



Ski More

Mobile Application Design

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Creative Brief

Project Ski More mobile application design.

Target Audience People who actively ski and snowboard. Males and females of 13–50 years old.

Background Big ski resorts attract huge crowds during the winter season. They usually have a large and well-developed network of ski trails and chairlifts, but some lifts have longer lines, and some could be closed or suspended. Knowing which chairlift has shorter line (and therefore, shorter wait time) can be very helpful.

Objectives Create Ski More mobile application which will show state and wait time on the nearby chairlifts. It's purpose is to help people save time and make their experience on the mountain more enjoyable.

Obstacles It could be challenging to follow the material design rules for Android devices.

Tone Welcoming and friendly with clear functionality.

Media Android Mobile devices.

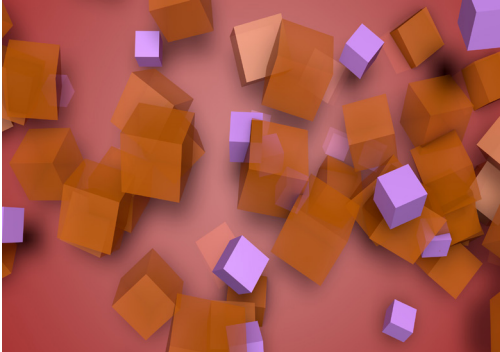
Features the users might like

- Select a Ski Resort from list.
- Show the closest resort based on location.
- Show a complete list of chairlifts, their state and wait times.
- Ability to sort the list of chairlifts based on wait times or distance.
- Ability to show chairlifts (along with their state and wait times) reachable from current location (Main feature).
- Ability to select skill level (Green, Blue or Black) so that the app would limit its choices to the matching trails.
- Main functionality should be hands-free (when the app is open it should automatically update location and show the trails/lifts, no buttons required).

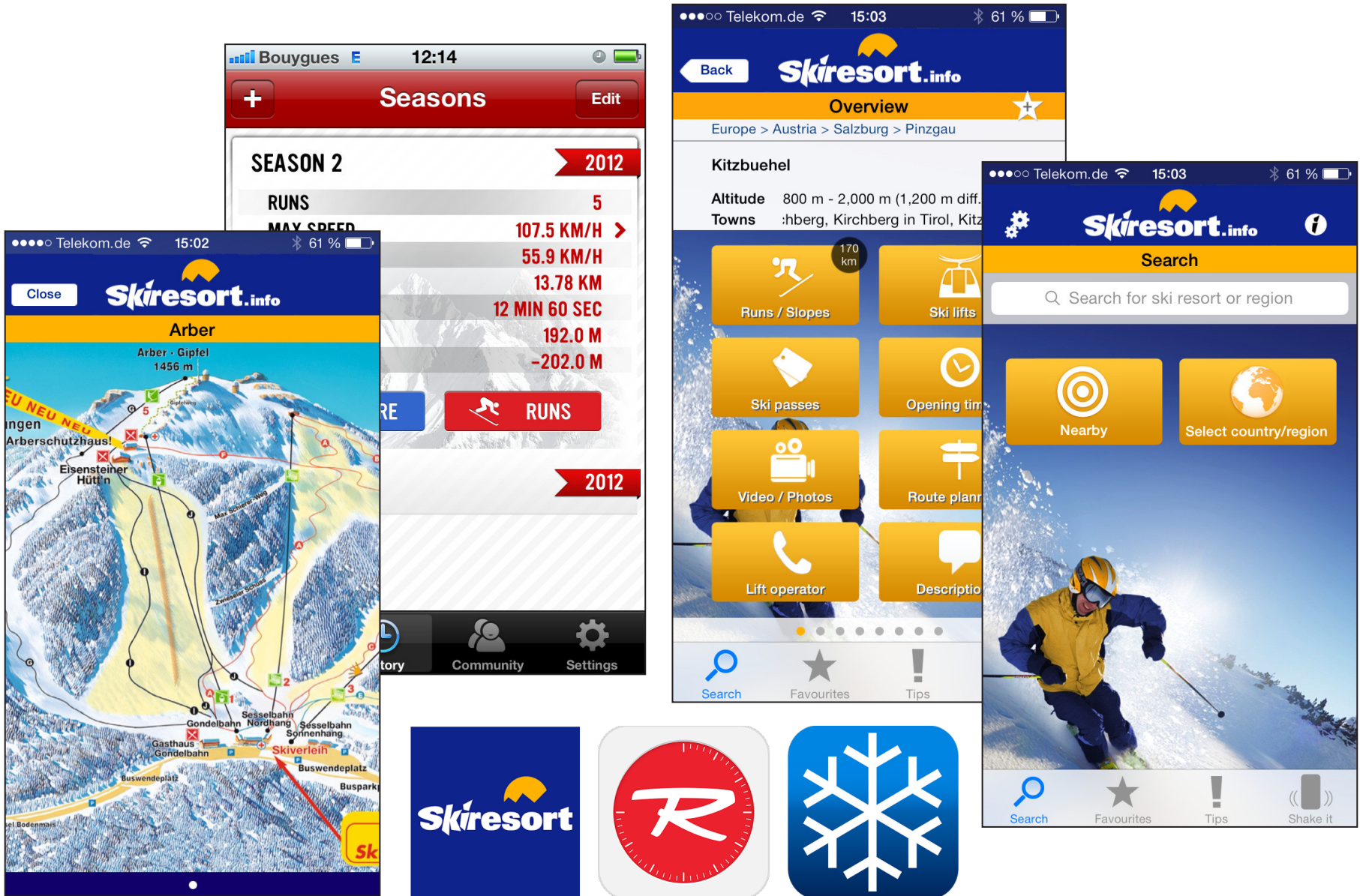
Technology

Ski More is a community based application—it tracks the position of its users on a variety of resorts and thus has up to date information on how long it takes to get on a chairlift.

Mood Board



Inspiration



Personas



Dave Adams

- 40-year-old father with two kids (4-year-old son and 14-year-old daughter).
- Orthodontist, works 4 days a week.
- Income \$100,000.
- Lives in Bellevue, WA.

Profile

Dave Adams is an active skier and skies twice a week during the winter season.

There are four ski resorts in his area. Before deciding where to go, Dave checks conditions, traffic and average wait time for each of them. He is an advanced skier and goes down the mountain fast, so he doesn't want to spend 90% of his time in the lines.

User needs

- Show nearby ski resorts.
- Show resort summary (snow and weather condition, traffic and wait time).
- Set skill level.
- Auto detect if person is located on the mountain or somewhere else (show resort information only or list of resorts with all information).
- Automatically show the wait times if you're on the mountain along with the list of trails.



Bridgette Johnson

- 15 years old.
- 9th grader.
- Plays volleyball and is interested in biochemistry.
- Lives in Vancouver, BC.

Profile

Bridgette Johnson is an intermediate snowboarder. Her family owns a condo on Whistler and they often spend their weekends there. Bridgette rides the shuttle to the lifts and in the morning she needs to decide whether to go to Whistler or Blackcomb mountain. She makes her decision depending on lift wait times.

User needs

- Set skill level.
- List of all chairlifts with wait time.
- Auto detect if person is located on the mountain or somewhere else (show resort information only or list of resorts with all information).
- Automatically show the wait times if you're on the mountain along with the list of trails.

Personas



Max Duncan

- 56 years old.
- Architect.
- Income \$120,000.
- Lives in Seattle, WA.

Profile

Max likes to ski on the weekends during the fall and winter months. He has been skiing all his life and skis mostly the black runs. He is single and works way too much. Time management is very important to Max.

User needs

- Set skill level.
- List of all chairlifts with wait time.
- Auto detect if person is located on the mountain or somewhere else (show resort information only or list of resorts with all information).
- Automatically show the wait times if you're on the mountain along with the list of trails.



Takeshi Kitano

- 13 years old.
- 7th grader.
- Lives in Kamakura, Japan.

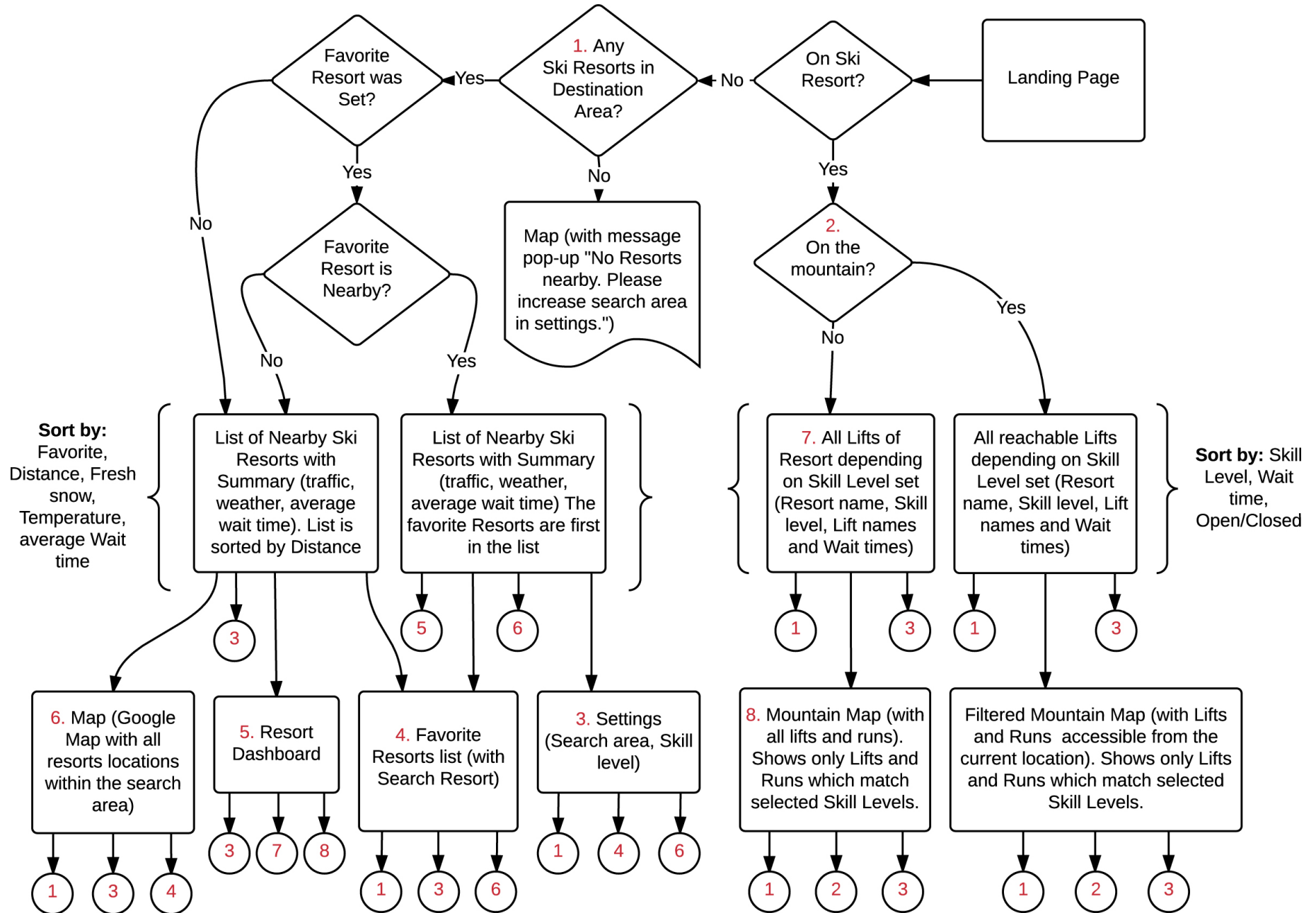
Profile

Takeshi lives in Japan. When he grows up he wants to be an engineer. He enjoys movies, singing and skiing. Takeshi goes skiing only once a year, occasionally twice a year if he's lucky. Takeshi is still skiing the green runs.

User needs

- Set skill level.
- List of all chairlifts with wait time.
- Auto detect if person is located on the mountain or somewhere else (show resort information only or list of resorts with all information).
- Automatically show the wait times if you're on the mountain along with the list of trails.

Flow Chart

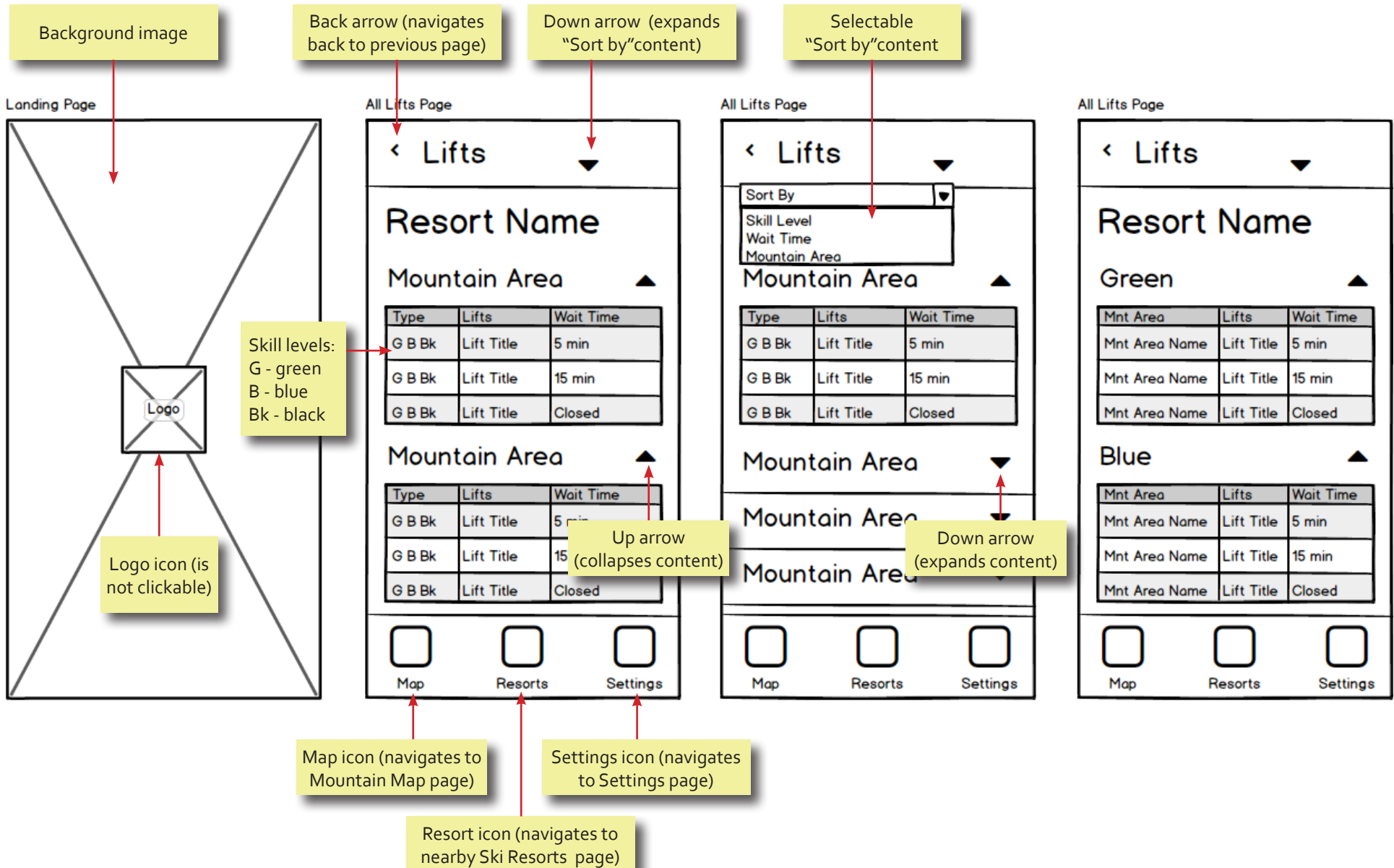


Sketches

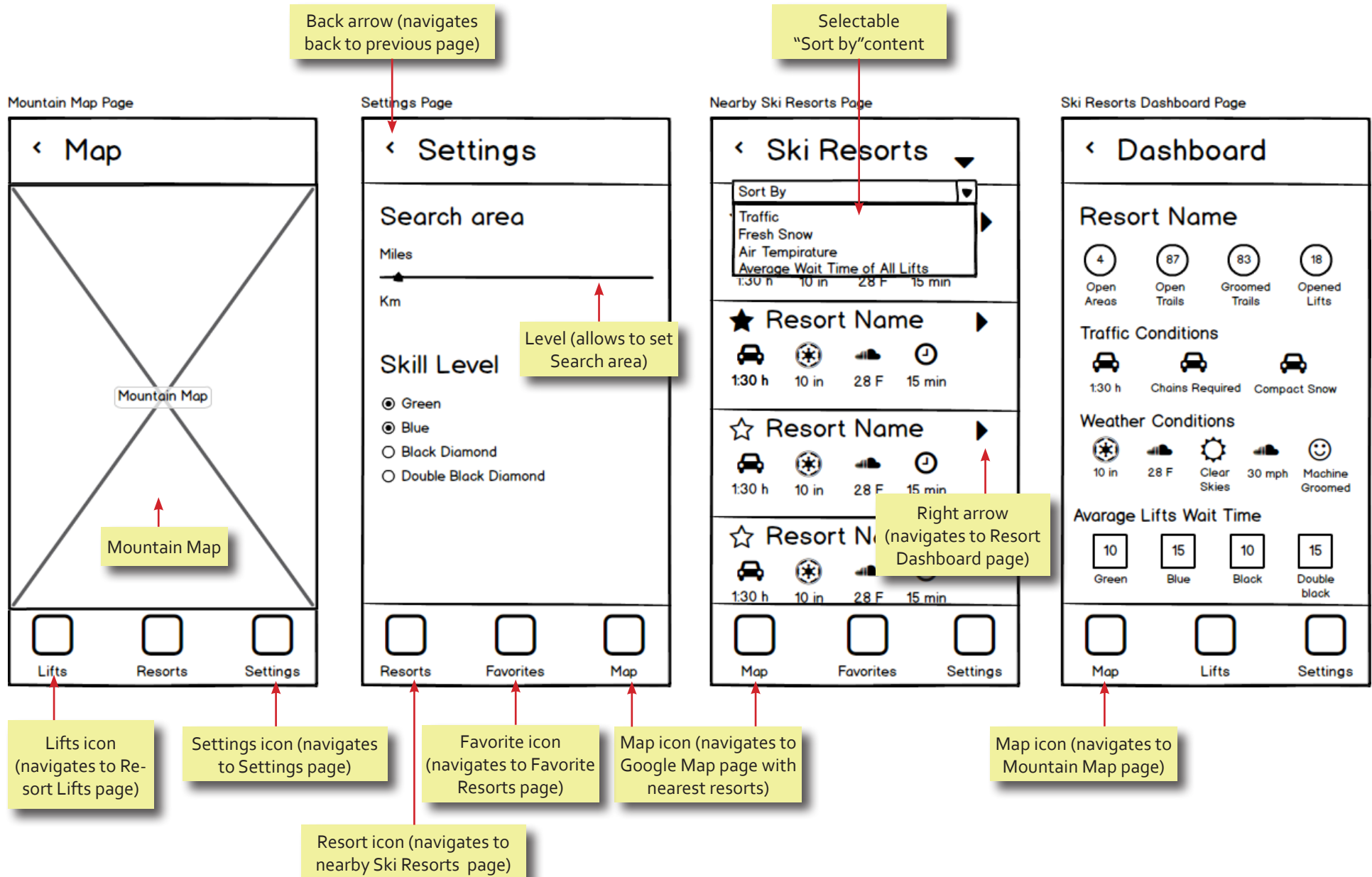
The sketches illustrate the following screens and their components:

- Lifts Screen:** Features a circular logo on the left. The main content lists resort details for three mountain areas, including lift types and wait times. A bottom navigation bar contains 'Map', 'Resorts', and 'Settings'.
- Resorts Map Screen:** Shows a map with a large 'X' indicating no results. A message box says 'No Resorts nearby. Please modify search ar.'. The bottom navigation bar includes 'Resorts', 'Favorites', 'Settings', 'Map', 'Resorts', and 'Settings'.
- Mountain Map Screen:** Similar to the Resorts Map screen, showing a map with a large 'X' and a bottom navigation bar with 'Lifts', 'Resorts', and 'Settings'.
- Settings Screen:** Includes a 'Search area' section with a scale in miles and kilometers, and a 'Skill level' section with various icons representing different skill levels. The bottom navigation bar has 'Resorts', 'Favorites', and 'Map'.
- Ski Resorts Screen:** Lists three resorts with their respective details: duration, snowfall, and wait time. The bottom navigation bar contains 'Map', 'Favorites', and 'Settings'.
- Dashboard Screen:** Displays resort statistics (Areas, Trails, G.Tr, Op Lifts), traffic information, and weather details. The bottom navigation bar has 'Map', 'Lifts', and 'Settings'.
- Favorite Resorts Screen:** Shows a list of favorite resorts with a search filter for 'Country' and 'State'. The bottom navigation bar includes 'Map', 'Resorts', 'Settings', 'Resorts', 'Favorites', and 'Settings'.

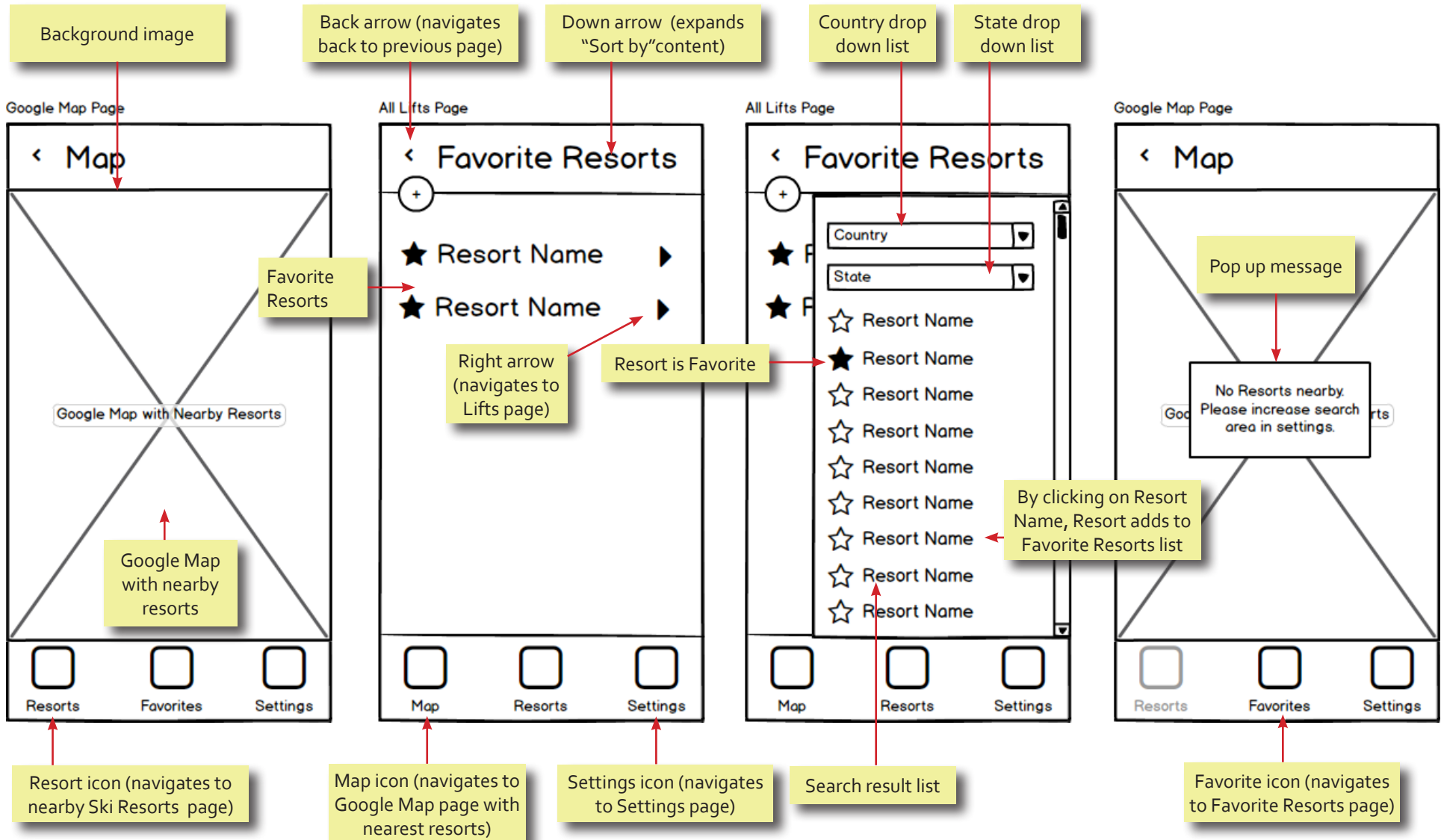
Wireframe



Wireframe

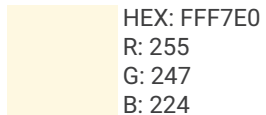
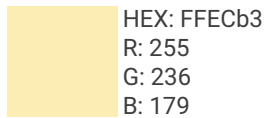
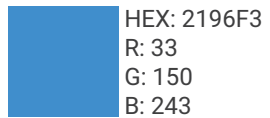
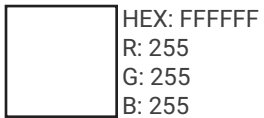
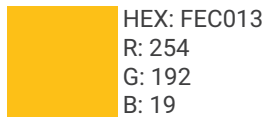
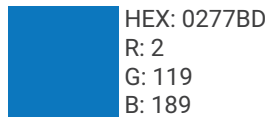
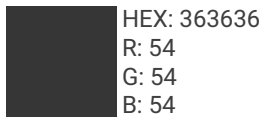


Wireframe



Style Guide

Color Palette:



Typography:

Roboto Regular

AaBbCcDdEeFfGgHhIiJjKk

kLlMmNnOoPpQqRrSsTtUu

uVvWwXxYyZz0123456789

SF DISTANT GALAXY

ALTERNATE ITALIC

AABBCCDDEEFFGGHHIIJK

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UVVWWXXYYZZ0123456789

Icons (most of them are Google System Icons):



Application Logo and Icon:



Logo and Icon

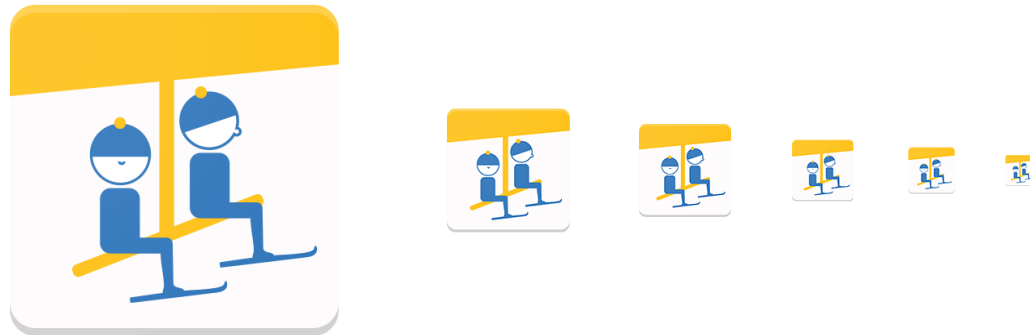
Sketches:



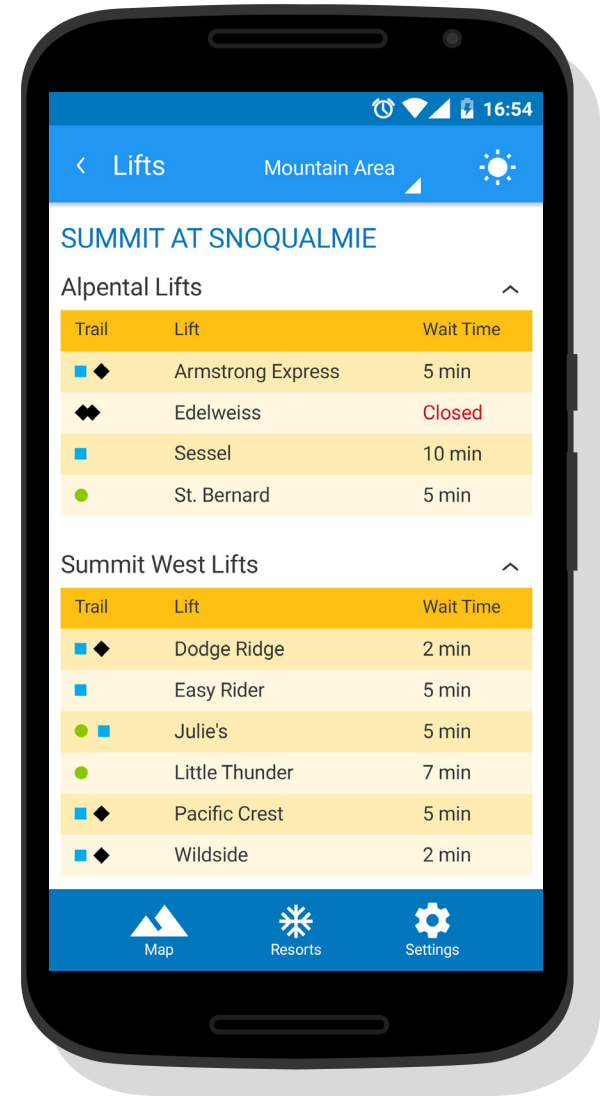
Final Logo:



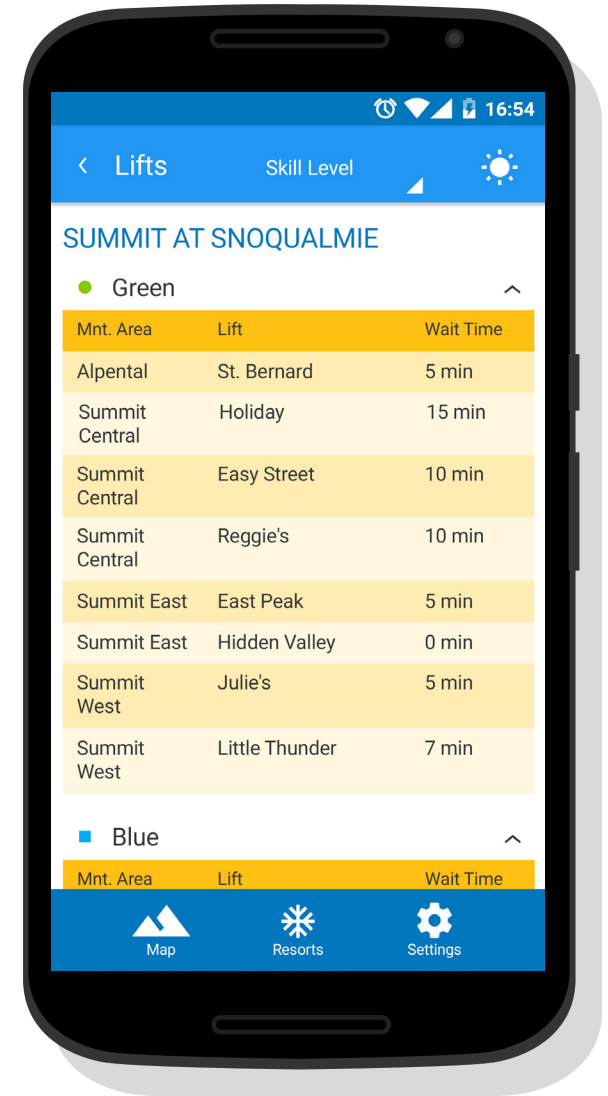
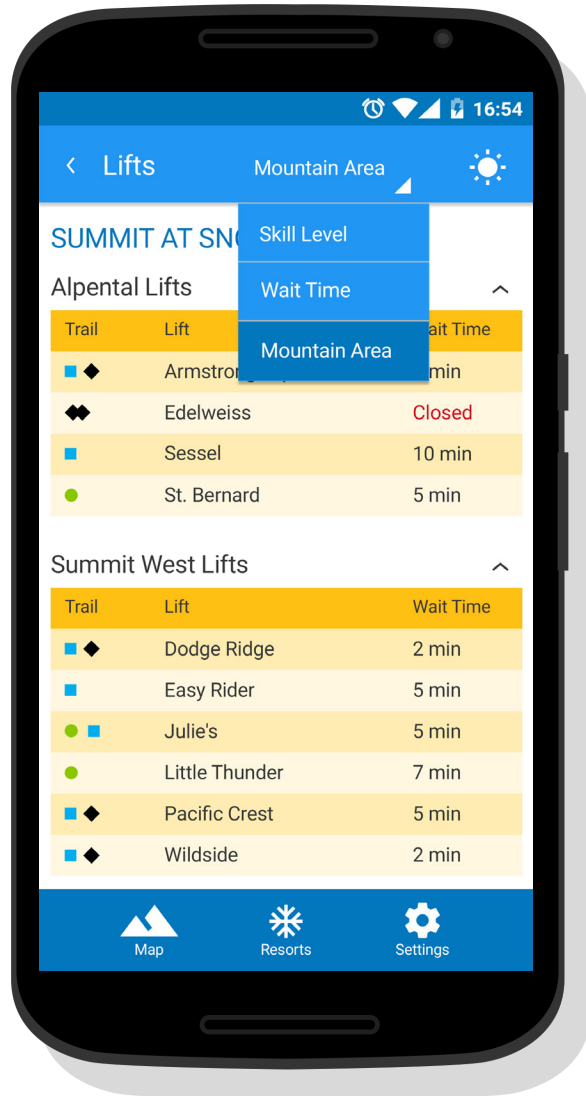
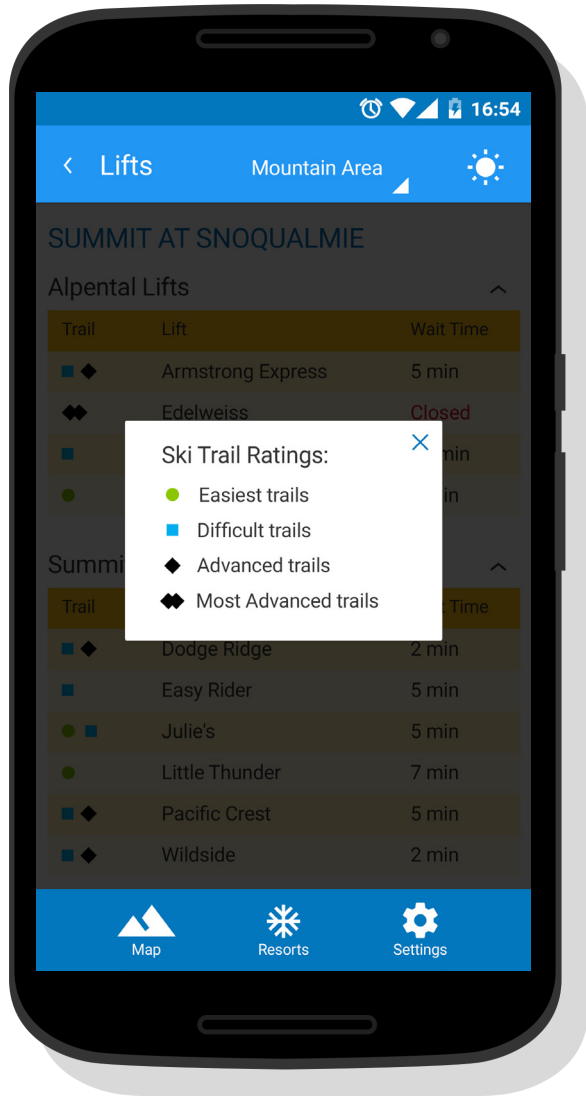
Final Icons:



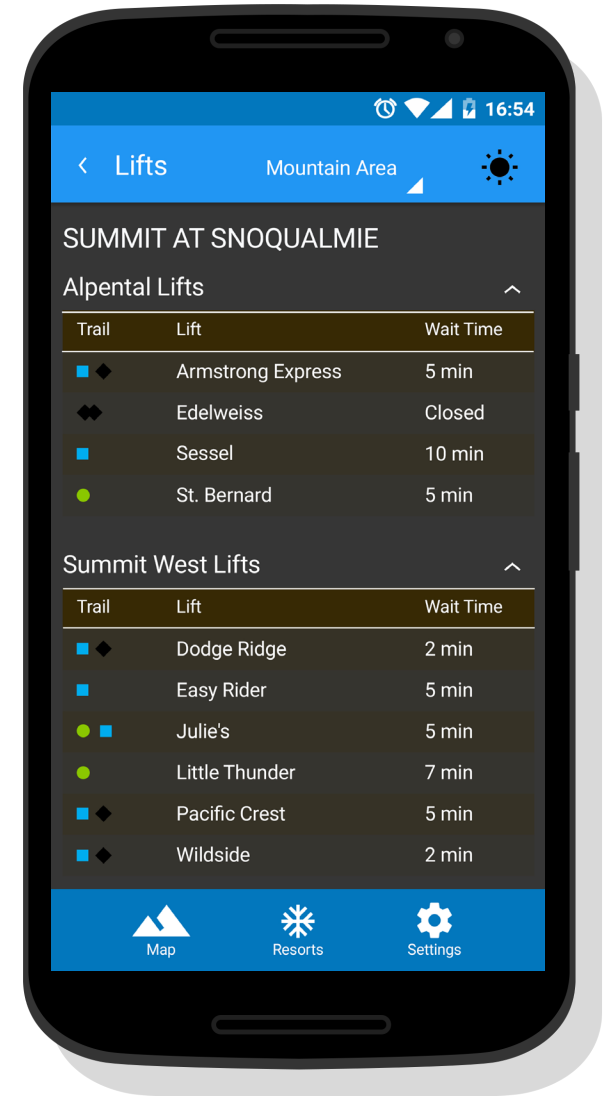
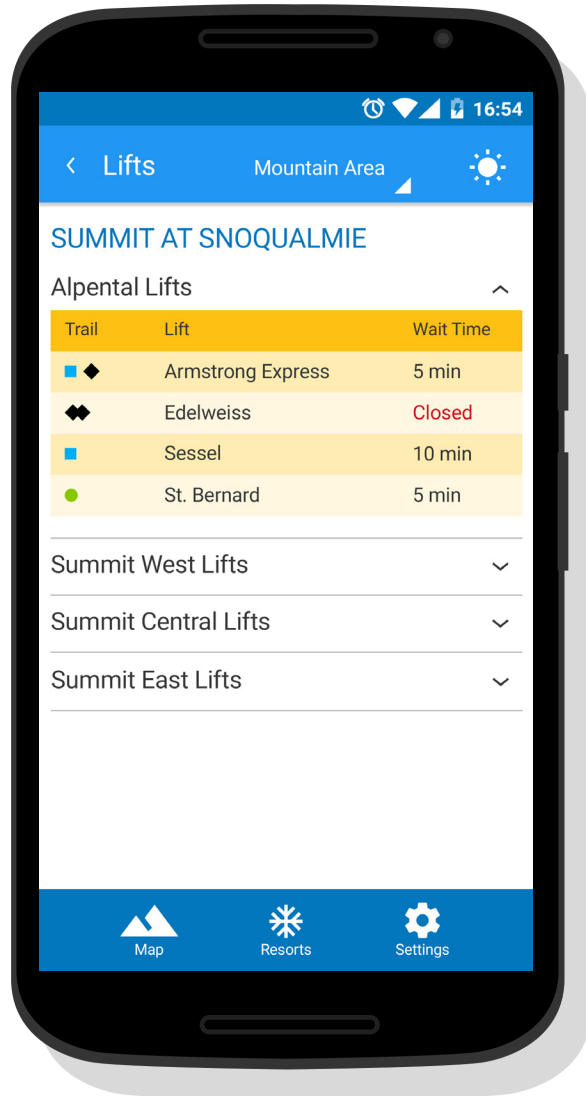
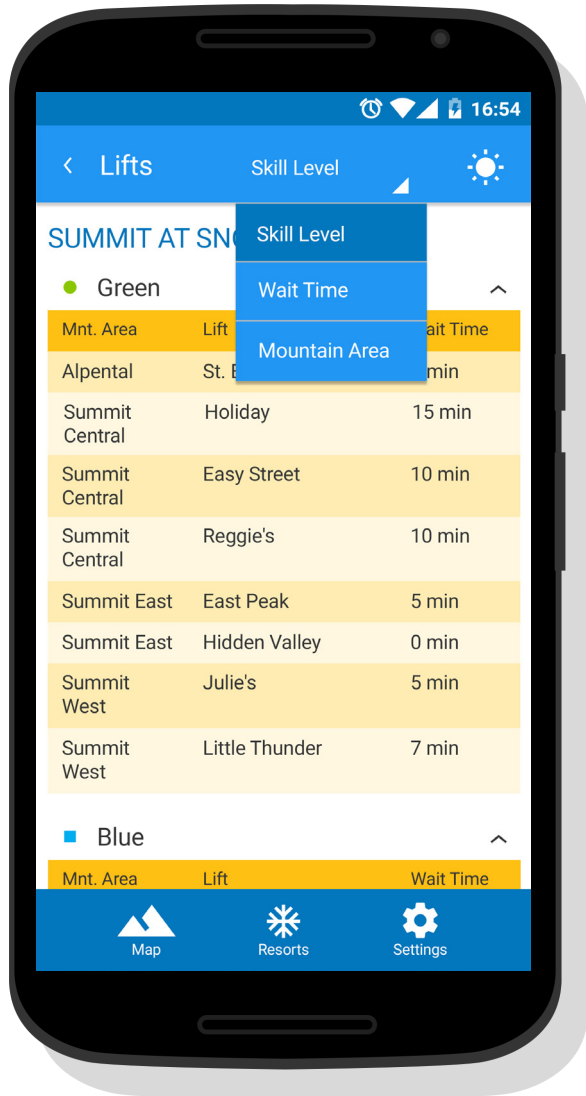
Hi-Fi Comps



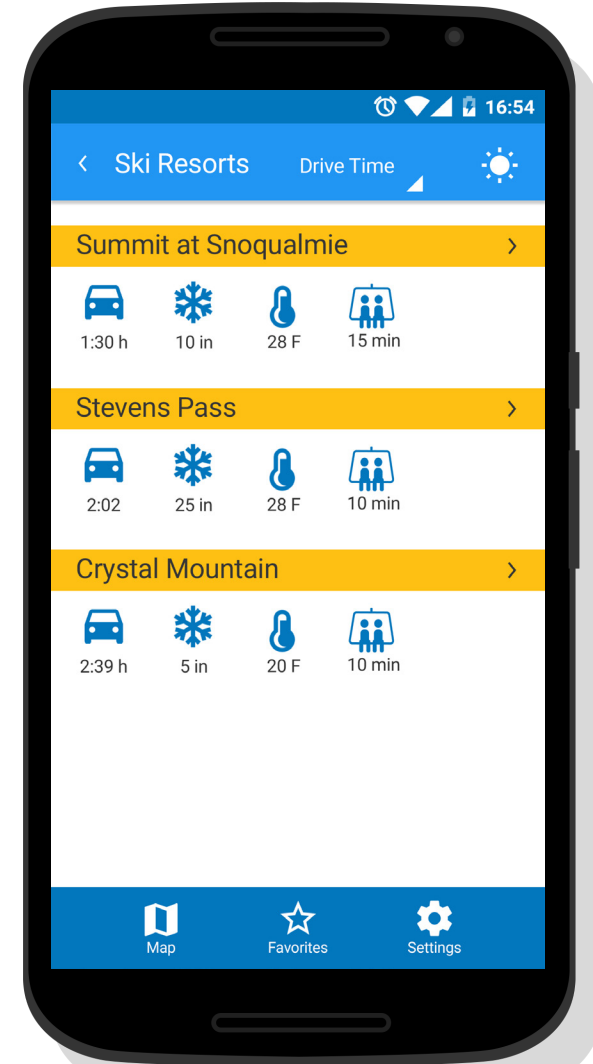
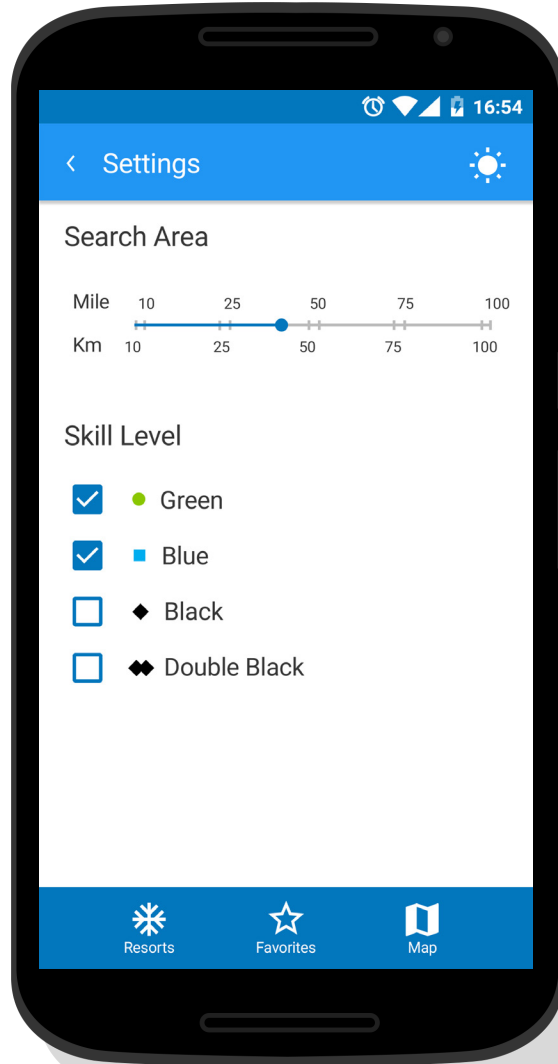
Hi-Fi Comps



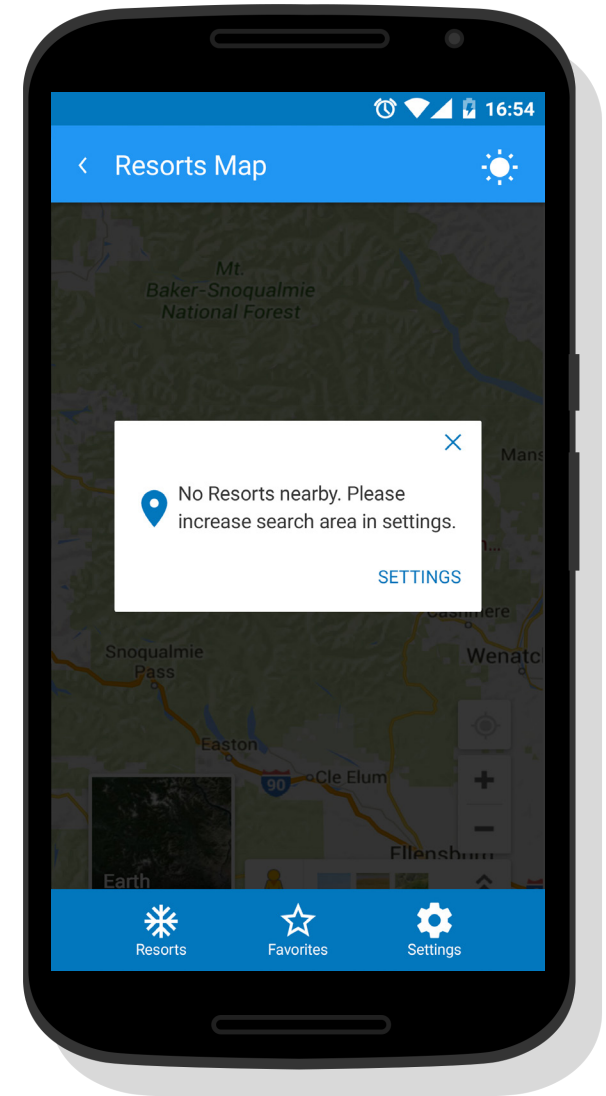
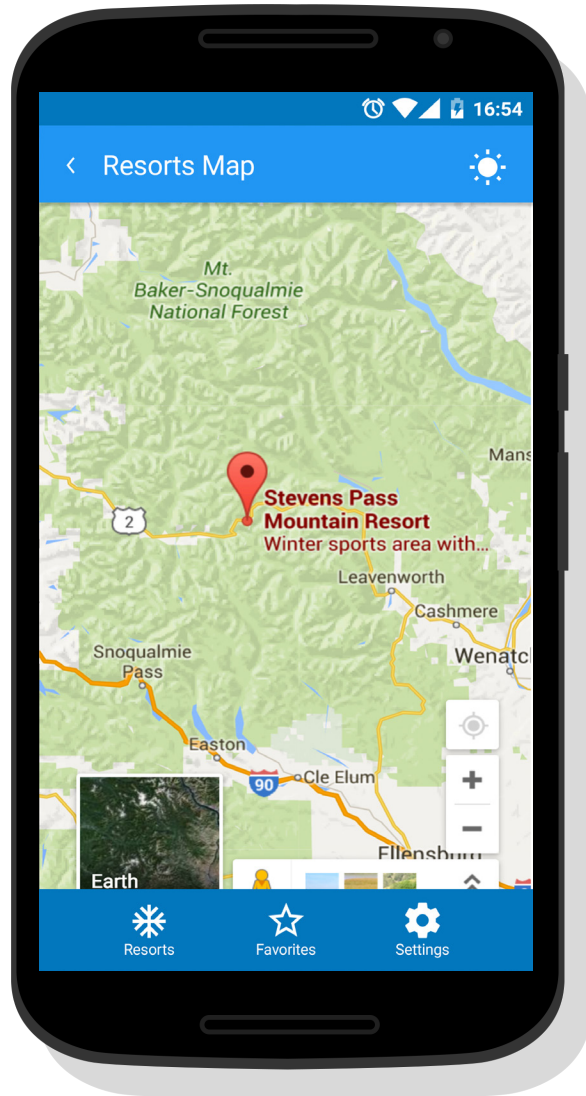
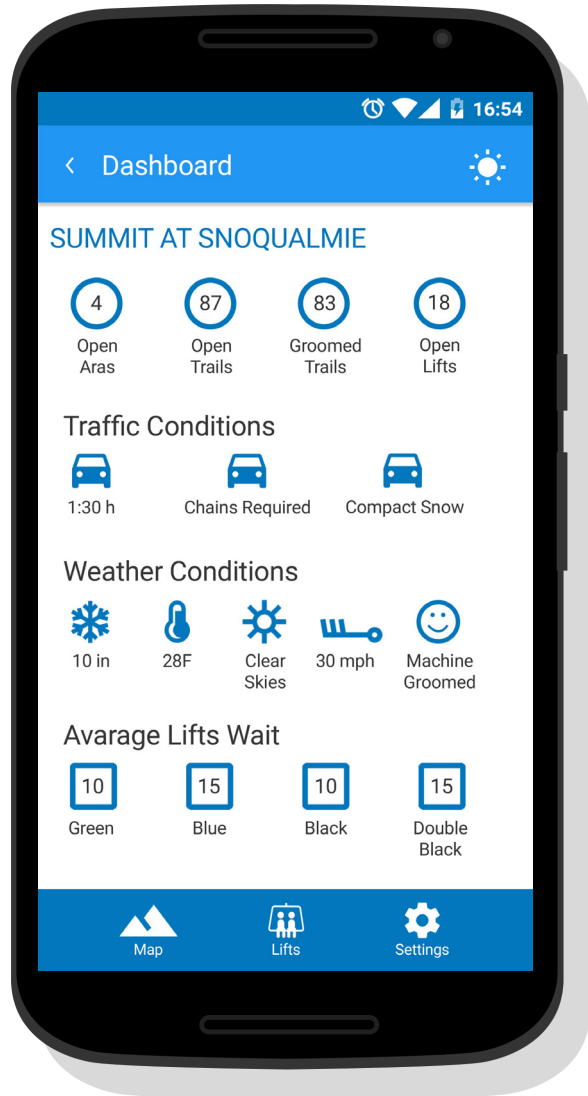
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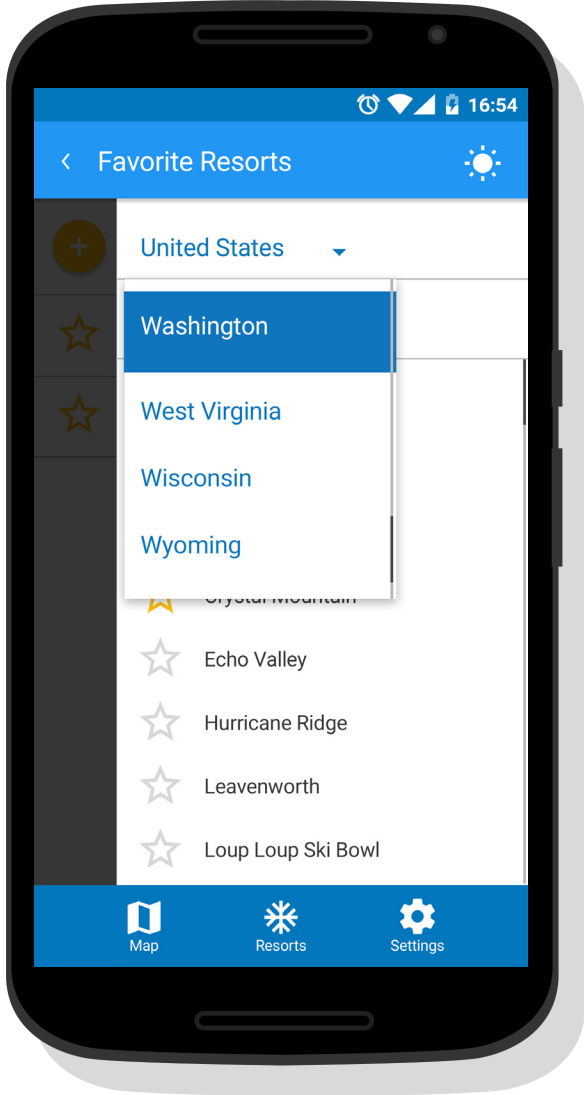
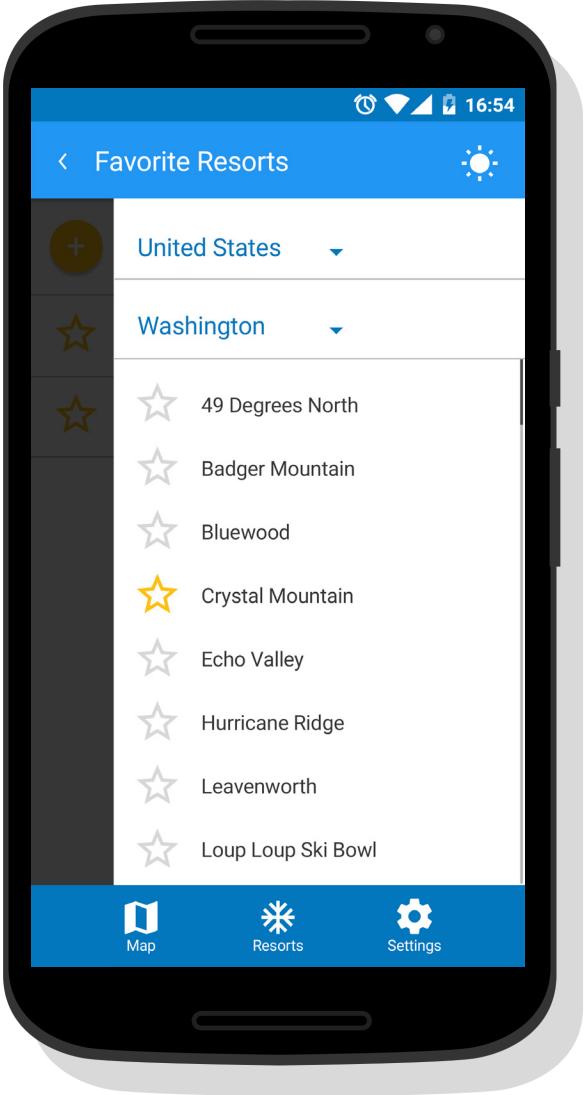
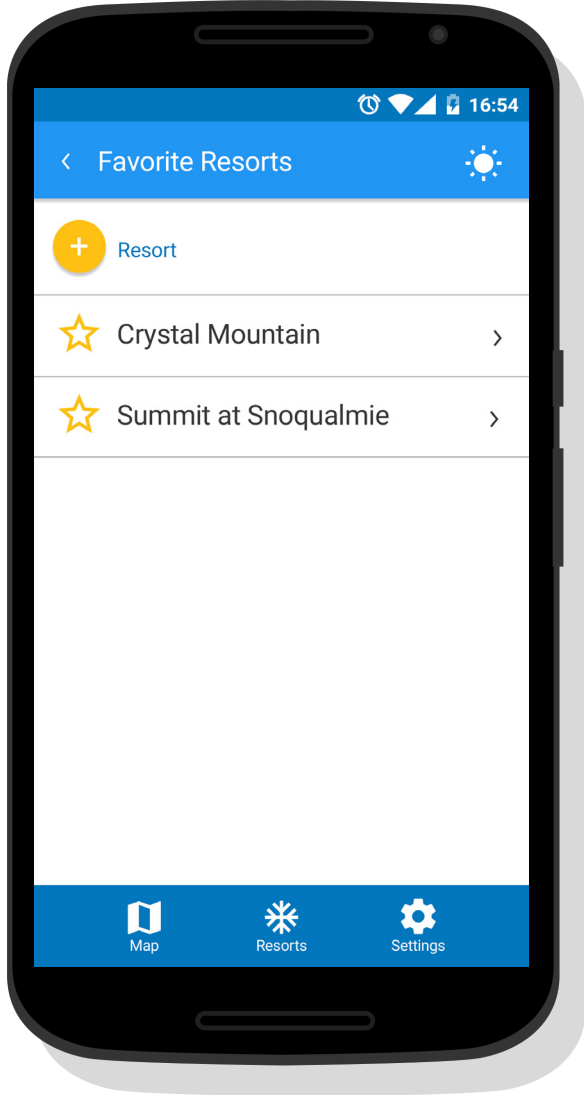
Hi-Fi Comps



Hi-Fi Comps

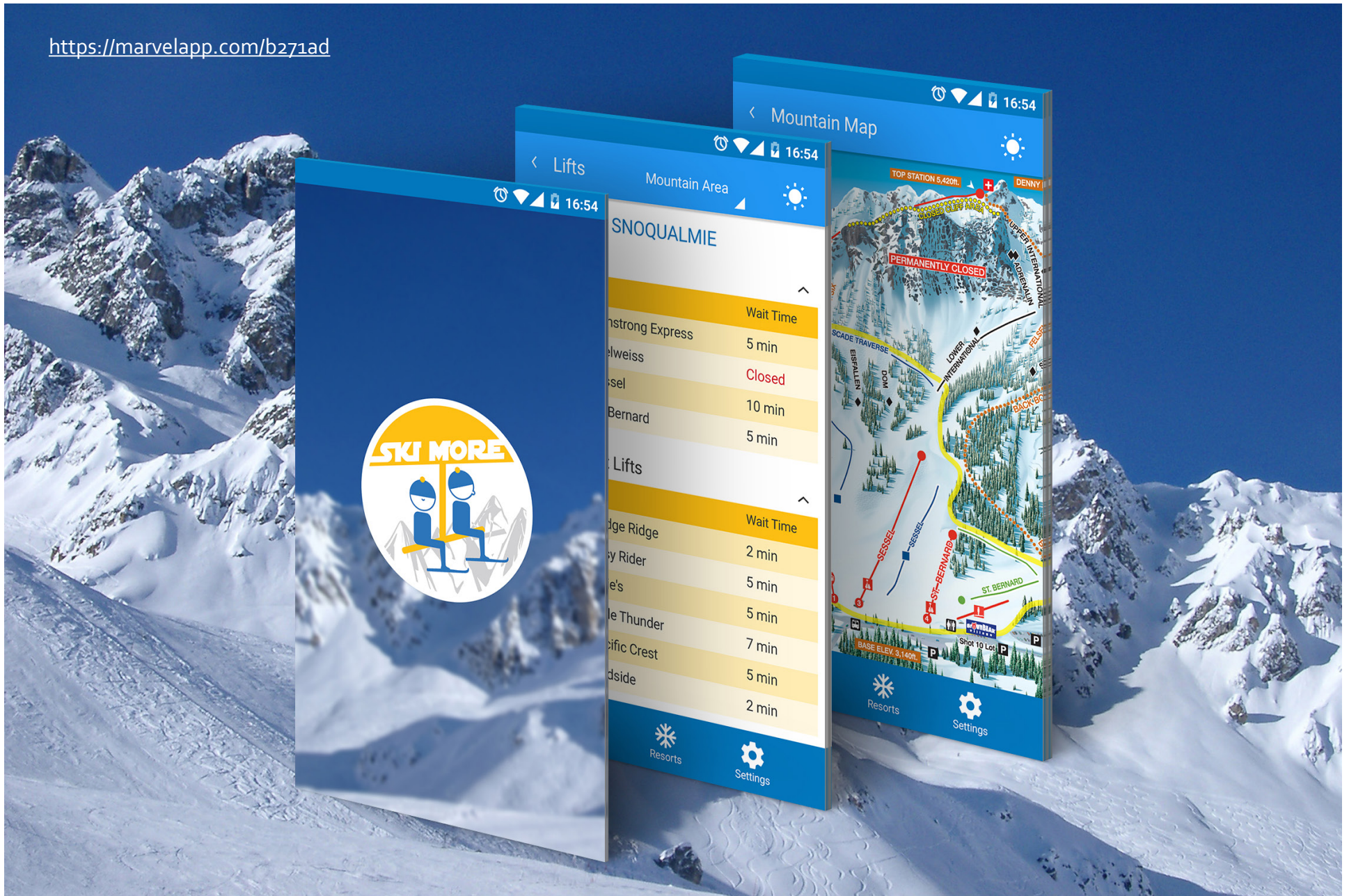


Hi-Fi Comps



Prototype

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