

# Project Proposal

MyPark



Flavia Zancanaro

image: Flavia Zancanaro

# MyPark

## Objective

Develop an application that brings benefit to the population. It is an application aimed at nature lovers, for those who like to take their children to play in the playground, for those who enjoy exercising outdoors, running, walking, cycling or just sit and read a book.

This project aims to bring free entertainment with quality of life to the residents of Sydney.



# Target Device

Find a Playground is an application.  
The application will be released for IOS devices.  
It will be developed for Iphone and Ipad.

## ***Specification Iphone 6 Plus***

Display - Retina HD display with 3D Touch. 5.5-inch (diagonal) 1920-by-1080-pixel resolution at 401 ppi

Size and Weight - Height 6.23 inches (158.2 mm)  
Width 3.07 inches (77.9 mm) Depth 0.29 inch (7.3 mm) Weight 6.77 ounces (192 grams)

## ***Specification Ipad***

Display - Retina 9.7-inch (diagonal)

Size and Weight - Height 9.4 inches (240 mm) Width 6.6 inches (169.5 mm) Depth 0.29 inch (7.5 mm) Weight (Wi-Fi) 1.03 pounds (469 grams) Weight (Wi-Fi + Cellular) 1.05 pounds (478 grams)



image courtesy by brusheezy.com/



# MyPark

## → What's the reason this application needs to exist?

The reason this application need to exist is because, there are more than 400 parks and open spaces in the local area. The City of Sydney's parks cover an area of more than 188 hectares.

In Sydney we can find a park close to you. Residents and visitors have a lot of facilities. For example:

- Playground
- Public Swimming Pool
- Outdoor Gym
- Barbecue Units

## → What problem does it solve for users?

The problem that is solved, is that we can in a single application know all the activities we can do in the park.

Our difference is to show the detailed facilities by category.

# User Goals

- See the park from user's current location.
- Find a public park barbecues available.
- Find a Park that can ride a bicycle or rent one.
- Find a Park that provide a outdoor gym.
- Search for Park that offer a great atmosphere for kids to have birthday parties.
- Search for park that has swimming pool.
- Free entertainment



image courtesy by [genius.com](https://www.genius.com)

# Target Audience

- Who are my users?

- ⇒ Families

- ⇒ Schools

- ⇒ Tourists

- ⇒ Outdoor Enthusiast

- ⇒ Fitness People

- What do they expect?

Consumers expect to download an easy-to-navigate app that delivers a suite of key functionalities and mobile services through an intuitive, entertaining user interface. They expect an app to identify what device they are on and present them with the right set of options and functionality for that particular device. Consumers want proactive and relevant (to them) information and services within the context of their location at a particular time.

- What's their interest?

Their interests, are while providing the ability to share offers, news and product recommendations virality on their social networks.



# Persona

Susan Zeckman  
PERSONA

Mypark  
PROJECT

27 March 2017  
EXPORT DATE

CREATED WITH SMAPLY  
TRIAL VERSION



INITIALS   AGE  
**SUS   42**

NAME  
Susan Zeckman

OCCUPATION  
Accountant

NATIONALITY  
Australian

MARITAL STATUS  
Married

QUOTE  
Further things that matters.

DESCRIPTION  
She has two children.  
She likes to spend time with friends.  
She cares about healthy food.  
Likes to read books.

PROFESSIONAL GOALS  
Develop a tools that improve access to everyday services like financial services, healthcare and education.



# User Journey

MyPark

JOURNEY MAP

Mypark

PROJECT

27 March 2017

EXPORT DATE

CREATED WITH SMAPLY TRIAL VERSION



Untitled Stage



Next month is her son's birthday

She decides to search the internet, wh

Realizes she can do in the Park.

Research by Parks with good atmos

decide to make download the applica

Share with friends, location and invita

Share photos and show how she know



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

Susan 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



Susan Zeckman

EMOTIONAL JOURNEYS

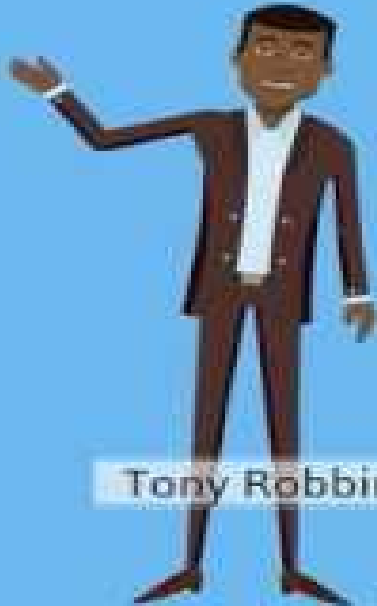


Powered by Smaply



# Storyboard

FITNESS PERSON



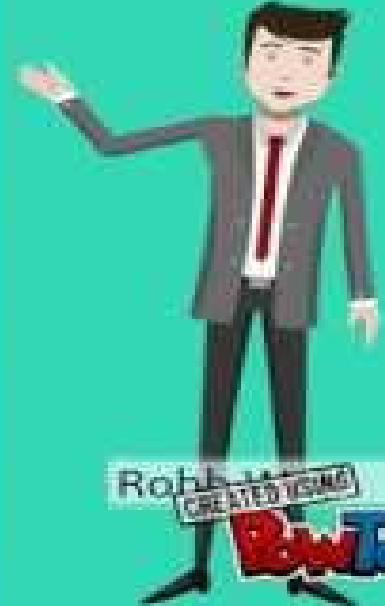
Tony Robbins

A MOTHER



Amanda Bisk

A INTERNATIONAL STUDENT

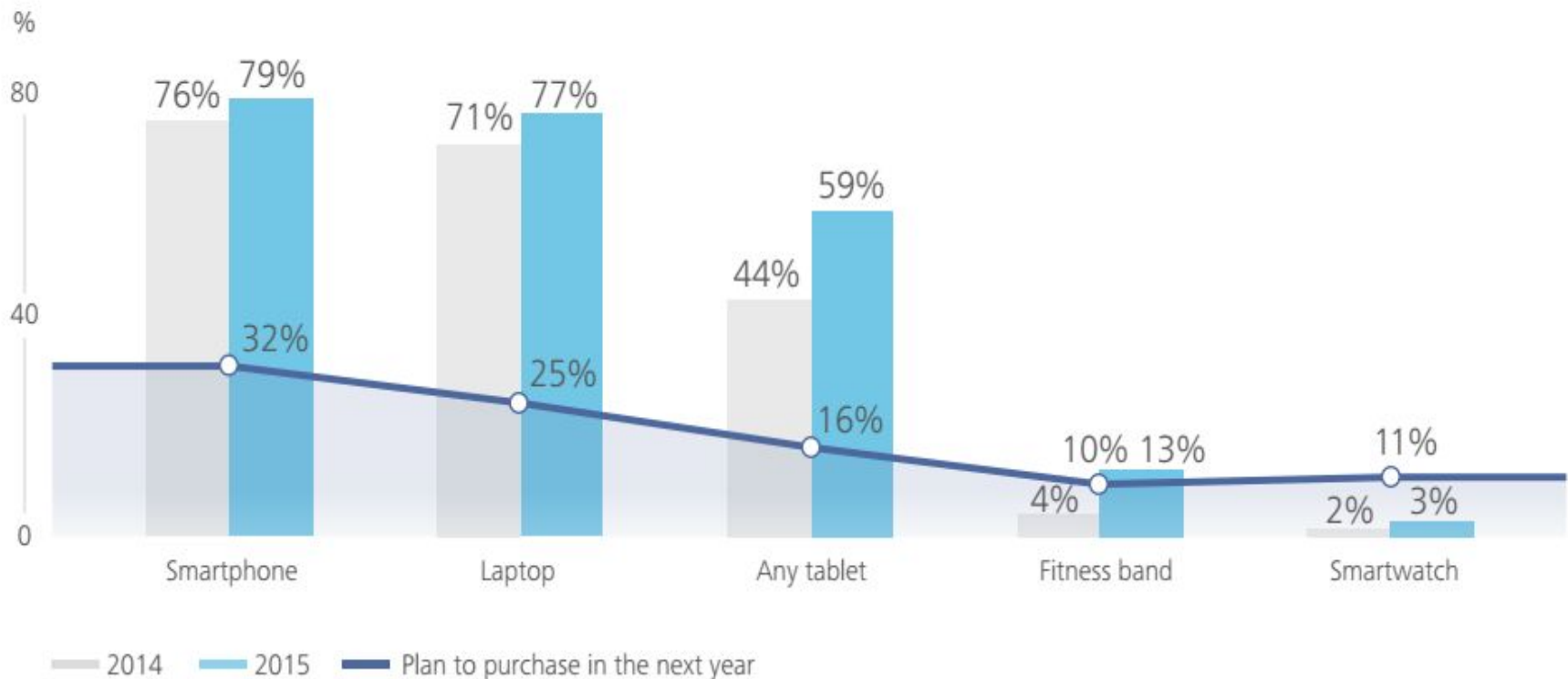


Robb H. Young  
CREATED USING

**BooToon**

# Market Research - Devices

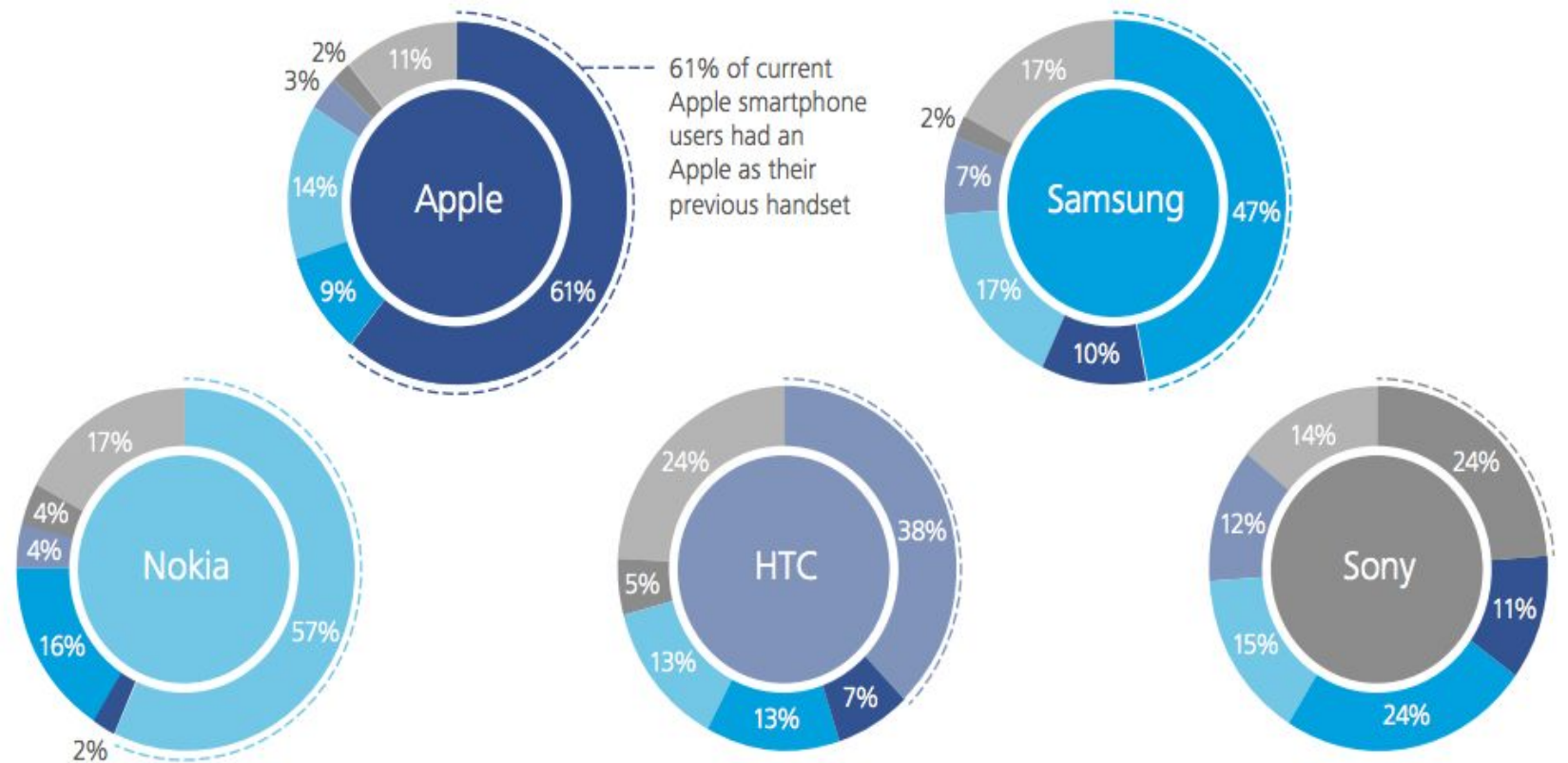
The smartphone is the dominant device for all users under 55 and 79% of Australians own one. And despite slowing growth in the global tablet market 2, there has been a 35% year on year increase in Australian household ownership with 59% of Australian households having access to a tablet compared with 44% in 2014



Note: The responses above relate to the percentage of all consumers surveyed. All other questions use a base of smartphone users only.

# Why IOS Devices?

Australians are very loyal mobile consumers when it comes to their smartphone. Of the five million smartphones that will be purchased over the next 12 months, we anticipate that 46% of consumers will remain loyal to their current brand.

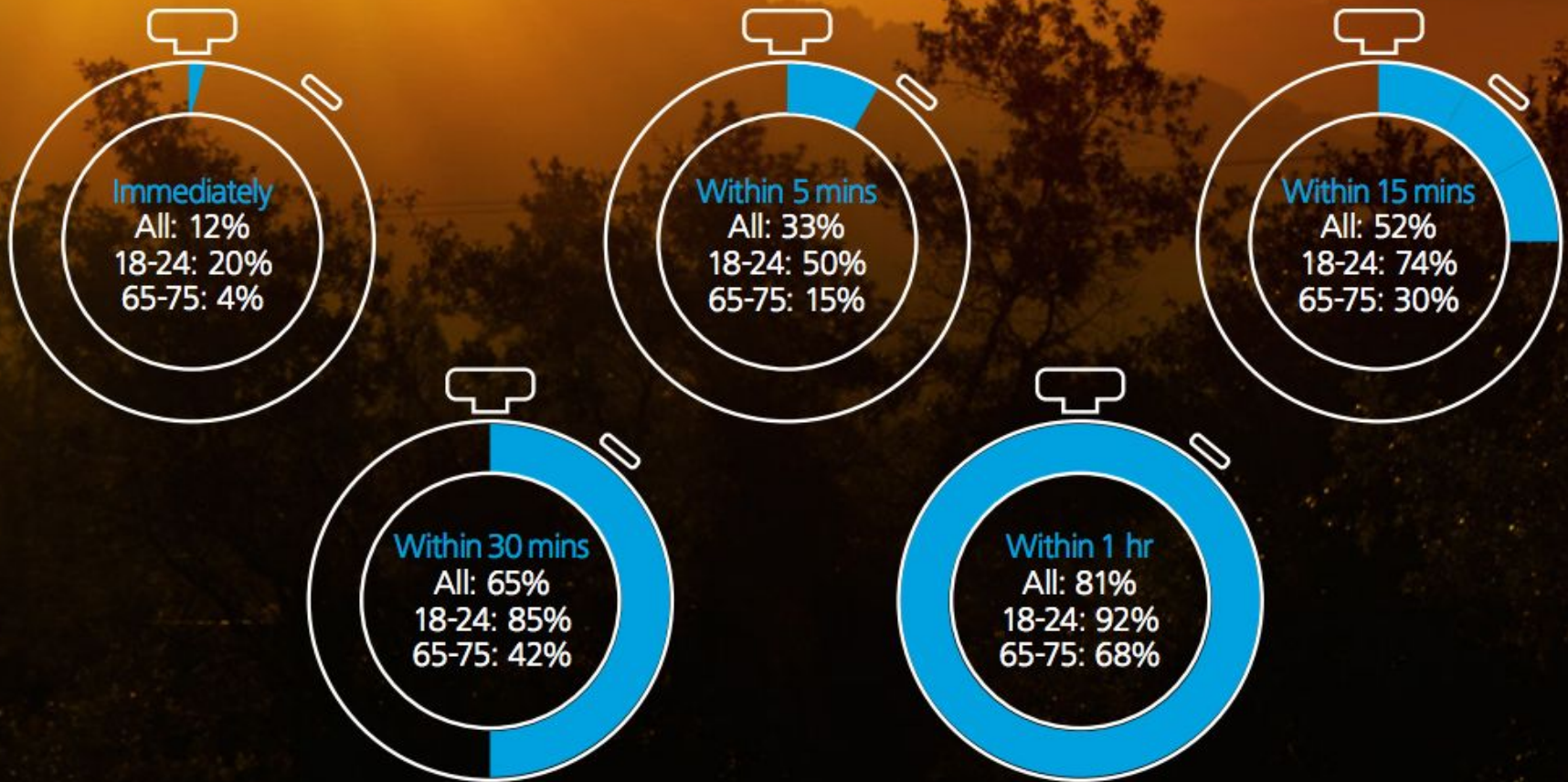




# Market Research

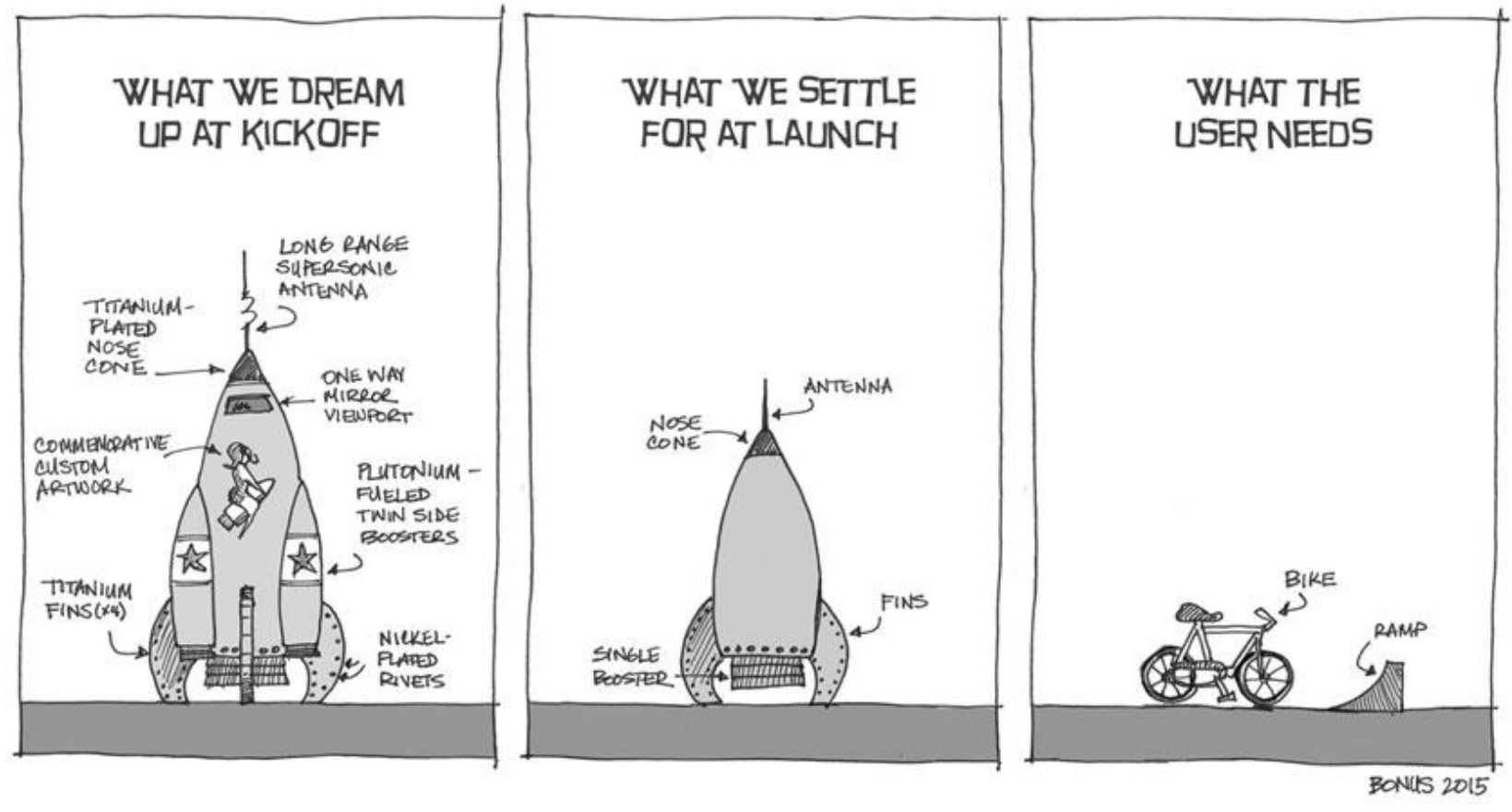
More than 80% of the population can't last an hour after waking before checking their smartphones.

How quickly do you check your smartphone after waking?



# How to make money?

## THE UX DESIGNER PARADOX



# What is it going to look like?

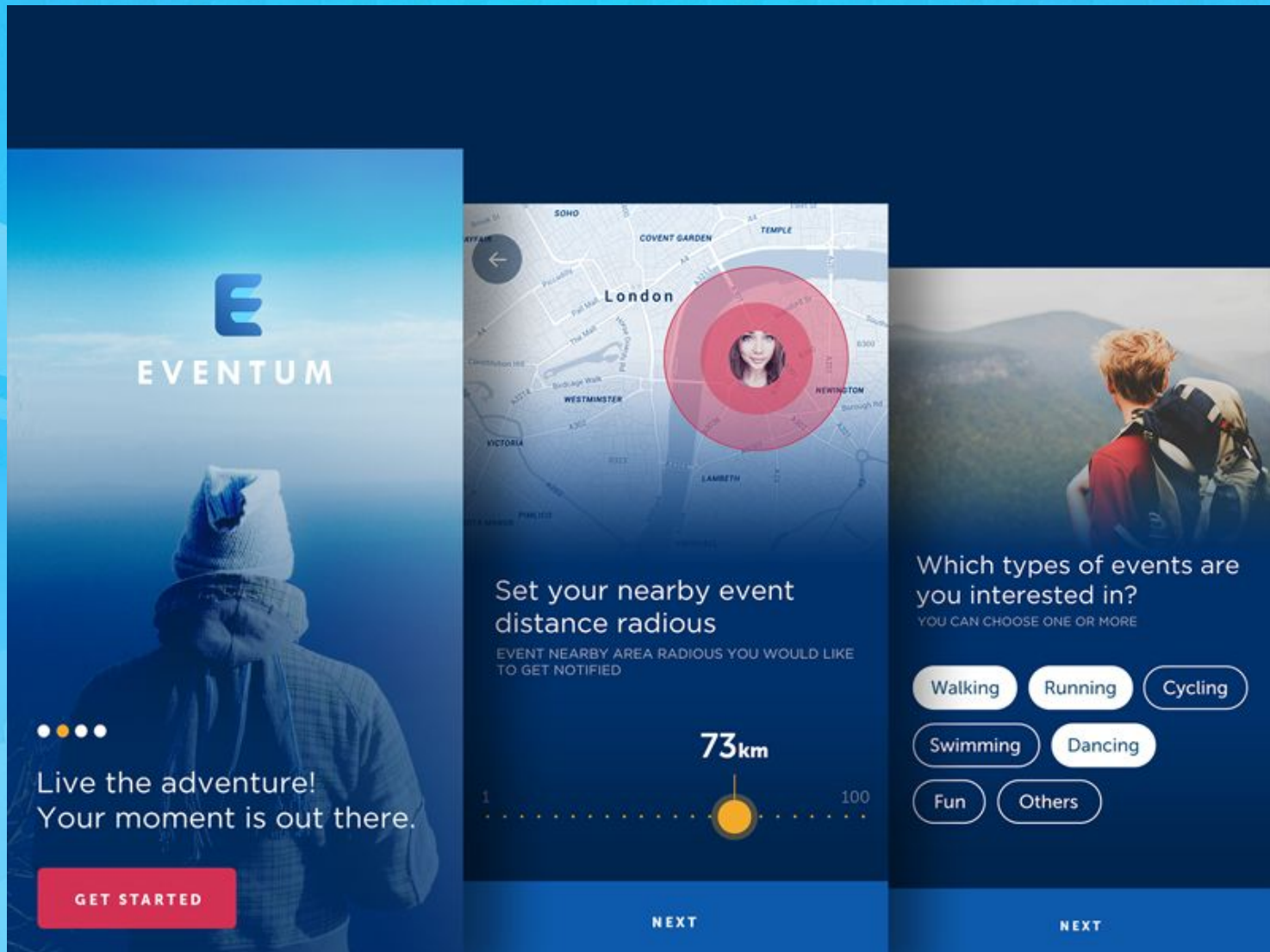
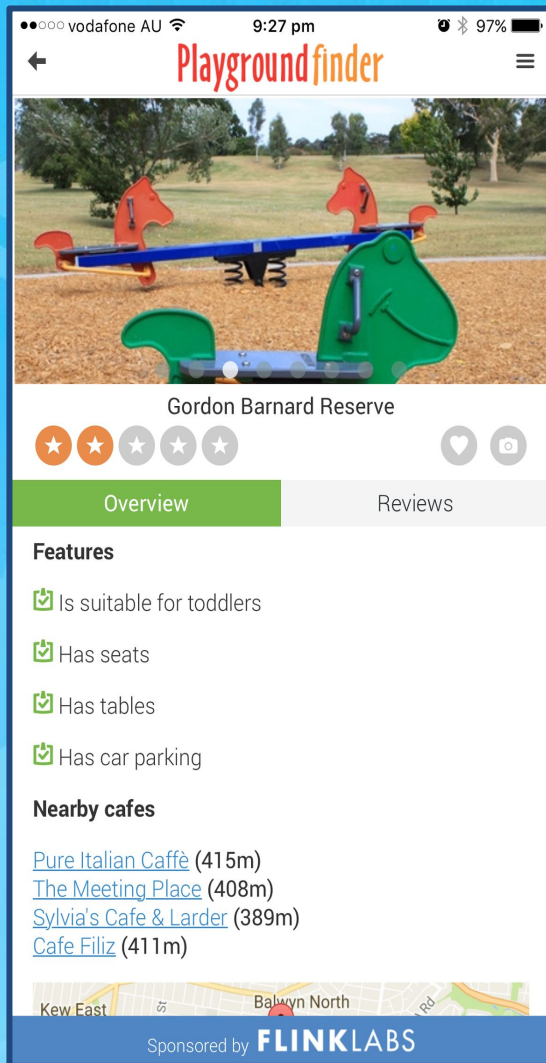


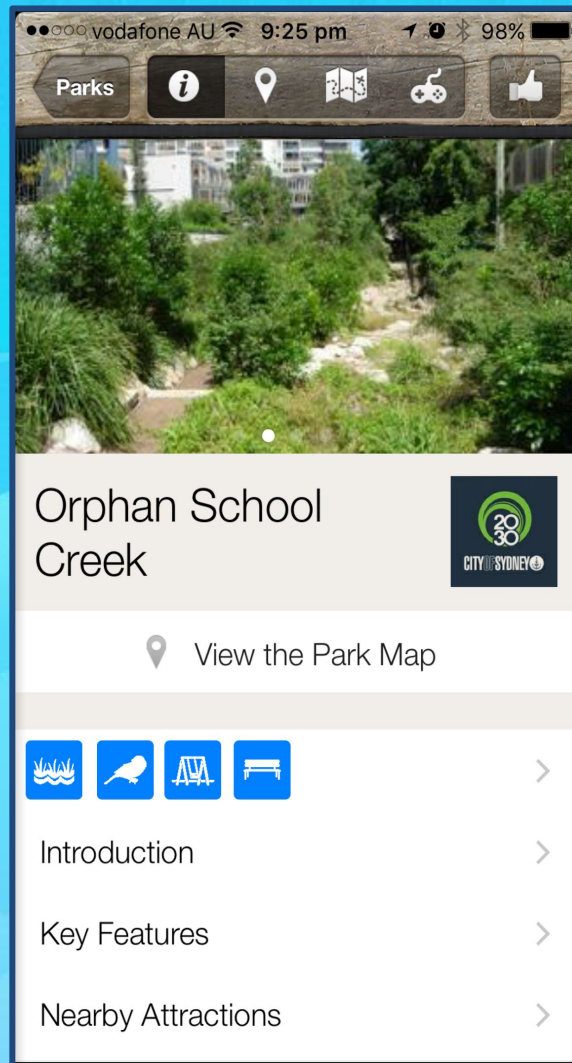
image courtesy by au.pinterest.com



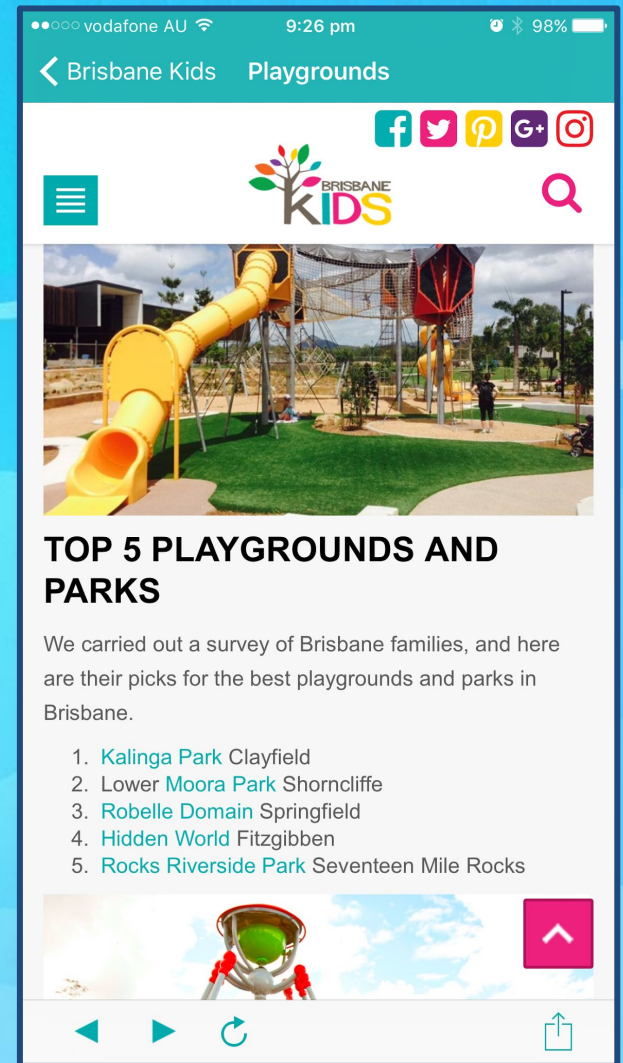
# Inspirations and References



Screenshot iphone 6 - 24/03/2017 - Playgroundfinder app.



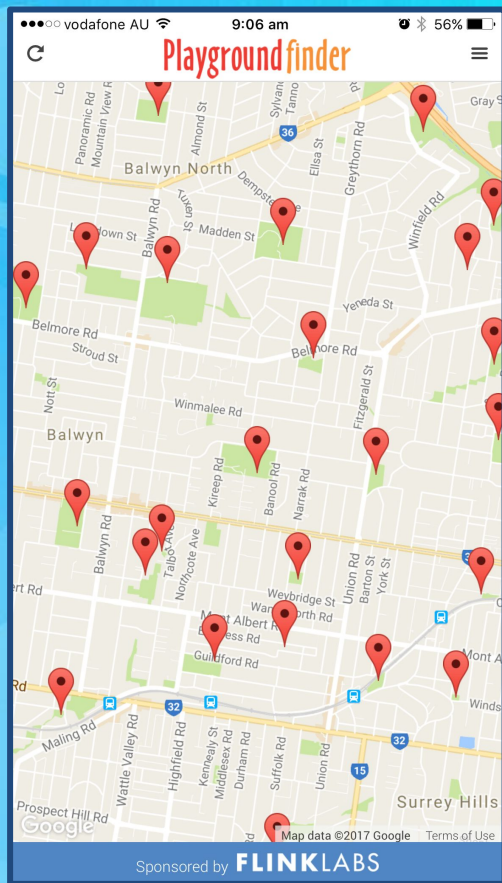
Screenshot iphone 6 - 24/03/2017 - myparx app.



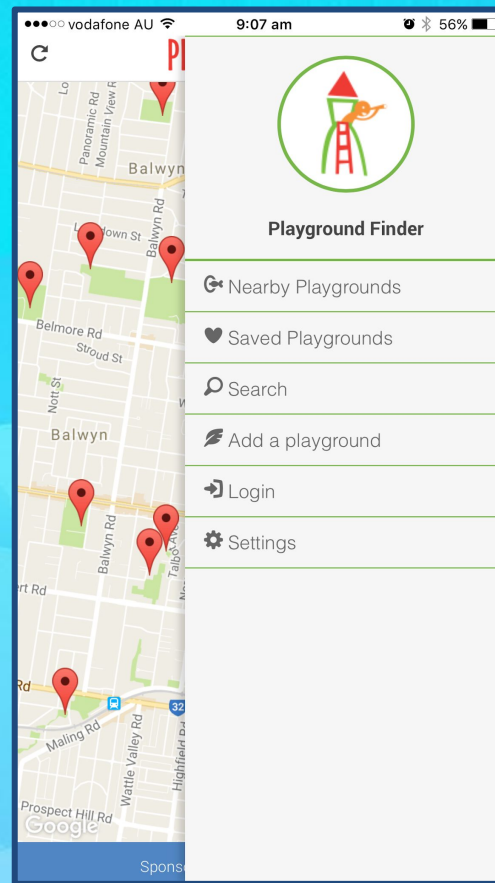
Screenshot iphone 6 - 24/03/2017 - Brisbane Kids app

# What other products are currently available on the market?

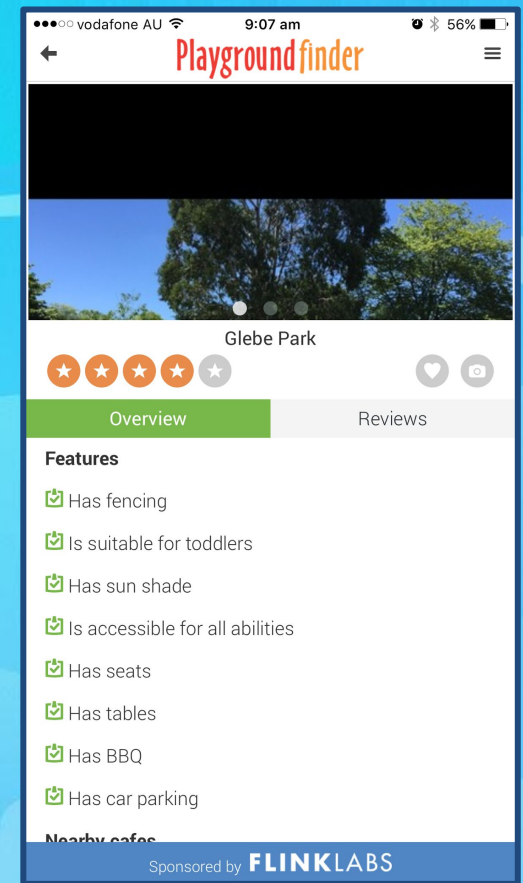
Playground Finder is founded by Flink Labs. With backgrounds in artificial intelligence, machine learning, predictive analytics and design.



Screenshot iphone 6 Map Sydney-  
24/03/2017 - Playgroundfinder app.



Screenshot iphone 6 - Menu -  
24/03/2017 - Playgroundfinder app.



Screenshot iphone 6 -Detailed Park-  
24/03/2017 - Playgroundfinder app.



# References

- <http://www.cityofsydney.nsw.gov.au/explore/facilities/parks>
- [https://info.dynatrace.com/rs/compuware/images/Mobile\\_App\\_Survey\\_Report.pdf](https://info.dynatrace.com/rs/compuware/images/Mobile_App_Survey_Report.pdf)
- <https://www.powtoon.com/blog/>
- <https://www.smaply.com/>
- <http://www.playgroundfinder.com/about.php>
- <http://www.myparx.com/go/app/>
- <http://landing.deloitte.com.au/rs/761-IBL-328/images/deloitte-au-tmt-mobile-consumer-survey-2015-291015.pdf>
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image courtesy by brusheezy.com/