



Project B

Design Treatment

Cas Hancock - Professor Lomelino - GAME 267 N01 - Fall 2024

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Overview and Rationale

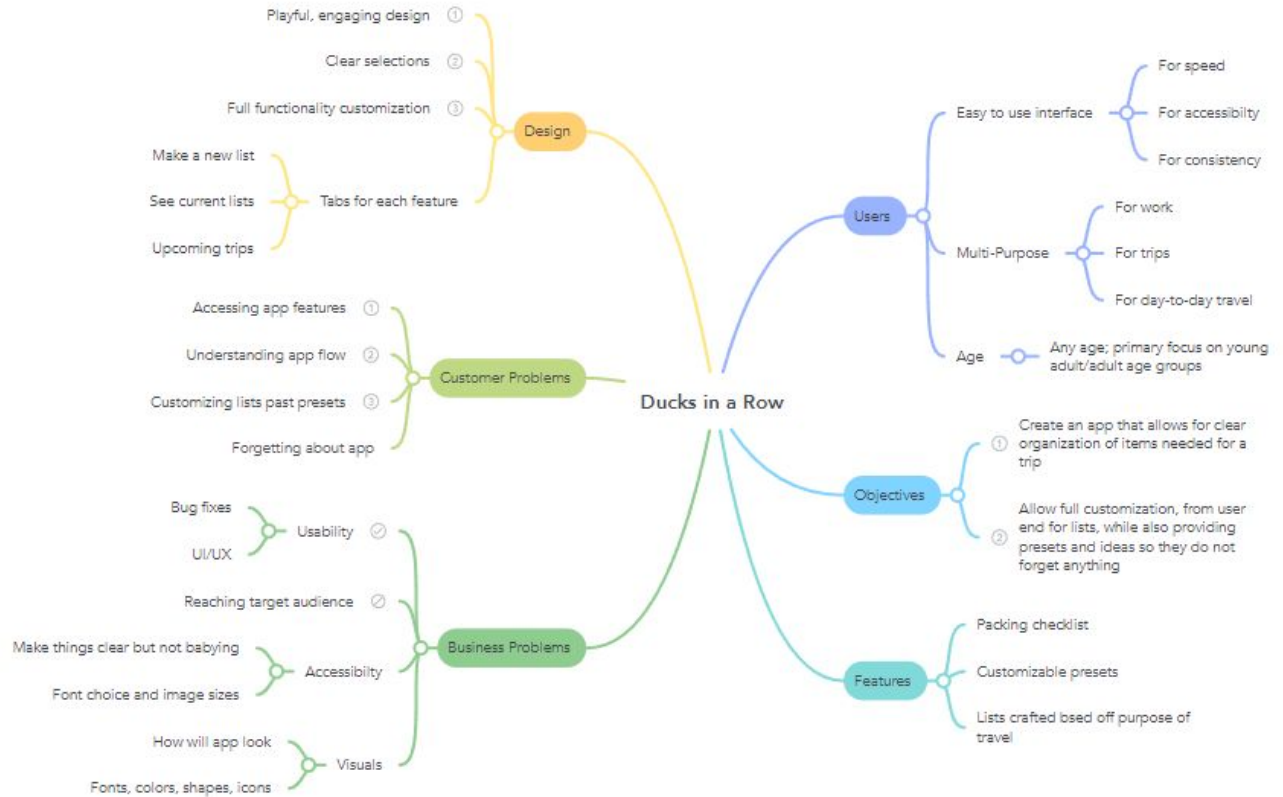
It is always frustrating when you spend ages agonizing over packing, only to leave and realize you missed something crucial. You can make lists, but they don't account for everything - perhaps you overestimated the clothes you needed, or got the weather wrong for your location, or even forgot something as simple as your toothbrush. *Ducks in a Row* is here to solve this by creating unique lists of items targeted towards your specific trip. Something as easy as your everyday work commute to your week-long anniversary trip to Hawaii can be accounted for and organized with a checklist tailored towards what you need.

Intended Audience: *Ducks in a Row* is designed for the more scatterbrained folk who need a concise and straightforward checklist on what to pack for trips of various types.

Why: Figuring out what you need can be an overwhelming and frustrating process, especially when you miss the things you need to bring most.

How: An app that creates customized checklists for trips of various kinds.

Mind Map





User Stories

Emily Thompson	I want an easy way to plan quick getaway trips for the weekends
David Lee	I want to make sure I have everything I need for my months-long trip
John Patel	I want to ensure I can pack substantially for all of my family members on trips.

Persona 1 - Emily Thompson



User Narrative and Scenario

Emily Thompson is a marketing specialist who often finds the only time she has to herself is on the weekends. Due to the heavy ask of her job and unpredictability of her work, these trips are often planned last minute - meaning she is scrambling to get things packed and ready for her getaways. She needs a quick way to organize these spontaneous adventures.

Age - 28

Job - Marketing Specialist

Gender - Female

User Objectives

1. Create quick lists for weekend getaways
2. Access old lists to reuse for repeat trips
3. Easily track various items that are often forgotten by her

User Needs

1. Intuitive interface that allows for quick list creation
2. Ability to edit preset lists to her choosing, since different trips need different things
3. Notification reminders for packing
4. Cloud syncing across various devices so regardless of what she is using, she knows what to bring

Pain, Problems, and Frustrations

- Previous apps were too complicated or cluttered.
- Lost packing lists when switching devices.
- Forgetting essential items due to lack of reminders.
- Frustration with lack of customization options in other apps.

Agile User Stories

- As a user, I want to create a packing list in under 5 minutes so that I can quickly prepare for my trip.
- As a user, I want to save my favorite packing lists for future trips so that I can easily reuse them.
- As a user, I want to receive reminders to pack essential items the day before my trip so that I don't forget anything.
- As a user, I want to access my packing list from any device so that I can stay organized on the go.

Persona 2 - Mia Reynolds



User Narrative and Scenario

Mia Reynolds is a college student doing an study abroad trip before her graduation. She will be gone for about two months, and will be visiting multiple countries in Europe across this time. She is overwhelmed by the journey, and is having a hard time accounting for everything she must bring on her trip. She would like a way to plan out everything she will need, especially things she wouldn't think of herself.

Age - 22

Job - College Student

Gender - Female

User Objectives

1. Create a comprehensive packing list for her study abroad trip that includes academic materials and personal items.
2. Easily categorize items based on different trip phases (research, travel, and leisure).
3. Utilize presets to streamline the packing process for future trips.

User Needs

1. An intuitive interface that allows for quick list creation and modifications.
2. A feature to attach notes or links to specific items (e.g., research materials).
3. Options for saving and sharing lists with peers or advisors.
4. Integration with travel and calendar apps for trip planning.

Pain, Problems, and Frustrations

- Previous packing apps were too simplistic or didn't cater to academic needs.
- Anxiety about forgetting critical research materials or personal items.
- Difficulty in managing packing lists for both academic and personal needs.
- Frustration with apps that lack collaboration features for sharing with classmates.

Agile User Stories

- As a user, I want to create a detailed packing list that includes both school and personal items so that I can be fully prepared for my trip.
- As a user, I want to categorize my packing list by trip phase so that I can easily manage what I need at each stage.
- As a user, I want to save my packing lists for future trips so that I can reuse them without starting from scratch.
- As a user, I want to share my packing list with my advisor so that I can get feedback on what I need to bring.

Persona 3 - John Patel



User Narrative and Scenario

John Patel is a retired military officer who is spending his later years relaxing and making the most of his life. He loves to travel with his family, which has grown quite large over the years, and tends to take it upon himself to organize these trips. As such, he needs a way to sort and order large amounts of information so he does not lose track of what is being packed.

Age - 68

Job - Retired

Gender - Male

User Objectives

1. Prepare for family vacations and visits.
2. Keep packing lists organized for different family members.
3. Easily update lists based on trip length and destination.

User Needs

1. Family sharing options for collaborative packing lists.
2. Ability to duplicate and modify existing lists.
3. Clear instructions and support for using the app.
4. Visual indicators for items based on user preferences (e.g., color-coded).

Pain, Problems, and Frustrations

- Confusion when using overly technical apps.
- Difficulty coordinating packing needs for multiple family members.
- Previous apps lacked user-friendly instructions.
- Forgetting items for grandchildren during trips.

Agile User Stories

- As a user, I want to share packing lists with my family so that everyone can contribute to the list.
- As a user, I want to duplicate existing lists for different trips so that I don't have to start from scratch.
- As a user, I want clear, simple instructions to navigate the app so that I can use it confidently.
- As a user, I want visual indicators for important items so that I can prioritize my packing efficiently.

Site Map

Lists

- Show lists in order of creation
- Allow editing/customization

New List

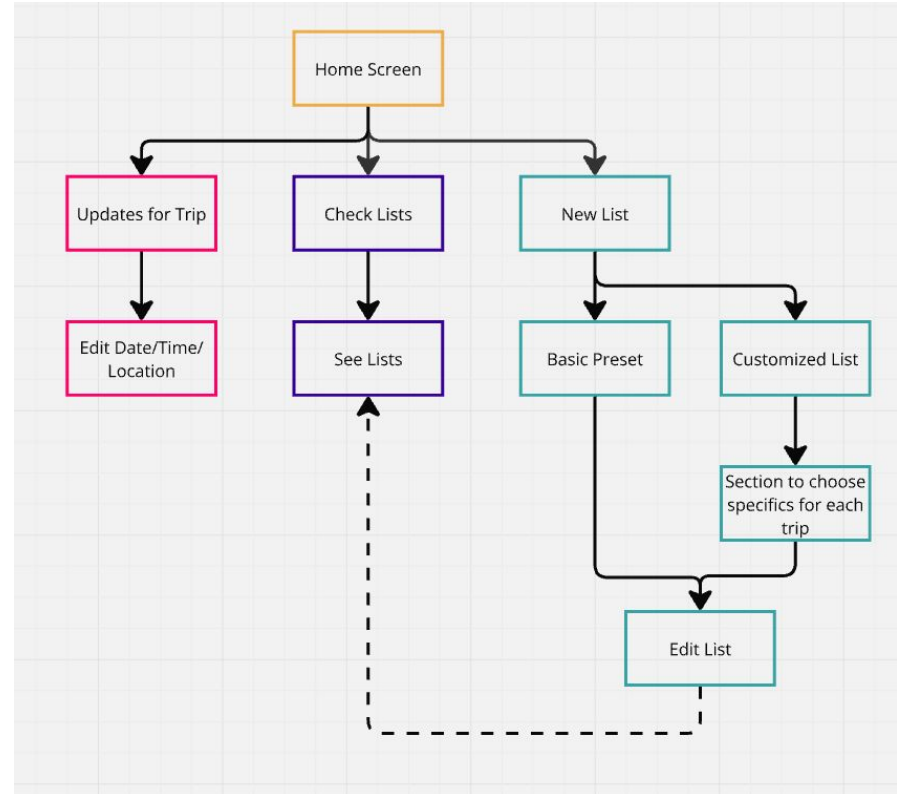
- Creation section; includes presets and an in-depth customization mode that can let you be specific
- Anything from here can be edited at any time

Trip Updates

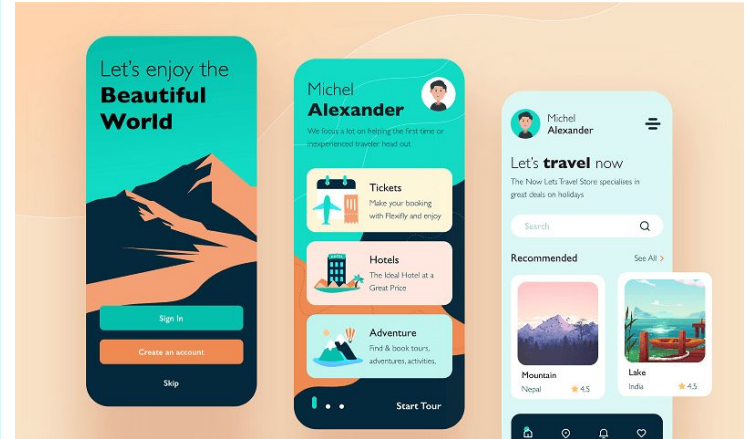
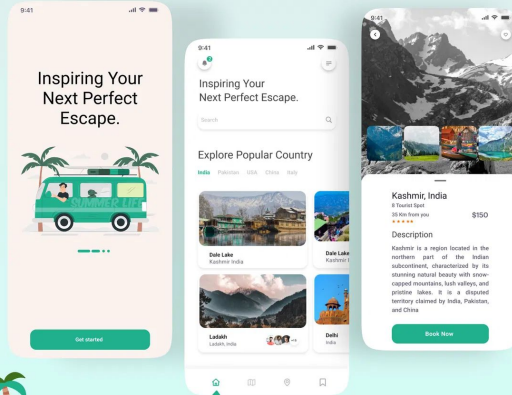
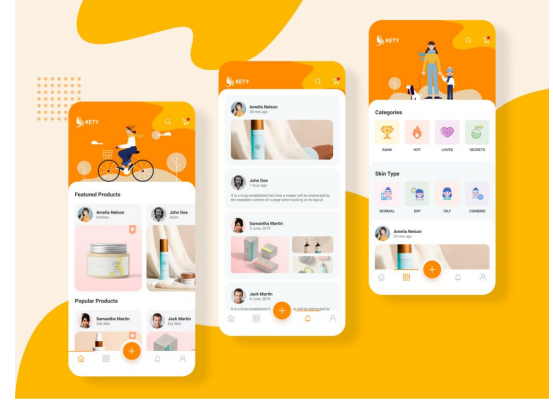
- Check how close an upcoming trip is
- Notifications for user
- See weather trends in location

Profile

- Include past trips and basic trends



Moodboard

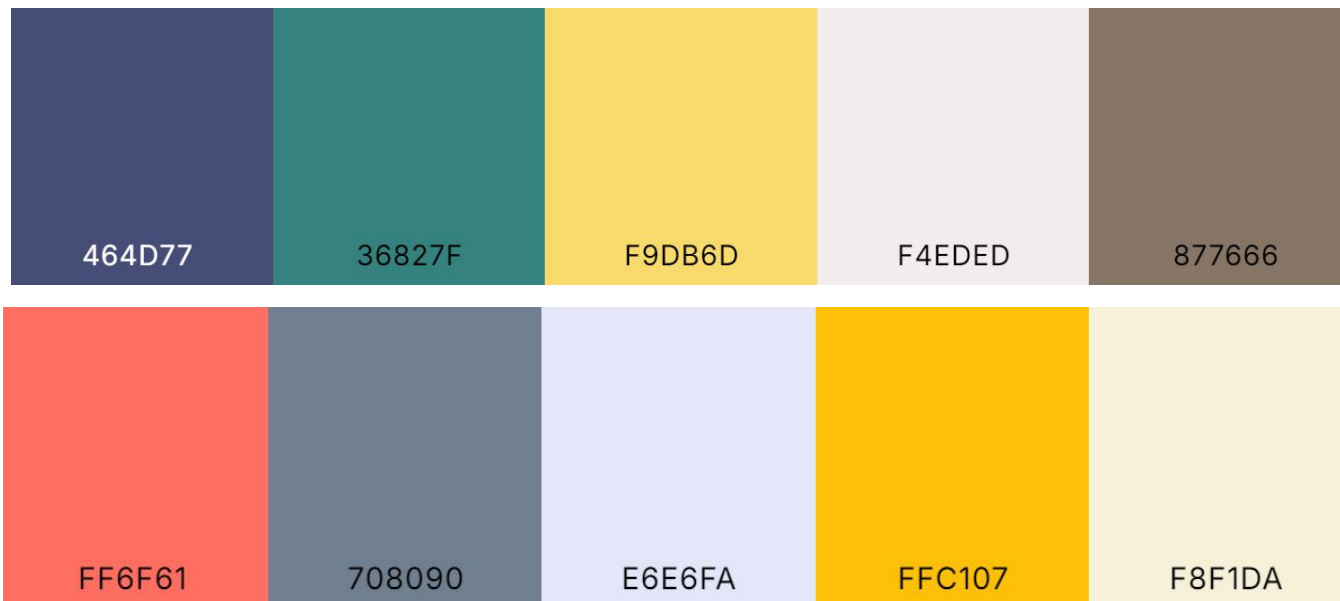


Design Comps



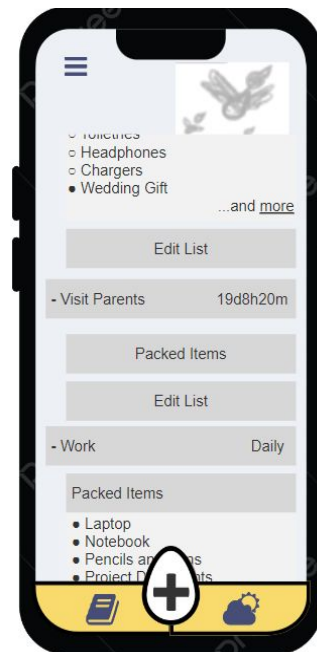
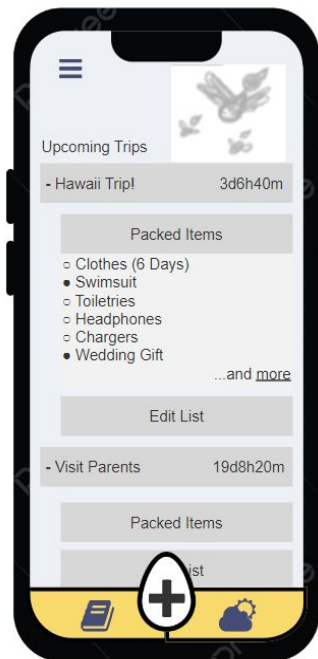
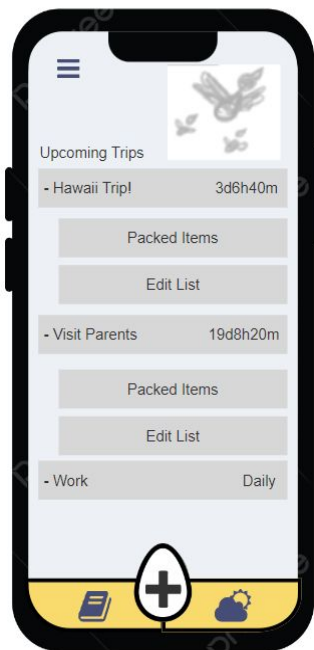
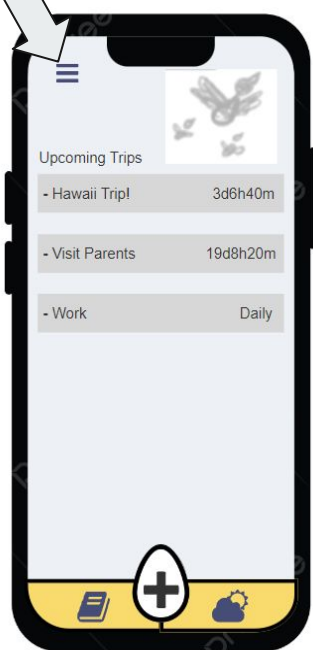


Color Pallet Ideas



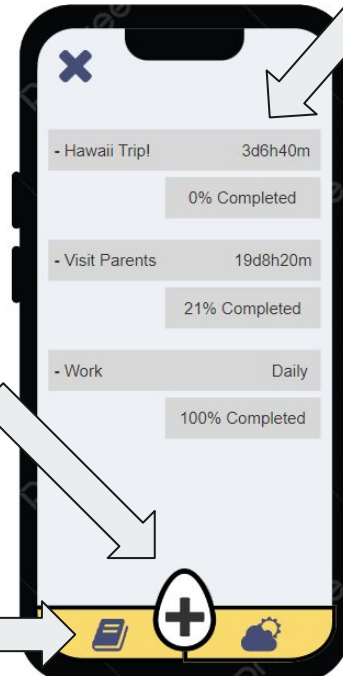
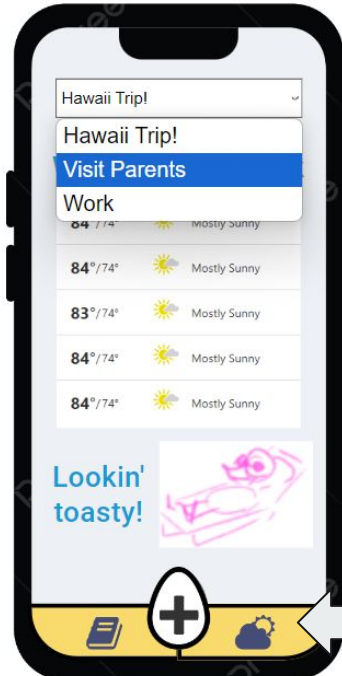
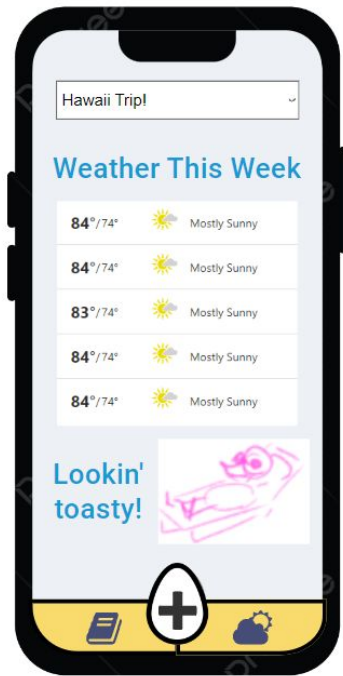
Opens sidebar (see slide 18)

Wireframes



Accordion +
Scrollable

Wireframes



See individual lists

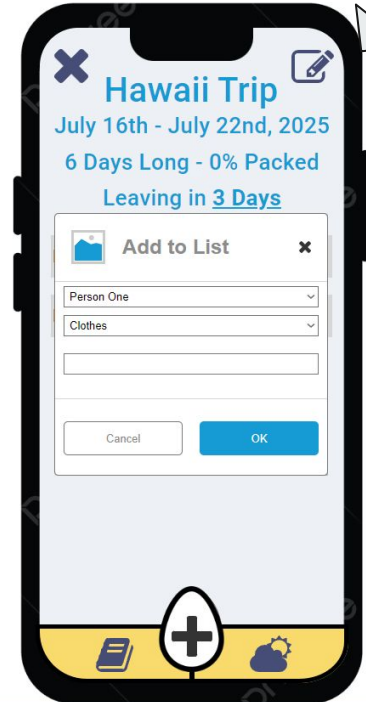
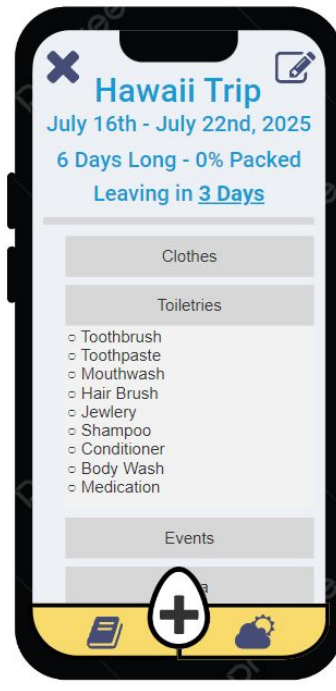
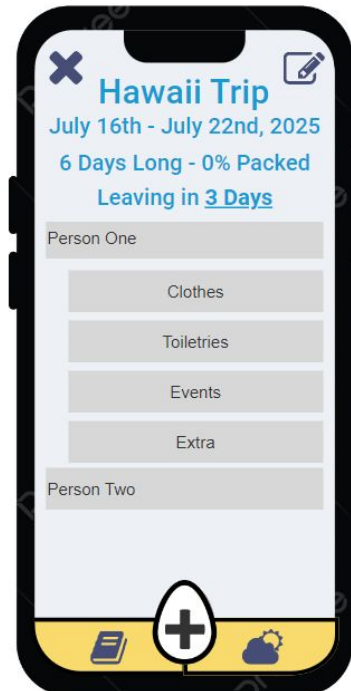
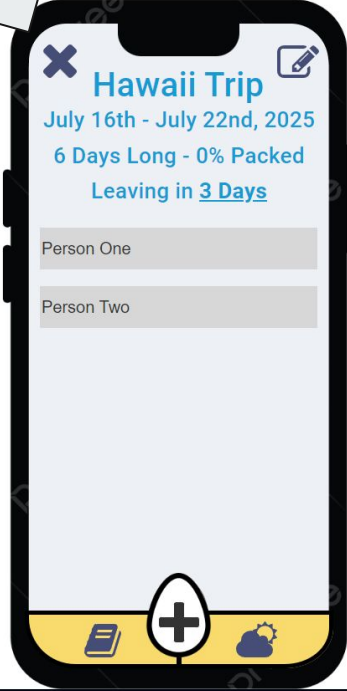
Create new list (see slide 16)

Menu Buttons
(Check Weather / See Packing Lists)

Returns to Home

Wireframes

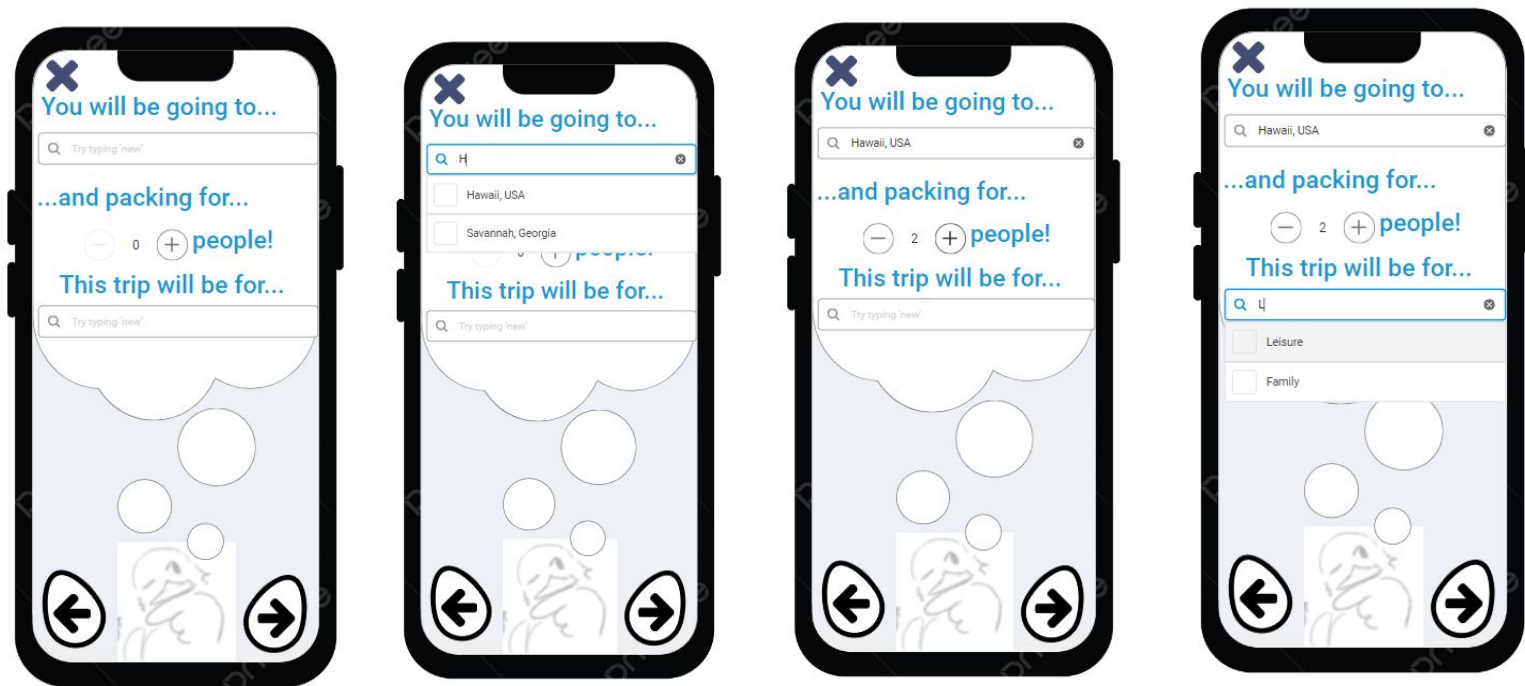
Edit list and add new items



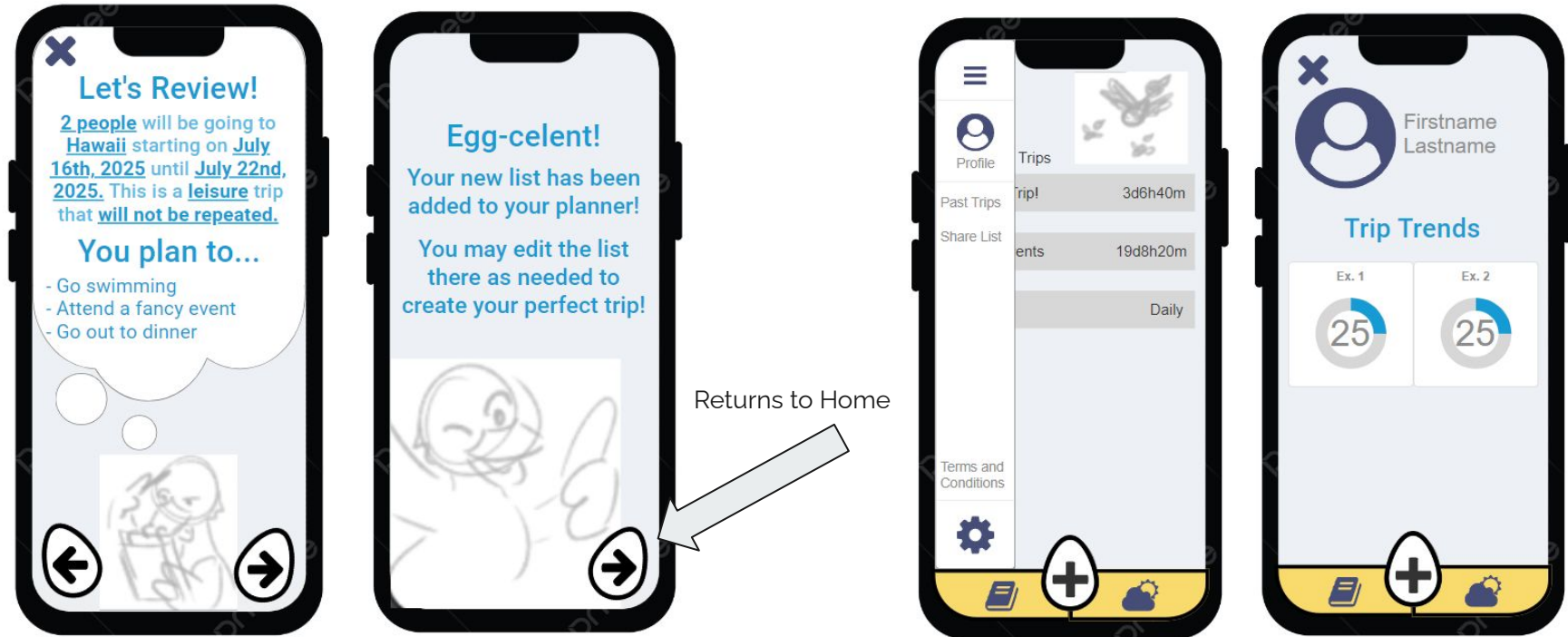
Wireframes



Wireframes



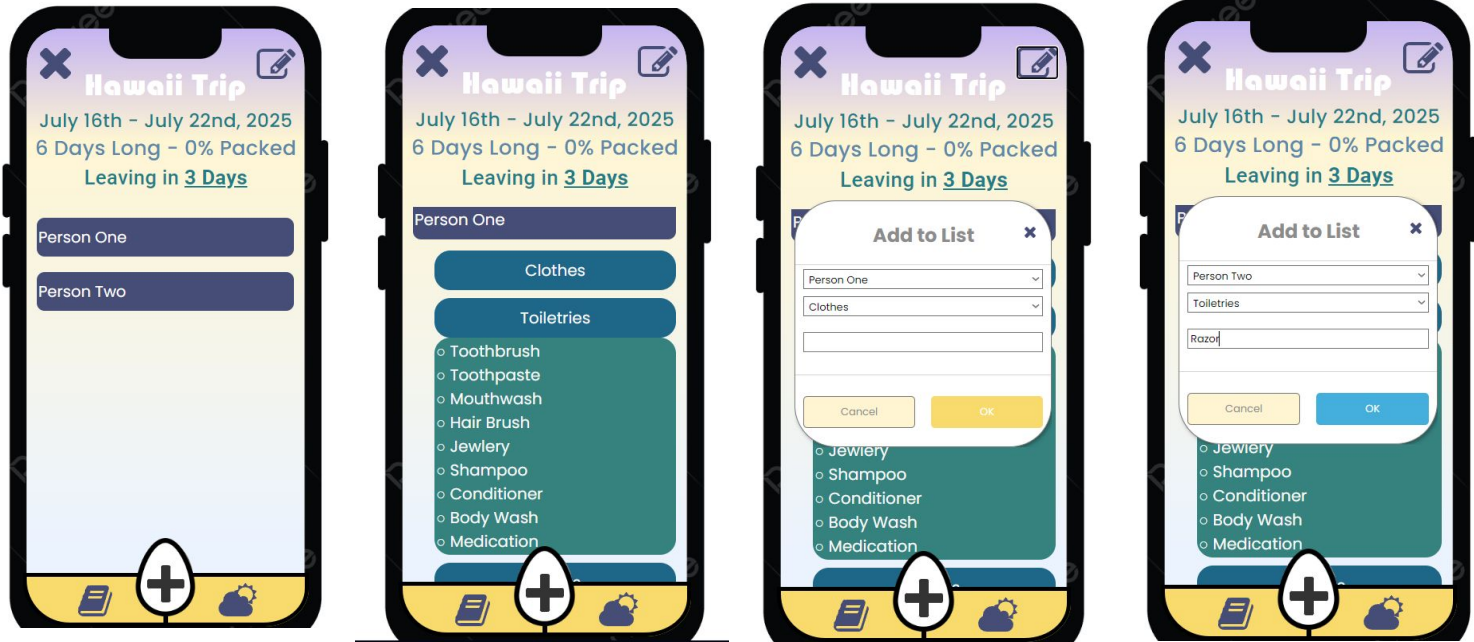
Wireframes



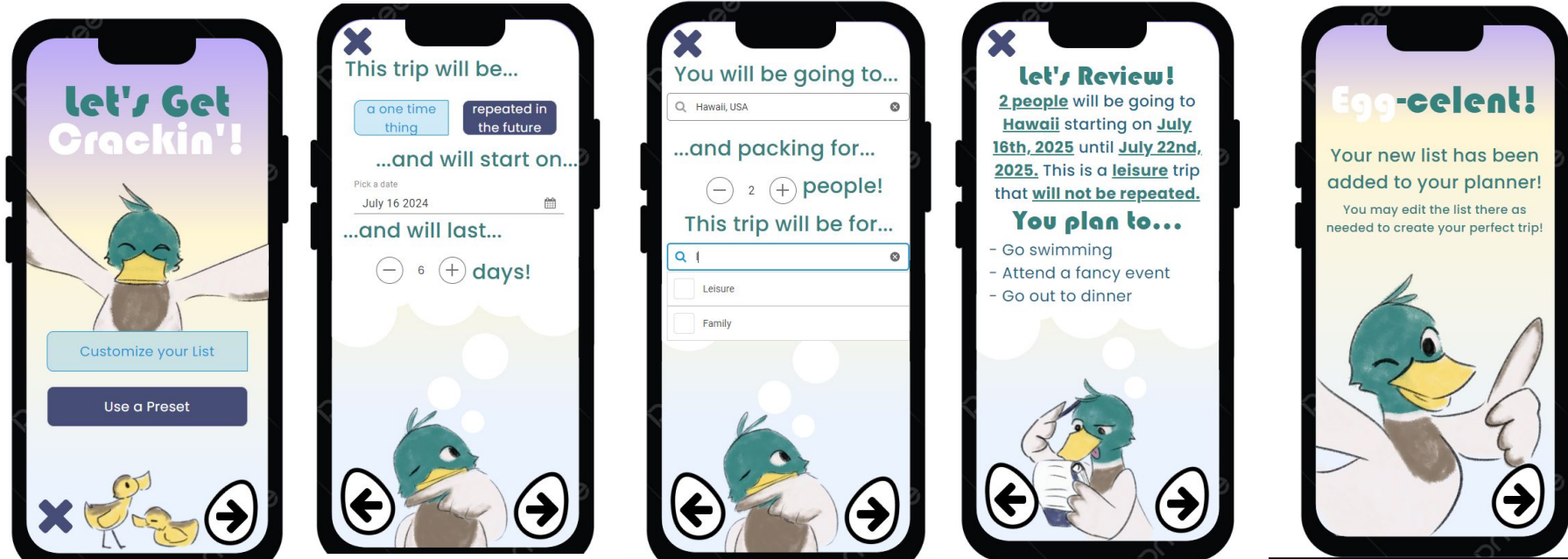
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