

ADVENTURE STUDIO

# OUR TEAM



# OUR MISSION STATEMENT

Don't Stop Adventuring

# NEEDFINDING DISCOVERIES

Struggle with...

- 1) Adventure Selection
- 2) Adventure Optimization
- 3) Adventure Sustenance

# SOLUTION: CASCADE

- 1) Identifies adventures based on interests and location
- 2) Guarantees high-quality adventures through peer ratings
- 3) Enables the creation of an “adventure cascade”

# ADVENTURE CASCADE

A queue of complementary activities that serves as an adventure playlist to help you figure out what to do next

# AGENDA

# AGENDA

TASKS

INTERFACE REDESIGN

PROTOTYPE OVERVIEW

QUESTIONS



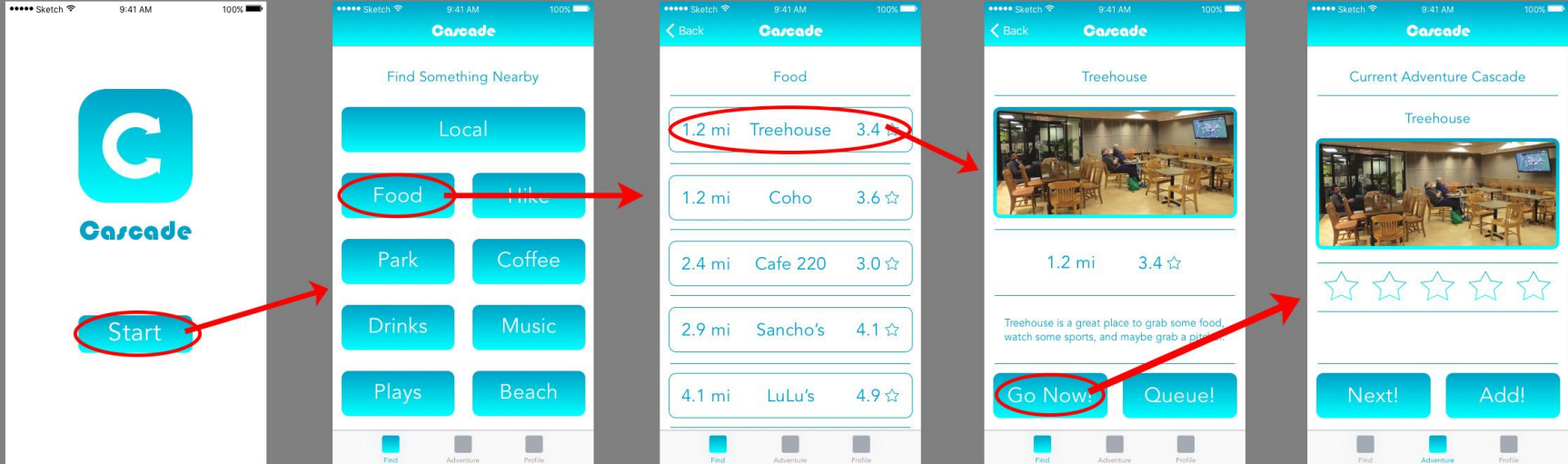
**Casade**



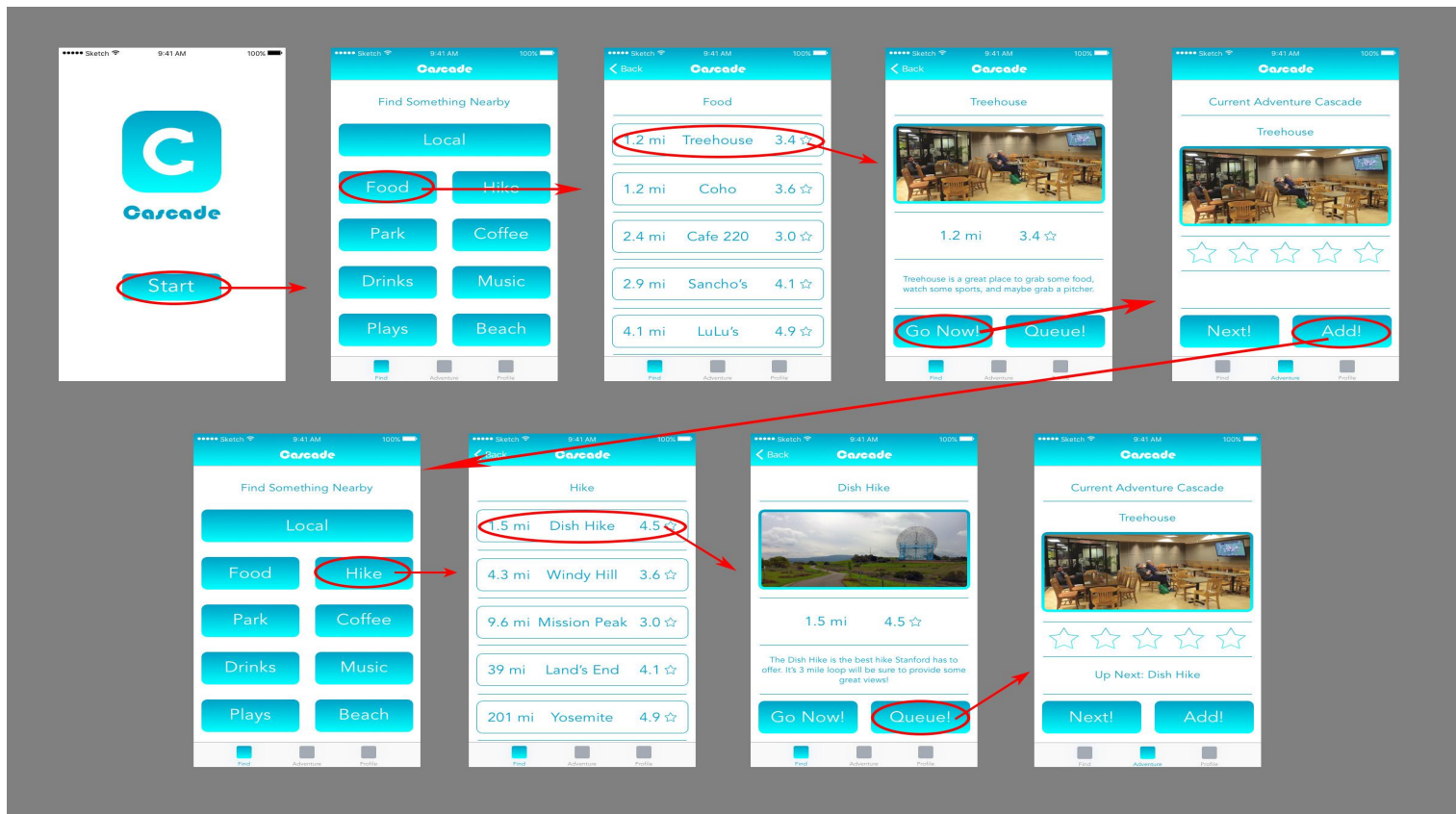
# THREE TASKS

- 1) SELECT A SINGLE ADVENTURE
- 2) CREATE AN ADVENTURE CASCADE
- 3) RATE AN ADVENTURE

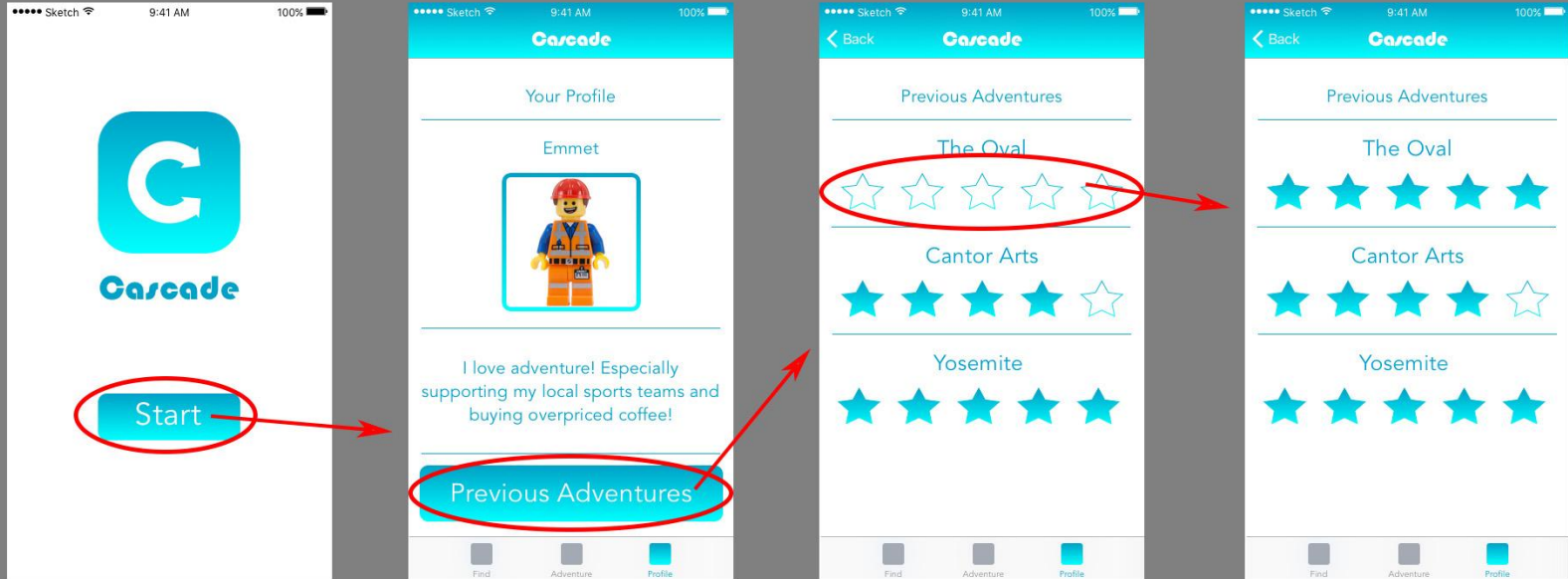
# SIMPLE: SELECT A SINGLE ADVENTURE



# MODERATE: CREATE AN ADVENTURE PLAYLIST



# COMPLEX: RATE A PAST ADVENTURE



# INTERFACE REDESIGN

- 1) SIMPLIFY
- 2) FAMILIARIZE
- 3) ORGANIZE

# SIMPLIFY

SELECTING A SINGLE ADVENTURE

## QUALITATIVE

“ I GOT STUCK IN THE LOCAL  
CASCADE.” - USER 2

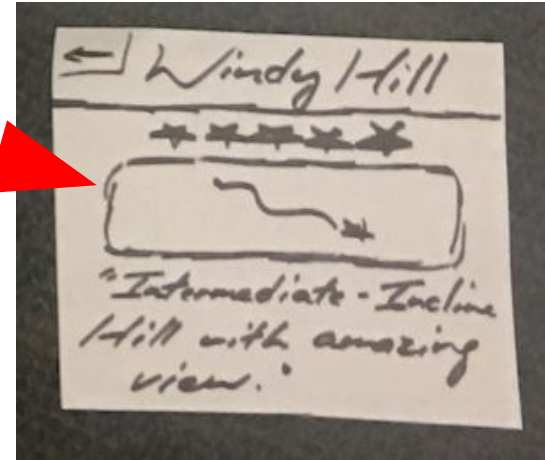
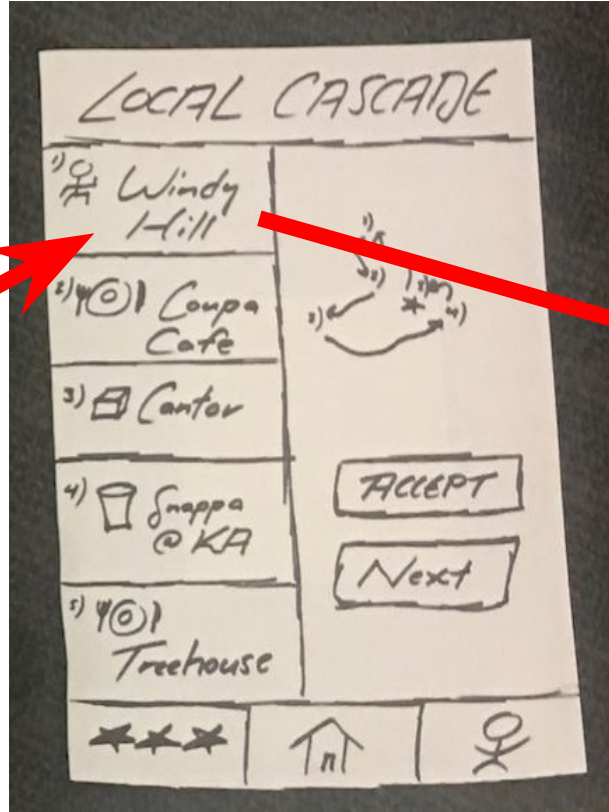
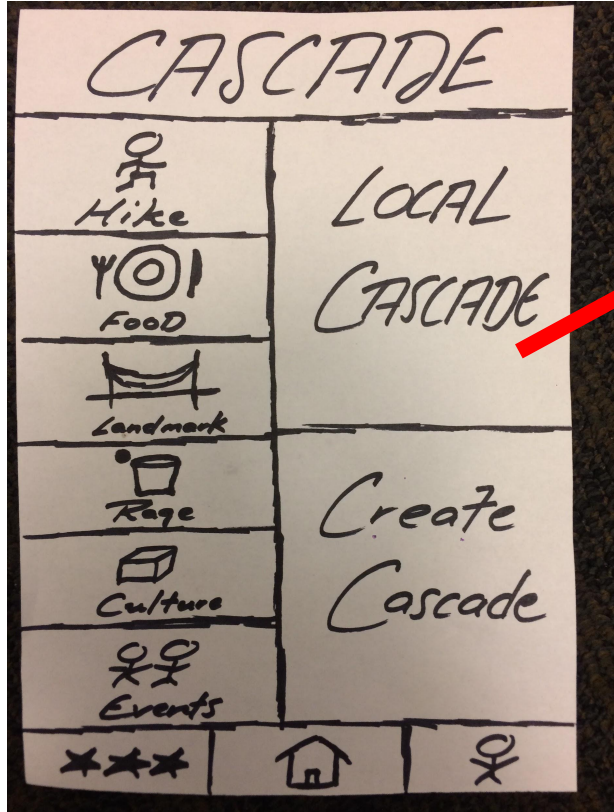
## QUANTITATIVE

2 MINUTES 19 SECONDS

20 MISCLICKS

— 5 BACKTRACK CYCLES

# PROBLEM FLOW



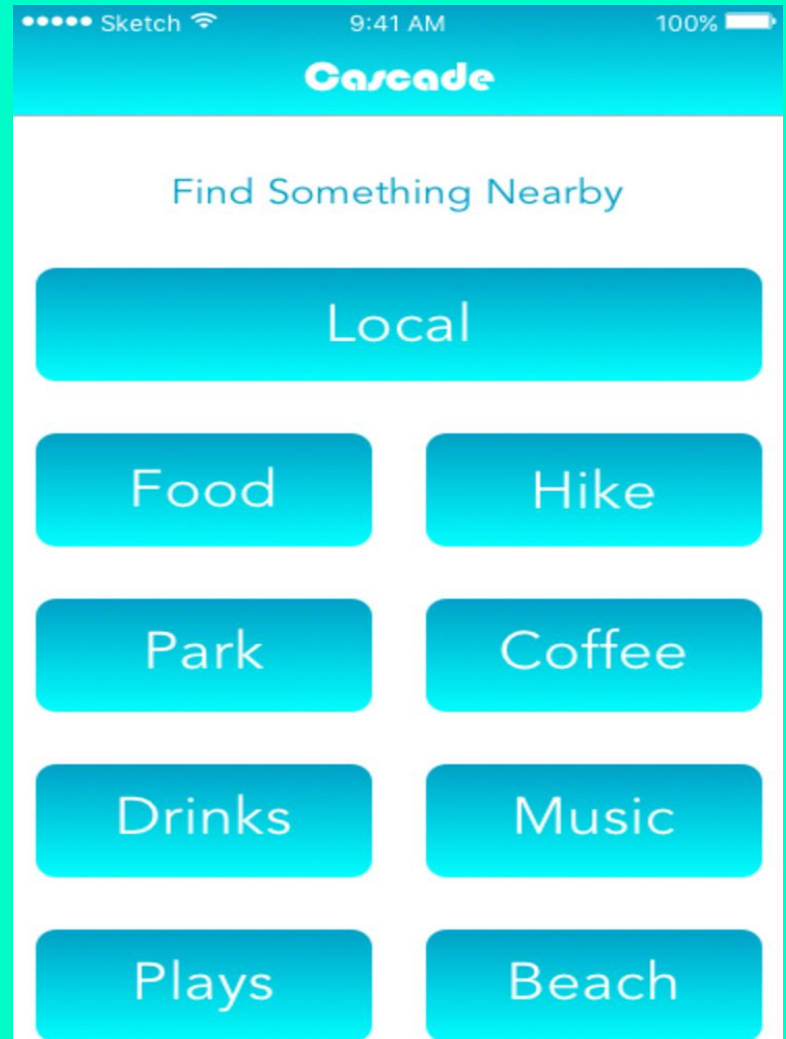
# SOLUTION

SIMPLIFY THE HOME PAGE

REMOVE LOCAL CASCADE

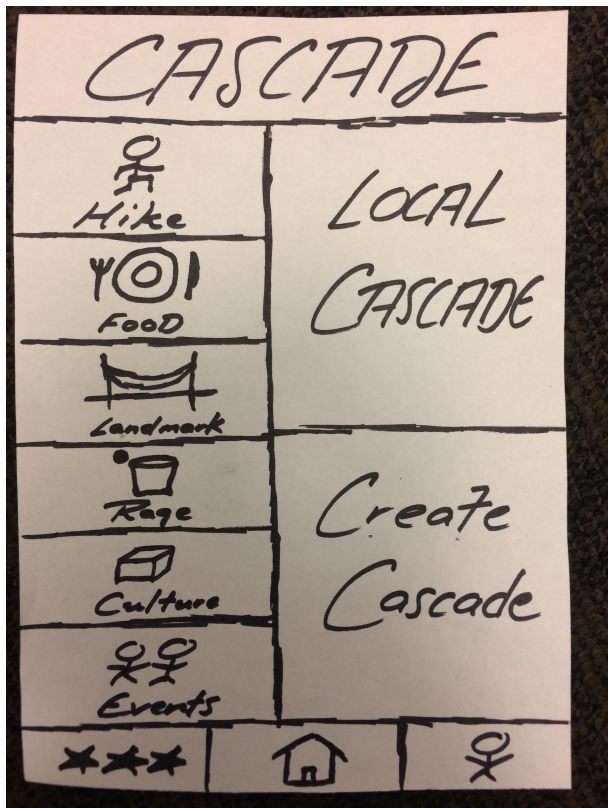
REMOVE CREATE CASCADE

FOCUS ON THE ACTIVITIES

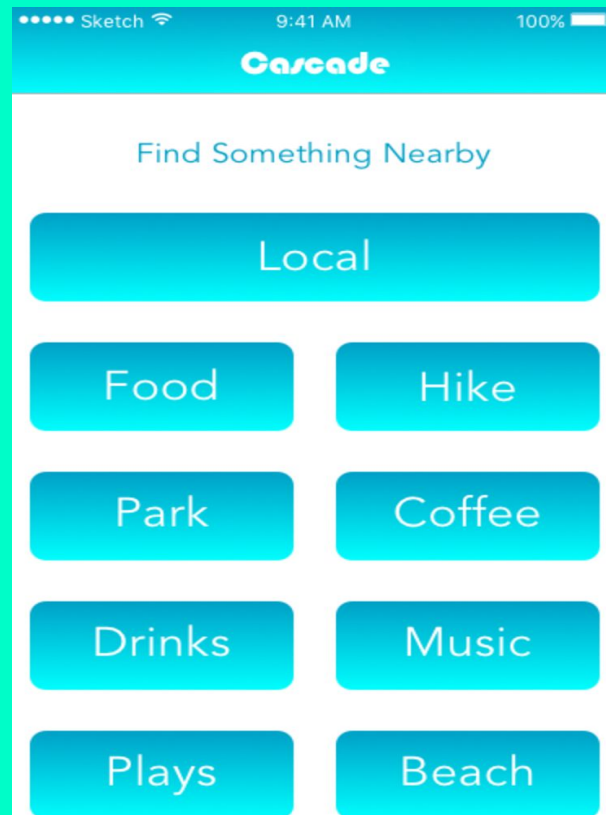




# BEFORE



# AFTER



# FAMILIARIZE

IDEA OF ADVENTURE CASCADE

## QUALITATIVE

“ I DON'T REALLY UNDERSTAND WHAT  
A CASCADE MEANS.” - USER 1

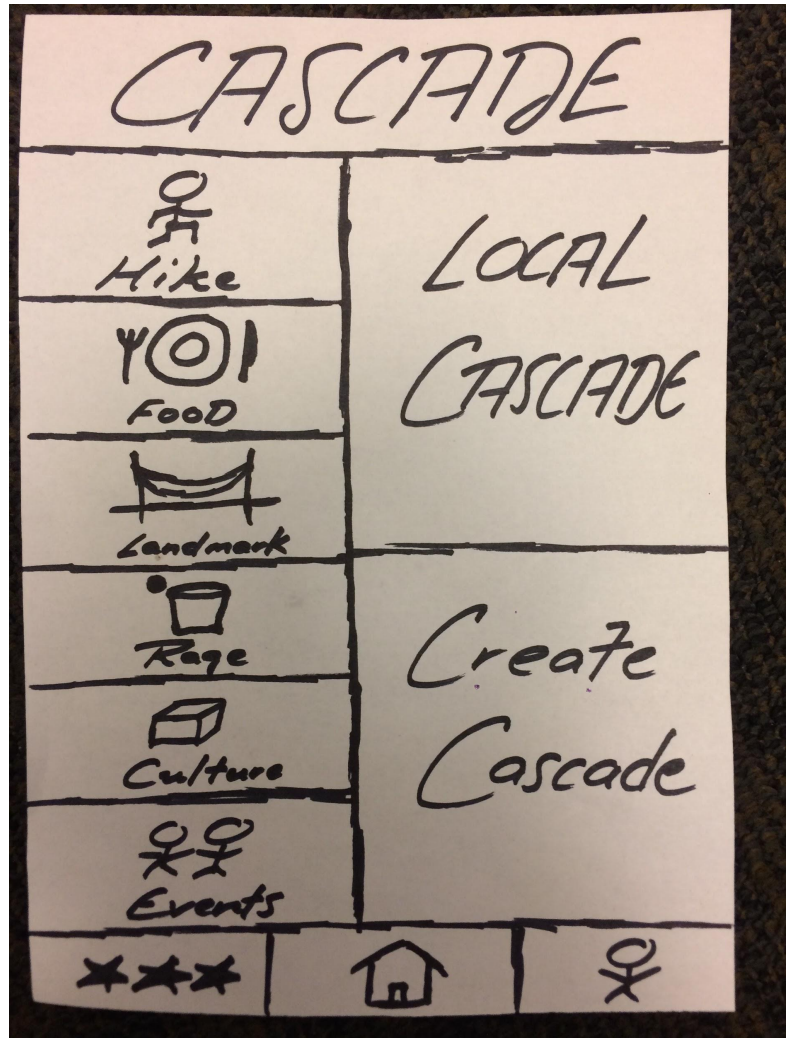
## QUANTITATIVE

2 MINUTES 44 SECONDS

11 MISCLICKS

— 1 BACKTRACK CYCLE

PROBLEM VISUAL  
WHAT IS A CASCADE?



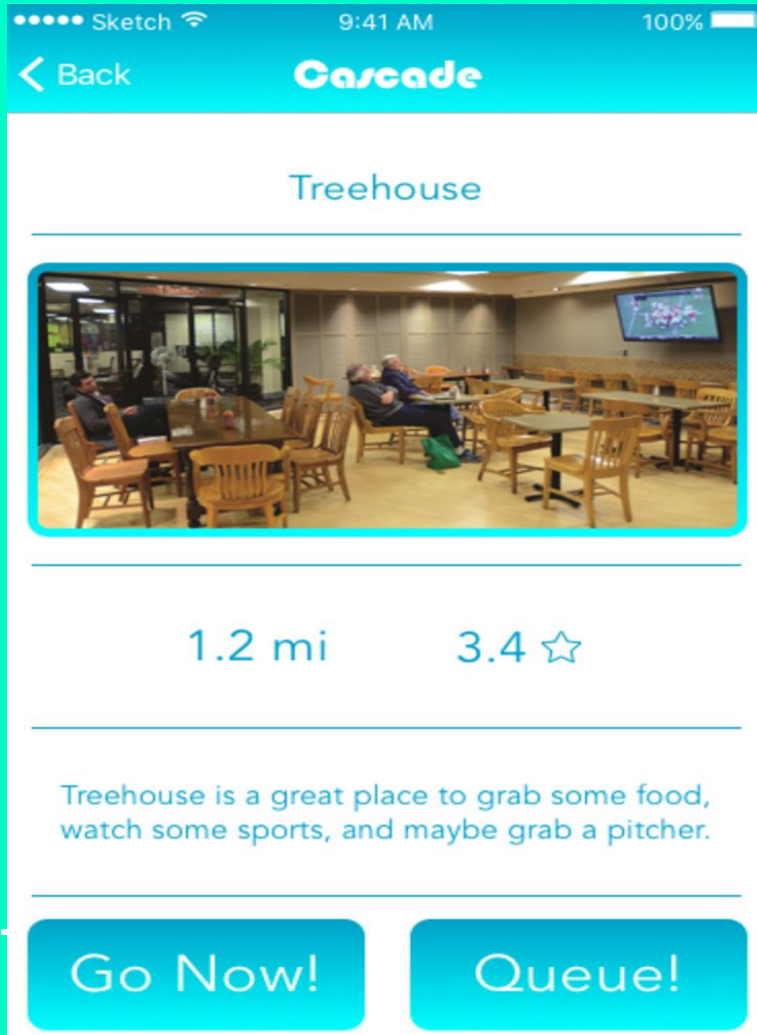
# SOLUTION

FAMILIARIZE CASCADE

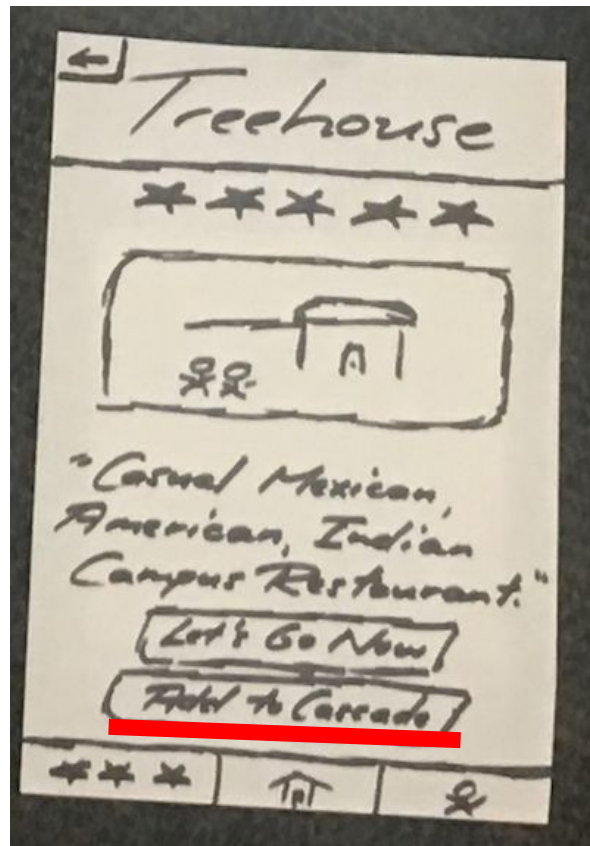
REMOVE “ADD TO CASCADE”

ADD “QUEUE!”

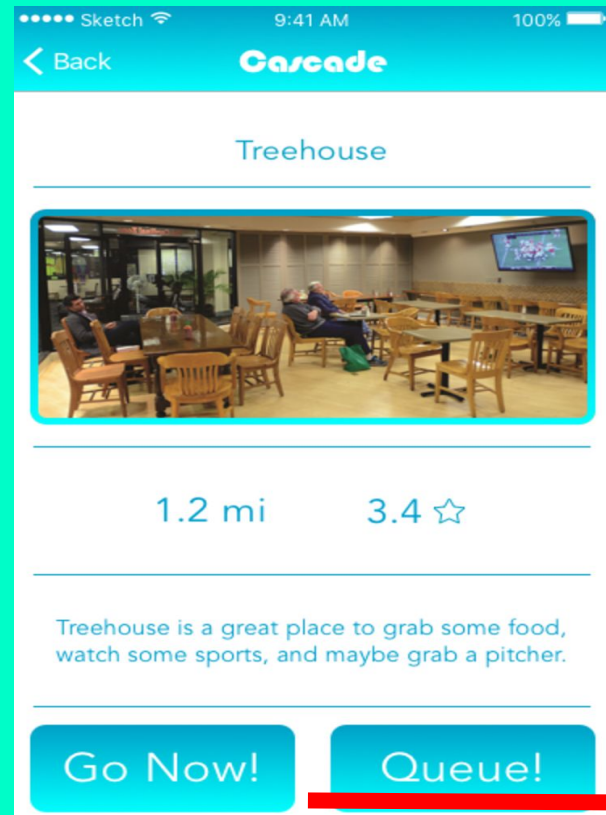
EVOKE SPOTIFY PLAYLIST VIBE



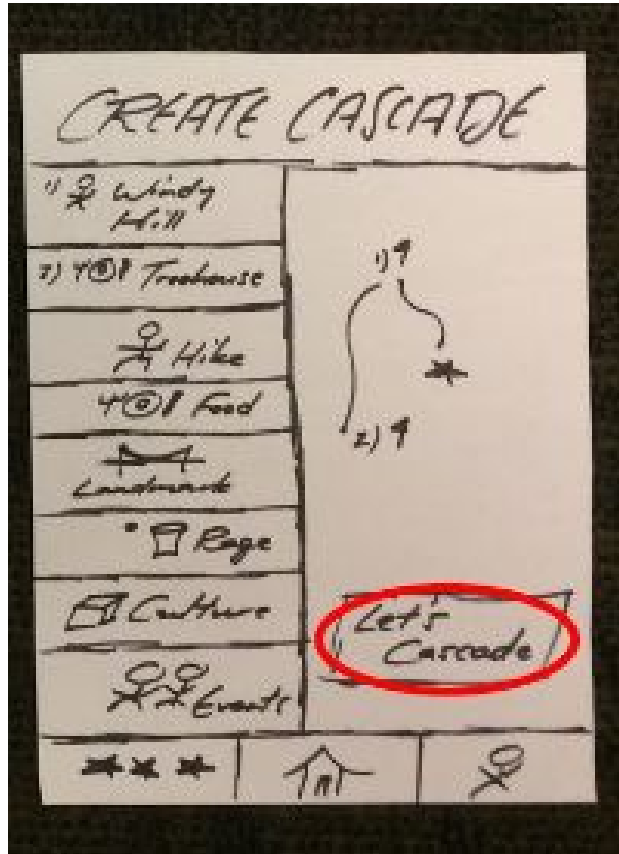
# BEFORE



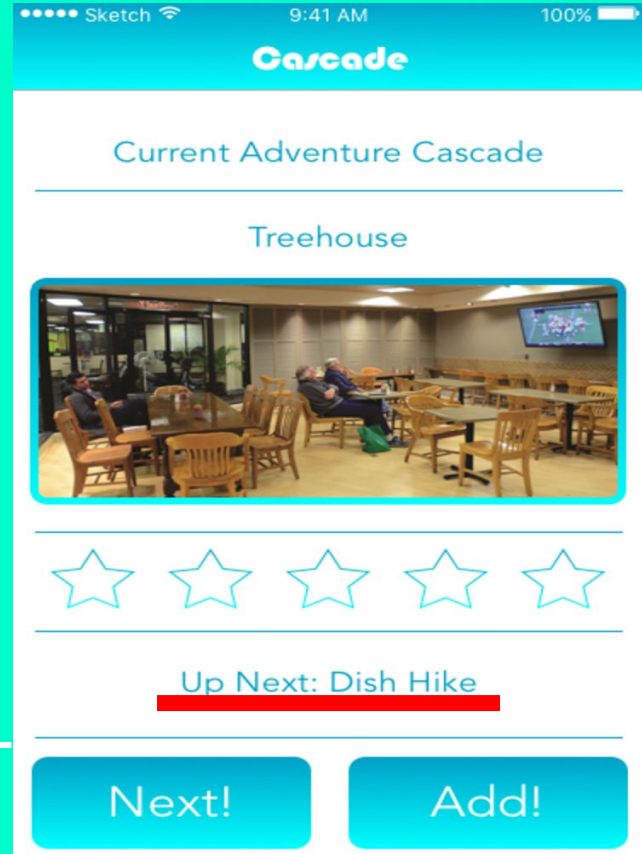
# AFTER



# BEFORE



# AFTER



# ORGANIZE

## CASCADE VERSUS CATEGORIES

### QUALITATIVE

“I GOT CONFUSED ABOUT THE LACK OF SEPARATION BETWEEN THE QUEUED ACTIVITIES AND THE CATEGORIES.” - USER 1

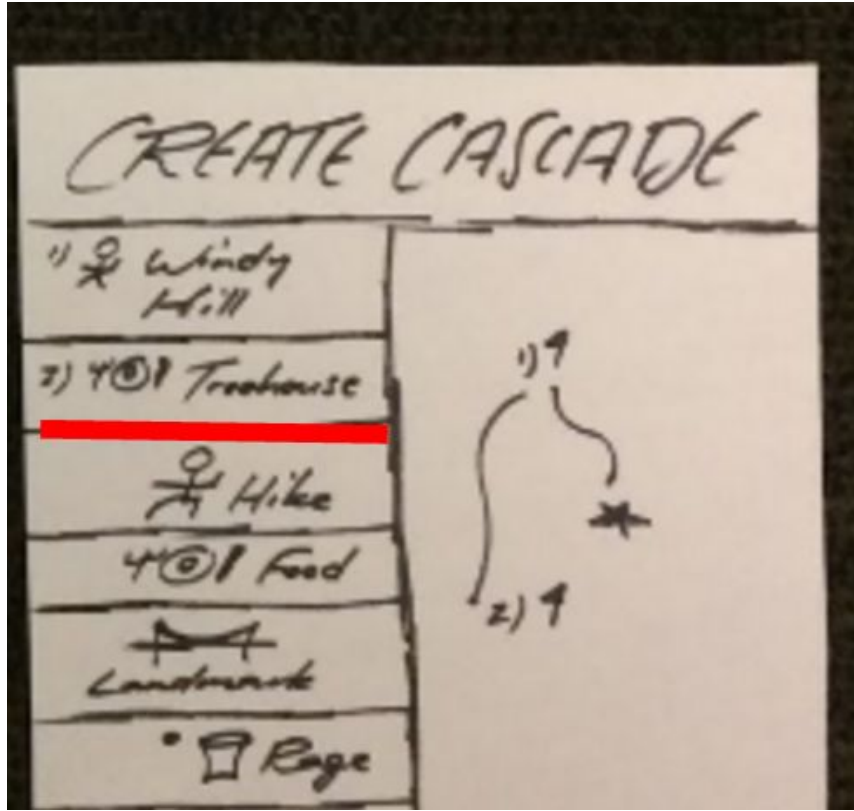
### QUANTITATIVE

2 MINUTES 44 SECONDS

11 MISCLICKS

1 BACKTRACK CYCLE

PROBLEM VISUAL  
NO SEPARATION BETWEEN QUEUED  
ACTIVITIES AND ADVENTURE  
CATEGORIES



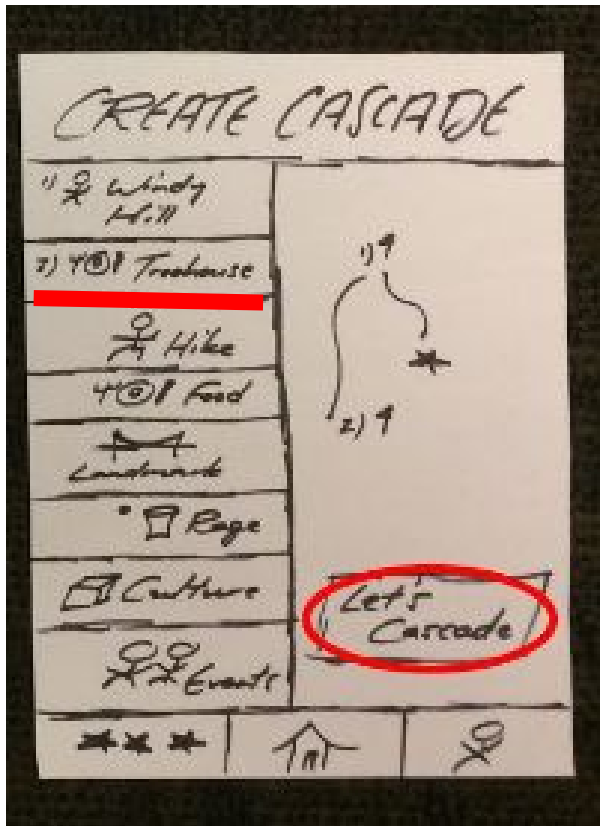


# SOLUTION

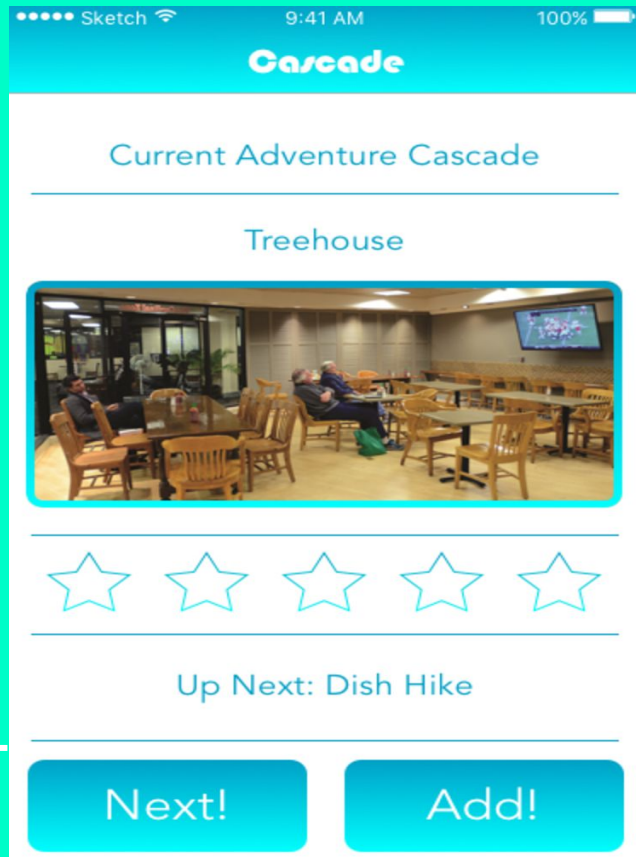
ORGANIZE THE QUEUE FLOW  
SEPARATE THE CURRENT ADVENTURE  
QUEUE FROM THE FIND ACTIVITIES  
VIEW



# BEFORE



# AFTER



# PROTOTYPE OVERVIEW

- 1) TOOLS
- 2) LIMITATIONS
- 3) HARDCODE

# PROTOTYPE TOOLS

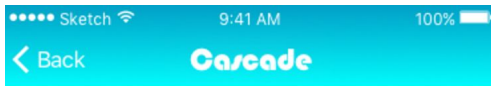


# LIMITATIONS: PERSEVERANCE



# PROTOTYPE: HARD CODE

- TREE HOUSE
- DISH HIKE
- QUEUEING
- RATINGS



Dish Hike

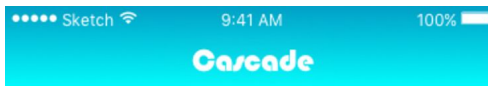


1.5 mi      4.5 ☆

The Dish Hike is the best hike Stanford has to offer. It's 3 mile loop will be sure to provide some great views!

Go Now!

Queue!



Current Adventure Cascade

Treehouse

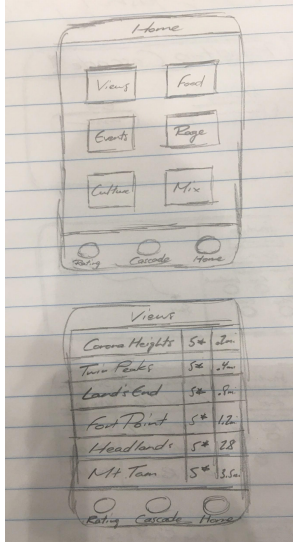


Up Next: Dish Hike

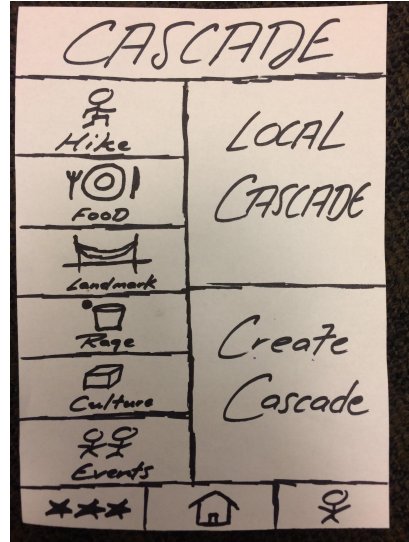
Next!

Add!

# PROGRESS



Sketch



Low-Fi Prototype



Med-Fi Prototype



Next Iteration