



# *Appendix*

# Table of Contents

**46** Initial Concepts

---

**52** Research

---

**66** Strategy

---

**74** Scope

---

**77** Structure

---

**84** Branding

---

**91** Lo-Fi Testing

**96** Marketing Video

---

**98** Landing Page

---

**103** Micro Interactions

---

**106** Mid-Fi Testing

---

**111** Journey Maps: Future State

---

**115** Final Screens

# Initial Concepts

## 01 Love and Care

An app that helps reduce the amount of clothing waste people produce.

## 02 Short Lived Foods

An app that helps users keep track of the food in their fridge.

## 03 Thought Tracker

A journaling app that helps users with an overactive mind.

## 04 Task Quest

A productivity app that gamifies a user's to-do list.

## 05 Cosmic Runner

A fitness and educational app that overlays a user's workout routes onto a map of the solar system.

## 06 Dream Archive

An app that allows users to contribute their dream experiences to a central database.

## 07 Cashwrap

An app for retail companies/employees to record company stats and track overall company success.

## 08 Food Stock

An app that provides transparency for those seeking to eat healthy when eating out or buying groceries.

## 09 DecoPlan

An app that keeps track of home decor a user has, needs, or is looking to get rid of.

## 10 Intuiplan

An app that helps users find inspiration for solo or group activities.

# Love and Care

## Sustainable clothing consumption made simple

### The App

Love and Care is made to help users reduce the amount of clothing waste they produce. It gives users ways to increase the life span of their clothes and helps foster sustainable habits when consuming clothing.

### The Functions

- Gives clothing donation drop off points
- Message others to buy and sell clothes
- Gives locations to local thrift and second hand stores
- Find local thrift events
- Get tips on proper clothing care to increase life span of clothes

### The Benefits

Contribute to thrift community and reduce the environmental impact of clothing consumption.



# Intuiplan

Discover your next adventure

## The App

Intuiplan is an app designed to assist users in discovering inspiration for both solo and group activities. Whether users are seeking leisurely solo pursuits or planning fun activities with friends and family, Intuiplan offers a curated selection of suggestions to suit their preferences and interests.

## The Functions

- Categories of suggestions to choose from such as creative, social, food, shopping, etc.
- Curates a unique experience for users based on their current location or potential travel destinations
- A community feature that allows users to connect with friends, family, or locals and share activities, meetups, or ideas

## The Benefits

Streamlines the process of finding and planning enjoyable activities and enhances social connection.



# Short Lived Foods

## The ultimate grocery helper

### The App

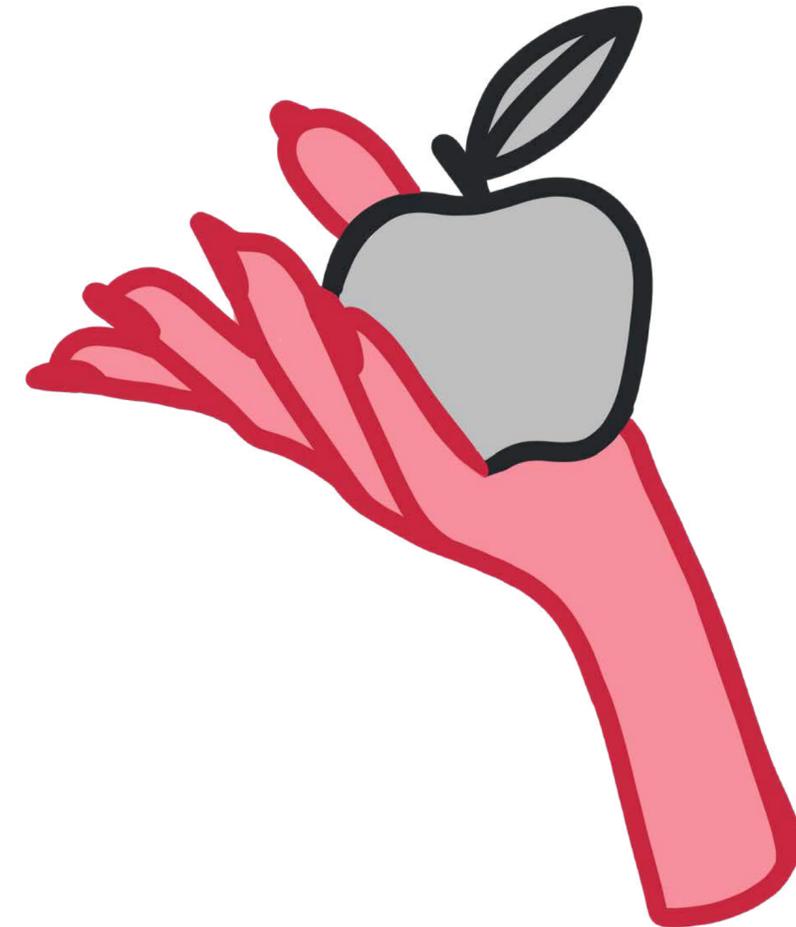
Short Lived Foods is an app that helps users use the food in their fridge and decrease their food waste. Users get alerts, automated lists, and suggestions to help simplify their life.

### The Functions

- Catalogs the food in your kitchen
- Generates grocery lists based on what you need
- Gives you alerts when your food is about to expire
- Gives recipe suggestions based off what you have in your fridge

### The Benefits

Simplifies your life by having a tool that helps you in the kitchen and minimizes your food waste in the process.



# Chosen Concept

## 01 Love and Care

An app that helps reduce the amount of clothing waste people produce.

## 02 Short Lived Foods

An app that helps users keep track of the food in their fridge.

## 03 Thought Tracker

A journaling app that helps users with an overactive mind.

## 04 Task Quest

A productivity app that gamifies a user's to-do list.

## 05 Cosmic Runner

A fitness and educational app that overlays a user's workout routes onto a map of the solar system.

## 06 Dream Archive

An app that allows users to contribute their dream experiences to a central database.

## 07 Cashwrap

An app for retail companies/employees to record company stats and track overall company success.

## 08 Food Stock

An app that provides transparency for those seeking to eat healthy when eating out or buying groceries.

## 09 DecoPlan

An app that keeps track of home decor a user has, needs, or is looking to get rid of.

## 10 Intuiplan

An app that helps users find inspiration for solo or group activities.



*Research*

# *People Don't Prioritize Free Time*

**“Part of the problem, new research shows, is how comprehensively we internalize the message that leisure is wasteful.”**

*(Science Direct)*

## **TIME CONSUMING**

- People feel as though they don't have time to make the most out of their free time
- Unique experiences can be seen as time consuming
- People find the hassle of spending time to find something to do is stressful (BBC)

## **WORK LIFE BALANCE**

- 54% of Americans in the work force don't use their vacation days (Taylor and Francis online)
- People find themselves over worked but still viewing leisure time as wasteful
- People feel pressured to spending their time in a unique way to better themselves or gain new experiences (Journal of consumer research)

# *Importance of Free Time*

**“Leisure time enables us to re-energize, recharge, and even gain a new perspective”**

*(Amelia Virtual Care)*

## **DEVELOPING PERSONAL HOBBIES**

- *75% of people with hobbies had lowered stress levels*
- *Regular participation in some kind of team sport can reduce depression and anxiety while increasing longevity (Utah State)*

## **SPENDING TIME WITH FRIENDS**

- *Can increase happiness, reduce stress, and improve self worth*
- *May also reduce risks of significant health problems*
- *Can help you cope with traumas*
- *Will influence your personal habits – for better or worse (Mayo Clinic)*

# How People Spend Free Time

**“Hobbies can range from spending quiet time alone, visiting or eating with others, communing with nature, playing sports, and even vacationing.”**

(Utah State University)

## STATISTICS ON HOBBIES

- According to Ask Your Target Market's latest survey, 74% of overall respondents consider having hobbies to be important
- 56% of respondents said that they have multiple hobbies
- 42% said that they have hobbies related to games
- 41% enjoy art and craft type hobbies  
(Ask Your Target Market)

## BIGGEST HOBBIES BY DEMOGRAPHIC

- According to a research conducted on millennials and Gen-Z's biggest hobbies, sports ranked as Gen-Z's number one hobby while reading ranked as millennials' number one hobby
- The one hobby that ranked within the top 5 among all demographics was music  
(YPulse)

# Primary Research

Surveys & Interviews

156  
**Survey Responses**

7  
**In Depth Interviews**

150  
**Data Points**

# Highlights

Surveys & interviews

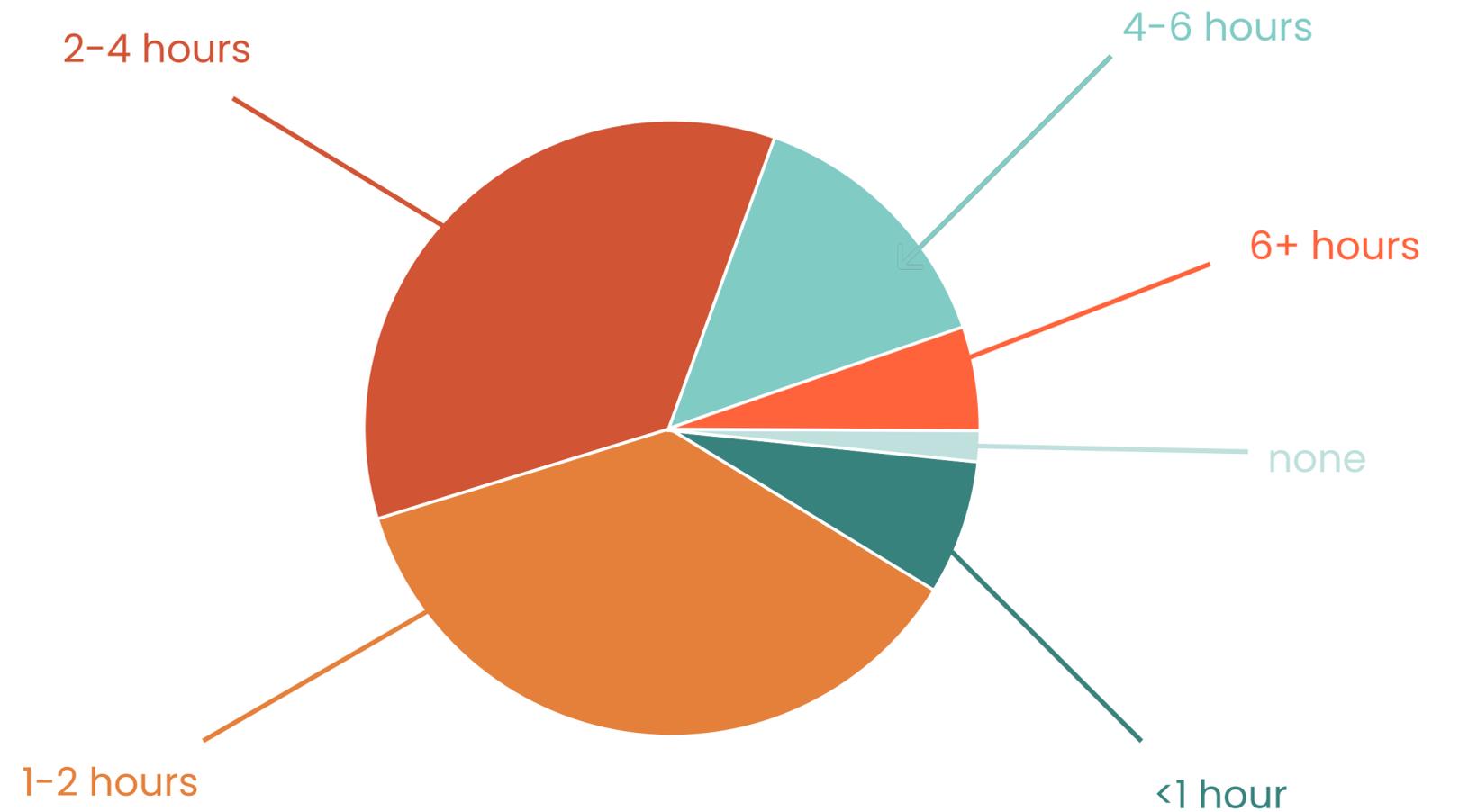
156  
**Survey Responses**

7  
**In Depth Interviews**

150  
**Data Points**

## How Much leisure time do you have per day?

155 responses



# Highlights

Surveys & interviews

156

## Survey Responses

7

## In Depth Interviews

150

## Data Points

‘Free time is non-existent I’ll work all day, and then I’ll be like, Oh, it’s time for me to go to bed.’

‘everyone puts so much pressure on our twenties being “the best years!!” ‘

‘I wish I had hobbies that were intellectually stimulating and less sedentary’

# Data Affinitization

Surveys & Interviews

156

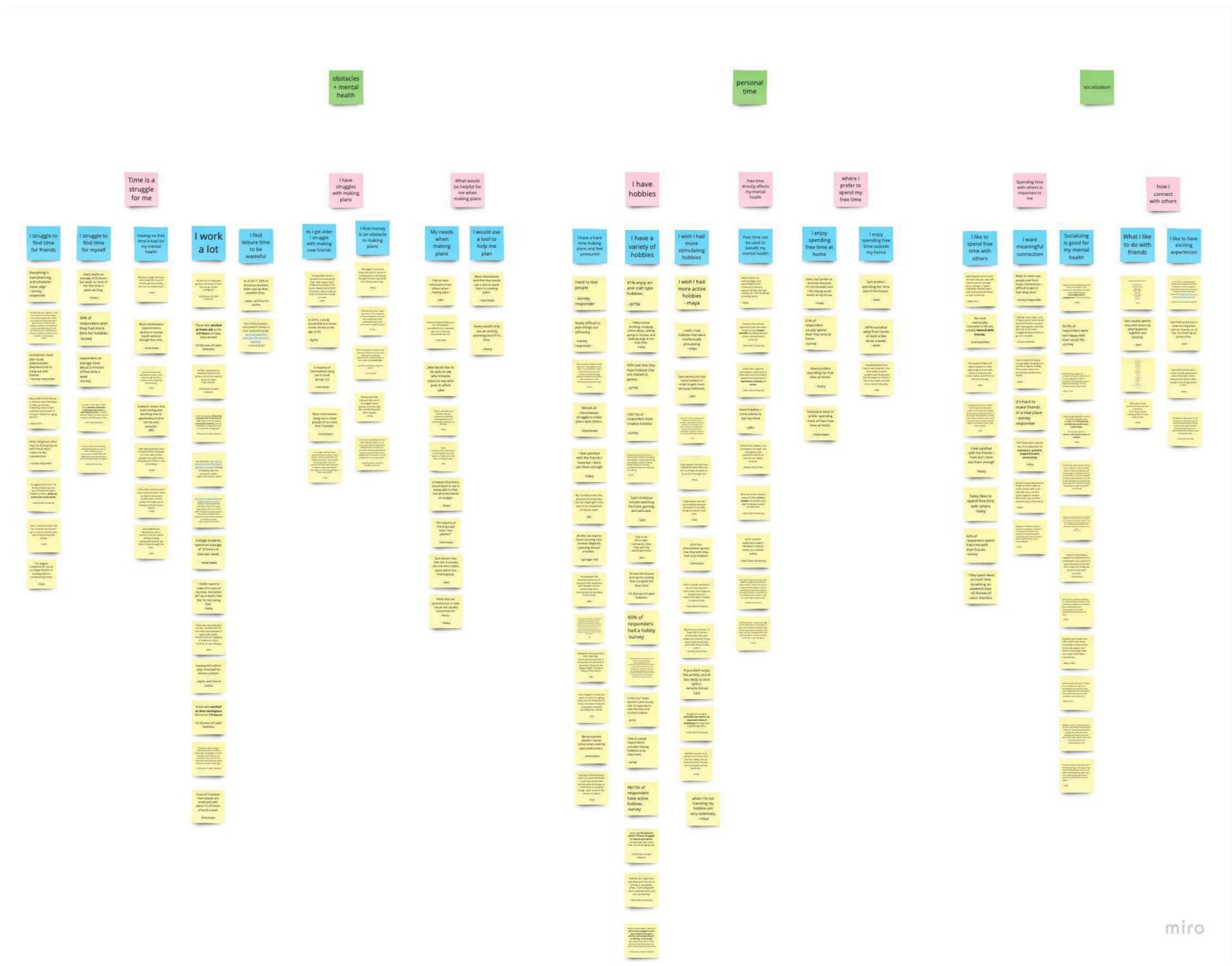
## Survey Responses

7

## In Depth Interviews

150

## Data Points



# *Competitor Research*



# Fever

## STRENGTHS

- Filter by location
- Likes and dislikes quiz
- Easy scrolling interface
- Connect with friends
- In-app ticket holder

## WEAKNESSES

- Overwhelming info in profile
- Very niche on the for you page
- Search bar shows up too much
- Some images are too dark
- Lots of 'candlelight concerts'

## OPPORTUNITIES

- At-home opportunities
- Rating your experience
- Make the app about the user
- Loyalty program



**“Discover the best experiences in your city including Concerts, nightlife, culture, pop-ups, and much more”**

# What to Do

## STRENGTHS

- Price filter
- Group size filter
- Great colors and visuals
- Immediate activity generation

## WEAKNESSES

- No landing page
- Images do not match descriptions
- Filters do not appear to have an effect
- No navigation
- No personal aspect

## OPPORTUNITIES

- Make app personable
- Navigation bar
- Adding concise filters
- Quiz style experience



**“WTD? provides suggestions for activities that you can do alone or in a group.”**

# Four Square City Guide

## STRENGTHS

- Gives reviews for places near you
- Make lists for places you want to go
- Nice looking landing page
- History function to remember where you've been
- Updates based on your location

## WEAKNESSES

- Inconsistent visual language
- All the places it suggests seem kind of touristy
- Geared towards tourists in general
- Basically yelp

## OPPORTUNITIES

- Make it easier to know where you're going and where you've been
- Give tips
- Categorizing by what you want to do



**“Foursquare City Guide will lead you to the perfect spot - anywhere in the world.”**

# Visit a City

## STRENGTHS

- Really nice consistent visuals
- Really straightforward interface
- Categorized by city
- Pre set plans that you can use with times and distances
- Can purchase and book through app

## WEAKNESSES

- Geared towards tourists
- A bit boring looking
- Not very personalized

## OPPORTUNITIES

- Plans feature
- Put all your bookings in one place
- Give popular destinations based off the city



# Meetup

## STRENGTHS

- Offers a diverse range of interests
- Features a user-friendly interface
- Facilitates event discovery
- Promotes community building
- Effectively connects like-minded individuals

## WEAKNESSES

- Success relies on dedicated group organizers
- Costs for organizers can deter participation
- Dependence on in-person events

## OPPORTUNITIES

- Expand globally into new markets
- Support and promote virtual events
- Implement a user ratings system for events to enhance transparency and trust



**“Find your people.”**



*Strategy*

# Lean UX Canvas

The Project Plan

## Business Problem

The mental strain that finding and using leisure time can have on individuals. Specifically when planning social and individual activities.

## Business Outcomes

We intend to measure user retention and have a system to record user satisfaction based on how they interact with the features.

- In-app journal feedback system
- Rate each activity and record thoughts
- Subscribed users and app retention rates

## Users

- College students (transfers/international/commuters)
- New to the area adults
- People in need of social interaction
- Groups of people needing to find new activities

## User Outcomes and Benefits

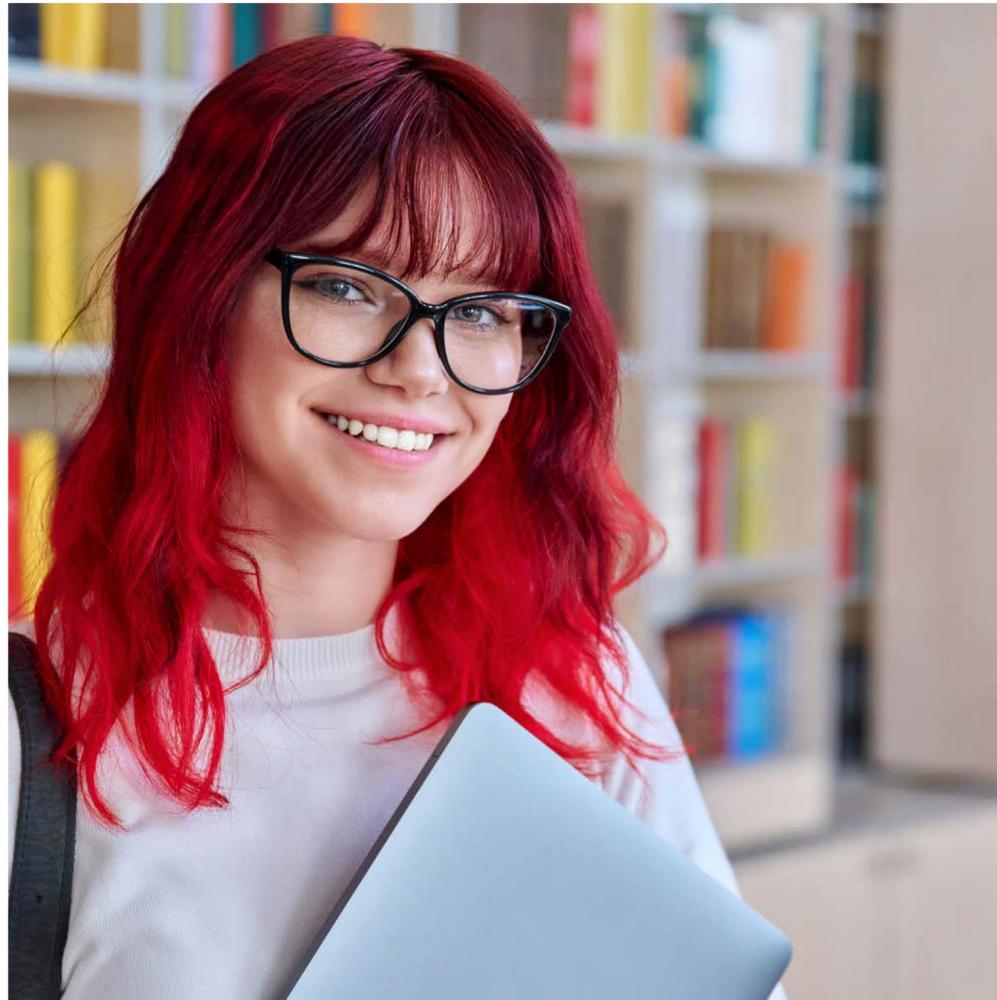
- Make connections and break into local communities
- Form and strengthen meaningful relationships
- Personal enrichment
- Reduce the stress that comes with planning
- Form deeper connections

## Solutions

- Align your schedules
- Notify people inside and outside your network
- Form groups to network with new people
- Access to user created community groups
- Premium access to events
- Safety feature to socialize with peace of mind
- Create a community based on your interests
- Influencer collaborations
- Events (athletic, podcasters, youtubers, fashion, comedians, etc)

# Broke Blair

21 / freshman student w/ a part time job / Savannah, GA



Blair is a college student juggling academics with a part-time job to make ends meet. Despite being on a tight budget, Blair is enthusiastic about exploring new activities and making the most of her free time. Being a creative person, Blair loves art and occasionally outdoor activities to break the routine of college life. The challenge for Blair lies in finding affordable and budget-friendly options for both solo and group activities.

## MAIN CONCERNS

- Tight budget constraints
- Time constraints due to balancing studies and work
- Having a variety of interests

## IDEAL FEATURES

- Budget-friendly suggestions
- Categories of diverse activities
- Looking to minimize travel and expenses

# Empty Nester Nancy

56 / stay at home mom / Austin, TX



Olga has had lived a long and fulfilling life, living in suburban Austin, TX. All of her birds have left the nest, and now she spends the majority of her time with her husband and her close group of friends that she has developed over the years. She has a very eclectic group of friends, with a lot of them enjoying different things, so they like to plans things that they all can enjoy.

## MAIN CONCERNS

- Filling her time with fulfilling hobbies
- Bringing people together
- Finding new things to do that she hasn't already done

## IDEAL FEATURES

- Ability to centralize all the information and potential activities so it doesn't feel like she is putting in too much effort
- Seeing other people's schedules
- Suggestions based on the general interests of the group

# Transfer Student Terry

28/ grad student/ san diego CA



Terry just started his grad program at San Diego State University from Cincinnati, Ohio. Unfortunately, Terry has not reached out to anyone prior to move in, and he is worried about being alone in his room and not making connections or friends. Everybody seems to already have their groups and know where to go already.

## MAIN CONCERNS

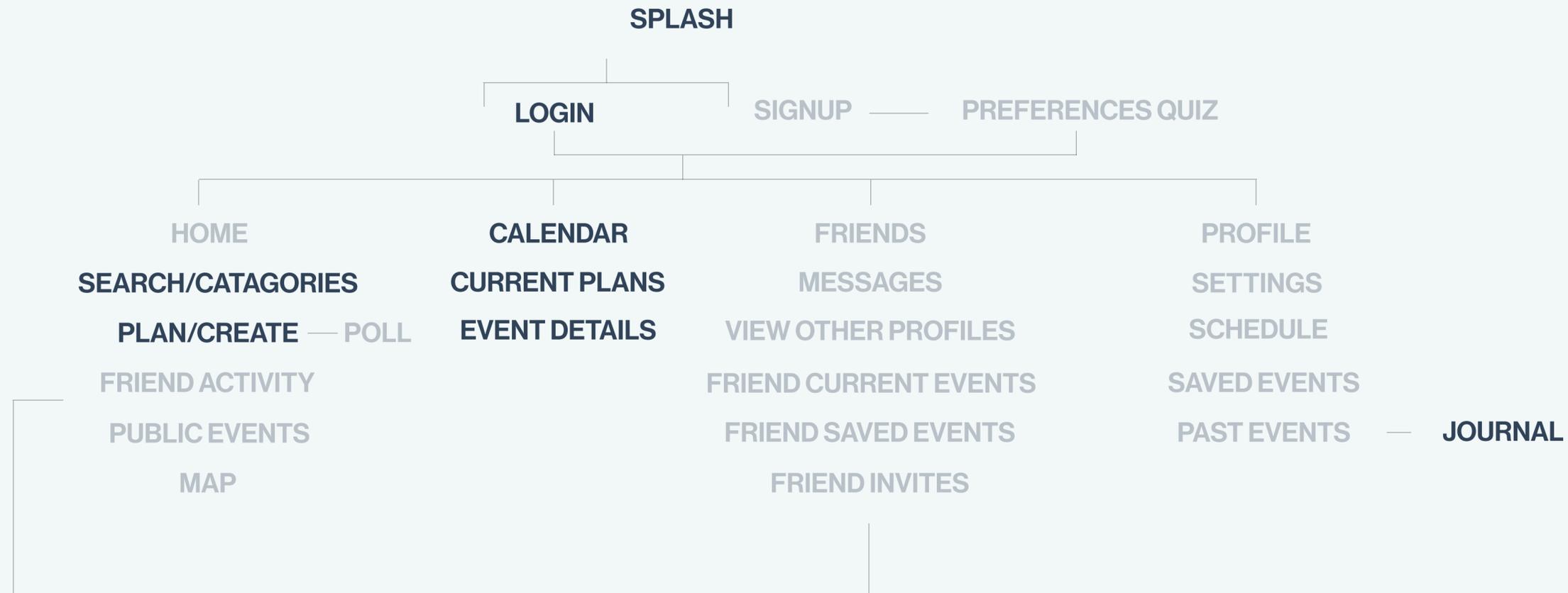
- Not being able to make friends
- Knowing the layout of campus and the city
- Finding social events
- Making good connections

## IDEAL FEATURES

- Be able to see group hangouts
- Access to the city's social hot spots
- Find people who share Terry's interests
- Studying and finishing work in a new environment



# Blair's Journey



1. she opens the app and goes to the search category, and and adjusts the price filter

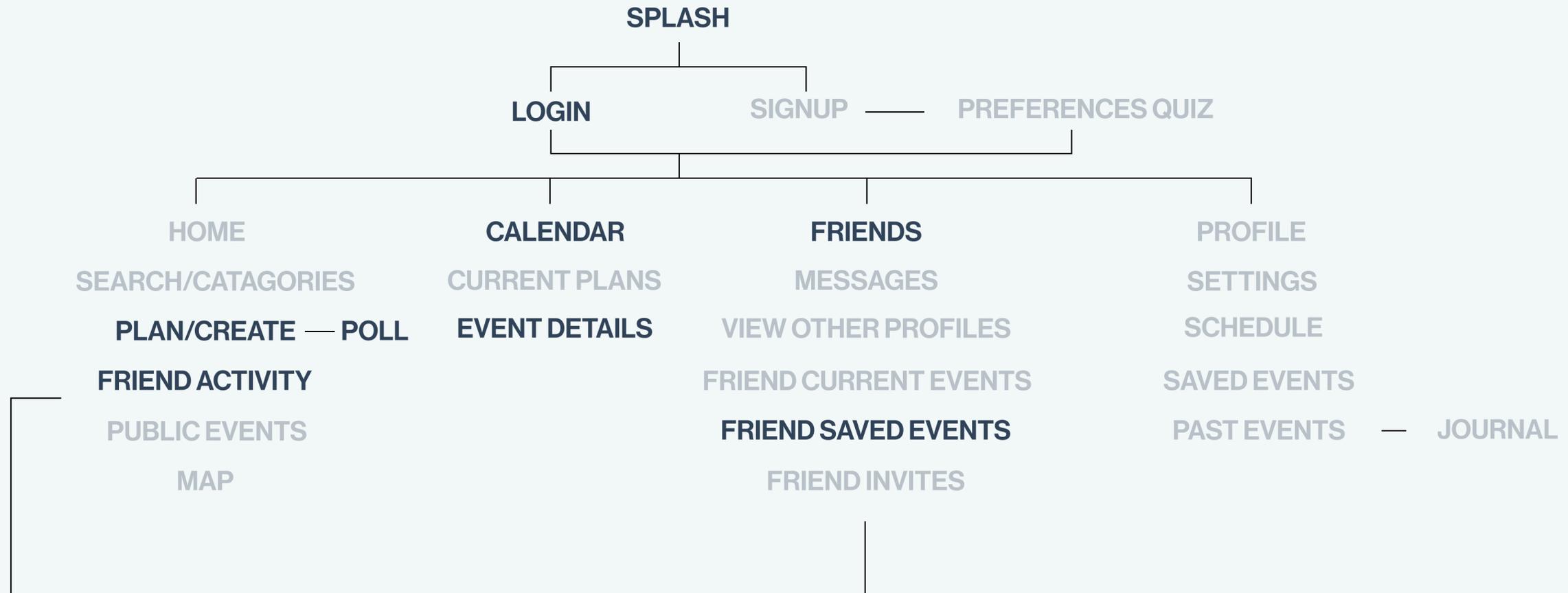
2. she finds a hiking trail in white marsh, and adds it to current plans

3. she views her friend's schedule, and sends out her plan to all her friend's that are available

4. she goes on the hiking trip and has a lovely a time with her friends! she journals about it later that night



# Ogla's Journey



1. Opens SPARK, logs in and scrolls through home page to find friend activity.

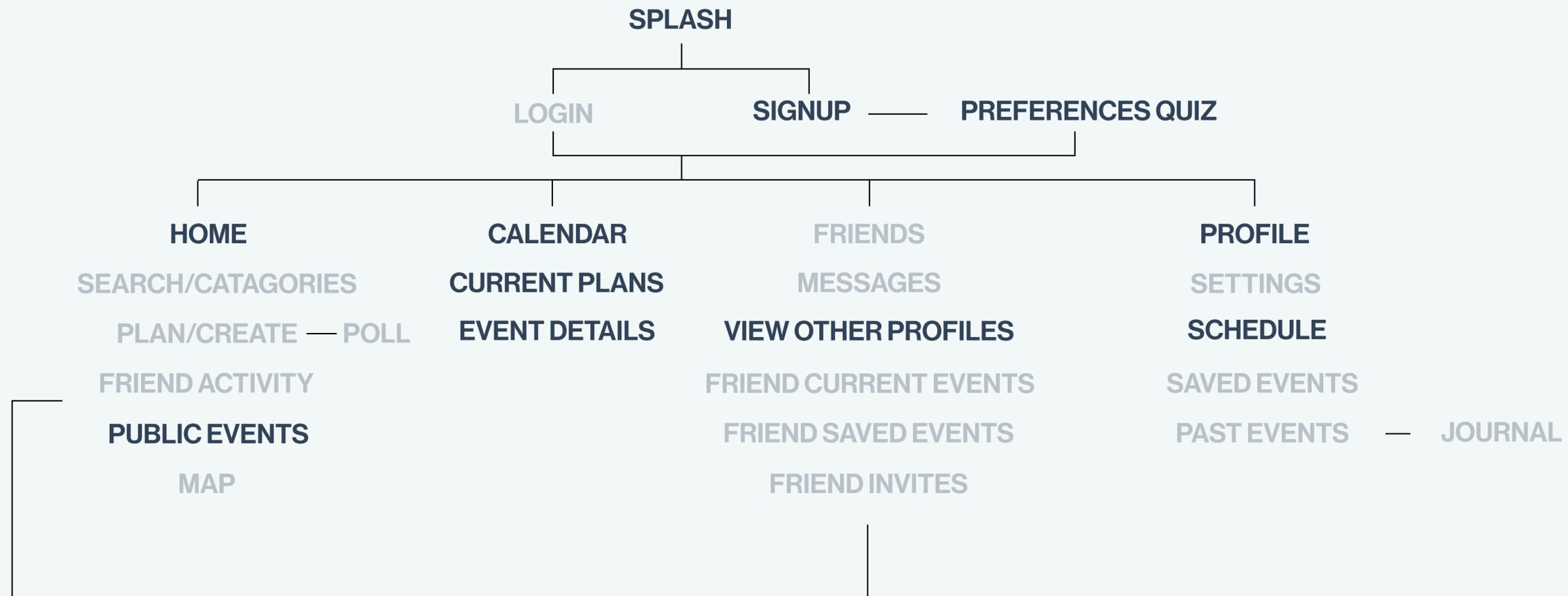
2. Clicks on Friends saved events, & checks out event details for 'A Night at the Opera'

3. Goes to the planning page, creates a dinner & opera plan, sends out a poll to choose the restaurant

4. adds the newly created plan to her calendar



# Terry's Journey



1. Gets home from class and downloads Spark Signs up, takes preferences quiz and checks out local events

2. Views the event details to read description and see who is signed up. he also adds the plan to his schedules and checks out others' schedules

3. Sets up the rest of his profile so others who find his account can read his bio

4. Checks back with his current plans and looks forward to the days to come!



*Scope*

# Scope

## Features & Functions

### Sign in

- Username and password
- Login
- Sign up
  - New users can select their activity preferences

### Plan, Join, Discover Page

- Create & Publish events to select people
- See friend activity and events
- Browse local events/ activities

### Calendar

- Input user schedules
- Share with friends
- Filter which schedules you want to see/share

### Personal Reflection

- View past activities
- Record event memories
- Note function

### Friends Page

- Scroll through friends list
- Click on friends' profiles to view calendar/schedule

### Manage Current Plans

- Browse events you are attending
- See detailed information about events
- View signed up members and their profiles
- Map to show destination and estimated commute time

# Design Criteria

MoSCoW Model

must have

## Cross Schedule Tracking

Users can input their daily schedules to group forums to mitigate schedule conflicts.

## Event Creation

Create events/meetups and send invites to users of your choice in a matter of seconds.

## Connectivity

Get connected with people you want to or already know using in-app features that help nourish your relationships.

## Personalization

Get suggested events based on preferences, needs, and wants defined by criteria unique to each user.

should have

## Budget Awareness

Gives you cost-efficient based options based on you and your group's budget

## Event Ratings & Reviews

Allows users to rate and review activities to help others make informed decisions.

## Activity Log

Keep a memo of each activity you do so you can refer back to it to decide if you want to do it again. Could aid in curating activities.

## Notification System

Implement a notification system to remind users of planned activities and inform them about new relevant suggestions.

could have

## In-App Booking

Booking and purchasing through the app so that every thing is in one centralized place

## Customized Filters

Provide filters to refine suggestions based on specific interests, preferences, and the size of the group.

## Friend Details

View and explore when friends plan, join and save certain events on SPARK!

won't have

## Pay To download

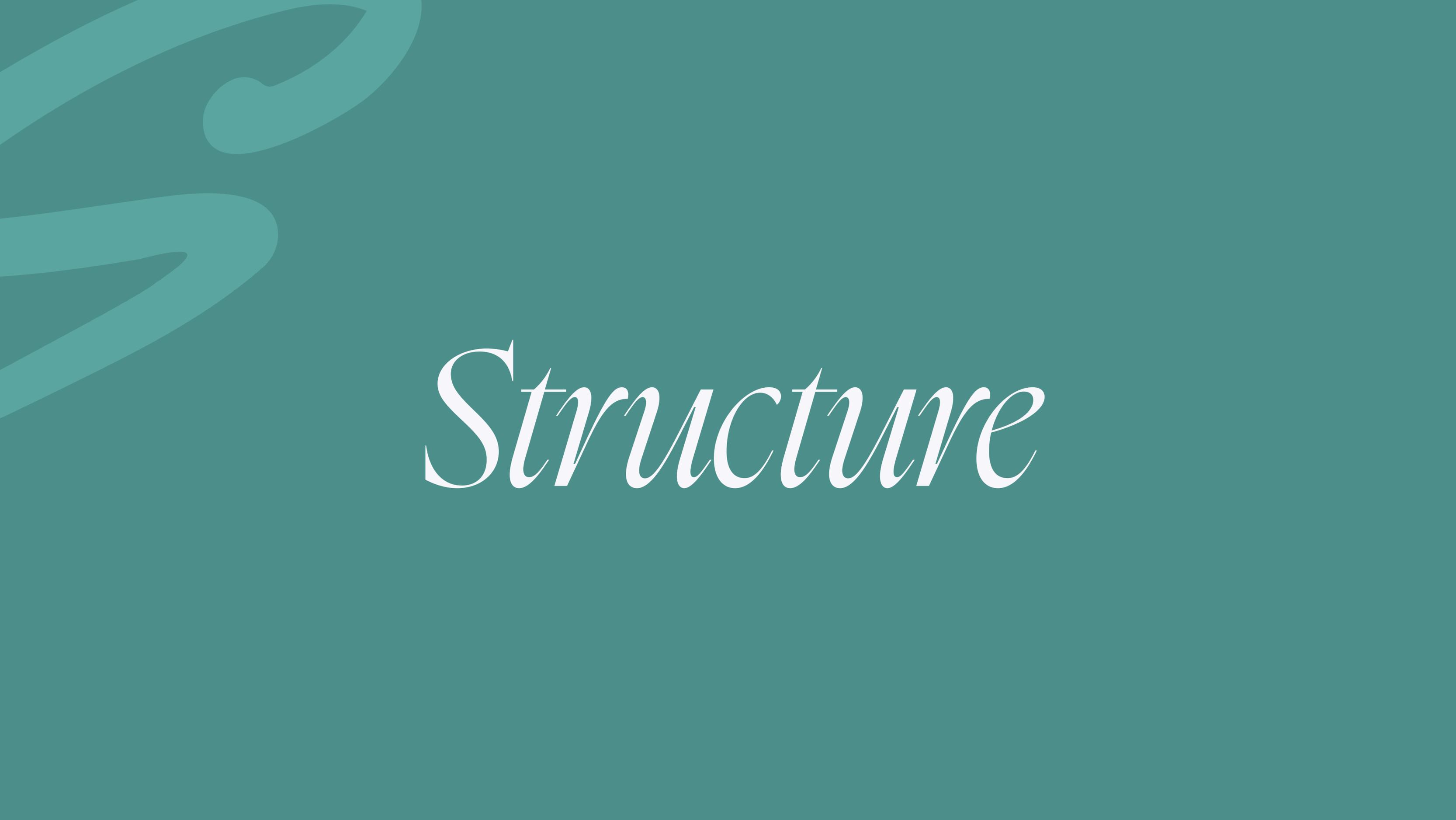
There should be free features within the app so that people don't feel pressured to spend money.

## Unrelated Content

Experiences should be curated, everything that is being suggested should be things the user is actually interested in

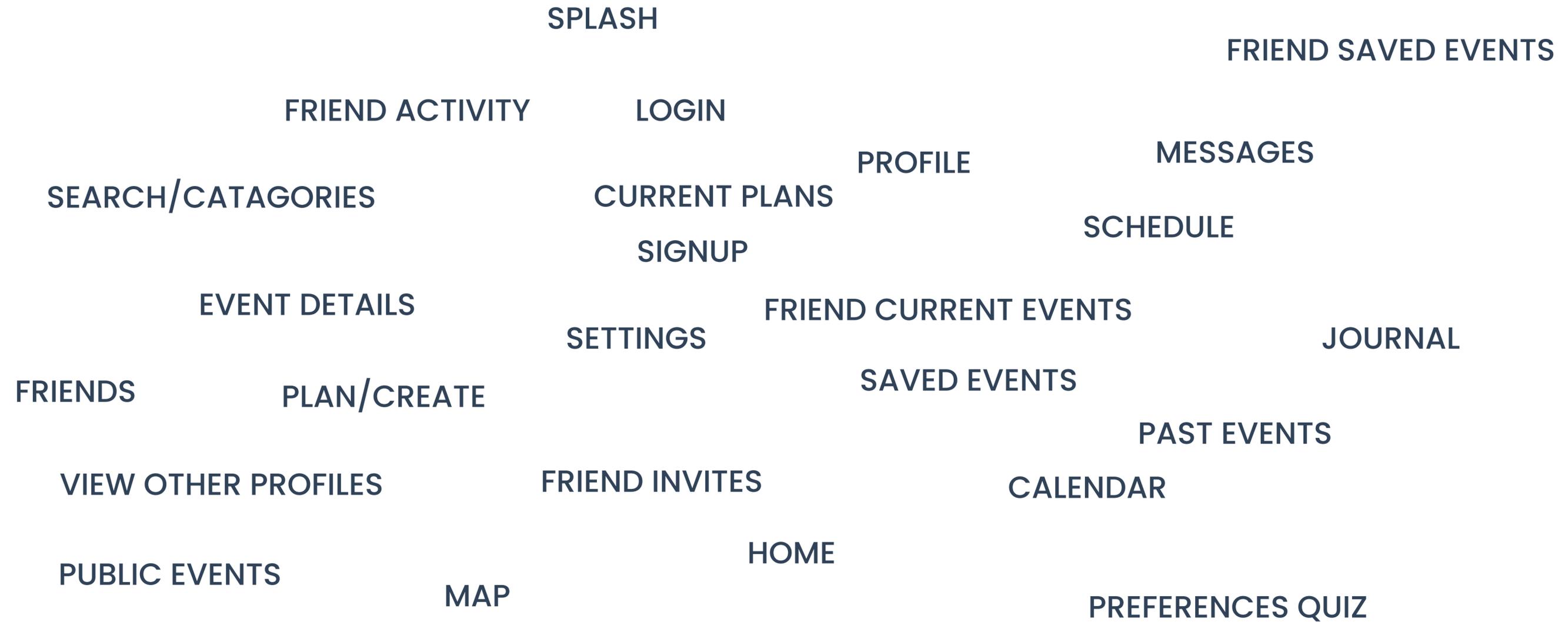
## Over Interaction

Design should be streamlined, app should not slow down the user's purpose.



*Structure*

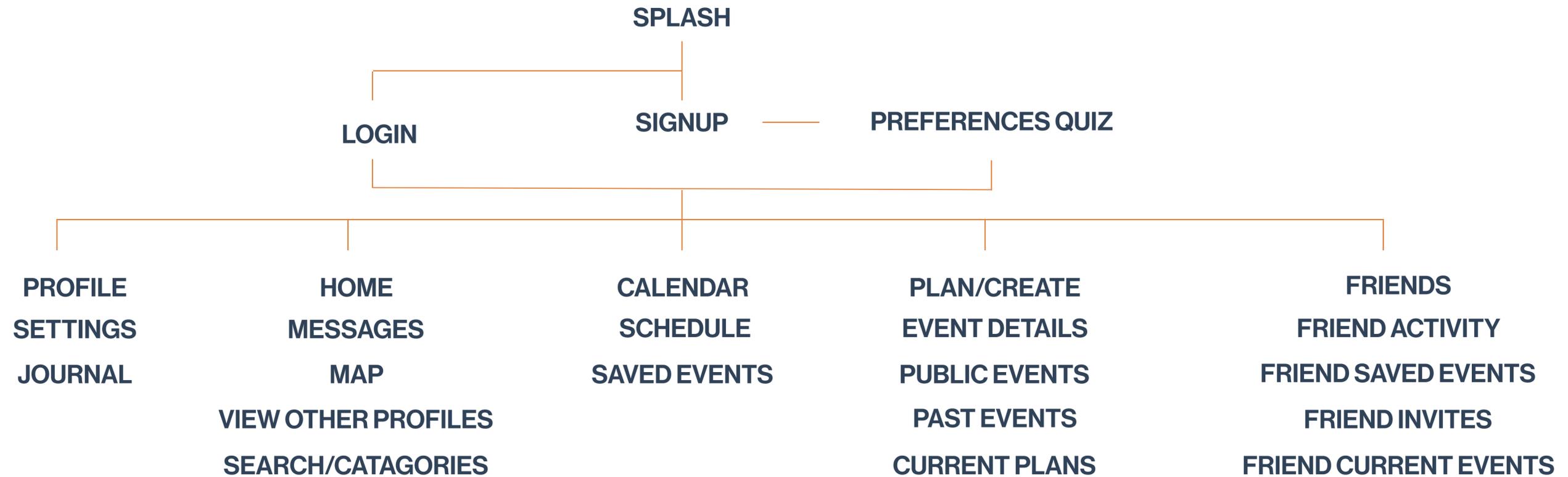
# *User Testing*

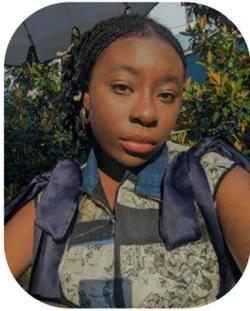




# User Testing

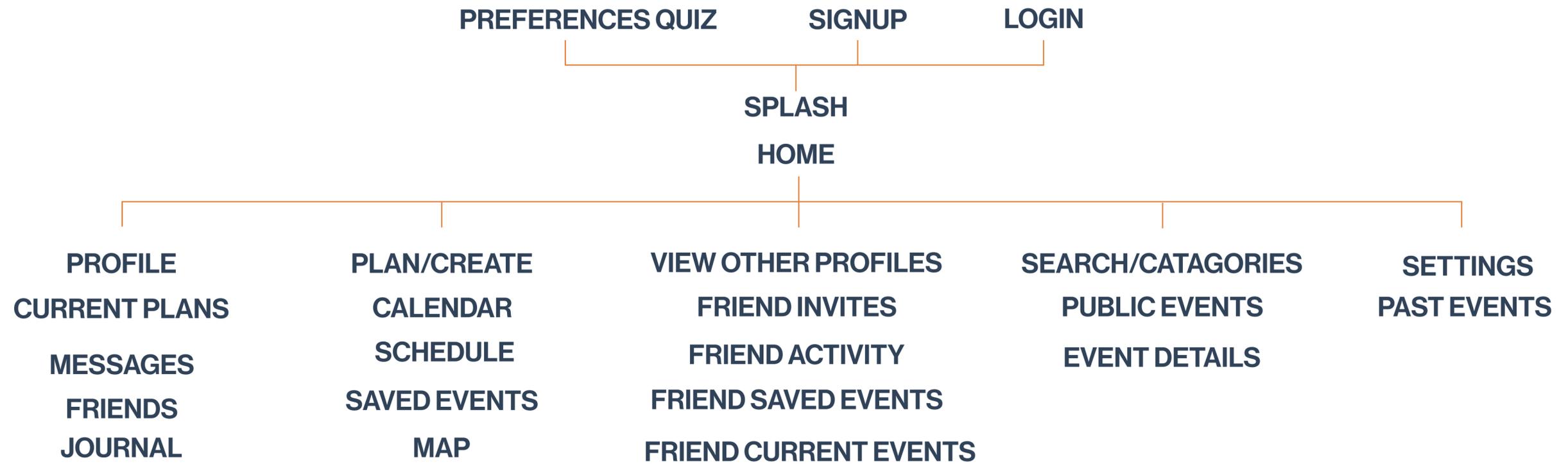
Will Longenecker





# User Testing

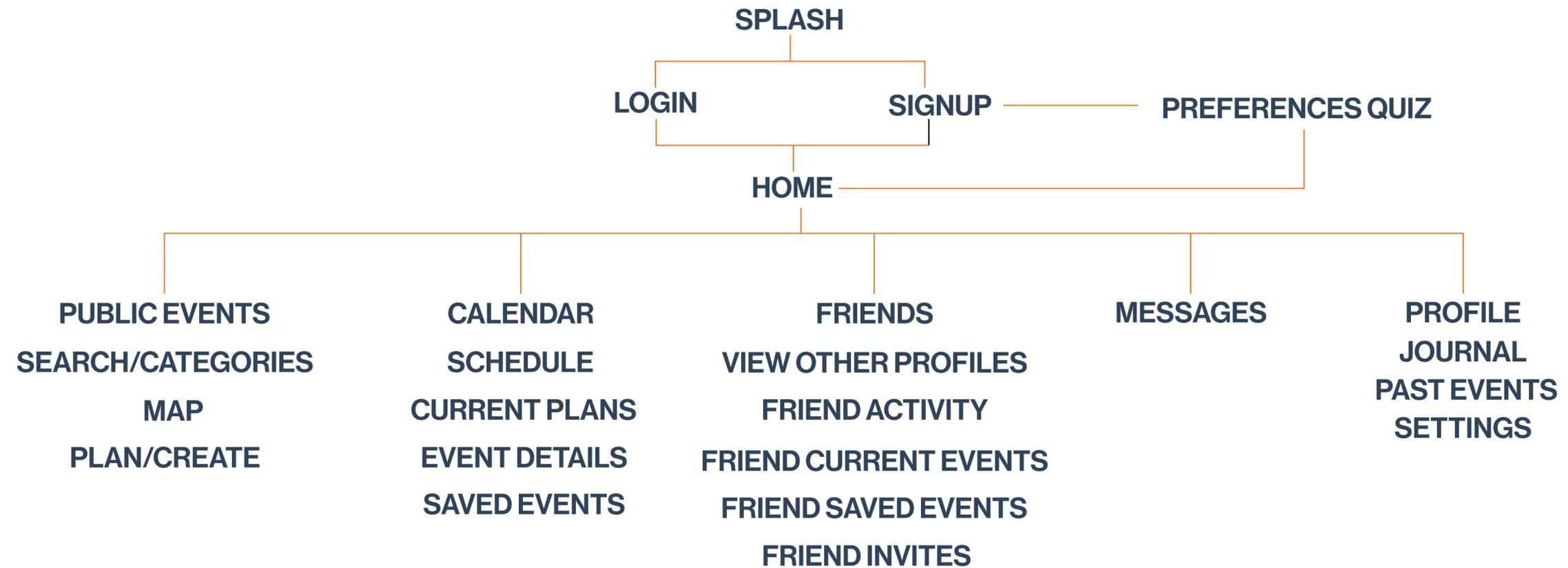
Bri Shufford



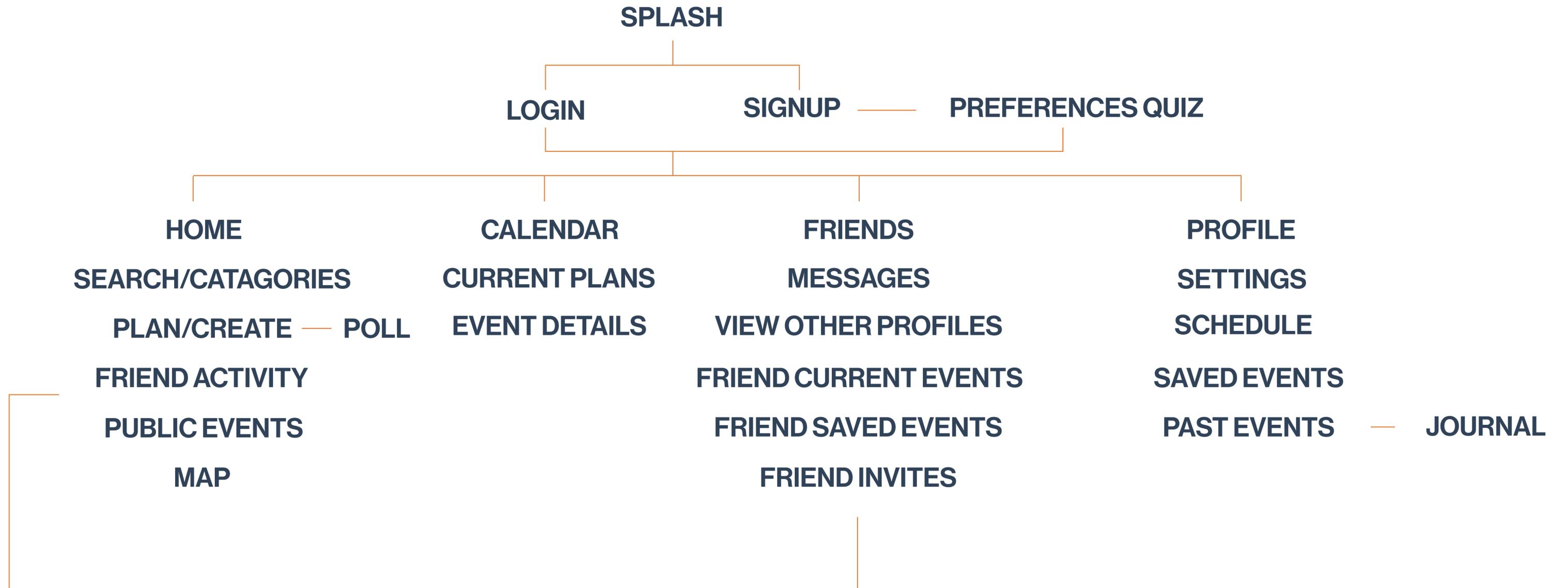


# User Testing

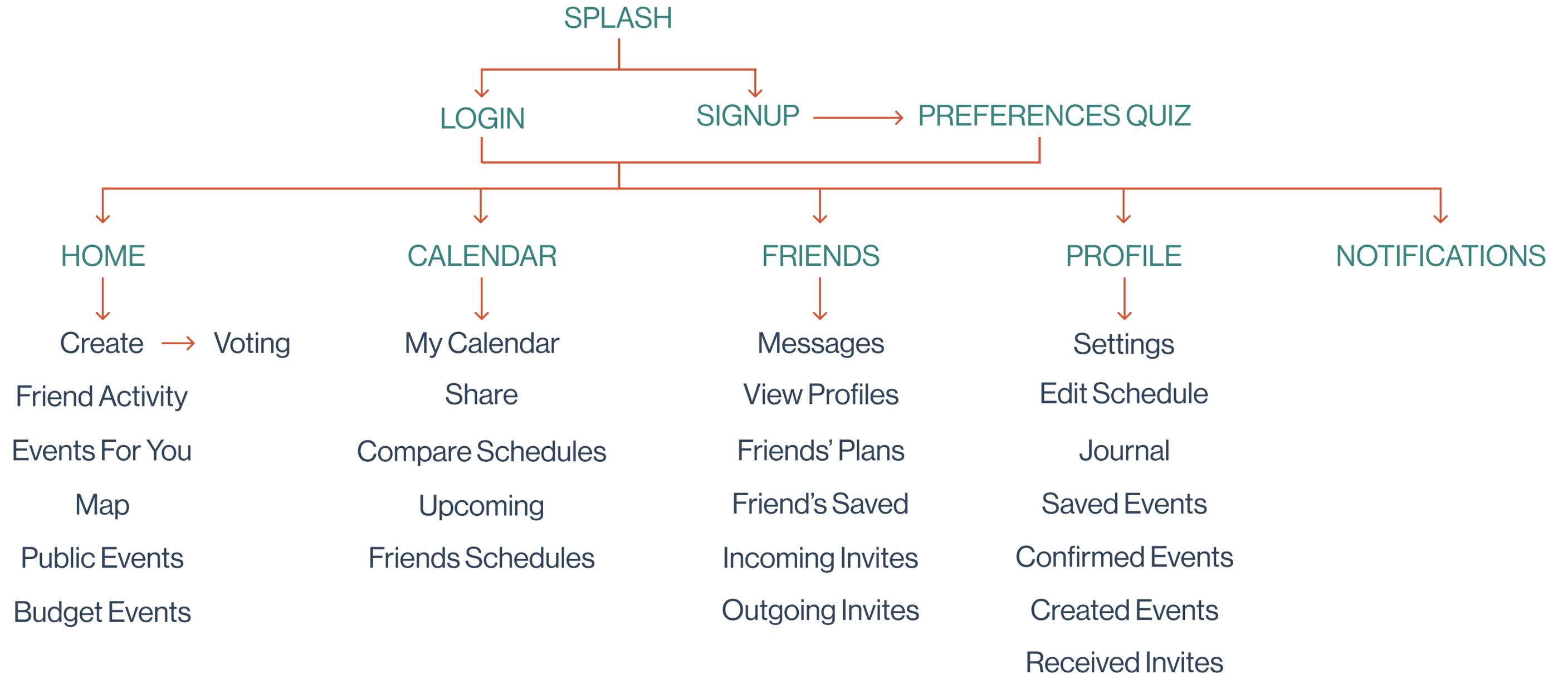
Samantha Rutkowski



# Mid-Point Structure



# Final Structure

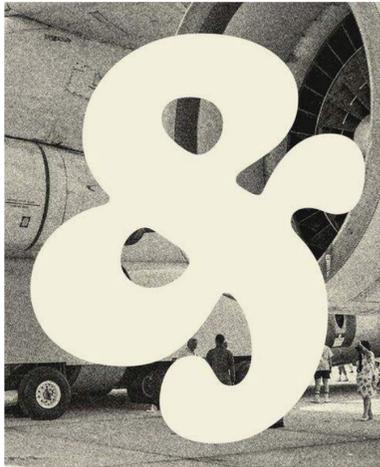
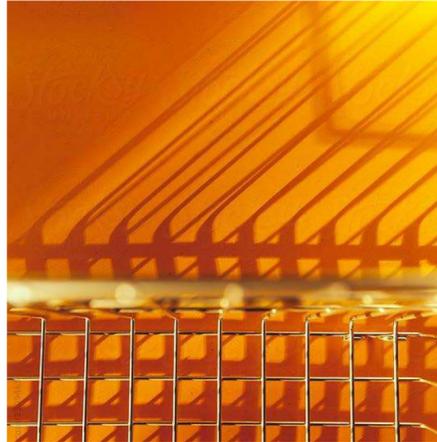




*Branding*

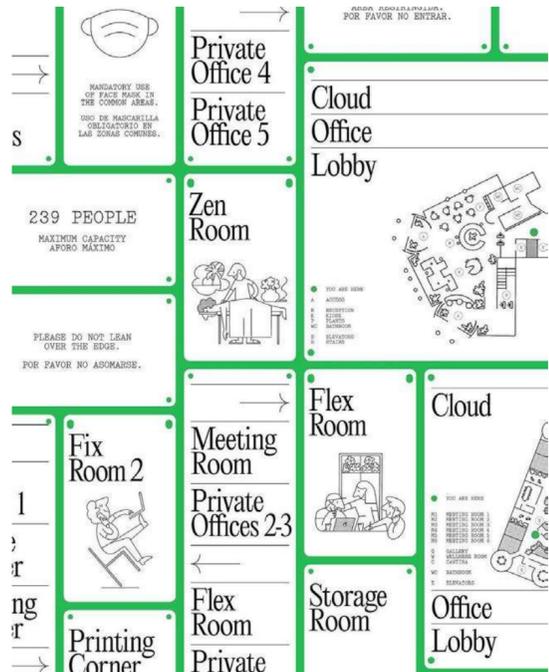
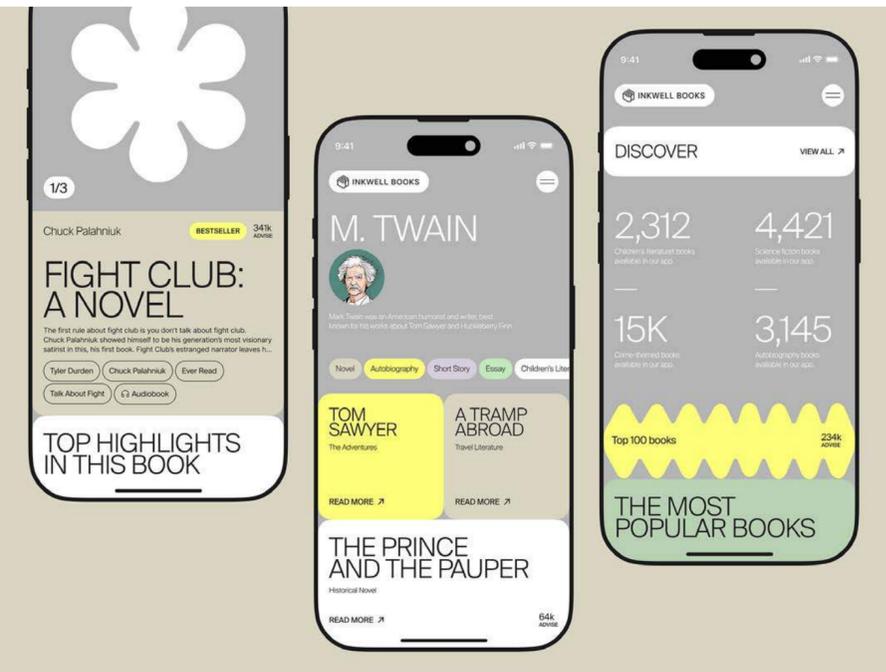
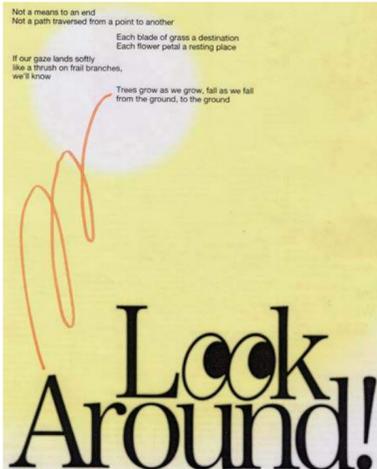
# Moodboard 1: Amber Vacation

Fresh / Funky / Exciting / Passionate

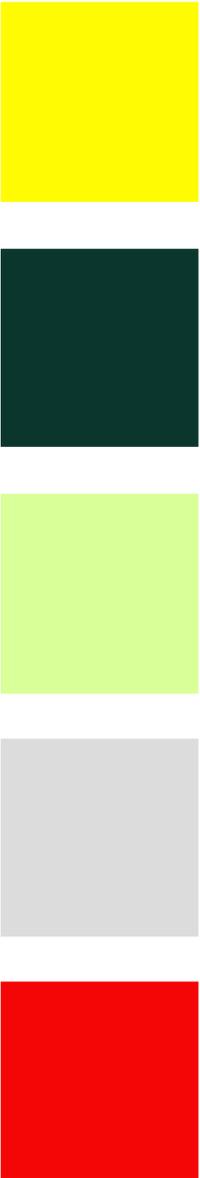
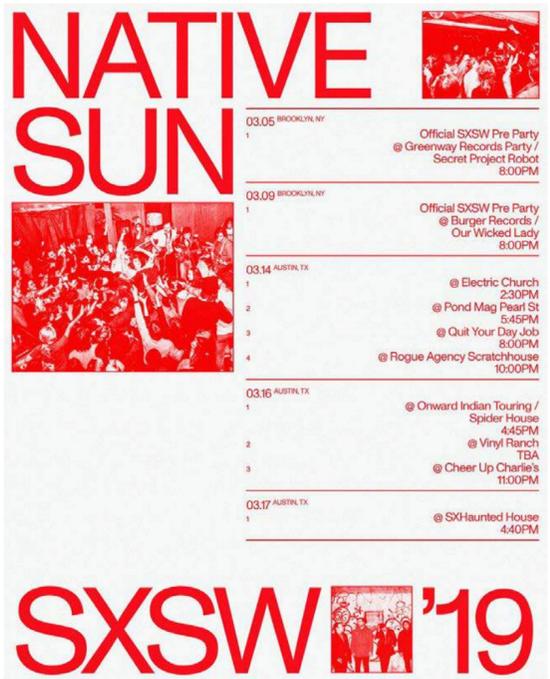


# Moodboard 1: Cool & Casual

Contemporary / Clean / Dynamic



# Remi



# Moodboard 1: Dawn & Dusk

Serene / Organic / Tranquil



# Visual Ideation

## Type & Logo Development

Nyght serif \_\_\_\_\_ *This is a Title*

Neue Haas Grotesk \_\_\_\_\_ **This is a Sub Title**

Satoshi \_\_\_\_\_ This is some really awesome body copy that is telling you to pick up a damn book!

wagon \_\_\_\_\_ *this is a title*

Aktiv Grtoesk Ex \_\_\_\_\_ **This is a Sub Title**

Hiragno \_\_\_\_\_ This is some really awesome body copy that is telling you to pick up a damn book!

Ortica Linear \_\_\_\_\_ **This is a Title**

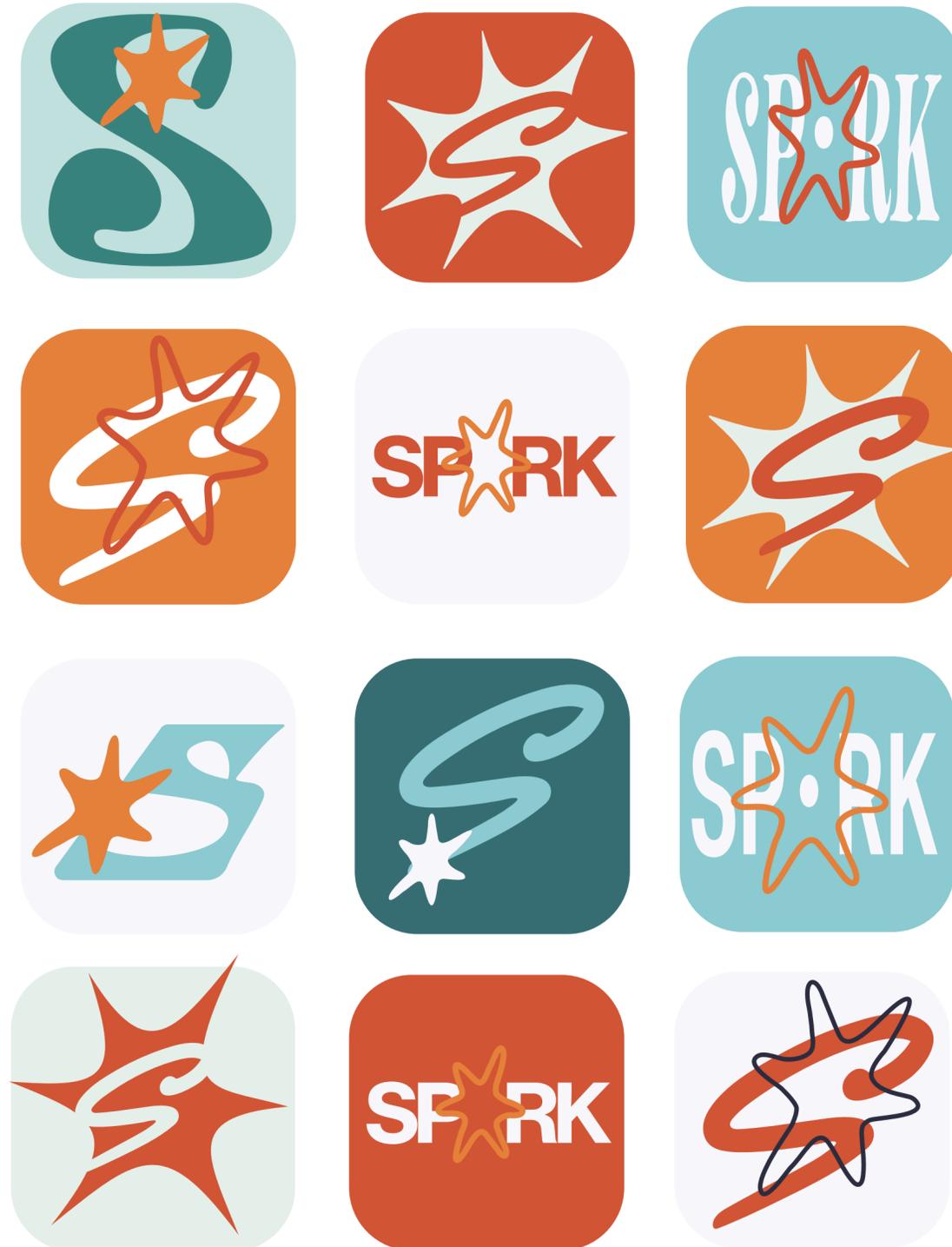
Bodoni 72 \_\_\_\_\_ *This is a Sub Title*

Be Vietnam \_\_\_\_\_ This is some really awesome body copy that is telling you to pick up a damn book!

Ortica Linear \_\_\_\_\_ **This is a Title**

Hirigano \_\_\_\_\_ **This is a Sub Title**

Neue Haas Grotesk \_\_\_\_\_ This is some really awesome body copy that is telling you to pick up a damn book!





APP ICON



COMBINATION MARK

Nyght serif

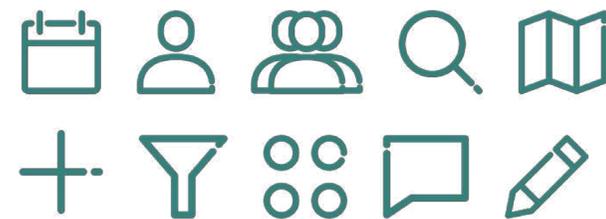
*This is a Title*

Neue Haas Grotesk

**This is a Sub Title**

Satoshi

This is some really awesome body copy that is telling you to pick up a damn book!



ICONS



EVENTS

PRIMARY & SECONDARY  
BUTTONS

PAST EVENTS



#BFE0DD

#38827D

#E4803A

#D15434

#21262D

#F7F7FB

**SPARK**



# *Lo-Fi Testing*

# Wireframes

Low Fidelity

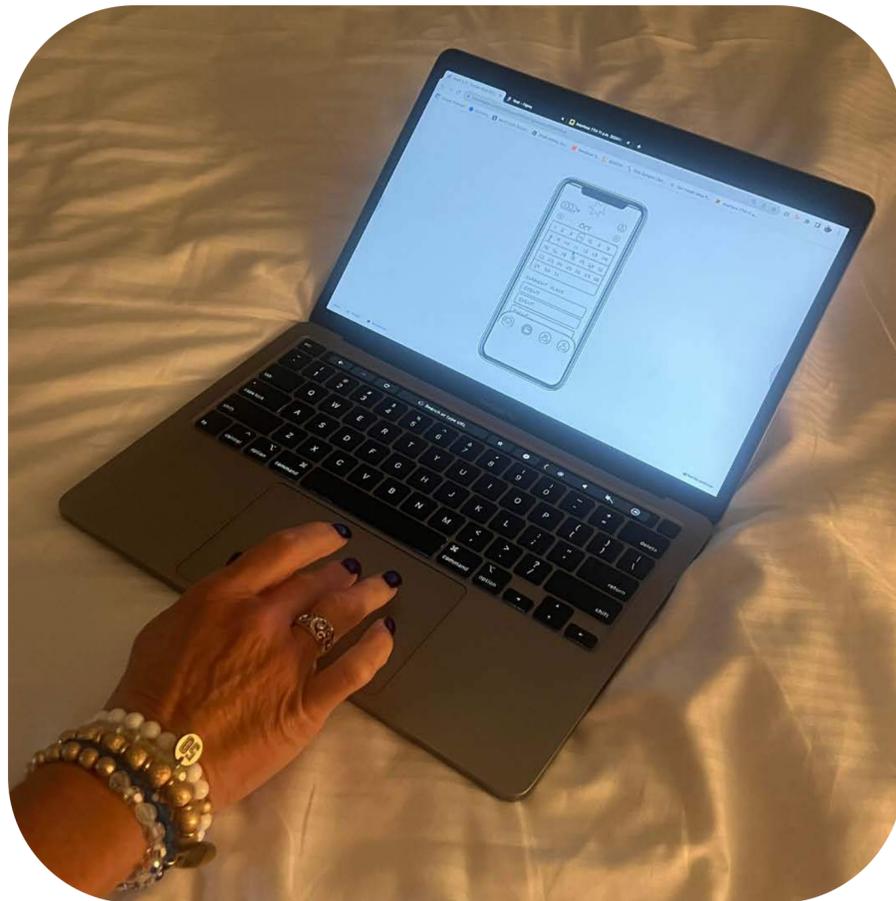




# Sherri

Lo-Fi User Test #1

**Mainstreamer** • Willing Adopter • Expert



## User Feedback

- Button to go to all public events was confusing
- Liked the rounded rectangle design and layouts
- Edit schedule was confusing. Suggested icon usage.

## Administrator Notes

- Sherri didn't know whether to click save or back on the input schedule page.
- She took a while to browse the event details page.
- She confused the friends page icon and the profile icon.
- She struggled to get the hang of how to use the software for an illustrated mockup.

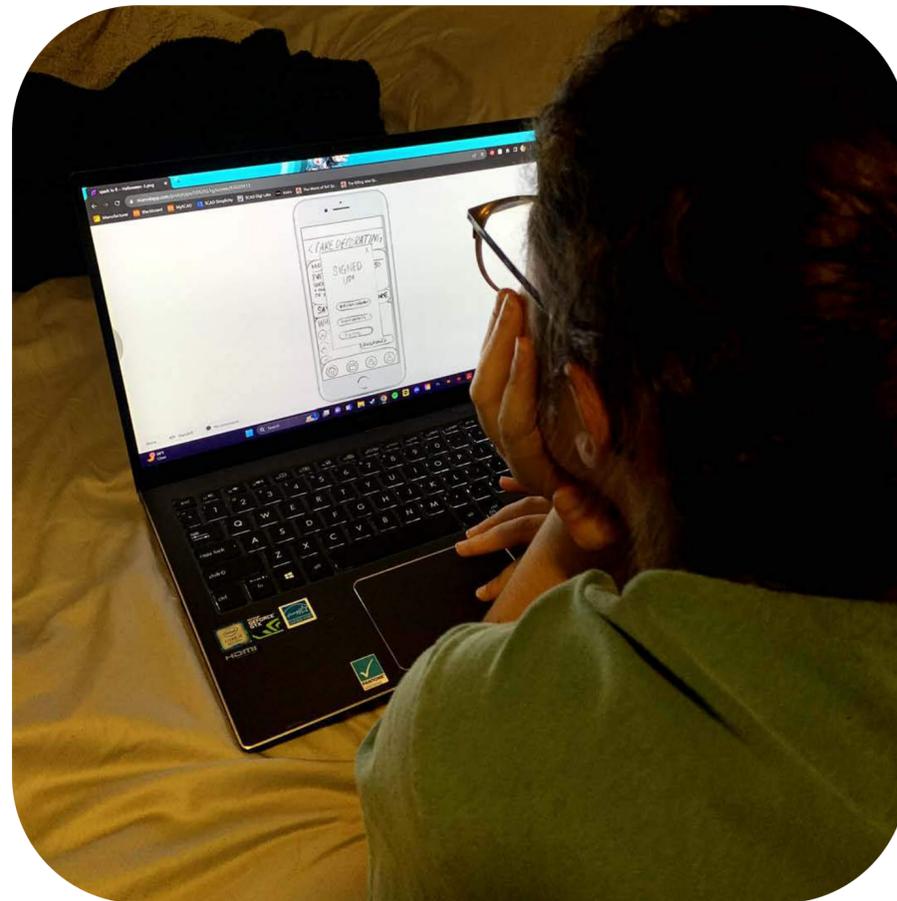
[Watch Sherri's User Journey \*HERE\*](#)



# Samantha Rutkowski

Lo-Fi User Test #2

**Mainstreamer** • Willing Adopter • Expert



## User Feedback

- Slightly difficult to navigate to the all public events page
- Likes the scroll idea, but the functionality might be a bit difficult to show through a lo-fi prototype
- Should have a way to edit schedule within the calendar page as well
- Rounded rectangle spacing is inconsistent between screens

## Administrator Notes

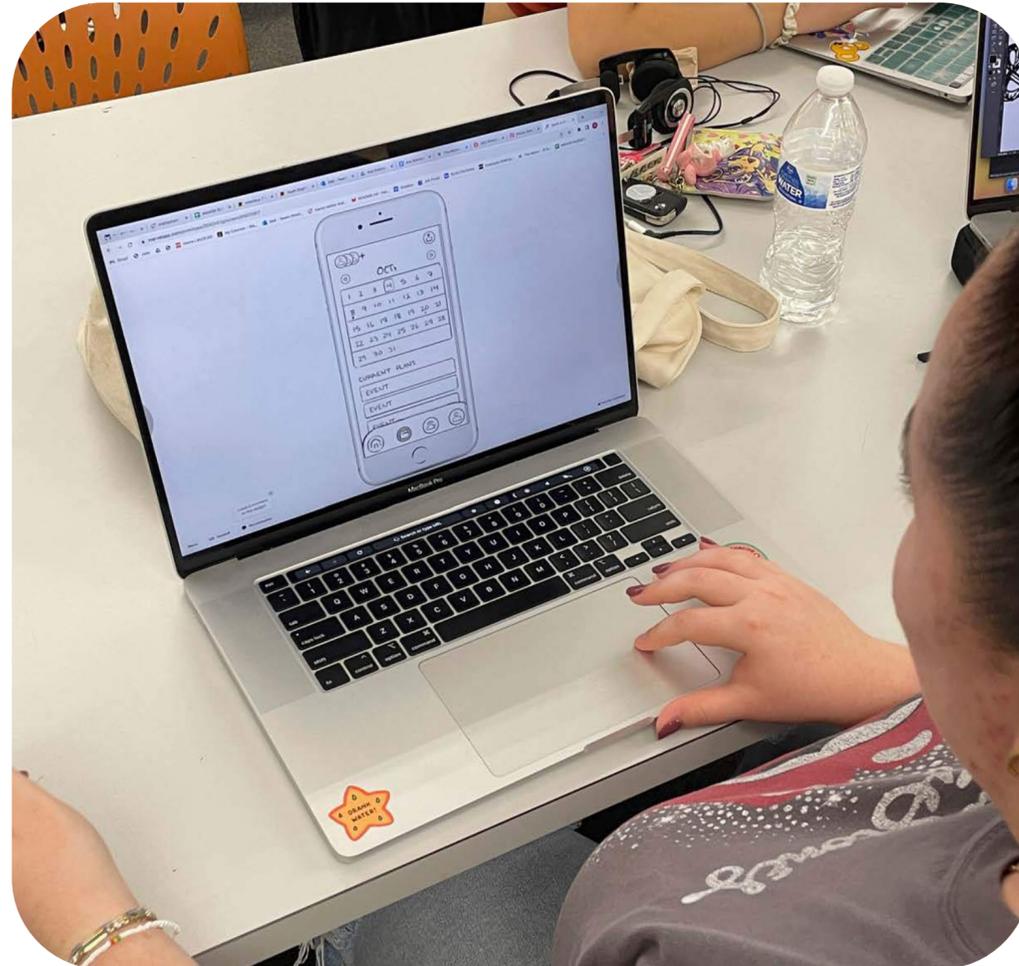
- Maybe make the “public events”, “friend activity”, and “map” texts clickable for easier navigation
- Add “edit schedule” button next to “current plans” in the calendar page
- Make rounded rectangle spacing consistent on all screens



# May Avramovitz

Lo-Fi User Test #3

Mainstreamer • **Willing Adopter** • Expert



## User Feedback

- event details feels cluttered: incorporating hamburger menu for save/signup share
- clicking on date on calendar was confusing when it brought tester back to the event details
- journal page is confusing initially, tester found it out eventually though
- for category buttons on home page add a search function so they don't have to scroll through all the categories

## Administrator Notes

- The tester flowed through the screens pretty easily, she was able to navigate certain things without me having to prompt her
- there were only miscellaneous notes about adding certain things like search bars and hamburger menus



# *Marketing Video*

# Marketing Video

Final Story Board

Outside



title Card



1st Person Expression



text "So what are we doing?"



second person "I dk"



3rd Person "park?"



1st Person "Coffee"



2nd Person "I just did that"



split shot of eyes they're worried



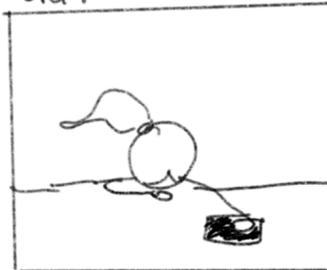
1st Person throws phone



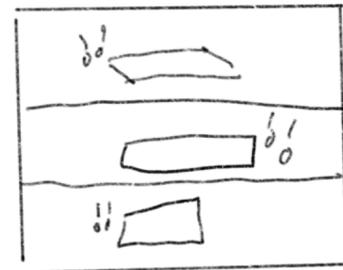
2nd Person Slumps



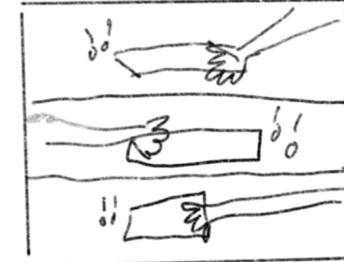
3rd Person set phone down



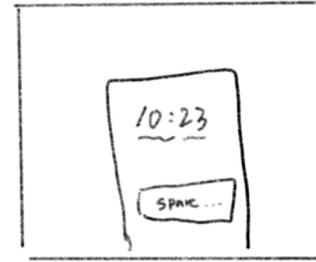
Split Screen Phone Alert!



Split Screen Phone Grab!



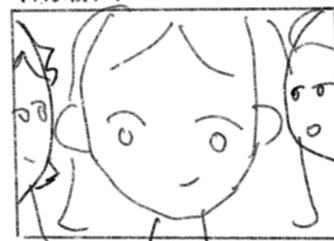
SPARK notification phone



1st Person looking @ phone



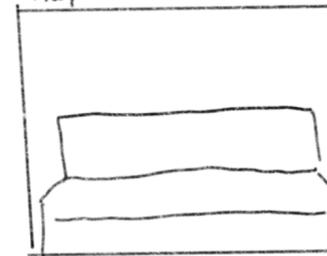
friends peek in



Zoomout of friends



they leave - empty couch



End. Card w/ Slogan

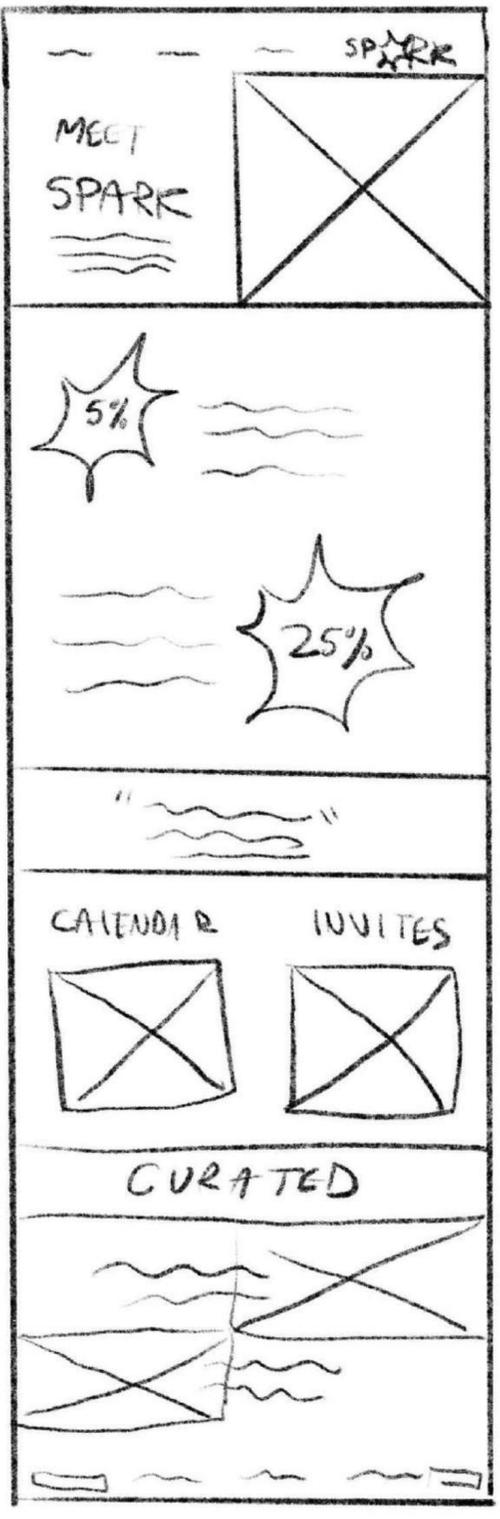
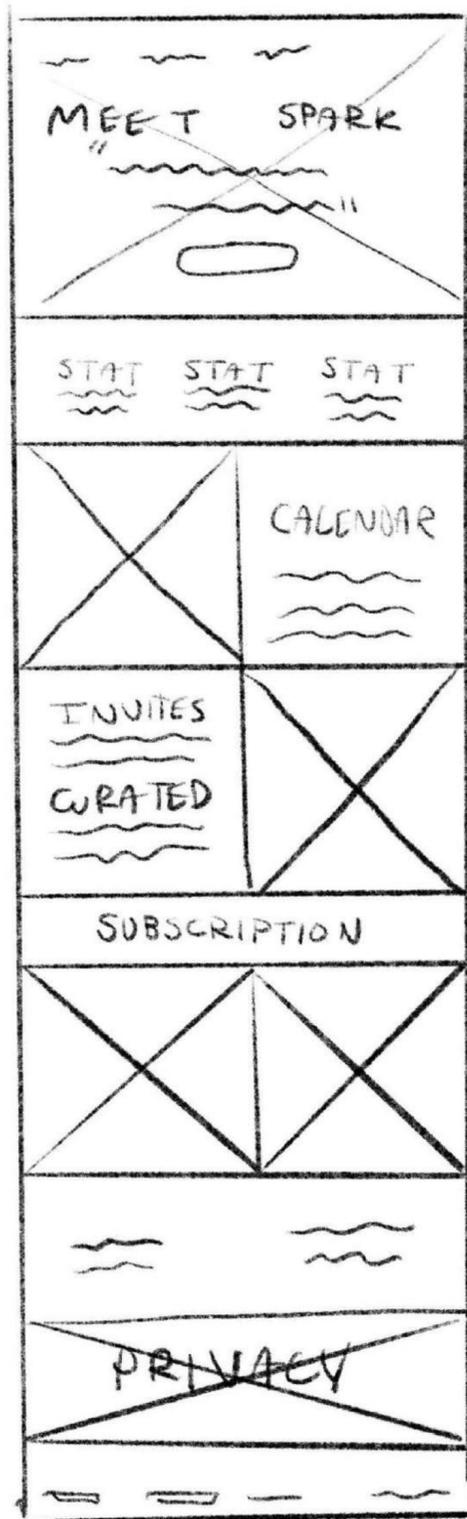




*Landing Page*

# Landing Page

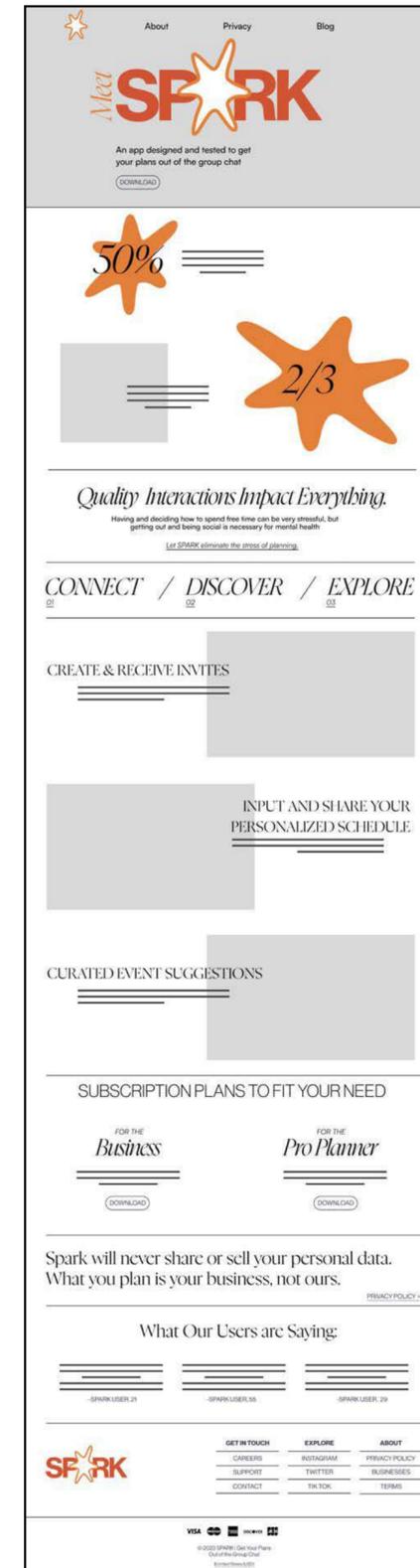
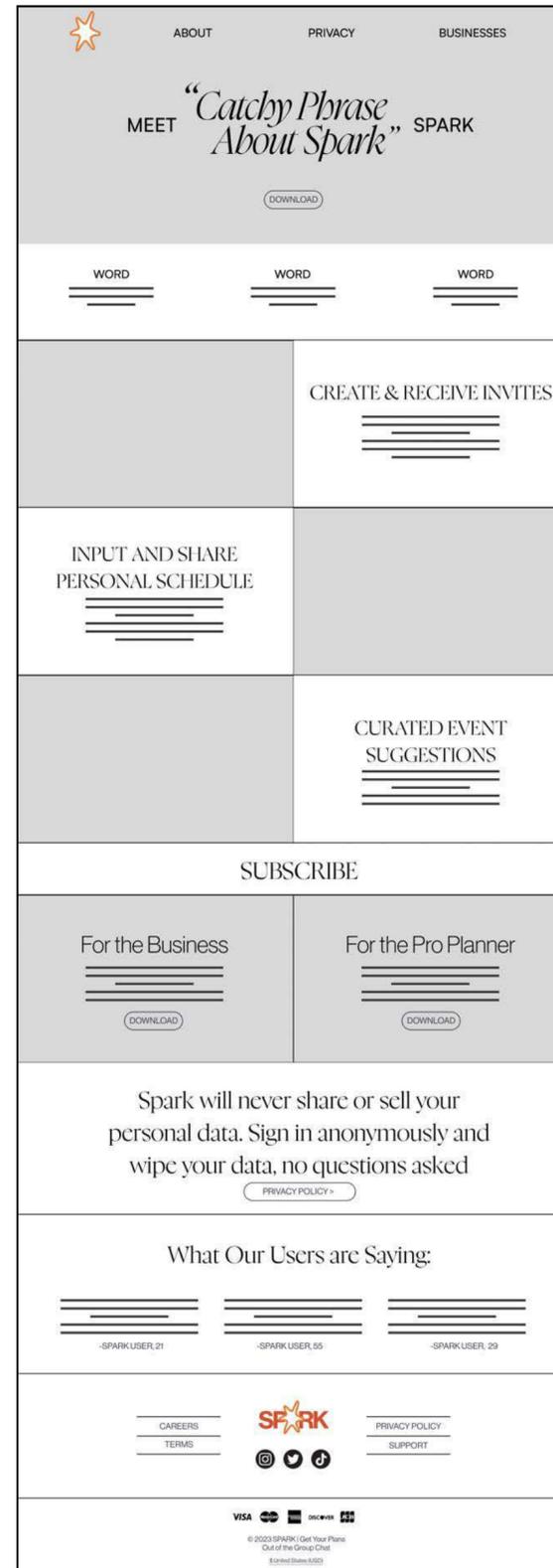
Initial Sketching



miro

# Landing Page

Mid-Fi Developments



# Landing Page

Hi-Fi Developments

☆ ABOUT PRIVACY BLOG

## Meet SPARK

An app designed and tested to get your plans out of the group chat

DOWNLOAD

*Quality Interactions Impact Everything.*

Having and deciding how to spend free time can be very stressful, but getting out and being social is necessary for mental health.

[Let SPARK alleviate the stress of planning.](#)

SUBSCRIPTION PLANS TO FIT YOUR NEED SUBSCRIPTION PLANS TO FIT YOUR NEED SUBSCRIPTION PLANS TO FIT YOUR NEED

FOR THE *Business*

Register your business, boost your business, and get promoted in your local area. Access viewer statistics

DOWNLOAD

FOR THE *Pro Planner*

Access to advanced features including exclusive event planning, public planning, and peer voting feature.

DOWNLOAD

**Spark will never share or sell your personal data. What you plan is your business, not ours.**

[PRIVACY POLICY](#)

### What Our Users are Saying:

This is a truly brilliant app. I moved to a new city recently and I've found SPARK to be an extraordinarily helpful and exciting way to explore it.

-SPARK USER, 21

I am a MEGA fan of SPARK! I feel like I have endless ideas for outings and love saving the places they share to my map so I can hit sweet spots whenever I'm exploring a new neighborhood.

-SPARK USER, 55

I absolutely love this app. I've been a long time user and am most impressed with the way they've improved the user experience over time.

-SPARK USER, 29

Connect / Discover / Explore

01 02 03

*Create and Receive Invites*

Connect with and meet friends via SPARK's networking and sharing solutions. Create and send events to your friends in a matter of seconds.



*Input & Share Your Personalized Schedule*

Connect with and meet friends via SPARK's networking and sharing solutions. Create and send events to your friends in a matter of seconds.



*Curated Event Suggestions*

Take our research backed preferences quiz and dive into SPARK's suggested events near you!



SPARK

<b>GET IN TOUCH</b>	<b>EXPLORE</b>	<b>ABOUT</b>
CAREERS	INSTAGRAM	PRIVACY POLICY
SUPPORT	TWITTER	BUSINESSES
CONTACT	TIKTOK	TERMS

© 2023 SPARK | Get Your Plans Out of the Group Chat

United States (USD)

Download on the App Store

☆ ABOUT PRIVACY BLOG

## Meet SPARK

An app designed and tested to get your plans out of the group chat

DOWNLOAD

*Quality Interactions Impact Everything.*

Having and deciding how to spend free time can be very stressful, but getting out and being social is necessary for mental health.

[Let SPARK alleviate the stress of planning.](#)

Connect / Discover / Explore

01 02 03

*Create and Receive Invites*

Connect with and meet friends via SPARK's networking and sharing solutions. Create and send events to your friends in a matter of seconds.



*Input & Share Your Personalized Schedule*

Connect with and meet friends via SPARK's networking and sharing solutions. Create and send events to your friends in a matter of seconds.



*Curated Event Suggestions*

Take our research backed preferences quiz and dive into SPARK's suggested events near you!



SUBSCRIPTION PLANS TO FIT YOUR NEED SUBSCRIPTION PLANS TO FIT YOUR NEED SUBSCRIPTION PLANS TO FIT YOUR NEED

FOR THE *Business*

Register your business, boost your business, and get promoted in your local area. Access viewer statistics

DOWNLOAD

FOR THE *Pro Planner*

Access to advanced features including exclusive event planning, public planning, and peer voting feature.

DOWNLOAD

**Spark will never share or sell your personal data. What you plan is your business, not ours.**

[PRIVACY POLICY](#)

### What Our Users are Saying:

This is a truly brilliant app. I moved to a new city recently and I've found SPARK to be an extraordinarily helpful and exciting way to explore it.

-SPARK USER, 21

I am a MEGA fan of SPARK! I feel like I have endless ideas for outings and love saving the places they share to my map so I can hit sweet spots whenever I'm exploring a new neighborhood.

-SPARK USER, 55

I absolutely love this app. I've been a long time user and am most impressed with the way they've improved the user experience over time.

-SPARK USER, 29

<b>GET IN TOUCH</b>	<b>EXPLORE</b>	<b>ABOUT</b>
CAREERS	INSTAGRAM	PRIVACY POLICY
SUPPORT	TWITTER	BUSINESSES
CONTACT	TIKTOK	TERMS

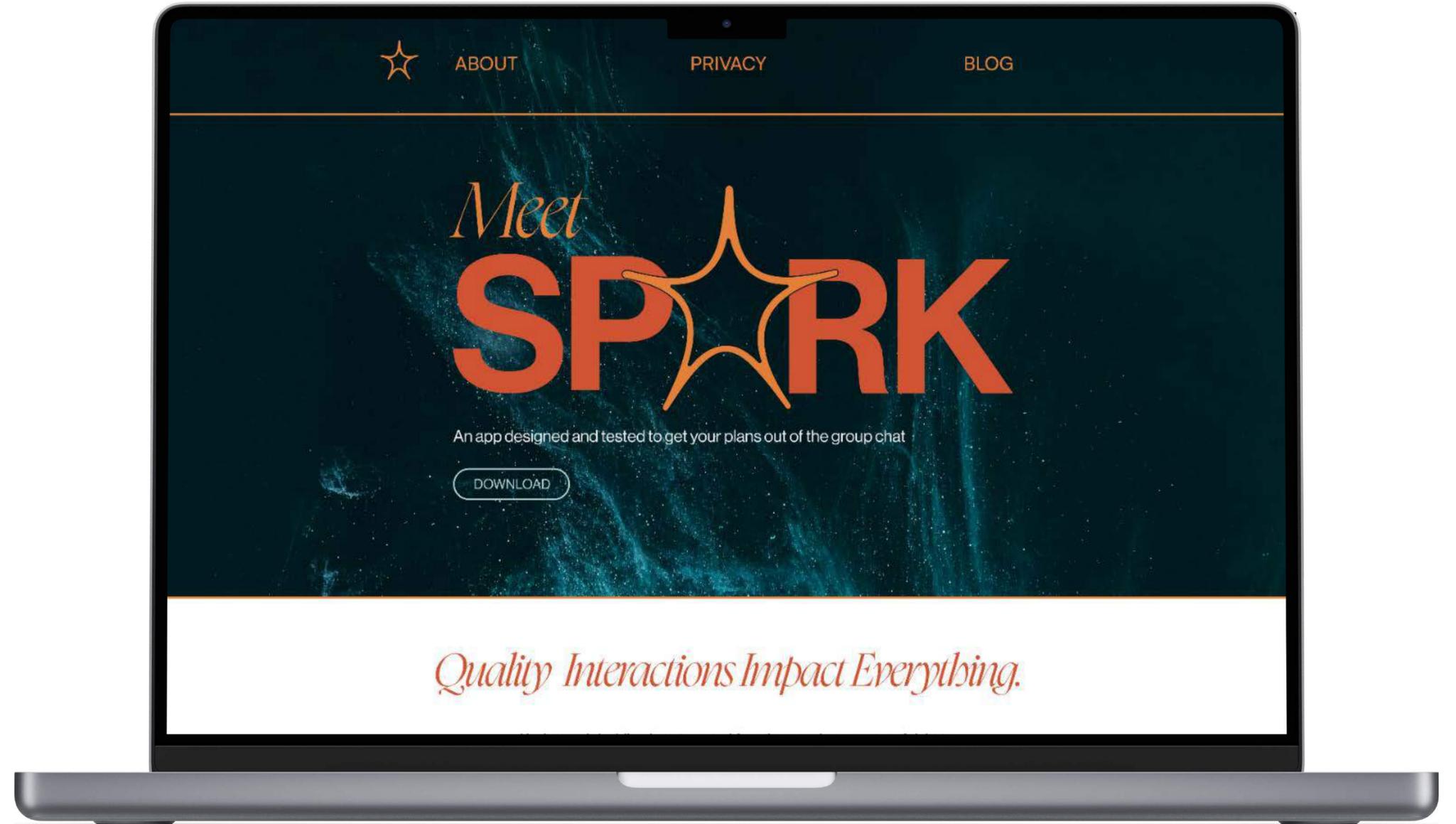
© 2023 SPARK | Get Your Plans Out of the Group Chat

United States (USD)

Download on the App Store

# Landing Page

Hi-Fi Developments





# *Micro Interactions*

# Micro Interactions

## Initial Sketching

### Ideation

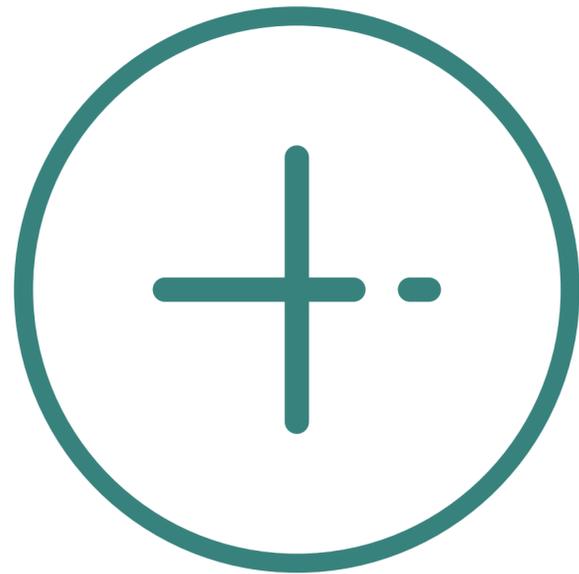
- “Create event” button animation to represent our slogan “it starts with a spark”
- Hold down on event to show “save”, “share”, “sign up”, and “block” options
- Animated home screen
- Animated status icons



# *Micro Interactions*

Final

## Button Interaction



## Splash Page Animation

SPARK



# *Mid-Fi Testing*

# Wireframes

Mid Fidelity





# Ilaria

Mid-Fi User Test #1

Mainstreamer • **Willing Adopter** • Expert



## User Feedback

- Thought it was very cool!
- Wants more screens to show how user interaction would change each of the screens

## Administrator Notes

- Ilaria understood the app her first time looking at it
- Proved that our target age group would understand the app layout and design
- Need some sort of indicator on the 'saved' and 'journal' tabs because she didn't immediately notice them.

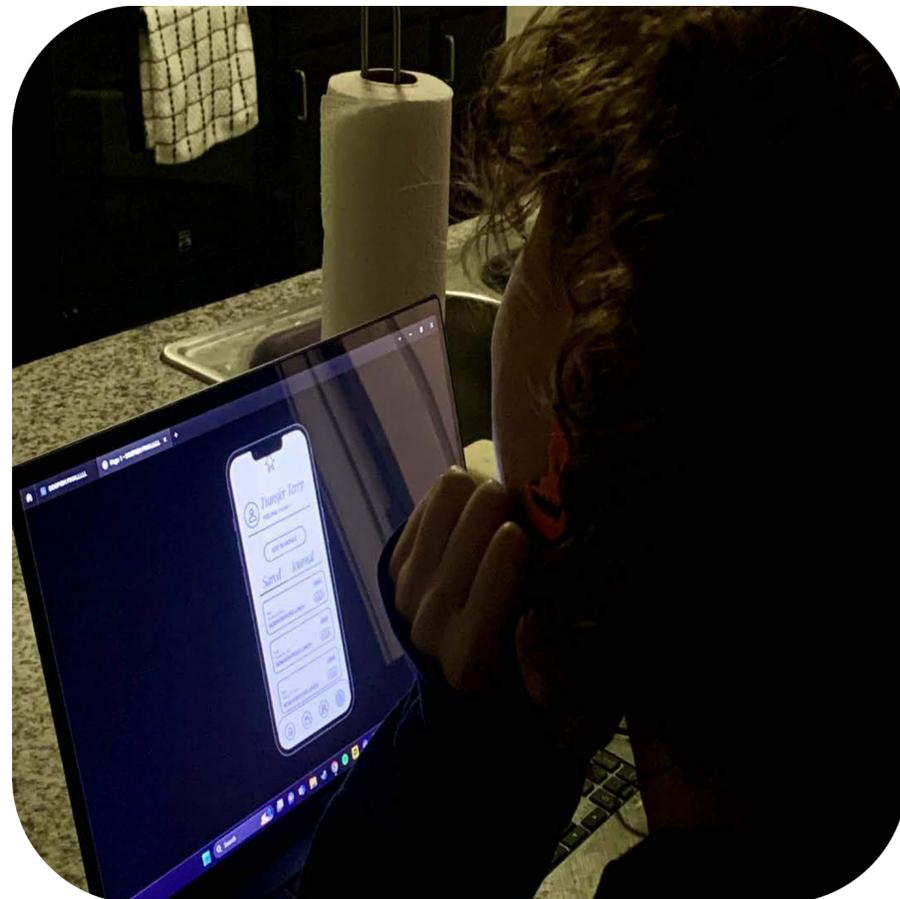
Watch Ilaria's User Journey [HERE](#)



# Avery Cooper

Mid-Fi User Test #2

**Mainstreamer** • Willing Adopter • Expert



## User Feedback

- Can't undo selection in quiz
- Really clean and easy to navigate layout
- Likes the use of no hard corners, makes everything look really friendly
- Could maybe add an outline around some buttons like the "view map" button to make design more consistent
- Would like to see more gray scale contrast to make things more visually interesting

## Administrator Notes

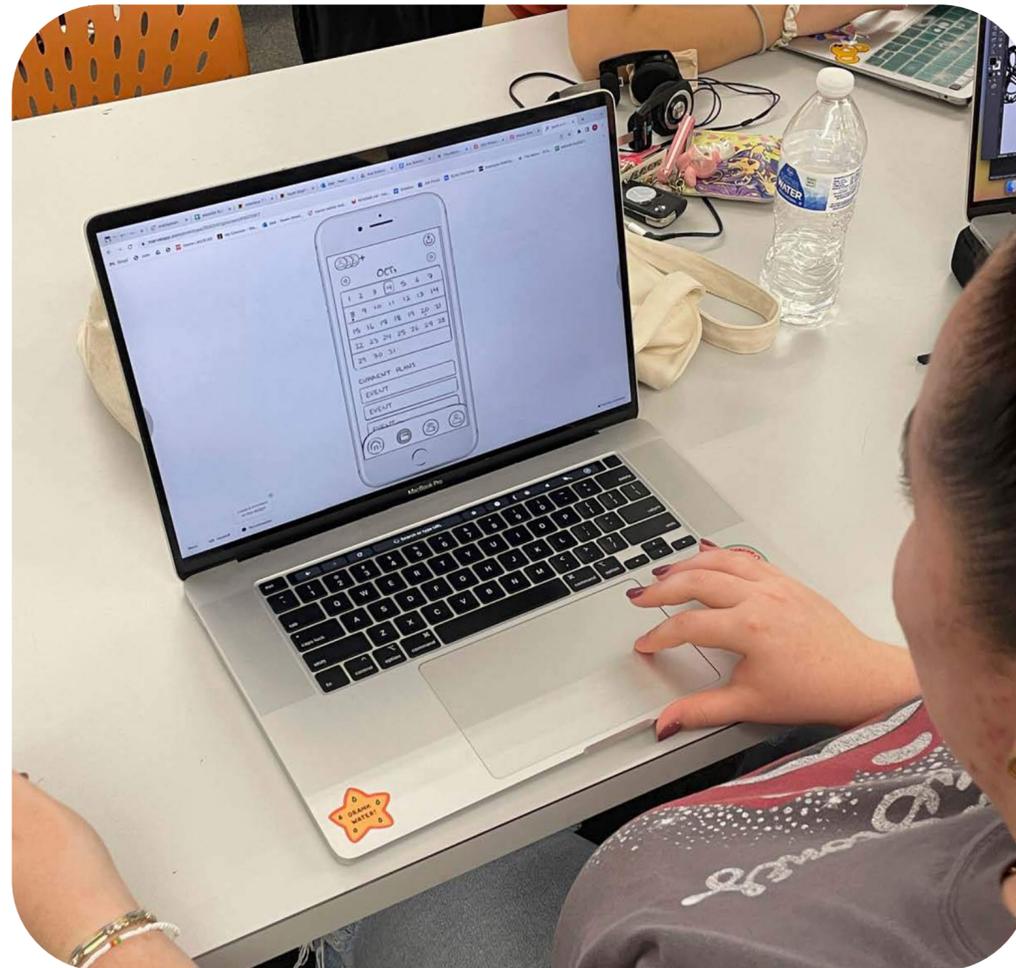
- Fix button interactions
- Maybe add an outline to all buttons or fix visual consistency in high-fis
- Keep color contrast in mind for high-fis



# Nikki Curry

Lo-Fi User Test #3

Mainstreamer • **Willing Adopter** • Expert



## User Feedback

- Can't go back and undo options
- Needs more screen to contextualize what's happening
- really liked the overall layout
- found design is very friendly and approachable

## Administrator Notes

- the user was able to flow through it pretty well, she didn't need much prompting it seemed pretty intuitive
- she was a fan of the design, she did wonder how colors were going to play a role in elevating this design



*Journey Maps:  
Future State*



# Broke Blair

Exploring a New Activity *with SPARK*

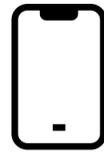
Activities

## Desire for a New Experience



Feeling a bit stressed from her busy schedule, wants to take a break from her routine.

## Researching Options



Uses SPARK to search for outdoor art activities curated just for her.

## Checks Bank Account



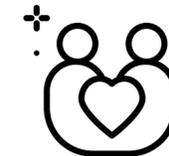
Finds several interesting activities, but realizes most of them are beyond her budget.

## Budget Friendly Options



Uses SPARK's "Budget Sparks" tab to find the perfect activity that falls within her budget without having to compromise on quality.

## Happy Experience



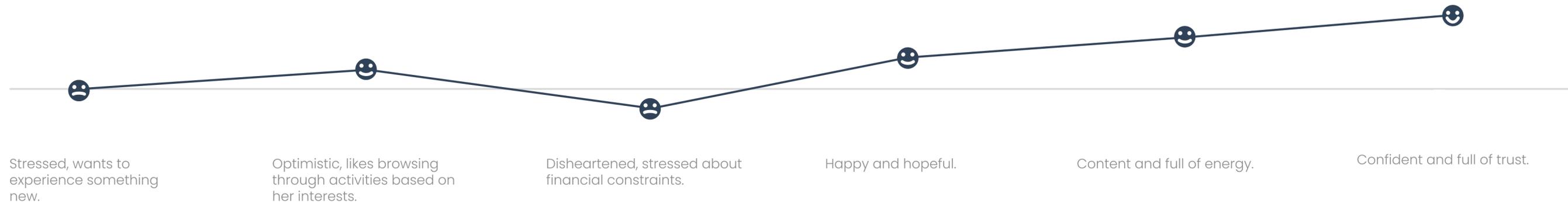
Attends the activity she chooses and finds that it has the charm and enjoyment she was hoping for.

## Greater Trust in Planning



Gains confidence in her ability to plan enjoyable activities on a budget. Looks forward to trying new things because of SPARK.

Feelings & Needs





# Empty Nester Nancy

Night With Friends using SPARK

Activities

## Early Bird Wake Up



is used to waking up early after all these years, more hours in the day she has to fill.

## Morning Coffee



She was able to find cute coffee place near thanks to spark, she meets up with some of her gal pals from the neighborhood

## Morning Walk



needs to partake in low impact activities so she takes a walk, she found a pretty walking trail near her home on spark

## Quick Lunch



meets husband on his lunch break at the nearby cafe. they are trying a new cafe that fits all of picky husband's needs

## Wind down



goes home to wind down after exciting morning, she also is getting ready for friday night plan her and her friends made on spark

## Card night With Friends



Meets her friends in downtown for a night at the opera

Feelings & Needs



tired, she's getting coffee and breakfast with some of the girls

happy, this is just the thing she needed to shake up her morning

invigorated, being in a new environment made her walk all the more exciting, she is feeling radiant after getting to experience the outdoors

relieved, picky husband loved the place! they got to try something new and had such a great time together

relaxed, she's taking a little time to herself before the big night that her friends were able to plan on the spark app

thrilled, she got to experience something new with all of her friends by her side



# Transfer Terry

Fourth Day of Class *With SPARK*

## Eager Wake Up



Jumps out of bed, gets ready for class, and dances around his apartment.

## Preparing for Class



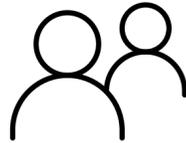
Gathers his completed assignments because he attended a spark organized study group yesterday.

## In Class Anxiety



Receives a large amount of homework

## Classmate Chat



Talks to his seat partner about homework, connects with him on SPARK & they share schedules

## Bus Ride Home



Terry takes the public bus home, and relaxes after class

## Invited to Study



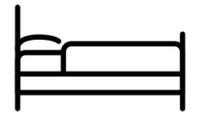
Receives an invite from classmate via SPARK for a study session tomorrow

## Netflix and Facetime



Answers a call from his friend from out of state and shares his plans before homework

## Productive Rest



Checks SPARK to make sure the plans went through, checks schedule for tomorrow

Activities

Feelings & Needs



Excited for a new day, he is full of happiness for the opportunities ahead.

Happy he was able to be social and get study help.

Feeling anxious about how much homework he has & how to do it

Excited to have added a friend and is looking forward to make plans

Feeling satisfied and ready to take on the assignments he just received

Happy to be invited to something social that will also help him with his school work.

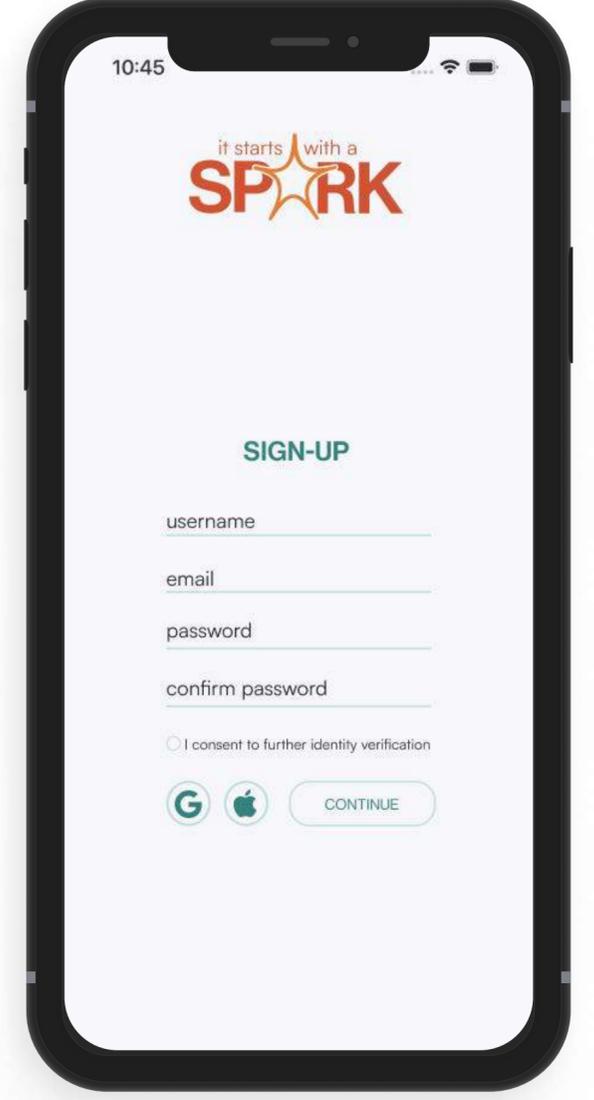
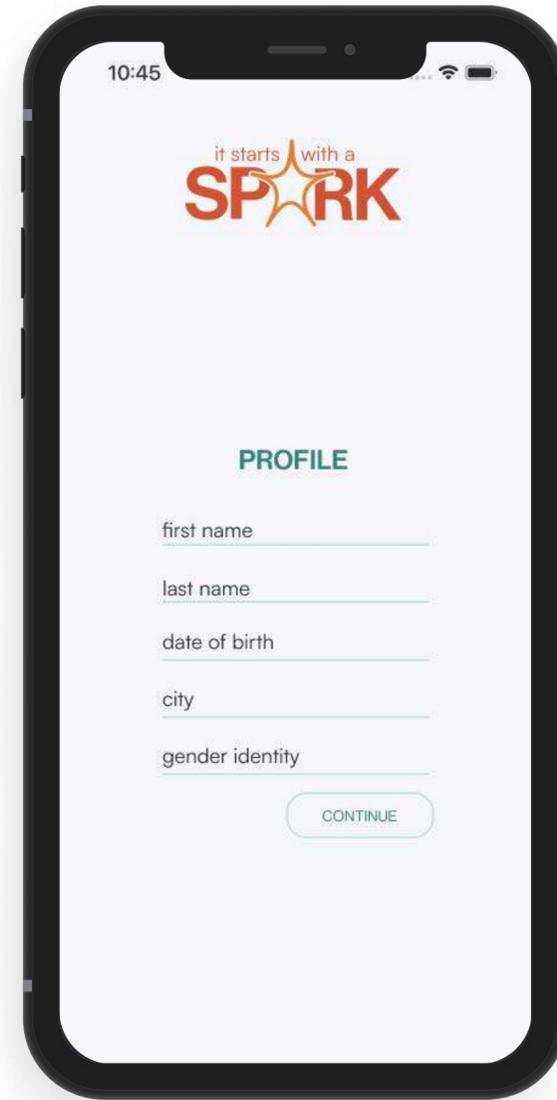
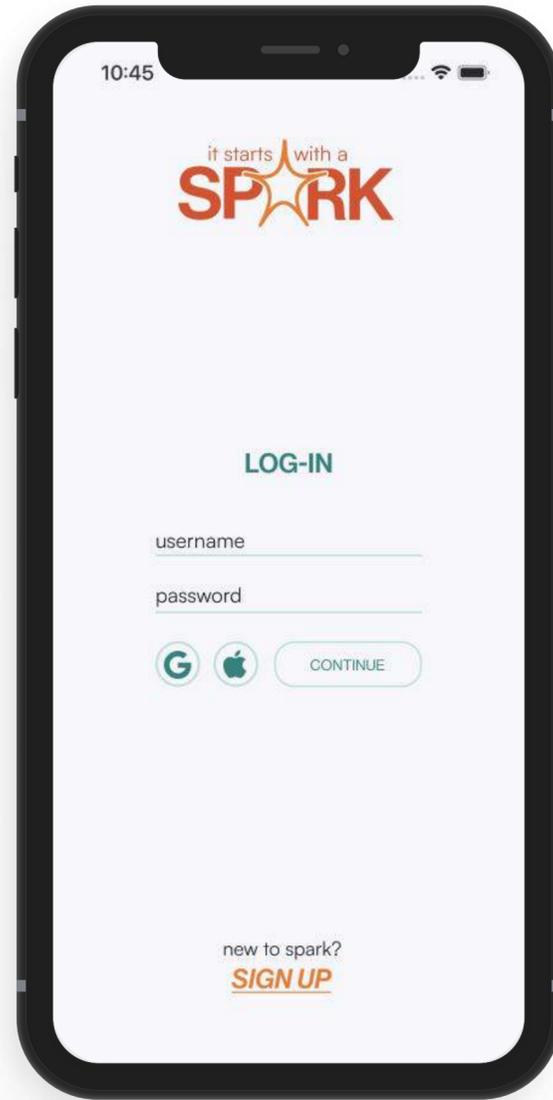
Relieved to have talked with family, he feels satisfied but disappointed that this is his college life so far.

Happy to be organized and ready to sleep after a productive day!!

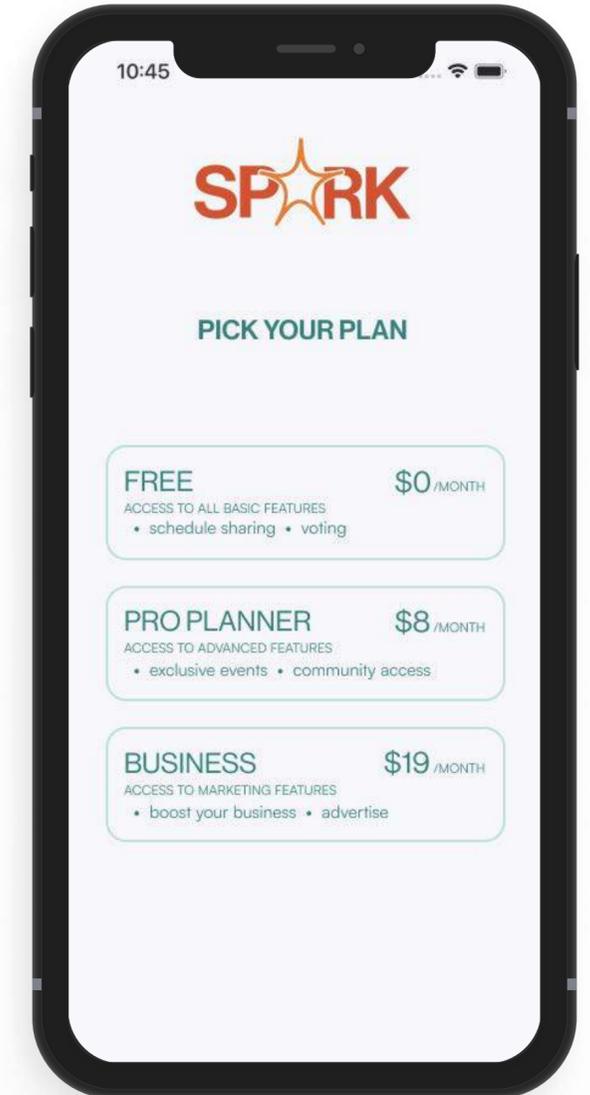
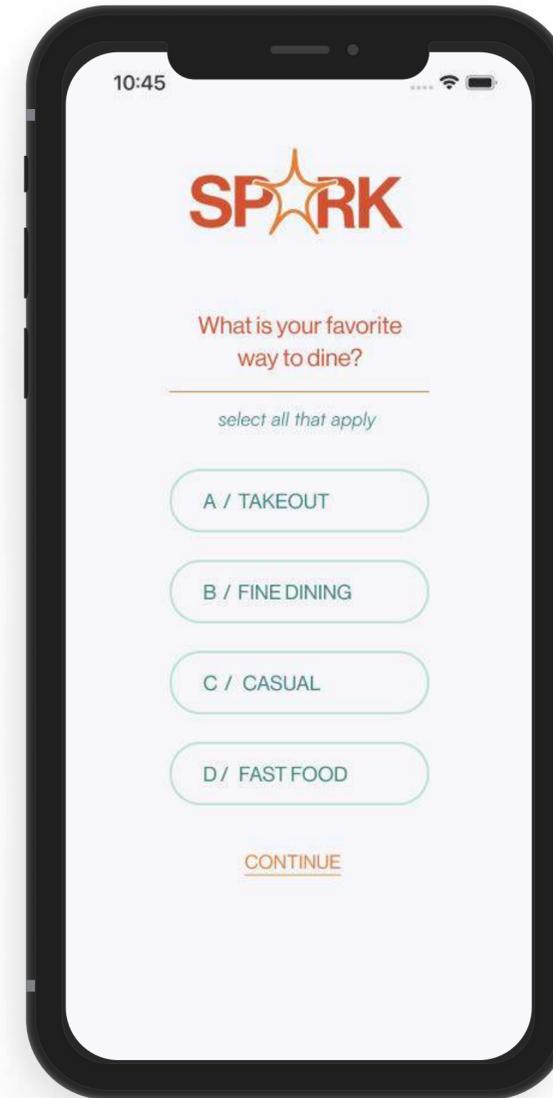
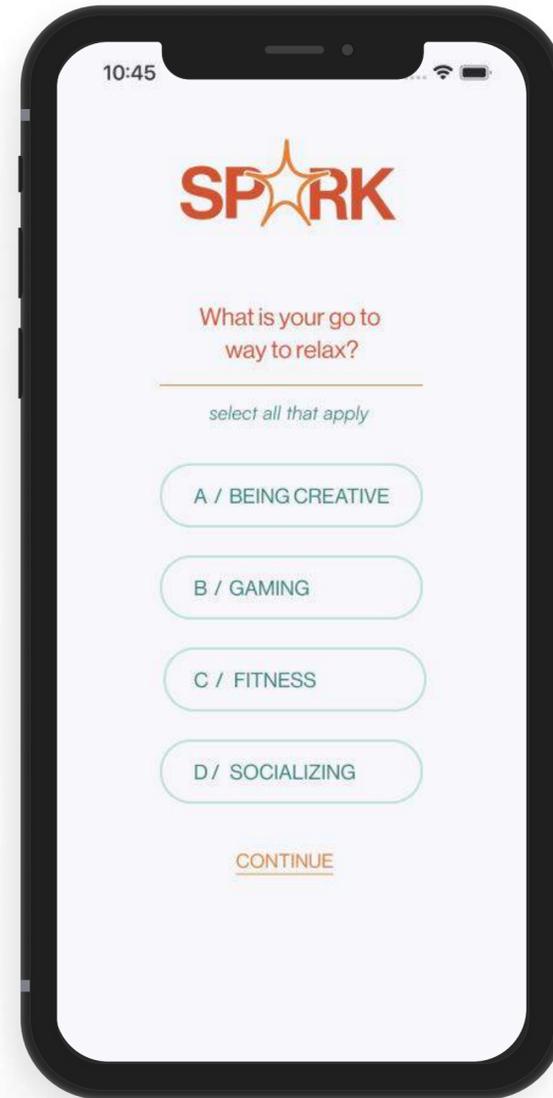
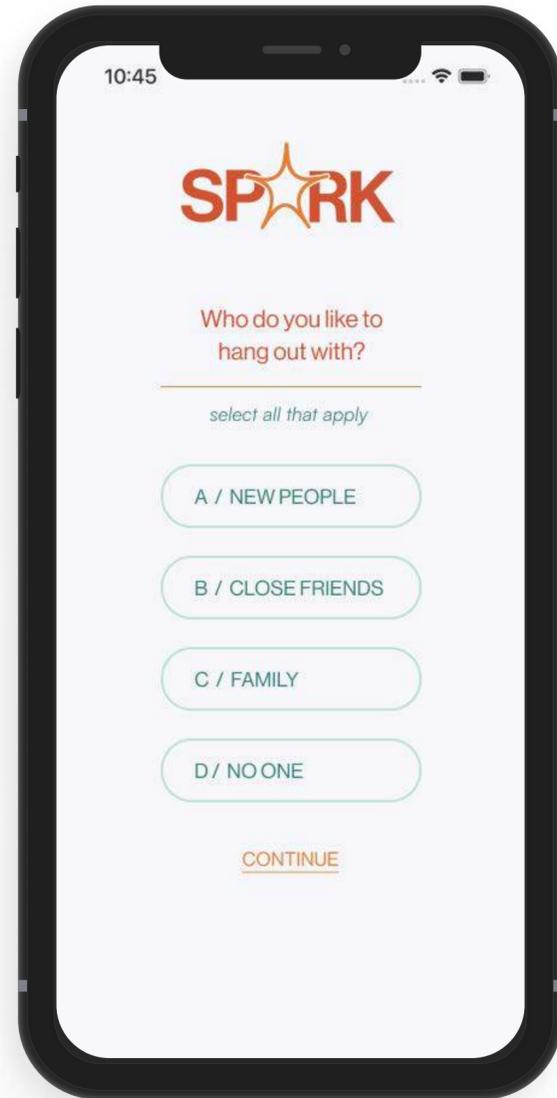
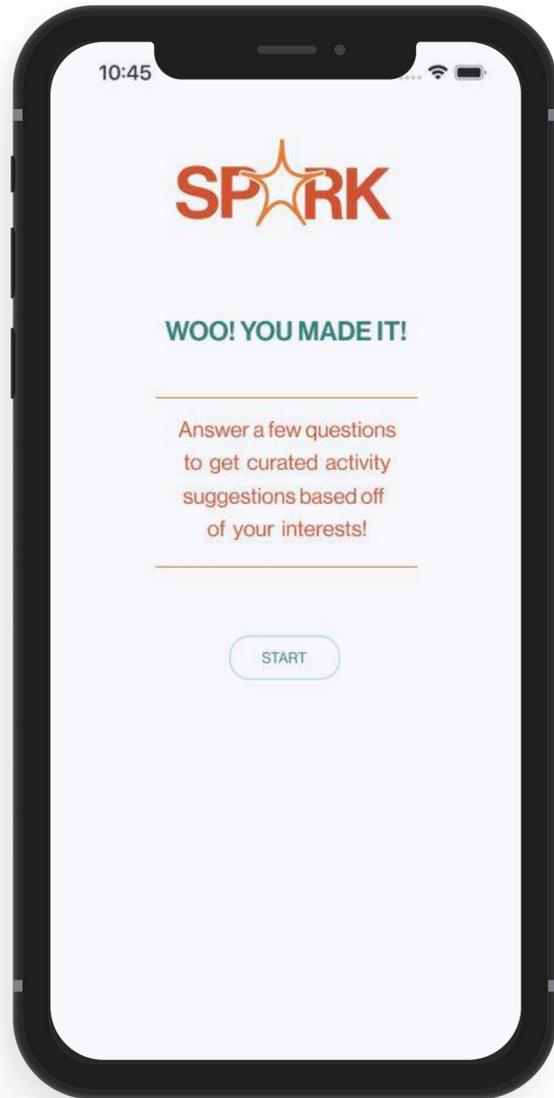


# *Final Screens*

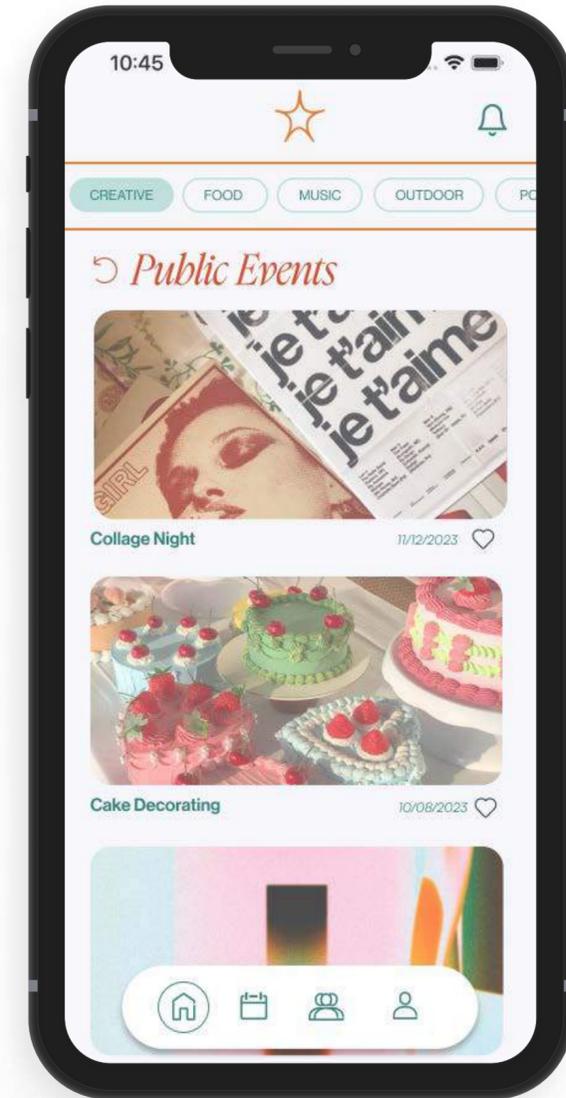
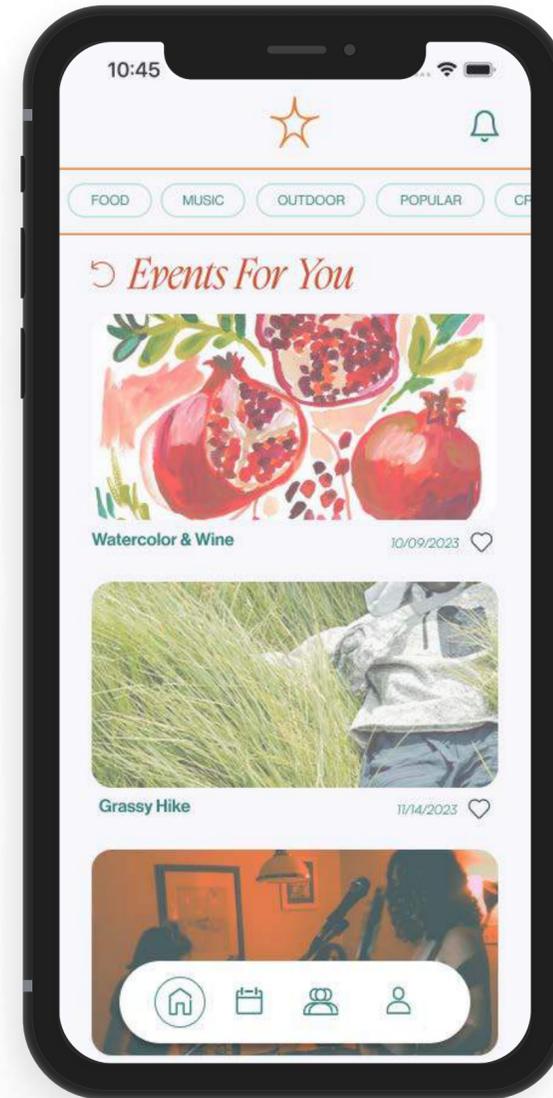
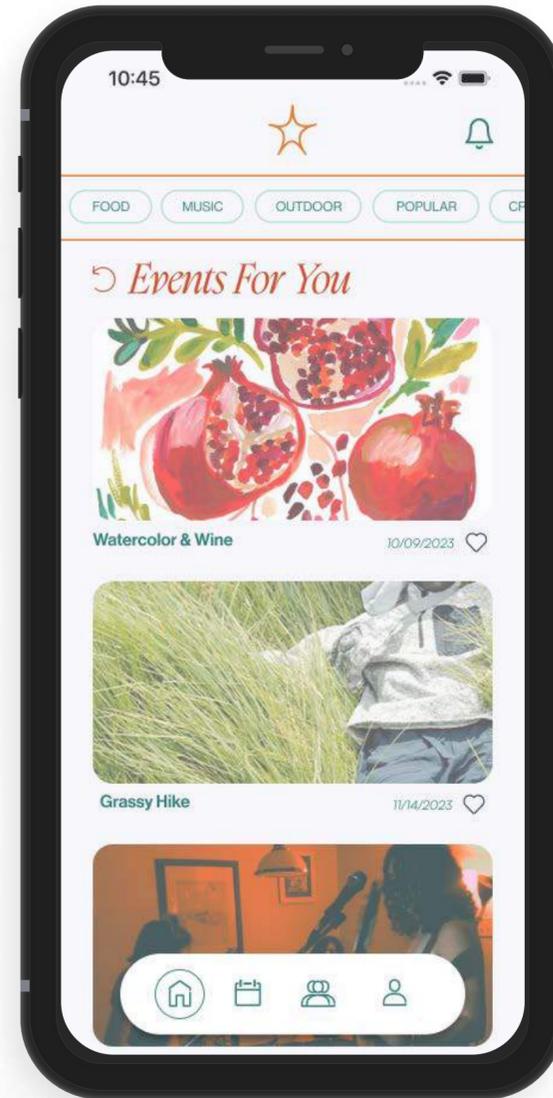
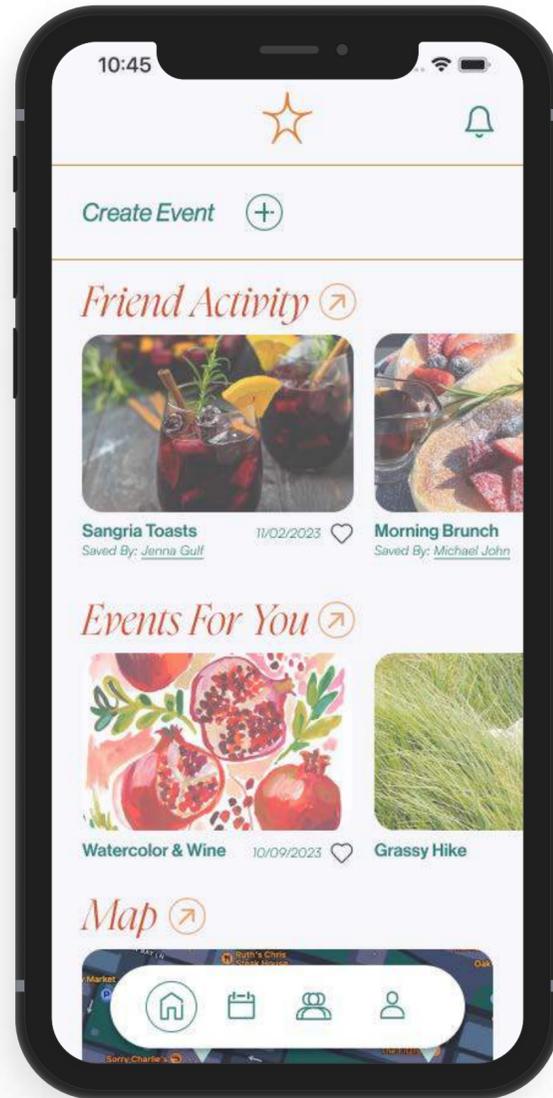
# Onboarding



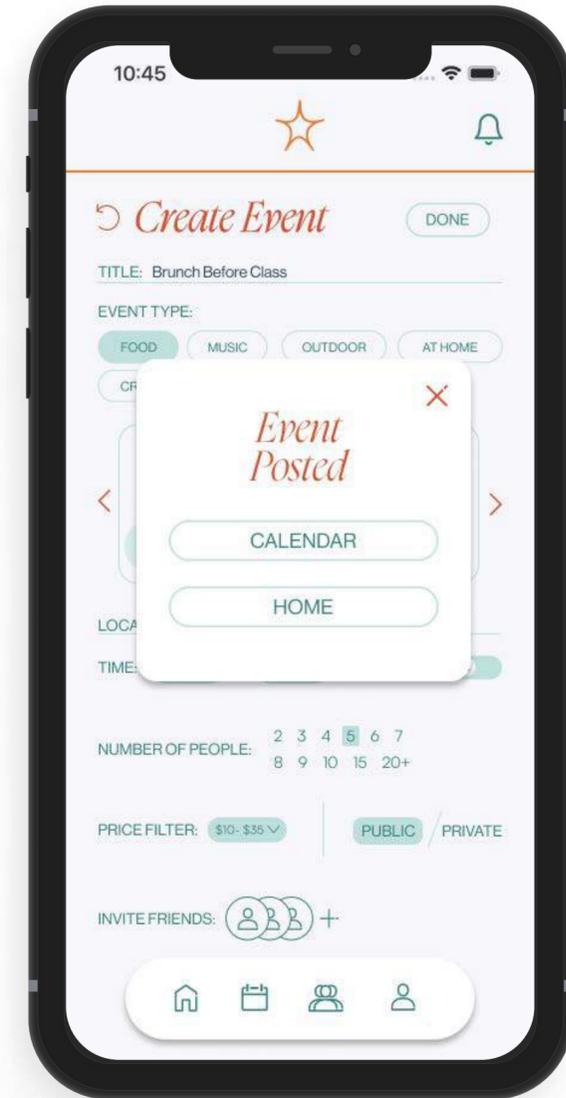
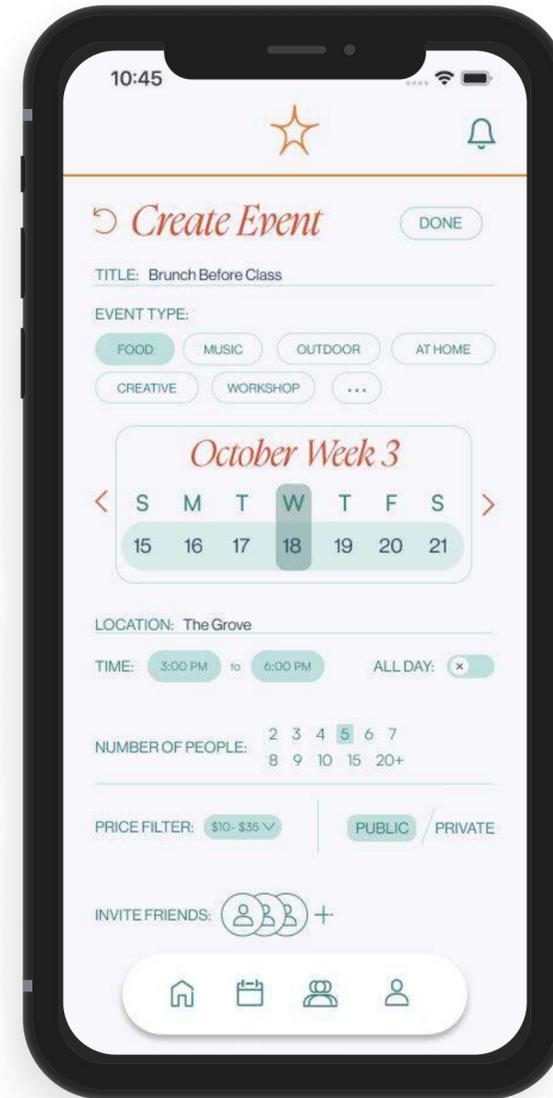
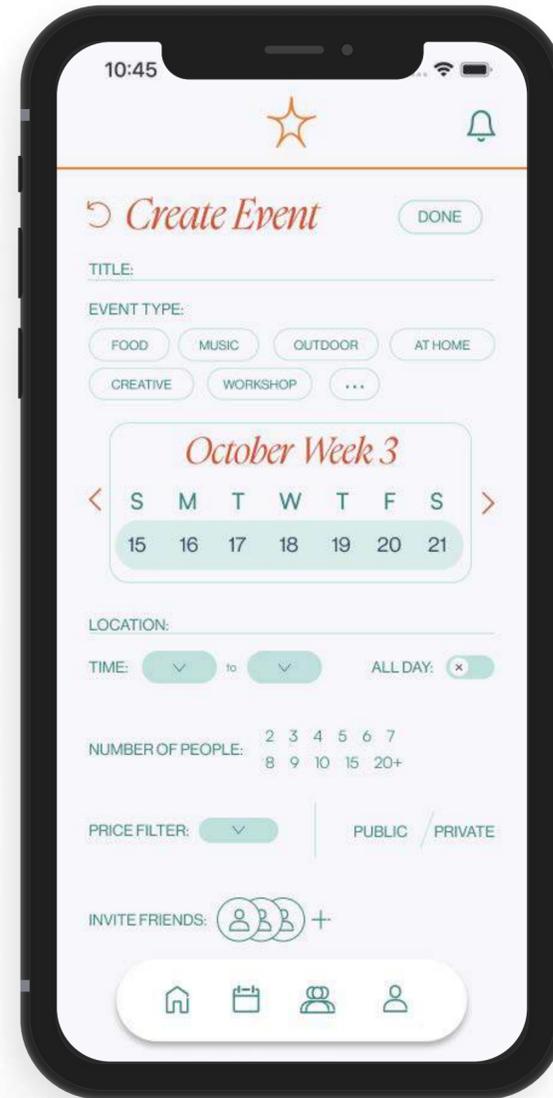
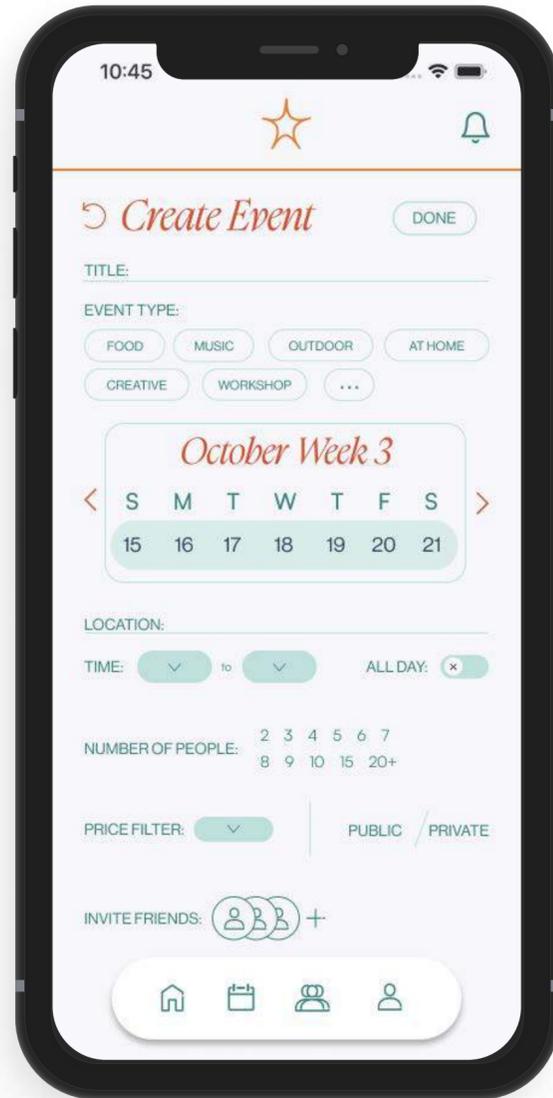
# Quiz



# Home & Explore



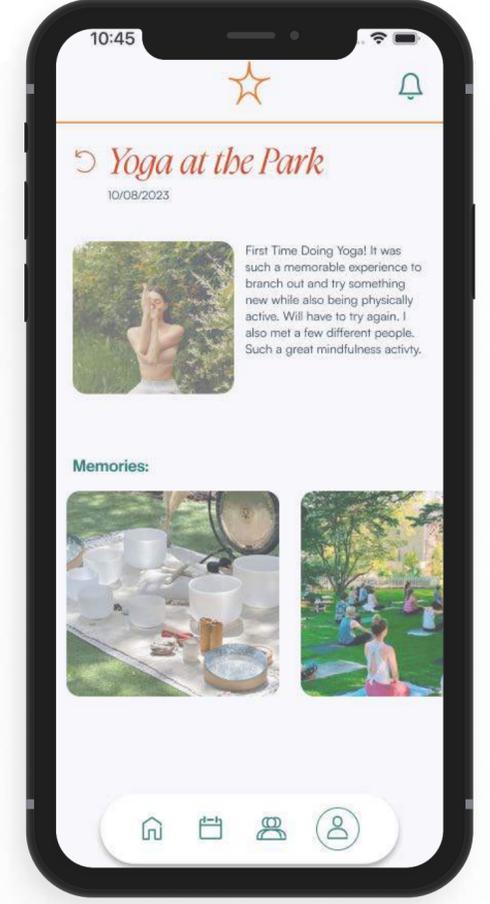
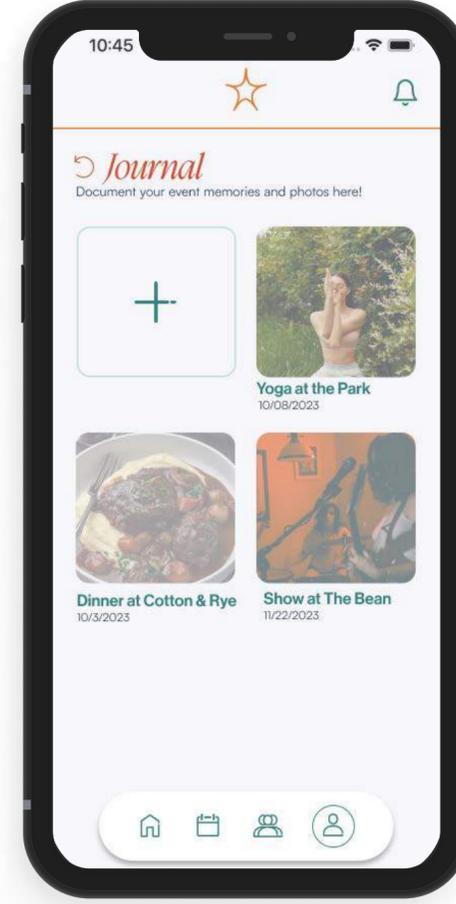
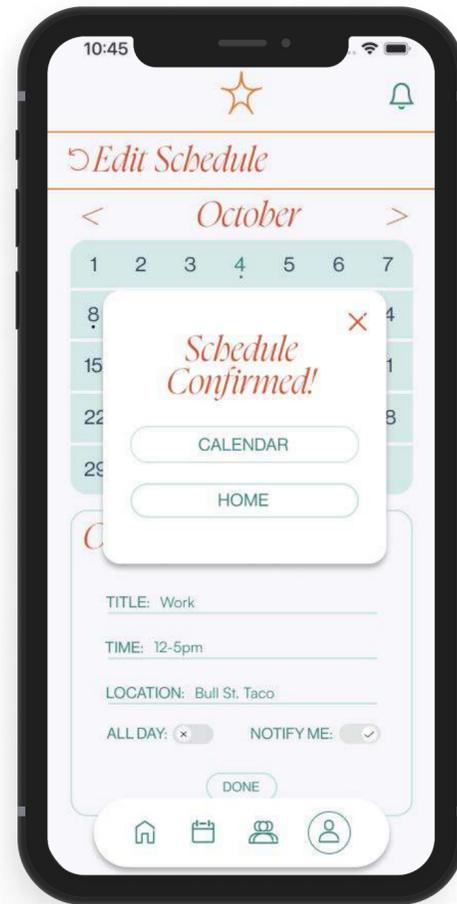
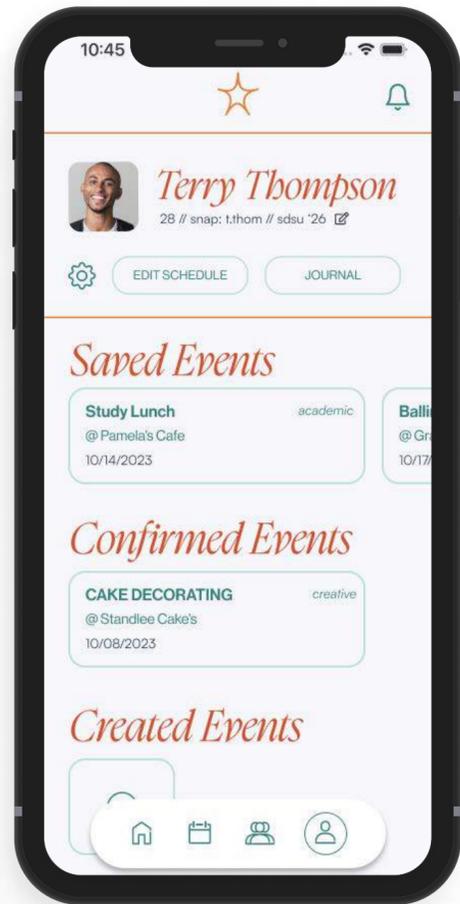
# Create Plan



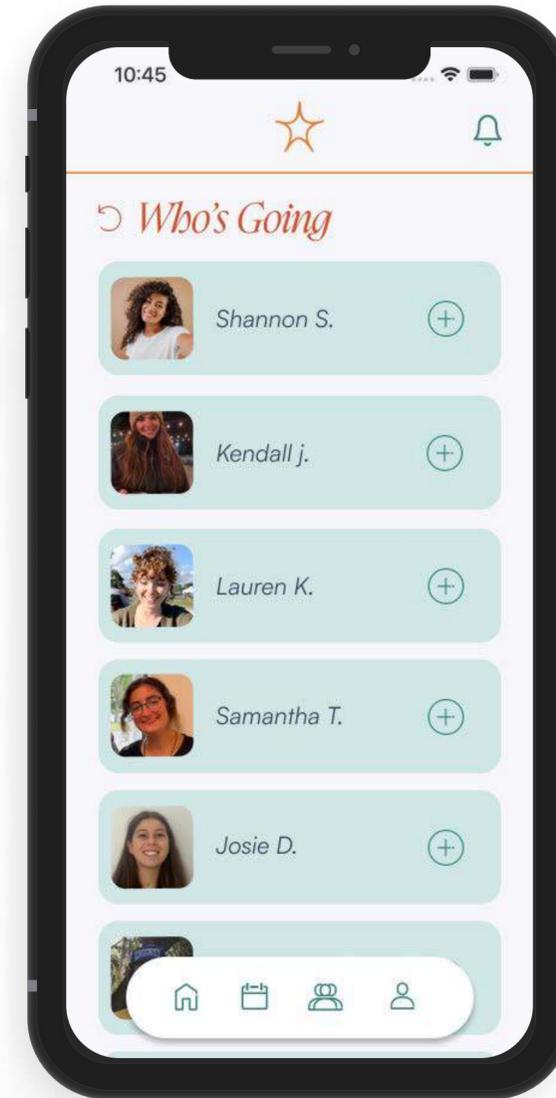
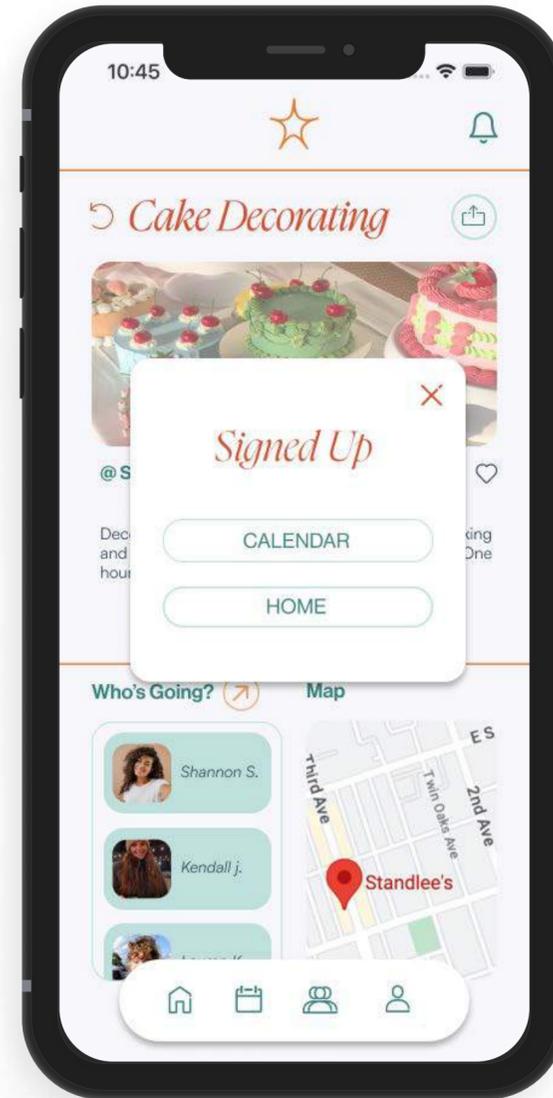
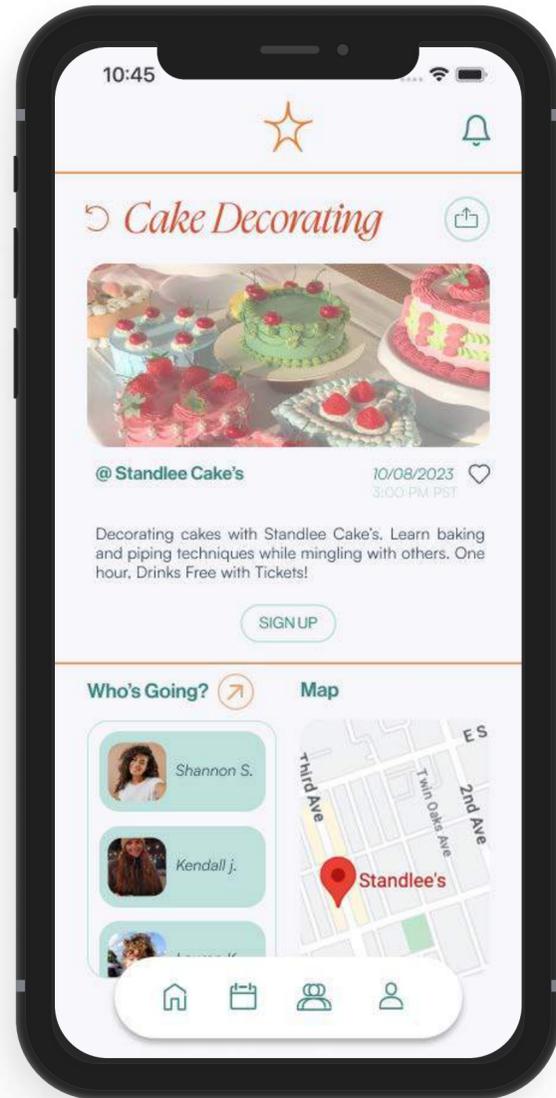
# Calendar



# Profile



# Event Details



# Finding Others

