

# Stride

## Project brief /Background

### Project Brief

To create a digital resource that can accompany you to outside spaces and assist people in taking simple journeys. It will bring people together, either through social walking groups or a social media platform. The platform will be easy to navigate and will bring the user in touch with other like-minded people. Using this platform will increase the user's confidence in outside spaces if they are going through a difficult time. By having more confident people being with them on a walk, people can not only get their independence but make friends at the same time.

### Inspirational Sources

Paths for All



My first inspiration was an organisation called Paths for All, which is a charity which wants to increase the number of people walking every day in Scotland to improve wellbeing and prevent ill health.

Battling Mental Health



Witnessing first-hand how important getting out in outside spaces and not only the mental health benefits but the physical health as well.

Experiencing the benefits, myself



With all the deadlines and Uni workload, as well as applying for graduate jobs, I have come to realise how important getting outside and going to clear your head.

### Products I have looked at

City Mapper



Google Maps



Communication Points



### Project Background

What?

Physical activity is important for everyone. Whether you are young or old, people need to be active for a certain period every week. It has been reported that over 37,000 deaths would be prevented if people had exercised more, with their lives being shortened by 3-5 years. Walking also reduces depression by 30%. Walking can also help with social interaction while being more cost-effective than other methods of exercising.

Why?

Walking clubs have been around for decades and are viewed as a fun and inexpensive way of getting fit. I have also witnessed first hand through primary investigation that walking can help people heal mentally as well. Walking should be viewed more as a social experience than exercising, although the health benefits are obvious. By bringing a more social based platform to the experience, we can maybe encourage more and more people to take part in social walking groups, not only getting more people to exercise but to improve people's wellbeing, confidence and happiness.

How?

Using smartphones for navigation is not new or original. Google maps or Apple maps have dominated this area for about a decade. Which is why I don't want to have a duplicate of such a system. I think smartphones are by far the best way to utilise my chosen area, as social platforms have proved, we can connect to other people much easier.

Challenges

The main challenges lie with different age groups and how capable they are using new technology. Therefore, having someone in the family or a friend who knows how to use such devices could be important in bridging that gap between the two. Although I want to consider all my users and at this early stage, it is very open. Also staying close to my original concept is important to the idea does not get too complicated.

# Stride Investigation

## Primary Research

### Mum



At the very start of the project, I decided to interview my mum, who was the main source for this project. This would be a good baseline for the rest of my research. Surprisingly, there was a lot of insights from just a brief walk, although I intend to record a short video which will give insights for people outside of my project, to gain some empathy with the user.

### Insights

- The noise of traffic can be an issue
- Taking side roads instead of main roads
- Preferring to know where facilities are
- Being rushed to cross roads by using traffic lights

### Questionnaire



I made a questionnaire which asked numerous questions surrounding mental/ physical health and walking, this was done on Typeform. I have previously spoken about the answers in a blog post.

### Insights

- People walk to clear their mind
- People said they walked on their own
- People did not see walking as a sociable activity
- Replies were indicative that a walking group would be good

## Secondary

### Case Studies



I decided to contact some organisations who pointed me in the directions of some case studies on their website. This was a good insight into how people felt before they started walking. This provided some valuable insights into how they coped with walking after they started in their groups.

### Insights

- Social interaction is a great way of alleviating loneliness
- Giving the person more structure to their life
- You can go at your own pace
- Impacts positively on your health

### Videos



I have watched case studies on different places in the world that are ahead of the game in terms of travelling with a disability, in countries such as Japan. Other videos have included interviewing people who have benefited from travelling in groups.

### Insights

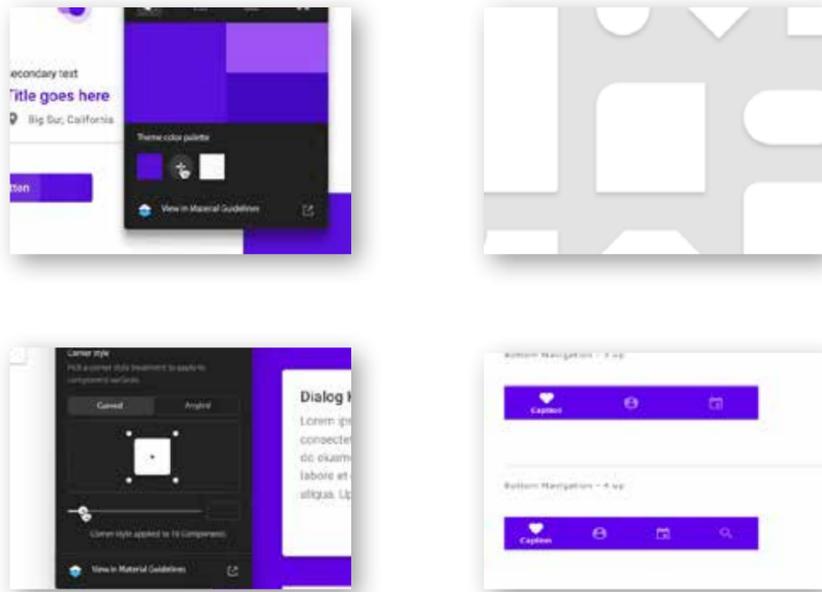
- Social interactions are important for everyone with limited mobility
- The type of environment people thrive in when walking
- Private transport can be more expensive when disabled
- Japan has the most advanced toilets in the world for people with disabilities.

# Stride

## Concept Design / Sketching / Ideation

### Source Material

Google Material



Google Material is a visual design language which mixes old with the new and keeps good principles of design. It is a good baseline to keep in touch with, so I know that my UI is consistent.

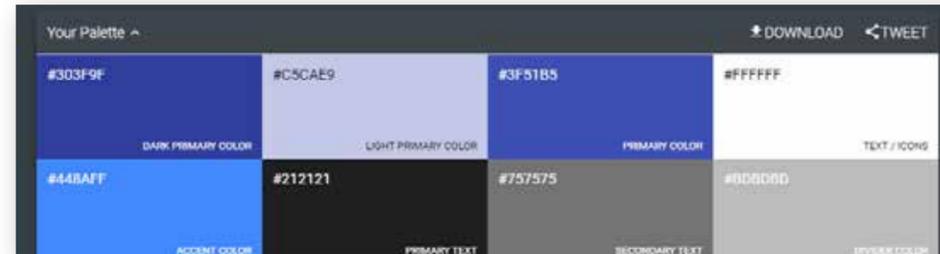
It is also useful to have guidelines which I can look to for inspiration, such as different types of shapes, colours and icons.

Material Design also has studies which I can read so I can get a better in-depth reason as to why elements look the way they do.

I also want to pick a strong primary colour related to my platform, which is what new UI deals with.

### Colour Palette

Material Palette

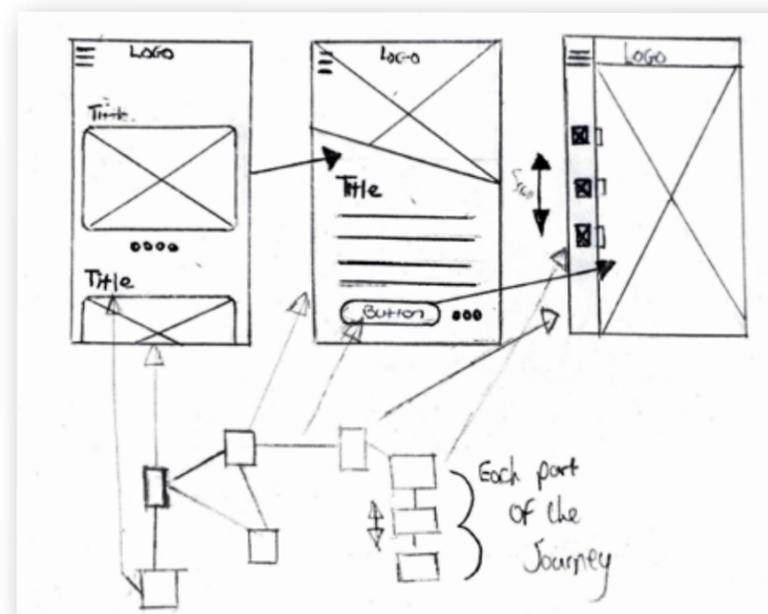


Coming up with a colour scheme for UI is difficult, which is why there are tools online which help you come up with colour palettes.

The palettes usually consist of :

- Primary and Secondary
- Text
- Accents

### Sketches



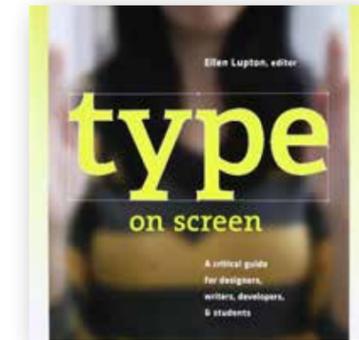
I have been looking into different wireframes for layouts, just to get a feel for user flow charts and where each interaction takes the user.

It is early days and I want to experiment with a few interactions with the UI.

Being able to navigate the app with ease is important, as I don't want the user to be bombarded with information.

### Typeography

Inspiration



I will be reading this book by Ellen Lupton into what font pairings will be best for use on screen. This will be important as I will be looking at a wide range of users.