

# Pogo



Family friendly fun at  
your fingertips

# Problem Statement

Parents need a way to quickly find new age appropriate activities to do with their kids because repeating the same old activities gets boring. There isn't currently one source that compiles several children's activities from various locations. Because of this parents either don't find new things to do with their kids or spend hours on multiple sites trying to figure out if a particular activity is a good option.

# Challenges

“I struggle finding new and exciting things to do with my kids”

“There isn’t really one site with lots of different activities to do in my area”

“I don’t have hours to spend googling around for activities I need to find things for us to do fast”

# Pogo



Pogo allows parents to quickly find activities to do with their family that are fun and age appropriate. It eliminates a family's worry that when they get to an activity they will be disappointed that it's not what they expected.



# Research



# Research: Interviews

Interviewed 6 parents with children ages 1-16

A lot of the time activities are a way to get the excess energy kids have, out to make them behave later on in the day or to entertain them so the parents can do other things.

The price of an activity is important when making a selection

Kids of different ages enjoy different types of activities and different types of activities are appropriate for different ages of kids.

Weather is often a factor when deciding on what activity to do

Parents enjoy being able to socialize with other adults while they do activities with their kids

# Research: Interviews

Interviewed 6 parents with children ages 1-16

Parents are busy and don't have hours to spend online looking for things to do

There is not really a single source for finding activities. Parents find activities by searching multiple websites, word of mouth, city hall, facebook groups, blogs, and advertisements.

Parents would find it helpful to hear about other families experiences with activities.

Finding a variety of things to do is difficult. Parents often find themselves repeating the same activities over and over

Some parents would like to know about local activities while others would be happy to travel further distances for the right activity

# Research: Interviews



“There used to be this really awesome Pittsburgh mommy blog with lots of different local activities to do. It was constantly updated with new activities for things going on every weekend. I loved it but then it disappeared and there’s nothing else like it.”

# Personas



# Personas



## Susan

**Age:** 38

**Occupation:** Dental Hygienist

**Status:** Married

**Children:** Ages 4 and 7

**Technical Competency:**  
Intermediate

“I’m tired of doing the same old things with my kids I wanna know where we can build race cars.”

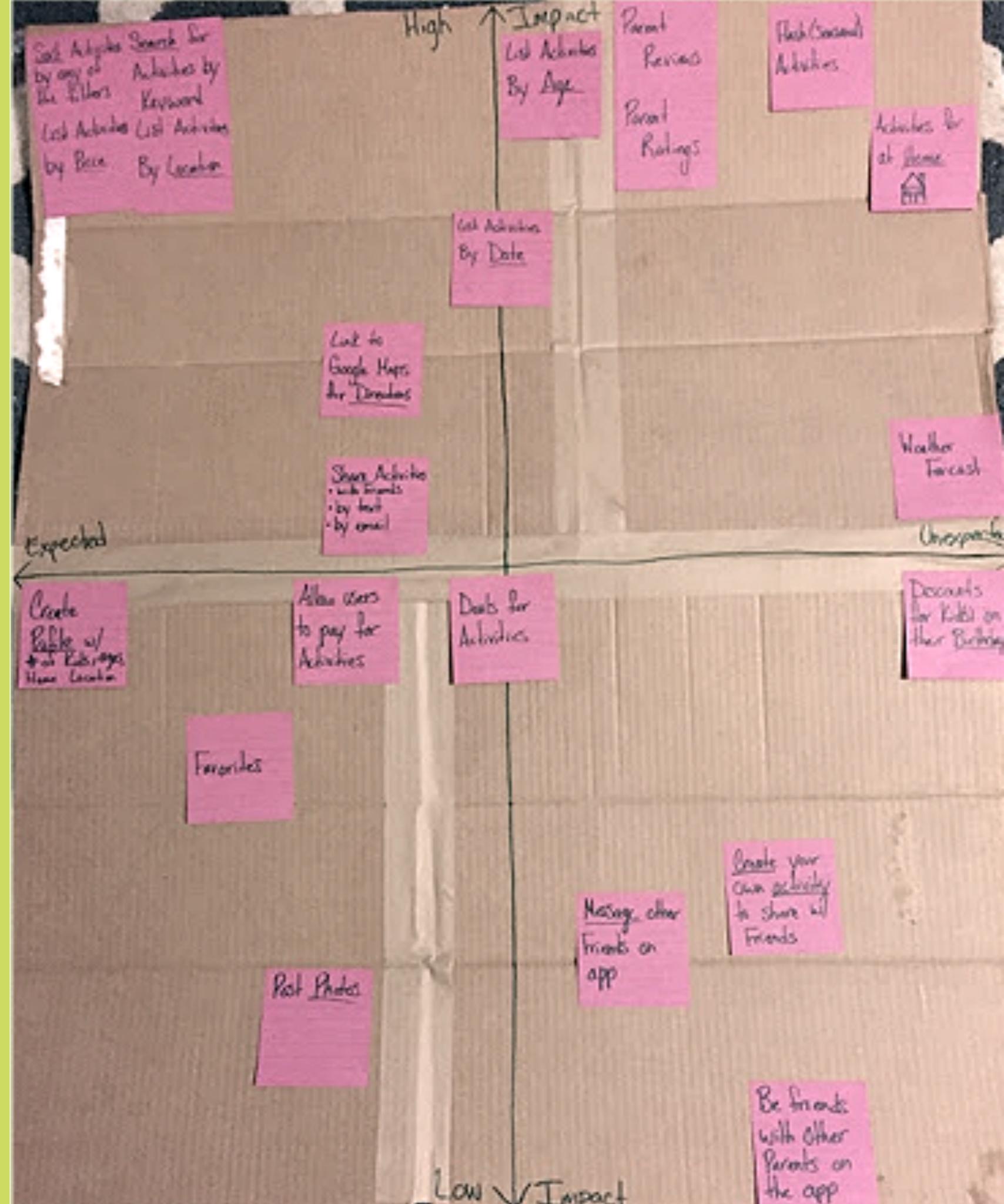
## Frustrations

- Finding new things to do with my kids is difficult and time consuming.
- Not all activities are appropriate for my kid's ages
- When it's nice out we want to do different types of activities than when it's cold and rainy
- Sometimes we want to save money and do free activities

## Needs

- One source that lists lots of activities from multiple locations
- A simple way of looking through activities so that she can find the right activity fast
- Information about what ages are appropriate for doing the activity

# Product Management



# Competitive Analysis

|                        | Activities by location | Free | Favorites | Directions | Activity Sharing |
|------------------------|------------------------|------|-----------|------------|------------------|
| KidScore               | ✓                      | ✓    | ✓         | ✓          |                  |
| Macaroni Today         | ✓                      | ✓    |           |            | ✓                |
| Chatter Block          | ✓                      | ✓    | ✓         | ✓          | ✓                |
| OMGwhen                | ✓                      | ✓    | ✓         | ✓          | ✓                |
| Yelp                   | ✓                      | ✓    | ✓         | ✓          | ✓                |
| Networking for Parents | ✓                      | ✓    | ✓         | Maybe      |                  |

# Competitive Analysis

|                        | Activities by Date | Activities for kids specifically | User posted photos | Deals | Parent Ratings of activities |
|------------------------|--------------------|----------------------------------|--------------------|-------|------------------------------|
| KidScore               |                    | ✓                                | ✓                  |       | ✓                            |
| Macaroni Today         | ✓                  | ✓                                |                    |       |                              |
| Chatter Block          | ✓                  | ✓                                |                    |       |                              |
| OMGwhen                | ✓                  |                                  |                    |       |                              |
| Yelp                   |                    |                                  | ✓                  | ✓     |                              |
| Networking for Parents | ✓                  | ✓                                |                    | ✓     |                              |

# Competitive Analysis

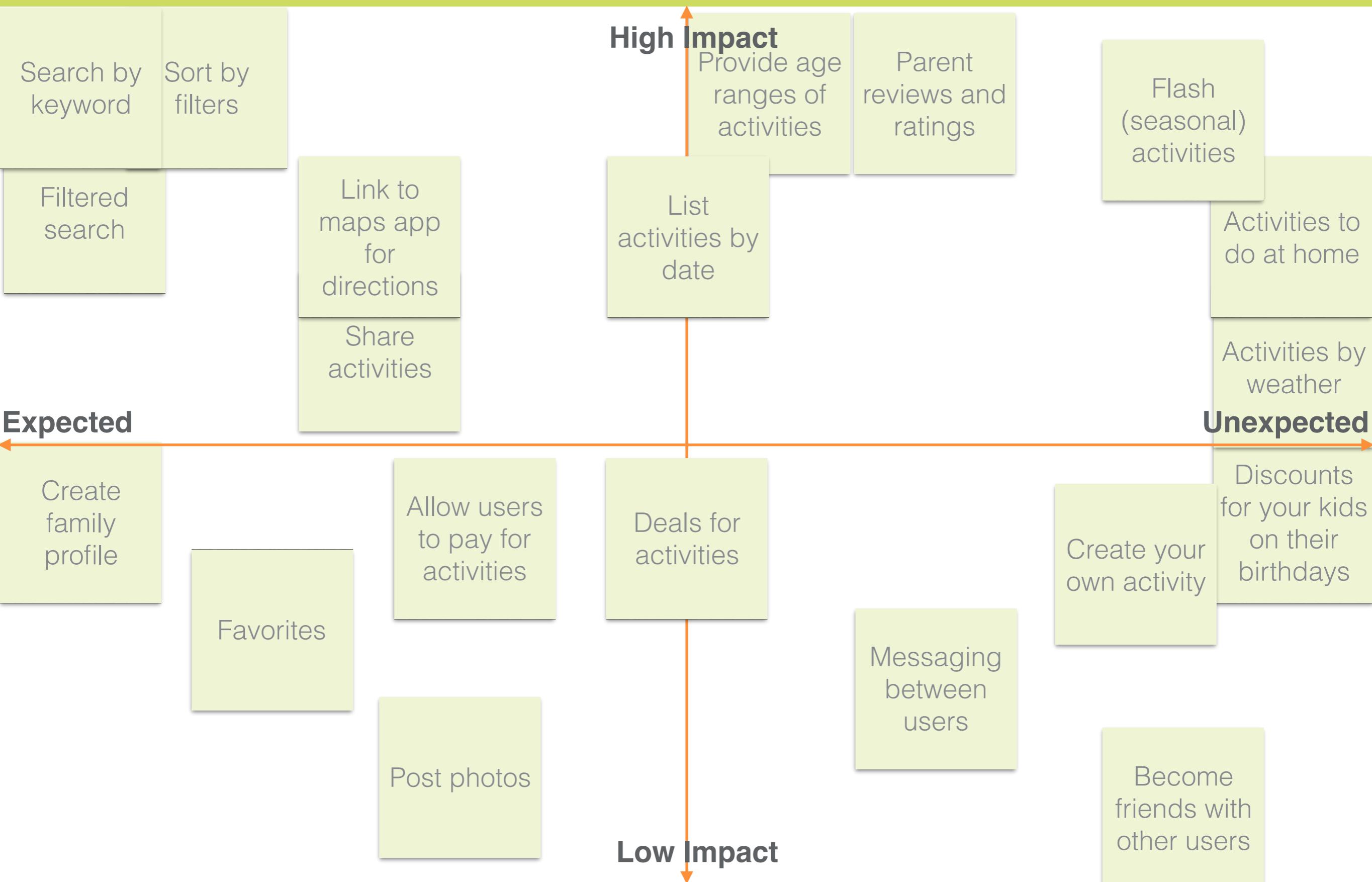
|                           | Parent Reviews<br>of activities | Cost | Age ranges | Weather | Activities to do at<br>home |
|---------------------------|---------------------------------|------|------------|---------|-----------------------------|
| KidScore                  | ✓                               |      |            |         |                             |
| Macaroni Today            |                                 |      |            |         |                             |
| Chatter Block             |                                 |      |            |         |                             |
| OMGwhen                   |                                 |      |            |         |                             |
| Yelp                      |                                 | ✓    |            |         |                             |
| Networking for<br>Parents |                                 |      | ✓          |         |                             |

# Competitive Analysis: Summary



- Many apps list activities by location, are free to download from the app store, allow you to set your favorite activities, and provide directions to what you're searching for.
- Some apps allow activity sharing, list activities by date, and have activities specifically for kids.
- Few apps allow users to post photos of activities, provide deals for activities, provide parent reviews and ratings of activities, list activities by price, and list what age ranges activities are good for.
- Even fewer apps separate activities by indoor and outdoor, and list activities to do at home.

# Feature Prioritization



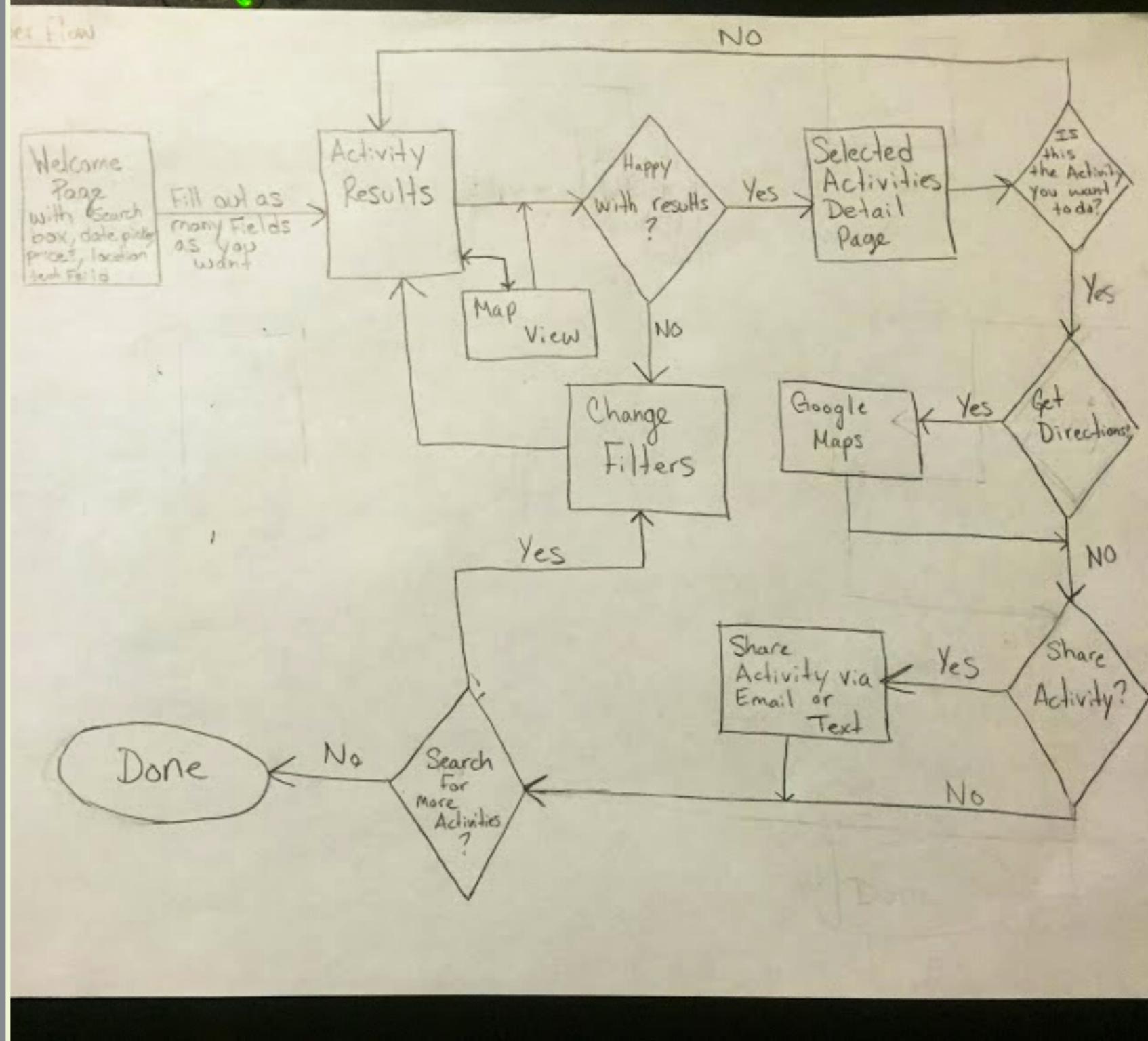
# Feature Prioritization: Summary



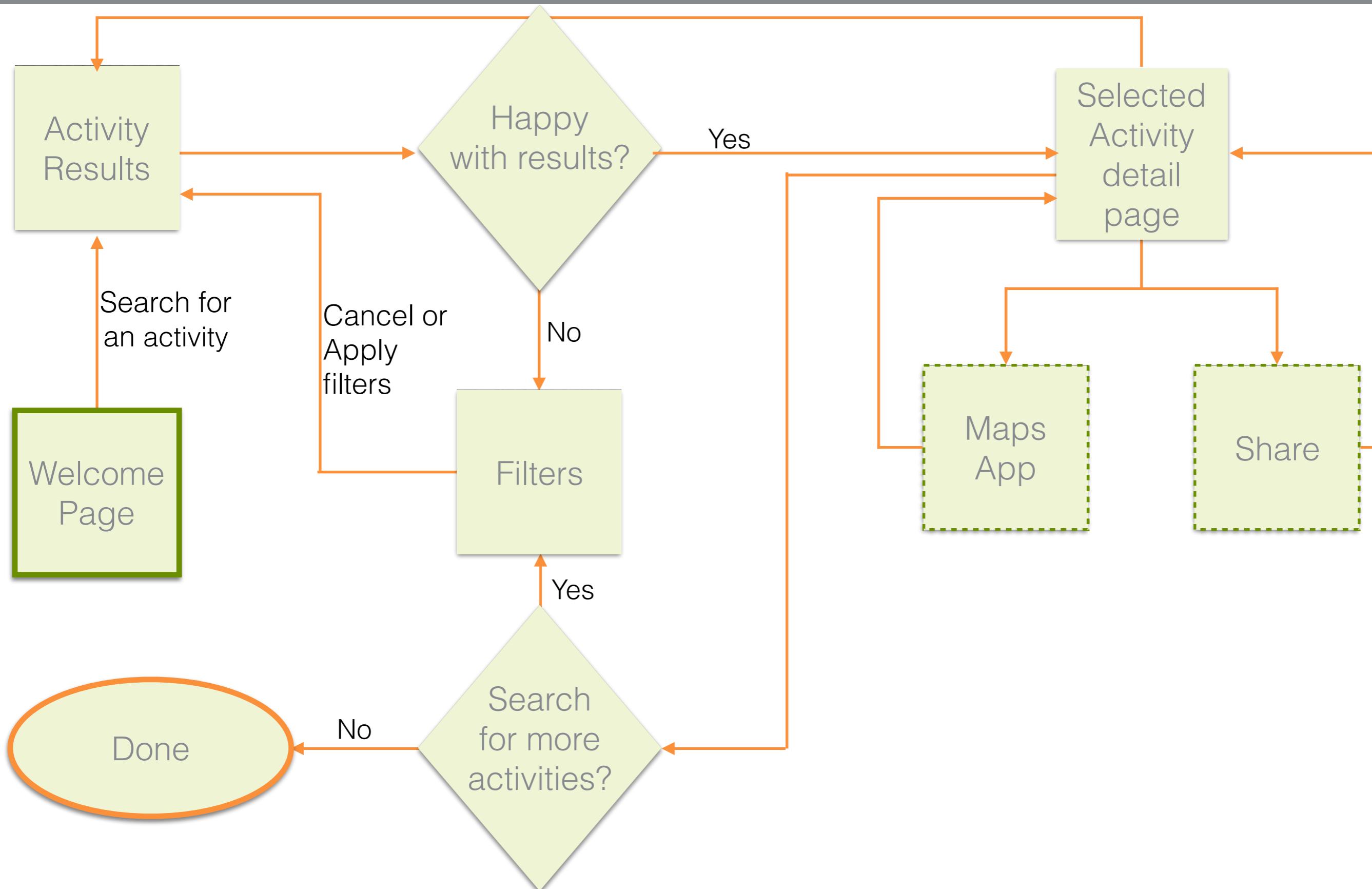
After feature prioritization the features that went into the MVP were

- Search by keyword
- Sort by filters
- Filtered search
- Link to maps for directions
- Sharing activities
- Listing activities by date

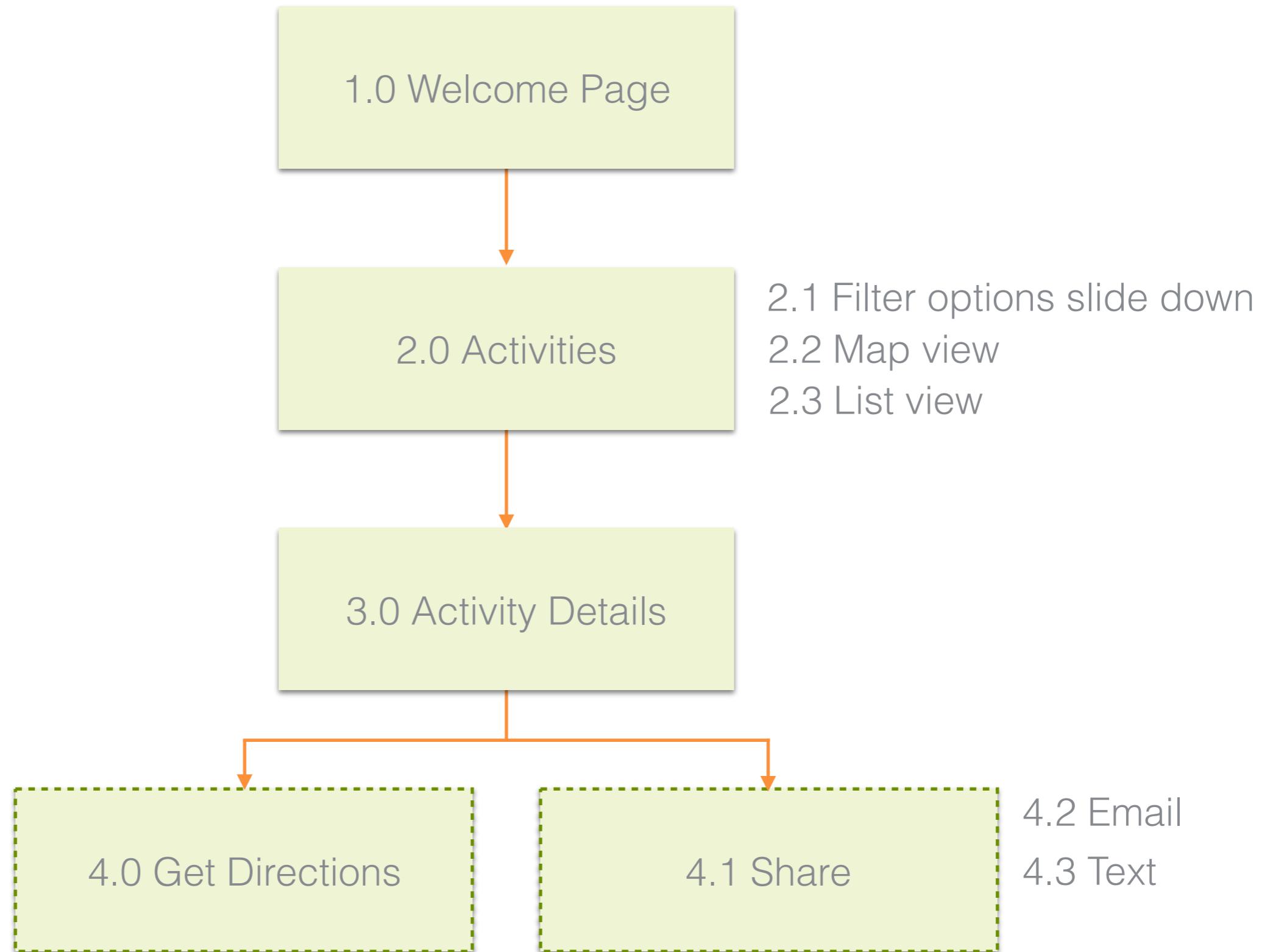
# User Flows and IA



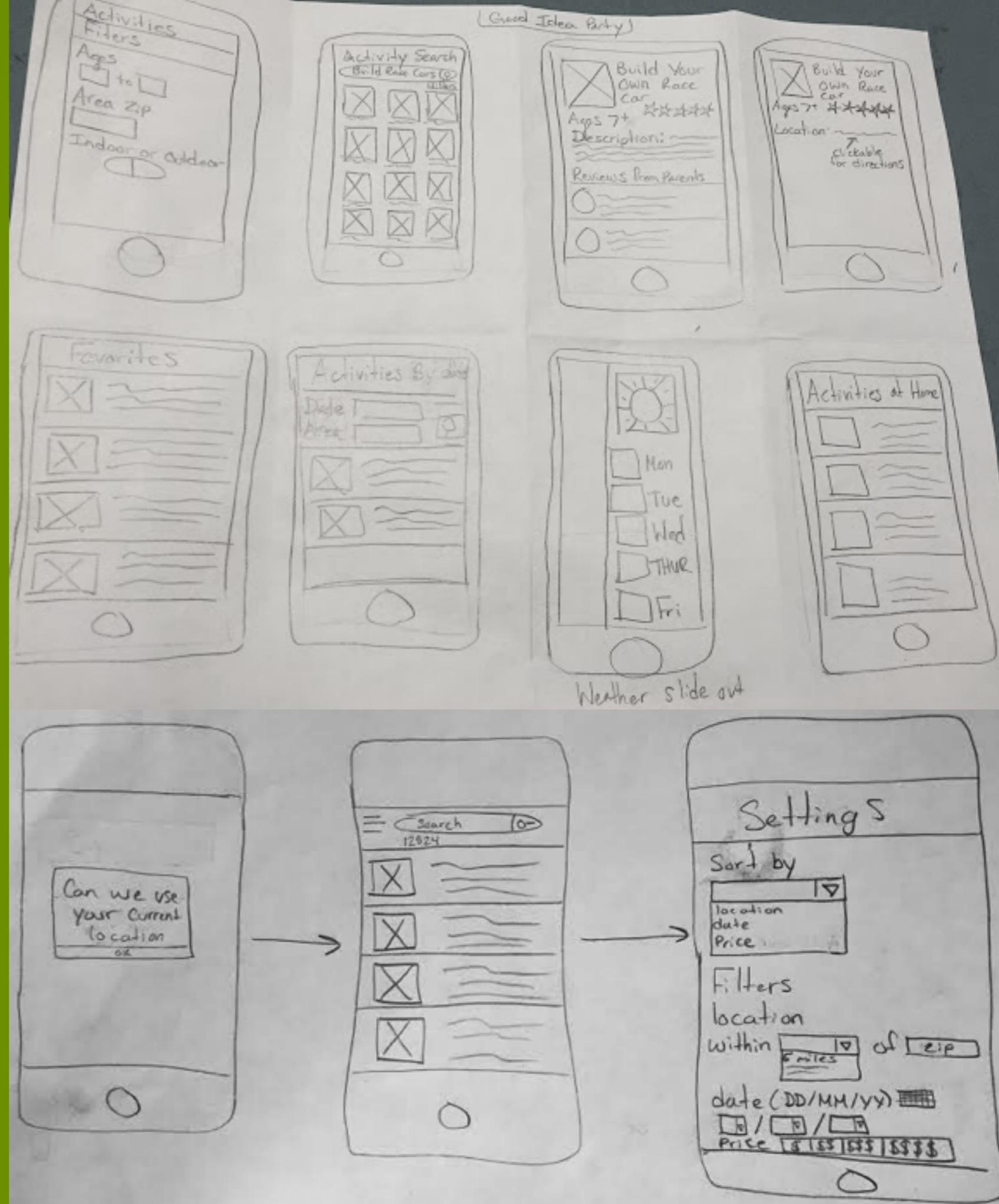
# User Flow



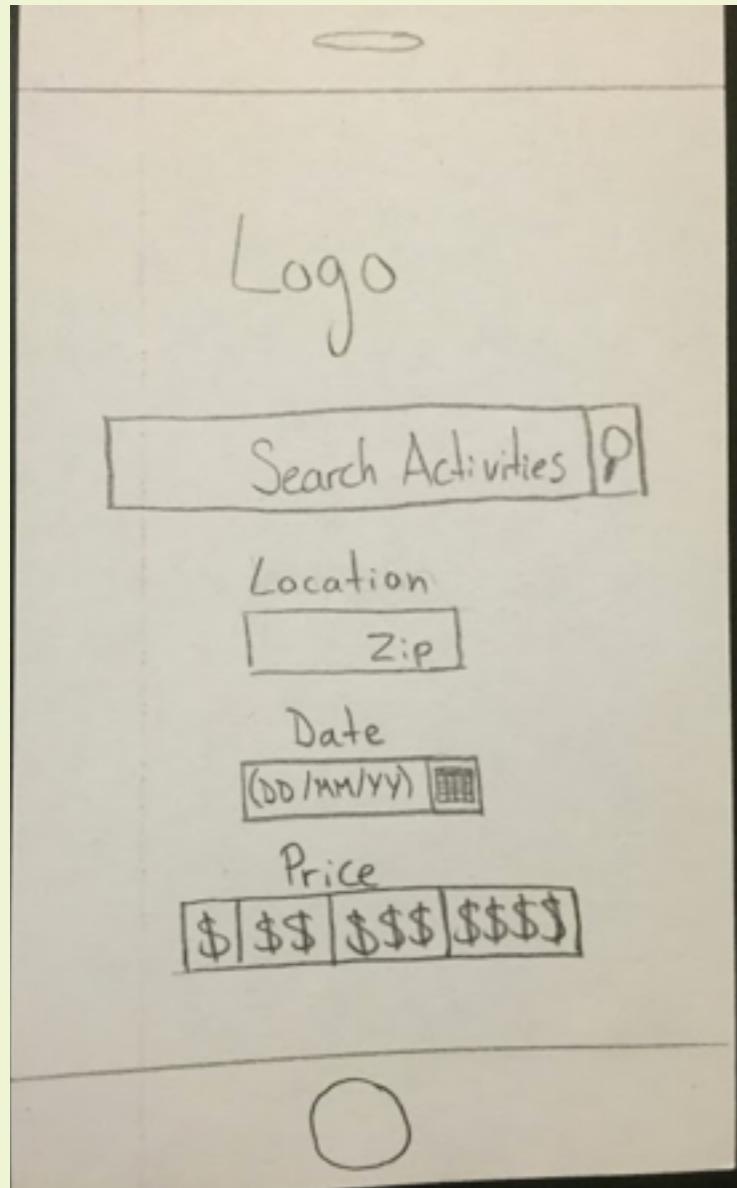
# Information Architecture



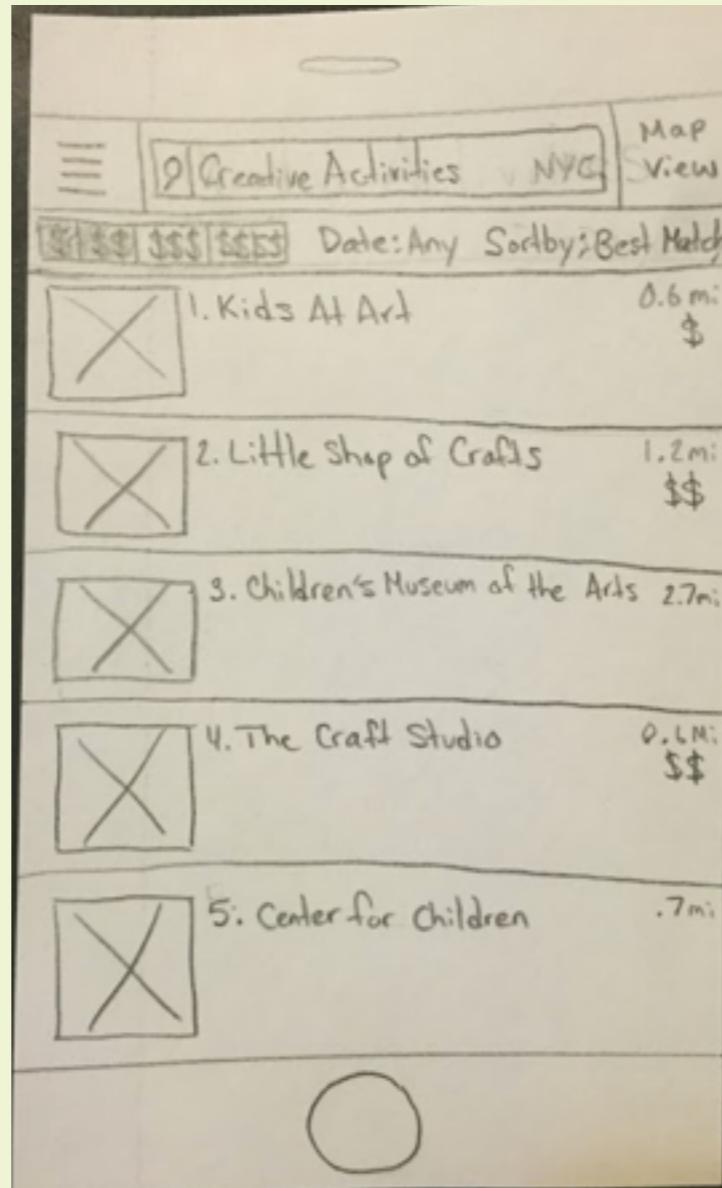
# Sketches, Wireframes, and Usability Testing



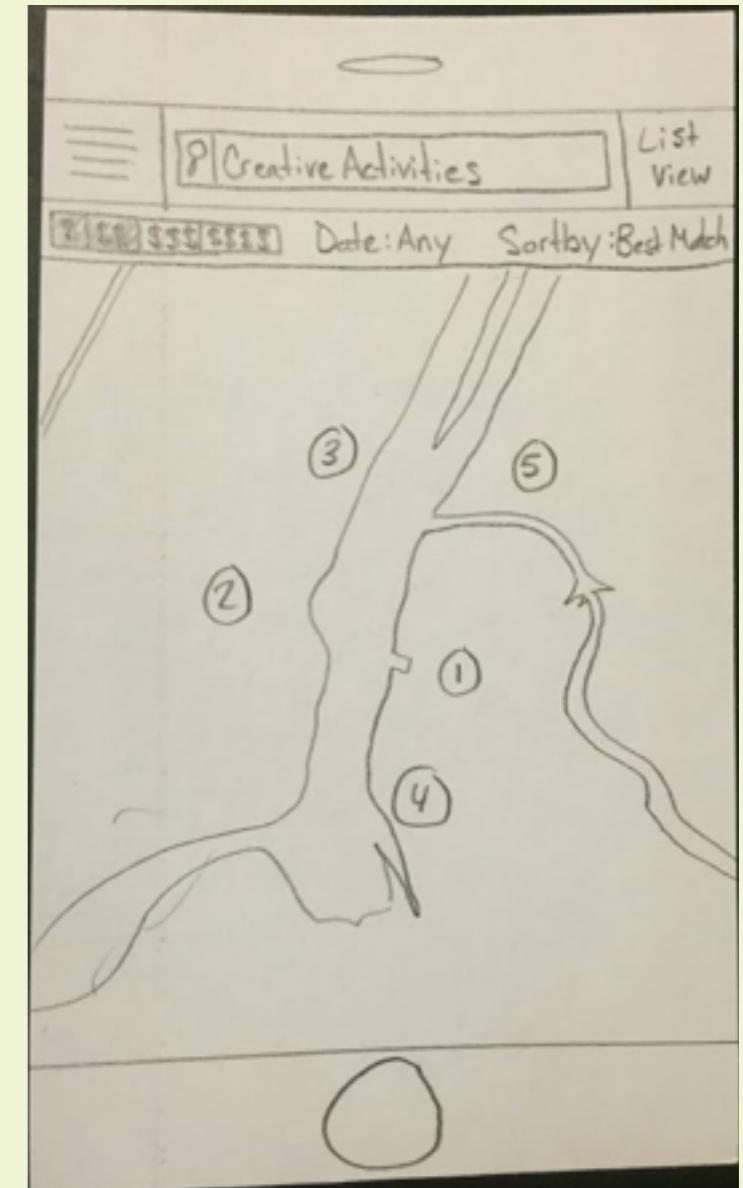
# Sketches



Welcome

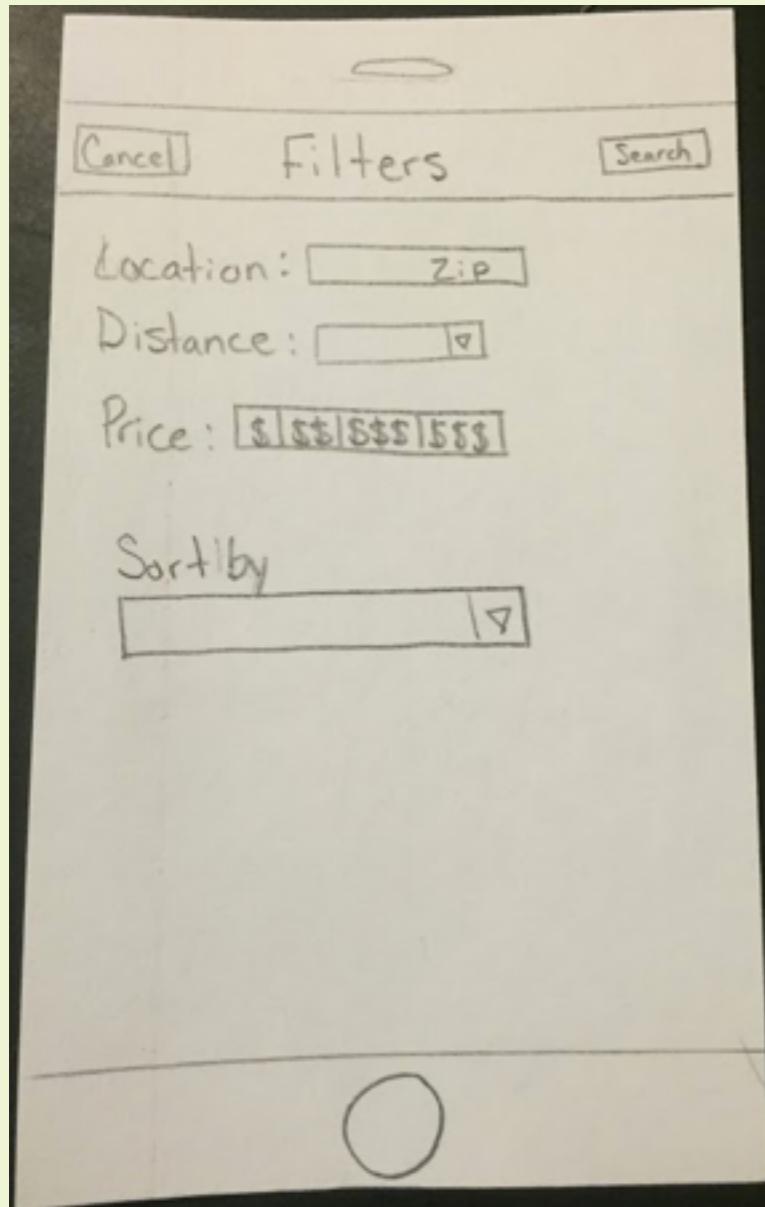


Activities List  
View

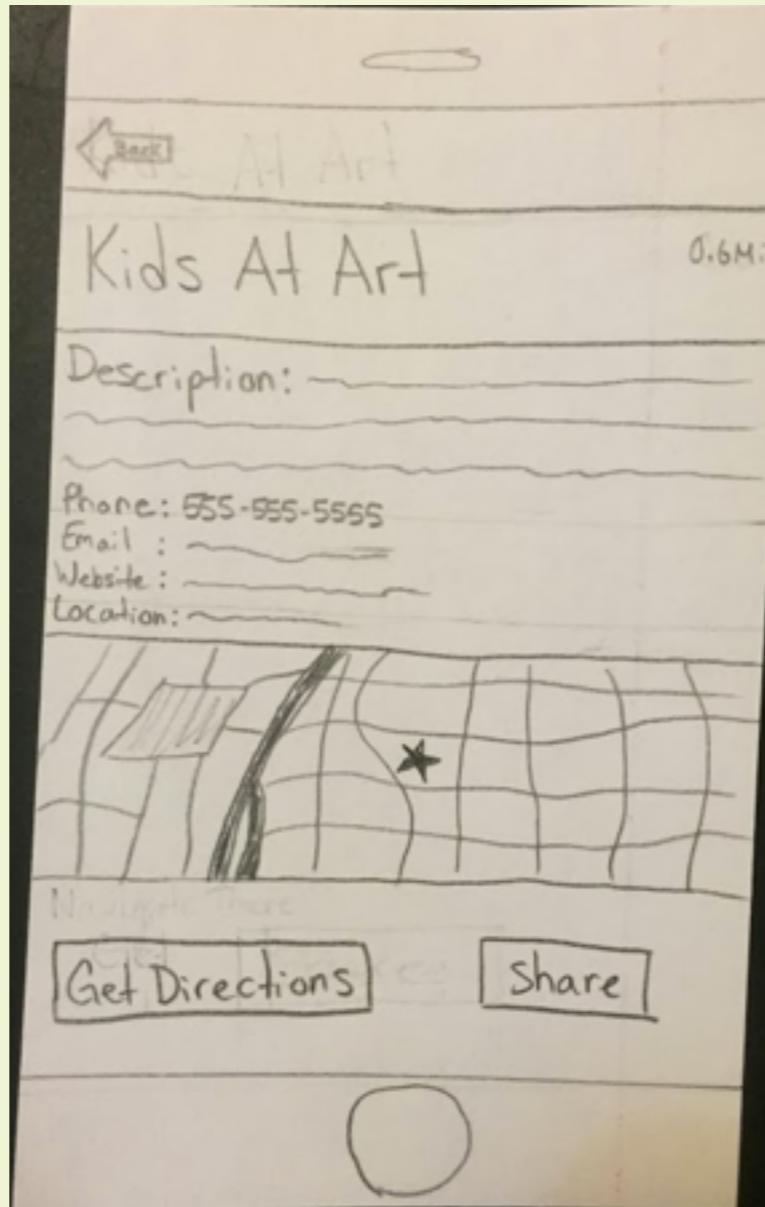


Activities Map  
View

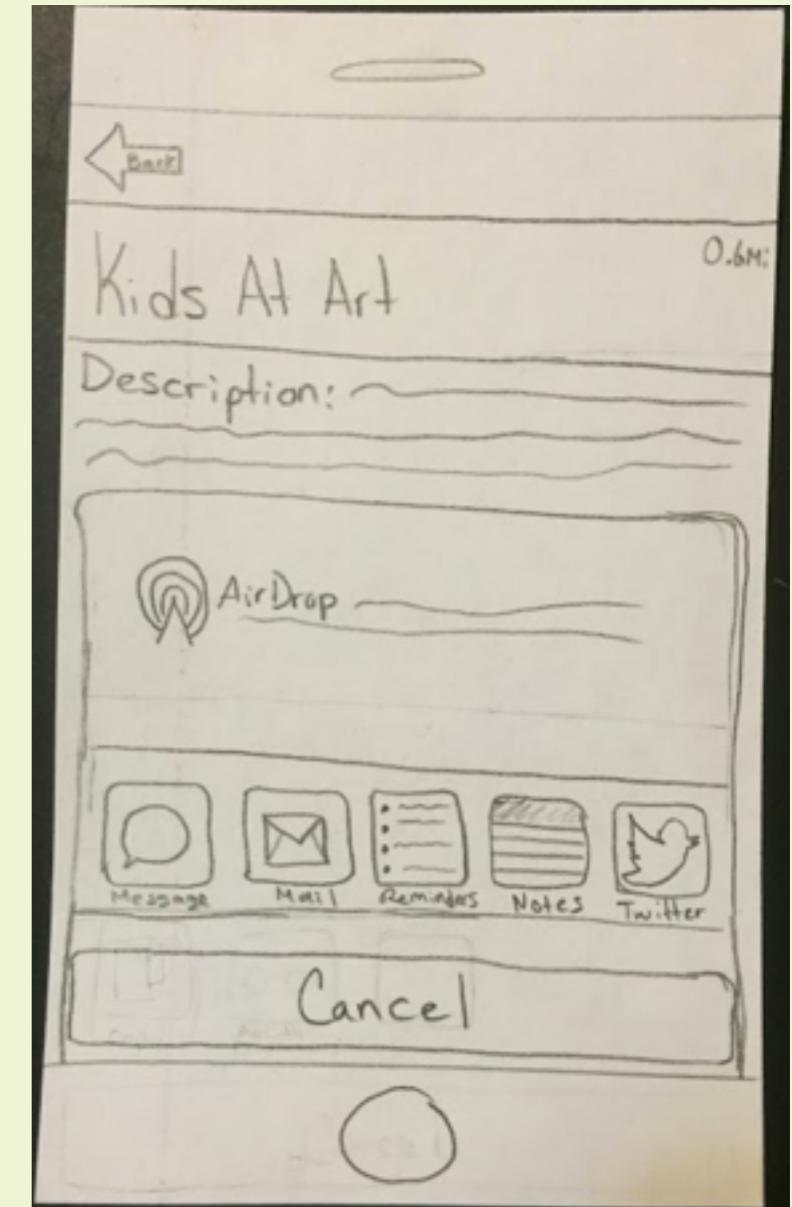
# Sketches



Filters

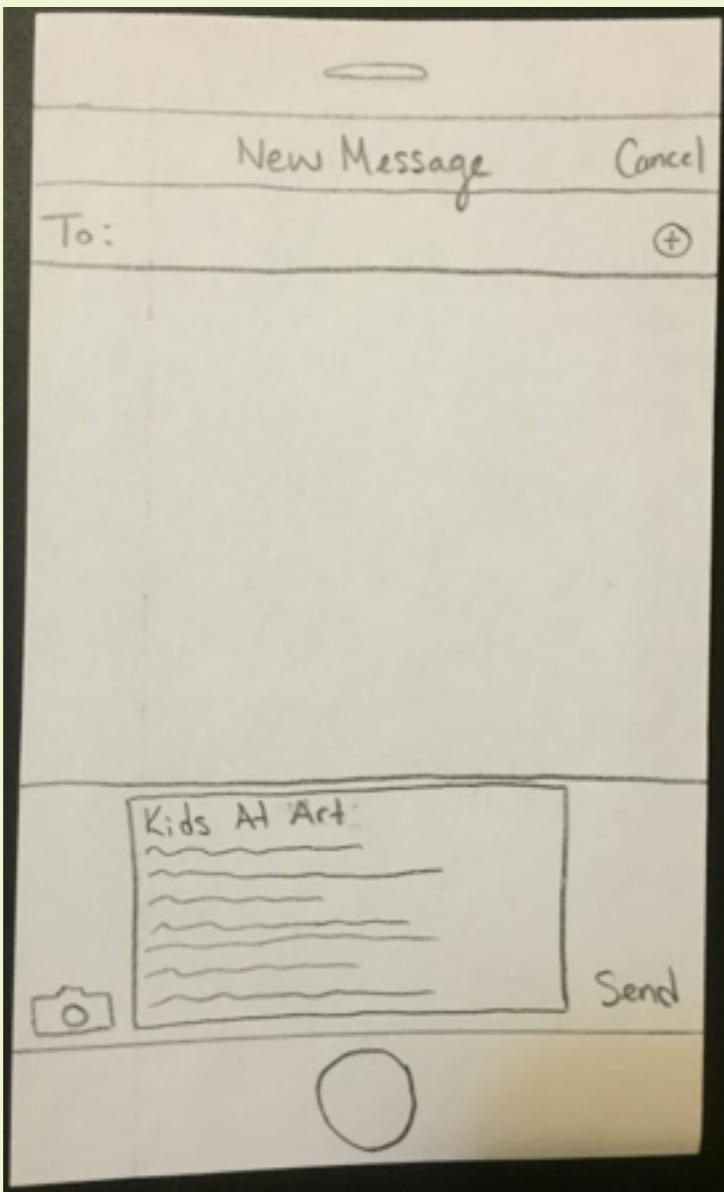


Activity Details

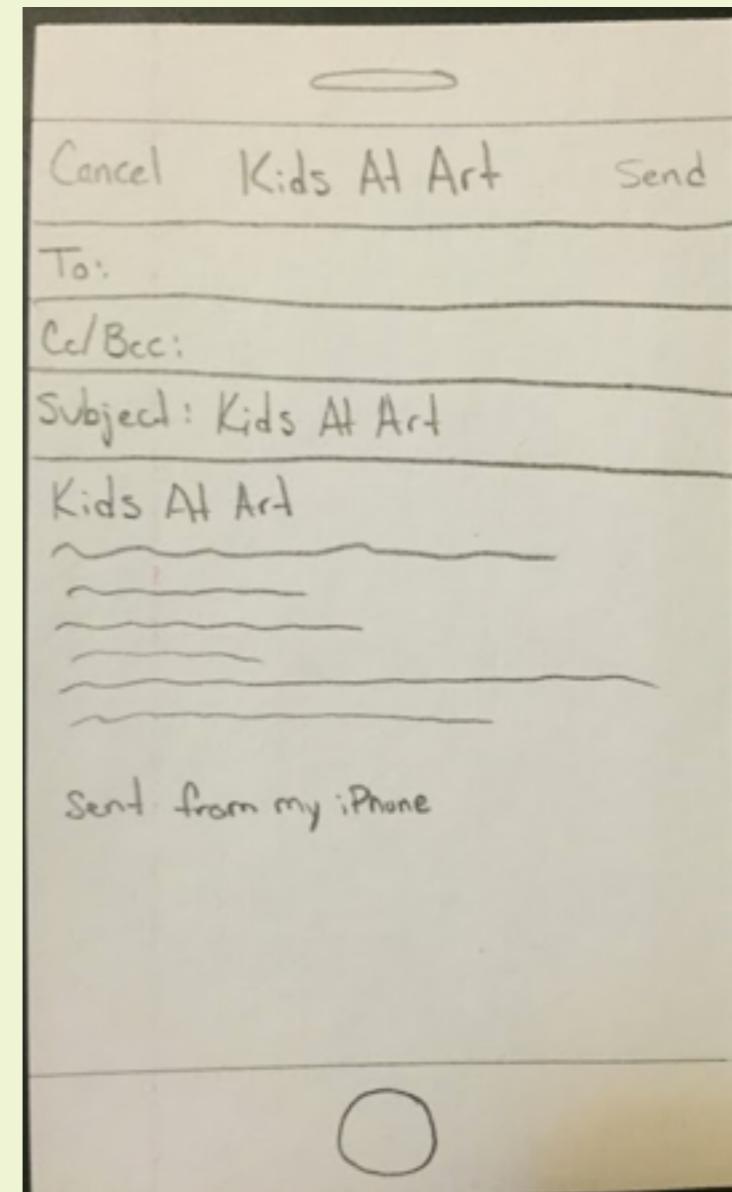


Share

# Sketches

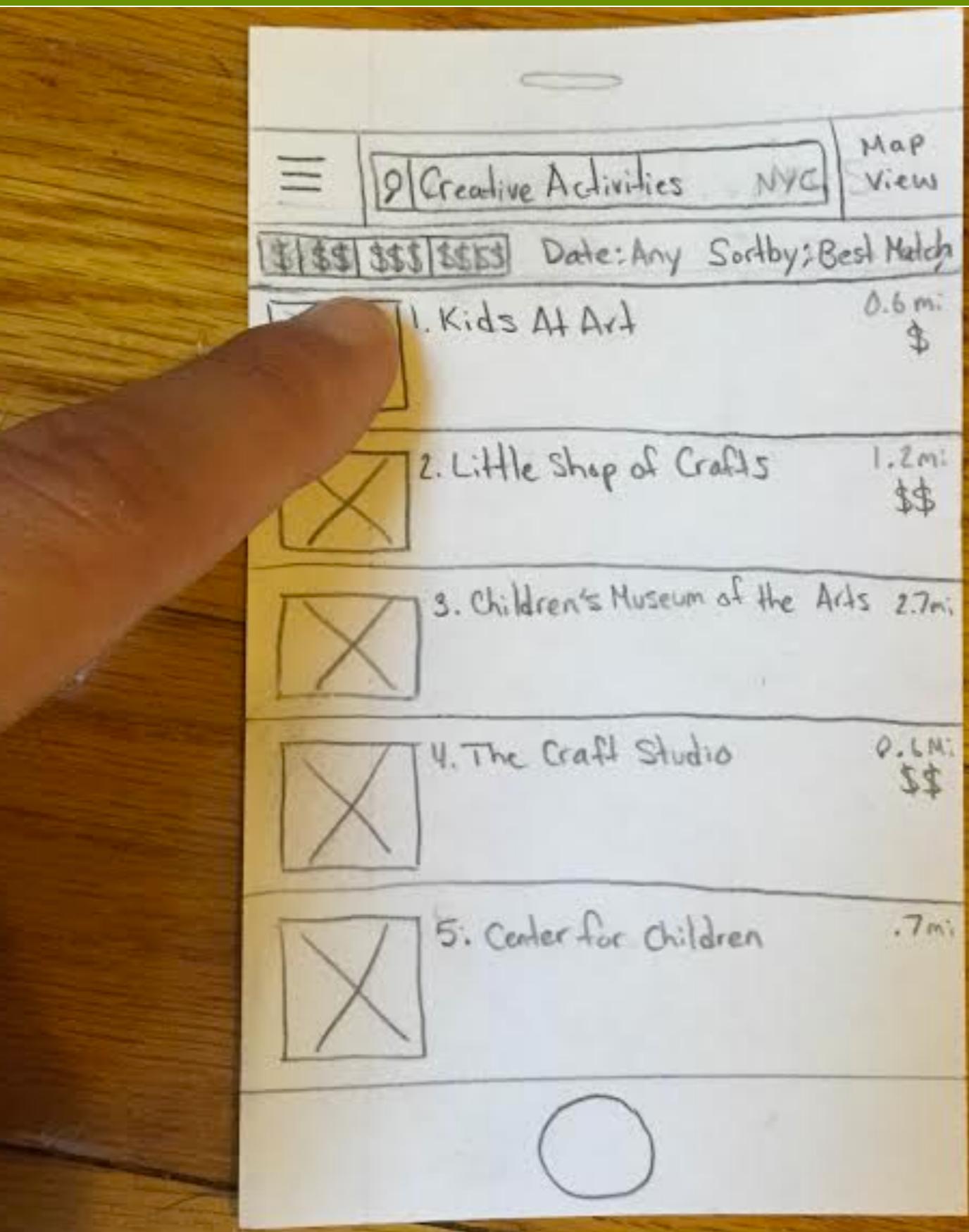


Share Via Text



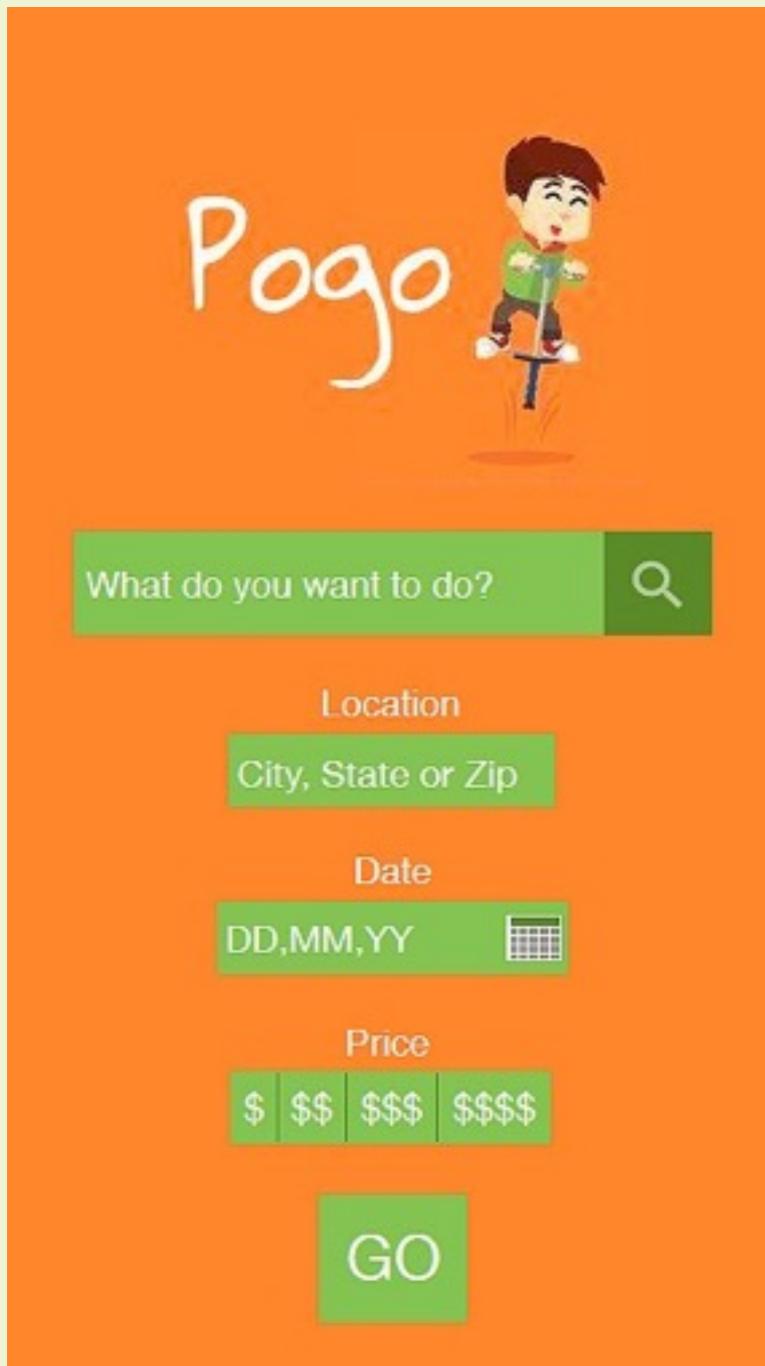
Share Via Email

# Paper Prototype Usability Tests

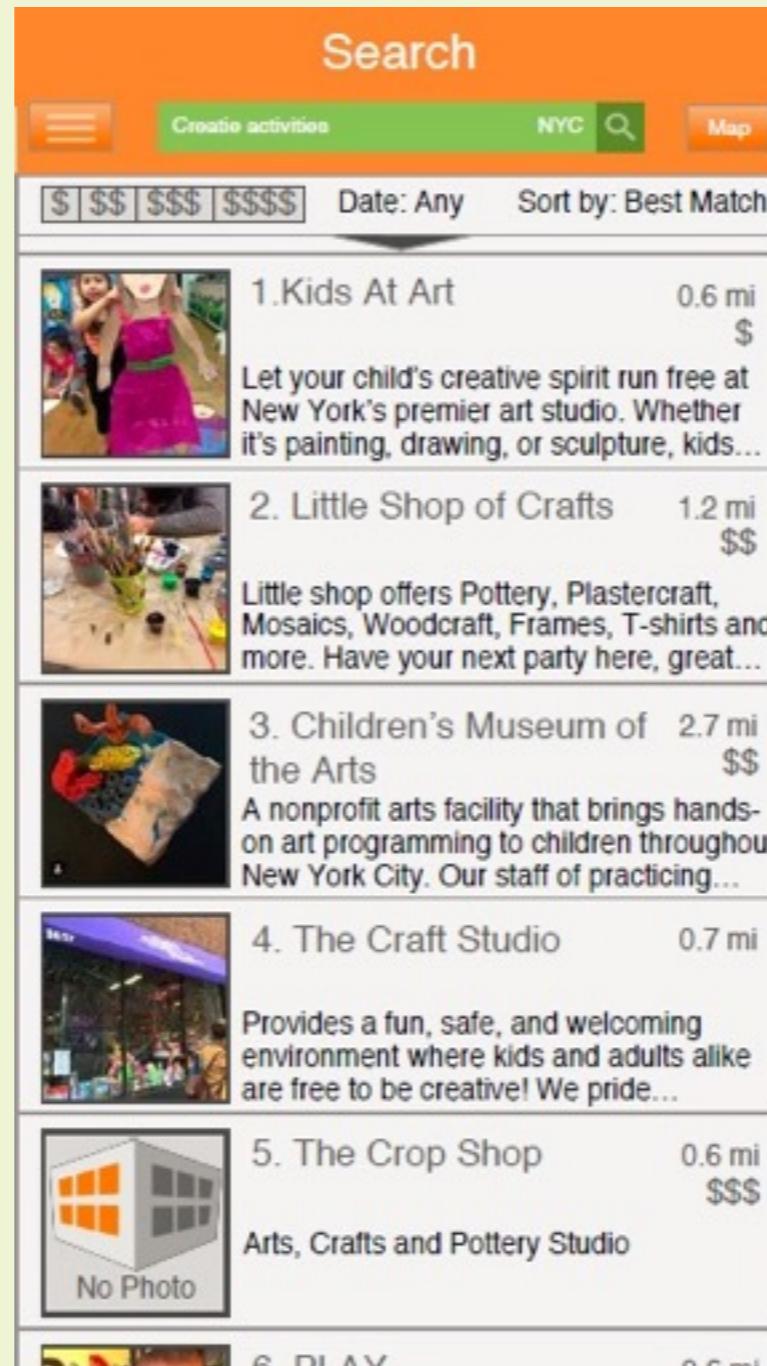


- The screen the hamburger menu brought up was not always consistent with what the users expected the hamburger menu to bring up
- Features to add eventually: Reviews, post photos, post activities, profiles, etc.
- In my sketch of the Activity Details screen there was no photo and there should have been one

# Hi-Fi Wireframes

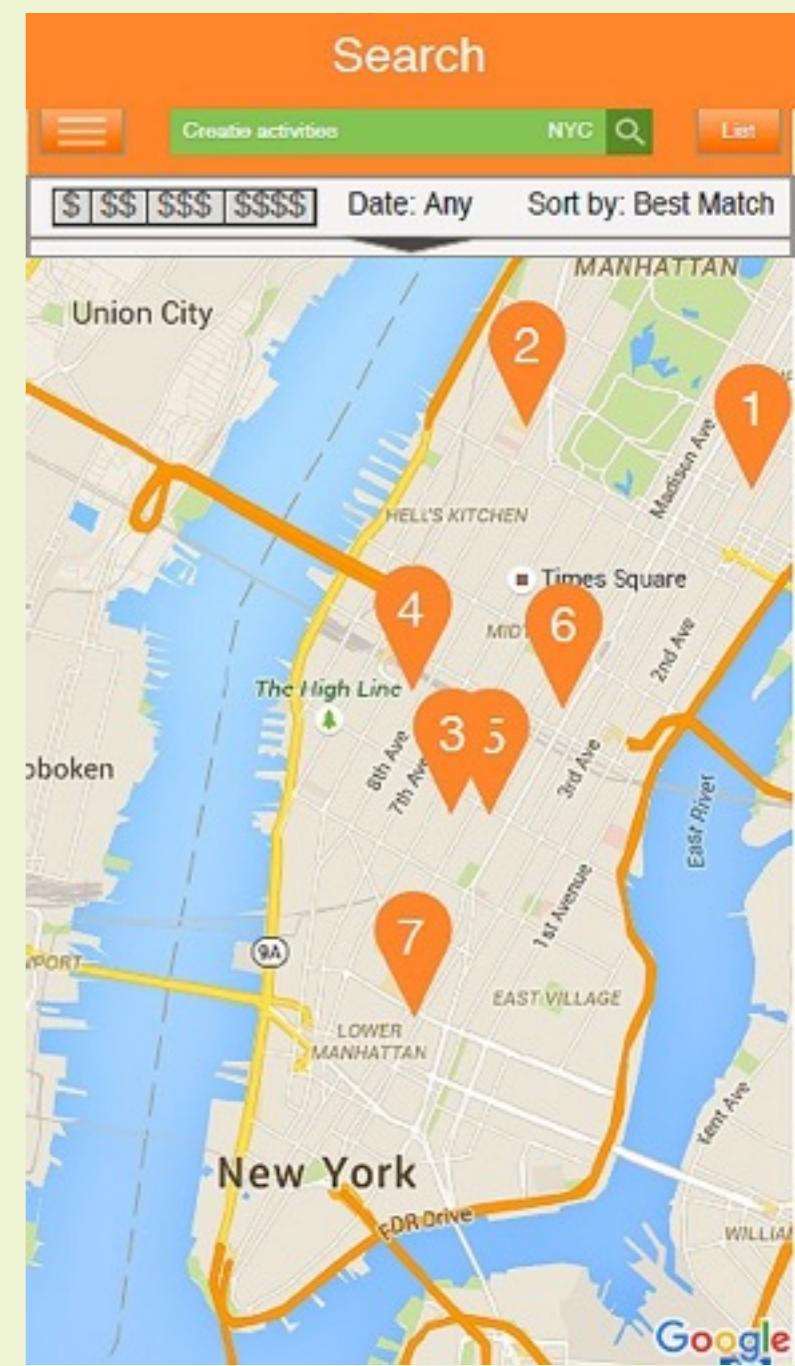


# Welcome



# Activities List

## View



# Activities Map View

# Hi-Fi Wireframes

Search

Create activities NYC Map

\$ \$\$\$ \$\$\$ \$\$\$ Date: Any Sort by: Best Match

**Filters**

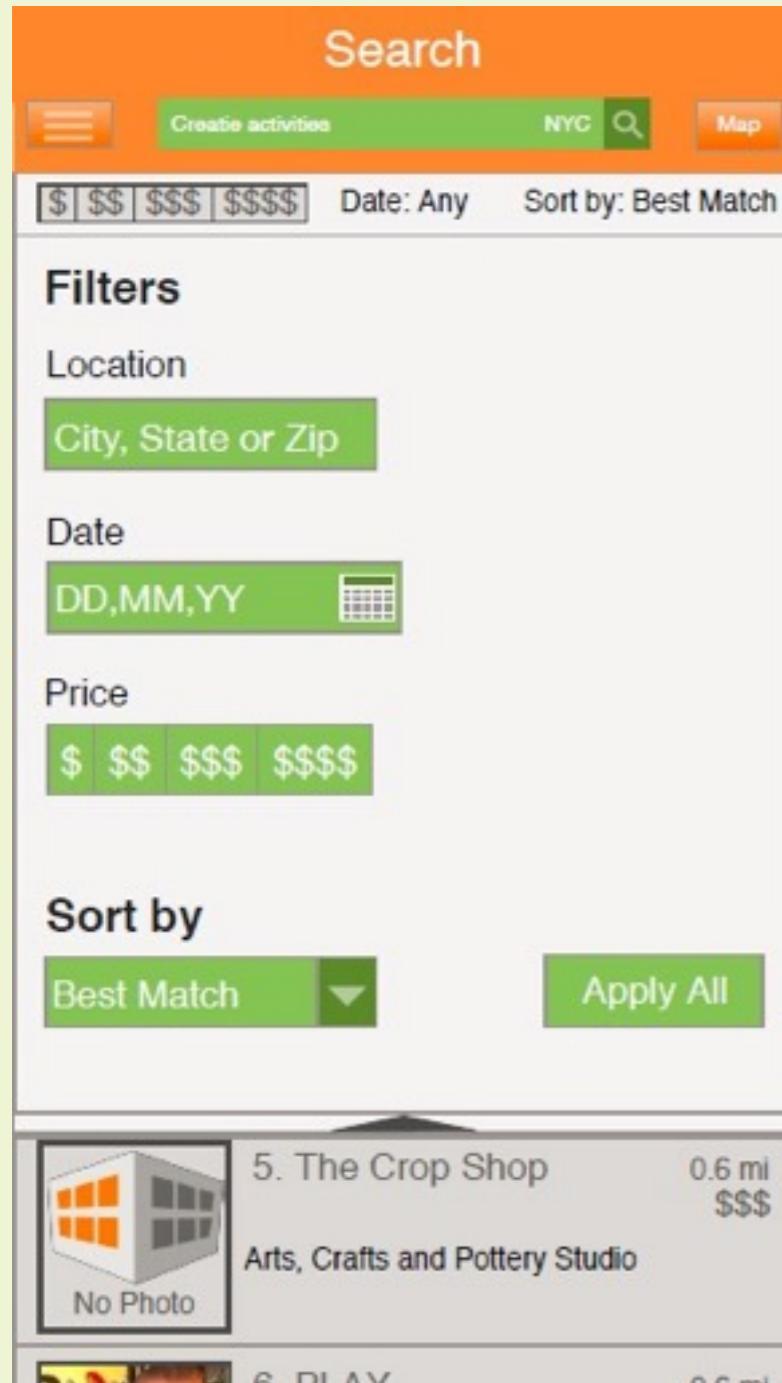
Location  
City, State or Zip

Date  
DD,MM,YY

Price  
\$ \$\$ \$\$\$ \$\$\$

Sort by  
Best Match ▾ Apply All

5. The Crop Shop 0.6 mi \$\$\$  
Arts, Crafts and Pottery Studio  
No Photo  
6 PLAY 0.6 mi



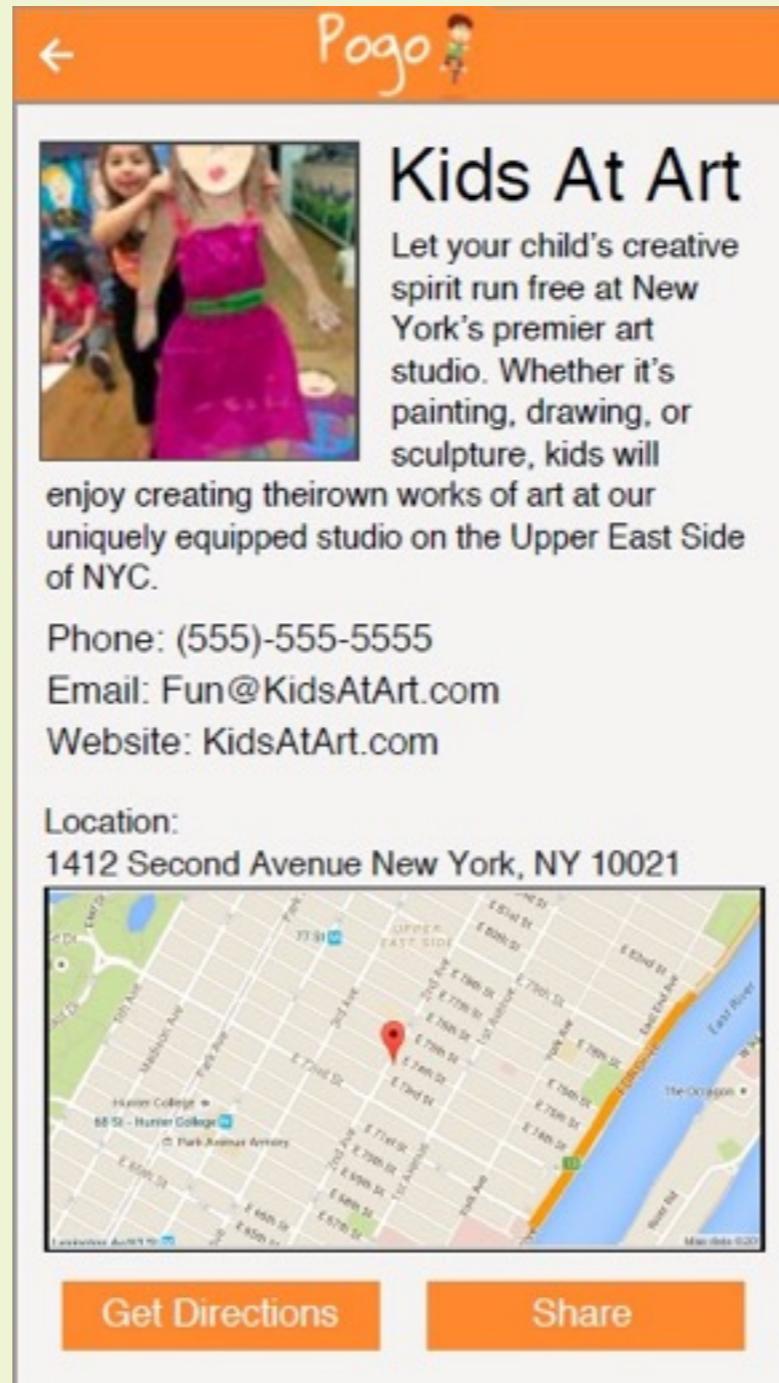
Pogo

## Kids At Art

Let your child's creative spirit run free at New York's premier art studio. Whether it's painting, drawing, or sculpture, kids will enjoy creating their own works of art at our uniquely equipped studio on the Upper East Side of NYC.

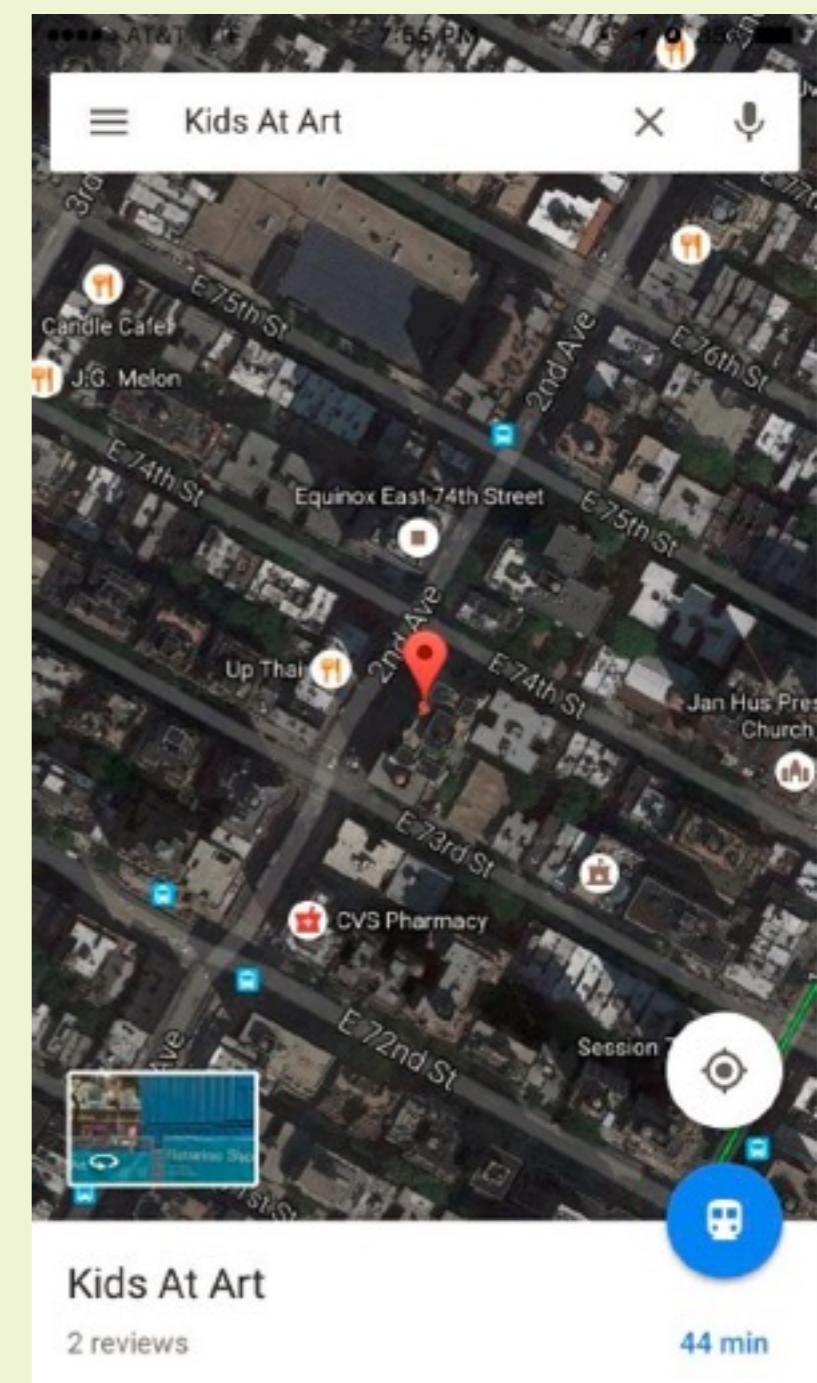
Phone: (555)-555-5555  
Email: Fun@KidsAtArt.com  
Website: KidsAtArt.com

Location:  
1412 Second Avenue New York, NY 10021



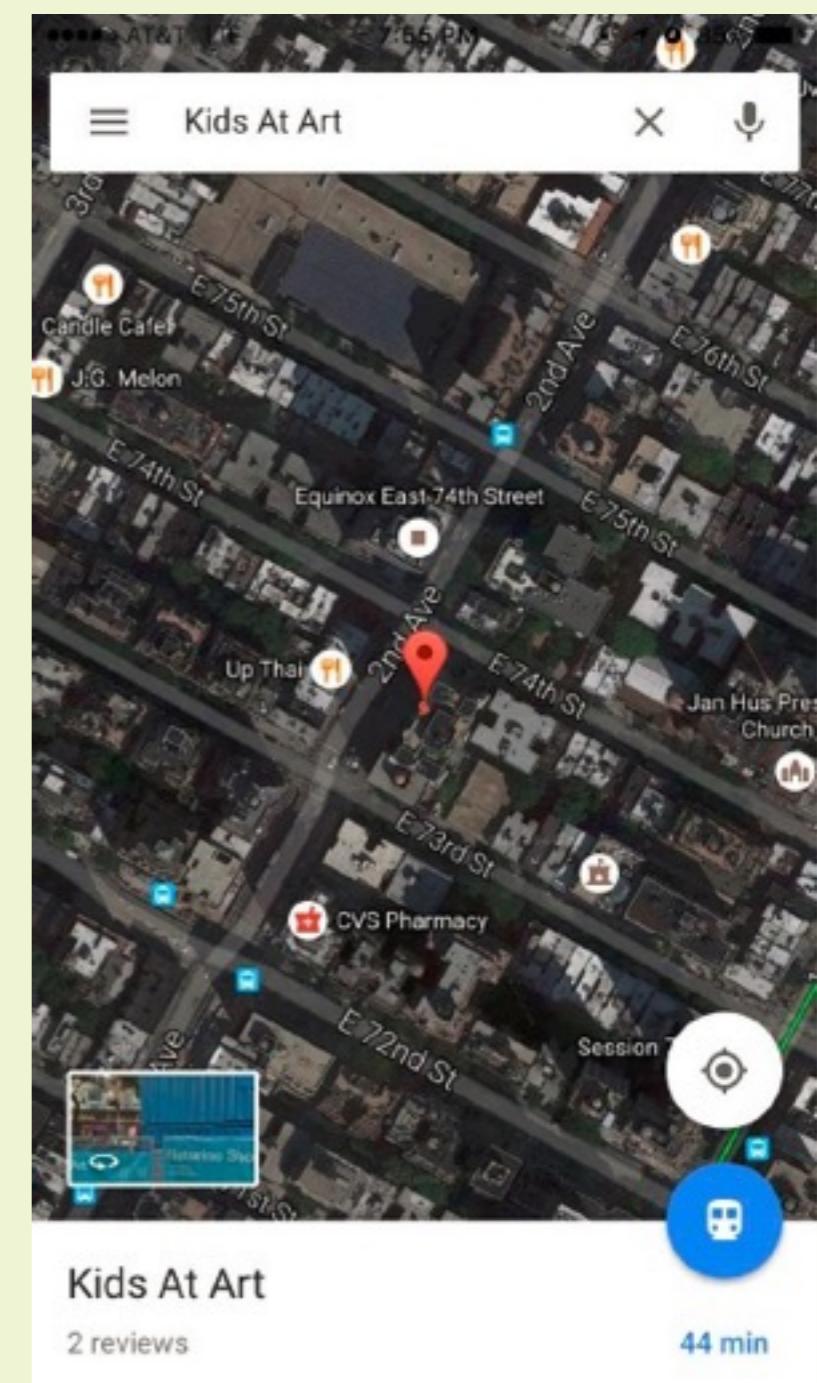
7:55 PM

## Kids At Art



44 min

Kids At Art  
2 reviews

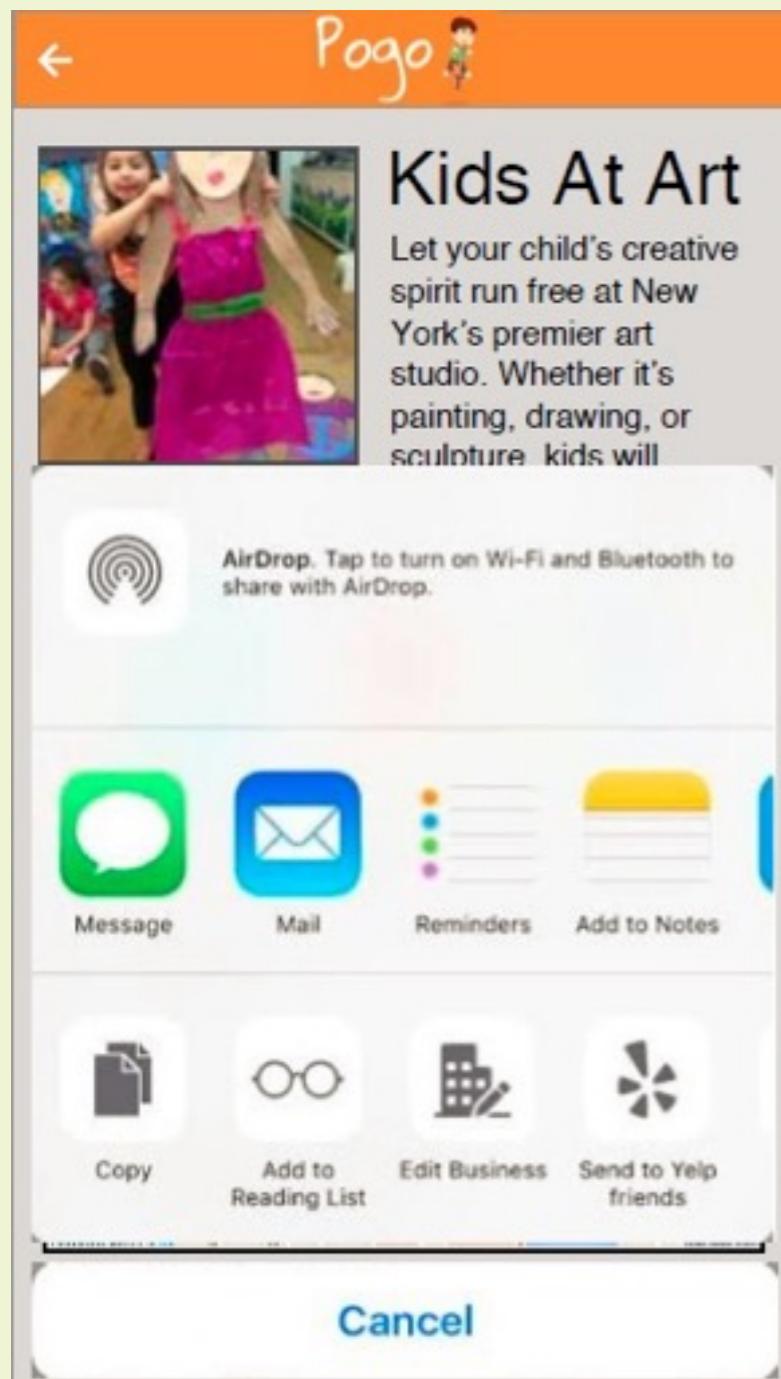


Filters

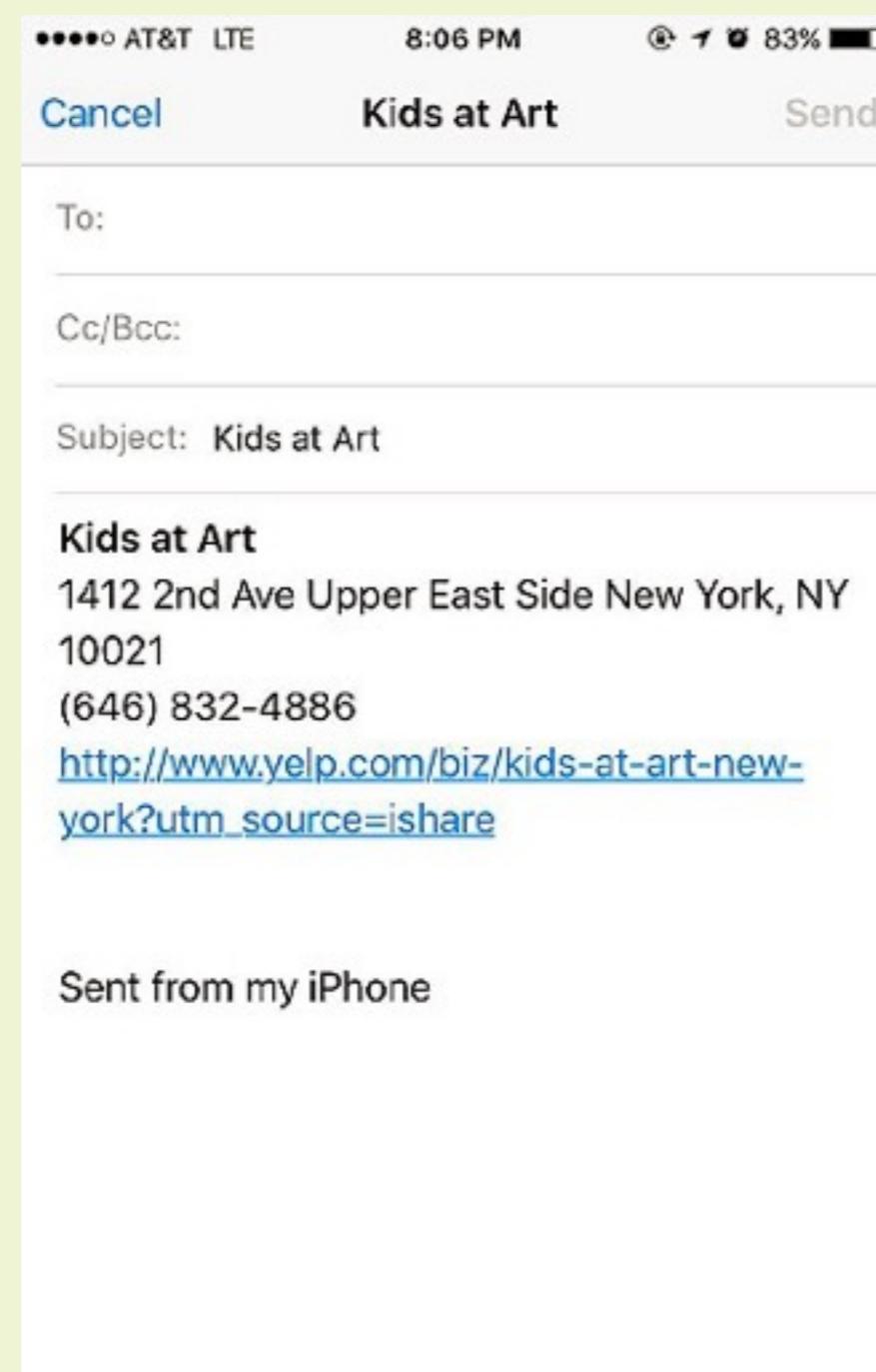
Activity Details

Directions

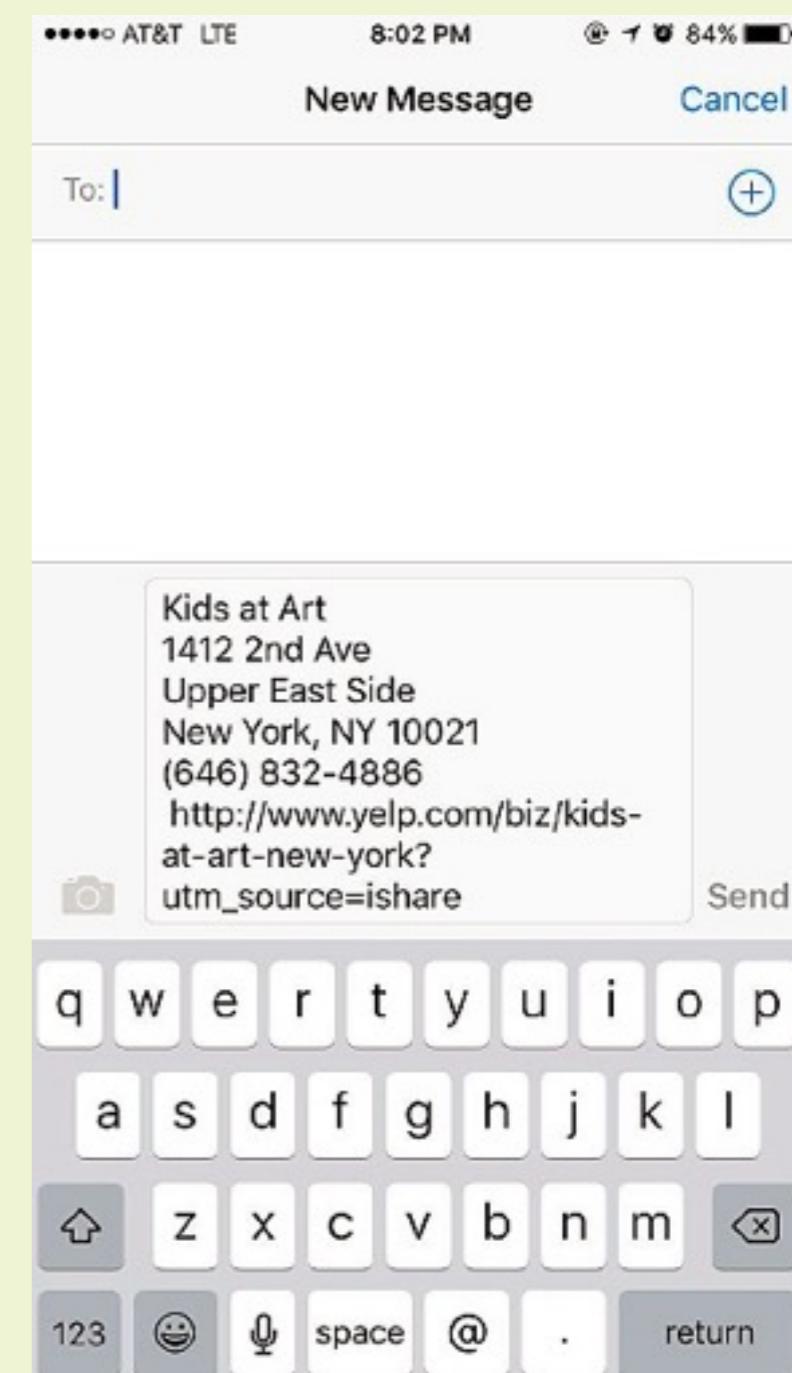
# Hi-Fi Wireframes



Share Options

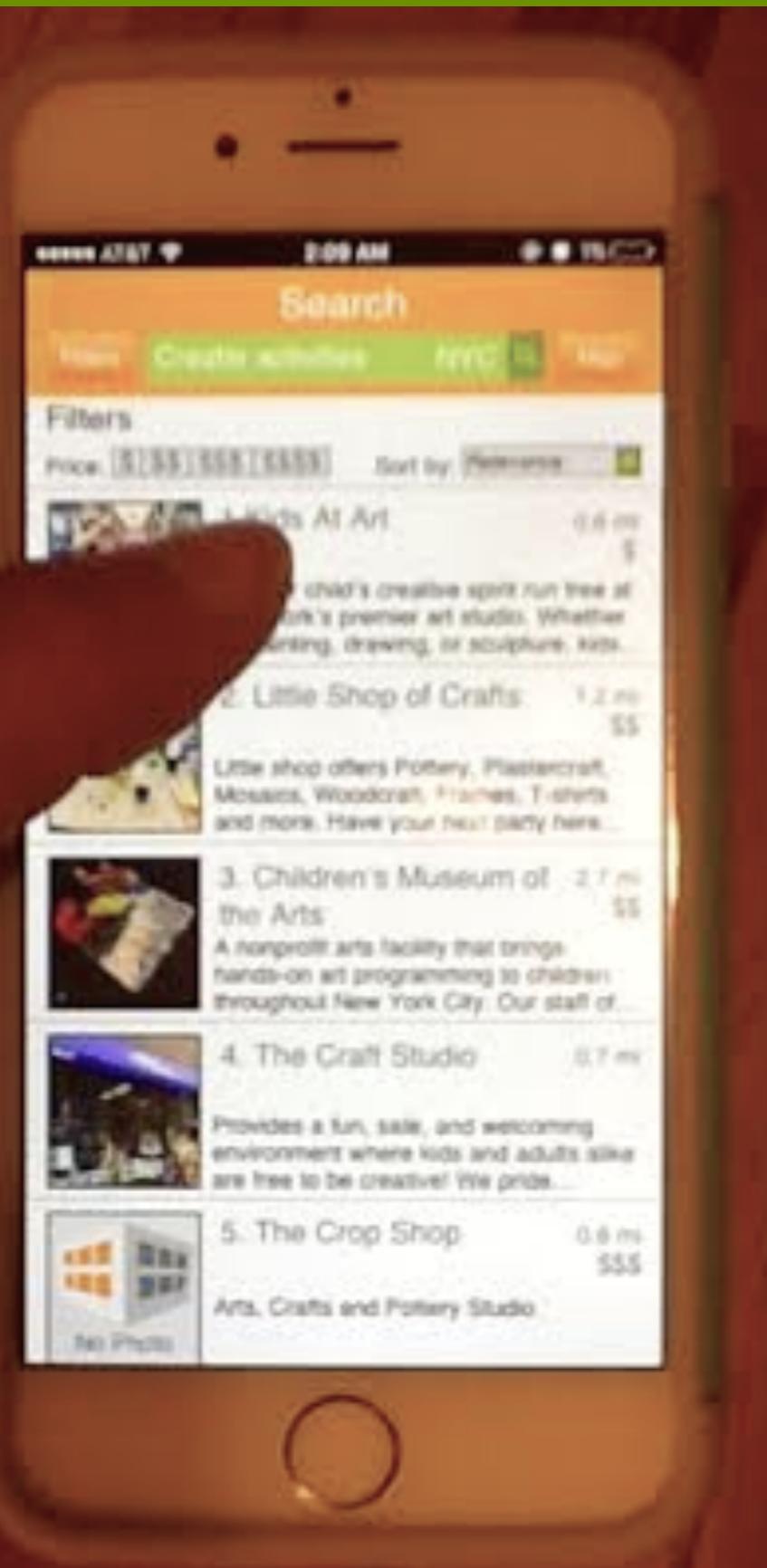


Share Via Email



Share Via Text

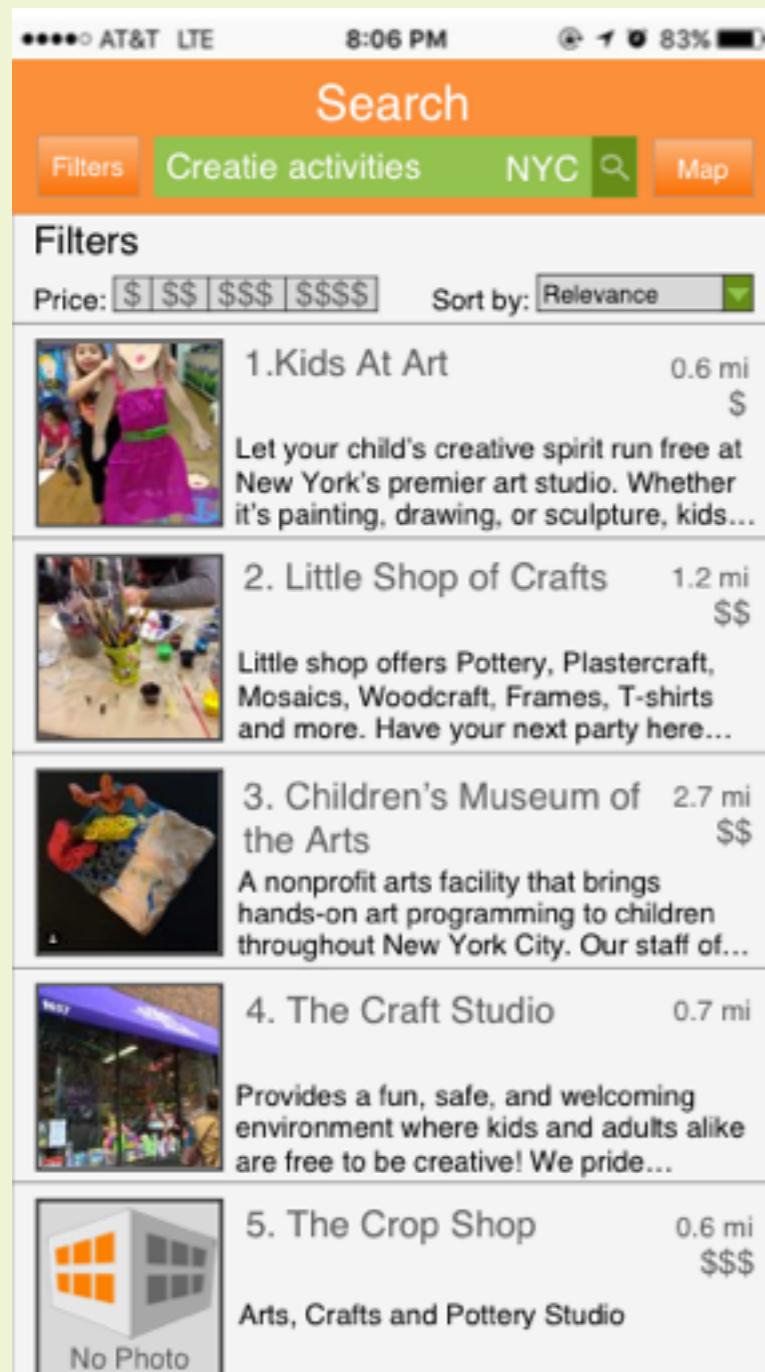
# Clickable Prototype Usability Tests



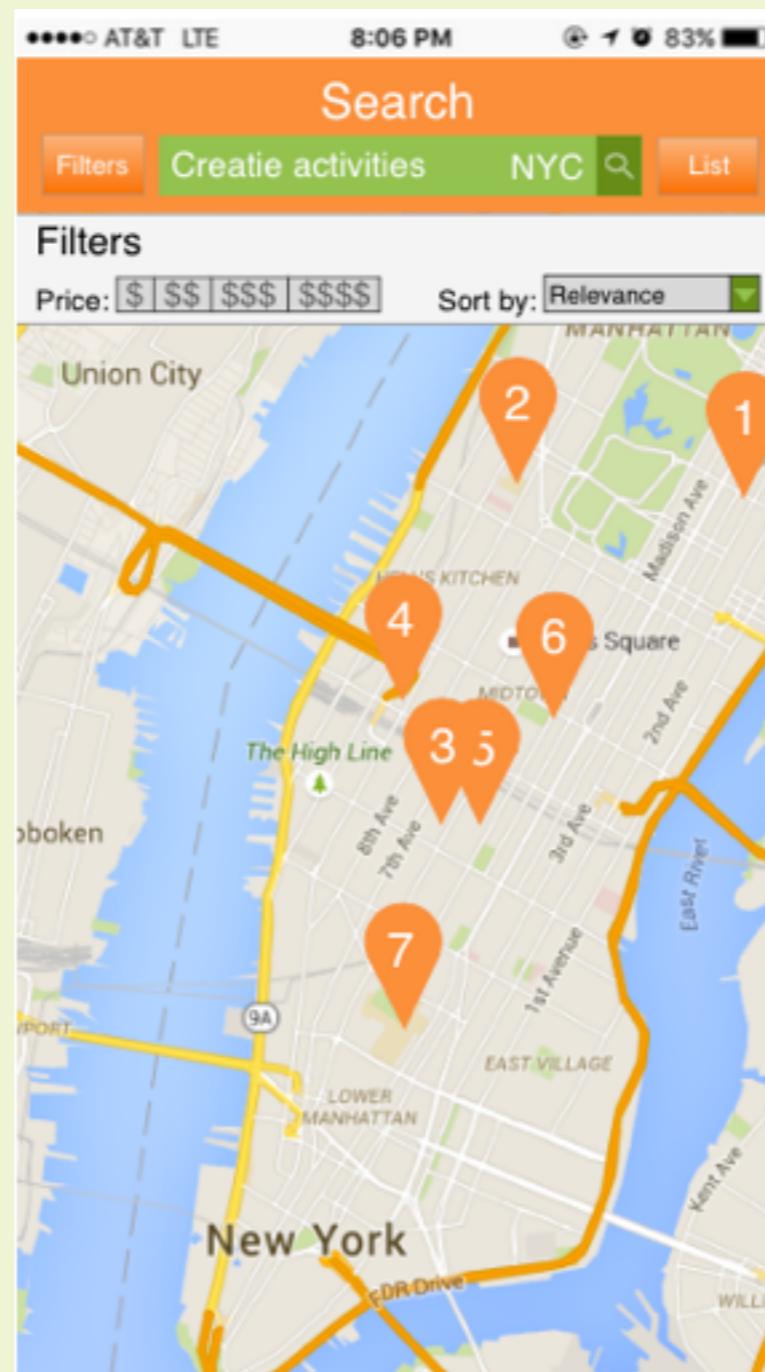
- Users were confused with how the filter options were displayed
- Users didn't notice they were still on the list page when the filter options were displayed
- Users didn't notice the arrow indicating that the filters panel dropped down
- Users Wanted to tap the search box to edit the location. They didn't think it would be changed in the filter settings

Prototype available @  
<https://invis.io/7K7GTAK62>

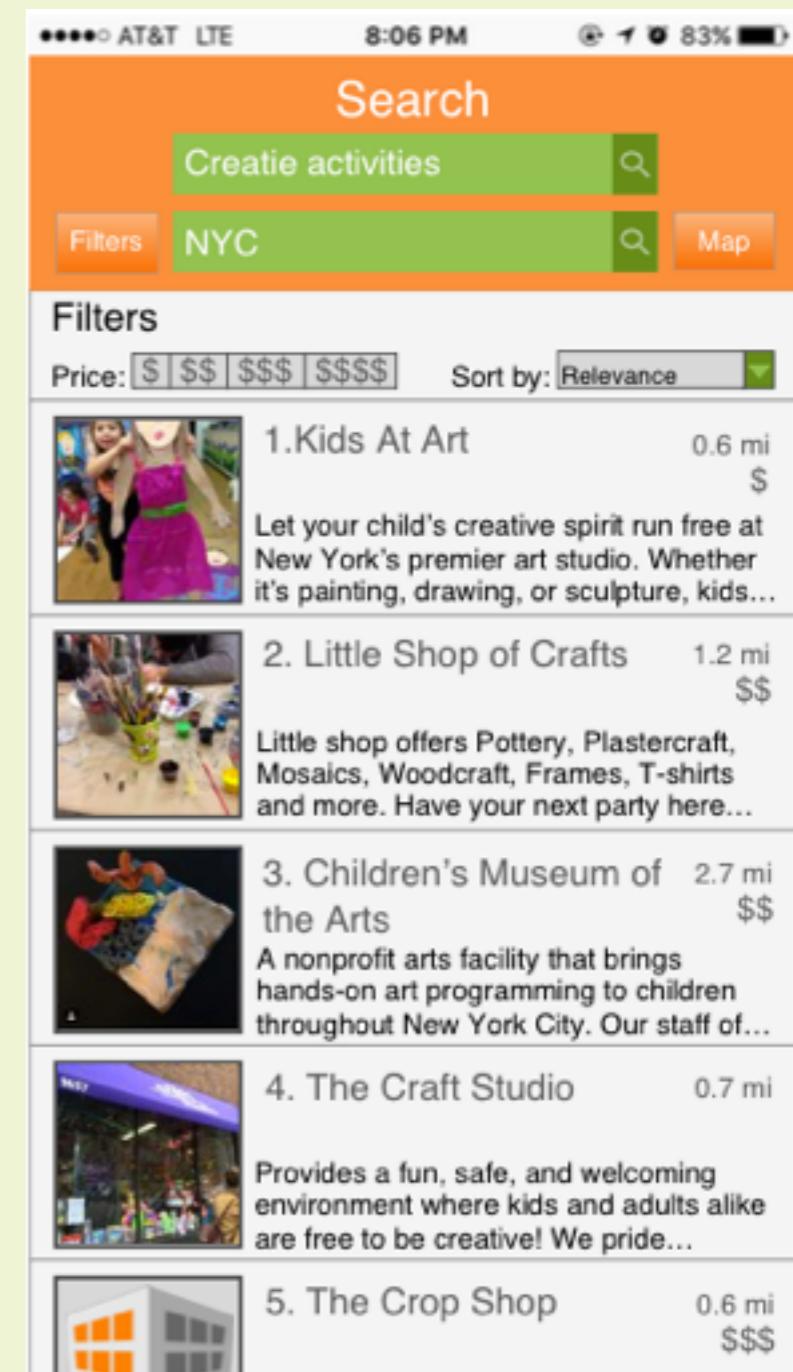
# Hi-Fi Wireframes Revised



# List View



# Map View



## Edit Location

# Hi-Fi Wireframes Revised

AT&T LTE 8:06 PM 83%

## Search

**Filters** Creative activities NYC Map

**Filters**  
Price: \$ \$\$ \$\$\$ \$\$\$ Sort by: Relevance  
Date: Any Distance: 0-5 miles

**Apply** **Cancel**

It's painting, drawing, or sculpture, kids...

|  |   |        |        |
|--|---|--------|--------|
|  | 2. Little Shop of Crafts  | 1.2 mi | \$\$   |
|  | Little shop offers Pottery, Plastercraft, Mosaics, Woodcraft, Frames, T-shirts and more. Have your next party here... |        |        |
|  | 3. Children's Museum of the Arts  | 2.7 mi | \$\$   |
|  | A nonprofit arts facility that brings hands-on art programming to children throughout New York City. Our staff of...  |        |        |
|  | 4. The Craft Studio   | 0.7 mi |        |
|  | Provides a fun, safe, and welcoming environment where kids and adults alike are free to be creative! We pride...      |        |        |
|  | 5. The Crop Shop  | 0.6 mi | \$\$\$ |
|  | Arts, Crafts and Pottery Studio   |        |        |

AT&T LTE 8:06 PM 83%

## Search

**Filters** Creative activities NYC Map

**Filters**  
Price: \$ \$\$ \$\$\$ \$\$\$ Sort by: Relevance  
Date: Any Distance: Price: Low-High  
Distance: Price: High-Low  
Distance

**Apply** **Cancel**

It's painting, drawing, or sculpture, kids...

|  |   |        |        |
|--|---|--------|--------|
|  | 2. Little Shop of Crafts  | 1.2 mi | \$\$   |
|  | Little shop offers Pottery, Plastercraft, Mosaics, Woodcraft, Frames, T-shirts and more. Have your next party here... |        |        |
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AT&T LTE 8:06 PM 83%

## Pogo

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Phone: (555)-555-5555  
Email: Fun@KidsAtArt.com  
Website: KidsAtArt.com

Location:  
1412 Second Avenue New York, NY 10021

**Get Directions** **Share**

Filters

Edit Sort By

Activity Details

# Hi-Fi Wireframes Revised: Changes

- Changes hamburger button to just say Filters
- Added a title “Filters” above the current filters displayed on the map and list view screens
- Got rid of the arrow that indicated that the filters drop down
- Now when you click to change one of the filters on the list view or map view screens a drop down appears with all the filter options
- Darkened the list of activities on the activities list view screen when the filters are dropped down
- Added a screen for changing the location by tapping the search box
- Made the photo smaller on the activity details page

# Wrapping up



# Take Aways

- Things that were obvious to me, the filters drop down arrow and that when the filters dropped down the user is still on the List View screen, were certainly not obvious to the user.
- Changing the way the filters were displayed made the task of filtering much more intuitive to the user.
- Doing something as simple as darkening the List View activities when the filter menu was displayed helped the user to understand they were still on the same page.

# Next Steps

- Update content so that it is less venue based and more event based
- Adding new features such as parent ratings and reviews, age ranges for each activity, and creating user profiles to name a few
- Expanding the screens so more functionality can be tested in the clickable prototype
- More user testing with the target audience



# Thank you



# Credits

- Presentation stock photos taken from google images
- Pogo Logo boy taken from google images