



barefoot

one step at a time



Katrina L



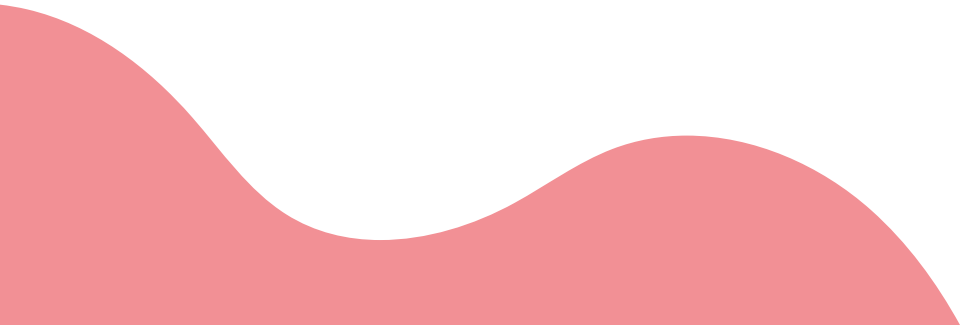
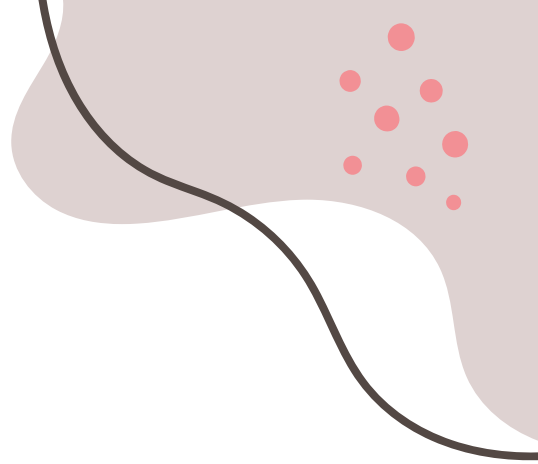
Rachel L



Grace Z



Anthony X





Overview



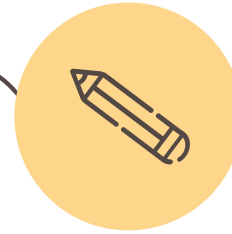
**SKETCHES +
STORYBOARDS**



**LOW-FI
PROTOTYPE**



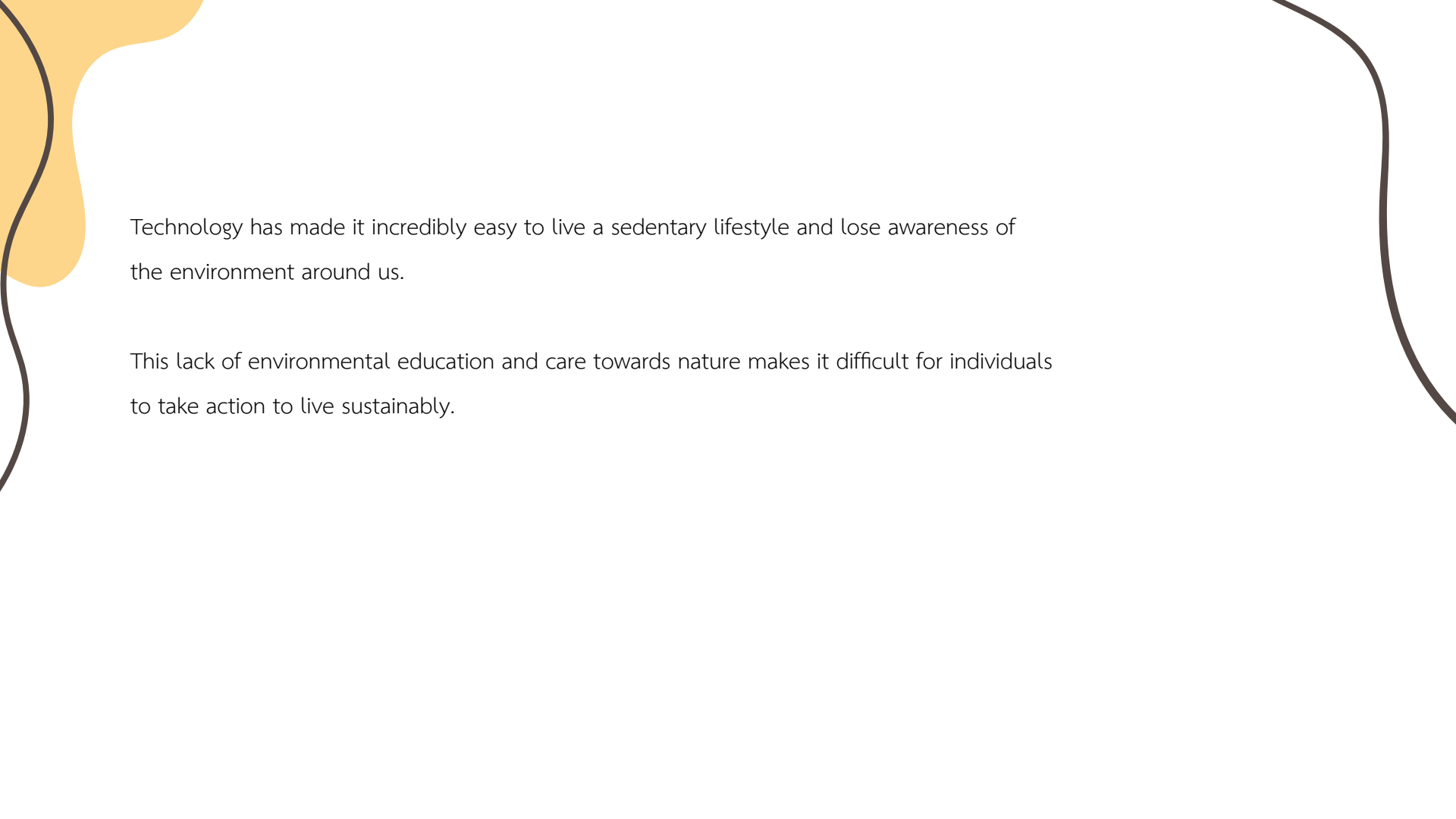
**TESTING +
RESULTS**



**CHANGES +
SUMMARY**

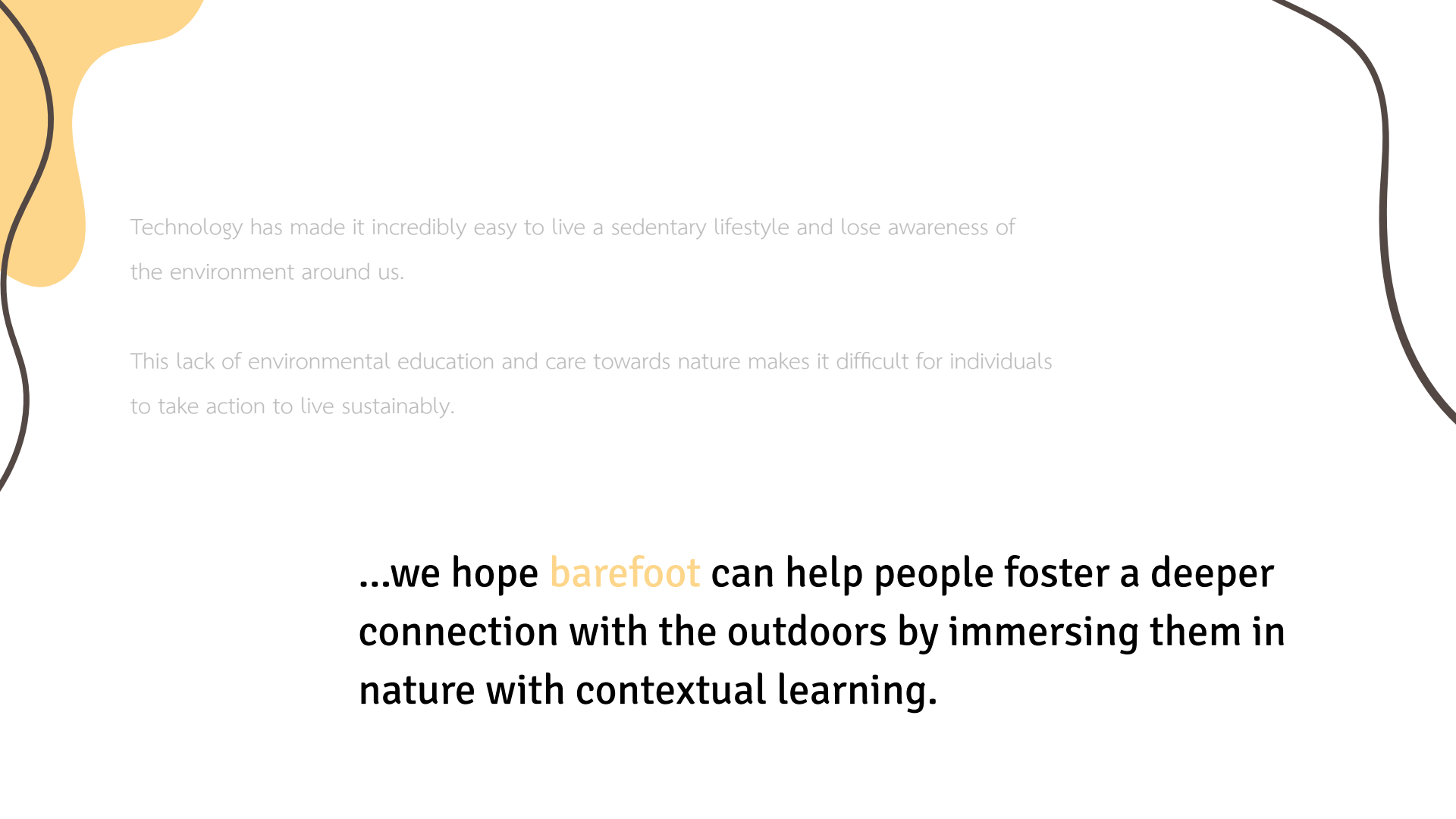


Mission Statement



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.



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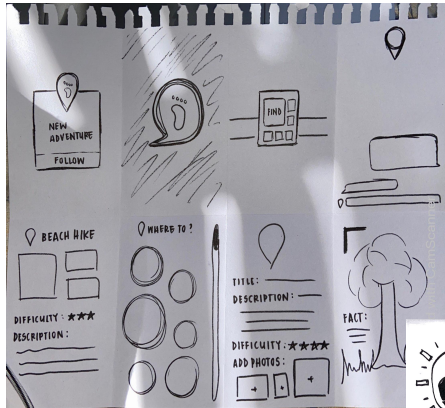
...we hope [barefoot](#) can help people foster a deeper connection with the outdoors by immersing them in nature with contextual learning.

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

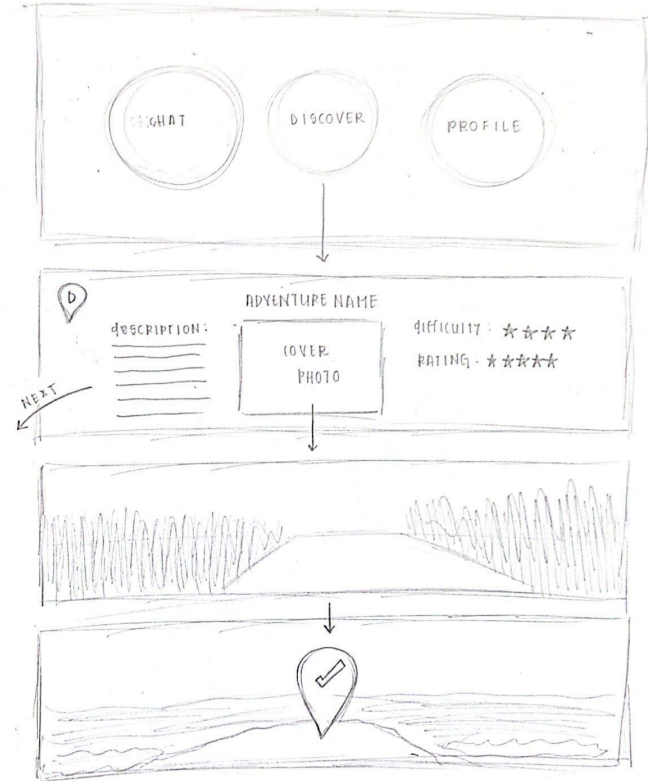
Initial Sketches

Mobile App

CRAZY 8's

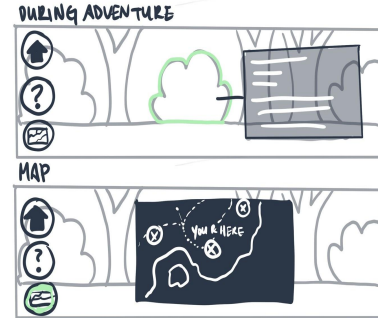
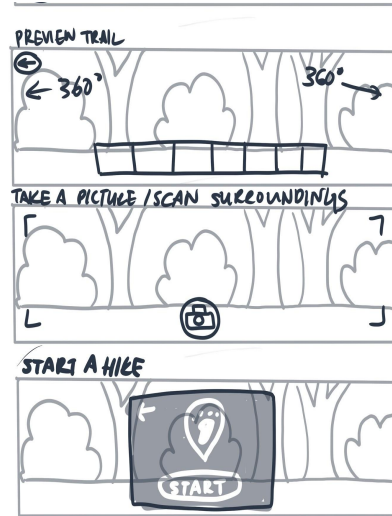


Virtual Reality

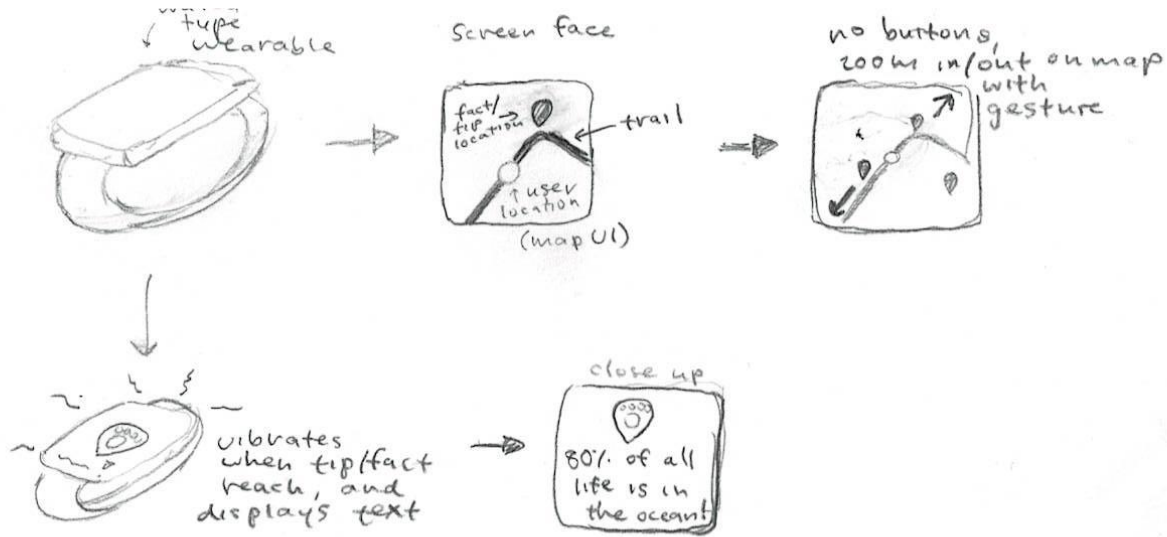


Web App

AR lens



Wearable





Top 2 Interfaces

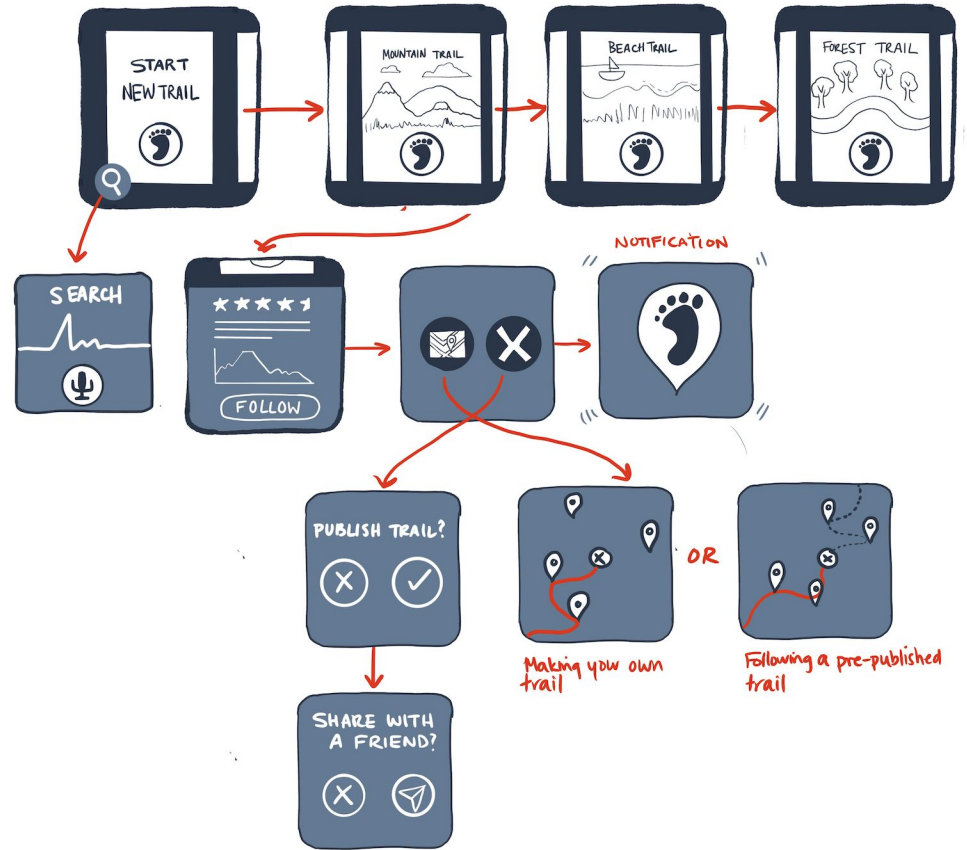
Wearable Watch

Pros:

- Balance between immersion and having tech for guidance
- Facts given in context
- Primarily synchronous: focus is on the adventure

Cons:

- Hard to navigate on such a small screen
- Minimal asynchronous functionality outside hikes -- no interactivity or community or caching
- Need to buy a smart watch



Mobile App

Pros:

- Can be used anytime/anywhere
- Facts given in context
- Can view all other components of platform easily
- Familiar interface accessible to anyone who has a smart phone
- Better for long-term use

Cons:

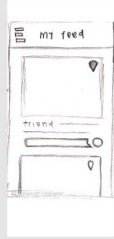
- Must actively be using app while on adventure to navigate/hear facts
- Want to avoid becoming too “social-media-esque”



The background features abstract, organic shapes in shades of pink, red, and yellow. A grey, wavy shape with white dashed lines is at the top. A black line curves from the top right towards the bottom left. The text 'Lo-Fi Prototype' is centered in a bold, dark grey font.

Lo-Fi Prototype

my feed



profile



SUMMARY...



landing scr...



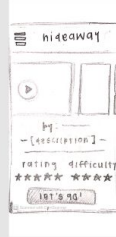
menu



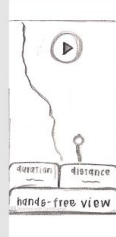
explore pa...



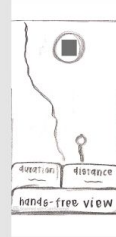
trail name



pre-record...



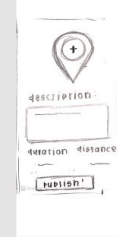
recording ...



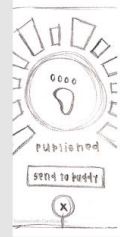
fact scree...



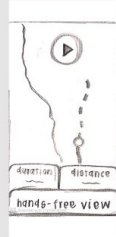
publish



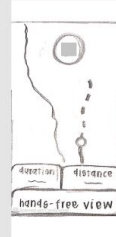
share



record/foll...



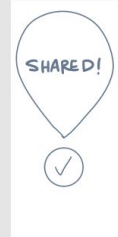
iPhone 11 ...

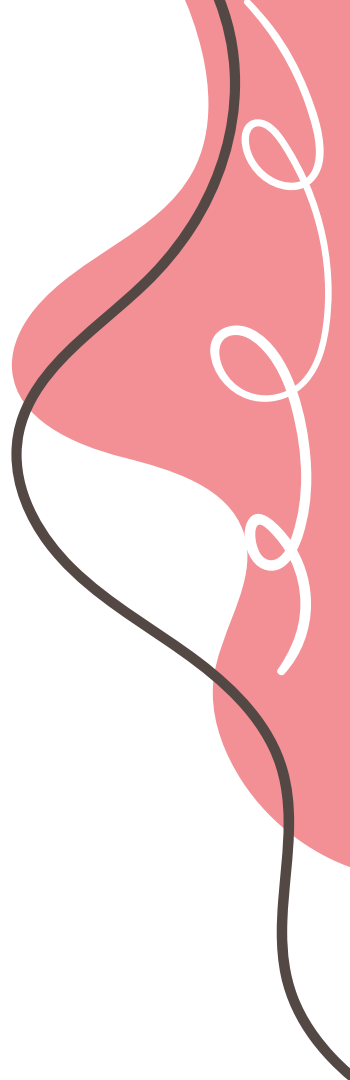
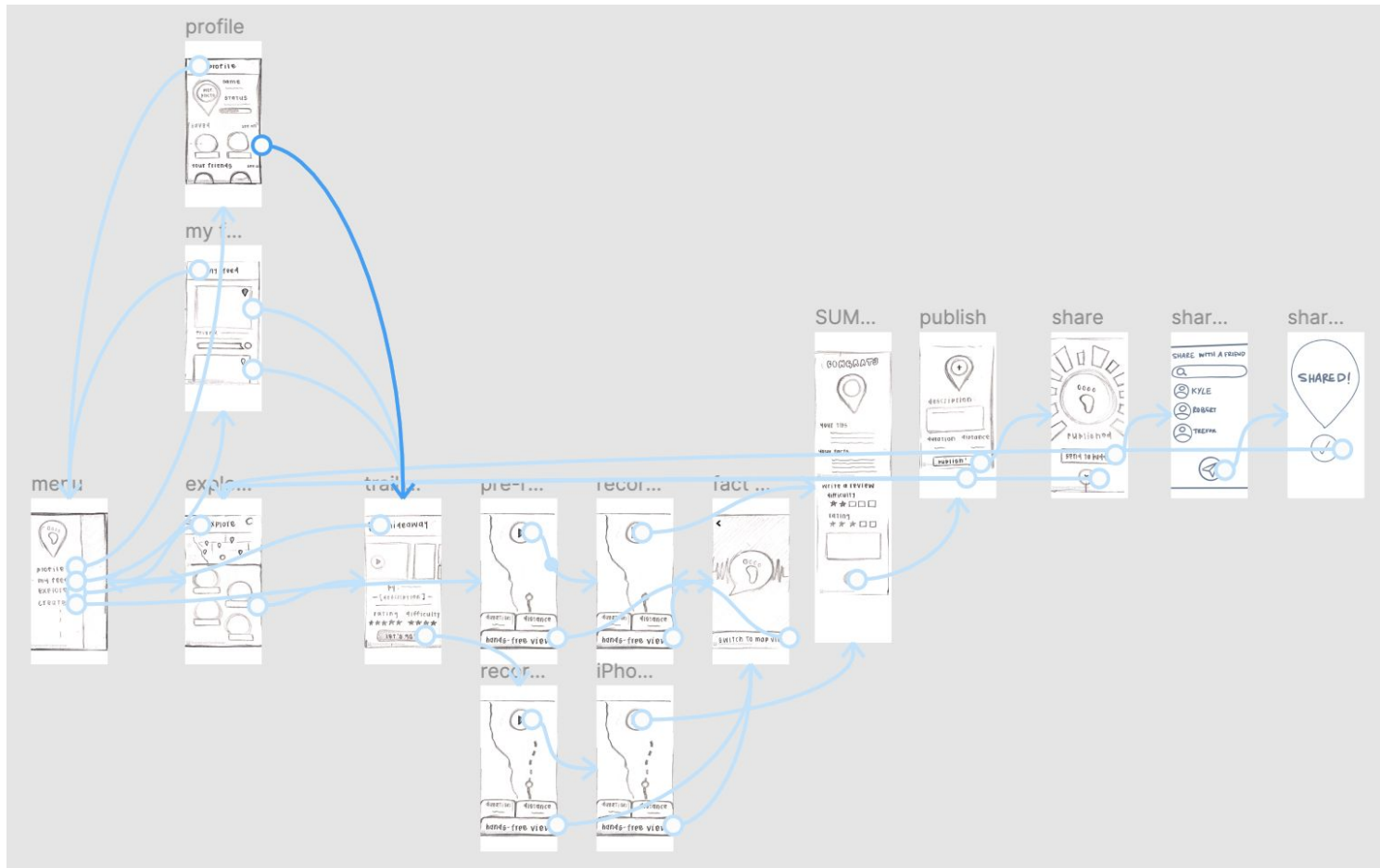


share search



shared scr...



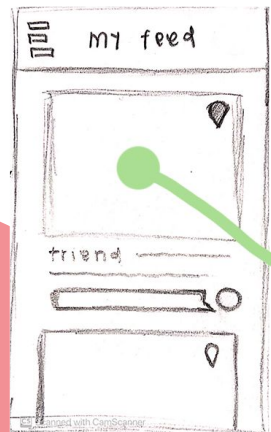
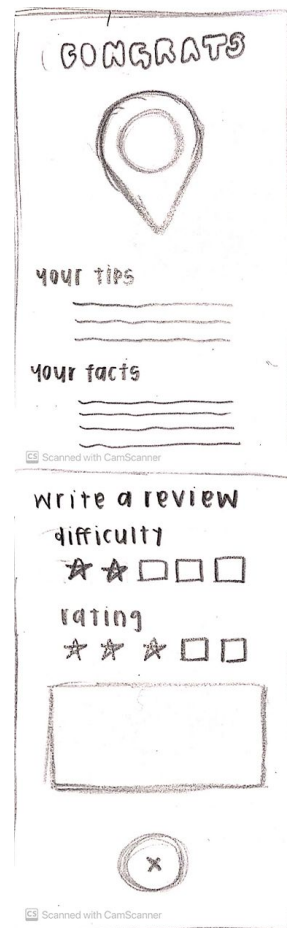
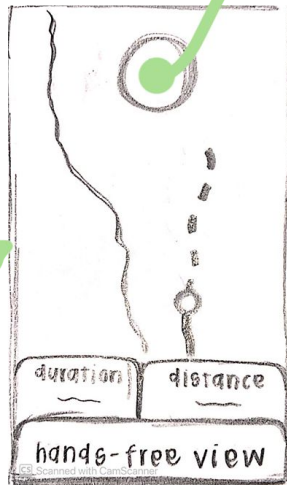
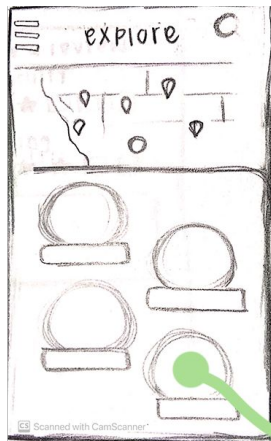


The background features abstract, organic shapes in shades of pink, red, and yellow. A grey, wavy shape with white dashed lines is positioned at the top. A yellow shape with a black outline is on the right. A red shape with white dots is at the bottom left. A yellow shape with a black outline is at the bottom center. The text 'Task Flows' is centered in a bold, dark grey font.

Task Flows

Simple: Follow previously published trails by other app users





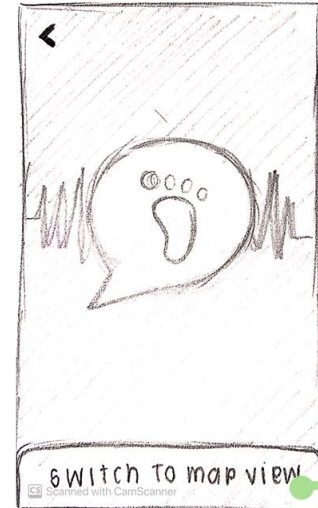
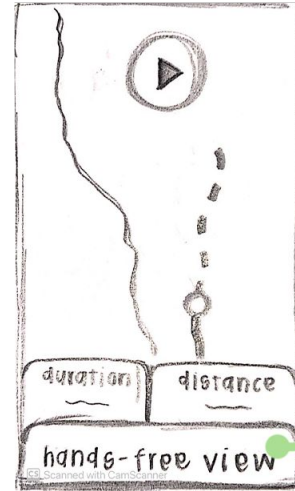
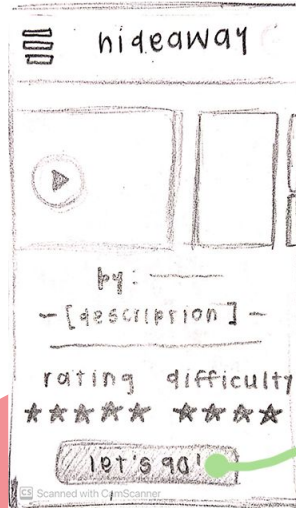
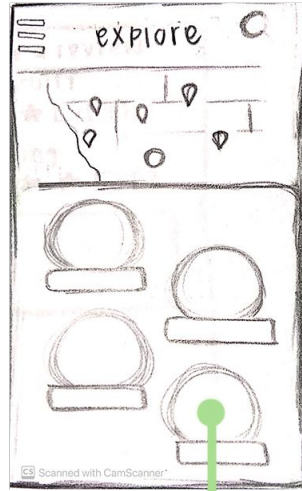
Making following adventures easily accessible for all users

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

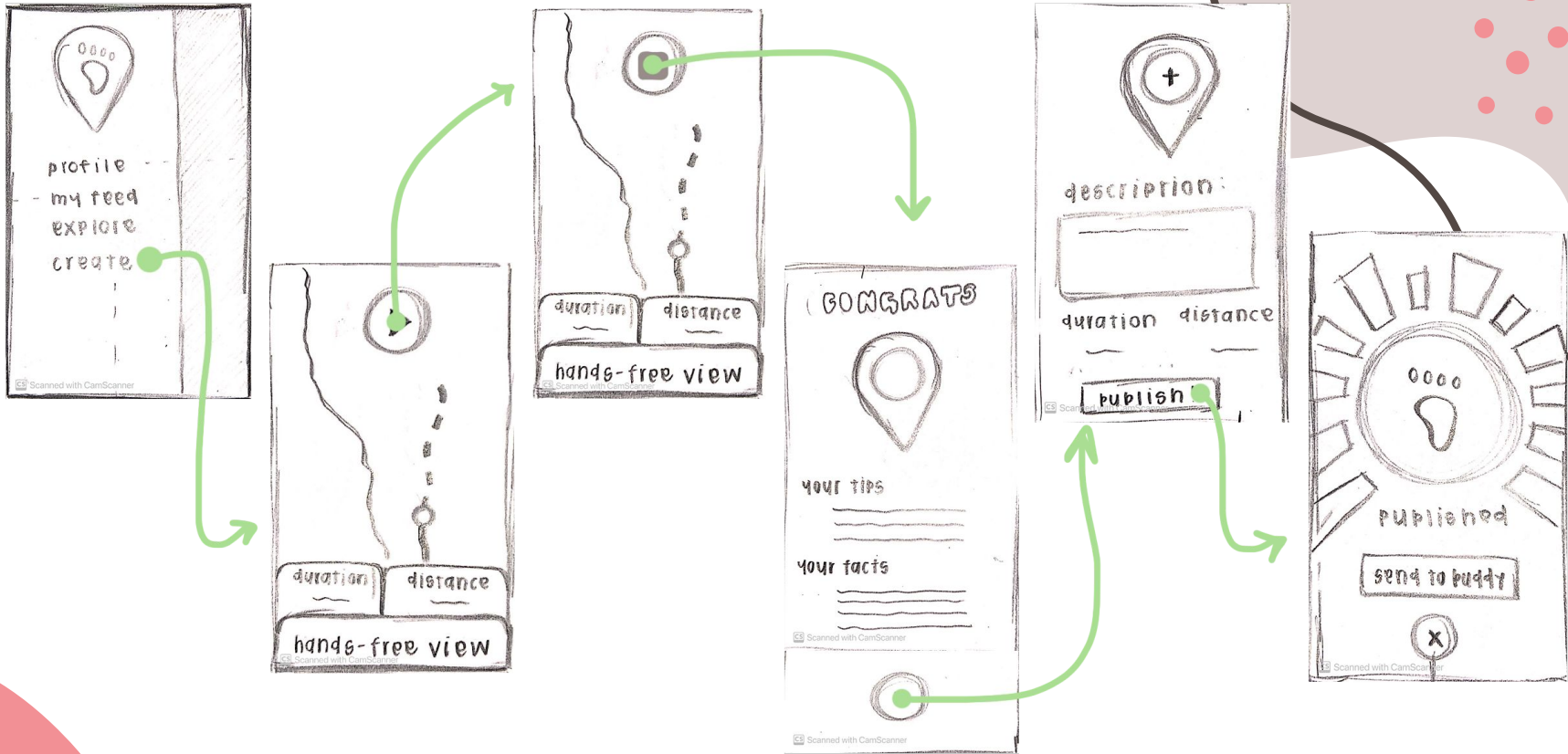


Simple: Follow previously published trails by other app users

Moderate: Explore and learn about nature in context

Complex: Publish your own trail





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



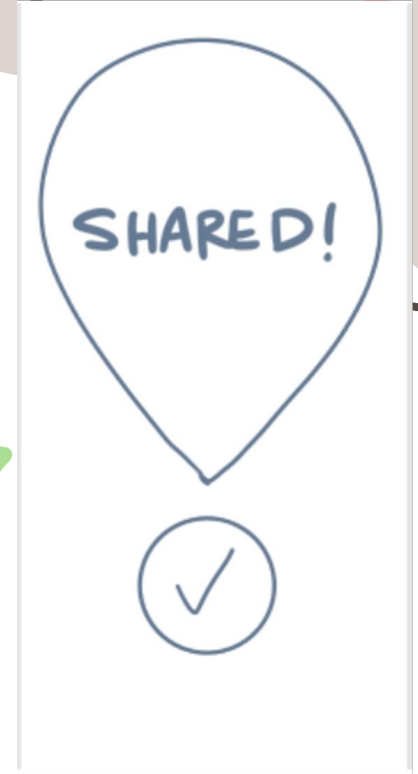
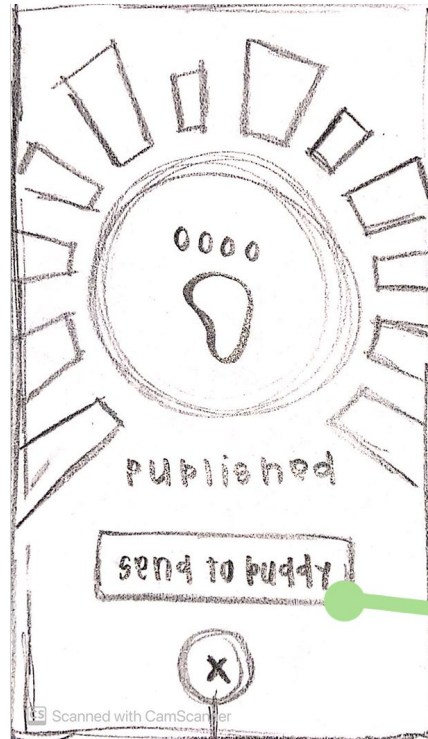
Simple: Follow previously published trails by other app users

Moderate: Explore and learn about nature in context

Complex: Publish your own trail

Moderate: Invite friends directly to follow your trail

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



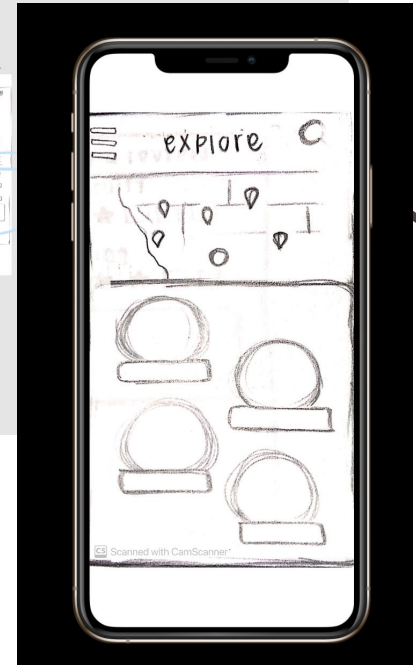
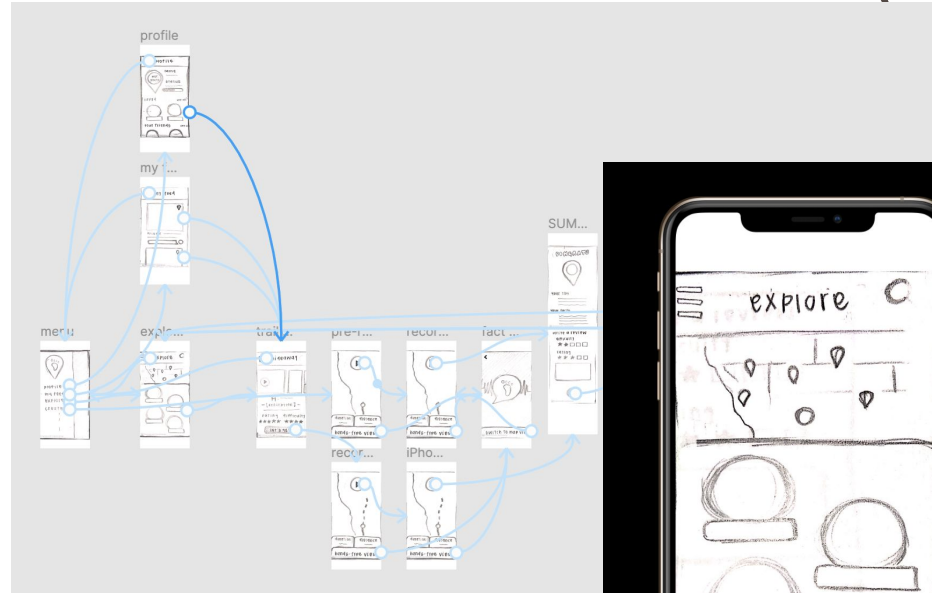
The background features several overlapping abstract shapes in shades of pink, red, and yellow. A grey, wavy shape with white dashed lines is positioned at the top. A yellow shape with white dots is on the right. A red shape with white dots is at the bottom left. A black line curves across the right side of the page.

Testing & Results

Testing Interface

Lo-fi prototype in Figma

1. Overview of app premise/function
2. Participant given remote control of interface
3. 4 tasks given to participant
4. Observe/notes on successes, errors, points of confusion, and suggestions



Testing Participants

Middle aged mother who is passionate about sustainable living and outdoor activities

Stanford sophomore who enjoys hiking and exploring the outdoors

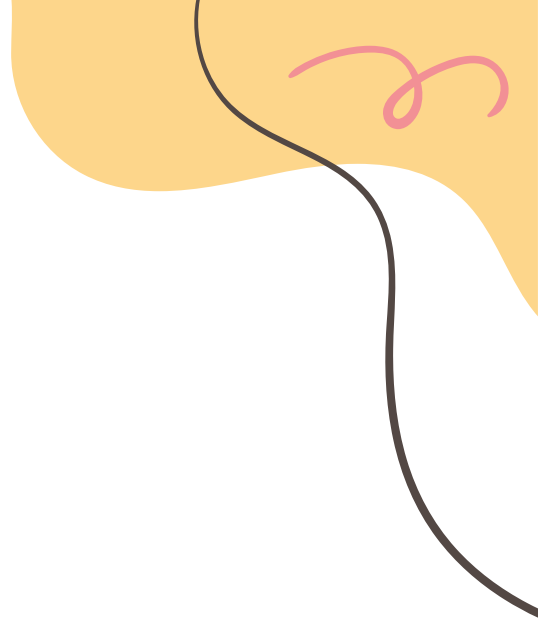
Young woman with a love for exploration and the outdoors

Introverted college senior who doesn't go outside much or use social media

Key Takeaways

Success

- Familiarity with many features from previous experience
- Trail-finding was intuitive
- Enthusiasm towards the education component



Key Takeaways

Success

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- Trail-finding was intuitive
- Enthusiasm towards the education component

Error/Confusion Points

- Not understanding the “hands-free view”
- Menu UI clarity issues
- Publishing/posting/sharing process raised questions





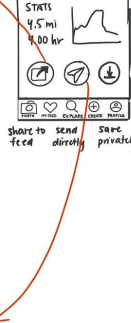
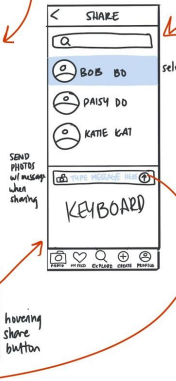
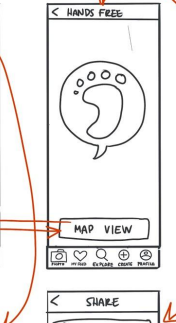
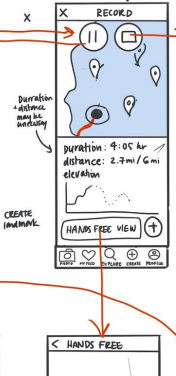
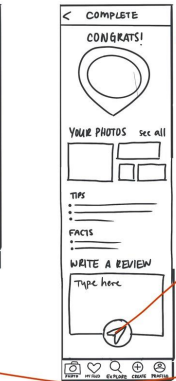
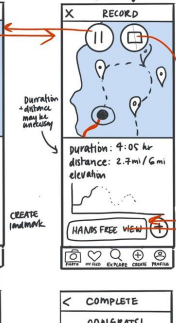
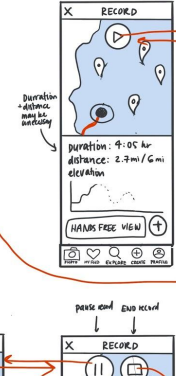
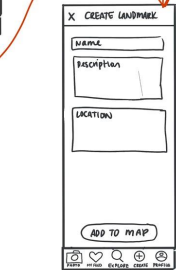
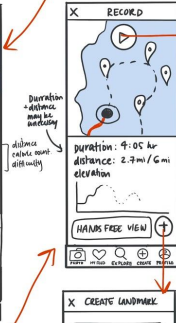
FOR NEXT TIME...



calling consists of photos for points. Existing trail highlights

Tags included in description

SEARCH PART 2



OUR NEW STORYBOARD



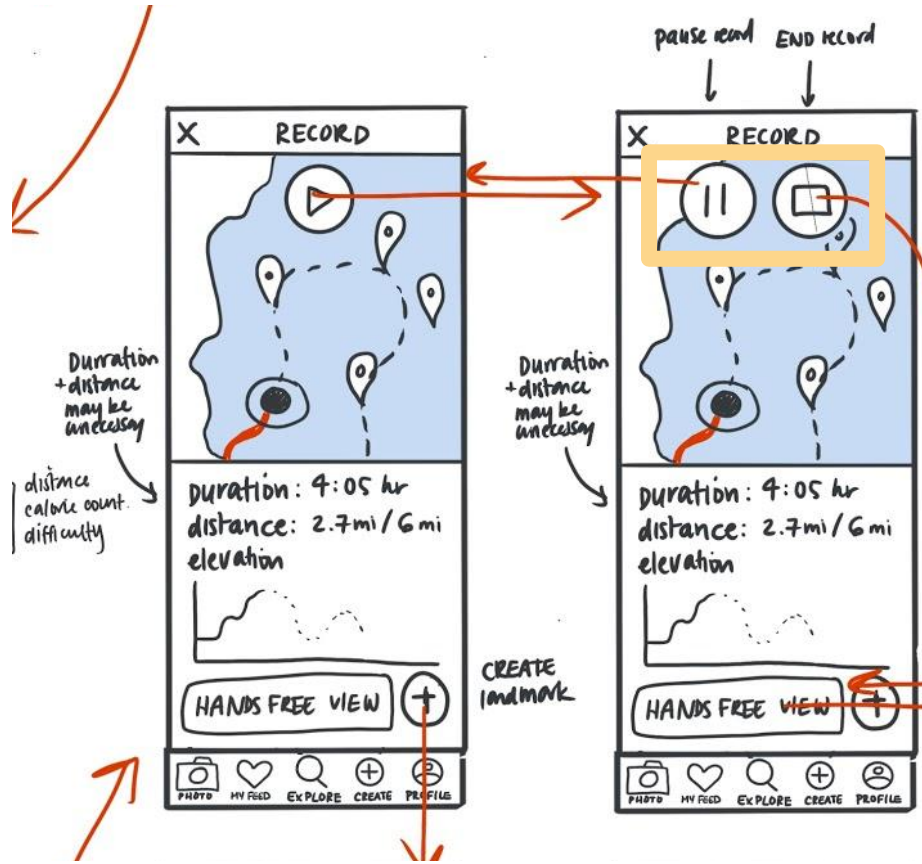
THE MENU BAR

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

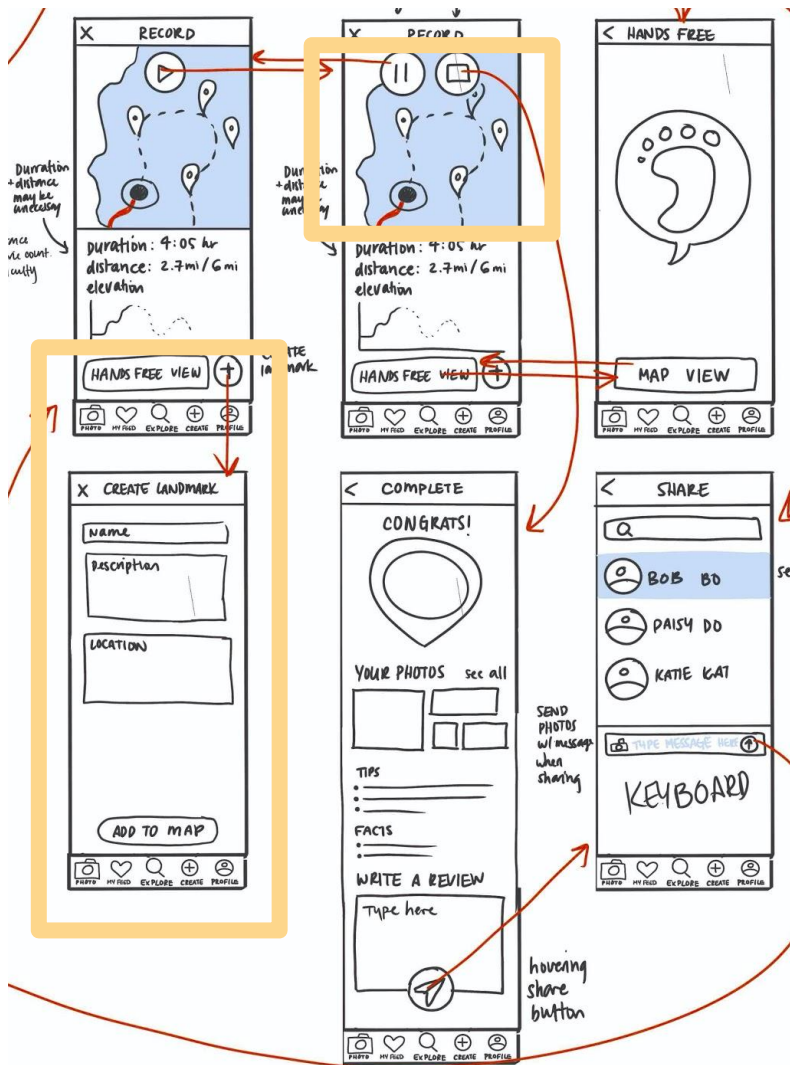


The Pause button

More intuitive than just play and stop buttons

The Hiking Process

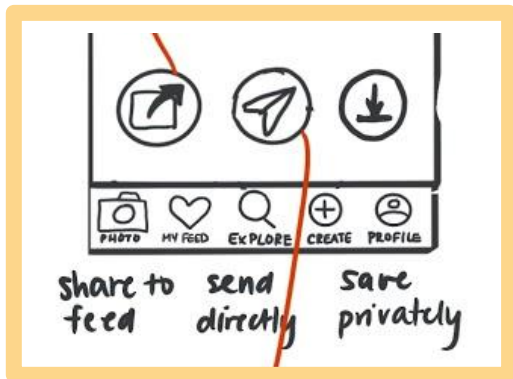
- Landmarks visible on map to incentivize people to explore more
- Ability to create landmarks
- Added calories burned stat



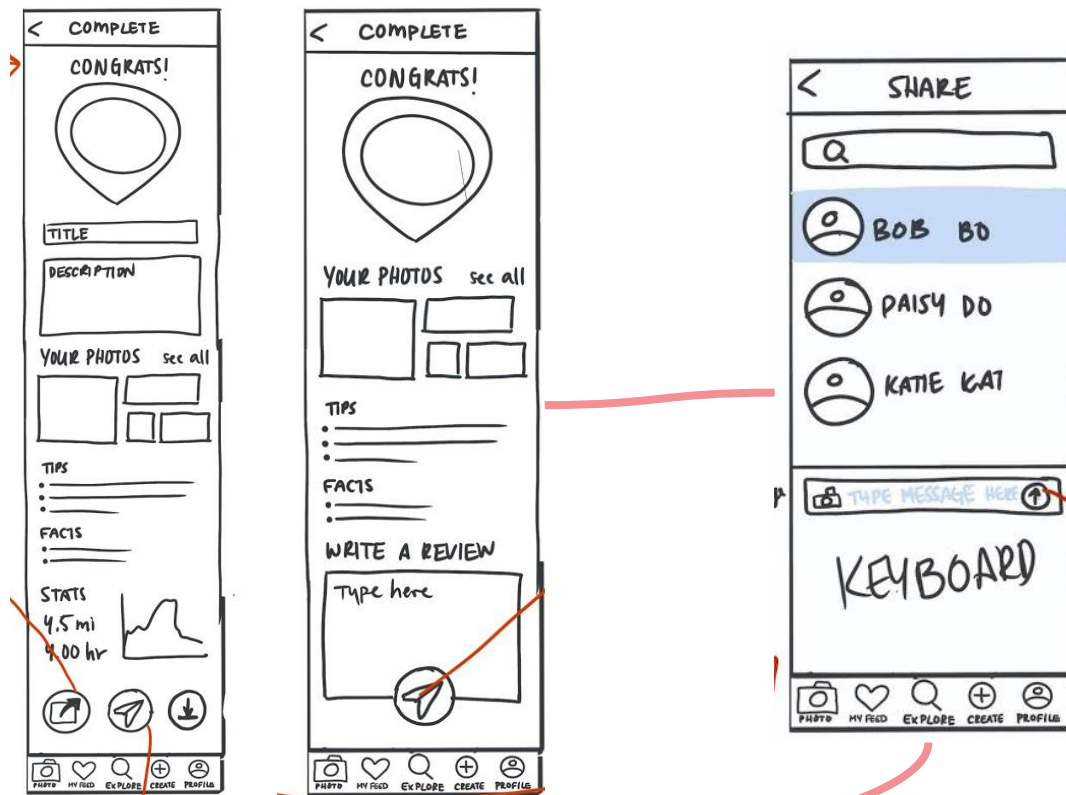
Sharing Process

3 options:

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



Creating a trail vs. following a trail



Summary

- Our users found familiarity with many aspects of the app, and expressed interest in the novel aspects.
- Users had issues at certain points in navigating through our app(ie: going back to the menu)
- Changes:
 - Menu
 - Hiking and sharing processes
 - New additions such as tags and adding landmarks