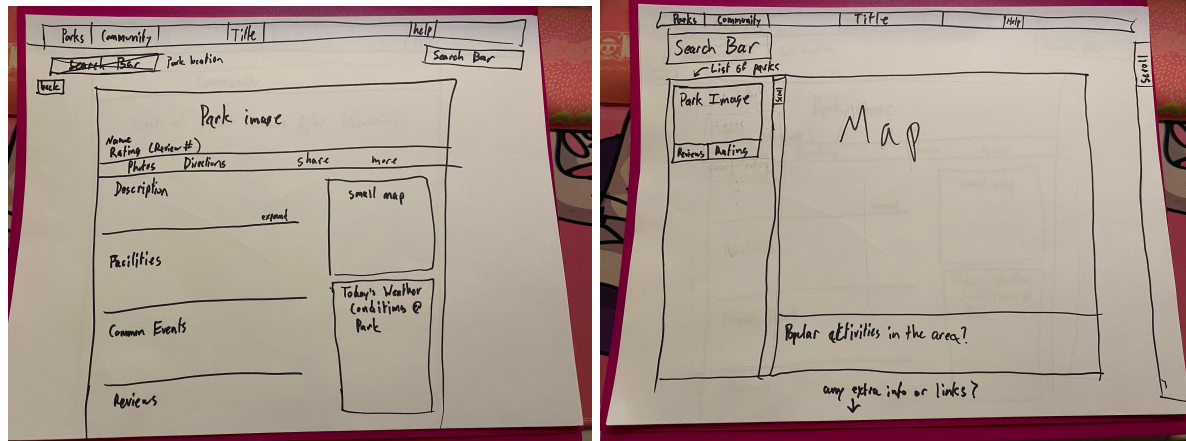


## Product Designs:



## Feedback:

“The layout of the app is clear and easy to understand.

“The search bar at the top of the screen is a convenient way for users to quickly find parks that meet their preferences. “

“The use of images and park names on the left side of the screen is helpful for users to quickly scan and find parks they are interested in. “

“The map on the right side of the screen is a useful way to see the location of the parks”

*Question: What are some suggestions for improvement that you have for the design?*

“It would be helpful if there was a way for users to filter the parks on the left side of the screen based on criteria such as park size, amenities, etc.”

“It would also be helpful if users tap on a park on the left side of the screen and see more detailed information about the park, such as its hours of operation, amenities, etc.”

“It would be useful to have the option to save favorite parks or create a list of parks to visit. This would make it easier for users to keep track of their favorite parks and plan their visits”

## Feedback Notes:

This was our first feedback session with our first iteration design. It went very well and we got a lot of positive feedback along with some constructive criticism to help us improve for the next design. One of our main goals is to keep the app as simple as possible to match with our intended user persona of someone who is not very tech savvy. We think that for the most part, it is going great as most of our feedback revolved around the ease of use and layout of the app. Since this was a paper prototype some of the criticism we received could be tackled during application development. In fact the last criticism on this slide is a result of the user not understanding that this is the intention of the functionality and that the “singular park page” was a result of doing exactly that action. Users were also slightly confused about what the top navigation buttons were used for. While we believe this is the result of this being a paper prototype, we will keep this in mind as we continue to iterate on our design.