Lead Me There

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Why This Task?

I'm passionate about artistic beauty and practical utility especially in interactive map-based application.
It's more exciting and fun to design the hierarchy of information flow and interactive map components that can help users easily process information and amaze them with dynamic map components while exploring areas.

Link to the video: https://vimeo.com/204734861

Link to the interactive mock up: https://framer.cloud/HTCzR

Tools : Sketch, Photoshop, Framer.js, Mapbox Studio

Animation : SVG and CSS animation

Design Problem

Lack of Information

Key west, FL is one of the most renowned travel destinations in the U.S. for its pastel-hued conch-house architecture, beautiful diving spots and ports for Caribbean Cruise ships. However, most of Key West **visitors tend to cluster themselves around Duval Street and Mallory Square, while there are many more attractions in Key West outside those areas.**

Target User

For this application, the target users will be tourists in Key West, FL who already had the destinations in mind, but would like to explore the areas around their destinations.

Design Requirement

Map should make suggestions and enable the user to discover new attractions that are close to and locate in the same direction of their point of origin and primary destination.

Design Constraints

The map must be visible and legible under Key West's bright sunlight.

The map application must operate on the mobile platform, which is the most convenient and accessible for users who are on the go.

This map must be able to recognize and detect the user's motion. In other words, the user must be able use the application while walking and being active.

Possible
Solution

A map-based that helps users make the most of their trip by recommending new attractions near their current locations and primary destinations. Users can then select one or more of the recommended peripheral attractions, and the map will generate the most efficient route from their current location, through the selected item(s) and ending at the primary destination.
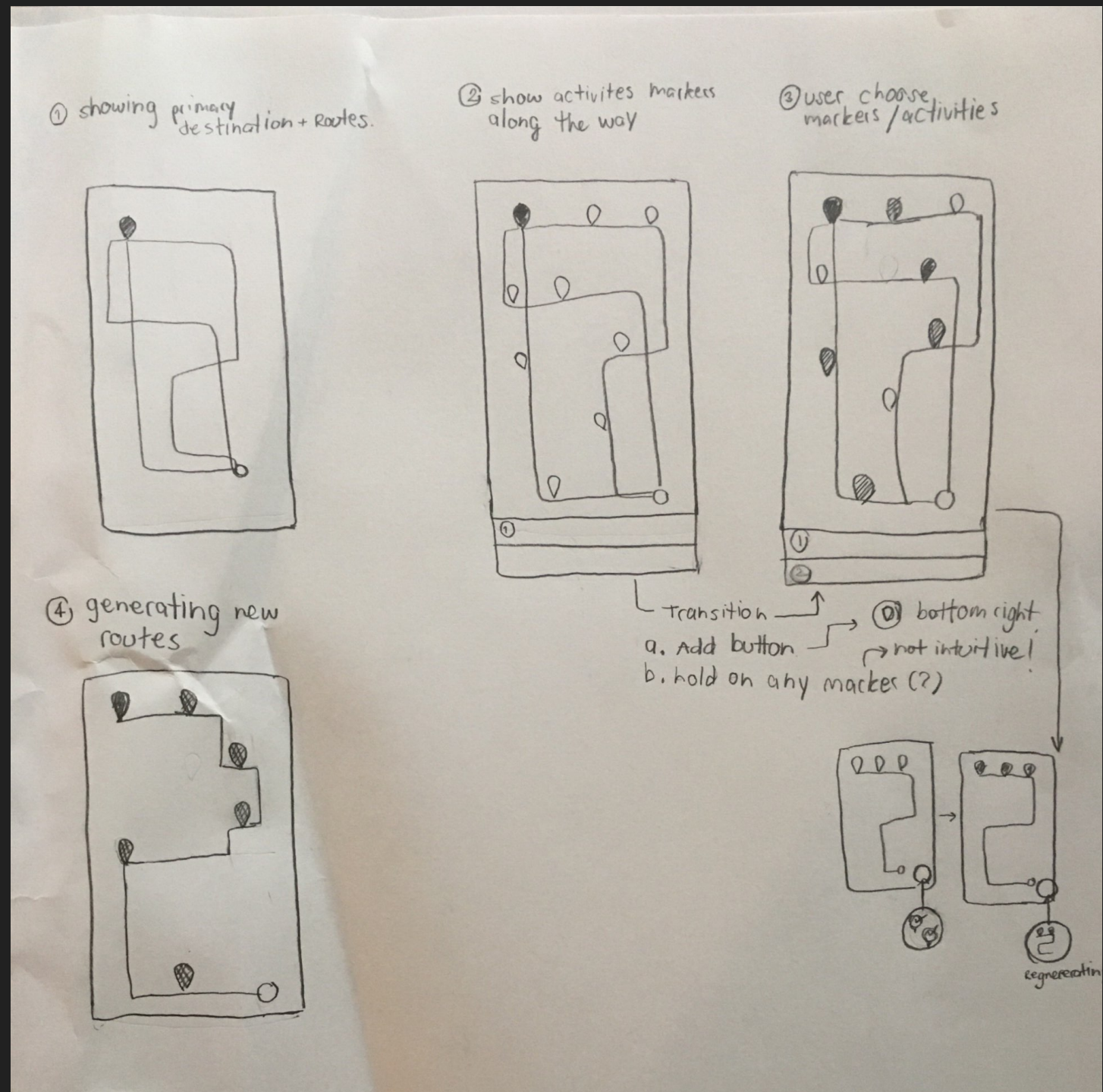
Core Tasks

1. Calculate all possible routes between the user's starting point and primary destination.

2. Suggest all attractions along those routes.

3. Select one or more of the suggested attractions.

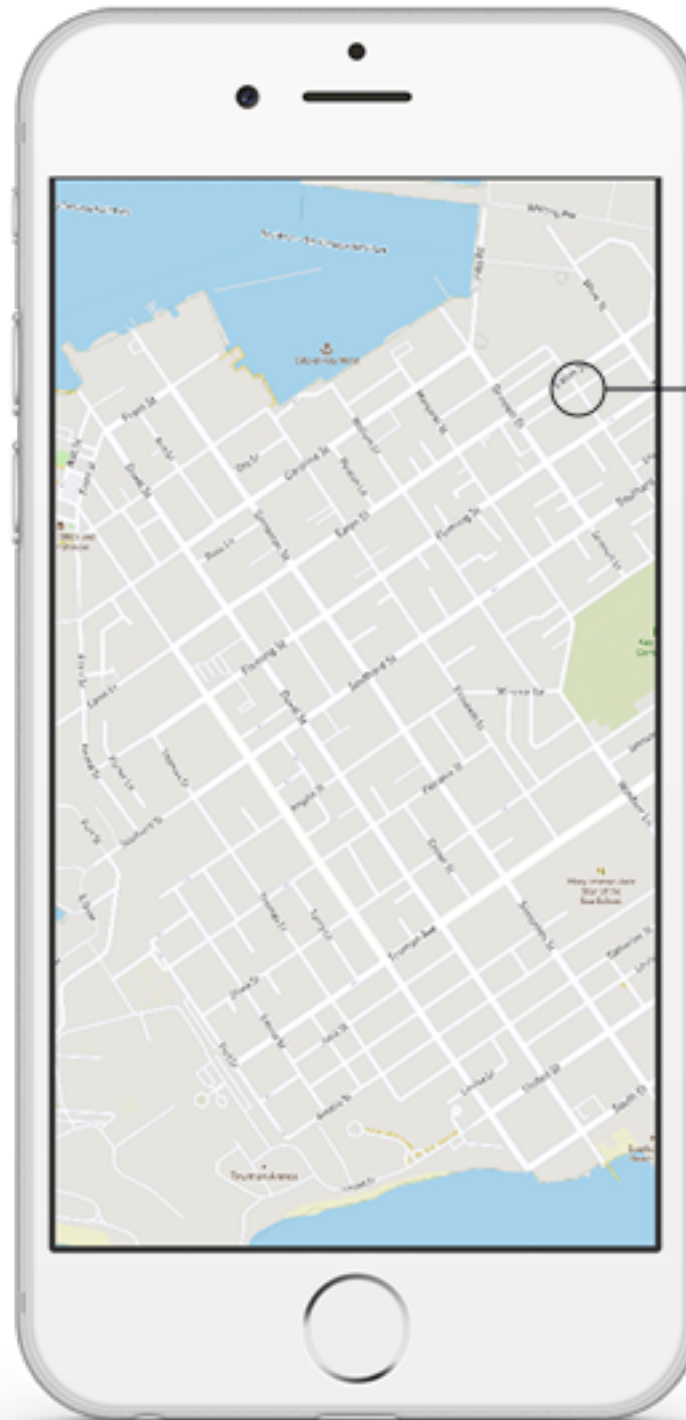4. Regenerate the most efficient route through all selected attractions and primary destination.

Design Process

1. Design Information / Activities Flow
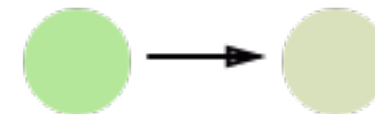
Design Process

2. Design Base Map

I based my design on the visual style of Mapbox's outdoor map as it has proven to be the most suitable for use outdoor and under direct sunlight

I deemphasized some unnecessary map elemetents by changing hue/colors/opacity in Mapbox Studio.
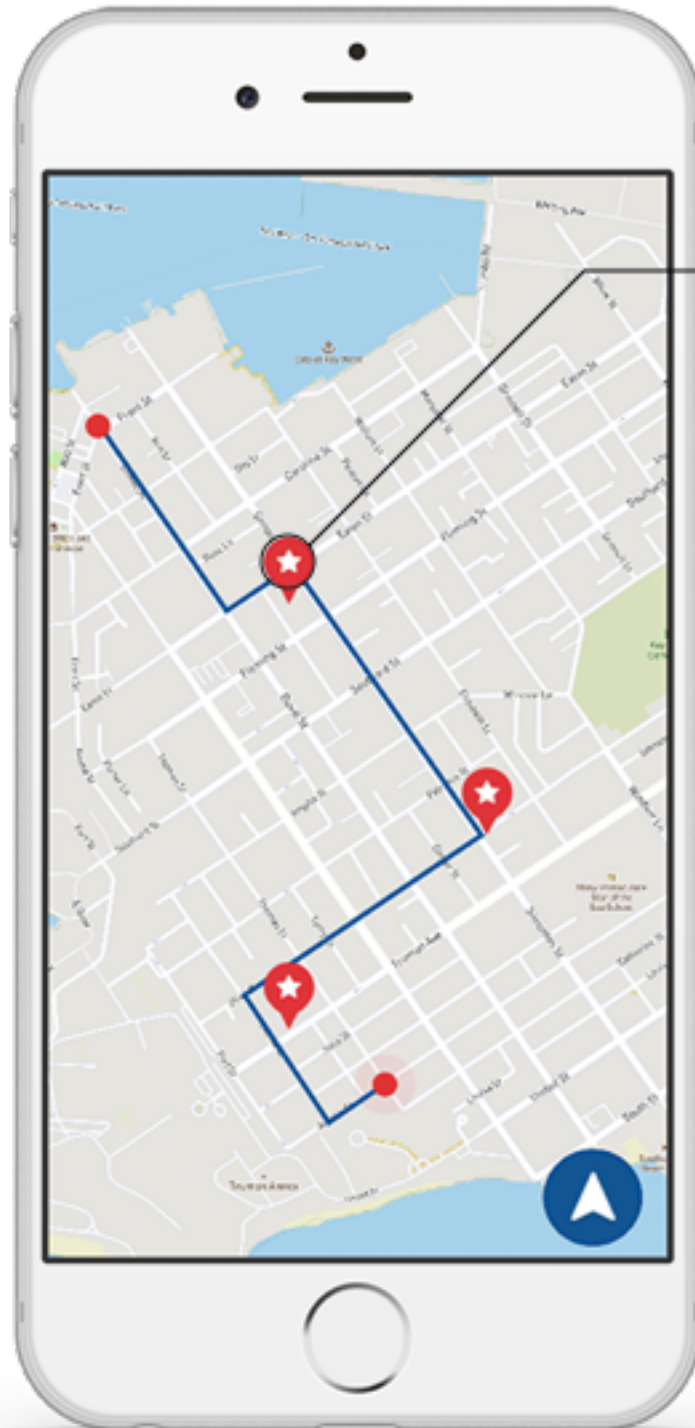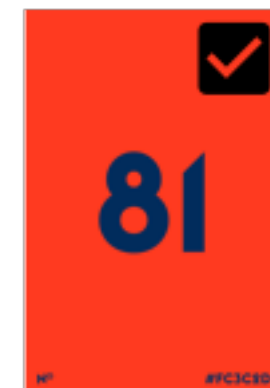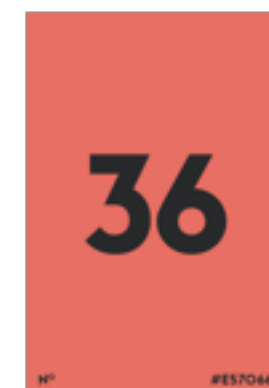
water

grass

Design Process

2. Design Map Features - Marker Colors

I went through several color scheme. I picked 2-3 choices for the color scheme, then I tried all of them on the base map to analyze which color scheme suit best with the base map I chosen.
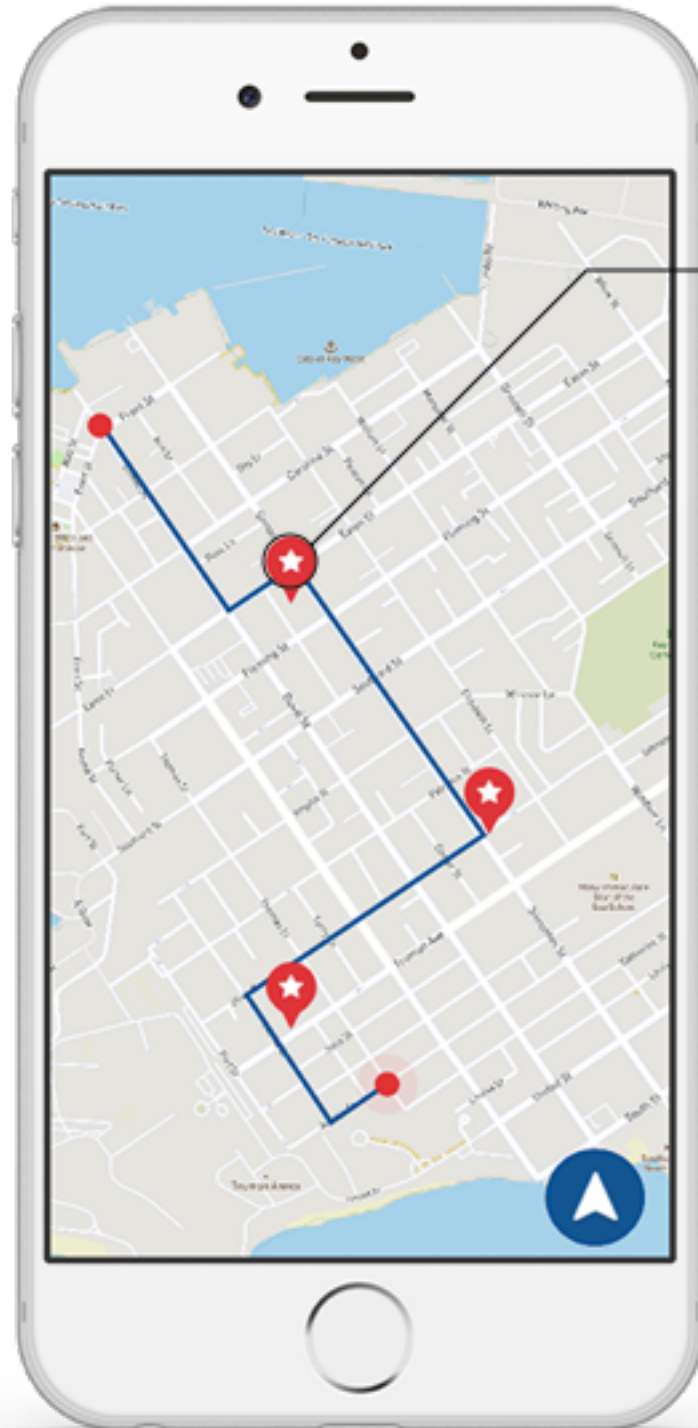
I choose this color scheme for the final color because this color scheme creates the most contrast between the information and base map to help user access the information more easily.
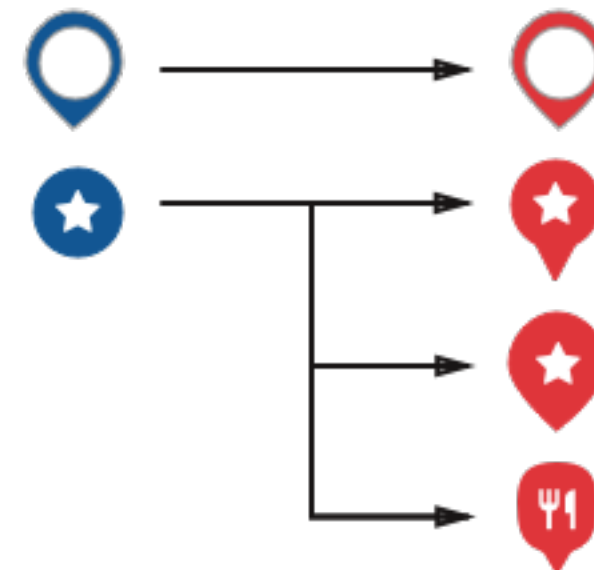
Design Process

2. Design Map Animation - Marker & Animation
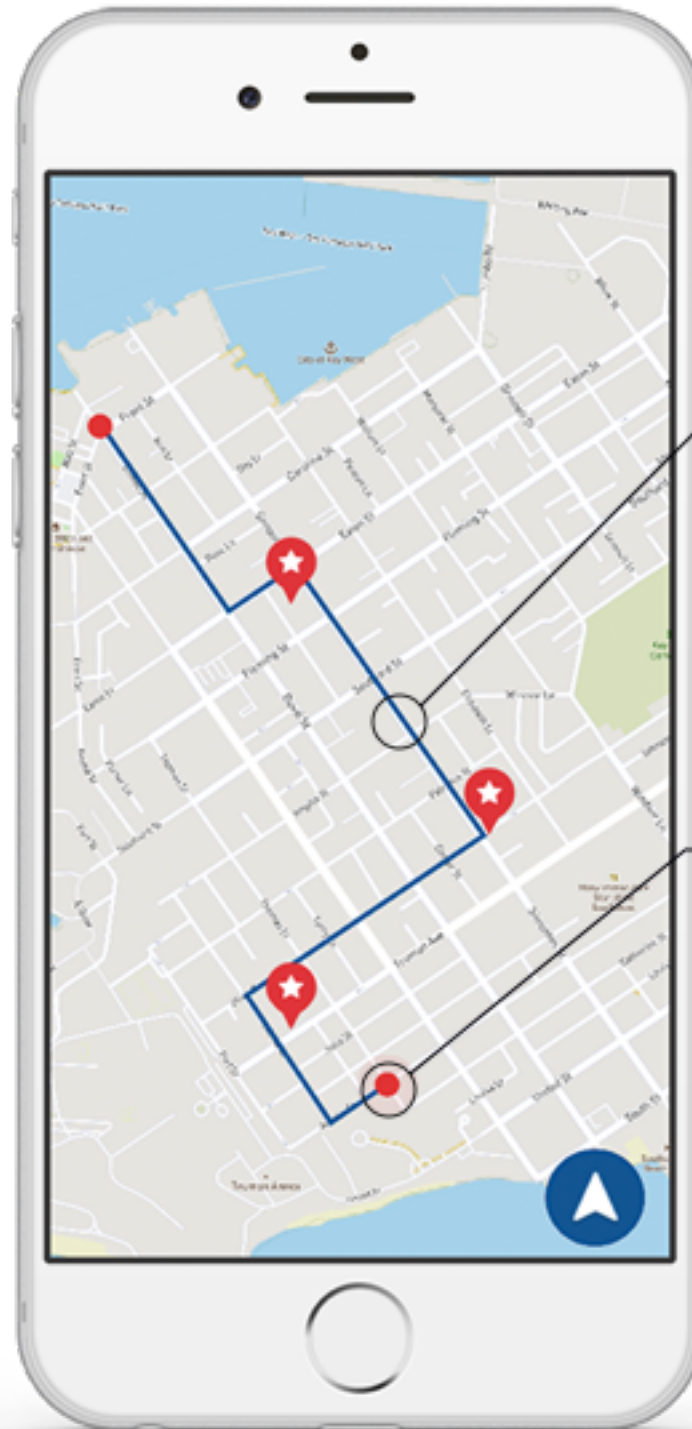

2 Types of Marker Animation

1. Initial Pop-up
   The markers of nearby attractions will be populated on the map when users click "Search for attractions" button

2. Select Attraction(s)
   The selected markers will change color to red to give users feedback of which marker were chosen

Link to animation:
https://vimeo.com/204814696

Design Process

2. Design Map Animation - Marker & Animation
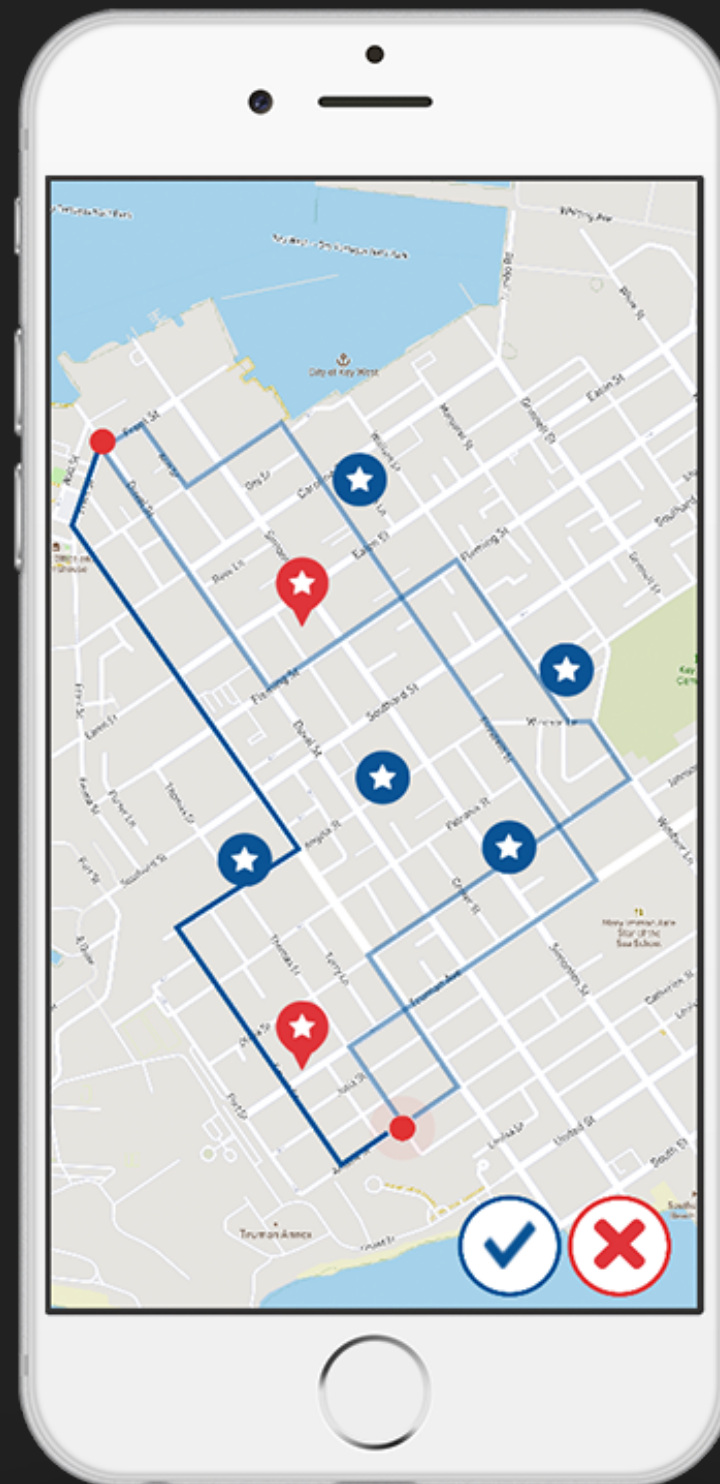

Line Animation

I used animation with line of movement from the user's current location to their destination to show the direction of movement.

User Marker

I added the box-shadow animation to show the user's current location. It can also help differentiate the user's position from destination
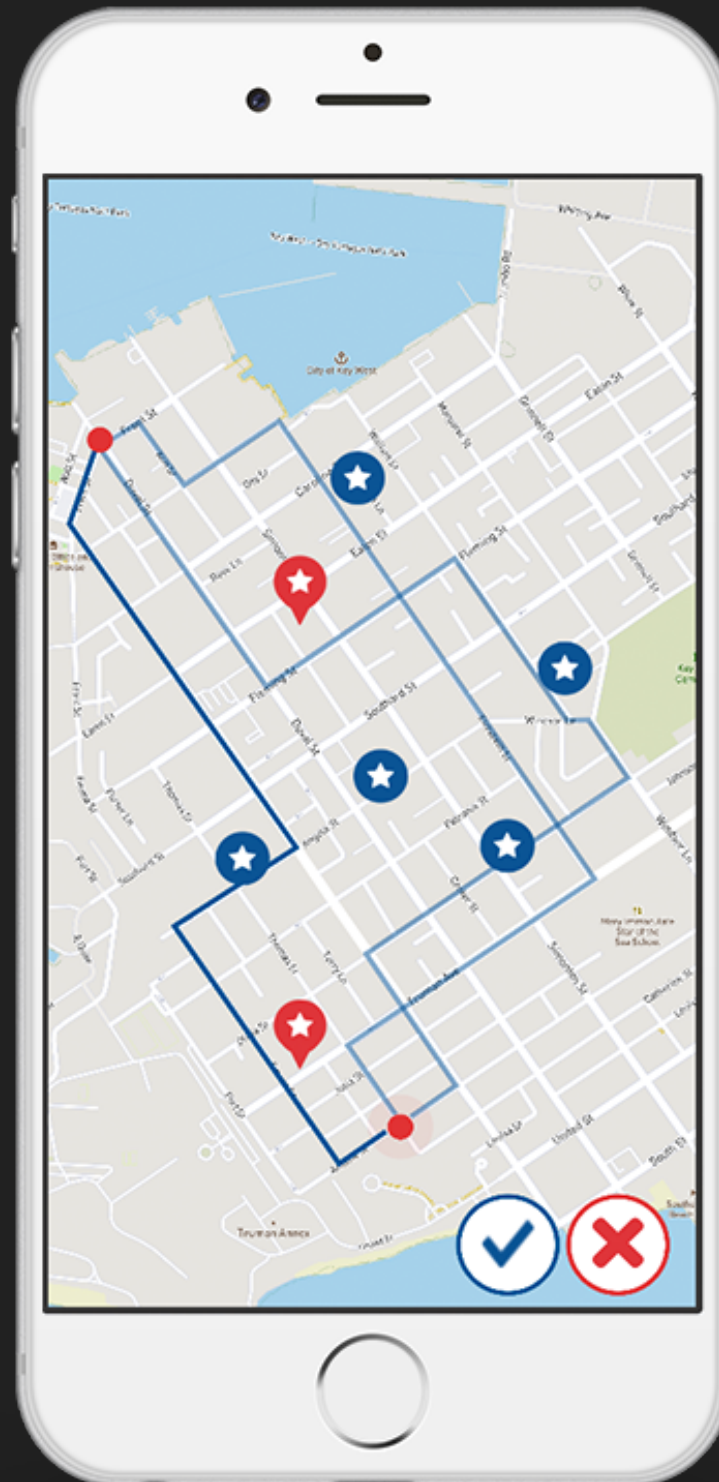
Result

This map application helps users explore and do more in the city without interrupting or taking away from their existing itinerary.

Link to Video:
https://vimeo.com/204734861

Link to Framer.js:
https://framer.cloud/HTCzR

Result

It can help reduce pain points from switching back and forth between Yelp or Spatial Search Engine and Map Application So, users can focus on having the best travel experience

Trade Off & Risk

- Animation might cost some delays in perceiving information

- The chosen activities or places might not appear to be the same as the information that shown on the map (all information is gathering from the internet) — Yelp integration might help showing open-sourced ratings and reviews on attractions to help the user make a more informed choice.

Future Work

- Add the function to pre-calculate total travel times

- Source and display attraction's basic information

- Differentiate types of activities and places

- Add the function to filter search based on time of day

- Justify Iconography

Thank You For Your Time And Consideration