



Fotopedia National Parks

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IxD 4th term

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Existing app

Existing app:

Description

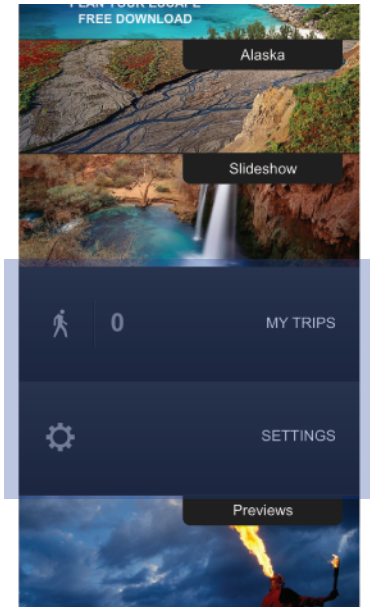
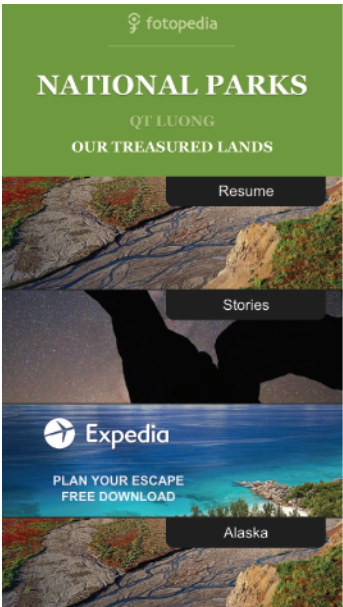
See the US National Parks on your iPad, iPhone or iPod Touch.
An extraordinary collection of 3,000 stunning photos by renowned professional photographer QT Luong.

(This app requires an Internet connection).

Discover first the diversity of the National Parks through a selected set of 1,500 photos at the top, then dive in specific parks to find even more photos.

Let your fingers do the hiking and explore every single one of the 58 National Parks in the USA, from Acadia to Zion, including Yosemite, Yellowstone, Grand Canyon and Glacier National Park - a journey that would require several years.

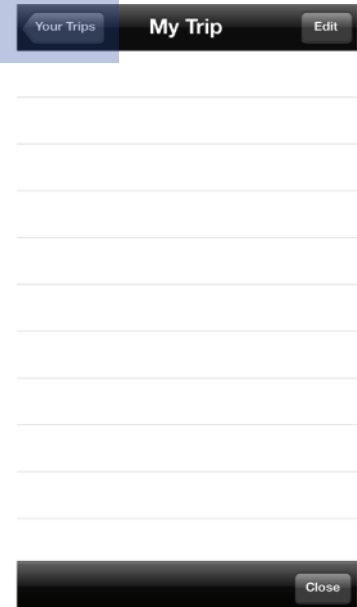
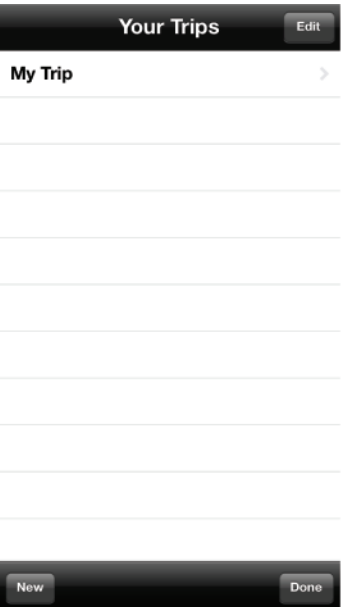
Elevator pitch: An app can introduce the general information about national parks and record your path.



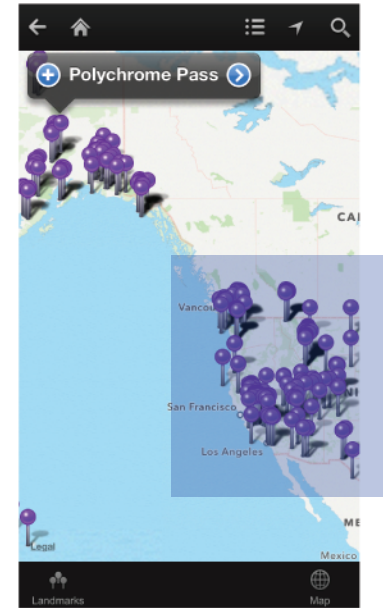
strange place for this menu



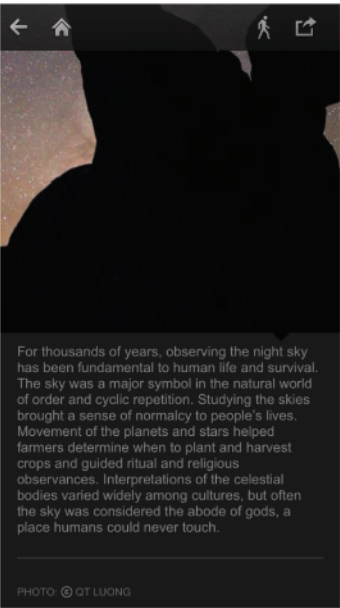
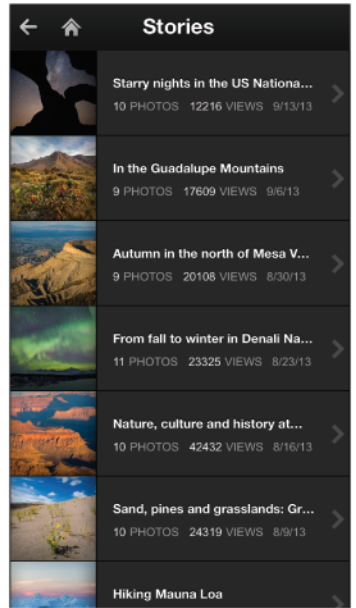
bottom navigation is not clear, side navigation



wrong button, this place is for back.



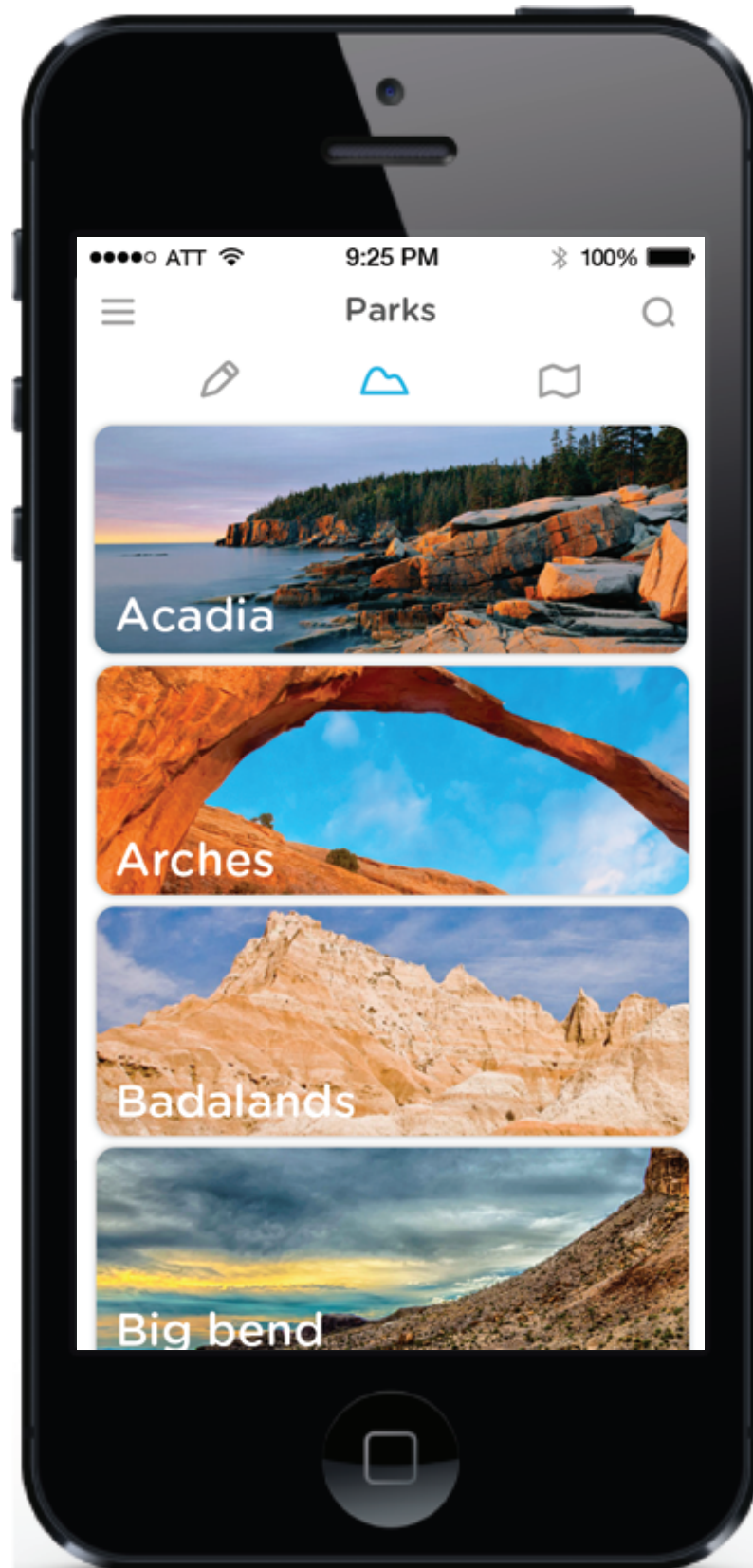
wrong button, this place is for back.





Pitch

Pitch



Fotopedia national parks

Fotopedia national parks is an app that lets you explore U.S. national parks easily on iPhone. Get editor's recommendations on park must-dos, get tips from pro-explorer, check out stunning national park photos, discover parks' secrets, and more with this app.

This app features:

- Personalized user space to track your favorite parks, activities, and more.
- Stunning photo galleries for each park.
- The top must-sees and must-dos for each park.
- Tips from professional visitors



Competitor Analysis

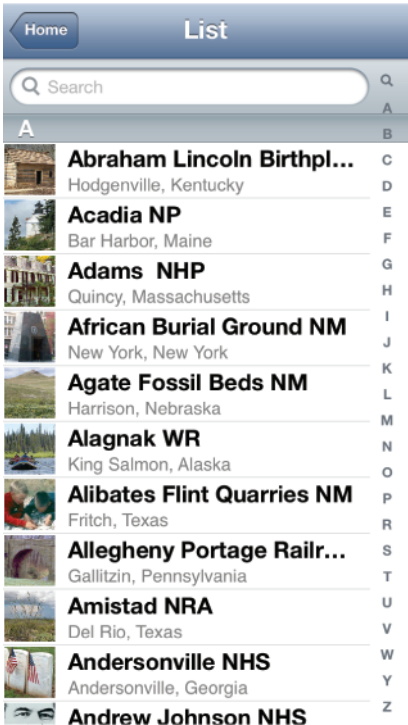
Competitor Analysis:



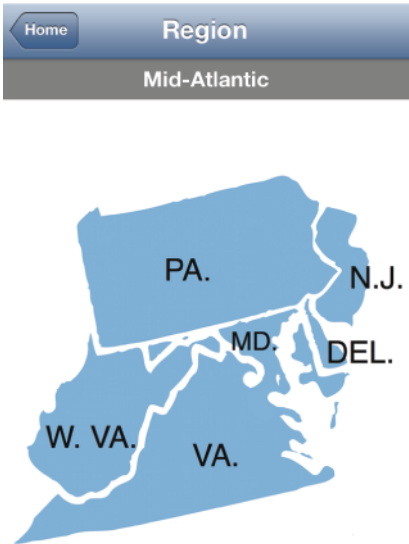
Description:
Passport to Your National Parks help millions of visitors record their national park visits by collecting Passport cancellations at visitor centers and contact stations.
A map feature provides easy access to the location of more than 1,000 Passport to Your National Park cancellation locations. Park listings identify the year and stamp type when featured on the annual Passport commemorative stamp sticker set.
This digital Passport Companion allows you to explore every unit of the National Park Service, mark parks you would like to visit and those you have visited. You can search parks by name, state or “nearby” using GPS technology. There is a digital scrapbook for each park that allows you to log a journal entry, record the date of your visit, and import photos with descriptions. You can find park addresses, phone numbers, National Park Service websites, plus entrance fee and junior ranger program information.
[record the date of your visit,](#)
[import photos with descriptions](#)



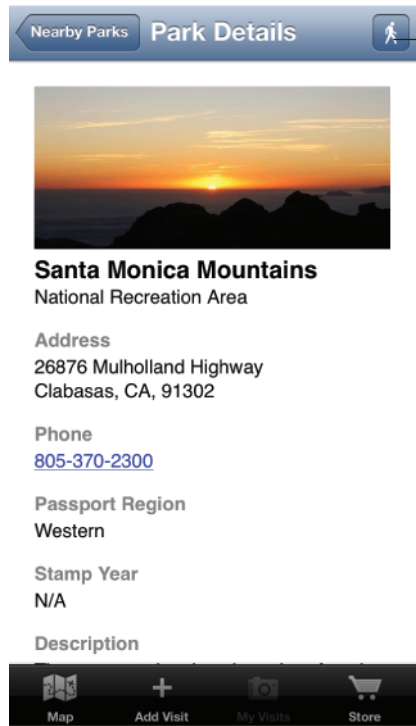
It divided into 9 sections.



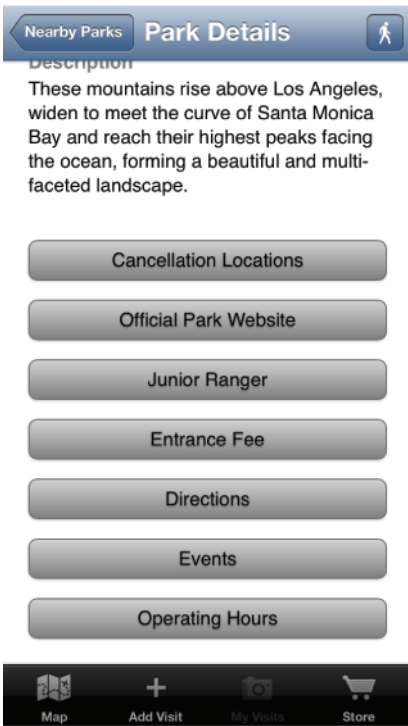
It is find by name.



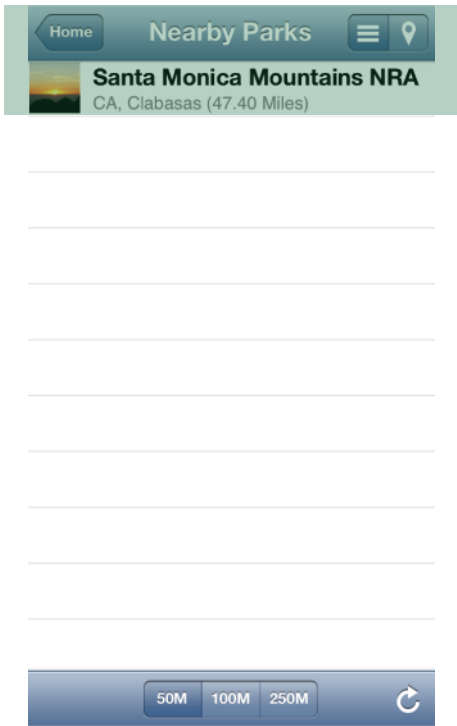
It is find by region.



park details,



there are several sub-menu to explore.



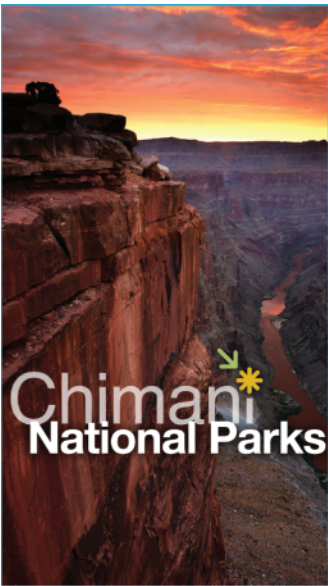
nearby parks.

Competitor Analysis:

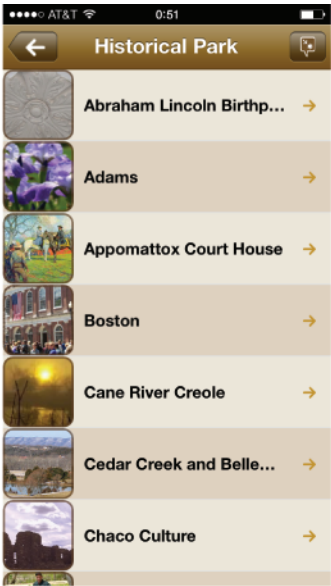


Description
Introducing Chimani's National Parks app! It contains details on 401 National Park Service units. Access daily national park news provided by National Park Traveler News (in-app purchase required). Create a passport of when you've visited any one of the National Park Service units - including each one of the 59 National Parks. View a Photo Gallery which includes 401 photos of each of the units.

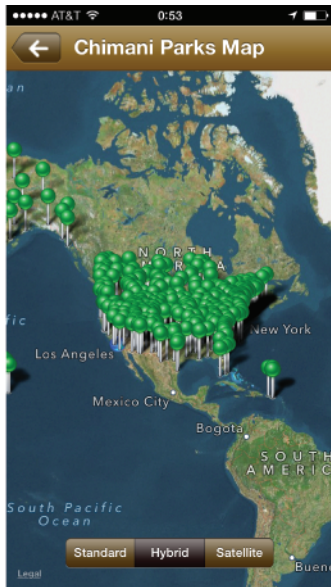
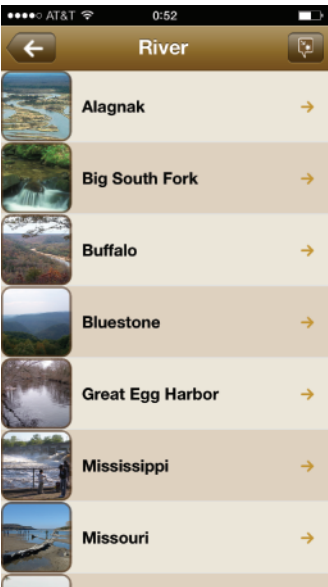
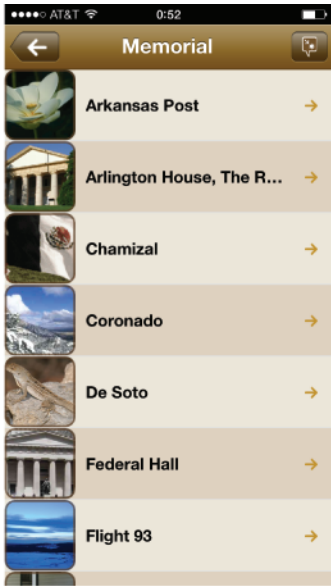
Create a passport of when you've visited any one of the National Park Service units.



There are many sections. they divided parks into different kind.



Different categories of detail page.



Map of the parks



Detail page of the park.

Competitor Analysis:



Description
National Geographic presents a beautiful, award-winning interactive guide to 25 of America's most visited national parks. Included free are photo galleries, visitor information, and maps. Purchase the full guides for an even richer experience—and explore the national parks like never before.

Whether you are seeking inspiration and planning your next trip or you're looking for the ultimate in utility, National Geographic has everything you need to explore twenty-five of the most-visited U.S. national parks at your fingertips.

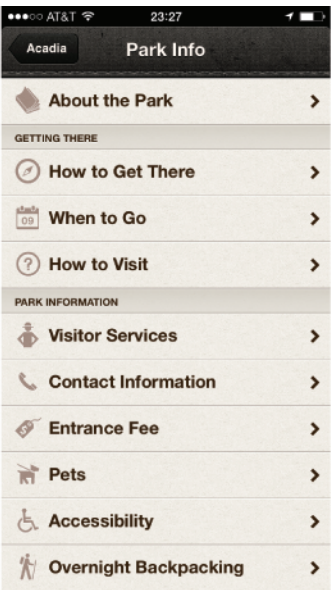
Icons show the type of the national park, visits, like, personal page.



Categorized by names



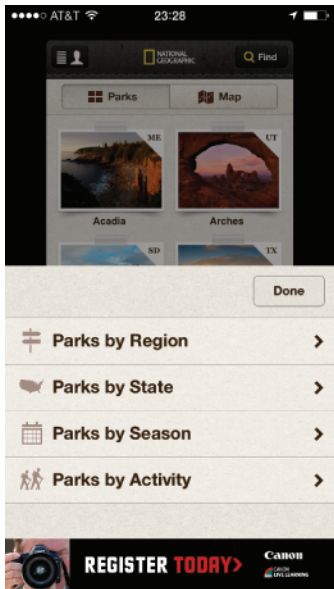
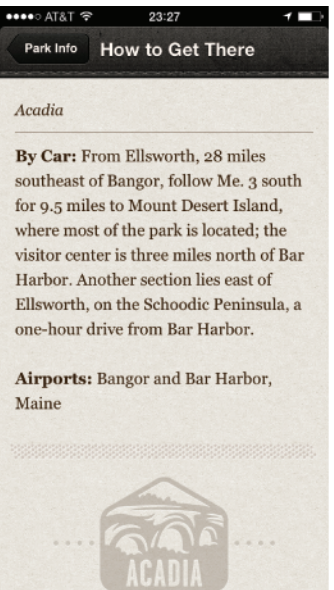
The map of the parks. There are many unique icons.



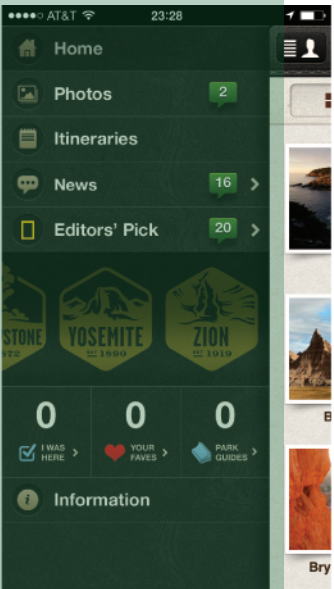
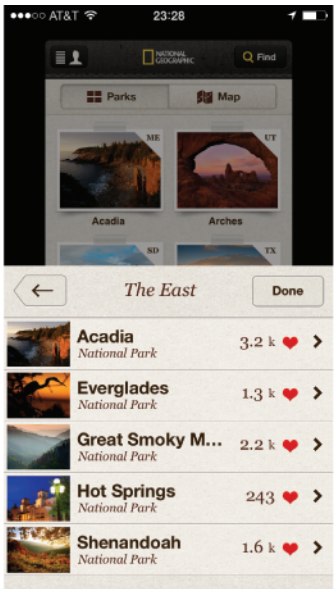
Park informations



detail page, visitors and like



Searching page



personal page

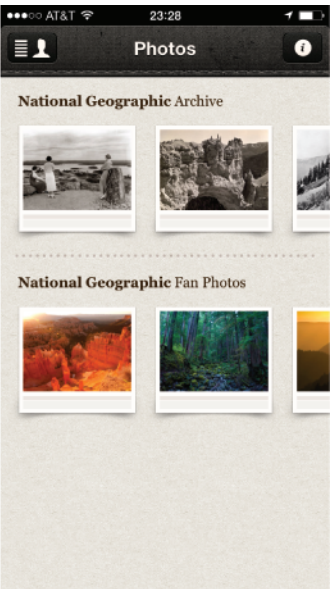


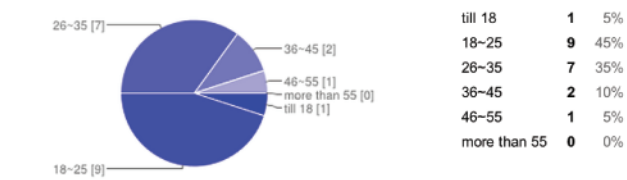
Photo gallery



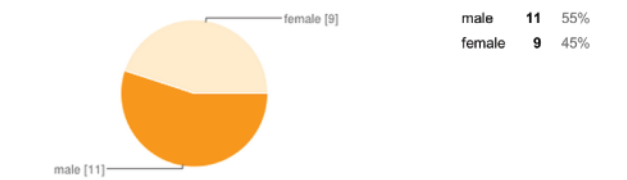
User Survey

User Survey:

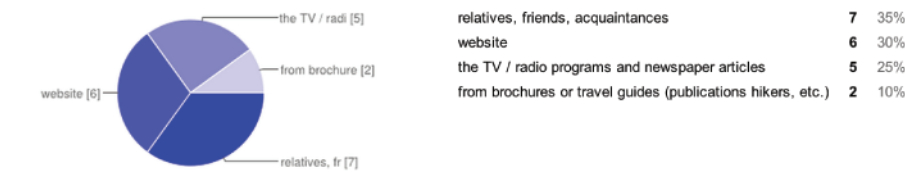
How old are you?



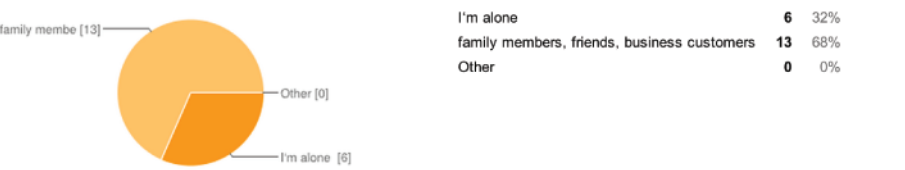
Gender?



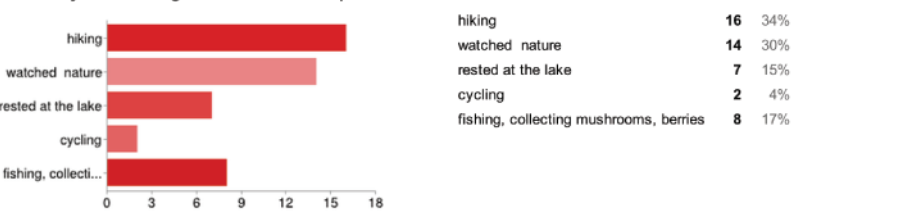
Whence did you get information about national parks?



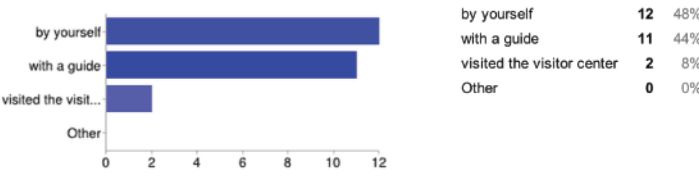
Who did you come with in national parks?



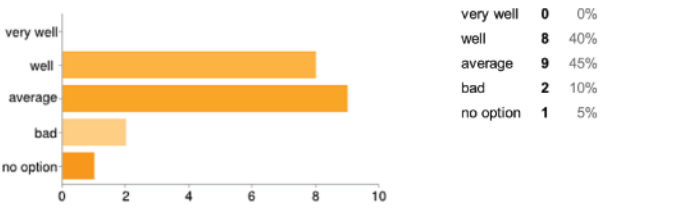
What did you do during the visit to national park?



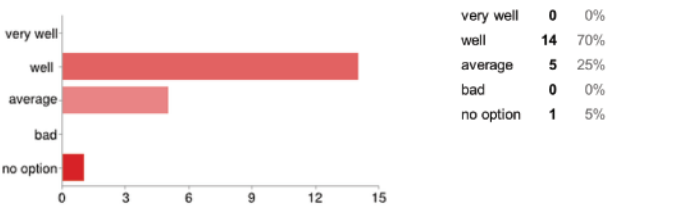
How did you travel through national park?



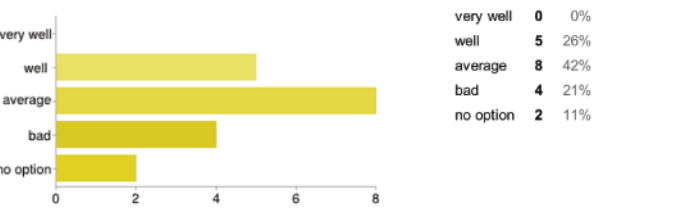
Visitor center services [What type of services did you use and how would you assess them?]



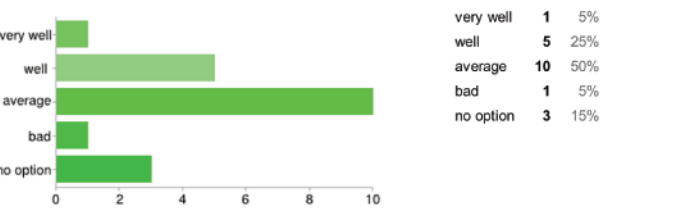
Sightseeing tours, excursions, guiding services [What type of services did you use and how would you assess them?]



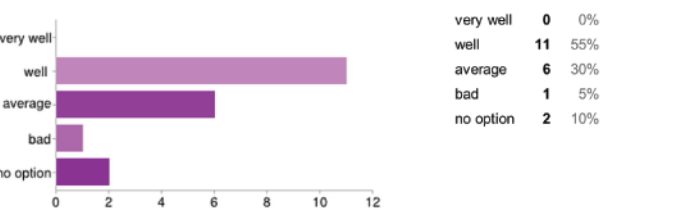
Tourist equipment rental [What type of services did you use and how would you assess them?]



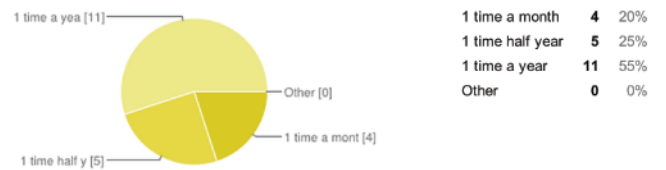
Nutrition [What type of services did you use and how would you assess them?]



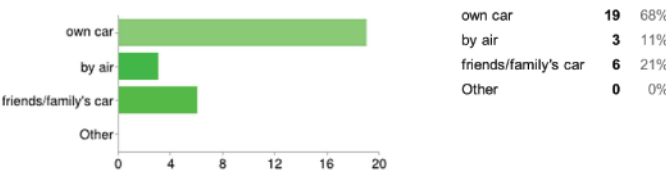
Accommodation [What type of services did you use and how would you assess them?]



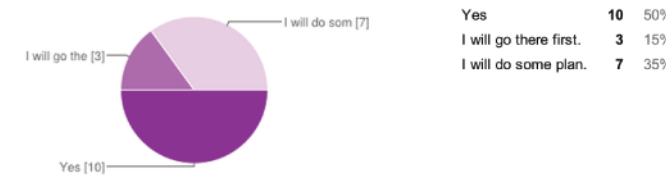
How often do you go to national park?



How did you get to the national park?



Will you fully planned before going to national park?



Summary:

1. Young people get fewer preparations than older people.
2. They often go to the national park by their cars.
3. They usually go to the national park as a group.
4. Hiking and seeing nature is the most essential part of the journey.
5. Most of them are not so satisfied with the service.
6. The equipment providing service is not excellent.
7. The guide is somewhat crucial for first-time visitors.
8. People will do some preparations but not adequately preparations before the trip.
9. People like to go to the national park near their place.
10. People often go with their families.



User Persona

Novice User Persona:



Novice User
Angie Su
In relation, 24
Student

General information:

I was born in Los angles, California, and now live in a studio with my boyfriend in the old town, Pasadena. My parents are from Shanghai. Being the only child in my family, I can speak a little bit of Chinese. I drive LEXUS IS 300.

Career:

I am a full-time graduate student at UCLA studying Film. I want to be a director in the future.

Passion:

I met my boyfriend 2 months ago. He is really into hiking, camping. So now, I am growing my delight in exploring nature. We recently went to the Great Canyon. I am fascinated by food styling. The food from different countries gives me a lot of inspiration.

Needs

I just begin exploring nature and hope to find the most beautiful place to visit first.

Intermediate User Persona:



Intermediate User
Alex Sinofsky
Single, 29
Student

General information:

I was born in Philadelphia. I live in the school. Being the second child in my family, I have an old sister and a younger brother. I drive a mini cooper.

Career:

I am a full-time student at Pennsylvania State University. I am studying art history right now.

Passion:

Hanging out with my friends is the best thing to do at weekends.

Needs

I really like to go camping with my friends. I want to find perfect places to hang out with my friends.

Expert User Persona:



Expert User
Julian Fox
In relation, 25
Investment bank clerk

General information:

I was born in New York. I live in a one-bedroom with my fiancée in New York. I drive BMW 650.

Career:

I work at Morgan Stanley. The workload is very high.

Passion:

I love nature. I love exploring nature. My girlfriend will go to the national park very often to escape the busy city life. I always record my journey and share them with my friends. I like writing blogs about travel. And I get an outstanding response from the audience.

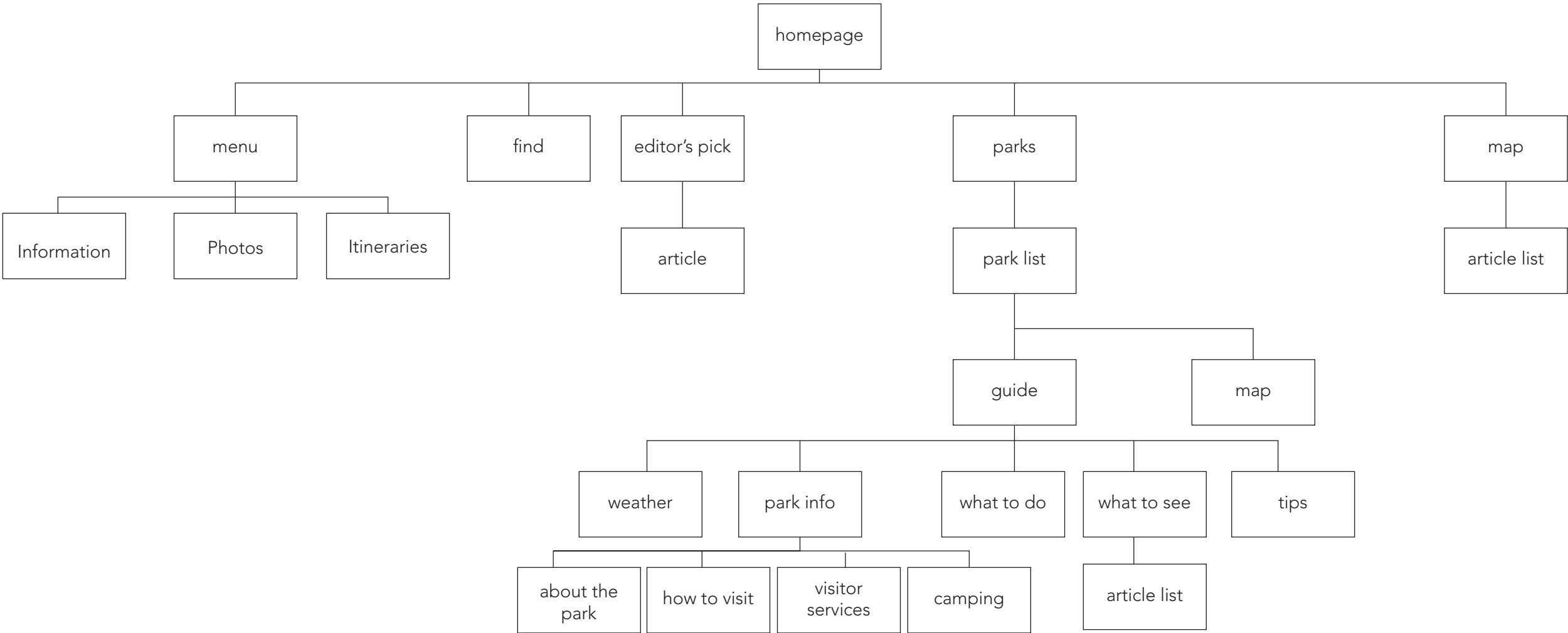
Needs

I begin to write my experience of getting close to nature. I want to share my experience with other people.



Sitemap

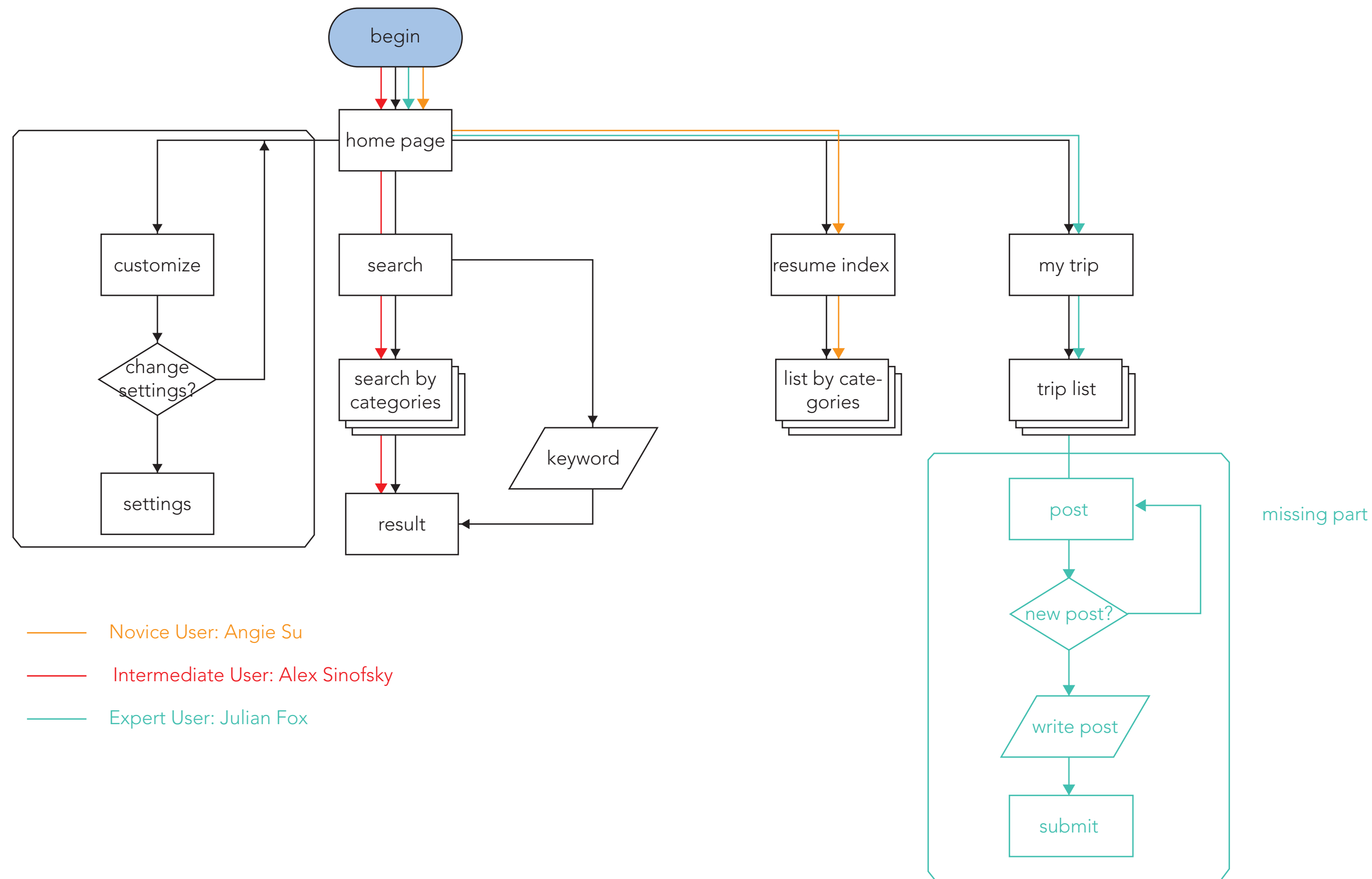
Site Map:





Flowchart

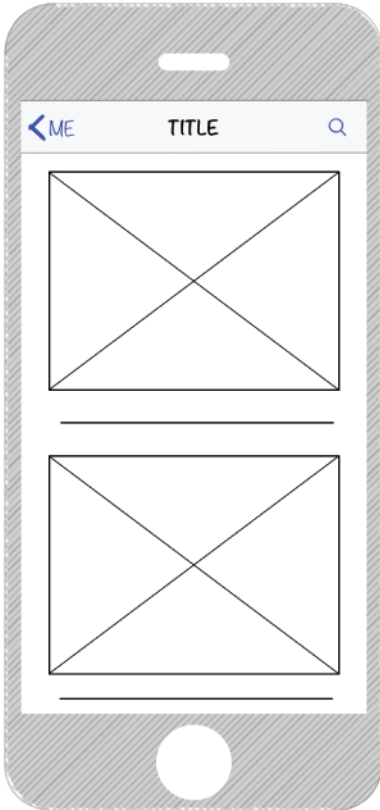
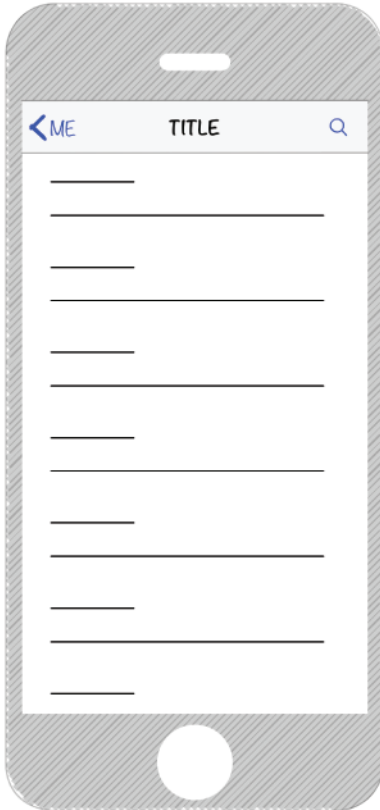
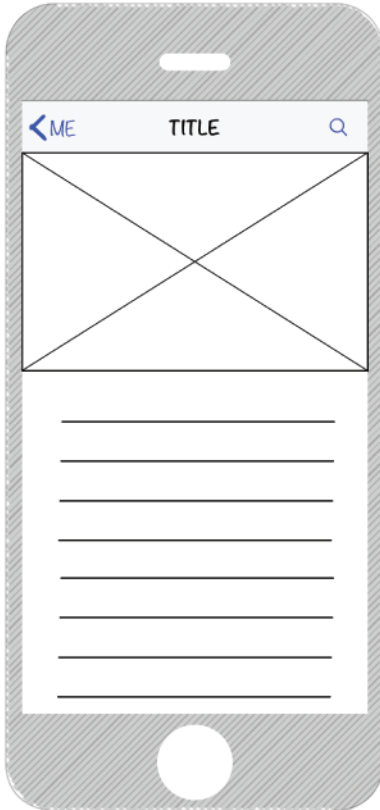
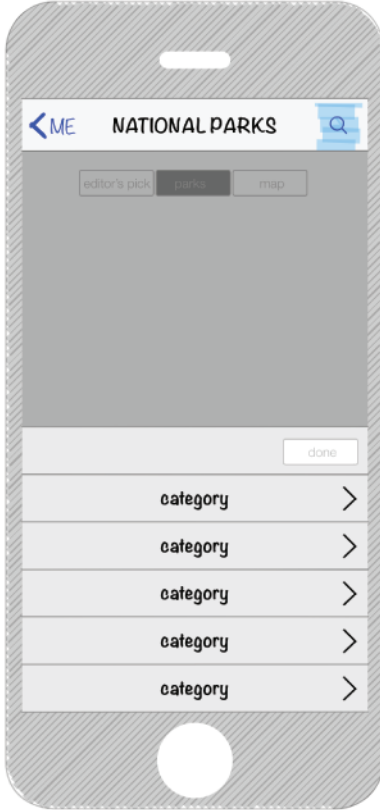
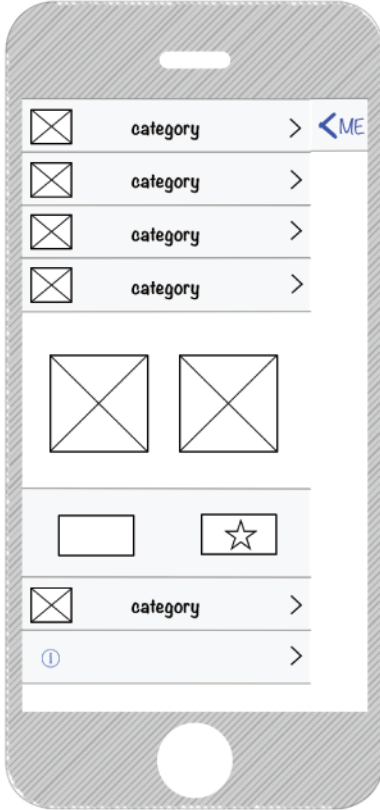
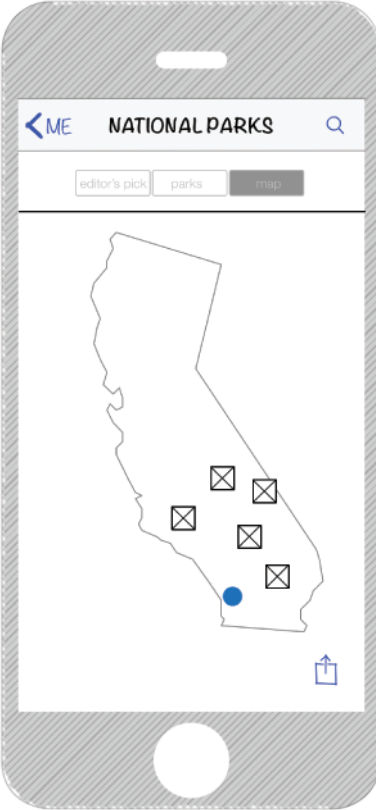
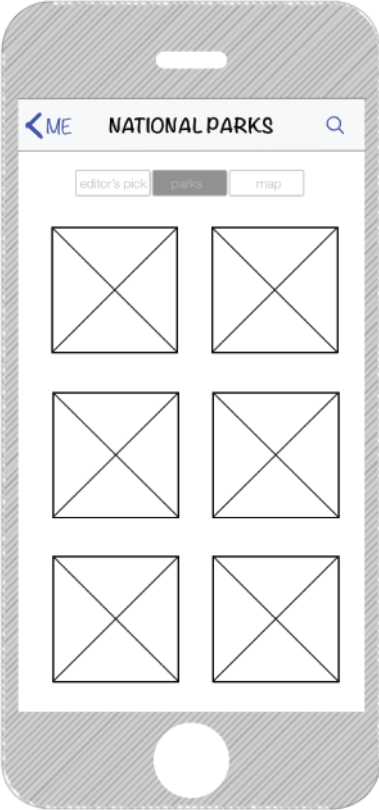
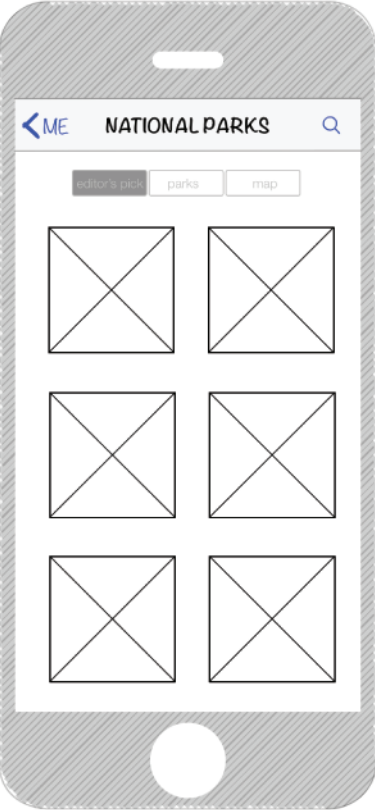
Flow Chart:





Wireframes:

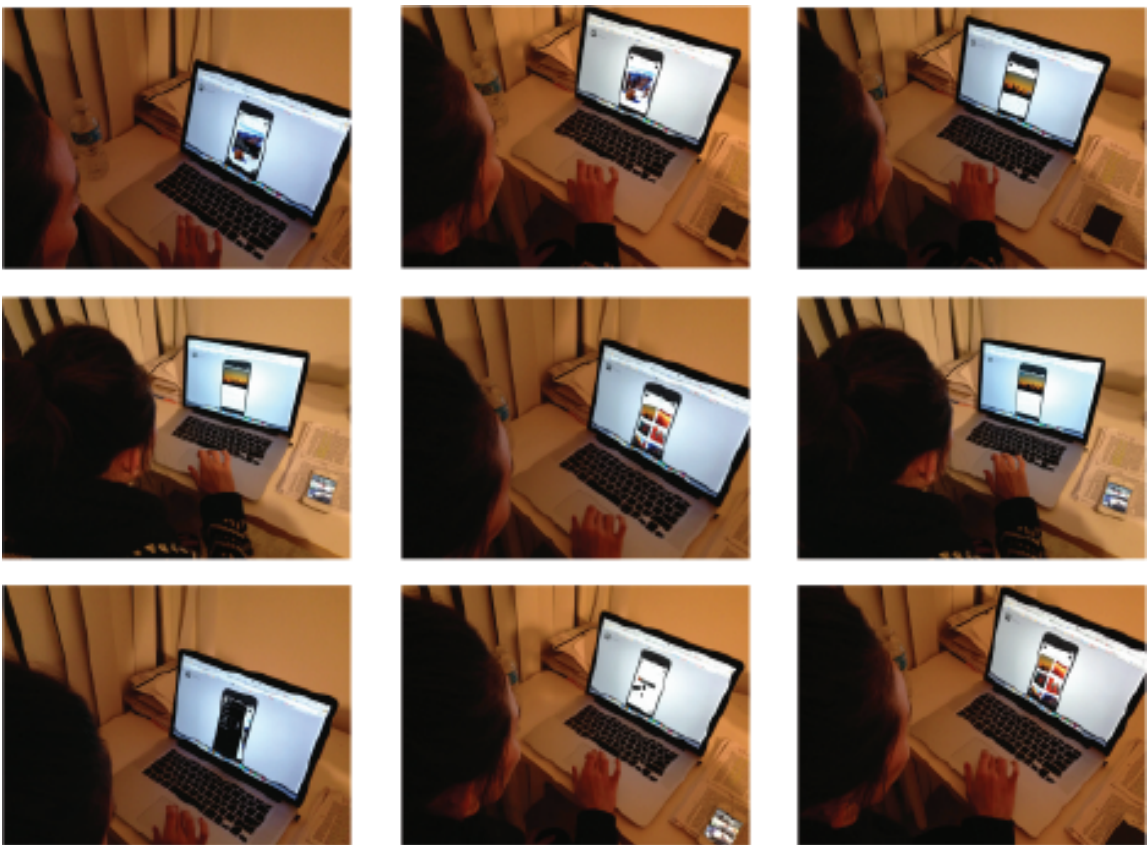
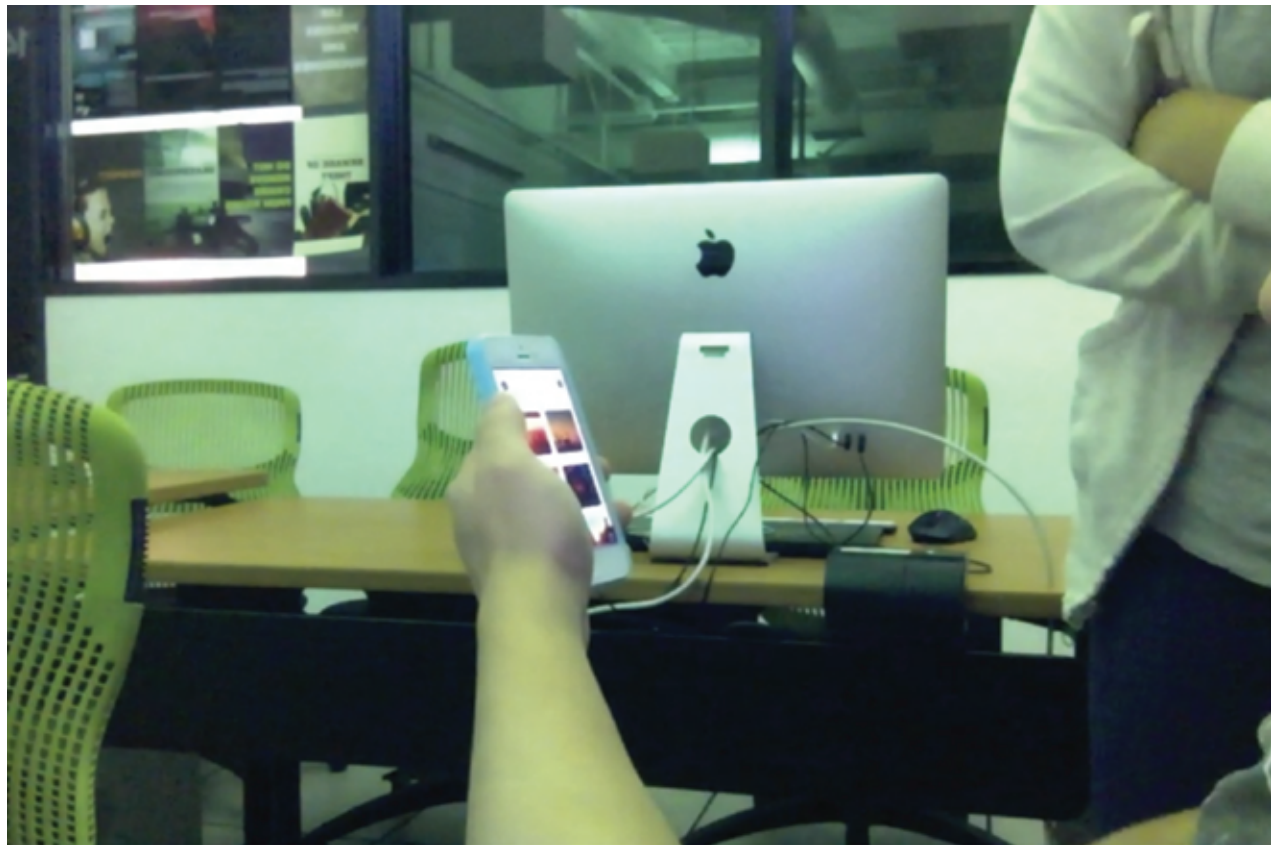
Wireframes





User Test

User Test:

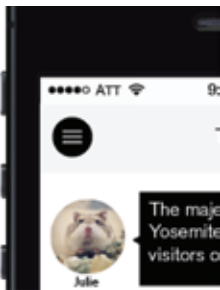


I use the app “Pop paper prototyping” and invision to do the user test. I gave the user 3 goals: “find out some activities you can do in Yosemite”, “read the editor’s pick article and like it”, “check the weather of Yosemite”.

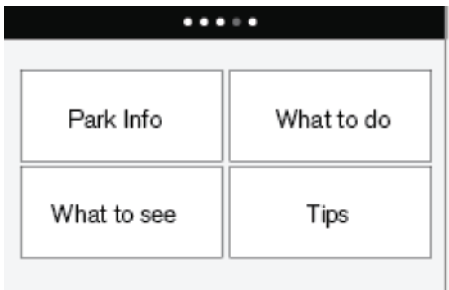
Problems found:



1. The left coner button is not consistency.



2. The weather icon is not very clear.



2. In park detail page, the style is not like the other pages.

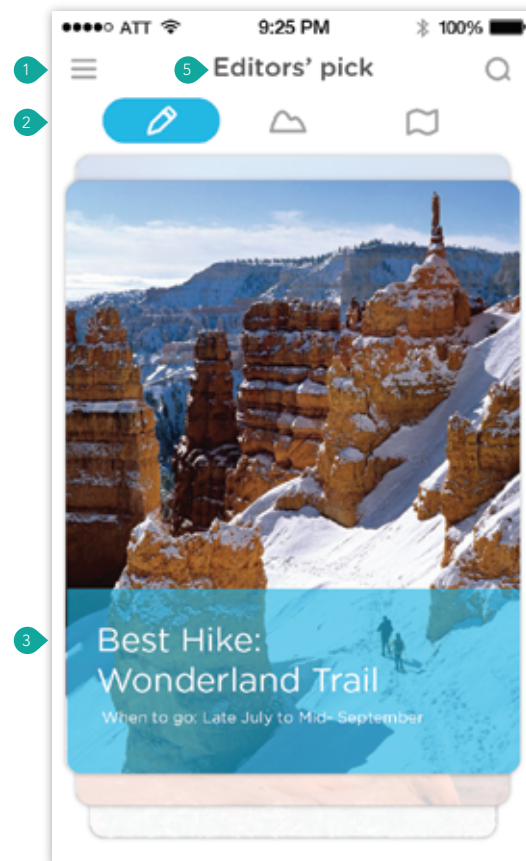


Interface Design

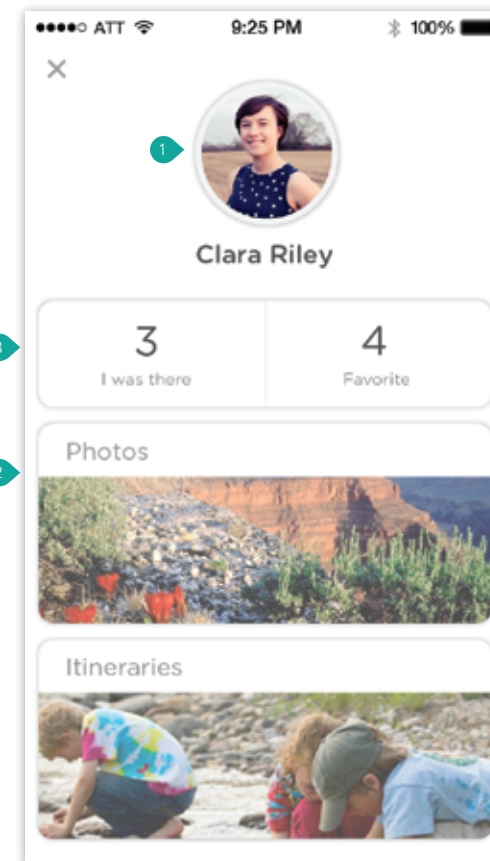
Interface Design



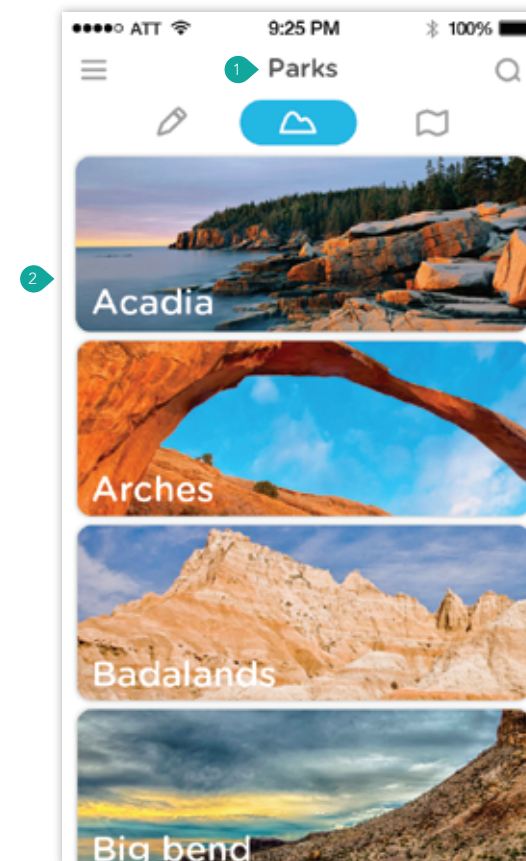
1. Loading page



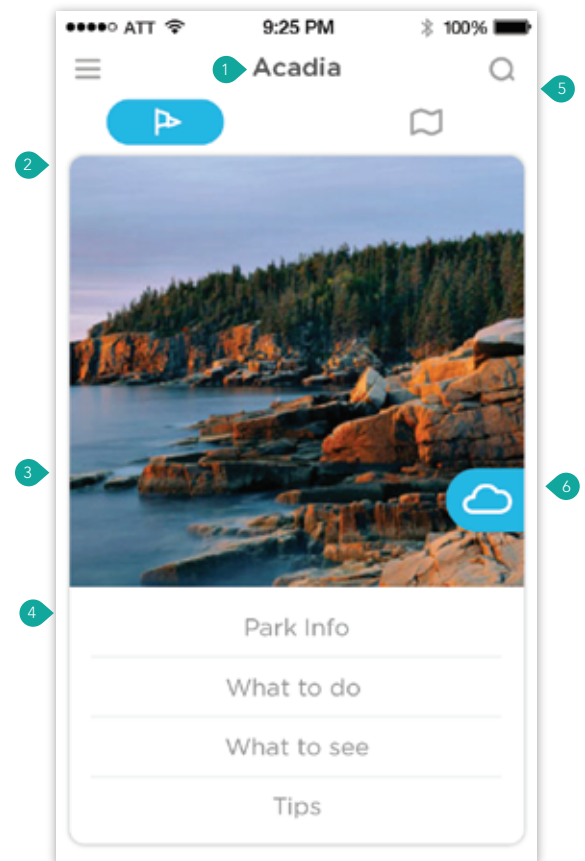
1. Backward
2. Menu: editor's pick, parks, and map.
3. Editor's pick article, the editor will select some right place to go every week.
4. Search
5. Title, editor's pick



1. Profile image
2. List: photos, itineraries, and information.
3. The parks I've been to and parks or articles I like.

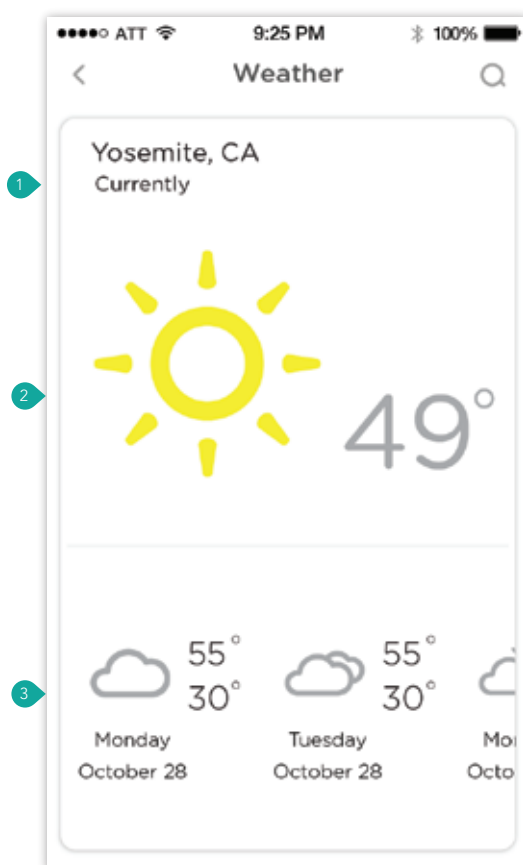


1. Title: park list
2. Every picture stands for a park

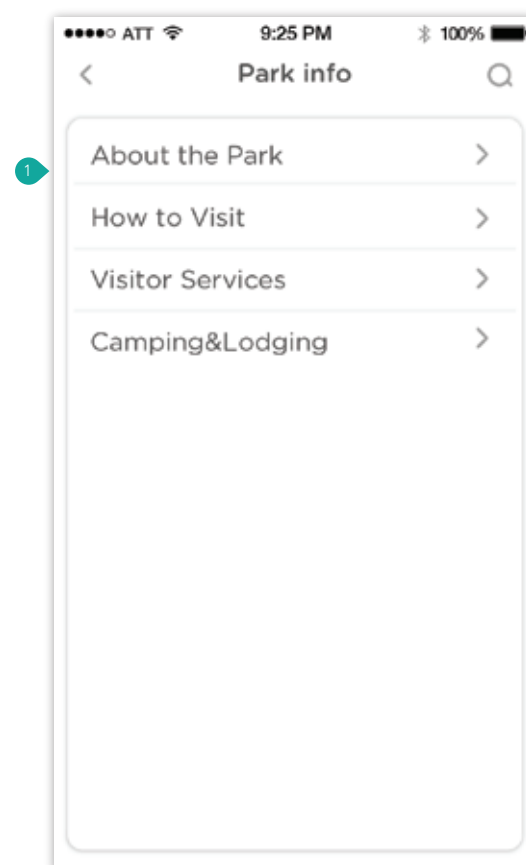


1. Park detail
2. Menu: guide and park map
3. Pictures of the park
4. List: park info, what to do, what to see and tips
5. Add to your personal journey.
6. Weather

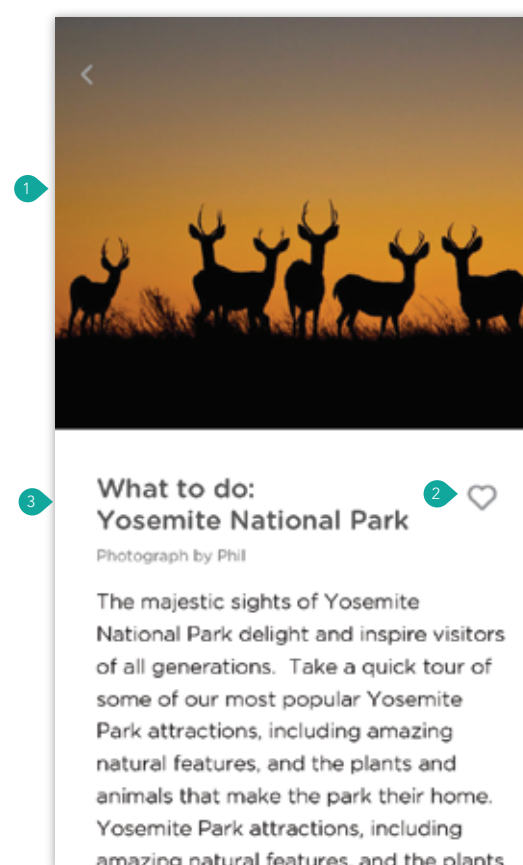
Interface Design



- 1. Current location
- 2. Weather icon and temperature
- 3. The weather for the upcoming three days.



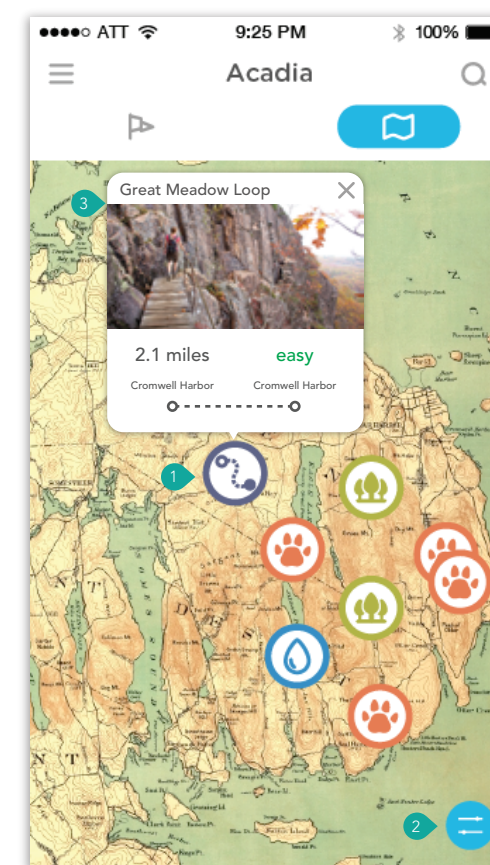
- 1. Park information list



- 1. Article picture
- 2. Like
- 3. Title

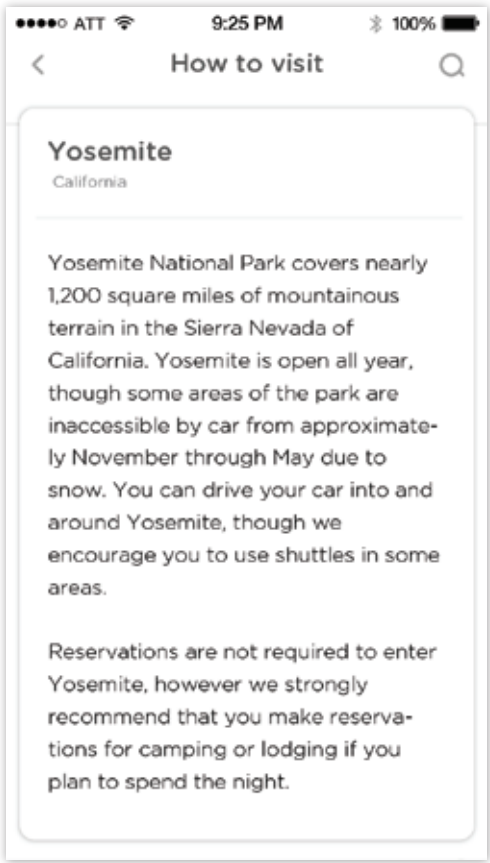


- 1. What to see. Basically, there are a lot of pictures that show the details.



- 1. Icons to show all kinds of activities. Click to see the detail information
- 2. Sorting
- 3. info window

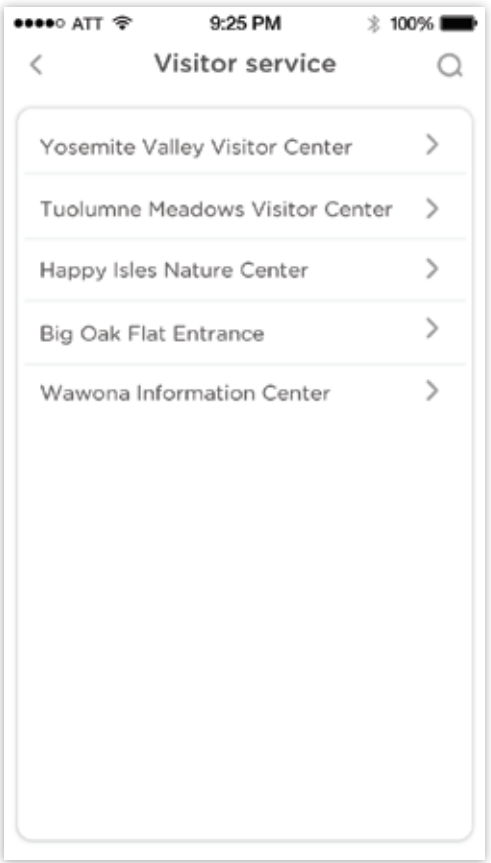
Interface Design



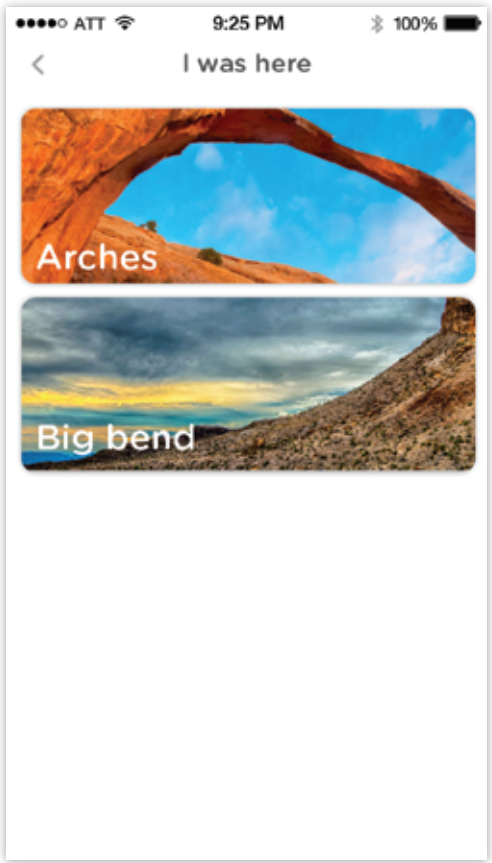
1. How to visit



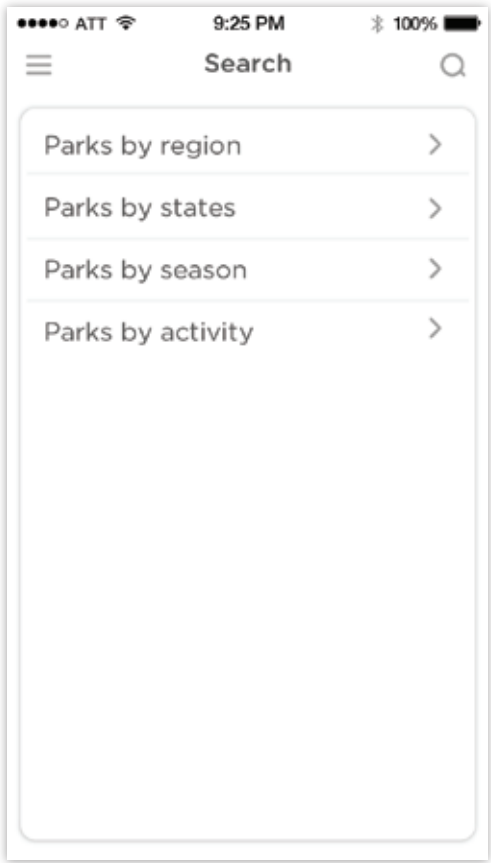
1. Article picture
2. Like
3. Title



1. Visitor services list



1. List of parks that I have been to.

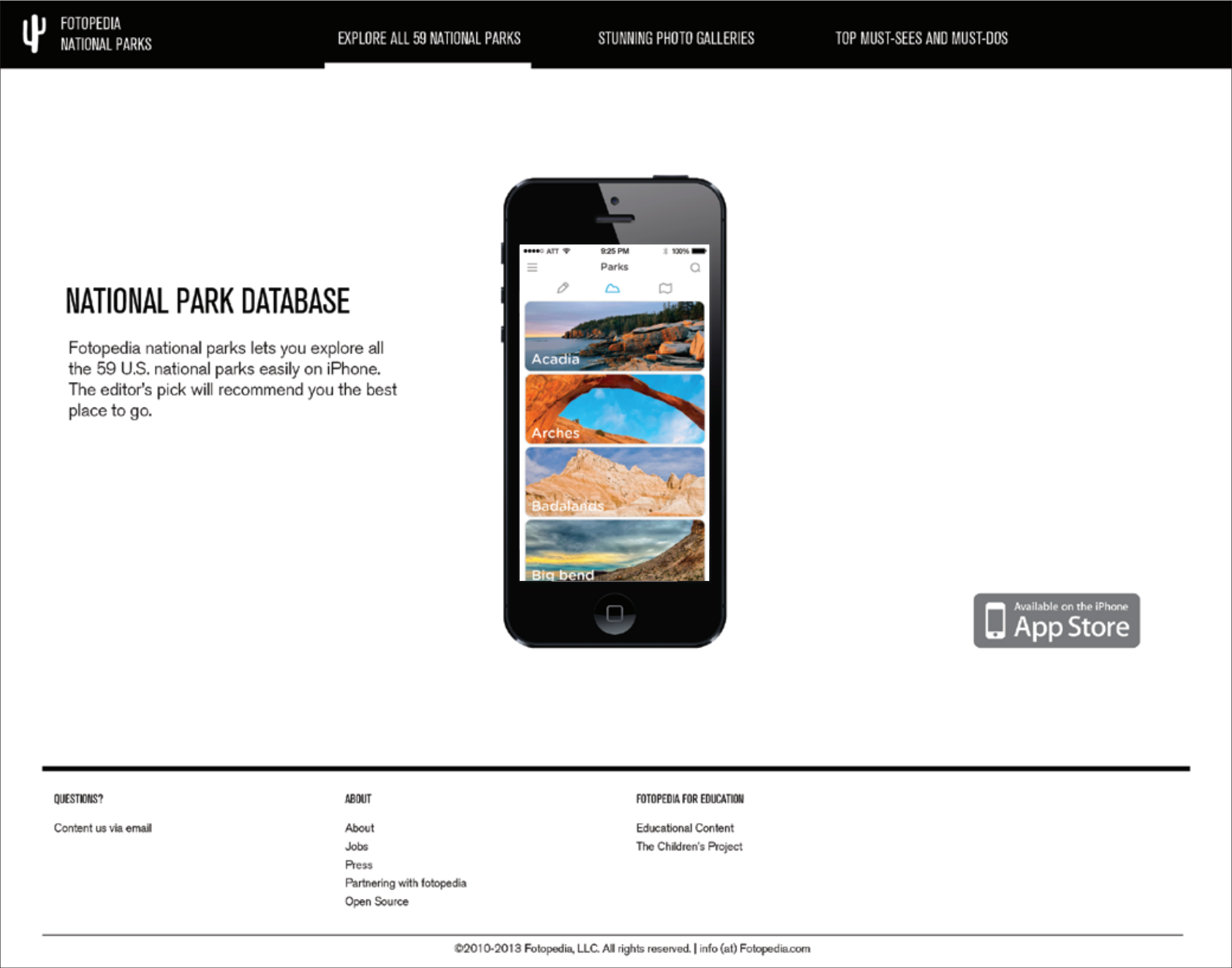


1. Search
2. Different filter



Marketing Page

Marketing Page



There are many beautiful pictures of national parks, so I keep the marketing page black and white.

I put some animation to show how every part works.