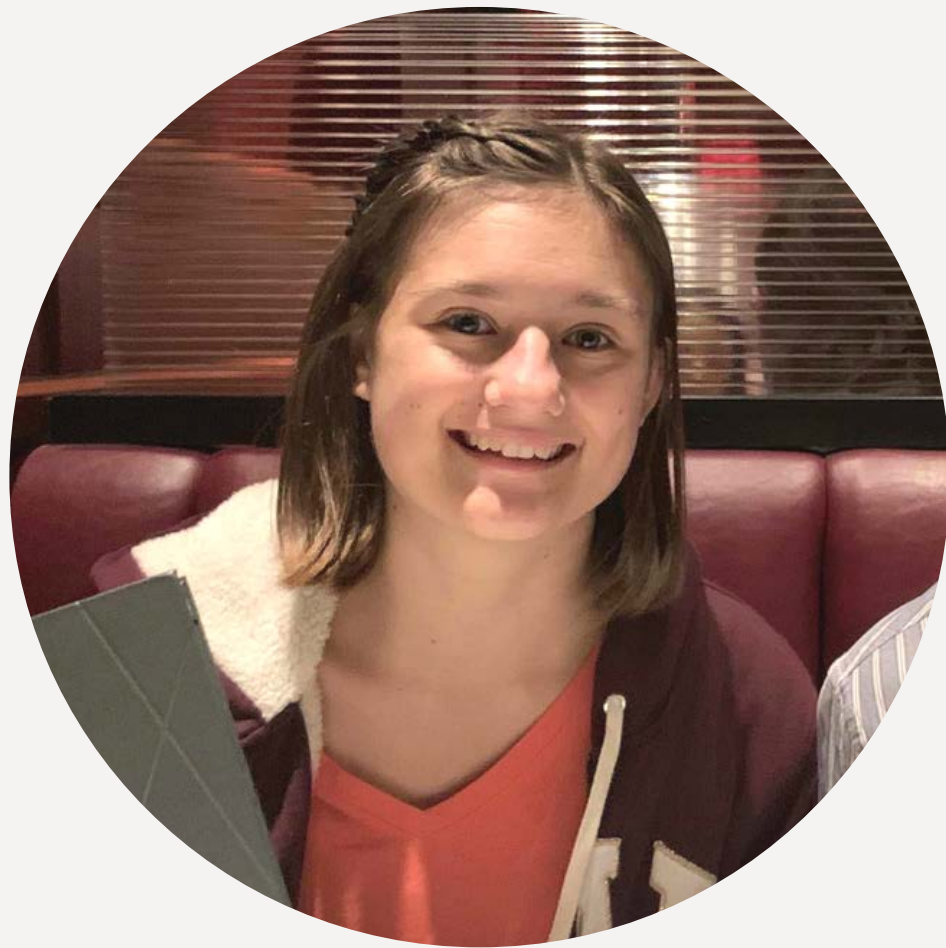


**miniStep**   
mini steps make a difference

# meet the team!



Darcy Kelley



Janus Chan

# unit 1: discover

user research

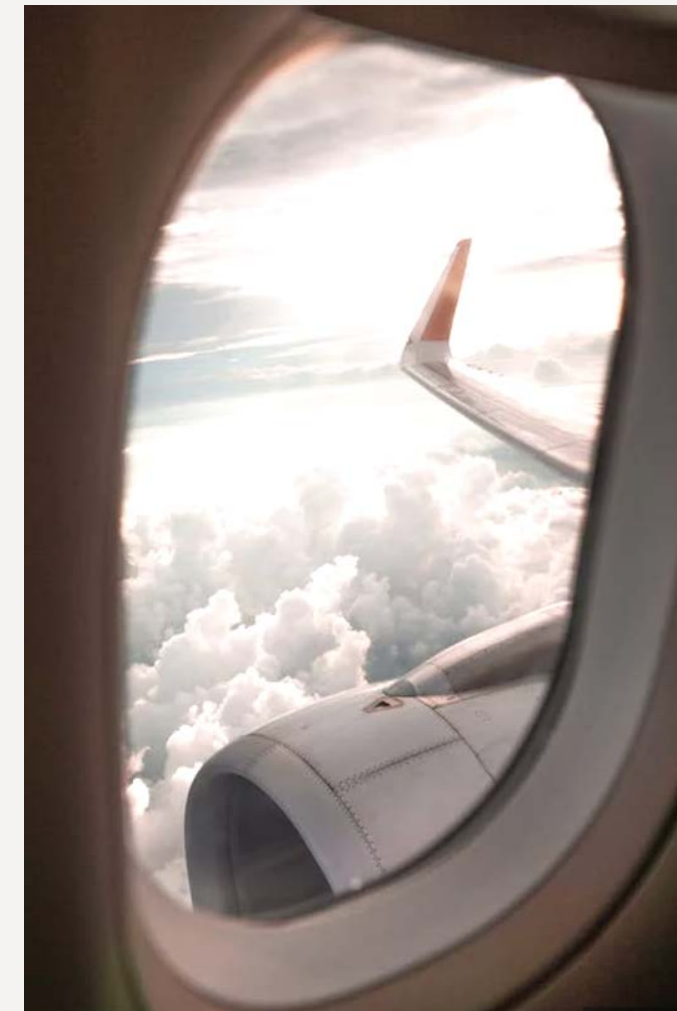
trends

journey map

mood boards



# did you know...



65% of Gen Zers ranked 'travel and seeing the world' as the most important way to spend their money?

Gen Z is more concerned about sustainability than previous generations when it comes to traveling.



*Sustainable traveling!*

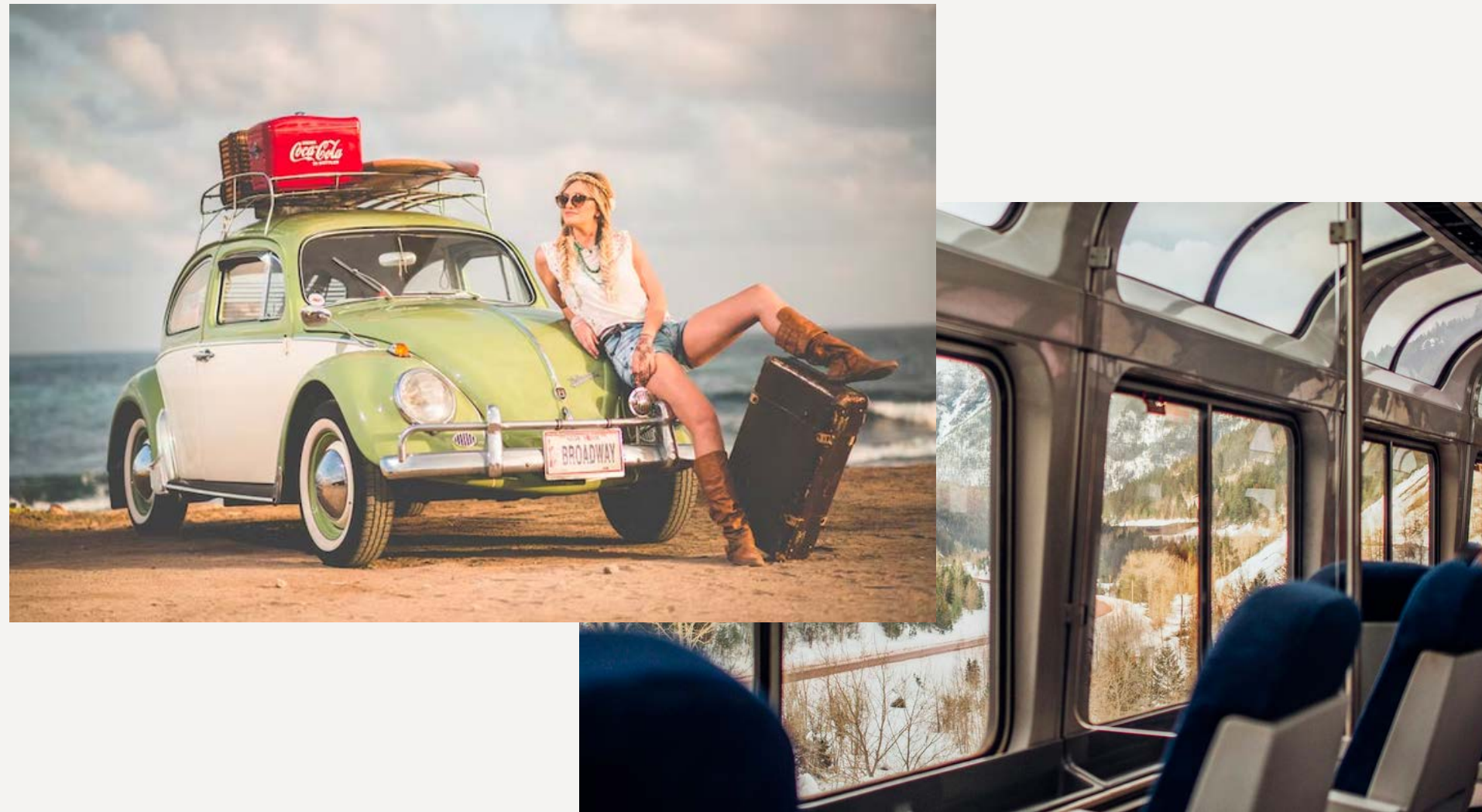
<https://www.travelperk.com/>

# target: gen z

- friends going on a trip
- digital nomads
- students taking a gap year
- van lifers



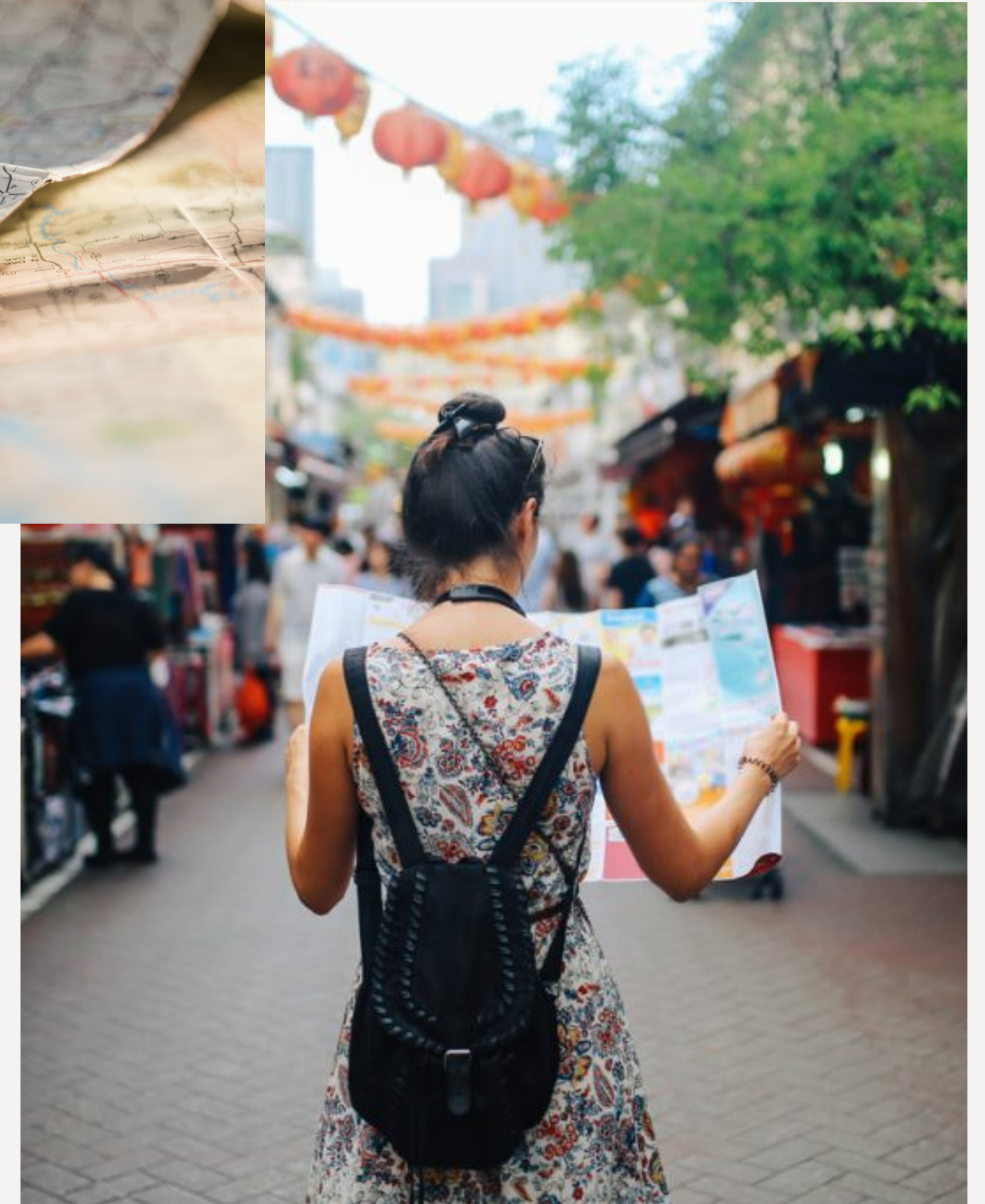
# target: gen z



54%, take environmental impact on destinations into account when deciding where to travel

60% try to use more environmentally friendly modes of transport

"Finding new experiences is a massive part of the Gen Z travel experience. And with more Gen Z ready to explore their own country again, there's never been a better time to promote 'staying local'".





# trends

- Educational Itineraries
- Hybrid travel
- Exploring less visited city destinations
- Exploring nature...adventure!
- Wellness focused trips
- Workcations
- All-inclusive hotel retreats
- Luxurious cruise trips



# empathy map

## KNOW

we value sustainability	for those who love sustainability	to encourage smaller city travel
location: ideally global	for long term travelers (digital nomads)	to spread more awareness of sustainability and its relation to travel
to spread more awareness of the effects of travel	to encourage slower travel	to help users travel more sustainably
the app would help support local businesses	to help make sustainable travel more convenient	to help make the planning phase easier
to help make resources more accessible		

## FEEL

currently feel guilty about carbon footprint	currently want to explore more places	care about sustainability
want to feel satisfied	want to feel adventurous	want users to enjoy sustainable travel
currently: love travelling	want to feel confident	want to feel knowledgeable
want to feel calm	currently feel stressed	currently feel uneasy about traveling to less popular destinations
currently time consuming to plan a trip	currently expensive	

## DO

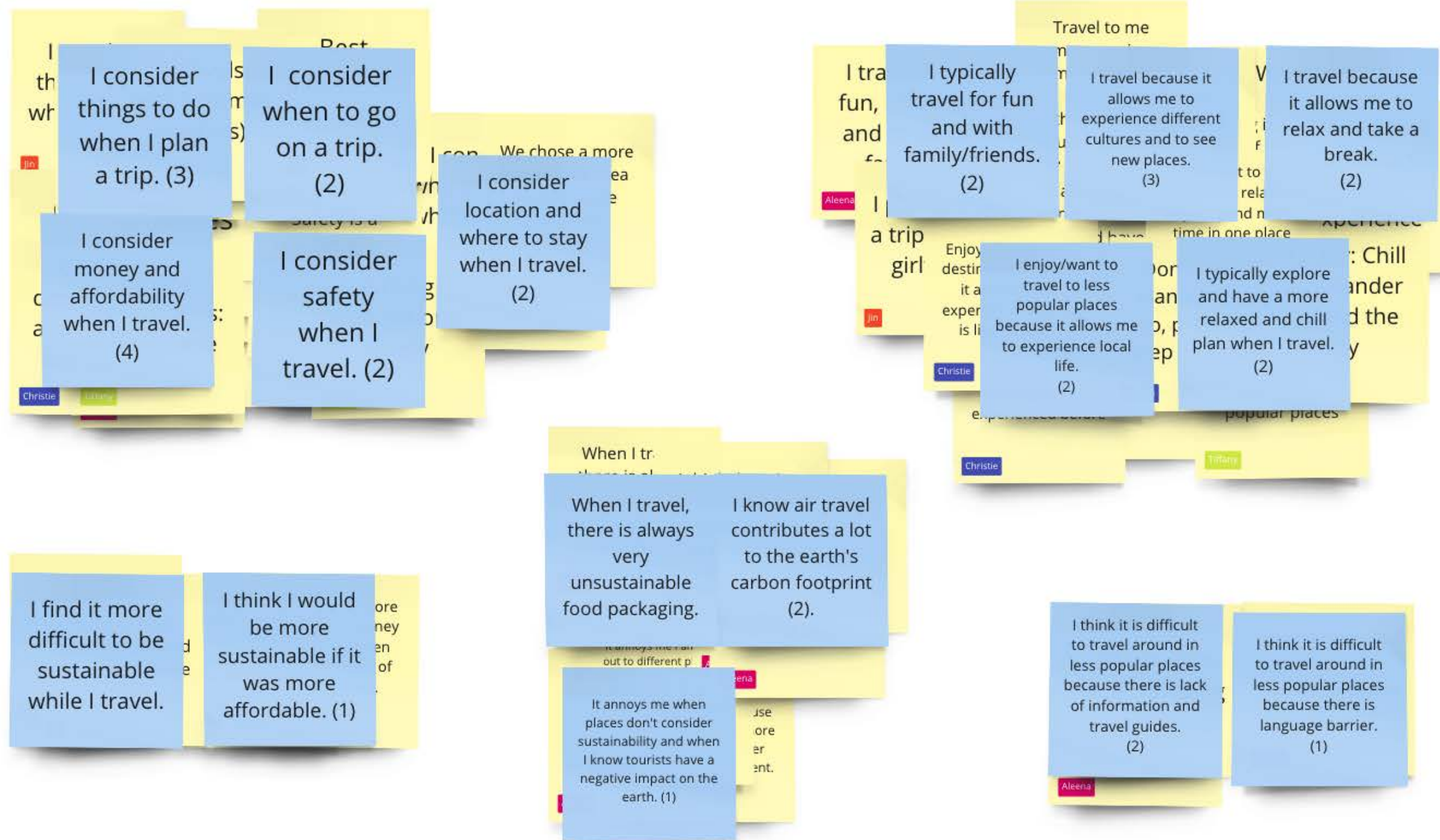
feature that tells user carbon footprint of trip	suggest slower travel patterns	suggest a more sustainable route
suggest nearby destinations	include a feature for basics of local language	include facts about the area they plan to visit
include specific ratings of the destination (safety, food, experience, people, wifi, transport, etc...)	suggest similar destinations/ experiences	suggest local restaurants + places to get food
include area to donate and offset carbon footprint	suggest sustainable items to pack (water bottles, reusable bags, reusable utensils containers, etc...)	include overall information about sustainability and travel
suggest local attractions	compare suggested trip to average trip carbon footprint	

# user interviews

1. How often do you travel? Can you tell me about your experience?
2. What does travel mean to you?
3. Tell me about the things you consider when you travel.
4. What is your process for planning a trip?
5. Tell me about the issues you face when planning and going on a trip.
6. Tell me about your experience traveling to less popular destinations.
7. Can you tell me what you know about sustainability and travel?
8. How much do you consider sustainability when you travel?
9. If there was a more sustainable option for travel, would you try it? Why or why not?



# simple affinitization

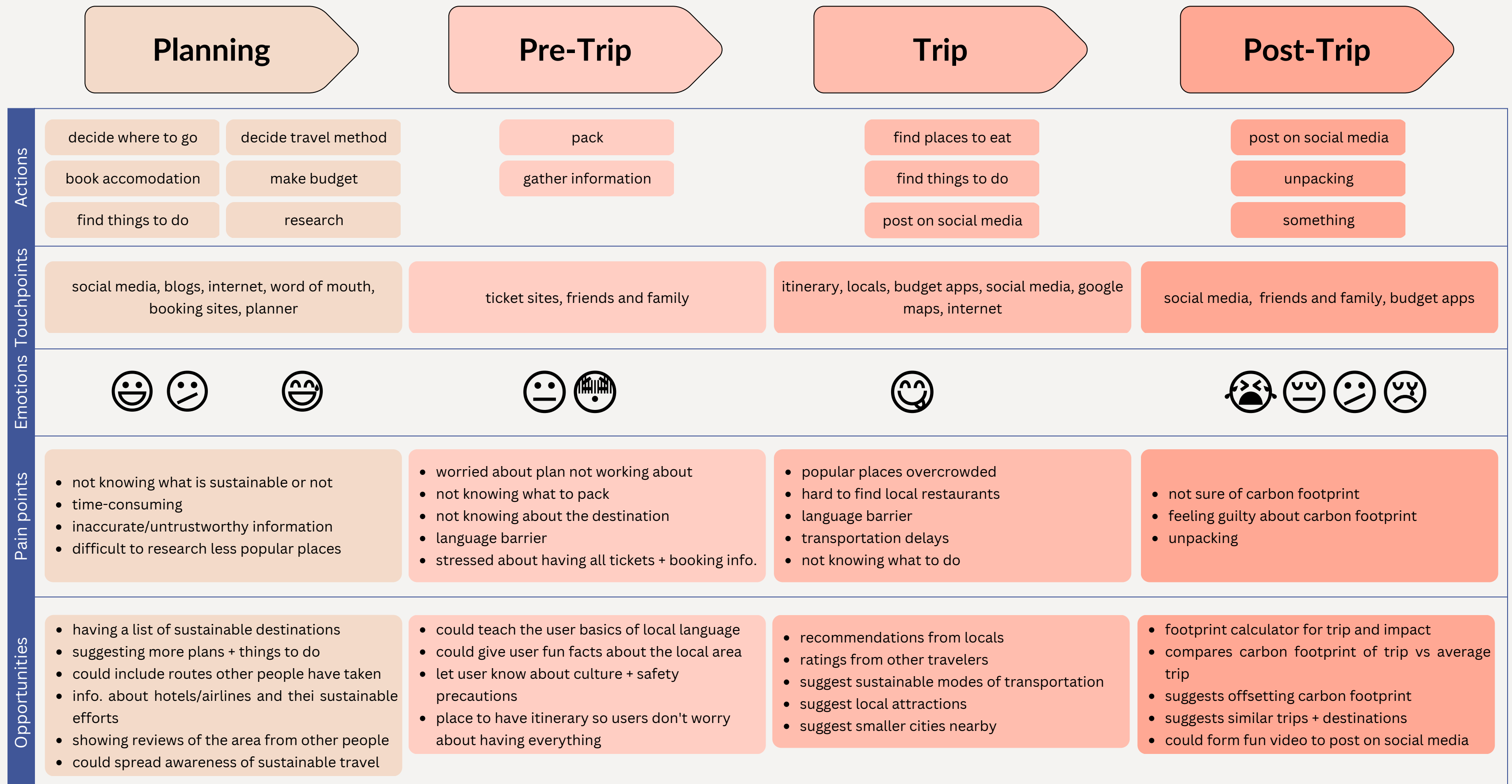


# interview insights



- Users consider money, things to do, location, safety, and timeline when planning a trip.
- Users travel because it allows them to experience different cultures, relax, and spend time with family and friends.
- Users know that air travel contributes negatively to the Earth and feel annoyed when travel has negative effects on destinations.
- Users find it more difficult to live sustainably while traveling.
- Difficulties in more local destinations include difficulties getting around and language barriers.

# current user journey map



# journey map insights

- planning is time-consuming
- many opportunities in terms of informing users about sustainability and travel
- finding local places to go to can be difficult
- opportunity to inform users of their carbon footprint and the variety of ways their decisions impact it



# unit insights

## **there are no bad ideas.**

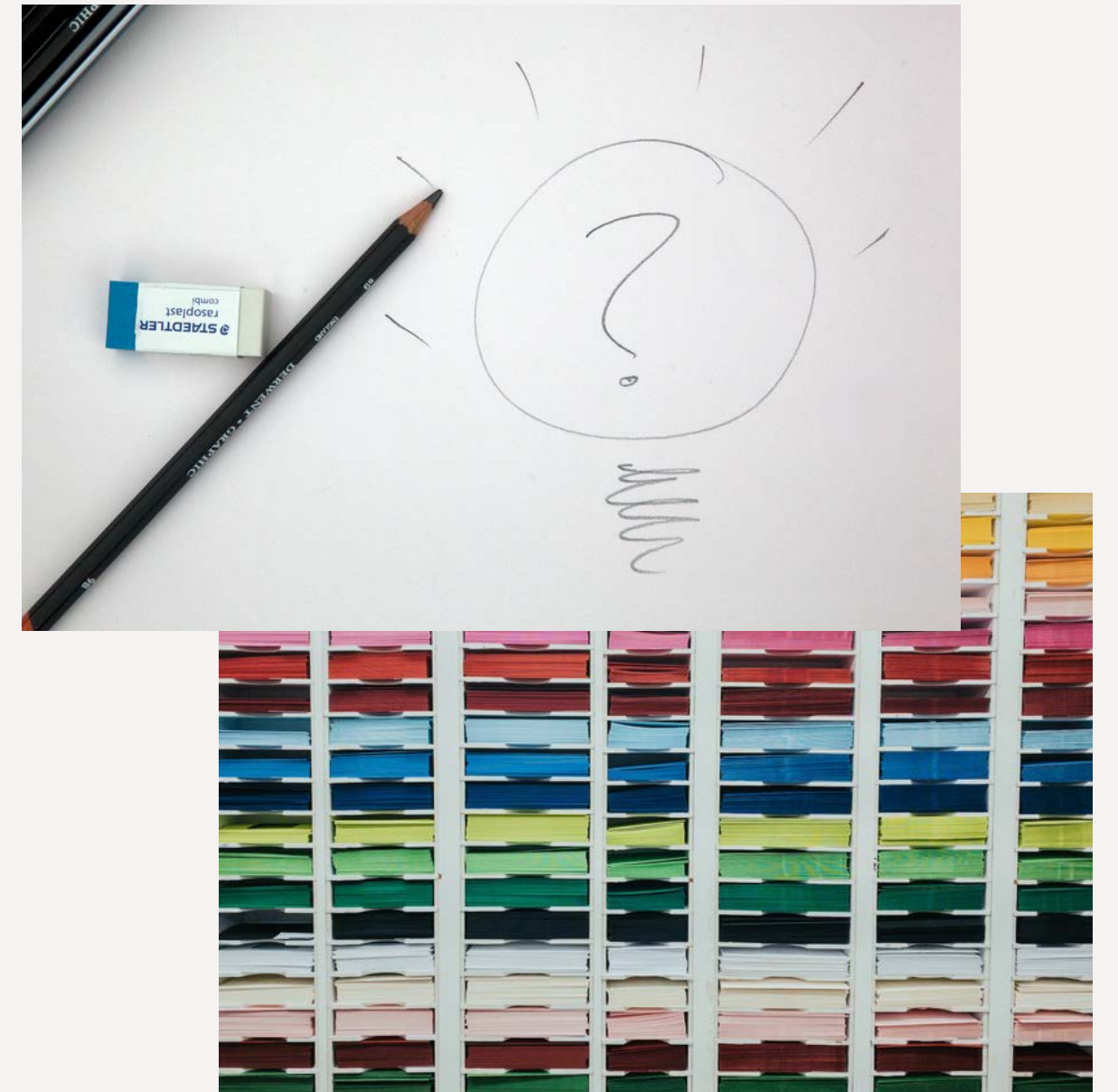
there's a possibility in every ideas

## **the more the better.**

interviewees don't always have the answers that we want to know, so interview more people

## **combine and organise.**

affinitization helped us to know what are the similar answers from interviewees





# unit 2: prototype

sketches

user flow

wireframes

ui



# lo-fi wireframes

first try: out of focus and included everything from planning to during and after trip stages



# lo-fi wireframes

- ① choose area to go/destination
- ② suggest/show local destination in/near area
- ③ choose destination
- ④ <sup>Show</sup> things to do (only save)
- ⑤ Language

⑧ Blogs, Trips Sharing

⑨ Carbon Emission Stat

Others

⑩ Tips & Tricks of Sustainability Travel

second try: focus more on suggesting sustainable transportation options

Where are you going?  
Area to go Destinations Shuttle

Area Destination Shuttle

Filters v Area v Carbon Emission

Things to do

Recommended route

Carbon Emission

Things to pack (pack less > more sustainable)

Carbon Emission Stats

Tips & Tricks of Sustainability

Blogs

Articles

Your Trip

Your Bag



# insights

## **focus.**

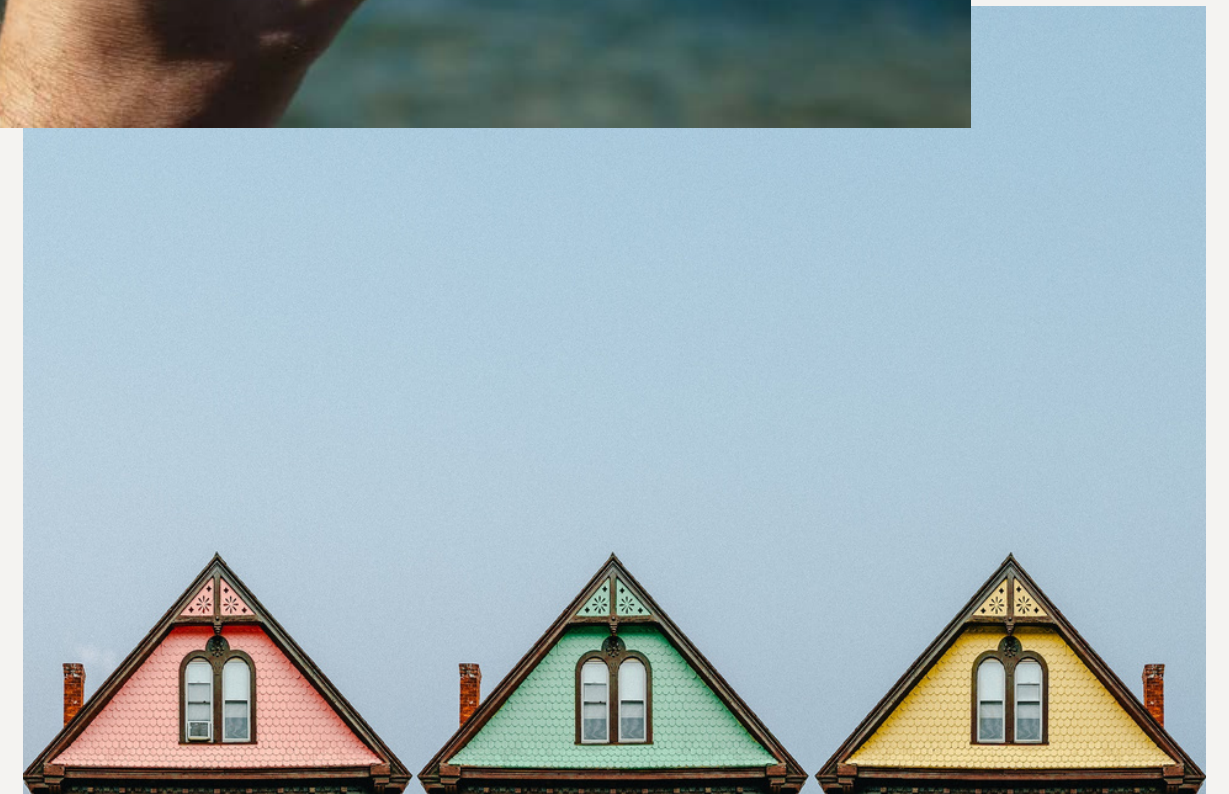
remember the why of the project.

## **simplify.**

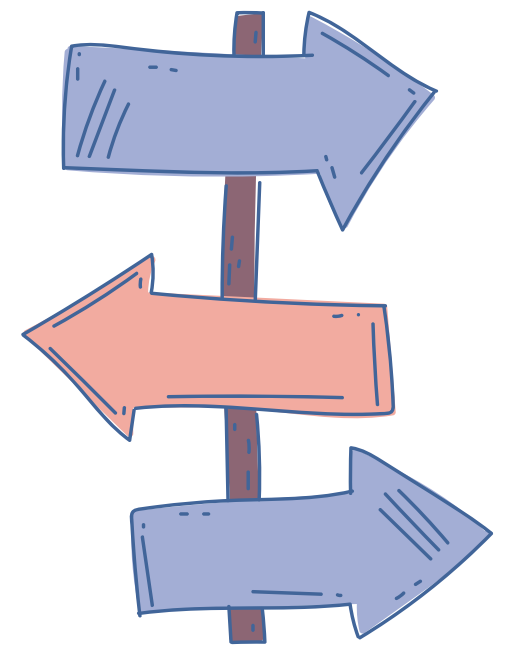
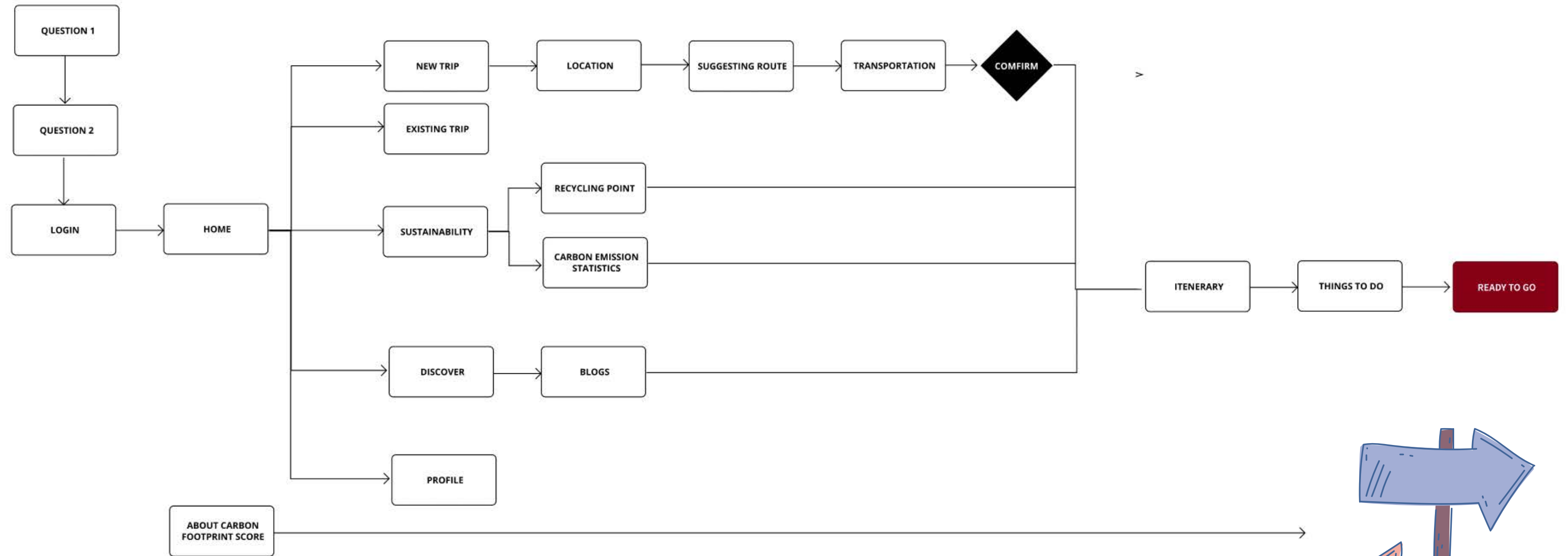
don't try to include everything.

## **clarify.**

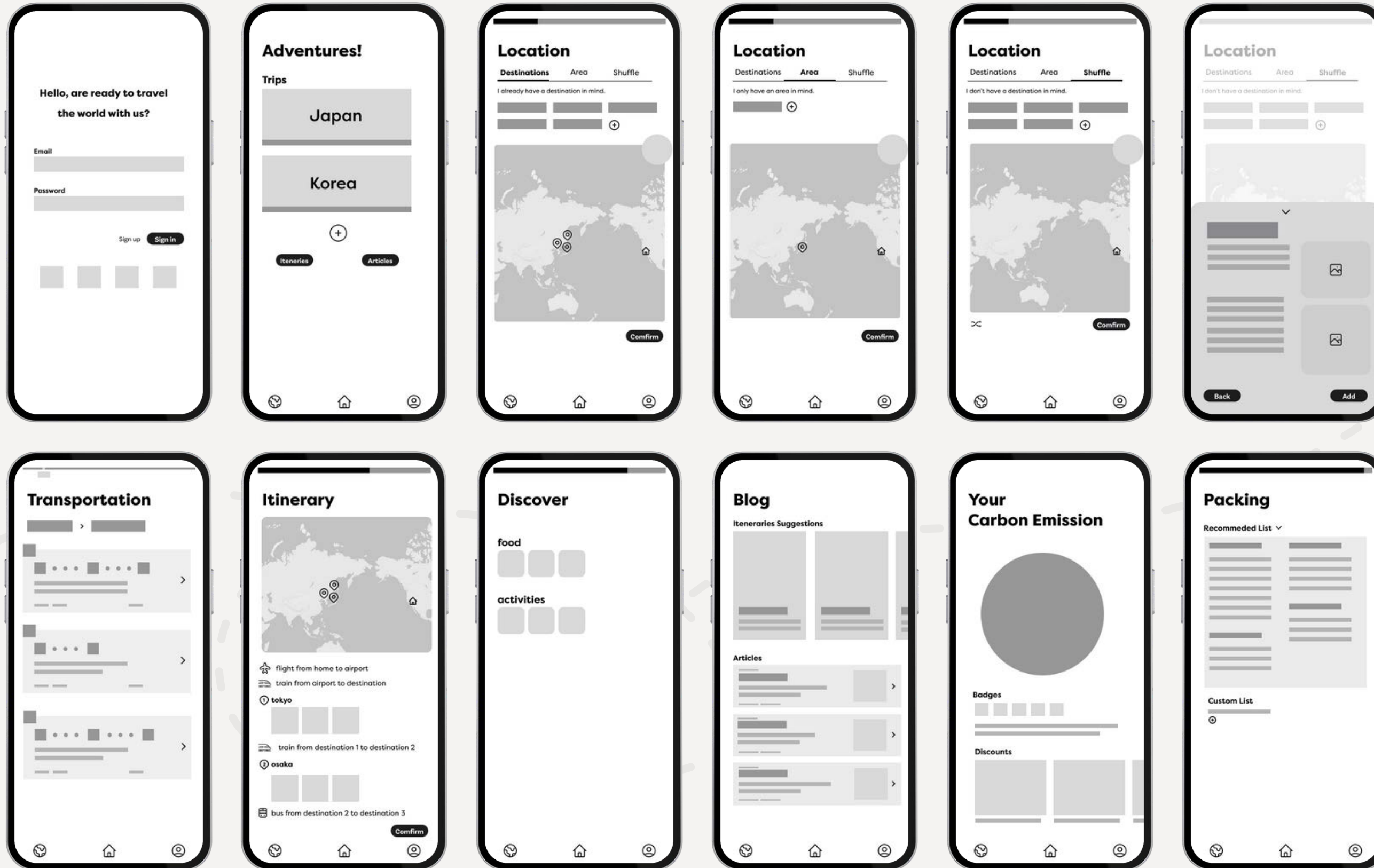
walk the users through the app.



# user flow



# mid-fi wireframes: iteration 1



# mid-fi wireframes: iteration 2



# mid-fi wireframes: iteration 3



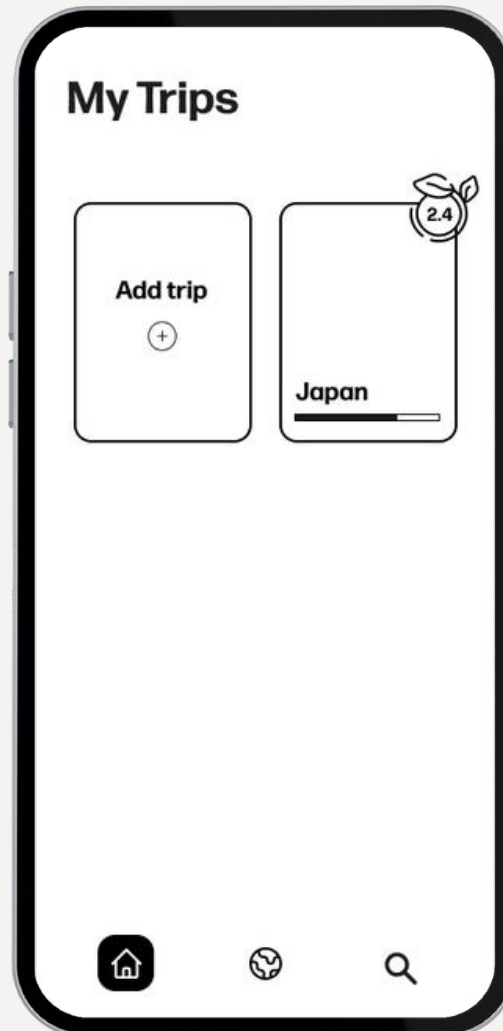


# launching...and login

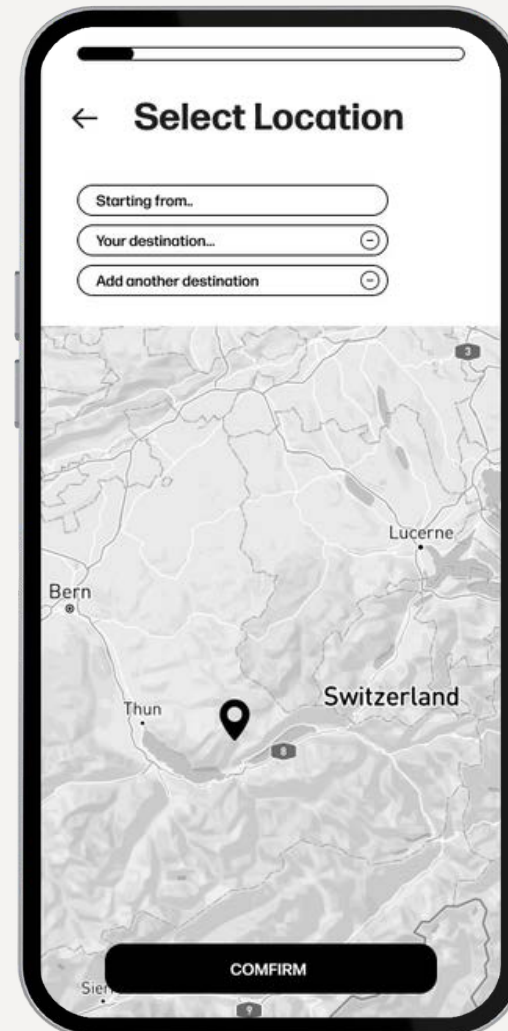


# planning destinations...

adding new trip or viewing existing trip



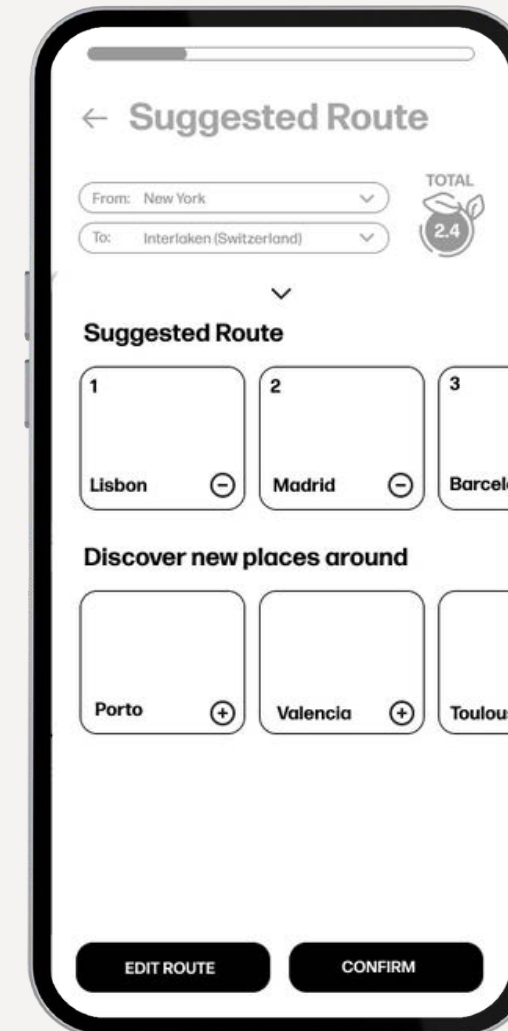
suggests route based on carbon impact



user selects the starting point and destination(s)



user can edit route and see other potential destinations

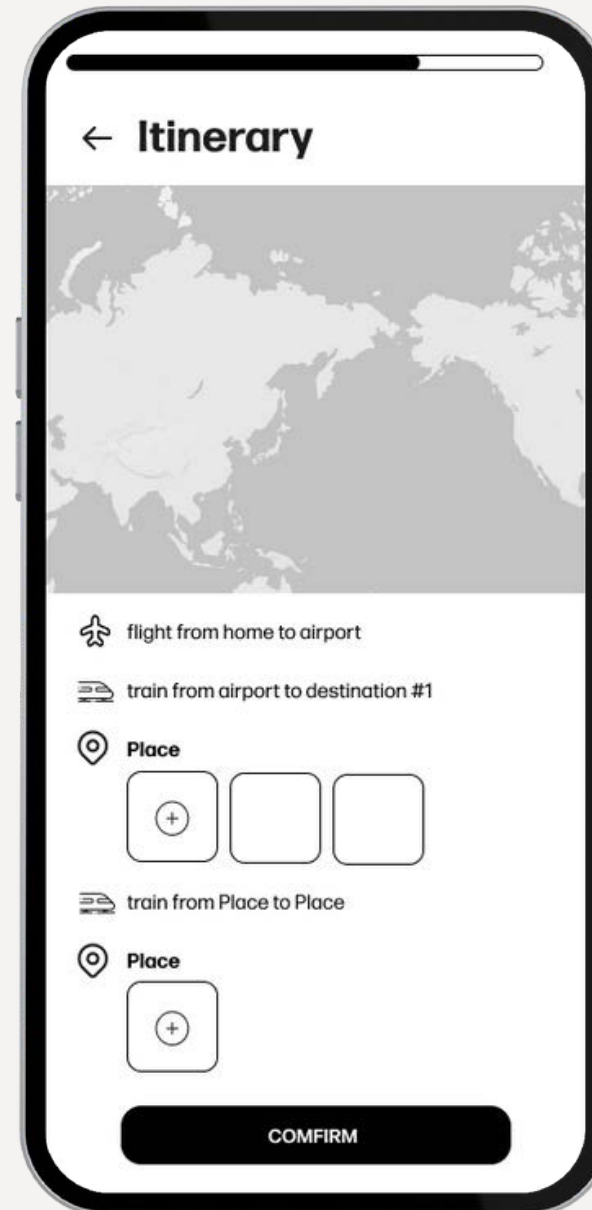
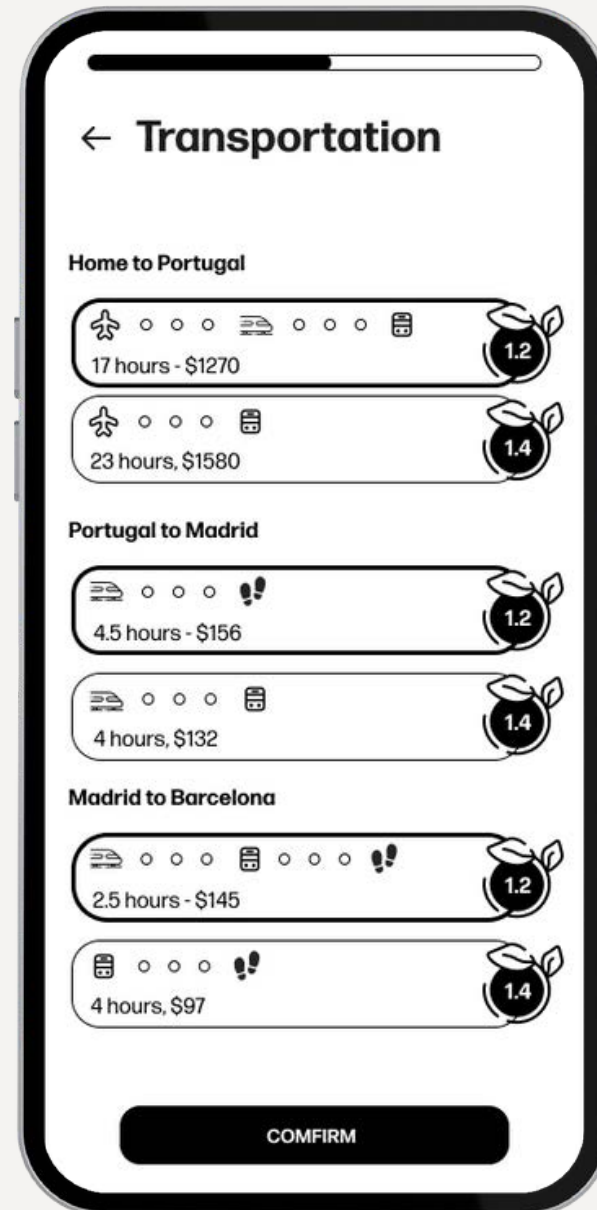


information about potential destinations

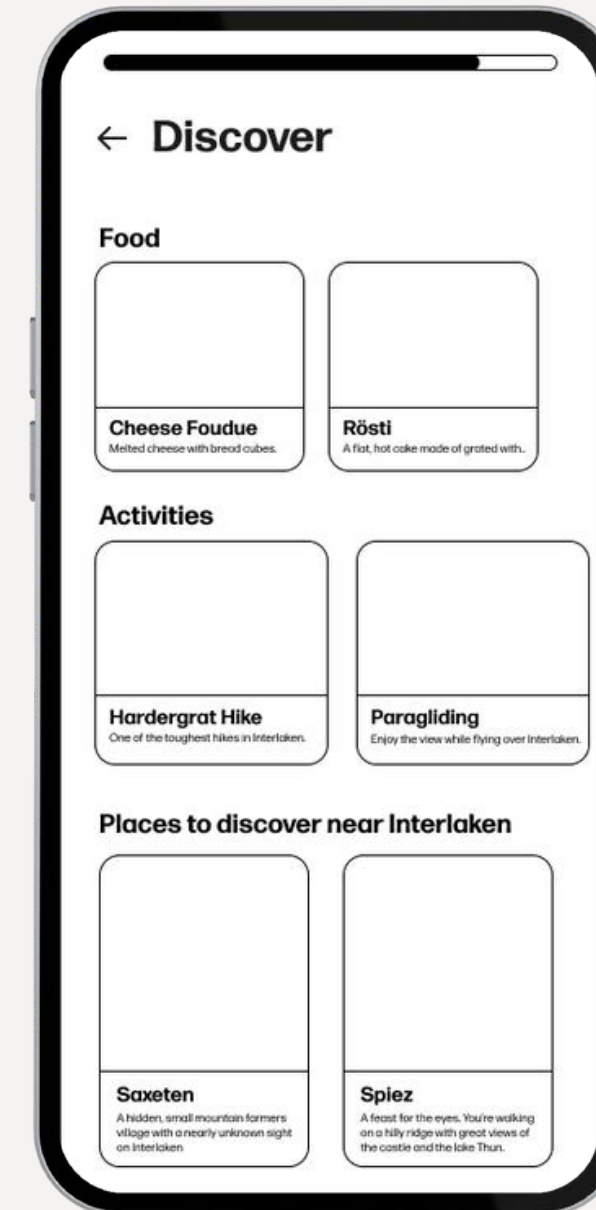


# transportation...and itinerary

displays transportation choice based on carbon footprint



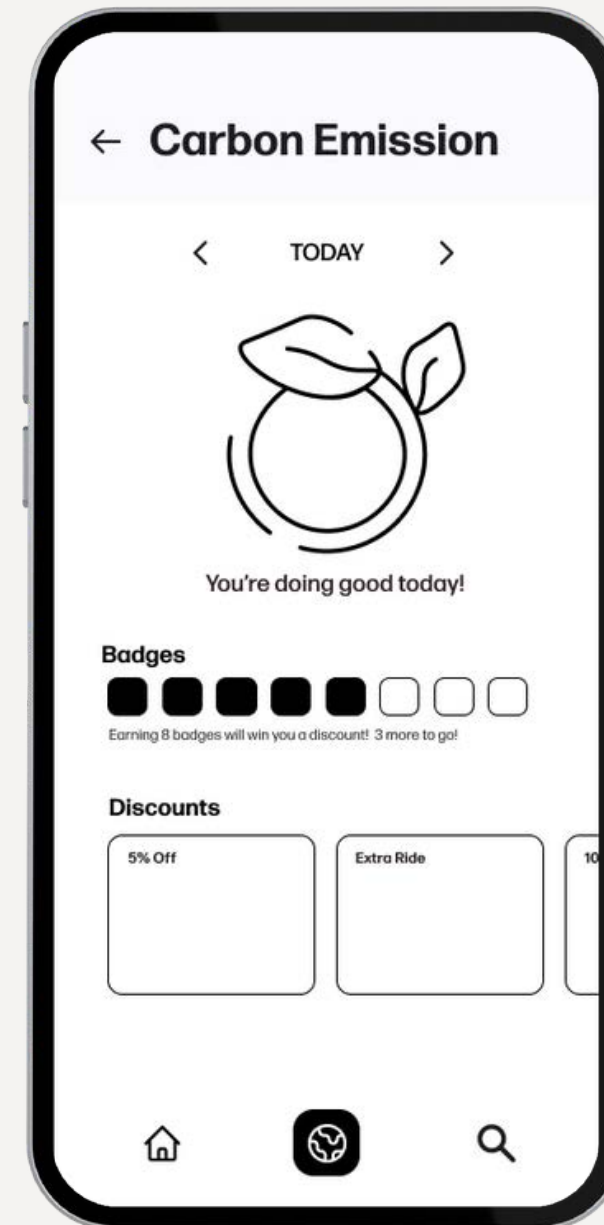
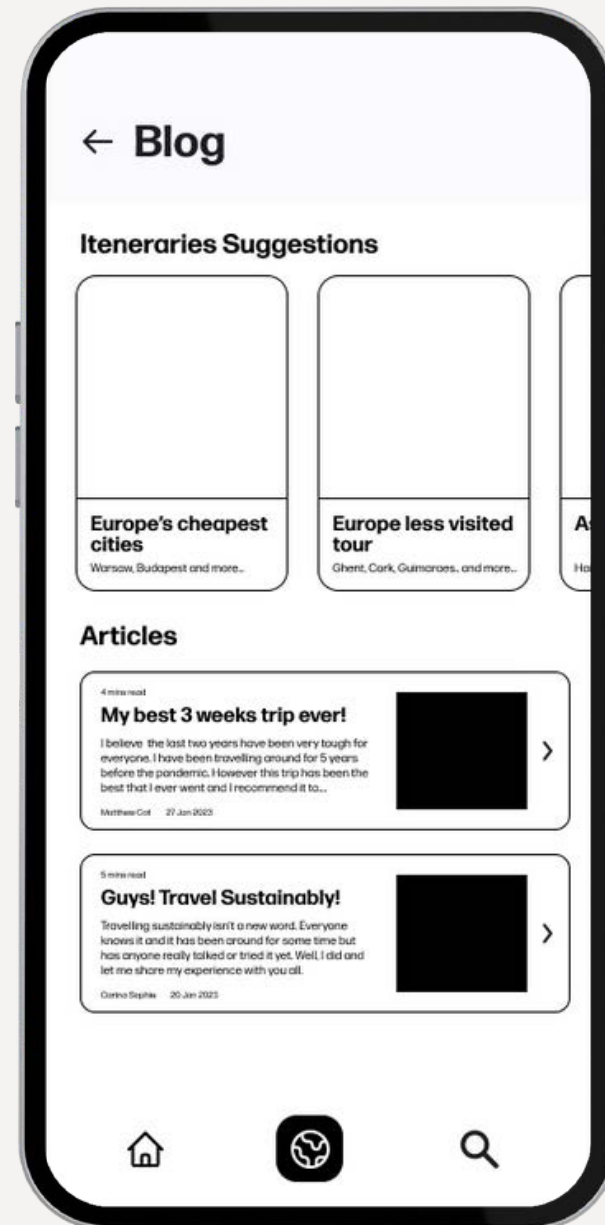
generates itinerary based on previous selections



local activity suggestions

# blog...and footprint calculator

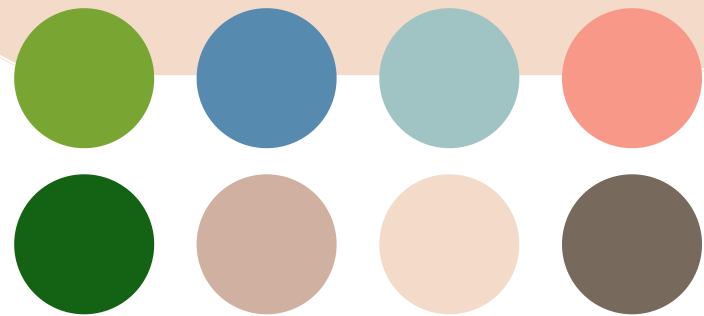
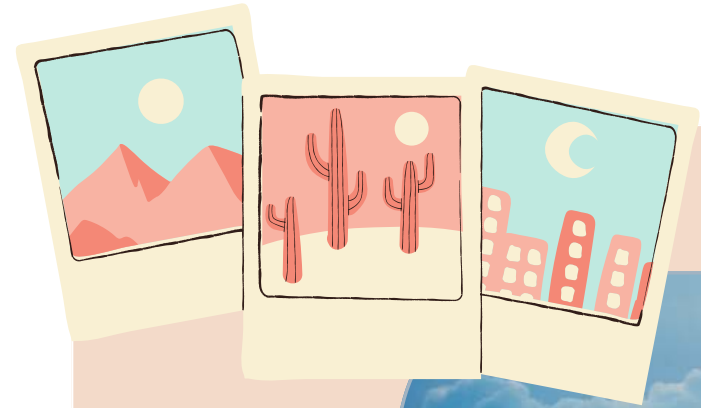
suggests itineraries and displays articles relating to travel and sustainability



footprint calculator for users to be more aware of impact

badges and local discounts to reward and motivate users

# moodboard



## Filson Pro

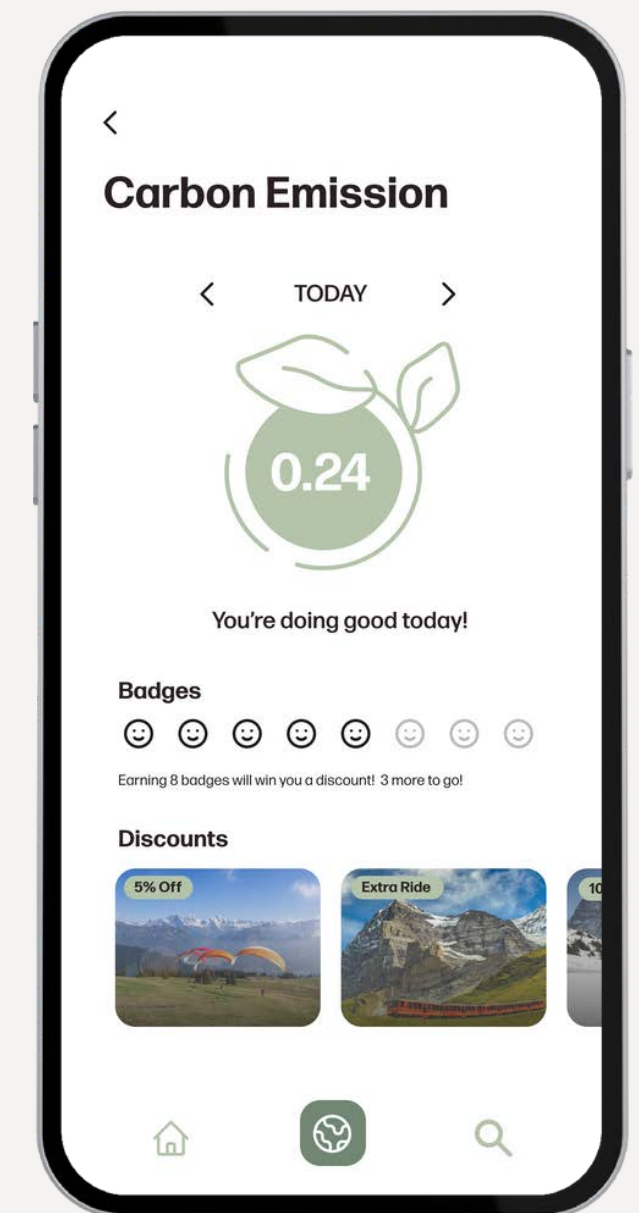
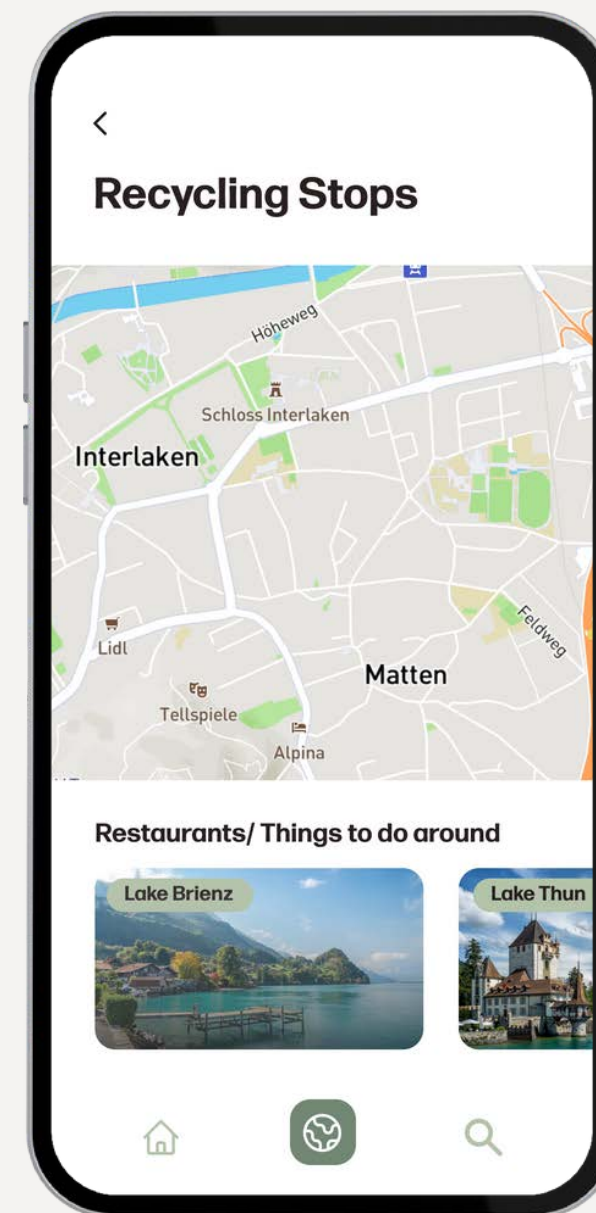
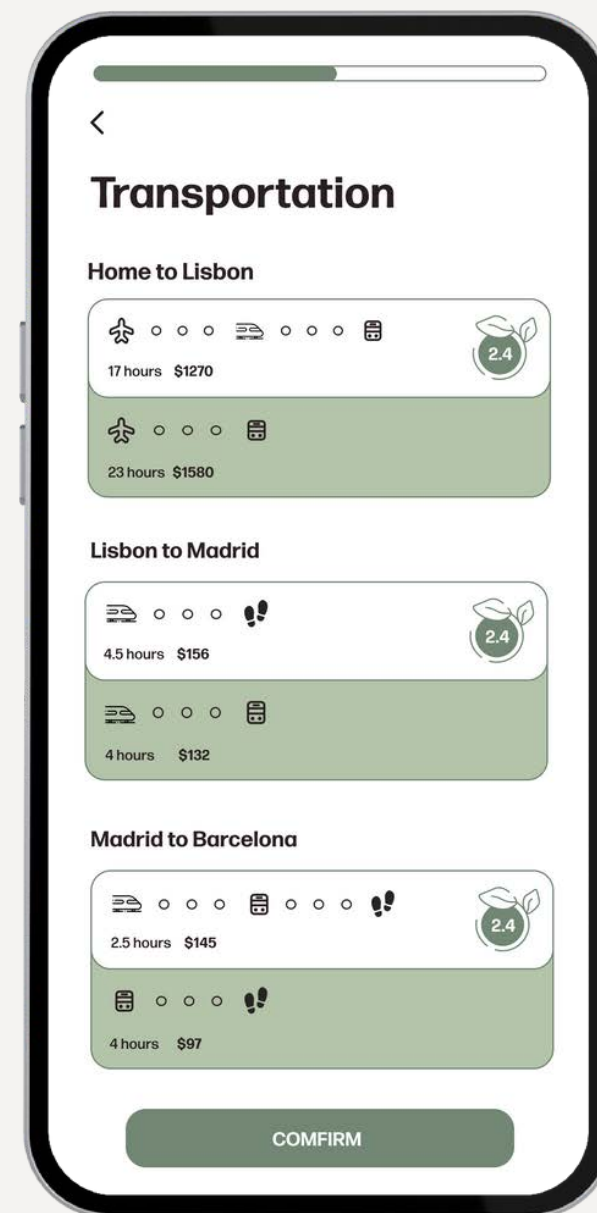
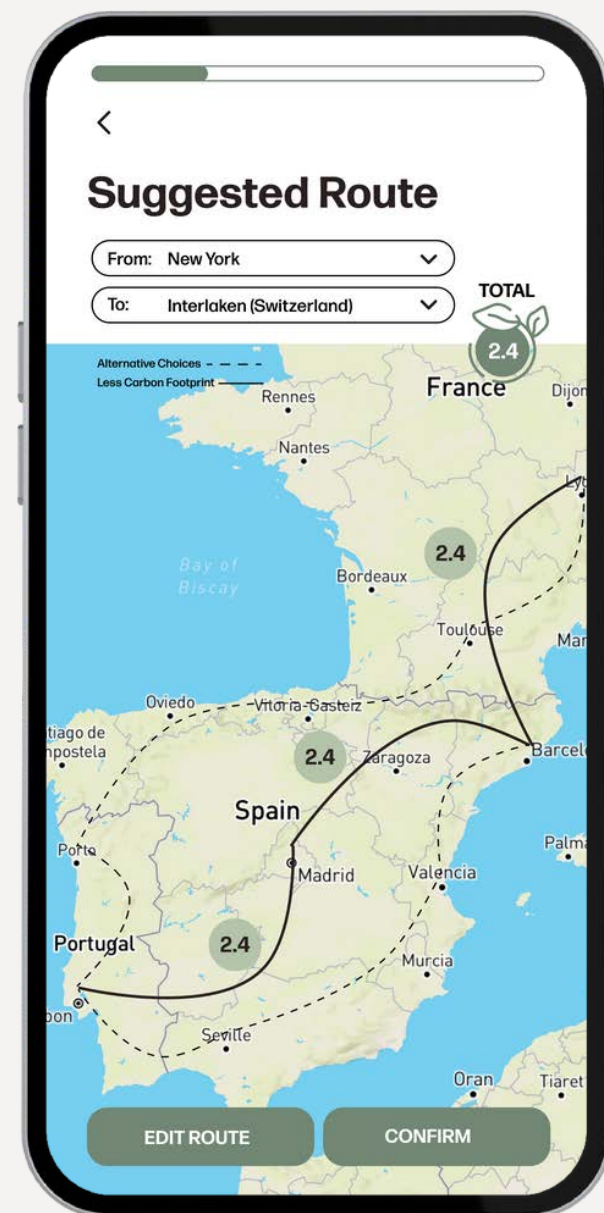
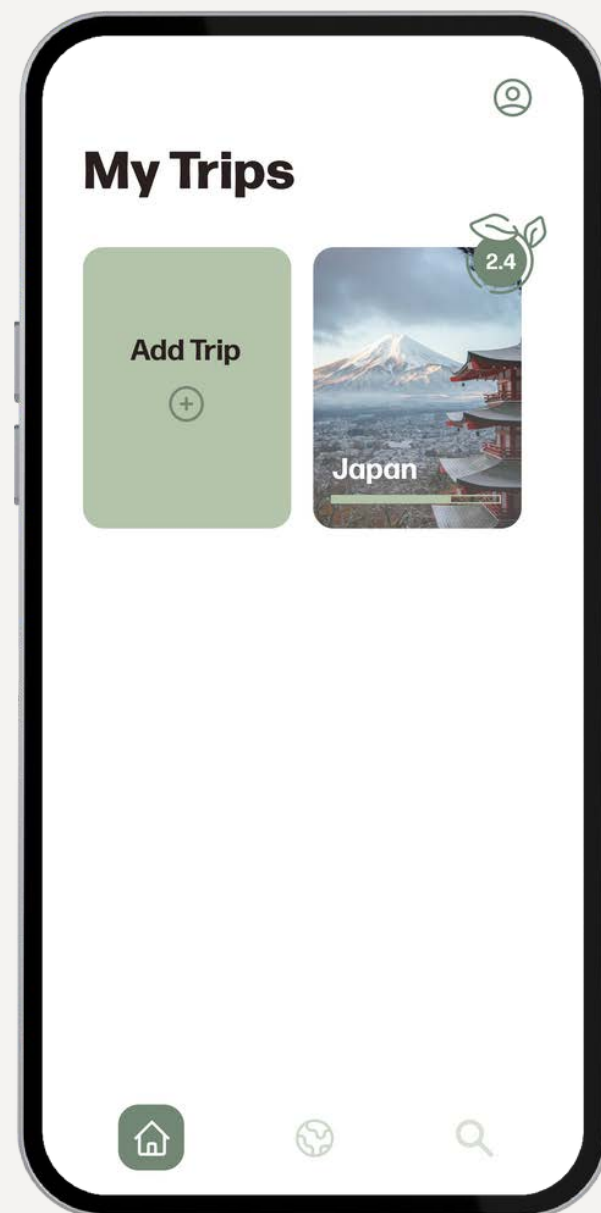
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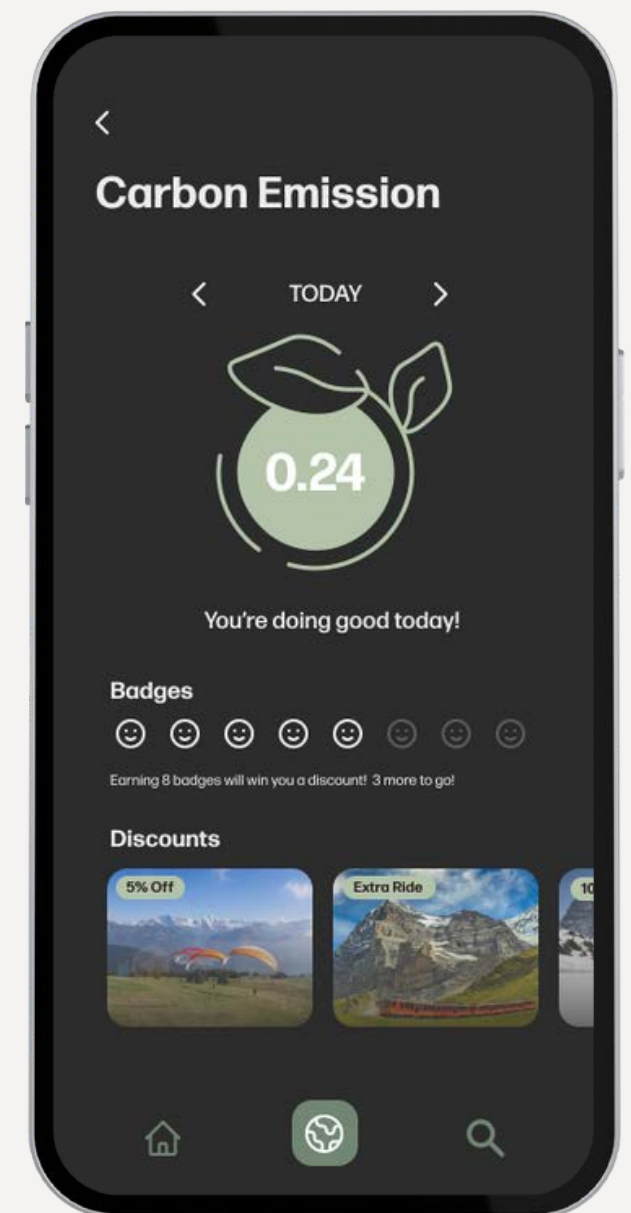
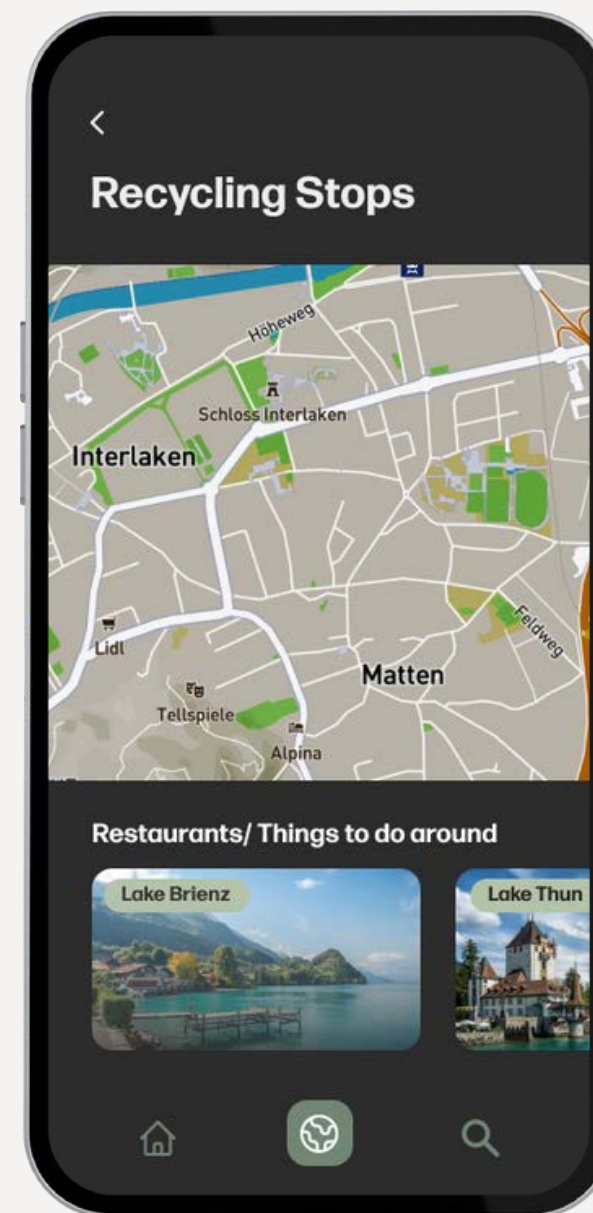
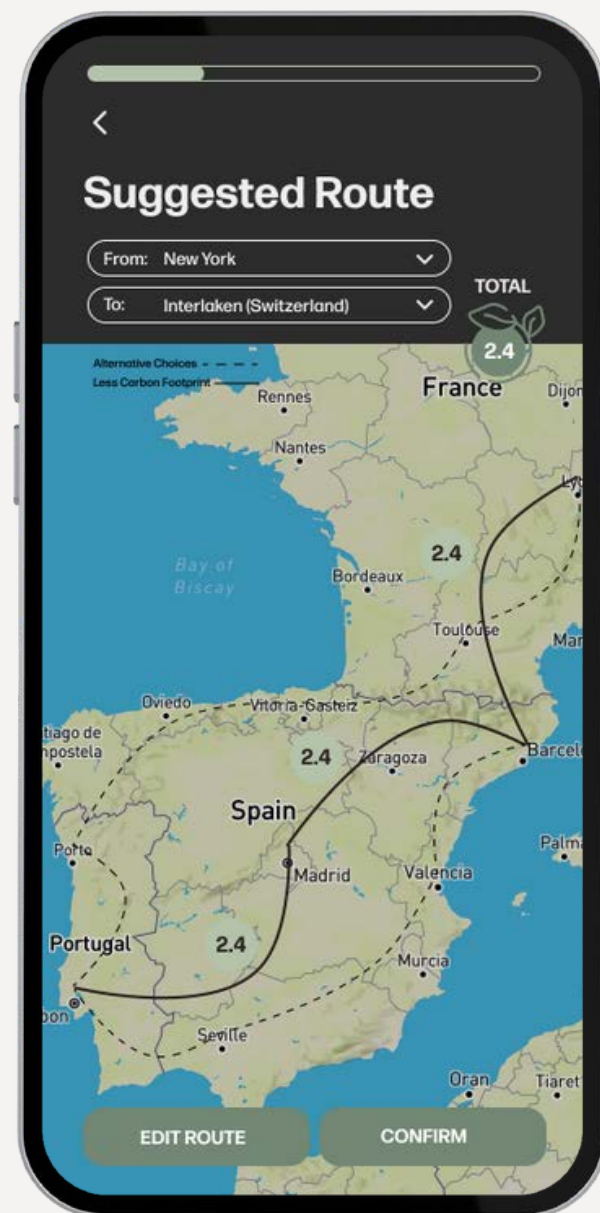
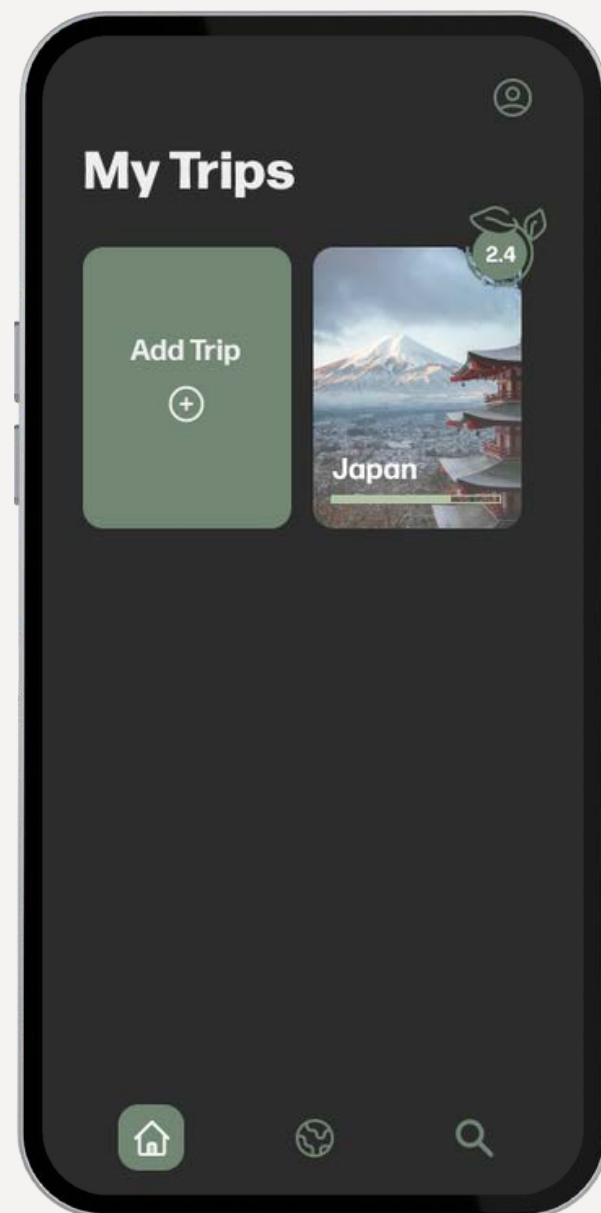
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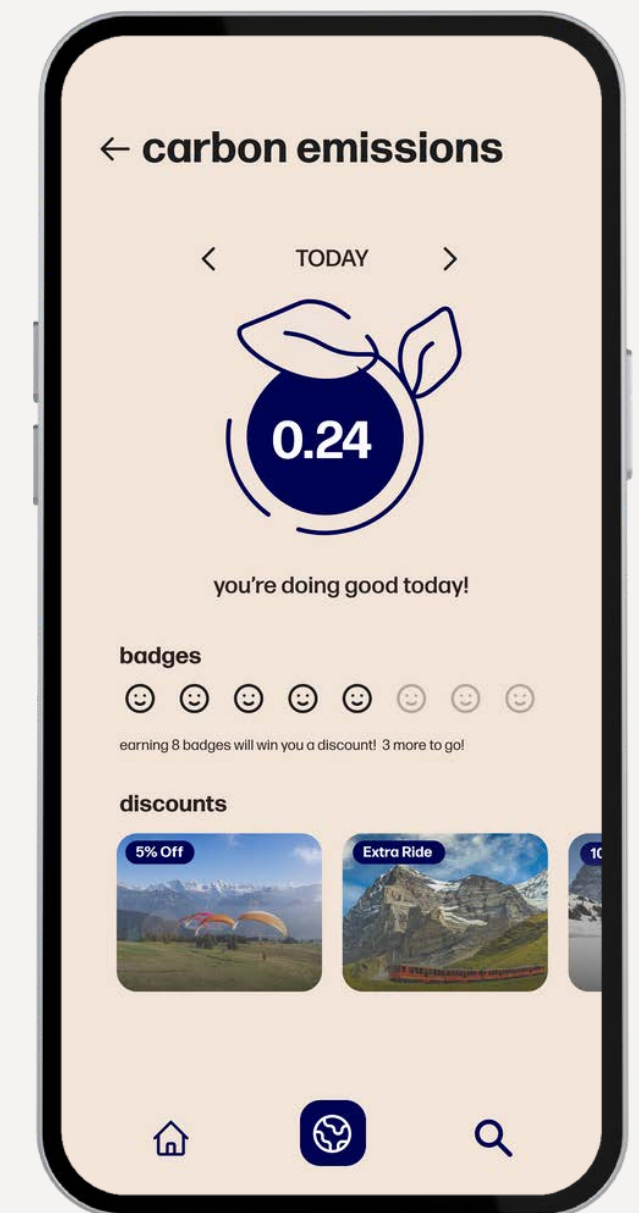
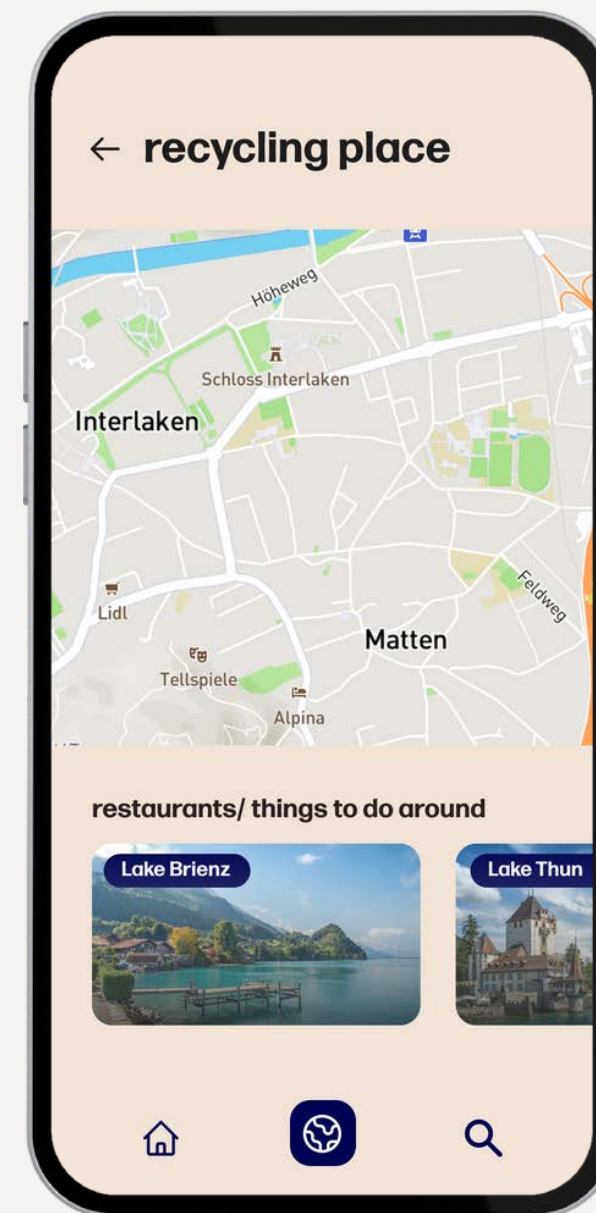
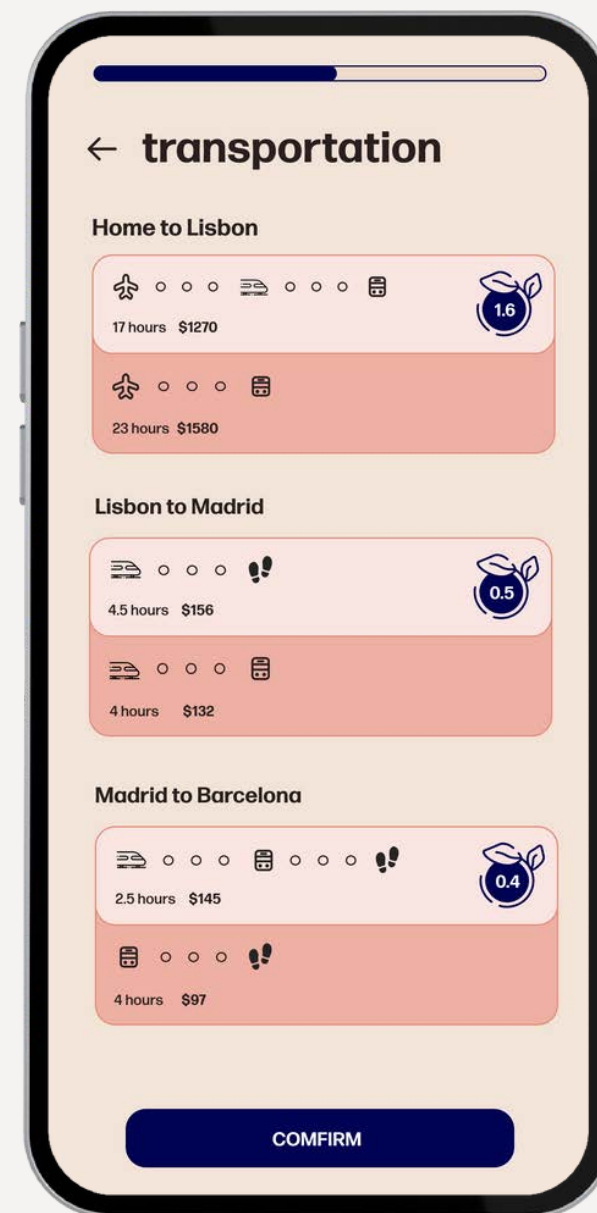
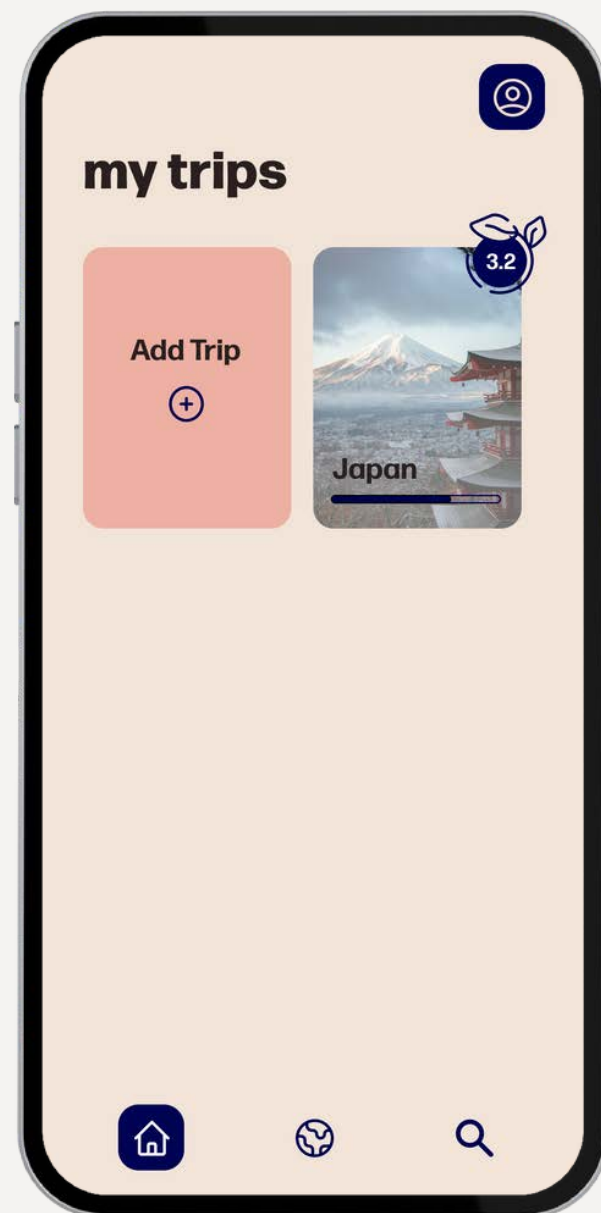
# ui brainstorming



# ui brainstorming



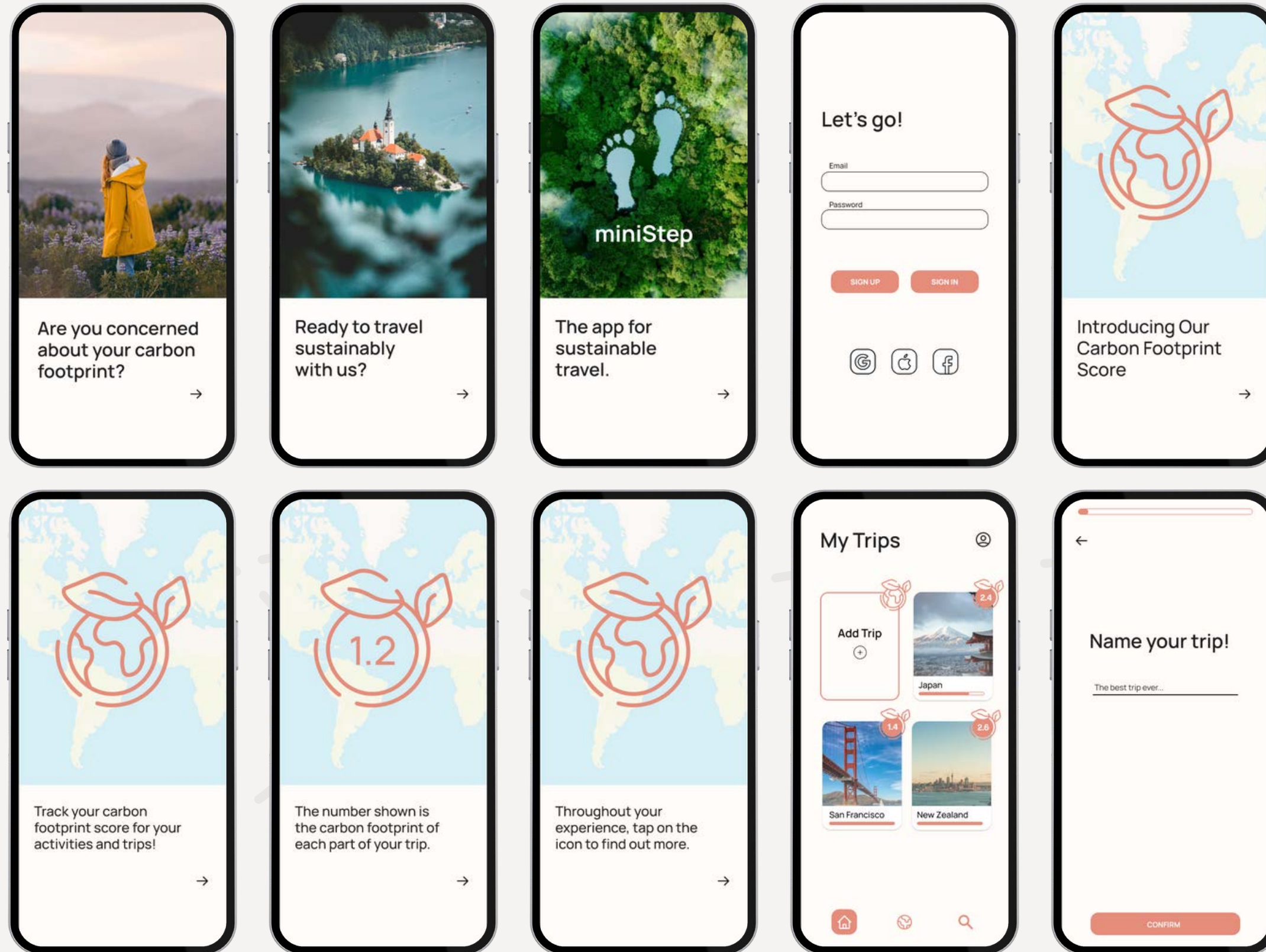
# ui brainstorming



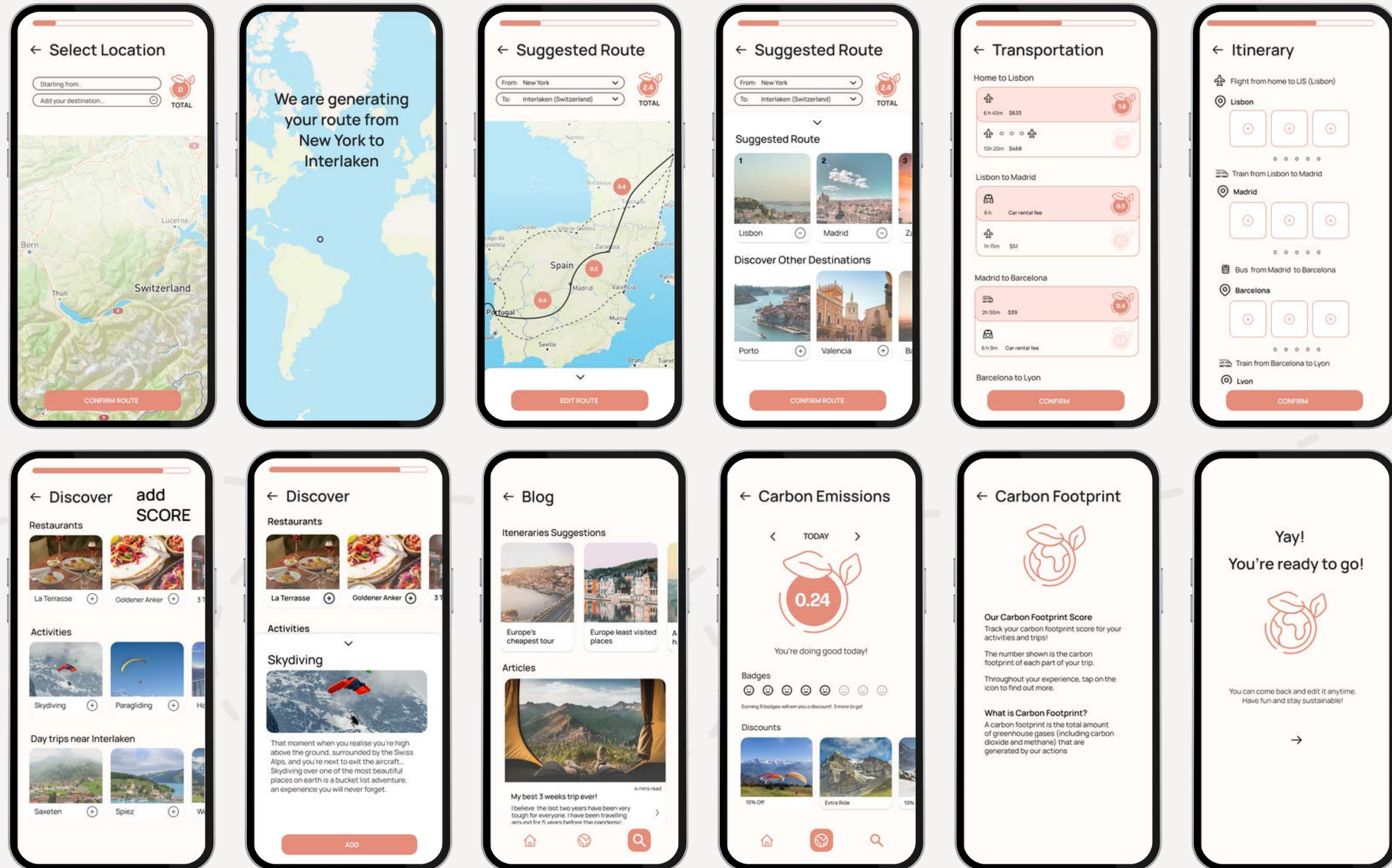




# hi-fi wireframes: iteration 1



# hi-fi wireframes: iteration 1



# unit insights

## **black and white.**

for wireframes to make it clear and precise

## **go step by step.**

from sketches to wireframes to UI

## **test and try.**

more combination of colors

## **to use thinner fonts.**

bold fonts makes screens look heavy



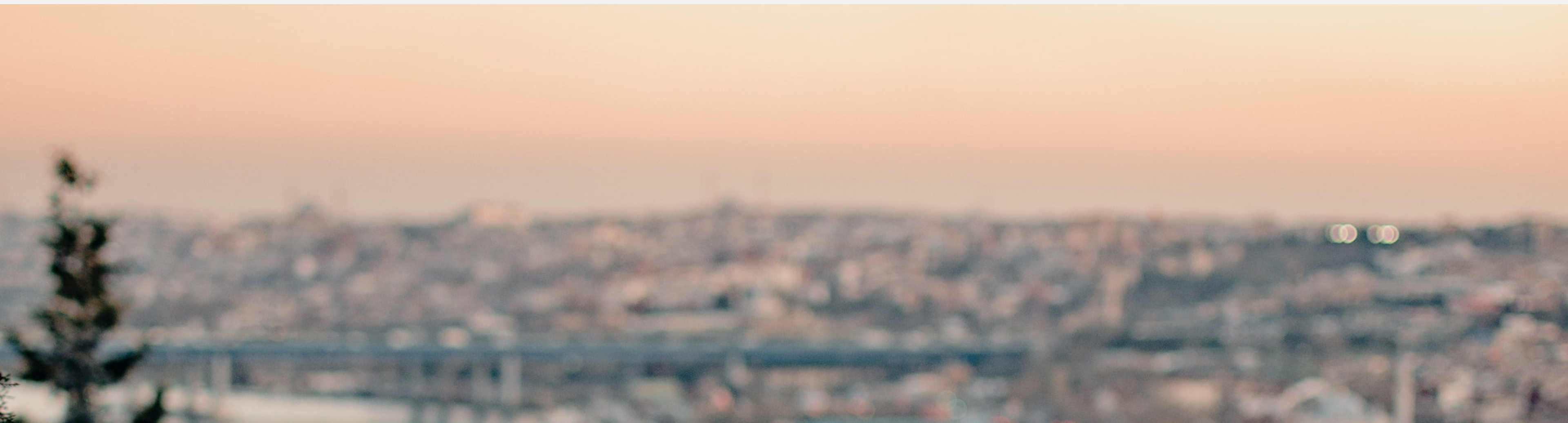
# unit 3: analyze

testing script

feedback

improvements

final prototype



# usability testing script

## Introduction

- introduce ourselves and our project
- designing an experience allowing users to easily plan a sustainable trip
- not testing users' ability but the flow of the app experience

## Set-Up

- thank the tester for their time
- this will take 20 mins
- we will be asking questions
- please give honest reactions

## Warm-Up

- How often do you travel?
- How much do you consider sustainability when you travel?

## User Testing

- Begin by going through onboarding
- Pretend you are planning a trip from New York to Interlaken
- Pretend you want to add Barcelona to your route
- On your itinerary, add activities to Interlaken
- look at the carbon footprint statistics for your trip
- look through the blogs

## Follow-Up Questions

- What parts of the experience were easiest to use? Most helpful?
- What parts of the experience were hardest to use? Least helpful?
- Would you use this experience? Why or why not?
- How much would you pay for this app?

# usability testing feedback



Winnie

## Pros:

- comforting images on the launching page
- UI is consistent throughout app

## Suggestions:

- have a button to add a stop on the destinations page
- clarify that you can add things to do on the itinerary page
- make sure navigation icons are understandable



Seth

## Pros:

- launching pages are short and sweet
- UI style and branding of app is nice
- flow of app is easy to understand

## Suggestions:

- add process dots to the onboarding pages
- clarify that you can add things to do on the itinerary page
- make sure the user knows what to do on each page

# usability testing feedback



Emily

## Pros:

- the movable map is nice
- nice color palette
- UI design is nice and simple

## Suggestions:

- the steps on the transit page don't make sense
- clarify that you can choose options on the transportation page
- change the earth icon to something more understandable



Olivia + Ren

## Pros:

- progress bar throughout the experience is helpful
- the app has a nice flow

## Suggestions:

- clarify that you can choose options on the transportation page
- add more descriptions throughout the app
- change the icon for the blogs page



# usability testing feedback



## Jacob

### Pros:

- concept of the app is interesting
- app isn't too overwhelming

### Suggestions:

- clarify the fact that you can choose transportation on the transit page
- add descriptions to each page
- add more details throughout the app
- clarify the carbon footprint icon and what it is measuring



## Fozzie

### Pros:

- The aesthetic of the app is nice
- flow is easily understandable

### Suggestions:

- Add primary and secondary buttons for sign-in/sign up
- explain the carbon emission more
- clarify that you can choose options on the transportation page

# usability testing insights

## **clarify.**

highlight exactly what the app is for.

## **define.**

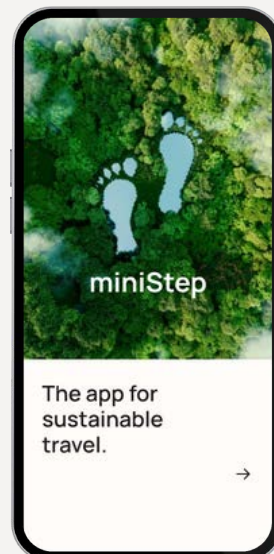
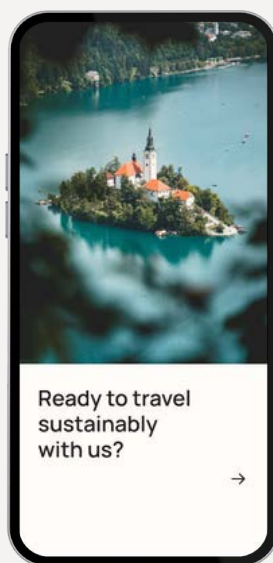
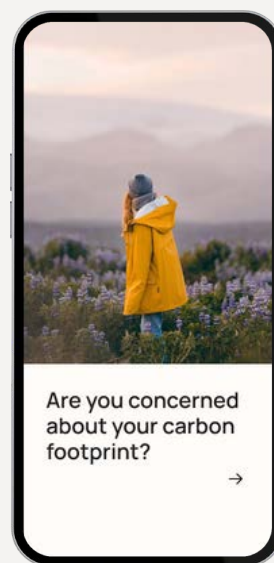
on each page, define what is happening.

## **be concise.**

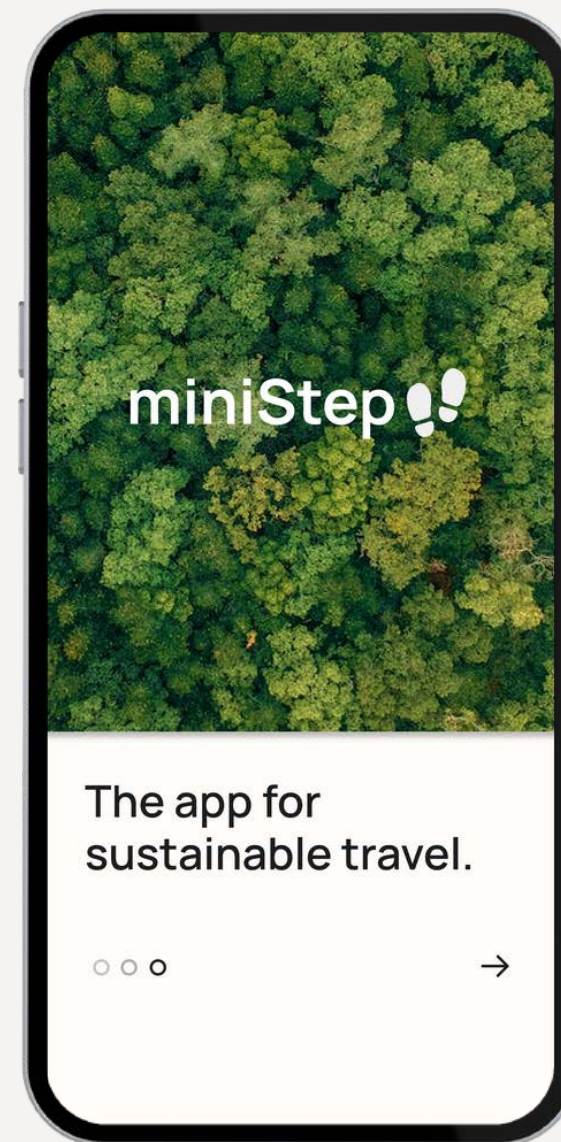
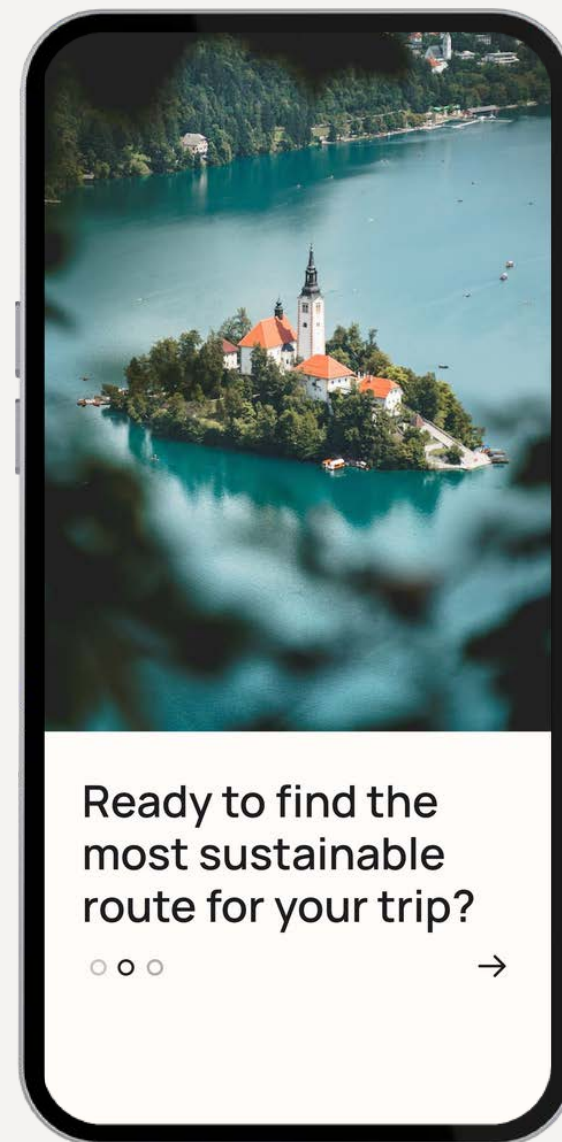
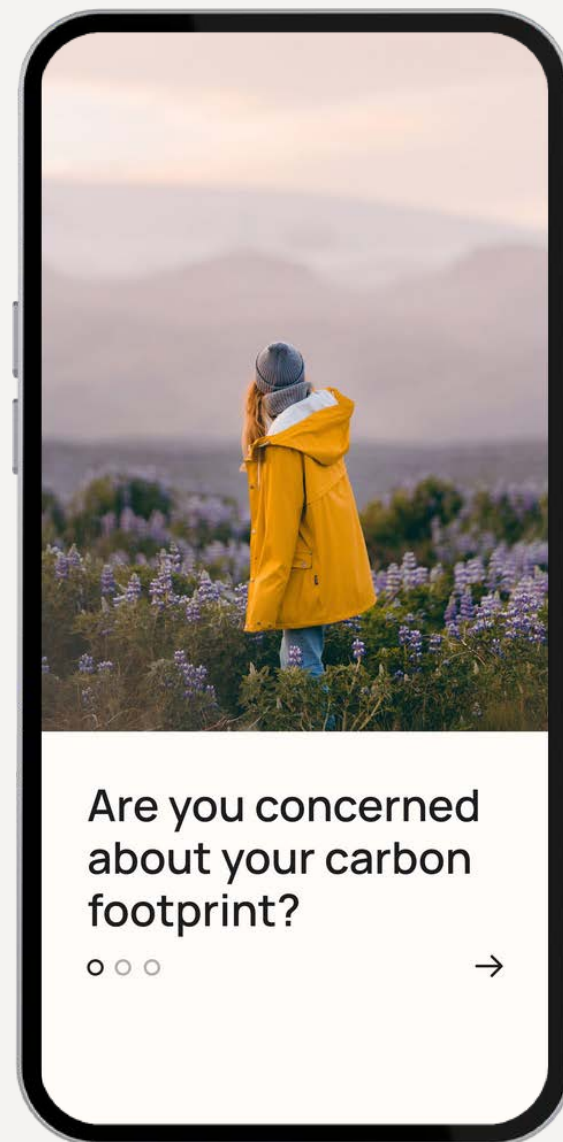
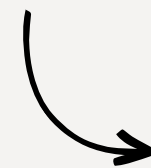
know why each component is included.



# launching...and login



added  
process dots

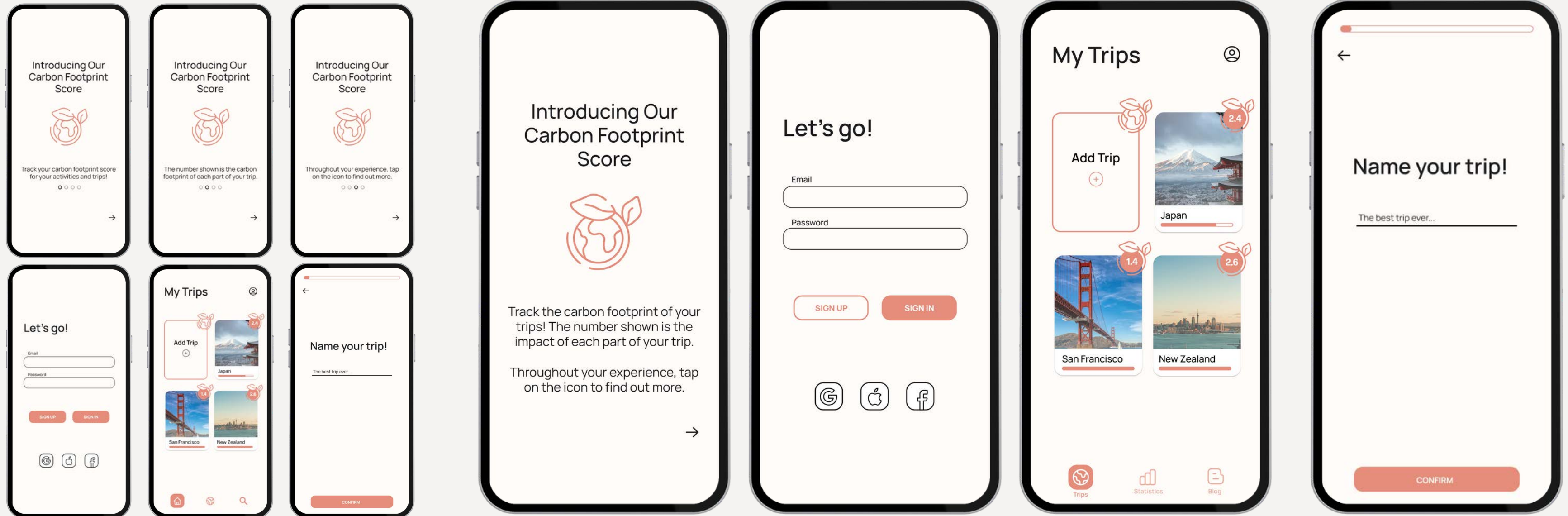


updated image  
and logo



# sign in and adding a trip...

primary and secondary button

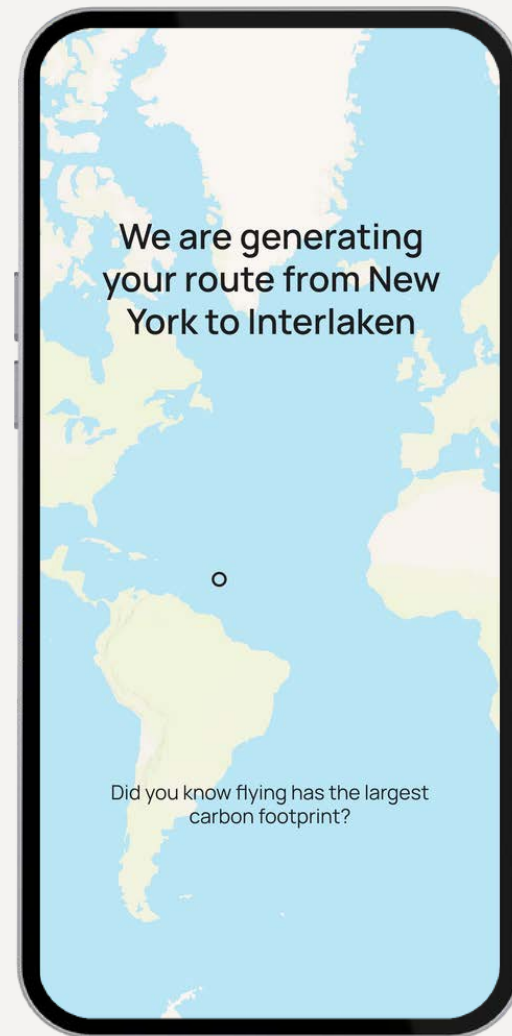
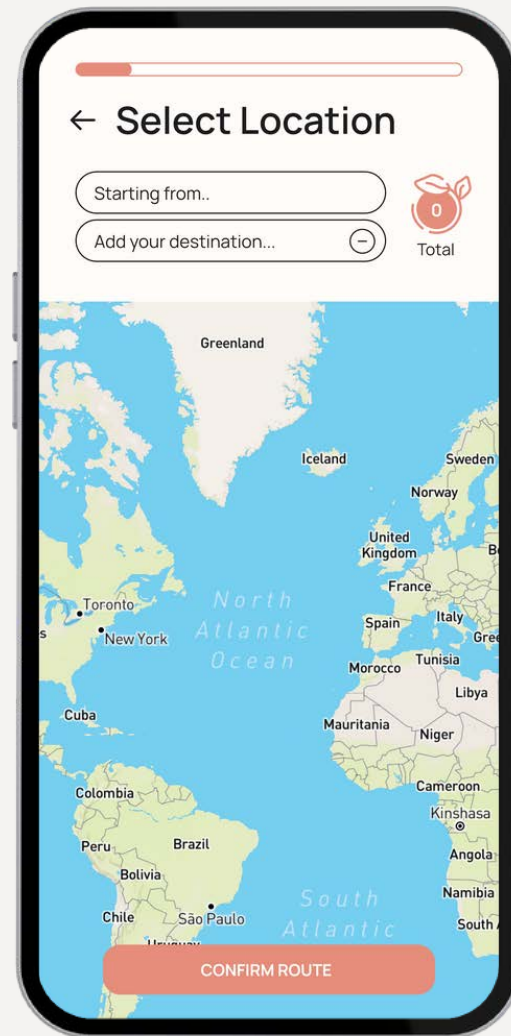
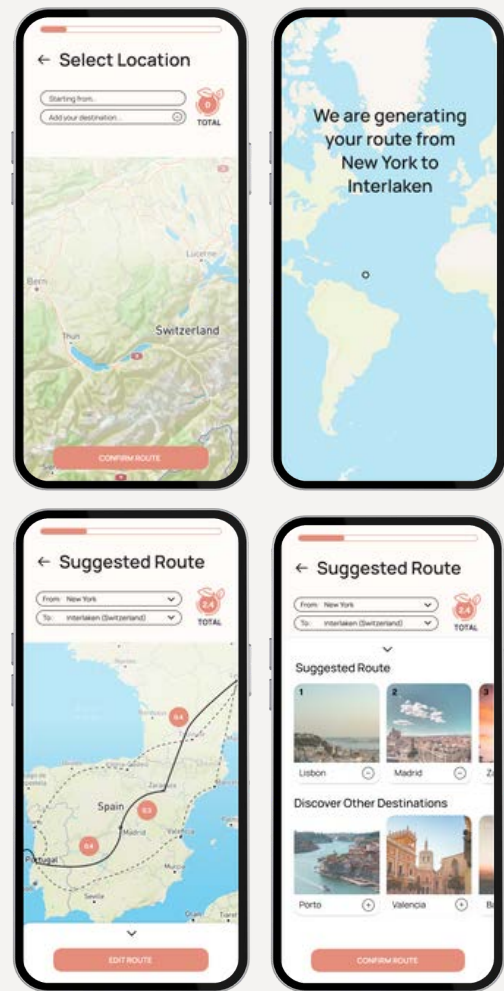


condensed information into one page

changed icons to be more intuitive

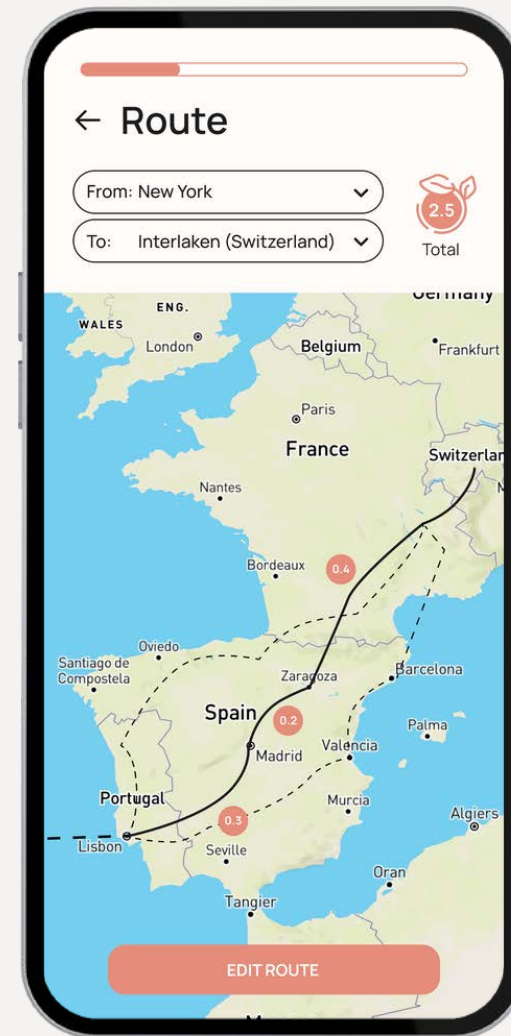
# planning destinations...

updated map  
to world map

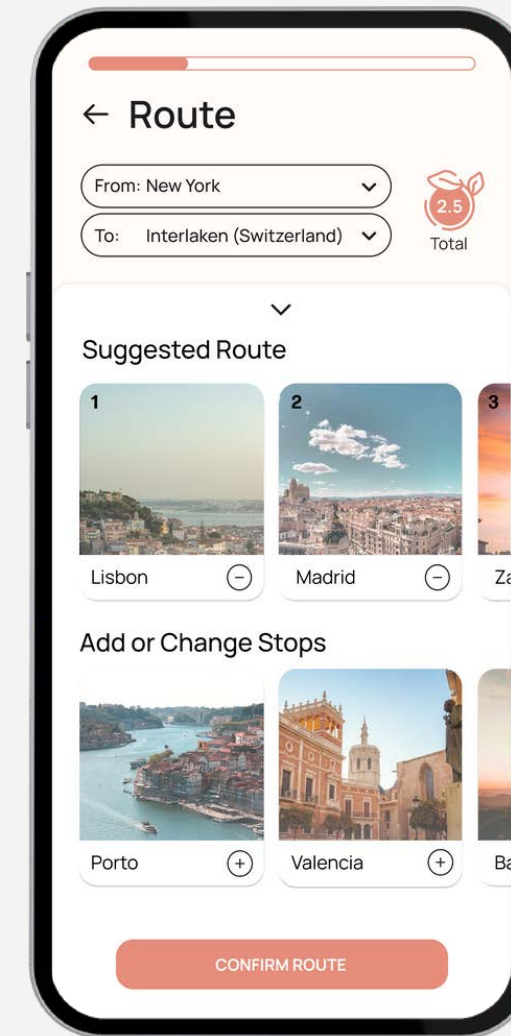


added fun fact

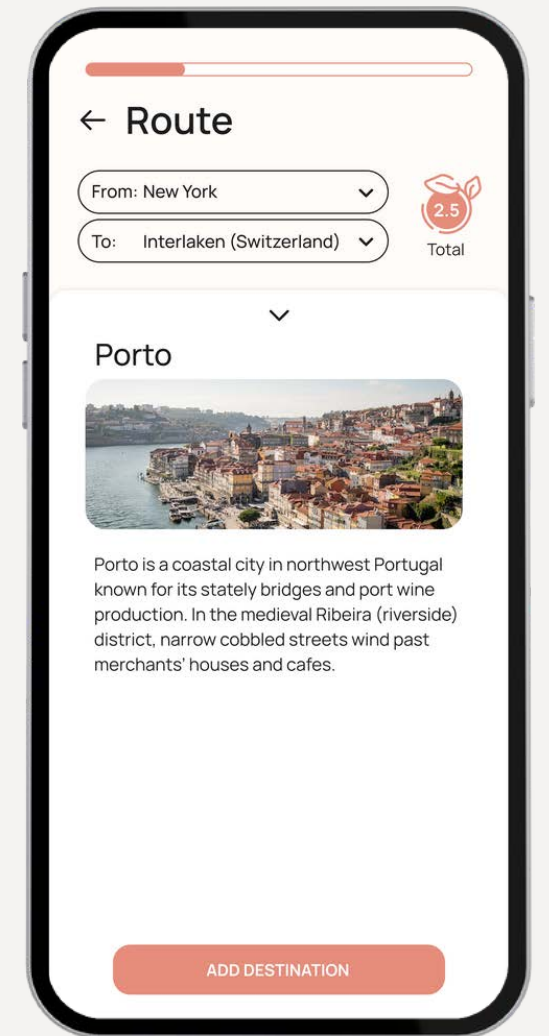
renamed the  
screen



added example of  
destination info.



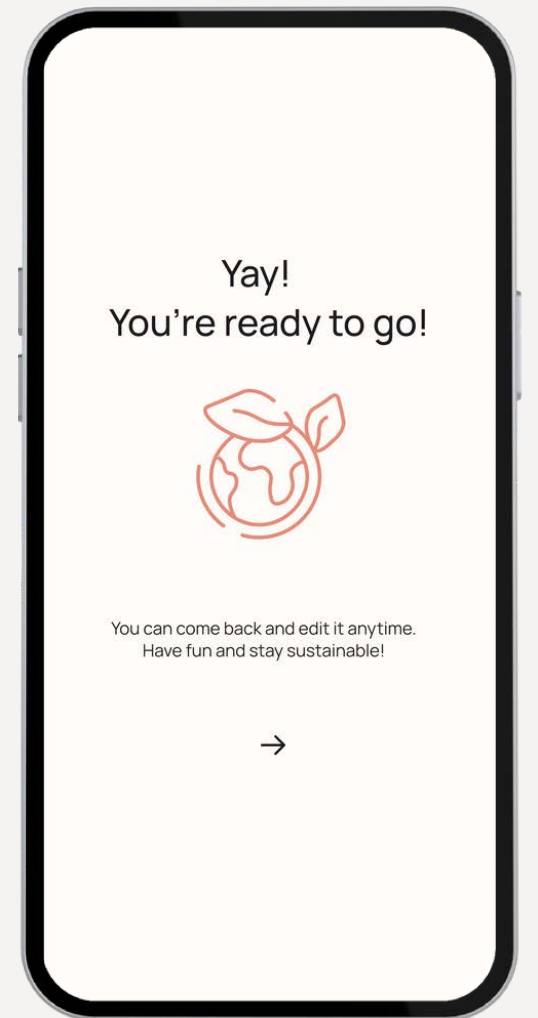
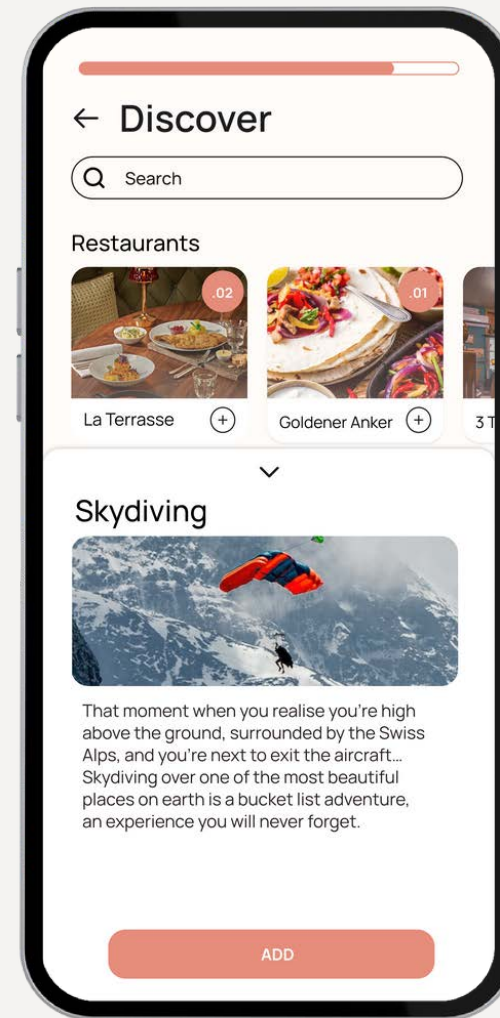
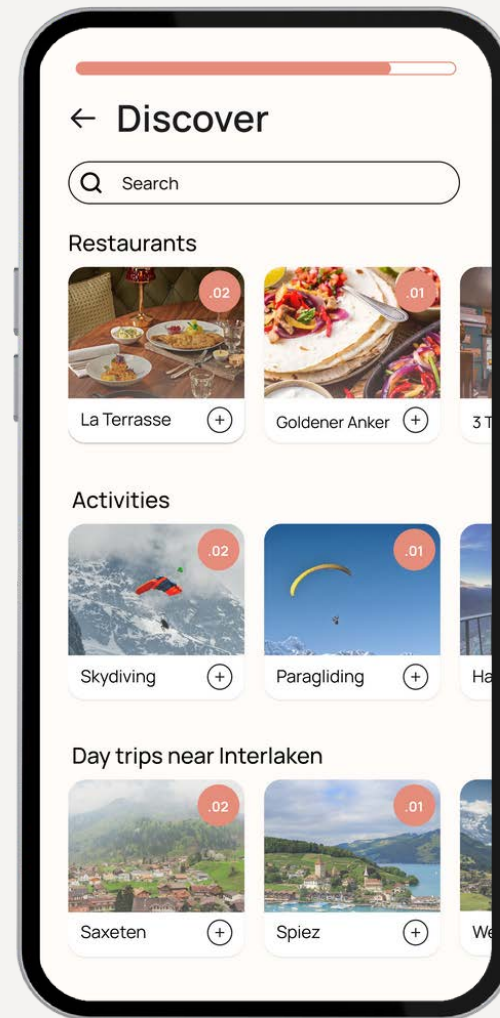
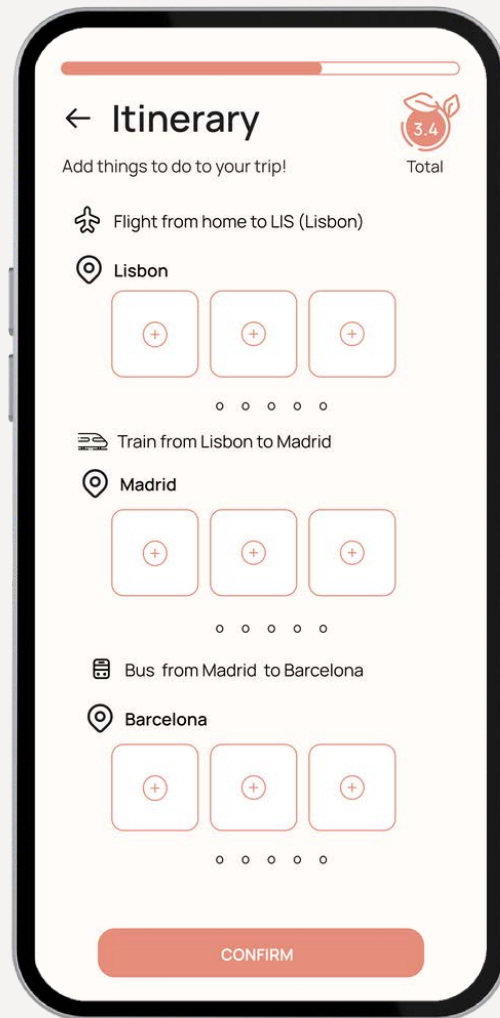
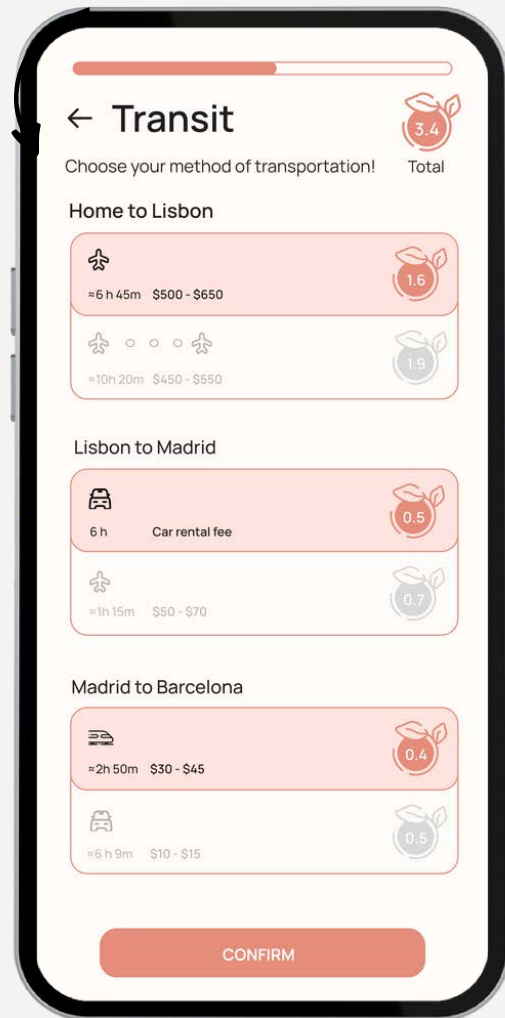
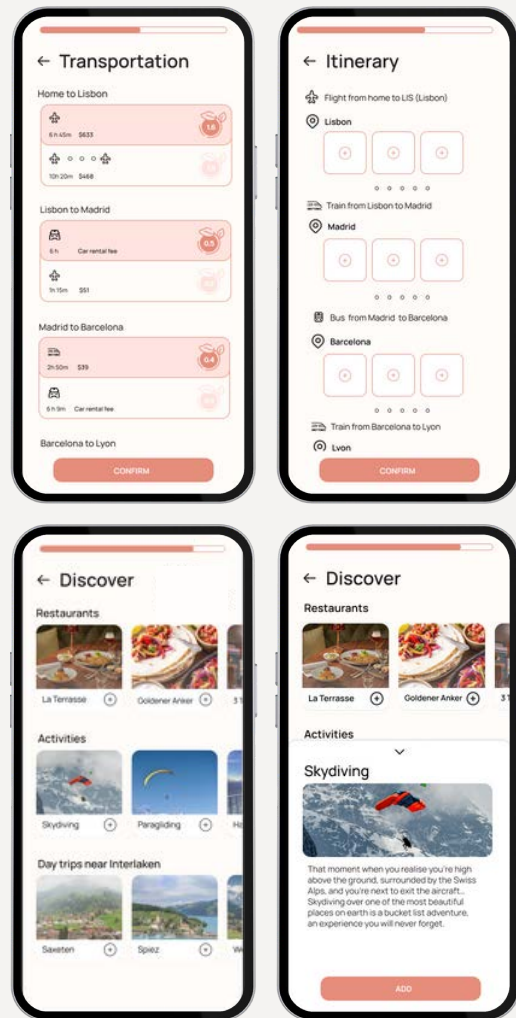
clarified section  
names



# transportation...and itinerary

added description to introduce the page

added search bar

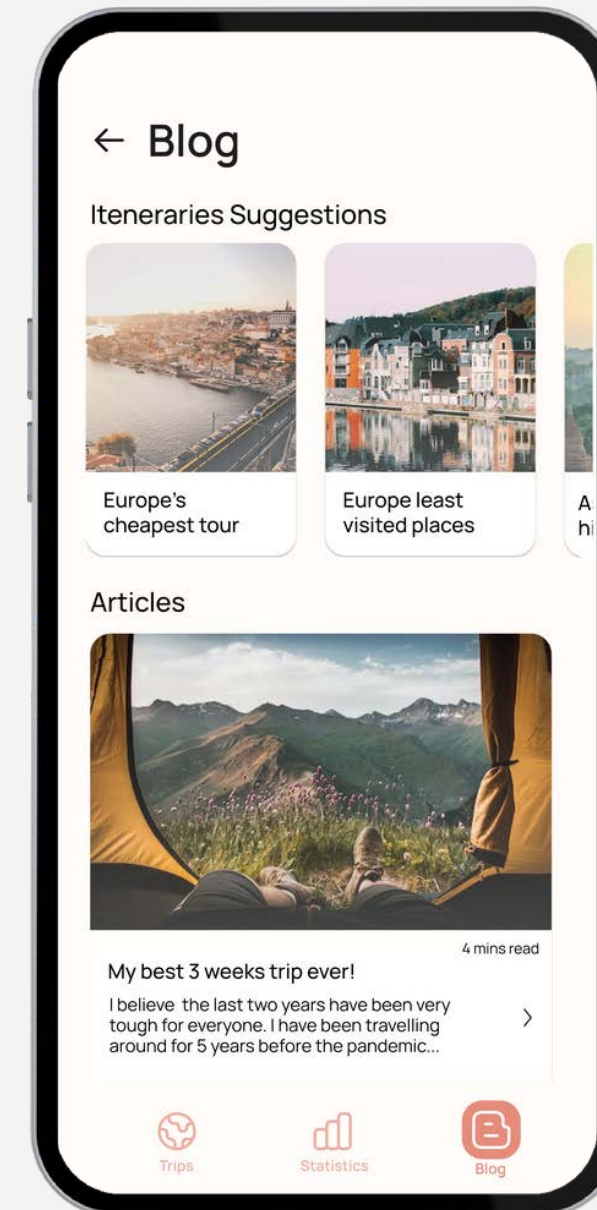
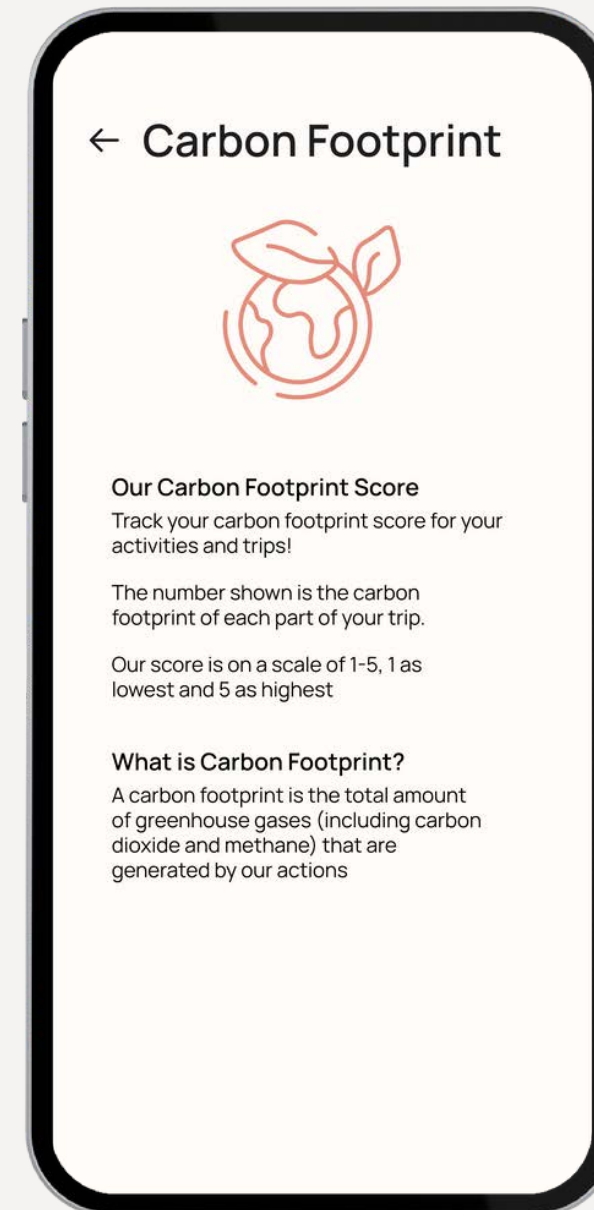
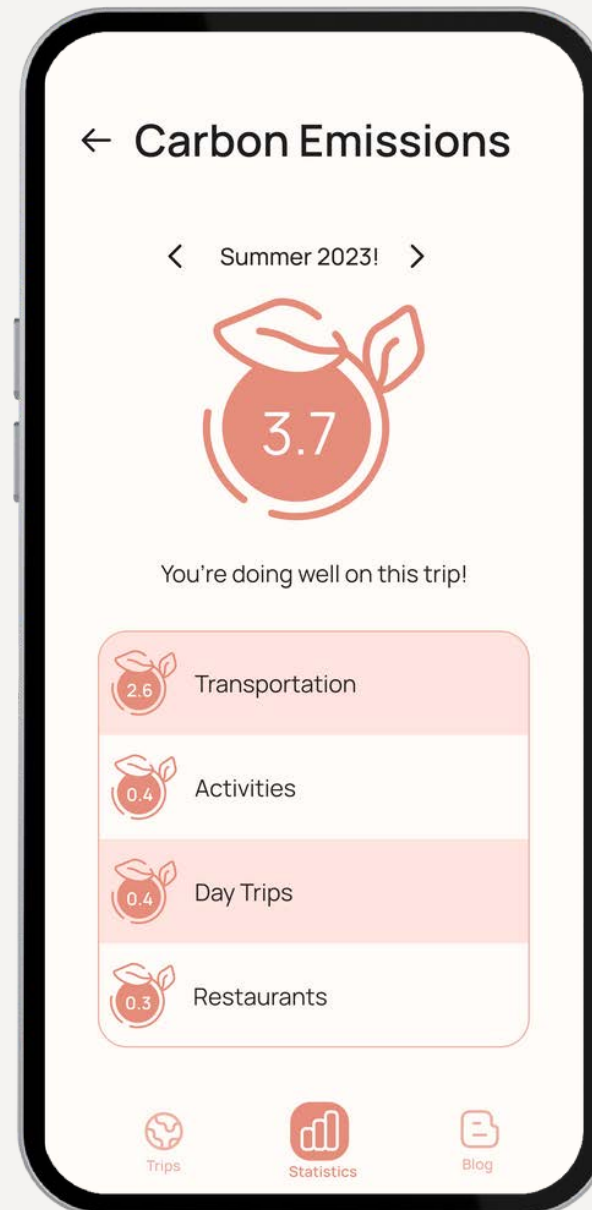
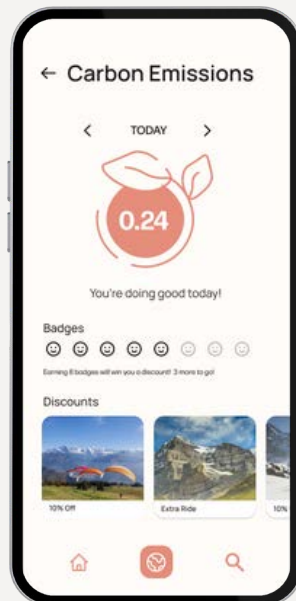
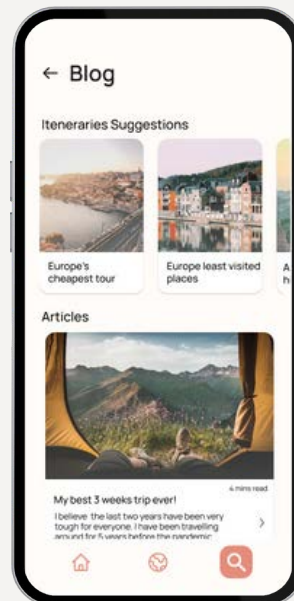


faded 2nd option out to clarify choice

added carbon scores

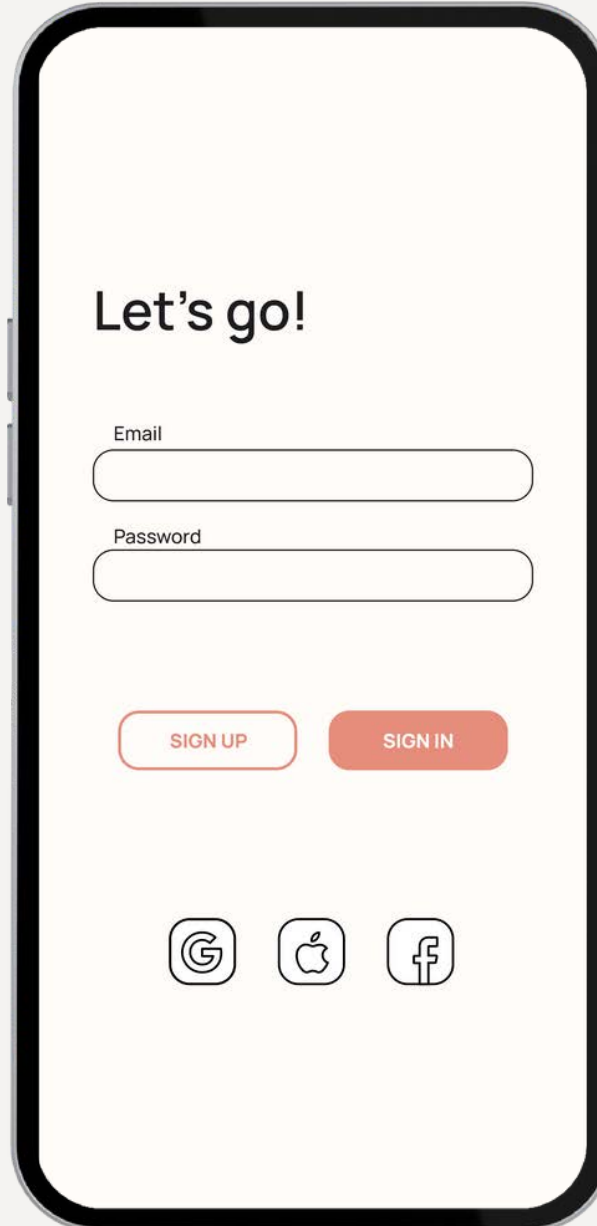
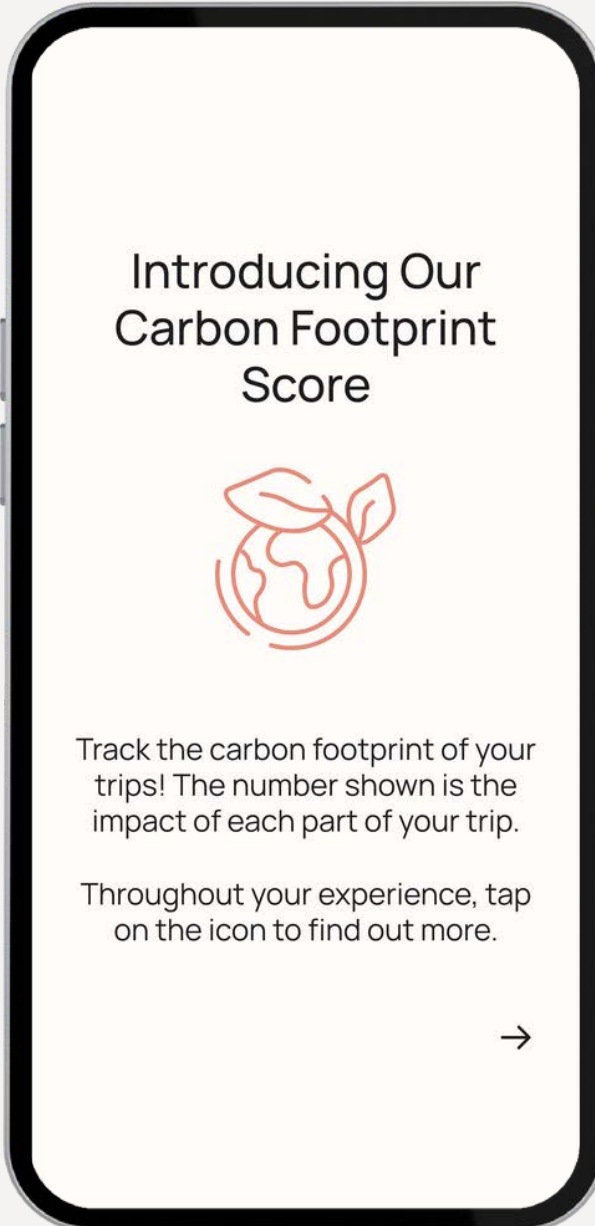
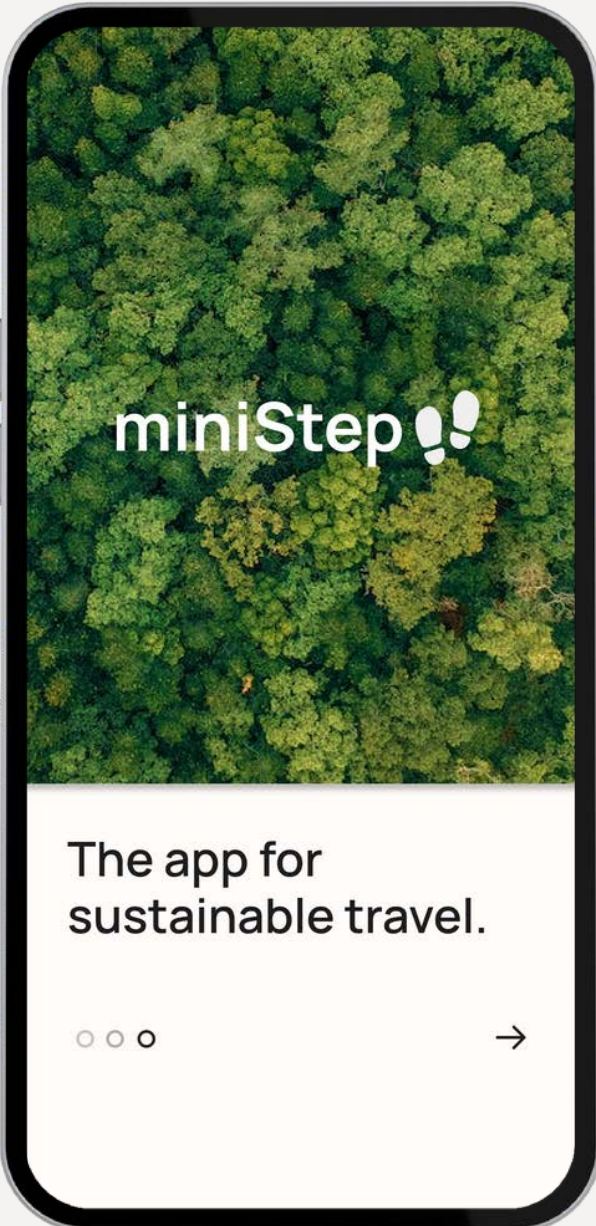
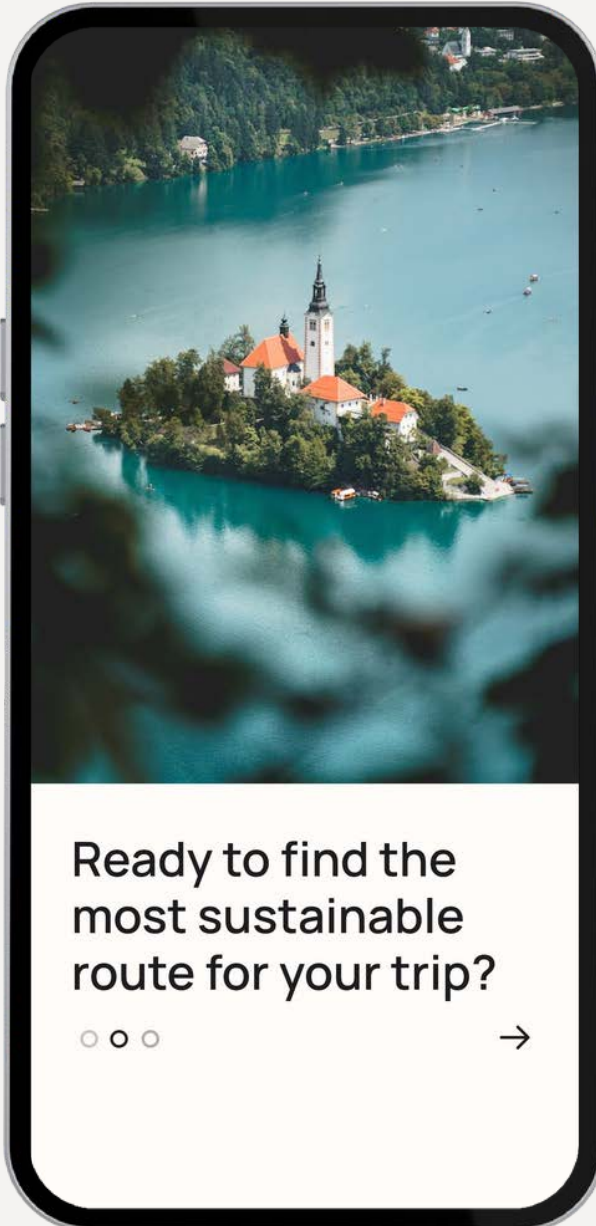
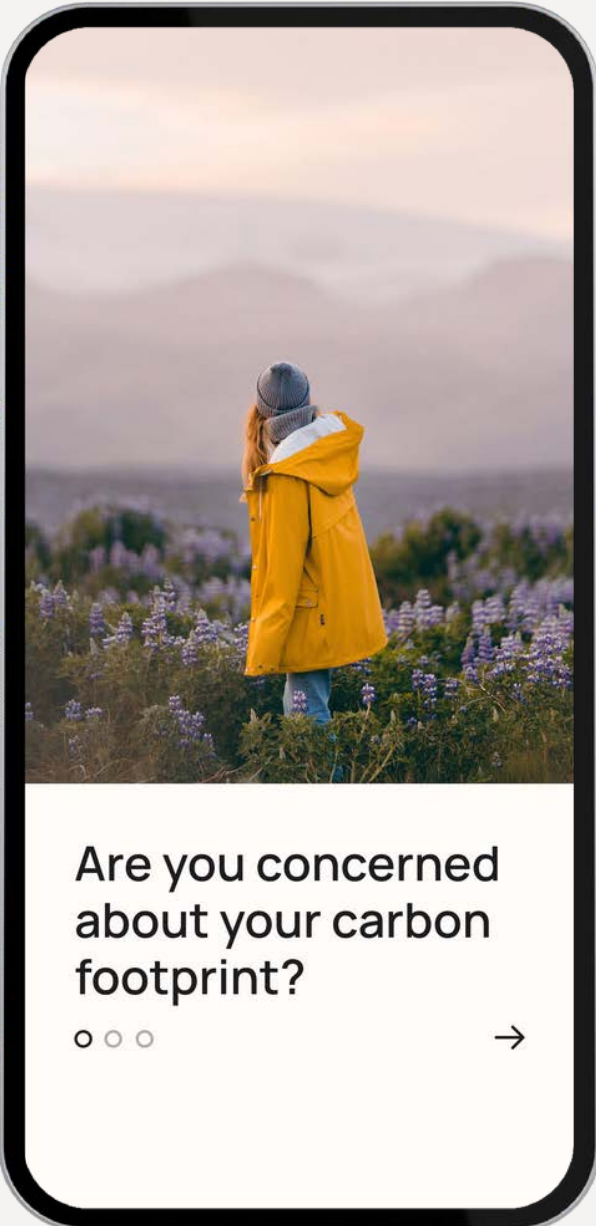
# blog...and footprint calculator

added clarity to how the score is calculated



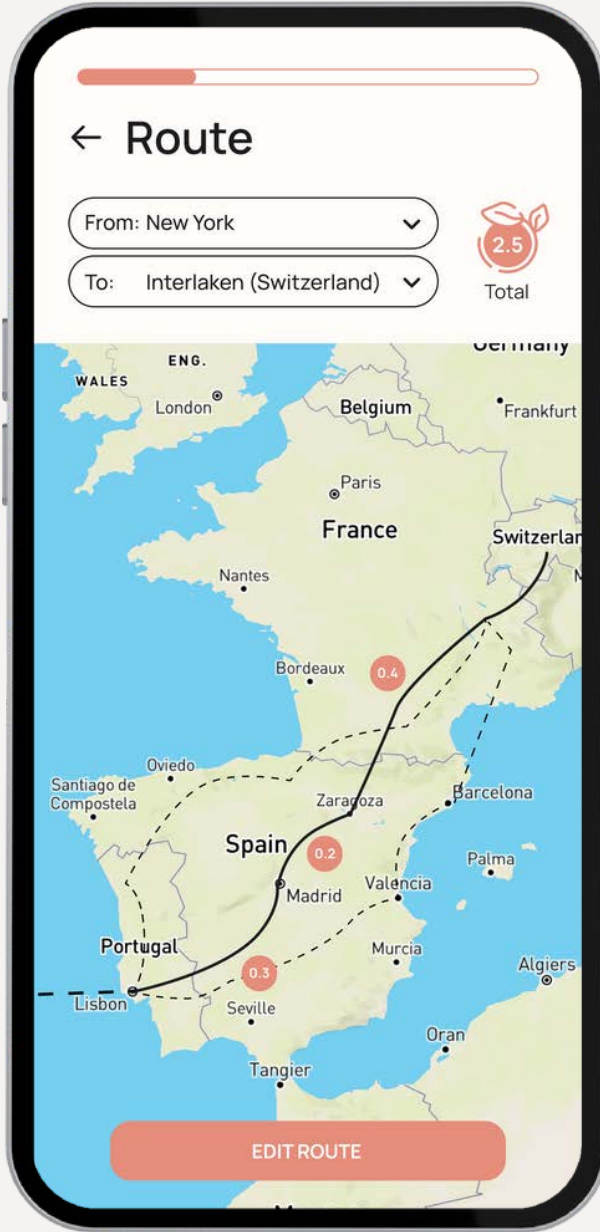
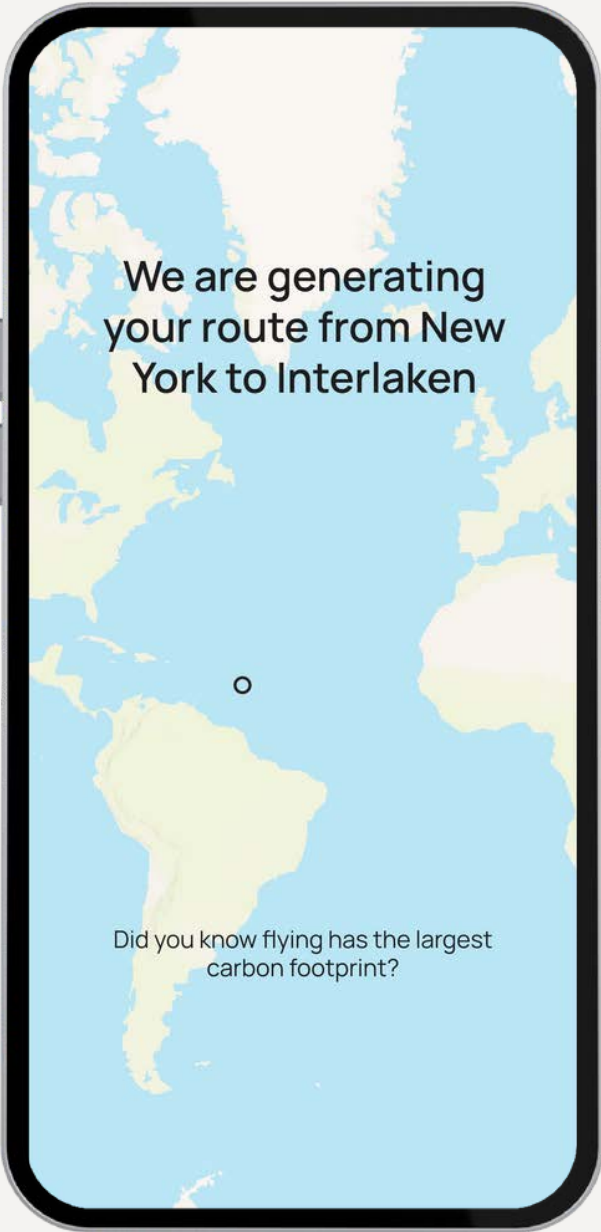
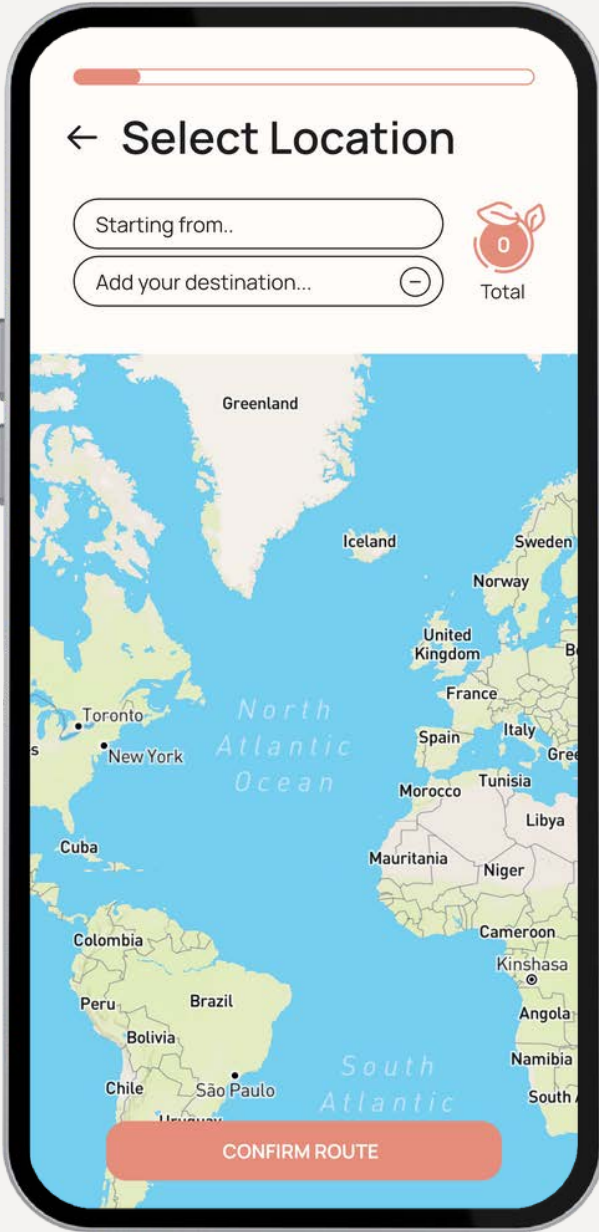
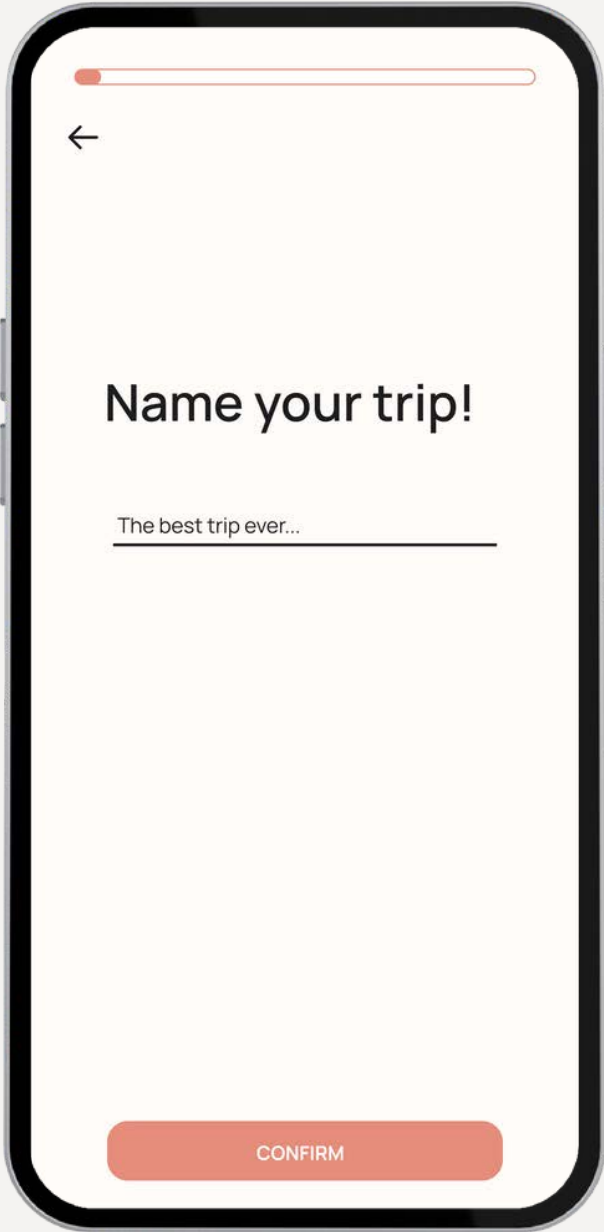
updated page to clearly explain each type of impact

# final hi-fi wireframes

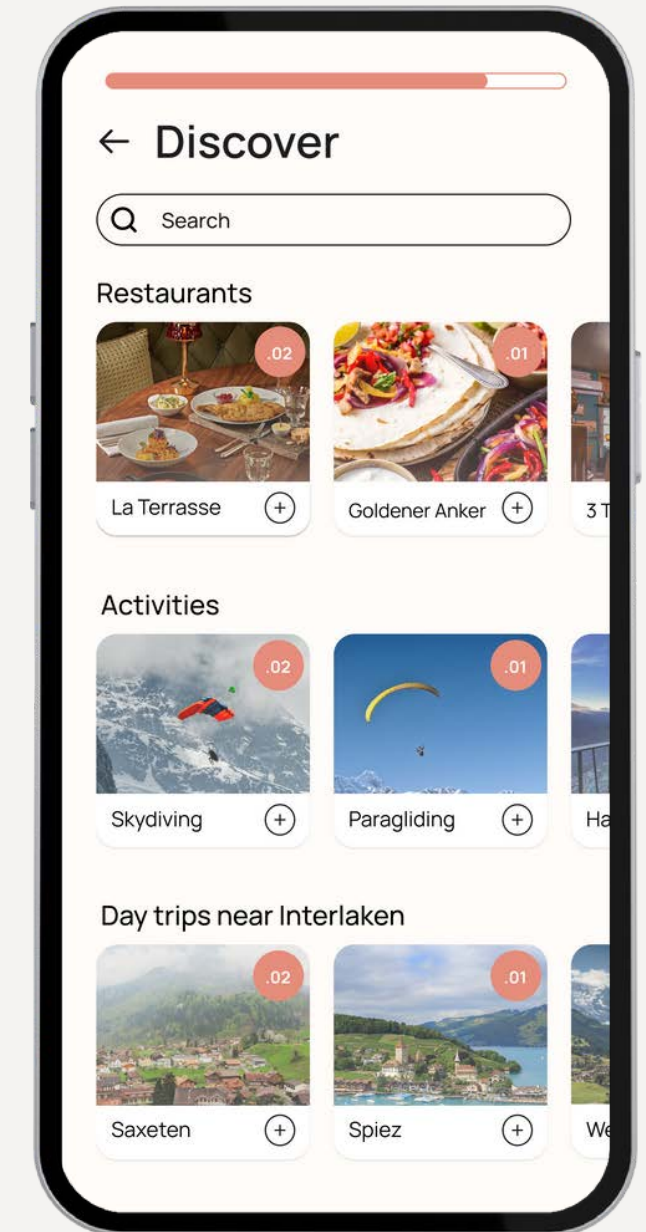
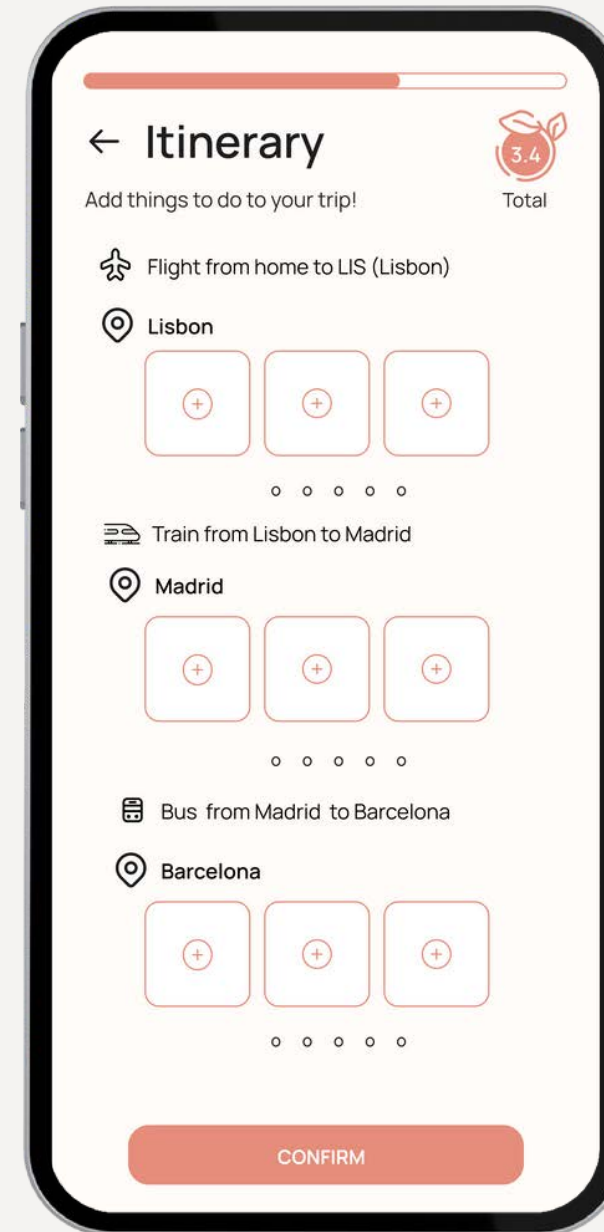
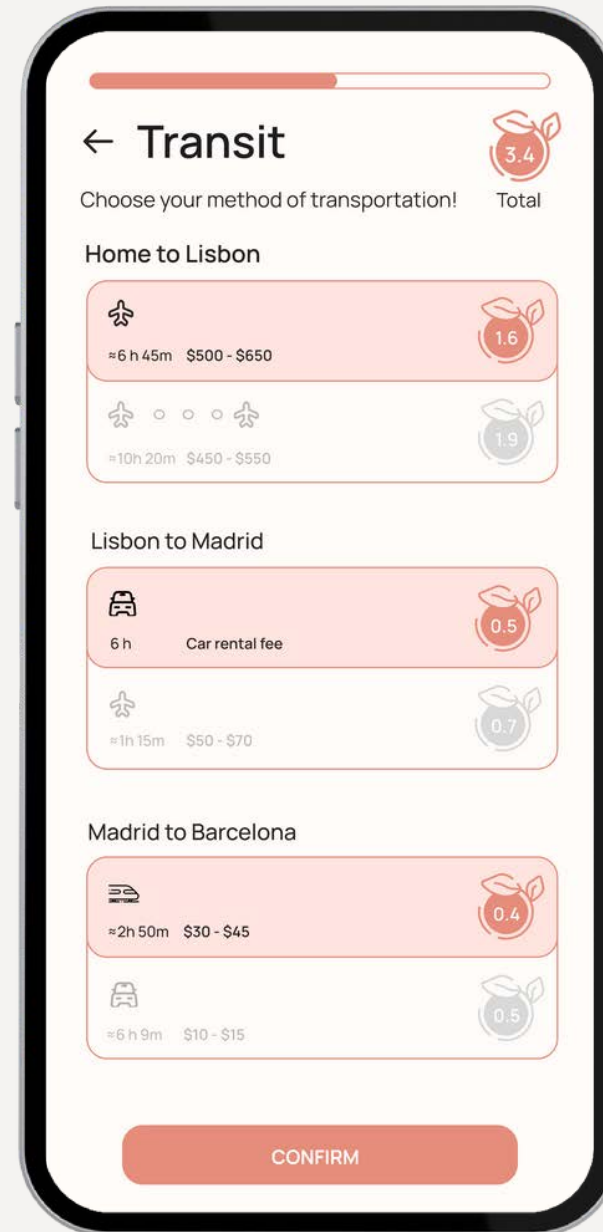
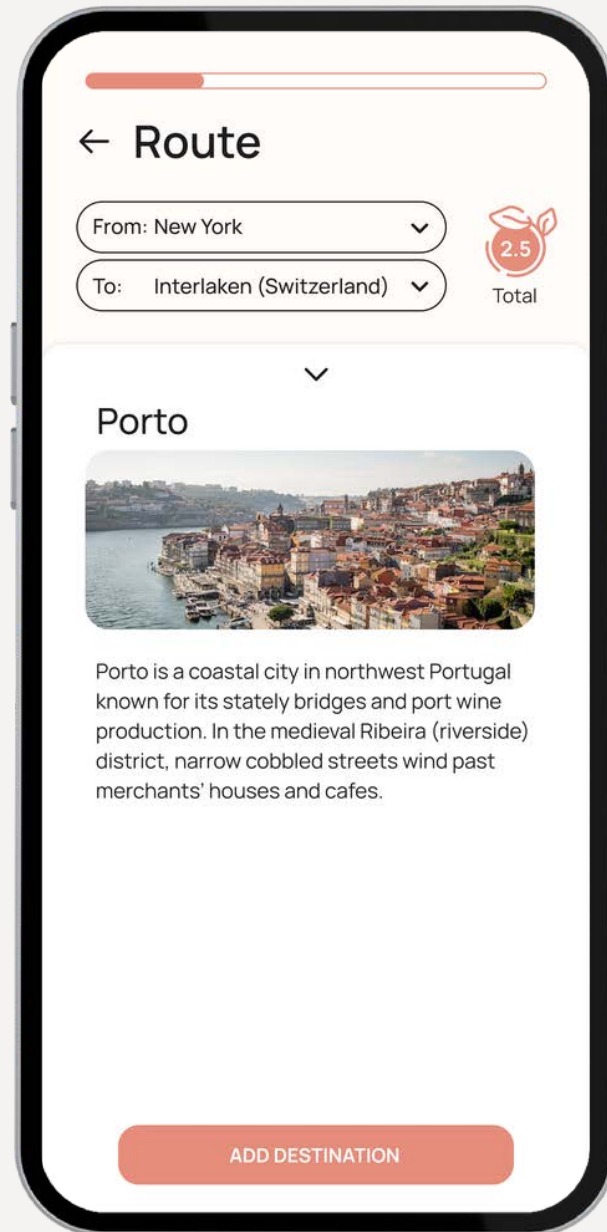
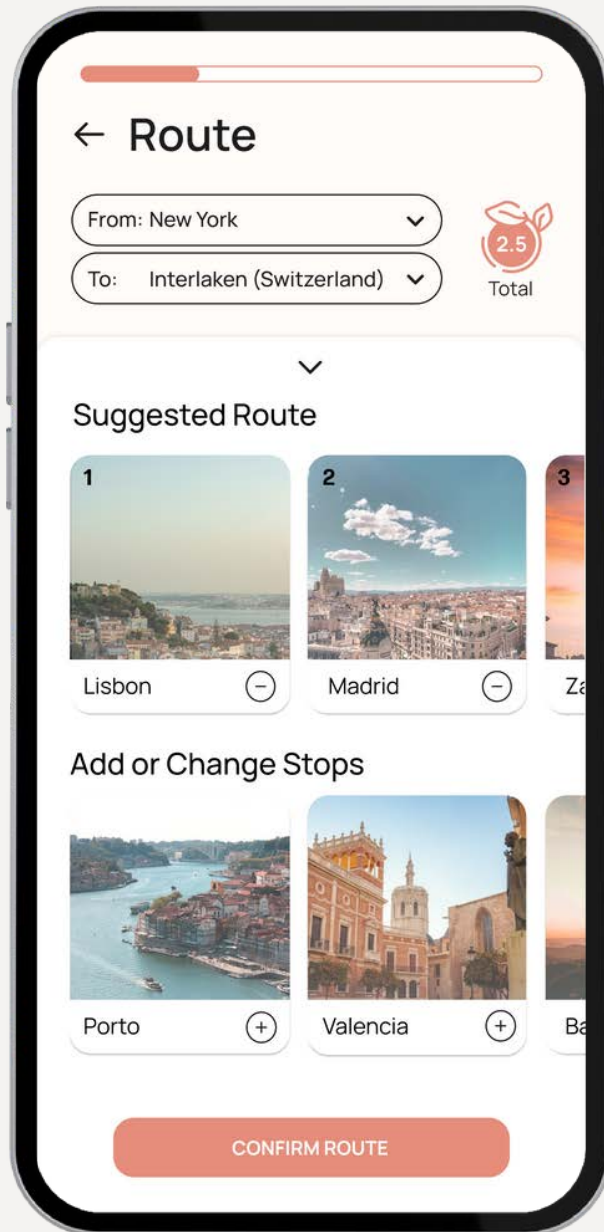




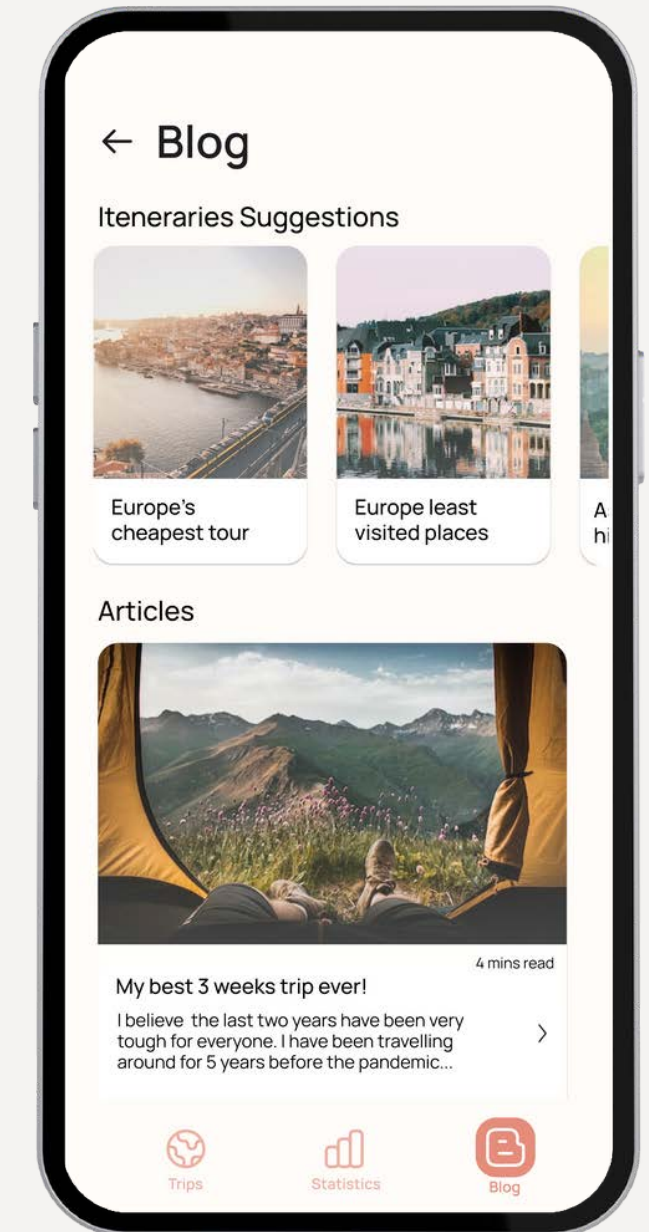
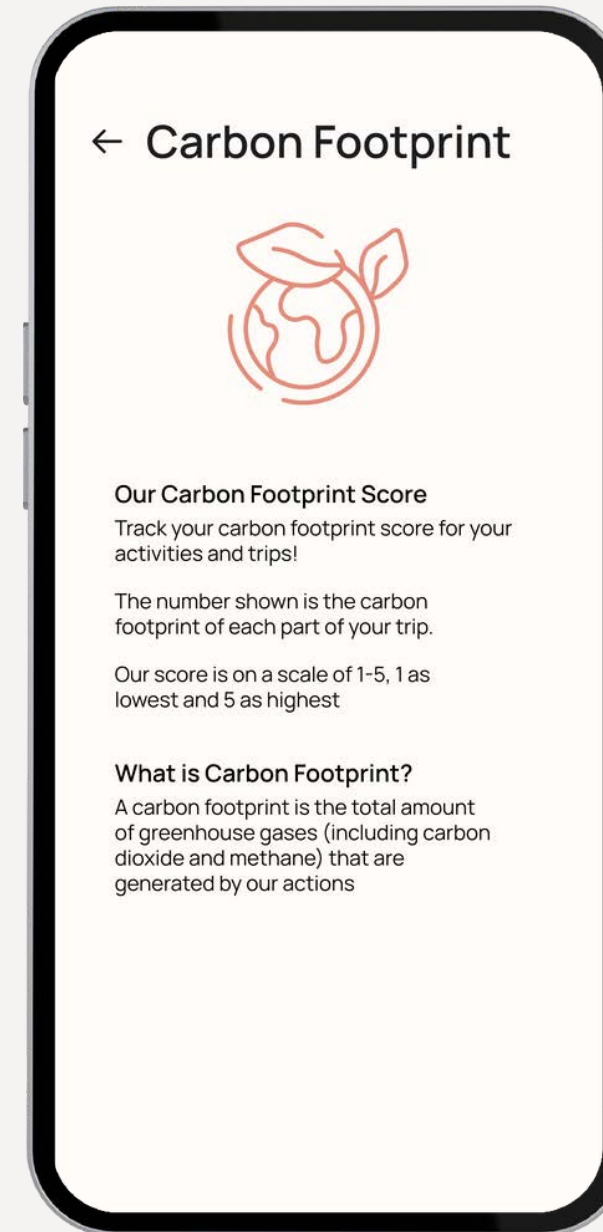
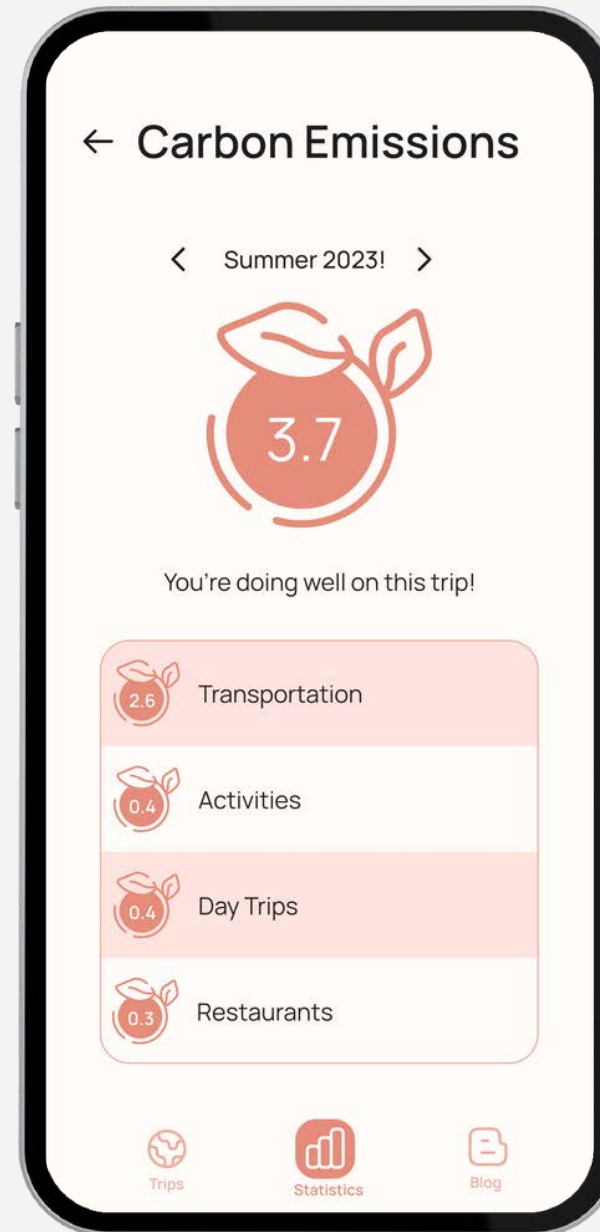
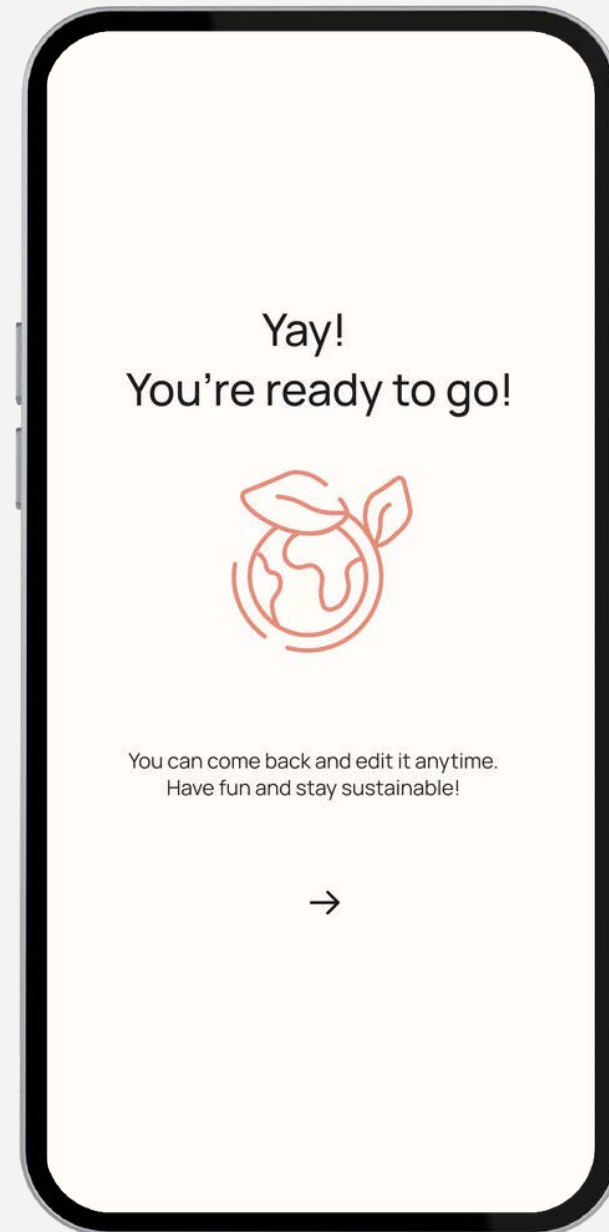
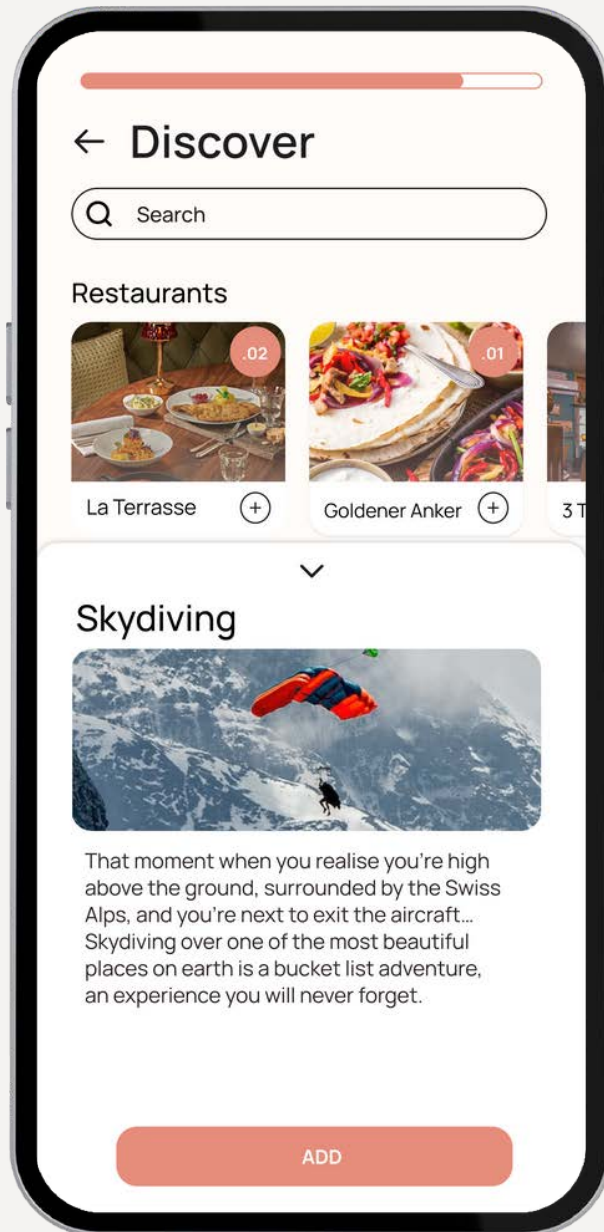
# final hi-fi wireframes



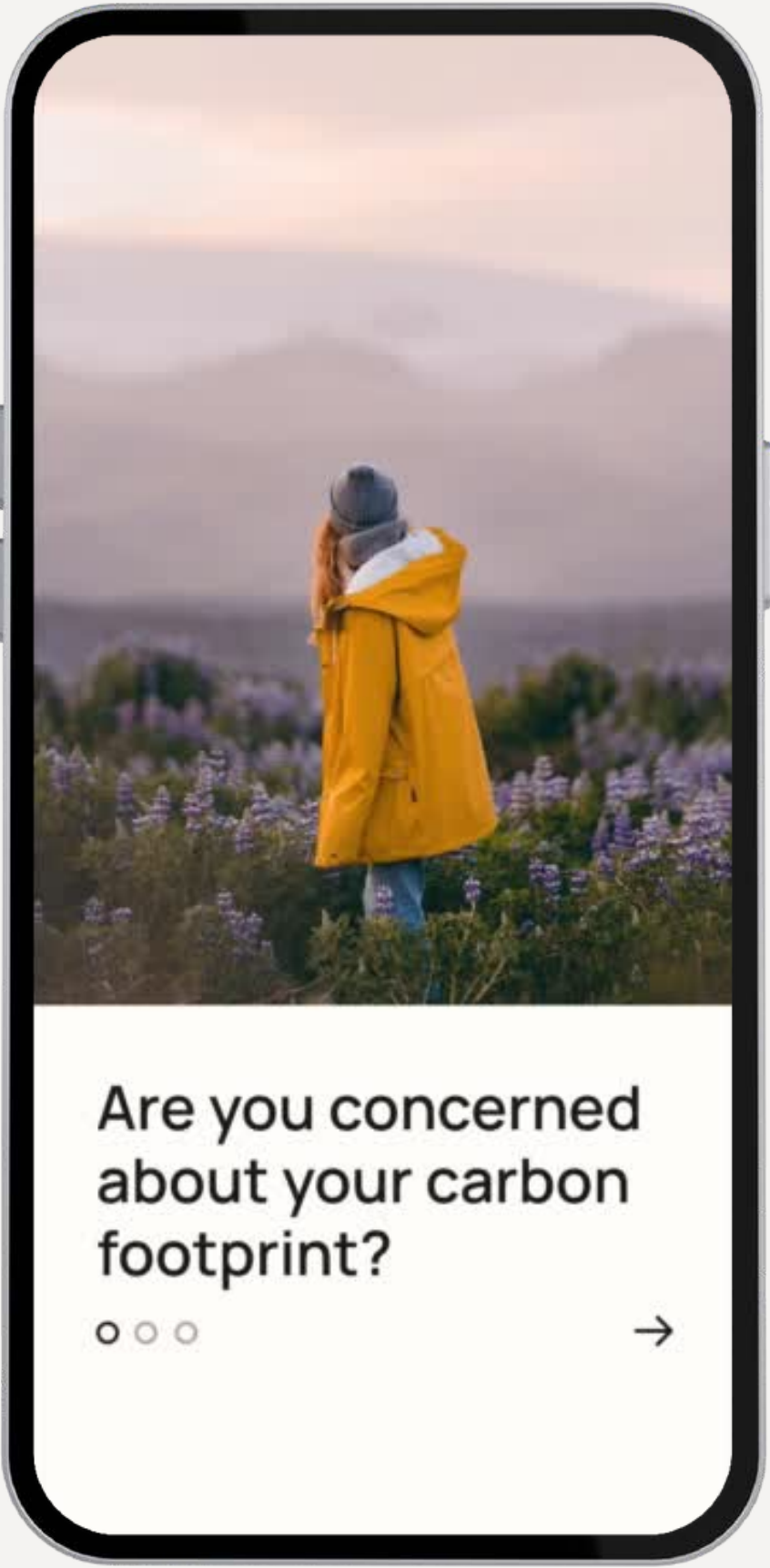
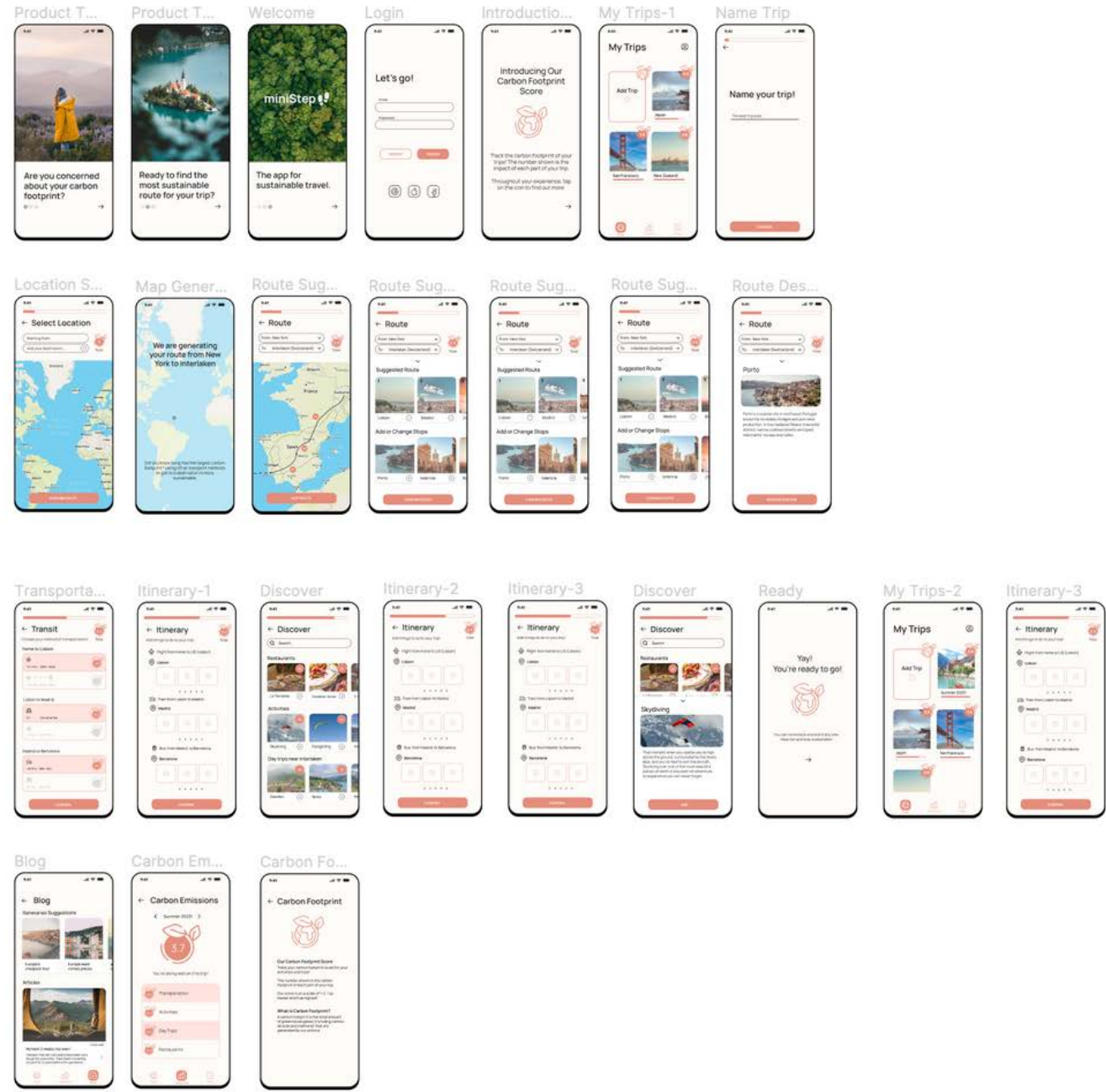
# final hi-fi wireframes



# final hi-fi wireframes



# final prototype



# unit insight

## **test and observe.**

it is important to observe users to know what works and what doesn't

## **learn and change.**

to learn from users to improve the design

## **final final final prototype.png.**

there's always improvement to the work

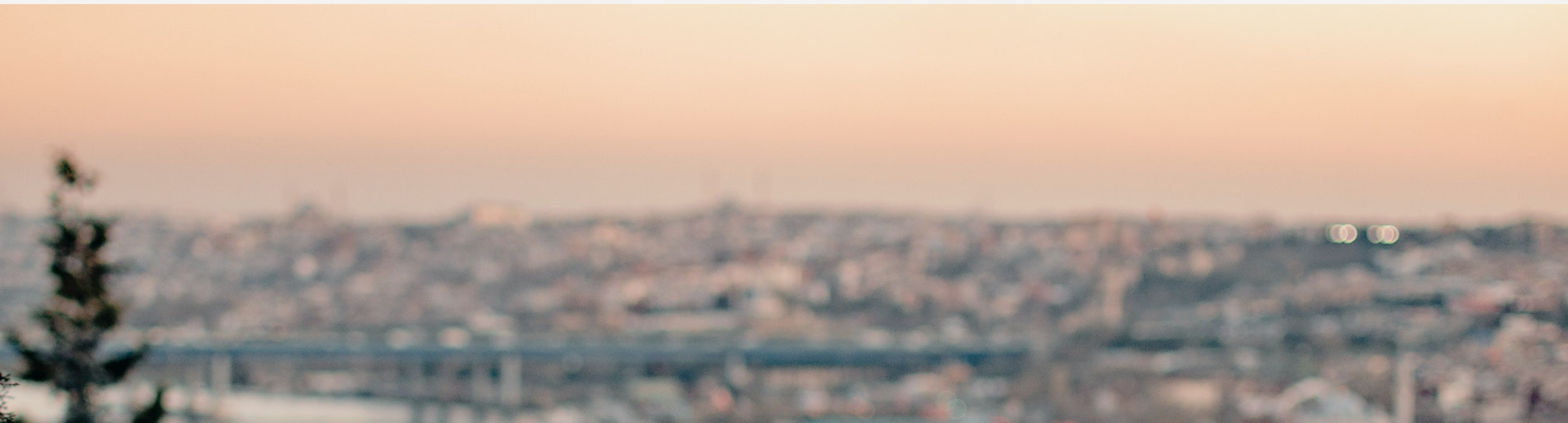


# unit 4: deliver

movie

poster

lookbook





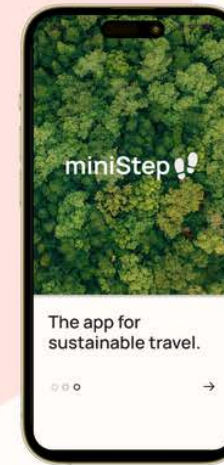
# miniStep

Sustainable Travel

## About miniStep

miniStep is an app for sustainable travel. Instead of travelling long flight, the app will suggest a plan with slower travel.

The aim of the app is to design an easier way to plan a sustainable travel route and explore less popular places.



“The app definitely helped me to plan my travel with smaller carbon footprint”

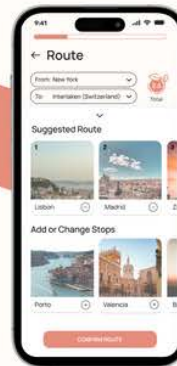
#sustainable travel #fun #joinme

#smaller carbon footprint #travel more

## miniSteps Features



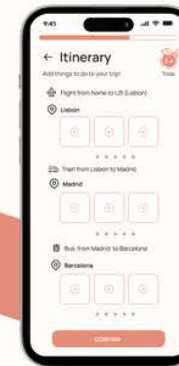
Route Suggestion



Edit Route



Transit Choice



Itinerary



## Why miniSteps?

**Travel More**  
with a smaller carbon footprint

**Get to Know**  
your impact every step of the way

**Discover**  
less popular places

Join us on the adventure to protect the earth!

“I would definitely use this for my 2 months trip this summer”



Join us now!



Janus Chan

Darcy Kelley

UXDG 310

Prof Mclean Donnelly

## Carbon Score

**Calculates**  
your carbon footprint

**Records**  
your statistics

**Earn**  
miniSteps for discounts





# miniStep

Sustainable Travel



## About miniStep

miniStep is a travel app for sustainable travel. Instead of travelling long flight, the app will suggest routes that is shorter and more sustainable for users to get to their destination.

We wanted to design an easier way to plan a sustainable travel route and explore less popular places.

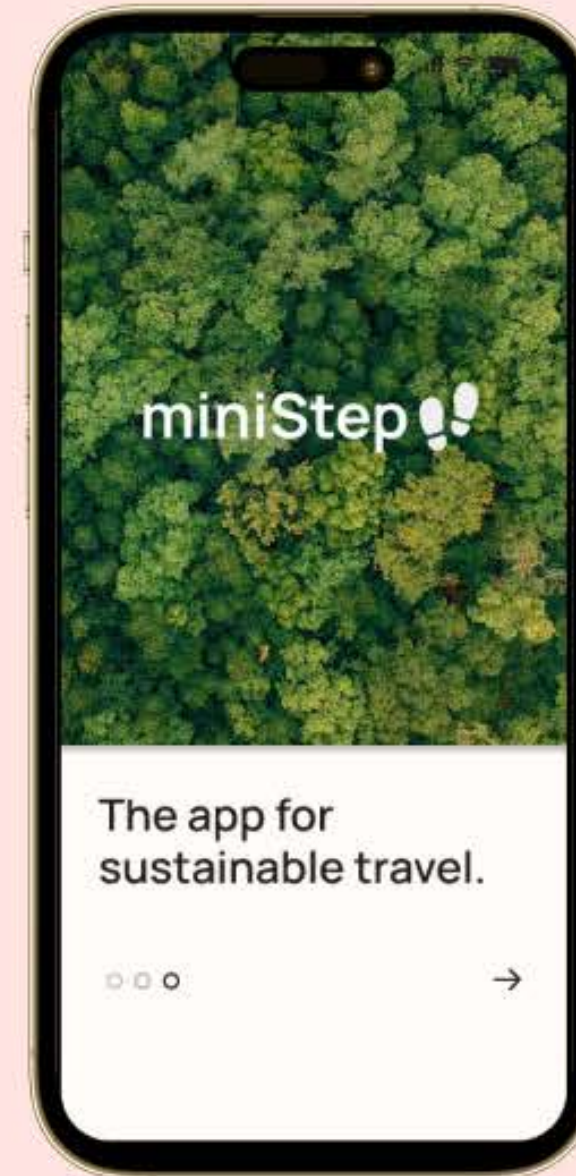
#sustainable travel

#smaller carbon footprint

#travel more

#joinme

#fun

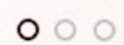


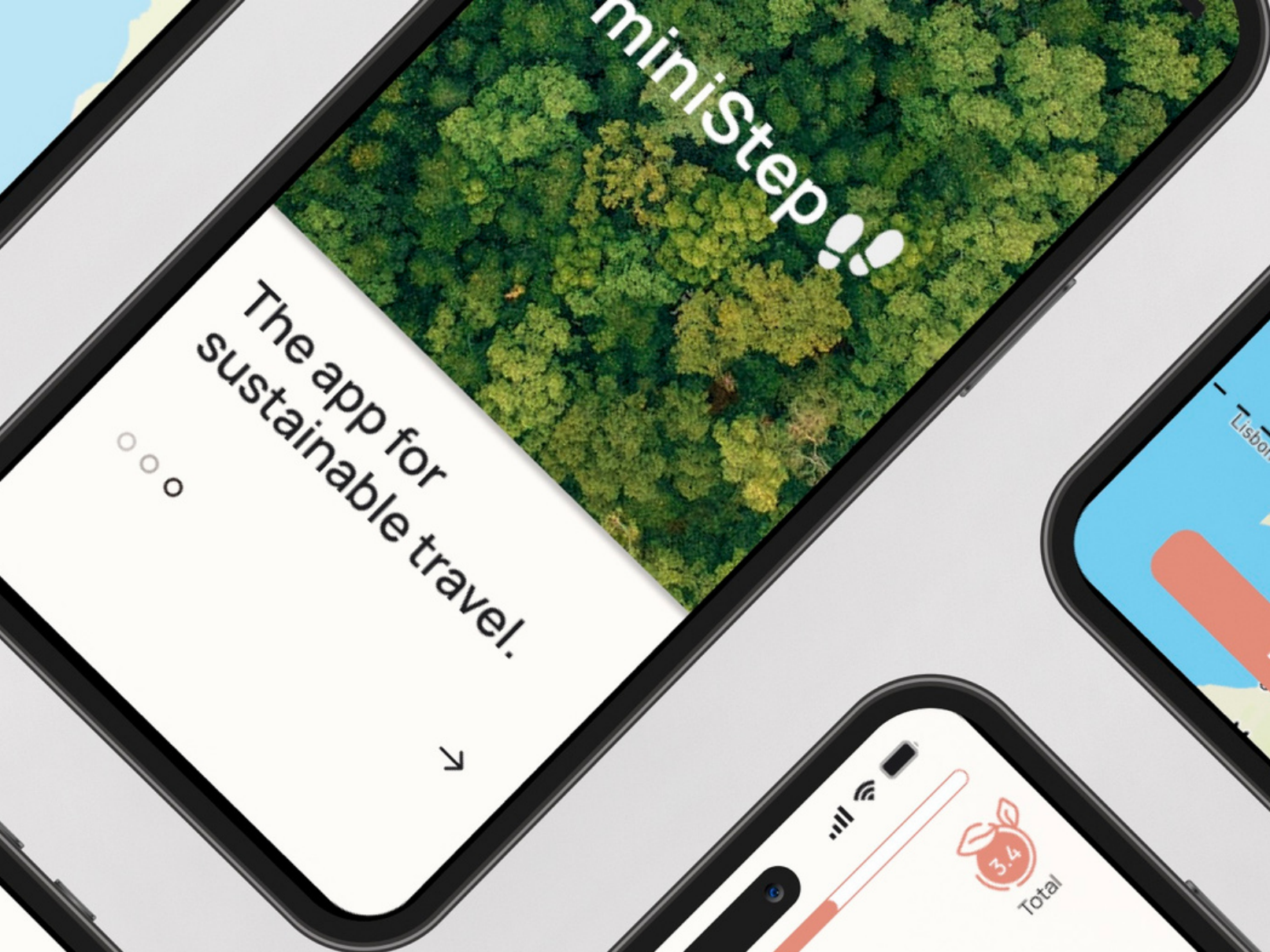
“ Hey! Mini Steps Makes a Difference! ”



9:41

Are you concerned about your carbon footprint?





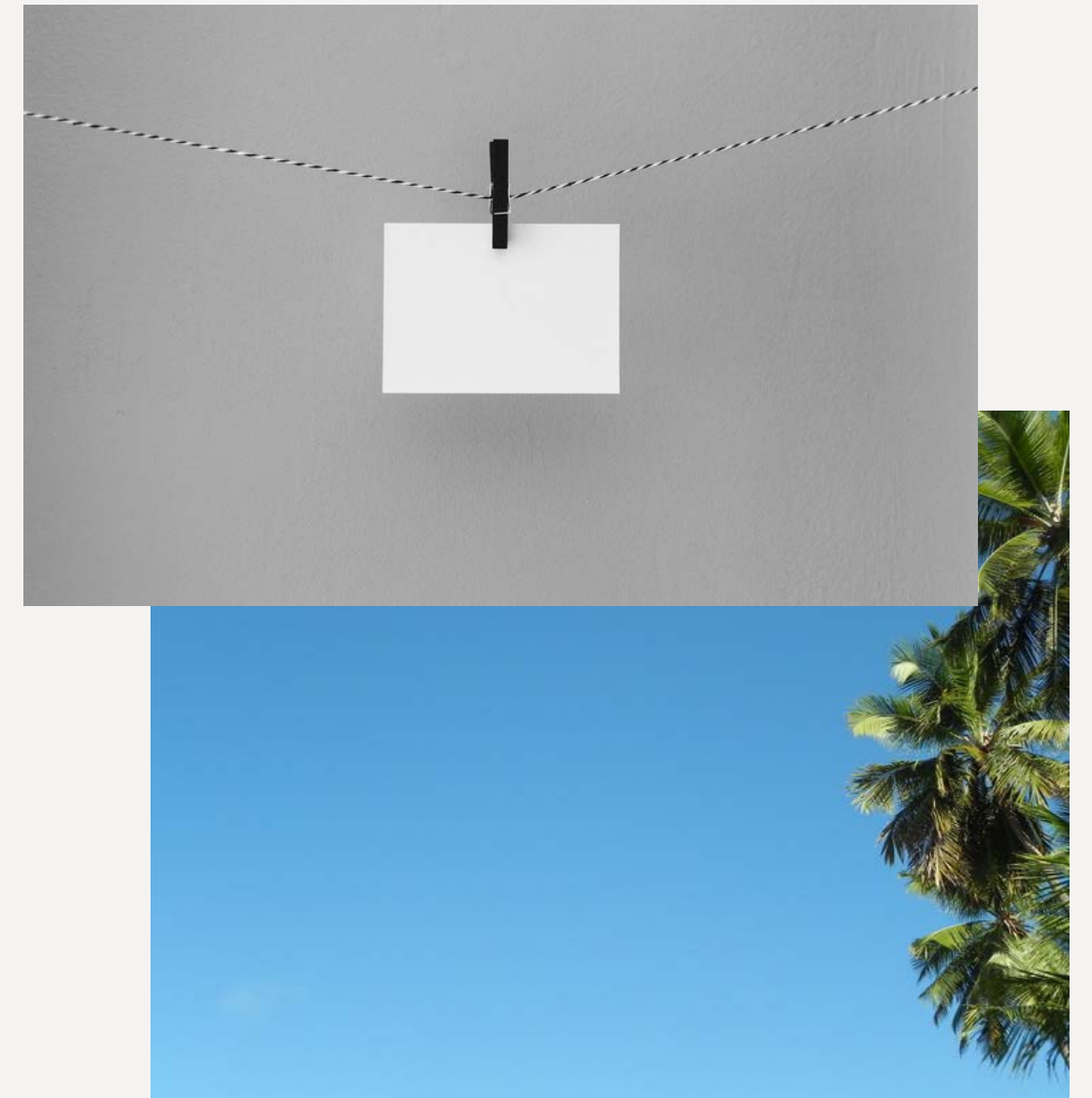
# unit insights

## **simple and clear.**

don't put too much information/screens together

## **to be precise.**

explain in short and clear sentences



**miniStep**   
mini steps make a difference