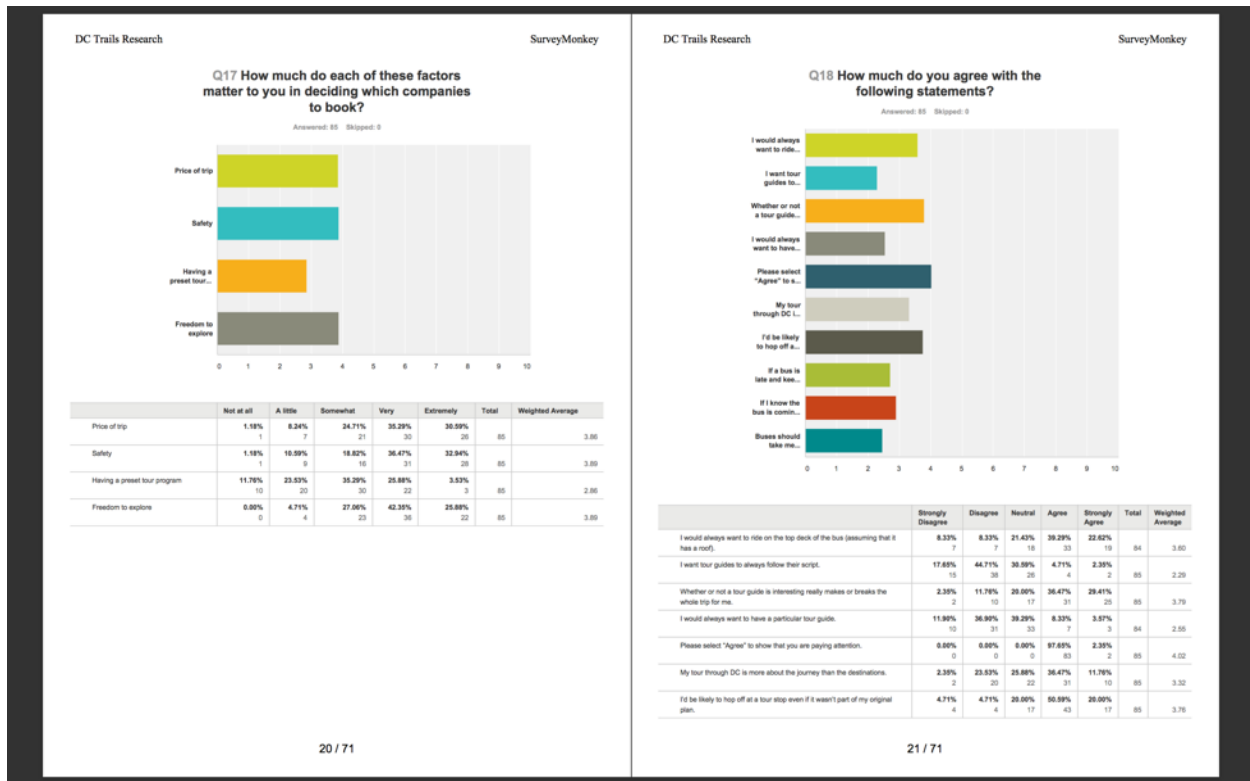


# Basic User survey summary

For DC Trails with Sweetpea Mobile, Q4 2016

This screenshot shows some overall findings from recent DC Trails customers, potential DC Trails customers, and Amazon Mechanical Turk panelists who are interested in taking a hop-on, hop-off tour of a major city.



# Basic, continued Persona spreadsheet

For DC Trails with Sweetpea Mobile, Q4 2016

This shows 7 of our 10 personas. The other three include a tour group leader who was out of scope for a tourist-facing app, someone who would never take a hop on hop off tour due to price and safety concerns, and a “virtual tourist” who would not visit a major city.

	DC Trails Personas Iteration 1	DC Trails Personas Iteration 2	DC Trails Personas I2 Working	DC Trails Personas Iteration 3	DC Trails Personas I3 Working					
	A	C	D	E	F	G	H	I	J	K
1	Name	Rick Bailey	Maya Jeffers	Isaac Beltran	Sarah Rosenthal	Monica Sawyer		Laura Barone	Amber Green	
2	Image									
3	Persona Type	Touring Senior	Young Explorer	Decided to Hop On Once	Planned a Tour with Friends	Planned a Tour with Family		Night Plan a Tour This Year	Let's Tour Sometime	
4	Role	Tour Guests	Tour Guests	Tour Guests	Tour Guests	Tour Guests		Prospective Tour Guests	Prospective Tour Guests	
5	#Data points (text)	7	7	8	11	12		7	12	
6	#Data points from Customers	7	7	8	11	12		7	12	
7	Gender	Male	Female	Male	Female	Female		Female	Female	
8	Age	Over 45	26-35	18-25	36-45	46-55		26-35	36-45	
9	Location	Ontario, Canada	Northern Virginia	California	New York	Florida		New Jersey	Texas	
10	Relationship Status	Married	Married	In a Relationship	Single	Married		Married	Single	
11	Has Children	Yes	No	No	No	Yes		Yes	Yes	
12	Languages	English only	English only	English, Spanish	English, some German	English only		English only	English only	
13	Phone Type	iPhone	Android phone	Android phone	Android phone	Android phone		iPhone	Android phone	
14	Tablet Type	iPad	iPad	Android tablet	iPad	iPad		iPad	Doesn't have a tablet	
15	Site Persona type	App Secondary Persona	App Secondary Persona	App Supplemental Persona	App Primary Persona	App Secondary Persona		App Secondary Persona	App Supplemental Persona	
16	Overlaps with other personas?									
17	Their needs would de/franchise these other personas (definitely)	Decided to Hop On Once, Might Plan a Tour This Year, Let's Tour Sometime	None	The Group Leader	None	Let's Tour Sometime		Planned a Tour with Friends	None	
18	Their needs would de/franchise these other personas (partially)	Young Explorer, Planned a Tour with Family	Planned a Tour with Friends, Might Plan a Tour This Year, The Group Leader	Planned a Tour with Friends	Touring Senior, Young Explorer, Decided to Hop On Once, Planned a Tour with Family, Might Plan a Tour This Year	Touring Senior, The Group Leader		The Group Leader	The Young Explorer, Planned a Tour with Family, Might Plan a Tour This Year	
19	Role Persona type	Section Secondary Persona - Maps and Destinations	Section Supplemental Persona - Maps and Destinations	Section Supplemental Persona - Maps and Destinations	Section Supplemental Persona - Maps and Destinations	Section Primary Persona - Maps and Destinations		Section Primary Persona - Trip Planning	Section Supplemental Persona - Trip Planning	
20	Their needs would de/franchise these other personas within their role (definitely)	Decided to Hop On Once	None	None	None	None		None	None	
21	Their needs would de/franchise these other personas within their role (partially)	Young Explorer, Planned a Tour with Family	Touring Senior, Decided to Hop On Once, Planned a Tour with Friends	Planned a Tour with Friends	Touring Senior, Young Explorer, Decided to Hop On Once, Planned a Tour with Family	Touring Senior		None	Might Plan a Tour This Year	
22	De/franchises needs of "Touring Senior"		Partial - Touring Senior would rather talk to a person than use an app.	No - Price consciousness is very different but should be ok.	Partial - Touring Senior would rather talk to a person than use an app.	Partial - Planned a Tour with Family is the most frequent reviewer of all of our personas. That interface would upset someone who never writes reviews. Other goals are similar.		No - Several of content because they want different destination types in DC.	No - as long as there is a way for either of them to talk to a human.	
23	De/franchises needs of "Young Explorer"	Partial - Young Explorer is a more frequent traveler, has less money (but similar disposable income), and is looking for better deals		No - but Young Explorer has a stronger history focus.	Partial - Young Explorer might find the information for Planned a Tour with Friends too basic or too firm.	No - These two personas are quite similar aside from their depth of knowledge of the city, their demographics (somewhat), and their demographics.		No - Main difference seems to be in the kinds of destinations they want, but Might Plan a Tour This Year does have a discovery focus.	Partial - Young Explorer is more of a power user who has more domain knowledge and lower tolerance for things like uninteresting tour guides.	
24	De/franchises needs of "Decided to Hop On Once"	Yes - Touring Senior's interface could tolerate much more blatant salesmanship. Decided to Hop On Once can see through that.	Partial - Young Explorer has a stronger history focus and more familiarity with these types of tours.		Partial - there is a lot of overlap in their goals and pain, but not much in terms of the kinds of destinations they'd visit.			No - Higher-end service is more important to Might Plan a Tour This Year, while lack of salesmanship and honesty are more important to Decided to Hop On Once. These two aren't at odds. Their other goals are quite similar.	No - just be wary of his extremely high price-consciousness.	
25	De/franchises needs of "Planned a Tour with Friends"	No	Partial - Young Explorer is more interested in less common destinations and has more domain knowledge.	Partial - an app for Decided to Hop On Once will be more optimized for discovery over efficiency.		No		Yes - Planned a Tour with Friends wants to walk around in the city, which Might Plan a Tour This Year doesn't mention.	No - Similar personas; just balance the difference between planned and spontaneous needs.	
26	De/franchises needs of "Planned a Tour with Family"	Partial - Planned a Tour with Family needs to see more of the city, their domain knowledge (somewhat), and their demographics.	Partial - Might Plan a Tour this year is less interested in niche destinations. It is also probably not safe to assume Young Explorer's level of knowledge with her, but that is more acceptable because Might Plan a Tour This Year is interested in discovering new places and	No - Planned a Tour with Family places more emphasis on recommendations from other people, while Decided to Hop On Once places more emphasis on activities that he finds fun. Other goals are fairly similar.	Partial - Planned a Tour with Family needs more emphasis on individual tour guides.			No - lots of overlap; make sure Planned a Tour with Family can call someone.	Partial - Planned a Tour with Family would still need to use other apps for the actual planning part. She'd also find Let's Tour Sometime's lack of individual tour guide information disturbing.	
27	De/franchises needs of "Might Plan a Tour This Year"	Yes - It is very important for Might Plan a Tour This Year to be in time. She also doesn't like things to be quite as present as Touring Senior.	Partial - Might Plan a Tour this year is less interested in niche destinations. It is also probably not safe to assume Young Explorer's level of knowledge with her, but that is more acceptable because Might Plan a Tour This Year is interested in discovering new places and	No - High-end service is more important to Might Plan a Tour This Year, while lack of salesmanship and honesty are more important to Decided to Hop On Once. These two aren't at odds.	Partial - an app for her might be too content-heavy for Might Plan a Tour This Year.				Partial - Might Plan a Tour This Year places more emphasis on individualized treatment. This can be done on other channels by other personas looking for reviews, but Might Plan a Tour This Year is likely to handle it with face	
30	De/franchises needs of "Let's Tour Sometime"	Yes - Her goals emphasize deals more than Touring Senior's, even though their price consciousness is about the same. Also, Let's Tour Sometime wants more customization than just information.	No - Their goals are similar, but Let's Tour Sometime probably doesn't want as much information.	No	No - Similar personas; just balance the difference between planned and spontaneous needs.	Yes - Planned a Tour with Family wants to plan every little detail like the Disney apps that let guests set up their whole visit before they go. A more spontaneous person like Let's Tour Sometime would find that daunting and might be questioning the truth of the information required for planning anyway.		No - just remember that Might Plan a Tour This Year brings different domain expertise (Uber/Expedia vs. Google Maps/TripAdvisor).		
31	De/franchises needs of "The Group Leader"	No	Partial - Young Explorer needs more information, but that is not a problem for Group Leader. The focus on deals for Group Leader is extremely conscious of price and bargain-minded.	Yes - Decided to Hop On Once wants a higher-resolution experience and, at the same time, is extremely conscious of price and bargain-minded.	No - Planned a Tour with Friends is much more well-rounded and has no goals that de/franchise the goals of Group Leader specifically.	Partial - Planned a Tour with Family needs a way to review her trip.		Partial - Might Plan a Tour This Year is interested in local mom and pop businesses, which would be bad for someone who needs to organize a whole group. But that is not an issue for hop on hop off tours.	No	
32	De/franchises needs of "Unintended & Spontaneous"	Not checking - Negative Persona	Not checking - Negative Persona	Not checking - Negative Persona	Not checking - Negative Persona	Not checking - Negative Persona		Not checking - Negative Persona	Not checking - Negative Persona	
33	Main Point 1	Semi-retiree with a lot of free time	Young professional	Very interested in discovering new places	Interested in general DC attractions	Emphasizes structure and planning		Interested in planning a hop on, hop off tour of DC	Interested in spontaneously taking a hop on, hop off tour of DC, someday	
34	Main Point 2	Somewhat tech-savvy but doesn't write reviews	Travels somewhat extensively	Recently (and randomly) did his first hop on hop off tour	Not very familiar with DC	Tour guides make or break her family's trip		Travels with family	Looking for a good deal with a safe and reliable tour company	
35	Main Point 3	Solves problems with a mix of more tried-and-true approaches (human contact) and newer technology. He is used to using hotel and airline apps.	Has time and capacity to enjoy many activities	Bargain shopper	Her time in DC on any given trip is probably quite limited	Heavy reliance on apps even though she would call people too		A good journey is much more important to her than destinations	Definitely knows her way around technology	
41	Life Goal 1	Enjoy retirement with his wife and their friends	Keep exploring interesting new places with her husband and younger relatives	Have fun with his friends, girlfriend when he has one, and family.	Be efficient	Care well for her family in terms of education, knowledge, and planning		Have a good time without sitting in traffic	Get good deals on fun, safe activities	
42	Life Goal 2	Learn about new places to see that may be less well-known	Learn more about history.	Discover new places to visit	Make faster decisions regarding her trip	Learn more about the history of DC and the United States		Find out about good places that are nearby (and know how to get there)	Get where she needs to go	
43	Life Goal 3	Have a structured way to explore DC	Make reservations easily.	Show DC to friends and family	Get maps to specific walking destinations, Learn DC and US history, while discovering new places.	Have a good connection with her review app		See the most common places in DC, including both museums and wildlife attractions	Know what is around the area	
44	End Goal 1	Make reservations	Get the best deals on travel.	Give his traveling companions a structured way to get to know the city	Keep everything in the app easy to access and change.	Feel like she is getting to know the area better		Feel empowered to think of new possibilities that weren't on her radar	Stay focused on what she needs to remember	
45	Experience Goal 1	Enjoy tours with entertaining tour guides	Go on trips without the books and other paper materials that she needs to carry now.	Be immersed in high-resolution pictures.	Have the right information in front of her, like reviews.	Feel more confident		Feel like she is getting special, individualized treatment.	Feel safe and well-informed in an unfamiliar area	
46	Experience Goal 2	Find helpful reviews	Feel like this is well laid out and keeps her well-organized for her trip.	Feel like he is getting insider knowledge.						
47	Life Frustration 1	He's not from this area and doesn't want to miss out on his attractions.	Some tours are too rigid and don't let her leave the group to explore.	Salesmanship over customer service.	Directions apps don't always give her the right route.	Being in unsafe places		Traffic	Getting lost	
48	Life Frustration 2	Bad tour guides	She doesn't always know if she can get a better deal or not.		Misleading reviews	Customer service that won't go the extra mile for her		Bad phone service while traveling	Feeling like she isn't safe	
49	Life Frustration 3					Not being on time		Bad deals: Travel sites can cost her more than buying directly from the airline.		
50	End Frustration 1	He shouldn't have to plan every little detail. He is extremely careful about safety and not sure if he will run into an unsafe part of town during his trip.	She likes a good degree of autonomy in finding her own solutions on her trips, so forcing her to call someone is not a good approach for her.	Businesses or apps acting in their own interests only - e.g. only selling what gives them higher commissions.	Apps can hurt her phone battery and storage	She tries to buy the same thing in 2 different ways, and the prices are different.		Apps that get a ton of data	Out of date or false information	
51	End Frustration 2		Some tour leaders are too rigid to take her where she needs to go.	Paid reviews of products and services.	Apps can be very heavy in promoting a product or service.	She gets a recommendation for a restaurant, and the restaurant isn't good.		Missing out on small mom and pop places while traveling	Useless reviews	
52	End Frustration 3	He'd rather talk to a person than have to go back through a website or an app.		Using apps on the trip could kill his phone battery.	There isn't one app that does everything she needs.	She gets directions that end up going to the wrong place (which could be very unsafe for her in a city)				

Experience Frustration 1	Apps take up too much space on his phone	Key points of interest might not show up in her travel apps.	Ads in apps	Slow to load	Slow loading/speed	Extraneous photos	Bad app performance: freezes, crashes, pictures not loading, updates
Experience Frustration 2	Desktop-only websites on his mobile device, which require him to pinch and zoom.	While she doesn't graduate toward calling people, she still needs a way to ask people questions. Sometimes the cart.	Slow loading	Less content than the website	Poor navigation	Having to make an account to use the app	Key functions from a desktop site aren't available in an app Lack of customization in an app even though she doesn't need a lot of customized customer service
Experience Frustration 3	Apps don't work on his phone	Difficult navigation.	A lot of information - especially in maps (too busy and dense)	Issues with pricing filtering in Uber		Too much information	
Tendency to plan visits	50/50 Spontaneous/Planned	50/50 Spontaneous/Planned	Slightly more spontaneous	Somewhat more planned	Much more planned	Somewhat more planned	Somewhat more spontaneous
Number of hours taken	4 to 6 hours	7 to 10 hours	1 to 3 hours	1 to 3 hours	1 to 3 hours	None - interested	None - interested
Reliance on travel apps	Somewhat to very important	Very important	Somewhat to very important	Very important	Extremely important	Very important	Somewhat important
Travel frequency	2-4 times per year	More than once a month	2-4 times per year	2-4 times per year	2-4 times per year	All Pleasure	2-4 times per year
Business/pleasure	All Pleasure	50/50 Business/Pleasure	50/50 Business/Pleasure	50/50 Business/Pleasure	50/50 Business/Pleasure	Mostly Pleasure	Mostly Business
Kind of vacations/holidays taken	Sightseeing, Road Trips, Cruises, Staying at Vacation Homes	Sightseeing, Amusement Parks, Road Trips, Resort Trips, Cruises, Service Projects	Road Trips, Sightseeing, Amusement Parks, Sportfishing, Service Projects	Sightseeing, Road Trips, Resort Trips, Adventure Travel, Vacation Homes	Sightseeing, Resort Trips, Road Trips	Sightseeing, Road Trips, Adventure Travel	Road Trips, Sightseeing
Ways of resolving conflict during travel	Use a website/app or call someone	Find their own solution via books/printed materials or a website/app	Find their own solution via website/app	Find their own solution via website/app or printed materials (e.g. books)	Call someone or find their own solution via website/app	Find their own solution via website/app	Find their own solution via website/app or shape call someone
People they travel with	Spouse, Friends the Same Age	Her significant other, younger relatives	Friends around his age, significant other, nephews/nieces, his parents	Friends around her age, occasionally a date or her parents	Spouse and children (middle/high school age, elementary school age)	Spouse, children, her parents	Significant other when she has one, friends around her age, children (her students)
Reasons for touring DC	Learn DC/US history. Have a structured way to visit DC, Show DC to her friends and family, Hear from interesting tour guides	Learn DC/US history. Have a structured way to visit DC, Show DC to her friends and family, Hear from interesting tour guides	Discover new places, Show DC to friends and family, Give his traveling companions a structured way to get to know the city	Learn DC/US history, Discover new places, Show DC to her friends and family	Provide a structured way for her family to see DC, Learn DC/US history, Get to know the DC area	Learn DC/US history, Discover new places, Provide a structured way for her family to see DC	Learn DC/US history, Discover new places, Provide a structured way for her family to see DC
Destinations in DC	Most famous places, Other historical interest sites, Museums for general audiences, War memorials	Other historical interest sites, Museums for general audiences, Presidential memorials, More specific museums, Nature / Wildlife	Museums for general audiences, Nature / Wildlife, Most famous places, Presidential memorials, War memorials	Most famous places, Presidential memorials, Other historical interest sites, Cultural attractions	Most famous places, Museums for general audiences, Presidential memorials, War memorials	Most famous places, Museums for general audiences, Nature / Wildlife	Most famous places, Other historical interest sites, Museums for general audiences
Main channel for booking decision	Word of Mouth	Review sites, Word of mouth, Discount sites	Review sites, Discount sites, Word of mouth	Review sites, Word of mouth, Discount sites	Review sites, Word of mouth	Word of mouth, Review sites	Review sites
Travel website used	TripAdvisor only	TripAdvisor, Travel & Leisure	TripAdvisor, Yelp, Airbnb	TripAdvisor, Yelp	TripAdvisor only	TripAdvisor, Yelp, other	TripAdvisor, Yelp
Frequency of writing reviews	Never	2-6 times per year	2-4 times per year	Once a year or less	7-11 times per year	2-4 times per year	Once a year or less
Price consciousness	Slightly price-conscious	Very Price-Conscious	Extremely Price-Conscious	Somewhat Price-Conscious	Very Price-Conscious	Very Price-Conscious	Somewhat Price-Conscious
Safety consciousness	Extremely Safety-Conscious	Very Safety-Conscious	Somewhat Safety-Conscious	Extremely Safety-Conscious	Extremely Safety-Conscious	Very Safety-Conscious	Extremely Safety-Conscious
Desire for a great schedule	Wants Present Tours Very Much	Wants Present Tours Somewhat	Wants Present Tours Somewhat	Wants Present Tours Somewhat	Wants Present Tours Very Much	Wants Present Tours Somewhat	Wants Present Tours A Little
Desire for freedom to explore	Slightly to Moderately interested in exploring	Wants Very Much Freedom to Explore	Wants Extreme Freedom to Explore	Wants Moderate Freedom to Explore	Wants Very Much Freedom to Explore	Wants Very Much Freedom to Explore	Wants Moderate Freedom to Explore
Impact of tour guide	Somewhat to very impacted by tour guides	Tour guide has Very Much Impact	Tour guide has Somewhat of an Impact	Tour guide has a Little Impact	Tour guide has Very Much Impact	Tour guide has Somewhat of an Impact	Tour guide has a Little Impact
Journey vs. destinations	50/50 Journey - Destination oriented	Slightly Destination-oriented	Mostly Journey-oriented	Slightly Journey-oriented	Slightly Destination-oriented	Entirely Journey-oriented	Slightly Destination-oriented
On time importance	A little to Somewhat on-time importance	Somewhat important to be on time	Somewhat important to be on time	A little important to be on time	Very important to be on time	Very important to be on time	A little important to be on time
Individualized service importance	Needs individualized service Somewhat	Individualized service is Very important	Individualized service is A Little important	Individualized service is A Little important	Individualized service is Very important	Individualized service is A Little important	Individualized service is A Little important
Tendency to tell friends	Very likely to tell friends about their trip	Very likely to tell friends	Very likely to tell friends	Very likely to tell friends	Extremely likely to tell friends	Very likely to tell friends	Somewhat likely to tell friends
Devices Used While Traveling	Smartphone, Tablet	Smartphone only	Smartphone only	Smartphone only	Smartphone only	Smartphone only	Smartphone and laptop
Travel App Types	Hotel and airline apps, Travel discount apps	Travel discount apps and Google Maps	Google Maps, Airbnb	Google Maps, Travel discount apps	Google Maps, Travel discount apps, Airline apps	Uber, Expedia	Google Maps, TripAdvisor
Tech savviness	Intermediate tech savvy	Intermediate with technology	Intermediate with technology	Intermediate with technology	Beginner to intermediate with technology	Intermediate with technology	Intermediate to Expert with technology

## Idea selection list

For DC Trails with Sweetpea Mobile, Q4 2016

Area	Category	Idea Summary	Idea Details	Selected	Comments
Planning	Pricing	Running cost of trip	For Sarah's "Save Money" life goal, estimate a running cost for her trip including all destination tickets, food, and incidental expenses	Probably	I think it has the support of more personas than these 2, but not Rick
Planning	Spontaneity	App suggests other places/stops (changing trip)	Have the app suggest other places around their next stop and let them change their trip on the fly	Yes	"Other places nearby"
Planning	Spontaneity	Swipe to get rid of plan; invitation to go to discovery mode	For Rick (Touring Senior), have a way to swipe to get rid of a plan and suggest going into a discovery mode to find the next plan	Probably	Gestures are less discoverable for Rick but should be ok since he is intermediately tech savvy.
Reservations	Integrations	Integrate Xola	Integration with apps that provide instant bookings: <a href="http://66.media.tumblr.com/58c1f4760e3fc0326b75bab1e7cf78ea/tumblr_n9gbqFLXw1r711j01_400.png">http://66.media.tumblr.com/58c1f4760e3fc0326b75bab1e7cf78ea/tumblr_n9gbqFLXw1r711j01_400.png</a>	Defer	Related to "upgrade" ideas from 24 - > 48 hours or from 24 hours -> night tour
Resources	Other apps	Suggested Apps section	Suggested Apps section - e.g. apps to convert currency, translation, etc. - for making their trip smoother	Yes	
Reviews	General	Cross-post review on several sites	Cross-post review on all 3 sites; write review within the app	No	Sarah hardly ever writes reviews
Reviews	Integrations	Integrate with TripAdvisor	Integration with TripAdvisor for reviews	Probably	Sarah hardly ever writes reviews
Reviews	Integrations	Integrate with Yelp	Integration with Yelp for reviews	Probably	Sarah hardly ever writes reviews. Still rating Probably because it's a good business goal for DC Trails.
Reviews	Integrations	Integrate with Google Reviews	Integration with Google Reviews	No	Sarah hardly ever writes reviews
Schedules	Bus Schedules	Show full estimated bus schedule (The Transit)	Basic structure like this for when the buses will arrive: <a href="http://inspired-ui.com/tagged/app_thetransit">http://inspired-ui.com/tagged/app_thetransit</a>	Yes	Use estimated windows for the amount of time if we don't have a real-time tracker on the bus
Sharing	General	Text friends about trip	Send a text message to friends about your trip	Unlikely	No need to access contacts
Sharing	Messages	Allow sharing with Messages	Allow sharing with Messages: <a href="https://developer.apple.com/ios/human-interface-guidelines/images/whatsnew_messaging_2x.png">https://developer.apple.com/ios/human-interface-guidelines/images/whatsnew_messaging_2x.png</a>	Unlikely	Sarah uses Android. But common iOS practice, and we may need it.
Sharing	Sharing with family/party	Share location with rest of your party	Current or past check-in feature for saying which bus you're on, in case you need to find your kid or you lost something on a bus	Unlikely	A built-in iOS app, Find My Friends, does this same thing. Consider listing in Related Apps.
Siri	Integrations	Integrate with Siri	Integrate with Siri for commands like "Where is the bus?": <a href="https://developer.apple.com/ios/human-interface-guidelines/images/whatsnew_siri_2x.png">https://developer.apple.com/ios/human-interface-guidelines/images/whatsnew_siri_2x.png</a>	Unlikely	Sarah is unlikely to call someone; more likely to use websites/apps. Also probably out of scope.
Stops	General	Safety info	Have safety info around every stop	If possible	May be politically harder to get done, but our respondents are quite safety-conscious.
Stops	Ratings	Ratings for stops	Let people rate stops along the way to say later whether they'd want to come back	Probably	Related to Favorites (row 36)
Stops	Upon Arrival	Say what stop and stop number to get off of for POI	Tell people what stop and stop number they'll have to get off for a point of interest (especially if it is obscure)	Yes	
Tour Guides	General	Bio pages for the tour guides	Bio pages for the tour guides	Probably	
Tour Guides	General	Ratings for the tour guides	Ratings for the tour guides	Probably	

# Basic, continued      User flows

For DC Trails with Sweetpea Mobile, Q4 2016

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At a high level, the flows are:

1. Exploring DC Trails before buying
2. Installing app after buying
3. Onboarding
4. Planning trip after buying
5. During trip (on the bus)
6. End of trip
7. Next steps

- 
1. Exploring DC Trails before buying

Laura's version of onboarding:

Open app

DC Trails currently on a tour / future tour / guest question. Says guest

- What brings you to DC question: No

-- Last trip to DC question: No

--- Hop on hop off tour question: No

---- Go to list of destinations

----- Filter places by moods [Not moods, just destination types]

----- Read trivia and visit tips on a place

----- See where the place is on their route (stop number and name) and Further Reading list [Good place for Back to Top link]

----- Save a place to their bookmarks

----- Tap on link to its neighborhood

----- That place's neighborhood

----- Read general, safety information about the neighborhood

Maps section:

- Button that says, "I'm in DC" -> don't tap it

-- View whole bus route (shown with color gradient)

--- Tap button that filters for points of interest near route (e.g. within a few city blocks)

---- Filter further for destinations that match interests (same screen as filtering for moods)

----- See these destinations and stops

----- Go to destination page if desired (see above)

----- See information about the buses

----- See that there are (for example) 10 seats left on the next bus that is coming to the Museum of

Natural History

----- Tap on that bus's icon

----- See a view that shows who its driver is and that tour guide's name, + amenities

----- Go to tour guide's bio page

----- View the tour guide's bio and testimonials/reviews

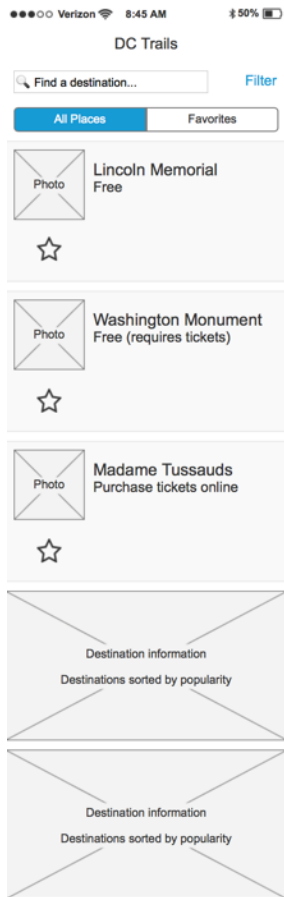
- Switch between a street view and a more stylized (Big Bus style) view

# Basic, continued Wireframes

For DC Trails with Sweetpea Mobile, Q4 2016

Destinations dashboard page:

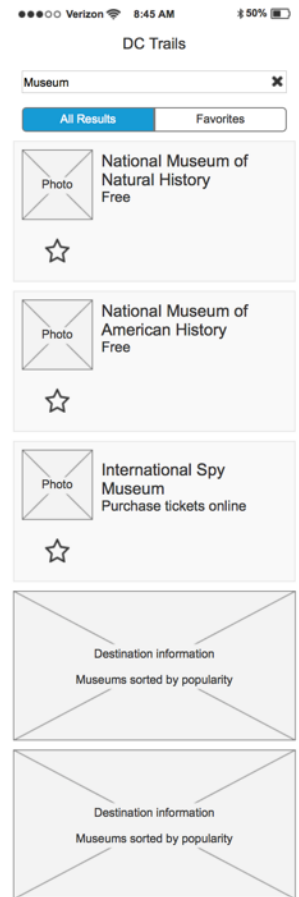
This is the non-guests' view.  
Infinite scroll. Search bar stays at the top.



Sorted alphabetically with a setting that can be changed in Filter.



Instant search results:



Sample annotations on route map:

Annotation view for a place  
Case 1: Bus on the way  
As shown on a street map with location services on.

Annotation view for a place  
Case 2: Bus at stop  
As shown on a street map with location services on.

Annotation view for a place  
Case 3: Bus out of service  
As shown on a street map with location services on.



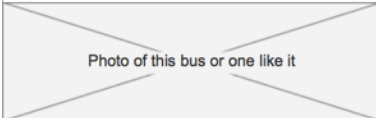
## Bus views:

Views for buses. Done goes to Maps.

Case 1: The bus is on its way to a stop.

●●●○ Verizon 8:45 AM 50%  
[Back](#) DC Trails Buses [Done](#)

### Bus #12



#### Next stop

[Stop #5 - U.S. Holocaust Memorial Museum](#)

#### Estimated arrival

10-15 minutes  
Traffic is currently heavy.

#### Team

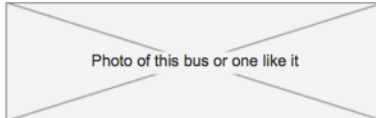
   
John D. Smith Tour Guide    Jane Q. Jones Driver



Case 2: We estimate that this bus is at a stop.

●●●○ Verizon 8:45 AM 50%  
[Back](#) DC Trails Buses [Done](#)

### Bus #12



#### Currently at

[Stop #5 - U.S. Holocaust Memorial Museum](#)

#### Estimated departure

9:30am (5 minutes from now)  
This estimate is based on this bus's location and typical stop durations.

#### Team

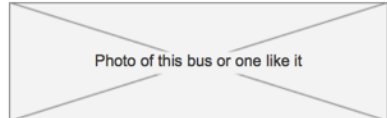
   
John D. Smith Tour Guide    Jane Q. Jones Driver



Case 3: Out of service

●●●○ Verizon 8:45 AM 50%  
[Back](#) DC Trails Buses [Done](#)

### Bus #12





#### Currently out of service

Please [go back to the map](#) to find buses that are in service.


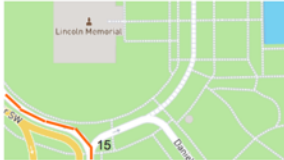


The last bus for the day leaves [Stop #1 - DC Trails Headquarters](#) at 5pm.

#### Team

   
John D. Smith Tour Guide    Jane Q. Jones Driver



# Stop views:

Case 1: A bus is on its way (not the last bus)	Case 2: Last bus of the day	Case 3: Bus is at the stop	Case 4: No more buses today
<p>Verizon 8:45 AM 50%</p> <p>Back Stop #15 Done</p> <p>Lincoln Memorial</p>  <p>At this stop</p> <ul style="list-style-type: none"> <li>U.S. Botanic Gardens</li> <li>U.S. Capitol</li> <li>Garfield Memorial</li> <li>Grant Memorial</li> </ul> <p>Next available bus</p> <p>10-15 minutes away (Traffic is heavy)</p> <p>Photo of this bus Bus #12</p> <p>John D. Smith Tour Guide Jane Q. Jones Driver</p> <p>Directions</p> <p>Maps Places Help</p>	<p>Verizon 8:45 AM 50%</p> <p>Back Stop #15 Done</p> <p>Lincoln Memorial</p>  <p>At this stop</p> <ul style="list-style-type: none"> <li>U.S. Botanic Gardens</li> <li>U.S. Capitol</li> <li>Garfield Memorial</li> <li>Grant Memorial</li> </ul> <p>Next available bus</p> <p>This is the last DC Trails bus arriving at this stop today.</p> <p>10-15 minutes away (Traffic is heavy)</p> <p>Photo of this bus Bus #12</p> <p>John D. Smith Tour Guide Jane Q. Jones Driver</p> <p>Directions</p> <p>Maps Places Help</p>	<p>Verizon 8:45 AM 50%</p> <p>Back Stop #15 Done</p> <p>Lincoln Memorial</p>  <p>At this stop</p> <ul style="list-style-type: none"> <li>U.S. Botanic Gardens</li> <li>U.S. Capitol</li> <li>Garfield Memorial</li> <li>Grant Memorial</li> </ul> <p>The bus is here!</p> <p>Leaving in 5 minutes (estimated)</p> <p>Photo of this bus Bus #12</p> <p>John D. Smith Tour Guide Jane Q. Jones Driver</p> <p>Directions</p> <p>Maps Places Help</p>	<p>Verizon 8:45 AM 50%</p> <p>Back Stop #15 Done</p> <p>Lincoln Memorial</p>  <p>At this stop</p> <ul style="list-style-type: none"> <li>U.S. Botanic Gardens</li> <li>U.S. Capitol</li> <li>Garfield Memorial</li> <li>Grant Memorial</li> </ul> <p>Next available bus</p> <p>There are no more buses coming to this stop today.</p> <ul style="list-style-type: none"> <li>A bus will arrive at Stop #20 - National Archives in 20-30 minutes. <a href="#">Get walking directions.</a></li> <li><a href="#">Call DC Trails</a> for further assistance.</li> </ul> <p>Maps Places Help</p>



## "Find the bus" feature from Contact Us:

Case 1: Location services are turned on


Case 2: Location services are turned off  
This is only needed when the user was already on this screen with location services turned on, and came back to the app with them off.

Case 3: Location services are on, but user is outside the DC Trails service area.

# Plus

# Persona scenarios

Related client work is under NDA. This screenshot is from a side project, generating data-driven personas for a redesign concept for Theme Park University, Q3 2016:



**Brett Kerns**  
"The TE Creative Director"  
Site Primary Persona  
Section Primary for TE Professionals

40 years old  
Lives in Orlando; is from Central Florida  
Senior art/creative director for a live entertainment production company

**Main points:**

- Strong interest in Immersive theater; starting to be interested in escape rooms.
- Higher industry knowledge lets him see how these kinds of entertainment are TE.
- Rarely frustrated, but will speak up if he doesn't know where something is on a website.

**Design considerations:**

- Needs a carefully planned sitemap and wayfinding.
- Consider a commenting/profile system that allows highlighting his experience in TE.
- Consider a "consensus" or "verdict" feature for debate-oriented articles that allows readers to disagree with writers (e.g. Rotten Tomatoes: critics vs. users).

**Life goals:**

- Make his mark creatively on the themed entertainment industry
- Work on attractions which feature his favorite intellectual properties
- Unwind with good TV shows and movies

**End/Experience goals:**

- Stay innovative in learning about new TE
- Stay informed on new attraction progress
- Share knowledge about other attractions
- Be (rightfully) perceived as an authority
- Feel capable of entering and settling controversial issues in amusement
- Feel inspired in his life's work

**Pain Points:**

- He is very capable of improving attractions with poor storylines but doesn't always get the opportunity.
- He experiences bad customer service in both the TE world and outside it.
- Since he works on a project basis, he often can't keep working with great co-workers.
- He can't always find podcast episodes and has to ask for help.
- Feeling incompetent with technology.

Few people know themed entertainment like Brett Kerns. A creative director instrumental in several award-winning shows, Brett might have a show or two with a tribute to him in it one day – even though his shows tend to involve the TV and movie IPs that he enjoys watching.

Many attractions professionals work on a project basis; Brett is no exception. Working long hours in compressed project schedules to put on a new production, he grows close to each of his project teams during a project only for their team to part ways at the end. He is more or less at peace with this instability, after experiencing it many times, and with the similar instability in keeping a long-term girlfriend. But these challenges still do take their toll on him. He has been doing this since he finished art school.

Once in a while, he will cross paths with former co-workers at a networking event or on another production. He loves the occasional intelligent conversation with a fellow alumnus of the same production. Recently on Theme Park University, he found one of his former colleagues and got into a deep discussion with him in the comment section of an article about a show that they helped put on.

Brett enjoys staying on the cutting edge in themed entertainment because it gives him inspiration for continuing to create better productions. He visits attractions when he can, by himself or along with his girlfriend, so that he can understand how rides, other attractions, themed areas, and shows can all work together to immerse park guests into the park's world. Immersive theater is already quite familiar to him, and his curiosity about escape rooms is starting to increase.

Controversy is frequent when amusement or themed entertainment fans gather on the same forum. Brett is no stranger to it and enjoys weighing in on it, while staying professional. To him, engaging with fans about controversial issues and sharing about it on Facebook naturally flow out of caring as much as he does about this subject. His expertise allows him to do this from a more respected perspective. Sometimes, he can settle a debate among more casual themed entertainment fans just by sharing his knowledge. However, he is not so assertive that he can never get hurt in these discussions; he does have some what high sensitivity toward disrespectful people.

Brett visits Theme Park University to see its authors' perspectives on themed entertainment's issues of the day. Since he draws inspiration from many sources, he appreciates how it ties together so many aspects of themed entertainment. TPU gives Brett a good place to keep advancing his knowledge in immersive theater and other newer types of themed entertainment, even when he is very busy working on just one production, and to stay informed about attractions that are in planning or under construction. He also appreciates learning about new technologies, such as image mapping, which are increasingly part of themed entertainment.

## Plus, continued

## Card sorting and tree testing

Related client work is under NDA. These are snippets of a redacted portfolio piece approved by an enterprise client who had us do a card sorting study and before-and-after tree test studies:

“We conducted a card sorting study which included both current and future views and then performed a bottom-up cluster analysis of that data. With our participants bringing deep expertise and many mental models to bear, it followed that the card sort categories would not standardize easily.

“We had to perform a “standardization of the standardization”, determining how our standardized categories were related to one another before concluding where users tended to put the cards. From there, we iteratively moved cards between our standardized categories until we had a simple enough list for our main menu.

“[We] conducted a tree test using two proposed new menus and the existing menu”

“Results:

- Our new proposed navigation tree increased task success [users’ likelihood of finding items in the right place in the application] by 30% over the existing tree.
- Our new proposed navigation tree increased task directness [users’ tendency to choose an item in a navigation menu without going back and forth] by 12% over the existing tree.
- Since these improvements are still in development and are planned to be phased into the site incrementally, other results are forthcoming.”

## Premium

## User interviews

Related client work is under NDA. This is a snippet of a redacted portfolio piece approved by an enterprise client whose project included user interviews:

“In this project, we had to quickly develop a working knowledge of a complex domain. This application’s users are located throughout the world and are subject matter experts in their own aspects of our client’s business. We began involving the users by interviewing current and potential users on 3 continents. We then determined how they varied in behavior.

“Based on our knowledge from the interviews, we developed a set of personas. All of these were driven directly by interview data, except for one which came from a recommendation from one of our interviewees. This persona set did very well at capturing users’ needs for an application that theoretically anyone in their company could use. From here, we worked with our client to determine the site’s primary audience and the primary personas for each of its major sections.”

# Premium, cont'd. Usability study triage

Related client work is under NDA. This screenshot is from a usability study on the Thrill & Create website, Q3 2014.

Page	Region/Subcat.	Design Element	Comment	Category	Tester Persona Fit	# testers	Severity	Priority	Effort	Selected	Status	Notes
General	Navigation bar	Navigation	Why UX may be too hard to find in the navigation	Bug	Medium	1	Medium	Medium	Medium	Yes	Done	Consider consolidating/reducing the number of menu options under Services
General	Navigation bar	Navigation	Big fan of fixed navigation	Positive	Medium-High, Medium	2	N/A	High	N/A			
General	Navigation bar	Navigation	Menu has everything I would look for	Positive	Medium-High	1	N/A		N/A			
General	Navigation bar	Navigation	Menu is too wide for iPad. Make it half as wide as it is.	Design comment	Medium-High	1	Medium	High	Low	Yes	Done	Enfold has a setting for this. Used Enfold's 'slim' setting to slim it down
General	Navigation bar	Navigation	Going Home took her to the wrong page. [Bug!]	Bug	Low-Medium (designer)	1	High	Critical	Low - Medium	Yes	Done	Might have to manually re-add Home to the navbar and re-sync CSS styles
General	Testimonials	Testimonials	Get more testimonials	Business comment	Medium, Low-Medium (metrics guy)	2	High	High	High	Future	Future	Don't have more testimonials yet
Home / About	Intro	Content	Needs mission statement	Business comment	Medium-High	1	N/A	High	Medium - High	If possible	Done	Need to decide my mission statement
Home / Portfolio	General	Content	Mobile/responsive important	Positive	High	1	N/A	N/A	N/A	N/A	Recheck live site	High-fit tester
Home / Portfolio	Portfolio items	IA	KDFansite featured image is not lined up correctly with other portfolio items. Looks lacking in design to have them unadjusted (-)	Bug	Medium-High	1	Medium	High	Low	Yes	Done	Just need to recrop KDFansite's featured image
Home / Portfolio	Portfolio items	Images	Not enough variety; your designs always seem to have a set look and feel	Design comment	Medium	1	High	Medium	Extreme	No		This can't be fixed without redesigning each site and misrepresenting ourselves.
Home / Portfolio	Portfolio items	Images / Visual design	Portfolio items' images are not great / don't have a clean look and feel	Design comment	Medium, Low-Medium (metrics guy)	2	High	High	Medium - High	Yes	Future	Will not redo current portfolio items. Good to keep in mind for future projects.
Home / Why UX 2	Hero / What is UX	Images	Graphic of the kids riding the roller coaster makes the site look fun	Positive	Medium	1	N/A		N/A	No		Overruled by 3 other testers
Home/Contact	General	Content	Add a telephone number. Need more immediate answers for contact.	Enhancement	High	1	Medium	Low	High	Future	Investigate	Look into Google Voice? Longer-term, try to get a virtual assistant as suggested by Pat Flynn.
Home/Why UX	General / Hero	Images	Remove/replace the picture of the kids on the roller coaster; makes me think the brand is for kids... 2 kids on a coaster image is very childish ... Don't mix real photos and hand-drawn art	Design comment	High, Medium-High, Low-Medium (metrics guy)	3	Critical	Very High	High	Yes	Done	High-fit tester. Removed from Why UX.
Home/Portfolio, Services	TBD	Widget	Add a client list	Enhancement	Medium-High	1	High	Low	Medium	Future	Future	Can't really add it now, not enough people to put on it.
Homepage	Contact	Content	Contact section on homepage is fine (+)	Positive	Low-Medium (designer)	1	N/A		N/A			
Homepage	General	IA	It looks like it will be a one-page website because the color content information is green and green. Fair enough, it doesn't have to be like that.	Design comment	Low-Medium (designer)	1	Low	Low	Low	N/A		This is more of a clarification of another comment
Homepage	General	Layout	Homepage is long	Usability comment	Medium	1	Low	Low - Med	High	No		Consider Coaster Crew hybrid one-pager approach
Homepage	General	Multiple	Site looks clean	Positive	Low-Medium (designer)	1	N/A		N/A			