

# Personal Project

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DE0973

WILL TARPEY //

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# Design Proposal

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The app that guides you off the beaten track to help you find special and hidden places from stunning views to forgotten land, the app will help you find what you are looking for. The app is based around people that share the love of the outdoors but want to find unique places that you wouldn't find on a travel site or search engine. The users of the app upload and pinpointing areas that they have found or visited and upload pictures, descriptions and locations of the place and rate that areas. It encourages everyone from walkers, hikers, families and friends to travel and appreciate their local beauty as well as hidden gems that have been forgotten about. They can create their own page where they upload their images and memories onto a personal page and receive likes, comments and followers. Build your own network of people that share the same interests and find new people who share the same love for the outdoors. If the social side isn't your thing privacy isn't an issue; you restrict who is able to see what you're doing and where you visit with the freedom of using the app as an informative interface. Exciting Geocaching features that integrates clues, pathways and encourages user participation is included to make it more exciting for all users.

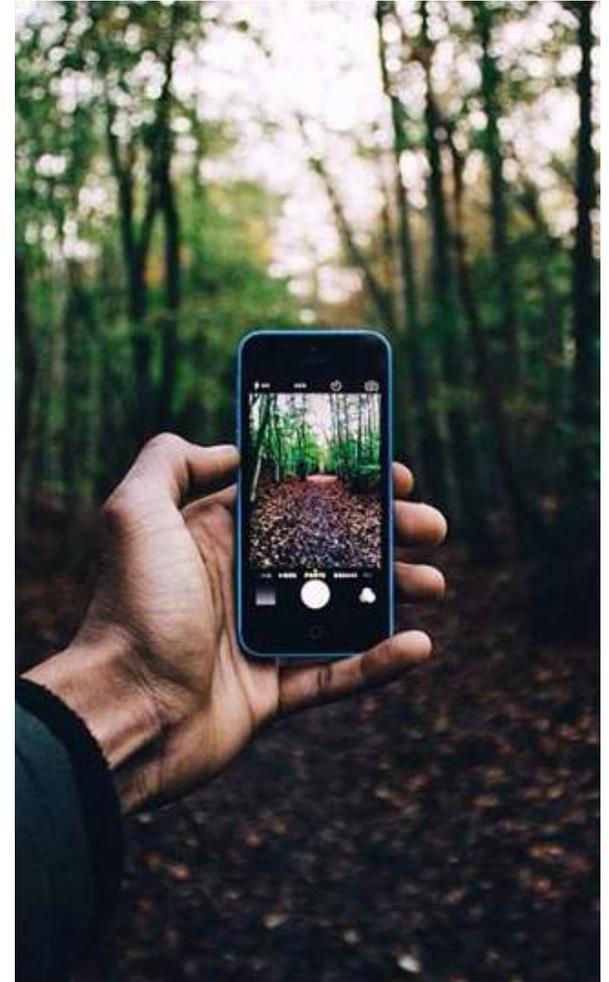
# Who will benefit ?

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The people that will benefit the most from using the app are people who want an application that can provide them a way of being able to explore and open up new opportunities. Not only will they benefit on a social level but the destinations they will be integrated by the users will gain interest that previously wouldn't exist. The app can be used by anyone but I believe the people that will thrive from an application such as this would be people that take an interest in any of these areas: the outdoors, travelling, views, walking, photography, landscapes, geography, architecture, exploring, unique places and socializing.

The app can be used in a variety of ways to suit the user. The way it will work is based on social interaction and posting images, locations and relevant information of a location. The security and safe guards will allow people the comfort of not having people view a profile or private information. These users will be able to find places and view pictures if they do not want the social side of the app. The user could use the app for their own preference from finding places to uploading photography it is a network where everyone can benefit if they appreciate hidden gems that the locations have to offer.

Based on this I believe that there is a huge market for this type of interface but I am aware that it won't be for everyone as its topic is quite restricted. I will generate a questionnaire survey and ask people their opinions on the logistics of the app along with whether or not they would use something like this.



# Why ?

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The first thing that inspired me to pursue this idea is the fact that I would use it.

If I want an app that could provide me with a social aspect to finding incredible places that I can see for myself, then surely other people would want it as well? Over the years I have followed the trends of social networking sites along with app's that provide a service to the user and the trends in the popular choices. I would like to create a niche app that will allow users with similar passions for what our country has to offer the chance to have an app designed based around them and allow them to personalise it to suit the users needs.

Has it been done before?



# Research //

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RESEARCH //

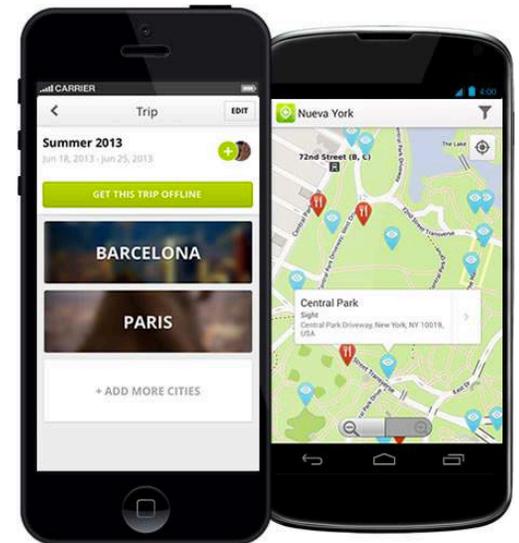
# TouristEye

TouristEye, an existing popular app is the most similar to the app I will be creating as it prides itself on having a big user based market. The app allows users to see places that people have visited in the place they travel. They can see particular points of interest and reviews from restaurants, gallery's to parks and popular places. The app works on a rating system and recommendations along with the destinations giving information to the app to boost popularity.

The app allows the user to plan their holiday or journey based on popular places with reviews there for them on screen. They can also add wish lists and add routes in which they may want to visit on arrival.

The interface works well for its purpose and has a broad range of features, as the spectrum is so wide for who would be using the app and the distances they could travel.

TouristEye is purely based on tourism and attracting people from outside the areas and people from abroad. The main difference to TouristEye and my concept is not being focused on popular tourist attractions you find on travel sites/apps. It will provide not only to tourist who like exploring as appose to the stereotypical places but to the people who live locally who wouldn't have know about the hidden spots without the information my app will provide. I want to create a social aspect based around hidden places which aren't on these travel based apps. It is to get away from the busy areas of high popularity to find out tucked away places that wouldn't be reviewed and published on apps such as this.



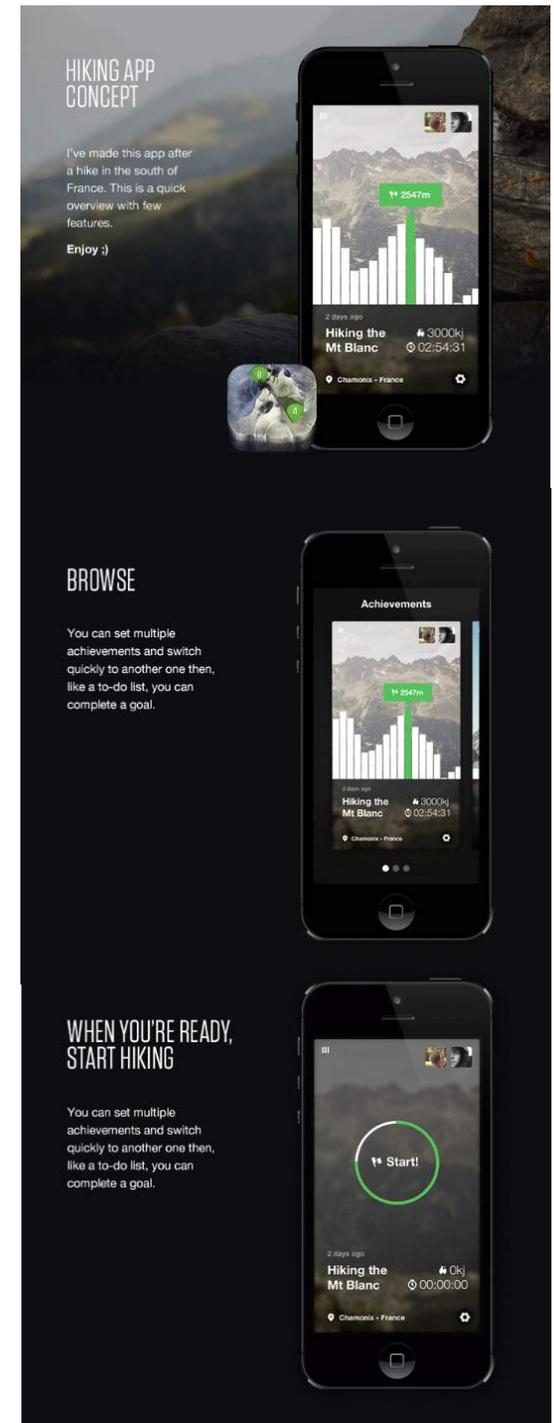
RESEARCH //

# Hiking and Trekking

The 'Hiking and Trekking' app concept designed by Ludovic Riffault is the closest design I have found to the integration of walking and seeing the outdoors. The app however is focused solely on Hiking and statistics with very little use of social media. It allows the user to get statistics about common areas of interest that is what I wanted to steer away from with the idea that people are going of the beaten track and away from travel guide recommended places.

There are aspects of the application that will be used in my design such as invited and encouraging people to go see these places for themselves. The way in which this is done in Ludovic Riffault's concept is by showing their times of their own experience and sharing their stats.

The aesthetics of the application are very sleek and simple which was my intension when creating the look and feel of my app. The principles of the app are effective for achieving a goal and the active access and have inspired me to look into ways people integrate the outdoors with their phones. This is defiantly a great existing app concept that I have taken inspiration from.



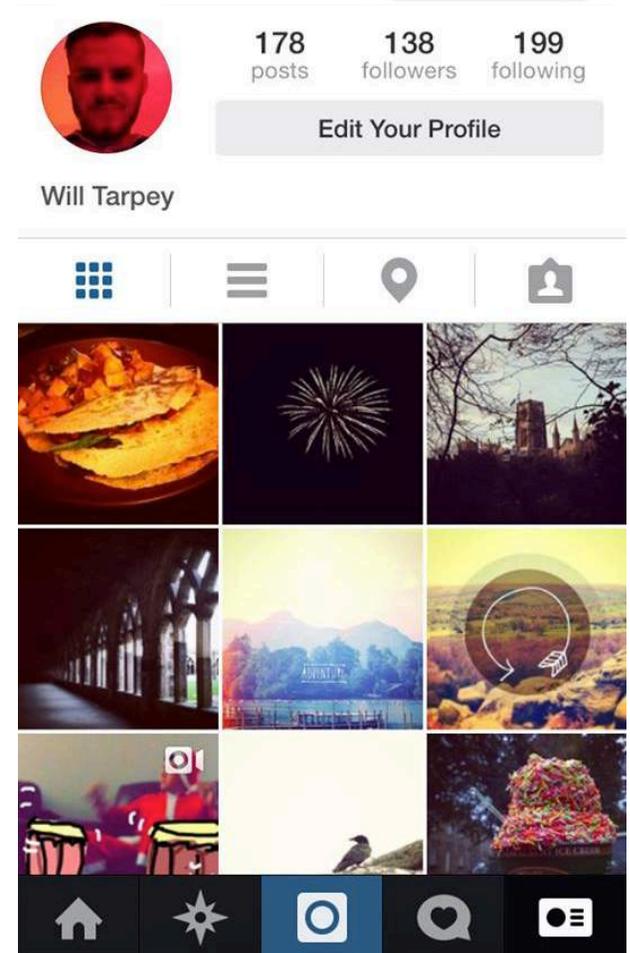
RESEARCH //

# Instagram

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. The app allows users to post images of their choice and lets people view and comment on the photos along side gaining follows and direct messaging other users. The app prides itself on being photo-taking app which has recently integrated a video feature allowing users to take a maximum of 15 second videos.

The interaction qualities are simple and easy for the user to understand and navigate through. Instagrams aesthetics are simple as a way to not to draw the users attention away from the content which is the key focus of the app.

With my app concept I want to create a similar style interface as Instagram with uploading photos/short clips as a way for the user to express their journey. This will coincide with other users being able to recreate that journey themselves and opens up a new spectrum of opportunities.



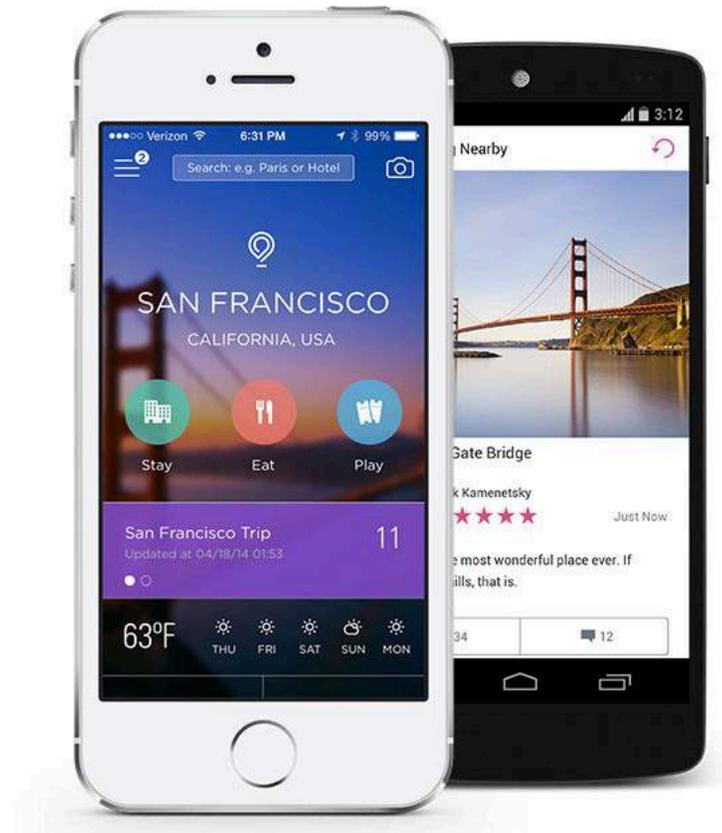
RESEARCH //

# Gogobot

Gogobot allows the user to customise their journey with the aspects of where they want to stay, places to eat and where to go which is popular. They fall into the categories of 'Stay', 'Eat' and 'Play'.

The app also chooses the way that it recommends based on what "tribe" you fit in. Examples tribes that the app provides are "Foodies," "Backpackers" and "Families." Recommendations include badges that show what kind of traveler the activity or location they would recommend for what tribe.

The categories section is something I initially wanted to incorporate to link to various locations my users could visit, for example the user could want to search for trails or views. The app works as a travel advisor app with feedback from previous visitors to the location that works in the context. It is a nice looking, easy to use interface but the content is aimed at public tourist heavy areas that is the opposite to what I'm aiming for.



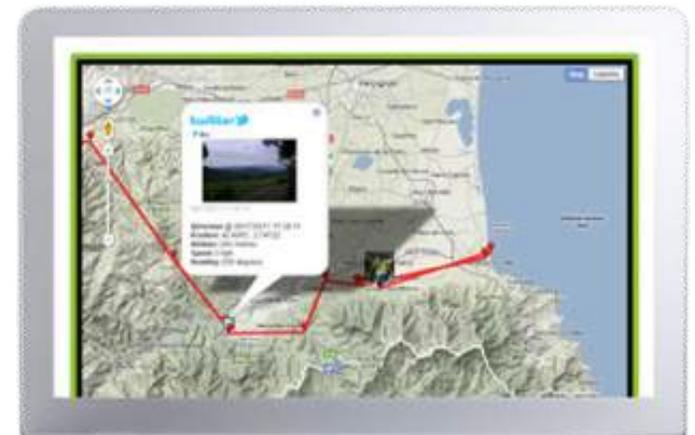
RESEARCH //

# View Ranger

View ranger is an adventure app which focuses able to use the app to plan, track and create journeys based on existing routes. The app uses GPS location along with their own software they developed to let the user follow the journey from the app and also doesn't require signal if they save the journey. Premium users also have access to topographic map features in a growing number of countries. The benefit of this is that the maps are large-scale and detailed, showing contour lines and man made structures.

The recording feature which allows the user to track their journey with times, statistics and GPS trail gives the user a recorded copy which they are then able to share with other users of the app over their 'BuddyBeacon' feature.

The app is extremely detailed with statistics and navigational information and is a great way to be able to explore with the comfort that you will not get lost even without signal. The way in which the user is able to track and share information is one which will be similar in the way Off Track will work. The main differences are that my app will be less technical as the location services dont need to be as detailed to have the same outcome. The second main alteration will be having a social feature within the app that allows you to share and challenge people externally on such networking sites as Facebook and Twitter.

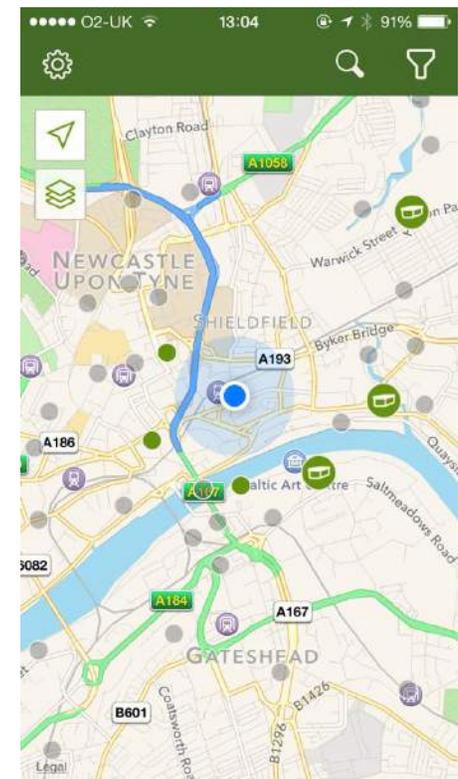


RESEARCH //

# Geocaching Intro

Geocaching intro is the most popular Geocaching apps enabling over 2.5million locations with Geocaching containers. The Intro app is the initial app which I have been using in order to get a feel for the way it works and the GPS tracking system in order for the user to locate the container. As this is the official Geocaching app it has the most popular following and locations.

The app itself gives you little information about what it is you are inevitably looking for but shows clues and a map to whereabouts the location is. Some of the Geocaches have nicknames that may indicate what the sort of thing you may be looking for. When I searched for my location there where 20 locations within a 3 mile radius, this was instantly intriguing to me as I wanted to see for myself what they where. Including this aspect in Off Track will open up extensive possibilities for the user as well as another incentive to go out and find new places.



RESEARCH //

# Geocaching

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Geocaching locations are based around using co-ordinates that integrate 'Longitude' and 'Latitude'. These work by using grid systems on maps, however unlike most maps that use lines on a flat surface, Longitude and Latitude work on a horizontal basis and take into account how far north or south the equator will be from the location.

For this basis when integrating this into OffTrack's Geocaching zone the focus will need to be on creating an exciting way of reaching the location. Along side the navigation co-ordinates, OffTrack will include extra features that will make it easier for the person to find the location such as 'Clues' relating to the location or 'Routes' if the user gets stuck.

RESEARCH //

# Intergrating GPS

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Global Positioning System (GPS) is a worldwide radio-navigation system formed from the constellation of 24 satellites and their ground stations. The use of GPS enables the user to find relevant locations. e.g. people, vehicles and phones. This use of location technology will allow the Off Track users to locate the areas displayed in the app and find them for themselves. The GPS technology that is in phones is capable of pinpointing a point within 10m of the exact location. This makes it an ideal choice for the app.

It is possible to include Google Maps directly on Off Track without the user having to go use the original app. To use Google maps on an external app, you need to integrate Google Maps SDK for iOS whilst coding Off Track. This will ensure the best functionality of the app and the lack of multi-navigating from different apps will make the usability of the app easier for the user.



# GPS



# Useful Software/Tools

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Key software that will be used in the design creation of the app are Adobe Photoshop for photo editing, wireframing, adding effects and creating design ideas. Adobe Illustrator in creating vectors e.g. icons/buttons for the screens along with font/logo design and Adobe InDesign to document my progress. Proto.io will be used in the creation of a working prototype of the app based on my designs from the other software's.

All of the images in the app will be my own images used to demonstrate how the app will work. For this reason I will link the profile section along with images and social side to me personally as an example. The social section of OffTrack will consist of people in which I spoke to about the application, all of which are within my social circle who have shown an interest for the app concept.



RESEARCH //

# Personas

## Claire O'Gorman

Age 24 - Calgary

Claire is a qualified nurse who has recently moved to Calgary. As she is new to Canada she is finding it hard to find quiet areas where she can walk her dogs. She would like to explore routes away from the public as one of her dogs doesn't like strangers and can be embarrassing for her and stressful for the dog. She needs a stress-free way to find a stress-free walk.



Claire asks local people and her new work colleagues but finds that they either suggest similar places to where she has already been or when she arrives they are popular with other dog walkers. She looks on Google Maps but isn't sure whether the routes are going to be safe enough for her to enjoy as well as her dogs. She looks on the app store and finds OffTrack. She is then able to find perfect locations without worrying about the route or how the dog will react. She finds the views a huge bonus and starts to use the app on a regular basis.

## David Herdman

Age 21 - Leeds

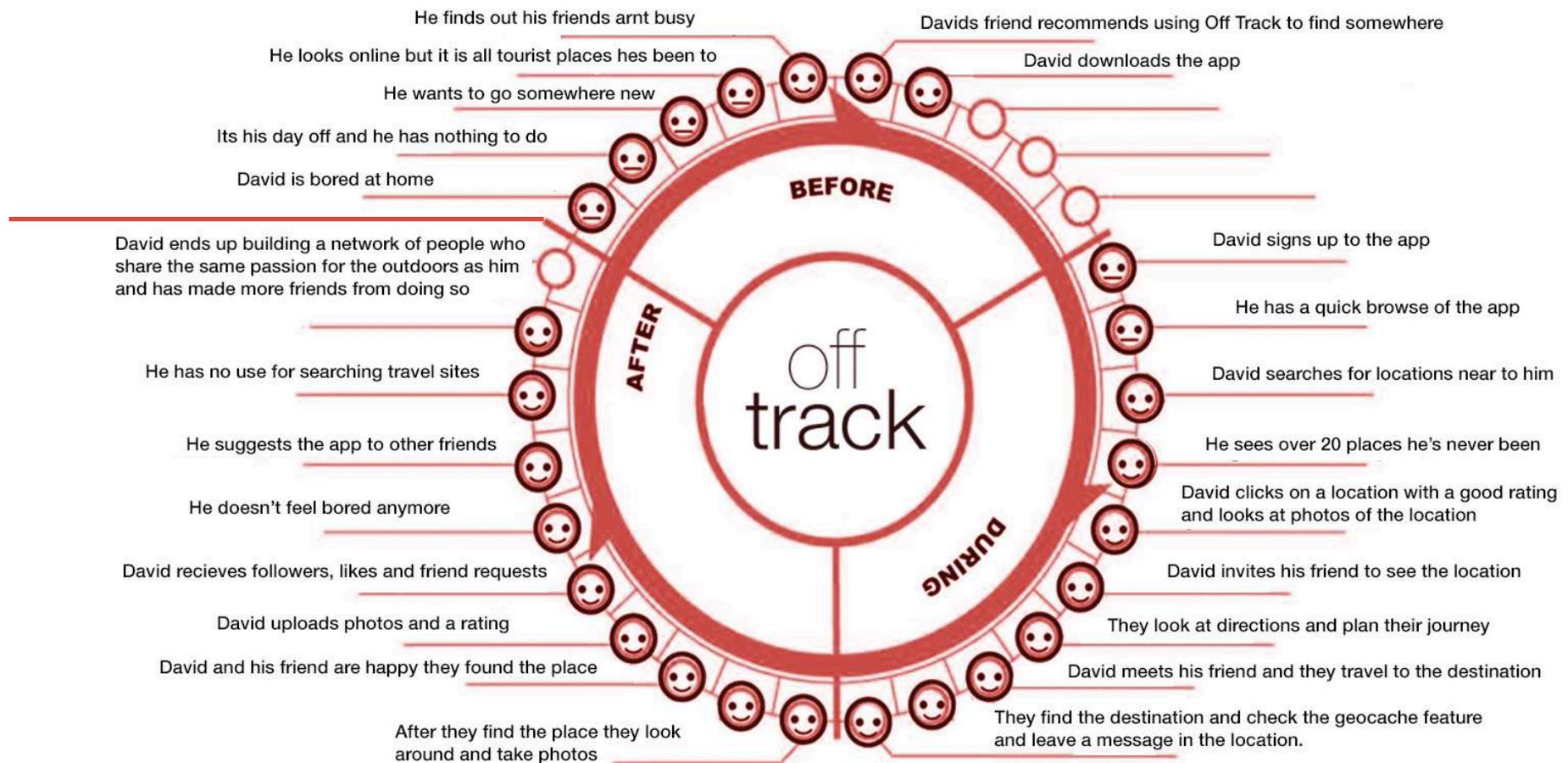
David is currently studying for his geography degree. In his spare time he loves driving and walking but finds it hard to find nice places to walk local to him as he lives in Leeds city centre. David would like a convenient way of finding new places but when he uses travel apps and websites he finds the results are repetitive to places he's been before.



David searches for alternatives to travel sites and stumbles upon the app Off Track. He has a quick look and sees striking photos of scenery, after downloading he signs up to find that people in his situation who've been fortunate to find great places local to him. He finds numerous points of interest and finds locations that he's then able to share with his geography friends. He now has a social app which he can use to pursue his passion for walking and exploring.

RESEARCH //

# Customer journey map



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# Interview

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"Are you someone who likes walking and visiting new places? If so what are your favourite places to visit and why?"

I enjoy walking if the weather is nice and there are nice views or places to look at. I like going to new cities or towns but I think I prefer to go to places with nice viewpoints.



"Do you regularly use social network sites or apps such as Facebook and Instagram to upload and post images? If so what types of images do you upload?"

"I regularly use Twitter and Instagram, I occasionally go on Facebook but I don't post much. I love posting pictures on Instagram as I can upload pictures of anywhere lovely that I've been."





"If there was a new social networking app that allowed you to explore unique locations of your favourite photos you see on the app. Would the incentive to go out and explore yourself interest you?"



"Yeah, I think that'd be a nice idea if you had the opportunity to go to the places that you see other people go that make you jealous haha!"



"The App design will be focused around finding hidden places, routes and forgotten about areas that you wouldnt find on a travel app. Do you think that you would like exploring these sorts of places?"



"As long as I wouldnt get in trouble I think I would definatly."



Would a Geocaching feature to the app which allows the users to leave messages in places for you to find be appealing to you?



"I've used something like that before when we did a treasure hunt at school. I think if it would be a cool thing to do instead of just going and not leaving anything"

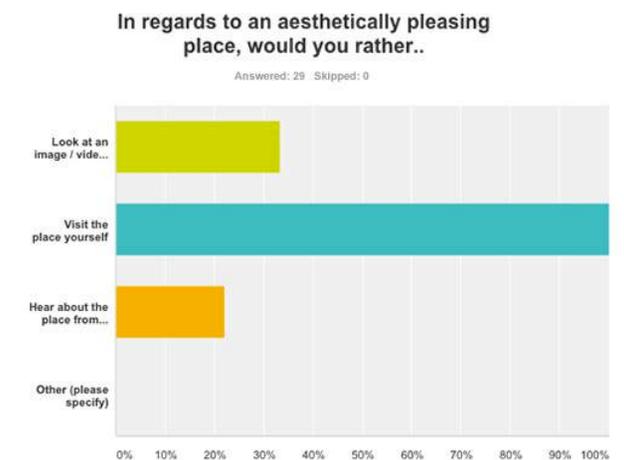
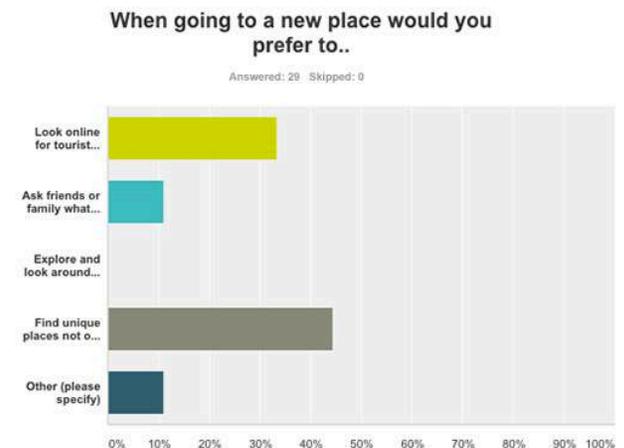
# RESEARCH //

# Survey

I created a survey based around key areas I want to focus on and collected the results of 29 people to see whether or not the aspects of the app will be relevant and if there is in fact a need market for what I'm trying to create. I've selected the questions with the most important results to me for the development of my app

The question with the most varied results was, "When going to a new place would you prefer to.." 44% of people said they would rather go to a unique place not on a travel site. This beating travel sites that was 33.3% the Other answer which was specified was Explore and find a new place with a family member which was taking aspects of the bottom two answers. This shows that out of the 29 people that answered that there is a market for people who prefer something that is not on a travel site.

The next question also relating to location "In regards to an aesthetically pleasing place, would you rather.." This question gave the user a chance to choose two out of the answers. Every person selected that they'd want to visit the place themselves and 33% selected Look at an existing image or video from somebody else. These both tie into me giving the user an opportunity to go explore these places for themselves using the explore/location sections of the app.

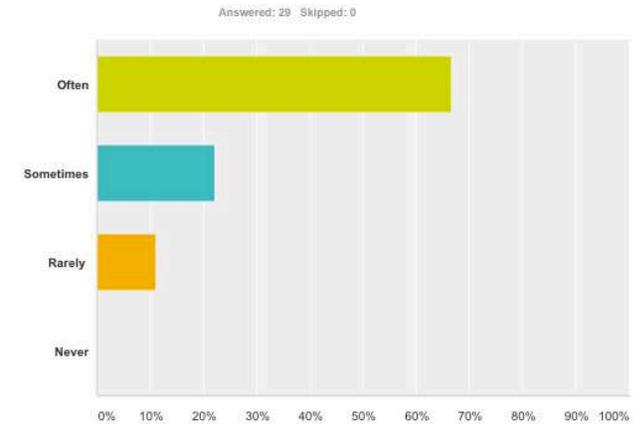


The questions I asked relating the people using their phone in such a way that would integrate the application into daily activities as well as how accessible and practical it will be for users.

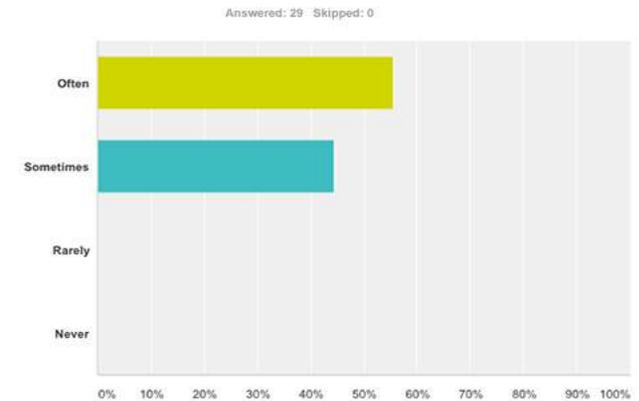
The first question I asked was “Do you own/have regular access to a SmartPhone?” which 100% of the people I asked said Yes to. The next question was if yes, “Do you take photos on your phone.” and “Do you share your photos on social networks?” These results surprised me at how based on the people who took the survey the majority enjoy taking images and sharing it with people. If you link this with the amount of people that would rather visit the places and explore to taking photos and sharing it on social networking sites the concept has a clear market. Out of everyone I asked not one person selected rarely or never for uploading photos onto social sites (the survey included an age range from 15-64).

The questions relating to using an app as an interface when actually doing an activity came back extremely positive also. “Would Geocaching appeal to you?” and “Would an app that encouraged you to explore and sightsee be appealing to you?” Based on the Geocaching question 78% of the participants selected Yes or Maybe suggesting that including this feature could would be used on my app. It also fits in nicely with the app encouraging people to “explore and sightsee”, as including an incentive to get to the destination and find and leave a message will encourage the active role into the app. This could be taken further into the development as I could incorporate a reward system for finding the messages and challenge friends and followers to find your messages.

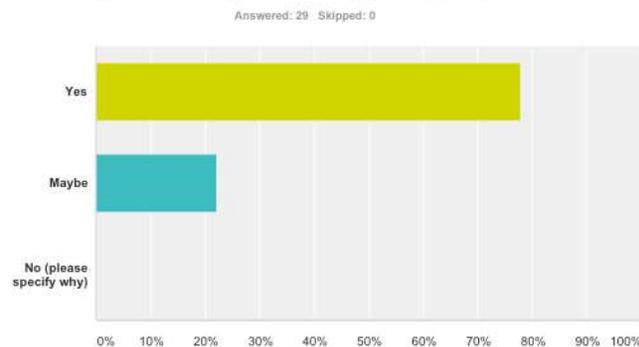
**Do you take photos using your phone?**



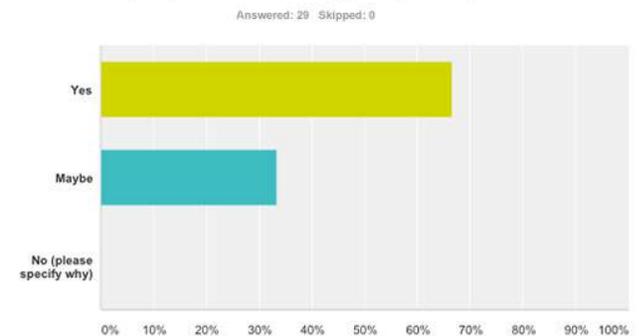
**Do you share your photos on social networks? (e.g Facebook/Instagram)**



**Would an app that encouraged you to explore and sightsee be appealing to you?**



**Would GeoCaching appeal to you? ( Leaving messages in places for other people to find using your phone )**



# Development //

# UI Design Proposal

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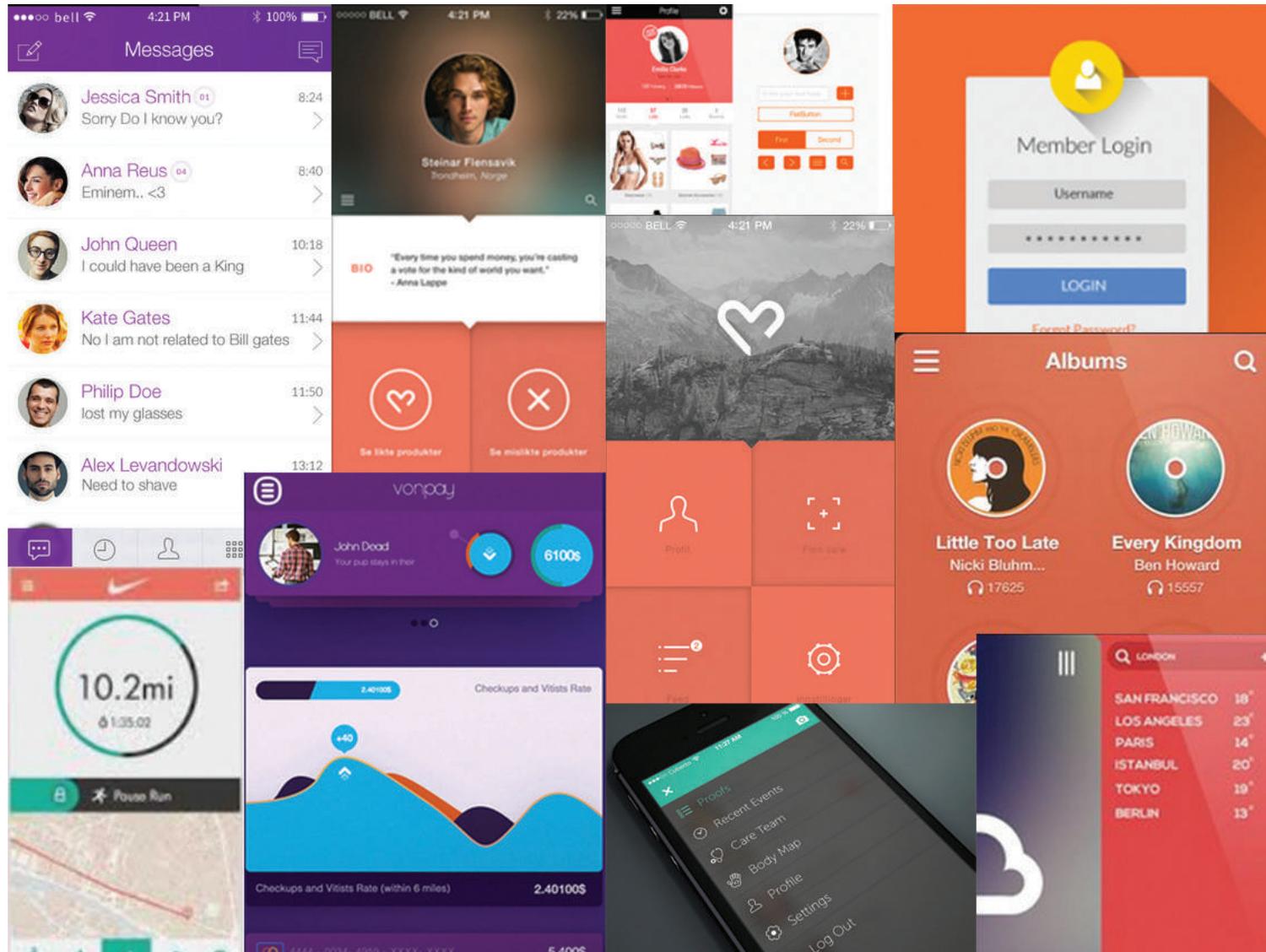
To create an App which will be aesthetically pleasing with effective usability and interaction qualities I must look at how existing apps work and what elements I need to include with Off Track.

**Aesthetics** - Must look clean, sleek and appealing to the user ensuring however it must not detract away from the content.

**Usability** - The navigational features must be simple and clear for the user to use all aspects of the application.

**Interaction** - The interaction of the app must allow the users work to suit the location qualities and social side easily and effectively.

# Aesthetics moodboard



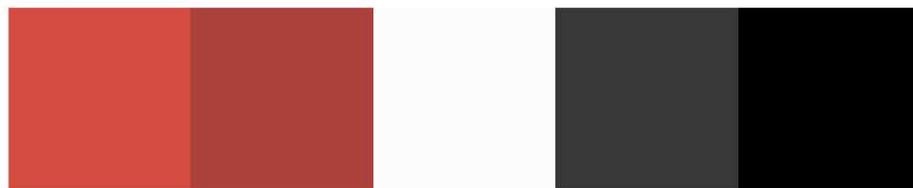
# Colour scheme

iOS guidelines recommend that the colours used in the app should incorporate variants of the iOS default colour pallet listed below. They also recommend that you intergrate your own colours based on the feel of the app. These should include elements of the new pallet.



To establish a clear look and feel for the app I looked into various colour schemes and created my own. All of these had a set theme to them. The themes each have significance to the outdoors aspect except the flat app inspiration colour scheme. I want it to have a sleek feel like the flat apps in the moodboard however I would like similar colours to add depth if necessary.

The final two colour schemes that I came up with are listed with their colour #'s. These will be consistant through the app. These could change slightly depending on feedback and final aesthetic appeal once the prototype has been made if the colours are to dim/to vibrant.



#d44b41 #ad423c #fcfcfc #383838 #000000



#d44b41 #ad423c #646464 #383838 #000000



Warm & Subtle



Deep Reds



Flat screen inspiration



Earthy tones

# Font Requirements

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Looking up the iOS guidelines for iOS 7 and above the default system font on all iOS versions is Helvetica Neue. Since iOS 7, Apple has been using a slightly modified version of the font, but using the original Helvetica Neue for designing is still perfectly fine for the design which is beneficial for my design as the text will be primarily Helvetica Neue Light.

# Typography

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After looking into various apps and existing websites and looking at the way they integrate typography into it, I decided to come up with numerous ideas on how I will brand Off Track. Looking into variety of fonts with the idea that keeping an open mind to different styles and of typefaces. I ultimately wanted an easy to read font with a bit of a play on the idea that its off track.

The fonts used to have all been adapted e.g. the bottom two images show the extensions of the letters to create the idea of 'trails' with the shadowed effect to add depth. I quickly found what worked and didn't about each font but carried on developing various styles, as it would become a basis for how my final branding would come across to the user.



# Typography

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After experimenting I manipulated a font and took sections of it away in order to create the idea of taking it away from the structure. This creates the illusion that it's not like the normal. The extension of the letters adds to this effect as it creates different levels to the text and extending the word 'track' makes it feel like the track is extended and going off where it should be.

Taking sections away from the text makes it feel like a route which links to following a path. The concept is there but the finished font didn't appear to be aesthetically pleasing in this font. Similar to the shadow effect adding depth and making it appear off the screen and gives the idea that you are heading off the general direction as its been lifted away from the surface.



OFF  
TRACK



OFF  
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# Typography

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Another experimentation was using a handwritten style of typeface and extending the lettering. The reason for this is that it appears rustic on the screen and makes it feel less precise and neat (much like the unique trails Off Track's routes would be).

When creating the typeface I decided to work with a circular background as I believed it made it feel like a signpost that could be situated in a unique location and it adds to the outdoors feel the font brings to it.

I also played with the central section of the 'A' and in the first example took it away all together as it feels like a directional point moving you forward on your journey. The second design was creating a mountain style, 'A' which takes on the literal shape into the design, however I believe this would make the app appear more like a hiking style app.



# Typography example

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To establish whether the font could work effectively in Off Tracks app design I decided to create some mock ups of the home screen using the font and working out ways in which it could look aesthetically pleasing.

The mock ups I created varied in style and didn't fit the feel of the app itself. I felt like the image-based designs did not work with the circular logo and did would not work with the flat style buttons.

The lower image that includes the faded backdrop and translucent buttons had a more aesthetically pleasing feel and had more potential. It was very insightful, as the typeface I chose to create will need to fit in with the overall theme and forms the basis of the design.



# Typography

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These are the final font ideas that I felt added the most to the concept and the ones that would benefit the design process.

Firstly the top image showing the grungy appearing font. This was initially my favourite font but on much reflection appears to much like an extreme sport style font e.g. mountain biking.

The second font down with the simple style font which I took sections out of I believe has the most potential moving forward as its very legible but still uses the idea of taking elements away making it off the track

The final font was one which I believed would fit in with the theme the most as it wasn't a neat design. Despite this it could alter the branding of the actual app itself as the font wouldn't be effective if reduced in size and may lose its legibility.



**OFFTRACK**



# Typography Feedback

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To establish what would be most appealing to the users I received feedback from numerous people from different age ranges to gather varied perspectives. I asked the people, for the most part, in person and displayed the images and told them the design proposal for the app. I found that people with a design based background did not like the handwritten style font

**OFFTRACK**

# Final Design

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My final typeface here with alternate examples of how it could appear on the app.

I used the Location icon and the negative space to give the illusion of the 'O'. The location icon draws the users eye down towards the content as well as falling below the line of the text.

The reason for taking a segment taken from the 'R' is leading back to my previous font concept by taking a chunk away it feels like the path of the 'R' itself is leading you down you away from the conventional shape. The shadowed affect shown on the lowest image is to lift the text, providing simple amounts of depth.

For the purpose of my app the use of this will be limited, as I want it to be more focused around the content and navigational features.

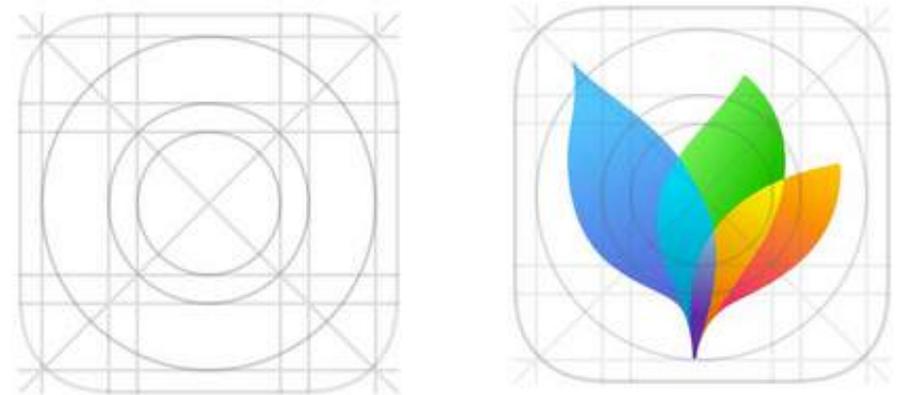


# Icon Guidelines

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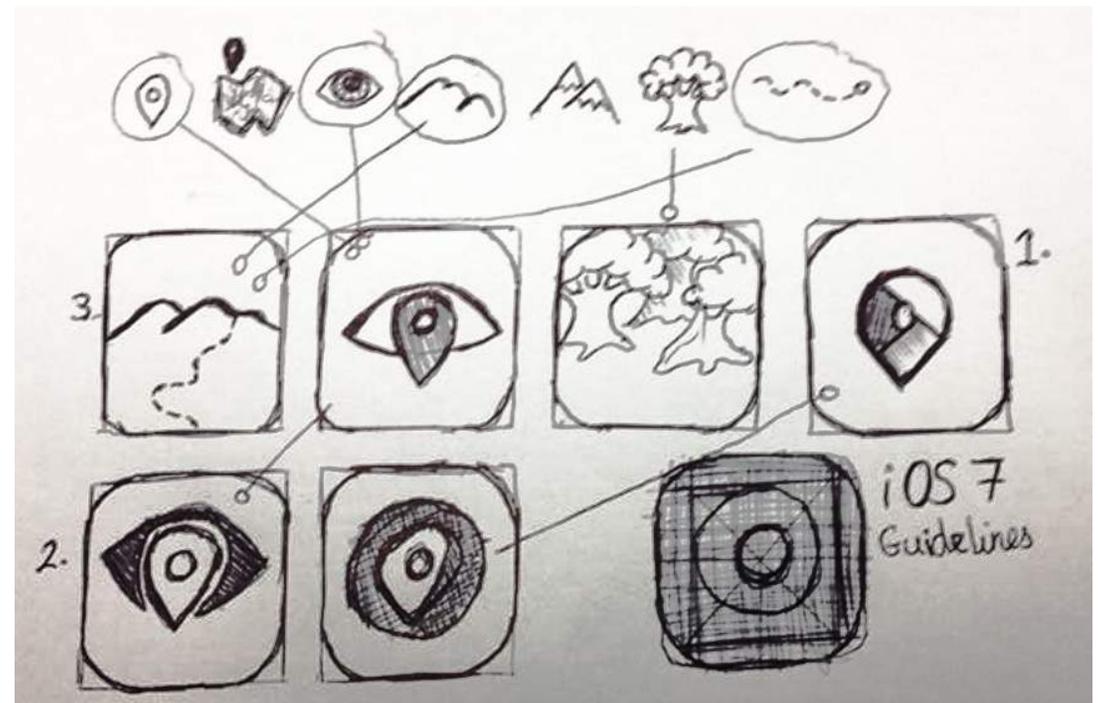
From iOS 7+, app icons have been using the shape of a super ellipse. Since Apple did not release an official template of the shape, I will have to use one of the unofficial templates that are provided from many websites. The images show the differences between the templates and the guides I will be working from when creating my icon.

The images displayed beneath show the grid system advised by Apple when creating the icon. The image to the right shows an example of how the grid is used, centralising the image to fit in with the basic rings and lines of the grid. It's not perfectly with the lines but it's the basis to creating a sleek looking design. Another key thing to mention is a 1px grey border when creating the icon to make it subtly stand out on the iPhone device.



# Icon low fidelity designs

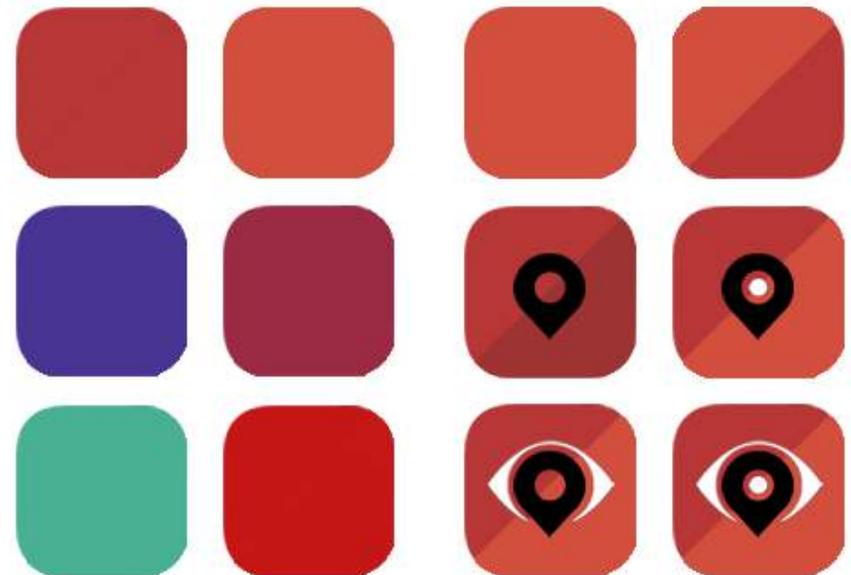
Establishing the sorts of images that are relevant to Off Track, I created simple icons that could be implemented with one another to create a final design. The main icons that stuck out to me were the navigational location icon and the Eye. These symbols represent the aspect of a journey and being able to see these places for yourself. Figure 1. and Figure 2. (displayed on the image) had the most potential in moving forward with my icon designs. Figure 3 shows a hillside with a track way, this is an acceptable design for the app itself but didn't fit into the style of the guidelines.



# Icon development

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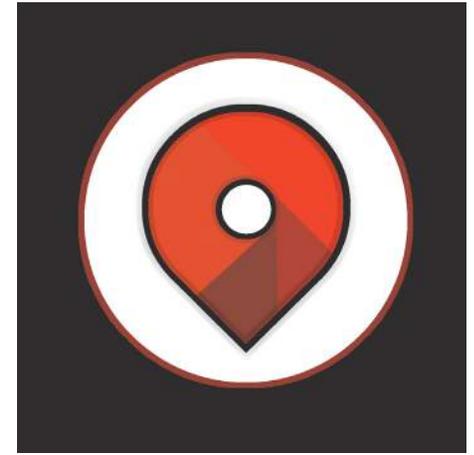
After creating draft designs I experimented with colours and potential patterned shapes within the icon to add various depth. The colour scheme follows on from the font design however I didn't want to rule out other potential colours that would work well with it. The bottom images show progression in one of my draft designs to show how a flat image would appear over the colours.



# Icon development

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Developing logo ideas based around the iOS guides. I used the location icon with the themed colour scheme of Off Track. The circular border draws the eye central to the icon making the icon the focal point of the logo. The background integration of colour throughout the design adds some depth and continues through the negative space surrounding the icon.



# Final Design

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Based on feedback and various altercations with the colours and layout the most popular design was the one shown below. Numerous people stated that the top right segment of colour needed to be more vibrant as it was too similar to the colours surrounding it. To resolve this I enhanced the colour without taking away from the colour scheme.



# Draft Wireframe

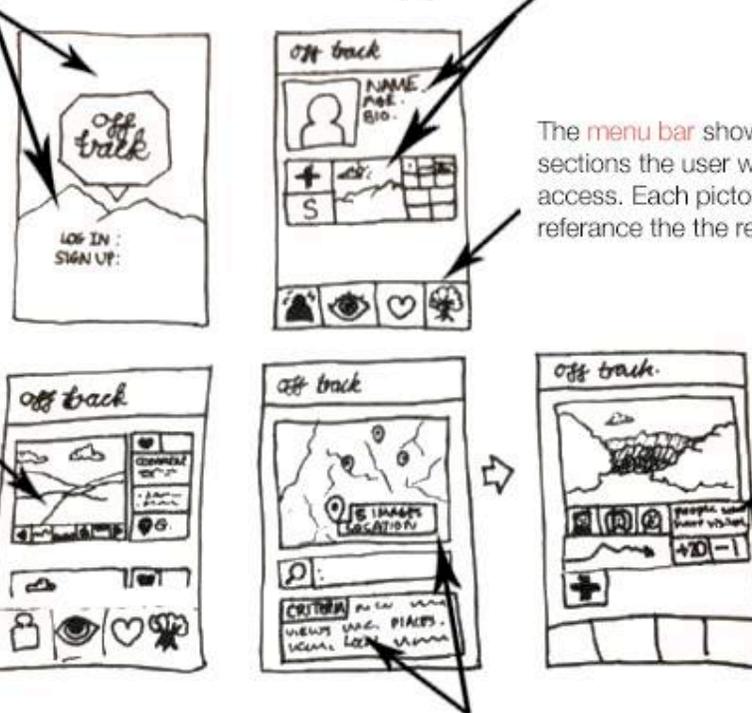
The homepage will include a welcome screen with a **login/signup** section along with the logo and a simple **background** design.

The personal profile, this will include name age and a short bio section which they can personalise. There will be pictures the user has uploaded, the locations they have visited and any challenges set and completed. It will show the amount of uploads and followers they have.

The **viewing section** will display the images of the locations visited by other users and will include a **bio** and **location** page for them the access with recommendations and any extra information. It could also **track the users journey** so you are able to follow their journey yourself

The **menu bar** shows the different sections the user will be able to access. Each pictogram has a reference to the relevant page.

The location will show image of the place, the route required past people have taken and **information** that any potential **visitors** should be aware of. There will be an icon to say if there has been a **geocaching** message to find on arrival.



The **location page**, this provides the users the option to search for locations near there area and it will highlight suggested routes for them. This will require location services to be **switched on** but can be altered if the user wants it to remain private. It will also provide **reviews** and **descriptions** of the location.

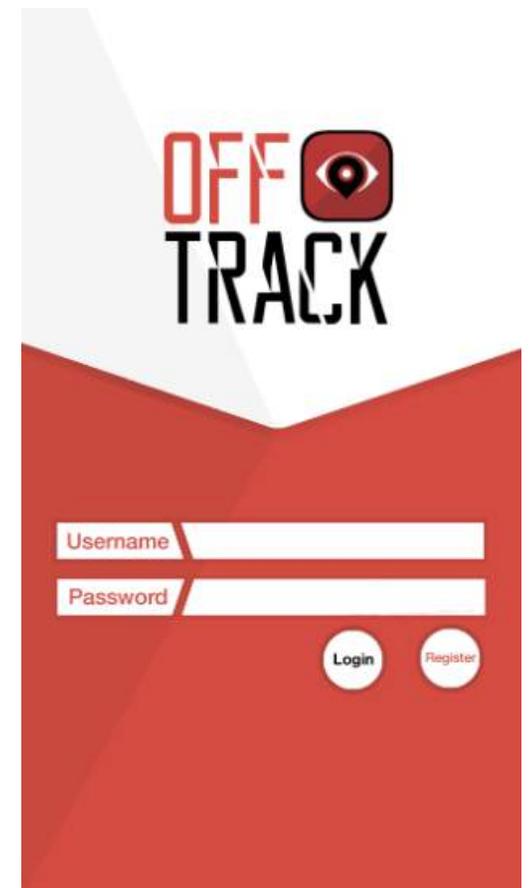
# Adding Depth

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Despite looking into the aesthetics of Flat style app designs I believe subtle hints of depth are extremely effective in creating a sleek looking design. Including this in my app will enhance certain areas of the app. I need to create this effect without steering away from the flat style app.

The images display how I managed to add depth in certain areas of the app. The profile image has the standard black border but is surrounded by a subtler colour that adds the 3D effect giving the impression that the image is slightly further within or stuck out of the app.

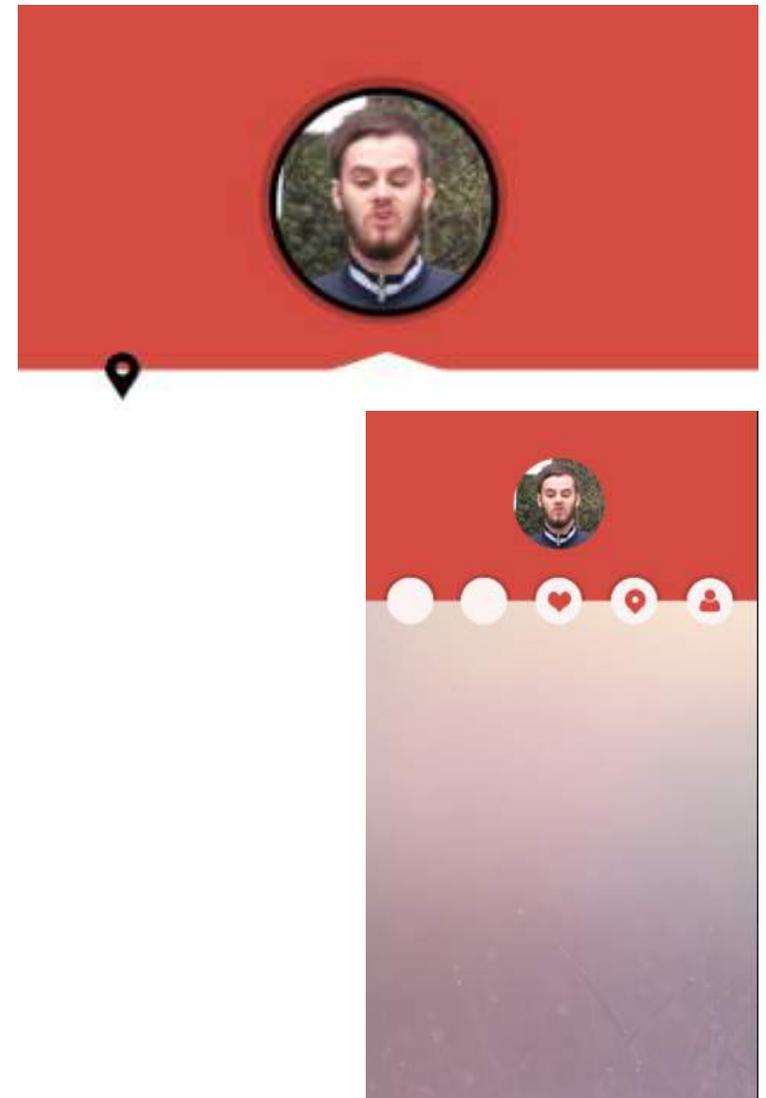
The lower image shows how use of subtle colour changes in areas adds small 3D aspects. The white section holding and old logo idea appears to be coming over the lower section being slightly overlapping. This effect along with the outlined buttons was an effective way of adding depth to the designs without detracting too much away from the design.



# Usability features

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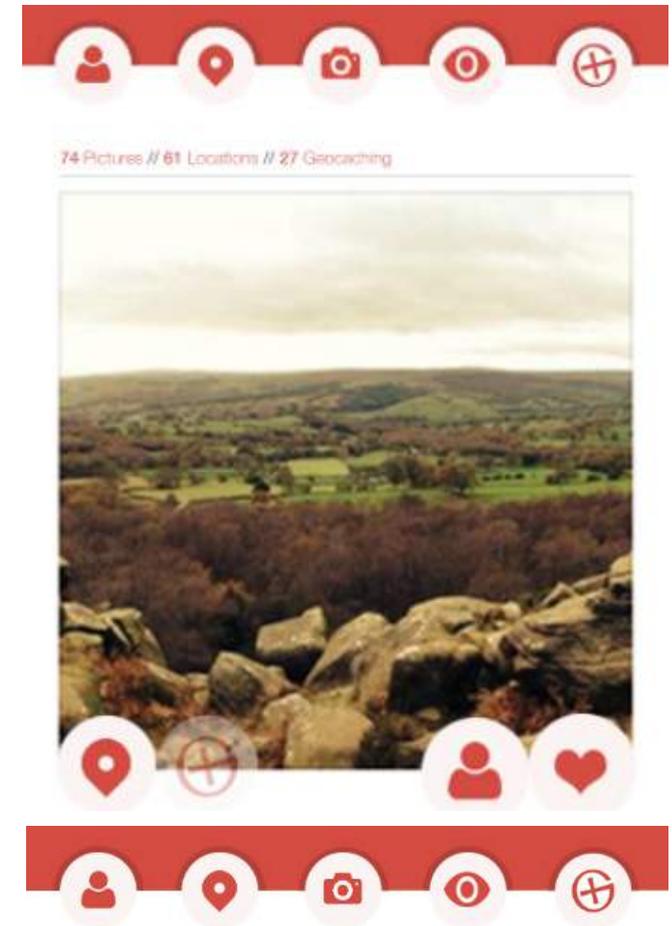
In the development of the apps usability I experimented with the locations of the images and the navigational bar. Using the image created at the bottom I used the app on two iPhone devices, the iPhone 5 and iPhone 6 plus. The findings showed that the buttons were hard to use to navigate with the 6 plus device being relatively high compared to the hand positioning when holding the phone. This is crucial as the users will be using the device on the move and may not be able to use both hands whilst navigating through pathways.



# Usability features

Based on the experimentations with app navigation I used a top and bottom menu and used simple prototyping software 'Flinto' to add the device onto the iPhone devices. The tool allowed me to press buttons to simply navigate through screens. I observed 7 people to see which buttons they would go to first. Despite it being a simple experimentation of usability it seemed it was more comfortable for the users to focus on the bottom bar.

Adding buttons over the actual image itself was a way to see whether they would be effective. This worked by tapping once on the image and the buttons would appear and the user would then navigate accordingly. The usability of this seemed to work in practice, however when receiving feedback a lot of comments where that it felt cluttered.



# Location wireframe

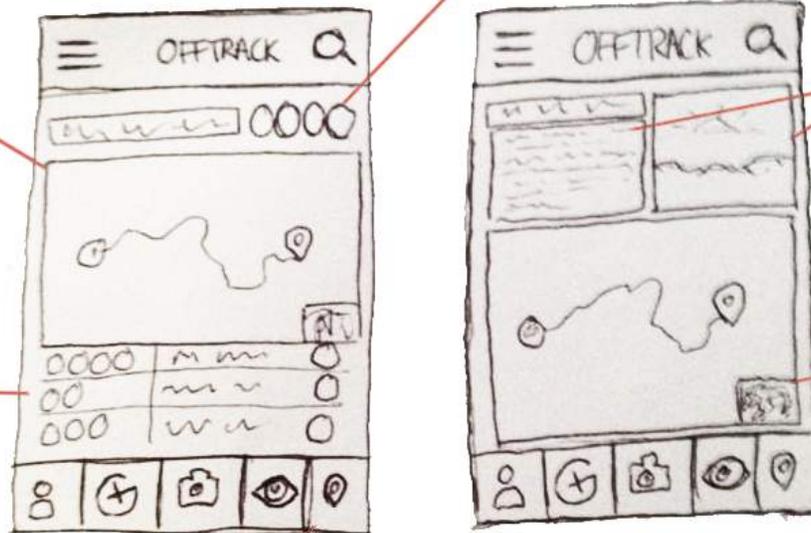
The key feature of the location service will be being able to view the 'Trails' that people have taken. The image will have navigational features and you will be able to zoom and save trails.

The selected buttons will allow the user to save the route, invite friends, begin/cancel the route and add to favourites.

Once the user selects the image of choice there will be a title and description of the location along.

The section will give trail route options with various degrees of difficulty or GeoCaching features.

The button displayed will allow the user to swap between Satellite or Map view. They can also begin the route which will take them to Google Maps.

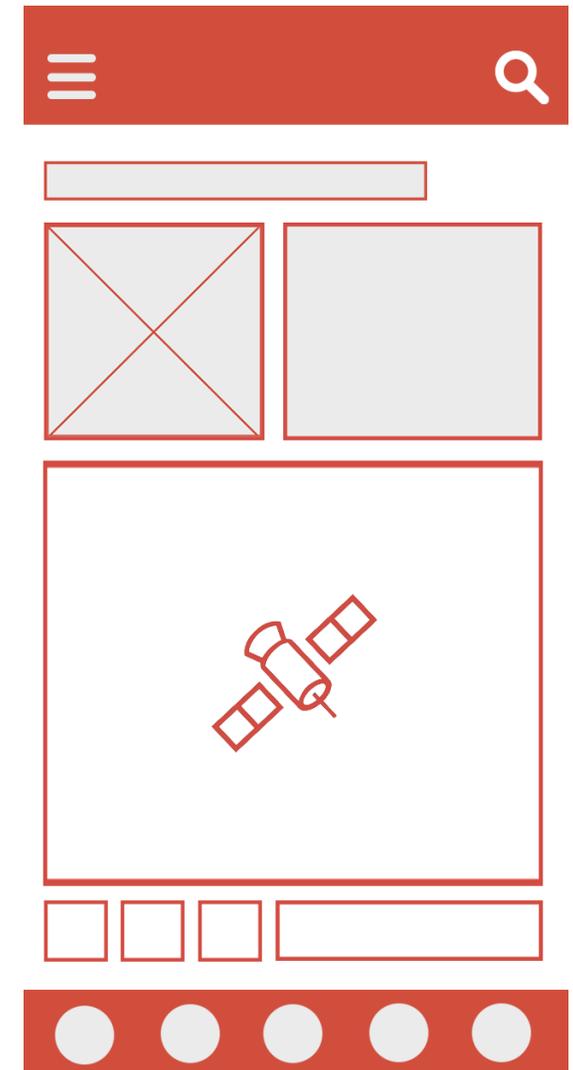


Due to the importance of the locations with Off Track the app will now have a full Navigation tab with all relevant locations.

# Location wireframe

As the location section is crucial for users to be able to visit the locations the users must be able to see the location, read important relevant information and see navigational tools (GPS), The wireframe shows the GPS section along with imagery and sections for the information.

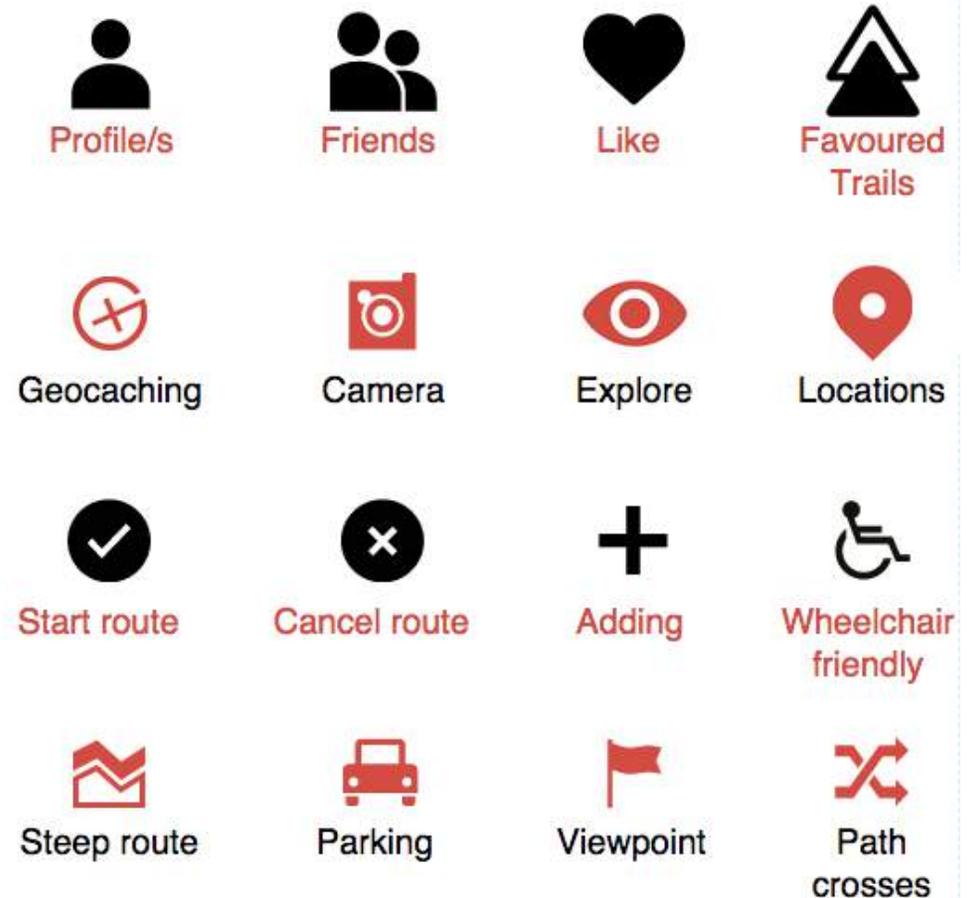
The GPS map will support linking to Google maps and include satellite navigation and ordinary map view. The buttons below relate to adding friends, adding to favourites and exploring more locations.



# Usability icons

For the apps functionality I will be including buttons with vectored icons. These icons will be key to creating easy usability for the user. The icons that I use will not only reflect Off Tracks aesthetics but also fit in with the theme of the outdoors with icons which may not be familiar to users of the app.

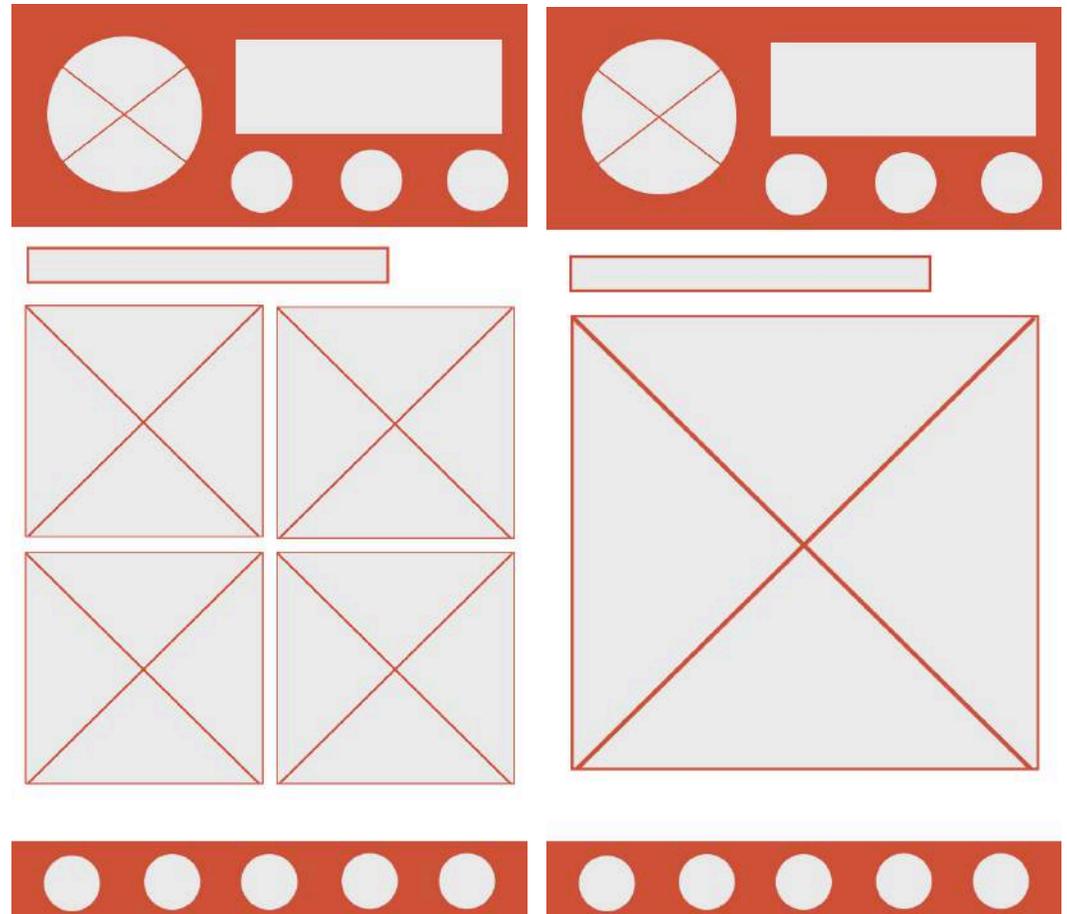
The icons I have used are displayed here with most of them being self-explanatory, for example the camera function shows a vector image of a camera. An example of an icon which isn't as common which could throw the user is the 'favourite trails icon' which allows the user to add the trails to a list of favourites which could be used to revisit a certain trail or added to show other people that this is a trail they have been on.



# Profile Wireframe

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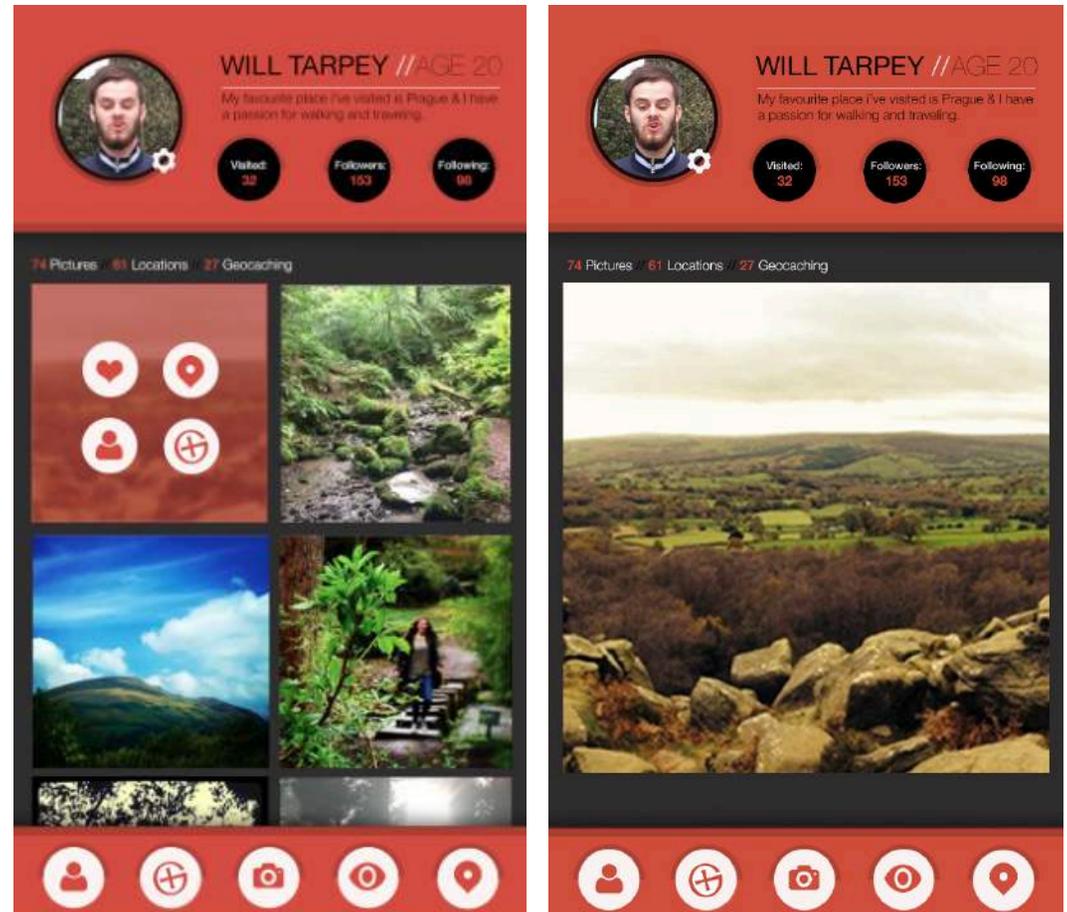
The restructured wireframe is based on the adaptations from the usability aspect of navigation and buttons. The top section shows where the image will sit, the large circle, along with the description and social buttons. The images in the center will show the uploads from that user which can be expanded by selecting the image.



# High fidelity Profile Wireframe

With use of Photoshop and Illustrator I created High fidelity mock ups of how the final app design will appear. There are a few factors that may change slightly depending on the outcome on a iPhone device. I showed this with the images shown. The colour schemes vary slightly to dull down the app and enhance the images and navigational buttons. The image size and buttons may also increase or decrease in size depending on efficiency of usability.

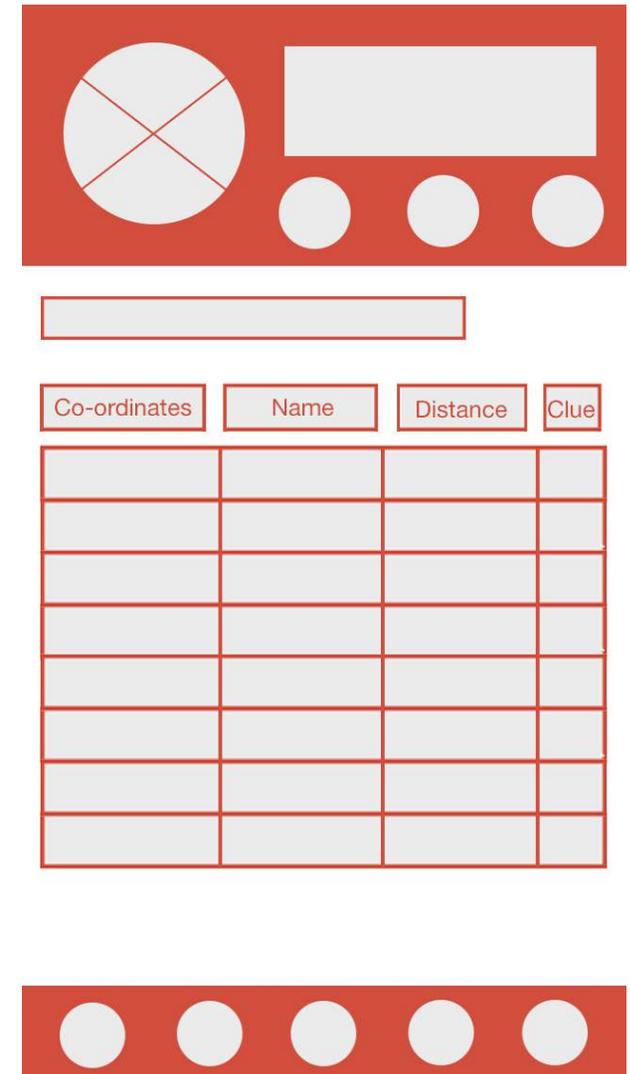
The background changed to the Grey included in my varied colour scheme as the white is too striking and when showed to different users the felt that it clashed with the primary orange used.



# Geocaching Wireframe

The first screen that will be displayed when accessing the Geocaching Zone will be the one displayed here. In order to create a simple and easy page that displays the routes to the user I have created a grid system with 4 main criteria. The location co-ordinates will be listed on the left next to the name or 'nickname' created by the users who found them. The distance away from the user from where they are accessing the app and finally whether or not the location comes with a clue.

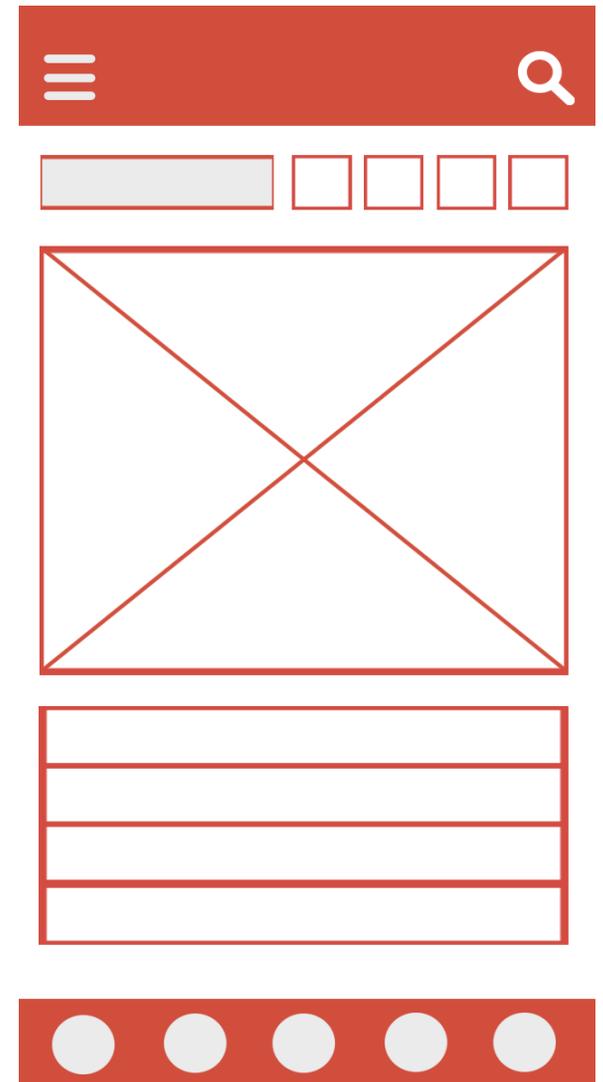
The purpose for adding nicknames and clues for the Geocaching location is in order to create a personal feel. It will encourage people to not only go and visit these locations but for the users to be more inclined to create routes and clues for others to go on. The users who create the clues will also be able to receive feedback from other users creating a social bonding to bring users closer together.



# Geocaching Wireframe

Once the user has selected a cache that appeals to them they will be directed to the second Geocaching screen that includes the map feature with the location highlighted. They then have the choice of making the journey easier by showing any previous routes from other users and relevant clues to the location. The user can also record their route and upload it once they've reached the cache.

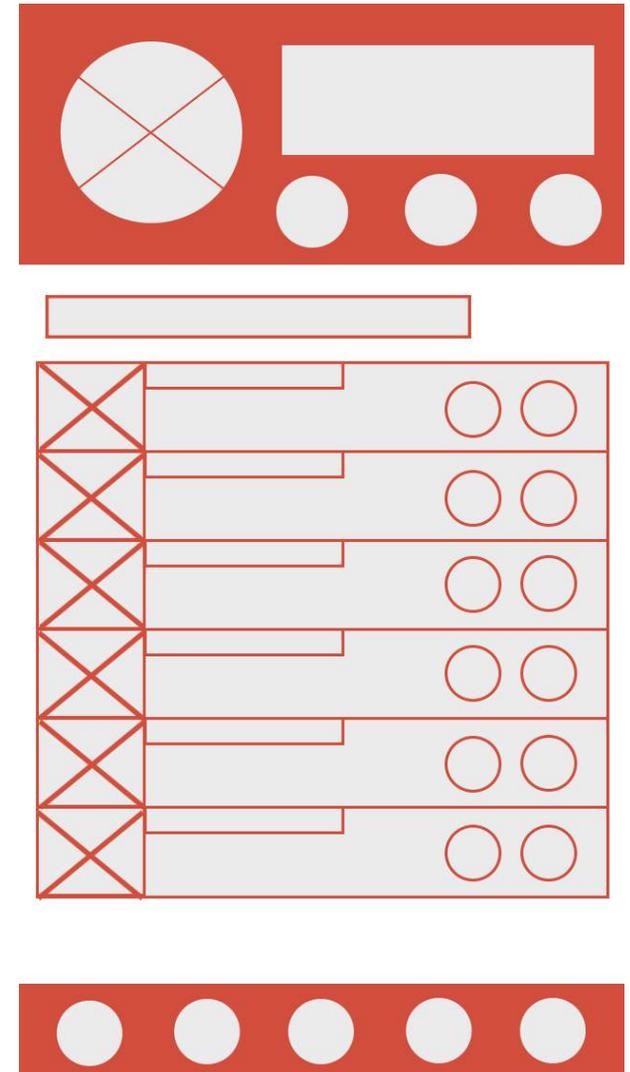
The top menu is the same as the 'Location Page', this includes inviting other users, adding to favourites, location preferences and starting/canceling the route. The page needs to be simple for the user to use and uncluttered. The map preferences will be linked to Google maps where they can navigate that way or use the zooming, map and scroll features provided on OffTrack.



# Messenger Wireframe

Establishing an effective way of including the social aspect to the navigation and exploring aspect of the app | the messenger will be an important feature. The page is accessible from most pages on the application as it encourages users to share photography, routes and journey together.

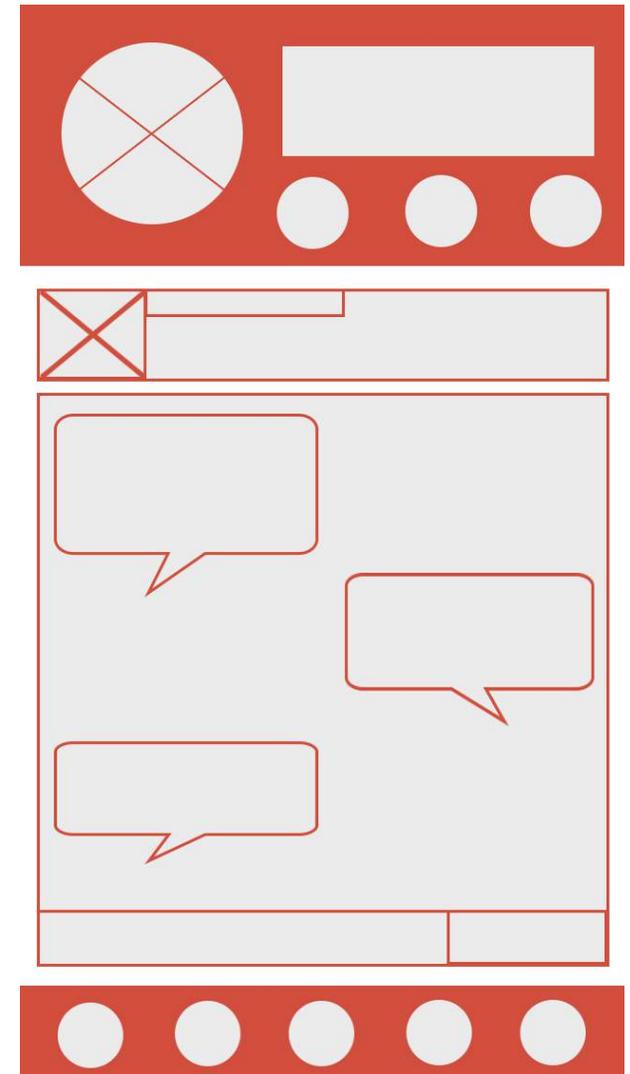
The app will have a friends list that personal to the user. Users can add friends to locations, send messages, add favourite friends and share favourites with one and other.



# Messenger Wireframe

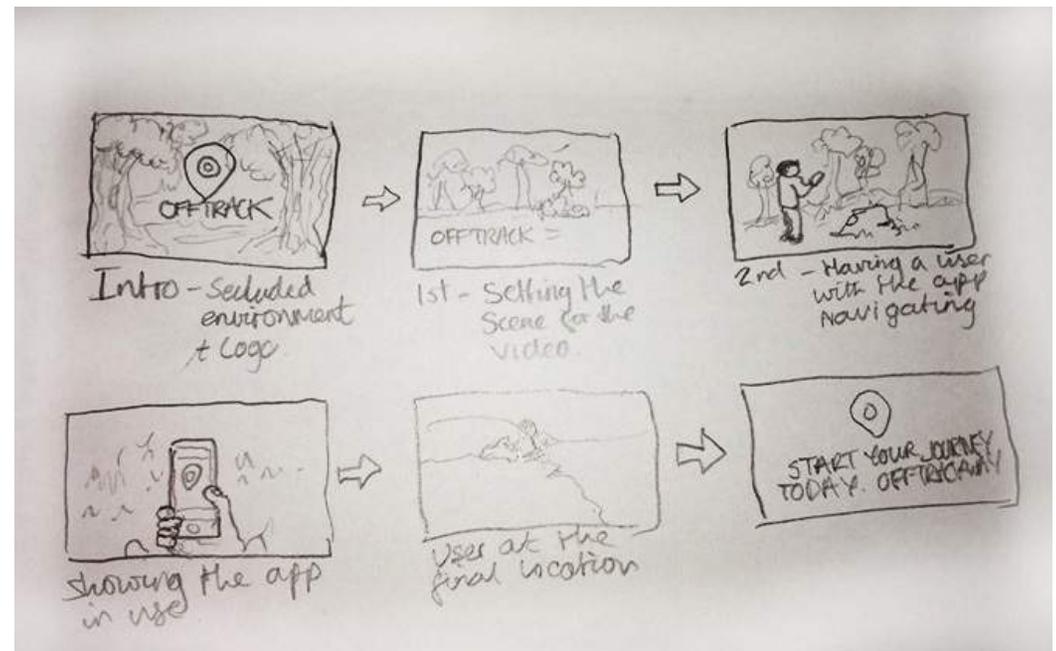
Users can use the messenger feature purely to send messages to one and other and use group chat features provided. The main purpose for the messenger however is to encourage people to explore and discover places together which they may not have found without OffTrack.

The messenger has simple texting style appeal with a 'qwerty' keyboard and attachments through the typing section. The colour scheme matches up with the theme of OffTrack.



# Scenario storyboard

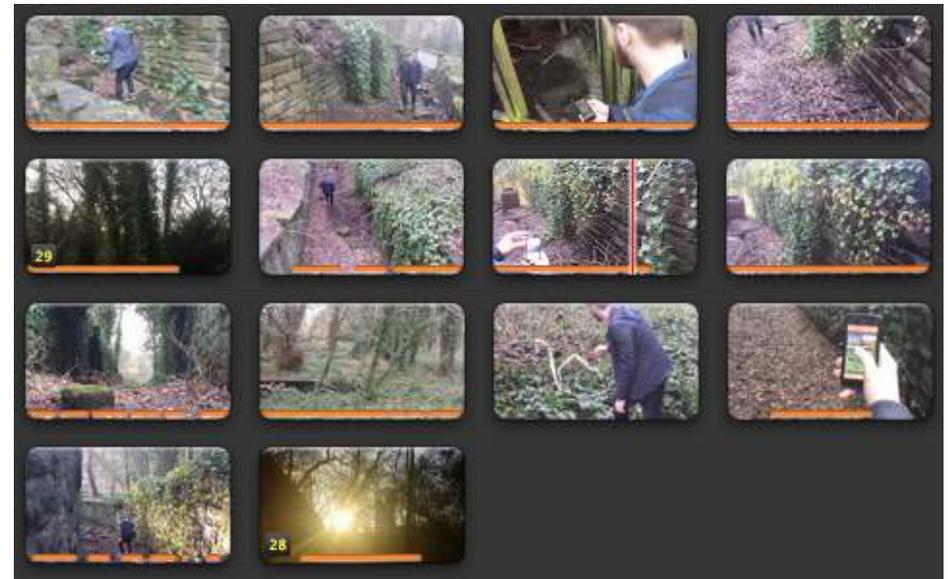
Before recording the scenario video I created a short storyboard with a basic plot that I would want to go in the video. As the location of the footage was unknown at the time it was hard to establish areas and places in which the user would be shown however the concept still applies to most situations.



# Scenario Video

Once that plans and storyboard was created to how the scenario video will appear. I explored locations that would suit the style of Route that would be uploaded as a located on OffTrack that you wouldn't find online.

After visiting a few places and gathering recommendations from local people I located a circled disused beck that travelled up into unused woodland area. With the help from a friend I was able to shoot various scenes with the app. They show the app guiding a route for the user to navigate through with suggested routes. The area shows unique qualities that OffTracks locations will focus upon.

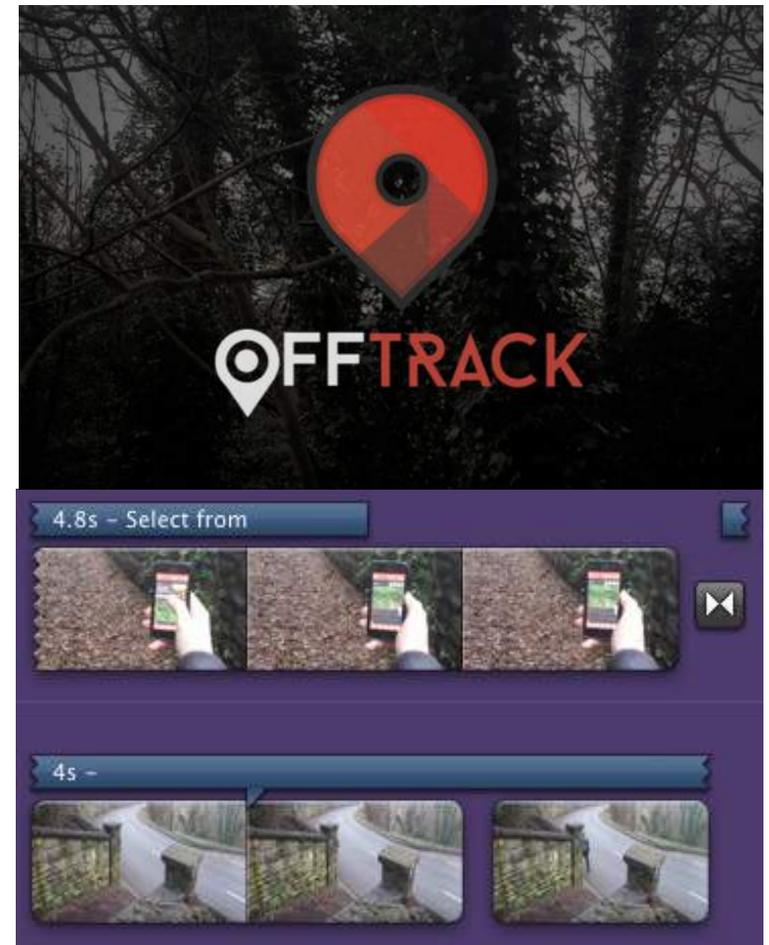


# Scenario Video

In order to create the scenario video I used Adobe After Effects to create the simple introduction and outro that shows a layered OffTrack logo and text over the edited backdrop of the location I visited when filming. The reason for editing these scenes on After Effects is that it allows a lot more flexibility in creating layered image on video whilst adding effects.

After the intro and outro was created I exported them from After Effects and imported them into iMovie to create the rest of the video. As I won't be required to put multiple overlays and effects to the rest of the video (as the imagery needs to portray the scenario) iMovie is an effective way to edit the video. The image shows the way the footage will be used with text overlays, transitions and audio background.

The audio track I have used is named 'Love is like music' by an unknown artist but was free to download from numerous links so I didn't need to require permission.



# Informative Video

To achieve the informative video that will provide a walkthrough of the values and OffTrack; I created an animated mockup video using Proto.io preview feature and recording all-important features of OffTrack. The annotations that appear along side the app at relevant times are there for people to read as the features of the app are being shown.

In order to not withdrawn attention away from the app itself I used background music overlaid with a voiceover of the annotations so the user can focus fully on the application with the option to read still being there.

The audio track I have used is named 'Paradise Islands' by Islas Baleares'. I have tried to contact Islas twice over YouTube and email however still waiting a response. I stated that the video would only be used for this video and non-profit.

Pictures, locations & Caches are displayed here. Users can keep their routes Public, or enable Privacy mode.

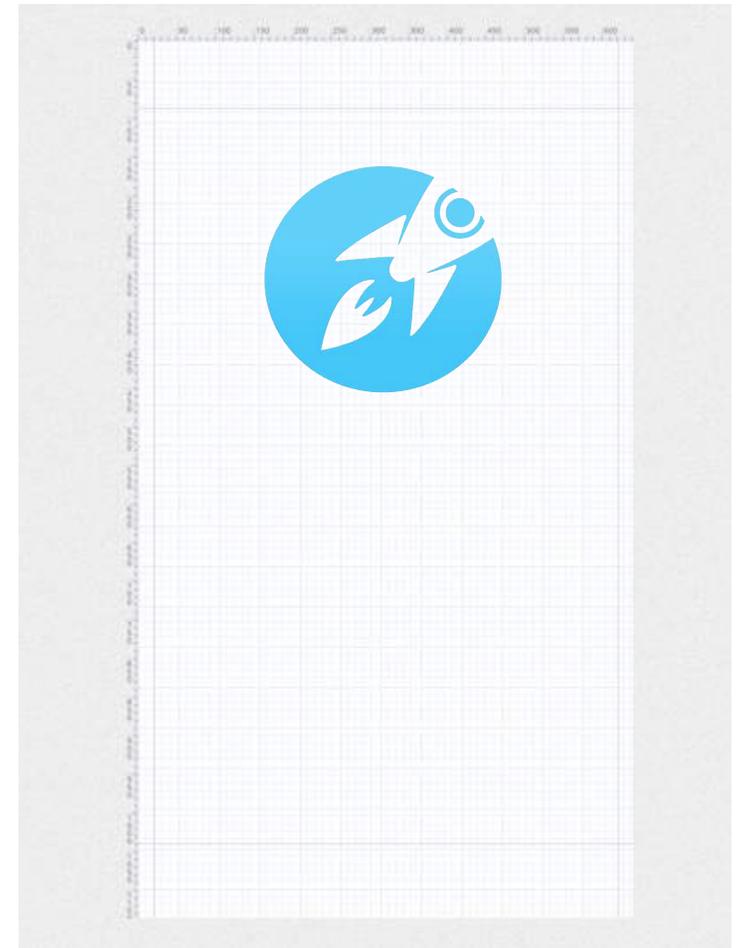


# Proto.io

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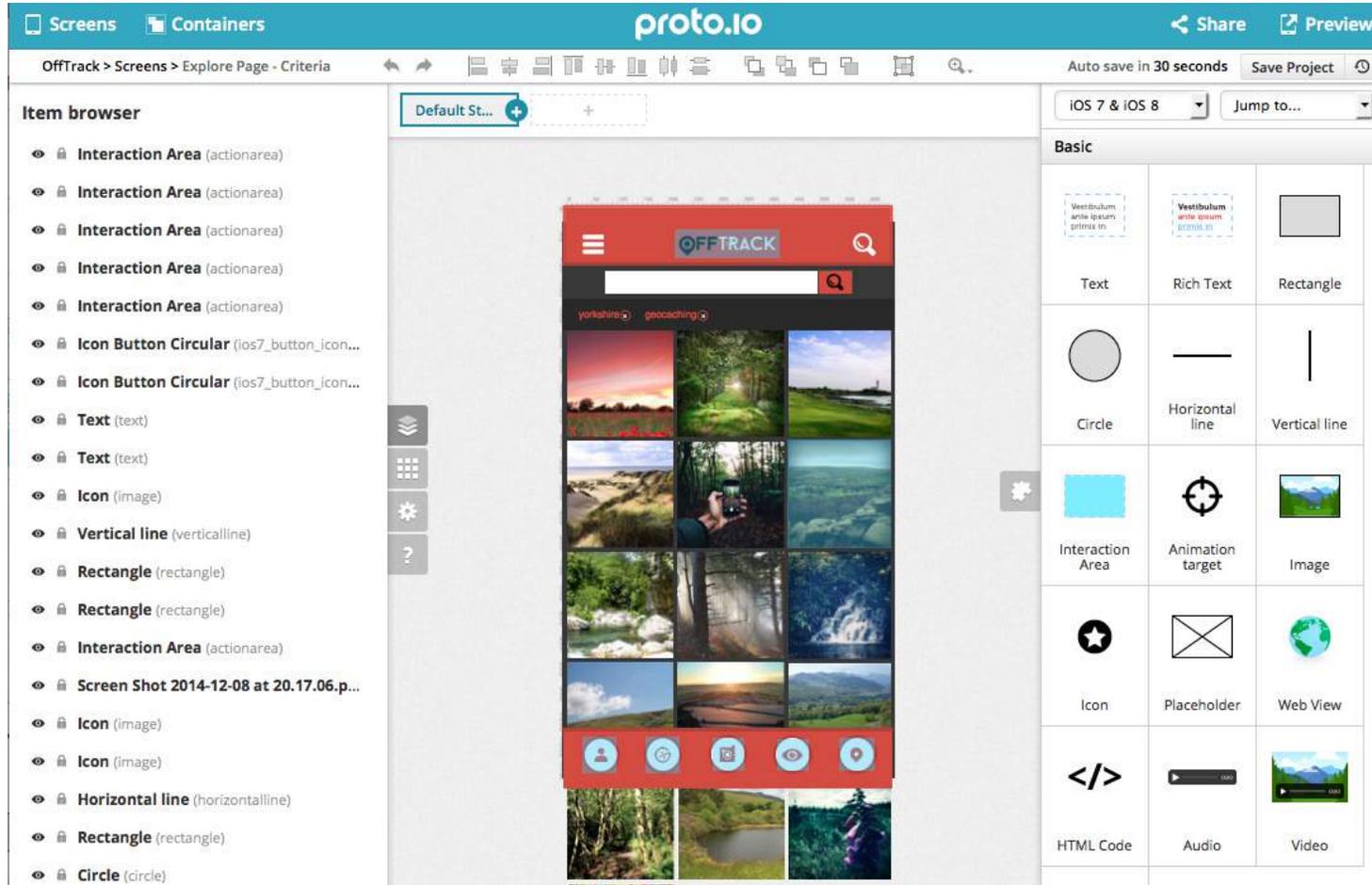
Proto.io is a prototyping tool that allows users to create realistic working prototypes. These prototypes allow the user to use extensive amounts of features such as buttons, transitions, effects, animation; scrolling and realistic iOS style usability. This is a powerful way of creating a mock up of how the real app will appear.

In order to create the app to appear to fit to the designs the creation of the mock up will be re-created via proto.io using the Photoshop/Illustrator designs as the design influence. Proto.io offers a variety of design tools such as shapes, images and pre integrated button shapes and menu options. Each page will consist of numerous layers that overlap to create a final design image.



# Prototyping via Proto.io

Creating the app prototype required numerous layers containing each segment of the App structured so it appeared to be working as it would on a device. Various sections were required in order to create Offtrack, for example, interactive areas which allow users to activate and navigate using interactions such as tapping or swiping. The example below shows the interactive boxes over the selected areas required for usability of interactive for OffTrack. The overlapping images displays a 'Container', this allows users to create areas with moving features such as scrolling and zooming based on re-sizing and margins. Each page had a minimum of 30 layers to create the aesthetics required to suit the app and 19 pages will be made to achieve the outcome I require.





### Logo //

OffTrack welcomes the user with the Logo which moves by the iPhones inbuilt compass.

### User Details //

Existing users enter their username and password in the selected entry slots.

### Login //

Existing users may enter using the Login button or register below. If the user has forgotten any details they'll be asked 2 security questions to enter.



**Profile //**  
Personalisable by the user.

**Social //**  
Friends, likes, followers and favourite routes displayed publically or privately.

**Image & Route //**  
User uploaded locations & photos.

**Navigation Bar //**  
The buttons allow the user to navigate through the app to relevant sections..



### Tool Bar //

Search bar & menu button with home navigation.

### Location //

All relevant information & buttons for the location, with zoom/scroll features.

### Image & Route //

Image and route options with map/satellite button. (Linked with Google maps)

### Navigation Bar //

The buttons allow the user to navigate through the app to relevant sections..



**Tool Bar //**

Search bar & menu button with home navigation.

**Search Criteria //**

The user can select and input personalised criteria by adding or removing words from the hotbar.

**Public images & Routes //**

Image and route options shared by people for the user to view and visit. Scroll & Like features available.

**Navigation Bar //**

The buttons allow the user to navigate through the app to relevant sections..



### Tool Bar //

Search bar & menu button with home navigation.

### Message Feed //

Shows the users Friends, followers & messages/invitations.

### Chat Icons //

Star symbol indicates the users top friends. Add symbol is for route sharing and invitations. Envelope symbol is for direct messaging.

### Status Feed //

Shows when the user was last Active and/or whether they are currently Active.

### Navigation Bar //

The buttons allow the user to navigate through the app to relevant sections..



### Favourites //

This button navigates you to the favourites page on peoples profiles. It can be left public or made private.

### Route Information //

The route properties allows the user to see key attributes relating to the route and gives an insight into the location. The nearest geographical location is given to see where the location is, but also to see the favourite locations relative to the user who uploads the images.

### Travel //

The distance away from where the user is (Location services must be enabled). Image displayed of the location may be clicked to navigate to the relevant page.



### Tool Bar //

Search bar & menu button with home navigation.

### Photo Editing //

The options will be limited for editing images for a true representation of the locations.

### Image Capture //

Once the photo is taken, the image may be resized and moved. The user will then be able to input location options and description before uploading.

### Uploading //

When the user is happy with the image they can either upload publicly to their profile or share with friends and followers.

### Camera //

The camera button captures the photos for the user allowing them to upload and share.



### Favourites //

This allows the user to add their favourite caches. It can be left public or made private.

### Geocaching //

Each cache has different co-ordinates which update dependant on the users location. These will be user uploaded and can link to locations. Users who upload the location give the cache a nickname to go along side the co-ordinates.

### Extras //

The distance the cache is away from the user as well as whether or not the cache comes with clues.



## OffTrack - Informative video

<https://www.youtube.com/watch?v=mE6eX4HKNZA&feature=youtu.be>

## OffTrack - Scenario video

<https://www.youtube.com/watch?v=XvPZj86vu-U>