

## CREATIVE BRIEF: PROJECT 1

**APPLICATION NAME:** Best Walk

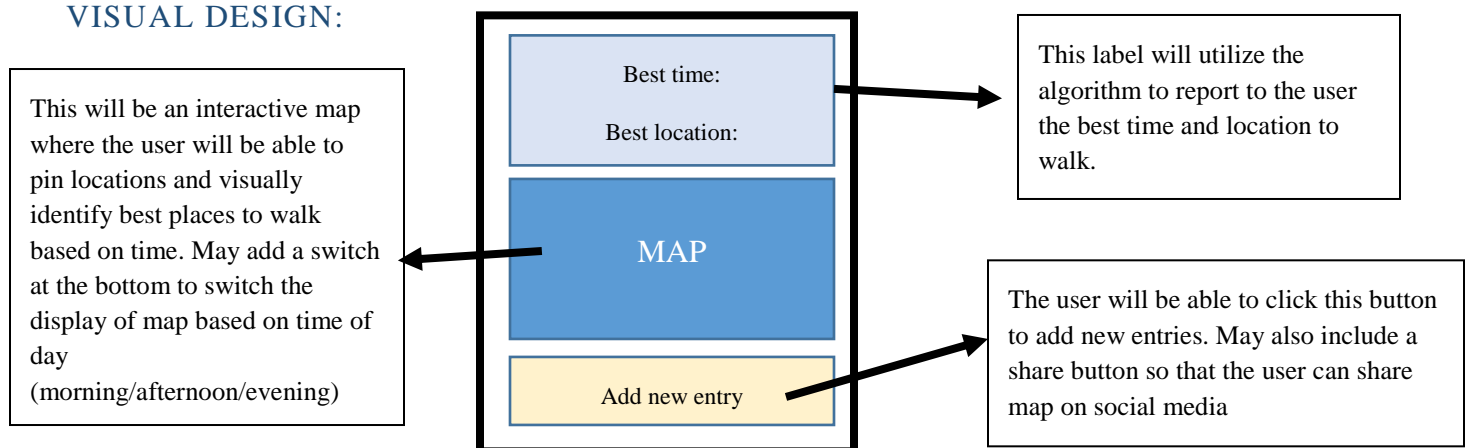
**DESCRIPTION:** The purpose of the “Best Walk” app is to determine which time of day and which location is best for a walk based on user-determined conditions.

**DETAILS:** The “Best Walk” app will utilize an integrated, interactive map where a user can track the best times and locations to walk/run/hike based on past experiences. The user will select a location on the map and enter data that the user is interested in tracking. The data that the user can track will include items such as number of people seen, number of people walking dogs, number of people in the playground, etc. The algorithm will then compile the responses and suggest best times and locations based on the user’s needs. This app will be available on iPhone only.

**INSPIRATION:** My dog, Libero, experiences on-leash reactivity, which means that when he sees another dog/person, he lunges and barks uncontrollably. I have often wished for an app that will help me determine the best times of day and best places to walk Libero without encountering multitudes of people/dogs. Hence, the idea of “Best Walk” began.

**AUDIENCE:** This application will be designed for users of different ages who enjoy going on walks but want a customized walking experience. My hope is that the application will be able to aid not only those who have dogs who experience on-leash reactivity, but also those who enjoy walking but have special circumstances in which they need a customized experience (i.e. parents who have children with Autism, people who feel safer walking in high crowd density areas, people with social anxiety who want to enjoy a peaceful walk, etc).

### VISUAL DESIGN:



### PRELIMINARY TASKS FOR PROJECT:

- Import Google maps into SDK  
(<https://developers.google.com/maps/documentation/ios-sdk/marker>)