

**Information architecture
winter 2016**

Hana Matsushita

Concept/Creative Brief

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Basic Information

Project Name:

“Camnavi”

Date: 1/20/16

Project

Overview:



I always lost way even I read map. It will be more easy to drive or travel if we have map navigation app that we can see real road through mobile phone's camera and we can see line on the camera.

Navigation map app connecting real view of street through camera. Live navigation. This project develop navigation app for more possibility and user experience.

The Audience for this Project:

Someone who needs to guide more easily when you walk or drive.

A person who has no sense of direction.

Travelers.

A person who drive everyday.

Competition [and Model Sites:](#)

WAZE(<https://www.waze.com>) ----good point is you can see real

picture somepoint Google map

Need/Purpose

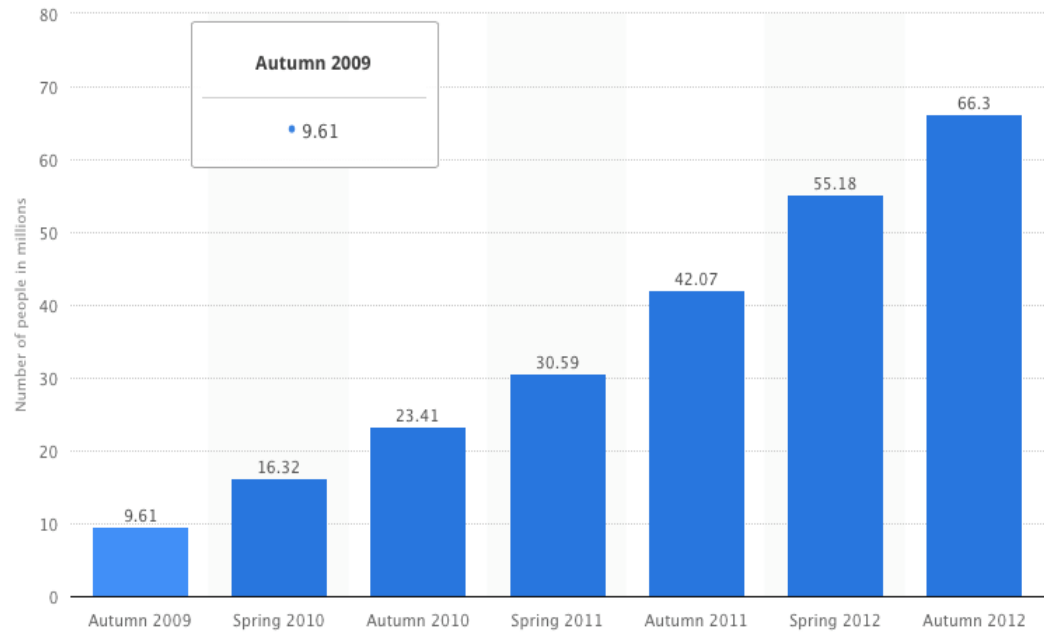
Smartphone Ownership Highest Among Young Adults, Those With High Income/Education Levels

*% of U.S. adults in each group who own
a smartphone*

All adults	64%
Male	66
Female	63
18-29	85
30-49	79
50-64	54
65+	27
White, non-Hispanic	61
Black, non-Hispanic	70
Hispanic	71
HS grad or less	52
Some college	69
College+	78
Less than \$30,000/yr	50
\$30,000-\$49,999	71
\$50,000-\$74,999	72
\$75,000 or more	84
Urban	68
Suburban	66
Rural	52

Combined analysis of Pew Research Center surveys conducted December 4-7 and 18-21, 2014.

Need/Purpose



Cell phone usage: Number of people who use their cell phone for maps/GPS navigation in the United States (USA) from autumn 2009 to autumn 2012 (in millions)

Need/Purpose

What People Have Trouble Doing Without Their Smartphones

44% of smartphone owners have had trouble doing something because their phone wasn't with them; here are some recent situations they describe

Getting directions or finding an address	25%
Trying to meet someone / let someone know you're running late	13
Call someone or get in touch with others (general)	10
Look up online info or complete online transaction	9
Access email, calendar, or address book	9
Get help in an emergency	8
Shopping (forgot list, needed advice, etc)	6
Online banking	2
Work-related tasks	2

Need/Purpose

Different approaches to the same navigational tasks underscore sex-linked differences

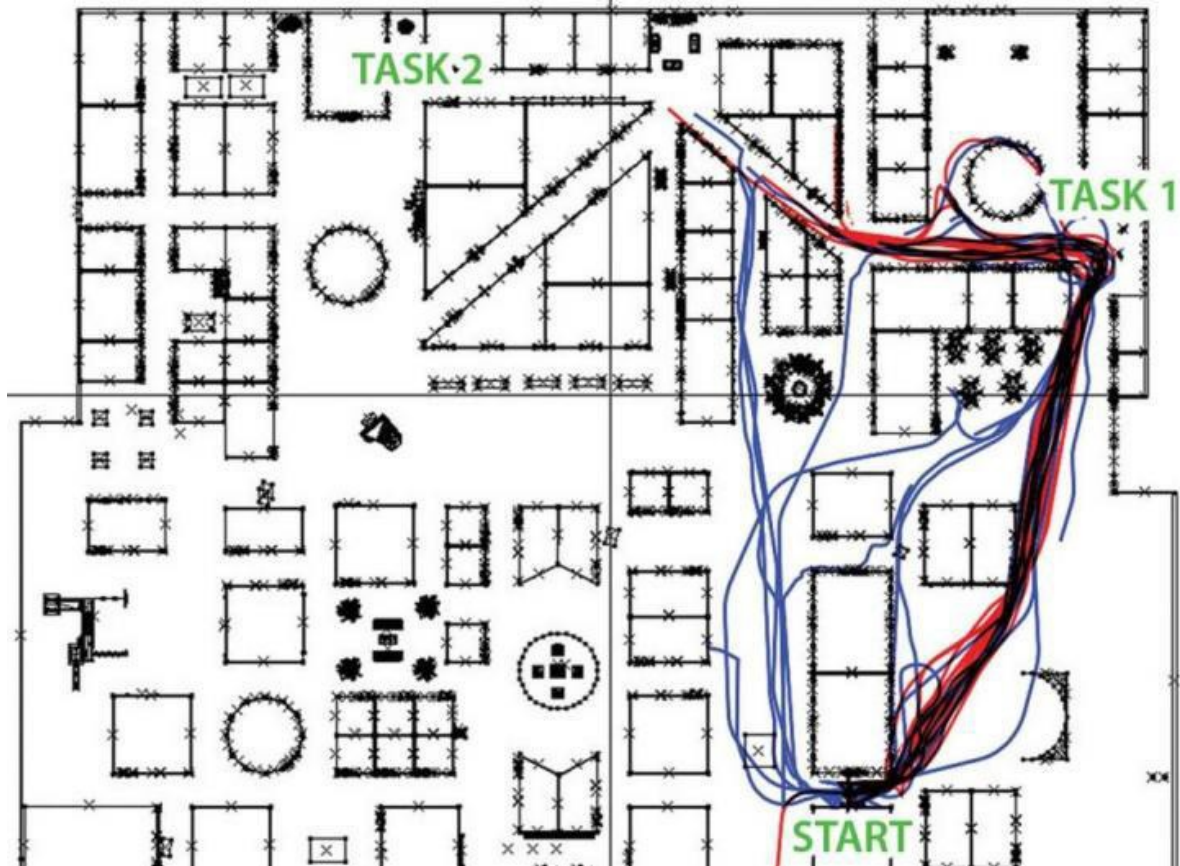


IMAGE: The lines show how men and women navigated a route. The blue lines are the women's routes, and the red lines are the men's. The lines show that the men

Credit: NTNU

It's been well established that men perform better than women when it comes to specific spatial tasks. But how much of that is linked to sex hormones versus cultural conditioning and other factors?

Researchers at the Norwegian University of Science and Technology (NTNU) decided to explore this idea by administering testosterone to women and testing how they performed in wayfinding tasks in a virtual environment.

Need/Purpose

There is a reason why many women (not all! but many) have trouble reading maps. The brains of men and women function in markedly different ways, which means they really do think differently, according to researchers from the University of California, Irvine and the University of New Mexico.

The human brain is composed of two types of tissue--gray matter and white matter. While men and women have about the same amount of gray matter and white matter, men appear to use more gray matter, while women use more white matter. Before we proceed further, it's important to note that while the two genders may think differently, this does not affect their intellectual performance or overall intelligence.

The study: Using magnetic resonance imaging equipment, the researchers performed a series of brain scans on 26 female and 22 male volunteers, all of whom were in good health and had no history of brain injury. The average IQ scores of the two genders were similar. The brain scans occurred while the volunteers carried out tests designed to assess their general intelligence.

The results: The human brain--male or female--is composed of about 40 percent gray matter and 60 percent white matter. When given intelligence tests, men used 6.5 times more gray matter than women, while women used nine times as much white matter.

What is the difference between gray matter and white matter? Gray is central to processing information and plays a vital role in aiding skills such as mathematics, map-reading, and intellectual thought. White matter connects the brain's processing centers and is central to emotional thinking, use of language, and the ability to do more than one thing at once.

Business Goals

What is this project

supposed to do?

Make live navigation map app

Use camera and can see arrow or line on the camera screen

Criteria for success:

User can go destination **more**

easily and less stress

Testing Requirements –
measurement of success:

Rating

Sharing

Feed

back

User arrives at destination safely

Interview from model version of

the app

Creative Strategies
employed:

Developer

Designer

Tester



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User Info

Who is your audience in general?

Mainly who use car.

Driver.

Traveler.

Cycle, Walk, Drive

Demographics:

18-60

Suburban,

urban

Female,male

Income up to/ \$33,600

Psychographics: (likes/dislikes, personality, comfort with technology, what they use the Internet for)

Likes travel

Use app a lot or smart phone

user Face book, you tube,

navigation app,



Persona 1



Anna P. Nail

23 years old

Lives in Los Angeles

Single

Income \$30,543

Moved from suburban 1 years ago.

Getting used to Los Angeles traffic.

Like

Likes to go restaurant, hiking, cycling

Behavior

Working at sports gym as a trainer.

Goes work by car.

Uses Facebook, instagram, Youtube, Net flix

Key personality

She can't decide quick.

She takes easy.

Persona 2



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Tiffany K. Rowe

60 years old

Live in Texas

Married 4 kids 1 grand child

Retired

Like

Likes travel and walking

Uses face book, instagram

Fitbit

Behavior

Walks a lot every day.

Travels with husband (to goes resort)

Travels with friends (to goes sight seen)

Some times uses car for long distance to see her kids and family

Cross U.S.

Key point

She has no sense of direction

USER JOURNEY

CASE 1; ANNA P. NAIL



Anna woke up when the alarm rang.
She was supposed to have brunch with her friend before go to work.
Prepared and got on her car.
This restaurant is called " POKIPOKI HANA" in Pasadena.
She never been there yet.

She opened navigation app "Live navi" then putted address. The app required to access camera. She knew it will use battery a lot so she connected charger and started driving.

She always demurred when get off freeway and onto interchange but she used this app so it was easy to visualize.
She arrived restaurant safely without get lost way and exit wrong gate at freeway.

After She had brunch at Pasadena she used car again to go Burbank's her sports gym.

She opened 'Live navi ' again and set destination and connected to charger then just follow the car navigation!
She could arrive office safely.
After work she got in car, open live navi and drove back home.

Checked social net work on her laptop, watched netflix , took shower, stretched her body
And she fell asleep, happy.

USER JOURNEY

CASE 1; Tiffany K. Rowe

Tiffany woke up when the alarm rang. She changed clothes and went to eat breakfast nearby her hotel. She is traveling at Firenze Italia!



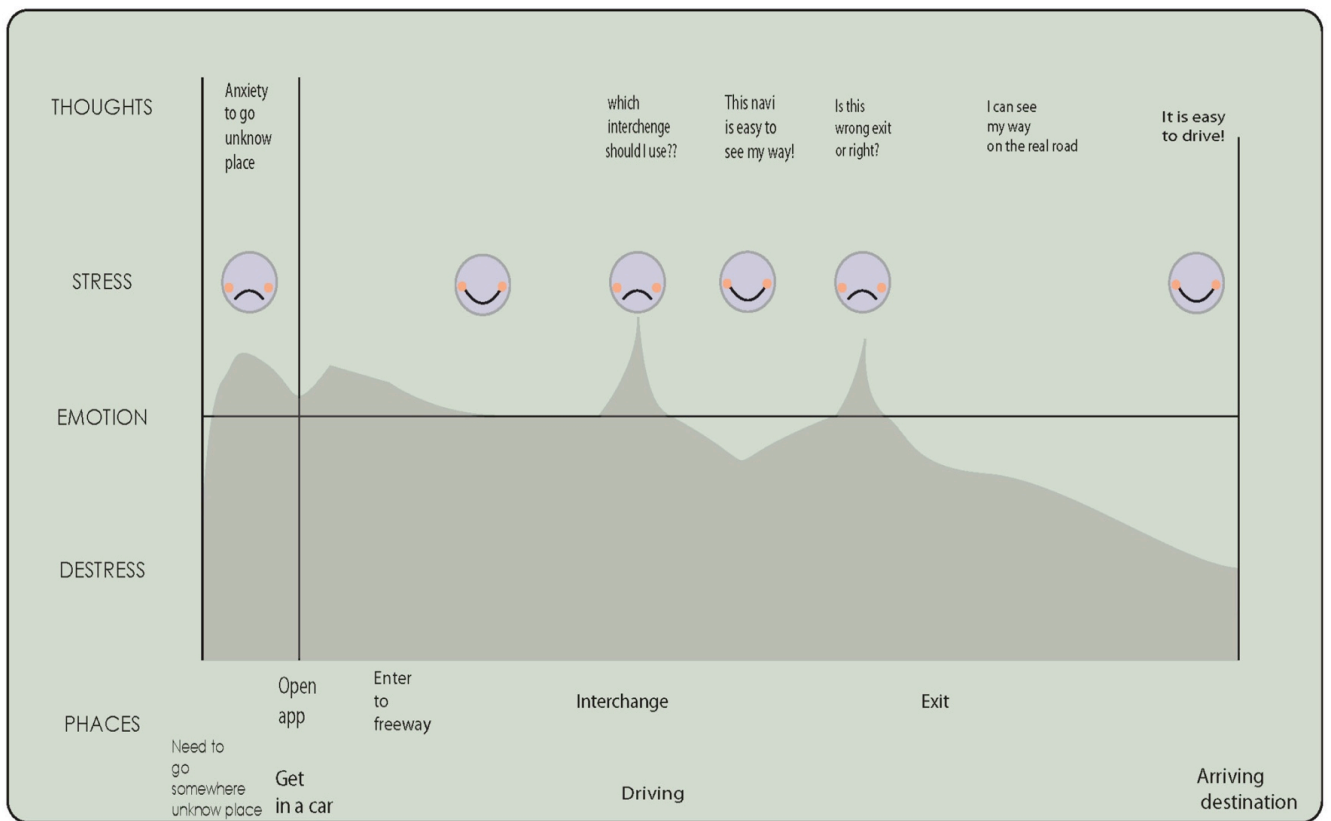
She planned to go museum and dinner by walk today. She opened "Live navi" and set to museum. Est was 25 min from hotel. she just followed red line on camera screen. It was really easy to arrive destination even they never been this place.

she enjoyed museum. she had time until dinner so made up to walk around river side where she saw on app that place when she walked to go museum.

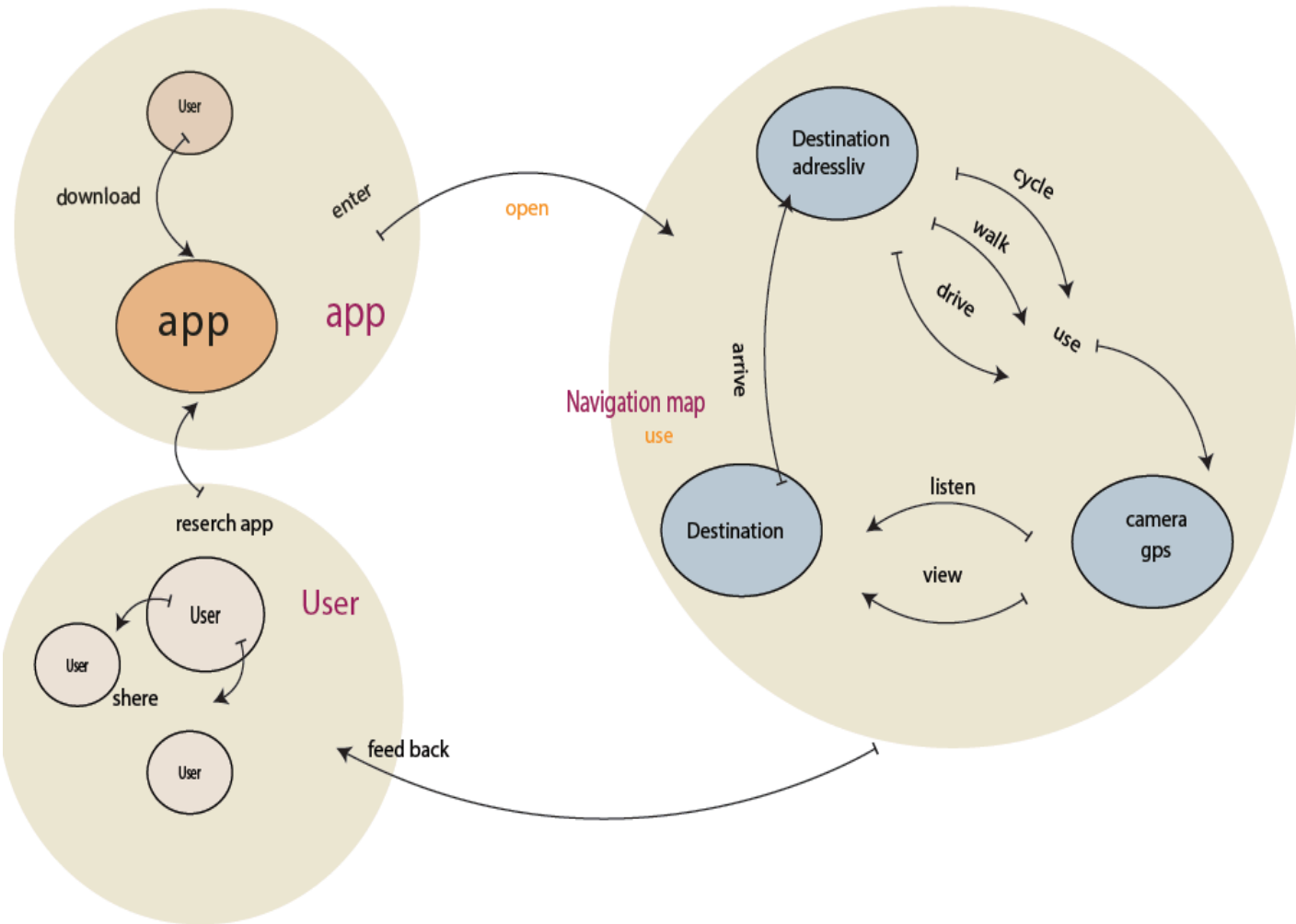
She knew about direction so walked without app. It looked not far away but she was lost her way after walk 10 min. so opened app then putted direction. She followed red line on camera. She thought this app changed her travel a lot. It is like magic for her. Red line appears on street just open the app and camera screen. She enjoyed walking river side and used this app again to go restaurant.

She backed hotel by taxi after long walking day. And she fell asleep, happy.

User Journey



Attribute of customer	High-level goals user has using site	Low level tasks they need to complete to use the site	Features which support task completion (interaction design pattern)
Anna /23 years old			
Afraid of driving in big city	Easy to lead navigation map	Open camera quickly can see real road through phone screen	GPS, connecting camera,
worried of safety	Drive safe	Alert when drive fast voice navi tells user next step before reaching the point Arrow appear only when need to make turn, left or change lane (usually only a line when user goes straight)	voice navigation
Likes to go out	Wants to see where she went (don't need to type several times)	History of destination address	History
Tiffany / 60 years old			
Has smart phone but not confidence to use smart phone	Can feel that easy to use app	Simple bottom, navigation to next step	Simple design icons visual
Getting old Aging	Drive safe walk safe cycle safe	voice navigation show big arrow or line with vivid color	voice navi system choose voice type choose arrow
Adventurous	Arrive destination	Put destination address	Walk mode , car mode,cycle mode Searching tab Auto correct



Developing Website Requirements

Need to connect to camera (allow connection camera , required to have camera with user mobile)

Descriptions for first time to use this app(visual)

Voice navigation

Make camera can't zoom in when user set direction.

Content requirements

Mobile phone
camera
voice
GPS



Style Guide

Possible colors



18467D



E8D01B



BF202D



434C3F



D1D3D4

Typography

Cam Navi Header

(Centry Gothic)

Cam Navi Header 2

(Myriad pro regular)

Cam Navi Header 3

(Arial)

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(Helvetica regular)

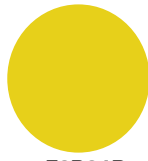
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Style Tiles

Possible colors



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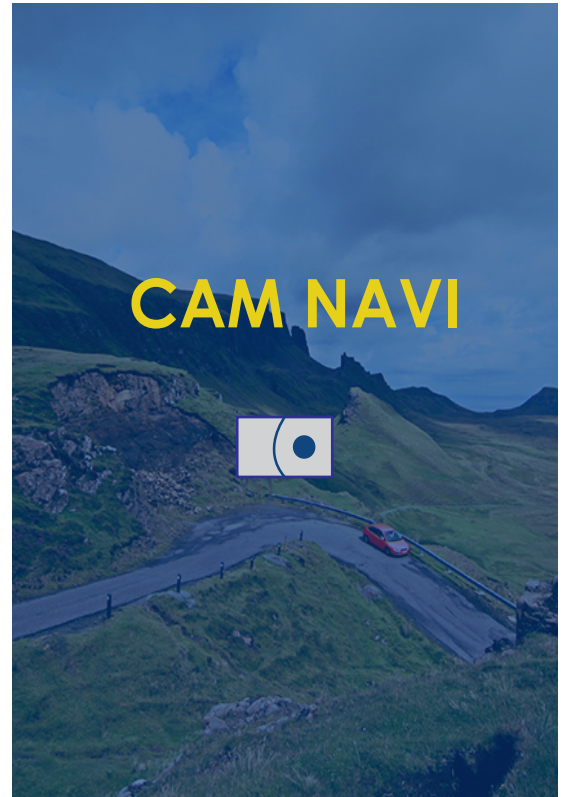
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Cam Navi Header

(Century Gothic)

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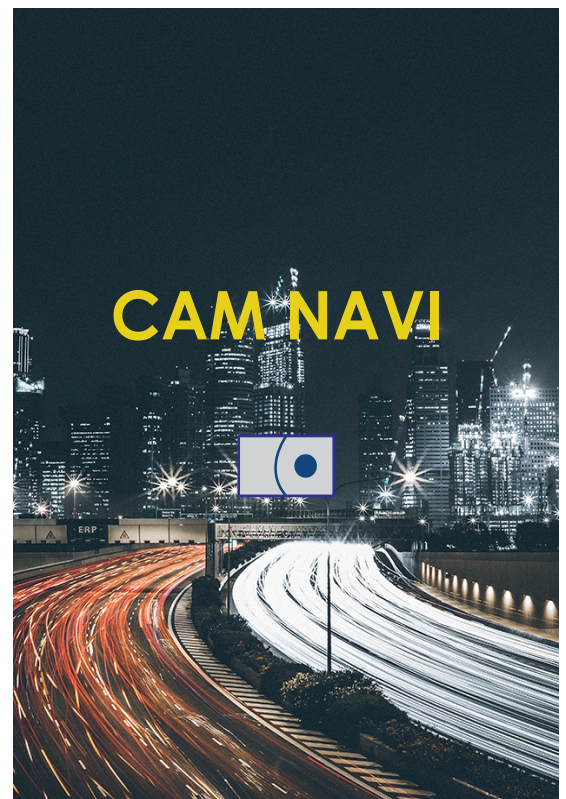
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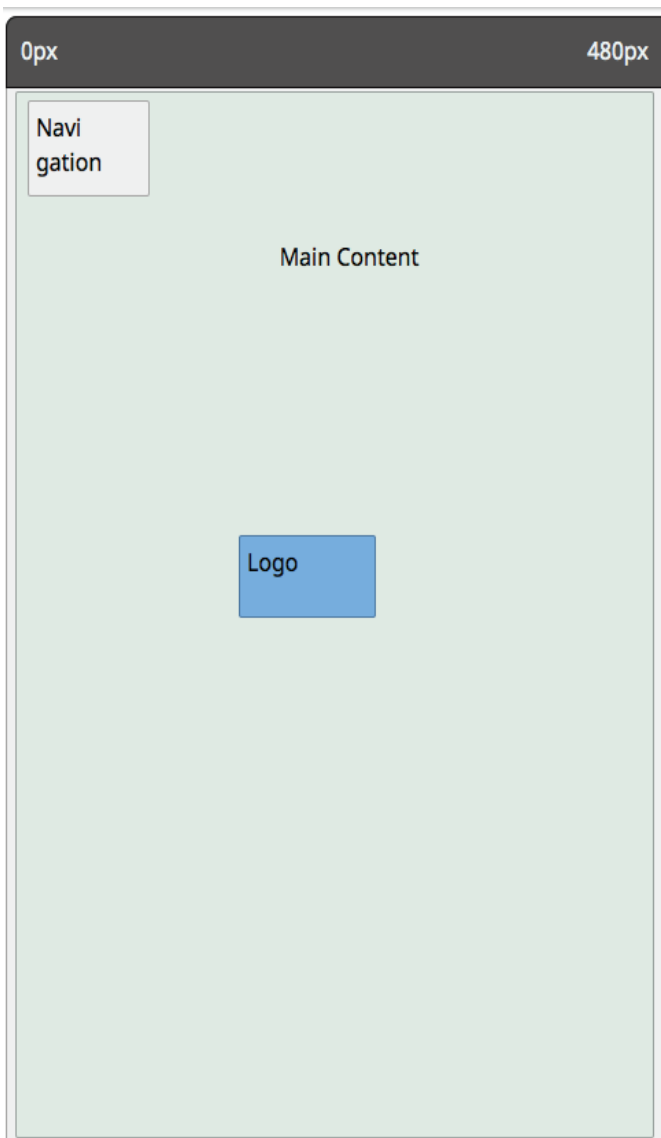
BUTTON



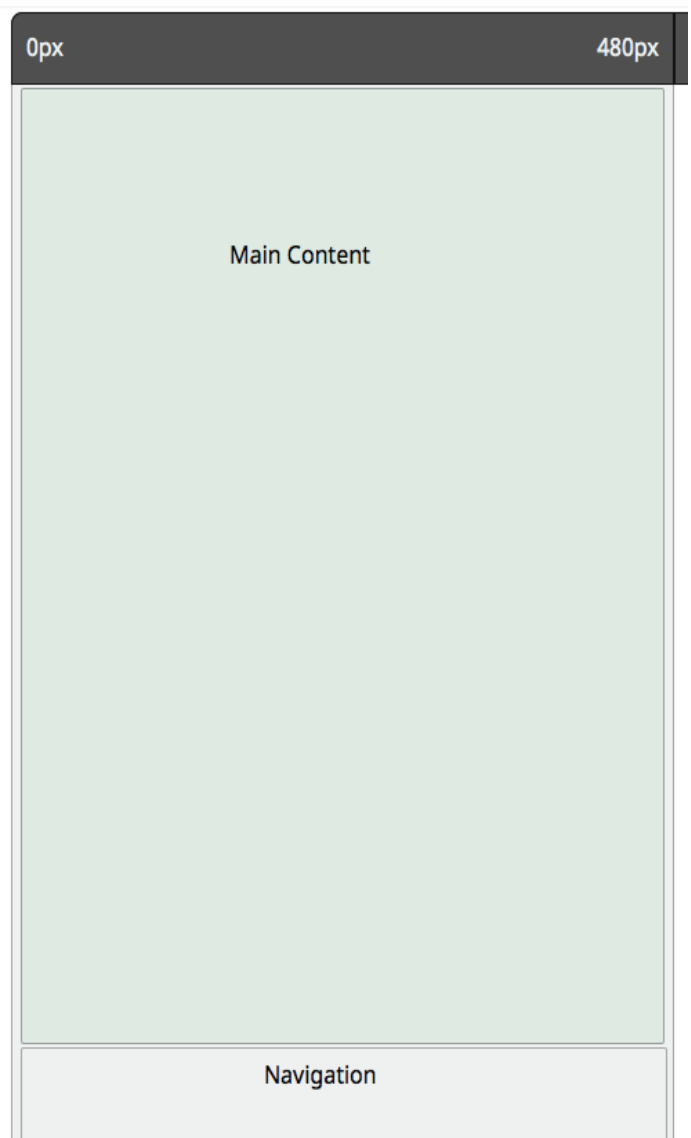
ARROW



Wire frame



Home



Navigation page

Infor source

<http://webcenters.netscape.comuserve.com/news/fte/womenmaps/womenmaps>

<http://techcrunch.com/2013/06/11/behind-the-maps-whats-in-a-waze-and-why-did-google-just-pay-a-billion-for-it/>

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<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

<http://www.sciencedirect.com/science/article/pii/S0166432815302680>

<http://venturebeat.com/2013/04/26/battle-of-the-mobile-sexes-women-install-40-more-apps-spend-87-more-than-men/>

Norwegian University of Science and Technology