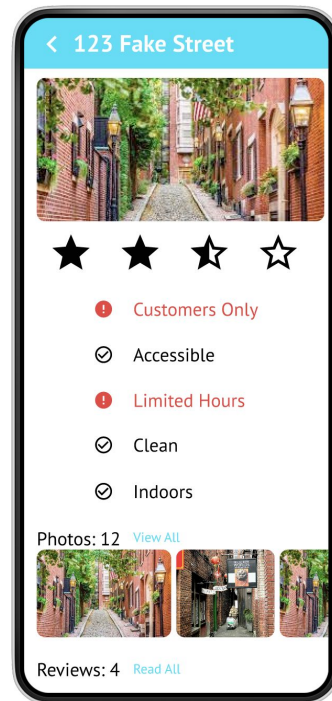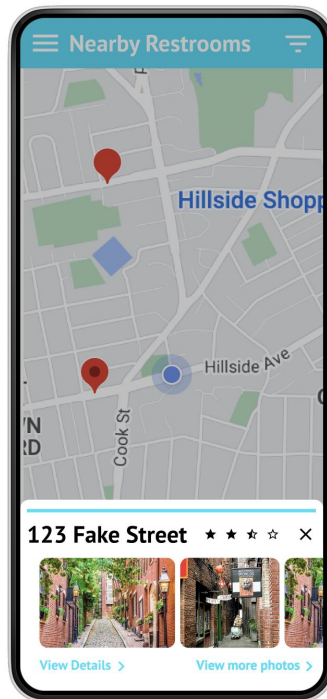# Toilet Finder

Tim Graboski

Project overview

The product:

Toilet Finder helps tourists, newcomers, and those unfamiliar with the area to find nearby accessible restrooms.

Project duration:

June 2022 - July 2022

Project overview

The problem:

You may know where to find restrooms in your hometown, and you may feel comfortable asking locals when on vacation, but if you don't speak the language and aren't familiar with the area you may find yourself in need of a restroom with nowhere to go.

The goal:

Create a mobile app and responsive website allowing users to crowdsource the location and accessibility of nearby restrooms.

Google

Project overview

My role:

UX Designer leading the research, design, and implementation of the project.

Responsibilities:

Research, Design, Implementation, and Testing

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

I drew from my own experiences in foreign places and extrapolated how others would feel in the same situations. I created a series of test questions (survey) and delivered it to family and friends. Feedback guided my design and revisions during the mockup and prototyping stages, and I was able to share the rough prototypes with those testers for feedback.

Persona 1: **Ellice**

Problem statement:

Ellice is an eco-tourist who needs a help finding a restroom because her destination isn't well signed.

"I enjoy travelling to foreign places, but the language barrier can be a challenge."

Ellice

Age: 34
Education: Some University
Hometown: Jacksonville, FL
Family: Single
Occupation: Volunteer

Goals
- Be a positive contributor to her locale
- Be eco-friendly
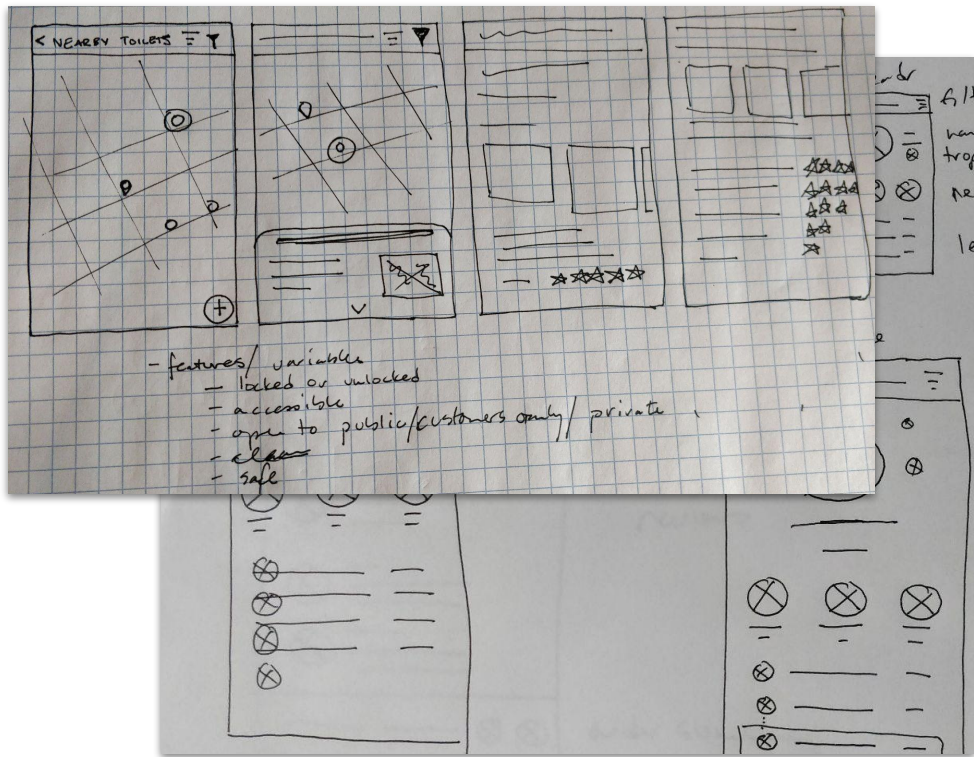- Find a restroom quickly

Frustrations
- Doesn't know the local language
- Doesn't like asking others and bothering the locals

Ellice is travelling and volunteering between careers to discover herself. She's new and slowly learning the language, but she doesn't like interrupting people and bothering them, especially for something embarrassing like finding a toilet.
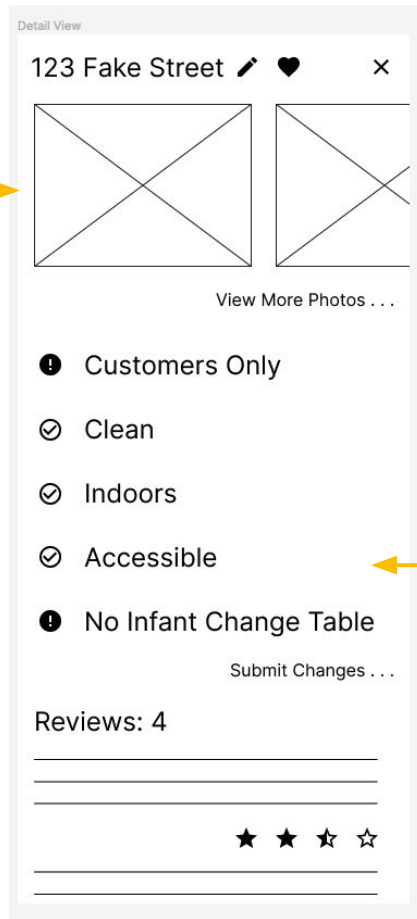
Google

Ideation

Ideation was a series of
quick sketches to generate
layouts and mockup ideas.
The focus was on quick,
easy use, with accessibility
and features at the fore.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

I wanted the most
important details visible for
any particular toilet,
followed by reviews and
feedback. The most
important details included
reference photos and
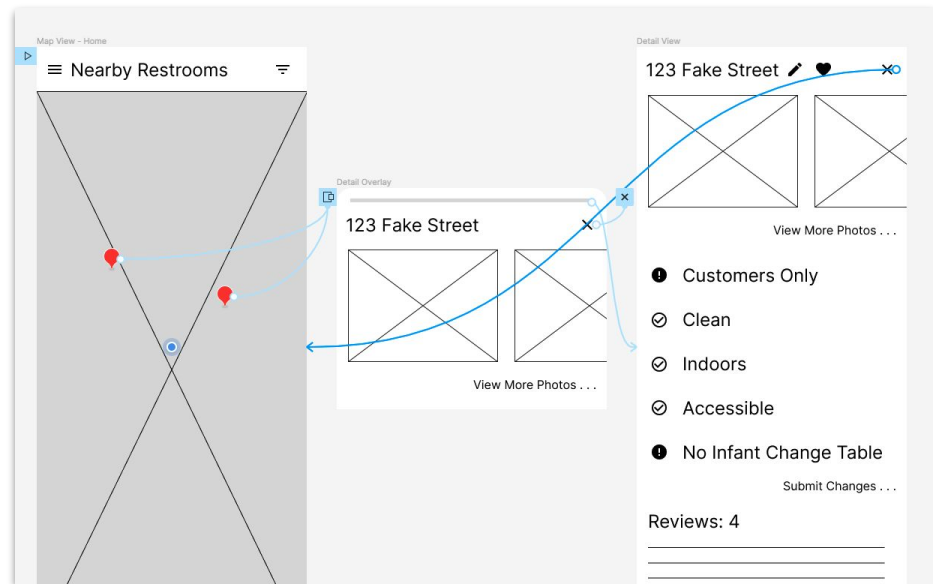whether the toilets were
accessible, open, etc.

Photos

Attributes

Detail View

123 Fake Street ✏ ❤   ✕

View More Photos . . .

❗ Customers Only

⊘ Clean

⊘ Indoors

⊘ Accessible

❗ No Infant Change Table

Submit Changes . . .

Reviews: 4

★ ★ ⯨ ☆

Low-fidelity prototype

Link to Prototype

https://www.figma.com/proto/GSbSoI2aQfEO0eJ4Kp3tD5/Toilet-FInder?node-id=9%3A51&scaling=scale-down&page-id=0%3A1&starting-point-node-id=9%3A51

Map View – Home

≡ Nearby Restrooms ☰

Detail Overlay

123 Fake Street ✕

View More Photos . . .

Detail View

123 Fake Street ✏ ♥ ✕

View More Photos . . .

❗ Customers Only

✓ Clean

✓ Indoors

✓ Accessible

❗ No Infant Change Table

Submit Changes . . .

Reviews: 4

Google

Usability study: parameters

Study type:

Unmoderated usability study

Location:

B.C., online

Participants:

2 participants

Length:

15 minutes

Google

Usability study: findings

There were a few surprise findings when testing the initial prototype.

1

Finding

Users preferred a map view over a list view.

2

Finding

Users cared more about photos than expected.

3

Finding

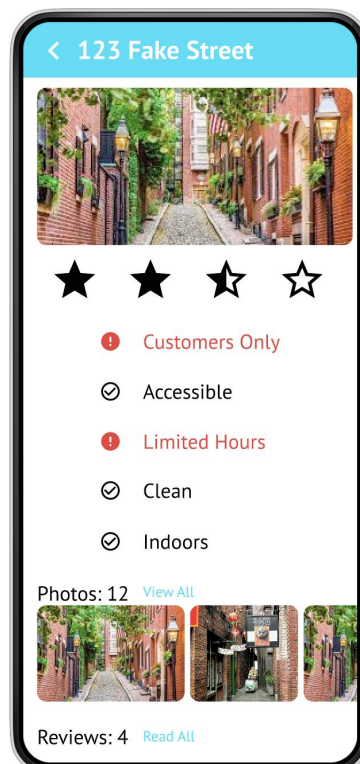Jumping to the map screen was more useful than showing a landing or homepage.
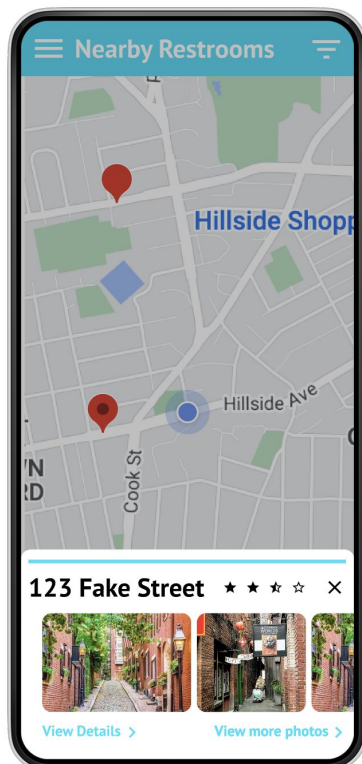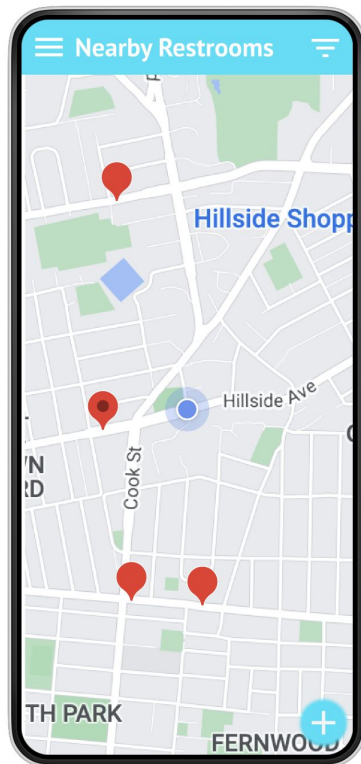
Google

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

Mockups

Translating the lo-fi prototype to a hi-fi mockup was straightforward, but I took the chance to change some styling, layout, etc., as well as add some components.
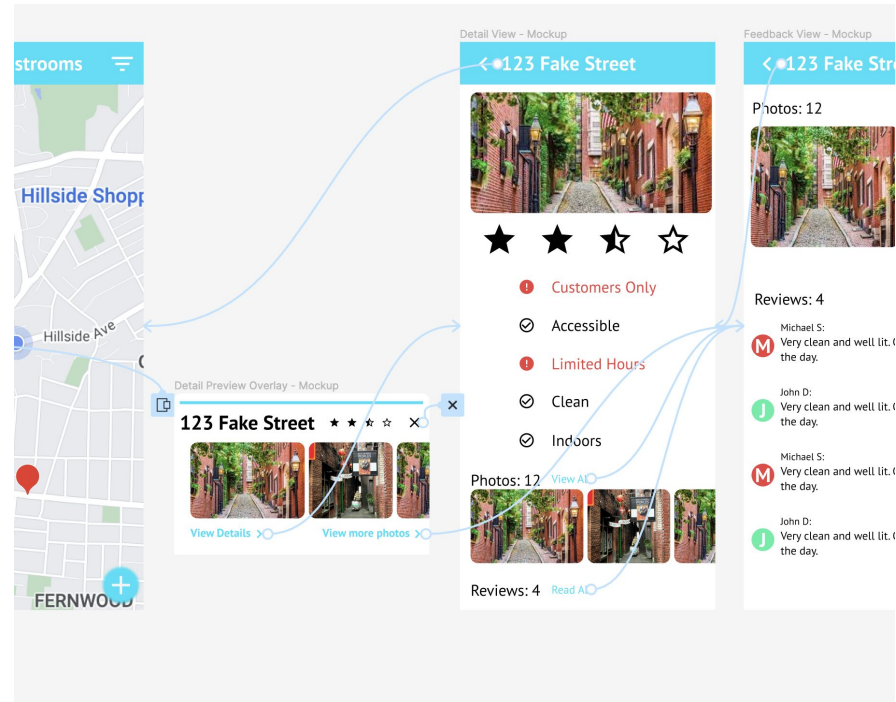

Lo-Fi

Hi-Fi Mockup

Google
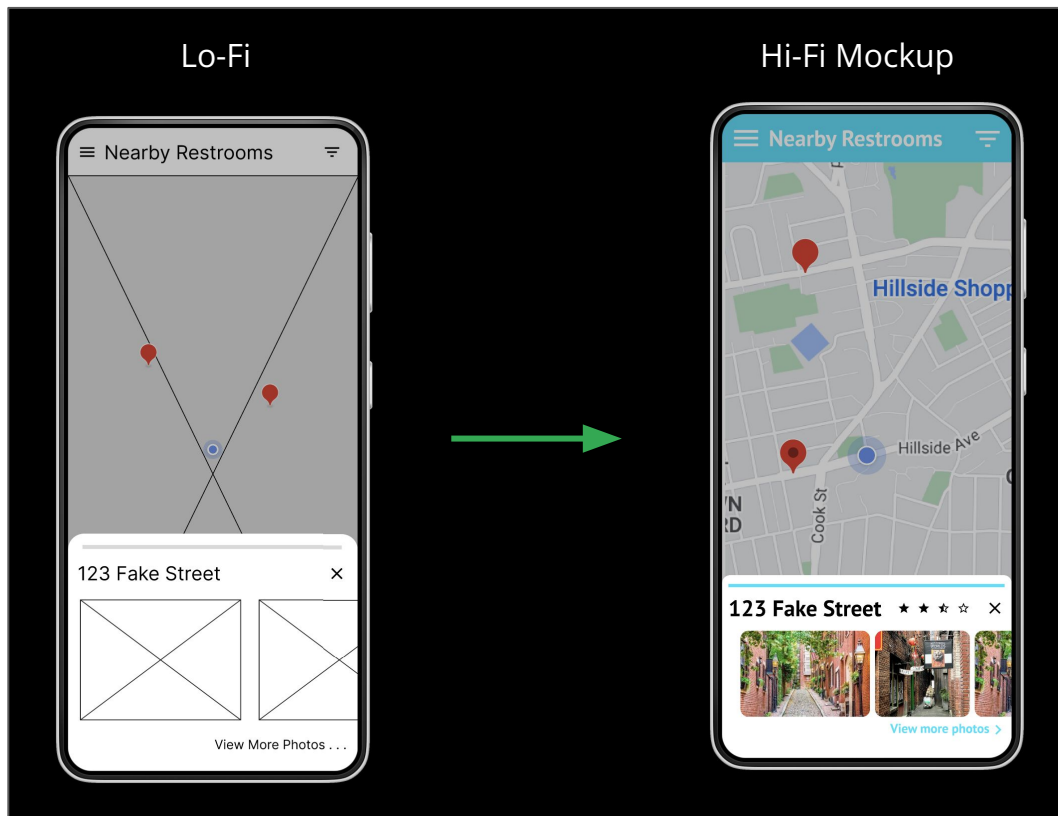
Mockups
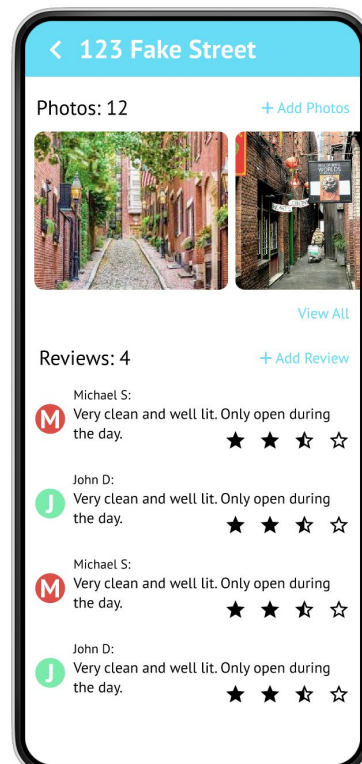
High-fidelity prototype

While wiring the prototype I discovered that some sections needed to be expanded and separated. Review and Photos were given their own section.

Accessibility considerations

1

Simple icons and graphical controls are much more useful than a text-heavy list design, even if it hides some info behind a few clicks or taps.

2

Simple voice controls would allow those with difficulty reading or using a screen the ability to use the app.
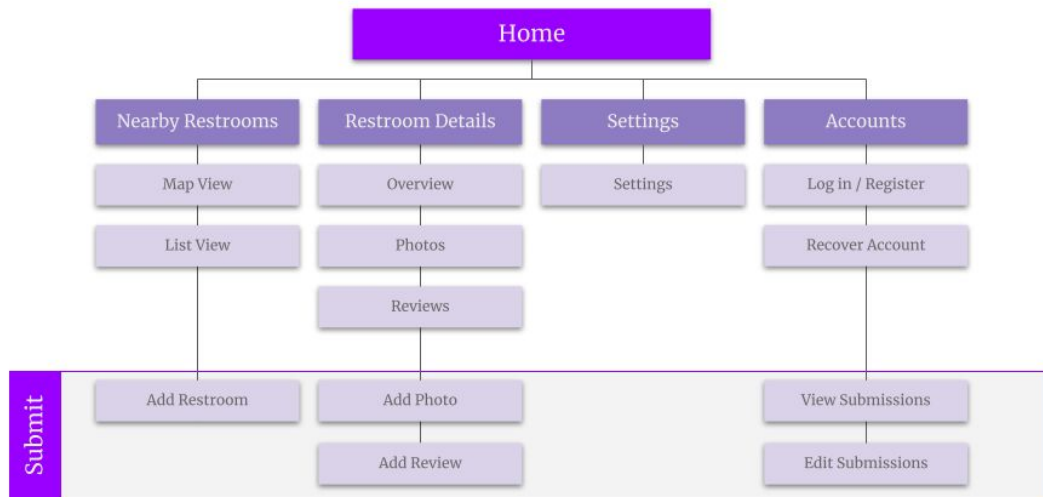
3

Common icons, like the gendered toilet icons, are useful even if they are not as inclusive.

Google

Responsive Design

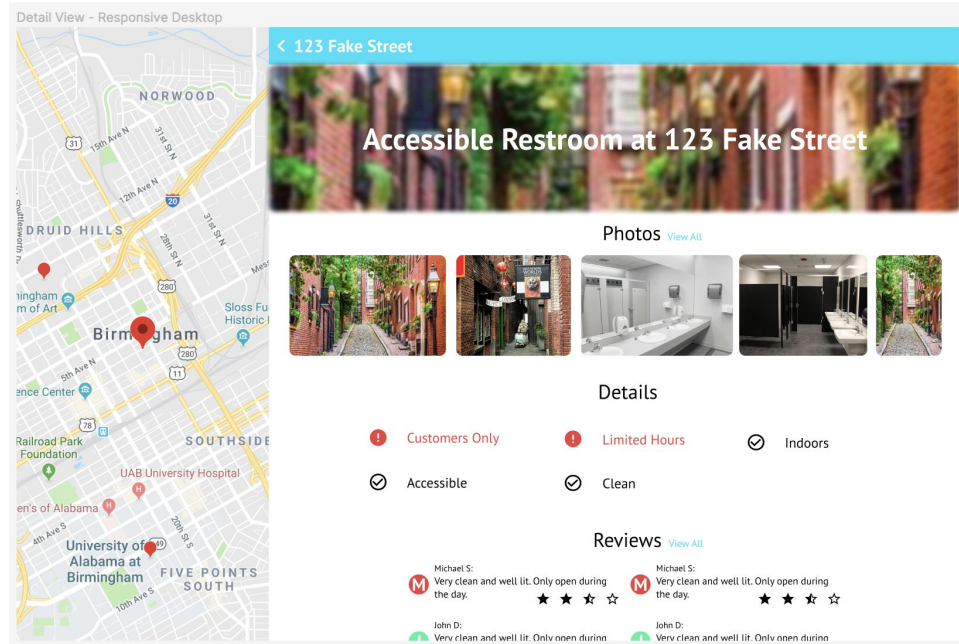- Information architecture
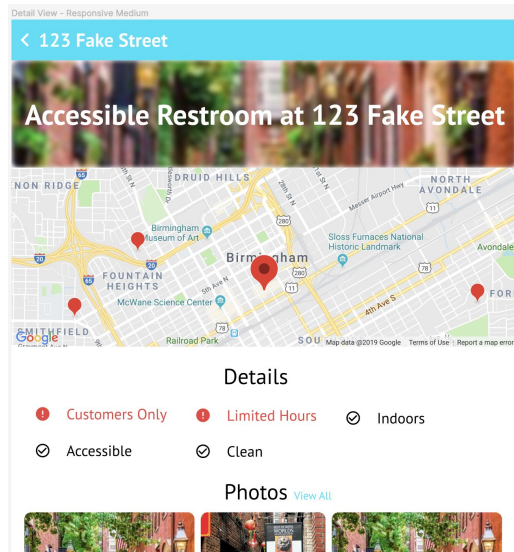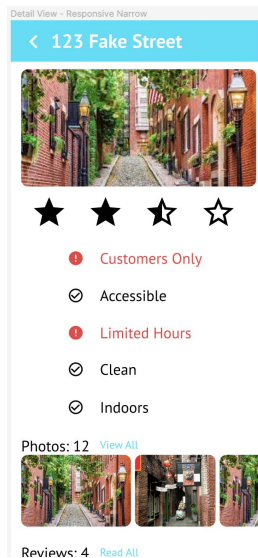- Responsive design

Google

Sitemap

The sitemap benefitted from a separate section for a user's submitted content, since everything is crowdsourced. A separate site for administration is not included in this map.

Google

Responsive designs

I added a map view and changed the layout as screen size increased from mobile to desktop.

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Being able to find a washroom anywhere is a valuable skill, and a handy app with a quick map view that uses little data would be useful for many people.

What I learned:

I learned that the design phase of a project is much easier than the development, testing, and marketing.

Next steps

1

The next step would be to fund some gig workers to find and add details about all the restrooms in my city.

2

Testing with tourists would add valuable, relevant feedback

3

Funding would allow the project to enter the development and marketing phases.

Google

Let's connect!

You can contact me for more details any time. All my contact details are available at tim.graboski.ca