



TAKE A HIKE

Baden-Powell Trail Wayfinding Application

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OVERVIEW

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BADEN-POWELL TRAIL

The Baden-Powell trail is a major 42-kilometre trail that runs through North Vancouver. It runs through landmarks such as Grouse Mountain and the Lynn Canyon suspension bridge, and branches off into many minor trails. We thought that such a long and complex trail system, not to mention tourist destination, required an efficient wayfinding system to navigate with ease.



AUDIENCE

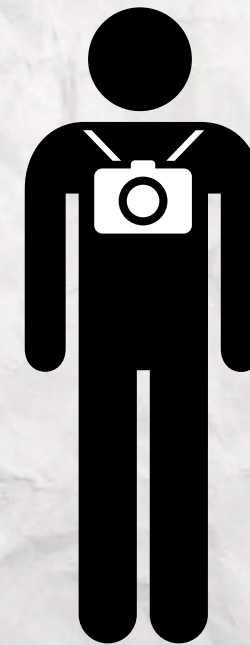
At this point, we needed to look at the users of the trail, which could be categorized in three main ways: exercise enthusiasts, casual hikers, and tourists. Reflecting on the needs of each group and their need to navigate the trail system effectively, we realized that the more active people would be less likely to use their tablets on the trail, and less likely to require tourist-like navigation. Thus we focused our design around the other two, for whom we created personas.



EXERCISE ENTHUSIASTS



CASUAL HIKERS



TOURISTS



THRESHOLD PERSONA

Jake McKenzie

Male, 21 years old
Lives in North Vancouver
Currently studying kinesiology at UBC
Striving to be an athletic therapist
Enjoys the outdoors and staying active



“I don’t like being inside a lot. That’s why I use a lot of my free time to take advantage of the **outdoors.**”

Jake is a threshold persona because of his high activity level. Although he might use the trail, he wouldn’t be utilizing his tablet during his exercise. Additionally, he would probably be more inclined to use the trail’s rigorous terrain to stay in shape, rather than locate tourist hotspots along the way. Whereas a tablet application is used more deliberately and slowly, Jake is active and wouldn’t suit the application.



TARGET PERSONA

Ross Parker

Male, 53 years old
Lives in Surrey
Working as a charter bus driver
Works long days
Enjoys relaxing with beer and TV



“I just wish I had the time
and the energy to
get out,
more often.”

Ross is a target persona because of his more sedentary activity level. He works long hours and has little time for activity and exercise. Because he desires to get out a little more and be more active, the Baden-Powell trail could be a hotspot for him. Due to his lower activity level, he could use a tablet application to help him navigate the complex system more easily and find areas of interest. His technological prowess is decent (he uses his tablet to surf the Internet while watching TV) so he can manage a slightly more complex application.



TARGET PERSONA

Xiong Yao Wang



Female, 23 years old
Lives in Surrey
International business student
Living on residence at UBC
Enjoys photography

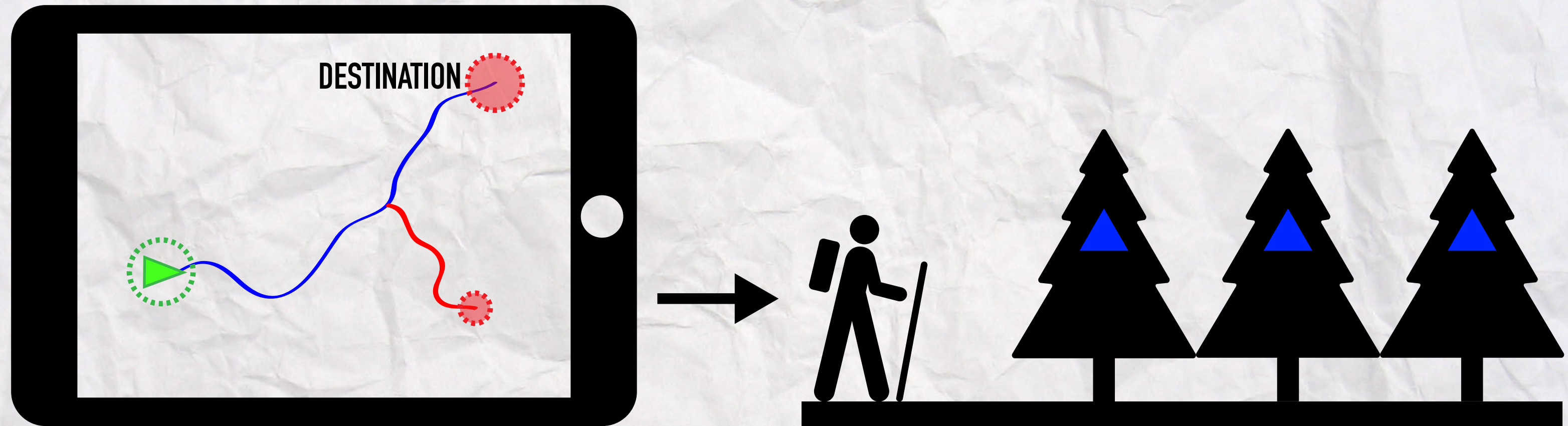
“I don't really know much about the city I live in. I feel like a **tourist** in my own home.”

Xiong Yao is a target persona because she is unfamiliar with the city. Because she feels like a tourist, she could flock to the trail system as a tourist destination, and with an interest in photography, the spectacular sights offered along the trail could attract her to the site. She is adept with personal technology, allowing her to navigate a more complex application with ease. And because the application appeals to more tourist-like users, Xiong fits the bill.

WHAT THEY NEED

Now having determined who our users would be, we needed to determine how they would interact with the trail system and how a wayfinding system could be of best use to them. Ultimately, we determined that since casual hikers and tourists were probably both more unfamiliar with the trail, we would use our application to inform them of major tourist destinations and hotspots, revealing information about high-traffic areas and how to get to where people want to be.





OUR SOLUTION

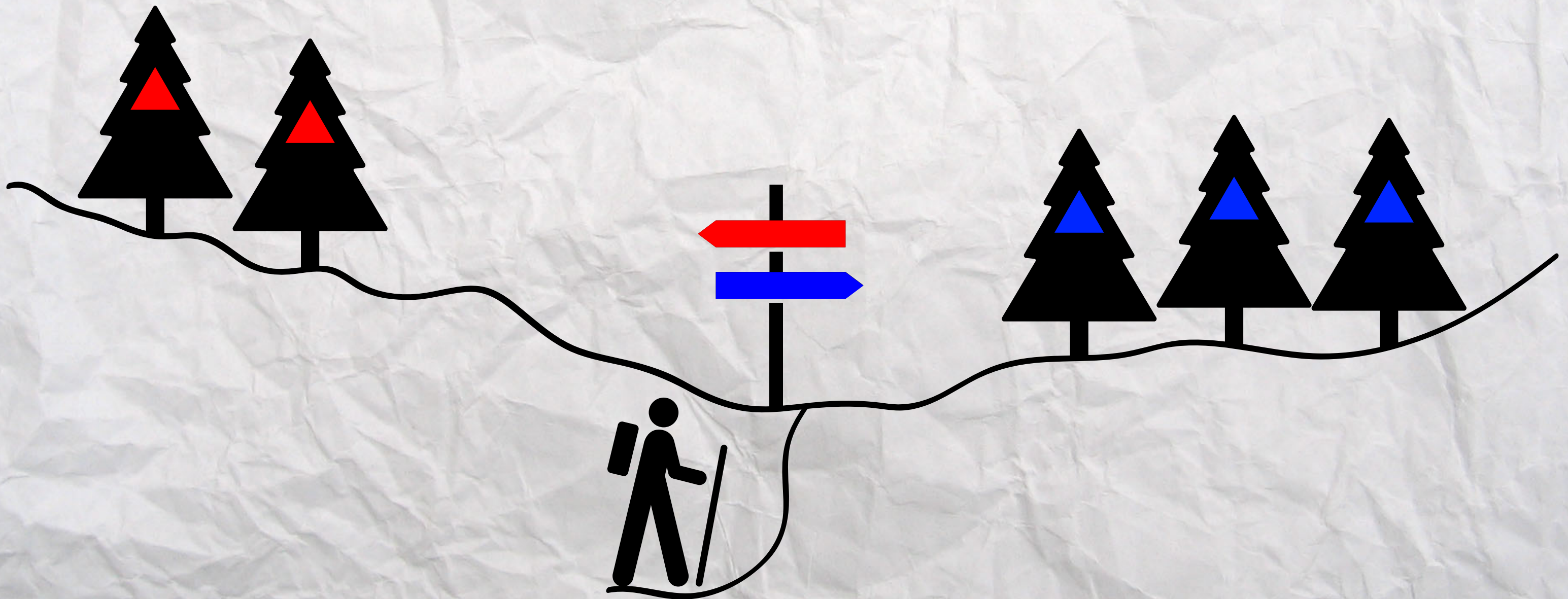
Our app will be integrated with physical signage to engage the users in both real and virtual space. Major signs denote landmarks, entry and exit points, and junctions, with enough information on each to allow the user to know they've arrived in a certain space. Meanwhile, a colour-coded path system is much more subtle, guiding people through the trail easily. Our tablet application will offer information about the same kinds of areas, and feature similar iconography so that the two feel intertwined. The goal of the app is to **“get people where people want to be.”**

SAMSUNG GALAXY TAB

We decided that the Samsung Galaxy Tab 10.1 would be an ideal tablet to suit our application. With its lightweight frame, it features portability necessary for the trail, which is enhanced by the device's ability to connect to both 3G and 4G networks. The large screen affords plenty of usable onscreen real estate, and a long battery life assures the user that the application can be run for an extended period of time.

PHYSICAL WAYFINDING

The physical component of our wayfinding system makes use of Mark Foltz's principles of wayfinding to aid and guide people through the trail environment. Most notably, the use of consistent colour-coding and navigational information gets people to where they want to be, utilizing varying physical signages to direct them.



PHYSICAL WAYFINDING

Entry Sign

The entry signage features the fleur-de-lis which the trail already incorporates into its trail markers. It stands out on the sign and lets people know that they have passed the threshold into the trail.

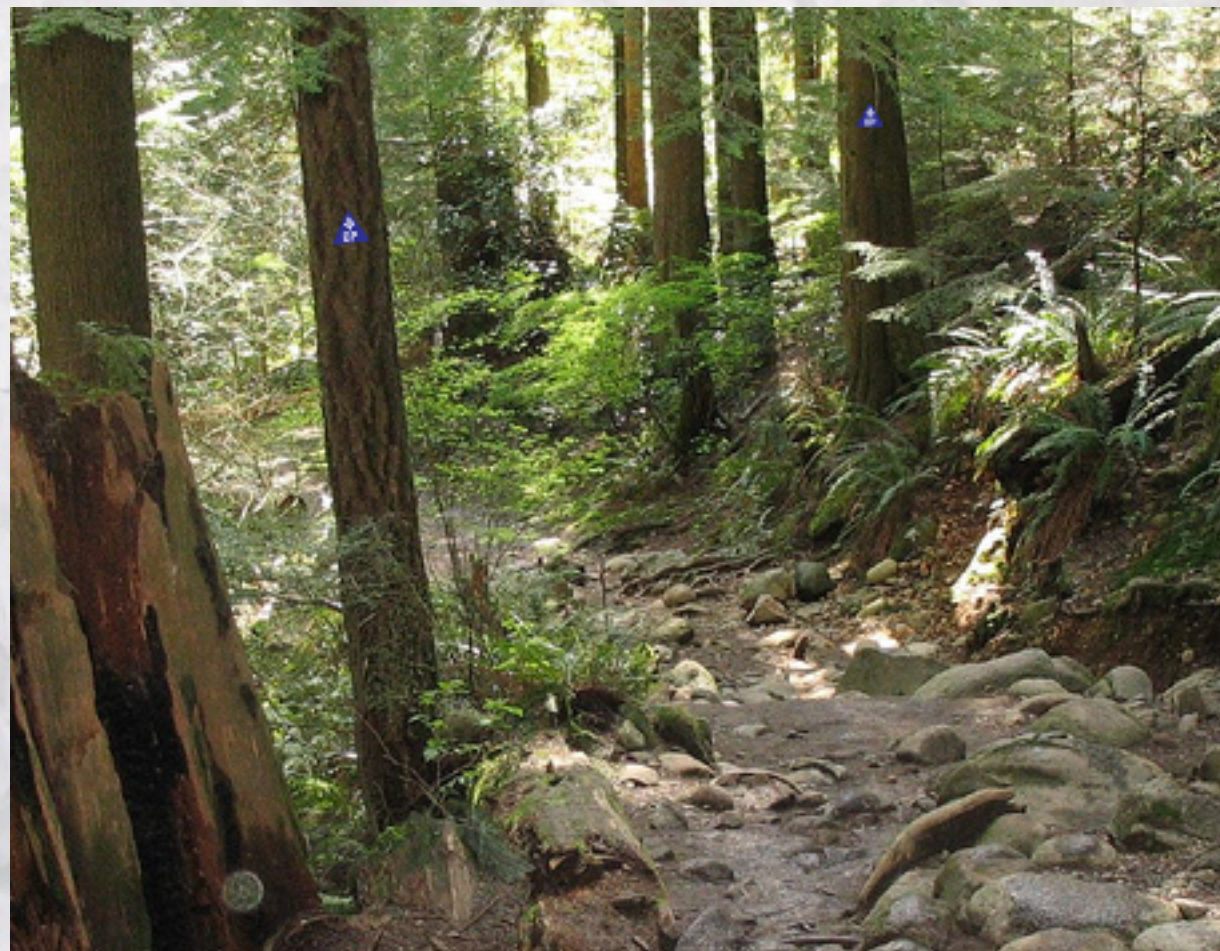
Welcome to the
Baden-Powell Trail



PHYSICAL WAYFINDING

Trail Markers

Colour-coded trail markers mark out the path of the trail and differentiate between the different trails in the system. They leverage the existing design of the trail markers and are as unintrusive as possible, subtly guiding people through the space and denoting various regions.



PHYSICAL WAYFINDING

Signposts

Placed every 500 metres, signposts offer tidbits of information about the path ahead, such as what the nearest landmarks are, what trails and landmarks intersect the trail, and how far away they are. The posts also feature a compass on top, utilizing the fleur-de-lis again to orient users north.

**Baden-Powell
Trail**

0.5 KM
from trailhead

0.35 KM
to Whyte Lake
Trail

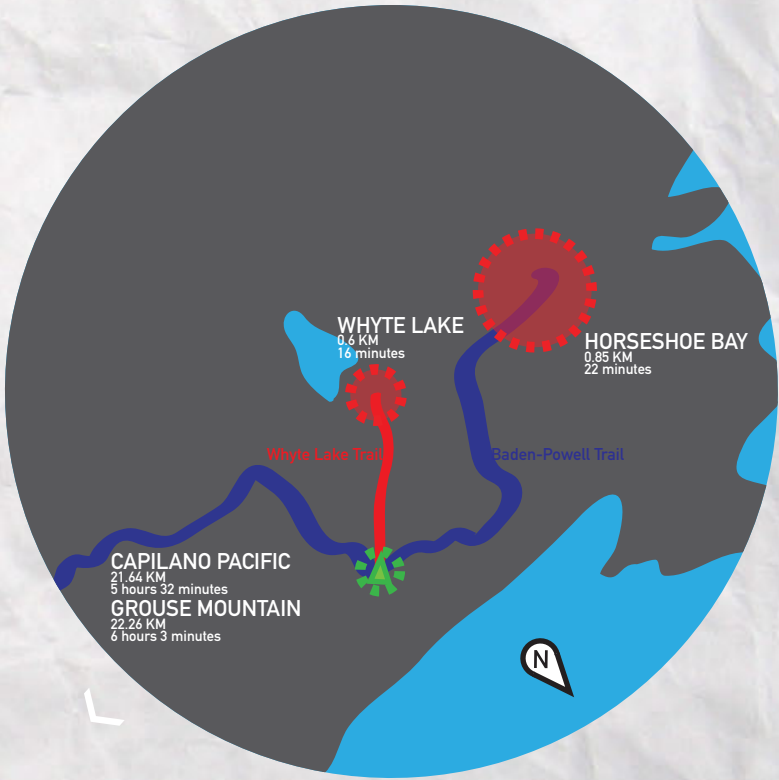
21.64 KM
to Capilano Pacific
Trail



Junction boards again denote a major shift, showing the intersection of two trails. They offer information about both trails (which landmarks are on either side, which way, and how far) and implement the colour-coded system as well as the compass.

PHYSICAL WAYFINDING

Junction Points



Baden-Powell Trail		
◀	Capilano Pacific Trail	21.64 KM
	Grouse Mountain	22.26 KM
➤	Horseshoe Bay	0.85 KM

Whyte Lake Trail		
⤴	Whyte Lake	0.6 KM

PHYSICAL WAYFINDING

Landmarks

The big signpost is used again to denote major landmarks, which lets people know that they have arrived at a major tourist destination. These signs contain both a map (as on the junction boards) to orient people, as well as a bit of information to let them know a bit more about the area.

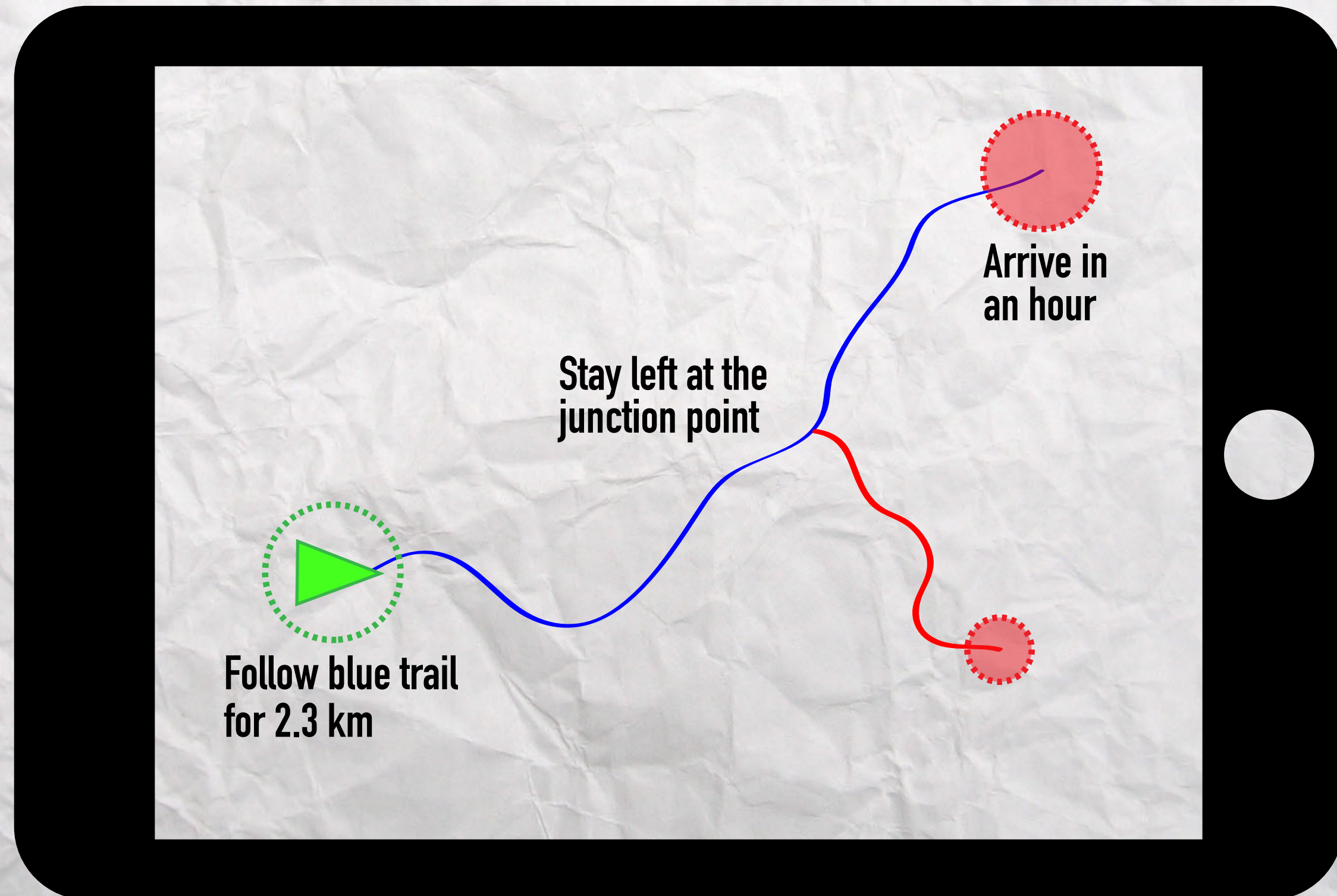
Whyte Lake

The Whyte Lake Trail is a relatively short, moderate level hike with beautiful scenery and a picturesque destination. The trail follows the Trans Canada Trail route, diverges westward through old growth trees, follows Whyte Creek, and ends at Whyte Lake. The trail features a wooden bridge and 300 m of boardwalk. Please keep dogs on leash in this environmentally sensitive area. The trail can be accessed from Westport Road just south of the Upper Levels Highway at Nelson Canyon. There is also a trail head closer to Horseshoe Bay at Exit #1.



VIRTUAL WAYFINDING

The virtual component of our wayfinding system works in tandem with the physical component, presenting more complex and changing data while staying consistent with the physical design's aesthetic, colour scheme, and functionality. The tablet application should get people to where they want to be by leveraging the physical environment in order to guide and direct people through the space and to their desired destination.



SCENARIO

Ross Parker has committed himself to using his days off to get out more and become a little more active. He decides that he wants to visit the Baden-Powell Trail in North Vancouver because he has never been before, despite travelling through North Vancouver many times as a charter bus driver. Driving to Horseshoe Bay, he today makes it his goal to hike all the way to Whyte Lake.

FINAL STATEMENT

Our app focuses on delivering content to people unfamiliar with the trail and almost acting as a tour guide. It incorporates input by the users so that people know where the most people like to and want to go, and utilizes intertwined physical and virtual wayfinding to get them there. With this app, our users, however inactive or unfamiliar with the territory they may be, can be persuaded to take a hike.

