



**barefoot**

*one step at a time*



Katrina L



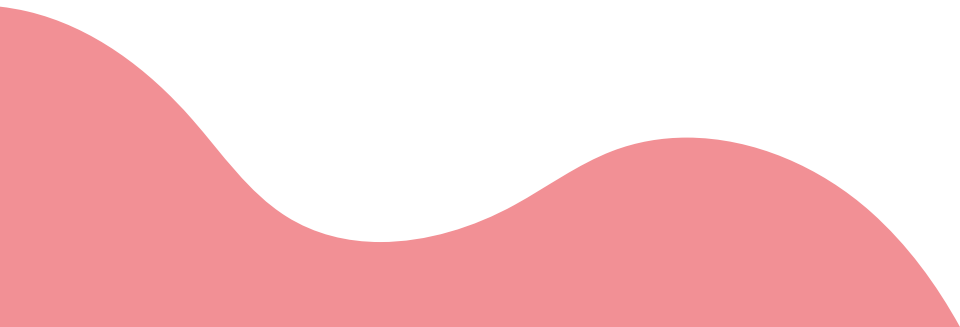
Rachel L



Grace Z

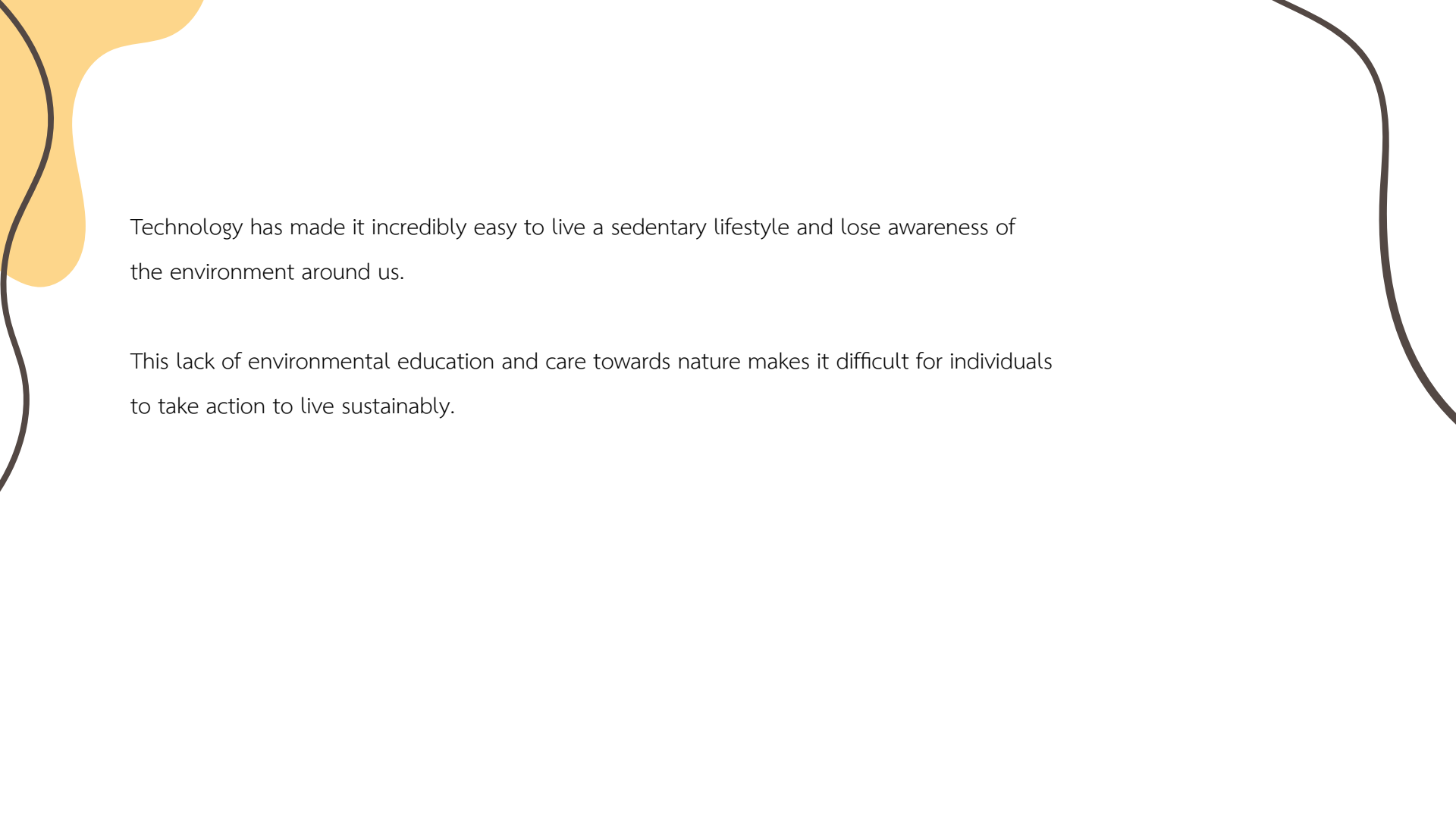


Anthony X



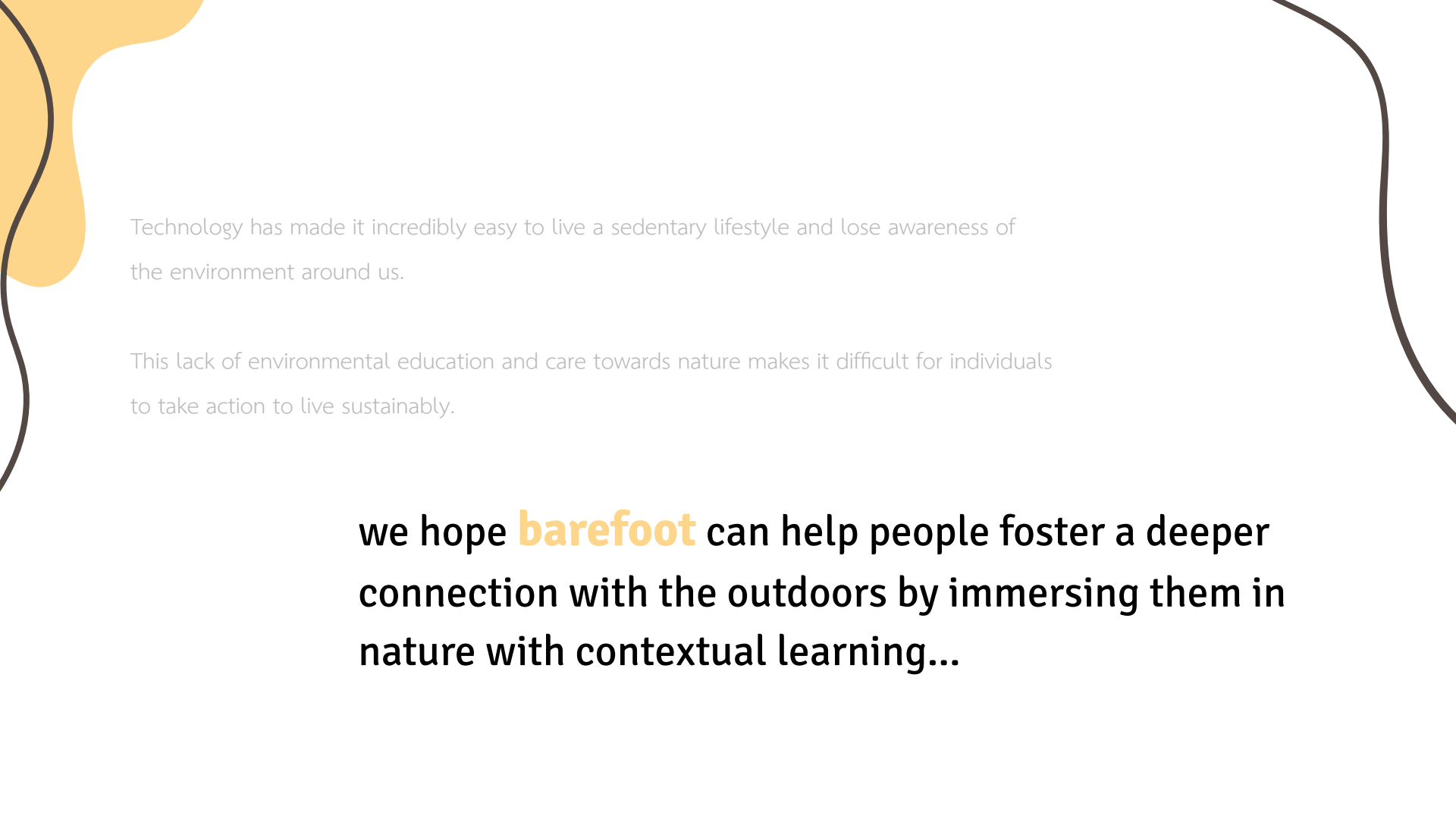


# Mission Statement



Technology has made it incredibly easy to live a sedentary lifestyle and lose awareness of the environment around us.

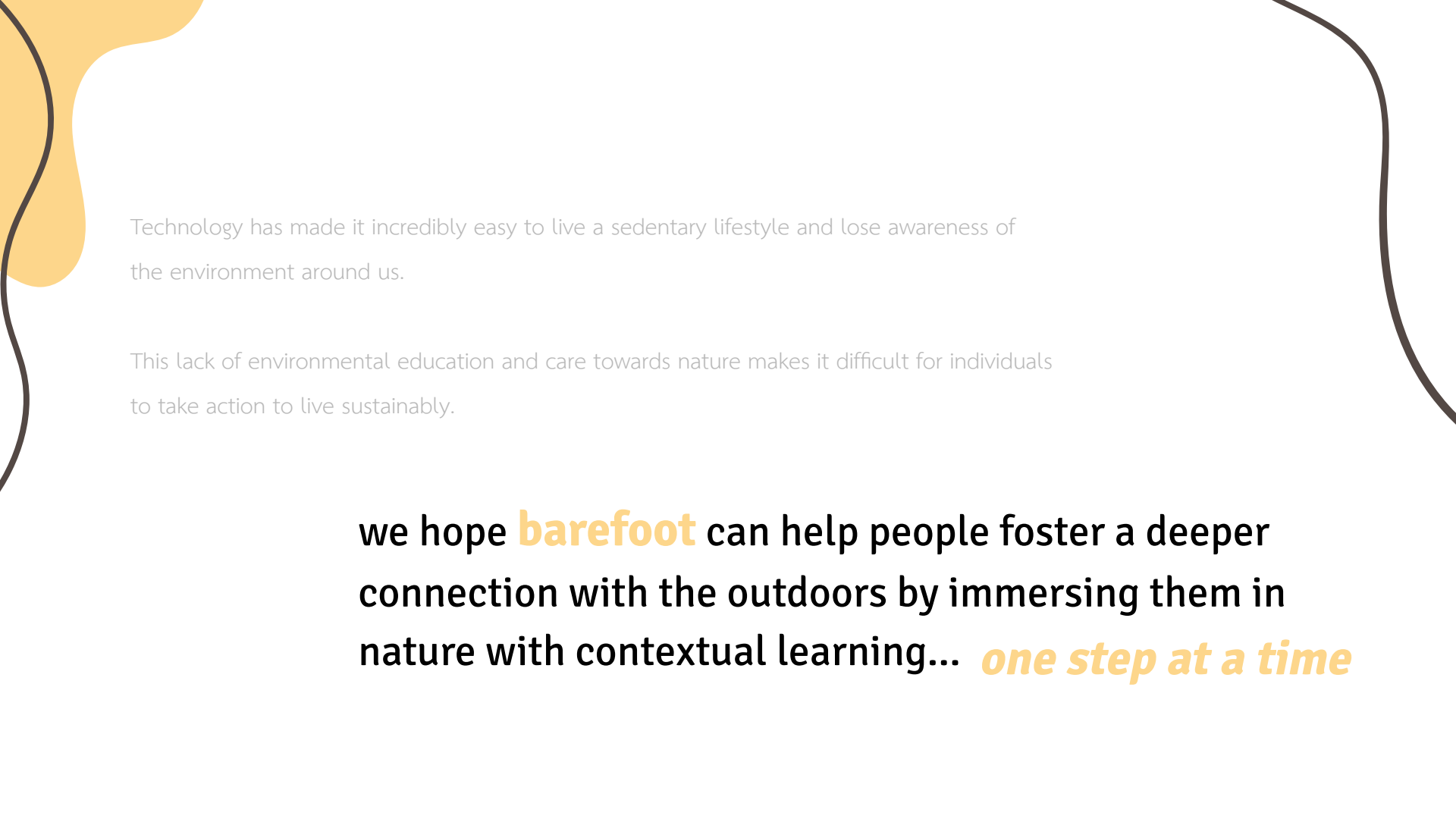
This lack of environmental education and care towards nature makes it difficult for individuals to take action to live sustainably.



Technology has made it incredibly easy to live a sedentary lifestyle and lose awareness of the environment around us.

This lack of environmental education and care towards nature makes it difficult for individuals to take action to live sustainably.

**we hope **barefoot** can help people foster a deeper connection with the outdoors by immersing them in nature with contextual learning...**



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This lack of environmental education and care towards nature makes it difficult for individuals to take action to live sustainably.

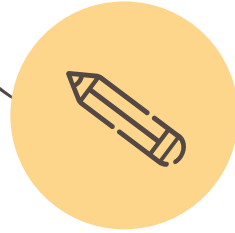
we hope **barefoot** can help people foster a deeper connection with the outdoors by immersing them in nature with contextual learning... *one step at a time*



# Overview



**TASKS**



**REVISED  
INTERFACE**



**MED-FI TASK  
FLOWS**



**PROTOTYPE  
OVERVIEW**

The background features abstract, organic shapes in shades of pink, yellow, and grey. Some shapes contain white patterns, such as small circles or dashes. A thin black line curves across the composition, connecting different elements.

# Tasks

**Simple:** Follow previously published trails by other app users

**Moderate:** Explore and learn about nature in context

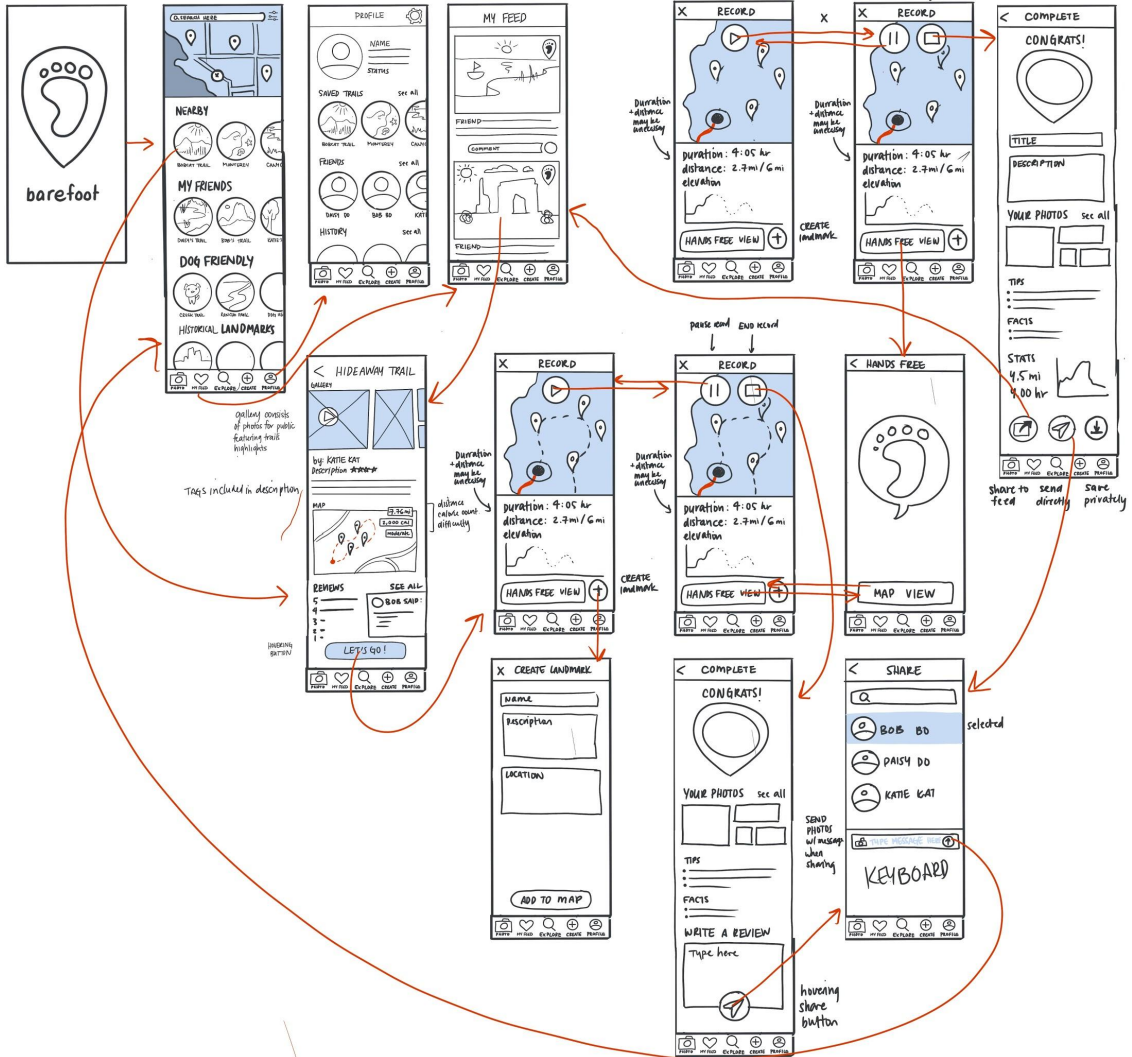
**Complex:** Publish your own trail

**Moderate:** Invite friends directly to follow your trail





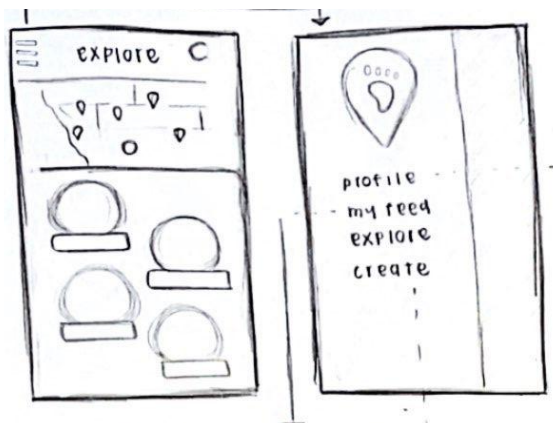
# Revised Interface



# OUR NEW STORYBOARD

# Design Change #1: Menu Bar

Before:



After:



# Design Change #1: Menu Bar

## Before:

- Too many steps required to navigate between screens
- No way to go back to previous screens
- Slide-out screen disrupts from usage

## After:

- Replaced with static task bar
- More intuitive and familiar for users, especially for app
- Allows easy navigation anytime
- More seamlessly integrated

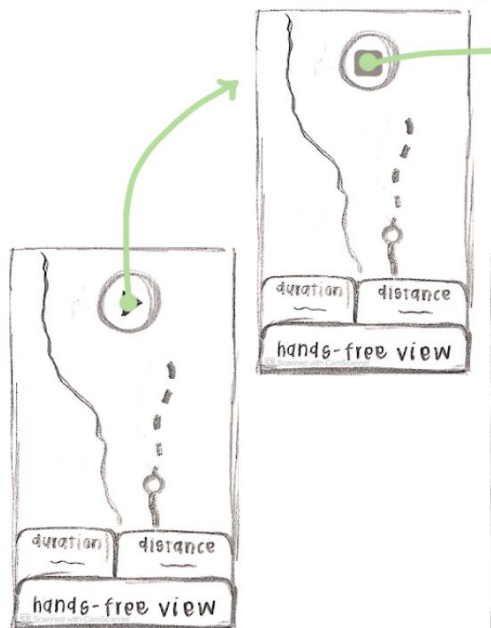
# Design Change #1: Menu Bar

## Rationale:

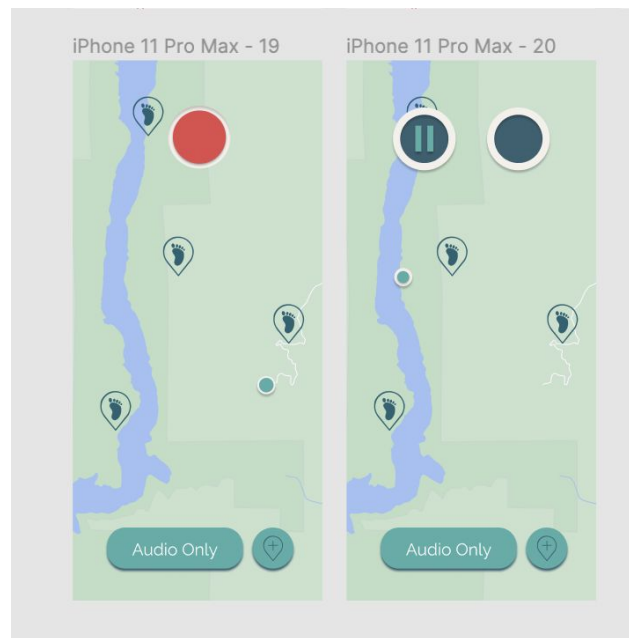
- We encountered significant confusion across the majority of users about how to navigate through the app with the original menu.
- Having to essentially open new screen every time the menu was clicked became frustrating
- This allows users to start each task more seamlessly
- The placement is also easier physically
- We figured this familiar taskbar (reminiscent of apps like FB/insta) would decrease friction to using app and completing tasks

# Design Change #2: Pause Button

Before:



After:



# Design Change #2: record/pause Button

## Before:

- Function of single floating play button was unclear
- No additional metrics such as time/distance traveled while recording

## After:

- Having an explicit record button helps mitigate confusion over recording vs starting trail
- Allows users to be in control of how much of the trail they want recorded

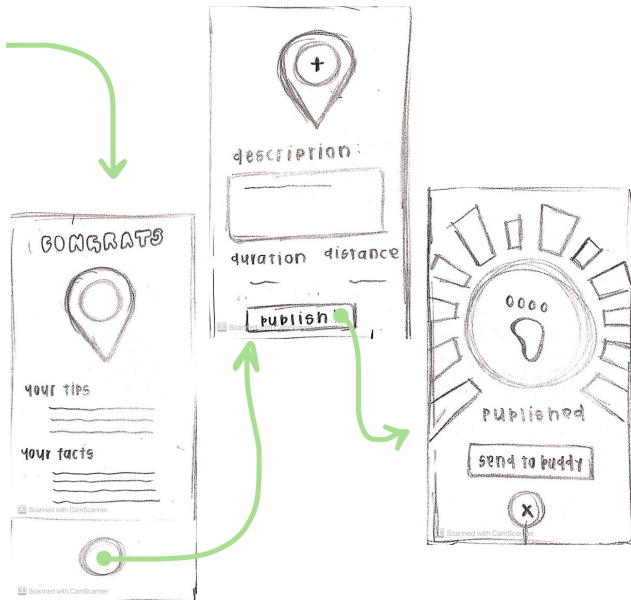
# Design Change #2: record/pause Button

## Rationale:

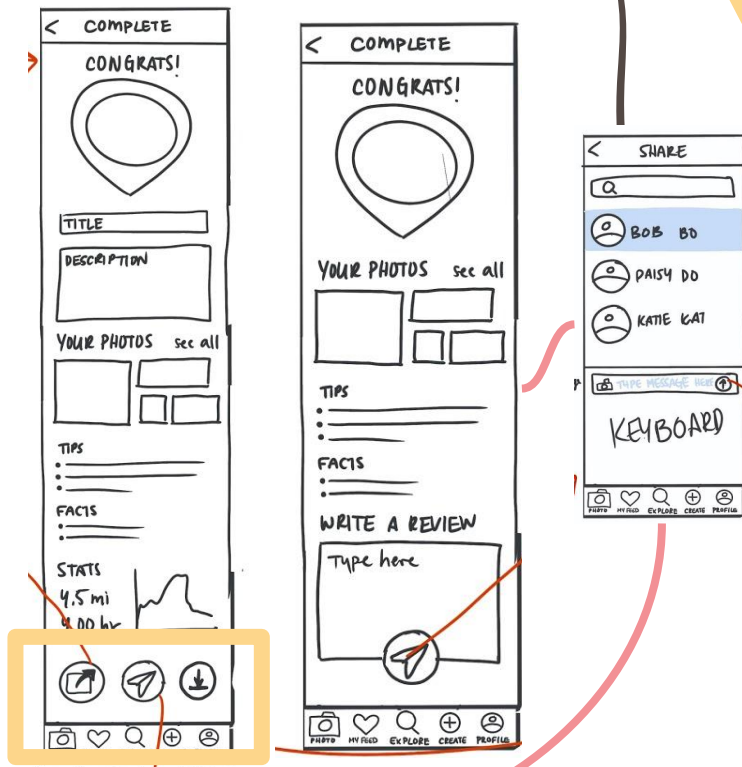
- We encountered confusion across the most users about whether the play button was to start following the trail and navigation, or if it was to actually record the adventure.
- Not all users wanted their entire trail to be recorded, and wanted an option to be able to control the tracking

# Design Change #3: Finish and Share

Before:



After:



# Design Change #3: Finish and Share

## Before:

- Single-dimensional flow: had to finish and publish before presented with option to share with friends
- Assumed that every finished trail would be published
- Too many screens/steps

## After:

- Introduced 3 distinct options after completing trail: saving, sharing globally, sharing privately
- Scrolling mechanism more intuitive and efficient than separate screens
- Back buttons so that sharing is optional

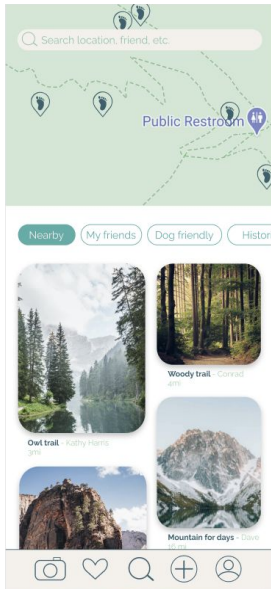
The background features several abstract, organic shapes in shades of pink, red, and yellow. A thin black line curves across the top right and bottom left. The text 'Med-Fi Task Flows' is centered in a bold, dark grey font.

# Med-Fi Task Flows

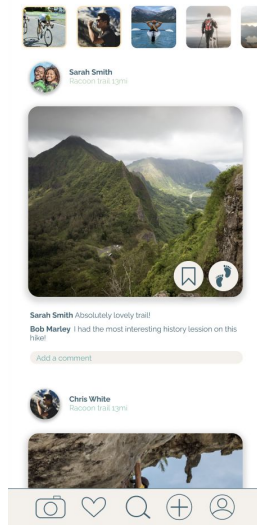
**Simple:** Follow previously published trails by other app users



## Explore page

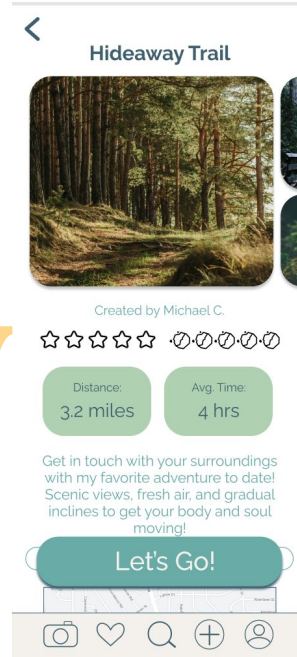


## Feed page

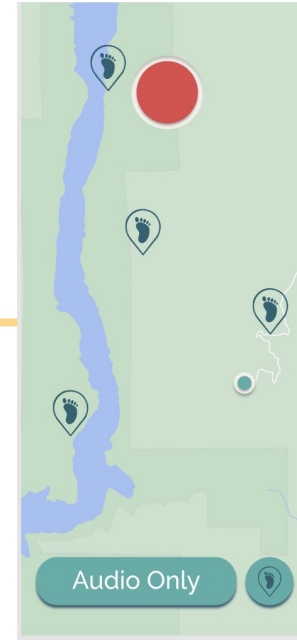


Navigate from either the explore or feed page!

## Trail preview



## Start recording trail page



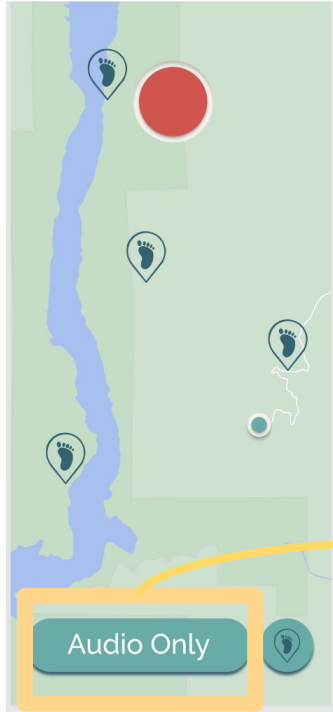
Making following adventures easily accessible for all users

**Simple:** Follow previously published trails by other app users

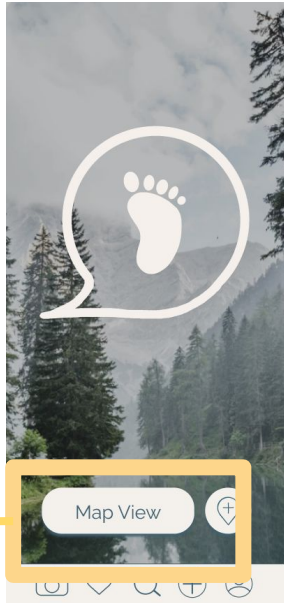
**Moderate:** Explore and learn about nature in context



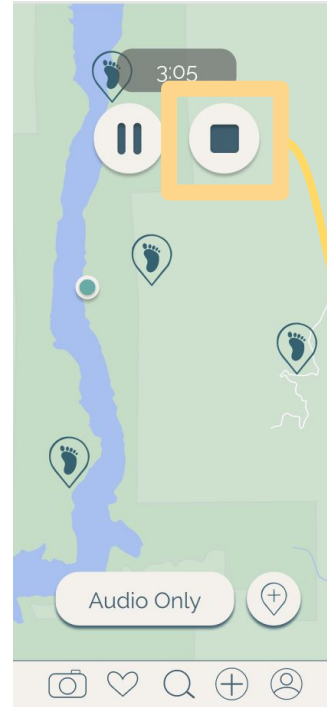
# Giving people the feel of a “guided tour” through their surroundings



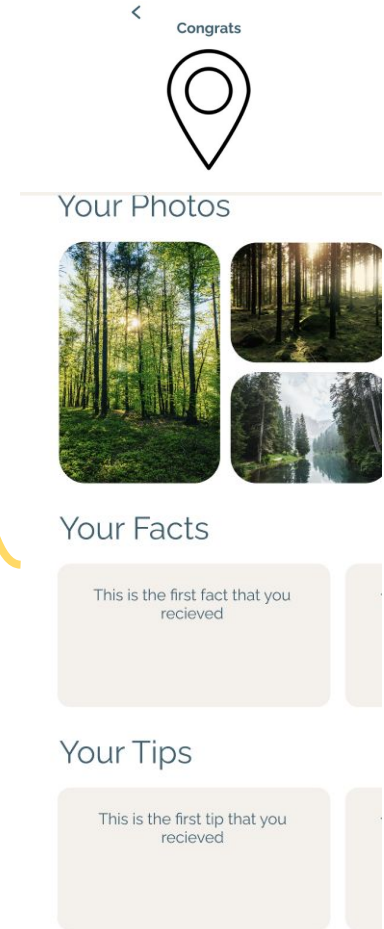
Start following a trail!



Toggle to hands-free mode and listen to facts



Finish and reflect on the journey!

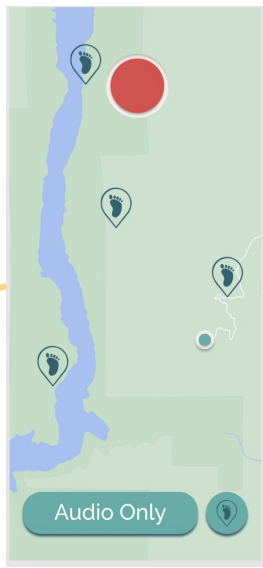
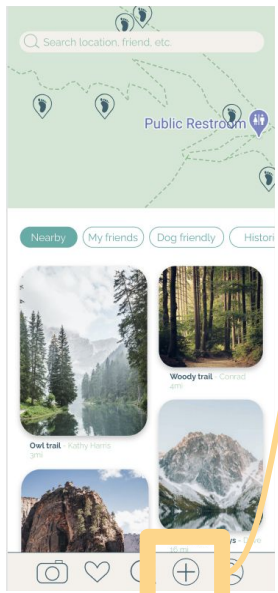


**Simple:** Follow previously published trails by other app users

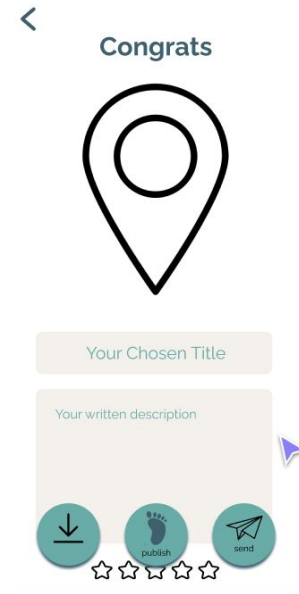
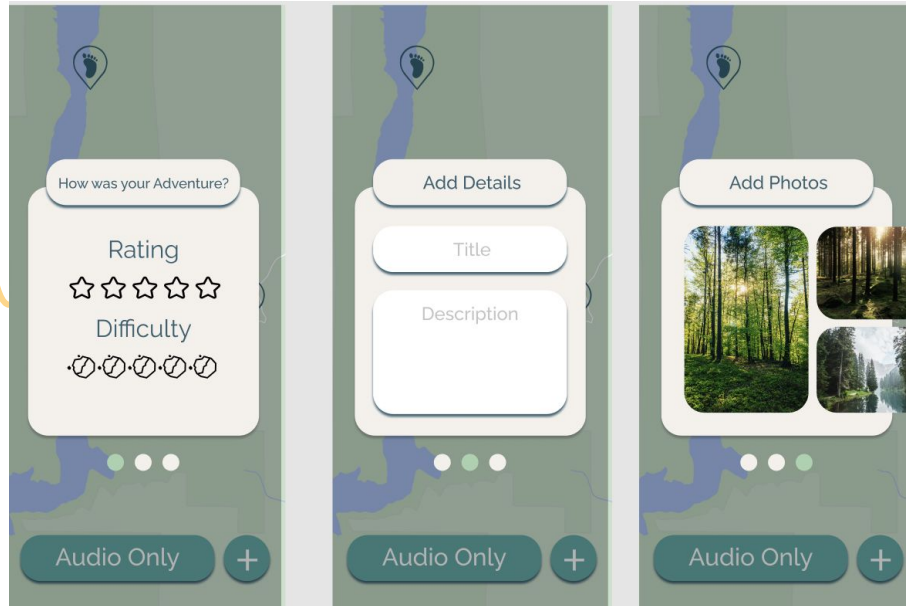
**Moderate:** Explore and learn about nature in context

**Complex:** Publish your own trail





Easily add pictures, facts, and tags to your trail before sharing!



Enter create mode and record!

Share your newfound passions with others!



**Simple:** Follow previously published trails by other app users

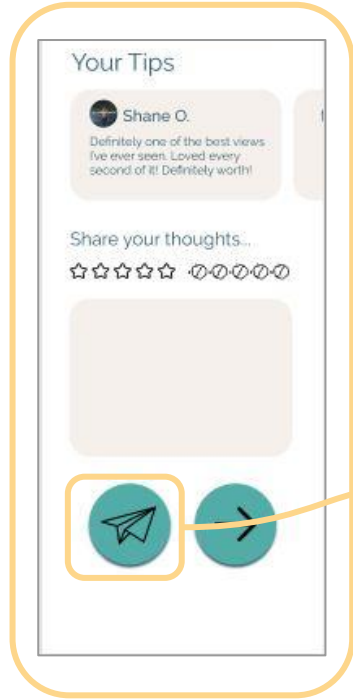
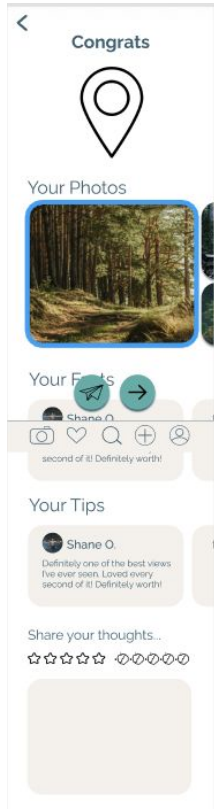
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**Moderate:** Invite friends directly to follow your trail

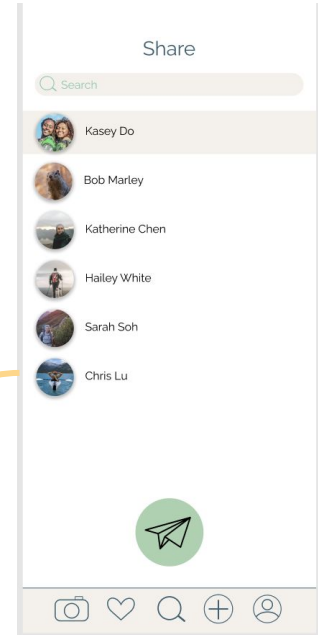
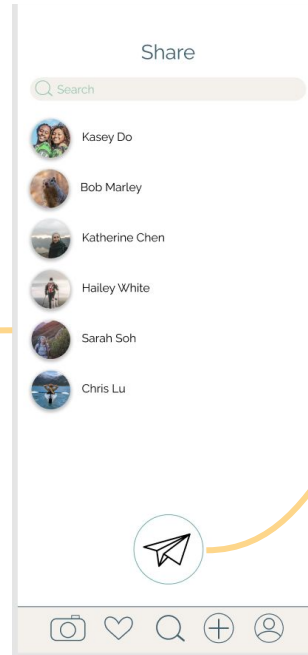
# Spreading love for the outdoors with people who have yet to be reached

Finished trail page!



Two buttons: One to share and one to return to menu

Select desired contacts



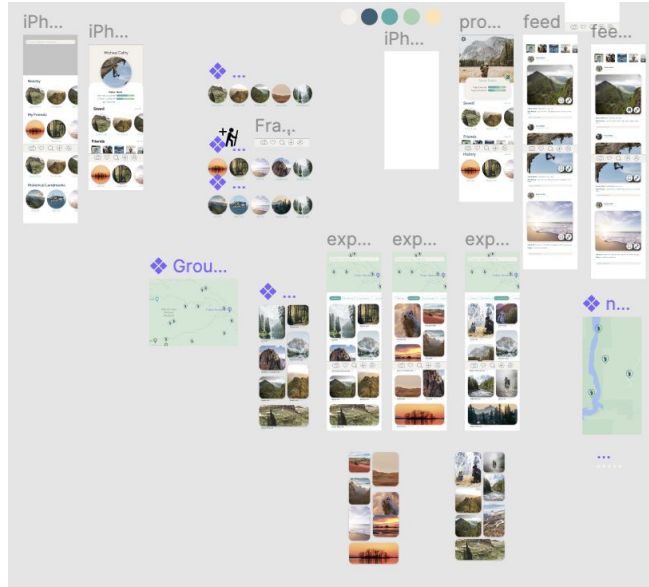
Send trail directly!

The background features abstract, organic shapes in shades of pink, yellow, and grey. A thin black line curves across the scene, starting from the right side and extending towards the bottom left. The text 'Prototype Overview' is centered in a bold, dark grey font.

# Prototype Overview

# Interface

Medium-fi prototype made with Figma



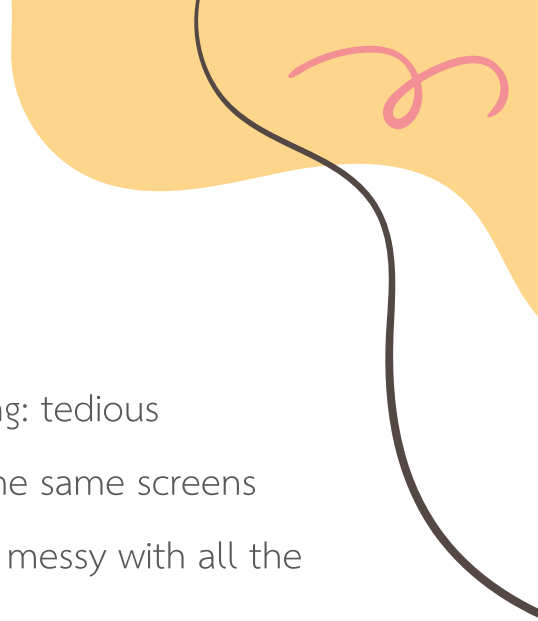
# Interface

## Likes

- Shared platform with real-time synced updates
- Combination of design and prototyping
  - Reusable components and styles
  - Scrolling screens and overlays and popups

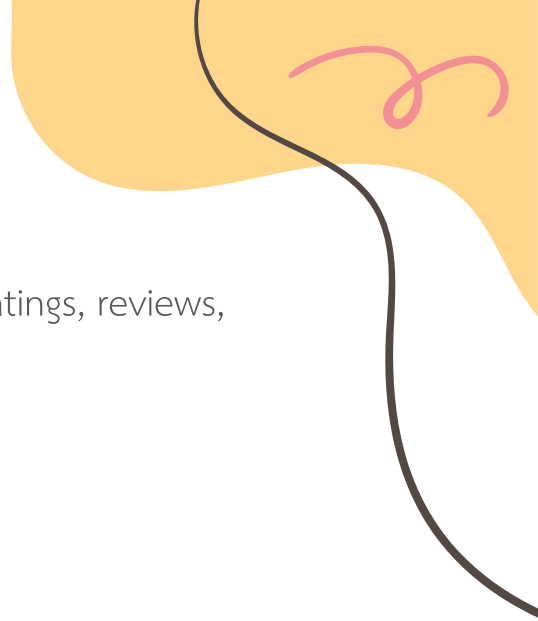
## Dislikes

- Individual wireframing: tedious
- Many variations of the same screens
- Prototyping became messy with all the connections
  - Limited animations



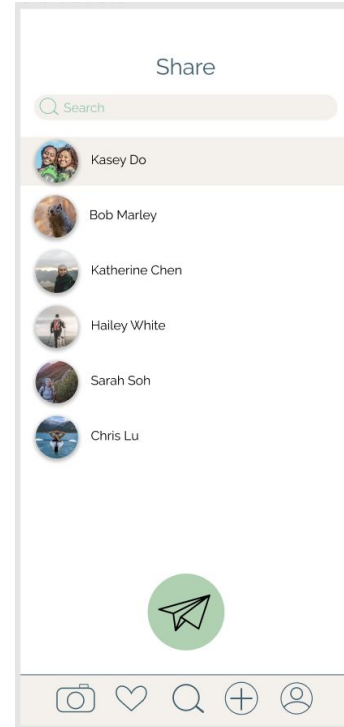
# Limitations

- Couldn't store published trails in memory (including associated pictures, ratings, reviews, tags, etc.)
- No access to location or camera functionality native to device
- Viewing a specific friend's posts and other profiles
- No audio built in for education component
- After publishing, no posting functionality



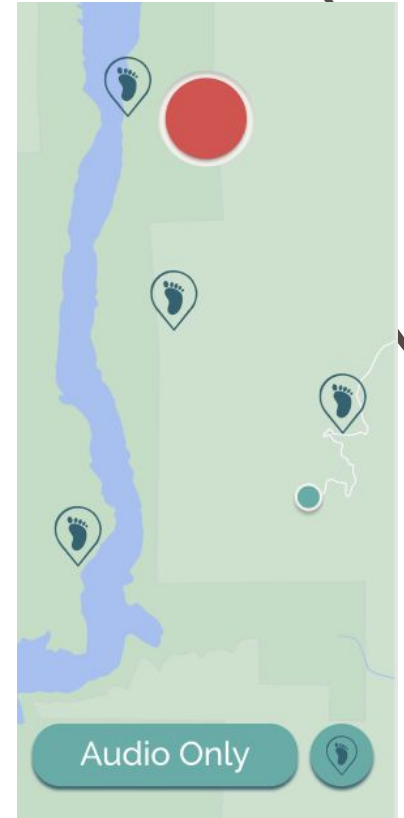
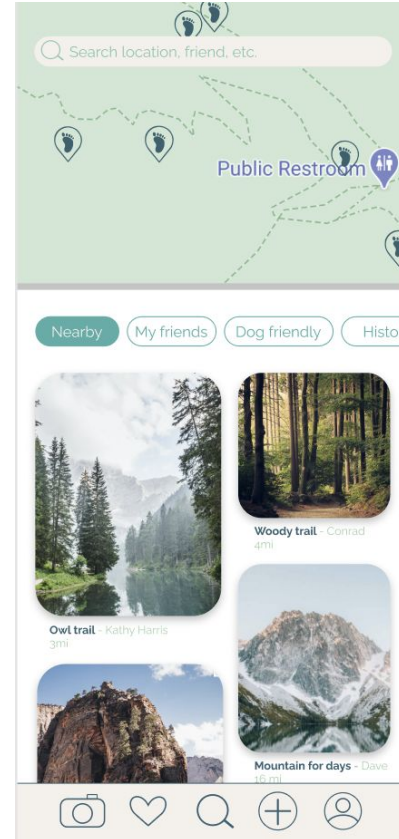
# Wizard of Oz

- Upon starting a trail, facts would “pop up” based on the user’s location and movement
- Upon sharing with a friend, the trail is assumed to be sent directly to the friend through the platform
- For trail preview, app curates certain pictures for trail advertisement
- Filter trail by category



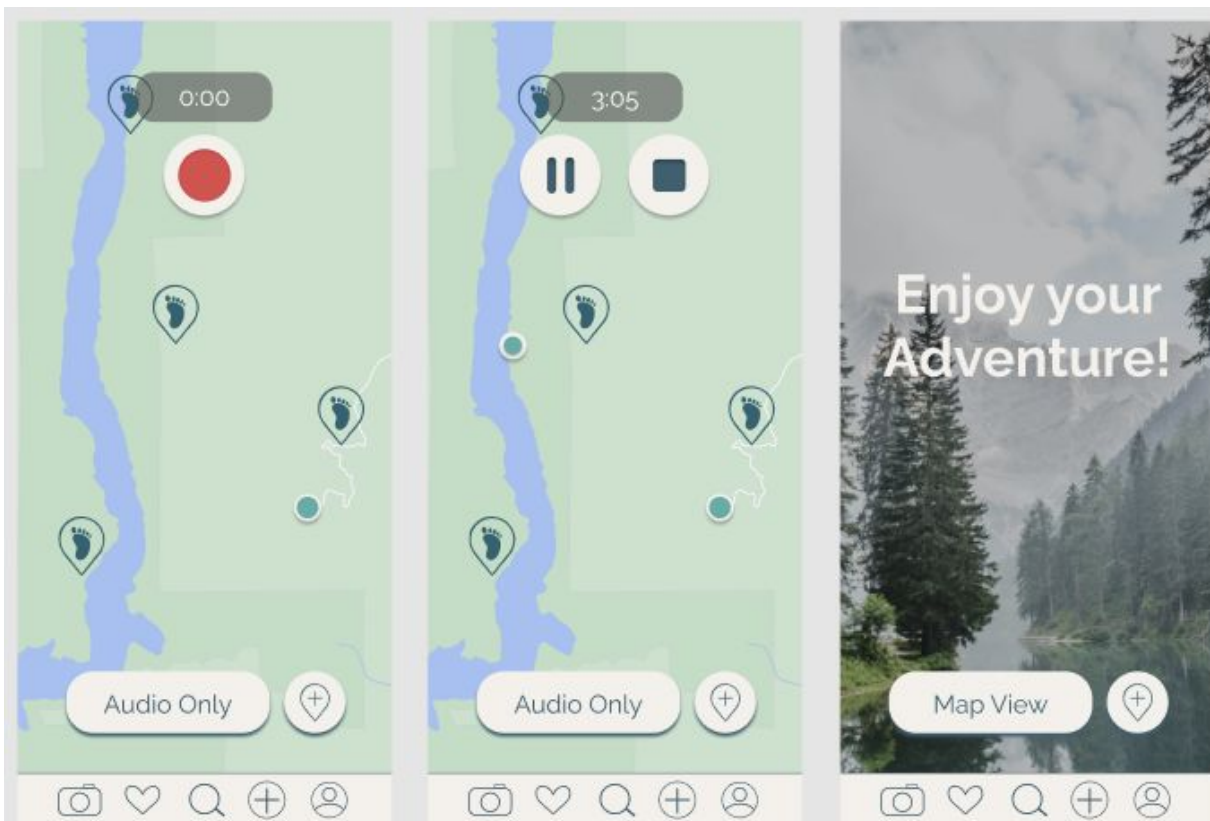
# Hard-Coded Features

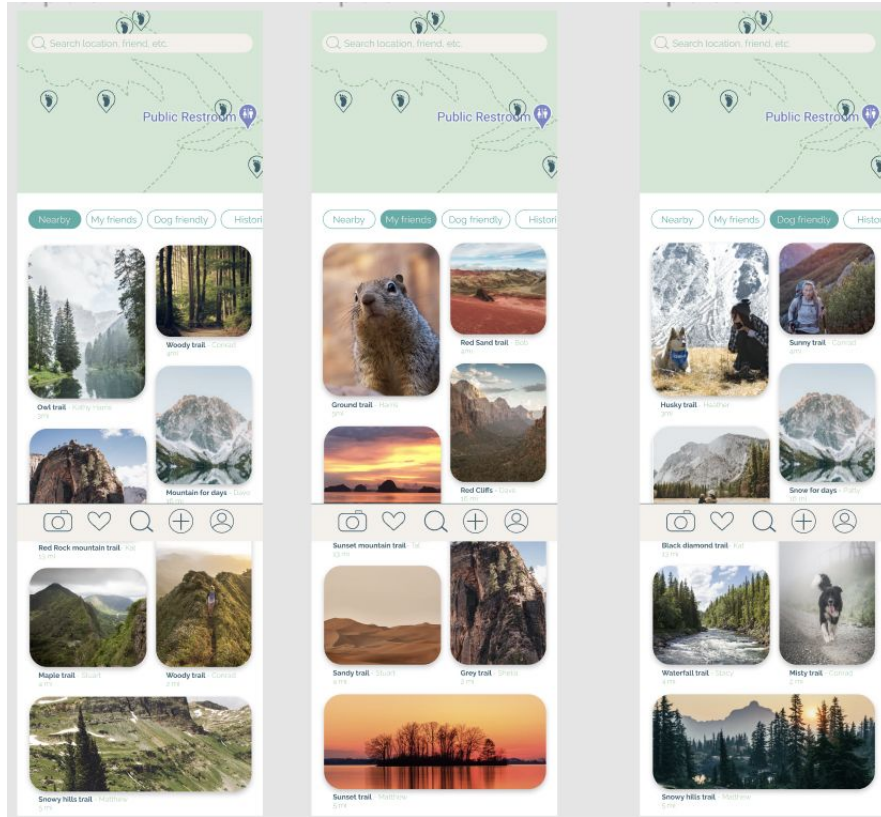
- Landmarks and facts shown on map were hardcoded (because no access to location)
- Trails shown in discover page, (should be based on location)
- Initial profile info pre-loaded
- Reviews pre-loaded
- Map



The background features abstract, organic shapes in shades of pink, yellow, and grey. A grey shape at the top left contains white dashed lines. A pink shape at the top right contains white dots. A yellow shape at the bottom left contains a small yellow dot. A black line curves across the page, separating the top and bottom sections.

# Appendix





### profile



**Sarah Smith**

Miles traveled

Traits published

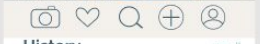
#### Saved

see all

Bobcat trail Pelican trail Wildcat trail

#### Friends

see all



#### History

see all

Oak trail Maple trail California trail

### feed



**Sarah Smith**  
Pelican trail 1.9mi

**Sarah Smith** Absolutely lovely trail!  
**Bob Marley** I had the most interesting history lesson on this trail!

[Add a comment](#)

**Chris White**  
Pelican trail 1.9mi

**Chris White** Absolutely lovely trail!  
**Bob Marley** I had the most interesting history lesson on this trail!

[Add a comment](#)



**Sarah Smith**  
Pelican trail 1.9mi

**Sarah Smith** Absolutely lovely trail!  
**Bob Marley** I had the most interesting history lesson on this trail!

[Add a comment](#)

**Sarah Smith**  
Pelican trail 1.9mi

### saved



**Sarah Smith**  
Pelican trail 1.9mi

**Sarah Smith** Absolutely lovely trail!  
**Bob Marley** I had the most interesting history lesson on this trail!

[Add a comment](#)

**Chris White**  
Pelican trail 1.9mi

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[Add a comment](#)

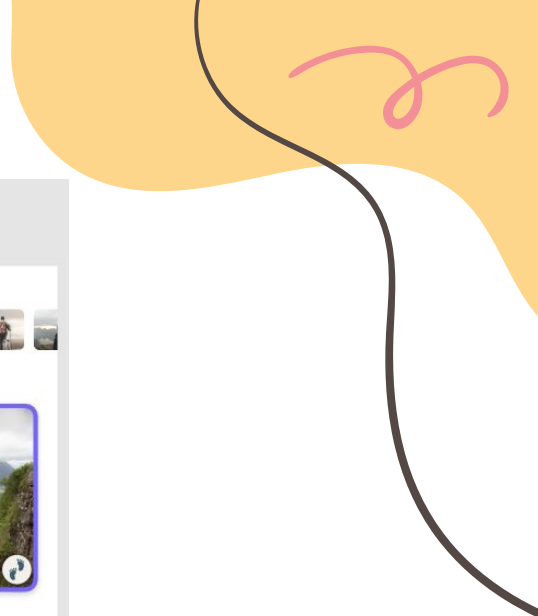
**Let's Go!**

**Sarah Smith**  
Pelican trail 1.9mi

**Sarah Smith** Absolutely lovely trail!  
**Bob Marley** I had the most interesting history lesson on this trail!

[Add a comment](#)

**Sarah Smith**  
Pelican trail 1.9mi



Frame 26

How was your Adventure?

Rating

☆☆☆☆

Difficulty

●○○○○

● ○ ○ ○ ○

Frame 27

Add Details


Title

Description

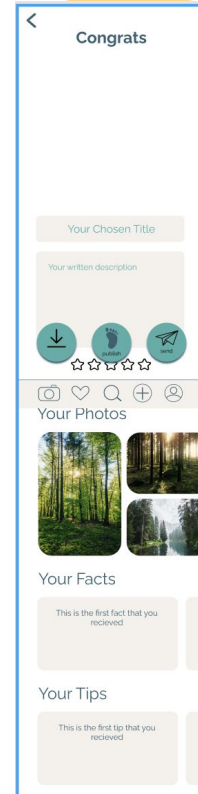
○ ● ○ ○

Frame 28

Add Photos





○ ○ ●



trail preview

### Owl Trail



Created by Michael C.


easy ☆☆☆☆

3.2 miles | 1.5 hours | 3,000 ft

High Altitude Dog friendly Historical


"Get in touch with your surroundings with my favorite adventure to date! Scenic views, fresh air, and gradual inclines to get your body and soul moving!" [show more](#)

Let's Go!



### Reviews

- 5
- 4
- 3
- 2
- 1

 Shane O.  
Definitely one of the I've ever seen. Loves second of it! Definite





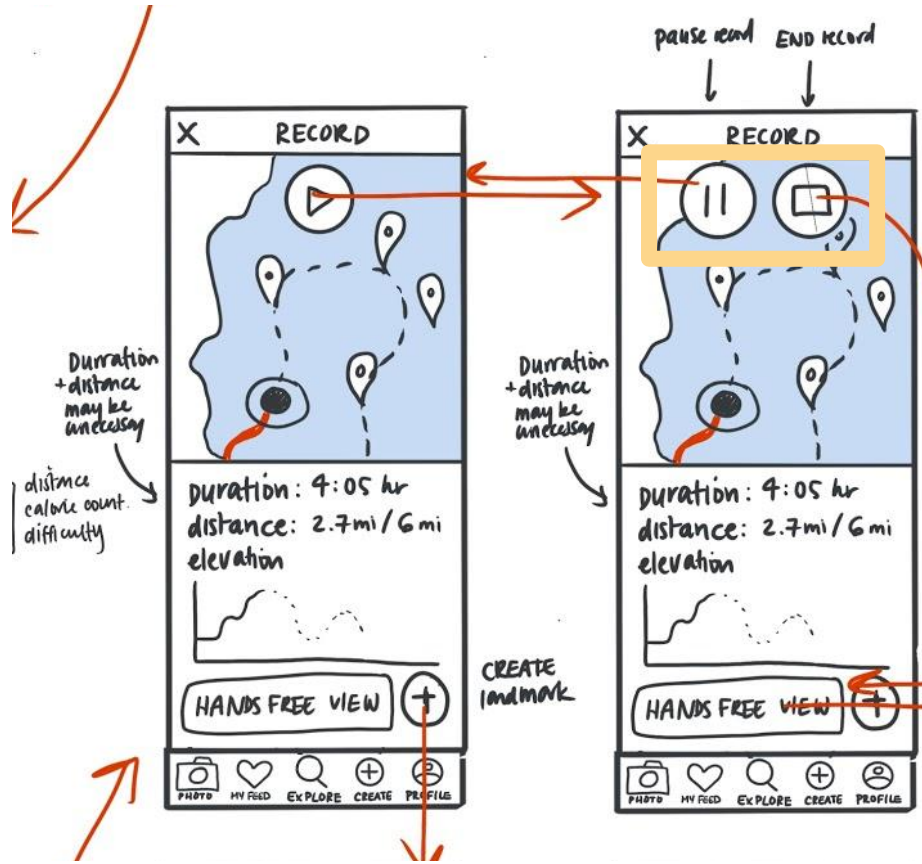
# THE MENU BAR

Toggle between 5 different tabs

1. Camera
2. My feed
3. Explore
4. Create
5. Profile

RATIONALE:

- For vertically oriented screens components should be stacked vertically
- More accessible by thumb

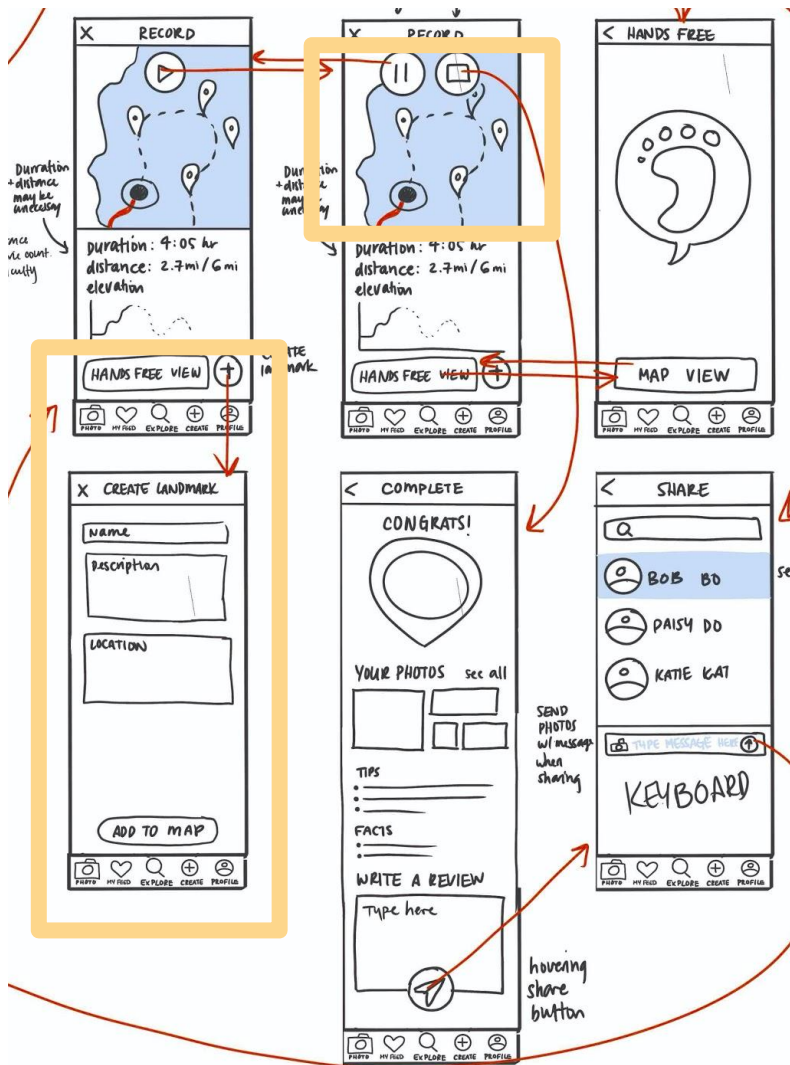


# The Pause button

More intuitive than just play and stop buttons

# The Hiking Process

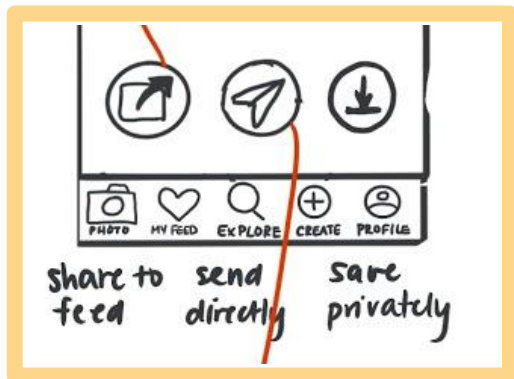
- Landmarks visible on map to incentivize people to explore more
- Ability to create landmarks
- Added calories burned stat



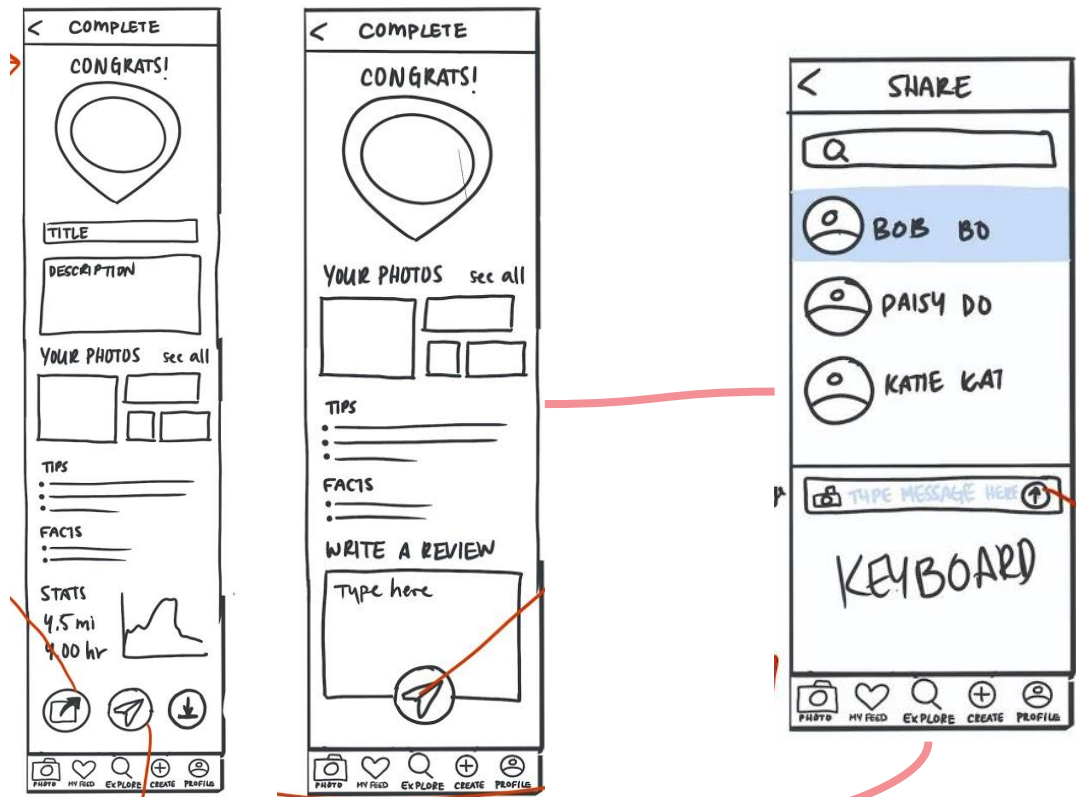
# Sharing Process

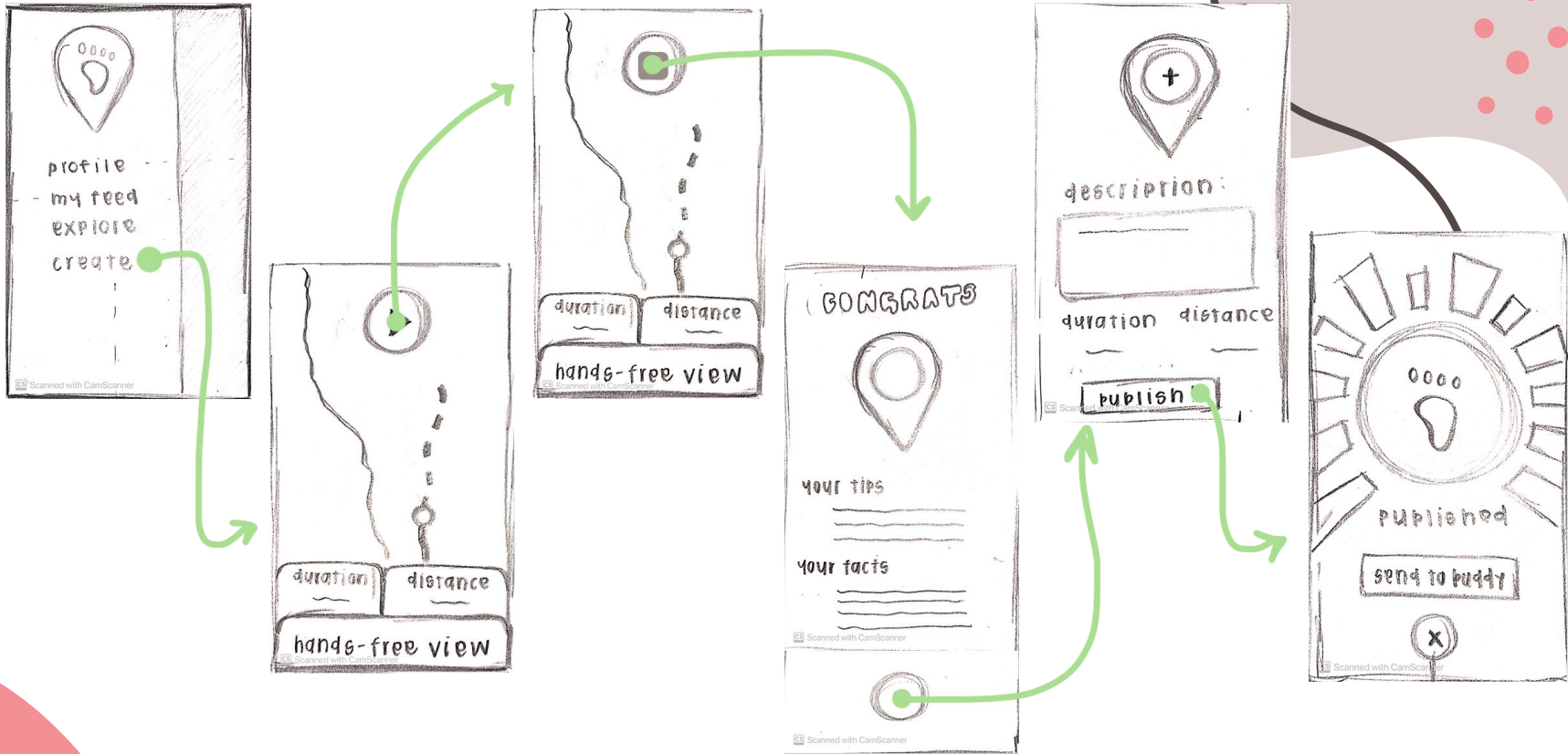
3 options:

1. Share to feed
2. Send directly
3. Save privately



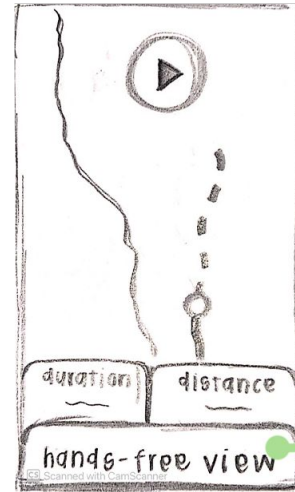
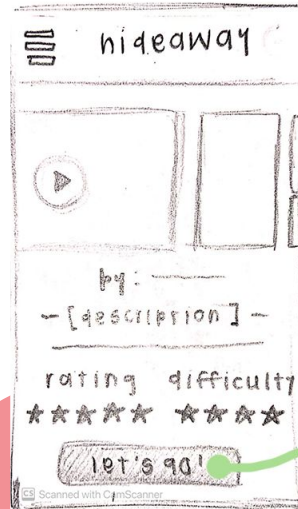
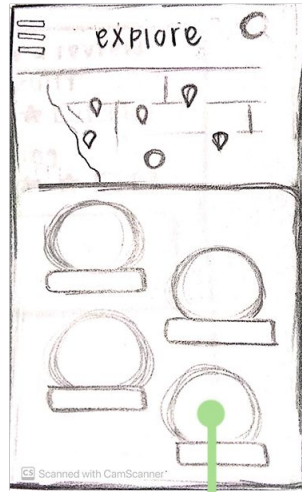
Creating a trail vs. following a trail





Making it simple for people to share their newfound passions with others

Giving people the feel of a “guided tour” through their surroundings



Spreading love for  
the outdoors with  
people who have yet  
to be reached

