

MyPark Mobile Application



UI / UX

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4967



*Discover great Parks areas
and opportunities.*



INTRODUCTION

The main function of the application is to provide the user an option of leisure, according to local culture, interest and location.

MyPark offer two incredible functionality. First of all, you can swipe right to save your favorites parks that suits your style. Secondly, you can collect badges from the parks you have visited.

The application is available for download on ITunes now. The versions currently available are for IOS devices, namely IPhone 6 plus and Ipad. Approximately the size of the screen is 1334 x 750 pixels for iPhone 6 and 2048 x 1536 pixel for iPad.



Understanding the Objective

I wanted to focus on accentuating a relaxation and excitement mood, while making the design simple and sophisticated to attract my target audience.

ABOUT

MyPark is an application to help people find the best parks in Sydney.

Users can search for parks with all the facilities that the parks offer and a great atmosphere. Through the research you can plan birthday parties, exercise or simply to enjoy nature and relax.



KEY SERVICES

Search by location, postcode, show distance by current location.



ATTRIBUTES

Mature
Unexpected
Relaxing
Exciting



TARGET MARKET

The target users are in the bracket range of 26 - 35, female. This age range are individuals who are inclined in going to the Parks to have activities with their children or go with friends.



DIRECT COMPETITORS

- * Playground Finder
- * Mypark



TOUCHPOINTS

- * Website
- * Mobile site





CUSTOMER USER JOURNEY

MyPark

Mypark

27 March 2017

CREATED WITH SMAPLY TRIAL VERSION

Untitled Stage

Susan Zeckman SUSAN ZECKMAN'S JOURNEY

Next month is her son's birthday.

She decides to search the internet, where to make the birthday party.

Realizes she can do in the Park.

Research by Parks with good atmosphere for kids to have fun.

decide to make download the application.

Share with friends, location and invitations.

Share photos and show how she know about the park.

Susan Zeckman SUSAN ZECKMAN'S DETAILED DESCRIPTION

Suzan is tired and very busy.

Her husband travels frequently for work.

She was very busy, she forgot to book a place for a birthday party.

She is very frustrated. She decides that her son will not have a birthday party.

Her friend suggests having a party at the Park.

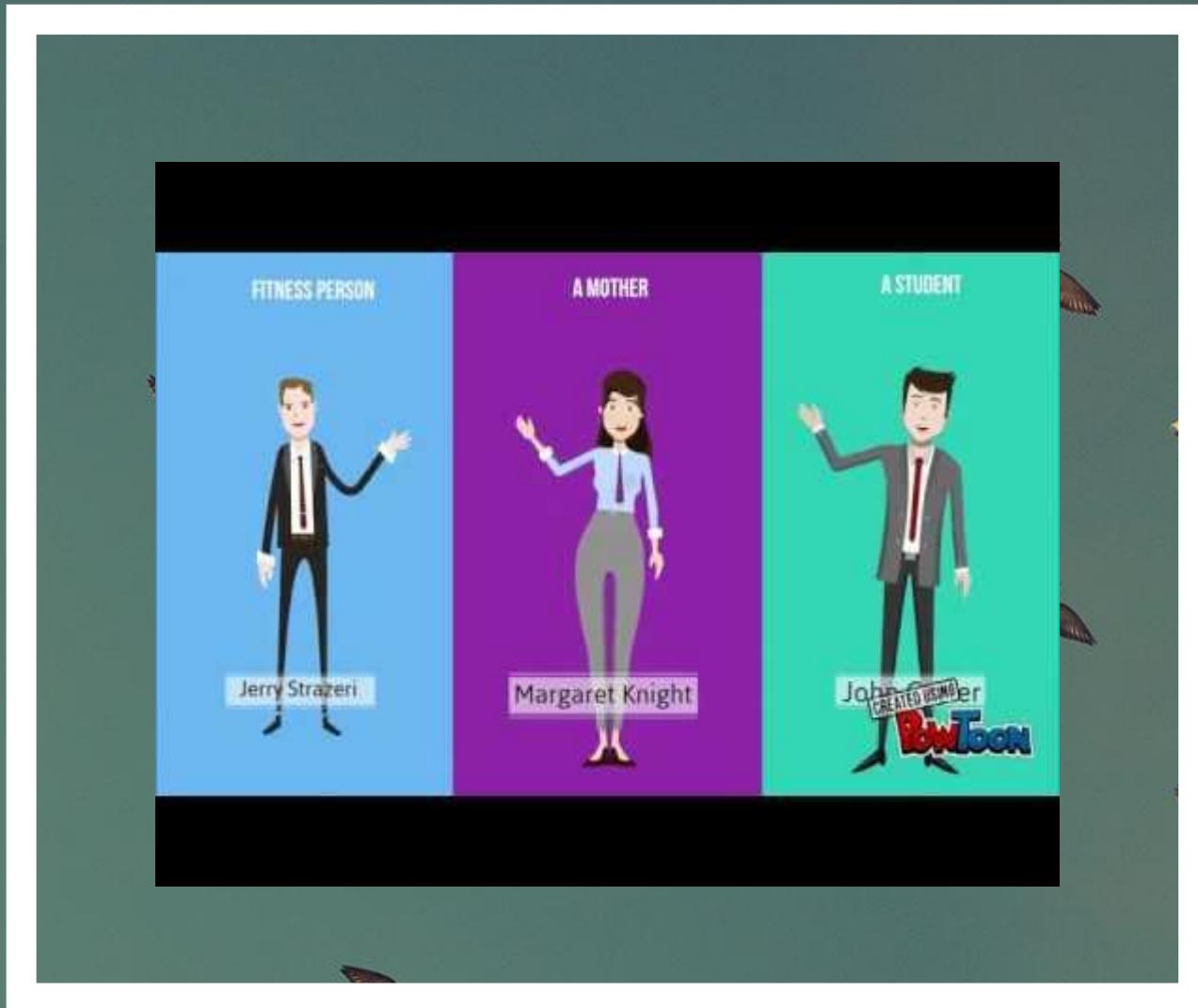
She loves technology and is always downloading apps.

After much research she finds MyPark and manages to have a beautiful party, for her son with all her friends.

Susan Zeckman SUSAN ZECKMAN'S INSTAGRAM

EMOTIONAL JOURNEYS

When we map the user's journey we can put him at the center of our solutions, we can tell his story to the team or other decision makers in a visual and complete way. This map helps us synchronize touch points so that the user experience with our product or service is more harmonious.



PERSONAS



Persona 1

Persona 2

Persona 3

UOW
AUSTRALIA

Engineering 1
Health 48
Illawarra Health & Medical Research Institute 32
Information Sciences 3
Kids' Uni Childcare 10
Psychology 41
Recreation & Aquatic Centre 13 11
Science 41
SMART Infrastructure



UX/UI DESIGN PROCESS



Understanding

- Listen to stakeholders
- Understand business objectives
- Functional requirements
- Technology constraints



User Research

- Personas
- Ethnographic research
- Interviews & observations
- User stories & story maps



Analytics & Discovery

- Metrics & analytics
- Competitive analysis
- Ideation & strategy
- Benchmarking



Wireframes

- Concept sketching
- System/process flow
- Information architecture
- Interaction design



Mockups & Prototypes

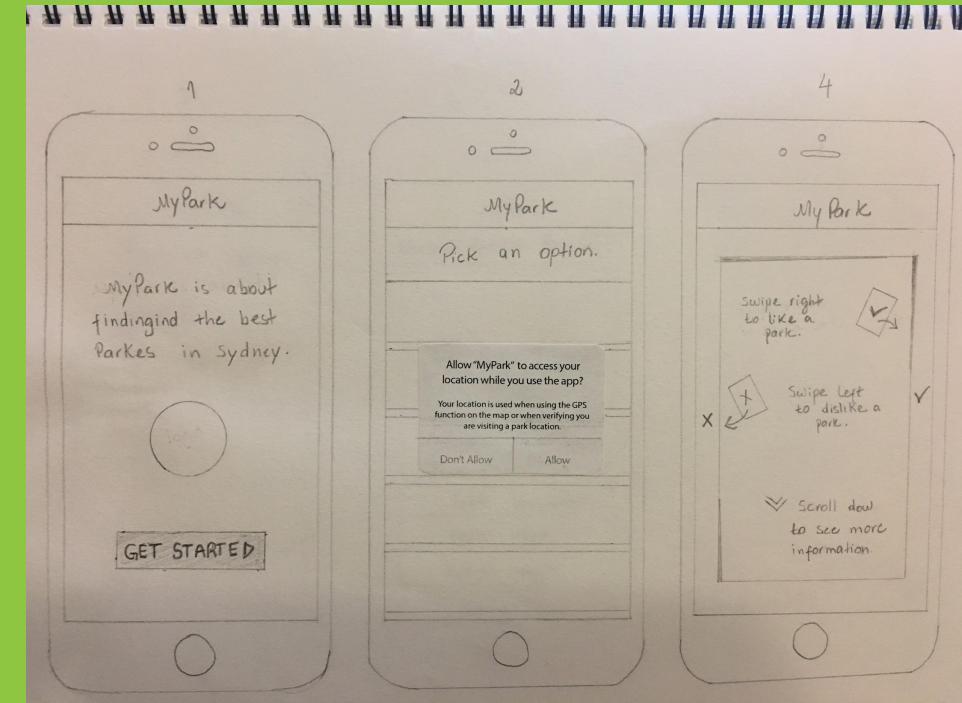
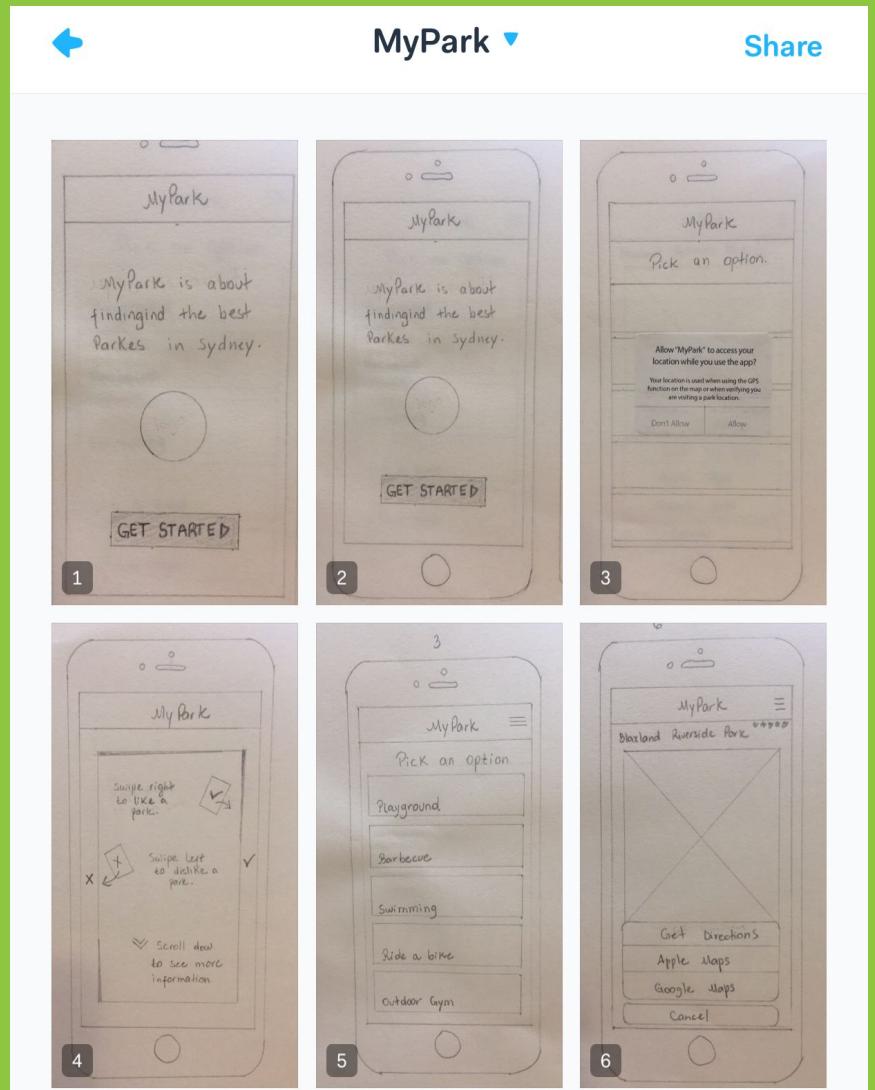
- Brand identity integration
- High-fidelity mockups
- Interactive prototypes



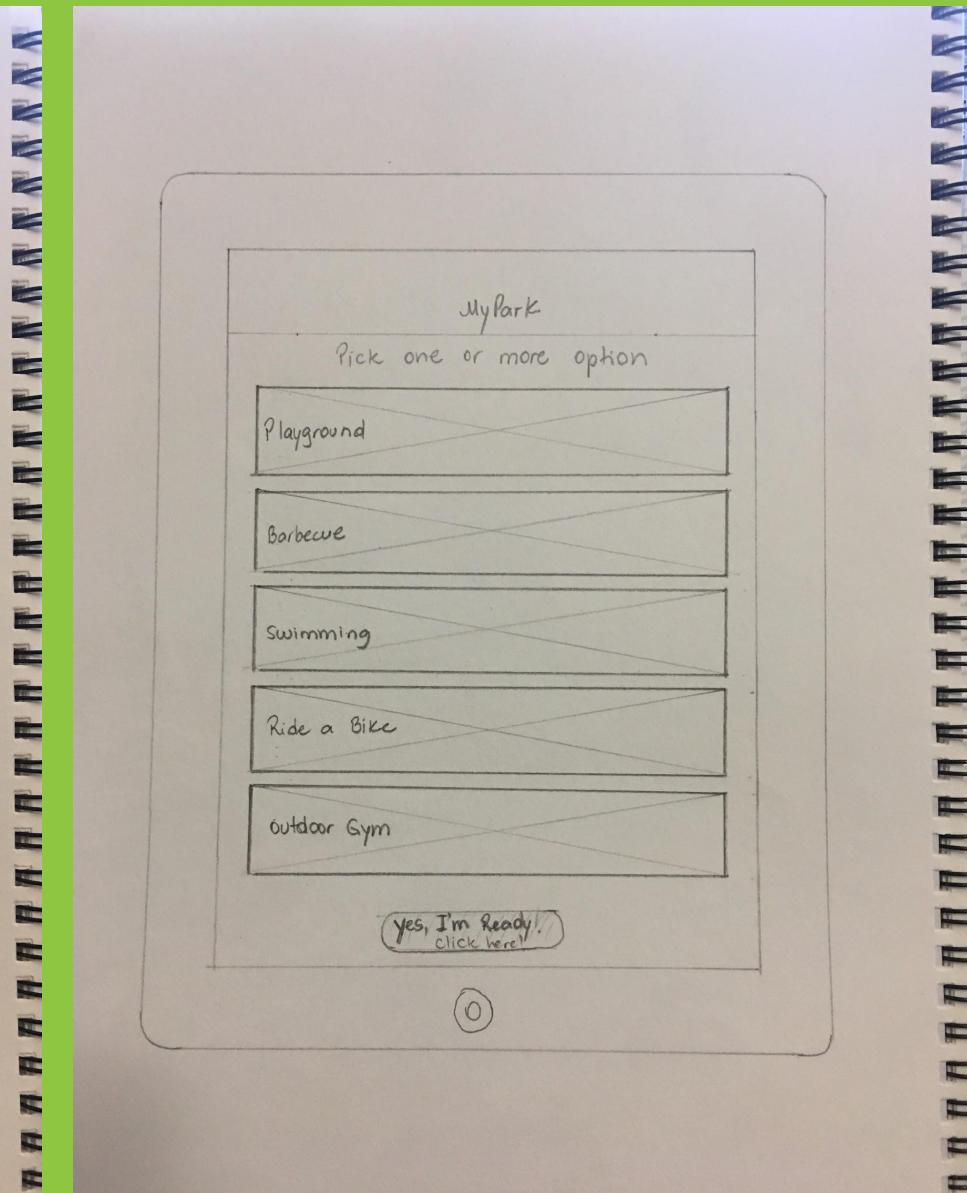
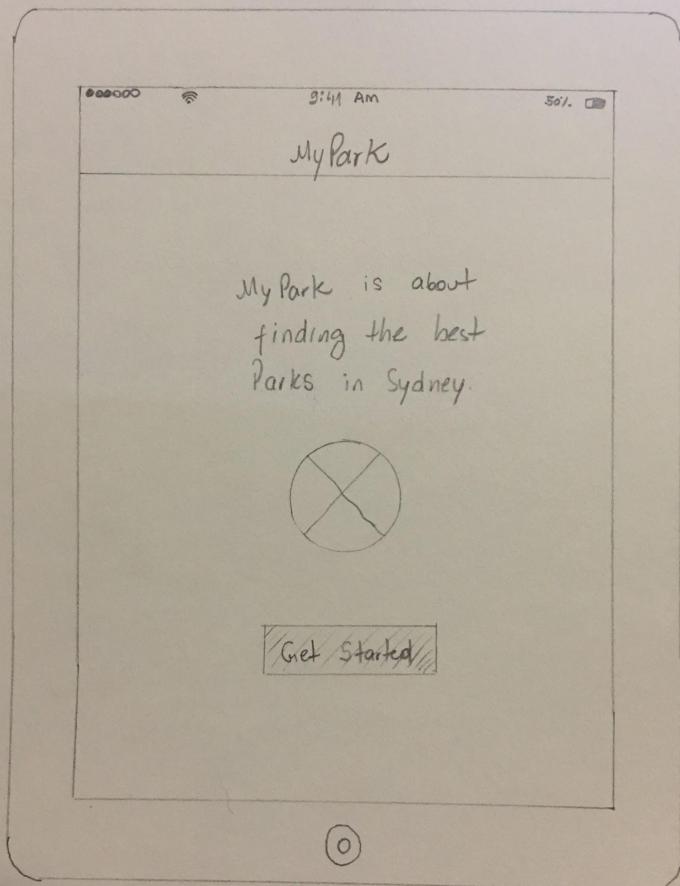
Finalize & Code

- Finalize UX deliverables
- Suggestions/next steps
- Code front-end interaction

PAPER PROTOTYPE IPHONE



PAPER PROTOTYPE IPAD



WIREFRAME IPHONE

The wireframes illustrate the user flow and interface design for the MyPark app across various screens:

- Home Screen:** Shows a welcome message: "My Park is about finding the best Parks in Sydney." with a circular icon containing a person walking a dog. A "Get Started" button is at the bottom.
- Location Access Request:** A modal asking "Allow 'MyPark' to access your location while you use the App?". It includes a note about GPS usage and buttons for "Don't Allow" and "Allow".
- Onboarding / Tutorials:** A series of three screens showing how to interact with the app. The first shows a "Playground" badge with a "NEXT" button. The second shows gestures: "Swipe right to like a park", "Swipe left to dislike a park", and "scroll down to see more information". The third shows a list of activities: Playground, Barbecue, Swimming, Ride a Bike, and Outdoor Gym, with a "Yes, I'm Ready! Click here!" button.
- Registration Screen:** A registration form with fields for "Username", "Email address", "Password", and "Confirm Password". A "Register" button is at the bottom, followed by an "or" and a "Register with" section featuring social media icons for Google+, Twitter, and Facebook.
- Login Screen:** A login screen with fields for "Email address", "Password", and a "Log in" button. Below it are links for "Forgot you Password?" and "Register a new account".
- Help Center:** A navigation menu with "Help Center" selected. Other options include "Popular Requests", "How do I get badges?", "Where can I view my badges?", and "Learn about badges".
- Help - How do I get badges?** A screen with a tip: "Tip: Turn the switch button to yes to confirm that you have already visited the park". It shows a list of badges: 4 for facilities, 5 for recent visits, 6 for learning, and 3 for being there. A "See my badges" button is at the bottom.
- Help - Where can I view my badges?** A screen with a tip: "Tip: You can see your total collected badges in MyProfile.". It lists steps: 1. Tap the menu and select MyProfile, 2. Tap Badges to display your collection of badges, 3. Tap Recents to display your recent badges, 4. Tap Alphabetical to display your recent badges. It also shows a "See my badges" button.
- Welcome Screen:** A "Welcome" screen for user Flavia Z. It shows a profile picture, name, and a message: "This is where you can discover your badges and locate your favorite parks". It includes "My Profile", "Search", "Help", "Settings", and "Log In" buttons.
- Google Login:** A screen prompting the user to "Choose an account" to continue to MyPark, listing accounts for Flavia Zancanaro (496@alt.nsw.edu.au) and another account.
- Facebook Login:** A screen prompting the user to log in to their Facebook account to connect to MyPark, with options for "Log In with the Facebook App" or "Log in with Phone Number or Email Address". It also includes links for "Create account", "Not now", "Forgot your password?", and "Help Center".

WIREFRAME IPAD

The wireframe illustrates a user flow for a mobile application called "MyPark".

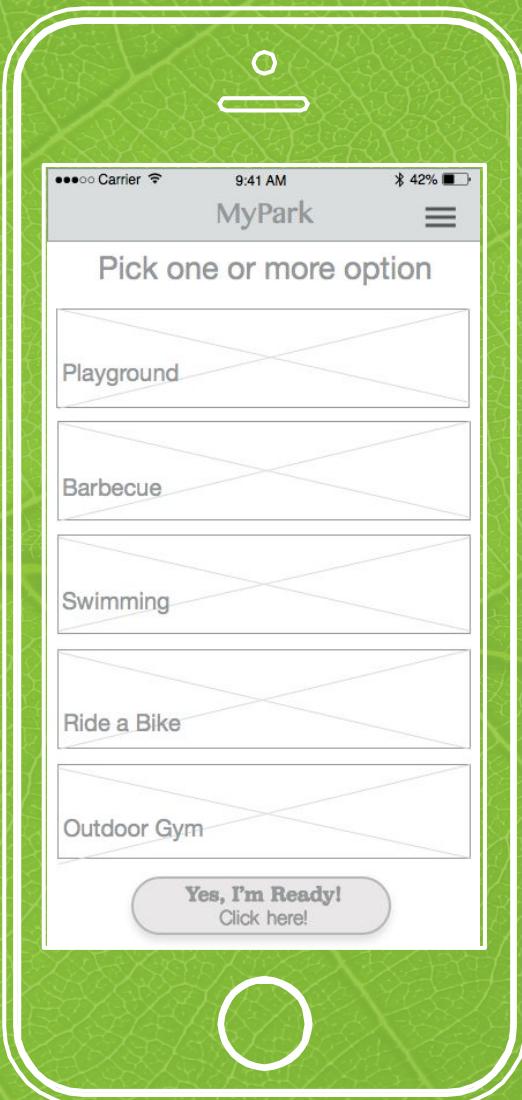
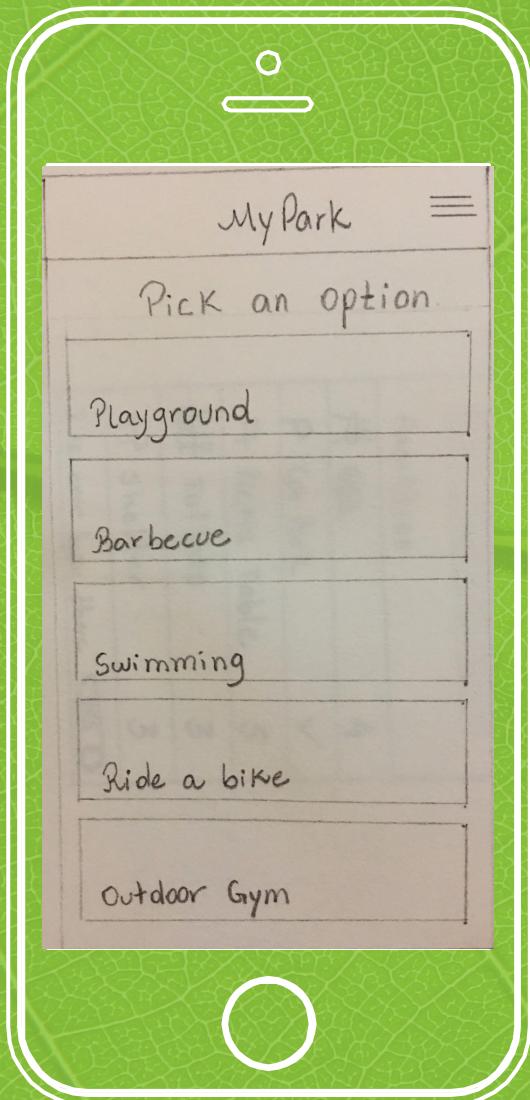
Screen 1: Home Screen

- Header: Shows signal strength, "Carrier", battery level at 42%, and the time "9:41 AM".
- Section: "MyPark" title.
- Text: "My Park is about finding the best Parks in Sydney."
- Icon: A circular icon containing icons for a person walking, a bicycle, and a park bench.
- Button: "Get Started" button.

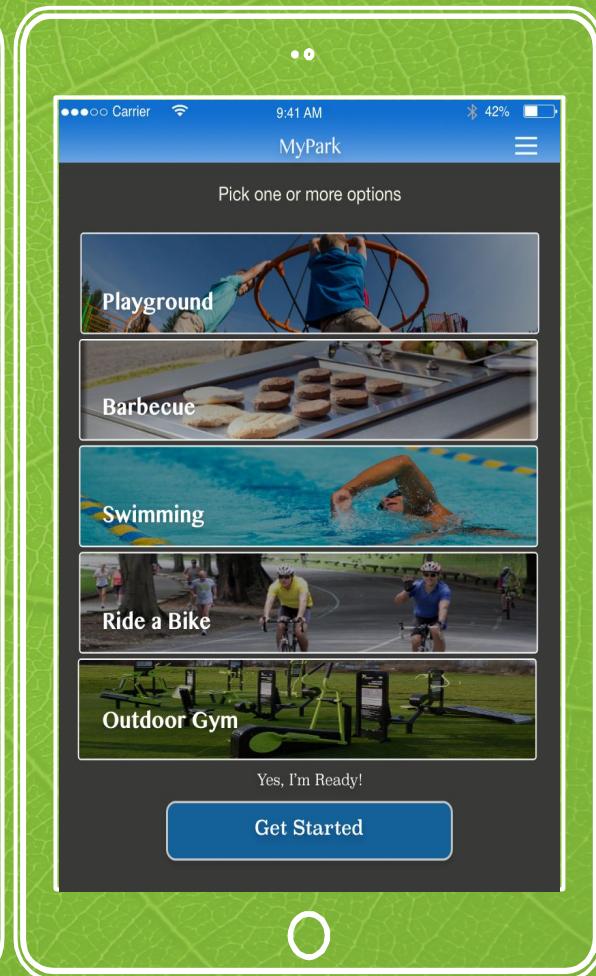
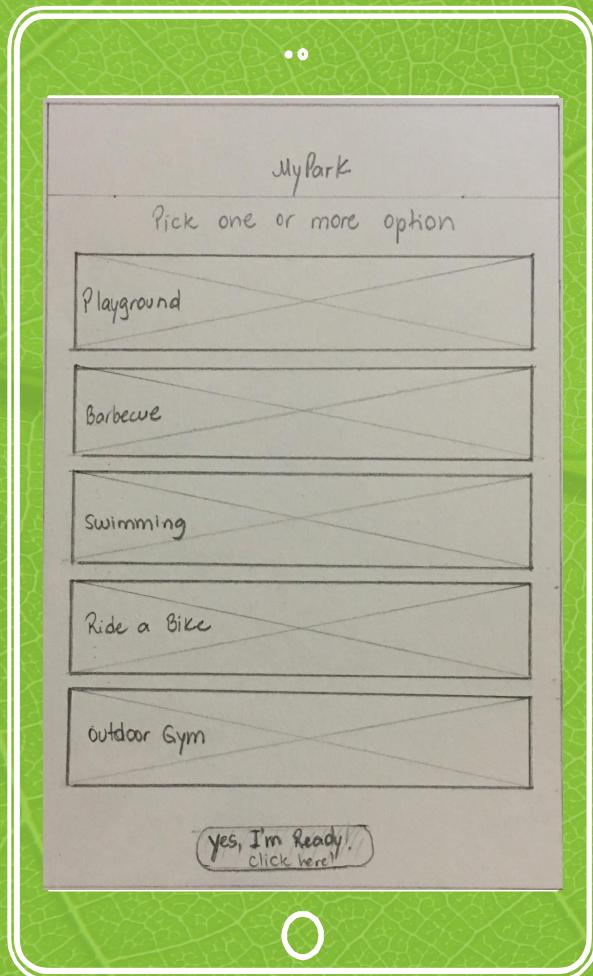
Screen 2: Feature Selection Screen

- Header: Shows signal strength, "Carrier", battery level at 42%, and the time "9:41 AM".
- Section: "MyPark" title.
- Text: "Pick one or more option"
- List:
 - Playground
 - Barbecue
 - Swimming
 - Ride a Bike
 - Outdoor Gym
- Text: "Yes, I'm Ready! Click here!" (in a callout bubble).

COMPARISON



COMPARISON



DEMONSTRATION OF PRODUCT

<https://xd.adobe.com/view/72b99a8a-a6e6-45d5-ba54-91f486751249/>

<https://xd.adobe.com/view/d593e8fe-2928-4ccb-8eb0-06acd6208f6d/>

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