

wanderlust

explore more, worry less

Medium-fi Prototype

Our Value

Value Proposition Problem and Solution Overview

People want to...



Find interesting places

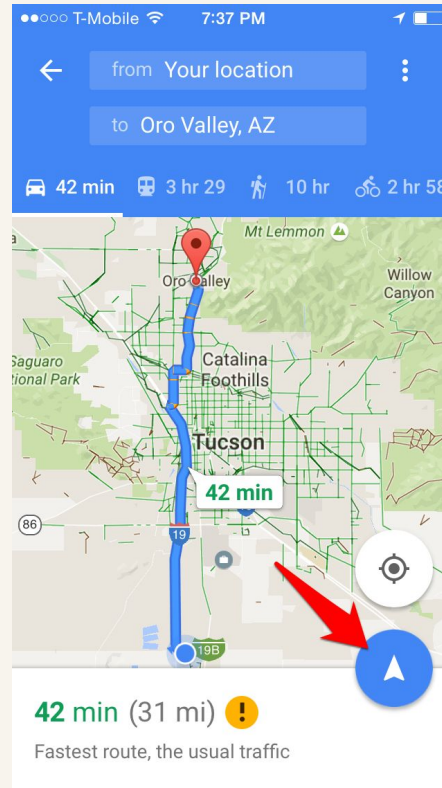


Avoid unsafe areas



Be immersed in their
environment
while exploring

Current solution



Our Solution



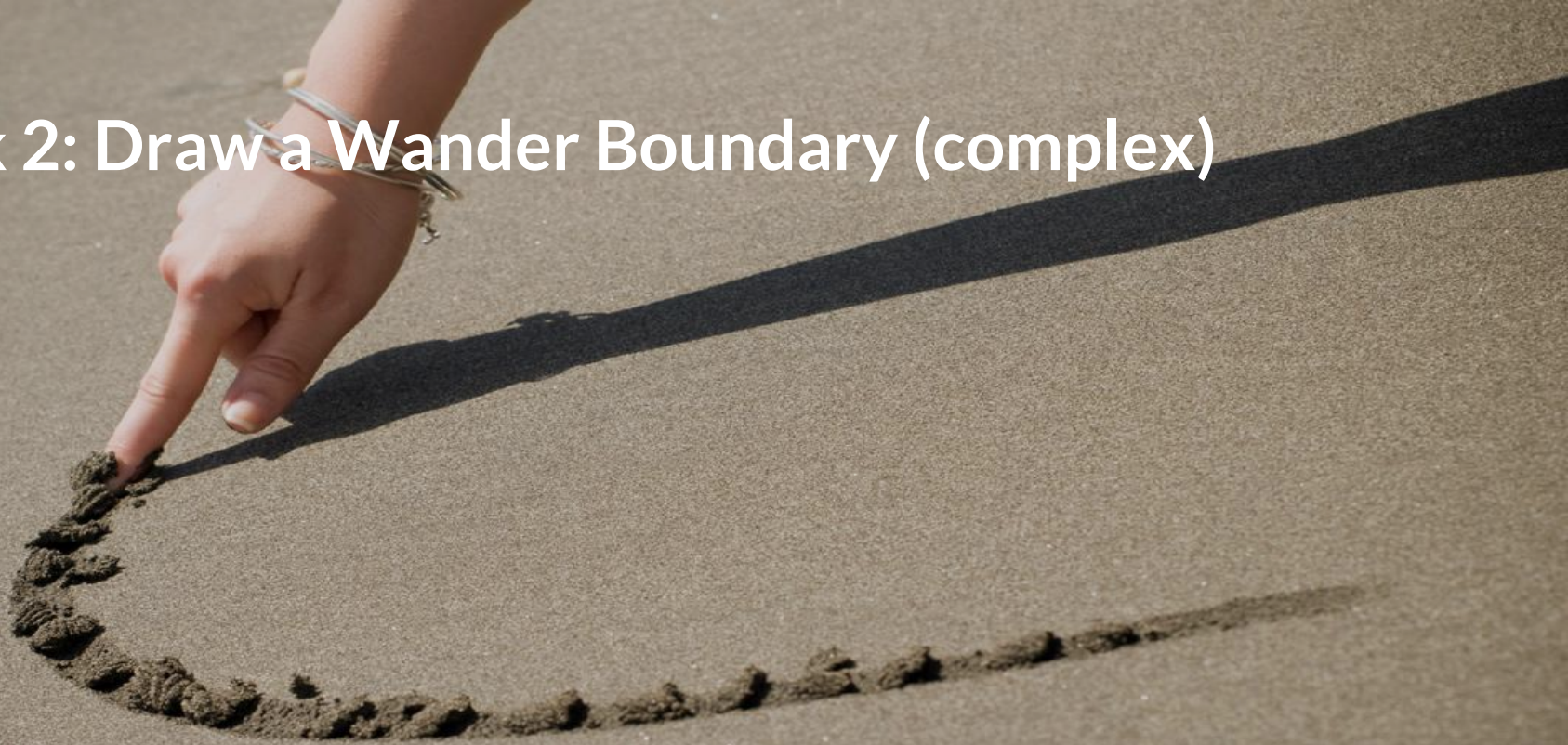
Tasks

Destination, Boundary, Navigation

Task 1: Set a Destination (moderate)



Task 2: Draw a Wander Boundary (complex)



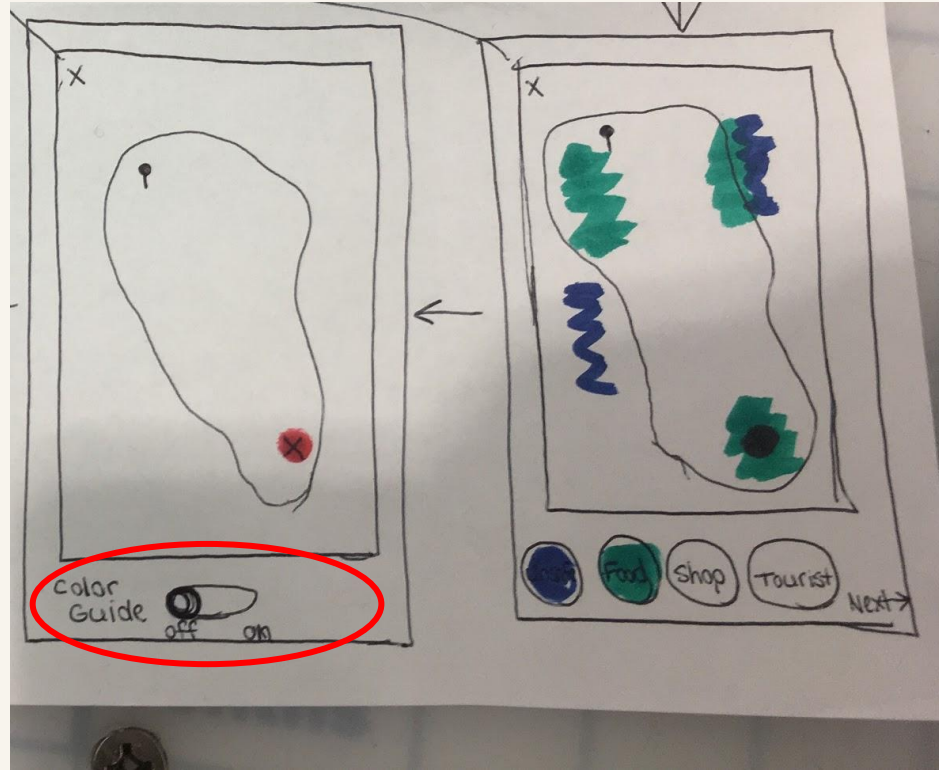
Task 3: Navigate to a Desired Area (simple)



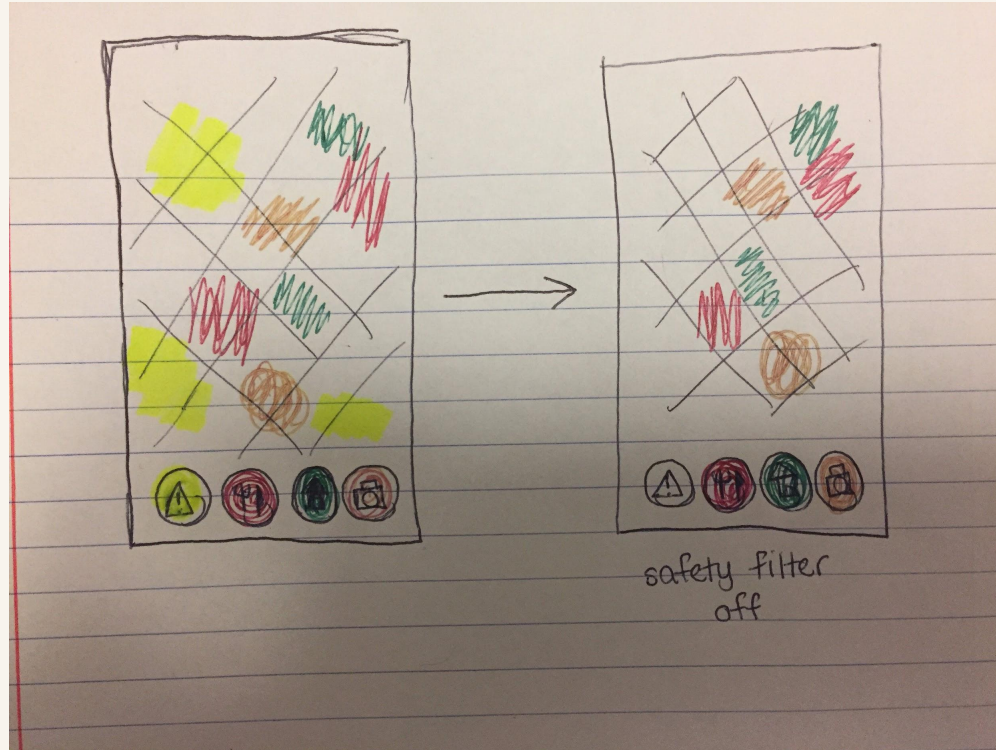
Design Changes

Major Before & After

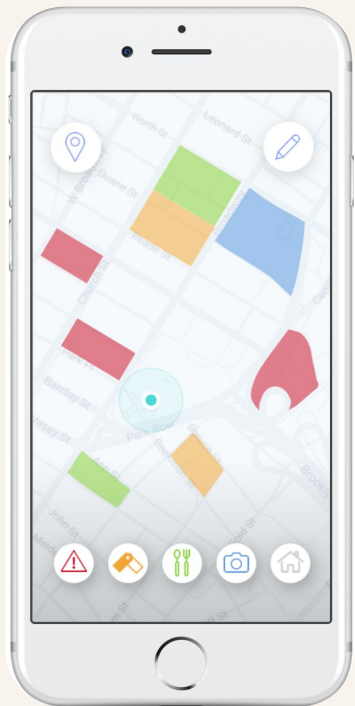
Color Filters (Before)



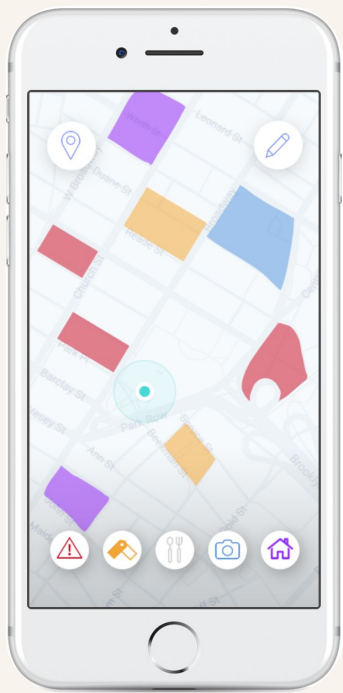
Color Filters (After)



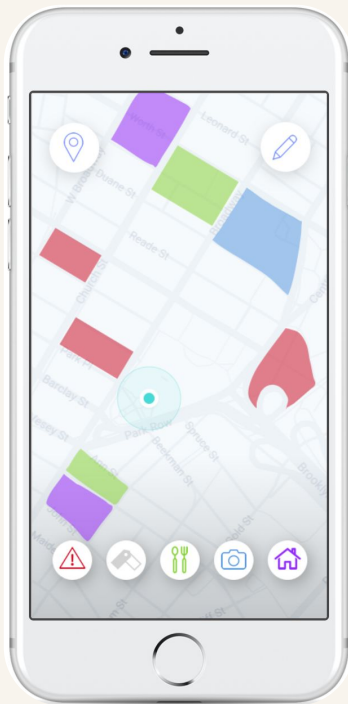
Color Filters (After)



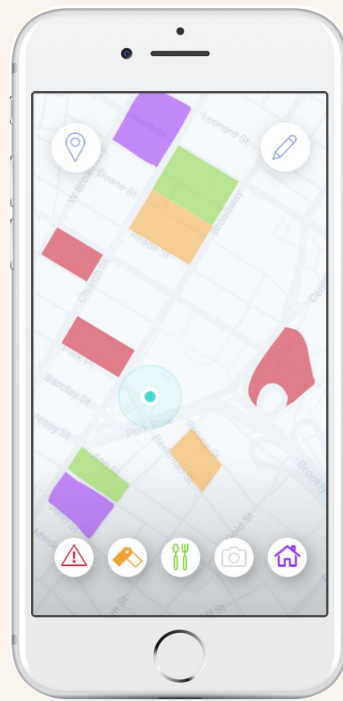
Residential areas filter off



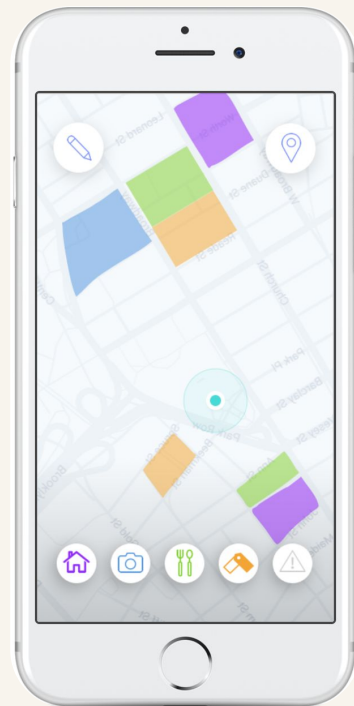
Food filter off



Shopping filter off

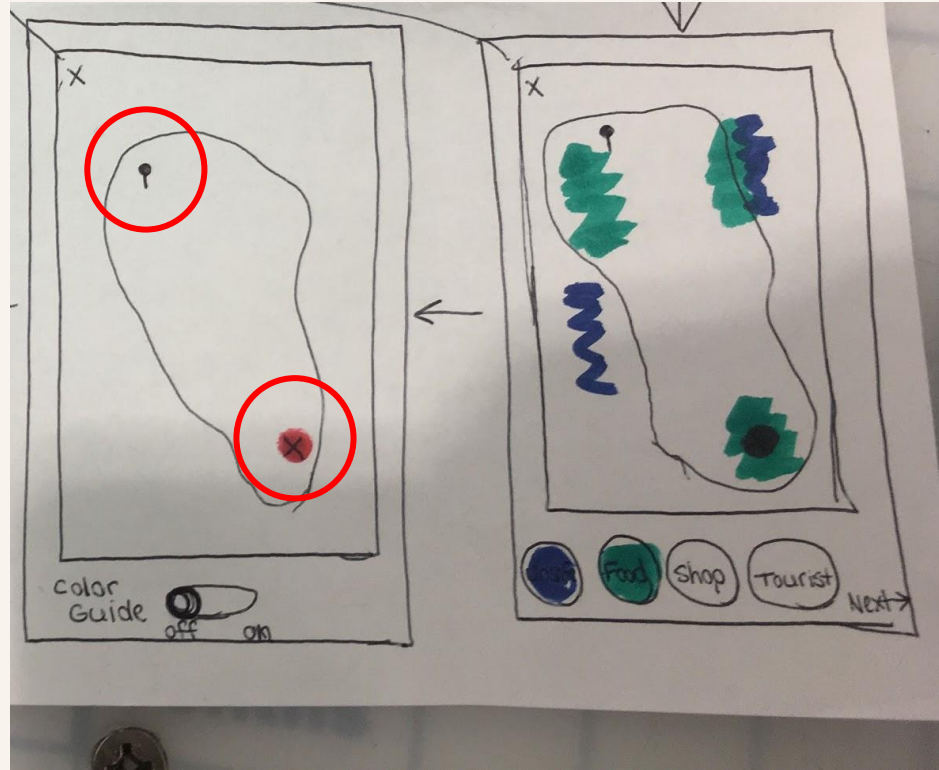


Tourist filter off

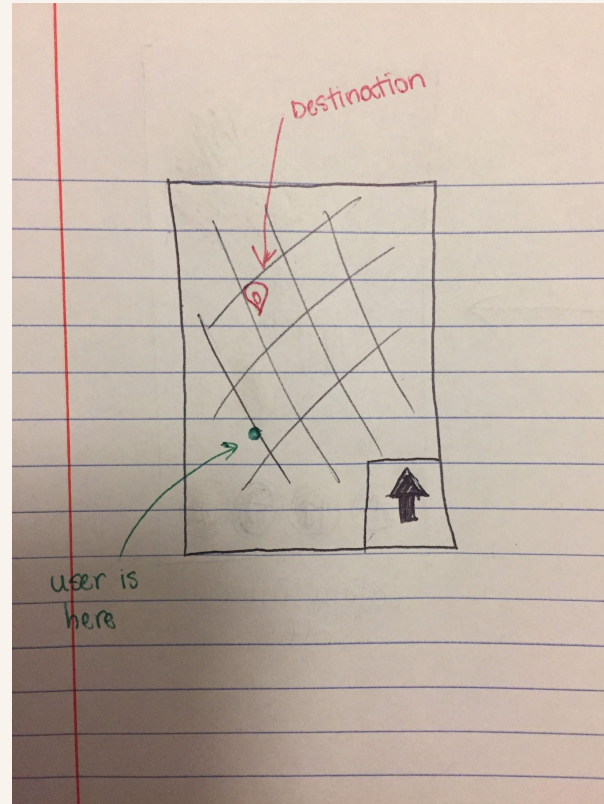


Unsafe areas filter off

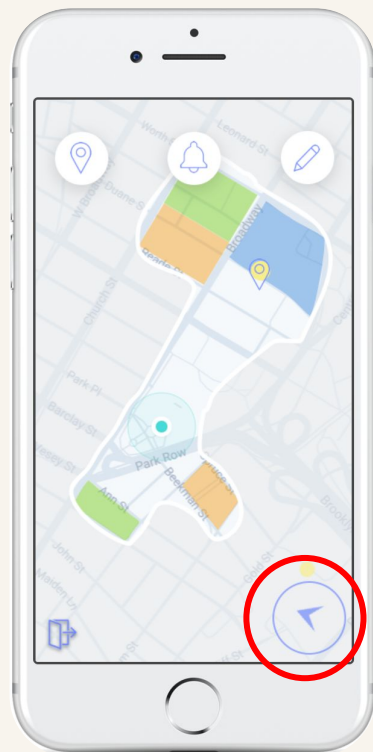
Compass (Before)



Compass (After)



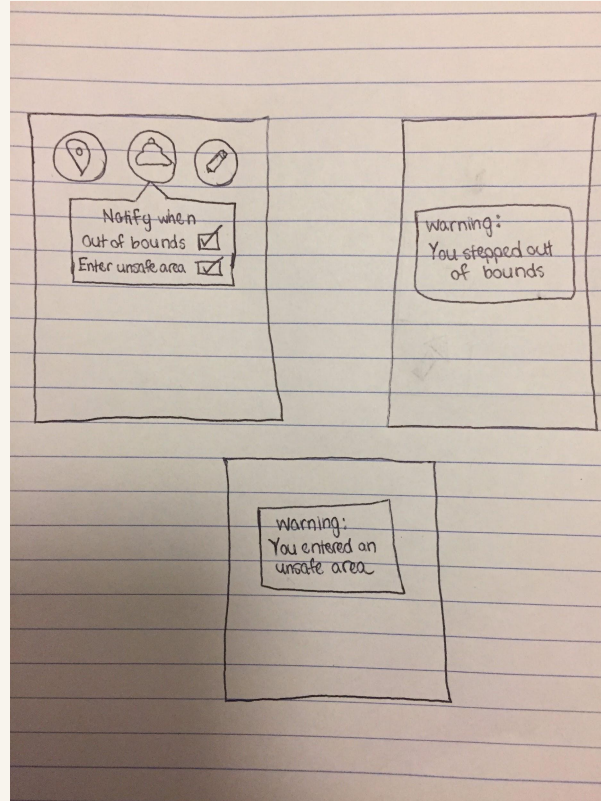
Compass (After)



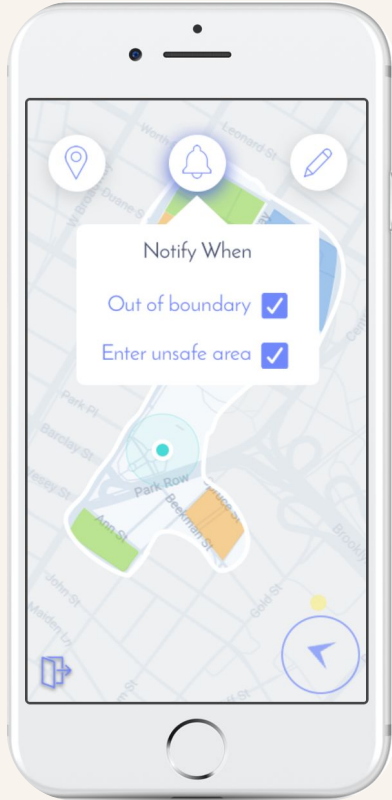
Warning Messages (Before)



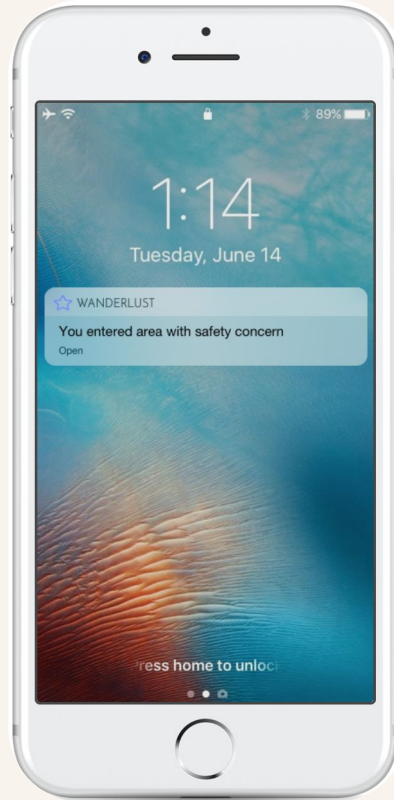
Warning Messages (After)



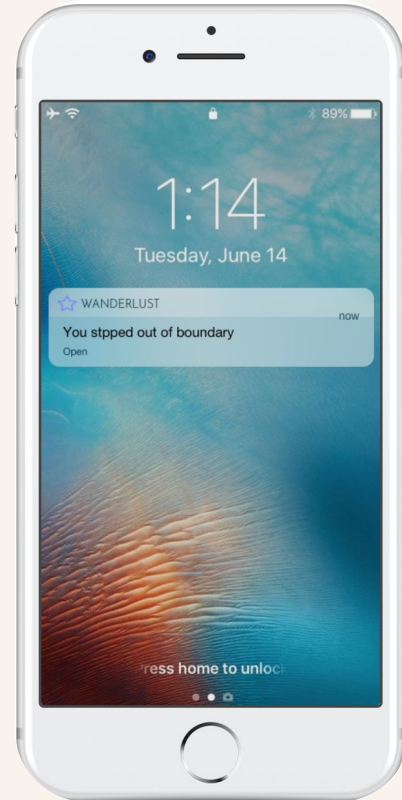
Warning Messages (After)



“You entered area with safety concern”



“You stepped out of boundary”



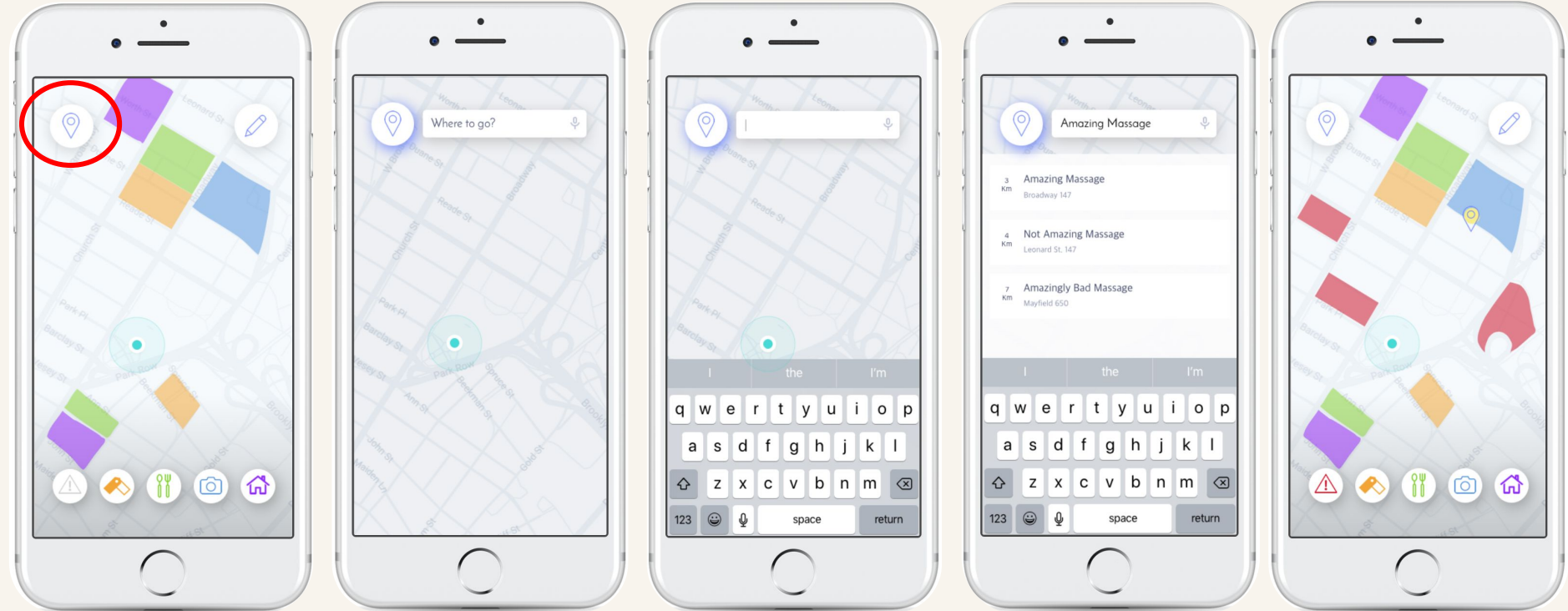
Task 1

Set a destination

Set a Destination



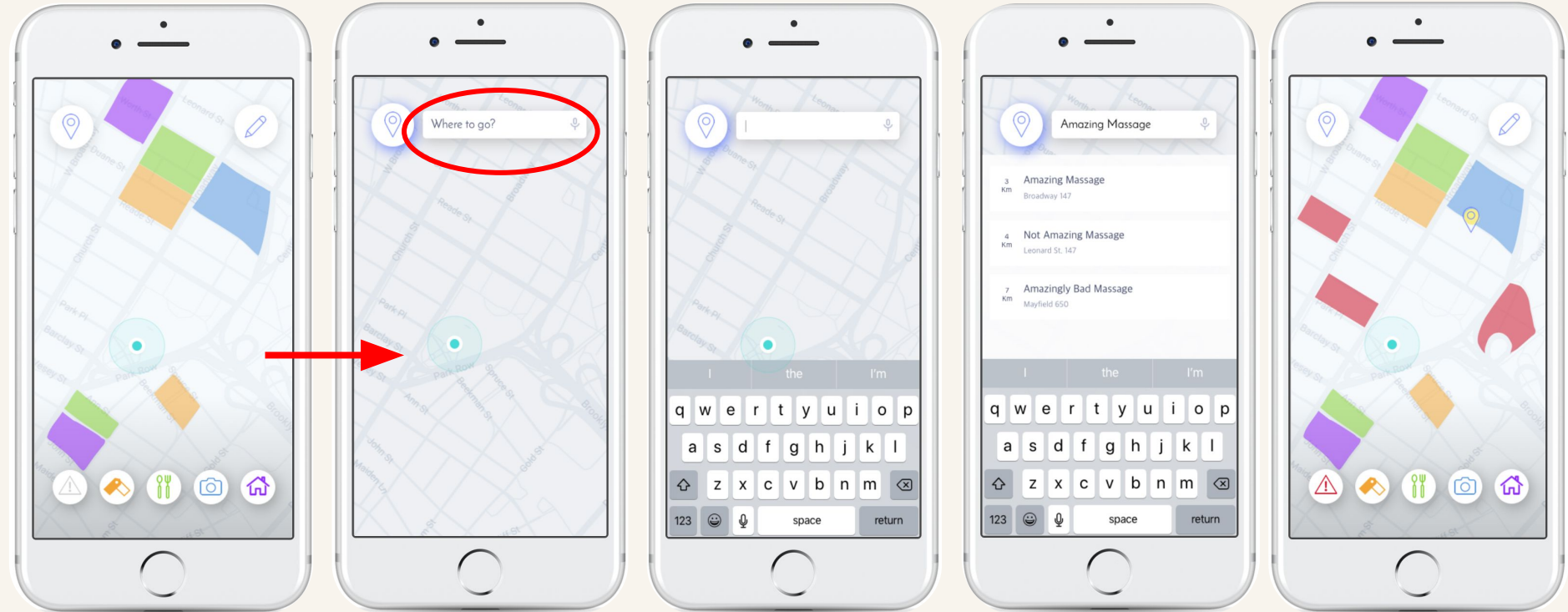
Set a Destination



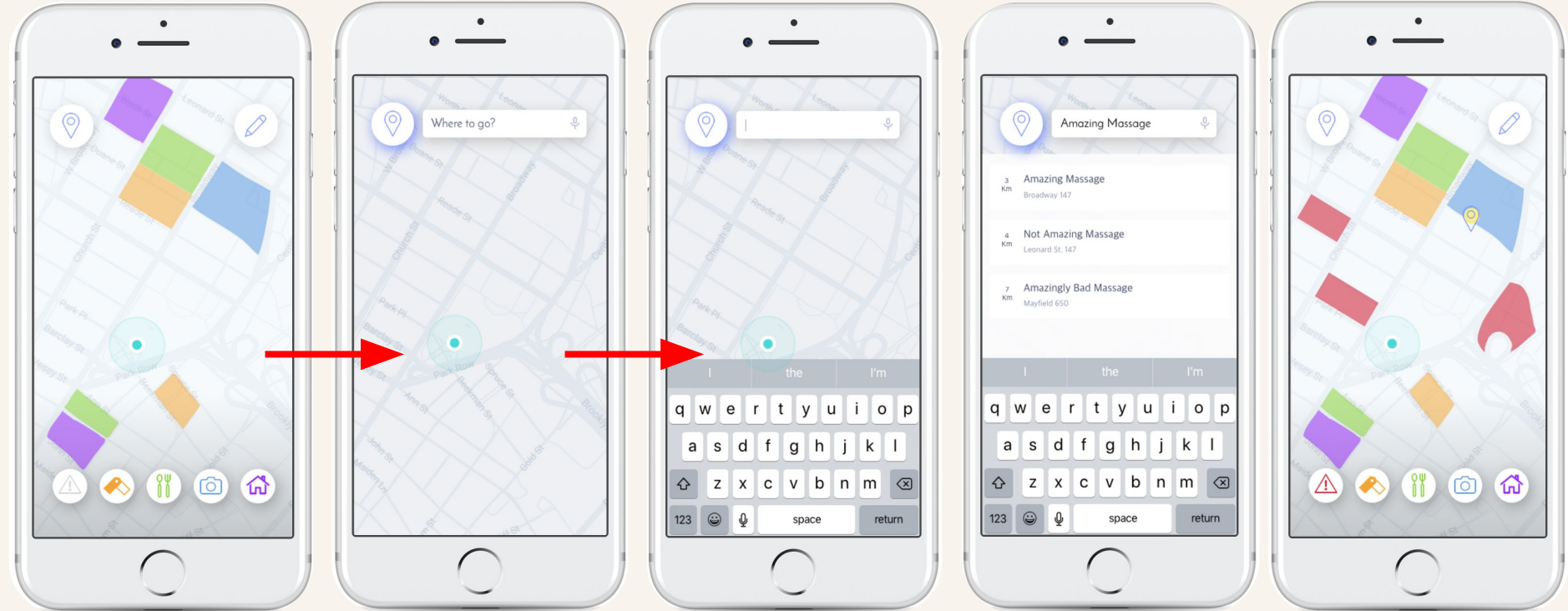
Set a Destination



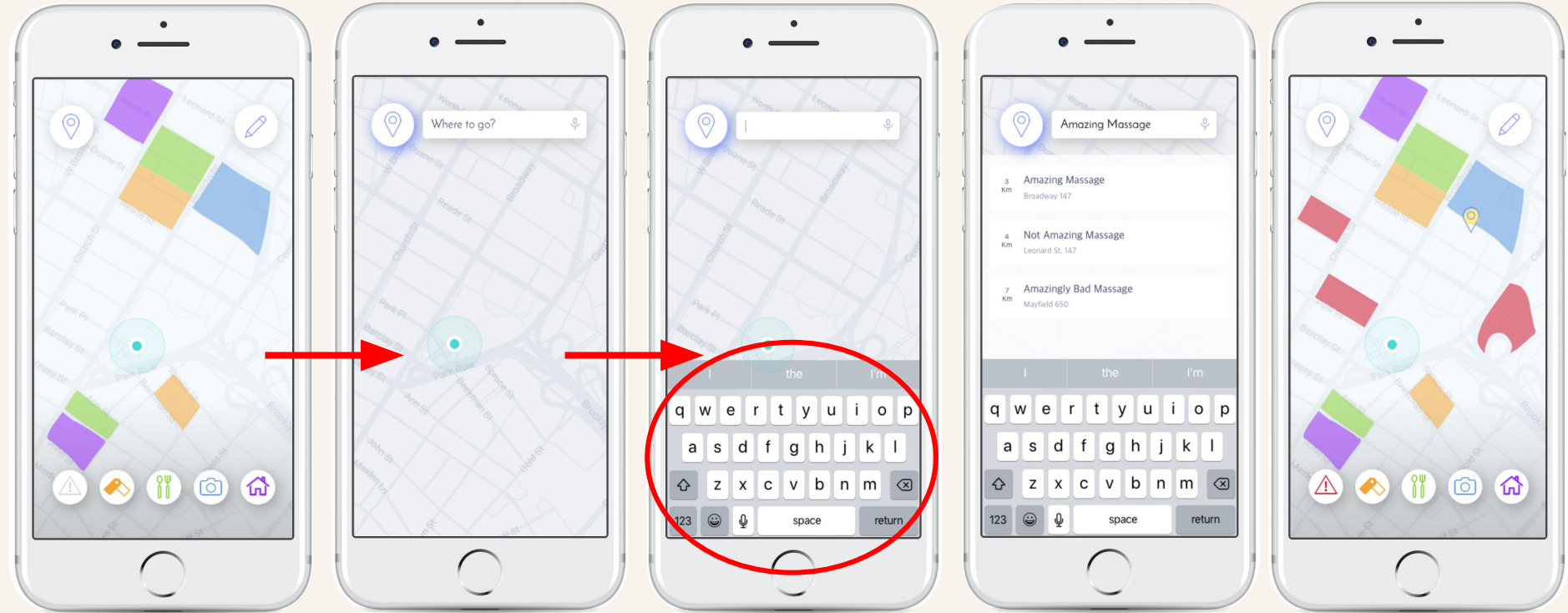
Set a Destination



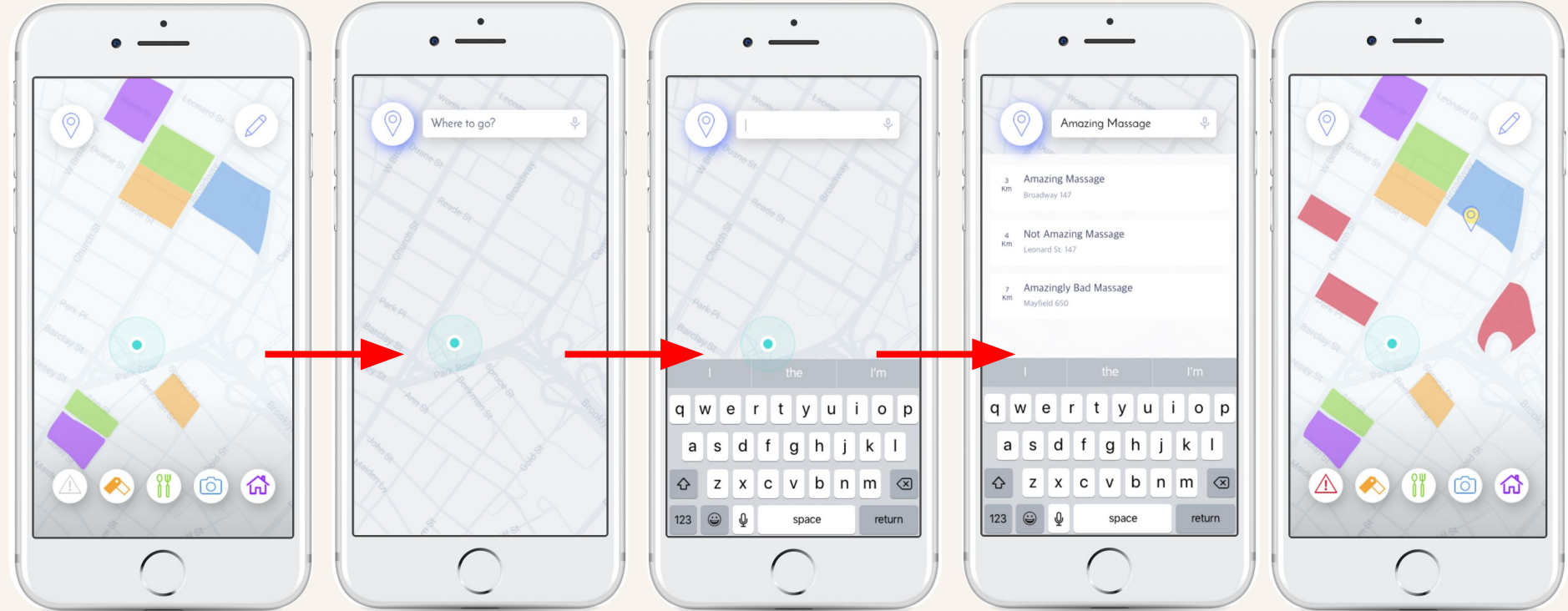
Set a Destination



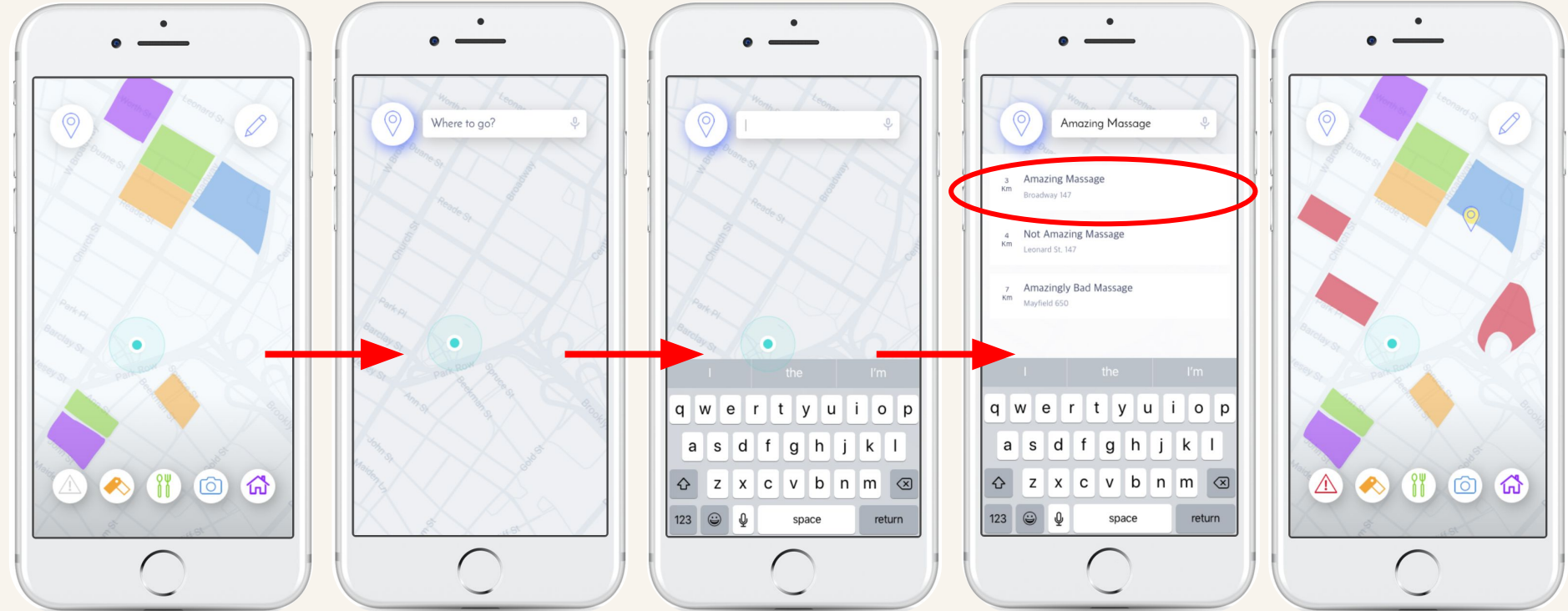
Set a Destination



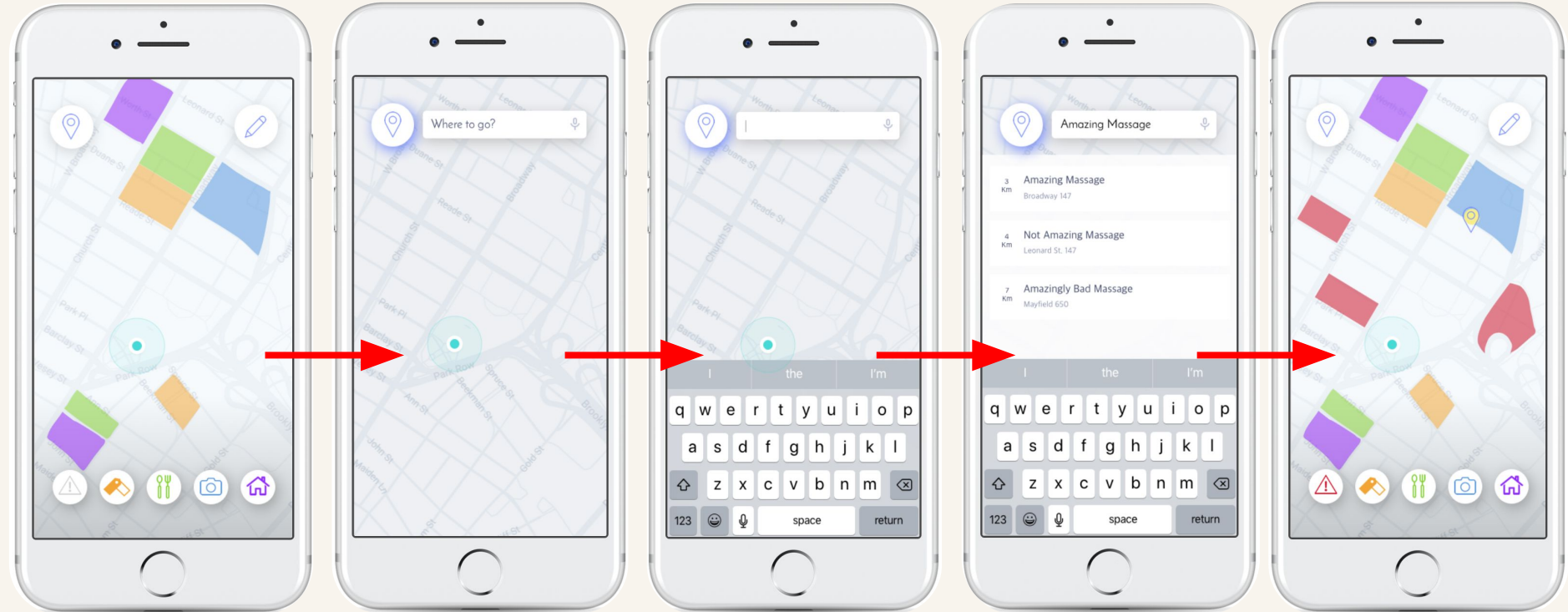
Set a Destination



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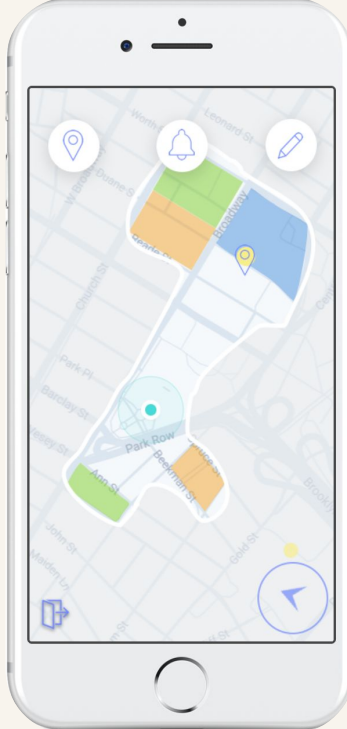
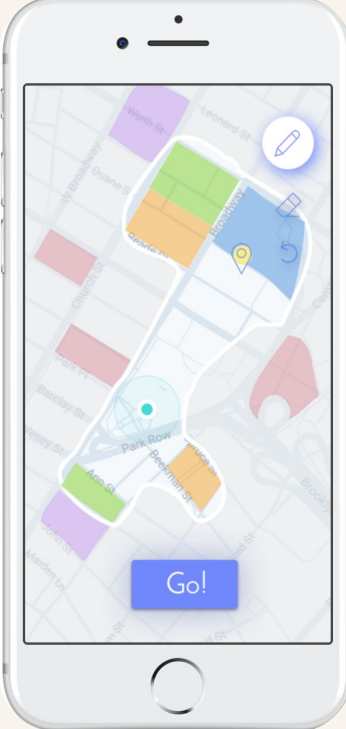
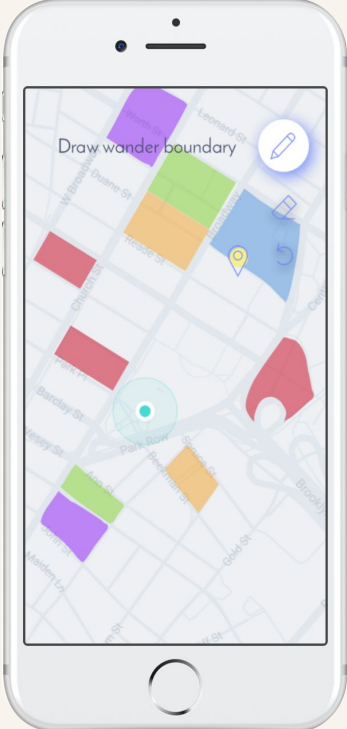
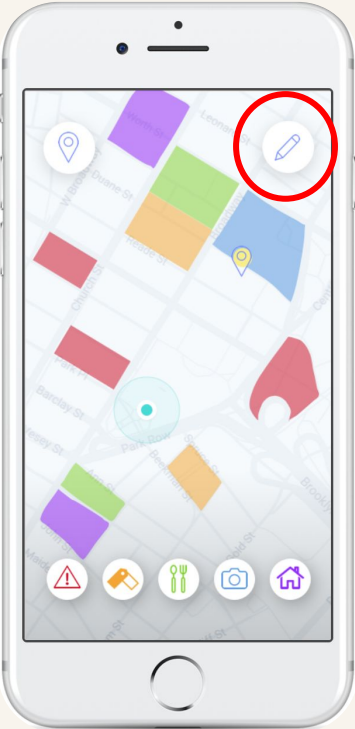
Set a Destination



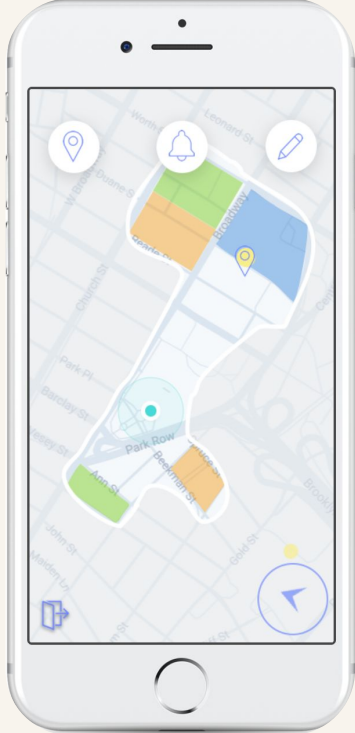
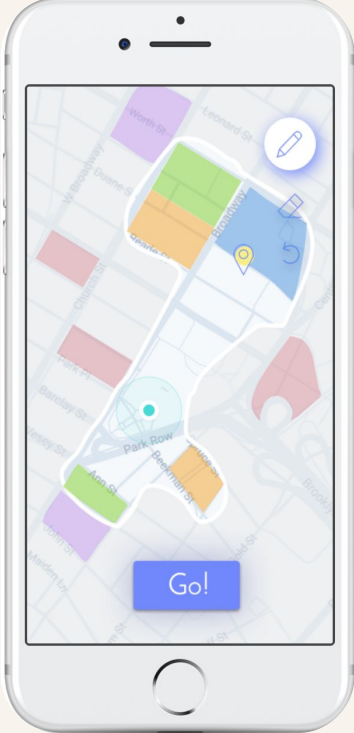
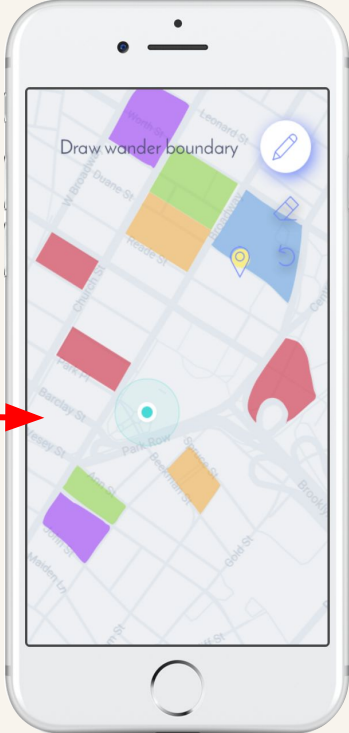
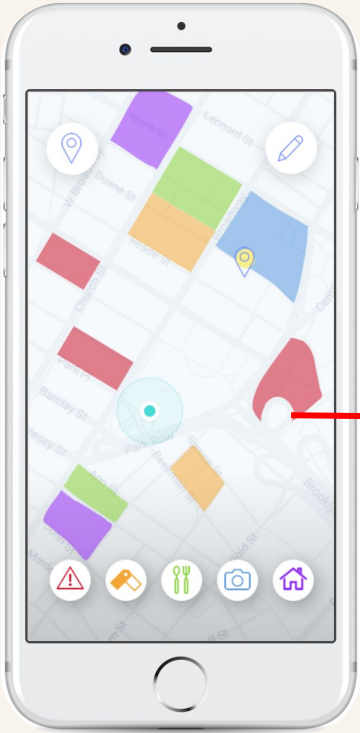
Task 2

Draw boundary

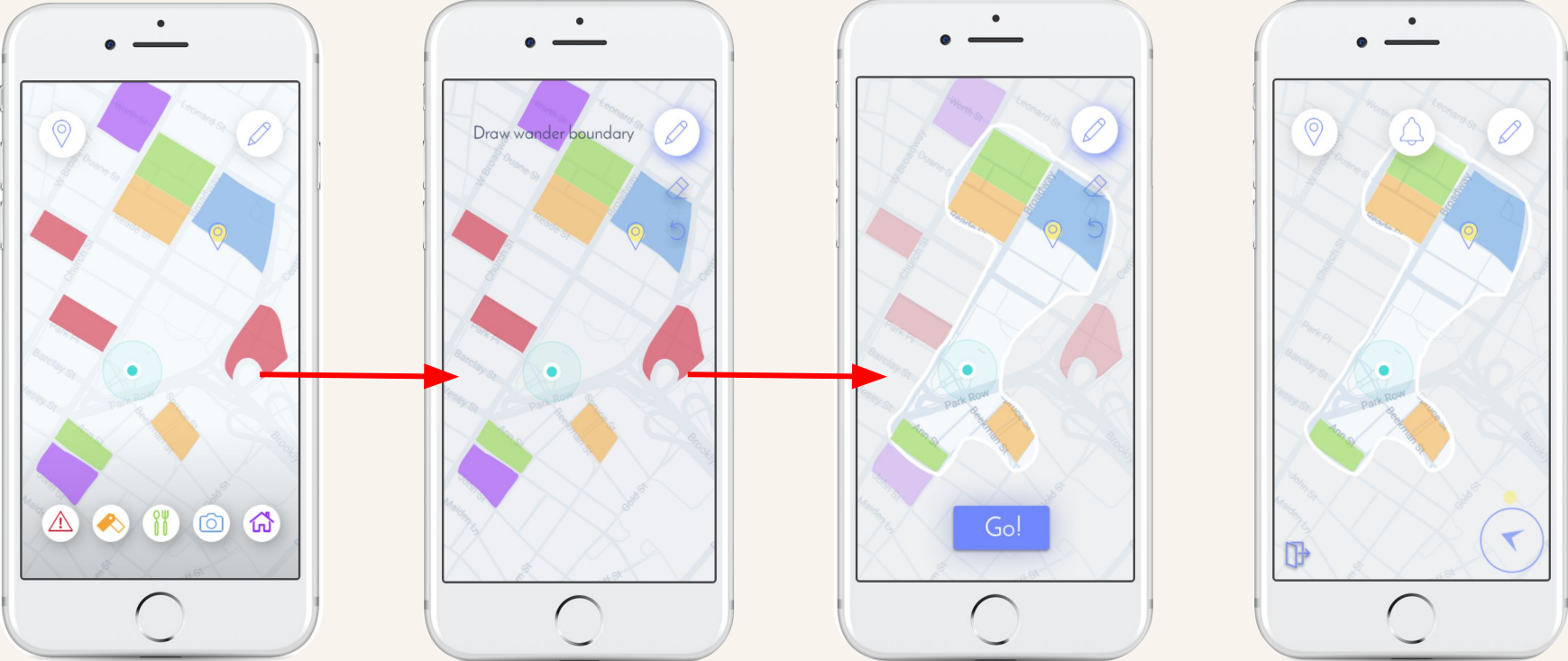
Draw a Wander Boundary



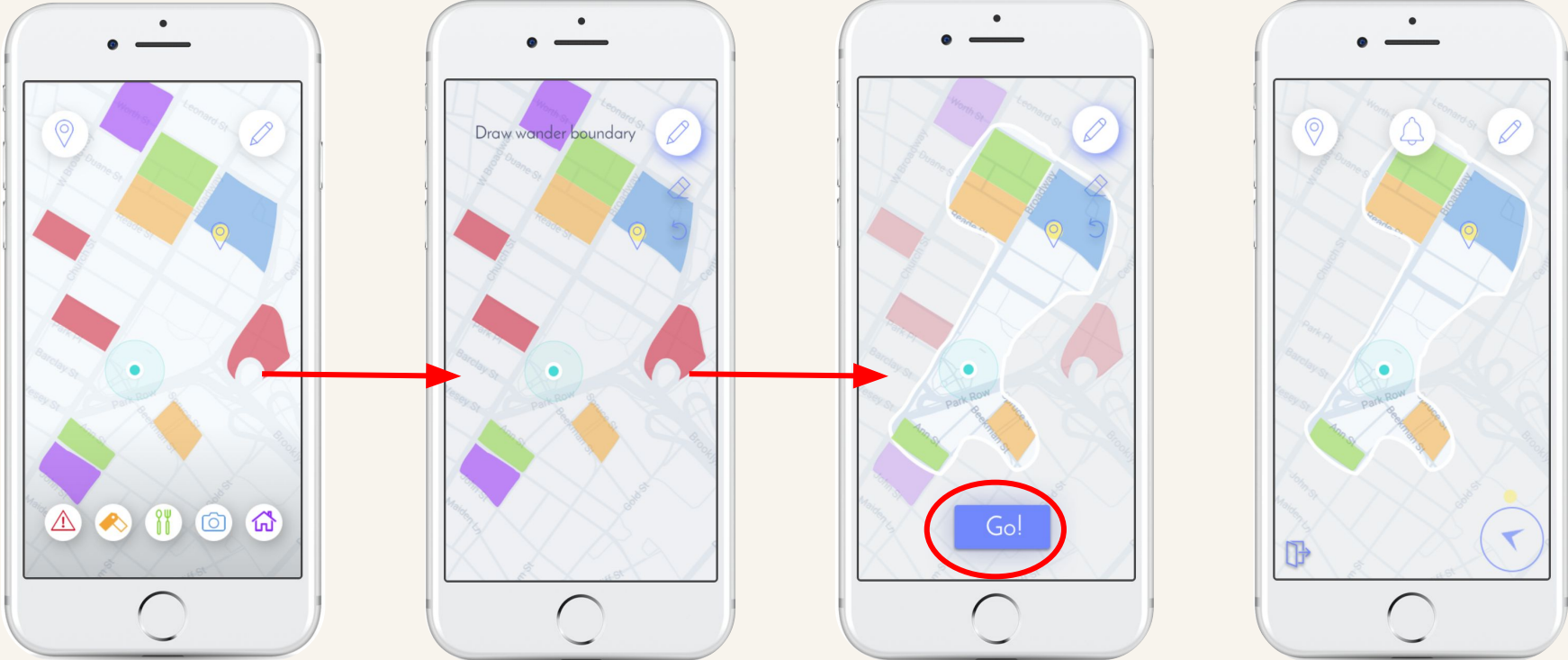
Draw a Wander Boundary



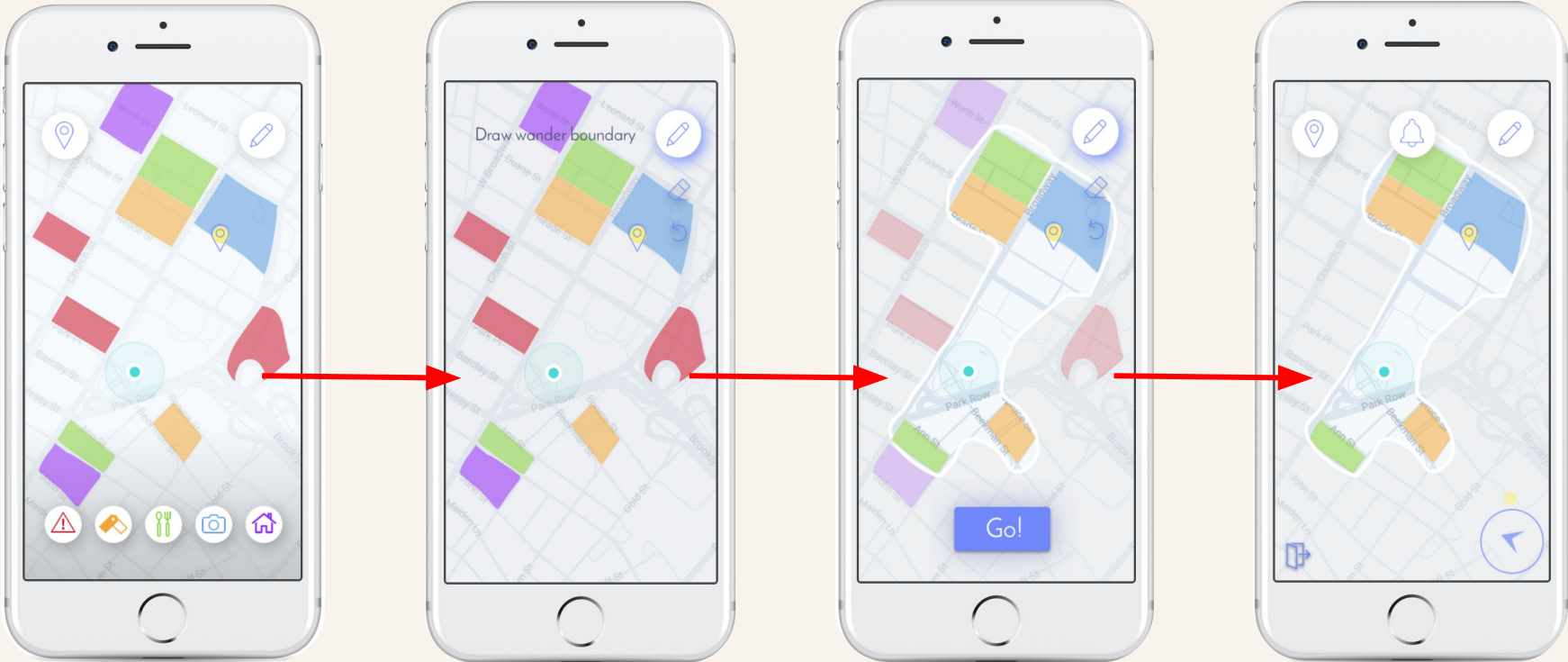
Draw a Wander Boundary



Draw a Wander Boundary



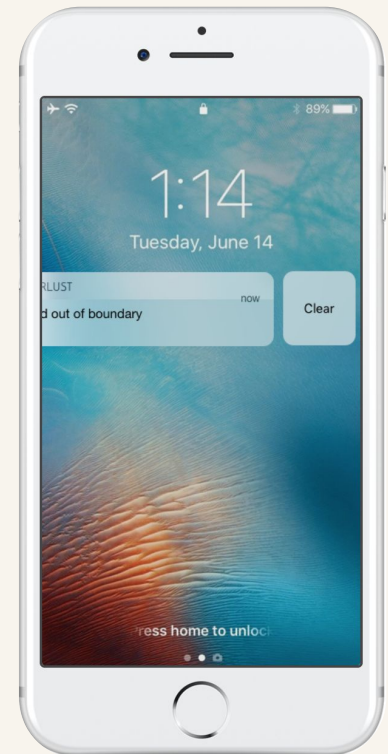
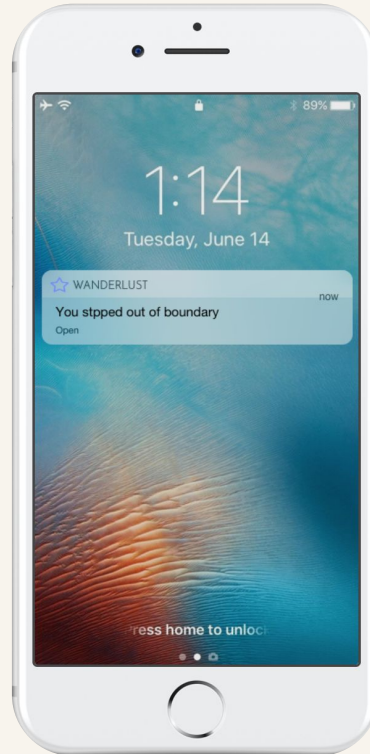
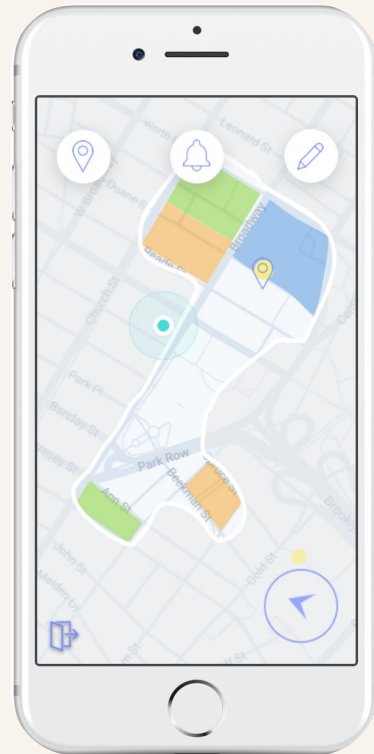
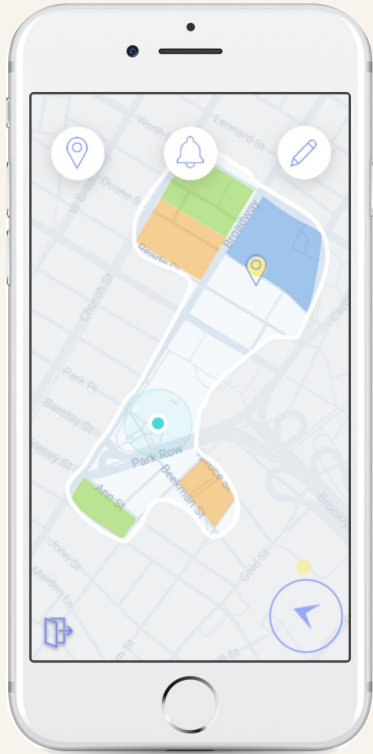
Draw a Wander Boundary



Task 3

Navigate to
Desired Area

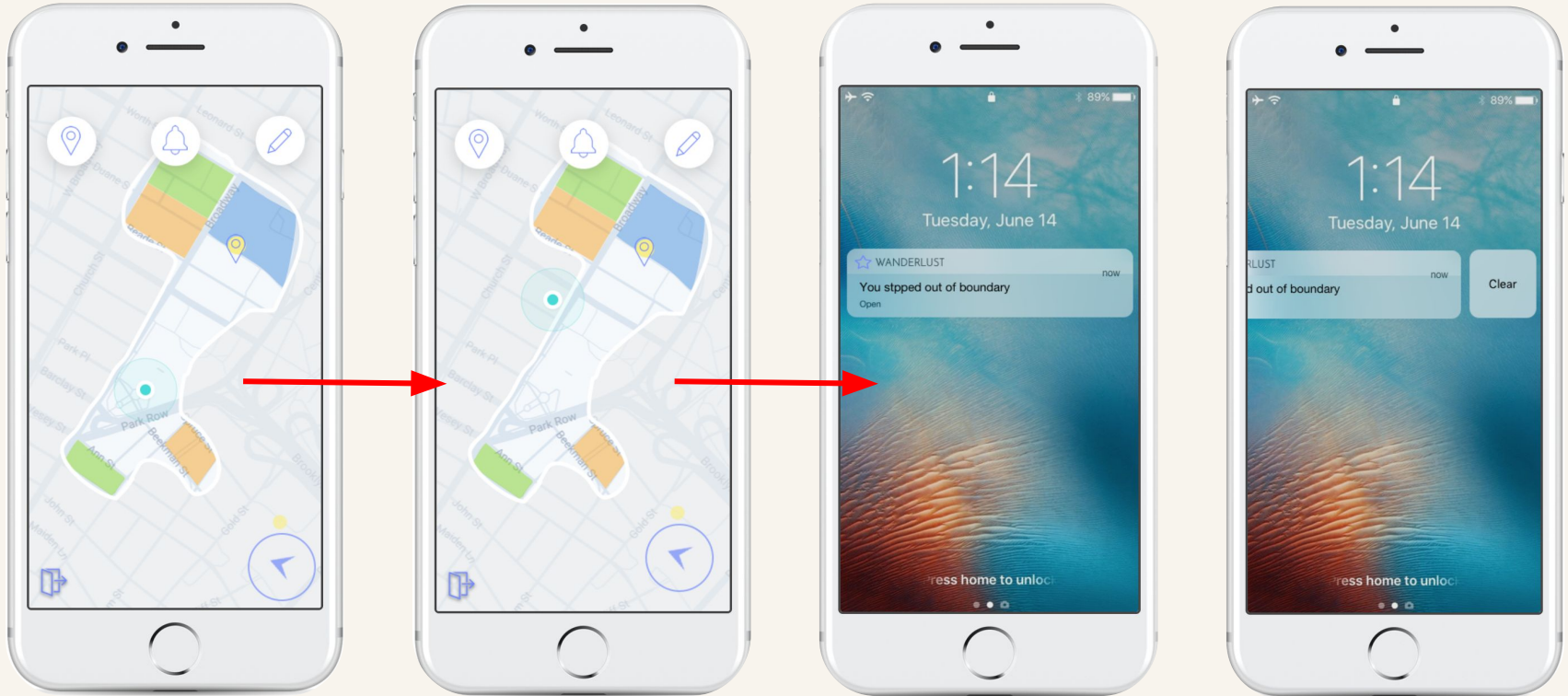
Navigate to a Desired Area



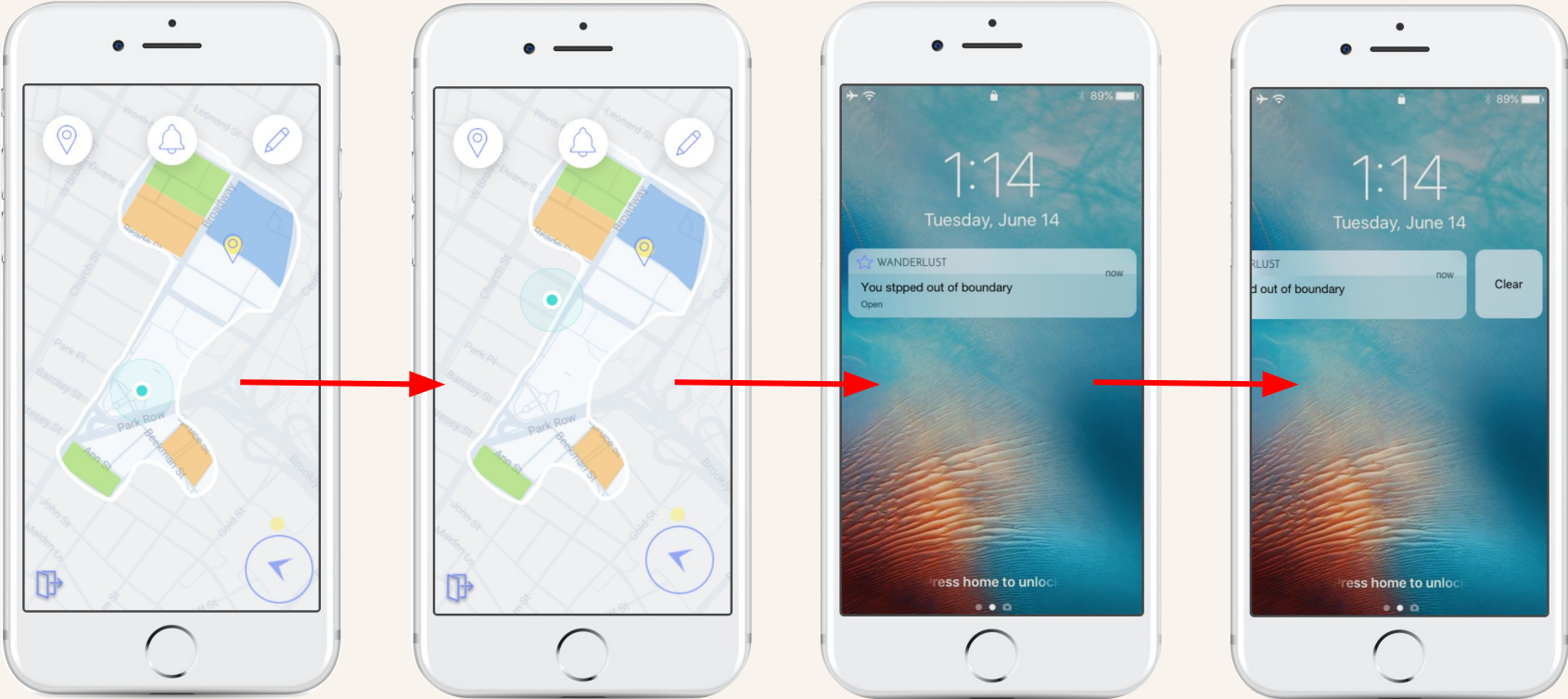
Navigate to a Desired Area



Navigate to a Desired Area



Navigate to a Desired Area



Prototype Overview

Prototype Tools

Sketch:

- Give texture and color to UI easily
 - : good for color coded map and floating button
- Import some already existing nav app's UI/Icons
 - : take advantage of intuition from familiar shapes
- Replicate actual mobile device screen easily
 - : good for notification feature
- Complex image edit limitation (had to use Photoshop)
- No active user action allowed

Prototype Tools

Marvel:

-Easy task flow implementation

-Active user interaction supported

: set notification, put filter on

-Replicate actual mobile device screen easily

: notification feature communicated easily

- Drawing on screen is not allowed
- Cannot show all the permutation of filter overlaps

Limit Tradeoffs

Permutations of filter overlaps were not all covered

Unnecessarily large amount of screen creations

User cannot actually edit the boundary:

Not the main usage while it takes a lot of new but similar looking screens

Cannot actually capture the user's location changes:

GPS function not supported

Wizard of OZ

Auto lock screen

If a user stays on the exploration screen for more than 4 seconds, the prototype moves on to a simulation when a user got out of boundary or to unsafe area.

It shows a home locked screen with warning notification.

Hard
coded

Destination typing

Auto typed-in destination (marvel doesn't support)

Different filters based on the neighborhood's information

GPS sensing and following neighborhood information requires complex backend implementation that is not prioritized yet

Boundary drawn by user

Other screens have to reflect the boundary drawn by the user, and for Marvel it is hard to update the other screens according to the real time user drawing