GENUINE Smithfield
Savor Our Small-Town Southern Charm

PigParade

Pig Parade is a mobile application for smart phones (iPhone and Android) for the tourism sector. This app helps locate the public art pig statues and nearby attractions for visitors to the historic town of Smithfield, Virginia.

Background: In 2012, Smithfield started a public art project and asked for design submissions for pig statues to be placed around town. Smithfield is known for Smithfield hams and the town tourism board wanted to increase tourism as well as arts awareness in town with this public art project. I painted a pig statue, which was placed in front of the town's art center and visitor's center. Seven other pig designs were accepted and completed by other local artists and the entire project has been a hit with locals and tourists. A plaque next to each of the eight pigs commemorates each artwork and corresponding artist.

The Opportunity: All eight statues are located in various parts of town, however it is not apparent where each of these are located, even to those who live in the area. The arts center created a brochure which shows a picture of each of the pigs and includes the artists' names and a brief paragraph about each pig. However, I think it would be great to have an interactive phone app which uses GPS and current smart phone map technology so that people can find (or even hunt for) each of the pigs scattered throughout the town. Photos shared by users and interactive content can be included in the app to add to the fun and attract younger tech-savvy tourists, who can then spend money in Smithfield's restaurants, shops, and galleries.

Business Goals

- To attract tourists to the quaint town of Smithfield and encourage them to share their exploits online
- To lure tourists to walk around all of the parts of town by having them hunt for the colorful and interesting pig statues
- To attract attention to Smithfield's tourism and sites by getting people to spend money in the local businesses located near the pig statues
- To become known as a worthwhile place to visit with its own merit, especially to tourists already in the area visiting Colonial Williamsburg, Jamestown, and Virginia Beach
- To improve tourism and business revenue for the town of Smithfield

User Goals

- To find all the pig statues
- To take pictures of all of the pig statues
- To share pictures of pig statues with friends and family
- To find good places to eat near the pig statues, if hungry, tired, or desiring shelter from heat/rain/cold/snow
- To learn about the history and sights of Smithfield
- To have an enjoyable day or weekend visit in Smithfield
- Showing friends and family that they are having a good time
- To shop for antiques, clothing, gourmet food, or home décor, convenient to the route taken to view the pig statues
- To buy an interesting souvenir of the trip, convenient to the route taken to view the pig statues

Competitive Analysis

1) Norfolk, Virginia has had charming mermaid statues located throughout the city for almost 15 years and was one of the many inspirations for the Smithfield pig statues. The City of Norfolk offers an online pdf map of the **Mermaid Parade** indicating where the mermaids are located, as well as a 'mermaid interactive spotting map' (see screenshot) which does provide a low level of interactivity by linking to descriptive images of each mermaid. For years, this has been successful and highly touted, however I think that transforming these types of maps into a more highly interactive, shareable, social media friendly smartphone app takes this whole premise one step further and provides the level of interactivity that is expected these days. I have not heard people discuss the Norfolk mermaids in a long time, and I think the idea has become a bit stale, at least to those who live in the area.

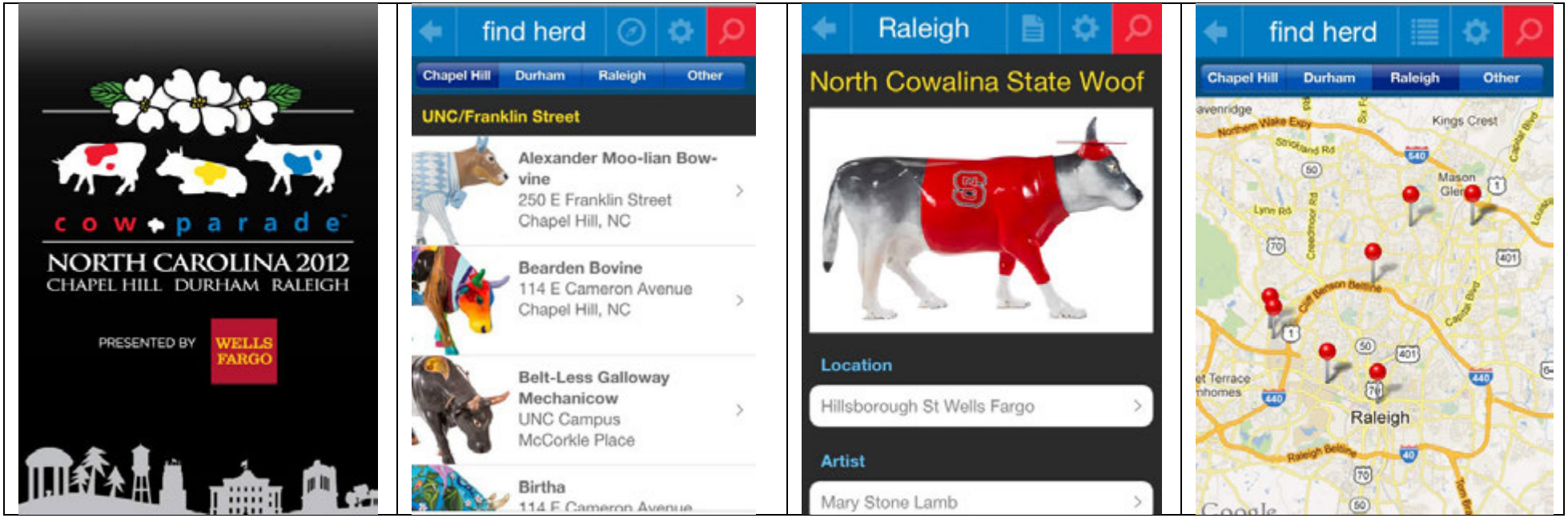
Online Map of Norfolk Mermaid Statues

The PigParade app created for Smithfield would be fresh and appealing to tech-savvy tourists and locals, reviving interest in such statues, by incorporating mobile technology, including GPS, phone cameras, and social media.

Competitive Analysis (continued)

2) **CowParade** in North Carolina has an app to find their cow statues in various NC cities. I have just seen this app for the first time, but it is very similar to what I already had in mind for Pig Parade, although mine is only intended for one town. I think this app has useful features and an attractive look and design. See the following screenshots.

I can build upon this functionality. I'd also like to add a description of each pig, artist's statement, etc. which would increase the "story" behind each work of art and build a rapport between the users and the artwork, as well as the artists. Links to the local businesses that are located near each statue would help tourists and increase business for local businesses.



Screenshots of Smartphone app for North Carolina Cow Parade

Competitive Analysis (continued)

3) I found a geocaching activity online based on finding our 8 pig statues, described as follows online (taken from www.geocaching.com):

Geocache Description:

***This cache won the following awards at the Geocaching Hampton Roads 4th Annual Hidey Awards on February 1, 2014: Gold–Most Creative/Innovative; Silver–Outstanding Puzzle/Mystery; Silver–Outstanding Theme/Title; Nominated–Cache of the Year. Thanks to all visitors for showing their appreciation and for casting their votes.

In 2012 eight pieces of artwork (life sized pigs) were created by local artists and placed in locations around downtown Smithfield, Virginia, as part of the Smithfield 2020, "a non-profit organization sponsored by Historic Smithfield, Inc., and established to impact the economic and cultural vitality of the Downtown Smithfield Historic District."
This geocache will take you on a walking/driving tour of the downtown area in search of clues that will help you gain access to the final coordinates. It will be necessary for you to get up close and personal with each of the pigs in order to find the clues and solve the puzzle. The name of each pig is located on a plaque near their feet. To locate the pigs you may do one of three things, 1-pick up a "Porcine Parade" brochure at the Smithfield & Isle of Wight Convention and Visitors Bureau, 2-use the coordinates given below, or 3-simply wander around town in hopes of locating all the pigs (good luck with that one.)

The puzzle you are trying to solve is: N 36° **AB.CDE** W076° 3**F.GHI**

"Windsor Castle Pork" – Artist: Cil Barbour. How many pigs do you see? = **A**
"A Walk Through the Pork" – Artist: Abigail Ketcham. The # of bees plus the # of bikes minus the # of kites = **B**
"Magnolia" – Artist: Lois Chapman Tokarz. The # of pearls on the necklace divided by 4 = **CD**
"Birth of Ham" – Artist: Mallory Jarrell. How many flowers do you see? Add these two digits = **E**
"Swine & Roses" – Artist: Sheila Gwaltney. How many bottles of wine are there? = **F**
"Steamboat Swillie" – Artist: Catherine Minga. The # of buttons on the belly plus the # of bow ties = **G**
"Sweet Swine of Avon" – Artist: Brenda Joyner. How many faces can you find? = **H**
"Cultural Pig" – Artist: Jennifer Lycke. The # of paint brushes plus the # of flying birds = **I**

There already seems to be a desire among people to hunt for the pigs. 8 statues is a worthwhile goal, yet is not overwhelming. I can use this app to fill a gap in the technology available to find these pigs.

Survey

Visiting Smithfield, Virginia

Visiting the historic town of Smithfield, Virginia

*** 1. If you were in the vicinity (within 50 miles), would you be interested in visiting the historic town of Smithfield, Virginia?**

- Yes
- No
- Not Sure

*** 2. If you were visiting Smithfield, would you visit the local Visitors Center?**

*** 3. Do you own a smartphone?**

- Yes
- No

4. If so, how often do you use your smartphone?

- Never
- Less than once a week
- 1 - 7 times a week
- Multiple times a day
- N/A

5. If you own a smartphone, how often do you use social media on this phone?

- Never
- Less than once a week
- 1-7 times a week
- Multiple times a day
- N/A

6. If you own a smartphone, how often do you use GPS directions on this phone?

- Never

- ○ Less than once a week
- ○ 1-7 times a week
- ○ Multiple times a day
- ○ N/A

7. How many people would likely accompany you on your visit to Smithfield?

- ○ 0
- ○ 1
- ○ 2-3
- ○ 4+
- ○ N/A

8. What is your age group?

- ○ 18 to 25
- ○ 26 to 35
- ○ 36 to 45
- ○ 46 to 55
- ○ 56+

9. How interested are you in public art?

Not at All Interested	Somewhat Uninterested	Neutral	Somewhat Interested	Very Interested
○	○	○	○	○

10. During your visit, would you be interested in: (select all that apply)

- ☐ Shops
- ☐ Public Art
- ☐ Galleries
- ☐ Restaurants
- ☐ Historic Sites
- ☐ Parks/Outdoor Recreation
- ☐ Musical/Theater Performances

Submit

Survey Results Summary

- **84%** of those taking the survey were interested in visiting Smithfield, although 3 were not sure. As mentioned above, in reality, this survey would be given to people already in Smithfield.

- Almost all responders **have smart phones** and **use them daily**. Most use them frequently and use them for both **GPS** and **social media**. This means that including social media and GPS features for this phone app would be viable. Users would already be familiar with these types of features.

- Almost **74%** of respondents would go to the **Visitors Center** if visiting Smithfield. That means that the Visitors Center would be an appropriate place to inform people about the Pig Parade app, although it would also be beneficial to advertise the app throughout town for maximum awareness.

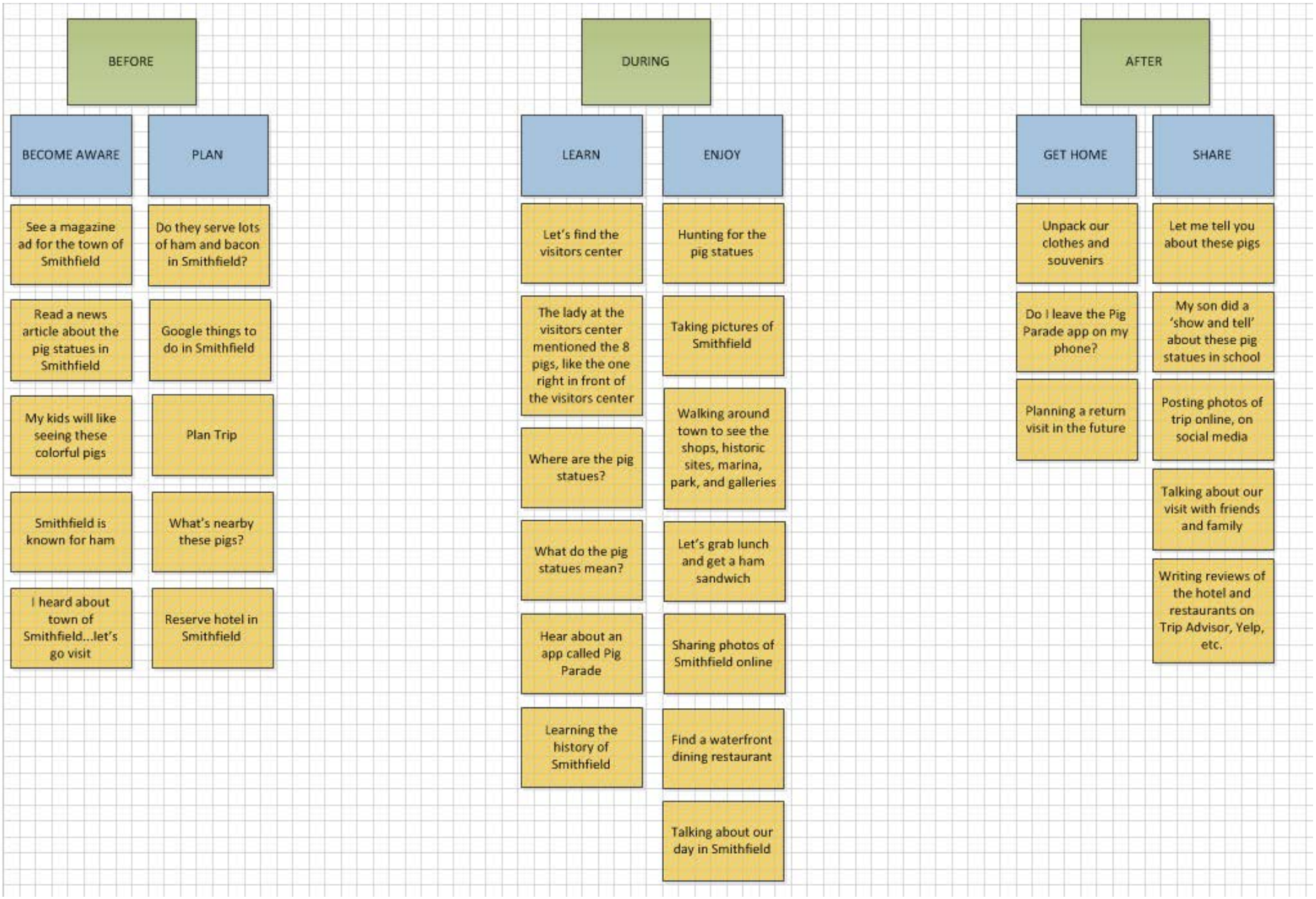
- The number of people to accompany the visitors range from **1 – 4+ people**, so an app that can accommodate **small groups** would be useful.

- Age groups varied from 26-35 age group all the way to 56+, so there was a **good mix of ages**, although the largest group was the **36-45 group**.

- Interest in public art varied, but is mostly favorable. About **79%** people indicated interest in public art, not including 1 respondent who was neutral about it.

- There was a great amount of interest in various activities that are located in Smithfield. Almost all are interested in **Restaurants** and **Historic Sites**. Most were interested in **Shops**, **Public Art**, **Galleries**, and **Outdoor Recreation/Parks**. **Musical/theatre** performances ranked last at 36%. So, when adding nearby attractions to the Pig Parade app, restaurants and historic sites would have the highest priority. Most of the other activities would also qualify as being useful for the app. Musical/Theatre performances would have the lowest priority, but may also be worth a place in the app.

Mental Model



Persona 1: Sylvia

Age: 50
Hometown: Yorktown, VA
Interest in visiting Smithfield, Virginia: Yes, would be interested

Personal smartphone behavior patterns: uses smartphone daily, including GPS. Does not use smartphone for social media.

How she will use the app: while visiting Smithfield for the day with her teenage daughter, Sylvia would download the Pig Parade app at the visitors' center (upon their recommendation) to locate the 8 pig statues and see how far away they are located from the visitors center. Starting with the statue out front of the visitors' center, she would then locate the 2 nearest pig statues, use the GPS for walking directions there, and would visit the shops located near those 2 pigs. After this shopping and viewing the statues, she would look up a nearby restaurant for lunch on Pig Parade's map. Sylvia will then look up the next nearest pig, follow the walking directions, view the statue and tour the historic home right behind the pig. Then she and her daughter would call it a day, and drive home (about 45 minutes). She wouldn't remove the app, and in the future, she'll see it again and be reminded about her fun visit of shopping, touring, and eating she had in Smithfield.

Goals and Motivations:

End Goals: to locate some of the pigs; get easy directions to each pig from current location; find shops, historic sites, and restaurants near the pigs

Life Goals: to spend quality time with her teenage daughter; to have an enjoyable day out; to learn some history; to try a new restaurant; to shop

Other demographics: enjoys cooking for her family, likes history and shopping

Persona 2: Christie
Age: 36
Hometown: Richmond, Virginia
Interest in visiting Smithfield, Virginia: Yes, would be interested

Personal smartphone behavior patterns: uses smartphone daily, including GPS and social media

How she will use the app: while visiting Smithfield for the weekend with her husband, Tim, and 2 children, ages 5 and 7. Christie would download the Pig Parade app at the visitors' center (upon their recommendation) to locate the pig statues and look at the pictures of the pigs. She would show her kids the pictures of the pigs and the 7 year old son would pick out which pigs he wants to see. Christie would then locate on the map the pig statues that her son picked out. She would use the GPS for directions there, to see if they should walk or drive. They then drive from one of the selected pigs to the next, parking, and taking pictures of the kids with each pig. She shares each photo on Facebook and Instagram. After visiting 4 pigs, the kids get hungry and they decide to eat nearby. Christie looks at the Pig Parade map to see where the closest restaurant is from their nearest pig statue. She finds a restaurant 1 block away and they walk to the restaurant. Over their meal, they look again at the photos together on her phone, and then decide to visit one of the historic sites listed on the Pig Parade app. She uses the directions to get there through the app. The rest of their weekend, they get suggestions from locals about a park and other restaurants. When they return home, Christie leaves the app on her phone and she considers using it again in the future.

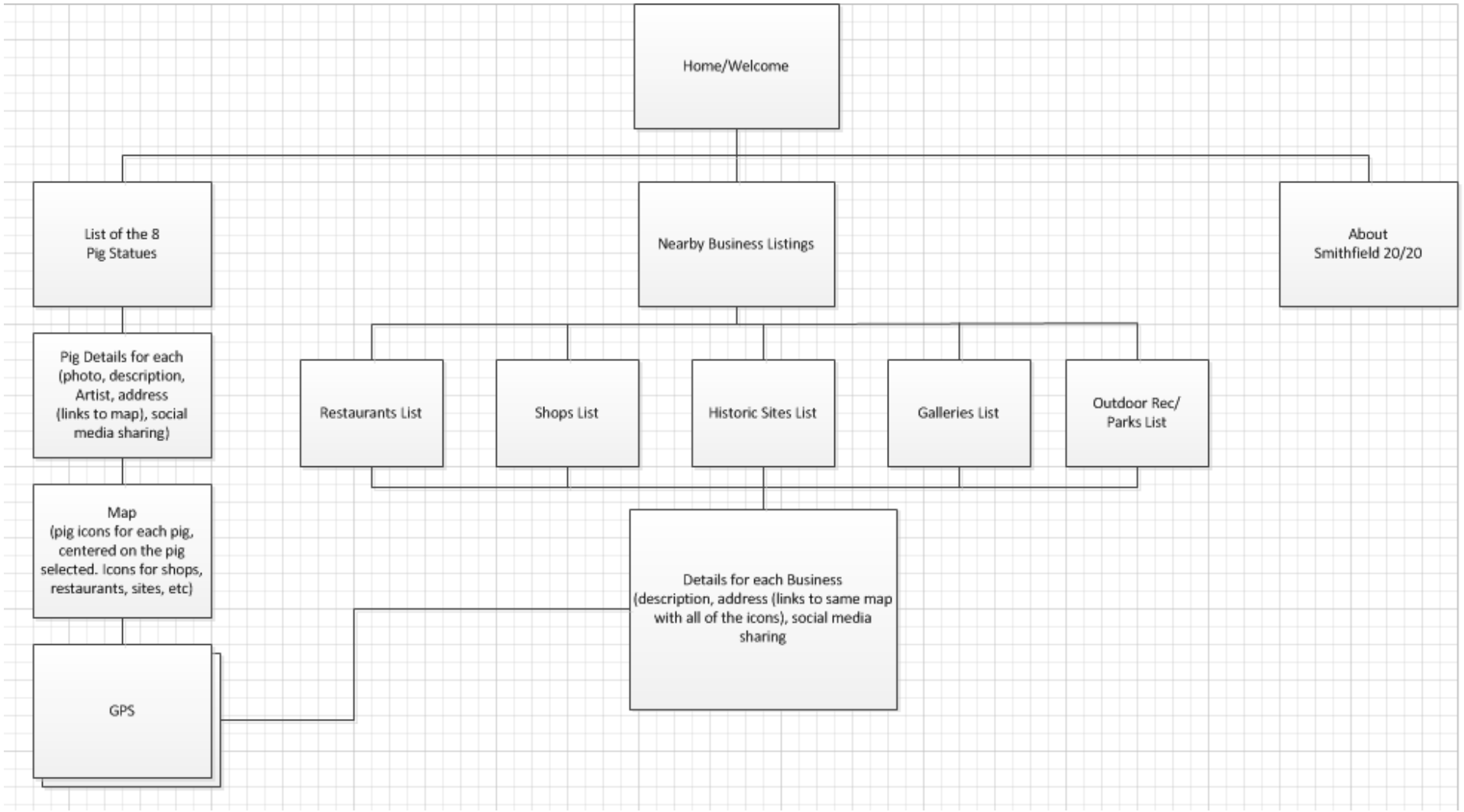
Goals and Motivations:

End Goals: to have an enjoyable day out, to educate her kids, to share photos of her kids to family and friends, to have good meals

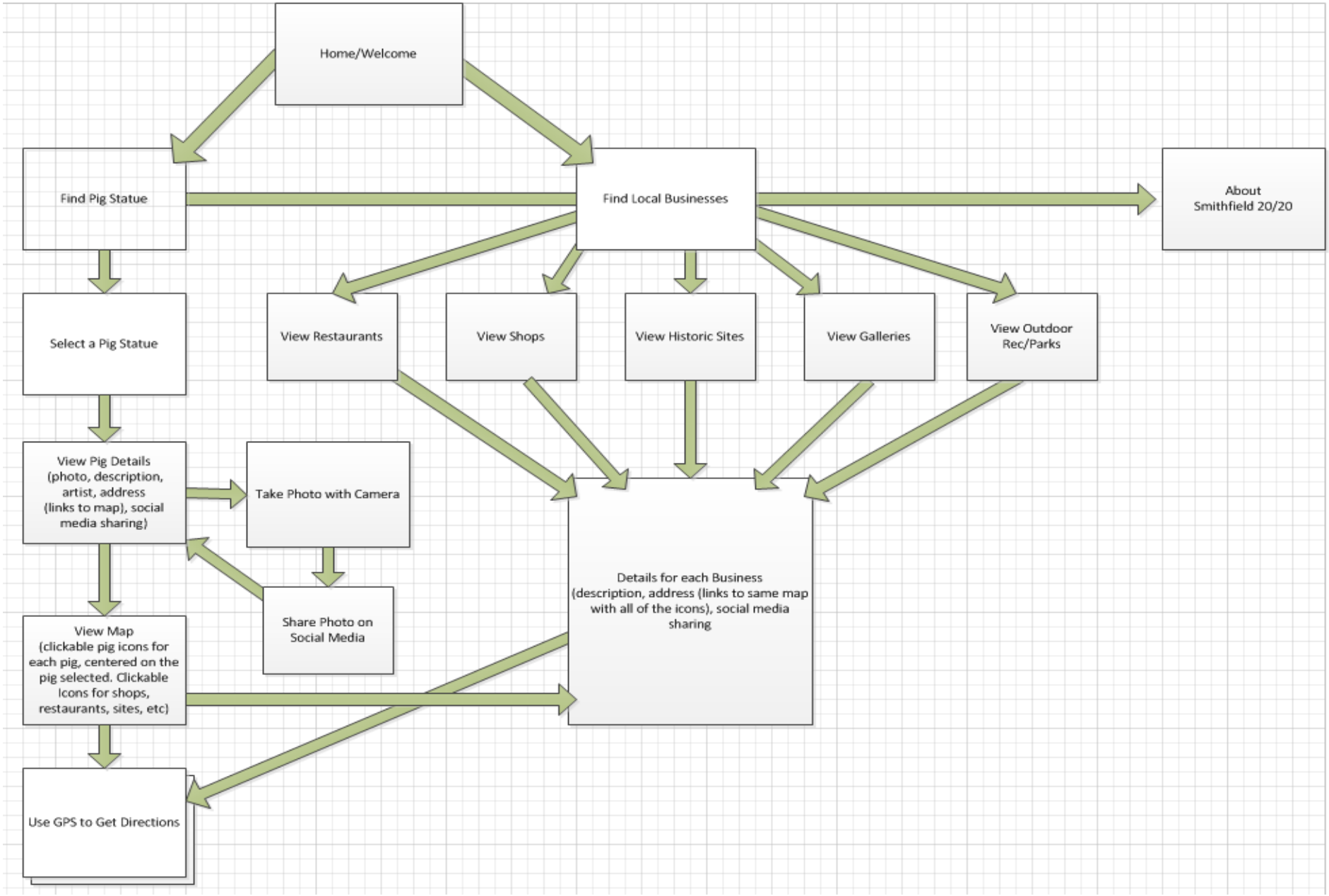
Life Goals: to spend quality time with her family; to raise educated children; to eat well

Other demographics: enjoys photography, reading, parks, and visiting historic sites with her kids

Site Map Diagram

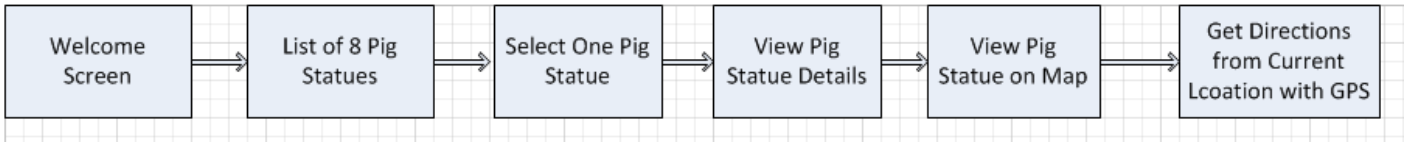


User Flow Diagram



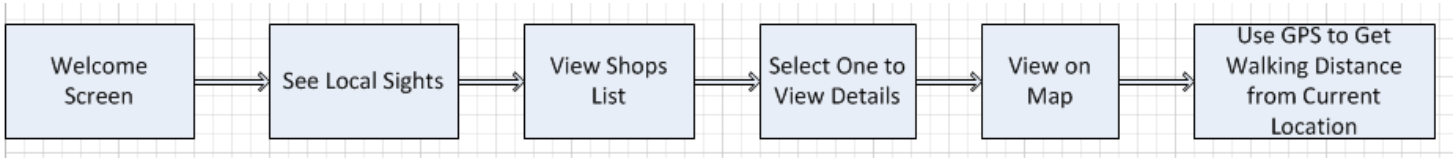
User Story 1: Sylvia is in the Visitors Center, has looked at the pig statue right in front of the building and wants to locate the next closest pig statue, using the GPS for walking directions.

User Story Flow 1:



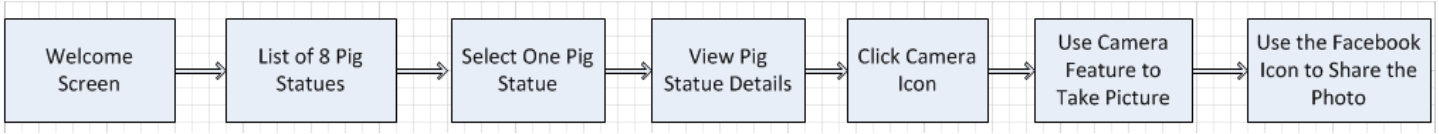
User Story 2: Sylvia now wants to find a shop closest to the 2nd pig statue she has found.

User Story Flow 2:

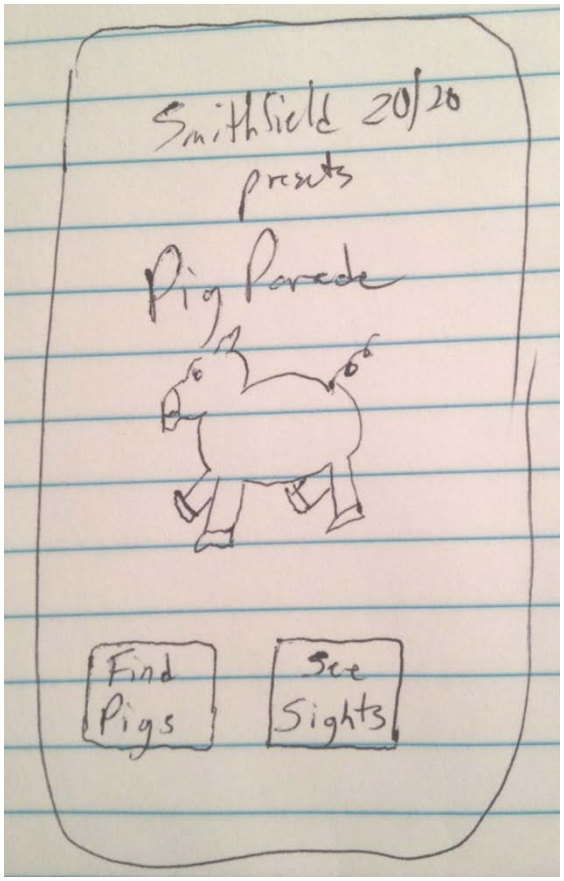


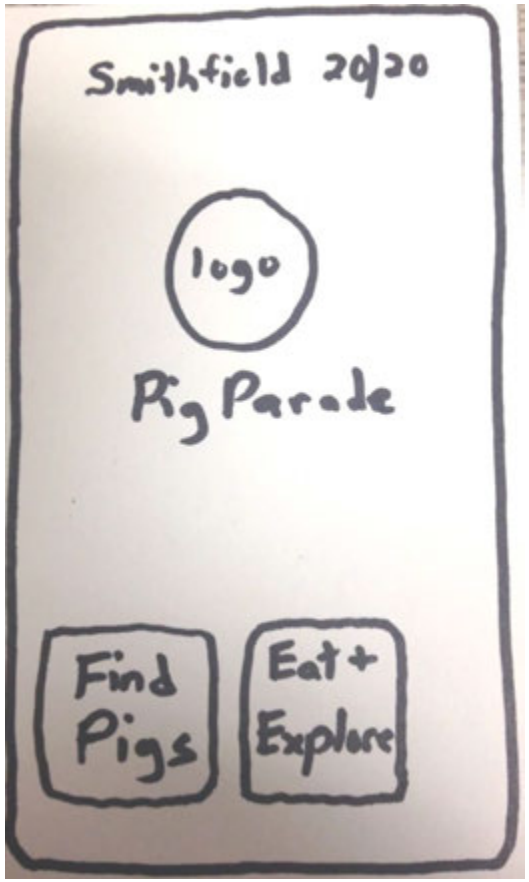
User Story 3: Christie is at pig statue #2 and would like to take and share a photo of her kids in front of it.

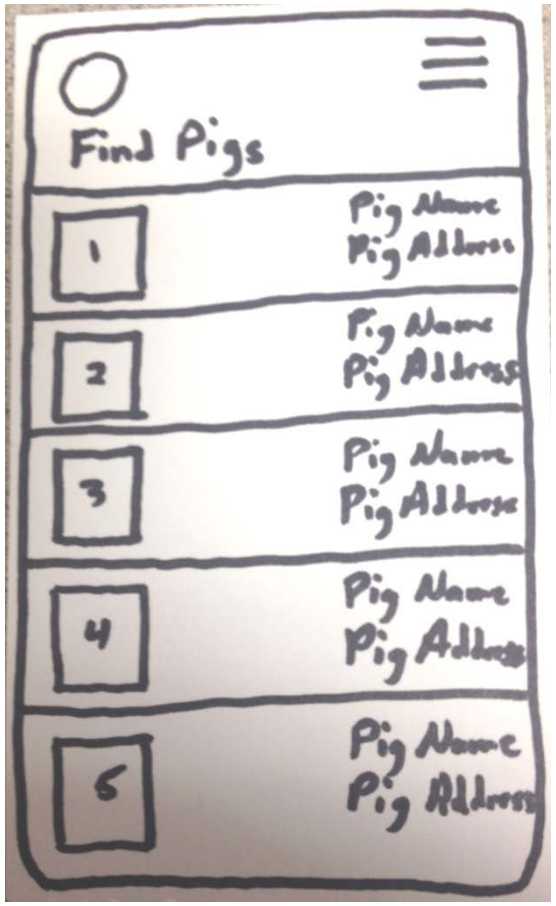
User Story Flow 3:



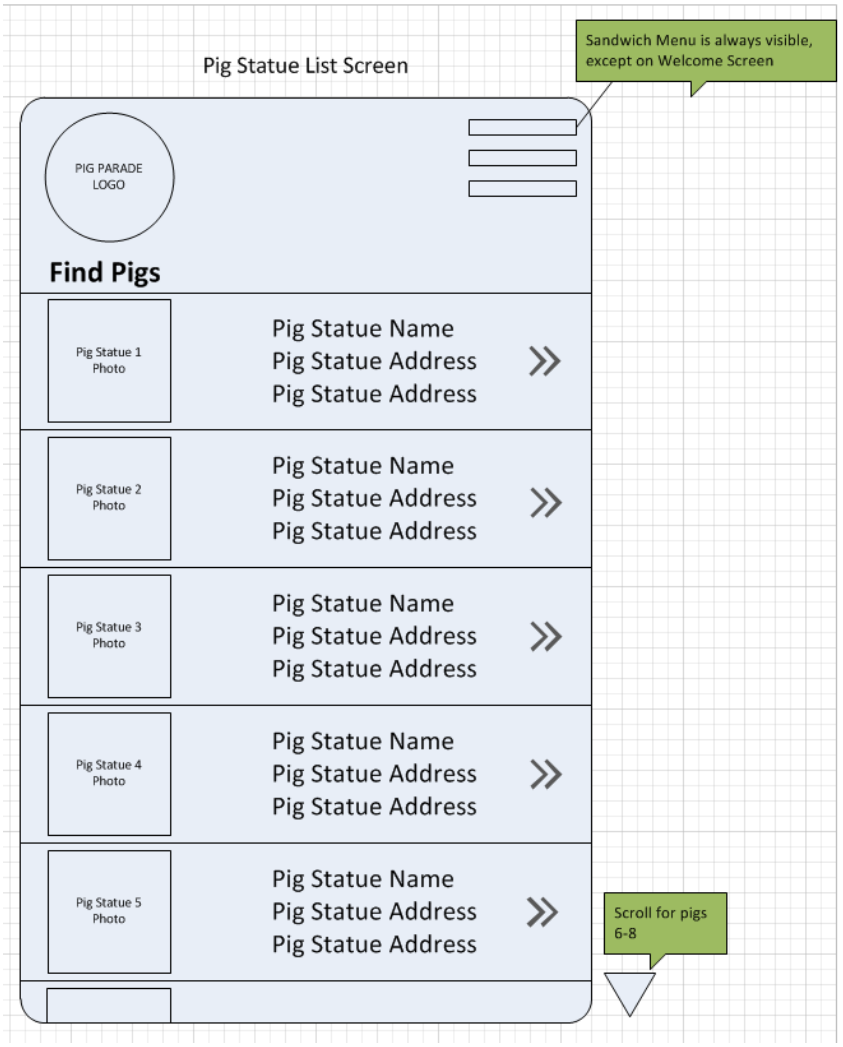
Wireframes – Lo-Fi

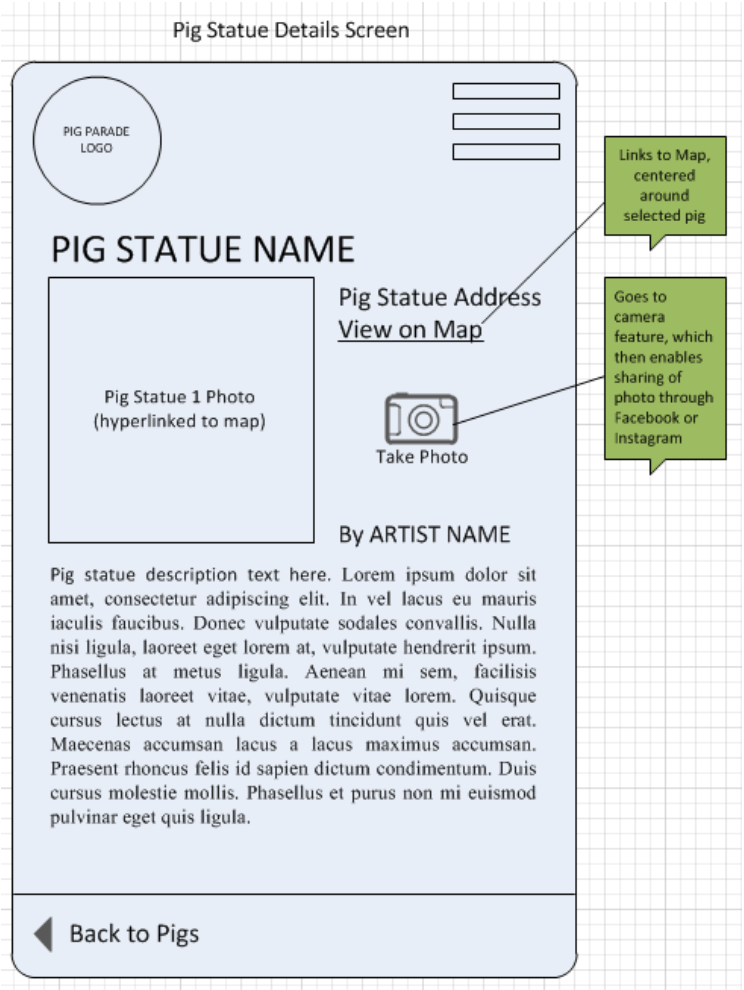




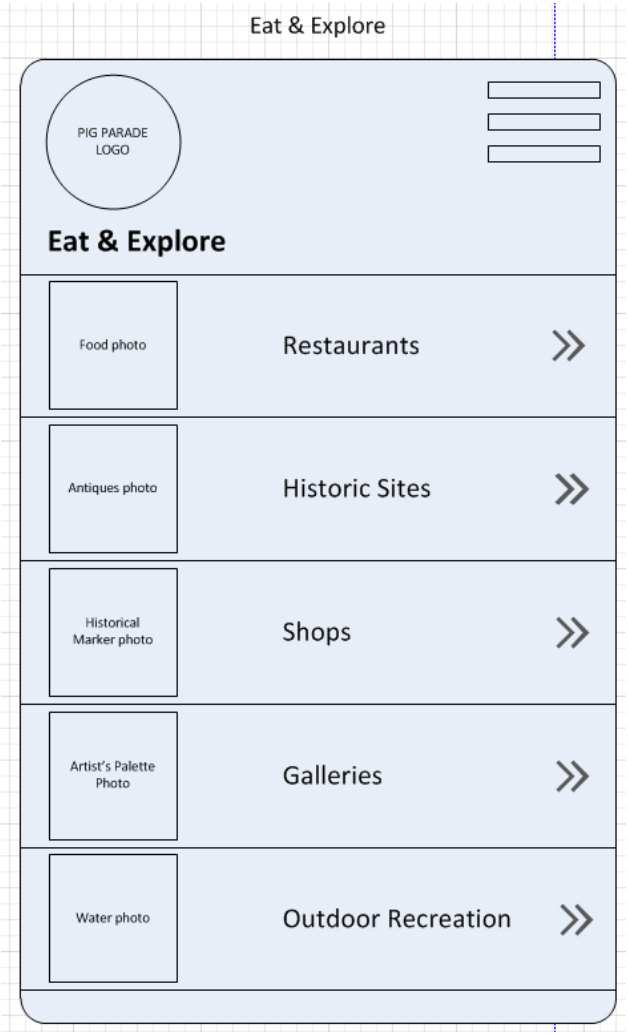


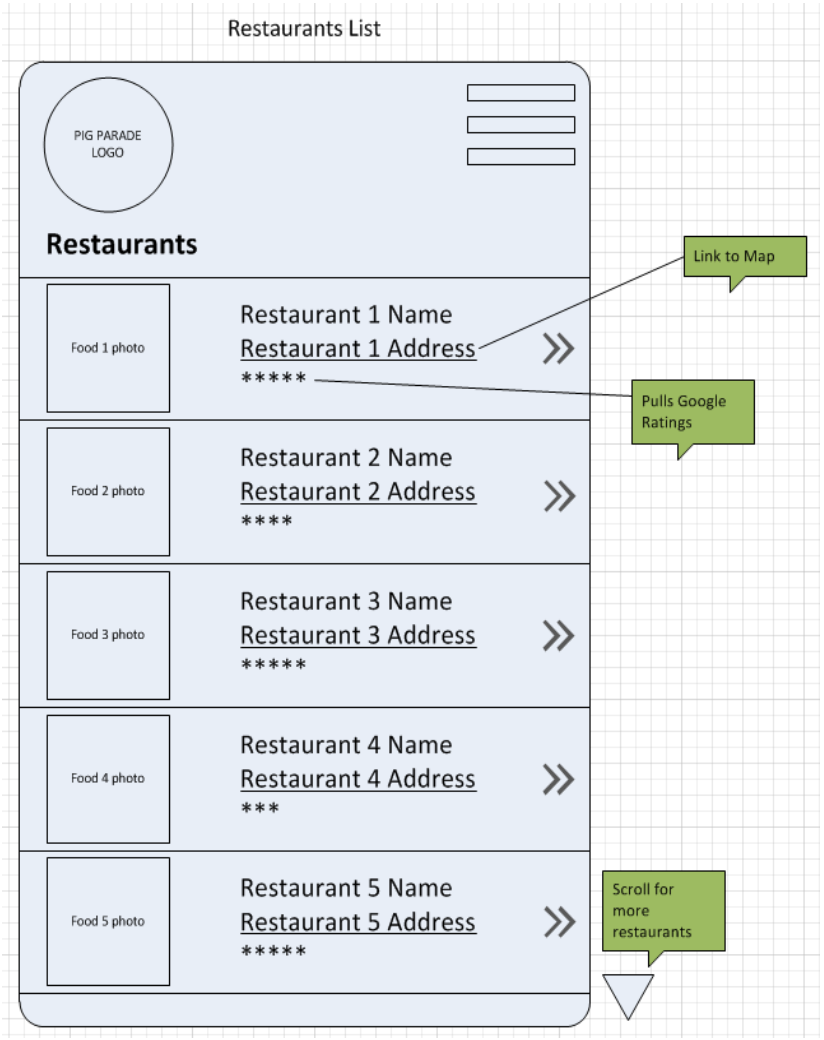
Wireframes- Hi-Fi

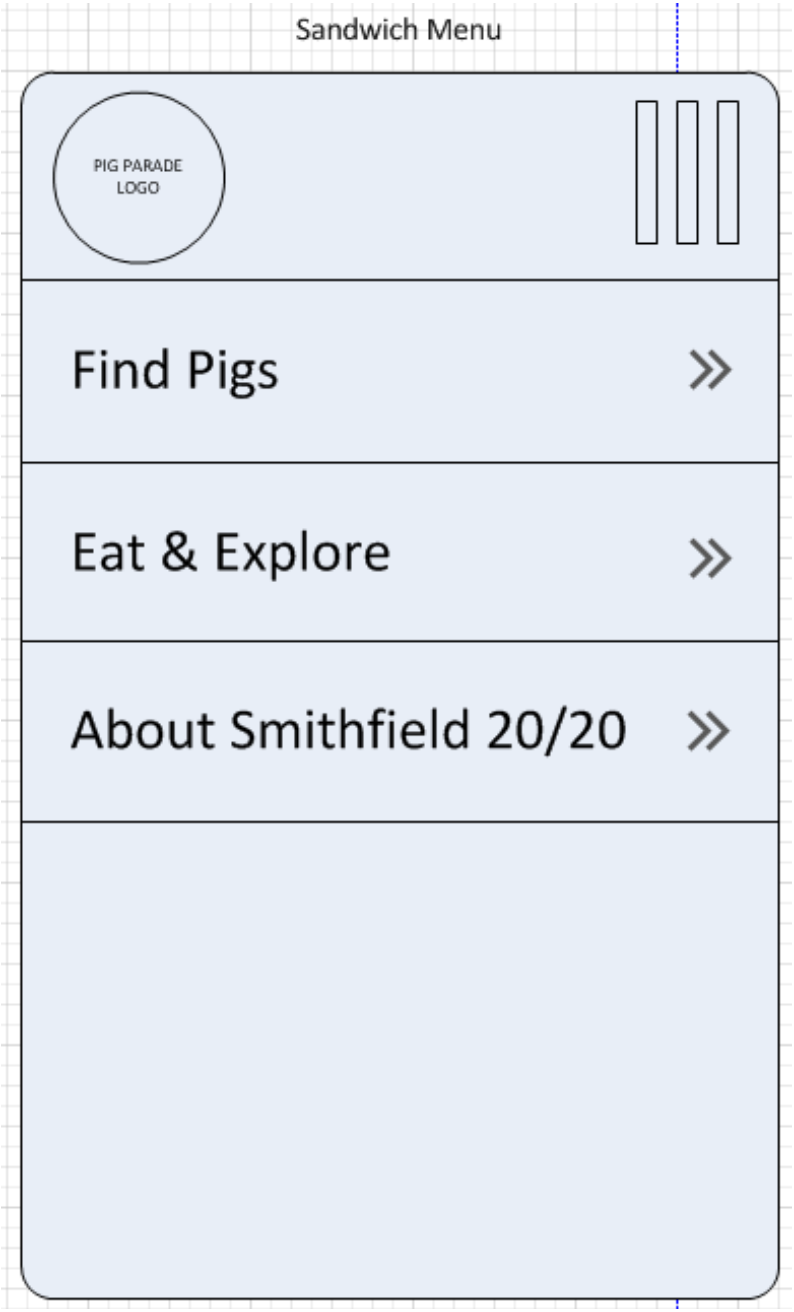



Pig Statue Details Screen
PIG PARADE LOGO
PIG STATUE NAME
Pig Statue 1 Photo (hyperlinked to map)
Pig Statue Address
View on Map
Take Photo
By ARTIST NAME
Pig statue description text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel lacus eu mauris iaculis faucibus. Donec vulputate sodales convallis. Nulla nisi ligula, laoreet eget lorem at, vulputate hendrerit ipsum. Phasellus at metus ligula. Aenean mi sem, facilisis venenatis laoreet vitae, vulputate vitae lorem. Quisque cursus lectus at nulla dictum tincidunt quis vel erat. Maecenas accumsan lacus a lacus maximus accumsan. Praesent rhoncus felis id sapien dictum condimentum. Duis cursus molestie mollis. Phasellus et purus non mi euismod pulvinar eget quis ligula.
Back to Pigs
Links to Map, centered around selected pig
Goes to camera feature, which then enables sharing of photo through Facebook or Instagram

Pig Statue Map Screen
PIG PARADE LOGO
PIG STATUE NAME
Google Map, centered around icon of selected pig statue. Restaurant, shop, site, etc. icons also display where applicable. Users can zoom, pinch, move in map, just as in Google Maps.
Street Address
GET DIRECTIONS HERE
Back


Eat & Explore
PIG PARADE LOGO
Eat & Explore
Food photo
Restaurants
Antiques photo
Historic Sites
Historical Marker photo
Shops
Artist's Palette Photo
Galleries
Water photo
Outdoor Recreation


Restaurants List
PIG PARADE LOGO
Restaurants
Food 1 photo
Restaurant 1 Name
Restaurant 1 Address
*****
Link to Map
Pulls Google Ratings
Food 2 photo
Restaurant 2 Name
Restaurant 2 Address
****
Food 3 photo
Restaurant 3 Name
Restaurant 3 Address
*****
Food 4 photo
Restaurant 4 Name
Restaurant 4 Address
***
Food 5 photo
Restaurant 5 Name
Restaurant 5 Address
*****
Scroll for more restaurants


Sandwich Menu
PIG PARADE LOGO
Find Pigs
Eat & Explore
About Smithfield 20/20

Branding – Visual Lexicon

Colors: Bright colors, including the **red**, **blue**, **light green**, **teal**, and **gold** from the Smithfield town logo, as it is sponsored by them and the colors go well with the fun whimsical theme that is kid-friendly, and fun for all ages. The pig statues themselves are very colorful and are meant to be kid-friendly, so these bright colors go well with the theme. The screens will have a white background, as a good backgrop to make the bright colors pop, and to keep the design clean and contemporary.

Typography: Sans-serif black fonts, such as Helvetica, will be used on white screen. Headers will be the **dark blue** of the Smithfield logo, as this color will be one of the prominent colors for the app.

Style Notes: A cute cartoon pig will be used for the welcome screen and logo for Pig Parade (see mockup), as well as multi-colored letter characters in the Pig Parade word. These will give a fun, light-hearted, whimsical feel to the app. Arrows will be used on list screens, back buttons will be used on detail screens, and camera icons on Pig Statue detail screens, to enhance navigability and usability. Stars (1-5) will be shown, pulled from Google ratings, for restaurant ratings.

Pig icons will denote pig locations on the interactive Google Map. As far as images, photo thumbnails will be used for pig statue images and business images, and maps will be used on detail and map screens. The welcome screen will contain very colorful buttons, using 2 of the same colors (**blue** and **teal**) in the Smithfield logo.

Tone and Personality

The tone of Pig Parade is whimsical and fun-loving, yet instructional. The point of this app is to have fun and enjoy your time in Smithfield, hopefully while learning something as well about history, art, etc. Verbiage should not be too serious, yet not condescending. It should be suitable for adults, as well as kids.

Branding – Welcome Screen Mockup

Thank You!