Overview

In this student project I was hired by a non-govermental oragnization to redesign the app Via Eurasia. The Via Eurasia aims to be the longest walking route in Europe, running from Canterbury in the UK, across Italy and the Balkans, through western Turkey to Demre on the Lycian coast. The NGO Culture Routes Society got funds from the EU and launched the MVP of the app some time ago. Altough it had some success, the design and usability got quite some critique as well. A recent acquisition has provided an extra budget to revitalize the product.

Purpose & Context

My job was to re-design the MVP version of the app following the guidelines set by the creative director at Culture Routes Society and work together with a copywriter that has been hired to clean up the copy of the app.

Objective

To transform the app into a user-friendly and visually appealing interface, keeping effective elements of the original design, identify areas for enhancement, and integrate user feedback into the updated design.

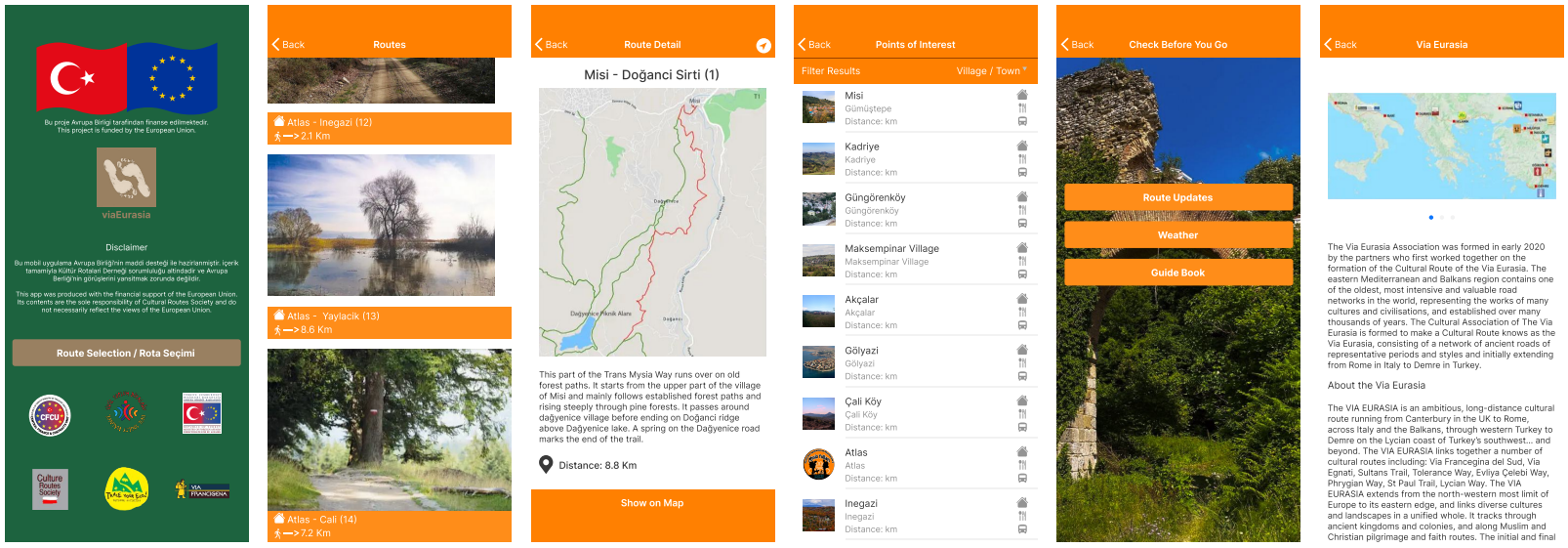
Skills

- Wireframing in Figma
- Lean UX
- Typography
- Iconography
- Logo design & Branding
- UI design principles

Duration

1 day

Design before iteration



Creative Director's guidelines

1. The app's "Home" page looks like a legal document and is uninviting. Experiment by moving the sponsor logos and information to the "About" page. The layout of the "About" page should then be reorganized to make it more visually appealing.

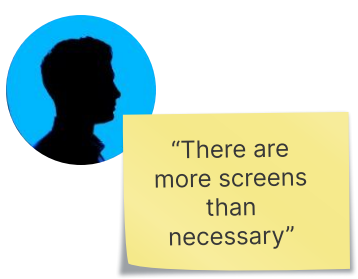
2. Once all the legal text and sponsor logos have been removed from the "Home" page, design a new logo and create an impactful "Welcome" page (to replace "Home").

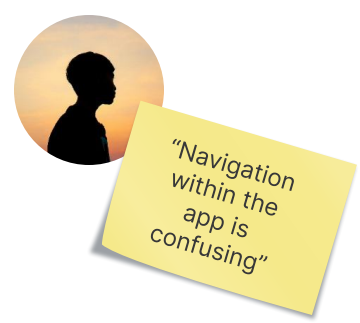
3. Remove the "Check Before You Go" page and replace it with a new menu that includes the same 3 button topics (Route Updates, Weather, Guide Book).

4. Via Eurasia's brand typeface is Inter, which you shouldn't change. You can, however, adjust the size and weight of the text on each page to create a better hierarchy and improve accessibility.

5. Not every Frame needs a complete redesign, but they should all be improved from an accessibility standpoint. You might choose to keep the same layout for "Routes," "Route Detail," or "Points of Interest" and just update the brand colors to comply with accessibility best practices, for instance.

Key user insights





My re-design process

Refine UX → Design a new logo → Complete UI design

Refine UX

What do users want?

The very first step for me when working on any project is to identify the users' goal. Why would anyone use this app? What do they need? Focusing on the users' need helps me to design a logical and structured user flow and keep the UX lean by including the necessary features and eliminating waste.

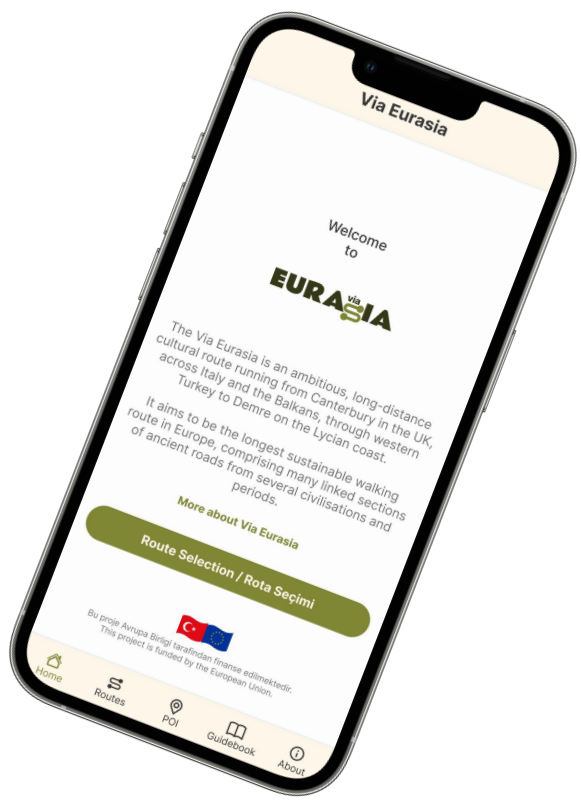
Lean UX vs MAYA

When redesigning an app, I prefer to start thinking from zero by temporarily setting aside the existing design. This helps me eliminate unnecessary features and avoid making them look better without adding real value. Of course, if the app has been launched already, MAYA (most advanced yet acceptable) principle need to be considered to prevent existing users' frustration when encountering the new design.

I identified 3 features that users would often use within the app, and designed a bottom navigation bar to reach these features easily at any time.

Upon opening the app, users would typically either

- search for routes or
- check points of interest or
- browse in the guide book.



Logo design

Previous logo

New logo

The old logo was unsophisticated and didn’t directly relate to the brand. The color was uninviting and didn’t comply with accessability guidelines.

The new logo displays a clear message, its color is in harmony with the apps new colors. I even added a touch of cohesive branding by incorporating a route icon that represents the letter 'S’ and is also present in the bottom navigation bar.

UI design

Previous color palette

FF8001	383838	949494	F2F2F2	998061	1D633F	FF8D19	0B75FD

The original color palette didn’t represent harmony and the colors were used without coherent concept.

New color palette

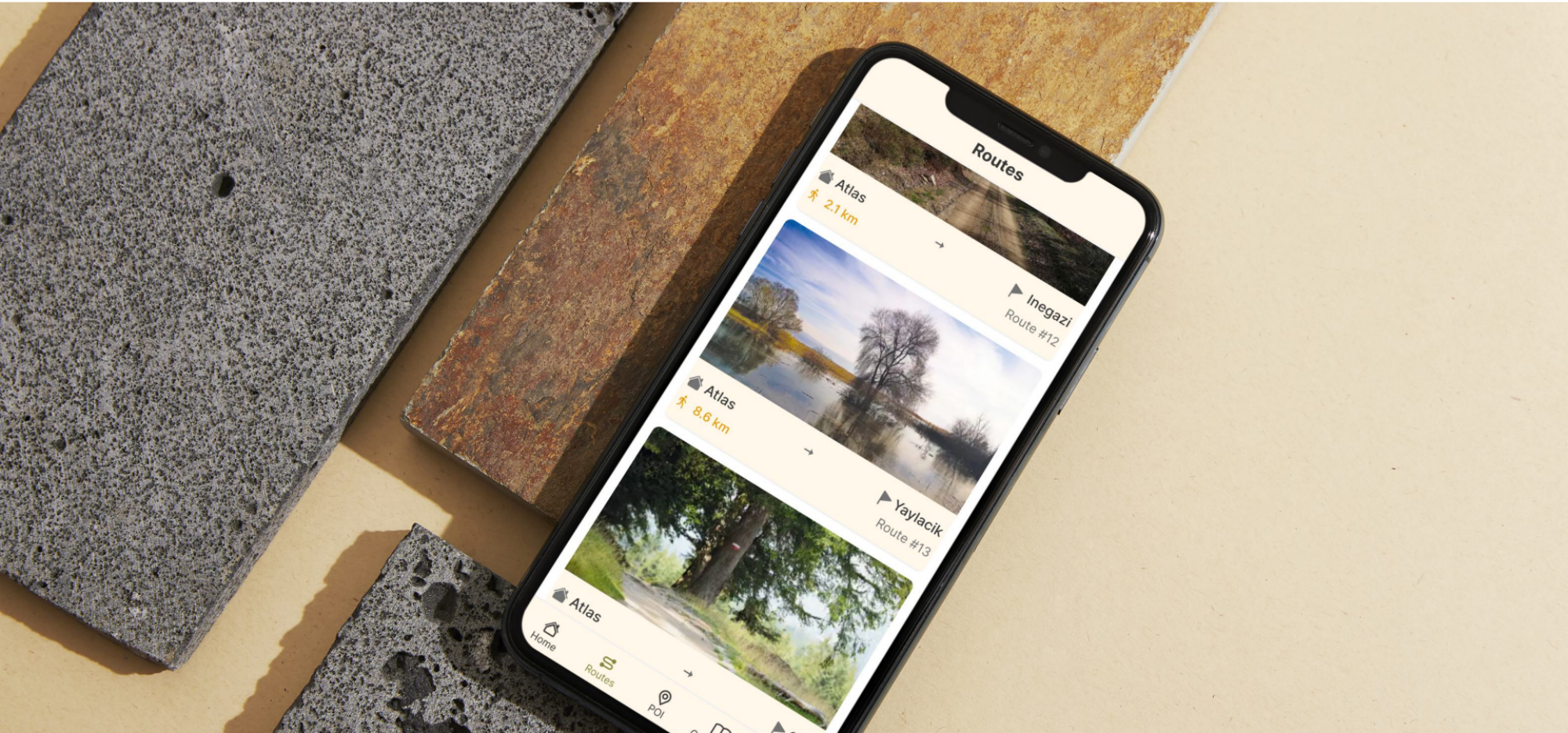
808836	EA9E05	FFF8EB	737373	383838

I kept the green and orange color direction from the original design but paid attention to color harmony and changed the hues. In order to resonate with the purpose of the app, I selected hues inspired by nature; colors that users would likely encounter when walking the Via Eurasia routes.

New typography

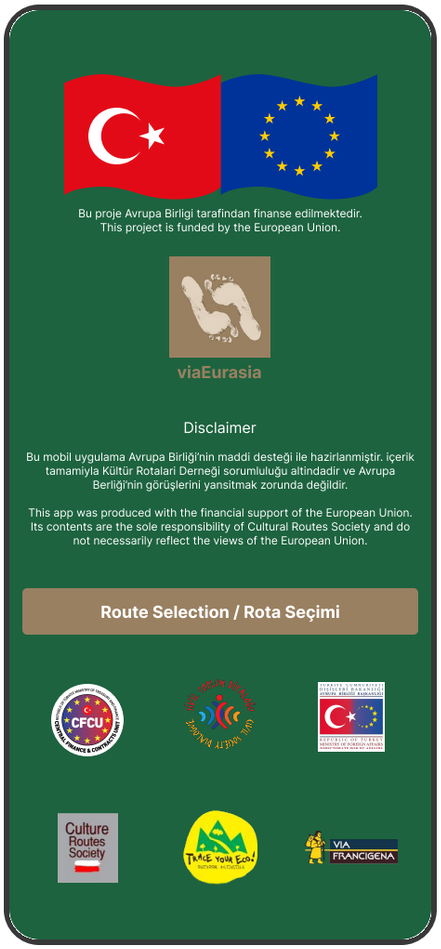
Header	Titel	Body 1	Body 2
Inter, 24 bold	Inter, 20 medium	Inter, 18 regular	Inter, 16 regular

Icon design

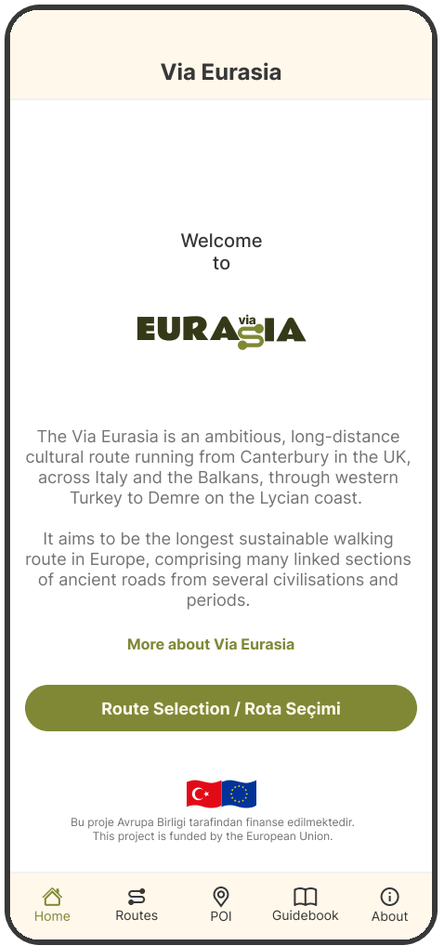

Routes
Atlas
2.1 km
Inegazi
Route #12
Atlas
8.6 km
Yaylacik
Route #13
Atlas
Home
Routes
POI

Redesigned UI

Previous design



New design



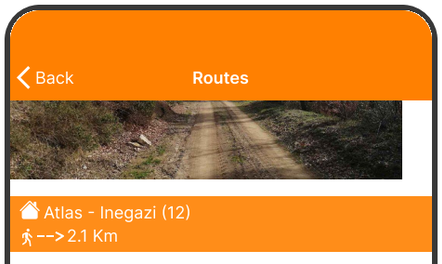
Welcome screen

I kept the Route selection CTA button although it is also available in the bottom navigation bar because CTA buttons engage new users in taking actions when they first open an app. I made the button rounded for a friendlier impression and changed the color to the new accent color.

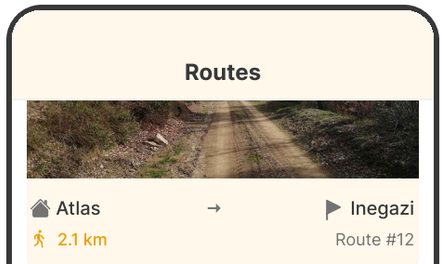
I added a text button linking to the About Us page. I find it important to introduce the project to new users.

Despite the creative director's suggestion, I left the flags element on the welcome page because I wanted to emphasize that it is a project considered important by the EU. I reduced the size however, as it is not the main message on the welcome page.

Previous design



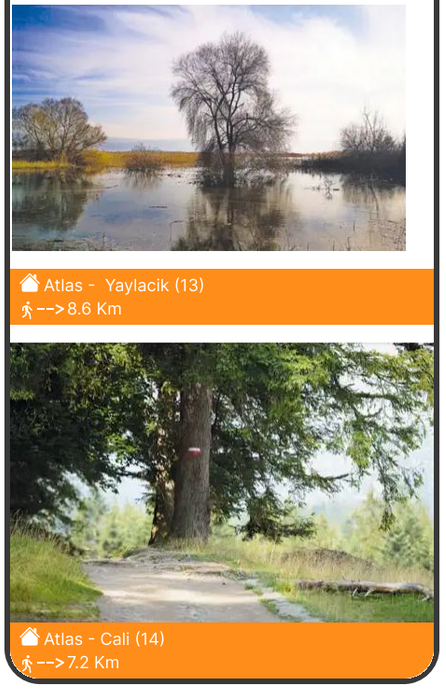
New design

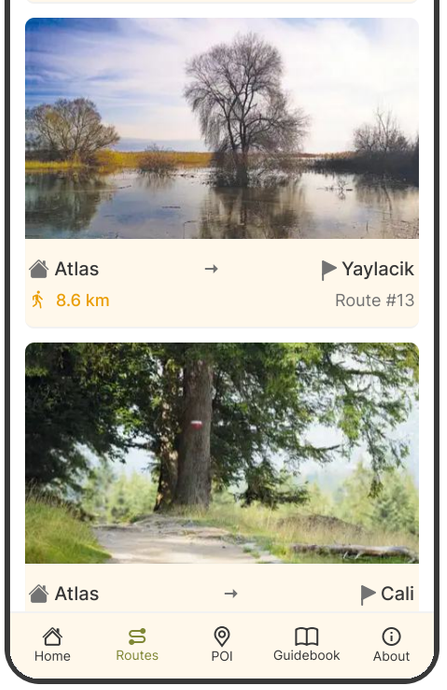


List of routes

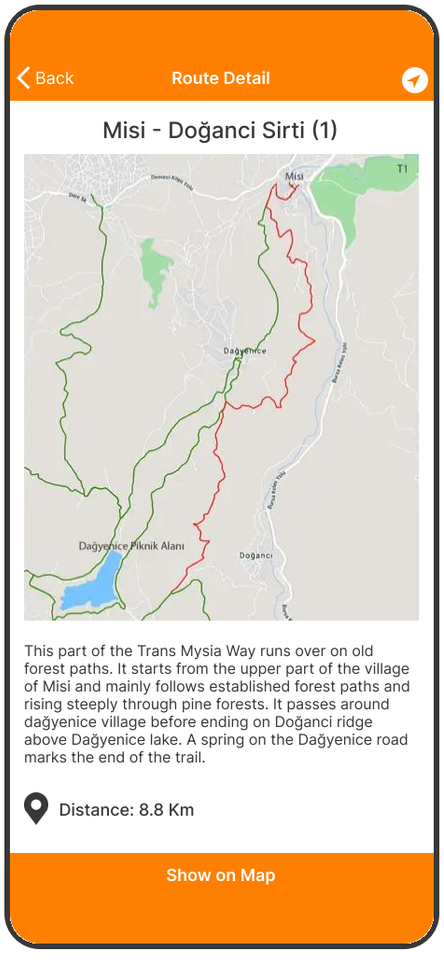
I replaced the strong orange color with a lighter background color that is more pleasant for the eyes.

I rearranged the route information and placed the info and the image on a card with rounded corners. Cards make it clear which image is related to which information. On the previous design, I found it confusing, if the information belonged to the image above or below. I also added a proper margin to the page and adjusted all elements to the grid, so there is a structure on the wireframes.

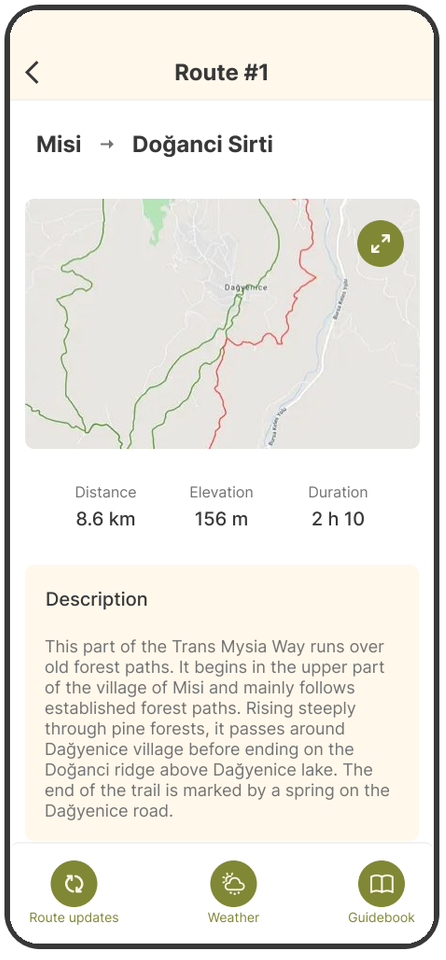




Previous design



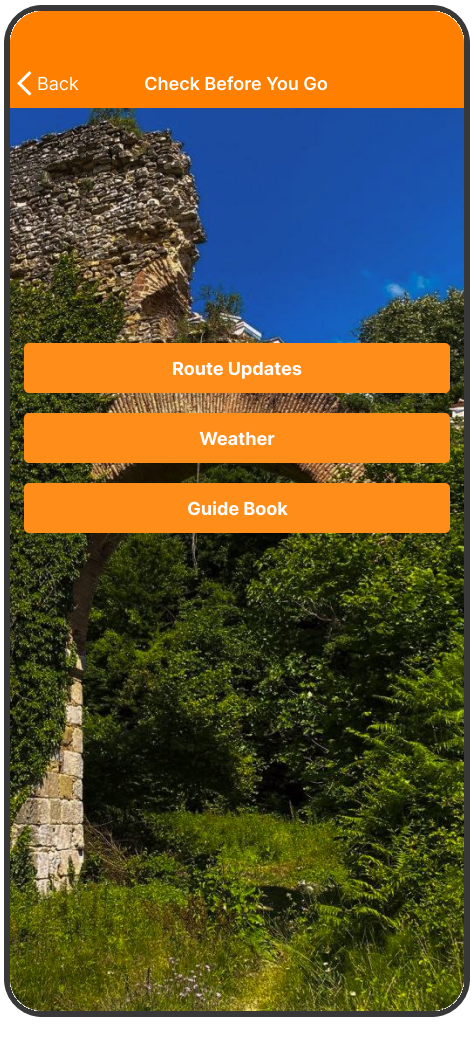
New design

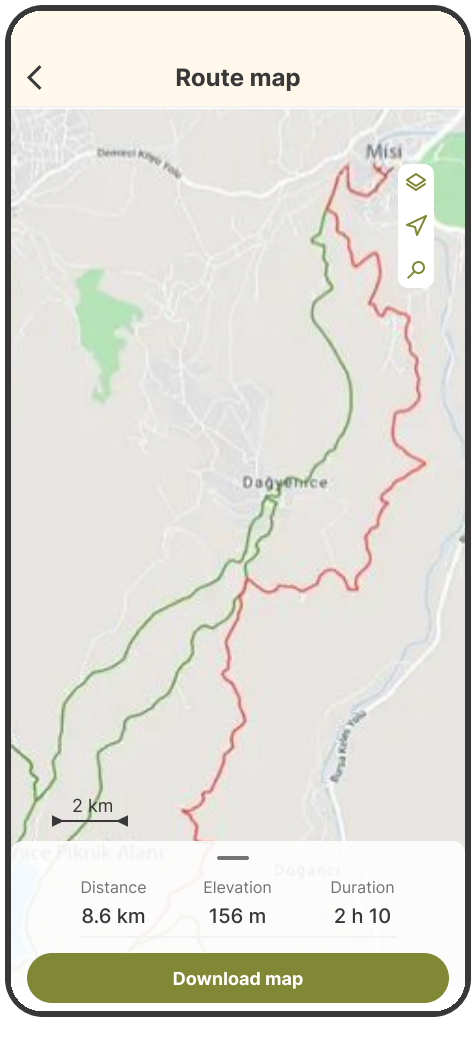


Route details & map

On the route details page, I made several changes.

I turned the Check before you go page into a navigation bar, so users can access these 3 features when learning about a route, without having to leave the page and come back which causes frustration and wastes time. I added the option to expand the map to full page, so users can see the whole route in a user-friendly size.





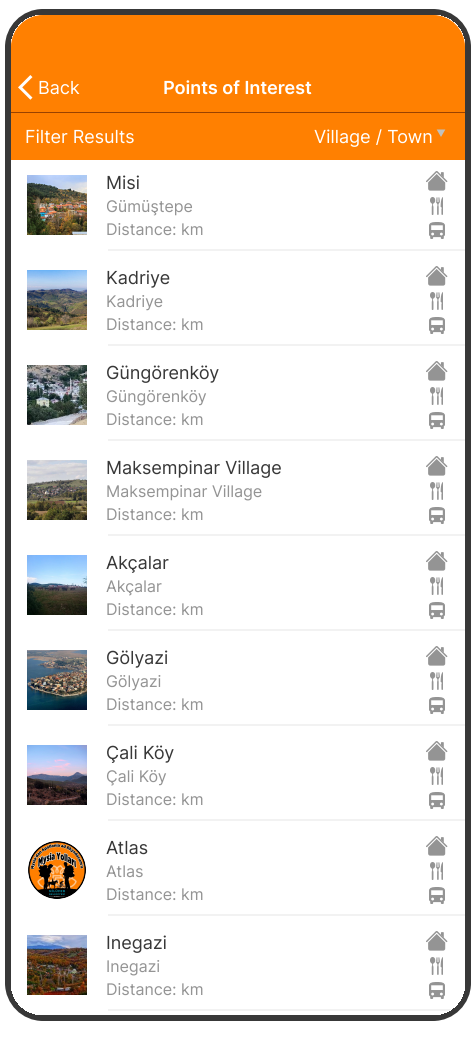
I placed navigational icons on the full size map, so users can search for places or see topographic or terrain view.

I also added a bottom drawer with additional information and an option to download the map. Besides the distance, elevation and estimated duration of the route are useful information for users when they select a route. Considering that parts of the routes include hiking trails where cell phone reception and data access might be limited, having offline access to the map enhances the user experience by ensuring that users can navigate and access important route information even without an internet connection. The drawer can be minimized to the bottom to maximize the map's display area.

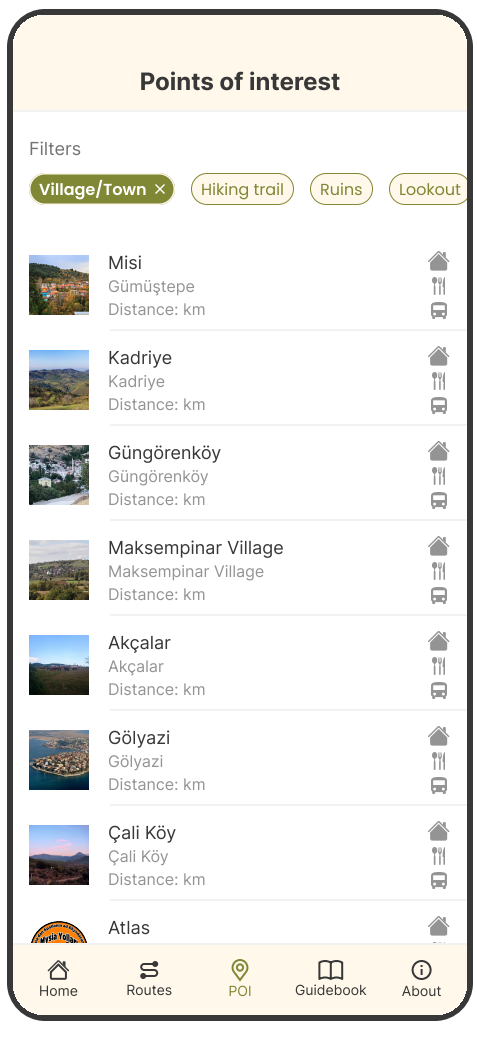
Points of interest

I kept the previous structure of this page because it was clean and clear. However, the filter bar was confusing, so I rather designed filter chips to replace it. Now it is clear what can be searched for and what is currently listed.

Previous design



New design

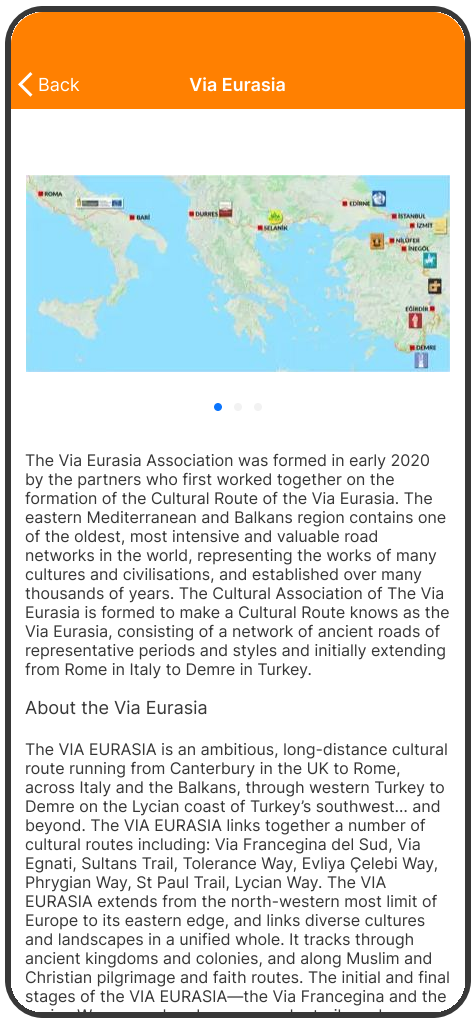


About us

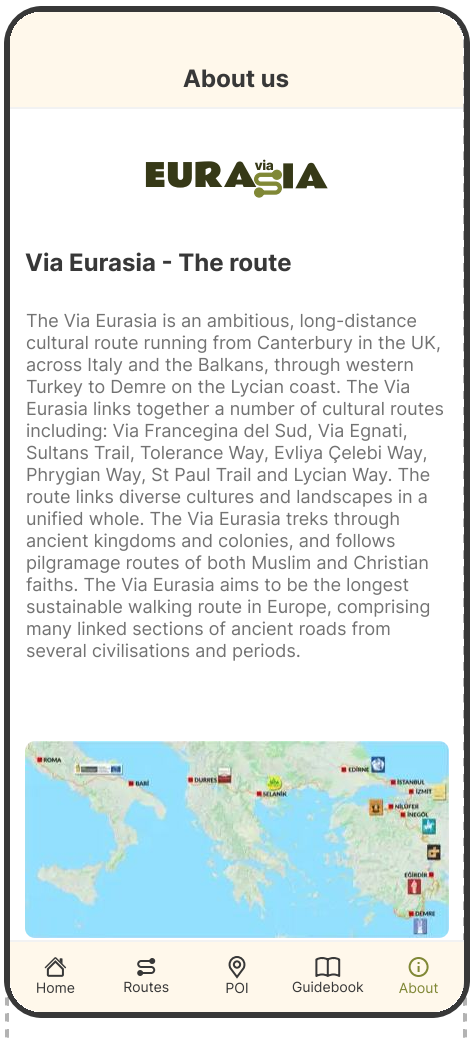
I broke down the text into smaller, more digestible units and added titles, so the information is grouped and easy to navigate.
I also enlarged the fonts for more legibility. For a better hierarchy, I made the body text lighter than the title color.

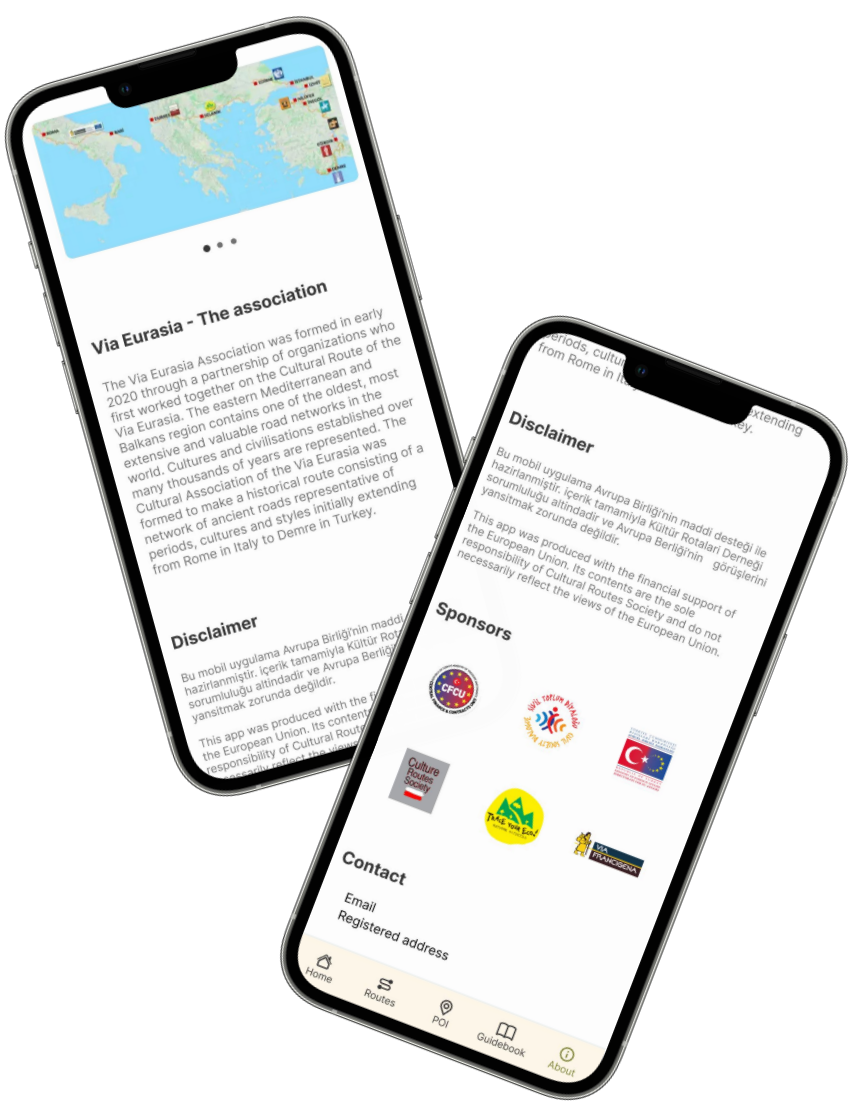
I added a placeholder for contact details at the end of the About page. While legal disclosure or contact details may not be legally required, I believe it's valuable to offer users a way to give feedback on the app or the routes, particularly for an innovative project that is still evolving.

Previous design



New design





Via Eurasia - The association

The Via Eurasia Association was formed in early 2020 through a partnership of organizations who first worked together on the Cultural Route of the Via Eurasia. The eastern Mediterranean and Balkans region contains one of the oldest, most extensive and valuable road networks in the world. Cultures and civilisations established over many thousands of years are represented. The Cultural Association of the Via Eurasia was formed to make a historical route consisting of a network of ancient roads representative of periods, cultures and styles initially extending from Rome in Italy to Demre in Turkey.

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Sponsors

Contact

Email
Registered address

Reflections

User-Centric Design	I enjoyed working with user feedback because it helped understanding user needs and preferences, leading to a more intuitive and satisfying user experience. Selecting which feedback to incorporate or to ignore, was an interesting challenge.
Visual Consistency and Branding	Improving the layout, colors, and logo strengthened the app's overall visual identity. I enjoy seeing how consistent details contribute to a unified look that effectively showcases a cohesive brand.
Challenging original user flow	Since the app only consists of a few screens and the original design wasn't very sophisticated, it was challenging to grasp how the app actually functions and what user flow the previous designer had in mind. To overcome this challenge, I focused on the users' needs and defined a new user flow. I then compared the new user flow with the existing screens to identify any inconsistencies or areas of overlap.

Next steps

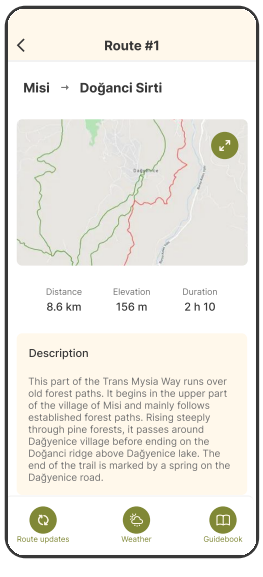
Prototype & User test

Since I updated the app's layout, I would conduct user testing with existing users to determine whether the new bottom navigation bar is intuitive and easy to use, or if it causes frustration when accessing previously available features.

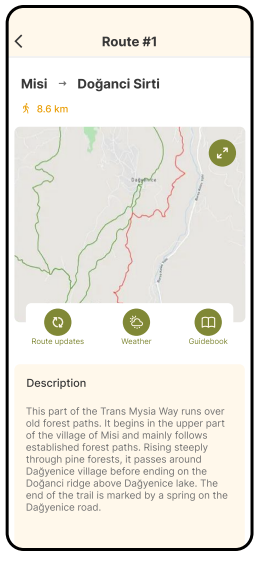
Preference test

I designed a B version of the route detail page where the bottom menu is presented as floating action buttons. I would do a preference test to see which version provides the best user experience.

Current version



Option B



About us
Via Eurasia - The route