People like travelling. However, sometimes because of bad trip planning they undergo inconveniences that get them frustrated and irritated. Subsequently this leads not to a great journey but to a really bad experience.

The main idea of the current project was to make an app that would help people to plan their journey as efficiently and quickly as possible.

On the initial stage of the designing process it was necessary to scope the topic, so it wouldn’t become overwhelming and impossible to get done. Clear scope upfront will lead to better outcomes at the end of the work. Working within the scope I could define the problem that is being solved, and the measures of success. Also it helped me determine target audience and the purpose of the app.

Build a product for mature adult hikers, who go long-term hiking for leisure

Design stages

Throughout the designing I was following a design thinking approach (non-linear process) also my design decisions were supported by various deliverables and techniques that were used in every stage of the process

Qualitative research was introduced as a semi-structured interview. There were four participants who took part in the interview. The research was aimed at defining user’s behavior and needs and also to determine their current pain points. The key research questions were the following:

1.What is essential for amateur hikers when they are planning their hiking trip?

2. How do hikers currently plan and organize their trips?

3.What is user’s current pain point?

4. How do user’s feel about existing products?

The goal was to determine what opportunities may exist for creating new digital product for planning hiking trips and how it is   
different from non-digital planning

After the research was conducted I started the process of **Synthesis** where I brought the research ideas together to form a fundamental understanding. This could help me to understand the problems that users are facing and to know why I am building this specific product. During this stage of ideation there were used some techniques and frameworks for getting initial visual concepts, prioritizing features, such as Affinity mapping, Crazy8, Value vs Complexity Quadrat. Also before starting ideate the features the insight statements were reframed and How Might We questions to turn those challenges into opportunities for design e.g. “How Might We provide more relevant information about the track and trip so hikers could more efficiently plan their journey”

Low-Fidelity Prototype was created using such instrument as Figma including its assets and plugins. The previous sketches and also served as the basis for low-fidelity prototyping.

The process of prototyping was divided into two parts: Low-Fidelity Prototyping and High-Fidelity Prototyping. In both parts I used such instrument as Figma including its assets and plugins. Also the Atomic Design method helped me to put together the design system which I used for hi-fi prototyping. After the hi-fi prototype was created I prepared it for handoff by exporting Figma designs to Zeplin with the style guides and all the elements included.

One of the most prerogative things of the design process was usability testing , that was conducted with the help of usabiliy guide. Participants were supposed to follow the instructions. After this step their User Flow was analyzed and necessary changes we re

Usability testing was one of the crucial parts of the design process.

It was conducted remotely with the help of Usability guide. Five were involved in usability testing, they were supposed to follow the instructions and answer the questions. After competing usability test, some insights were discovered where the app is not entirely working well. I went through each session of Usability flow in Miro and mapped specific problems to areas where they were discovered. I noticed that users had problems with finding “map button” so I could draw my attention to where I should be addressing my design iteration.

As design is iterative process in the last step of the process it was important to review the project and look for issues and opportunities for improvement in accessibility and annotate the screens accordingly. This time I used Lookback platform for Usability Test. There were 10 participants who were asked to follow the provided instructions and give a feedback of their user flow. After the feedback was gathered some I made some amendments to make the design more usable.