OCAD CSDM-N151
Introduction to User Interface (UI) and User Experience (UX) Design
Final Project

- The Walk to Shop App
- Ken Pink

The Problem

How can we help people who want to walk to go shopping but can't because everything is too far away?

- Many people would like to walk more because it is healthy and enjoyable.
- A lot of people would like to walk to do various tasks to get stores and sellers but end up driving or just using transit because everything is too far for them to go.
- Not using a car saves money and is good for the environment.
- Unfortunately, many people cannot walk to their goods and services providers because they are too far away.
- This app helps people find sellers that can be accessed without a car by showing seller locations and nearby walking routes.
- near them, and where transit and walking routes intersect.
- It gives people the ability to plan walking routes and how to access them using transit routes by transit and save (for offline use) routes, maps and schedules.

The Solution

- The Walk to Shop app helps people find goods and service providers (sellers) that are accessible without a car.

- It helps people plan carless routes to those sellers by showing walking and biking routes and where they intersect with transit routes.

- Users can also save routes, maps and schedules for offline use.

The Concept

The Walk to Shop app is like [AllTrails](#), [TripLinx](#) and [Go Transit](#) but for people who, want to be able to walk to go shopping.

- This app would provide the location of sellers and service providers that have near by trails and paths that can bee accessed by transit.

- This would be good for combining walking or biking with transit.

- The app would provide the location or trails and paths with information about them, information about the sellers and service a, and a list of transit routes that intersect with the trails and paths.

- A main feature of the Walk to Shop app is that maps and transit schedules can be downloaded/saved locally in the even that a walker does not have a cell phone signal while on one of their outing.

Persona

The Walk and Shop App
Persona 1: Bill the Remote Computer Worker

Motivations
- Concerned about health
- Concerned about environment
- Wants to be more active
- Wants to walk more
- Wants to use the car less

Demographics
- Age: 48
- Male
- Works from home
- Computer Marketer
- Web savvy
- Healthy
- Likes to walk

Pain Points
- Sits too much
- Not active enough
- Driving is too expensive
- Can't walk to shopping because everything is too far.
  Quote: "I can't walk for shopping because I live in an industrial area and there's nothing close by".

Research

I researched this project by doing the following:

1. Conducting four user interviews on the theme of: *"What are the barriers to getting around your community by walking?"*
   The survey questions are here

2. Reviewing the transcripts for themes and turning them into a low-fidelity diagram.
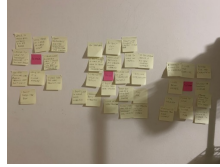
3. Researching existing apps that try to help with similar problems. Some of these included [AllTrails](), [TripLinx]() and [Go Transit]().

4. Creating sketches of the app, turning it into a [low-fidelity protype]() and then testing this with a selection of users.

5. Incorporating that feed-back into a final prototype and testing the results with users.

- Do you enjoy walking?
- Do you ever enjoy it/Not enjoy it?
- Do you walk much?
- How often do you walk?
- Tell me about the last time you walked.
- Why were you walking?
- Where were you walking?
- How long were you walking, or, how far did you go?
- Was it a good experience?
- Why or why wasn't it a good experience?
- What would have made you like it more or dislike it less?
- Can you think of a time when you chose to walk even though there was another way you could have gone instead, such as bike, bus or car?
- Why did you choose to walk?
- Is there anywhere you like to walk?
- Is there anywhere you don't like to walk?
- Is there anywhere you can think of that could or should be made better for walking?
- If yes, where and how?
- Do you ever walk to go shopping? What's that like?

User Experience Map

The high-fidelity user experience map shown here was created following the user-experience mapping process described on the following pages.

| Flow Map	Search for Product or Service Sellers	Display a Map of Sellers and Nearby Routes	Focus in on Seller Locations	Select A Seller	Generate a Route for Offline Use
Thinking	• I need to shop but I want to walk. • I wish I could walk to shopping. • I'll have to drive or take the bus. • Everything is likely too far to walk.	• There's lots of trails if I could get to them. • I might need to use transit, but I could still walk to shop.	• I wonder where I could go.	• I need to spend time exploring and planning route options. • This is good but deserves some time and planning.	• This is good if there's no internet.
Feeling	• Curios: I want to know what, if anything, is available. • Frustrated: I can't get what I want close by. • Hopeful: This could work. • Doubtful: Everything is likely too far.	• Excited: There's lots of walking and biking routes • Excited: There's carless access options for many sellers.	• Positive: This app is pretty cool. • Hopeful: Some of these routes could work.	• Sad: Too bad more people don't add comments. • Intrigued: There seems to be options, but I have to explore. • Surprised: I can get a lot of these trails by transit.	• Glad: I can save this information for off-line use. • Confident: I can get to locations and not get lost.
What Can I Do?	• Search for and explore walking and biking routes. • Find route intersections. • See where the routes intersect with transit routes. • See seller locations. • See walkability info for sellers.	• See where sellers are and if there are any carless routes nearby. • Compare carless routes to sellers.	• Compare seller locations & nearby carless routes on an interactive map.	• Read info about a seller. • Read information about routes near a seller. • Read about walkability information for sellers.	• Save, for off-line use, a route plan with info about routes and transit connections.
What Can I see?	• An input box with text: What are you looking for? • An input box with the text: Location . • A button with label: Go . • A link with label: Saved Stuff .	• A printable map that is interactive.	• A full-screen map with locations of sellers. • Colour-coded lines depicting routes for walking and biking.	• Seller details. • Seller walkability score. • Seller walkability reviews • Clickable routes. • Info about routes. • Route interconnections.	• Saved route plans.

User Experience Mapping Process

1. After conducting user interviews, creating an affinity diagram and defining a problem statement, I made low-fidelity user map of the most common task to be performed by a user: **searching for sellers and routes**.
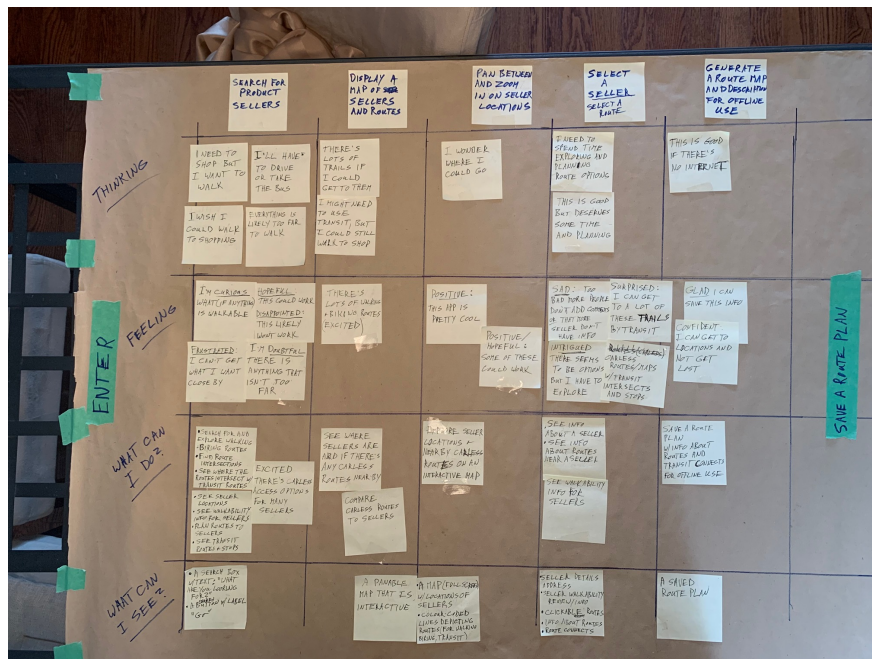
User Experience Mapping Process

2. I then made these low-fidelity sketches of the app.
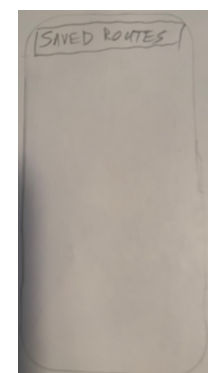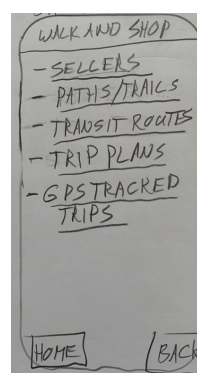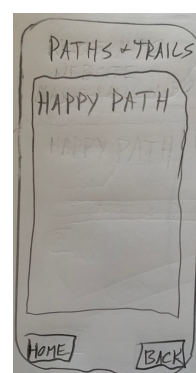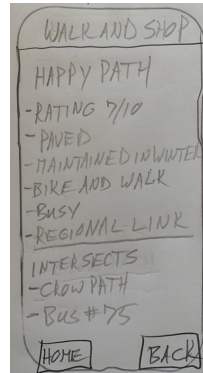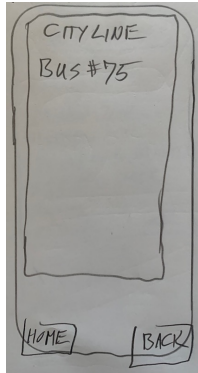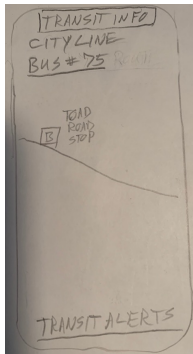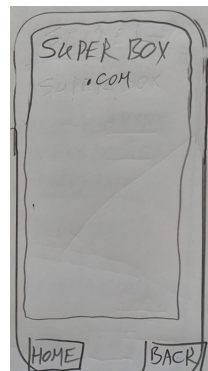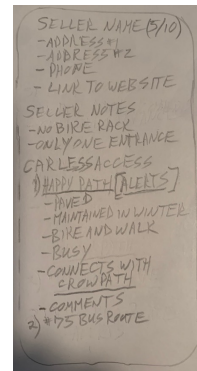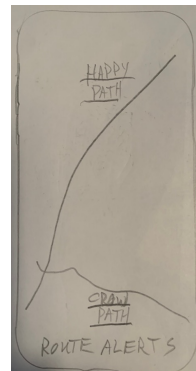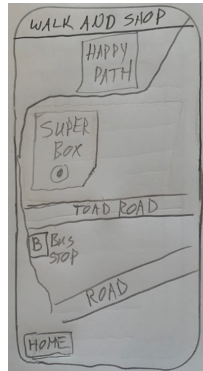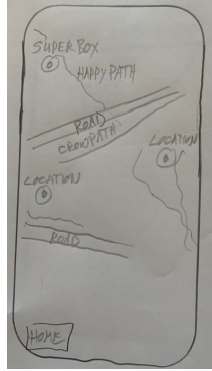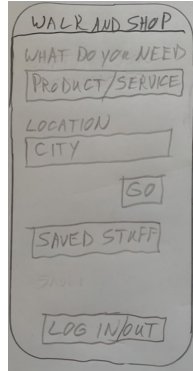
User Experience Mapping Process

4. I then turned them into a [low-fidelity prototype](#) using Marvel POP and presented it to my user testing group for feedback.

5. After getting feedback I turned this into a high-fidelity user experience map.

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Most Important Flow

The most important flow in the app is the search results presented to users after they have searched for a type of seller.
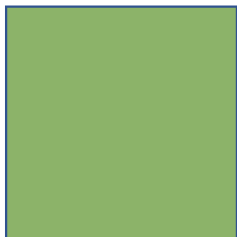
The search displays locations of sellers and nearby carless routes.

Users can then pan/slide between and zoom in on the sellers to see the routes that are close by.

Users can also click on the sellers and the routes to get more information about each.
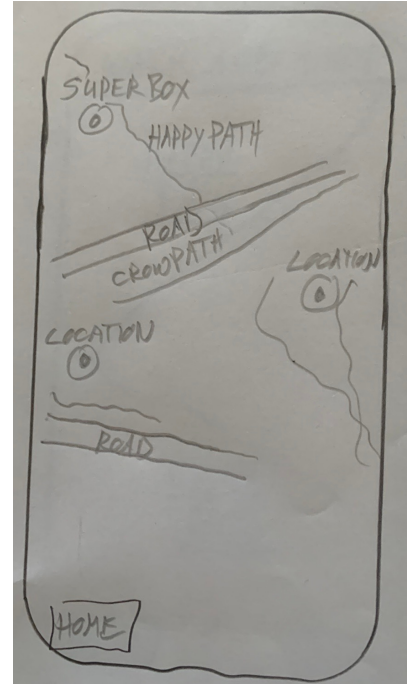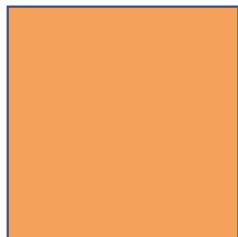
Possible Colours

#8cb369 #f4e285 #f4a259

Heading 1 Arial Black 54px
Heading 2 Arial 4px
Heading 3 Arial, bold, 28px
Heading 4 Calibri, bold 18px
Paragraph Calibri, 18px
Text Link Calibri, 18px, #3366CC

Button

Button fill
#35DB2D
Button text
Calibri, bold 28px, #ffffff

Star Ratings (H3)

★★★★★

Code example

Link to Saved Sellers
Verdana, 18px, #0000EE

Link to saved Routes
erdana, 18px, #0000EE

Link to saved Transit Schedules/Maps
Verdana, 18px, #0000EE

Component Library

Transit stop icon
Bootstrap: Bus front,
#3366CC

Text Link
Calibri, 18px, #0000EE

Button

Button fill
#35dB2d
Button text
Calibri, bold 28px, #ffffff

Placeholder text

Text input box
Round corners, #F2F2F2
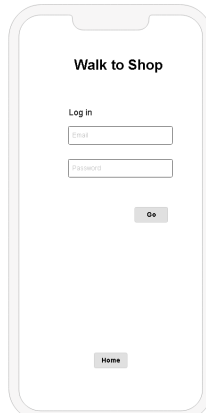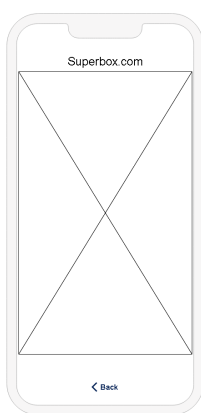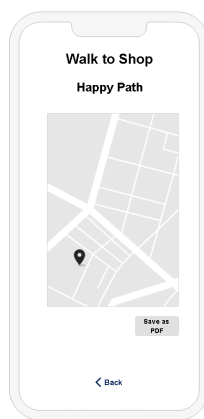Placeholder text
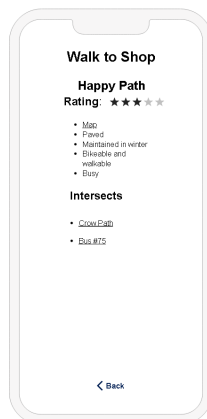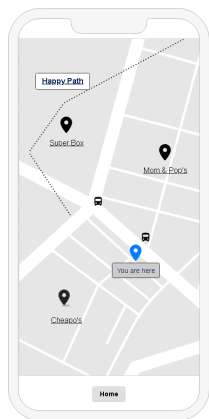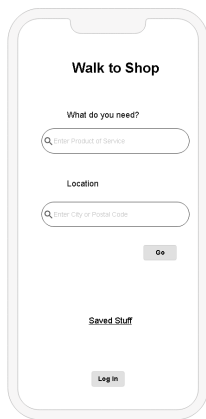Arial, #7F7F7F, 18px

< Back
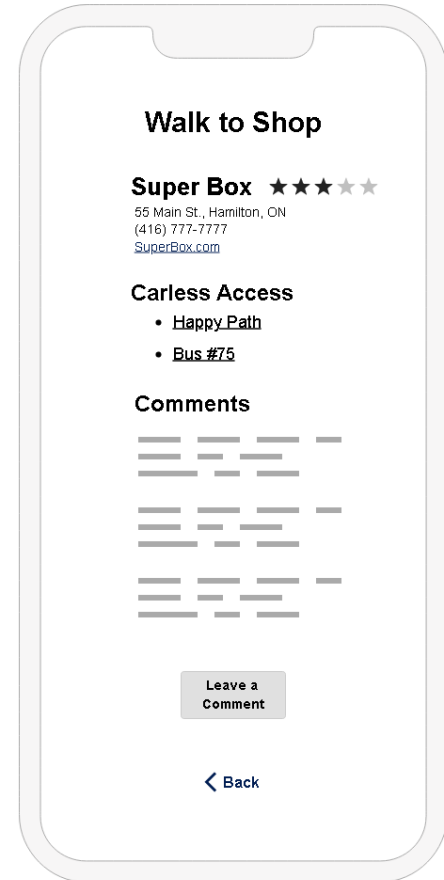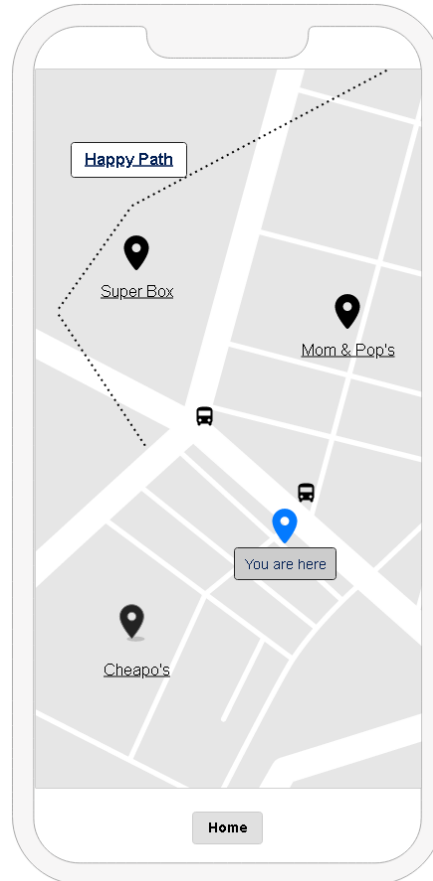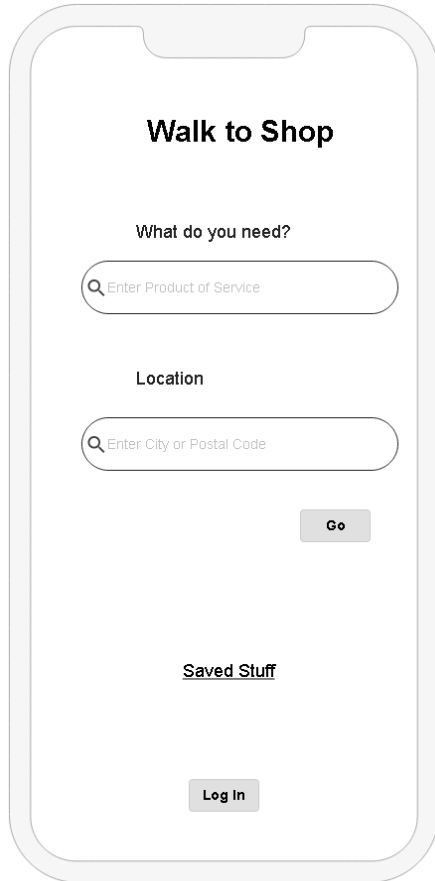Arial 40px, #0000EE
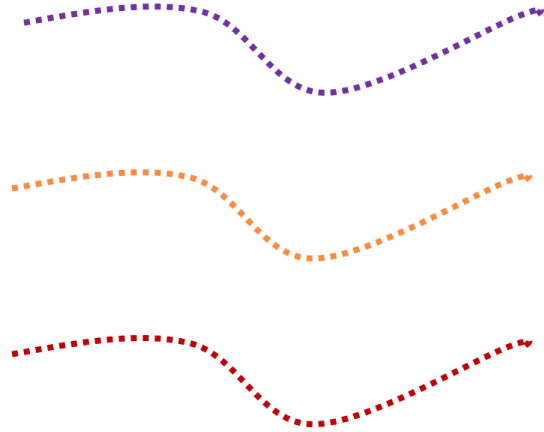
Path
#7030A0,
dotted, 3pt
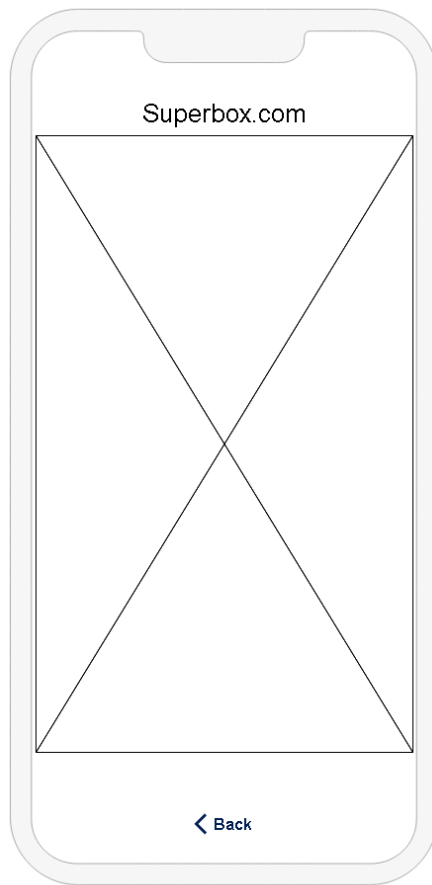
Trail
#FB8B3F ,
dotted, 3pt

Transit
#BC0206 ,
dotted, 3pt

Wireframe Map

Wireframes 1 - 3

Walk to Shop

What do you need?

🔍 Enter Product of Service

Location

🔍 Enter City or Postal Code

Go

Saved Stuff

Log In

Happy Path

📍 Super Box

📍 Mom & Pop's

🚌

🚌

📍 You are here

📍 Cheapo's

Home

Walk to Shop

Super Box ★★★☆☆
55 Main St., Hamilton, ON
(416) 777-7777
SuperBox.com

Carless Access
- Happy Path
- Bus #75

Comments

Leave a Comment

‹ Back

Wireframes 1 - 3

Walk to Shop

Happy Path
Rating: ★★★☆☆

- Map
- Paved
- Maintained in winter
- Bikeable and walkable
- Busy

Intersects

- Crow Path

- Bus #75

‹ Back

Walk to Shop

Happy Path

Save as PDF

‹ Back

Superbox.com

‹ Back

Wireframes 4 - 6

Walk to Shop

Bus #75

Transit Page

Save as PDF

‹ Back

Walk to Shop

Log in

Email

Password

Go

Home

Walk to Shop

Saved Stuff

- Sellers
- Paths & Trails
- Transit Routes
- Trip Plans

Saved route maps
Saved transit maps
Saved transit schedules

Home

To keep the interview relaxed, and because people's answers often covered more than one question, the order of the questions asked was flexible.

2. The interviews were recorded and then the audio recordings were converted into transcripts using Premier Pro.

After getting feedback I turned this into a high-fidelity user experience map.