

TRAILfinder

Hiking App

Kaitlyn Claiborne

**HIKING APP
CONCEPT**



TRAILfinder

TRAILfinder



HIKING APP CONCEPT

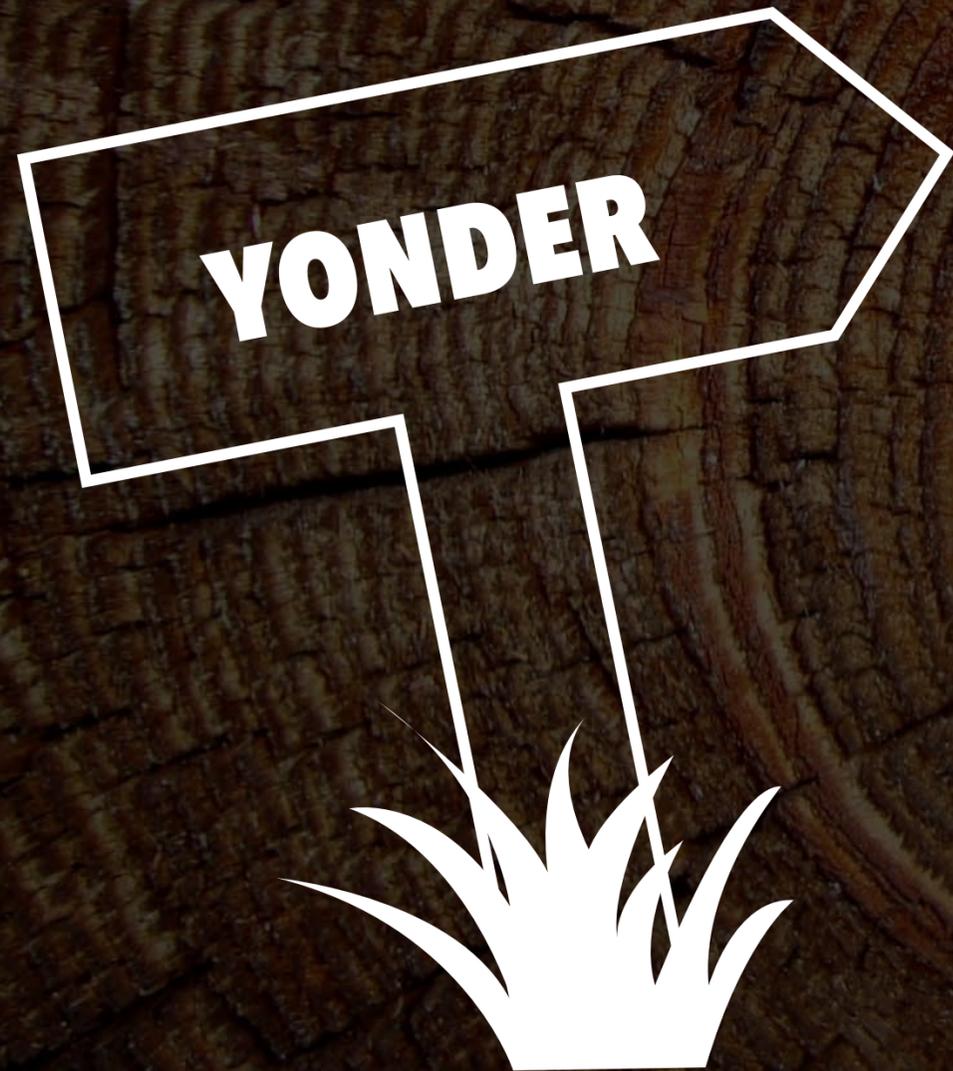
Using this app, users can find trails near them using GPS location or in a certain area by searching city and state. Each trail has length, grade, difficulty level, photos, and description. It also designates pet friendly trails and, when possible, it includes the cost of park admission. Because it can be difficult to gauge if a trail is right for you based on a description alone, the app allows users to rate each trail as well. There is a star rating system for multiple categories in addition to an overall rating and explanation, similar to ModCloth's rating system.

**MARKET
RESEARCH**



TRAILfinder

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Yonder is more of a social media app for adventurers. You can find nearby trails, waterways, parks, etc but its main feature is sharing "experiences" at locations with other users through photos. There is very little info about the locations.

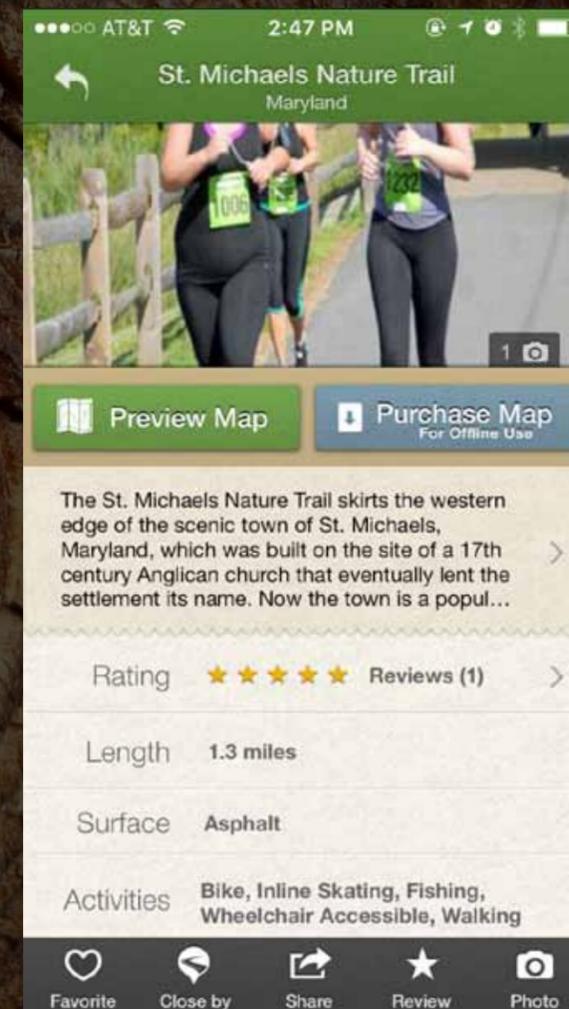
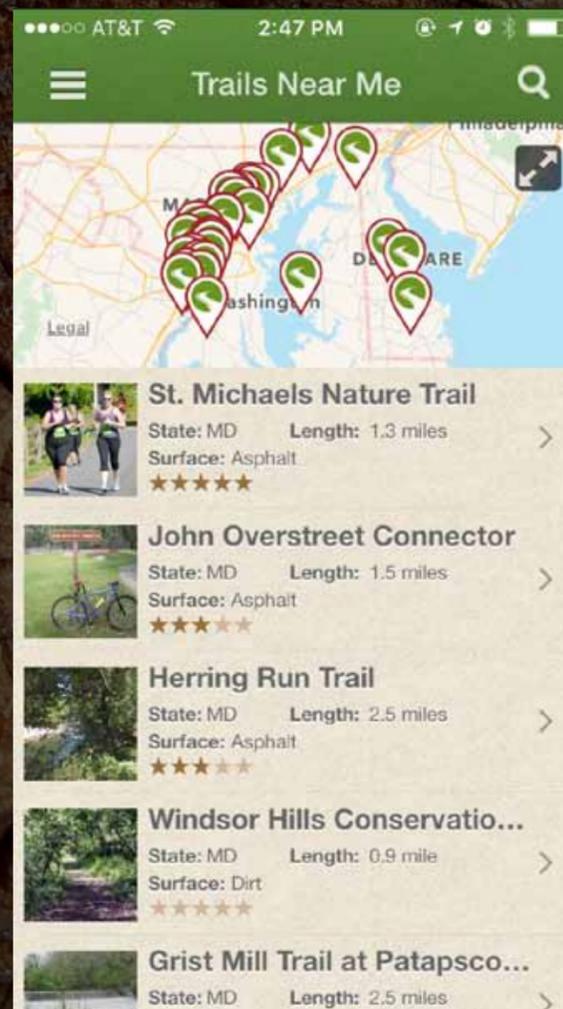
It does have a distinct logo that is easy to remember, but the app's map is very hard to use. When clicking on a location the info that comes up seems unrelated.

TRAILfinder



TrailLink is very similar in information to TrailFinder. In addition to the basic information about each trail, it includes information about surface type, trail length, and reviews of the trail. There aren't very many photos on TrailLink although there is a place for users to upload their photos. It is hard to tell what scenery and type of experience the trail provides. This app also includes trail maps which is not a focus of TrailFinder.

TRAILfinder

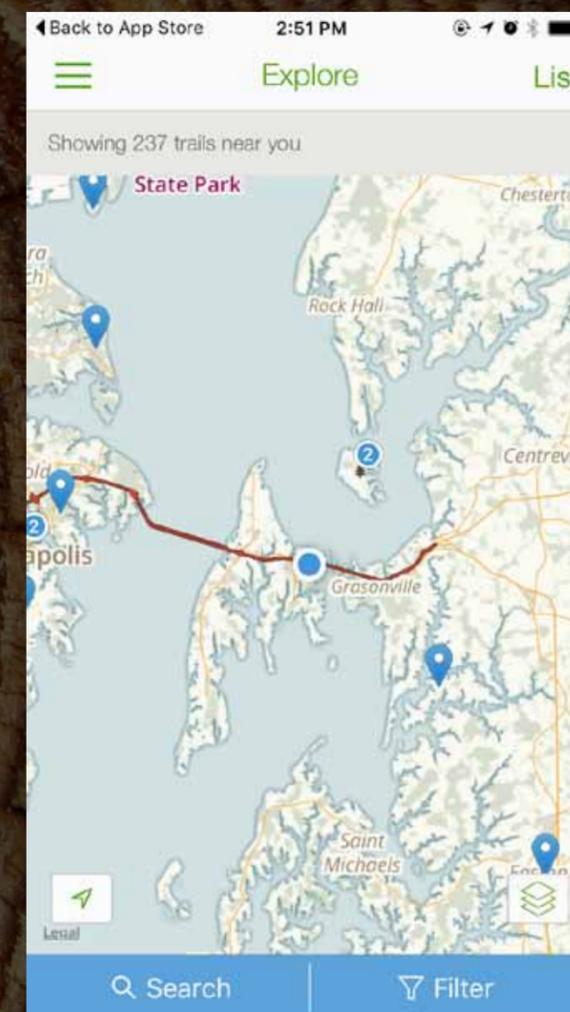
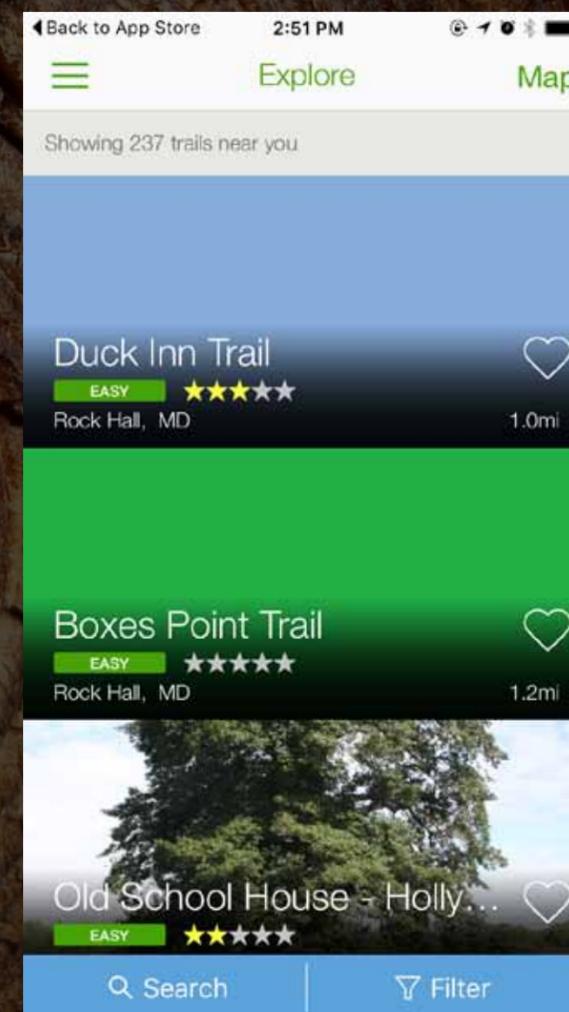
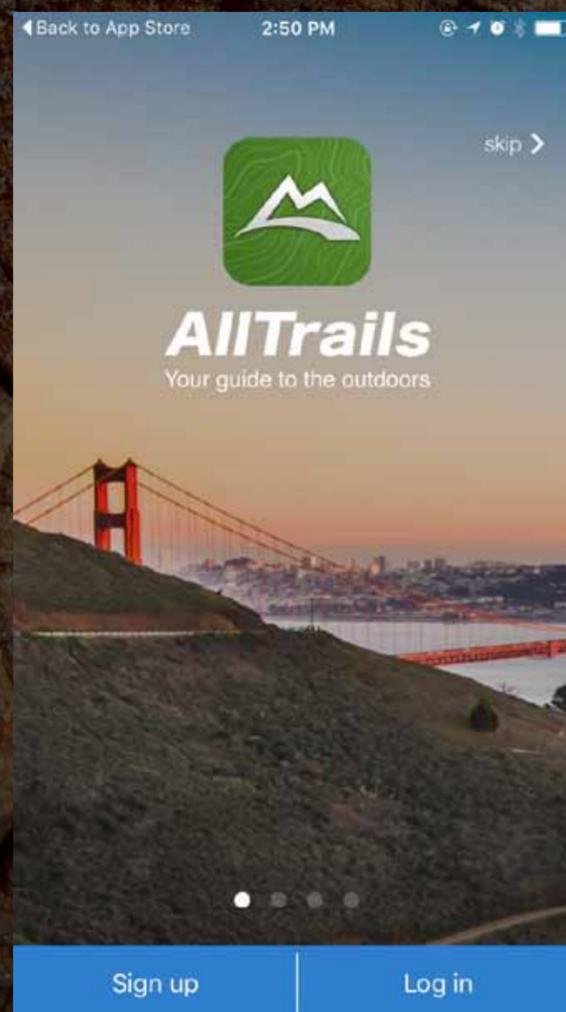


TRAILfinder

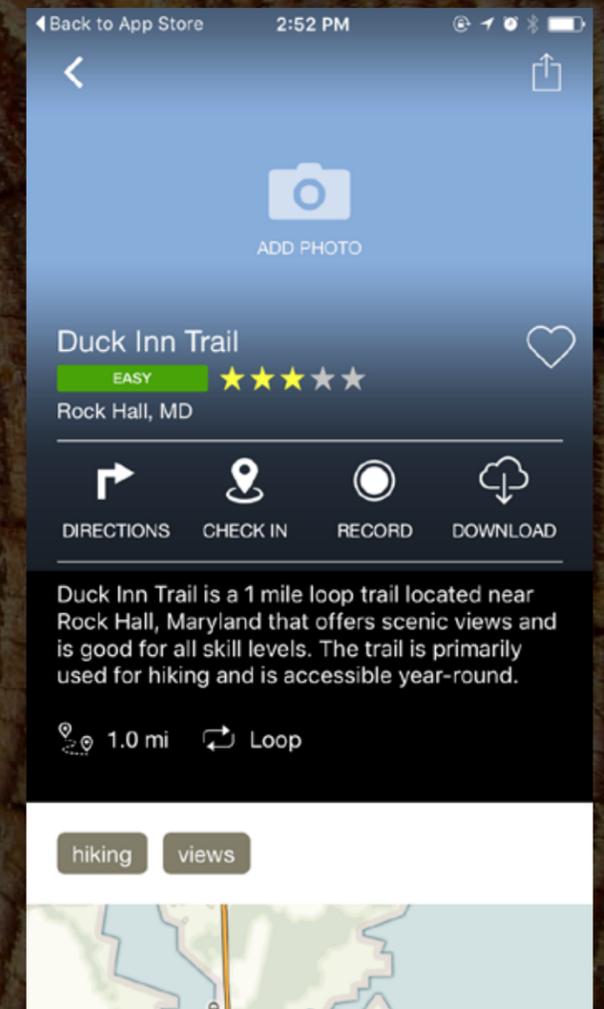
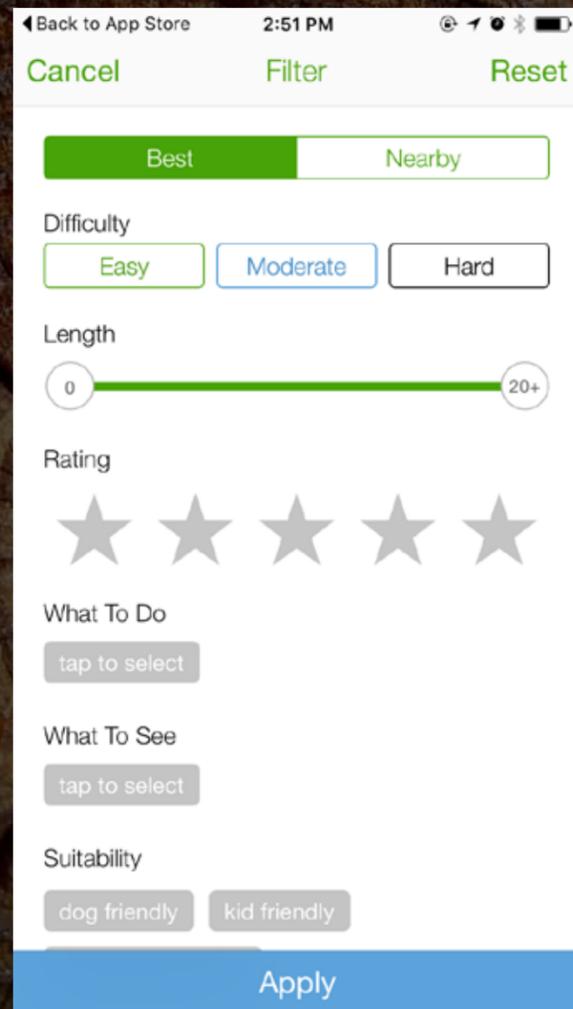


All Trails includes very basic information about the trail and allows users to write simple reviews. It does feature photos prominently, not just on the trail pages but in the app overall. It encourages users to upload their photos by making the process easy and highly visible. There is not a large userbase in my area so a lot of the trails are missing. This app also has a feature to record your path as you walk the trail. This feature seems interesting although mostly unnecessary.

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TRAILfinder



PERSONAS



TRAILfinder

TRAILfinder

Jennifer loves to go hiking with her friends but because they are all from out of state they are unfamiliar with the trails near their university. She would love to be able to easily find trails near her school.



**THE COLLEGE
STUDENT**

Name: Jennifer

Age: 20

Gender: Female

Location: Blacksburg, Virginia

Family: Parents, sister

Hobbies: Hiking, biking, kayaking, reading

Education: Currently attends Virginia Tech

Occupation: Student/Part Time Waitress

Income: \$8,000

Favorite Brands: Whole Foods, Starbucks, Apple

TRAILfinder

Barry and Tina love to go out to eat and recently started walking to get in better shape. They want to check out a few hiking trails to make their walks more interesting and challenging. They want to be able to get a good sense of what a trail is like before going to a particular location.



Name: Barry

Age: 35

Gender: Male

Location: Watertown, New York

Family: Wife, dog

Hobbies: Eating out, drinking wine, reading

Education: Bachelor's

Occupation: Investment Banker

Income: \$100,000

Favorite Brands: Ralph Lauren, Sperry, Dockers

TRAILfinder

Barry and Tina love to go out to eat and recently started walking to get in better shape. They want to check out a few hiking trails to make their walks more interesting and challenging. They want to be able to get a good sense of what a trail is like before going to a particular location.



Name: Tina

Age: 33

Gender: Female

Location: Watertown, New York

Family: Husband, dog

Hobbies: Eating out, drinking wine, reading

Education: Master's in Education

Occupation: 9th Grade Teacher

Income: \$60,000

Favorite Brands: Dooney & Bourke, J Crew



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Mike takes photographs professionally but also as a hobby. He has been hiking for a long time and looks for difficult trails with incredible views. He travels the United States frequently and wants an easy way to find new trails. He'd love to be able to see photos taken by other hikers.



Name: Mike

Age: 43

Gender: Male

Location: Fort Worth, Texas

Family: Sister, brother

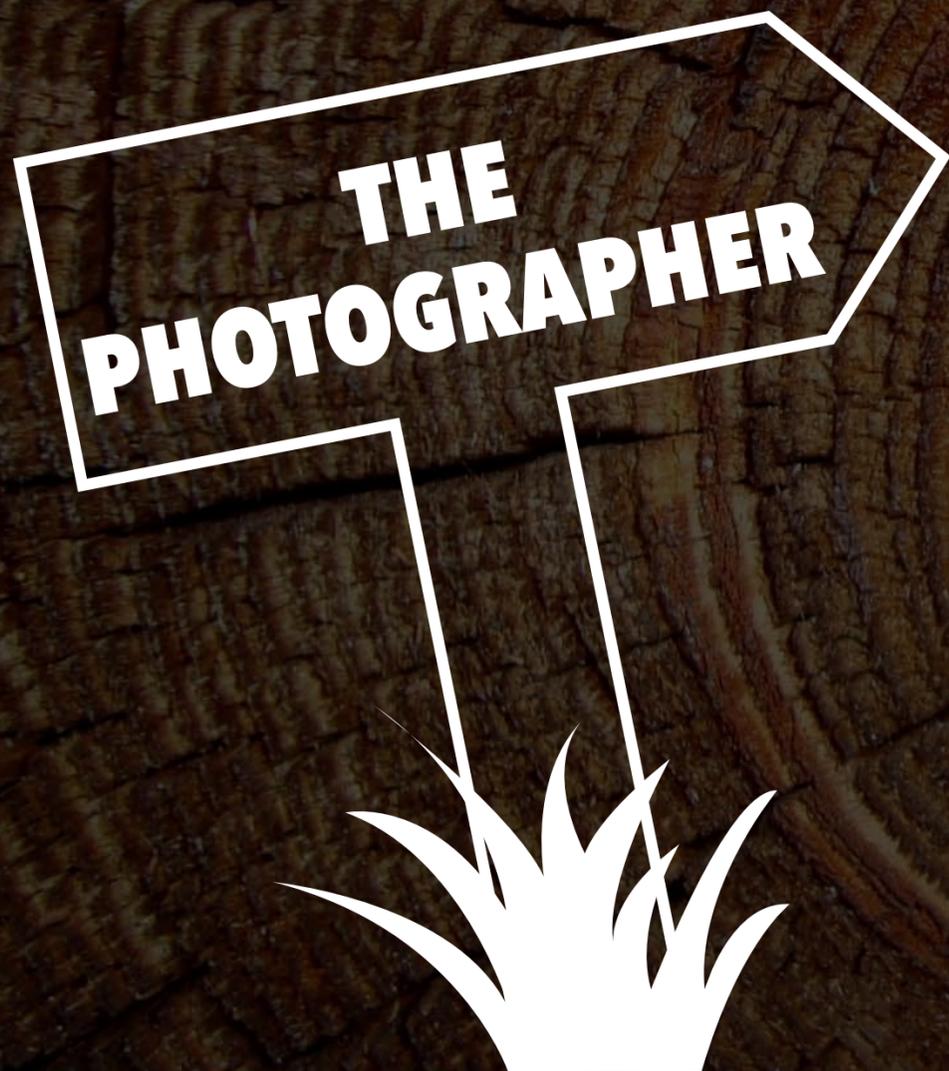
Hobbies: Hiking, traveling, photography

Education: BFA in Photography

Occupation: Photographer

Income: \$90,000

Favorite Brands: Columbia, North Face, Patagonia, Under Armor, Samsung, Nikon

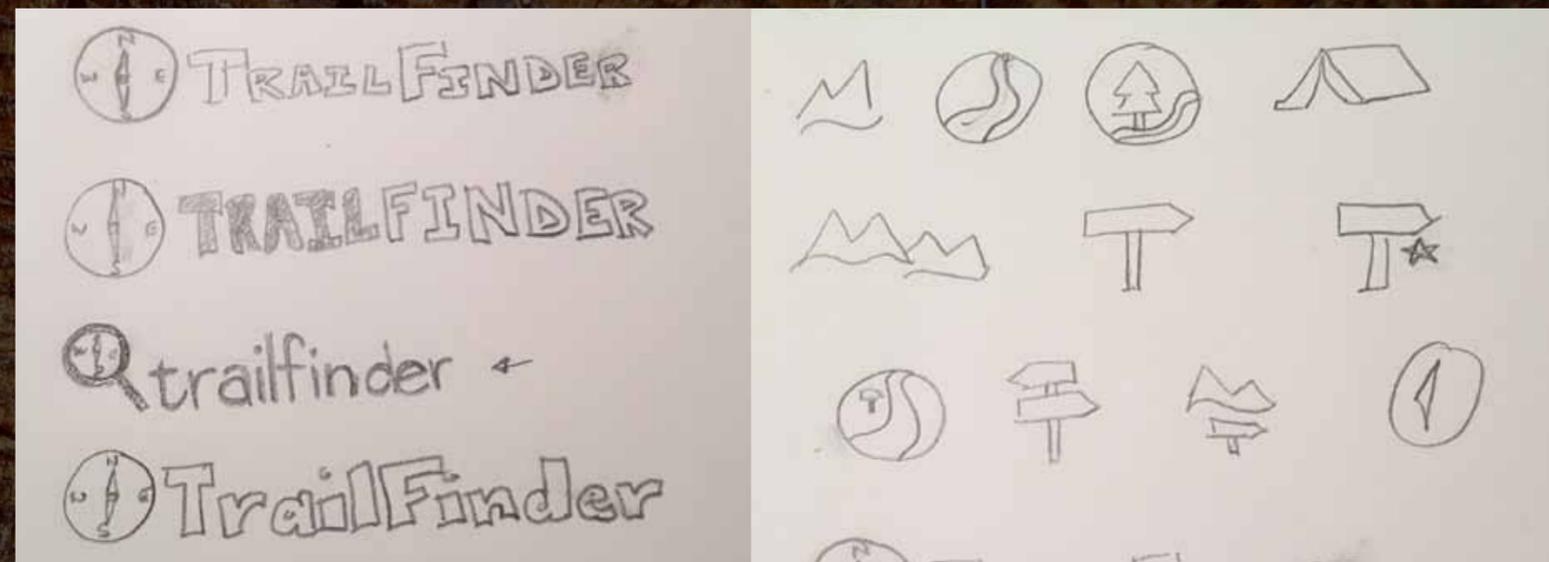


**LOGO &
APP ICON**



TRAILfinder

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 **TRAIL**finder
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FINAL LOGO
& APP ICON



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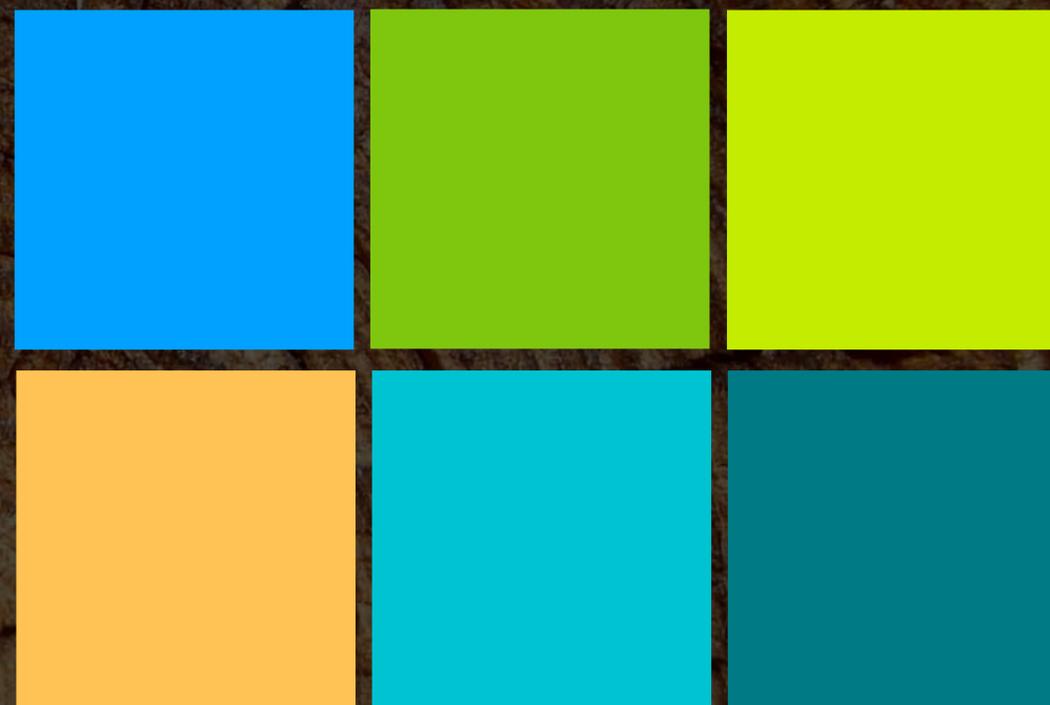
**COLORS &
TYPOGRAPHY**



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**COLORS &
TYPOGRAPHY**



Source Sans Pro - Black

Source Sans Pro - Light

TRAILfinder

**MOOD
BOARD**



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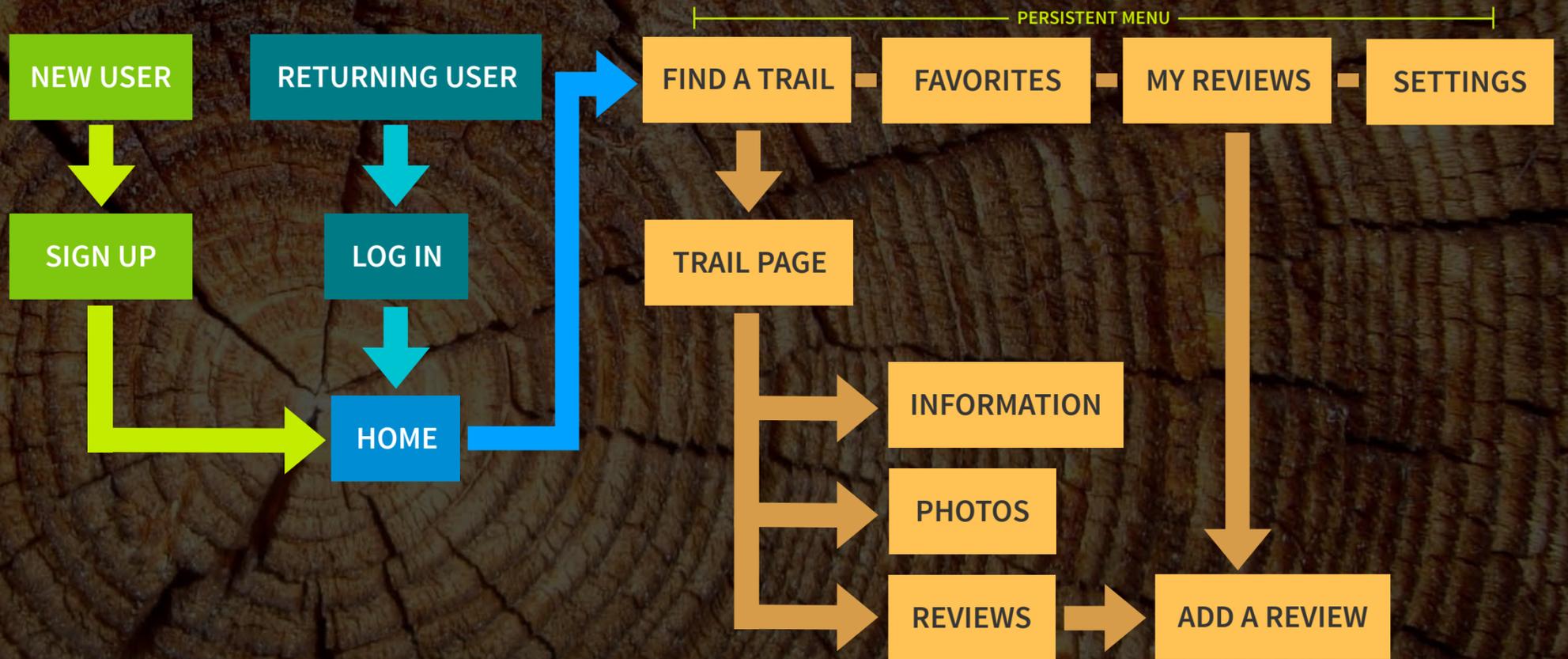
**INFORMATION
ARCHITECTURE**



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**INFORMATION
ARCHITECTURE**



**WIREFRAME
SKETCHES**



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WIREFRAME
SKETCHES



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Log In

TRAILfinder

First Name

Last Name

Email Address

Profile Picture

Sign up!

Log In

TRAILfinder

Click here to find trails

Use my location

Filters:

Cost of admission

Trail length

Pet friendly?

Difficulty

Find a Trail

TRAILfinder

Dark Hollow Falls
Shenandoah National Park

Description:

Trail Length: 3 miles

Difficulty: Moderate

Scenery: 5 (great)

Cost of Admission: \$20

Info | Photos | Reviews

TRAILfinder

Dark Hollow Falls
Shenandoah National Park

Trail Page - Info

Trail Page - Photos

TRAILfinder

Dark Hollow Falls
Shenandoah National Park

★★★★★
Beautiful hike!

Terrain: rocky
Hiking, lot is small

★★★★★
Upper End of Natchez

TRAILfinder

Write a Review

Trail Name

Stars: ★★★★★

Review

Terrain

Parking

Scenery

TRAILfinder

Favorite Hikes

Dark Hollow Falls
Compton Gap
Dayles River
Hawksbill

TRAILfinder

My Reviews

Dark Hollow Falls
Hawksbill

TRAILfinder

Settings

Profile Picture

First Name

Last Name

Email Address

UPDATE

WIREFRAMES



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LOGO

LOGO

USERNAME

PASSWORD

LOG IN

Don't have an account yet? Sign up here!

LOGIN

LOGO

PROFILE PICTURE
choose file

FIRST NAME

LAST NAME

EMAIL ADDRESS

USERNAME

PASSWORD

CONFIRM PASSWORD

SIGN UP

SIGN UP

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LOGO

SETTINGS

 PROFILE PICTURE
choose file

FIRST NAME

LAST NAME

EMAIL ADDRESS

PASSWORD

CONFIRM PASSWORD

UPDATE

EDIT PROFILE

LOGO MENU

ZIP CODE, CITY AND STATE, OR TRAIL NAME

Use My Location

FILTERS

Cost of Admission

FREE \$1-\$10 \$11+

Trail Length

<1 Mile 1 Mile 2 Miles

3 Miles 4 Miles >4 Miles

Pet Friendly?

Yes No

Difficulty

Easy Moderate Difficult

FIND A TRAIL

FIND A TRAIL

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LOGO MENU

FAVORITES

DARK HOLLOW FALLS
Shenandoah National Park

COMPTON GAP
Shenandoah National Park

DOYLES RIVER
Shenandoah National Park

FAVORITES

LOGO MENU

MY REVIEWS

DARK HOLLOW FALLS
Shenandoah National Park

DOYLES RIVER
Shenandoah National Park

MY REVIEWS

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LOGO MENU

DARK HOLLOW FALLS

Shenandoah National Park

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Cost of Admission: \$20 per car

Trail Length: 3 Miles Pet Friendly? Yes

Difficulty: Moderate Terrain: Rocky

Scenery: 5 out of 5 Special Feature: Waterfall

INFO PHOTOS REVIEWS

TRAIL: INFO

LOGO MENU

DARK HOLLOW FALLS

Shenandoah National Park

PHOTO

PHOTO PHOTO PHOTO

PHOTO PHOTO

PHOTO

INFO PHOTOS REVIEWS

TRAIL: PHOTOS

TRAILfinder



LOGO MENU

DARK HOLLOW FALLS
Shenandoah National Park

★★★★★
Beautiful Hike!

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Terrain: Rocky Parking: Lot is small

PHOTO

★★★★★
Upper End of Moderate

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Scenery: Huge waterfall Difficulty: High-Moderate

INFO PHOTOS REVIEWS

TRAIL: REVIEWS

LOGO MENU

Write a Review: **DARK HOLLOW FALLS**
Shenandoah National Park

OVERALL RATING
☆☆☆☆☆

TITLE
[REDACTED]

DETAILS
[REDACTED]

TERRAIN [REDACTED]	PARKING [REDACTED]
SCENERY [REDACTED]	DIFFICULTY [REDACTED]

SUBMIT

INFO PHOTOS REVIEWS

WRITE A REVIEW

USER TESTING



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TASKS:

How would you write a new review?
Where would you go to see photos of a trail?

DOCUMENTATION OF USER TESTS

User 1

- Stated the app seems easy to navigate
- When asked to see how he would write a review he said there needs to be a link to write a review from the trail reviews screen
- Suggested to add a filter for a senior citizen discount

User 2

- Also stated the app was easy to figure out
- Had no trouble with figuring out how to view photos of a trail

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TASKS:

How would you write a new review?
Where would you go to see photos of a trail?

DOCUMENTATION OF USER TESTS

User 3

- Thinks there should be a more obvious button to go back to the search page
- Also said there should be a link on the trail reviews screen to write a review

User 4

- Suggested that Find a Trail and Sign Up should have page titles for consistency
- Also stated there should be a link on the reviews page for the trail to add a review
- Would like a larger icon for the avatar on Settings and Sign Up pages
- Suggested the "Find a Trail" feature should be available on every page

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**SYNTHESIS OF
TEST INFO**

When the users all commented on the link for writing a new review I realized I had forgotten to include the link above the first review as planned. This was the number one source of confusion so it needs to be remedied.

I think there should be a persistent way to find a new trails from any page

The avatar icon needs to be bigger