

Walkably

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Project overview



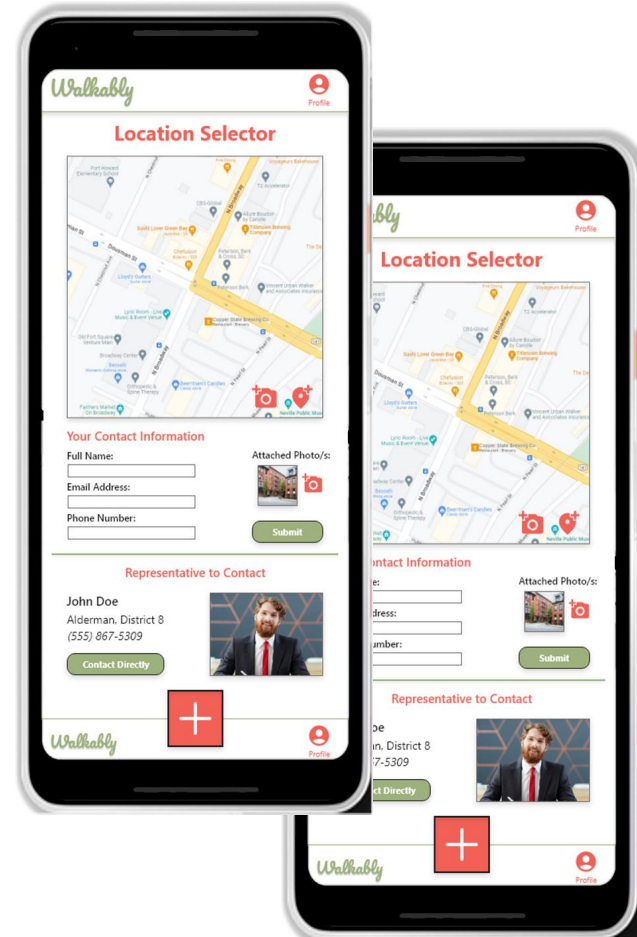
The product:

This product is designed to allow users to report areas of their city that are not accessible to all.



Project duration:

March 2023 to April 2023



Project overview



The problem:

Many people cannot access certain parts of cities due to disabilities. These same people can't get their voices to be heard on a governmental level.



The goal:

Design an app and website for "Walkably" a fictional non-profit that aims to connect citizens to their respective national, state, and local representatives.

Project overview



My role:

UX designer designing a website for *Walkably* from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was people with disabilities. Along with people who care about accessibility.

This user group confirmed initial assumptions about *Walkably's* potential users, but research also revealed that contacting local representatives was not the only factor. Other user problems included wanting the ability to see who else is a representative for a given area.

User research: pain points

1

Lack of Accessibility

If an area is not accessible, it is almost completely blocked off from people with disabilities.

2

Non-Walkable Areas

Safety is a huge factor in making an area not walkable.

3

Public Health

Cars cause a lot of pollution. Being around that is detrimental.

Persona: Derek

Problem statement:

Derek is a disabled person who needs the ability to easily contact his city council because he can't support local businesses if the areas they are in aren't accessible.



Name: Derek

Age: 39

Education: Associate

Hometown: Lansing, MI

Family: Married

Occupation: Stay-at-home

"I would be able to support local businesses if I was able to access them from my home."

Goals

- Contact city council about accessibility on the sidewalks.

Frustrations

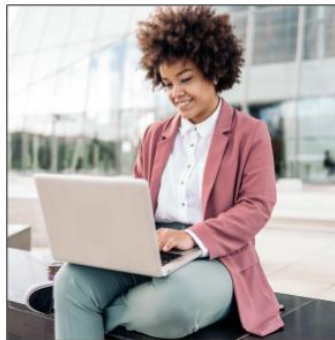
- Going downtown does not seem safe.
- It is not easy to navigate while in a wheelchair

Derek wants to be able to support local businesses. Unfortunately, due to a disability, he is not able to drive. Derek wants a walkable city.

Persona: Trisha

Problem statement:

Trisha is a young professional who needs resources to share with others about walkable cities because she wants to help develop her community.



Name: Trisha

Age: 24

Education: Bachelors

Hometown: Green Bay, WI

Family: Single

Occupation: Salesperson

"I love walking around my city, but there's too much noise, and it doesn't feel safe or healthy."

Goals

- Quick way to show people the benefits of a walkable city
- Be able to do above without an internet connection

Frustrations

- Walking around most downtown areas is not safe.

Melissa is what people would call a "townie". She walks around the downtown area supporting local shops. Sometimes she feels as if she's the only one doing it, and for good reason: walking downtown is not safe.

User journey map

Mapping Derek's user journey revealed how helpful it would be to have this app.

Persona: Derek

Goal: Contact city council about accessibility on the sidewalks. App

ACTION	Open Website	Report area	Contact City Council
TASK LIST	See splash screen Scroll homepage Report area	Enter location details Click submit	Confirmed email to city council View database of other council members
FEELING ADJECTIVE	Frustrated with area	Happy	Satisfied
IMPROVEMENT OPPORTUNITIES	Easy to find button	Map interface	Confirmation screen

User journey map

Mapping Trisha's user journey revealed how helpful it would be to have this website.

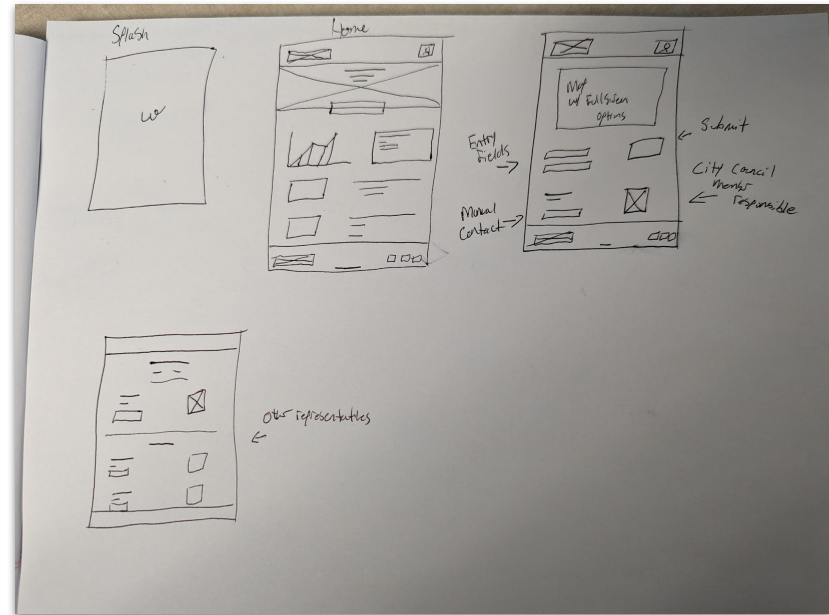
Persona: Trisha

Goal: Quick way to show people the benefits of a walkable city. Website

ACTION	Open App	Browse articles	Read Article	Share Article
TASK LIST	Homepage opens	Search Articles Browse Search Page	Scroll through article View animations and statistics	Click share button at bottom of article
FEELING ADJECTIVE	Inquisitive	Curious	Concentrating	Excitement to share
IMPROVEMENT OPPORTUNITIES	Quick loads	More articles	Informative articles with statistics and charts	

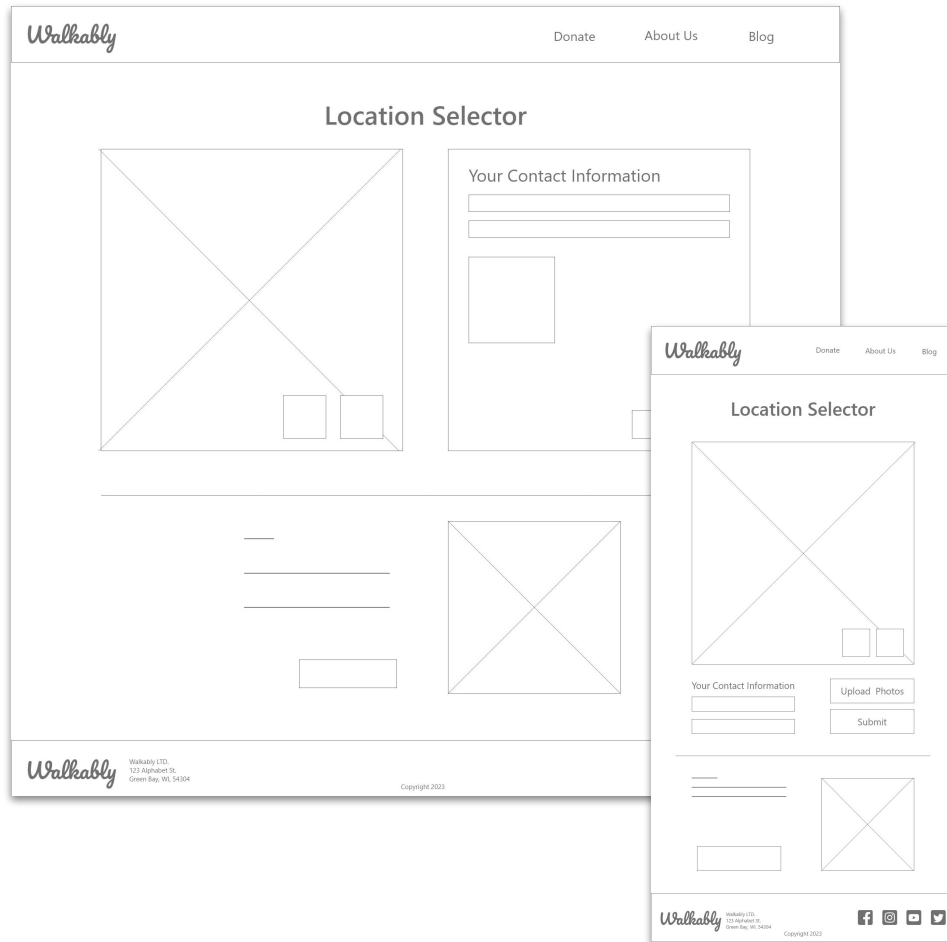
Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy reporting process to help users save time.



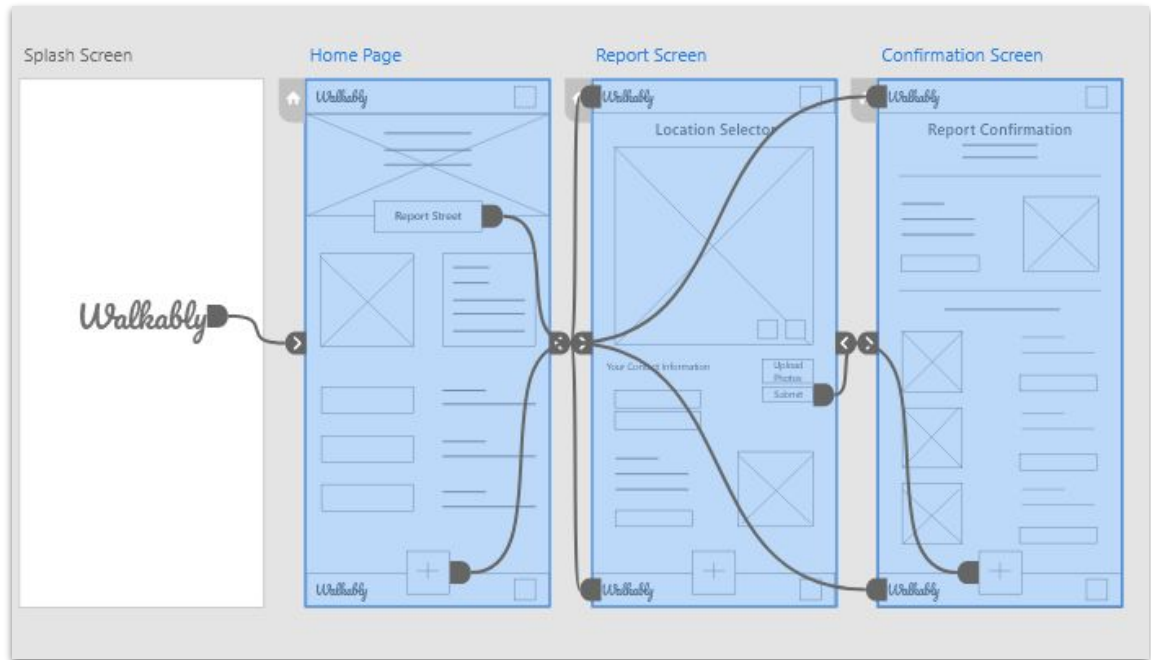
Digital wireframes

Here's a wireframe of the homepage on both desktop and tablet devices.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected reporting an inaccessible area, so the prototype could be used in a usability study.



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users wanted more representatives than just their local ones.
- 2 More in-depth controls of reporting area.

Round 2 findings

- 1 Users wanted ability to support free app.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Users wanted more details
in the cart menu.

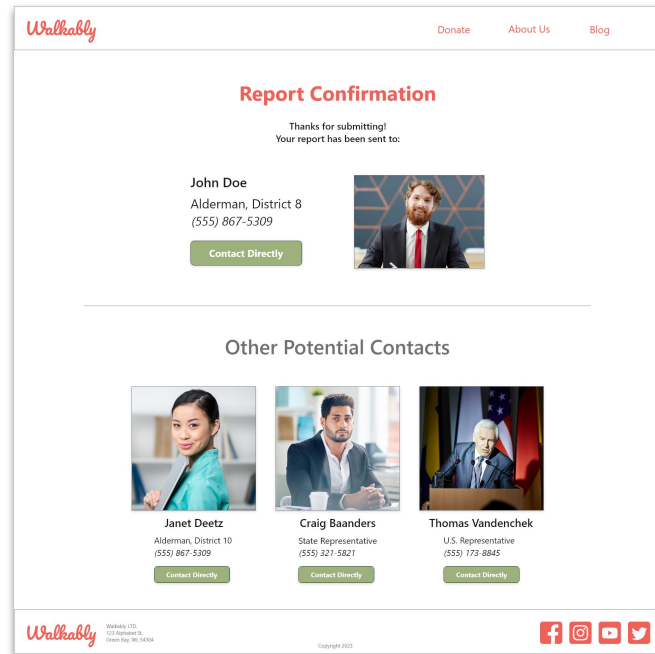
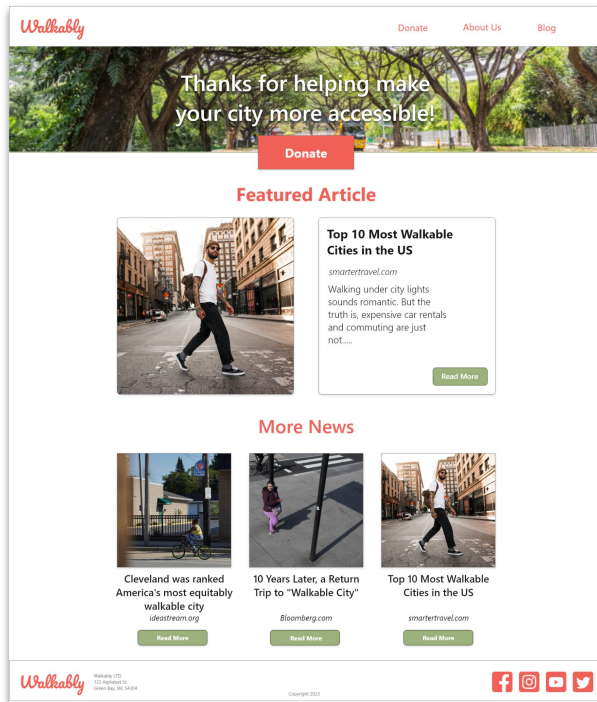
Before usability study

The mockup shows a header with the 'Walkably' logo and links for 'Donate', 'About Us', and 'Blog'. The main heading is 'Location Selector'. Below this is a large square area with a diagonal 'X' indicating a missing image. To the right of this area are two small square boxes. Below the 'X' area is a form for 'Your Contact Information' with two input fields and a 'Submit' button. To the right of these fields is an 'Upload Photos' button. Below the form is another set of input fields and a placeholder box with a diagonal 'X'. The footer contains the 'Walkably' logo, contact information (112 Alphabet St, New York, NY 10004), a copyright notice (2013), and social media icons for Facebook, Instagram, YouTube, and Twitter.

After usability study

The updated mockup features a header with the 'Walkably' logo and a 'Profile' icon. The heading is 'Location Selector'. The main content area is a map of a city street grid with various location pins. Below the map is a form for 'Your Contact Information' with fields for 'Full Name:', 'Email Address:', and 'Phone Number:', and a 'Submit' button. To the right of the form is a section for 'Attached Photo/s' with a photo thumbnail and a 'Submit' button. Below this is a section for 'Representative to Contact' with the name 'John Doe', title 'Alderman, District 8', phone number '(555) 867-5309', and a 'Contact Directly' button. A photo of John Doe is shown to the right. At the bottom of the page is a red square with a white plus sign and a 'Profile' icon.

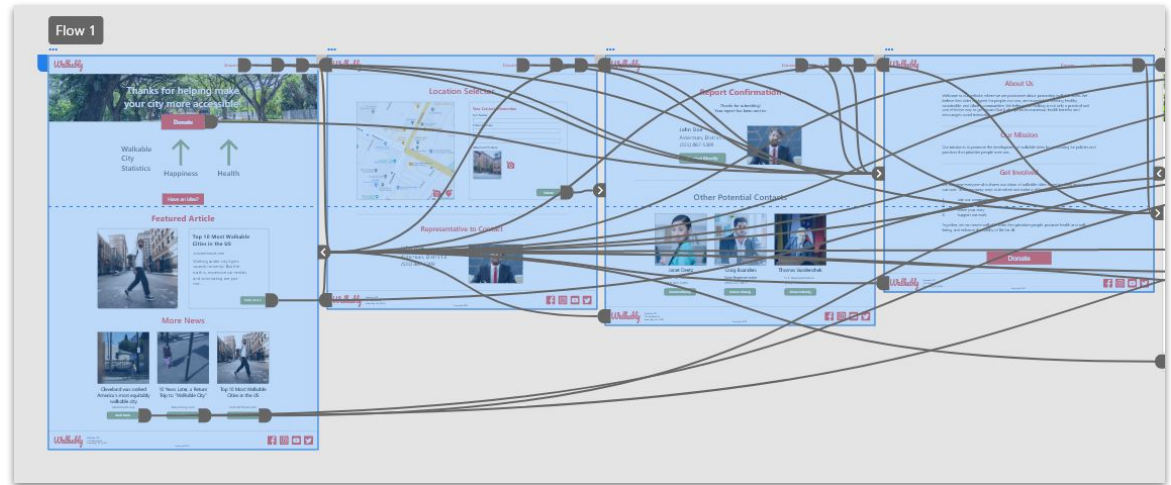
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for reporting an inaccessible area.

View the *Walkably* [high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used detailed imagery for items to help all users better understand the designs.

3

Used icons to help make navigation easier.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

“Reporting was easy, I would love to use something like this in the real world! Now we just need to get city council on board!”



What I learned:

While designing the *Walkably* app/website, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app’s designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the *TheOrder* website! If you'd like to see more or get in touch, my contact information is provided below.

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