

Transient

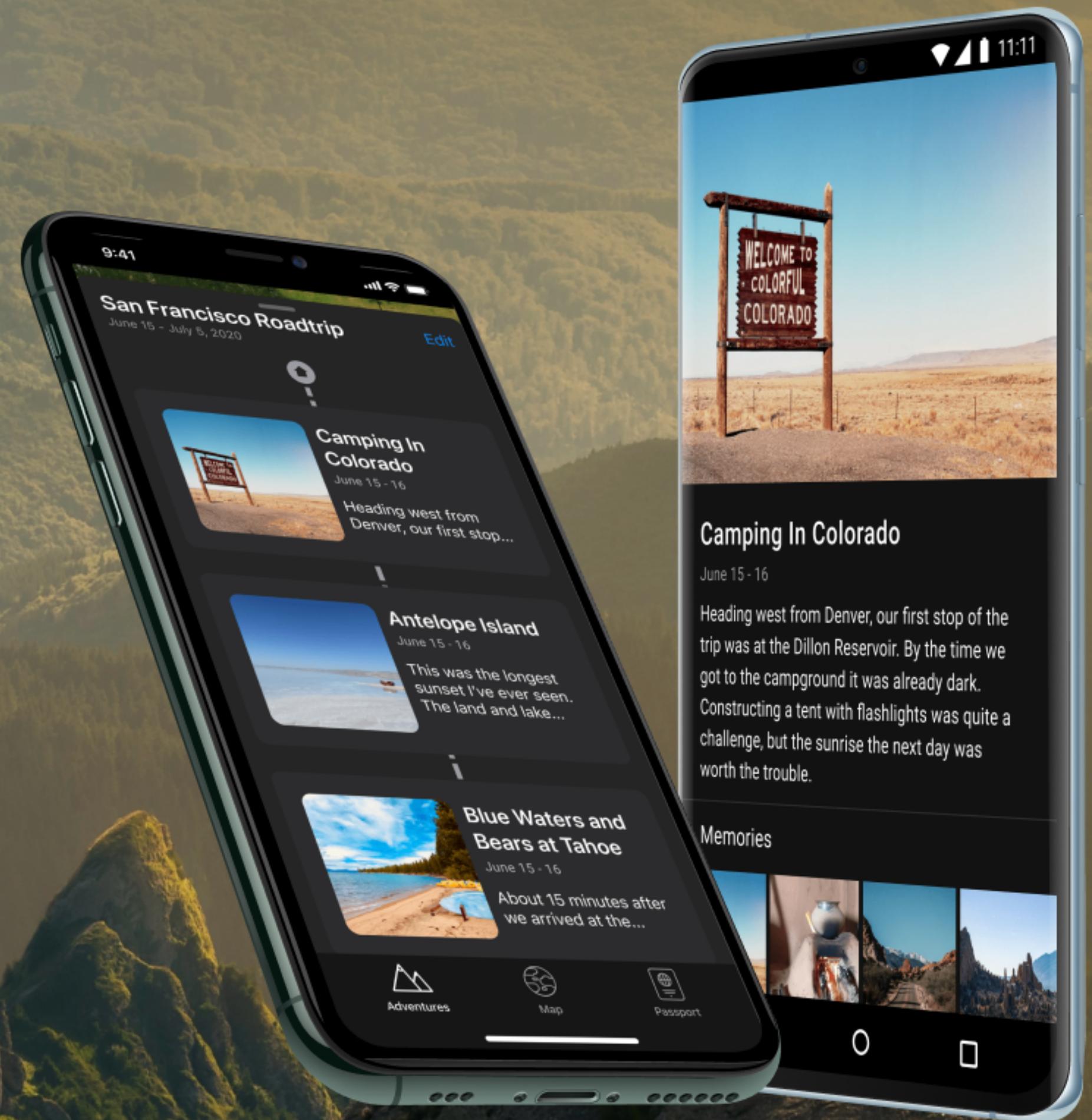
by Jeremy Noel

Overview

Transient is a native travel tracking and blogging app for iOS and Android. Its primary function is to be a showcase for past adventures including mapping, journaling, photos, and personal travel statistics.

Role

As the sole UI and UX designer for this project, I managed all design decisions and feature requirements.



Approach

MVP

Objective and Context

The objective of this application is to provide a more user friendly experience to users interested in tracking their travel experiences. There are very few travel tracking apps on the app store and even fewer with a solid interface. Transient was designed with similar functionality to other tracking apps, but has a more current design, and an improved user experience to make storing a large amount of data easier on the user.

Jobs to be done

When a user adds an adventure they've been on, the application should track how far they traveled, the places they went, and how long they were traveling.

A user should be able to see, and access, all of their adventures from an interactive screen.

After a user logs in, they will have the ability to create an adventures based on past or future trips/vacations.

Feature Requirements

- Travel statistics screen with information collected by the application based on adventures entered by users.
- User profile used to store data.

- Interactive globe with tappable points that lead to adventures entered by the user. Points will be connected by lines that change based on how the user traveled.

- Adventure creation screens where users add stops made during the adventure, summaries for each stop, methods of travel between stops, and memories in the form of pictures or videos.



After defining my MVP, I began a competitive analysis, using the SWOT method, of three applications. Searching the app store for what was currently available helped me identify a problem that I could solve and provided inspiration for my design.



Polarsteps



Visited

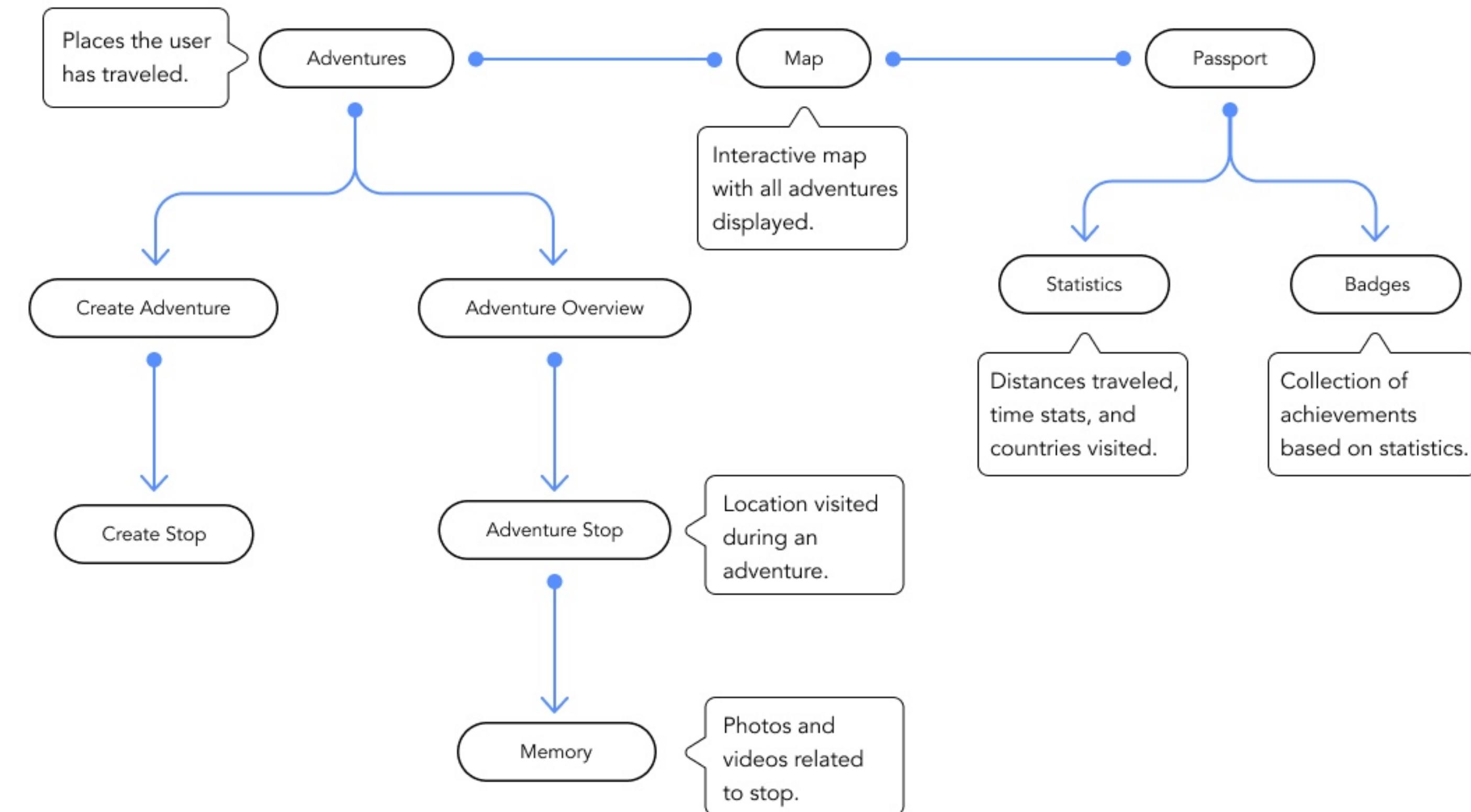


Journi Blog

	Strengths	Visited	Journi Blog
Weaknesses	User experience is not ideal on certain screens. Can be a little cluttered. Buttons often too small.	Very old design. Experiences screen does not operate as expected. Navigation is not always clear.	Very confusing interface with no guidance. Buttons and icons are small. Too many pop-ups. Can be cluttered in places.
Opportunities	Some sort of gamification within the app. Their social aspect is great but could be improved with a little competition.	Refresh of overall design and experience. Better navigation.	A quick how-to would be helpful for new users as the ongoing chat format for adding moments is puzzling.
Threats	Applications that are more user friendly.	Newer travel tracking applications with a cleaner, less confusing interface.	Applications with a more familiar and clear user experience.



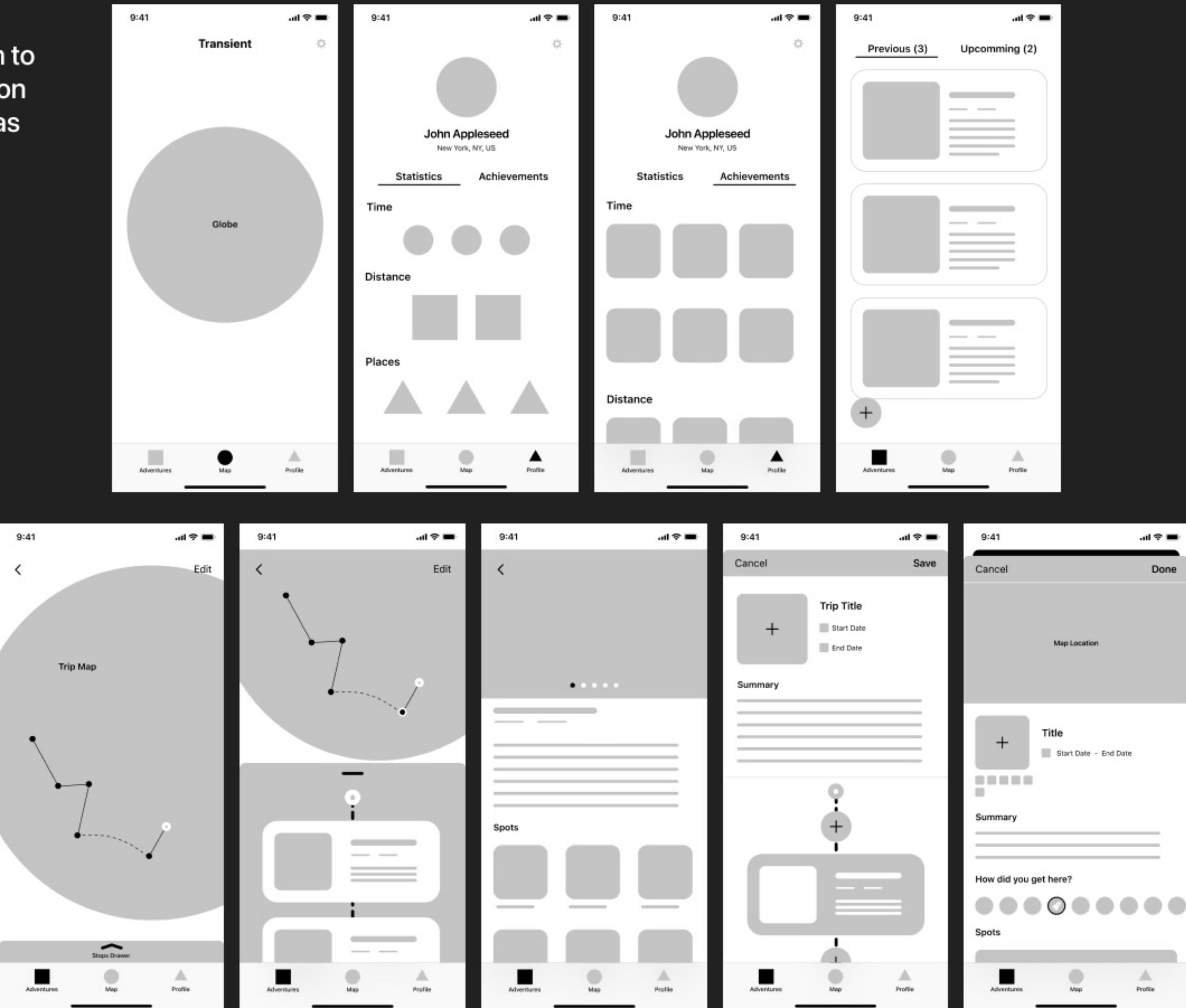
Next, I created a user flow diagram based on my MVP. For this project, I wanted to keep the flow fairly slim since I was designing screens for iOS and Android. In future iterations I would like to add a few more functions including being able to follow and like other users trips.



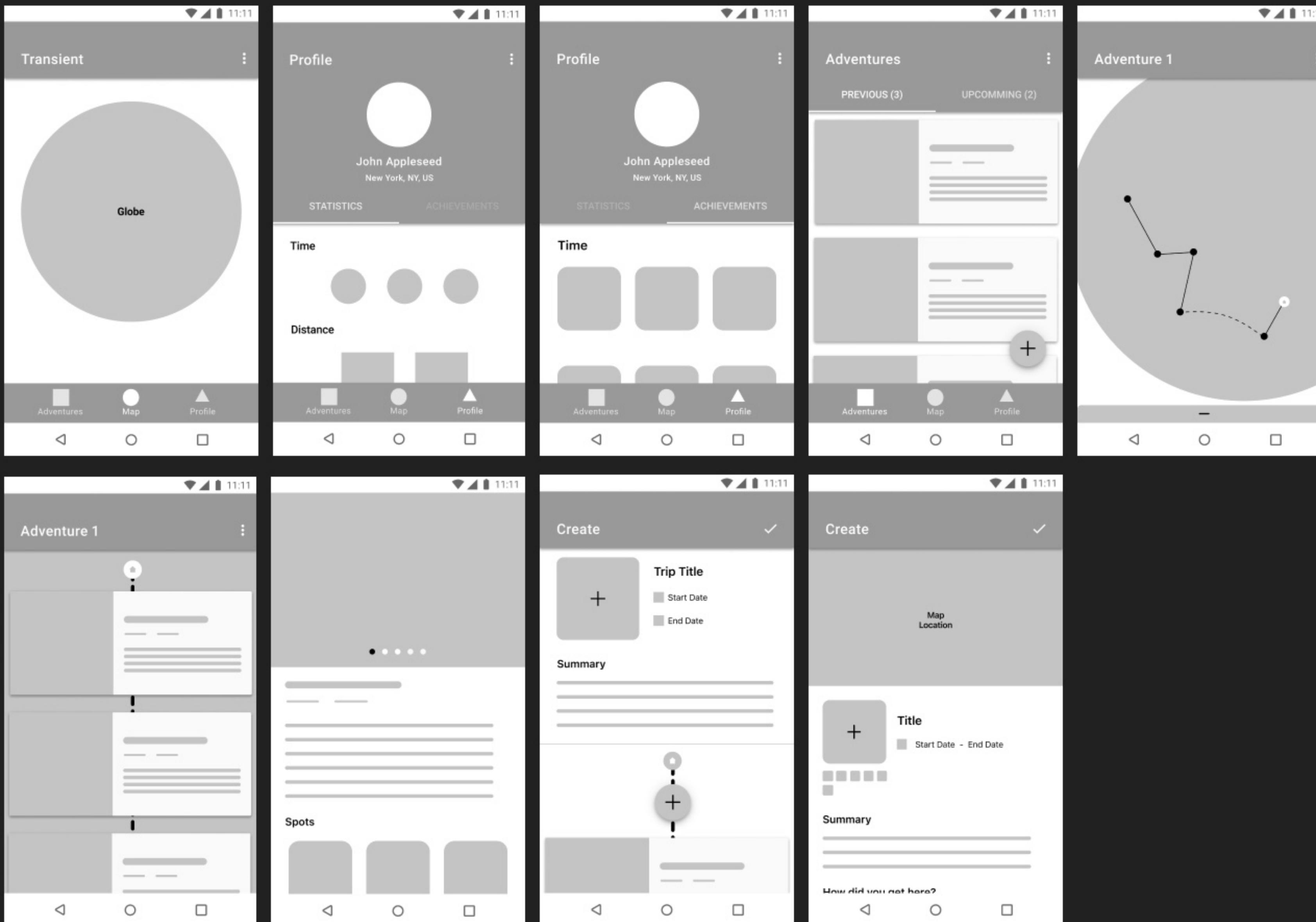
iOS



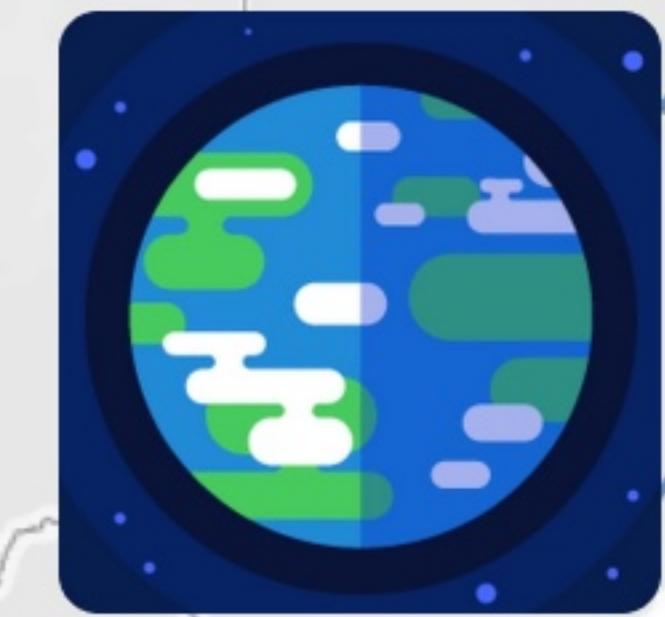
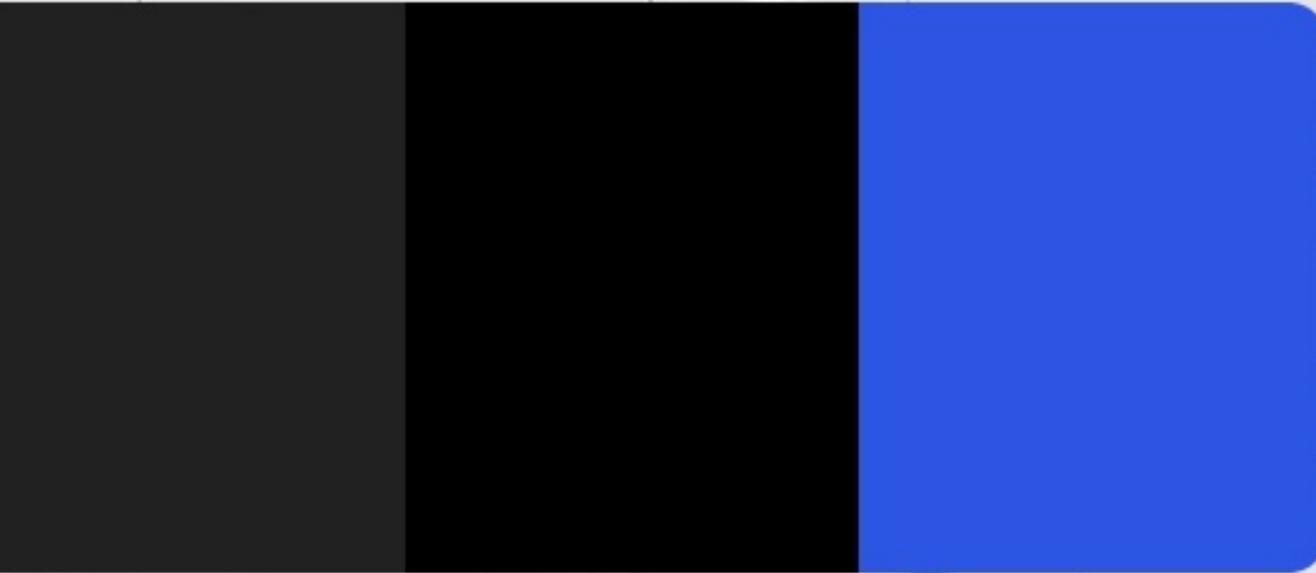
I then spent time researching Apple's Human Interface Guidelines and Google's Material Design to gain a better understanding of native app design on the respective platforms. I used these guidelines as constant reference points throughout the project. After familiarizing myself with both, I began my wireframe iterations in Figma.



Android

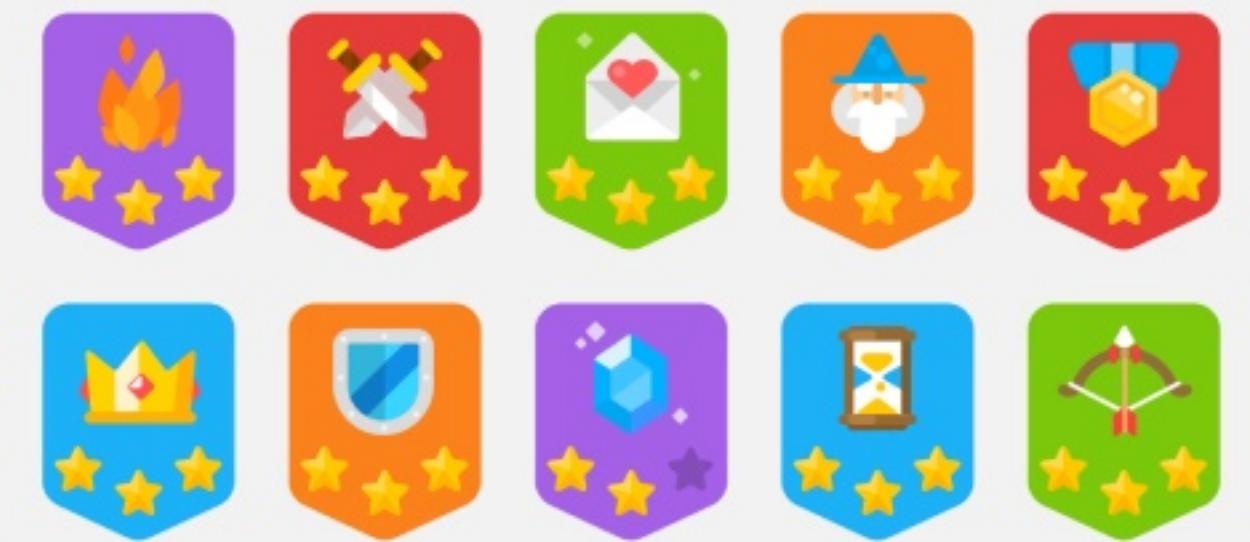


Mood Board



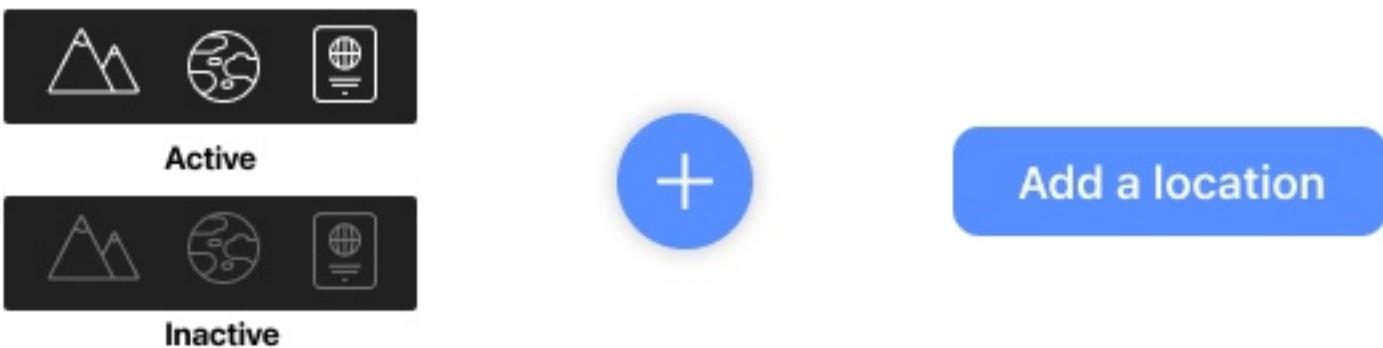
Achievements

VIEW

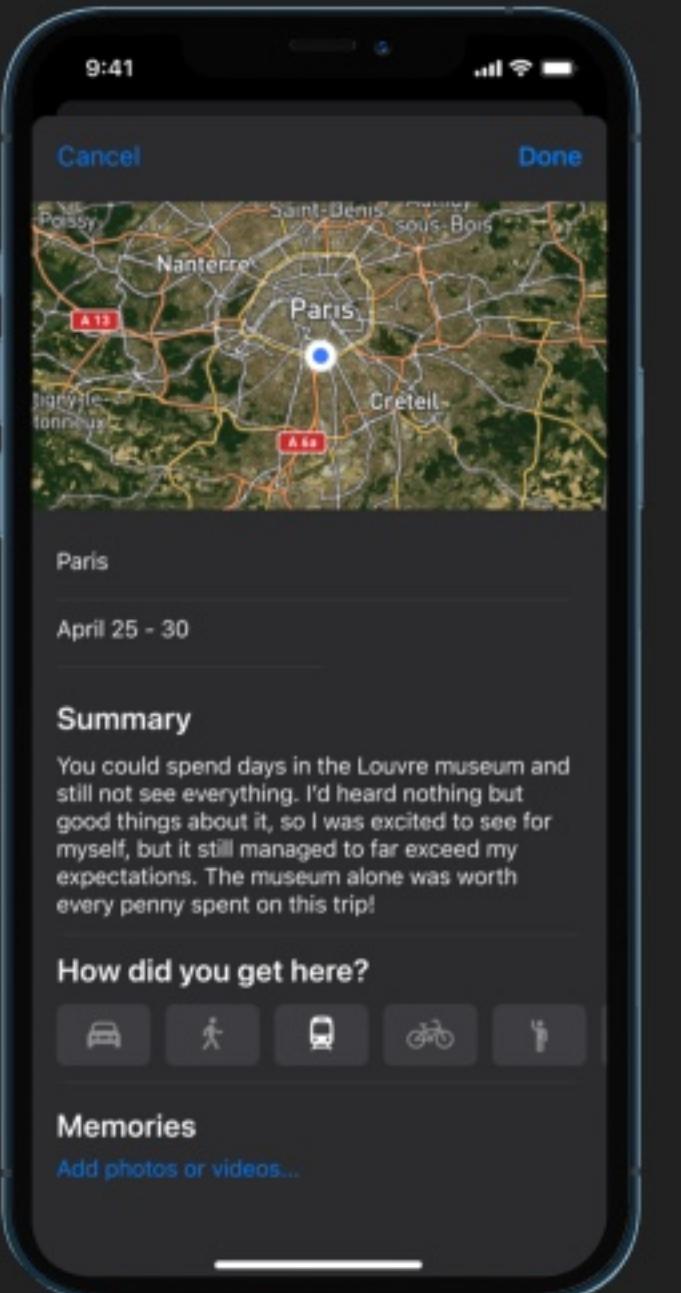
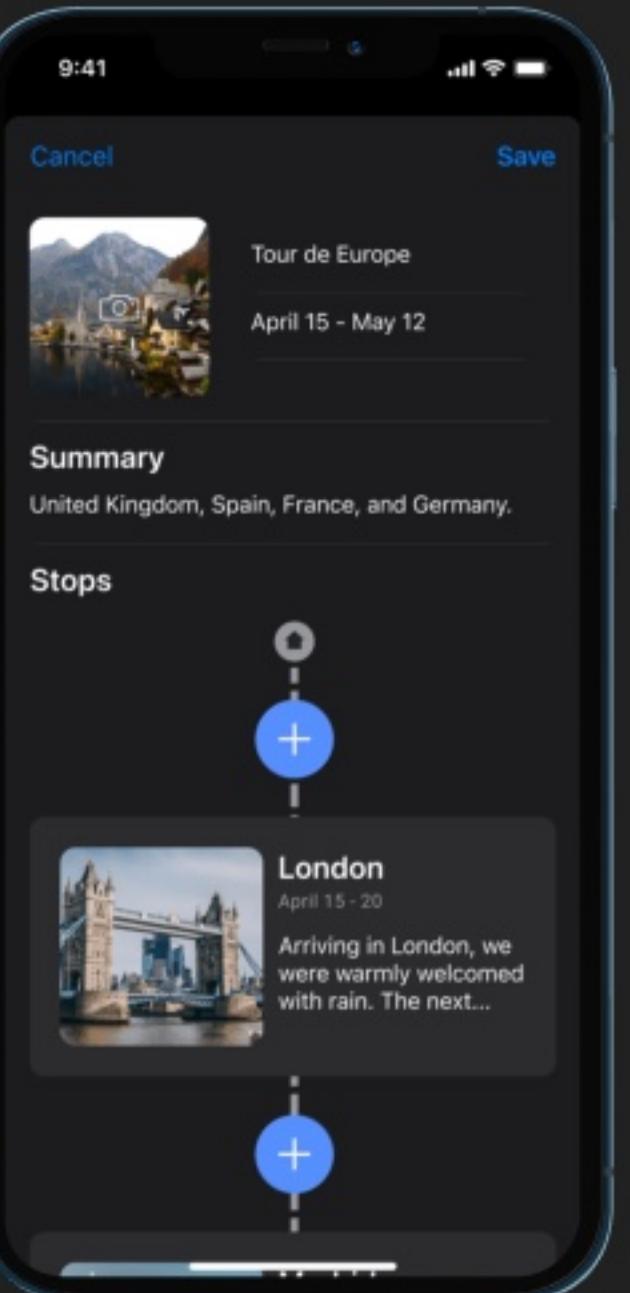
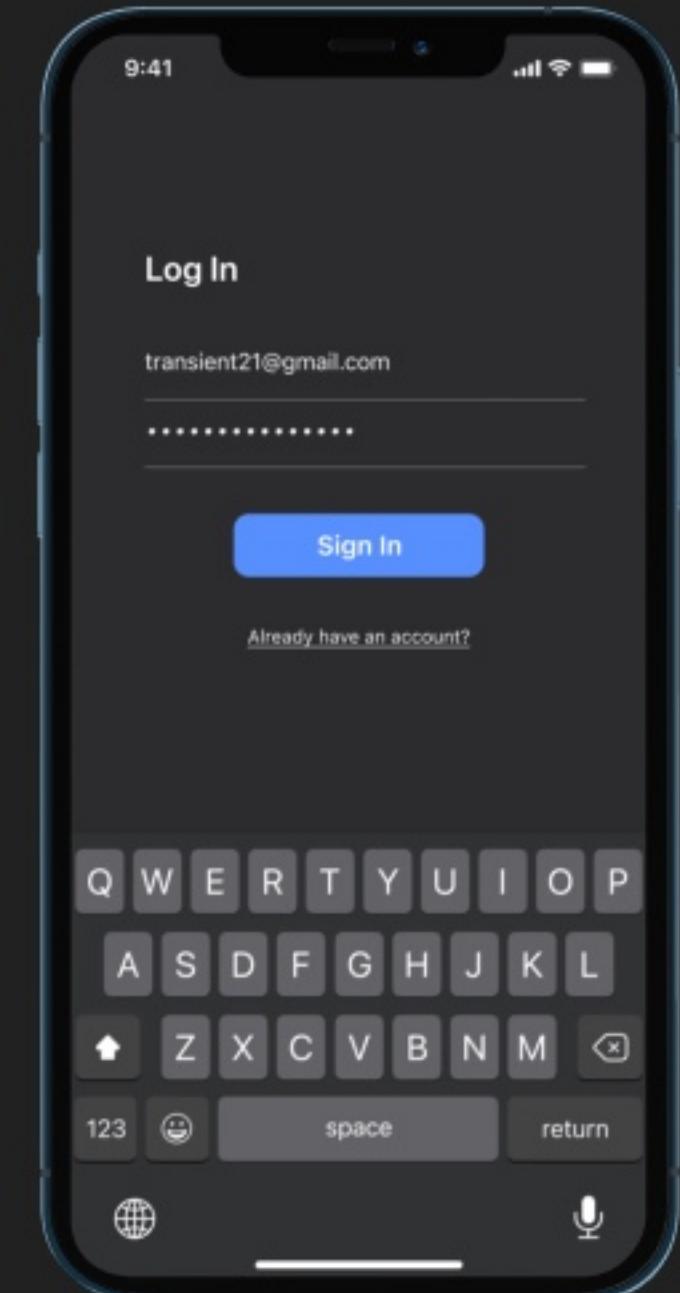
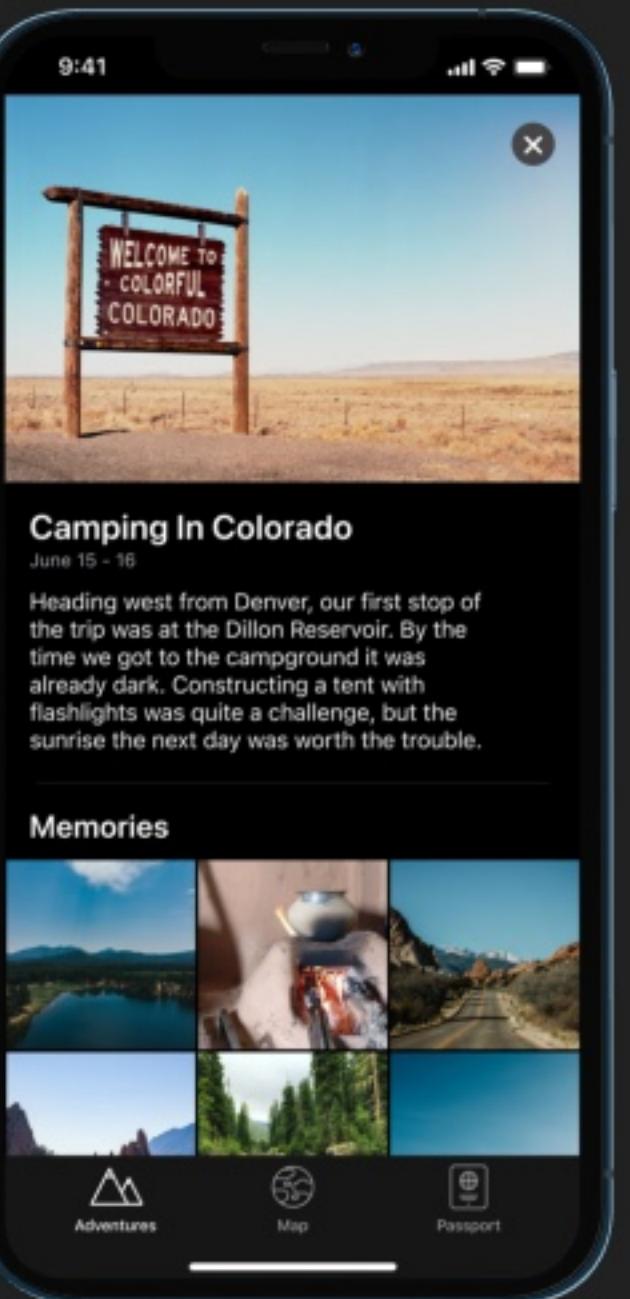
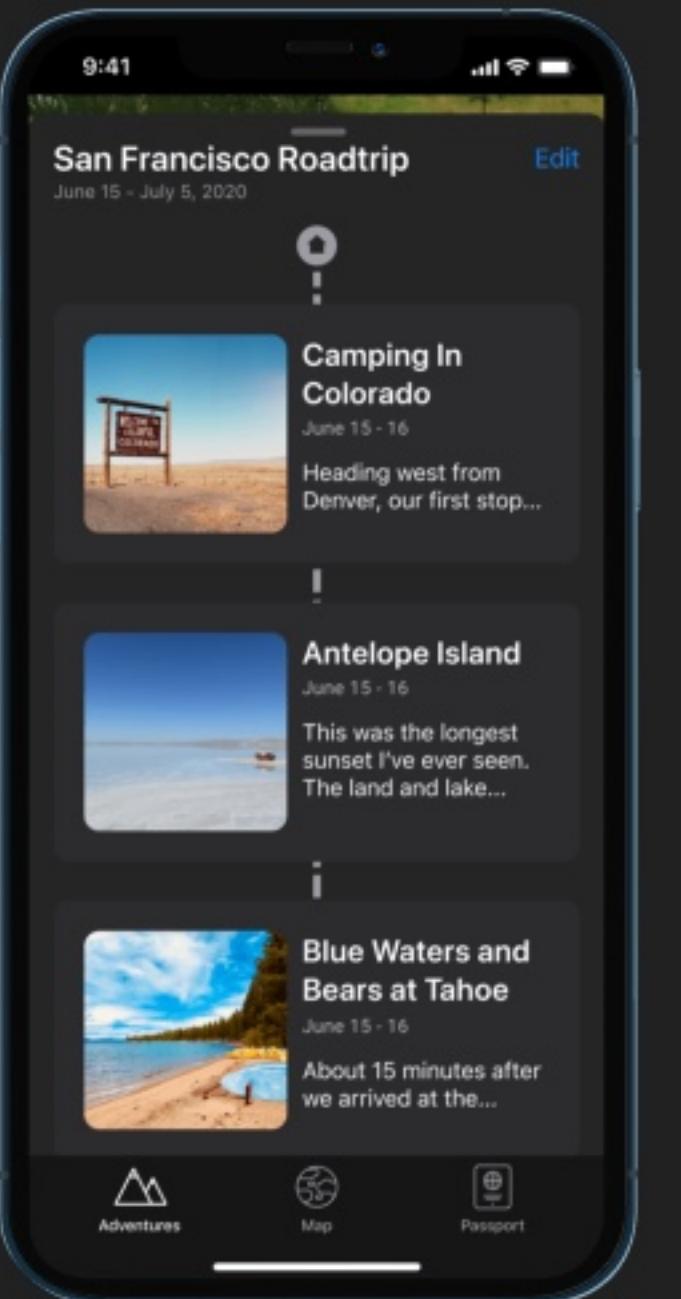
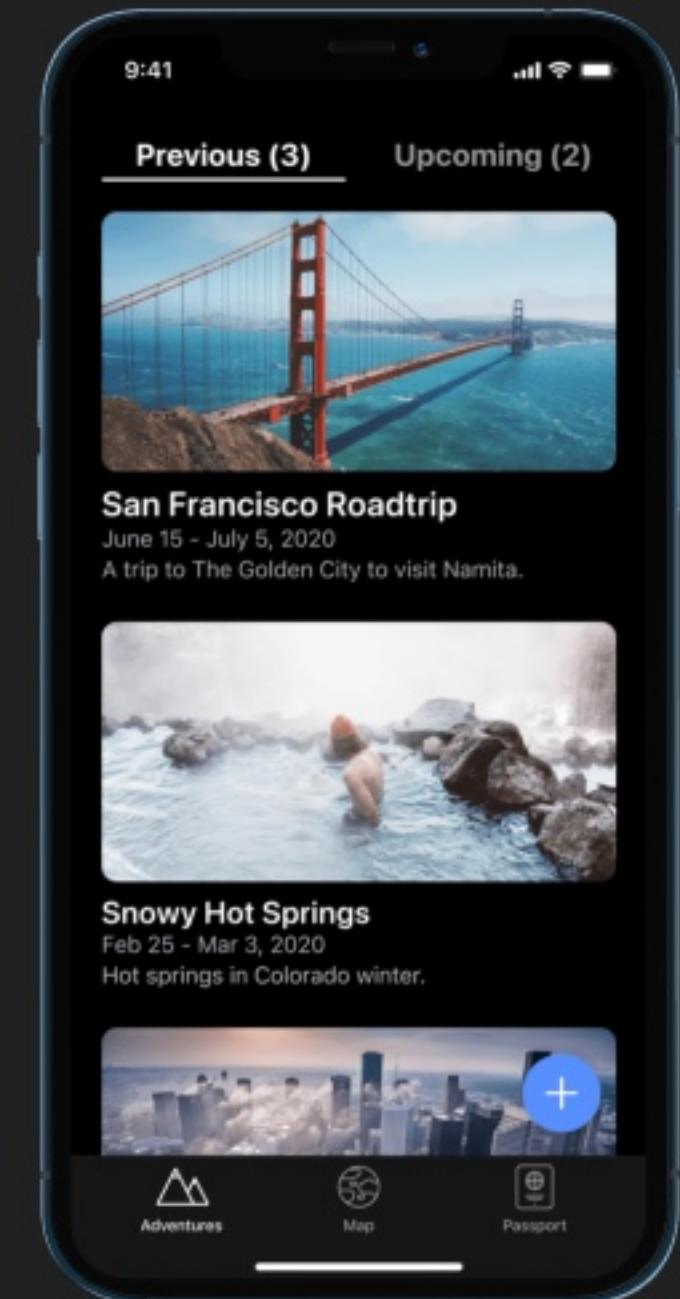


Style

For this project, I wanted to experiment with a dark theme. By following the guidance provided by Google and Apple, I was able to maintain consistent color schemes across my screens. I also opted to use many native components for navigation. However, I still wanted to experiment with some iconography so I designed the buttons for the bottom navigation tabs myself.



iOS



iOS Prototype:
<https://www.figma.com/proto/0d8eHrhYyFYMqzEtd4ZEBC/Transient?node-id=403%3A0&viewport=551%2C481%2C0.3089379668235779&scaling=scale-down&page-id=0%3A1>



Android



Android Prototype:

<https://www.figma.com/proto/3gwXqdUx3jTEpsiN9h6VqS/Transient-Android?node-id=71%3A30&viewport=803%2C409%2C0.3298104405403137&scaling=scale-down&page-id=0%3A1>



User Feedback

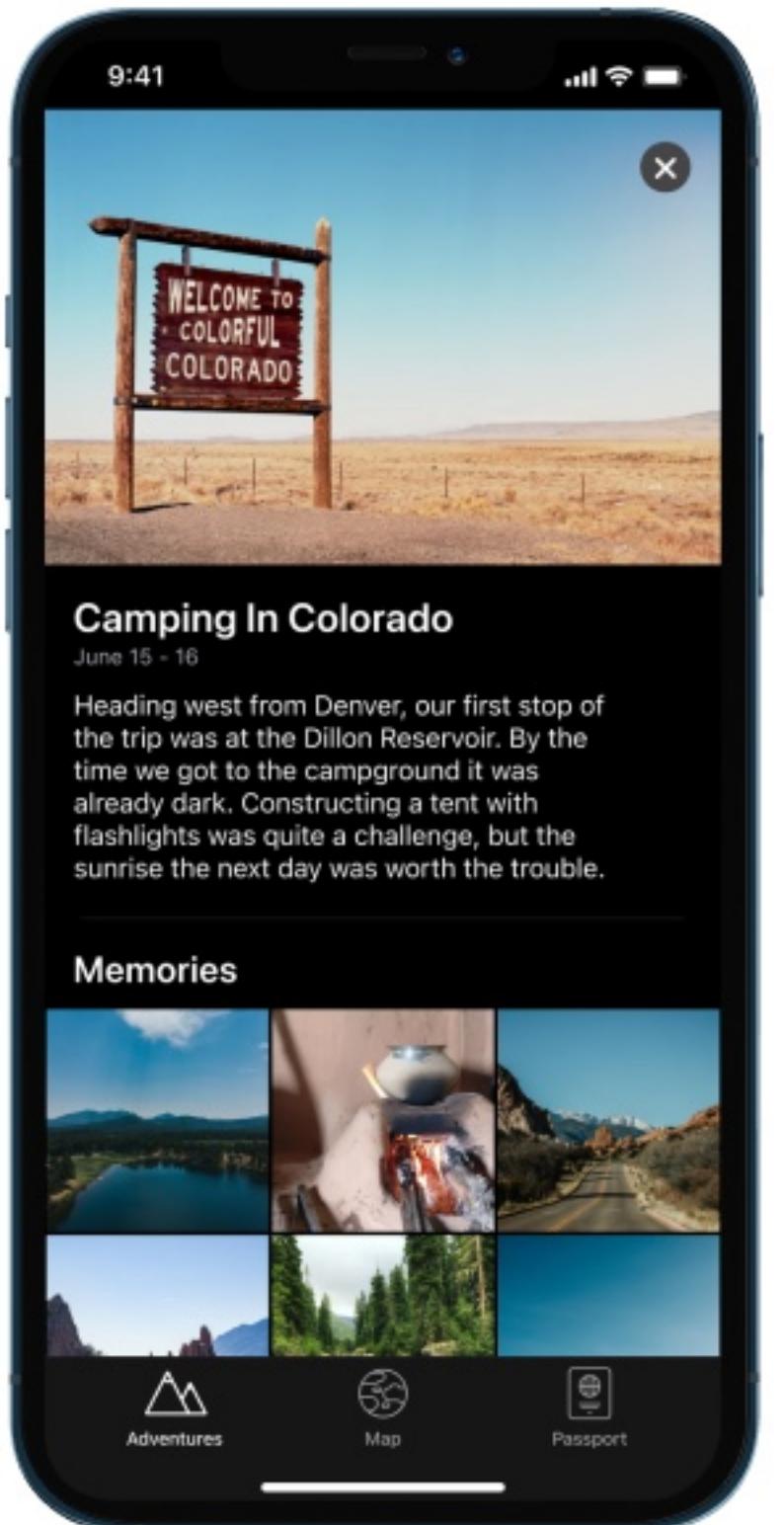
User One

Application was mostly well received. Only minor confusion on the Adventure Overview Screen. The user didn't see the highlighted dot that goes with the stop they are focused on. They suggested a label on the dot and the card that was currently highlighted. After the feedback and some thought I removed the detailed map view and used an overview approach instead. In future iterations I would like to add a detailed view as well so users can trace their steps more precisely.



User Four

User stated that the app made sense and navigated it without much trouble. However, they did question the difference between stops and spots. Stops were the main steps of the trip and spots were more specific locations within each stop. I understood the users confusion and decided to change the name to Memories. While I did like the idea of the original names at first, having a better distinction between them is much more clear.



In Closing

Challenges

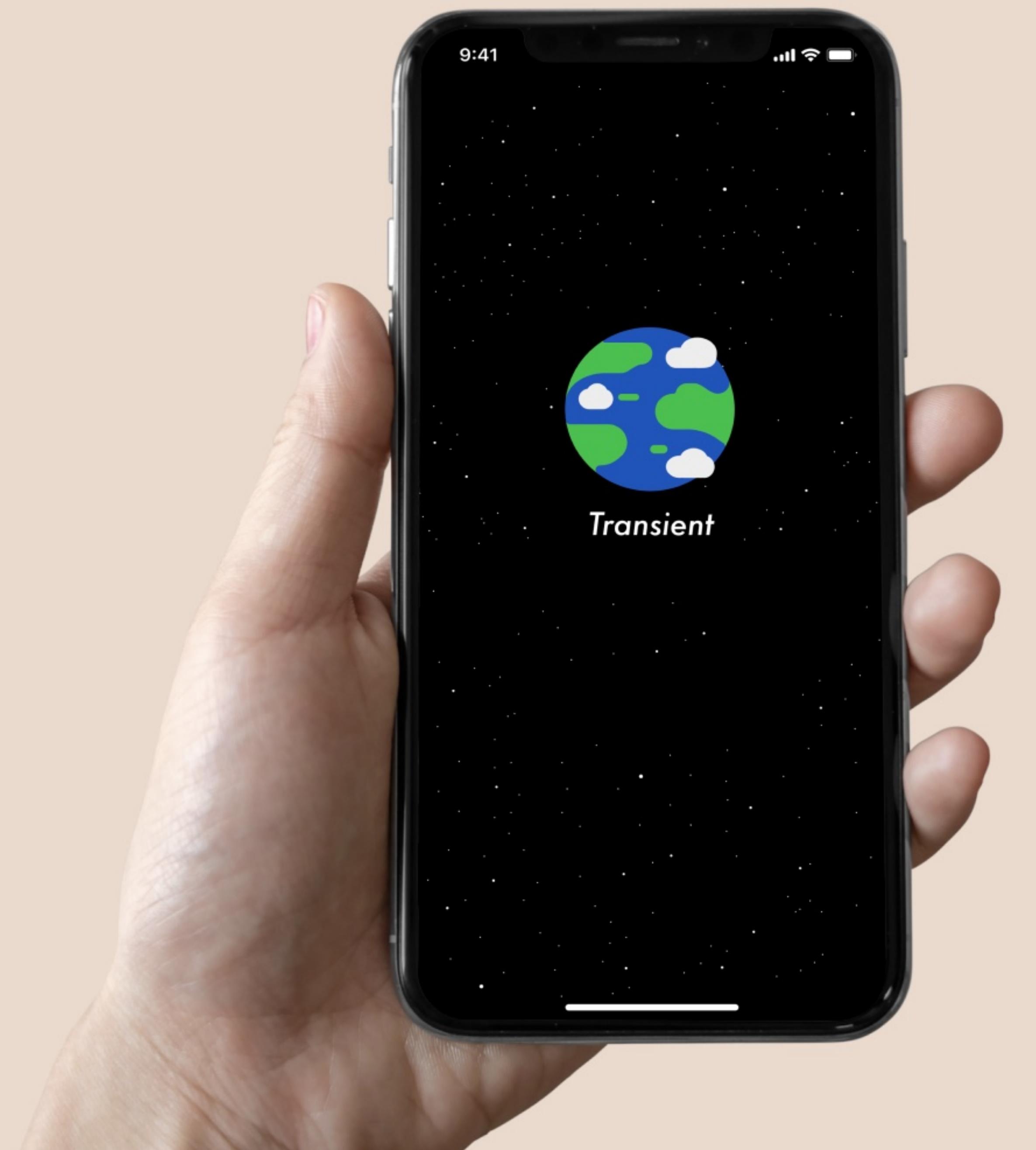
The main challenge I encountered was designing for Android. I've been an iPhone user for over a decade and haven't had much experience with Android. I had to familiarize myself with Material Design and reference it far more frequently than iOS. This ended up being a big advantage because with all the studying I learned a lot about Material Design for use in the future.

Final Thoughts

Overall, the final results have accomplished my objectives. I created an easy-to-use design with an updated interface while maintaining the core functionality of a travel tracking application. Simultaneously, I learned a great deal about Human Interface Design Guidelines and Material Design which will be invaluable moving forward. In future iterations of the application I would like to add a few additional features such as badges based on user travel statistics and a social aspect to keep users more engaged over time.







Retrospective

What went well:

Despite not being as familiar with Material Design, designing the Android screens went well. I also enjoyed working with the dark theme. It presented its own set of challenges and new things to consider for my future work. I look forward to experimenting with it more.

What didn't go well:

Working with my icons took several iterations. I had originally designed some fun, cartoon-like, icons for the navigation tabs, but I ended up switching to a minimal design to work better with the dark theme.

What can be improved:

I want to expand my knowledge and understanding of iconography and illustration. Also, when I revisit this application in the future, I would like to create some light mode screens and add a few more features to fill it out.