



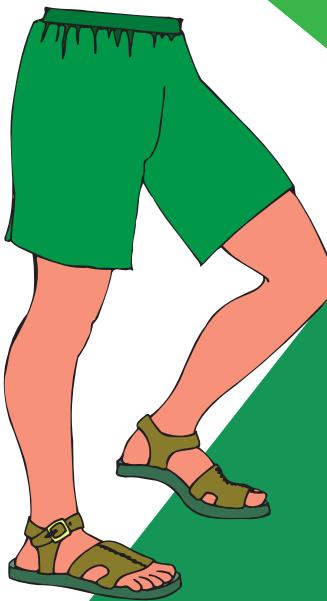
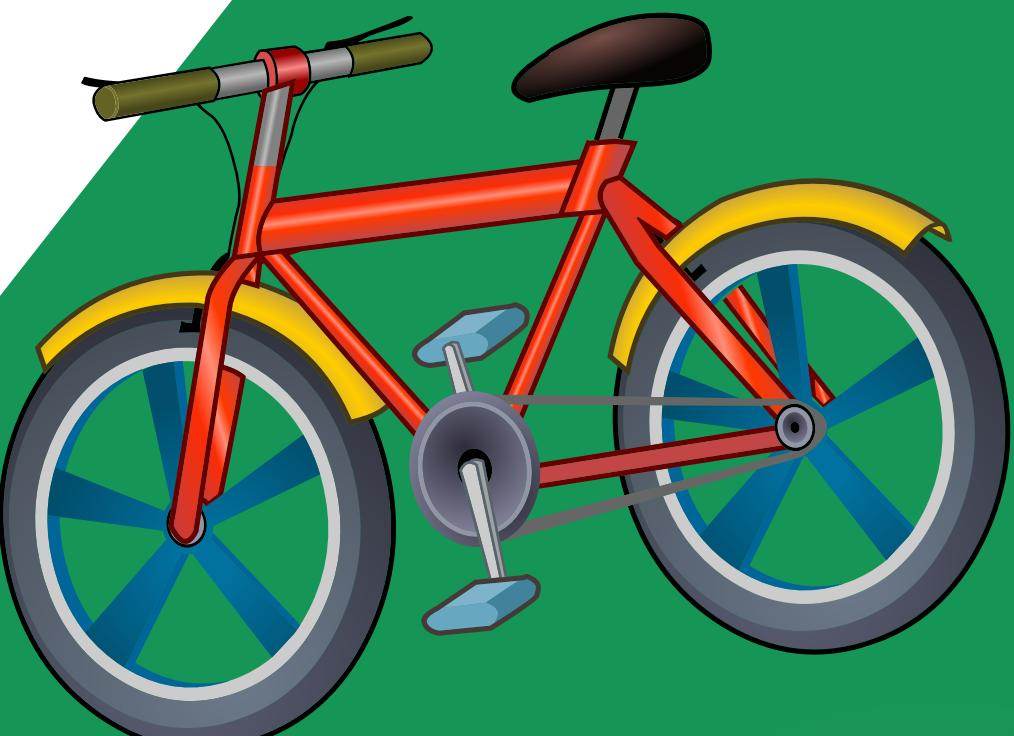
Group 70

WALK WISE

Group Members:

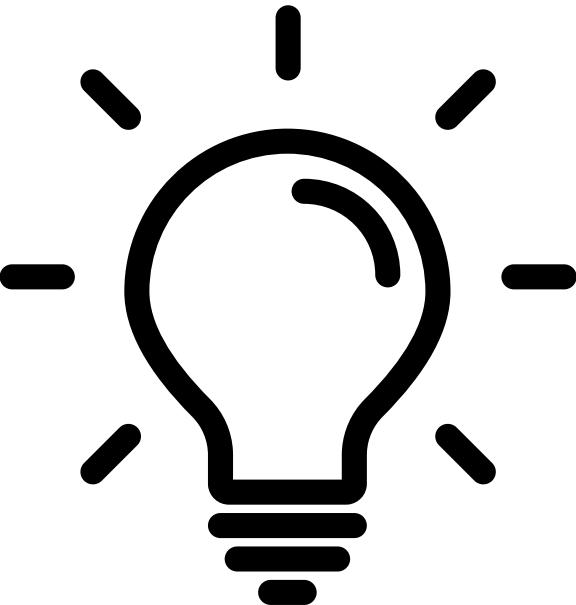
1. Ahmed
2. Ali
3. Mohamed
4. Tirth

LET'S BEGIN



Initial Idea Brainstorming

Car Pooling Idea: The user enters the destination, and if someone is already going there, they will take them along and charge a small amount.



Plastic Detection: A robot that walks around and detects and picks up all recyclable materials

Sustainable Travel App that encourages users to take eco-friendly ways to their desired destination

Ideas Analysis

Carpooling Sustainable App



Description

Users input their destination, and the app efficiently matches them with drivers heading the same way. This fosters community, reduces carbon footprints, and eases traffic congestion.



Problem

While the idea could lower CO₂ emissions by encouraging the use of fewer vehicles, it would not contribute significantly to climate change as we are still focusing on vehicles being used as means of transportation.

Ideas Analysis

Sustainable Travel App



Description

The sustainable travel app that encourages users to use eco-friendly methods to their desired destination for example walking or cycling, the encouragement is built around gamification and a rewards system



Problem

The challenge of encouraging users to leave their current mode of transportation and switch to walking or cycling

Ideas Analysis



Description

A robot that walks around a known environment analyses the litter on the ground and picks up all recyclable materials

Plastic Detection



Problem

Not innovative enough as there exists a lot of AI models that detect recyclable materials , in addition to its not user-focused

Final Idea Selection: Walk Wise

Why Walk Wise?

After a thorough brainstorming session and the initial idea analysis, our team decided to proceed with "Walk Wise," the sustainable travel app.

Here's Why

Feasibility and Impact

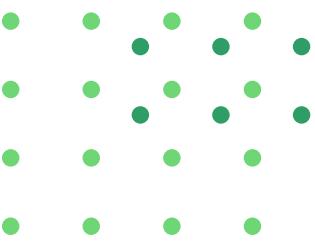
"Walk Wise" was favoured for its immediate user impact and practical daily application, in contrast to the innovative but less feasible plastic detection robot.

Broader Appeal and Engagement

While the carpooling app could reduce carbon footprints, scaling and behaviour change proved challenging. Conversely, "Walk Wise" excited users with its community-focused approach to sustainability beyond mere transportation

Innovative yet Practical

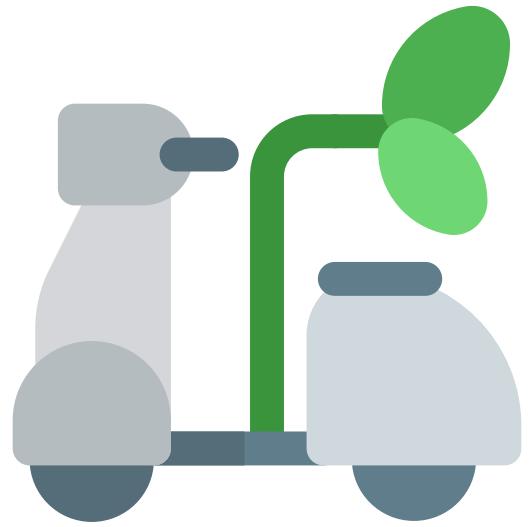
"Walk Wise" stands out for its user-centric and practical innovation, addressing significant issues within real-world contexts, unlike the more niche or less user-focused alternatives



Problem Brainstorm Session

Project Initiation and Challenge Identification:

In the initial phase of our project, a dedicated session was conducted to focus on the identification of challenges faced by individuals in sustainable travel, specifically emphasising walking and cycling. During this session, participants delved into the project brief, sharing personal experiences and addressing known issues related to eco-friendly commuting. The objective was to gain insights into factors that might discourage people from choosing walking or cycling as their primary mode of transport.



The session involved a comprehensive brainstorming exercise, where challenges were discussed extensively. Similar issues were organised into coherent categories, adopting a thematic approach to problem identification. Through this methodical process, several key themes emerged, providing a structured understanding of the challenges. The identified themes include:

- **Accessibility:** Examining issues related to the accessibility of walking and cycling paths, ensuring they are well-connected and easily reachable.
- **Environmental Impact:** Exploring challenges associated with the environmental impact of commuting choices, focusing on sustainable practices and eco-friendly alternatives.
- **User Convenience:** Addressing concerns related to the convenience of walking and cycling, such as the availability of amenities, safety, and ease of use.
- **Route Efficiency:** Investigating challenges regarding the efficiency of walking and cycling routes, including route planning, infrastructure, and connectivity.

Validation Walk Wise

Why Validate Walk Wise:

- 1. Understanding User Needs:** Validate the necessity and appeal of an eco-friendly travel app. When facilitated by a supportive application, it's crucial to ascertain if potential users find walking or cycling for their commutes appealing.
- 2. Refining the Concept:** Feedback will be instrumental in refining the app's features and usability, ensuring it aligns closely with user expectations and preferences.
- 3. Evaluating Impact Potential:** Determine the potential impact of Walk Wise in promoting environmentally friendly travel habits, contributing to broader sustainability goals.



How to Validate Walk Wise:

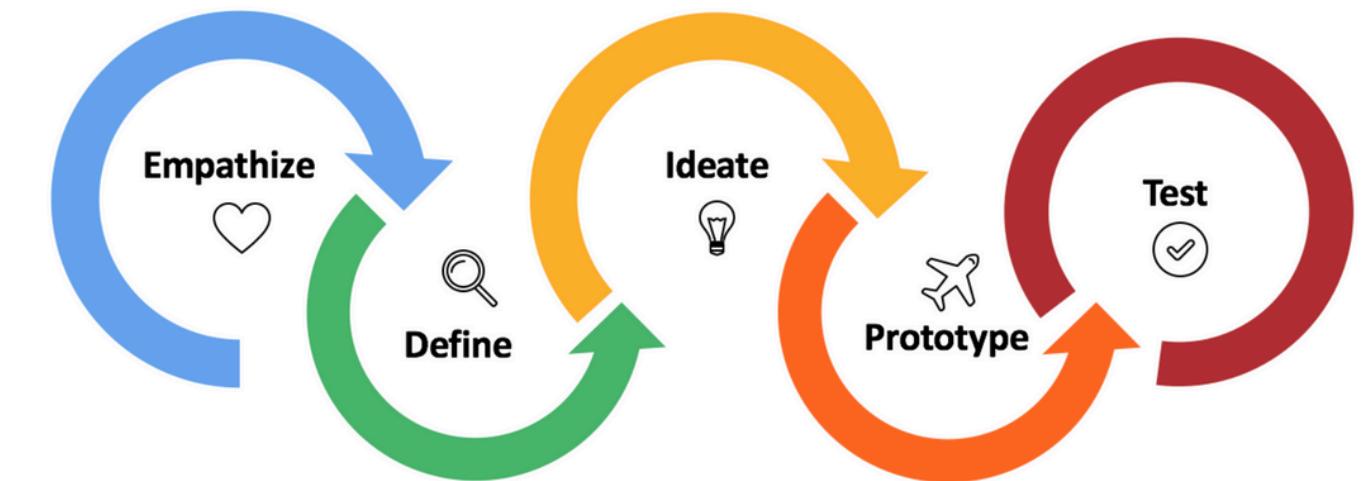


- 1. Developing a Structured Questionnaire:** Our team has formulated targeted questions to extract insightful responses about the app's concept, usability, and potential impact.
- 2. Random Public Surveys:** Reach out to random individuals representing a broader demographic to ensure our data isn't biased towards the campus community alone.
- 3. Feedback Analysis:** Collect and analyse all responses meticulously to identify common themes, suggestions, and concerns. This will help in making informed decisions for future development phases.
- 4. Iterative Approach:** Use the insights gained to refine our concept and re-validate, ensuring continuous improvement and alignment with user expectations.

Design Process

Our project is grounded in the User-Centered Design (UCD) process, which places our users at the heart of every development stage. This approach is cyclical and iterative, ensuring that user needs and feedback are integral from the outset and throughout the evolution of our app.

- **Understand & Specify Context of Use:** We initiate the design process by immersing ourselves in the users' environment and gaining insights into their behaviours, needs, and motivations.
- **Specify User Requirements:** Drawing from our initial research, we articulate clear and actionable user requirements that serve as the foundation for designing our app.
- **Create Design Solutions:** With well-defined requirements in hand, we transition to the design phase, crafting and prototyping potential solutions that directly address the identified user needs.
- **Evaluate Against Requirements:** Utilising usability testing and gathering user feedback, we rigorously evaluate our designs. This iterative process allows us to refine and enhance the user experience, ensuring both satisfaction and optimal performance.



Understanding Commuter Challenges

In our quest to understand the intricacies of sustainable commuting, our initial discussions laid a foundation for identifying key challenges. However, recognising the importance of a broader perspective, especially given our team's limited firsthand experience with extensive walking or cycling commutes, we set out to gain a more profound understanding of the daily realities faced by individuals committed to eco-friendly travel.



By combining these research methods, we sought to refine the scope of identified issues. The goal was not just to address challenges but to offer targeted solutions grounded in a nuanced understanding of our diverse target audience. This multifaceted approach ensures that our project, WalkWise, is not just an app; it's a tailored solution crafted to meet the unique needs of sustainable commuters.

Diverse Research Approaches

Surveys

- A cost-effective approach that allowed us to collect a vast array of data points from a diverse and large sample of commuters.
- Statistical insights derived from surveys provided valuable quantitative data, enhancing our understanding of the broader trends and patterns in sustainable commuting.

Interviews:

- To complement quantitative data, we conducted interviews to gather nuanced, qualitative insights into the thoughts and experiences of commuters.
- These in-depth conversations provided a more personal and detailed understanding of the challenges and motivations that shape individuals' choices in sustainable commuting.

Market Survey:

- We explored existing solutions and government initiatives through a market survey.
- This approach aimed to understand the landscape of available solutions, gaining insights into the approaches taken by governments and the market in addressing sustainable commuting challenges.

Advantages of Online Surveys

Embracing a digital approach, we harnessed the power of online questionnaires, recognising their significant advantages over traditional paper surveys. These benefits encompass:

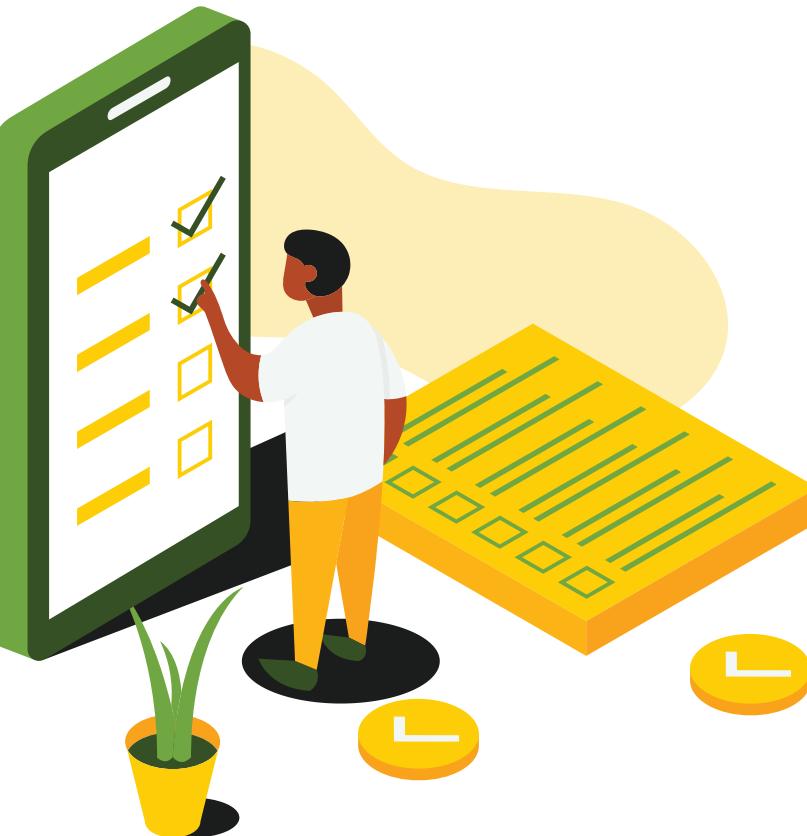
Advanced Data Analytics:

Leveraging digital platforms grants access to sophisticated tools for comprehensive analysis of survey responses, allowing for in-depth insights.

Higher Response Rates: The convenience offered by online surveys often results in better participation rates compared to traditional methods.

Ease of Distribution: Digital surveys can be effortlessly shared and completed online, significantly enhancing accessibility for participants

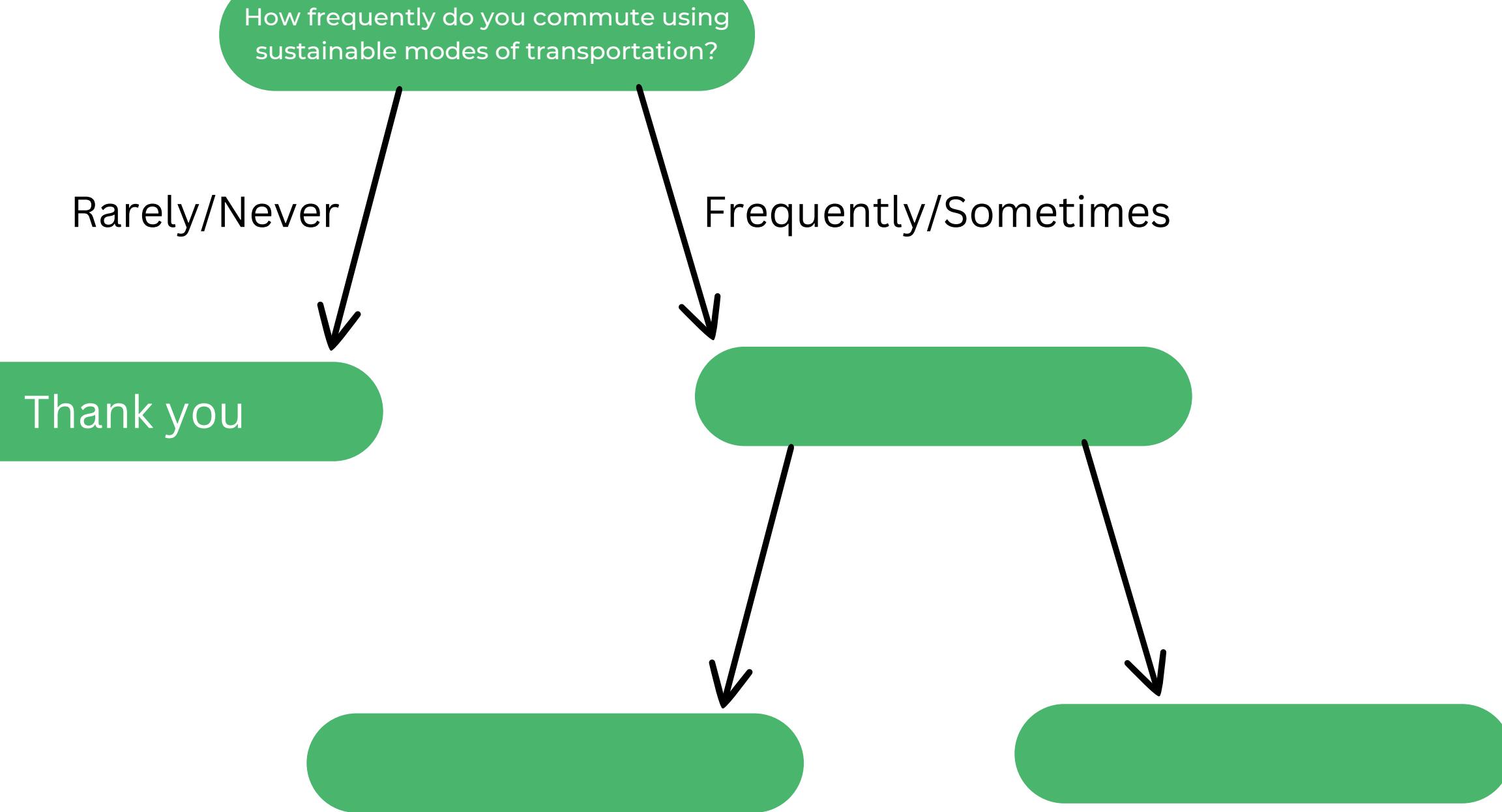
Cost-Effectiveness: Online surveys contribute to reducing both time and monetary costs associated with data collection, making the process more efficient and economical.





Survey Logic

The survey logic depicted in the picture filters respondents based on their use of sustainable transportation. If they frequently or sometimes commute sustainably, they proceed to more detailed questions about their habits. The survey ends. With a thank you message if they. This branching logic ensures that subsequent questions are only presented to those whose experience is relevant to the body text.



Survey

We took great care in designing our survey to minimise survey weakness, which is frequently a barrier to collecting high-quality data. Long, boring, or complicated surveys are frequently the cause of survey fatigue, which causes respondent disengagement.

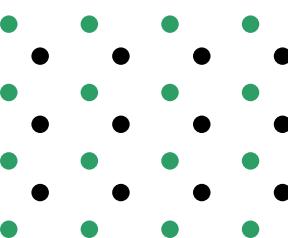
Brevity and Relevance: Our survey is concise, focusing on key questions that directly pertain to sustainable commuting habits.

Time Transparency: We provide an estimated completion time upfront to set clear expectations for participants.

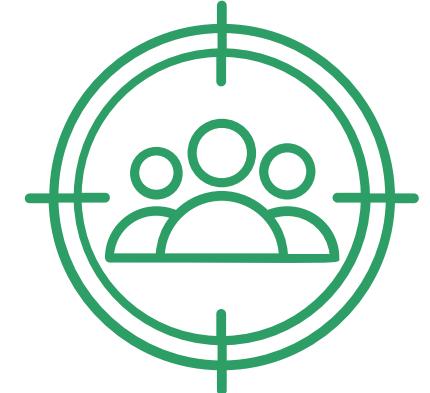
Dynamic Survey Logic: Personalized survey paths are used to make the experience relevant to each respondent's commuting behaviors.

Contextual Engagement: We frame questions with context to engage respondents and elicit more accurate responses.

Question Variety: A mix of question types is employed to maintain interest and gather diverse data.

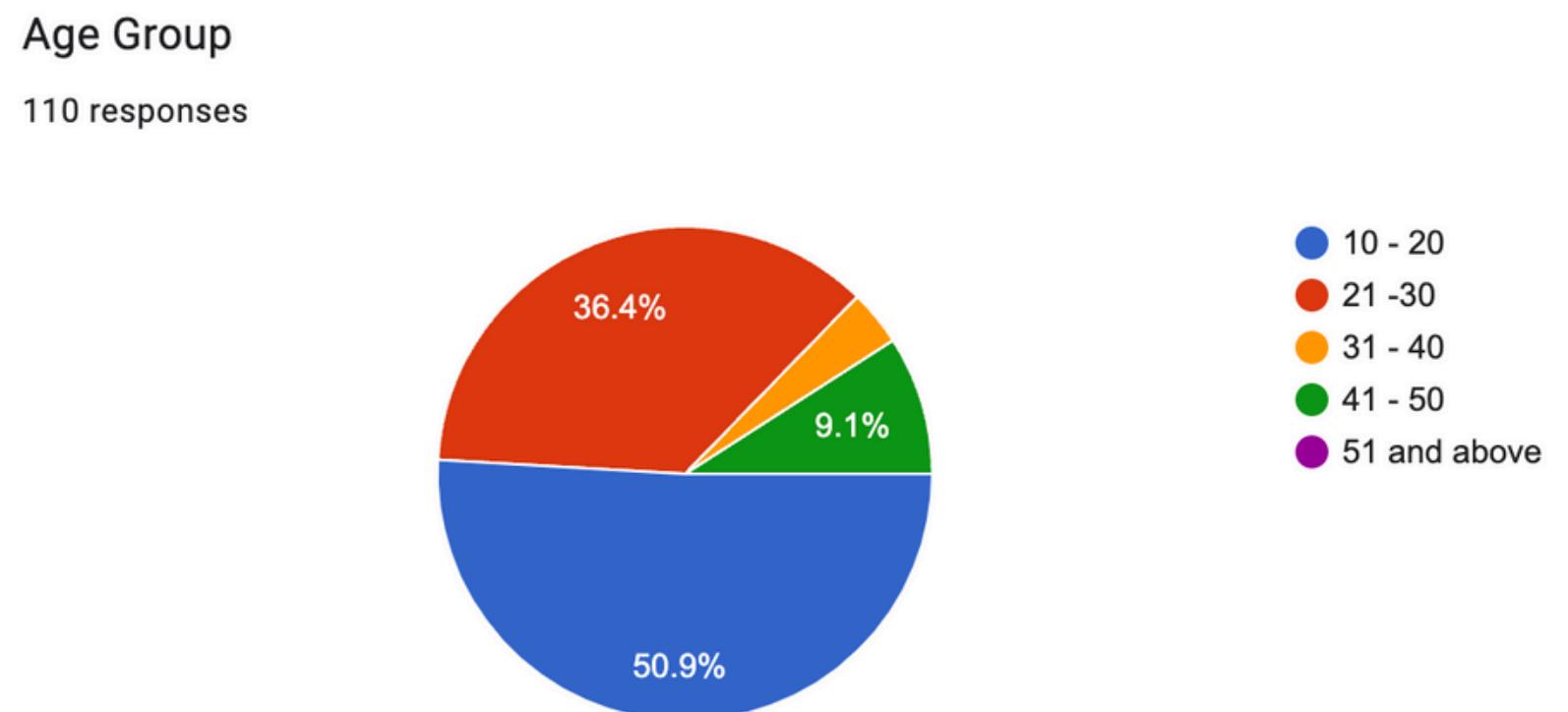


Target User Demographics



Our survey collected data from 110 respondents, offering valuable insights into the age demographic of potential app users.

- **Primary Users:** Young Adults (21-30) constitute the majority at 50.9%.
- **Professionals:** Adults (31-40) make up 36.4%.
- **Emerging & Senior Users:** A combined 12.7% from the 10-20 & 41+ age groups.
- **Insight:** Design the app with a modern, intuitive interface catering to tech-savvy users.
- **Outreach:** Concentrate on platforms popular among young and middle-aged adults.

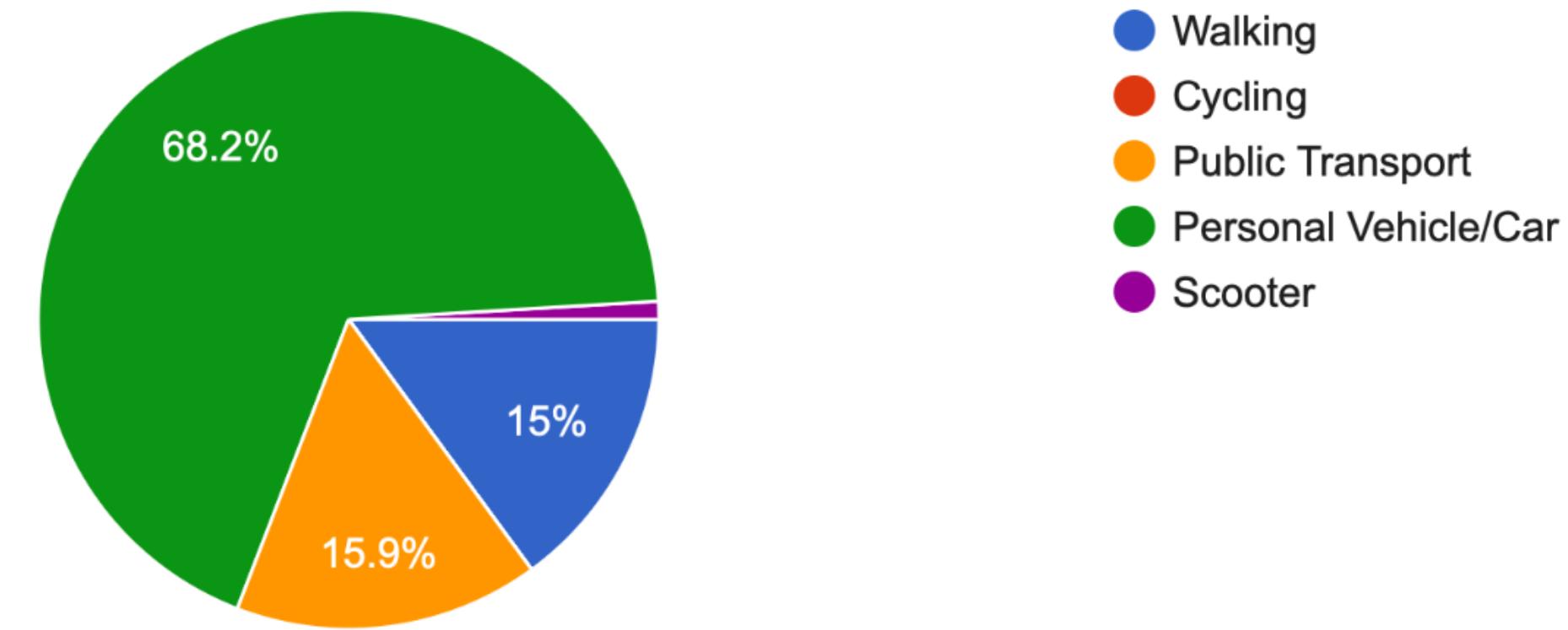


Survey Analysis



What is your current mode of transportation for daily commuting and travel?

107 responses



Market Readiness:

A substantial portion of respondents currently depend on personal vehicles, presenting a sizeable target market for the app. This reliance signals an opportunity for the app to facilitate a shift towards more sustainable transportation modes, potentially making a significant impact.

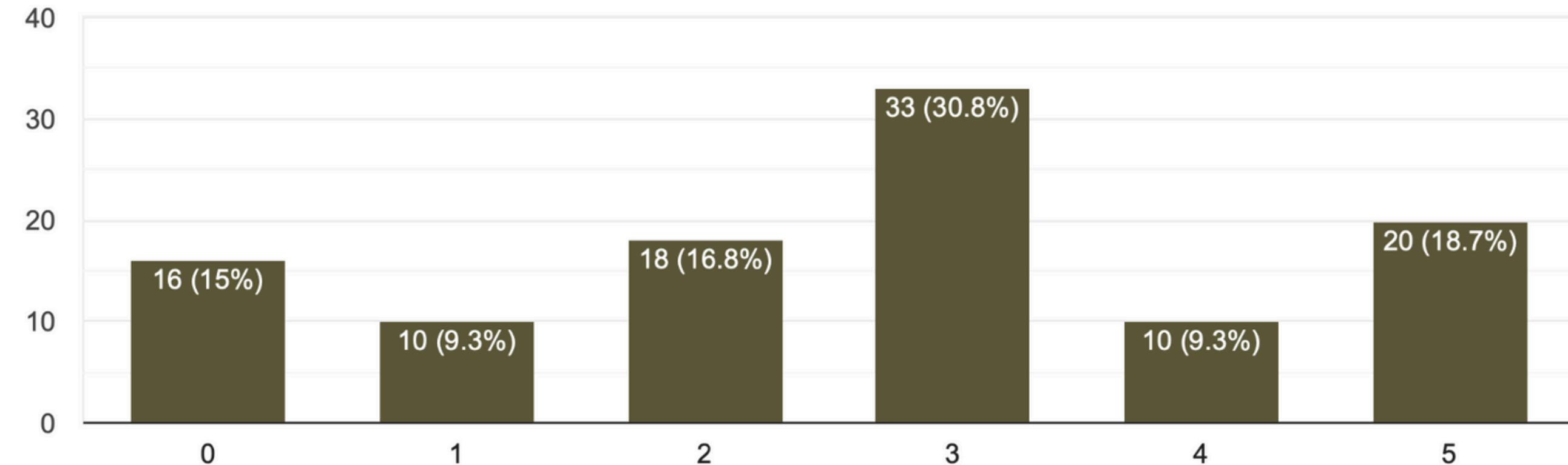
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Survey Analysis



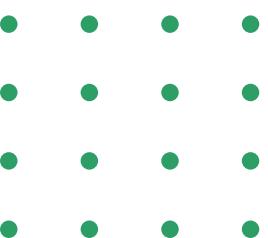
How interested are you in reducing your carbon footprint while travelling?

107 responses



Environmental Concern:

The demonstrated interest in reducing carbon footprints signifies a market that is environmentally conscious and receptive to the app's core value proposition of eco-friendly travel.

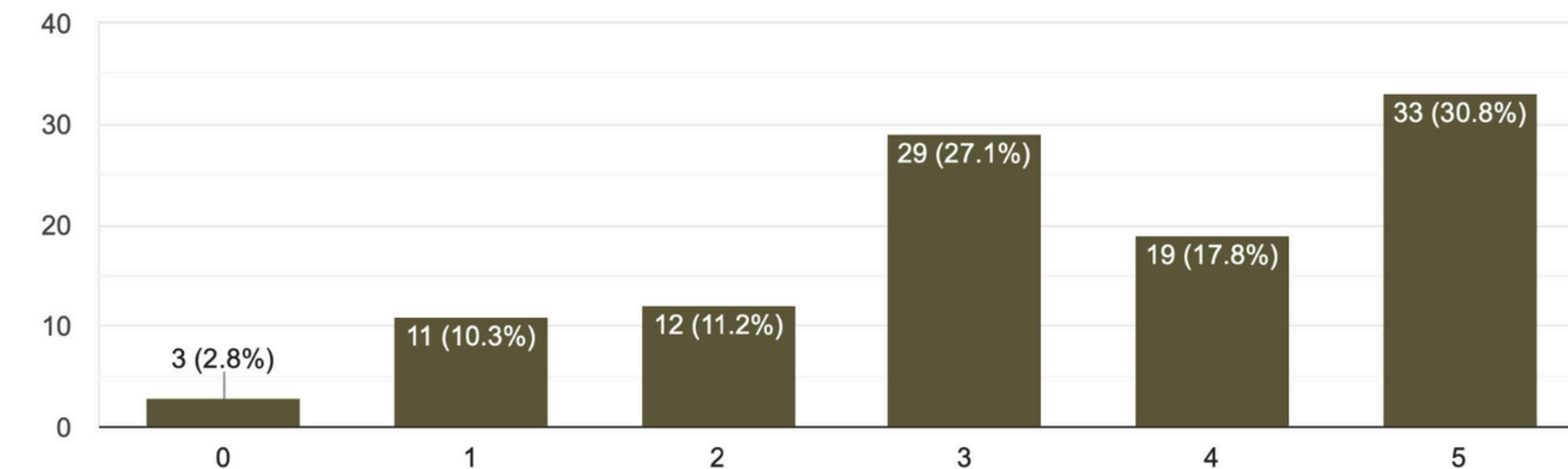


Survey Analysis



Would you be inclined to find motivation in the prospect of receiving discounts or coupons from environmentally responsible brands when using the app?

107 responses



Incentivisation:

Respondents expressed interest in rewards, with many indicating that coupons or discounts from sustainable brands could motivate their travel choices. This supports the app's strategy to incorporate a rewards system to incentivise sustainable travel behaviours.

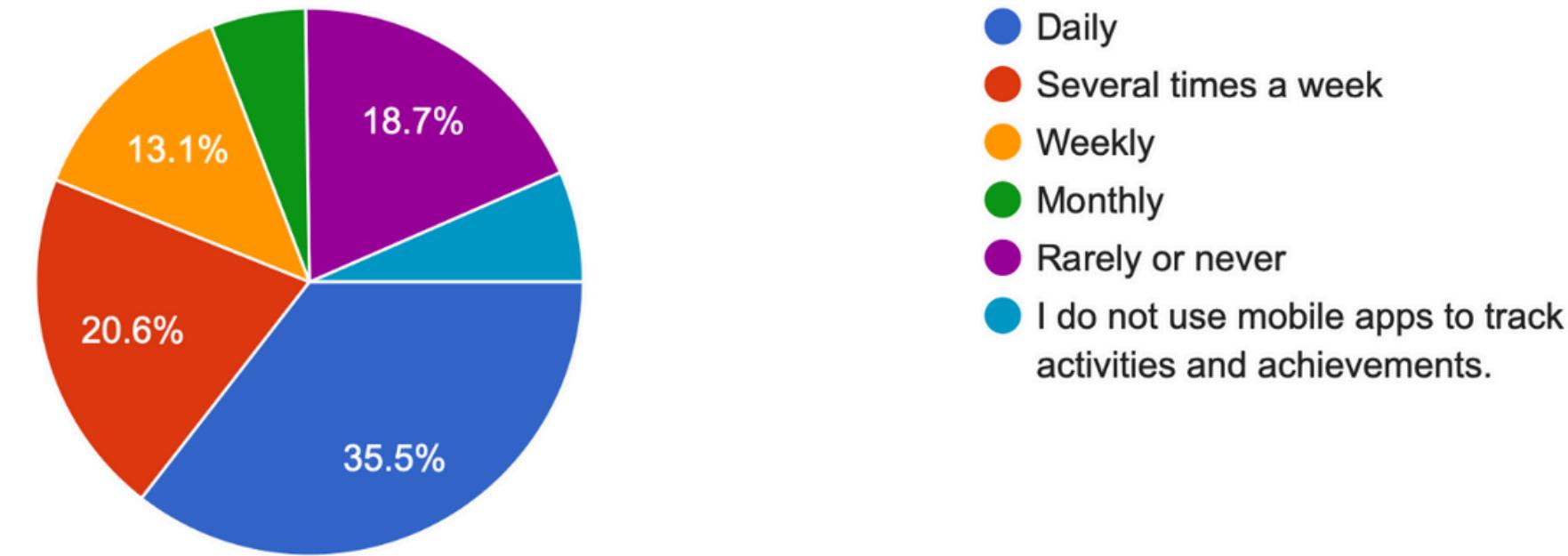
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Survey Analysis



How frequently do you utilize mobile applications to monitor your activities and accomplishments (e.g., fitness apps, gamified apps)?

107 responses

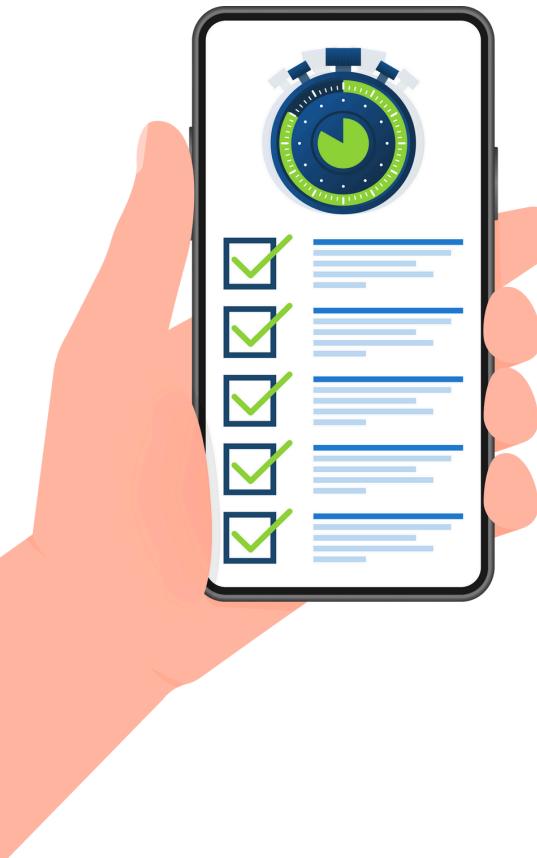


Digital Engagement:

The prevalent use of mobile applications for tracking various activities among respondents suggests a high potential for the adoption of the new app. This is particularly likely if the app features a user-friendly interface and engaging tracking capabilities, such as the planned eco-points system and sustainability dashboard.

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Survey Analysis



Are you open to sharing your sustainable travel accomplishments or engaging in challenges with friends or other users via the app?

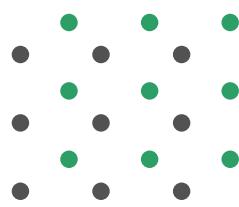
107 responses



Social Features:

Responses were mixed regarding social engagement, highlighting the need for optional social sharing features. This ensures that the app caters to both users motivated by community engagement and those who prefer privacy.

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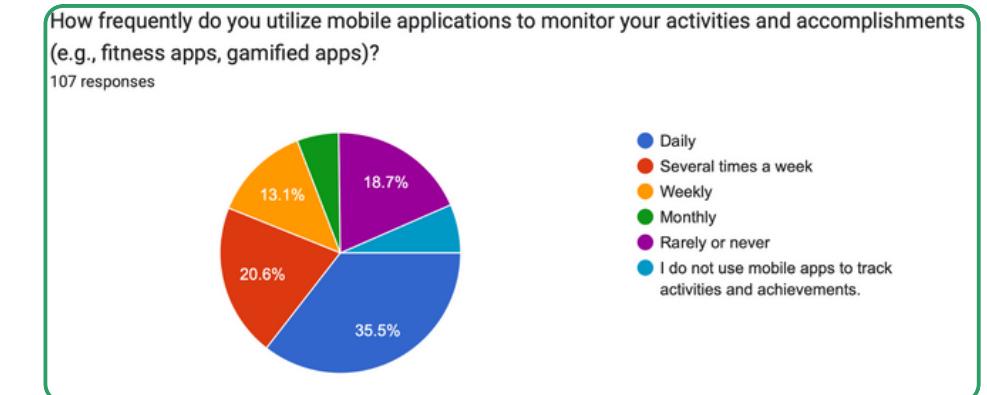
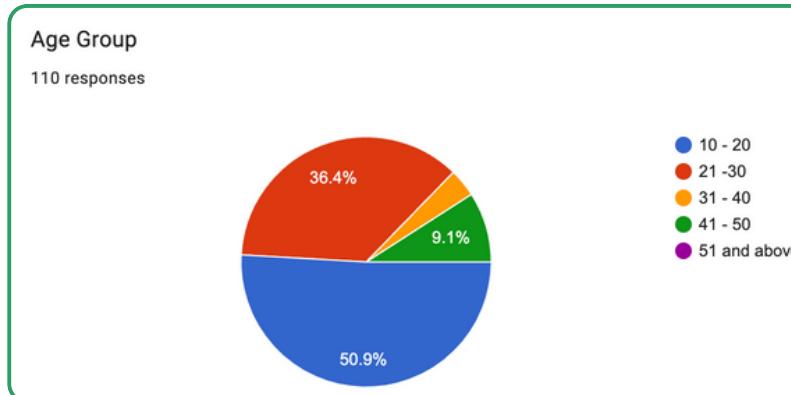
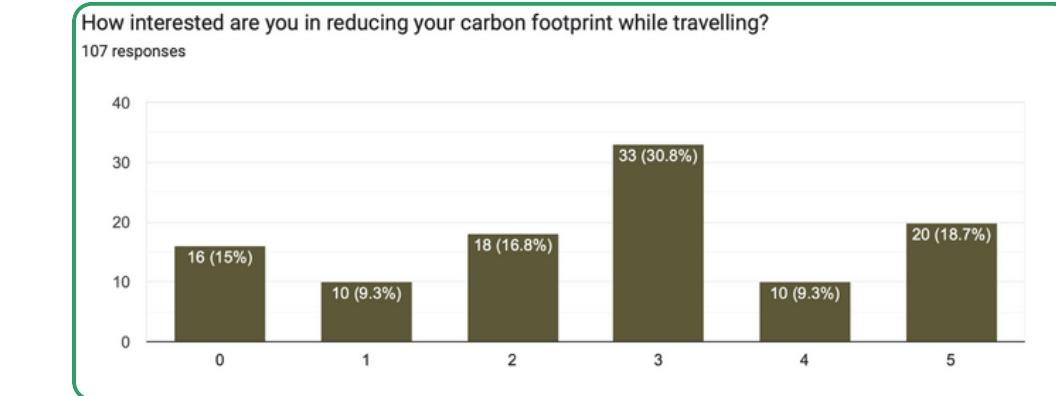
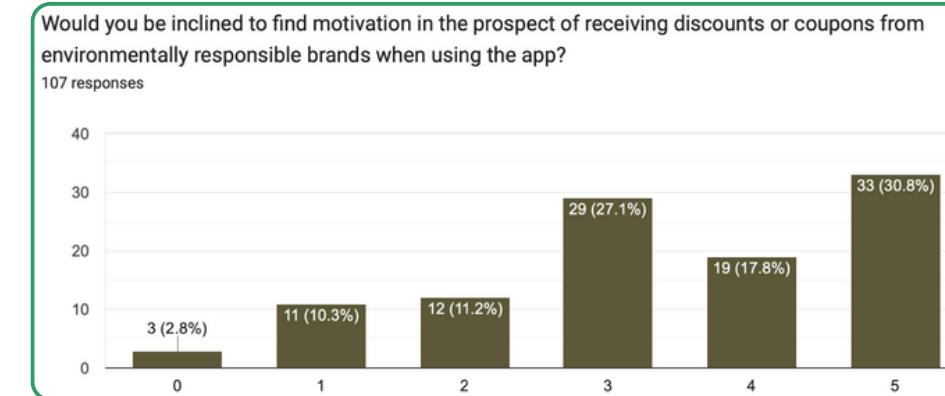
Ethnography

1. Hi, I'm Tirth, your ethnographer.
2. I immersed myself in the heartbeat of a vibrant urban community.
3. My goal? To understand the daily rhythms, challenges, and aspirations that unfolded on the streets.
4. For three weeks, I became a part of the city's tapestry.
5. I walked the streets, attended local events, and engaged in casual conversations.
6. A common desire emerged: the need for sustainable and efficient commuting.
7. I met people, conducted interviews, and understood people's behaviour.
8. Ideas, frustrations, and aspirations flowed freely.
9. The community echoed a collective yearning for a seamless solution to embrace eco-friendly commuting.
10. Armed with data, I meticulously analysed pain points in transportation systems.
11. We envisioned WalkWise as a navigation tool and a companion encouraging eco-friendly habits effortlessly.



Survey

After meticulously analysing the invaluable feedback from our recent survey, we've initiated a transformative journey to elevate our app's user experience. We are excited to unveil strategic enhancements crafted to align with our users' needs and aspirations, reaffirming our dedication to providing a user-centric, adaptive, and innovative application.



User Interviews

We complemented our survey findings with a series of in-depth interviews to delve into the nuanced aspects of sustainable travel practices. The aim was to uncover the motivations and obstacles that might not be apparent through quantitative data alone.

These interviews added a narrative layer to our quantitative insights, revealing the personal experiences and stories that shape each user's travel choices. Employing a semi-structured interview format allowed participants to explore topics in depth while ensuring coverage of the key themes identified in our surveys.

Our objective was to shed light on the individual challenges and triumphs associated with sustainable commuting, providing a nuanced understanding of users' journeys. By carefully analysing these firsthand narratives, we aim to identify patterns and unique perspectives that will inform 'our application's empathetic development, ensuring it meets users' authentic needs and supports their environmentally conscious journey.



User Interviews - Questions



When you have free time, what are your favorite outdoor activities?



Do these activities influence how you choose to travel around your city or town?



Can you describe your current experience with walking and cycling as means of transportation?



What do you enjoy about it, and what challenges do you face?



How important are environmental sustainability and health (like tracking calorie burn or CO₂ emissions saved) to you when choosing your mode of transportation?



Do you often find yourself walking or cycling when you're not in a hurry



Sharif Sabir - Commuter

"i like to go play basketball in an outdoor park that's close to my house"

When you have free time, what are your favorite outdoor activities?

Follow up

Do these activities influence how you choose to travel around your city or town?

"Yes it does , I usually go walking so I can warm up and save money "

How important are environmental sustainability and health (like tracking calorie burn or CO2 emissions saved) to you when choosing your mode of transportation?"

"While I'm aware of environmental issues, my primary motivation for cycling is personal health. I like tracking my fitness levels. Environmental benefits are certainly a plus, but they aren't my main driving factor "

Do you often find yourself walking or cycling when you're not in a hurry

"Honestly, I resort to walking or cycling mostly when I'm not in a rush. If I have meetings or I'm running late, I usually take public transport or drive"

Can you describe your current experience with walking and cycling as means of transportation?

"I don't enjoy cycling , and i believe that the cost of buying or renting a bike is not worth it, however I find walking to be quite relaxing and a good way to clear my head, especially after a day at work"

Problem Statement

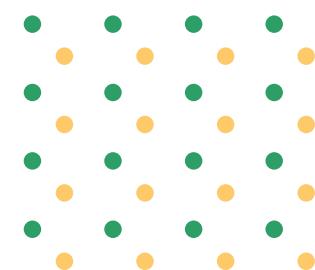
- **Climate Impact of Transportation:**

- Transportation stands as a significant contributor to global CO2 emissions, intensifying climate change and environmental deterioration.
- Specifically, road transport alone contributes to 15% of total CO2 emissions, and the entire transport sector accounts for 21% of total emissions (Source: Our World in Data).

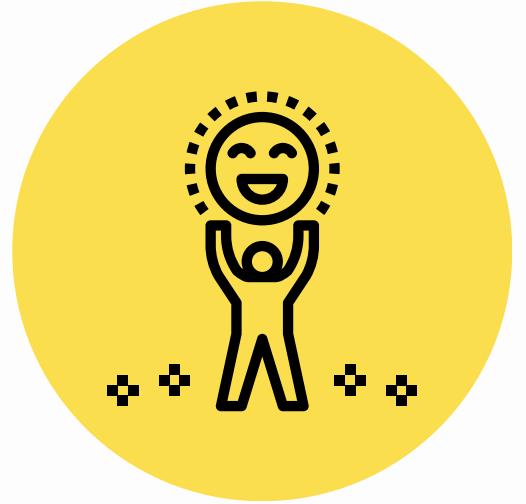
- **Environmental Toll of Urban Congestion:**

- Urban congestion plays a pivotal role in environmental pollution, adversely affecting sustainability in transport.
- For instance, traffic congestion in major U.S. urban areas is associated with over 2,200 premature deaths annually, resulting in health expenses amounting to \$18 billion (Source: Harvard School of Public Health).

Enter WalkWise – an innovative response to these challenges. We're committed to reshaping commuting habits, offering a sustainable, user-friendly app that not only tackles environmental concerns but also transforms how we navigate our cities. WalkWise is not just an app; it's a stride towards a greener, healthier, and more sustainable future.



Problem Points



User Motivation

Maintaining the practice of eco-friendly commuting can pose challenges. Users frequently require motivation and rewards to sustain their commitment to sustainable methods, especially when faced with more convenient alternatives such as driving.



Travel Flexibility

Embracing sustainable commuting necessitates flexible travel options that can accommodate weather variations, personal schedules, and unexpected situations.



Route Optimization

Users frequently seek efficient walking or cycling routes that save time and bypass congested areas.



Impact Tracking

Individuals may wish to monitor their environmental impact, including metrics like CO₂ savings or calories burned, to gauge the positive outcomes of their sustainable commuting choices.

Personas



We've crafted three distinct personas, as outlined in the following slides, to embody a range of user interests in sustainable travel, with a specific emphasis on walking and cycling. Each persona is designed to capture a unique level of engagement with eco-friendly travel, shedding light on diverse preferences and needs.

Purpose of Personas:

- **Guiding Design and Development:** These personas serve as guiding elements throughout the design and development process, keeping the focus on user-centric solutions.
- **Alignment with User Needs:** The personas ensure that the team's decisions are consistently aligned with our users' varied needs and preferences.
- **User-Centric Design Focus:** Personas are crucial for maintaining a user-centric design focus throughout development. By clearly defining target users' characteristics, needs, and behaviours, the team can make informed decisions that prioritise user satisfaction and engagement.
- **Alignment of Team Decisions:** Personas act as a unifying tool for the development team. They ensure that everyone involved in the project, from designers to developers, shares a common understanding of the target audience. This alignment helps in making cohesive decisions that resonate with the identified user personas.
- **Mitigation of Design Risks:** Personas contribute to risk mitigation by highlighting potential challenges or overlooked aspects that may impact user experience. By addressing the unique needs and pain points of each persona, the team can proactively design solutions that minimise risks and enhance the product's overall success.

Persona 1



Name: Marco Viera

Profession: Environmental Engineer

Age: 32

Gender: Male

Address: London, United Kingdom

Skills

Critical Thinking: ★ ★ ★ ★ ★

Problem-Solving: ★ ★ ★ ★ ★

Team Work: ★ ★ ★ ★ ★

Background

Marco, a 32-year-old environmental engineer, is in search of a streamlined and user-friendly app that provides the latest updates in green technology and environmental policies. This aligns seamlessly with his professional dedication and personal passion for sustainability.

Motivation

Driven by a profound passion for sustainability, Marco, an environmental engineer, is on a mission to create impactful ecological solutions. His dedication extends to inspiring sustainable practices within his professional realm and as part of a commitment to leaving a lasting environmental legacy.

Goals

- In his pursuit of professional development, Marco sets his sights on leadership within the field of environmental engineering. Constantly driven to explore new green technologies and sustainable practices, he aspires to propel his startup to new heights.
- Recognising the importance of effective communication, Marco channels his efforts into enhancing his ability to convey complex environmental topics. By doing so, he aims to foster a broader understanding and garner support for impactful sustainability initiatives.

Challenges

- Staying Informed:** Constantly keeping up with the fast-paced advancements and policies in environmental technology and sustainability.
- Time Management:** Juggling a demanding job while staying educated on the latest environmental trends and technologies amidst an information overload.



Persona 2



Name: Emily Nguyen

Profession: Graphic Designer

Age: 23

Gender: Female

Address: Austin, Texas

Skills

Critical Thinking: ★ ★ ★ ★ ★

Problem-Solving ★ ★ ★ ★ ★

Team Work ★ ★ ★ ★ ★

Background

Emily, a graphic designer based in Austin, adeptly manages a demanding role at an advertising agency, coupled with a 30-minute bus commute. Residing in a compact apartment with her feline companion, she frequently opts for quick meals to accommodate her bustling schedule. In her moments of leisure, Emily dedicates her free time to art and unwinding.

Goals

- Creative Enhancement:** Emily is committed to refining her graphic design skills, with a focus on integrating innovative and environmentally conscious ideas into her work.
- Sustainable Commuting:** Driven by her environmental values, she aspires to shift her commute towards more eco-friendly methods, considering options like cycling or walking and leveraging apps for efficient route planning.

Motivation

- Eco-Friendly Commute:** Despite her hectic schedule in a bustling city, Emily is actively working towards adopting sustainable commuting practices.
- Work-Life Balance:** Engaged in the demanding field of graphic design, Emily struggles to find time for personal interests, often experiencing fatigue due to long working hours.

Challenges

- Work Schedule:** Emily's career in graphic design demands long hours and adherence to tight deadlines, leaving minimal time for personal activities and relaxation.
- Sustainable Commuting:** Embracing eco-friendly commuting, such as walking or cycling, proves challenging, particularly in identifying safe routes that align with her bustling urban lifestyle.



Persona 3



Name: Jordan Bennett

Profession: Environmental Engineer

Age: 29

Gender: Male

Address: Seattle, Washington

Skills

Critical Thinking: ★ ★ ★ ★ ★

Problem-Solving: ★ ★ ★ ★ ★

Team Work: ★ ★ ★ ★ ★

Background

Jordan, a software engineer based in Seattle, thrives in the dynamic environment of his fast-paced tech startup job. Given the demands of his busy schedule, his residence in a downtown apartment prompts him to opt for quick city meals. In his leisure time at home, he enjoys gaming and experimenting with his PC, activities that provide relaxation and a sense of achievement.

Goals

Jordan is dedicated to advancing his career in the tech industry, with aspirations of taking on leadership roles. Concurrently, he is committed to enhancing his health by opting for healthier food choices and incorporating regular exercise into his routine. Furthermore, he is actively pursuing a better work-life balance to ensure ample time for relaxation and indulging in his hobbies.

Motivation

Fueled by a passion for technology, Jordan excels in tackling innovative projects. However, he grapples with the challenge of striking a balance between the demands of his intense graphic design job and his personal time. His primary motivation revolves around achieving career growth and earning recognition in the field of software engineering.

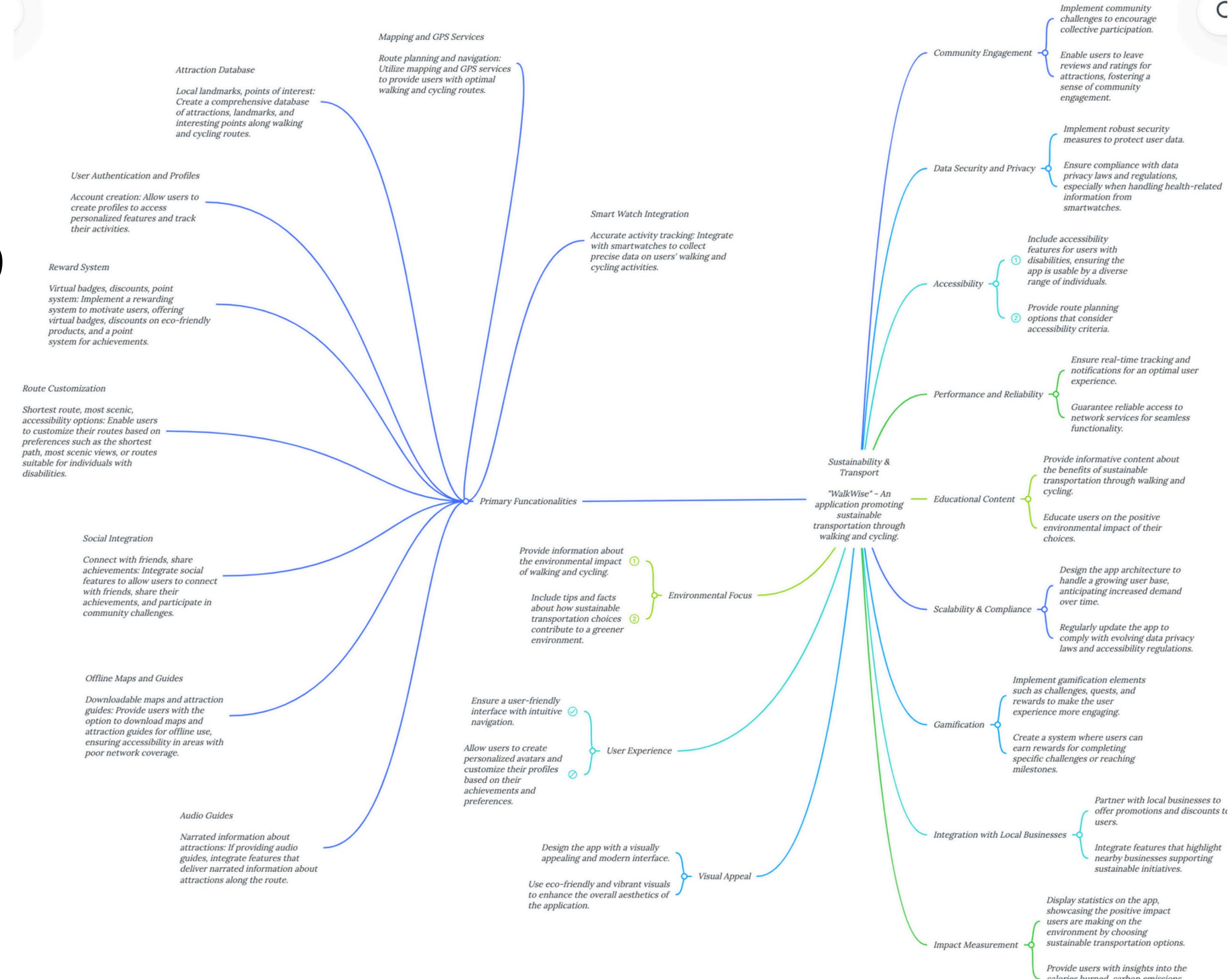
Challenges

Jordan, employed in a demanding tech startup, consistently faces the challenge of striking a balance between his work commitments and personal time for relaxation and hobbies. His hectic schedule often necessitates reliance on quick meals and takeout, presenting a hurdle in maintaining a healthy diet and finding time for the preparation of nutritious meals.



WalkWise

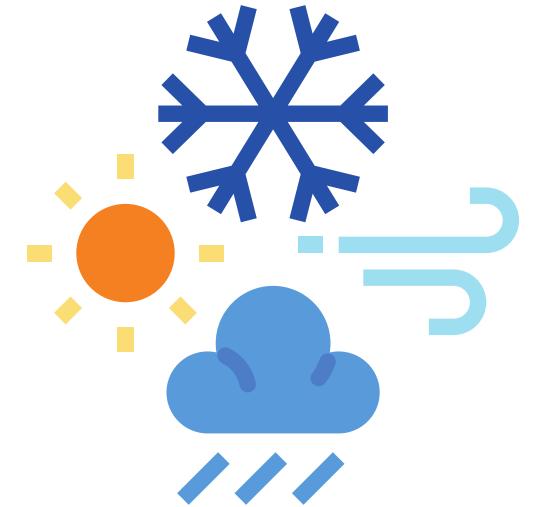
Brainstorming



In addition to these primary themes, other noteworthy considerations surfaced during the session, including:

- **Weather Conditions:** Understanding the impact of weather on walking and cycling as modes of transport.
- **Cost Implications:** Analysing the economic aspects of sustainable commuting, including costs associated with walking and cycling.
- **Physical Effort:** Recognising challenges related to the physical effort required for walking and cycling.

This thematic categorisation provided a foundational framework for understanding the multifaceted challenges associated with sustainable travel. The insights gained from this process were instrumental in shaping the project's focus and guiding the development of a user-centric, sustainable travel app. The organised approach ensured a clear understanding of the diverse factors influencing individuals' choices in eco-friendly commuting. This information serves as a valuable foundation for subsequent phases of the project, allowing for targeted problem-solving and innovative solution development.





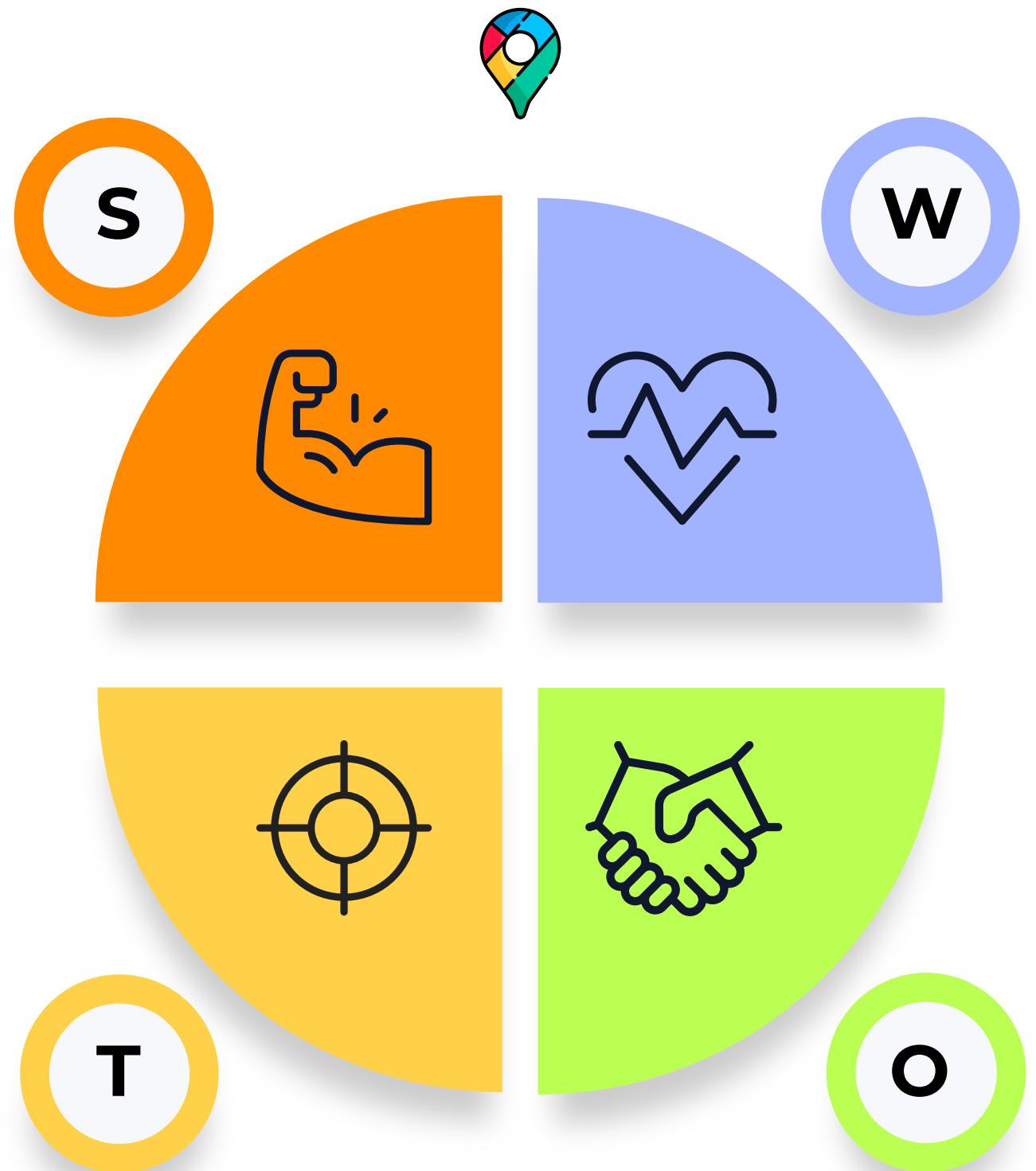
Google Maps

Strength

- **Global Reach:** Google Maps has earned acclaim for its extensive and detailed global mapping data, establishing itself as a reliable navigation tool across almost every corner of the world.
- **Versatility:** The platform provides a diverse range of transportation modes, encompassing walking and cycling. It furnishes users with step-by-step directions and turn-by-turn navigation, catering to a broad spectrum of user preferences and needs.

Threats

Our sustainable travel app presents a formidable challenge to Google Maps by introducing personalised route planning integrated with activity suggestions customised to individual interests and preferences. In stark contrast to Google Maps, our app significantly emphasises sustainability, actively tracking both calorie burn and CO2 emissions. This distinctive feature is designed to resonate with eco-conscious users, establishing a competitive edge over Google Maps' more generalised approach.



Weakness

- **Lack of Personalisation:** Google Maps, despite its proficiency in routing, falls short in providing personalised activity suggestions tailored to users' individual interests and preferences.
- **Limited Sustainability Focus:** While the platform supports eco-friendly transportation modes such as cycling and walking, it lacks a dedicated emphasis on promoting sustainability or raising awareness about environmental considerations.

Opportunities

Our sustainable travel app stands out by seamlessly integrating personalised activity suggestions with route planning, offering a tailored experience that adapts to individual interests, time constraints, and even weather conditions. This unique combination enhances eco-conscious commuting by actively tracking calorie burn and CO2 emissions, fostering heightened environmental awareness. This distinctive approach addresses a significant gap in the market, providing users with a more personalised and eco-friendly travel experience.





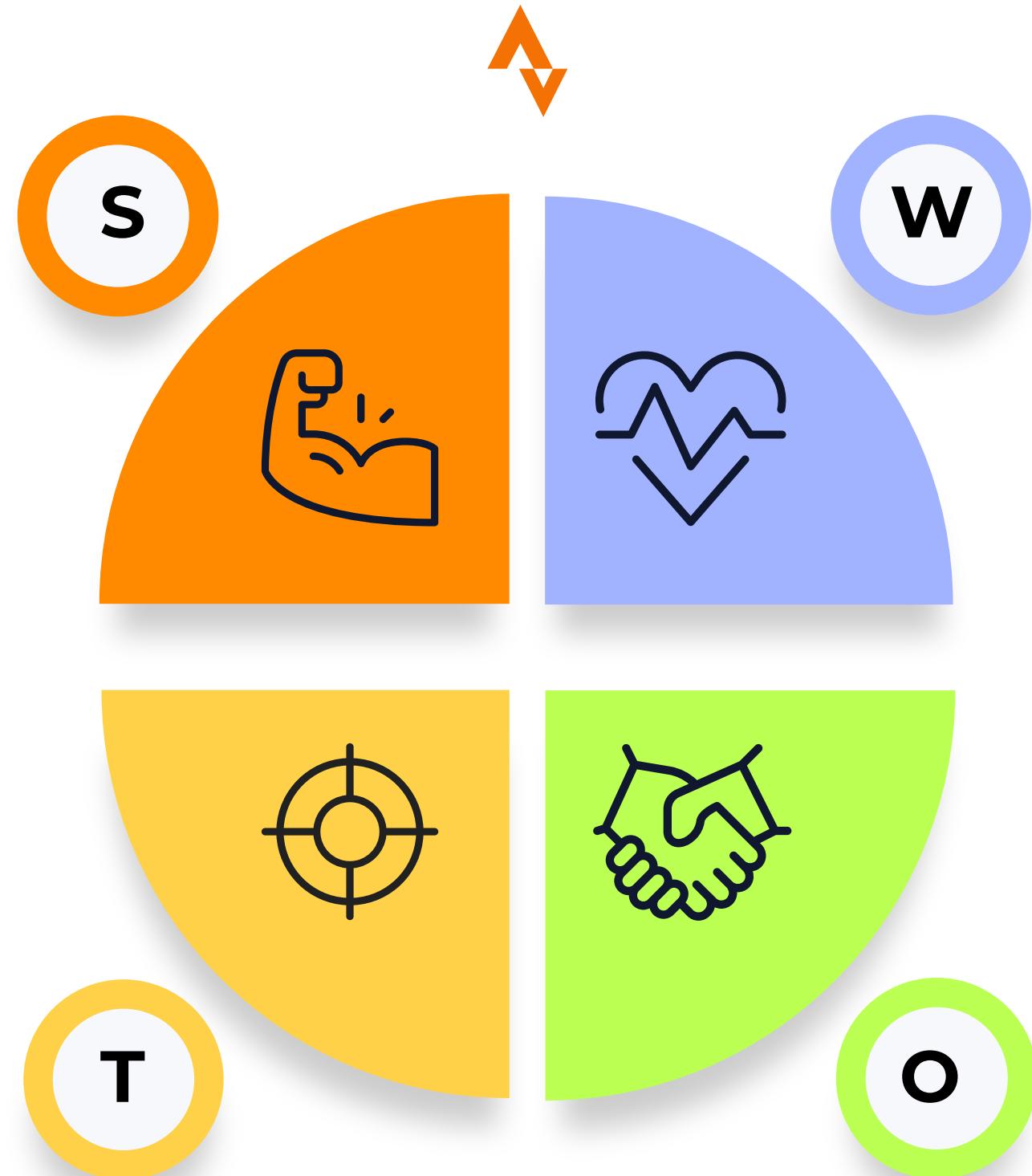
Strava

Strength

- Fitness-Centric Design:** Strava excels in its fitness-oriented approach, providing users with comprehensive features for tracking rides and walks, setting fitness goals, and conducting in-depth performance analyses.
- Community Building and Motivation:** A key strength of Strava lies in its ability to build a vibrant and engaging community. The app encourages users to connect, compete, and share their achievements through features like challenges, clubs, and friendly connections.

Threats

Our application redefines the landscape by combining fitness with sustainability, providing personalised routes for both fitness activities and eco-friendly commuting. Unlike Strava, we track health metrics and environmental impact, offering users a comprehensive solution for their well-being and environmental consciousness.



Weakness

- Limited Sustainability Focus:** While Strava encourages walking and cycling, its primary orientation is towards fitness rather than actively promoting eco-friendly commuting or sustainable travel habits.
- Absence of Personalised Daily Commute Planning:** Strava lacks features for personalised route planning specifically designed for daily commutes or non-fitness-related activities.

Opportunities

Our application seamlessly integrates fitness and eco-friendliness, providing users with personalised and environmentally conscious routes and activities. It not only tracks essential health metrics but also monitors CO2 emissions, making it an appealing choice for users prioritising both their well-being and environmental consciousness.





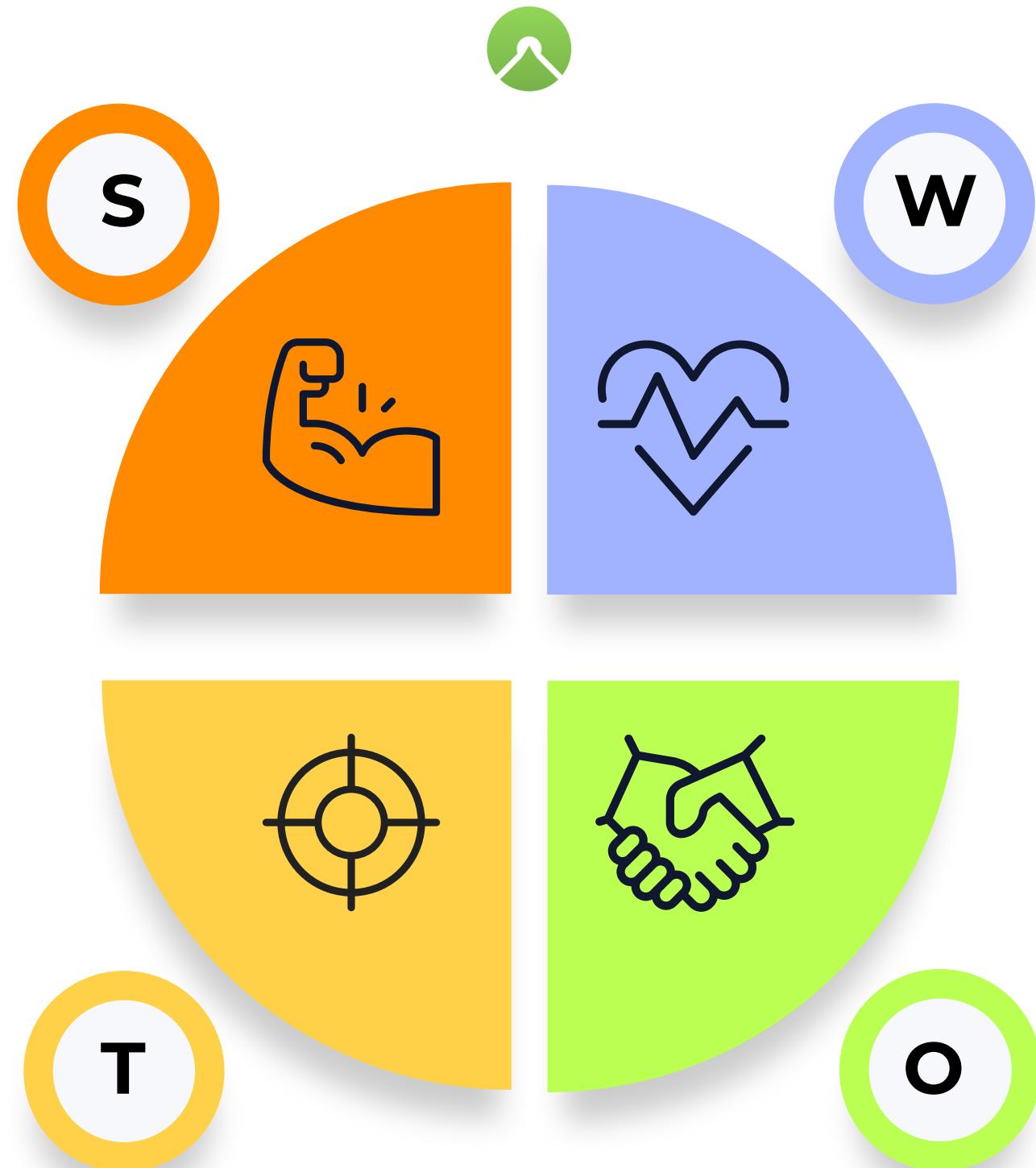
Komoot

Strength

- Detailed Route Planning:** The app excels in providing highly customisable route planning tailored to users' fitness levels and preferred terrain, making it particularly suitable for adventure and outdoor activities.
- Interactive Points of Interest:** Komoot enhances the exploration experience by enabling users to seamlessly incorporate points of interest, such as cafes and landmarks, into their routes.

Threats

Komoot's focus on outdoor adventures and fitness-oriented route planning might limit its appeal for users seeking comprehensive daily commuting solutions and personalised route suggestions beyond fitness. This creates an opportunity for specialised apps catering specifically to the unique needs of daily sustainable travel and broader lifestyle preferences.



Weakness

- Less Focus on Daily Commutes:** The app primarily caters to outdoor adventures rather than addressing the specific needs of everyday sustainable commuting.
- Limited Personalisation for Non-Fitness Activities:** Komoot lacks personalised route suggestions based on broader lifestyle preferences beyond fitness-related activities.

Opportunities

Our app stands out by providing outdoor adventure routes and enhancing everyday eco-friendly commuting with personalised leisure activities. It uniquely integrates personalised activity suggestions with an environmental focus, making it ideal for daily sustainable travel. Additionally, the app tracks both CO₂ emissions and calorie burn, emphasising the dual benefits of improved health and reduced environmental impact.





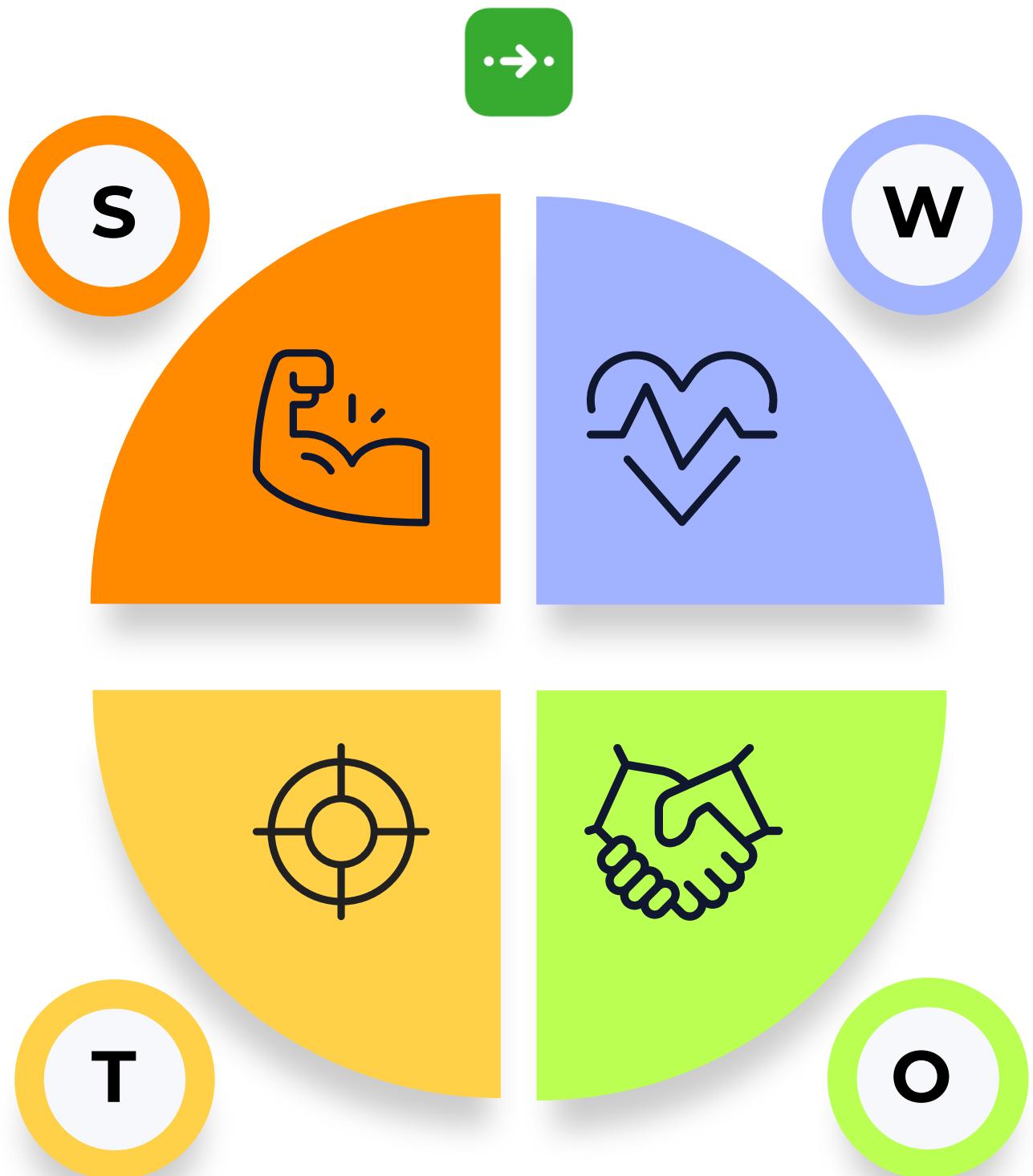
Citymapper

Strength

Citymapper's strength lies in providing comprehensive urban transportation options, seamlessly integrating walking and cycling with public transport, bike-sharing, and ride-sharing services. The app's real-time updates on traffic, public transportation delays, and precise route planning enhance its effectiveness for navigating city environments.

Threats

Citymapper's urban-centric design and absence of sustainability tracking may expose a vulnerability as the demand for diverse, eco-conscious travel experiences expands, particularly beyond urban areas. Competitors addressing broader environmental considerations and accommodating diverse route preferences could potentially pose a challenge to Citymapper's current market position.



Weakness

Citymapper's urban-centric design caters predominantly to city environments, offering less support for scenic or leisure routes outside urban landscapes. Additionally, the app lacks explicit features for tracking sustainability impact or promoting environmental awareness despite facilitating eco-friendly travel.

Opportunities

Our app goes beyond Citymapper's urban navigation strengths to enrich travel experiences. We specialise in leisure, sustainable commuting, and scenic routes, all while actively tracking saved CO₂ emissions. Our commitment to providing personalised, environmentally conscious suggestions elevates daily commuting, promoting holistic well-being through eco-friendly travel.



Use Case Scenarios



Case 1



John seamlessly incorporates our Sustainable Travel App into his daily urban commute. Leveraging the 'Daily Commute' feature, he efficiently selects walking routes to his office. The app enhances his experience with interactive route selection and real-time voice-guided navigation. Simultaneously, it tracks environmental contributions, such as saving trees, showcasing these achievements in a dedicated community section. This encourages eco-friendly habits and community engagement.

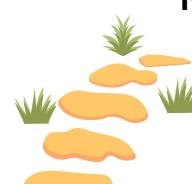
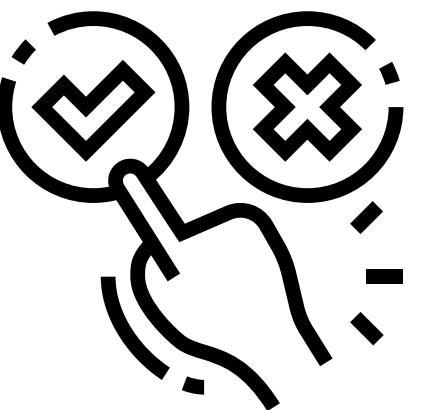
Post-commute, the app furnishes John with a comprehensive summary and establishes reminders for consistent, sustainable commuting. By seamlessly integrating into John's daily routine, our app facilitates individual sustainability and fosters a community committed to eco-friendly practices.

Case 2

Mia initiated her interaction with our Sustainable Travel App by launching the application and opting for a nature-focused route. The app proactively presents interactive route suggestions enriched with environmental points of interest. Mia further tailors her journey by incorporating scenic stops recommended by the app.

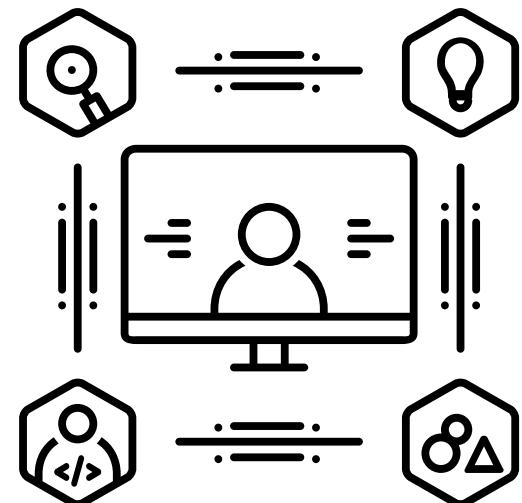
Throughout her cycling expedition, the app delivers real-time navigation assistance while monitoring her environmental impact, detailing metrics such as CO₂ savings and calories burned. To enhance engagement, the app includes quizzes covering local environmental facts.

Upon the completion of her ride, the app compiles a comprehensive summary outlining Mia's journey's environmental contributions. This elevates her awareness and reinforces her engagement with eco-friendly practices.



Introduction to Design Principles

Our project is a testament to the power of Human-Computer Interaction (HCI) in revolutionizing how users engage with sustainable travel. Guided by core design principles, we strive not only for functionality but for an app that captivates, simplifies, and enhances the user experience.

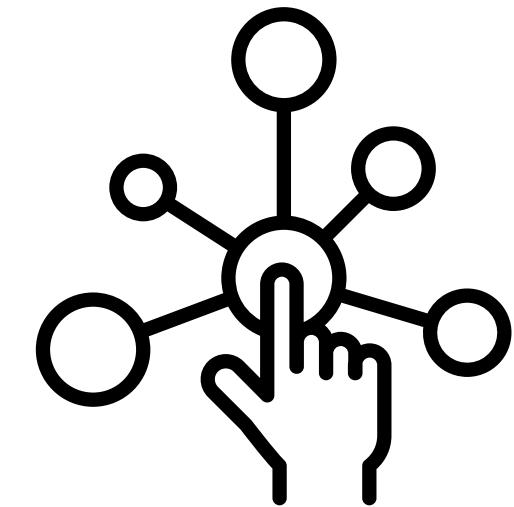


User-Centered Design (UCD) in Action

At the core of our development process lies User-Centered Design (UCD). We delve deep into understanding our users—uncovering their needs, behaviours, and aspirations. This knowledge steers the development of features that resonate, ensuring our app provides tangible value and a seamless experience. We don't just design; we design for users.

Interactive Solutions, Empowered Choices:

Our goal extends beyond functionality; we aspire for interactivity. We've crafted an environment where our app becomes more than a tool; it becomes a companion in sustainable practices. Through interactive solutions, WalkWise empowers users, fostering a community actively engaged in making informed decisions about their travel options. It's not just about the journey; it's about the choices you make along the way.



Concept Requirements



To help address the problem definition, prior to developing a solution, we decided to define a set of requirements that the solution should meet

01 **Functional requirements:**

These requirements are related to the functionality of the system and are essential to the system's success.

02 **Non-functional requirements:**

These requirements are not directly related to the system's functionality but are important for the user's experience.

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Functional Requirements

- 01 **Route Planning:** Ability to generate walking and cycling routes to user-specified destinations.
- 02 **Personalization:** Customization of routes and activity suggestions based on the user's interests, current weather conditions, and time of day.
- 03 **Activity Suggestions:** Provide recommendations for activities or attractions along the route.
- 04 **Tracking and Analytics:** Feature to track the user's calorie burn and CO2 emissions saved during walking or cycling.
- 05 **User Profile Management:** Allow users to create and manage their profiles, where they can set preferences and view their travel history.
- 06 **Weather Integration:** Real-time weather data integration to adjust route suggestions and activities.
- 07 **Social Sharing:** Functionality to share routes and achievements on social media platforms.





Non - Functional Requirements



- 01 **Usability:** The app should have an intuitive and user-friendly interface, suitable for a diverse range of users.
 - 02 **Performance:** Routes and activity suggestions should load quickly and efficiently.
 - 03 **Security:** Robust security measures to protect user data, including personal information and location data.
 - 04 **Tracking and Analytics:** Feature to track the user's calorie burn and CO2 emissions saved during walking or cycling.
 - 05 **Accessibility:** The app should be accessible to users with disabilities, adhering to accessibility standards like WCAG.
 - 06 **Scalability:** The app must handle an increasing number of users and data without performance degradation.
 - 07 **Data Privacy:** Compliance with data protection laws and regulations, ensuring user data privacy and consent.
- •
- 

Six Hats

Information and Data

- **Feasibility of OpenAI Assistant API Integration:** Explore OpenAI Assistant API integration for personalised route planning and enhanced user engagement.
- **Gathering Data on Travel Patterns:** Collect data on current travel patterns, assessing the environmental impacts of different transportation modes.
- **Analysis of Walking and Cycling Route Usage:** Analyze statistics on walking and cycling route usage for insights into user preferences.
- **Researching User Preferences:** Research user preferences and behaviours related to travel and leisure activities for app alignment.

Optimism and Benefits

This app has the potential to redefine urban mobility, fostering a more environmentally friendly and health-conscious approach. It can inspire users to embrace small daily changes with a significant impact, encouraging them to choose walking or cycling through our smart, adaptive routes.

Emotions and Feelings

I am genuinely excited about the profound impact this app could have. It transcends being just an application; it signifies a movement toward a healthier lifestyle and a more sustainable planet. However, I do harbour concerns about our ability to make the app compelling enough to reshape deeply ingrained travel habits.

Critical Judgement

Nevertheless, we must address the challenge of user retention and engagement. Sustainability might not be the primary motivation for everyone. Additionally, ensuring the accuracy of our data and respecting privacy is crucial to prevent any trust issues within our user base.

Creativity and Alternatives

Exploring unique features, such as integrating local events or offering rewards for consistent use, could make sustainable choices more appealing. Collaborating with local governments or businesses to promote green travel is another avenue worth exploring. This strategic partnership can enhance the app's impact and further incentivise users to adopt eco-friendly commuting habits.

Process and Control

Implementing this concept necessitates meticulous planning of our development phases. Emphasising user experience design, beta testing, and iterative feedback will be crucial. It's imperative to stay aligned with our core mission of sustainability while remaining adaptable to the evolving needs of our users. This strategic approach ensures the app's success and positive impact on urban mobility.

SCAMPER

SCAMPER is a well-established creative thinking technique providing a structured approach to exploring innovative ideas and solutions. The acronym represents Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse.

Benefits of SCAMPER

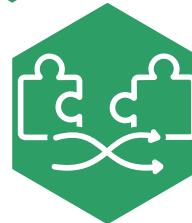
- **Promotes Out-of-the-Box Thinking:** Encourages the exploration of problems from various perspectives, fostering creative thinking.
- **Enhances Problem-Solving:** Offers a systematic method to identify opportunities for improvement, leading to practical problem-solving.
- **Drives Innovation:** Sparks new ideas by introducing modifications to existing processes or products, fostering a culture of innovation.
- **Improves Functionality and User Experience:** By considering different aspects of the product, SCAMPER aids in refining user interaction and overall satisfaction.



SCAMPER



Substitute: Replace traditional maps with Augmented Reality (AR) for immersive navigation, enhancing engagement and interactivity.



Combine: Merge activity tracking with social sharing, fostering a sense of community and motivation through competitive features.



Adapt: Tailor the app for various environments and preferences, ensuring a versatile and personalised experience with adaptive recommendations.



Modify: Revamp the rewards system to highlight eco-friendly actions, encouraging sustainable practices with environmental achievements.



Put to Another Use: Extend mapping to offer guided historical or scenic walking tours, adding educational and leisure appeal.



Eliminate: Streamline the onboarding process for faster, satisfying user initiation by removing redundant steps.



Put to Another Use: Extend mapping to offer guided historical or scenic walking tours, adding educational and leisure appeal.



Reverse: Introduce a 'discovery mode' to encourage explorative walking without set destinations, adding adventure to the user experience.

Heuristic Styles



Visibility of System Status:

Clear headings in each app section provide users instant insights into the app's current state.

Match with the Real World:

Uses everyday language for user-friendly and understandable navigation

User Control and Freedom:

'Route undo' options empower users to modify or revert travel plans effortlessly, providing a sense of control.

Consistency and Standards:

The app's design is uniform throughout, ensuring a seamless user experience with the help of tools for consistent wireframes

Recognition Over Recall:

Integrated help on each page to ease use without memorizing steps

Flexibility and Efficiency of Use:

Quick access to essential features, such as route planning and recent searches, enhances user convenience and efficiency.

Aesthetic Design:

Streamlined interface focusing on essential functions, free of excess elements

Assistance Accessibility:

Comprehensive help and guidance are readily available on all pages for effective feature use

Questions, Options, Criteria

In the development of WalkWise, we are utilising the QOC (Questions, Options, and Criteria) framework, a robust tool for making informed design decisions. QOC assists us in systematically evaluating various design options against established criteria, ensuring that our choices align with user needs and project goals.

Critical Benefits of QOC in WalkWise

- **Structured Decision-Making:** The QOC framework offers a clear format for assessing various design choices, facilitating objective decision-making.
- **User-Centric Approach:** By prioritising user needs and preferences, QOC ensures that our design choices are consistently user-oriented.
- **Balanced Evaluation:** This framework enables us to weigh multiple options against diverse criteria, fostering the development of well-rounded solutions.
- **Transparent Process:** QOC enhances transparency in our decision-making process by documenting the rationale behind each design choice, providing valuable insights for future reference.



Questions, Options, Criteria

1

Efficiency

- **Measurement:** Time for key tasks like activity start, map access, and setting preferences.
- **Enhancements:** Simplify UI, quick access to standard functions, efficient activity tracking

2

Effectiveness

- **Measurement:** Accuracy and completion of user interactions.
- **Enhancements:** Intuitive navigation, precise activity tracking, informative feedback

3

Flexibility

- **Measurement:** App's adaptability to diverse user needs.
- **Enhancements:** Customisable settings, accessibility options, multiple task pathways

4

Learnability

- **Measurement:** Ease of understanding the app's functionality for new users.
- **Enhancements:** Onboarding tutorials, tooltips, user-friendly information architecture

5

Satisfaction

- **Measurement:** User feedback on interface and features.
- **Enhancements:** Aesthetic design, interactive elements, responsive to user feedback

Universal Usability

1 Intuitive Interface

WalkWise prioritises an intuitive and user-friendly interface, catering to both tech-savvy individuals and those less familiar with digital technology.

2 Accessibility

The app incorporates accessibility features such as screen reader compatibility and voice commands, enhancing accessibility for users with visual or hearing impairments.

3 Physical Diversity

Recognising users' physical diversity, WalkWise offers various route options to accommodate different fitness levels and mobility needs, including wheelchair-accessible routes.

4 Multilingual Support

WalkWise supports multiple languages, facilitating global engagement and fostering a sense of community among users from diverse linguistic backgrounds.

5 Social Inclusivity

WalkWise's design champions social inclusivity and diversity by providing an app that accommodates users from various backgrounds.

Initial Sketches

1. Startup Page:

Shows a standard login/sign-up interface

2. Home Page:

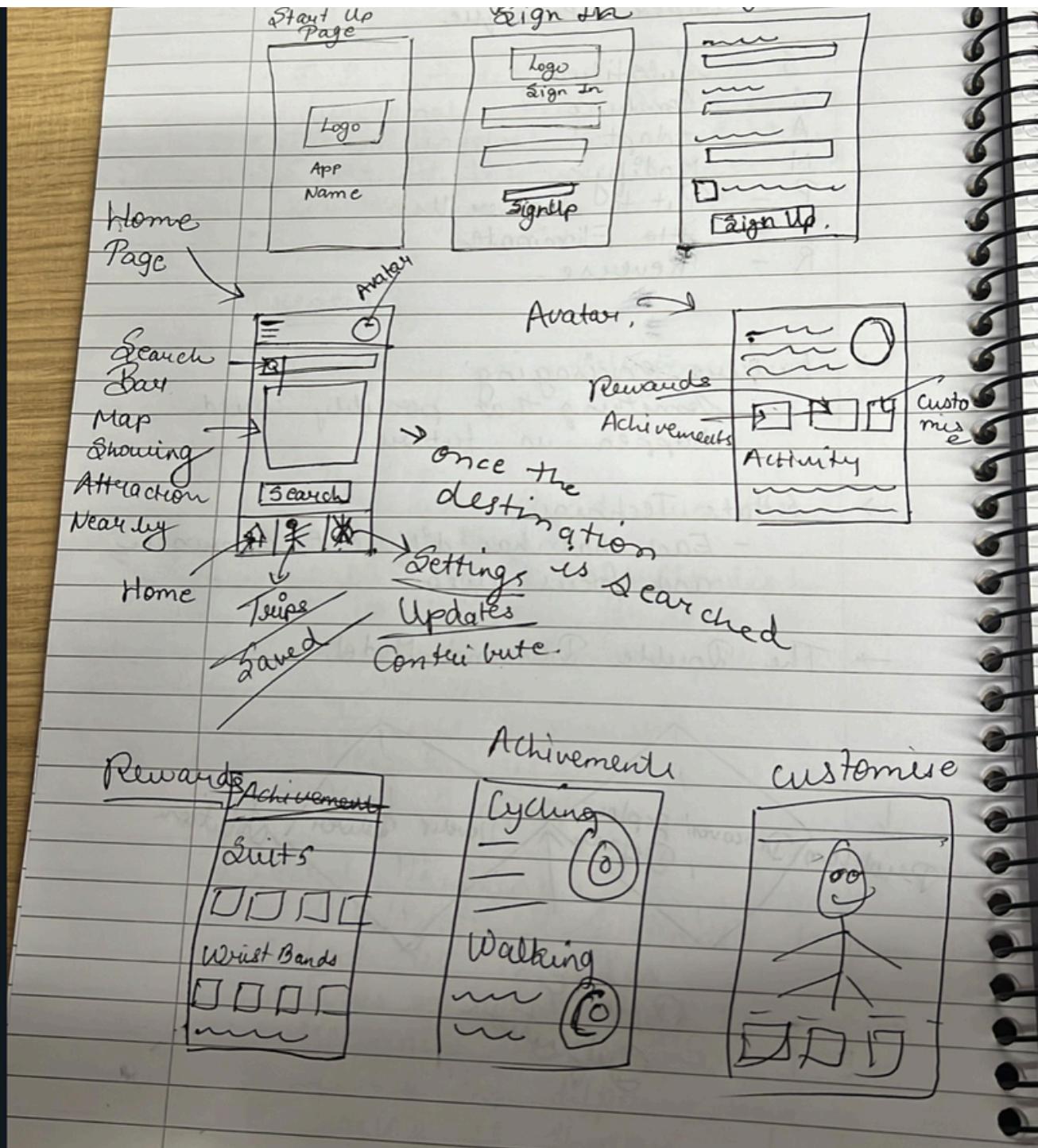
Includes a search bar, likely for finding routes or activities, and menu items such as "Attractions Nearby" and "Home".

3. Profile Section:

Features an avatar representing the user, options for setting passwords, and a section for achievements

7. Functionality icons:

Throughout the sketch, there are icons that suggest interactive elements for navigation



8. Navigation Flow:

Arrows and lines indicate the flow of navigation or the sequence of user interactions

4. Rewards/Achievements:

Offers a glimpse into the rewards system, with icons

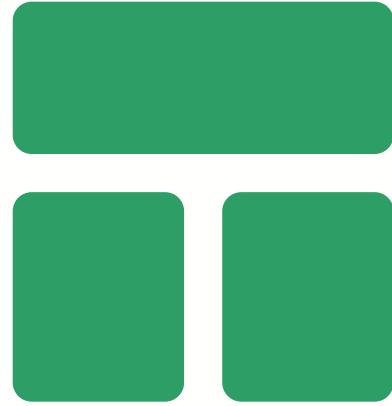
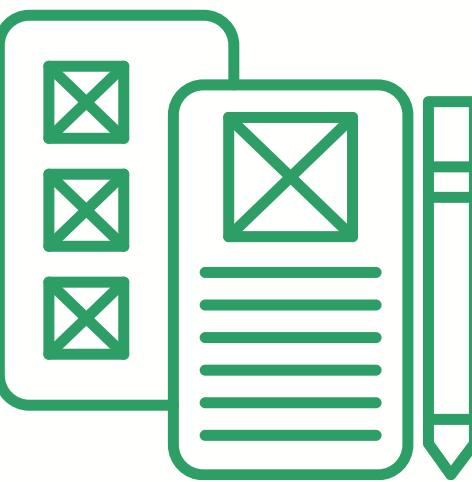
5. Activity Tracking:

A section that tracks the user's cycling and walking activities

6. Customization:

There is a space allocated for users to customize their profiles or app settings

LO-FI Introduction



Layouts and Grids

Utilising layouts and grids in low-fidelity designs contributes to a visually appealing and well-organized interface. Proper alignment ensures a harmonious arrangement of elements

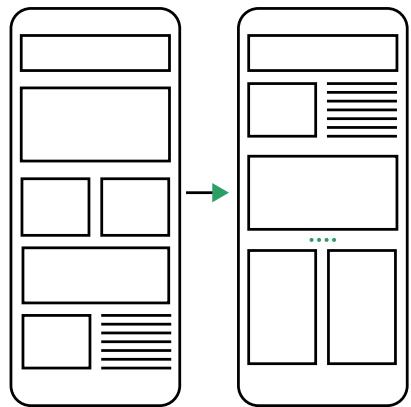


Images and Icons

Images and icons are crucial in low-fidelity designs, enhancing the overall user interface. This slide discusses the importance of choosing appropriate visuals for better user comprehension.

LO-FI Introduction

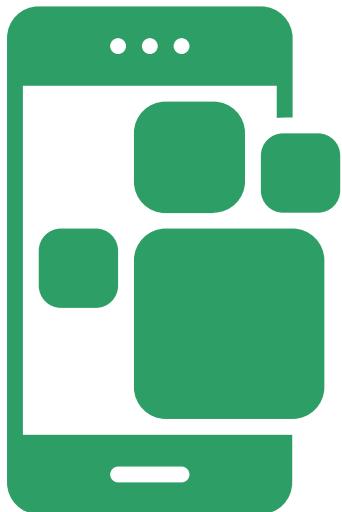
Low fidelity designs serve as the foundational sketches of our application, providing a basic representation of layout and structure. These initial designs help in conceptualizing the user interface without focusing on intricate details.



Wireframes

Wireframes provide a blueprint for our application, outlining the basic structure of key screens such as the homepage, profile, and more. These wireframes act as a visual guide for further development.

Design Principles



- **Consistency:** Crucial for user experience, ensuring uniform use of design elements like colours, fonts, and icons across the app.
- **Hierarchy:** Key for directing attention, with a layout that clearly shows the importance of each page element.
- **Simplicity:** Vital for ease of use, with clean and clear design elements making the interface user-friendly.
- **Navigation:** Central to the initial app structure, providing users with a straightforward and intuitive way to navigate the app.

LO-FI

Home page

The low-fidelity mockup of the Home Page for the Walk Wise app prioritizes functionality and layout before visual design. It outlines the essential features, providing a conceptual framework for the final interface



● **Search bar**

search bar for a user to enter the desired destination

● **Attractions**

the main section that shows all near by personalised attractions

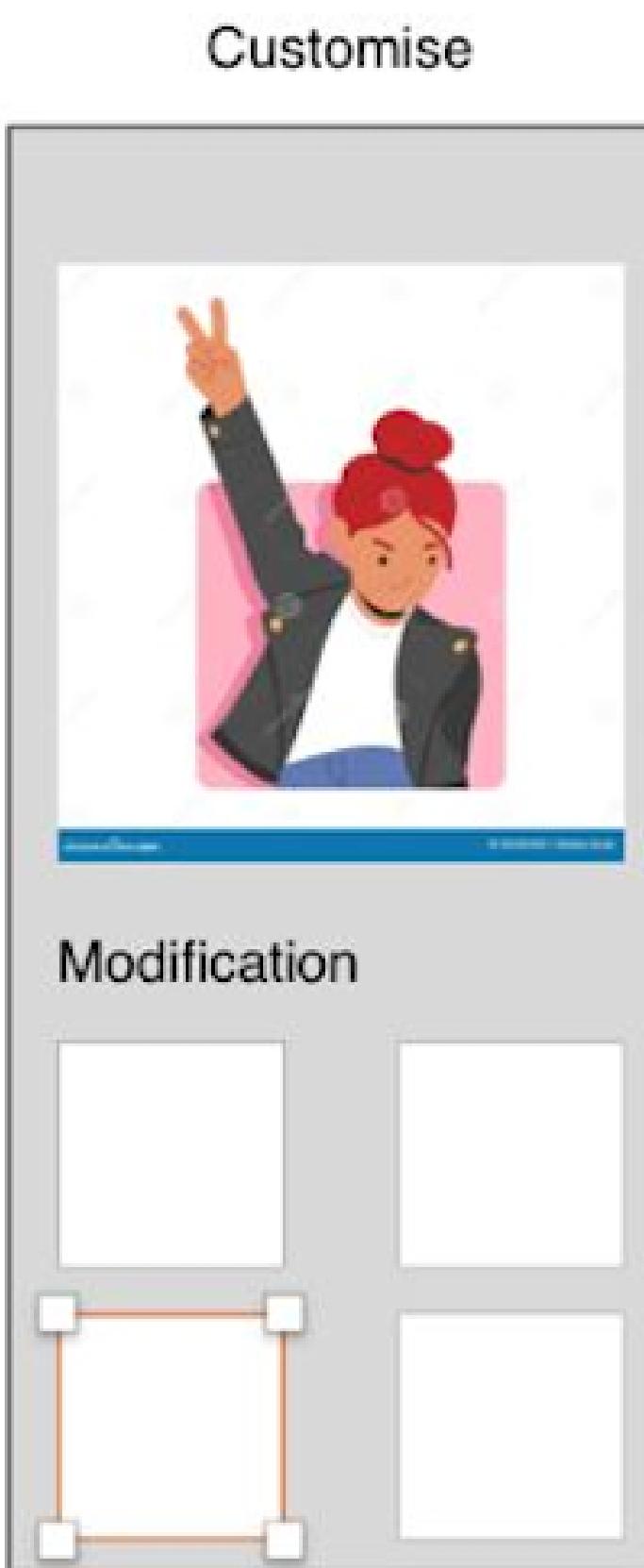
● **Navigation**

Navigation section to home , analytics and profile

LO-FI

Customization

The low-fidelity design showcases the customization interface within the Walk Wise app, presenting a user-centered layout that allows personalization and modification of user profiles and settings



- **Profile/Avatar Picture**

A visual representation of the user's avatar

- **Modifications**

sections for various user-controlled settings, enabling a tailored avatar and app experience

LO-FI

Rewards

This low-fidelity sketch outlines the Rewards page of the Walk Wise app, emphasizing the user's achievements and potential prizes, fostering motivation through tangible incentives



● Rewards Overview

A dedicated section for showcasing the rewards, suggesting a reward system integrated into the app

● wrist bands and suits

displaying available or earned rewards, promoting user engagement through visual representation of rewards

LO-FI

Sign up page

A simple and straightforward sign-up form designed to collect essential user information for account creation.

The form consists of five input fields arranged vertically: Name, Age, Email, Password, and Gender. Each field has a label above it and a corresponding text input box below it. At the bottom of the form is a large, prominent 'Sign In' button.

● Personal information

Input fields for user's Name, Age, Email, Password, and Gender

● Sign in Button

A clear Sign In button to submit the information and create a new account

User Feedback



Objective of User Feedback: Explain the goal of collecting user feedback for lo-fi designs (e.g., to validate design choices, understand user needs, and identify areas for improvement).



Lo-Fi Designs Presented

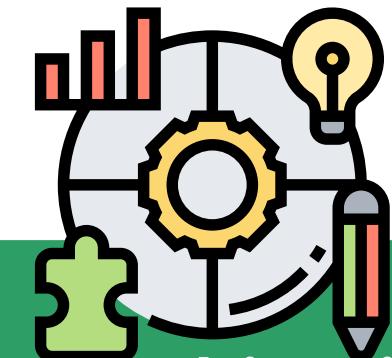
- Home Page
- Profile Page
- Sign Up and Sign In Pages
- Rewards and Customization Pages
- Language Selection Page

Demographics of Participants

- **Total Participants:** 10 individuals sampled from target user base
- **Diversity:** Ages ranged from 18 to 50, including students, professionals, and parents to cover a broad spectrum of potential users
- **Backgrounds:** Participants were selected from various technological proficiency levels to ensure feedback is inclusive of all user types

Feedback Collection Process

Method



Feedback was collected through a combination of online surveys distributed via email and social media, and in-person sessions held in community centers

Duration

Each feedback session lasted approximately 20 minutes, allowing participants ample time to explore the designs and provide thoughtful feedback

Feedback Format



We utilized a mix of open-ended questions for qualitative insights and Likert scale ratings for quantifiable data

Key Insights from Feedback

Positive Highlights

Users appreciated the straightforward navigation and the clear presentation of information which facilitated a smooth user experience



Challenges Identified

Some users indicated difficulty in understanding the purpose of certain features, and a few pages were noted to have unclear design elements which could potentially confuse users



Improvement Suggestions

Participants suggested the inclusion of more intuitive iconography and clearer call-to-action buttons to enhance overall interactivity



Impact on Design Iteration

Homepage

Original Issue: Users found the homepage to be cluttered, with too many elements fighting for attention

Adjustment: We have restructured the homepage layout to prioritize key elements such as the 'Search' bar and 'Attractions Near By', and reduced the number of featured categories for a cleaner, more focused entry point

Rewards page

Original Issue: Testers felt the rewards page was not engaging enough and lacked information about the benefits of the rewards.

Adjustment: We have redesigned the rewards page to include more visual elements, such as icons for each reward type and a progress bar for tracking reward milestones



Avatar Customization

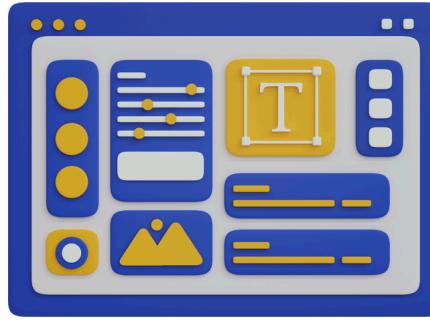
Original Issue: Feedback indicated that users were unsure how to create a custom avatar after selecting one from the pre-made options.

Adjustment: We've added clearer visual cues and instructions for customizing avatars. A step-by-step guide will now pop up for first-time users, with an option to skip for future visits.

Sign up

Original Issue: Users reported the sign-in and sign-up forms were too lengthy and the gender field was deemed unnecessary for registration.

Adjustment: We've streamlined both forms, removing the gender field entirely and reducing the number of required fields to just username, email, and password for a quicker sign-up/sign-in process



Sustainable Travel App Design Choices

In the development of our sustainable travel app, "Walk Wise," we embraced certain design heuristics to ensure our wireframes met high usability and engagement standards

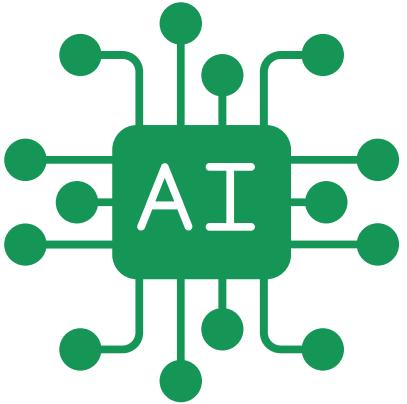
- **Visibility of System Status:** Clear route progress indicators.
- **Real World Match:** Intuitive navigation using familiar cues.
- **User Control and Freedom:** Flexible route modification options.
- **Consistency and Standards:** Adherence to common travel UI patterns.
- **Recognition Over Recall:** Easy access to saved routes.
- **Flexibility and Efficiency:** Customizable travel planning.
- **Aesthetic and Minimalist Design:** Clean, focused interface.
- **Error Recognition and Recovery:** Contextual help for corrections.
- **Help and Documentation:** Integrated user guidance for app use.



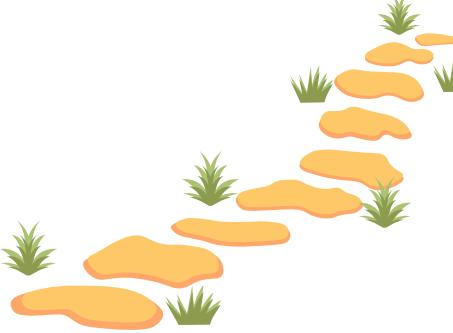
Unveiling Nearby Gems through Conversations



ChatGPT API



- Unveiling the Dynamic Capabilities of OpenAI API
- It crafts personalised routes based on user interests, weather conditions, and the time of day.
- Witness the API's ability to recommend routes aligned with user preferences.
- Tailoring journeys for a seamless and enjoyable experience.
- Explore how the AI model considers real-time weather conditions.
- Recommends routes that align with both user interests and the current weather.
- Effortlessly plan routes and discover nearby places through interactive dialogue.
- See the API adapt routes based on the time of the day.
- Ensures users experience the best of their chosen destinations at any given hour.
- A cutting-edge tool that combines AI sophistication with user-friendly interaction.

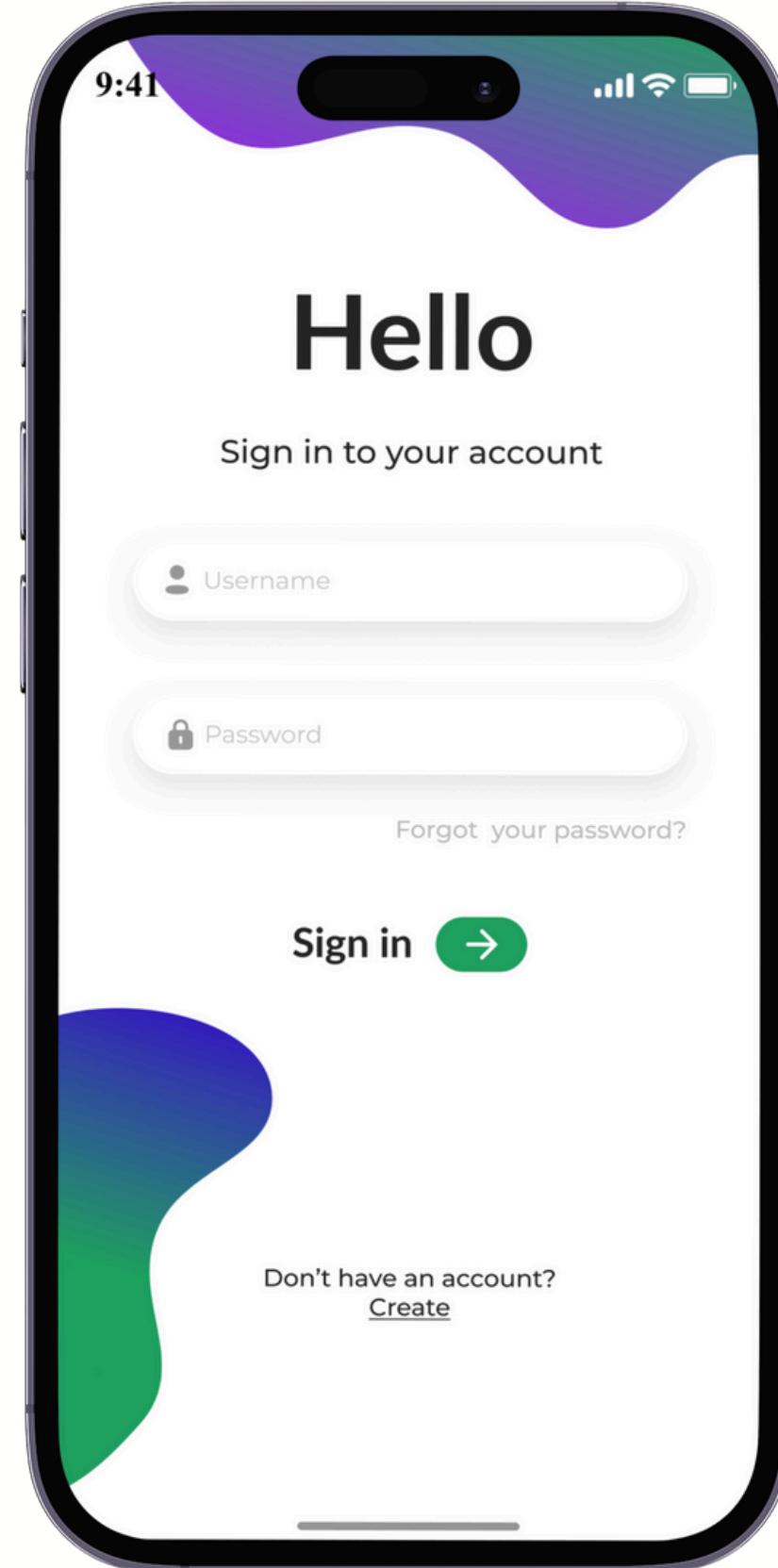


WELCOME

Welcome users with a sleek login interface that marries simplicity and functionality. Vibrant gradient waveforms add a modern touch while guiding users smoothly through the sign-in process. The page features straightforward fields for username and password, a quick link for forgotten passwords, and a clear call to action for new users to create an account.

Key Elements

- User-Friendly Interface:** Clear entry fields for username and password ensure a hassle-free login experience.
- Seamless Recovery Option:** A conveniently placed 'Forgot your password?' link aids users in quick account recovery.
- Inviting New Users:** The 'Create' button warmly invites new users to join and discover the app's offerings.
- Aesthetic Appeal:** The page's appealing gradient waves create a dynamic yet soothing visual appeal, encouraging user interaction.



Model

Slim Bezel

Shadow

None

Color

Gradient Spectrum

Keywords

Welcoming

Secure

Intuitive

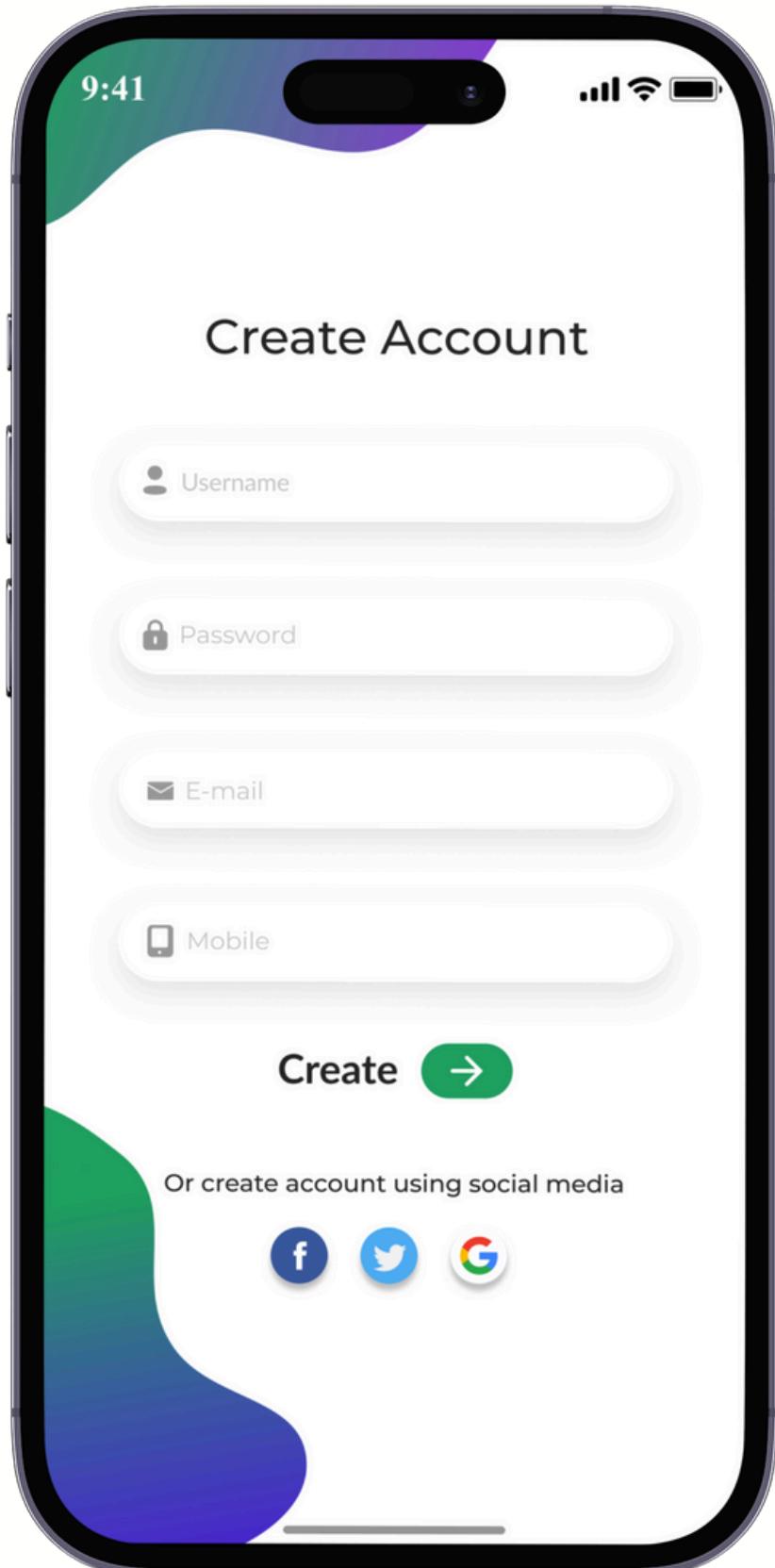
Streamlined

SIGNUP

The Signup page provides a streamlined process for new users to join the app. It features a simple form for entering essential information such as username, password, email, and mobile number. Below the form, the option to sign up using social media accounts offers quick access and a hassle-free registration process.

Key Elements

- Username & Password Fields:** Secure input areas to set up login credentials.
- Email & Mobile Inputs:** Fields to link the user's email and phone number for account recovery and notifications.
- Social Media Sign Up:** Alternative signup options via Facebook, Twitter, or Google for user convenience.



Model

Slim Bezel

Shadow

Soft Elevation

Color

Gradient Spectrum

Keywords

Accessibility

Integration

Convenience

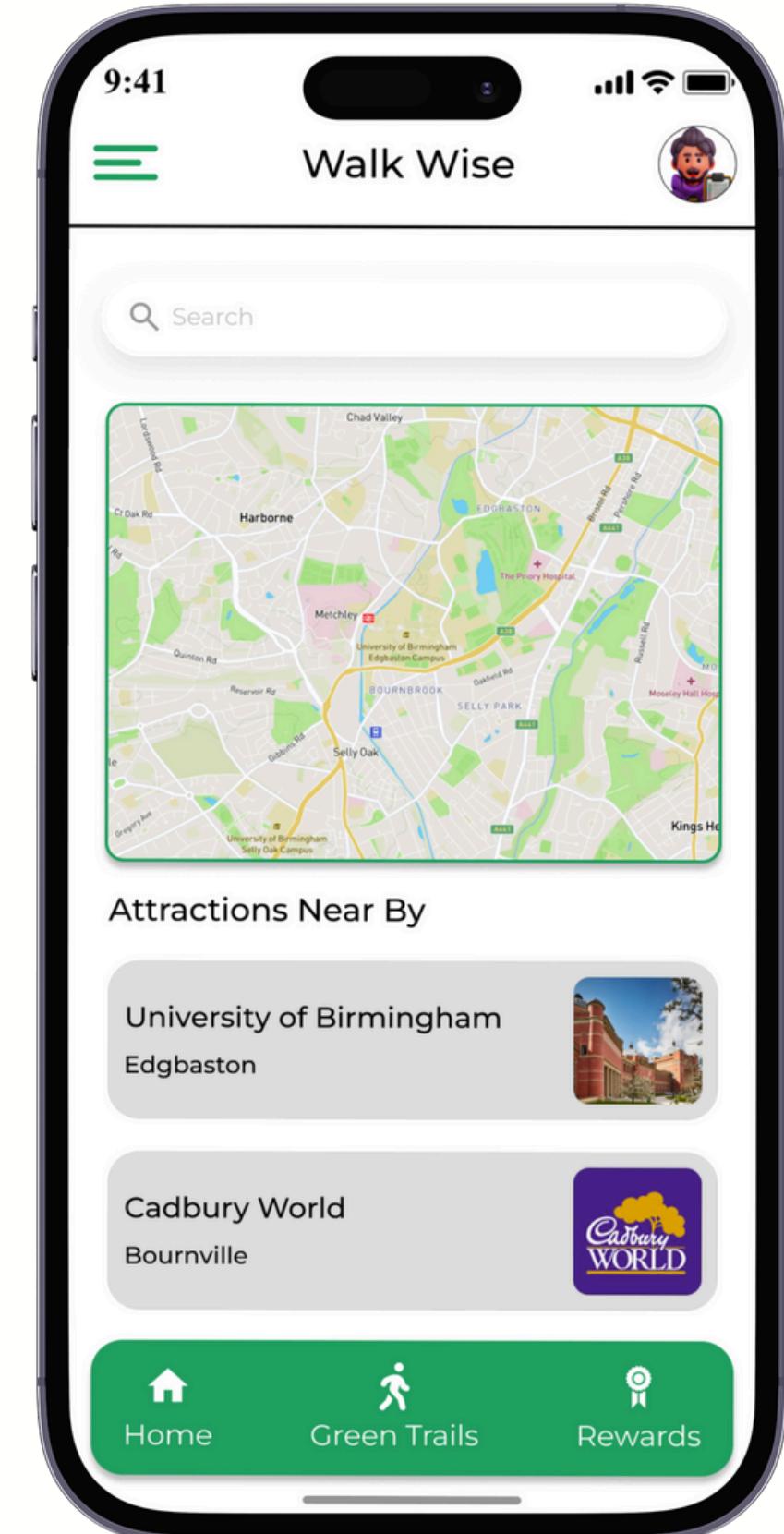
Security

HOME PAGE

The home page of WalkWise is designed to be your personal navigation hub, offering a blend of functionality and aesthetics to kickstart your journey. With an intuitive layout and responsive design, users are greeted by a seamless integration of essential features.

Key Elements

- Interactive Map:** Displays live navigation with highlighted attractions and trails for easy exploration.
- Smart Search:** Quick search bar for locating trails, places, and rewards.
- User Profile Access:** One-tap profile management with customized journey records.
- Quick Navigation Tabs:** Streamlined tabs for home, eco-friendly trails, and reward tracking



Model

Slim Bezel

Shadow

Subtle Elevation

Color

Urban Green

Keywords

Exploration

Discovery

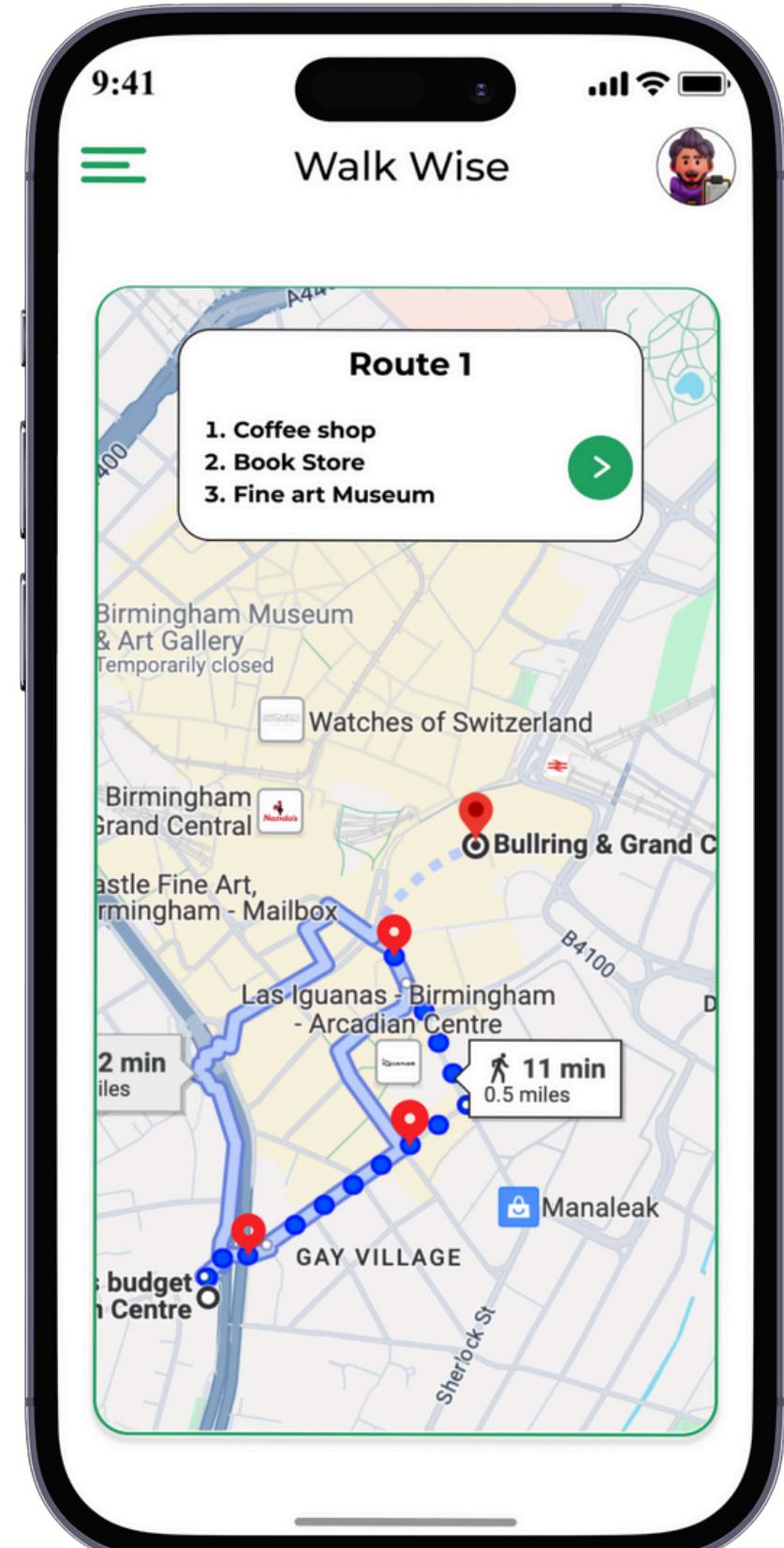
Engagement

Route Recommendation

This screen capture illustrates the "Route 1" feature of the "Walk Wise" sustainable travel app, presenting an interactive map that guides users through eco-friendly routes within Birmingham, enhancing their exploration experience by suggesting personalised attraction recommendations while promoting environmentally conscious travel.

Key Elements

- Map Visualization:** A detailed map provides a visual guide for users, pinpointing the start and end points of their eco-friendly journey, marked by distinctive icons and a dotted travel line.
- Route Information:** An information bubble at the top lists key stops along the route, offering users a preview of their planned destinations such as a Coffee shop, Book Store, and Fine Art Museum.
- User Interaction:** Intuitive on-screen prompts and buttons allow users to start navigation, access route details, and customize their journey within the app.



Model

Slim Bezel

Shadow

Subtle Elevation

Color

Urban Green

Keywords

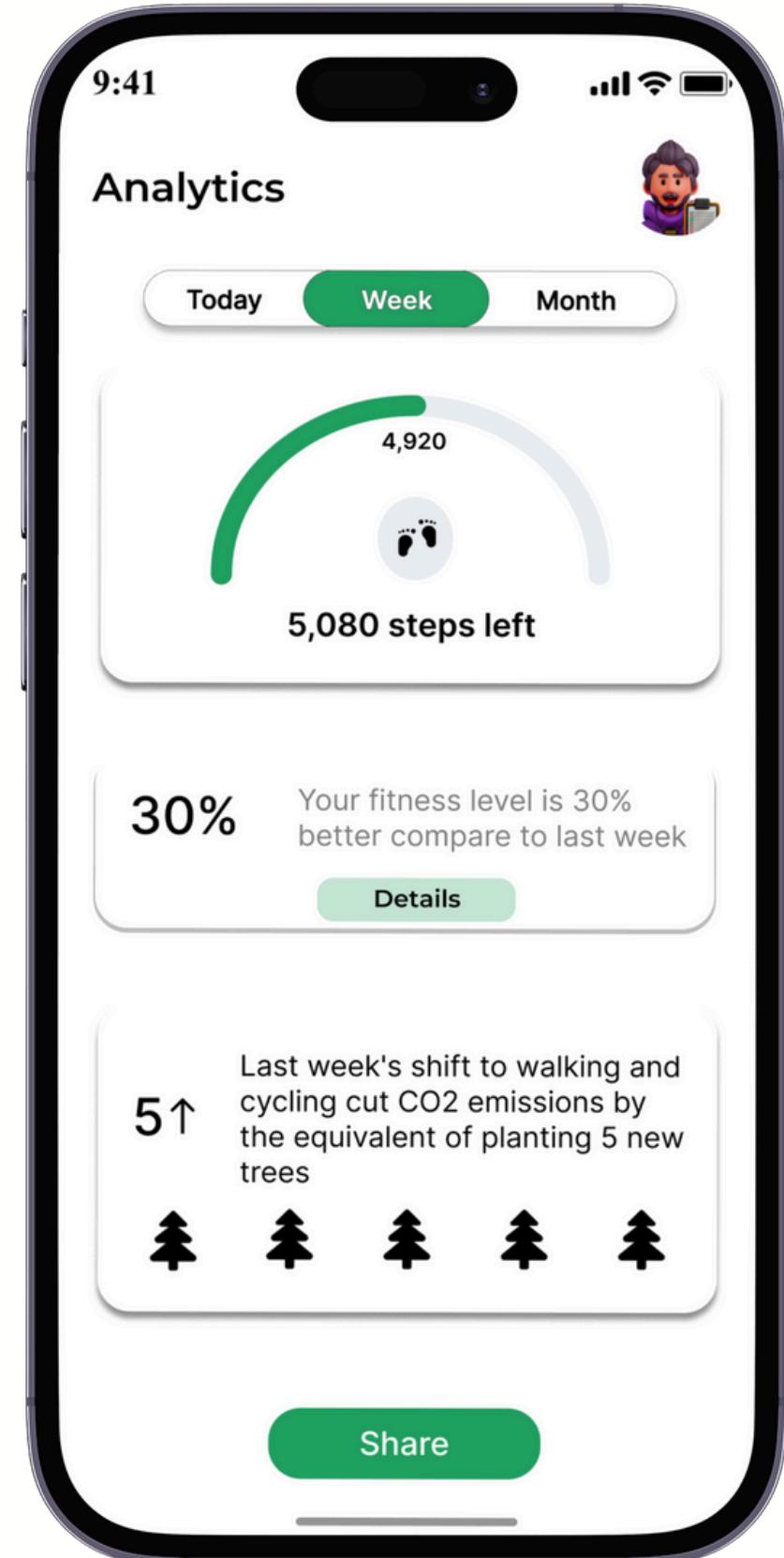
Sustainable Travel
Interactive Navigation
Urban Exploration
User Engagement

ANALYTICS

The page displays daily activity with a progress bar for steps taken. Weekly fitness gains are quantified, and environmental benefits are illustrated through CO2 savings, equated to tree planting

Key Elements

- **Time-Frame Tabs:** Allows for viewing activity data on daily, weekly, or monthly scales.
- **Step Counter:** Interactive gauge showing progress towards the daily step goal.
- **Fitness Improvement:** A percentage indicator of fitness level improvement, with a detailed breakdown available.
- **Environmental Impact:** Visual representation of CO2 savings and their environmental equivalence.
- **Social Sharing:** Option to share achievements and impact on environmental sustainability.



Model

Slim Bezel

Shadow

Soft Drop

Color

Urban Green

Keywords

Health
Progress
Sustainability
Engagement

AVATAR

The Avatar Selection page offers a personalized touch to the user experience by allowing individuals to choose an avatar that represents them within the app. The page displays a variety of pre-designed avatars in a clean, scrollable interface, with the option to proceed with a selected avatar or create a customized one for a more personalized profile.

Key Elements

- Avatar Options:** A diverse range of avatars showcasing different looks and styles.
- Customization Option:** A button to create a unique avatar, enhancing user engagement.
- Continue Button:** A clear call to action to proceed with the chosen avatar.



Model

Slim Bezel

Shadow

subtle

Color

Neutral Palette

Keywords

Personalization

Diversity

Customization

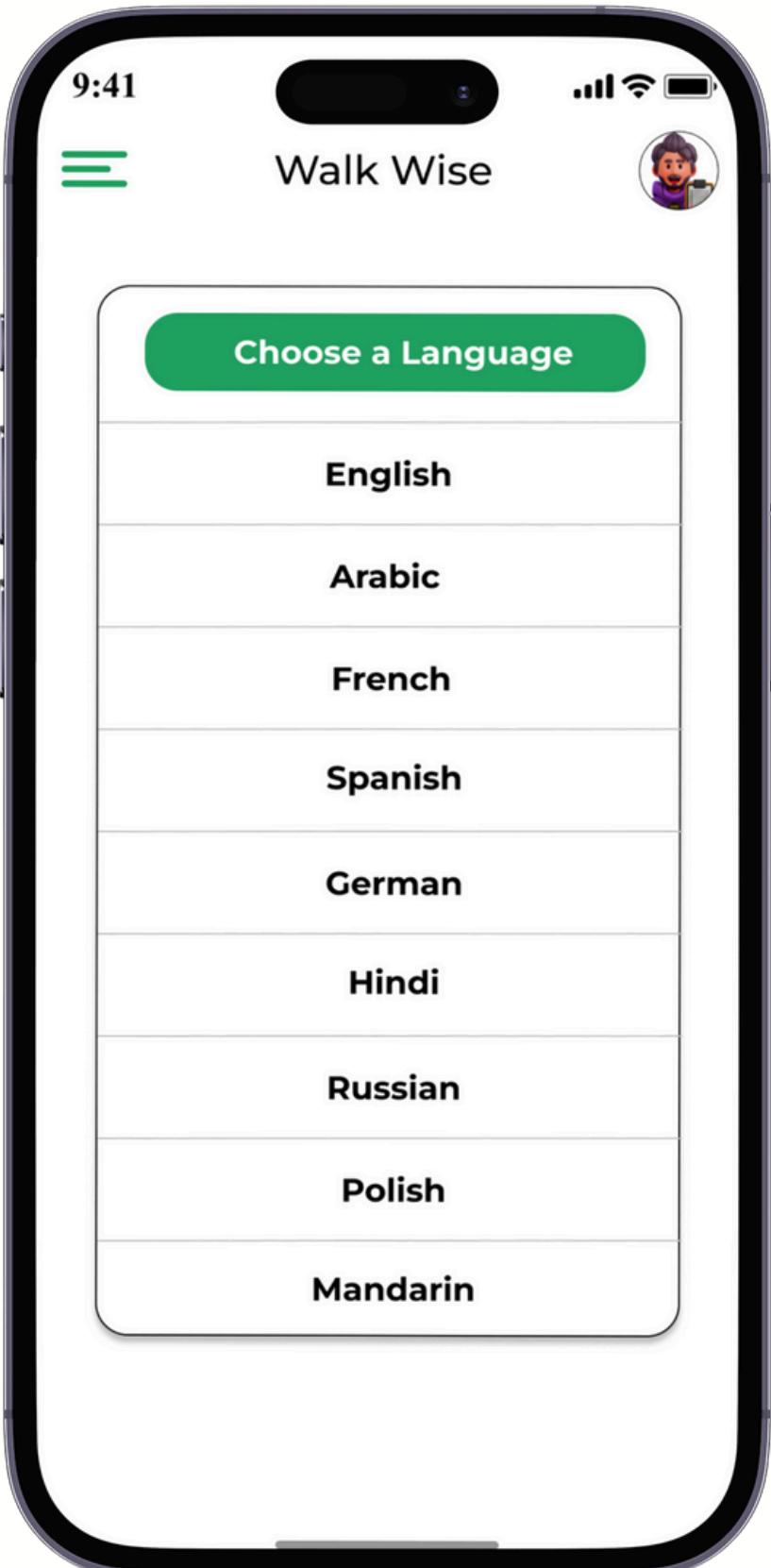
Engagement

LANGUAGE

The Language Selection page in Walk Wise app enhances accessibility by offering a multilingual interface. Users can easily set their preferred language from a comprehensive list, ensuring the app is welcoming and user-friendly for a global audience.

Key Elements

- Language Options:** A list of various global languages, indicating the app's inclusive design.
- Selection Button:** A prominent button to confirm the language choice, streamlining the selection process.



Model

Slim Bezel

Shadow

Minimal

Color

Global Palette

Keywords

Accessibility

Diversity

Inclusion

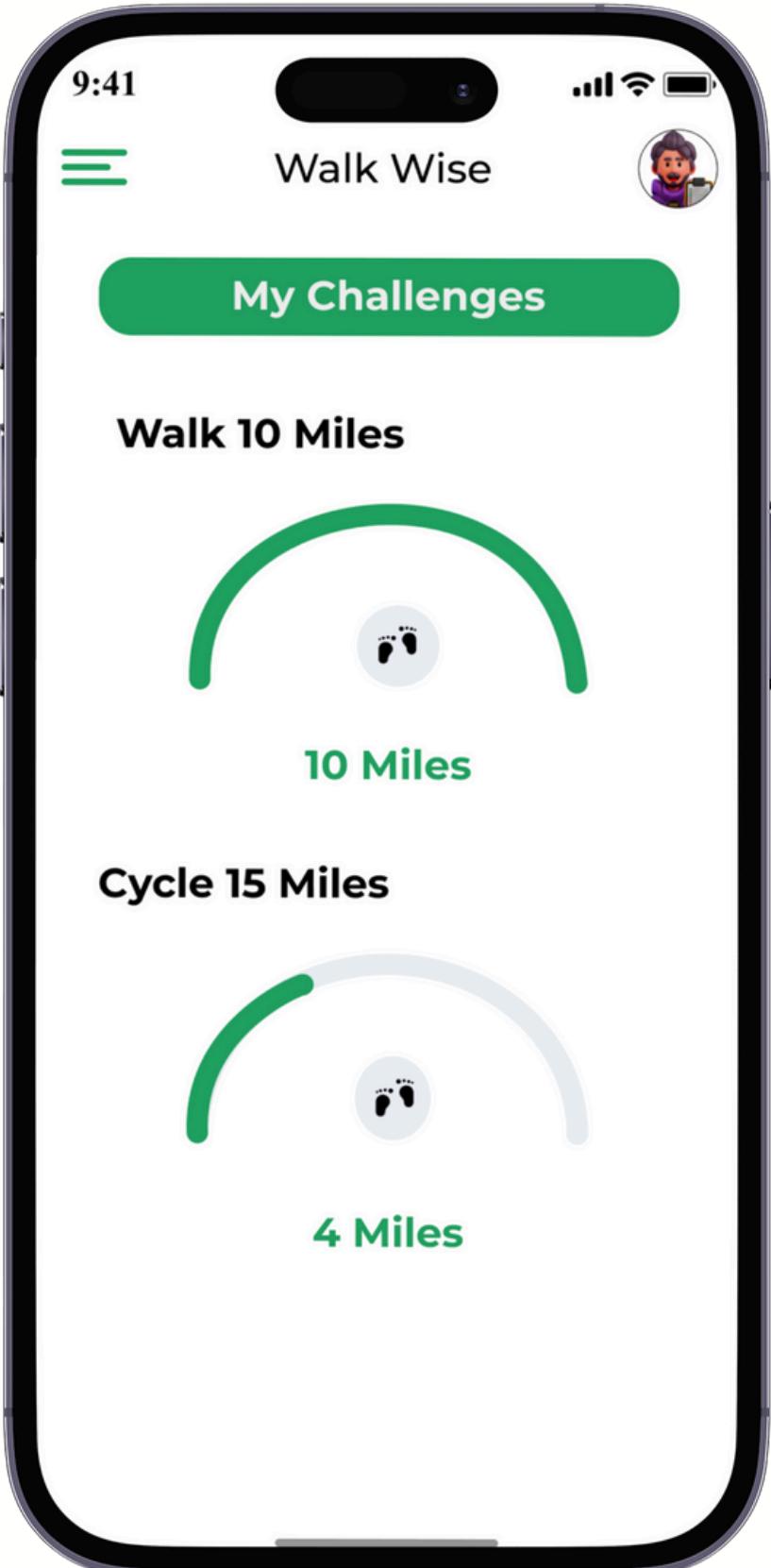
Global Reach

Challenges

The challenges page in the Walk Wise app shows the progress of the user in the challenges that he has.

Key Elements

- **Walk 10 Miles:** This is the first challenge that the user has and shows the meter that displays the progress for this challenge.
- **Cycle 15 Miles:** This is the second challenge that the user has and shows the meter that displays the progress for this challenge.



Model

Slim Bezel

Shadow

Minimal

Color

Global Palette

Keywords

Accessibility

Diversity

Inclusion

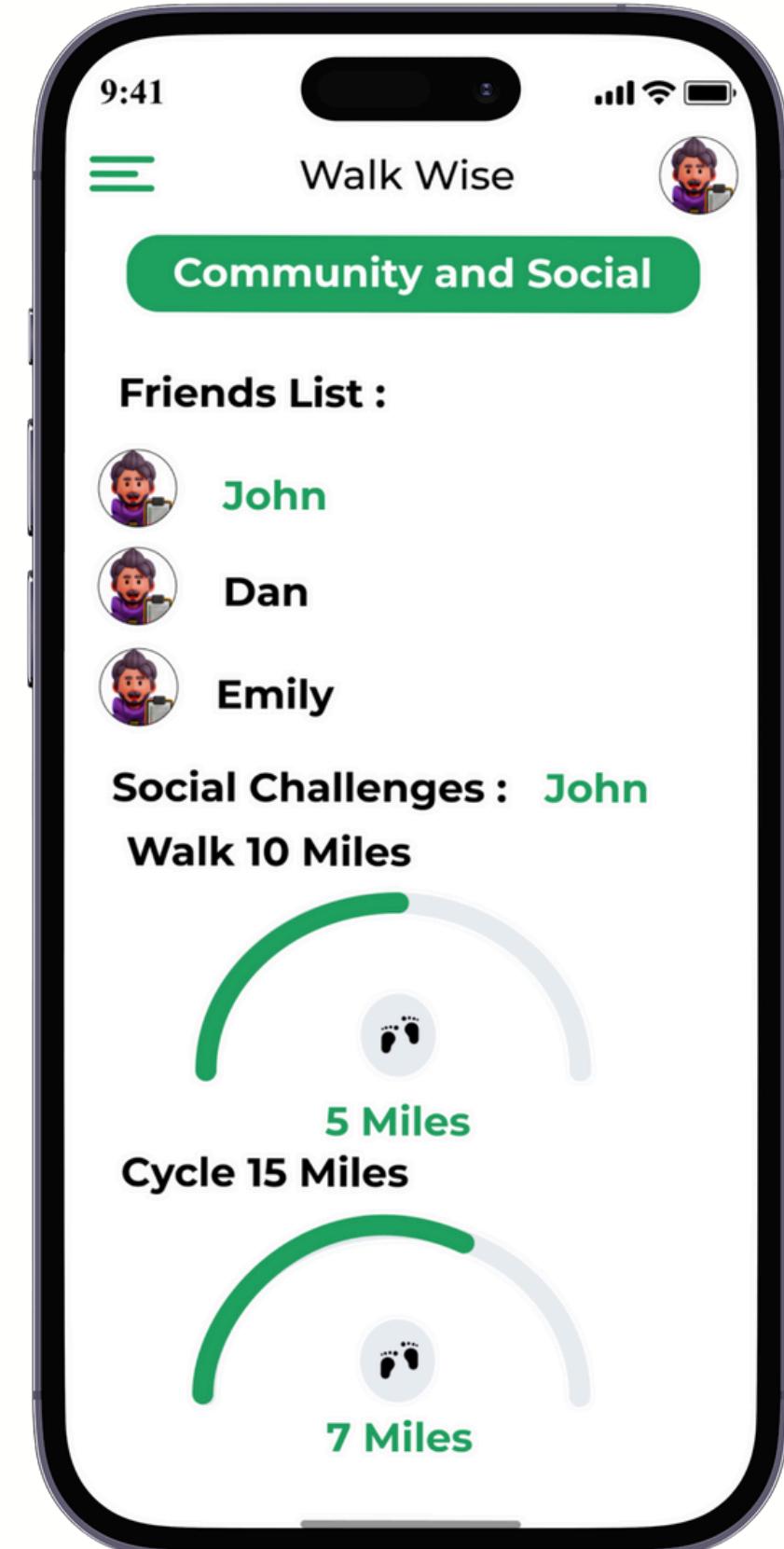
Global Reach

Community and Social

The Community and Social page in Walk Wise app displays a list of the user's friends. The user can also choose a friend from the list of friends he has to see the progress that the friend has reached in the challenges.

Key Elements

- **Friends List:** Shows the list of the friends the user has on the application
- **Social Challenges:** shows the challenges of the friend that has been chosen from the list and his progress.



Model

Slim Bezel

Shadow

Minimal

Color

Global Palette

Keywords

Accessibility

Diversity

Inclusion

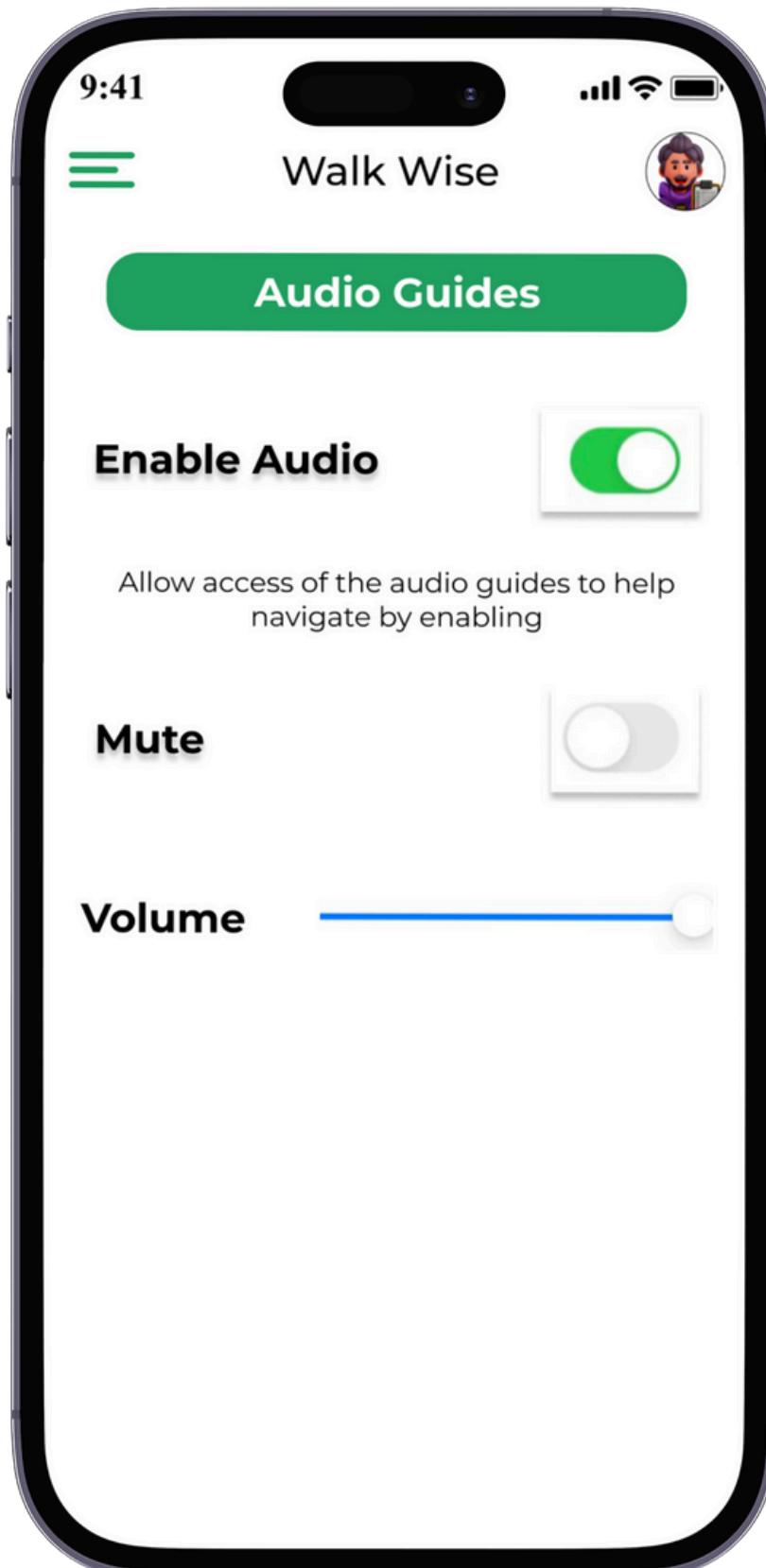
Global Reach

Audio Guides

The Audio guide page provide an enable audio button in which allows access to audio guides that help navigate when doing activities also suggesting different activities to do around the area

Key Elements

- **Enable audio:** A toggle switch that allows the user to enable or disable the audio guide feature. This is a user consent mechanism to activate the audio service.
- **Mute:** Another toggle switch likely designed to quickly mute the audio output without disabling the audio guide feature entirely.
- **Volume:** A slider that indicates it can be adjusted, presumably to control the volume of the audio guide. This provides the user with the capability to set the audio level to their comfort.



Model

Slim Bezel

Shadow

Soft Elevation

Color

Gradient Spectrum

Keywords

Accessibility

Integration

Convenience

Security

Poster



Empowers your daily travels with personalized, AI-driven route suggestions, Embrace eco-conscious commuting, and enhance your health with tailor-made journey plans that are as good for the earth as they are for you

Concept:

- WalkWise is an AI-driven app aimed at transforming daily travel into a more sustainable and health-conscious experience.

Development Process:

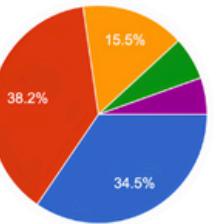
- Utilized comprehensive **market research** and **user surveys** to shape the app.
- Followed a user-centric design journey from **initial ideation** to **user testing**, culminating in the final user interface.

Key Features:

- **Informative Dashboard:** Provides users with essential travel information and insights.
- **Tracking Capabilities:** Monitors travel habits and environmental impact.
- **Scenic Route Exploration:** Encourages discovery of eco-friendly and enjoyable travel paths.
- **Objective:** This poster demonstrates the meticulous development of WalkWise, emphasizing its potential to make daily travel more eco-friendly and health-oriented.

Research

- Market Research
 - Google Maps
 - Strava
 - Komoot
- Questionnaire (Google Form)
- Personal Interviews



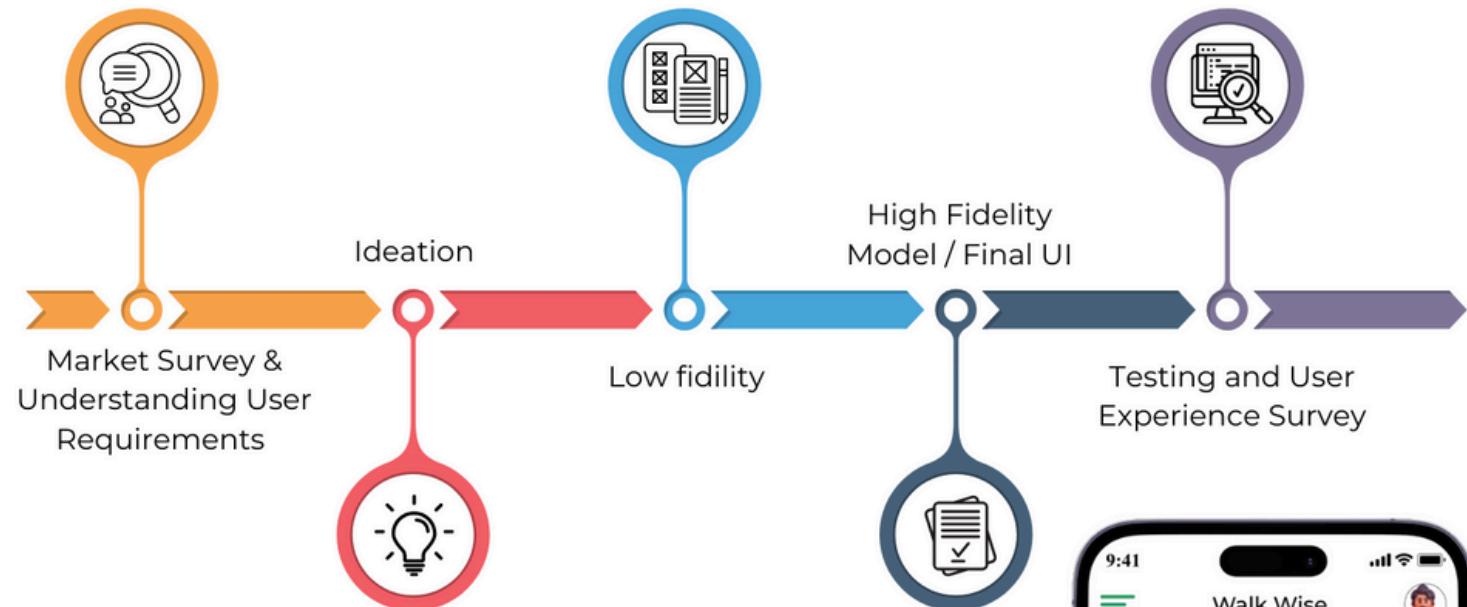
- Yes, I would love to share my achievements and join challenges.
- Maybe, it depends on the nature of the challenges.
- No, I prefer to keep my achievements private.
- I'm not sure.
- I don't use the app for sustainable travel achievements.



21%

Transport sector overall accounts for 21% of total emissions

Design Journey



Final Design

- Informative home dashboard
- Daily activity summary
- Quick stats overview
- Walk and cycle tracking screens
- Attractions near the user's location
- Scenic routes exploration
- Eco-friendly destinations highlighting
- Overview of earned rewards
- Virtual avatar customisation
- Achievement badges for milestones

