

Problem Space

- Exploring Indianapolis is challenging due to scattered resources. Visitors and locals need a centralized system for personalized itineraries, real-time planning, and local discovery through social content.

What users want?

- Users want authentic, local recommendations, not just tourist spots
- Navigation pain points include confusing landmarks and lack of real-time info.
- Users prefer a blend of physical interaction and mobile continuity.

What we made!

- Custom Itineraries: Auto-generates personalized plans with a to-do list based on user preferences.
- Unlock local deals, especially for out-of-state visitors.
- Instantly transfer plans both ways using QR codes.
- Curates user-generated content like reels and posts tagged with #CircleCityLive.

Meet the users



Jordan-Local Explorer

Purposeful local wants quick, low-effort tools for discovering new city spots.



David-First Timer

First-time visitor wants easy, local tips and safe travel help.



Jay-Day Trip Traveller

Spontaneous explorer needs smoother navigation and easy-to-follow city guidance.

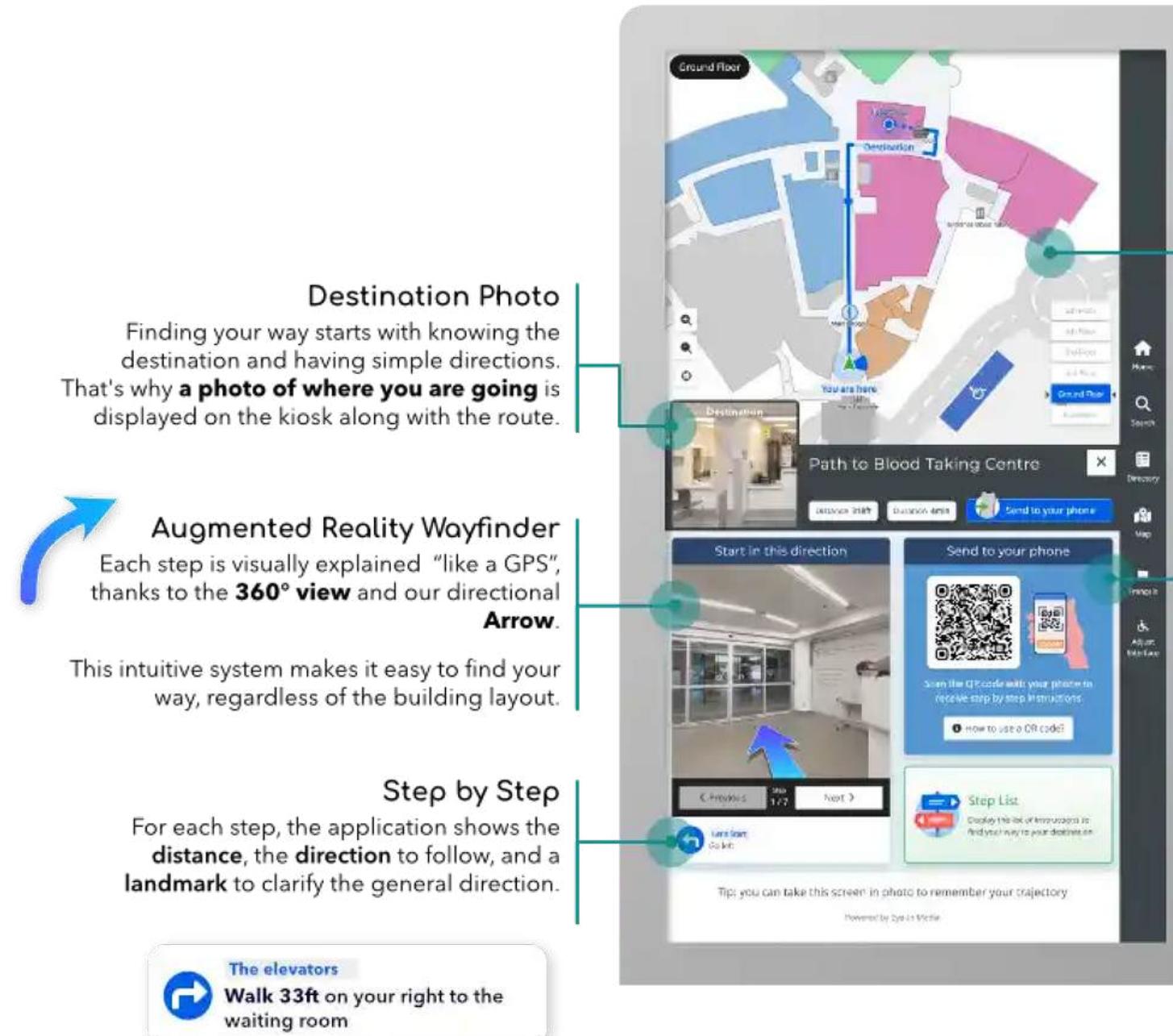
CONTENT

- 01. Exemplars
- 02. Key UI Elements
- 03. User Story
- 04. Design Plan
- 05. Ideation and testing

01

Exemplars

Exemplar 01



Destination Photo
Finding your way starts with knowing the destination and having simple directions. That's why **a photo of where you are going** is displayed on the kiosk along with the route.

Augmented Reality Wayfinder
Each step is visually explained "like a GPS", thanks to the **360° view** and our directional **Arrow**. This intuitive system makes it easy to find your way, regardless of the building layout.

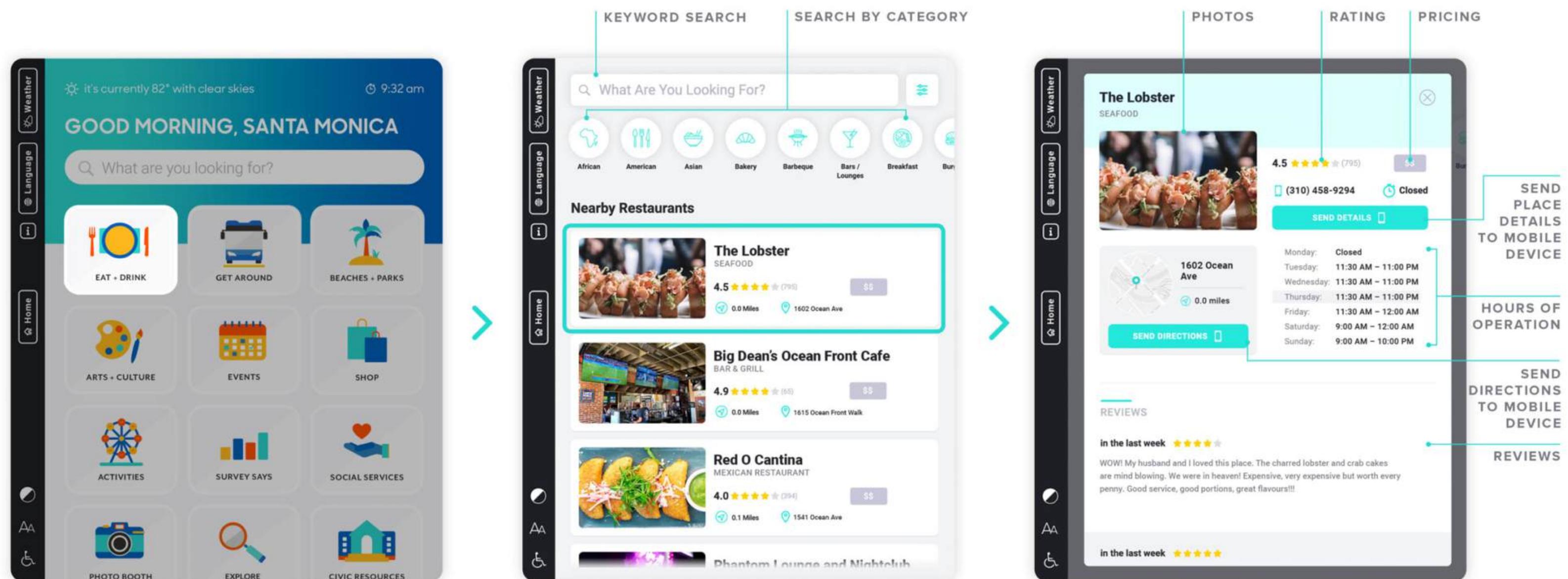
Step by Step
For each step, the application shows the **distance**, the **direction** to follow, and a **landmark** to clarify the general direction.

Interactive Maps
Your maps are transformed into a user-friendly format, that highlights the essentials to **simplify navigation**. We display the most direct route with an animation that clearly shows the path from start to finish.

QR Code and SMS
The application is not only available on the kiosk but also **accessible on mobile devices** and online. Users can receive the route and instructions on their phone by scanning the **QR code** or receive them by **SMS**.

Seamlessly Integrates with Your Existing Systems
You can go further and integrate our Wayfinder into your other systems, enabling you to **consistently provide the best route** at every digital interaction with your patients, visitors, or suppliers.
Integrating our Wayfinder to your appointment reminder system is simple and just a link away!

Exemplar 02



Exemplar 02- Carplay



Points of Interest displayed on the map with an explanation in the left panel allows for an immersive view.

Exemplar 03- Existing Maps

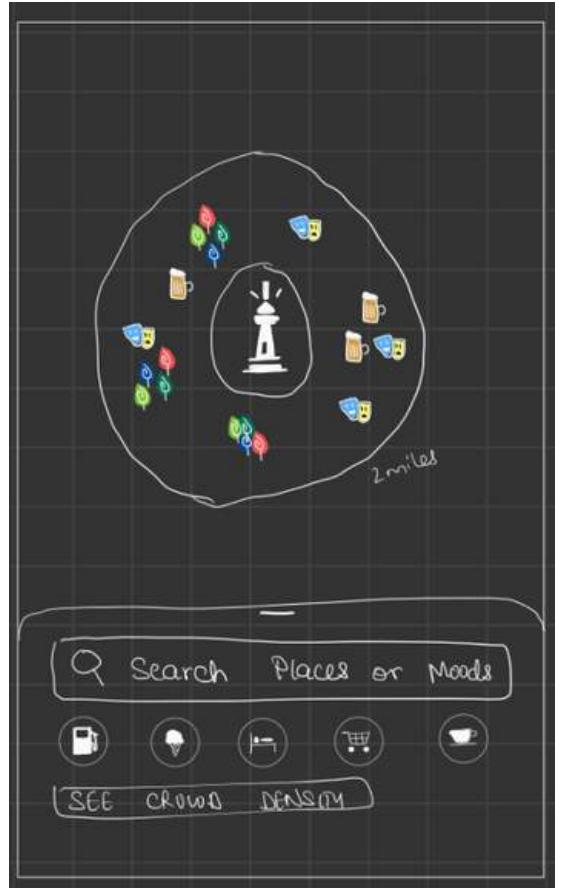


We explored how local maps and information systems we designed in the downtown area

02

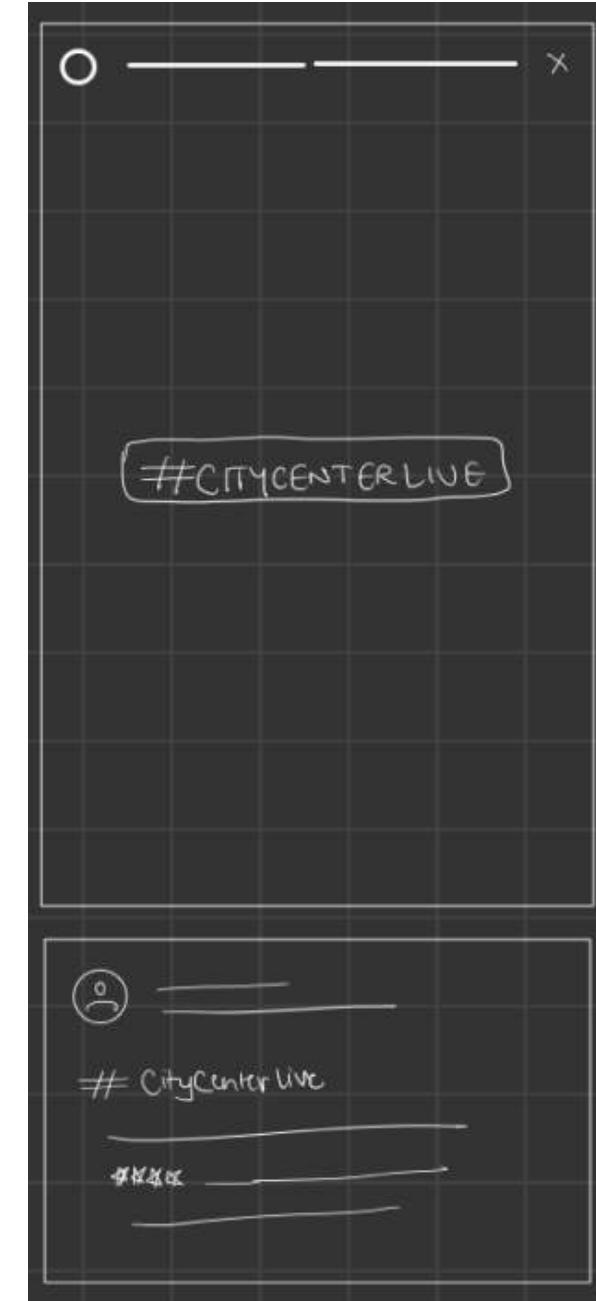
Key UI Elements

Sketching UI Elements



While a map is important on a kiosk for the user to understand their surrounding, it is important to recognise that the user comes to the kiosk to seek context for their location with actionable insights into what they can do next.

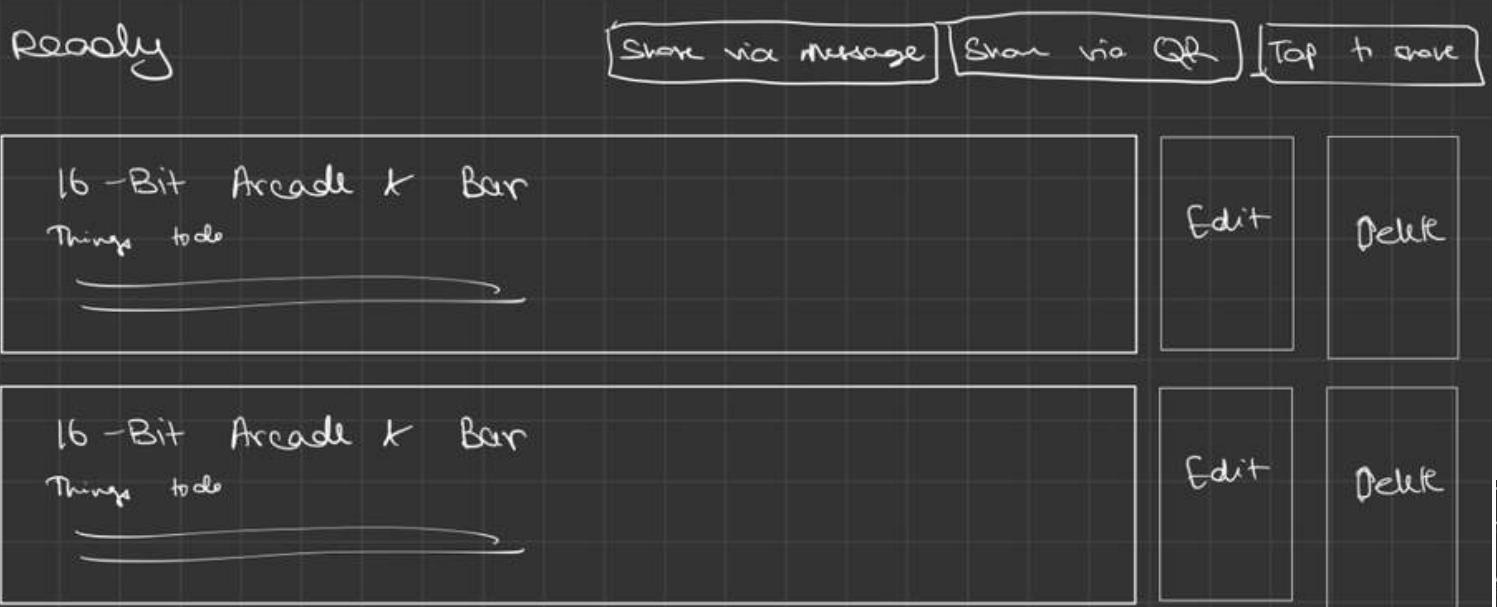
Our map quickly lets them jump into and search for relevant points of interest around them.



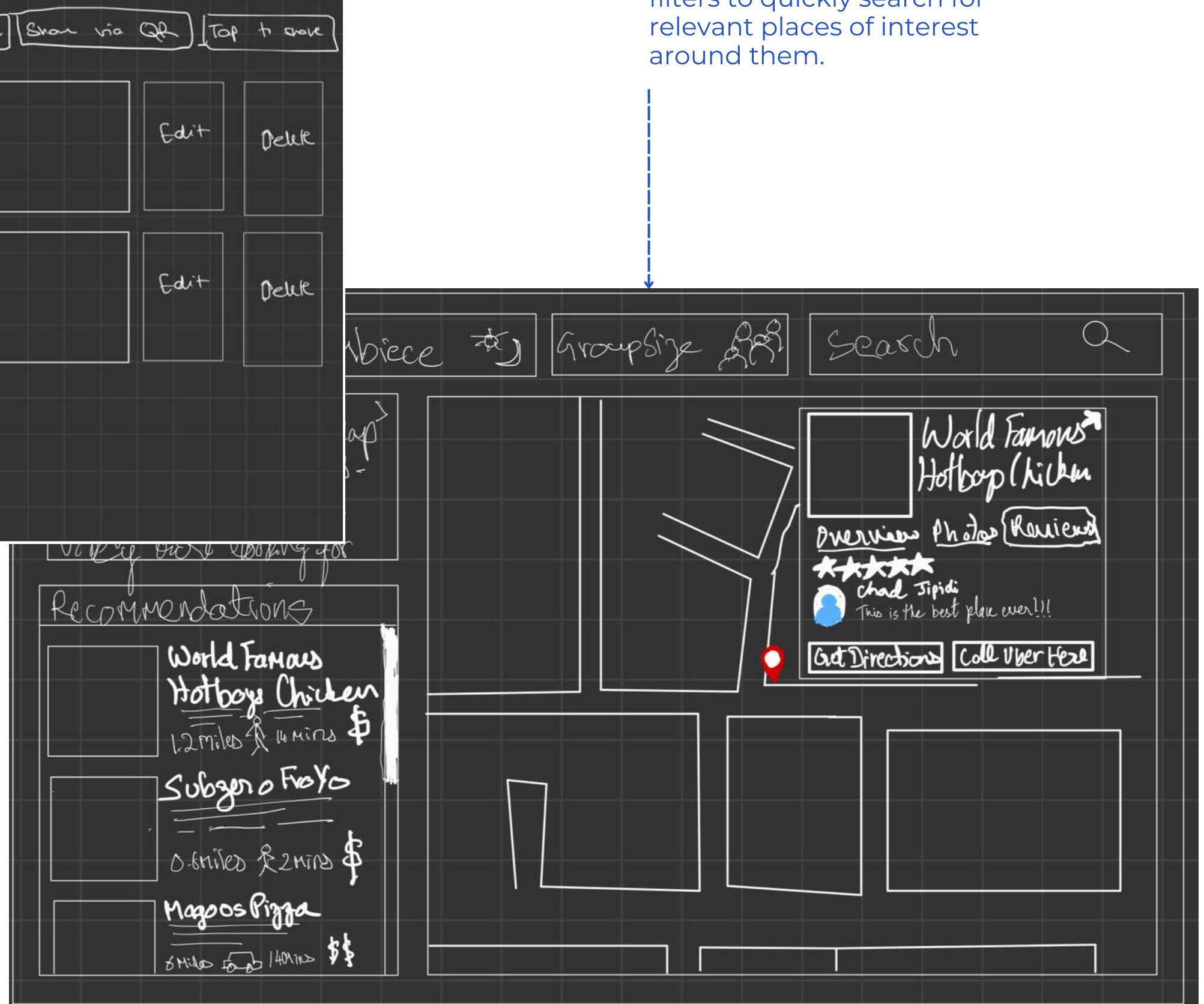
To make the kiosk represent the city, we added a social section with a custom tag “#CIRCLECENTERLIVE” (typo in sketch). Instagram stories and tweets that use this hashtag will be displayed here (with content moderation).

This can allow local businesses to advertise their spots for free, and show users what places are currently bustling.

Sketching UI Elements



↑
Users can use the kiosk to build an itinerary for the night based on their interests and what they want to do for the night.



03

User Story

Exploratory Interviews

We conducted exploratory interviews with users that fit the personas.

First-Time Visitor

- Why did you come to Indy, and what influenced your visit?
- What did you expect, and how did you prepare?
- How do you typically explore new cities?
- Did you feel lost or wish you had more help?
- Would you use a kiosk in a new city? What would make it useful?

Day Trip Traveler

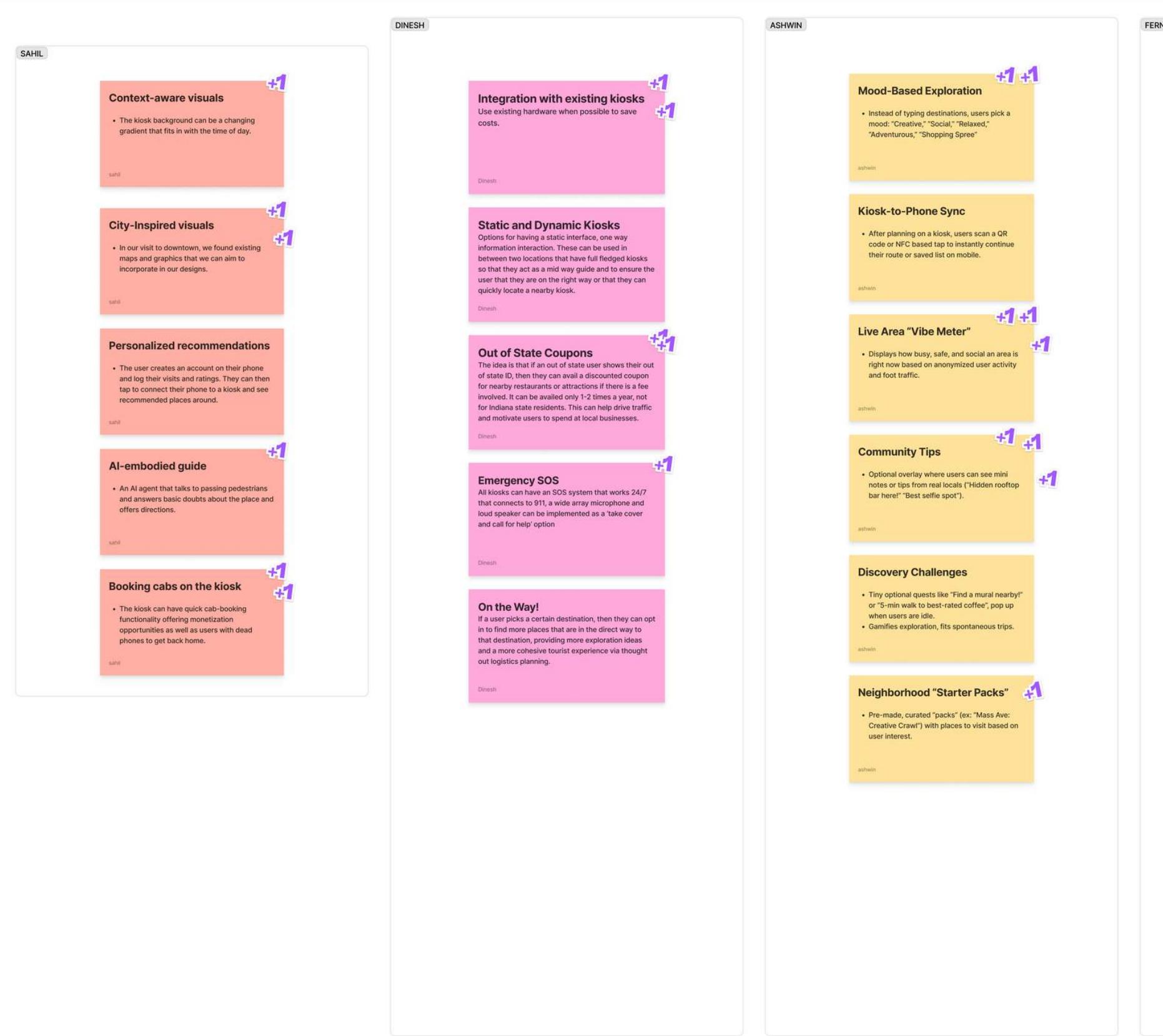
- How often do you visit and what brings you here?
- How do you get around Indy during a visit?
- Do you plan your day or explore spontaneously?
- Have you ever felt lost or unsure where to go?
- Would tools like synced maps, QR codes, or kiosks help?

Local Explorer

- Where do you live and hang out most?
- How do you discover new places in the city?
- Do you explore without a plan?
- What tools help (or fail) when finding local spots?
- Have you used kiosks or signs in Indy before?
- Would you use a kiosk + mobile combo to explore?

Interview Data Analysis and Brainstorming

Feature Inventory Chart



Affinity Map Insights

USER 1

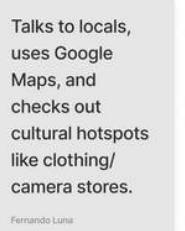


Uses social media (Instagram, TikTok) and Google Maps to discover new places.
Fernando Luna

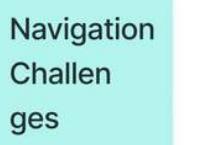
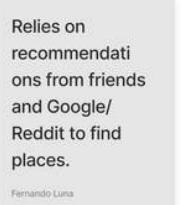
USER 2



USER 3



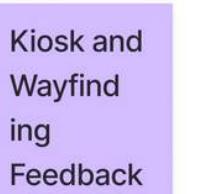
USER 4



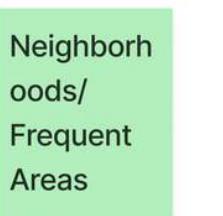
Phone sometimes overheat; relies on street signs if Google Maps fails.
Fernando Luna



Uses Google Maps, Reddit, Instagram; also influenced by physical mail ads.
Fernando Luna



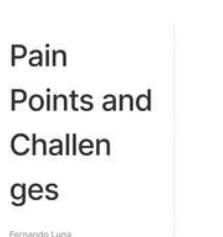
Thinks kiosks are useful, especially for parking and food recommendations.
Fernando Luna



Frequent areas include Hamilton County and downtown Indianapolis.
Fernando Luna



Kiosks with recommended spots; place them in Broad Ripple, Mass Ave, airport, bus station.
Fernando Luna

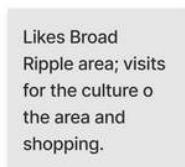


Phone sometimes overheat; relies on street signs if Google Maps fails.
Fernando Luna

USER 2



Google Maps and Instagram are his main tools.
Fernando Luna

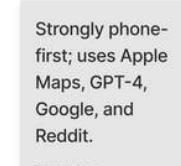


Likes Broad Ripple area; visits for the culture or the area and shopping.
Fernando Luna

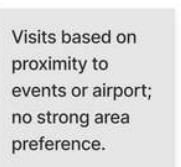


A digital guide tailored to user interests, like Reddit-style discovery.
Fernando Luna

USER 3



Visits based on proximity to events or airport; no strong area preference.
Fernando Luna



Unsure about Airbnb location convenience or safety; general confusion when arriving.
Fernando Luna

Who is the User?



Jay

Daytrip Traveler

Zay visits Indianapolis every few months to enjoy the city's creative culture, explore fashion shops, and visit camera stores. His trips are usually spontaneous and social, relying on a mix of local tips, landmarks, and Google Maps. While he doesn't often feel lost, he finds signage inconsistent and sometimes struggles in busy areas. He values tools that blend physical presence and digital convenience to guide his exploration without breaking the flow of his day.

Age 27

Gender Male

Location Bloomington

Goals

Rational

- Discover culturally rich and visually stimulating places (e.g., camera shops, fashion spots)
- Make daytrips more efficient and exploratory without getting lost
- Gather spontaneous, real-time recommendations from locals and digital tools

Pain Points

- Relies too heavily on memory and sporadic planning
- Gets overwhelmed during busy hours when unsure who to ask for help
- Confused by lack of visible landmarks or navigational cues
- Doesn't always find digital tools accurate or context-aware

Motivations

- Craves authentic, creatively inspiring daytrips
- Enjoys the idea of turning small getaways into enriching cultural experiences
- Wants smoother, well-guided yet flexible exploration

Attributes

- Spontaneous Socially intuitive
Visual thinker Phone-reliant Street-savvy

Emotional

- Avoid the "lost" feeling—especially when he doesn't have a clear plan
- Feel grounded and confident in unfamiliar parts of the city
- Experience Indianapolis like a local, not a tourist

Influences (on users experience)

Internal

- Creative personality, social connector, passion for city culture

External

- Social companions, spontaneous trips, local ambiance, signage and landmark clarity

Verbatims (As the user said it)

- "I just remember, oh, I was just lost most of the time."
- "Landmarks... that's where I have my issue."
- "I'd love to have the same exact map from the kiosk on my phone."

Tools (Related to Traveling and Exploring)

- Google Maps Verbal directions from locals Instagram
Physical signage & kiosks

USER PERSONA

Who is the User?



David

First-Timer

David is a tech-savvy visitor experiencing Indianapolis for the first time. He forms his travel expectations from memes, Reddit, and social media, and prefers phone-first tools like Apple Maps or ChatGPT to get around. While confident with digital platforms, he struggles to judge neighborhoods for safety or convenience and prefers guidance that feels local and relatable. A centralized tool combining visual design, real-time info, and curated recommendations would greatly enhance his confidence and experience.

Age **27**

Gender **Male**

Location **Ohio**

Goals

Rational

- Find places that align with his interests through crowdsourced recommendations
- Understand accommodation neighborhoods better before booking
- Navigate public transport efficiently in unfamiliar cities

Pain Points

- Airbnb maps don't clarify safety or convenience of areas
- Kiosks are often absent or un-engaging
- Hard to know what's "worth visiting" without a local network

Motivations

- Wants a smart guide that feels "human" and not touristy
- Enjoys hidden gems tailored to personal interests
- Would value a hybrid mobile-kiosk system if intuitive and aesthetic

Attributes

- Digital fluent Cautiously curious
Experience-driven Socially influenced
Needs visual clarity

Emotional

- Reduce uncertainty when arriving in a new city
- Feel reassured by community-based insights
- Confidently experience the best of the city without wasted time

Influences (on users experience)

Internal

- Curiosity, content creation goals, digital savviness

External

- Social media memes, Reddit forums, visually striking interfaces

Verbatims (As the user said it)

- "I draw my expectations from memes and social media."
- "A Reddit-style community would really help... like 'you might like these spots'."
- "I think I'm a phone-first person in that sense."

Tools (Related to Traveling and Exploring)

- Apple Maps Reddit ChatGPT
Social media recs Word of mouth

USER PERSONA

Who is the User?



Jordan Local Explorer

Jordan is a long-time Indianapolis resident who enjoys exploring new spots with a clear purpose—whether it's food, shopping, or events. While he's deeply familiar with areas like Downtown and Castleton, he still relies on tools like Google Maps, Reddit, and Instagram to discover hidden gems. He prefers quick, low-effort solutions and would use physical kiosks or a mobile app if they made everyday navigation and decision-making faster and more seamless.

Age 29

Gender Male

Location Indianapolis

Goals

Rational

- Discover new food, shopping, or event destinations in Indy
- Use quick tools (apps or kiosks) to find what he needs based on mood or errands
- Explore specific neighborhoods (Downtown, Mass Ave, Broad Ripple) more confidently and efficiently

Pain Points

- Frustrated by Google Maps inaccuracies when pinpointing locations within malls or dense areas
- Some kiosks feel outdated or slow, leading to dropped usage
- Doesn't explore without a specific purpose or prompt (event, food craving, etc.)
- Can be overwhelmed by too much information when navigating unfamiliar districts

Motivations

- Wants to be a city-savvy local who always knows what's new
- Enjoys tech that helps reduce decision-making time
- Would use kiosks or mobile tools more if they feel faster than pulling out a phone

Attributes

- Purpose-driven Tech-aware but selectively trusting
Pragmatic explorer Location-conscious
Experience-seeker

Emotional

- Avoid the hassle of slow or glitchy tech
- Feel efficient and "in-the-know" when moving around familiar districts
- Confidently explore new areas without needing someone else's help

Influences

Internal

- Civic pride in knowing the city
- Enjoys discovering local "hidden gems"
- Values independence when exploring

External

- Social media flyers, Google results, Reddit recs
- Phone GPS performance and signage
- Events or new retail/restaurant openings

Verbatims (As the user said it)

- "Sometimes finding a building is really hard—even when GPS helps."
- "Social media is how I figure out about new places."
- "I'd use a kiosk if it helped me find food or parking faster, especially when I'm already out walking."

Tools (Related to Traveling and Exploring)

- Google Maps Instagram Reddit Street signs
Physical kiosks (selective use)

USER PERSONA

User Journey

USER JOURNEY MAP – Jay (Daytrip Traveler)

STAGES		PRE-TRIP PLANNING ►	ARRIVAL ►	FIRST EXPLORATION ►	MIDDAY ADJUSTMENT ►	WRAP-UP
GOALS	Identify creative, cultural spots to visit	Ground himself in the city easily	Find and explore inspiring locations spontaneously	Refresh and find more casual stops	Conclude the day feeling inspired and fulfilled	
ACTIONS	Browses Instagram, Reddit, Google Maps for ideas	Looks for physical kiosks or mobile wayfinding options	Walks toward first destination using map or signage	Uses mobile to search new food or leisure spots nearby	Reviews visited spots, plans route back to parking or transport	
THOUGHTS	"I want today's trip to feel authentic and visually inspiring."	"Where's a good first place to anchor myself?"	"Let's see if I can uncover something unexpected nearby."	"Where's a good place to chill or grab coffee now?"	"I hope getting back is quick and smooth without confusion."	
PAIN POINTS	Too many unstructured online suggestions, difficult to prioritize	Lack of obvious signage or confusing streets	Hard to distinguish good spots vs. tourist traps	Fatigue and decision overload mid-day	Confusion around parking, transportation, and exit routes	
EMOTIONS						
TOUCHPOINTS	Instagram, Reddit, Google Maps	Physical kiosks, mobile map, street signage	Kiosk recommendations, Community Tips overlay	Mood-based re-exploration suggestions from apps	Parking finder on mobile apps	
OPPORTUNITIES	Trip Planner with Mood-Based Exploration- Neighborhood Starter Packs	- Interactive Map with "You Are Here" marker- First Time Visitor Quick Start flow	- Live Area Vibe Meter- Local Recommendation Feed (Reddit-style tips)	- Mood-Based Re-exploration filters- Nearby Café/Food suggestions	- Parking Finder integration- Quick Ride Booking Option	

Scenario

Jay, a spontaneous traveler visiting Indianapolis for a day, seeks to discover visually creative spots like camera stores and fashion hubs. He prefers a flexible, casual approach relying on both physical landmarks and digital tools to guide his exploration without feeling like a tourist.

Expectations

- Easy, visual-first navigation through kiosks and mobile sync.
- Authentic, local-style recommendations, not tourist traps.
- Ability to explore spontaneously based on mood or vibe.

SCENARIO

Jay, a spontaneous traveler visiting Indianapolis for a day, seeks to discover visually creative, cultural spots like camera stores and fashion hubs. He prefers a flexible, casual approach, relying on both physical landmarks and digital tools to guide his exploration without feeling like a tourist.

EXPECTATIONS

- Easy, visual-first navigation through kiosks and mobile sync.
- Authentic, local-style recommendations, not tourist traps.
- Ability to explore spontaneously based on mood or vibe.

User Journey

USER JOURNEY MAP – David (First Timer Visitor)

SCENARIO		EXPECTATIONS				
STAGES	PRE-TRIP PLANNING ►	ARRIVAL ►	FIRST EXPLORATION ►	MIDDAY ADJUSTMENT ►	WRAP-UP	
GOALS	Understand the safest, most interesting neighborhoods	Quickly find first trustworthy place to visit	Confidently navigate to chosen locations	Discover hidden gems with minimal effort	Feel that he explored the best of the city	
ACTIONS	Searches Reddit, social media, Apple Maps for crowd opinions	Looks for clear kiosks, local signage, mobile app sync	Uses kiosk/mobile suggestions to head toward a recommended place	Tries spontaneous searches based on mood or events	Looks back at what he visited, feels validated in choices	
THOUGHTS	"Is this area good to stay and explore?"	"Which place feels safe and interesting enough to start with?"	"Is this area lively, safe, and worth my time?"	"Can I find more cool spots easily without wasting time?"	"Did I make the most of my trip?"	
PAIN POINTS	Airbnb/safe area doubts; overwhelming data from online forums	Difficulty trusting what looks safe vs. touristy	Fear of ending up in empty or boring areas	Tiredness from over-researching on phone	Missed opportunities from lack of insider tips	
EMOTIONS						
TOUCHPOINTS	Reddit, Instagram, ChatGPT, Apple Maps	Physical kiosks, mobile onboarding guide	Interactive map with landmarks and safety indicators	Mood-based exploration on kiosk/mobile	Trip summary or downloadable visit recap	
OPPORTUNITIES	- Neighborhood Starter Packs ("Safe, Creative Spots")- Survey for Recommendation Filters (safety, vibe)	- First Timer Onboarding Flow on kiosks- Interactive Map with 'Vibe Meter' (safe/busy indicators)	- Community Tips Overlay ("Hidden Rooftop Café Nearby")- Local Recommendation Feed	- Mood-Based Exploration Filters- Discovery Quests (gamified small tasks)	- Trip Summary Download- Saved List Sync to Phone for future visits	

Scenario

David is a tech-savvy visitor experiencing Indianapolis for the first time. He relies heavily on phone-first tools like Apple Maps, Reddit, and ChatGPT for recommendations. However, he feels uncertain about neighborhood safety and struggles to decide what's truly worth visiting without local insights.

Expectations

- Clear, trustworthy navigation combining visual clarity with real-time updates.
- Localized, human-feeling recommendations tailored to his interests.
- Assurance about safety and neighborhood quality before exploring.

User Journey

USER JOURNEY MAP – Jordan (Local Explorer)



SCENARIO

Jordan is a long-time Indianapolis resident who enjoys exploring new spots when there's a specific purpose, like finding a new restaurant, a shopping event, or a casual hangout. Although he knows the city well, he still seeks quick, efficient discovery tools for hidden gems and neighborhood navigation.

EXPECTATIONS

- Fast, low-friction discovery tools for immediate needs (food, parking, shops).
- Accurate, localized navigation even within dense or confusing areas.
- Minimal cognitive load — wants simple, curated suggestions, not overwhelming options.

STAGES	PRE-TRIP PLANNING ►	ARRIVAL ►	FIRST EXPLORATION ►	MIDDAY ADJUSTMENT ►	WRAP-UP
GOALS	Find a good spot quickly based on current mood (food, event, shop)	Identify nearby quality options with minimal effort	Navigate accurately to selected destination	Possibly find additional nearby spots without heavy planning	Feel efficient and "in-the-know" about city experiences
ACTIONS	Decides spontaneously to find a new place via kiosk or phone	Uses mobile for mood-based suggestions or quick searches	Follows clear landmarks or map instructions to reach destination	Uses mood filters or tip overlays for additional suggestions	Mentally notes favorites or saves new discoveries for future
THOUGHTS	"I want something quick and worth it based on my mood."	"Show me good places without making me think too much."	"Is there an easier route or parking nearby?"	"Maybe there's another cool spot close by?"	"Glad I found these spots efficiently without wasting time."
PAIN POINTS	No single-point suggestion; too many irrelevant options	Kiosks sometimes feel slow or outdated	Kiosks sometimes feel slow or outdated	Kiosks sometimes feel slow or outdated	Hard to easily save or share discoveries later
EMOTIONS					
TOUCHPOINTS	City Maps, Mobile app, Street signage	Phone-based live suggestions	Interactive map with live directions	Peer suggestions	Trips saved on mobile phone or social media apps
OPPORTUNITIES	- Mood-Based Exploration Selector (Creative, Social, Foodie)- Quick Survey Filters (speed up choices)	- Interactive Map with Parking Finder- Highlight "Hidden Gem" tags	- Landmark-Based Wayfinding on map- "You Are Here" dynamic markers	- Community Tip Overlay- On-The-Way Suggestions (linked stops en route)	- Save Visited Spots feature- Kiosk-to-Phone Trip History Sync

04

Design Plan

Problem Statement

Regardless of whether one is a visitor or a resident of Indianapolis, it can become difficult to navigate confidently through the city. Google Maps and Apple Maps often get you in the general areas, but later require a shift to different apps and websites (like social media) to discover local events and attractions. Users often act spontaneously and rely on their environment to discover (like talking to locals).

Goal

Integrating seamless directions, personalized recommendations, addressing questions (tour guide), etc., with physical kiosks accompanied by a mobile interface modality to enhance the experience of all visitors of Indianapolis.

What have I learnt till now?

During initial user interviews, several key patterns emerged:

1. Discovery is Social & Visual

Users rely on Instagram, TikTok, Google Maps, and Reddit to find places — visual content and peer tips drive decisions.

2. Navigation is Often Confusing

Many struggle with busy areas, unclear landmarks, and pinpointing indoor or crowded locations.

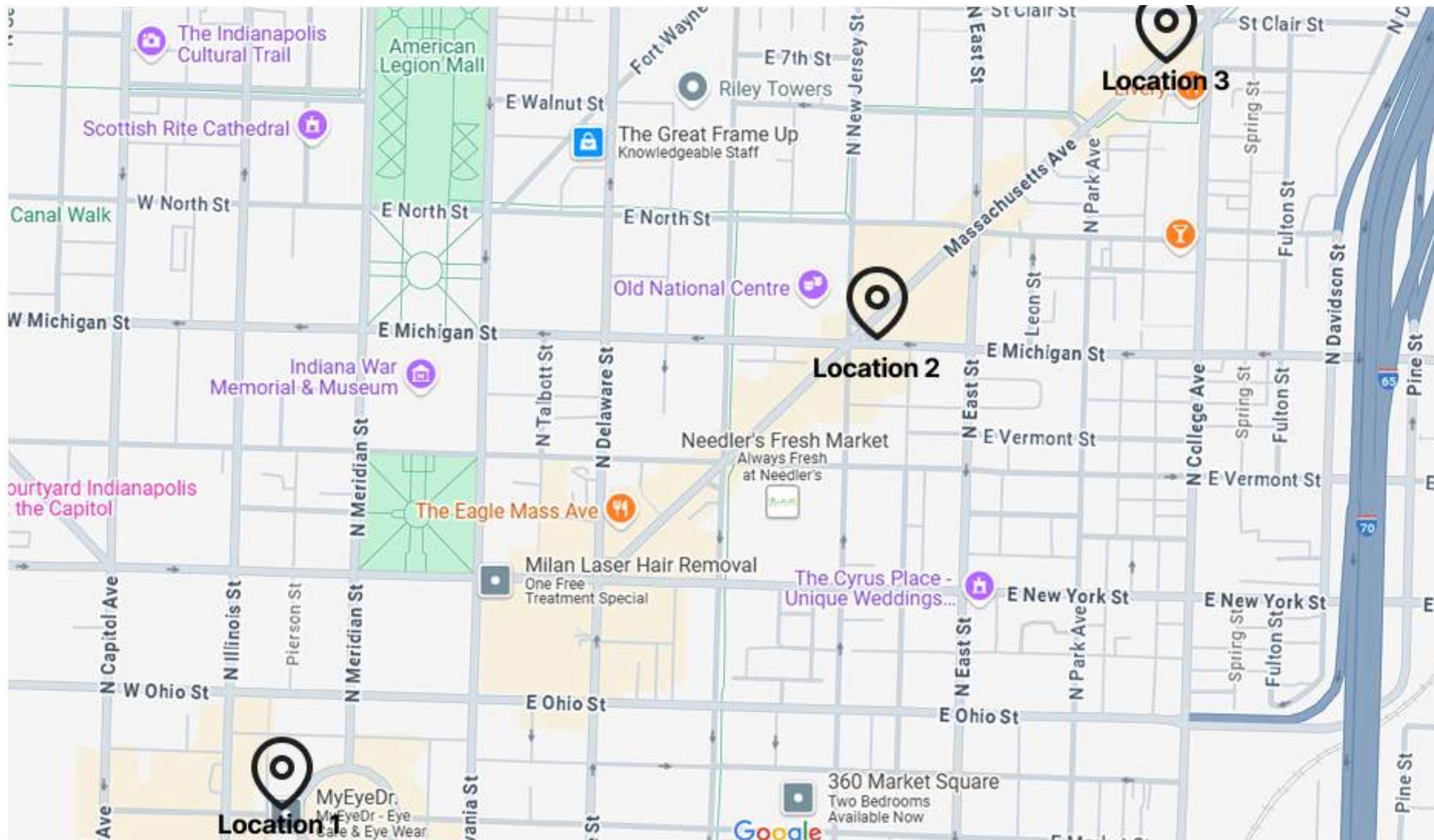
3. Kiosks Must Be Useful & Modern

Helpful kiosks with local tips, coupons, and good design are valued; outdated or unresponsive ones are ignored.

4. Location Preferences Are Context-Based

Some users seek culture hubs like Broad Ripple, while others just want nearby spots for food, events, or parking.

Kiosk Locations

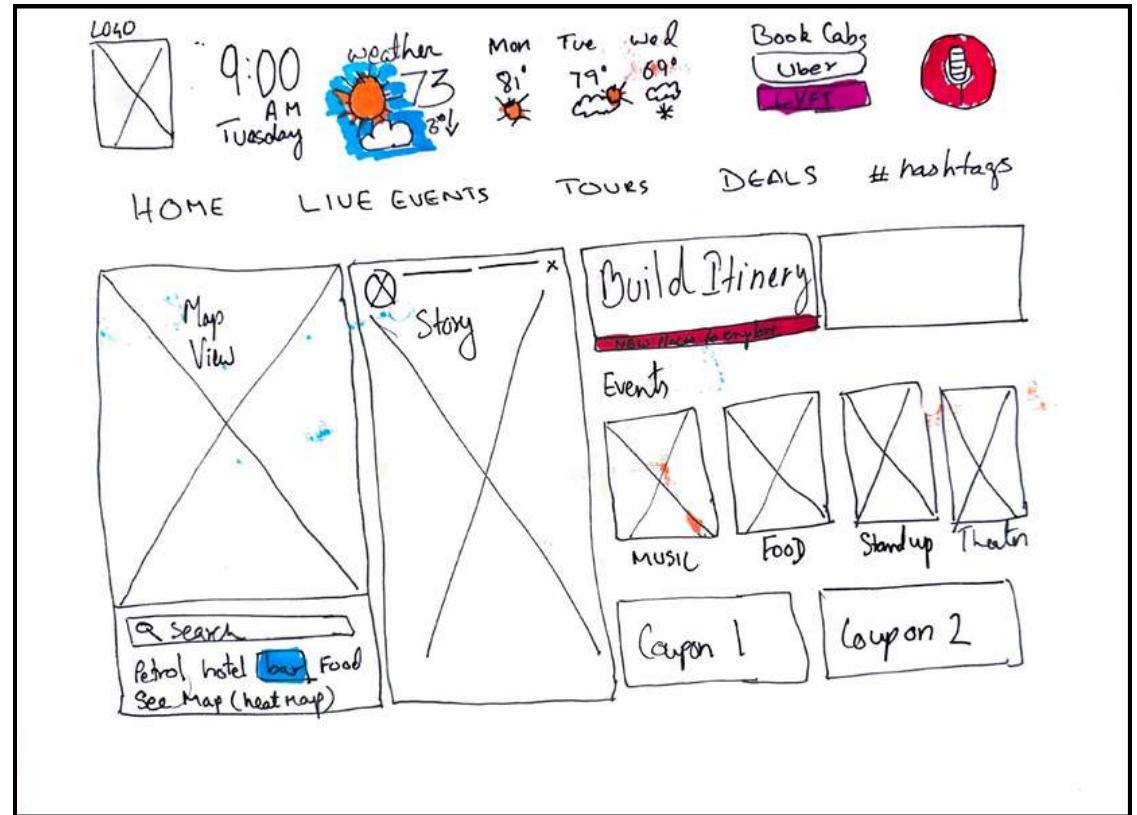


- Our locations are based on our own experiences of where more foot traffic occurs in downtown Indy.
- During the interviews half of our participants also brought up this area of "Mass Ave" as an area they frequent.
- The Monument Circle location was thought to be a true first time-use case of the kiosk for tourist or those new to the city.

05

Ideation and Testing

Paper prototype testing (4 Testers) - Build Itinerary



Tasks Given to the users

Task 1:

Use the kiosk to build an itinerary.

Success Metric

User is able to set their preferences and build an itinerary.

Task 2:

Share the itinerary with your phone.

Success Metric

The user is able to open the QR code and scan it on their phone to open the phone app.

Task 3:

Once the user opens the phone app, they are able to view their itinerary and navigate using the map.

Success Metric

The user is able to understand what the icons and buttons represent and feel satisfied with the experience.

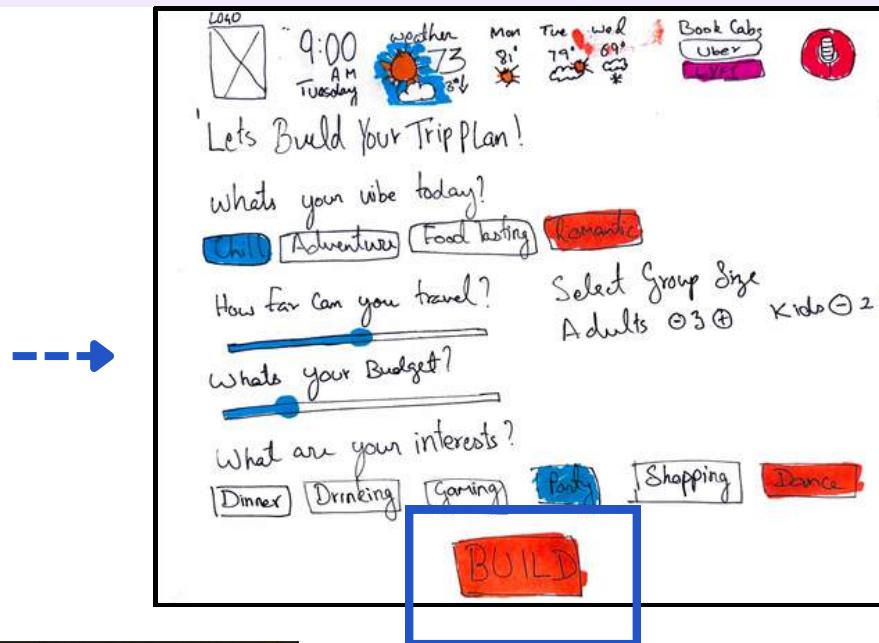
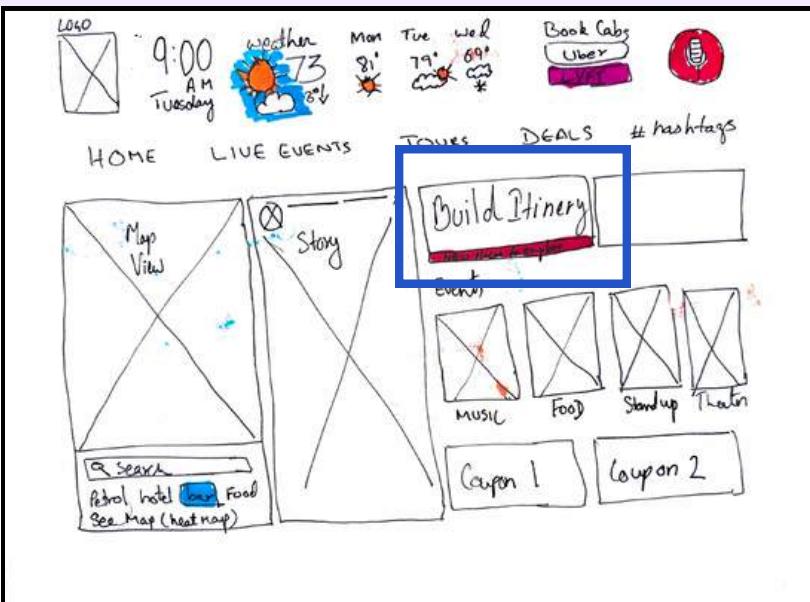
Scenario explained to the testers

You are out on a date and unsure of where to go next. You use the kiosk to plan an itinerary for the night. You set up parameters such as group size and travel, and select your interests.

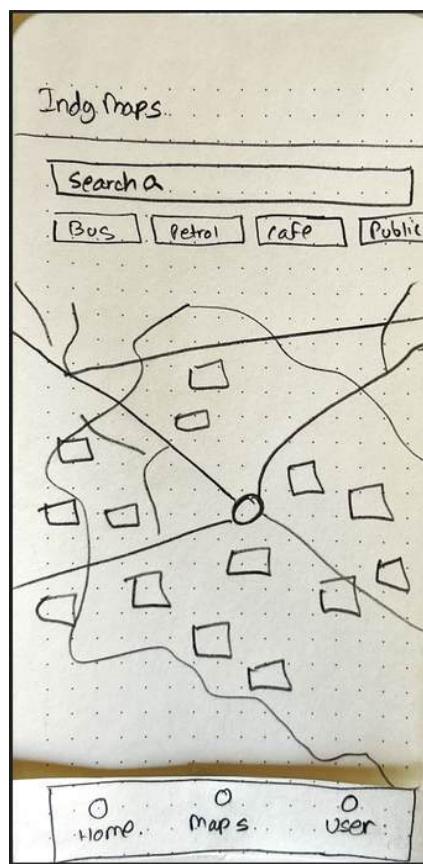
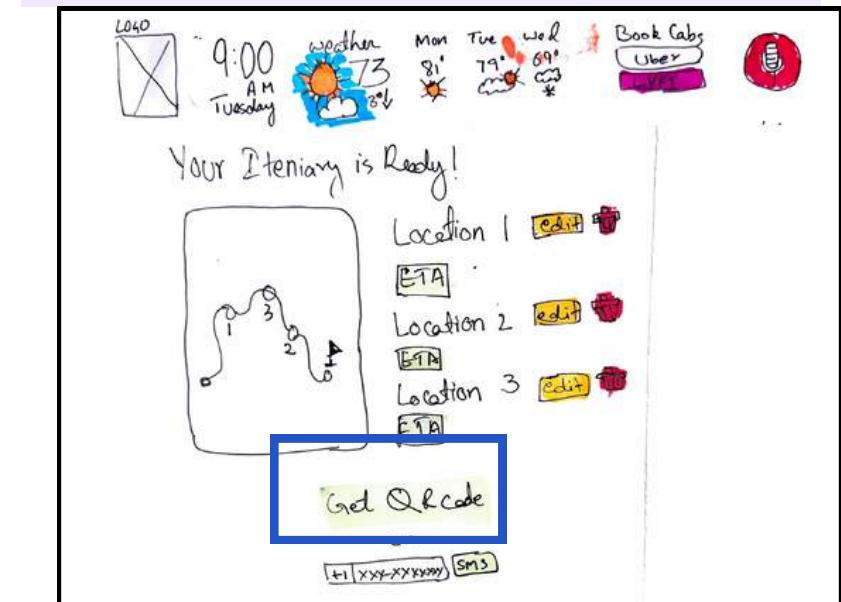
Once you're satisfied with the itinerary, share it with your phone using the QR code and continue the trip there.

Paper prototype testing (4 Testers) - Build Itinerary

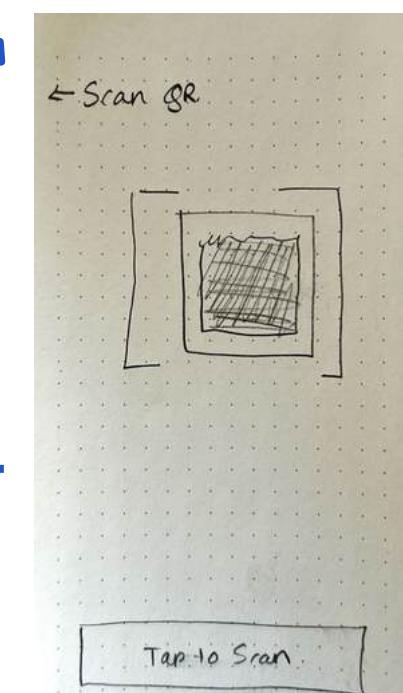
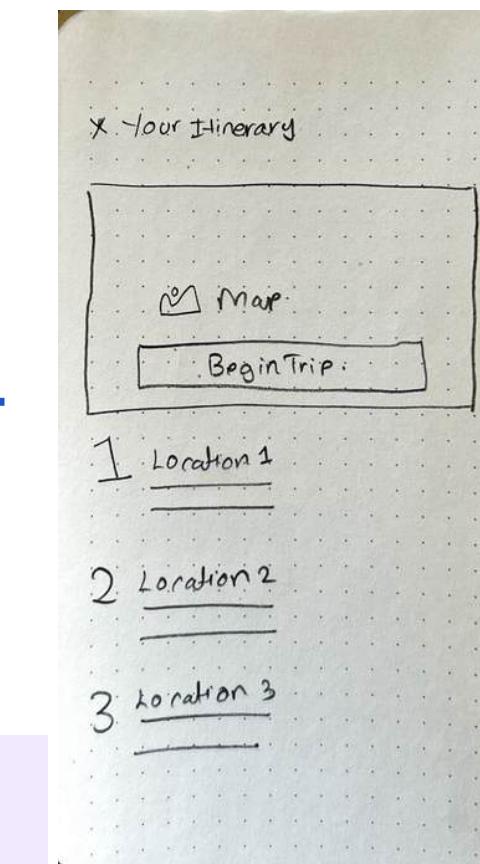
Selecting preferences and building itinerary.



Viewing and editing Itinerary



The user can continue the same journey from phone.



Scanning the QR would open the phone app.

Testing Outcome - Build Itinerary

Going Forward

Task 1:

3 out of 3 users were able to locate and understand the Build Itinerary button.

- A user mentioned that letting the user set a specific number of people is irrelevant, as the suggestions wouldn't change drastically beyond a certain point.

Task 2:

3 of 3 users were satisfied with the variety of preferences.

Task 3:

3 of 3 users were able to open the phone UI and access the itinerary.

Paper prototype testing (4 Testers) - Find a Place



Scenario explained to the testers

You want to quickly find a place to visit around you.
Use the map screen to search and filter through
points of interest around you.

Tasks Given to the users

Task 1:

Open the map view screen.

Success Metric

The user is able to open and use the map screen.

Task 2:

Set relevant filters to search for a place and find the place.

Success Metric

The user is able to understand what the filters mean and use them to find a place of interest.

Paper Prototype Testing



Testing Outcome

Changes from the previous testing

Task 1:

3 of 3 users were able to open and use the map screen.

Task 2:

3 of 3 users were able to use the map to set filters and find relevant points of interest.

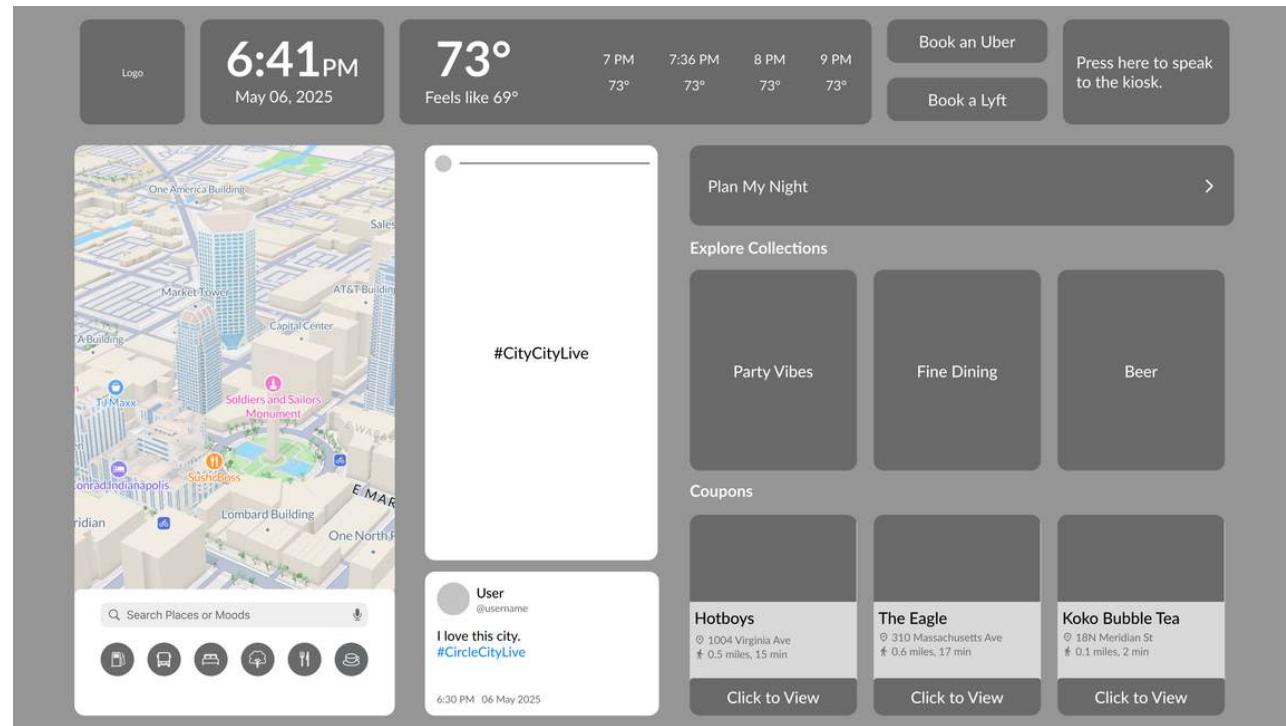
Going Forward

- 3 of 3 users did not understand what filters like Liveliness and Ambience meant.
- 1 user suggested having filters for distance and cost instead of the existing ones.

[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Mid-Fidelity Testing (6 testers) - Build Itinerary



Scenario explained to the testers

You are out on a date and unsure of where to go next. You use the kiosk to plan an itinerary for the night. You set up parameters such as group size and travel, and select your interests.

Once you're satisfied with the itinerary, share it with your phone using the QR code and continue the trip there.

Tasks Given to the users

Task 1:

Use the kiosk to build an itinerary.

Success Metric

User is able to set their preferences and build an itinerary.

Task 2:

Share the itinerary with your phone.

Success Metric

The user is able to open the QR code and scan it on their phone to open the phone app.

Task 3:

Once the user opens the phone app, they are able to view their itinerary and navigate using the map.

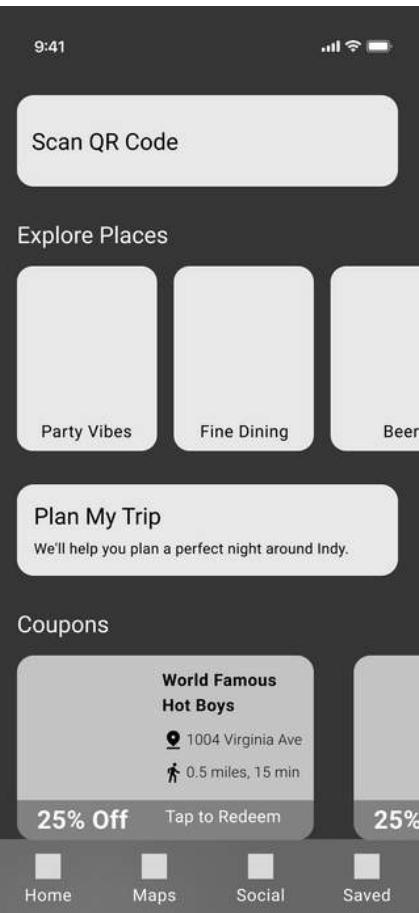
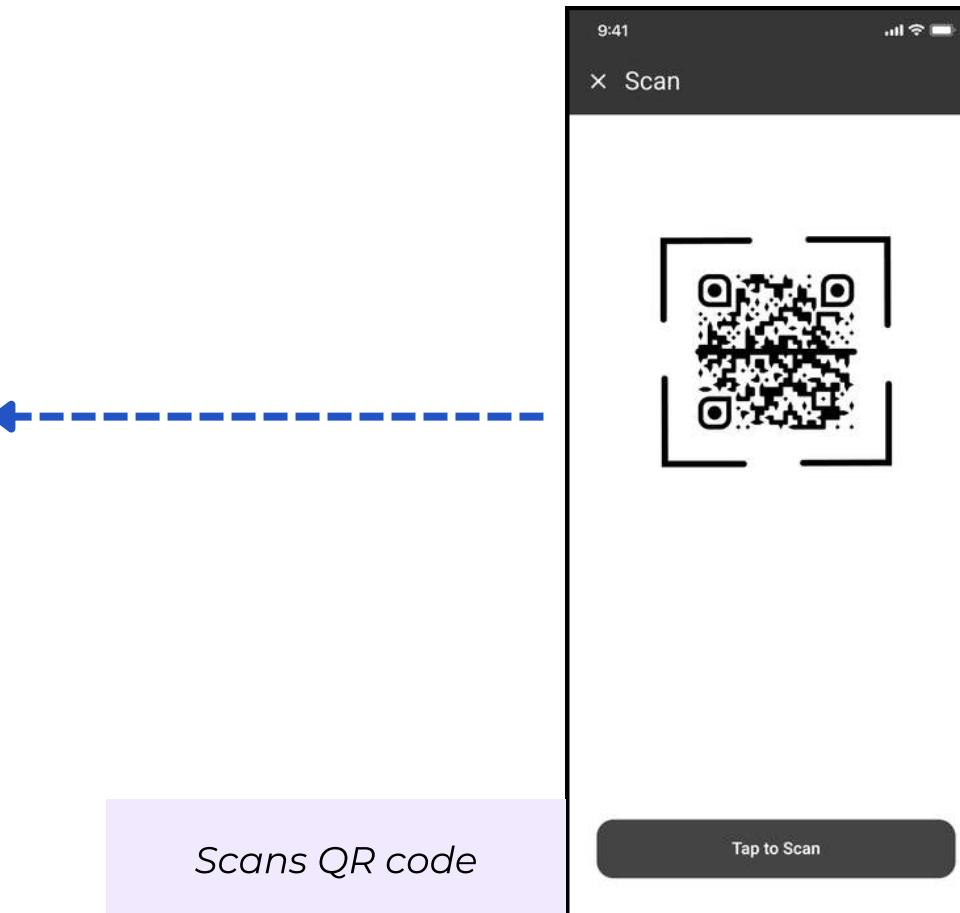
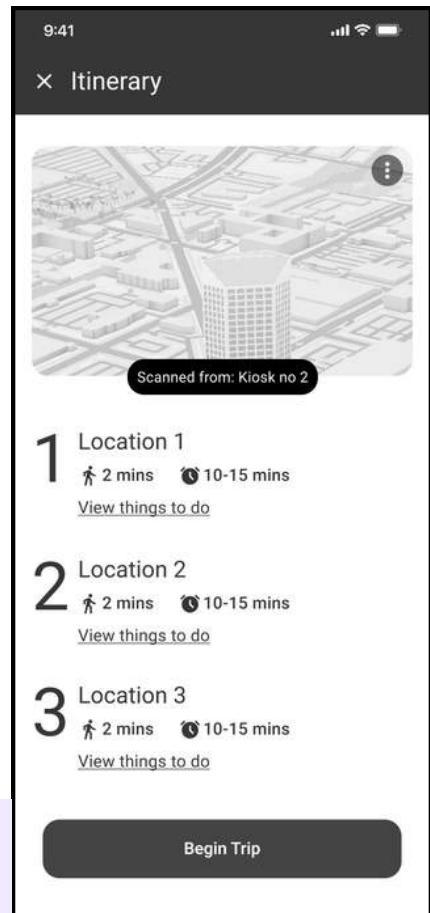
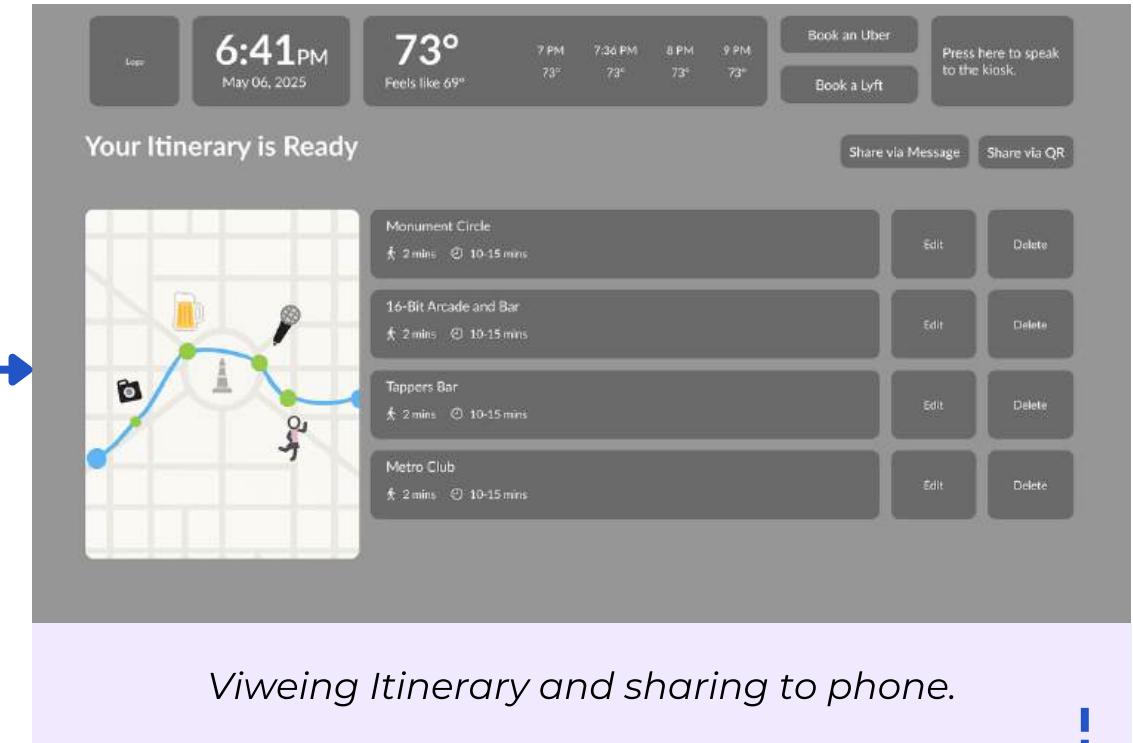
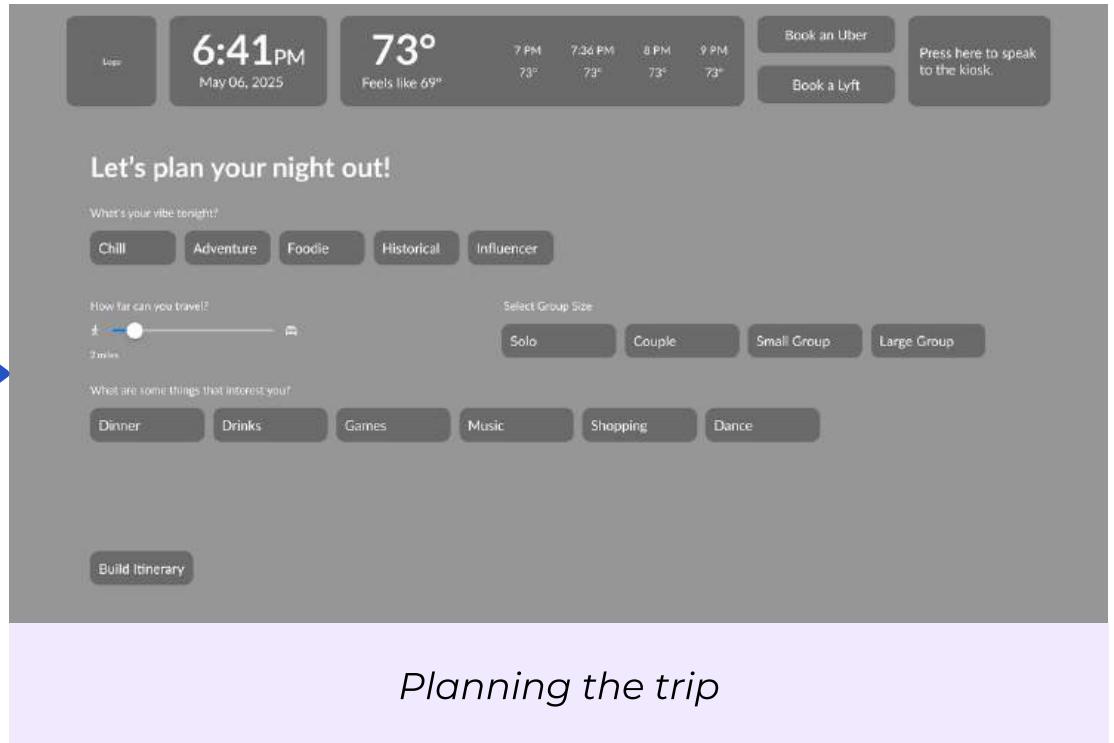
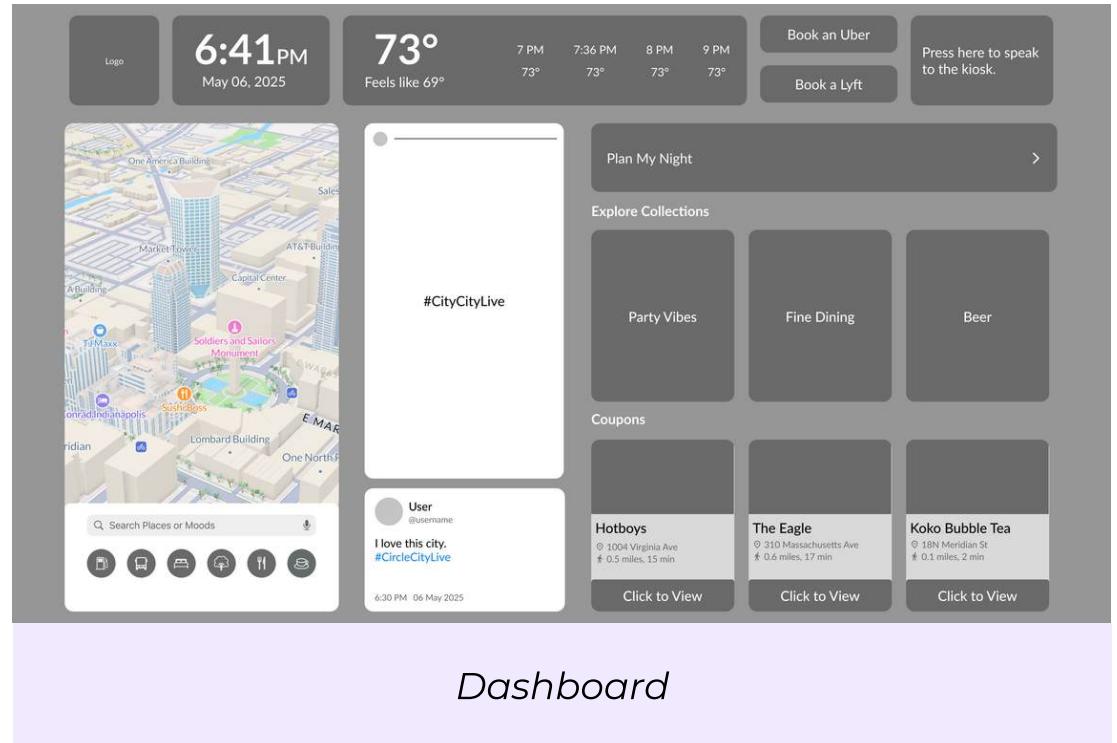
Success Metric

The user is able to understand what the icons and buttons represent and feel satisfied with the experience.

[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Mid-Fidelity Testing



[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Testing Outcome - Build Itinerary

Going Forward

Task 1:

6 out of 6 users were able to locate the *Build Itinerary* button.

Task 2:

5 of 6 users were satisfied with the variety of preferences.

Task 3:

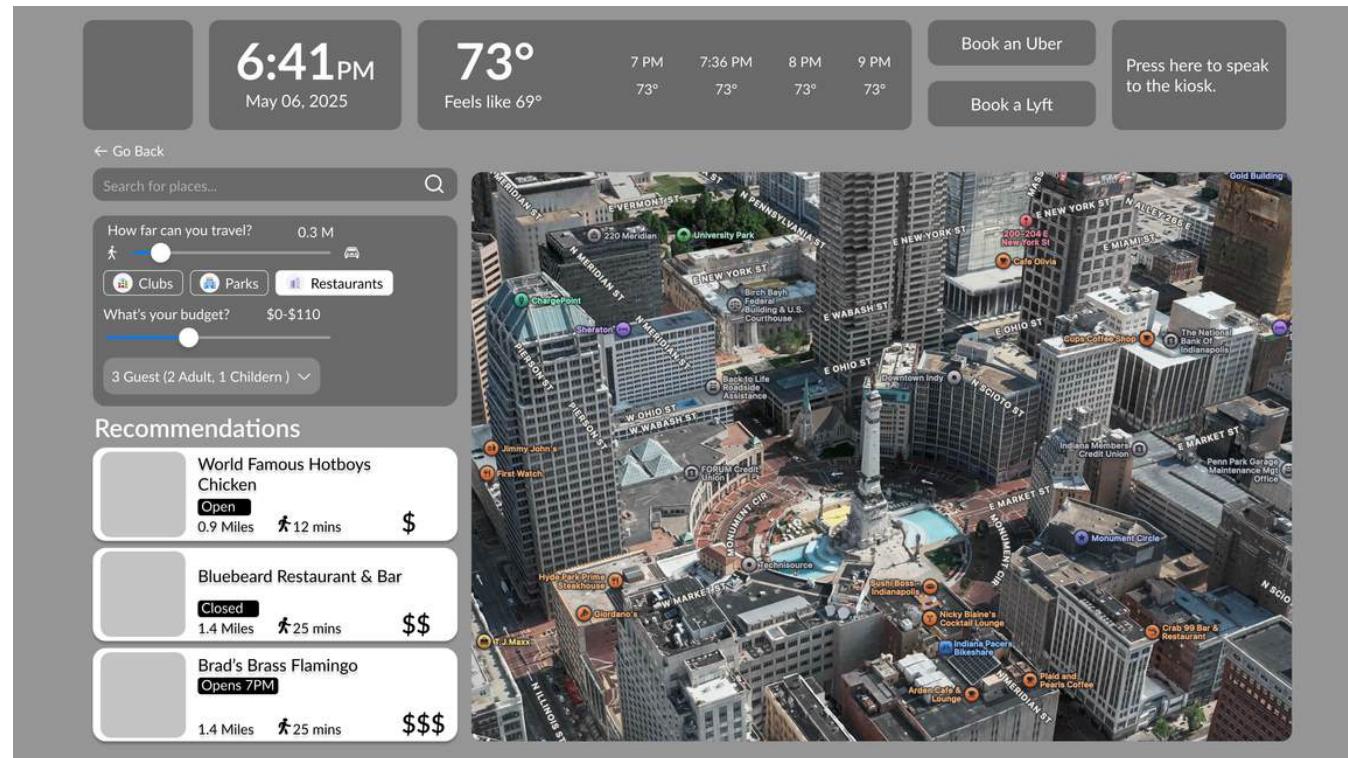
6 of 6 users were able to open the phone UI and access the itinerary.

- A user mentioned that they wanted more specificity when selecting their interests.
- 4 of the 6 users were also unable to understand the options under “select your vibe” and wanted more explanations as to what they meant.
- 2 users said that they liked the weather feature in the kiosk and would also want a similar widget on their phone dashboard to help plan.
- On the phone app, a user mentioned that they would like to have a distinction between what coupons they saved from the kiosk and which ones were clipped from the phone.
- 2 users also mentioned that to change their preferences, they would have to go back an entire screen.

[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Mid-Fidelity Testing (5 testers) - Find a Place



Scenario explained to the testers

You want to quickly find a place to visit around you.
Use the map screen to search and filter through
points of interest around you.

Tasks Given to the users

Task 1:

Open the map view screen.

Success Metric

The user is able to open and use the map screen.

Task 2:

Set relevant filters to search for a place and find the place.

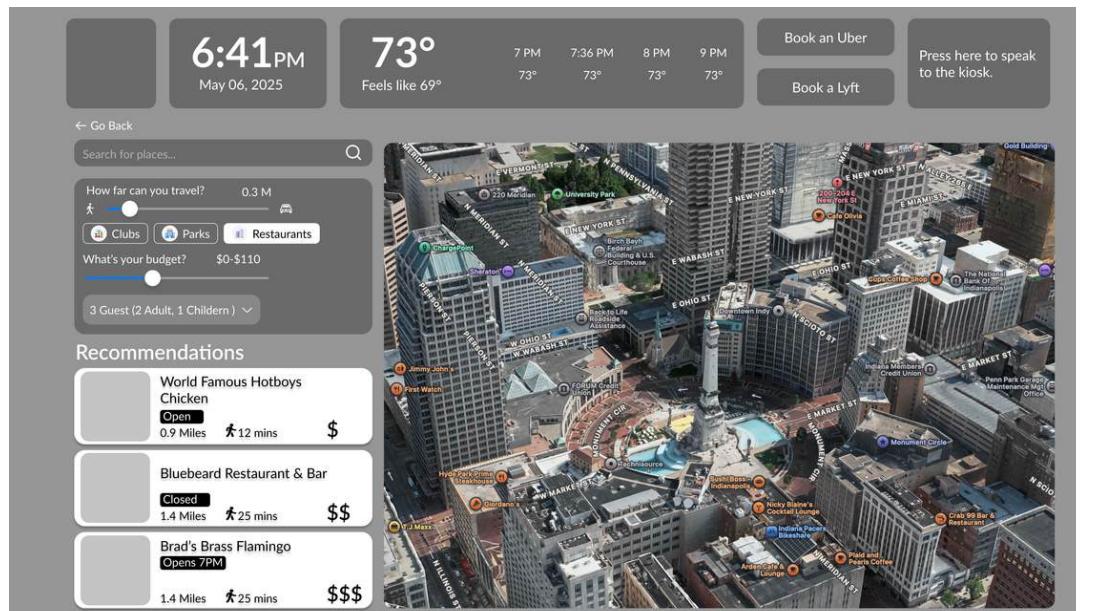
Success Metric

The user is able to understand what the filters mean and use them to find a place of interest.

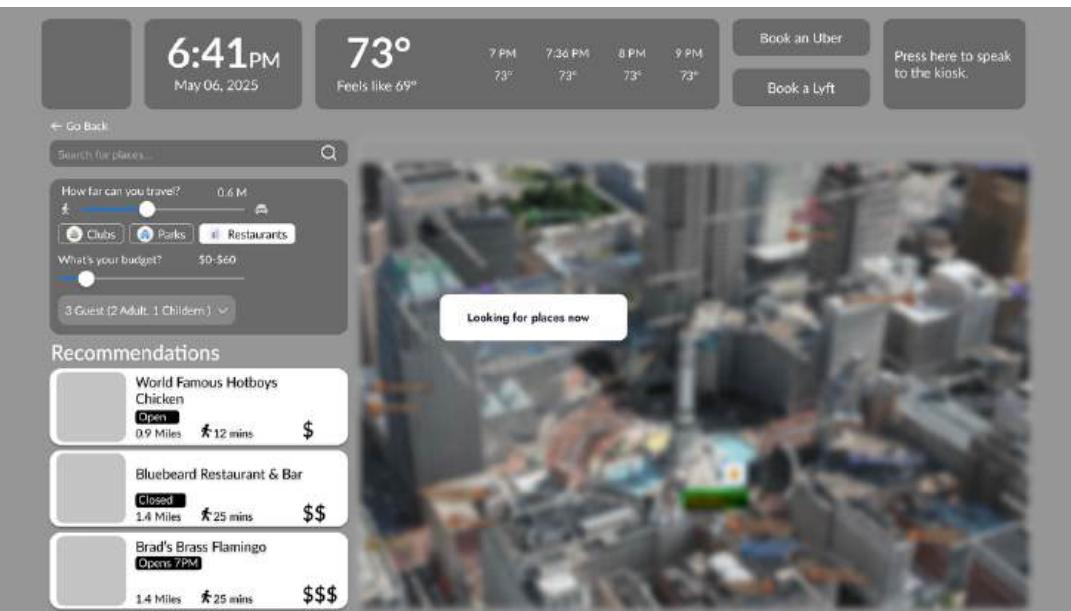
[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

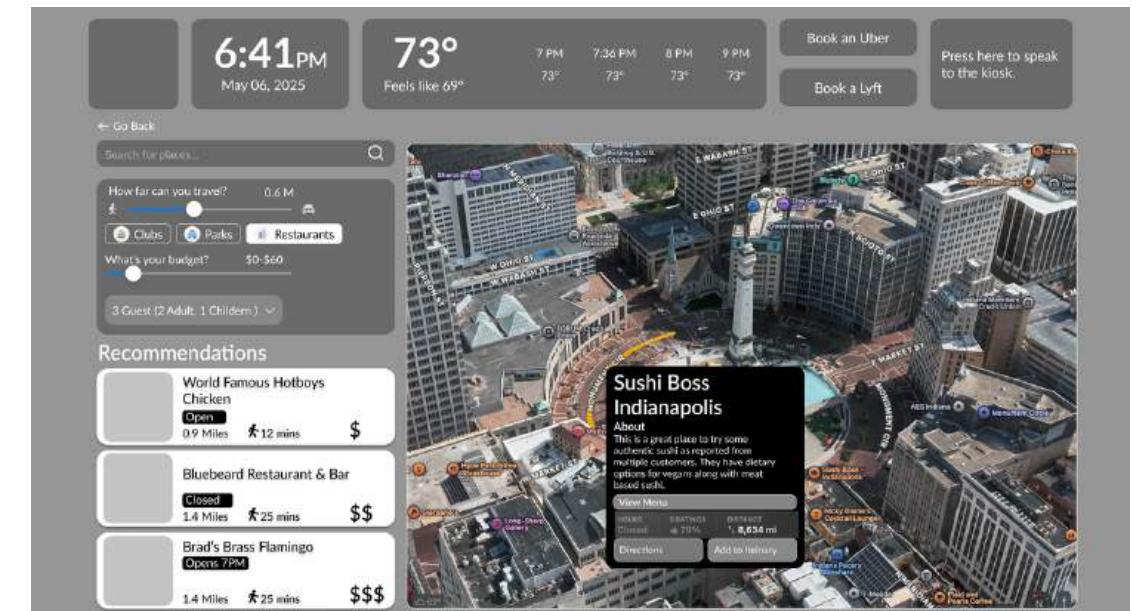
Mid-Fidelity Testing



Map view with recommendations.



Loading page



Loading page

[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Testing Outcome

Changes from the previous testing

Task 1:

6 of 6 users were able to open and use the map screen.

Task 2:

6 of 6 users were able to use the map to set filters and find relevant points of interest.

Going Forward

- Users mentioned they would like to see the coupons from the dashboard on this screen as well.

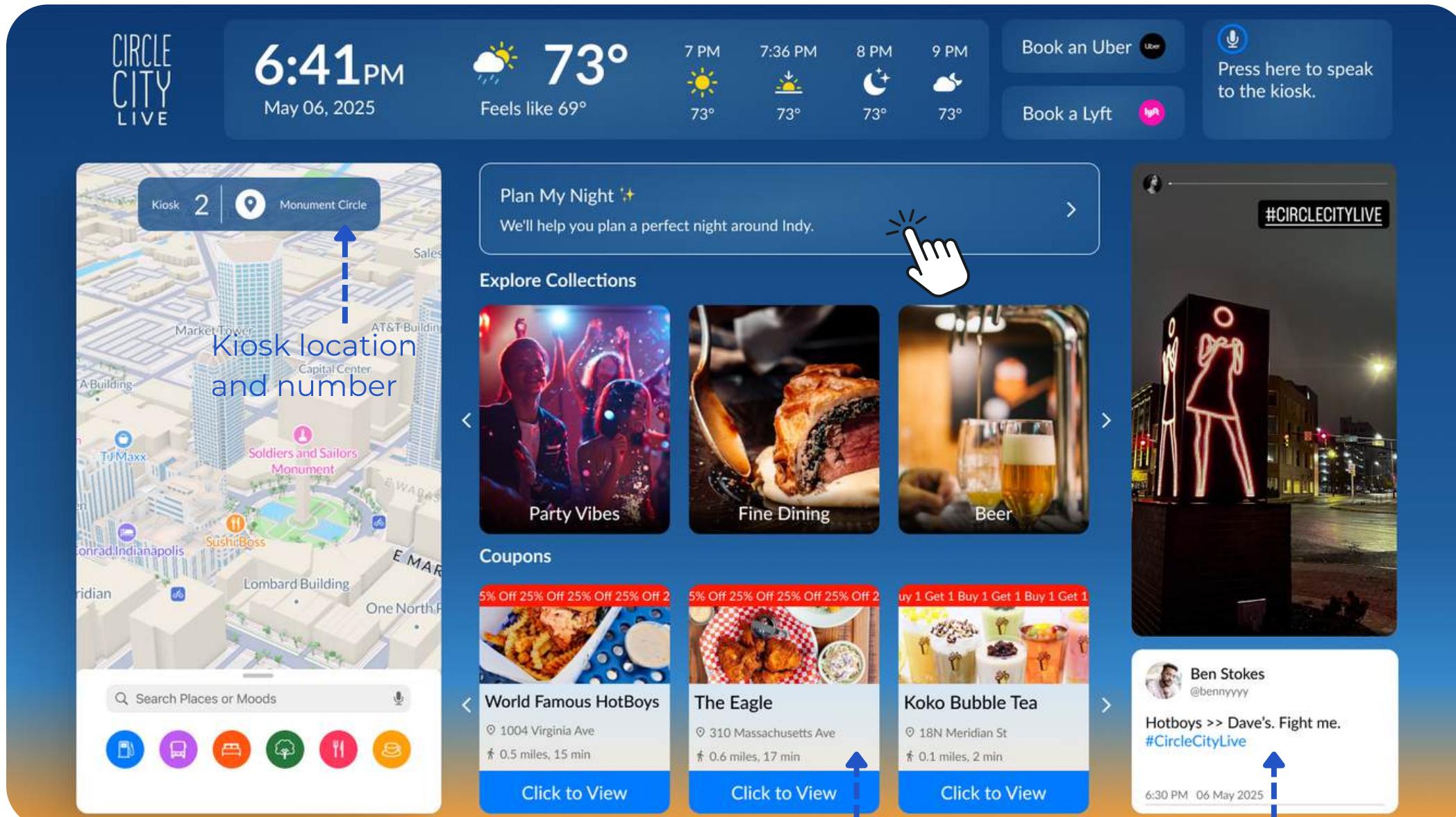
06

Hi-Fidelity

[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Task1: Create an Itineray and transfer it to the phone



Main Home page

Coupons for local businesses

Social media content using the hashtag to show what is trending

The kiosk will also have a physical button that users with disabilities can press to talk to interact.

Users use the kiosk and click on the plan my night button.

The kiosk gradient changes with time of day, going from a soft blue-yellow during the day, a somber blue-orange during the evenings, and an electric blue-purple at night.

[Link to Kiosk Prototype](#)[Link to Phone Prototype](#)

Task1: Create an Itinerary and transfer it to the phone

The screenshot shows the 'Let's plan your night out!' section of the kiosk. At the top, there's a header with the time (6:41 PM), date (May 06, 2025), weather (73°, feels like 69°), and a 4-hour forecast. There are also buttons to book an Uber or Lyft and a microphone icon for voice interaction.

Below the header, there's a 'Go Back' button. The main heading is 'Let's plan your night out!'. Underneath, there are sections for 'What's your vibe tonight?' (Chill, Adventure, Foodie, Historical, Influencer), 'How far can you travel?' (a slider set to 2 miles), 'Select Group Size' (Solo, Couple, Small Group, Large Group), and 'What are some things that interest you?' (a grid of icons including Dinner, Drinks, Cocktails, Craft Beer, Rooftop Bar, Games, Arcade, Board Games, Rental Arenas, Music, Jazz, Live Music, DJs & Dancing, Shopping, Vintage, Bookshop, Tech, Dance, Clubbing, Latino, House).

At the bottom left, there's a blue button labeled 'Build Itinerary' with a hand cursor icon pointing at it.

Itinerary-Customisation page

User can customise the itinerary based on their preferences and then clicks on the Build Itinerary CTA

[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Task1: Create an Itinerary and transfer it to the phone

The kiosk screen displays the following information:

- Header:** CIRCLE CITY LIVE, 6:41 PM, May 06, 2025, 73°, Feels like 69°, Weather forecast for 7 PM, 7:36 PM, 8 PM, 9 PM (all 73°), Book an Uber, Book a Lyft, Press here to speak to the kiosk.
- Section:** Your Itinerary is Ready
- Map:** A 3D map of the area around Monument Circle, showing various landmarks like Market Tower, AT&T Building, Capital Center, and Sushi Boss.
- Itinerary Items:**
 - Monument Circle: 2 mins walk, 10-15 mins by car. Includes "Edit" and "Delete" buttons.
 - 16-Bit Arcade and Bar: Craft Beer, Shots, Arcade, Board Games, Music. 2 mins walk, 10-15 mins by car. Includes "Edit" and "Delete" buttons.
 - Tappers Bar: Karaoke, Bar Games, Cocktails, Music. 2 mins walk, 10-15 mins by car. Includes "Edit" and "Delete" buttons.
 - Metro Club: Clubbing, Live DJ, LGBTQ+, Neon, Music, Dance. 2 mins walk, 10-15 mins by car. Includes "Edit" and "Delete" buttons.
- Buttons at the bottom:** Share via Message, Share via QR (highlighted with a cursor icon), Go Home.

Itinerary detail page

An option to edit the itinerary further based on user choice

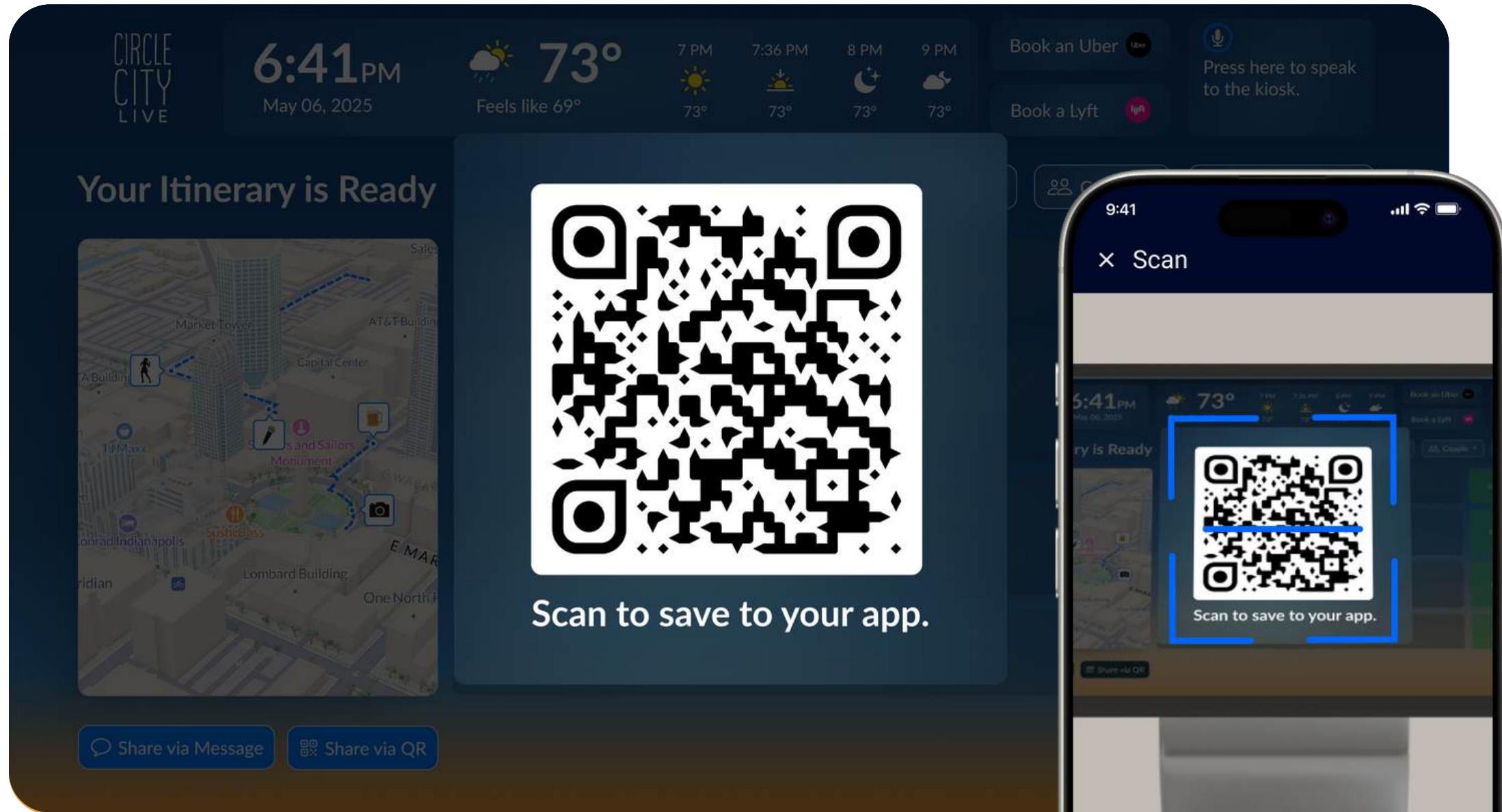
Based on all the preferences the Kiosk then builds a custom itinerary for the user to explore the place

User then clicks on the share via QR CTA to get the itinerary on his mobile app

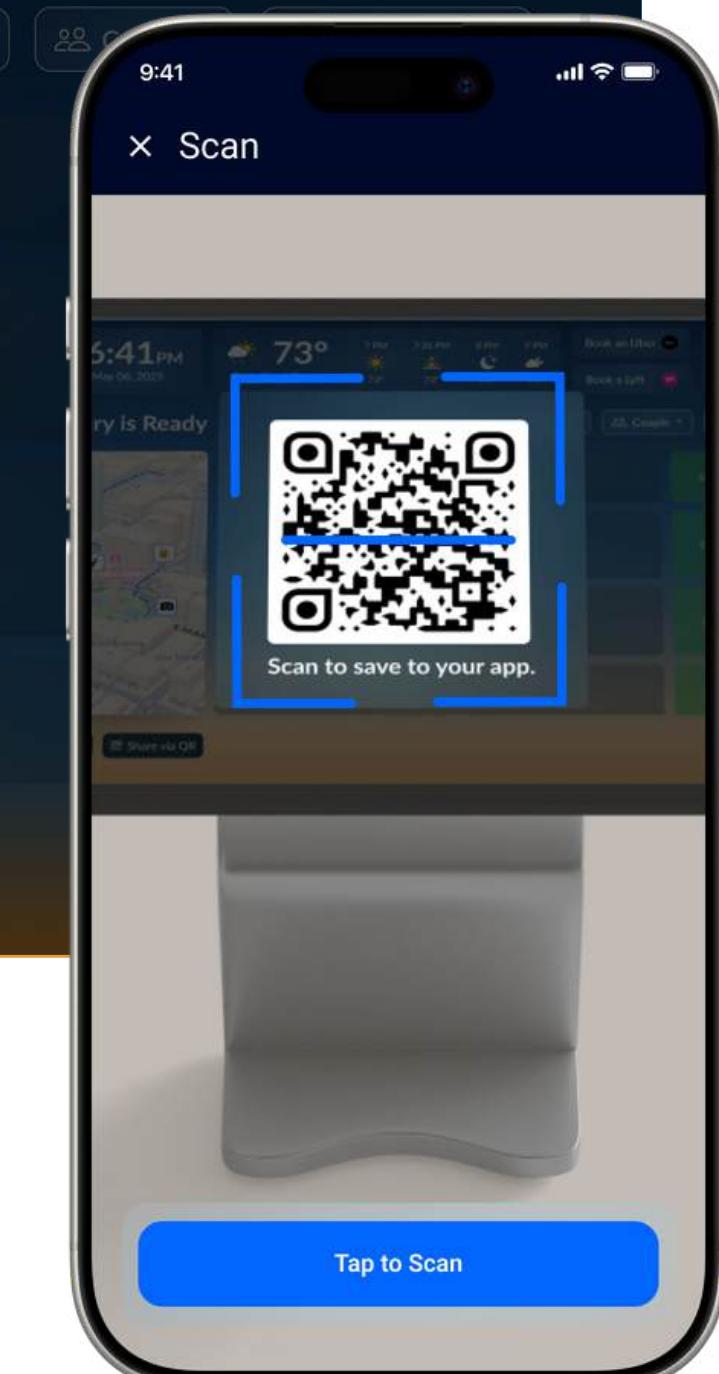
[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Task1: Create an Itinerary and transfer it to the phone



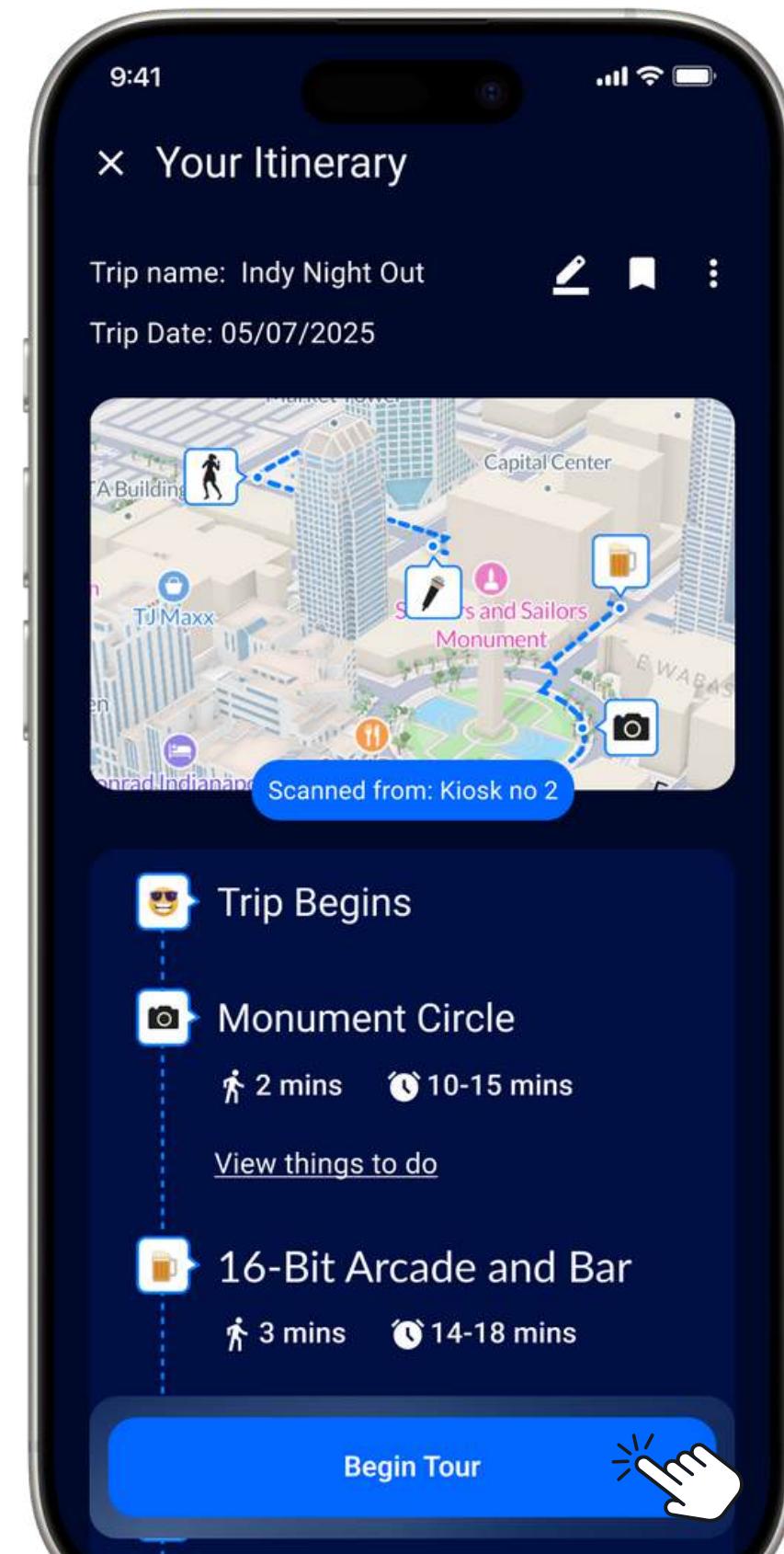
Itinerary scan page



User then scans the itinerary
using his mobile app

[Link to Kiosk Prototype](#)[Link to Phone Prototype](#)

Task1: Create an Itinerary and transfer it to the phone



Itinerary Mobile page

User receives the itinerary on his phone

They then click on the “Begin Tour” button to begin the tour

[Link to Kiosk Prototype](#)[Link to Phone Prototype](#)

Task1: Create an Itineray and transfer it to the phone



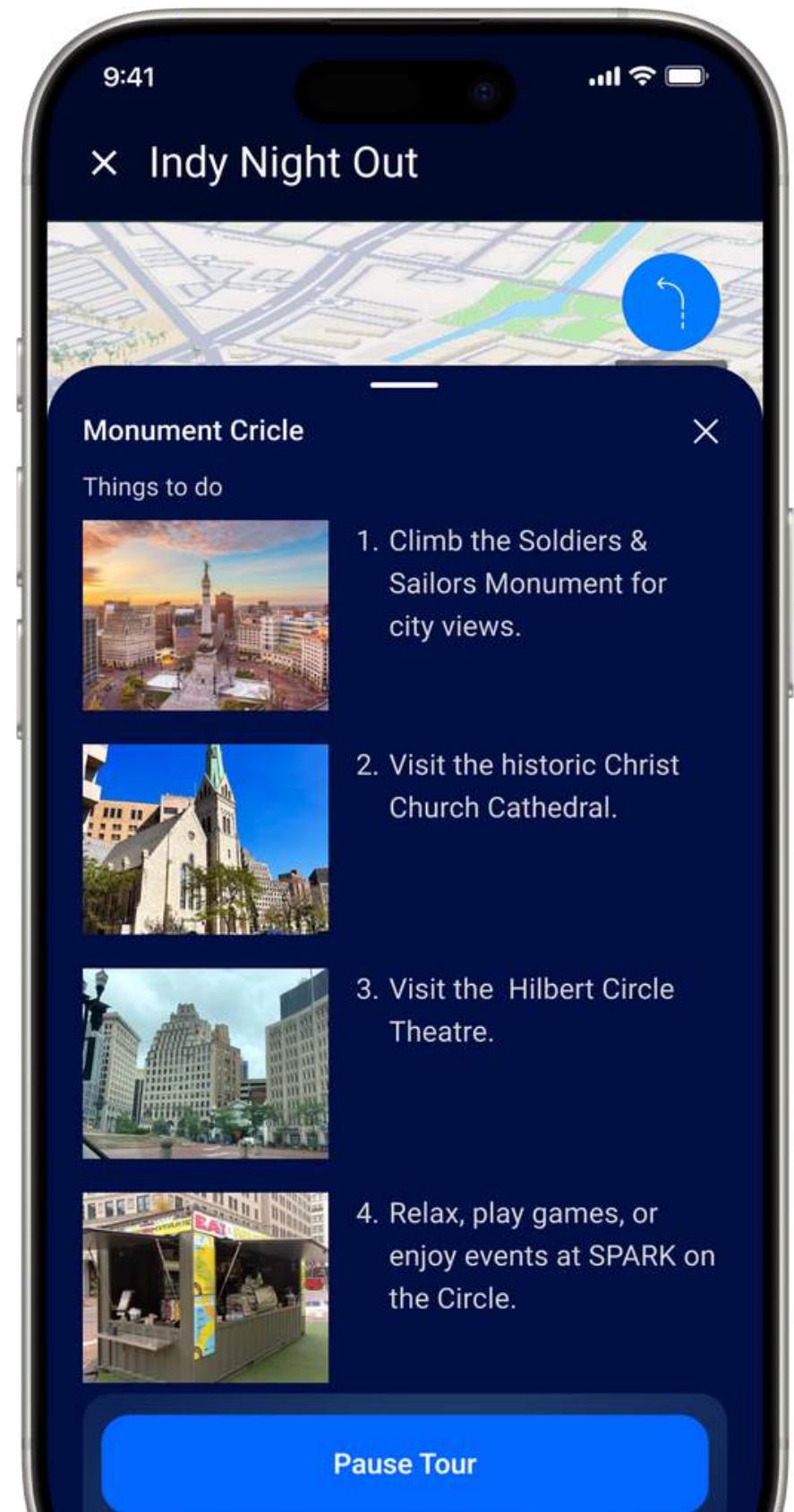
Live Navigation

The tour guides the user through each place they have to visit to complete the tour

They can also tap on any location to get a to do list for that place

[Link to Kiosk Prototype](#)[Link to Phone Prototype](#)

Task1: Create an Itineray and transfer it to the phone



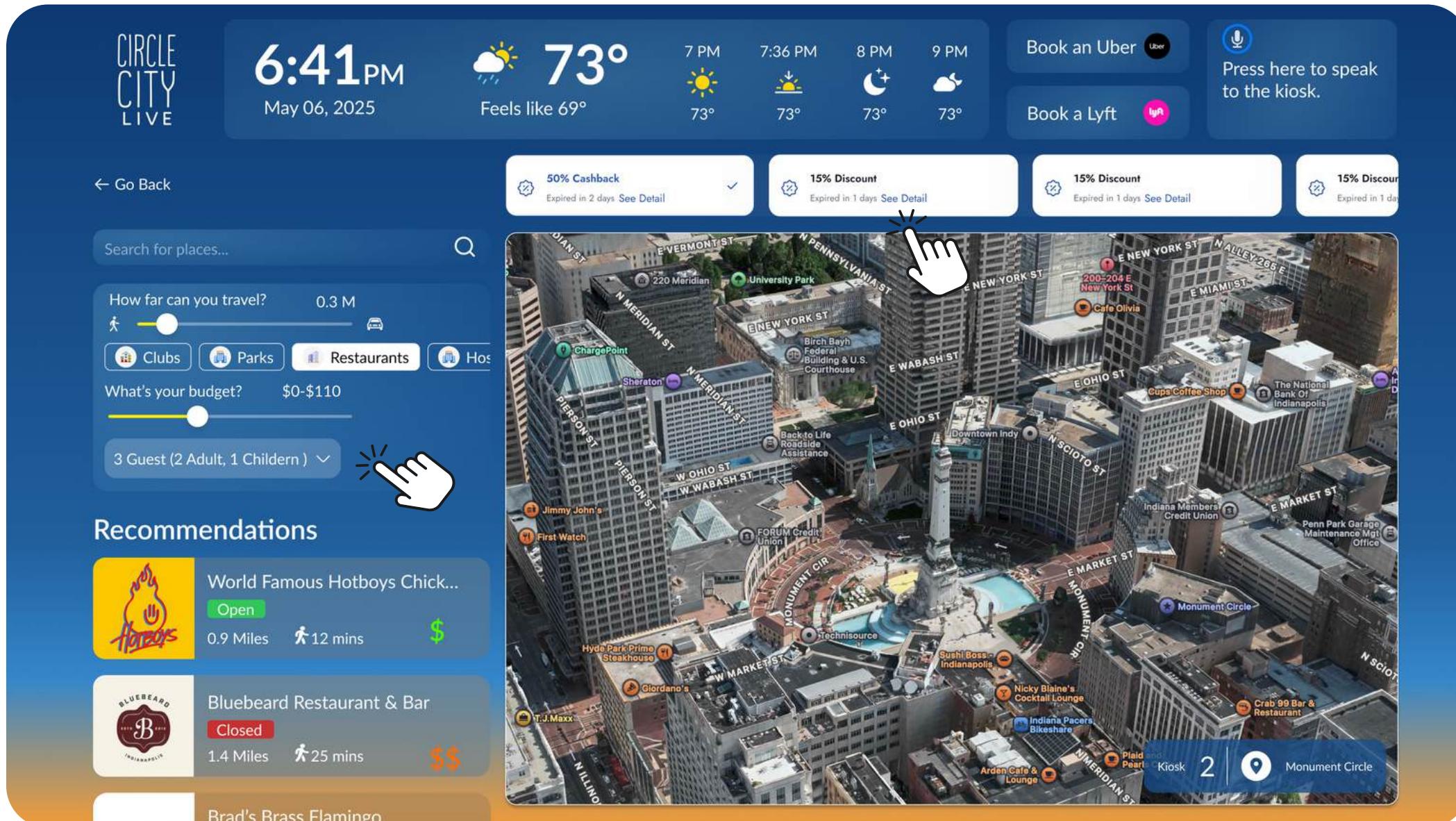
To do list

Get a list of recommendations for things to do at each location in the tour .

[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Task2: Find a point of interest around you.

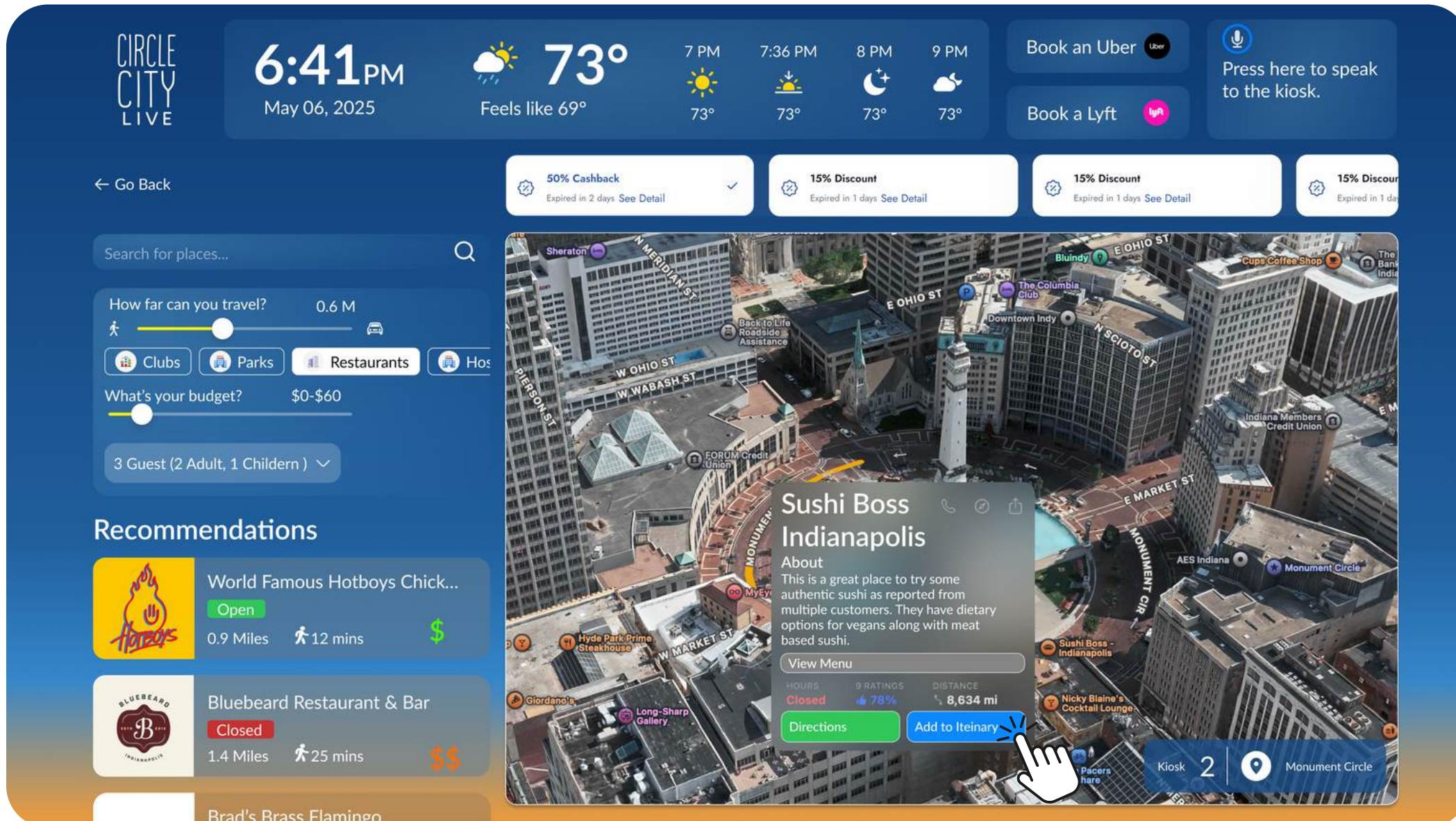


Map exploration page

Users can use the various filters to find places that suit them and their needs.

[Link to Kiosk Prototype](#)[Link to Phone Prototype](#)

Task: Find a point of interest around you.



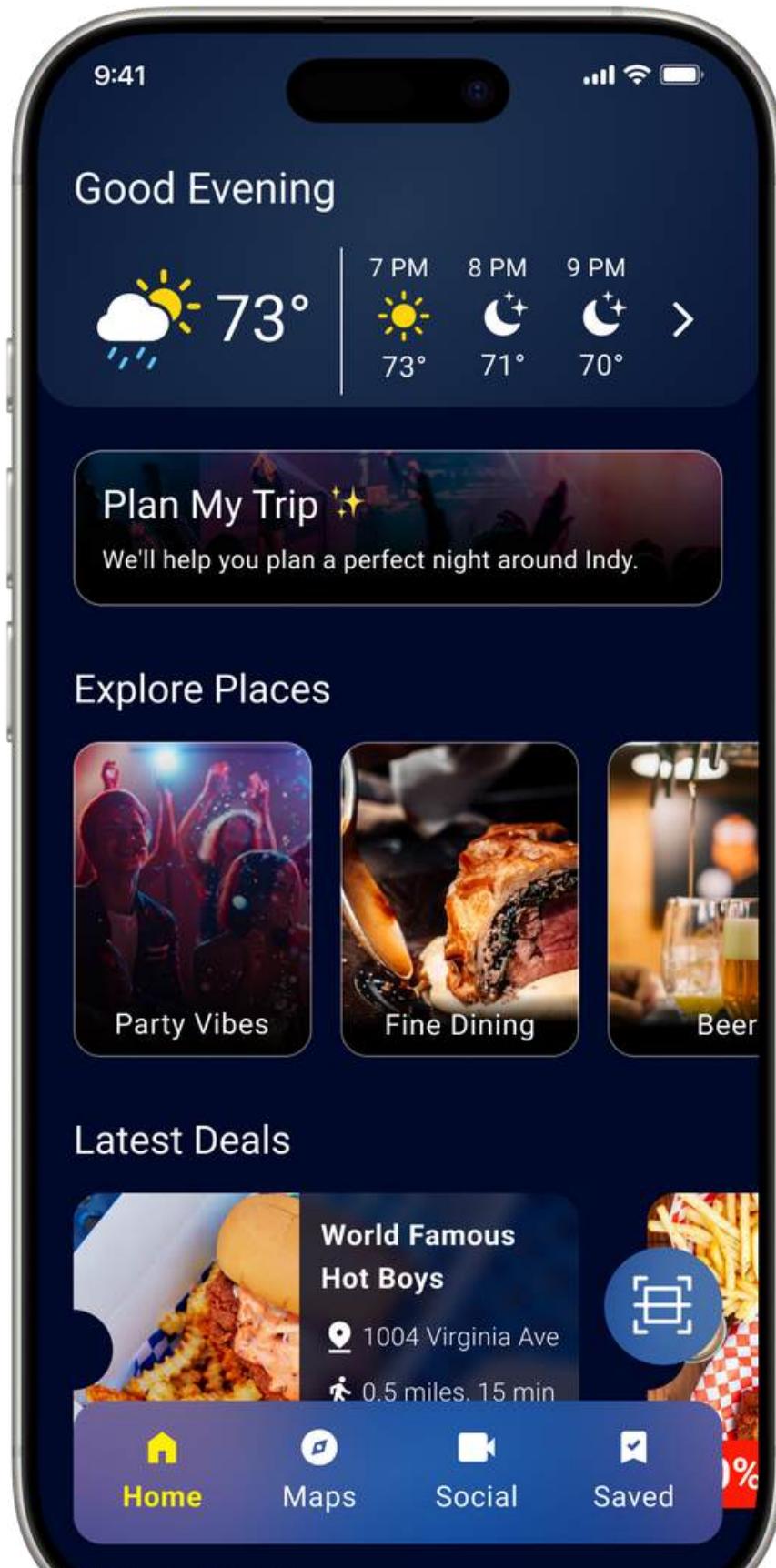
Map exploration page

Users can click on the points of interest in either the map or the left panel to reveal a popup containing more information about the place.

[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Mobile App-All other screens



Home Page

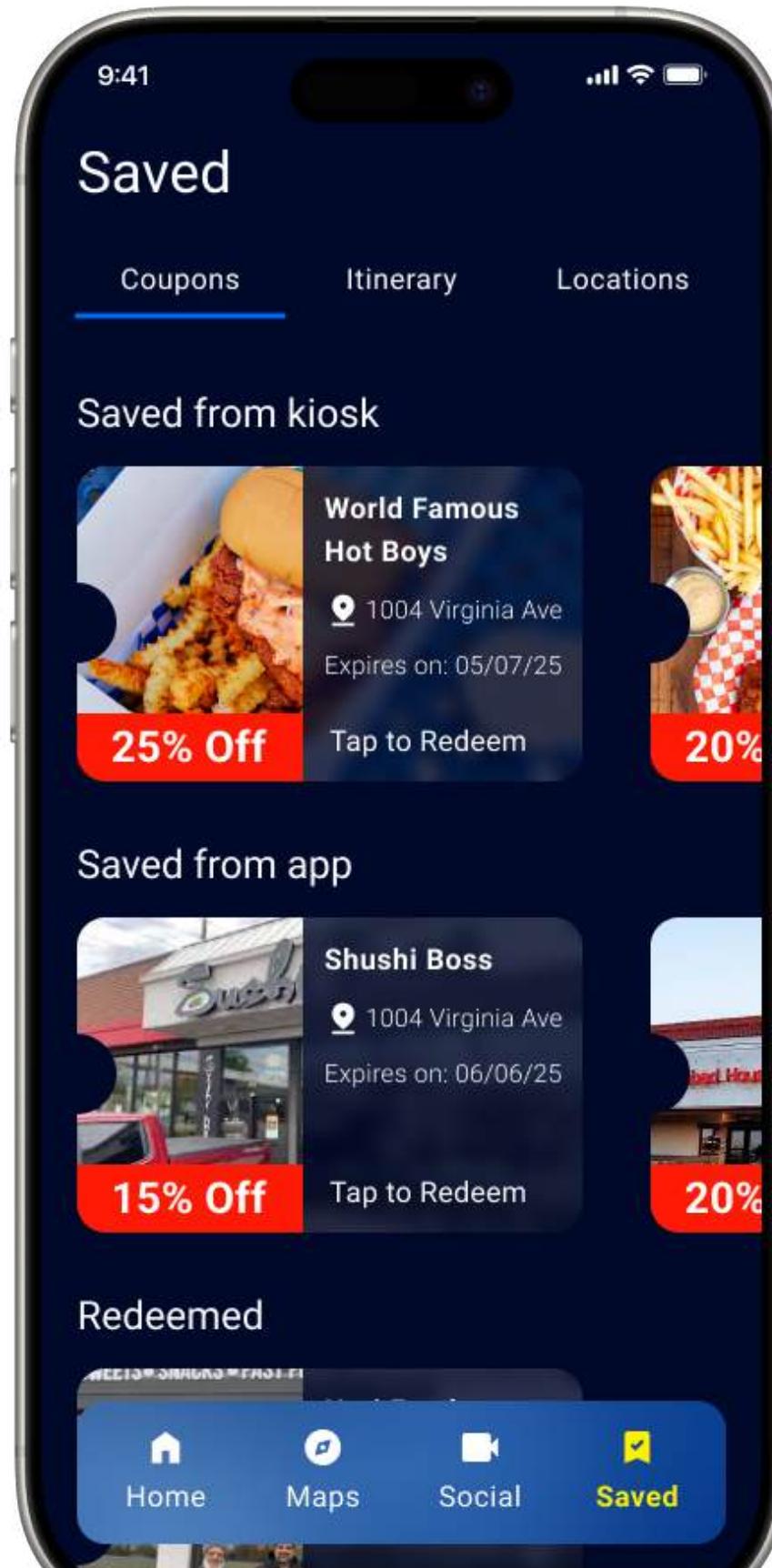


Maps

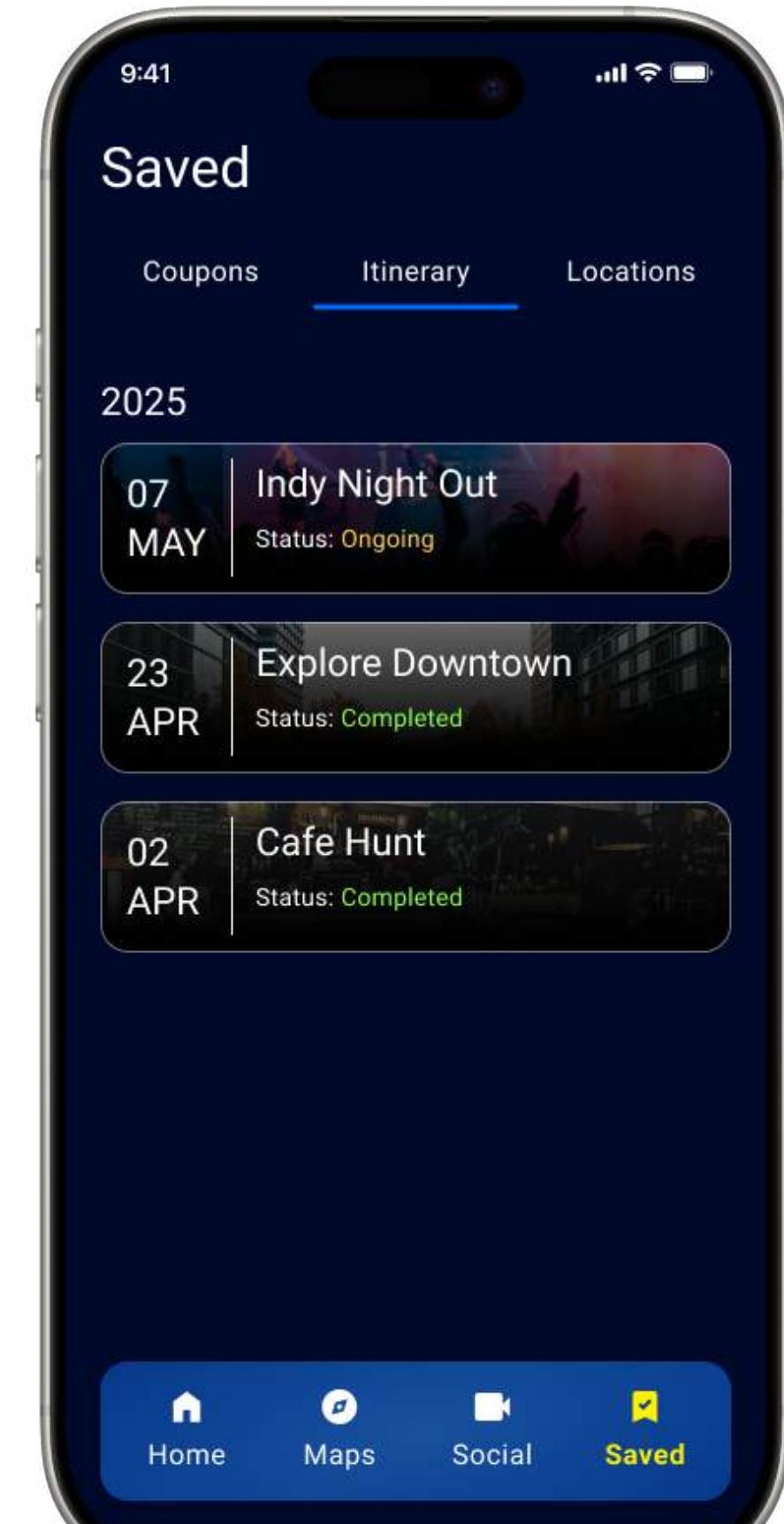
[Link to Kiosk Prototype](#)

[Link to Phone Prototype](#)

Mobile App-All other screens



**Saved coupons
from kiosks and
the mobile app**



**Saved
Itineraries from
kiosks and
generated
through the app**

Thank You