

Wee Quests

Fiona Cowie | Portfolio | **UX and UI Design**

Overview

The aim of this project was to **implement user-centred design practices to build an interactive prototype for a concept web app.**

I completed the project for my UX Certification with CareerFoundry and created Wee Quests, a scavenger hunt app. Exploratory research showed people needed motivation to go out and take a scavenger hunt and indicated that my target audience would respond well to an app with a friendly, helpful tone of voice.

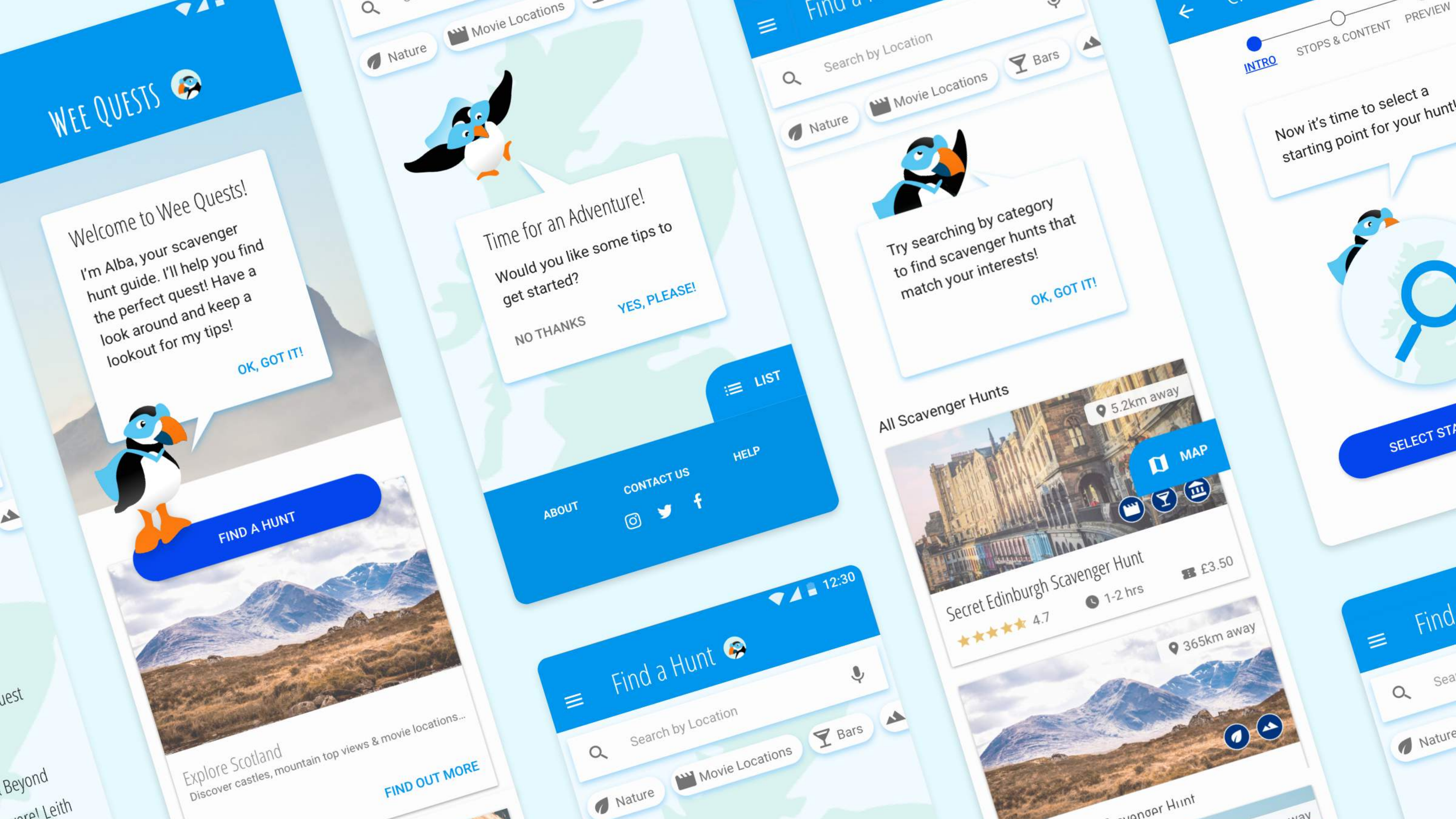
Based on this hypothesis, I created a mascot to guide people through tasks on the app. Usability testing confirmed that the app's personality was good for motivation but also revealed that at times people found the app lacking in freedom.

The final design aims to create a sense of fun and balance my audience's need for readily available guidance with their need for freedom to explore the app.

Take a look: [A video tour of Wee Quests](#)

Try out it out: [Wee Quests prototype](#)





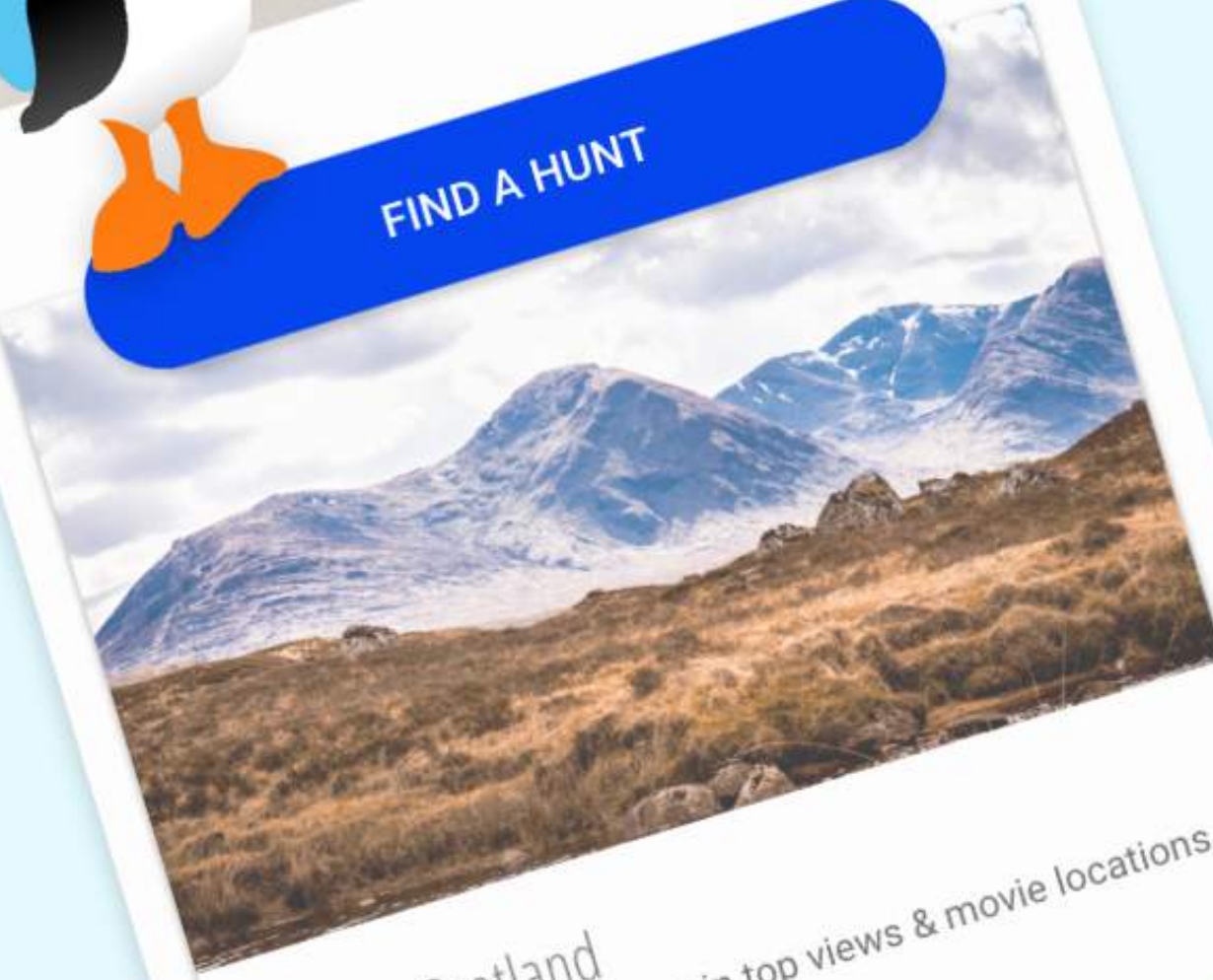
WEE QUESTS

Welcome to Wee Quests!
I'm Alba, your scavenger
hunt guide. I'll help you find
the perfect quest! Have a
look around and keep a
lookout for my tips!

OK, GOT IT!



FIND A HUNT



Explore Scotland
Discover castles, mountain top views & movie locations...

FIND OUT MORE

Nature
Movie Locations



Time for an Adventure!
Would you like some tips to
get started?

NO THANKS

YES, PLEASE!

LIST

ABOUT

CONTACT US



HELP



Find a Hunt



Search by Location

Nature

Movie Locations

Bars



Search by Location

Nature

Movie Locations

Bars



Try searching by category
to find scavenger hunts that
match your interests!

OK, GOT IT!

All Scavenger Hunts



5.2km away

Secret Edinburgh Scavenger Hunt

★★★★★ 4.7

1-2 hrs

£3.50

MAP



365km away



INTRO
STOPS & CONTENT
PREVIEW

Now it's time to select a
starting point for your hunt!



SELECT STARTING POINT



Find a Hunt



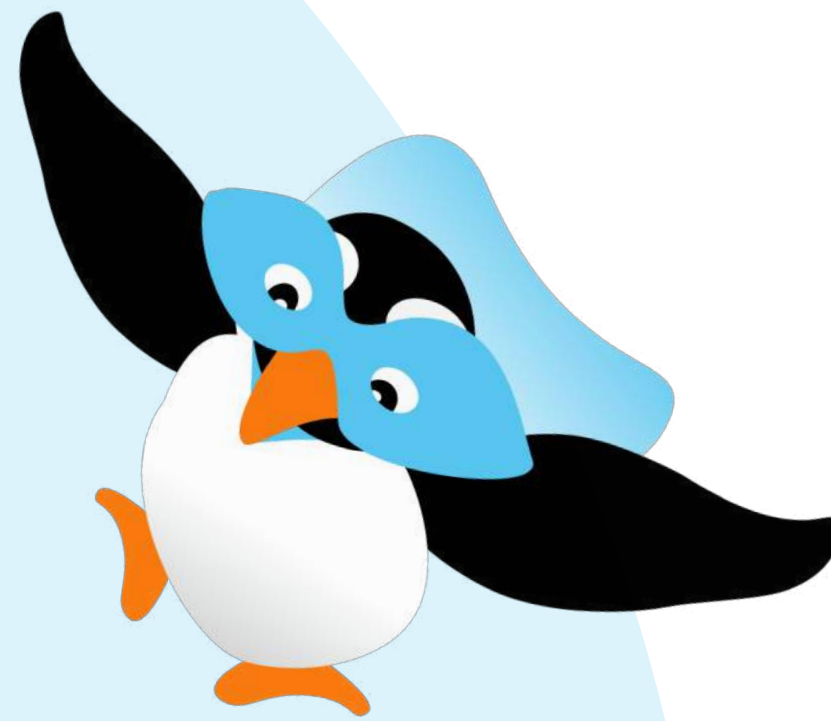
Search

Nature

What is Wee Quests?

Wee Quests is a solo project for a concept web app, designed for my UX Immersion Course with CareerFoundry. My goals were to:

- **Implement design thinking and gain solid, hands-on experience across the UX design process**
- Create an **interactive prototype** for a **scavenger hunt web app** in response to my course brief



Project Details

My Role:

- UX Research
- Information Architecture
- Wireframing
- Prototyping and Testing
- UI Design
- Writing a Design Language

Tools used:



Project Duration:

10 months (Sep '19 - Jun '20)

My Challenge

Wee Quests aims to let people discover Scotland through app-led scavenger hunts.

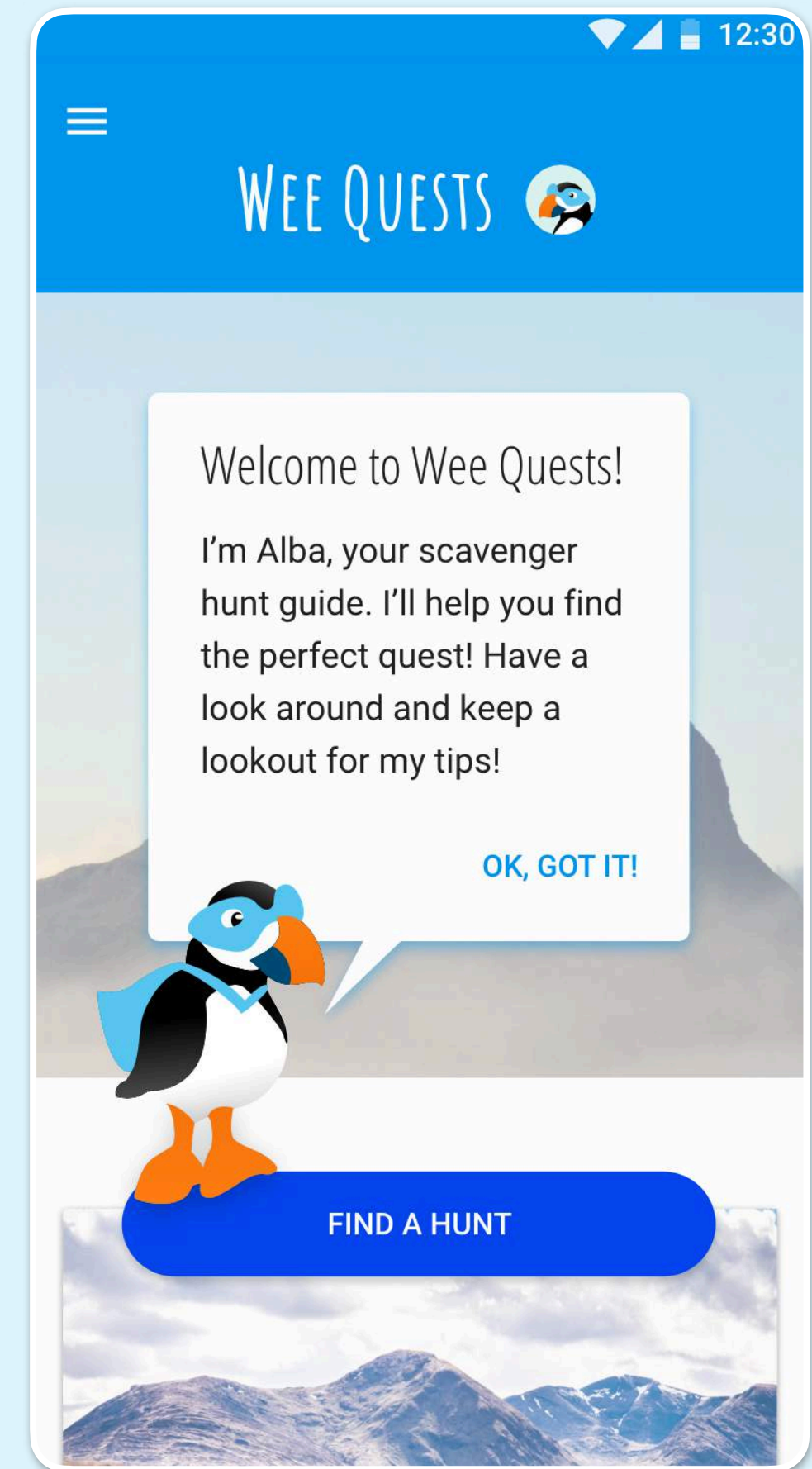
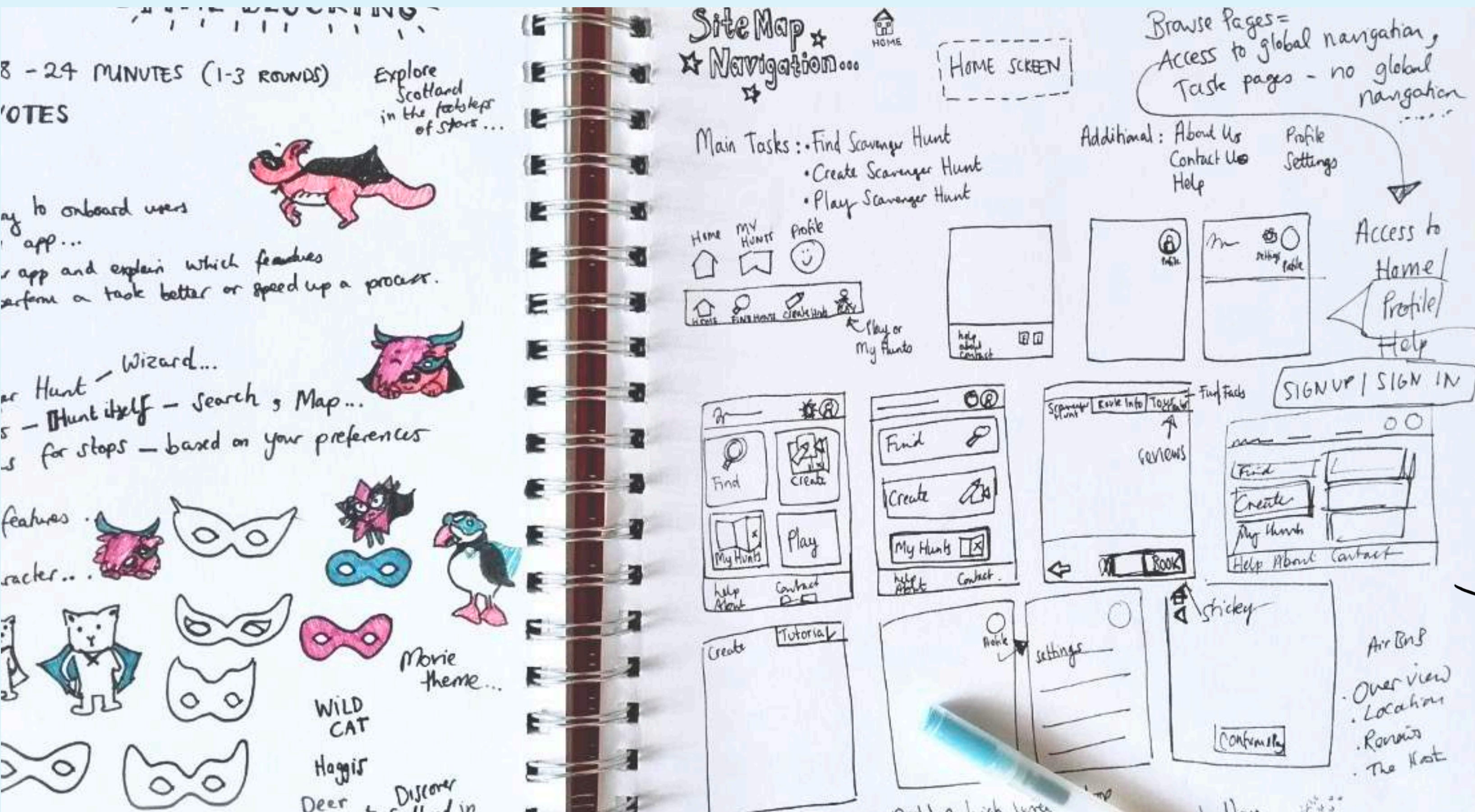
To be effective as a scavenger hunt app, Wee Quests would need to motivate people to make the move from simply viewing the app, to actually going outdoors and taking a scavenger hunt.



Alba, Wee Quests' Mascot

Exploring the Problem Space

From Sketches to High Fidelity

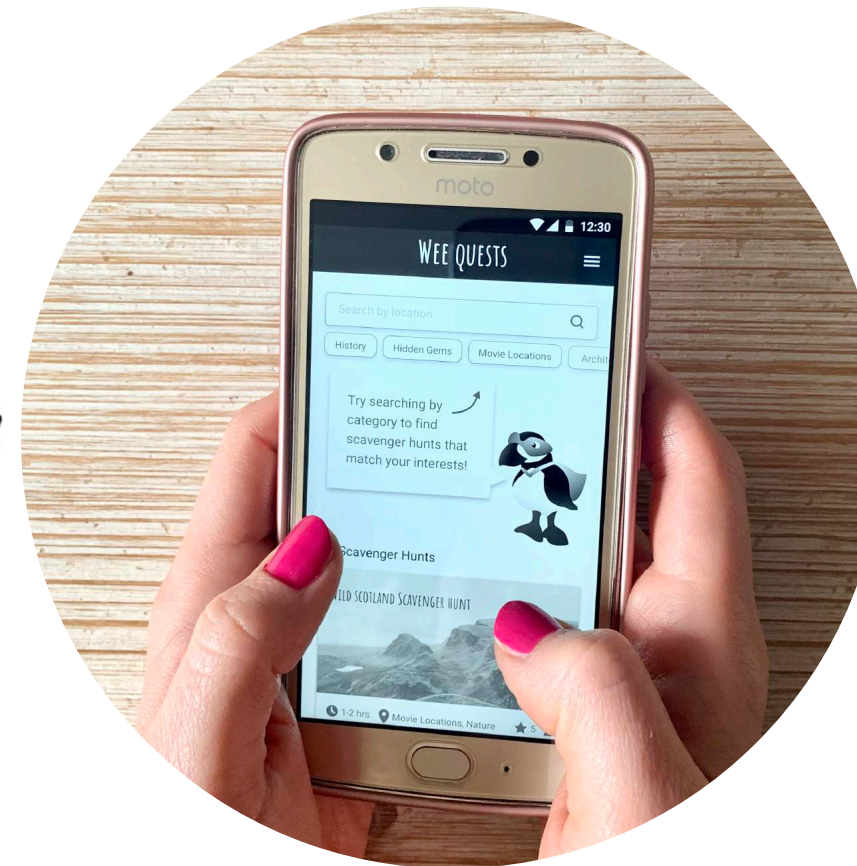


How did the Design Evolve?

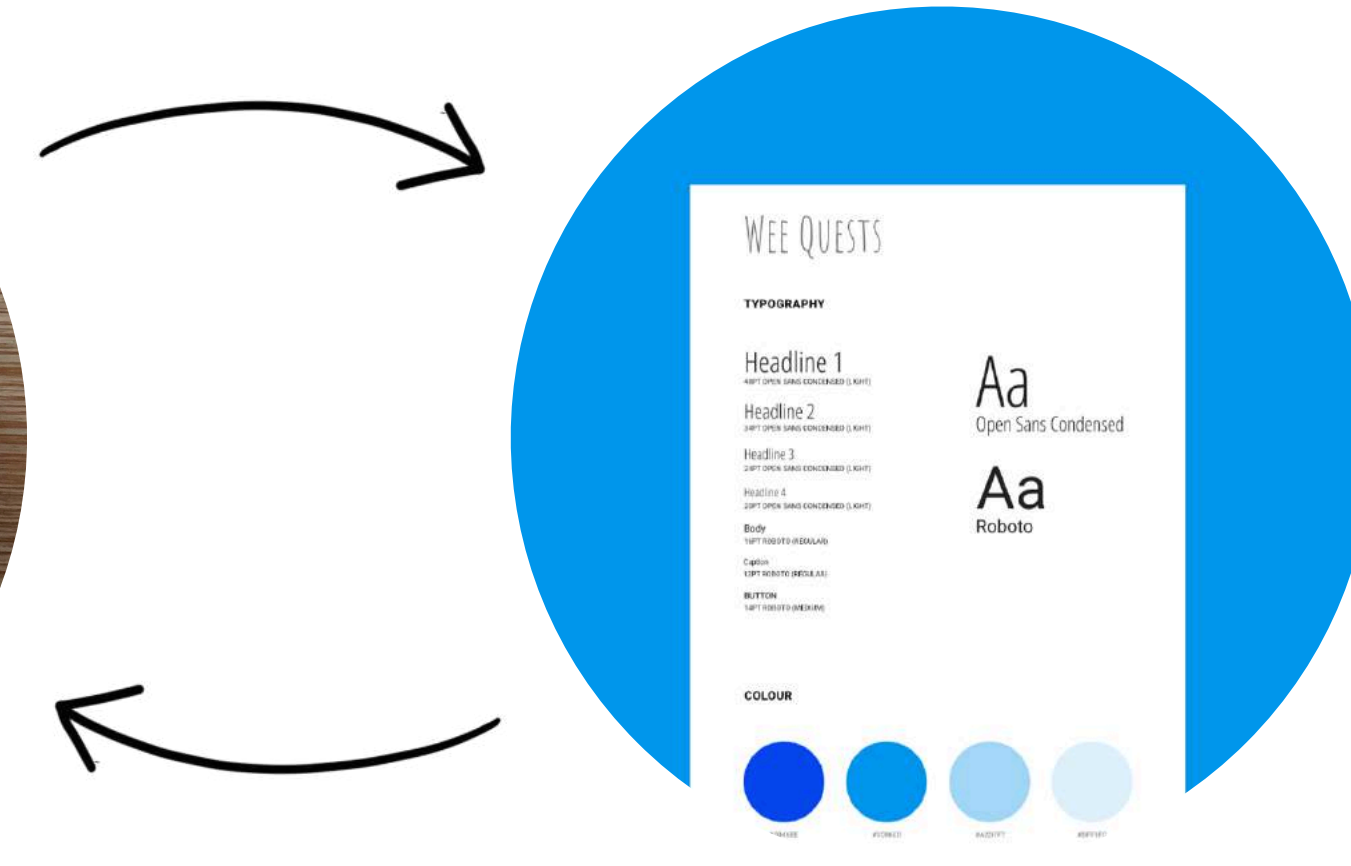
My Design Process



01. Researching
the Project



02. Prototyping
and Testing



03. Refining
the Design



01. Researching the Project

Competitor Research

I began my research by carrying out an analysis of competitor apps. I discovered a **gap in the market for a Scotland-focussed scavenger hunt app aimed solely at individuals** rather than also at businesses running team-building activities.

Analysing competitor reviews, I could see people loved the fact scavenger hunt apps allowed them to explore cities in a new way. However people needed motivation to take this step.



Reviews analysis: I found people needed motivation to make the move from simply viewing an app to actually going out on a scavenger hunt.

Surveys & Interviews

With the help of a survey, I defined my target audience as 25-40 year olds who enjoy travel and activities that take them off the beaten track. I then conducted in-person interviews to find out more about their motivations and frustrations.

Insight from my interviews indicated that my audience would benefit from an app with a friendly tone of voice and readily available guidance.



What would motivate my target audience?: key takeaways from my user interviews

Marco & Nina

Wee Quests' Persona

MARCO



Age: 35
London, UK
Married, no children

THE TRAVELLER

Marco travels for work and often finds himself with free time to spare in new places. He **loves to explore** his surroundings and is **always on the lookout for interesting experiences**.

Marco's Goals and Needs

- Discover a **new area** and **find activities** that match his interests
- Option of a **solo activity** that he can do at his **own pace**
- An app that's **easy to use** that will **take the work out of organising!**

NINA



Age: 28
Edinburgh, UK
Single, no children

THE ORGANISER

Nina loves to socialise and often organises meet ups with friends or family. **She has a creative streak and loves coming up with surprise experiences** for birthdays and events.

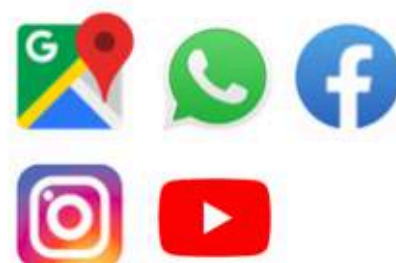
Nina's Goals and Needs

- Organise **group activities** in her local area
- Option of creating a **custom experience**
- An app that's **easy to use** where she **doesn't have to think**; she won't stay long on an app where she's unsure what to do!

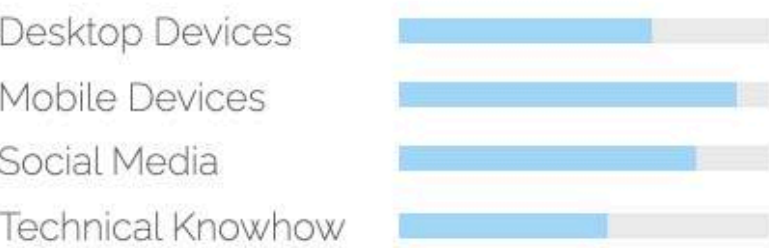
Nina's Frustrations

- Not knowing what to do! She dislikes apps with too many symbols and **no tutorials or prompts**
- **Inconsistent maps**: it makes planning really difficult!
- Going **back and forth between different apps** to plan an event

Nina's Apps



Nina's Device and Internet Usage



Using data gathered in my research, I formed **persona**, **user journeys** and **user flows** representative of my target audience and their needs

Nina's User Journey

Creating her own Scavenger Hunt

I want to create a personal scavenger hunt for my friend's birthday celebration 🎉



1. COMPILE IDEAS

- Look at other scavenger hunts for inspiration
- Research potential locations including interesting places to stop for a break
- Brainstorm ideas for clues and challenges

2. DESIGN THE ROUTE

- Create a list on Google Maps and pin chosen locations
- Work out order in which locations should be visited
- Email route to herself to save it

3. CREATE CLUES

- Type a list of stops along with clues for what to find at each stop or a challenge for her friends to do
- Add pictures, personal notes and directions to the list

4. SHARE THE HUNT

- Share the Google Maps route and list of stops and challenges with her friends via email

I've got loads of ideas but how do I put them all together? 🤔



Clear directions are important, I'm always using Google Maps! 💖

This is becoming complicated to organise! 😞



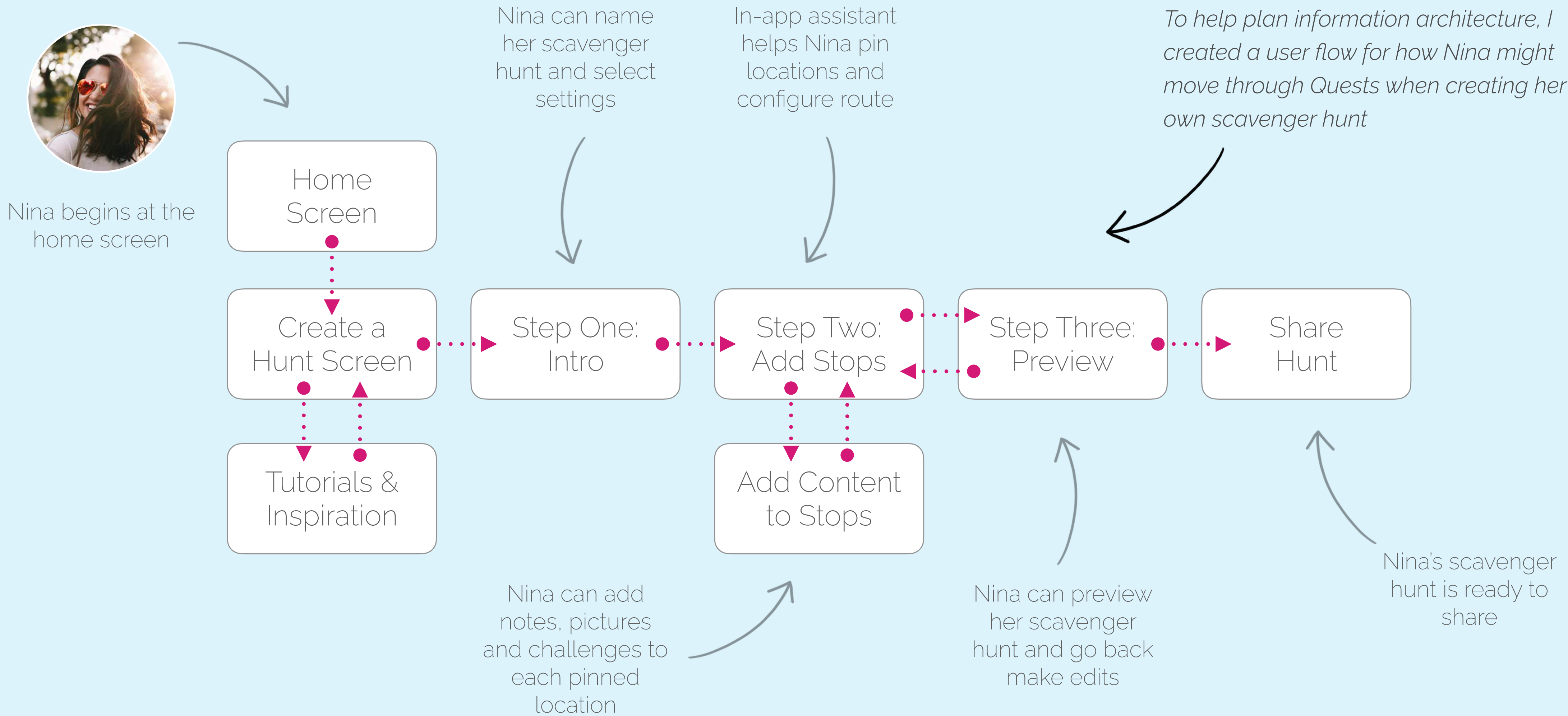
I hope my scavenger hunt will work! 🙏



*Working through Nina's existing user journey, I could see the **need for an app that allows users to build a route and add content to stops all in one place***

A Potential User Flow for Nina

Creating a Scavenger Hunt on Wee Quests



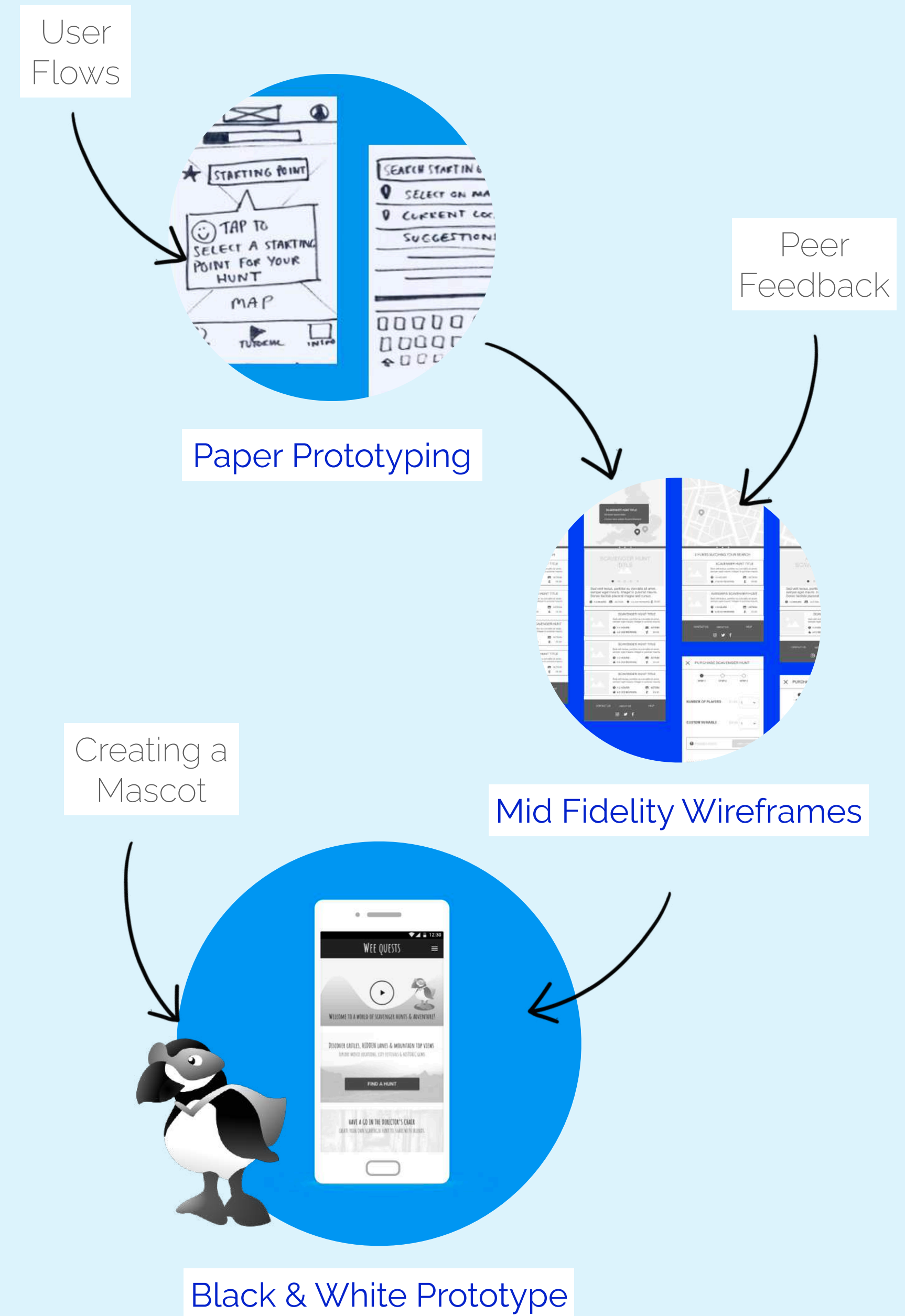


02. Prototyping and Testing

Wireframing and Prototyping

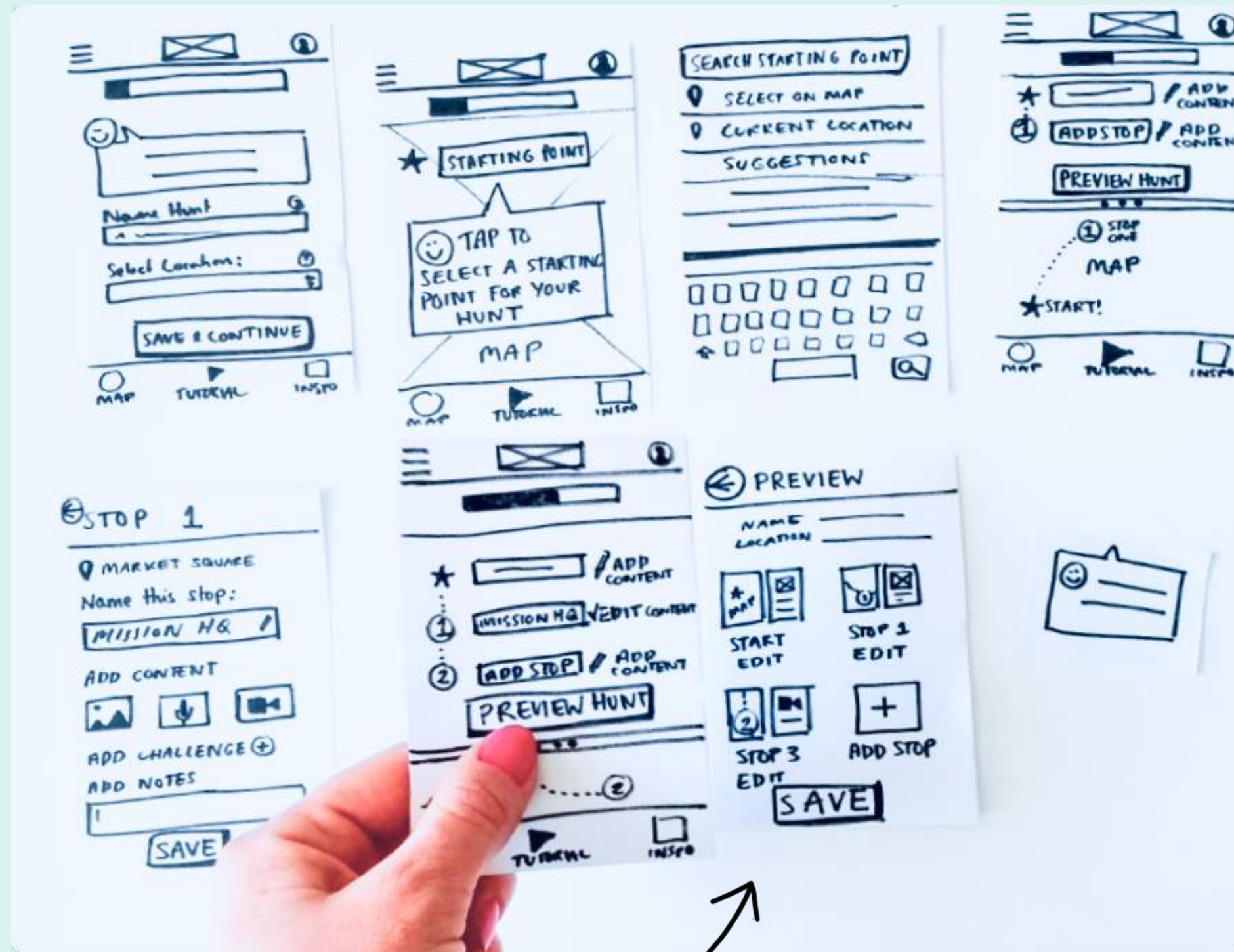
My starting point for prototyping was that my target audience would be motivated by an app that was **fun, friendly and easy to use**.

My aim was to suit both Marco, who wanted to quickly **plan an interesting activity as a tourist**, and Nina, who wanted to take her time to **create a custom experience** to share with friends in her local area.



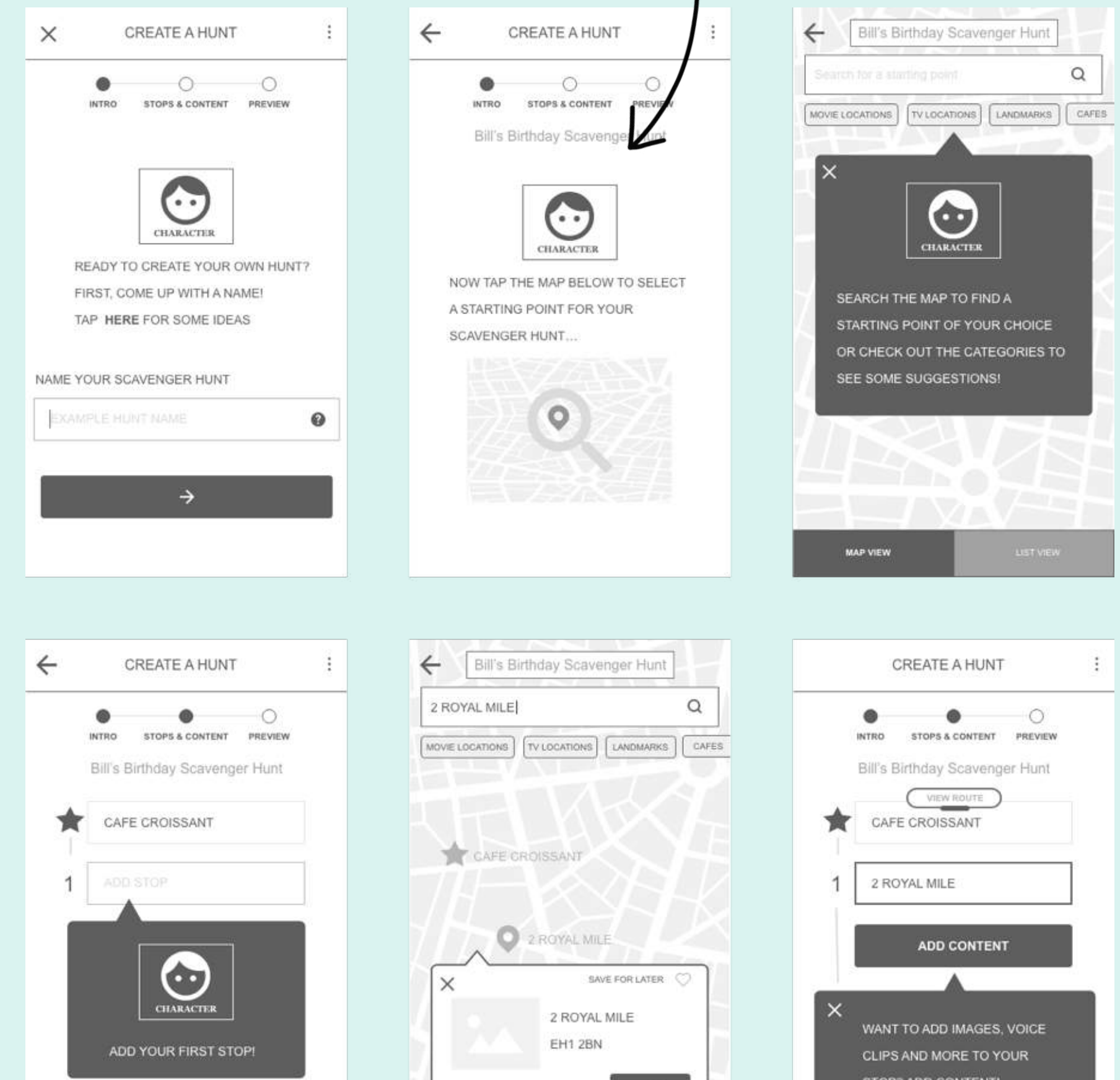
Developing a Personality

A Friendly, Helpful Tone of Voice



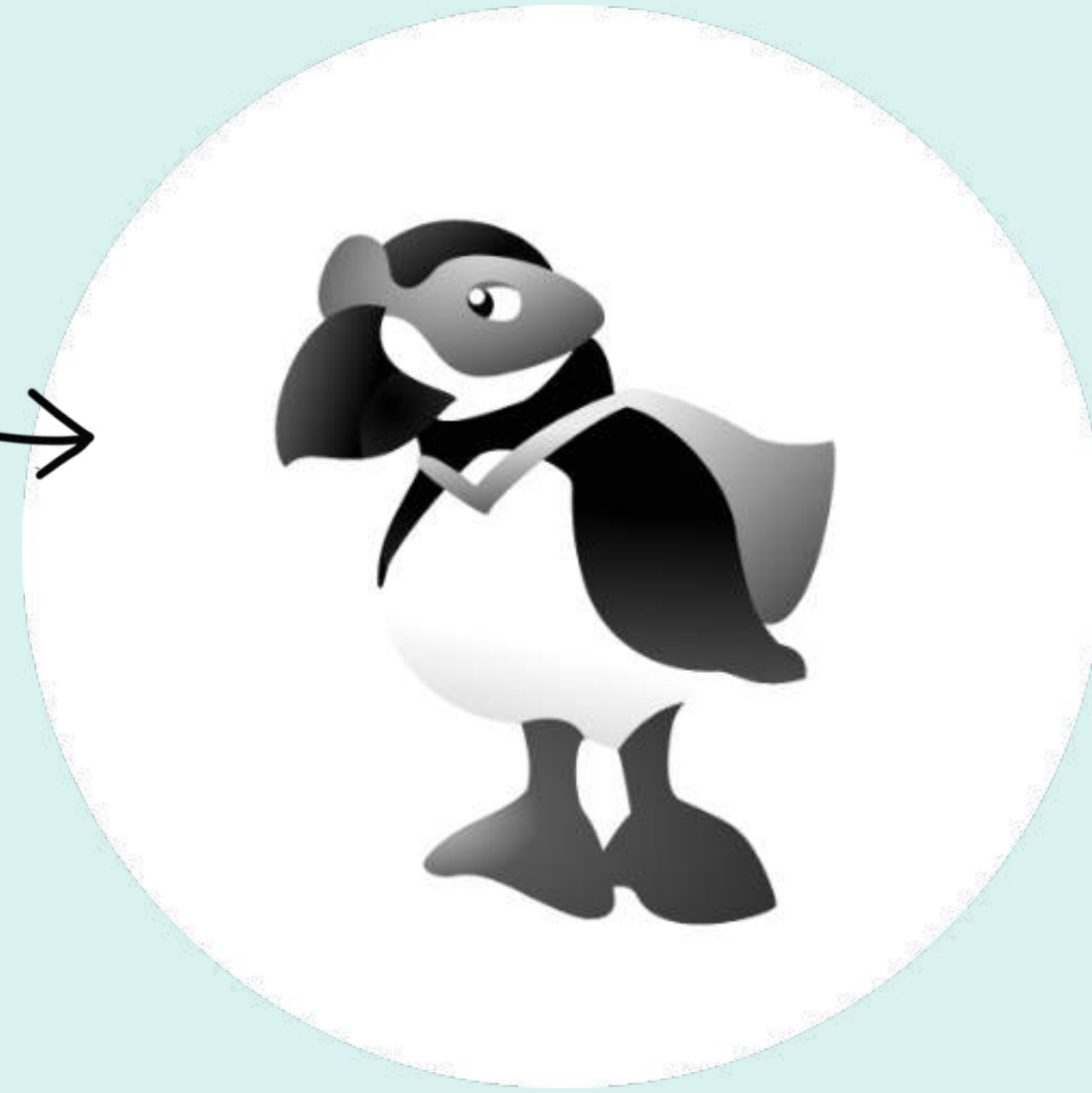
User research showed that my target audience would respond well to an app with a friendly, helpful tone of voice

I began to develop a personality for the app that would assist users with onboarding tips as they moved through tasks



Designing a Mascot

Introducing Alba

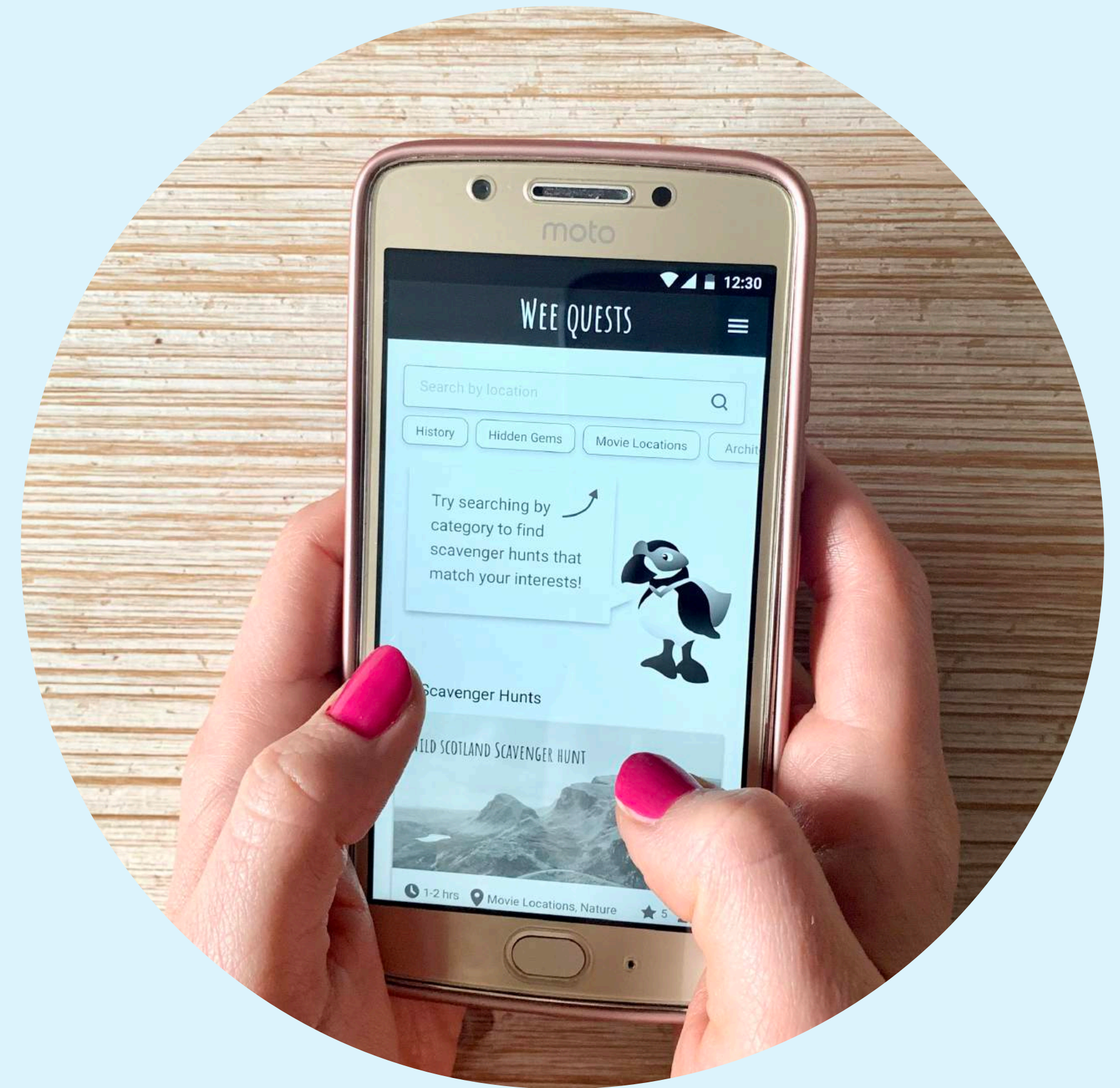


I brainstormed ideas for a mascot that would embody the cheerful personality I wanted Wee Quests to have as well as the app's themes of Scotland and adventure

Usability Testing

Once I had a black and white interactive prototype ready, I designed and conducted **moderated usability tests** to **check for errors, determine ease of navigation** and gauge user satisfaction.

The reason for testing in black and white first was for accessibility purposes, to check that my design was not reliant on colour in any way.



Test Analysis

Insight and Prioritising Next Steps



	A	B	C	D	E	F	G	H
MOBILE USABILITY TEST	P1	P2	P3	P4	P5	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	
Errors								
[Error Rating 3] Didn't realise at first that it was possible to scroll down on the Home Screen						2	Adjust page layout to entice scrolling, e.g. text/image cut off at the fold	
[Error Rating 2] Couldn't find a way at first to go back a step from Find A Hunt, first screen						1	Add breadcrumb navigation or page title	
[Error Rating 3] Wanted to close tooltip on Find a Hunt Screen in order to view map, unable to do so						4	Update prototype to make tooltip closeable; layer tooltip over functioning map	
[Error Rating 2] Tapping on screen took him back a step after applying discount code at checkout						1	Check prototype for any incorrect screen transitions and rectify	
[Error Rating 2] Selected category (movie locations) appeared to turn off while scrolling on list view						1	Check prototype for any incorrect screen transitions and rectify	
Observations								
Missed having any reassurance at Payment Accepted screen - i.e. email confirmation, save, etc						3	Request user email at checkout and provide confirmation email and notification once payment is received	
Wanted to click on Find a Hunt button or Intro video first						5	Ensure these elements are kept prominent and above the fold when making any adjustments	
Felt lost at first Create a Hunt Screen that did not have a tooltip prompt						4	Add titles to Create a Hunt screens and a tappable icon that links to tips	
Instinctively tapped next box (payment field) rather than pressing 'enter' when inputting card details						3	Update prototype screen transitions so that tapping on next payment field also takes user to next screen	
Confused by whether to tap map or button on Create a Hunt Screen - two commands for same thing						1	Remove one of the two commands, ideally the button with arrow	
Expected to see 'Start Creating' at foot of Create a Hunt Screen too - i.e. below inspiration section						1	Fix 'start creating' banner in place while scrolling or alternatively add another CTA button	
Cautious about pressing 'X's or back arrows in top bar, uncertain where they will lead						3	Review all topbar 'X's and back arrows. Consider replacing with text or, in some cases, icons	
Used combinations of map, list and categories to search						5	Ensure these elements remain clear to use and easy to locate while adding to the map	
Slightly confused at payment screen as thought text in fields was placeholder text						1	Make type lighter, change example text to e.g. 'Cardholder name'	
Felt uncertain what screen they were on when they arrived at first Find a Hunt Screen						1	Add breadcrumb navigation or page title	
Felt slightly confused by aspects of My Hunts Screen (see notes)						1	Adjust screen layout and wording (see notes)	
Felt uncertain about whether they had to add a defined number of stops on Create a Hunt (see notes)						2	Add introductory text to Create a Hunt that explains process; show number next to stops	
Negative Quotes								
"Is the app meant to be specifically Scottish? Based on the Home Screen, I'm not sure..."						3	Include a tagline on home screen (in hero banner with intro video). Possibly also include a note about the app being specifically for Scotland	
"Sometimes it's a bit lacking in freedom, too guided - I'd like to have more control over my choices"						4	Replace in-task onboarding with sample Create a Hunt. Ensure all tooltips can be turned off	
"I'd like more information! I'd like more details on routes and stops" (see notes)						5	Redesign listing cards to include further info and images. Add screens/modals for further details	
"You've got to offer me a strong selling point to buy a hunt (rather than create my own)" (see notes)						4	Make USPs for pre-listed hunts prominent on home screen and hunt listing. Review listing cards	
"It's beyond me what an avatar is!"						1	Include an icon and/or short description	
Positive Quotes								
"It's friendly, fun and simple. I like the design, font and personal touches. I like Alba!" (see notes)						5	Check style guide is maintained throughout and present on every screen. Animate cards to add personality	
"I like being able to dip in and explore. I'd like to use the app to discover new places to visit!" (see notes)						5	Add further opportunities for personalisation - e.g. personalised suggest stops on Create a Hunt screen	
"Easy and straightforward" P4: "Even for an old has-been like me, it was still very clear very intuitive"						5	Ensure simplicity of interface is not compromised when moving forward with changes	

Following testing, affinity mapping and a rainbow spreadsheet helped me extract key themes, and prioritise fixing the most common issues.

Insights from Testing

Testing revealed that while the app's mascot and tone of voice were popular, there were areas where users felt the app was too guided and lacking in freedom. There were also instances where users felt lost.

I like the design,
font and personal
touches 👍

I sometimes
felt lost 👎

I love the
mascot 👍

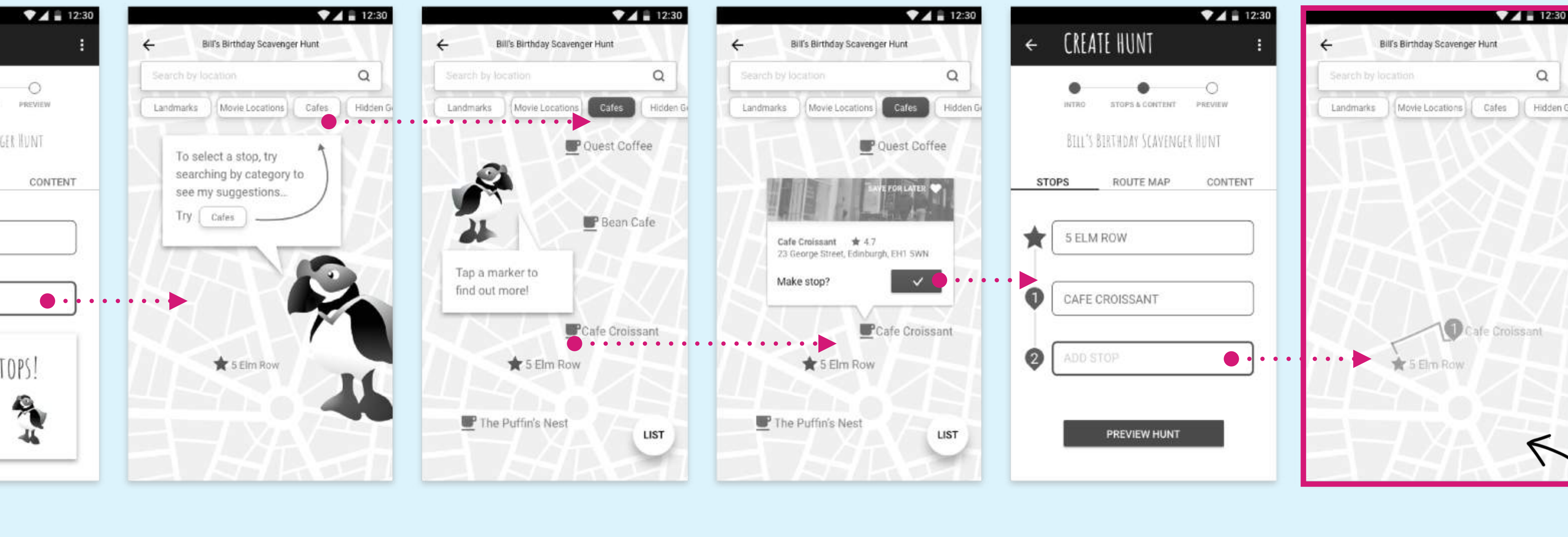
It's friendly, fun
and simple to
use 👍

Sometimes it felt
a bit lacking in
freedom and too
guided 👎

Key takeaways from my user interviews

Where am I?

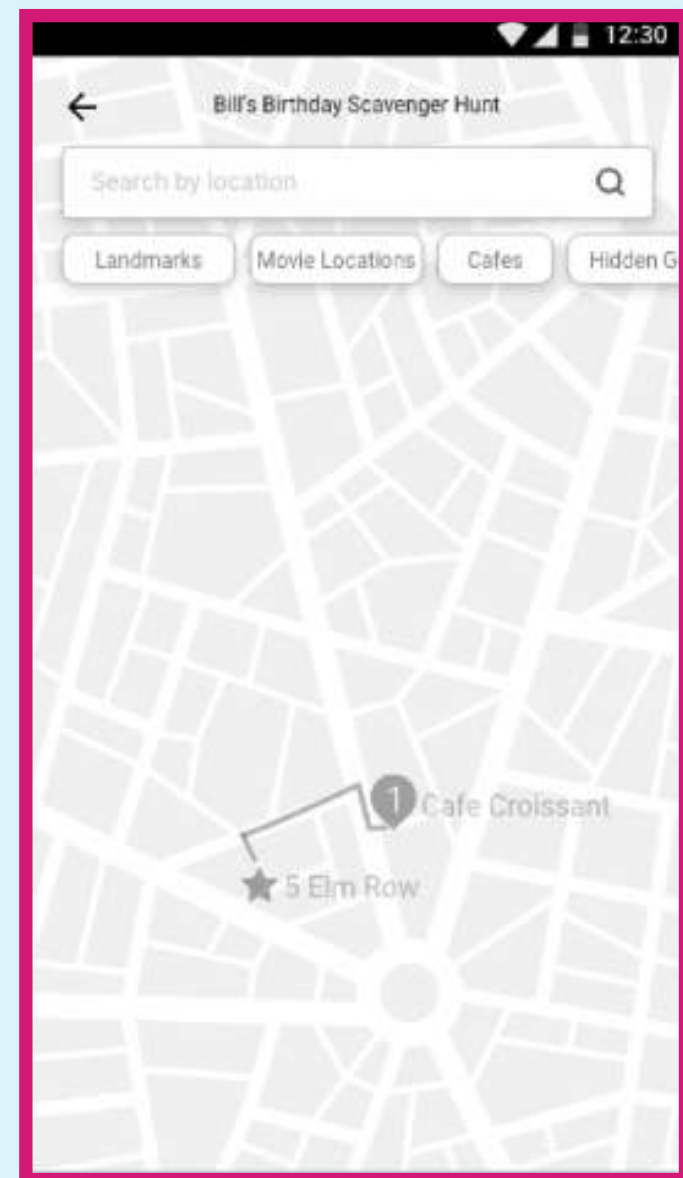
A Screen where Users Felt Lost



Testing showed users felt lost on the first Create a Hunt screen without a prompt from the mascot. They didn't know what to do at first. One participant remarked 'Sorry, I've broken your app!'

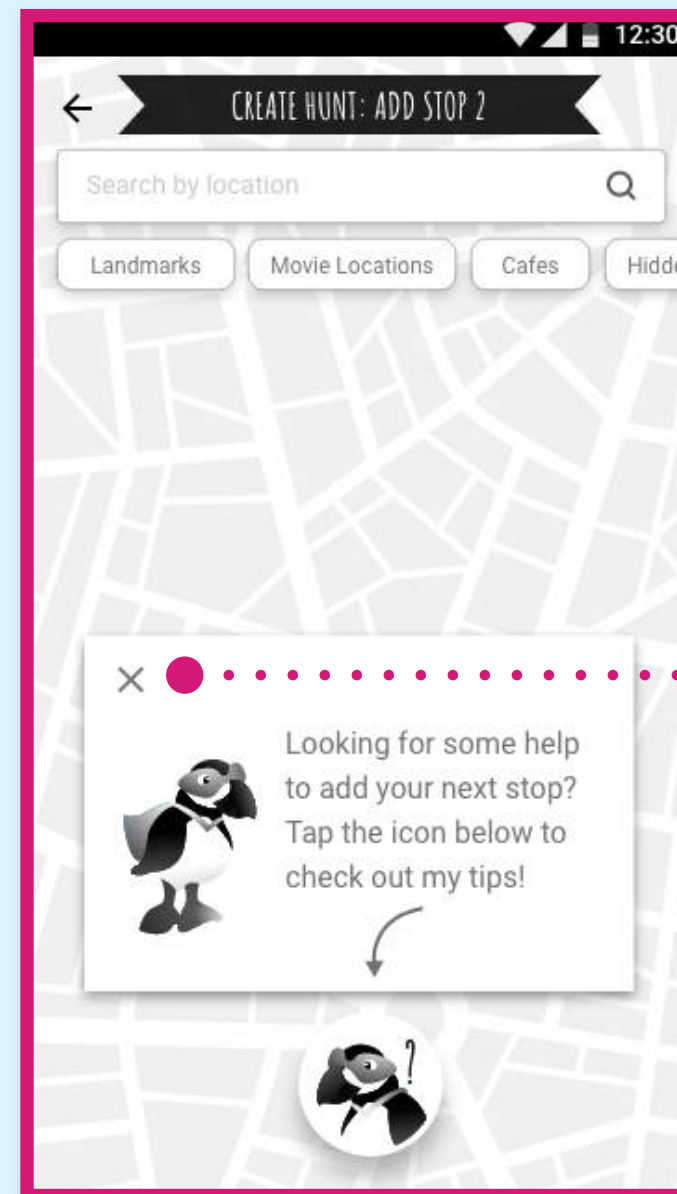
Resolving the Issue

Introducing the Tips Icon

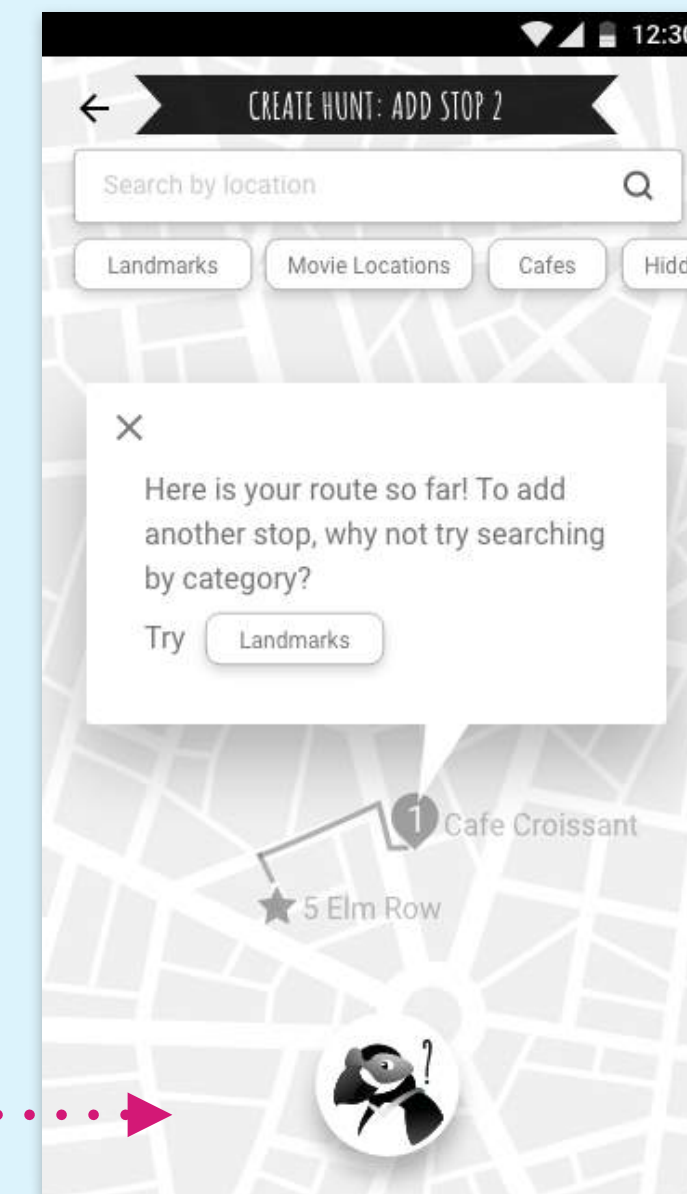
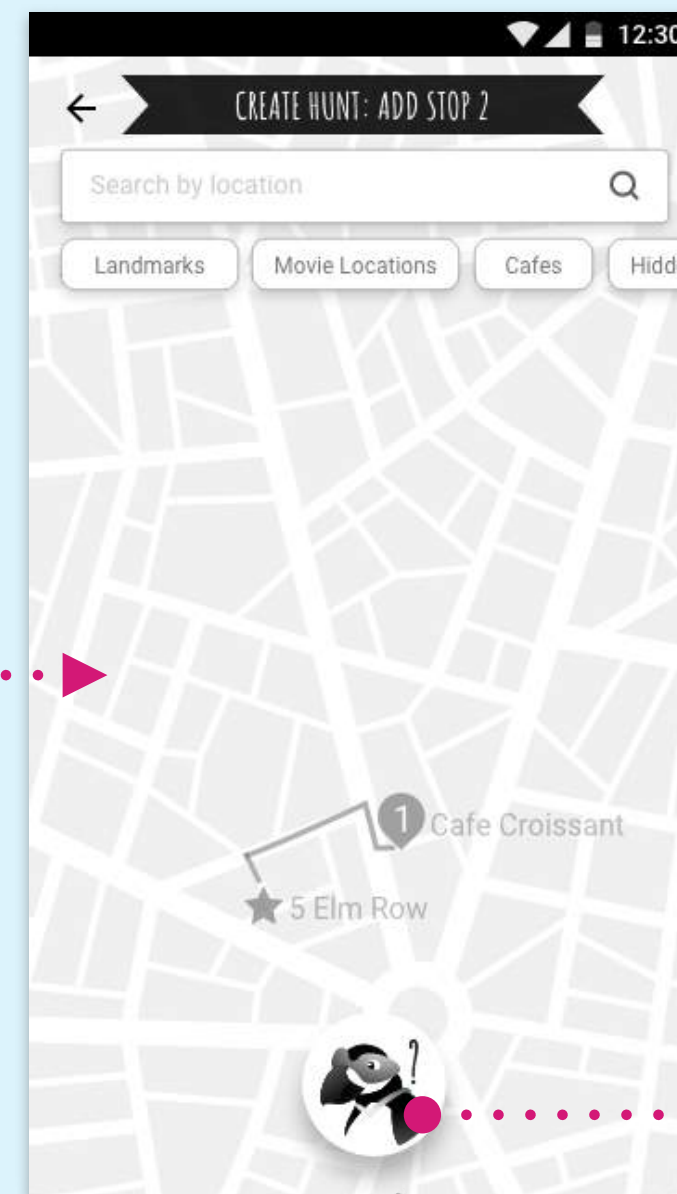
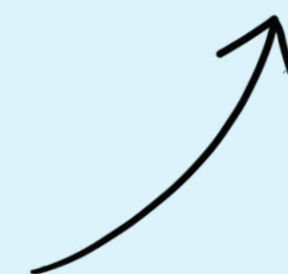


BEFORE

In response to the issue of users feeling lost, I introduced a tips icon as well as a banner to show the current task and in-app location



AFTER



The tips icon also aims to tackle another issue: although test participants really liked the mascot, they felt the Create a Hunt process was sometimes lacking in freedom: the tips icon means that guidance is now optional

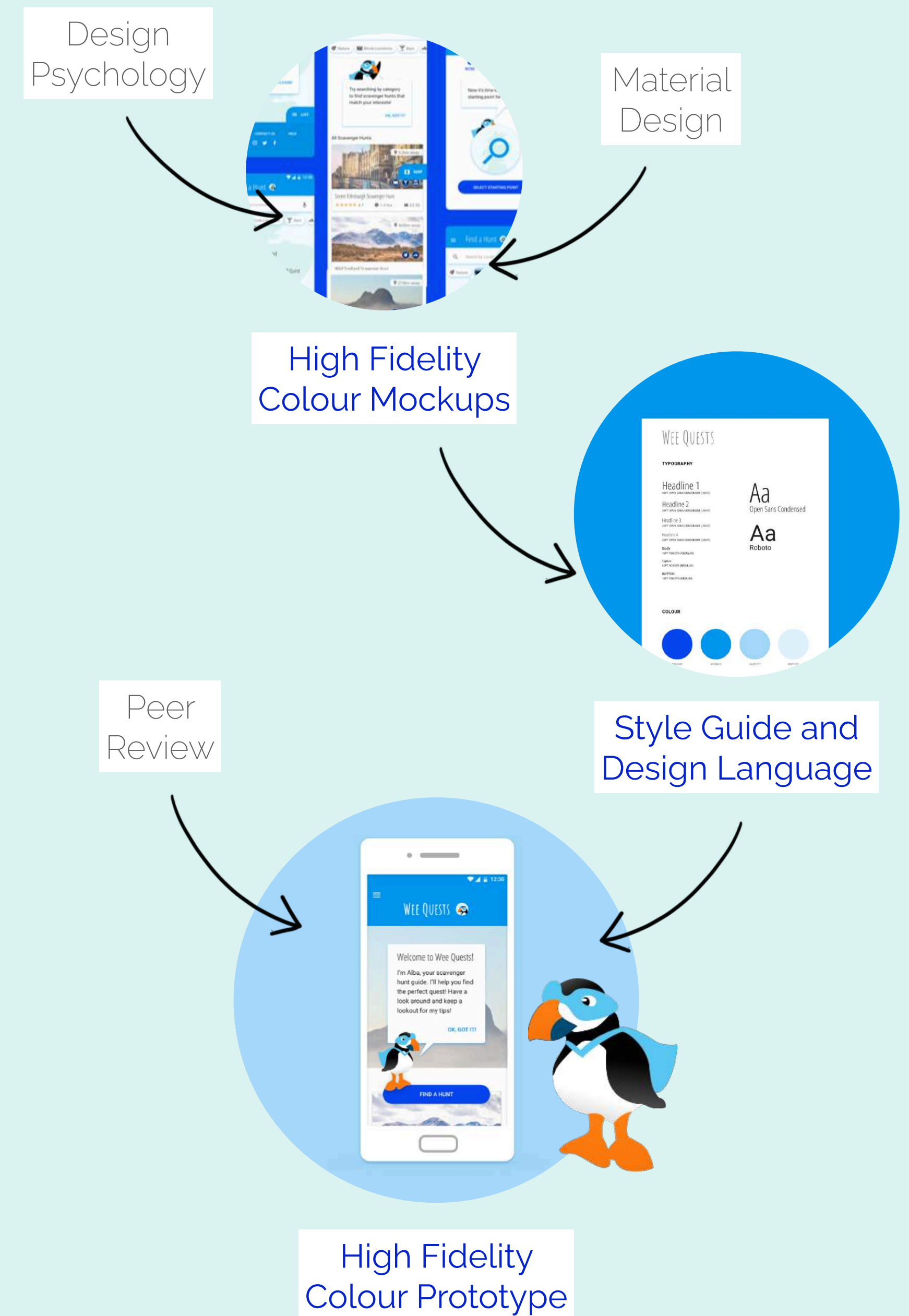


03. Refining the Design

Visual Design

Once I had rectified issues identified in testing, I moved my focus to refining the visual and emotional design of the app.

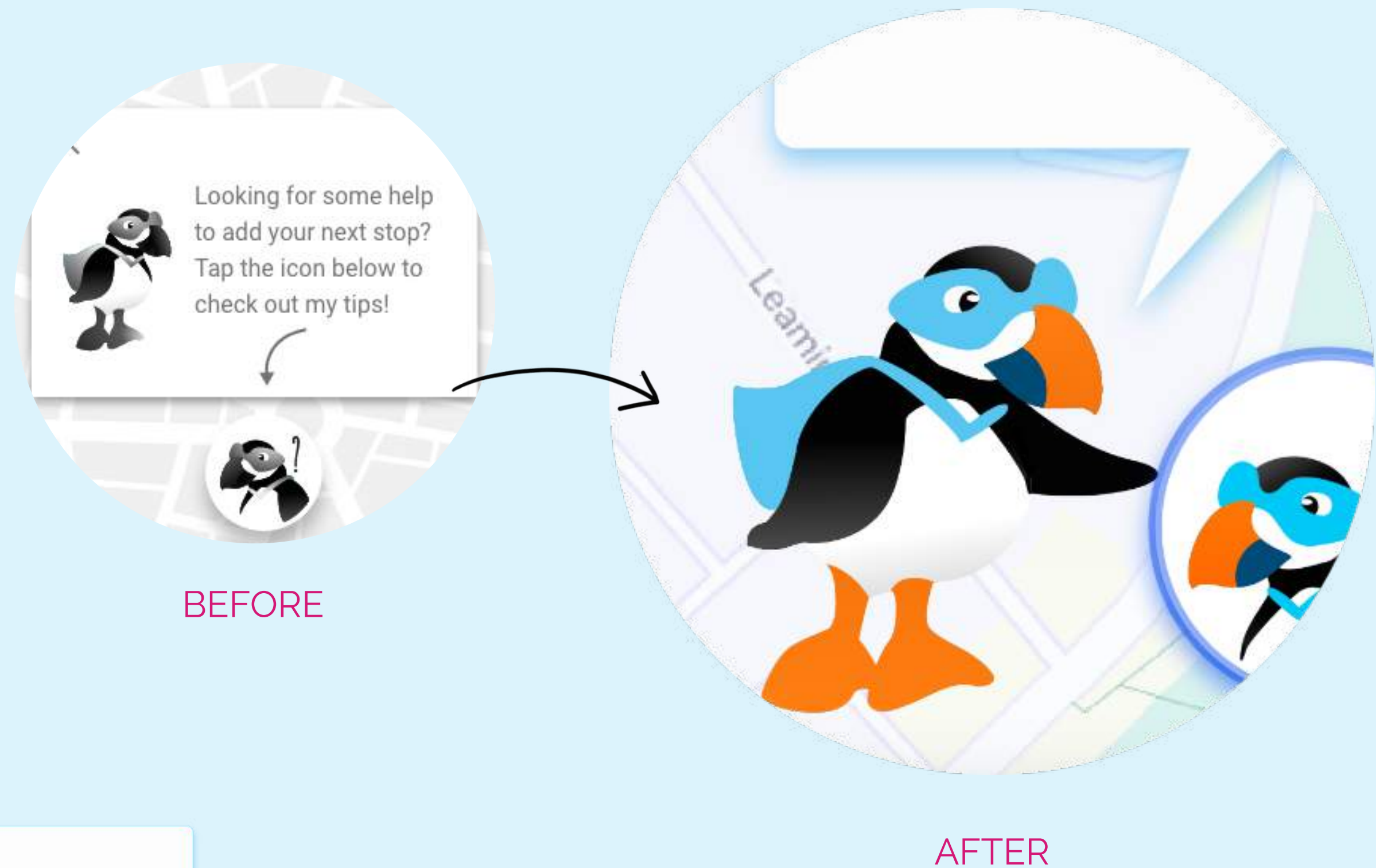
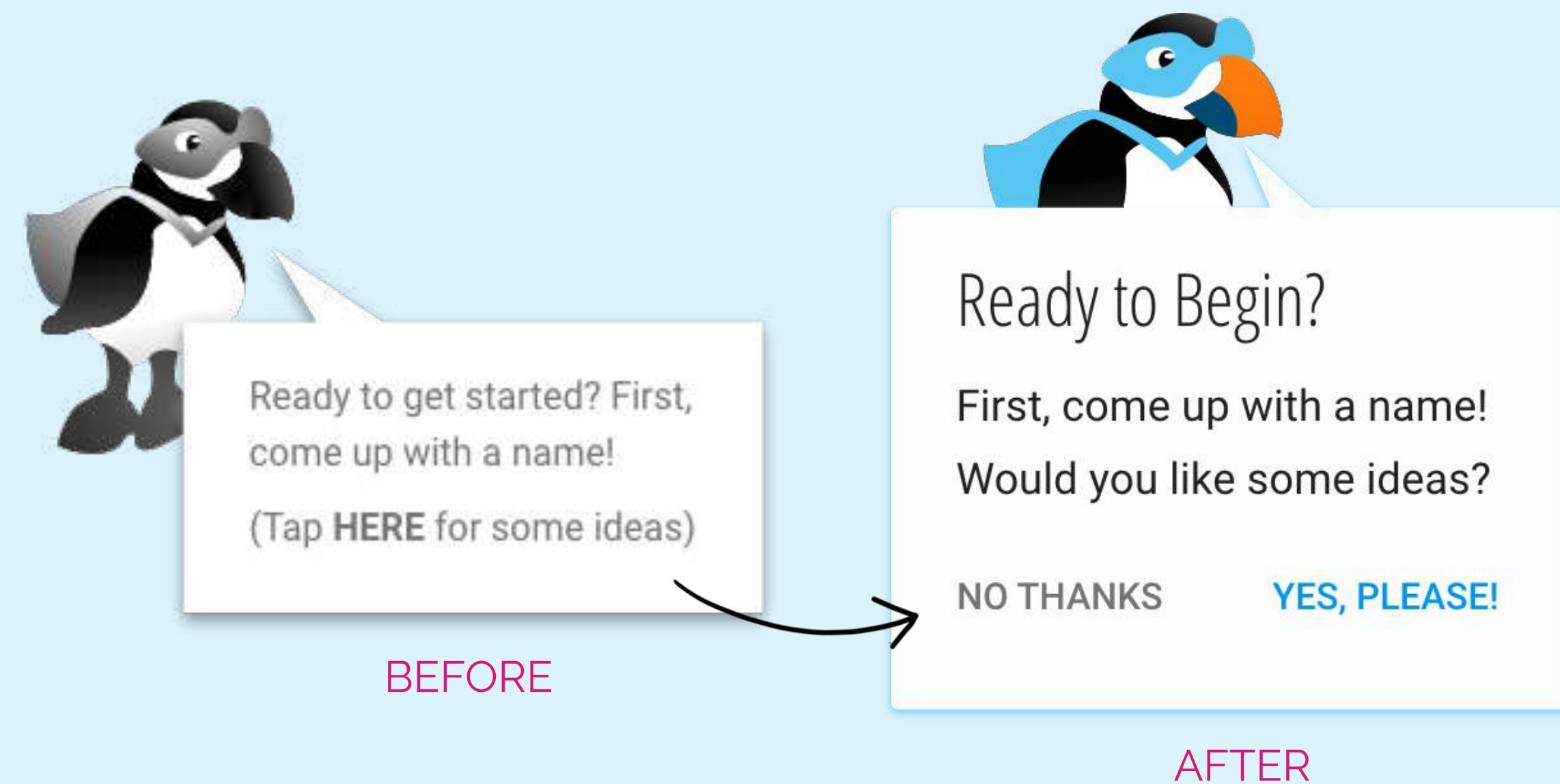
My goals were to **encourage engagement and interaction** with the app and to enhance ease of use by **reducing cognitive load**. I also continued to explore balancing my audience's need for assistance with their need for freedom to explore the app.



Building Personality

Updates to Alba and Tone of Voice

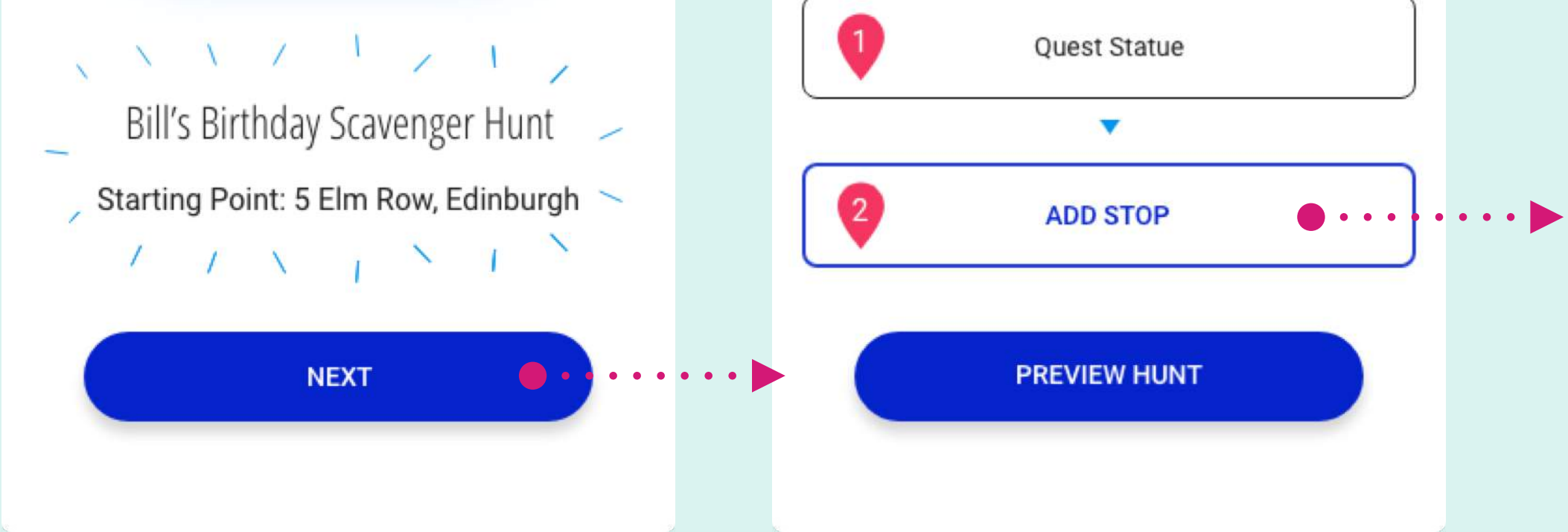
Building on positive feedback in testing, I further developed the app's personality. The way the mascot's poses interact with UI elements is designed to add engagement and a sense of fun.



I updated the language on call outs to be more conversational and to allow users to make proactive choices, giving greater freedom

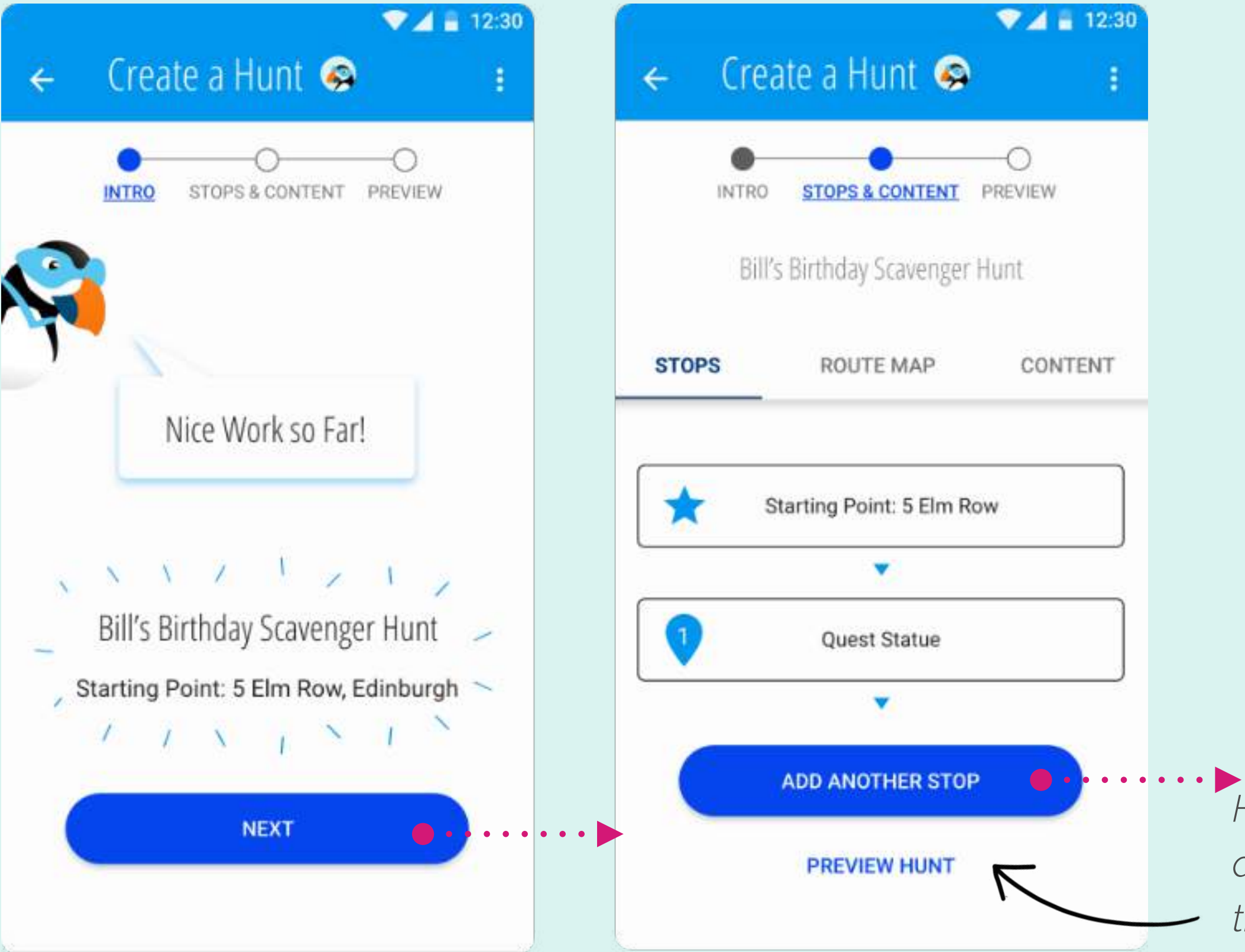
Design Hierarchy

Improving Way-finding



BEFORE

I updated UI elements where necessary to ensure a strong and consistent hierarchy that would help guide users through tasks



AFTER

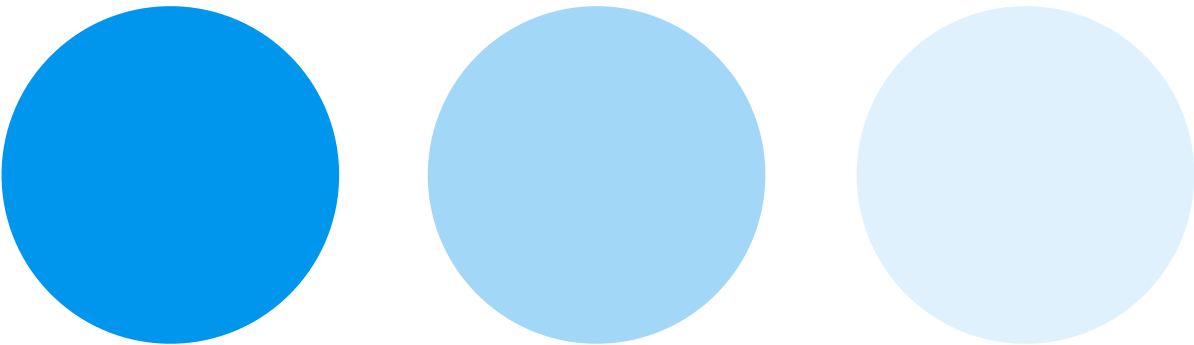
Here, I want the user's first instinct to be to add another stop and not to be to preview the hunt

Style Guide and Design Language

Exploring Emotional Design and Common UI Patterns

CALL TO ACTION

The colour for my primary buttons is similar to key call to action action buttons in apps popular with my target audience - a deliberate choice, designed to draw on existing mental paths and encourage action.



A palette of sky blues is designed to be cheerful and to inspire people to head outdoors (and enjoy a scavenger hunt!)

WEE QUESTS

TYPOGRAPHY

Headline 1
48PT OPEN SANS CONDENSED (LIGHT)

Headline 2
34PT OPEN SANS CONDENSED (LIGHT)

Headline 3
24PT OPEN SANS CONDENSED (LIGHT)

Headline 4
20PT OPEN SANS CONDENSED (LIGHT)

Body
16PT ROBOTO (REGULAR)

Caption
12PT ROBOTO (REGULAR)

BUTTON
14PT ROBOTO (MEDIUM)

Aa
Open Sans Condensed

Aa
Roboto

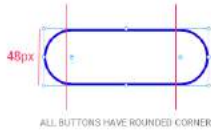
COLOUR



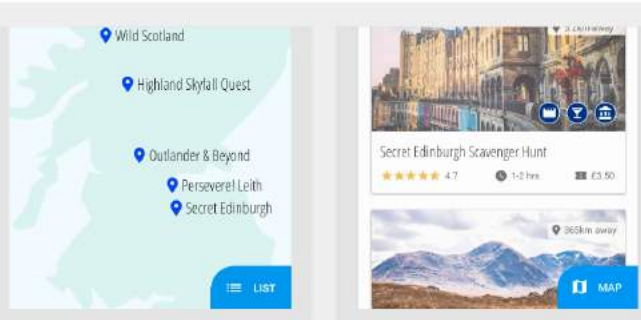
WEE QUESTS Design Language

UI ELEMENTS

CALL TO ACTION BUTTONS



MAP/LIST VIEW SELECTOR



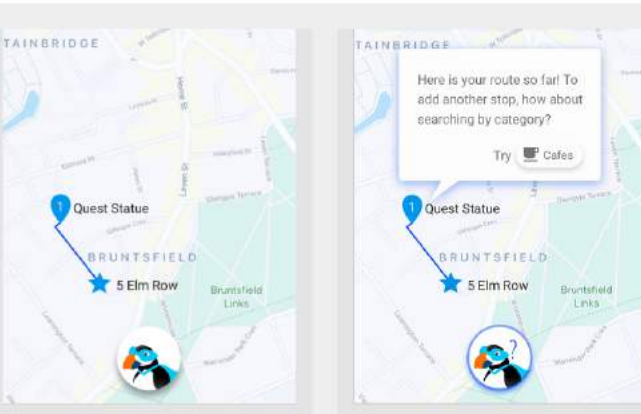
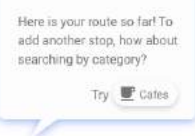
MapList view button is placed in the bottom right corner of search results screens and allows for toggle between the different views

A fluid animation transitions between the map icon and the list icon

TIPS BUTTON



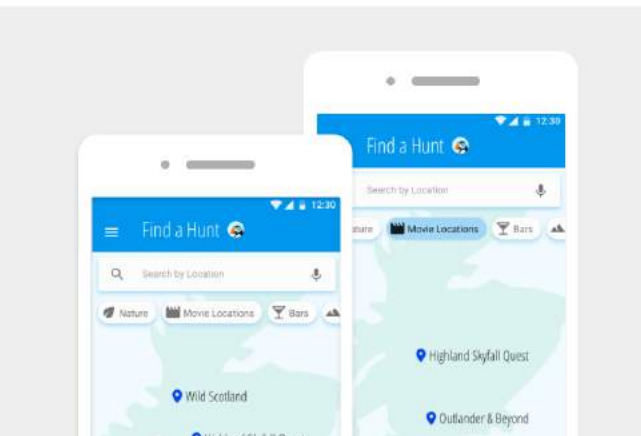
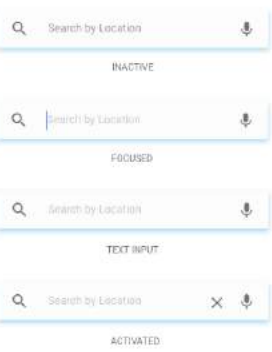
TIPS CALL OUT



Tips button is included on any screen where optional assistance may be required. It is always positioned as shown - centrally, towards the foot of the screen.

A corresponding call out appears as soon as the tips button is tapped. Tapping elsewhere on the screen closes the tip.

SEARCH BAR



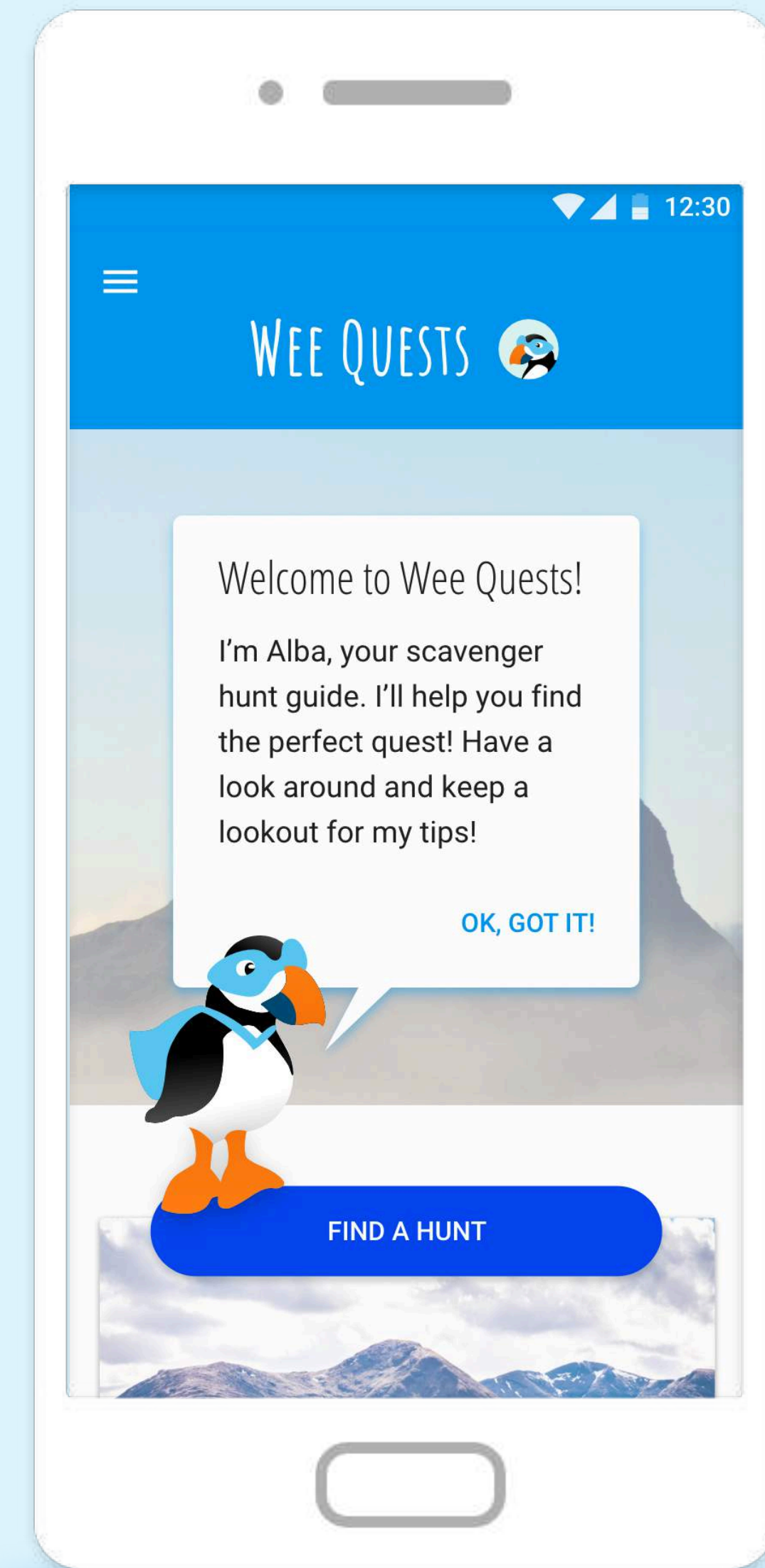
Arriving at the Design

The finished prototype aims to offer a fun, friendly and easy to use web app experience that motivates people to head outdoors and explore their home area and Scotland beyond.

Wee Quests' design aims to balance audience needs identified throughout the design process, in particular pairing the need for having help on hand with the need to explore the app freely.

Take a look: [A video tour of Wee Quests](#)

[Try out the prototype!](#)

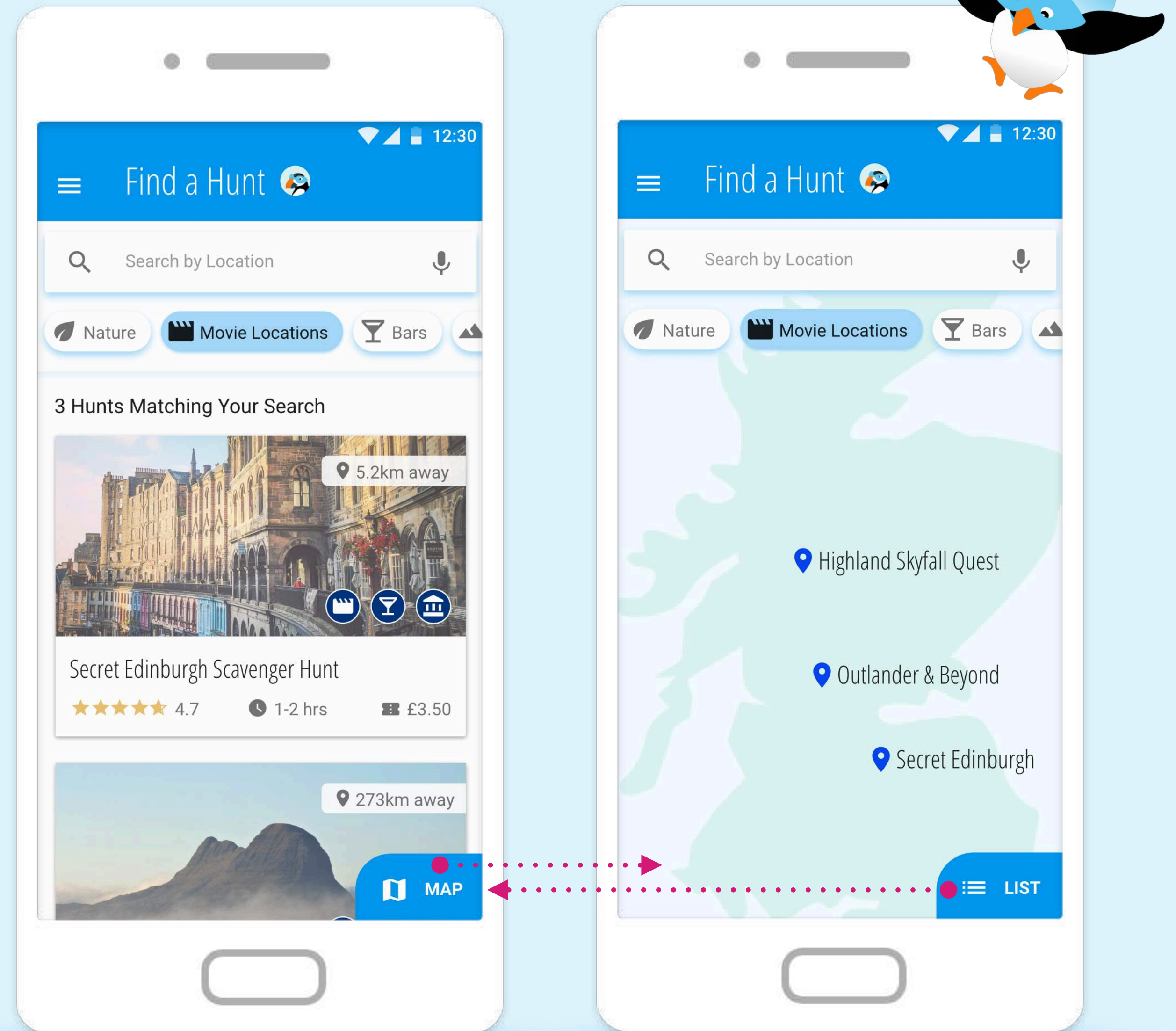


Find a Hunt Feature

Find pre-set scavenger hunts that match your interests

When finding a pre-set scavenger hunt, users can toggle between map and list view.

This meets an audience need for maps that was identified in user interviews and balances it with the need to display practical information about the scavenger hunts.

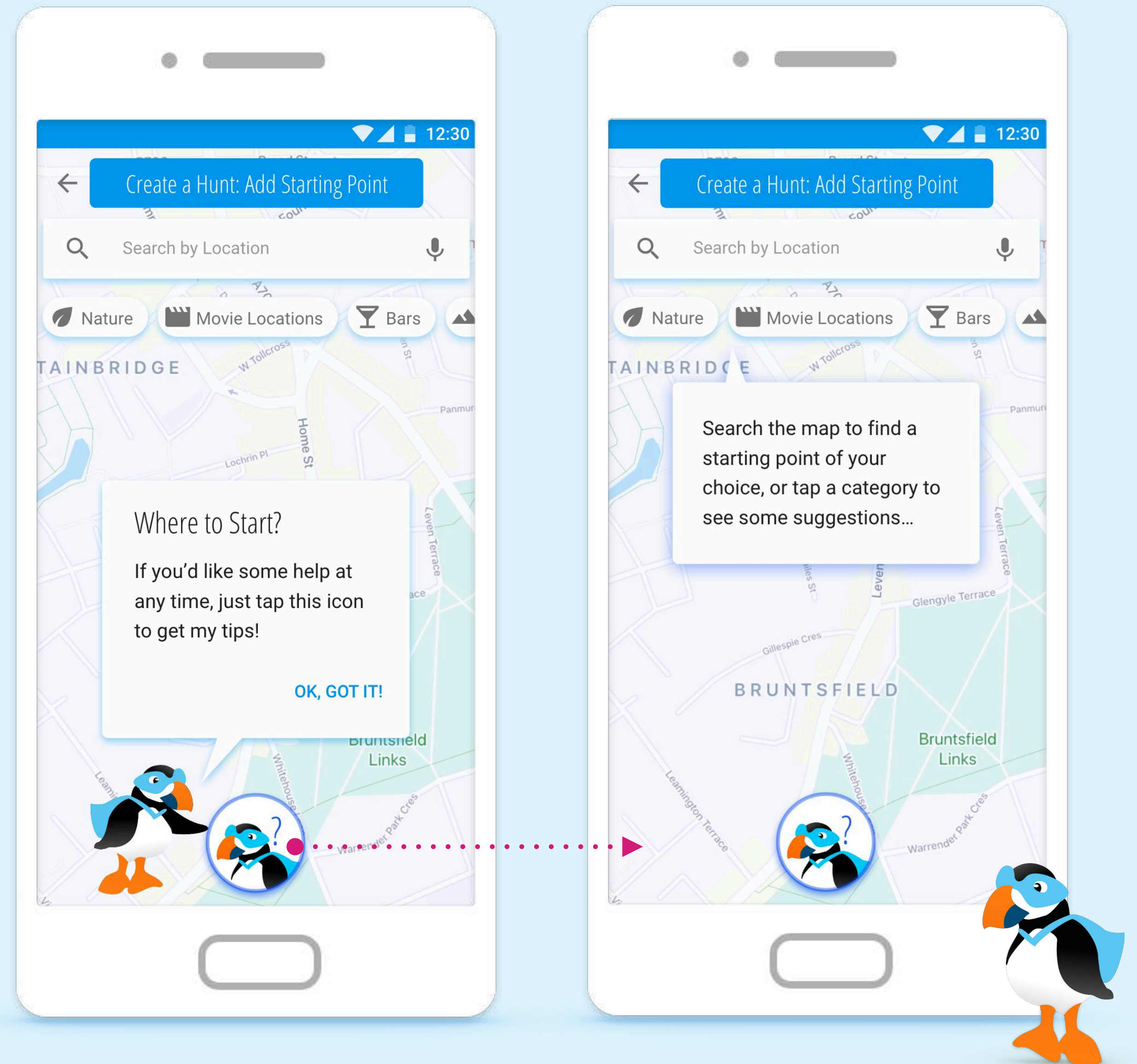


Create a Hunt Feature

Build your own scavenger hunt

Alba the mascot helps people move through tasks, giving tips and encouragement.

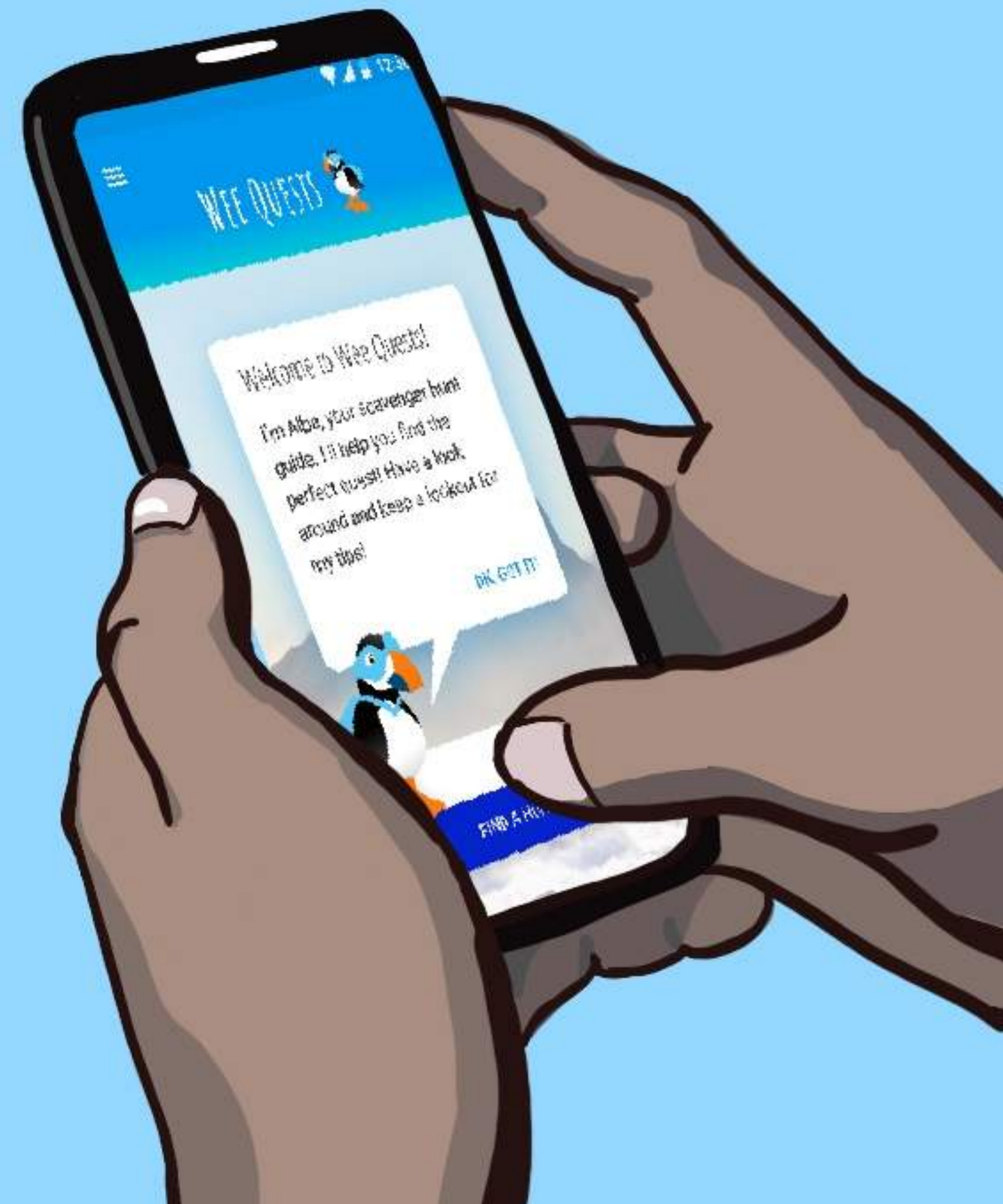
The tips icon balances an audience need for tutorials that was uncovered in user research and balances it with the need to have freedom to explore that was highlighted in usability testing.



Wee Quests Prototype

Take a look: [A video tour of Wee Quests](#)

Try out it out: [Wee Quests prototype](#)



Retrospective

Wee Quests gave me hands-on experience across the user-centred design process and, as my first UX/UI project, it was a steep learning curve.

Working solo on the project has allowed me to gain practical knowledge of each step, from exploratory research through to high fidelity design. I am finding this beneficial moving into team projects, as it has given me awareness of roles across the team and how my work feeds into the project as a whole. Another important takeaway from working individually has been the value of seeking out feedback.

And Next Steps...

For this project, my focus was on gaining in-depth experience of UX practices, in particular conducting user research and learning design software. For this reason, I wanted to keep the concept of Wee Quests itself fairly simple. If I was to approach the project again, I would like to delve deeper into ideas around creating custom city tour experiences. I am keen to explore all-in-one solutions that might meet the needs of people like my persona Nina who want full creative control, and also people like my persona Marco who want the app to take the work out of organising!



Thank You for Viewing!