

Hike IL

an app for mobile and smartwatch

Group 7



Our Vision

goals and tenets



What is *Hike IL*?

Hike IL is a hiking app designed for the Illinois State Park system.

- Navigation
- Points of interest
- Educational information



Project Goals

Enhance Navigation: Provide intuitive navigation for trails, landmarks, and facilities across mobile and smartwatch platforms.

Real-Time Updates: Offer live updates on trail conditions, closures, and weather alerts.

Device Syncing: Enable seamless syncing between mobile devices and smartwatches.

Trip Planning: Save and download routes and locations before your visit.

Encourage Exploration: Inspire visitors to engage with and explore Illinois State Parks.



Design **Tenets**

Easy to use while hiking

Offline capable

Accessible to all users regardless of experience level

Minimalist so as not to distract from the hiking experience

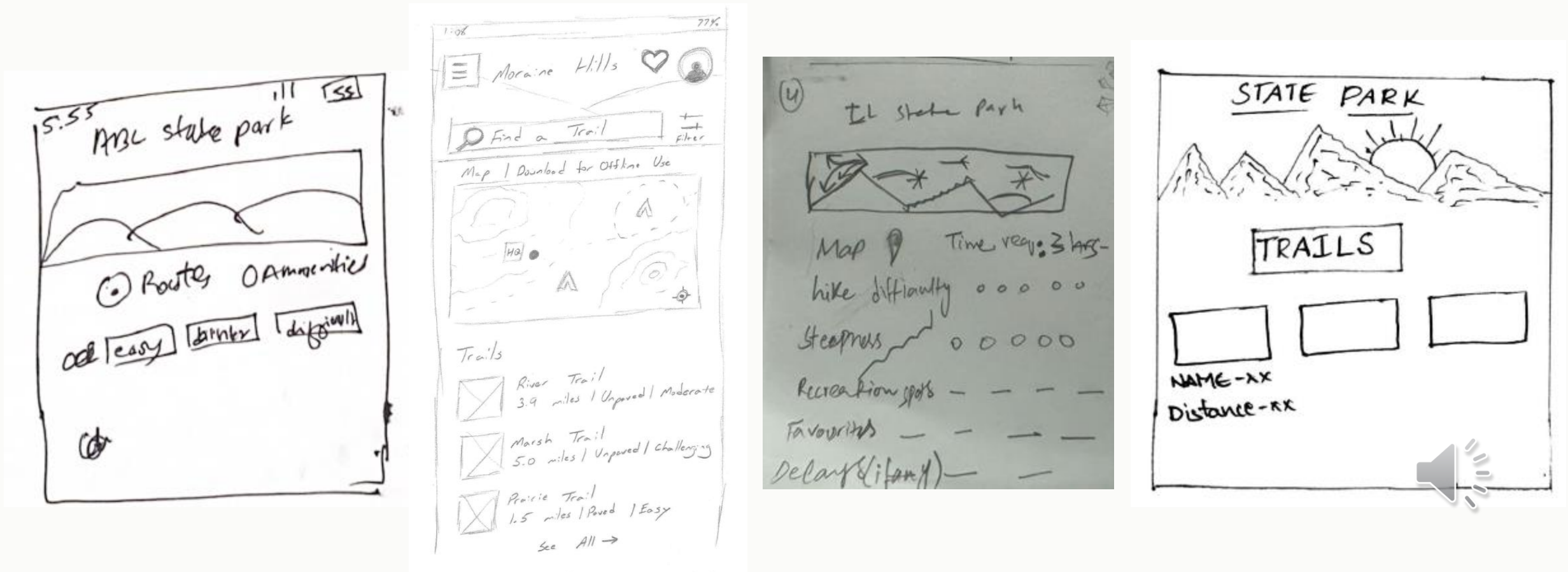


Design Journey

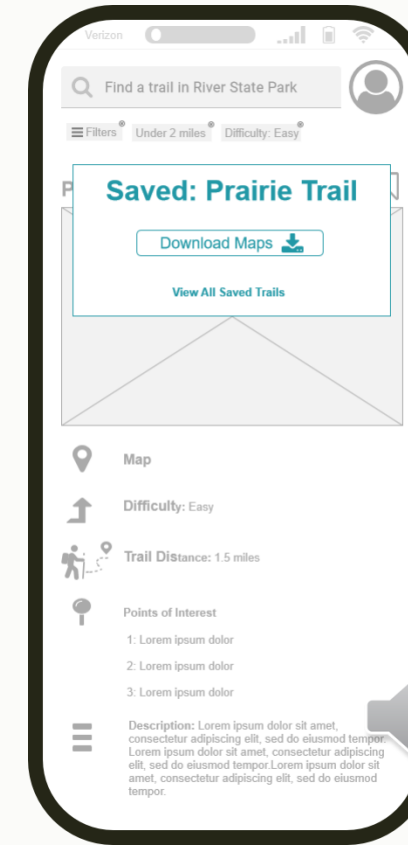
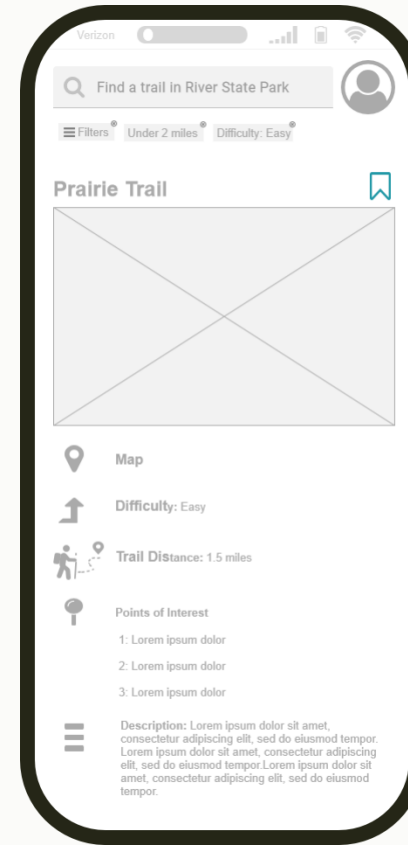
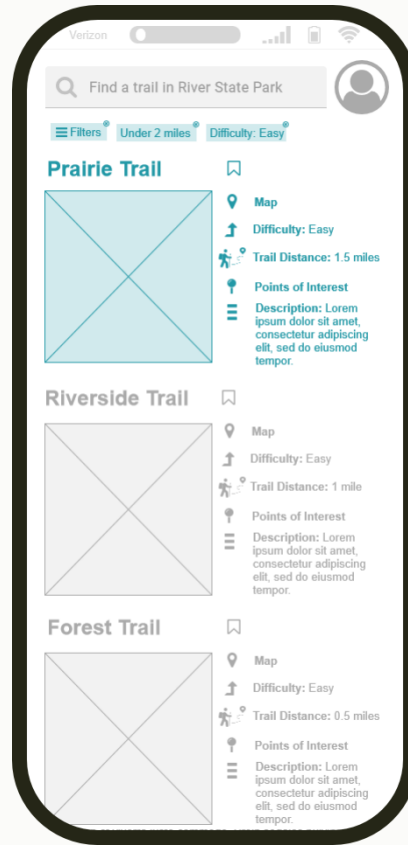
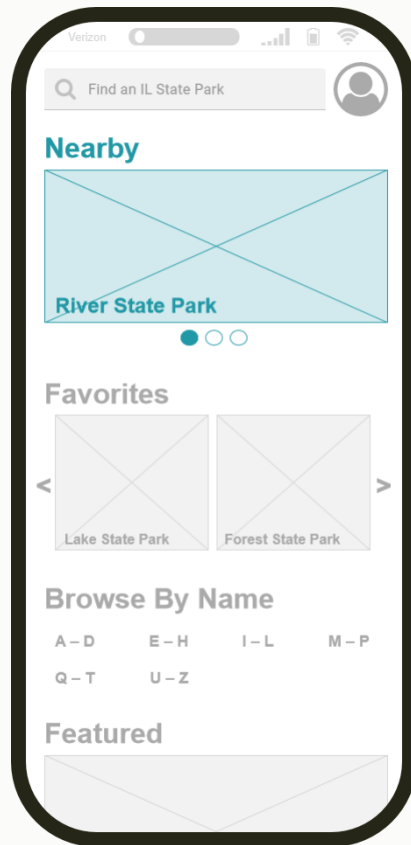
from sketches to branding



Initial Sketches



Mid-Fi Prototype



User Testing

To gain a broad perspective, a diverse group of participants was recruited, representing different levels of hiking experience and comfort with technology.

Tasks:

- Locate a park and filter trails by distance, difficulty, or other preferences.
- Bookmark a chosen trail for easy access later.
- Download a map for offline use to ensure accessibility without cellular service.
- Access the downloaded map on a smartwatch to test hands-free navigation.
- Start navigation on the smartwatch to test ease of use and interaction flow.



User Testing | Key Findings

Mobile app:

- Users were very positive about the **Nearby Parks** feature on homepage .
- Users wanted additional options for **trail filtering**.
- **Bookmarking** a trail was straightforward, but **retrieving** bookmarked trails later was not.
- **Downloading** maps for offline use was easy.

Smartwatch app:

- Users had difficulty **locating** saved trails.
- Map view did not provide enough **information**.



Brand Style Guide

- Fonts
- Colors
- Logos
- Image Guidelines
- Content Guidelines



Typography

Hike IL's brand typography is classic and highly readable. Raleway is used for display headings, and Open Sans for body text.

Heading 1: Raleway | Regular | 60 px

Heading 2: Raleway | Regular | 50 px

Heading 3: Raleway | Regular | 41 px

Heading 4: Raleway | Regular | 35 px

Paragraph: Open Sans | Regular | 20 px

Emphasis: Open Sans | Bold | 20 px

Caption: Open Sans | Italic | 18 px

Note that the above font scale is designed for use in web or print collateral. Sizes should be adjusted as needed for mobile and watch application screens.

Heading H1

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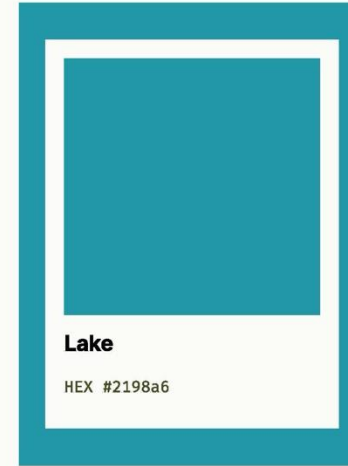
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Primary Brand Colors

Hike IL utilizes a set of friendly, welcoming colors designed to evoke happy memories of outdoor adventures.

Storm and Cloud serve as the brand's black and white. These should be used in place of pure black and pure white throughout the application.



Photos

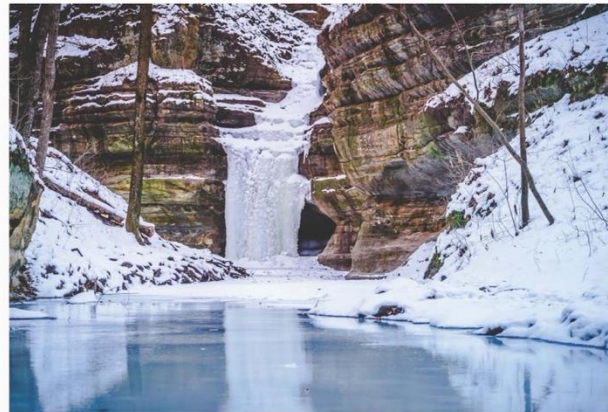
Hike IL uses photographs to provide users an enticing glimpse of what they can expect to see when they visit an Illinois State Park.

Photos should be inviting and modern, with bright colors and appealing details. Do not use heavily filtered or desaturated photos.

Photos may show any season—spring, summer, fall, or winter.

Photos may feature natural beauty or historical structures.

Photos should, wherever possible, show real images from Illinois State Parks. Do not use generic stock photos. Do not use photos that are clearly not from Illinois, such as images of mountains or tropical plants. Do not use AI generated images.



Hi-fi Prototype

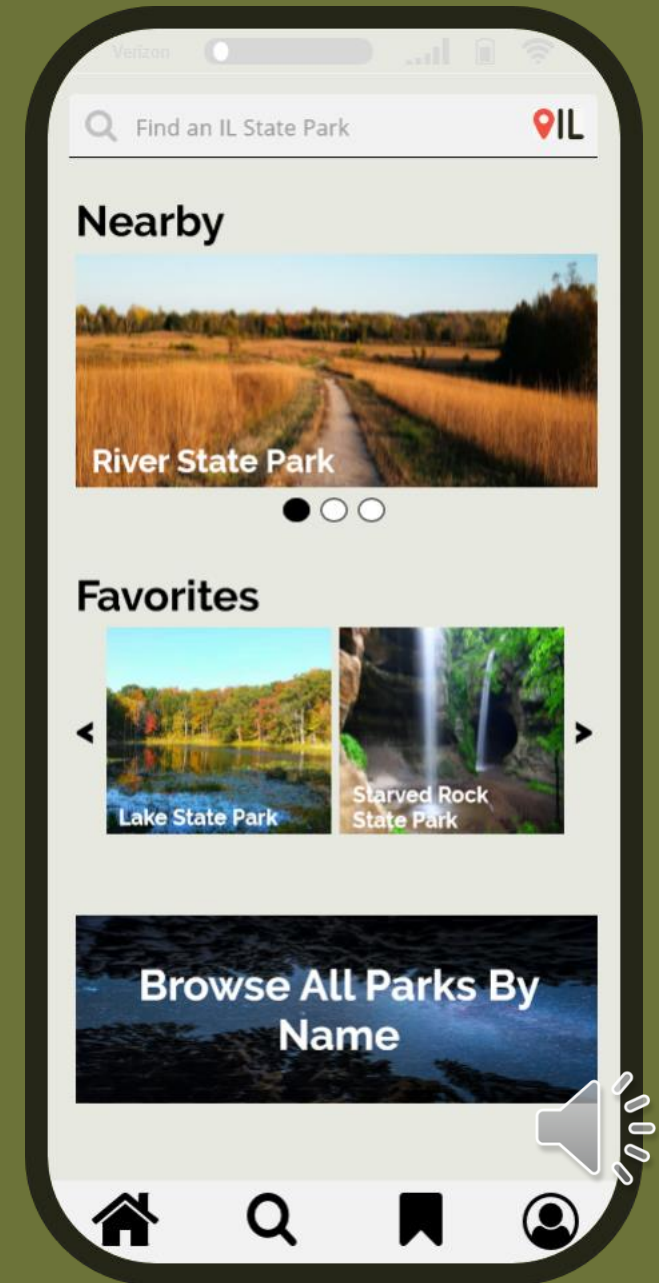
the culmination



The **home** screen offers a personalized list of nearby and favorite parks based on the user's location and past activity.

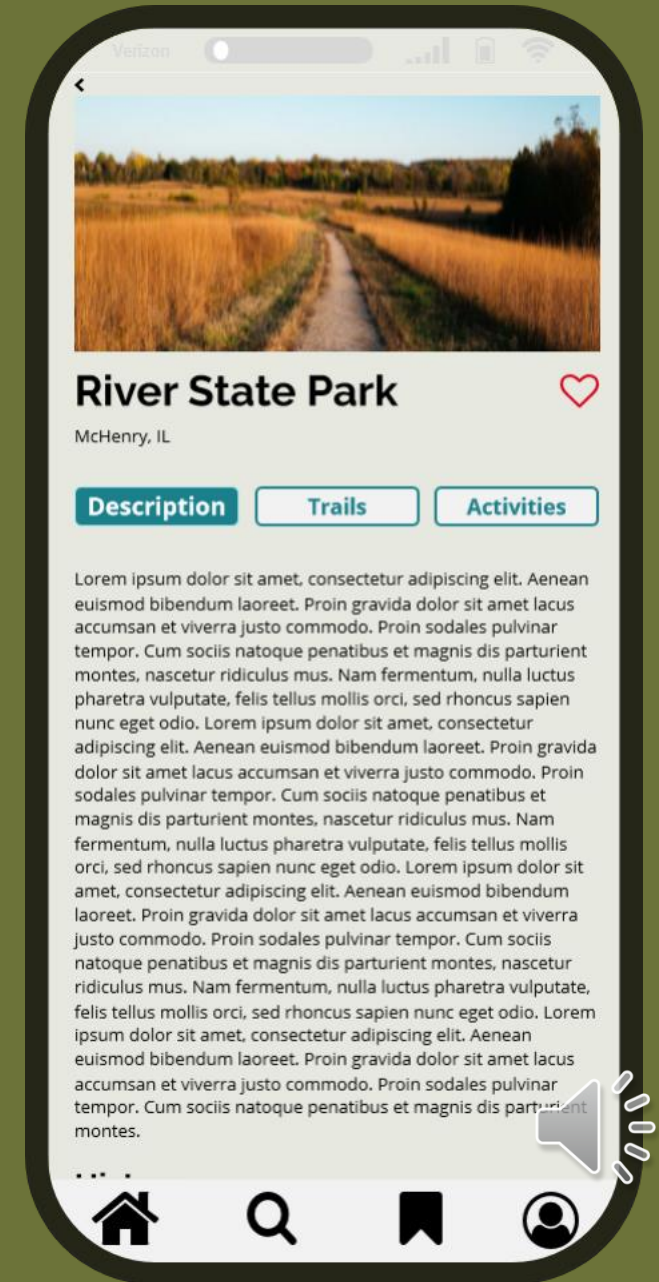
User can also browse or search for a park.

A new quick menu bar at the bottom of all screens provides access to key pages and functions, including **search** and the user's **saved trails**.

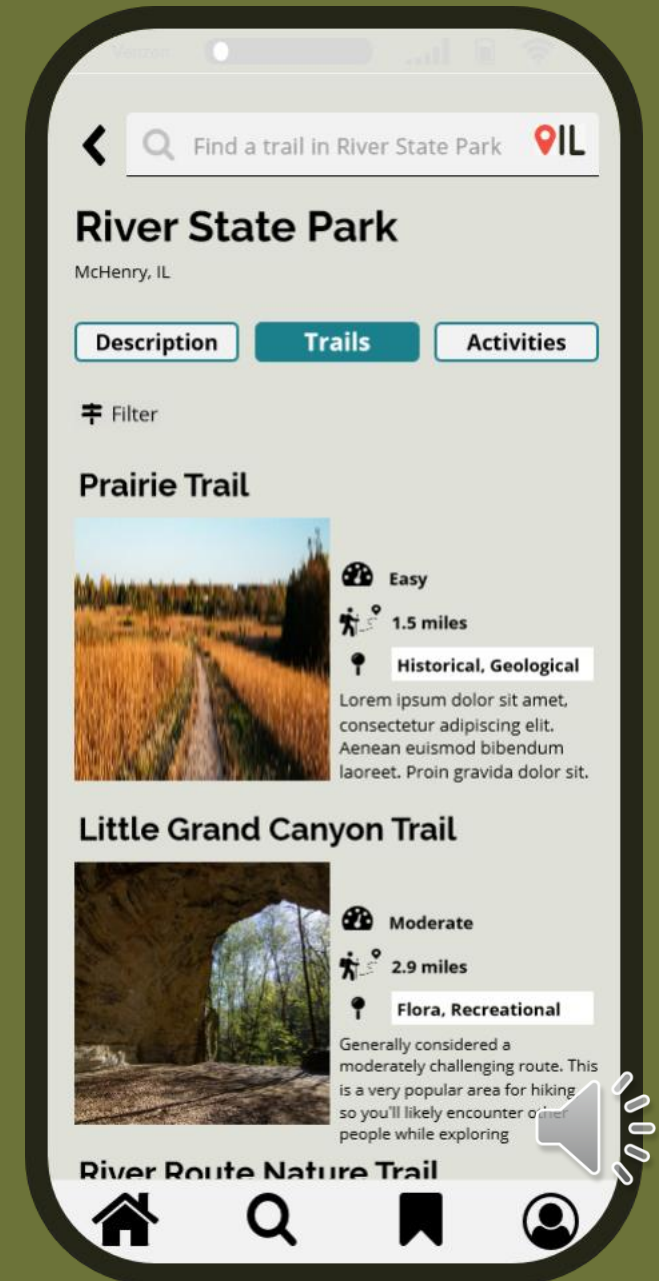


The **park details** screen acts as the main overall source of information about a particular state park.

It includes photos and curated content describing what a visitor can expect to see and do.



From the park details screen, a user can access the **list of trails** in the park and see some overview content about each one.



If desired, the user has access to a set of **filters** that allow them to focus in on trails that meet the criteria that best suits them, such as length, difficulty, or points of interest they may encounter.

Verizon

← Back to Complete List

Filter Trails

Length (miles)

Minimum
25

0 50

Maximum
25

0 50

Overall Difficulty

☐ Easy ☐ Moderate ☐ Challenging

Elevation Change

☐ Mild ☐ Moderate ☐ Extreme

Points of Interest

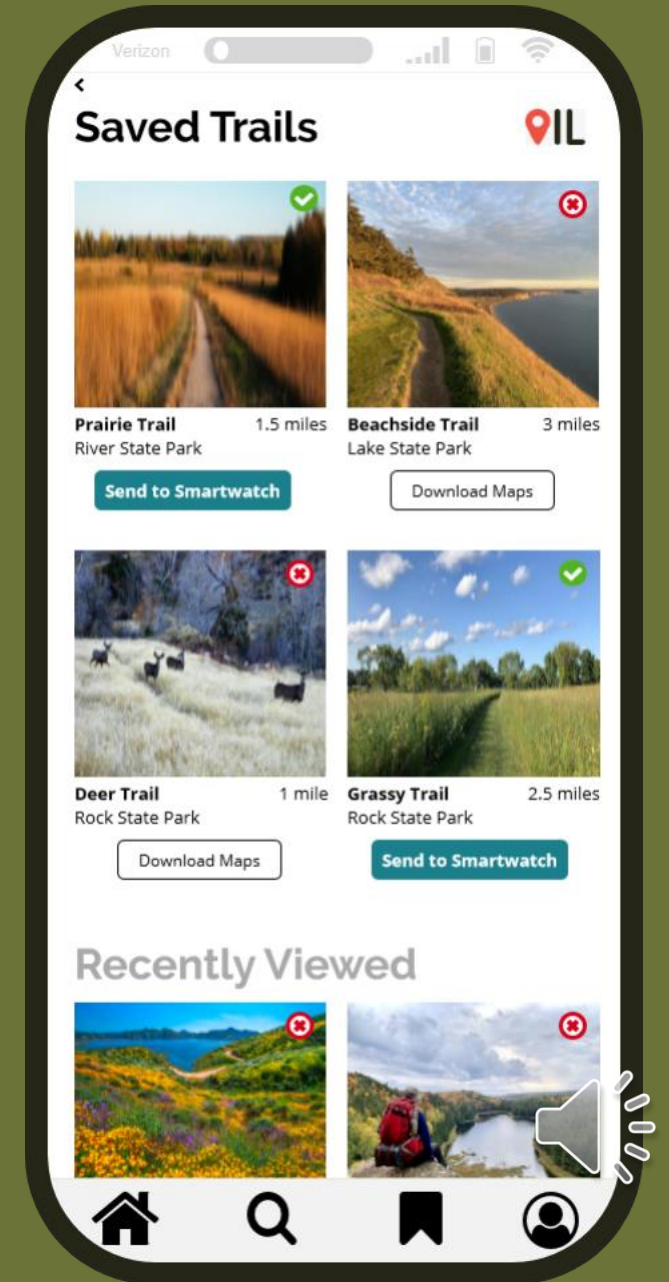
☐ Historical ☐ Geological ☐ Ecological
☐ Wildlife Spotting ☐ Campsite ☐ Pavilion
☐ Water Source ☐ Wildflowers (seasonal)

Accessibility

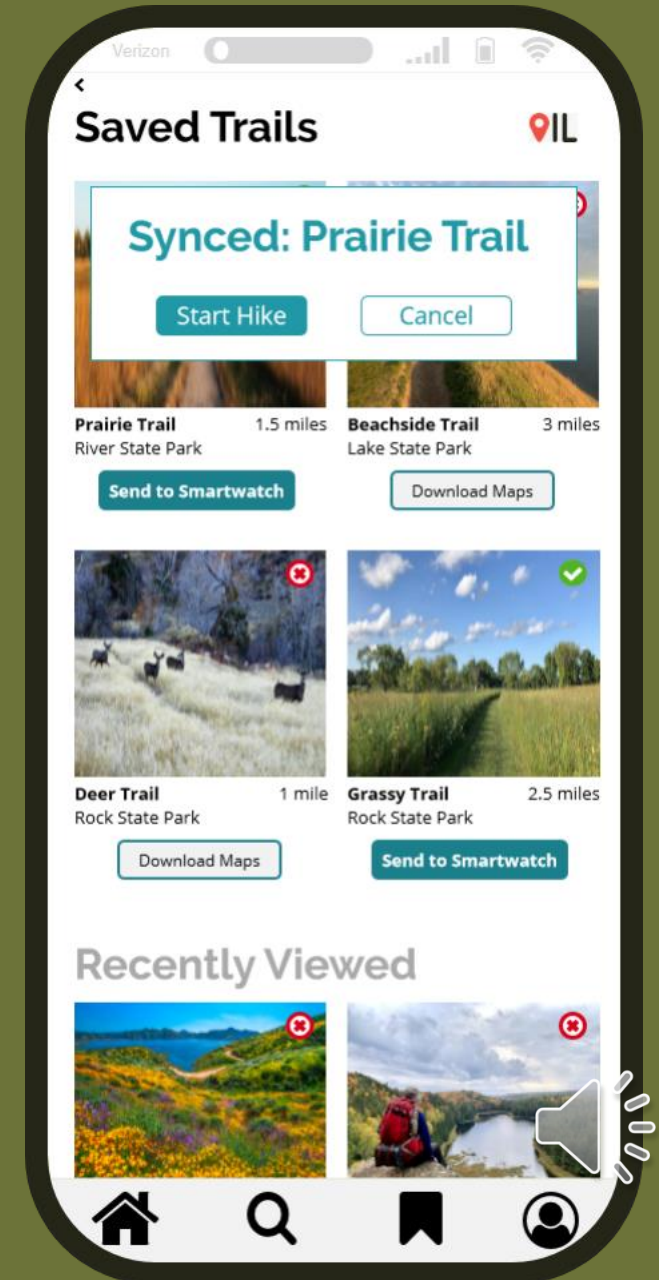
☐ Paved ☐ Gravel ☐ Dirt

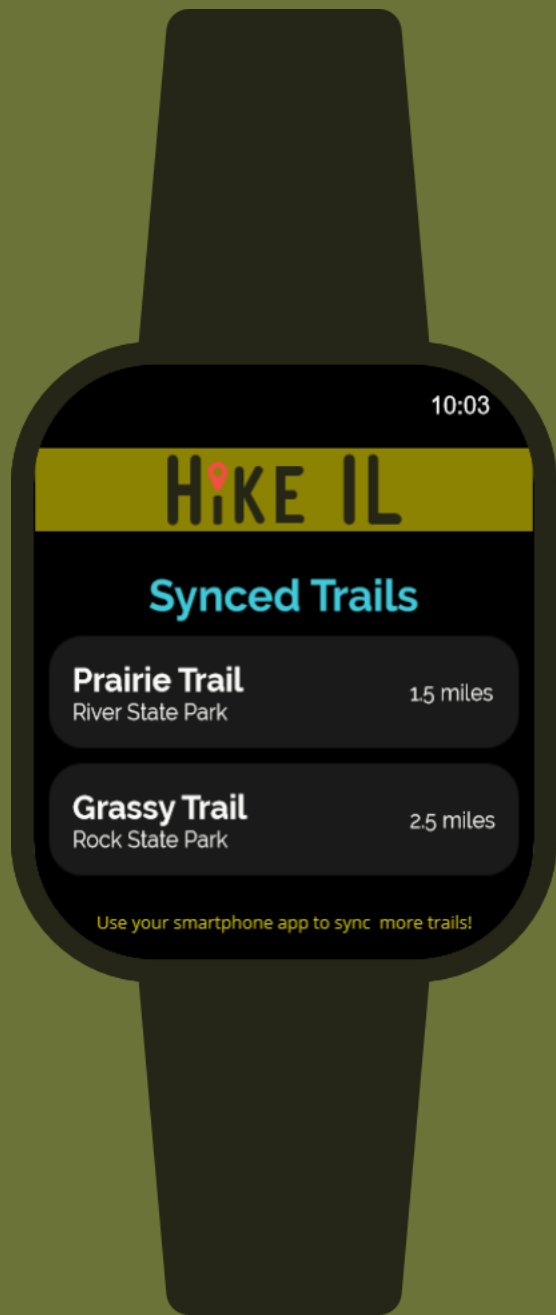
Set Filters

Trails bookmarked by a user appear in their list of **saved trails**. From here, the user can download the trail map for offline use and sync the details to their smartwatch for simpler, hands-free navigation.



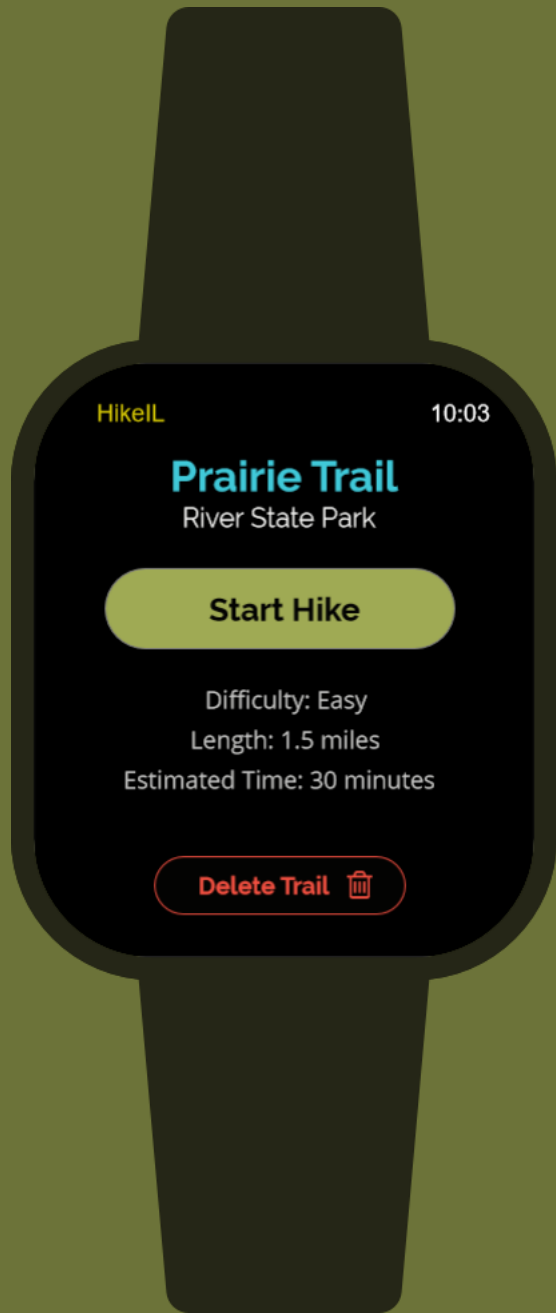
Once a trail has been **synced** to a user's smartwatch, a confirmation message offers them the option to immediately begin navigation for the hike.





From Hike IL's smartwatch **home**, a user can quickly access all of their currently synced trails.





Selecting a **synced trail** allows a user to see some overview information about it, such as expected time to complete. From here, the user can engage navigation.





The **navigation** screen provides a topographical map view, showing the user where they are on the trail map and where significant points of interest are located.

A compass arrow displays the user's direction of travel.

Tapping on a point of interest will reveal information about it and the distance to reach it.





As a user approaches a point of interest, they receive an **alert** providing key details to help them decide whether to stop and explore.





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Happy hiking!

