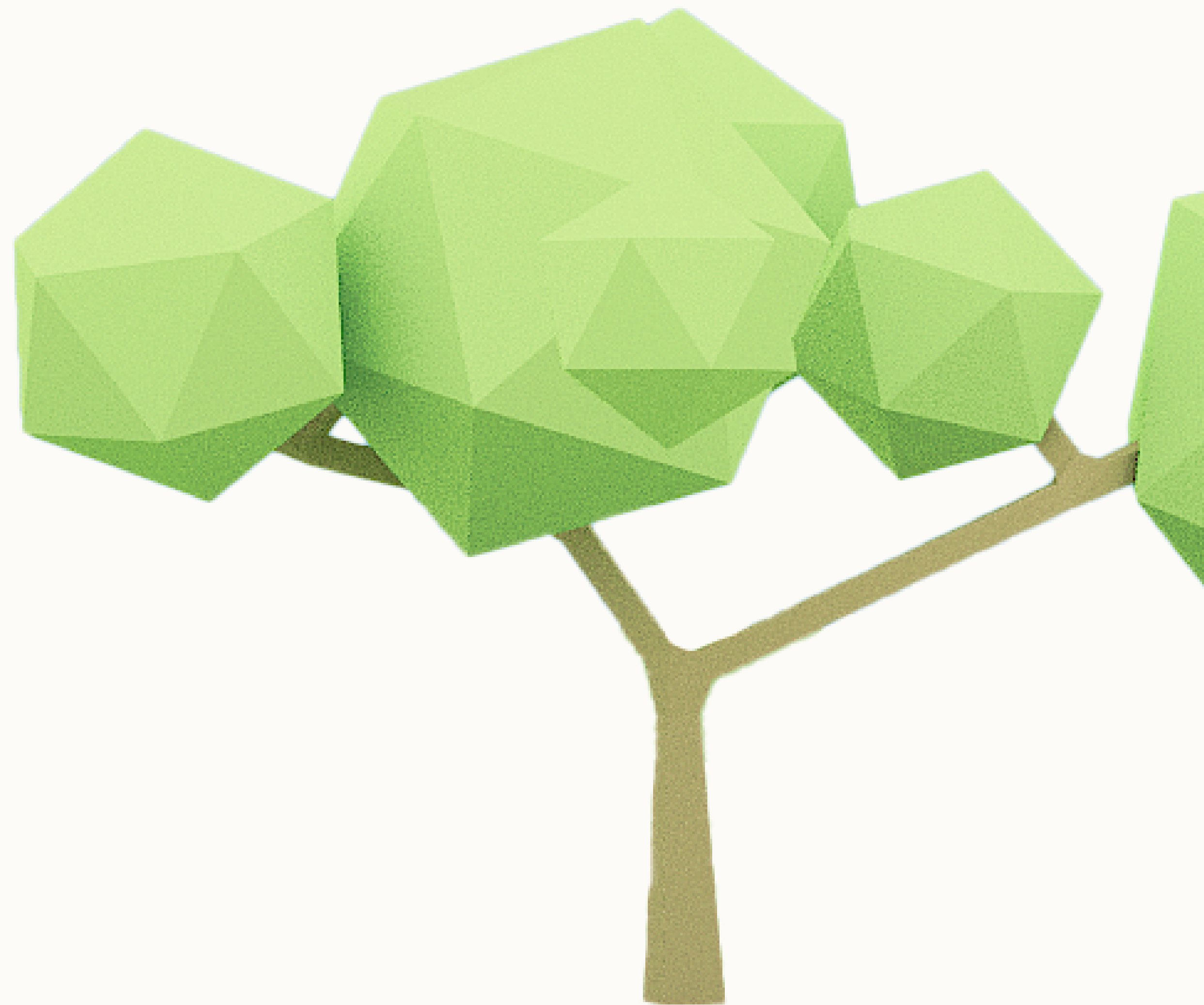


WANDER

Sarah Saboori 2021 NMD Elements III



INDEX

Introduction

- 02 Problem Statement
- 03 Goal
- 04 Solution
- 05 Target Audience
- 06 Map View
- 07 Aerial View
- 08 Sight View
- 09 Badge Collection
- 10 Use Cases
- 11 Site Map

Research

- 13 Competitive Analysis
- 14 Competitive Analysis
- 15 UX Trend

Wireframes

- 17 Concept Sketches
- 18 Layout Grid
- 19 Wireframes // Low-Fi
- 20 Wireframes // Low-Fi
- 21 Wireframes // Low-Fi
- 22 Wireframes // Hi-Fi
- 23 Wireframes // Hi-Fi
- 24 Wireframes // Hi-Fi
- 25 Wireframes // Hi-Fi
- 26 Wireframes // Hi-Fi
- 27 Visual Composition Version 1
- 28 Visual Composition Version 2

Final Design

- 30 Inspiration Board
- 31 Style Board
- 32 Final Visual Design
- 33 Final Visual Design
- 34 Final Visual Design
- 35 Final Visual Design
- 36 Final Visual Design
- 37 Prototype
- 38 Conclusion
- 39 Appendix

INTRODUCTION

PROBLEM STATEMENT

How can a simulated experience raise awareness?

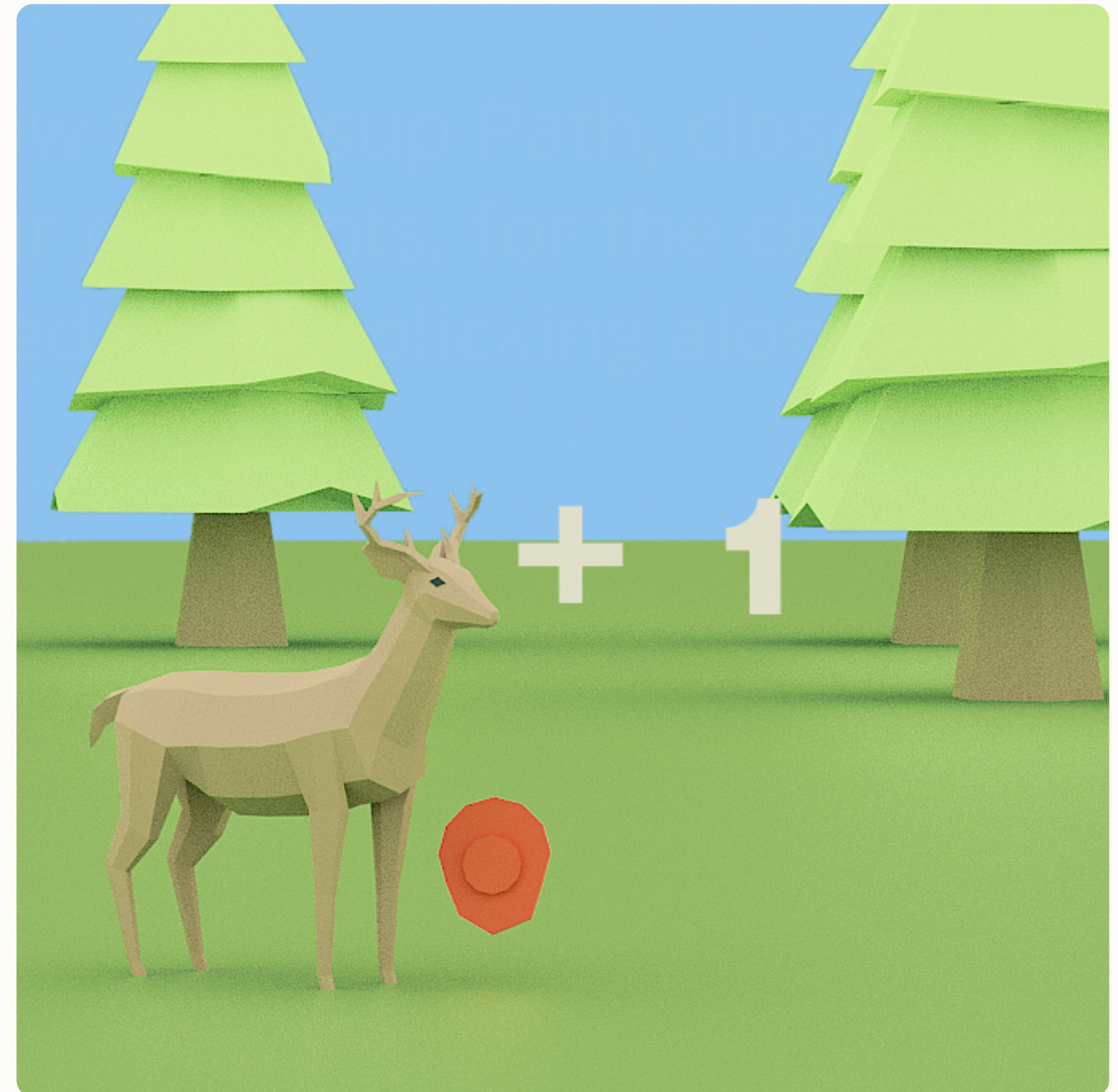
The U.S. National Parks provide a range of ecosystems, each with their own unique treasures. Animals at risk of extinction, invasive species, climate change, and pollution present threats to these environments. By creating a personal experience between the user and parks, Wander intends to raise awareness for the preservation of nature.



GOAL

Education, Fun, & Environmental Awareness

The objective of this project is to encourage awareness and respect for the U.S. National Parks. Wander encourages children and adults to learn more about these historic regions and do their part to preserve these lands, animals, and plants.



SOLUTION

An Interactive U.S. National Park Guided Experience

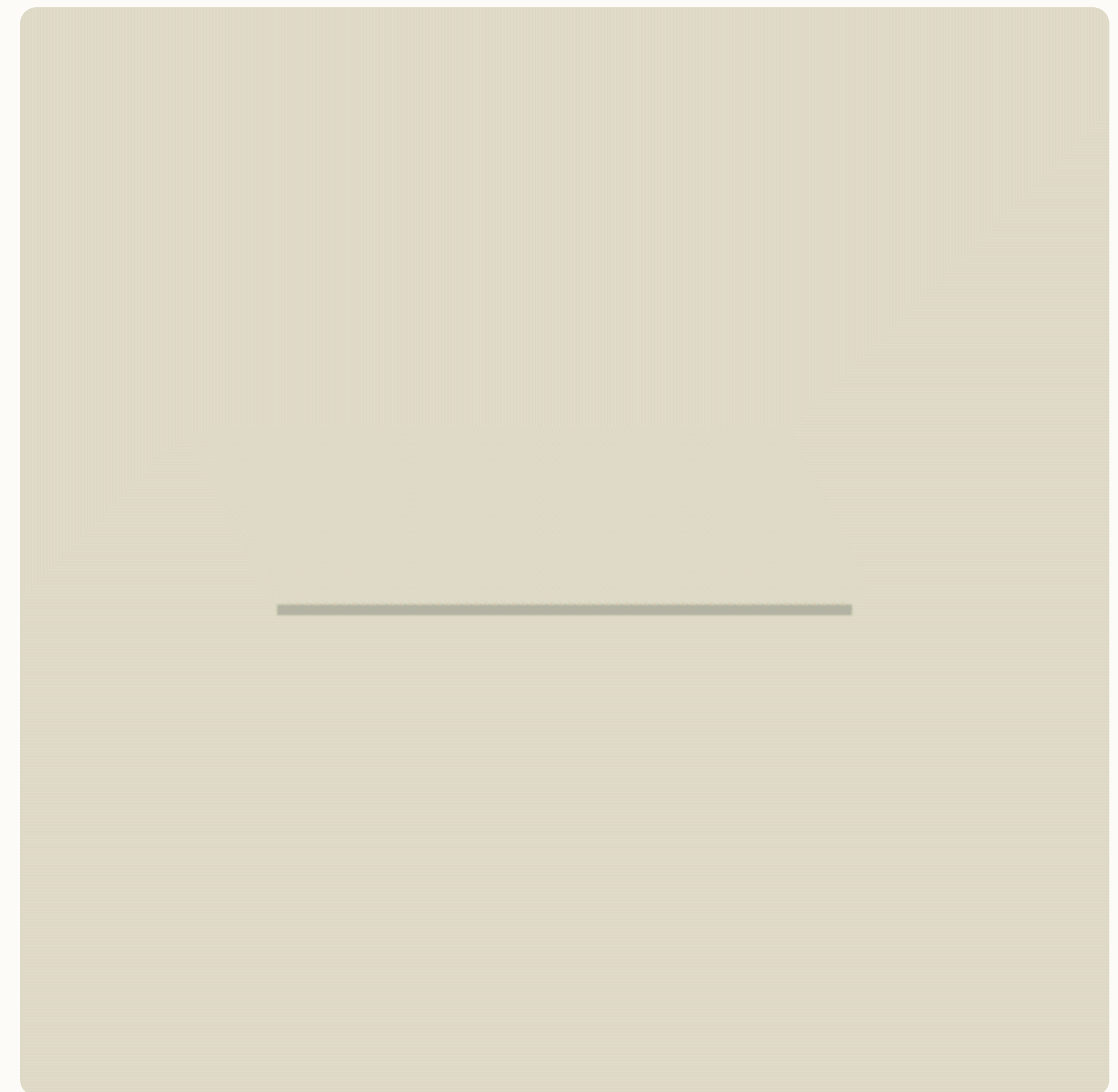
My project addresses the desire to inform through exploration and a personal connection. This experience educates, encourages, and raises awareness through a dynamic presentation of information. The exhibition will benefit the parks by drawing attention to park history, attractions, and concerns.



TARGET AUDIENCE

A virtual interactive vacation for the entire family

This project focuses on the awareness and support of the U.S. National Parks. Experiencing the parks in a virtual setting will spark curiosity and family conversations about conservation, and possibly a desire to visit some parks.



MAP VIEW

Find all 63 parks on the interactive 3D map view.

Travel around the continent in seconds with Wander's interactive 3D map view. Travel to parks, explore different regions of the country, and learn new facts about the United States' natural wonders.



AERIAL VIEW

Scroll through the parks and interact with the objects.

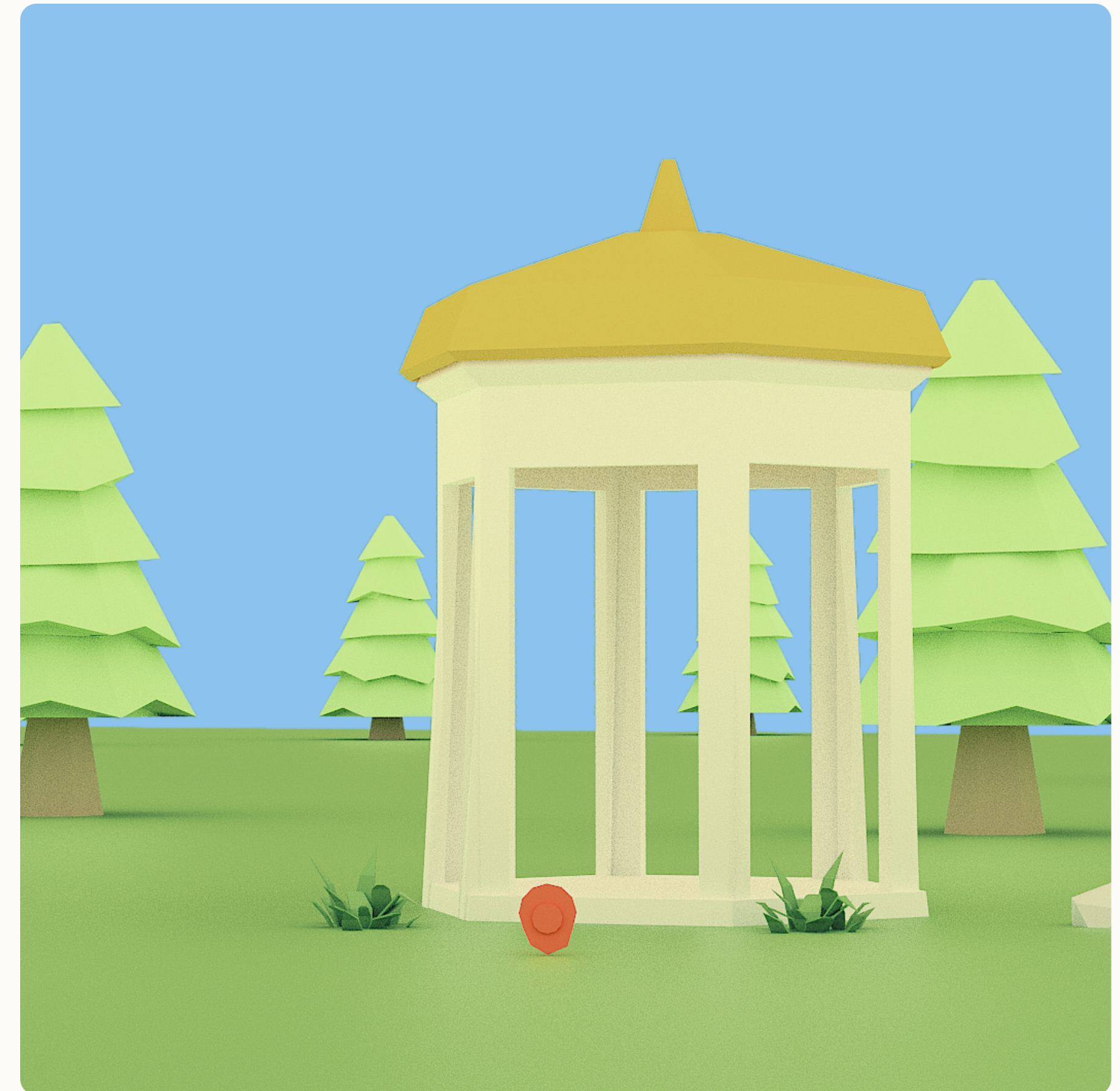
Navigate through each park by scrolling, zooming, and clicking interactive objects. Aerial view provides information for every highlighted sight and opportunity in the park.



SIGHT VIEW

Zoom in to view real-life sights at National Parks.

Get up and close to national treasures from around the continent. By zooming into a scene, users can navigate through a 360° view of sights, animals, plants, and opportunities related to each individual park.



Sieur de Monts, Acadia National Park

BADGE COLLECTION

Collect badges as you navigate through different sights.

Explore sights and collect badges as you go! Collect all of the badges at a park to receive a new stamp in your collection!



USE CASES

The Explorer

For a user curious about the U.S. National Parks, they would arrive to the sight and navigate through desired parks. They will engage with each object to find relevant information without much concern over badge collection or awards. To “The Explorer,” learning new information is the primary desire.

The Student

In a classroom setting, the student would be encouraged to explore various parks to gain information on each of the national parks. They will be drawn to visual sights, badge collection, and awards. They spend more time exploring the parks for entertainment than reading all of the park facts and information.

The Parent

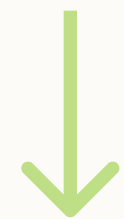
The parent will visit this platform to present to their children for awareness and educational purposes. For a family interested in visiting a park or learning more about conservation, they would view this sight to learn information related to what they might encounter at the parks or how they can contribute to current environmental efforts.

SITEMAP

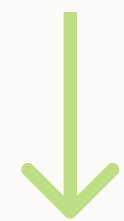
Wander Enter Screen



Globe View



Individual Park Aerial View



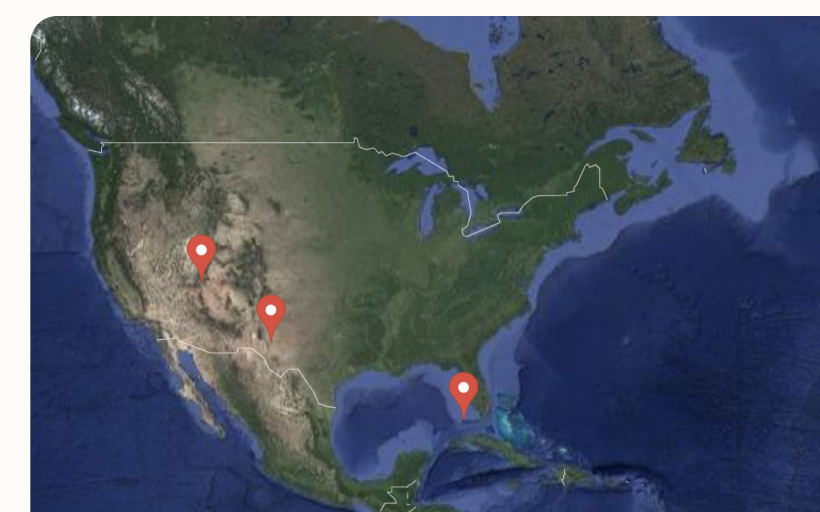
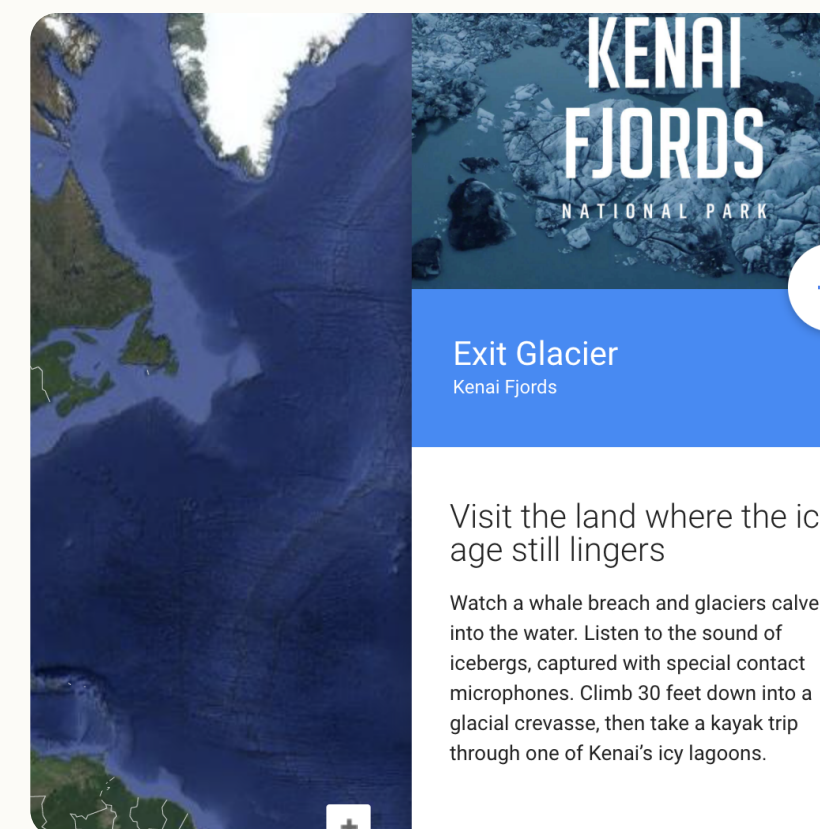
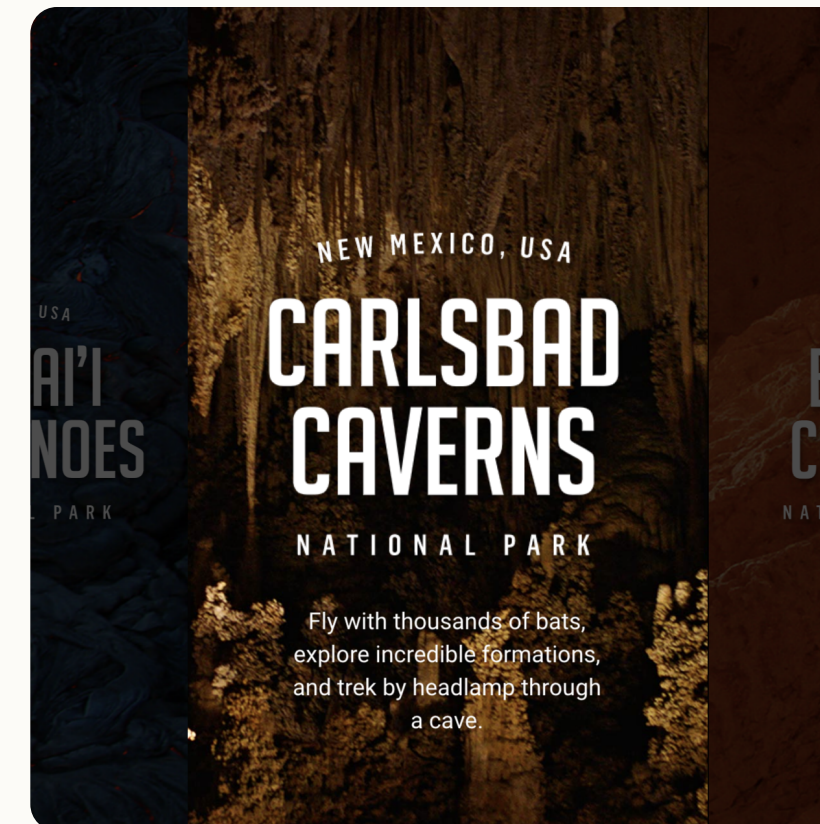
Rotating View with Sights

RESEARCH

COMPETITIVE ANALYSIS

Google's "The Hidden Worlds of the U.S. National Parks"

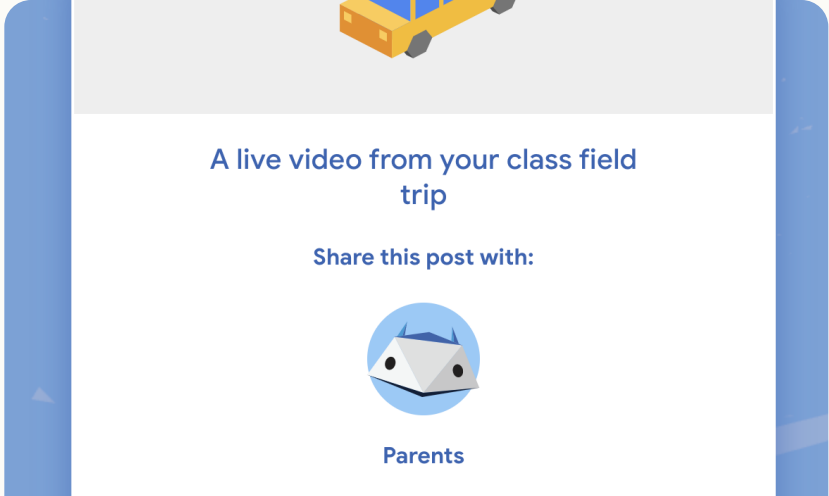
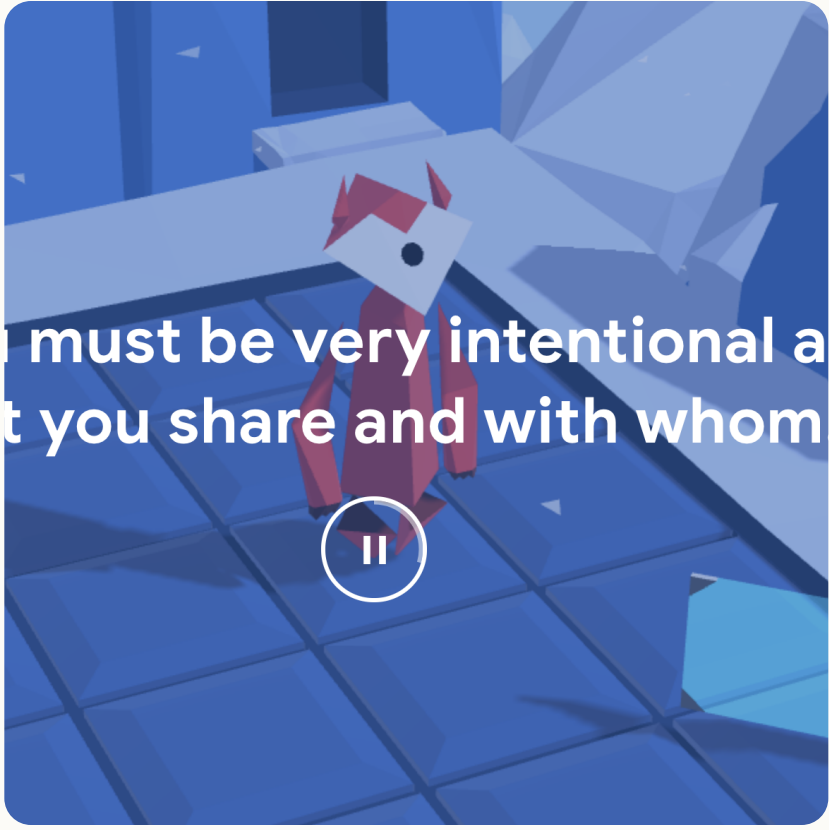
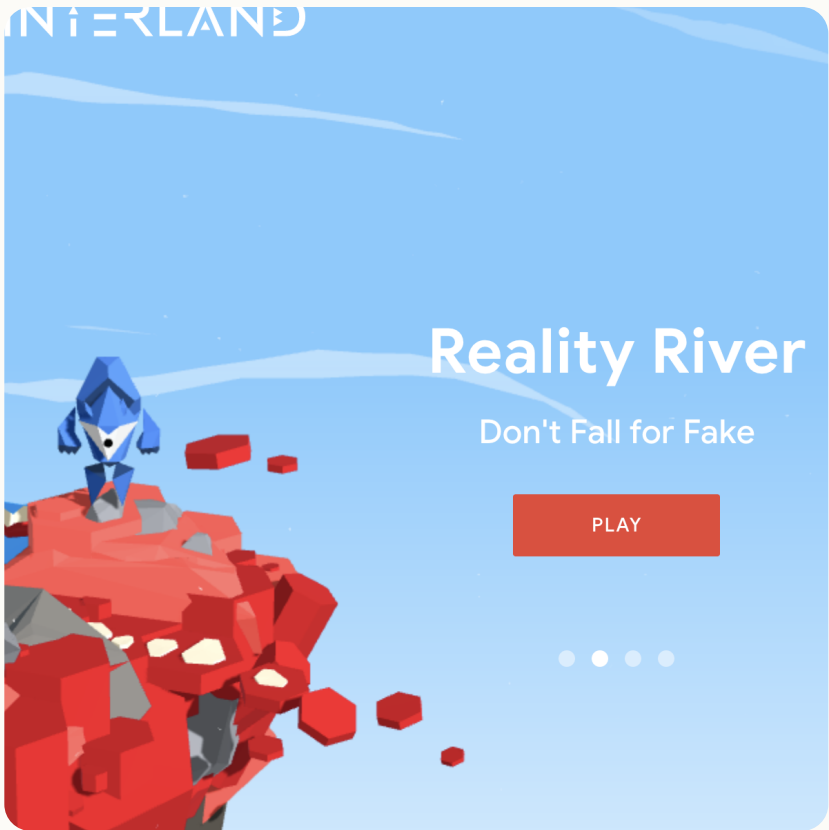
This video-based experience provides informational context for 5 national parks. Users acquire information through a series of videos. Google uses multiple 360° camera images to create engaging and playful experiences for users.



COMPETITIVE ANALYSIS

Google's "Interland Be Internet Awesome" Platform

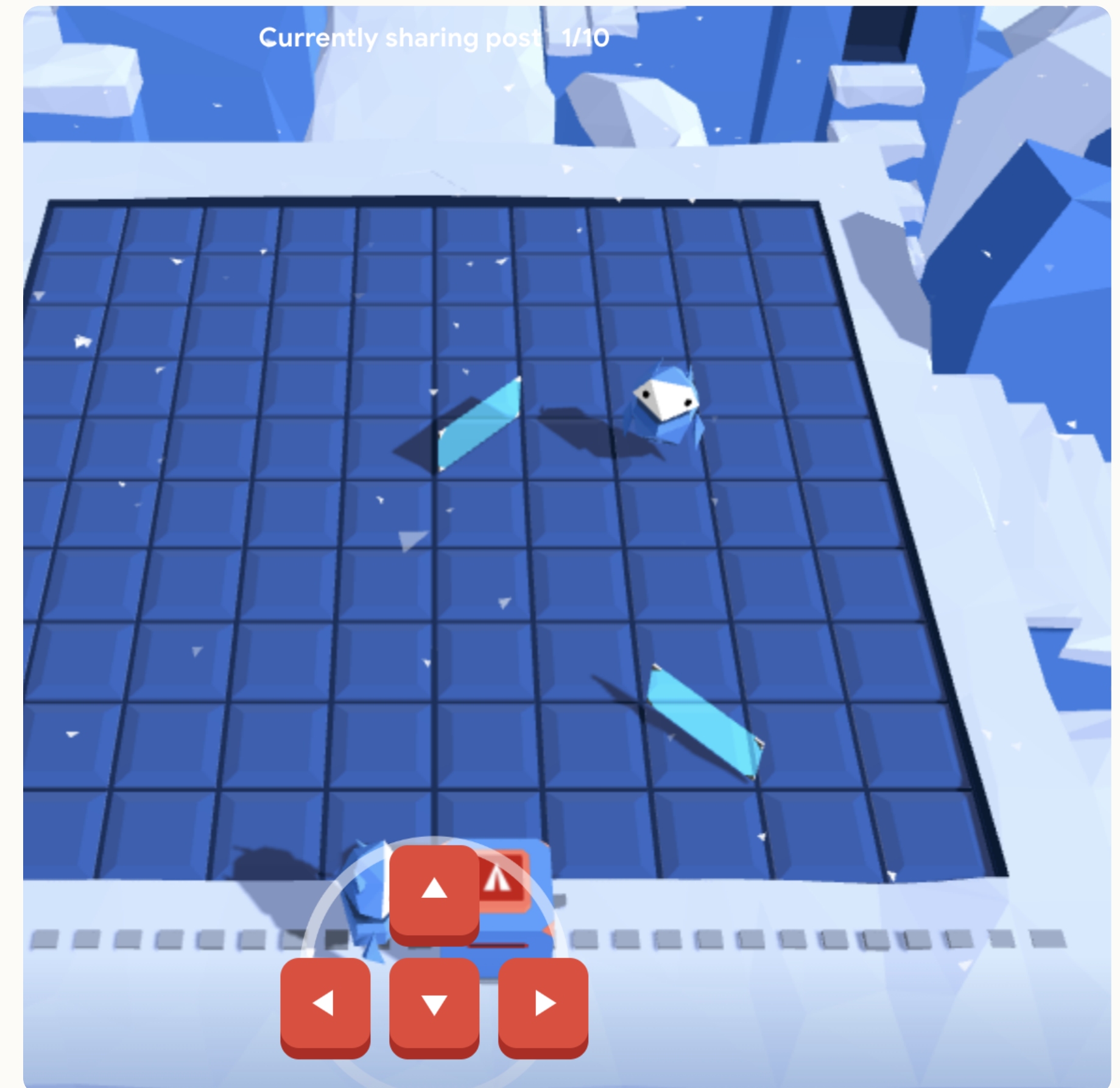
This low poly game experience provides point collection, exciting visuals, and important information relevant to awareness for internet safety. I will use visuals in a similar way to create excitement around the information provided for the parks.



UX TREND RESEARCH

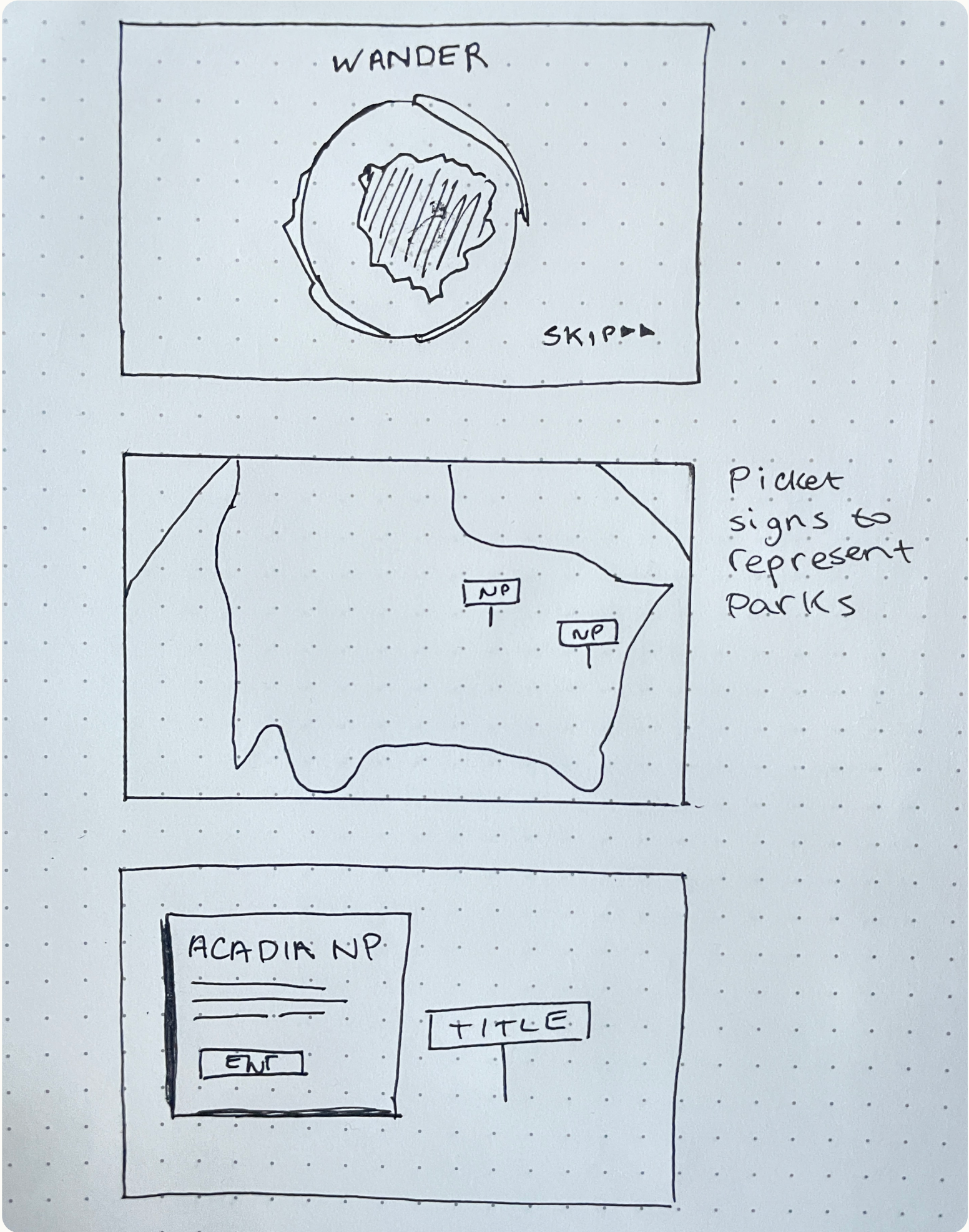
The Gamification of Learning and Interactions

The presentation of information in Google's "Interlands" project creates a playful learning environment. Adopting this method of presentation for important information is a consideration that I will take into account for the development of my platform.

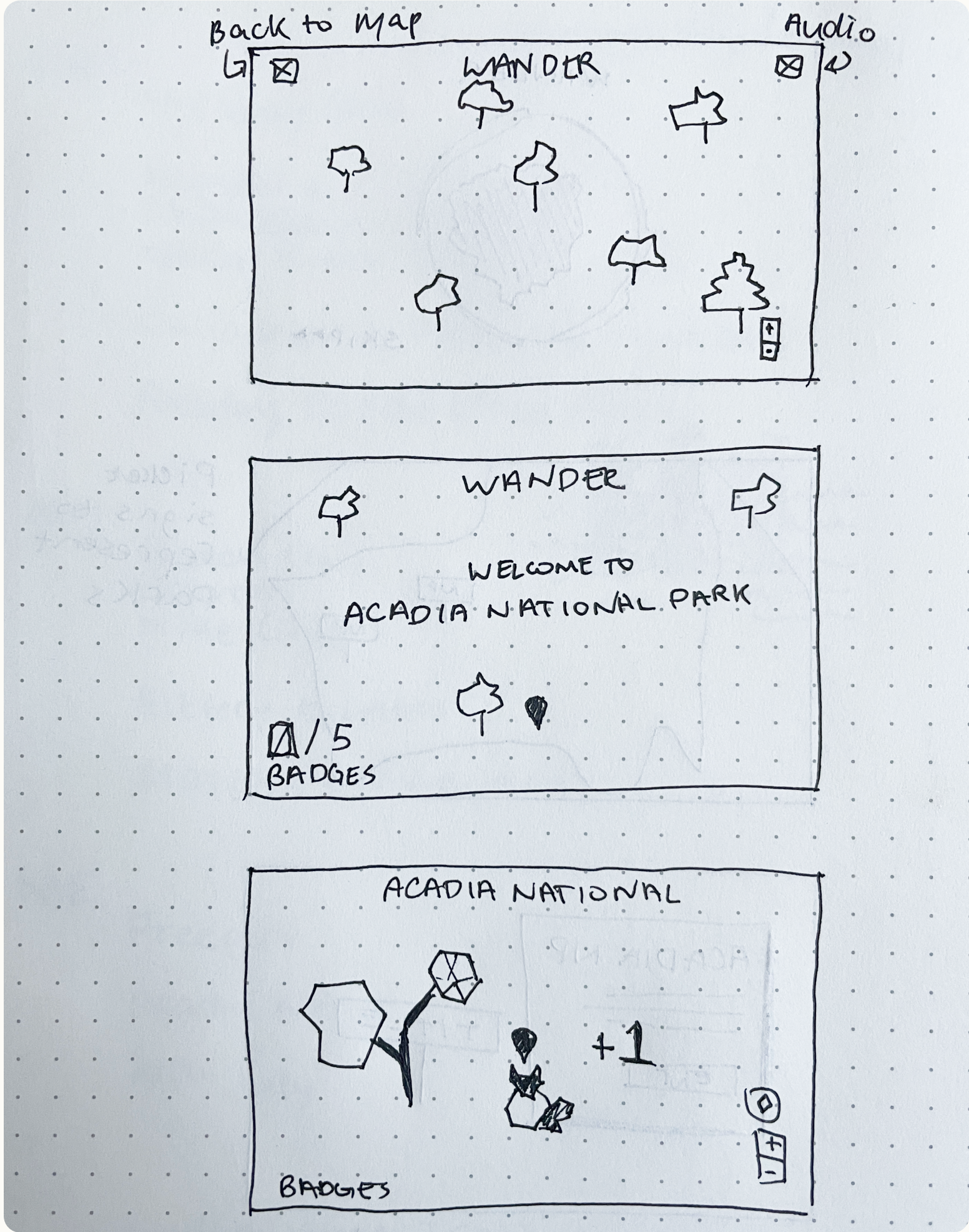


WIREFRAMES

CONCEPT SKETCHES



To the Left: Enter Screen, Global View, Selected Park



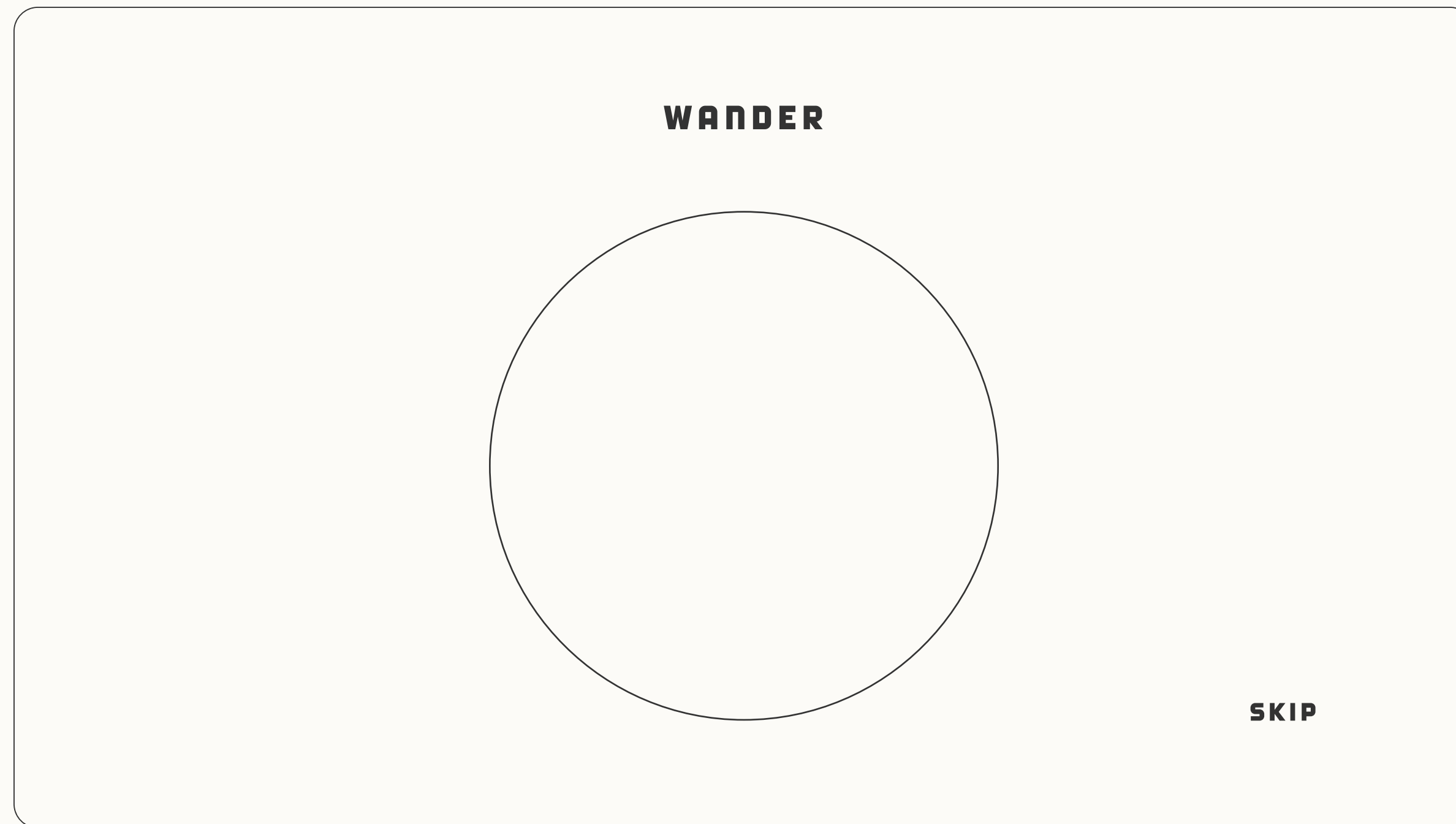
To the Right: Aerial View, Intro to Park, Sight View

LAYOUT GRID

Kiosk/Television
10px Grid System
Landscape Orientation
1920 x 1080 px

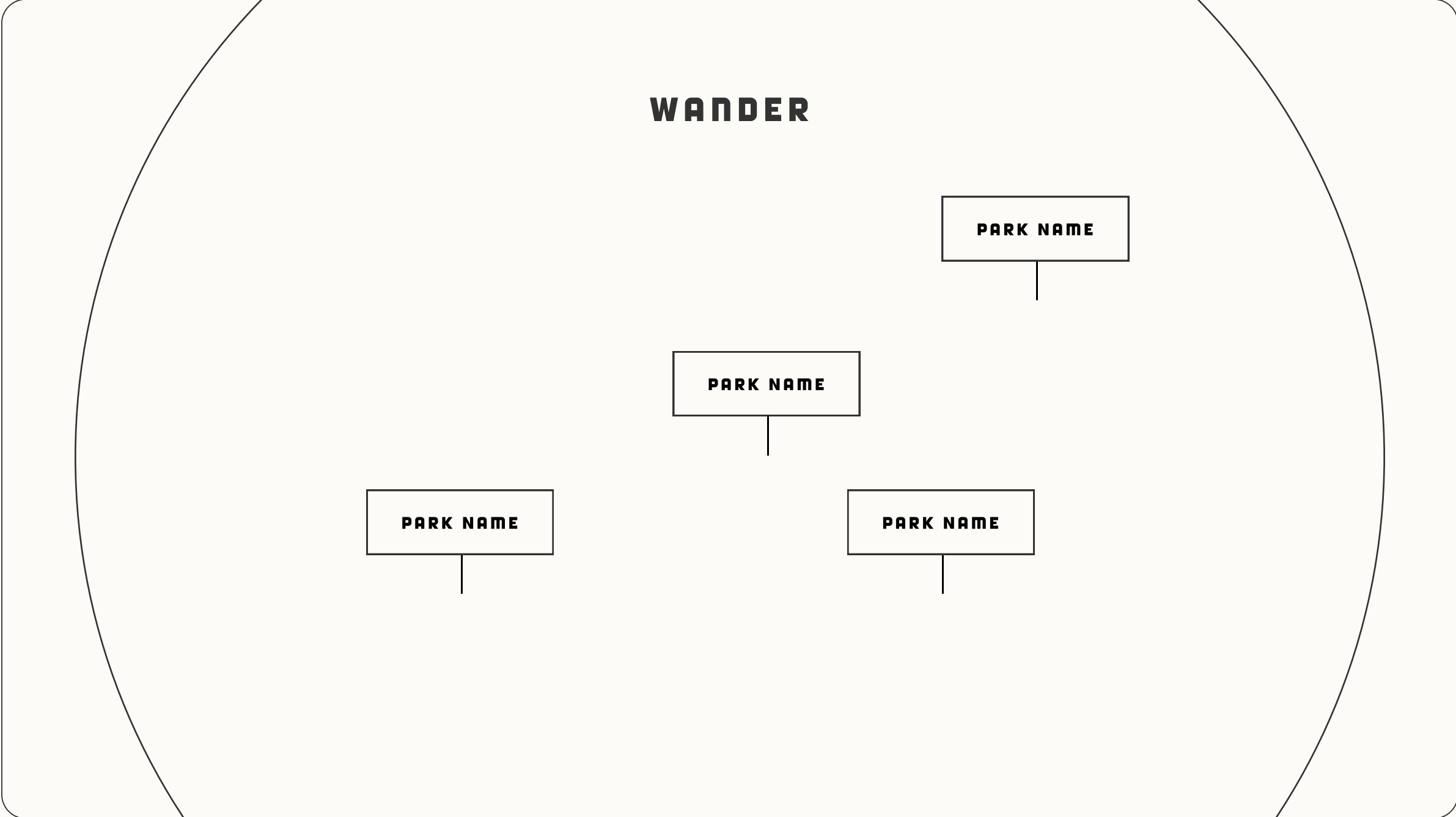


WIREFRAMES // LOW-FI



Intro Scene

WIREFRAMES // LOW-FI



Globe View

WIREFRAMES // LOW-FI



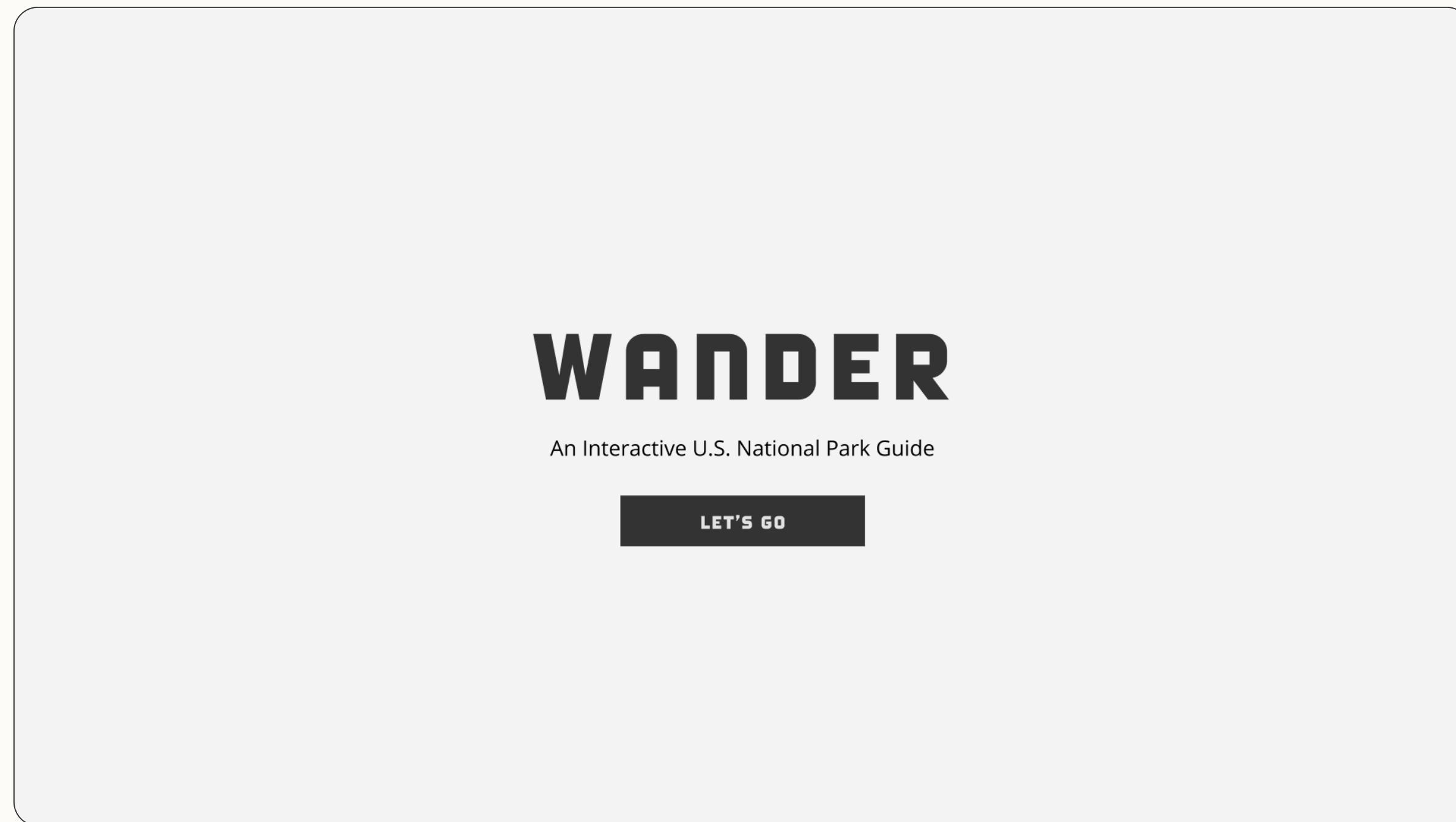
Globe View

WIREFRAMES // HIGH-FI



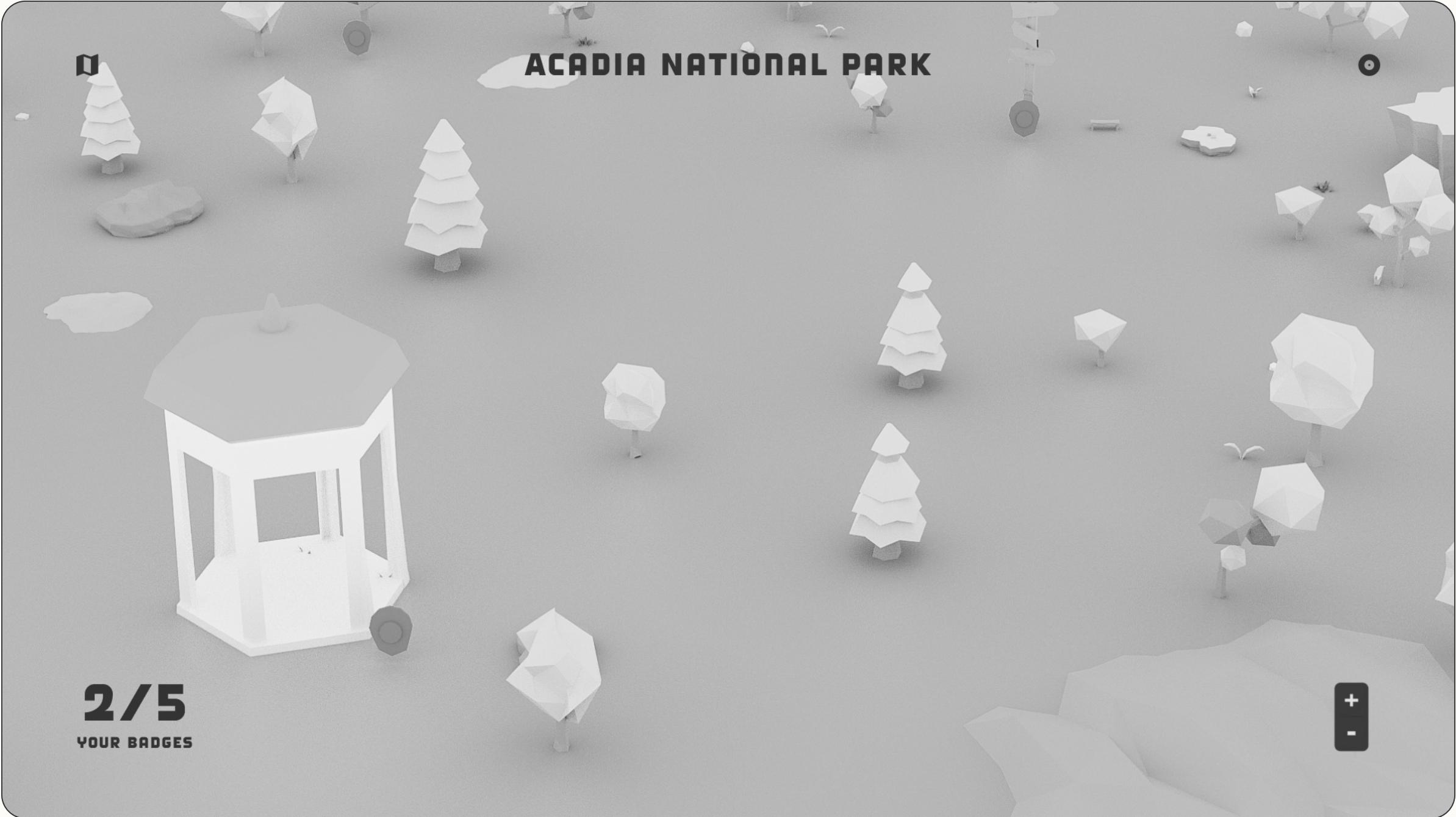
Intro Scene

WIREFRAMES // HIGH-FI



Call to Action

WIREFRAMES // HIGH-FI



Aerial View

WIREFRAMES // HIGH-FI



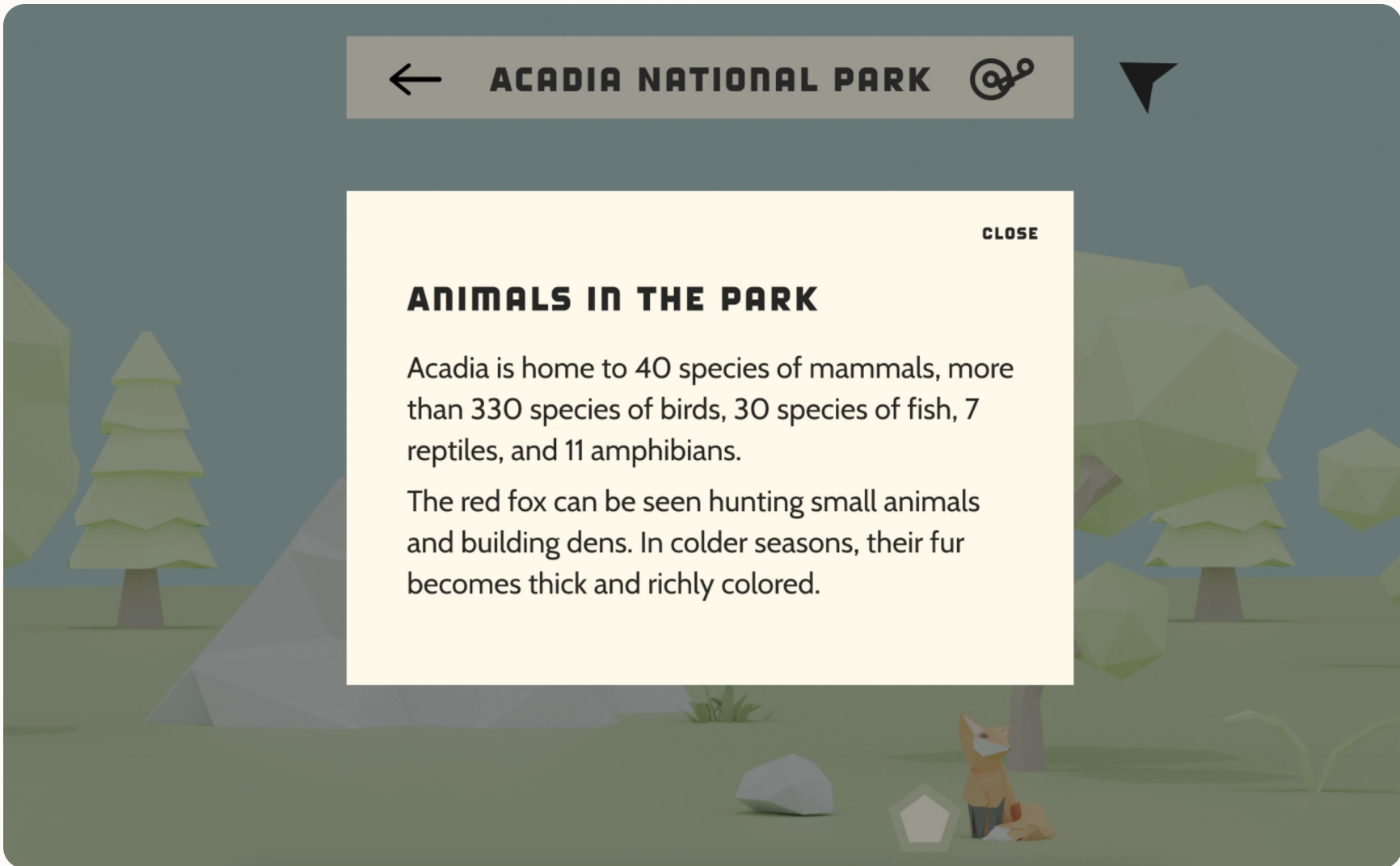
Badge Collection

WIREFRAMES // HIGH-FI

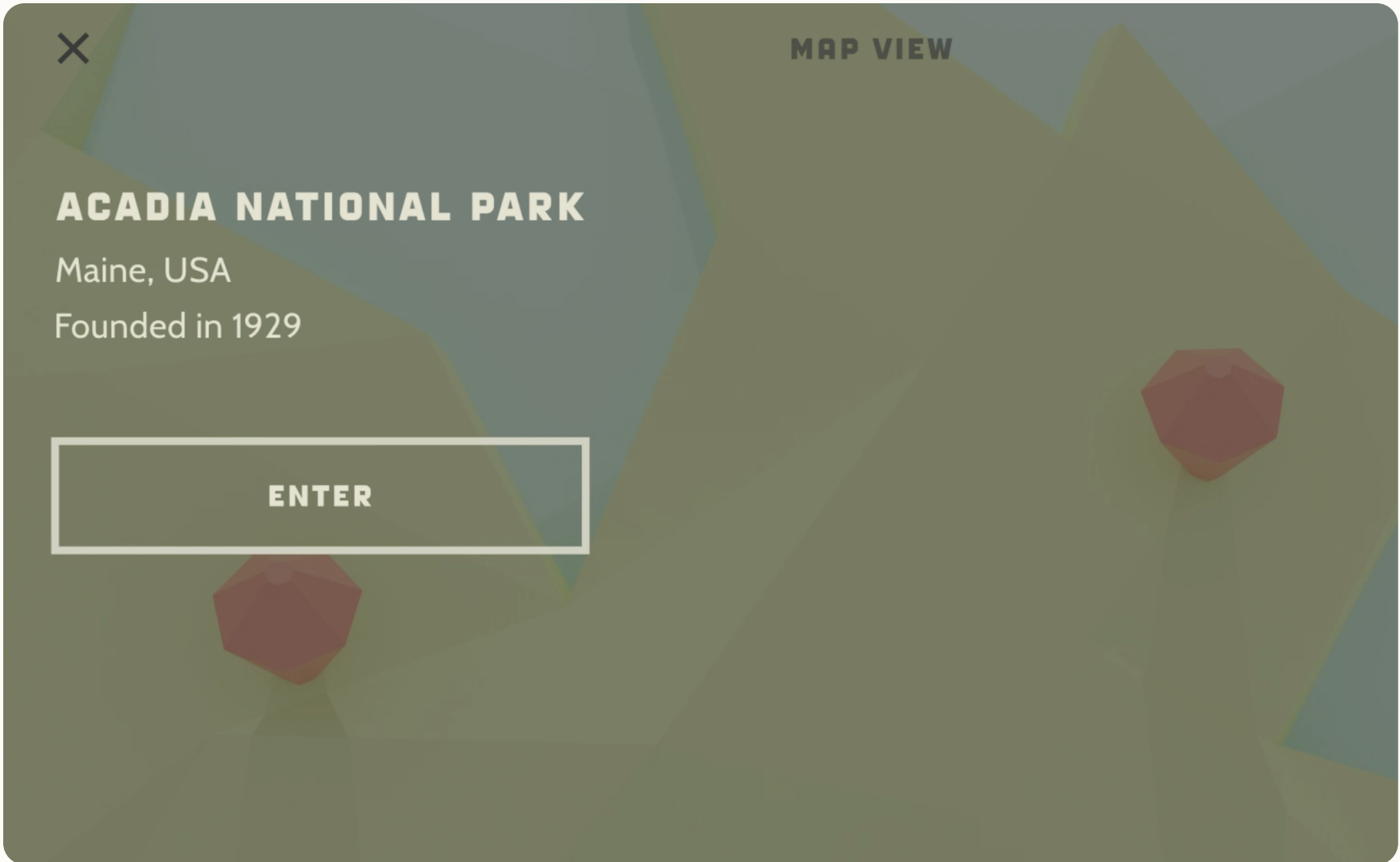
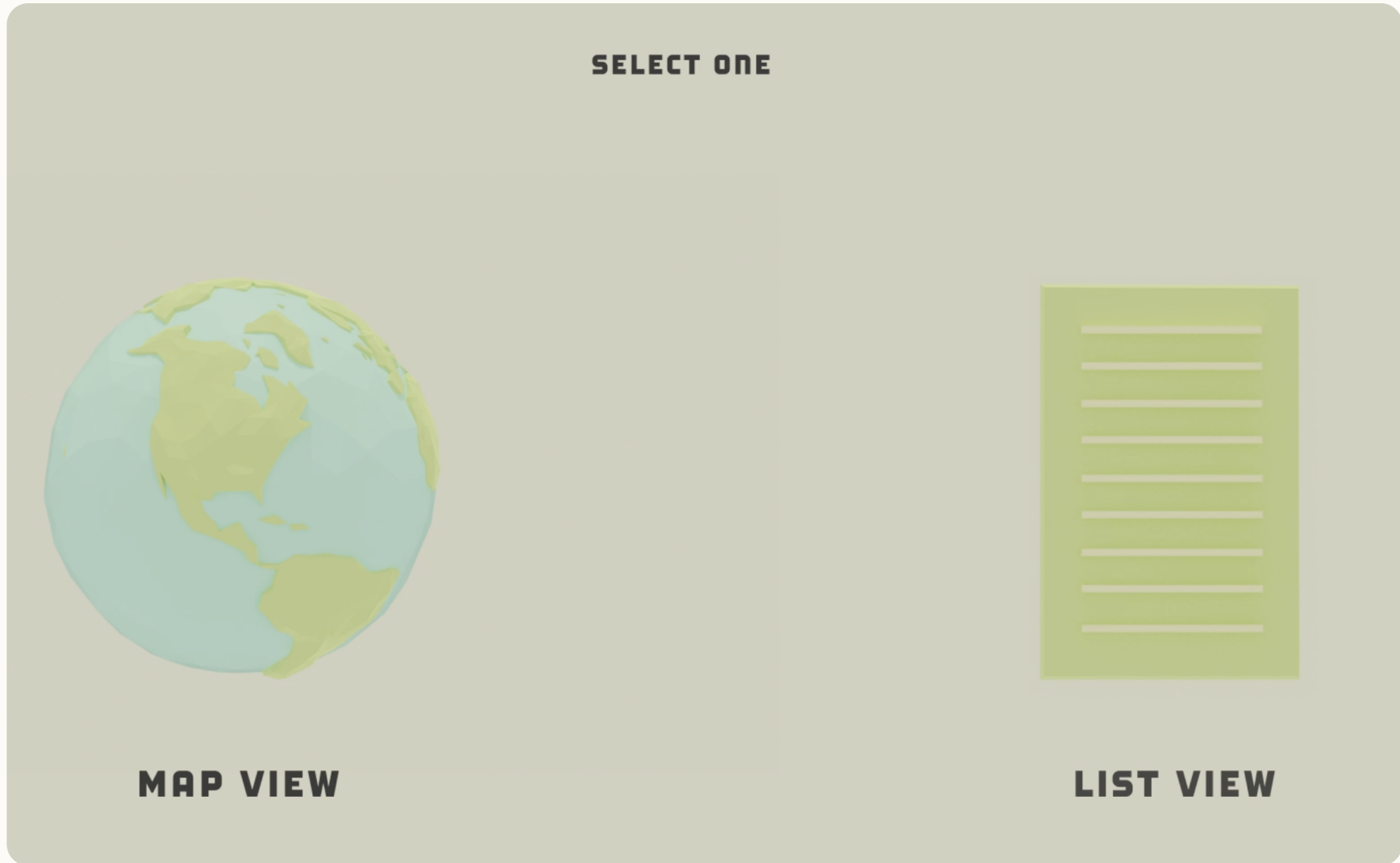


Sight View

VISUAL COMPOSITION VERSION 1

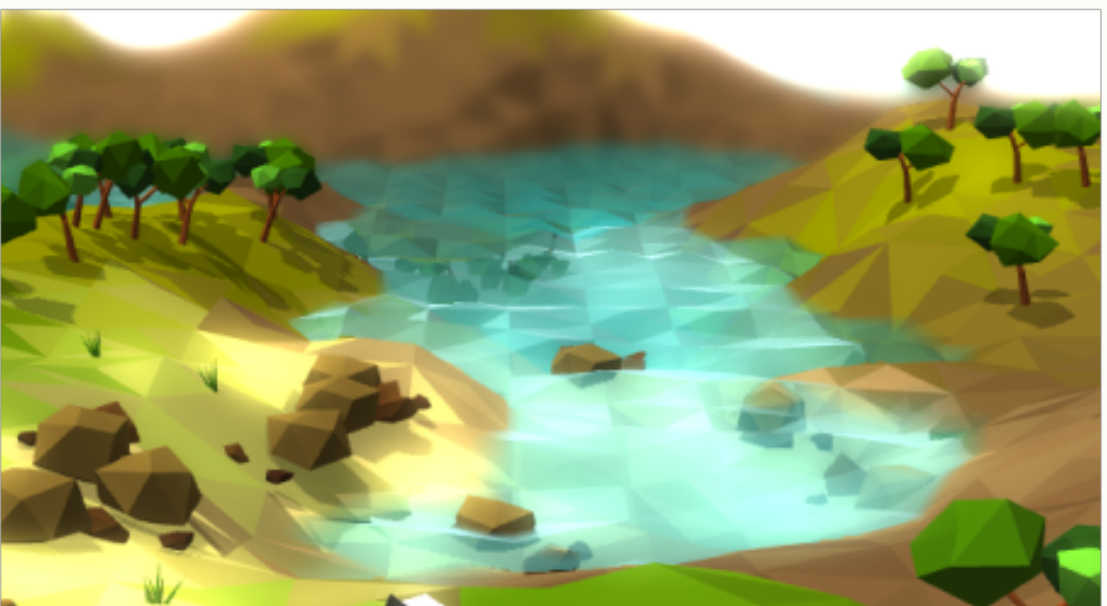
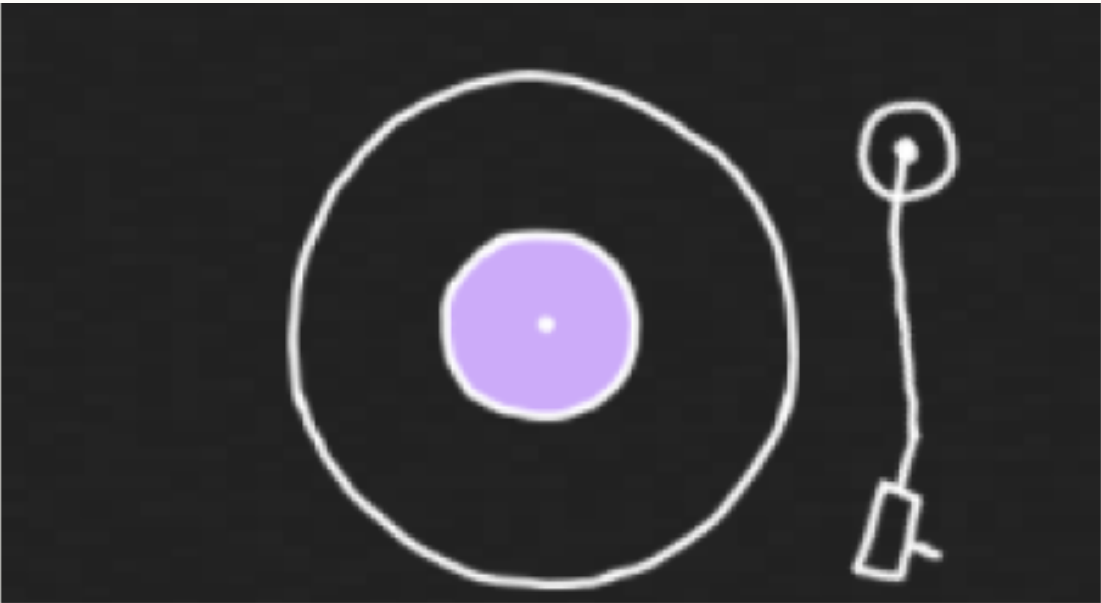


VISUAL COMPOSITION VERSION 2



FINAL DESIGN

INSPIRATION BOARD



STYLE BOARD



FINAL VISUAL DESIGN



FINAL VISUAL DESIGN



FINAL VISUAL DESIGN



FINAL VISUAL DESIGN



FINAL VISUAL DESIGN



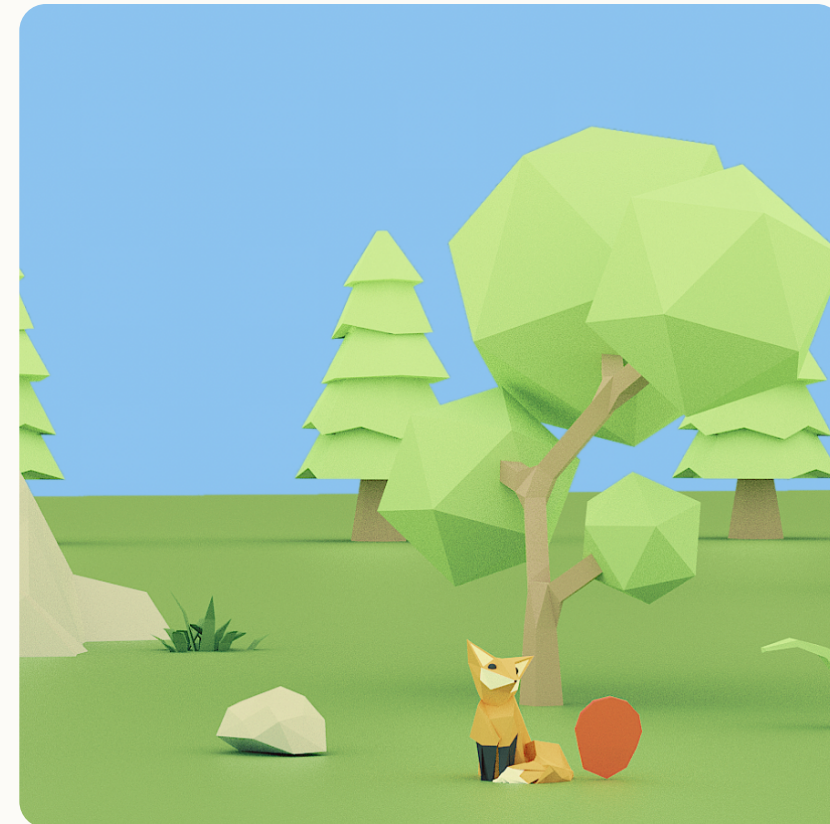
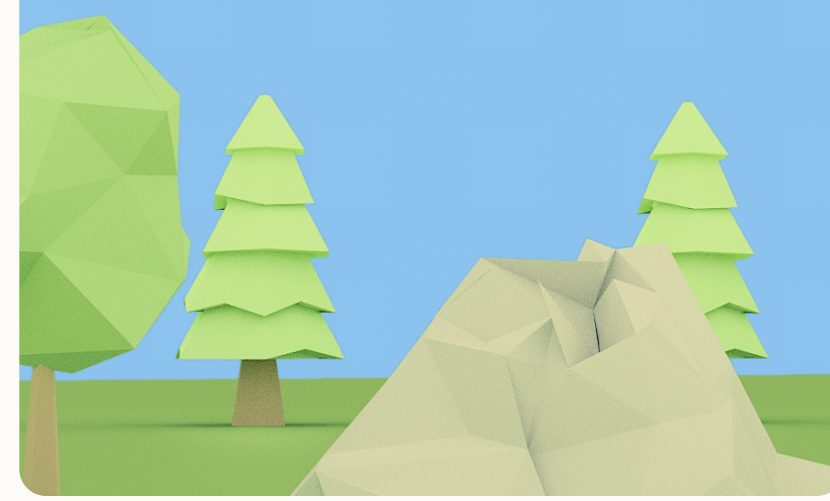
PROTOTYPE

[HTTPS://VIMEO.COM/548311121](https://vimeo.com/548311121)

CONCLUSION

Wander, The Interactive National Park Experience

My design evolution throughout this process has evolved to meet the needs of the user. As development continues, I will make modifications to the layout and capabilities, but the current design achieves the desired goals for this platform.



APPENDIX

Resources

<https://www.popularmechanics.com/adventure/outdoors/a22536/national-parks-posters/>

<https://www.nps.gov/findapark/index.htm>

<https://www.nps.gov/learnandexplore/index.htm>

Inspiration

https://beinternetawesome.withgoogle.com/en_us/interland

<http://rainforest.arkivert.no/#kart>

<https://paperplanes.world/>

<https://interview.ueno.co/>

Other

<https://nova-smarthome.ueno.co/>

<https://www.hellomondays.com/work/nat-geo>

<https://www.witchernetflix.com/en-gb>

THANK YOU!

