

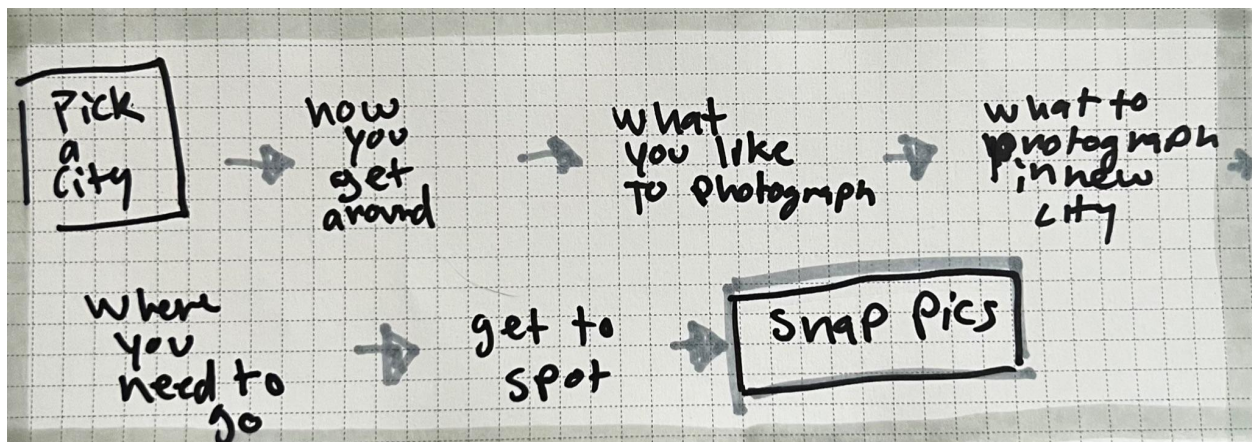
# Design sprint

## Day 1: Research/ Personas

My first thoughts about the design sprint I chose is that I am excited to start on something new. I am excited to see where this process will take me when it is a design that is not all from my head and I have some guidelines. I think that it is going to be enjoyable. I like to have guidelines and I think it is going to allow me to be a better designer.

The project I am doing with GramCity. I have to help people figure out a way to find the best Photo-ops in a new city. I think that the personas they gave me will allow me to have enough freedom to be creative, yet not worry about not knowing where to start. In one persona they want to be able to get the best pictures while on trips but not have to look up where to get the photo. The other persona wants to easily find locations and examples of the photos before getting to the new city so they can plan out their day around getting the photos.

Something that comes to my mind right away for this project is to identify what people like to take pictures of, landscape, city, people, animals, food, art, color, emotion, memories, adventure. Once I narrow down the different things that are the most common for people to take pictures of I think I will start by creating different buttons/ tabs with labels of what people like to take pictures of, then they will have the option to choose an area of the city that they will want to take the photo if they like the look of what the example is. This will allow people to not have to waste their time looking up new places to take photos in a place that they are visiting so they can spend more time enjoying other aspects of their trip. Show people the most visited attractions and new ones in case they don't want to miss out on a photo op and they can make the decision on what is important to them or not.



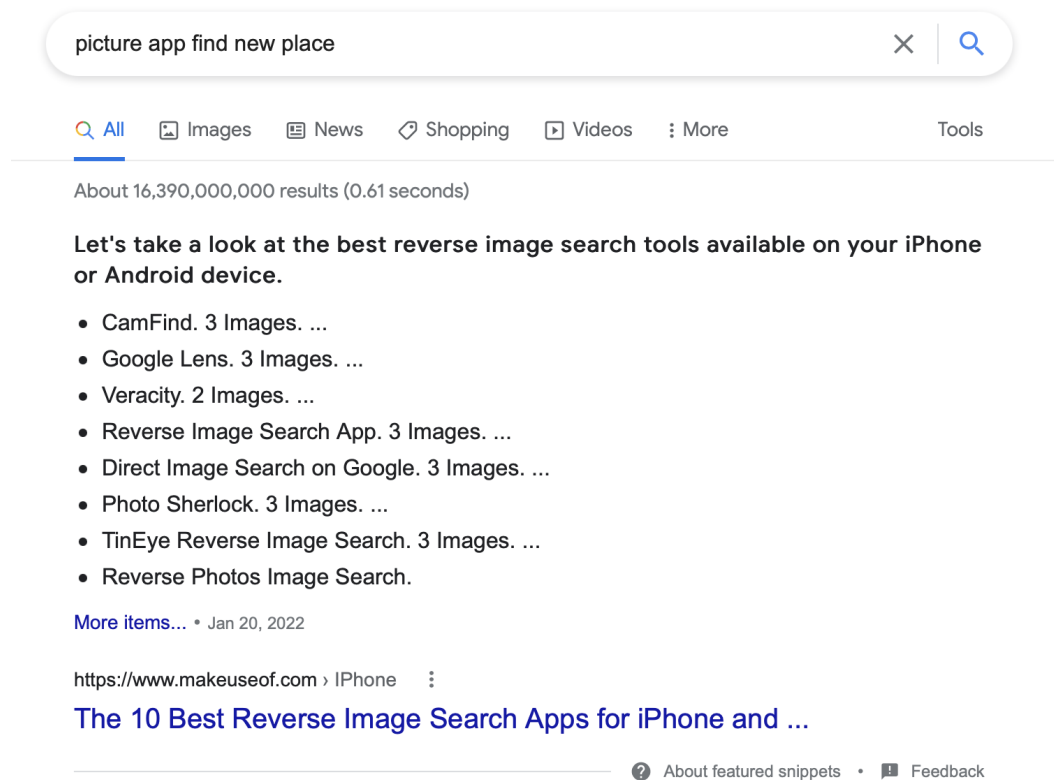
## Day 2: Sketching

The next step of this design sprint is to do a lightning demo, meaning I am going to look at other competitors and see what they have that is similar to the idea that I am doing for this design sprint.

- So the first thing I looked up is picture app find place.

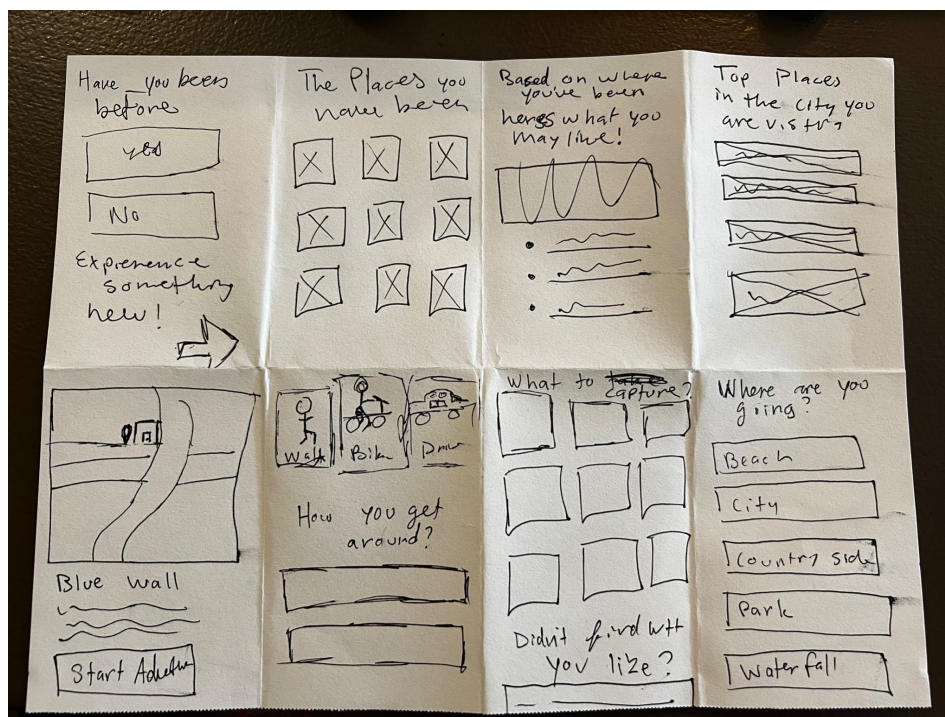
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- This search brought me to a lot of ways to reverse search where a picture was taken which is pretty cool to me.



- My next step is to see what these apps/ sites have in store and then I will have more of an idea of what I want to do.

## Crazy 8's:



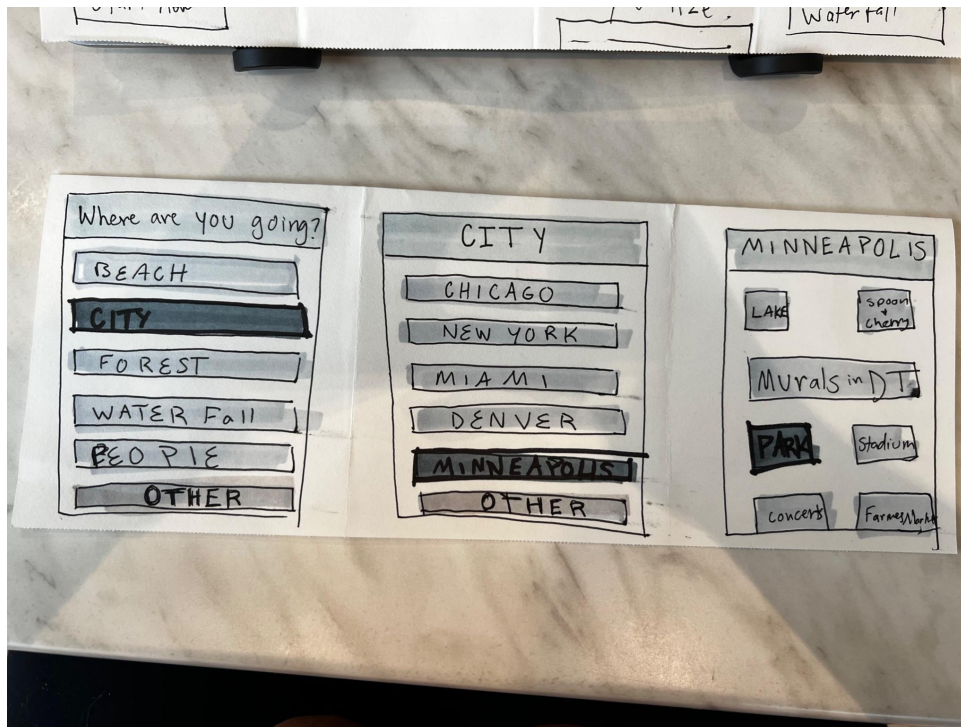
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In the "Crazy 8's" I had 8 minutes to design different screens I think would be good to add to my ideas of the app. Going top left to right bottom my ideas are.

1. I think it could be important to see if the user has been to this are/city before, then they may know what is popular already and they could maybe say if they have been to certain places or not. This could help the app makers find new places if necessary.
2. Users can add one picture of the places they have been to and can describe it if they want to, how was the trek getting there, what they liked/didn't like. This can allow people to share pictures they are proud of taking.
3. If people insert the places they have been to before, we can have an algorithm showing what they may like in the future, and they could plan a trip around that.
4. This could be pictures of places with the place labeled on top of a picture of what the place looks like, this will be a button, when clicked it will bring the user to more information of this place, where its located, what people like about it, how you can get there. What's special about it?
5. This is showing a little map of what it might look like if people click on a place, with a pinpoint of where to take the picture and directions if you want to star the adventure.
6. This one is asking how you get around, bike, walk, drive?
7. Small pictures of what people like to take pictures of, walls, plants, trees, ect. And an area to write in if they didn't find what they like.
8. This can be a basic category breakdown of places that you can visit or general areas you like to go, click on the button and it can show you places that are near you now or where you want to travel to.

### Solution sketch:

For the solution sketch I will make a three screen sketch showing where the user could start, and where it could take them.





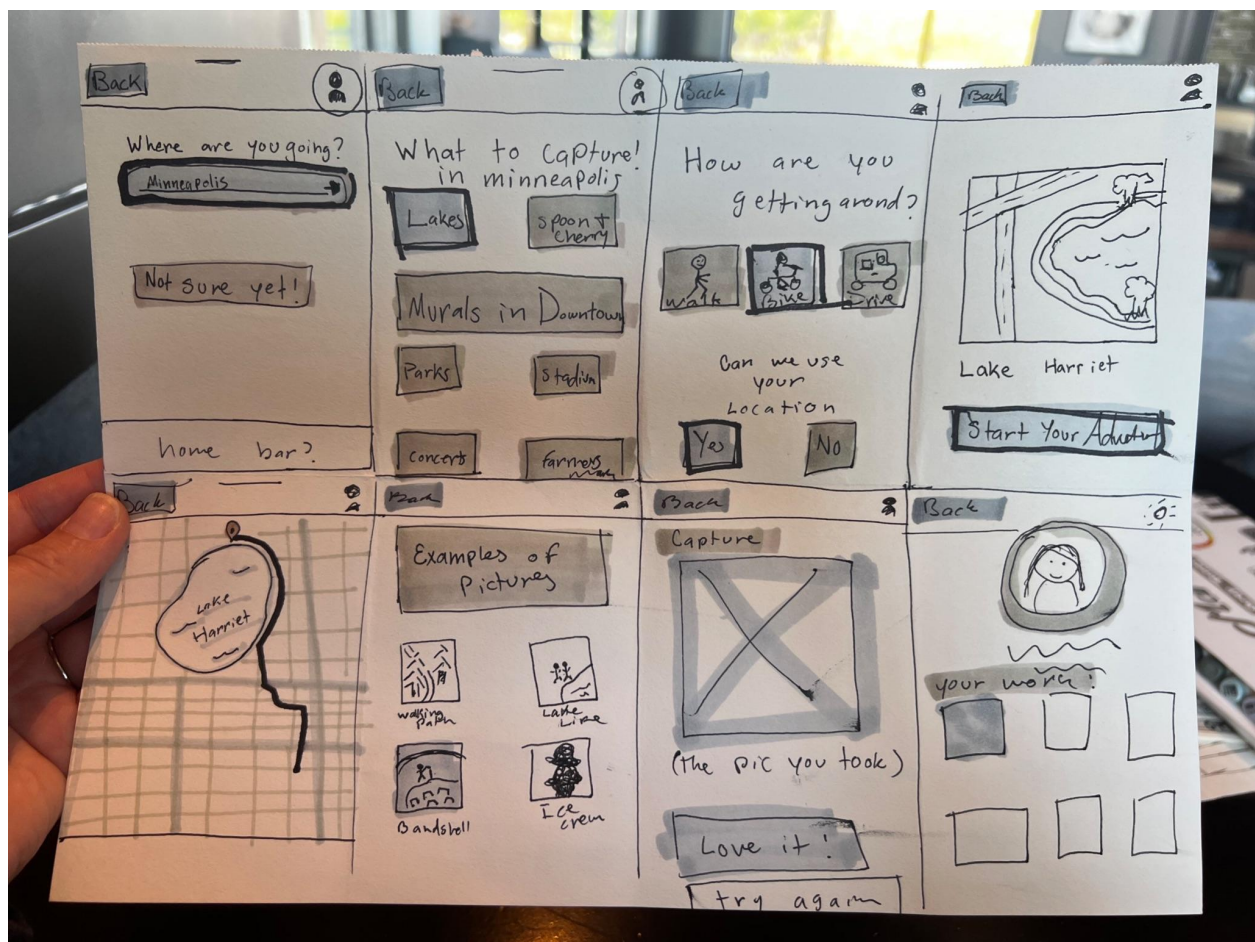
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Here in the solution sketch I decided to outline the user wanting to narrow their search down to finding a place to visit to take the pictures. Here they have chosen to visit a city; Minneapolis. In Minneapolis I gave them the options to visit a lake, spoon and cherry, murals in downtown, parks, stadiums, concerts, farmers market. This allows a person to narrow down what they want to do in the city they chose.

### Day 3: Decide

My first steps for day three are to create a storyboard

I think the main thing I want to focus on is where the person is going, I am thinking I will start with a screen prompting.. "Where are you going?" this will include a spot for the user to type in where they are going to go, under that I will have a button that will say "not sure yet" this button will take them to the next screen where they can narrow down their travels by choosing, city, beach, park.. Ect... from there I will ask what they like to photograph and it will narrow it down from there. Here is a rough sketch of my thoughts for the design of the screens



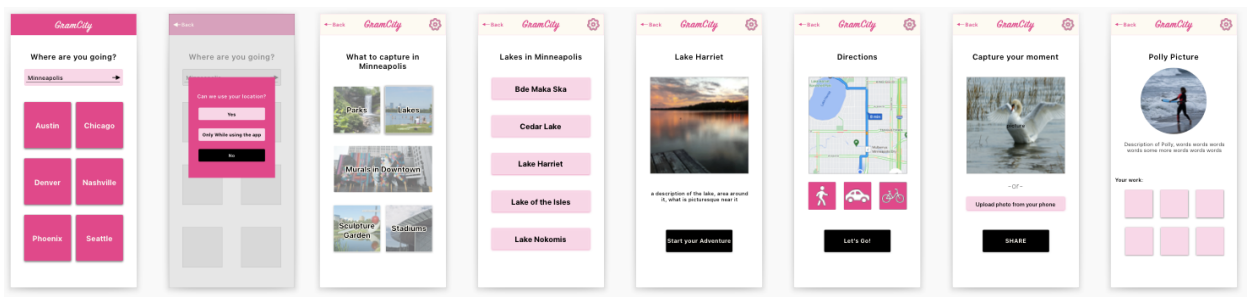
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While making the design I realized I might want to switch up the order on a few of the screens and possibly make the question on the bottom of screen 3 a pop up instead of having to ask the user each time. I also don't love the design on the first screen but I think I am in a good starting place.

After chatting with my mentor we thought of some new ideas for the pages shown above. Showing users pictures of the places they can go to faster in the usage will be important. In the first screen I will give the people the option of typing where they are going or choosing a picture of a place from the small photos. This will allow people who are new to the app a choice of choosing their adventure or going where they know they want to. I will also have the app ask if they can use the location of the user sooner instead of at the end of the process.

### Day 4:

For day four I had to build a prototype. My prototype consists of helping people find popular areas to take pictures in different cities. Here is my layout of pages...



I started out with a page that allows the user to type where they want to go or gives them different options if they are not sure where they want to go yet. The squares with names of cities are buttons that the users can click on and it brings them to options of picturesque places in that specific city. For this example I chose to do Minneapolis. After they click on the place it shoots them to a screen that asks if we can use their location. I think this should be a one time thing depending on what they click on. Next it brings them to unique places in Minneapolis. They click on "Lakes" this brings them to their choice of lakes, they choose "Lake Harriet". It'll then show them a picture of the lake, how far away it is from them, they can snap a picture when they are at the lake or upload a picture of their adventure later. Then the last page is their profile showing past pictures they have uploaded and a little about them.

### Day 5:

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Day five is testing. My goal is to pick five people and instruct them to take photos at Lake Harriet. Hoping this will be straight forward. Not sure what kind of feedback I will get.

**Interviews:** During my interview my people came up with some really good ideas. 1) The biggest one that stands out to me is to have the location of where the picture was taken on the photo in your profile. So that is one thing that I will fix. 2) Another thing is that I am going to have “GramCity” clickable so it can bring the user back to the starting page whenever they need to. That was something a tester told me would be nice. I agree and think having it on the “Gramcity” will make the pages flow well and look nice. I also think that having the title of the app be a button is pretty common and will be intuitive. 3) During the testing I also found out that some of my buttons didn’t work when people physically clicked on the letters, but when they clicked off the letters they worked so that is something I am going to work on. 4) Another thing they talked about was that they wanted to choose to bike to the lake, I asked why they wanted to do that. Some people said it was because the bike looked thinner and another reason was because the button looked different. I added a border to this one because I wanted to show the map that they are being shown. Below I have screen shots of examples of what I am describing. For number three there is now picture because there is no way to depict what I am speaking about, it is just something that I have to change.

1.



2.



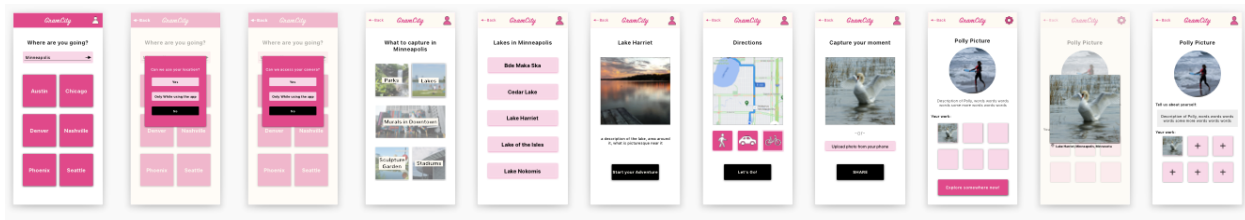
4.



**My experience:** I enjoyed these interviews way better than my first attempt with an earlier project. This time around I tried to get to know the users, ask them questions about themselves, to make them more comfortable, I kind of tried to lead the conversation into travel. Once they opened up about enjoying travel we chatted about photo taking. We talked about how people take photos for memories, to capture the moment, and to have something to look back on one day. The testers said that they don't go specifically to a place to take pictures but they go to a place for their own memories and if it's cool they will take a picture. Some also said that they ask their friends about cool places that they have been to so they can get some ideas of where to go. They also look things up online after they have decided where they want to travel to. Overall it was a pleasant experience and more enjoyable process than I expected.

Here is a prototype of my design sprint:

# Design sprint



<https://www.sketch.com/s/df248bb4-7c4c-4887-945a-a84da3c3541d/prototype/a/A893F1BE-5BF7-4F4C-BD3C-4CAB2E311E4A>