



**THE DEVELOPMENT OF THE
LONG BEACH
GULL**

NIX PENDERGAST

ICM 517



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About the Long Beach Gull

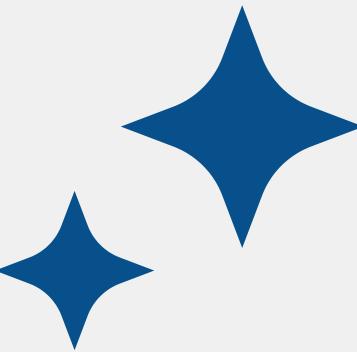
The Long Beach Gull is a proposed companion app for the Long Beach, Washington municipalities website.

While the website is focuses on providing government resources, it does have underutilized sections with resources for residents and visitors.

In contrast, **the goal** of the Gull is to focus on resources for residents and visitors. The following is the documentation of the development process for this app.



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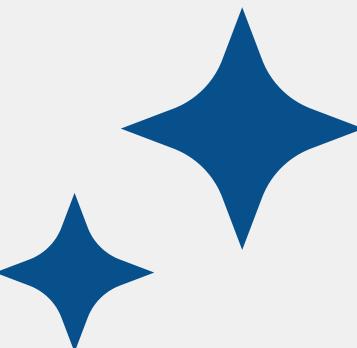
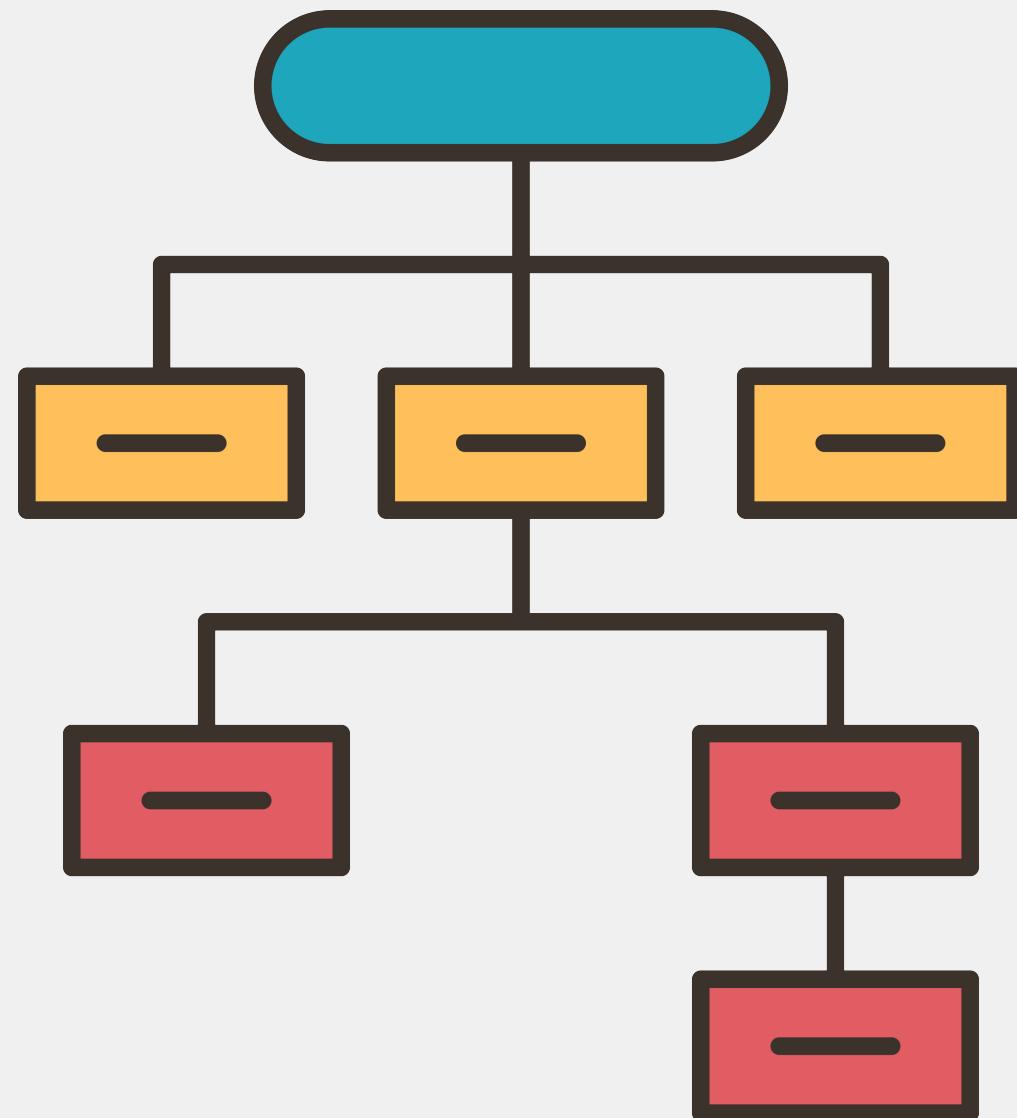


What is a Sitemap?

A sitemap is a visual representation of all the paths possible for a user to take on a website. As a starting point for the Gull, I created a sitemap for the Long Beach Washington municipalities website.

From that sitemap I created a reorganized sitemap for the website that tries to make better sense of the different sections.

I then took the reorganized sitemap and condensed it to what will be most useful for residents and visitors to create a sitemap for the app.



The Long Beach Website

Hiring for Summer Utility Crew Position

City of Long Beach

Home Contact Us Like Us on Facebook! Search

Government Business Community Services

Latest News +

Agendas & Minutes Water/Sewer Payments Documents & Forms FAQs

Job Openings

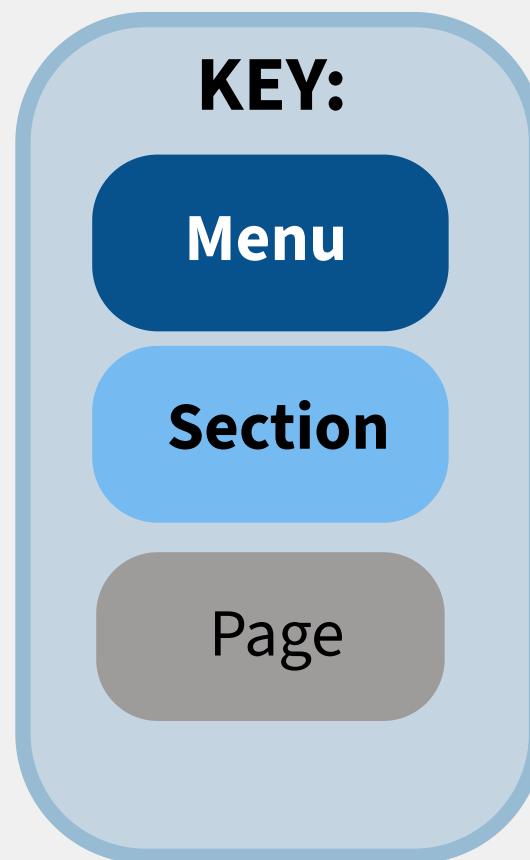
f Select Language ▾ Staff Login

P.O. Box 310 | 115 Bolstad Avenue W | Long Beach, WA 98631 | (360) 642-4421

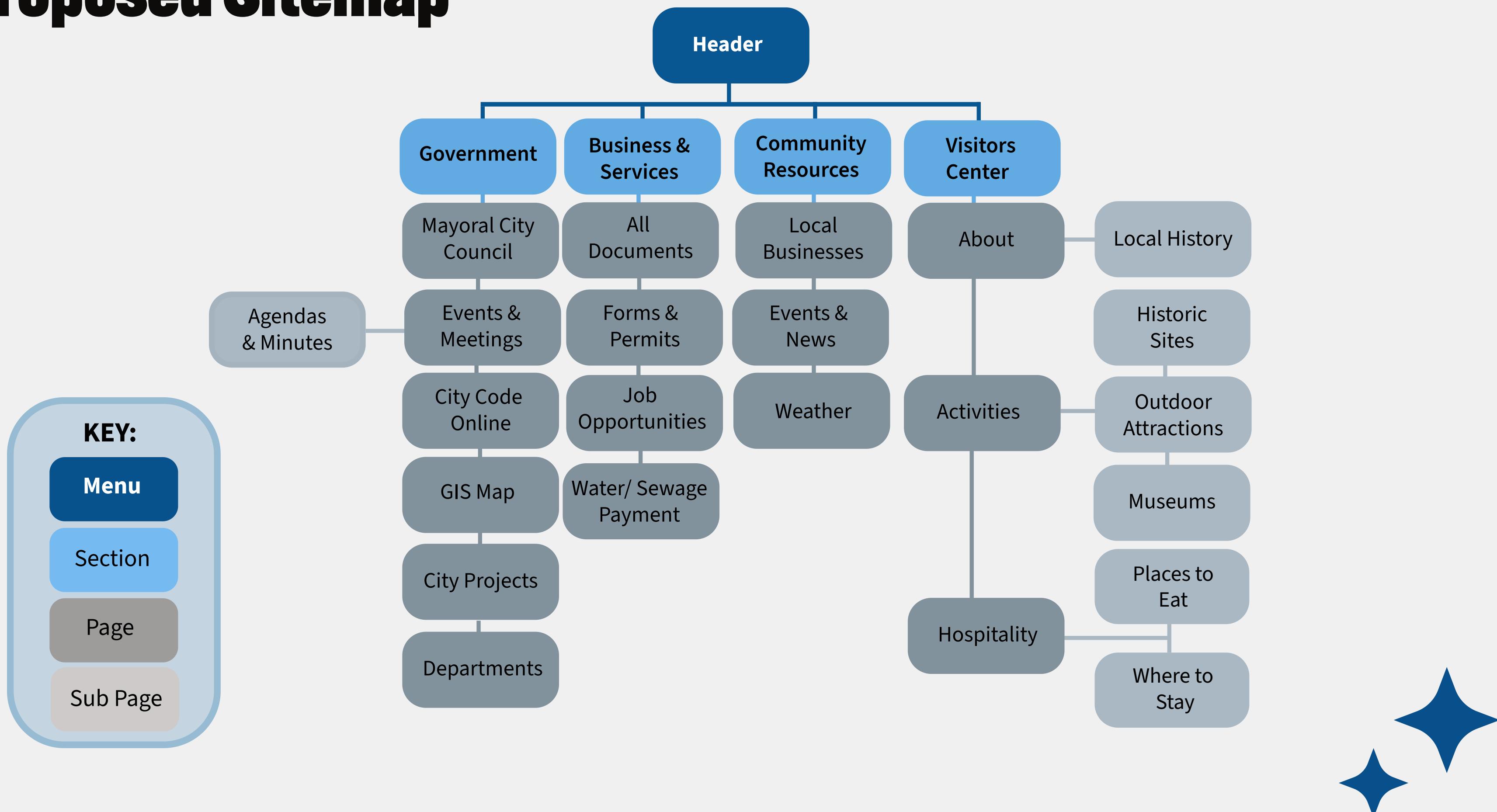
Government Websites by CivicPlus®

Screenshot of the Long Beach Website

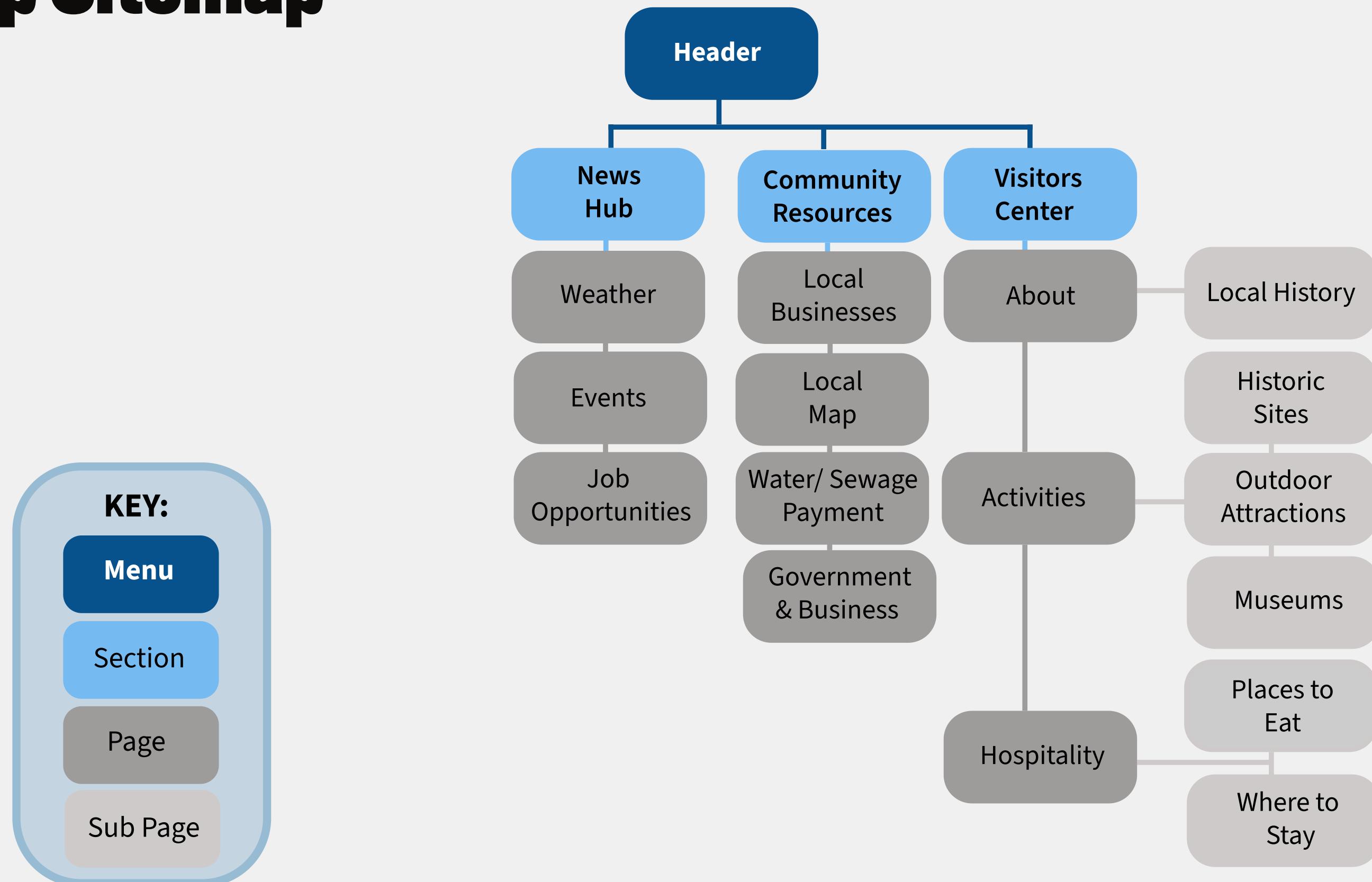
Current Sitemap



Proposed Sitemap



App Sitemap

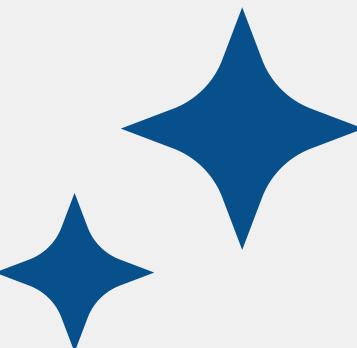


Conclusion from Sitemaps

The current layout for the Long Beach Website is very straight forward, however it could make better use of the resources it provides. In the newly proposed sitemap, all the sections are the same but renamed to make the function more clear.

Some pages were reorganized to make more sense. For example, the "Agenda & Minutes" page was changed to a sub page for the "Events & Meetings" page since these are related pages, instead of two separate pages in separate sections. Other pages have also been added to the different sections in order to provide more resources for both residents and visitors.

For the app sitemap, since the focus is more on residents and visitors. The sections can be condensed down to the three main sections that residents and visitors will find useful.





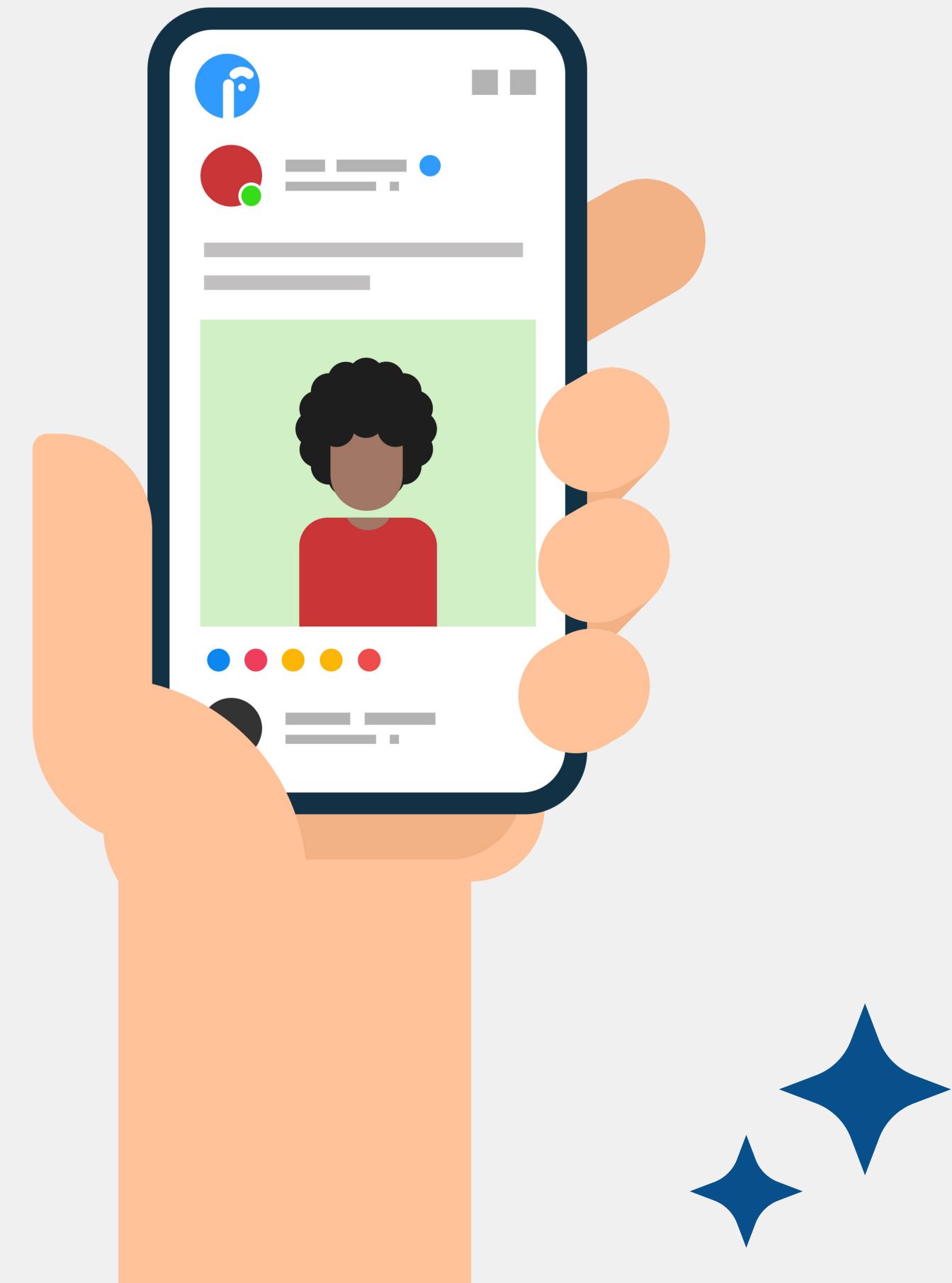
User Flow Charts



Thinking About Potential Users

To test the usability of the proposed app sitemap for the Gull, three different user stories were developed. Each user has a specific task they would like to complete with the website.

The flow of how these user would interact with the app to complete their goal was documented in a chart. Before the charts are shown, it will be useful to know the **user's stories**.



User Story Barbara

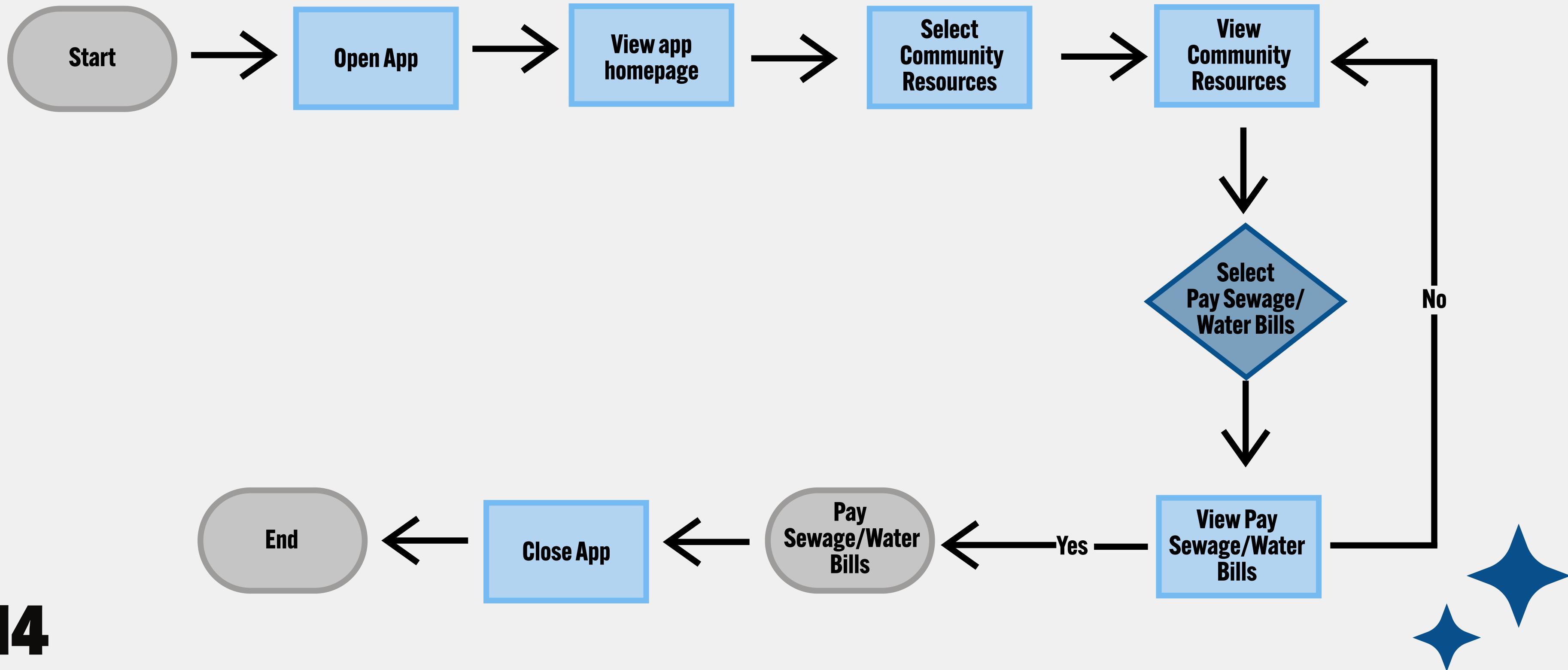
I am a local resident of Long Beach who has a busy work schedule and wants an easy way to pay my bills on my phone. I want an app that is fast and easy to navigate.

Barbara is a long-time resident of Long Beach. She owns one of the shops in the town and often has very busy days because of it. Since her business keeps her occupied, it would be easier for her to be able to pay her bills on her phone rather than finding the time to get on the computer. She needs an app that makes it easy to pay her water and sewage bills.



User Flow Barbara

Barbara would open the app and navigate to “Resident Resource” from there she would choose “Pay Water/Sewage Bills” which would take her to the page in-app that allows her to pay her bills. Her goal would be accomplished, so she would then have to just close the app.



User Story Joshua

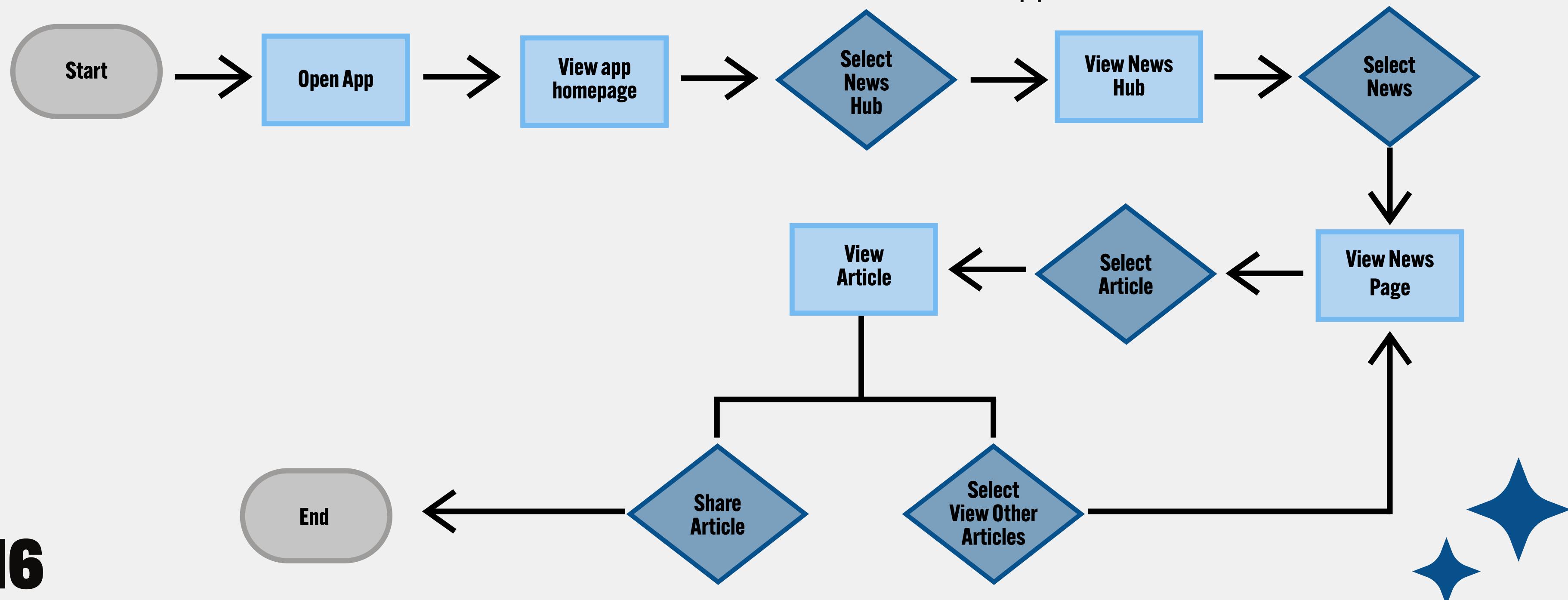
I am a local resident of Long Beach who would like to stay connected with the community. I would like an app that makes it easy to see the current events, news, and announcements.

Joshua is a new resident of Long Beach who would like to be more updated on what is going on in the town. He wants a simple way to access the latest news, know of any events where he can meet people, and get any important announcements. He wants to be kept informed, but not to be overwhelmed with information either.



User Flow Joshua

Joshua would open the app and navigate to “News Hub” which will take him to a page of articles. From this page he can scroll through and choose an article. Once he makes his choice, he can read the article. The app will give him the options to share the article. He can say no be taken back to the article until he wants to end the session. If he shares the article, it ends the session and takes him to the other app.



User Story Lucy

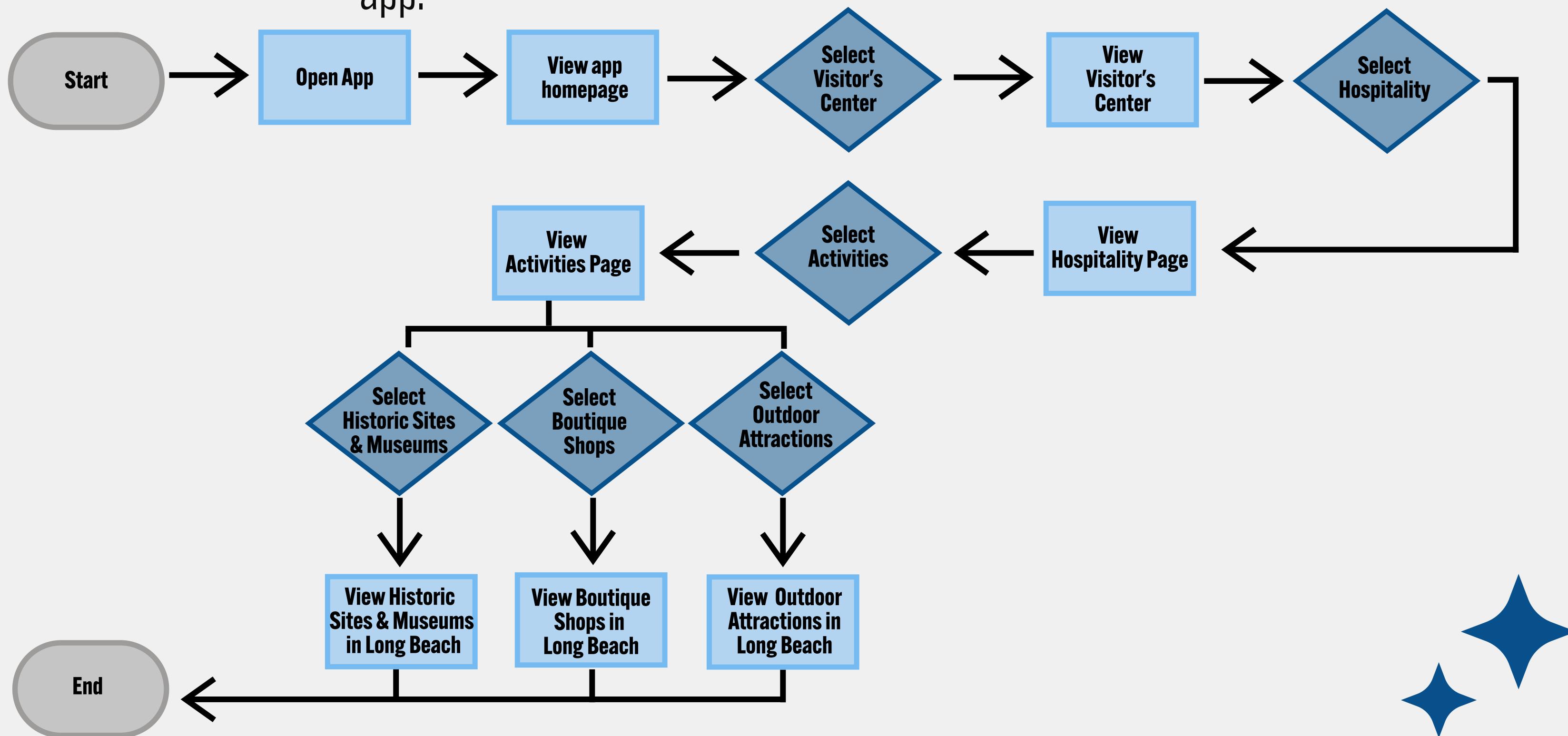
I am a visitor to Long Beach who is trying to find a place to stay, places to eat, and see what there is to do in the town.

Lucy is a visitor that is coming to Long Beach for a weekend get-away. She wants to find a good place to stay, some good places to eat, and figure out exactly what she wants to do while visiting Long Beach. She drove to Long Beach, so she can travel a while to do something, but she prefers walking.



User Flow Lucy

Lucy would open the app and navigate to “Visitor’s Center.” From there, she will choose “Hospitality” and then “Activities” to see what there is to do. She can select “Outdoor Attractions”, “Historic Sites & Museums”, or “Boutique Shops” to get more information. When she’s decided on some places, she can close the app.

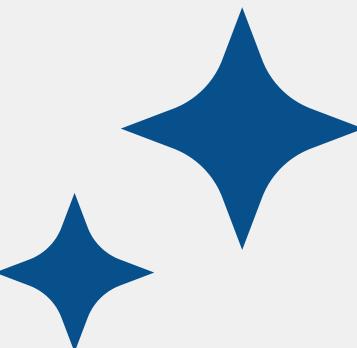


Conclusion from User Flow Charts

With the current sitemap of the website, Barbara and Lucy were both able to complete their goals without a hitch. Joshua was able to complete his goal as well, but his chart did bring attention to a missing page.

In the original flowchart, there was not a "News" page to host all the available news articles. Adding this page will strengthen the user's flow when looking for articles.

By simulating potential users in the app, it was possible to find where the current sitemap could be improved to enhance the flow of the user's experience.





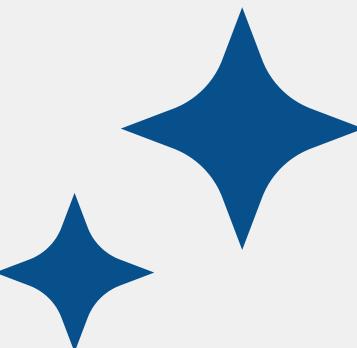
Paper Prototype



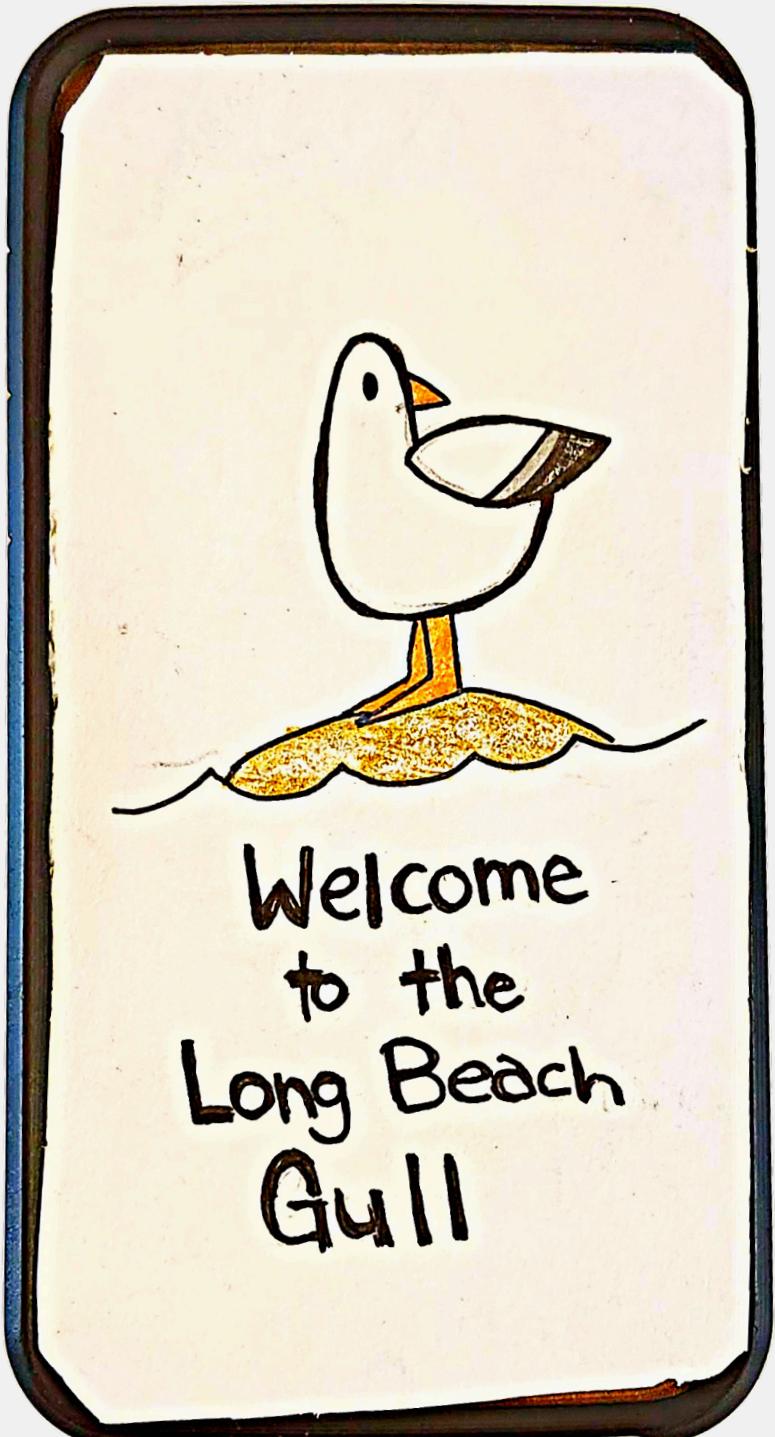
Paper Prototyping

From the app sitemap of the Gull, a paper prototype was created. A paper prototype is a paper mock-up of a digital product. It is a cost-effective and useful tool to test out potential designs.

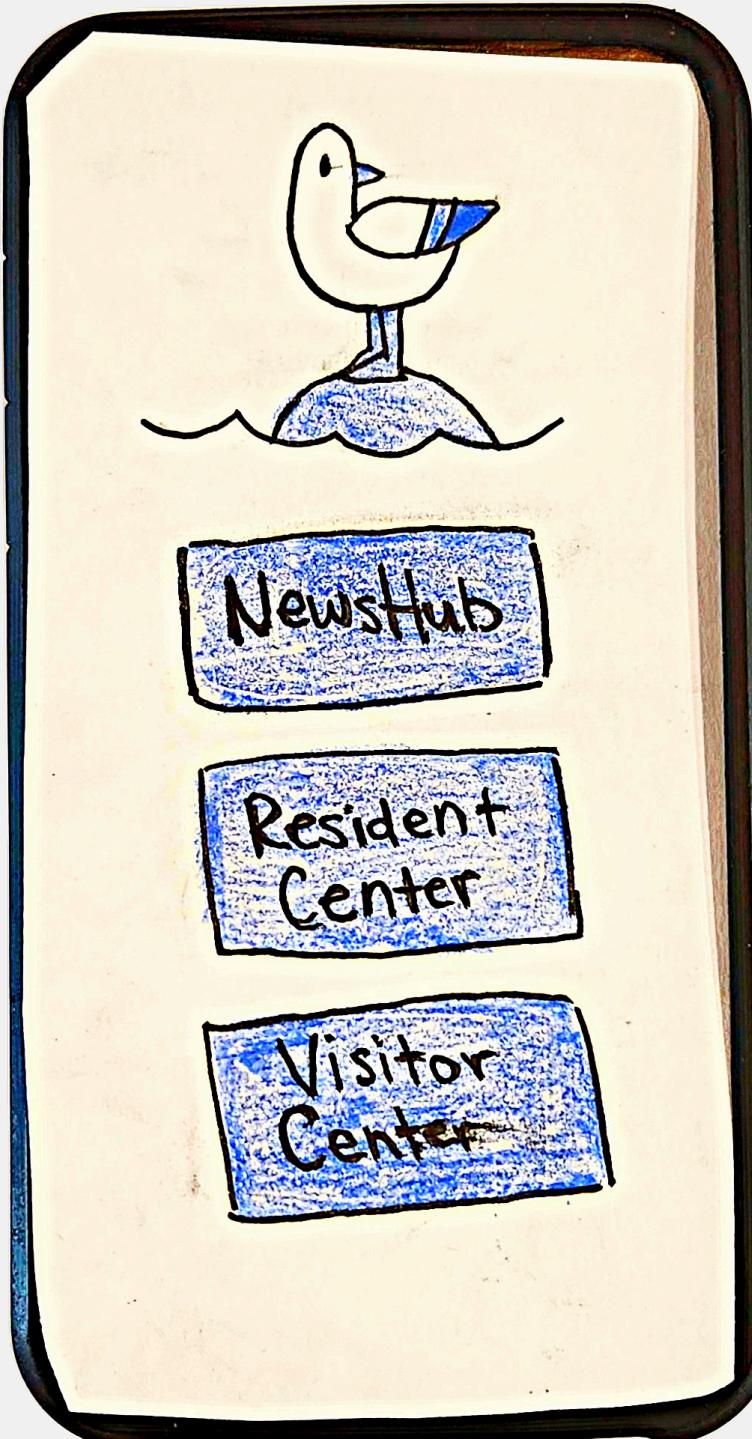
For the Long Beach Gull, pages were cut out and placed in an old phone case to mimic a real phone. Every page of the website was roughly sketched and colored using pencils, pens, and colored pencils.



Welcome & Home Screen



A **welcome screen** as the app loads. The sound of a seagull calling will play in the background once the app loads, and it will turn blue before down-sizing to be the seagull on the **Home Screen**.

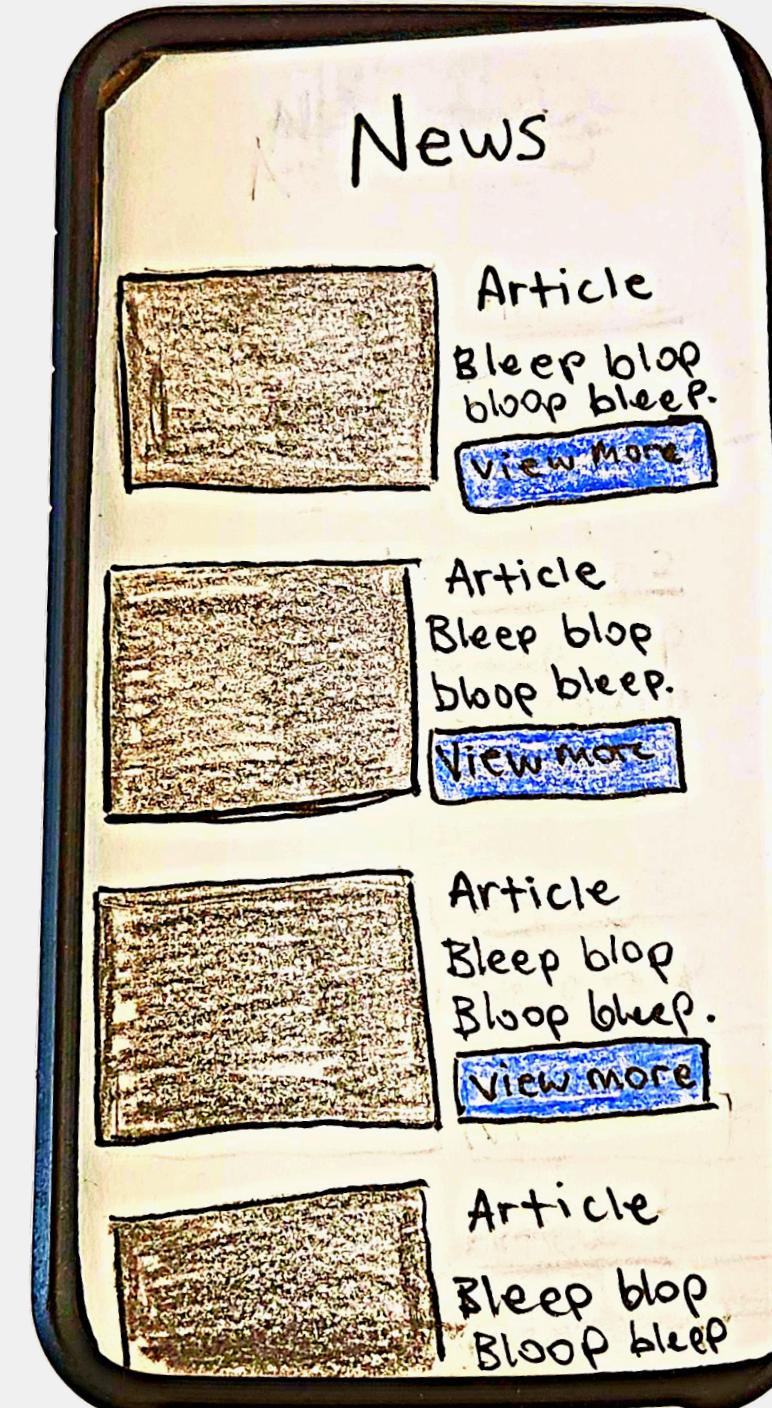


The **Home screen** that shows the main three hubs of the app. **News Hub**, **Resident Center**, and **Visitor Center**. Each blue button which leads to a separate sub page.

Task 1: Read the News

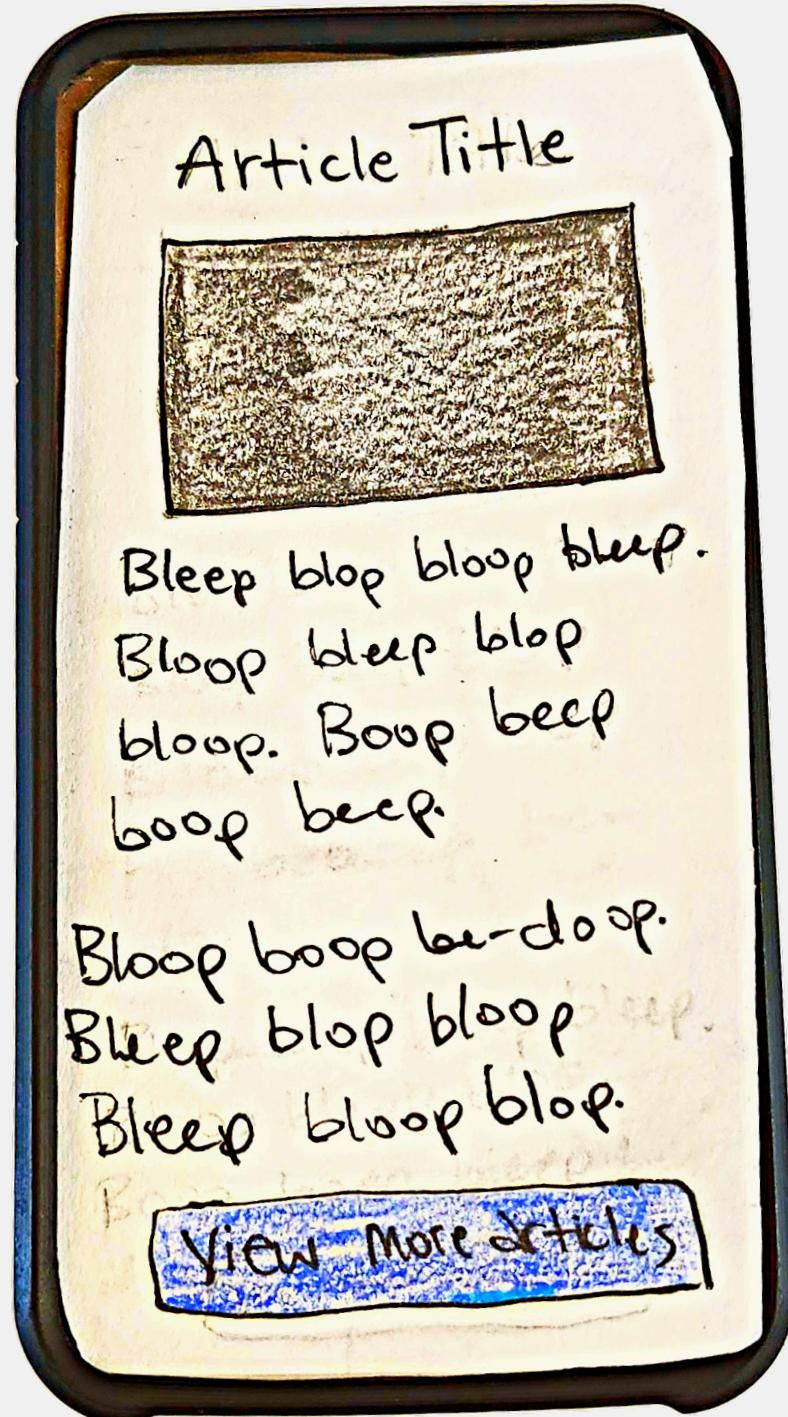


News Hub has options of **News**, **Weather**, **Events**, and **Job Opportunities**. Each blue button leads to a different sub-page.

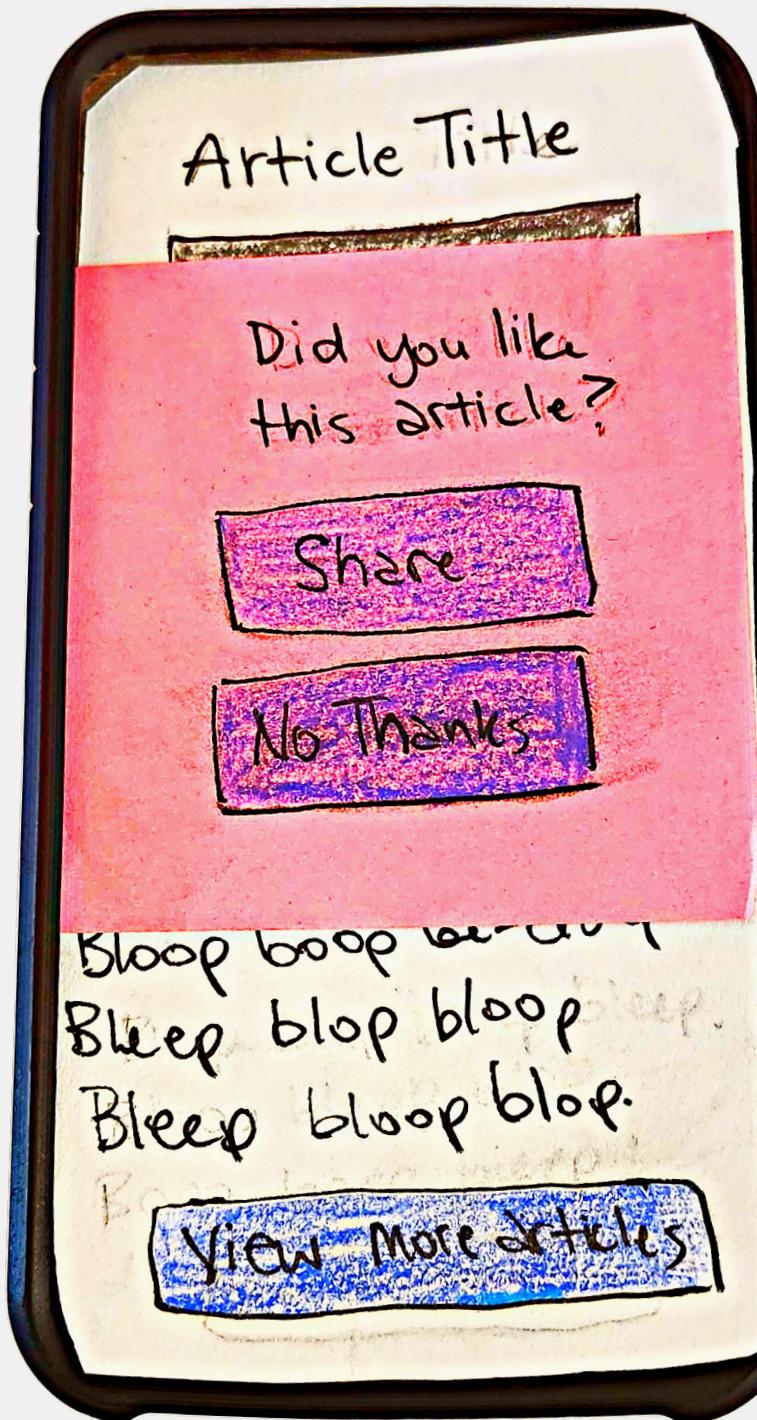


This is the **News** page, which shows all the available articles for the user to scroll through. If the blue **View more** button is selected to view a specific article. The gray square represents a photo.

Task 1: Read the News

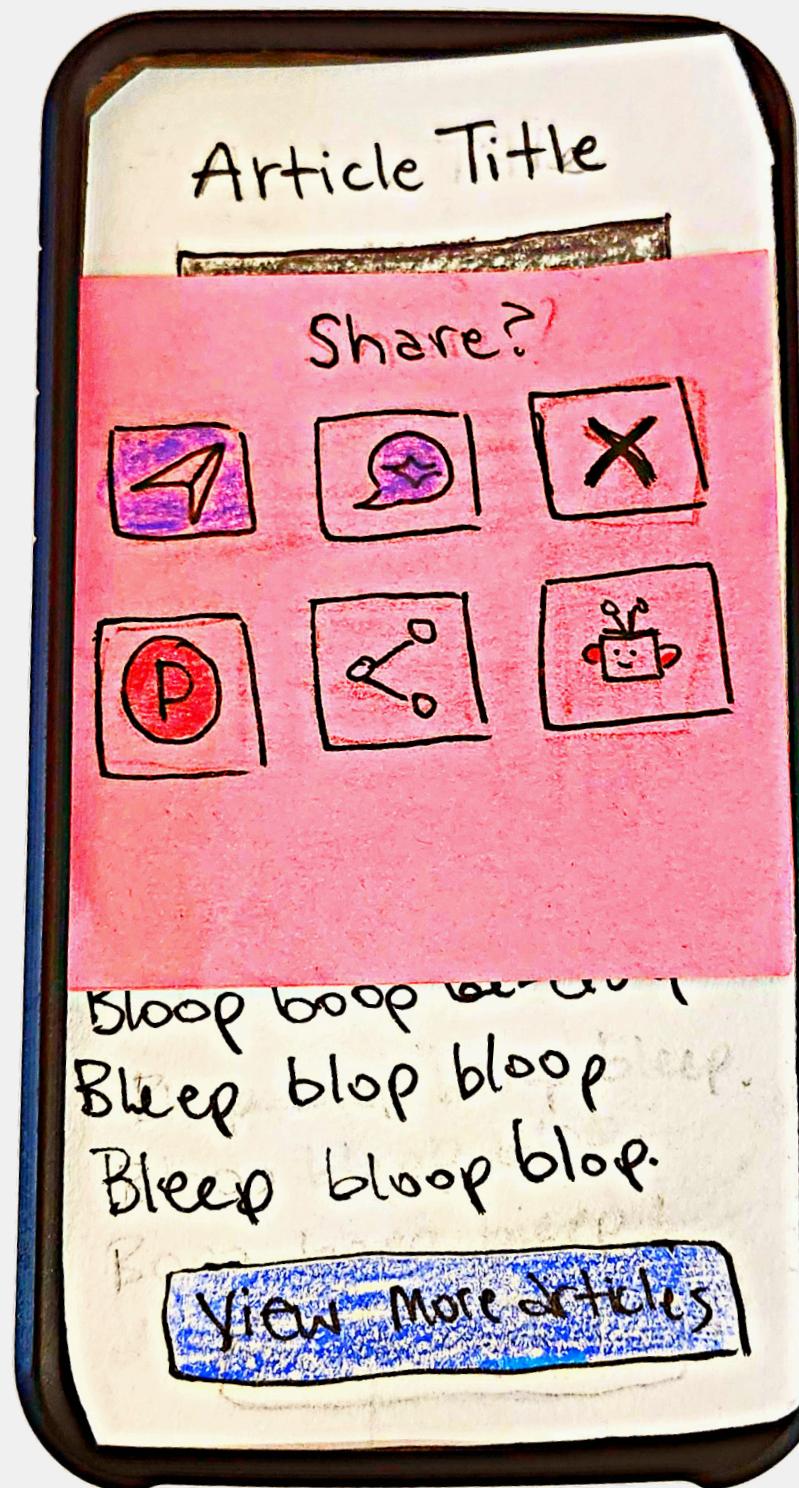


This is the layout of an **article** page. The grey square on top represents a featured image. If the blue **View more articles** button is selected, it will take the user back to the other articles.



After the user gets to the bottom of the article, a pop-up notification will appear asking the user if they would like to **Share** or they can select **No Thanks**. If the user selects **No Thanks**, it will take them back to the article.

Task 1: Read the News



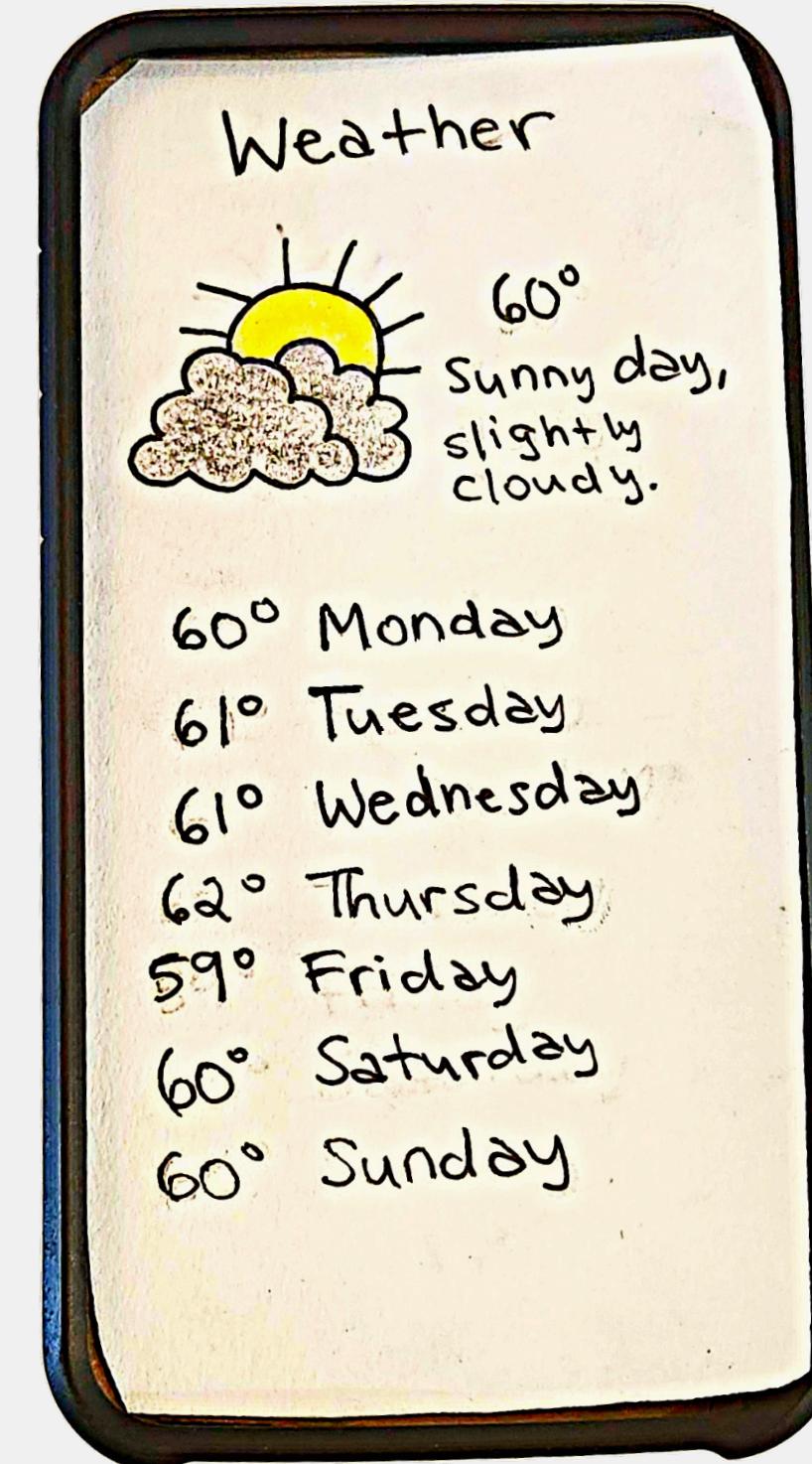
If the user selects **Share** they will see this page to for the different options to share the article on a different app. This will end the session and open the other app.



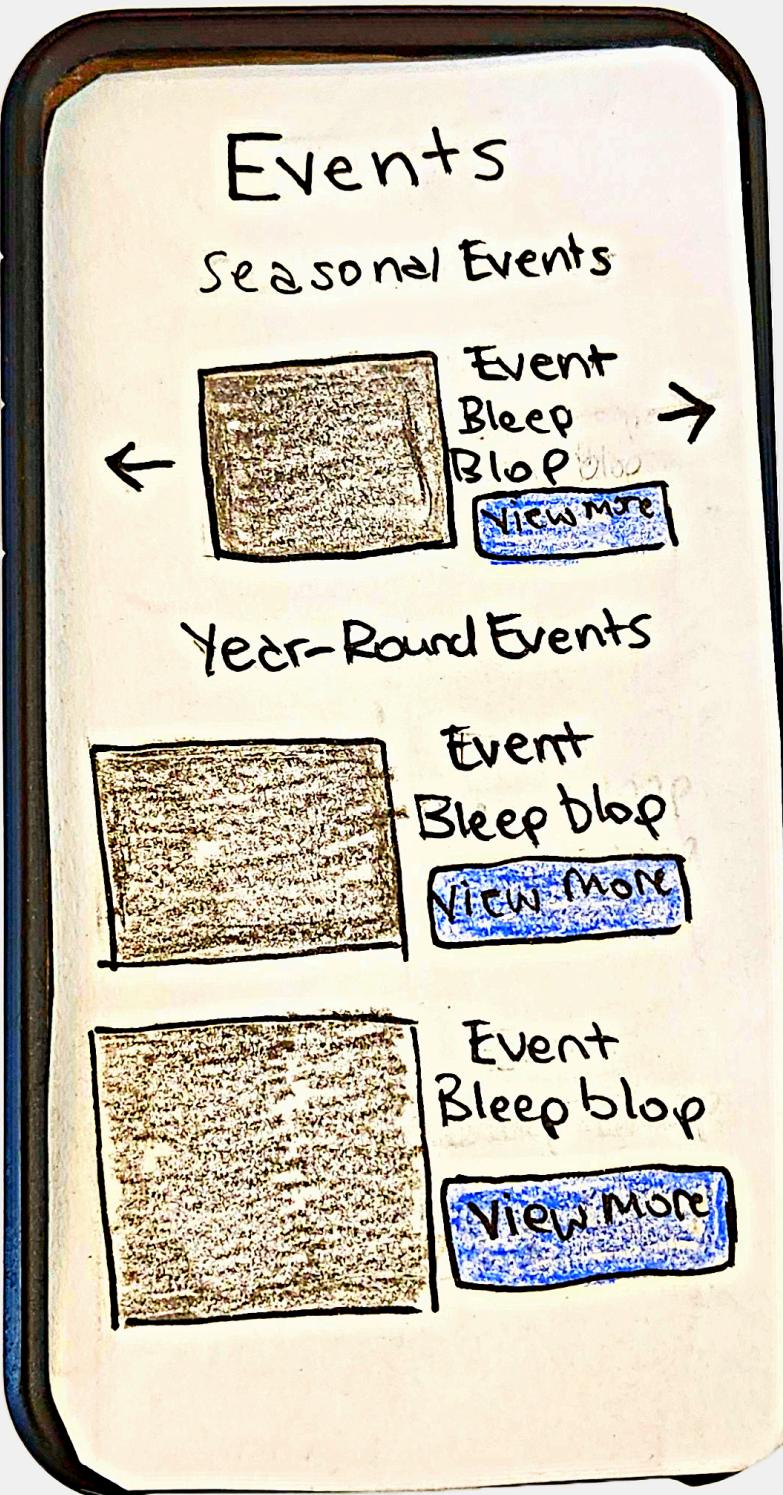
Task 2: Check the Weather



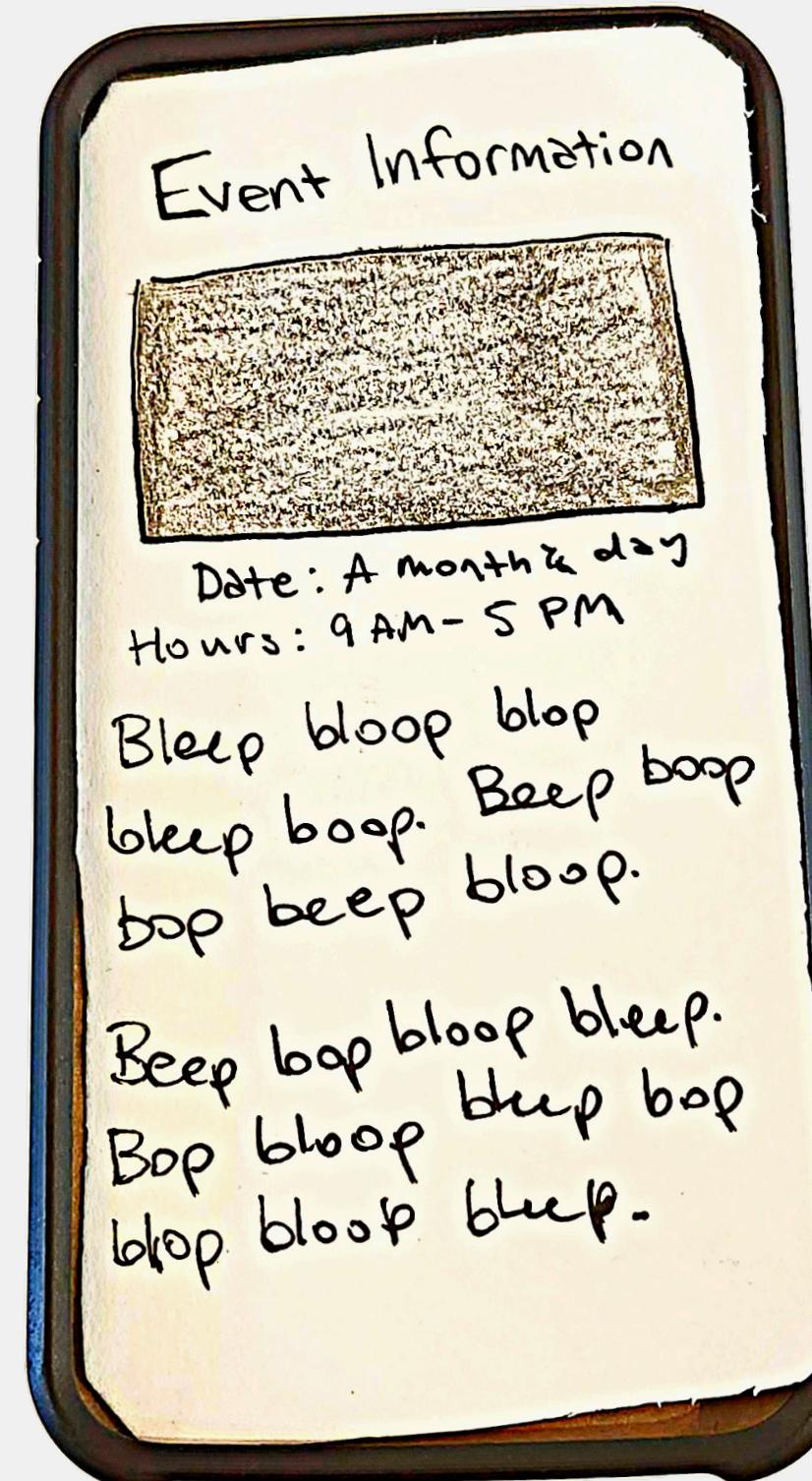
Selecting **Weather** will bring the user to this page which tells the local weather forecast.



Task 3: Find an Event to Attend



Selecting **Events** will take the user to this page information the user about local events. This includes both seasonal and year-round events. Selecting the blue **view more** button will show the user more information about the event.



This is an **Event Information** page. Information will include the dates and times of the event. The top grey square represents a featured image for the event.



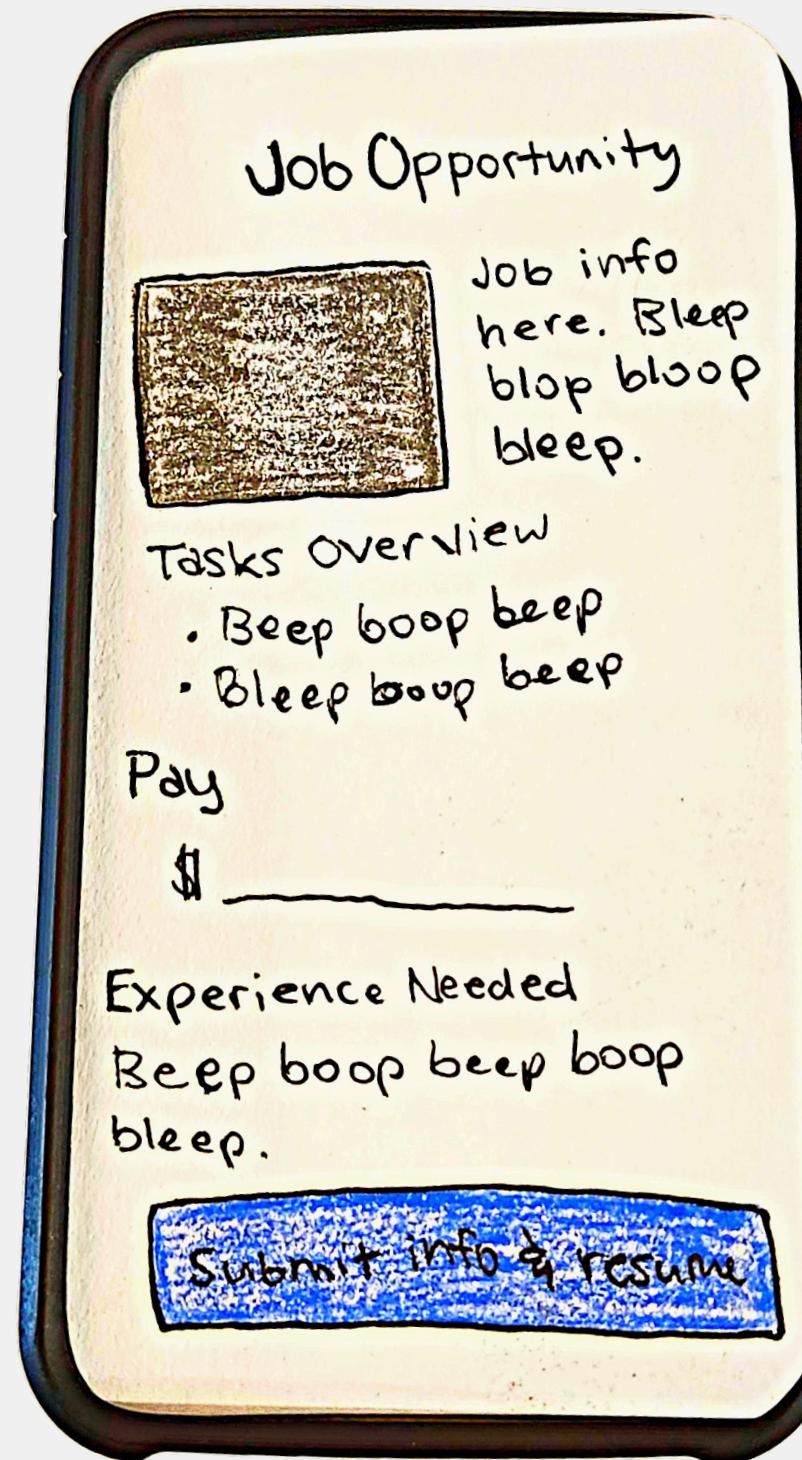
Task 4: Check Job Opportunities



Selecting **Job Opportunities** takes the user to a page that lists all open job opportunities in Long Beach. The user can select the blue **more info** buttons to get more information about the job, taking them to another page.



Task 4: Check Job Opportunities



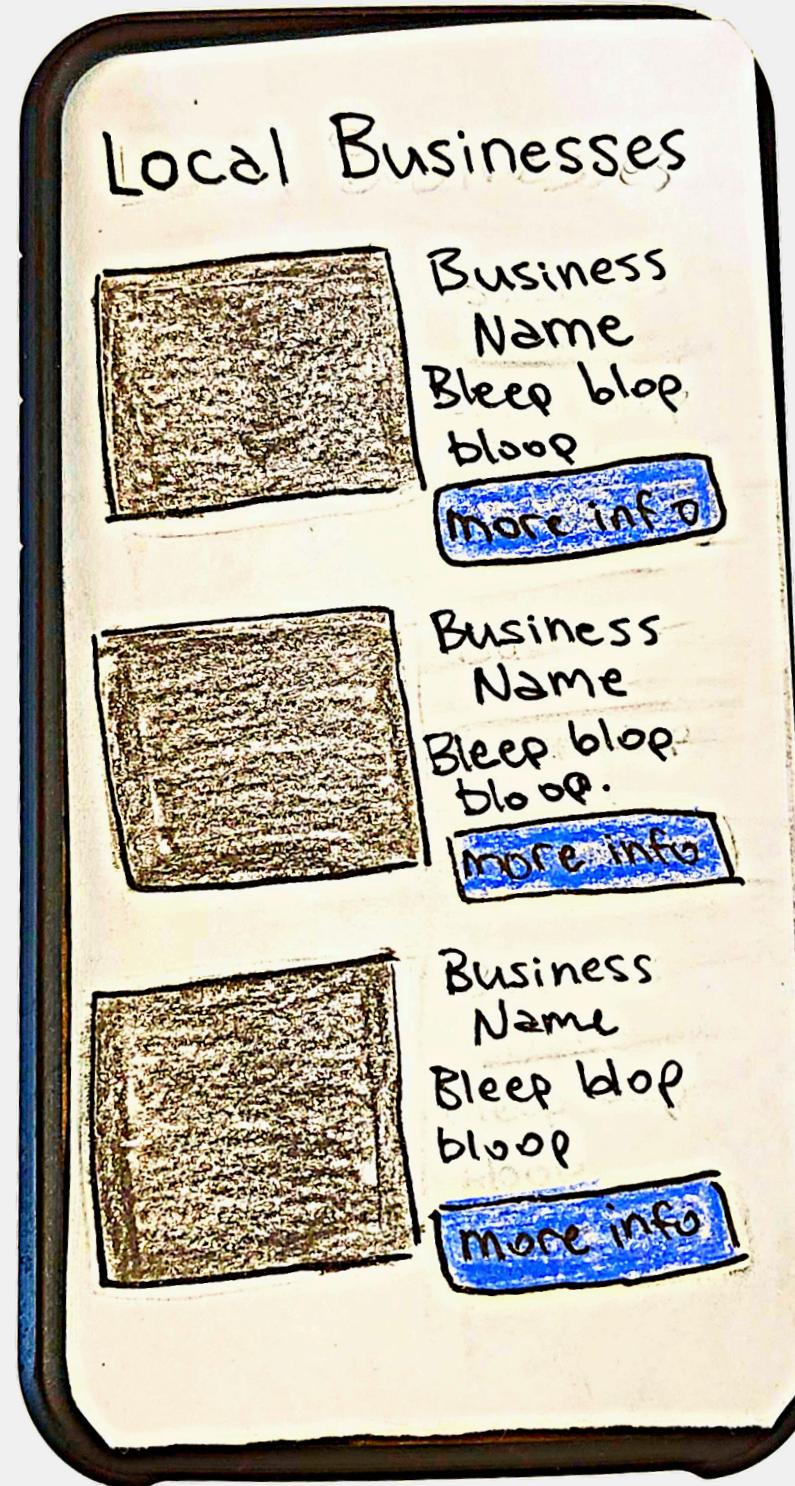
This is an example of a **Job Opportunity** listing. It gives more information on the job opportunity, the blue **Submit Info & Resume** button will open the page to submit their information and resume in the phone browser.



Task 5: Check Out Local Businesses



Selecting **Resident Center** takes the user to the Resident Center homepage. Listed are all the resource options this hub provides.

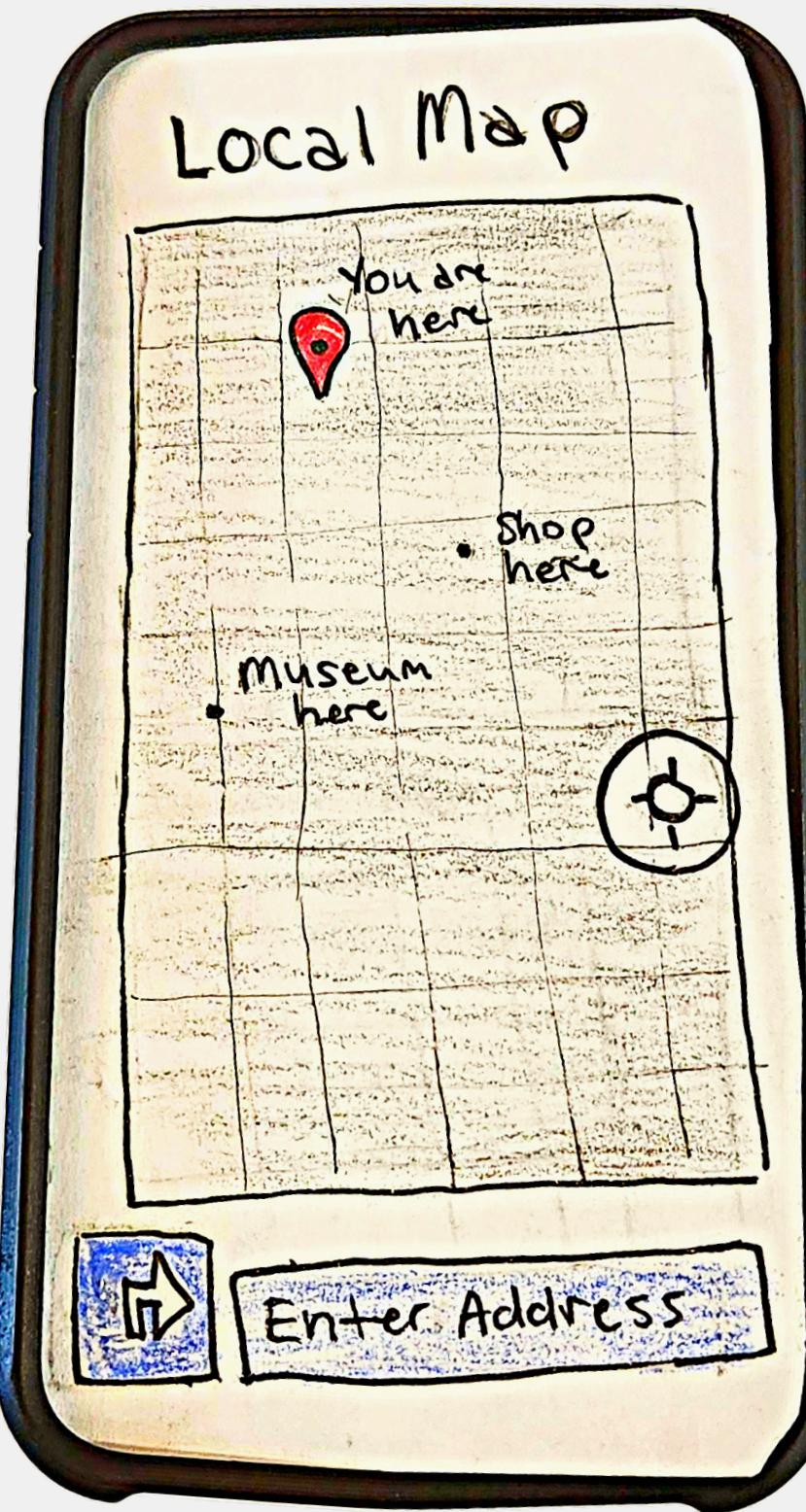


Selecting **Local Businesses** takes the user to this page, giving information about all the local shops. Selecting view more will take the user to the business website in the phone browser.

Task 6: Look at Local Map

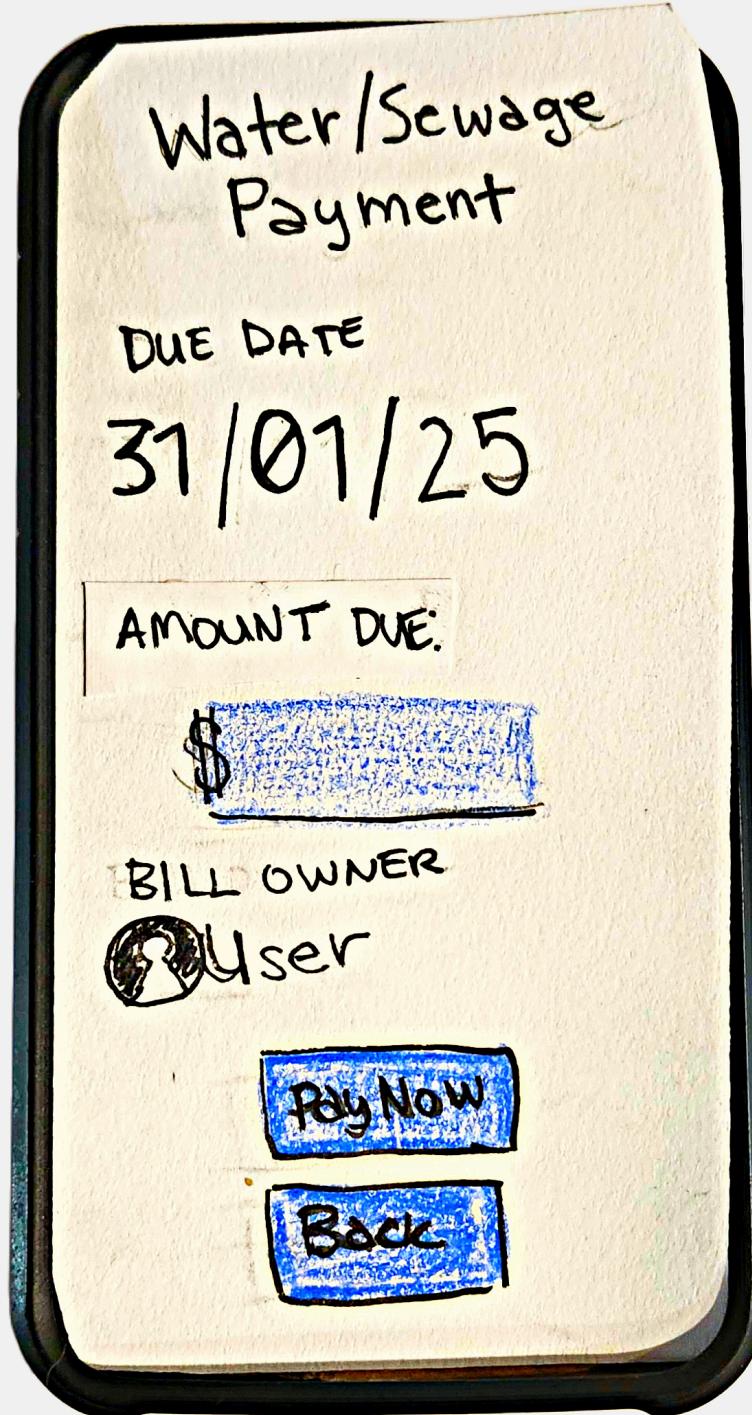


Selecting **Resident Center** takes the user to the Resident Center homepage. Listed are all the resource options this hub provides.

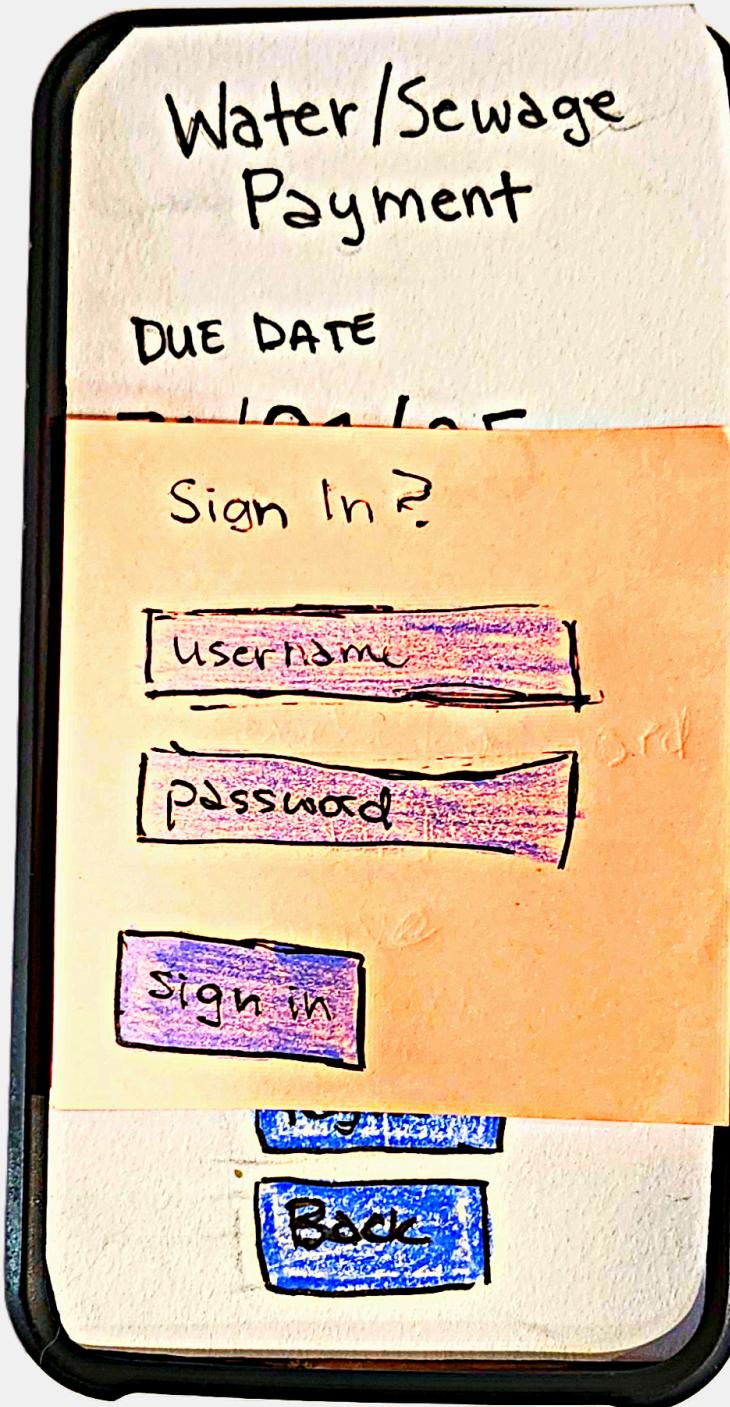


The **Local Map** page shows a GPS map of Long Beach to help navigate. The white button in the middle lets the user recenter where the map is. The light blue box is where the user can search an address. The blue arrow button can show previous searches.

Task 7: Pay Water & Sewage Bills

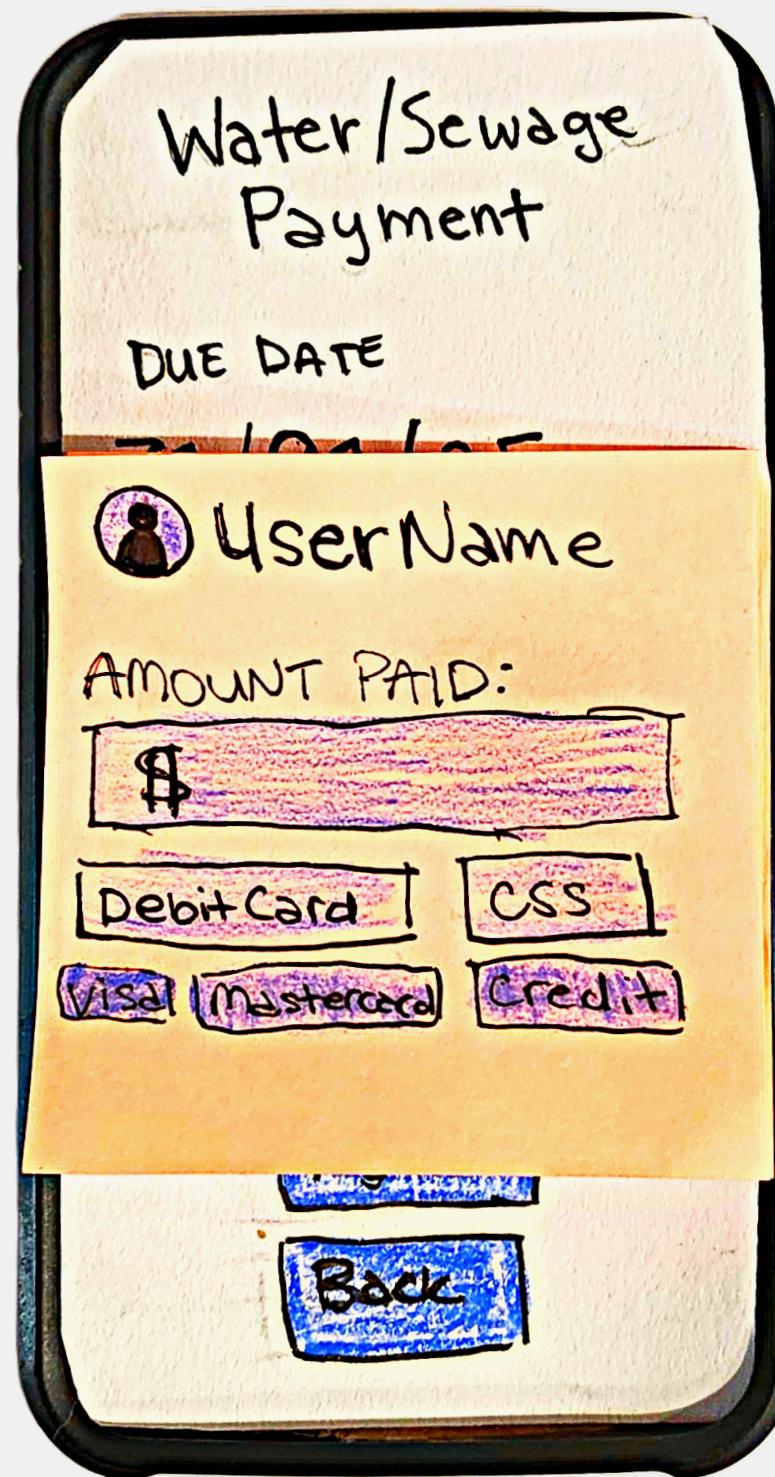


Water/Sewage Payment takes the user to this page where they can pay their water and sewage bill. The light blue highlighted area where the amount due is displayed. The blue pay now button brings up a pop-up.



If the user is not already signed in, after pressing the pay now button, the user will be given this **Sign In** window with the prompt to sign in. The top light blue box is for the username and the bottom is for the password. After both are entered, the user presses **sign in**.

Task 7: Pay Water & Sewage Bills



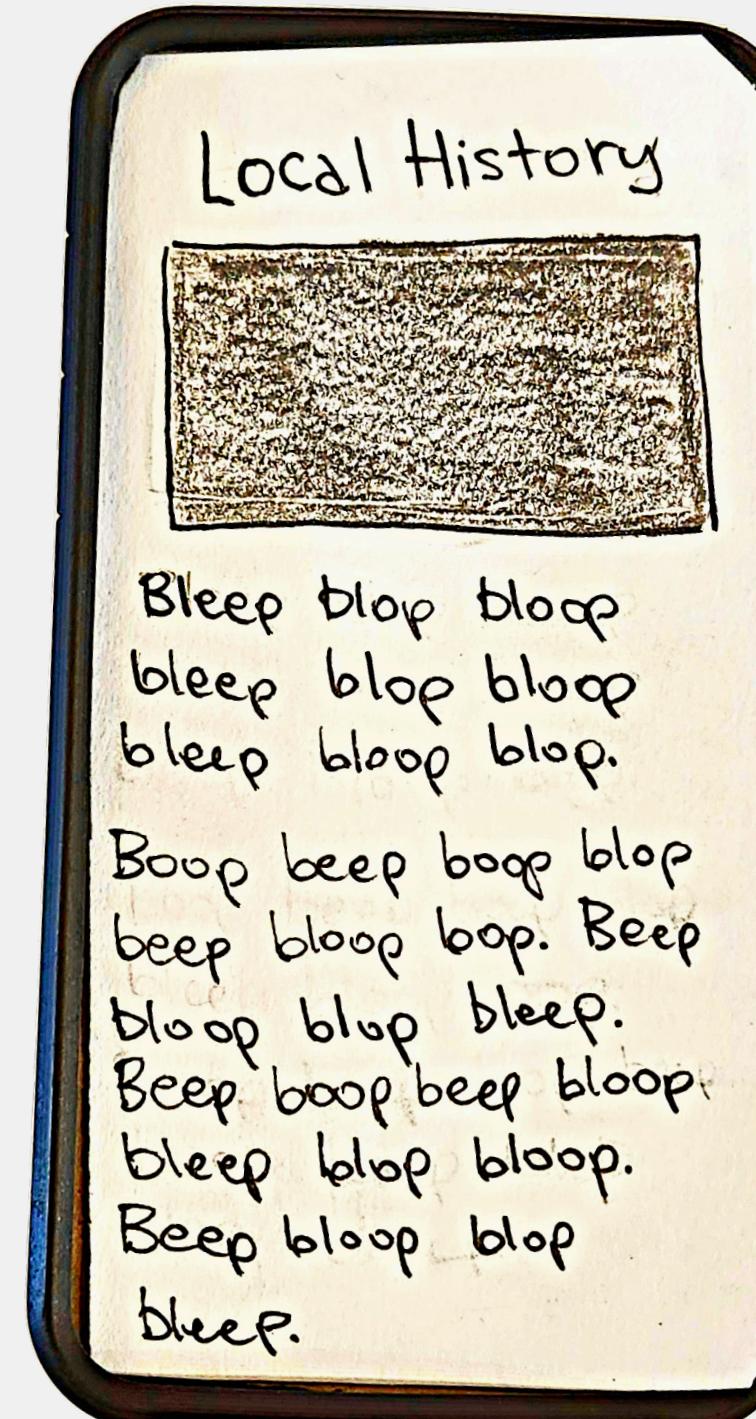
Once the user is signed in then they will get this **Payment** window. The biggest light blue box is for the **Amount Paid**, then the next few boxes are for the **debit cards** and **CSS number** on the back of the card. At the very bottom, the user can choose if they are paying with a **Visa**, **Mastercard**, or **Credit Card**.



Task 8: Read Local History



The **Visitor's Center** has resources for tourists. It gives the button options of **About**, **Activities**, and **Hospitality**. Each button leads to a different subpage.



The **About** button leads to the **Local History** page, which will tell the user about the history of Long Beach.



Task 9: Check out Historic Sites & Museums



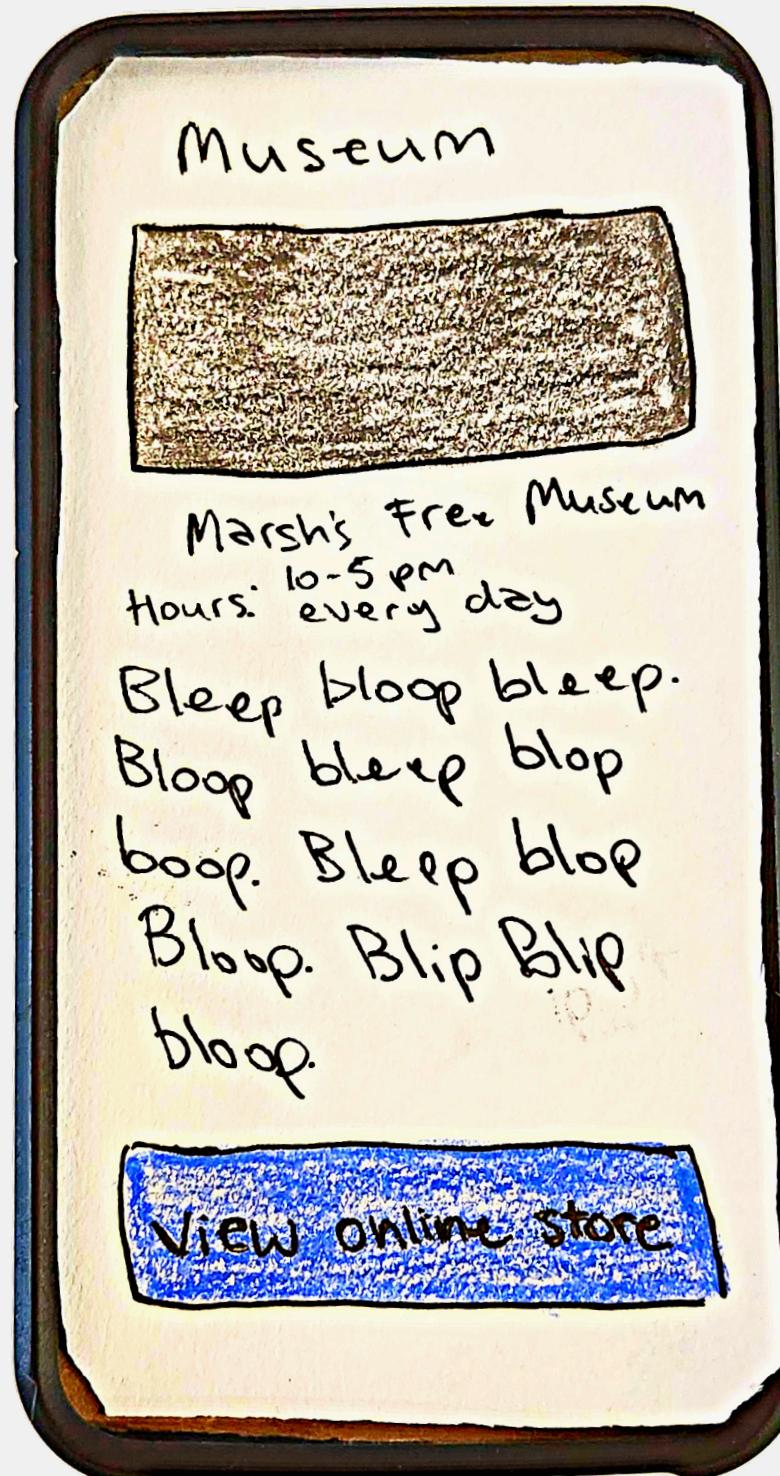
The **Activities** page informs visitors of different places to visit in Long Beach. Such as **Historic Sites & Museums**, **Outdoor Attractions**, and **Boutique Shops**.



Selecting **Historic Sites & Museum** takes the user to a page where they can browse all the sites and museums available to visit..



Task 9: Check out Historic Sites & Museums



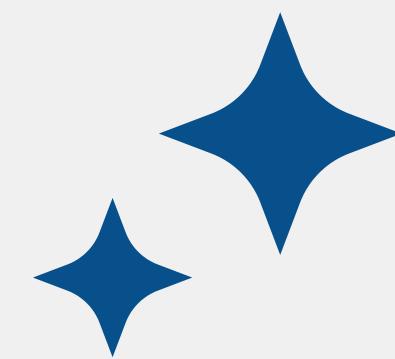
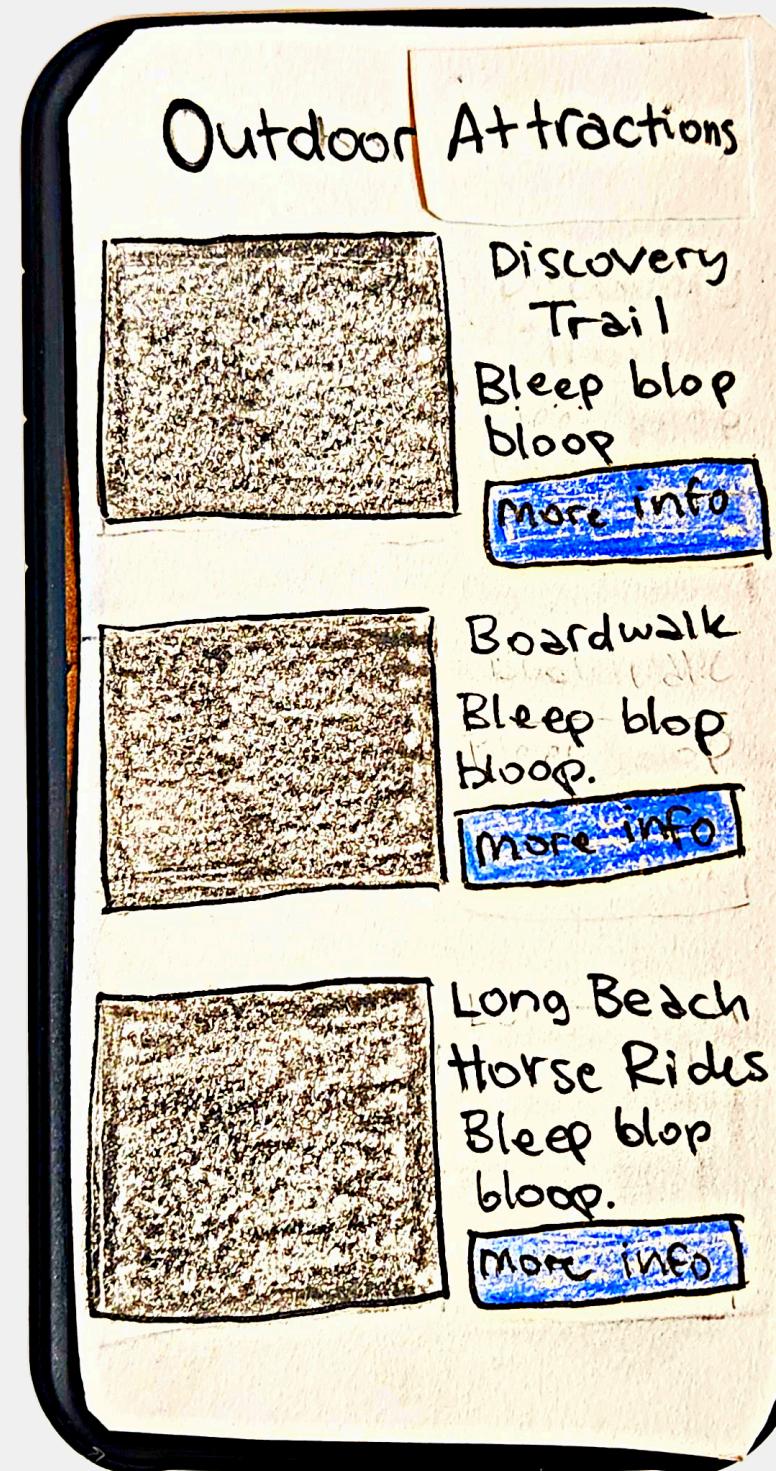
Selecting a specific site or **museum** will take the user to a subpage with more information. Selecting **view online store** will open the site or museum webpage in the phone's browser.



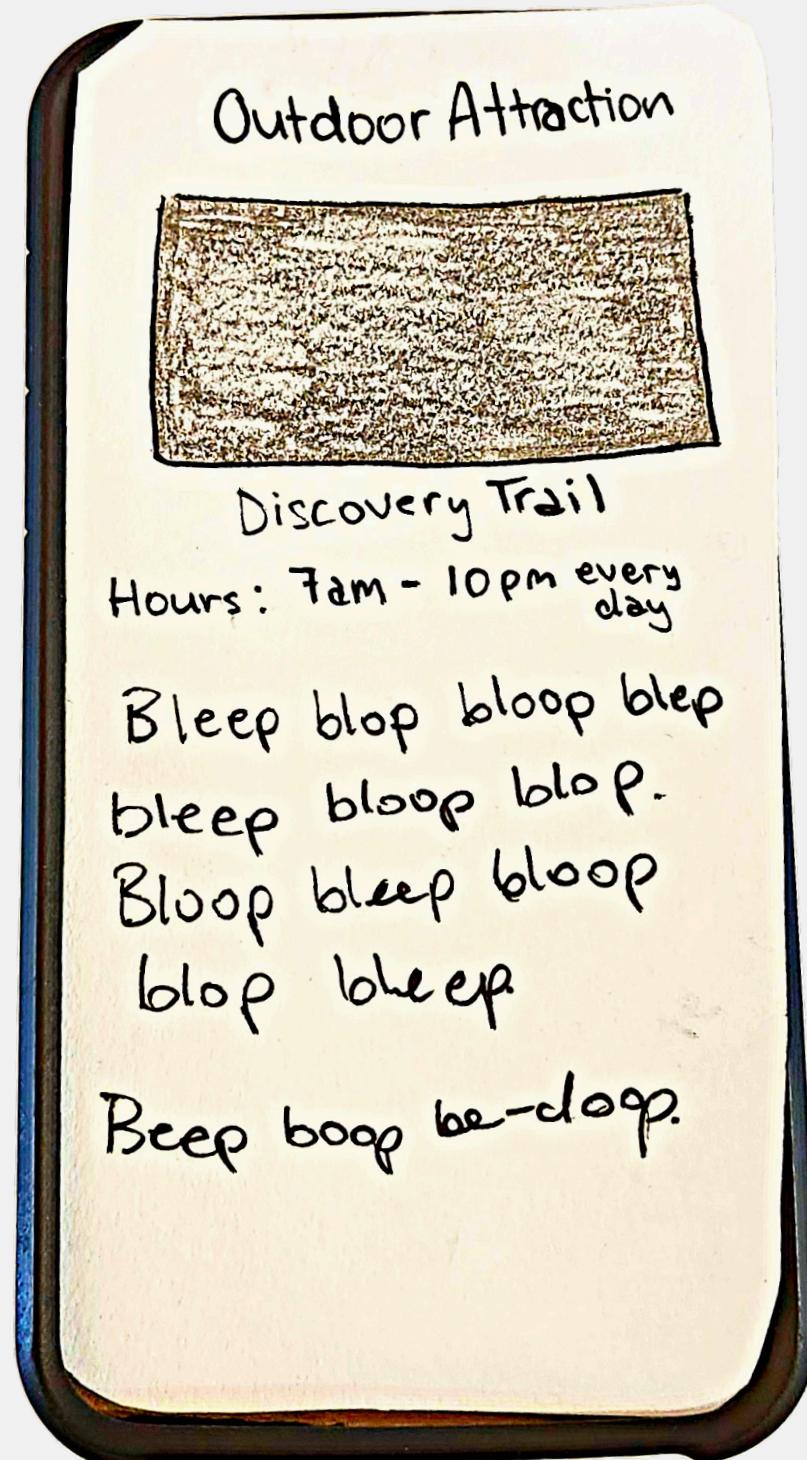
Task 10: Look at Outdoor Attractions



The **Outdoor Attractions** page gives the user information on all the outside activities that can be done in Long Beach.



Task 10: Look at Outdoor Attractions



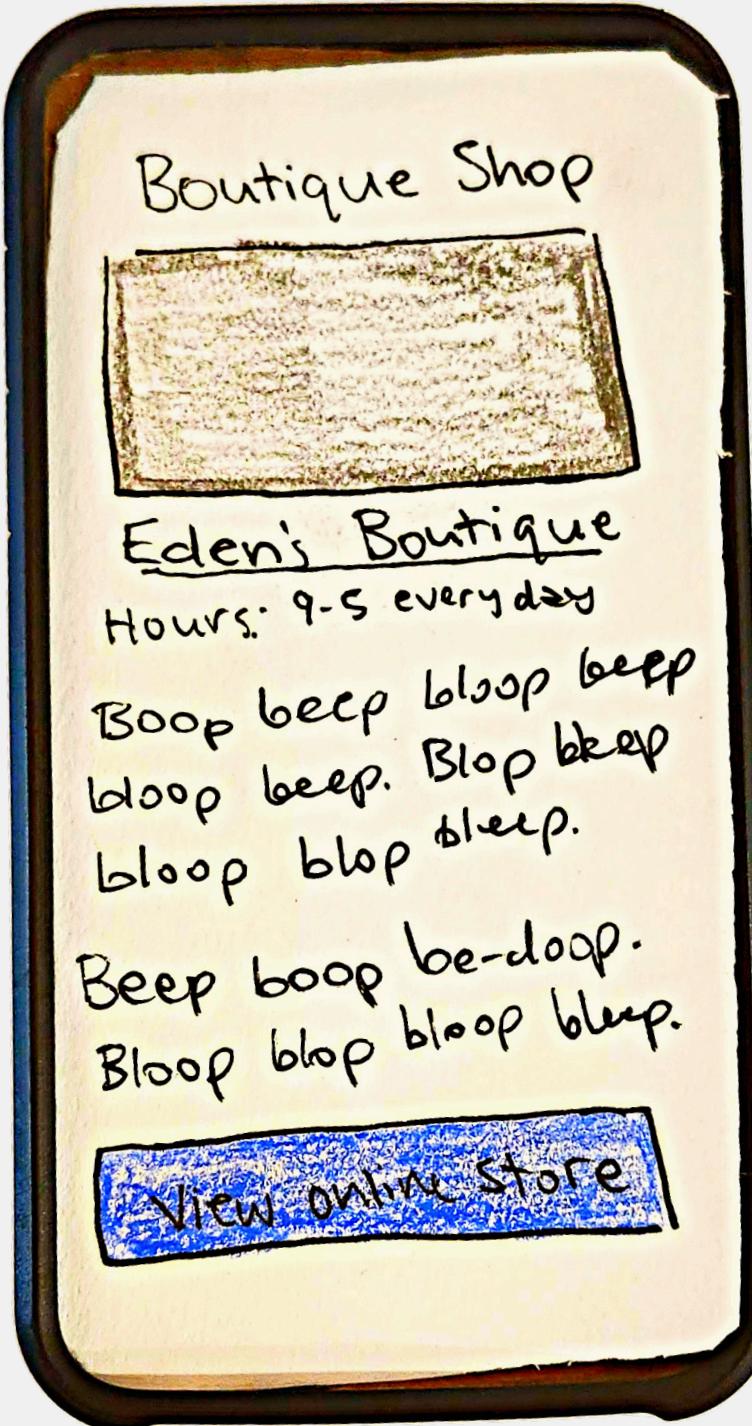
Selecting a specific **outdoor attraction** will take the user to an information page about the attraction. This specific example is for the **Discovery Trail**.



Task 11: Look at Boutique Shops

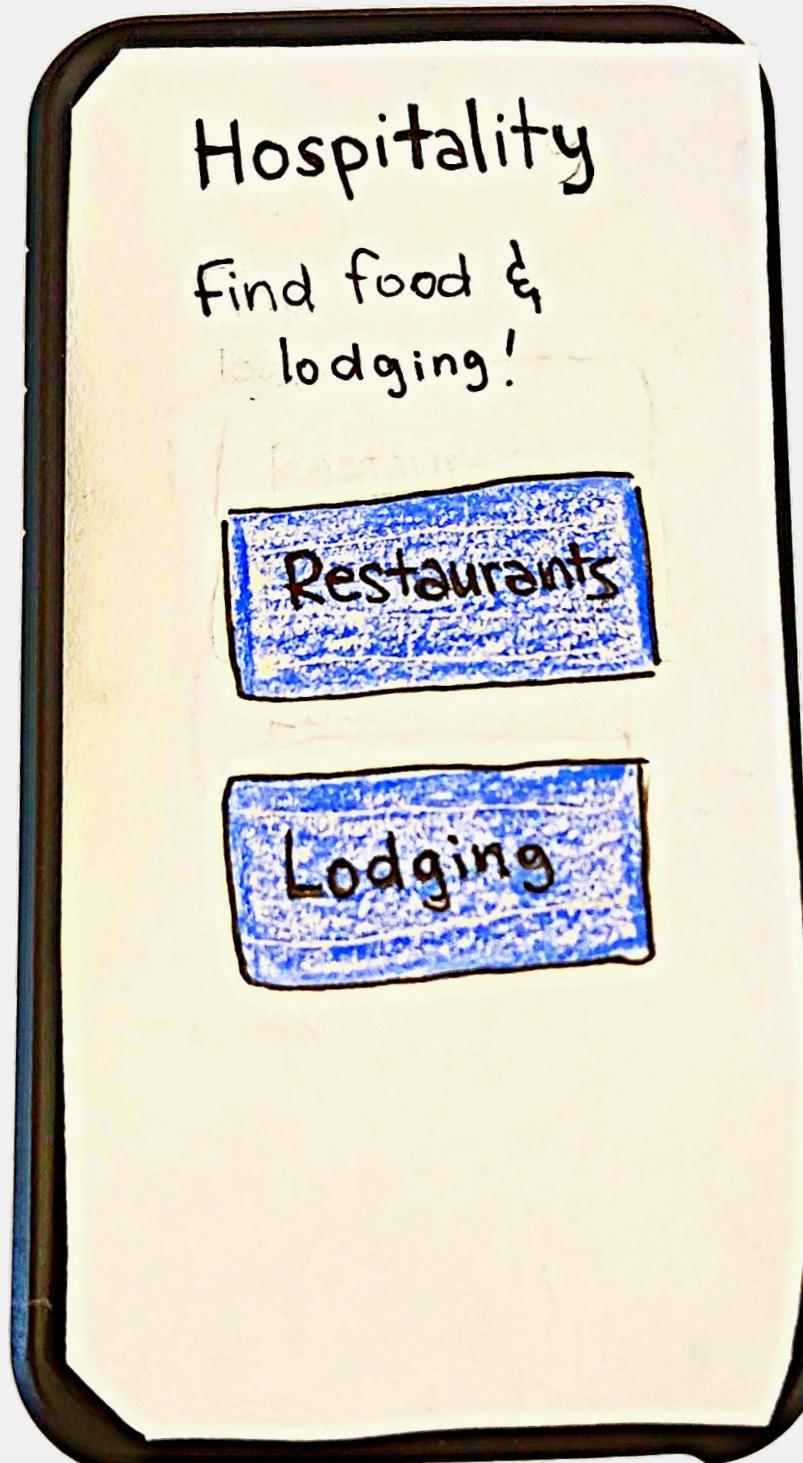


The **Boutique Shops** page allows the user to view all the shops available in Long Beach.



Selecting a specific **Boutique Shop** will take the user to a subpage giving more information about the shop. The hours the shop is open will be available, selecting **view online store** will open the shop's website in the phone's browser.

Task 12: Check out the Local Restaurants



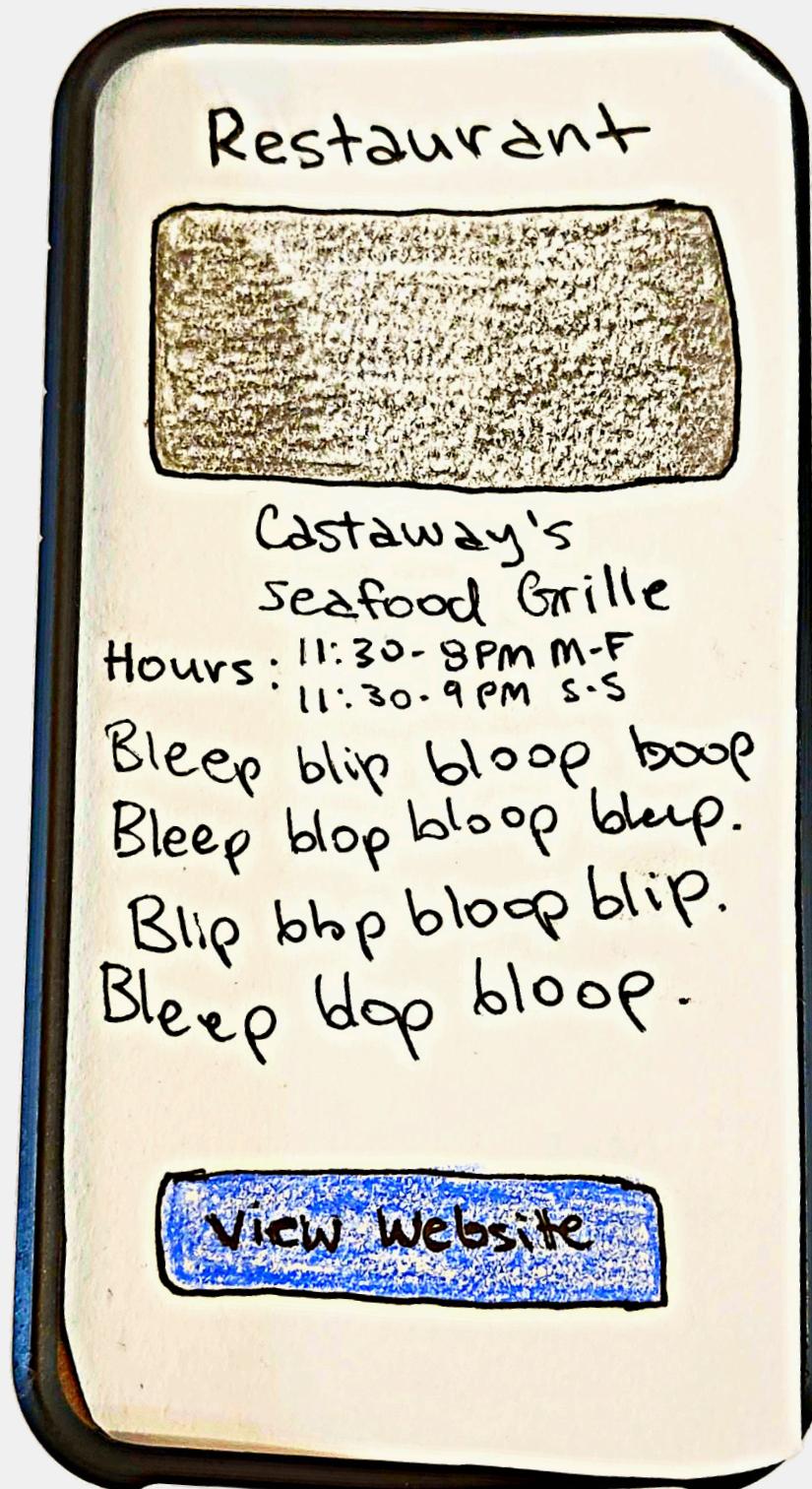
The **Hospitality** page leads to both the **Restaurant** and **Lodging** options for Visitors. Selecting either will take the user to a new page.



The **Restaurants** page informs the user about the different restaurants in Long Beach. Selecting **more info** on a specific restaurant will take the user to a page with more info on it.



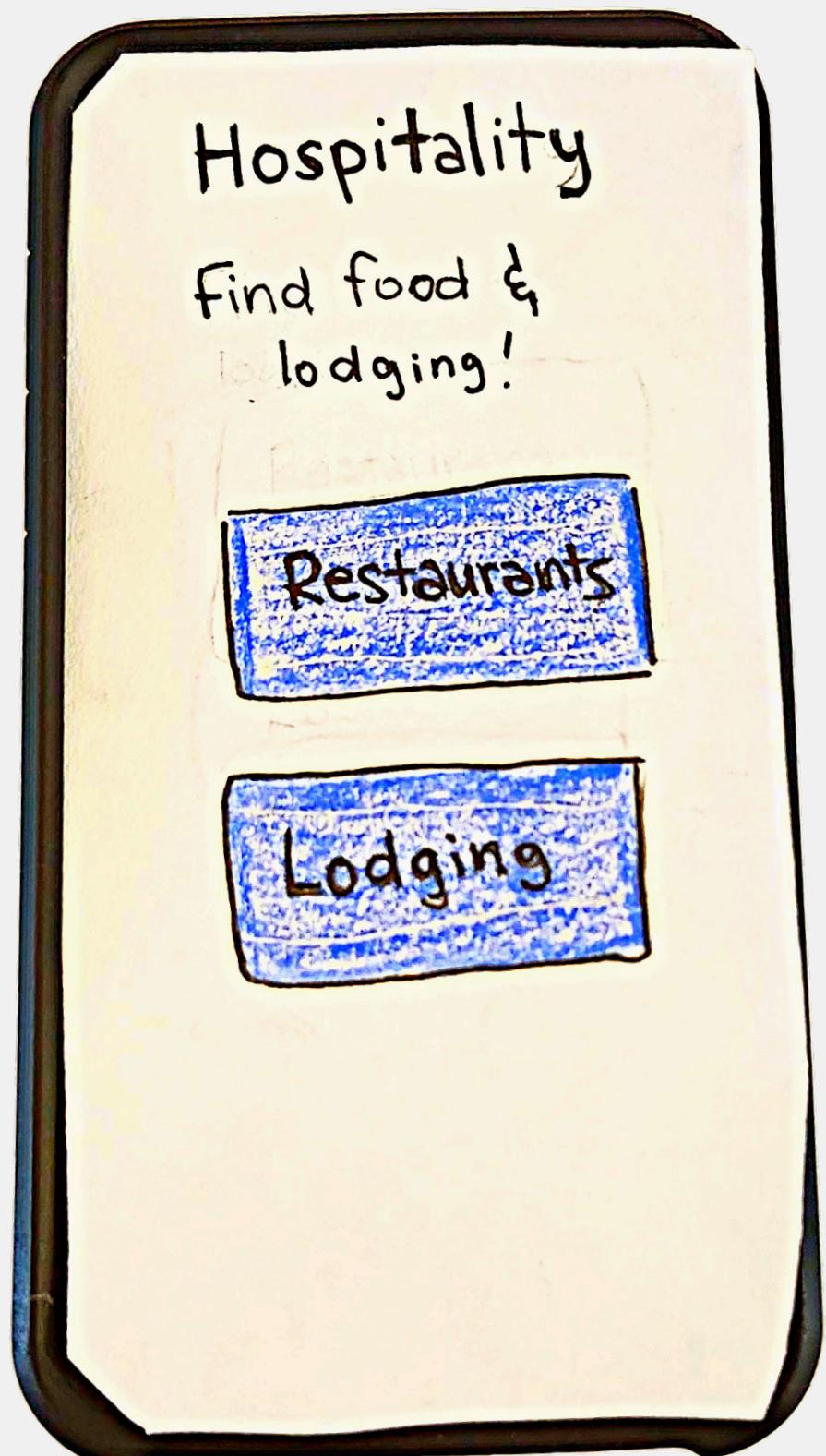
Task 12: Check out the Local Restaurants



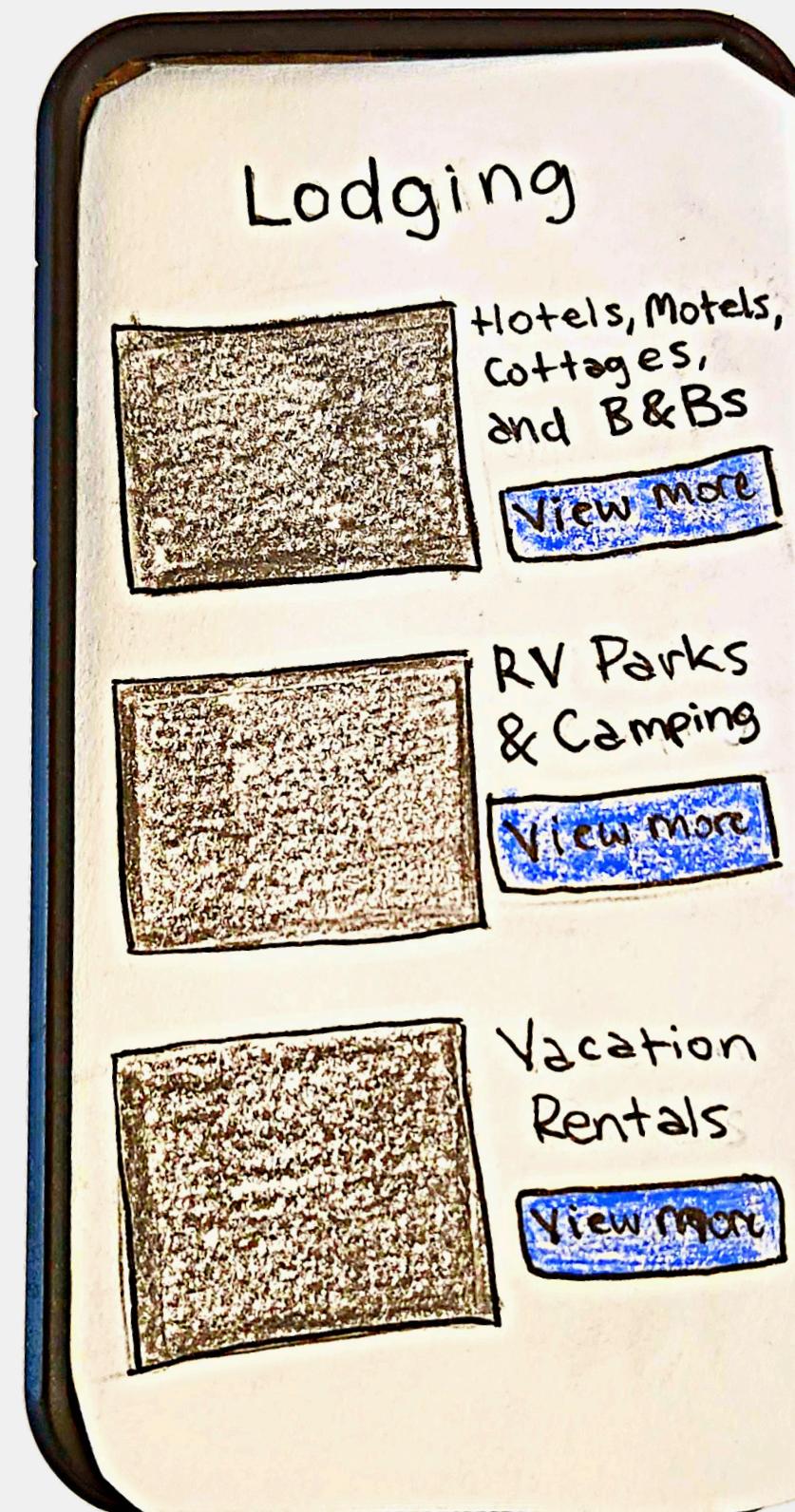
Selecting a **restaurant** will take the user to a sub page providing more information on the restaurant. This will include the hours. If the user selects view website, then it will open the restaurant website in the phone browser. This specific page is for **Castaway's Seafood Grille**.



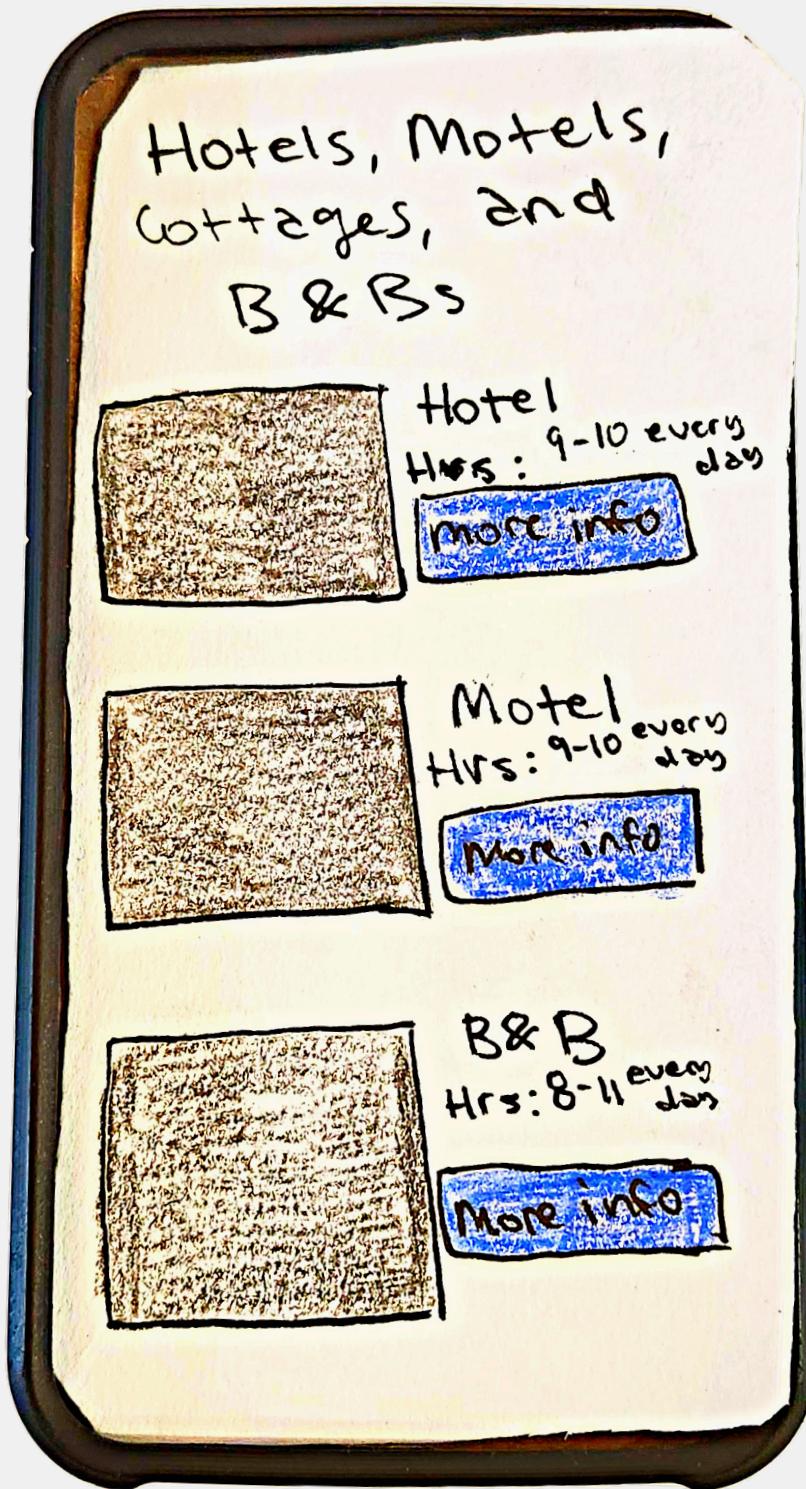
Task 13: Find Lodging



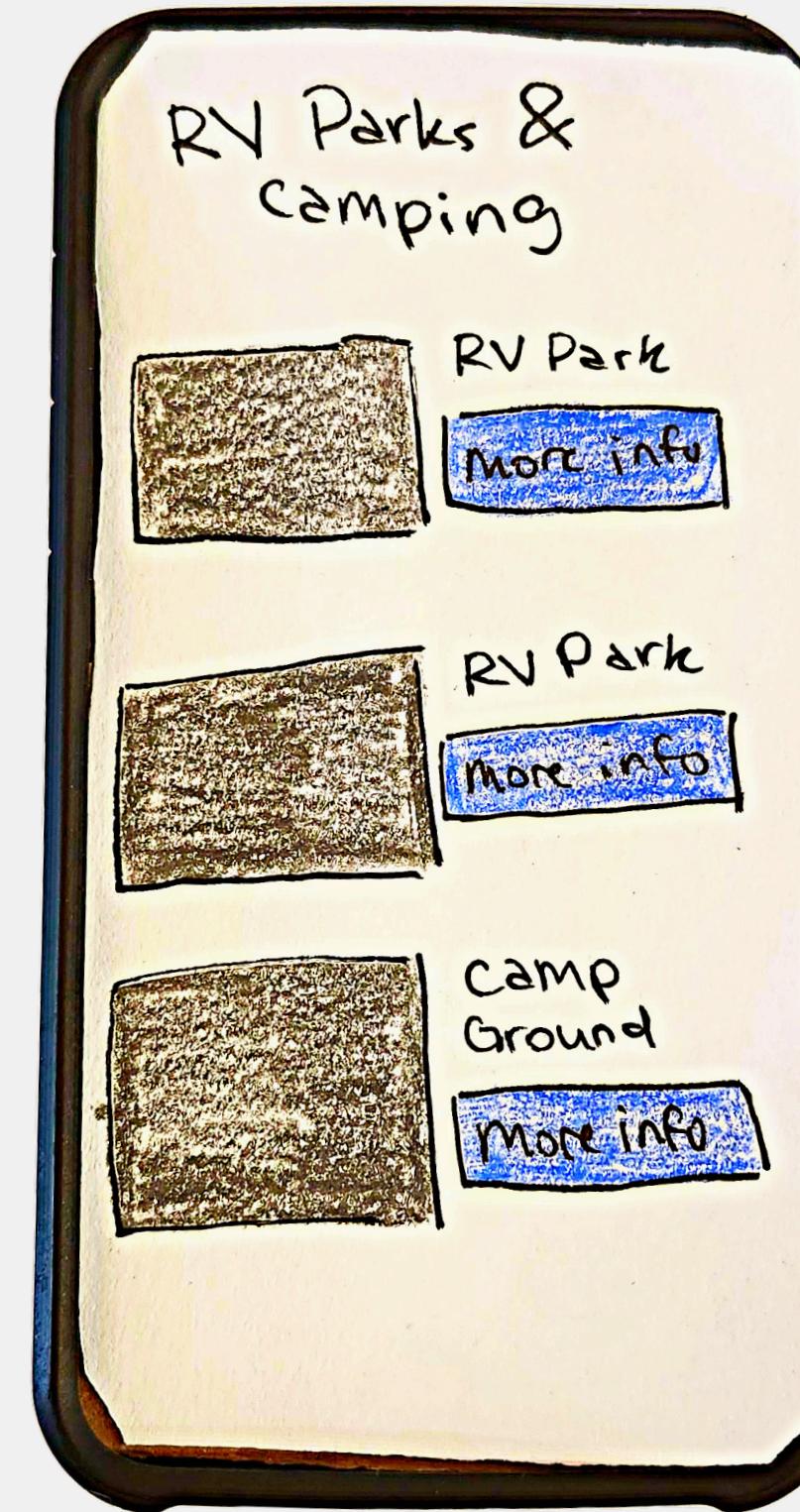
The **Lodging** page shows all the different options that visitors have for accommodations. This includes **Hotels**, **Motels**, **B&B**, **RV Parks**, **Camp Grounds**, and **Vacation Rentals**.



Task 13: Find Lodging

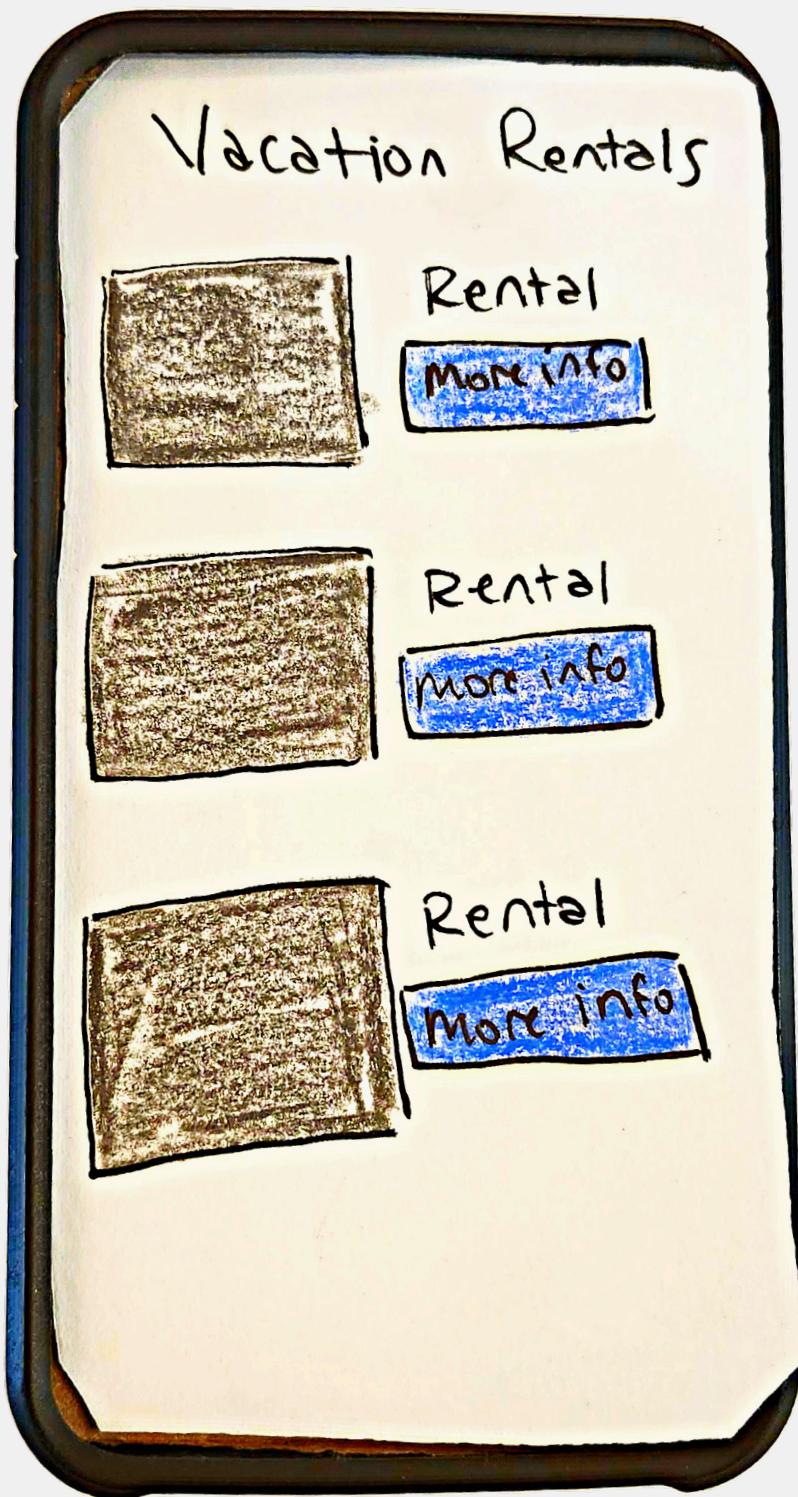


The **Hotels, Motels**, and **B&B** page shows the different options and includes the hours. Selecting more info will take the user to a more detailed page about the lodging options.



The page to view the different **RV Parks** and **Camping** options. Clicking more info will lead the user to another page with more information about the specific **RV Park** or **Camp Ground**.

Task 13: Find Lodging



The page to view **Vacation Rentals** options. Like the others, clicking **more info** will lead to another page with more information about the specific rental.



Bonus Page: Government & Business



The **Government & Business** page gives the button options of **All Documents**, **Events & Meetings**, and **Departments**.

Clicking any of these will take the user to the corresponding page on the Long Beach website in the phone's browser.



Conclusion from Paper Prototype

Creating a paper prototype was useful in considering the design and functionality of the app. While aesthetic was only a minor concern, it forced me as a designer to consider what elements would be on each page. Each element had to be thought through, what exactly would the user accomplish by pressing this button had to be decided.

By making this paper-mock up of the Gull, I was able to see exactly how this would function as a real app. Even if the actual functionality of the prototype is low, it is a step closer to a final product. Based on this prototype, further prototypes can be developed.



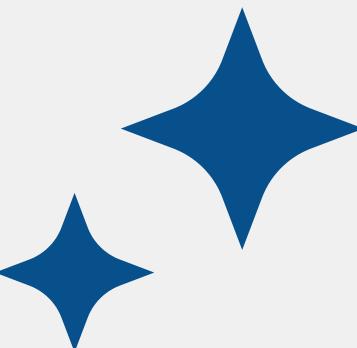


Prototyping on Paper Software

To create a paper prototype, using physical paper is not the only option. There is different software available to digitally create paper prototypes, called Prototyping on Paper Software (POP). Such software is Marvel, which was used to create a digital prototype of the Long Beach Gull.

The different physical pages were uploaded to create a functioning prototype of the app. This was then used with two real users to test the functionality of the app.

[The POP of the Gull can be found here.](#)



User Testing Script

Hi, _____. My name is Nix, and I'm going to be walking you through using the prototype for The Long Beach Gull app. Which has been affectionately nicknamed The Gull.

Before we begin, I have some information for you, I'm going to read it to make sure that I cover everything.

We're asking people to try using The Gull so we can see whether it works as intended. It is meant to offer resources that are useful to both residents and visitors of Long Beach. I am going to give you two different short context descriptions, then give you a series of tasks to complete with the app.

You will complete the tasks by just looking at the screens.



User Testing Script

As you complete them, I'm going to ask you to think out loud and say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

This is a low-fidelity prototype, which means it is very basic with very low functionality. So, it will not be too complicated. We appreciate your honest opinion and suggestions to help improve the app.

If you have any questions as we go along, ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone to help them. But if you still have any questions when we're done, I'll try to answer them then.



User Testing

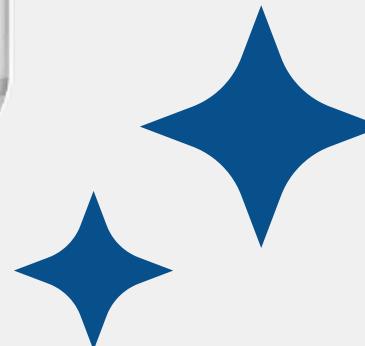
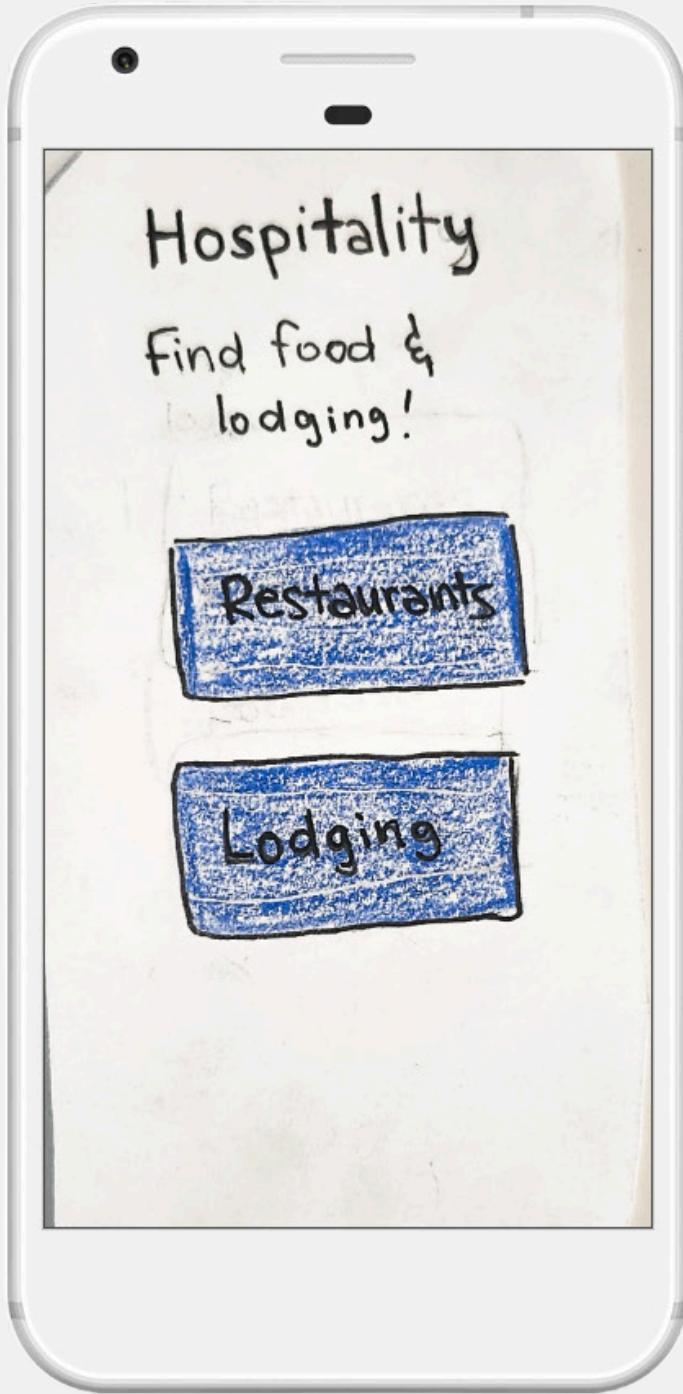
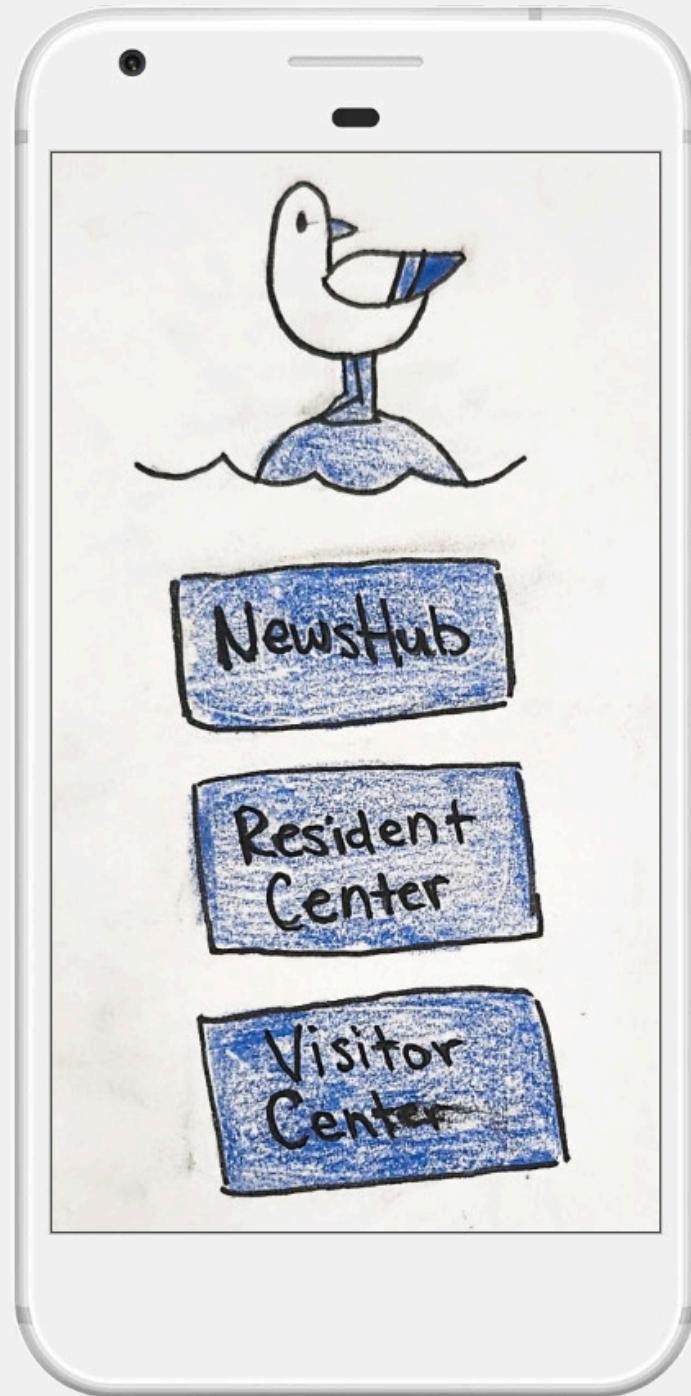
In order to test the functionality of the Gull POP, two different user testers were given a link to the prototype on their phones and a list of tasks. Under light supervision, both testers were asked to complete the tasks.

The user testing was recorded and can be viewed [here](#). While the actual POP can be found [here](#). The tasks asked of the users are as follows...



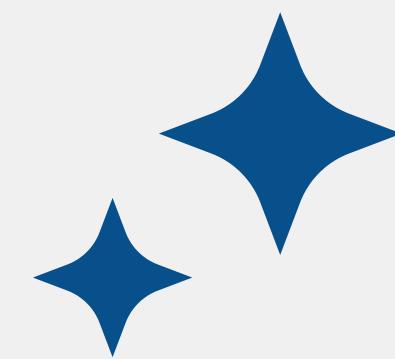
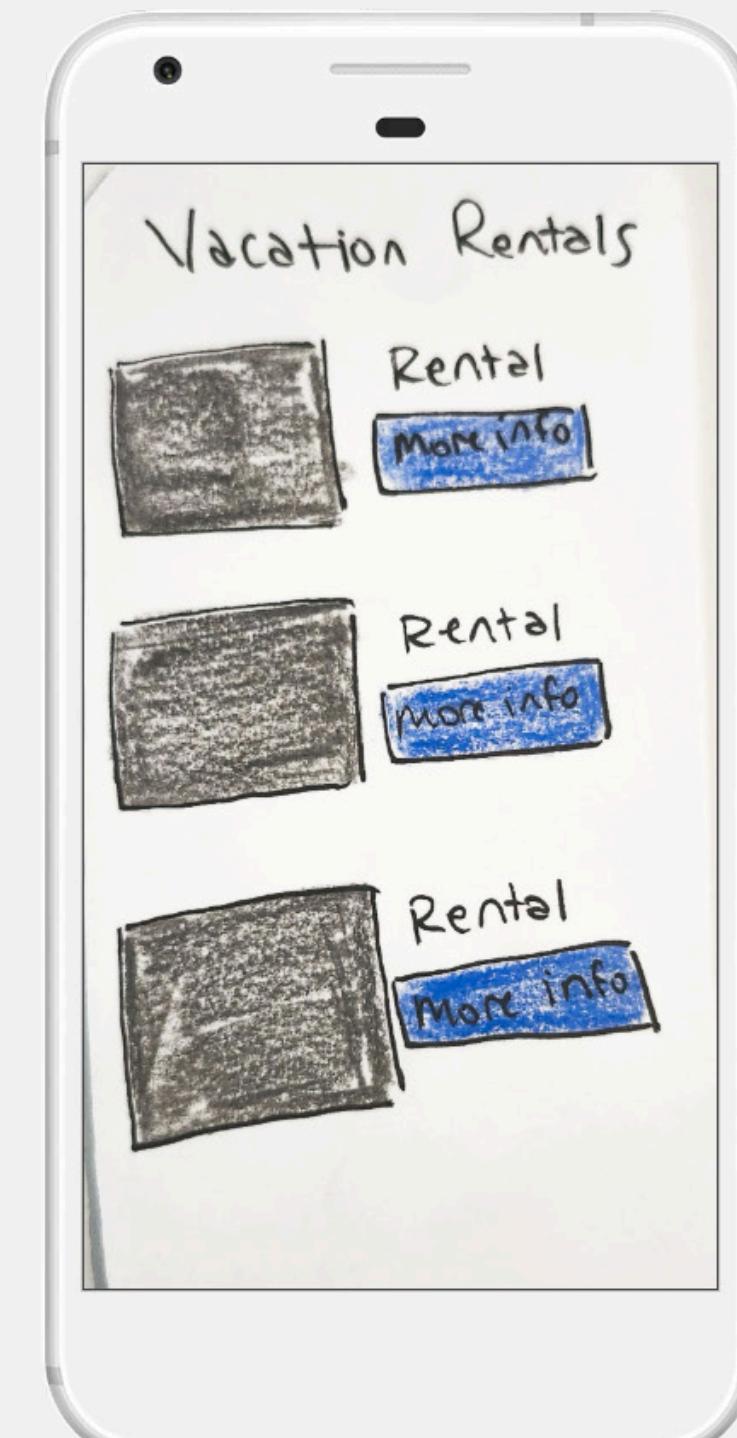
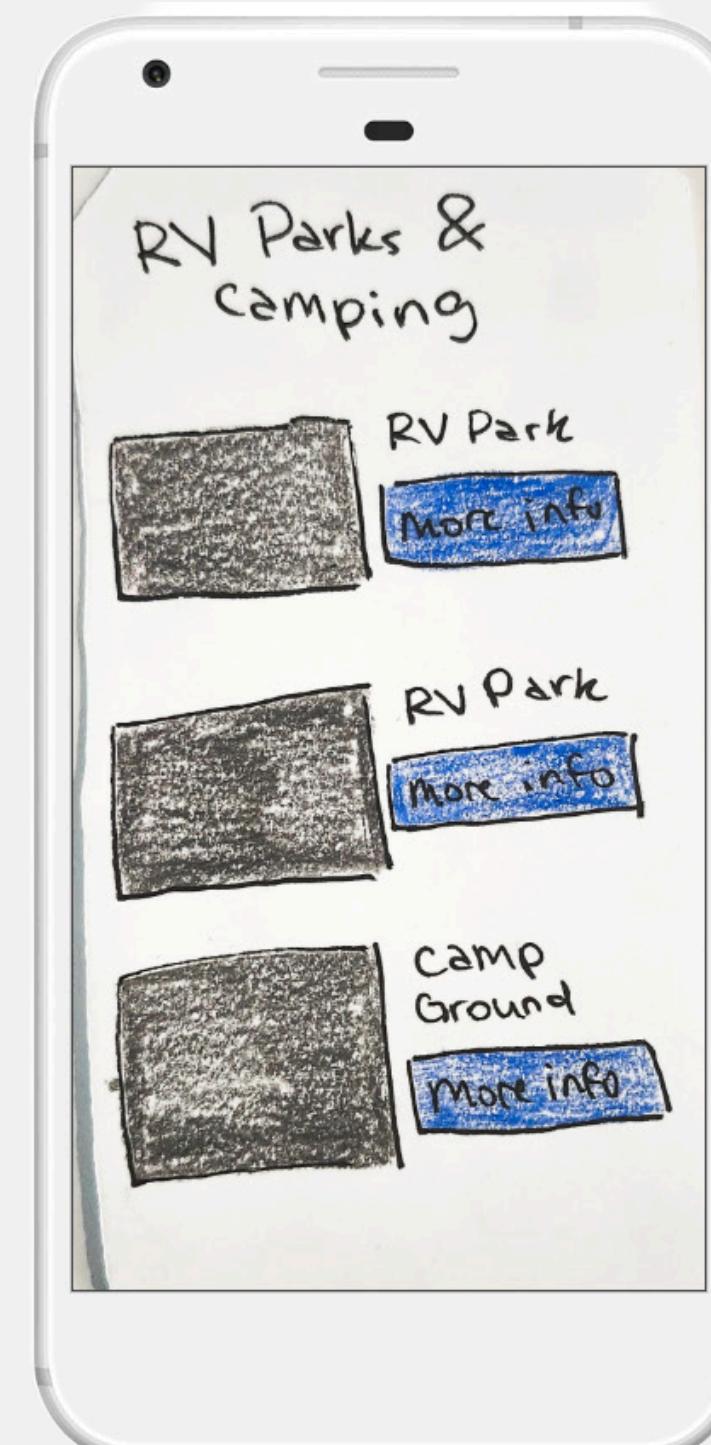
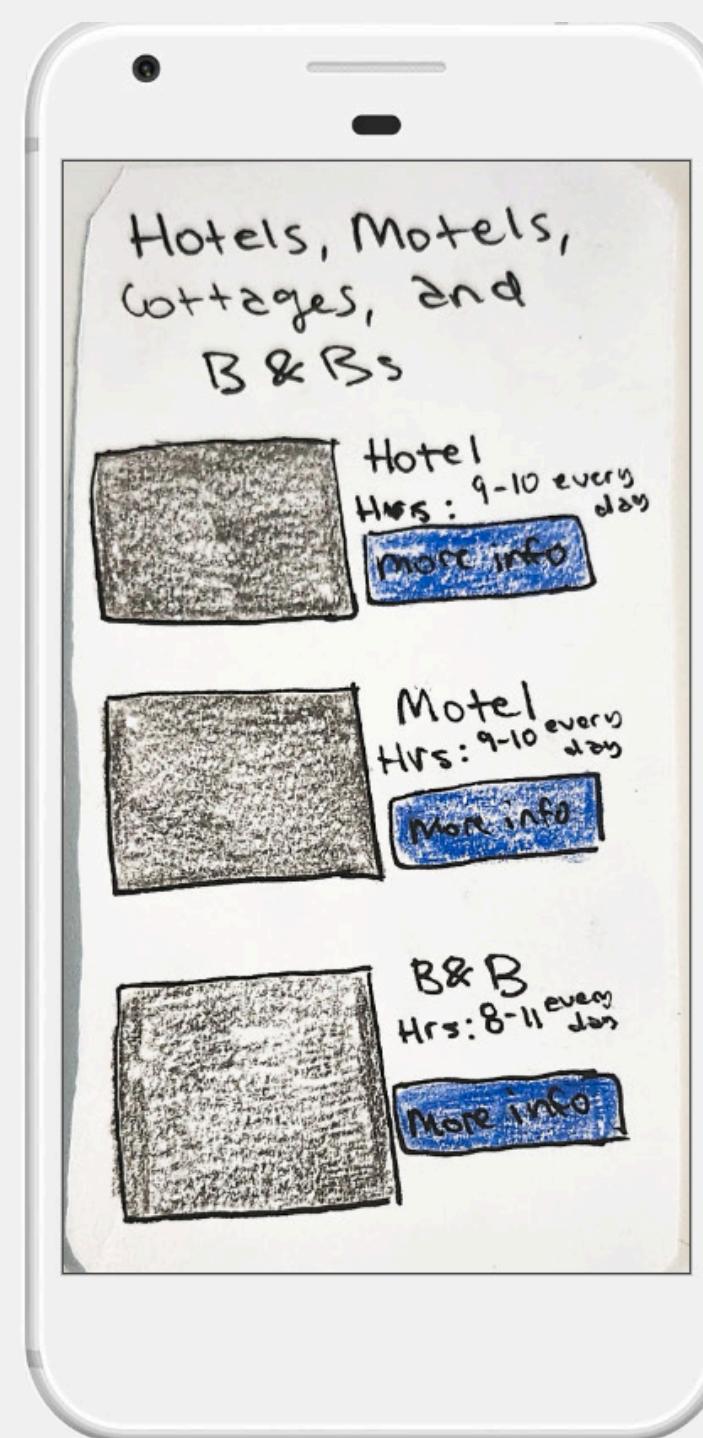
Task 1: Look at lodging options.

You will need a place to stay while in Long Beach, so you will need to look at options for places to stay.



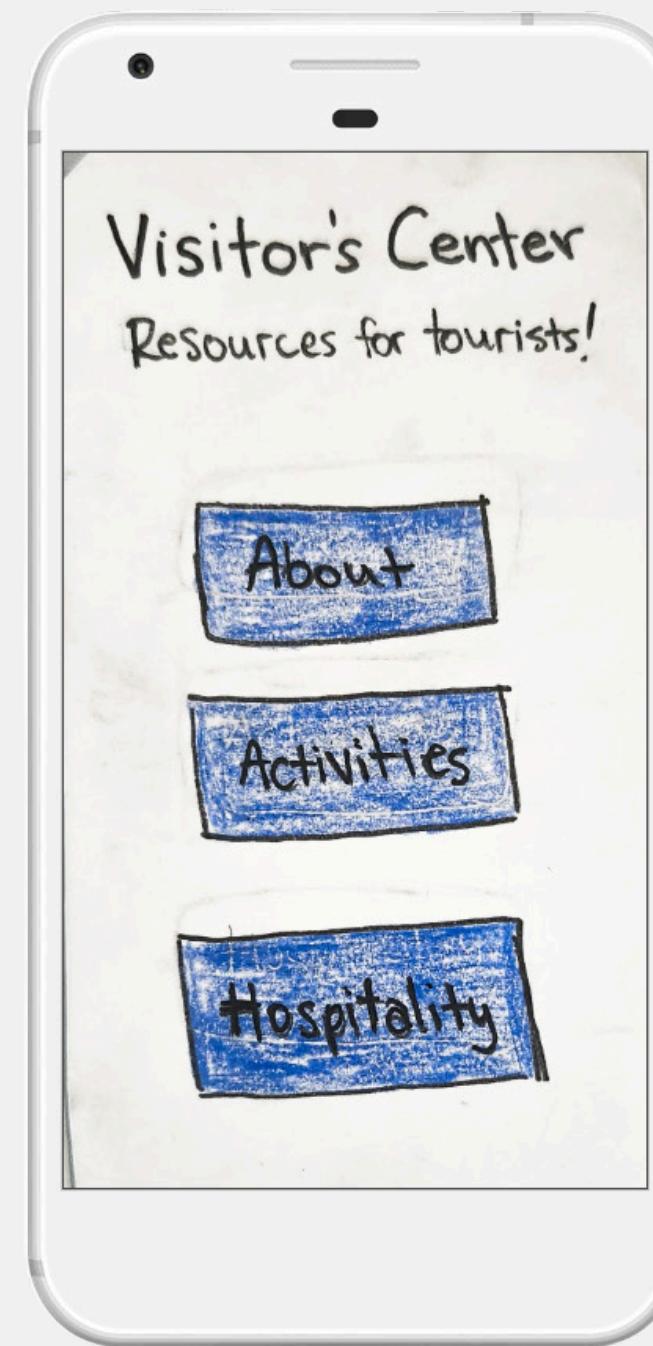
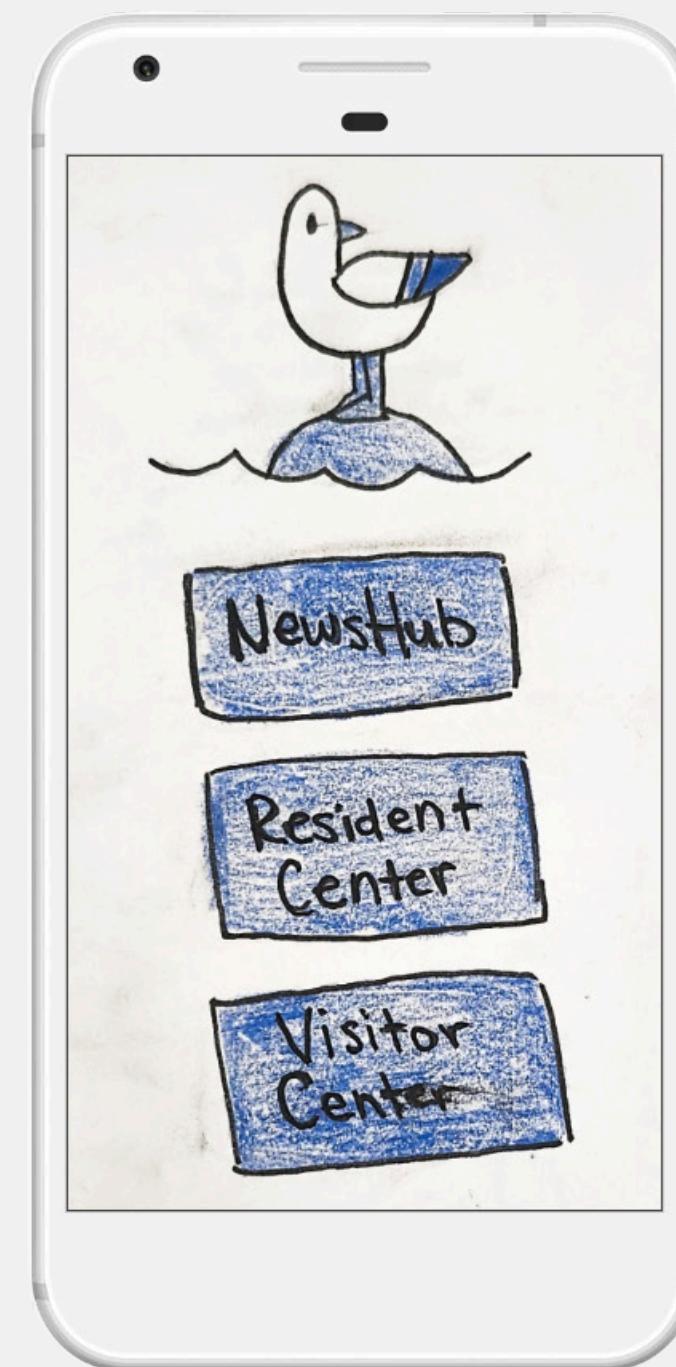
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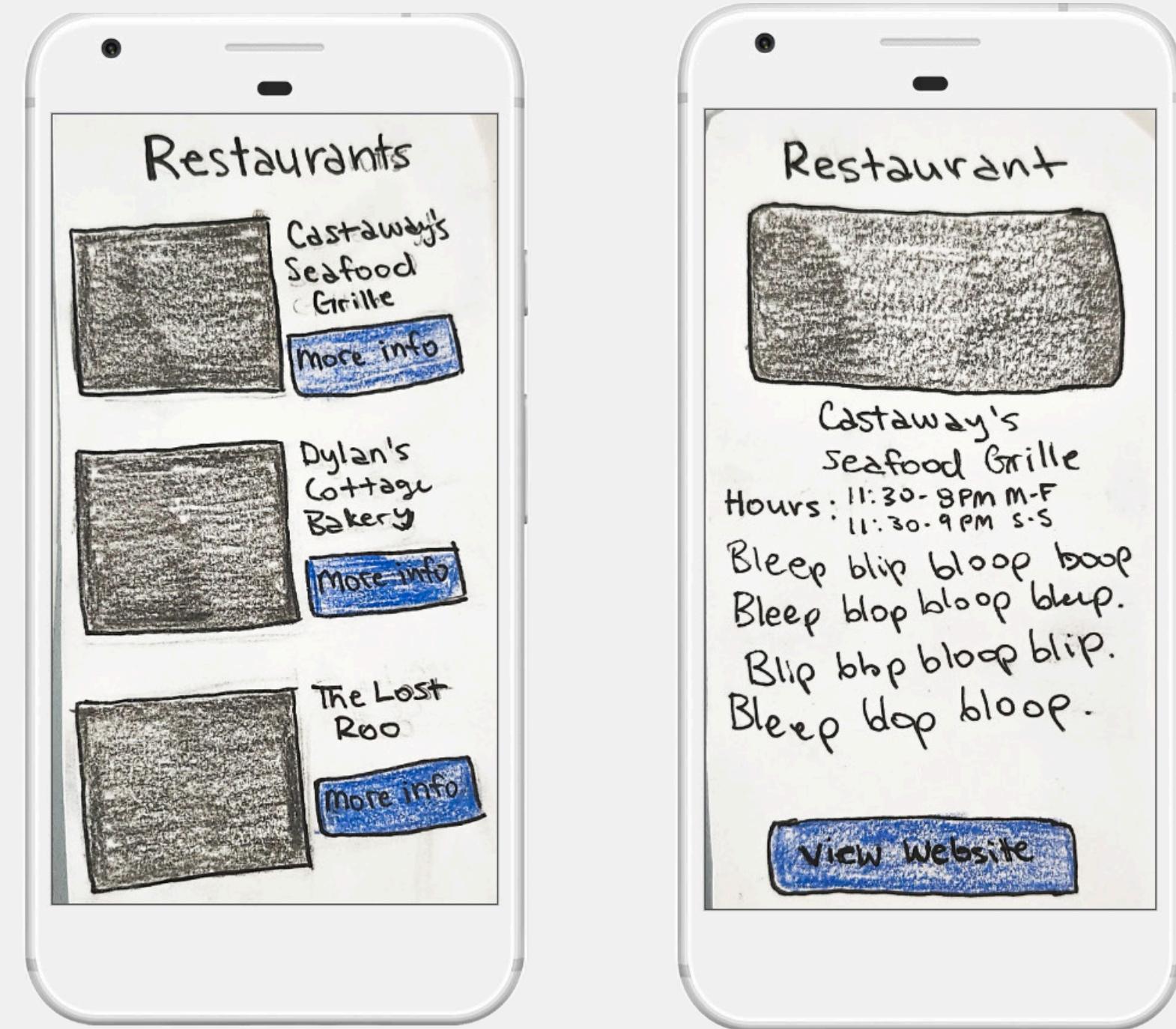
Task 2: Look at the restaurant options.

While in Long Beach, you will also need to eat so you want to find some restaurants to try. Use the app to look at the different restaurant options.



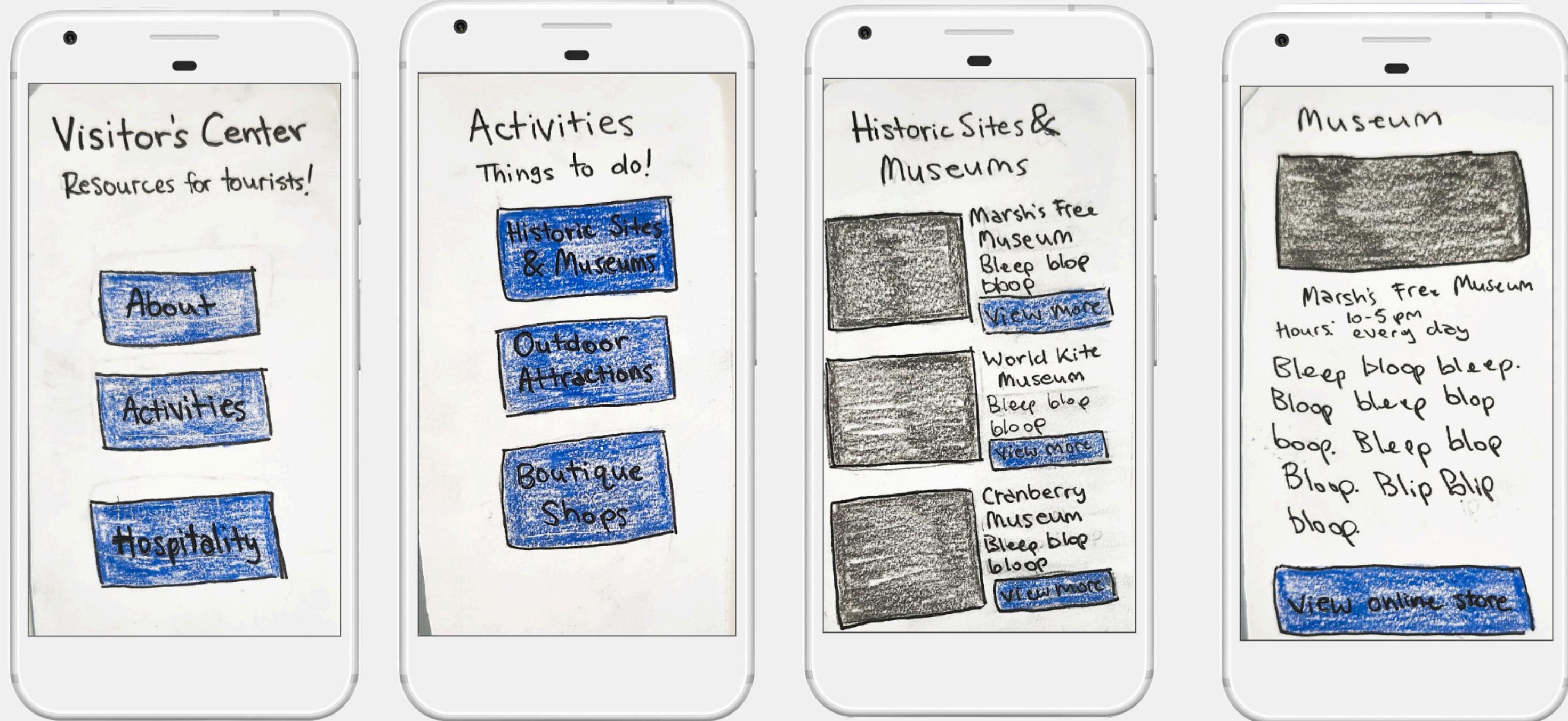
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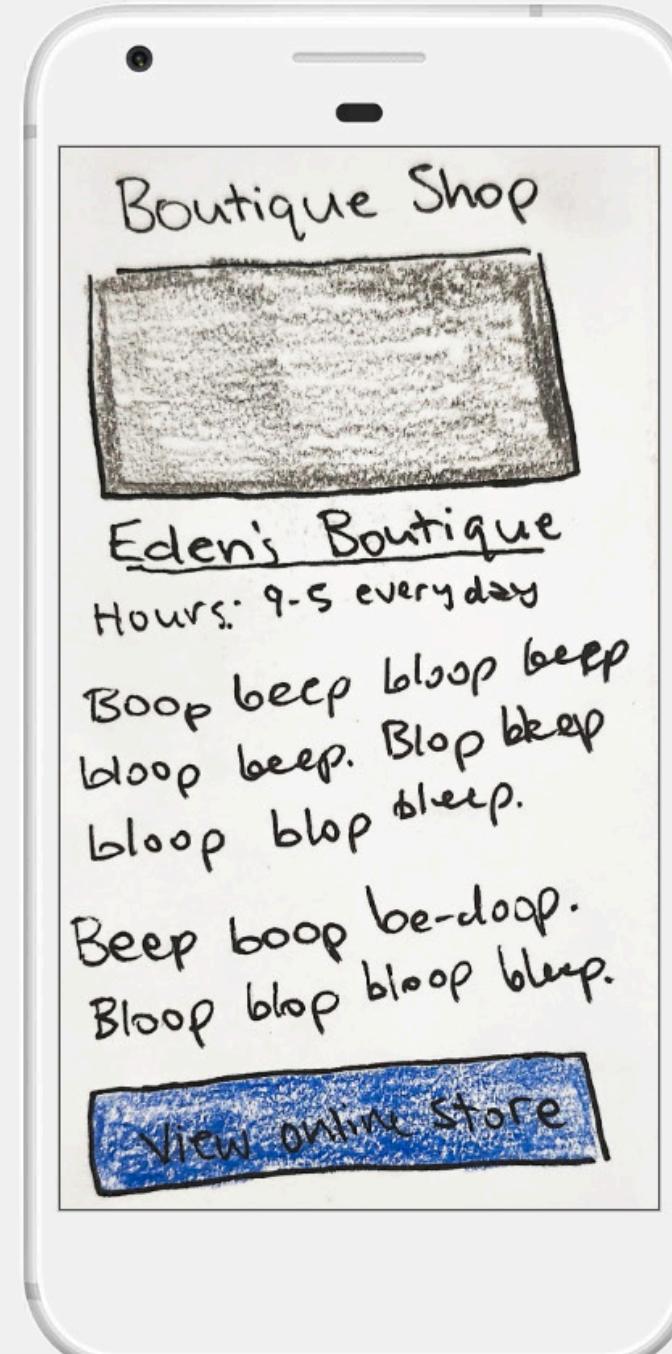
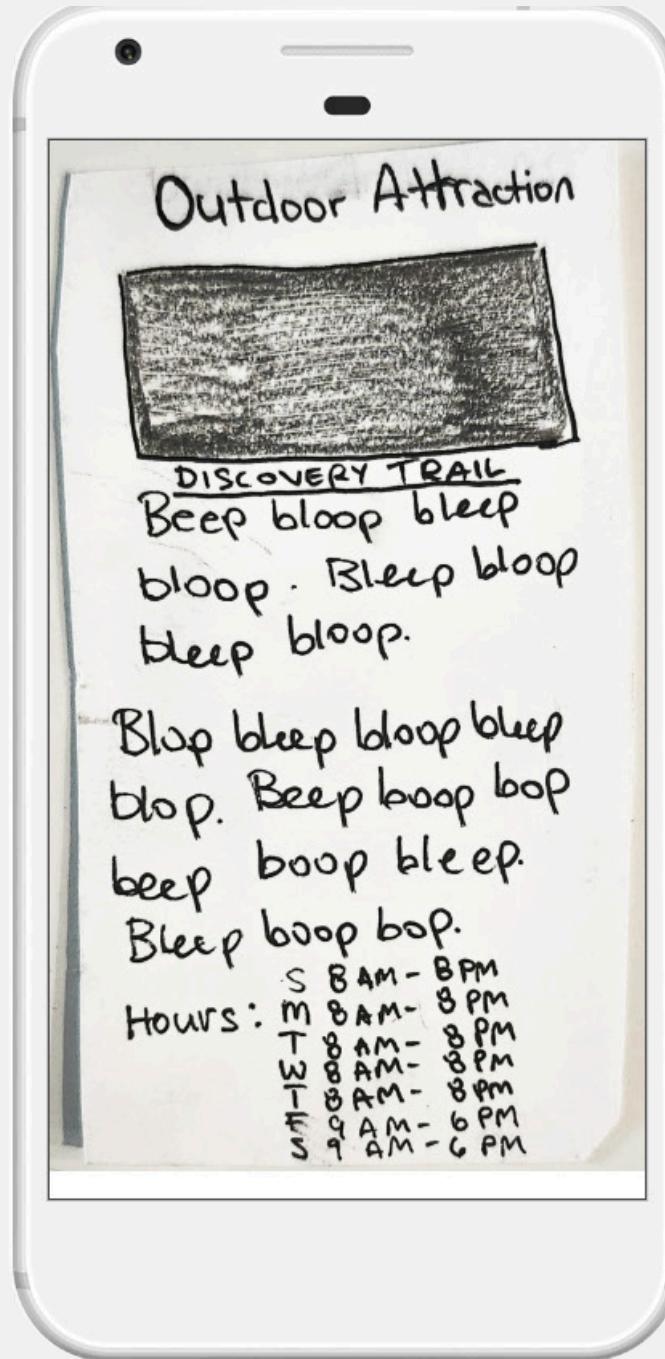
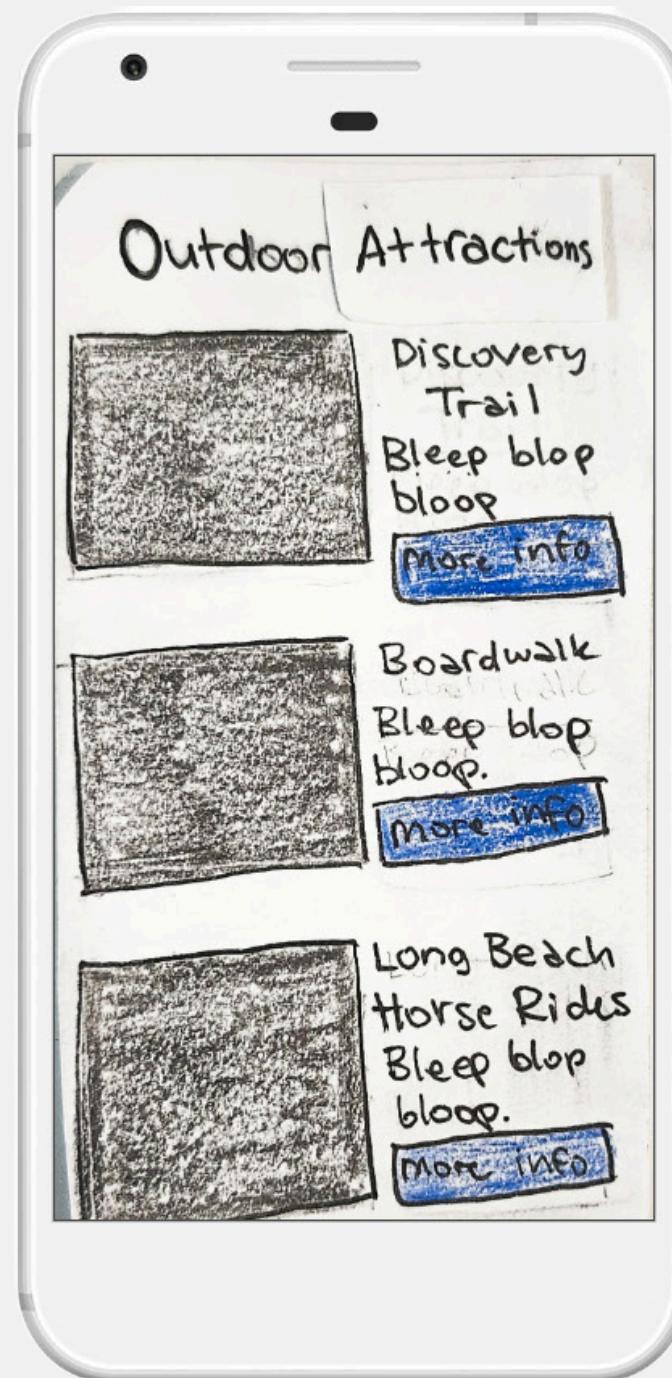
Task 3: Look at activities options.

Long Beach has a lot of different options for entertainment. Use the app to look at the different activities to do.



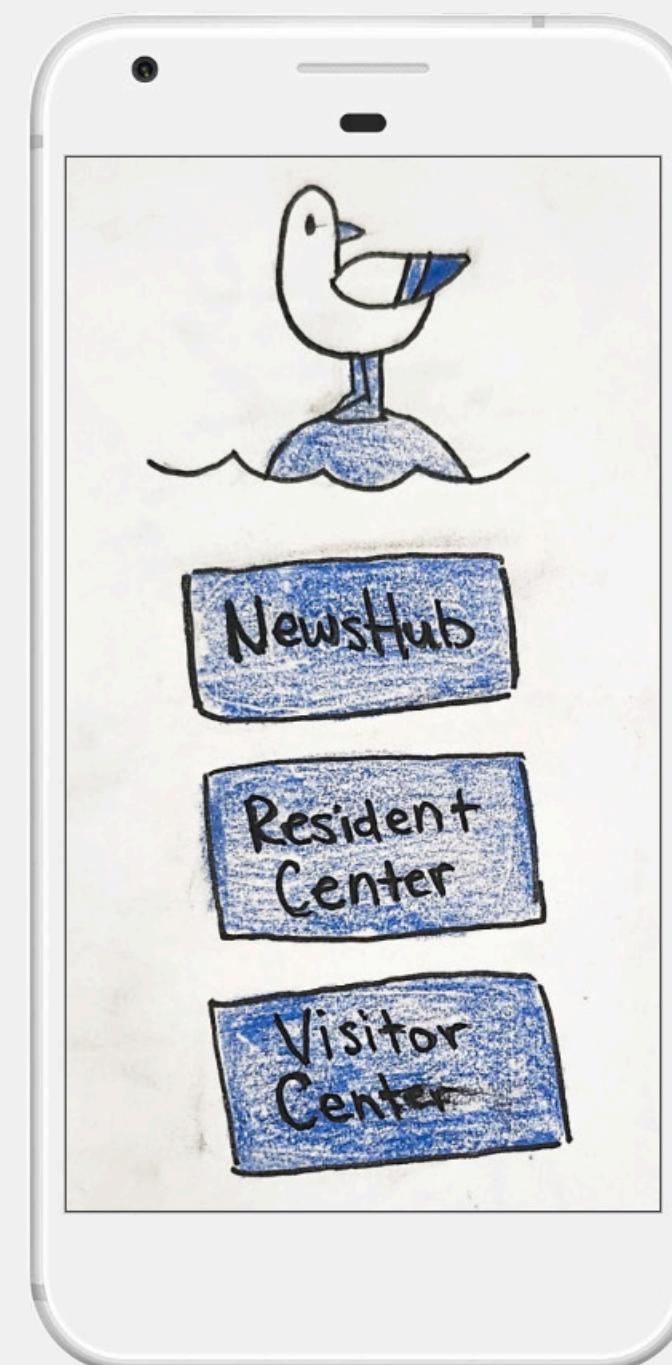
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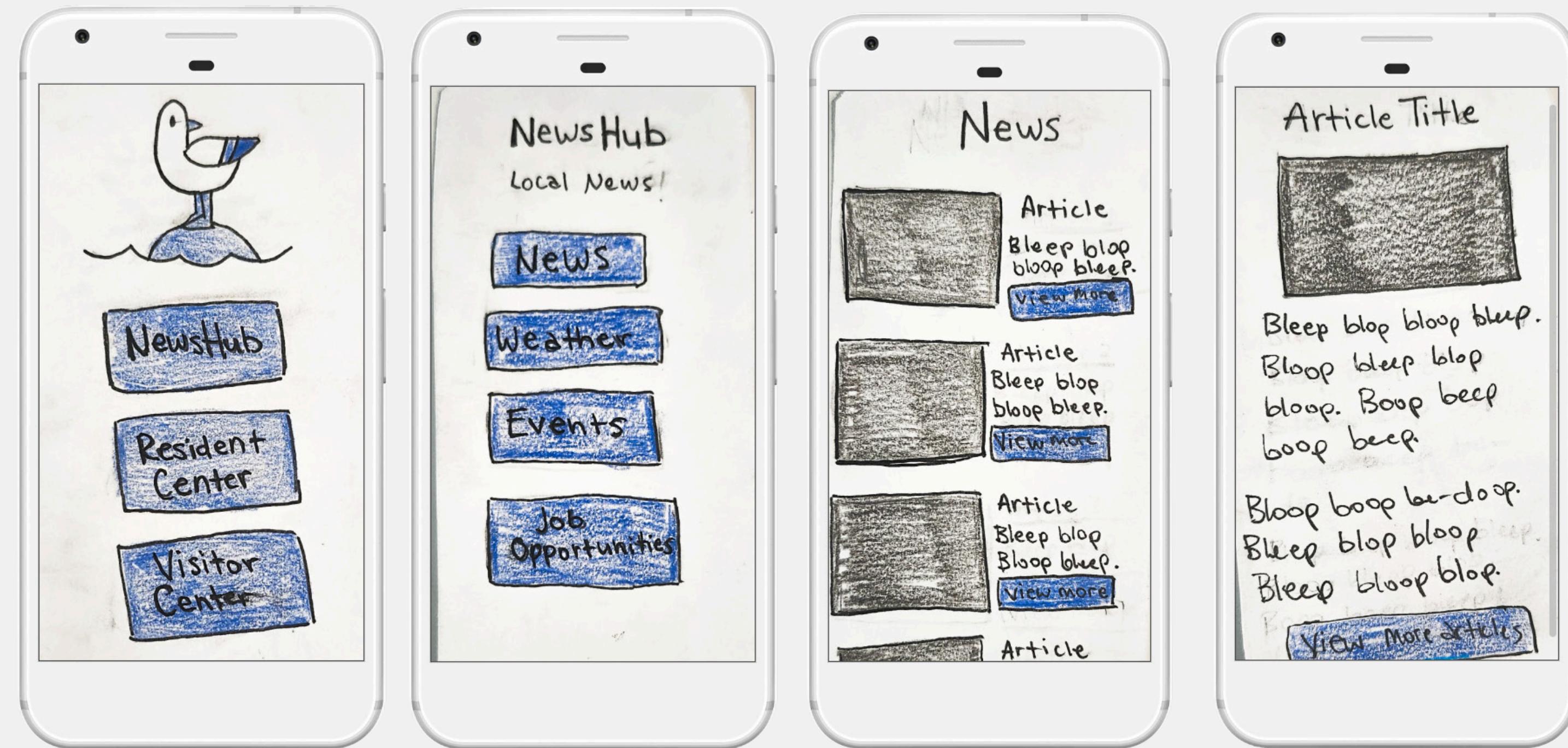
Task 4: Look at the weather

You are trying to plan for the week, so you want to look at the expected weather. Use the app to look at the local weather of the week.



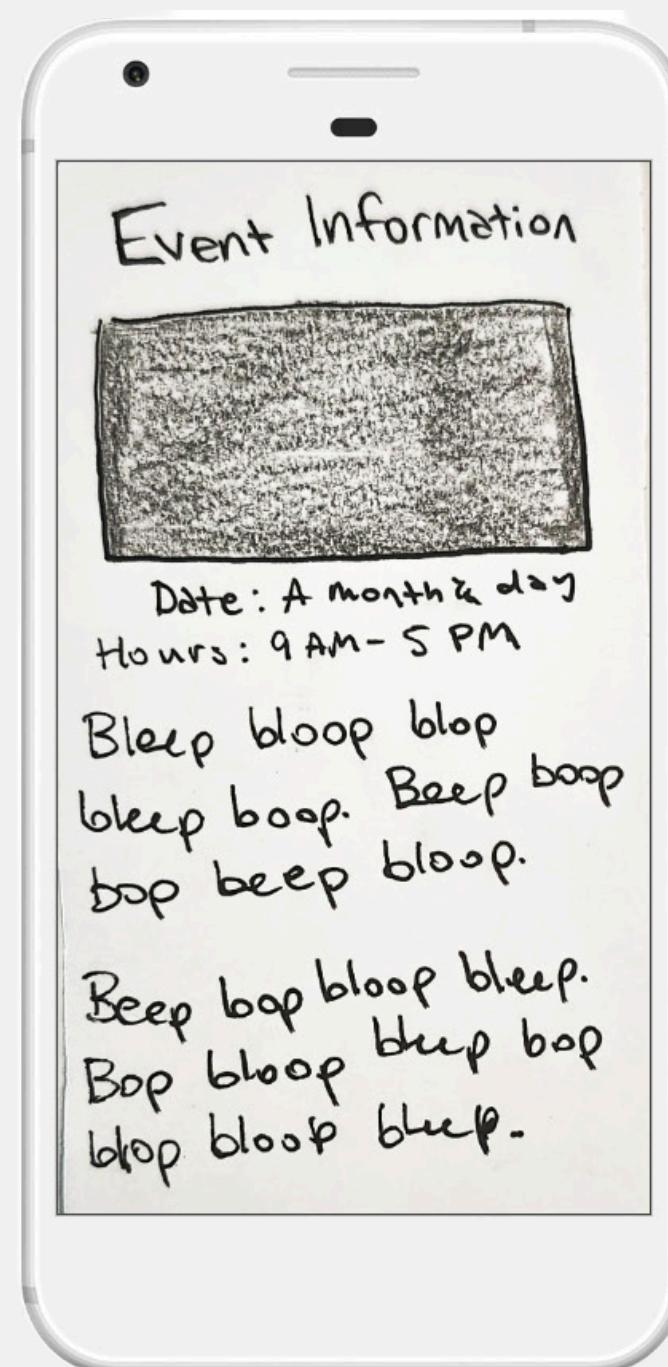
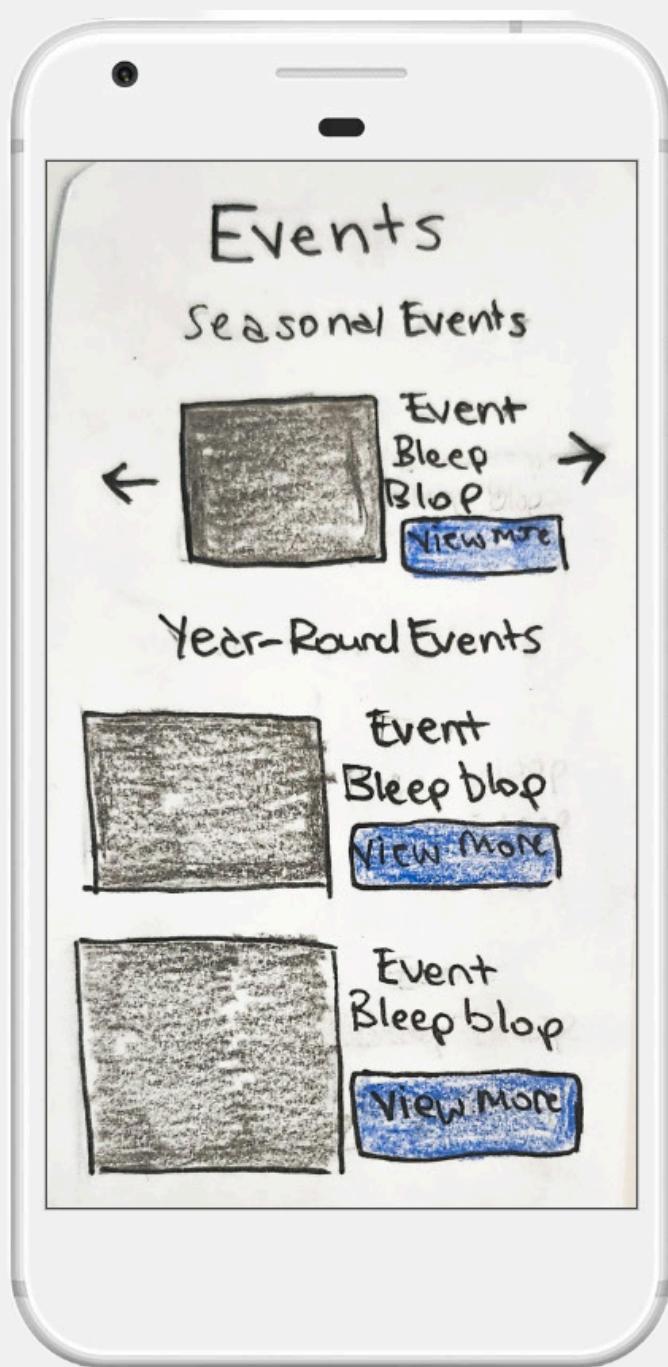
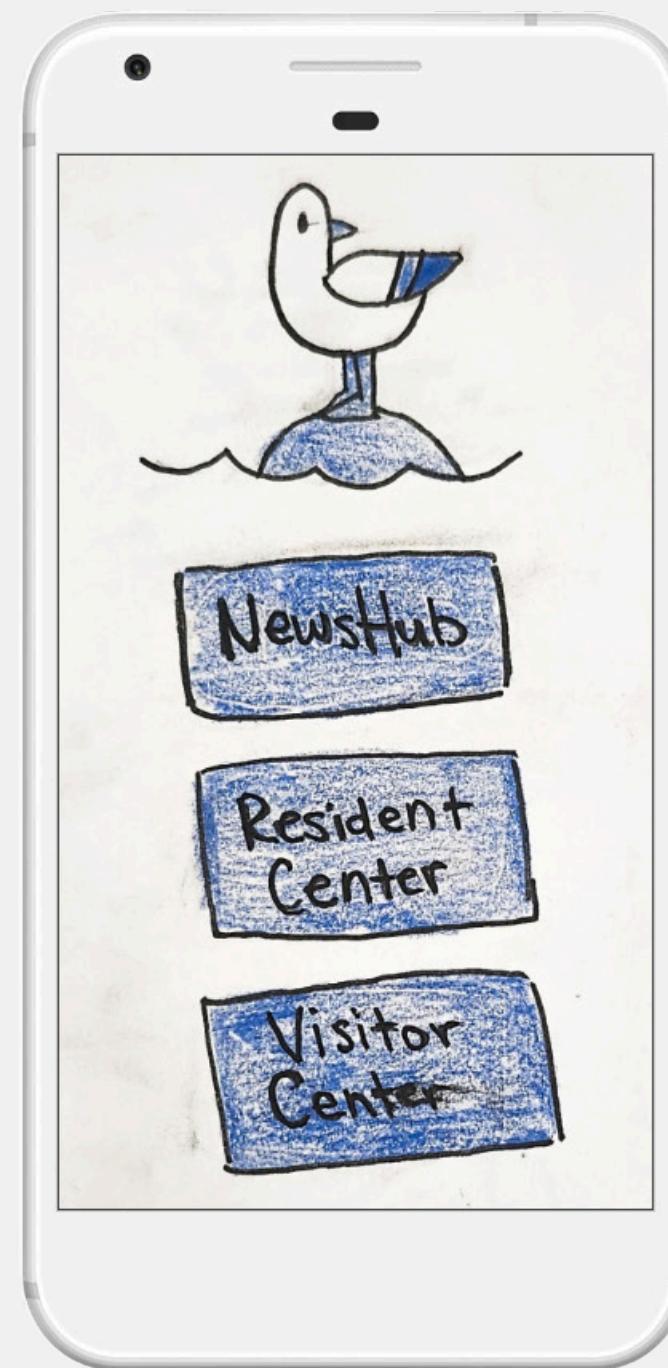
Task 5: Look at local news articles

As a resident, you want to keep up with what is currently going on in Long Beach. So, you decide to look at the local news. Use the app to view some news articles.



Task 6: Look at local events

While viewing these articles, you decide to also take a look at what events are happening soon in Long Beach. Use the app to view upcoming local events.



Summary of Results From User Testing

From the User-Testing, it was found that the prototype functions as intended. Both users were able to navigate the app on their own and complete the tasks asked of them. For instance, when asked to check the weather, User 1 at first went to the wrong page but was able to self correct on his own.

The user testing also brought attention to where the prototype can be improved to enhance the user's experience. In example, user 2 had a bit of trouble triggering the buttons because the click boxes were small. In future iteration, bigger click boxes will make it easier to trigger the buttons. The users also had good suggestions for functions to be had to make the app more useful. Such as markers for public bathrooms and free parking on the local map. This would make the app more useful for any visitors.

Another piece of feedback that was worth noticing, is that the tasks did not make the user interact with the Resident Center page. While this is not feedback for the app itself, it is still something to consider within future testing.





Final Prototype of the Gull



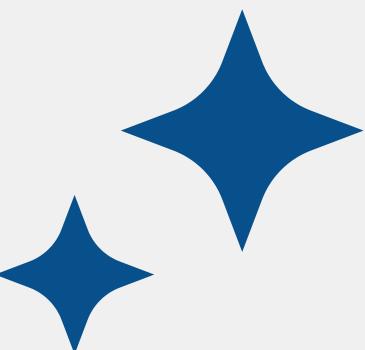
Creating a Final Prototype

The same sorts of programs that can be used to make POP can also be used to make higher fidelity prototypes than paper ones. Such software is **Marvel**, **Adobe XD**, **Figma**, **Sketch**, and **UX Pin**.

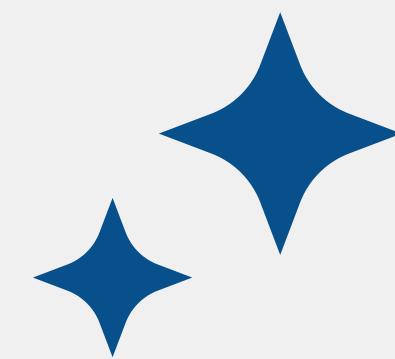
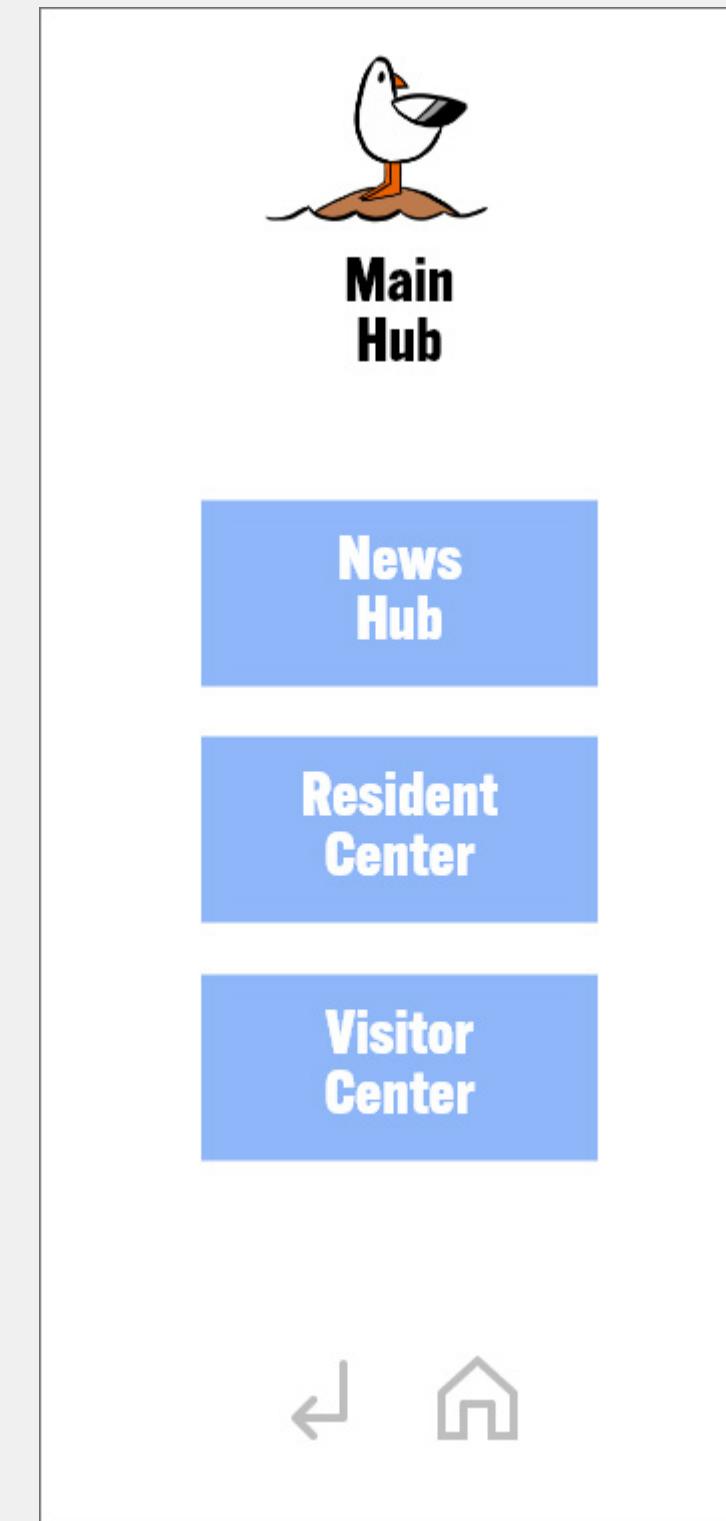
In the case of the Gull, I used Marvel to create the first prototype since Marvel is best for beginners. While I used Adobe XD for the second prototype because it is for simple and interactive designs, such as the Gull.....Also Marvel was going to make me pay for a subscription and I already have an Adobe subscription.



A walkthrough of the final prototype I recorded can be viewed [here](#),



Homepage and Mains Hub



Main Pages



News Hub

- [News](#)
- [Weather](#)
- [Events](#)
- [Job Opportunities](#)

[←](#) [Home](#)



Resident Center

- [Local Business](#)
- [Local Map](#)
- [Water/Sewage Payment](#)
- [Government & Business](#)

[←](#) [Home](#)



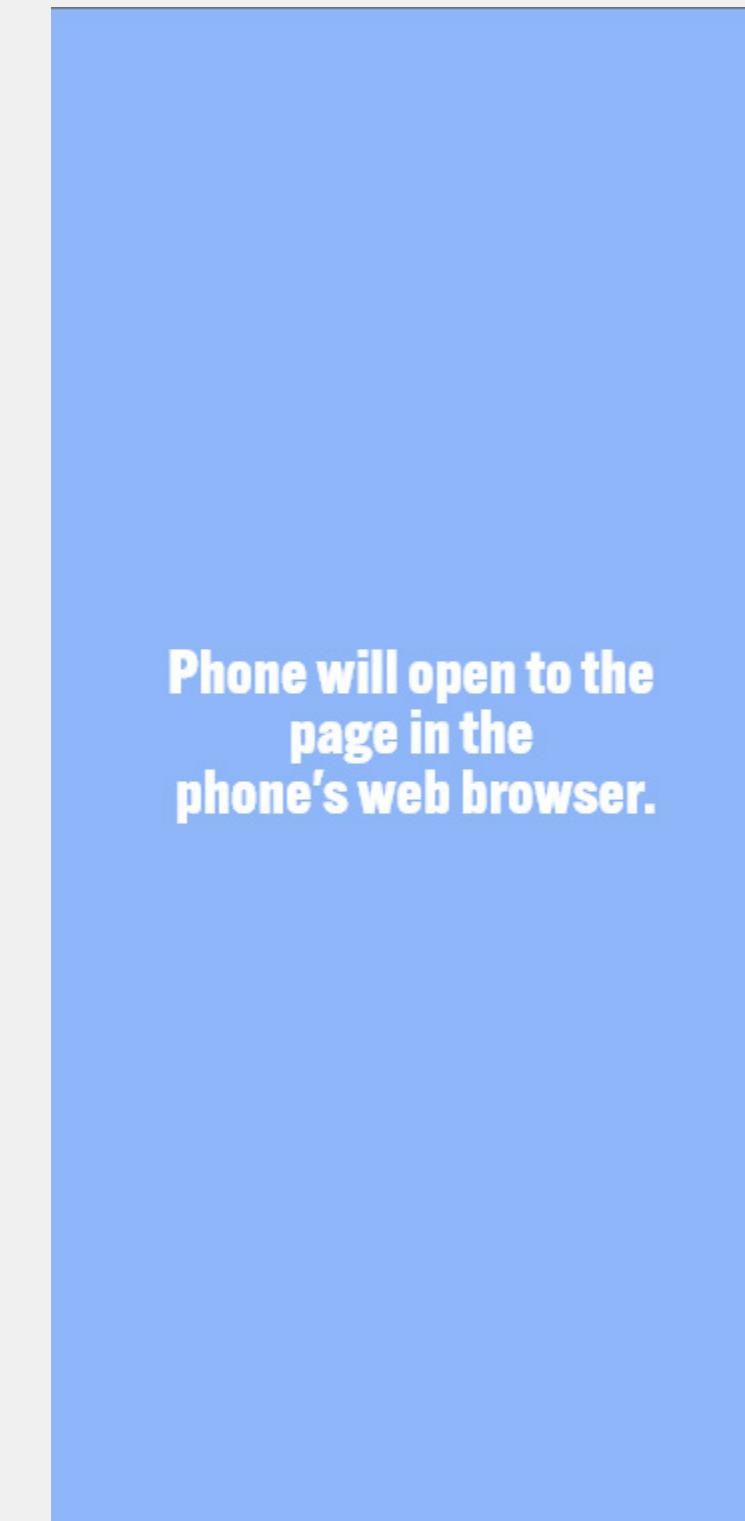
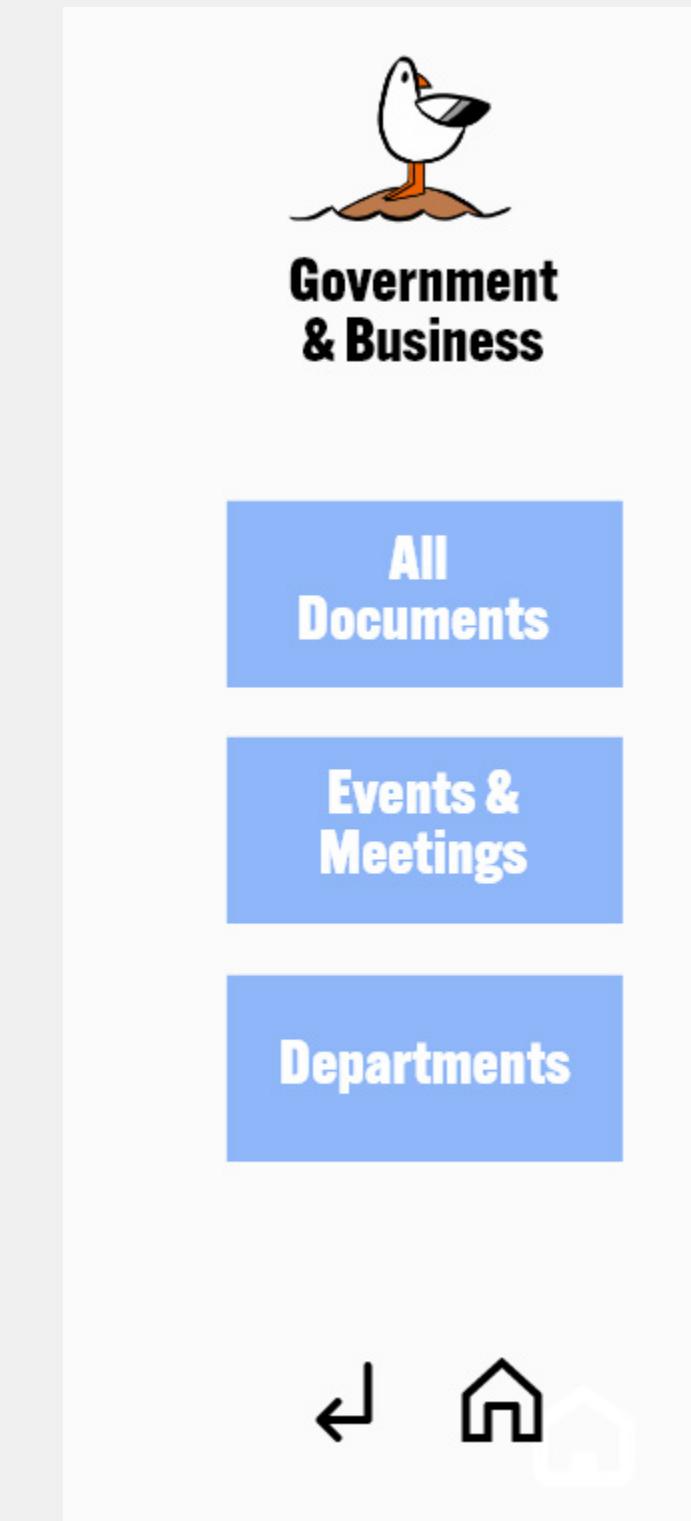
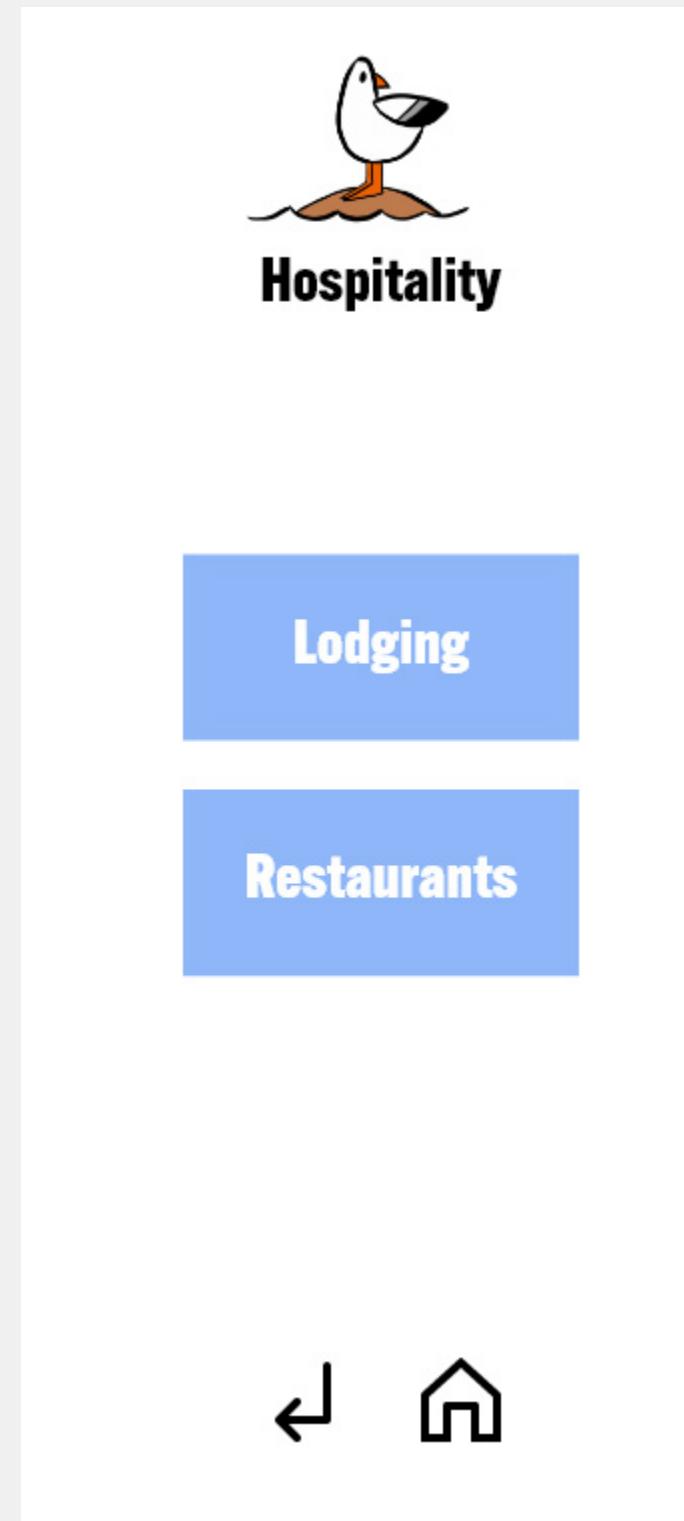
Visitor Center

- [About](#)
- [Activities](#)
- [Hospitality](#)

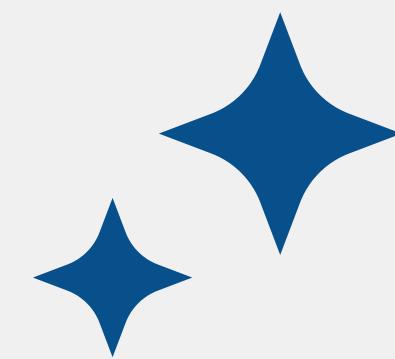
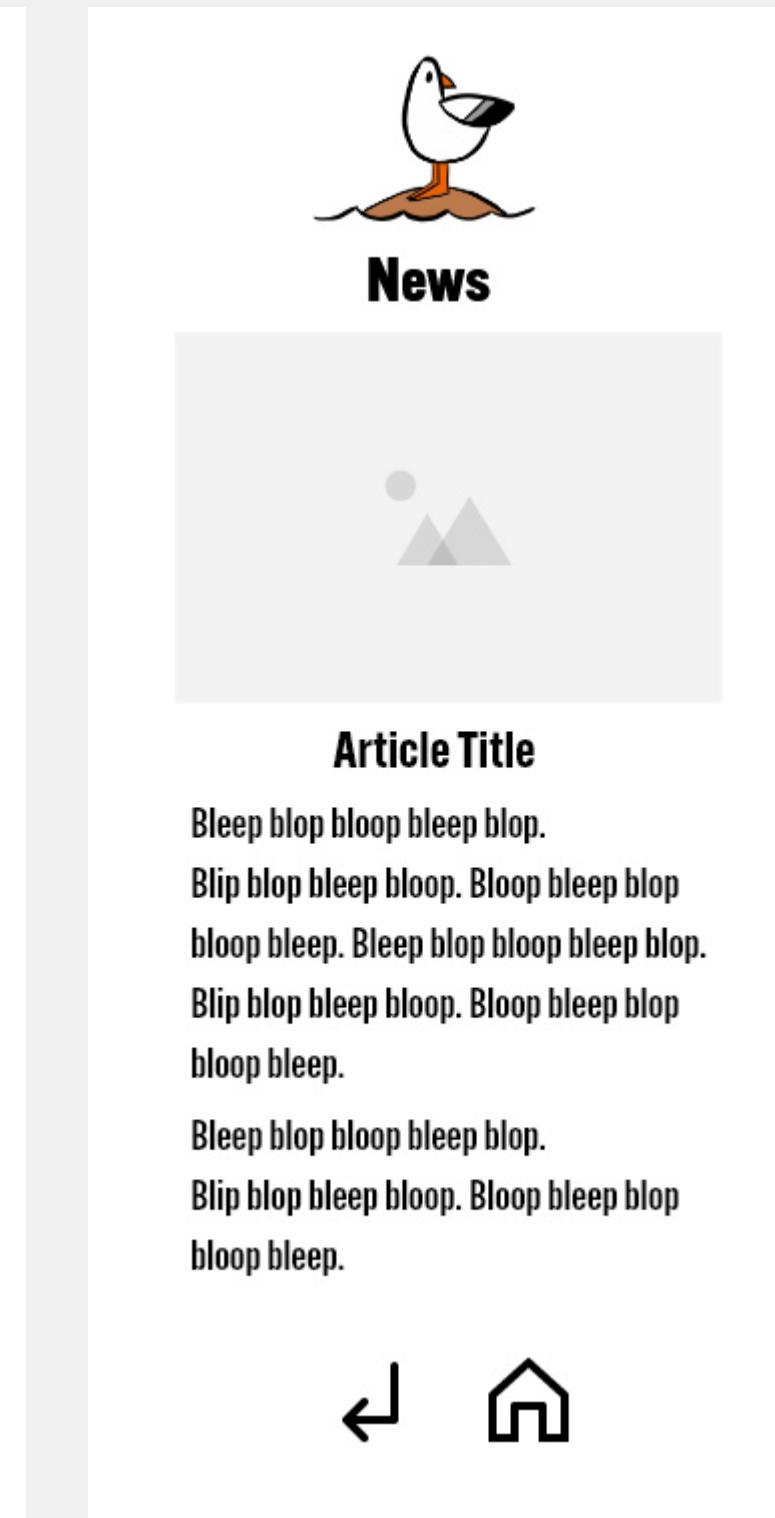
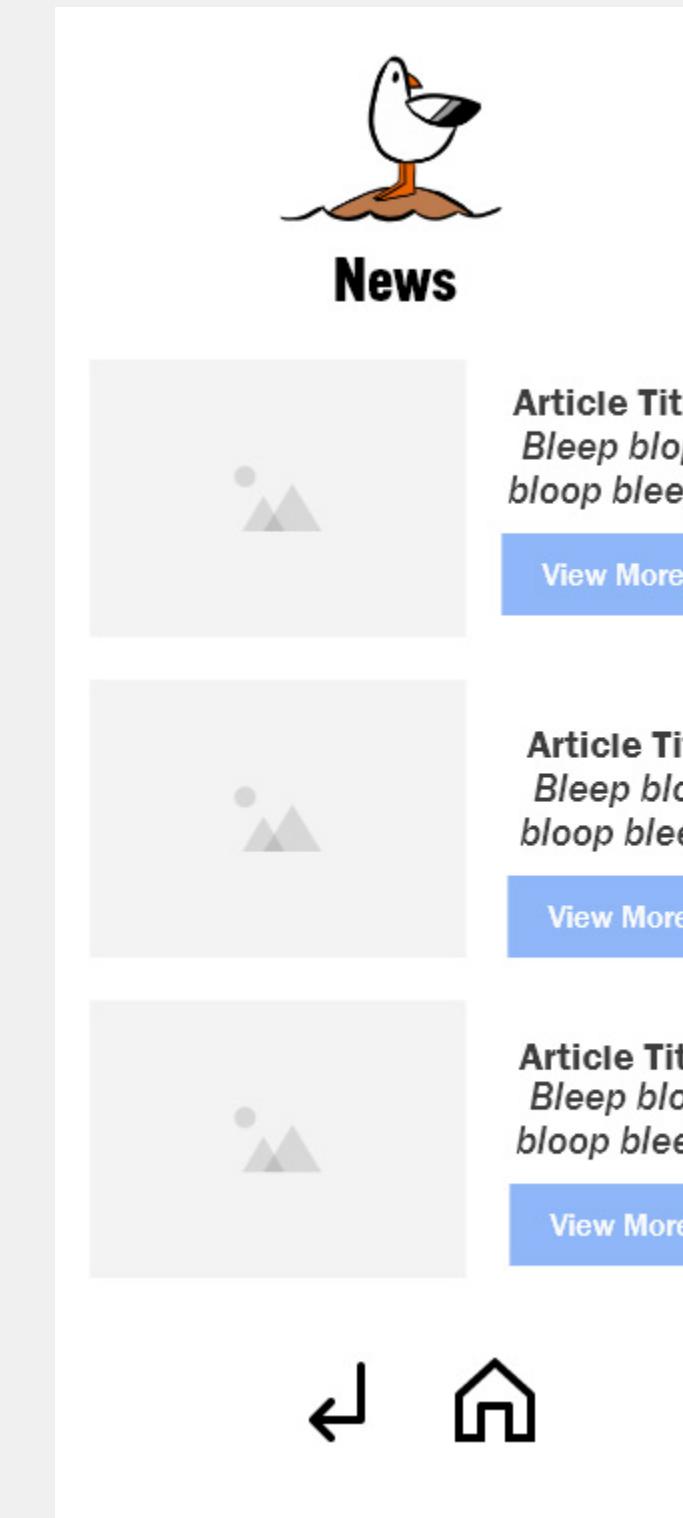
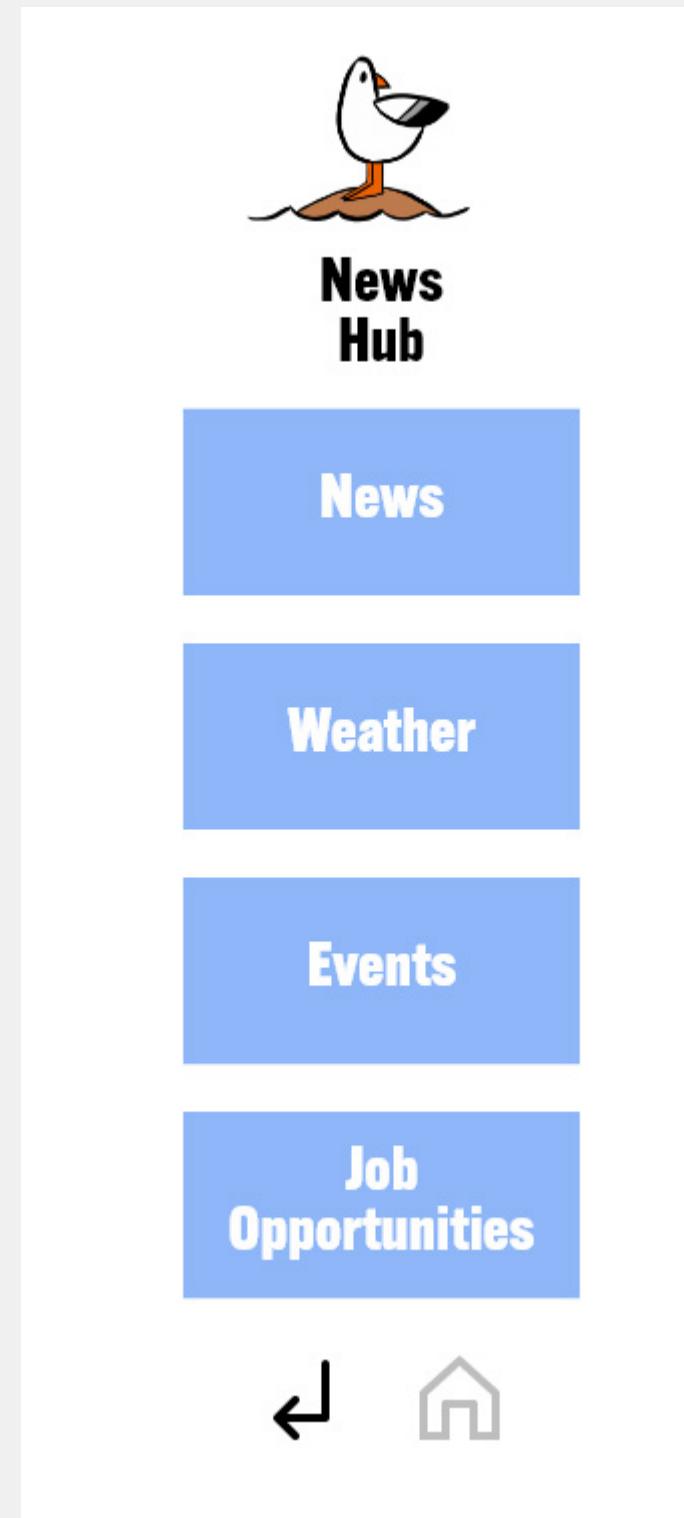
[←](#) [Home](#)



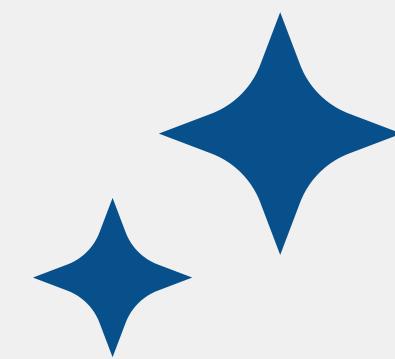
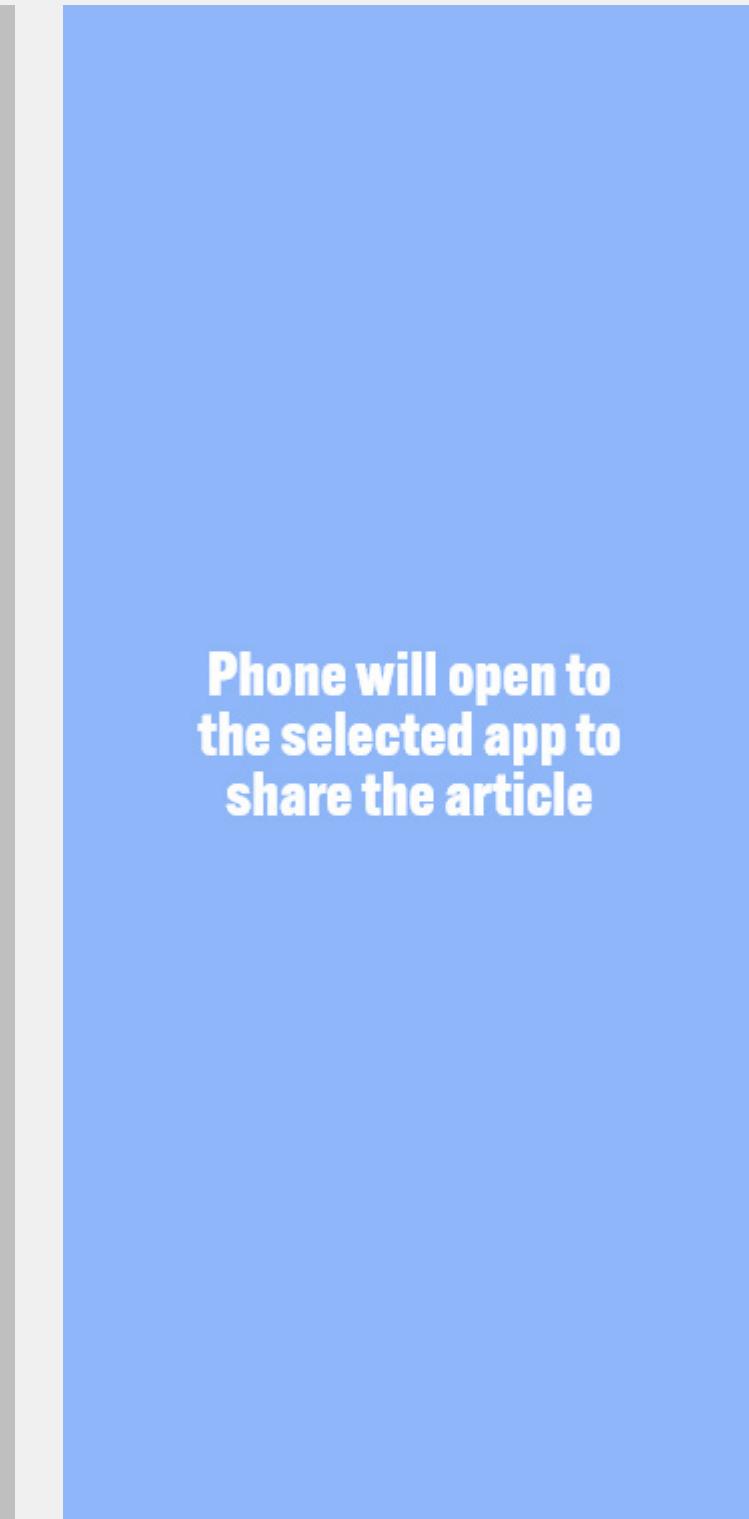
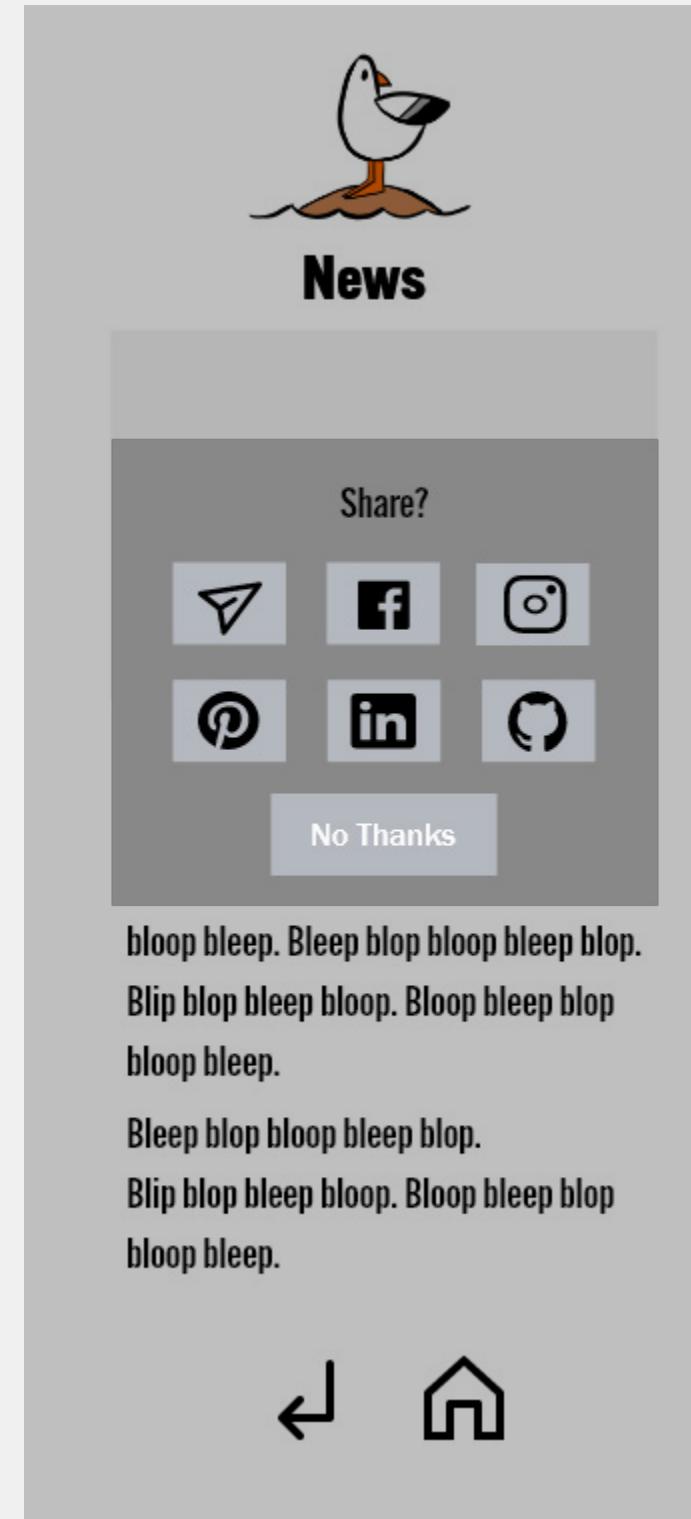
Hospitality Hub and Government & Business Hub



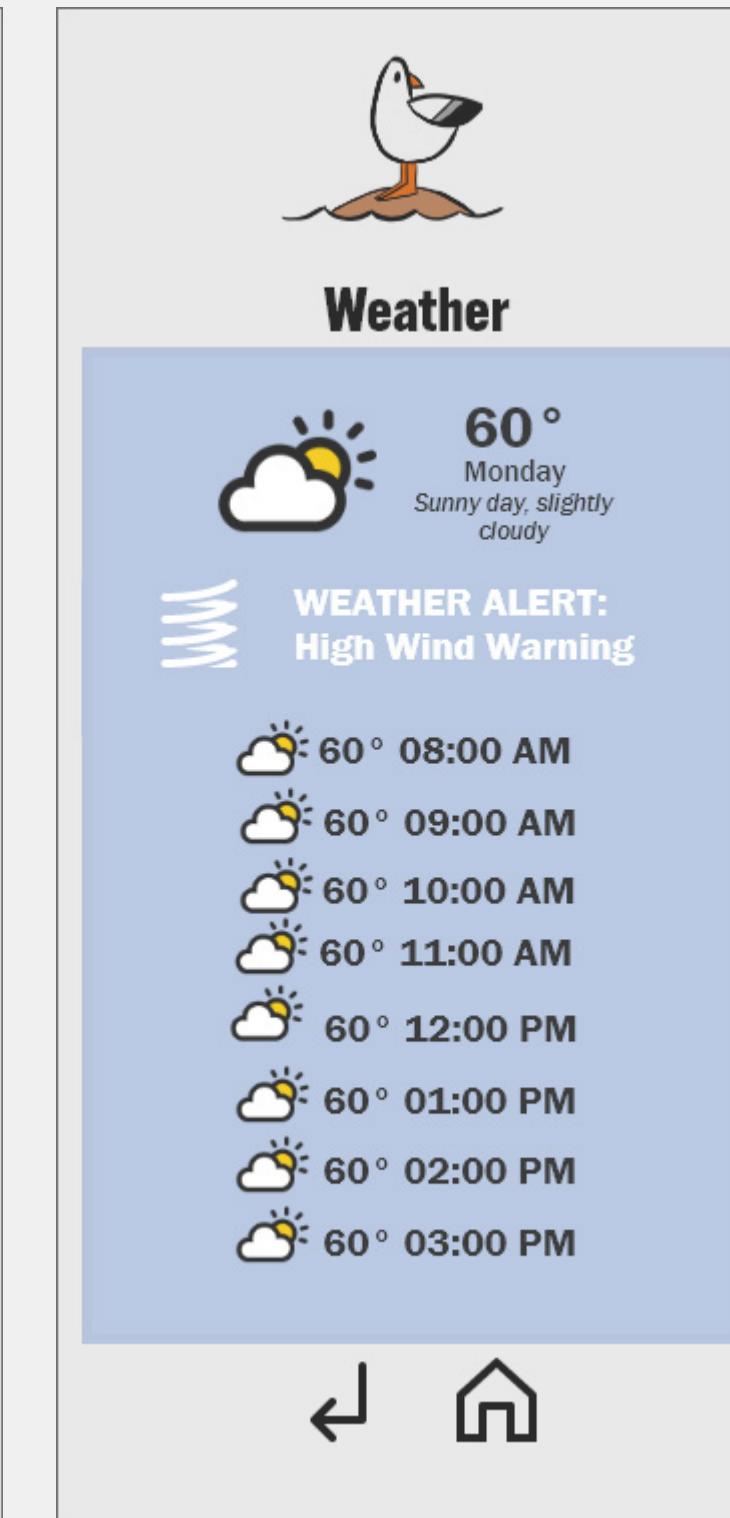
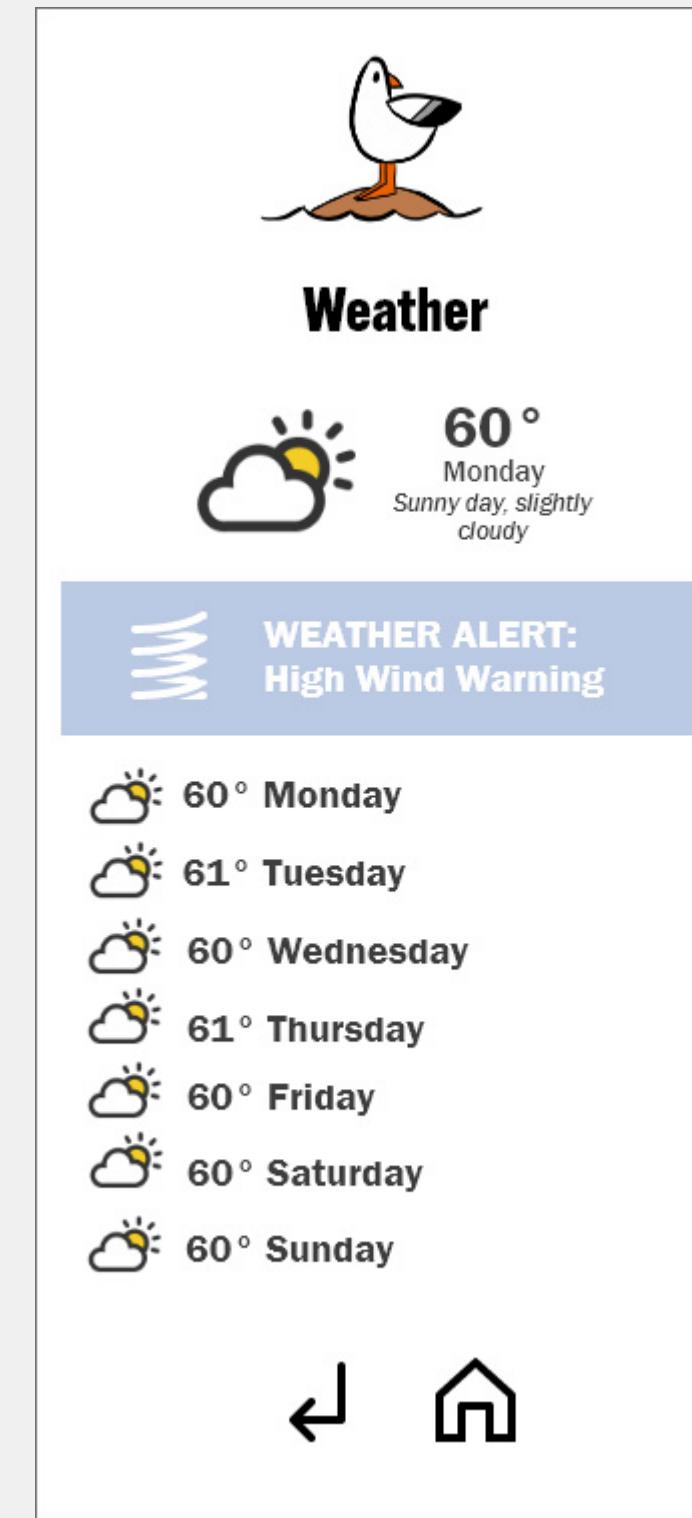
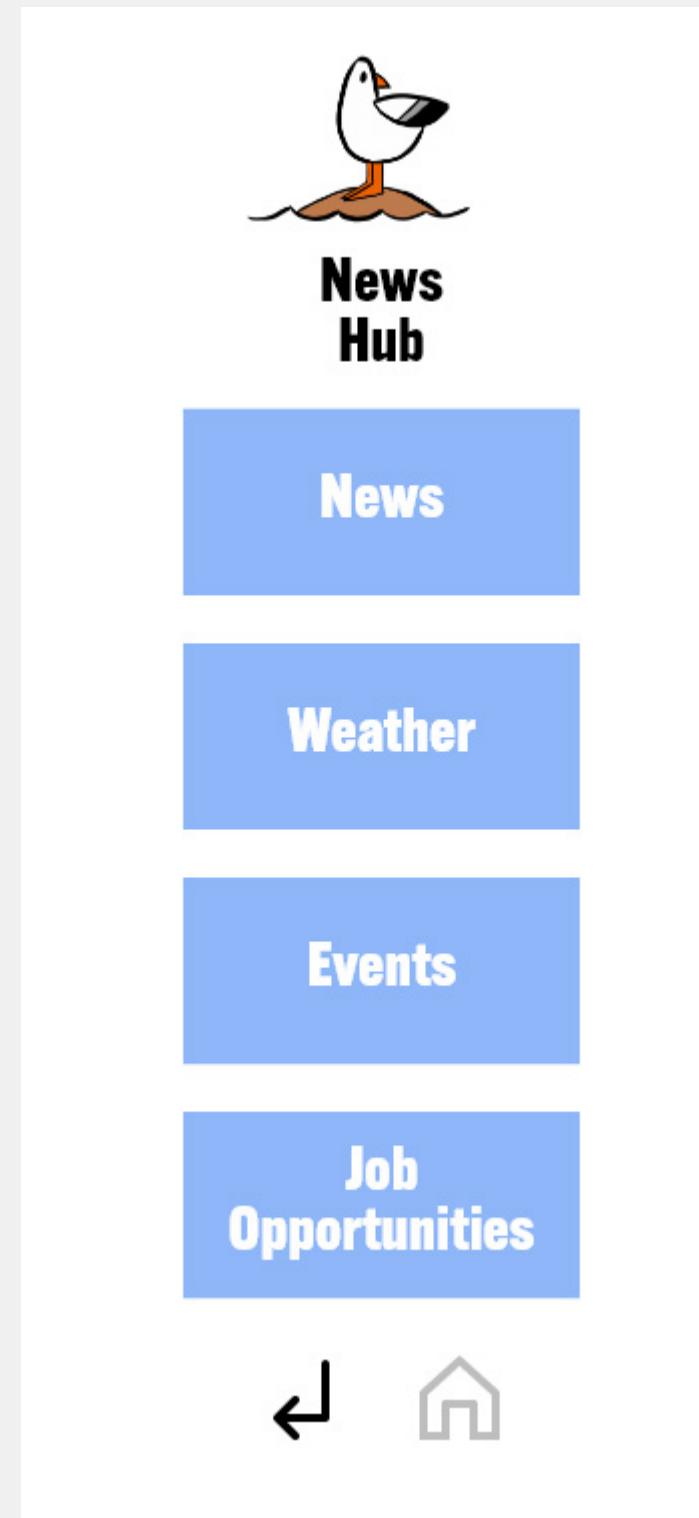
News Articles



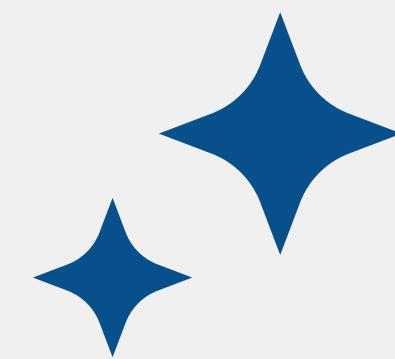
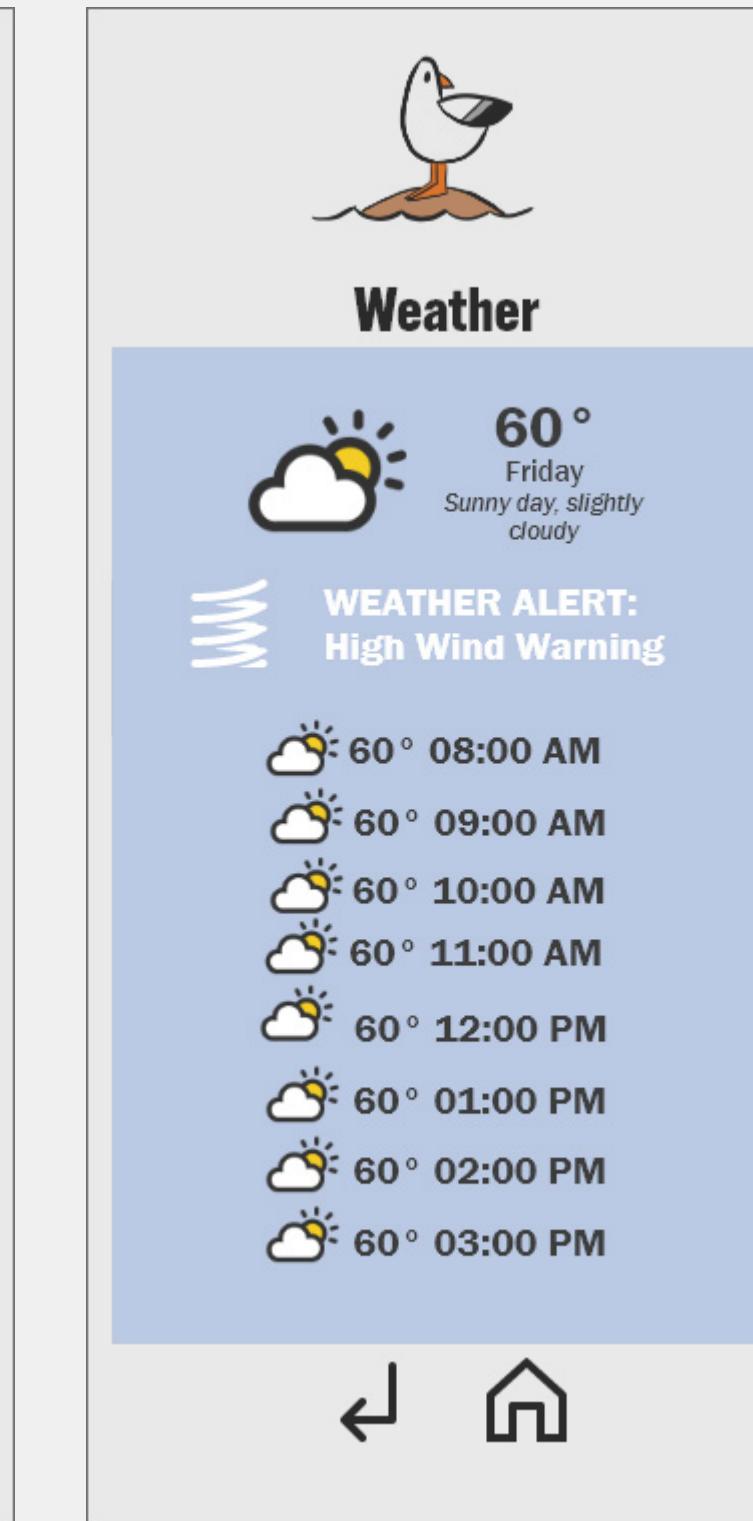
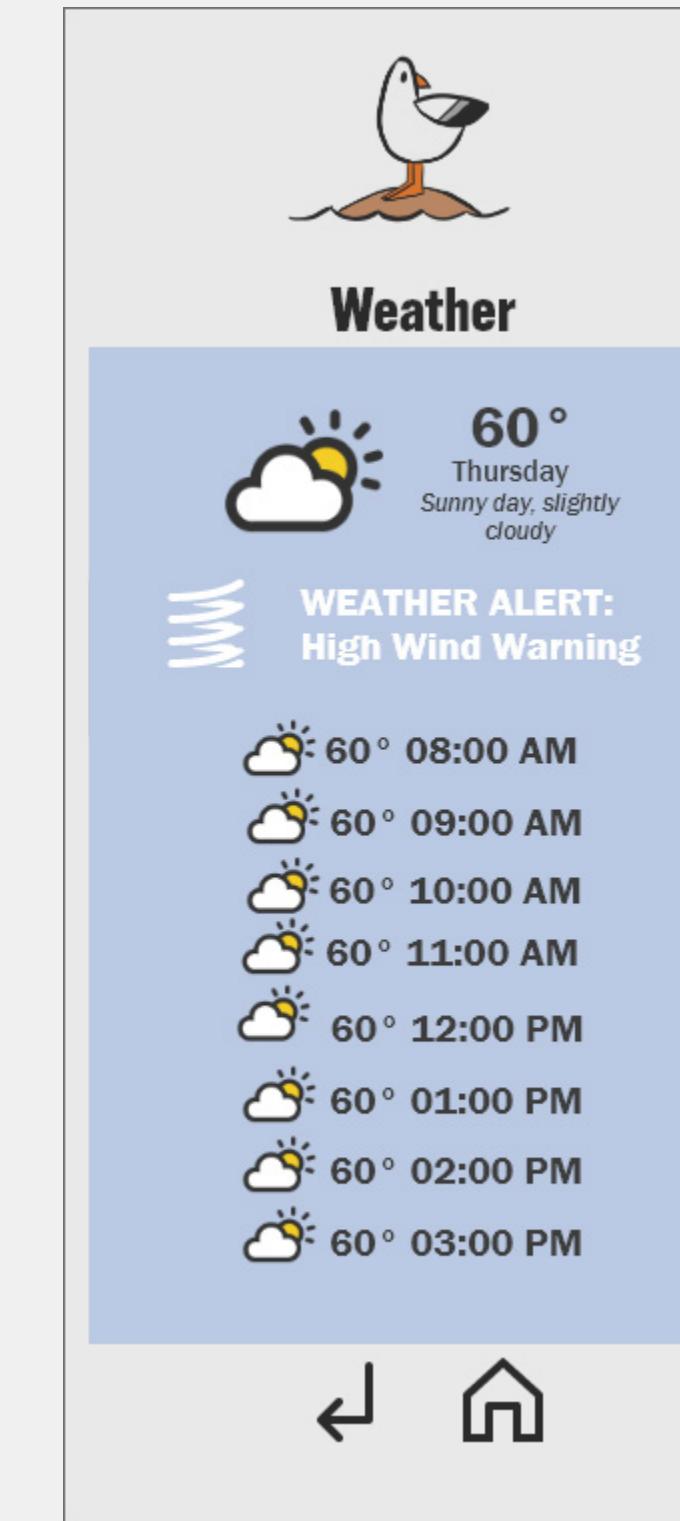
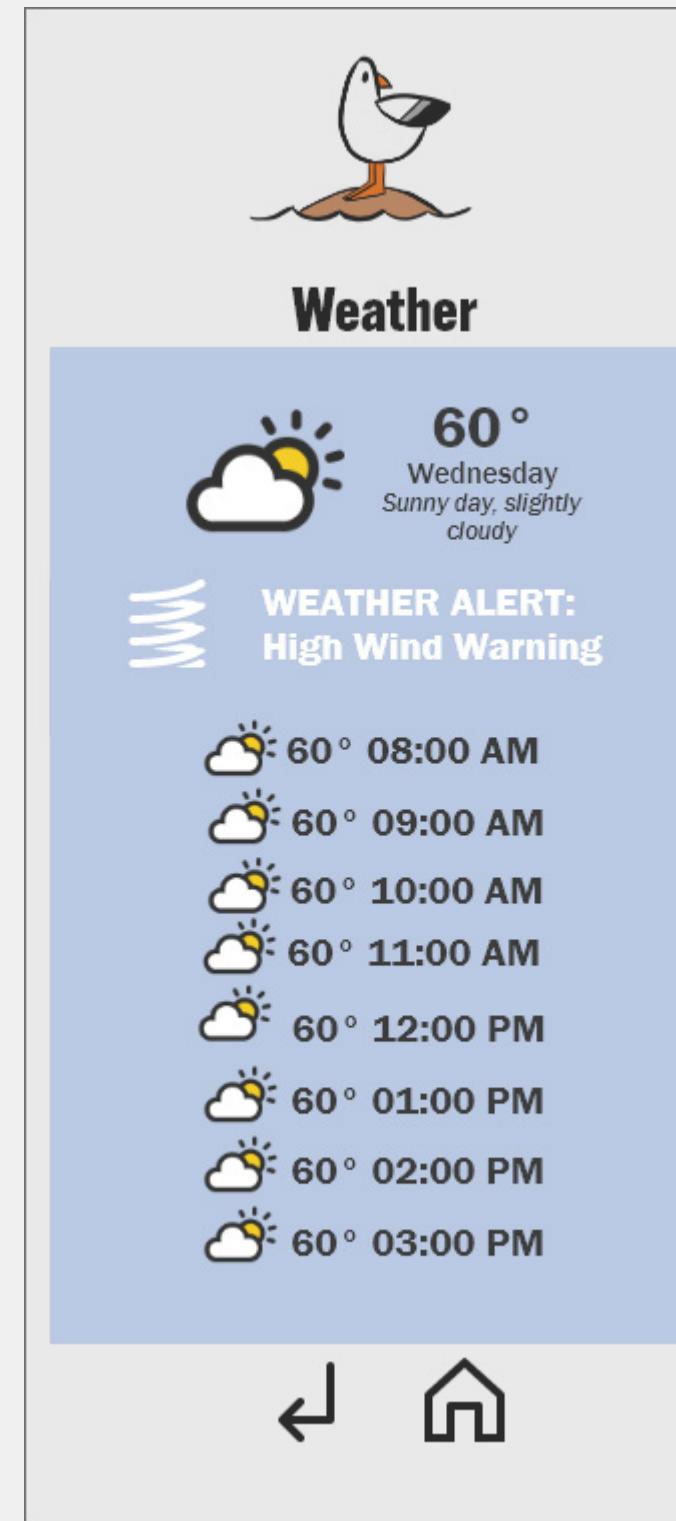
News Articles



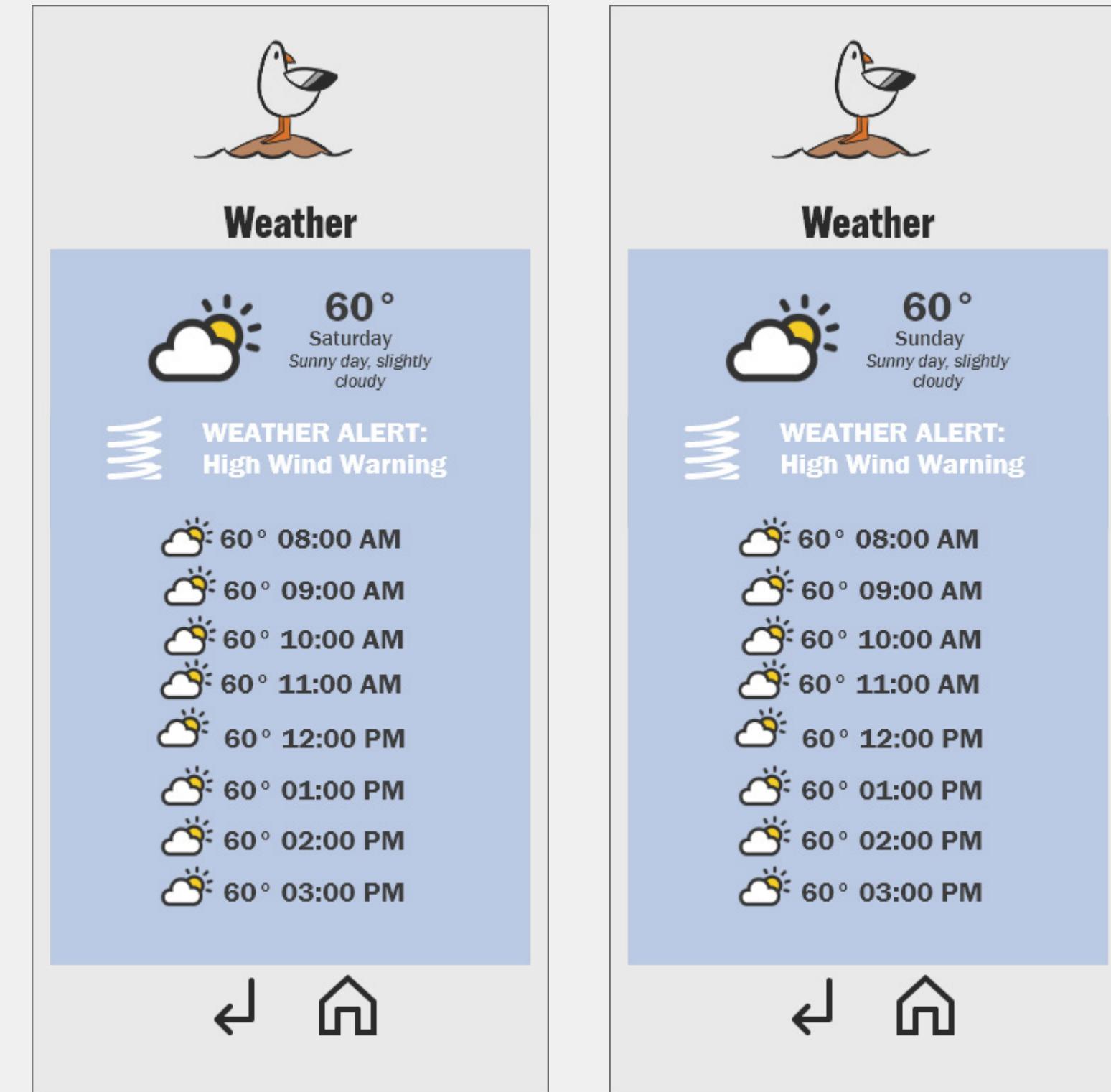
Weather



Weather



Weather



Weather

 **60 °**
Saturday
Sunny day, slightly cloudy

 **WEATHER ALERT:**
High Wind Warning

 60 ° 08:00 AM
 60 ° 09:00 AM
 60 ° 10:00 AM
 60 ° 11:00 AM
 60 ° 12:00 PM
 60 ° 01:00 PM
 60 ° 02:00 PM
 60 ° 03:00 PM

← 

Weather

 **60 °**
Sunday
Sunny day, slightly cloudy

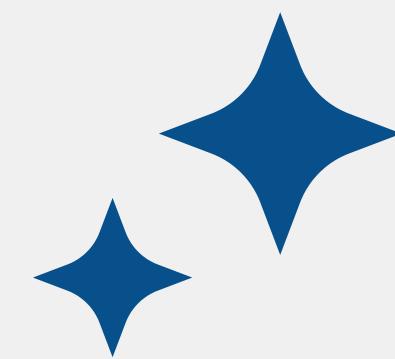
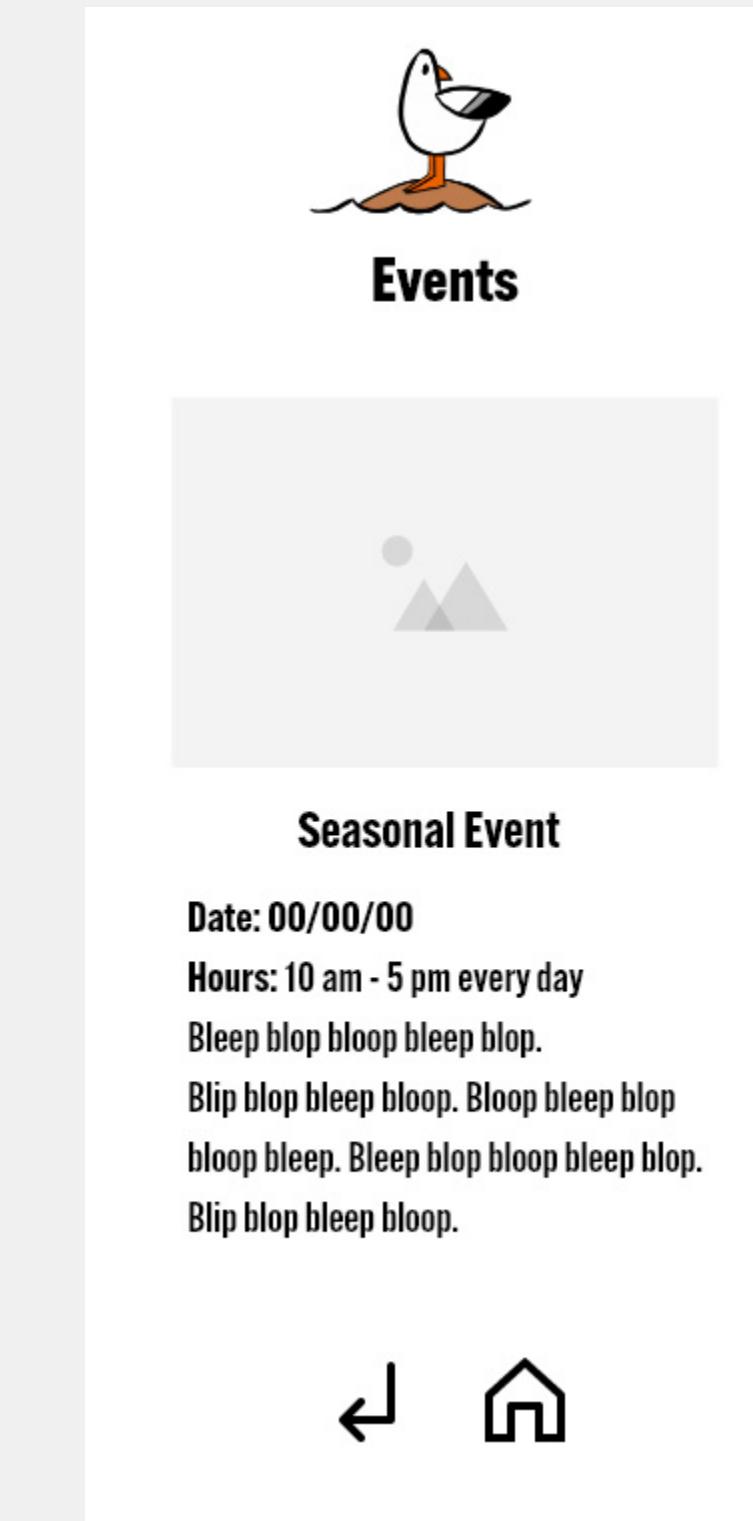
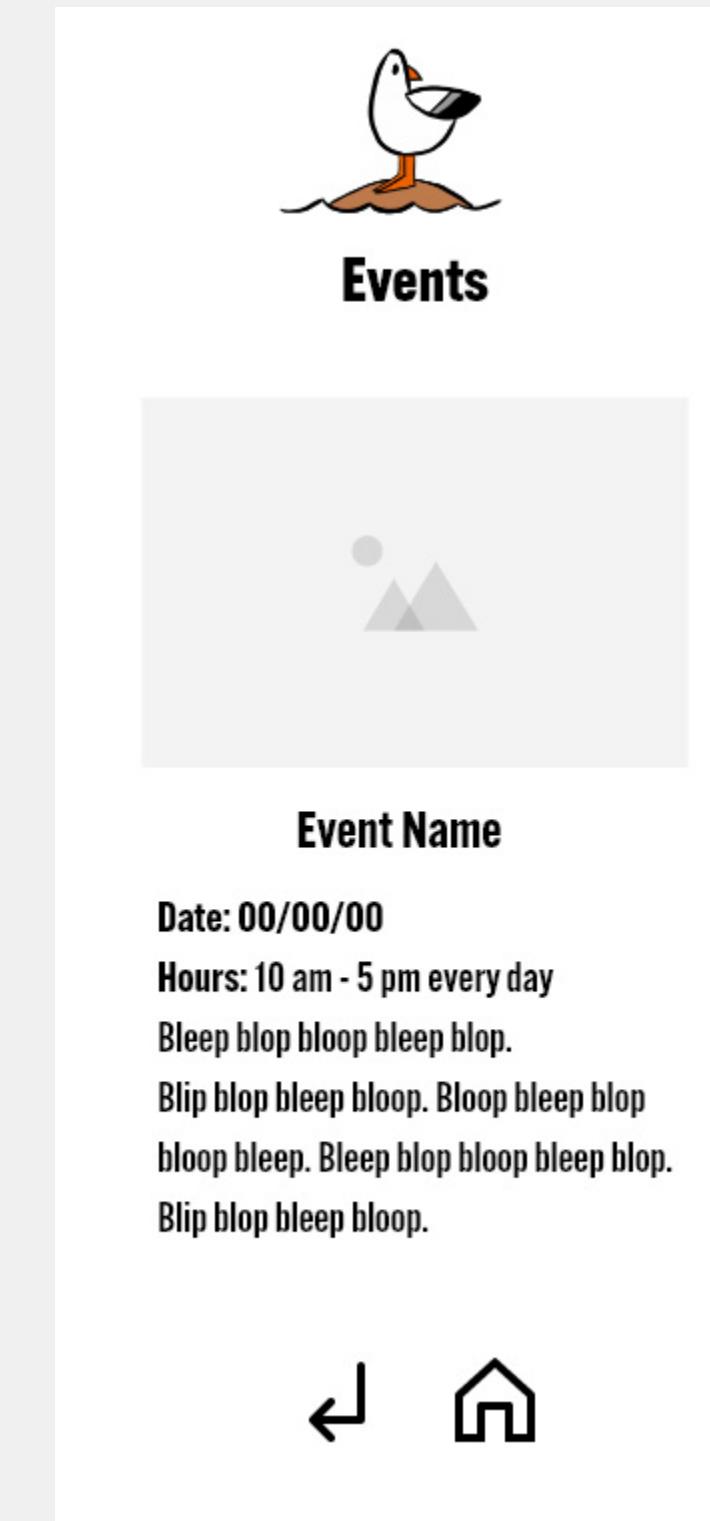
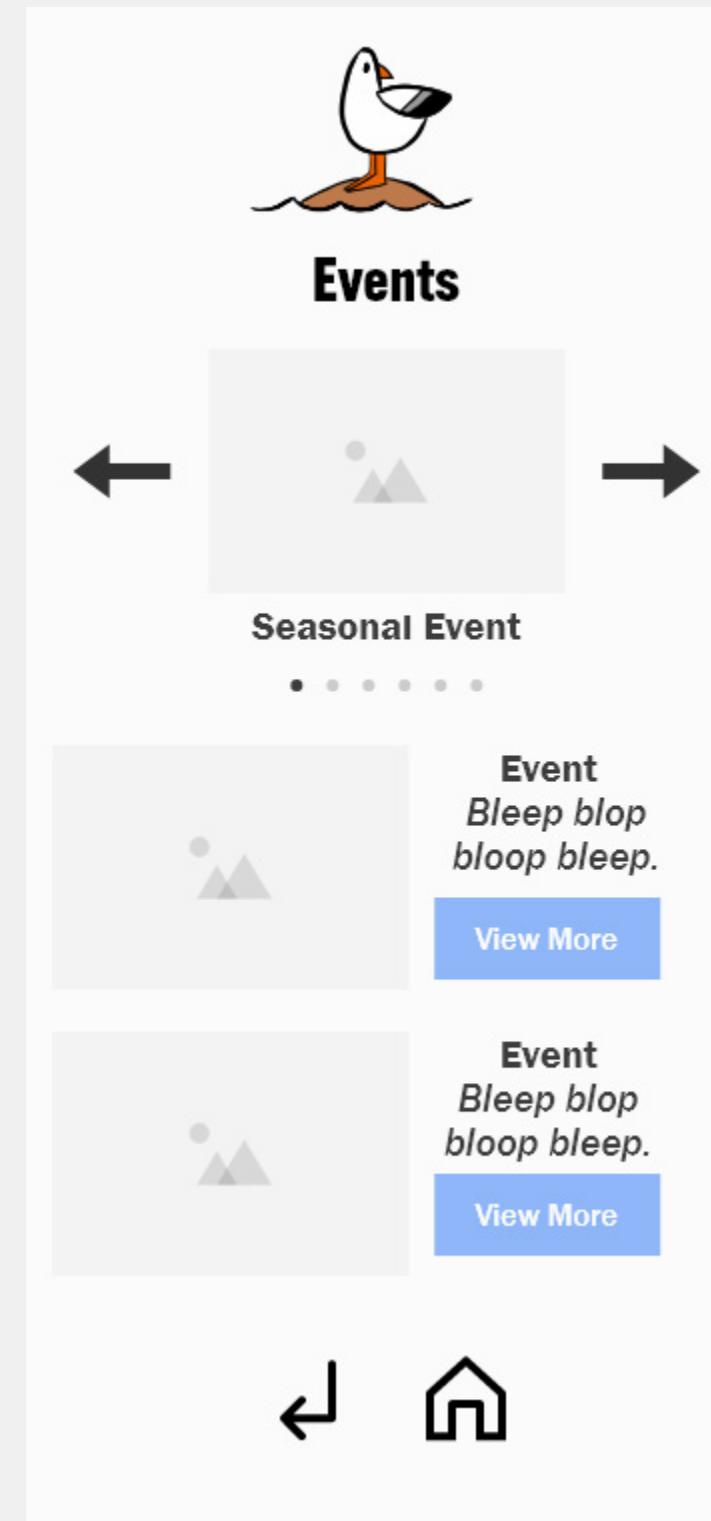
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High Wind Warning

 60 ° 08:00 AM
 60 ° 09:00 AM
 60 ° 10:00 AM
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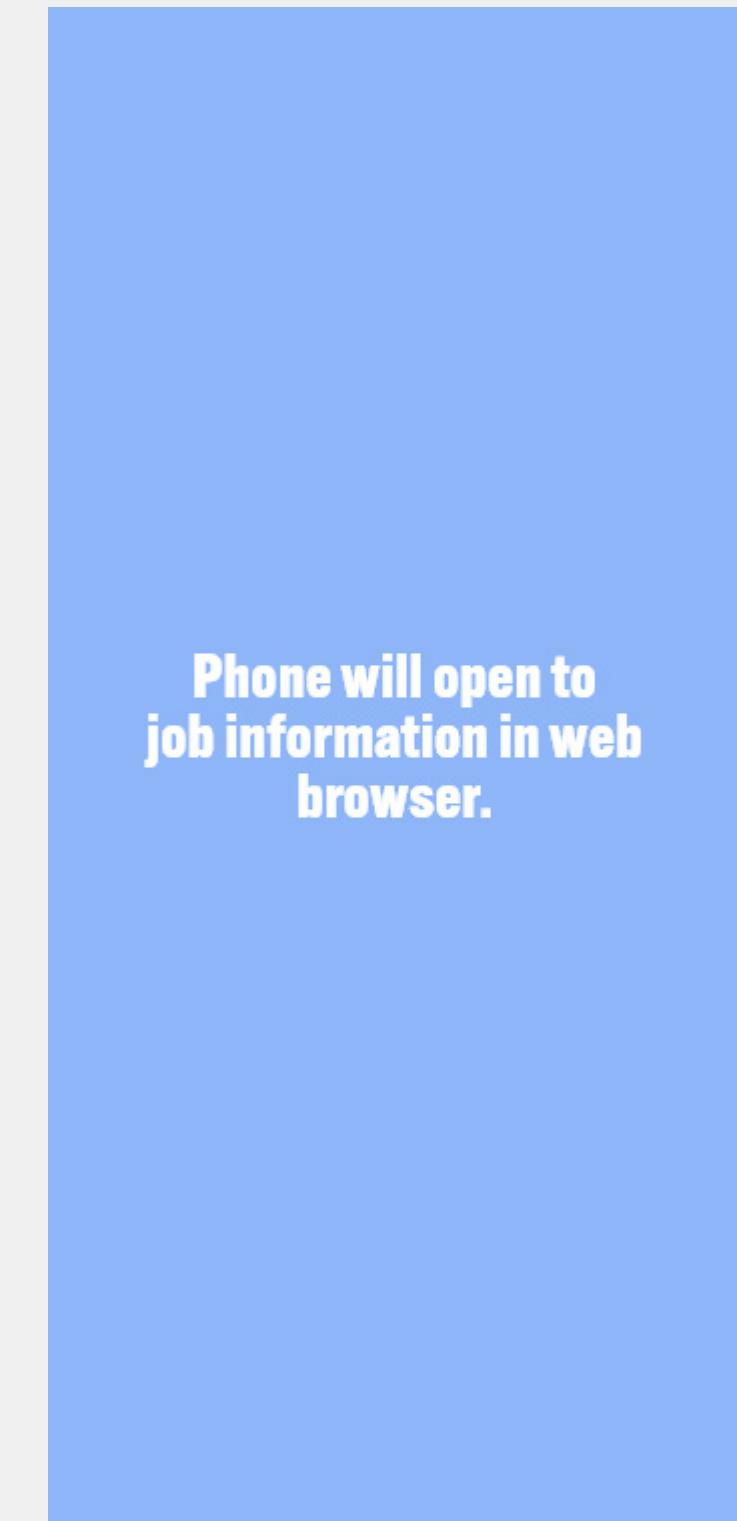
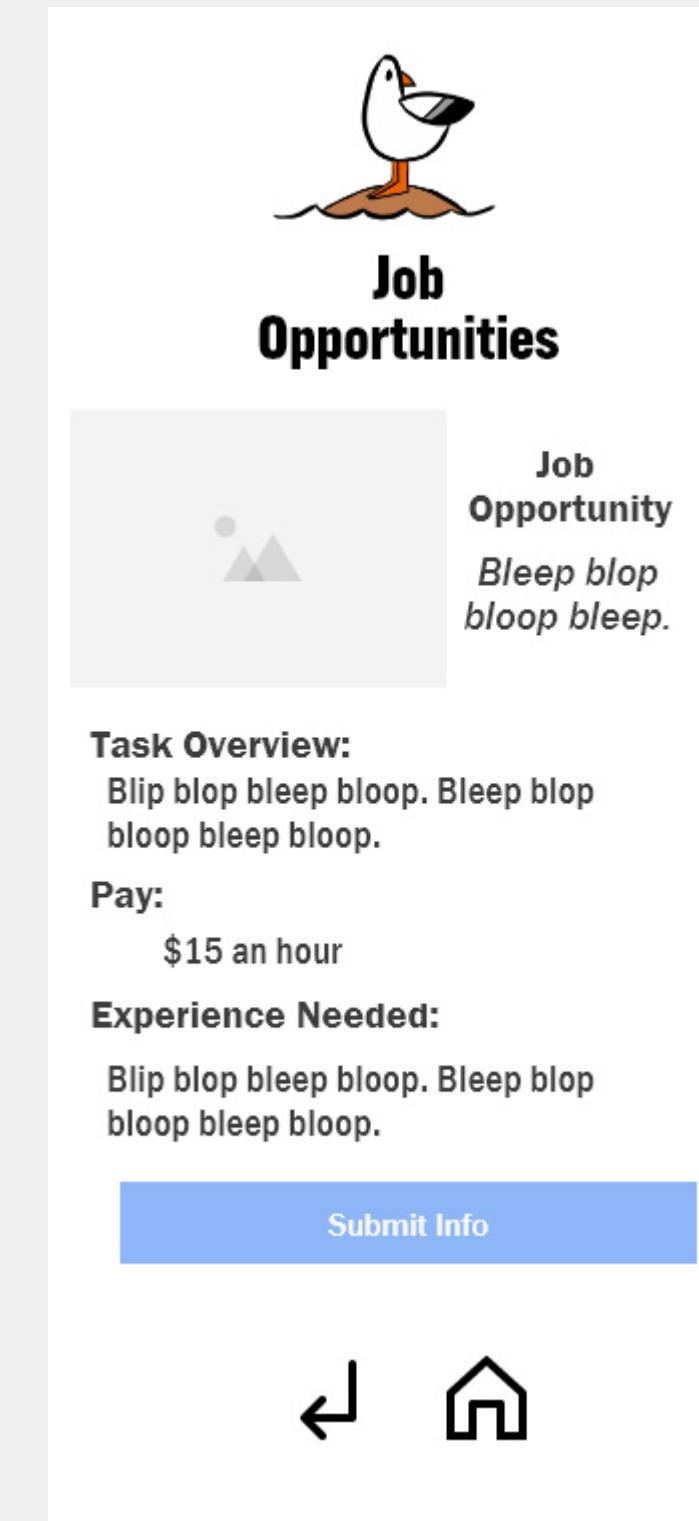
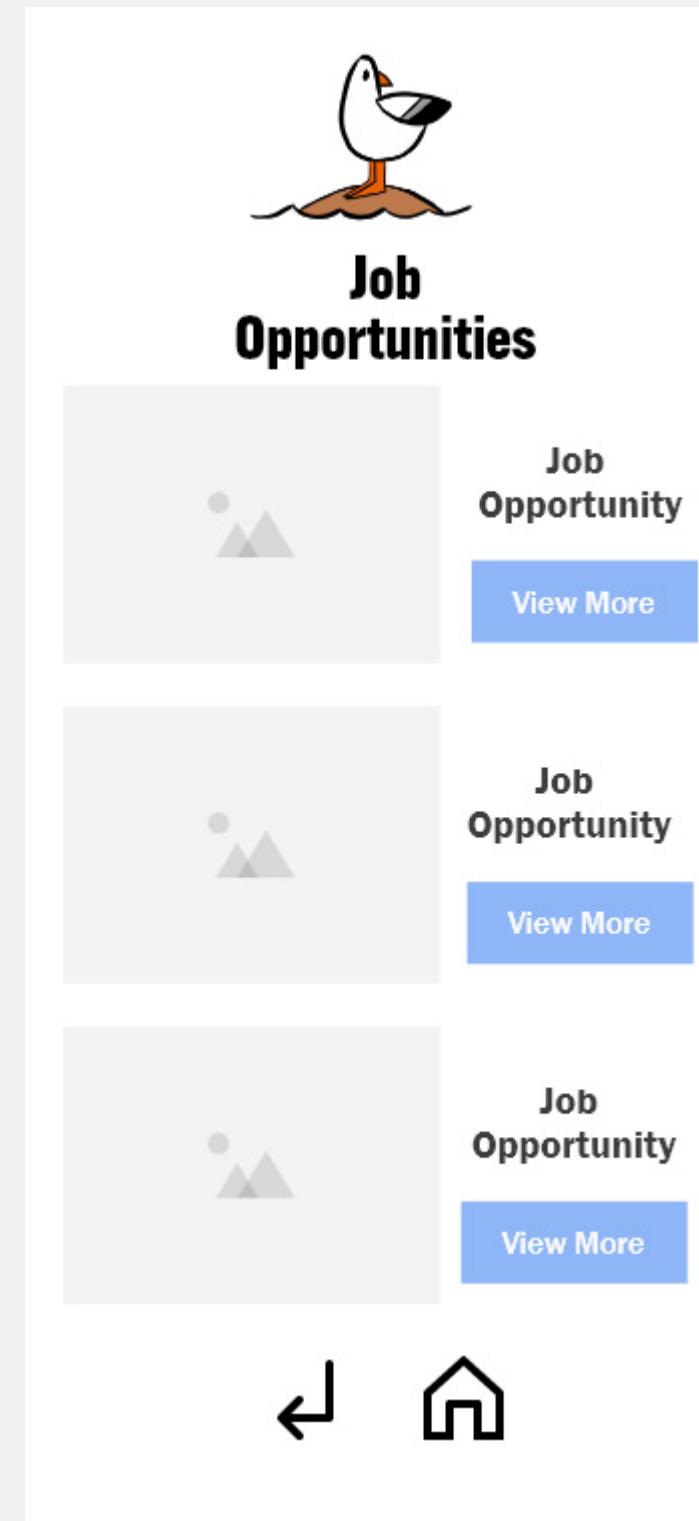
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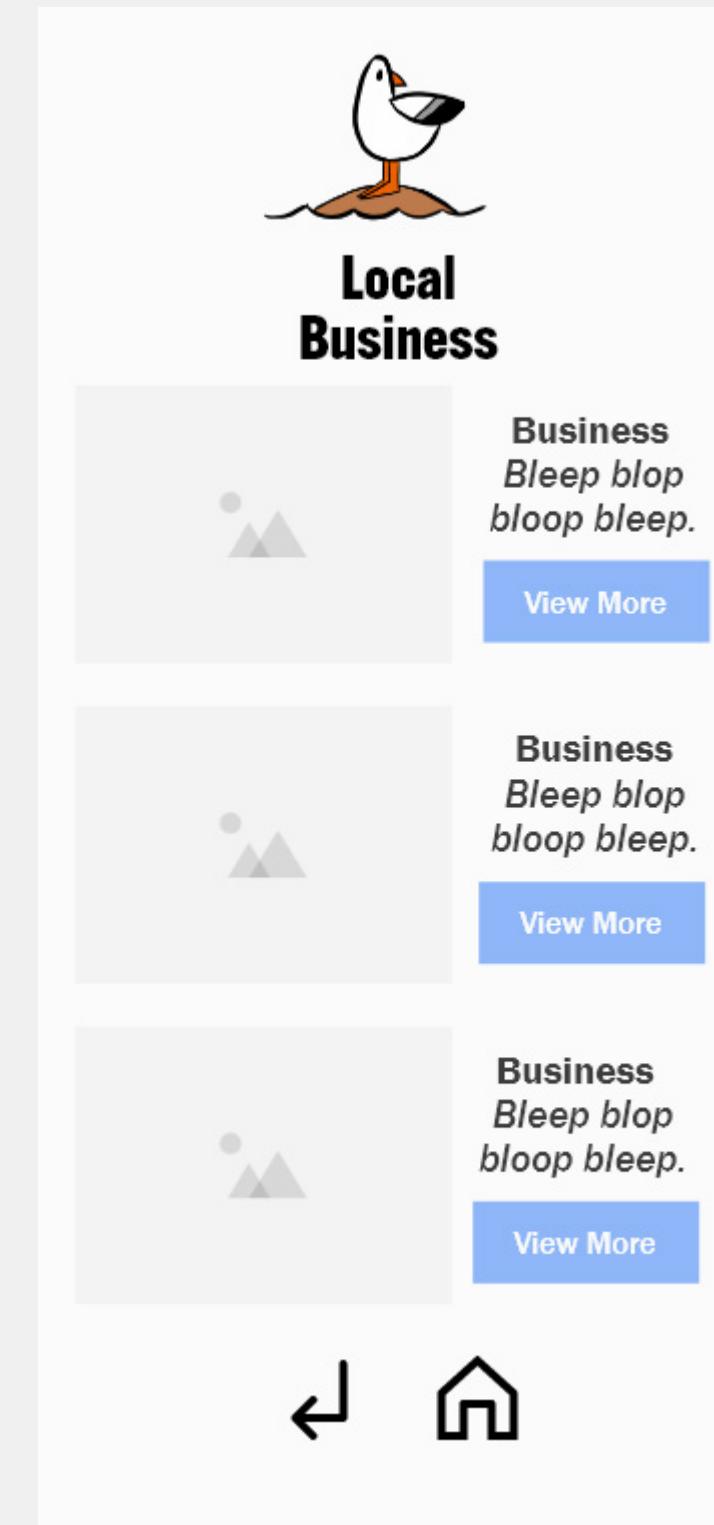
Events



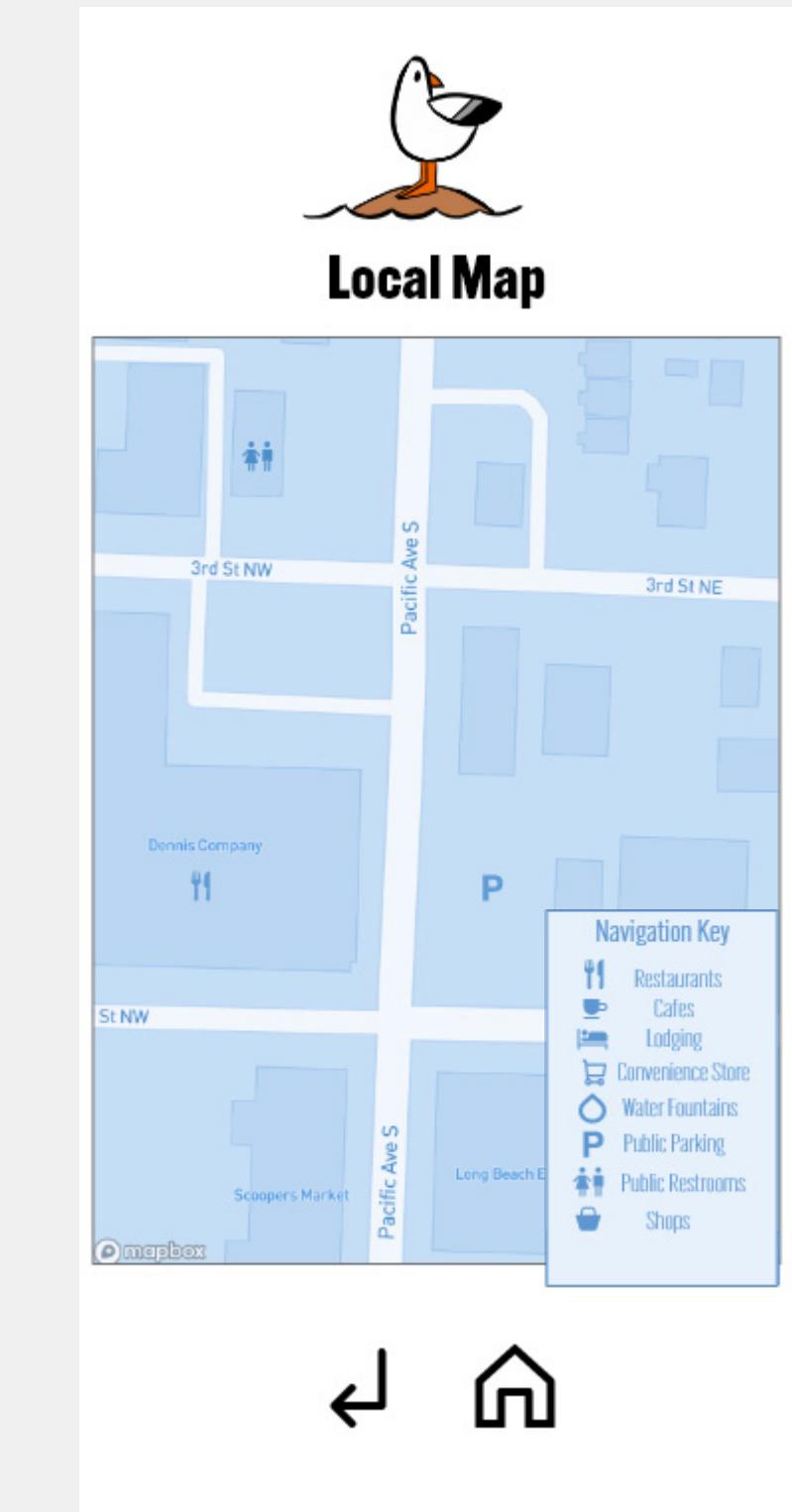
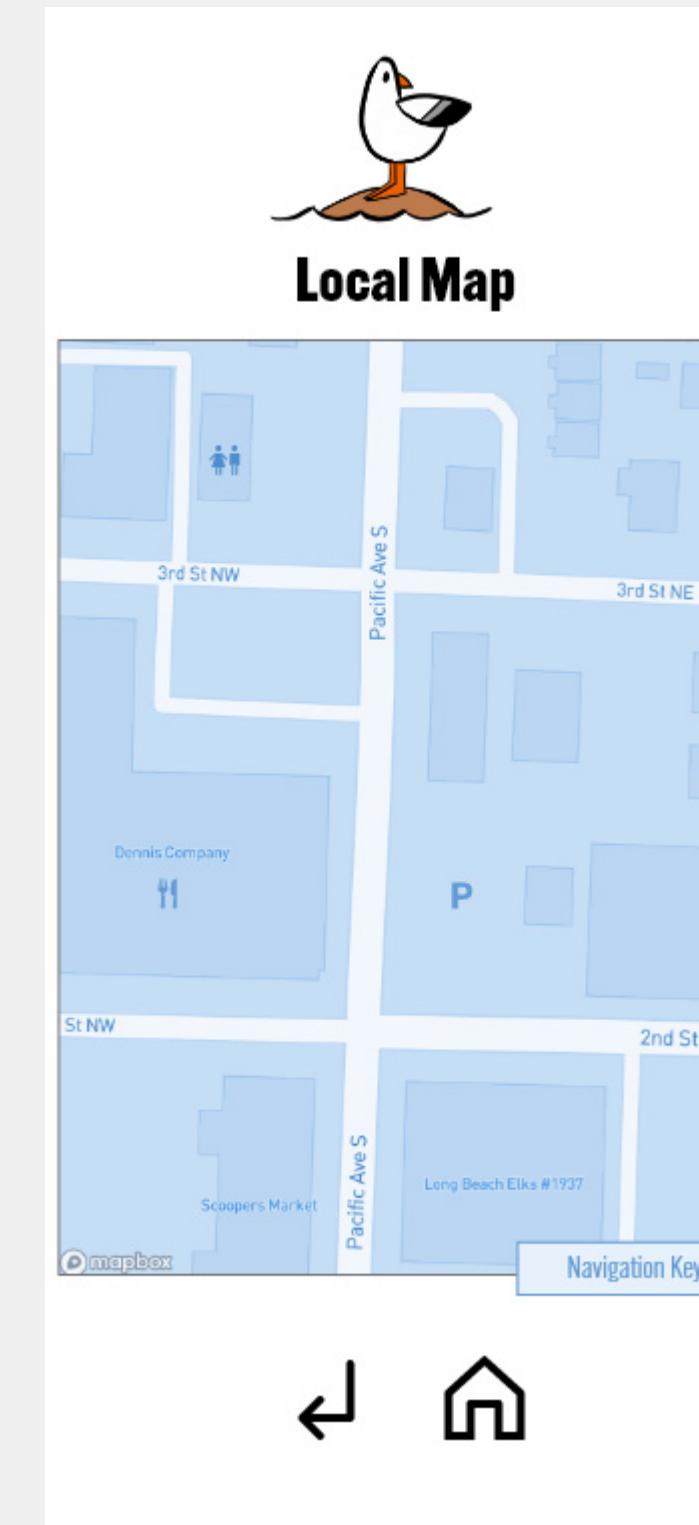
Job Opportunities



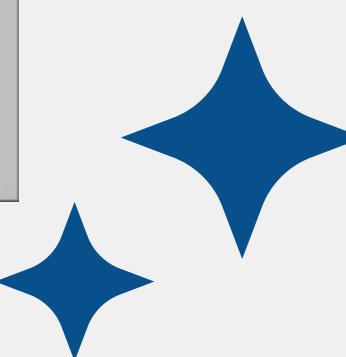
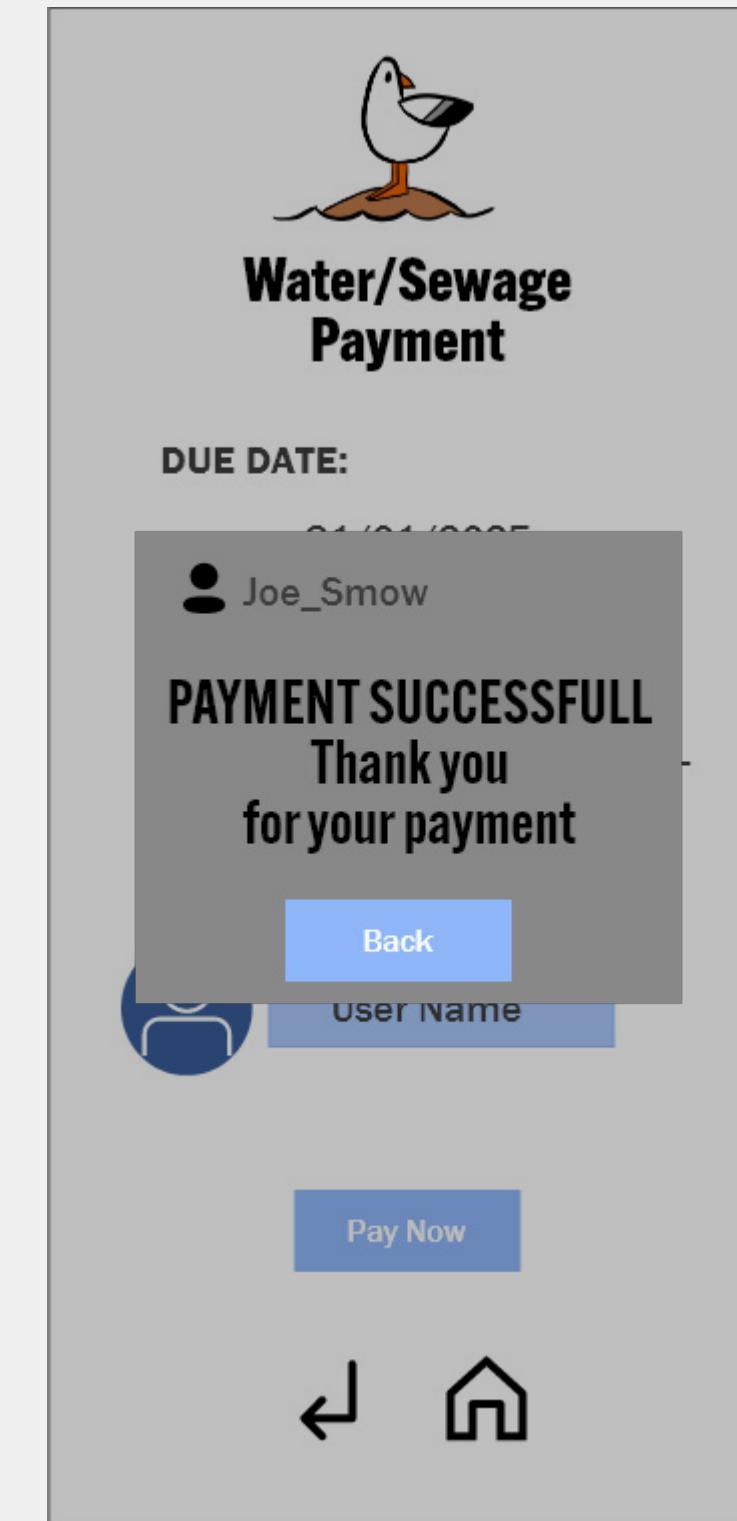
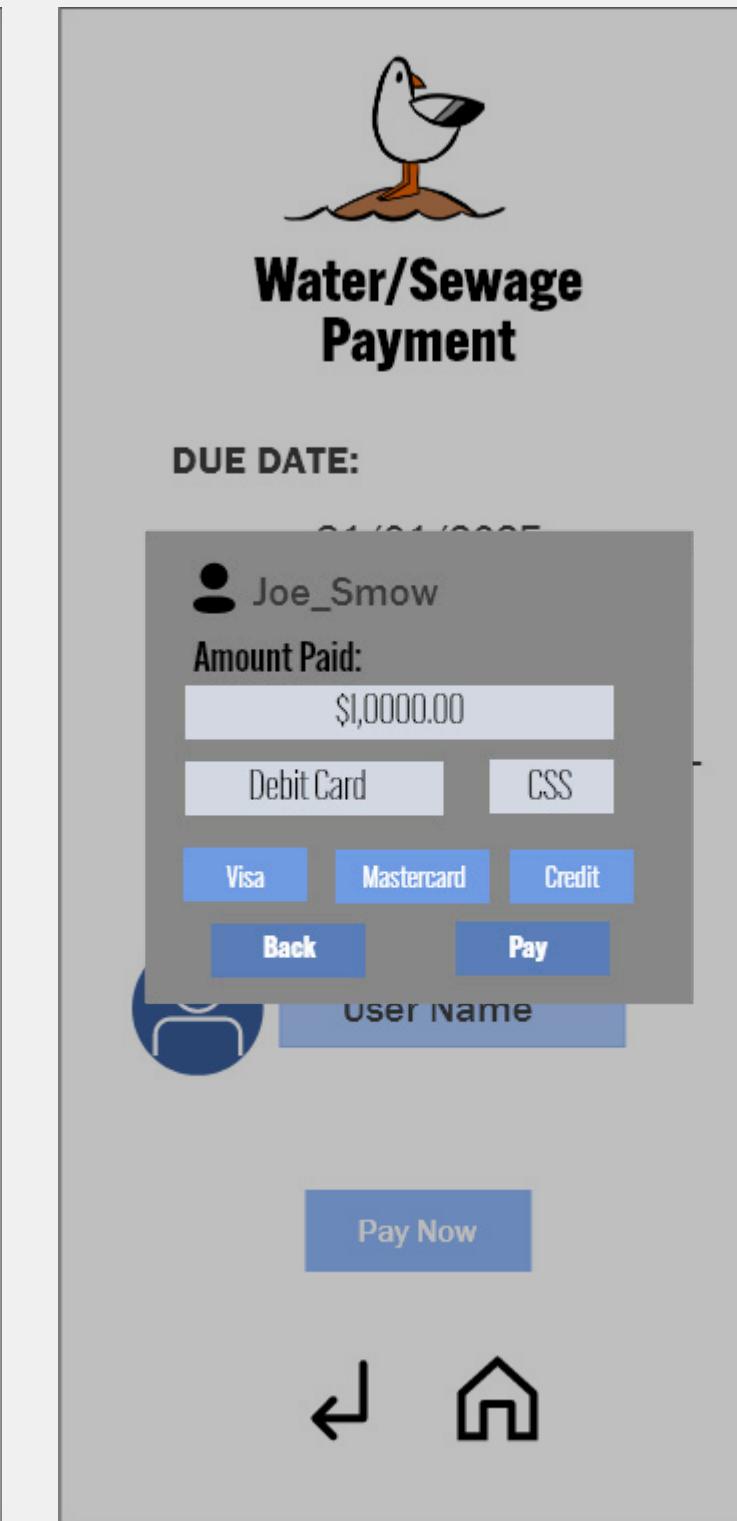
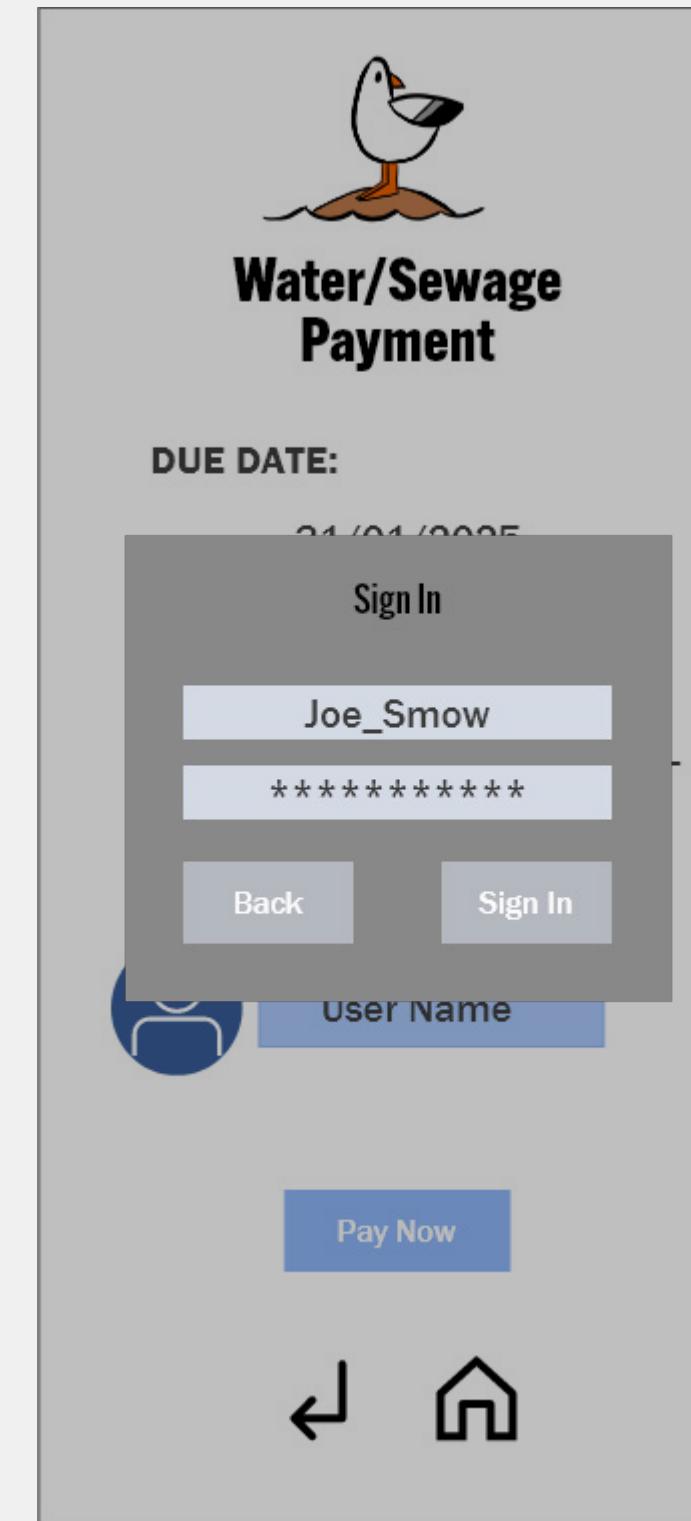
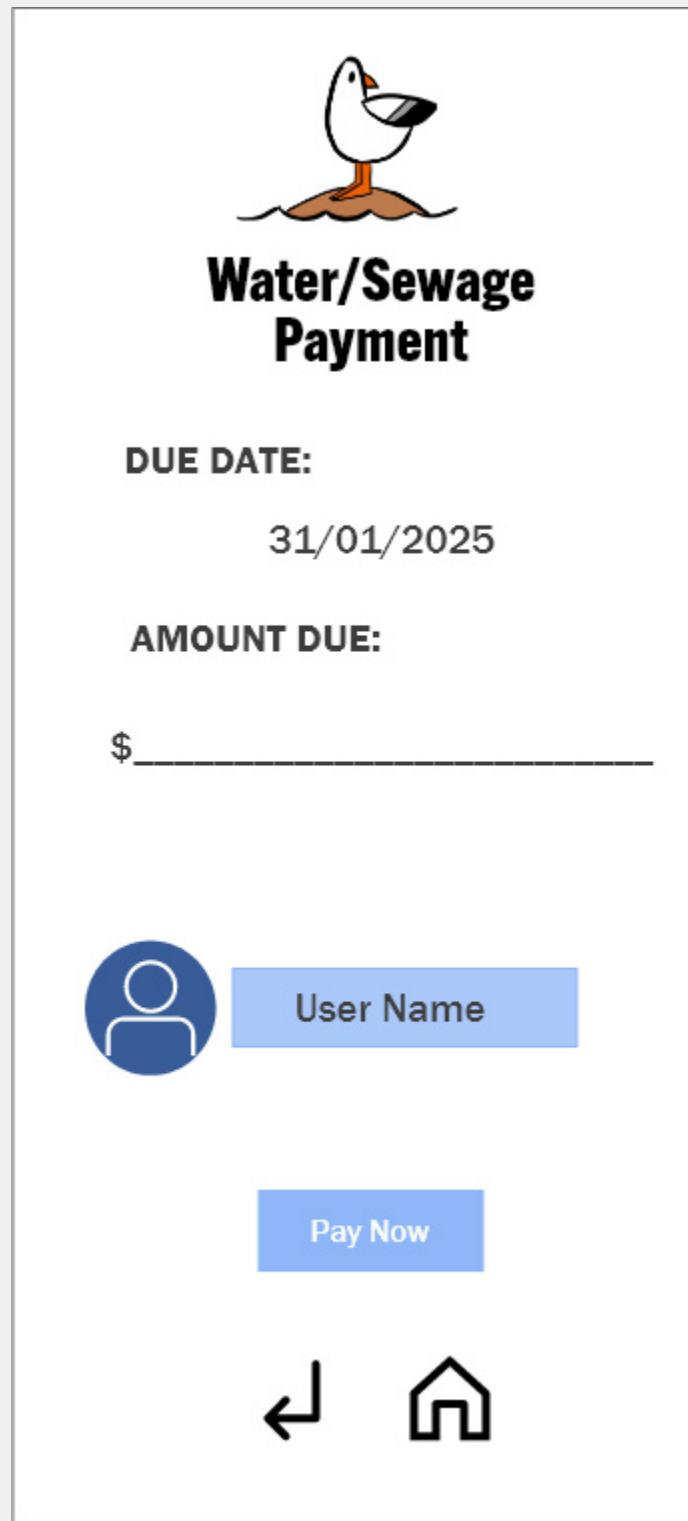
Local Businesses



Local Map



Water/Sewage Payment



Visitor Center



Visitor Center

[About](#)

[Activities](#)

[Hospitality](#)



Local History



Bleep bloop bleep bleep bleep.
Blip bloop bleep bleep. Bloop bleep bleep
bleep bleep. Bleep bloop bleep bleep bleep.
Blip bloop bleep bleep. Bloop bleep bleep
bleep bleep.

Bleep bloop bleep bleep bleep.
Blip bloop bleep bleep. Bloop bleep bleep
bleep bleep.



Visitor Center: Activities



Activities

Historic Sites & Museums

Outdoor Attractions

Boutique Shops



Historic Sites & Museums

Marsh's Free Museum

[View More](#)

World Kite Museum

[View More](#)

Cranberry Museum

[View More](#)



Outdoor Attractions

Discovery Trail

[View More](#)

The Boardwalk

[View More](#)

Long Beach Horse Rides

[View More](#)



Boutique Shops

Pioneer Market

[View More](#)

The Pirate's Keep

[View More](#)

Eden's Boutique

[View More](#)



Visitor Center: Hospitality



Hospitality

Lodging

Restaurants

← 



Lodging

Hotels, Motels, Cottages, and B&B

View More

RV Parks & Camping

View More

Vacation Rentals

View More

← 



Restaurants

Castaway's Seafood Grille

View More

Dylan's Cottage Bakery

View More

The Lost Roo

View More

← 



Visitor Center: Historic Sites & Museums



Historic Sites & Museums

Marsh's Free Museum

[View More](#)

World Kite Museum

[View More](#)

Cranberry Museum

[View More](#)



Historic Sites & Museums



Marsh's Free Museum

Hours: 10 am - 5 pm every day

Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop. Bloop bleep bloop

bloop bleep. Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop.

[View Website](#)



Historic Sites & Museums



World Kite Museum

Hours: 10 am - 5 pm every day

Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop. Bloop bleep bloop

bloop bleep. Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop.

[View Website](#)



Historic Sites & Museums



Cranberry Museum

Hours: 10 am - 5 pm every day

Bleep bloop bloop bleep bloop.

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bloop bleep. Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop.

[View Website](#)



Visitor Center: Outdoor Attractions

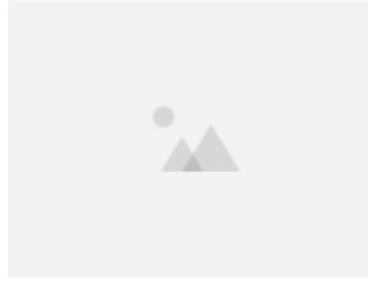


Outdoor Attractions



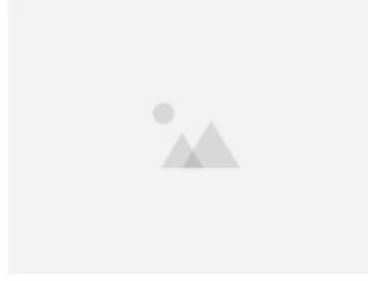
Discovery Trail

[View More](#)



The Boardwalk

[View More](#)



Long Beach Horse Rides

[View More](#)

[View Website](#)

[←](#) [Home](#)



Outdoor Attractions



Discovery Trail

Hours: 10 am - 5 pm every day

Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop. Bloop bleep bloop

bloop bleep. Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop.

[View Website](#)



Outdoor Attractions



The Boardwalk

Hours: 10 am - 5 pm every day

Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop. Bloop bleep bloop

bloop bleep. Bleep bloop bloop bleep bloop.

Blip bloop bleep bloop.

[View Website](#)



Outdoor Attractions



Long Beach Horse Rides

Hours: 10 am - 5 pm every day

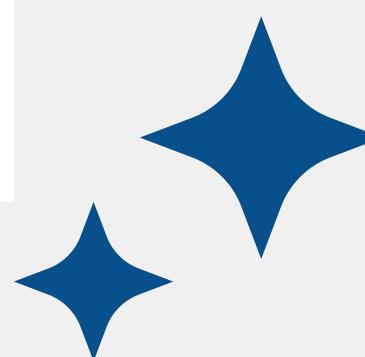
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Blip bloop bleep bloop. Bloop bleep bloop

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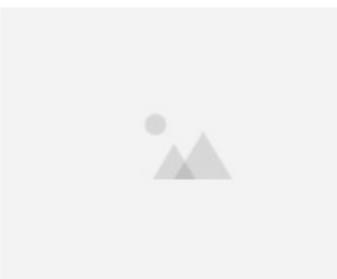
[View Website](#)



Visitor Center: Boutique Shops

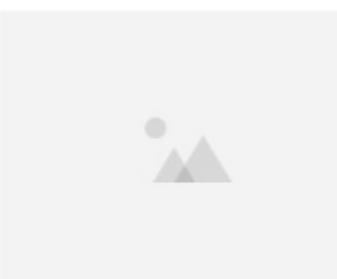


Boutique Shops



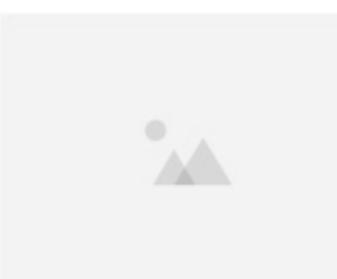
Pioneer
Market

[View More](#)



The Pirate's
Keep

[View More](#)

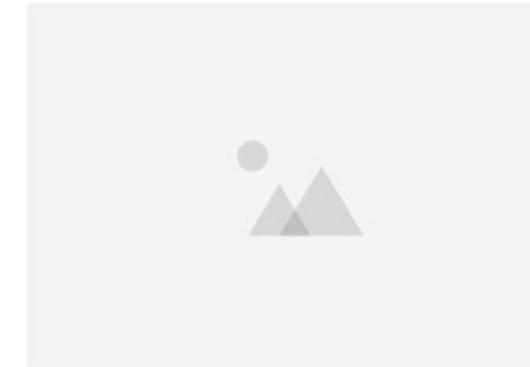


Eden's
Boutique

[View More](#)



Boutique Shops



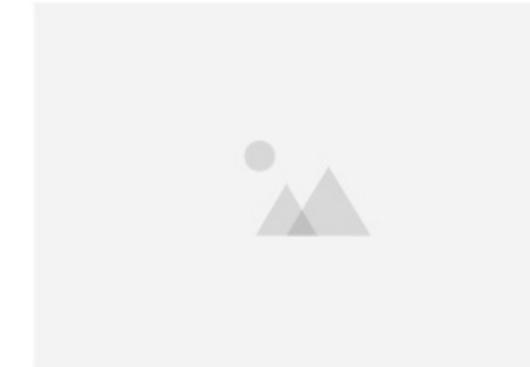
Pioneer Market

Hours: 24/7 every day
A local and popular
convenience store.
2006 N Pacific Hwy, Long Beach,
WA 98631

[View Website](#)



Boutique Shops



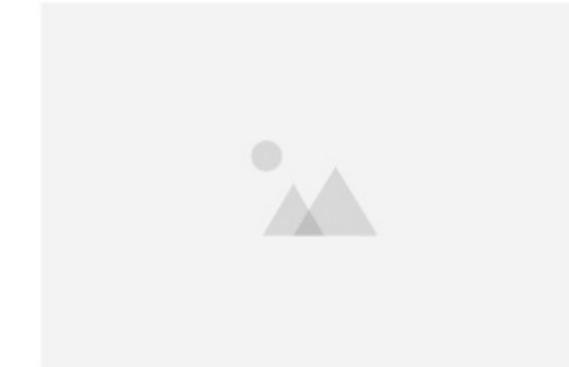
The Pirate's Keep

Hours: 10 am - 5 pm Fri-Sun
10 am - 5 pm Wed-Thur
Bleep bloop bloop bleep bloop.
Blip bloop bleep bloop. Bloop bleep bloop
bleep bleep.

[View Website](#)



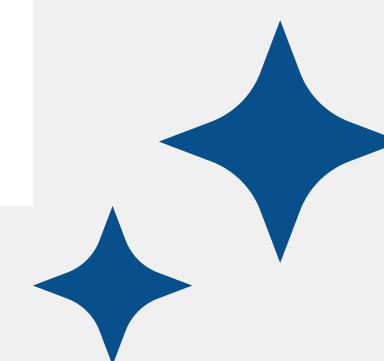
Boutique Shops



Eden's Bouquet

Hours: 10 am - 5 pm Mon-Thur, Sun
10 am - 6 pm Fri, Sat
An adorable children's clothing boutique.
304 Pacific Ave S
Long Beach, Wa 98631

[View Website](#)



Hospitality: Lodging



Hospitality

Lodging

Restaurants

← 



Lodging

Hotels, Motels, Cottages, and B&Bs

View More

RV Parks & Camping

View More

Vacation Rentals

View More

← 



Hotels, Motels, Cottages, and B&Bs

Hotel
Hrs: 9 AM-10 PM everyday

View More

Motel
Hrs: 9 AM-10 PM everyday

View More

B&B
Hrs: 9 AM-10 PM everyday

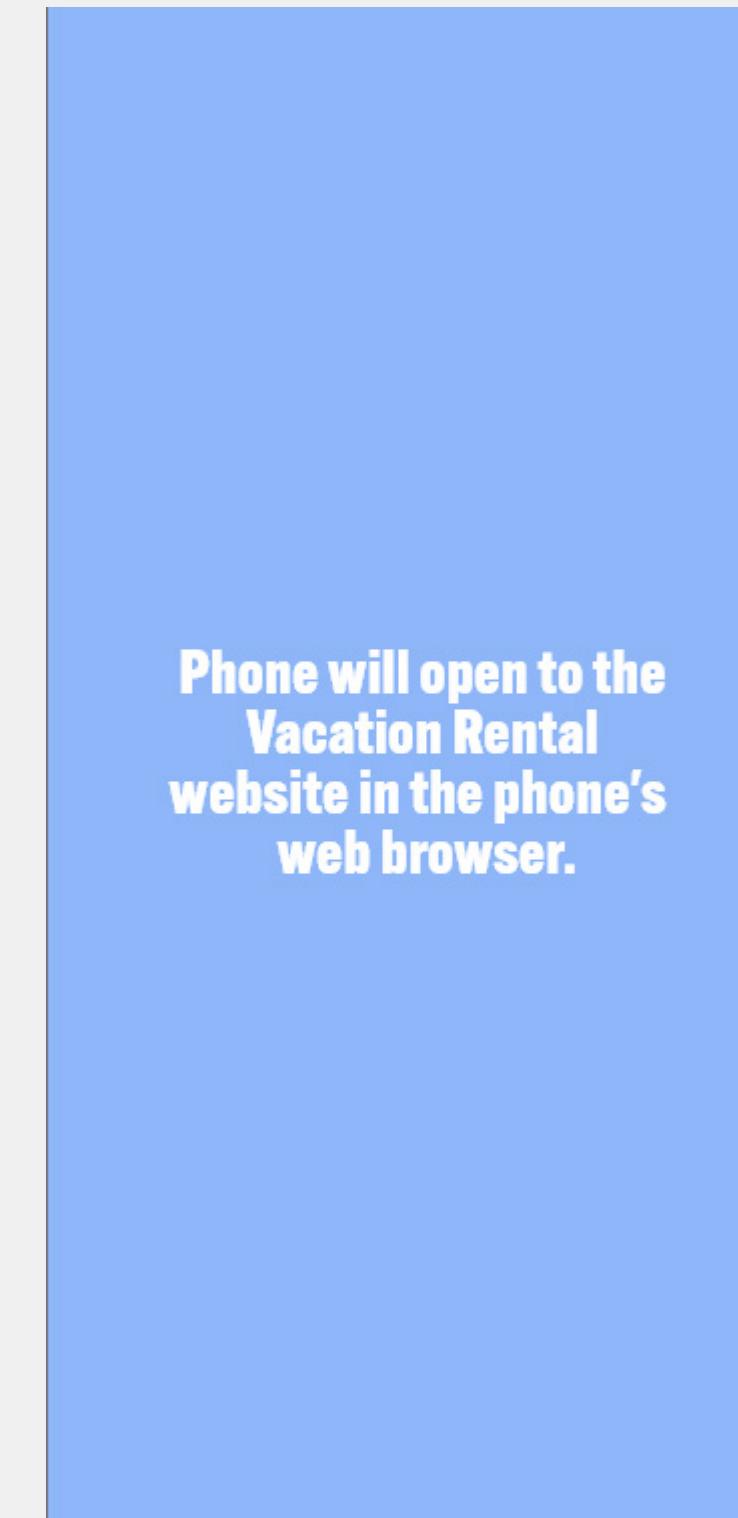
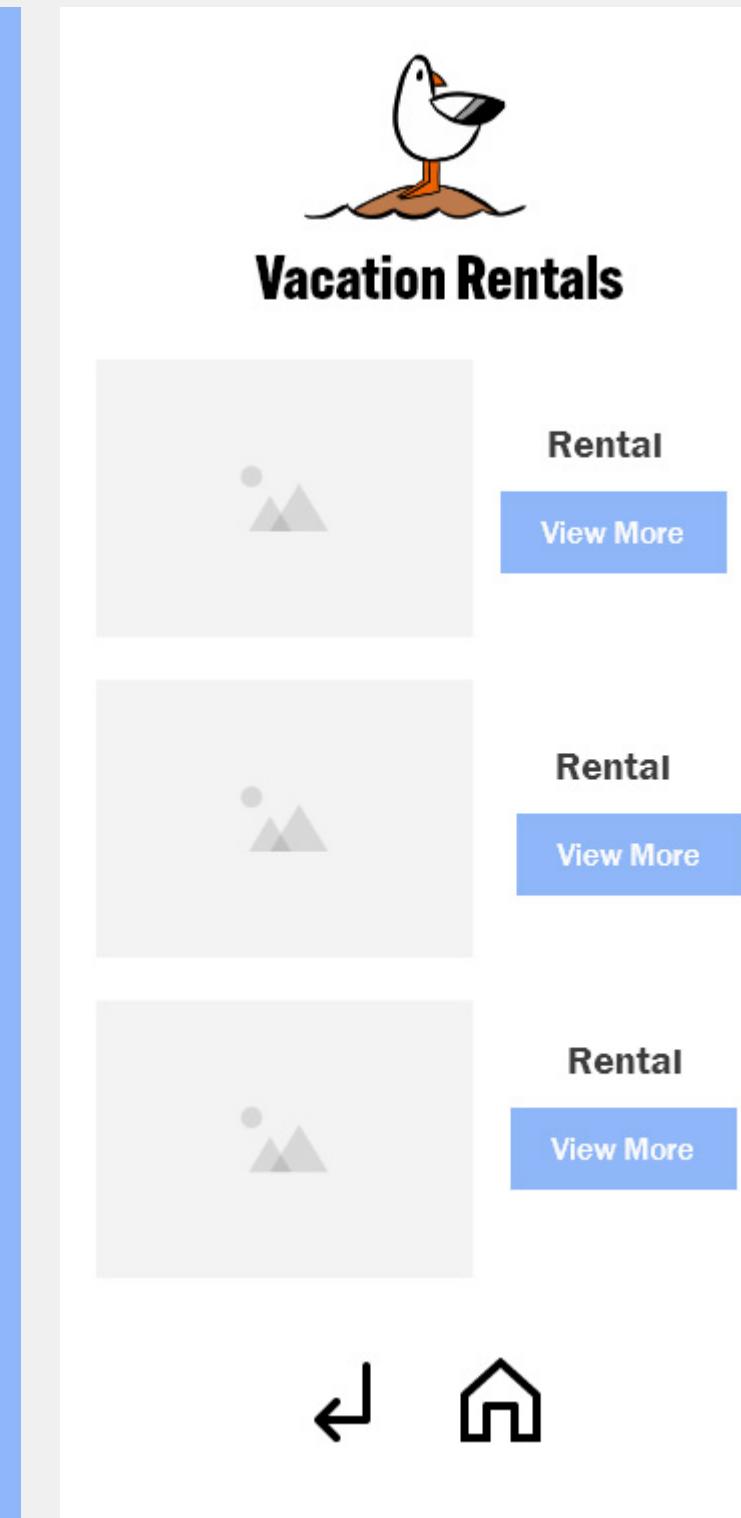
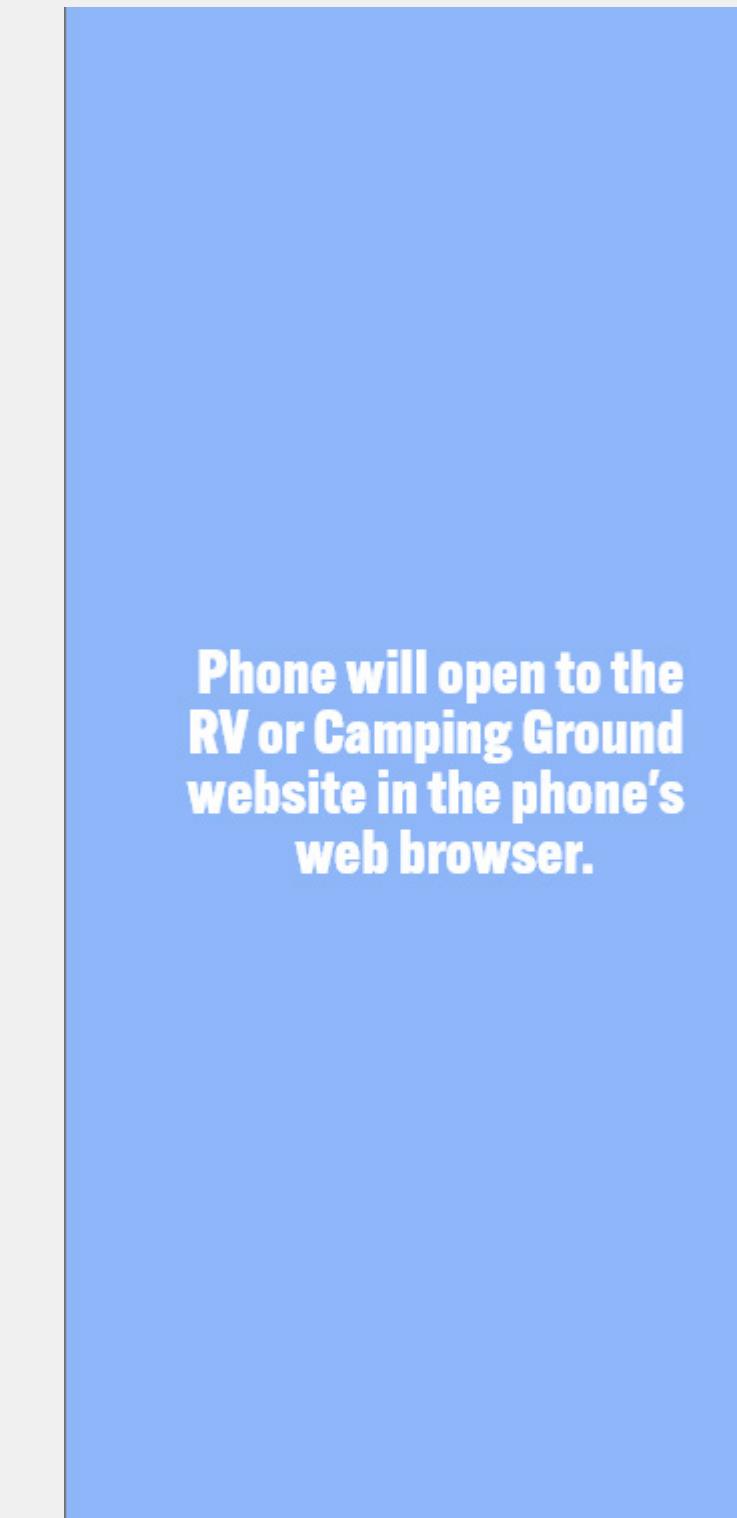
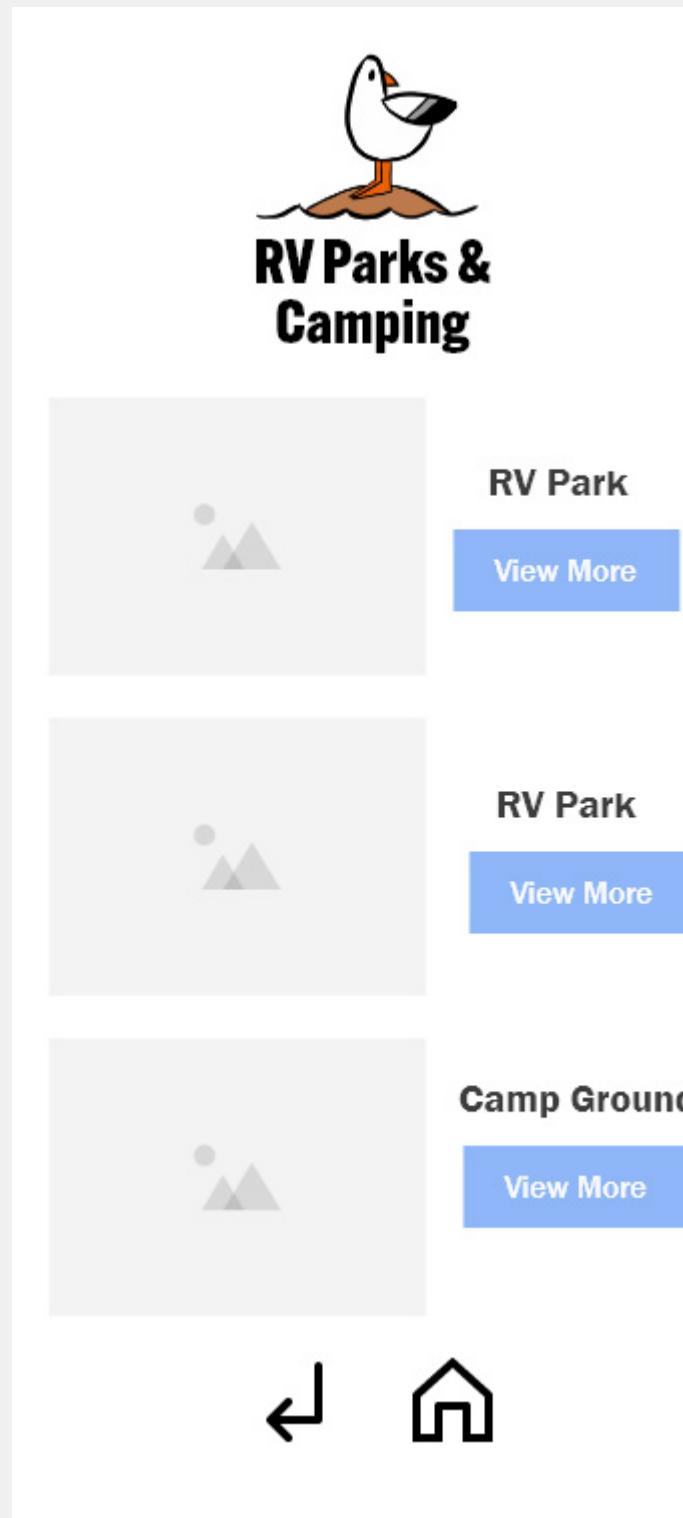
View More

← 

Phone will open to the Hotel, Motel, Cottage, or B&B website in the phone's web browser.



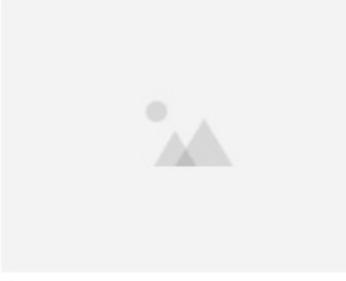
Hospitality: Lodging



Hospitality: Restaurants

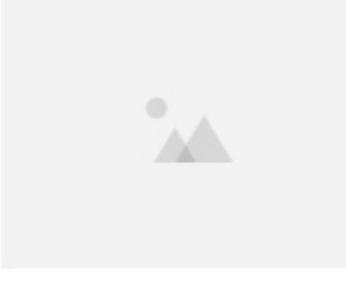


Restaurants



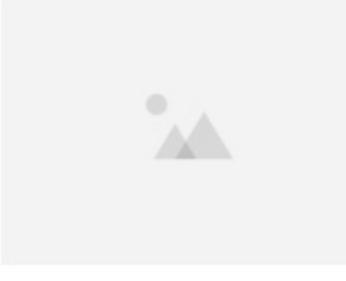
Castaway's Seafood Grille

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Dylan's Cottage Bakery

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The Lost Roo

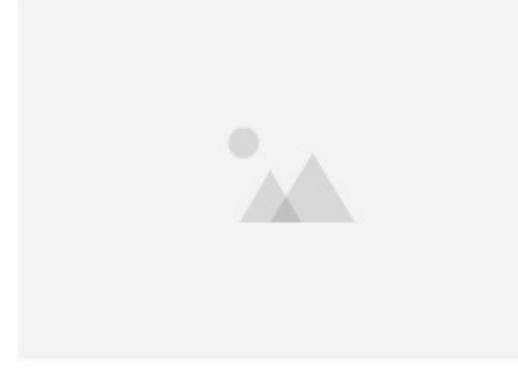
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Restaurants



Castaway's Seafood Grille

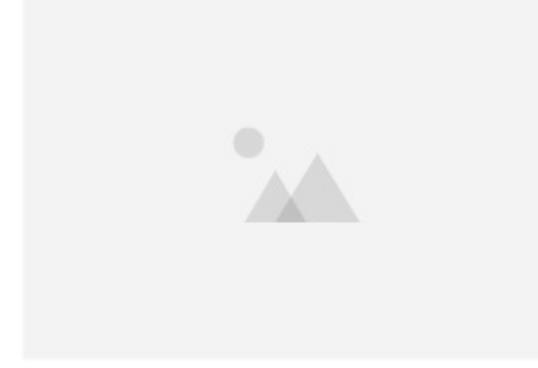
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Restaurants



Dylan's Cottage Bakery

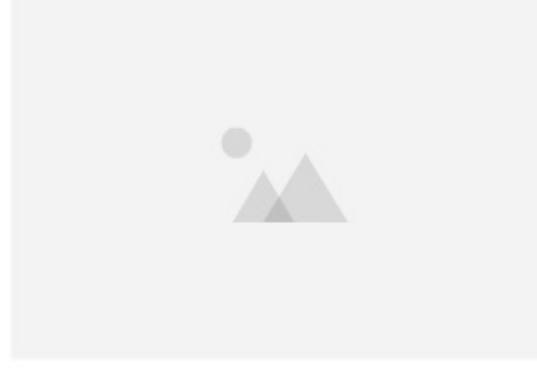
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Restaurants



The Lost Roo

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What Changed

Design wise, not a lot changed between the prototypes. With the simple design, the layout of the each page felt underdeveloped without the addition of the home and back buttons at the bottom of the screen. This helps the design feel more complete, but also gives more options for navigation for the user's flow.

Thanks to feedback from user testing, changes were made to the content of the app as well. The local map session was further expanded by adding the navigation markers of public restrooms and free parking. A different element that has been enhanced is the weather section, the page now gives the ability to bring up a more detailed forecast for each day. These changes were made to improve the usefulness of the app.



Conclusion from Final Prototype

Creating a paper prototype was useful in polishing the design of the app from previous prototypes. By using Adobe XD I was able to achieve a professional look to the prototype with some functionality, with some pages being hyperlinked to the appropriate outside pages, such as the stores and restaurants.

By making the final POP of the Gull, I was able to see exactly how this would function as a real app. Recording the walkthrough of the app also allowed me to take on the view of a user and see how the prototype actually works. By creating multiple prototypes, I was able to work out issues to create a workable medium-high fidelity prototype.

