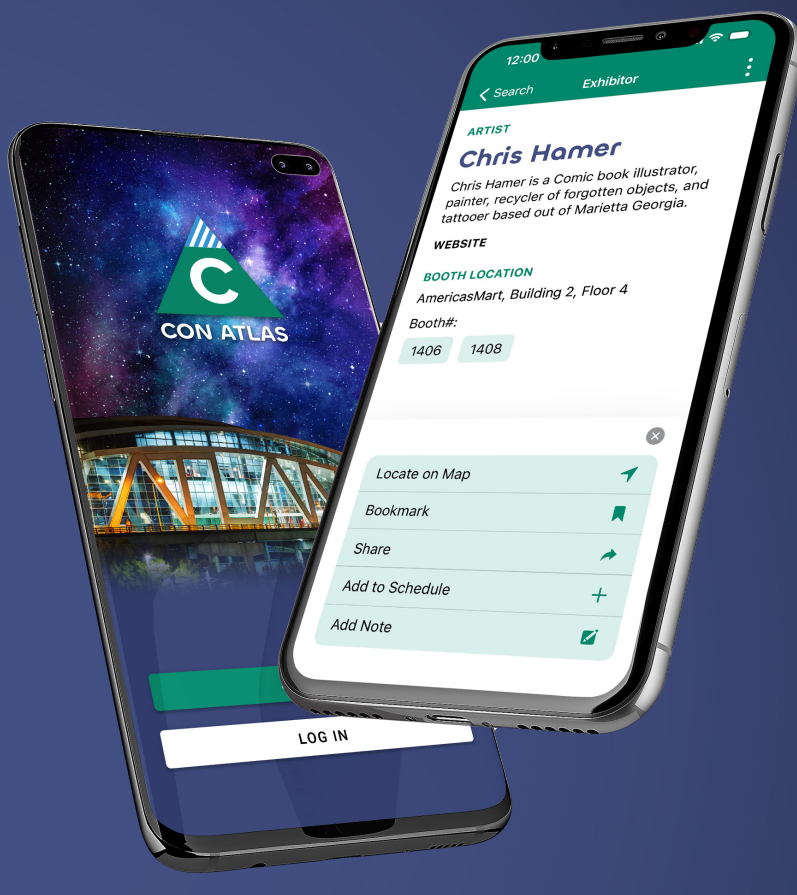


Con Atlas

The app that helps convention-goers explore enchanted realms and the space beyond. It will be a resource of up-to-date event information, schedules, directories, and maps.



Context

I attend Dragon Con in Atlanta each year. They have an app that is not intuitive. Although it has a lot of good features, the user flows need improvement; icons don't represent their function; and content is difficult to find. I designed **Con Atlas as an alternative to their app**. The app could be marketed to other science fiction, fantasy, comic book, and pop culture conventions.

Role

My primary role for this project was the **UI Designer**. I also conducted user research to develop the app.

Process

- 1 Presented a **project proposal** for the convention app
- 2 Identified **two tasks** to be completed by users
- 3 Designed **low- and high-fidelity wireframes** for Android and iOS mobile platforms
- 4 Determined **mobile gestures**
- 5 Created the **visual design** for the app (both platforms) and set up **prototypes**
- 6 Conducted **usability tests** to validate the two user flows
- 7 Completed the **visual design** of the app based on feedback from the tests

User Flows

TASK 1

Log into the app and experience an onboarding tutorial.

Problem: Attending a sci-fi, fantasy, and comic convention can be overwhelming. It's hard to know where to start.

Solution: Provide new attendees with a "Welcome Guide" (onboarding tutorial) to improve their convention experience and get them started using the app.

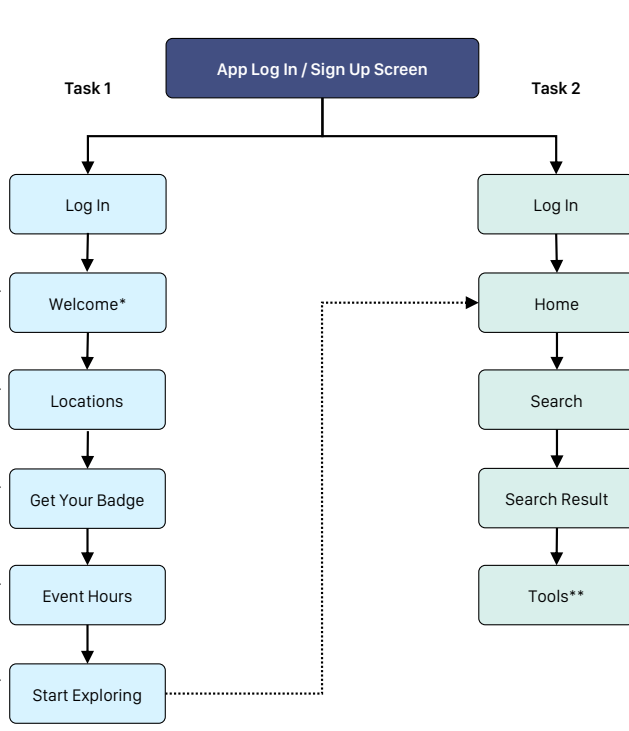
TASK 2

Use the Search feature to locate event programming.

Problem: Dragon Con's app icons are not clear and search options are limited (ex. no filters).

Solution: Use icons that follow established standards for both mobile platforms, follow design patterns, and offer new features to improve searches.

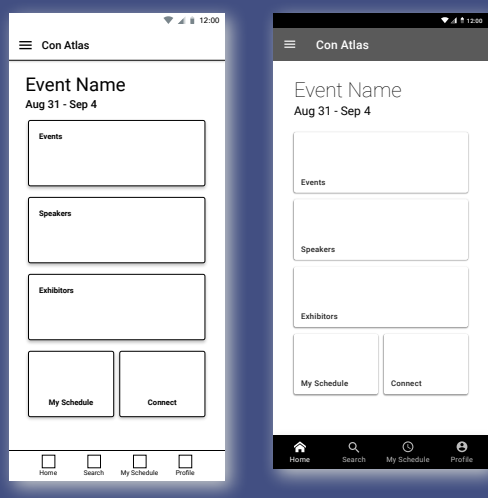
FLOW DIAGRAM



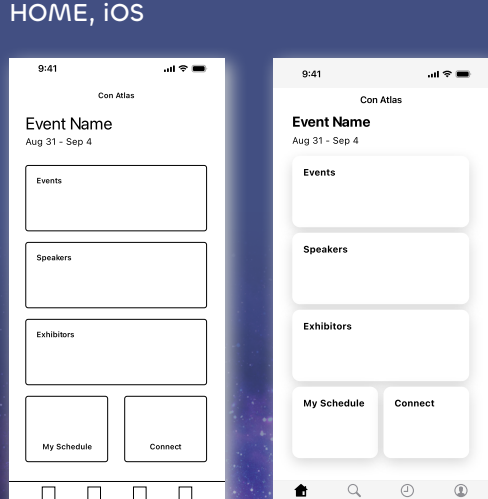
* The onboarding feature would only be active for first time users.
 ** Bonus: The tools on the Exhibitors' screen is a new way to follow established design patterns for Android and iOS.

Wireframe Evolution + Comparison

HOME, Android



HOME, iOS



FINAL DESIGNS

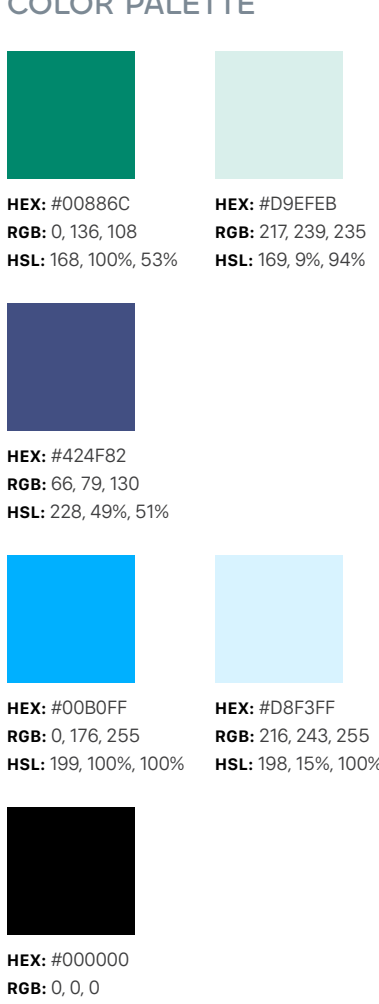
I spent time researching **Material Design Guidelines** for Android and **Human Interface Guidelines** for iOS and understanding their differences.



View all screens: [XD Files](#)

Visual Design

COLOR PALETTE



TYPOGRAPHY

Header 1
 Chillax Semibold 42 pt

Header 2
 Chillax Semibold 34 pt

Subhead 1
 Chillax Semibold 21 pt

Subhead 2
 Chillax Semibold 18 pt

Headers are the same for both platforms. The rest of the typography adopts the default typeface for each platform: **Roboto** for Android and **San Francisco Pro** for iOS.

ANDROID

SUBHEAD
 Roboto 14 pt

The app will help convention-goers navigate the event.

Body Copy - Roboto 14 pt

iOS

SUBHEAD
 San Francisco Pro 15 pt

The app will help convention-goers navigate the event.

Body Copy - San Francisco Pro 16 pt

Usability Test

TESTERS

The following people took part in the usability test:

- Shawn B.
- Jim D.
- Jon G.
- Gigi O.
- Meg S.
- Michael T.
- Andy T.

5 men and 2 women, ranging in age from 45-60. They were selected because of their **experience attending conventions** for science fiction, fantasy, comic books, and other pop culture.

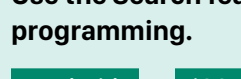
TASK 1

Log into the app and experience an Onboarding tutorial.



TASK 2

Use the Search feature to locate event programming.



Results

The testers could complete the tasks and offered good feedback on the overall design of the screens, navigation, and content – some of which was incorporated into the designs.

Reflection

Conducting my user research (downloading music apps on my phone) helped me understand user flows and interface design. I would spend more time in the inspiration phase next time so that I can work with more text. Music apps have more headers, artists' names, and music titles (short amounts of text).

Search - Android / iOS Screens

Onboarding - Android / iOS Screens

