Towards Final Design: Part 2

Considering the feedback you received in class and the four visual design elements summarized on slide 2, continue to refine the design of your three chosen screens.

For each of your three screens, document your design study as well as your final design (i.e., each screen you present on page 3-5 should be different to document/illustrate your process). Provide rationale for your design.
**Synthesis**  
Screen Set 1: Camera Navigation

- **Hierarchy**
  Objects in the center of the screen are given the most attention. Users are guided first to the center object and then to the centered text on the bottom to identify the name of that story. Hierarchy is also created by the size of the story objects. Larger circles indicate closer stories to the user.

- **Grid**
  No baseline grid is used as there is not a lot of text in this design. Story objects are aligned to a horizontal line where the horizon is located.

- **Typography**
  Roboto, a simple sans serif font is used. The purpose of type is to inform but it is not the main focus of the app, so I chose a very generic, non-distracting type. Two font sizes are used to distinguish between the story name and the distance it takes to get there.

- **Colors**
  I used different hues as the color contrast to differentiate different types of audio stories. The same hues are used consistently for stories on the radar and name of stories on the footer. Since there are so many colors already in the camera view and audio story hues, I choose black for the navigational bar and footer.

### Iteration #1
Based on feedback, users did not like the aesthetics of the arrows because it looked generic and tasteless.

### Iteration #2
I experimented with a traditional compass design, because I wanted the experience to come across as a treasure hunt.

### Iteration #3
Users did not enjoy the compass very much and suggested eliminating it altogether because it took up so much screen space. I did not want to eliminate it because it helps users see where stories are located behind them. I studied similar apps and created a radar compass that is visually simpler and takes up less space.

### Final Iteration
After looking at the design on a phone screen, I added a white line around the radar to better distinguish it from the camera background.
In summary, I decided to opt for simplicity and ease of use for the compass object. I made it visually simpler so it does not distract attention away from audio stories, which are the main focus.
**Process**

**Synthesis**  
*Screen Set 2: Unlocking Stories*

**Hierarchy**  
The main action on the screen is to tap the unlock circle to unlock a story and press play button to play the story. These visual elements are given importance by increasing its size.

**Grid**  
No baseline grid is used as there is not a lot of text in this design.

**Typography**  
Roboto, a simple sans serif font is used. The purpose of type is to inform but it is not the main focus of the app, so I chose a very generic, non-distracting type. Two font sizes are used to distinguish between the story name and the distance it takes to get there.

**Colors**  
I used different hues as the color contrast to differentiate different types of audio stories. The same hues are used consistently for stories on the radar and name of stories on the footer. Since there are so many colors already in the camera view and audio story hues, I choose black for the navigational bar and footer.

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**Iteration #1**  
As with the first screen, users did not like the aesthetics of the arrows because it looked generic and tasteless.

**Iteration #2**  
I replaced the compass with the radar compass in the final iteration from the previous screen. I also made the border around the play button more subtle so it doesn’t look too similar to the compass.

**Iteration #3**  
Users also commented that the pop up image is too transparent and seems to blend into the background rather than pop up as an overlay. They also said the black border around the image is too thick. So in this iteration, I decreased transparency of the image and made the border thinner.

**Final Iteration**  
There seemed to be a disconnect between the unlock circle and the image pop up, when tapping the unlock circle opens up the image. I connected the two by having the image be connected to the circle. This looked too black, so I changed the border color to match the story category.
In summary, I incorporated user feedback to make the pop up image overlay more clear and visually connected to the unlock button.
**Process**

**Synthesis  Screen Set 3: Map View**

**Iteration #1**
I showed users two versions with different colors for the basemap. Users preferred the basemap with the blue water.

**Iteration #2**
I decided to stick with the basemap with blue water.

**Final Iteration**
It wasn’t clear to users which marker the text in the footer referred to, so I added a blue dotted line around the selected marker.

**Hierarchy**
The main hierarchy is in the footer where different size fonts are used to differentiate between the name of the place and the audio stories associated with it.

**Grid**
A 2-column grid is used in the footer section to organize thumbnails, text, and audio icons.

**Typography**
Roboto, a simple sans serif font is used. The purpose of type is to inform but it is not the main focus of the app, so I chose a very generic, non-distracting type. Two font sizes are used to distinguish between the marker name and the audio stories connected with it.

**Colors**
I used different hues as the color contrast to differentiate different types of audio stories. The same hues are used consistently for the story name in the footer.
In summary, I made color changes from user feedback and made it visually clearer to connect the footer text with the selected marker. I really dislike marker popups in many other mapping apps, so I designed to keep information contained in the footer on the bottom.