

UX Design Project

Project Name: **Aventura**

Group Size: **Individual**

Duration: **2 weeks**



Aventura 
Adventure near you

Aventura



a mobile app to explore adventurous activities

Elevator Pitch

Aventura app will solve the problem of tedious search on adventurous activities online. User will be able to enter any location and can get all the activities nearby. User can also search by free or paid activities. Users can log in through Facebook to get the activities organized by the groups they have joined or followed. Through Facebook integration, users can also look on activities in which their friends are going and activities which their friend's did and their reviews about it. They can reach that location through integrated Google maps. App will also keep track on the user's activities. Through which they earn the badge based on the count of different activities done by the user. User can also add some event on their own which is not online but for that an authentication will be done to avoid false or bogus activities.



Story Behind Aventura

Dating back to 2014 when I landed in NYC, I had many things in my mind to do and one of them was to do something adventurous. For that, I had to search all the sports one by one online, locate them and check their timings. That was really tedious. After a few months, I came to know from a friend of mine that NY has free kayaking which was quite near to my college location. I was amazed that I missed that activity as I did not search about it in internet. And I felt that there should be some app which keeps track of these activities going on around you with all the other details required. This app is for adventure lovers who want to find an ongoing or an upcoming activity at their current location or at any other city, state or country. Also, it will be important for the tourists who visit NYC for a small period of time as they spend more time in searching about the activities, timings and sometimes they have no clue about what is going on around them.





Competitive Analysis

	 All Trails	 Thrillophilia	 Meetup	Overview
Direct search or Sign Up Search?	Both	Both	Require Sign up	Before starting the analysis and ideation process, it is very important to see what is out there. For the adventure activities there are many websites which provide a collective adventure activities. Also, the major thing which came into light during this analysis was that there is no such application which deals with all the activities. Competitive analysis really helped in filtering the features which will be added in the app and which require some good user reviews.
Friends activity log	Yes	No	Yes	
All Activities Listed	No	No	Yes	
User can add their activity	Yes	No	Yes	
Filters	Yes	No	No	
Earn a badge	No	No	No	
Activities Tracker	Yes	No	Yes	

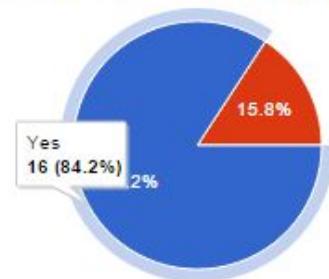


User Surveys

A survey with 10 questions was sent to analyze what users want and which options they prefer more. Look out the form at: <http://goo.gl/forms/V6LryceQRr>

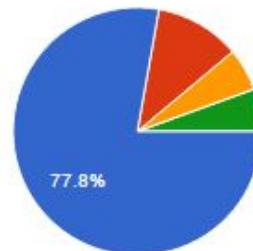
According to the survey, user's would love to add an activity which implies that user will sign up or log in instantly if he wants to add his pictures or see reviews of his friends or compete with his friend.

Would you love to add an activity organized by you in the app?



Yes	16	84.2%
No	3	15.8%

i. Customer reviews can be a major factor in selecting a location for your adventure activity.



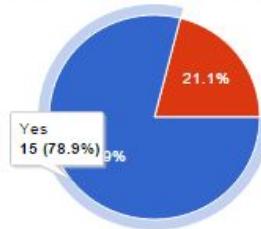
Very likely	14	73.7%
Somewhat likely	2	10.5%
Neutral	1	5.3%
Somewhat unlikely	1	5.3%
Very unlikely	0	0%



User Surveys

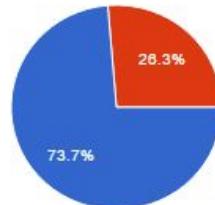
As from the survey, users are eager to know about their friend's activity status. So adding updates of their friends activities and prompting them with the badges which they have earned yet will be helpful for engaging user in the app. Also "add photos" feature can be added in the app as 89% of the users are interested in sharing the photos of the adventure area.

Would you like to keep a track on what type of activities are your friends doing?



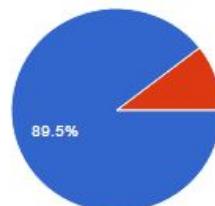
Yes **15** 78.9%
No **4** 21.1%

Would you like to earn a badge after you do certain number of activities and compete with your friend?



Yes **14** 73.7%
No **5** 26.3%

If asked, will you add photos of the adventure area where you visit?



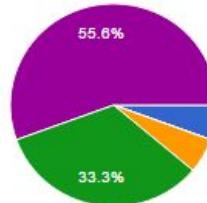
Yes **17** 89.5%
No **2** 10.5%



User Surveys

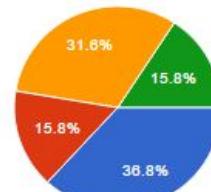
Survey started with which adventure activity do you like the most and advances to ask if the features which are being planned to add in the app will be relevant or not. As from the results, most of the users plan adventure once a year but whenever they plan it they do some research online. From this we can conclude that if they want to do an adventure activity, they will search something related to it. Also 73% of users are interested in having their activities tracked which they have done yet.

How often do you go for an adventure activity?



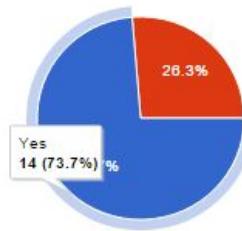
Everyday	1	5.3%
Every week	0	0%
Every month	1	5.3%
Every 6 months	6	31.6%
Once a year	10	52.6%

How often do you search online for timings, fee, requirements, etc for an activity or an event?



Everytime you attend that activity	7	36.8%
Rarely	3	15.8%
Often	6	31.6%
Calling and inquiring them is more helpful	3	15.8%

Will you sign up for an app which will track your adventure activities done so far?



Yes	14	73.7%
No	5	26.3%



TINA

Age: 25

Occupation: Event Coordinator at Google

Location: San Francisco

Interests: Pop Culture, Tasty food, sightseeing



User Persona

The Restless Traveller

"I want to make memories all over the world"

Tina works for google and has to travel frequently for her meetings at work. She usually gets time to explore the areas around. She plans her trip smartly so that she gets time to participate in some events and extreme activities as well. She enjoys seeing the landmarks and cultures of countries all over the world. She is active on social media and blogs about her travel adventures quite often.

Motivation

- Exploring more of the world.
- To go on an adventure and meet new persons outside your circle.
- Do what the locals do for authentic experience..
- Collecting souvenirs and antiques

Frustrations

- Indecisiveness on where to go if she doesn't have a plan.
- Can't access maps and addresses easily.
- Difficult to track the activities she has done so far.
- Getting lost

Channels

- Her Iphone 6 is her treasure.
- MacBook Air helps her keep in touch with work.
- Kindle engages her when she is on her journey



User Persona

The Wild Adventurist

“Life is either a daring adventure or nothing”

John Trent is an adventurer and a writer. He is one of the most recognized faces of survival and outdoor adventure. His journey to this acclaim started in the UK, where his late father taught him to climb and sail. He plans the trip only after thoroughly searching on how good the adventure activity is. He loves travelling from one place to another to experience the activities. He owns and hosts many of the shows in the television about his adventures. Also, he organizes activities for general awareness and fun.



John Trent

Age: 41

Occupation: Adventurer, travel blogger

Location: UK

Interests: free climbing, base jumping

Motivation

- To try something different every time.
- To do every adventurous activity from all over the world.
- Spreading awareness on how to survive in worst conditions.

Frustrations

- To find the activity location.
- To plan time efficient activity itinerary.
- To know all the activity requirements beforehand.

Channels

- He is tech savvy, his Iphone 6s helps him in all the searching and planning.
- His Ipad is quite handy during his trips for blogging and stay active in social media.



Sam

Age: 24

Occupation: Junior Assistant at Auracare

Location: New York

Interests: Dancing, Basketball, Cooking



User Persona

The Multitalented Localite

“To travel is to live”

Sam has been living in New York since he was born. He has experienced the different phases of being in the city since childhood. He avoids monotonous routine by trying crazy and new stuff which city offers. He has mastered dancing and cooking. He sometimes plans beforehand but mostly want to do activities or attend events in a shot.

Motivation

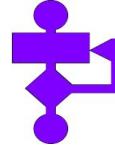
- Trying new activities.
- Explore New York as a New Yorker.
- Live life to the fullest
- Help others whenever possible.

Frustrations

- Finds it difficult to track his activities which he has done so far.
- Looks for review for the new activity which he tries.
- Can't access maps and addresses easily.

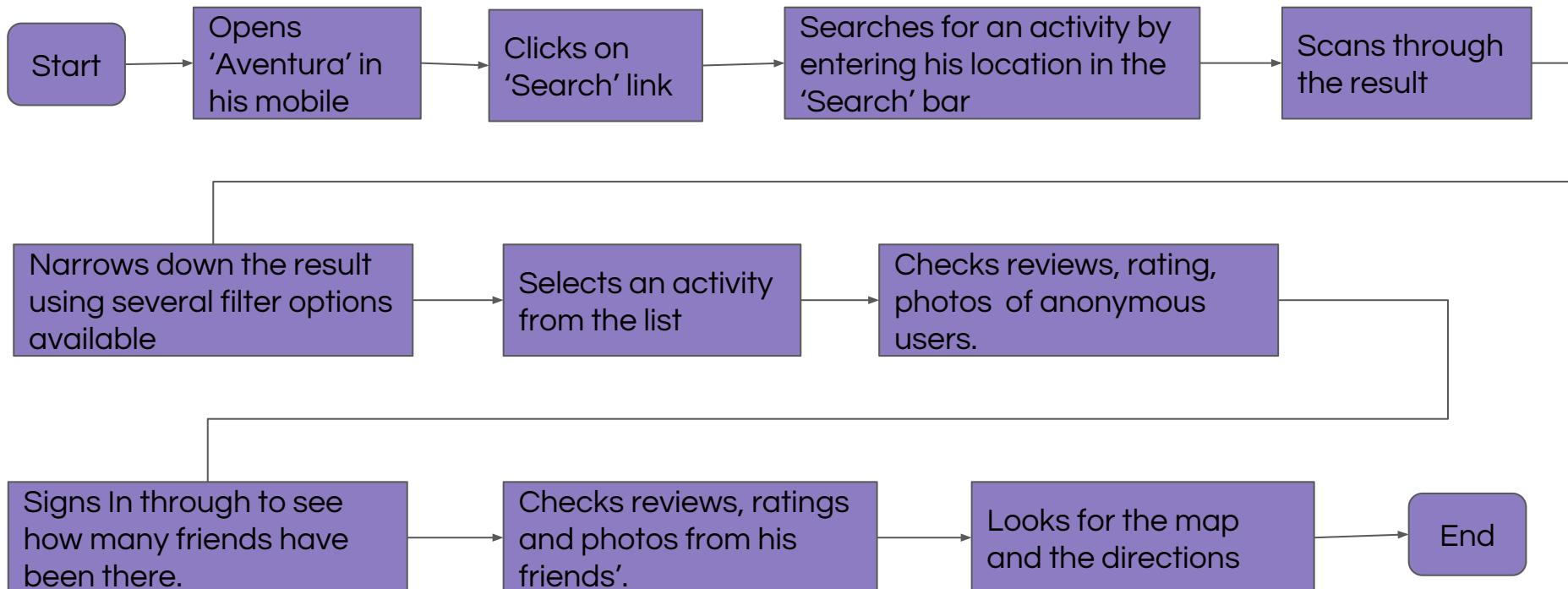
Channels

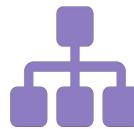
- Uses Nexus 6 for exploring new apps for the activities or hobby in which he is into.
- MacBook helps him in the office.



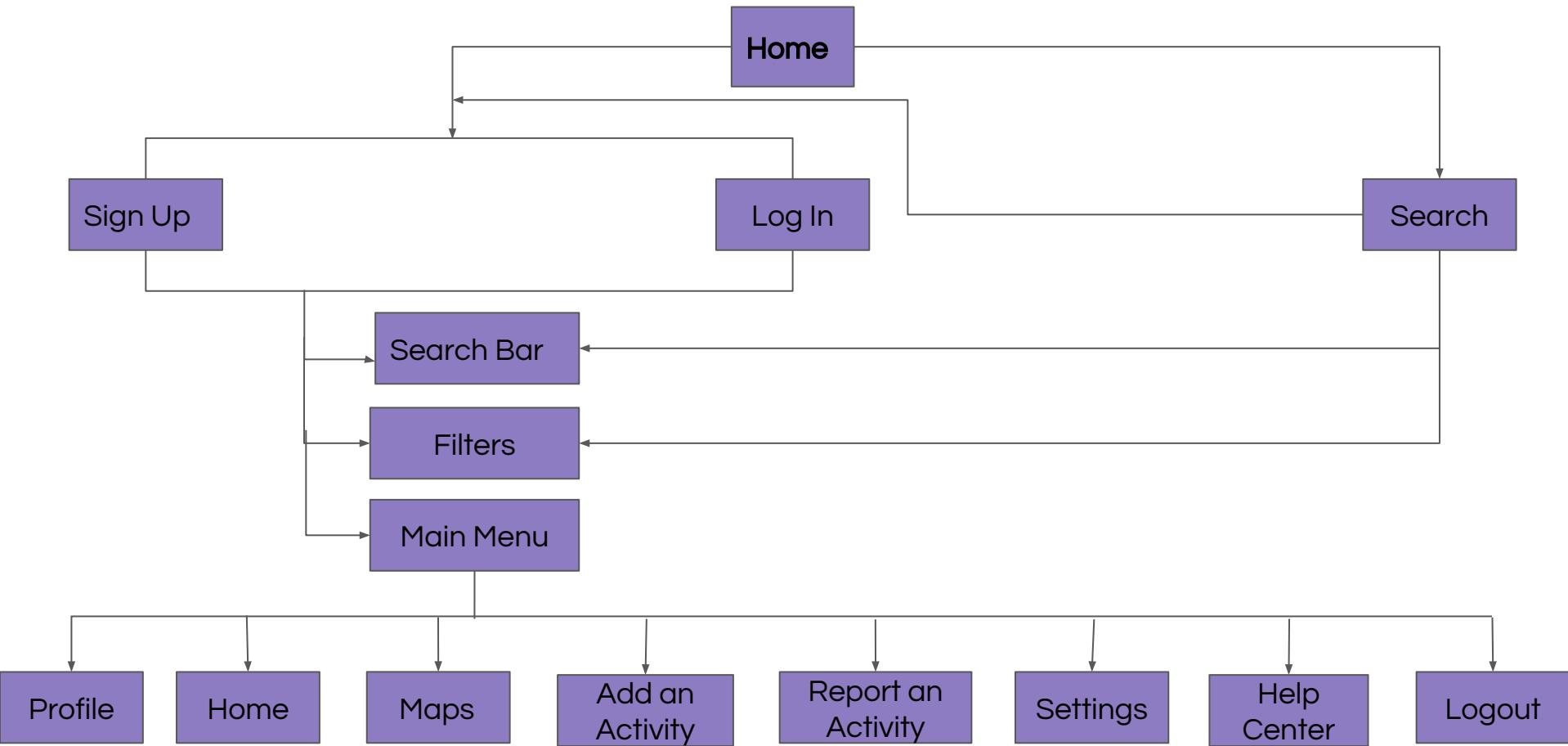
User Flow

The user flow below is of the adventurist user persona. It generally covers all of the features of the Aventura. It helped us to know a flow for a user and helped in defining major features which I might have missed. For example, a back button in some of the pages, sign/up or login prompt wherever it was required to be added.





Sitemap





Sketches & Prototypes - Round 1

Sketch for filtering options can be seen here which is a dropdown. Also user can search activities by entering the locations in the search bar.

The sketches below depicts the home page with just three clickable options namely Search, Sign Up and Log In. Search when clicked gives the list of activities as shown in the adjacent sketch. When user clicks on an activity from the activity list, activity description will be shown to the user (in the next sketch). Also when click on menu icon of the page, a drop down will appear in which the CTA is login or signup

Sketch A (Left): A hand-drawn sketch of a dropdown menu. At the top is a search bar with a magnifying glass icon and a placeholder 'Narrow down your results'. Below the search bar are two sections: 'Best / Recommended' with 'Best' and 'Recommended' buttons, and 'Free / Paid' with 'Free' and 'Paid' buttons. A section for 'Preferred activity' follows, with a 'Select activity' button. The next section is 'Day' with 'Today' and 'Enter a date' buttons, and checkboxes for 'D', 'M', and 'Y'. The 'Timings' section shows four time slots with checkboxes. The 'Ratings' section shows a 5-star icon followed by '& up' and a checkbox. At the bottom are 'Cancel' and 'Apply' buttons.

Sketch B (Right): A hand-drawn sketch of a dropdown menu. It shows a large rectangular area with a note: 'Drop down with results related to the text entered'. The top of the dropdown has a menu icon, a search bar with placeholder 'B', and a close button.



Sketches & Prototypes - Round 1

Sketch 1: Home Screen

Search

AVVENTURA

ONE LINE INFO

Sign Up | Log In

Sketch 2: Activity Search Screen

Search any location

We found 6 activities near you

filtering: Nearest

KAYAKING
NYC
★★★★, 0.7 mil
20 Reviews, 25 have been there

Text box

25 have been there 0.7 mil

Sketch 3: Activity Detail Screen

Search any location

We found 6 activities

filtering: (Nearest)

KAYAKING
NYC
★★★★, 0.7 mil
20 Reviews, 25 have been there

Photo

Direction Reviews Photos Timings

Description Text box

Photos

Reviews

Sketch 4: Side Navigation Bar

← Search

LOGIN | Sign Up

Home

Maps

Report Activity

Settings

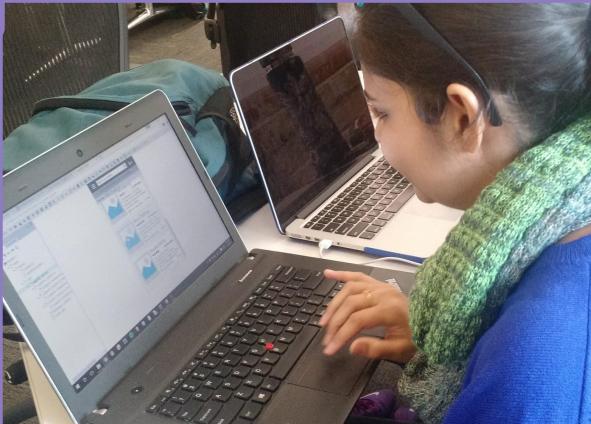
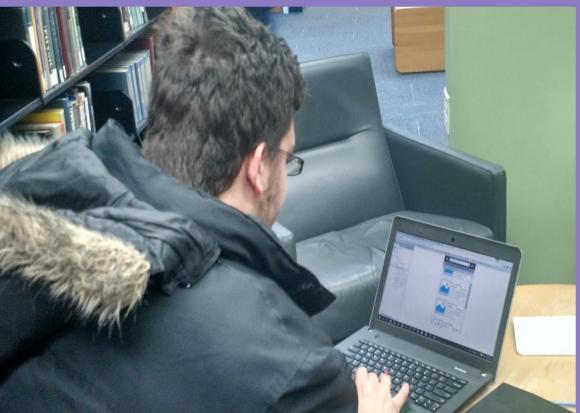
Help Center



User Feedback

Feedback Summary

- Search by location will be helpful to plan activity beforehand.
- Main Menu buttons overlaps on clicking.
- 'Nearest' filter is confusing.
- Full address of the activity location is missing in description
- Badge name assigned to a user is not recognizable.





User Feedback

Feedback Summary

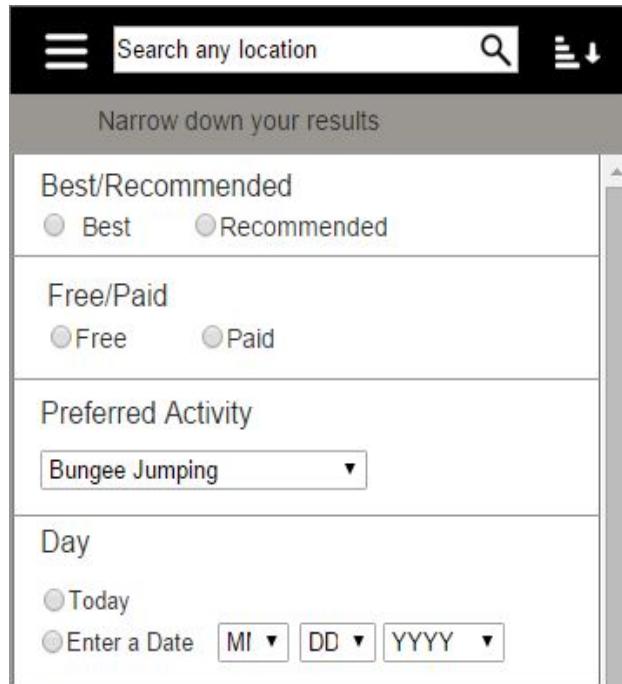
- Filter is simple and cool
- Missed back button in many pages.
- Double Scrollbar in activity description page was confusing.
- 'Reviews from your friend' idea is unique and helpful.
- 'Nearest' filter is missing in the filter options.



After Testing

User feedback was very helpful. While planning and ideation some things are not considered which user catches instantly. Some suggestions are worth mentioning but some are just infeasible but these reviews help in thinking big.

Before



Search any location

Narrow down your results

Best/Recommended

Best Recommended

Free/Paid

Free Paid

Preferred Activity

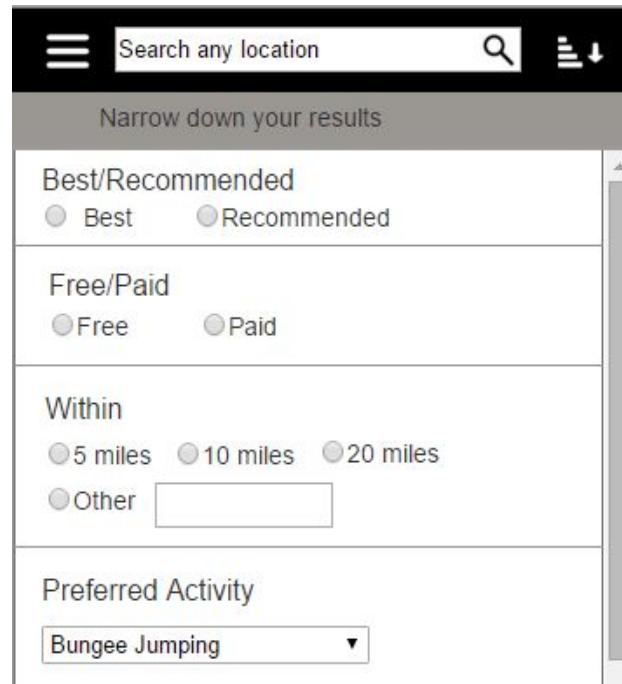
Bungee Jumping

Day

Today Enter a Date MI DD YYYY

After

(adding 'Nearest' option in filter)



Search any location

Narrow down your results

Best/Recommended

Best Recommended

Free/Paid

Free Paid

Within

5 miles 10 miles 20 miles
 Other

Preferred Activity

Bungee Jumping



After Testing

Before

Search any location

We found 6 Activities near your location

Filtering: Nearest

Kayaking
★★★★★ 20 Reviews
Queue up between Piers 1 and 2 to take a kayak out in the majestic shadow of the Brooklyn Bridge.
25 have been there 0.7 mi

Go Karting
★★★★★ 12 Reviews
Parents, if you are looking for a way to get the whole family's motor running, then go-karting may be just the sport.

After (modifying 'Nearest' option)

Search any location

We found 6 Activities near your location

Filtering: Within 10 miles

Kayaking
★★★★★ 20 Reviews
Queue up between Piers 1 and 2 to take a kayak out in the majestic shadow of the Brooklyn Bridge.
25 have been there 0.7 mi

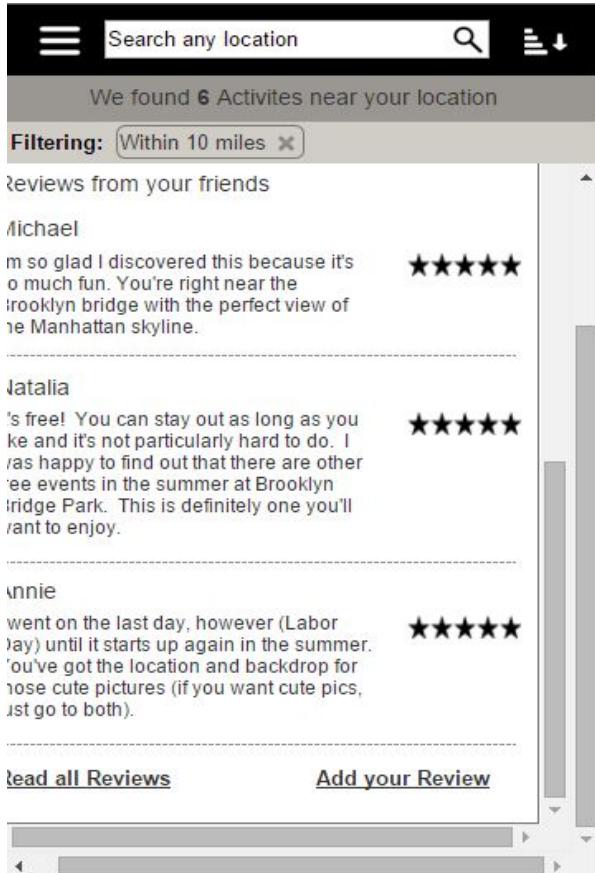
Go Karting
★★★★★ 12 Reviews
Parents, if you are looking for a way to get the whole family's motor running, then go-karting may be just the sport.





After Testing

Before



Search any location

We found 6 Activites near your location

Filtering: Within 10 miles

Reviews from your friends

Michael

I'm so glad I discovered this because it's so much fun. You're right near the Brooklyn bridge with the perfect view of the Manhattan skyline.

★★★★★

Jatalia

It's free! You can stay out as long as you like and it's not particularly hard to do. I was happy to find out that there are other free events in the summer at Brooklyn Bridge Park. This is definitely one you'll want to enjoy.

★★★★★

Annie

went on the last day, however (Labor Day) until it starts up again in the summer. You've got the location and backdrop for those cute pictures (if you want cute pics, just go to both).

★★★★★

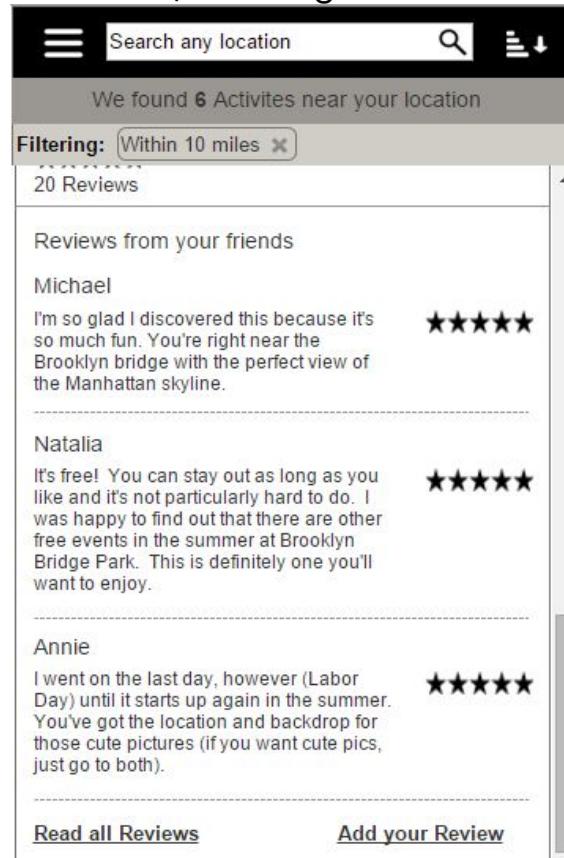
[Read all Reviews](#)

[Add your Review](#)



After

(removing double scrollbars)



Search any location

We found 6 Activites near your location

Filtering: Within 10 miles

20 Reviews

Reviews from your friends

Michael

I'm so glad I discovered this because it's so much fun. You're right near the Brooklyn bridge with the perfect view of the Manhattan skyline.

★★★★★

Natalia

It's free! You can stay out as long as you like and it's not particularly hard to do. I was happy to find out that there are other free events in the summer at Brooklyn Bridge Park. This is definitely one you'll want to enjoy.

★★★★★

Annie

went on the last day, however (Labor Day) until it starts up again in the summer. You've got the location and backdrop for those cute pictures (if you want cute pics, just go to both).

★★★★★

[Read all Reviews](#)

[Add your Review](#)



Interactive Hi Fi Prototype

Search

Aventura 
Adventure near you

[Sign Up](#) [Log In](#)

← Welcome Back!!

 Facebook

OR

[Log In](#)

[Forgot Password?](#)

Search any location 

We found **6** Activities near your location

Filtering: Within 10 miles 


Kayaking
★★★★★ 20 Reviews
Queue up between Piers 1 and 2 to take a kayak out in the majestic shadow of the Brooklyn Bridge.
25 have been there 0.7 mi


Go Karting
★★★★★ 12 Reviews
Parents, if you are looking for a way to get the whole family's motor running, then go-karting may be just the sport.
50 have been there 1.1 mi


Sky Diving
★★★★★ 90 Reviews
The Ranch Pro Shop is a full service rigging loft located on the Drop Zone of The Ranch Parachute Club.
125 have been there 1.7 mi

*click on the image to see the prototype



Search any location



Narrow down your results

Best/Recommended

Best Recommended

Free/Paid

Free Paid

Preferred Activity

Bungee Jumping ▾

Day

Today

Enter a Date ▾

Timings

Anytime ▾ to ▾

Rating

★★★★★ & Up

★★★★★ & Up

Cancel

Apply



b



Bay Ridge, New York

Brooklyn, New York

Best/F

Be

Free/F

Fre

Prefer

Bungee Jumping ▾

Day

Today

Enter a Date ▾

Timings

Anytime ▾ to ▾

Rating

★★★★★ & Up

★★★★★ & Up

Cancel

Apply



Search any location



your location

ing

20 Reviews

between Piers 1 and
ayak out in the
dow of the
dge.

n there 0.7 mi

[Log In/ sign Up](#)



Home



Maps



Report an Activity



Settings



Help Center



About

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12 Reviews

ou are looking for
the whole family's
g, then go-karting
the sport.

n there 1.1 mi

ing

90 Reviews

Pro Shop is a full
service rigging loft located on
the Drop Zone of The Ranch
Parachute Club.

125 have been there 1.7 mi



Search any location



We found **6** Activities near your location

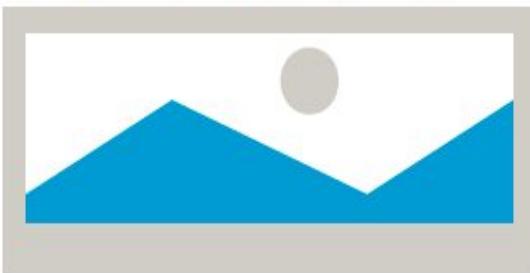
Filtering: Within 10 miles X

Kayaking

Brooklyn, New York

★★★★★ 0.7 mi

20 Reviews Your 25 friends have been there.



Directions



Reviews



Photos



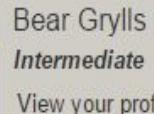
Timings

Queue up between Piers 1 and 2 to take a kayak out in the majestic shadow of the Brooklyn Bridge. The wait is often long, but it's worth it: The BBPB folks have a 25-vessel fleet, and you can play skipper on the East River for a full half hour.

Map



Search any location



Bear Grylls
Intermediate
View your profile



Home



Maps



Add an Activity



Report an Activity



Settings



Help Center



Log Out

your location

ng

20 Reviews

between Piers 1 and 2 to take a kayak out in the majestic shadow of the Brooklyn Bridge. 12 mi

ting

12 Reviews

You are looking for the whole family's favorite sport, then go-karting is the sport. 1.1 mi

ing

90 Reviews

Pro Shop is a full service rigging loft located on the Drop Zone of The Ranch Parachute Club. 125 have been there 1.7 mi



Search any location



15 07 05

Activites Cities Organized

Bear Grylls

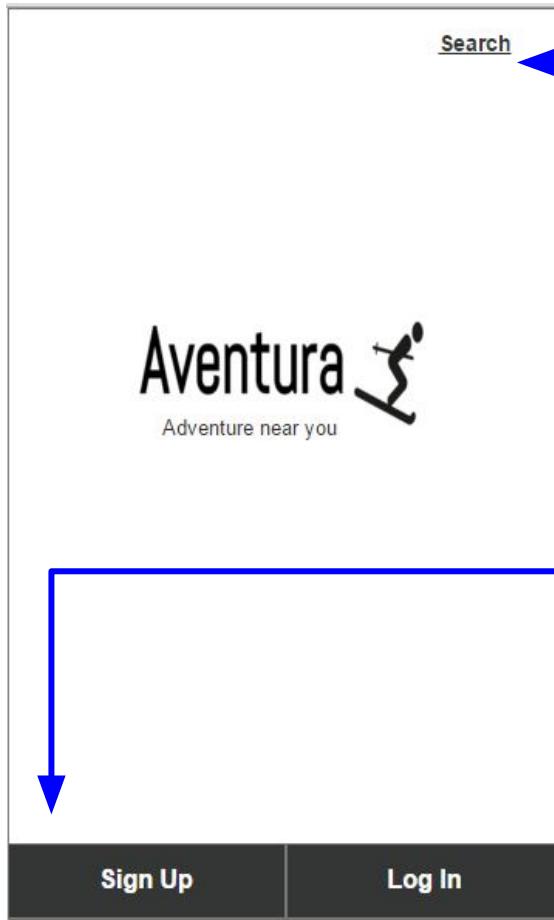
Intermediate

"don't listen to the dream stealers"

Lastest Activity



Annotated Hi-Fi Wireframes



Search

To search
without logging in

Aventura 
Adventure near you

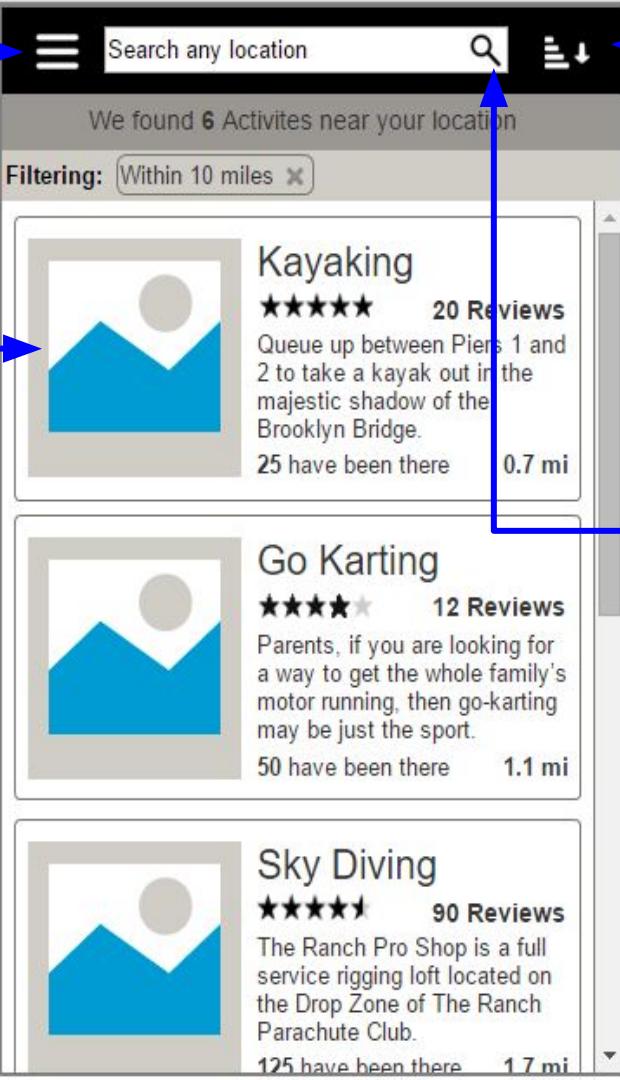
Sign Up

Log In

Sign up using
facebook or a
username and
password

Log in for advance
features

Main Menu



filter options to narrow down results

Activity summary, when clicked gives details

Search bar to search an activity in any location

Conclusion

The idea which was floating around my mind got finally on paper and axure. Starting from the brainstorming sessions with users till user testing, the idea was liked by many. Users really liked some of the unique features of this Aventura app and it is because of the results which were obtained on the surveys and interviews from other users.

From this project, the conclusion is whatever is budding in your mind, should be scribbled on pen and paper for analysis from users. As sometimes their reviews suggest us to switch to many paths instead of one.