THE WIGGLE

Avoid San Francisco's biggest hills

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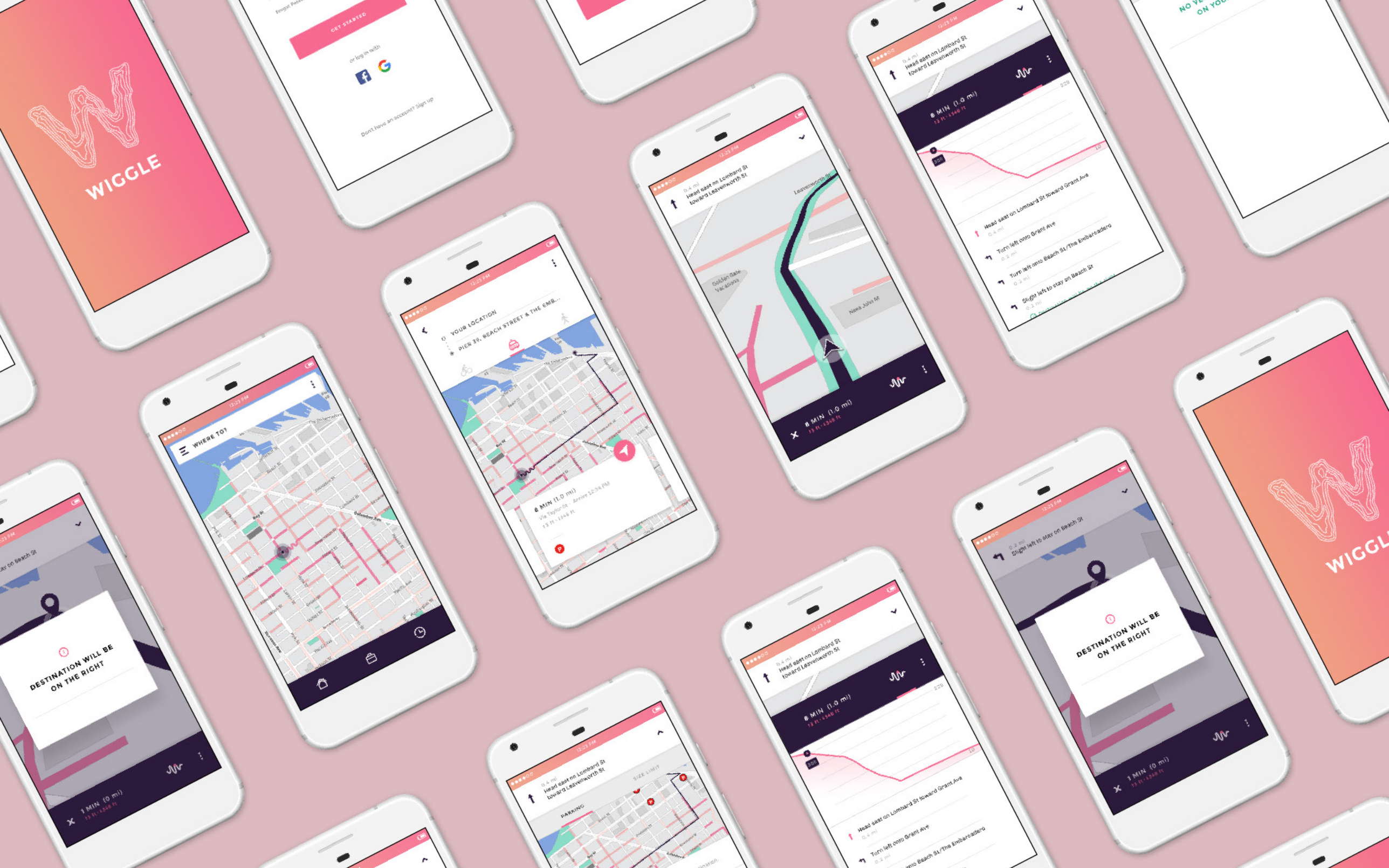

WIGGLE
GET STARTED
or log in with
Don't have an account? Sign up
WHERE TO?
YOUR LOCATION
PIER 39, BEACH STREET & THE EMB...
6 MIN (1.0 mi)
Via Taylor St · Arrive 12:04 PM
73 Ft · 1348 Ft
0.4 mi
Head east on Lombard St toward Leavenworth St
8 MIN (1.0 mi)
13 Ft · 1348 Ft
Head east on Lombard St toward Grant Ave
Turn left onto Grant Ave
Turn left onto Beach St/The Embarcadero
Slight left to stay on Beach St
DESTINATION WILL BE ON THE RIGHT
1 MIN (0 mi)
PARKING
SIZE LIMIT

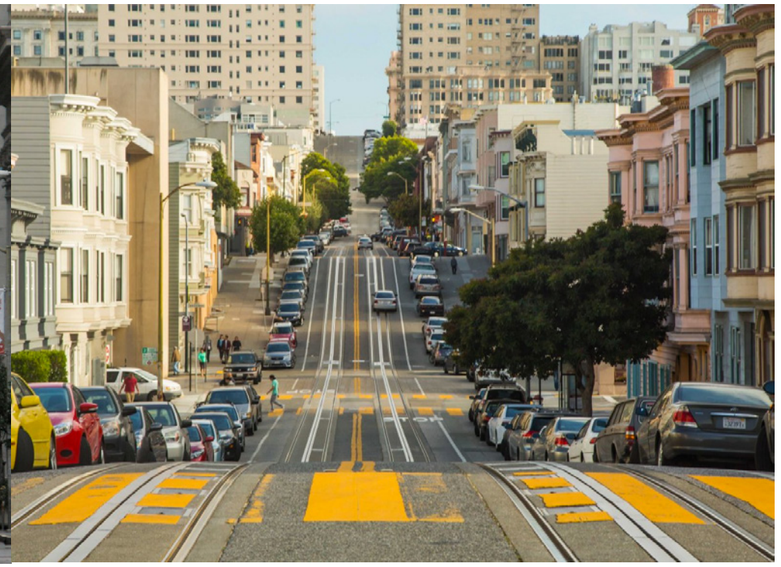
INTRODUCTION

This project was the culmination of my 10 day honors class trip to San Francisco. The brief was to create a project inspired by the city and our experience there.

PROBLEM

San Francisco is not an easy place to get around with hills ranging from 200 to 900 feet. Neither a physical map or the current mapping applications provide an intuitive way to tackle the topography of the region.

During the trip we often found ourselves trying to find alternative routes to avoid the steep roads. We hired a 18 passenger van that made it even harder to drive as well as find parking.

SOLUTION

Wiggle provides a way to locate all the hills in San Francisco, to avoid them or enjoy them. It will essentially work like any web mapping application, but with a focus on topography of the region.

RESEARCH

FEATURE SET

Based on our group experiences and the problems we faced, I created a set of features for the proposed app.

PRIMARY FEATURES

- Color coded map to show elevation/slope.
- Calculation of alternative routes with lowest possible elevation.
- The app knows when the user leaves or enters the home.
- Real time steepness grade on graph.

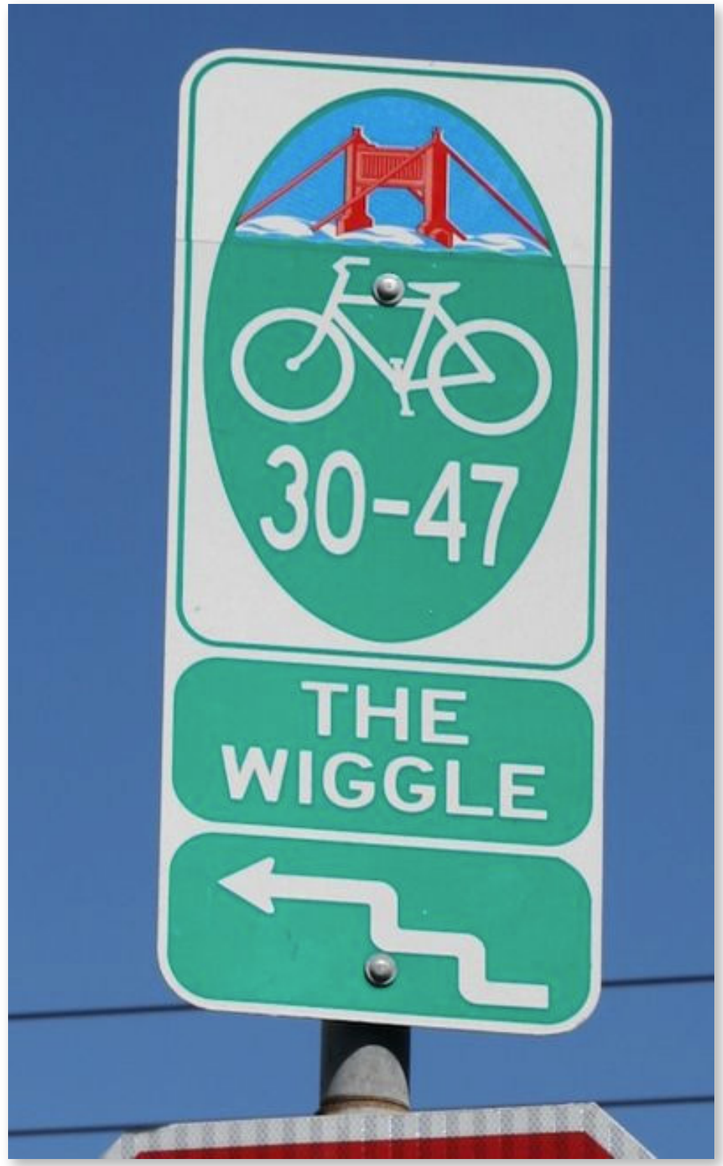
SECONDARY FEATURES

- Information regarding parking lots in the vicinity.
- Alerts such as vehicle size restriction on roads.

WHAT IS ‘THE WIGGLE” ?

Since the app is pertinent to San Francisco, I wanted a title for the app that was related to the city.

On research, I came across the word 'Wiggle' - a one-mile, zig-zagging bicycle route from Market Street to Golden Gate Park in San Francisco, California, that minimizes hilly inclines for bicycle riders.



AUDIENCE DEFINITION

The audience for the app encompasses a large potential age range.

1. Residents of San Francisco

2. Tourists / Visitors

3. Taxi Drivers / Companies

PROJECT DELIVERABLES

DEFINING FINAL DELIVERABLES

1 Use Case: the journey a user would take when using the app

2 Inspiration and Mood boards

3 Sketches

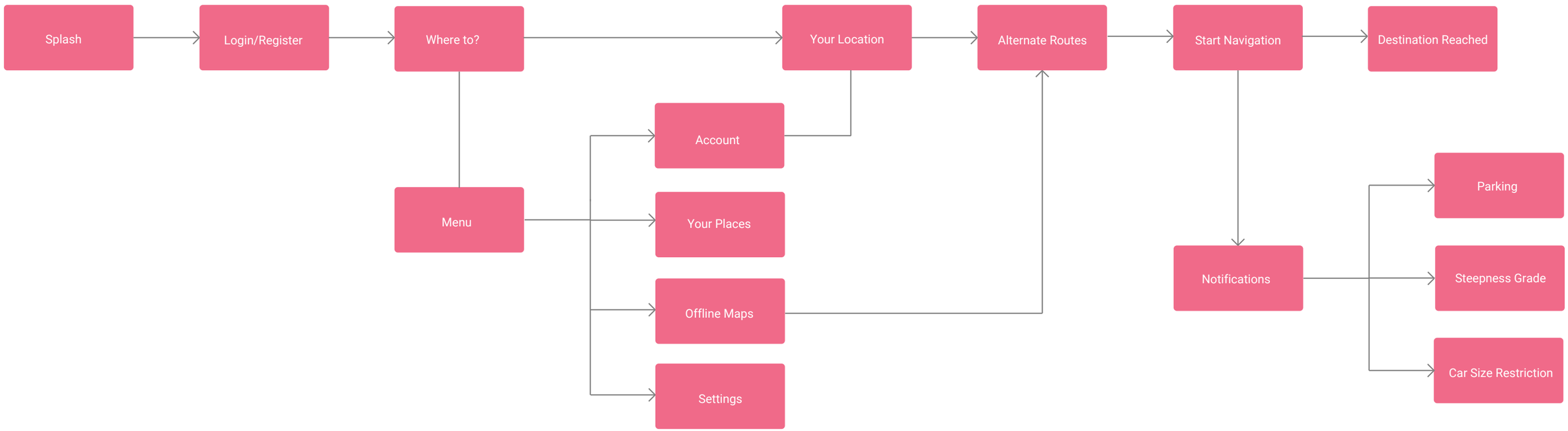
4 Wireframes

5 Visual Comps

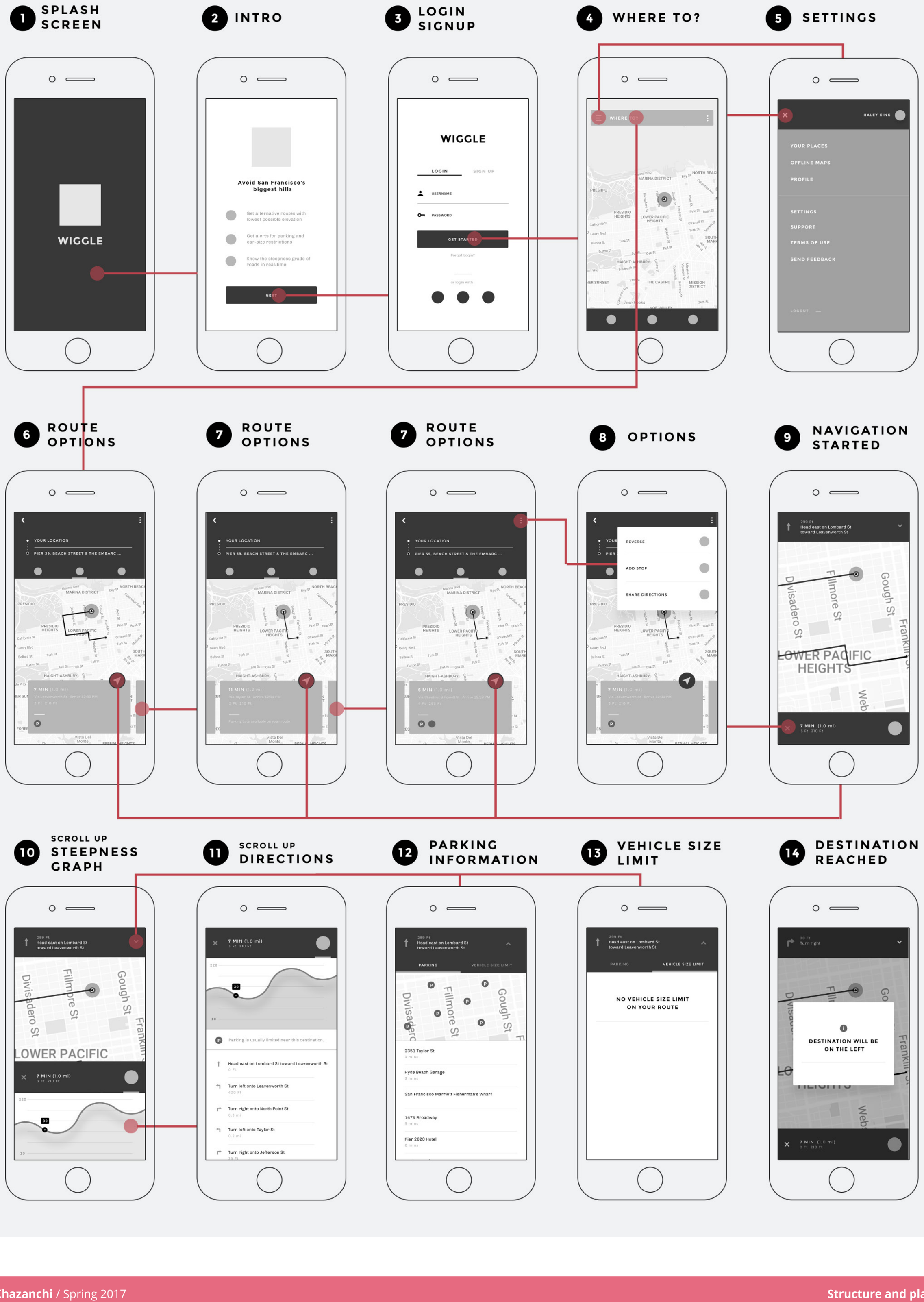
6 An interactive prototype.

STRUCTURE AND PLANNING

USER FLOW


Splash
Login/Register
Where to?
Your Location
Alternate Routes
Start Navigation
Destination Reached
Account
Menu
Your Places
Offline Maps
Settings
Notifications
Parking
Steepness Grade
Car Size Restriction

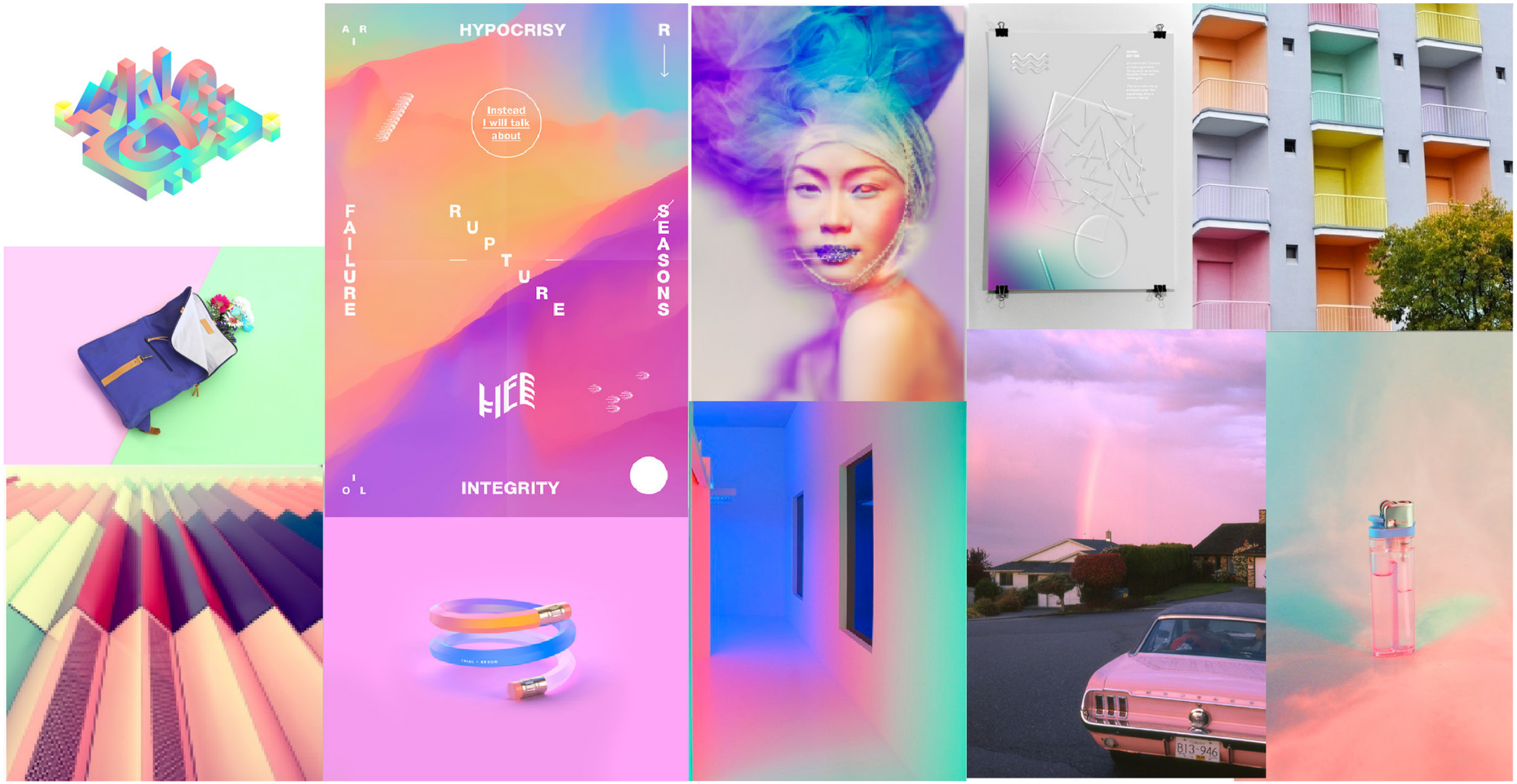
WIREFRAMES


1 SPLASH SCREEN
WIGGLE
2 INTRO
Avoid San Francisco's biggest hills
Get alternative routes with lowest possible elevation
Get alerts for parking and car-size restrictions
Know the steepness grade of roads in real-time
NEXT
3 LOGIN SIGNUP
WIGGLE
LOGIN
SIGN UP
USERNAME
PASSWORD
GET STARTED
Forgot Login?
or login with
4 WHERE TO?
WHERE TO?
5 SETTINGS
HALEY KING
YOUR PLACES
OFFLINE MAPS
PROFILE
SETTINGS
SUPPORT
TERMS OF USE
SEND FEEDBACK
LOGOUT
6 ROUTE OPTIONS
7 ROUTE OPTIONS
7 ROUTE OPTIONS
8 OPTIONS
REVERSE
ADD STOP
SHARE DIRECTIONS
9 NAVIGATION STARTED
299 Ft
Head east on Lombard St toward Leavenworth St
7 MIN (1.0 mi)
3 Ft 210 Ft
10 SCROLL UP STEEPNESS GRAPH
11 SCROLL UP DIRECTIONS
12 PARKING INFORMATION
13 VEHICLE SIZE LIMIT
14 DESTINATION REACHED
PARKING
VEHICLE SIZE LIMIT
NO VEHICLE SIZE LIMIT ON YOUR ROUTE
30 Ft
Turn right
DESTINATION WILL BE ON THE LEFT

MOOD BOARD AND VISUAL STYLE

MOOD BOARD

An aesthetic that draws inspiration from San Francisco's pastel color palette. The focus will be on color transitions to represent how each new neighborhood in San Francisco transitions into another.



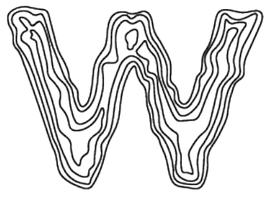
VISUAL STYLE

TYPOGRAPHY

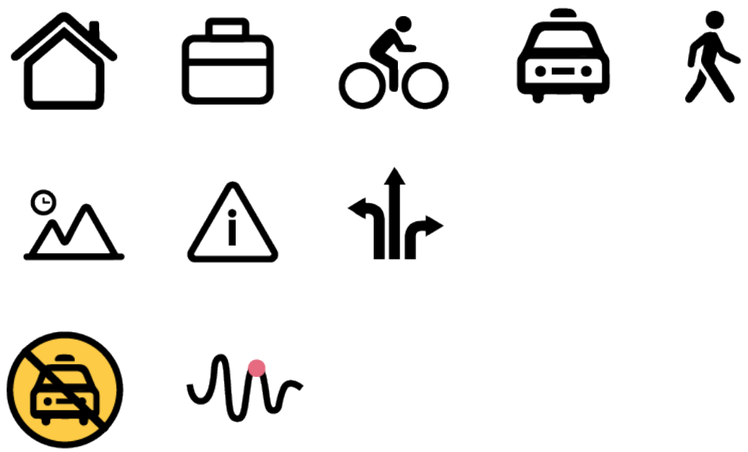
MONTSERRAT BOLD

Chivo Regular

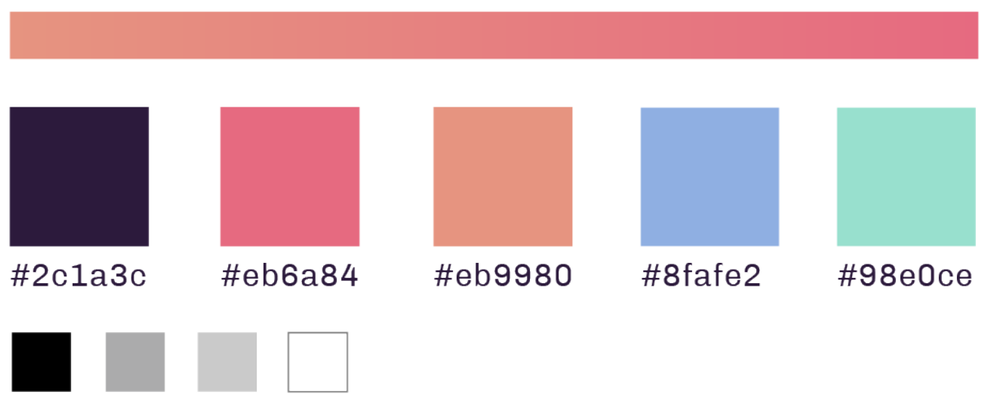
BRANDING



ICONS



COLORS



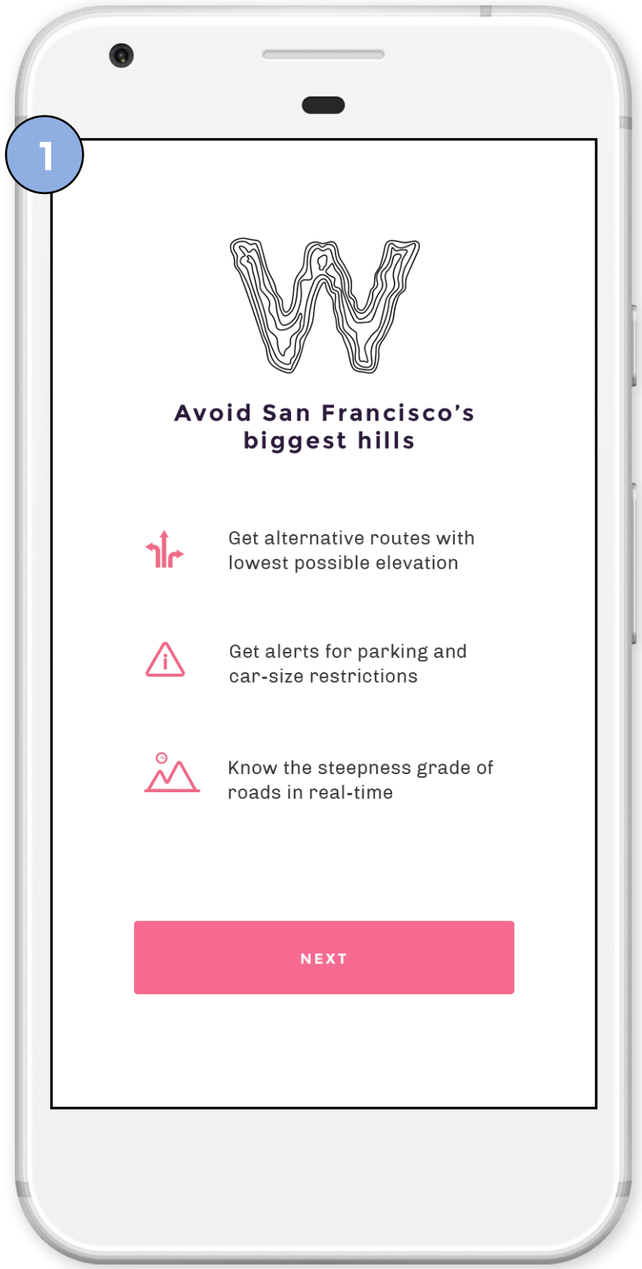
FINAL DESIGN

SPLASH SCREEN

1 A strong gradient background based on the mood board.

INTRO

1 Screen introducing the features that the app offers.



LOGIN / SIGN-UP

1 LOG IN

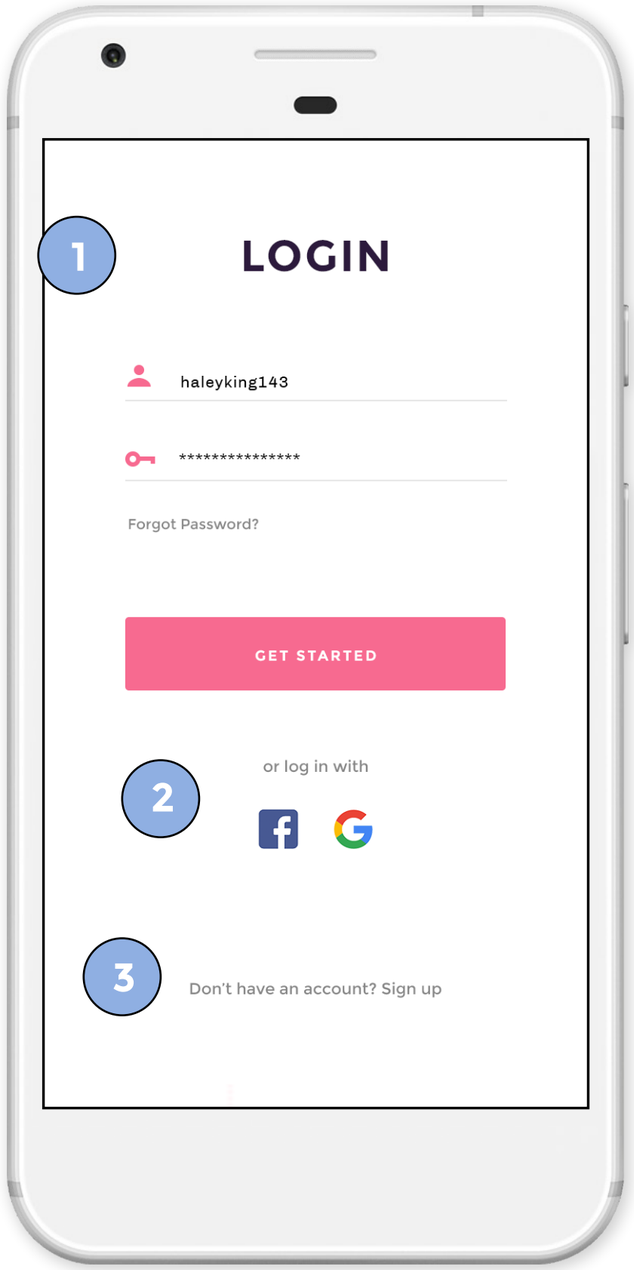
Simple login form for users.

2 LOGIN WITH SOCIAL MEDIA

Users can also login with
their social media accounts, speeding
up the process.

3 SIGN UP

If the user doesn’t have an account they can create
one.



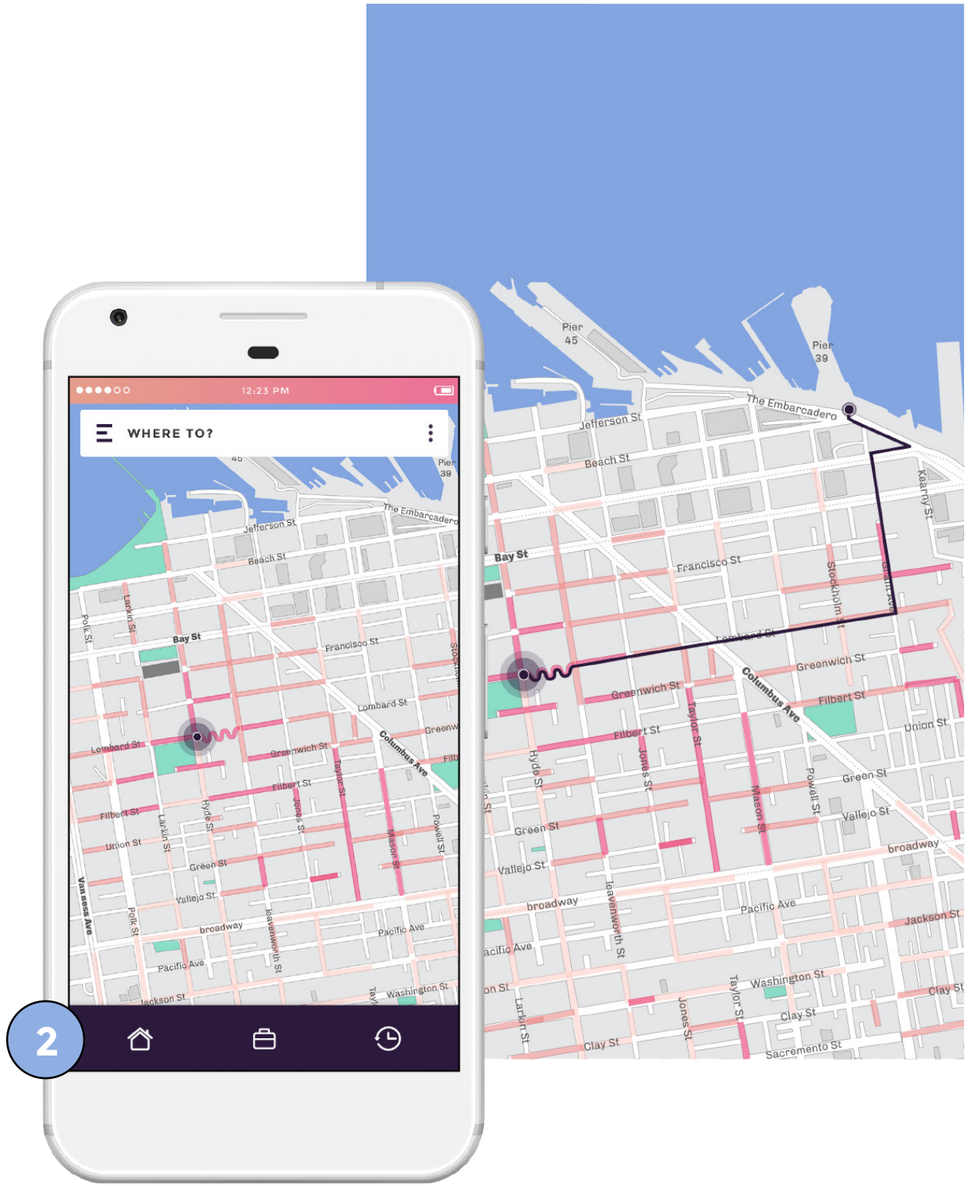
WHERE TO?

1 MAP

The darker the color, the steeper the slope. The grades of all San Francisco streets are color coded

2 QUICK OPTIONS

User can find and save routine destinations as home, work and recent.



1

- Street grade 0-5%
- Street grade 5-10%
- Street grade 10-20%
- Street grade over 20%

ROUTES

1 CHOOSE DESTINATION

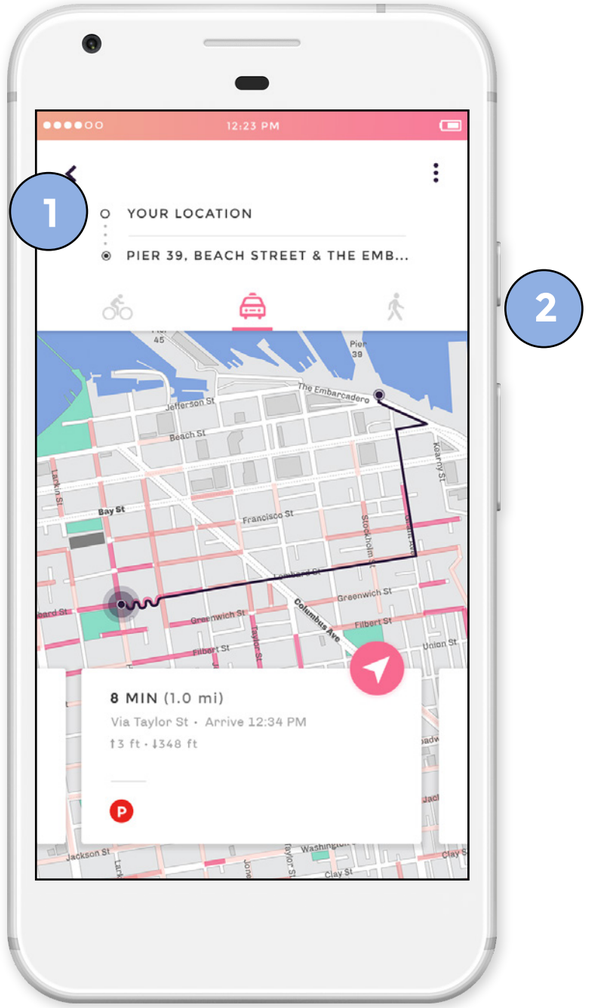
Feed in your location and destination

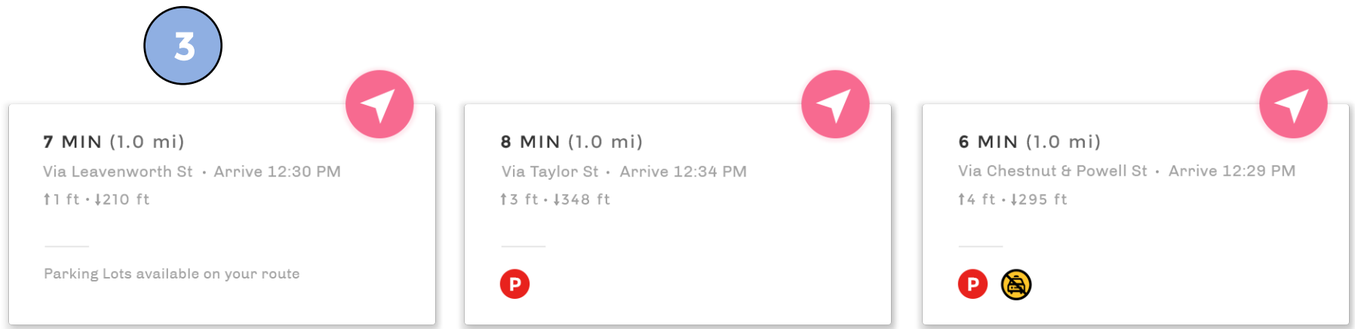
2 TRANSPORTATION

User can choose the mode of transportation - car, bicycle or walking.

3 ALTERNATIVE ROUTES

Wiggle will calculate possible routes to reach your destination, keeping in mind the time, distance, elevation, parking and road restrictions. The user can choose the route with lowest possible elevation or take on an adventure with the route of highest possible elevation.





NAVIGATION STARTED

1 DIRECTIONS

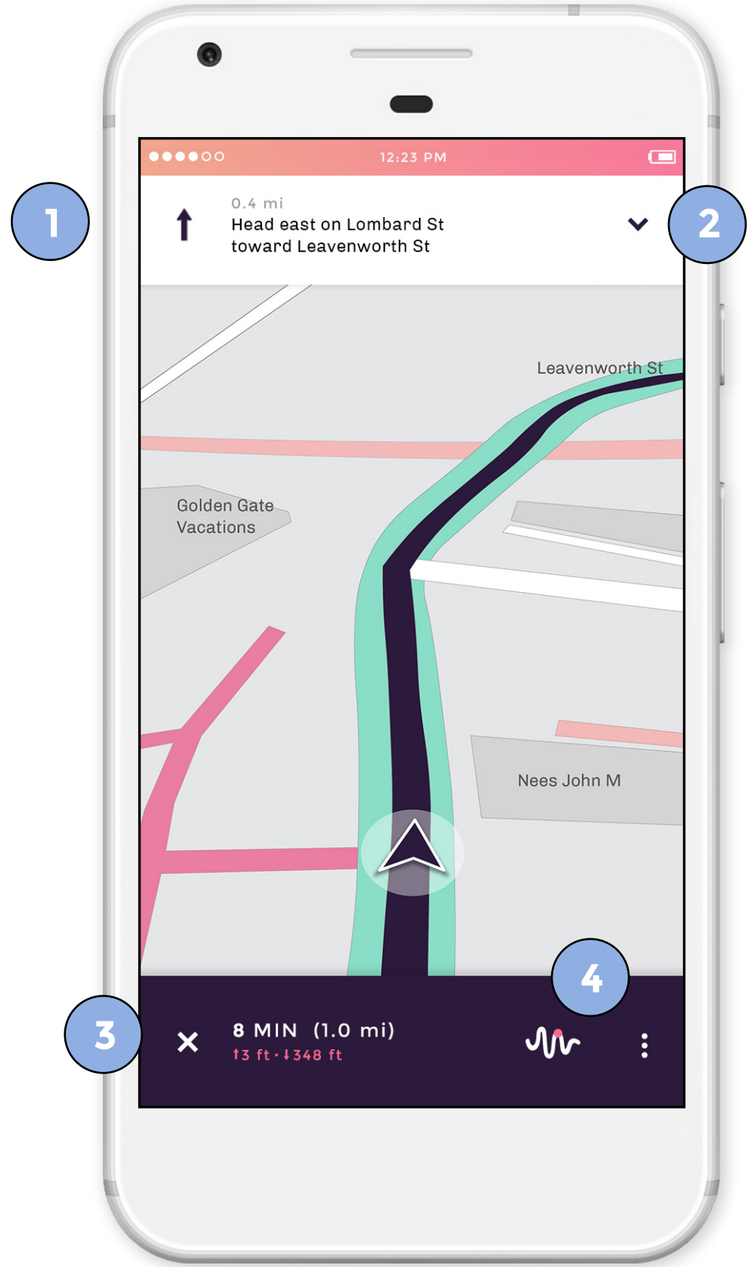
Next directions to take.

2 ACCESS TO PARKING & CAR-SIZE RESTRICTION

Drop down menu to access updates on parking available on the route and car-size restriction on the road.

3 REAL-TIME ELEVATION GRAPH

See real-time elevation on your route through the graph.



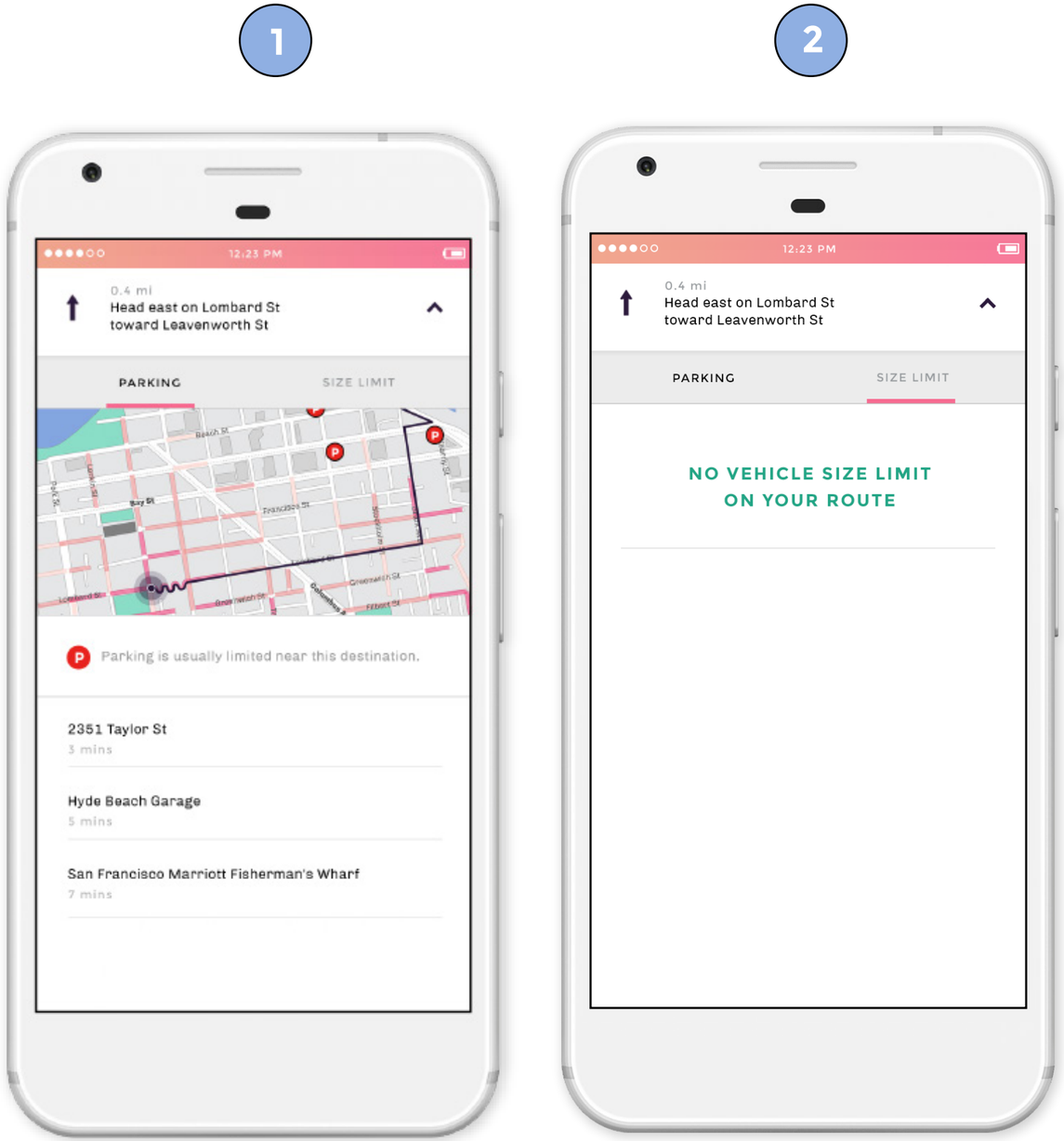
PARKING / CAR-SIZE RESTRICTION

1 PARKING AVAILABILITY

Shows the available parking lots in vicinity.

2 CAR-SIZE RESTRICTION

Notifies user regarding any car-size restriction on their route.



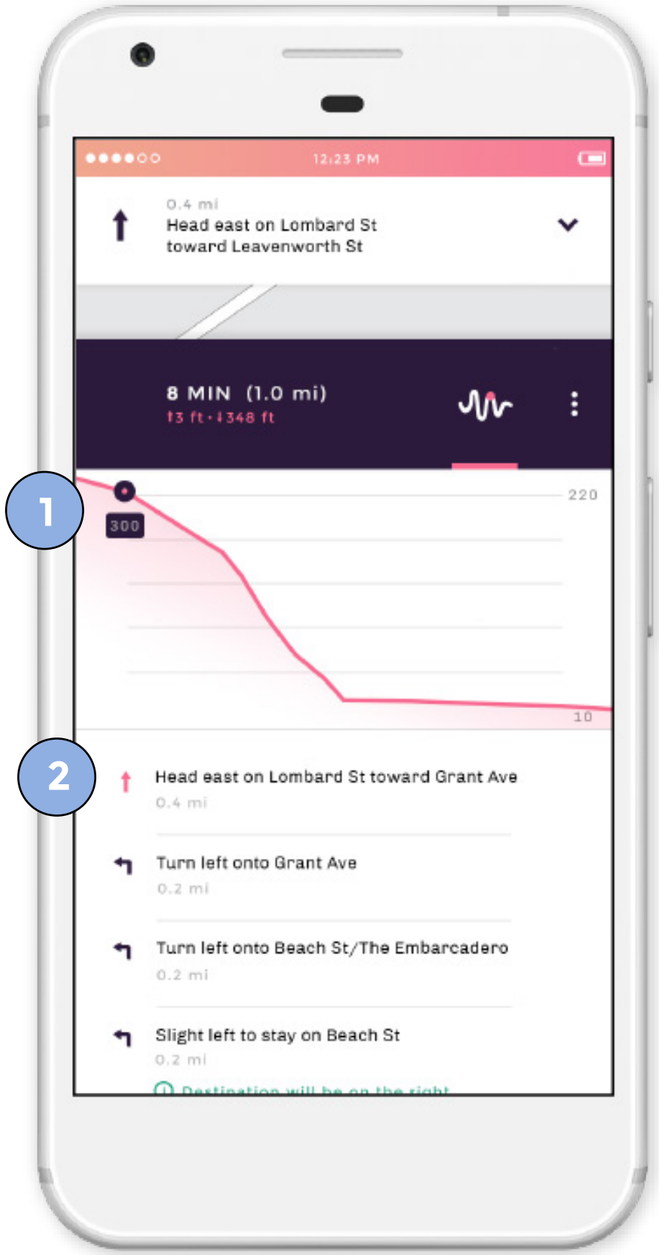
STEEPNESS GRAPH

1 ELEVATION GRAPH

Shows real-time elevation on the route.

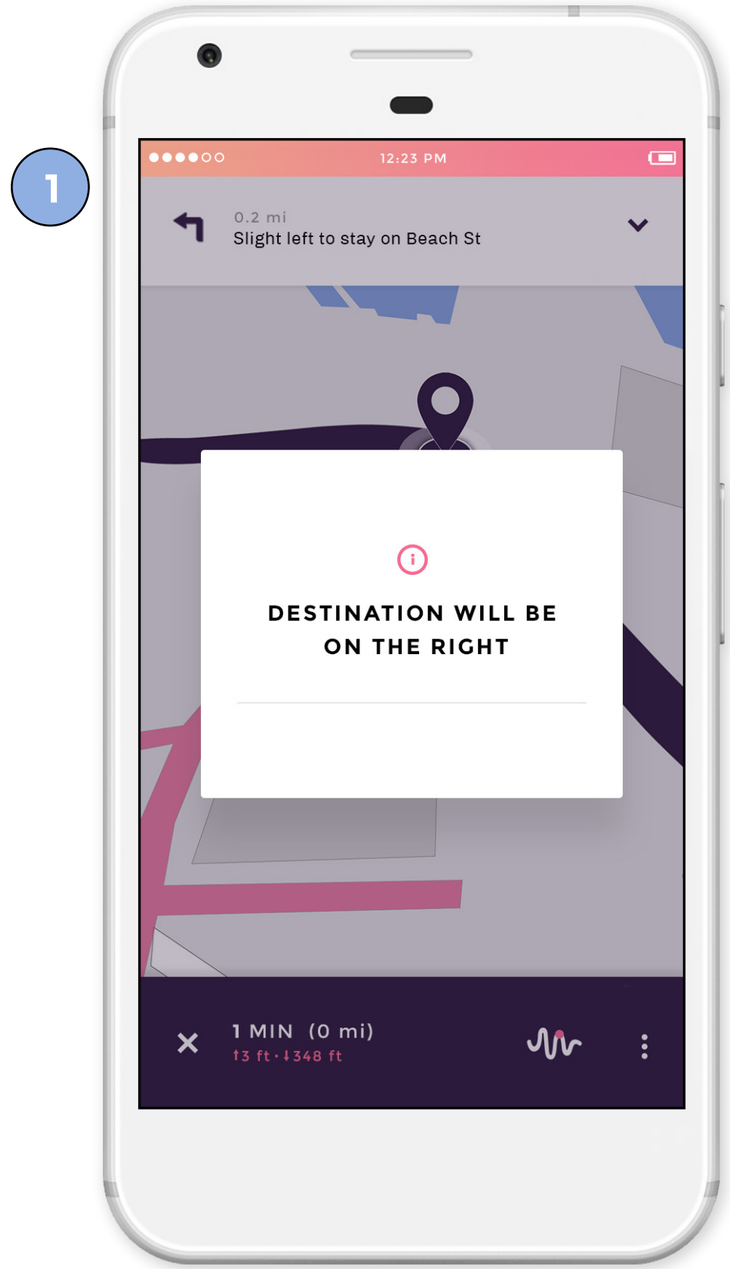
2 DIRECTIONS

See all directions of the selected route.



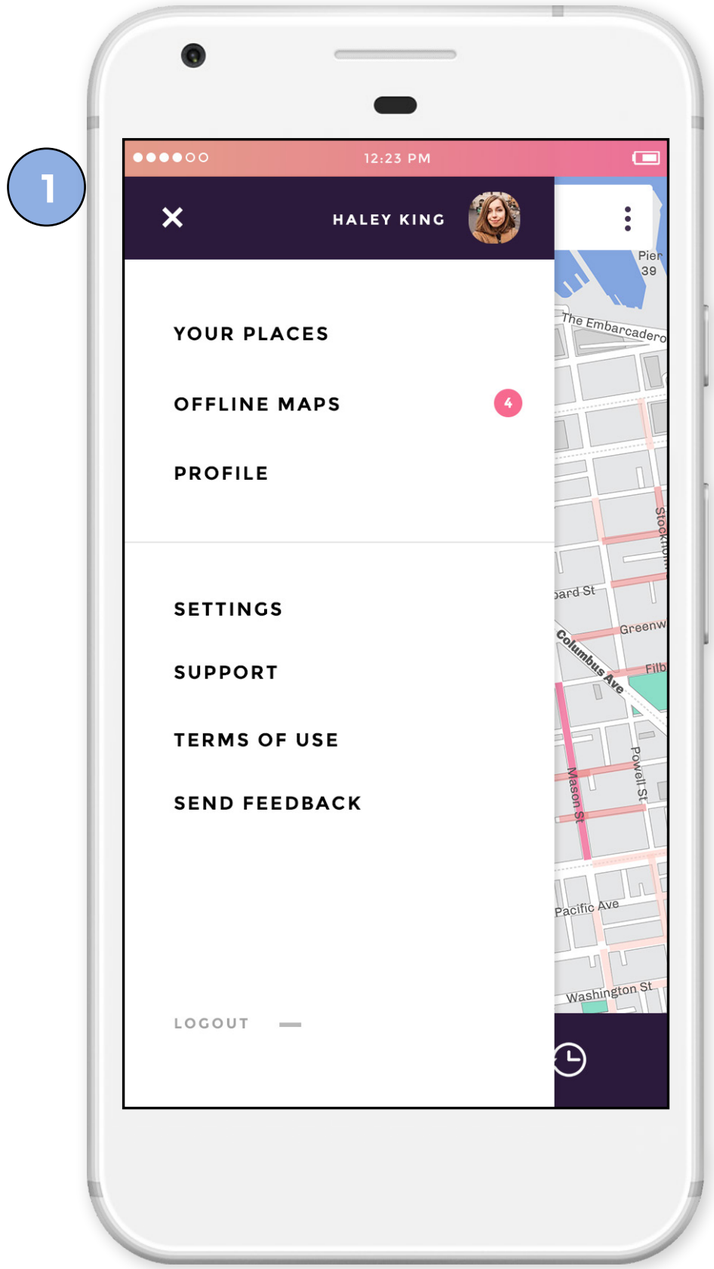
DESTINATION REACHED

1 Notifies user when they have arrived at their destination.



SETTINGS

1 Simple setting options including favourite destinations, offline maps, profile and support.



INTERACTIVE PROTOTYPE

https://marvelapp.com/1gba09d