

Whimsy Walks: Specifications Document

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Introduction

Whimsy Walks is a platform that connects different users. It helps residents explore community art and nature walks, and at the same time helps project managers promote local art development. Our team designed the Whimsy Walks mobile app to serve the target audience in two ways: visitors and program managers.

The formative user research study was conducted simultaneously in two ways. Firstly during our formative user research I asked 32 participants about their walking patterns, areas of residence, and duration of general exercise on the current Whimsy Walks website. At the same time, I also set up a 1:1 interview with the curator of this project, trying to understand his needs, and from his perspective, to create a multi-faceted platform that tries to combine curators and visitors

The main findings tell us that the main motivation of target users for walking is to relax. Their main concern is location and safety, and the walks for most of them are about 35 minutes long. Most of the people are 35+ and have lived in the area for more than 5 years. Through researching and learning through the Whimsy Walks website, users also value clarity of information and ease of reading. Based on these user research insights, we propose a design concept for a mobile application with two main user-ends: visitor and planner. Four main design functions for visitors: discovery, navigation, gamified challenges, and exercise planning based on their own fitness. The planner's terminal mainly uses the calendar function, the function of receiving user feedback and the function of reviewing upcoming articles.

Feature discovery is used to browse Whimsy Walks attractions and learn about them based on user needs. Navigation is used for active navigation, optimal path planning. At the same time, it is used to challenge users to play.

User account personalization is used to personalize and set up and adjust each person's health status, and create personalized exercise planning for the user. At the same time, we also include all the general functions of the user profile such as privacy, display and faceID settings in the personalization. These functions also meet the needs of older people to understand art and safety while promoting a healthy lifestyle.

At the same time, playful features are also trying to increase user engagement, keep users in the product as much as possible, increase their usage scenarios and provide a way to encourage people to join the Whimsy Walks app community.

The design includes a user-friendly mobile app that provides a comprehensive map and health data tracking. This can be a one-stop app for users, and can help them maintain a

healthy lifestyle. This aligns with the project's goals and objectives. This can help to increase customer satisfaction and loyalty, and can get more users involved in this project. In addition, our design focuses on helping the project manager with their daily operation and maintenance, which can save time and reduce the need for additional resources. This can help to improve the effectiveness and efficiency of the organization's processes and systems, which can in turn reduce the need for additional resources. Our UX design can help the organization to achieve its goals and objectives in a more efficient and effective manner, and can provide value for both customers and the project.

UX Project Goals

In ideation phase, (of brainstorming), I decided to focus on administrators and visitors, to understand more about our users and the direction the admin wants to go in the future.

For admins, some of the key characteristics that we observed (based off of Gregory), was that they wanted an app and wanted to involve more people into the project.

Another characteristic is that they like to promote the health factors of walking and engaging in the culture of the neighborhood. Administrators need funds, marketing strategies, and an app that will customize a travelers' walk. Some of the customized features that the admin specifically mentioned was having filters for a map feature and a tracking system of their health progress. The admin values community engagement and staying connected with each other, interested in their neighborhood. He values the beauty of nature and the view, connecting it to cultural creativity and community. The admin wants to create a space of ongoing learning, appreciation, and wonder of the world.

For visitors or people exploring Ravenna, some of the key characteristics that we noticed was that most are people in their 20s and 30s and they'd like to learn more about Whimsy Walks as they see a possibility of using an app. They usually like going outside everyday when the weather is nice with some being dog walkers as well, finding a space to play with their dog. They need solid information about Whimsy Walks as well as a way to find new routes and places for playing with dogs or looking at the view. Visitors value the natural view the most during their walks but are concerned about location and safety of the artifacts and life that lives there, and find that having a natural view is something that they value the most.

Business value

Through the dynamic prototype, which can serve users and project managers in multiple dimensions. My design concept is to create a platform to link users and project managers. When everyone uses a product together, they can share information. User can take advantage of the convenience of communication between users of the platform, user can help project managers maintain and operate projects better, and at the same time improve the user experience of visitors.

What is currently implemented in the dynamic prototype is the damage report sent to the user's report, and there is an instant receiving function on the manager's terminal. When a user sends out a resume, the manager client can open the resume in the product. If there is a need for an interview, the manager can directly set the interview time in the calendar function. The time and message set by the manager will be timely Updates in real time on the user's terminal. This method can be extended to multiple fields. Our goal is to link more functions, break the barriers of communication and communication, and let the information be updated in different client terminals in time to serve more people.

Methodology

Charts - wireframes - branding & themes - architecture flow - inspirations - prototype

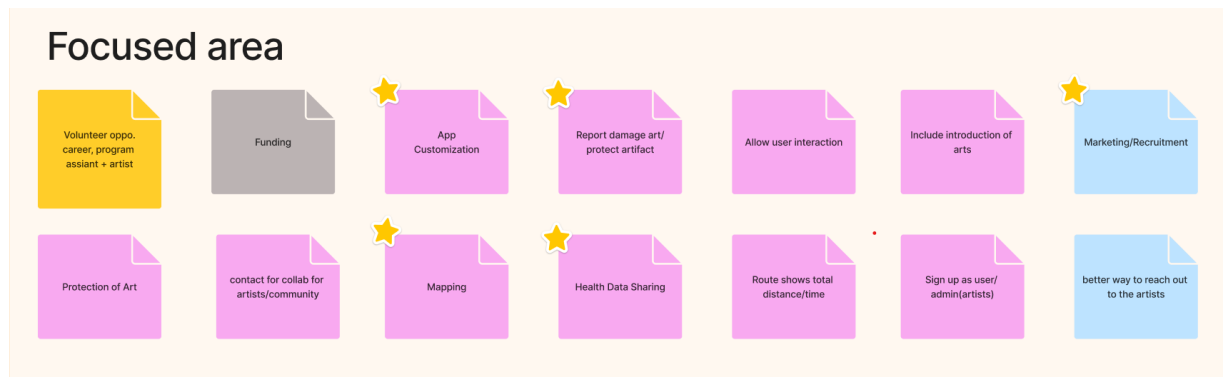
During the Formative research, I began interviewing our stakeholders and gathering information on what to include in the app. The first is about to created charts to organize information but then we started to connect information together, such as common goals between each of the stakeholders and topics that we would like to address.

The survey questions helped us see what explorers in Ravenna wanted and their usual walking routine. Along with general questions about their routes, we also wanted to ask how they chose their app, also informing them about Whimsy Walks and whether they would be willing to use an app focused for easier planning when walking. We also showed them nearby sites and asked whether they noticed the artifacts or their thought process when going there. From that, we noticed damaged art and wanted to find ways where we could market Whimsy Walks.

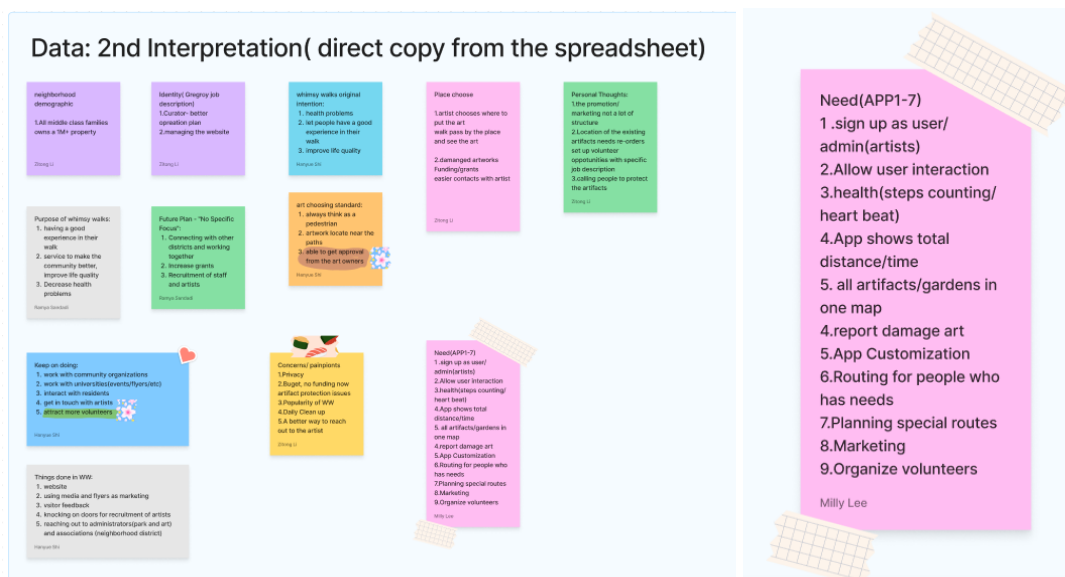
For the interview with Whimsy Walks administrator Gregory, we wanted to see his values as both an artist and an admin, his vision for the project, his process with recruitment, or his thoughts on what can be improved or added in the future.

I also sent questions to an artist, Carie Bodle, and wanted to know her perspective on how to protect art and her process of exhibiting her art to get a deeper understanding on how to support showcasing art pieces as well as protecting their art.

How we interpreting the data from the Formative research (interview survey)

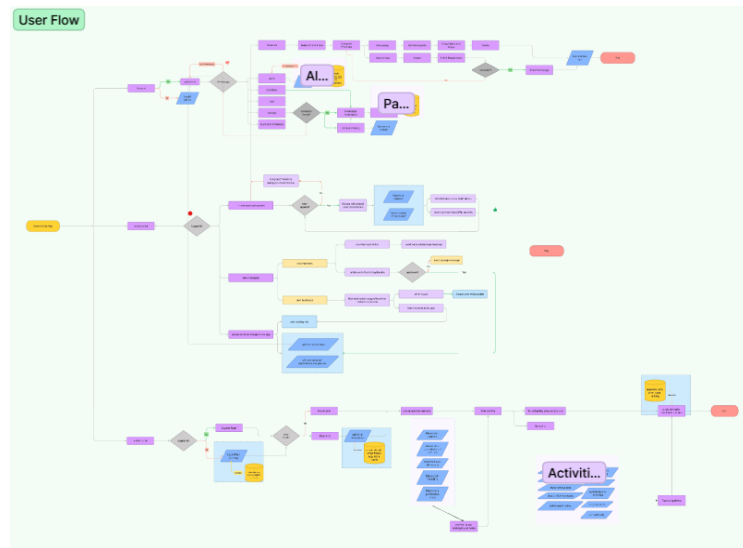


For the interview, I categorized the responses based on the interviewee's needs, purposes, concerns, any mentions of demographics, background information, or personal thoughts that the interviewee mentioned. After categorizing, I summarized each of the information that wrote down to have a direction in our design, turning the results from the survey and the interpretation of the interview and combining the data to make a second interpretation. By using Figma' white board to add similar categorized topics but including visitors as well. Then grouped up all the information to nine needs.

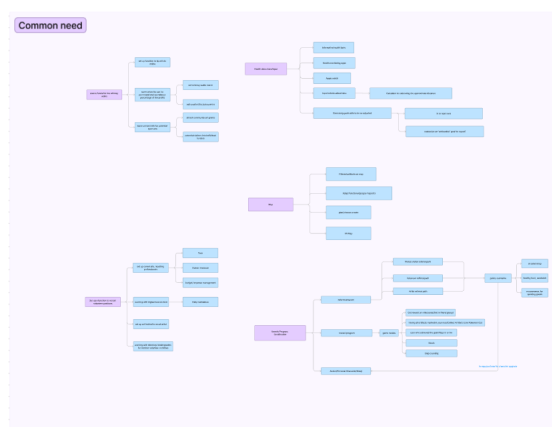


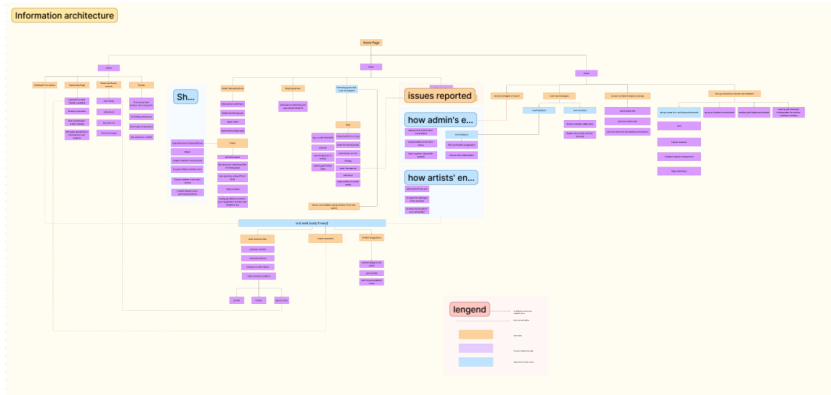
So in my finalized ideas, we decided to focus on customization, mapping, reporting, health data sharing, and marketing, but in the process I also wanted to include solutions to funding, and having a more social and gamified platform for users to feel more engaged with both the app and walking.

Then, I partook in a different section for creating flowcharts and diagrams by different deadlines, to find solutions to some of these concerns, such as user flows (where I see what solutions we can add for each of the topics), and task flows and architectural flows (that shows interactions that the users will have). Using trial and error of the diagrams I created as well as research and learning information on how to make the interactions a good flow and easy to use, we started with finding inspirational sites that showcased good design and implemented the techniques onto the prototype, using our own experience with past design work.



At the same time as working on flows, I also wanted to make the branding and color themes strong so that the users will be able to interact with each of the buttons and texts easily and quickly as well as to make an impact for the users. After got feedback from our peers when we were looking at each of the prototypes and we also used their feedback into our design features and functions.

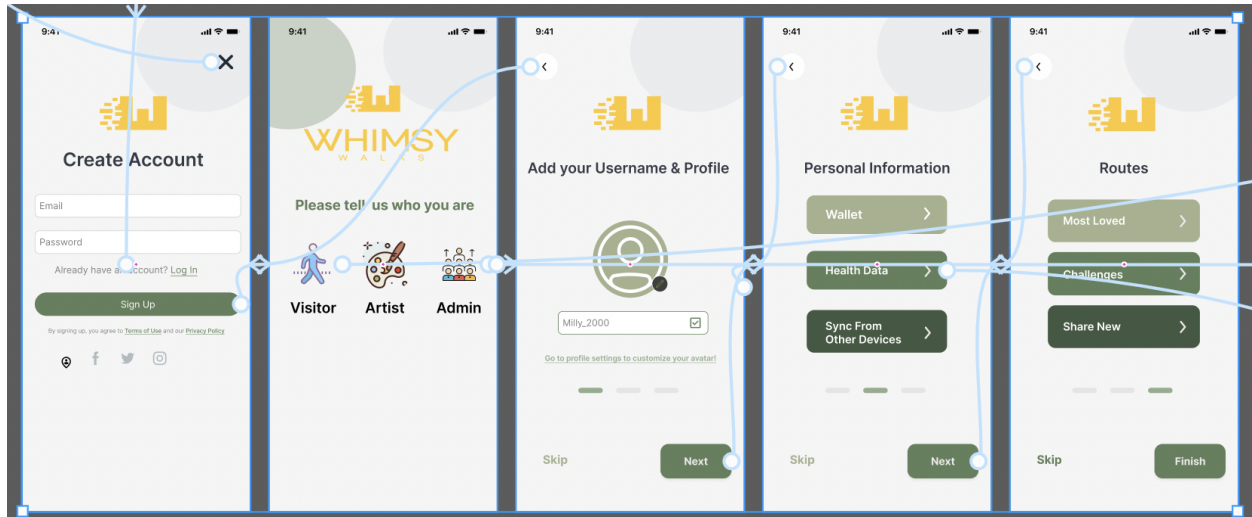




Design Walkthrough

Design Overview

Scenario 1 - Create an account to join the Whimsy Walks



The first scenario is in the start page of our whimsy walks app, as user is willing to use the app to join as a visitor, and consider whether to join whimsy walks as an artist later depending on her experience. As user first opened our app, here are three options on the start page. Users can either log in or sign up to get access to the full functionality of the Whimsy Walks app; or continue as guests but only some of the features are available. If users are happy with the app and want to use more features later, they can create an account at any time. For new users who have just created an account, they are asked to answer several brief multiple choice questions: first, they have to choose a role from visitor, artist, and admin; next, they have to enter username and add avatar; the next two pages of questions are all about refining the profile and users can choose to skip them and fill them out later, and that includes personal information(wallet info, health data and sync data from other devices) and routes(most loved, challenges or start new). After completing all these, our user reaches the main page of the visitor portal of her choice.

Scenario 2 - Sharing of the walk achievements



The second scenario is in the visitor portal, I am trying to make a “gamify “ for the users, to let user set up the competitions, either challenge with other users or set up some self improvement tasks , the purpose we are setting up this process is about to keep user spend more time of the product that we designed and trying to help them to get used to our product.

In this scenario, my user feels very proud and accomplished after checking the data of her walks for the last three years. The user can decide if they want to share the results to the family group chat through iMessage. According to our system, the 'workout split' feature in the data analysis and gamification system allows users to see daily, weekly, monthly, yearly, and all time records being analyzed by visualizing charts and data sets. The 'All' feature even covers four best records, which brings her a greater sense of accomplishment . As shown in the figure, after she viewed the data analysis of all time, she clicked on the share button in the top right corner. At this point, our whimsy walks app automatically generates a card, as shown in the second page, which displays the user's achievements among all time in this simple and aesthetic card. It will become an image once sent to other social media. She was pleased with the card and clicked continue button to proceed with sharing. At the bottom, an action menu was expanded with a list of social media to share to. She clicked on the imessage icon, jumped to the imessage app, selected the family group chatbox, sent and finished the entire sharing process.

Scenario 3 - project operation and management

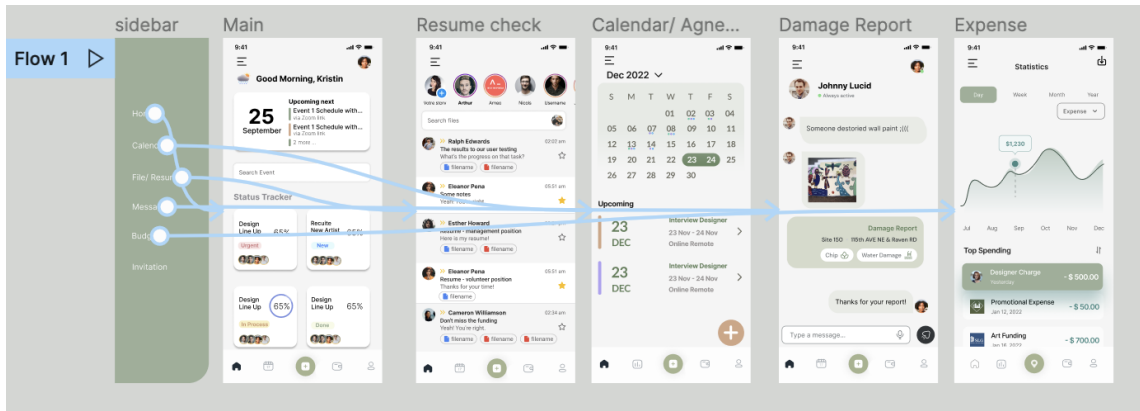
In the third scenario, I discard most of the interesting ideas from the perspective of the visitor's platform, and our design philosophy for the admin's terminal is efficient and convenient. Our goal is to help administrators and curators operate projects better and save time in cross-platform communication. Our design is set up from the perspective of office software. I also refer to the design concept of the visitor platform and the needs of managers, especially the requirements of managers for initial construction projects.

On the homepage, I set up the calendar function, search function, and project progress function, so that when users open the product, they can see whether each ongoing project is on schedule, and combine the calendar function and personnel invitation function to determine if the project can be completed on schedule.

The second is the file transfer function with two purposes. One is to transfer files internally between office workers to improve efficiency, second is to receive external files, such as the resume of an external person, as a manager can determine the interview time by checking the daily schedule based on the calendar function that has already been set.

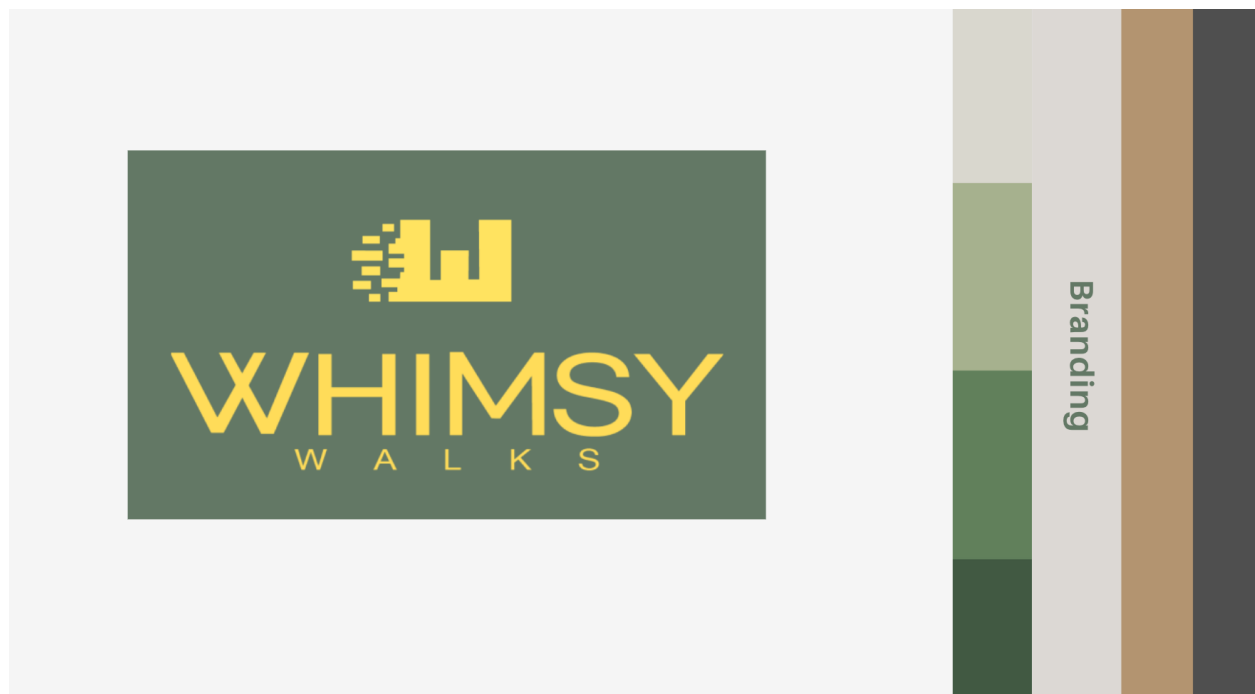
The third is that admin information needs to be linked with the user end. For example, when reporting artwork damage on the user end, we can receive such feedback in a timely manner on the manager interface. In the system, we have specially added a button for each Classify the user's reports, so that it is convenient for the manager to determine what the report looks like and the type of the report at the first time, so as to better arrange the right people to do the right thing.

Finally, there is the function of cost and expenditure, where managers can clearly know where and what each expenditure is for, while we also generate a dynamic image for managers to know where the biggest expenses are and where the biggest income comes from in each billing cycle. Meanwhile, this cost is also shared with other managers, so that everyone can determine and adjust the budget of each project and activity together.



Design Details

Describe at least 3 key screens with enough relevant details that a design team could continue with your designs and create new screens. These are annotated screens. Specify interactions, animation effects (if any), color, font, layout choices. Include error handling and other interaction details that support usability (think about design heuristics.) Describe any nooks and crannies that deter from the "happy path".



Due to the limit of time, my prototype of the whimsy walks app is still missing the artist portal from the three main portals, as well as a few minor features. Here are three key screens that we can think of as a reference for future design teams as they continue with our design.

Key screen1 - artist portal main page screen

In order to keep the unity of our app style, it's necessary to reference the main pages of visitor and admin when designing the main page of the artist. We wanted to use colors that gave a natural and artistic feel, such as green for nature, yellow for energy, and white for a clean look. We believe these colors will help fully immerse the user in the Whimsy Walks concept. The simplicity in functionality and appearance will make it easier for users to navigate and complete the tasks they need to do. The main font style can follow Inter as its font as it is very clear and easy to read when paired with our color

palette. In terms of content, the main page can design a section similar to a portfolio, where artists can freely design and display their own style and their works. Afterwards, artists can browse each other's information, works and personal signs, and all of those will be originally from this main page.

Key screen2 - artist portal income management screen

Since in our vision, artists can gain income through visitor's tipping, selling individual artworks and other ways, a wallet function is essential to have. In this screen, the designer may consider referring to and continuing the design of the expense page in the admin portal, especially learn from its interaction effects such as the ability to browse records, its layout, colors and fonts. We can also refer to the workout split function and record the revenue data by day, month, year, and all and have pie charts for data visualization. For the graphs, we can choose from our whimsy walks palette and apply colors on it. Here we also need to note the reasonable use of different colors on different charts. For example, the warm and cold colors can be used to indicate the trend of the data when it is good or bad, the shades can distinguish the earnings of different sources, or different colors to distinguish the earnings between different time periods, etc.

Key screen3 - switch portal screen

In this screen, it needs to be linked with existing functionality, so the style and design can heavily reference the current registration screen and current side bars to better match with each other. To take error handling as consideration, the designer needs to create a feature that allows the users to undo the error step or alert them to avoid mistakes before proceeding. This could be a pop up window, another screen or something else. Now that we have the logout button, we can add a switch portal button to accommodate users with multiple roles. To both of the needs, the simplest and most effective feature we can design is that after hitting on the action button, have a popup window that contains a prompt for the user to reconfirm whether they want to continue the action or not. This would keep users from accidentally touching the logout button and having to log in again using credentials. When the pop-up window appears, we can consider adding blur effects to the background to make the page look neat.

Recommendations

In the last section of your report, make actionable recommendations for your stakeholders. Share possible solutions or answers to your research questions. Make your suggestions clear and consider any future research studies and/or design explorations that you think would be helpful.

After we completed our final prototype, we had several next steps to take in order to prepare it for potential use. These steps include conducting further research or user testing to ensure that the functions are intuitive and effective, making any necessary revisions based on the feedback we receive, and finalizing all the details such as button connections and page layouts.

Step 1) Each member of our group has been assigned a specific part of the prototype. As a result, the connections between each button and the relevant pages in the prototype are sufficient for our presentation needs. In order to enhance the user experience, we can extend our prototype to be more interactive by connecting all the pages and buttons in our prototype. This will allow users to easily navigate and use the prototype, resulting in a more engaging and intuitive experience.

Step 2) In order to further understand the potential impact of gamification on the health benefits of walking, we could conduct additional research on the topic. This could include reviewing relevant literature, conducting surveys or experiments to gather data, and analyzing the results to identify trends and patterns. By conducting this research, we can gain a better understanding of how gamification can be used to motivate people to walk more and improve their overall health.

Step 3) A feature that we would like to improve from our current prototype is to have a tipping artist feature. It is a way to increase engagement and support among artists in the community. This would allow visitors to show their appreciation for the artists' work by providing a small financial incentive. We can create a more supportive and dynamic community for artists, and it could also attract more artists to join the community. In order to further support and engage the artists in our community, we could consider adding events and recognition for the artists. This could include hosting regular events or exhibitions where artists can showcase their work and interact with visitors of the community, as well as implementing a system for recognizing and highlighting the achievements of the most talented and active artists in the community. By providing these opportunities and incentives, we can create a more vibrant and

supportive environment for artists and help them to achieve greater success and recognition.

Step 4) Another area for improvement in the app is to provide more interactive and useful information for app users. In order to accomplish this, we can collaborate with hospitals and other healthcare providers. By working together, we can integrate the hospitals' health data systems with our app, allowing users to easily access and manage their health information through the app. This would provide a more comprehensive and convenient way for users to track and monitor their health, and it could also improve the accuracy and reliability of the information provided by the app. By collaborating with hospitals, we can create a more effective and valuable tool for users to manage their health.

Step 5) In addition, an area for improvement is to find a way to reach a wider audience and expand the impact of the Whimsy Walks project. We can consider implementing a marketing strategy that targets a broad range of districts. This could include utilizing a variety of marketing channels such as social media, email marketing, and targeted online advertising to reach potential users in different districts. We could also consider collaborating with organizations or businesses in these districts to help promote the project and increase its visibility. By implementing a comprehensive marketing strategy, we can expand the impact of this project and help more people benefit from its resources and services.

We believe that by making through these steps, we can take a big step forward in realizing the potential of the Whimsy Walks project.

Overall

Include screenshots of your prototype (and other images that help convey the scenario/design context). Label and caption your images (e.g. Figure 1: Home page for Whimsy Walk website) and describe the images within your text (refer to the images by their Figure numbers).

Easy access to our prototype:

[https://www.figma.com/file/FboFJMxaW8GLLb05ufiiqX/User-Persona-Template-\(Community\)?node-id=0%3A1&t=1gAJJebLcRgL4Bkj-0](https://www.figma.com/file/FboFJMxaW8GLLb05ufiiqX/User-Persona-Template-(Community)?node-id=0%3A1&t=1gAJJebLcRgL4Bkj-0)

Figure0: Overview prototype

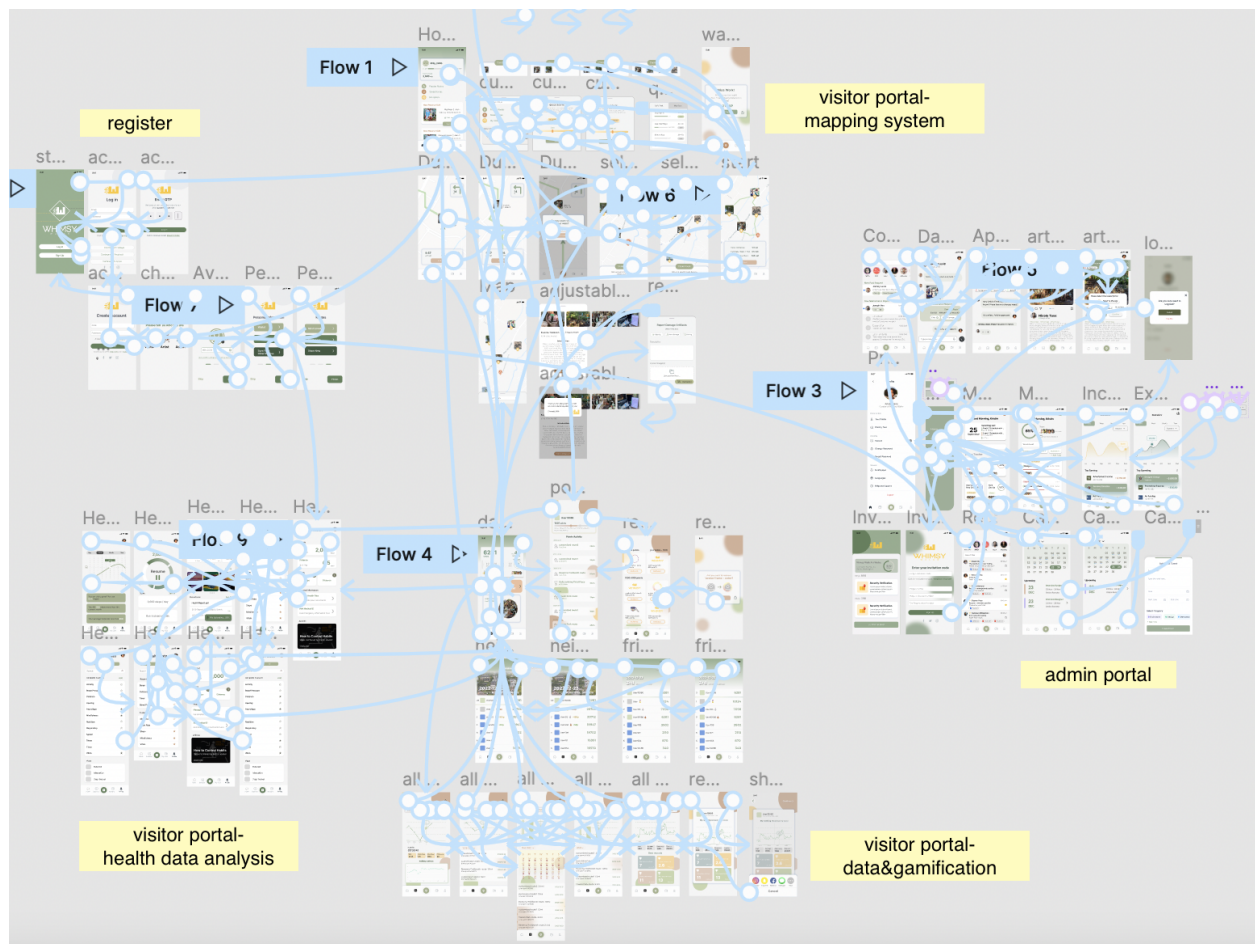


Figure1: Homepage for whimsy walks users when not logged in to any account

The user can either log in /sign up or continue as a guest to get access to our whimsy walks app. The figures in the first row show the login screens, while the second row shows the sign up screens for new users.

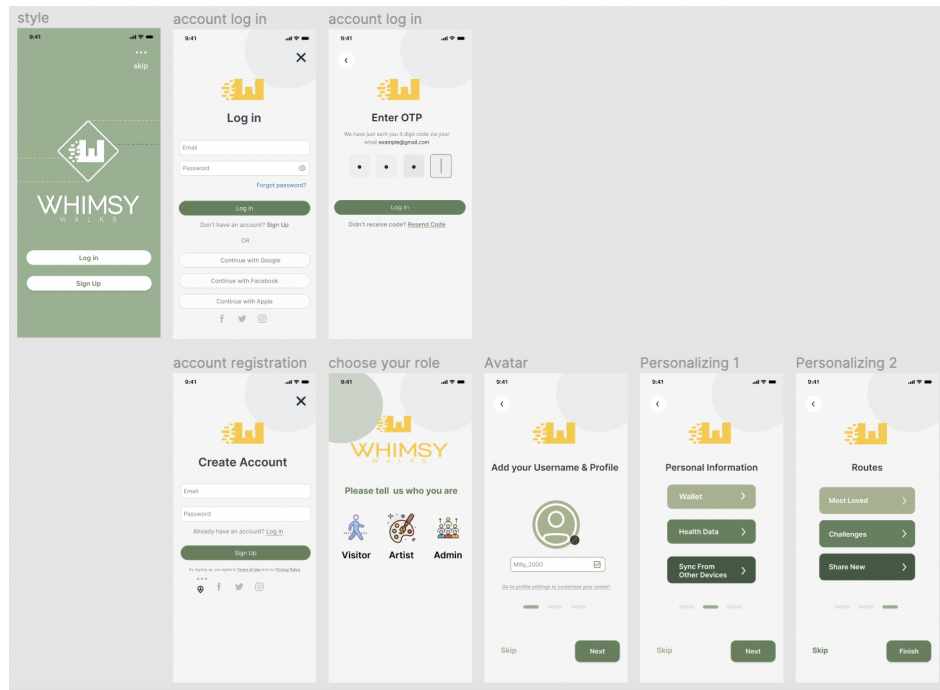


Figure2: Homepage for visitor portal, followed by data home page and mapping home page. The bottom navigation bar allows people to switch between these screens.

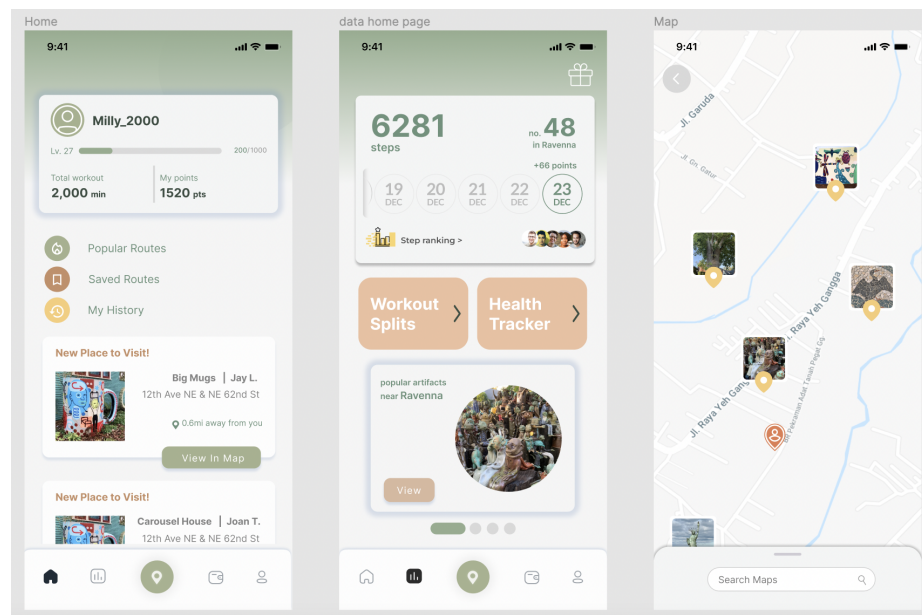


Figure3: Functions in the mapping system

To begin a walk, the user needs to select a route first. In the first row, you can see options including 'popular routes', 'saved routes', 'my history'; or the user can generate special routes by selecting artifacts he/she wants to pass by during the walk, and start a quick route by deciding on distance/calories. While deciding on routes, the user can always check walking tasks through 'quest'.

The second row shows all the detailed processes of generating routes.

As users are taking a walk, they can learn more details by clicking on the artifact on the map, shown in the third row. And of course, if they find art damage, they can always report it by clicking on the report button - it will lead them to fill out the form in the last screen.

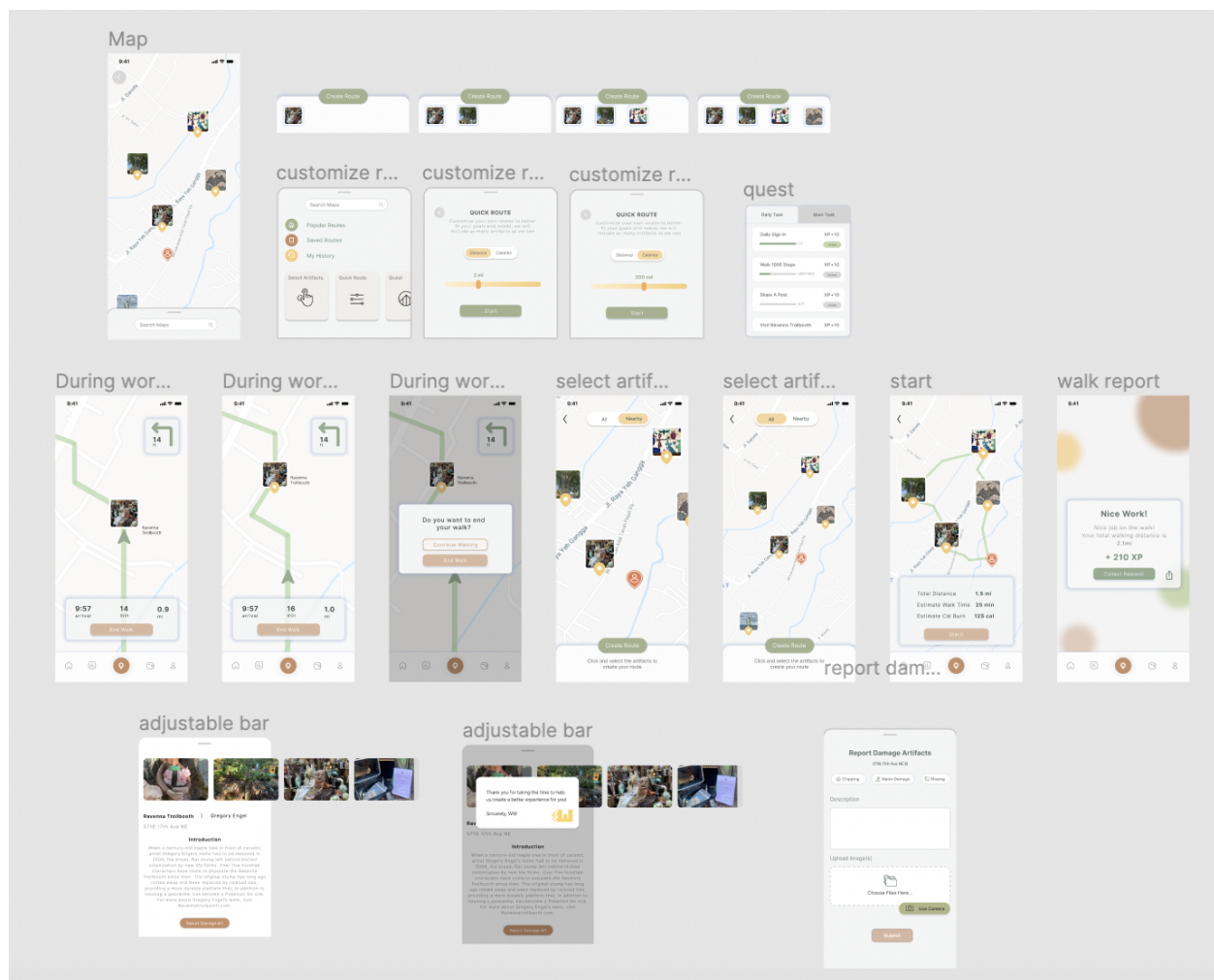


Figure4: Homepage for data & gamification section in visitor portal.

The first screen is the data home page, followed by the earning and redeem points system in the next three screens. The right four screens in the first row shows the daily ranking system that allows the user to compete and earn extra points.

The second row shows the 'workout splits' function, it is more of a horizontal analysis, focusing on the changes of the walks among different times. Here we have analysis among day, week, month, year, and all time. The last two screens show the process of sharing results to other social media.

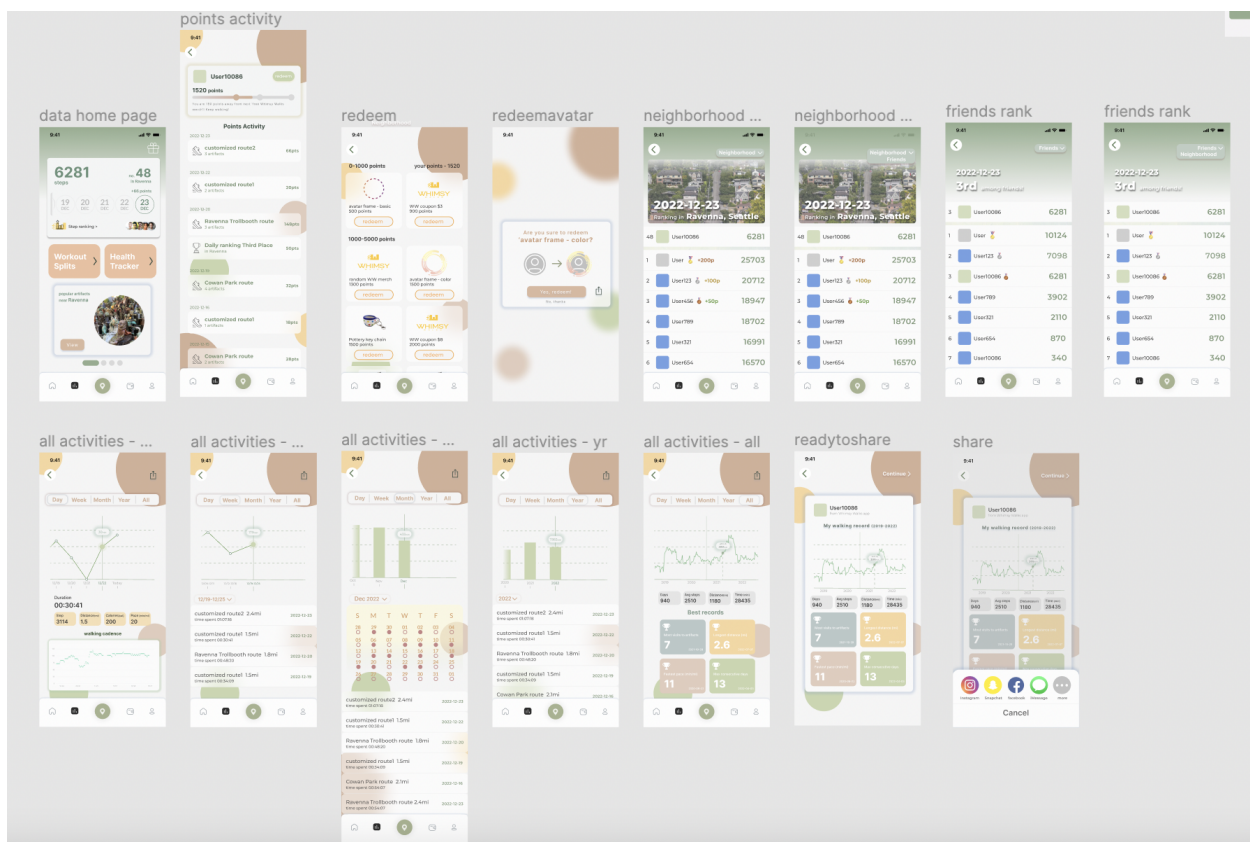


Figure5: Health analysis in the data section in the visitor portal.

The health home page contains tracking system summaries, how many goals are pending for each of the trackers, health personalization information (such as the medical ID and the health files) and recommended articles based on the user's interest.

If clicking on edit, you get to favorite or recent trackers or you can click "all" to see all of the trackers and apps you can connect with. You can also favorite or unfavorite any of the trackers to change what you want to see. There is also a health files page, where you can connect doctor's information for reminders as well as videos and documents you can upload. You can also go to the steps page and see goals as well as resume or see progress and click on one of the arrows to see the report graph and how far you are from the goal, as well as the average report.

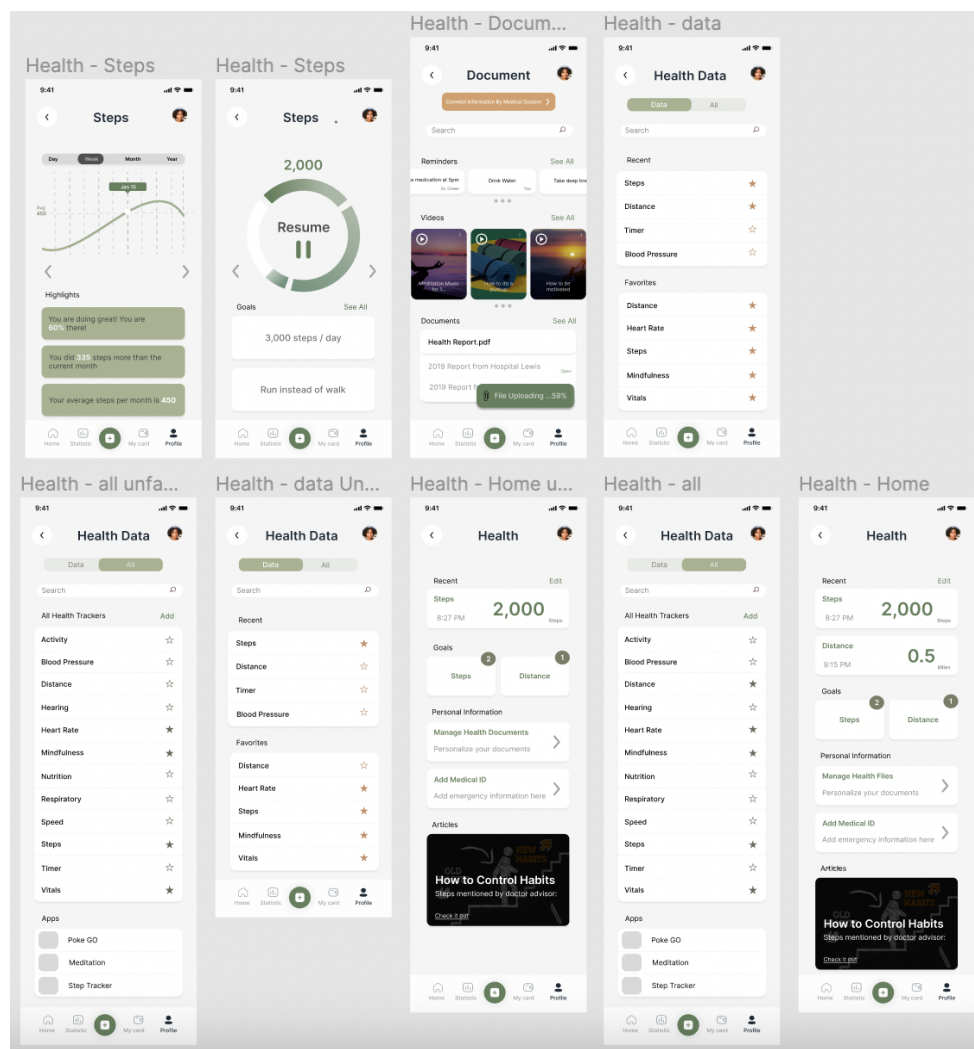


Figure6: The admin portal

In this section, starting from the homepage, 5 main functions are distinguished, they are calendar, file transfer, information receiving, and billing function in turn. Each function is related to each other, but relatively independent at the same time. We start from the perspective of project managers to help managers operate and maintain the entire project. The middle screen is the home page. The upper part is the calendar function to help users better manage time according to the schedule, and then the project progresses. A progress status displays a pie chart and is also listed with an invitation function to ensure that the user arranged the right person to complete tasks within the specified time.

The other function is the status update function. As a platform for receiving information, reports sent by users or reviewing upcoming articles, we need to be in close contact with other users. In addition, there is an expense report, which is open to all managers and lists the main income and main expenses in the project, which can be adjusted appropriately according to the duration of each project and the number of participants.

