The T.O. Experience

Game or concert,
We got you covered!

IXD II–Navigation

Project 4–Documentation

Rithika Mirnalini
Yara Kashlan

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App Synopsis

Going to a game or concert in the city? Don't let that be the only thing you experience while in Toronto.

The T.O. Experience app helps you plan and budget your day. Get restaurant, event, and shopping suggestions based on your budget.

The app will organize your itinerary selections into the calendar, so you can get the T.O. Experience!


https://unsplash.com/photos/vMV6r4VRhJ8

Greg Carter

Scenario:

Lives and works in the Hamilton area. Does not often go to Toronto, therefore is not familiar with the city. Occasionally goes with his friends or children to a sports game. He is a fan of the Toronto Blue Jays baseball team, and the Toronto Maple Leafs hockey team. He likes to attend at least one gaming event in the city per year. When he goes to a game event with his children (aged 12, 15), he likes to make it a family day, and usually goes to dinner with the family before the event. Most game days happen during the week, so they go for a quick dinner after coming from work/school, before the game starts at 7 p.m.

Concerns:

1. Since he is not often in Toronto, he may not branch out too much away from downtown, in fear he might be late or miss an event.
2. Also, because they arrive so close in time to the event, they would like to explore options that are close to the Rogers Centre that he and his family can visit while making the trip down to Toronto.

Background:

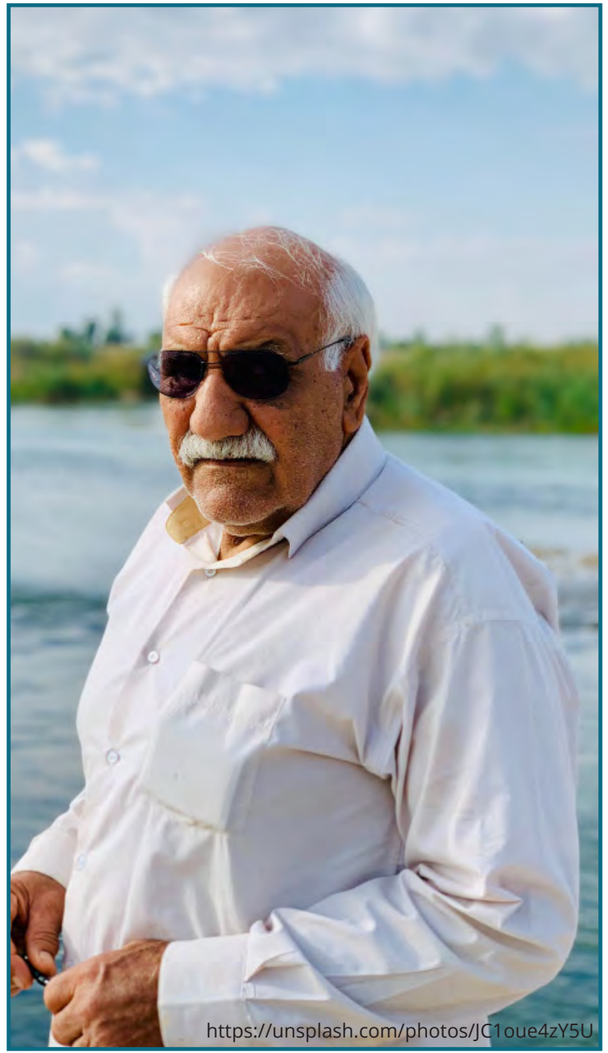
1. 42 years old male.
2. He is from Oakville, ON.

Income level:

$ 60,000/year

Gadgets Used:

1. iPhone
2. Apple Watch
3.Laptop.


https://unsplash.com/photos/JC1oue4zY5U

Matt Hammer

Scenario:

Matt will be retiring soon, and wants to experience a lot of different activities and events while still working in Toronto. He usually goes to the games or a concert after work. He attends about one event per month (a mix of sport events and concerts), mainly taking place in downtown Toronto. He is very adventurous and likes to try new things to do and see, and places to eat. He takes the recommendation of others with similar interest, and usually looks up restaurant and service reviews before trying a new experience.

Concerns:

1. He knows Toronto well, as he has worked there for the majority of his career.
2. He might not be too conformable getting used to a new app at first, and therefore needs an interface that is not too complicated.
3. He wants a source (app or website) to help him discover new places that he has not already been to, or heard of in Toronto (including new restaurants), to make the game day experience with his friends and co-workers exciting.

Background:

1. 63 years old male.
2. He is from Burlington, ON.

Income level:

$70,000/year

Gadgets Used:

1.Galaxy Phone
2.Laptop
3.Desktop Computer


https://unsplash.com/photos/SZ9y9PGVQbY

Henry Smith

Scenario:

Henry is the branch manager in a marketing firm in Toronto. He moved to Toronto three years ago when he got a promotion as the manager. He loves his work and when he is not in the office he does freelancing from home. Weekends are the only times he is free and he spends it with his girlfriend.

“I have a constant feeling that I have been here for three years yet I haven’t started to explore the city. With a girl by my side I think I am ready to start exploring”

Concerns:

1. He does not know how to spend money on recreation wisely.
2. He does not know the new city.
3. He is not a good planner.

Background:

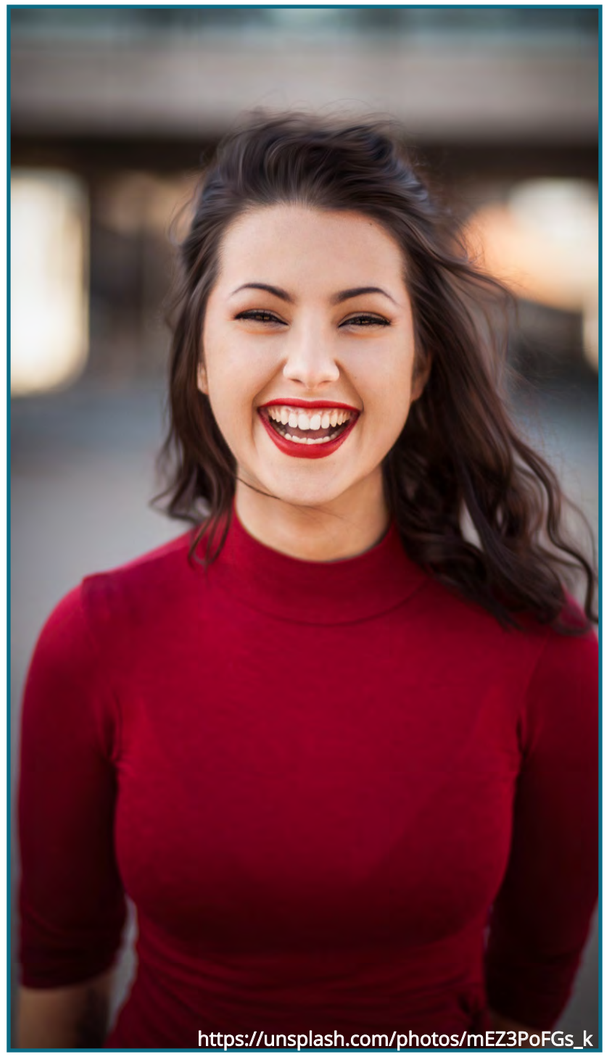
1. 35 years old male.
2. He is from Miami.
3. Workaholic

Income level:

$10,000/month

Gadgets Used:

1. iPhone 10
2. Macbook Pro


https://unsplash.com/photos/mEZ3PoFGs_k

Jessy Hemsworth

Scenario:

Jessy is a first year college student in Sheridan College. She studies Film and Television. She considers herself adventurous and she loves exploring new cities. She recently moved to Oakville for college from Everett. Her program wants her to visit different locations for filming projects. She feels blessed to use this opportunity to meet new people and visit new places as a part of her program.

“I find extra time before and after visiting a location for the project, I would love to look around the location and find more interesting places to visit.”

Concerns:

1. She has a small budget for food and transport.
2. She does not know the new city.
3. She is not a good planner.

Background:

1. 20 years old female.
2. She is from Everett, WA.
3. Adventurous

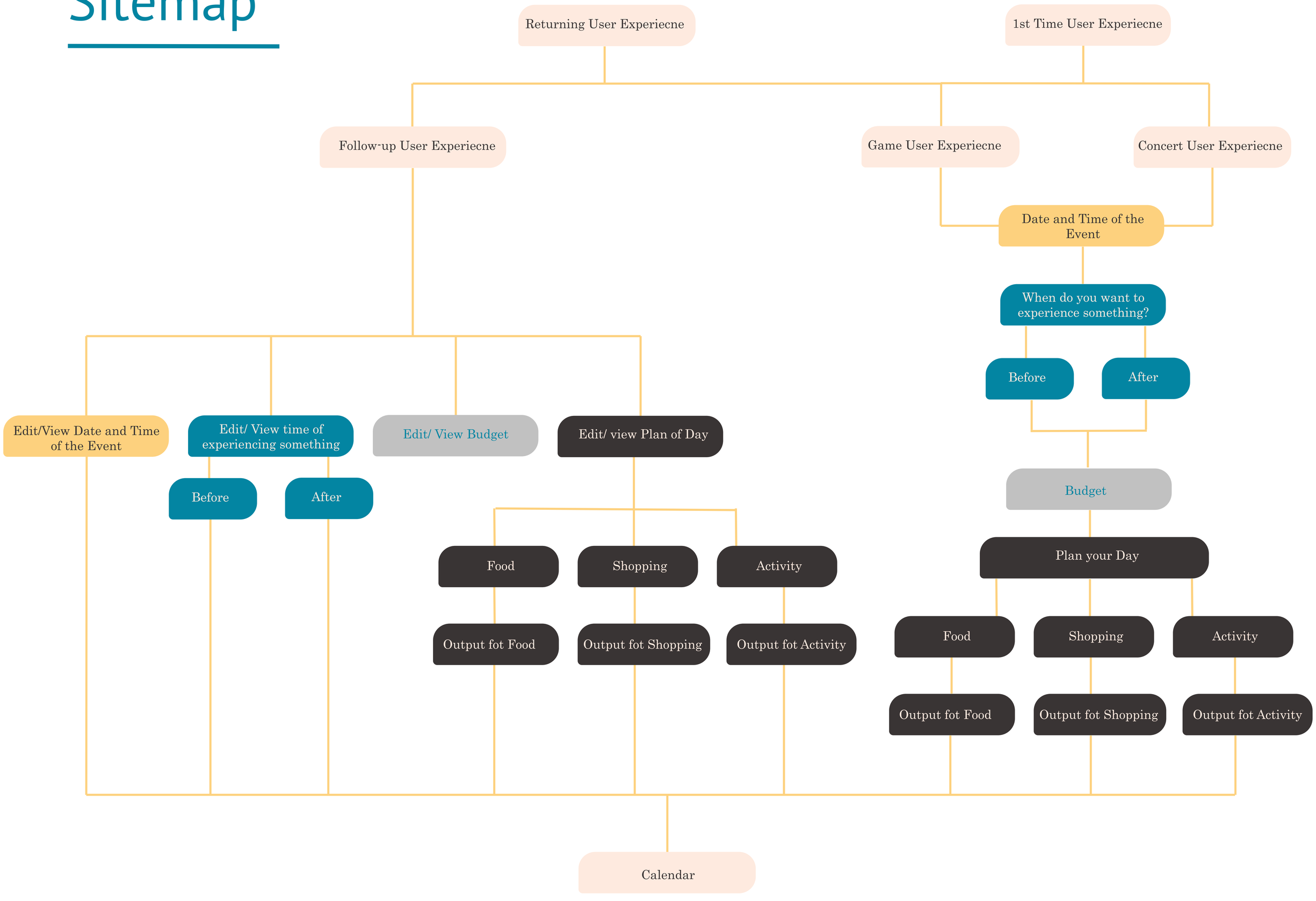
Income level:

$600/month

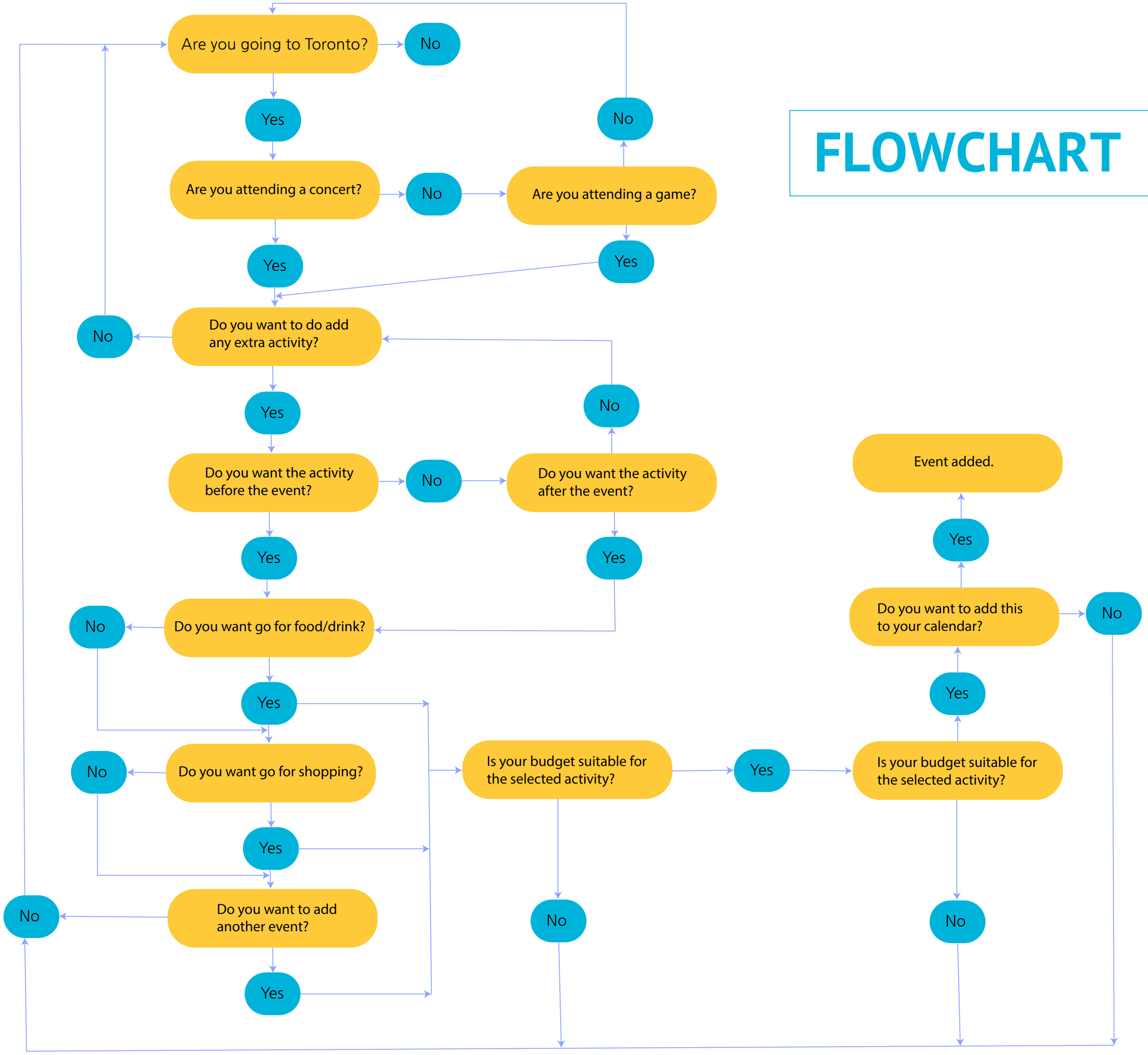
Gadgets Used:

1. iPhone 8
2. iPad Pro

Sitemap


Returning User Experiecne
1st Time User Experiecne
Follow-up User Experiecne
Game User Experiecne
Concert User Experiecne
Date and Time of the Event
When do you want to experience something?
Before
After
Edit/View Date and Time of the Event
Edit/ View time of experiencing something
Edit/ View Budget
Edit/ view Plan of Day
Budget
Before
After
Food
Shopping
Activity
Plan your Day
Output fot Food
Output fot Shopping
Output fot Activity
Food
Shopping
Activity
Output fot Food
Output fot Shopping
Output fot Activity
Calendar

FLOWCHART


Are you going to Toronto?
No
Yes
Are you attending a concert?
No
Are you attending a game?
No
Yes
Yes
No
Do you want to do add any extra activity?
Yes
No
Do you want the activity before the event?
No
Do you want the activity after the event?
Yes
Yes
No
Do you want go for food/drink?
Yes
No
Do you want go for shopping?
Yes
No
Do you want to add another event?
Yes
Is your budget suitable for the selected activity?
No
Yes
Is your budget suitable for the selected activity?
No
Yes
Do you want to add this to your calendar?
No
Yes
Event added.

Name of the
APP

Game or concert, We got you covered!

When do you want your activities planned around your event?

Before

After

Date of your event?

16 April

Time of your event?

7 30 pm

Vue.js

Budget of your activities per person?



$10 $500

$300

Vue.js

What type of activity would you like to experience?

Food/Drink

Shopping

Event

Your Budget: $300

Here are some resturants near Rogers Centre:

Subway

Pizza Pizza

Kelsey's

Your Budget: $300

Kelsey's



Casual



$15–$50



Burgers, Fries, Drinks

Select

Your Budget: $255

April 16, 2019

7 p.m.

8 p.m.

9 p.m.

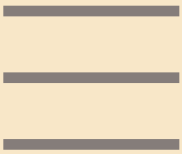
10 p.m.

11 p.m. Kelseys

12 p.m.

1 a.m.

Your Budget: $255



Hi Greg!

Plan

Your Current Budget is:

Budget

$255

Calendar

$30 Spent on food

$15 Spent on Parking

Add more

Update

Your Budget: $255

The T.O. Experience

Game or concert,
We got you covered!

When do you want your activities planned

Before

After



Date of your event?

16 April

Time of your event?

7 : 30 pm

Next



Budget of your activities per person?



$10 $500

$300

Next



What type of activity would you like to experience?

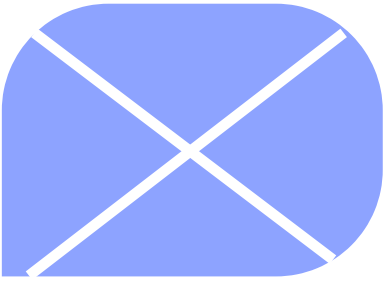
Food/Drink

Shopping

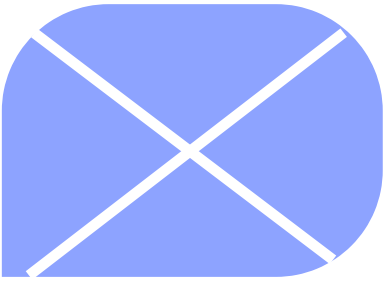
Event

Your Budget: $300

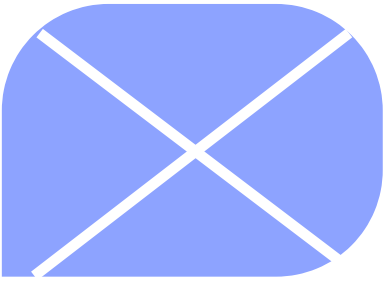
Here are some resturants near Rogers



Subway



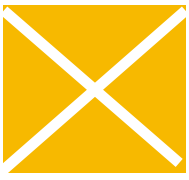
Pizza Pizza



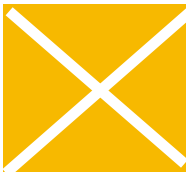
Kelsey's

Your Budget: $300

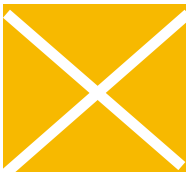
Kelsey



Casual



$15–$50



Burgers, Fries, Drinks

Select

Your Budget: $255

April 16, 2019

7 p.m.

8 p.m.

9 p.m.

10 p.m.

11 p.m. **Kelseys**

12 p.m.

1 a.m.

Your Budget: **$255**



Hi Greg!

Plan

Your Current Budget is:

Budget

$255

Calendar

$30 Spent on food

$15 Spent on Parking

Add more

Update

Your Budget: $255



The T.O. Experience

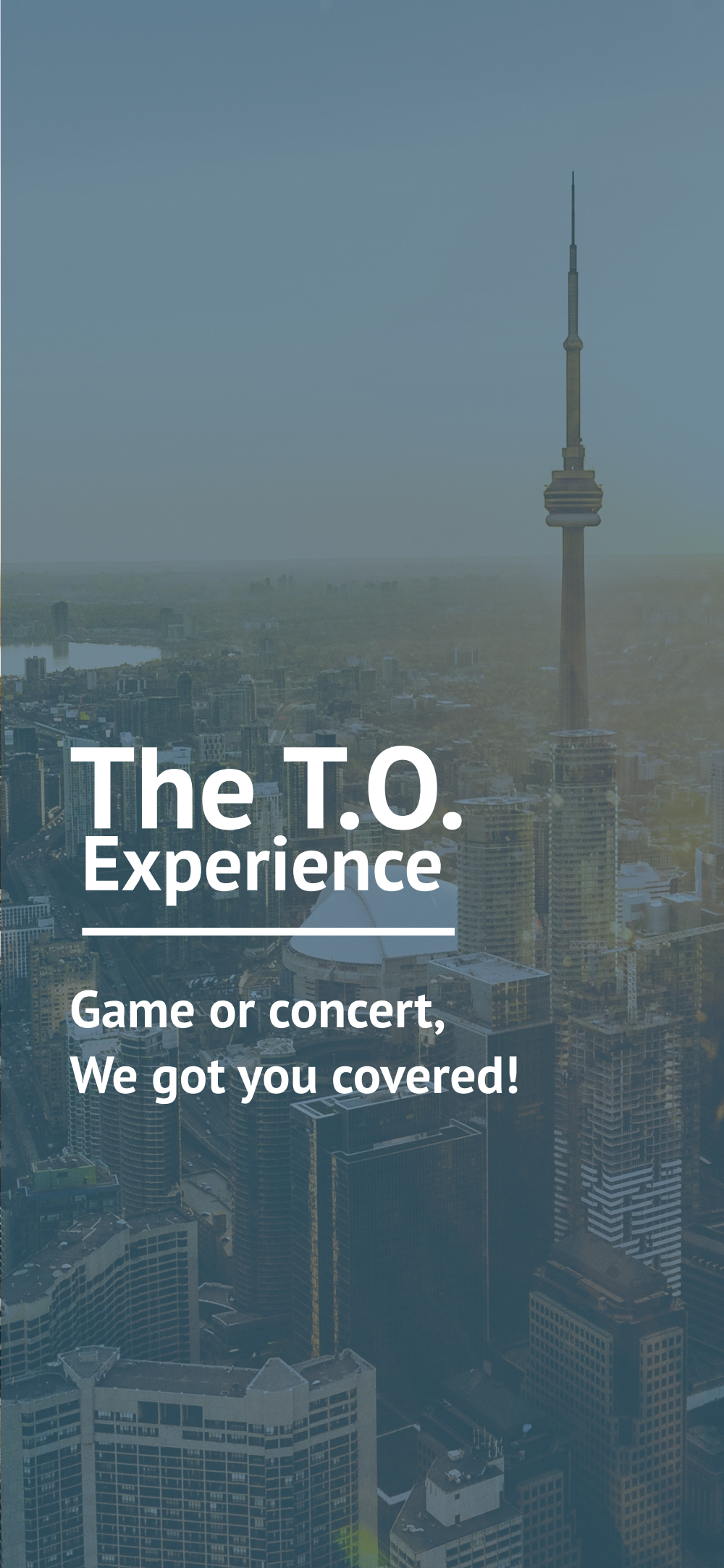
Game or concert,
We got you covered!



When do you want your activities planned

Before

After



The T.O. Experience

Game or concert,
We got you covered!

When do you want your activities planned around your event?

Before

After

Date of your event?

16 April

Time of your event?

7 : 30 pm

Next

Budget of your activities per person?

$10 $500

$300

Next

What type of activity would you like to experience?

Food/Drink

Shopping

Activity

Your Budget: $300

Here are some resturants near Rogers Centre:

Subway

Pizza Pizza

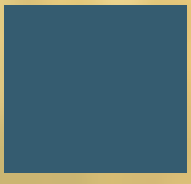
Kelsey's

Your Budget: $300

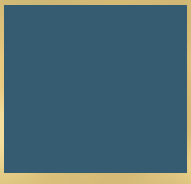
Kelsey's



Casual



$15–$50



Burgers, Fries, Drinks

Select

Your Budget: $255



April 16, 2019

7 p.m.

8 p.m.

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Your Budget: $255

April 16, 2019

Plan

7 p.m.

Budget

8 p.m.

Calendar

9 p.m.

10 p.m.

11 p.m.

Kelseys

12 p.m.

1 a.m.

Your Budget: $255



Hi Greg!

Your Current Budget is:

$255

$30 Spent on food

$15 Spent on Parking

Add more

Update

Your Budget: $255



Hi Greg!

Your Current Budget is:

$255

$30 Spent on food

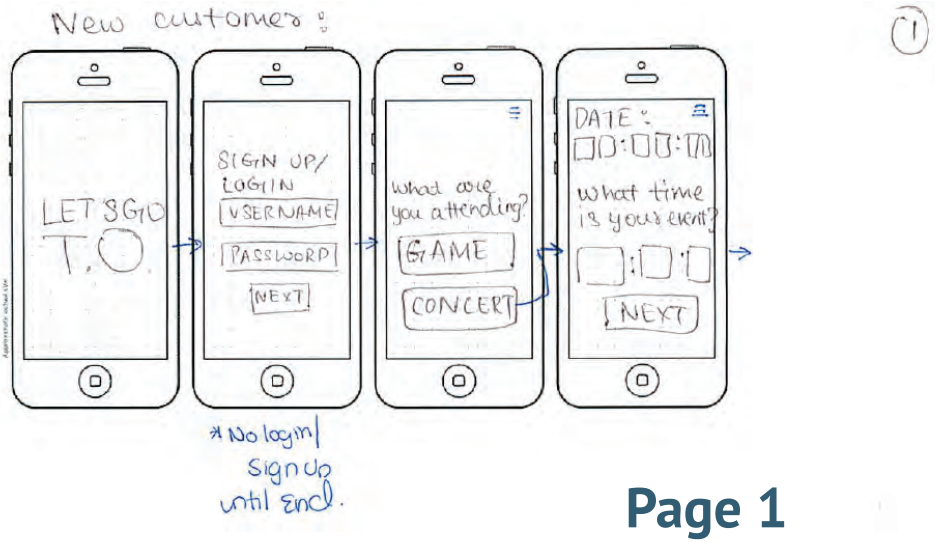
$15 Spent on Parking

Add more

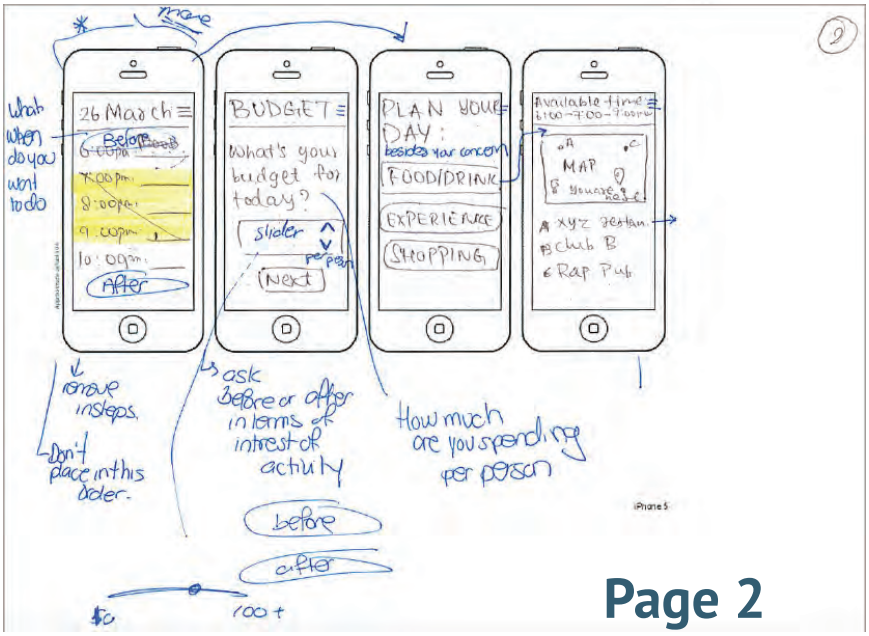
Update

Your Budget: $255

Paper prototypes

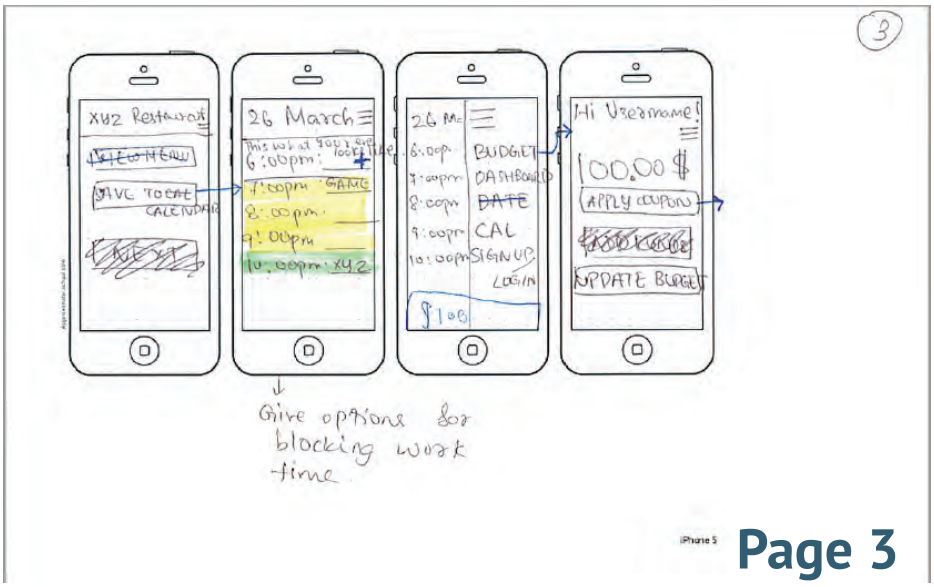


Page 1

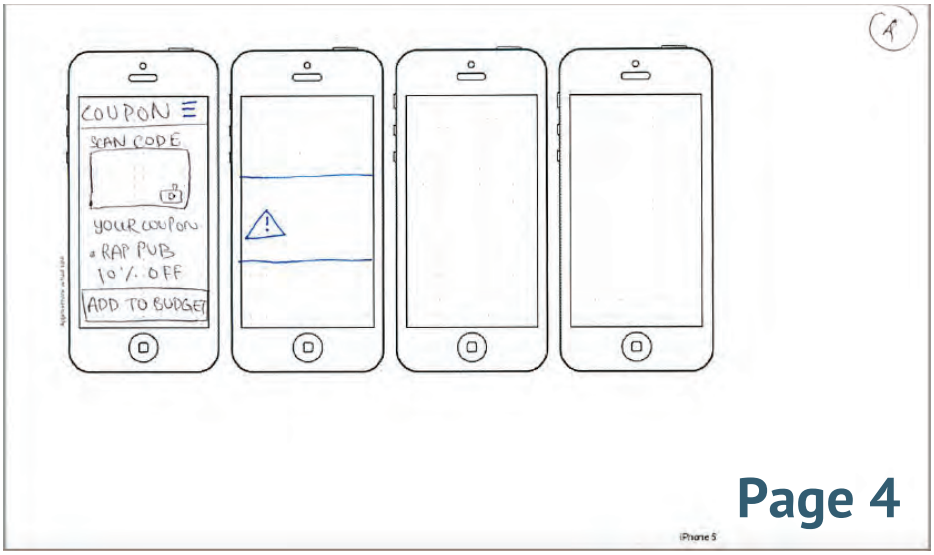


Page 2

Paper prototypes



Page 3



Page 4

Results of Paper prototypes

Critique 1:
No login/sign up page needed until the end.

Place budget page before the calendar page.

Add 'Before' and 'After' buttons to the calendar page.

Use slider for Budget page instead of blank input box to indicate budget amount (example: $10-$500).

Ask the user "what do you want to do?" before the calendar page.

Add the question "How much spending per person?" in the Budget page.

Give options for blocking a time slot in the calendar page.
Overall rearrangement of the pages.

Critique 2:
Give multiple options like Food, Shopping, Museum, etc. Try to be specific.(avoid 'experiences' as it is too broad).

Swap maps and use pictures, specially next to the restaurant listings to give the user an idea of what the new restaurant is all about.

Give brief descriptions of restaurant. Add price levels ($), atmosphere.

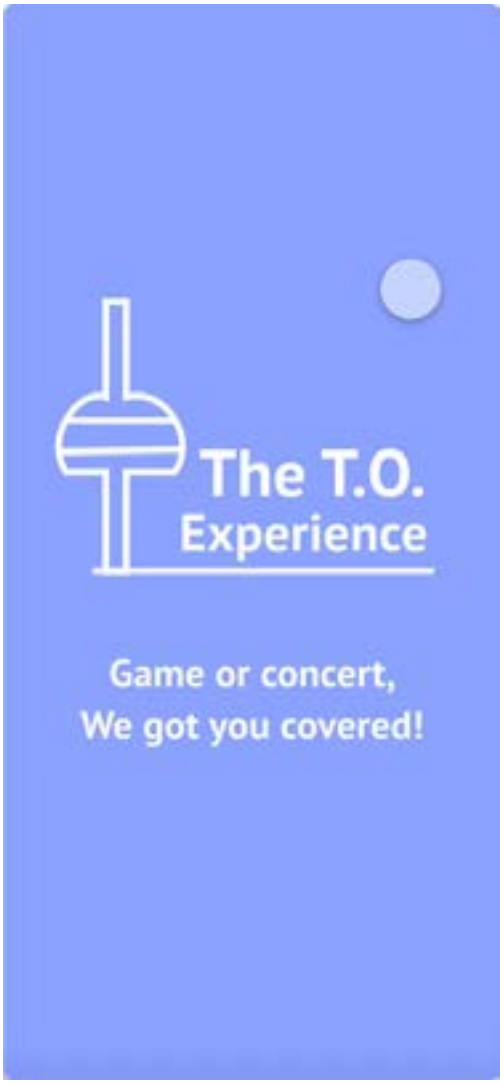
Keep budget count in the bottom throughout the app, as a footer, so the user knows at all times if the budget changes (decreases as they spend/sign up for activities).

Try pop up alert - especially if the event or experience they signed up for is before their concert/game to keep them on track throughout the day.

Add average time spent in a place (statistics).

Digital Prototype

Press to Play



1st Iteration



2nd Iteration

Preliminary Work

Reflection of our Ideas
We were inspired by the idea proposed in a class discussion to identify an area for a potential solution we can help solve through out app. As a group we were each tasked to respond to this statement:
"When I am at_____, I really don't like_____".

We decided to each generate 5 ideas in response to this statement.

Yara
For the initial brainstorming, I identified 5 areas for improvement:
1. Orientation App: When I am at the grocery store, I really don't like forgetting my shopping list and when the store runs out of products.
2. Orientation App: When I am at the gym, I really don't like waiting for machines to use when it is busy.
3. Orientation App: When I am at Tim Hortons', I really don't like waiting in line for a long time.
4. Experience App: When I'm at a concert, I really don't like not experiencing the city around me (just simply attending the event).
5. Utility App: When I am at a restaurant, I really don't like not knowing the other combinations of an order I can customize (as in options not present on the menu).

Preliminary Work

Rithika
For this process, I did not constrain the ideas with the situations I encounter on a daily basis. I imagined myself experiencing the situation that needed area of improvement:
1. Amazon Warehouse app: This app will let the Amazon employees track the packages by providing all the necessary information. Gives live updates.
2. Grocery Store App: This app will the customer make a grocery list on the app and help the customer's shopping experience better by giving aisle numbers. It also will scan products for detailed nutritional facts.
3. Student Guide App: This app specially designed for new students who are overwhelmed by college as freshmen. It will provide the student all possible information for the first week of college and more with maps, events, fares.
4. Diet App: People always find it difficult to find new recipes for the chosen diets. This app will provide new and simple recipes. It will also let the user filter the ingredients in the diets according to allergies and preferences.
5. Expenses Tracker: New adults find it difficult to keep track of their expenses so this app will let them fix a budget either weekly or monthly and gives statistics of their money flow.

Summary
After that stage we reviewed and discussed our ideas and decided to merge two concepts– to bring a unique angle to this experience app.

By combining Toronto events (food, shopping and other local experiences near the arenas) and a budget tracker element to it, we explored personas to get a better idea of the needs, wants, scenarios and concerns to help strength the app's interface and experience.



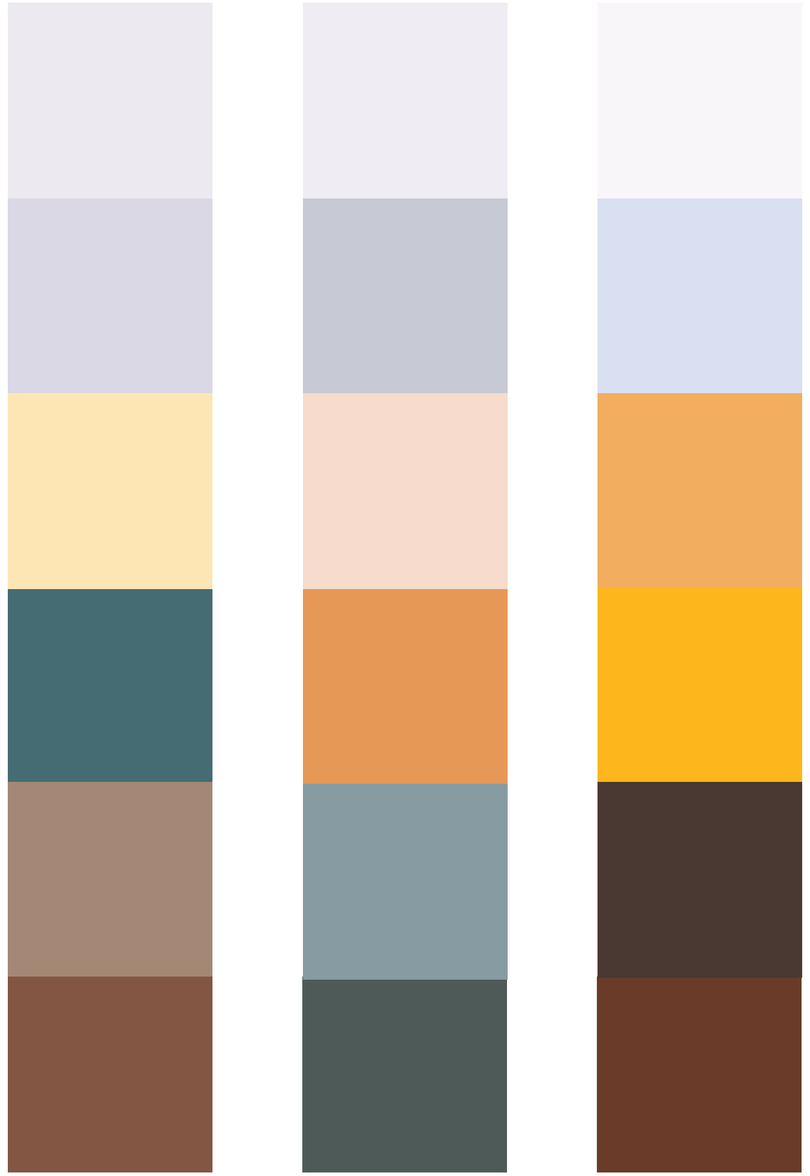


Photo Credit
Lai, Matthew. 30 September 2018, Unsplash,
unsplash.com/photos/Ep4XH6vFrKE



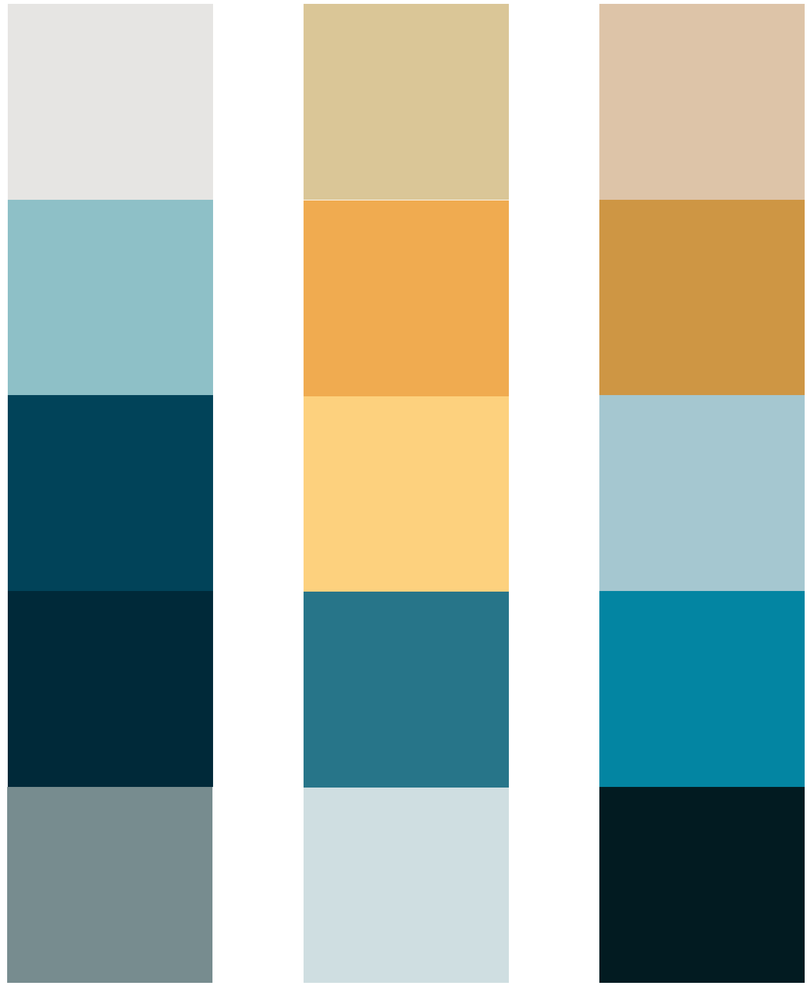


Photo Credit
Gatheca, Mwangi. 6 February 2018, Unsplash,
unsplash.com/photos/qlKaN7eqay8



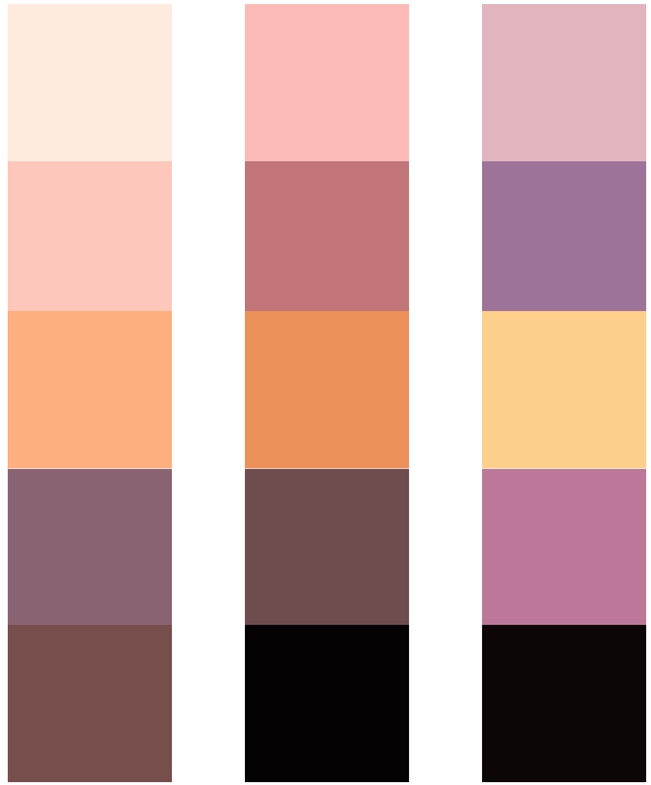


Photo Credit
Ahmed, Syed. 13 April 2018, Unsplash,
unsplash.com/photos/451DMKNITAM



Works Cited

Navigation Bar code from:
https://www.w3schools.com/howto/tryit.asp?filename=tryhow_js_sidenav

Code for Website's Font from Google Fonts:
PT Sans, https://fonts.google.com/specimen/Open+Sans

Colour reference from:
https://colorsupplyyy.com/app

Code for Icons used on Restaurant page from Font Awesome:
https://fontawesome.com/start

https://fontawesome.com/icons/hamburger?style=solid

https://fontawesome.com/icons/dollar-sign?style=solid

https://fontawesome.com/icons/tshirt?style=solid

Code for Navigation bar icon from TopTal:
https://www.toptal.com/designers/htmlarrows/

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