

CS 304: User Interface & Experience Design

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Medium Fidelity Wireframe on Figma → [Medium-Fidelity](#)

Product Brief

Name: Pottyfy

Description:

This app shows you a map with all the local public toilets in your area. Its front page provides a map with pins at all public toilets, with a color indicator showing if it is free or not. Each toilet has its own set of info such as if they are free, a cleanliness rating score, and accessibility/disability details. Also, it shows if the bathrooms are on the street, in a mall, or a restaurant. On the map page, there will be a list of toilets sorted by shortest distance and a toggle menu to change your filter settings.

Primary Group Attribute List:

Primary Goals

- Finding a toilet in the downtown of a city
- Getting to the closest preferred toilet

Demographic Information

- Tourists (Don't know the area well)
 - Tour-buses
- Travelers
 - Convention Attendees
- 18 - 23 young partying
- 23-35 people at conventions and exploring

Educational Level

- All, typically adults
- College Students

Potential Job Fields

- Tour Guides
- Taxi Drivers?
- College Students
- Anyone on Vacation

User Personas:



Andy (31)
Identifies Male
Single

Why He's Downtown

Since high school, Andy always dreamt about moving to a downtown area. He recently moved to Downtown Denver for a new job and is finding his bearings. He wants to live his childhood dream of working at cafes and meet locals every day, so he spends much of his time exploring downtown for his niche neighborhood.

Bathroom Criteria

Andy likes a clean bathroom but is flexible with his needs. He is comfortable using a bathroom that may not be very clean if it means saving time from walking half a mile further. He prioritizes convenience and pricing more than cleanliness.

Backstory

Andy was proudly born and raised around El Paso, TX. He spent most of his childhood running around with neighborhood kids, playing video games, and making clay art. In high school, he was the first of his friends to turn 16, so he gladly drove them all to downtown ELP to explore, enjoy the street performers, and get lost in arcades. He puts his family first, calls his mom and dad weekly, and always flies home for Thanksgiving and Christmas.

Hobbies

- Creating clay sculptures and trying out vase-making
- Loves Rom-Com Movies
- A diehard fan of street hot dogs
- Enjoys indie rock concerts
- Helping friends with interior design

Occupation

- Professional Architect
- Starting new position and start-up architectural firm

Daily Schedule

- Wake up at 7 am.
- Walk to a cafe at 7:30 am and enjoys coffee until 8 am.
- Walks to his new office, arriving around 8:30am.
- Around noon, he eats lunch with his new coworkers, or goes on a walk around town.
- Picks up groceries for dinner, and makes a dinner at home.

Weekly Schedule

- Works M-Th 8-5, then Fridays 8-noon.
- Fridays afternoon, he tries to hit up a new club or activity around town to meet new people.
- On weekends he travels into the mountains for a day, explores museums in the city, or volunteers in the city.
- He always hops on Xbox with his college boys at 8pm on Sunday.



Sasha (27)
Identifies Female
Single

Why She's Downtown

Sasha enjoys catching up with her college friends, who all live across the country, by exploring new places. They often choose a city to explore, a national park, or just spending time at each other's places.

Bathroom Criteria

Growing up on a farm, Sasha learned the importance of a clean environment, and that is her top need for a bathroom. She does not mind walking an extra mile to find a much cleaner bathroom. She often uses a coffee shop bathroom, but she finds herself buying unnecessary things and wants a simpler solution to finding clean free toilets.

Backstory

Sasha grew up in rural Indiana, in a family of dairy farmers. Growing up the 2nd out of 6 siblings, she loves spending time with her brothers and sisters. Being the first person in her family to go to college, she pushes herself to always be prepared to help her younger siblings and anyone around her. Her college friends say she's a great source of wisdom, and she's always the first to offer a helping hand.

Hobbies

- Hiking in the forest and national parks
- Reading autobiographies and fantasy books
- Has the guilty pleasure of playing fantasy football
- Kickboxing

Occupation

- Financial Consultant for small companies
- She is able to build her own weekly schedule.
- Leads a team of 3 Financial Analysts

Daily Schedule

- Wake up at 6:30 am
- Morning workout at 7 am
- Starts work consultations from home office at 8am
- Eats lunch at noon
- Either goes into town after lunch or continues working with 2nd consultation

Weekly Schedule

- Works Mon-Fri 8-12, and every other day 1-5
- On the weekends, she volunteers, spends time with friends, or enjoys a cozy night in with a movie.
- If she's traveling, she rearranges her schedule to allow her to spend time with friends or work at coffee shops.



Greg (42)
Identifies Male
Married

Why He's Downtown

Greg and Diane (his wife) moved to the Pittsburgh Suburbs after college, and have lived there since. They often like taking their family downtown for a sporting event, a nice day out, and sometimes individually just for work.

Bathroom Criteria

Greg prioritizes convenience over anything. Having to guide his 3 kids around town, it becomes a hassle to walk far for a public bathroom, so he prefers to find the closest one possible. He still prefers a clean bathroom, but will take a slightly lower cleanliness rating if it means getting there faster.

Backstory

Greg grew up in suburban Wisconsin, just outside of Madison. He went to UW-Madison to follow his passion for engineering, where he and his wife met. After being a father for 12 years, he has learned to put his children first. Being a Boy Scout, he likes to be prepared for all situations and plan ahead for all family outings.

Hobbies

- Building Legos with his kids
- Going to Classic Rock concerts with his buddies
- Mountain Biking
- Enjoys baking and cooking for his family
- Guilty pleasure of collecting comic books.

Occupation

- Engineering Manager at Robotics Company
- Oversees a branch of 30 people

Daily Schedule

- Wake up at 6 am.
- Leave for work at 7 am, arrive at 7:30 am
- Meetings all morning
- Around noon, take young engineers out to lunch
- Stop by comic book store and grocery store on the way home

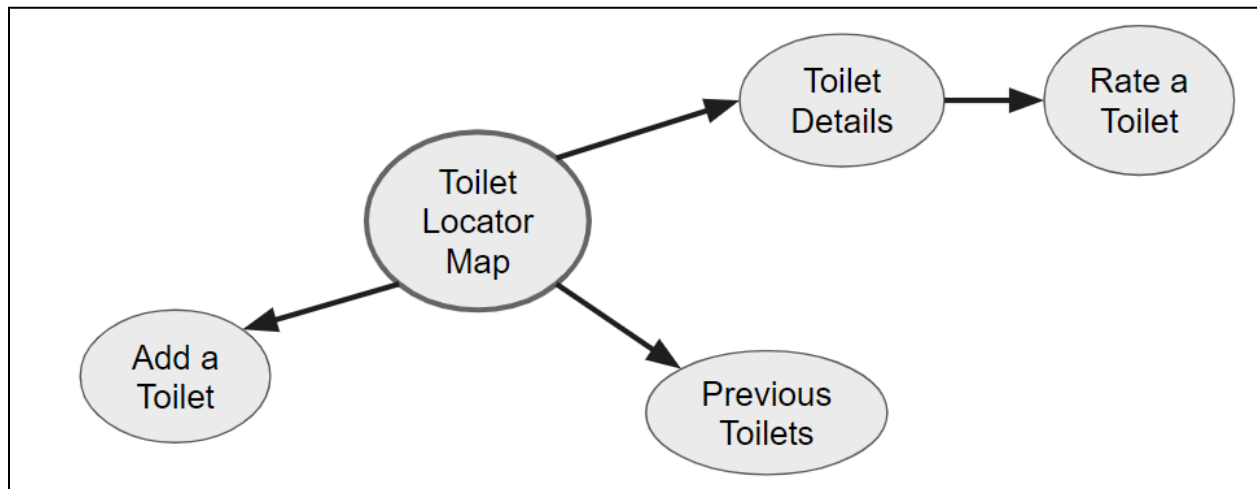
Weekly Schedule

- Works M-Th 8-5.
- Fridays are spent with his family, either going to school plays or sporting events.
- On weekends, his family gets together with their family friends and goes to parks, sports games, or each other's houses

Descriptive List

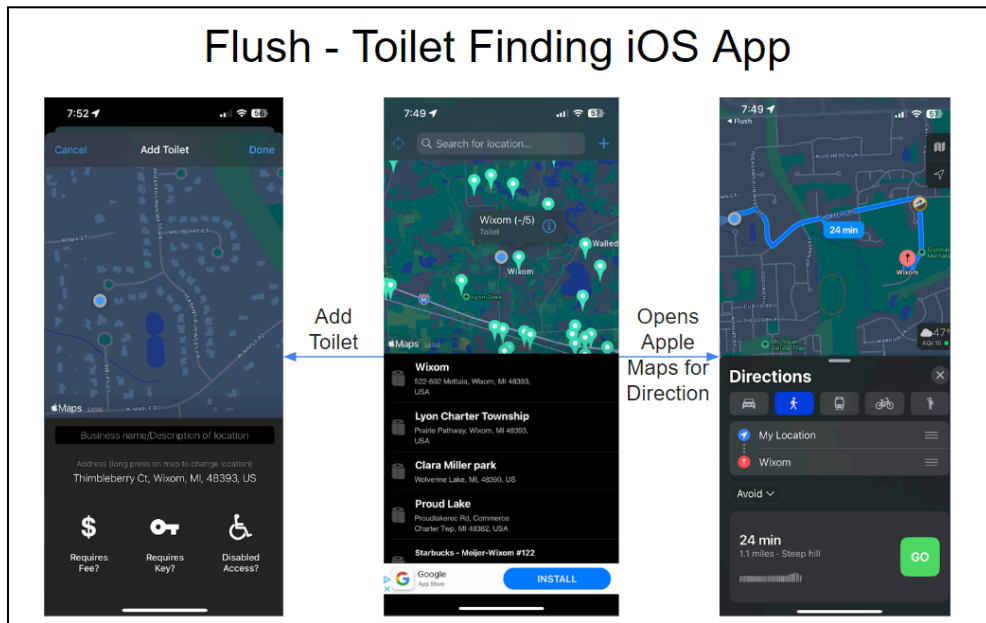
- Toilet Locator Map
 - This is the home page where users can view where toilets are located in their region.
 - You can access this page from any other page in the app
- Add A Toilet
 - Where users can add a new toilet they have found to the database
 - Includes options for ratings, price, accessibility, other details
 - Accessible from Home page
- Rate A Toilet
 - Where users can rate a known toilet
 - Accessible from Home Page
- Toilet Details Pop-Up
 - Page where users can see toilet info
 - Accessed by clicking on toilet
- Previous Uses Page
 - A log of previous toilets - a place where a user can see the toilets they've used in the past

Hierarchy Map

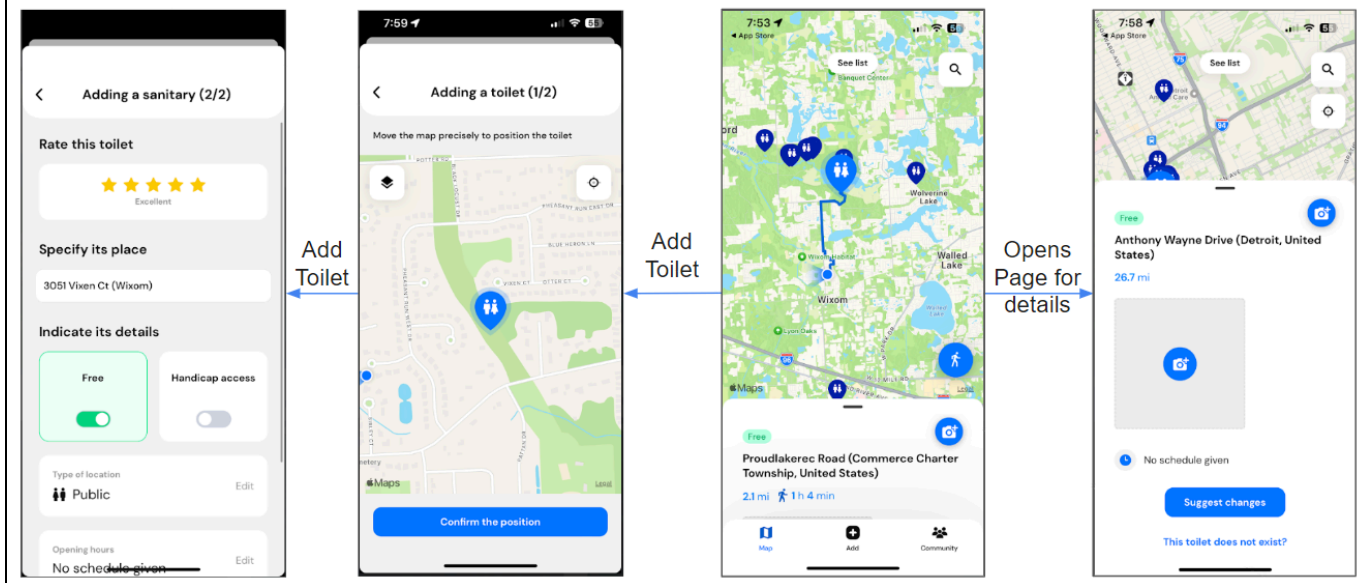


Comparable Applications Summary

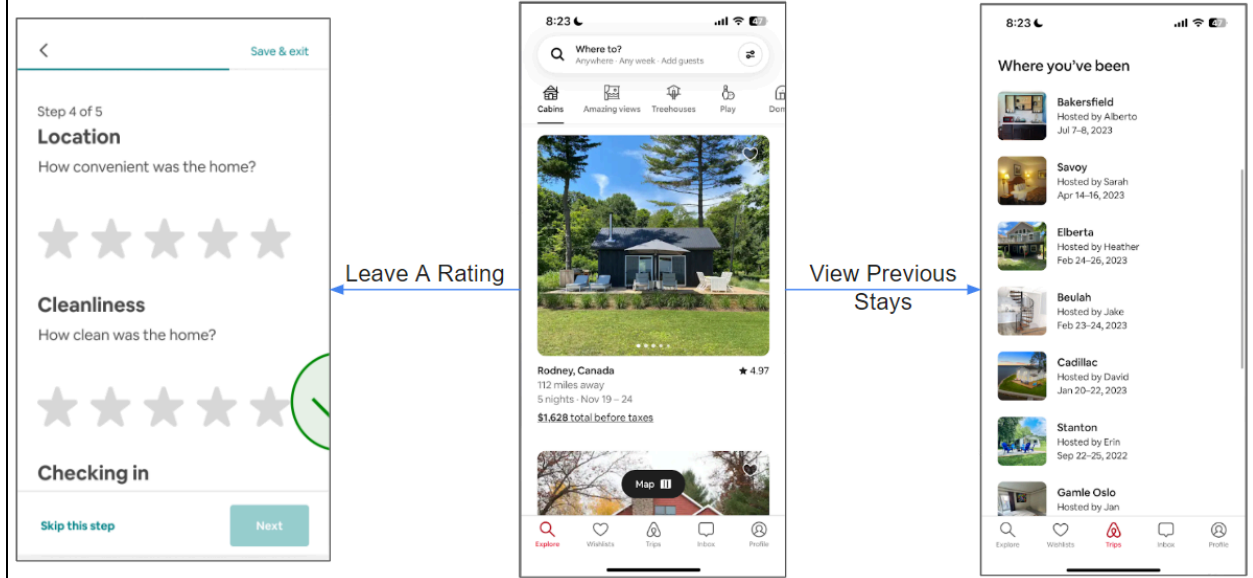
Flush - Toilet Finding iOS App

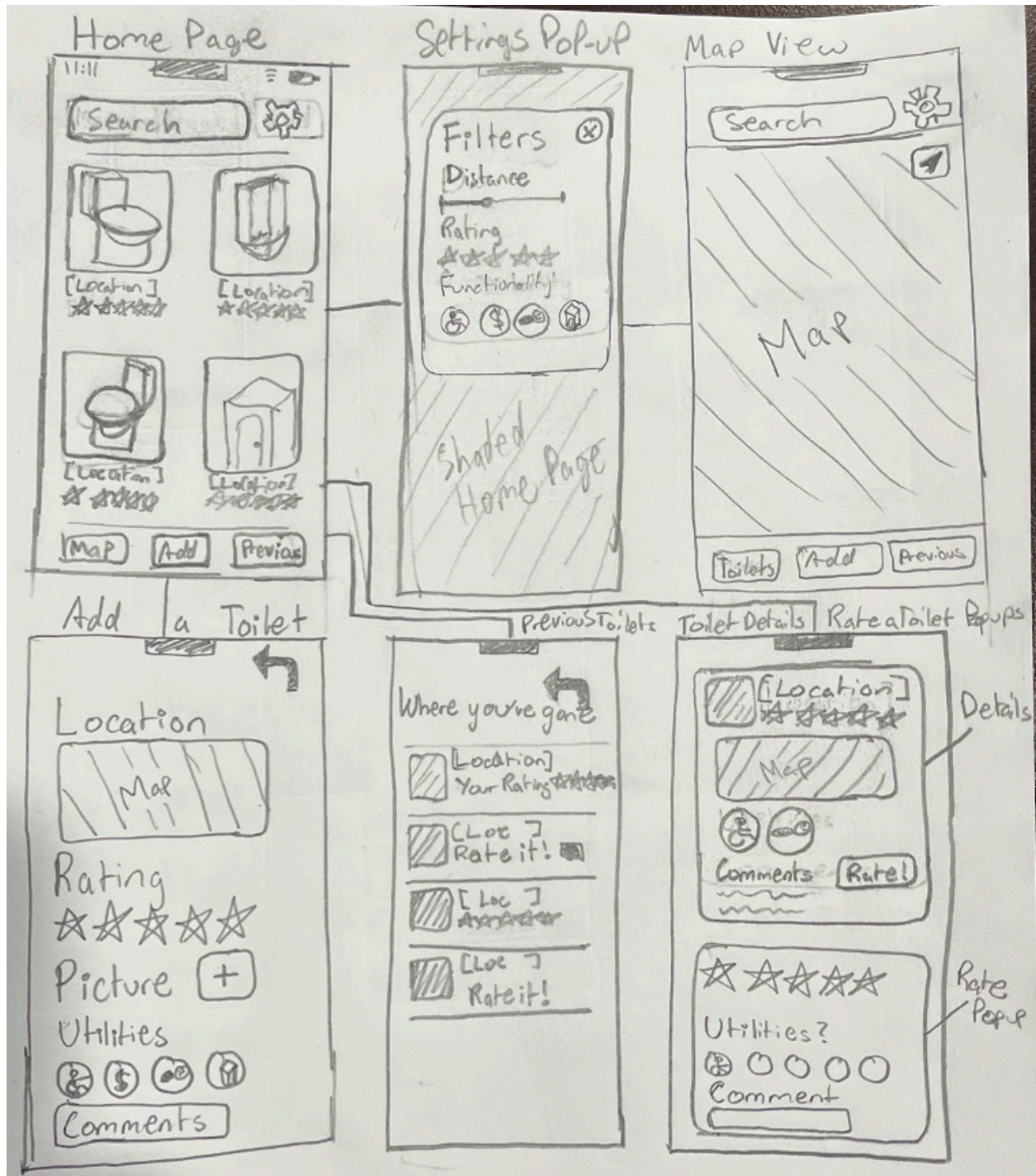


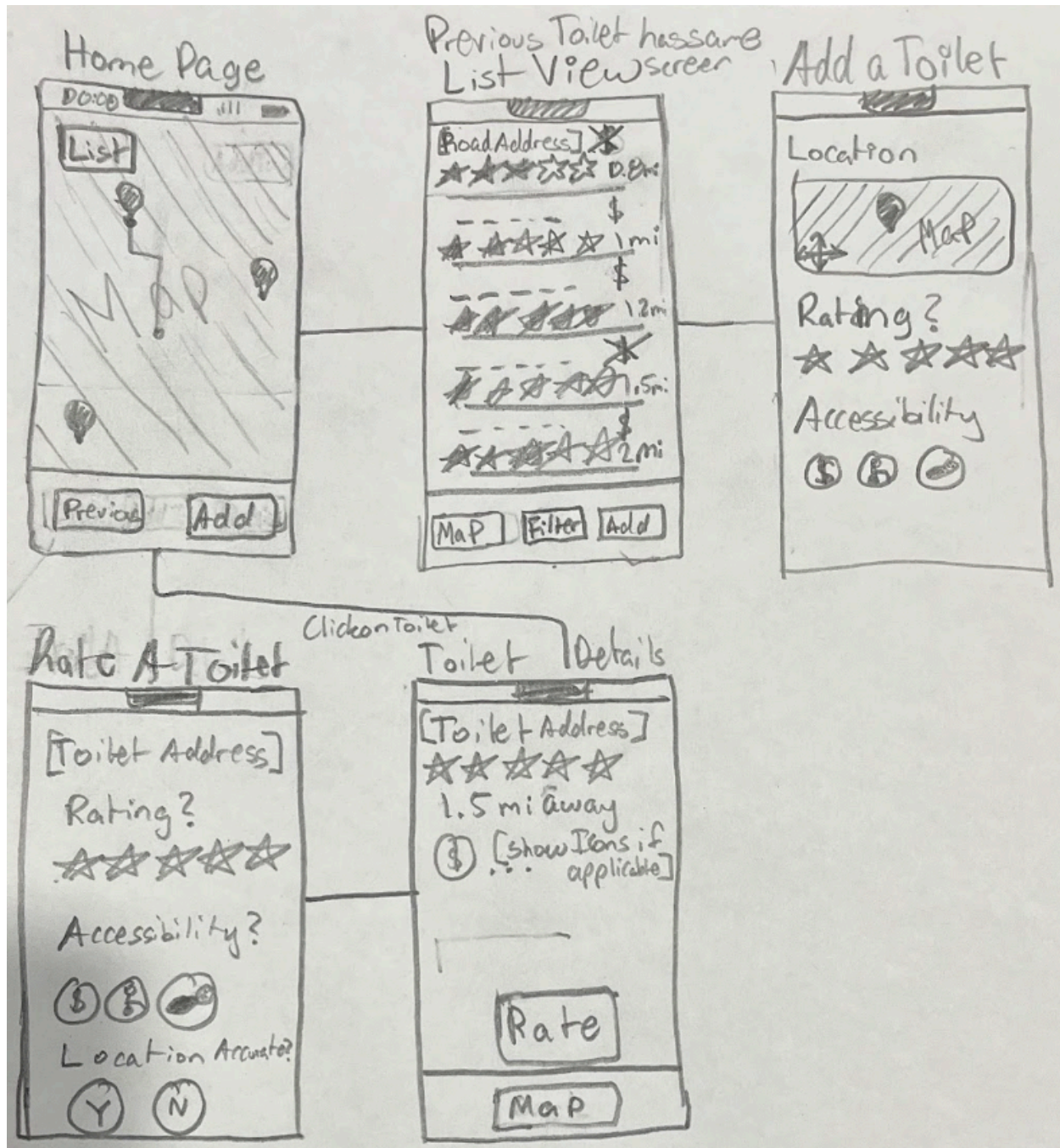
Toilet Finder - iOS App



AirBnB - Lodging Finding App



Low-Fidelity Wireframe



Medium Fidelity Wireframe on Figma → [Medium-Fidelity](#)