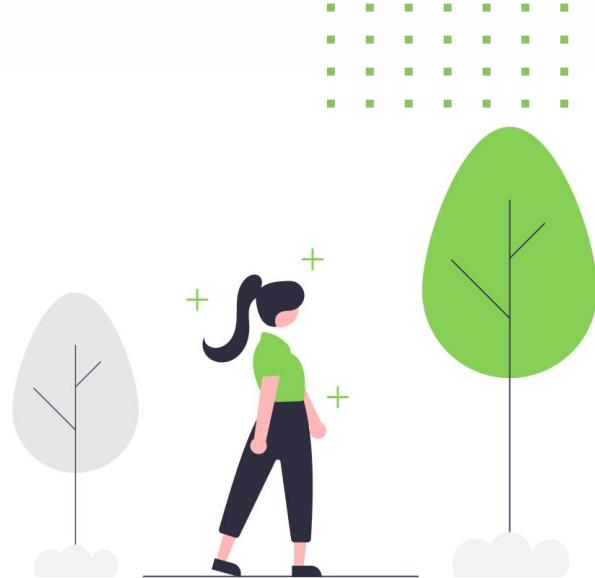


Bruin Wildlife: Connecting Bruins to Outdoor Spaces



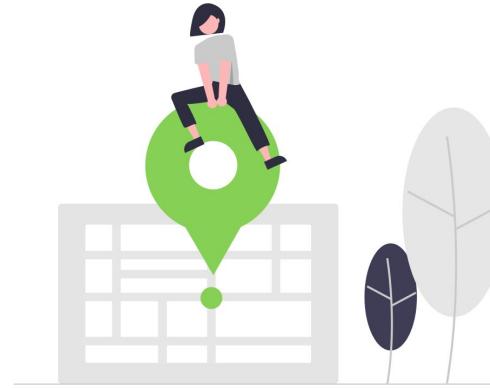
Team: TOUCH GRASS KICK ROCKS
Lauren Lee, Austin Liu, Jessica Franco



The Problem



How can we connect and engage more UCLA students with natural outdoor spaces and ecologies within UCLA and the LA area? How can we make these outdoor activities a learning experience to promote increased curiosity and usage of outdoor resources?





Our Solution



Bruin Wildlife!

An website archive that provides detailed information on nearby trails and outdoor spaces, provide information on wildlife in those areas, upfront on transportation timing and scheduling, and promotion of UCLA student groups

- Browser website where UCLA students can find nearby parks, gardens, beaches, or trails
- Promoted on UCLA environmental or home website, operates externally from UCLA
- Unnecessary to create account, information free to use with no hassle



Table of Contents

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Background Research

Literary Analysis, Competitive Research, Field Observation, Interviews, Survey

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User Personas and Lofi Iterations

Beginner-Expert Personas, Sketches, Lofi Wireframes

03

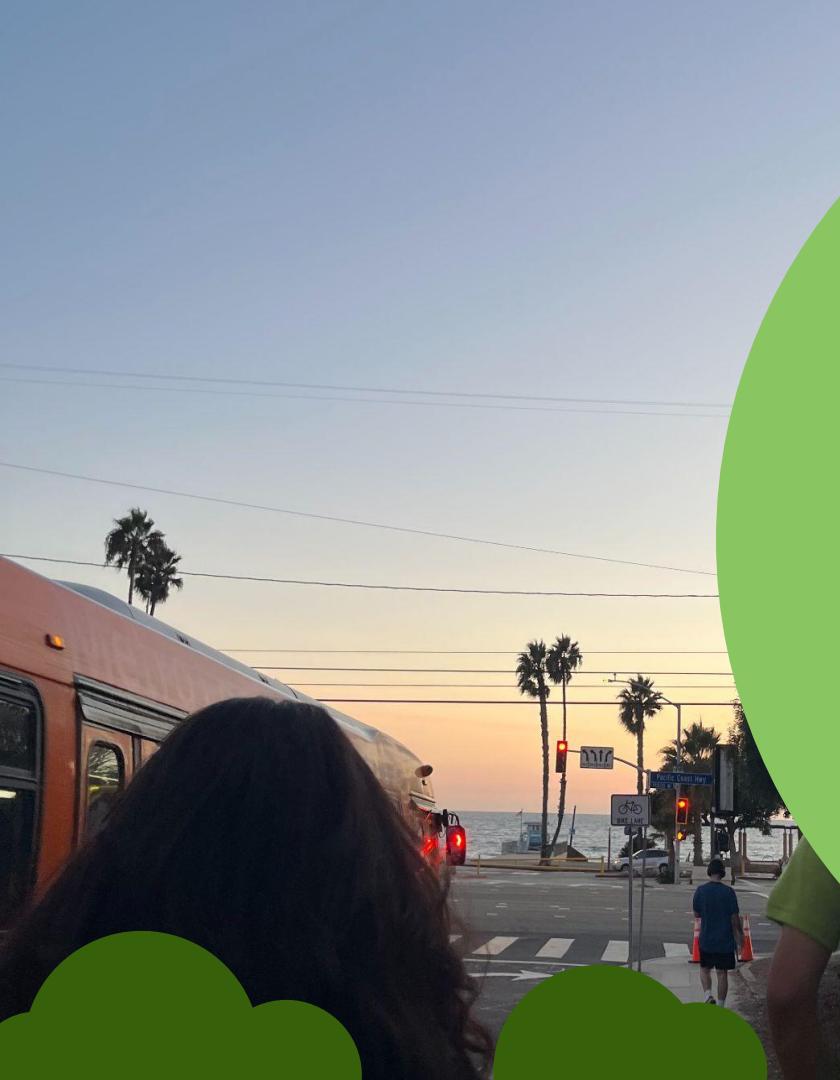
Initial Hifi Iterations

Informed Database, Functionality, First Iteration Hifi Prototype

04

Usability Testing and Final Iteration

Interviews, Card Sorting Activity, Improvements, Final Iterations

A photograph showing a woman from behind, looking out over a coastal town at sunset. A train is visible on the left, and palm trees and a street sign for "Pacific Coast Hwy" are in the background.

01

Background Research

Literary Analysis, Competitive Research, Field Observation, Interviews, Survey

Research Overview



Literary Analysis

- Benefits for Students

Field Observation

- Group Trip to Temescal Park Canyon Trails

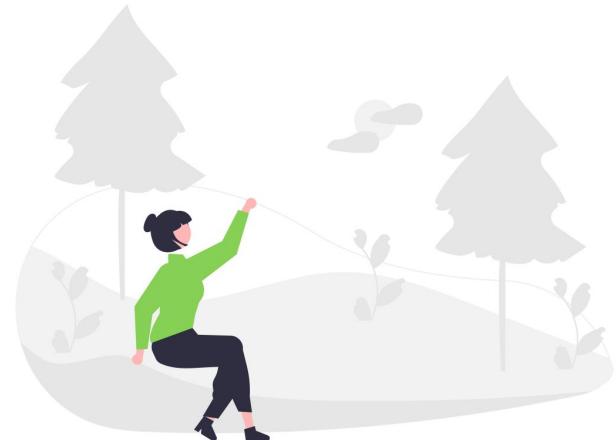
Competitor Research

- Strava, AllTrails, UCLA Rec Website

Interviews

- UCLA Alumni, students (expert to beginner)

Survey



Benefits of Outdoor Spaces and Natural Ecosystem Awareness

Engaging and learning about outdoor activities can improve individual perspective on sustainable actions, opportunities for social connections, and personal health improvement

- Improved mental and physical health:
 - Encourages exercise and social interaction
 - Decreased stress and anxiety (Harvard School of Public Health)
 - Promotes creativity, reduces fatigue (UCLA Health)
 - etc.

“as little as 10–20 min of time spent sitting or walking in nature has a beneficial effect on college-aged adults' mental health” - Meredith Et al., Minimum Time...Scoping Review

Benefits of Outdoor Spaces and Natural Ecosystem Awareness

- **Social aspects**
 - Club and extracurricular opportunities to meet other students and make memories with friends
- **Boosts wildlife and natural knowledge, promotes sustainable practices**
 - Greater knowledge -> deeper appreciation of environment and individual impacts
 - Many locations advertise revitalization or cleanup efforts



Field Observations

Will Rogers State Beach/Temescal Canyon Park Trails

Decision + Transport Process:

- Reddit forums
- “hikes near me” and various google searches
- Main decision factors:
 - Distance from UCLA, popularity/google pictures of area, transportation travel time, availability to the public

Pain Points:

- Bus route confusion/difficulty on accurate timing
- Unexpected increase of commute time
- Lack of signage/indication of trail start, no information online of exact route location
- Using various websites to gather information on location



Competitive Research

Strava

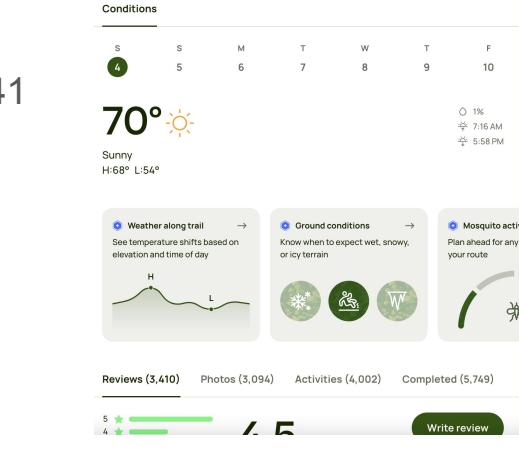
- **Strengths:** detailed activity tracking with 41 sports, fitness data analysis, and a social platform the larger community
- **Pain Points:** Dissatisfaction over the transition of previously free features to premium perks

AllTrails

- **Strengths:** a robust recommendation and review system, user-generated tags highlighting specific issues
- **Pain points:** limitations with the mobile application, the absence of certain trail details (accessibility and water)

UCLA Rec Website

- Word and link heavy, limited database



The Strava mobile application interface. At the top, there's a weather forecast for Long Beach, California, showing 70° F, sunny conditions, and a 1% chance of precipitation. Below the weather is a map of a run route in Marina del Rey, featuring orange lines on a blue-tinted map of streets and water. The route starts near E Ocean Blvd and ends near E Marina Dr. On the right side of the screen, there's a vertical sidebar for the user 'Netphel W'.

Club Activity Feed

Netphel W worked out with Jasmine Fendi Today at 6:35 AM · Long Beach, California

Southbreeze OC1 DB Blade

8x1mi
2x4'
Less arm more thoracic weight on left
Read more...

Distance: 9.82 mi | Speed: 4.7 mi/h | Time: 2h 20m | Achievements: 2

12 give kudos

Like Comment Share

Jasmine Fendi

Home Maps Record Groups You

DIY Outings: Local Destinations

Looking to explore the outdoors near UCLA?

Great idea! UCLA is nestled into the base of the **Santa Monica Mountains** that run alongside the ocean for most of their length west of campus and terminate north of downtown LA. These mountains form part of the Transverse Ranges, the eastern portion of which are home to multiple peaks that rise to heights over 10,000 feet. These ranges are named for their east-west trajectory that is notable because most of the mountain ranges in California run northwards to southwards. UCLA's geographical setting near the ocean and among the mountains, much of which are protected as natural habitat, makes it an ideal location for people to enjoy and explore the outdoors.

Where should I go?

Try our local mountains! Because of how wonderful and accessible ecosystems near campus are, most of the **overnight trips** that we offer during the fall, winter, and spring are concentrated in the Transverse Ranges neighboring UCLA. We do also visit a location at the northern tip of the Peninsular Ranges that are also among our local mountains. The Peninsular Ranges, named for the Baja Peninsula in Mexico to which they extend, are part of the eastern boundary of the LA basin. They also form the south side of the Banning Pass (home to a large collection of power-generating windmills) that serves as a gateway to the Mojave Desert (home to Joshua Tree National Park) and the Sonoran Desert (home to Anza-Borrego State Park) that characterize southeastern California.

Here for the summer?

Consider the Sierra! Our **summer trips** are backpacking adventures that work best in regions with abundant availability of surface water in August and early September. The steep, eastern side of the Sierra Nevada Mountains—where high-elevation lakes and streams fed mostly by melted snow provide plentiful sources of water throughout the summer season—is an ideal location for these trips. While the

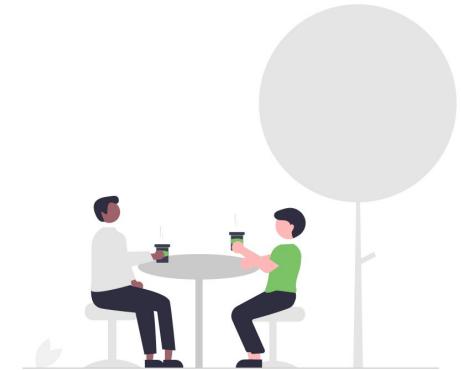
Semi-structured Interview

5 one-on-one interviews

Audience: experienced to beginner hikers, UCLA staff members and students, varying experience with existing hiking/activity apps

Scripted interview on topics of mental health benefits, club internal work, transportation, natural ecosystem knowledge, etc.

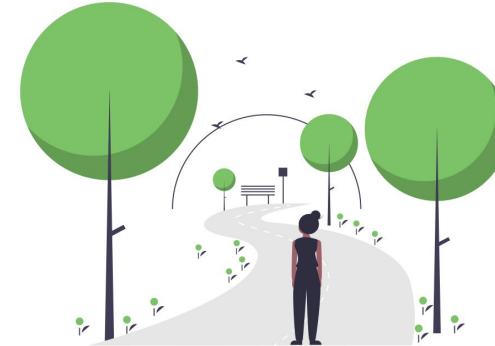
- Questions were open ended, allowing varied answers



Interview Overviews

Key Takeaways:

- Lack of advertisement for UCLA sponsored events or club outings
- Desire to connect with other students through outdoor excursions
- Too many different resources with varying information
- Issues with accurate scheduling or time commitment expectations
- Vast range of experiences and interests for UCLA students, overall positive outlook on outdoor spaces
- UCLA Rec website not informative :(



Survey Preview



Short Response



“Check All that Apply”



Multiple Choice



Likert Scale Questions



Yes/No Questions

What are the common challenges you face when planning or going for a hike as a * college student? (Select all that apply)

- Limited transportation options
- Time constraints due to academic commitments
- Difficulty in finding suitable hiking trail locations
- Safety concerns
- Inability to find a group to go together with
- It costs too much money
- Difficulty finding the beginning of the trail upon arrival/gotten lost during the hike
- Difficulty finding water refill area/rest spots along the trail
- Other: _____

24 questions total

23 responses, range of undergraduate years (~50% fourth years), diverse background of clubs

- 3 sections: Personal Information, Outdoor Activities and Engagement, Technology Use

When using online resources or mobile apps to plan or research hiking trails, what are the common challenges or difficulties you have encountered? Please rate the following challenges based on their relevance to your experience, with 1 being "Not Challenging" and 5 being "Very Challenging":

	1	2	3	4	5
Limited availability of updated trail information and conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Difficulty in assessing the credibility and reliability of online trail reviews and recommendations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insufficient details about trail accessibility, facilities, and amenities (e.g., restrooms, water sources)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Survey Results

Factors when planning:

- shorter commute time
- cost of outdoor activity or space
- availability amongst friends or group
- time commitment

Pain Points:

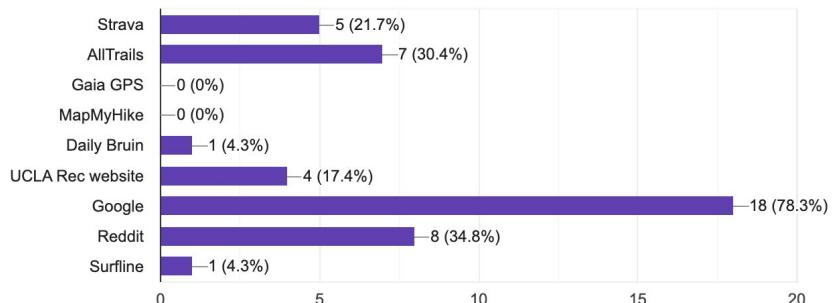
- Limited transport options
- time constraints
- inability to find hiking or travel group
- Information on nearby amenities

Motivations:

- exercise
- social activity with friends
- destress/leisure activity
- improve health or outdoor engagement

What mobile apps/online resources do you use to track fitness or explore outdoor activities? (Select all that apply)

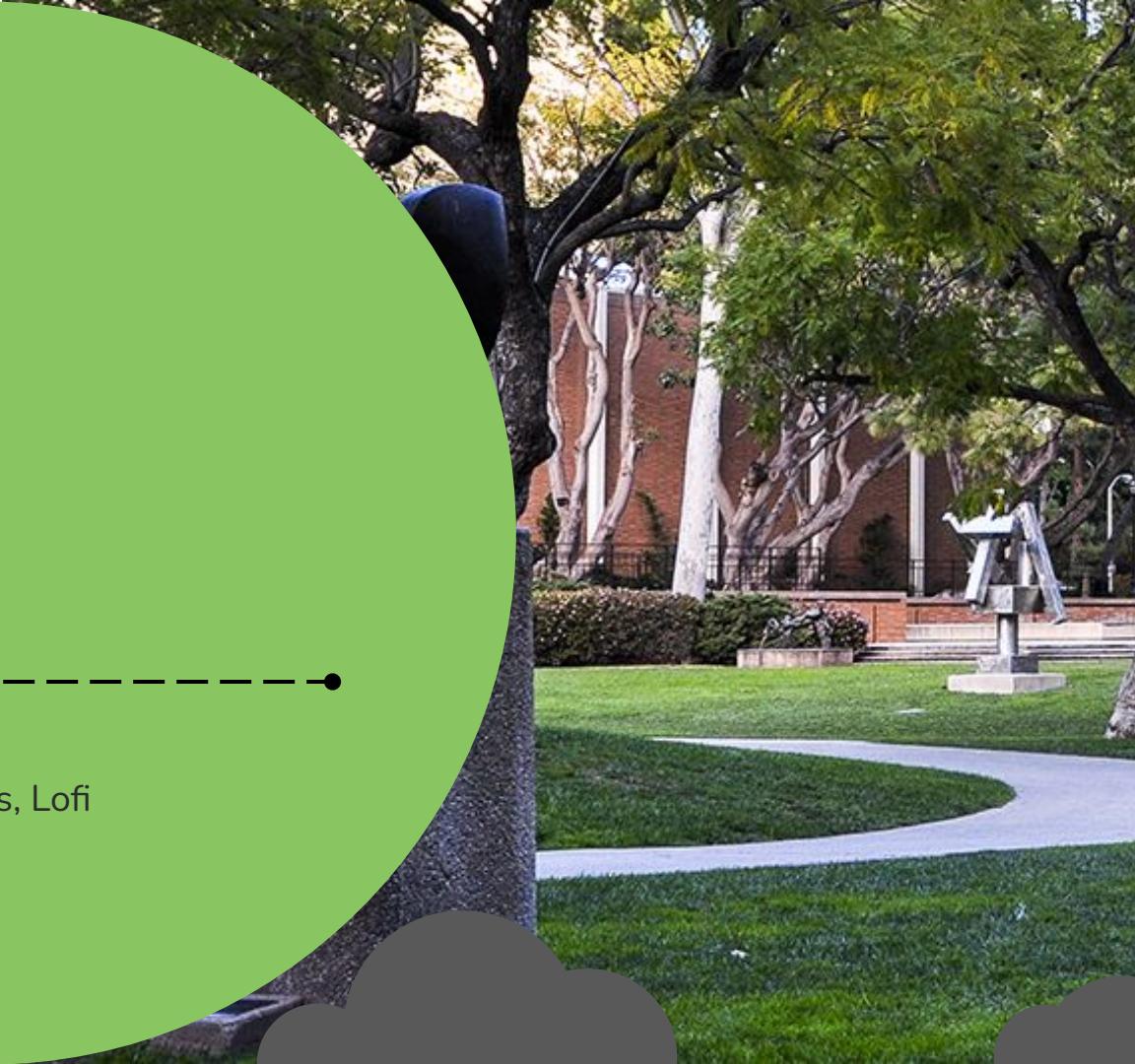
23 responses



02

Lofi Iterations

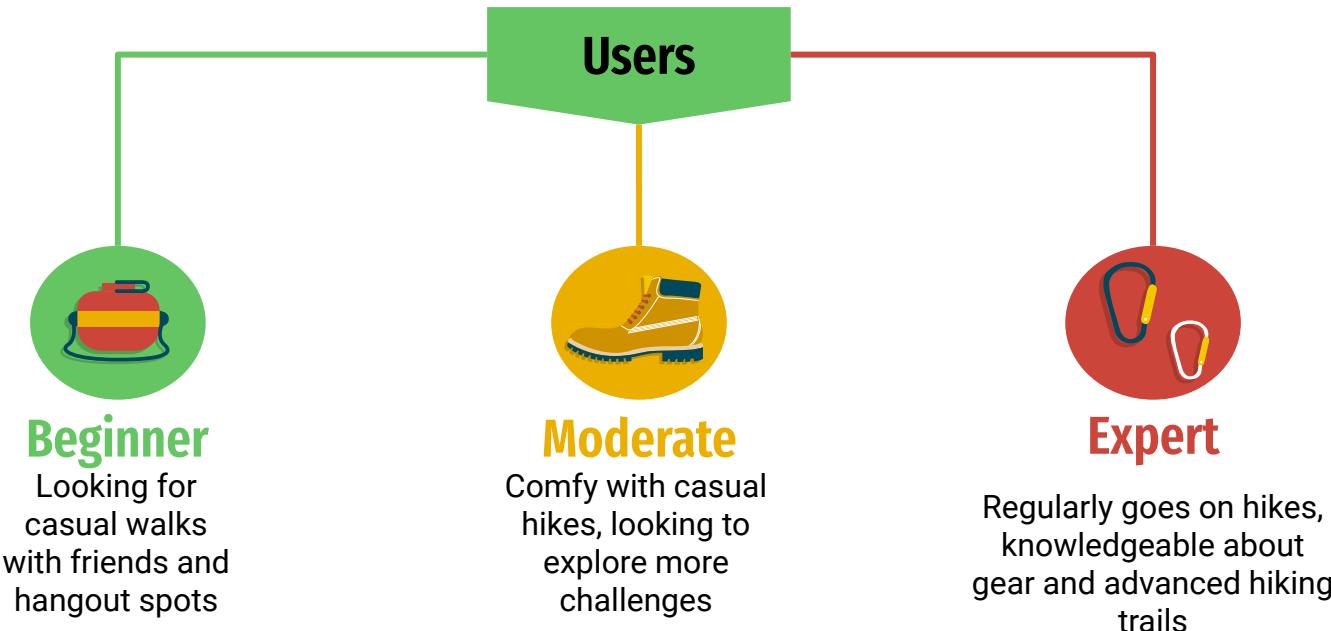
Beginner-Expert Personas, Sketches, Lofi
Wireframes



User Personas

Due to the vast range of experience and interest levels of UCLA students, we wanted to represent the three levels in our user personas to get a range of understanding

[LINK](#)



Lofi Overview



Main Concept: Increased Social Engagement, More Organization of Resources and Events, Recommendations by UCLA Students

Lofi File

5 Main Pages:

- Home/Social Page
- Calendar
- Outdoor Space Informational Pages
- Search Page
- User Profile



First Sketches before Figma

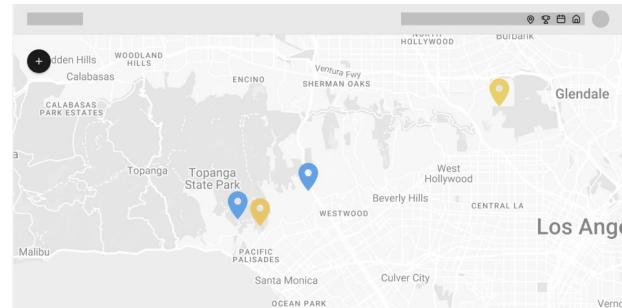
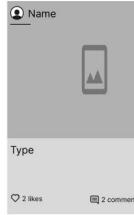
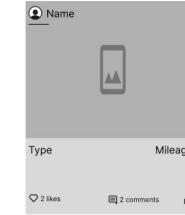
- Collectables? Establish system of figures unique to route
- inspired by pushpin map wall

Home/Social

- Visual Map Display of Places Been
- Social Feed of Friends, Groups, and Near Me
- Able to add post
 - Add photos
 - Can publish to group
- Acts as a hub for Groups or Clubs to display their events
 - Displays info on groups
 - Upcoming events
 - Number of members
 - Club social feed



Friends



Friends

Groups

Near You

Groups

UCLA Triathlon	40 members - Verified
UCLA Waterpolo	35 members - Verified
TOUCH GRASS	32 members - Verified
KICK ROCKS	30 members - Verified
Very Slay Ppl	30 members - Verified

Very Slay Ppl

Hike

40 members

Public

Westwood

About

just some ppl

Members

40

Upcoming Events

10 per going, 30 per going, 33 per going

Type

Mileage

Join

2 likes

2 comments

2 likes

2 comments

Informational Pages

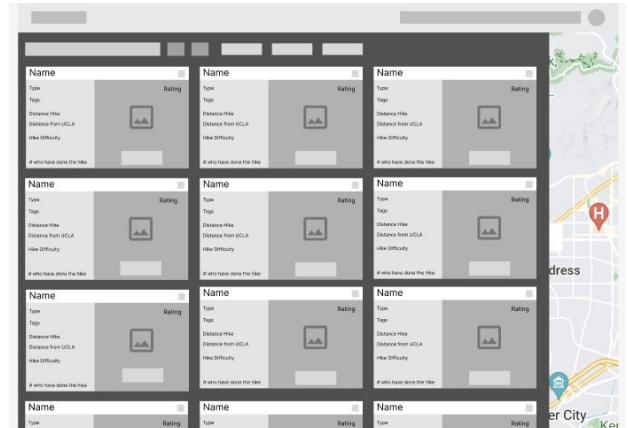
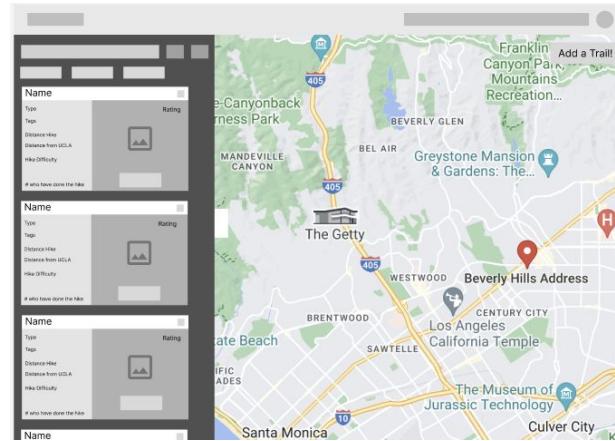
- Can save location
- Can mark location as “Completed”
- Displays all information about location
- Local wildlife
- Transportation options
- Bruin reviews: what UCLA students thought about the location

The wireframe illustrates the layout of various informational pages within a mobile application:

- Hike Map:** A map view showing locations.
- Wildlife and Ecosystem:** A section for录入 (Input) information about the biome type, website, and pamphlets. It also displays common animals and plants, each with a Name, Scientific Name, Native status, Common name, and Season.
- Bruin Reviews:** A section for录入 (Input) reviews, showing a list of reviews with names and ratings.
- Hike:** A detailed view of a hike entry, including fields for Location, Description (Activity Type, Text, Tags), Details (Distance from UCLA, Hike Distance + Type, Elevation gain, Website, Difficulty, Cost?, Permit Requirement), Amenities, Recommended Gear, and Transportation Options.
- Photos by Students:** A placeholder for student-submitted photos.
- Plan my Trip:** A button for trip planning.

Search

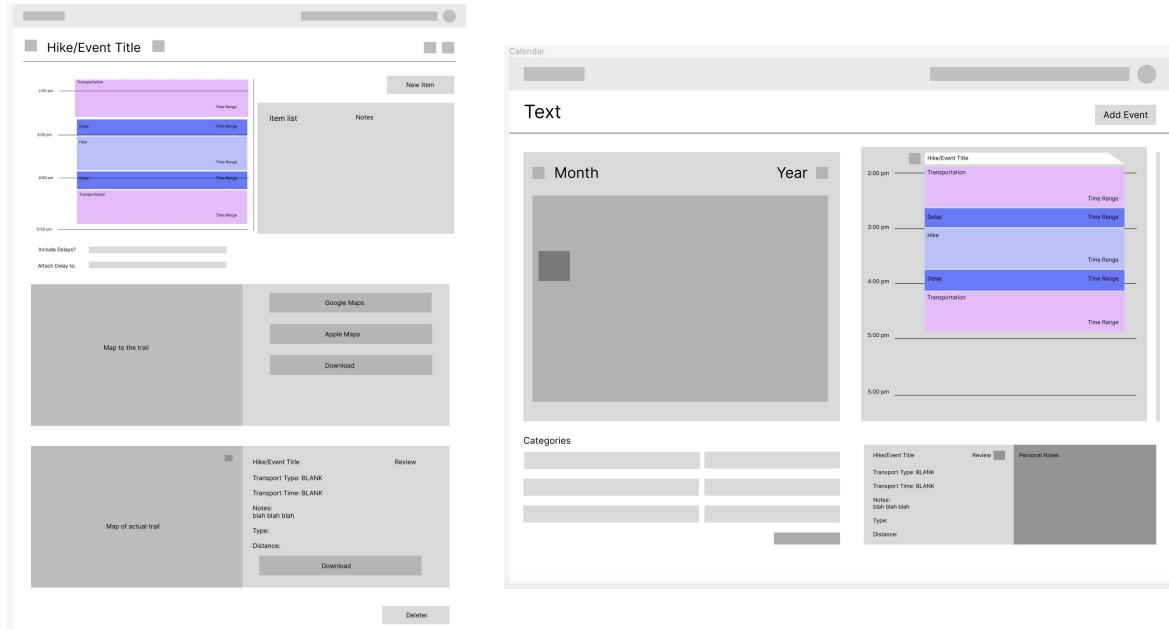
- Can search specific locations or “near me”
- Various filters:
 - estimated time
 - hike distance
 - distance from UCLA
 - outdoor space type
- Display of informational cards for each location:
 - name, distance from UCLA, pictures, average star review, etc



Calendar

A way for students to easily plan out multiple factors when planning hangouts or hikes.

- **Trip:** includes multiple factors such as transportation, potential delays, the activity itself, etc.
- **User flow:** student finds location they like on website, clicks “plan outing”, will create an event that they can add to and plan out



User Page

- User profile page
- Displays posts that user has posted
- Saved locations
- Parks and trails user had done/completed
- reviews the user has posted
- User can share information about themselves in bio - find others with similar interests

The image displays two wireframe mockups of a User Profile page. The top mockup, titled "User Profile - Favorites", shows a header with a user icon, "First Last Name", and "pronouns". It includes "Friends" and "Share" buttons. Below the header is a navigation bar with tabs: "Posts" (selected), "Favorited" (underlined), "History", "Reviews", and "Settings". The main content area contains a grid of three columns, each with a card for a location or park. The first column is labeled "Name Type" and "Mileage". The second column is labeled "Name Type" and "Mileage". The third column is labeled "Name Type" and "Mileage". The bottom mockup, titled "User Profile - Posts", shows a similar header and navigation bar. The main content area contains a grid of three columns, each with a post card. The first column is labeled "Name Type" and "Mileage". The second column is labeled "Name Type" and "Mileage". The third column is labeled "Name Type" and "Mileage". Below the grid, there are sections for "Likes" and "Comments". To the right of the grid, there is a sidebar with the heading "Information about today or recent activity".



03

Hifi Iterations

Informed Database, Functionality, Hifi Prototype

Hifi Overview



Main Concept: Focus on More Organization of Resources and Events, Recommendations by UCLA Students

Our Process:

1. Inspiration
2. Color Palettes/Design System
3. Information Architecture
4. Informed Database
5. Inclusion of Information
6. Functionality

Bruin Wildlife

Home Discover Community Login

Take a Break from Academics.
Enjoy Local Outdoor Spaces.

Discover Sign Up

Green Spaces at UCLA

Space	Type	Distance from UCLA	Rating
Mesa Lawn	Garden	On-Campus	4.2
Sculpture Garden	Park	On-Campus	4.7
Sage Hill	Park	On-Campus	4.8
UCLA Botanical Gardens	Garden	On-Campus	4.8

Top Green Spaces Near UCLA

Space	Type	Length	Est. Time	Distance from UCLA	Rating
Temescal Canyon Trail	Rustic Canyon Park	31 mi	1 hr 45 min	73 mi	4.9
Kenter Fire Road Whoop-Doo	Rustic Canyon Park	33 mi	1 hr 41 min	62 mi	4.5
Murphy Ranch Trail	Rustic Canyon Park	34 mi	1 hr 38 min	4.9 mi	4.5
Will Rogers State Beach	Beach	73 mi			4.6

Recent Bruin Favorites

Trail	Type	Length	Est. Time	Distance from UCLA	Rating
Holmby Park Loop	Rustic Canyon Park	0.6 mi	12 min	0.5 mi	4.5
Kenter Fire Road Whoop-Doo	Rustic Canyon Park	33 mi	1 hr 41 min	62 mi	4.5
Hastain Trail	Rustic Canyon Park	2.3 mi	1 hr 15 min	5.5 mi	4.4
Getty View Trail	Getty View Park	2.6 mi	1 hr 10 min	2.9 mi	4.4

Discover

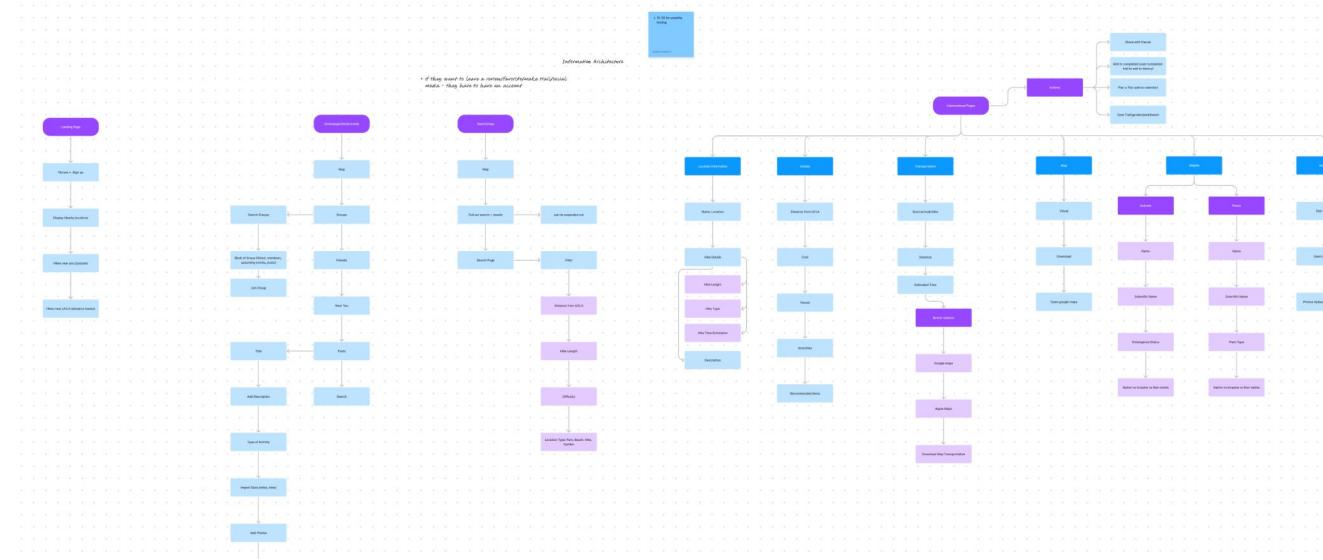
Color Palette + Design System

- **Font:** Montserrat
 - **Color Palette:** Sky Blues and Forest Greens
 - Certain accent colors to evoke difficulty levels
 - Blue - School Identity
 - Green - Connection with Nature
 - Component palette
 - **Design System File:** [LINK](#)
 - Includes Component Library
 - Buttons
 - Icons
 - Cards

Information Architecture

Diagram can be found [here](#)

- Landing Page
- Social/Community Page
- Search/Discover Pages
- Informational Pages
- Calendar Feature
- User Profile Information



Informed Database

Google Sheet [here](#)

Hiking/Parks/Beaches Database

File Edit View Insert Format Data Tools Extensions Help

J9 19 min.

Reference AllTrails and Google maps for information								
Count	Names	Location	Activity Type	Hike Type (if applicable)	Description	Tags	Distance from UCLA	Hike Distance
6	Kenter Fire Road Whoop-De-Docs Trail	Rustic Canyon Park	Hiking	Loop	Ax-A Lower Canyonback Trail: enjoy this 3.2-mile loop trail near Los Angeles, California. Generally considered a moderately challenging route, it takes an average of 1 h 41 min to complete. This is a very popular area for bird watching, and mountain biking, so you'll likely encounter other people while exploring. The trail is open year-round and is beautiful to visit anytime. Dogs are welcome and may be off-leash in some areas.	Dog friendly, partially paved, bird watching, views, wildflowers, wildlife	6.2 miles	3.3 miles
7	Hastain Trail	Franklin Canyon Park	Hiking	Loop	Enjoy this 2.3-mile loop trail near West Hollywood, California. Generally considered a moderately challenging route, it takes an average of 1 h 15 min to complete. This is a very popular area for hiking, and mountain biking, so you'll likely encounter other people while exploring. The trail is open year-round and is beautiful to visit anytime. Dogs are welcome, but must be on a leash.	Dogs on leash, views, wildflowers, wildlife	5.5 miles	2.3 miles
8	Ranch Trail	Franklin Canyon Park	Hiking	Out & Back	Get to know this 1.4-mile out-and-back trail near Beverly Hills, California. Generally considered an easy route, it takes an average of 34 min to complete. This is a very popular area for hiking and walking, so you'll likely encounter other people while exploring. The trail is open year-round and is beautiful to visit anytime. Dogs are welcome, but must be on a leash.	Dogs on leash, walking, forest, lake views, wildflowers, wildlife	6.3 miles	1.4 miles

- Description
 - Location, Tags, Distance from UCLA, Difficulty, Amenities, Gear, transport type, etc.
- Wildlife
 - Name, Scientific Name, Endangerment, Native Status

Discovery Page - Search

- Map for easy visual understanding
- Pullable sidebar with cards of general info on trails/parks/beaches
 - Cards = Summary
- Filters
 - Distance from UCLA
 - Location Type
 - Hike Length
 - Difficulty

Discover - Search - Map

Bruin Wildlife

Discover New Spaces

Distance from UCLA

Location Type

Hike Length

Difficulty

More

Kenter Fire Road Whoop-Doo
Rustic Canyon Park
Type: Hike
Length: 3.3 mi • Est. Time: 1 hr 41 min
Distance from UCLA: 6.2 mi
Moderate 4.5

Will Rogers Memorial Park
Beverly Hills
Type: Park
Distance from UCLA: 7.3 mi
4.7

Santa Monica Pier

Skirball Cultural Center
ridge-Canyonback Wilderness Park
MANDEVILLE CANYON
BEL AIR
Greystone Mansion & Gardens: The...
The Getty
University of California, Los Angeles
WESTWOOD
CENTURY CITY
Los Angeles California Temple
The Museum of Jurassic Technology
Culver City
Kenneth Hahn State Recreation Area
Mitsuwa Marketplace

Informational Pages

- Main details, descriptions, transportations/map options, and Bruin reviews
- Include:
 - Details on location
 - Transportation options
 - Map of location
 - Summary and Information on local wildlife
 - Reviews from other Bruins

The screenshot shows a detailed informational page for the Temescal Canyon Trail. At the top, there's a scenic photo of the trail overlooking a coastal area. Below the photo, the trail name 'Temescal Canyon Trail' is displayed along with a star rating of 4.7 and a hike length of 3.1 mi. The page includes sections for 'Description', 'Details', 'Amenities', 'Recommended Gear', and 'Transportation Options'. The 'Description' section notes that the trail contains panoramic views of Santa Monica and West Los Angeles. The 'Details' section provides distance from UCLA (7.3 mi), elevation gain (843 feet), cost (\$12 parking), and permit requirements (State Park Pass). The 'Amenities' section lists restrooms at the trail head. The 'Recommended Gear' section includes items like athletic clothing, hiking shoes, and sunscreen. The 'Transportation Options' section features a map of the surrounding area with the trail highlighted, and links to Google Maps, Apple Maps, and a download option.

Wildlife and Ecosystem

Informational Website: <https://trails.lacounty.gov/Trail/285/temescal-canyon-trail>
Brochures: <https://trails.lacounty.gov/Files/QuickGuide/Temescal%20Canyon%20Trail.pdf>

Common Animals

- Name: California Ground Squirrel
Scientific Name: *Otospermophilus beecheyi*
Occupation: Native
Endangerment Status: Least Concern
[More Info](#)
- Name: Coast Range Newt
Scientific Name: *Taricha torosa*
Occupation: Native
Endangerment Status: Species of Special Concern
[More Info](#)
- Name: Black-chinned Hummingbird
Scientific Name: *Archilochus alexandri*
Occupation: Native
Endangerment Status: Least Concern
[More Info](#)

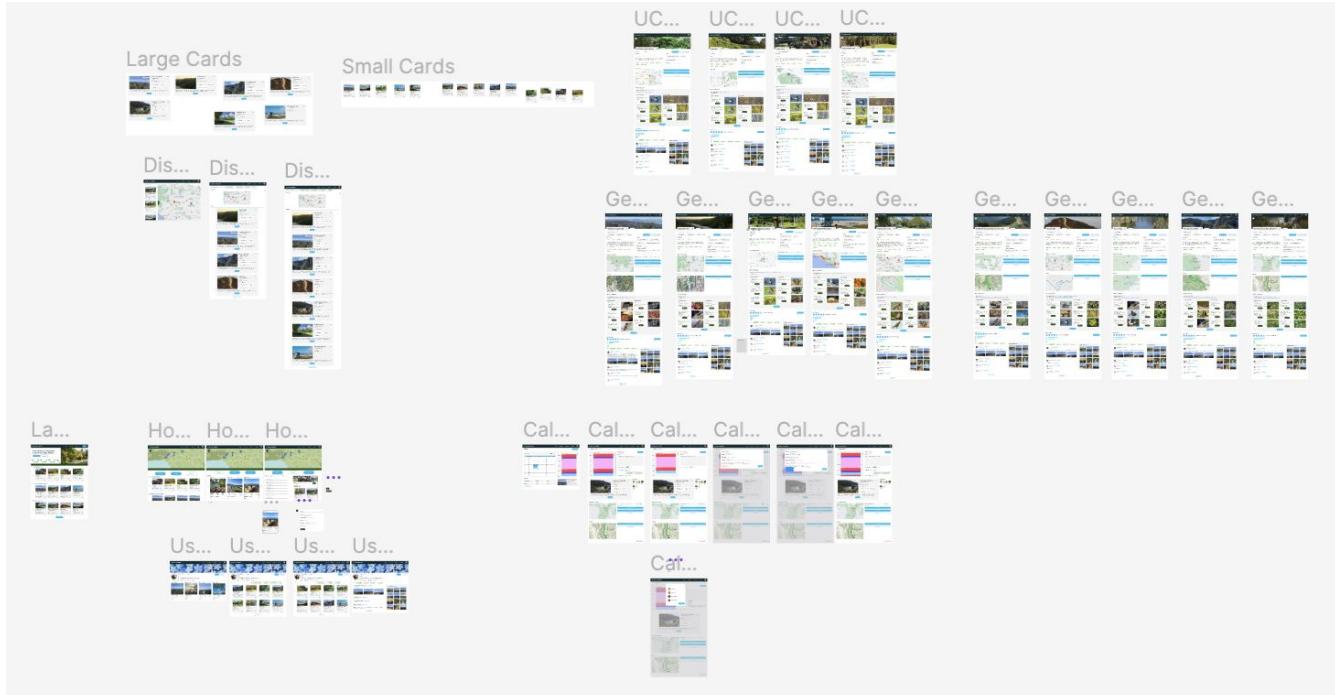
Common Plants

- Name: Purple Sage
Scientific Name: *Salvia leucophylla*
Occupation: Native
Plant Type: Shrub
[More Info](#)
- Name: California Fuchsia
Scientific Name: *Ephedrum canum*
Occupation: Native
Plant Type: Perennial herb
[More Info](#)
- Name: Black Sage
Scientific Name: *Salvia mellifera*
Occupation: Native
Plant Type: Shrub
[More Info](#)

[More Wildlife](#)

Functionality

High-Fidelity Prototype: [LINK](#)

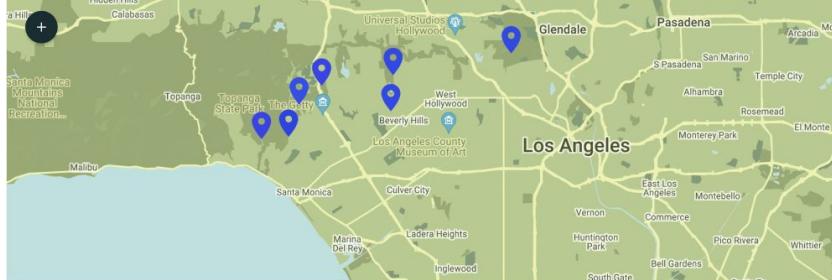


High-Fidelity File: [LINK](#)

Community Page and User Profile

Bruin Wildlife

Home Discover Calendar Profile



Friends **Groups** **Near Me**

Groups 

- UCLA Triathlon
40 members - Westwood
- UCLA Walkers
40 members - Westwood
- TOUCH GRASS
40 members - Westwood
- KICK ROCKS
40 members - Westwood
- Very Slay Ppl
40 members - Westwood
- More Slay Ppl
40 members - Westwood
- Track Stars
40 members - Westwood
- dragon boaters
40 members - Westwood

Very Slay Ppl



About
just some ppl

Members 40
Upcoming Events...

Ranch Trail
Franklin Canyon Park
Type: Hike
29 members going

Kenter Fire Road Whoop-D...
Rustic Canyon Park
Type: Hike
19 members going

Bruin Wildlife

Home Discover Calendar Profile



Sam Navarro  Friends 12
she/her
About
Hello! I'm a fourth year Cog Sci student. I'm new to the Backpacking Club at UCLA. I enjoy hiking trails with friends and I'll visit the beach when I get the chance!

Posts **Saved** **Completed** **Reviews** **Settings**

Sage Hill
UCLA
Type: Park
Distance from UCLA: On-Campus 

Sculpture Garden
UCLA
Type: Park
Distance from UCLA: On-Campus 

UCLA Botanical Gardens
UCLA
Type: Garden
Distance from UCLA: On-Campus 

Will Rogers Memorial Park
Beverly Hills
Type: Park
Distance from UCLA: 7.3 mi 

Getty View Trail
Getty View Park
Type: Hike
Length: 2.6 mi • Est. Time: 1 hr 10 min
Distance from UCLA: 2.9 mi  

Hastain Trail
Franklin Canyon Park
Type: Hike
Length: 2.3 mi • Est. Time: 1 hr 15 min
Distance from UCLA: 5.5 mi  

Murphy Ranch Trail
Rustic Canyon Park
Type: Hike
Length: 3.4 mi • Est. Time: 1 hr 38 min
Distance from UCLA: 4.9 mi  

Will Rogers State Beach
Santa Monica Bay
Type: Beach
Distance from UCLA: 7.3 mi 

Load More

Calendar

Bruin Wildlife Home Discover Calendar Profile

Calendar

October 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 Birthday Hike...	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

+ Add a Trip

Birthday Hike :D

Categories

- Transportation
- Beach
- Park
- Delay
- Hike
- Food
- Garden

+ Add Category

Franklin Canyon Discovery...

Franklin Canyon Park

Type: Hike

Length: 0.6 mi • Est. Time: 12 min

Distance from UCLA: 5.5 mi

Easy

4.3

Bruin Wildlife Home Discover Calendar Profile

Birthday Hike :D

October 17, 2023
1:45 PM to 6:00 PM

Notes

Add description or notes to help plan your trip!

Include Delays? No Yes

Attach Delay To: Items Transportation 1 Transportation 2

Time of Delays: 15 minutes

Franklin Canyon Discovery...

Franklin Canyon Park

Type: Hike

Distance from UCLA: 5.5 mi

Easy

Hike Length: 0.6 mi

Type: Out and Back

Est. Time: 12 min

Discover this 0.6-mile out-and-back trail near Beverly Hills, California. Generally considered an easy route, it takes an average of 12 min to complete. This is a popular trail for hiking and walking, but you can still enjoy some solitude...

More Info

Transportation Options

Transportation Type: Car Bus Walking Cycling

Time: 19 min

Distance: 5.5 mi

Google Maps

Trip Buddies

- Sean King
- Matthew Whong
- Aldy Snyder
- Dicky Liow
- Bianca Cheng

04

Usability Testing

Interviews, Card Sorting Activity, Improvements



Observational Testing and Inquiry

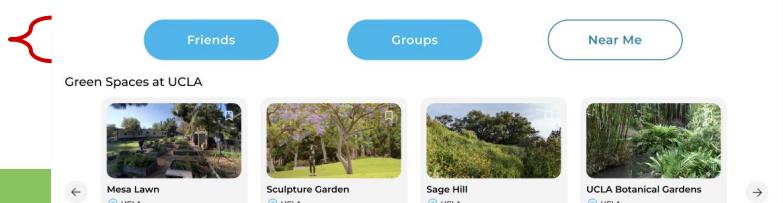
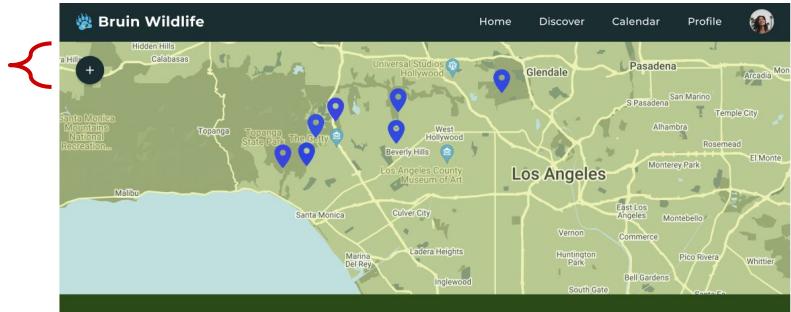
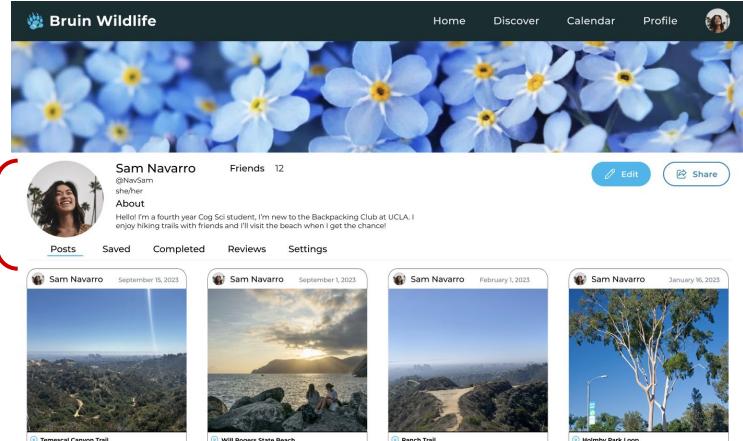


6 interviews

- UCLA students, beginner-moderate hikers or outdoor experiences
- Script
 - Introduction
 - Warm-Up Questions
 - Tasks
 - Initial Impressions
 - “Outloud” Thoughts
 - Intuitiveness and Confusion
 - Best versus Worst Experiences
 - Conclusion
 - Optional: Leading/Investigating Questions
- Tasks:
 - Exploring social page
 - Searching for hiking locations
 - Questions about search features
 - Questions on informational pages
 - Exploring and adding to calendar page
 - Clicking through profile information

Key Results

- Landing Page
 - Too much stress on signing up/logging in
- Social Page
 - How to create a post is unclear
 - Confused on map visual - believed page to be a search function instead of a social page
 - Awkward layout of buttons
- Profile
 - Intuitive
 - Crammed text and button features



Key Results

- Informational Pages
 - Straight-forward, highly intuitive
 - Enjoyed the animal and plant life information
- Discover
 - New filters (Cost, Permit Requirements, Star Reviews, Estimated Time)
 - Enjoyed information on cards when searching for locations
- Calendar
 - Preference for other planning applications
 - Wanted “export calendar” or “share calendar” feature
 - Confused by “delay”

The screenshot shows a trip itinerary titled "Birthday Hike :D" scheduled for October 17, 2023, from 1:45 PM to 6:00 PM. The itinerary includes stops for "Transportation 1" (Delayed), "Hike" (Delayed), "Transportation 2" (Delayed), and "Food". A note field is available for adding trip details. Delay settings and attachment options are also present.

A search result for "Franklin Canyon Discovery" is shown, featuring a star rating of 4.3, a thumbnail image of a scenic view, and details like Type: Hike, Distance from UCLA: 5.5 mi, and Hike Length: 0.6 mi.

A search result for "Kenter Fire Road Whoop-Doo" is shown, featuring a star rating of 4.5, a thumbnail image of a scenic view, and details like Type: Hike, Length: 3.5 mi, and Distance from UCLA: 6.2 mi.

A map of Los Angeles showing several hiking trails and landmarks. Notable locations include Skirball Cultural Center, Franklin Canyon Park, Greystone Mansion & Gardens, University of California, Los Angeles, The Getty, and the Pacific Palisades area. The map includes major roads like 405 and 101, and various neighborhoods.

Card Sorting Activity

Focus on Information Prioritization

- **Instructions:** participants told to sort a stack of cards with various pieces of information listed
 - Sorting cards from most important to least important
- **Purpose:** Improve order of information details on informational pages
- Most Important:
 - Cost
 - Name
 - Address
 - Difficulty/length/estimate time
 - Amenities
 - Transportation
 - Location with shared photos

Usability Cards

- >List view +
- Map of Hike
 - Permit Requirements
 - Cost
 - Distance from UCLA
 - Hike Estimated Time to Complete
 - Hike Length
 - Elevation Gain
 - Recommended Gear
 - Shared Photos of Location
 - Information about Common Plants at the Location
 - Information about Common Animals at the Location
 - Transportation Options
 - Informational Website for Location (if available)
 - Comment Reviews of location from User
 - Description of Location
 - Amenities
 - Hike Difficulty Level (Easy, Moderate, Difficult)

Improvements

Landing Page:

- Rearranged buttons to de-emphasize signup process
- Navigation bar - updated terminology

Bruin Wildlife

Home Search Community Sign Up Login

Take a Break from Academics. Enjoy Local Outdoor Spaces.

Discover

Completed Locations

+ Make a Post

Profile:

- updated UI: Spaced out biography and tabs

Sam Navarro Friends 12

she/her @NavSam

About

Hello! I'm a fourth year Cog Sci student. I'm new to the Backpacking Club at UCLA. I enjoy hiking trails with friends and I'll visit the beach when I get the chance!

Posts Saved Completed Reviews Settings

Distance from UCLA Difficulty Hike Length + More Filters

Search Saved

Community:

- Added “Completed Locations” - indicate map displays visited areas
- Post creation more visible
- Page Buttons -> Tabs to improve UI and functionality

Bruin Wildlife

Completed Locations

+ Make a Post

Near You Groups Friends

Green Spaces at UCLA

Improvements.

Informational Pages:

- Rearrange order of information
- Distance from UCLA at top
- Photos of location emphasized
- Transportation options moved to bottom, hike map prioritized

The Bruin Wildlife informational page for the Temescal Canyon Trail features a large, scenic landscape photo at the top. Below it, the trail name "Temescal Canyon Trail" is prominently displayed with a "Plan My Trip" button. Key stats are listed: "Distance from UCLA: 7.3 mi", "Hike Length: 3.1 mi", "Ext. Time: 1 hr 45 min", "Type: Loop", and "Elevation Gain: 843 feet". A "Photos by Students" section shows a grid of 12 student-submitted photos. The "Details" section includes parking costs (\$12) and permit requirements (State Park Pass). The "Recommended Gear" section lists essentials like water, athletic clothing, and insect repellent. The "Hike Map" section displays a detailed 3D map of the trail route. Navigation buttons for "Google Maps" and "Download Map" are provided. At the bottom, there's a link to the "Informational Website".

This section of the Bruin Wildlife page highlights the "Transportation Options" for the Temescal Canyon Trail. It includes a map showing the trail's location relative to UCLA and surrounding landmarks like Riviera Park and Will Rogers State Historic Park. It provides links for "Google Maps" and "Apple Maps" and a "Download Map" option. Below the map, "Bruin Reviews" are displayed, showing a 4.7-star rating from 23 reviews. A star rating scale from 1 to 5 is shown, with most reviews being 4 or 5 stars. A single review by Jesse Nowak is highlighted, noting that the trail only allows dogs at the bottom and is steep towards the end. Navigation buttons for "Newest First", "Oldest First", "Highest Rated", and "Lowest Rated" are available.

Improvements

Search:

- Added Filters:
 - Cost
 - Estimated Hiking Time
 - Average Star Review
 - Permit Requirement

Filters

Estimated Hiking Time
Maximum: 1 hr 20 min



Cost
Maximum: \$25



Average Star Review

- ★★★★★
- ★★★★★
- ★★★★★
- ★★★★★
- ★★★★★

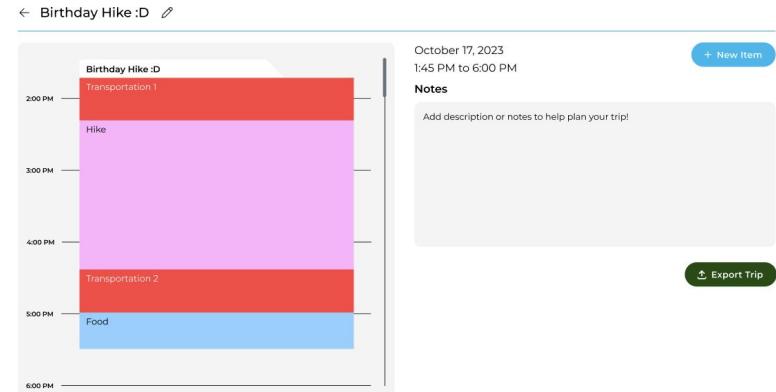
Permit Requirement

- Permit Required
- No Permit
- Both

[Clear](#) [Apply Filters](#)

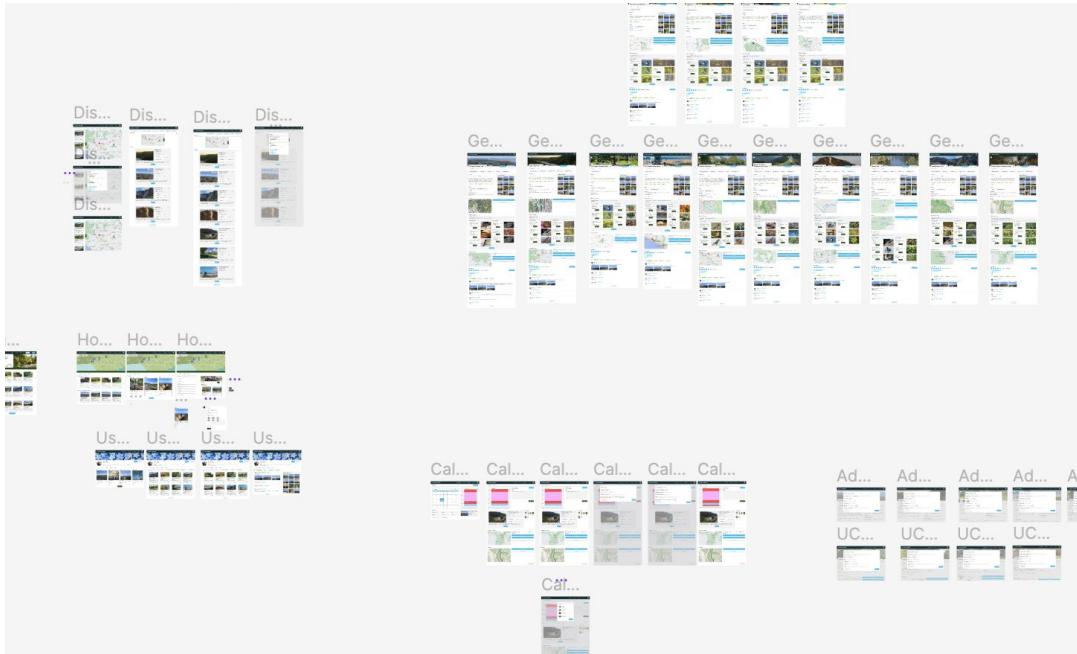
Calendar:

- “Export Trip” added to export calendar event
- Removed delay feature



Final Iteration

Final High-Fidelity Prototype: [LINK](#)



High-Fidelity File: [LINK](#)

Note:

- In the prototype, the login/signup process is a simple redirection to the logged in state for usability purposes.
- Search and community feature would be fully functional without an account, log in prompted when necessary profile features are selected