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NPS2001D

Milestone 3

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In designing the UI/UX of our app, our group prized simplicity, consistency, user control and visual hierarchy.

First, we aimed for a simple yet effective design for clarity, ease of understanding and use. We used clickable iconography to speed up comprehension through recognisable imagery that aligned with common conventions. By doing so, users could at a glance understand what data to input, where to input their data and where to obtain the results of their search. This also makes our layouts cleaner and simpler so as not to burden the user with sensory overload. Text labels are made to accompany the icons to further improve clarity. We also used a very simple colour palette consisting of muted blue, yellow and white to be visually pleasing, easily distinguishable yet not overwhelming. Differing shades of colour are chosen to be accessible to those with colour deficiency.

Second, we have designed our navigation app with a persistent navigation layout to enhance user consistency and ease of use. Excluding the sign-in and registration pages, all other pages feature “Explore” “Saved” and “Profile” icons at the bottom of the interface. The bottom left “Explore” icon allows users to explore nearby amenities such as MRT stations and hospitals. The bottom central “Saved” icon displays a list of preferred frequently visited locations from the map. The bottom right “Profile” icon allows users to modify their personal information or add specific accessibility requirements. For instance, users can indicate the type of mobility device they use, enabling the app to optimise route-planning and travelling time estimation.

Third, to increase user control, our app has in-built reversibility as users who have navigated to the “Explore” page or “Saved” page from the “Map Search” page can easily return to the “Map Search” page by tapping on the “Explore” icon or “Saved” icon again. This allows users who have accidentally tapped on the icons to easily and instinctively undo their mistake by tapping them again. Furthermore, for users who wish to register for an account, our app provides feedback in the form of confirmation that they have successfully registered in the “Welcome” page, thereby enhancing user control.

Fourth, visual hierarchy in our app design is demonstrated through the spatial arrangement of the different elements on our interface. In the “Map Search”, “Explore” and “Saved” pages, the search bar is positioned at the top of the interface to ensure that it is immediately visible to users upon launching the application, making it easily accessible for users to search for places. Also, the location suggestions that pop up in the “Explore” and “Saved” pages (such as “MRT”, “Hospitals” and “Home”) are contained within a semi-transparent rectangle box, thus enabling users to concurrently view the suggested locations on the map and eliminates the need to navigate to a separate page. The “Explore”, “Saved”, and “Profile” icons are purposefully placed at the bottom of the interface to create a clear distinction from the primary search function. To enhance visibility, the icons are surrounded by white space, and the black text labels under the icons enhance contrast against the white background. Moreover, in the “Starting” Page, the “Sign In” and “Register” boxes are designed with a large scale so that it is easily visible and distinguishable to users.

Lastly, the table below shows some of the feedback we received, the amendments we made in response to the feedback and the relevant use cases.

Feedback	Amendment	Use case
User wants to remain anonymous when using the application	Added "Skip sign in" function	Users can now use the app without signing in
Starting location is automatically assumed to be the user's current physical location, but user wants to begin journey from somewhere else	Added a search bar for starting location	Users can now start their journey from anywhere they choose
User wants to locate the nearest amenities such as MRT stations from his current location	Added "Explore" function	Users can now use the "Explore" function to automatically search for the nearest amenities

The FIGMA prototype link is as follows:

<https://www.figma.com/file/ANLlgepWbqz4uSvdFQdfIk/NPS-Milestone-3-Prototype?type=design&node-id=0%3A1&mode=design&t=uSfk7absQEm2khtS-1>