

Team Prototype 3: Pokémon Zoo

Introduction

Tasked with designing a digital experience for the national Pokémon Zoo, our design process consisted of four phases: sketching, storyboarding, wireframing, and prototyping. We decided to create an app for zoo visitors instead of a website because we wanted to enable users to access information about the zoo and tailor their experience at any time during their visit. Our goal was to provide users with the ability to purchase admission tickets, view special exhibits, activities, or events that require additional purchase, interact with a digital map, and create a daily itinerary. We began our process using FigJam in Figma and paper and pencil to sketch and brainstorm ideas. Next, we used Figma to asynchronously collaborate on the creation of wireframes to make a functional prototype. Throughout the process we provided feedback to one another synchronously and asynchronously and collected feedback from potential users of the product to iterate and improve the app.

Brainstorm

We began the brainstorming process by creating a FigJam file in Figma and challenged ourselves to create 10 sketches within 10 minutes. While some sketches were created digitally in FigJam, others were created using paper and pencil because we found that we were able to sketch our ideas more easily and quickly. Figures 1, 2, and 3 show the sketches that were created during the initial phase of the process. The sketches are low fidelity and focus mainly on content and hierarchy helping us to understand what type of information we want to include on each screen and in what order. We each took turns describing our sketches, sharing what we liked and where we saw overlap with our own ideas.

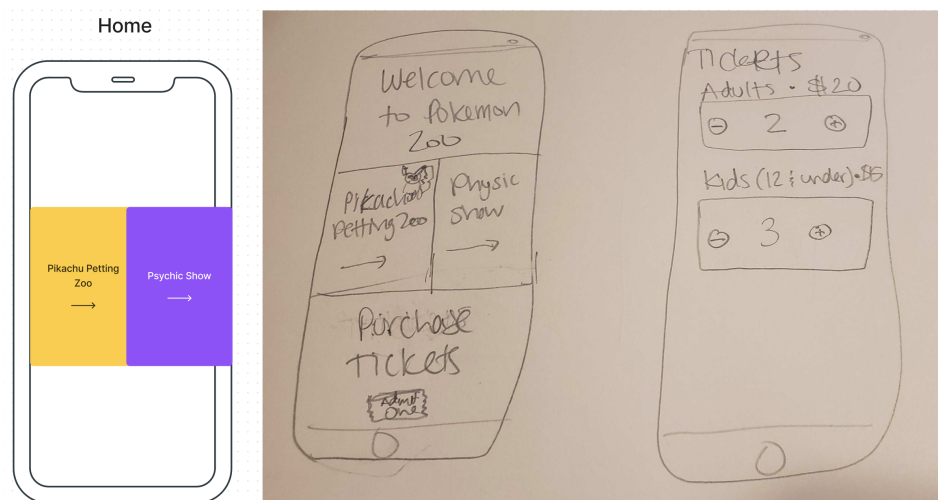


Figure 1: Sketches of the app landing screen and ticket screen.

Figure 1 depicts sketches for the app landing screen and the ticket purchase screen. At the top is the Welcome to Pokémon Zoo message. Directly underneath, two popular exhibits are featured, the Pikachu Petting Zoo and the Psychic show. Users can tap on either one of these items to learn more about the exhibit such as location and show times. At the bottom of the screen is the Purchase Tickets section. If a user taps on Purchase Tickets, they are directed to the third screen on the right where they

can indicate the number of adult and children tickets they want to purchase and see the price of each ticket.

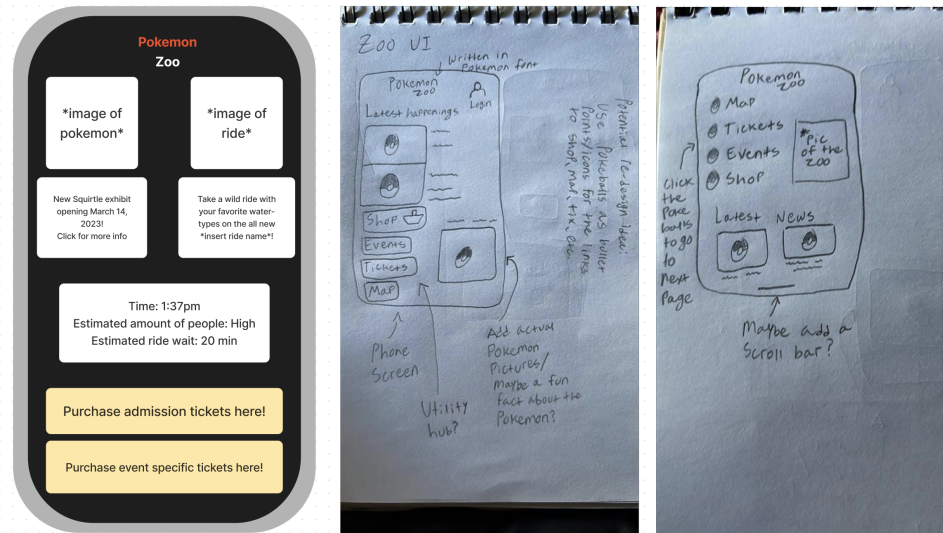


Figure 2: Sketches of the app landing screen.

Figure 2 also focuses on the app landing screen and takes a similar approach to the sketches in Figure 1 highlighting two exhibits and a purchase tickets section. Starting with the screen on the left, at the top is the name, Pokémon Zoo. Underneath the title, two exhibits are featured: a new Squirtle exhibit opening soon and a new ride that recently opened. Tapping either exhibit section would bring the user to a new screen with additional information. At the center of the screen is the current time, the estimated number of people in the park, and the estimated ride wait time. At the bottom of the screen are the purchase tickets buttons with the top button specifically for the zoo's general admission and the bottom button for the zoo's special events admission. The middle sketch is a second iteration of the first. Adjacent to the Pokémon Zoo heading is a Login icon. The orientation of the exhibit information is rearranged, and the section is labeled as Latest Happenings. In the bottom left corner is a menu to navigate to different parts of the app. The bottom right corner is a section to spotlight different Pokémon at the zoo alongside some fun facts. The screen on the right is similar to the middle screen with variation in the hierarchy of the information. The menu is moved from the bottom left to the top left and the Latest Happenings is relabeled to the Latest News and moved to the bottom of the screen. You can see that the middle and right screen make use of annotations and arrows to add additional context to the sketch.

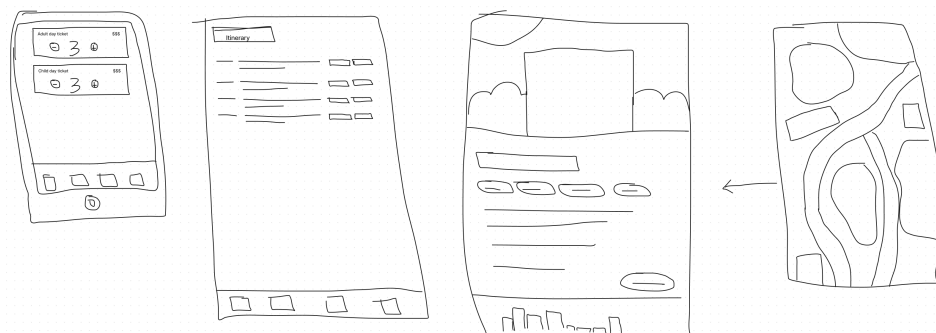


Figure 3: Sketches (from left to right) of the ticket purchase, itinerary, exhibit, and map screens.

Figure 3 shows a series of sketches from left to right that depict the ticket purchase, an itinerary, an exhibit detail screen, and a map. The ticket purchase screen is almost identical to the ticket purchase screen depicted in Figure 1. The only addition is the inclusion of a bottom navigation bar for users to traverse the app. The next screen is an itinerary where users can keep track of all the exhibits and events they're interested in attending throughout the day. The lines represent text, with the short line on the left representing the time and then adjacent to the time is the name of the exhibit and underneath is the location. The two rectangles on the right represent buttons to view or modify the exhibit in a user's itinerary list. Next is the exhibit detail screen. At the top is an image of the exhibit. Underneath is the title of the exhibit followed by the time chips that inform users when an event at an exhibit is taking place. Next is a brief description of the exhibit followed by the predicted busy times for each exhibit. Users have the option to add the exhibit to their itinerary at their desired time by tapping on the button. The last screen on the right is an interactive map of the zoo. Users can zoom or pan within the map to locate different exhibits and then tap on buildings to learn more about the exhibit within the exhibit detail screen.

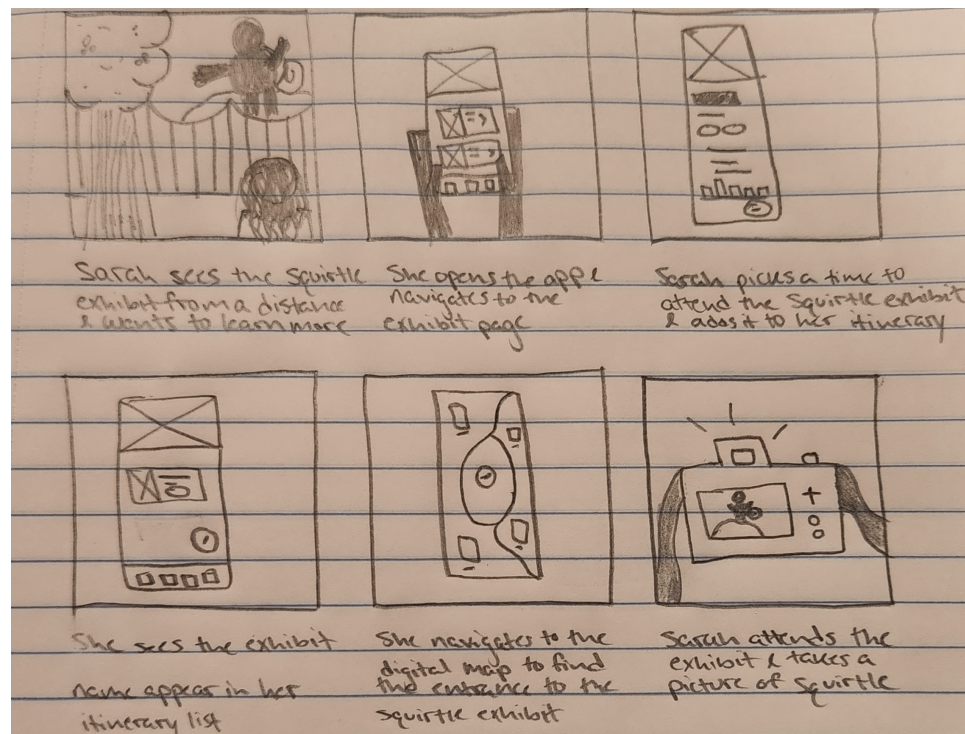


Figure 4: Storyboard that depicts a person using the Pokémon app at the Zoo.

We created a storyboard to capture how we imagined a person would use the app while at the zoo. The storyboard focuses on Sarah, a young woman who loves Pokémon, as she experiences learning more about the Squirtle exhibit, adding it to her itinerary, and using the map to navigate through the zoo. The storyboard helped inform the overall experience we wanted to provide to users and guided us in the prototyping process.

Prototype

We decided to create the prototype for the Pokémon Zoo app in Figma due to its collaborative nature which allowed for the most flexibility working remote asynchronously. We chose to create a high-fidelity wireframe that uses pictures, icons, text, and colors to tell an immersive story. In presenting a high-fidelity wireframe, we welcome feedback about the usability of the app and the visual design. In our prototype we focused on creating five sections: home, tickets, map, exhibits, and itinerary. We created several iterations of the app based on the feedback we provided to each other and the feedback we received from two potential users.

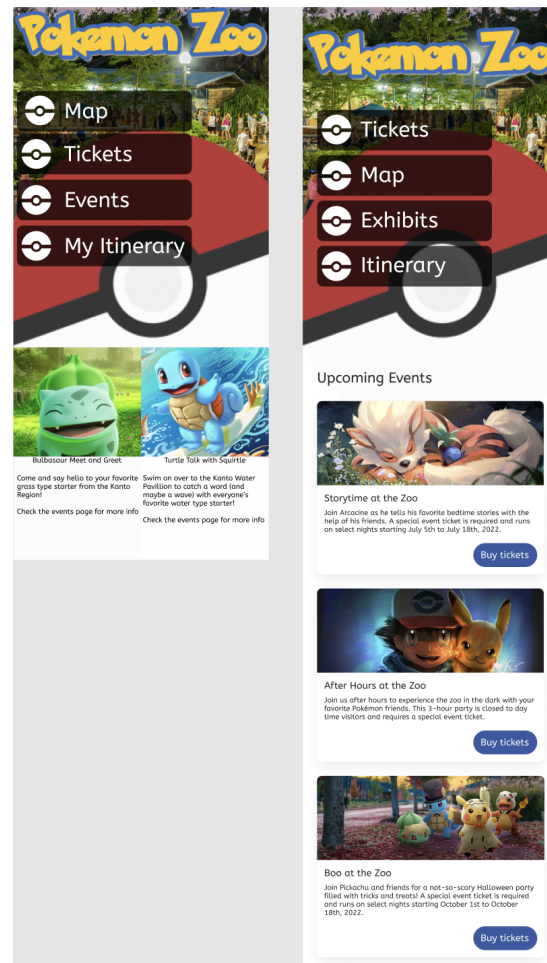


Figure 5: Iteration of the Home screen based on user feedback.

Figure 5 depicts the iteration of the home screen. On the left is the old design and the right is the new design. Based on user feedback, we reordered the Home screen menu items in order of importance which also matched the order of the items in the nav bar. At the bottom of the screen, users thought it was difficult to read the text for upcoming events, so we improved the design by creating a vertical list to spotlight upcoming events and enable users to have easy access to purchase tickets for the special events.

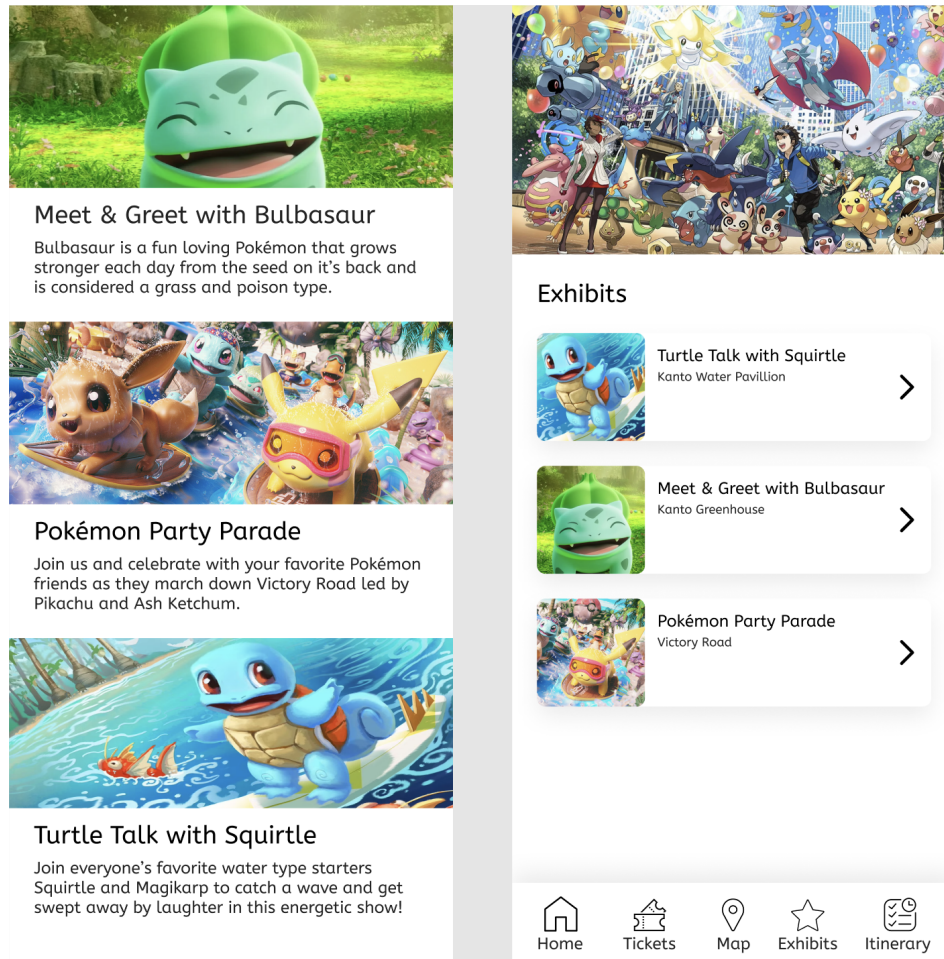


Figure 6: Iteration of the Exhibits screen based on user feedback.

Additional feedback was captured regarding the Exhibits screen as seen in Figure 6. While people liked the large images, they didn't realize the area was clickable to learn more about each exhibit. The screen on the right shows the redesign. The images were scaled down and placed onto cards that signify they are tappable with the placement of the arrow and the drop shadow on the cards. We also removed the detailed Exhibit information from the main Exhibits screen and instead added the location of the Exhibit to provide quick, at a glance information to users.

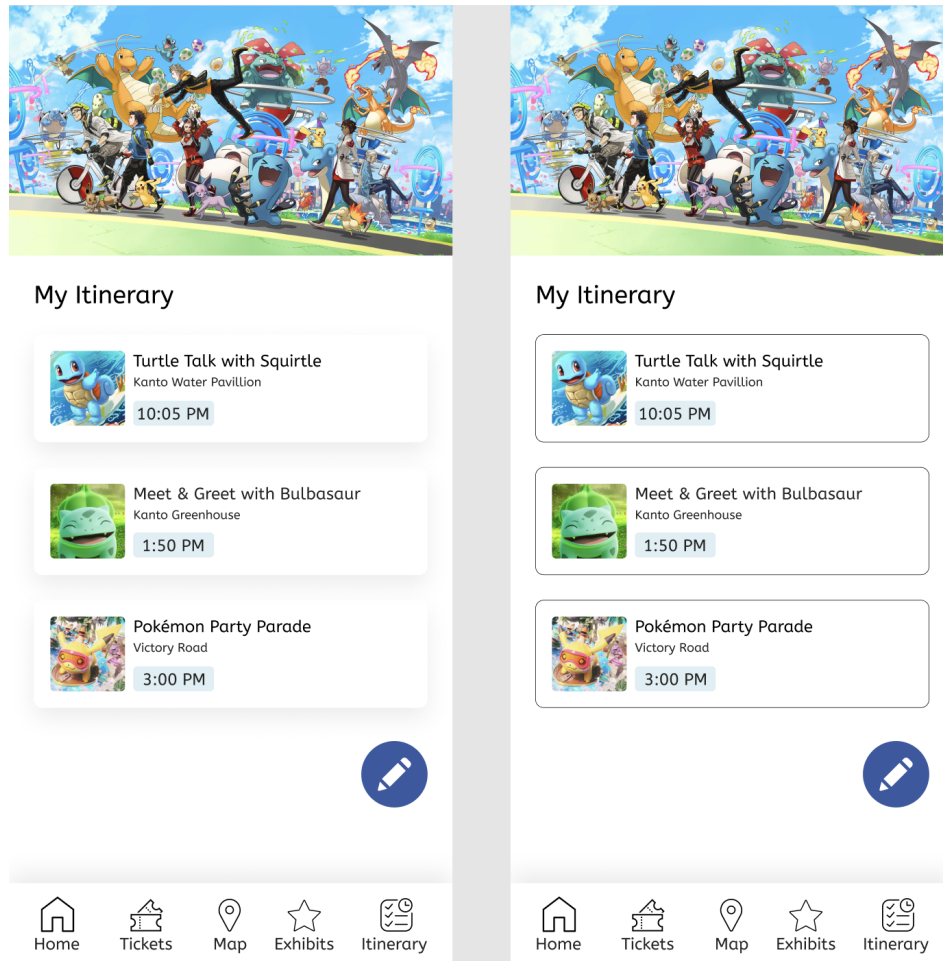


Figure 7: Iteration of the Itinerary screen based on user feedback.

Lastly, our potential users provided feedback on the Itinerary screen seen in Figure 7. Users thought that the cards in the screen on the left were clickable because of the drop shadow although the cards are not interactive unless the user were to enter edit mode by tapping on the edit icon. To remedy this mismatch, the drop shadow was removed, and a stroke was added instead.

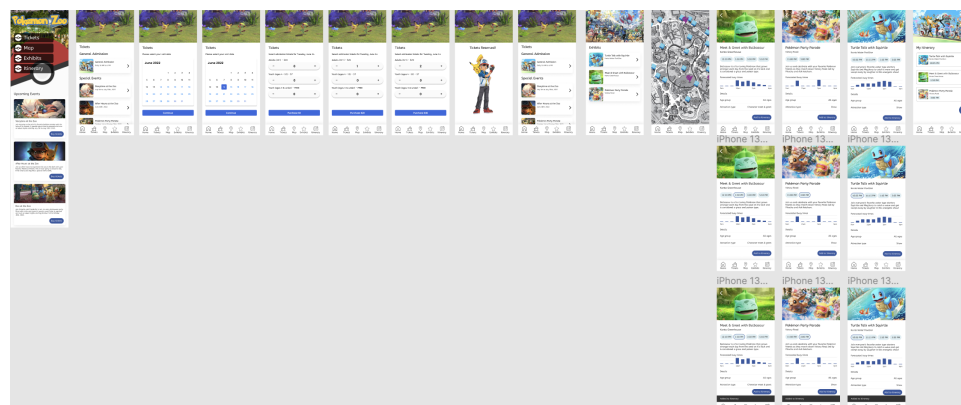


Figure 8: Collection of all app screens.

Figure 8 shows all the wireframes used for the Pokémon Zoo app. You can interact with the [full prototype](#) to get a better sense of the features and overall experience. While this is a high-fidelity, functioning prototype, the prototype still has limited functionality where not all UI elements are interactive since we are focusing on the main functionality of the home, tickets, map, exhibits, and itinerary screens. As we finalize the main functionality for these screens, we will continue to add new features and functionality. Overall, we found our process of sketching, storyboarding, wireframing, and prototyping to be effective as we iterated on our ideas during each step to present this version of the Pokémon Zoo app that we hope our users will enjoy using to plan their visit in advance or while at the zoo.

Appendix

<https://www.figma.com/proto/7nqNJ8wQgPFkqb0Rm0akgm/Team-Prototype-3?node-id=65%3A5&scaling=scale-down&page-id=0%3A1&starting-point-node-id=65%3A5&show-prototype-sidebar=1>