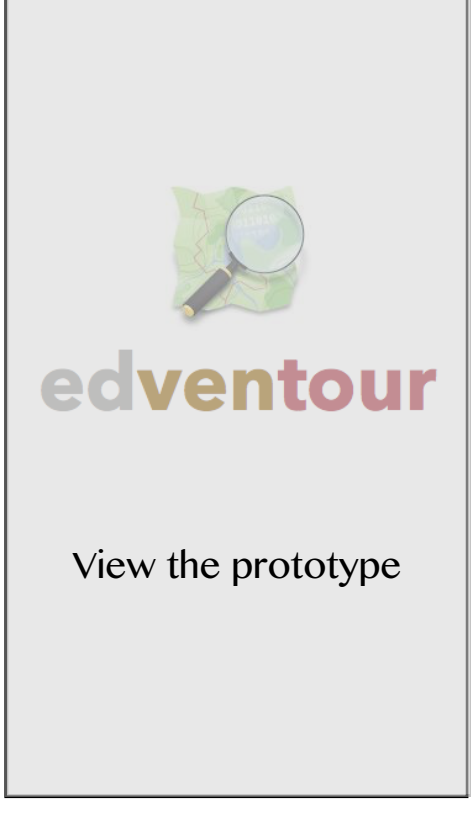


A mobile travel app to facilitate an easy to follow and tailored way around a new city whilst providing an educational experience

Challenge

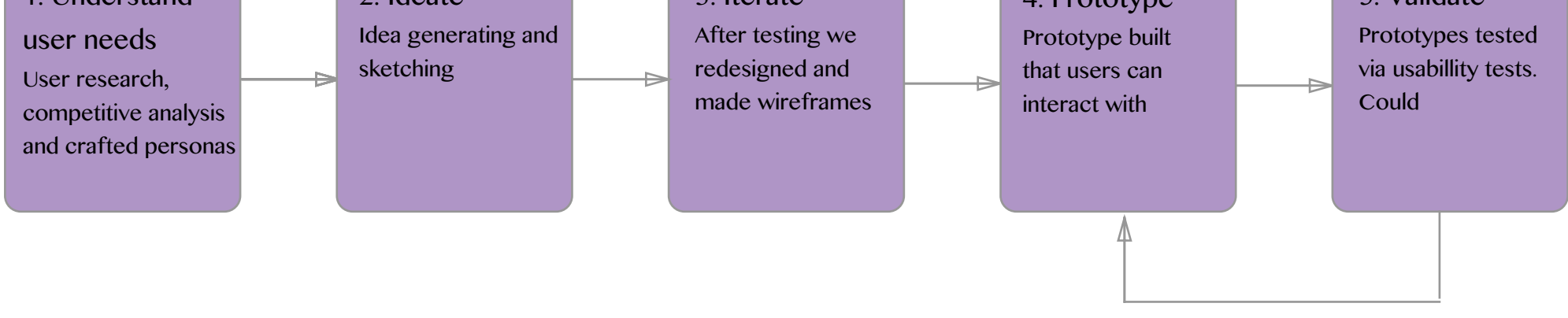
Rand McNally is known for charting and producing maps, atlases, textbooks and globes. In the digital world, they offer GPS devices for consumers and commercial trucking. They've identified geocaching as a burgeoning industry in which they have potential. Our primary consideration is to develop a mobile travel app to introduce to the market a Rand McNally virtual geoaching app for tourists.



My role(s)

- Project manager
- Personas
- User flow
- Presentation
- Iteration
- Sketches
- Wireframes
- Prototyping

Here’s how we did it



1. Understand User Needs

Competitive Analysis

The travel market is saturated, however none focus on digital touring. We completed a S.W.O.T. analysis of various company’s offerings and applied our findings to the design of the app.

	Easy to Use	→	Difficult to use
strengths	strong brand, easy to use	tons of data, mobile / desktop	strong user base
weaknesses	heavy back, app not user friendly	not terribly reliable, no tours	local-generated content
opportunities	app	tours	local-focused

Consumer Insights

The most commonly used words in the answers to the user surveys can be seen on the right. The bigger the word the more times it was used. The key takeaways from our research were:

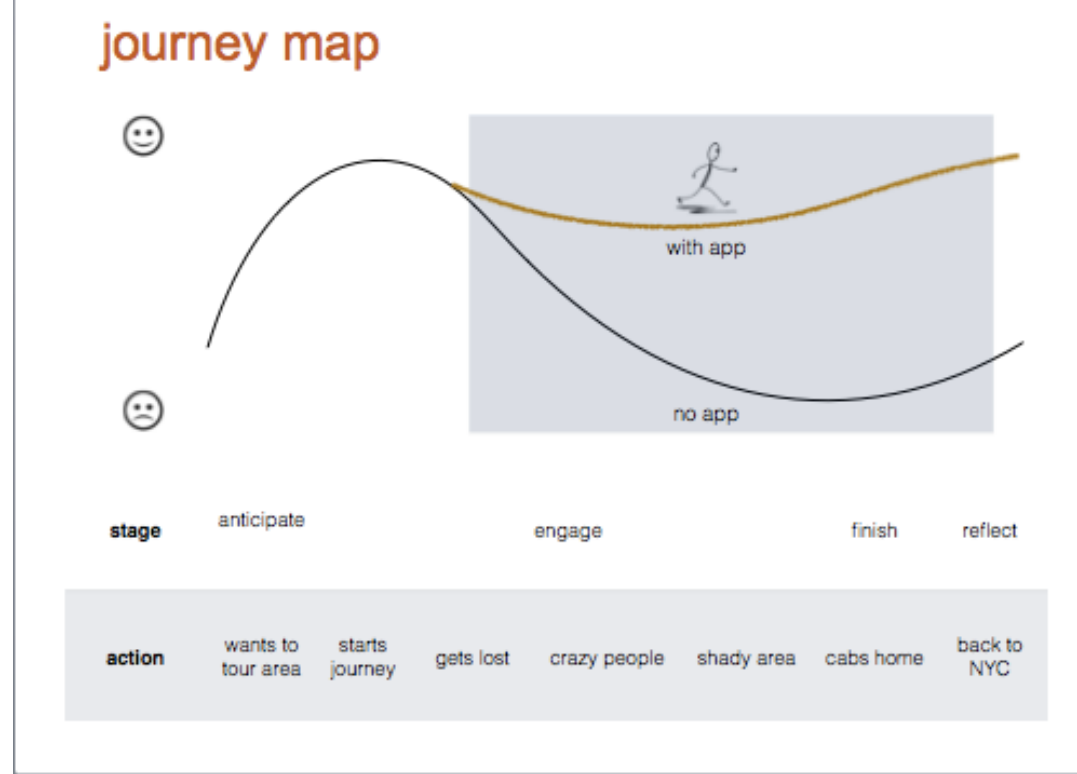
- Users wanted app based travel information
- With local tidbits of information



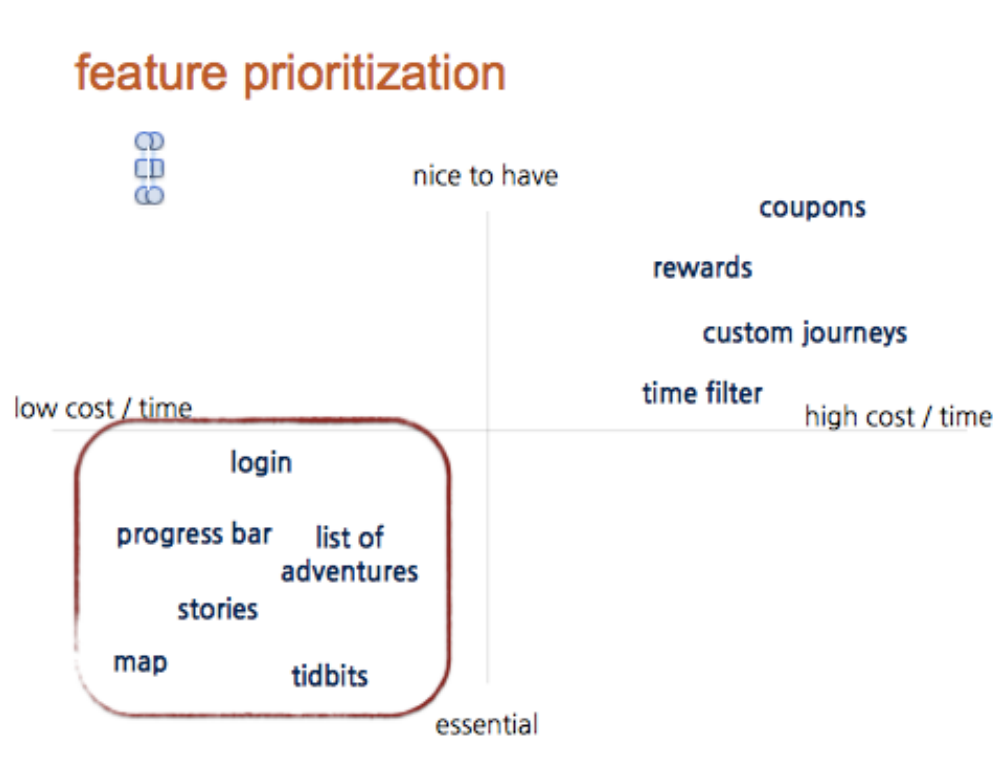
Proposed Solution

A travel app for mobile which leverages the company’s current assets (maps, atlases, GPS technology) to introduce the user to a world of virtual caching whilst learning about the city. A bespoke tour just for you.

Analysis



Jennifer’s journey map pre & post app. Considering feelings through the journey enabled us to focus on potential features to include



A 2x2 showing the essential features vs cost. Using Jennifers journey map we considered each potential feature’s importance with a view of including the most important first in the design

2. Ideate

Thrashing out ideas on the wall



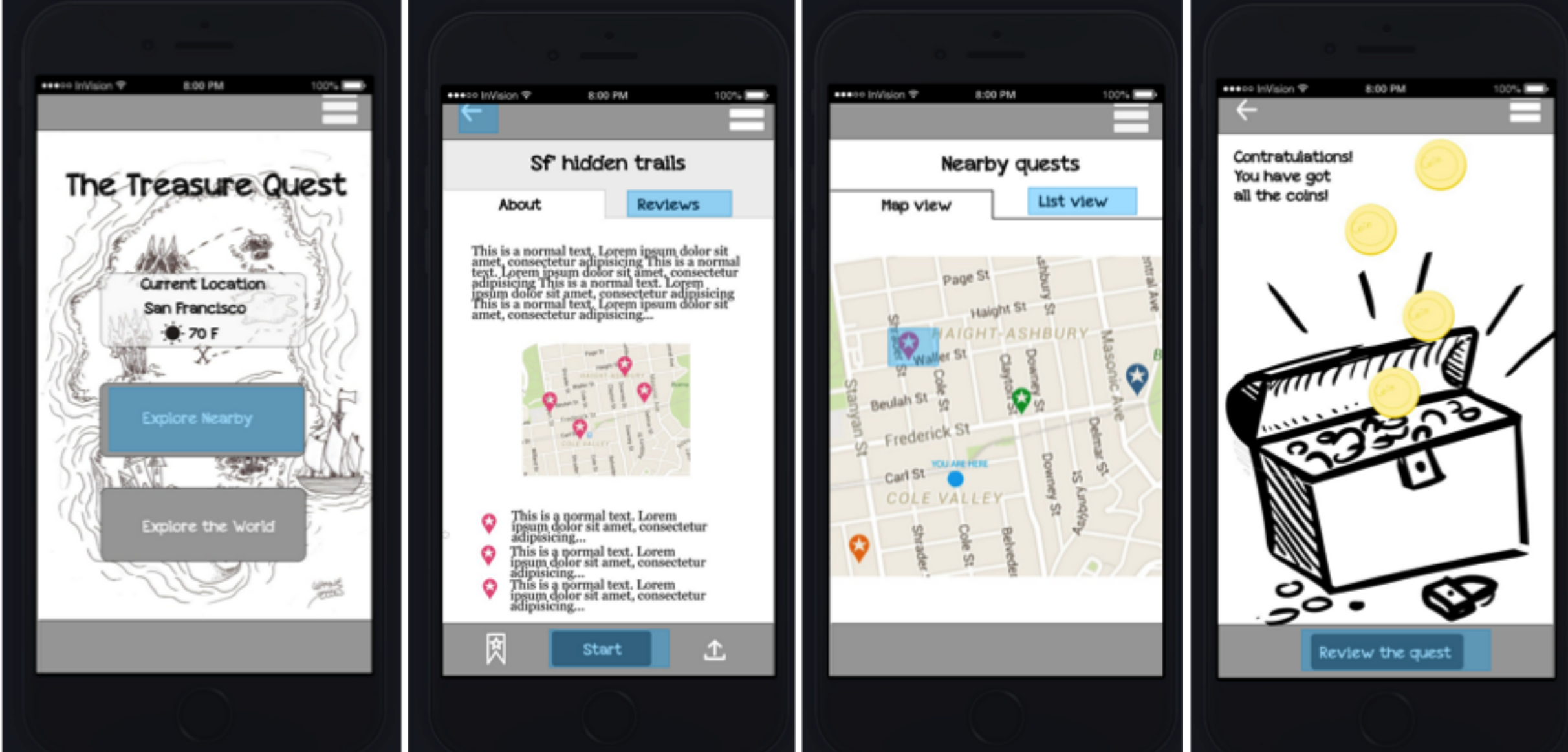
3. Iterate - Initial Sketches

- Drawn based on research findings and user interviews.
- Key insights:
- Users wanted:
- To be able to check current location and be able to search in advance.
 - Users wanted to see different views e.g. birds eye, walking
 - Informtion about the attraction being showcased



4. Prototype

- Users wanted:
- A back button in case they wanted to amend choice on a previous page
 - Simplified choices for views; a map and a list showing the waypoints to be visited
 - A sense of acheivement,;so we added a “collect coins” aspect at each waypoint.



5. Validate

- The second round of user testing (testing the prototype) told us that users:
- wanted to customise their tour (rather than have a set tour
 - did not like the rewards system for reaching each waypoint (coins)
 - wanted the design to be a little more mature
 - wanted an audio feature so they didn’t have to look down at their phone during their route

