



CASE STUDY: **SUP ROUTE FINDER/MANAGER**

This is a class project for a UX course I took at San Francisco's General Assembly. The product idea stemmed from my passion for stand-up paddle boarding and desire to explore and solve for outdoor adventure challenges. This case study covers the broad strokes of research, strategy and early phase of functional design—the final goal being a proof of concept that would lay the groundwork for future development.

JAKE LOUDERBACK CREATIVE



ROLES

Creative Director
Work Session Facilitator
Art Director
UX Designer
Prototype Developer
Interviewer
Writer

METHODS

Interviews
Research
Competitive Analysis
Ethnographic Studies
Personas
Site Map
User Flows
Wireframing
Card Sorting
Usability Testing
Prototyping

TOOLS

Sketch
Photoshop
Illustrator
Keynote
InVision
pencil/sharpie + paper

DURATION

Phase 1 completion—3
months

INTERVIEWS

My first round of interviews focused on surf and sports shops who sold and rented equipment and provide tours and lessons. In addition to selling products and services, these shops invested a great deal of time and resources toward promoting and sponsoring events and activities meant to spur the growth and cohesiveness of the stand-up paddle board community.

I then moved on to kayakers, sailors and other outdoors sports activities. These more well-established pursuits all had a variety of tools, best-practices and insights born from long histories of use and development many of which directly contributed to or influenced the final make-up of my final SUP apps.

The final group was a series of stand-up paddle boards—both beginners and advanced. We went into a great deal of detail or about their actual experiences and steps each person took in a variety of settings and environments, exploring any sticking points that occurred along the way. After concluding these interviews, I also did my own ethnographic studies, paddling myself in many areas around the Bay Area and noting observations and results.

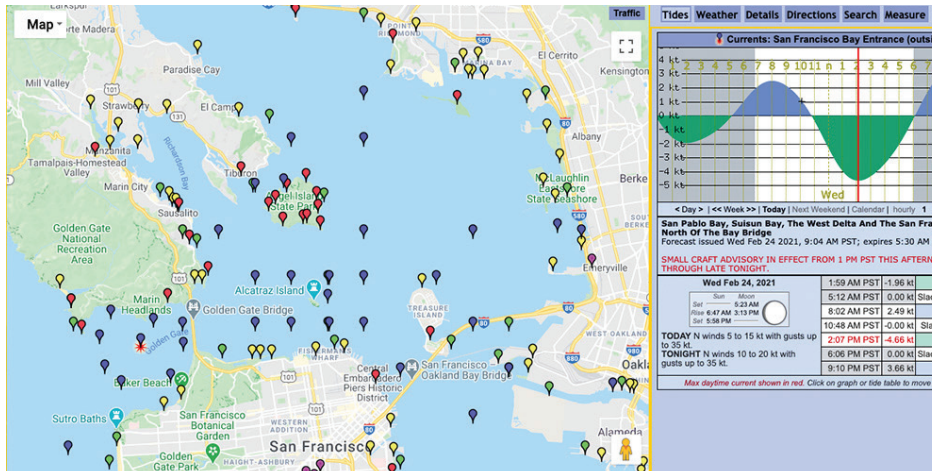


TOOLS + RESOURCES FOR WATERWAY NAVIGATION

After concluding interviews, I did a deep dive into some of the tools and resources that were currently being used to navigate both waterways and other outdoor sports activities.

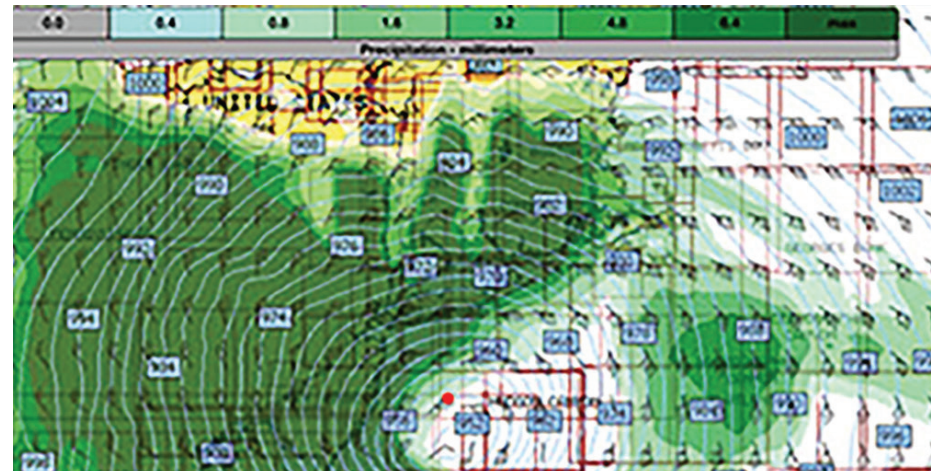
KAYAKING

The most popular organization for kayakers is BASK (bay area sea kayakers)— offers resources for sharing information and includes a Trip Planner that allows any user to easily access information about water and related environmental conditions and within the San Francisco Bay Area.



SAILING

iNavX™ is the leading marine navigation app and the only app that delivers thousands of charts and hundreds of features including the official and up-to-date high resolution NOAA RNC raster United States marine charts.



TOOLS + RESOURCES FOR WATERWAY NAVIGATION

KAYAKING: BASK // SAILING: INAVX™

Analysis of features and functionality

Both tools/systems give basic information on environmental conditions.

iNavX has many additional tools but most are geared toward boat racers—not SUP.

The interface/information for both are geared toward super-users and requires the ability to read nautical charts and do little to help a user translate information i.e. answer question: Where and when should I ride?

Both focus on information— not practical trip planning like loop information.

Neither promote sharing, community information and competition.

CROSS SPORT INSPO

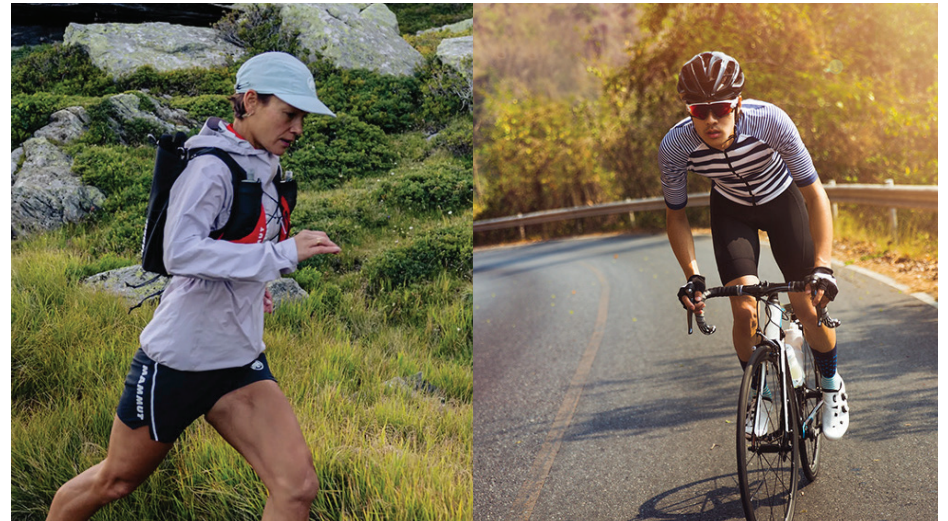
SNOW SPORTS

Snow sport mountain maps offered some interesting examples of how to make data visual and accessible yet densely packed with information.



RUNNING AND BIKING

Runner and bikers have access to numerous resources including some advanced online tools and apps for not only tracking performance but also sharing data with communities.



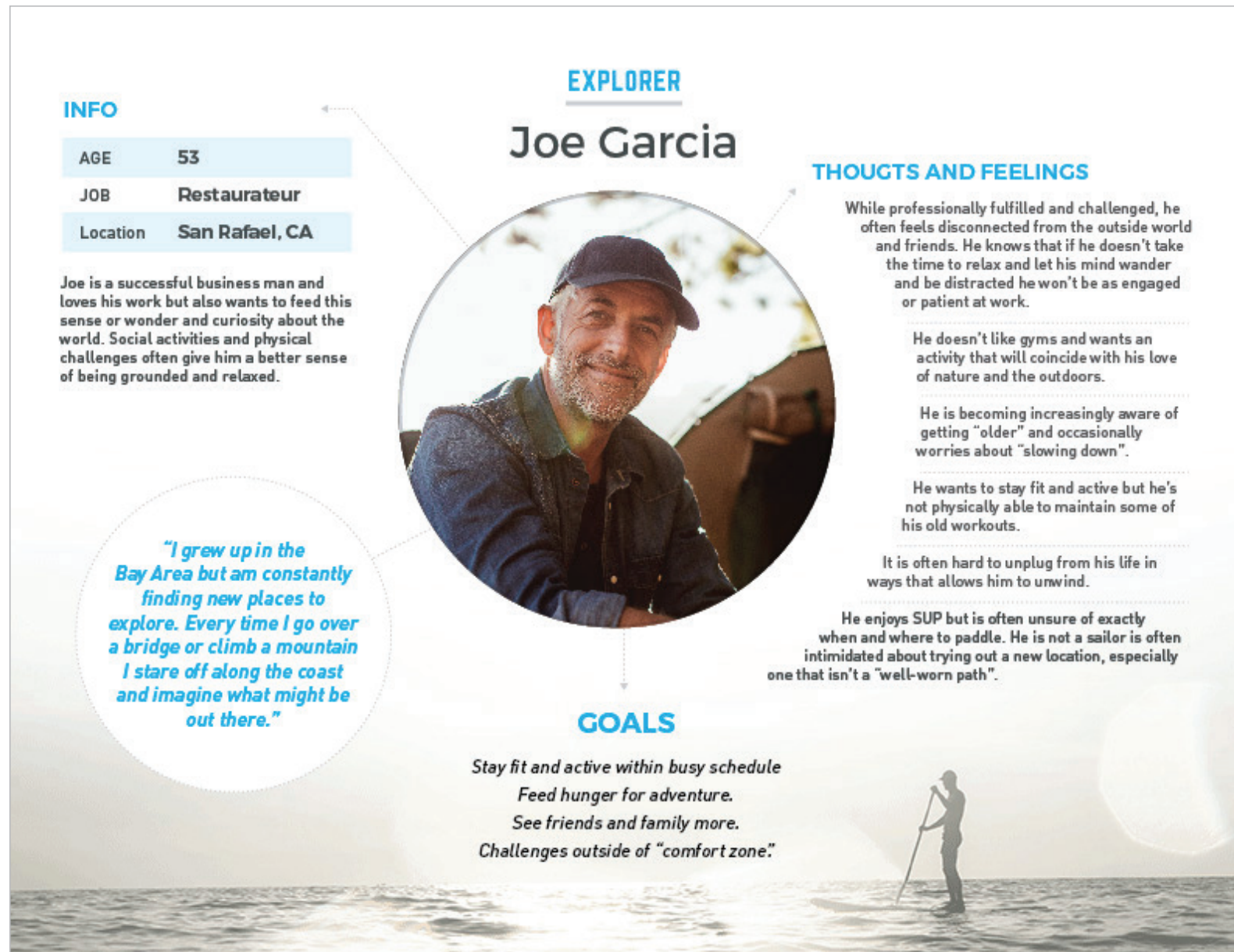
PERSONAS AND DEMOGRAPHIC RESEARCH

My research and interviews eventually distilled down to two main personas: **Explorers** and **Athletes**.



PERSONAS AND DEMOGRAPHIC RESEARCH

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USER FLOWS

The initial design phases involved establishing a framework of activities based on presumptive patterns. I circled back with my SUP interviewees with paper-prototypes to see how they would choose to navigate through the app to achieve various goals and solve for different experiences.

PART 1

List of the types of content (e.g. Photos, Stories, clothing Outfits) which the user will be interacting with and note for each:

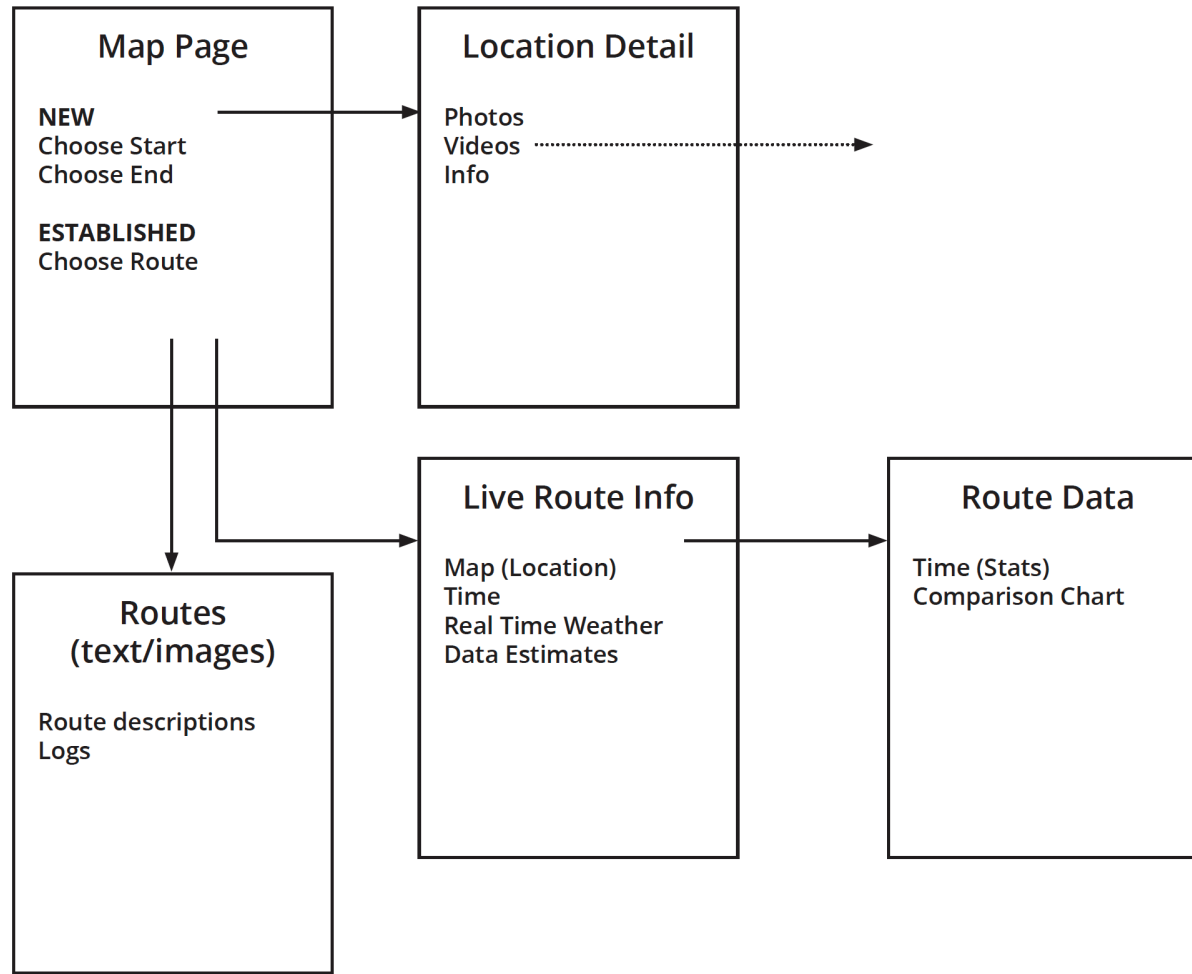
- Whether They are consuming or producing that content (or both)
- What terms (words) you will refer to this content by

Photos	consuming/producing
Videos	consuming/producing
Routes	consuming/producing
Weather Reports	consuming
Tide Conditions	consuming
Speed/Distance Data	consuming/producing
Gear Information	consuming/
Personal Achievement Data (History)	producing producing
Comparative Data	consuming/producing
Alerts/Recommendations	consuming

USER FLOWS

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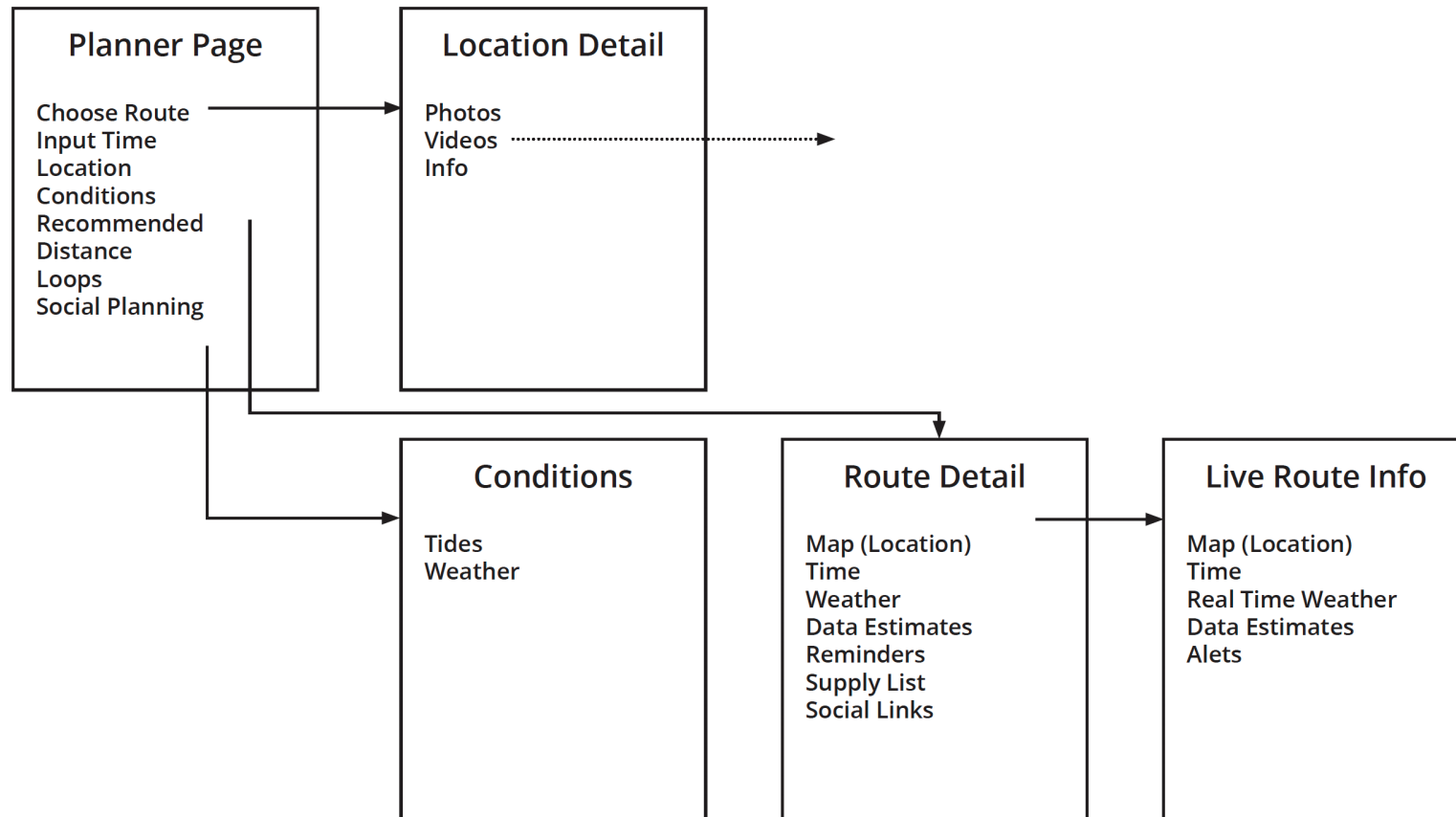
PART 2 > DIAGRAM: MAP/TRACK + PADDLE



USER FLOWS

The initial design phases involved establishing a framework of activities based on presumptive patterns. I circled back with my SUP interviewees with paper-prototypes to see how they would choose to navigate through the app to achieve various goals and solve for different experiences.

PART 2 > DIAGRAM: FIND ROUTE



ROUTE CONSIDERATIONS

A central focus of the product was creating route designs that would be flexible, adaptable and easily accessible during a wide of environmental conditions and for any level of experience.

Start/End Points

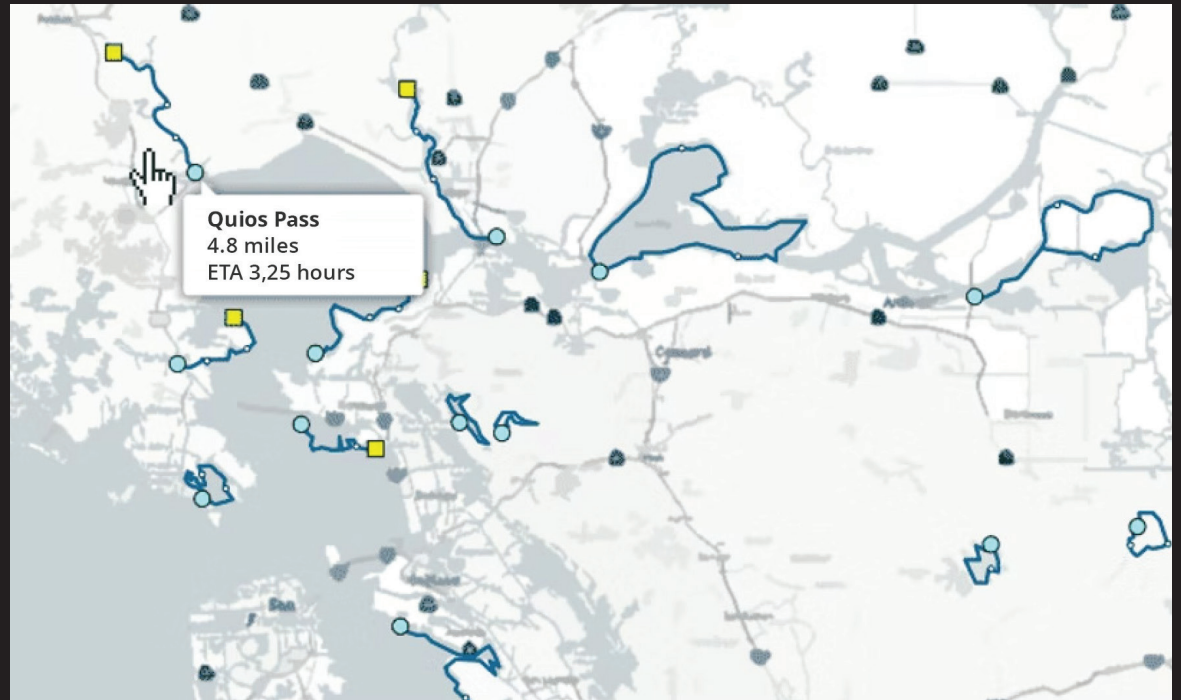
Multiple Difficulty Route Levels

Alternate Exit Points

Midway Markers

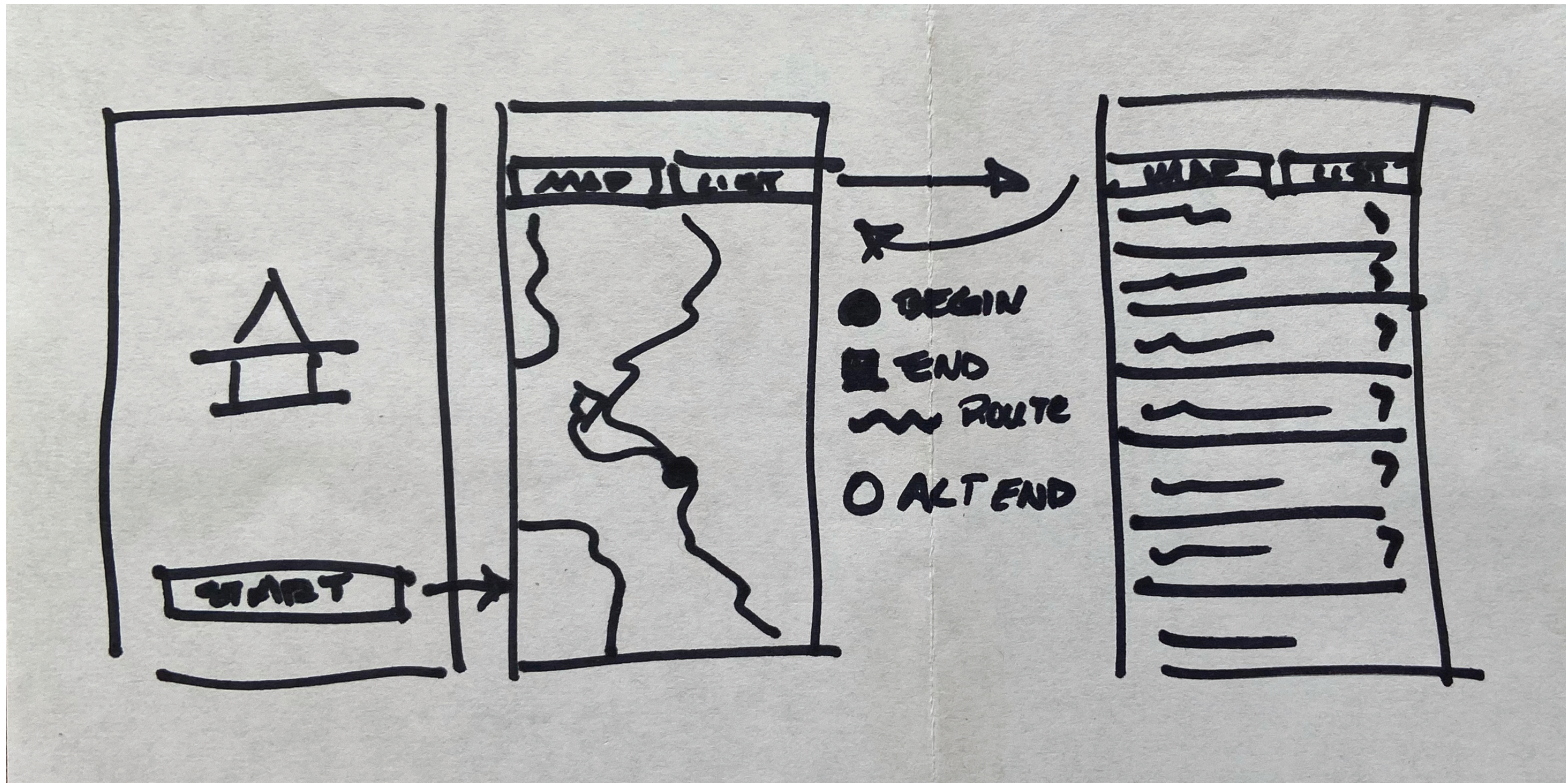
Dynamically Shifting Options

Memorable/Fun Names



UX DESIGN

I started with rough sketches and iterated through more detailed designs culminating in an animated prototype meant to be narrated in a live presentation. Although each app and various areas of functionality were at different levels of finish—the goal was to provide a high-level walk-through of the principal user engagement as a proof-of-concept.



UX DESIGN

Home screen

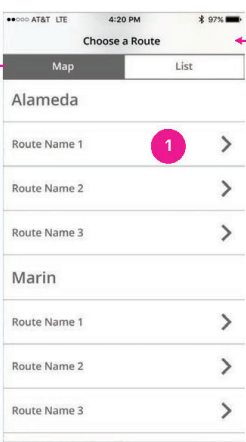


1 Links to "Route Detail" page

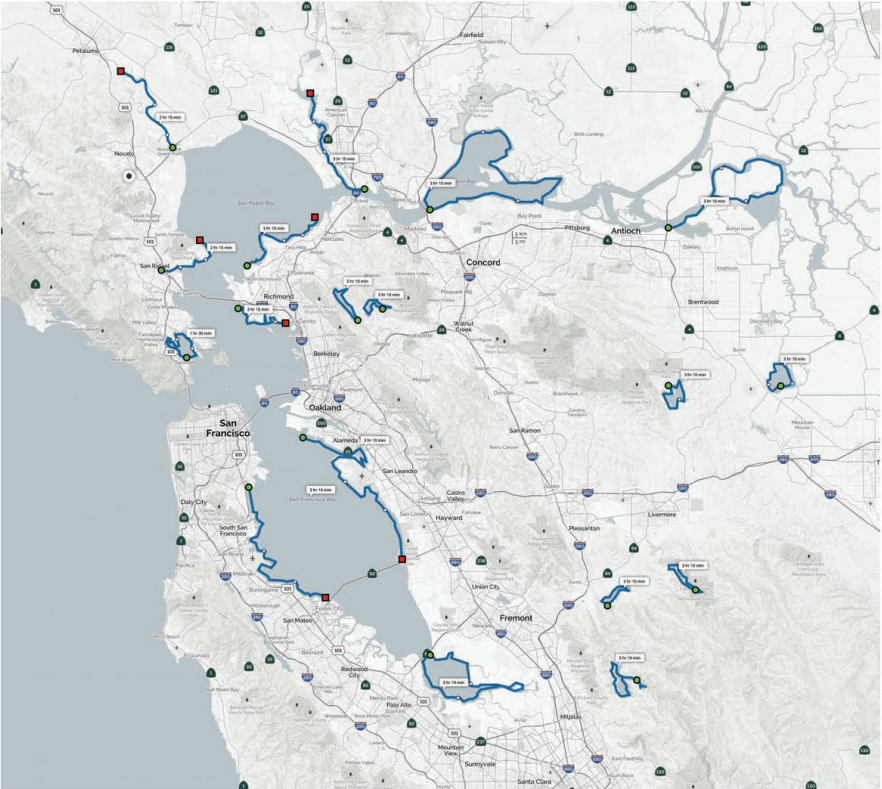
"Route Map" page



"Route List" page



Full map



BEGIN route



END route



route



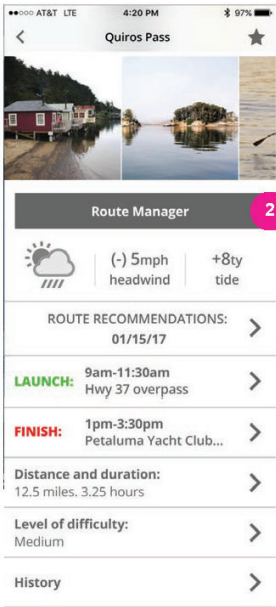
alternate exits/entries

UX DESIGN

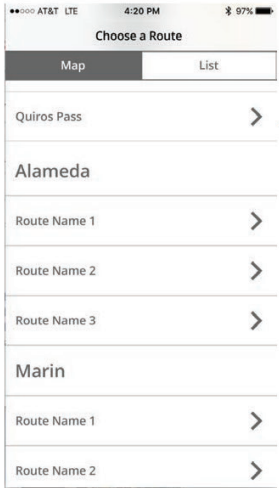
- 1 Tapping on "star" creates favorite whichh moves route to top of "List View". After selection star is highlighted.
- 2 Links to "Route Manager"

- Links to Weather/Tides detail page
- Links to calendar/day picker
- Links to Launch location details/map
- Links to Finish location details/map
- Links to distance/duration detail page
- Links to Level of difficulty details
- Links to History details

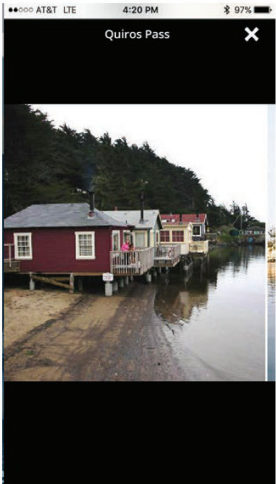
"Route Detail" page



"Route List" page



"Route Manager"

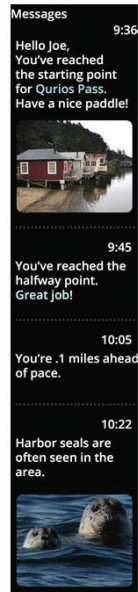
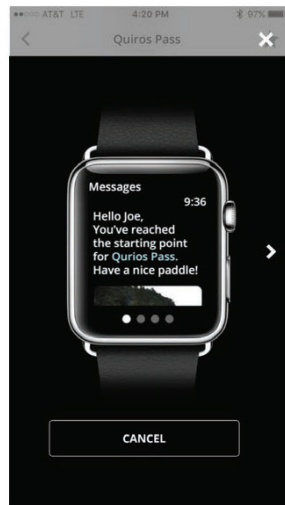


UX DESIGN

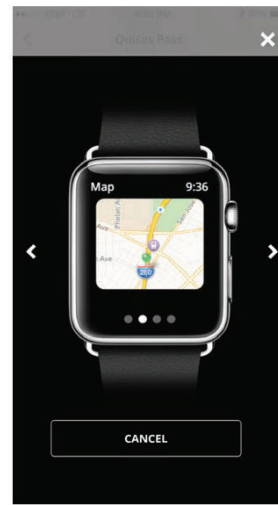
“Route Manager”



Messages/Alerts



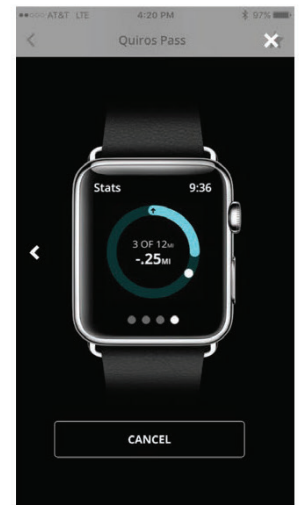
Map



Weather



Stats



MOBILE CARD SORT-ICONS



Route Manager



Map



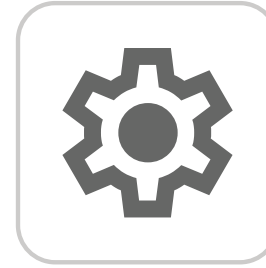
Message/Alerts



Weather

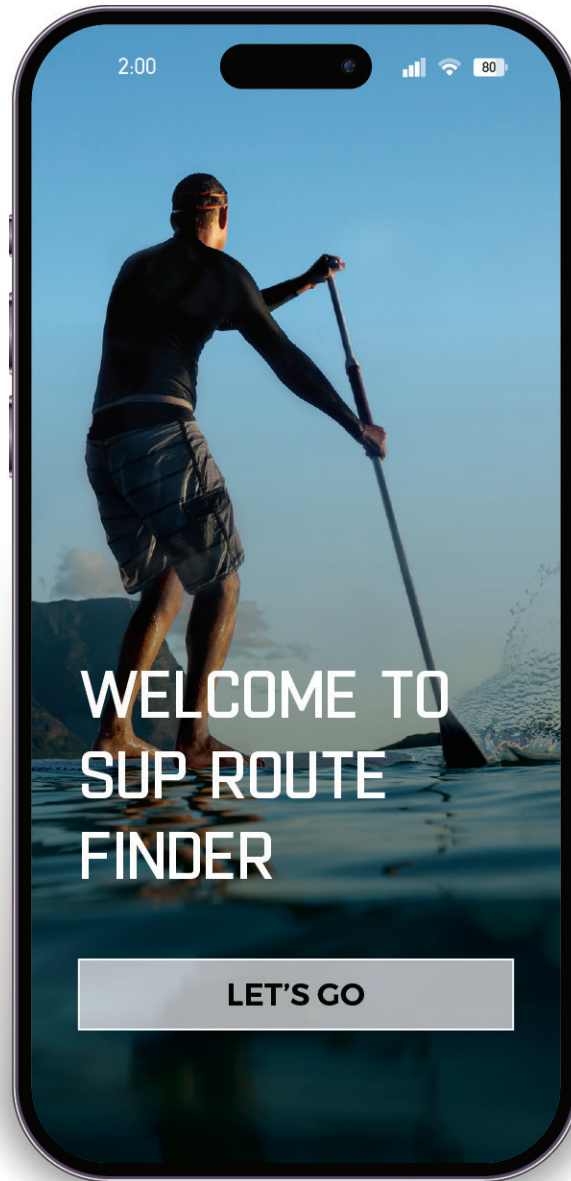


Stats



Settings

ANIMATED PROTOTYPE



<https://youtube.com/shorts/eV2QTRhipMM?feature=share>

WRAP

This initial phase was shaped by an agile process—targeting specific functions and attributes that would eventually build toward a more homogeneous and fully considered series of apps in the future.

NEXT PHASES:

- Spending more time paddling and charting out a broader range of routes
- Evolving overall functional and visual design
- Establishing brand and social strategy
- Develop a fully functional app using AI tools



THANK YOU



JAKE LOUDERBACK CREATIVE

415.301.0213

2jlouderback@gmail.com

jlouderbackcreative.com

[linkedin.com/in/jakelouderback/](https://www.linkedin.com/in/jakelouderback/)