

ADVENTURE STUDIO

OUR TEAM



Andrew DeClerck



Max Savage



Kevin Rakestraw

OUR MISSION STATEMENT

Don't Stop Adventuring

WHAT'S IN STORE?

THE MASTER PLAN

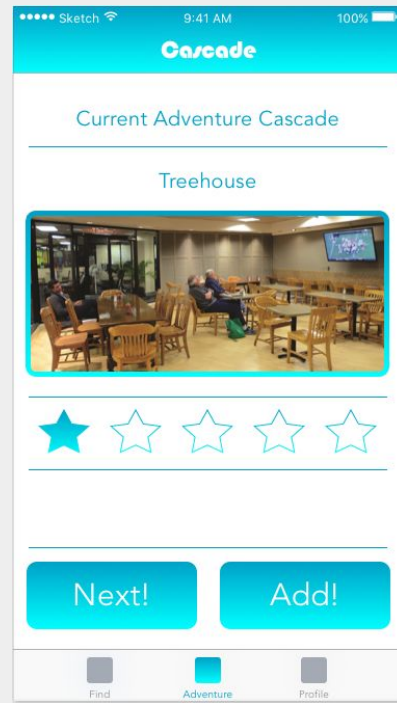
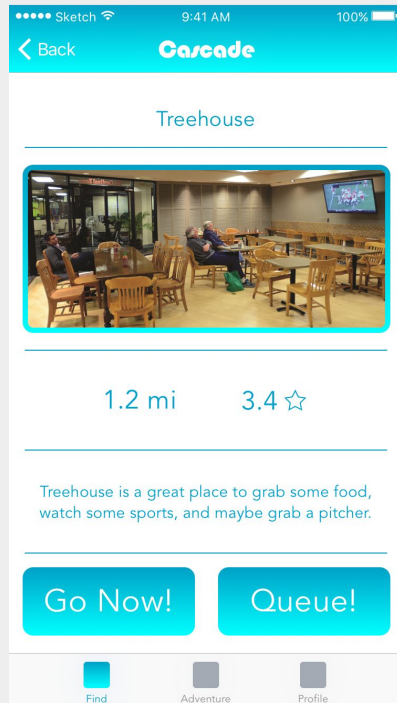
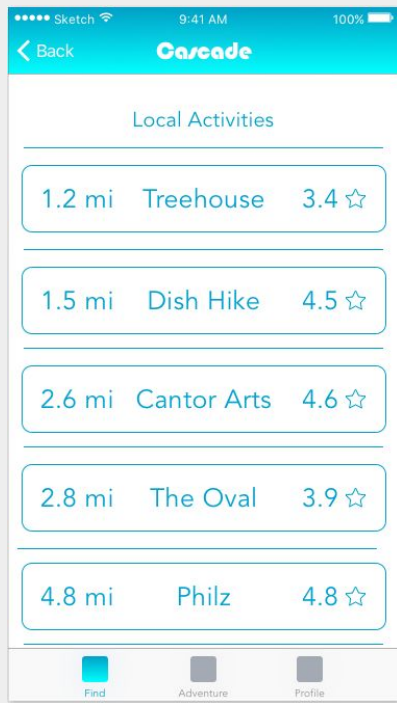
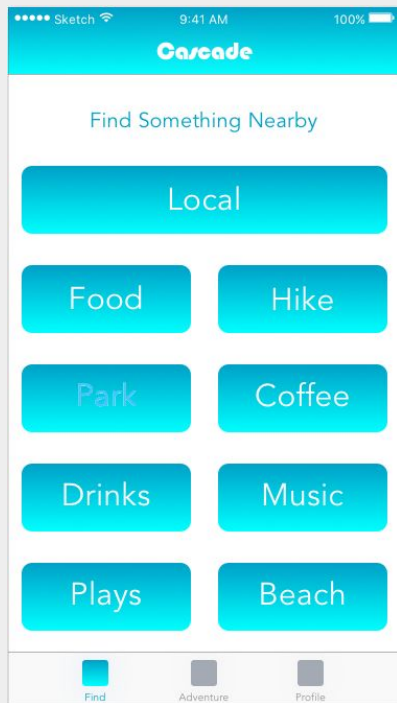
- Heuristic Evaluation
- Design 2.0
- Prototype
- Demonstration

HEURISTIC EVALUATION + REDEFINED DESIGN

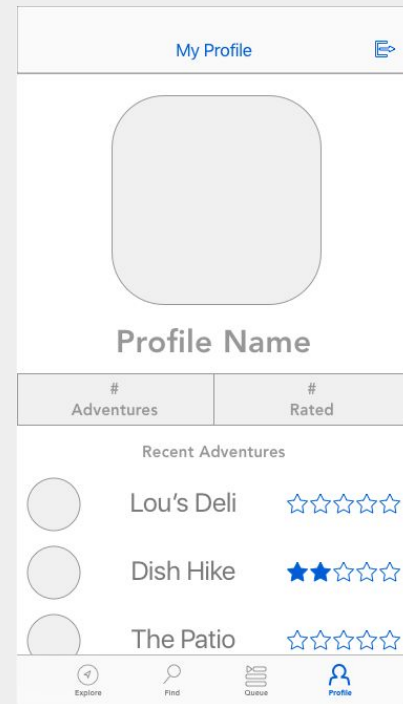
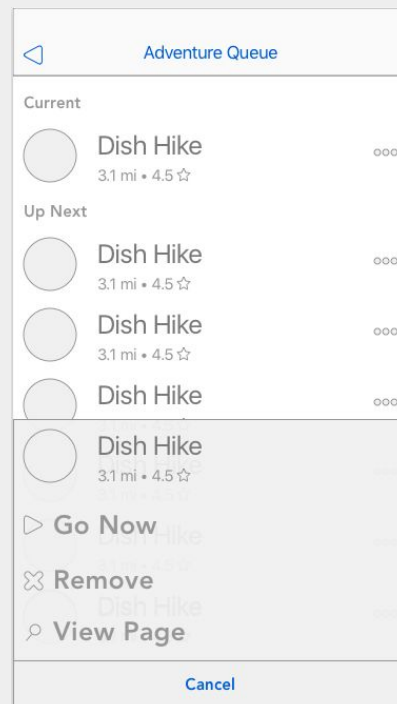
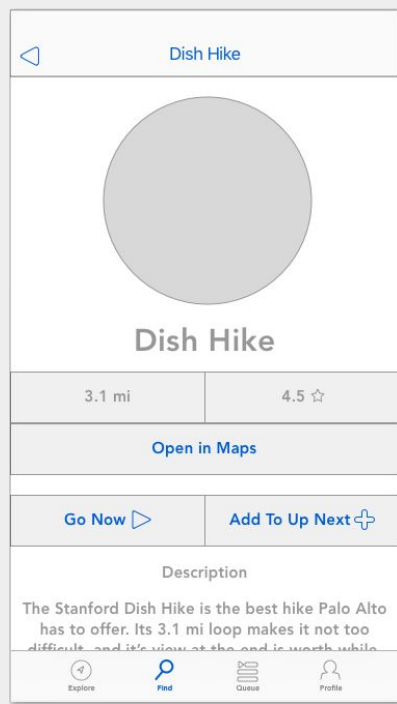
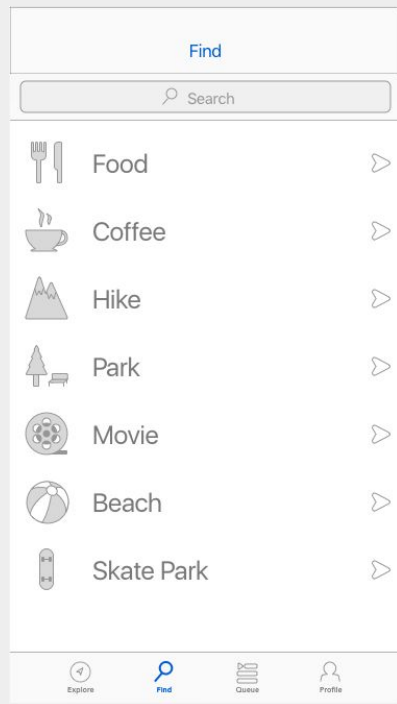
HEURISTIC EVALUATION

- Our evaluators found 14 heuristic violations
- Of those 14 violations, 6 were either severity 3 or 4
- The main takeaways were the following
 - Status
 - Visual Appeal
 - User Control
 - Terminology
- We addressed these takeaways with our redesign

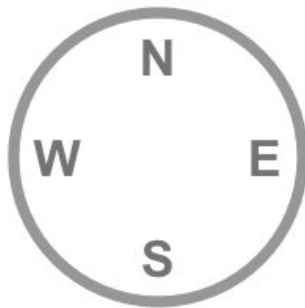
THE OLD DESIGN



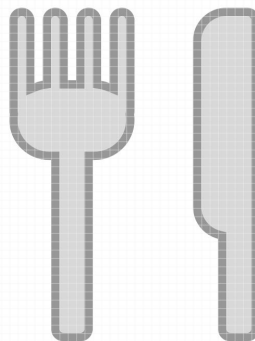
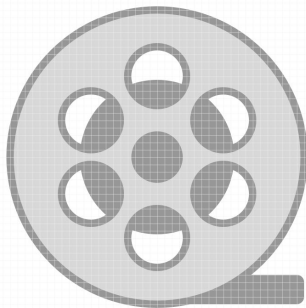
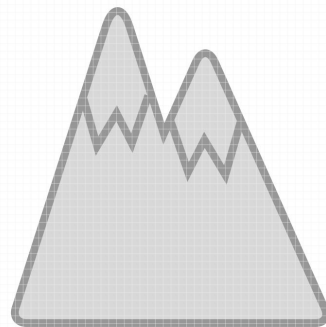
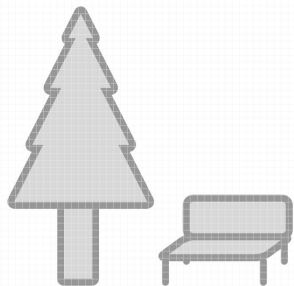
THE NEW DESIGN



THE LITTLE THINGS

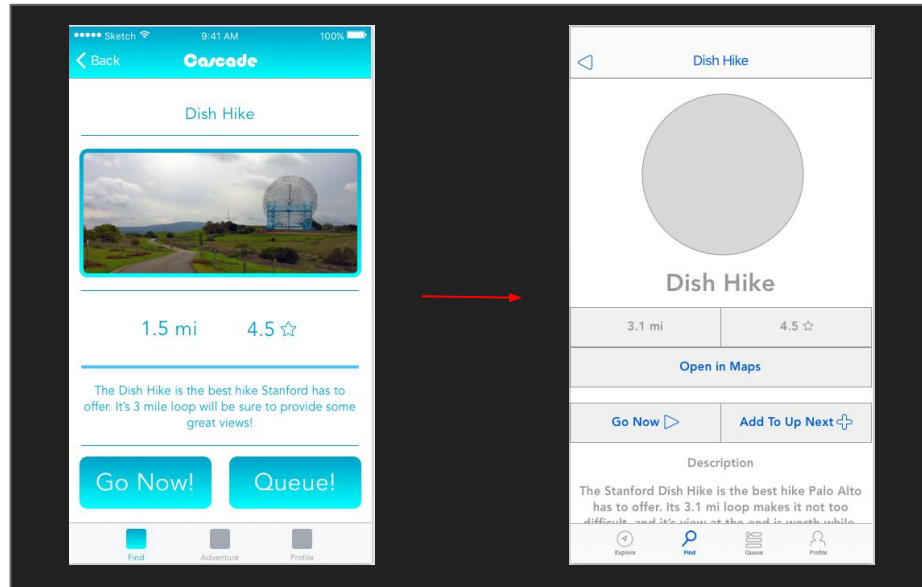


THE LITTLE THINGS



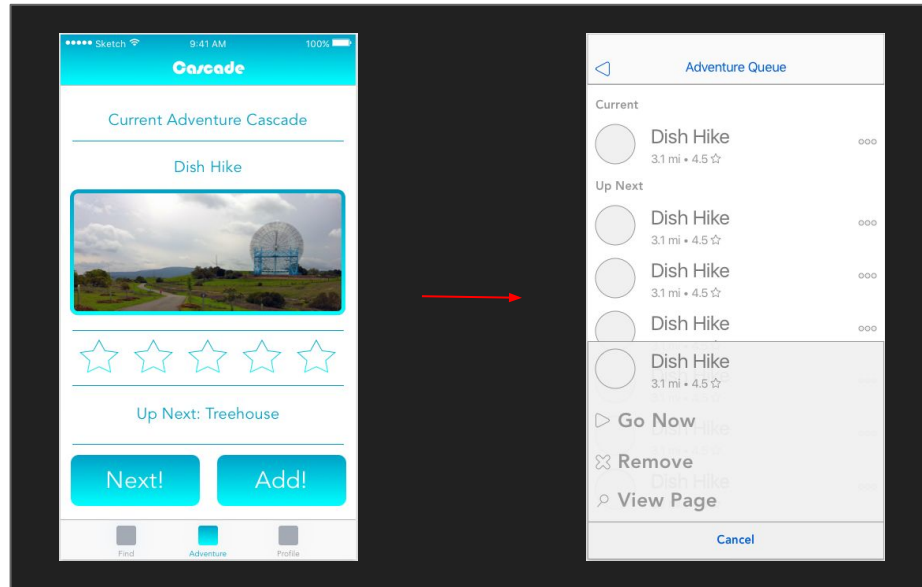
H2-8: AESTHETIC & MINIMALIST DESIGN [SEVERITY 3]

The screen to add adventures is not very dynamic. Fix: Maybe use different colors or add icons related to the specific categories to make the screen more interesting



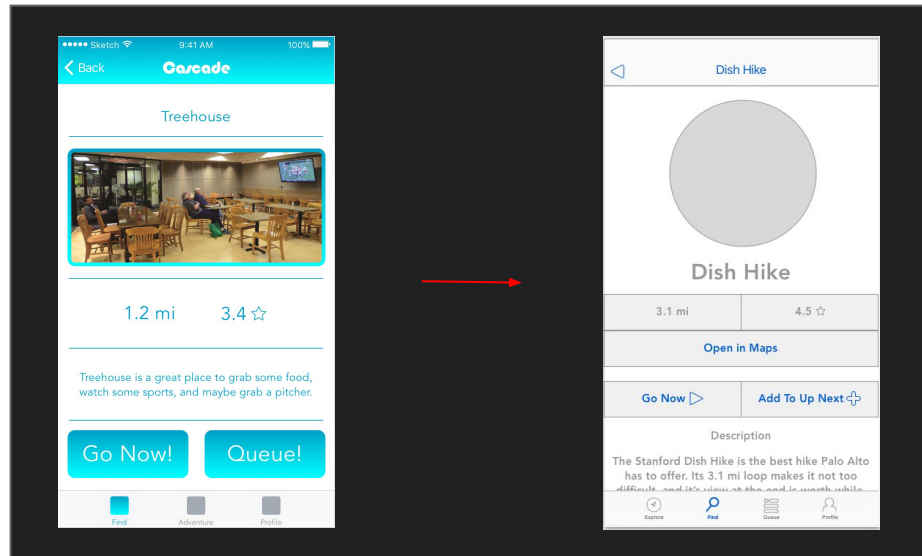
H2-3: USER CONTROL & FREEDOM [SEVERITY 4]

The user is able to queue items with freedom; however, there is no option for users to dequeue an activity they may no longer want. Fix: add an option for dequeuing unwanted activities.



H2-2: MATCH BETWEEN SYSTEM & REAL WORLD] [SEVERITY 4]

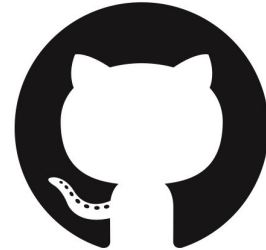
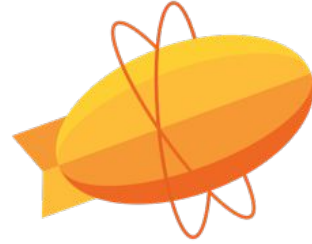
The “Go now!” and “Queue!” buttons were confusing to us. We couldn’t really tell what the difference was between them. Since knowing the difference between these buttons is key to using the app, use language that really differentiates the functionality of the two buttons.



PROTOTYPE

TOOLS BEING USED

- Sketch 3
- Zeplin
- XCode 8
- Github



IMPLEMENTED FEATURES

We've implemented our 'add adventure' task flow

- Browse activities by categories
- View details about individual activities
- Add an activity to adventure queue

UNIMPLEMENTED FEATURES

Task: Discover nearby adventures and plan a queue adventure

- Create User login/ User signup
- Finish the profile screen with past adventures
- Implement a robust search
- Add data into our database
- Implement explore tab

Plan to Finish

- Slow and steady

WIZARD OF OZ TECHNIQUES

None!

HARD CODED DATA

We will hard code all our data related to adventures

- Activities
- Ratings
- Descriptions

Our app results will also run on the assumption that the user's location is at Stanford

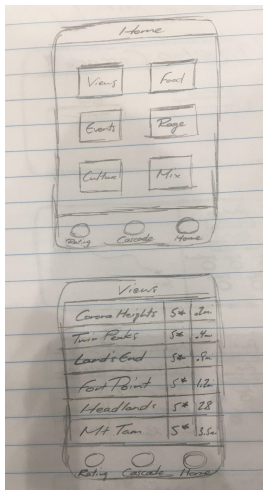
- Only activities nearby Stanford

ISSUES

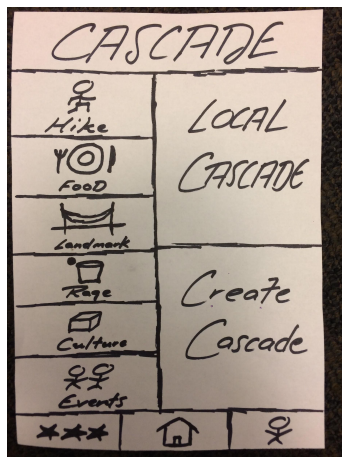
- Our app deals with many categories
- We aren't able to condense multiple websites of activities into a single format easily
- Difficult to implement API calls to other apps or websites

DEMONSTRATION

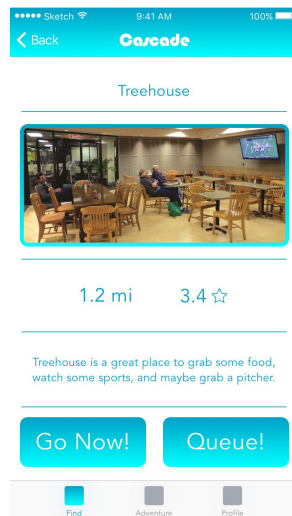
PROGRESS



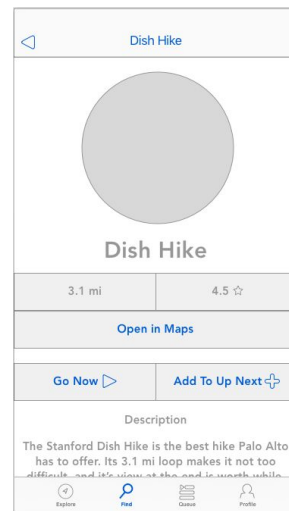
Sketch



Low-Fi



Med-Fi



High-Fi

QUESTIONS?