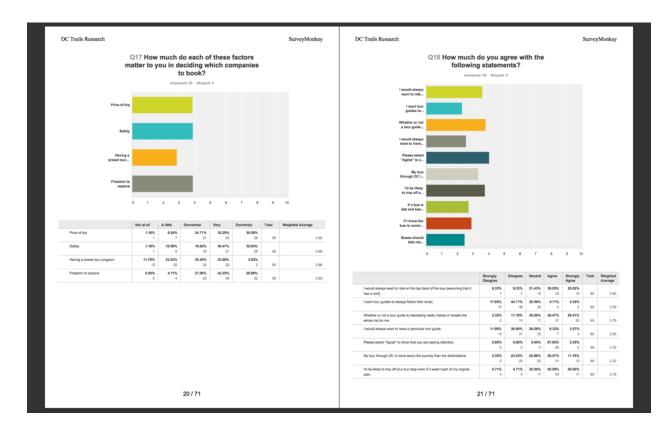
## Basic

# 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 hopon, 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 Person	nas Iteration 1 DC Trails Pers	ration 1 DC Trails Personas Iteration 2 DC Trails Personas I2 Working DC Trails Personas Iteration 3 DC Trails Personas I2 Working		DC Trails Personas I3 Working	9		
Α	С	D	E	F	G	H I	J
Name	Rick Bailey	Maya Jeffers	Isaac Beltrán	Sarah Rosenthal	Monica Sawyer	Laura Barone	Amber Green
image Persona Type	Touring Senior	Young Explorer	Decided to Hop On Once	Planned a Tour with Friends	Planned a Tour with Family	Might Plan a Tour This Year	Let's Tour Sometime
Role # Data Inputs (Total)	Tour Guests	Prospective Tour Guests	Prospective Tour Guests				
# Data Inputs from Customers Gender	7 Male	} Female	) Male	7 Female	10 Fernale	) Female	2 Fernale
Age	Over 65	26-35	18-25	36-45	46-55	26-35	36-45
Location Relationship Status	Ontario, Canada Married	Northern Virginia Married	Catifornia In a Relationship	New York Single	Florida Married	New Jersey Married	Texas Single
Has Children Languages Phone Type	Yes English only	Ho English only	No English, Spanish	No English, some German	Yes English only	Yes English only	Yes English only
Phone Type Tablet Type	Phone IPad	iPhone iPad	Android phone Android tablet	Android phone IPad	iPhone iPad	Phone IPad	Android phone Doesn't have a tablet
Site Persona type	Ann Servedary Persona	Ann Secondary Persona	Ann Supplemental Persona	Ann Primary Persona	Ann Servaniano Persona	Ann Secondary Bersona	Ann Sunniemental Persona
Overlaps with other personas?							***************************************
Their needs would disenfranchise these other personas (definitely)	se 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
Their needs would disenfranchise		Touring Senior, Decided to Hop On Once, Planned a Tour with Friends, Might Plan a Tour This Year, The Group Leader		Touring Senior, Young Explorer, Decided to Hop On Once, Planned a Tour with Family, Hight Plan a Tour This Year			The Vision Funiture Manned a Tree o
these other personas (partially)	Young Explorer, Planned a Tour with Family	This Year, The Group Leader	Planned a Tour with Friends	Hight Plan a Tour This Year	Touring Senior, The Group Leader	The Group Leader	The Young Explorer, Planned a Tour w Family, Might Plan a Tour This Yea
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 Pla
Their needs would disenfranchise these other personas within their role (definitely)	se Hr						
		None	None	None	None	None	None
Their needs would disenfranchise these other personas within their role (partially)	se etr	Touring Senior, Decided to Hop On Once,		Touring Senior, Young Explorer, Decided to Hop On Once, Planned a Tour with Family			
role (partially)	Young Explorer, Planned a Tour with Family	Planned a Tour with Friends	Planned a Tour with Friends	Hop On Once, Planned a Tour with Family	Touring Senior	None	Might Plan a Tour This Year
					Partial - Planned a Tour with Family is the most frequent reviewer of all of our personas. That interface would upset		
Disenfranchises needs of "Touring	4	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.	someone who never writes reviews. Other	No - Beware of content because they want	No - as long as there is a way for eith
senor		person than use an app.	should be oil.	person than use an app.	goals are similar.	different destination types in DC.	them to talk to a human.
	Partial - Young Explorer is a more frequent traveler, has less money (but similar			Partial - Young Explorer might find the	No - These two personas are quite similar aside from their depth of knowledge of the city, their domain knowledge (somewhat),	No - Main difference seems to be in the kinds of destinations they want, but Might Plan a	Partial - Young Explorer is more of a p user who has more domain knowledge
Disenfranchises needs of "Young Explorer"	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 common.	city, their domain knowledge (somewhat), and their demographics.	of destinations they want, but Might Plan a Tour This Year does have a discovery focus.	user who has more domain knowledge lower tolerance for things like uninter tour guides.
					No - Planned a Tour with Family places more	No - Higher-end service is more important to	
	Nes - Touring Senior's interface could tolerate	Partial - Young Euploner has a stronger history		Partial - there is a lot of overlap in their goals	emphasis on recommendations from other	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	
Disenfranchises needs of "Decide Hop On Once"	Yes - Touring Senior's interface could tolerate ed to much more blatant salesmanship. Decided to Hop On Once can see through that.	focus and more familiarity with these types of tours.		and pain, but not much in terms of the kinds of destinations they'd visit.	more emphasis on activities that he finds fun. Other goals are fairly similar.	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 consciousness.
		Partial - Young Explorer is more interested in	Burtist - so see for Decided to Non-On-Once			Yes - Planned a Tour with Friends wants to	No. Similar narrows: but halance
Disenfranchises needs of "Planne Tour with Friends"	ed a No	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.	walk around in the city, which Might Plan a Tour This Year didn't mention.	No - Similar personas; just balance difference between planned and sport well.
NAME AND FRANCIS	149		No - Manned a Tour with Earnily places more		10	Too his tea don't heroon.	Partial - Planned a Tour with Family
Disenfranchises needs of "Planne	Partial - Planned a Tour with Family needs to	No - These two personas are guite similar aside from their depth of knowledge of the city, their domain knowledge (somewhat), and their	emphasis on recommendations from other people, while Decided to Hop On Once place				still need to use other apps for the a planning part. She'd also find Let's Sometime's lack of individual tour a information disturbing
Disenfranchises needs of "Planne Tour with Family"	Partial - Planned a Tour with Family needs to ed a entertain children, and Touring Senior does not (since he only travels with his wife).	domain knowledge (somewhat), and their demographics.	more emphasis on activities that he finds fun. Other goals are fairly similar.	<ul> <li>Partial - Planned a Tour with Family needs more emphasis on individual tour guides.</li> </ul>		No - lots of overlap; make sure Planned a Tour with Family can call someone.	Sometime's lack of individual tour p information disturbing.
		Partial - Might Plan a Tour this year is less					
			No - Higher-end service is more important to	,			Partial - Might Plan a Tour This Year p more emphasis on individualized treat This can be done on other channels by
	Yes - it is very important for Might Plan a Tou This Year to be on time. She also doesn't like Plan things to be quite as preset as Touring Senior	probably ion't safe to assume Young Explorer's r level of knowledge with her, but that is more acceptable because Hight Plan a Tour This Year is interested in discovering new places and	No - Higher-end service is more important to Might Plan a Tour This Year, while lack of salesmanship and honesty are more important	t Partial - an app for her might be too content- t heavy for Might Plan a Tour This Year and			This can be done on other channels by personas (calling someone), but Might Tour This Year is likely to handle it with
Α	C C	D D	E .	F	G ,	1	Personal framing sensorally non-uniter
					Yes - Planned a Tour with Family wants to		
	Yes - Her goals emphasize deals more than Touring Senior's, even though their price						
Disenfranchises needs of 'Let's To	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.			that let guests set up their whole visit before they go). A more spontaneous person like	No - just remember that Might Plan a Tour	
Sometime"	than just information.			No - Similar personas; just balance the difference between planned and sportaneous	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	No - just remember that Might Plan a Tour This Year brings different domain expertise (Uber / Expedia vs. Google Maps /	
			No		Yes - Planned a Tour with Family wants to plan every little detail (like the Dinny app. that let guests see up their whole visit before they gel. A more spentaneous person like Let's Tour Semettine 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).	
Disenfranchises needs of 'The Gr		Partial - Young Explorer needs more information, but that is not a problem for Group	No Yes - Decided to Hop On Once wants a higher-		that let guests set up their whole visit before they gip. 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.		
Disenfranchises needs of	roup	Partial - Young Explorer needs more information, but that is not a problem for Group Leader. The focus on deals helps Group Leader sell more tickets, even though Group Leader is	No Yes - Decided to Hop On Once wants a higher- resolution experience and, at the same time, its extremely conscious of price and bargain-				
Disenfranchises needs of "Uninterested Planner" Disenfranchises needs of Disenfranchises needs of	No No	Partial - Young Explorer needs more information, but that is not a problem for Group Leader. The focus on deals helps Group Leader sell more tickets, even though Group Leader is not price-conscious himself.	No  Yes - Decided to Hop On Once wants a higher- resolution experience and, at the same time, is estimately conscious of price and bargain- reinded.		that let guests set up their whole voit before they got. A more gootstraceup person like Land might be questioning the fruth of the information required for planning anyway.  Partial - Planned a Tour with Family needs a way to review her trip.	No - just remember that Might Plan a Tour This livas bring differed domain expertise (blber 190ph/ehror) Habba 1 Paph/ehror 1 Partial - Hight Plan a Tour This Year is intereded in local more and pop businesses, to organize a whole group. But That is not an issue for hop on hop off tours.	No
"Uninterested & Spontaneous"	Not checking - Negative Persona	Not checking - Negative Persona	Not checking - Negative Persona	No - Planned a Tour with Friends is much more well-rounded and has no goals that disenfranchise the goals of Group Leader specifically.  Not checking - Negative Persona	Partial - Planned a Tour with Family needs a way to review her trip. Not checking - Negative Persona	Partial - Hight Plan a Tour This Year is interested in local mom and pop businesses, which would be bash for someone who needs to organize a whole group. But that is not an issue for hop on hop off tours.  Not checking -	No Not checking - Negative Persona
	No.			No - Planned a Tour with Friends is much more well-rounded and has no goals that disenfranchise the goals of Group Leader specifically.	Partial - Planned a Tour with Family needs a way to review her trip.	Partial - Neight Plan a Tour This Year is interested in local more and pop businesses, which would be bad for someone who needs to organize a whole group. But that is not an issue for they on hop of this ord.  Not checking - Neightive Persona  Not checking - Neightive Persona	Not checking - Negative Persona Not checking - Negative Persona
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	Not checking - Negative Persona Not checking - Negative Persona Semi-Retirce with a lot of free time	Not checking - Negative Persona Not checking - Negative Persona	Not checking - Negative Persona Not checking - Negative Persona Very interested in discovering new places	No - Planned a Tour with Friends is much more well-rounded and has no goals that disserfranchis the peals of Group Leader specificality.  Not checking - Hegative Persona Not checking - Hegative Persona	Partial - Planned a Tour with Family needs a way to review her trip. Not checking - Negative Persona Not checking - Negative Persona	Partial - Neight Plan a Tour This Year is interested in local more and pop businesses, which would be bad for someone who needs to organize a whole group. But that is not an issue for they on hop of this ord.  Not checking - Neightive Persona  Not checking - Neightive Persona	Not checking - Negative Persons Not checking - Negative Persons Interested in spontaneously taking a hop off tour of DC someday
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Get safe good deals on fun, safe activities of good deals on goo

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, crash pictures not loading, updates
Experience Frustration 2	Desktop-only websites on his mobile devices, people, she still needs a way to ask people sustration 2 which require him to pinch and zoon.  While she doesn't gravitate boward calling people people, she still needs a way to ask people questions. Sometimes she can't. Slow loading		Slow loading	Less content than the website	Poor navigation	Having to make an account to use the app	Key functions from a desktop site an available in an app
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	Lack of customization in an app (even to she doesn't need a lot of customize customer service)
			Fr. L. I.		that are street		
Tendency to plan visits	50/50 Spontaneous/Planned	50/50 Spontaneous/Planned 7 to 10 tours	Slightly more spontaneous 1 to 3 tours	Somewhat more planned	Much more planned	Somewhat more planned	Somewhat more spontaneous
Number of tours taken Reliance on travel agos	4 to 6 tours			1 to 3 tours	1 to 3 tours Extremely important	None - Interested	None - Interested Somewhat Important
Retiance on travel apps	Somewhat to Very Important	Very Important	Somewhat to Very Important	Very Important	Extremely important	Very Important	somewhat important
Travel frequency	2-6 times per year	More than once a month	7-11 times per year	2-6 times per year	2-6 times per year	2-6 times per year	2-6 times per year
Business/pleasure	All Pleasure	50/50 Business/Pleasure	Mostly Pleasure	50/50 Business/Pleasure	Mostly Pleasure	All Pleasure	Mostly Business
Kinds 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, Staycations, 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/ maybe 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			Significant other when she has one, around her age, children (her stud
Reasons for touring DC	Learn about the City, Tour Guides, Structure	Learn DC/US history, Have a structured way to visit DC, Show DC to her friends and family, Her 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, Provide a structured way for her family to see DC, Discover new places, Let her family hear from entertaining bour guides	Learn DC/US history, Discover new p Provide a structured way for her famil 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, Host famous places, Presidential memorials, War memorials	Most famous places, Presidential memorials, Other historical interest sites, Cultural attractions	Host famous places, Museums for general audiences, Presidential memorials, War memorials	Most famous places, Museums for general audiences. Nature / Wildlife	Most famous places, Other historical sites, Museums for general audie
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 websites used	TrioAdvisor only	TripAdvisor, Travel & Leisure	TripAdvisor, Yelp, Airbnb	TripAdvisor, Yelo	TripAdvisor only	TripAdvisor, Yelp, other	TripAdvisor, Yelp
Frequency of writing reviews	Never	2-6 times per year	2-6 times per year	Once a year or less	7-11 times per year	2-6 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 consciouness	Extremely Safety-Conscious	Very Safety-Conscious	Somewhat Safety-Conscious	Extremely Safety-Conscious	Extremely Safety-Conscious	Very Safety-Conscious	Extremely Safety-Conscious
Desire for a preset schedule	Wants Preset Tours Very Much	Wants Preset Tours Somewhat	Wants Preset Tours Somewhat	Wants Preset Tours Somewhat	Wants Preset Tours Very Much	Wants Preset Tours Somewhat	Wants Preset 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 Exp
Impact of tour suide	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 tim
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 Very important	Individualized service is A Little imp
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 Friend
Devices Used While Traveling	Smartphone only	Smartphone, Tablet	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 Haps, Airbnb	Google Maps, Travel discount apps	Google Haps, Travel discount apps, Airline apps	Uber, Expedia	Google Maps, TripAdvisor Intermediate to Expert with techn
Travel App Types Tech savviness	Hotel and airline apps, Travel discount apps intermediate tech savvy	Travel discount apps and Google Maps Intermediate with technology	Google Maps, Airbnb Intermediate with technology	Google Maps, Travel discount apps intermediate with technology	apps Beginner to Intermediate with technology	Uber, Expedia Intermediate 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
		App suggests other places/stops	Have the app suggest other places around their next stop		
Planning	Spontaneity	(changing trip)	and let them change their trip on the fly  For Rick (Touring Senior), have a way to swipe to get rid of	Yes	"Other places nearby"  Gestures are less discoverable for
Planning	Spontaneity	Swipe to get rid of plan; invitation to go to discovery mode	a plan and suggest going into a discovery mode to find the next plan	Probably	Rick but should be ok since he is intermediately tech savvy.
Reservations	Integrations	Integrate Xola	Integration with apps that provide instant bookings: http://66.media.tumblr.com/ 58c1f4760e3fc0326b75bab1e7cf78ea/ tumblr_n9gbqgFLXw1r711ijo1_400.png	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: http://inspired-ui.com/tagged/app_thetransit	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: https:// developer.apple.com/ios/human-interface-guidelines/ images/whatsnew_messaging_2x.png	Unlikely	Sarah uses Android. But common iO: 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?": https://developer.apple.com/ios/human-interface-guidelines/images/whatsnew_siri_2x.png	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.
Jiops	Jeneral	Janeey mile	Let people rate stops along the way to say later whether	possible	Janety Conscious.
Stops	Ratings	Ratings for stops	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	
			T		

# Basic, continued User flows

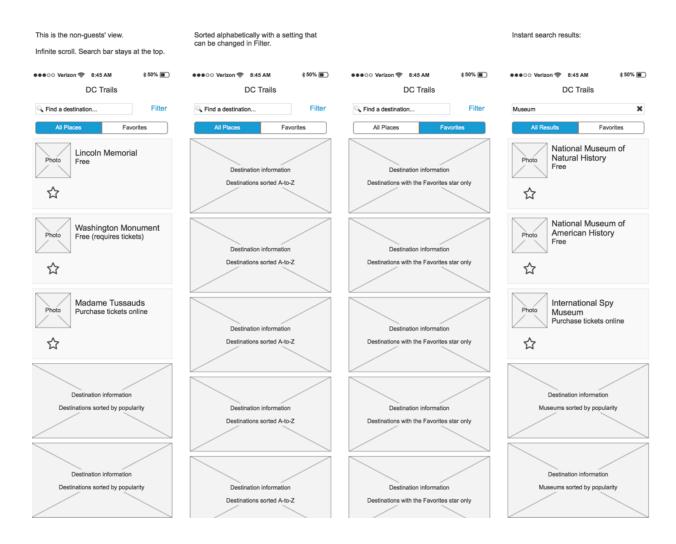
For DC Trails with Sweetpea Mobile, Q4 2016

At a high level, the flows are:
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] - Filter places by moods [Not moods, just destination types] - 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

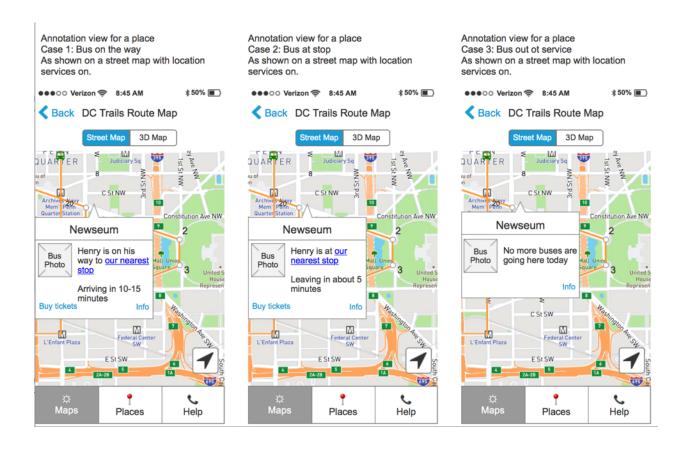
# Basic, continued Wireframes

## For DC Trails with Sweetpea Mobile, Q4 2016

### Destinations dashboard page:



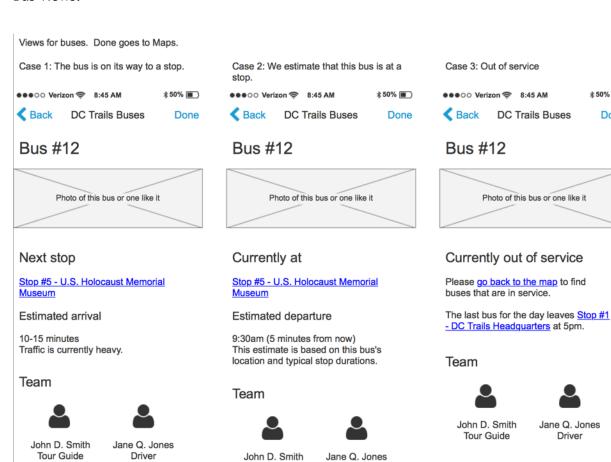
### Sample annotations on route map:



#### Bus views:

Places

Help



Tour Guide

Driver

Help

**Places** 

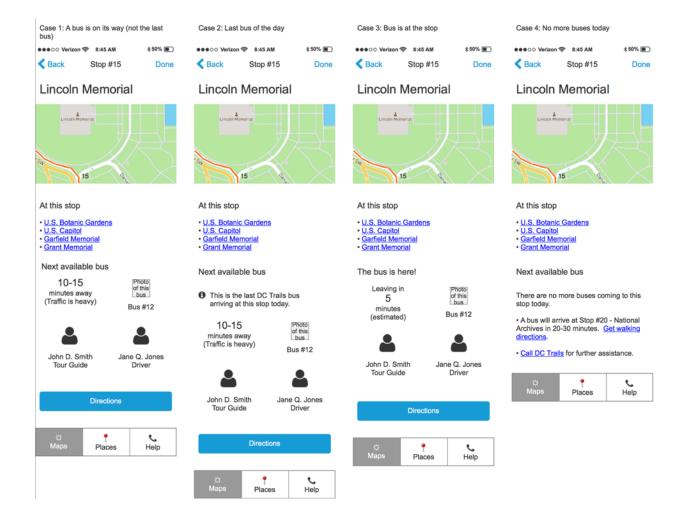


Driver

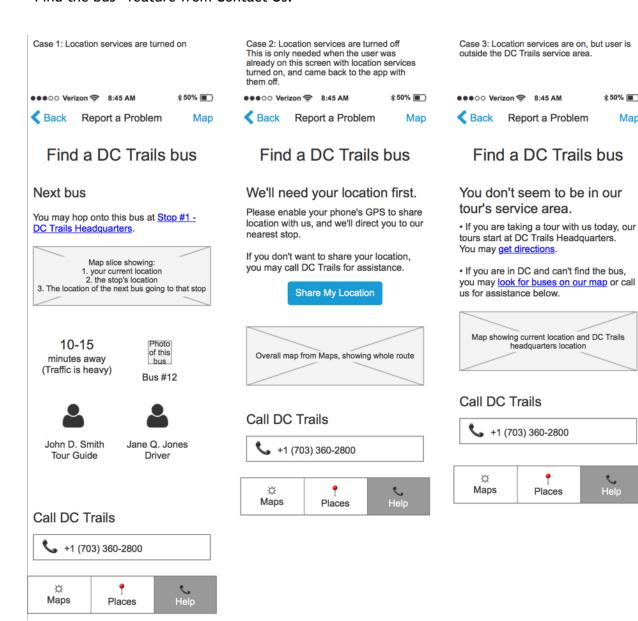
**≵50%** ■

Done

### Stop views:



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



**≵50%** ■

**Places** 

Map

## **Plus**

## Persona scenarios

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



- Strong Interest in immersive theater; starting to be interested in except rooms.
   Higher Industry knowledge lets him see how these kind of entersalment are TE.
   Rarely frustrated, but will speak up if he doesn't know where something is on a website.

- Needs a carefully planned sitemap and wayfinding.
- 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

Brett Kerns Site Primary Persona Section Primary for TE Professionals

End/Experience goals:

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

#### 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

- 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

- with poor storylines but doesn't always get the opportunity.
- 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.

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 growsclose 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

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 pot 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 girlifriend, so that he can understand howrides, other attractions, themed areas, and shows can all work together to immerse park guests into the park's world. Immersive theater is already guite 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. First is no stranger to it and enjoys weighing in on it, while staying professional. To him, engaging with fans about ton troversialissues and sharing about it on Facebook naturally flow out of carring as much as the does about this subject. His septite allows him to do this from a more respected perspective. Sometimes, he can settle a debate among more casual themsed 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 somewhat high sensitivity toward disrespectful people.

Brett visits Theme Park University to see its authors' perspectives on themed entertainment's issues of oretrivitis ineme rark university to see its author's perspectives on themee entertainment sissues or the days. Since for draws inspiration from many sources, he appreciates how it ties together so many aspects of the med entertainment. TPU gives Brett a good place to keep advancing his knowledge in immersive theater and other newer type of themed entertainment, even when he is very budy unorting 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		N/A	High	N/A			
General	Navigation bar	Navigation	Menu has everything I would look for	Positive	Medium-High	1	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)		Z 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 de:	Portfolio items' images are not great / don't have a clean look and feel	Design comment	Medium, Low- Medium (metrics guy)	,	Z 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	Overrruled 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)	1	3 Critical	Very High	High	Yes	Done	High-fit tester. Removed from Why UX.
Home/ Portfolio,	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)		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		Low	Low - Med	f High	No		Consider Coaster Crew hybrid one- pager approach
Homepage	General	Multiple	Site looks clean	Positive	Low-Medium (designer)		N/A		N/A			