RECREATION IN ROSWELL

App redesign based on roswellgov.com

BY: MAGGIE PRUITT

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PROPOSED SITE MAP

SUBHEADER NAVIGATION

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- Twitter Icon
- Instagram Icon
- YouTube Icon

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- Report an Issue
- News

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- Convention & Visitors Bureau
- Roswell Historical Society
- Demographics & Population
- Roswell Property Tax Rate
- Vision, Mission, Values & Goals
- Newcomer Welcome Flyer

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- Fee Reduction Incentives
- Redevelopment
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- Garage/Yard Sale Permit
- Photography Permit
- Police Career Opportunities

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- Facility Directory
- Business License
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- Staff Directory

LEGEND
- Page with Content
- Internal Page/Link with Content
- HOME
- Link to External Page
- Drop-Down Main Menu

FOOTER
Same as main menu links

Current Site Map:
City of Roswell website
https://www.roswellgov.com/home
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Roswell georgia

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Animal Control
- Building Permits & Inspections
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- Code Enforcement

Business Registration

Court Services

Cultural Arts Center Box Office

Environmental Education

Floodplain Management

Garbage Pick-Up
- Curbside Recycling
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Residents

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- CORE Community
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- City Code Online
- Code Enforcement
- Coexisting with Coyotes
- Elections
- Floodplain Information
- Gas South Resident Discount

Get Involved
- Volunteer Roswell
- AmeriCorps After School Program
- Keep Roswell Beautiful
- Friends of the Roswell Parks
- Historic Roswell Beautification Project
- Nonprofit Partnership Program
- Special Events

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Roswell georgia

WHAT IS ROSWELL IN RECREATION?

- The purpose of the app is to allow residents and/or visitors a specific place to look at information relation to recreation programs, health and wellness activities, news and facilities. (Site map located here for general information).

- This app will be targeting Roswell residents and non-residents who are interested in programs related to the City of Roswell's recreation and parks department.

- The app will help users register for programs, find out more information on programs they are looking to get involved in and help display information about local happenings.

- This app will also help making finding information about specific and local programs easier than searching on the main Roswell municipal website.

INFORMATION ARCHITECTURE (FIRST DRAFT)
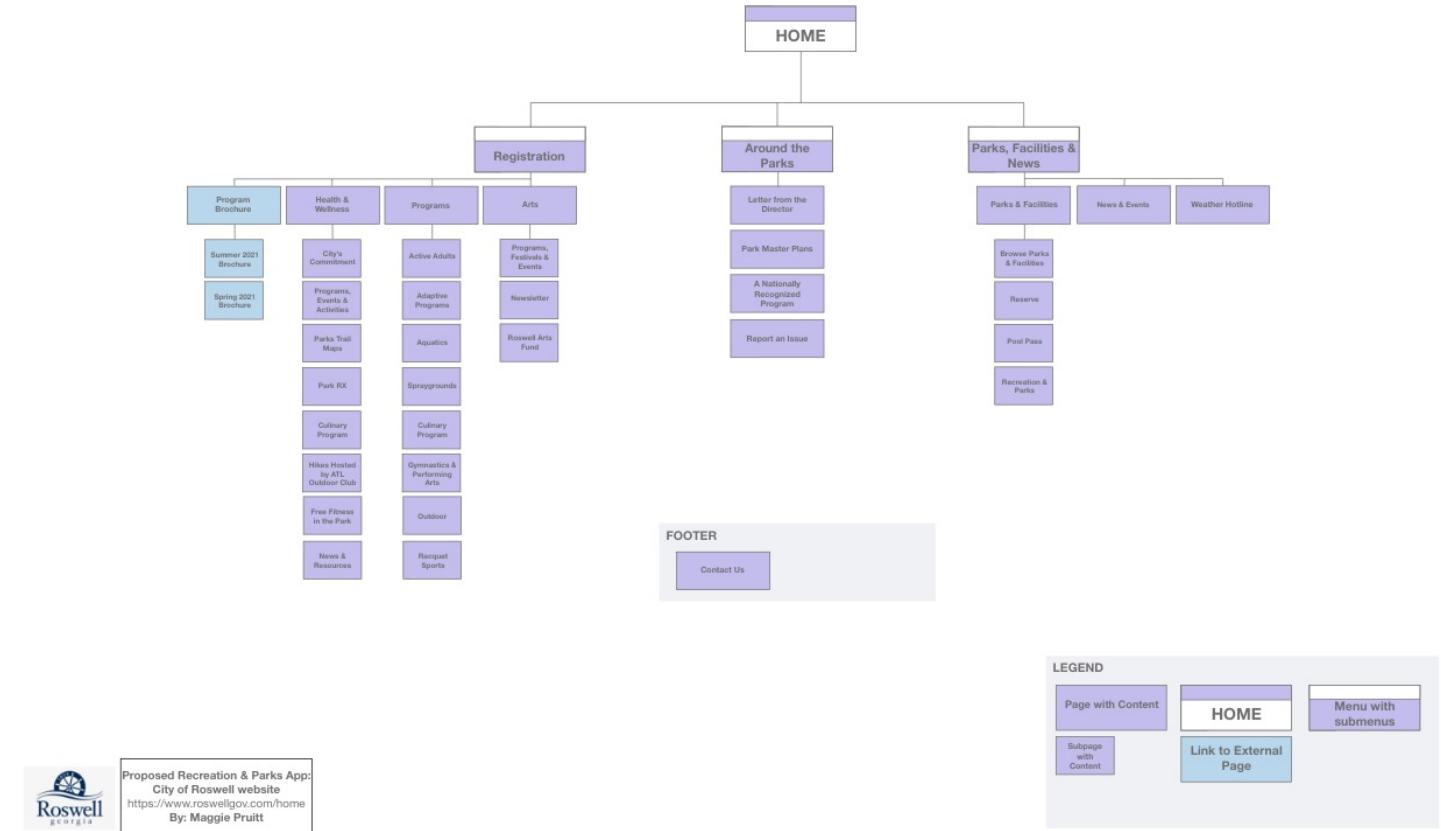
USER STORIES

Meet Rebecca, Sara & Jackson

- Rebecca (USER 1): She is a mom looking to find out more information on summer camps in Roswell.

- Sara (USER 2): She is a runner who enjoys the Roswell trails and running after work.

- Jackson (USER 3): He is a youth baseball coach that practices at the local Roswell recreational fields.

USER STORIES

#1

- Rebecca is a resident of Roswell and a mom. She wants to see if there is a musical theater camp taking place this summer in Roswell for her daughter to participate in. She has a specific week in mind and is willing to register her daughter for the camp if there are spaces available. Rebecca is looking for a quick way to search a camp and register for it on the go.

#2

- Sara is an avid runner. She loves running throughout Roswell, especially in her local park (Roswell Area Park). She occasionally works late and likes to get a trail run in as the sun is setting, so she sometimes leaves the park at dark. Sara recently ran at the park, and there were numerous lights out from a recent storm on the trail and in the parking lot. She wants to report it to the city so they can fix the lights. Sara is looking to help her community and give the parks department a heads up about a safety concern.

#3

- Jackson is a Roswell resident and coach of his son's baseball team that plays for the city. They practice on the city's fields. Jackson noticed a bad storm coming for one of the team's practice days. On the day of practice, he wants to find out if the field his team is practicing on is open or if they are closed due to the weather.

FLOW 1: REBECCA
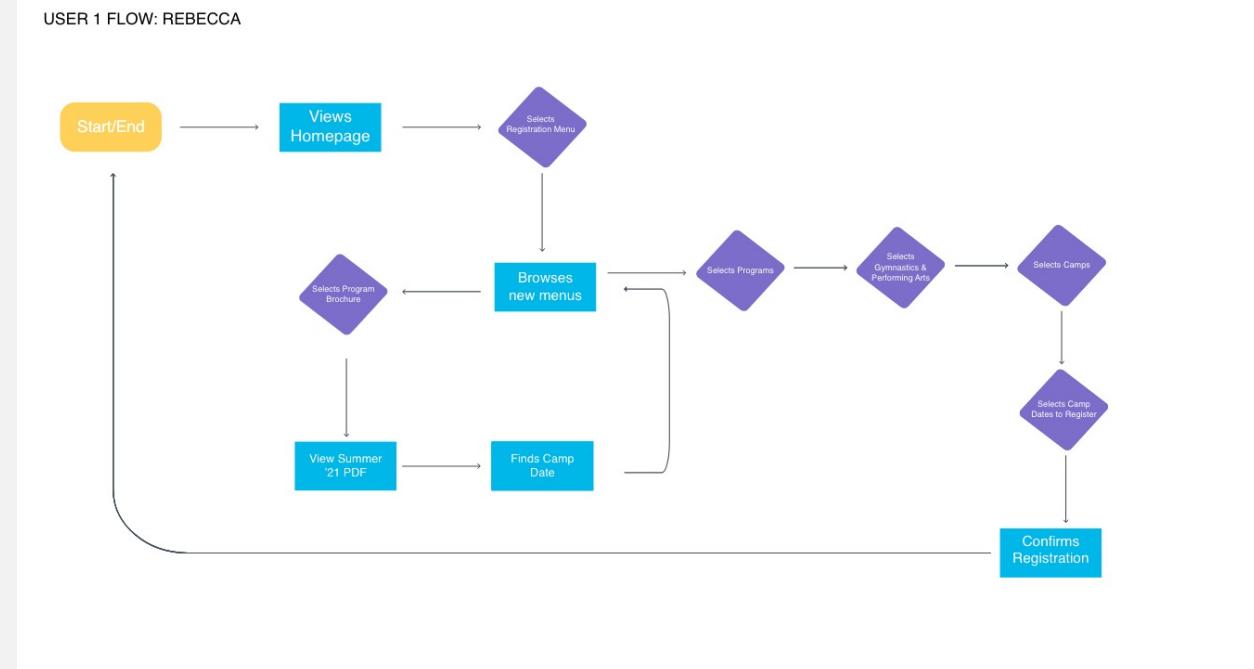
USER 1 FLOW: REBECCA
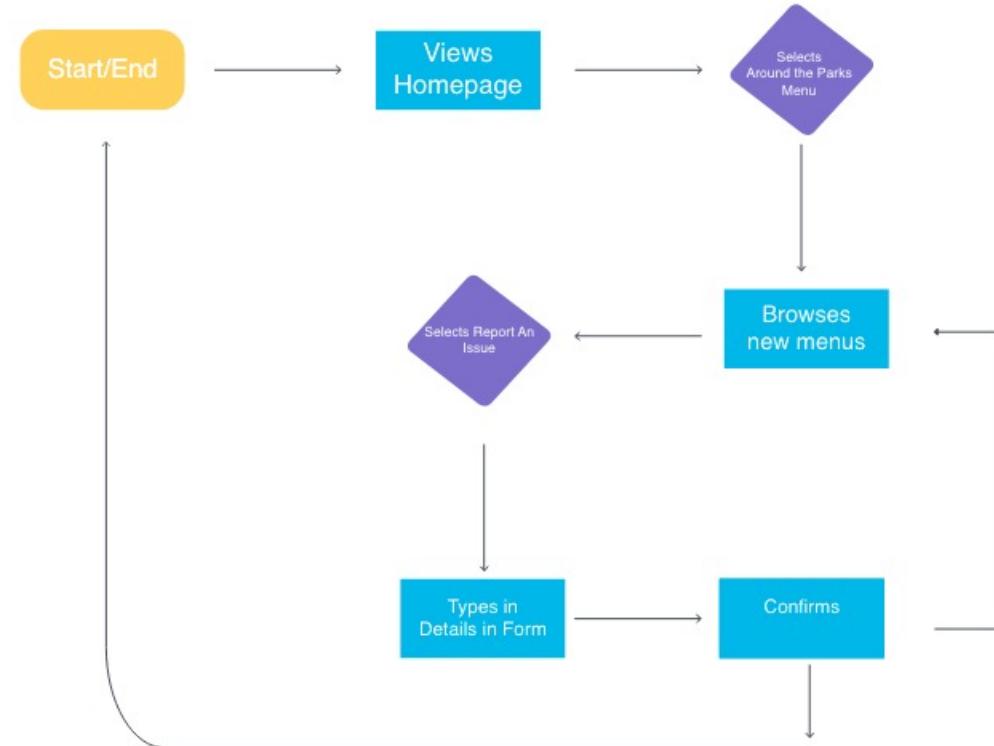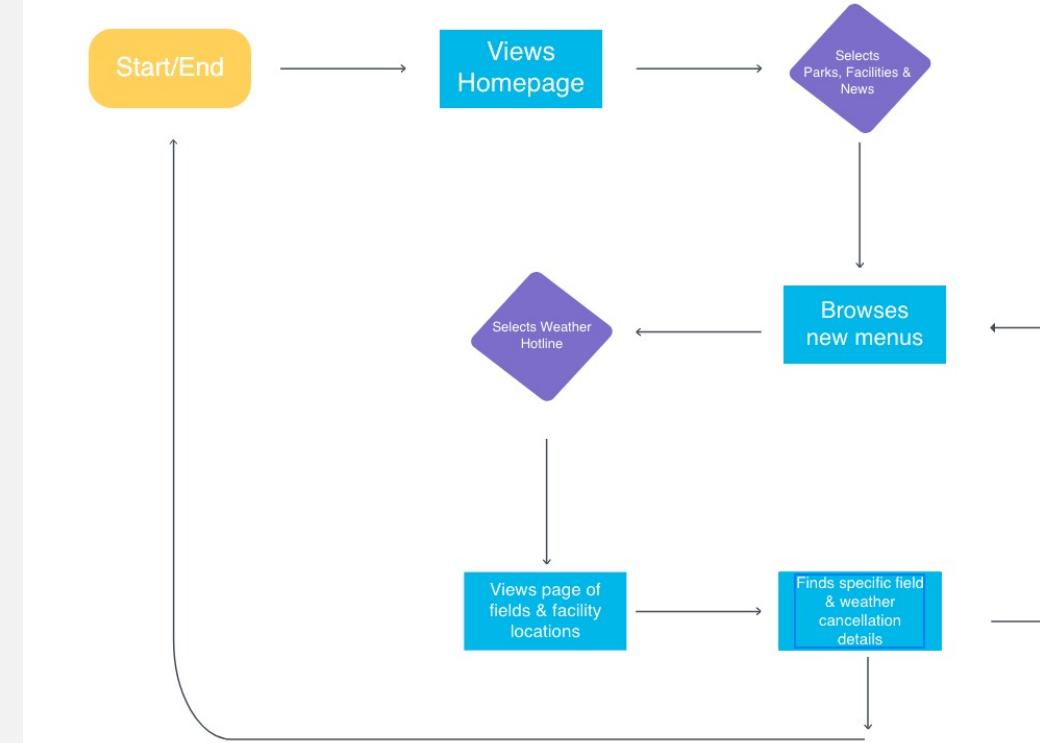
- Users start on the home page that appears when they open the app. The city's logo appears with three main menus and two submenus.

- Three main menus that are clickable – Registration, Around the Parks and Parks, Facilities & News.
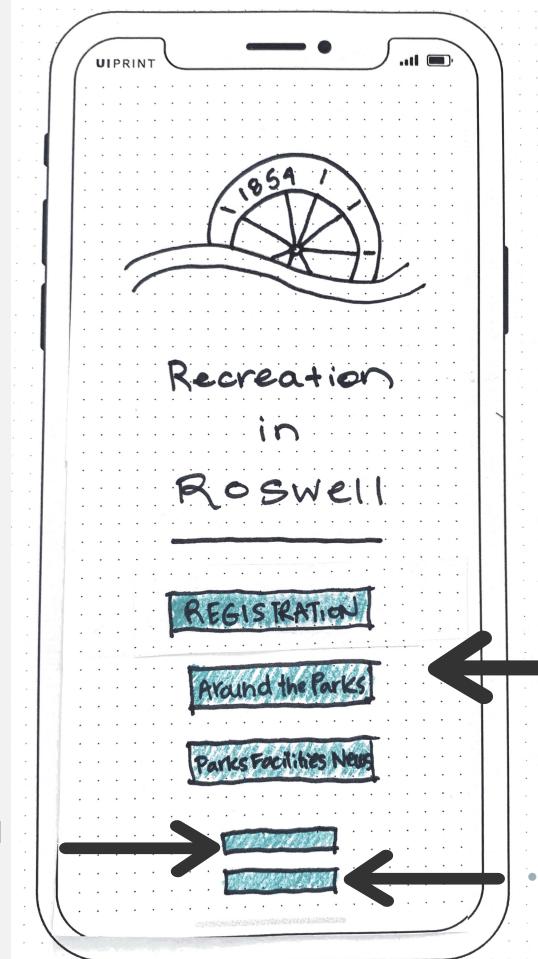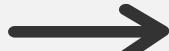
- Log In and Create an Account

- Contact Information

ARTS & EVENTS FLOW
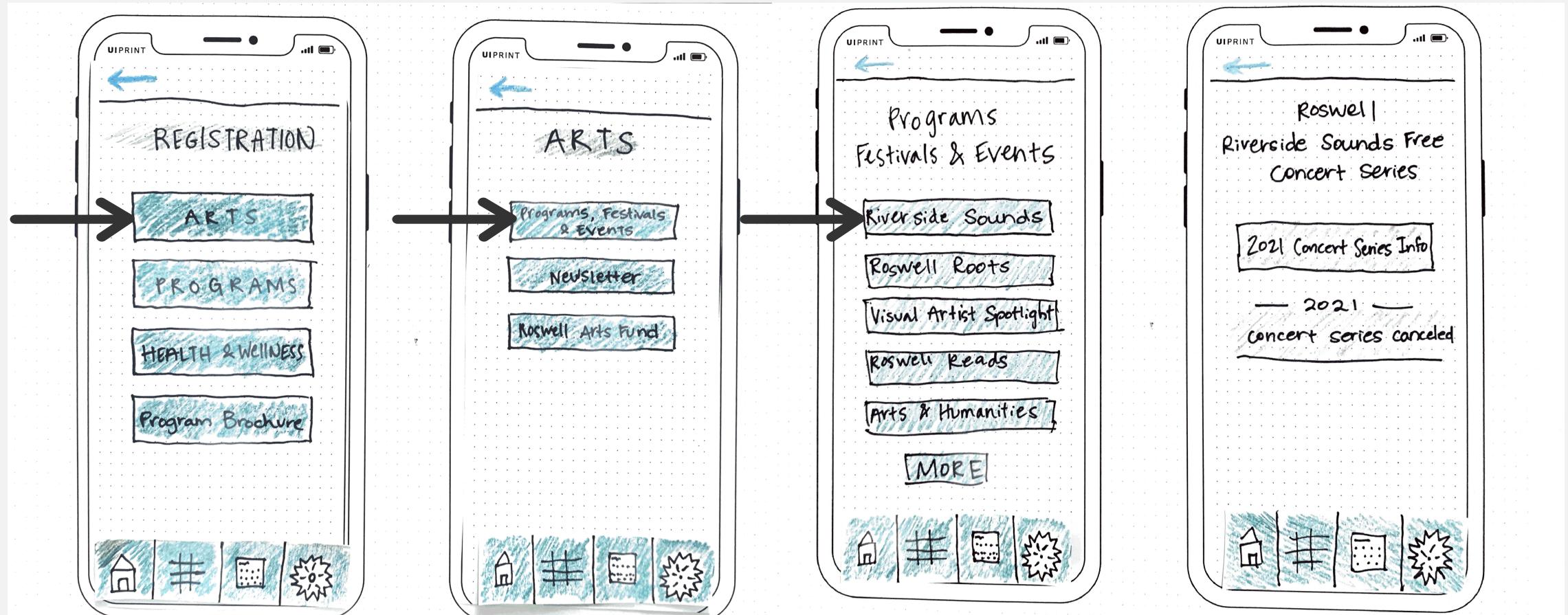
PROGRAM BROCHURE FLOW

PARK TRAIL MAPS FLOW

REGISTRATION
- ARTS
- PROGRAMS
- HEALTH & WELLNESS
- Program Brochure

Health & Wellness
- City's Commitment
- Programs, Events & Activities
- Parks Trail Maps
- Park RX
- Culinary Program
- Hikes - ATLOutdoor
- Free Fitness
- MORE

PARK Trail MAPS

KEYBOARD

Users can search by name of park or go to the map and click on a location

Users can type in the name of the park
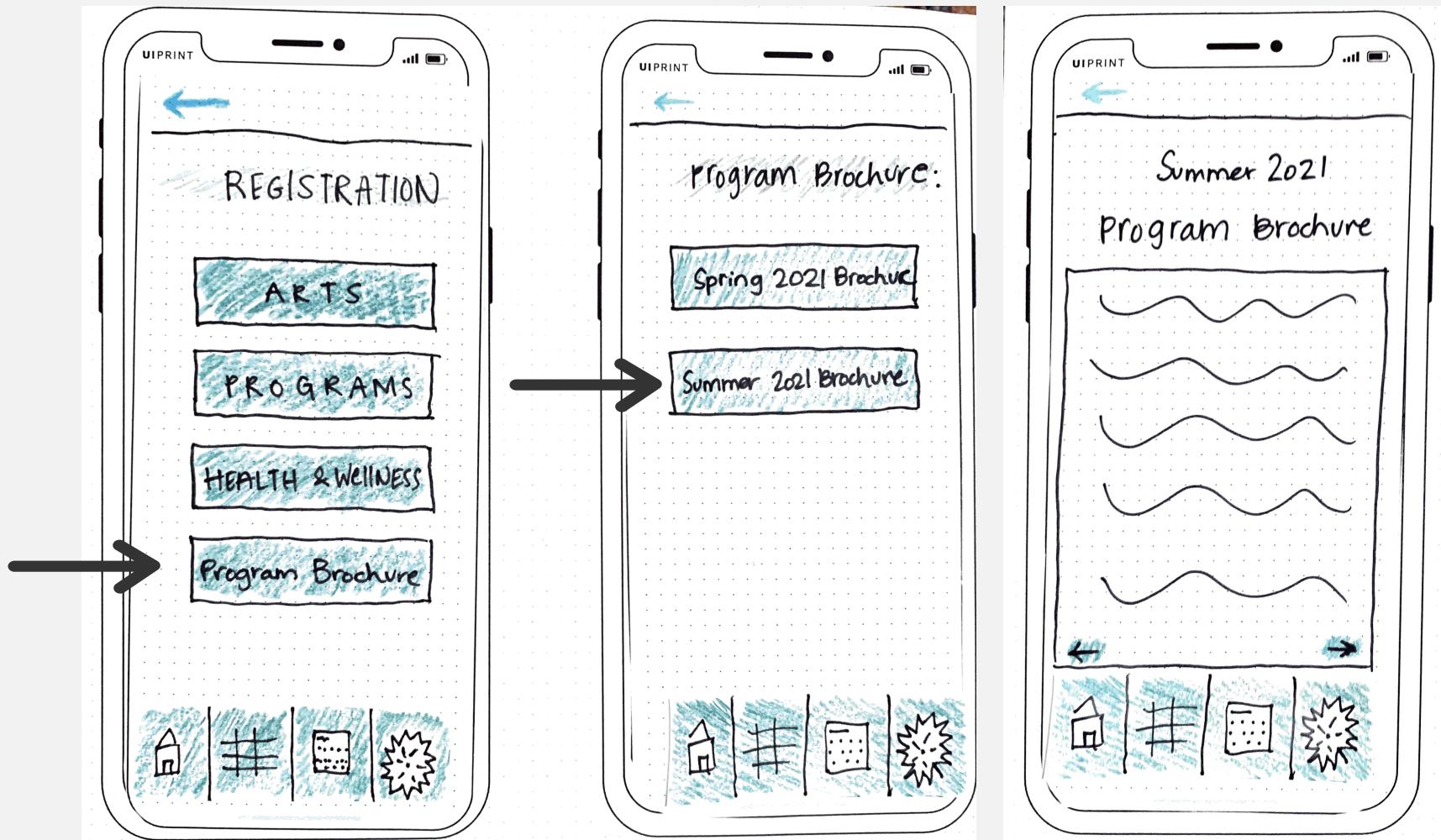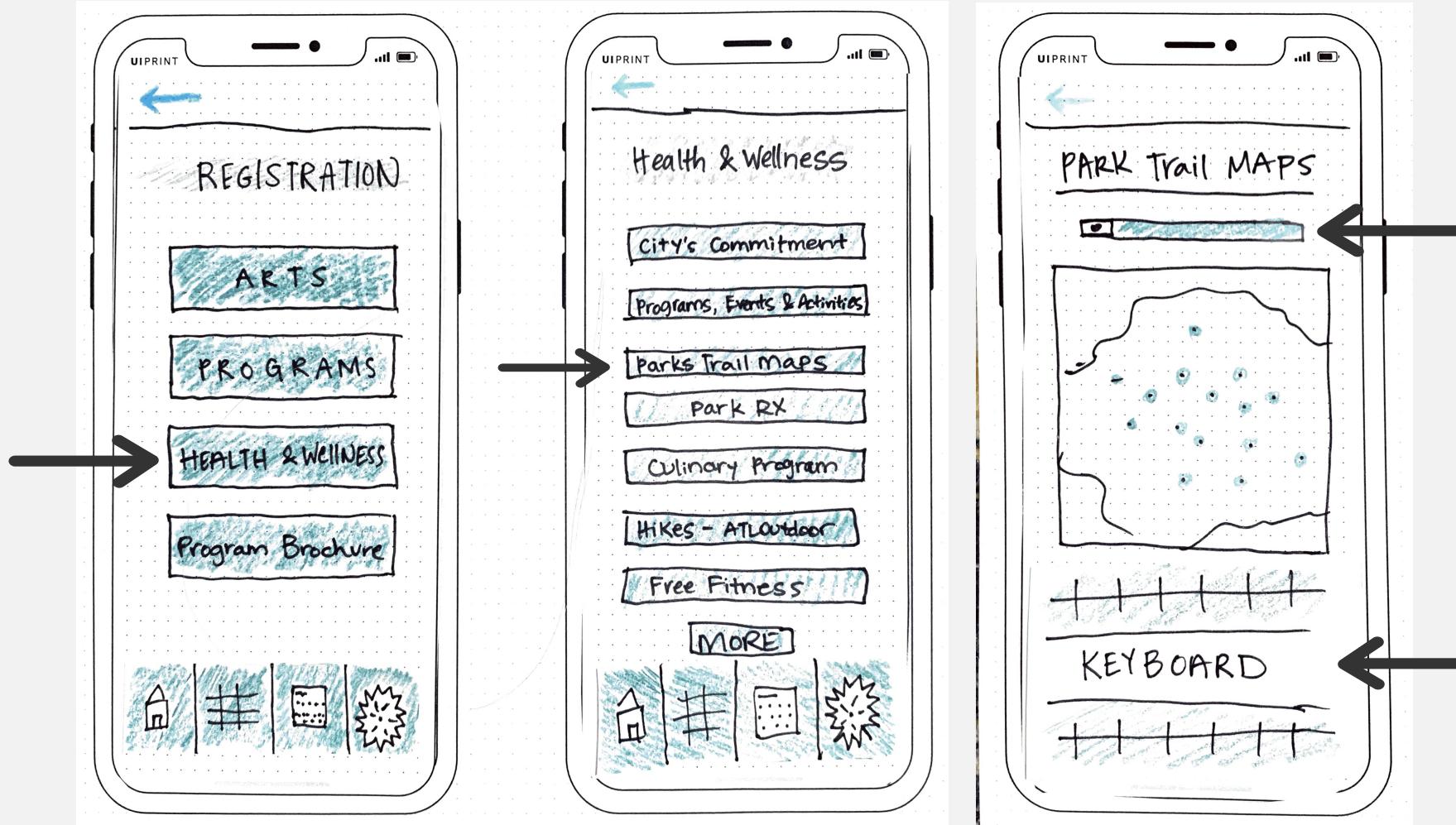
NEWSLETTER FLOW
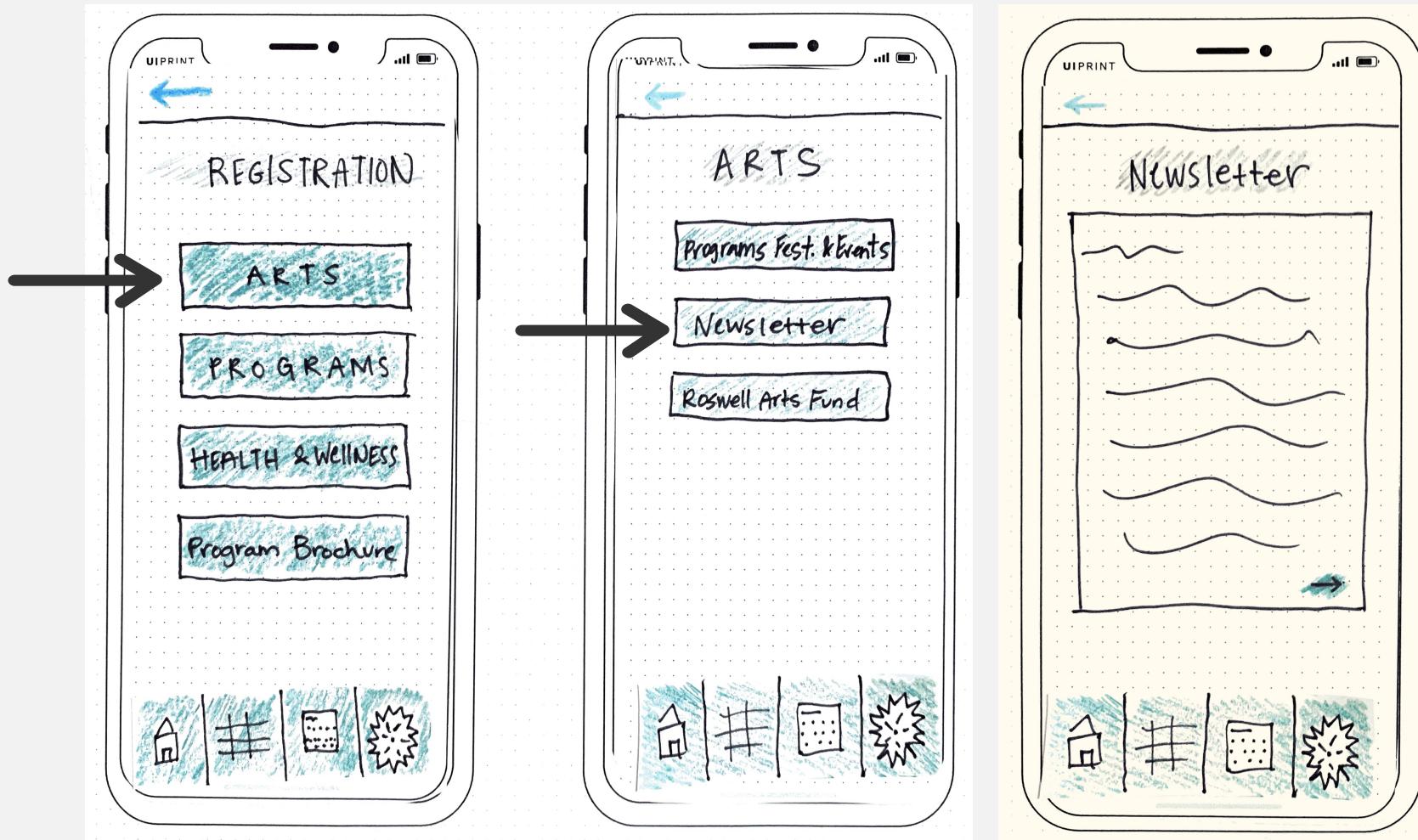
USABILITY TESTING | ABOUT THE TEST

- This user test is designed to see how users interact with the paper prototypes created as the beginning design steps for the app's architecture.

- Two participants were user to complete the test, which included three tasks. The test was completed on Zoom by using POP, the Prototyping on Paper app.

- The goal of this test is to receive feedback from the participants about the app's usability. The feedback gathered will help the researcher/designer work to make improvements.

SCRIPT

- Hi, participant 1/2, thank you for volunteering today. My name is Maggie, and I am working on a project with the Roswell in Recreation app team. I have sent you a like to POP, which is a website we will use to conduct the usability test for the app. I will record this Zoom if that is ok with you, so that I can refer back to the information. Nothing you say will hurt our feelings, and we appreciate all feedback as it will help us improve the product.

- You will be given three tasks to complete. You may talk aloud and provide feedback as you go. Feel free to ask questions.

TASKS

- Task 1: You are interested in signing your child up for a summer camp at the Visual Arts Center. Locate the Summer 2021 Program Brochure.

- Task 2: You want to know more about the local art scene. Locate the Newsletter for the Arts section.

- Task 3: You are not sure how far a certain park is from your home. Locate the Parks Trail Map

SUMMARY OF FINDINGS

- Both users completed the tasks given to them easily. This was reassuring to know that the app's design is simple enough for non-residents to figure out as my participants would not know much about the city of the Roswell itself. As the tester, I realized rather quickly that the main menu when you open the app created the most issues…

- I discovered during the testing that I created the main menus based on the information found in the main Roswell municipality website, which is rather cluster and information is repeated. I did not put enough thought into the layout of the main menus, which proved to be problematic during the testing.

- I plan to reformat the main menu page. I will now have four main menus – Registration, Around the Parks, Future Planning/Inquires and Parks & Facilities. These menus will be laid out more strategically to meet the desires of the users.

HIGH FIDELITY PROTOTYPING

- I chose to work with Sketch and Invision to create my high-fidelity prototypes. These programs work together and were pretty easy to pick up. I found numerous YouTube videos about the process.

- I linked my Sketch prototypes through Craft, which then uploads the screens to Invision.

- I then created a walk-through video on Invision, which shows my screens on a life-like iPhone screen.

SCREEN EXAMPLES FROM SKETCH
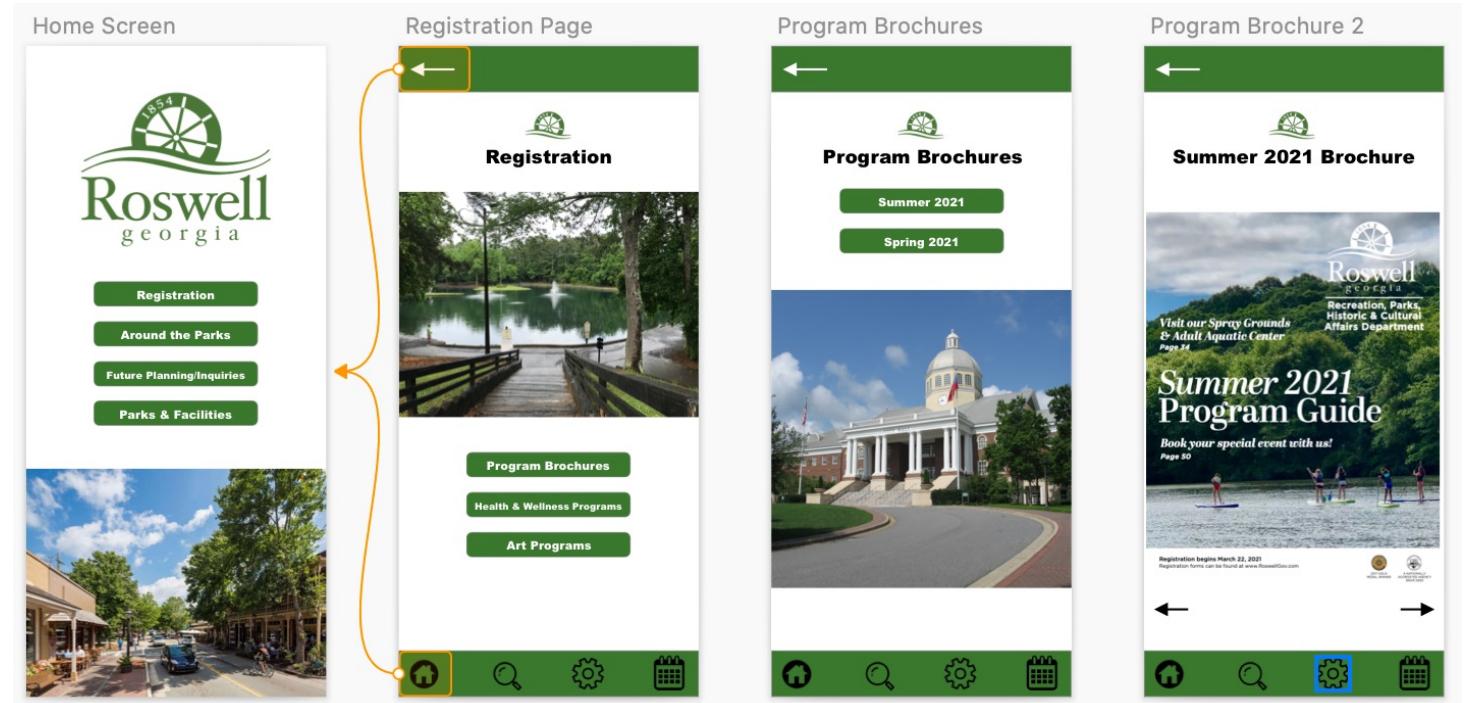
Registration Menu Screens

SCREEN EXAMPLES FROM SKETCH
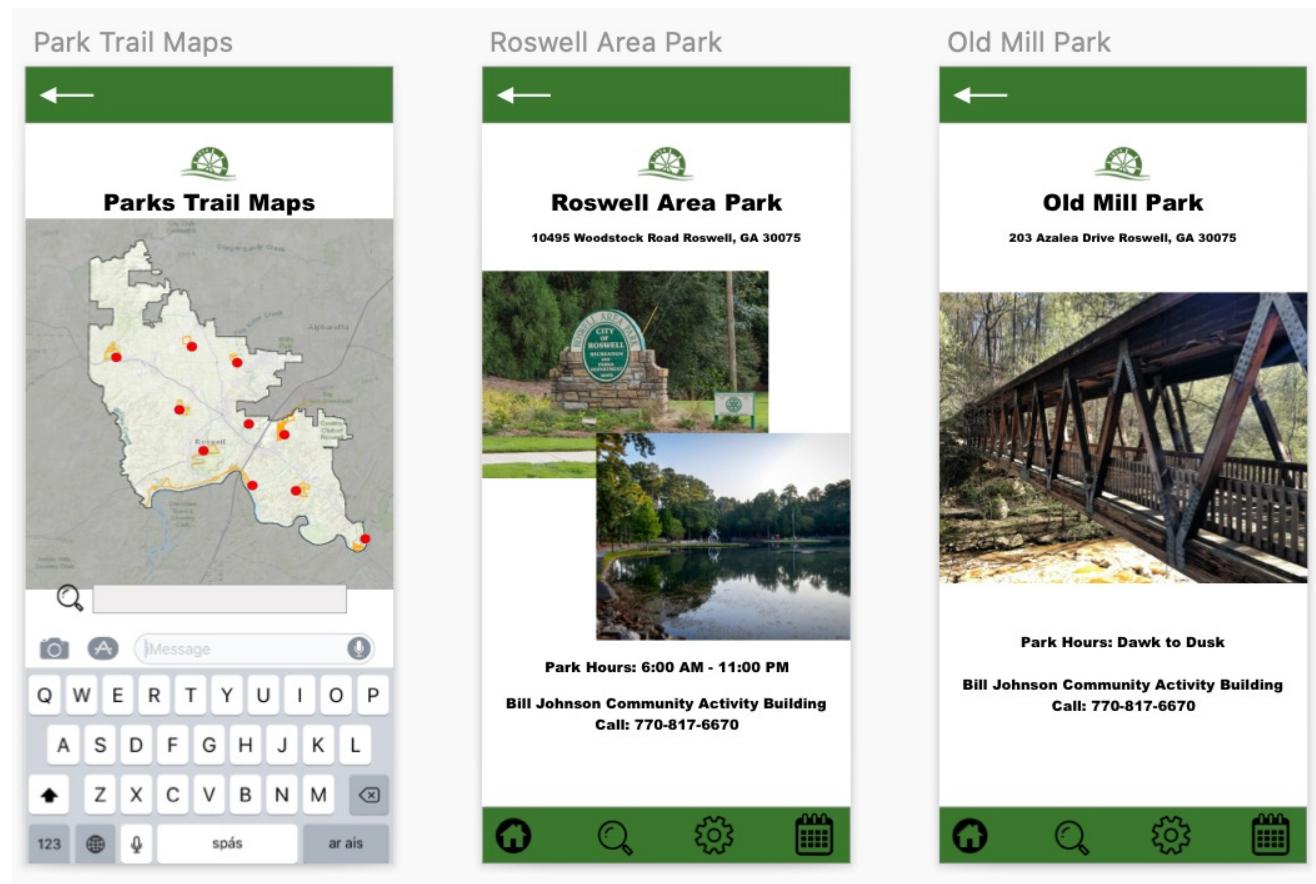
Around the Parks Menu Screens

SCREEN EXAMPLES FROM SKETCH

Future Planning/Inquiries Menu Screens

CONCLUSION

- After testing, I realized that I need more menu options on the opening screen of the app. The Registration menu was too confusing for my volunteers, and I need to expand the info that was found in that menu into the Around the Parks menu.

- Overall, this app design project truly opened my eyes to the design thinking process and what goes into creating an app. It requires thinking ahead, a detailed plan and an open mind, as things come up along the way that the designer might not have thought about. For example, in my process, I did not realize that I had some bias towards the information in the app because I grew up in Roswell. My volunteer participants did not understand what a program brochure was, which in the end, helped me take the action of creating a new menu for it to live in.

- This process of creating prototypes was time consuming, but I really grew to appreciate the value of prototyping and how it helps a designer make the best choices for their projects and ideas.