



patagonia[®]
PASSAGE

a voice journal for capturing thoughtful moments.

kelley gessner



patagonia[®]

PASSAGE

a voice journal for capturing thoughtful moments.



WestbySothwest | Instagram.com

pas·sage

noun

the act or process of moving through,
under, over, or past something on the way
from one place to another.

Design & Implementation: K. Gessner

Brand inspiration: Patagonia

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practicing crow pose on Daimonji 大 Mountain in Kyoto, Japan

who

designer. storyteller. human.

Kelley is a designer passionate about creating user centered experiences and telling a great story about them. She is the creator and thinker behind Passage. This will be the last project she does as a design student and before starting her professional design career. Passage came from a place of resilience, mindfulness and creating confidence for herself. This project has been an intensive journey starting in May of 2018 and ending almost exactly one year later. There have been many ups and downs, twists and turns, and sometimes fumbling around in the dark, but her network and family of daapers did not let her down. She thanks everyone who took a survey, shared their experiences around journaling and listened to her for the past year to make this project what it is.



the beginning

This section encompasses some of the research that went on from May 2018 until April 2019. It will explain the journey of how Passage went from one broad question about motivation to becoming a travel journal using voice user interface.



Bianca Marolla | pexels.com

context

This section explores trends and desk research that happened early on in the journey of this project.

It will help explain how Passage went from “what motivates people” to building a journal app using voice UI.

Project positioning will focus on how the research the mindfulness movement, the digital age & why Millennials and Gen Z are choosing to spend money on experiences and not products.

The trends researched to get to the final product were voice user interface, internet of things, smart homes and circular design.

mindfulness movement

+

digital age

+

experience > products

=

capturing moments

project

positioning

Passage is a reflection of my self discovery through mindfulness, resiliency and confidence. Because this project was going to be a year long of constant battles from within, I chose a topic that interested me and would ultimately make me a better person to be around.

I started with the question: What motivates you? I interviewed peers relentlessly on what motivated them through the lenses of mindfulness, resiliency and confidence. Some were really into the mindfulness movement while others questioned, what the heck is this? Resiliency was a common theme through upbringing. Parents were the main culprit for either instilling a sense of resiliency or not. And confidence seemed to stem from being born with it or learning through challenging situations in which there was only one choice: to be confident.

With the digital age, I struggled myself to accept that I was going to be "screening" and adding more screens into a humans life.

How could I take away the screen? This is what led me to the trend of Voice user interface.

Finally, I struggled with my own battle of choosing experiences over products. But I'm graduating with a product design degree? However, the numbers are in and most millennials will spend more of their income on an experience than they will on one product, even if the product will last longer. So how are these millennials making there moments last a bit longer? This is Passage's market opp.



Tyler Nix | Unsplash.com

mindfulness

Why mindfulness? Exploring mindfulness came from exploring my own needs to become more introspective, independent and happier individual.

I discovered mindfulness while abroad in Japan and felt the loneliness that comes from traveling alone and being in a country with a huge language barrier.

What does mindfulness mean? Mindfulness is a “mental state achieved by focusing one’s awareness on the present moment, while calmly acknowledging and accepting one’s feelings, thoughts, and bodily sensations, used as a therapeutic technique.”

I explored mindfulness through journaling, meditation, conversations with others that practice this in their lives and desk research.

I journaled every single day in Japan and it became a coping mechanism for my loneliness. I explored meditation

while I practiced yoga & breathing exercises.

Conversations from others came up through pointed surveys & interviews. Eventually mindfulness became a topic I would explore with many of my friends and get their take, which helped shaped how aware people are of this practice.

Much of the desk research explored Adam Grant’s work and the book he co-wrote with Facebook COO Sheryl Sandberg, “Option B.” This book explored getting over grief through mindfulness.



Oscar Sutton | Unsplash.com

digital age

We are in the digital age (or information age) and we have been for awhile. But what does this actually mean? It means we are in an era where social & economic activities are dependent on communication technology.

Social activities are dependent on communication technology... but some say communication technology is ruining social activities as we know them today. Older generations are constantly berating the younger generations for constantly being on their phones. Is society becoming less social or more social with the use of technology? Is technology hurting or helping our precious relationships. While I've seen it do both, I wanted to bring a technology design to enhance the life of human. To create a sense of introspection and to feed into the good side of tech - not the evil.



experiences > products

Experiences are becoming highly sought after as millennials and gen z take to buying \$500+ music experiences for an all weekend party and “travel blogger” becomes the new sought after job.

Experiences are changing everything we think we know about design and marketing. But why? And how?? Experiences aren't a physical and you can't set them on a shelf. Sure you could hold on to the tickets you got scanned through your virtual wallet at the door and yes maybe you go print out some pictures at some point after the fact to keep the memory alive, but that's all you really get. A memorable moment.



PASSAGE

a voice journal.

capturing moments

So how do we capture these memorable moments? How do we share them? How do we keep them to ourselves? Some of this is answered obviously. Obviously you take pictures and share on social media. But what about the moments that made you feel so good or so low and you want to reflect and cherish that moment forever - by yourself.

Maybe you speak with a very close friend.

Or think to yourself.

Or maybe you even talk to yourself.

Or

You journal.

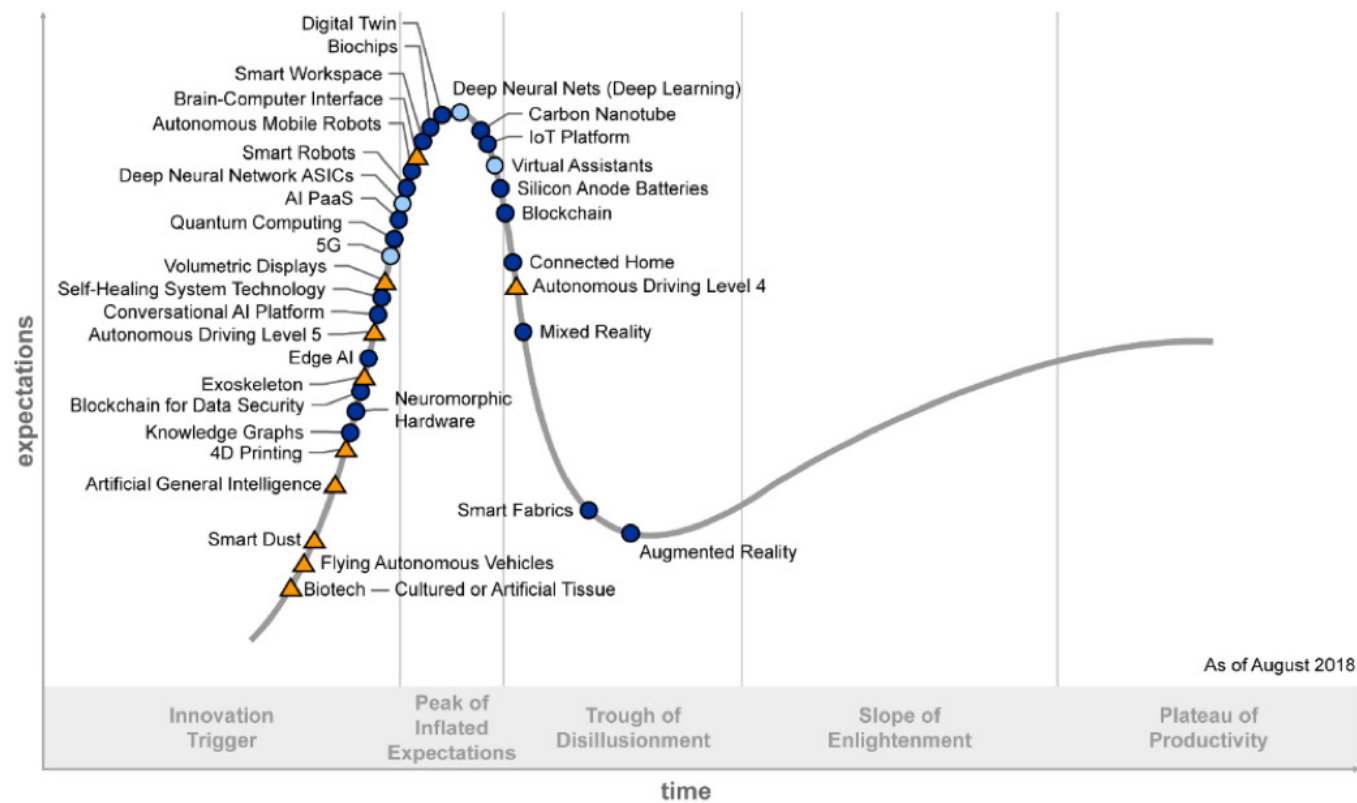
Passage by Patagonia is a digital voice journal made with human centered philosophy to help us capture our moments, be introspective and share when we want to share.

the vision



Passage is an app to launch mindfulness and introspection into the future. To do this, it is able to integrate into the daily practices of its users. This could be meal prepping, hiking, doing household chores. Anywhere your technology is, passage is there to help you become more introspective without being intrusive. It's there for you when you need it most. Talk to Passage through your smart speaker when you're having thoughts in the shower, laying in bed on a sunday night or taking a hike on your favorite trail. It's also there for our extreme hikers to capture the life altering adventures they are about to go by doing a through hike. It creates less waste because it eliminates the need for pen and paper and integrates with technology you already have and need to survive in this world.

trends



As of August 2018

Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

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voice ui

what is voice ui: voice user interface allows voice commands to complete tasks on smart devices.

Where is it in Gartner Hype lifecycle: It is at peak of inflated expectations

Will it last?: According to Gartner it will reach plateau of productivity in less than 5 years

iOT/Smart homes

what is iOT/Smart homes: iOT is a various devices connected through the internet and sharing information with each other which in turn can create a "smart home."

Where is it in Gartner Hype lifecycle: It is at peak of inflated expectations

Will it last?: According to Gartner it will reach plateau of productivity in less than 10 years.



Patagonia | [instagram.com](https://www.instagram.com/patagonia)

why patagonia

Patagonia is a relevant and robust outdoor gear brand that vocally stands for sustainability and the environment in which their consumers use their gear. They give back to nature by creating optimal attire and are humble to recognize when a product fails and will reimburse a consumer for the failed product. This company has never sacrificed their core values and has even taken losses and pulled out of partnerships with companies that do not meet these core values.

“Our values reflect those of a business started by a band of climbers and surfers, and the minimalist style they promoted. The approach we take toward product design demonstrates a bias for simplicity and utility.” -Patagonia

*Build the best product.
Cause no unnecessary harm.
Use business to protect nature.
Not bound by convention.*

Passage strives to meet all core values. Building the best user interface for it's user while maintaining simplicity and utility. Causing no unnecessary harm by creating less paper waste.

Using business to protect nature to keep hikers and humans introspective and reflective. Finally, not bound by convention which is the essence of passage in that it is an app and out of the typical patagonia product line up. However, an app does make create a good business opportunity for patagonia because they can push their core values even further with a presence on the technology everyone has in their pocket.

reflectly



digital journal that tracks users moods, journal entries & streaks by user input.

- fun user interface that is intuitive
- free version does not allow stats
- pro version is 74.99 a year
- ceo has been quoted to want to be the "adidas" of the mind

diarium



digital journal that tracks users days by sifting through pictures and calendar events already on your phone

- very developed app, customizable
- free for iOS
- ultimately clunky user interface

malso



voice journal that tracks users moods, journal entries & streaks by voice and calculates users mood with ai.

- very minimal features
- free version & iOS only
- launched in 2019

benchmarking

a list of apps that were audited in order to understand the market of journaling and hiking apps already on the market.

all trails



a hiking app that allows users to track and review the hikes they do. All shows a map of hikes around them.

- can review hike for other users
- review is not private
- map is useful
- ui is minimal

diverge



a hiking app that allows users to track a hike or walk

- map shows national parks
- parks are not clickable
- no review feature
- hikes are not pre-loaded
- dark ui is neat



journal apps: voice

opportunity area



focus: daily

focus: hiking



journal apps: text



extreme hiker

+

casual hiker

=

**a solution that integrates with
technology to eliminate weight in
your pack**

personas



Paulnemirahcollins | Instagram.com

the extreme hiker

Facts

Name: Ines

Age: 32

Location: Seattle, Washington

Occupation: Remote Computer Engineer

Finances: Spends minimally unless it's on adventure

Interests & Values

The extreme hiker, Ines, is constantly searching for the next adventure, but keeping her head grounded by using exercise and reflection. She loves pushing her mind and body to the limits in a safe and healthy way.

Tech Use

Ines appreciates positive ways technology has influenced her; however she tries to limit her screen time. She takes pride in having a low screen time at the end of the week. She rarely posts on social media and prefers to keep her life reflections private.

Future Goals

Ines' future goals are to hike Mt. Kilimanjaro and inspire those around her to get out doors and take care of our planet.



Siim Lukka | Unsplash.com

Ines' use scenario

Ines is settling down for the night after a long day of hiking on the Pacific Crest Trail. Today has been the farthest she's gone since the trip started 10 days ago. She's feeling really accomplished and fulfilled. She wants to create a journal entry to reflect on this moment because she knows there are harder days ahead. This is just the beginning and she's going to need mental fuel to keep her mind right and focused on her goals.

She takes her smart phone off the solar powered charger and opens Passage. This is her fifth entry and she's already over the awkwardness of talking out loud. She's pooped out in the wilderness. Nothing is awkward anymore. She reflects on the fresh air, her hiking partner and the camaraderie she's found on the trail. She tells her future self to keep going and not to give up on the hard days and the even harder days.

She smiles softly and ends the entry. She keeps the voice entry so she can listen to her confident elated self later.

She adds a picture from her photo album and looks at some of her other past entries realizing she's made so much progress in just 10 days. She can't wait to see how grows in next 5 months on this insane journey she's just embarked on.

She smiles softly as she puts her phone away. Her hiking partner asks about the app she's using. She tells him how much she enjoys reflecting on how far they've come. He's very intrigued and wants to download it when they reach the next town.



Kelley Gessner | copywrite owned

the casual hiker

Facts

Name: Kell

Age: 24

Location: Cincinnati, OH

Occupation: Aspiring systems designer

Finances: budgets obsessively, no impulse purchases

Interests & Values

Kell enjoys solving problems for end users and creating amazing system designs. She also loves spending time traveling and going on new adventures. She can't wait to be full time so she can budget for more travel.

Tech Use

Kell is very tech savvy. She wouldn't be where she is today without it. However, she does notice she spends a little too much time on social media and is trying to break bad habits of comparing her life to others. She's always trying to get her screen time down.

Future Goals

Kell wants to move out west and become a remote designer so she can travel and blog regularly. She loves motivating others to follow their dreams.



Andres Urena | Unsplash.com

kell's use scenarios

Kell just got home from work and is making dinner. She's day dreaming about her next adventure and wishes she could tell someone else about it, but none of her roommates are home. She decides this would be a good time to start using the Passage app with a built in Alexa skill. Kell says, "Hey Alexa, start my passage app." Alexa responds with, "Okay, I've opened your app. Would you like to start an entry?" Kell says, "Yes, start one under 'peak moments'." Alexa responds with, "Okay, you're ready to begin your entry." Kell starts her entry while stirring her curried lentil soup. When she's finished she says, "Alexa, end entry." Alexa responds with, "Okay, the entry has ended. You can review it on the Passage app."

"Thank you," Kell sings under her breath. She's always polite to her IoT devices just in case they take over the world one day. She's feeling more focused after getting the thoughts on her next trip out and feels like she can finally conquer her todo list.

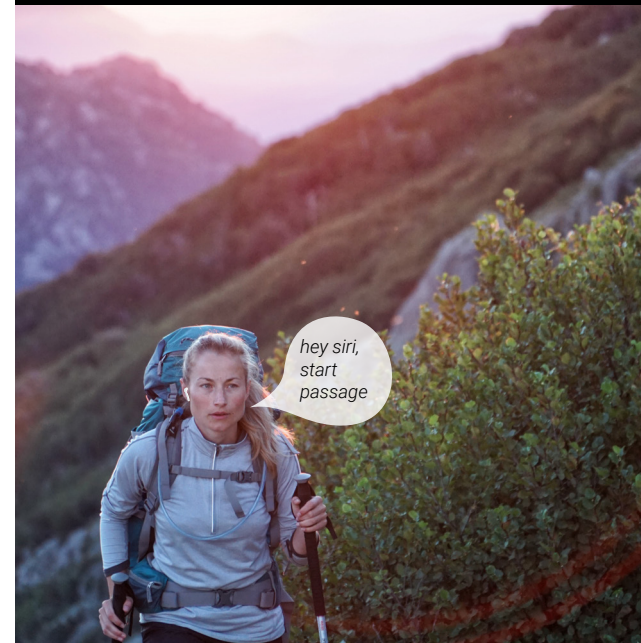
user journey: hike

Start of hike



Starts hike and takes a picture of the trail sign.

Feeling good



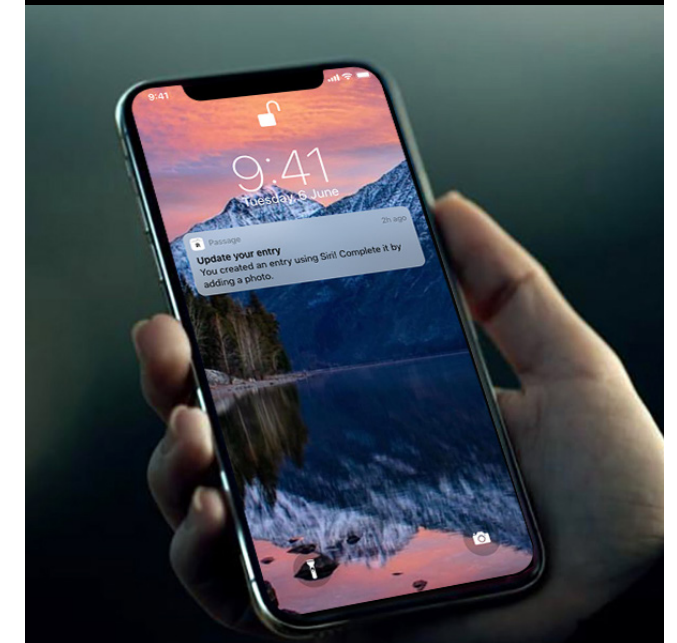
A couple miles into the hike and feeling awesome! Time to start a journal entry.

Break time



Takes a break for food.

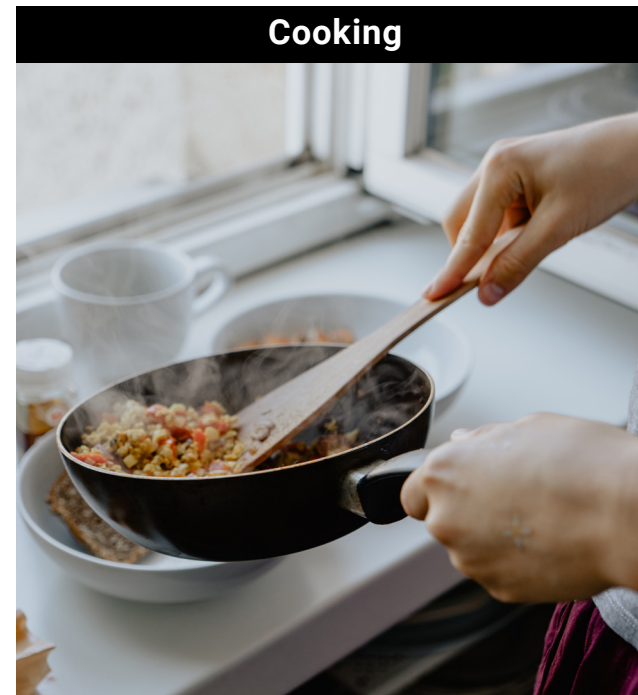
Notification



A notification to update the entry with a photo is on the phone.

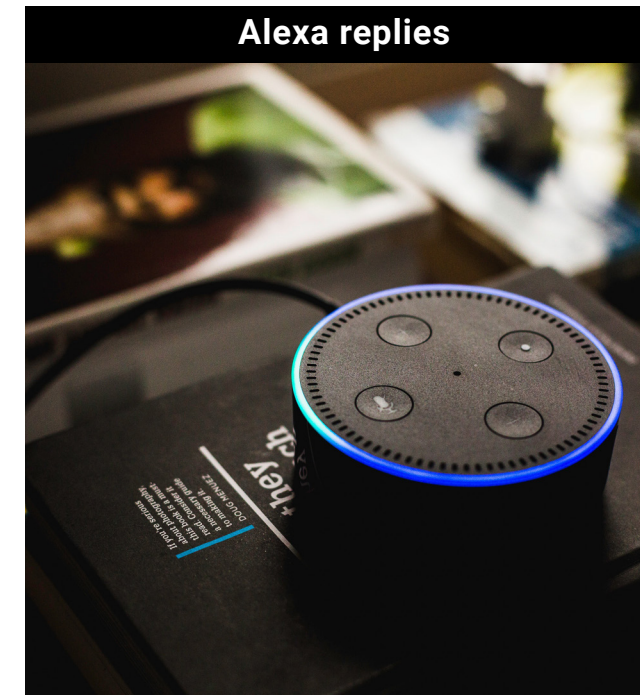
user journey: alexa

Cooking



While cooking dinner you can start a journal entry with alexa! Just say Alexa, open my passage app.

Alexa replies

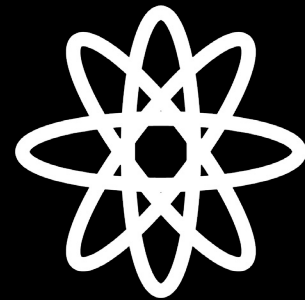
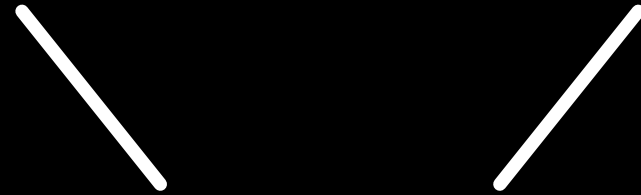
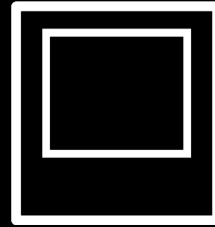


Alexa will reply and say, "Okay, starting a "quick start" entry."

voice recording
& dictation



photos



internet connection



database

potential

software req.

Main requirements needed for passage:

Database which is hosted on a reliable server for:

- Audio
- Categories
- Transcripts
- Pictures
- Phone with the app on it
- Custom written **server software** for audio conversion to transcripts
- A **voice recognition software**
- Any kind of **internet connection** (speed does not matter)

software req. cont.

Recording audio

Requires:

- Microphone
- Database space on a server to store recordings
 - AWS
 - Microsoft SQL Server
 - Oracle
 - Heroku
- Internet access to transfer audio data to the server

How would this work:

- User uses the app to start an audio recording
- Device running the app will begin recording audio
- User indicated the recording is finished, and an audio file will be sent by the app over the internet to a database on a server
- User would select a category, which would be linked to the recording in the database

Picture Saving

Requires:

- Database space on a server
- Internet access for transferring data
- Potentially access to the phone camera

How would this work:

- Similarly to the Audio recording, when the user clicks the button to attach a photo, and successfully chooses one, the app will send that picture to a database on the server over the internet
- This photo will be linked to the audio recording in the database just like how the category was saved

Transcript

Requires

- Voice recognition software
 - Google Cloud Speech API
 - Apple Dictation
 - Sphinx Open source (aka SpeechRecognition library)
- Database space in a server to store transcribed recordings

How would this work:

- Audio recording was previously sent over to a database located on a server from the phone via internet connection
- Server contains some scripting which takes audio recording and sends it to a voice recognition software
- Voice recognition software returns the transcript of the audio to the server's script
- Server script pushes the returned transcript up to its database (These should be on the same device, so NO internet connection required for this step)
- Database is now up to date, and a user looking at an app would be able to see the new information once the app retrieves it over the internet

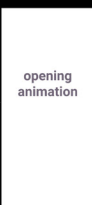
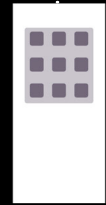
Alexa

If you were to use an Alexa instead of a phone it would all work exactly the same, the only difference, is how the front end would be programmed. Meaning someone would program an Alexa app to do all the things the iOS and android app does.

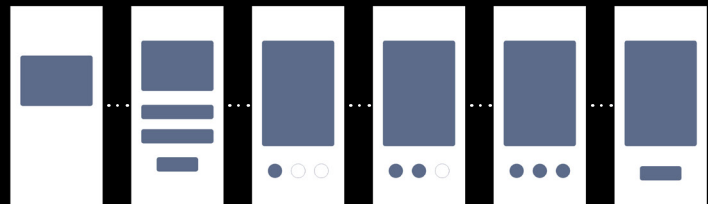
system architecture

The system architecture was developed with the home screen as the center and main navigation. A user can access their profile, past entries and start an entry. Starting an entry could lead them straight into pressing play to record or can lead them up to it through picking a focus fist.

outside of app



onboarding



second open



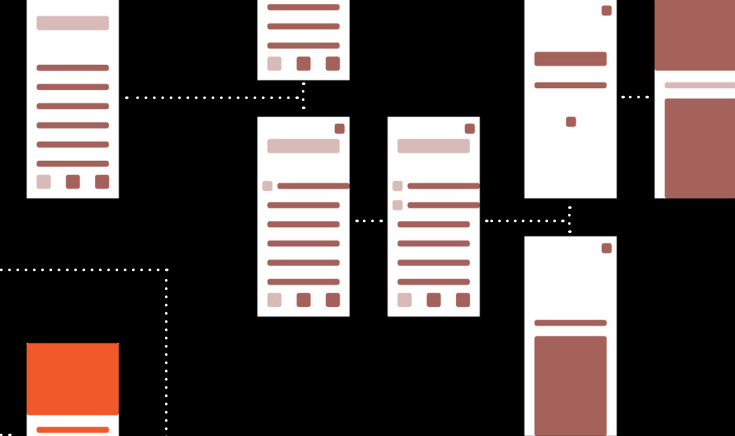
profile



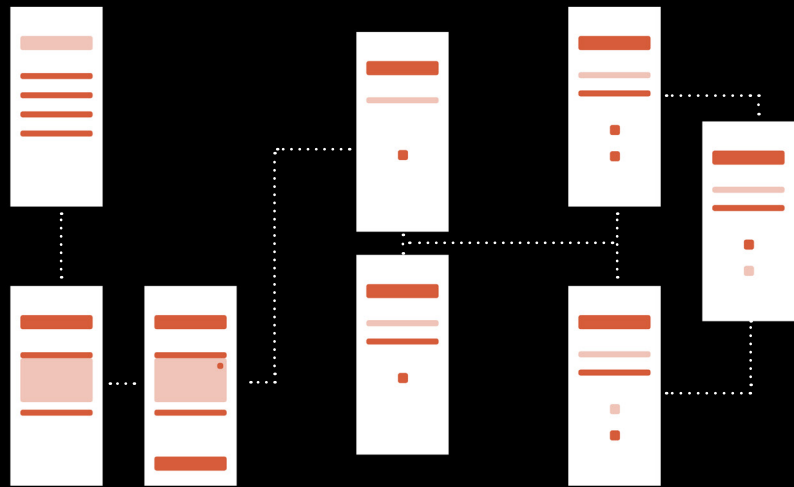
home screen



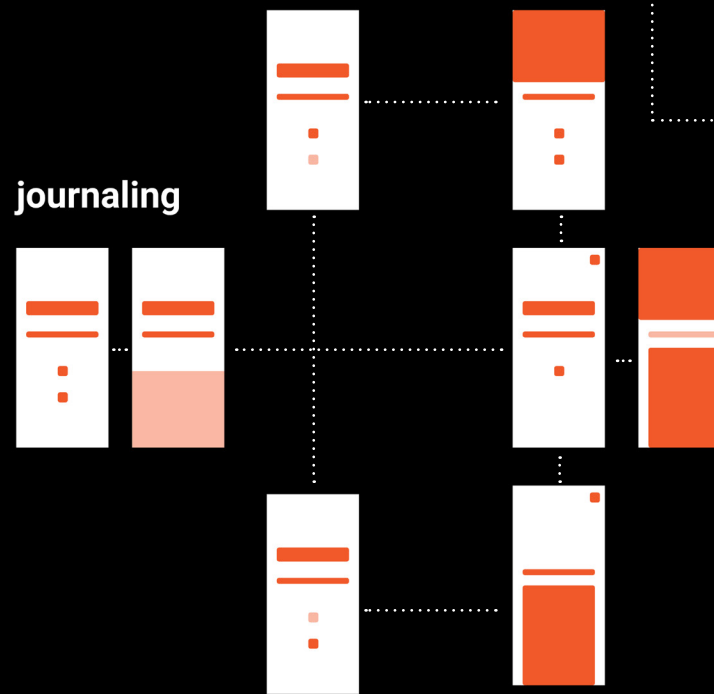
entry review



focuses

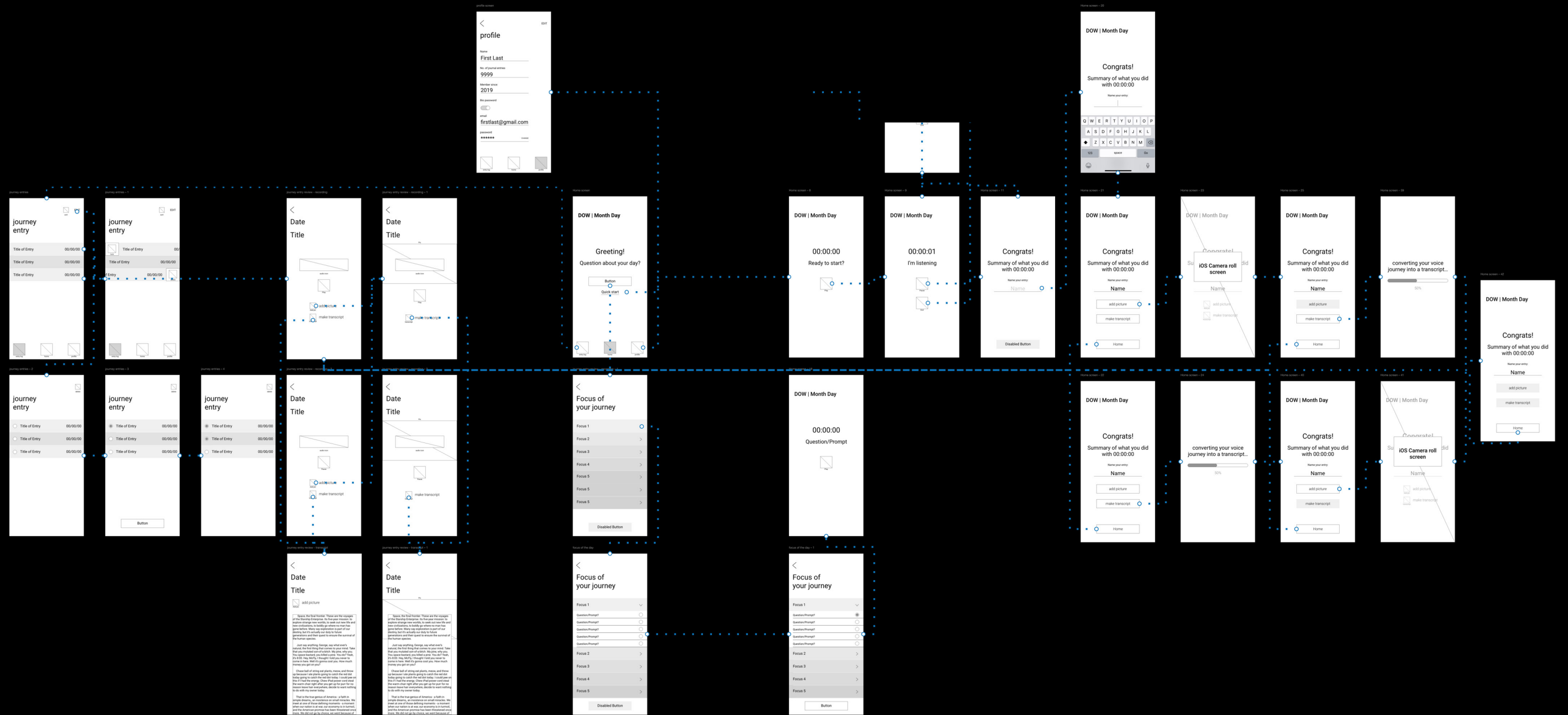


journaling



wireframes

Wireframes were used as the blueprint for how user will run through the app. It was tested and adjusted to create the ultimate user flow.

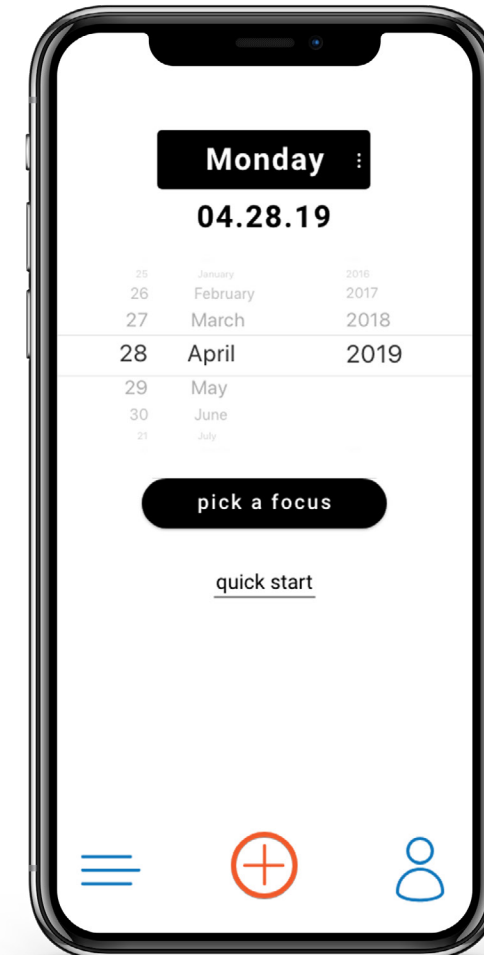
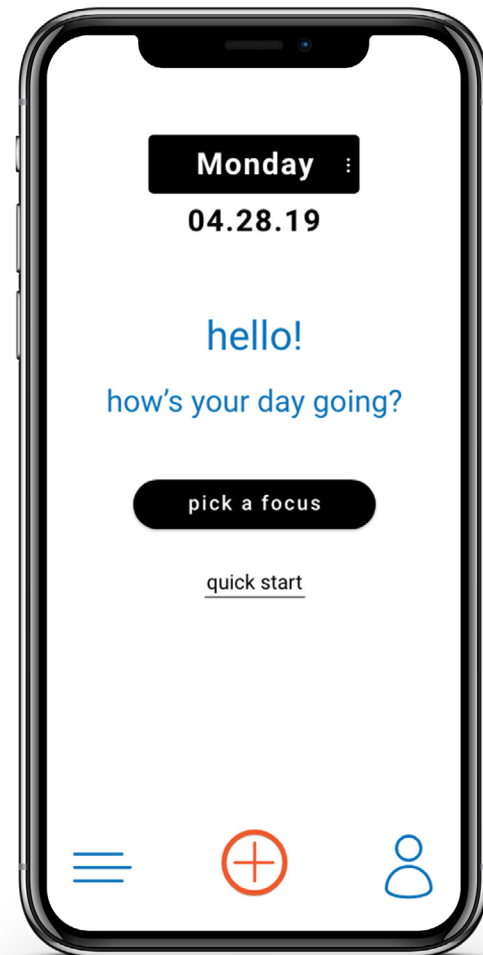


final ui design

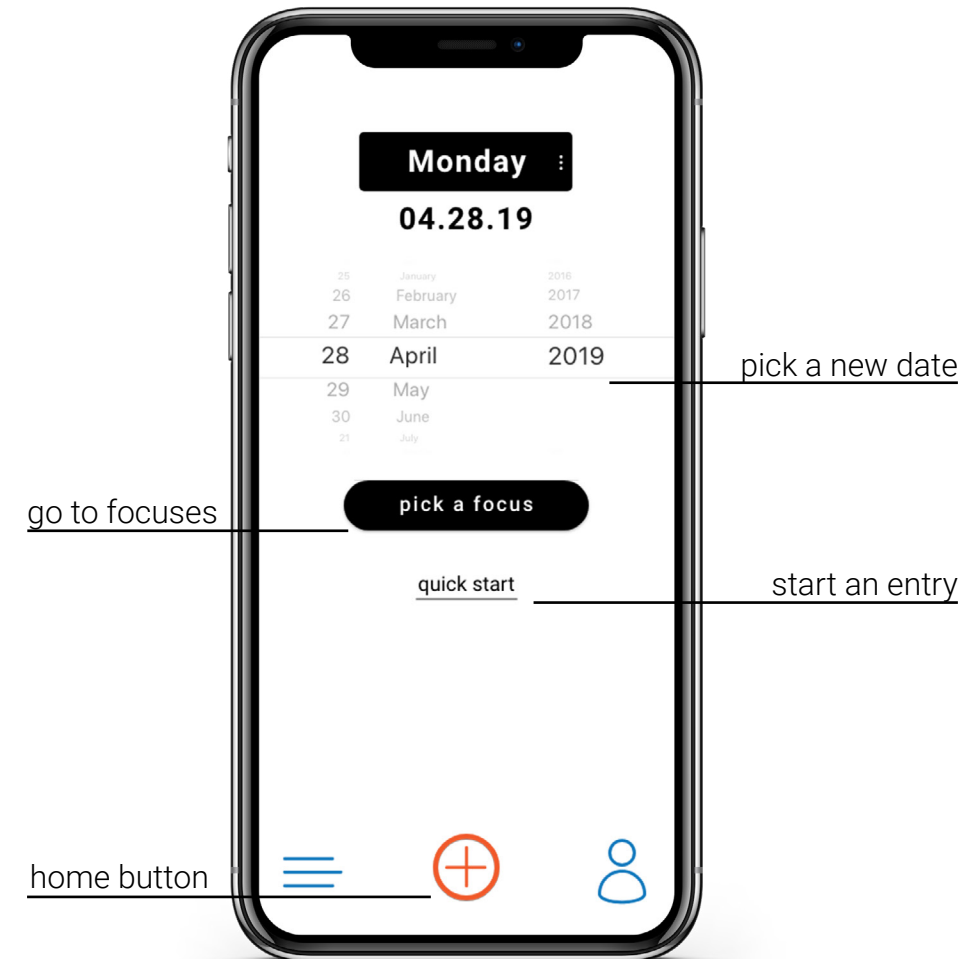
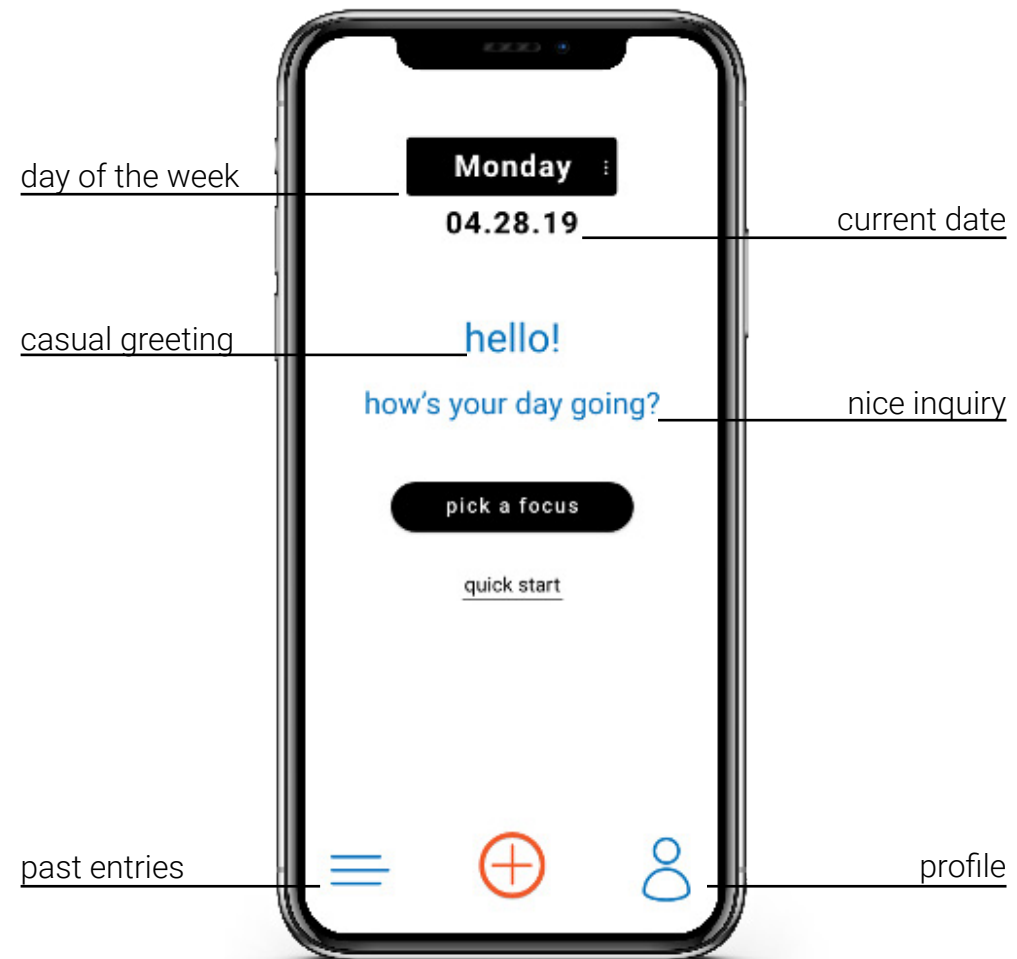


The following is a representation of the final user interface design. The colors blue and orange were chosen from patagonia's original logo. Black is prominent for the base of the design. The font is roboto to follow the brand guidelines set by Patagonia. For more on this project please visit: kelleygessner.com.

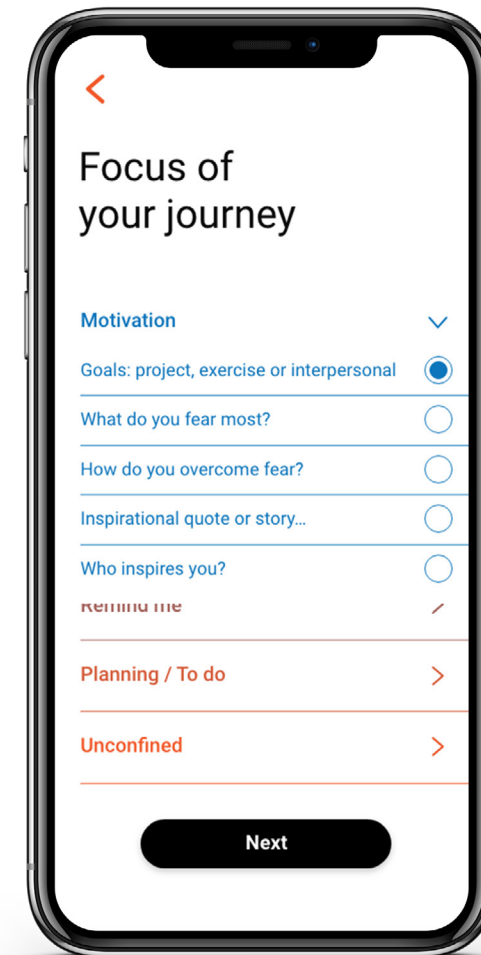
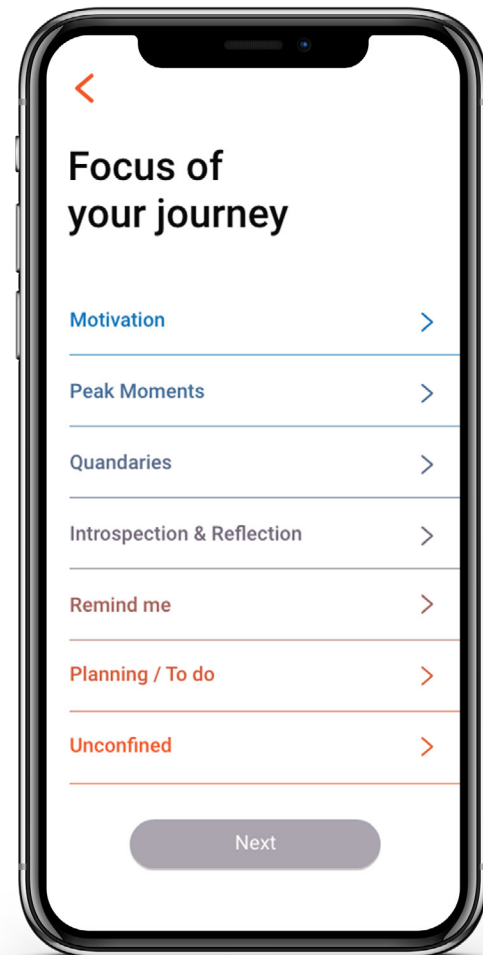
home page



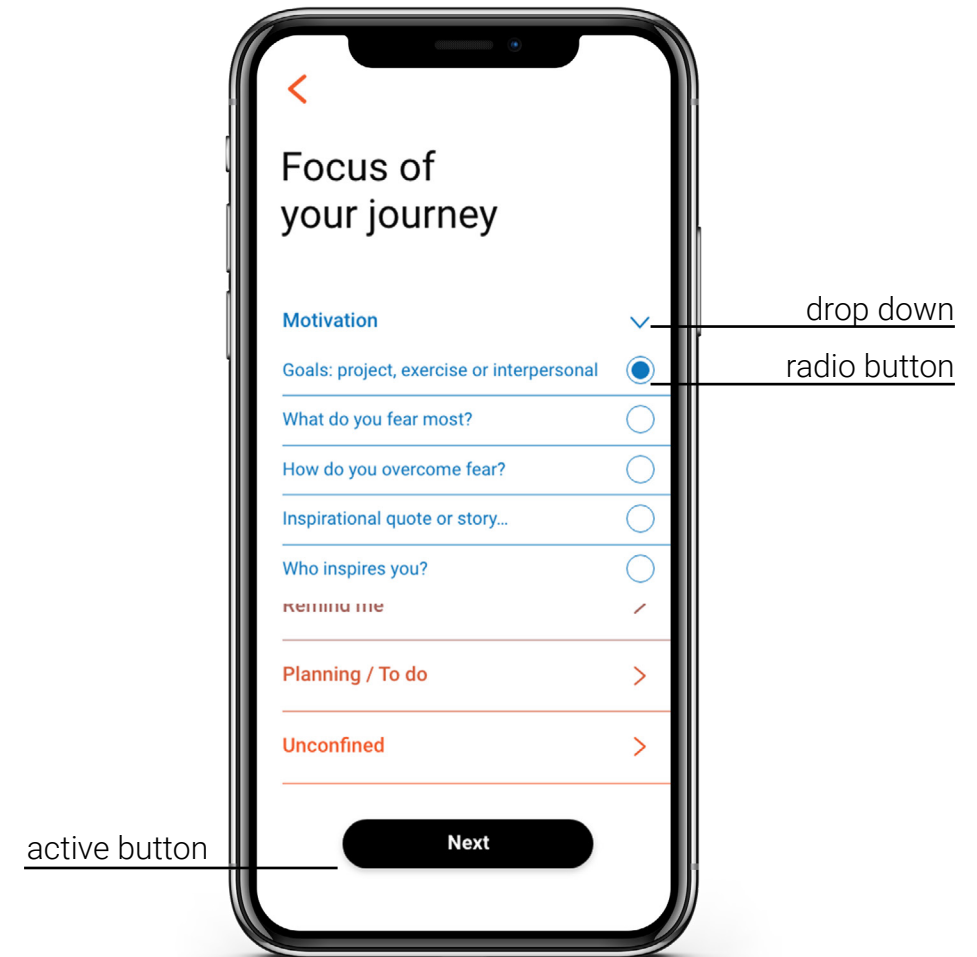
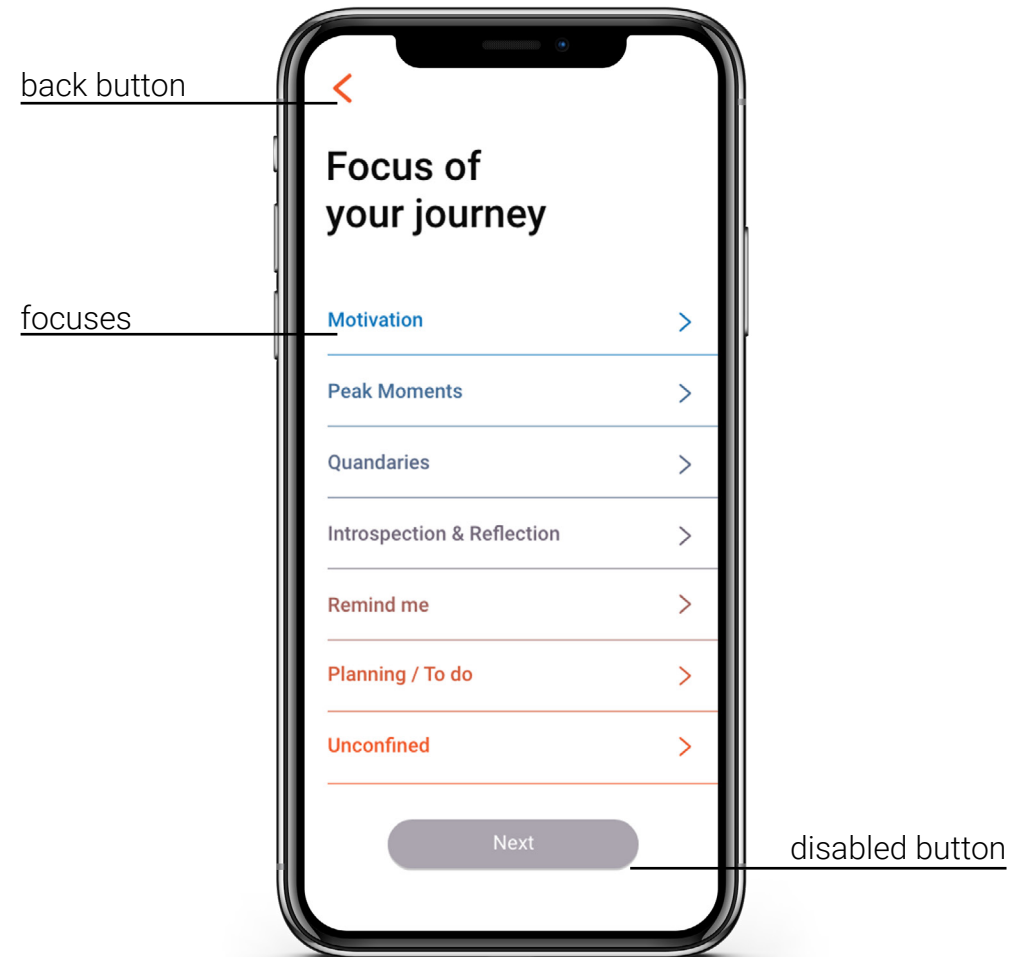
home page



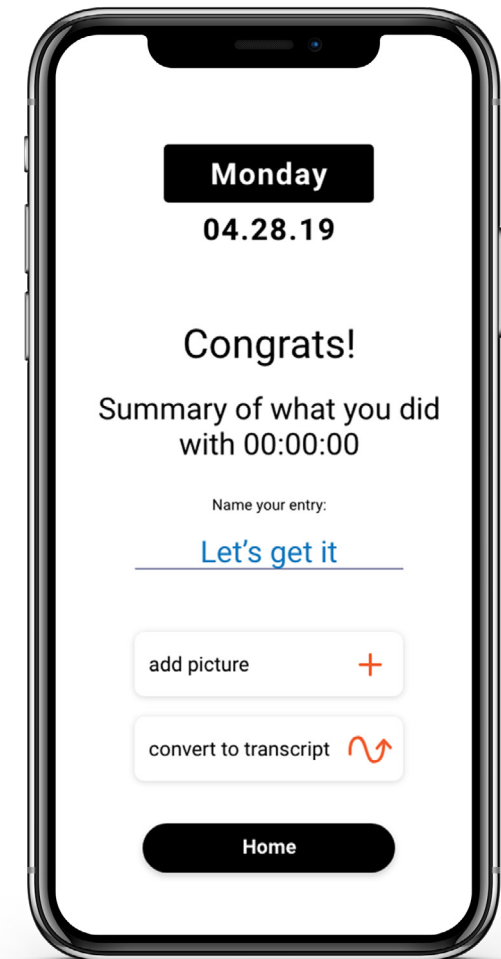
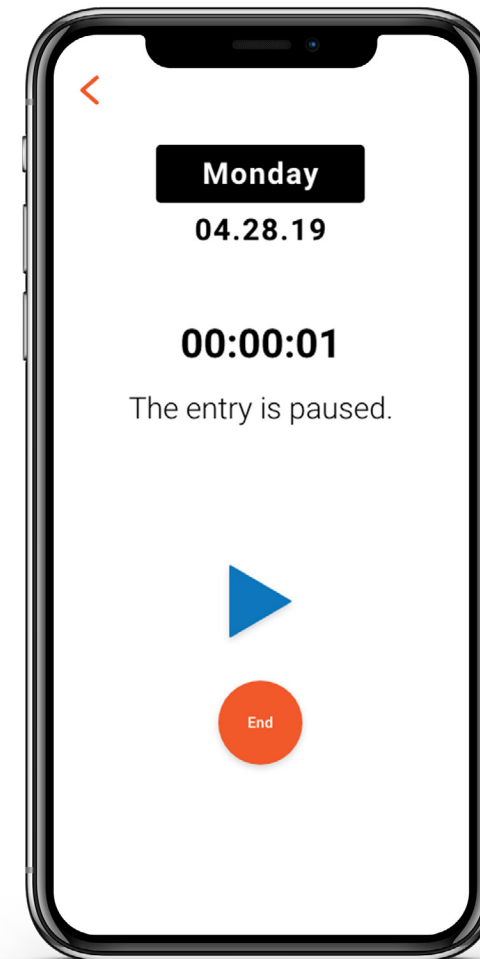
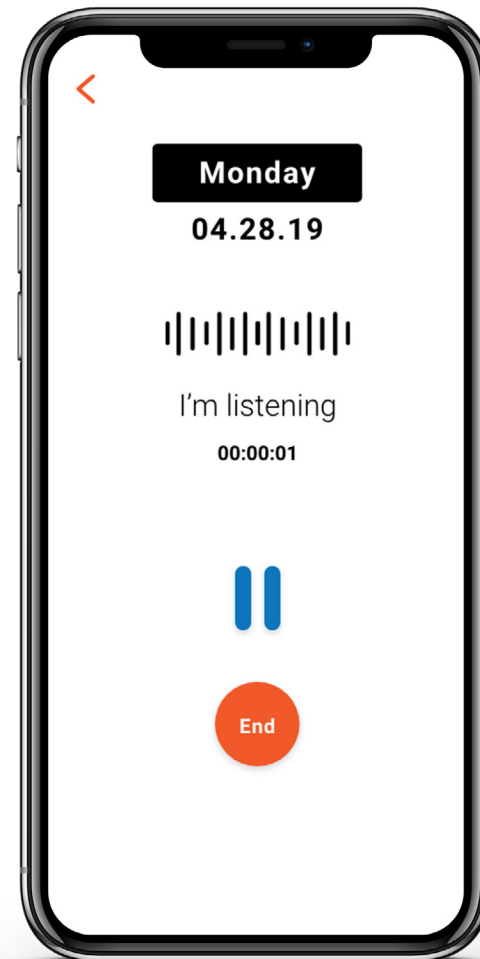
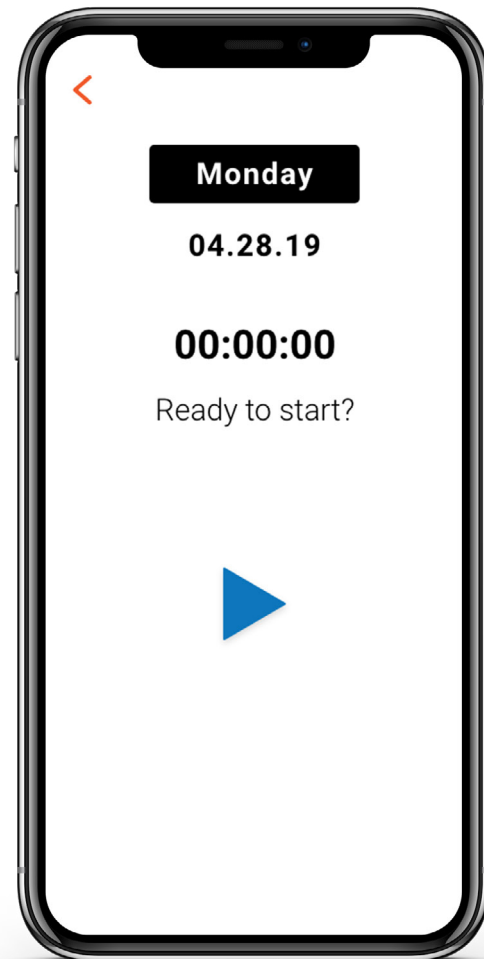
entry focuses



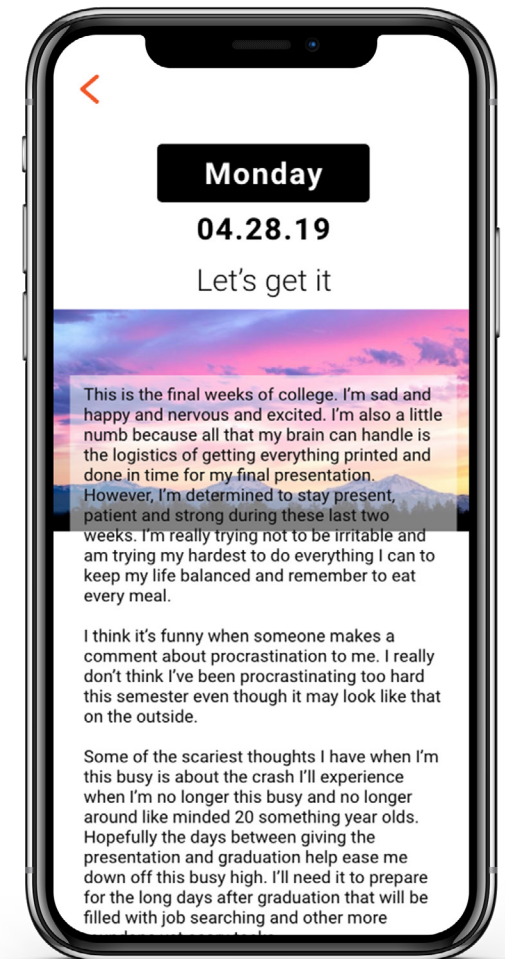
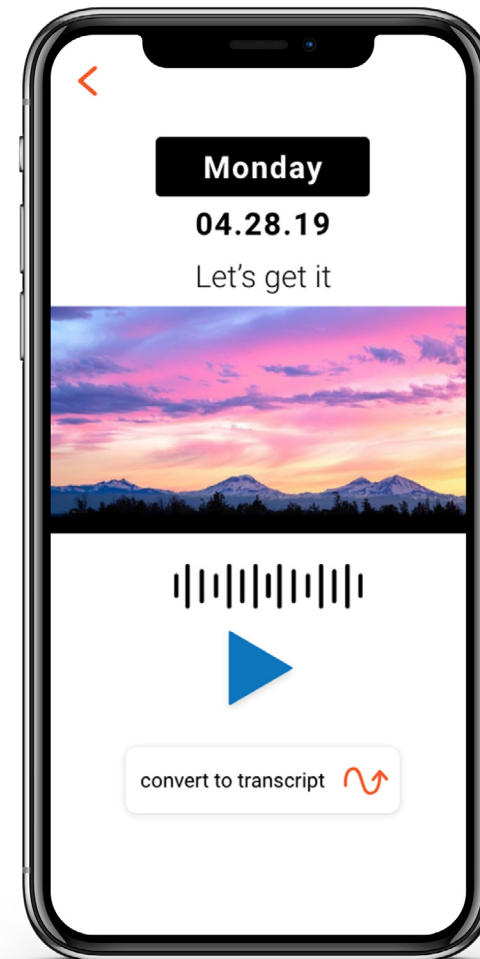
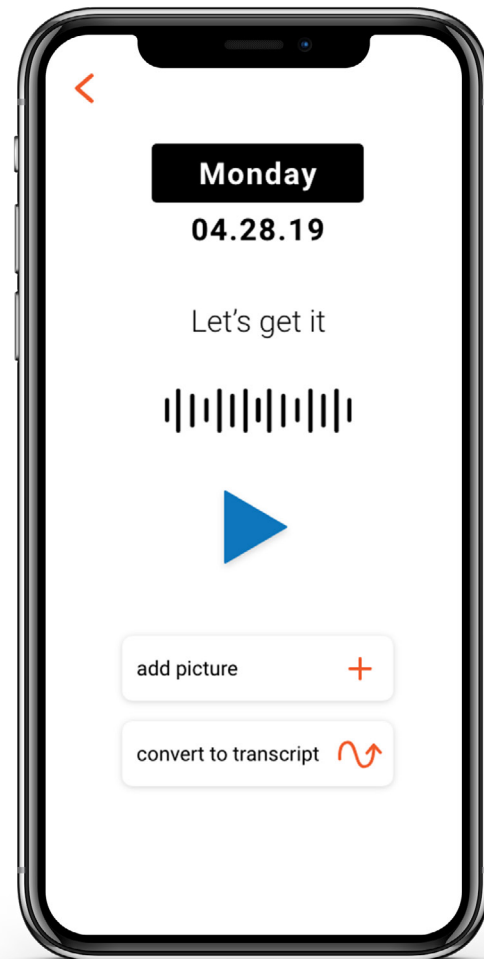
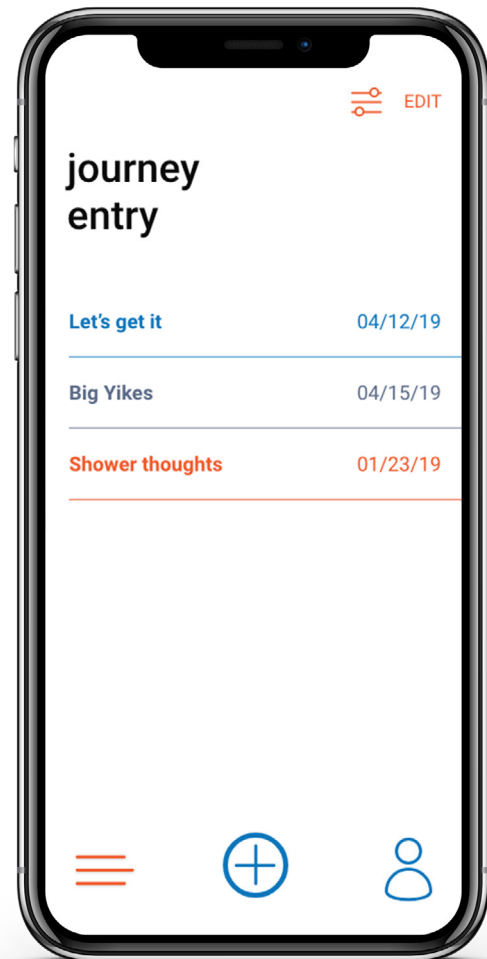
entry focuses



during the entry



reviewing the entry





thank you

Thank you for getting this far in the book! I hope you enjoyed the exploration into brand expansion for Patagonia through a voice journal app. If you have any questions or comments feel free to reach out to kelleygessner.com