



Rest Stop

By: Jeremy Gluck

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Research

While looking through the apple watch store I noticed that there were not many apps revolving around camping and rest stops.

However, similar apps relating to hiking and extensions of other apps do exist for the watch, but none really revolving around particular campsites or places to camp.

Apps like AllTrails which provide hiking and GPS features but an app around camping on the which are simple, yet effective navigation tools for the outdoors.

Apps like Gas buddy as shown below may also have similar functionality to what i'd like my app to be, which have great watch interfaces for people who are traveling.

Users

Many people actually do enjoy going outdoors but just don't want to do the planning especially if they are traveling long distances.

The users for this app could be of use for people aged 18-65 as most are familiar with technology.

This app could also serve people who are on the road and want to save money by staying at a campsite and/or rest stop for the night.

This app could end up being used more by men, but in the future I would like to develop more people into using this app whether it be women or anyone else.

User Goals and Objectives

With the app Rest Stop users would be notified of nearby campsites and road stops along with easy access buttons to get there.

In addition, they would also be notified on a bi-weekly basis to go out and travel.

Users would be able to find nearby campsites and/or rest stops with a 3-step process.

Users should ultimately be left satisfied by whichever part of the app they end up using.

Lastly, a rest stop functionality would be implemented as an alternative/addition to the camping option.

Business Goals

This app's business goals could come from a premium charging users a small fee whenever they arrive at a destination which could also involve a "tap" payment service.

Alternatively, since this app involves no-low cost rest stops the app could have a small fee for the maintenance of the app, rest stops and even camp sites.

I would like to avoid in app purchases as they negate the purpose of the app in the first place, which is to save money on a quick and easy place to stop/stay.

Down the line if the app got enough funding, it could potentially have more features.

Interview 1

1. Do you use Wearables Often?(Y/N)

A: Yes

2. Do you use apps for navigation and/or travel often?(Y/N)

A: Yes, Apple Maps

3. What would you like to see in an app like the one I am describing to you?

A: Where different destinations are and what they have to offer

4. Would you pay for an app that made traveling easier?

A: No, because I can search online

5. When is the last time you went camping?

A: Half a year ago

6. When do you expect to take your next trip?

A: October

Interview 2

1. Do you use Wearables Often?(Y/N)

A: Yes

2. Do you use apps for navigation and/or travel often?(Y/N)

A: Yes, Apple Maps and Google Maps.

3. What would you like to see in an app like the one I am describing to you?

A: Wants to be notified of rest stops, and what side of the street they are on, and if they are closed.

4. Would you pay for an app that made traveling easier?

A: No, I can not afford it.

5. Whens the last time you went camping?

A: 4 years ago

6. When do you expect to take your next trip?

A: 3 Years in the future

Interview 3

1. Do you use Wearables Often?(Y/N)

A: No

2. Do you use apps for navigation and/or travel often?(Y/N)

A: Yes, Apple Maps in order to get around often.

3. What would you like to see in an app like the one I am describing to you?

A: I would like to be able to easily change the route I take to get somewhere.

4. Would you pay for an app that made traveling easier?

A: Yes, I would if it made traveling much easier than what it is now

5. Whens the last time you went camping?

A: Roughly 1 year ago

6. When do you expect to take your next trip?

A: Over winter break

Interview 4

1. Do you use Wearables Often?(Y/N)

A: Yes

2. Do you use apps for navigation and/or travel often?(Y/N)

A: Yes, Apple Maps

3. What would you like to see in an app like the one I am describing to you?

A: Some new functionality like apps that Yelp do not currently have.

4. Would you pay for an app that made traveling easier?

A: No, because I can search Yelp.

5. When is the last time you went camping?

A: About a month ago

6. When do you expect to take your next trip?

A: In a few weeks

Interview 5

1. Do you use Wearables Often?(Y/N)

A: Yes

2. Do you use apps for navigation and/or travel often?(Y/N)

A: Yes, usually apps like Waze

3. What would you like to see in an app like the one I am describing to you?

A: Different destinations and filtering options

4. Would you pay for an app that made traveling easier?

A: Yes because I have 2 kids

5. When is the last time you went camping?

A: 1 year ago

6. When do you expect to take your next trip?

A: N/A

Interview Results

Across all my interviews, more likely than not people would not pay for this service on the apple watch due to its niche nature

In addition, most people have used some sort of navigation app like Apple Maps, Google Maps and Waze.

Lastly, since most of these users were in a younger age bracket the results could be slightly biased toward younger people as they tend to use wearbles more frequently than older people (30+).

Based off of these User Interviews, it is now known that people are more willing to use an application that is free, with the possibility of fees thorough ads and other methods. Going forward, I would also like to see how an older adult user base would take my app vs. a younger audience. To finalize, a more careful analysis of competitor apps would allow me to make my app have the features and functionalities that their apps do not have.

App Concepts

Login Screen

Login screen "Road stop"

Welcome, _____

Login



Login with

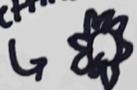


Register

Forgot username/password?

Connect to iPhone

(Settings)



Go to 6)

App Concepts

Selection Screen

2
A

Where would you like to go today?

campsite

Roadstop

check Rewards (go to 5)

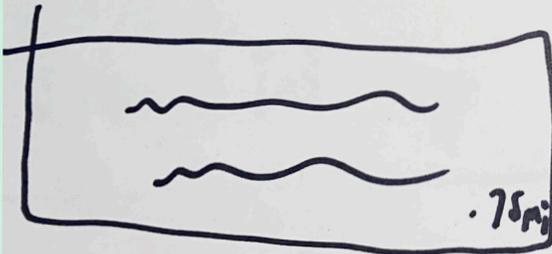
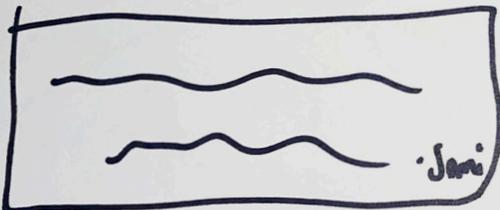
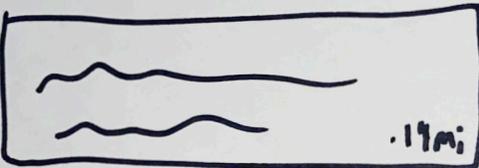
App Concepts

Landing Page

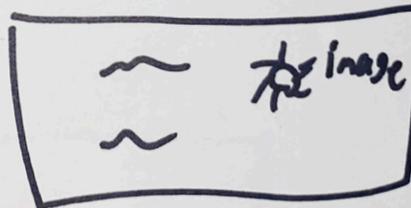
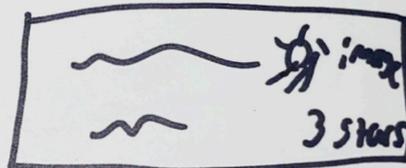
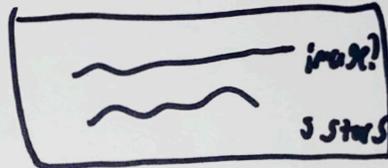
3

Camp sites + road stops

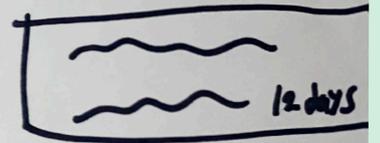
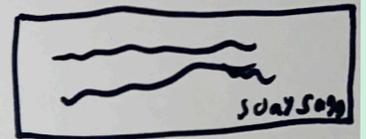
show by distance



→ sort by popularity



→ Recently visited

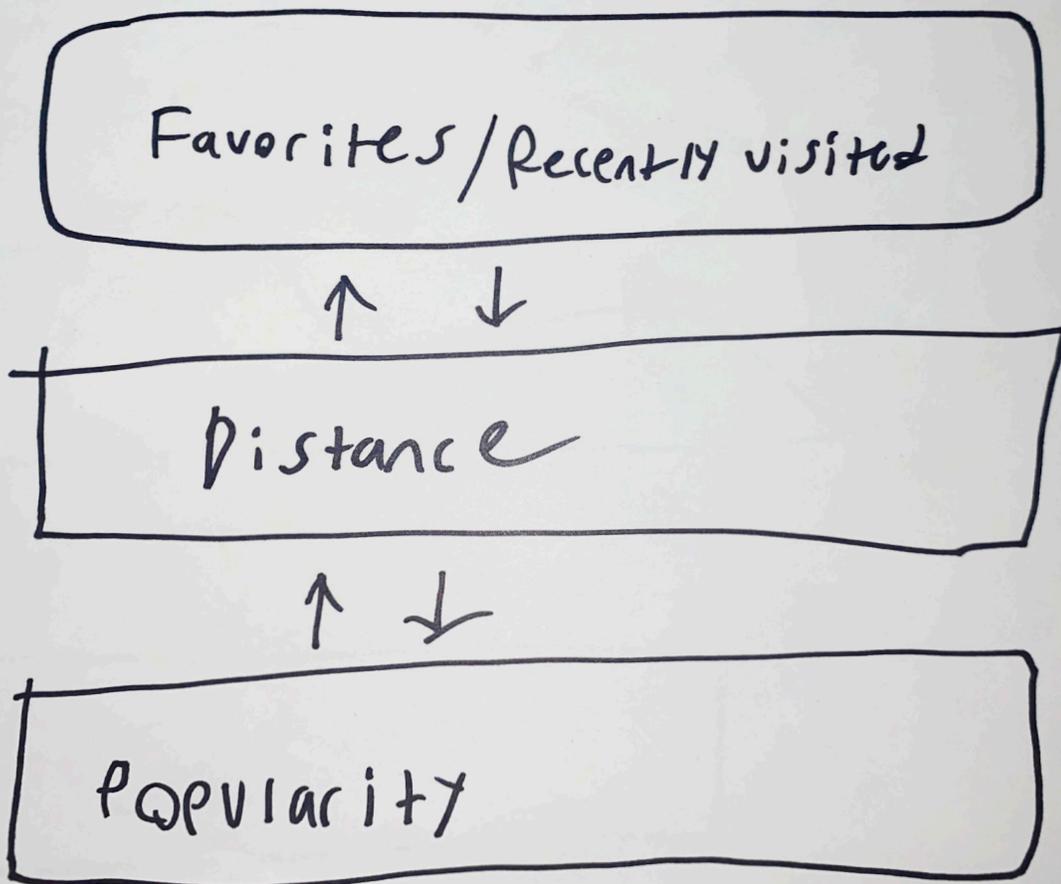


App Concepts

Scroll Functionality

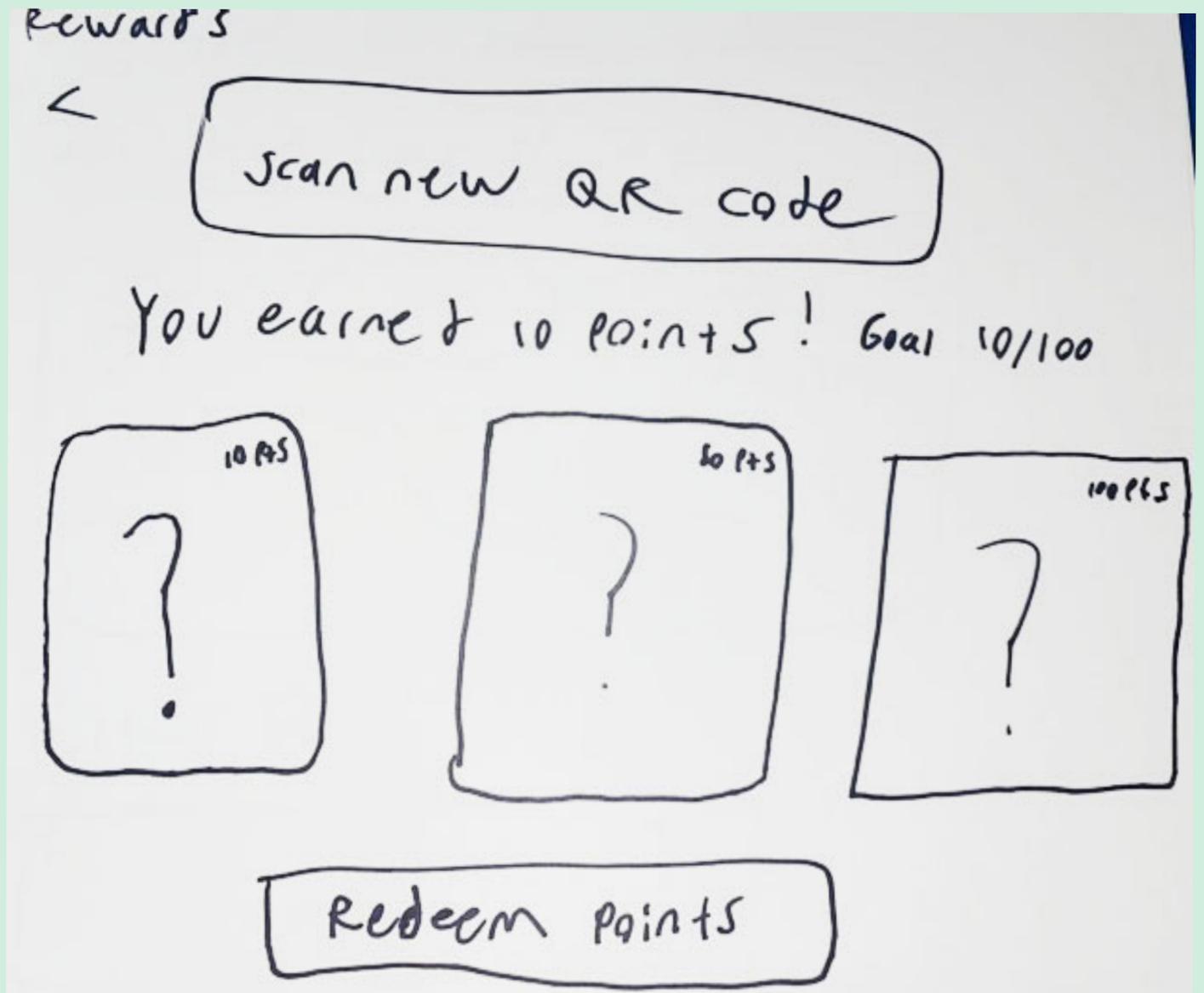
⁴ Campsite + Roadstop wheel

↳ sort by Type:



App Concepts

Rewards



App Concepts

Settings

Distance preferences



Location



Navigator



App Concepts

Enlarged Screen

