



Urban Archive Specification Document

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Our research has indicated several changes to the existing Urban Archive app which we have instituted in our designs. A selection of primary feature additions and changes include:

- Organizing information into Tours, Sites, and Hunts (previously Scavenger Hunts)
- Within Tours, Sites, and Hunts, grouping listings into several categories based on user feedback (see Card Sorting in the Research Document)
- Moving several features into a “hamburger” menu that drops down when selected
- Having site dots appear gray so as to not overwhelm the user with color on a wide-view map
- Presenting the user with counts of Tours, Sites, and Hunts that are “Nearby” and making them directly accessible
- Changing icons and coloring to make options and clickable areas more clear
- Adding a search bar with complete site functionality
- Including museums and museum exhibit audio tours under the Tours category to make them more easily discoverable

These and other minor changes resulted in refined user and task flows as users move through the app to accomplish their goals. These flows are mapped out within this document for clear understanding.

The current stylistic state of our redesigns are recorded in a Style Guide, included in this document. The Style Guide includes all information about fonts, colors, and element sizes as well as visuals needed to institute recommended changes.

Included herein are annotated wireframes with detailed explanations of functionality and style, as well as a link to the most up-to-date functional prototype.

The following diagram represents the ideal path a user would take to accomplish our five primary usability test tasks:

1. Find and select a local excursion
2. Discover historical locales about a specific time period
3. Find an app-generated suggestion for a place to visit
4. Find and participate in a guided exhibit tour
5. Select an area of Manhattan to find available Tours, Sites, or Hunts

Flow 1



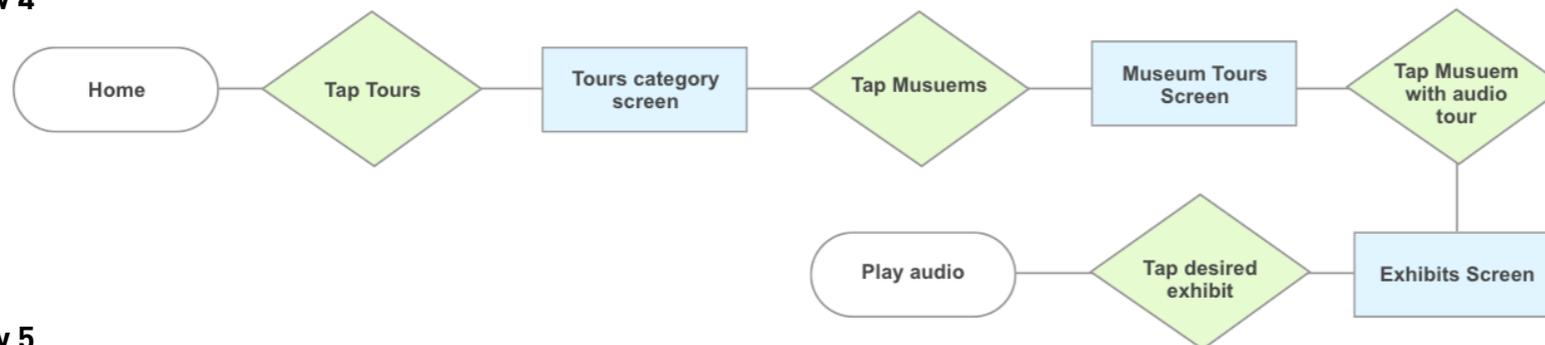
Flow 2



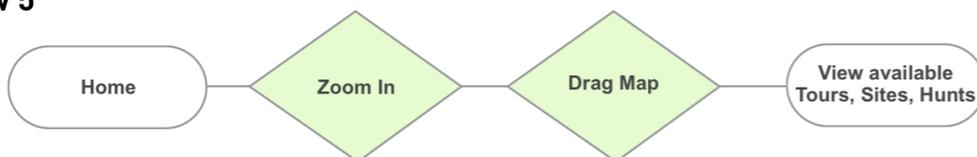
Flow 3



Flow 4

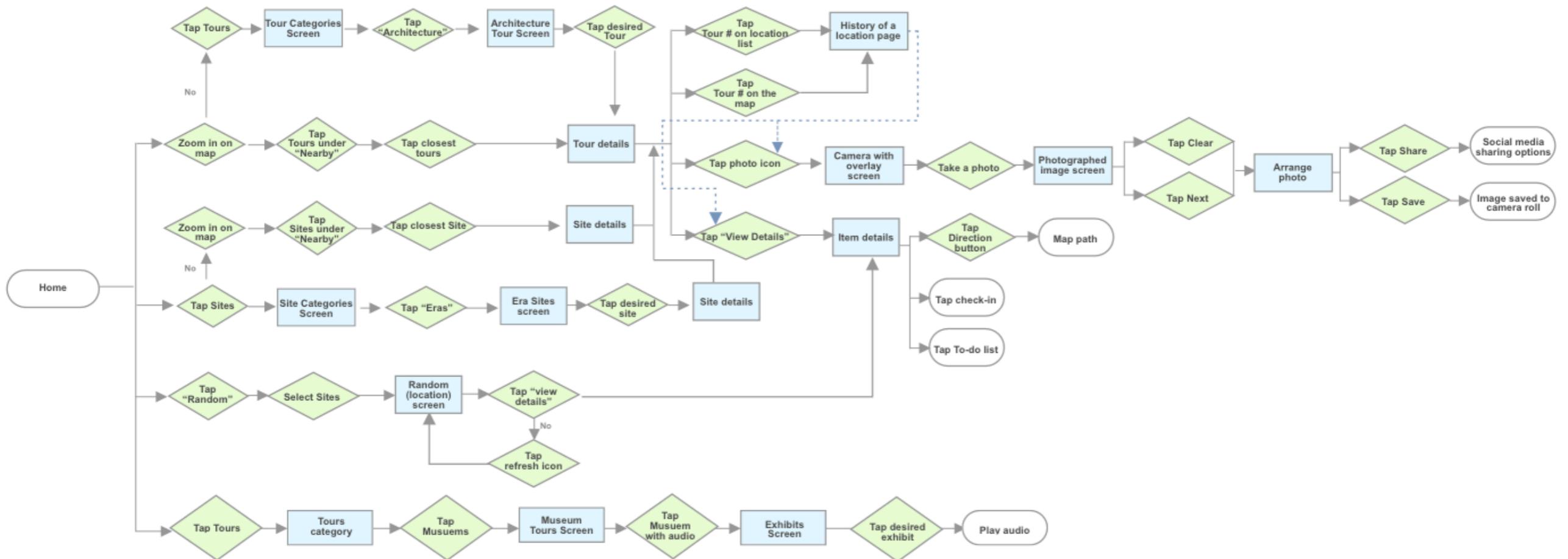


Flow 5



User Flows

The following diagram represents the various ways a user can navigate the most recent design iteration to reach various goals in the app.



Logotype

URBAN ARCHIVE

Color Palette

Primary Colors

 #mainBlue #4196ff rgb 65 150 255	 #purple #b973f5 rgb 185 115 245	 #green #46d787 rgb 70 215 135	 #mango #fca933 rgb 252 169 51
--	---	---	---

Secondary Colors

 #black #000000 rgb 0 0 0	 #darkGrey #9b9b9b rgb 155 155 155	 #lightGrey #d1d1d6 rgb 209 209 214	 #lineWhite #f5f5f5 rgb 245 245 245
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Tertiary Colors

 #deepBlue #057cff rgb 5 124 255	 #softBlue #52a2fe rgb 82 162 254	 #lightPurple #da87ff rgb 218 135 255
---	--	--

Footer Navigation

Inactive

 Tours	 Sites	 Hunts	 Random
---	---	---	--

Active

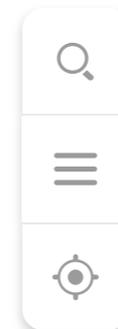
 Tours	 Sites	 Hunts	 Random
---	---	---	--

Text Style Catalog

H1	DIN, Bold, 28pt, #black Line height: 30pt, Letter spacing: 0pt
H1	DIN, Bold, 16pt, #black Line height: 20pt, Letter spacing: 0pt
H1	DIN, Regular, 16pt, #black Line height: 40pt, Letter spacing: 0pt
H1	DIN, Bold, 12pt, #black Line height: 30pt, Letter spacing: 0pt
H1	DIN, Regular, 12pt, #black Line height: 18pt, Letter spacing: 0.1pt
H1	DIN, Medium, 10pt, #black Center, Letter spacing: -0.2pt

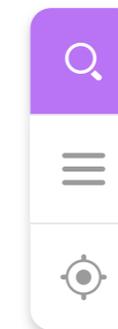
Header Navigation

Inactive



Header navigation bar with three icons: a magnifying glass, a hamburger menu, and a target icon. The magnifying glass icon is grey, indicating it is inactive.

Active



Header navigation bar with three icons: a magnifying glass, a hamburger menu, and a target icon. The magnifying glass icon is purple, indicating it is active.

Pop up banners / Icons

Nearby ✕

- Tours 3 >
- Sites 49 >
- Hunts 2 >
- Random >

Tours by category ✕

- Architecture >
- Art, Culture, Sports >
- Eats >
- Eras >
- Museums >
- Notable Districts >
- Parks & Infrastructure >
- Social Movements >

Architecture ✕

- Rosario Candela's Elegance in the Sky 0.1 mi >
- The Mansions of Fifth Avenue 0.3 mi >
- Central Park South Siestas: the Hotels of the Rich and Famous 0.4 mi >
- Bridges and Arches of Prospect Park 0.9 mi >

Museums ✕

- Museum of the City of New York 0.1 mi >
- The Rubin Museum of Art 0.3 mi >
- Museum at Eldridge Street 0.4 mi >
- The Morgan Library & Museum 0.9 mi >

MUSEUM OF THE CITY OF NEW YORK **Germ City**

The tour is hosted by author, filmmaker, and longtime Fort Greene resident Nelson George. The tour is hosted by author, filmmaker, and longtime Fort Greene resident Nelson George... [Read More](#)

SELECT A STOP

- 1.00** Introduction
- 1.01** Microbes

Go to the entrance gate at 1220 5th Avenue.

Sites ✕

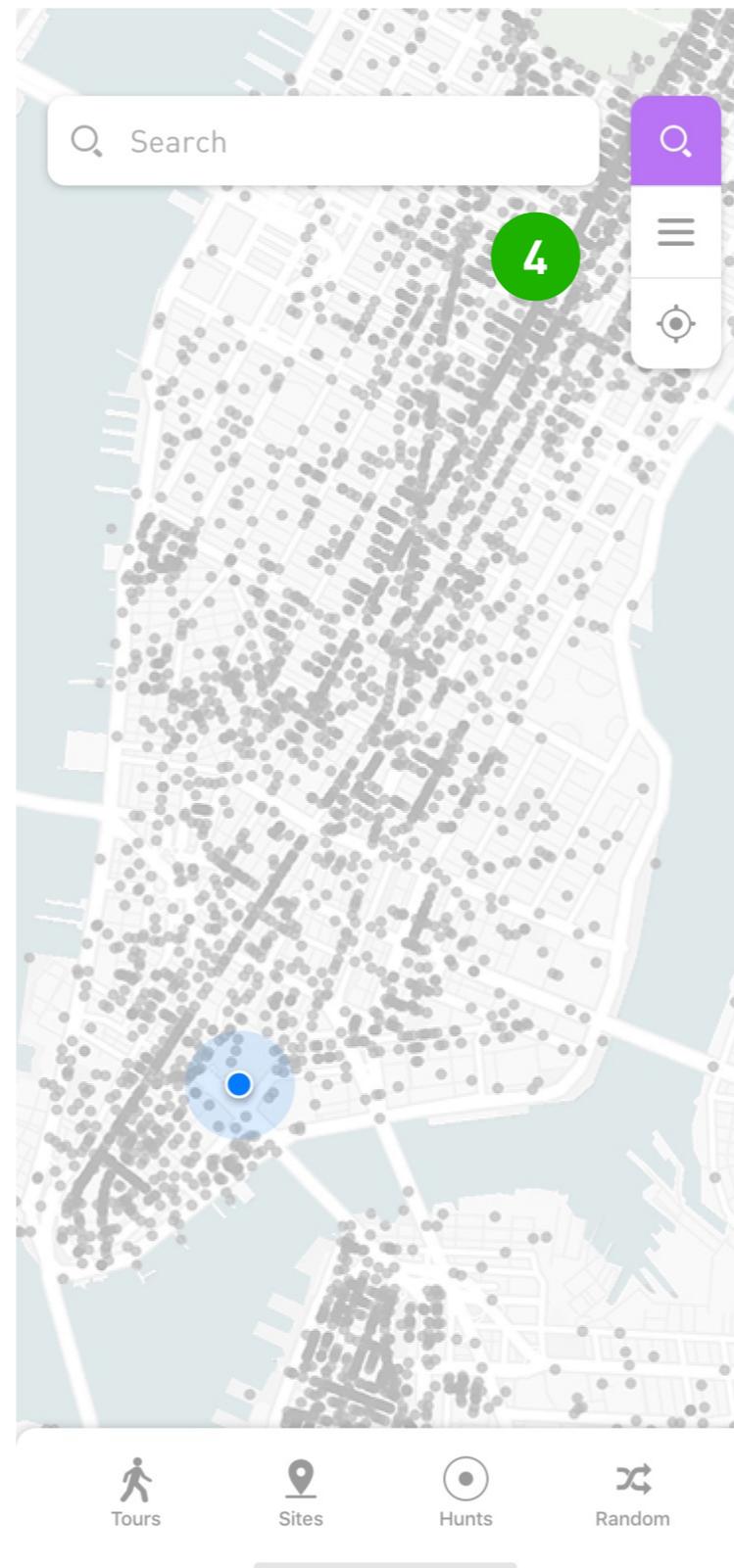
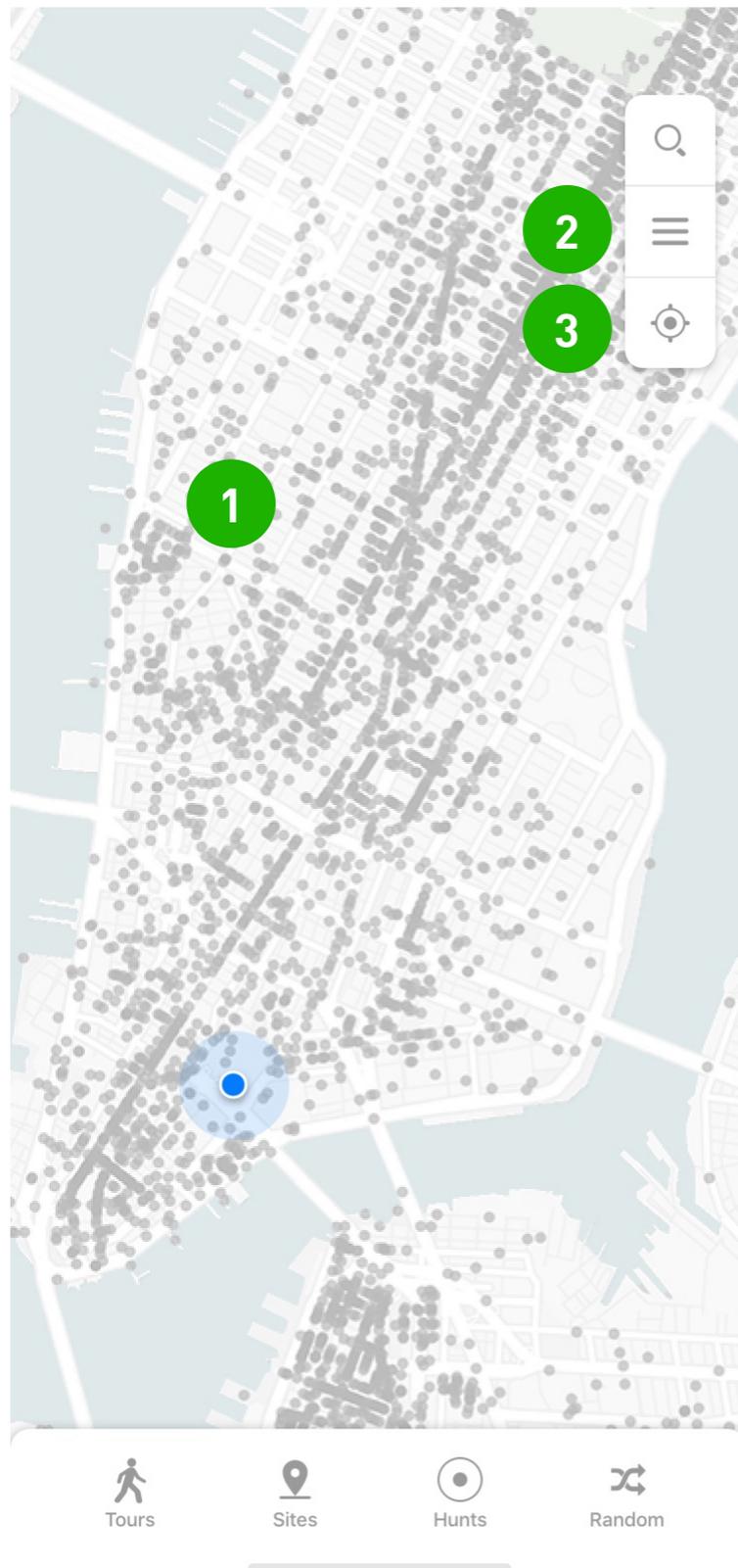
1 Sutton Place South
Midtown East, Manhattan

Architect Rosario Candela and the firm Cross and Cross designed this 13-story Italian Renaissance building in 1927. The structure was funded by the Phipps family, former...

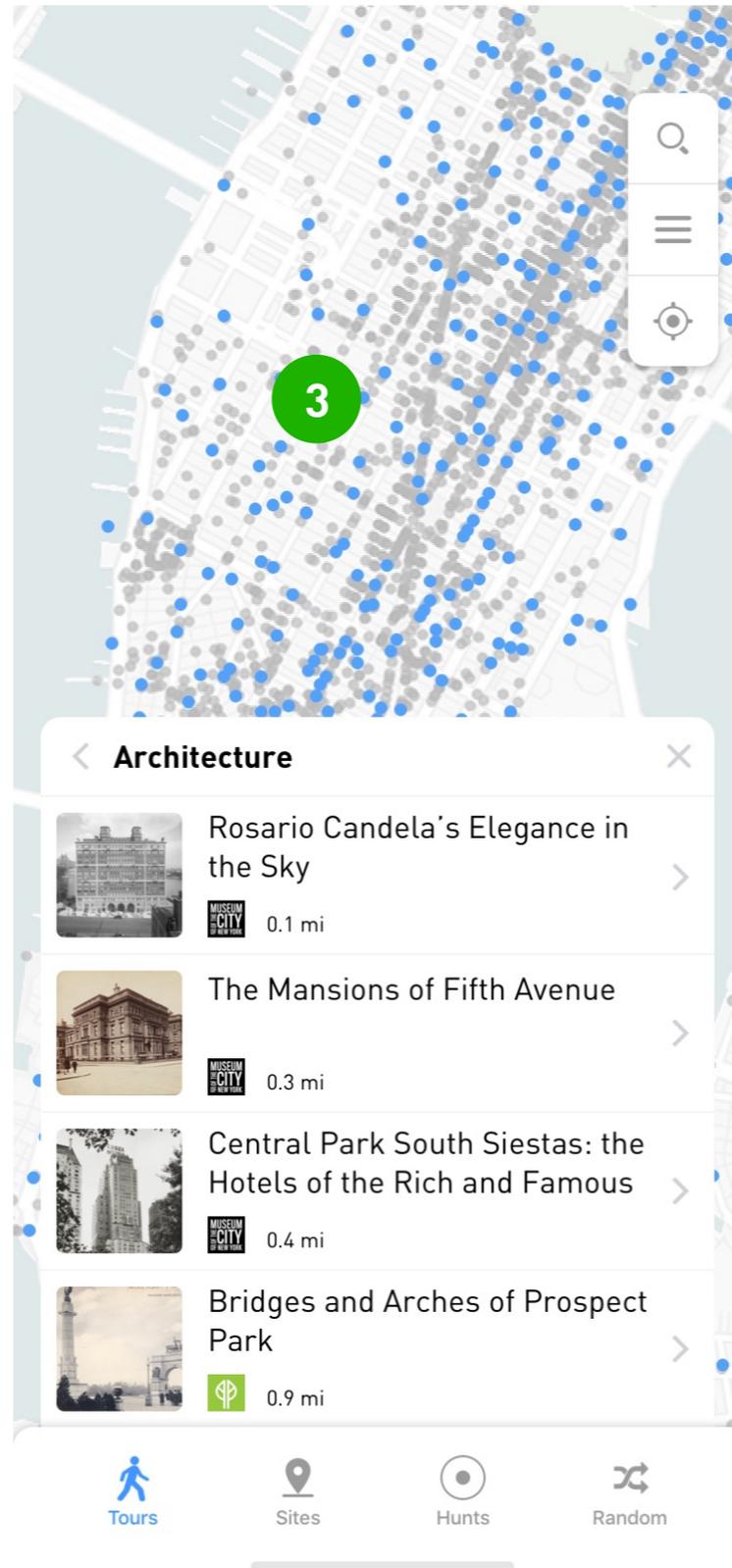
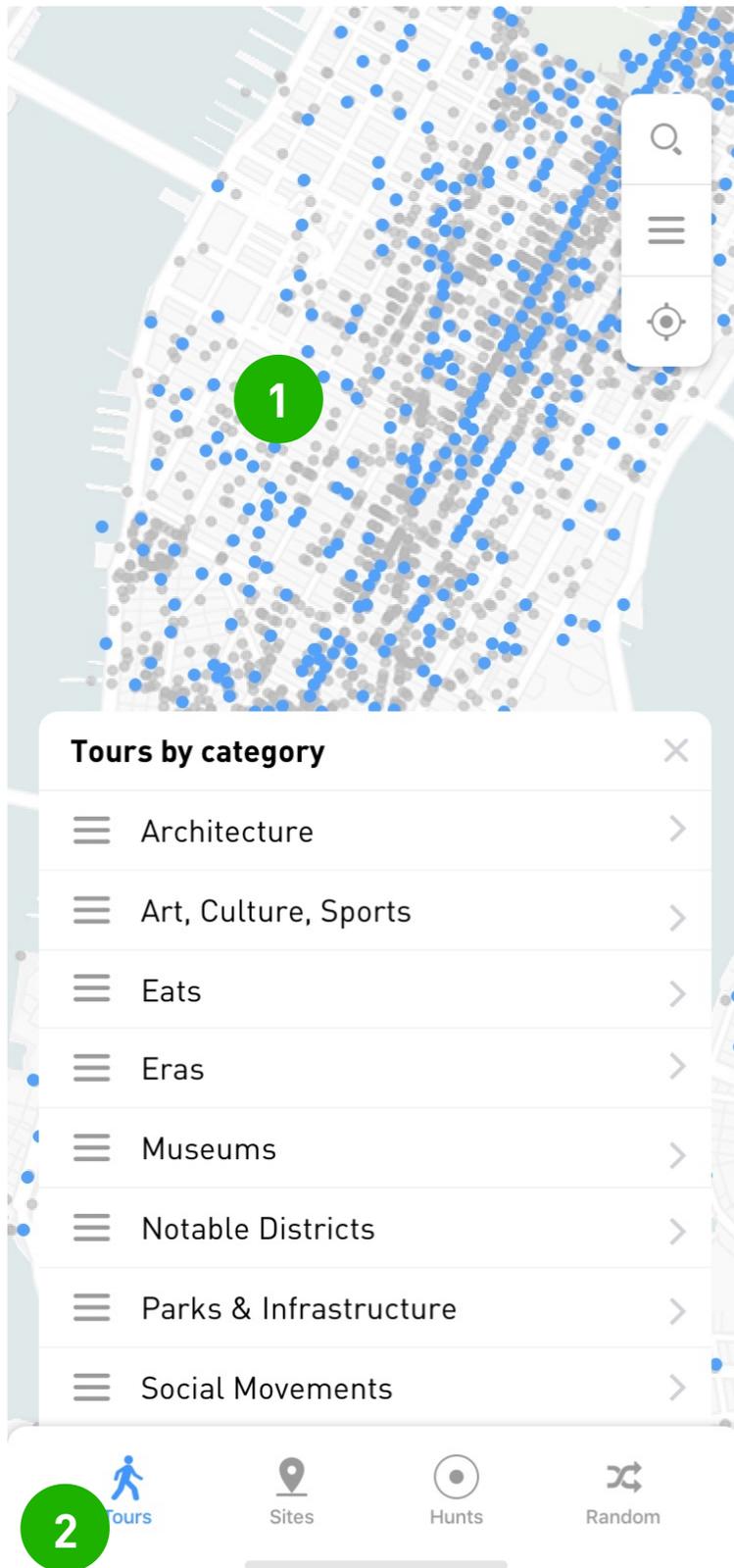
[View Details](#) [Check-In](#)

8 locations 1.3 miles 28 min walk

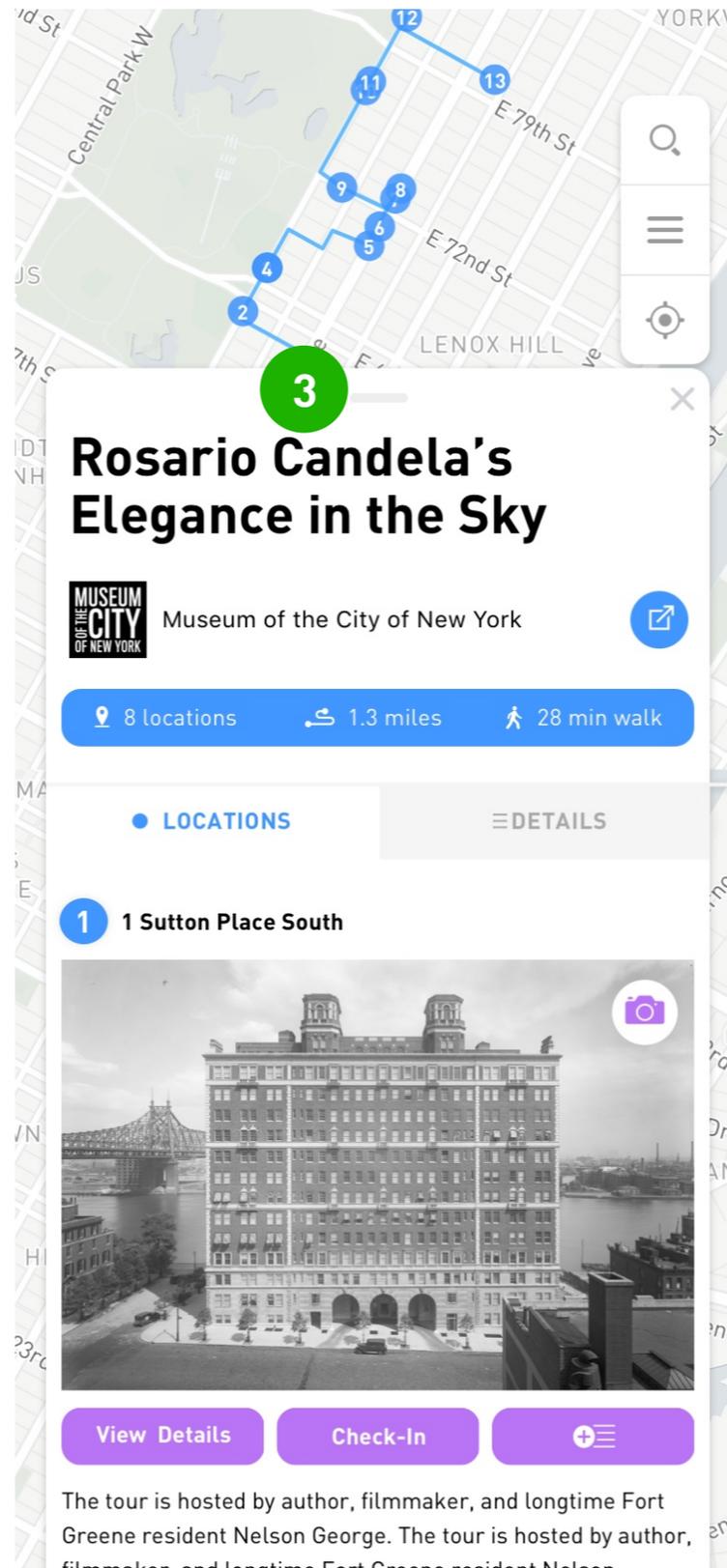
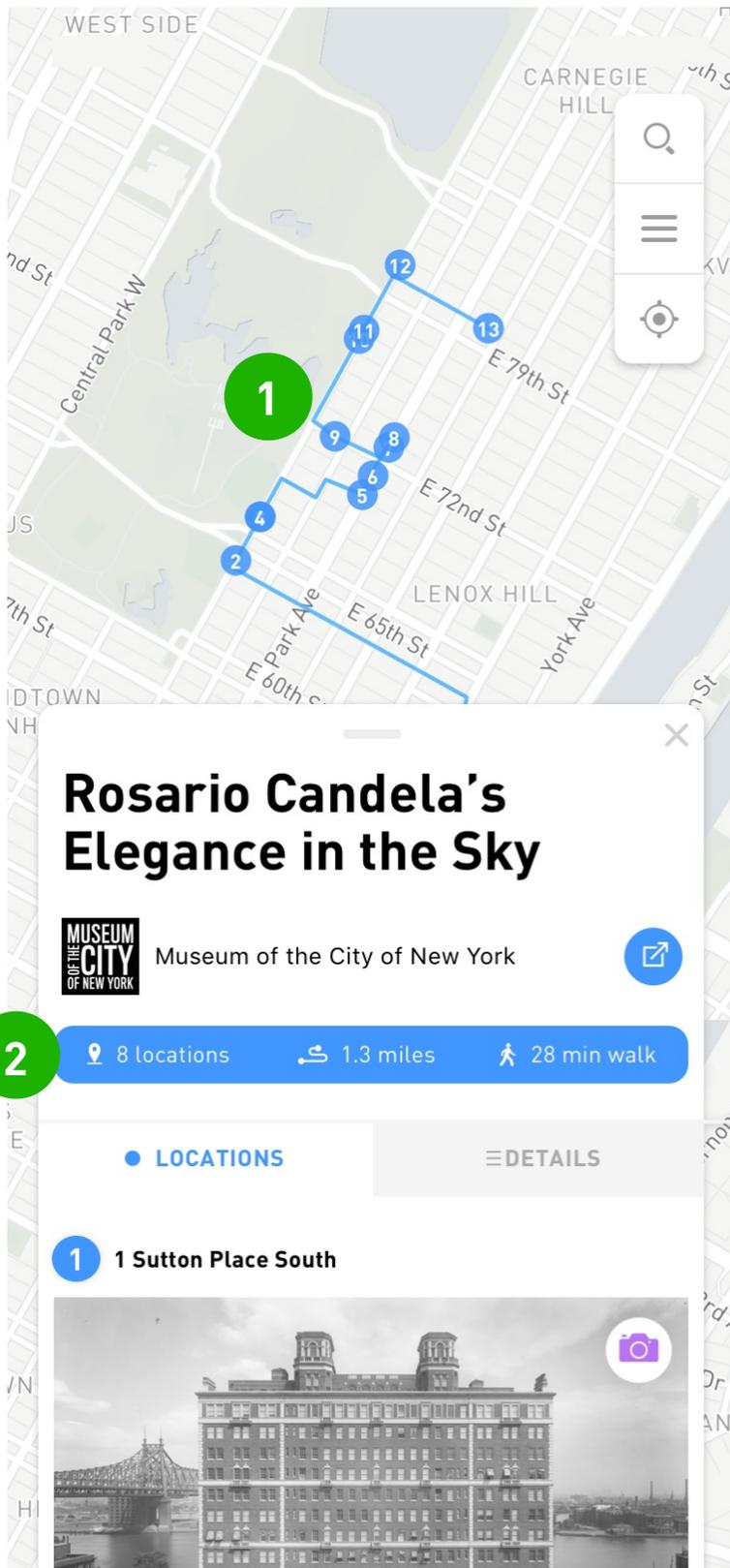
1 1



- 1 Dots are grayed out when map is zoomed out far enough such that the Nearby tours/sites/hunts pop-up does not appear. (See Nearby annotations)
- 2 Hamburger menu includes Today, Events, Featured List (promotion), Settings, Notification Inbox, My To Do List, and Visited Locations. All of these function as they do in the current live version of the app.
- 3 Re-center button will recenter map at current zoom level.
- 4 Search bar slides out from search button (from right) when search button is pressed. Button switches to active state whenever search bar is out.

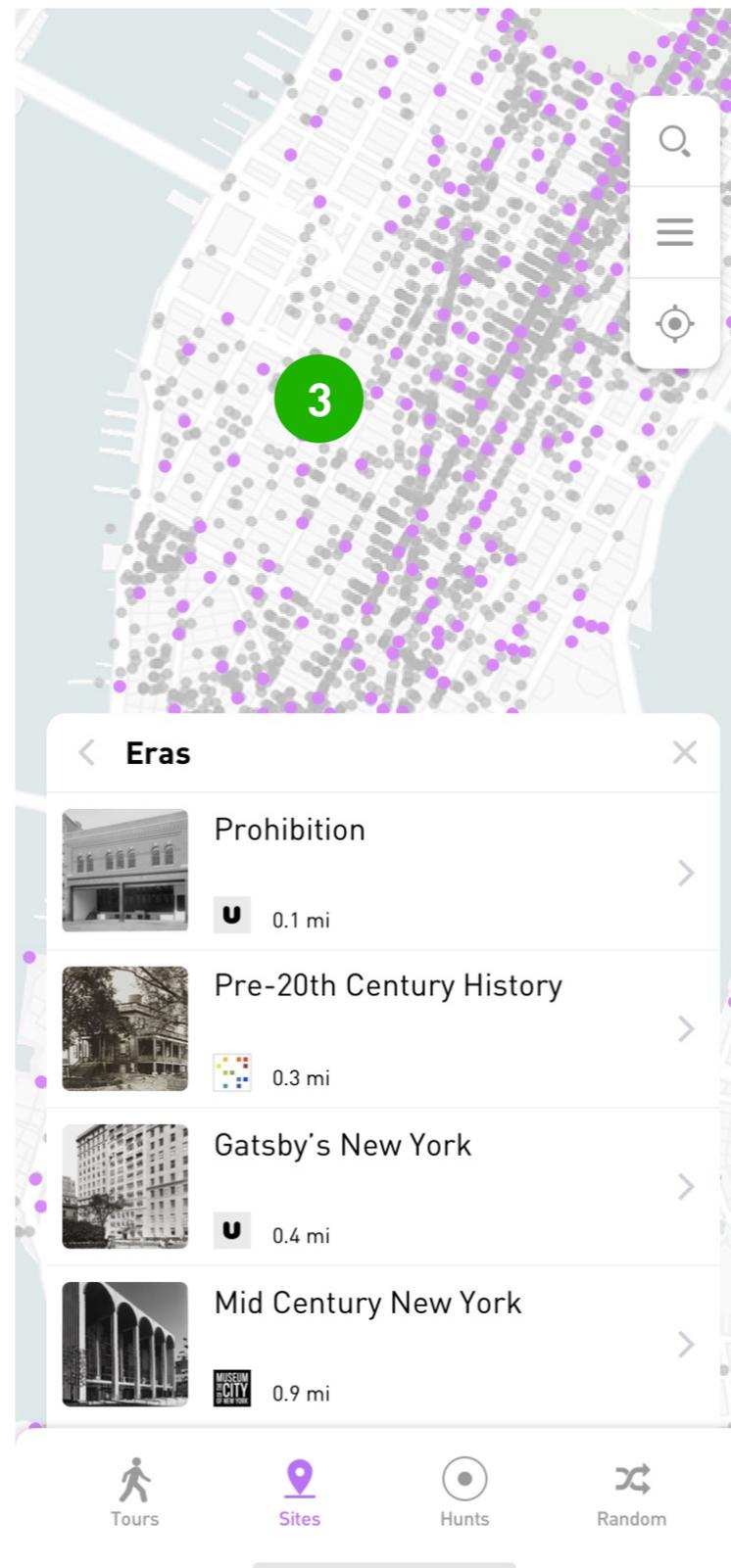
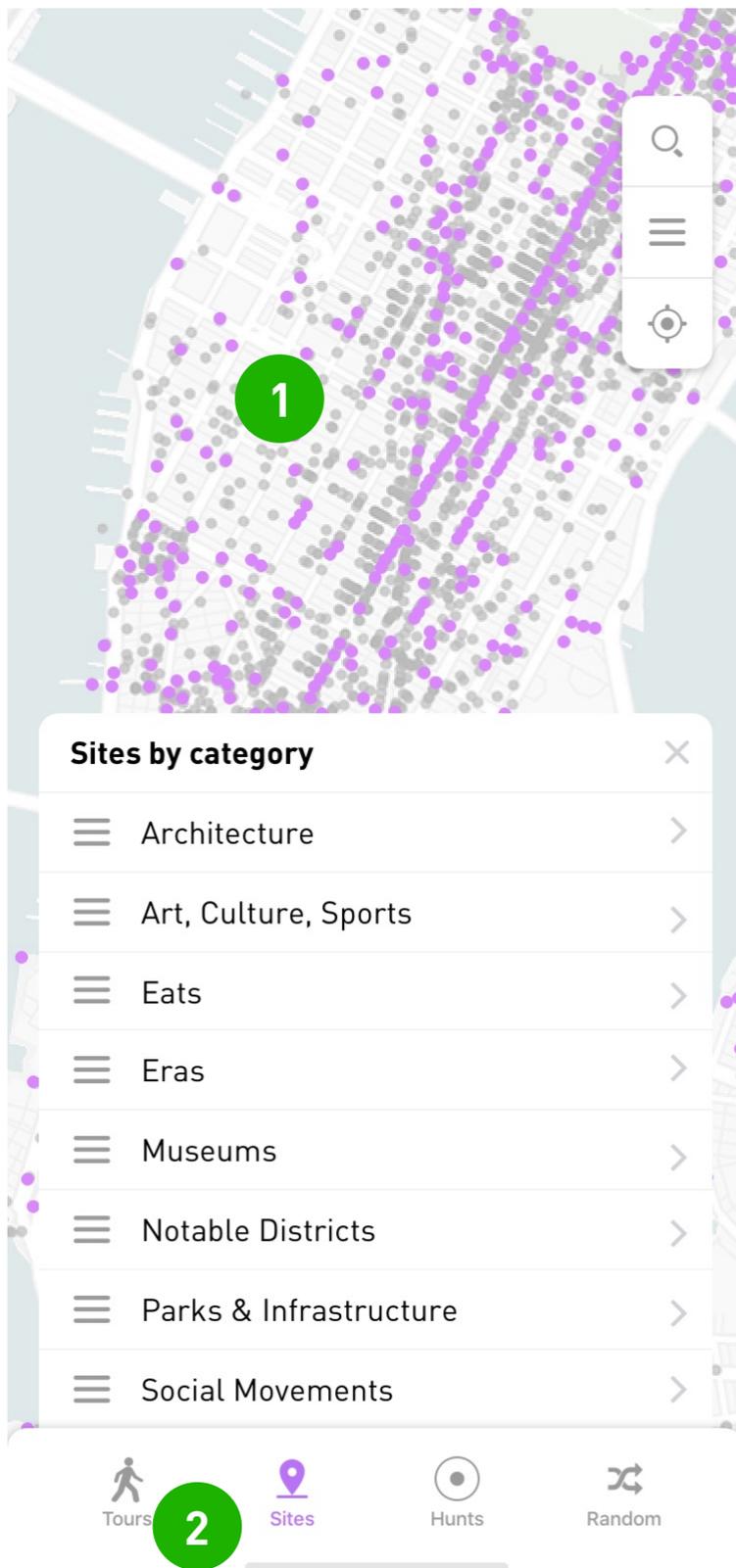


- 1 When "Tours" is clicked on tab bar, "Tours by Category" pop-up slides up from bottom. Simultaneously, all tours within map viewport change from gray to blue.
- 2 When "Tours" is clicked and Tours menu is open, tab bar icon remains blue.
- 3 When a category is selected (in this example "Architecture"), the pop-up switches to the list of tours, and only the tours that fit in this category remain blue on the map. Tours are listed in order of proximity.

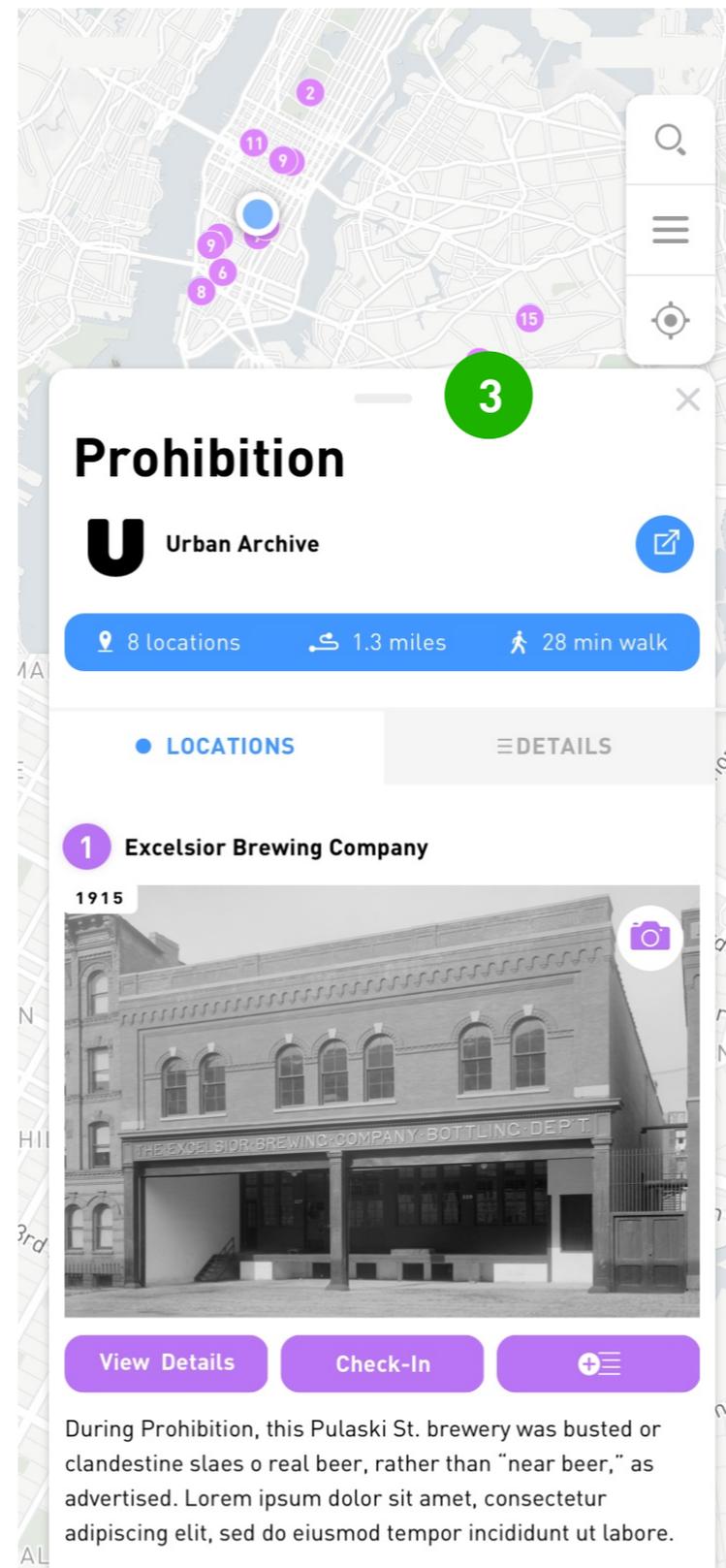
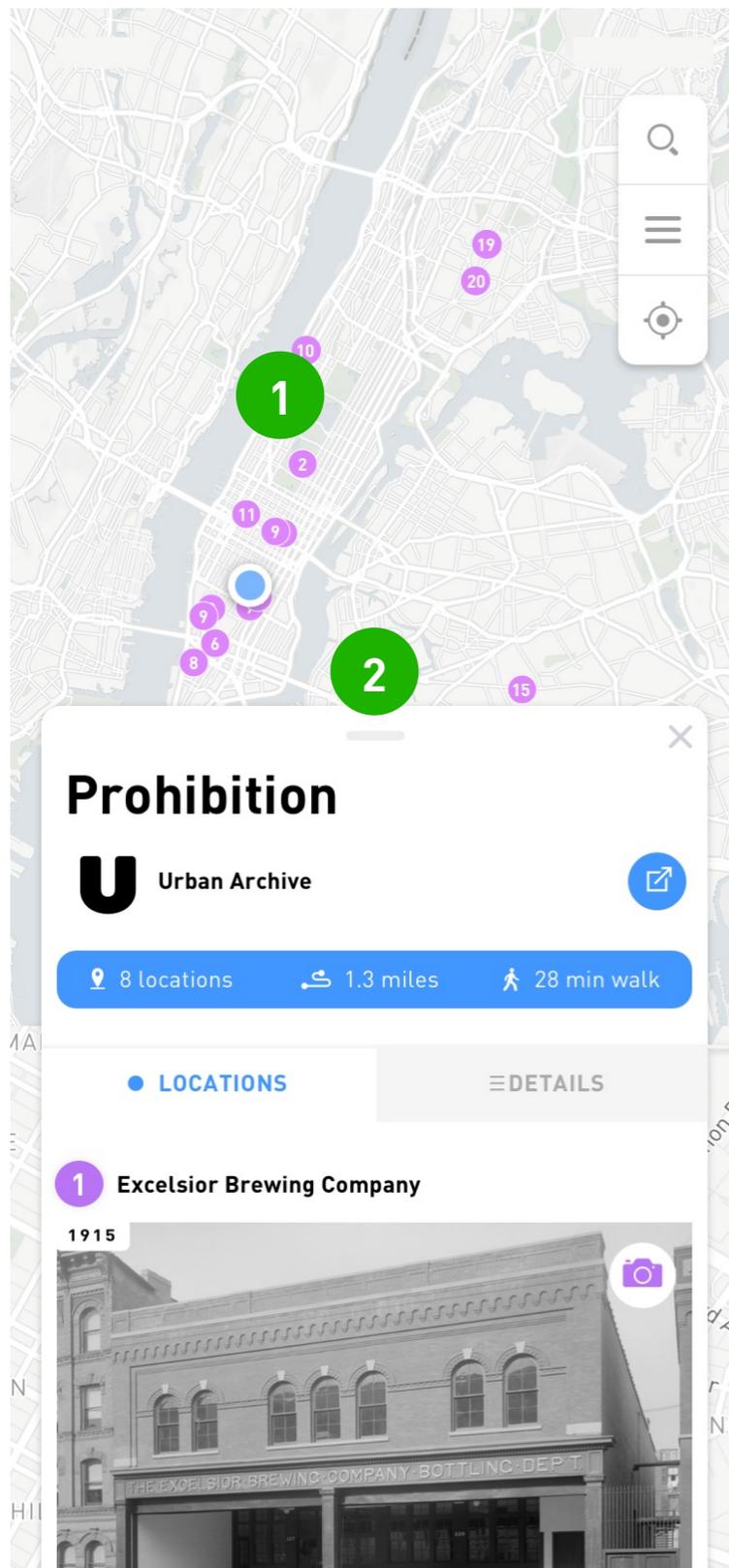


- 1 When a specific tour is selected, the route appears on the map in blue with each number corresponding to a stop on the tour that appears in the scrollable pop up on the bottom of the screen.
- 2 The blue tour details bar indicates how many stops are on the tour, the length of the tour in distance, and the time it takes to walk the tour.
- 3 As the user scrolls, the details view moves up to take up more of the map. At any point, the user can click the horizontal gray bar to shrink the pop-up, as is the case with the current app.

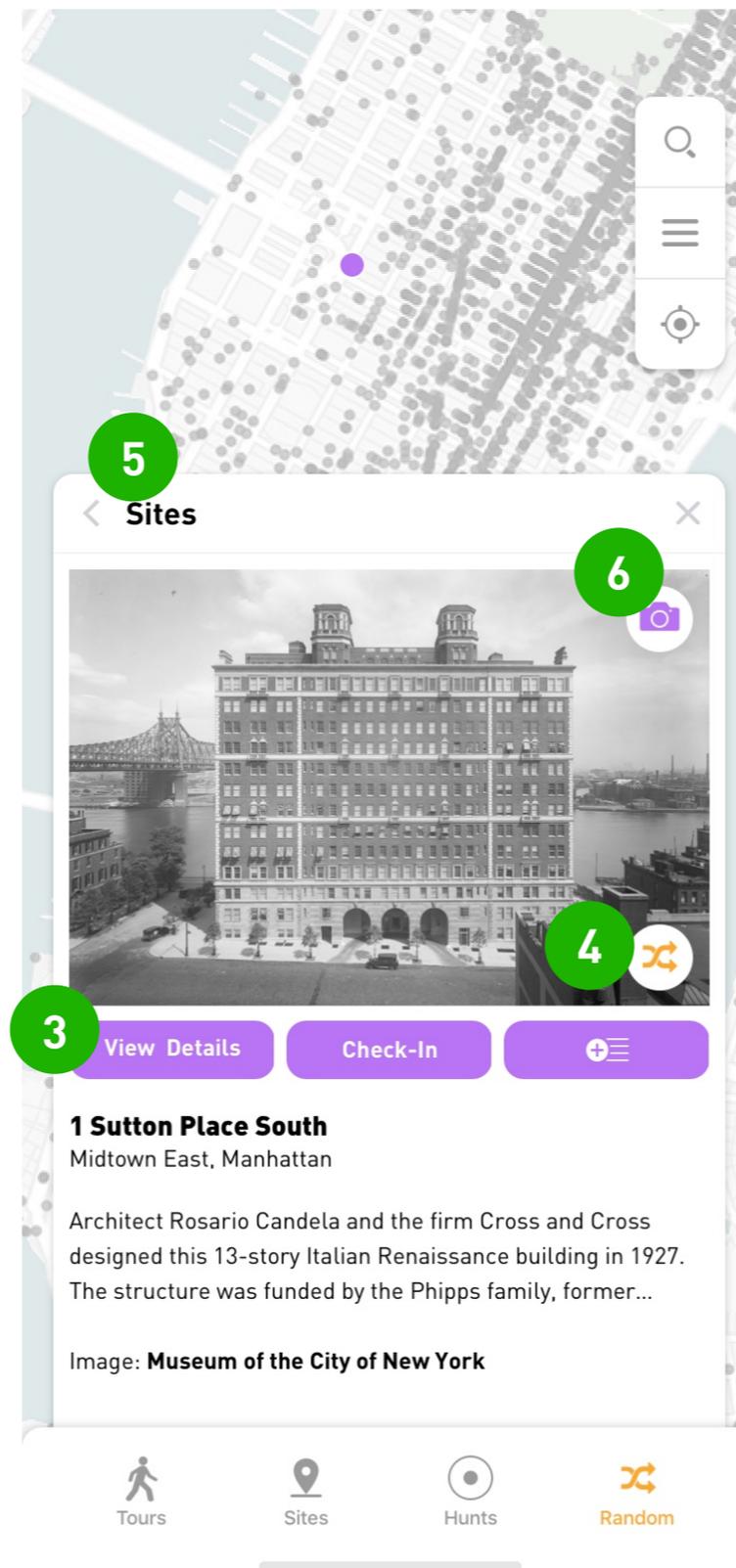
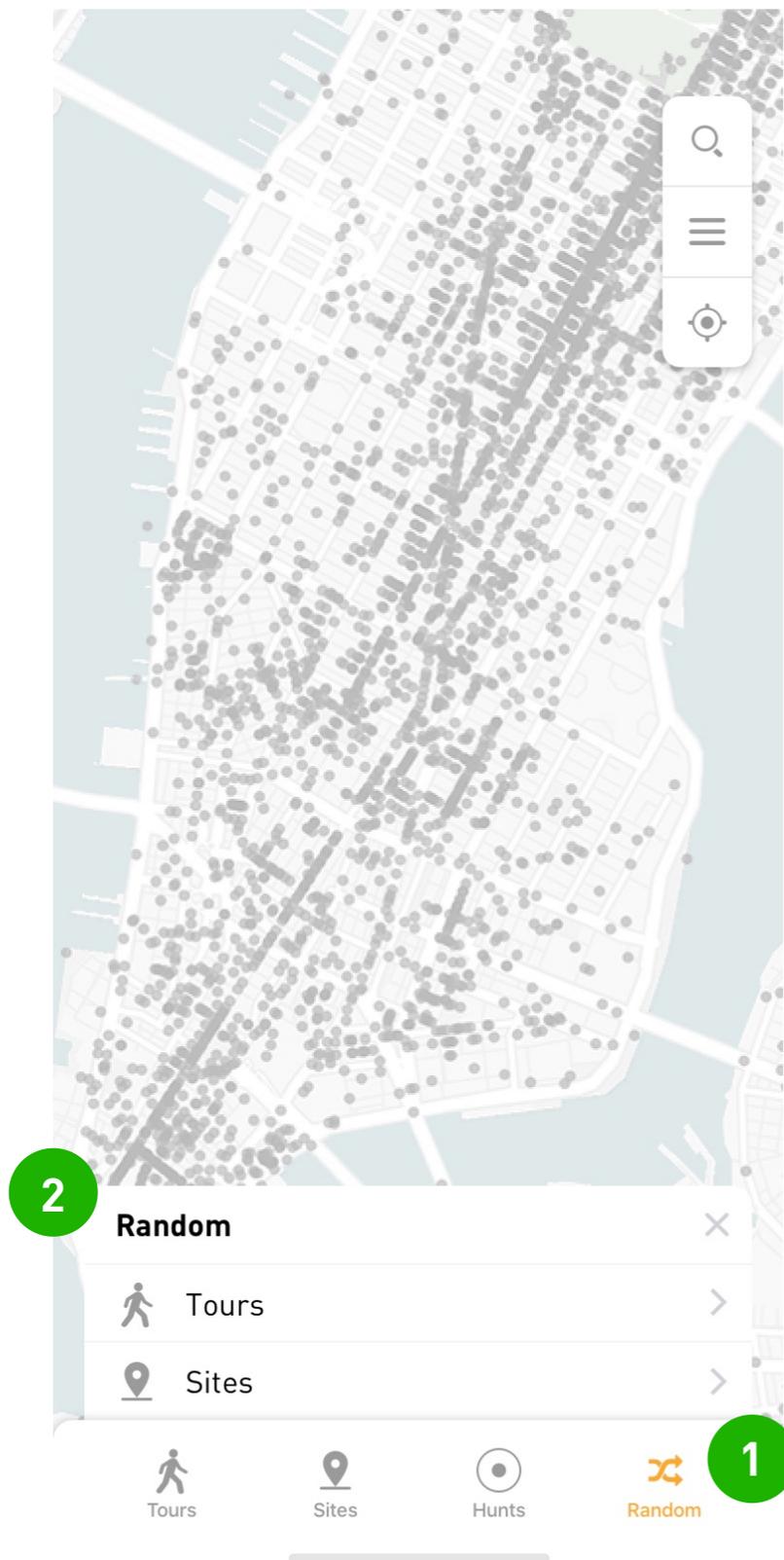
Annotated Wireframes | Site Categories/Site Listings 11



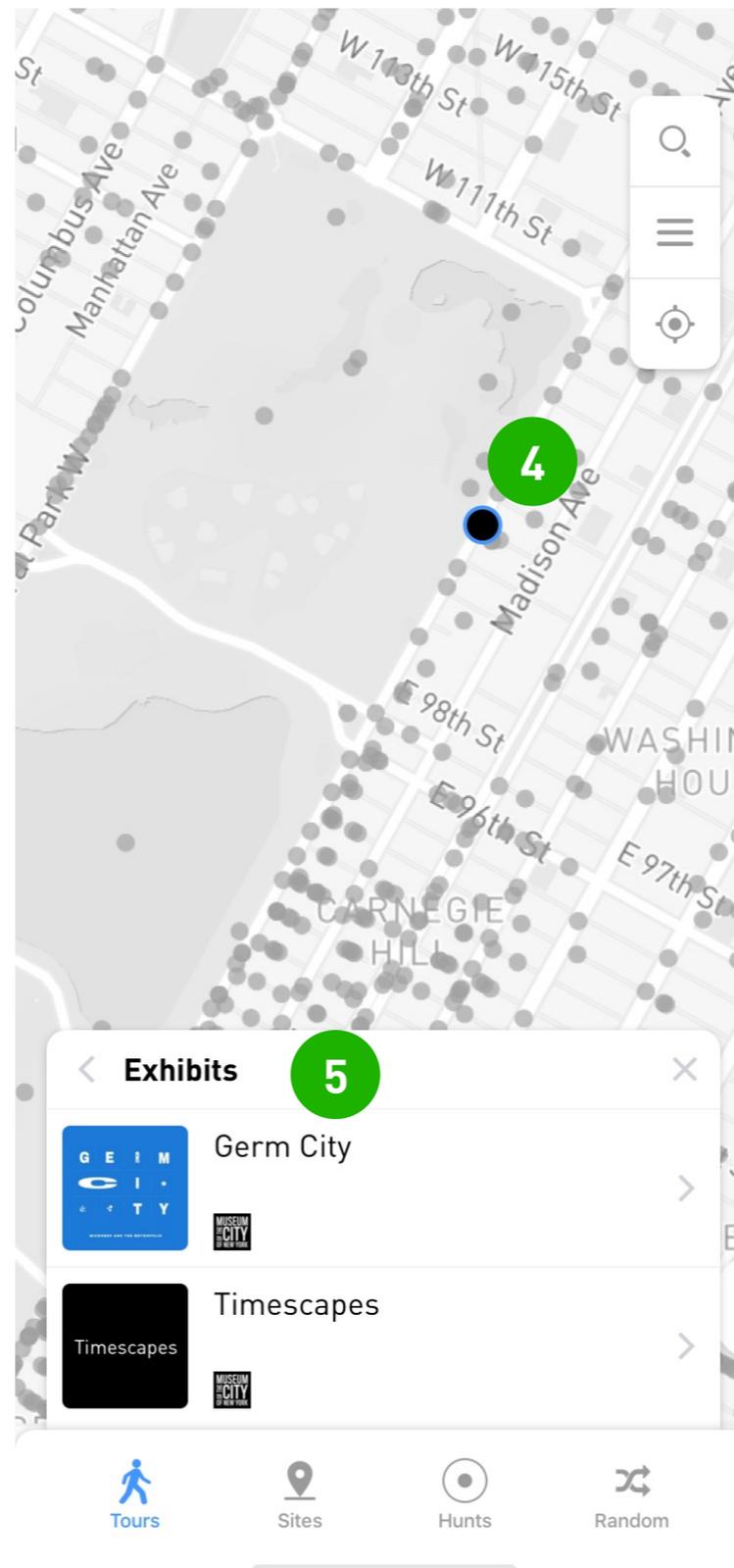
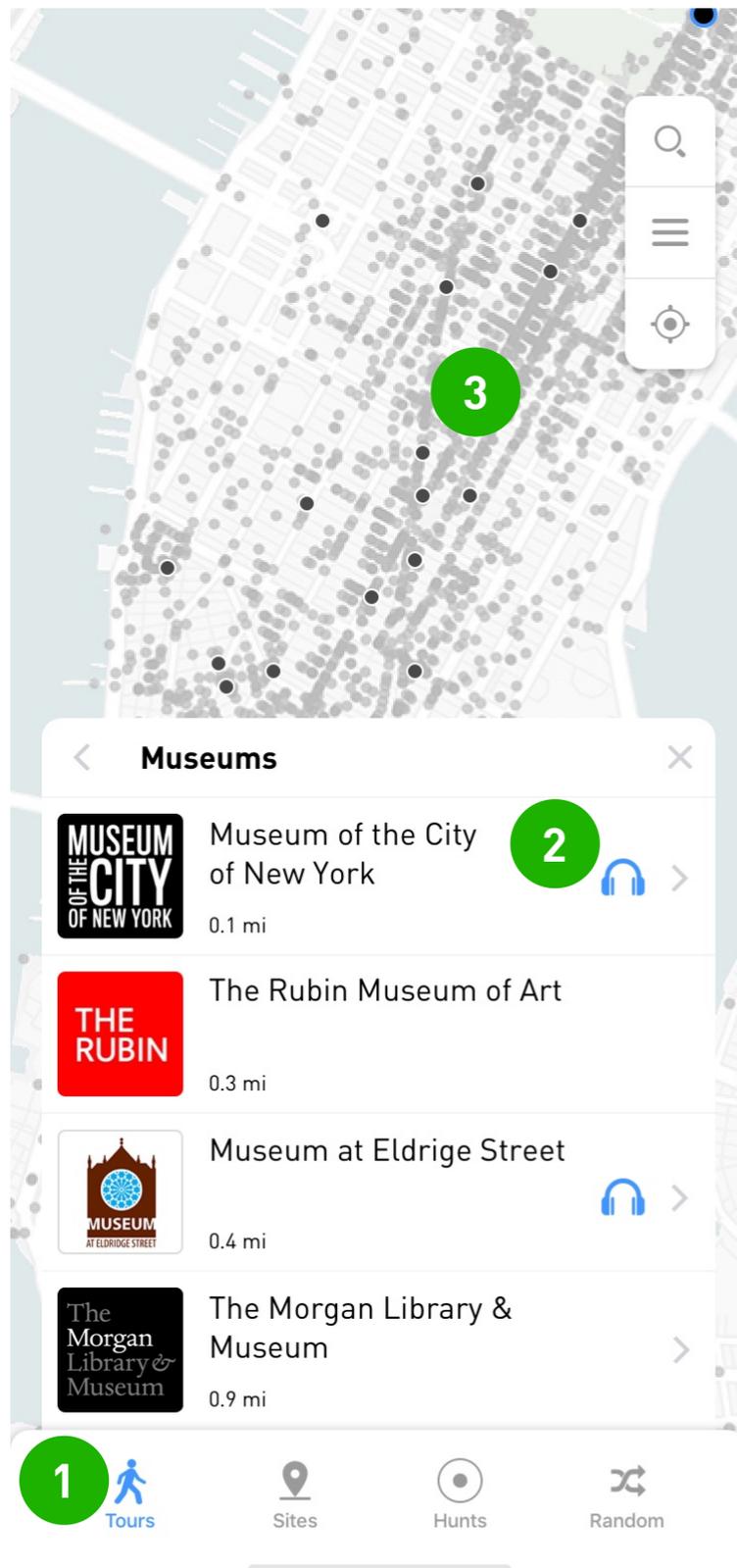
- 1 When "Sites" is clicked on tab bar, the "Sites by Category" pop-up slides up from the bottom. Simultaneously, all sites within map viewport change from gray to purple.
- 2 When "Sites" is clicked and Sites menu is open, tab bar icon remains purple.
- 3 When a category is selected (in this example "Eras"), the pop-up switches to the list of site grouping within this category, and only the sites that fit in this category remain purple on the map. Site groupings are listed in order of proximity.



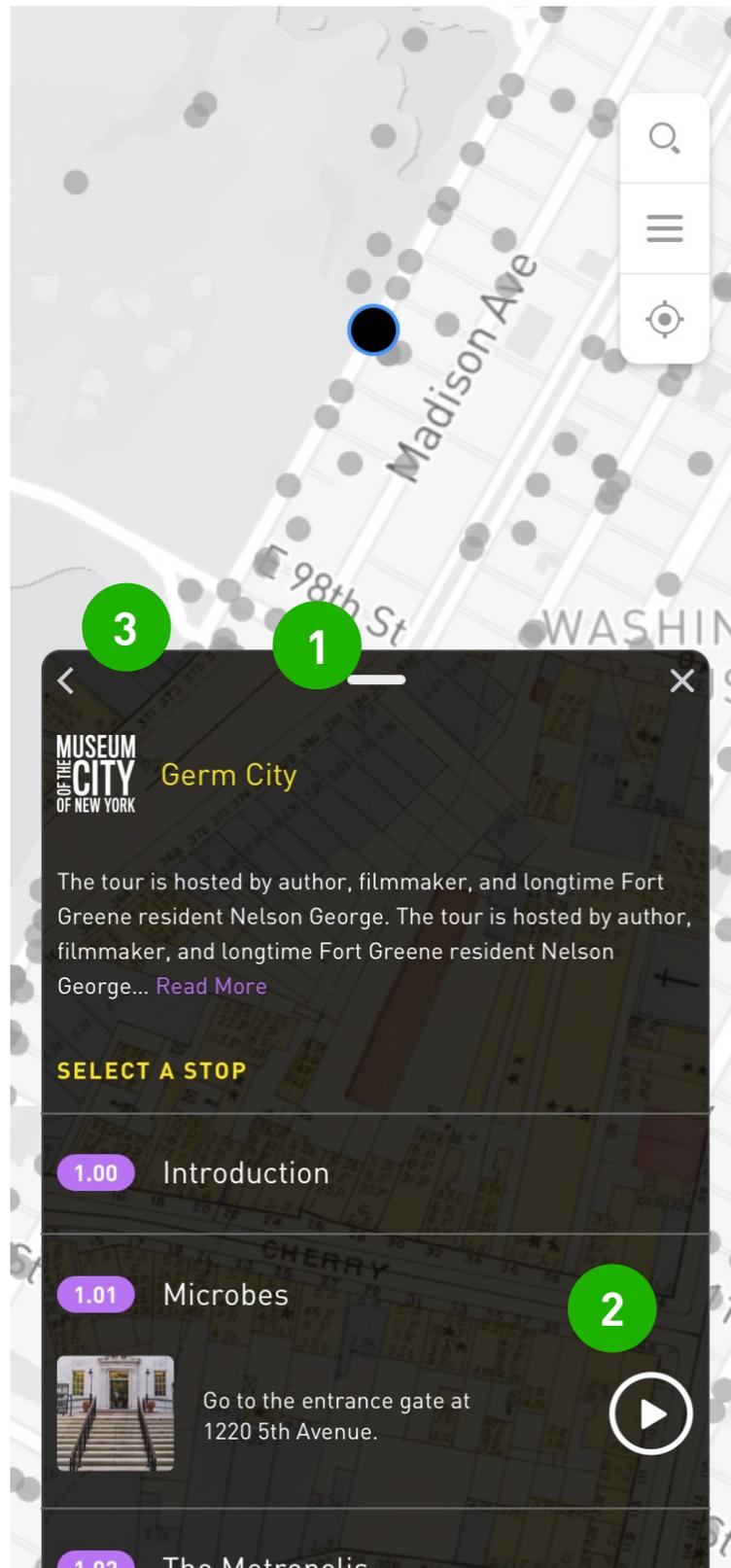
- 1 When a specific site grouping is selected, the map highlights all the spots in purple with each number corresponding to a site that appears in the scrollable pop up on the bottom of the screen.
- 2 At any point, when a user click on the gray horizontal line here, the pop-up will shrink to the bottom of the screen, as the app currently functions.
- 3 As the user scrolls, the details view moves up to take up more of the map.



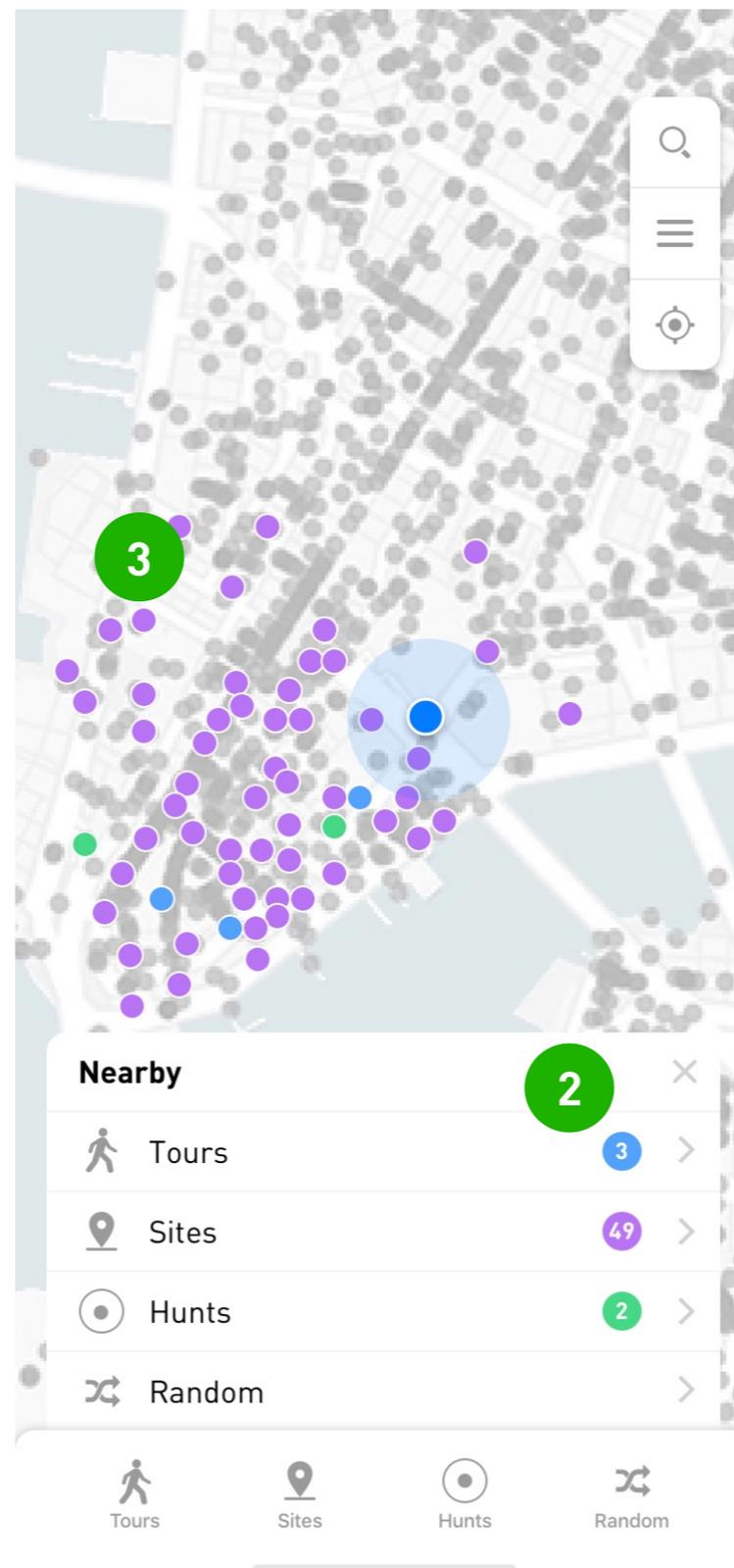
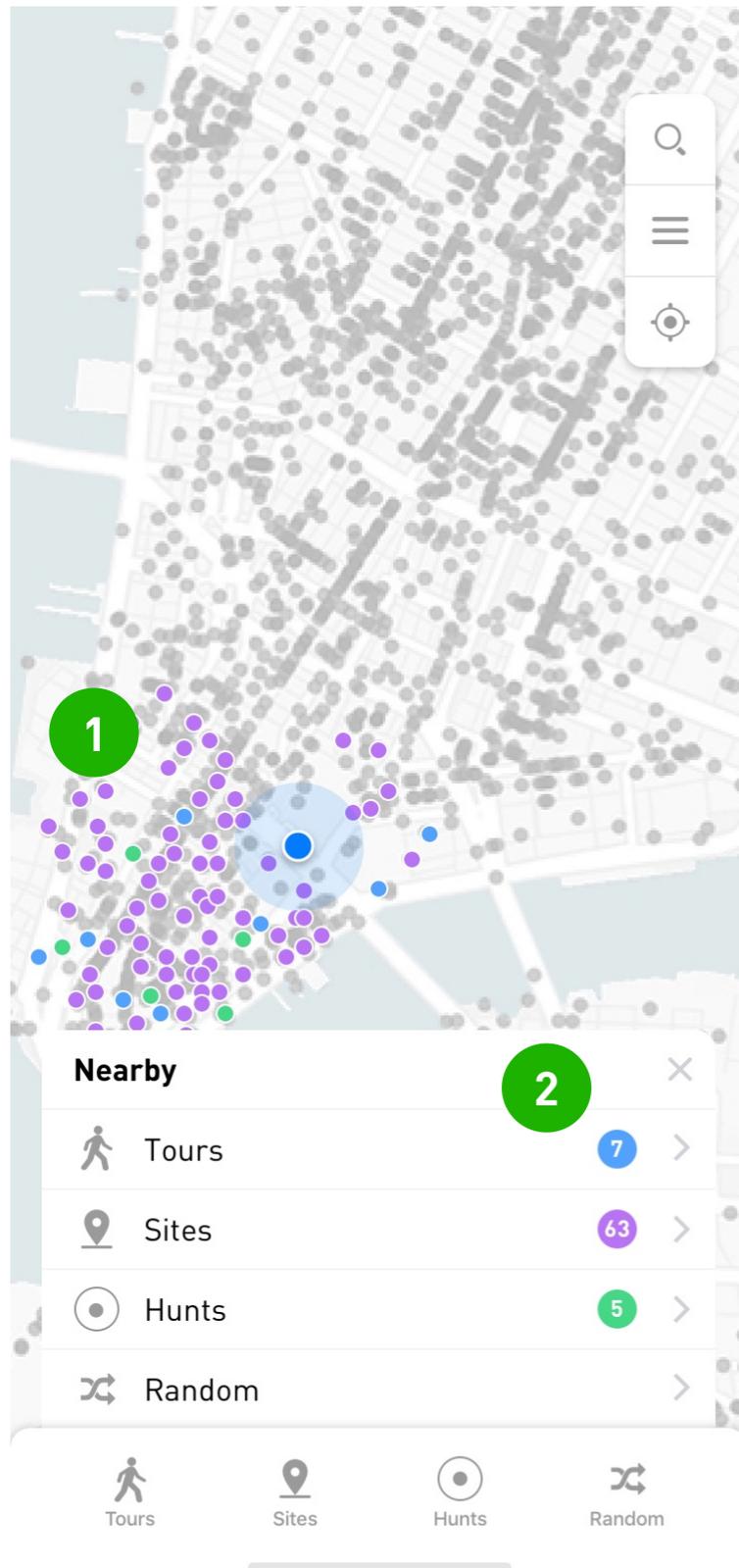
- 1 Random button turns yellow when in active state. Upon tapping, the random navigation flies up from the bottom.
- 2 Random menu allows users to select a randomly generated tour or site and closes to the home screen by click on the X in the top right corner.
- 3 The view details button brings the user to the site specific page with details on the history and more images throughout time. Users still have the options of "check-in" and "add to list" from current app.
- 4 Users tap the random button to generate a different site or tour, specific to which category was already chosen.
- 5 The back button brings users to the previous menu level
- 6 User taps the camera icon to recreate the image with "then" and "now."



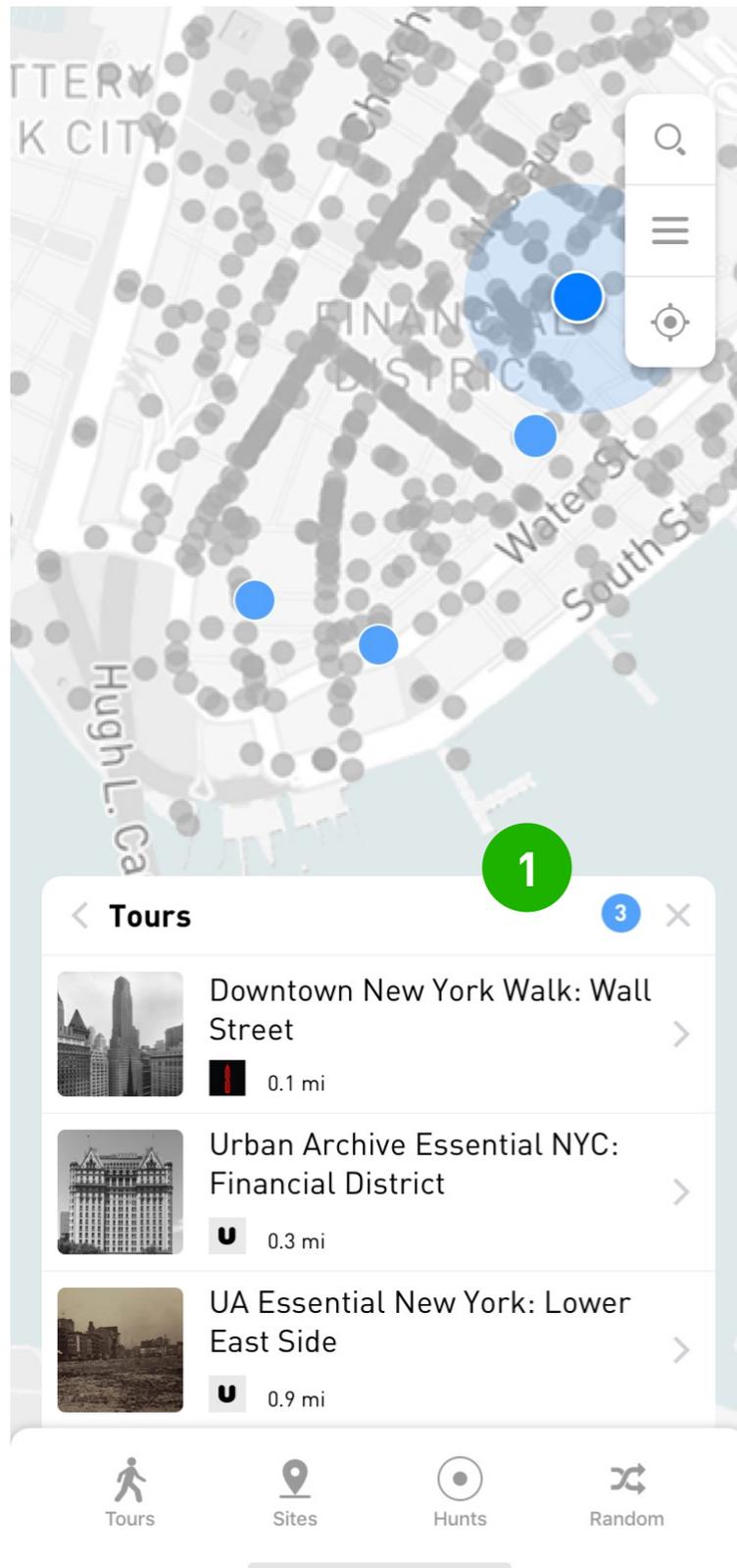
- 1** Users select "Museums" within the tour categories and arrive at this screen with all museums by distance.
- 2** The headphone icon indicates an audio tour is available for this location. This symbol should be re-used for any type of tour where audio is available.
- 3** When on the museums screen, all museums appear on the map with black indicator dots.
- 4** Once a museum is selected, the map zooms in to that location and black indicator remains.
- 5** After selecting a museum with an audio tour, the user is prompted to select which exhibit they would like to listen to.



- 1 The black background on the fly-up indicates a tour has audio. This coloring should replicate with other tours that have audio, even if they are non-museum tours.
- 2 Users tap a segment to expand the details and play the audio.
- 3 The back button brings users back to the exhibits of that specific museum

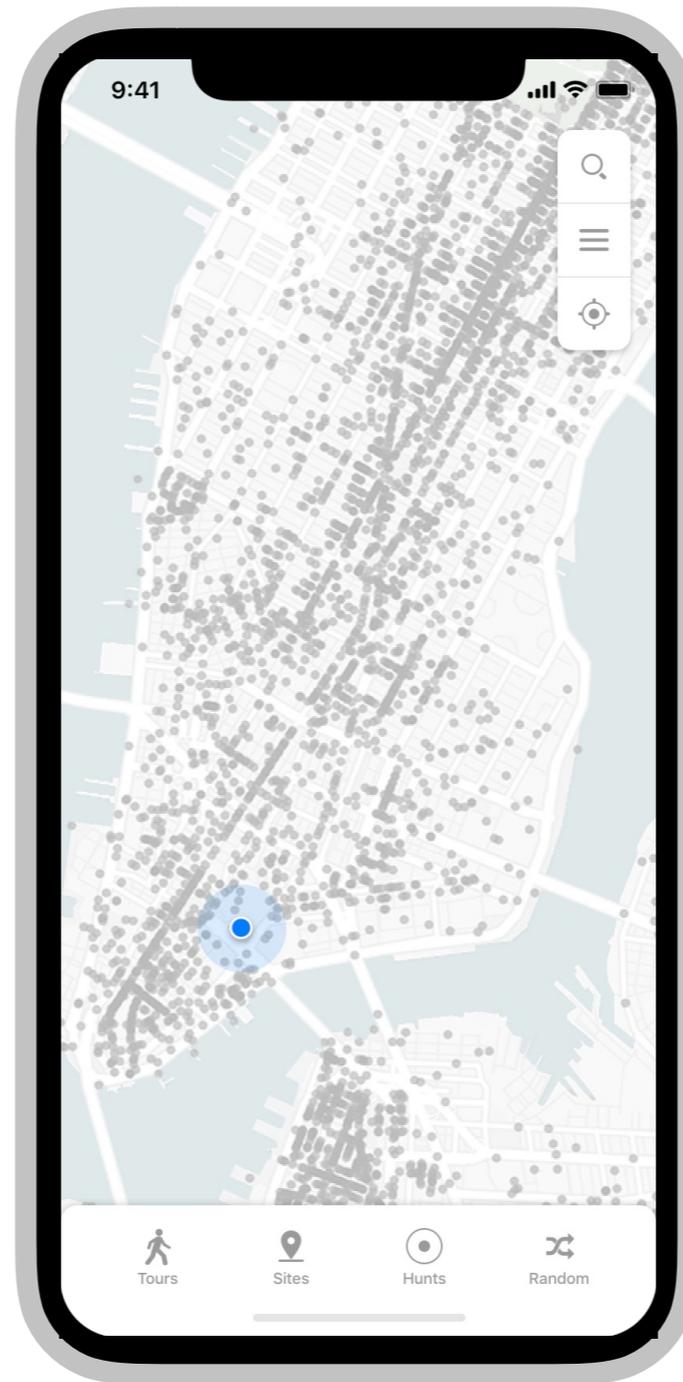


- 1 Zooming in by pinching out on the map activates The threshold for Nearby activation is whenever the map view has no element type (tours/sites/hunts) numbering more than 99. This will almost always be the sites count. If any number is greater than 99, the Nearby pop-up will not activate and all dots will remain gray. When activated, the colored dots indicate tours (blue), sites (purple), and hunts (green) within a 1 mile radius of the user's location.
- 2 The numbers next to each navigational item indicate how many of that activity are available in the given radius. You can see in the next screen on the flow, these numbers are smaller since the user is zoomed in closer to the map
- 3 This is the map view after the user has pinched out more in order to zoom in the map further on the same locational area



1

User has selected tours from the Nearby menu and is able to view the three closest tours and their starting points. These tours are organized by distance from the user.



Link to InVision prototype:

<https://invis.io/MYOQCPUU5WJ>