Falling for New York

Case Study by Sara Veith

“Falling for NY”

New York State is a beautiful place to visit when the leaves start changing color. Despite this, there is no specific app that provides NY fall activities and trails to people. Not to mention that a lot of trail apps are confusing, missing information, and have paywalls. This is what “Falling for NY” is here for! Using GPS technology, interactive maps, and more, it can provide users with all the information that they’d need to have the best autumn experience! From cornfields to the tallest mountains, there’s something for everyone!

Competitor Analysis

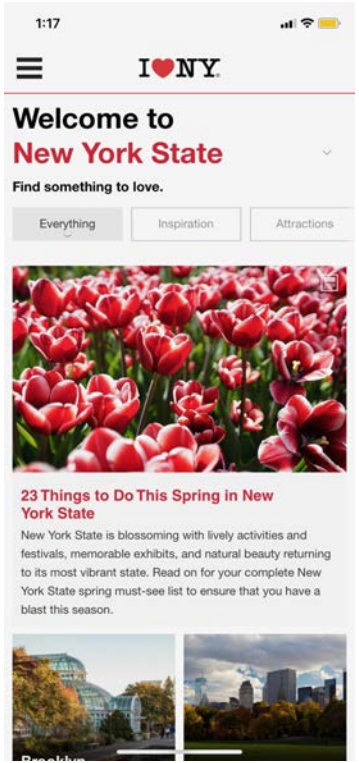
I Love NY Travel App

Pros:

- Shows a lot of information and events
- Everything can be filtered by region and location
- Recommended events and articles

Cons:

- The amount of information can be overwhelming
- Doesn't show much about trails
- Fall information is only shown in fall



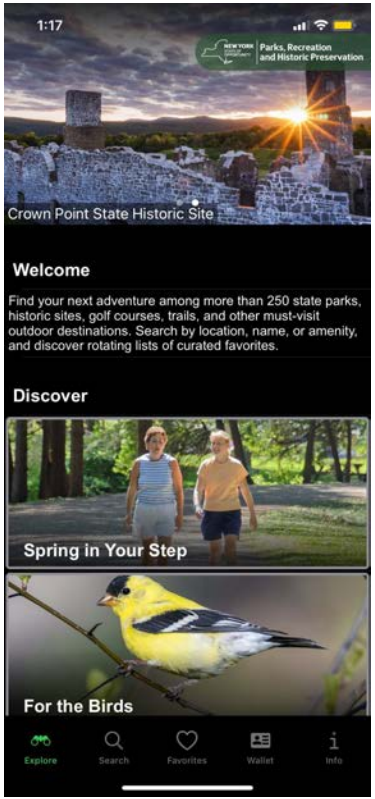
NYS Parks Explorer

Pros:

- Interactive maps with offline capabilities
- Downloadable maps
- Park recommendations for the season
- Able to filter and search for parks by region and amenities

Cons:

- Only shows state parks, historical sites, and golf courses
- Doesn't show preserves
- Adirondacks section just takes you to an external link



Gaia GPS

Pros:

- Multiple map layers and filters
- Shows both national parks and preserves
- Shows trail difficulty and popularity
- Can save trails and make waypoints on map

Cons:

- A lot of features are behind a paywall
- Can’t search by region

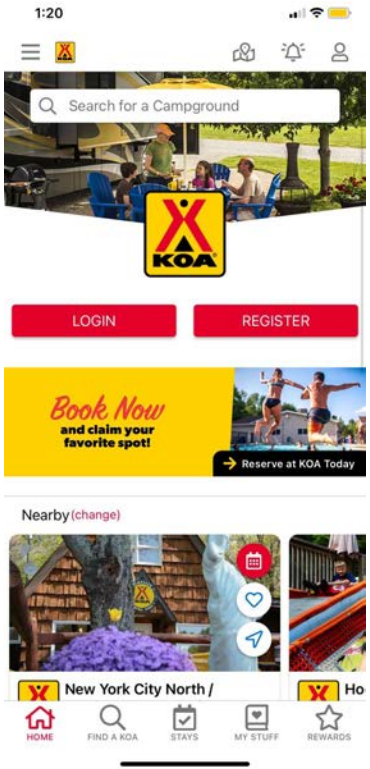
KOA Campgrounds

Pros:

- Search for KOA campgrounds by location
- Shows recreation, amenities, etc.
- Shows camp events and maps for each campground
- Manage bookings and reservations

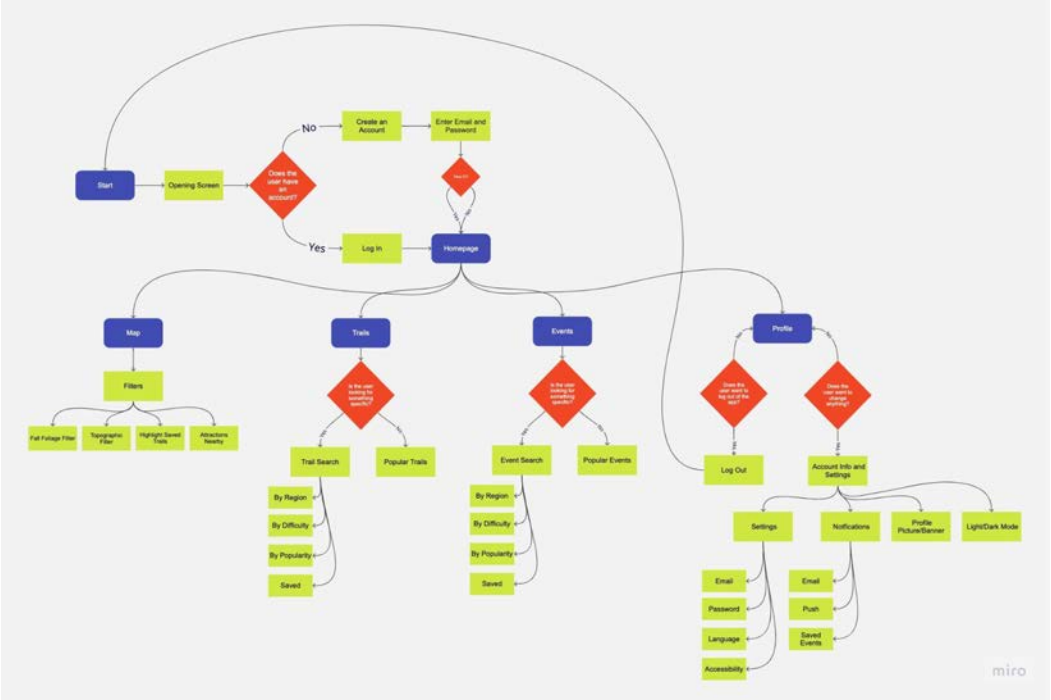
Cons:

- Information is limited to what is in the KOA campgrounds
- Not many locations in New York

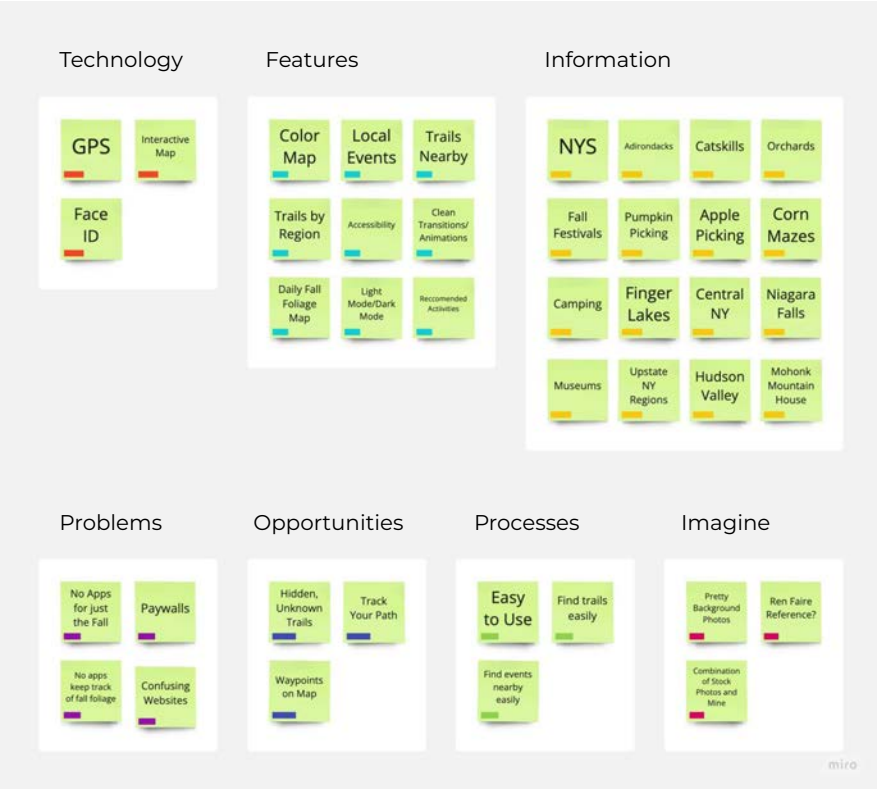


UX Documents

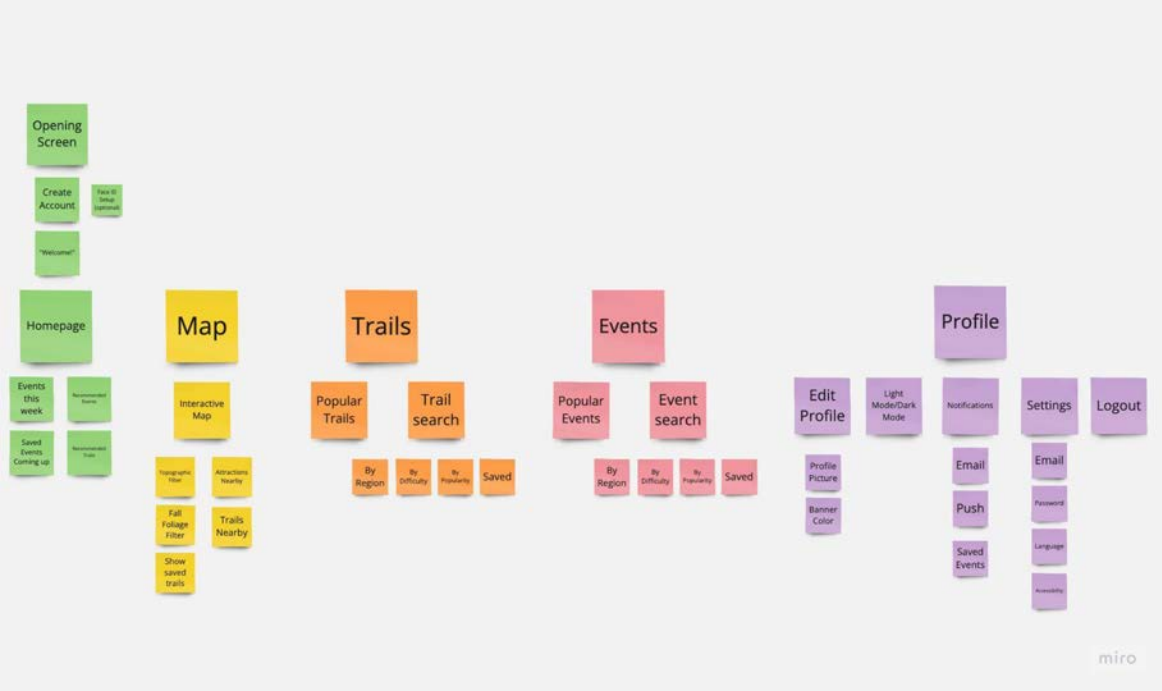
Process Flowchart



Affinity Diagram



Card Sorting



Personas

Jackie

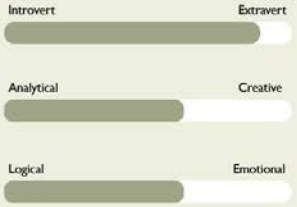
CAREER
Student

AGE
20

STATUS
Single

Bio

Jackie is a transfer student at SUNY Binghamton and is looking for some things to do with her new friends on weekends. She wants to explore the area more and check out its natural sights. She can't wait to post her adventures on Instagram!



Goals

- Find some fun Fall activities to do with her friends on weekends
- Get some pictures of the beautiful fall foliage
- Learn more about the Binghamton area and its local events

Frustrations

- Some of the local hiking trails are hard to find
- There's no app that shows a fall foliage map, and she has to keep checking random websites for it

Matt

CAREER
Engineer

AGE
26

STATUS
Dating

Bio

Matt is an engineer from Albany who is interested in getting away from the city for a weekend. He's gone hiking a lot with his girlfriend before, and they both want to challenge themselves with more difficult trails. He is always down to try something new!

Goals

- Find some challenging hikes outside of Albany
- Do something fun for a weekend with his girlfriend
- Destress by immersing himself in nature

Frustrations

- He has done a bunch of well known trails already
- It can be hard to find a more challenging trail nearby
- It's hard to find resources about trails sometimes

Kim

CAREER
Teacher

AGE
37

STATUS
Married

Bio

Kim is a kindergarten teacher in Saugerties. She wants to take some time to do some fun fall activities with her family. Her two kids love to go apple picking, and her husband and her want to try some local hard cider. She's down to have fun any day of the week!

Goals

- Find some fun, kid-friendly Fall events to do over the weekend
- Try some local hard cider with her husband
- Enjoy the weather before it gets too cold

Frustrations

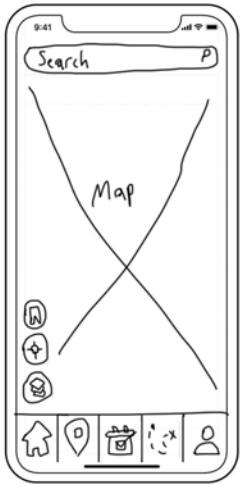
- It's hard to find out about some events becuase many orchards don't have websites
- Some apps are too overwhelming or difficult for her to use

Wireframing

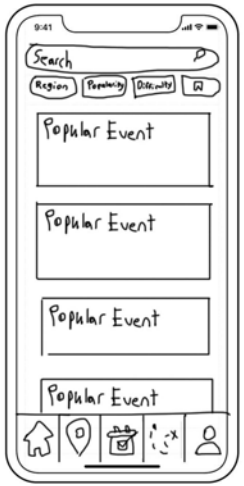
Low-Res Wireframes

Home

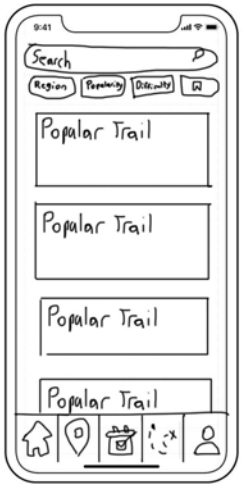
Map



Events



Trails



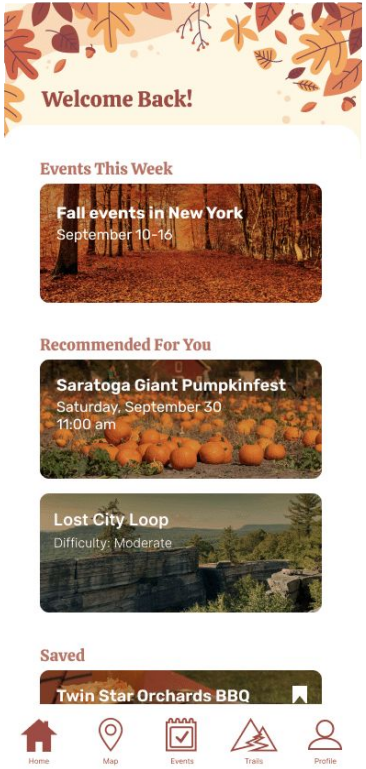
Profile

Medium-Res Wireframes

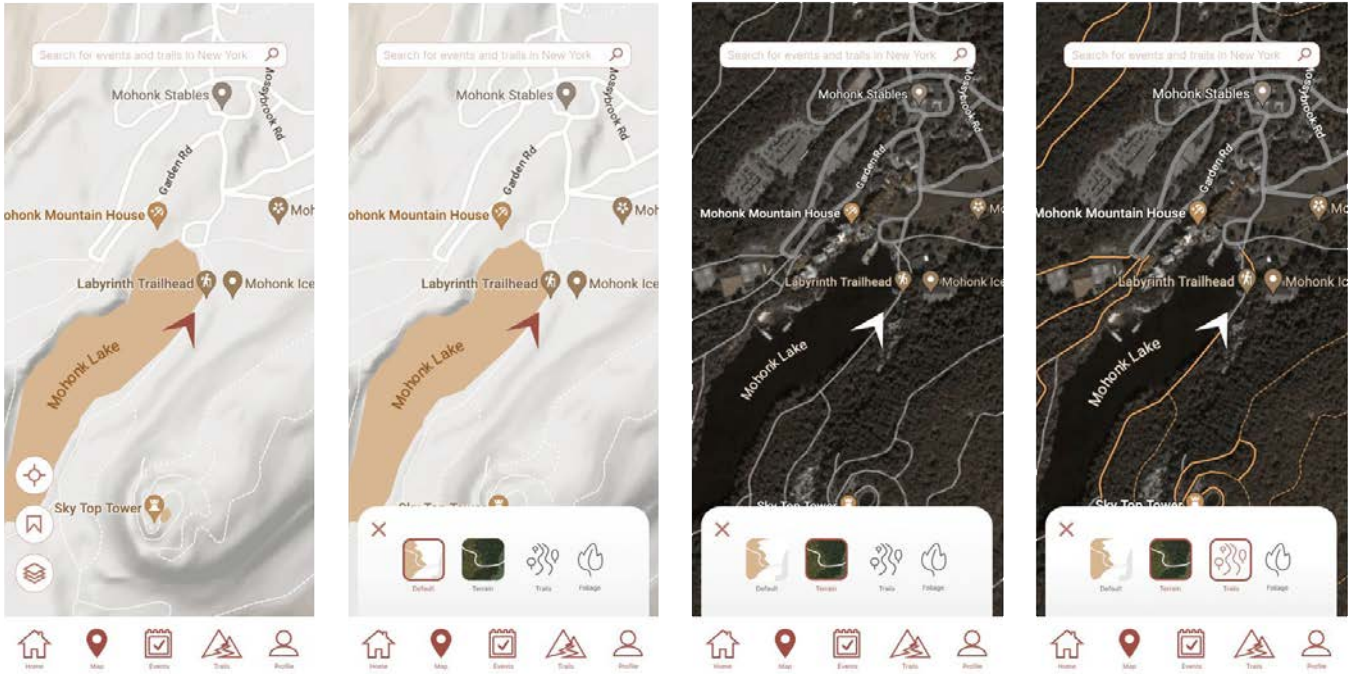
App Icon

UI Design

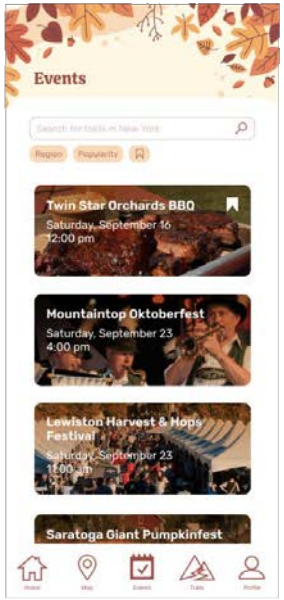
Home

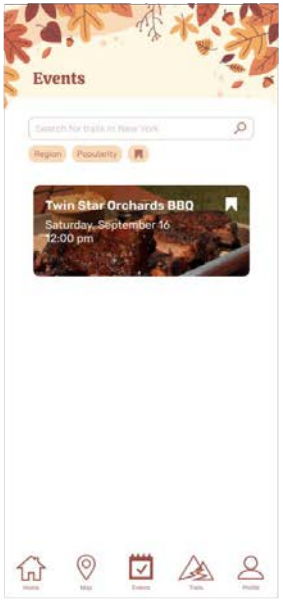

Welcome Back!
Events This Week
Fall events in New York
September 10-16
Recommended For You
Saratoga Giant Pumpkinfest
Saturday, September 30
11:00 am
Lost City Loop
Difficulty: Moderate
Saved
Twin Star Orchards BBQ
Home
Map
Events
Trails
Profile

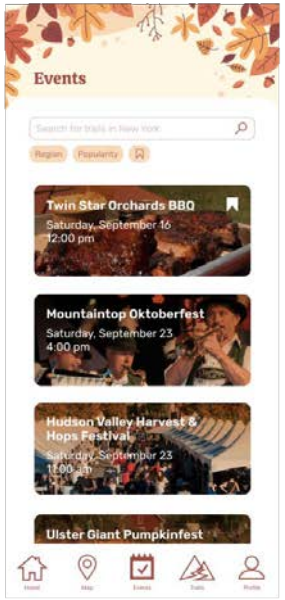
Map


Search for events and trails in New York
Mohonk Stables
Mossybrook Rd
Garden Rd
Mohonk Mountain House
Labyrinth Trailhead
Mohonk Lake
Sky Top Tower

Events


Events
Search for trails in New York
Region
Popularity
Twin Star Orchards BBQ
Saturday, September 16
12:00 pm
Mountaintop Oktoberfest
Saturday, September 23
4:00 pm
Lewiston Harvest & Hops Festival
Saturday, September 23
11:00 am
Saratoga Giant Pumpkinfest

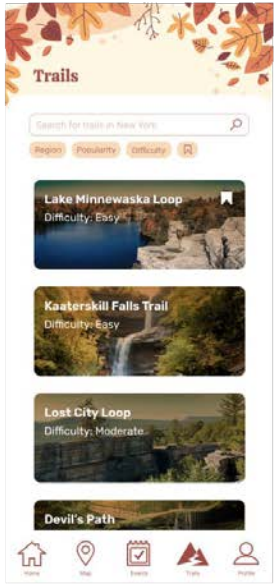

Events
Search for trails in New York
Region
Popularity
Twin Star Orchards BBQ
Saturday, September 16
12:00 pm

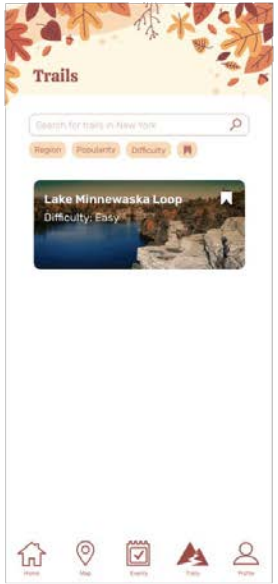

Events
Search for trails in New York
Region
Popularity
Twin Star Orchards BBQ
Saturday, September 16
12:00 pm
Mountaintop Oktoberfest
Saturday, September 23
4:00 pm
Hudson Valley Harvest & Hops Festival
Saturday, September 23
11:00 am
Ulster Giant Pumpkinfest

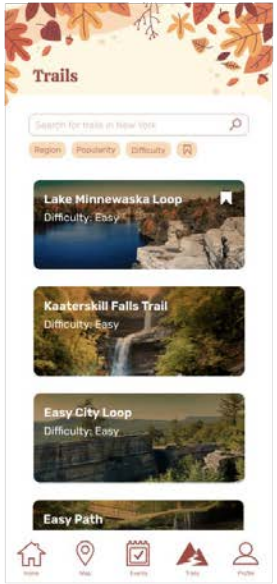
Twin Star Orchards BBQ
Saturday, September 16
12:00 pm
155 N Ohioville Rd
New Paltz, NY 12561
(845)-633-8657
info@twinstarorchards.com
Enjoy our slow roasted pork a la carte two ways - Pork Platters are larger servings of pork, served with sweet Hawaiian dinner rolls and homemade coleslaw on the side or Pork Sandwiches on sweet Hawaiian buns with a side of homemade coleslaw.
Live music by the Jack Sparin Band from 1-4 pm!

Mountaintop Oktoberfest
Saturday, September 23
4:00 pm
Mohonk Mountain House
1000 Mountain Rest Road
New Paltz, NY 12561
(855) 883-3798
Dating back to its 1810 origin in Munich Germany, we debut the mountaintop's first Oktoberfest! Beginning with our Tapping Ceremony and Cannon Commencement, this weekend of funfair puts forth a full display of Bavarian and German culture.
Highlights include music, local breweries, Hilby the Skinny German Juggle Boy, and let us not forget the schnitzel, wurst, and spätzle.

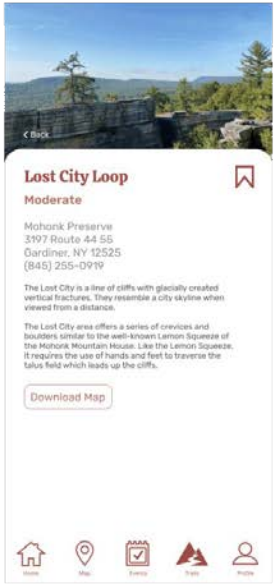
Trails


Trails
Lake Minnewaska Loop
Difficulty: Easy
Kaaterskill Falls Trail
Difficulty: Easy
Lost City Loop
Difficulty: Moderate
Devil's Path

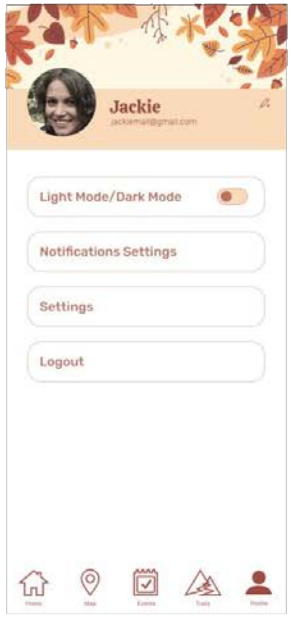

Trails
Lake Minnewaska Loop
Difficulty: Easy


Trails
Lake Minnewaska Loop
Difficulty: Easy
Kaaterskill Falls Trail
Difficulty: Easy
Easy City Loop
Difficulty: Easy
Easy Path

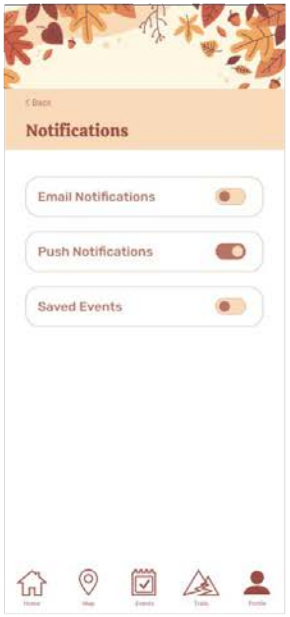
Back
Lake Minnewaska Loop
Easy
Minnewaska State Park
5281 Route 44-55
Kerhonkson, NY 12446
(845) 255-0752
Lake Minnewaska is a natural lake that is one of the five sky lakes on the Shawangunk Ridge. These lakes, four of which can be found in this state park, were carved by glaciers during the last ice age.
The lake is half a mile long and about an eighth of a mile wide, with a trail encircling it that is a bit less than two miles in length. Along the way, the trail passes by the fantastic visitor center, the lake's small beach, several great vistas, and the towering cliffs on the eastern side of the lake.
Download Map

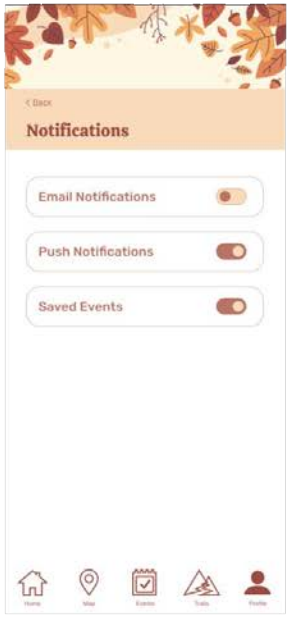

Back
Lost City Loop
Moderate
Mohonk Preserve
3197 Route 44 55
Gardiner, NY 12525
(845) 255-0919
The Lost City is a line of cliffs with glacially created vertical fractures. They resemble a city skyline when viewed from a distance.
The Lost City area offers a series of crevices and boulders similar to the well-known Lemon Squeeze of the Mohonk Mountain House. Like the Lemon Squeeze, it requires the use of hands and feet to traverse the talus field which leads up the cliffs.
Download Map

Profile


Jackie
Light Mode/Dark Mode
Notifications Settings
Settings
Logout

Jackie
Light Mode/Dark Mode
Notifications Settings
Settings
Logout


Notifications
Email Notifications
Push Notifications
Saved Events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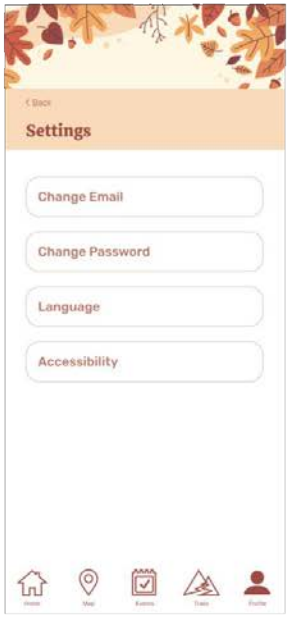
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Final Prototype

Figma Link