

OVERVIEW

Albook is built for climbers and mountaineers as a profile of their personal achievements and helps with planning & booking the next adventure trip with much ease. Albook provides all the necessary information about organized climbing activity from trusted professionals.

Albook allows the climbers' coach to provide their services to find clients and make a certificated review to define professional level of every trip participant.

In such a way, Albook is a database of mountains routs with all necessary details provided by certified coaches and trusted members of professional climbers with whom you can make next deal

ROLE & DURATION

UI/UX Designer

Research
Information Architecture
Wireframes
Prototype
Visual Design

Study project

Apr 2016 - May 2016

Adobe Illustrator
Adobe Photoshop
InVision
Sketch

Problem Statement

- the complexity of finding alp routes by the necessary criteria
- the complexity of organizing the preparation to trip
- team formation - it is difficult to find people with the same level of training and experience, establishing contact for teamwork
- distribution of responsibility for the provision of individual and team equipment
- lack of fixation of traveled routes in a convenient way
- lack of a comprehensive picture of participants' previous experience of climbing

Users & Audience

Climbers, mountaniars
Active peopl, sportmans

Coachs
Members Climbing and Mountaineering Federation and Alpine Clubs

SOLUTION

Alpbook solves two crucial problems for both sides of the marketplace – climbers (travelers) and coaches (tour operators).

For Climbers

The base of routes in the phone:

- Search for routes by criteria
- A detailed description of the planned route from the author-organizer

The ability to create your own account of achievements:

- memorize your experience and special points

Trip organizer:

- ability to keep track of the team formation process
- A clear profile of participants with their previous experience and their contacts
- calendar of joint training and events related to the preparation for the trip
- a list of equipment indicating the responsible persons
- a system of reminders of all organizational points

Create a community

For Coaches

Sale their services, be connected

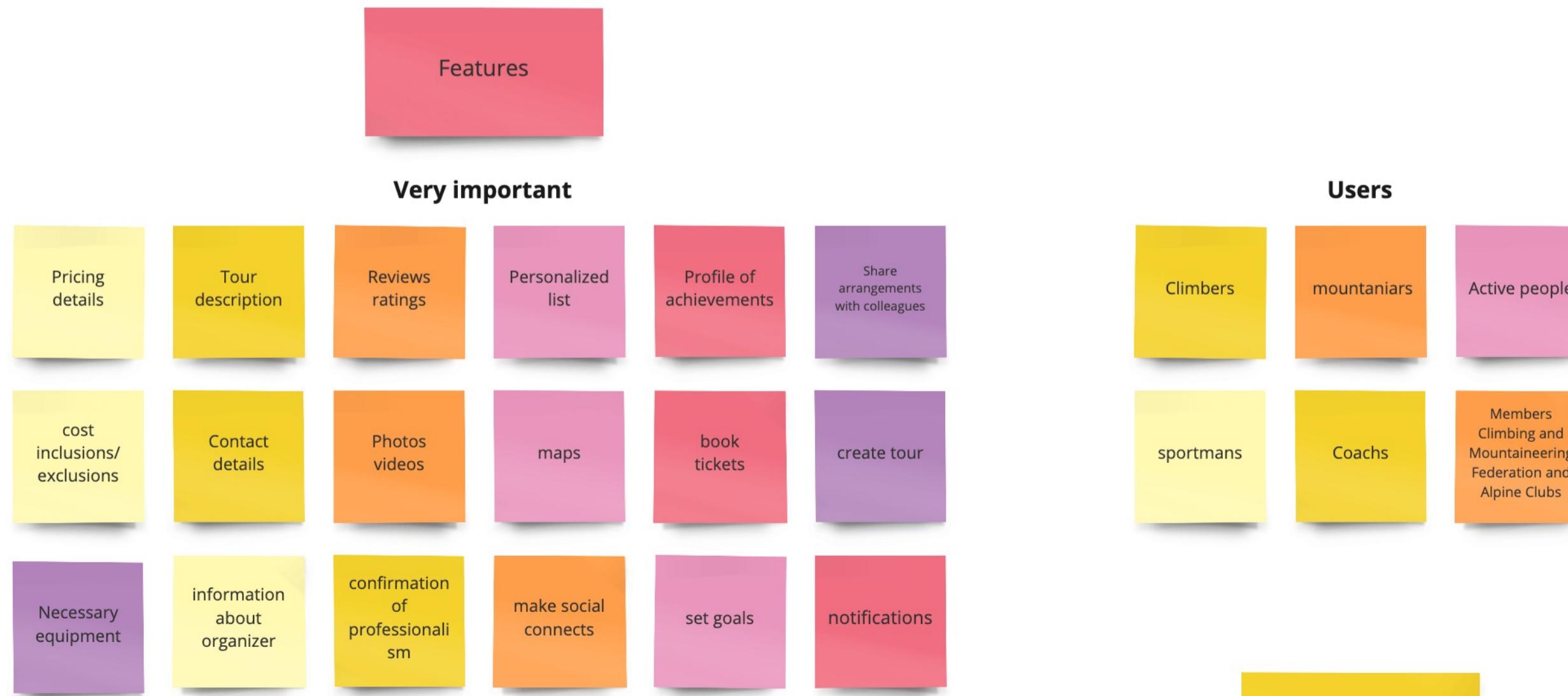
SURVEYS & USER INTERVIEWS

Initially, I was running a survey which helped me to gauge in-depth insights into the world of climbers, including their attitudes and concerns. Based on the results, I could formulate specific interview questions to find out more about their needs.

I organized the interviews in local training gym with potential users and conducting them was highly exciting. Listening to climbers talk about their passion, desires, and challenges helped me to understand their needs and goals and further refine the problem statement.

AFFINITY MAP

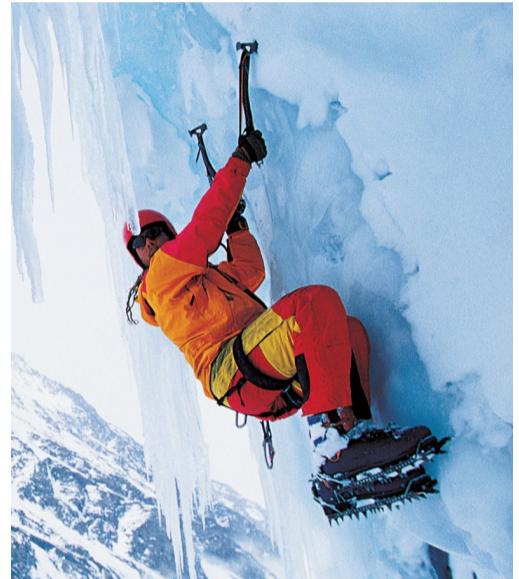
After collecting the information, I created an Affinity Map to get a better overview, which helped me to identify valuable insights.



USER PERSONAS

Based on the generative user research I conducted, I created user personas that capture the essence of my target group.

Paul and Anna helped me to always keep the needs of the users at the forefront.



Paul
29 years old, operator of Lviv

Purposes

- Conquer as many mountain peaks as possible
- Successfully organize and pass several routes during the longest vacation
- obtain the title of Master of Sports
- achieve his goals

Fears

- the long search for instructor and people with the right level of training
- no organized community in his city
- a lengthy bureaucratic process to obtain permission for such activities
- lack of a database of the necessary freely available persons



Olga
42 years, sports teacher in Kyiv
Member of Climbing and Mountaineering Federation

Purposes

- not lose qualification and form, conquer new peaks
- Instruct at least two groups of participants from different cities in the nearby Alpine camp
- share experiences with like-minded people
- Overcome the outdated approach in registration and evaluation of participants

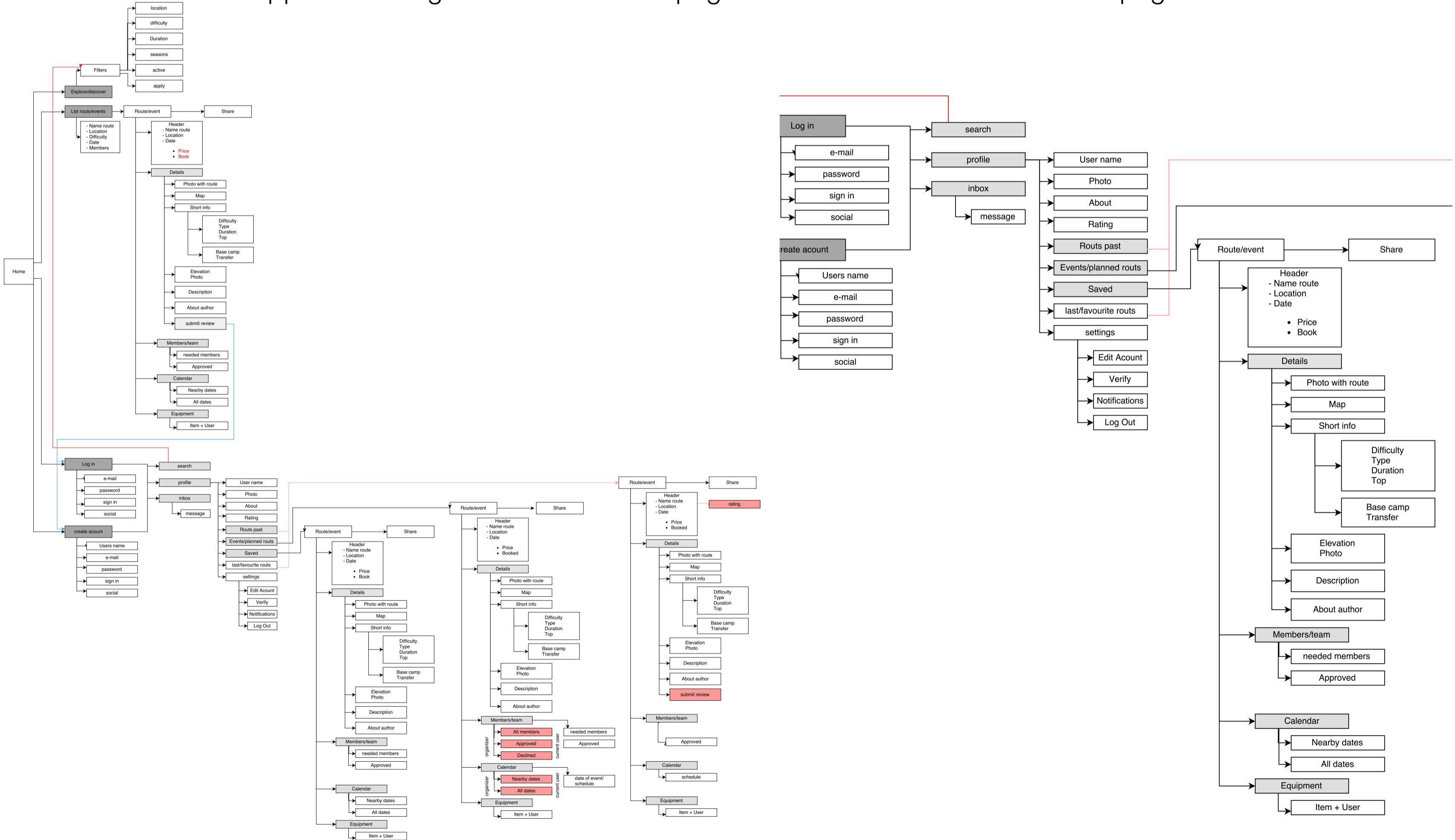
Fears

- Get entangled in requests from participants in alps meetings
- recruit people with a dubious reputation, with no experience
- miss the season, extra earnings

Information Architecture

User flow structure refers to how pages are laid out, connected, and given different levels of hierarchy within the app.

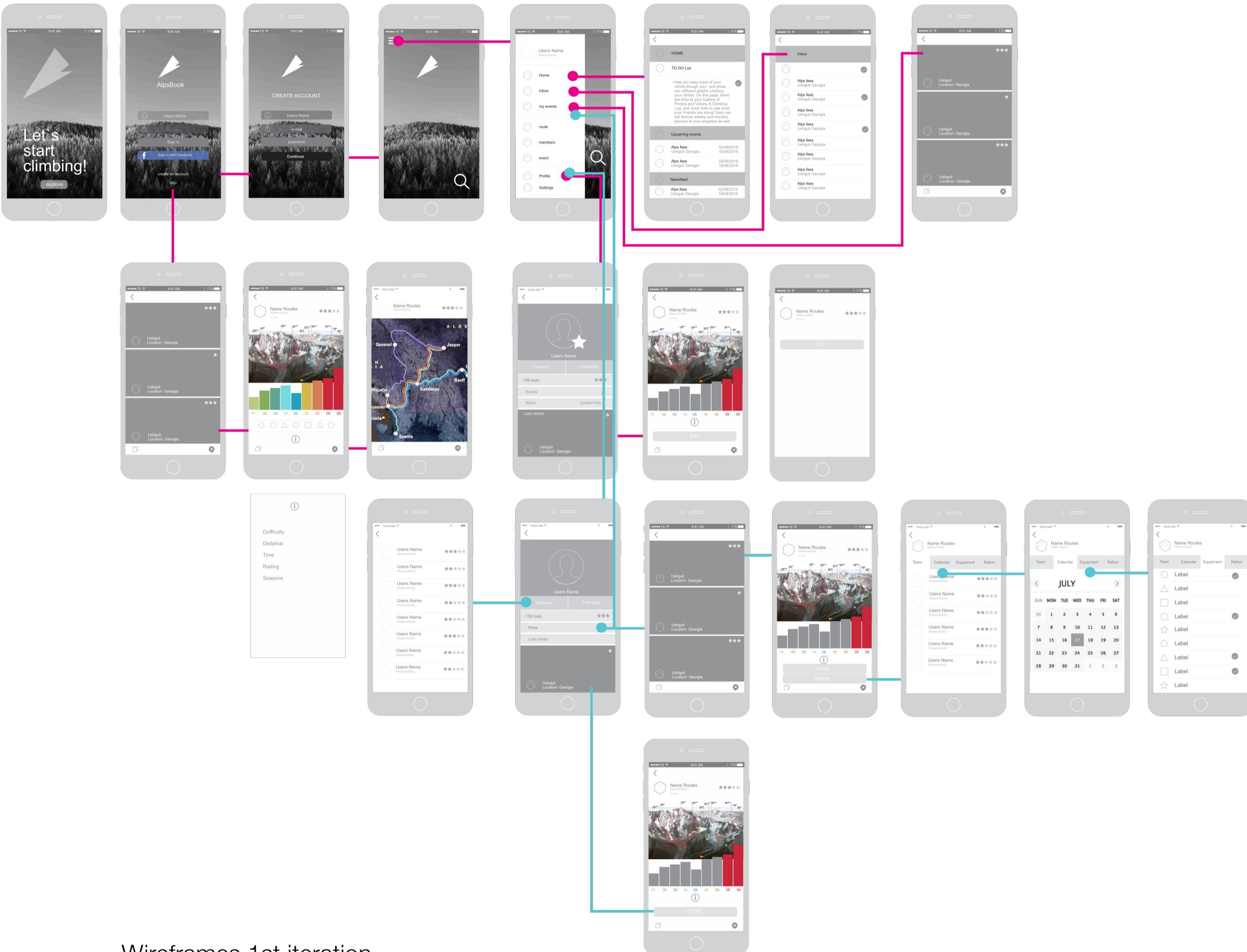
The User will have to navigate to subpages from the “Home” page. The User has two scenarios of how to behave - sign up and become registered user or use limited content of app without registration. Each subpage leads to a series of its own subpages



WIREFRAMES

Once I have defined the flow and information Architecture of the app, I can start to sketch out.

I used the mid fidelity prototype to start testing with users



Wireframes 1st iteration

USABILITY TEST

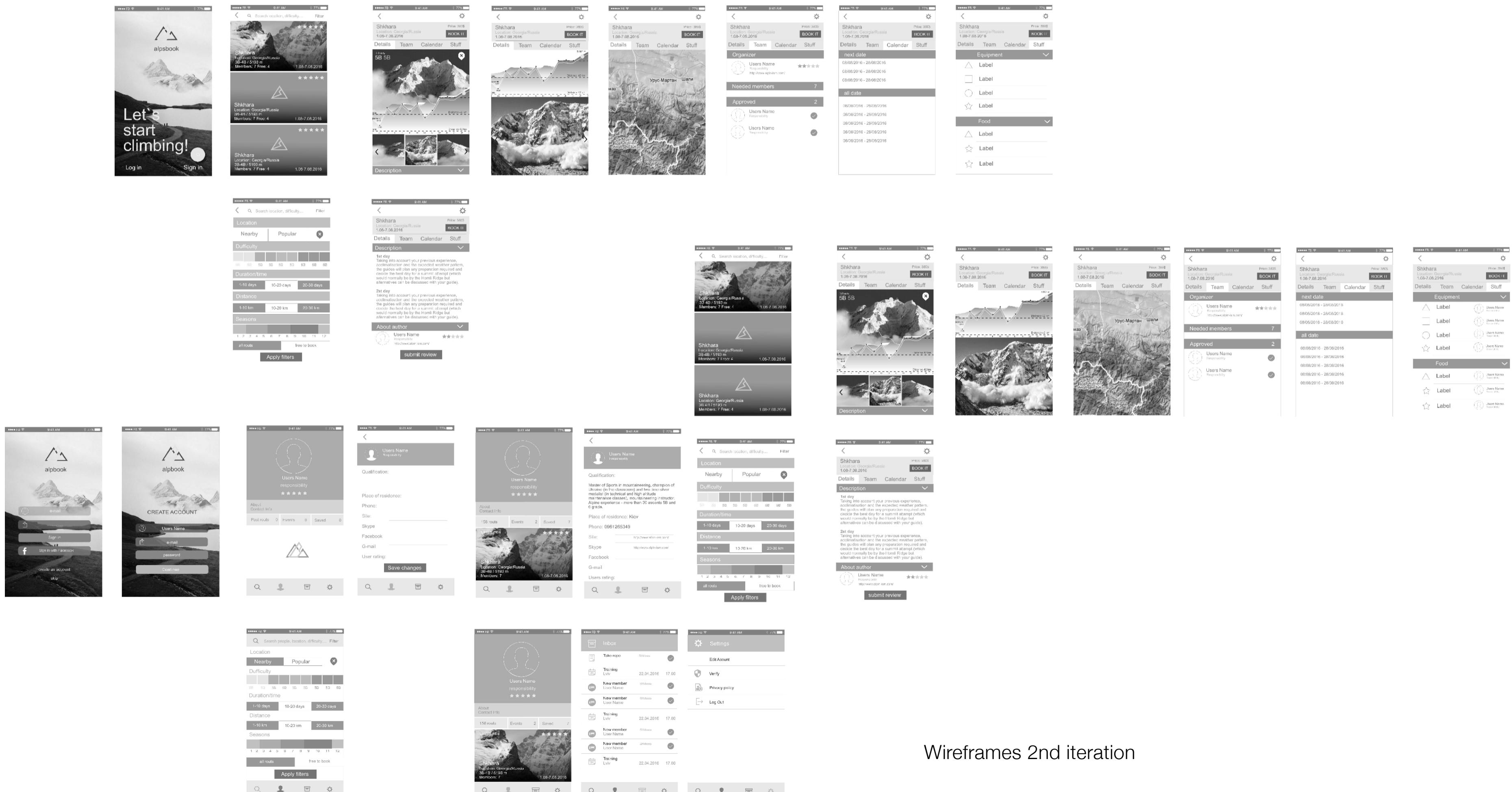
I conducted 5 user interviews in person to test the mid-fidelity prototype.

I used Sketch for the wireframes and InVision for the prototype. I set up a plan of action for test and devised a couple of templates.

The goal of this study is to assess the learnability for new users interacting with the Alpbook app for the first time on mobile.

The idea is to observe and measure if users understand the app. How to complete the three features I ask them to do. The goal was to identify any problem and fix it.

Analyzing test results I made the second iteration of mid-fidelity wireframes.



Wireframes 2nd iteration

Usability Test Results

- The test has been very useful to see some necessary improvements and how the users behave and what do they expect.
- Overall, all the tests were conducted successfully and all the participants were able to finish the tasks with more or less difficulty.
- After doing the tests, I have done significant changes to the App. I have changed the navigation system from the left side bar to bottom, rearrange information architecture and added more details

Visual Design

Following the framework established in the wireframes & mid-fidelity mockups, I created polished design mockups each with proper alignment, size, color, and suitable imagery.
I conducted preference tests to base my design decisions.

My focus for the visual design was to enhance the functionality and not let it get in the way of finding information quickly. A minimal primary color palette throughout the app served only to assist the user in navigating the app and provide visual cues for different content types.

A simple, clean design gave users an easy way to search for deals they needed.

Final UI

The image displays three screenshots of the alpbook mobile application interface, showing the sign-up screen and the search results screen.

Left Screenshot: New Account Screen

This screen shows a sign-up form titled "New Account". It includes fields for "Name" (with a person icon), "Email" (with an envelope icon), and "Password" (with a lock icon). Below the fields is a large orange "Create" button. The background features a scenic mountain landscape.

Middle Screenshot: Search Results Screen

This screen shows search results for "Europe, 5B". It lists three climbing routes:

- Finsteraarhorn**: Located in Switzerland/Italy, dated Apr 7-17 2016, with 4/7 available slots. Rating: 4.5, Altitude: 4278 m.
- Matterhorn**: Located in Switzerland/Italy, dated Apr 7-17 2016, with 5/9 available slots. Rating: 4.5, Altitude: 4478 m.
- Weisshorn**: Located in Switzerland/Italy, dated Apr 9-21 2016, with 3/7 available slots. Rating: 4.5, Altitude: 4506 m.

Right Screenshot: Filter Options Screen

This screen shows filter options for the search results:

- Location**: Set to "Nearby".
- Difficulty**: Set to "5B".
- Duraion**: Set to "one week".
- Distance**: Set to "20 km".
- Season**: Set to "4".
- All routes**: Selected.
- Free to book**: Not selected.

An "Apply filters" button is located at the bottom right of the filter screen.

Matterhorn ★ 4,8
Switzerland/Italy Apr 7-17 2016 \$ 890

DETAILS TEAM CALENDAR STUFF

5B 4478 12

Difficulty Summit Duration

★★★★★

4500 4200 3900 3600 3300

km 0.5 1.0 1.5 2.0 2.5 3.0

ADDED 0 SAVE |

Matterhorn ★ 4,8
Switzerland/Italy Apr 7-17 2016 \$ 890

DETAILS TEAM CALENDAR STUFF

R1 Smooth, sometimes overhanging slab right of the huge internal corner leading out onto a rocky "nose".
R2 On the nose - shelf, suitable for an overnight stay.
R3 Smooth plate under the overhang. The overhang is passed in the "forehead" the narrow wet slit.
R4 Snow-ice "knife" steepness of 40-50 degrees.

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DETAILS TEAM CALENDAR STUFF

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DETAILS TEAM CALENDAR STUFF

Back to search results

DESCRIPTION

- 1st day
Taking into account your previous experience, acclimatisation and the expected weather pattern, the guides will plan any preparation required and decide the best day for a summit attempt.
- 2d day
Taking into account your previous experience, acclimatisation and the expected weather pattern,

Submit request

Sergij Trush
Master of Sports in mountaineering

ADDED 0 SAVE |

ADDED 0 SAVE |

ADDED 0 SAVE |

The color palette is made up of a color scheme consisting of orange & shades of grey.
The primer color orange are contrast with mountains landscapes and good visible with winter and summer photos.

[← Back to search results](#)

Matterhorn

★ 4,8

📍 Switzerland/Italy
📅 Apr 7-17 2016

\$ 890

DETAILS TEAM CALENDAR STUFF

NEEDED MEMBERS 7

Sergij Trush ★★★★★ Master of Sports in mountaineering

Anna Dupchak ★★★★★ 3d category of sports

APROVED MEMBERS 4

Taras Tomchuk ★★★★★ 2d category of sports

DECLINED MEMBERS 2

Polina Dobrenko ★★★★★ 2d category of sports

ADDED | SAVE |

[← Back to search results](#)

Matterhorn

★ 4,8

📍 Switzerland/Italy
📅 Apr 7-17 2016

\$ 890

DETAILS TEAM CALENDAR STUFF

DATES OF EVENT

Apr 9 – Apr 16 2016

SCHEDULE

3 – 4pm Training Mar 9 2016 Svobody st. 34, Lviv

3 – 4pm Lecture on Medicine Mar 9 2016 Pekarska st. 34, Lviv

7 – 8pm Training Mar 19 2016 Svobody st. 34, Lviv

ADDED | SAVE |

[← Back to search results](#)

Matterhorn

★ 4,8

📍 Switzerland/Italy
📅 Apr 7-17 2016

\$ 890

DETAILS TEAM CALENDAR STUFF

GROUPS EQUIPMENT

- Tant ✓
- Carbines 30 items ✓

INDIVIDUAL EQUIPMENT

- Piolet ✓
- Ice axe ✓

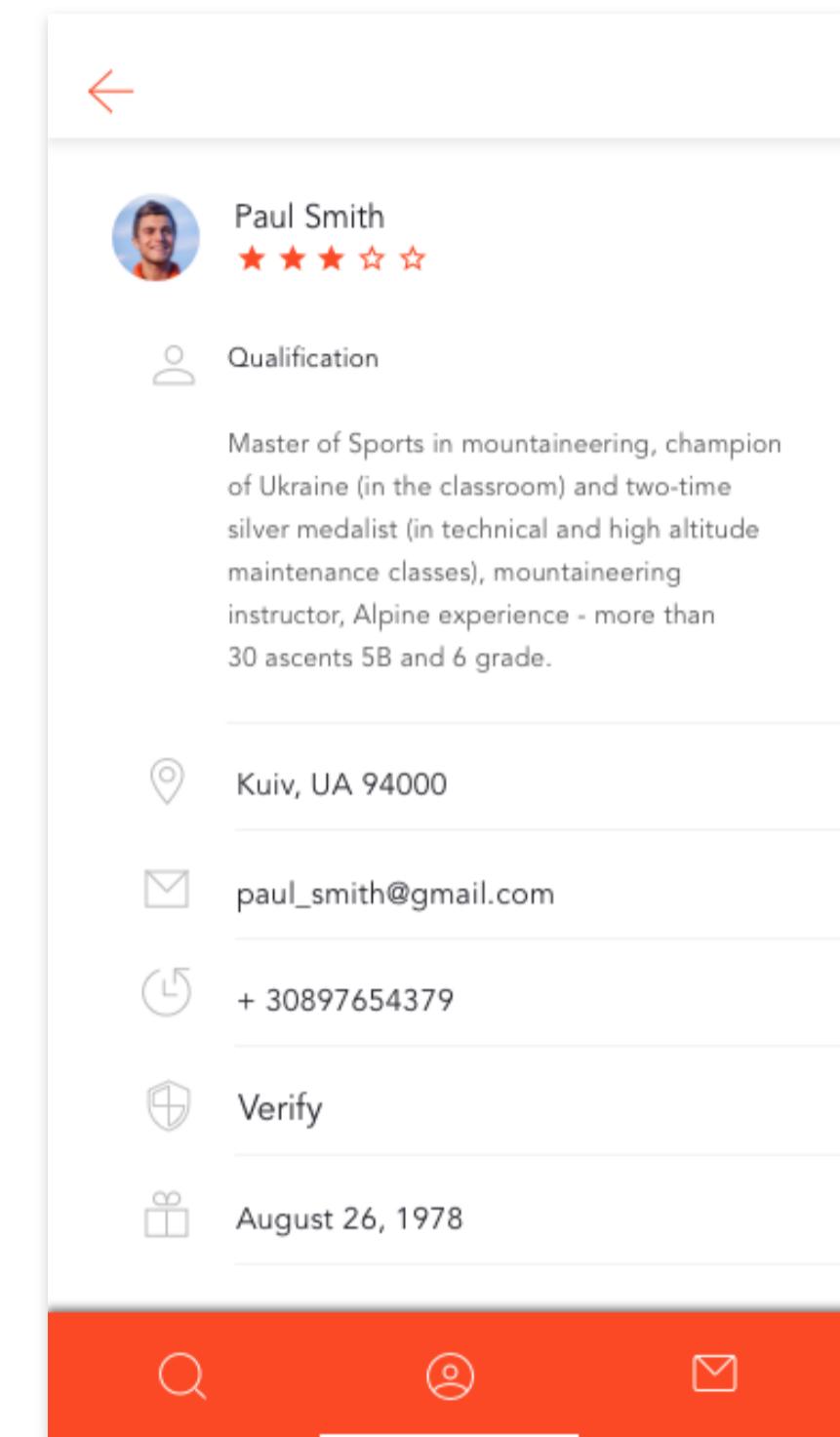
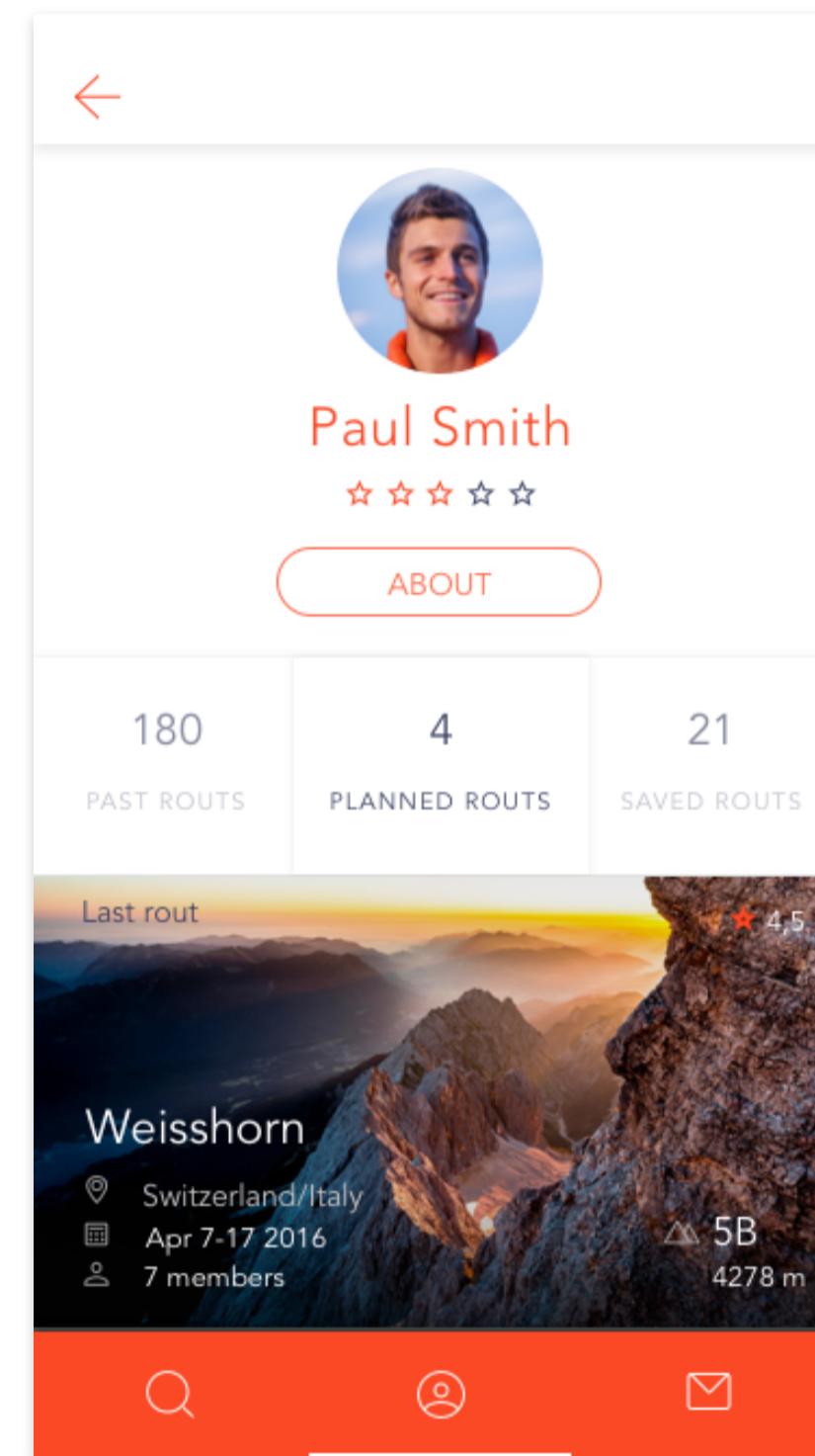
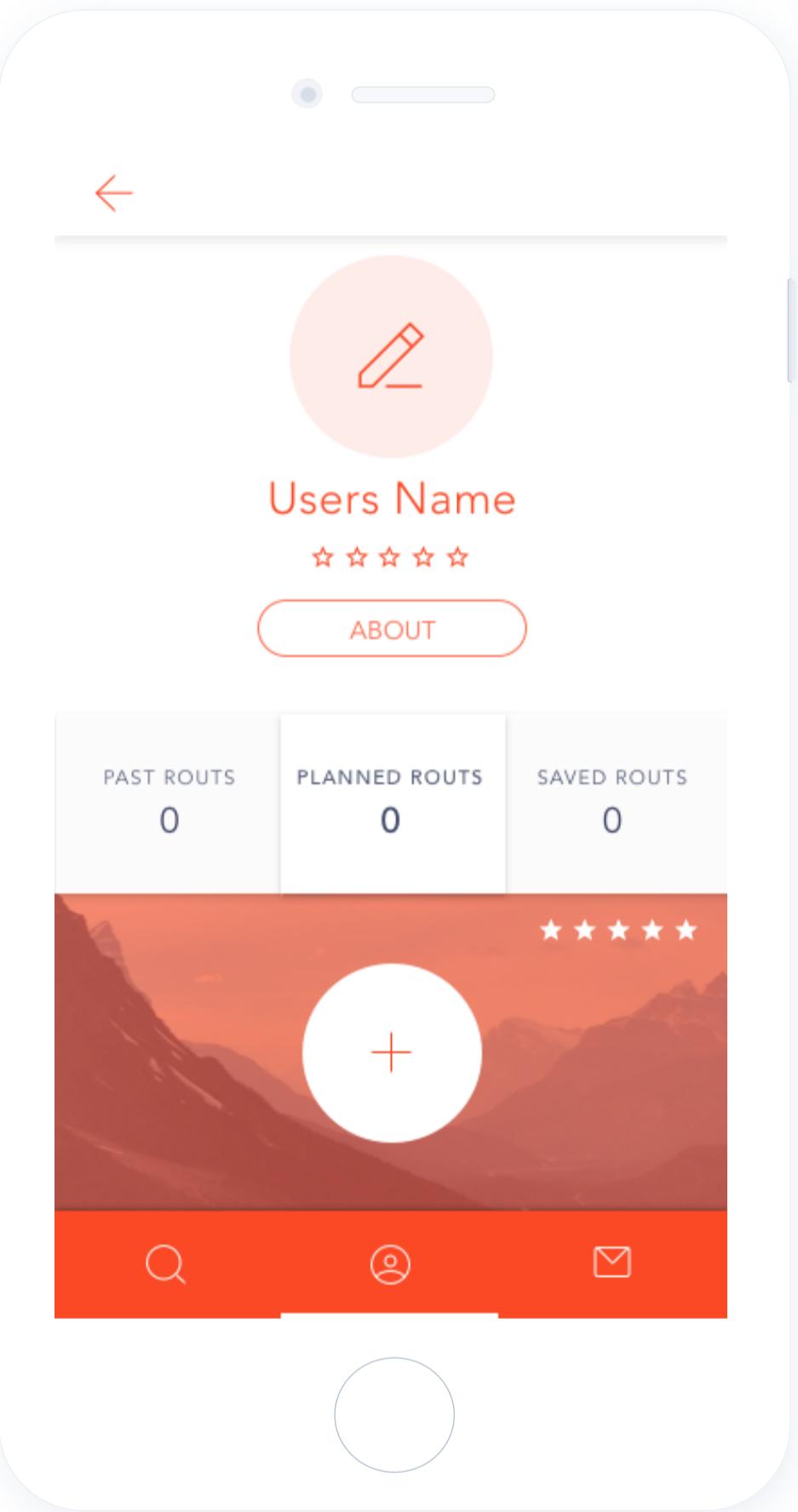
FOOD

ADDED | SAVE |

INBOX

Take rope	10mm*60m	Matterhorn Apr 9-16 2016
Lecture on Medicine	3 – 4pm	Pekarska st. 34, Lviv Mar 9 2016
New member		Matterhorn Apr 9-16 2016
Taras Tomchuk	2d category of sports	
Lecture on Medicine	3 – 4pm	Pekarska st. 34, Lviv Mar 9 2016
New member		Matterhorn Apr 9-16 2016
Sofia Ivanychuk	2d category of sports	
Take rope	10mm*60m	Matterhorn Apr 9-16 2016
Lecture on Medicine	3 – 4pm	Pekarska st. 34, Lviv Mar 9 2016

SEARCH



Outcomes & Lessons Learned

I have spent 1 month working on this project starting from brainstorming to deploying the interactive prototype and finally making an account of each process in this case study.

Lessons learned:

Projects are never ideal and it is important to be flexible and learn how to adapt to the circumstances.

During the user interviews, it was key to ask only questions that related to previous behaviour and avoid forward-facing questions.

AB testing is a great tool for optimising and evaluate.