



# UX Map

Group Highway 15  
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# Personas



## Edith Clements

### DEMOGRAPHIC

50-80 years old

Low familiarity with technology

### PROFILE

**Needs:** Easy to access navigation,

**Likes:** Relaxing, getting away, historic sites, meeting people

**Dislikes:** Complicated technology

**Motivation:** Getting away from their obligation, taking vacations to relax

### ABOUT

Edith travels regularly, and she enjoys visiting places with beautiful scenery and historical sites. She enjoys learning more about the places she visits, so she always has her eye out for any informational signs. Edith also loves the entire experience of traveling and even stops to speak to individuals native to the towns she passes through. When she travels, she uses GPS apps that are easily navigable, but she is also fine to turn them off and just follow the road to the next cute shop or beautiful park.

## James Shepherd

### DEMOGRAPHIC

18-24 years old

High familiarity with technology

### PROFILE

**Needs:** Relevant information

**Likes:** Aesthetically pleasing design, visiting new places

**Dislikes:** Slow technology, the traveling process

**Motivation:** Exploring, new experiences



### ABOUT

James enjoys exploring new cities and experiencing local cultures. He likes investigating restaurants, attractions, and neighborhoods in the cities that he travels to, but he hates the process of traveling. He doesn't like the expense of traveling or the amount of time it takes to get there. James seeks out personalized routes to make his travel experience more enjoyable. On his way to his destination, he often changes his route in order to check out a point of interest that he has spotted.

# UX Map

The Home screen features a central map with three location cards: YUMMMM (yummy restaurants), ADVENTURE (parks, trails, museums, etc.), and HISTORY BUFF (history). Below the map are four cards: Holcomb's Bar-B-Que, Back In Time Antiques, Genuine Georgia, and Ripe Thing Market. The Favorites and Search screens show lists of landmarks with small images and descriptions.

These four pages represent each of the buttons on the toolbar and therefore the main functions of the app.

These four pages are landing pages for when certain buttons or cards are selected.

The Start My Trip screen has fields for 'START' and 'END'. The Route Info screen shows a route from a起点 to an endpoint, with a food item image and a 'YUMMMM' card. The Map with End Points screen displays a map with a route and two endpoint cards: ADVENTURE and YUMMMM. The Landmark Info screen shows details about the Historic Springfield Baptist Church, including its address and a photo.

The Notification Out App screenshot shows a smartphone home screen with a notification from 'TRADITION HIGHWAY' about the church. The Notification In App screenshot shows a map with a callout for the 'Historic Springfield Baptist Church' landmark.

These two pages are what the notifications of a nearby landmark will look like - in app & out of app.

# UX Map

## Design\*

<https://www.figma.com/file/TJUaCJeybJsRjJBHjHxxuX/Traditions-Highway-App?node-id=0%3A1>

## Prototype

<https://www.figma.com/proto/TJUaCJeybJsRjJBHjHxxuX/Traditions-Highway-App?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2>

\*Additional notes in the comments