

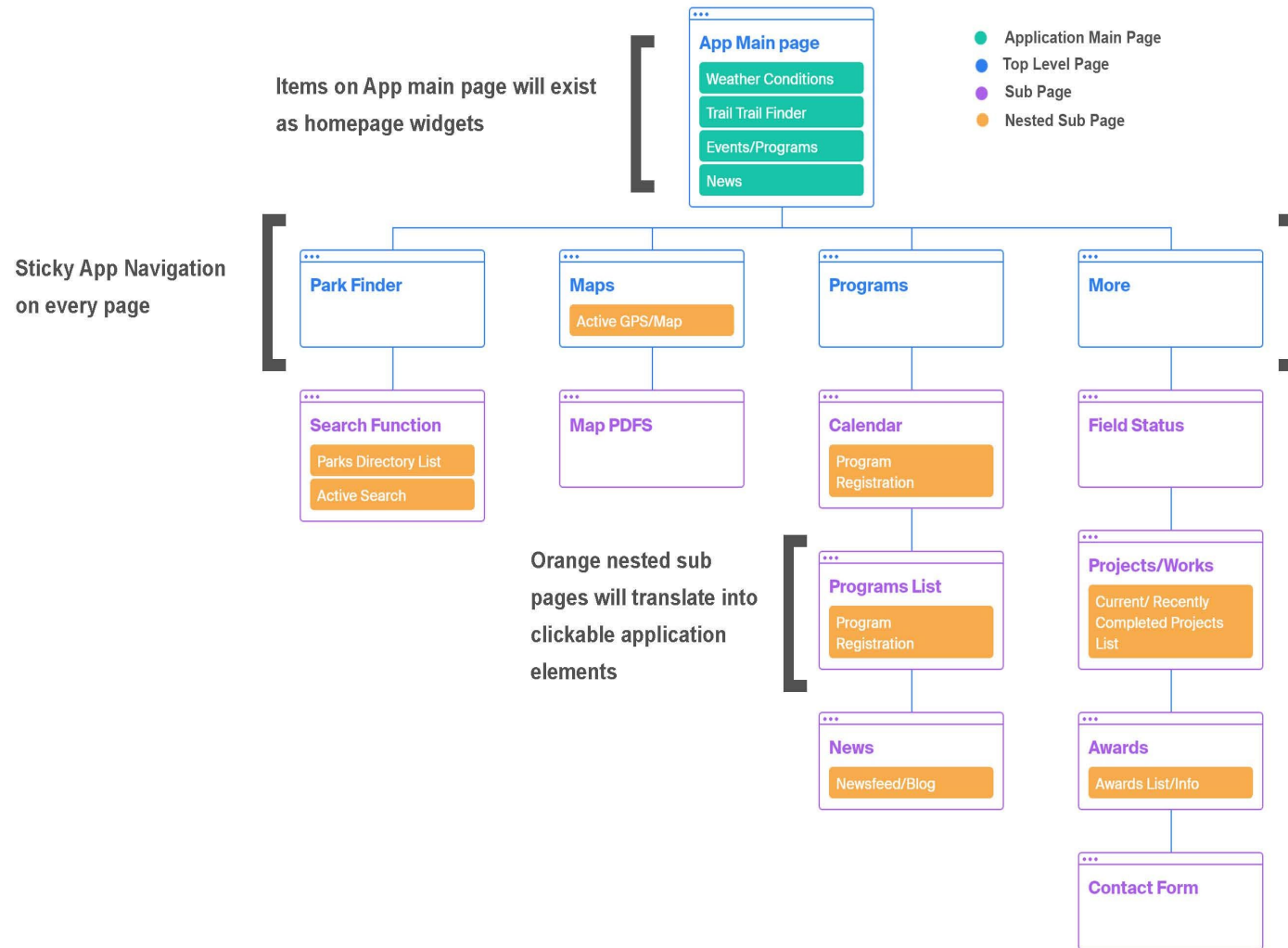


# Mobile Application Design:

IA, User Flow, Paper Prototyping, Medium & High-Fidelity Mockups

# Introduction

- ▶ Mobile application development is one of the most competitive sectors in the technology field today. There are currently millions of mobile applications available across android and apple markets. Not to mention all other minor players and competitors. With so much market competition, your application needs to be practically flawless or someone else will replace it with a better solution. Below you will see the steps of mobile application development in action.

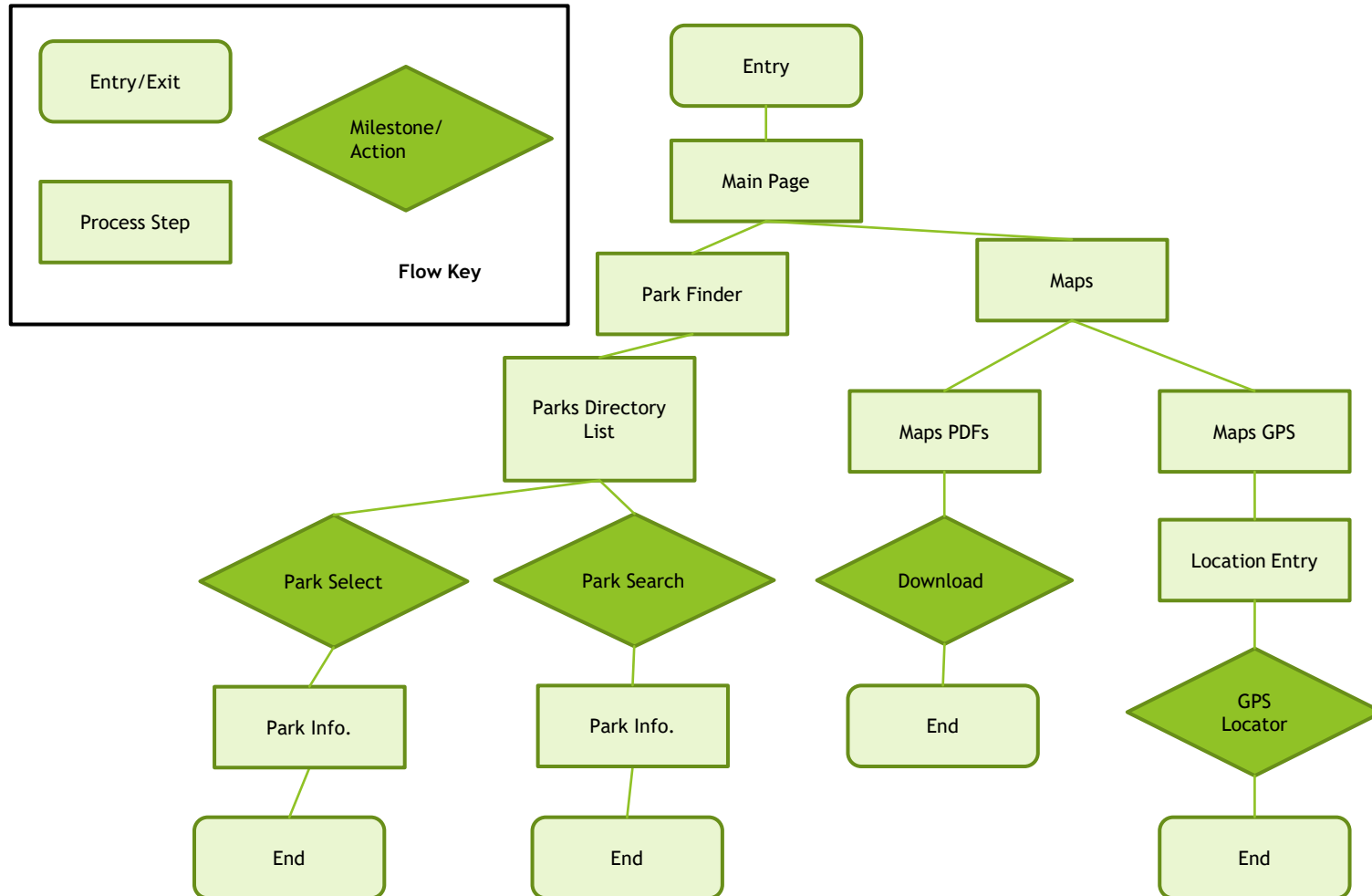


# Application IA

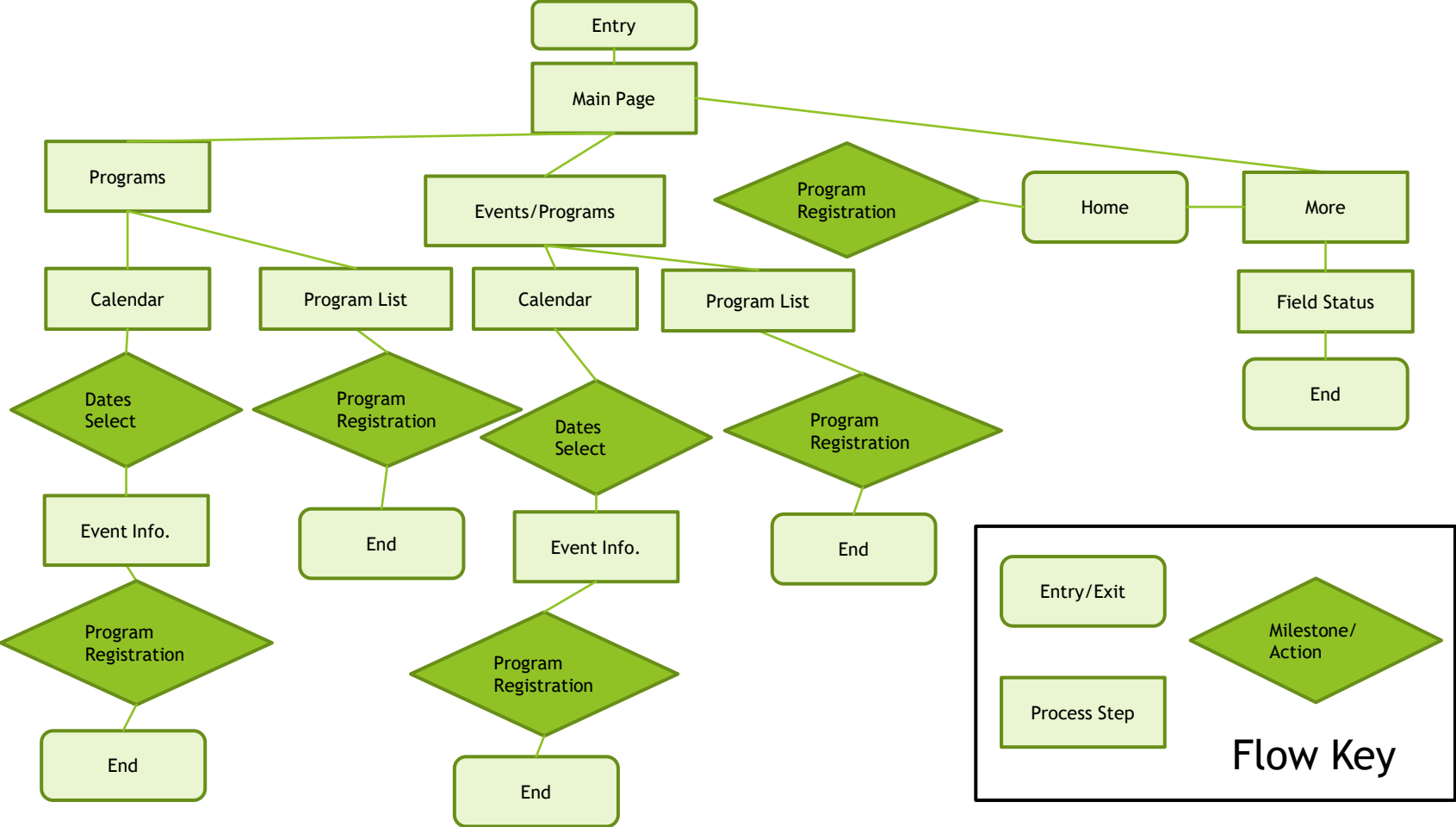
# User Stories

- ▶ **User Story #1:** A new resident to the area has been looking to explore the local trails and parks as well map out a potential route when there
- ▶ **User Story #2:** A current resident is wondering what events will be happening in the parks for the upcoming months. The conditions of the parks are of interest too
- ▶ **User Story #3:** A park visitor has noticed some dangerous spots on the trails that they would like to report. They are curious if there are ongoing projects to repair this

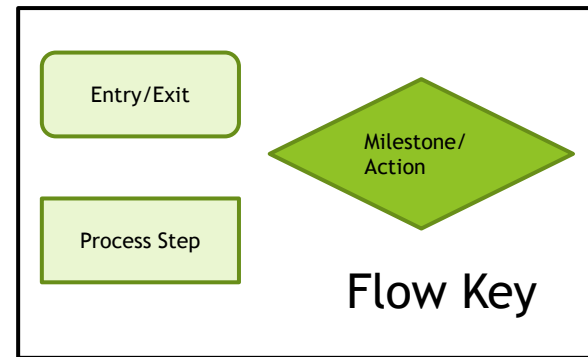
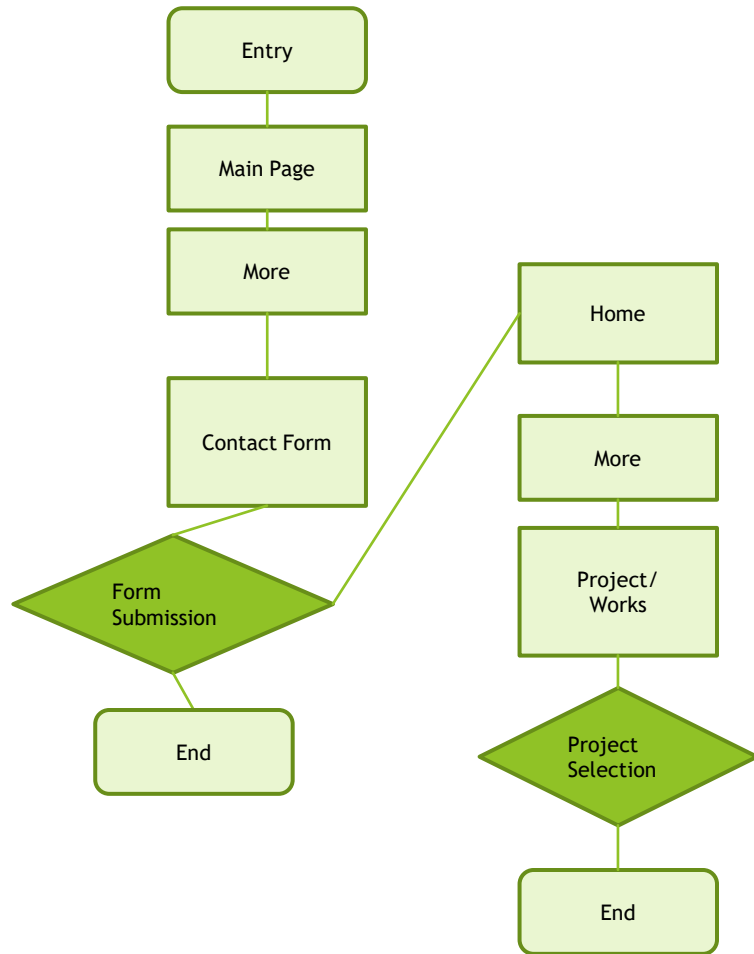
# User Flow #1



# User Flow #2



# User Flow #3

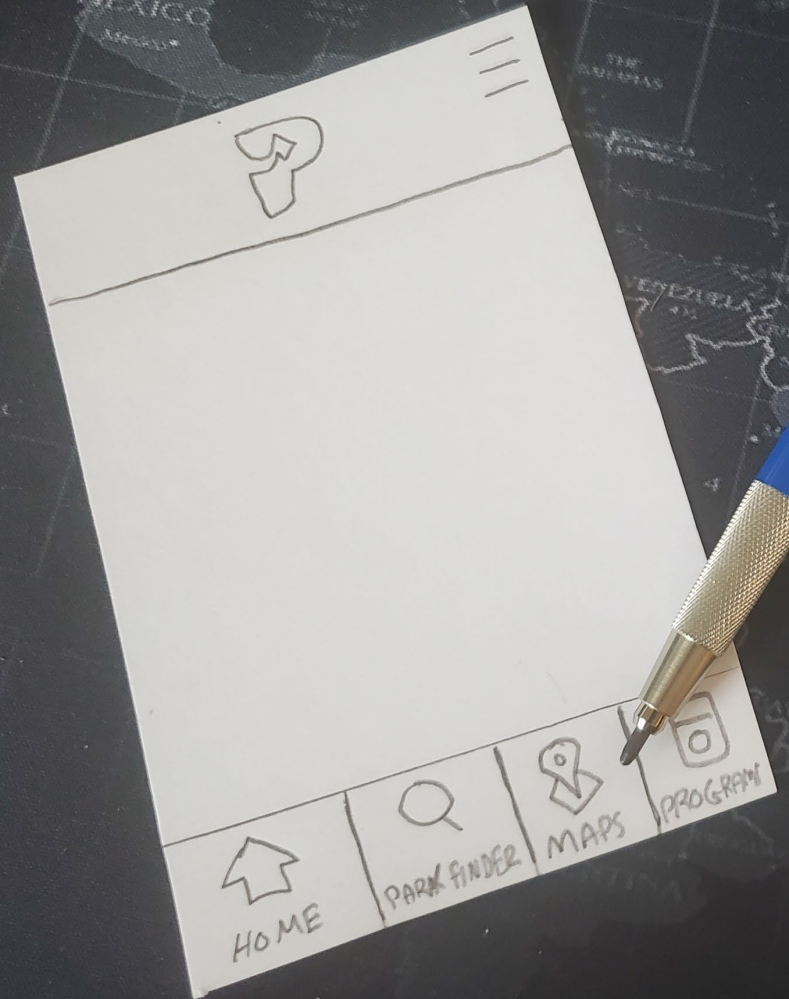




# Paper Prototypes based on User Flows:



# Paper Prototype



HOME



WEATER CONDITIONS

Q TRAIL FINDER

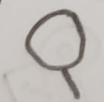
EVENTS/PROGRAMS



NEWS



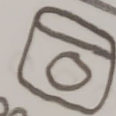
HOME



PARK FINDER

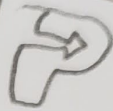



MAPS



PROGRAMS

PARK FINDER



 PARKS FINDER

SEARCH



DIRECTORY LIST

-  \_\_\_\_\_
-  \_\_\_\_\_
-  \_\_\_\_\_
-  \_\_\_\_\_



HOME



PARK FINDER



MAPS

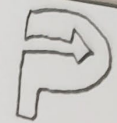


PROGRAMS



PROGRAMS

PARK INFO



HOME



PARK FINDER



MAPS



PROGRAMS



PROGRAMS

PROGRAMS

MAPS



~~GPS~~

~~MAP PDFS~~



HOME



PARK FINDER



MAPS

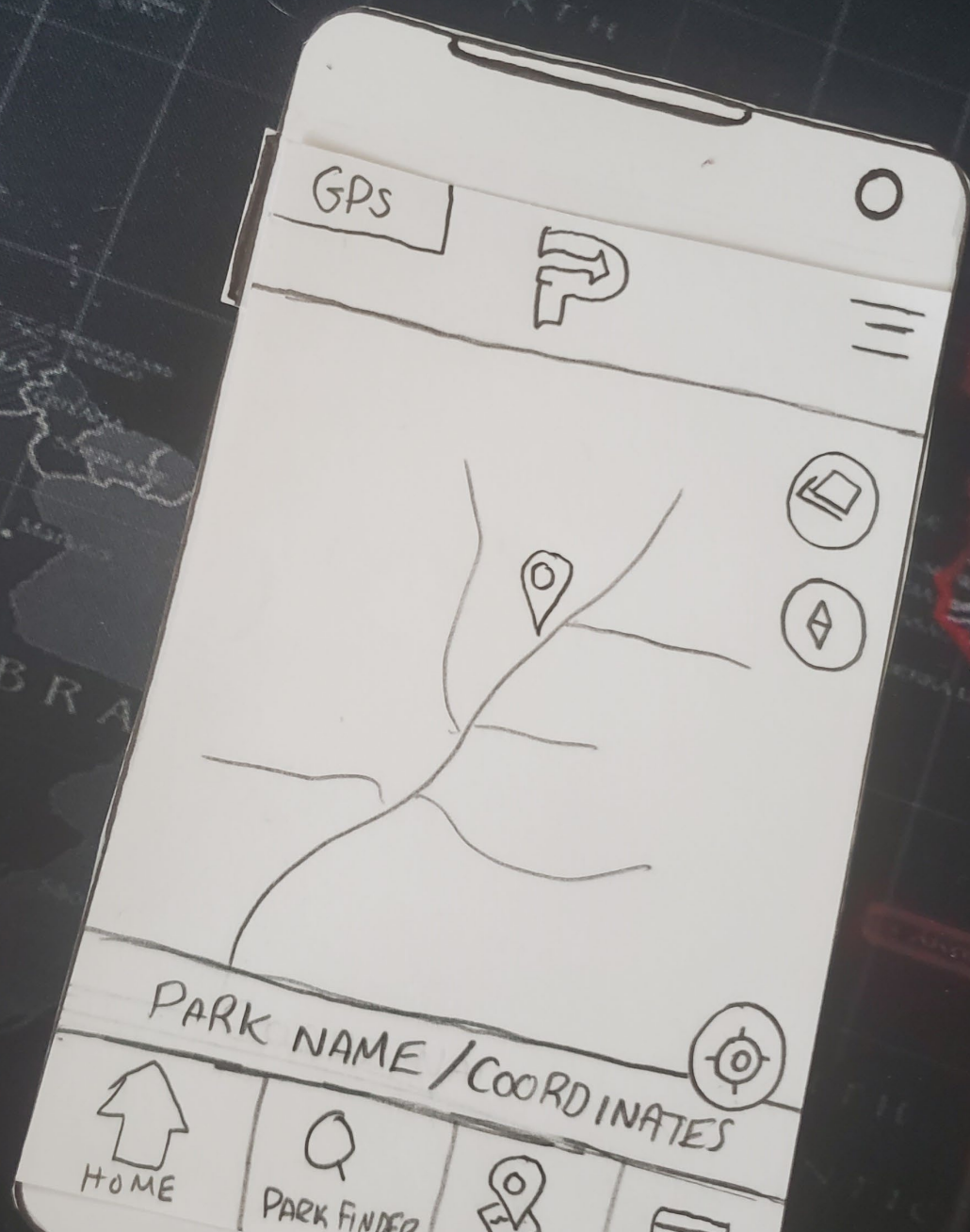


PROGRAMS

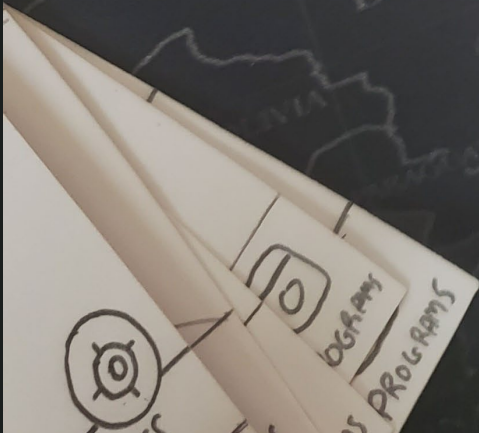
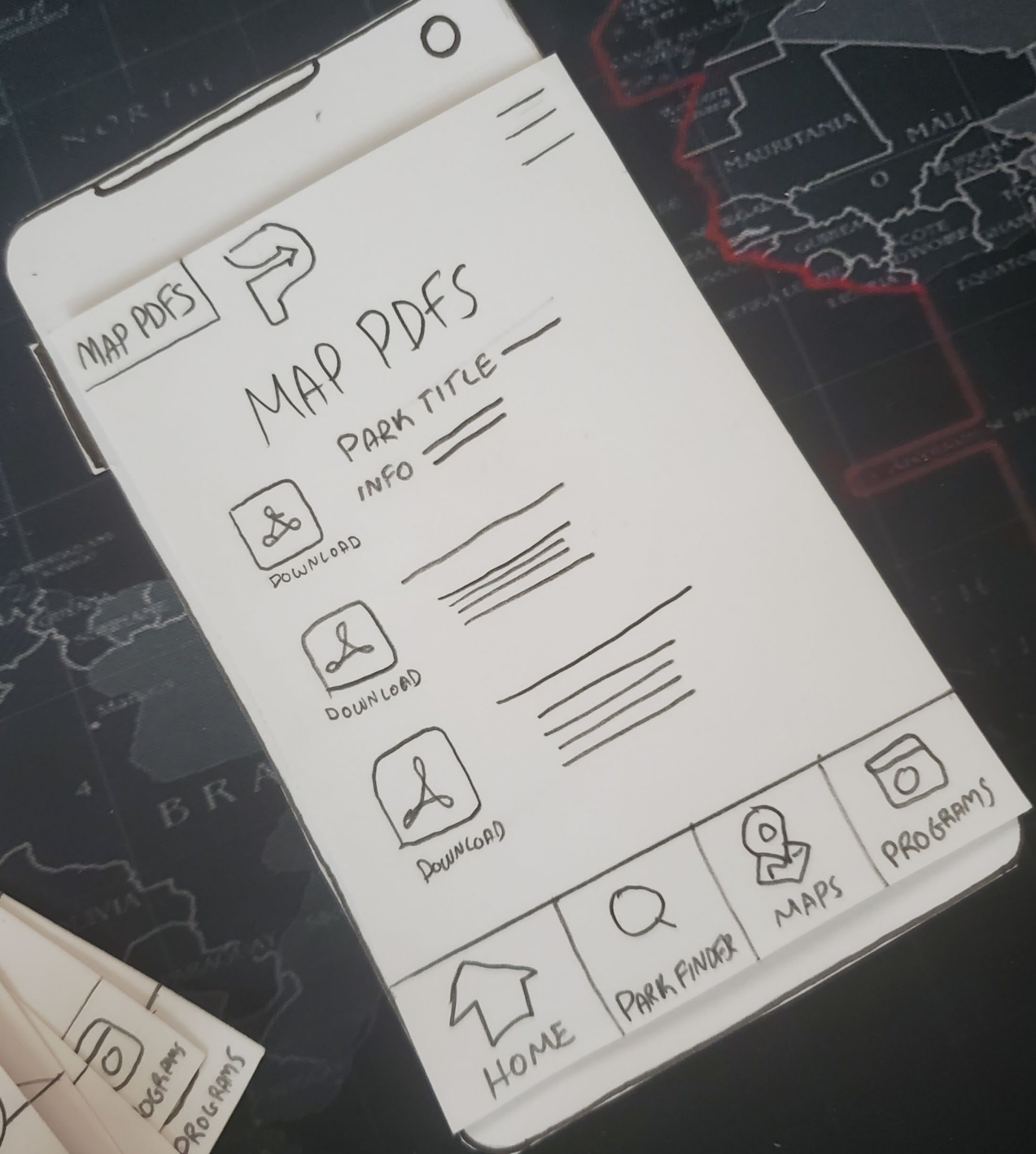


PROGRAMS

PROGRAMS

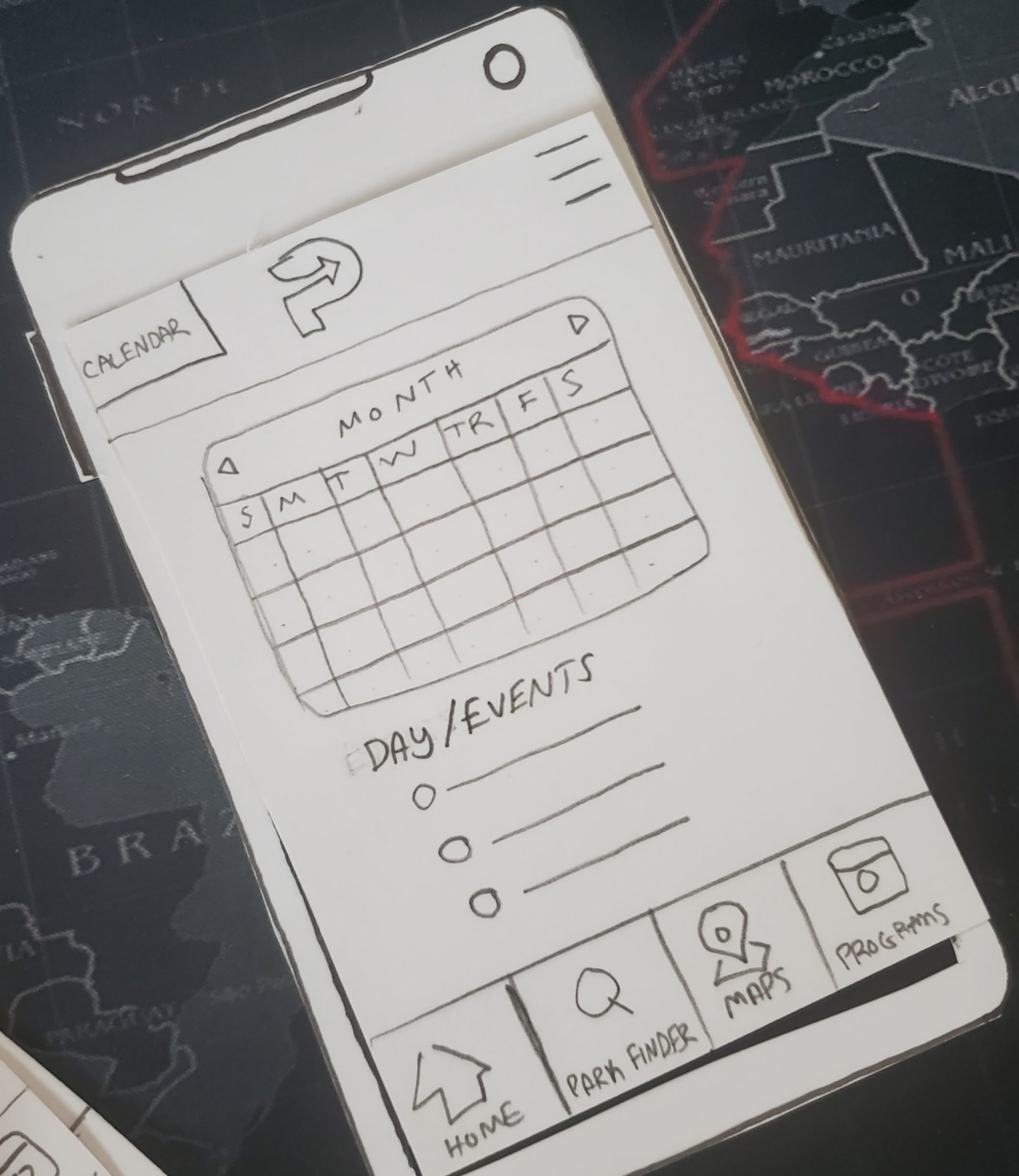


PROGRAMS  
PROGRAMS

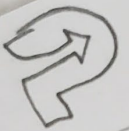








CALENDAR



MONTH								
S	M	T	W	T	R	F	S	

DAY / EVENTS

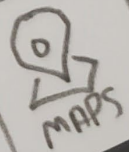
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



HOME



PARK FINDER

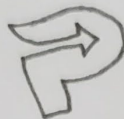


MAPS



PROGRAMS

PROGRAM LIST



# EVENTS / PROGRAMS

THIS MONTH

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

NEXT MONTH

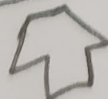
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

UPCOMING

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

ONGOING

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



HOME



PARK FINDER



MAPS

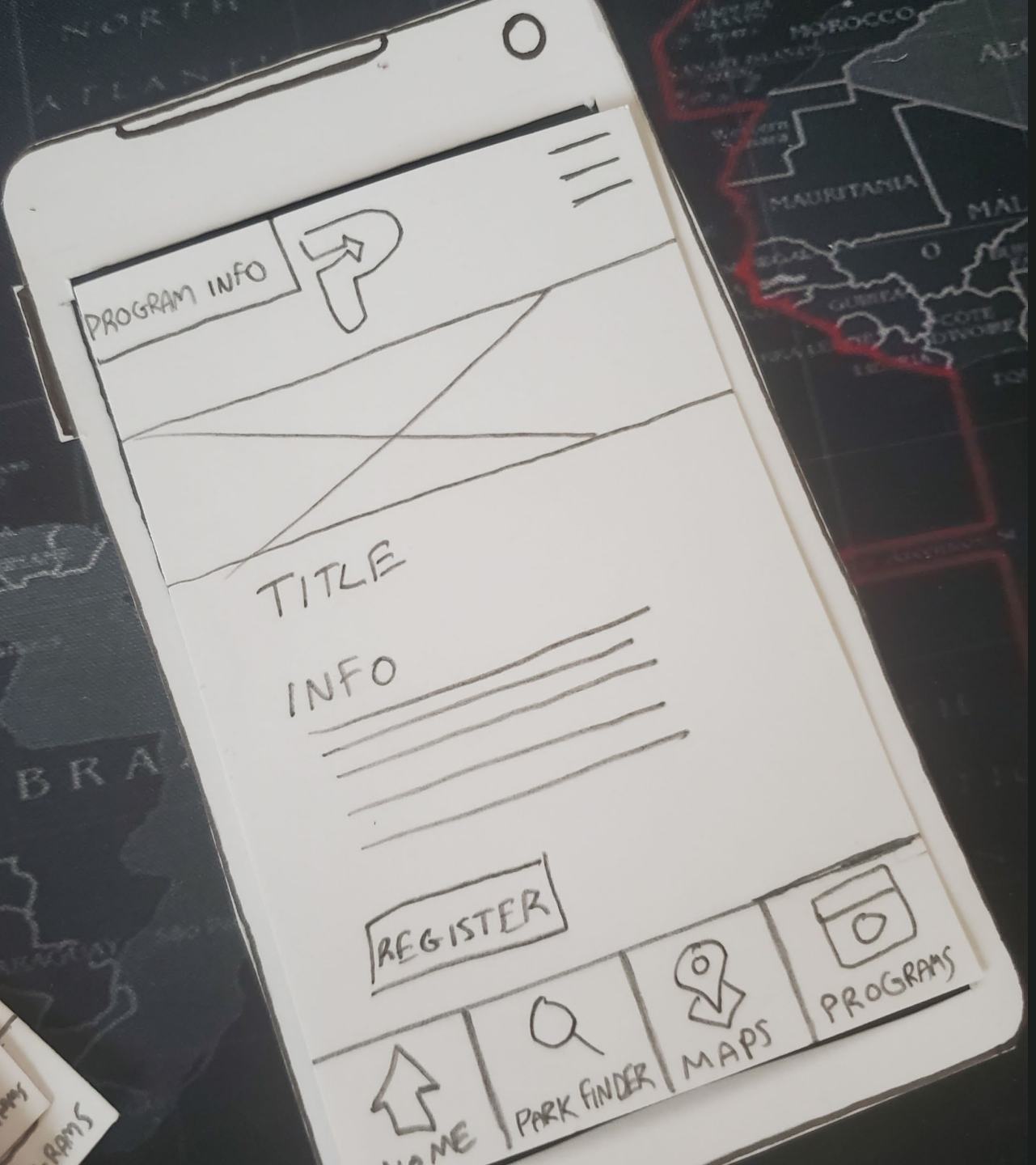


PROGRAMS

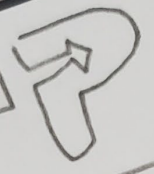


LOGRAMS

PROGRAMS

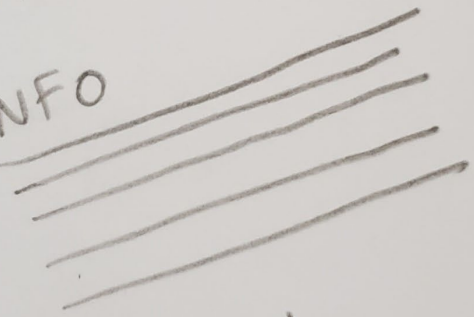


PROGRAM INFO



TITLE

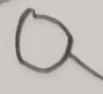
INFO



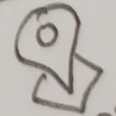
REGISTER



HOME



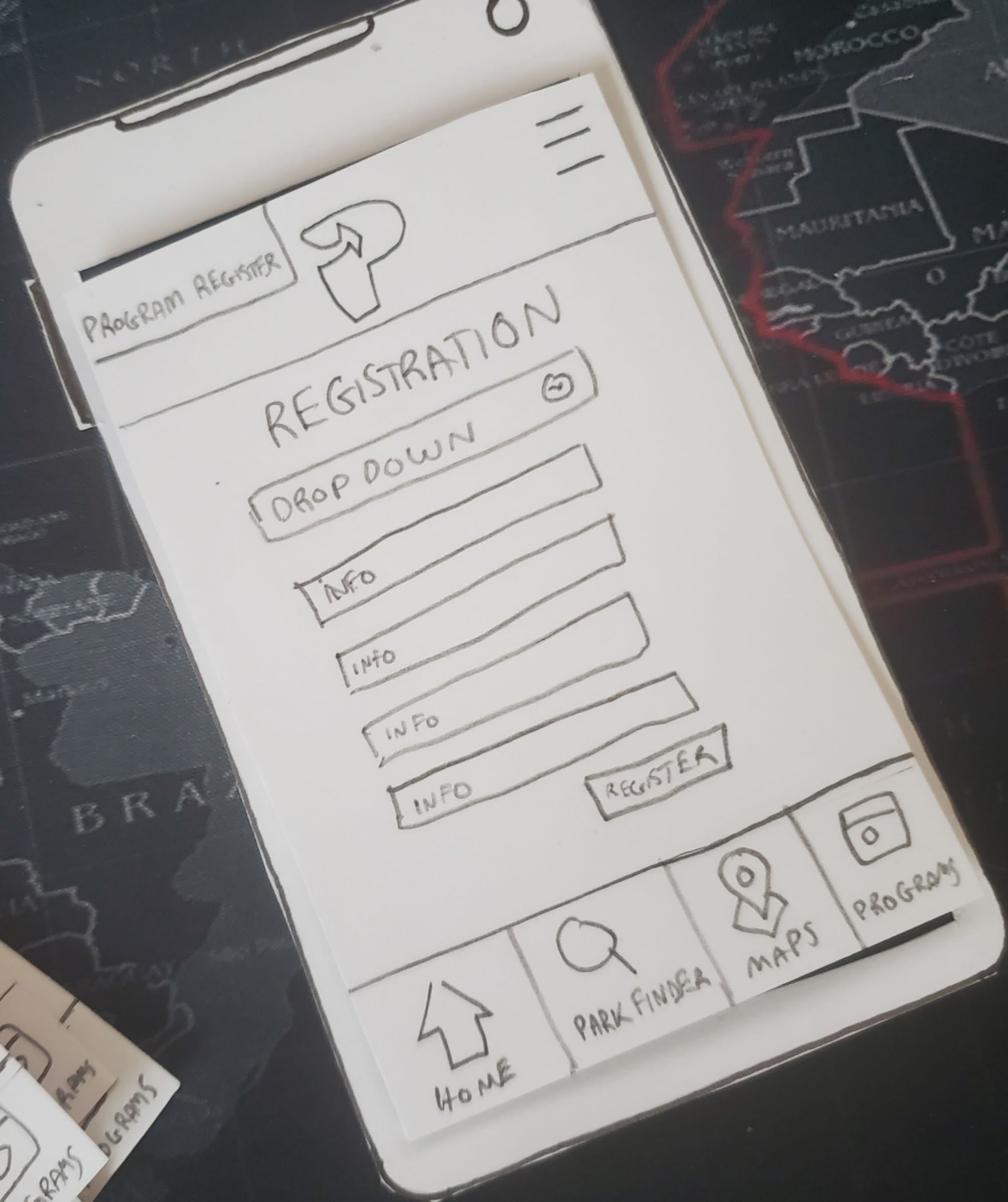
PARK FINDER



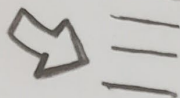
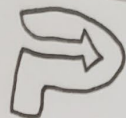
MAPS



PROGRAMS



MORE



FIELD STATUS



PROJECTS/WORKS



AWARDS



CONTACT FORM



HOME



PARK FINDER



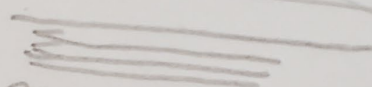
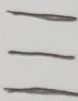
MAPS



PROGRAMS

PROGRAMS  
PROGRAMS

PROJECTS



STATUS



STATUS



STATUS



HOME



PARK FINDER

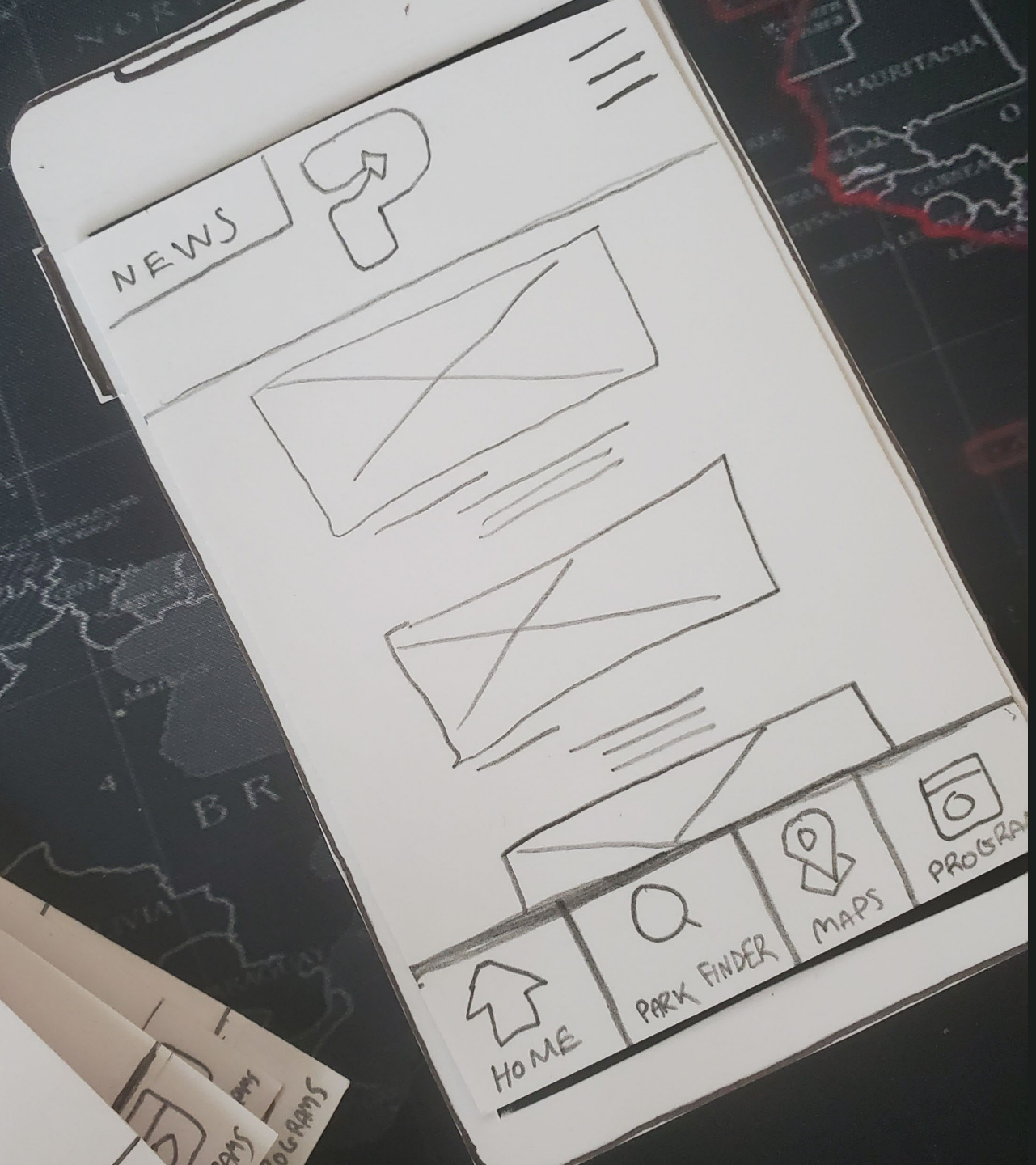


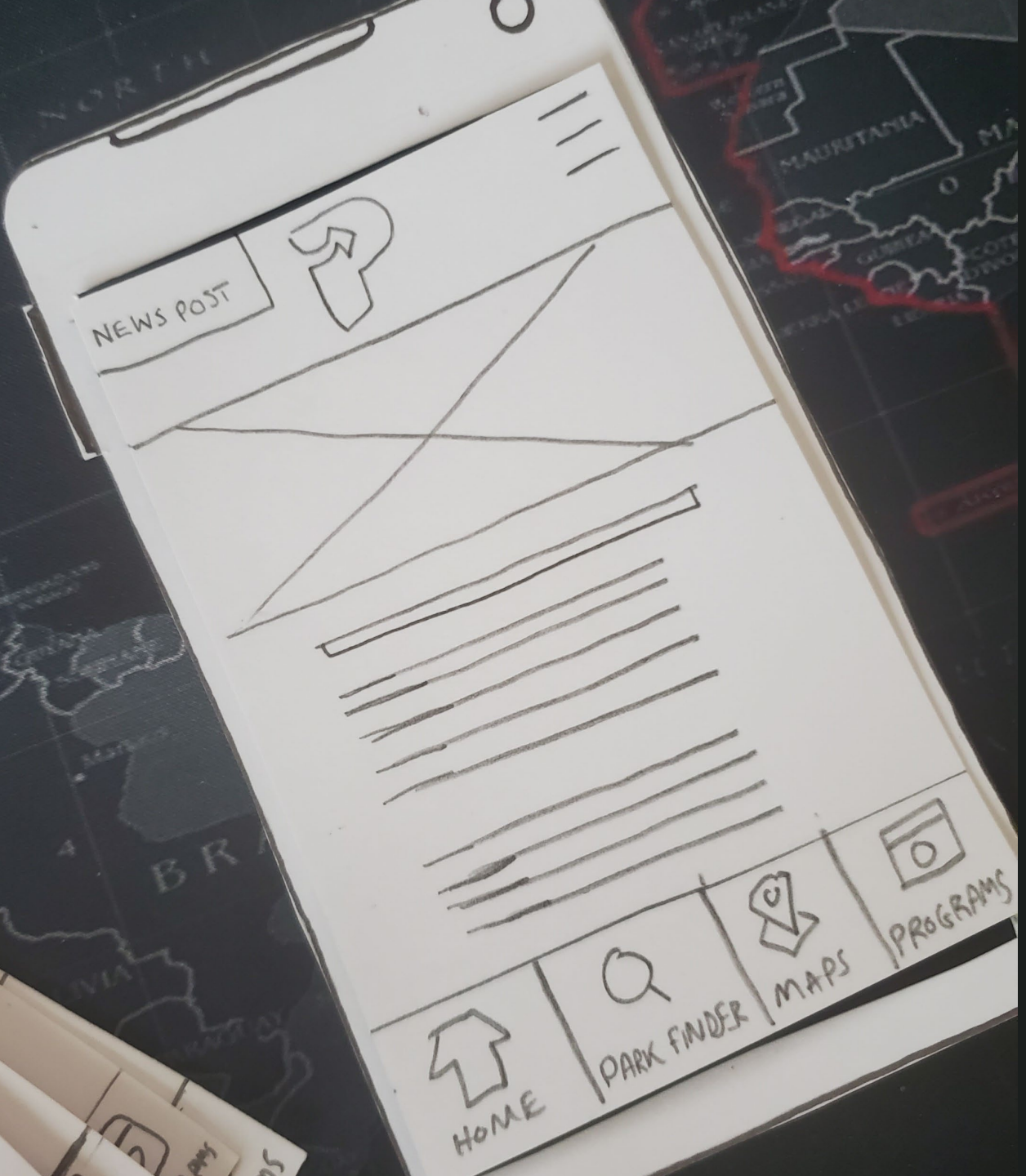
MAPS



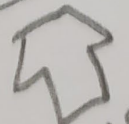
PROGRAMS

PROGRAMS  
PROGRAMS





NEWS POST



HOME



PARK FINDER

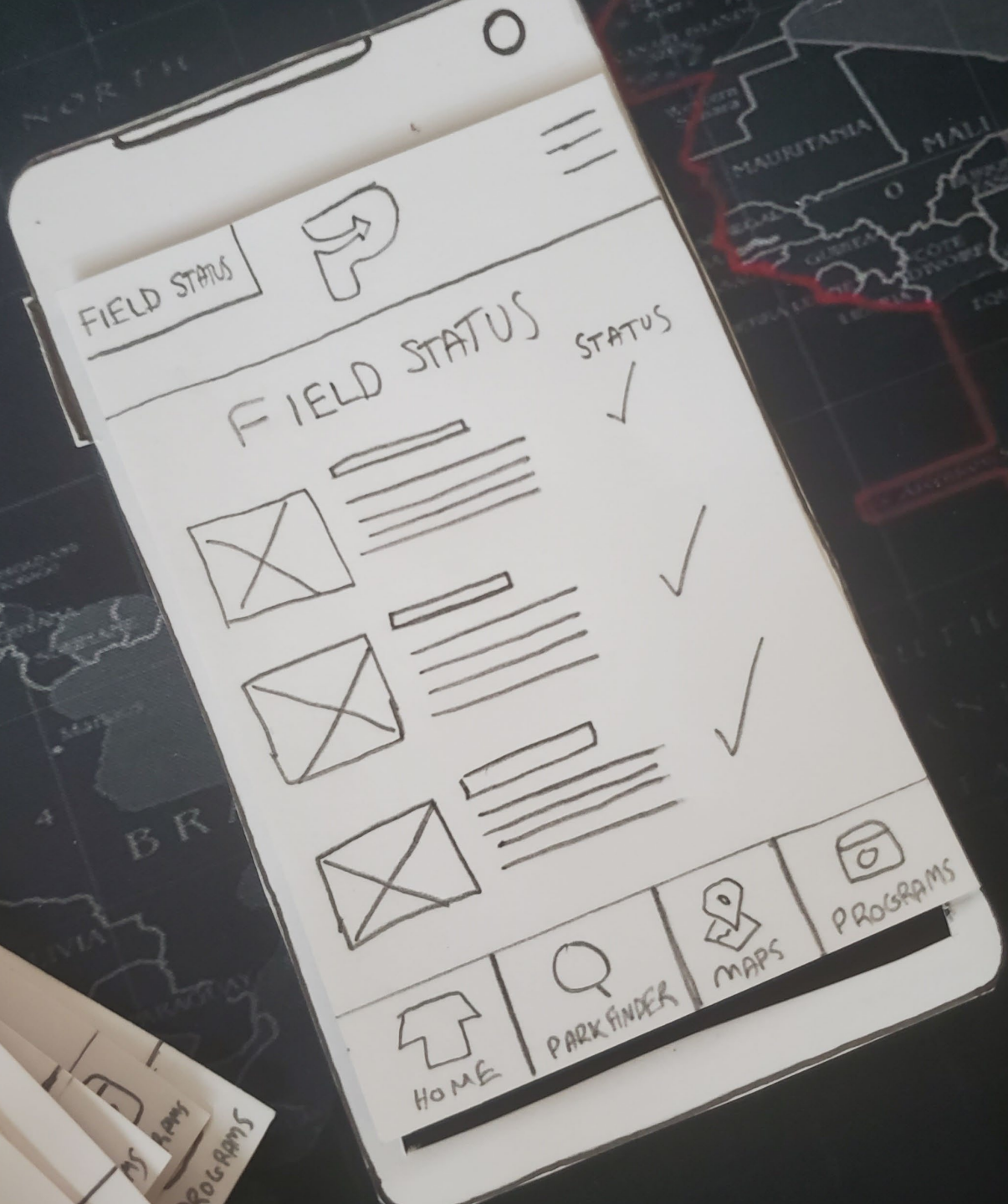


MAPS

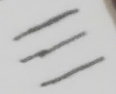
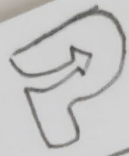


PROGRAMS



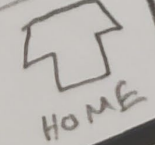
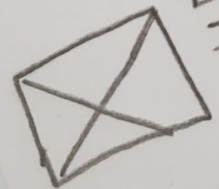
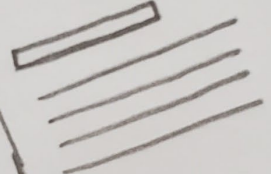


FIELD STATUS

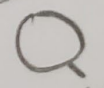


FIELD STATUS

STATUS



HOME



PARK FINDER



MAPS



PROGRAMS

BR

MAURITANIA

MALI

VENEZUELA

BR

BR

PROGRAMS

AWARDS



# AWARDS



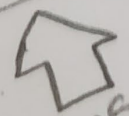
Placeholder text for the first award entry, represented by several horizontal lines.



Placeholder text for the second award entry, represented by several horizontal lines.



Placeholder text for the third award entry, represented by several horizontal lines.



HOME



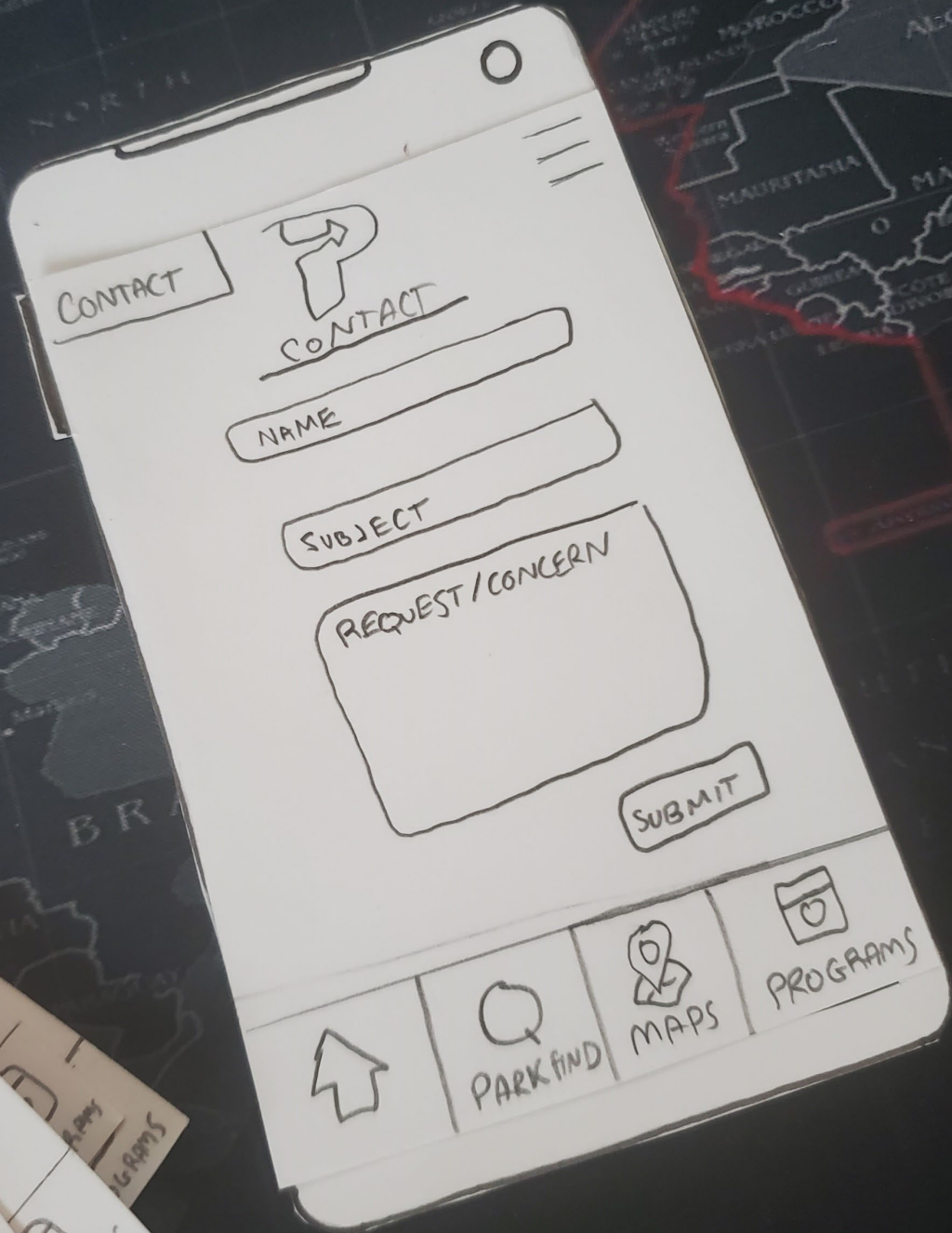
PARK FINDER



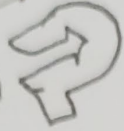
MAPS



PROGRAMS



CONTACT SUBMISSION



THANK YOU!

Five horizontal lines for writing a message.

HELPFUL LINKS

Three horizontal lines for listing helpful links.



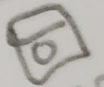
HOME



PARK FINDER



MAPS



PROGRAMS

3MIT



GRAMS

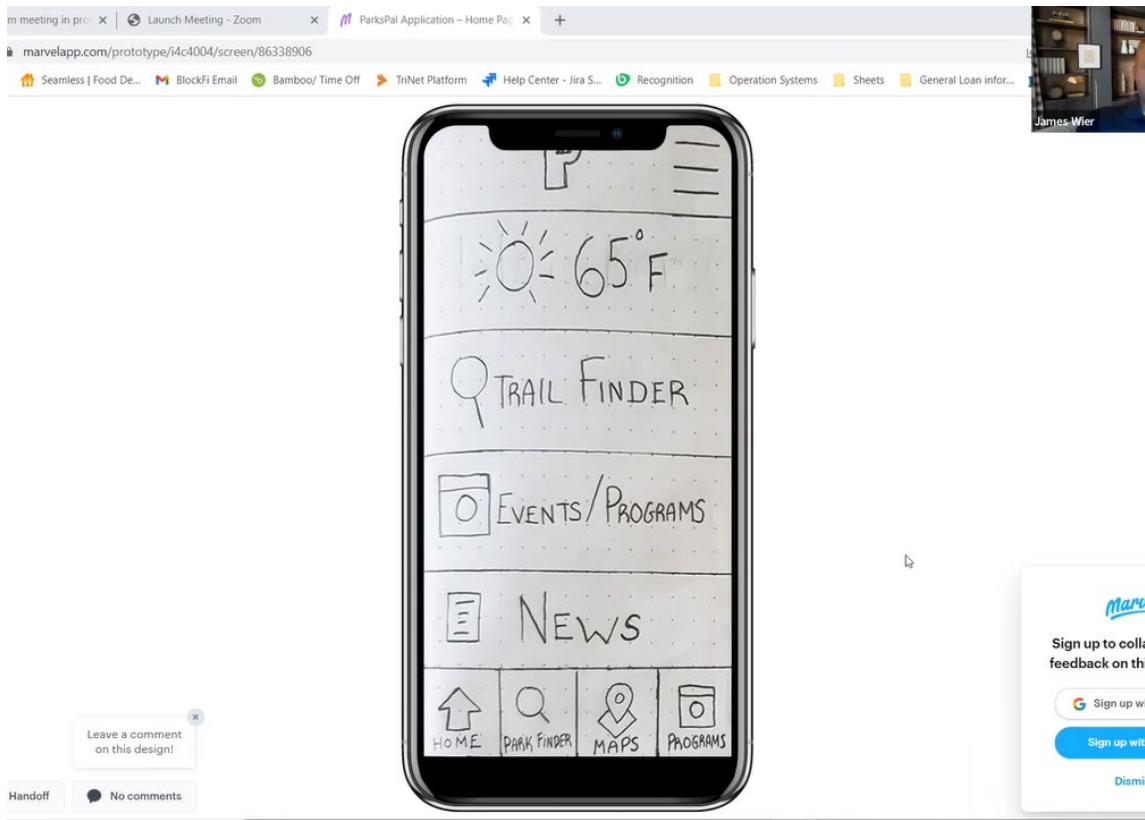
# Learnings

- ▶ There is an opportunity here to streamline the proposed navigation items. I would also be interested to think through the final designs and the amount of copy that might be needed versus the proposed menu, link, and document functionality.
- ▶ I might also re-consider the homepage widgets depending on real user feedback and widget usefulness.
- ▶ Overall, I found this exercise insightful and enjoyable. It was interesting to see how quickly one could create a new screen while also trying to imagine how you would want to use the application were you one of the users



# User Testing:

# The Process



- ▶ Using previous paper prototypes a clickable version was created.
- ▶ Three users were recorded walking through predetermined tasks to better study the UI/UX of the application
- ▶ Notes and learnings recorded.

# User Information

- ▶ **User #1:** A crypto currency loan servicing analyst from Philadelphia Pennsylvania
- ▶ **User #2:** A credit union sales support representative from Philadelphia Pennsylvania
- ▶ **User #3:** A start-up software developer from Seattle, WA



# User Tasks

- ▶ **Task #1:** Find an event/program of interest. Click into the event details and register for the event.
- ▶ **Task #2:** Find PDF maps of the parks & then find your own GPS location within the park you are currently located in.
- ▶ **Task #3:** Go through the process of submitting a contact request or request for feedback/information.

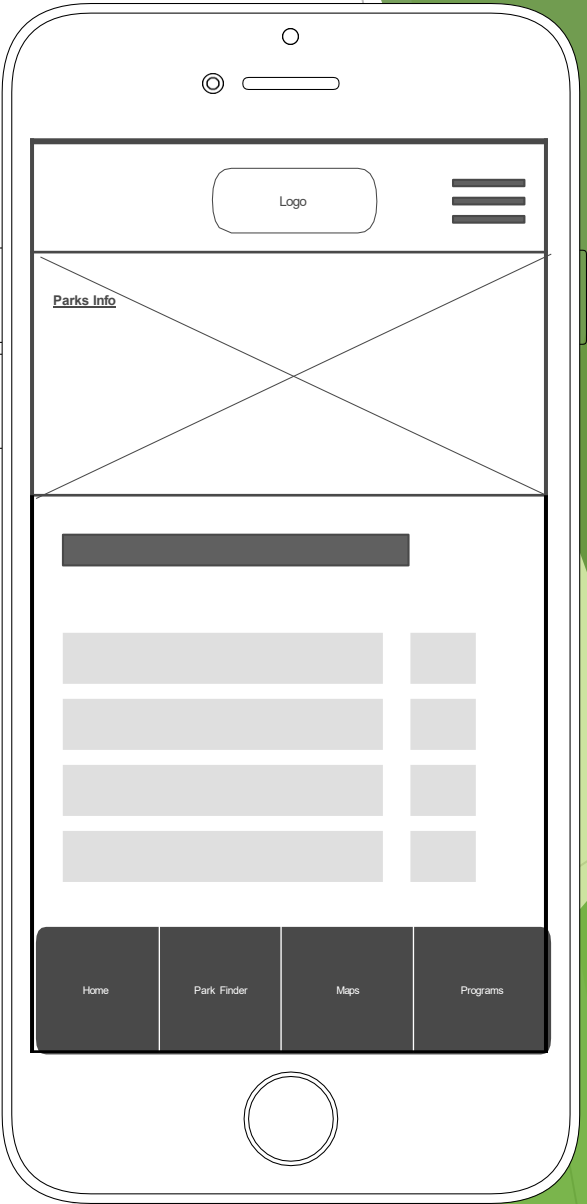
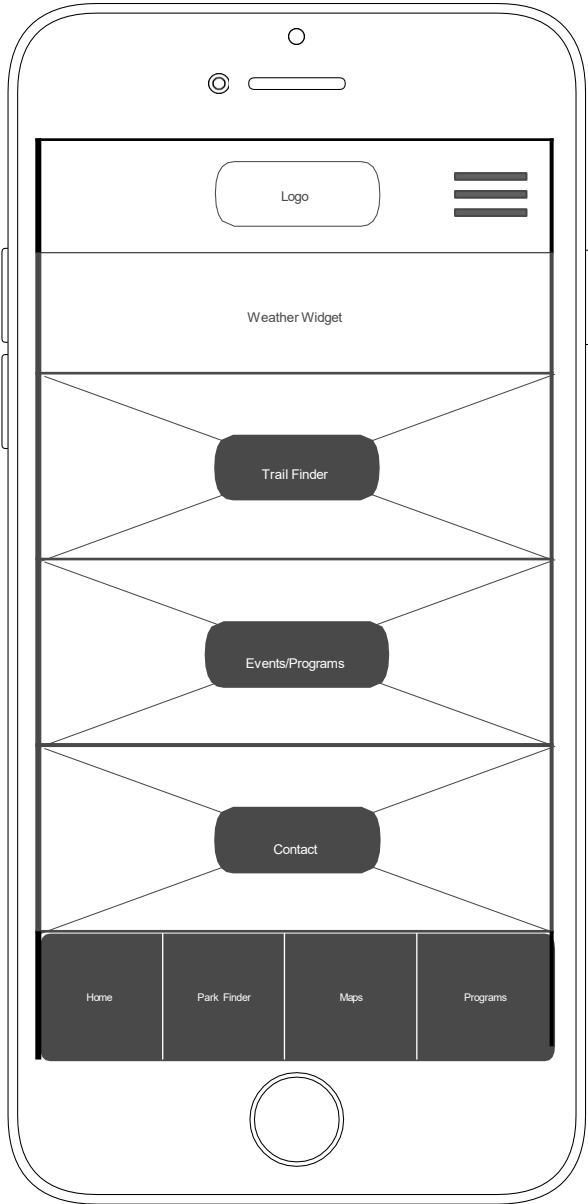
# Learnings

- ▶ There is a persistent confusion between the verbiage for “parks” as in the recreational area, and “park” as in where you would station a vehicle. This is something that will need to be front of mind as we begin to further develop this interface.
- ▶ The other thing that was brought to light is the need for the contact field to be more front and center and to potentially include a phone number for emergency contacts. This really does speak to the mode of instant gratification that we all currently live in but also the need for prioritizing communication methods.
- ▶ Some other things were making sure the right information is showing on pages as well as what types of information people would want to see on things like parks info pages, confirmation pages, and registration pages.

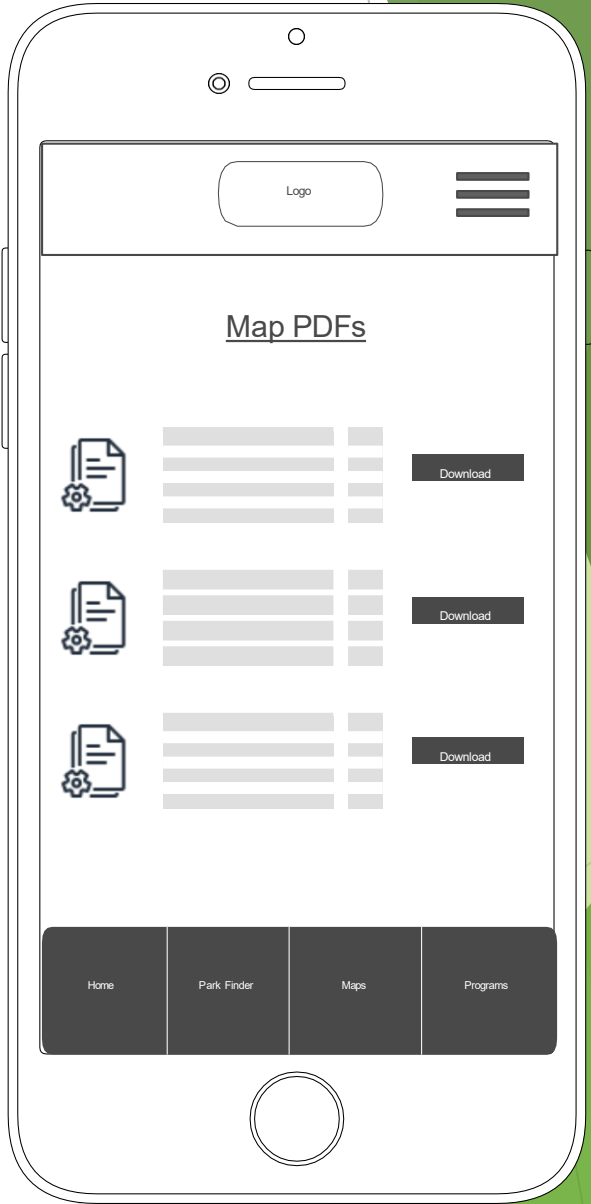
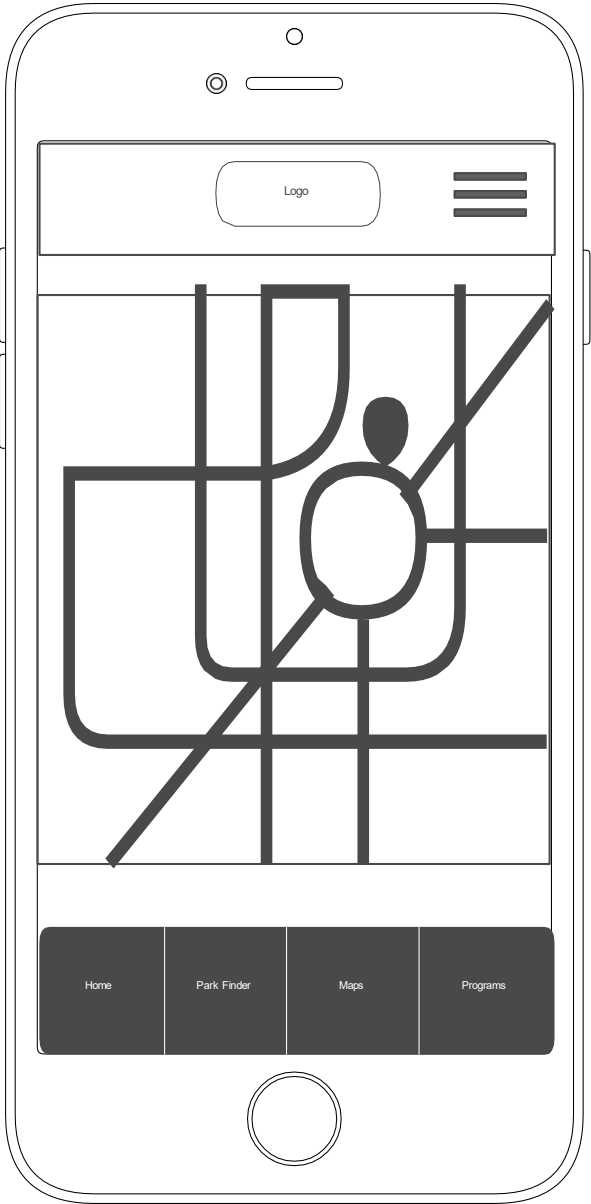
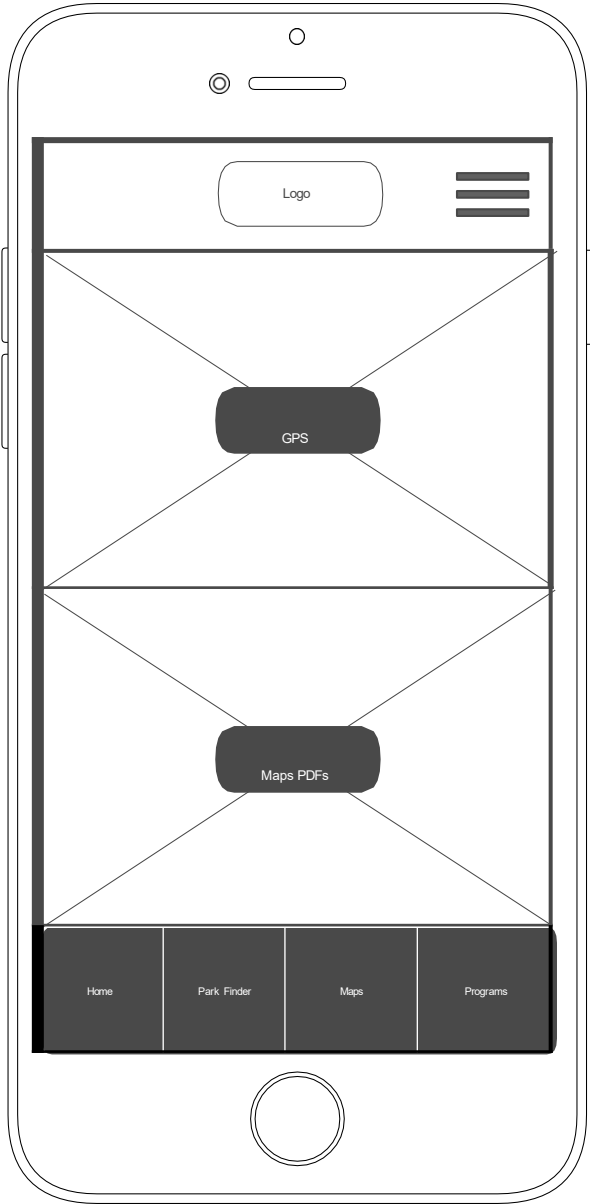


# Medium-Fidelity App Mockups:

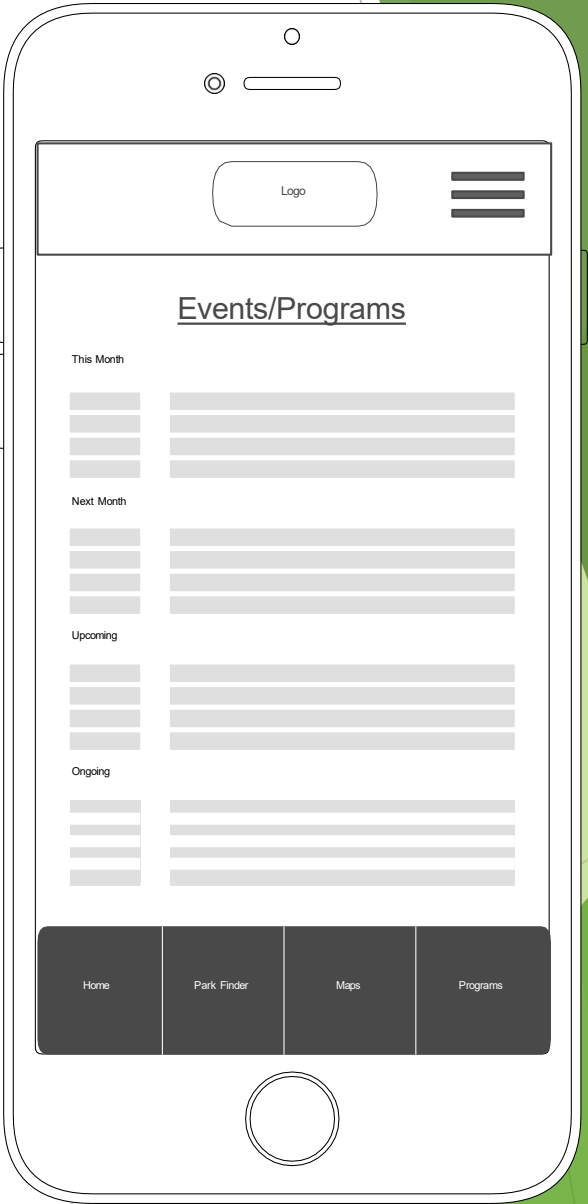
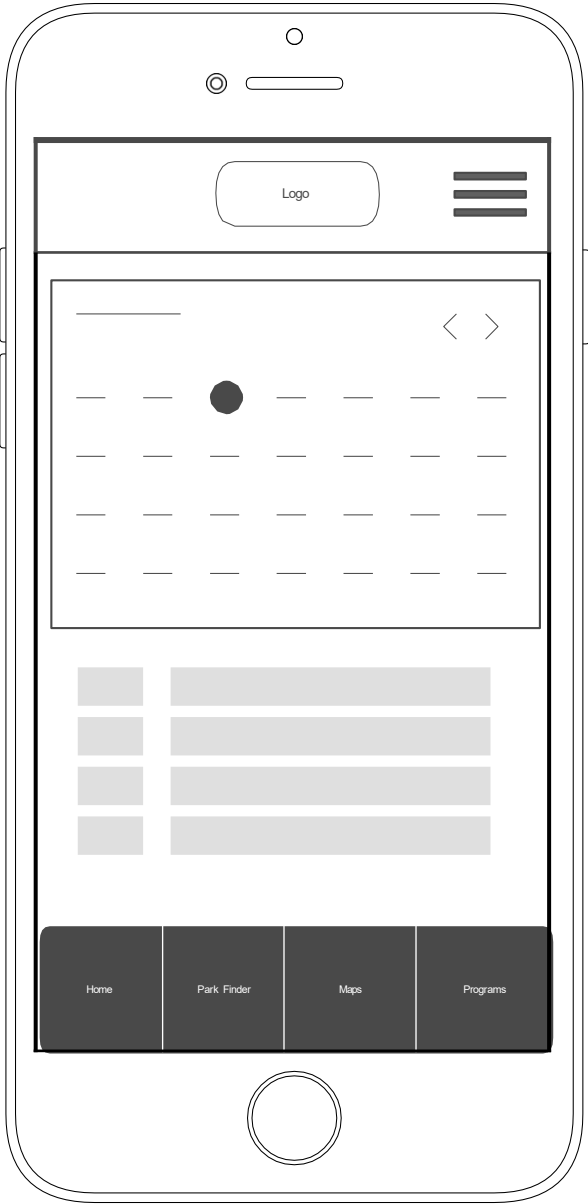
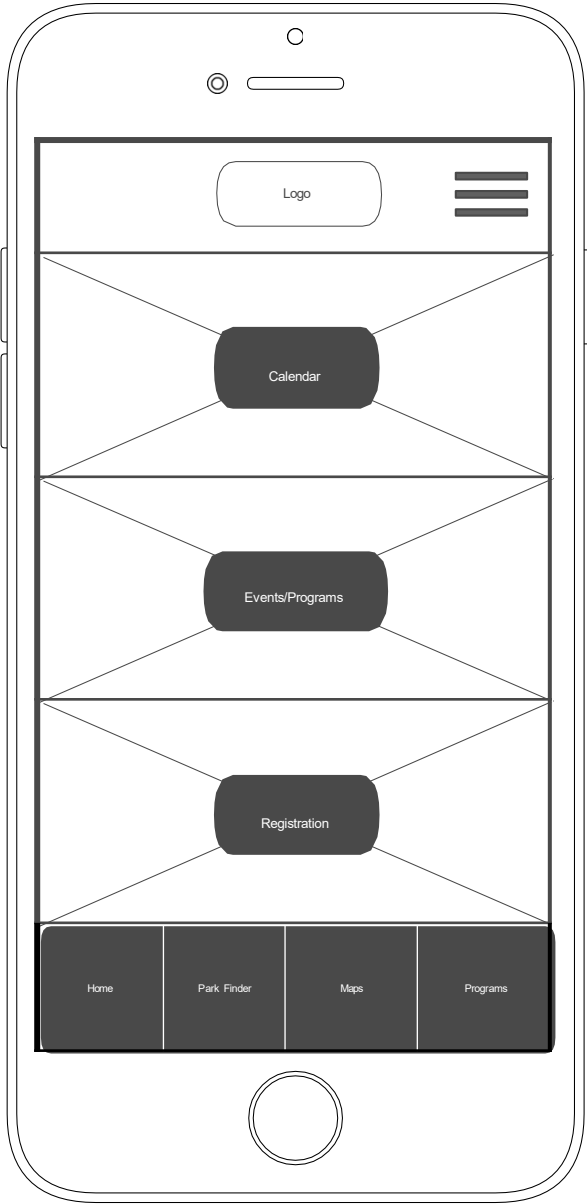
ParksPal Application Medium Fidelity - iPhone 7



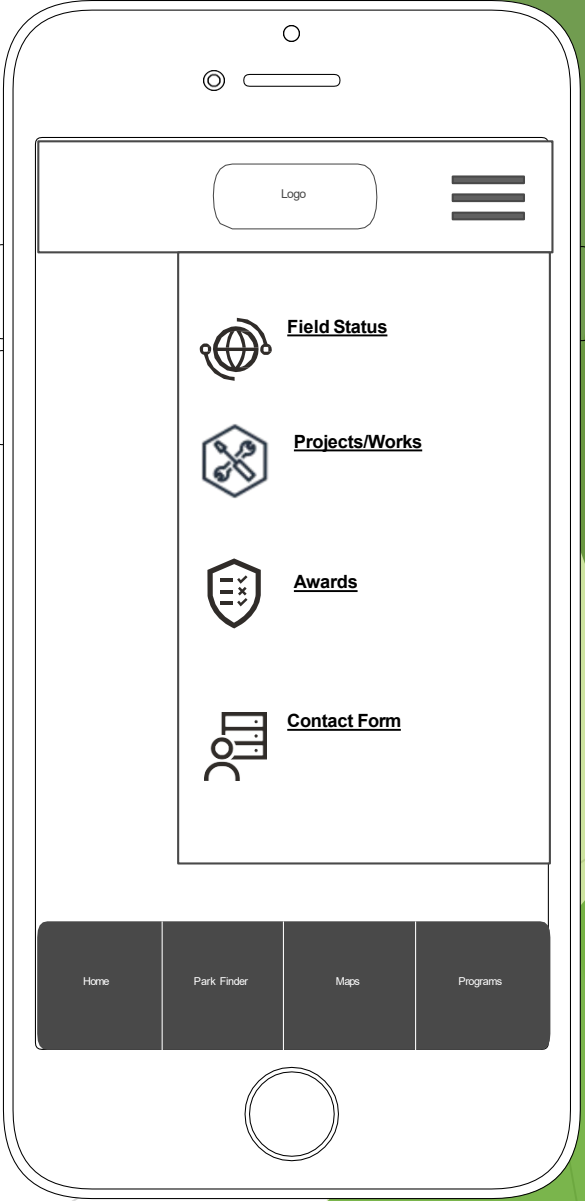
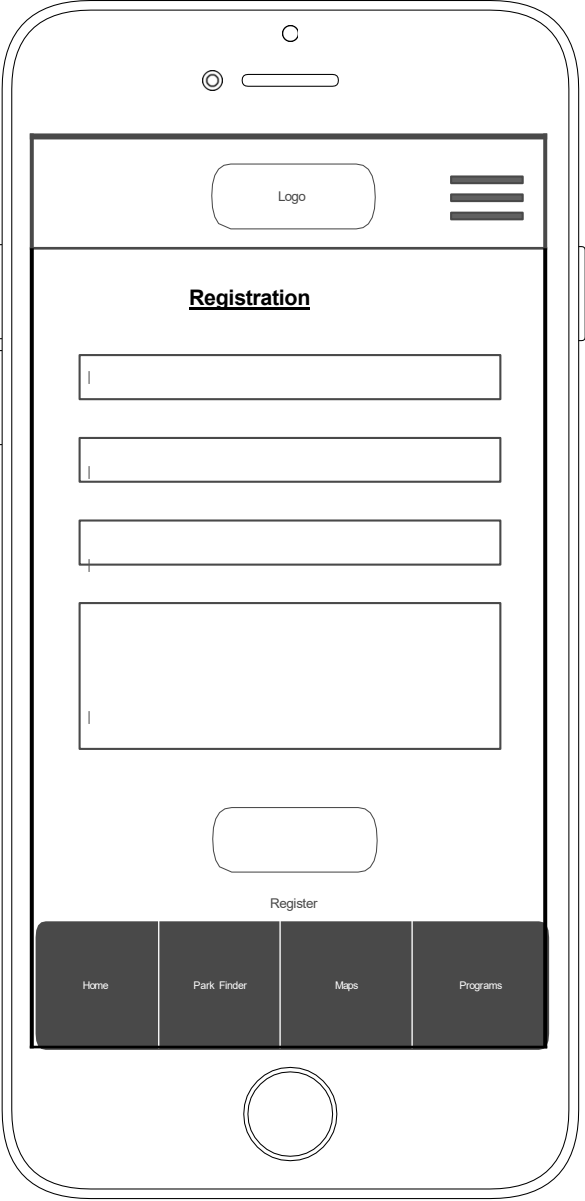
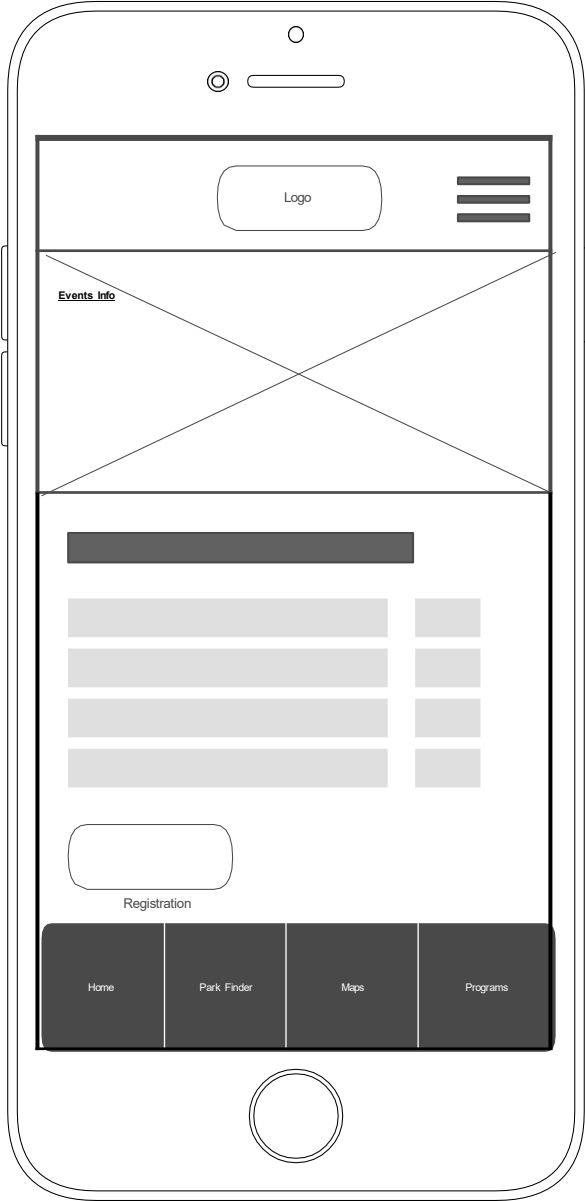
ParksPal Application Medium Fidelity - iPhone 7



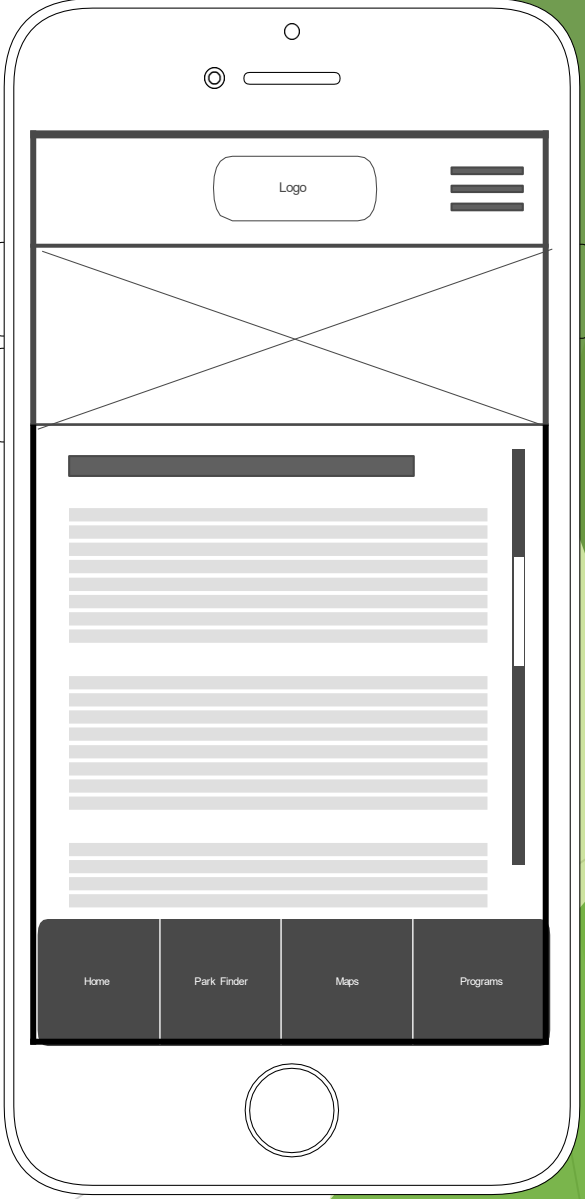
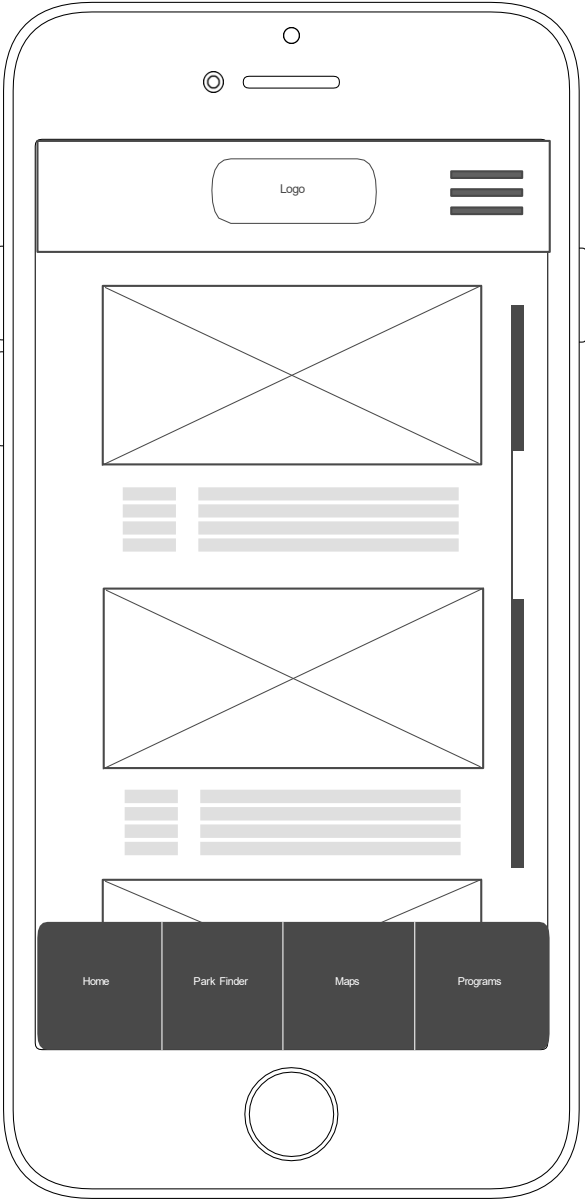
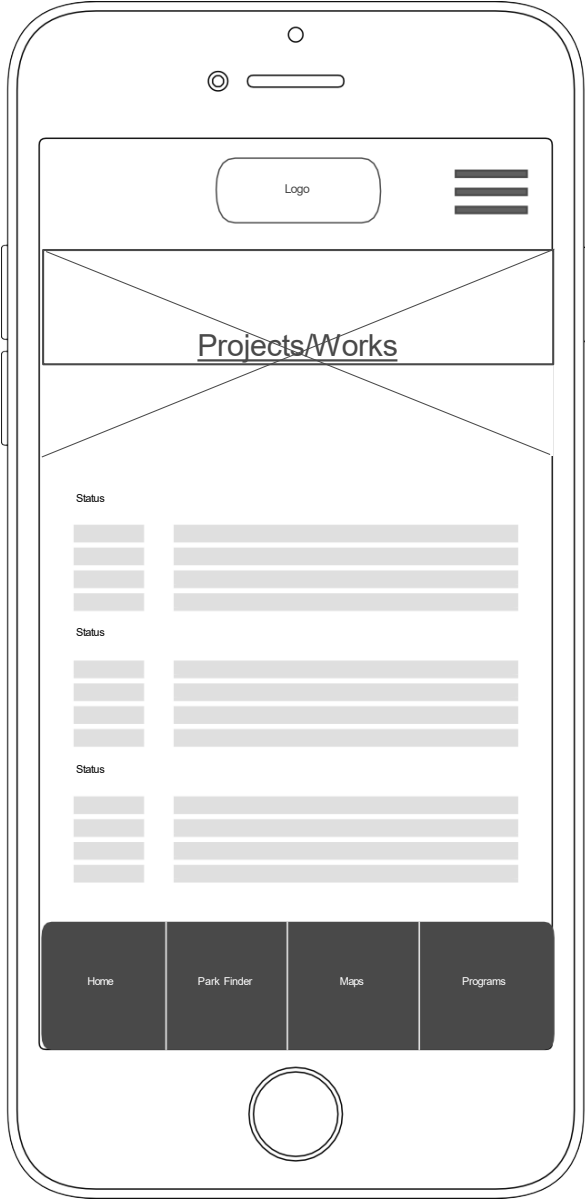
ParksPal Application Medium Fidelity - iPhone 7



ParksPal Application Medium Fidelity - iPhone 7

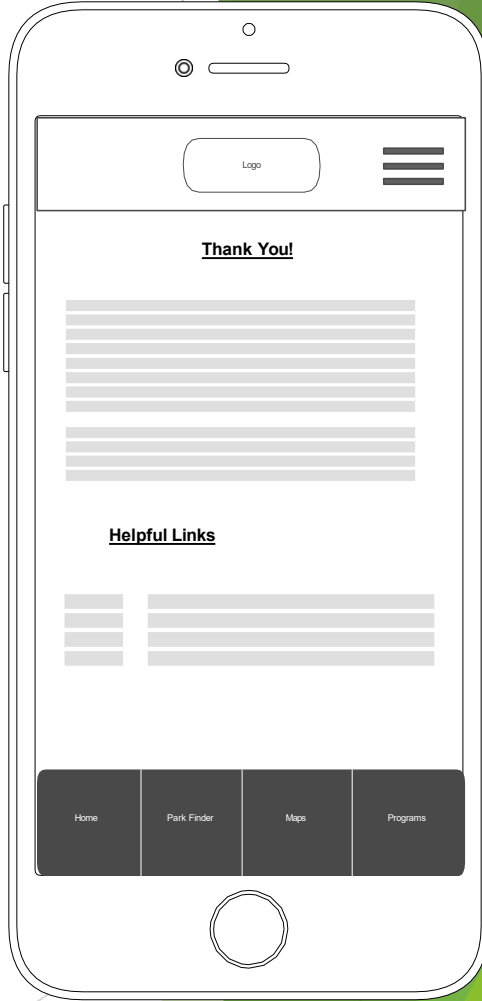
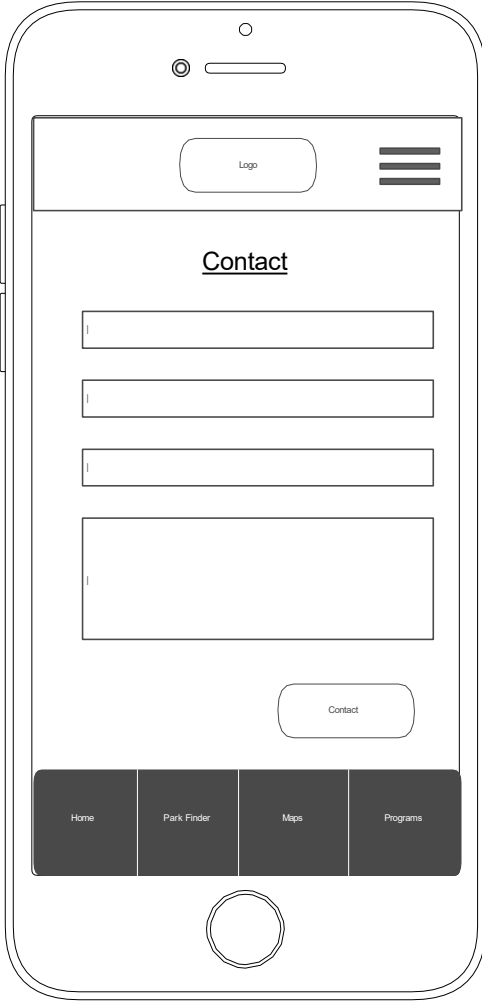
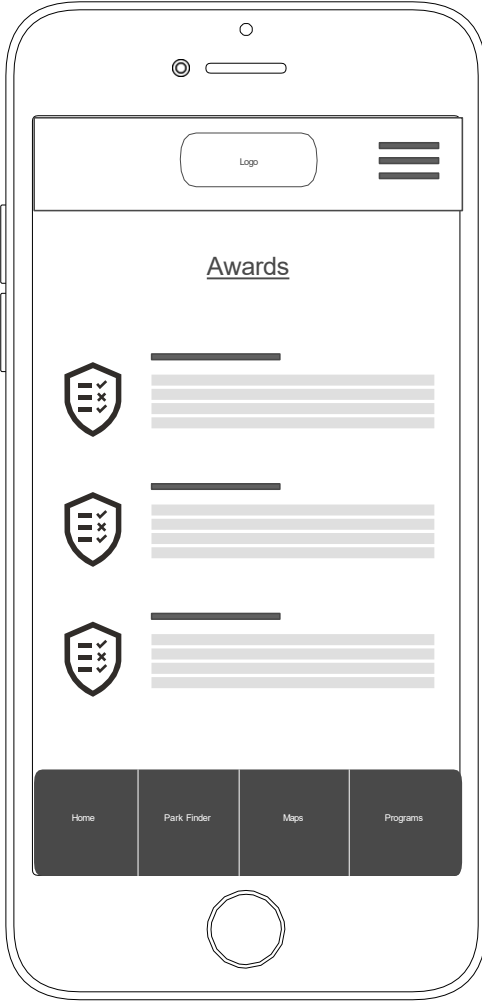
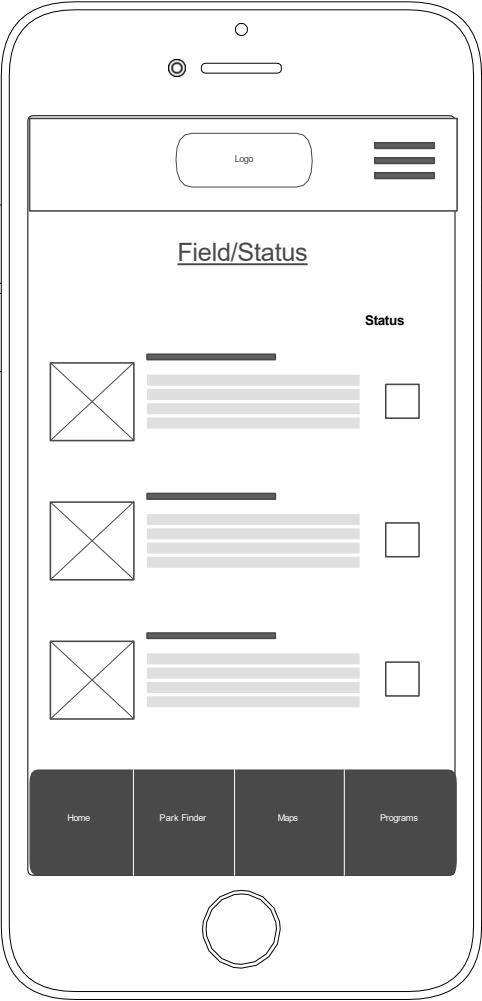


ParksPal Application Medium Fidelity - iPhone 7





**ParksPal Application Medium Fidelity - iPhone 7**





# High-Fidelity App Mockups:

# Design Changes / Reasoning

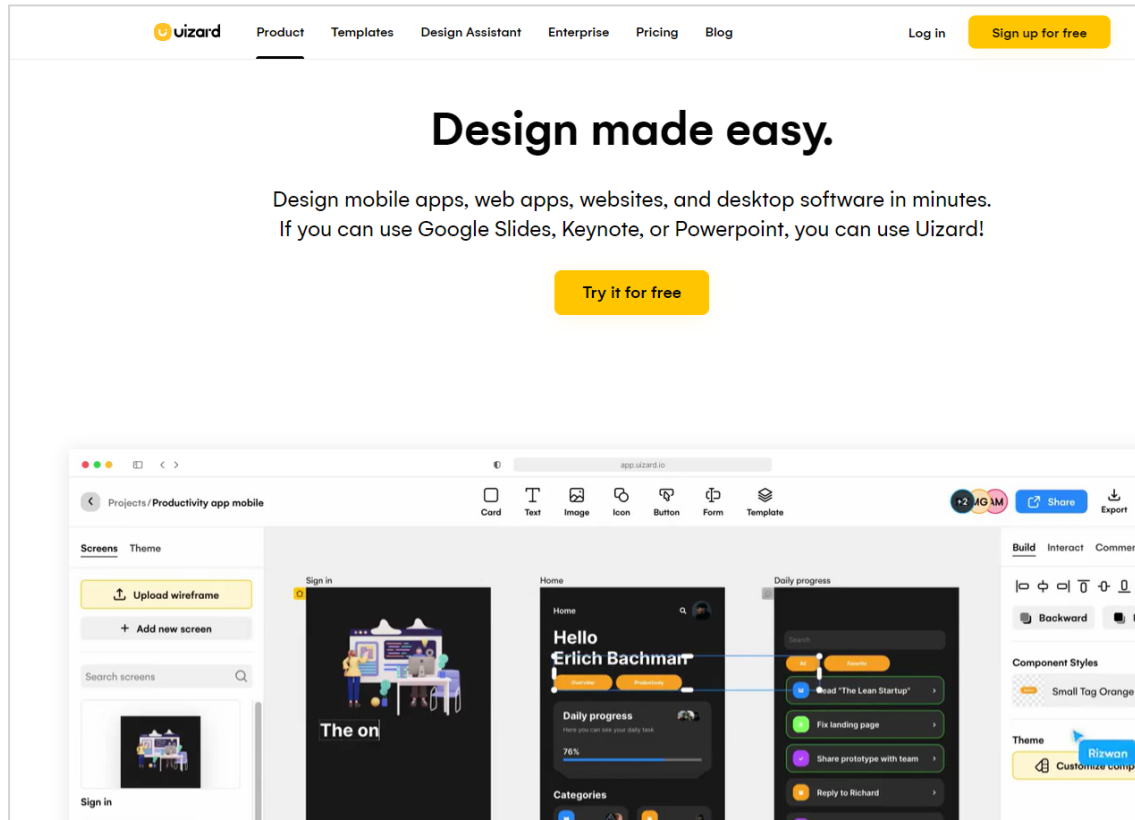
## Based on user study learnings:

- ▶ The “contact us” widget was prioritized
- ▶ “Helpful Links” were specified
- ▶ Other designs and information was reorganized/prioritized

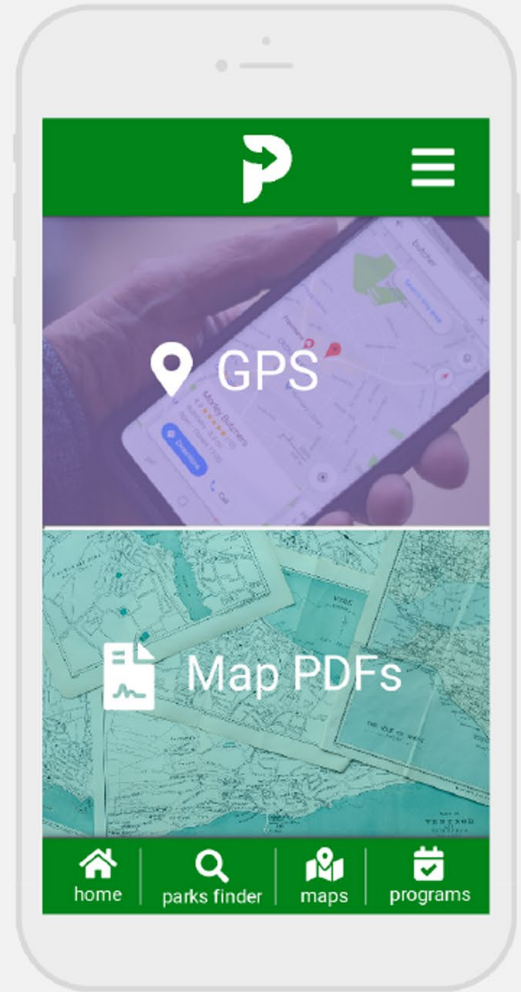
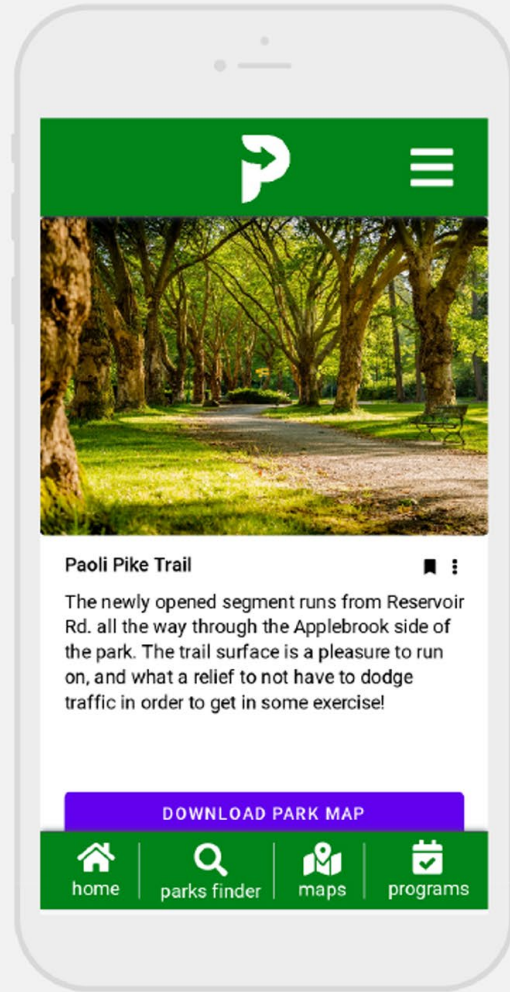
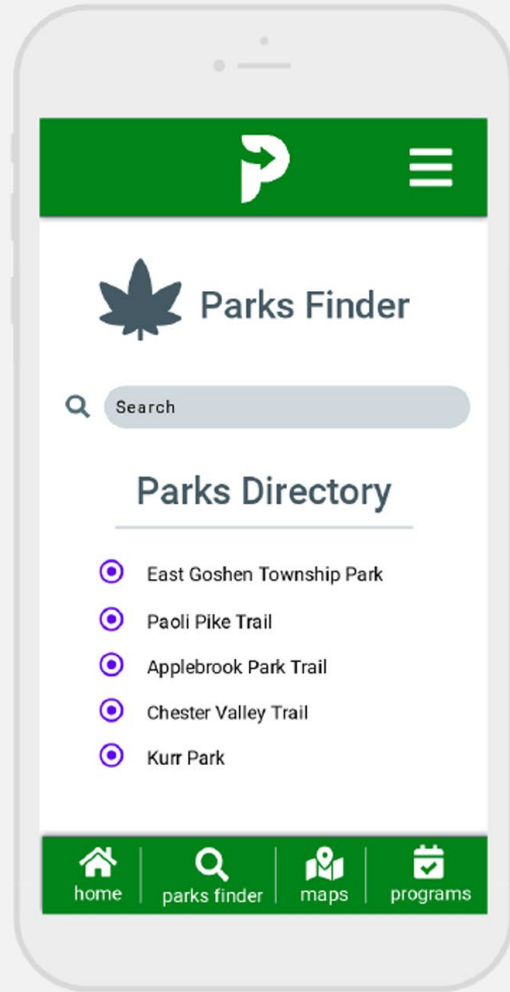
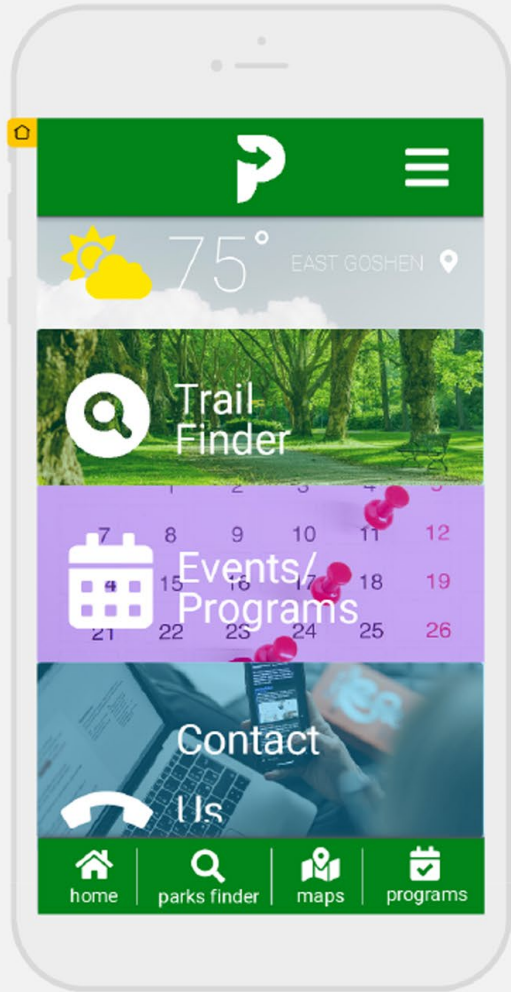
## Designs/Walkthrough:

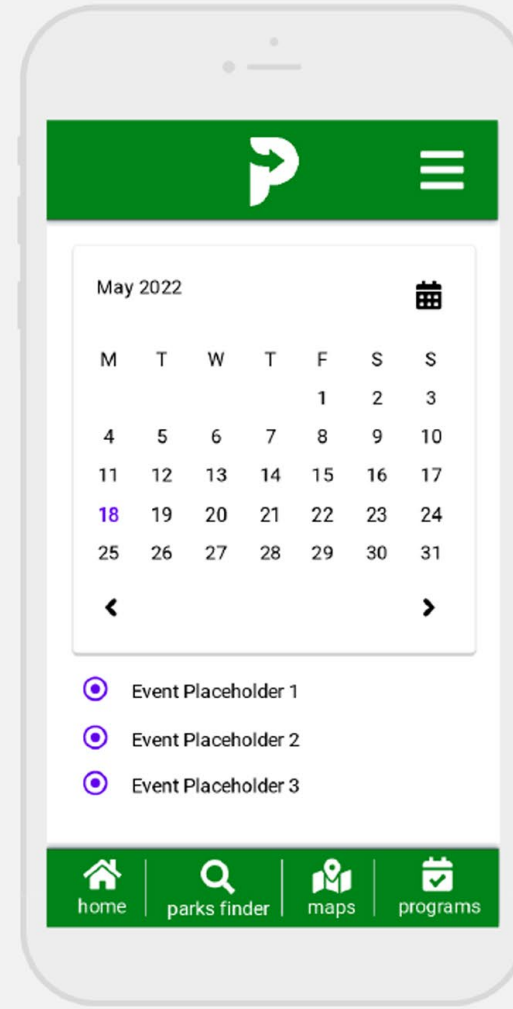
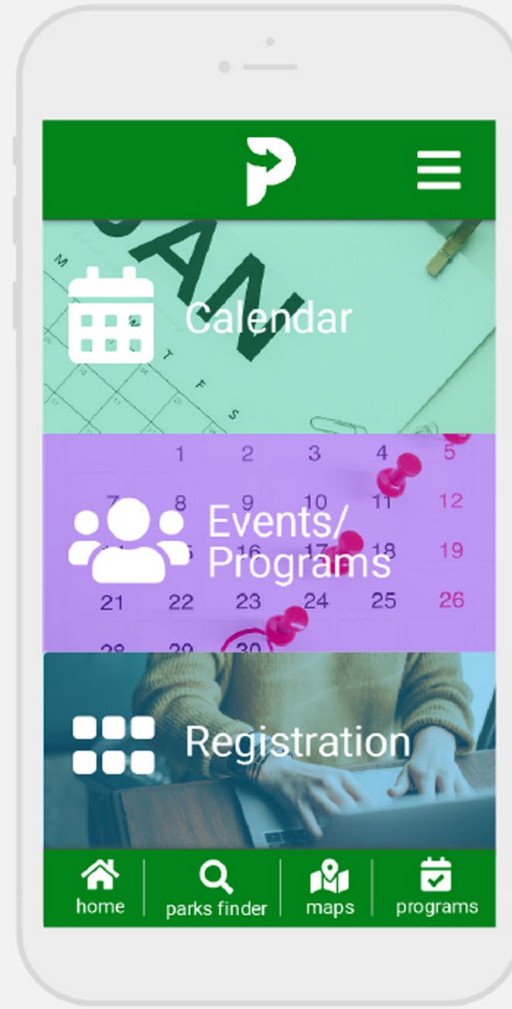
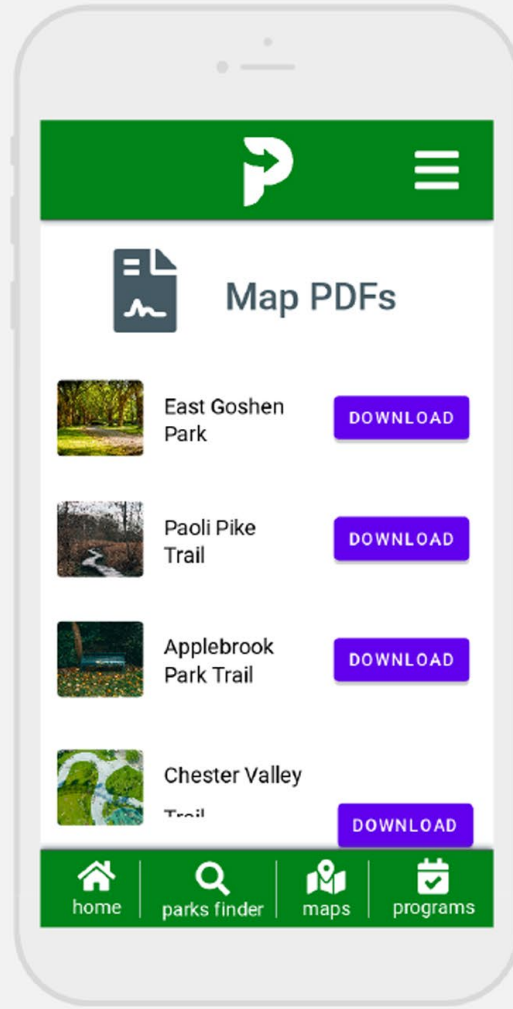
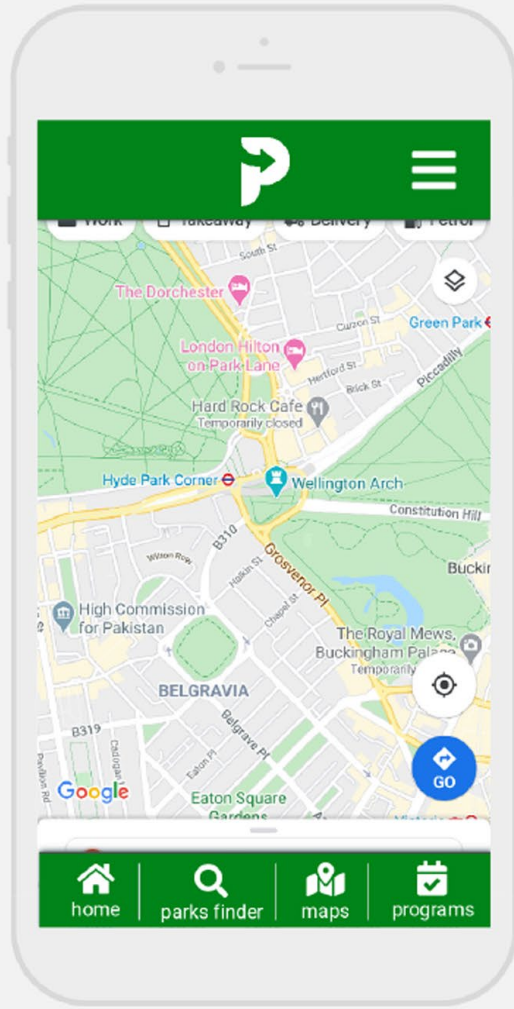
- ▶ The high-fidelity mockups may be found below, and a video walk through may be found here:  
<https://youtu.be/MXDqHMVSYxo>

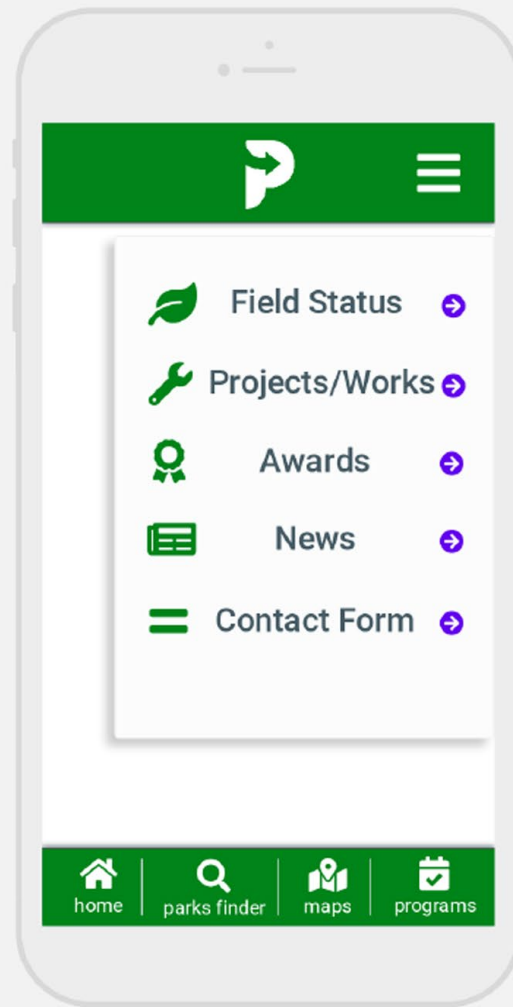
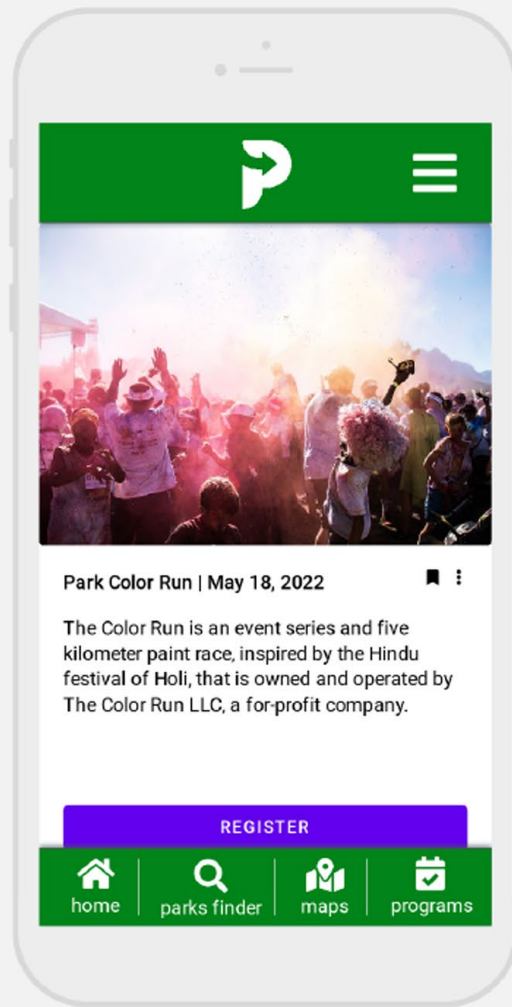
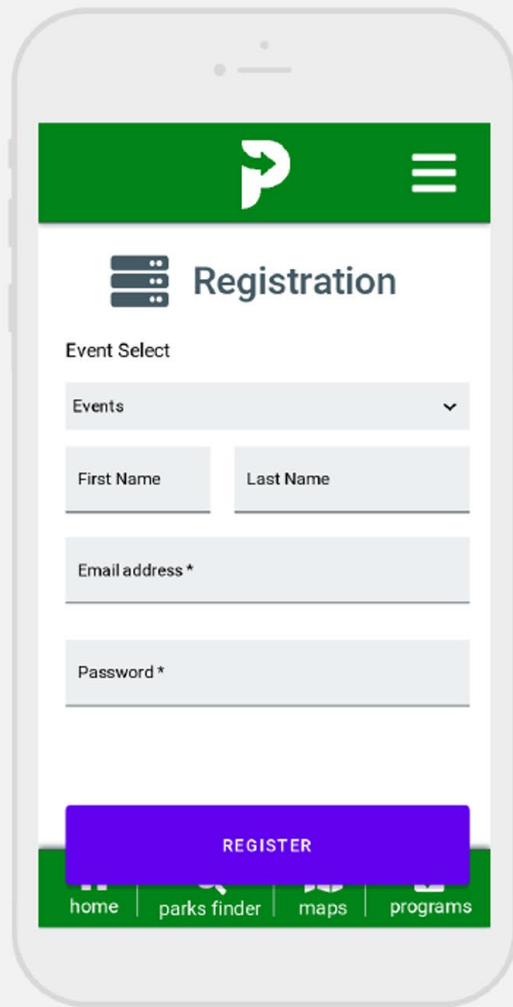
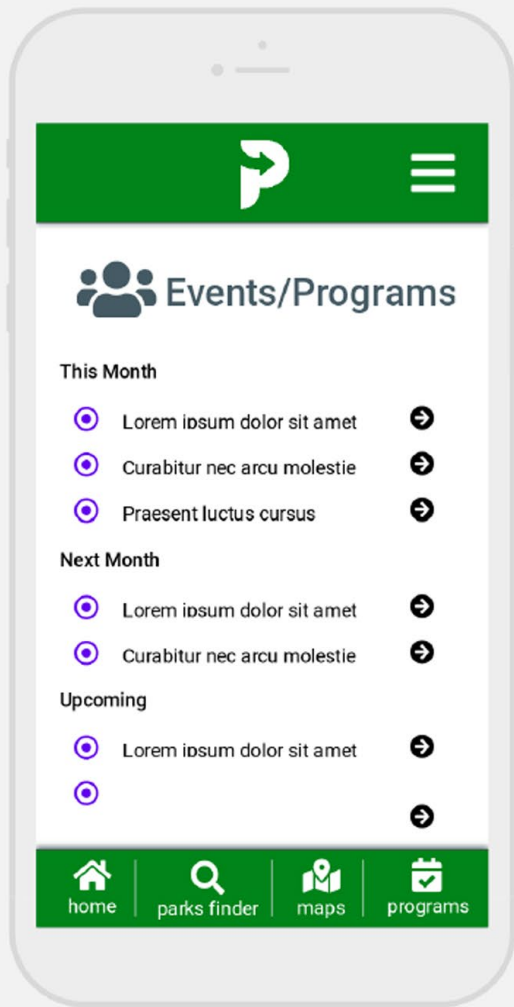
# Program Chosen

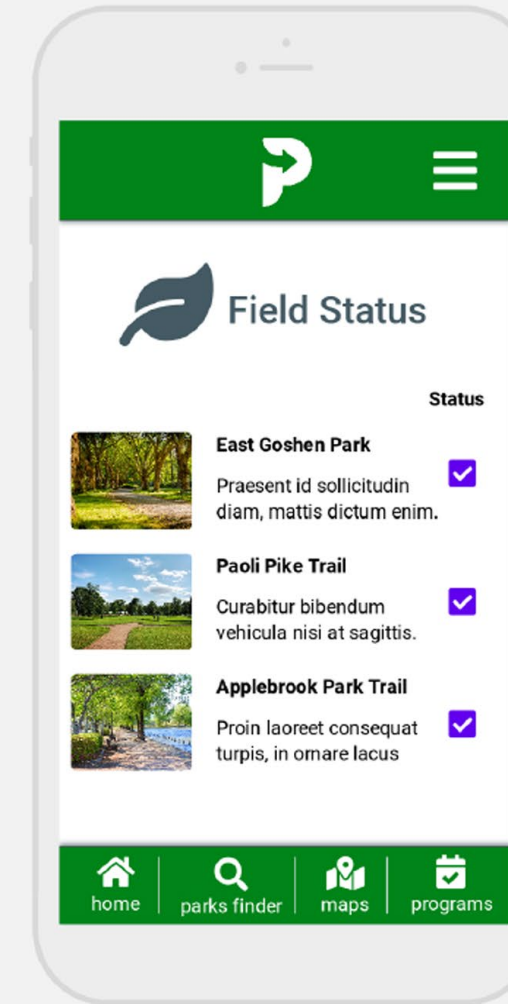
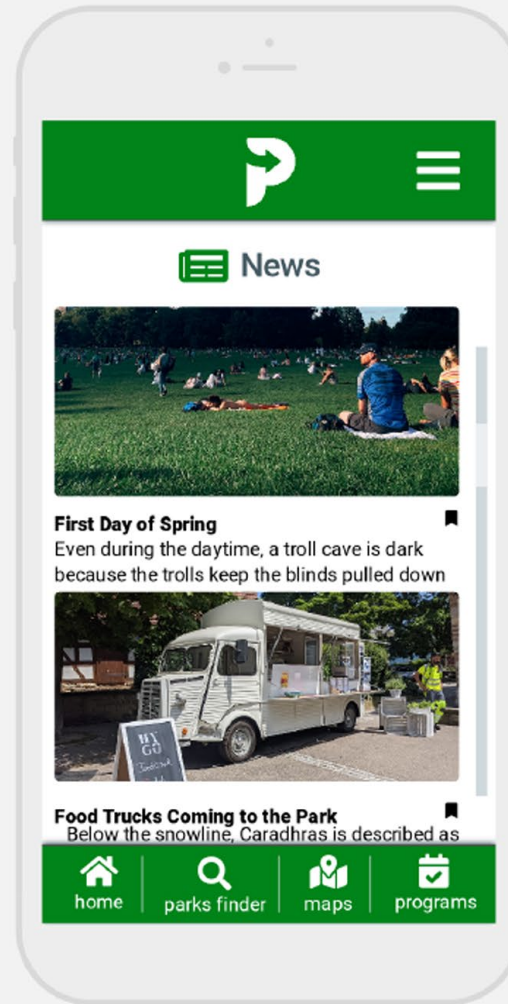
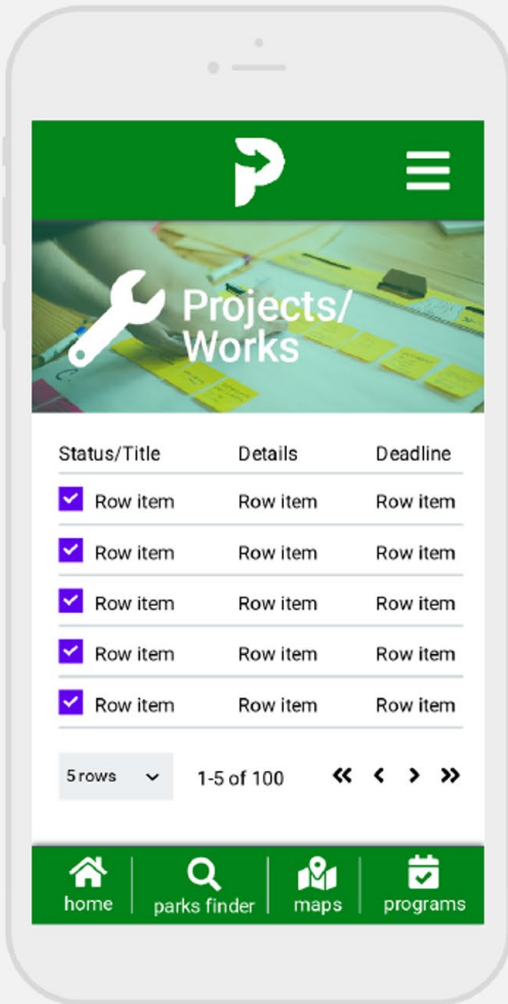


- ▶ Uizard was chosen to create the high-fidelity mockups and walkthrough
- ▶ It provides an easy user experience to create device specific mockups and testing
- ▶ It also provides several predesigned and customizable templates

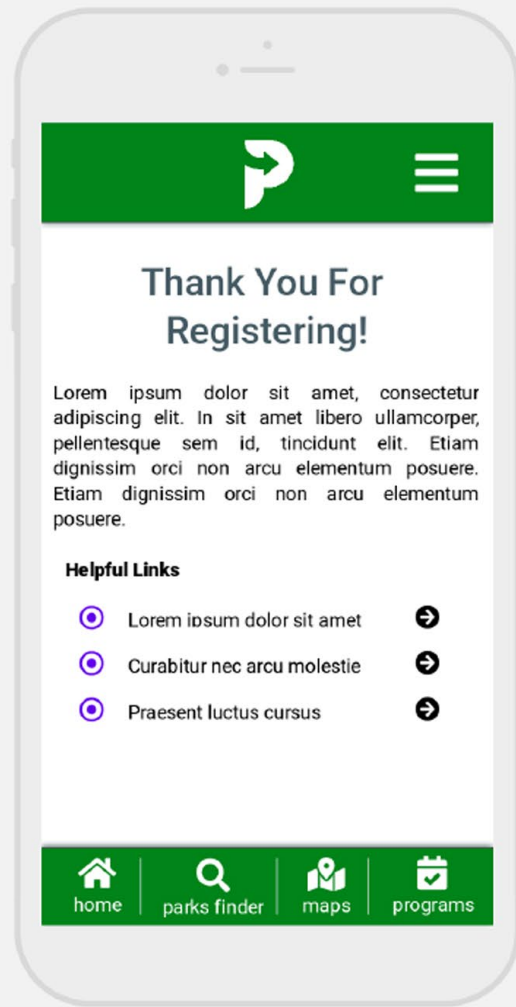
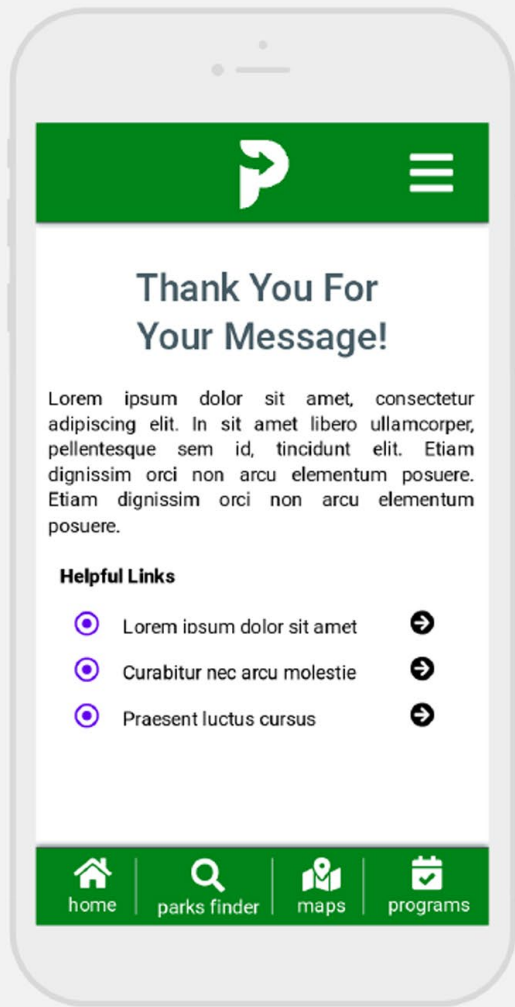
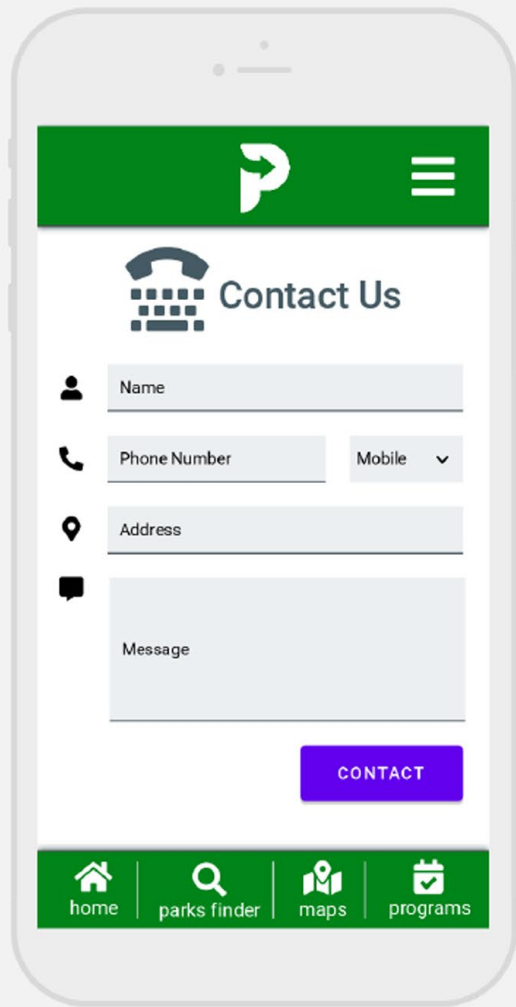
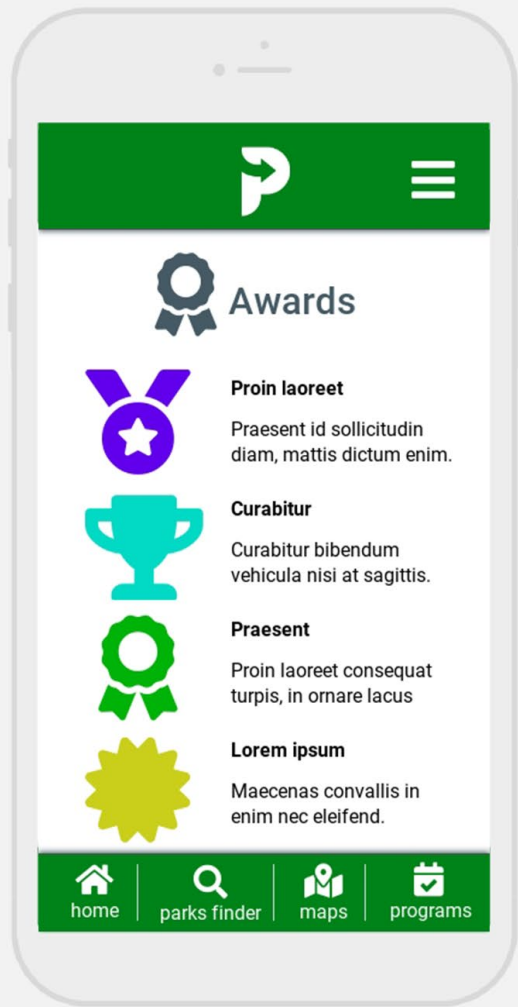












# Conclusion

## Process is Key:

- ▶ The process enlightens every aspect of decision making. From IA mapping, User Flows, Low-fidelity mockups, User Testing, medium-fidelity mockups, and an ultimate final high-fidelity design and walkthrough, each step leads to the next. Informing the next step in the process and making everything more effective and user centric, which is the most crucial part. This is an excellent example of every step needed to ensure the user is satisfied.