



OUTBACK TRAKKER

Typographic Trail App for iPhone 6

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CISC 208 Project A

INTRODUCTION

The idea for this came from an idea a friend and I came up with for hunting, hiking, biking and kayaking. We were able to find an app already in existence for advanced topographic mapping built specifically for hunters. The problem with it was that it was overly complex and limited due to its niche market.

The idea evolved and was researched from a business and marketing standpoint for a business class. The result was that it could be highly successful if development costs were kept low and target market could be dramatically increased if the framework could be applied to different specialties instead of just hunters.

Lots of great ideas came out of this exercise and we were easily able to create a dozen different applications that all did the same thing, and were designed and targeted to different niche markets. Some of which included: hunters, hikers, campers, climbers, cavers, fishermen, geographers, historians, kayak/canoe users, urban explorers, cyclists, conservationists & environmentalists, etc.

I love being active outdoors, and I would love to be able to use this app. I also think that the classroom project lends the opportunity to develop a test/beta app that could help test the architecture and structure the future development of this idea.

SUMMARY

OUTBACK TRAKKER is a beta iPhone app for the purpose of using topographic maps and map overlay to draw and track trails, set waypoints (or markers) along the route and include notes for tips and additional information along the trail at each marker.

OUTBACK TRAKKER could also integrate a user's GPS location through the phone or set and save a map for a later date. Hopefully at some point, integrating community functionality would be great for sharing information with other users (like "Waze"). It could be valuable, for example, if a hiker wanted to share the location of water or shelter along a path; take and share scenic pictures; record geological formations; or assist in

finding a lost or disabled hiker. Privacy settings would need to be developed for such purposes, but there are a lot of directions this could go in which is both encouraging and inspiring!

MARKET AND CONTEXT

The target audience for the **OUTBACK TRAKKER** would be Gen-Xers and Millennials involved in the increased 'active-outdoor-lifestyle' market. This extends to sporting and outdoor enthusiasts, weekend warriors, sporting professionals, sporting goods companies, sporting associations & clubs, learning institutions, environmental/conservation agencies, emergency response services and government regulatory bodies.

MOTIVATION

In exploring the business side of application development, mobile app entrepreneurs and start-ups, it was astonishing how large of a market there is and how it is growing and making large amounts of revenue. Though I toyed with a

number of ideas that I had or friends gave me, I kept coming back to this one mapping app, wondering how it could be done. At this point I'm just genuinely curious and would build it for my own use regardless.

I hope that through design-simplicity and a solid framework, this app continues to develop and take shape as both a fun tool and beyond!

IMPLEMENTATION

The beta development of **OUTBACK TRAKKER** will be developed for iOS iPhone and iPad in Swift and will utilize typographic map APIs and map overlay to draw and record trails, trail markers and notes. The app will allow the user to save and export the marked up map.

Additional resources used:

- ArcGis API
- MapKit Framework

USER INTERFACE EXPLORATION

The user will open the mobile app and select either a new map or a saved map. If a user selects a new map it will prompt the user to enter a zip code (or auto enter it based on internal GPS), then the user will input a map/trail “nickname” to store the map in an easy format.

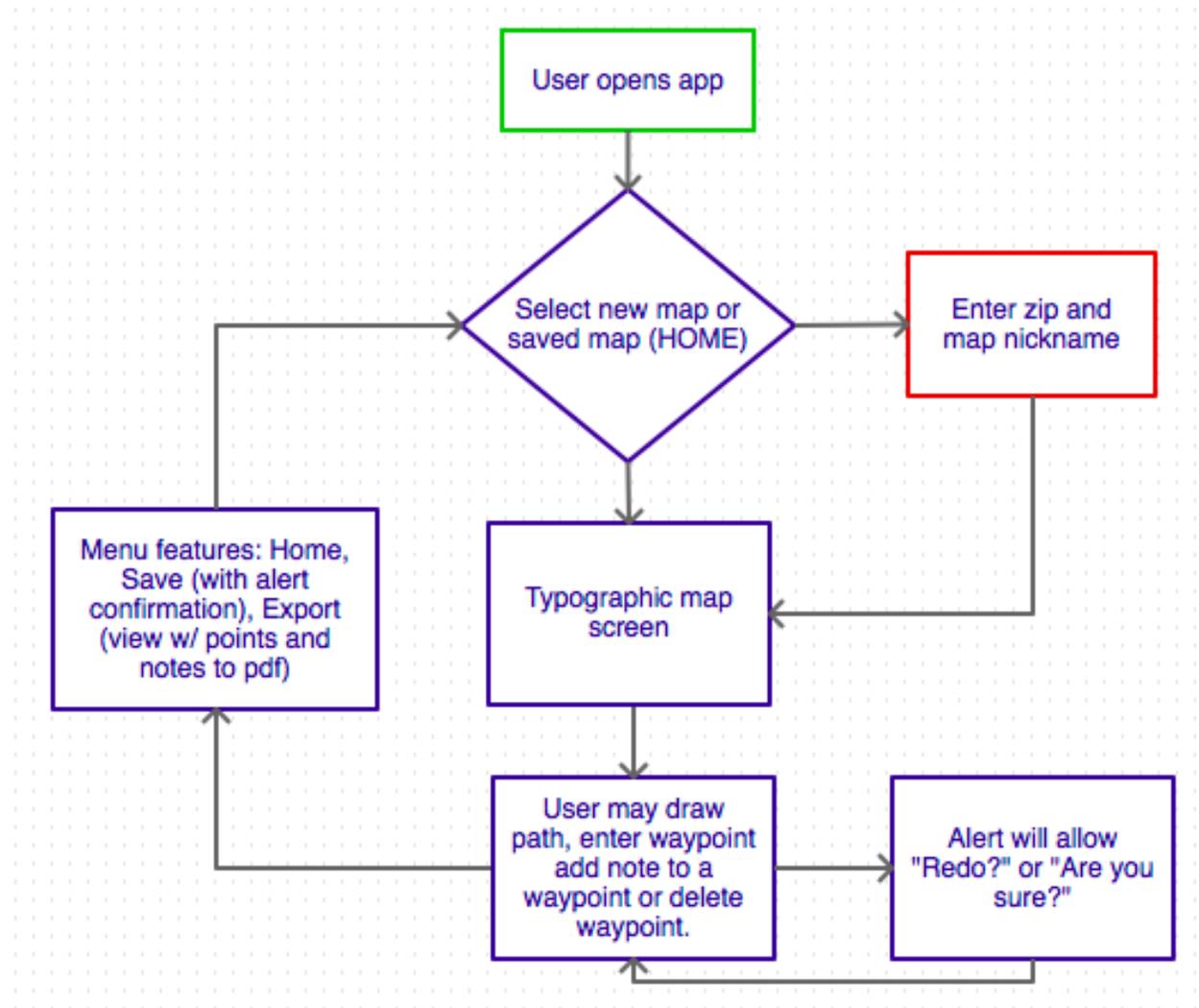
From there the user will be able to view the typographic layout of the general inputted area. The user will be able to zoom in, zoom out and reposition the map to the desired location.

Once viewing the desired location, the user can set a point to begin the trail. At this point and after each action an alert will pop up verifying the request of the user. Typically this will be performed with a simple “Set?” or “Redo?”.

The user can then enter a note set to the waypoint. From there the user can save and recall the map as progress is made. The user may draw the trail route directly on the map and continue to set points and notes.

Access to the menu is always available to return to the “home” screen, “save” or “export” as the user wishes.

FLOW CHART



WIRE FRAMES & DESIGN COMPS

by: Andrew Bisson



TRAKKER
PAKKER
KAYAKER
MAPPER

