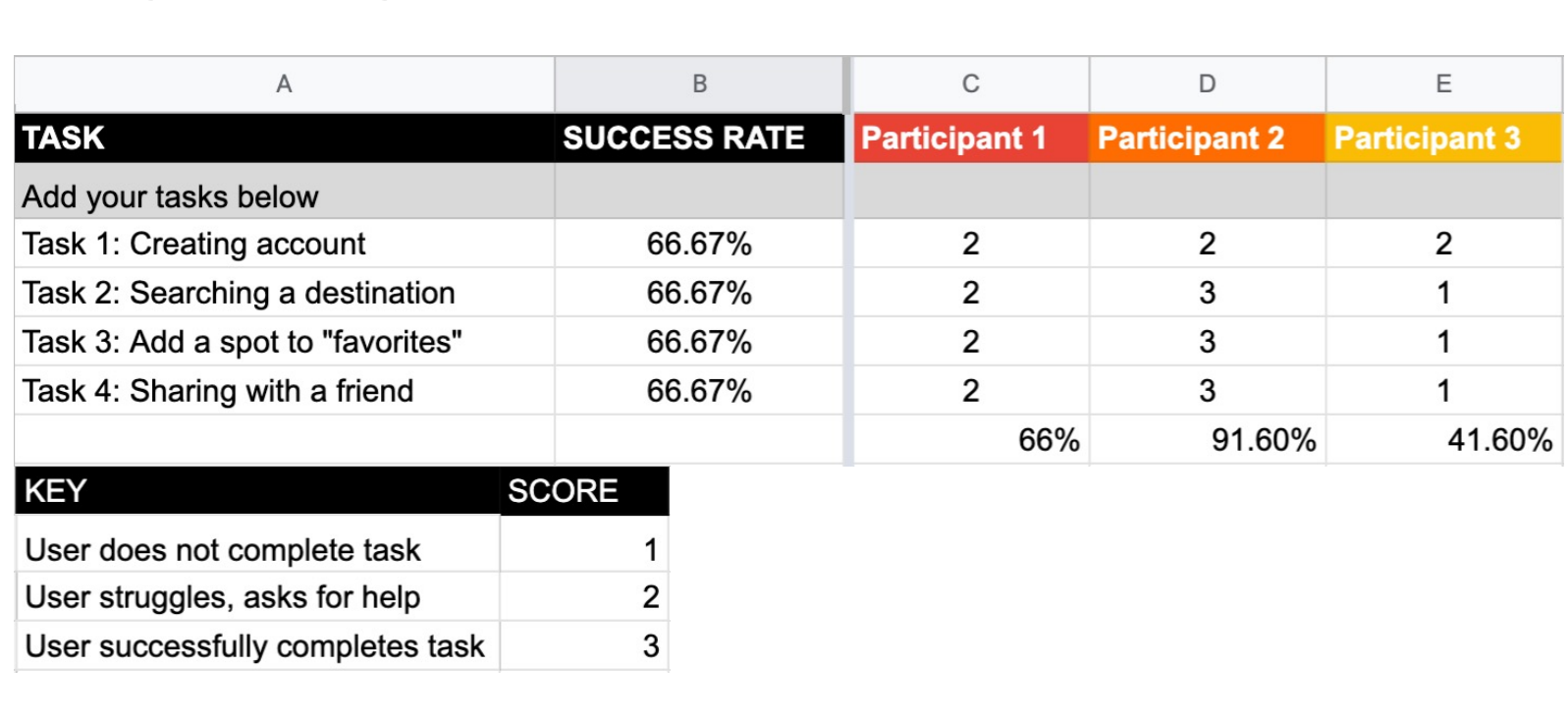
User Flow



Mid-Fidelity Prototype


Homepage
Map results page
List results page
Filters page
HOME PAGE
Filter
View in Map
View in List
Local place
Description
Name of the place
LOCATION
497 Evergreen Rd. Roseville, CA 95673
ADDITIONAL
Within 25 miles
RESET FILTERS
APPLY FILTERS

Usability Testing



TASK	SUCCESS RATE	Participant 1	Participant 2	Participant 3
Add your tasks below				
Task 1: Creating account	66.67%	2	2	2
Task 2: Searching a destination	66.67%	2	3	1
Task 3: Add a spot to "favorites"	66.67%	2	3	1
Task 4: Sharing with a friend	66.67%	2	3	1
		66%	91.60%	41.60%

KEY	SCORE
User does not complete task	1
User struggles, asks for help	2
User successfully completes task	3

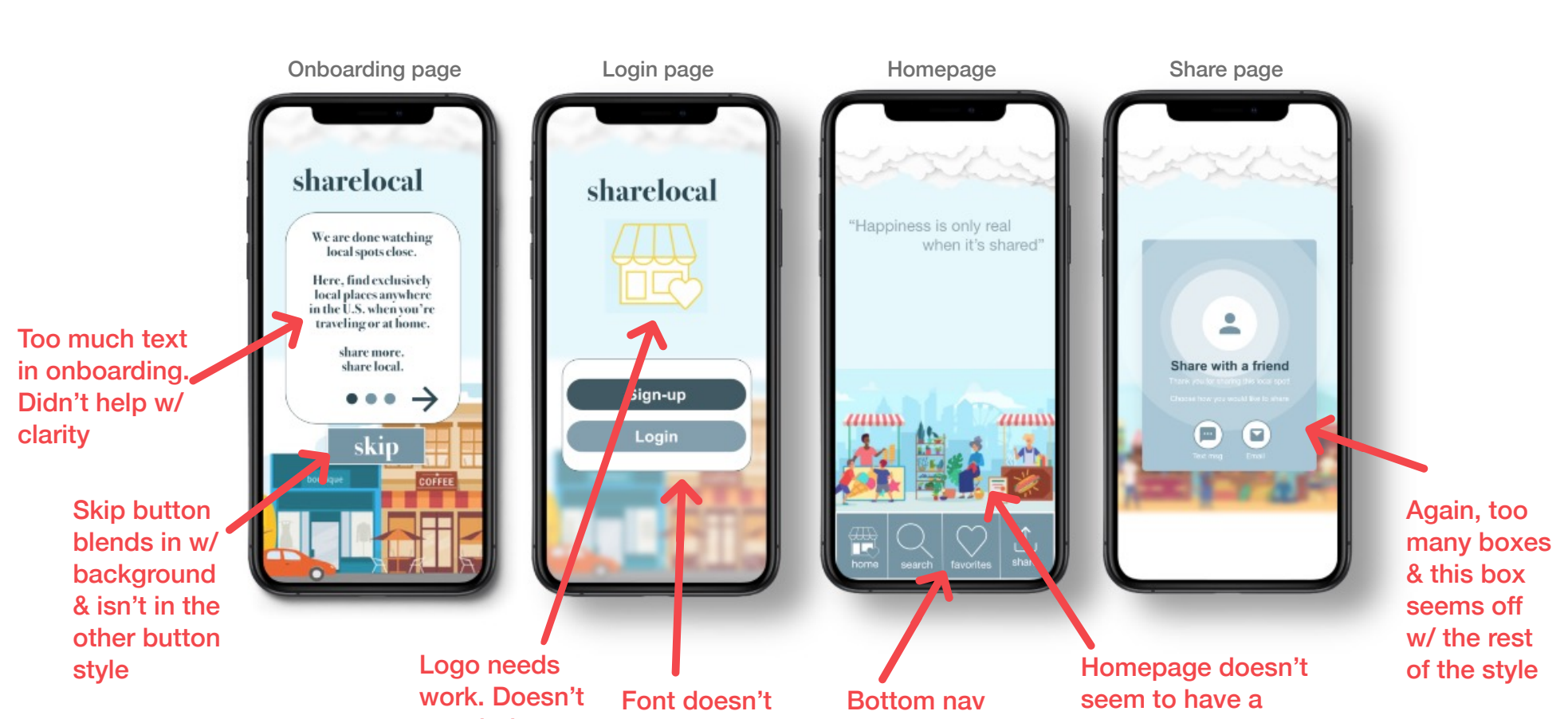
Key Takeaways:

1 Half of the users needed assistance to accomplish the tasks

2 Onboarding was confusing

3 Results should default to user's location

Hi-Fidelity Prototype


Onboarding page
Login page
Homepage
Share page
sharelocal
sharelocal
Sign-up
Login
"Happiness is only real when it's shared"
Share with a friend

Too much text in onboarding. Didn't help w/ clarity

Skip button blends in w/ background & isn't in the other button style

Logo needs work. Doesn't match the background

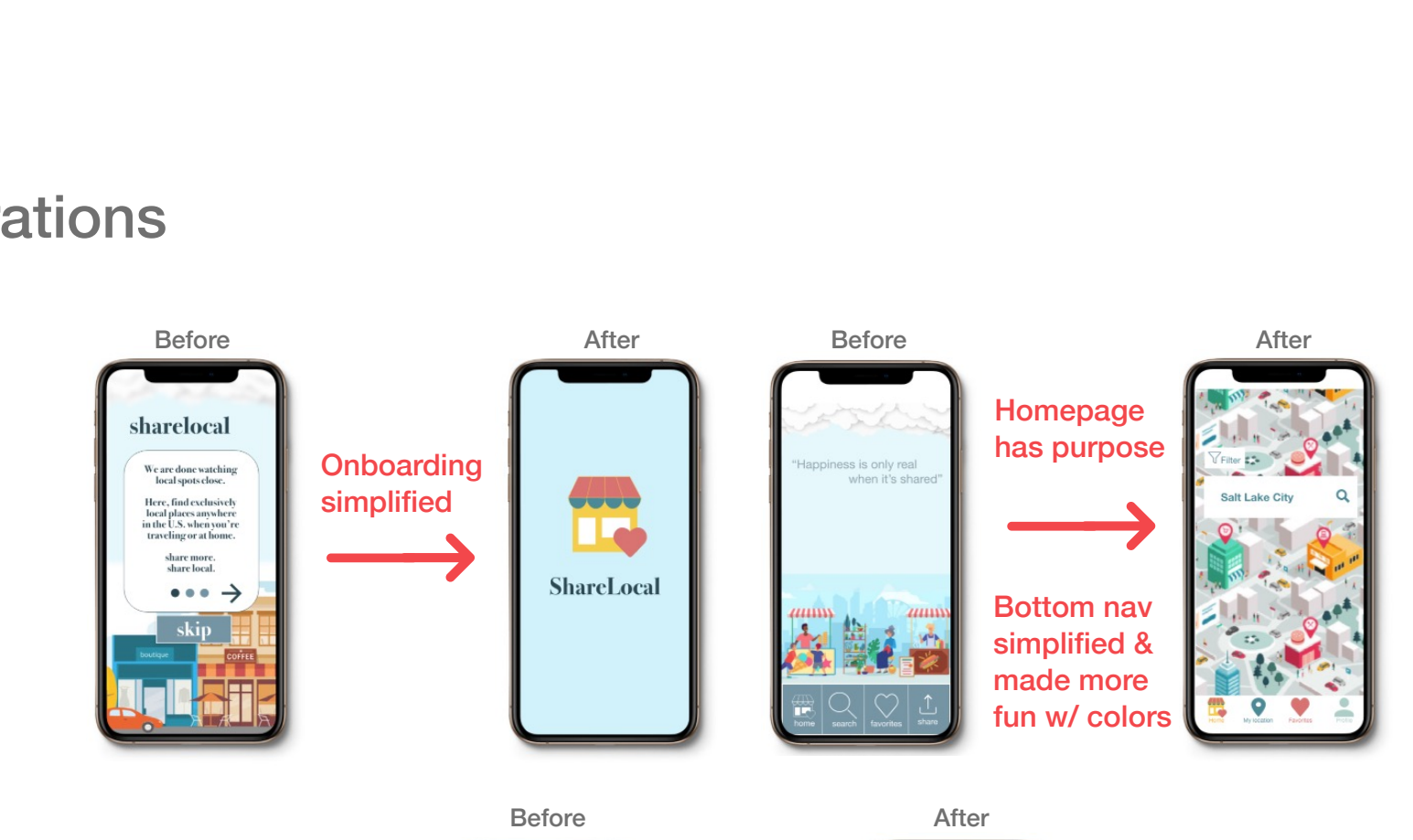
Font doesn't match & take off the border

Bottom nav is too large & has too many boxes/borders

Homepage doesn't seem to have a purpose. Should be the feed page or for results

Again, too many boxes & this box seems off w/ the rest of the style

Iterations


Before
After
Before
After
Before
After

Onboarding simplified

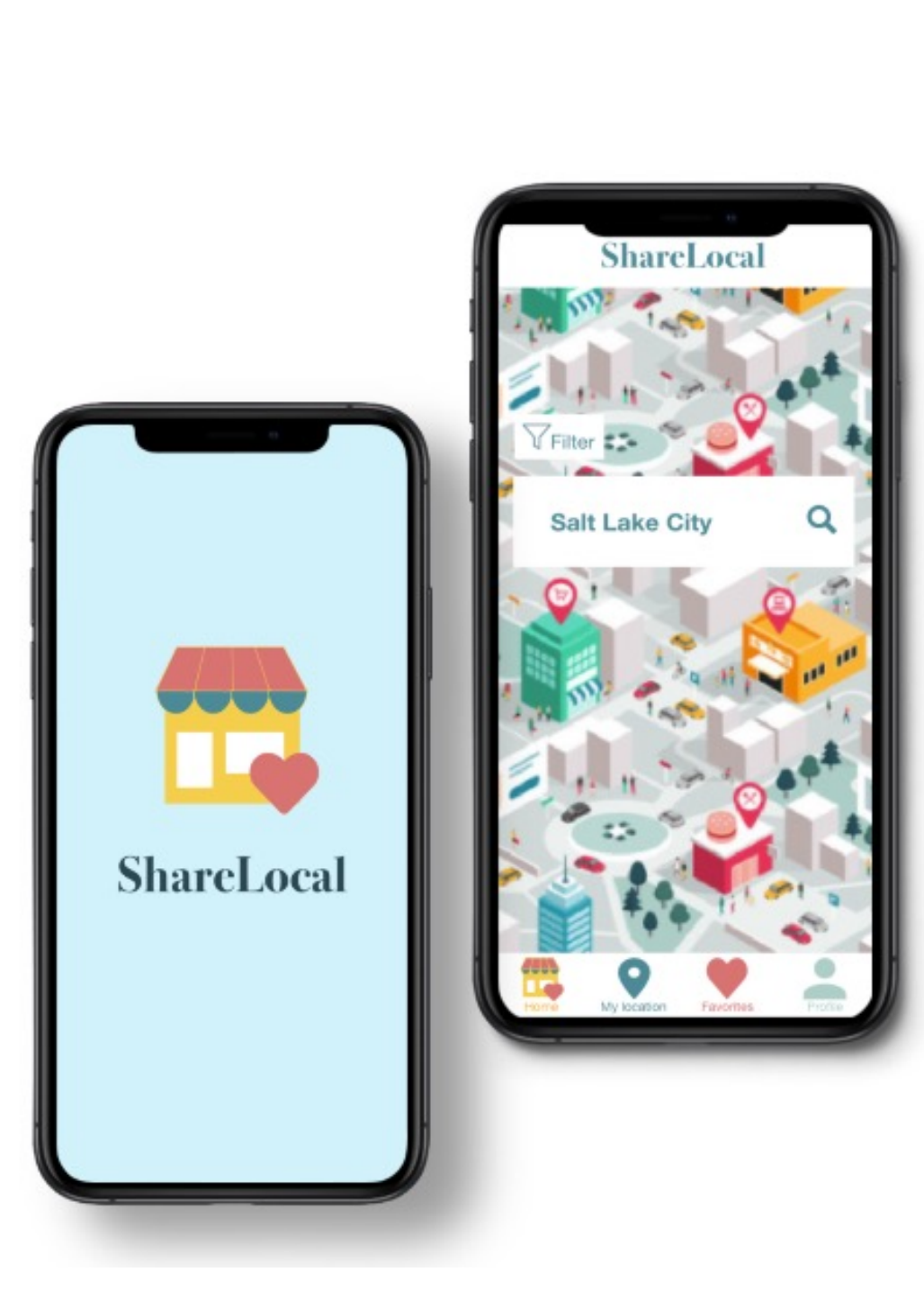
Homepage has purpose

Bottom nav simplified & made more fun w/ colors

Made share box match rest of app

Added bottom nav and back button for ease of use

Step 3: Final Prototype


ShareLocal
ShareLocal
Filter
Salt Lake City

Thank You!

we are OPEN
support local businesses