



MiniVenture

An app that helps you discover, plan and share your adventures and trips

CSIS 3375 UX Design in Web and Mobile App

Fall 25 Section 1

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Contribution

Each group member contributed 50% to the project overall.

App Idea for Prototype

MiniVenture is a social adventure app that turns everyday outings into shared experiences. Users can adopt a virtual pet that thrives when exploring the real world. Each mini adventure can be solo or group-based, allowing users to host, join, or share adventures with friends or other explorers. The novelty of MiniVenture is that it blends virtual pet care with real-world exploration and community engagement. Through MiniVenture, the app connects physical exploration with digital engagement and social connection. What might be an ordinary walk, bike ride, or hike becomes part of a larger and meaningful experience. Each adventure directly impacts the growth and well-being of the user's virtual pet, providing a sense of progress and accomplishment.

Users can choose to go on the adventure alone, enjoying the excitement of personal discovery, or participate in group activities, building relationships with like-minded explorers. The ability to host events, join others' adventures, and share experiences through photos, videos, or activity updates encourages social interaction, inspiration, and collaborative engagement. The challenge board serves as a motivation by introducing goal-oriented activities and social interaction. It provides users with a clear sense of purpose and progression within the app. Users develop a stronger connection to their surroundings, gain motivation to maintain an active lifestyle, and experience a sense of achievement and belonging, all while engaging in enjoyable and socially rewarding adventures.

Background Research

Competitor Apps

1. Adventure Lab: Provides locations allowing users to explore and unlock interactive games and scavenger hunts, at the same time, learn about the places they visit. Users can leave comments about their experience.
2. AllTrails: Provides hiking and biking trail maps, reviews, and community shared routes.
3. Meetup: Enables users to host and join group events based on shared interest including outdoor activities and social gatherings.
4. Yelp: Helps users discover local places and activities through reviews
5. Google Maps: Offers location discovery and nearby activity suggestions

Inspiration Apps

1. Strava: Allows users to record, share, and compete in running, cycling and outdoor adventures
2. AllTrails: Tracks adventure routes and personalized recommendations
3. Meetup: Hosts events
4. Pokemon Go: Reward system allowing Pokemon to grow

PACT Framework

People: Individuals who enjoy exploring new places, going on walks, hikes, or bike rides, including both casual users seeking local activities and active adventure enthusiasts looking for group experiences, as well as those who enjoy caring for a digital pet or earning achievements through consistent activity.

Activity: Users can discover, plan, and share short adventures; host or join events; feed, walk, and grow a virtual pet that thrives on completed adventures; track progress, share photos, and see what others are doing; participate in challenges.

Context: Primarily on mobile devices. The app relies on GPS, camera, and internet connectivity to track activities, capture experiences, and facilitate interaction.

Technology:

- GPS tracking and map integration.
- Push notifications for event alerts.
- Cloud storage for photos, videos, and user data.
- Social networking for friend connections and event hosting
- Virtual pet system linked to user activity and achievements

Value Proposition

Transforms outdoor activities into social and personal adventures. It combines real-world exploration, virtual companionship, and community interaction to create a unique, gamified experience. It motivates users to stay active, connect with others, and discover new places. The app's novelty lies in its integration of fitness, gamification, and social involvement, turning activities into a purposeful and engaging lifestyle experience.

Requirements Gathering

Purpose / Objectives

- Gather preliminary insights into how potential users perceive outdoor activities and social engagement.
- Explore the lifestyle and behavioural patterns of potential users to understand how often they engage in outdoor activities, as well as their motivations
- Understand the preferences for participating in solo or group activities
- Understand the willingness to take part in group activities with friends and family or unfamiliar participants
- Assess what features of the app the potential users might find valuable
- Evaluate gamified features such as a virtual pet or reward system, that could motivate continued engagement.
- Investigate how potential users discover and share adventure experiences
- Understand the concerns or hesitation potential users might have about using an adventure social app

User Study and User Sample

A survey-based user study was chosen to collect quantitative and qualitative data on potential users' outdoor activity habits, motivations and preferences for social and gamified features. A survey is a fast and efficient method to collect preliminary data from a diverse group of participants in a short period of time.

The target users for the study are members of the general public, not limited to any specific age group or occupation. This user study includes a dual perspective, as participants come from both student and employee backgrounds, providing a wide range of viewpoints. The survey was distributed among Douglas students and working professionals whose ages and occupations vary, allowing for identification of more common motivations and trends.

Draft of User Study Survey

See Appendix.

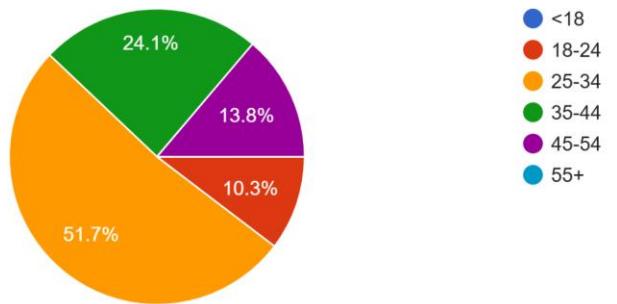
Data Visualization and Analysis

The survey was completed by 29 participants. The majority of the survey participants fell between 25-34 years old (51.7%), followed by 35-44 years old (24.1%). In addition, most of the participants were male (69%). More than half of the participants relied on public transport (58.6%). The highest percentage of respondents occasionally engaged in outdoor activities (34.5%). A large portion of respondents were open to solo or group activities (41.4%). Respondents were more likely to attend activities with friends (average rating 2.41 out of 5, with 1 being Always and 5 being Never) but less likely with strangers (average rating 3.21). The most common motivation for going outdoors was relaxation or stress relief (72.4%).

Regarding the type of activities, the most popular activity was hikes or nature walks (82.8%). The largest portion of respondents discovered new activities or locations through friends or social media (93%). A greater share of survey participants took photos and videos during outings more often than not (average rating 2.66), even though they don't always share them on social media (average rating 3.41). Respondents indicated moderate to strong interest (average rating 3.41) in having a virtual pet as a companion. More than three-quarters of respondents were mostly motivated to use adventure-based apps if there were real-world rewards. Most survey participants rarely used outdoor adventure apps (average rating 3.86). Participants sometimes use travel planning or review apps (average rating 2.83) and social connection apps (average rating 3.34). Most used apps: GoogleMaps(26), EventBrite (15), Booking.com(12), MeetUp(11). Outdoor adventure apps had the fewest number of users compared to social event apps and review apps.

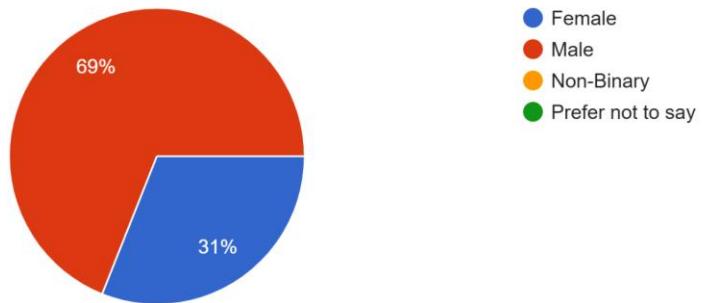
What is your age group?

29 responses



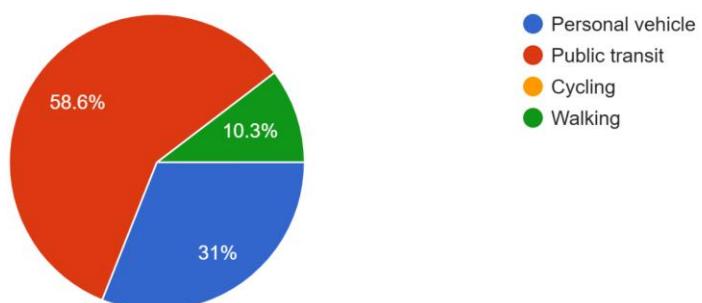
What is your gender?

29 responses



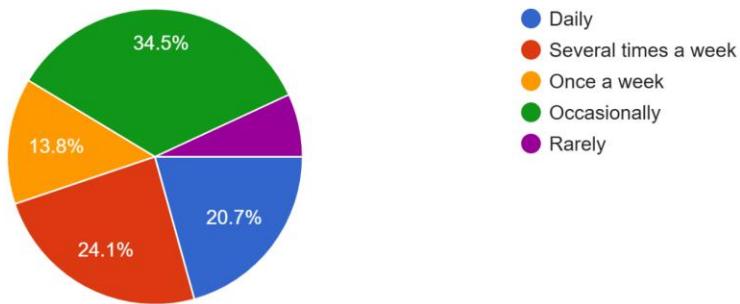
What is the main mode of transportation you use daily?

29 responses



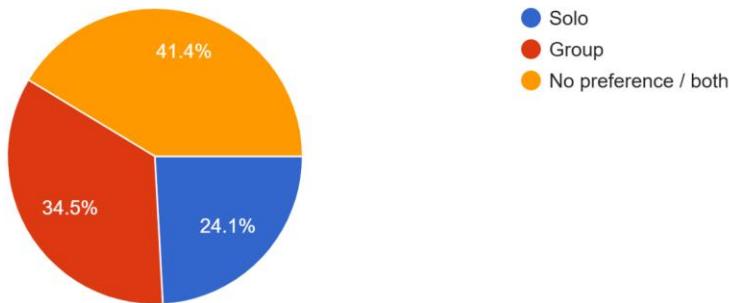
How often do you engage in outdoor activities (walking, hiking, biking etc.)?

29 responses



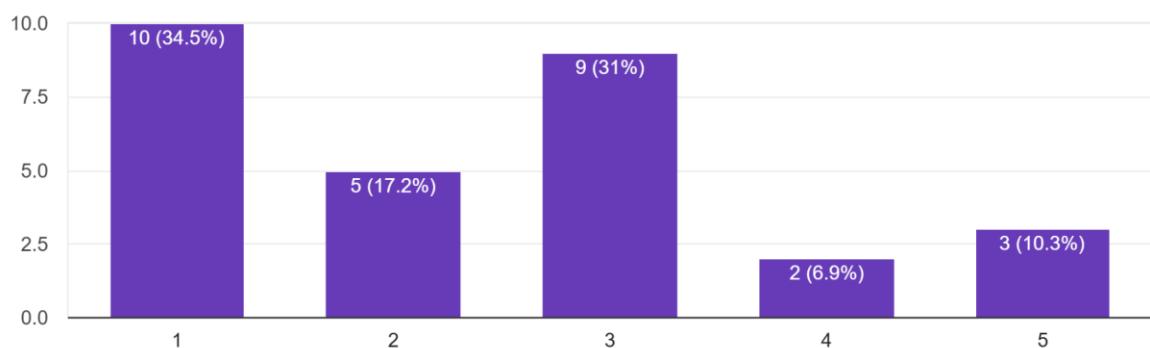
Do you prefer solo or group activities when you go outside?

29 responses



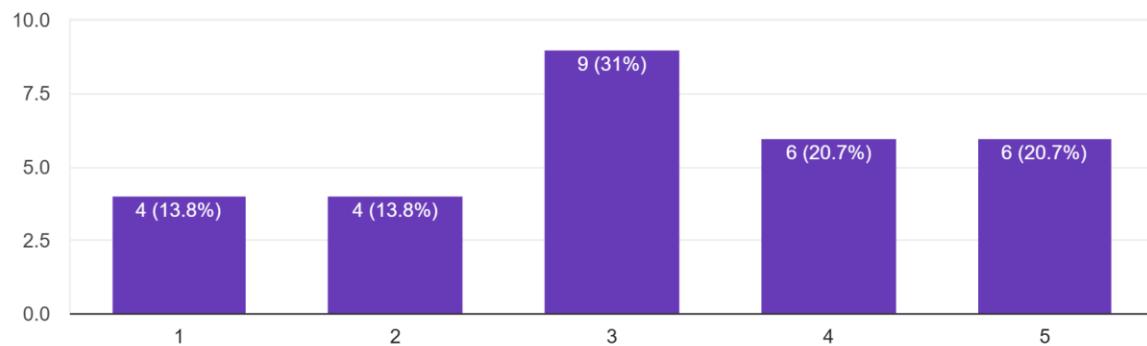
How likely are you to attend or host group activities with your friends?

29 responses



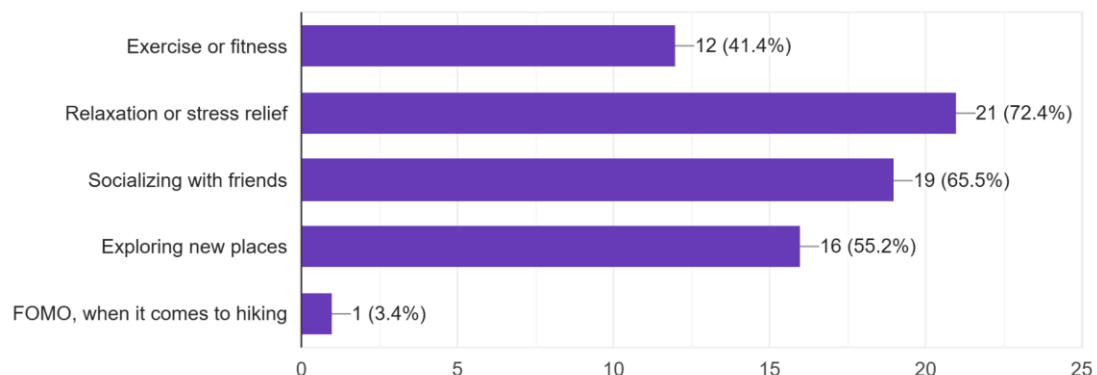
How likely are you to attend or host group activities with strangers?

29 responses



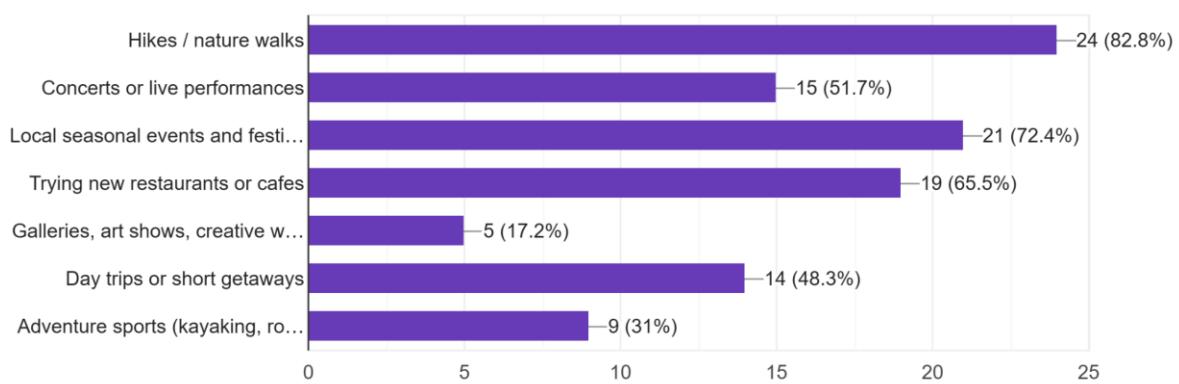
What usually motivates you to go outdoors?

29 responses



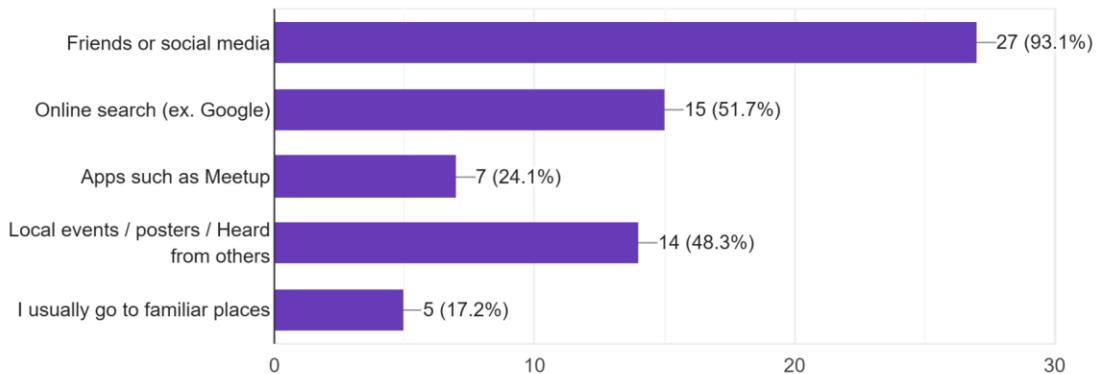
What types of activities would you like to attend most? (can choose multiple)

29 responses



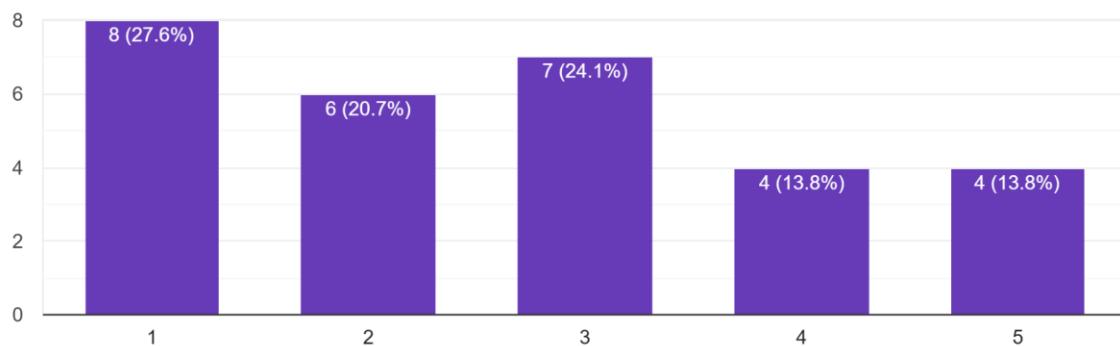
How do you usually discover new activities or locations?

29 responses



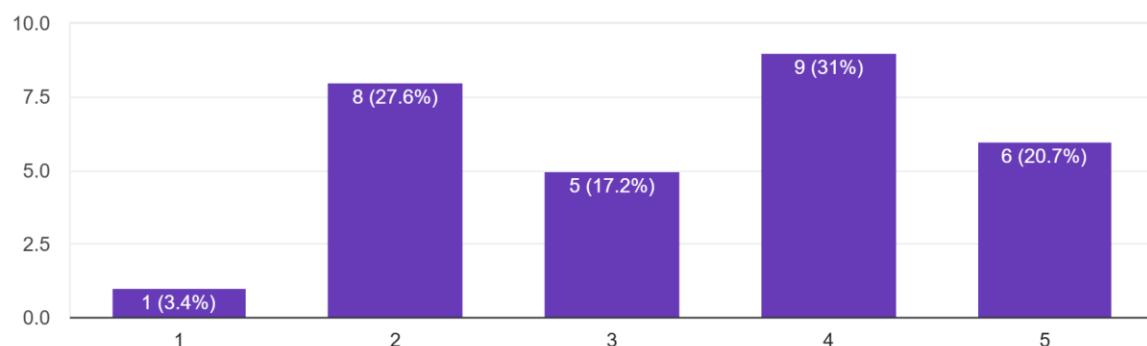
How often you take photos or videos during your outdoor activities?

29 responses



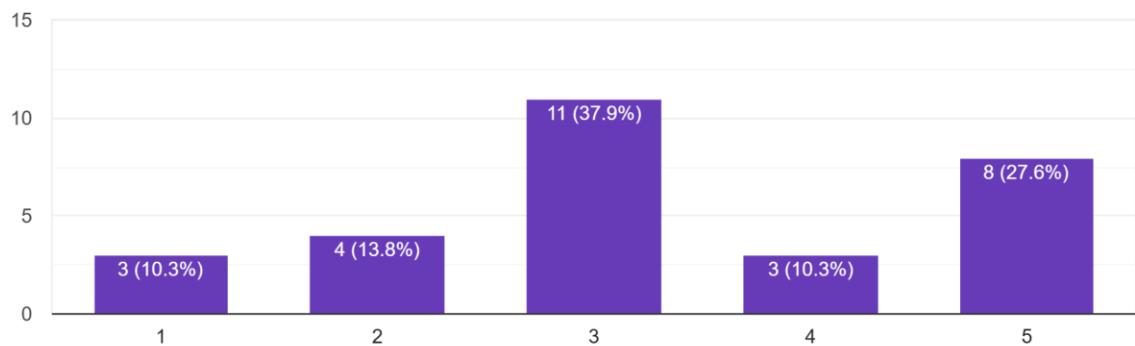
How often do you share your outdoor experiences on social media?

29 responses



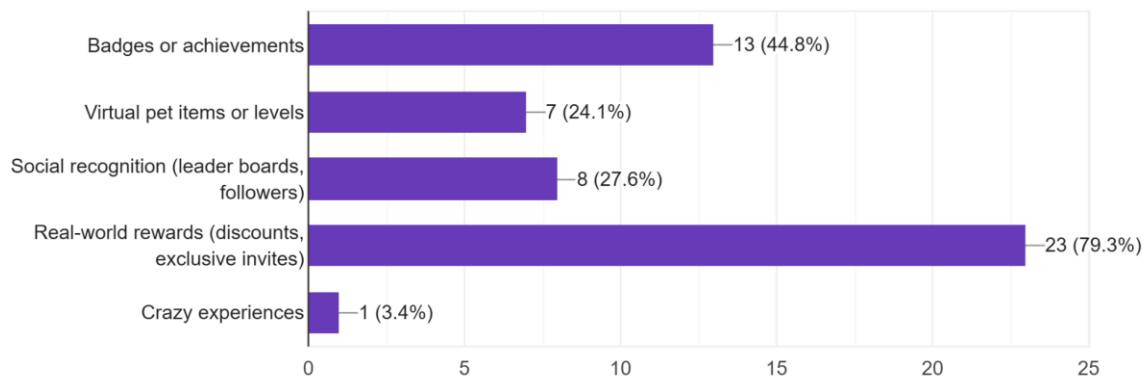
How appealing do you find the idea of having a virtual pet that grows as you go out more?

29 responses

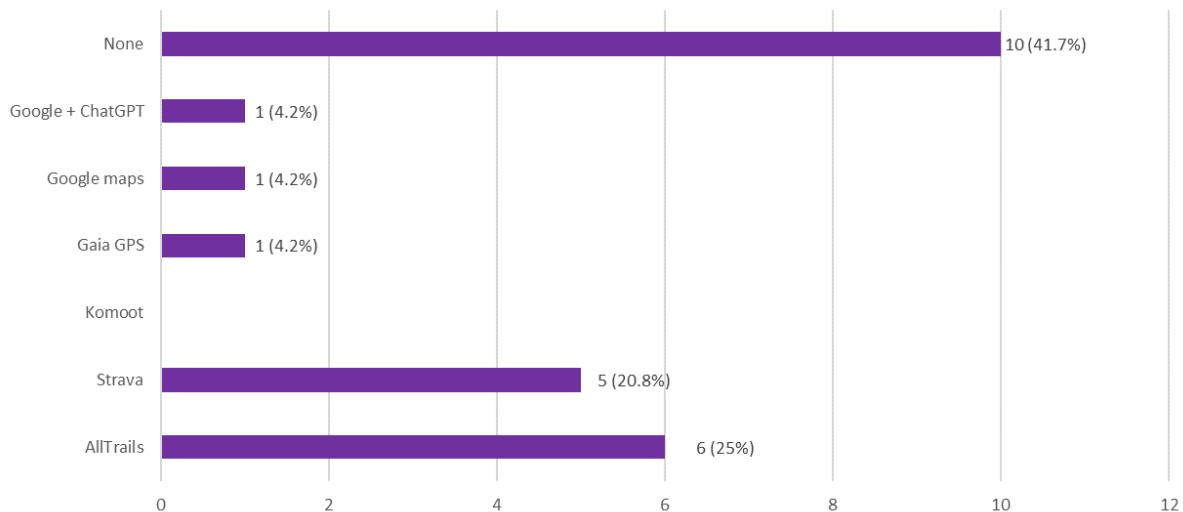


What kinds of rewards would motivate you to use an adventure app regularly?

29 responses

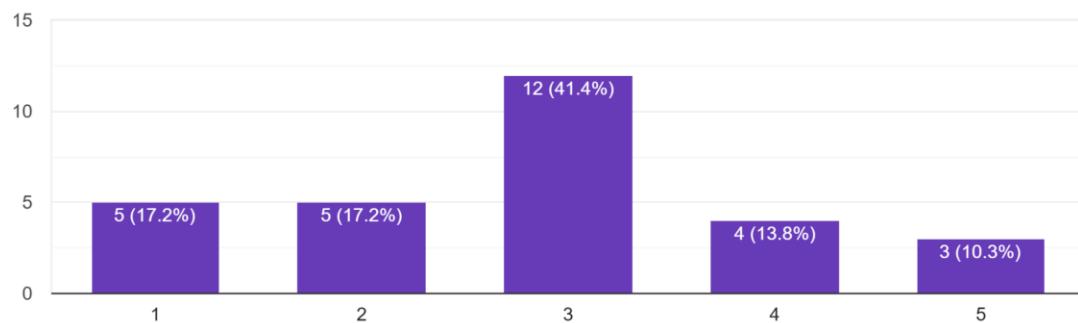


Please check the ones you use:



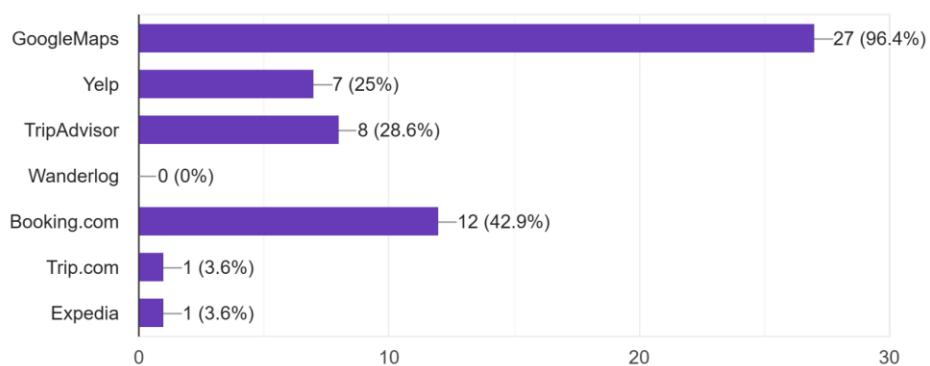
How often do you use travel planning and review apps? (TripAdvisor etc.)

29 responses



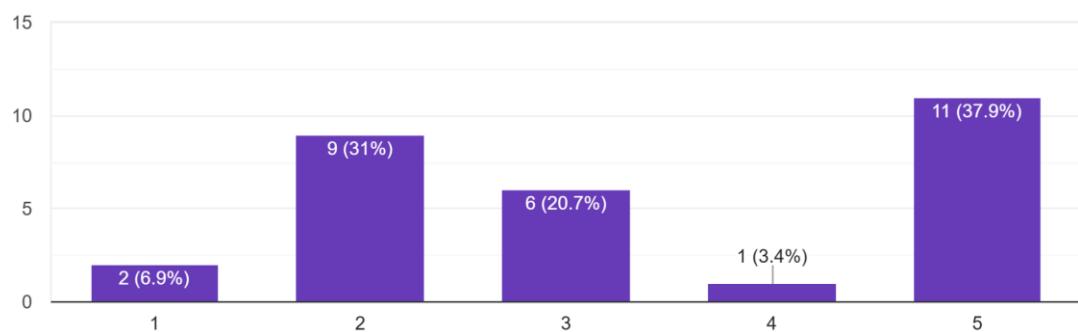
Please check the ones you use:

28 responses

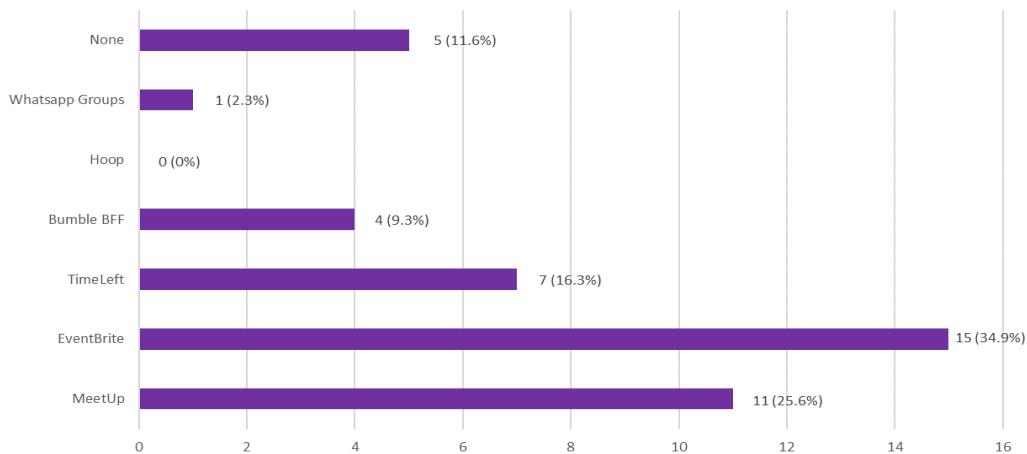


How often do you use social connection apps? (MeetUp etc.)

29 responses



Please check the ones you use:



Open Ended Questions

Overall, respondents depicted the needs in social coordination, safety, engagement, and personalization. Their hesitations primarily focused on privacy, social compatibility, event quality, and personal motivation. Participants indicated that features which foster community, streamline activities, provide meaningful feedback or rewards, protect user data, allow selective social interactions, offer clear notifications, and ensure engaging events would be important for improving the user experience.

Q. Is there anything else you'd like to share that would help us build a better outdoor adventure app for you? 11 responses
Ability to start a "looking for group" and having people join after a review of their request to join. Or have a "looking for group" that turns into an official plan AFTER a certain number of people have committed.
Friendly for kids
link to watch
Integration with social media apps to post achievement
Voting system to change different properties of the event
maybe adding group chat where you can talk to friends
Record the past adventures
organize well
It has to be cute and engaging, like clever notifications
Apps like Meetup have an open gate policy for most events, which works great at the beginning but degrades the overall experience over time since it doesn't weed out the small number of antisocial elements. Having policies to protect and improve group dynamics should be a must.
Maybe different recreation types, have a zodiac, for example, and i'm oddly looking to network with other people who also have inflatable boats. But maybe the same thing applies to paddle boarding, or kayaking, or skiing.I don't know....

Q. What concerns or hesitations might you have about using an adventure-based app? 13 responses
Too much information shared and used for unintended purposes.
privacy
Privacy
I may not use this if my friends are not using this.
Trustworthiness
Going to an event and be very boring
tracking personal information
I would like to be notified about events happening near me. I'm lazy to go and look by myself.
Bad people matching, unappealing adventures, bad timings and difficulty in joining adventure (like, having to figure out how to get to the place and back)
Not a very active traveler. Probably won't use app as often.
there are people who broke or stressed, i don't want to be tools for them to relax
To forget about it
Getting stuck on a long adventure with people you might not vibe with...

Insights from the Results

- Users prefer attending activities with friends, but also open to solo or group participation with strangers
- Users have diverse daily transportation habits
- Respondents occasionally engage in outdoor activities
- Users are more likely to attend activities with friends than with strangers
- A significant portion is open to both solo and group activities
- Relaxation or stress relief is the primary motivator
- Most users take photos or videos but don't consistently share them on social media
- Users sometimes use travel planning or review apps and social connection apps, but not adventure apps
- Real-world rewards are the strongest motivation
- Users are moderately interested in having a digital companion
- Users respond well to feedback and achievements
- Key concerns include privacy, social compatibility, event quality, and personal motivation
- Include both solo and group activity modes to accommodate flexible user preferences
- Emphasize friend-based activities
- Allow controlled participation with strangers
- Offer gamified features, for example, a virtual pet, achievements, combined with real-world rewards
- Provide social and communication tools, such as group chat, event notifications, and event coordination
- Ensure data security and privacy protection
- Focus on engaging and well-organized events with filters to enhance user experience
- Include personalization features, like activity types of interests

Requirements Generation

Personas & Scenarios

Persona 1: Mike

- Age 42
- Recently divorced
- Has 2 kids who stay with their mom
- Industrial technician
- Works shift hours

1. Mike recently got a divorce, which had a huge impact on his social life.
2. He has a lot more free time on his hands since his kids are no longer staying with him and needs distractions.
3. He used to hang out with his wife's friends, and now he feels isolated.
4. Loves the idea of exploring new restaurants, local events, or scenic spots.
5. He doesn't do any sports and rarely goes to the gym.
6. Enjoys light outdoor activities like walking, but isn't particularly athletic.
7. His work shifts make it difficult to plan ahead.

Persona 2: Lina

- Age 23
- Exchange student
- Loves outdoor activities
- Has lots of free time

1. Lina is only staying in the city for 6 months and wants to make the most of it.
2. She doesn't own a personal vehicle, and sometimes has a hard time finding her way around
3. Enjoys trying new activities, especially outdoors (hiking, kayaking, climbing).
4. Loves partying and uses social media frequently to document her experiences.
5. Feels overwhelmed by how much there is to see and do in a short time.
6. She wants to meet new friends who share her love for outdoor activities.
7. Doesn't always feel safe exploring unfamiliar places alone.
8. Feels energized when she's part of a group or challenge.

Persona 3: Alex

- Age 28
- Office worker
- Works long hours often overtime
- Lives in the city

1. After long days at the office, Alex often feels stressed and drained.
2. He looks for ways to unwind without committing too much time.
3. He enjoys short outings, such as a quick walk in a nearby park, or a bike ride, to clear his mind
4. He occasionally joins friends for evening walks or a small drink.
5. While walking, he notices a small new dessert store on a side street
6. He goes inside, and orders a pastry he hasn't tried before along with a cup of coffee
7. After taking a photo of the dessert, he enjoys the dessert while sitting at a small table
8. Feeling refreshed, he finishes his walk and heads home
9. Before going to bed, he posted the picture on his social media account

Persona 4: Maria

- Age 34
- Lives outside of the city
- Recently went back to school to study design
- Long commute from home to school
- Owns a car

1. After a long week of commuting to school and attending classes, Maria stays at home on the weekends to relax
2. She grabs a snack and her laptop, and sits on the couch
3. She starts binge-watching videos, from TV dramas to travel vlogs, even design tutorials.
4. She occasionally pauses to scroll through social media or check out local events, but mostly enjoys doing nothing
5. Sometimes she jots down creative ideas inspired by what she's watched, but mostly she lets herself be a couch potato
6. If she sees something interesting, she puts it on the calendar
7. By the end of the day, she feels rested and refreshed

Requirements Generation

Based on the user personas we generated, MiniVenture should offer the following features:

- GPS and map showing nearby adventures/events
- Route calculation based on different methods of transport
- Social connection - adding friends and contacts
- Activity categories and personalised recommendations
- Option to host or join events
- Calendar for planning and upcoming events
- Privacy options
- Social feed for sharing photos
- Motivation tool with challenges, badges, or a virtual pet
- Recommendations for quick adventures

Synthesis of Requirements Gathering and Generation

Based on the requirements we generated and the results of the user study, the following features were identified in order of priority:

Must have

- Login / Registration
- Setting: profile, preference, privacy
- Activity feed: list nearby activities
- Filter: Type, difficulty, distance, size, age
- Solo or group mode
- Event creating and hosting: private or public
- Event invitations
- Event approval: approve participants, manage strangers
- Report and Blocking
- Activity tracking: GPS, route, duration
- Friend connections: contact list
- Map integration
- Digital companion: pet customization
- Real-world rewards: discounts, event tickets

Should have

- Notifications: event reminders, friend invitations
- Highlight: highlight events friends are attending, popular events
- Comments or reactions: activity, host
- Mood tracker
- Analytics: trends, favourites, reports, participation frequency
- Group chats
- Photo/video upload
- Calendar integration
- Weather integration
- Achievements and badges

Can have

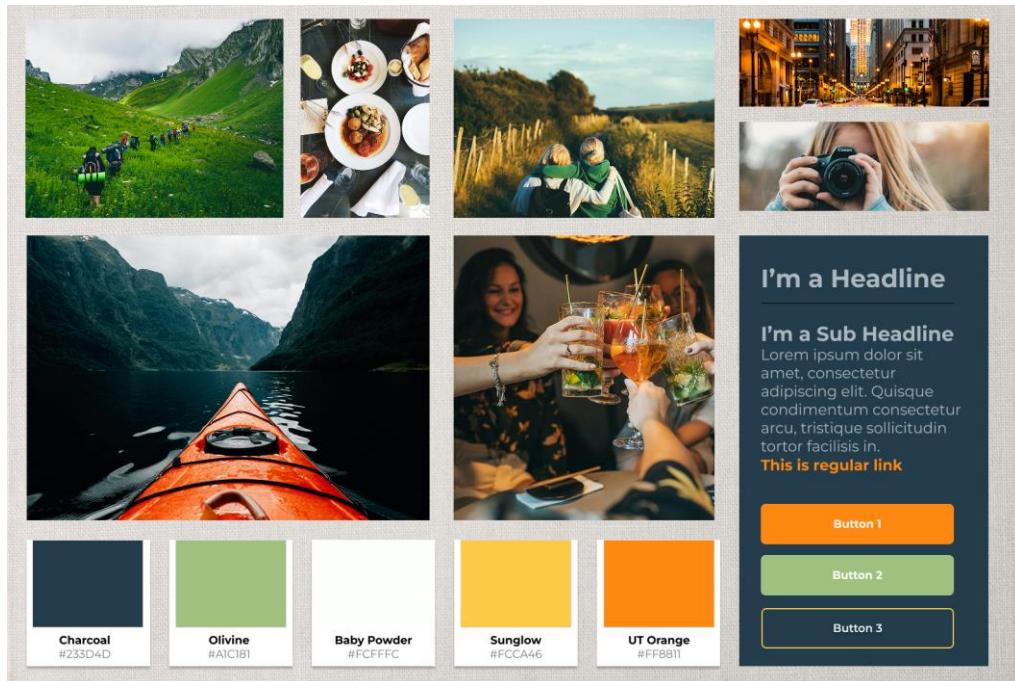
- Camera integration
- Activity sharing: notes, sketches, reflections
- Social media integration
- Sharing: photos, videos
- Biometric tracker
- Progress tracker: pet growth, achievements

Want to have

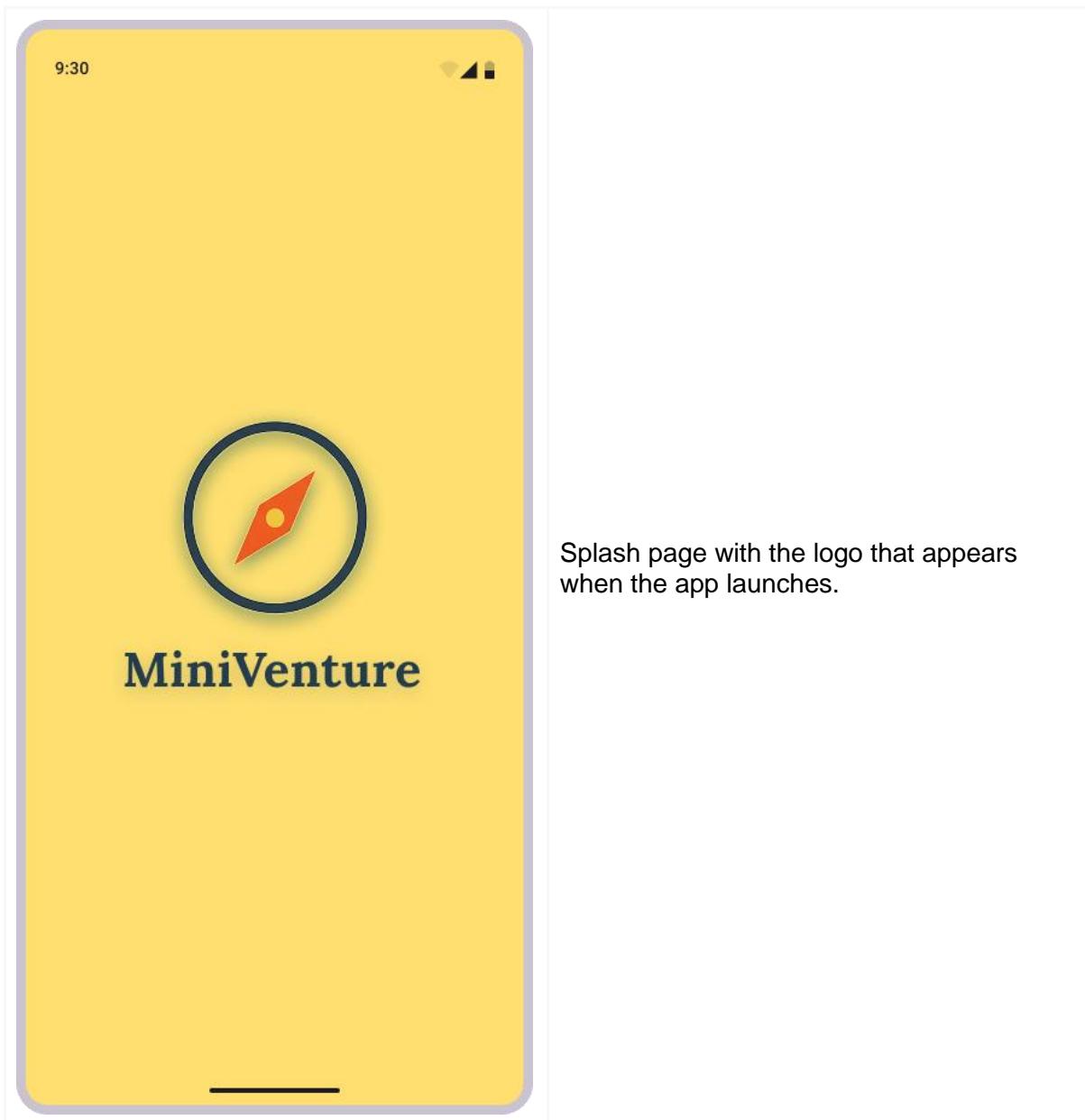
- Challenges and leader boards
- Themed or seasonal events and challenges

Design

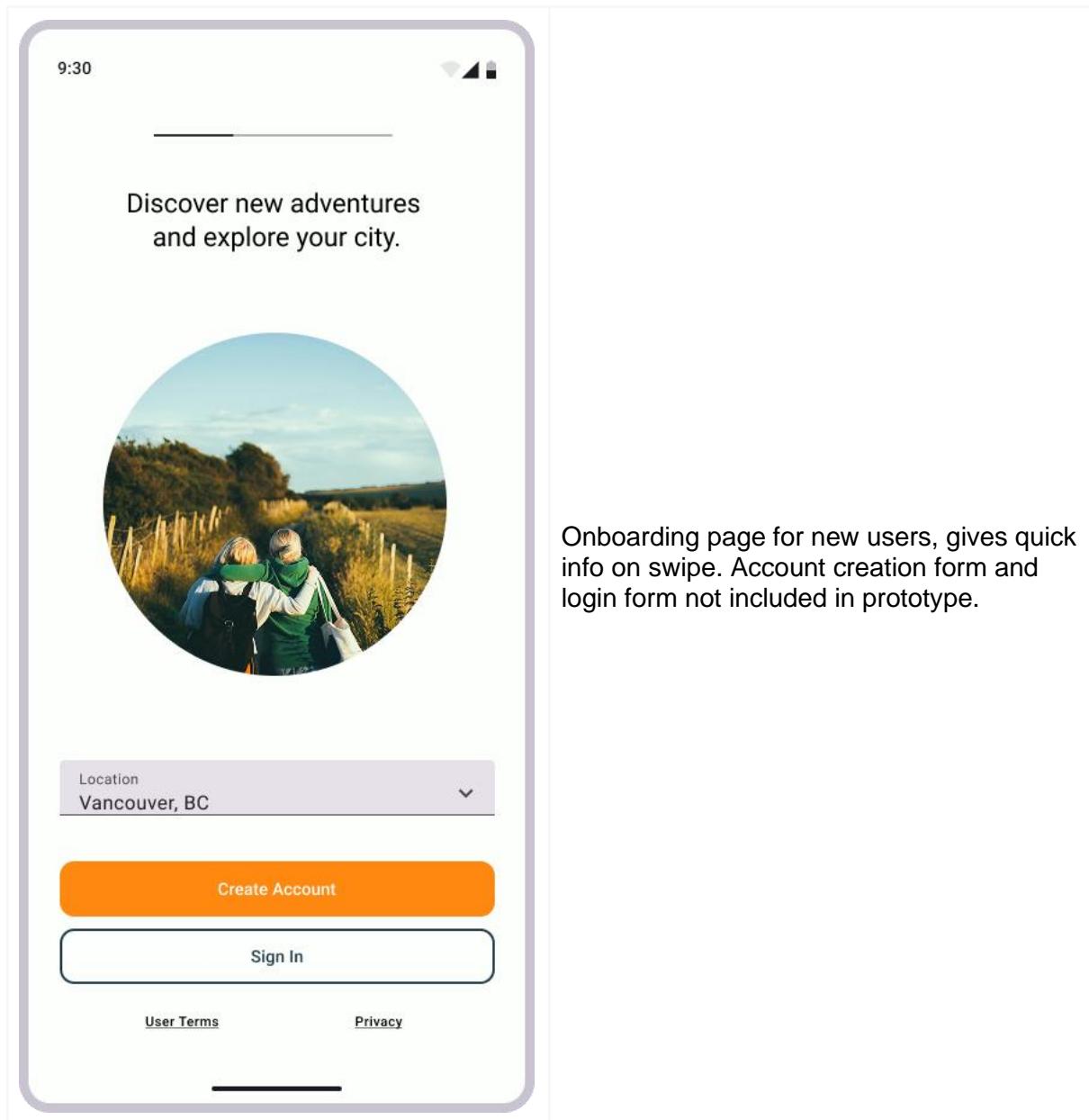
As adventures are usually more visual and experiential, we would like the users to feel happy, enthusiastic, and warm when they browse through the app, especially when joining activities. We chose a bright orange and sunglow color as the main theme. Card view was used to distinctly list out each item. Charcoal, oilvine, and baby powder help to provide clear contrast.

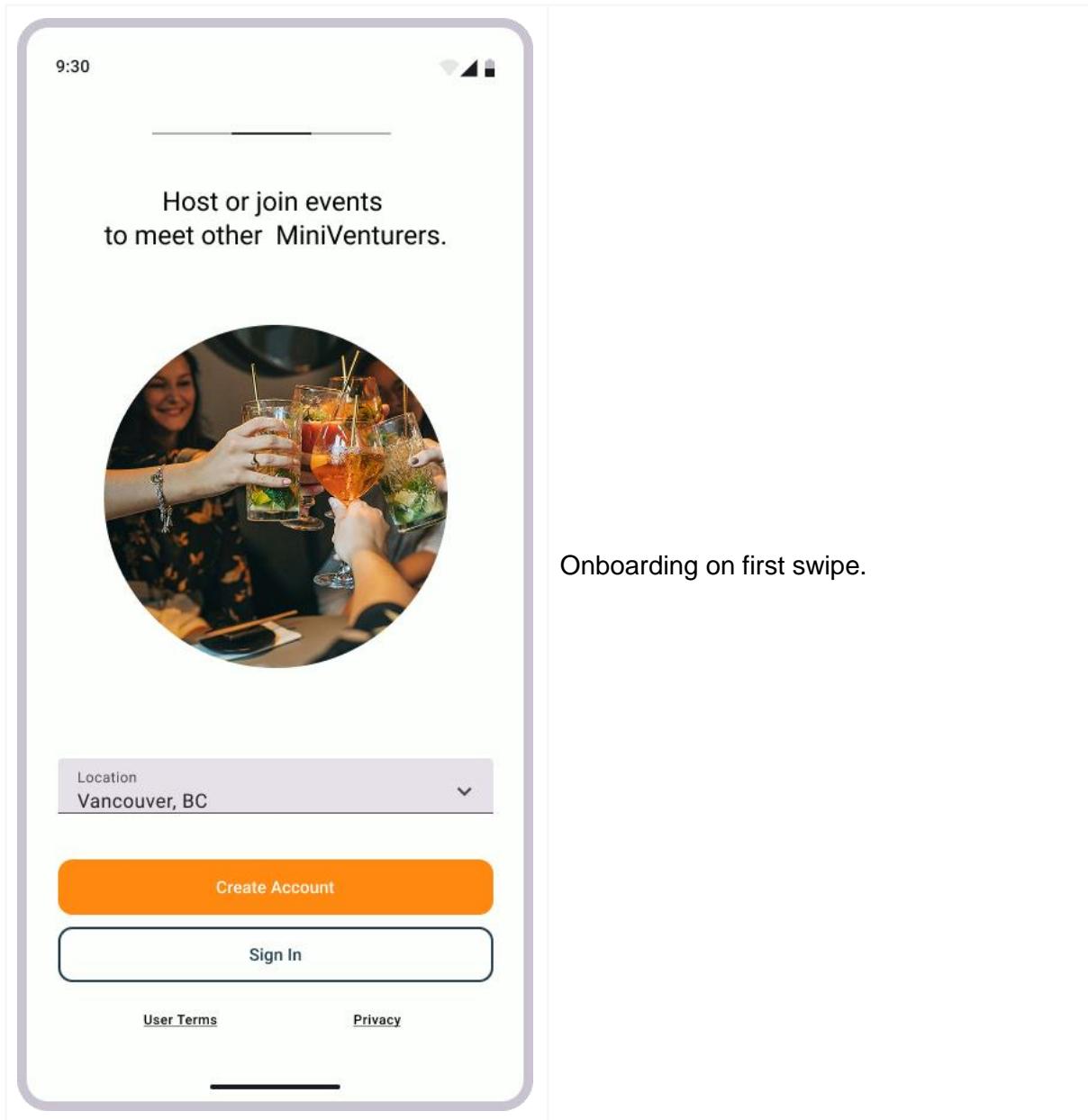


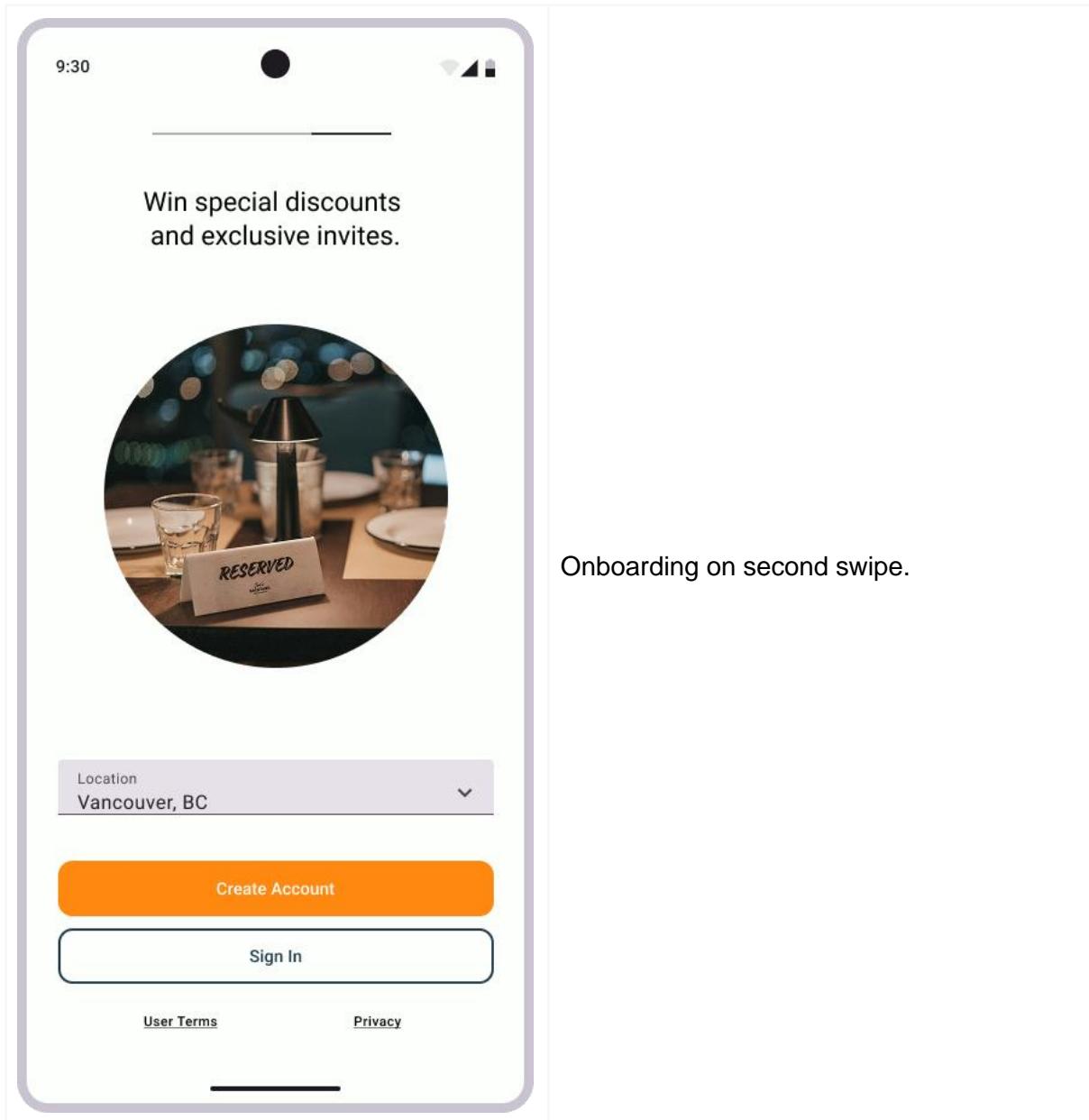
Prototype



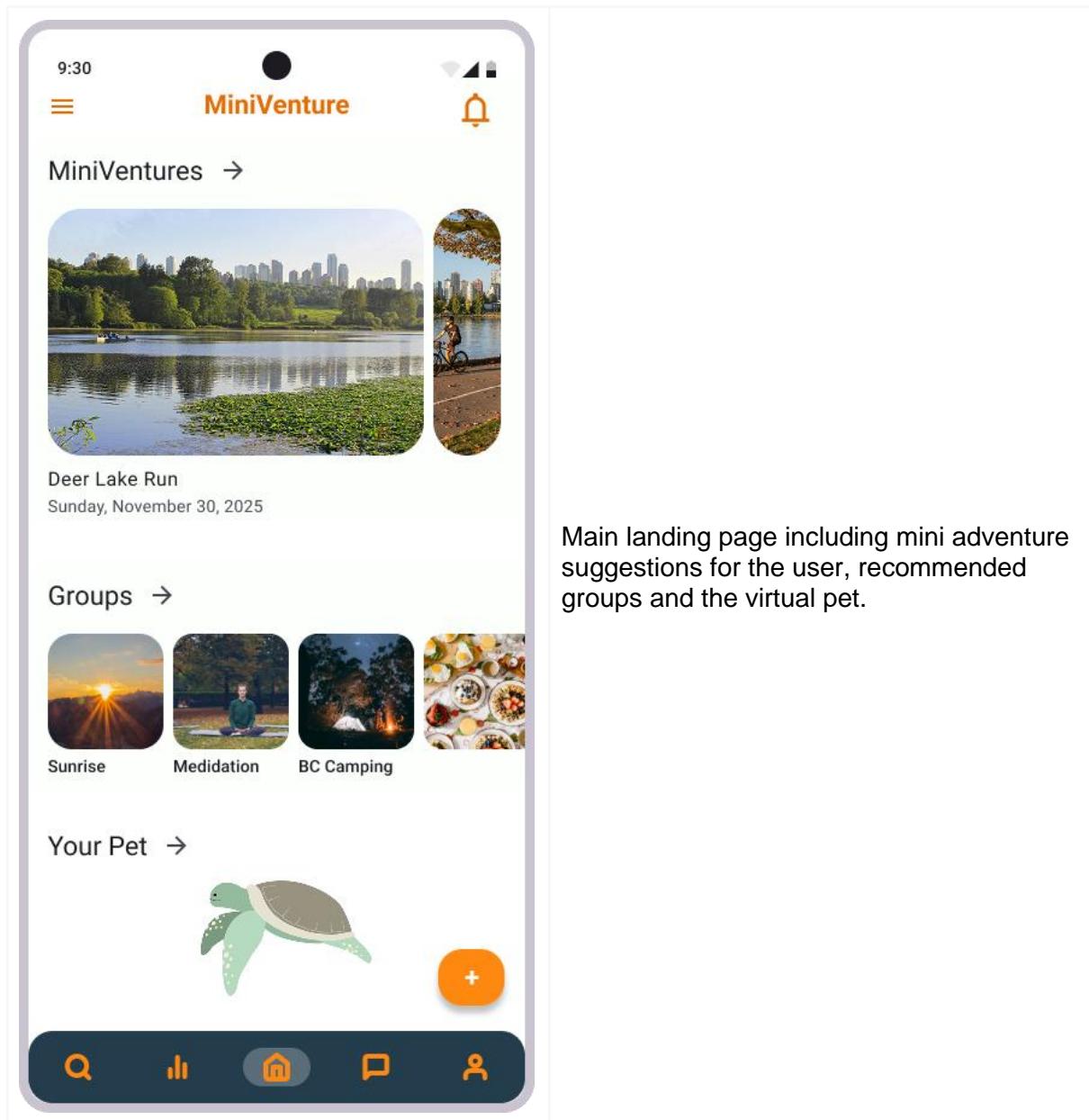
Splash page with the logo that appears when the app launches.

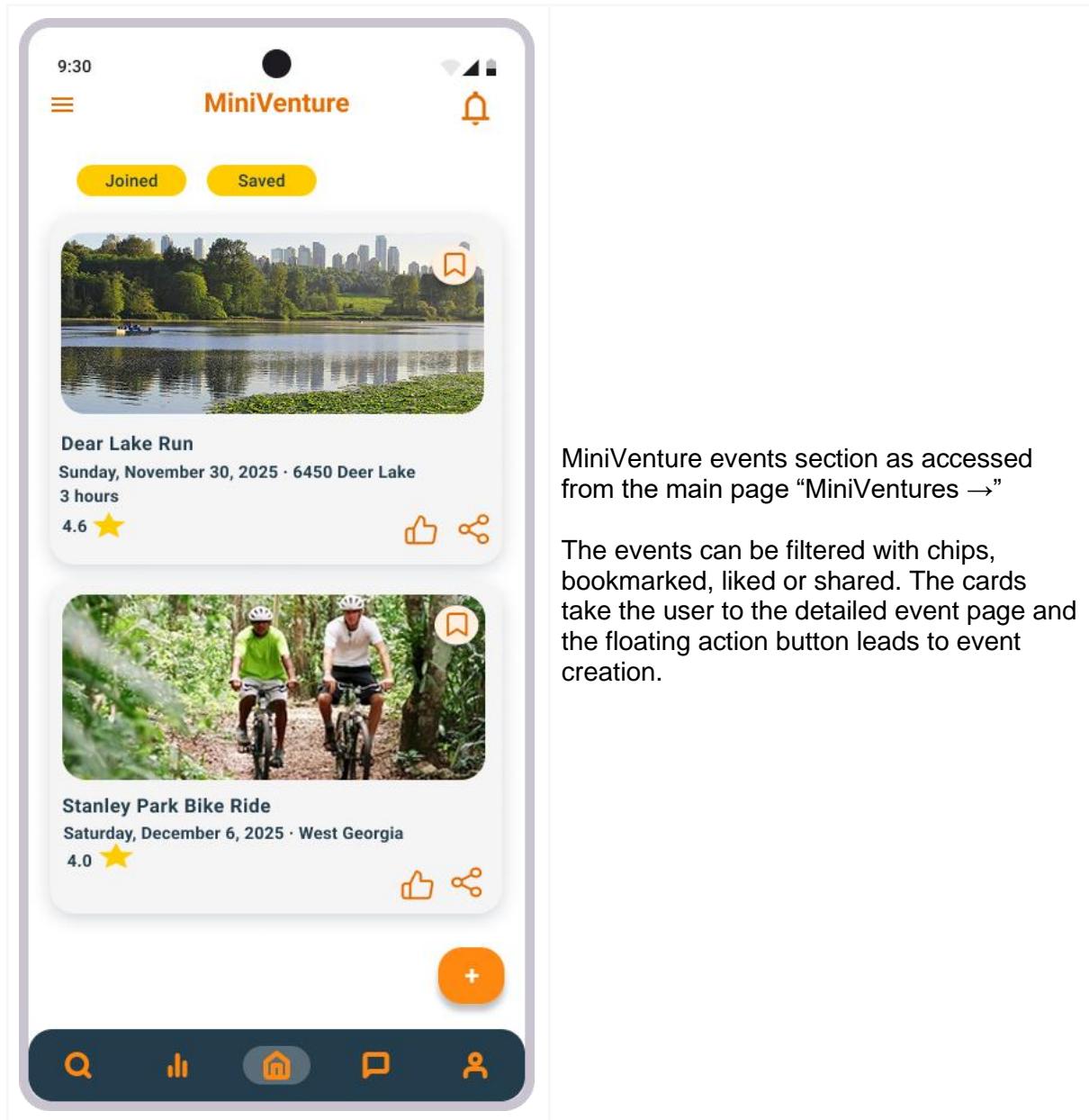






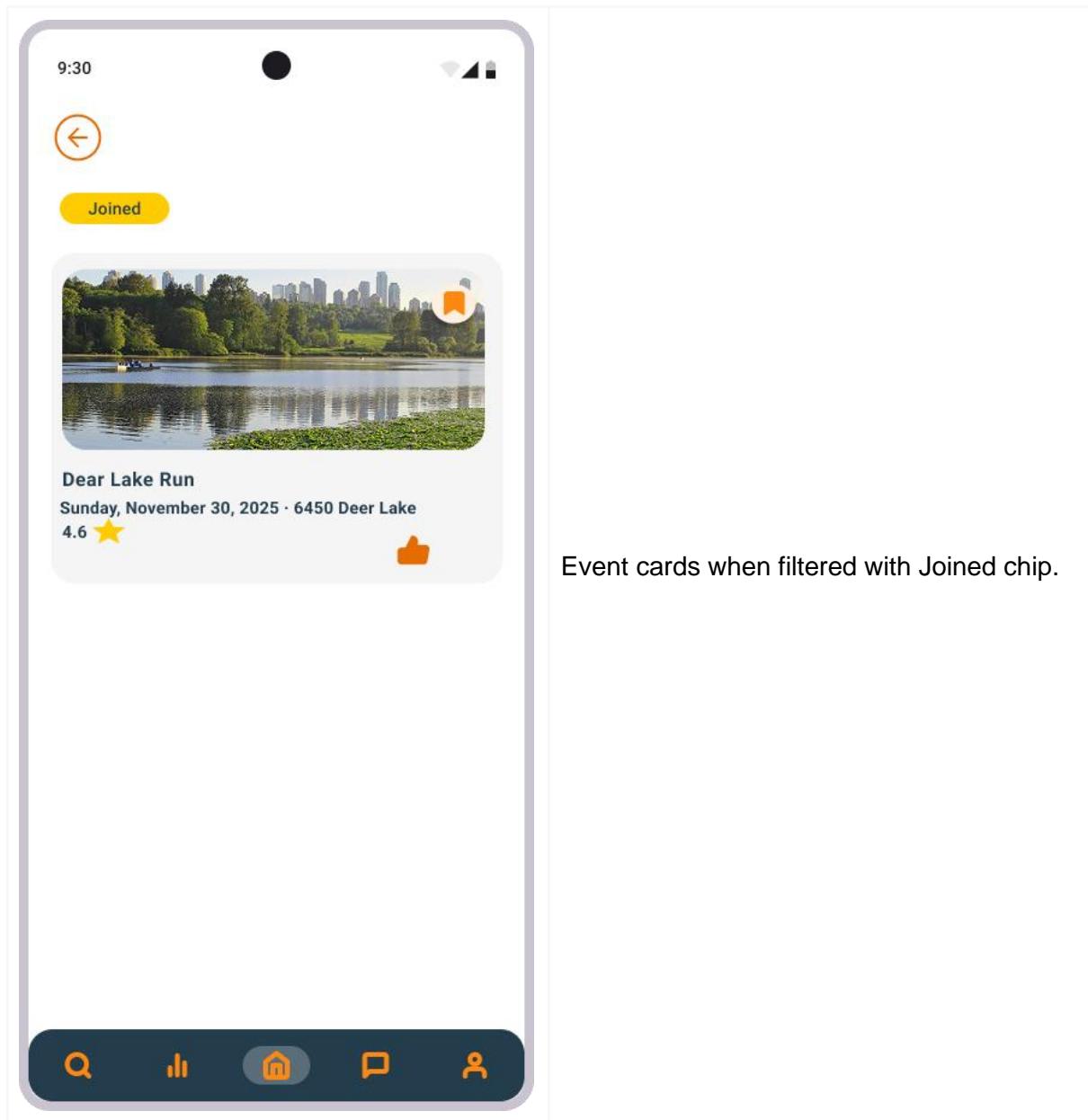
Onboarding on second swipe.

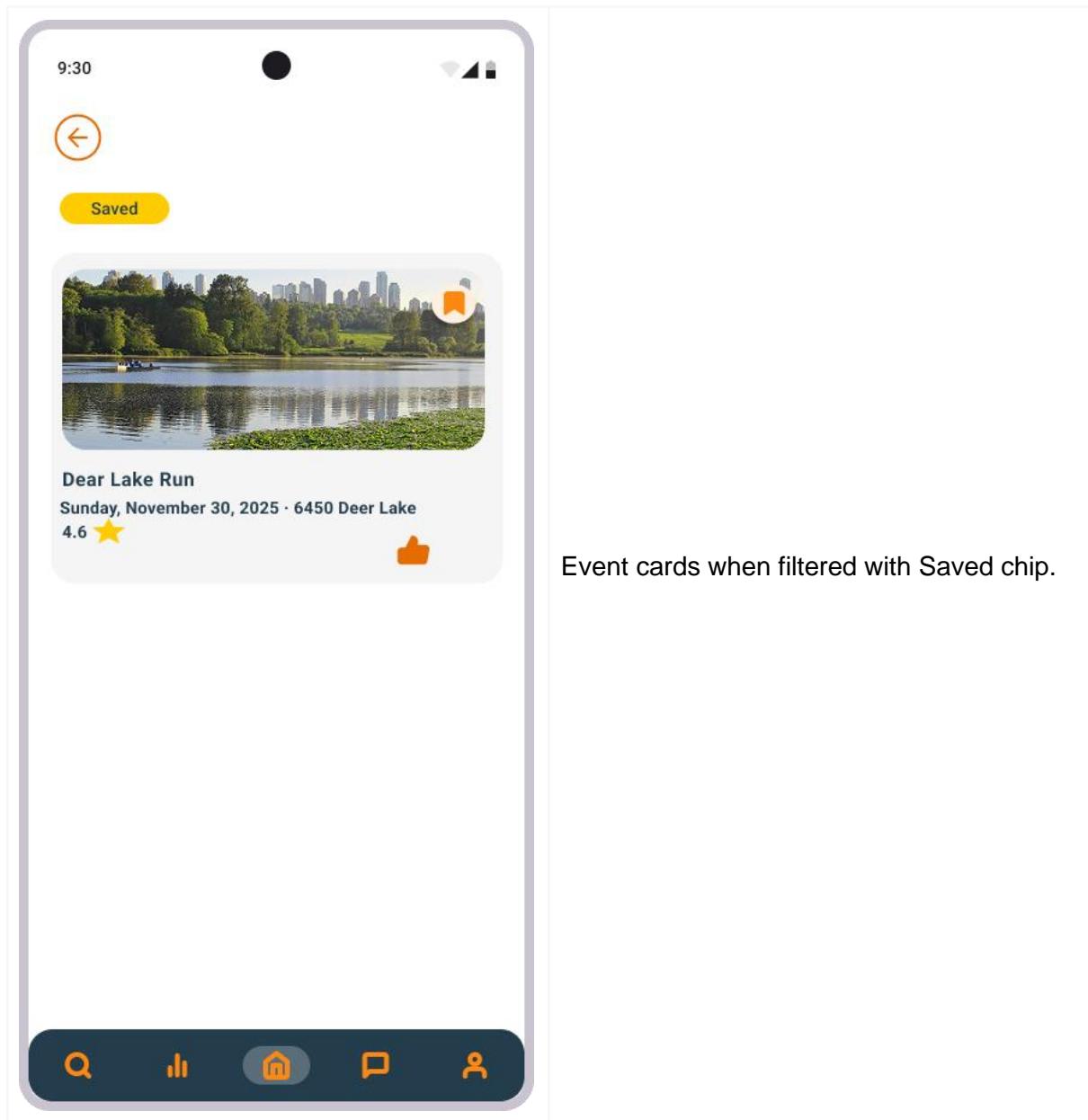




MiniVenture events section as accessed from the main page “MiniVentures →”

The events can be filtered with chips, bookmarked, liked or shared. The cards take the user to the detailed event page and the floating action button leads to event creation.





A smartphone screen displaying a mobile application interface for an event. The top status bar shows the time as 9:30 and signal strength. The header includes a back arrow icon, the word "Event" in bold, and two circular icons for liking and sharing. Below the header is a large image of a lake with a city skyline in the background.

Deer Lake Run 4.6 ★

Sunday, October 30, 2025
9:00 AM - 12:00 PM
6450 Deer Lake

Sunrise
Group

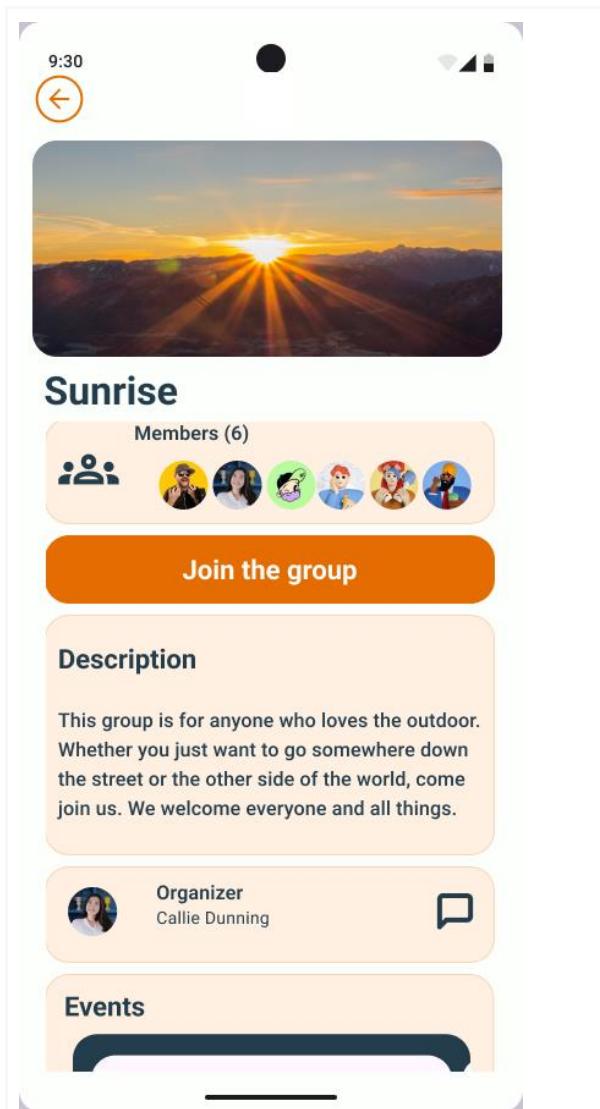
Description

Join us for a refreshing run around beautiful Deer Lake. Whether you're a routine runner or just looking for a fun morning outdoors, everyone's welcome! Bring your running shoes, water, and good vibes.

Host (3) Joined (21)

Free **Join**

Detailed view for a single event.

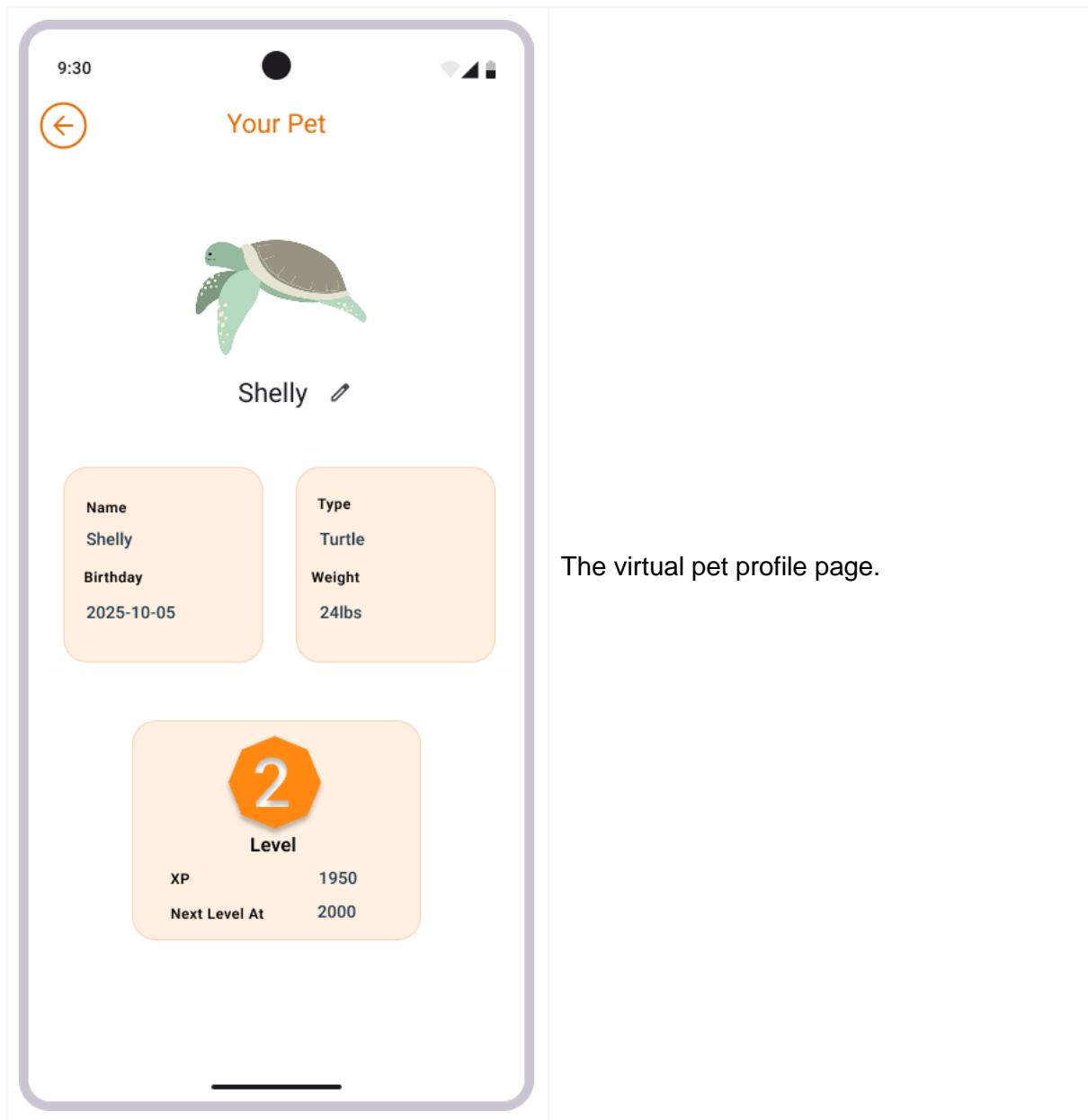


Detailed view for a group.

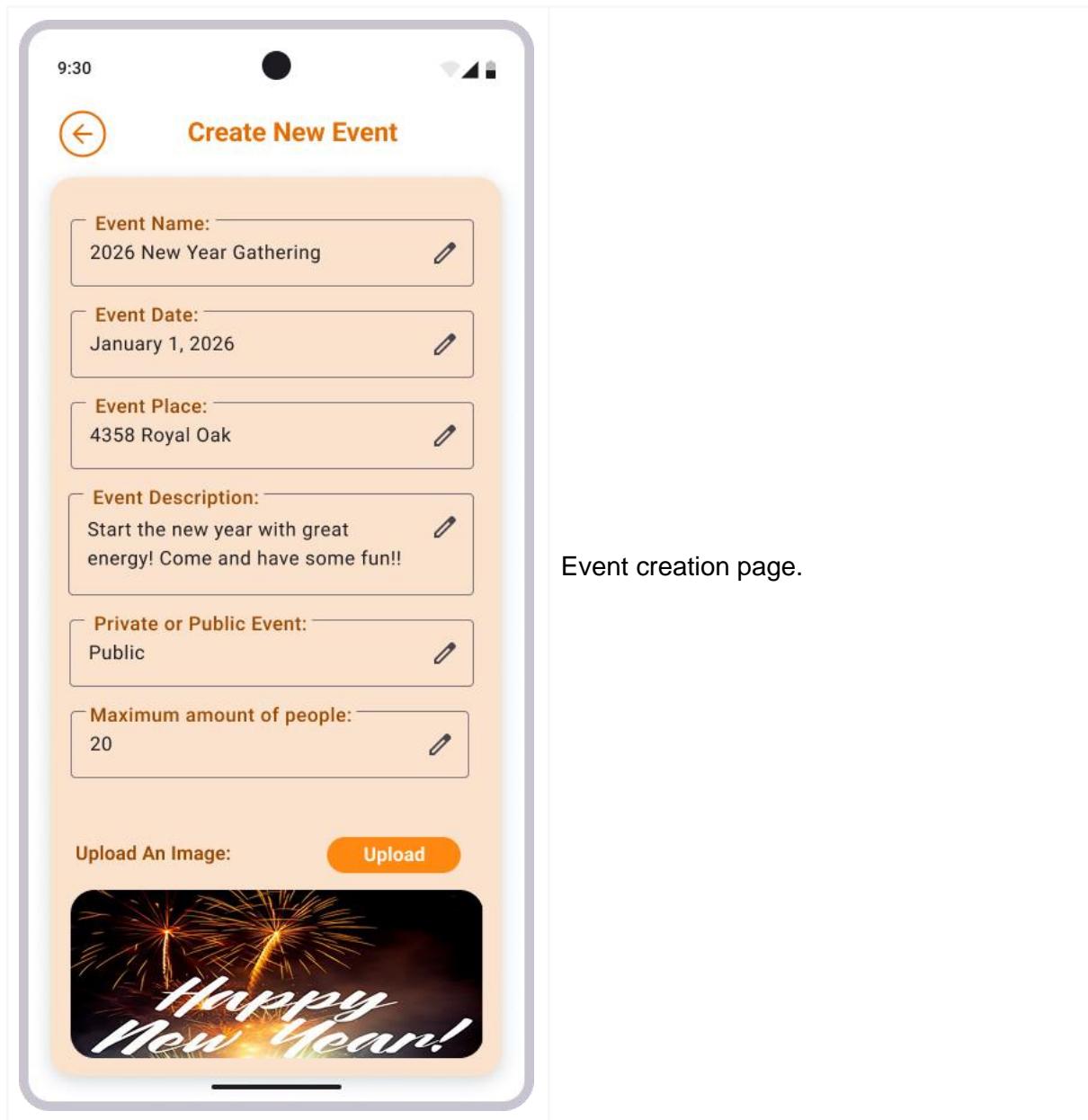
This screenshot displays a grid of events under the "Events" section. It is divided into two columns: "EventGroupUpcomingEvent" and "EventGroupPastEvent".

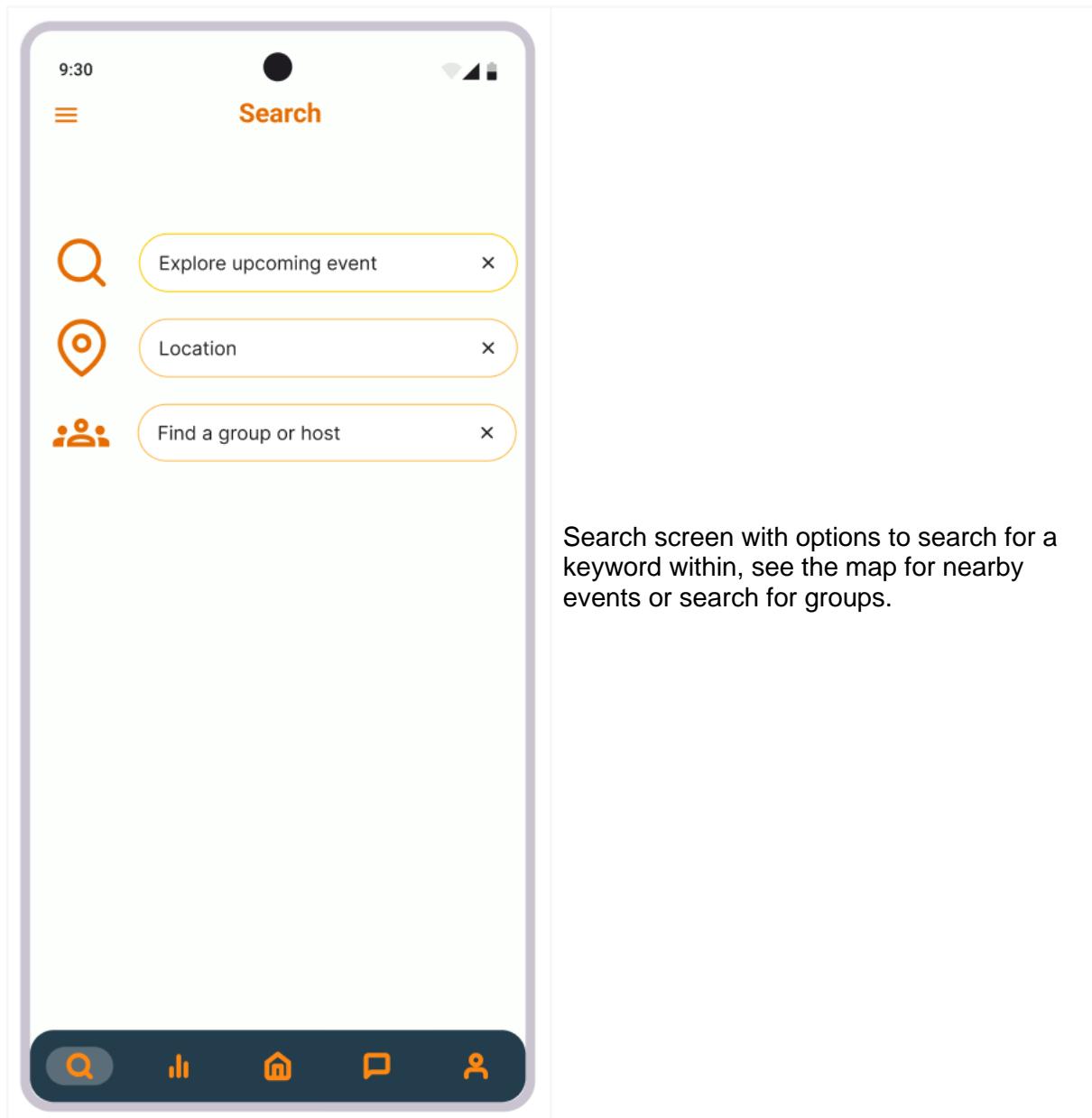
- EventGroupUpcomingEvent:** Contains three cards:
 - Upcoming** (button)
 - Past** (button)
 - Dear Lake Run**
Sunday, November 30, 2025, 9:00 AM
 - Christmas GameJam**
Tuesday, December 23, 2025, 6:00 AM
- EventGroupPastEvent:** Contains three cards:
 - Upcoming** (button)
 - Past** (button)
 - Night Ride Halloween**
Friday, October 31, 2025, 6:00 pM

Upcoming events and past events hosted by the group

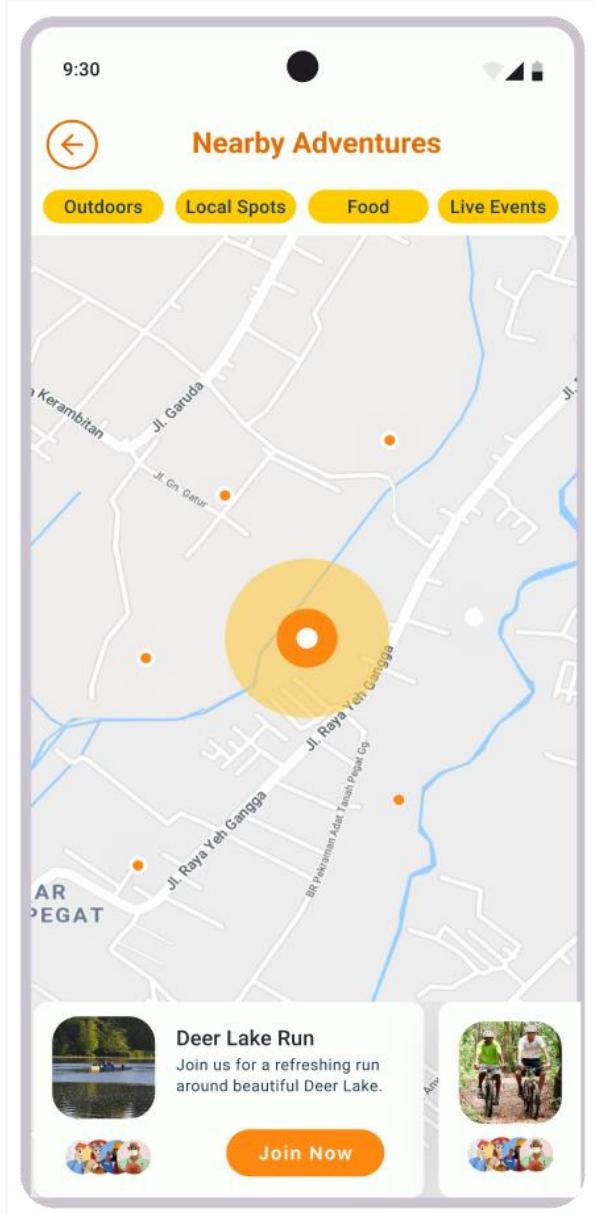


The virtual pet profile page.



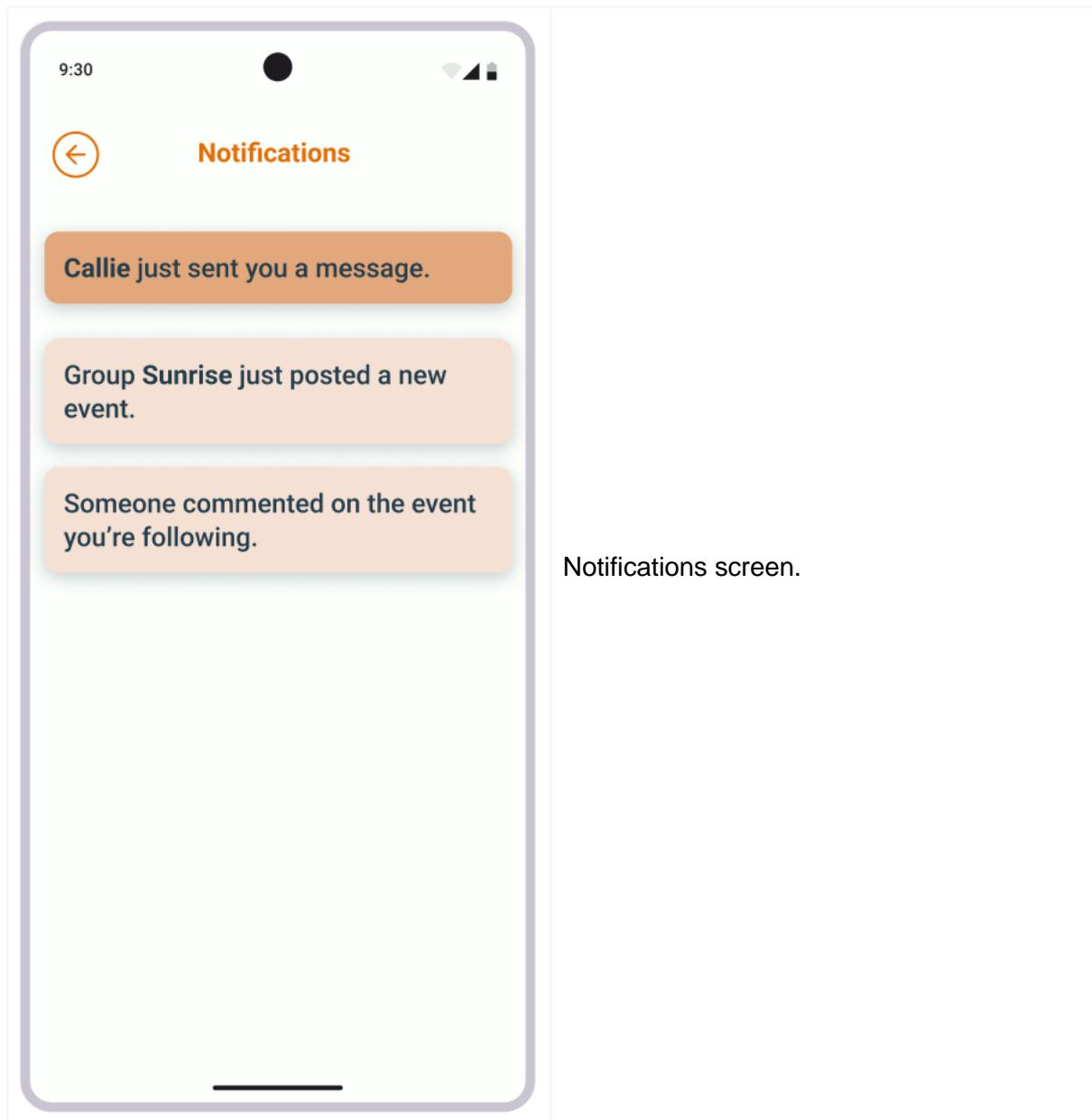


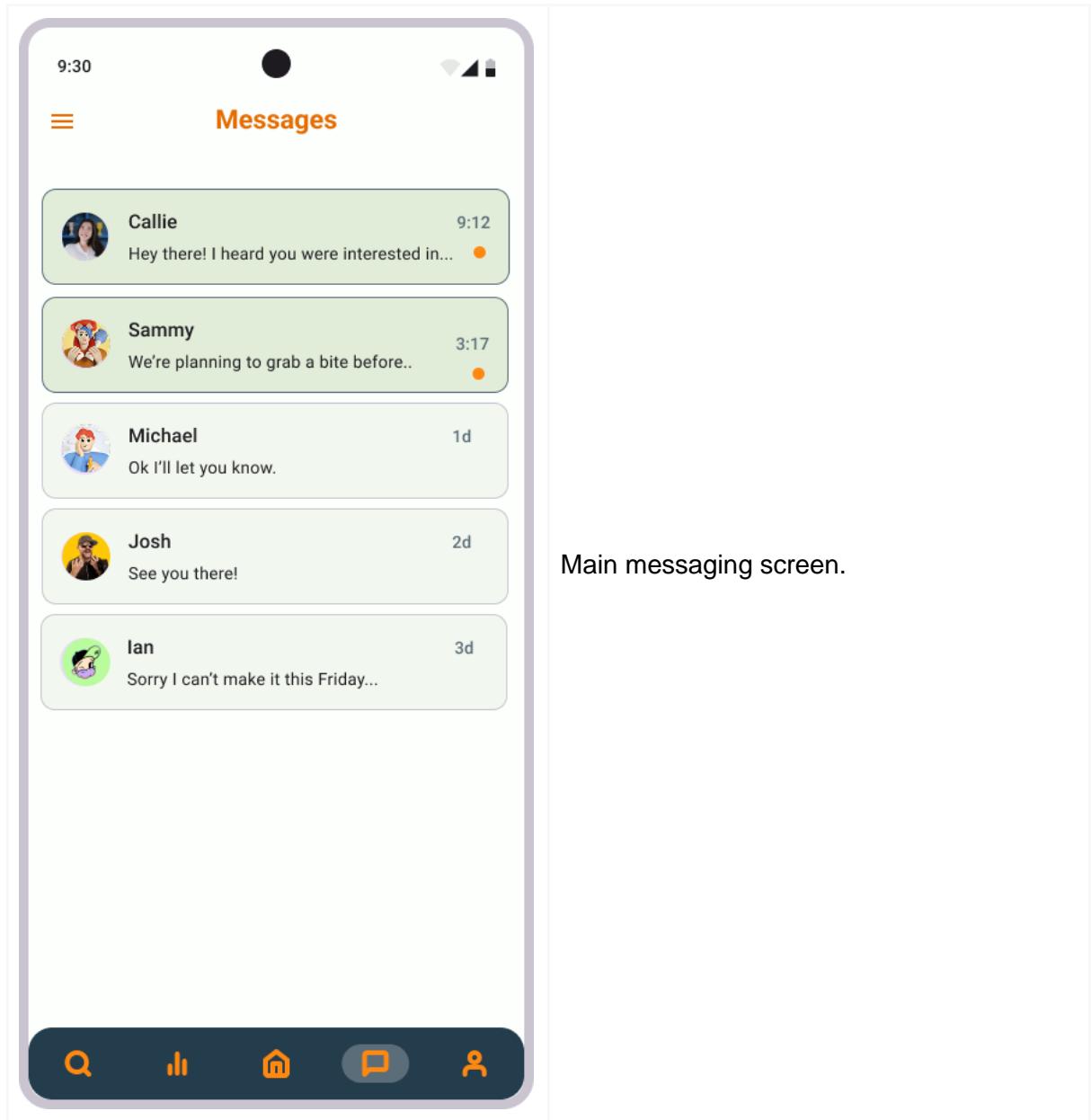
Search screen with options to search for a keyword within, see the map for nearby events or search for groups.

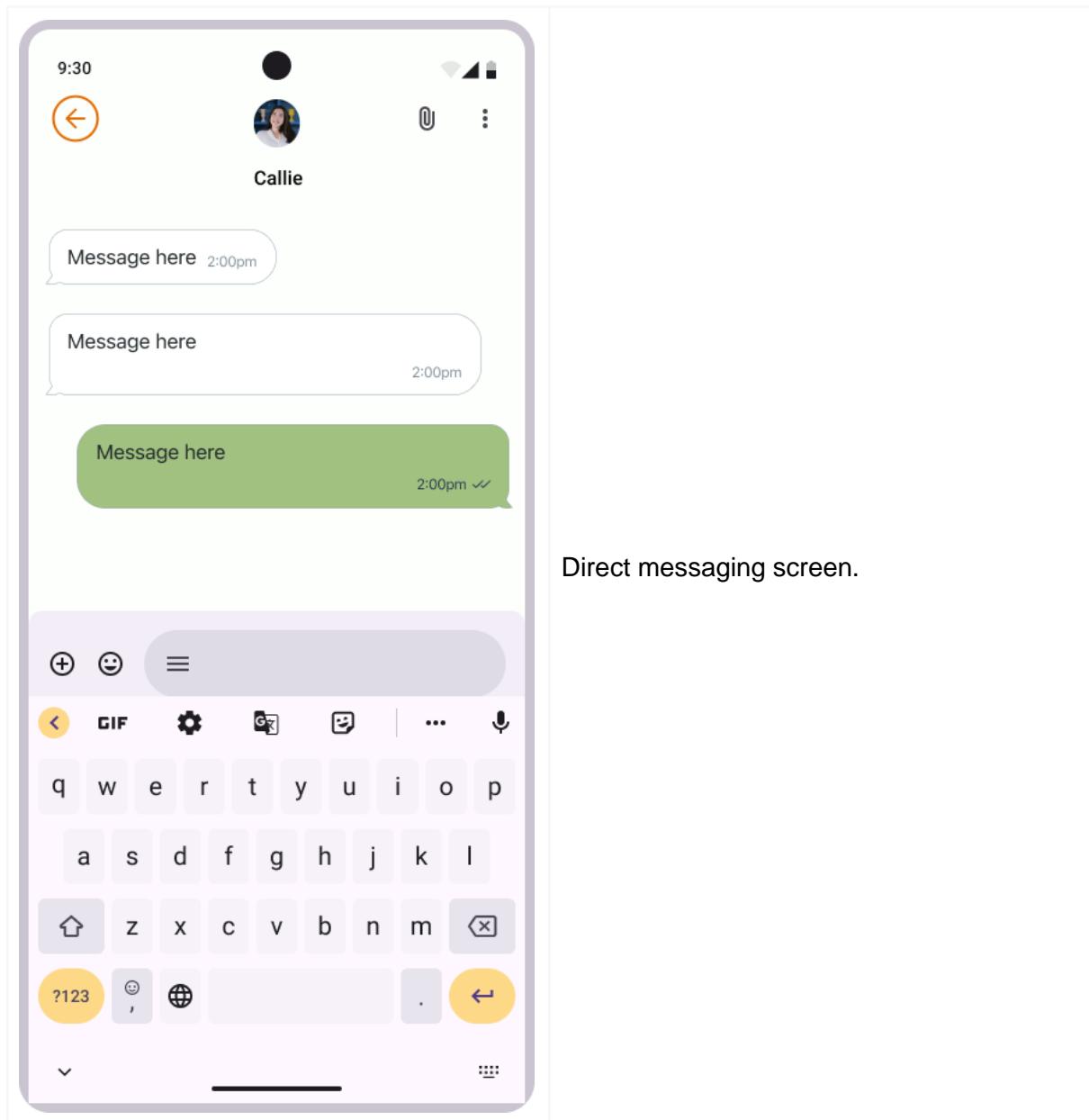


Location-based search option that shows registered events near the user.

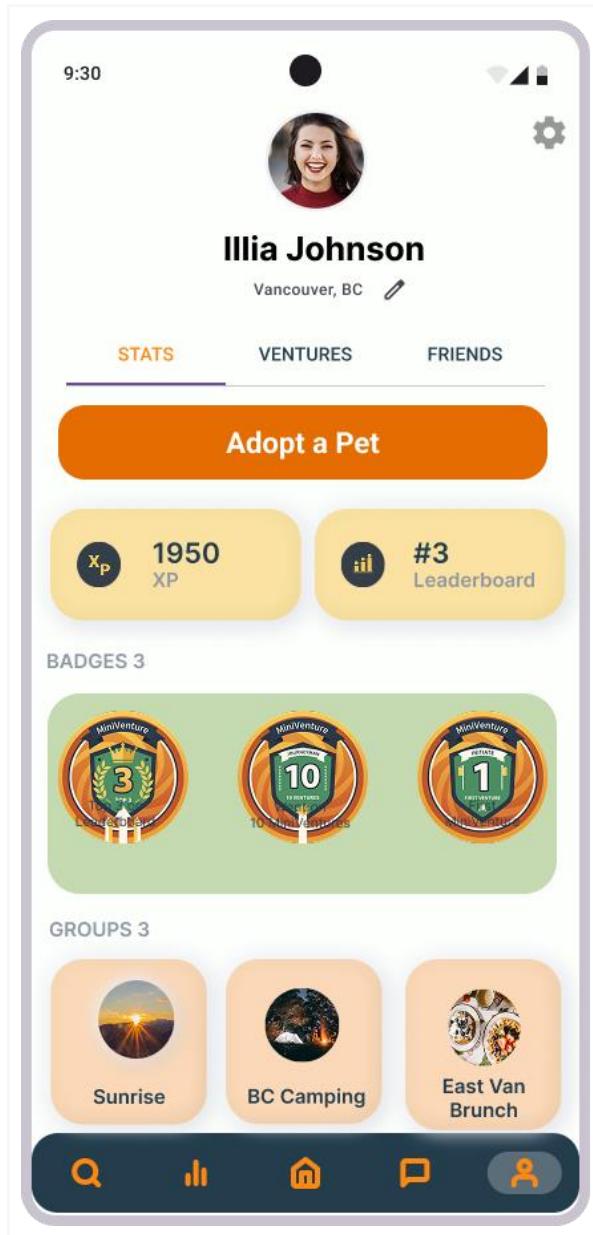
The leaderboard showing users with the highest activity points and the challenges available to the user for gaining more points.







Direct messaging screen.



Profile page / Stats

Includes pet adoption option for the new users, user stats, achievement badges and joined groups.

The screenshot shows a mobile application interface for a user profile. At the top, there is a circular profile picture of a smiling woman, followed by the name "Illia Johnson" and the location "Vancouver, BC". Below the name are three tabs: "STATS", "VENTURES" (which is highlighted in orange), and "FRIENDS". Under the "VENTURES" tab, there are two buttons: "Upcoming" (highlighted in yellow) and "Past".

Upcoming Ventures:

- Dear Lake Run** (Public)
Sunday, November 30, 2025, 9:00 AM
- Victoria's Christmas** (Private)
Tuesday, December 23, 2025, 6:00 AM

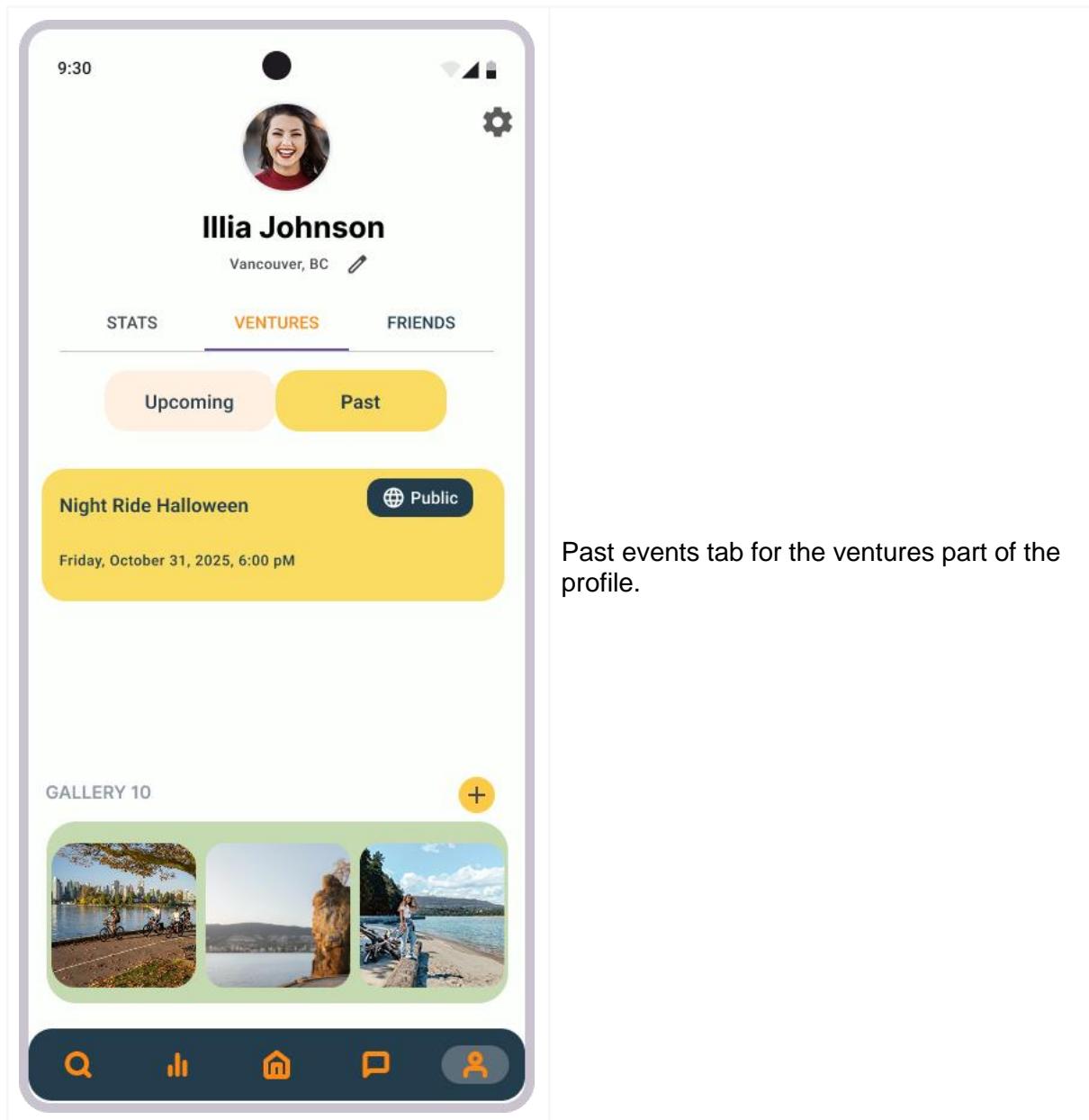
GALLERY 10

Below the gallery title, there are three thumbnail images: a person riding a bike along a path, a large tree trunk on a beach, and a person standing on a beach.

At the bottom of the screen, there is a navigation bar with five icons: a magnifying glass, a bar chart, a house, a speech bubble, and a person icon.

Profile Page / Ventures

Has the users' upcoming and past events (Private ones only visible to the profile owner). Includes the gallery and the option to add more pictures.



Past events tab for the ventures part of the profile.

Illia Johnson

Vancouver, BC

STATS VENTURES FRIENDS

Aiden Clarke Unfollow

Marissa Talbot Unfollow

Jordan Vega Unfollow

Lena Brooks Unfollow

Ellie Freeman Unfollow

Oliver Chen Unfollow

Zara Patel Unfollow

Gertrude Han Unfollow

Q ⚒ 🏠 💬 🙂

Profile Page / Friends

Friend list for the user with the option to unfollow.



Pet adoption selection as accessed from the profile page.

Designer-Based Prototype Evaluation

Mike

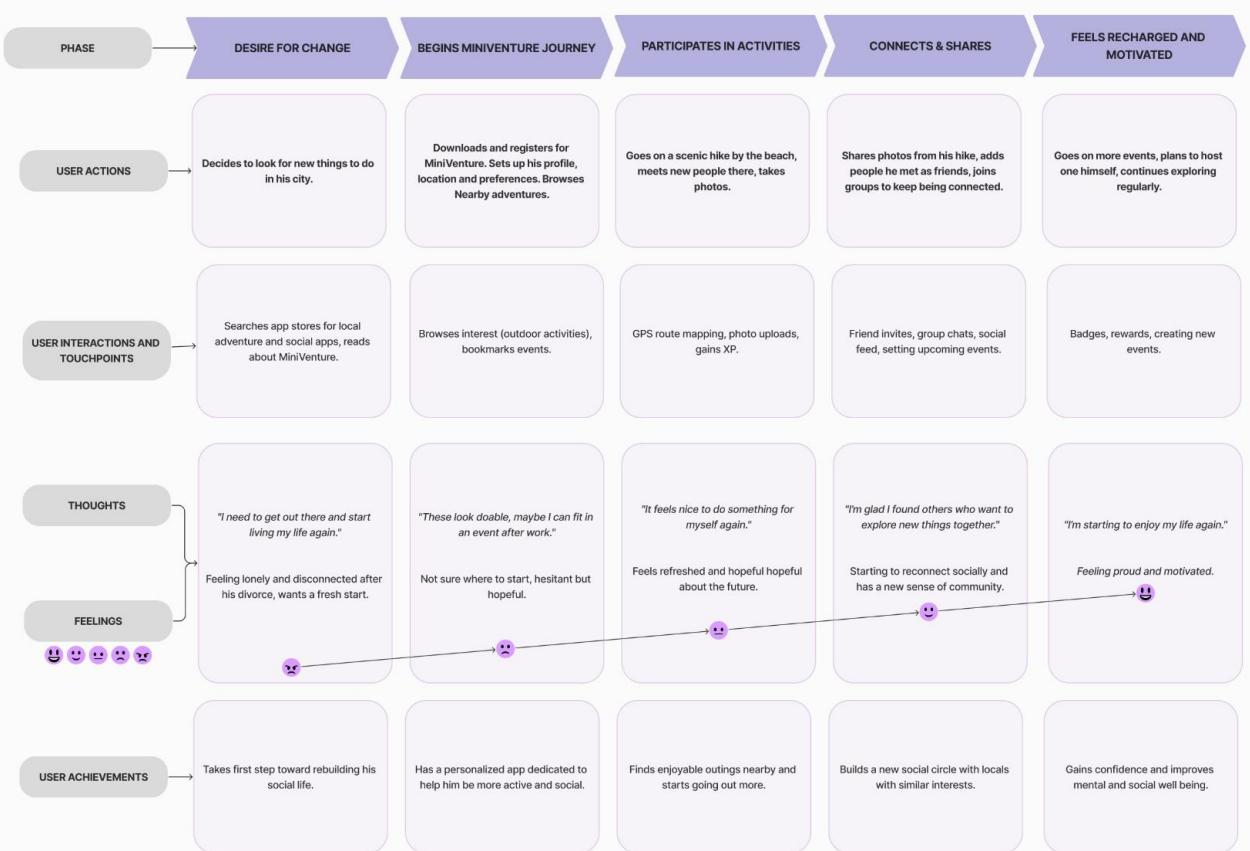
PERSONA



Age 42
Industrial Technician
Vancouver
Recently divorced
Works shift hours

"I need to start enjoying my life."

Scenario
Download MiniVenture to go out more and rebuild his social circle.



	Desire for Change	Begins Miniventure Journey	Participates in Activities	Connects & Shares	Feels Recharged and Motivated
User Actions	Decides to look for new things to do in his city.	Downloads and registers for MiniVenture. Sets up his profile, location and preferences. Browses Nearby adventures.	Goes on a scenic hike by the beach, meets new people there, takes photos.	Shares photos from his hike, adds people he met as friends, joins groups to keep being connected.	Goes on more events, plans to host one himself, continues exploring regularly.
User Interactions and Touchpoints	Searches app stores for local adventure and social apps, reads about MiniVenture.	Browses interest (outdoor activities), bookmarks events.	GPS route mapping, photo uploads, gains XP.	Friend invites, group chats, social feed, setting upcoming events.	Badges, rewards, creating new events.
Thoughts and Feelings	"I need to get out there and start living my life again." Feeling lonely and disconnected after his divorce, wants a fresh start.	"These look doable, maybe I can fit in an event after work." Not sure where to start, hesitant but hopeful.	"It feels nice to do something for myself again." Feels refreshed and hopeful about the future.	"I'm glad I found others who want to explore new things together." Starting to reconnect socially and has a new sense of community.	"I'm starting to enjoy my life again." Feeling proud and motivated.
User Achievements	Takes first step toward rebuilding his social life.	Has a personalized app dedicated to help him be more active and social.	Finds enjoyable outings nearby and starts going out more.	Builds a new social circle with locals with similar interests.	Gains confidence and improves mental and social well being.

User-Based Prototype Evaluation

Purpose / Objectives

- Assess user experience and overall satisfaction
- Evaluate the feasibility of the app's central idea
- Identify most valuable or memorable features
- Identify parts that could be problematic or cause confusion
- Evaluate motivational impact
- Understand feature priority
- Collect improvement suggestions
- Determine the likelihood of adoption

User Study and User Sample

A survey-based user study was chosen to collect quantitative and qualitative data on prototype evaluation. A survey is a quick and efficient way to gather insights from a wide range within a short timeframe.

The survey targets a wide range of audience from the general public with no restriction on age or profession. It incorporates dual perspectives, as participants include both students and working individuals, offering a diverse range of viewpoints. The survey was shared among Douglas students as well as individuals from various fields and age group.

Draft of User Study Survey

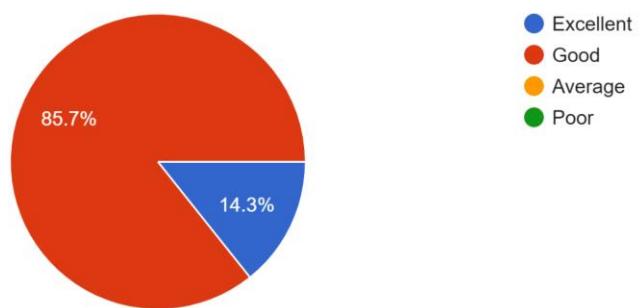
See Appendix.

Data Visualization and Analysis

Seven individuals were asked to experience the prototype, after which a survey was given to each of them to collect their insights and suggestions on the prototype. Most of them had good experience with the MiniVenture prototype (85.7%). All of them were positive about the idea of having a virtual pet to accompany on their event journey (Very enjoyable and Somewhat enjoyable) and they all clearly understood the purpose of MiniVenture (Very Clear and Clear). They all found the Search/Discovery function useful. Only one user found the EventCreation function useful (14.3%). Close to half of the individuals found Challenge / Leaderboard, Virtual Pet, and Sharing function useful (42.9%). 28.6% of individuals found Messaging and Profile functions useful.

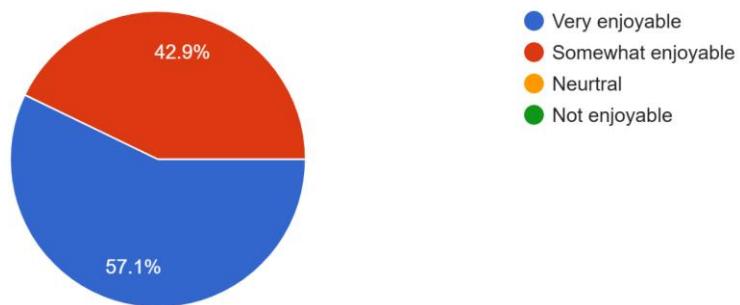
1. How would you rate your overall experience with MiniVenture?

7 responses

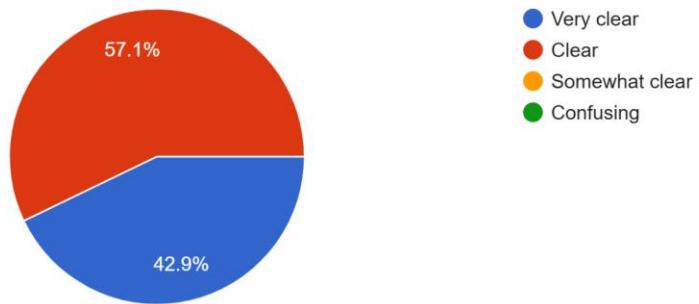


How enjoyable was the concept of combining real-world adventures with a virtual pet?

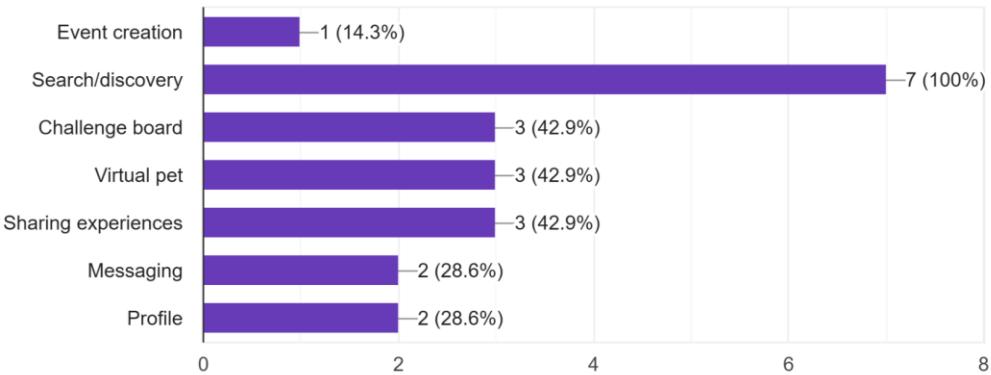
7 responses



After experiencing the prototype, how clearly do you understand the purpose of MiniVenture?
7 responses



Which features stood out as the most useful? (Multiple)
7 responses



Open Ended Questions

Overall, users found virtual pet, search function, event detail functions memorable, as well as the sharing function. Users enjoy gamification function, but the system must be transparent and low-pressure. In addition, navigation between screens should be simple and intuitive. MiniVenture would motivate them to pursue real-world adventure. They enjoyed the sense of satisfaction of fulfilling their goals, meeting new people, and discovering new activities. Many found the idea of joining nearby real-world events inspirational. Suggestions were given to improve the prototype design. Some of the proposed changes could be implemented quickly, while others may require some development time. While some individuals enjoyed task-based achievement, others were more comfortable with relaxing exploration experience.

What part of MiniVenture felt most appealing or memorable?

7 responses

Leaderboard

Virtual pet design is really cute. I like that it can grow as I go on adventure.

Event creation and the events

group events

Map view in the search

finding events near you

Sharing

What parts of MiniVenture felt confusing, unnecessary, or frustrating?

7 responses

Messaging feel less important

None

How challenges connect to pet growth

nothing

Virtual pet. I just want to relax and have fun.

going between events and groups

Leaderboard

Does the app concept motivate you to try real-world adventures? Why or why not?

7 responses

Yes. I like set goals for myself. It motivates me to be active.

Yes. I like to go outside and to see what other people are hosting gives me inspiration.

Yes. If there is a place I want to go but don't want go alone I could find companions.

i like trying new things so yes

Yes. Can find small, achievable, and local activities.

Yes i would try the events shown on the app

Yes. I like getting out of the house, and be with others.

What improvements would you make to the prototype's design?

7 responses

Per customization, more option

Custom design pet

Add estimated time for each event

i'd add an option to share photos from events

Allow sharing to be quick and direct

i'd add more variety of events

Larger icon and texts

What was your favorite part of the app prototype?

7 responses

Leaderboard, know that I'm progressing

Social.

Discover things I wouldn't normally look for

that it has challenges

The real life pictures for each event can capture attention and makes the event looks interesting

achievements and points from events

Seeing what others have done. Share my experience

What was your least favorite part?

7 responses

None

Participate in challenges.

None

navigation could be better

The pressure of leader board

home page

Challenge board feels like work

Would you use this app if it were fully developed? Why or why not?

7 responses

Yes. Finishing goals have a sense of accomplishments

Yes. I could keep track of my journey.

Yes. It could help me find interesting real world experience

yes the idea is good, i'd use it if it was fully developed and had some more content

Yes. A great way to find something to release pressure

yes i would try it

Yes. I can find simple activities and meet people.

Insights

- Gentle gamification
- Optional challenges and leaderboard are less stressful
- Transparent and intuitive mechanics
- Accessible and clear UI and navigation
- Sharing of photos, videos of adventures could be inspiring to others
- Search and discovery are important

Changes to Design Based on Prototype Evaluation

Changes made after the feedback

- Add the estimated time to the event page
- User can select different virtual pets
- User can upload photos and videos from their profile page
- Larger icon and text size
- Main page reconstructed to show different sections with carousels
- Gallery part and option to add more pictures added to the profile page
- Added details to virtual pet

Changes not made after the feedback

- More variety of events

Conclusion

In conclusion, the MiniVenture project follows human-centered, iterative design process principles to create a meaningful and engaging app that can be enjoyed by a variety of people. Through surveys and persona development, we have gained insight into users' motivations and concerns. This process has shaped the features and elements that were put as requirements for our app. Design patterns were envisioned to fit with the overall feeling of exploration and liveliness while avoiding being overstimulating.

The prototype wireframe was developed iteratively, keeping user expectations in mind, and was improved upon according to the results of the prototype evaluation survey.

Overall, Miniventure demonstrates a feasible and compelling app for encouraging people to explore their city, build new communities, and lead more active social lives. Further work can be done by expanding the prototype to showcase more features, incorporating a broader library of events, and testing again with a broader audience.

AI Use Section

AI Tool Name	Version, Account Type	Specific feature for which the AI tool was used	Value addition
ChatGPT	GPT-5 Mini, Free	<ul style="list-style-type: none">- Analyze and interpret the survey- Calculate average and median- Suggest wordings (Appendix)	<ul style="list-style-type: none">- Summarize a large amount of data in a short amount of time- Help focus on the key point right away
ChatGPT	GPT-5 Free	Fine-tuning some of the user personas (Appendix)	A few of the relevant points were picked and added from the response
Gemini Nano Banana	Gemini 2.5 Flash Image, Free	Creating the app logo (Appendix)	Selected the best option from different prompts
Gemini Nano Banana	Gemini 2.5 Flash Image, Free	Creating achievement badges	Fine-tuned the specifications needed.

References

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8. Figma Community, Template for user journey map (<https://www.figma.com/community/file/1347125946063917139>)
9. Figma Community, Template for moodboard (<https://www.figma.com/community/file/1131376207791531885>)
10. How to Swap Icons in Figma.
<https://www.youtube.com/watch?v=nbBx8vgMpYA&t=256s>. Accessed on November 14, 2025
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14. Tab navigation in Figma. <https://www.youtube.com/watch?v=Z2agbDaKaQc> .
Accessed on November 16, 2025

Work Logs

Student Name: Yi-Lin Lin

Date	Number of Hours	Description of Work Done
Sep 24, 2025	1	App ideas for presentation
Sep 30, 2025	0.5	App concept
Oct 2, 2025	1	Brainstorm on app features
Oct 3, 2025	2	Research on competitor and inspiration
Oct 4, 2025	4	Compose the draft for proposal
Oct 11, 2025	2	Draft for survey
Oct 15, 2025	0.5	Finalize the survey
Oct 28, 2025	0.5	Distribute the survey
Oct 31, 2025	1	Create personas
Nov 1, 2025	3	Draft requirement document
Nov 2, 2025	3	Draft requirement document
Nov 6, 2025	4	Figma research and protocol
Nov 7, 2025	3	Figma research and protocol
Nov 8, 2025	3	Figma research and protocol
Nov 9, 2025	3	Figma research and protocol
Nov 13, 2025	3	Figma research and protocol
Nov 14, 2025	3	Figma research and protocol
Nov 15, 2025	3	Figma research and protocol
Nov 16, 2025	3	Figma protocol, User study survey draft

Nov 20, 2025	2	Figma protocol, User study survey distribution
Nov 25, 2025	2	Final report draft, Figma protocol
Nov 26, 2025	3	Final report draft, Figma protocol
Nov 27, 2025	4	Final report draft, Figma protocol

Student Name: Chidem Sabuncu

Date	Number of Hours	Description of Work Done
Sep 24, 2025	1	Working on app ideas
Sep 30, 2025	3	App concept and initial repo setup
Oct 2, 2025	1	Brainstorm on app features
Oct 4, 2025	1	Proposal review
Oct 10, 2025	3	Drafted requirements gathering survey
Oct 15, 2025	2	Finalize survey
Oct 24, 2025	0.5	Put survey on Google Forms
Oct 26, 2025	0.5	Publish survey and distribute to people
Oct 29, 2025	2	Check survey results and get charts
Oct 30, 2025	3	Work on survey insights, create personas, work on requirements document draft
Nov 1, 2025	1	Work on requirement document
Nov 2, 2025	2	Work on requirement document
Nov 5, 2025	3	Working on Figma basics

Nov 8, 2025	2	Learning Figma tools
Nov 9, 2025	4	Making moodboard, Designing on Figma
Nov 12, 2025	3	Figma research and design
Nov 14, 2025	2	Prototyping on Figma
Nov 15, 2025	5	Prototyping on Figma
Nov 16, 2025	3	Prototyping on Figma
Nov 19, 2025	1	User journey mapping
Nov 20, 2025	3	Working on prototype
Nov 22, 2025	3	Final report draft, prototype adjustments
Nov 23, 2025	2	Final Report, prototype adjustments
Nov 25, 2025	3	Final Report, prototype adjustments
Nov 26, 2025	3	Final Report, prototype adjustments
Nov 27, 2025	4	Final Report, prototype adjustments

Appendix

User Study Survey (Requirements gathering)

1. What is your age group?

<18

18-24

25-34

35-44

45-54

55+

2. What is your gender?

Female

Male

Non-Binary

Prefer not to say

3. What is the main mode of transportation you use daily?

Personal vehicle

Public transit

Cycling

Walking

4. How often do you engage in outdoor activities (walking, hiking, biking etc.)?

Daily

Several times a week

Once a week

Occasionally

Rarely

5. Do you prefer solo or group activities when you go outside?

Solo

Group

No preference / both

6. How likely are you to attend or host group activities with your friends?

Very likely

1 2 3 4 5

Not likely at all

7. How likely are you to attend or host group activities with strangers? *

Very Likely

1 2 3 4 5

Not likely at all

8. What usually motivates you to go outdoors?

Tick all that apply.

Exercise or fitness

Relaxation or stress relief

Socializing with friends

Exploring new places

Other:

9. What types of activities would you like to attend most?

Tick all that apply.

Hikes / nature walks

Concerts or live performances

Local seasonal events and festivals

Trying new restaurants or cafes

Galleries, art shows, creative workshops

Day trips or short getaways

Adventure sports (kayaking, rock climbing)

10. How do you usually discover new activities or locations?

Tick all that apply.

Friends or social media

Online search (ex. Google)

Apps such as Meetup

Local events / posters / Heard from others

I usually go to familiar places

11. How often do you take photos or videos during your outdoor activities?

Always

1 2 3 4 5

Never

12. How often do you share your outdoor experiences on social media?

Often

1 2 3 4 5

Never

13. How appealing do you find the idea of having a virtual pet that grows as you go out more?

Very appealing

1 2 3 4 5

Not appealing at all

14. What kinds of rewards would motivate you to use an adventure app regularly?

Tick all that apply.

Badges or achievements

Virtual pet items or levels

Social recognition (leader boards, followers)

Real-world rewards (discounts, exclusive invites)

Other:

15. How often do you use outdoor adventure apps? (AllTrails etc.)

Always

1 2 3 4 5

Never

16. Please check the ones you use:

Tick all that apply.

AllTrails

Strava

Komoot

Gaia GPS

Other:

17. How often do you use travel planning and review apps? (TripAdvisor etc.) *

Always

1 2 3 4 5

Never

18. Please check the ones you use:

Tick all that apply.

GoogleMaps

Yelp

TripAdvisor

Wanderlog

Booking.com

Other:

19. How often do you use social connection apps? (MeetUp etc.)

Always

1 2 3 4 5

Never

20. Please check the ones you use:

Tick all that apply.

MeetUp

EventBrite

TimeLeft

Bumble BFF

Hoop

Other:

21. Is there anything else you'd like to share that would help us build a better outdoor adventure app for you?

22. What concerns or hesitations might you have about using an adventure-based app?

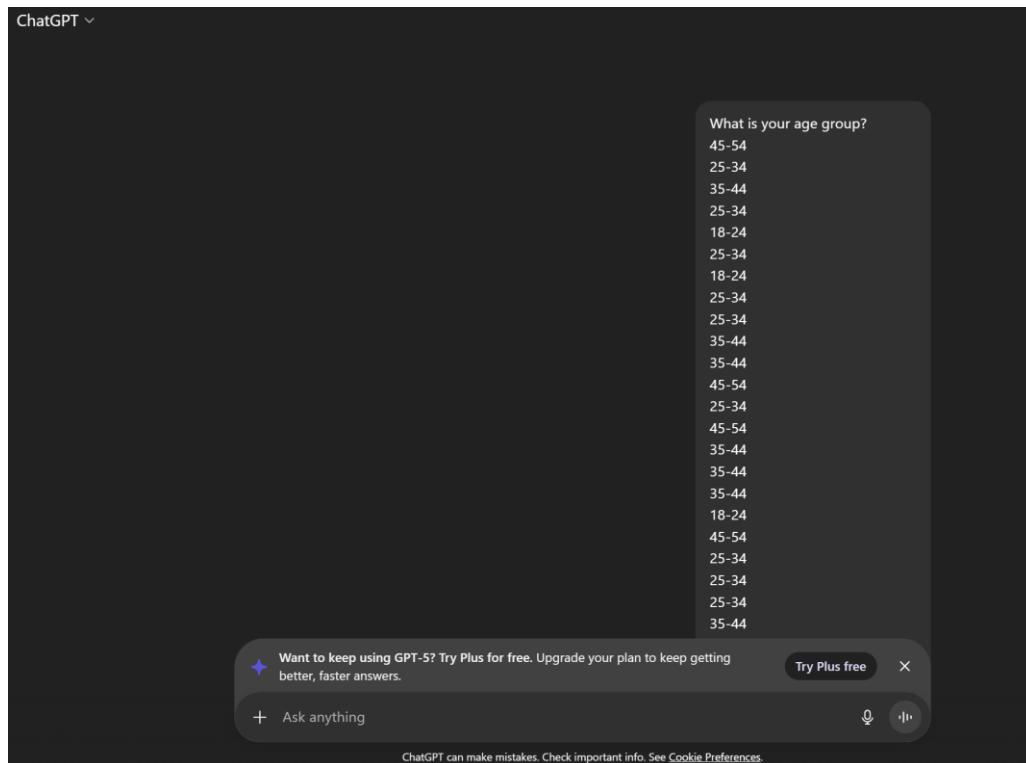
User Study Survey (Prototype evaluation)

1. How would you rate your overall experience with MiniVenture?
 - a. Excellent
 - b. Good
 - c. Average
 - d. Poor
2. How enjoyable was the concept of combining real-world adventures with a virtual pet?
 - a. Very enjoyable
 - b. Somewhat enjoyable
 - c. Neutral
 - d. Not enjoyable
3. What part of the app felt most appealing or memorable?
4. What parts felt confusing, unnecessary, or frustrating?
5. After experiencing the prototype, how clearly do you understand the purpose of MiniVenture?
 - a. Very clear
 - b. Clear
 - c. Somewhat clear
 - d. Confusing

6. Which features stood out as the most useful?
 - a. Event creation
 - b. Search/discovery
 - c. Challenge board
 - d. Virtual pet
 - e. Sharing experiences
 - f. Messaging
 - g. Profile
7. Does the app concept motivate you to try real-world adventures? Why or why not?
8. What improvements would you make to the prototype's design?
9. What was your favorite part of the app prototype?
10. What was your least favorite part?
11. Would you use this app if it were fully developed? Why or why not?

AI Prompts

<https://chatgpt.com/share/6907cbbb-2514-800e-92f6-ae7c1284d838>



ChatGPT ▾

Good — you've got categorical (ordinal) survey data here. Let's go step-by-step on how to analyze it.

1. Count the frequency of each age group

Since each entry represents one respondent's age group, you can tally how many times each appears.

Example counts from your data (I'll count them):

Age Group	Frequency
18-24	3
25-34	14
35-44	7
45-54	4

Total respondents: 28

2. Calculate percentages

This gives a sense of distribution.

Age Group	Frequency	Percentage
18-24	3	10.7%

Want to keep using GPT-5? Try Plus for free. Upgrade your plan to keep getting better, faster answers. [Try Plus free](#) X

+ Ask anything Q | |

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).

https://chatgpt.com/s/t_6907f1d9d1e081918e38c9a09a2a0caf

F25_3375_S1_G6_MiniVenture_Pro...
Document

Given the attached app idea, can you help me add a few more details to the user personas I detailed below:

Persona 1: Mike
 Age 42
 Recently divorced
 Kids not staying with him
 Works shift hours

Mike recently got a divorce, which had a huge impact on his social life.
 He has a lot more free time on his hands since his kids are no longer staying with him and needs distractions.
 He used to hang out with his wife's friends and now he feels isolated.
 He's always down to try new places and activities.
 He doesn't do any sports and rarely go to the gym.
 He enjoys an occasional stroll in the park.

Persona 2: Lina
 Age 23
 Exchange student
 Loves outdoor activities
 Has lots of free time

Persona 1: Mike

Age: 42

Occupation: Industrial technician (rotating shifts)

Status: Recently divorced, kids live with his ex-wife

Background & Situation:

Mike's recent divorce has reshaped his social circle and daily routine. He's adjusting to having more time alone and wants to fill his evenings or days off with something engaging. His irregular shift schedule makes it hard to commit to regular group hobbies or fitness classes.

Personality & Motivations:

- Outgoing but currently disconnected — misses social interaction.
- Curious and open to new experiences.
- Enjoys light outdoor activities like walking but isn't particularly athletic.
- Loves the idea of exploring new restaurants, local events, or scenic spots.
- Finds purpose and comfort in routine-based apps (e.g., tracking progress, caring for something).

Goals:

- Rebuild his social network and meet new people in casual, pressure-free settings.
- Find motivation to be more active without feeling like he's "exercising."
- Add structure and small rewards to his free time (through the virtual pet or app challenges).

Frustrations:



- Feels awkward joining social events alone.

Create a minimalistic app logo for a...     

Create a minimalistic app logo for an app called MiniVenture, a social app for city exploration and hosting events. the logo should feature the app name on the bottom and a clean iconic representation of a small journey or exploration above it, using a modern sans-serif typeface. The icon should be circular and centered above the app name, in the brand color #FF8811. Complementary colors you can use in the logo are #233D4D and #FCCA46. The logo should have a transparent background and be provided in vector format (svg) for scalability. The app name should be in the main brand color, solid.

Nov 12, 2025

Let me help you create that minimalistic app logo for MiniVenture!

I'll create a minimalistic app logo for MiniVenture with your specified requirements. Let me generate this directly for you.

The image shows a digital workspace for creating an app logo. At the top, there's a text input field with the placeholder "Create a minimalistic app logo for a...". To the right of the input are several icons: a plus sign, a circular arrow, a double arrow, a square, and a cross. Below the input field, the text "Gemini nano banana" is followed by "MiniVenture" and its Chinese translation. The main logo consists of a dark blue circle with a thin black outline. Inside the circle is an orange compass rose pointing upwards, with a small yellow dot at its center. The background is a light gray checkerboard pattern. At the bottom, the word "MiniVenture" is written in a bold, red, sans-serif font. In the bottom right corner, there's a small icon of a downward-pointing arrow inside a square.

Create three round achievement badges for an adventure app called MiniVenture for the following achievements: "Top 3 on leaderboard" "Went on 10 MiniVentures" and "First MiniVenture". The round icons don't need to have all the words on them. You can mainly use color like #FF8811, #A1C181; #233D4D for dark accents and #FCCA46 for light accents. The style should be 2d. Also create 2 small minimalistic round icons for 'XP' and 'Leaderboard' buttons.

- ◆ Here are your achievement badges and minimalistic icons for the MiniVenture app:

Achievement Badges:

"Top 3 on leaderboard"





Small minimalistic round icons:

'XP'



Describe your image



+ ° 🔍 ⚡ Image X

Fast v 🎤

Gemini can make mistakes, so double-check it