

TRAVELLER'S GUIDE TO BOULDER

Trail Guide and City Info Application for iPad

Jon Brennan | GUI Design | Fall 2011

BOULDER, CO

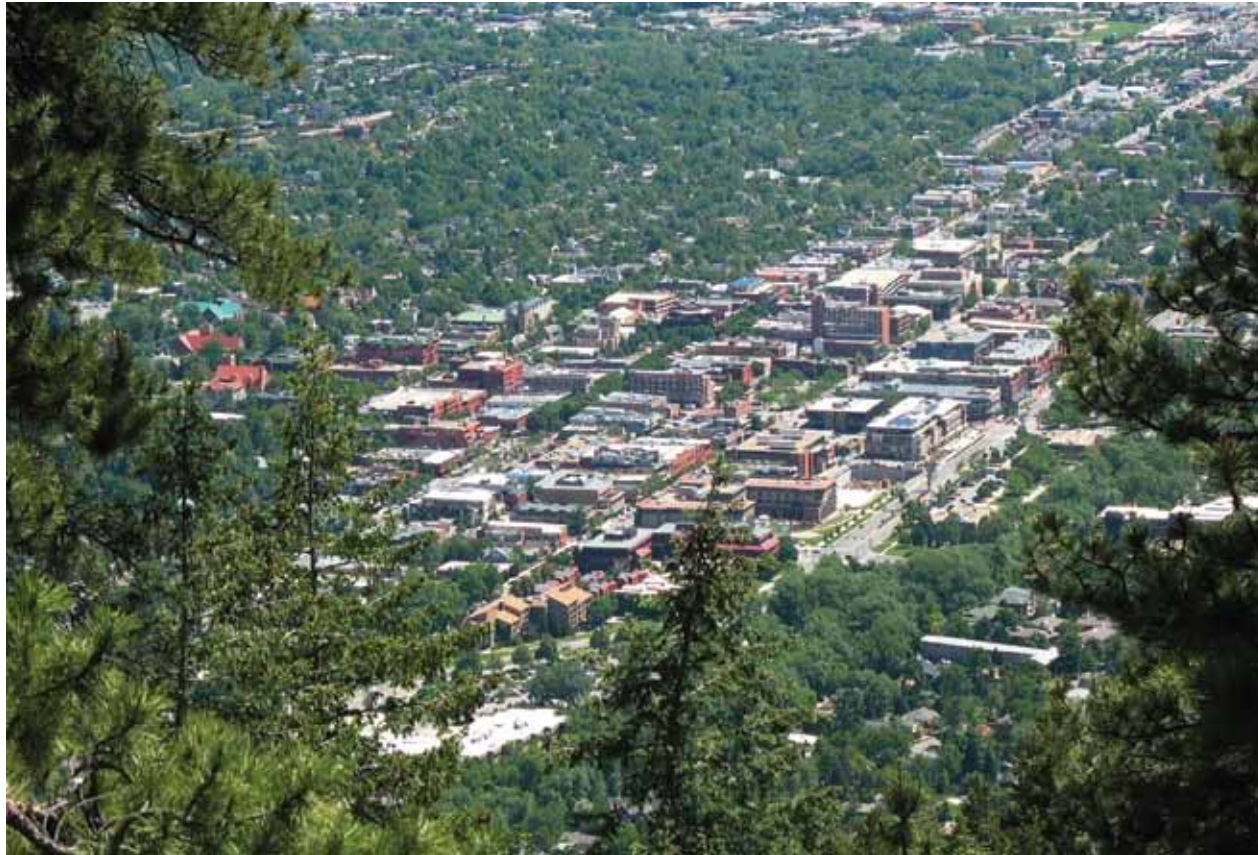


Image: Xnatedawgx / Flickr.com



CLIENT

City administration of Boulder

CLIENT NEEDS

Appeal to residents, businesses, and visitors.

GENERAL INFORMATION

Population: ~94,000

Demographic: younger, mostly Caucasian

Attractions: outdoor sports (hiking/biking)

Top Employer: University of Colorado (~7,500)

Political Lean: liberal

Weather: sunny, dry - warm summers/cool winters

Geography: 30 mi from Denver, at foot of Flatirons

Notable points: active film/music culture

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USER PROFILES

Residents

Provide resources about city information, events, parks, outdoor activities, etc.



Brad

21 years old
Boulder, CO
Youngest child

Student
Engineering

- Enjoys hiking, plays saxophone in indie jazz fusion band
- Family lives in Salt Lake City
- Owns Android smart phone and frequently checks the web while in the city

Image: 4photos.net

Businesses

Promote local businesses and attract national companies for job growth.



Debbie

33 years old
Denver, CO
Single mom

Businesswoman
Consulting

- Enjoys cooking, gardening, social media, college sports
- Relies on public transportation
- Founded local medical consulting firm in Denver, looking to relocate to Boulder

Image: mistermundo / Flickr.com

Visitors

Give general information about the city, attractions, and parks, advertise upcoming events, etc.



Steve

26 years old
Seattle, WA
Engaged

Sales Rep
Wholesale

- Enjoys traveling, live music, historical landmarks, craft beer
- Huge college sports fan
- Visiting Boulder on business, trying to meet new people, get a feel for the city

Image: graur razvan ionut / FreeDigitalPhotos.net

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EMPATHY MAPS

Brad
RESIDENT

THINK: maintaing grades, practicing sax, meeting girls, band gigs, finding internship, research opportunity

SEE: professors, various bars/clubs in the city, friends in classes, girls on campus, campus newspaper

DO: brags about (promotes) his band, goes out on the weekends, votes, hikes

HEAR: reads campus news (leans liberal), friends, Comedy Central (Stewart/Colbert), job listings

Debbie
BUSINESS

THINK: getting son to and from school, house market, weather forecast for gardening, starting business in Boulder

SEE: son, son's friends and their parents, employees, small business association members

DO: free spirit, exchanges recipes, politically active, attends town hall meetings

HEAR: neighbors, friends, online news sites, rumors about job market and taking business risks

Steve
VISITOR

THINK: spending time with fiancée, making new connections, travel info, finding bars/clubs for nights in Boulder

SEE: fiancée, coworkers, family, friends, flight passengers, different cities, museums

DO: confident, open, personable, talks to everyone, does walking tours, informational tours

HEAR: friends, coworkers who have visited Boulder, sports news, tourism blogs, museum info

FUNCTIONAL NEEDS

- upcoming events
- weather information (for hiking)
- park/trail info
- mobile resource for new things
- job information
- venues/bars/clubs for band gigs

- housing market info
- local business info & incentives
- political info - campaigns/elections
- public transit
- local food info (farmer's markets)

- events/things to do
- arts/cultural center information
- landmarks
- history of Boulder
- attractions

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SURVEY RESEARCH

HAVE YOU VISITED YOUR CITY'S WEBSITE?

YES.

RESPONDER	DISCOVERY METHOD	REASON FOR VISIT	FIND IT?	RATE AND DISCUSS THE EXPERIENCE
55 year old female BS Social Work BS Secondary Education Honey Brook, PA	Yahoo!	Just moved, wanted to see what was offered	Y	So so. Clearly labeled everything. Content was underwhelming. Layout was mediocre because of how it looked.
50 year old female AS Occupational Studies Bloomington, IN	Google	Parks and recreation - new trail	Y	Very easy - search bar and navigation made it easy to find what she was looking for.
52 year old male BA Mass Communications Stratford, CT	Yahoo!	How to get parking sticker for park	Y	B+. Good pictures, had all the information, but was difficult to navigate. User could not find search bar. Navigation seemed outdated.
40 year old female BS Spanish MS Secondary Education Hyattsville, MD	Advertised in email	Information about trash pickup	Y	Great. Easy to find all information. Site looks new.

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SURVEY RESEARCH (CONT...)

HAVE YOU VISITED YOUR CITY'S WEBSITE?

YES. (cont...)

RESPONDER	DISLIKES/THINGS TO CHANGE	THINGS THAT SHOULD BE ADDED	FREQUENTLY VISITED WEBSITES
55 year old female BS Social Work BS Secondary Education Honey Brook, PA	More emphasis on local businesses	More photos. Different offices, contact information, activities/sponsored events, history and services	Yahoo! Google Maps Online banking Health-related websites
50 year old female AS Occupational Studies Bloomington, IN	N/A	N/A	Hotmail/Gmail Google Church/school website local newspaper online
52 year old male BA Mass Communications Stratford, CT	Not everything was current - e.g. courses available at the library	Easy-to-download features. Printable PDF to keep in the car .	Yahoo! for news Google for image search
40 year old female BS Spanish MS Secondary Education Hyattsville, MD	N/A Easy to find everything	N/A	Facebook Gmail Google-anything

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SURVEY RESEARCH (CONT...)

HAVE YOU VISITED YOUR CITY'S WEBSITE?

NO.

RESPONDER	KNOW IT EXISTS?	THINGS EXPECTED TO FIND ON SITE	WEBSITES USED FOR TOWN INFO	FREQUENTLY VISITED WEBSITES
20 year old male Student Hazlet, NJ	Y	Connections to businesses, news about the city, minutes from the last town meeting	Wikipedia Google	Gmail Pitchfork/Beatport Facebook Tumblr
31 year old female BS Electrical Engineering Harrisburg, PA	Y	Election information, city updates, progress on current projects	Yahoo! Wikipedia	Facebook Yahoo!
26 year old female BS Sociology Rochester, NY	Y	Public transit information, weekend events, weather alerts/updates	Google Democrat & Chronicle	Gmail Twitter Facebook

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MOODBOARD

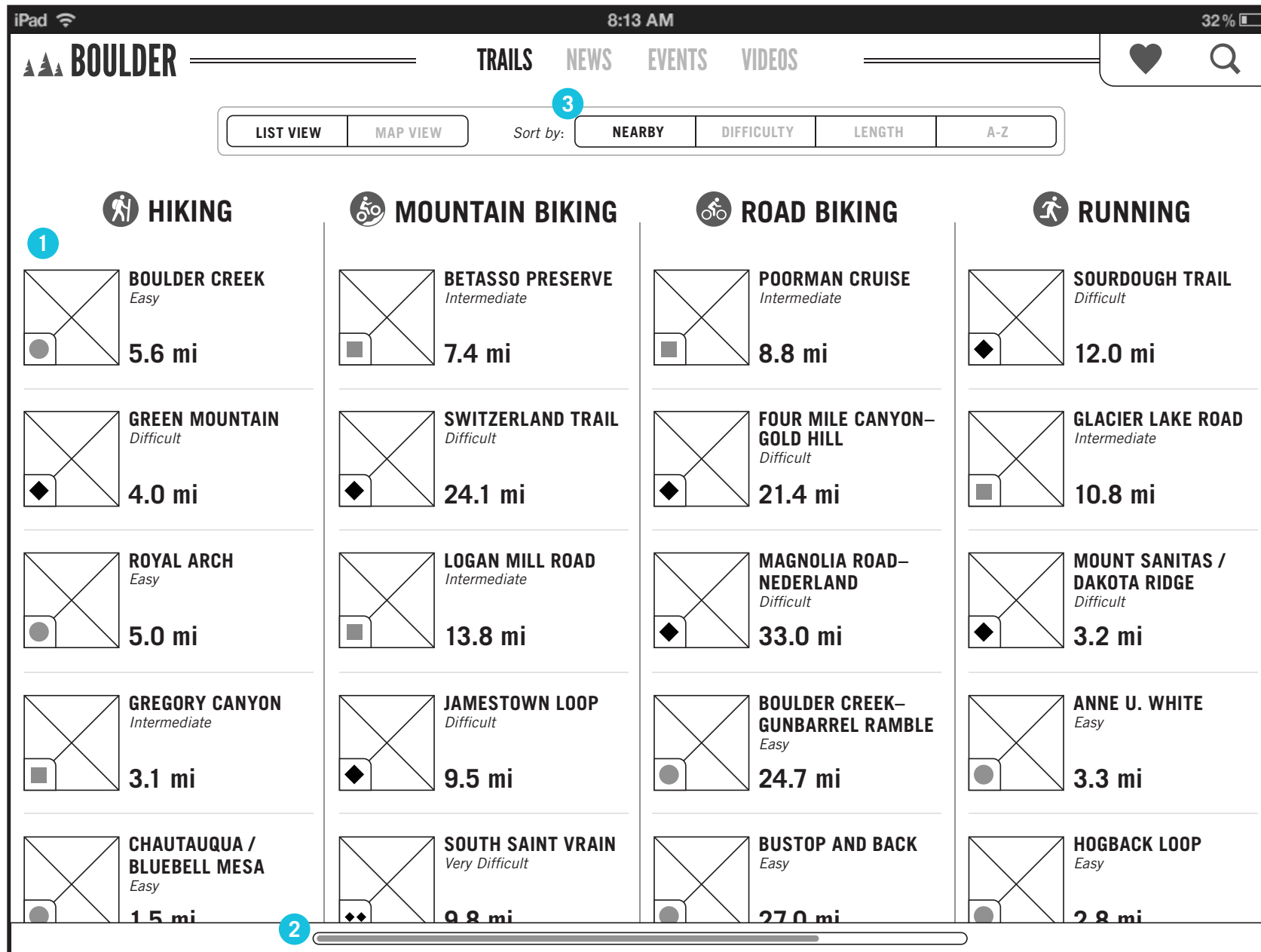


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WIREFRAMES - LANDING



1 Each "lane" of content is individually scrollable, by category.

2 Categories of content can be scrolled left and right to see more, position is shown by horizontal scrollbar.

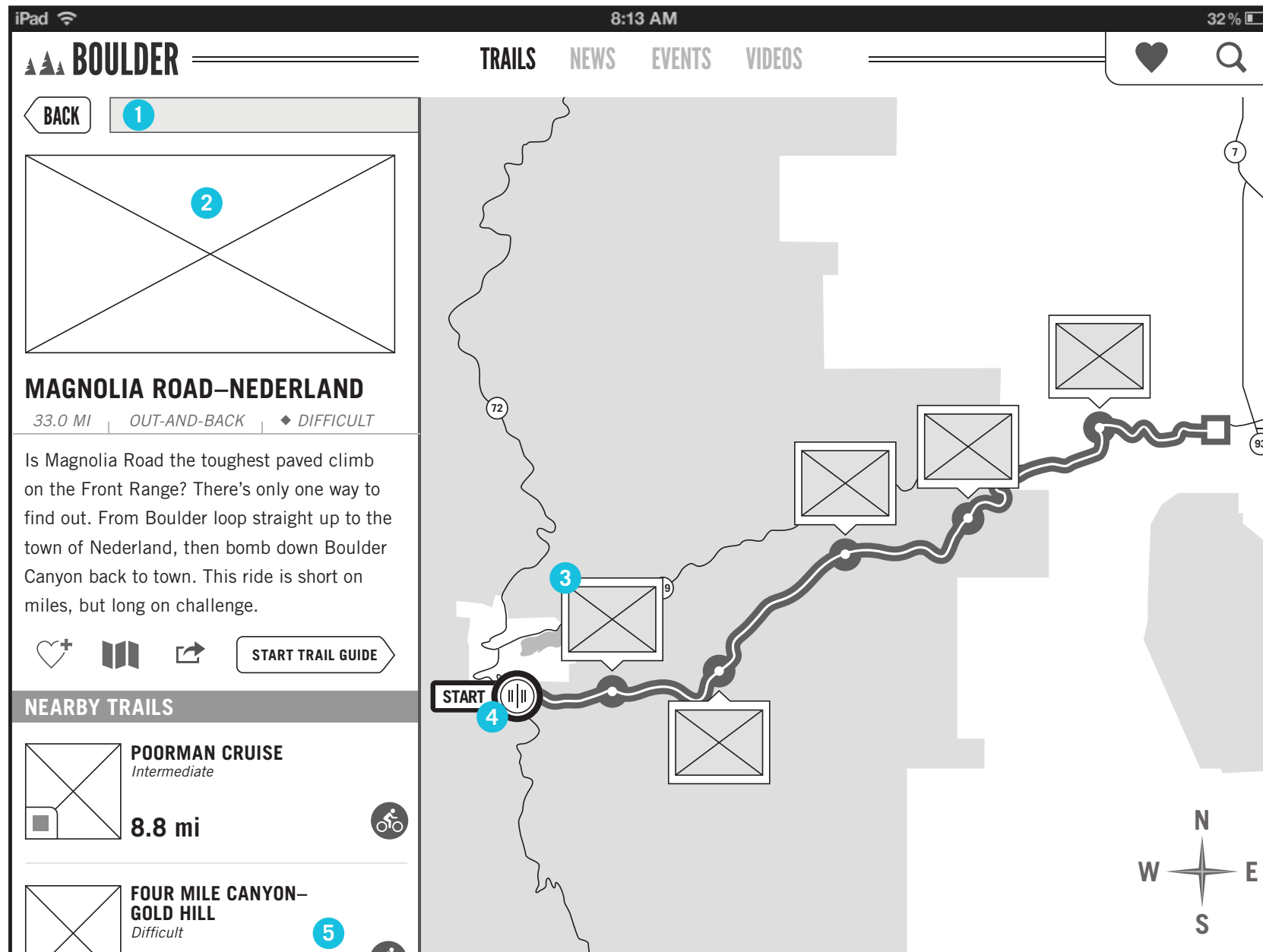
3 Filters readjust content on a per-lane basis. Trails shuffle behind/in front of another on filter switch.

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WIREFRAMES - TRAIL DETAILS



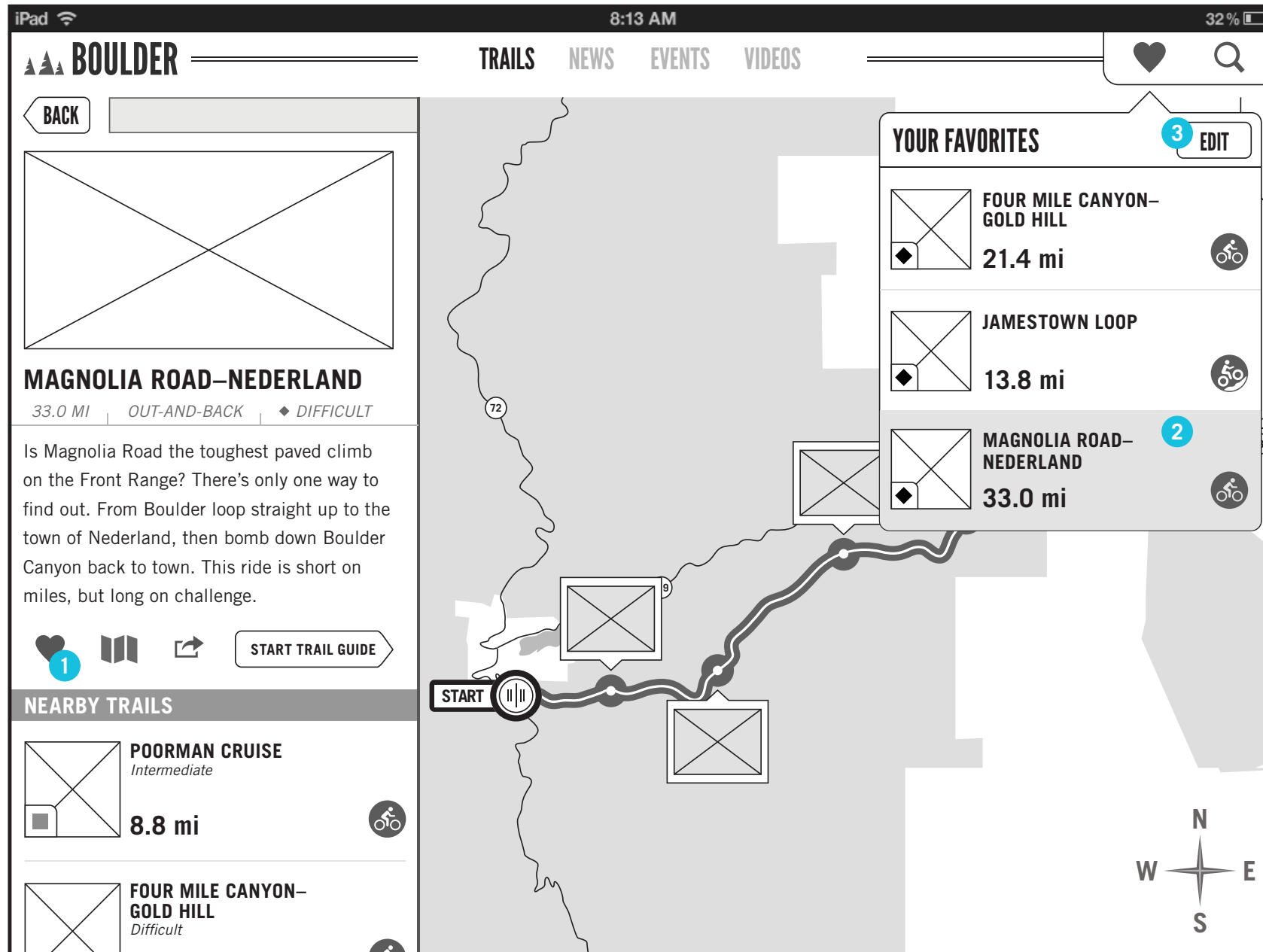
- 1 Graphical element (banner) to separate header from content and highlight back button.
- 2 Image goes full screen when clicked, with swipes showing all images in the gallery. Dots at bottom will show "pagination."
- 3 Pictures will be sepia-tone or some other sort of muted color scheme so as not to attract unwanted attention away from the trail itself.
- 4 This is a slider that marks specific positions on the path. It can be dragged to any of the spots noted by thumbnails, and will slide to the closest one if released between two.
- 5 Whole sidebar scrolls, with top going underneath back button & banner.

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WIREFRAMES - FAVORITES



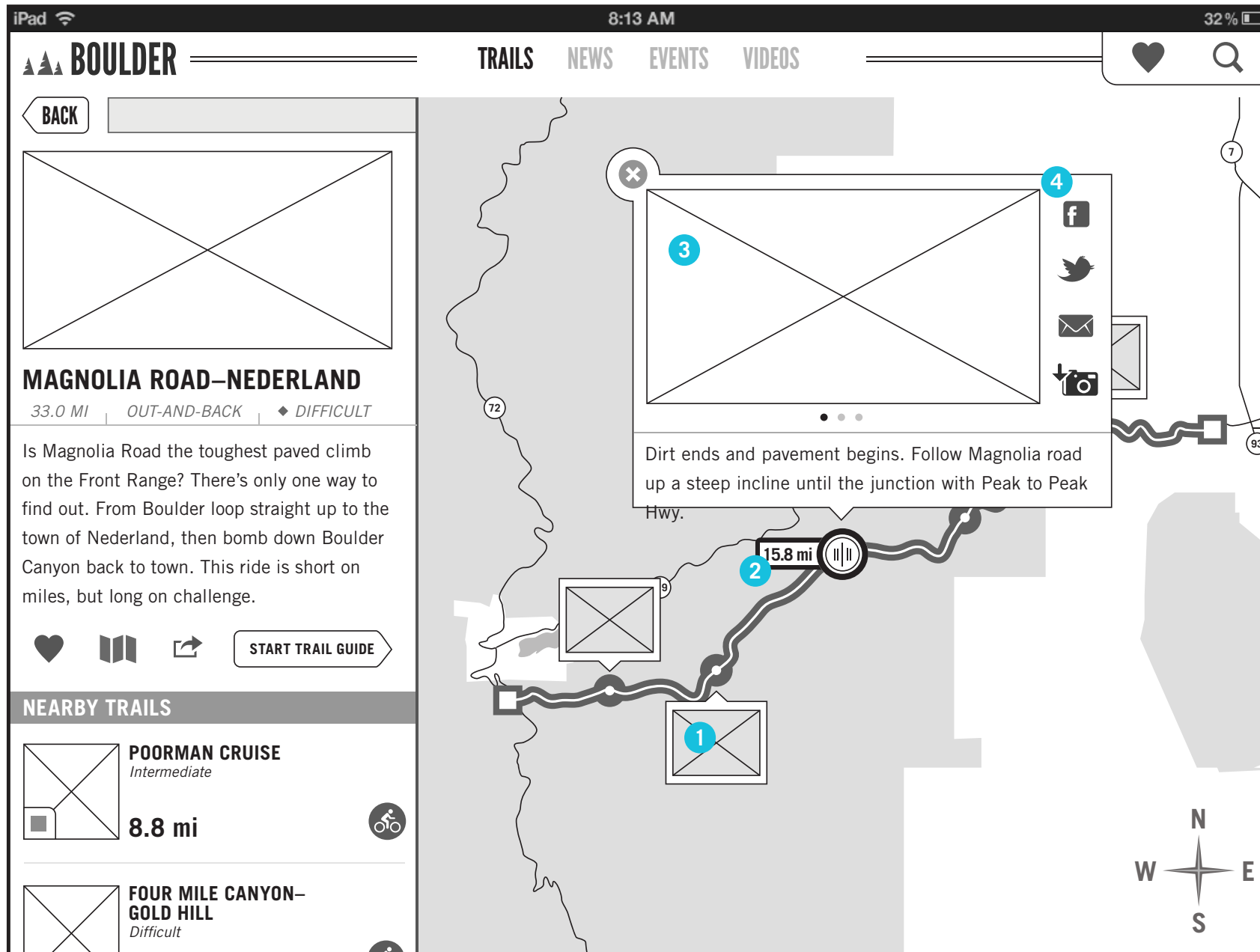
- 1 Heart (favorite button) fills when trail is added to favorites.
- 2 When favorites pop-over opens, the newly added trail blinks to show it was added.
- 3 EDIT allows user to remove items from list. Alternatively, they can swipe to the left over the list item they wish to delete, as is iOS standard.

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WIREFRAMES - THUMBNAIL DESCRIPTION



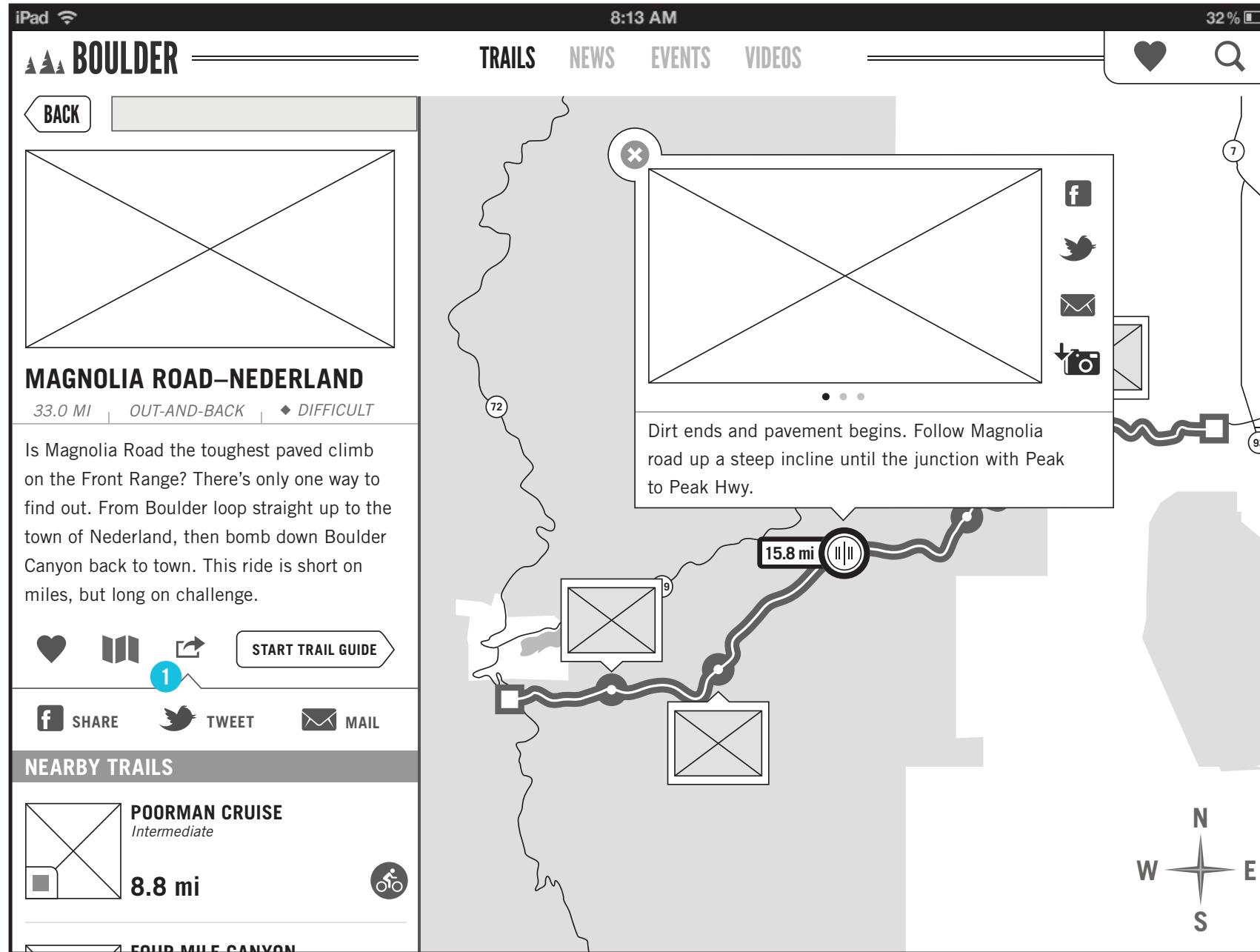
- 1 When a thumb is tapped, slider travels to it and full-size pop-over comes up.
- 2 START changes to number of miles at specified marker.
- 3 Images at this point of the trail can be swiped through.
- 4 Sharing options - social media, mail, and download to Photos.

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WIREFRAMES - SHARING



1 Hitting the share button slides down social media/mail content.