

# Parul Joshi

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User Experience & Design Portfolio

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# Pre Launch UX Design

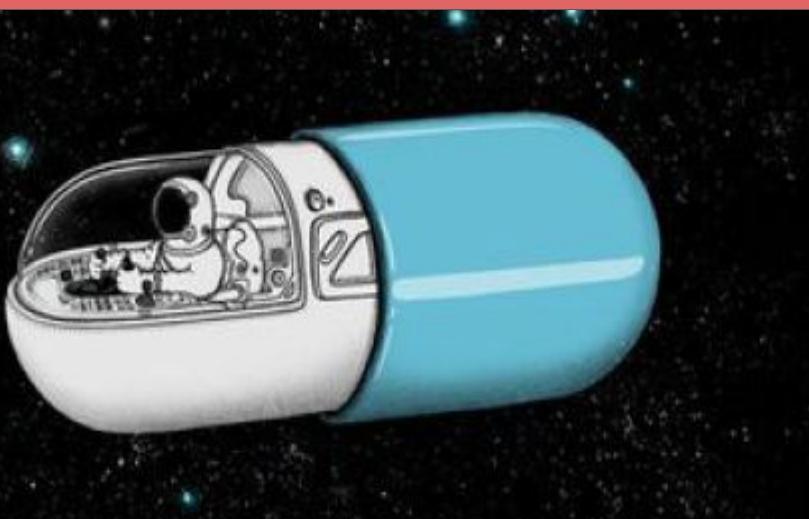
Client Name: **Gotham Space Agency**

Group Size: **Team of 5**

Duration: **6 weeks**

# Who are they?

The Gotham Space Agency (GSA) is a nonprofit organization dedicated to furthering STEAM education through exploration of space. GSA will utilize a 2U Cubesat deployment with a crew of 3d printed characters to educate kids about space and scientific experimentation in the space environment. In addition to building and deploying the CubeSat, GSA will develop a curriculum in partnership with NYC educational institutions.



# What they wanted?

To create an entire online Gotham Space Agency User Experience for the pre launch page. The UX pre launch team should help them on gaining project Interest, Project Fundraising, Building Out and Integrating Social Media, Recruiting / Onboarding the Gotham Space Audience that consists of educators, students, kids, supporters, and donors.



# Brainstorming Session

For ideas on how to cover all the features of pre launch page, we divided the work into many parts. First, we began with brainstorming sessions where we narrowed down on our **Minimum Viable Product (MVP)**. Our MVP had 3 major goals.

1

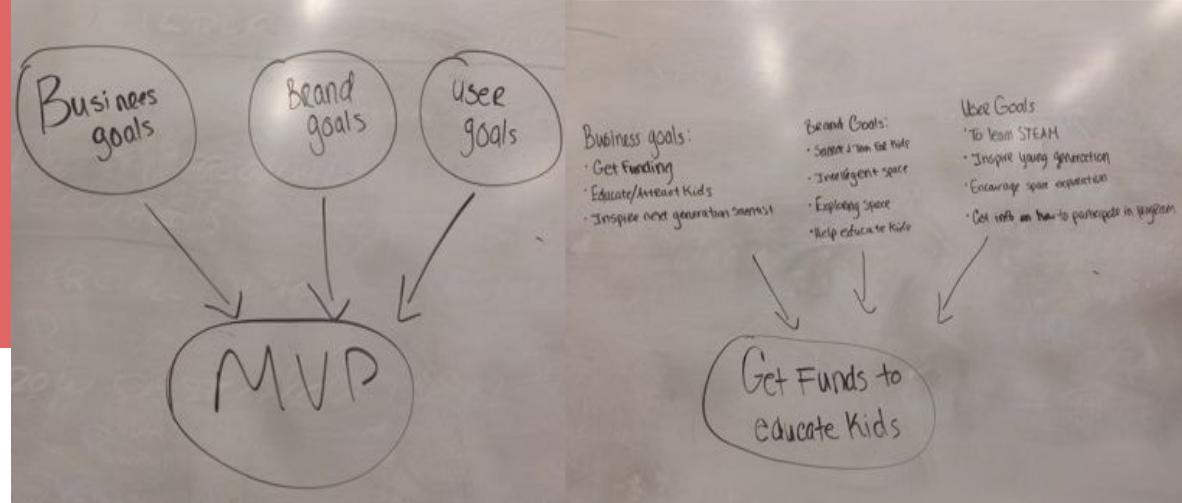
**Business goals** - Goals to get funding, educate kids about stem, inspire next generation.

2

**Brand goals** - Space exploration - Science and Tech for Kids, establishing the educational role of Gotham Space Agency.

3

**User goals** - Learn more on STEAM in all aspects, encourage to join and get involved with the Gotham Space community.



All these 3 goals focused on one major goal, that is to **“Get the funds needed to educate kids”** and to accomplish this goal we started with the research. The research process was divided into two major groups : **Advertising the Launch and Telling the story**



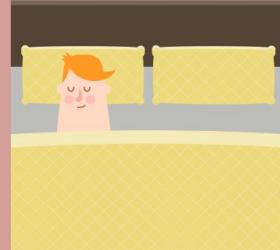
# Competitive Analysis

## EVERY LAST DROP

- Engaging storytelling.
- Users will be more attracted to the page because of the interactions
- Simple and short blurbs that catch users' attention.
- Gamification of the learning process.

EVER  
LAST  
DROP

Scroll Down!



After the brainstorming, we selected some websites fulfilling our research criteria and did a Competitive Analysis to scan what is out in the market.

## Project Loon

- Simple and clean interface.
- Smooth and easy to navigate through the site.
- Great visuals to represent different aspects of the project.
- Background works perfectly for the theme of the project.
- Continuous scroll is smooth and helps tell the story.



# Competitive Analysis

DEUTSER

Deutser delivers clarity.

## DEUTSER

- Attractive Animation
- Clear logo identification
- Clean grid use of showing team members
- Nice hover features for each image
- The interactive video background changes between each page is fun and engaging

## LIVE TO CHANGE

- Interactive landing page with clear indicator to continue scrolling.
- Project's goals & mission are immediately addressed
- “About” the company is the first thing that is shown.
- Clear and visually pleasing, with heavy use of images and icons.

## LIVE TO CHANGE



How social entrepreneurship can  
unleash the potential of young people

HONORABLE  
MENTION  
WebAward  
AWARDS

CGS

WINNER



# User Persona & User Flow

We designed user personas and user flows for each persona based on the audience which clients want to address. Persona's along with the competitive analysis really helped us in deciding the main features, interactions and visual design of the website.

User Personas : Investor, Teacher, Parent

## Ray Simons -INVESTOR



*"Don't give me fluff"*

He always accomplishes the best results in the shortest possible time with as little friction as possible. Besides, he enjoys a varied job and lots of opportunities to quickly expand his knowledge, experience and professional network. Also, he never stops learning and has a passion for the latest knowledge. As a high-earning fund manager, the fund has to sell stuff, including shares, in order to return money to their shareholders. However, this pressure is tough on management teams. As the result, the single most important thing for him to invest an enterprise is about people in the team. In his opinion, an experienced team with professional and insightful knowledge is required to create a successful organization.

Age: 58 years old.  
Harvard Graduate  
A.Loem Price hedge fund Manager

### Wants:

- Usually invest in publicly traded companies.
- Interested in new unicorns.
- Interested in understanding how to begin allocating capital to impact investments.
- Needs to be assured his money is going to a good cause.

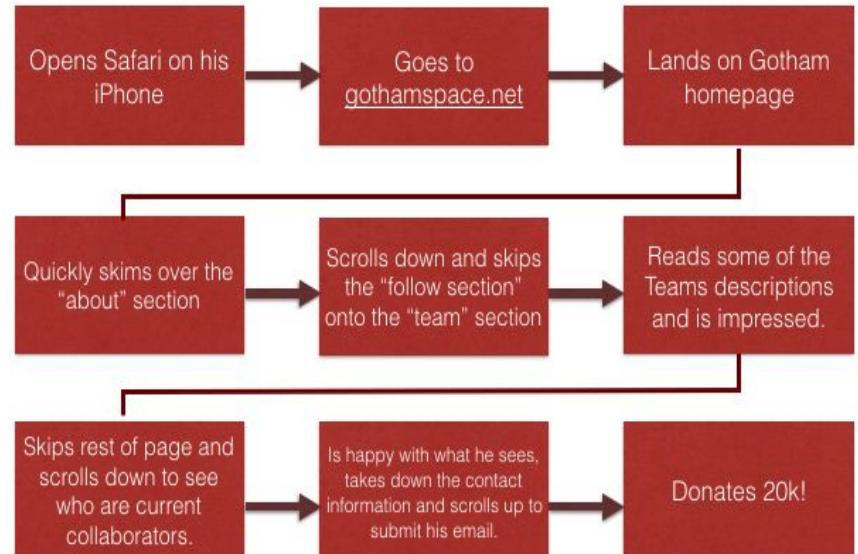
### Pain points:

- Very busy person without patient, give me short short short!!!
- Hate indistinct and quixotic business model without vision
- Hate to work with people without integrity and commitment
- Readily bail when the values of their funds go down, will take out their money whenever they want

### Ray's Channels:

- Can't go anywhere without his iPhone 6+
- His Macbook Pro
- Google Chrome is his favorite browser

## User Flow





# User Persona & User Flow

## Jane Calculus

-TEACHER



*"It's important to feed their minds early on"*

Jane Calculus is a science class teacher in a prominent New York school and is a mom of a 7-year old girl. She works long hours and is trying to pay off her student loans. She is well-loved by the kids. Her goal is to advance her teaching career while maintaining a trusting relationship with students. She thinks that it's key to be able to influence them positively in the future. She tries to get her daughter and students involved in science studies and is looking for ways to incorporate astronomy studies into her lessons.

Age: 36 years old.  
Teacher at Private school in NY

### Wants:

- To stand out as a teacher
- Seeks creative and engaging learning
- Needs fun yet useful information
- Good for you and good-tasting.
- Easy access to information

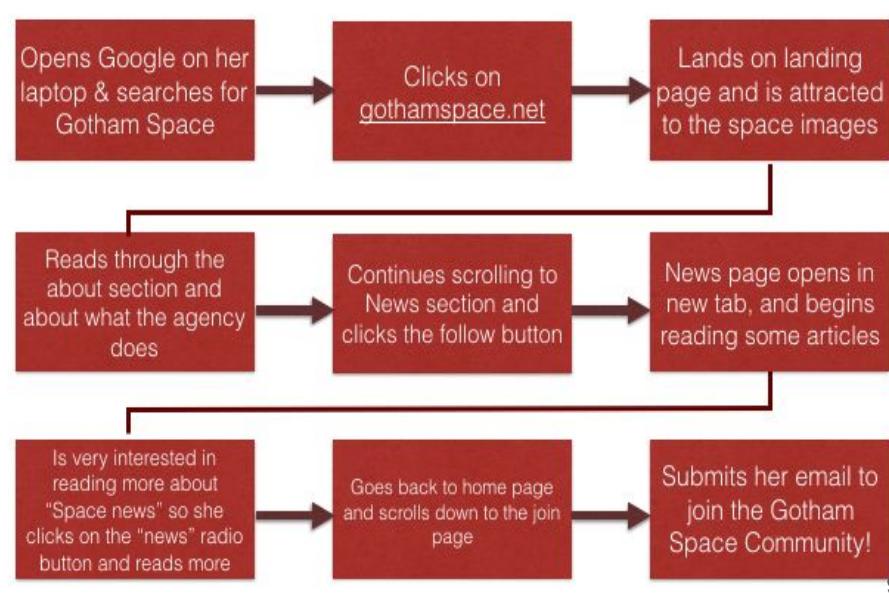
### Pain points:

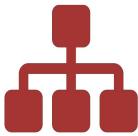
- Hates ugly interfaces
- Hard to find study materials
- Finds it hard to keep students engaged and motivated
- Doesn't like hype driven "awareness" projects
- Finds it hard to find pop culture examples to engage girls in the subject

### Jane's Channels:

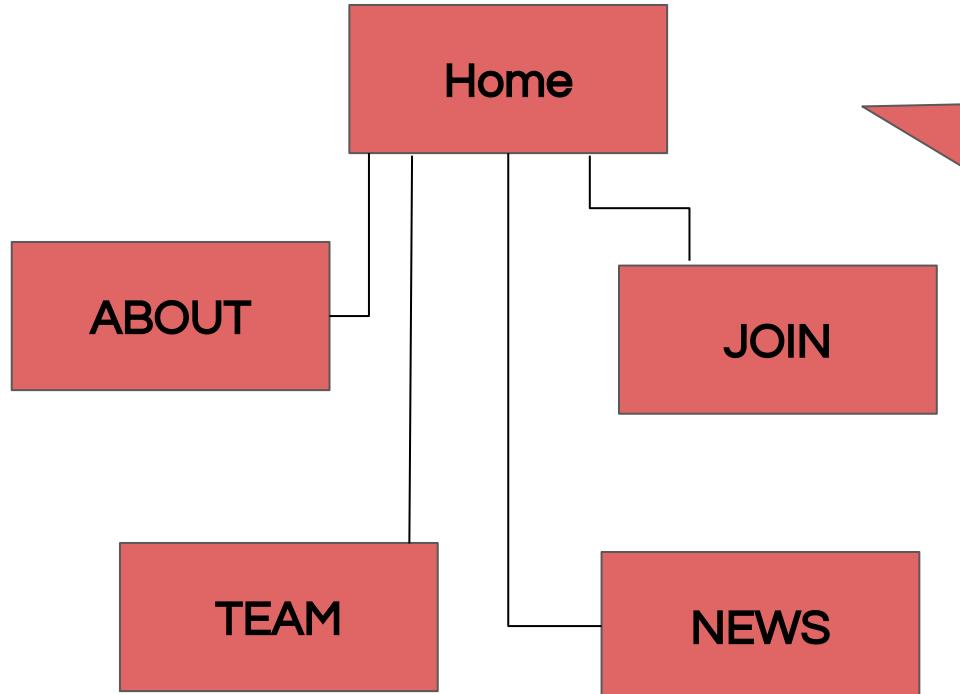
- Her smartphone - preferred communication is always emails
- Her laptop

## User Flow





# Sitemap



After all these research (brainstorming, competitive analysis) we started with the UX design of the pre launch page. As per the requirements of the project we came up with the sitemap of what the site should primarily contain and on which areas it should focus most. We started with version 1 of sitemap and designed all the pages of it. Then on the basis of user testing and feedback we made the changes again and again and finalized this sitemap (as seen on left).



# User Feedback



## Feedback Summary

"IN ORDER TO TRUST A PROJECT, I NEED TO GET AS MUCH INFORMATION AS POSSIBLE, AS FAST AS POSSIBLE. HOWEVER, THE PAGE SHOULD NOT BE BLAND - I WILL SIMPLY FORGET. VISUALS ARE BETTER THAN TEXT, BUT DO NOT TURN THE EXPERIENCE INTO THE GAME. KEEP ME ENGAGED - SPACE IS COOL!\*



# User Feedback



## **" POWERED CHANGES"**

1. Simplified navigation & made overall language more approachable and friendly.
2. Designed a special section for news and social media updates.
3. Clear call to action buttons for users to Join & Follow.
4. Created overall positive and fun experience for visitors while being informative.



# Interactive Hi Fi Prototype



ABOUT

NEWS

TEAM

JOIN

A sticky navigation bar is positioned at the top of the page. It includes a logo for 'GOTHAM SPACE AGENCY' on the left, and navigation links for 'ABOUT', 'NEWS', 'TEAM', and 'JOIN' on the right. The 'JOIN' button is highlighted with a red arrow. Below the navigation bar, a large gray rocket ship icon is visible on the left. A white speech bubble on the right contains the text: 'Hi!', 'We are the first Brooklynites to launch satellite into space.', and 'Join the spacewalk!'. A red arrow points to the word 'Join' in the speech bubble.

Highlighted CTA (Call To Action) - Join button

Sticky Navigation bar with direct link to home page from logo.

Another direct link to join page, as it is the mission of the pre launch page.

\*click on the image to see the prototype



# Interactive Hi Fi Prototype



ABOUT

NEWS

TEAM

JOIN

## MADE IN BROOKLYN

We are a group dedicated to exploring the frontier of space and inspiring the next generation of citizen scientists. The Agency's first mission is the launch of Brooklyn's first-ever "manned" satellite into space, in partnership with MIT and NASA.

Read more



Navigation bar with current page highlighted and underlined

For quick skimming, we just added a small paragraph

For users, who want more information can go through expandable descriptions and in depth analysis.



# Interactive Hi Fi Prototype

[ABOUT](#)[NEWS](#)[TEAM](#)[JOIN](#)

## JOIN THE COMMUNITY

Join the community of tinkerers and space enthusiasts.

Catchy and small caption to ask users to join gotham space agency

[JOIN US](#)

With a simplified email signup form, it will be more easy to join by just entering their email id.



# Interactive Hi Fi Prototype



## INTERGALACTICAL MEDIA WALL

• ALL    • NEWS    • SOCIAL

**MUSK & BRANSON'S ROADBLOCKS ON THE WAY TO MARS.**

It's not just science fiction. Humans really could colonize Mars.

Source: CNBC.com

**GOTHAM SPACE**   **JOIN US**

**NASA CONFIRMS: WATER ON MARS!**

“Our quest on Mars has been to ‘follow the water,’ in our search for life in the universe, and now we have convincing science that validates what we’ve long suspected,” said John Grunsfeld, astronaut and associate administrator of NASA’s Science Mission Directorate in Washington. “This is a significant development, as it appears to confirm that water -- albeit briny -- is flowing today on the surface of Mars.”

Source: Nasa.com

**GOTHAM SPACE**   @gothamspace - 3 hours

IMAGE

**2000 VS. NOW: 15 YEARS OF HUMANS ON SPACE STATION.**

Humans have been living in space aboard the ISS 24-7-365 since Nov. 2, 2000. That's 15 Thanksgivings, New Years, and holiday seasons astronauts have spent away from their families...

Source: Nasa.com

“JOIN US” focussed [primary button].  
Gotham Space is a link [secondary button]

Featured cards for the information which is easy to filter.

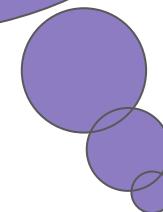
Dynamic content media wall with options for the user to filter out what he wants to read.

# UX Design Project

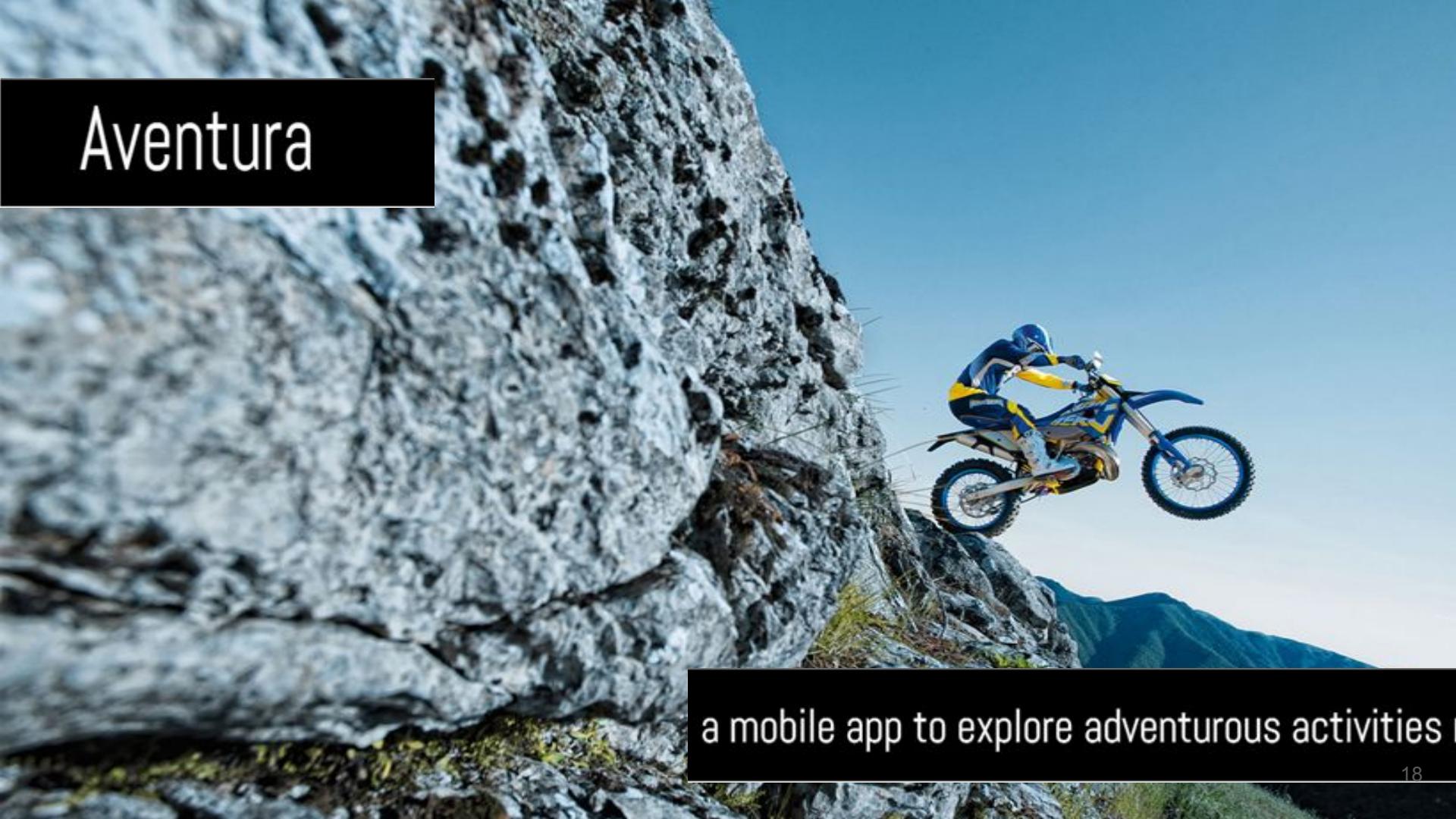
Project Name: **Aventura**

Group Size: **Individual**

Duration: **2 weeks**



# 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

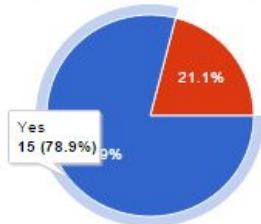
	 All Trails	 Thrillophilia	 Meetup	Overview
Direct search or Sign Up Search?	Both	Both	Require Sign up	Before starting the analysis and ideation process, it is very important to see what is out there. For the adventure activities there are many websites which provide a collective adventure activities. 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

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

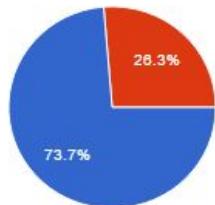
. Would you like to keep a track on what type of activities are your friends doing?



Yes 15 78.9%

No 4 21.1%

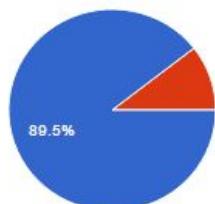
. Would you like to earn a badge after you do certain number of activities and compete with your friend?



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%

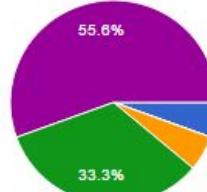
No 2 10.5%



# User Surveys

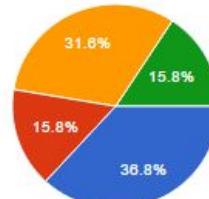
Survey started with which adventure activity do you like the most and advances to ask if the features which are being planned to add in the app will be relevant or not. As from the results, most of the users plan adventure once a year but whenever they plan it they do some research online. From this 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?



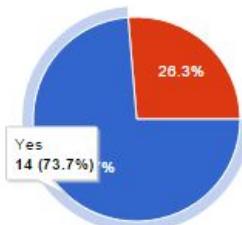
Everyday	1	5.3%
Every week	0	0%
Every month	1	5.3%
Every 6 months	6	31.6%
Once a year	10	52.6%

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%



# 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.



# User Persona



**Sam**

**Age:** 24

**Occupation:** Junior Assistant at Auracare

**Location:** New York

**Interests:** Dancing, Basketball, Cooking

## 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

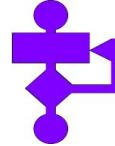
- Trying new activities.
- Explore New York as a New Yorker.
- Live life to the fullest
- Help others whenever possible.

### 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.

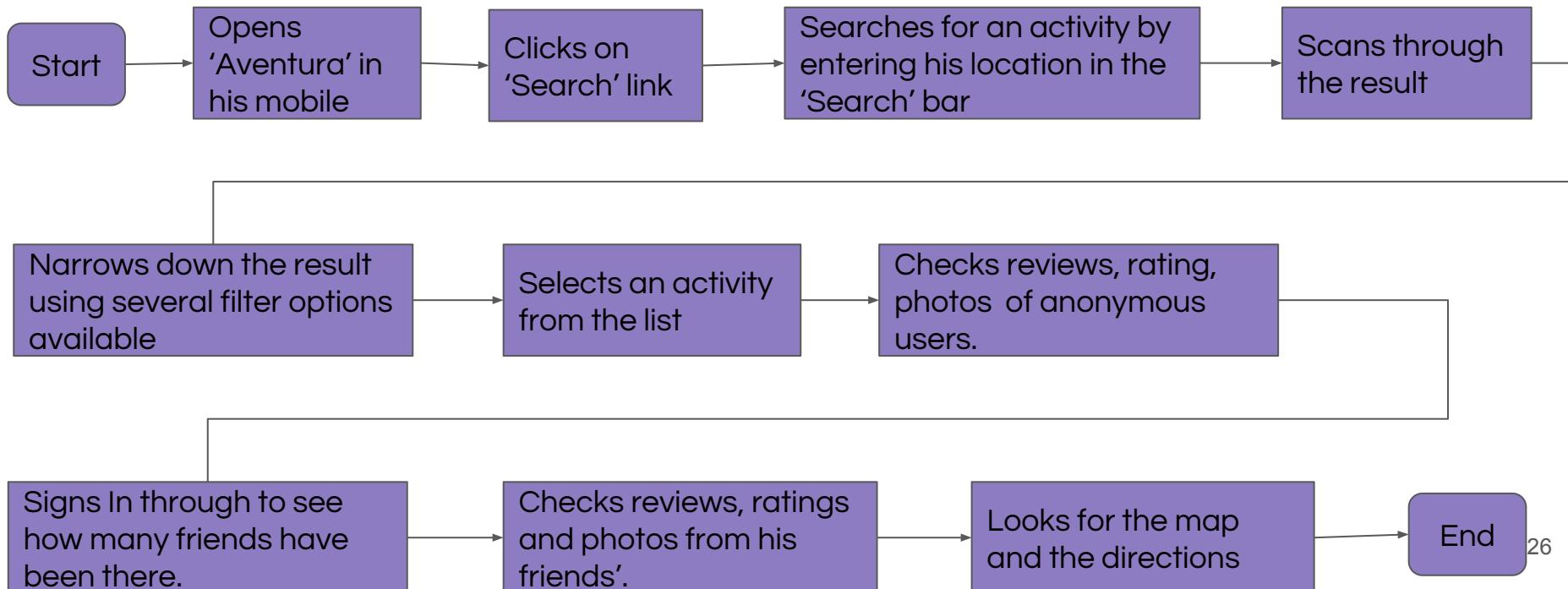
### Channels

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



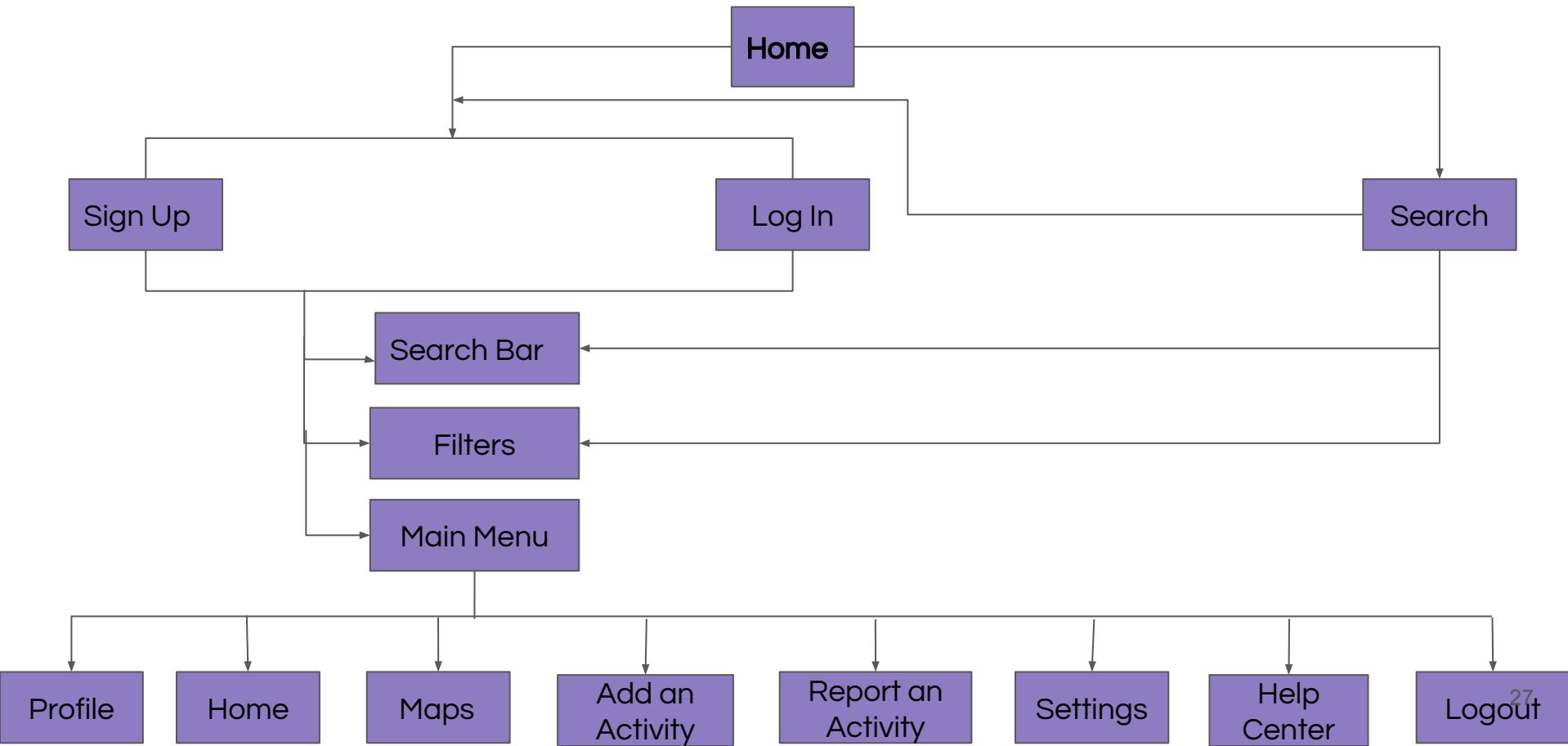
# User Flow

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 the placeholder 'Search'. Below it is a section titled 'Narrow down your results' with two columns of filters: 'Best / Recommended' (with 'Best' and 'Recommended' buttons), 'Free / Paid' (with 'Free' and 'Paid' buttons), and 'Preferred activity' (with a 'Select activity' button). Below these are sections for 'Day' (with 'Today' and 'Enter a date' buttons) and 'Timings' (with four time slot buttons). At the bottom are 'Cancel' and 'Apply' buttons.

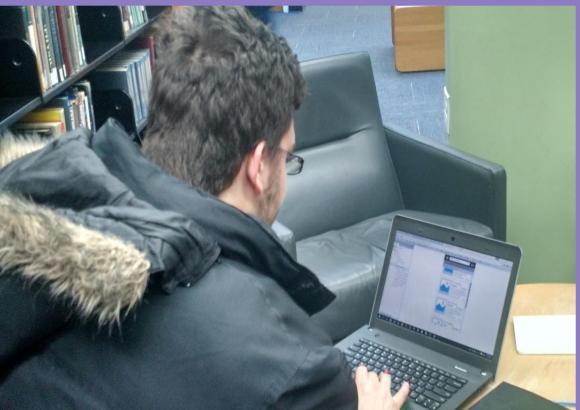
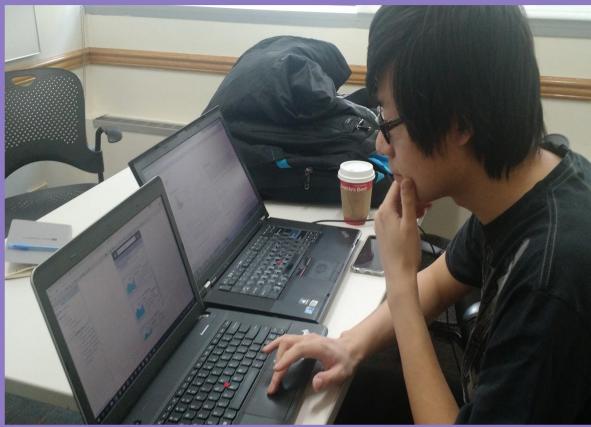
Sketch B (Right): A hand-drawn sketch of a dropdown menu. It features a large rectangular area with a note in the center: 'Drop down with results related to the text entered'. The top of the dropdown has a header with three icons: a menu icon, a search icon, and a close icon.



# 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

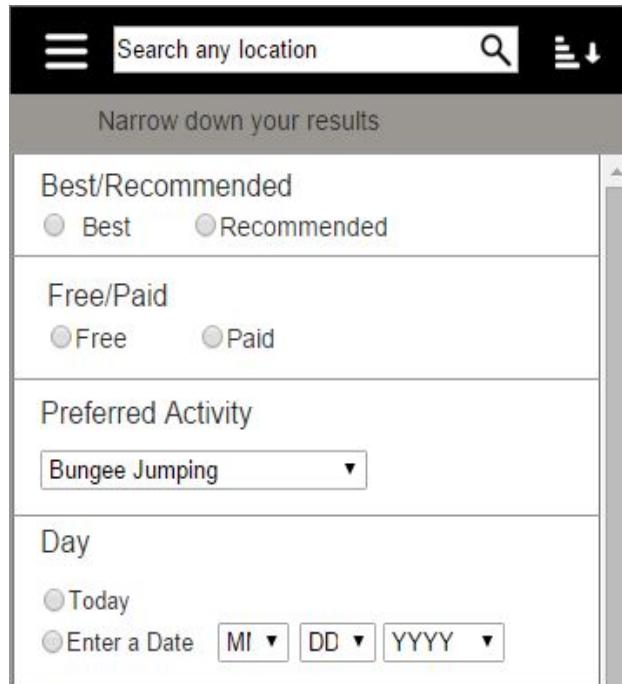
- Filter is simple and cool
- Missed back button in many pages.
- Double Scrollbar in activity description page was confusing.
- 'Reviews from your friend' idea is unique and helpful.
- 'Nearest' filter is missing in the filter options.



# 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

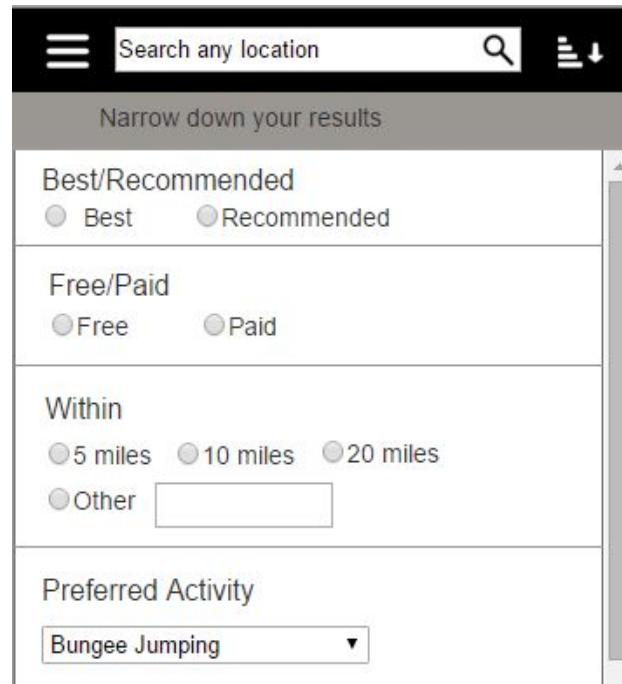
Bungee Jumping

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

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)

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.





# 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

ting

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

34



Search any location



We found **6** Activites near your location

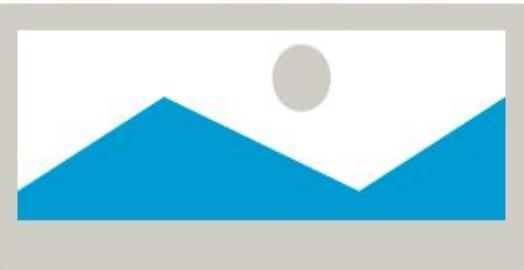
Filtering: Within 10 miles X

## 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  
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ng

20 Reviews

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

in there 0.7 mi

ting

12 Reviews

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

in 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



15 07 05

Activites

Cities

Organized

Bear Grylls

Intermediate

"don't listen to the dream stealers"

Lastest Activity

## 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.