

Fun4Kids

Unexpected way of interacting

Context

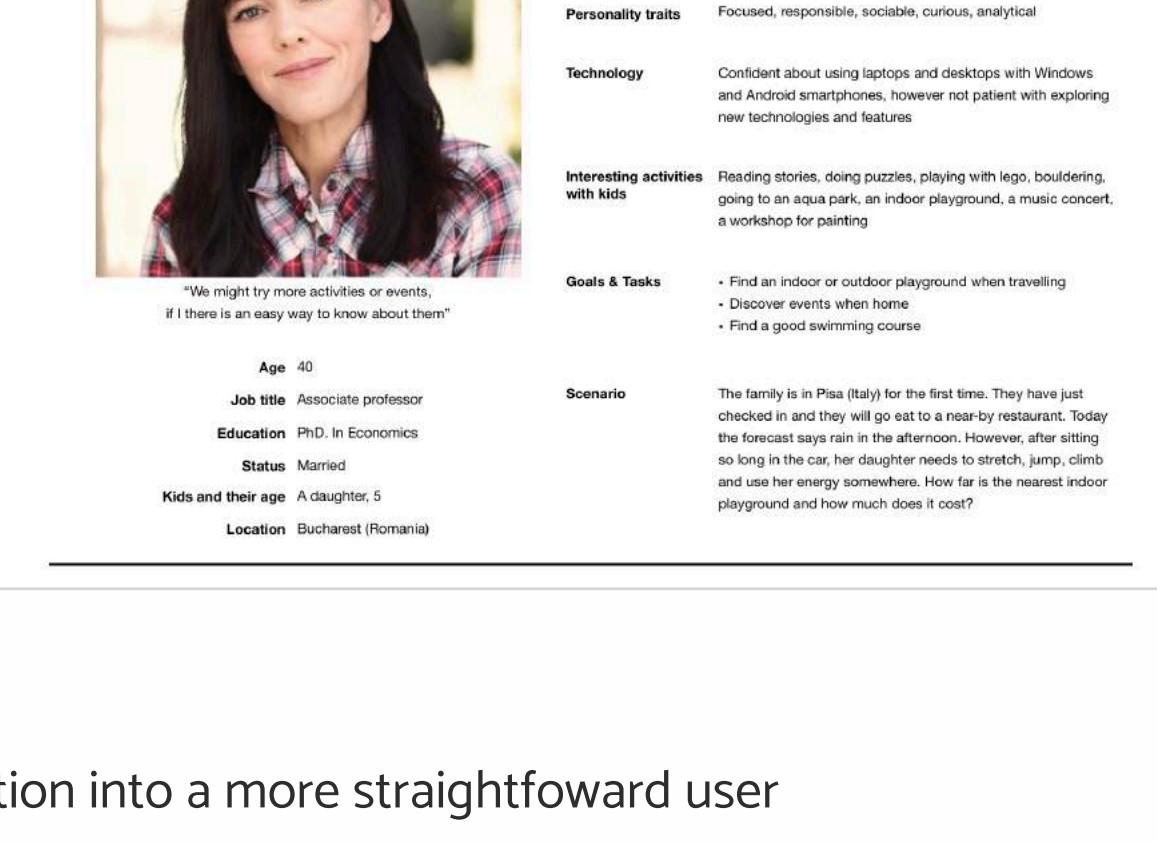
As a parent that lives in a foreign country and as somebody curious and interested in exploring new things, I am always looking for activities to try out with my 4-year old. Google has been the starting point, but searching takes quite some time and patience. At some point I stumbled upon an app that listed activities (Yugger), but the interface looked complicated and it didn't show anything that I haven't already known for my area.

Generative research and results

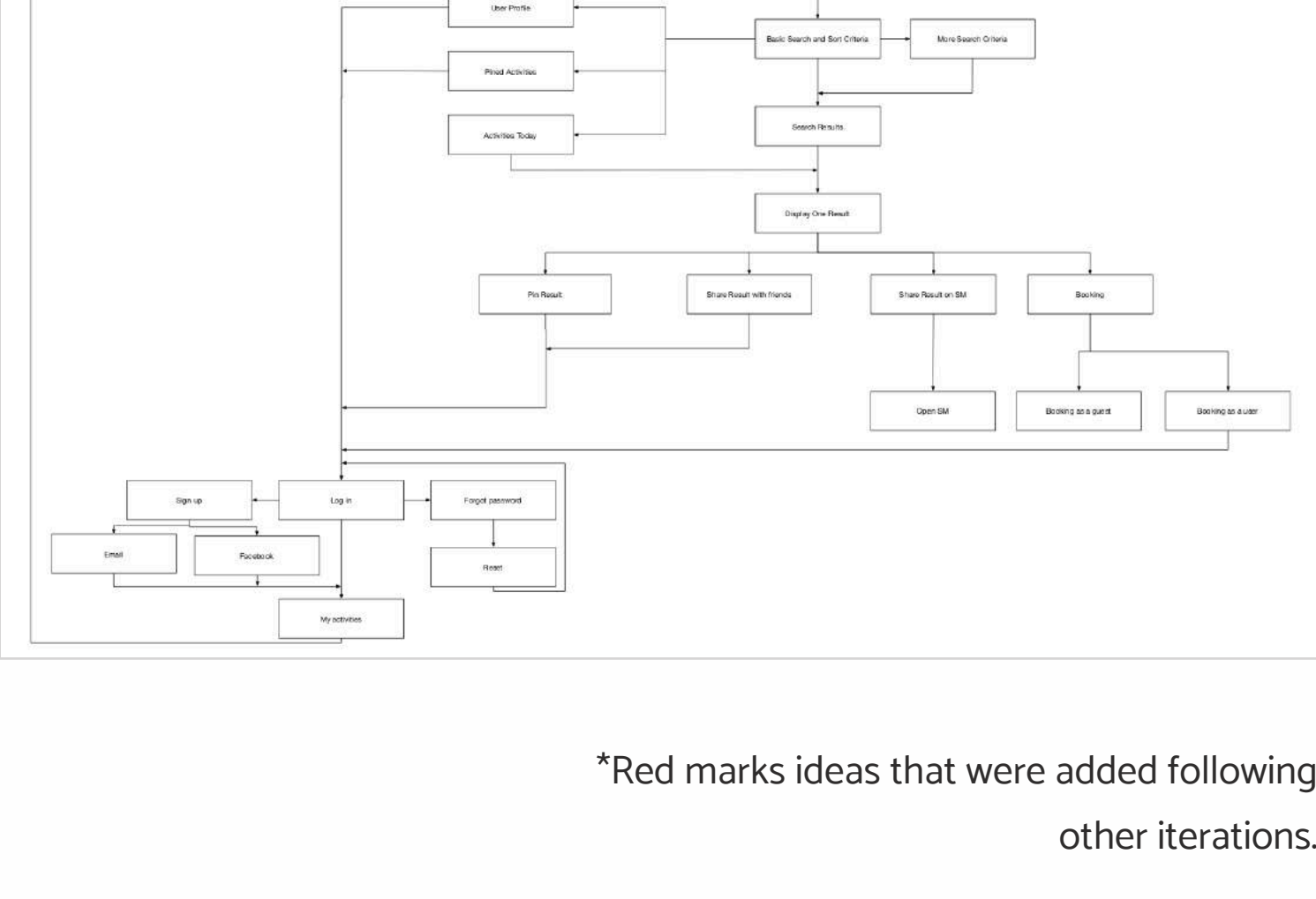
I started with trying out several apps based on potentials and then I interviewed potentials users to get the basics.

Survey Questions	
1.1	What kind of activities do you do with your child/children? (e.g. sports, arts, music, reading, etc.)
1.2	When did you last try a new activity with your child?
1.3	What kind of activity was that?
1.4	How did you find that activity?
1.5	How many times a month do you do something outside of your home with your child?
1.6	When do you collect ideas about activities that you want to do with your child?
1.7	What would you do to help your child/children learn about activities that you want to do with your child?
1.8	What would you do to help your child/children learn about activities that you want to do with your child?
1.9	What would you do to help your child/children learn about activities that you want to do with your child?
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1.19	What would you do to help your child/children learn about activities that you want to do with your child?
1.20	What would you do to help your child/children learn about activities that you want to do with your child?

Next, based on their answers, I developed three user personas and a basic user flow, got feedback from my course advisor and talked to other potential users.



Following the talks, I have incorporated the new information into a more straightforward user flow (used OmniGraffle) and established the minimum lovable product.

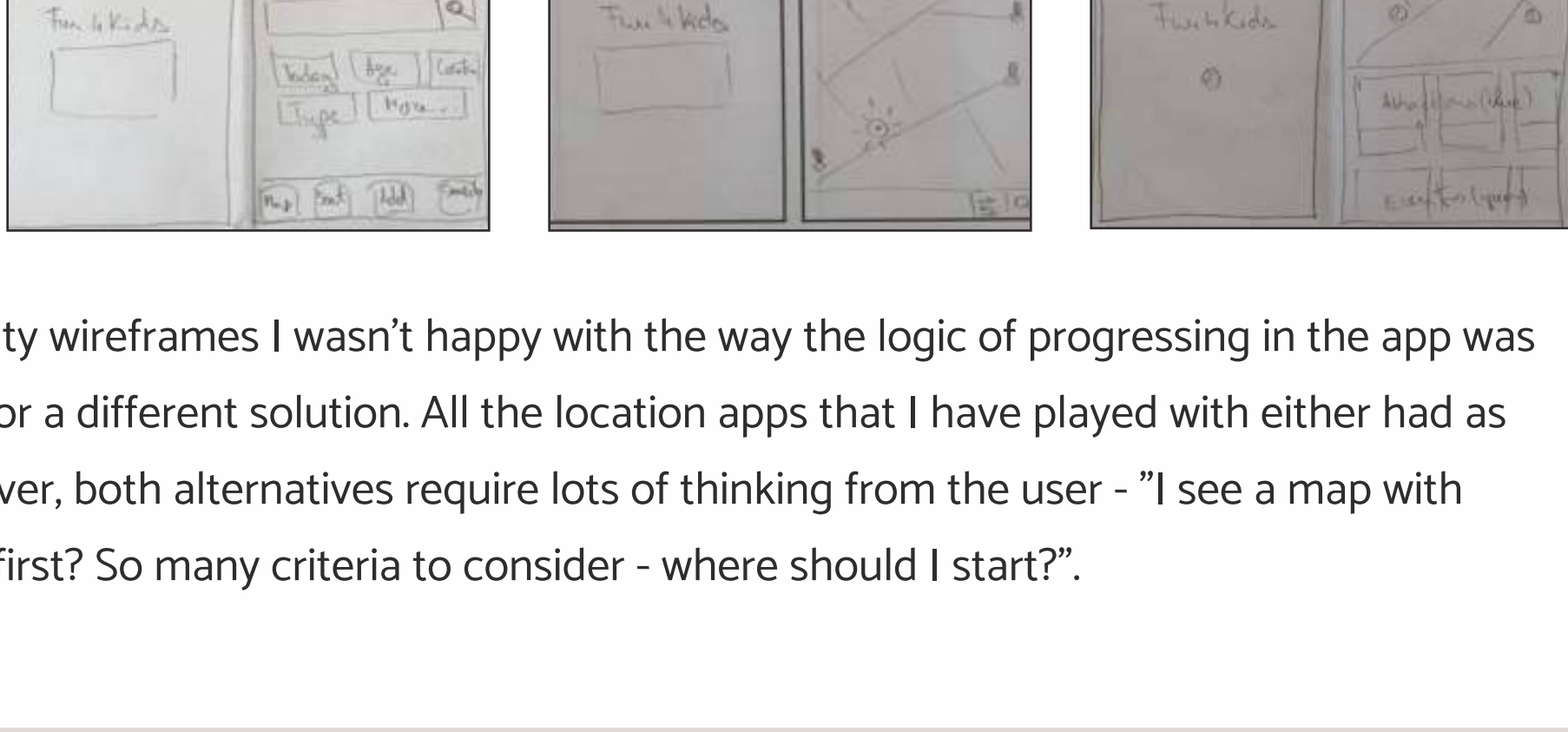


Minimum Lovable Product	
1. Main navigation	• Home (activities, places, events, and other things to do) • Search • Profile • Settings • Help
2. Search filters	• Location (city, state, country) • Date • Price • Rating • Type of activity (e.g. sports, arts, music, etc.)
3. Search results	• List of activities with details (title, description, location, price, rating, etc.) • Filter by location, date, price, rating, etc. • Sort by relevance, date, price, rating, etc.
4. Activity details	• Title • Description • Location • Price • Rating • Photos • Reviews • Add to favorites • Share
5. Add to favorites	• Add to favorites • Remove from favorites • Share
6. Share	• Share via email • Share via social media • Print
7. Reviews	• Write a review • Rate the activity • Add a photo • Add a comment • Reply to a review • Report a problem

*Red marks ideas that were added following other iterations.

Evaluative research and results

In this phase I have used crazy eight technique to sketch six solutions for the home screen and two alternatives for the main flows. In the end I chose the screens that felt most intuitive and simple, created a prototype in Protot, tested it and reached a new understanding of the user flow.



After testing the prototype of the low fidelity wireframes I wasn't happy with the way the logic of progressing in the app was perceived and therefore I started looking for a different solution. All the location apps that I have played with either had as home screen a map or lots of filters. However, both alternatives require lots of thinking from the user - "I see a map with many location points, where should I look first? So many criteria to consider - where should I start?"

Typography

AaBbCc Chalkduster, Regular, 32	AaBbCc Catamaran, Bold, 24	AaBbCc Catamaran, Semibold, 18	AaBbCc Catamaran, Bold, 16
AaBbCc Catamaran, Bold, 14	AaBbCc Catamaran, Semibold, 14	AaBbCc Catamaran, Regular, 14	AaBbCc Catamaran, Semibold, 12

Color palette

FFBC42	252541	757995	9B9B9B	4A4A4A	F9F9F9
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Business perspective

I opted for presenting specific content from the first glance, rather than a map or a list. I adopted the swipe right and left idea from dating apps to make interaction simple. The attractions that are not liked at a certain point are not lost, but tucked away under "Profile" - "Dismissed". However, in order to use this form of interaction the users must have an account. If they are not interested to sign up, they can still use the app with limited functionality: browsing the old way by looking at a map and at a list of items, and sharing findings (which will help the app to gain traction); they won't have any personalised lists and they can't write reviews or add new attractions.

The revenue will be generated by businesses that are interested to be listed and through direct selling of services. The plan for extending the database listings involves reaching out to three types of stakeholders:

Businesses that cater to the needs of families with kids and want to be visible for this target	Local tourism centres that want to promote their area and will update the events	Users that like to share their discoveries or be part of a particular community*
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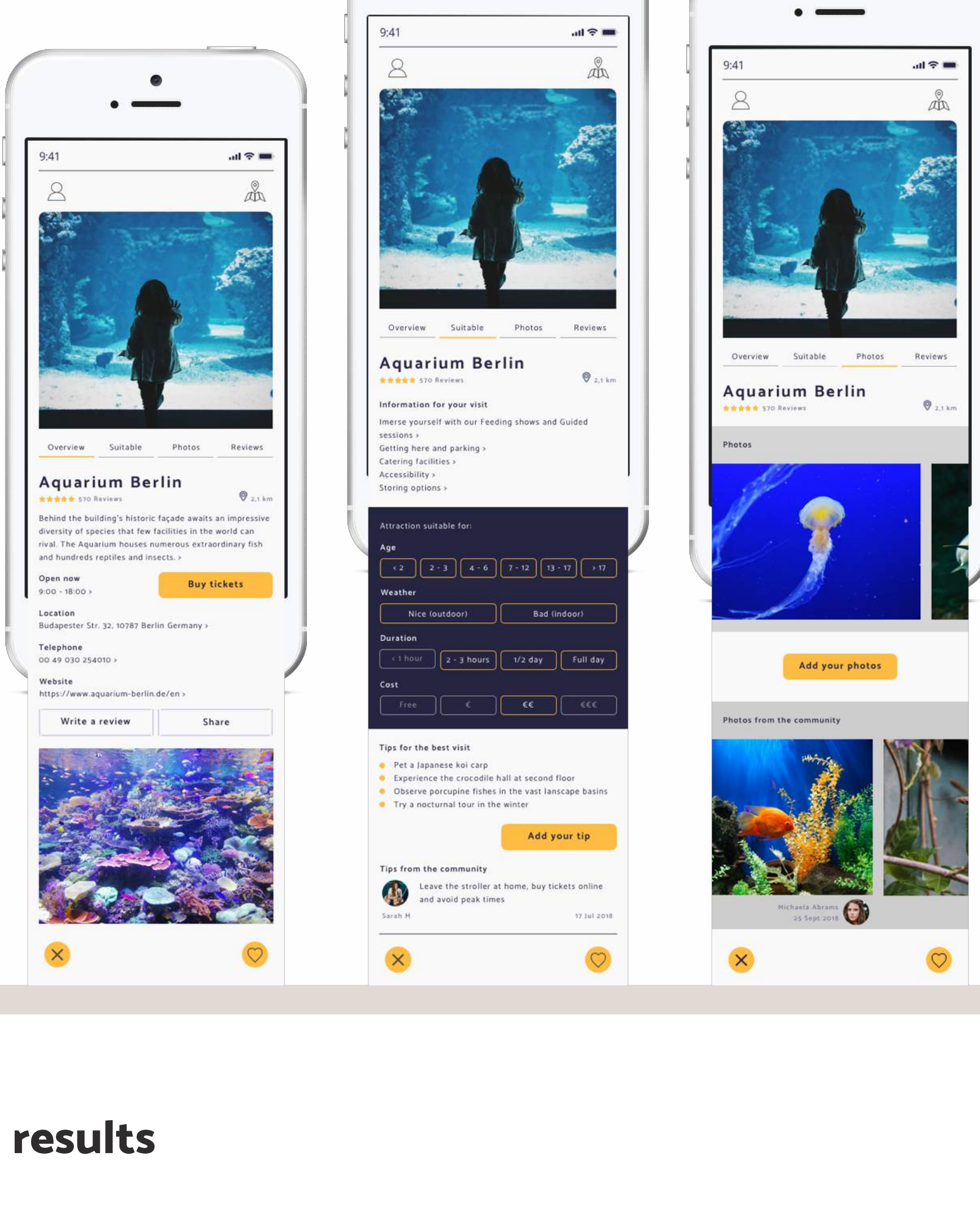
*The content added by users and the reviews have to be curated.

Visual design

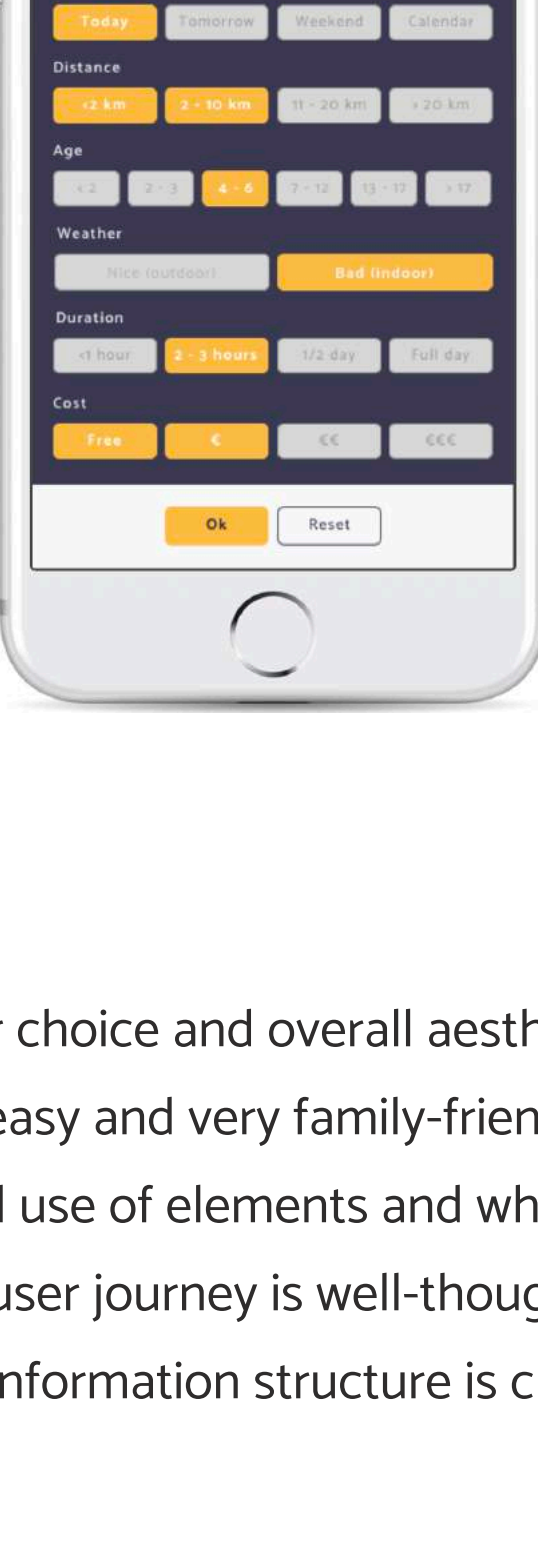
The app opens with the overview of an activity that has as top element a representative vivid image.

This captures the attention and elicits the idea "I want to experience this".

Moreover, presenting a new activity and, therefore, a new image every time the app is opened triggers the curiosity and the users are hooked to check the app often.



Prototyping and results



For the final prototype I used Marvel. Check it out on the link below, then read the reactions I have received and see the mockups of the final design that incorporates the feedback.

<https://marvelapp.com/tae92e6g>

Positive:

- Color choice and overall aesthetics makes it feel easy and very family-friendly
- Good use of elements and whitespace
- The user journey is well-thought
- The information structure is clear

Consider revising:

- "Suitable" tab is not easy to understand what it refers to without scrolling
- The grey of filters is hard to read
- Buttons are too small
- The size of the font is too small

Take away

Start with the content in mind and find the best way to structure and show it. Look for inspiration in unusual places and find ways to adapt the ideas to serve your purpose.

