Project Idea 1

Malaysia / Kuala Lumpur Travel Guide (Paper map+ digital map)

Explanation: We would like to try creating **illustrative paper maps** for the tourist spots and **digital maps for interactive mission games w**ith the tourist to increase the engagement of tourists and Malaysia. We hope this method could **increase the number of tourists visiting Malaysia**.





Campaign Name (A one month campaign)**:**

- **Notes from KL** (can change location)

Slogan:

- Try to evoke back main engagement in your app
- Want to jalan?
- One step at a time
- Walk the City, Write the Story
- Every Step Tells a Story
- The City Between Steps

Sketches			
WalkLah!	**Re:Route**	**Notes From KL**	**Too Hot To Walk**
			

Targeted Audiences:

Young Tourist and Malaysian

Problem framing:

Solve the problems that people keep mentioning it is hard to walk around kl

Paper Map and Digital Map content:

- Walk and find some spot that is suitable to walk around

- A small introduction of the spot and introduce the tourists what to get from the spot (hidden food, hidden activities)
- Digital Map same features but when clicking on the spot, they can see more real-life pictures

Graphic Design:

Posters to promote this event

Social Media to promote the activity and event, the newest event, and newest map to play with

Pre-journey:

Paper Map Kit:

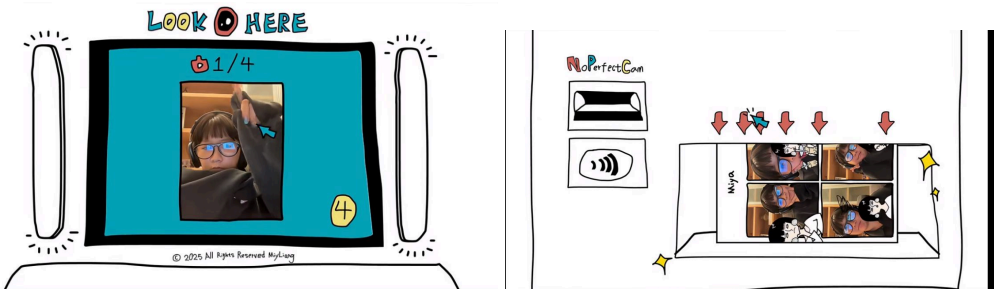
- Transparent Film Reversal Printing
- Paper Map
- Pen

Types of Merchandise (Freebies Kit): Limited redemption per person

- Box keeping these:
  - Sticker (Mascot) - pack
  - Bookmark
  - Postcard
  - Badge / embroidery patch
  - Memo pad
- Pay rm10 for mug (upgrade)

UI/UX Part:

- App
  - It can show digital maps that are being created without having paper maps.
  - Mission available by scanning available QR at the map location to get different freebies. Quantities will be limited
    -
  - Life 4 cuts available to take pictures at the spot, can print it out at the tourist place. (We imagined this) *References: Link



  - Mini games included to play if you are boring, puzzle matching (illustration of the map), food matching, language challenge
  - **Difference with Google Maps/Other Travel Apps:** an individual travel guide with malaysia related illustration that stands out, it will keep updating different travel guides on different spots.

Idea Development

Graphic Design

Colour Palette

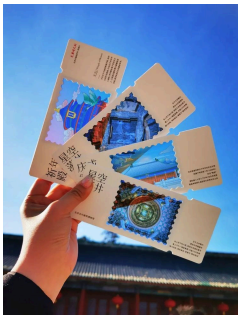
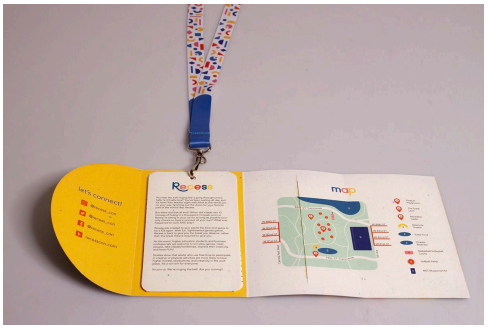
Typography

Paper Map Idea:

Problem:

We think that the **paper map will be thrown away** by the people after they finish the activity. Hence, we think that it is important to have a **different design of map** so that people will keep it with them.

Solution:

References				Descriptions
				For the paper map, we would like to make a window cover to protect the map. The cover will have a hole in the middle and looks like a frame. People can use it to take pictures when they arrive at the spot.
Sketch				

Mascot Idea:

We hope that we can make a memorable image and people will remember this character.
Melting ice cream

Mascot Name: Titi

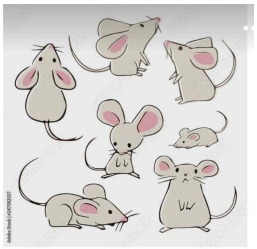
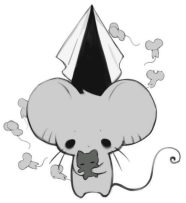
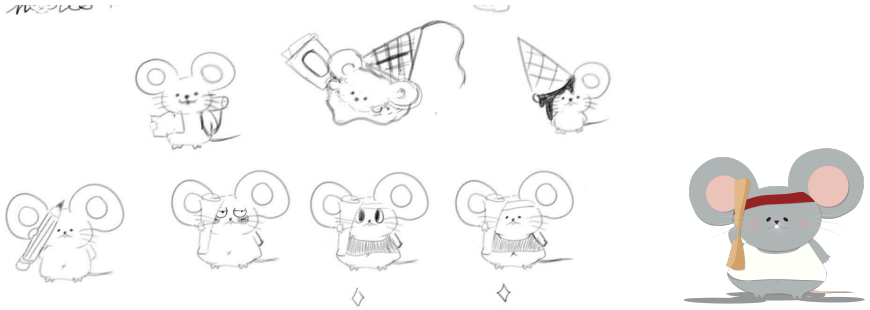
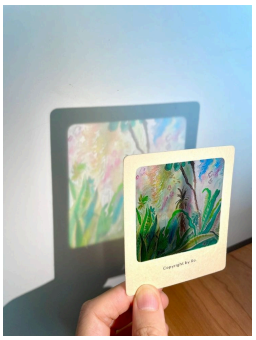
References	Descriptions
   	Titi is a rat mascot inspired by urban “jalan tikus” (hidden paths), representing curiosity and exploration through less obvious routes in Kuala Lumpur. It guides users to discover hidden spaces, encouraging slow and observant city walking.
Sketch	
	

Illustration Style Idea:

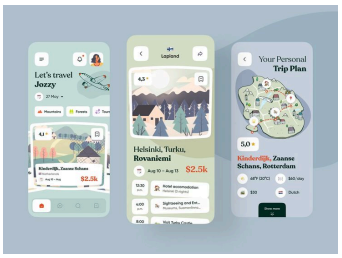
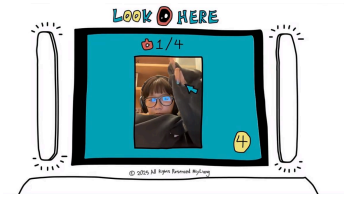
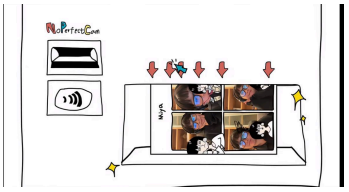
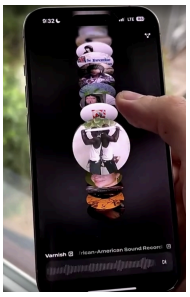
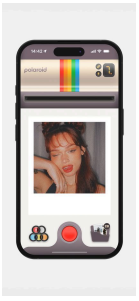
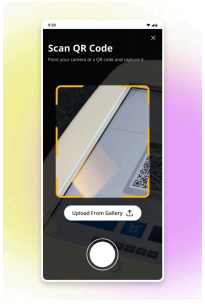
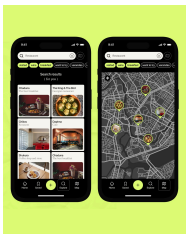
Illustration style is important and it needs to be consistent across all platforms. (Merchandise, map design, app design.)

References	Sketch	Descriptions
  		Illustration Style: ● Contrast Colour on the buildings ● Pencil's texture ● Draw out **all spots** that we think are **worth visiting** and place them on the map.

Merchandise Idea:

References				Descriptions
				
				
Sketch				

UI/UX

References	Sketch	Descriptions
		Visual references of the **UI layout and styles**
		**Life 4 cuts** available to take pictures at the spot, can print it out at the tourist place
		
 		**Stitch Features** Users scan location-based **QR codes** and take picture and upload to our database, becomes a shared **visual timeline**
		The paper map has a QR code, where users can scan the code using their **mobile device** to open the linked app for directions and mini games.
 		**Recommendation page** Users can search or explore nearby food, accommodation, attractions

App Structure Overview

The application is designed as a **campaign-based interactive platform** that supports the Kuala Lumpur walking experience. Users can access the app by scanning a **QR code** on the physical map, which opens a web-based app.

Web application: FlutterFlow

Access Plan (Plan A & Plan B)

- **Plan A: Web App (Primary Approach)**
  Users scan the QR code on the physical map, which **directly opens a web-based application** built using FlutterFlow.

- **Plan B: App Download Concept (Alternative Approach)**
  Users are directed to a **download page** after scanning the QR code, where they can view information about the app and access a download button. This simulates a native app experience for presentation purposes. However, due to project limitations, the app will not be officially published on app stores and will function as a prototype.

App Name:

1. **Home / Campaign Page**
   - Introduces the current **campaign (KL Walking)**
   - Provides the concept, duration, purpose of the activity
   - User start their journey from here

2. **Map / Routes Page (Core Feature)**
   - Displays curated walking routes
   - Categorised: food, aesthetic, chill routes
   - Each route includes key checkpoints, users can scan QR codes
   - Complete checkpoint button

     📍 **Location Tracking (Possible Feature)**
   - The app can optionally use **basic device GPS** to detect the user's current location and show a **"You are here"** indicator on the map. However, the main interaction does not depend on full real-time navigation. Instead, the experience is **primarily driven by QR code checkpoints**, making it more reliable and engaging for a walking campaign context.

3. **Photo Booth (Four Grid Feature)**
   - Take photo within the app ⟶ generate a four-grid composition
   - Can save into albums/share

4. **Stitch Page**
   - Scan location-based QR codes
   - Take picture and uploading to our database ⟶ becomes a shared visual timeline
   - Photos are organised chronologically to simulate the evolving "stitch" of each location over time.

5. **Explore/Recommendation Page**
    - Provides information: nearby food, accommodation, attractions

6. **Campaign Update System**
    - The app is designed as a **continuous platform** where new walking campaigns can be introduced over time, such as seasonal or cultural themes (e.g., Hari Raya, Chinese New Year, Deepavali).
    - Allows the system to remain active and adaptable beyond a single event.

7. **Completion Screen**

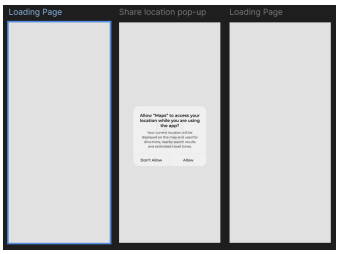
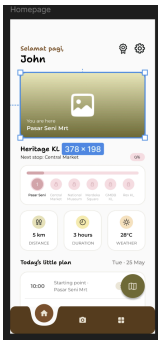
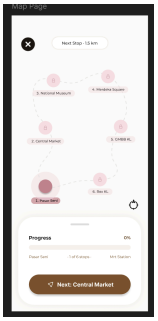
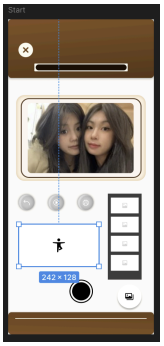
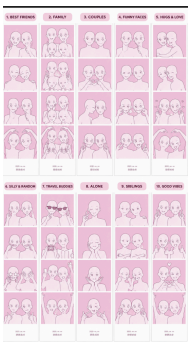
    - Completion Message
    - Route Completion Visual
    - Journey Summary (Stats)
    - Rewards / Freebies Unlock
    - Achievement Badge
    - Share & Social Feature
    - Next Action (Retention)

    *After completing all walking checkpoints, users are presented with a journey completion screen that summarizes their experience, celebrates achievement through visual feedback, and rewards them with both digital and physical incentives. This strengthens emotional satisfaction and encourages repeat participation in future campaigns.

Figma Link (Dev Mode): Link

FigJam Link: Link

Proposal Link: https://canva.link/cjuruymxdh14lby

Titi loading page animation assets		
Home map page (缩小版的map)		
Map page		
Completion map summary		
Frame example poses (use TiTi as the reference poses) ● Alone ● 2 friend/couple ● 4 family	 	

Walking Journey

Time: whole day (depend on your time)

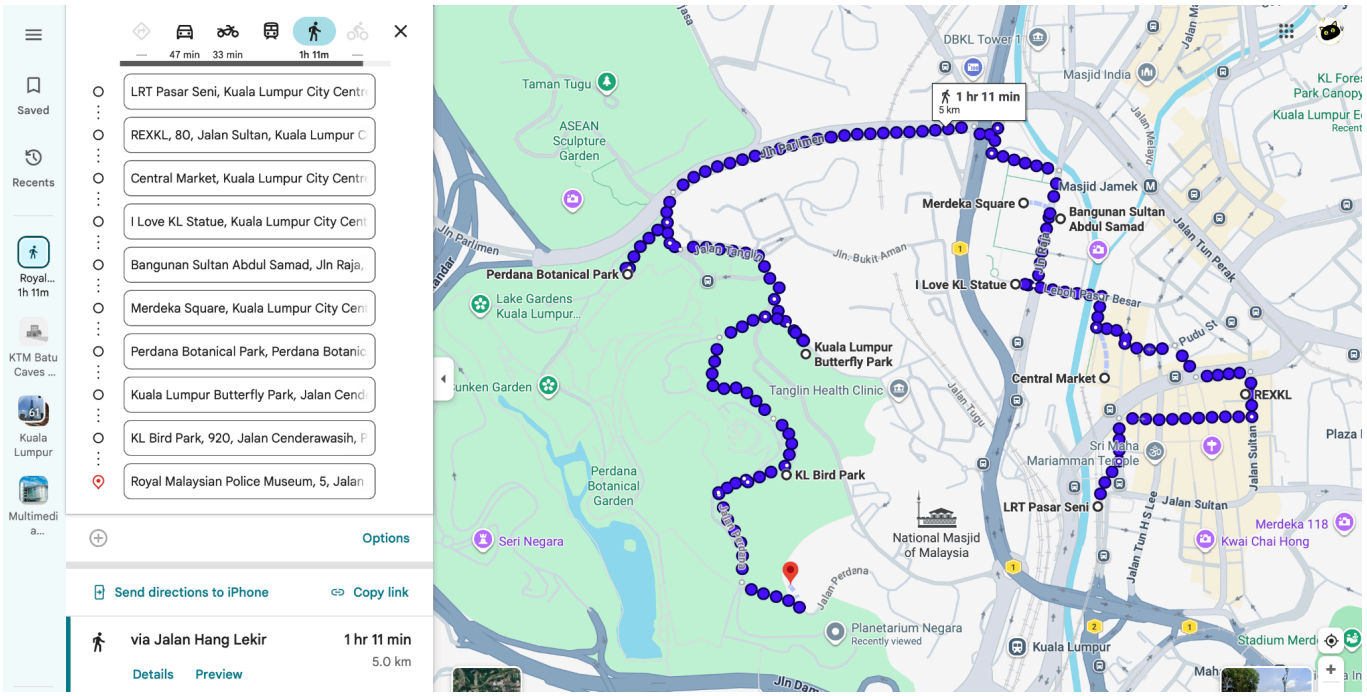
Location:

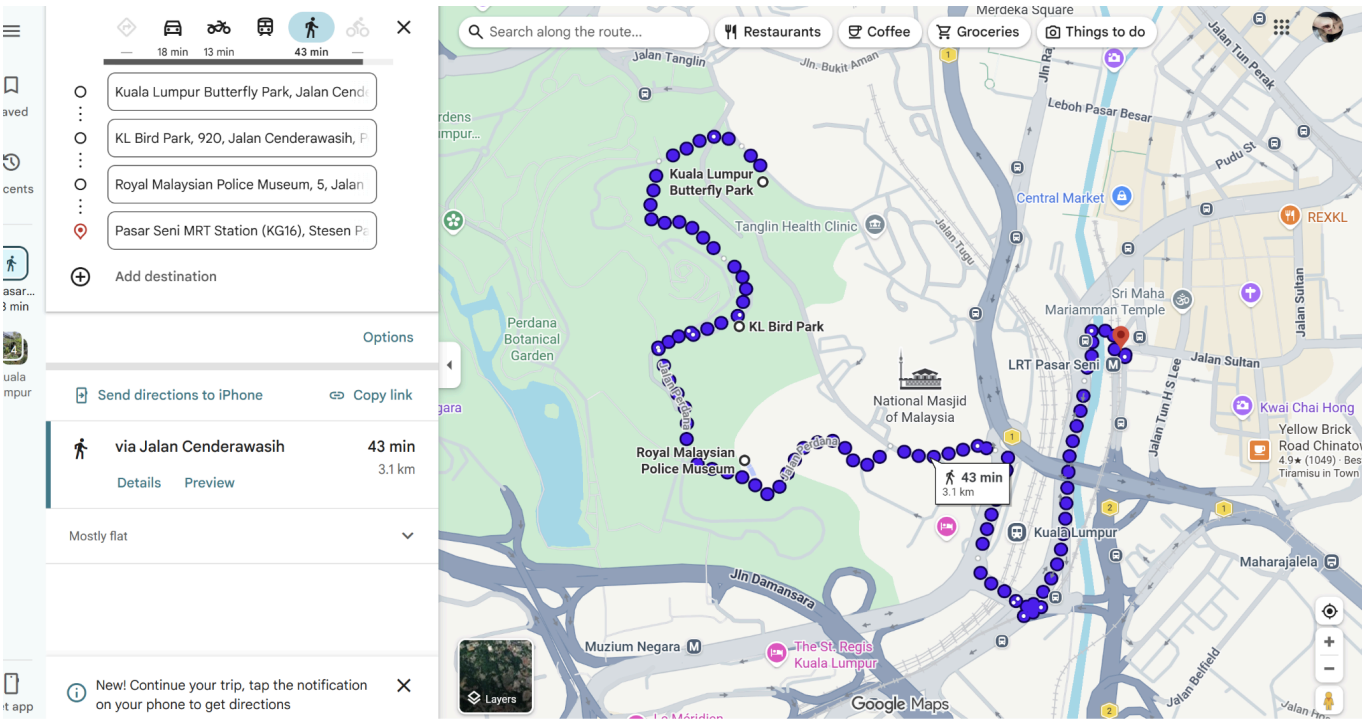
- Pasar Seni MRT
- Central Market
- Pejabat Pos Besar Lama
- River of Life
- Petaling Street
- Rex KL

- Rex KL

Schedule:

10:00AM - Start at Pasar Seni Mrt





User Journey Map

The user journey map illustrates the overall experience of users interacting with both the **physical paper map** and the **mobile application** throughout the walking campaign.

1. **Discover Campaign**
   (social media / posters / event booth)
2. **Receive Paper Map**
   (physical guide and collectible item)
3. **Scan & Open App**
   (digital navigation and interaction)

4. **Setup & Route Selection**
   (choose walking route)
5. **Walking Experience**
   (follow paper map + app navigation)
6. **Interactive Activities**
   (Life 4 Cuts, Stitch uploads)
7. **Journey Completion**
   (share memories and join campaigns)
8. **Reward Redemption / Freebies Collection**
   (receive freebies or rewards after successfully completing the walking journey)
9. **Return for Seasonal Campaigns**
   (Hari Raya / CNY / Deepavali updates)

TAYLOR'S UNIVERSITY
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THE DESIGN SCHOOL

PRJ64904 MAJOR PROJECT 1

BACHELOR OF DESIGN (HONS) IN

CREATIVE MEDIA

Project Title	Notes from KL
Group Member	Alicia Low Ker Chia (0376231), Aricia Man Yi Xuan (0375026)
Specialization	Graphic Design, UI/UX Design
Supervisor(s)	Ms Noranis Ismail
Date of presentation	19 June 2026

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1.0 Introduction

1.1 Project Background

With the increasing reliance on digital navigation, traditional paper maps are often overlooked despite offering a more engaging and exploratory way to experience a city. This project is inspired by the value of paper maps and aims to reintroduce them in a contemporary context through the campaign Notes from KL.

Kuala Lumpur is widely perceived as a city that is difficult to navigate on foot, leading to a strong dependence on motorised transport. This campaign seeks to challenge that perception by encouraging both young tourists and Malaysians to rediscover the city through walking, highlighting accessible routes, hidden spots, and local experiences.

Graphic design plays a crucial role in shaping the visual identity and communication of the campaign. Through the use of posters, illustrated maps, and merchandise, it helps create a distinctive and engaging experience that attracts attention and encourages participation. At the same time, UI/UX design extends the campaign into the digital space by providing an interactive platform where users can access maps, discover locations in greater detail, and participate in activities such as missions and mini-games.

Together, graphic design and UI/UX design ensure that the campaign is not only visually compelling but also functional and accessible, bridging both physical and digital experiences to promote walking as a meaningful way to explore Kuala Lumpur.

1.2 Problem Statement

Kuala Lumpur is commonly perceived as a city that is not walkable, discouraging both tourists and locals from exploring it on foot. Existing navigation tools primarily focus on efficiency rather than experience, offering limited guidance on walkable routes, hidden locations, or culturally rich spots. This creates a gap in user experience, where exploration feels transactional rather than engaging or memorable.

From a design perspective, there is a lack of map-based solutions that successfully integrate functionality with aesthetic appeal and storytelling. Designing an effective paper map presents several challenges, including the need to physically explore and verify walkable routes before translating them into clear, user-friendly visuals. In addition, the map must adopt a compelling illustration style and narrative structure that encourages users to keep and reuse it, rather than discard it as a temporary guide.

On the digital side, there is also a need to enhance interactivity and accessibility by providing richer visual content, intuitive navigation, and engaging features that complement the physical map. Therefore, this project aims to address the challenge of creating a cohesive graphic design and UI/UX solution that improves usability, promotes walkability, and delivers an immersive and meaningful exploration experience of Kuala Lumpur.

2.0 Project Objectives

2.1 Project Goals

The main goal of this project is to improve the walking experience in Kuala Lumpur by turning it into a guided and interactive journey.

In terms of graphic design, the goal is to develop a visually compelling paper map that combines clear navigation with strong illustration and storytelling. The map is designed not only as a functional guide, but also as a collectible item that users will want to keep. Supporting materials such as posters, social media content, and merchandise further enhance the campaign's visual identity and appeal.

From a UI/UX perspective, the project aims to extend the experience into a digital platform by creating an interactive map that provides additional information, real-life visuals, and engaging features such as missions and mini-games. This enhances usability, accessibility, and user interaction, allowing users to explore Kuala Lumpur in a more dynamic and personalised way.

Overall, the project seeks to bridge physical and digital experiences, improve user engagement, and promote walking as a viable and enjoyable way to navigate Kuala Lumpur.

2.2 Scope & Deliverables

This project includes both digital and physical design components across web and mobile platforms.

- **Platforms:**

- Mobile-friendly website / app

- **Deliverables:**

- User research insights (problem analysis & user needs)
- User journey map
- Wireframes (low-fidelity + high-fidelity)
- Interactive UI prototype (Figma, etc.)
- Printed walking map design (graphic design output)
- QR-based interaction system linking physical map to digital platform
- Mini game UI designs (gamification features)
- Branding system (logo, mascot, colour palette, typography)
- Merchandise mockups (stickers, stamp cards, etc.)

3.0 Brand Identity Framework

3.1 Brand Purpose

Notes from KL exists to encourage people to rediscover Kuala Lumpur through walking, transforming the city into a more accessible, experiential, and story-driven environment. It aims to shift the perception of KL from a transport-dependent city into one that can be meaningfully explored on foot.

3.2 Brand Vision, and Mission

Brand Vision

- To become a creative urban exploration platform that redefines how people experience cities in Malaysia through walking, storytelling, and design.

Brand mission

- To promote walking as a meaningful and enjoyable way to explore Kuala Lumpur
- To highlight hidden gems, local culture, and overlooked urban spaces,
- To design both physical and digital tools that enhance city exploration

3.3 Brand Values

Value	**How It Will Be Shown**
1. Exploration	Users are guided through hidden routes and curated walking paths that encourage discovery beyond main tourist areas.
2. Accessibility	The map and app provide clear, easy-to-use navigation that makes walking in KL more approachable for everyone.
3. Reconnection	Story-driven locations help users reconnect with the city by noticing places they usually overlook.
4. Engagement	Interactive features such as mini-games and life4cuts encourage users to actively participate in the experience.
5. Slow Experience	Routes are designed to prioritise walking and observation, encouraging users to explore the city at a slower pace.

3.4 Brand Positioning

For tourists and Malaysians who enjoy exploring cities, Notes from KL is a hybrid urban exploration campaign that encourages people to rediscover Kuala Lumpur through illustrated walking maps and interactive digital experiences.

Notes from KL is positioned as a design-driven city exploration campaign that promotes walking as a meaningful way to experience Kuala Lumpur. It is different from conventional navigation tools because it focuses on exploration rather than efficiency, combining hand-drawn paper maps, digital interaction, and storytelling elements. Through hidden routes, local discoveries, and interactive activities, the campaign creates a more engaging, memorable, and personal city exploration experience.

3.5 Brand Personality, Voice and Tone

Area	Campaign Direction
Personality	It would be a calm and observant companion who gently encourages people to slow down and notice the city. It is curious, thoughtful, and quietly guiding, always noticing small details others may miss.
Voice	The campaign speaks in a simple, clear, and human voice, like short notes in a travel sketchbook. It shares observations rather than instructions.
Tone	The tone is warm, calm, and slightly reflective, encouraging curiosity and slow exploration without pressure.

3.6 Brand Story

Kuala Lumpur is often experienced as a city of movement through vehicles, where destinations are prioritized over the journey itself. Many of its streets, corners, and hidden spaces remain unnoticed when viewed only through digital navigation tools.

Notes from KL was created as a response to this gap. Inspired by the simplicity and charm of paper maps, the project reimagines city exploration as a slow and intentional experience. It invites users to step away from fast navigation and rediscover KL through walking, observation, and personal discovery.

Each map becomes a “note” from the city—capturing routes, stories, and moments that are often overlooked, encouraging people to see Kuala Lumpur not just as a place to pass through, but a place to experience.

3.7 Big Idea and Tagline

Area	My Campaign Draft
Big Idea	*Every step is a note from the city.* This campaign is built on the idea that exploring Kuala Lumpur on foot is not just about moving from one destination to another, but about noticing and "recording" the city through each step taken. Every walking journey becomes a way of collecting small observations, experiences, and hidden stories that are often missed when using fast navigation tools. Through illustrated paper maps and a supporting digital platform, the campaign transforms walking routes into a narrative experience, where each location acts like a "note" in a larger story of the city. This allows users to slowly discover Kuala Lumpur in a more personal, reflective, and engaging way, rather than simply travelling through it.
Tagline	Walk the City, Write the Story
Main Message	

3.8 Campaign Unique Selling Points

- A hybrid physical + digital walking map system that encourages real-world exploration of Kuala Lumpur
- Focuses on walkable hidden routes and local experiences, rather than standard tourist attractions
- Strong emphasis on illustrated hand-drawn map design, making the map collectible rather than disposable
- Integrates interactive UI/UX features such as missions, QR-based activities, and mini-games
- Introduces a story-driven exploration experience through mascot-led navigation and narrative mapping

3.9 Campaign Unique Value Proportions

Notes from KL transforms Kuala Lumpur into an interactive, story-driven walking experience by combining illustrated paper maps with a digital exploration platform, encouraging users to rediscover the city through hidden routes, local stories, and meaningful walking journeys.

4.0 User Research

4.1 Target Audience & Personas

Geographic Segmentation:

- Primary focus: Kuala Lumpur, Malaysia
- Secondary expansion: other urban areas in Malaysia (e.g. Selangor, Penang, Johor Bahru)
- Target includes both local residents and international tourists visiting urban Malaysian cities

Demographic Segmentation:

- Age: All age groups (primary focus: 7–35 years old)
- Gender: All genders
- Occupation:
    - Students
    - Young working adults
    - Family
    - Tourists / travel enthusiasts
- Tech usage:
    - High smartphone dependency
    - Familiar with digital maps and social media platforms

Psychographic Segmentation:

- Interested in experiential and interactive city exploration
- Value aesthetic and visually engaging design (illustrations, maps, graphics)
- Enjoy discovering hidden gems, local food, and unique urban experiences
- Prefer shareable and social-media-friendly moments
- Seek more meaningful and personalised travel experiences beyond mainstream tourism
- Open to slow travel and walking-based exploration

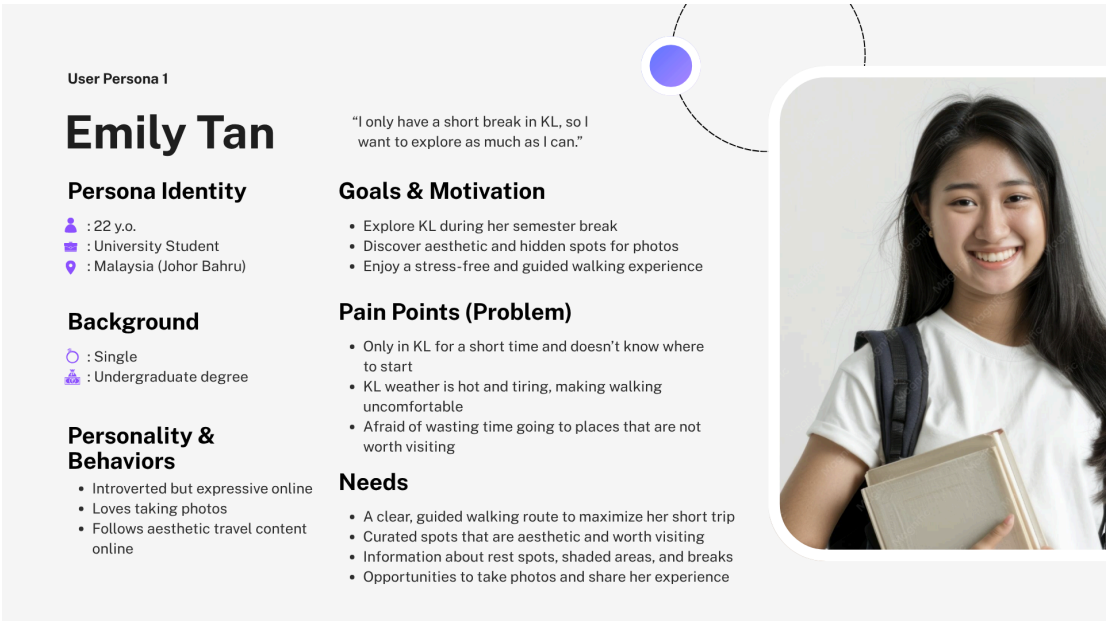


Fig.4.1.1 User Persona #1

User Persona 2

Aoran Michael

"I don't just want to see KL, I want to experience it in a fun and local way."



Persona Identity

: 26 y.o.
: Freelance Content Creator
: America

Background

: Married
: Freelancer

Personality & Behaviors

- Adventurous
- Open-minded
- Prefers self-guided exploration over group tours

Goals & Motivation

- Explore cities in a more local and authentic way
- Capture unique photos and videos for content
- Experience something different from usual travel apps

Pain Points (Problem)

- Not familiar with KL streets and landmarks
- Walking routes are unclear and sometimes inconvenient
- Information is scattered across different platforms

Needs

- Clear, easy-to-follow walking routes
- Interactive checkpoints and engaging content
- Aesthetic and shareable experiences

Fig.4.1.2 User Persona #2

User Persona 3

Daniel Lim

"I just want a simple and safe way to explore the city with my kids without worrying about getting lost or them getting tired too quickly."



Persona Identity

: 38 y.o.
: Sales Manager
: Klang Valley, Malaysia

Background

: Married with 2 kids (age 3 & 6)

Personality & Behaviors

- Enjoys capturing family moments during trips
- Responsible
- Family-oriented person

Goals & Motivation

- Wants to spend quality time with his family during weekends or holidays
- Looking for safe, easy walking routes suitable for children
- Wants to create fun memories with kids

Pain Points (Problem)

- Kids get bored easily during long walks
- Difficulty finding family-friendly walking routes in KL

Needs

- Prefers flat and smooth walking paths
- Photo features for capturing and sharing family memories
- Fun interactive elements to keep children engaged during walks

Fig.4.1.3 User Persona #3

4.2 User Journey & Problem Identification

The user journey map was developed to understand how different target users interact with the “Notes from KL” campaign experience through both the physical paper map and the mobile application. The journey map helps identify users’ behaviors, emotions, touchpoints, expectations, and challenges throughout the walking experience.

The campaign combines physical and digital interactions, where users receive a collectible walking map while also using the mobile application for navigation, interactive activities, photo-sharing features, and reward redemption. Through this process, the journey map allows the project to better understand user needs and improve the overall walking experience for different types of users.

The following user personas were selected to represent the **main target audiences** of the campaign:

- University students
- Tourists
- Families with children



Fig.4.2.1 User Journey Map #1

User Persona 1 — Emily Tan

- **Description**
  Emily Tan is a 22-year-old university student from Johor Bahru who enjoys exploring aesthetic places and taking photos during her trips. She prefers stress-free and guided experiences, especially during short visits to Kuala Lumpur.

Problem Identification

- Limited knowledge of suitable walking routes in Kuala Lumpur
- Hot weather and long walking distances may reduce comfort
- Fear of wasting time visiting places that are not worth exploring
- Needs a guided and curated experience for short trips



Fig.4.2.2 User Journey Map #2

User Persona 2 — Aoran Michael

- **Description**
  Aoran Michael is a 26-year-old freelance content creator from America who enjoys exploring cities independently while capturing unique travel content for social media platforms.

Problem Identification

- Unfamiliar with Kuala Lumpur streets and landmarks
- Difficulty finding hidden local attractions
- Information scattered across different platforms
- Needs a more interactive and engaging exploration experience



Fig.4.2.3 User Journey Map #3

User Persona 3 — Daniel Lim

- **Description**
  Daniel Lim is a 38-year-old sales manager from Klang Valley who enjoys spending quality family time during weekends and holidays.

Problem Identification

- Difficulty finding safe and child-friendly walking routes
- Children may become bored during long walking sessions
- Concerns about tiring routes and route accessibility
- Needs engaging activities to maintain children's interest throughout the journey

4.2.1 Problem Identification

Based on the user journey analysis, several key problems were identified across all personas:

- **Navigation Confusion**
  Users may feel uncertain when transitioning between the paper map and mobile app, especially first-time users.
- **Weather and Physical Fatigue**
  Kuala Lumpur's hot climate may reduce walking comfort and affect user engagement.
- **Limited Engagement for Children**
  Family users need more interactive elements to keep children engaged throughout the journey.
- **Content Limitations**
  Users, especially creators, may require more diverse and customizable photo features for sharing content.
- **Awareness of Rewards System**
  Some users may not fully understand where and how to redeem freebies after completing the journey.
- **Accessibility Concerns**
  Certain routes may not be suitable for strollers or elderly users without proper guidance

5.0 Ideation & Concept Development

6.1 Initial Design Concept

The application is designed as a **campaign-based interactive platform** that supports the Kuala Lumpur walking experience. Users can access the app by scanning a **QR code** on the physical map, which opens a web-based app.

Access Plan

- **Web App**
  Users scan the QR code on the physical map, which **directly opens a web-based application** built using FlutterFlow.

1. **Home / Campaign Page**
   - Introduces the current **campaign (KL Walking)**
   - Provides the concept, duration, purpose of the activity
   - User start their journey from here

2. **Map / Routes Page (Core Feature)**
   - Displays curated walking routes
   - Categorised: food, aesthetic, chill routes
   - Each route includes key checkpoints, users can scan QR codes
   - Complete checkpoint button
   - Location Tracking

3. **Photo Booth (Four Grid Feature)**
   - Take photo within the app and generate a four-grid composition
   - Can save into albums/share

4. **Stitch Page**
   - Scan location-based QR codes
   - Take picture and uploading to our database, it will become a shared visual timeline
   - Photos are organised chronologically to simulate the evolving “stitch” of each location over time.

5. **Explore/Recommendation Page**
   - Provides information: nearby food, accommodation, attractions

6. **Campaign Update System**
   - The app is designed as a **continuous platform** where new walking campaigns can be introduced over time, such as seasonal or cultural themes (e.g., Hari Raya, Chinese New Year, Deepavali).
   - Allows the system to remain active and adaptable beyond a single event.

7. **Completion Screen**
   - Completion Message
   - Route Completion Visual
   - Journey Summary (Stats)
   - Rewards / Freebies Unlock
   - Achievement Badge
   - Share & Social Feature
   - Next Action (Retention)

   *After completing all walking checkpoints, users are presented with a journey completion screen that summarizes their experience, celebrates achievement through visual feedback, and rewards them with both digital and physical incentives.

6.2 Concept Selection

The final concept focuses on encouraging users to **explore Kuala Lumpur** through walking routes while participating in interactive activities within the app. Users begin their journey by **scanning a QR code** printed on the **physical map**, which **directs them to the web application**. The app then serves as a **companion** throughout the journey by providing route information, checkpoint tracking, photo-taking features, community interaction, and reward collection.

The selected design includes several key features:

- **Homepage:** route information, map and navigation
- **Life Shots page:** take photo in 4 grid layout
- **Stitch page:** take photo at the specific location to “stitch” the location over time; AI recognition of the buildings, showing the related information
- **Map page:** checkpoints and recommendations
- **Settings:** Campaign update system, rewards and achievements

Overall, the selected concept fulfills the project's objective of promoting **walkability, cultural exploration, community engagement, and memorable experiences** within **Kuala Lumpur** through a combination of physical and digital touchpoints.

6.0 Information Architecture & User Flows

6.1 Site Map / App Map



Fig.6.1.1 Site Map

6.2 User Flow Diagrams

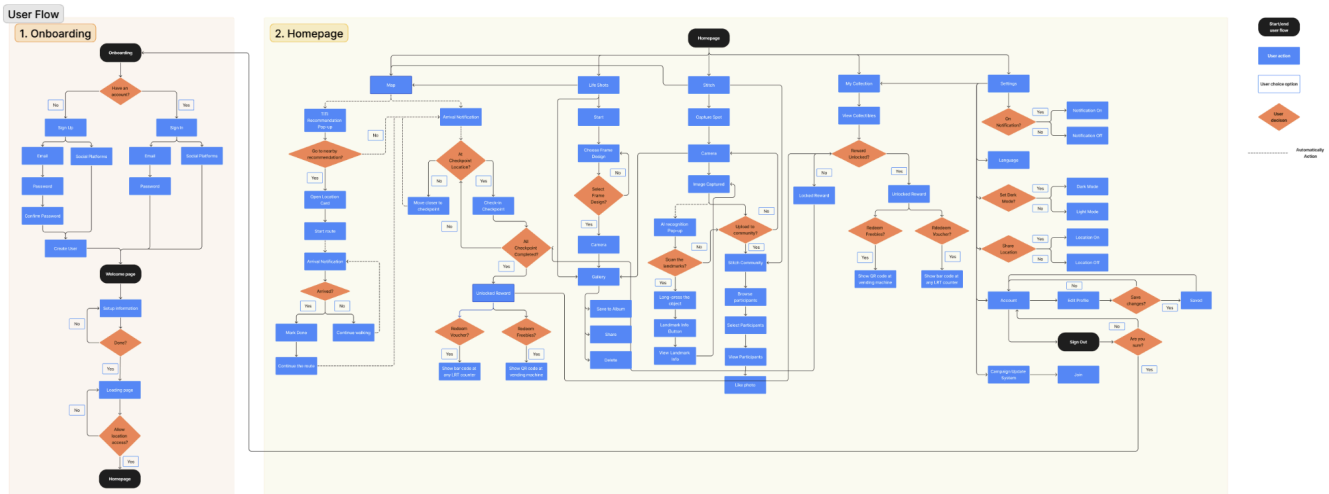


Fig.6.2.1 User Flow Diagrams

FigJam Link: [click here]

7.0 Wireframe

7.1 Low-fidelity Wireframes

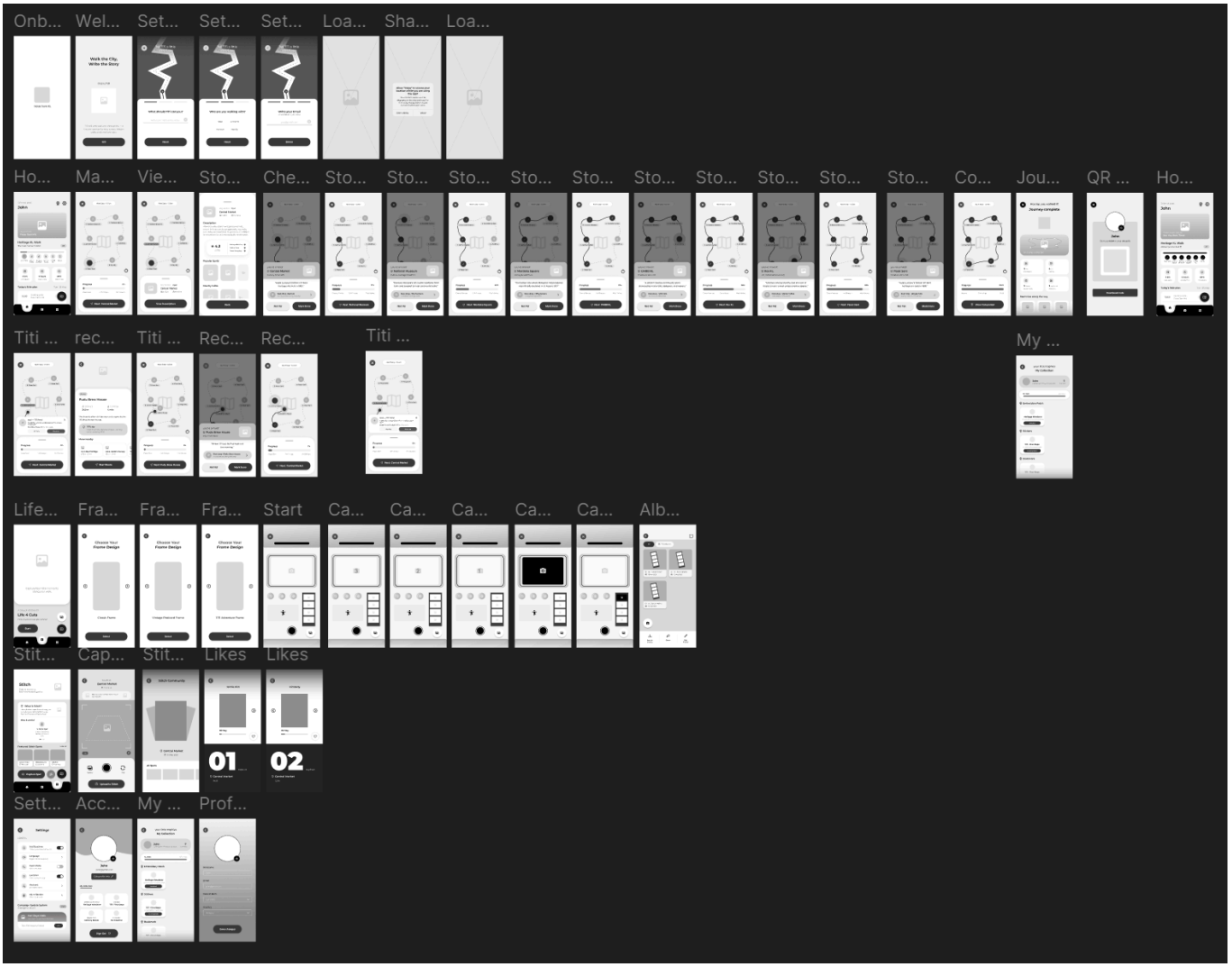


Fig.7.1.1 Lo-Fi Overview

Figma Link: [click here]

7.2 High-fidelity Wireframes

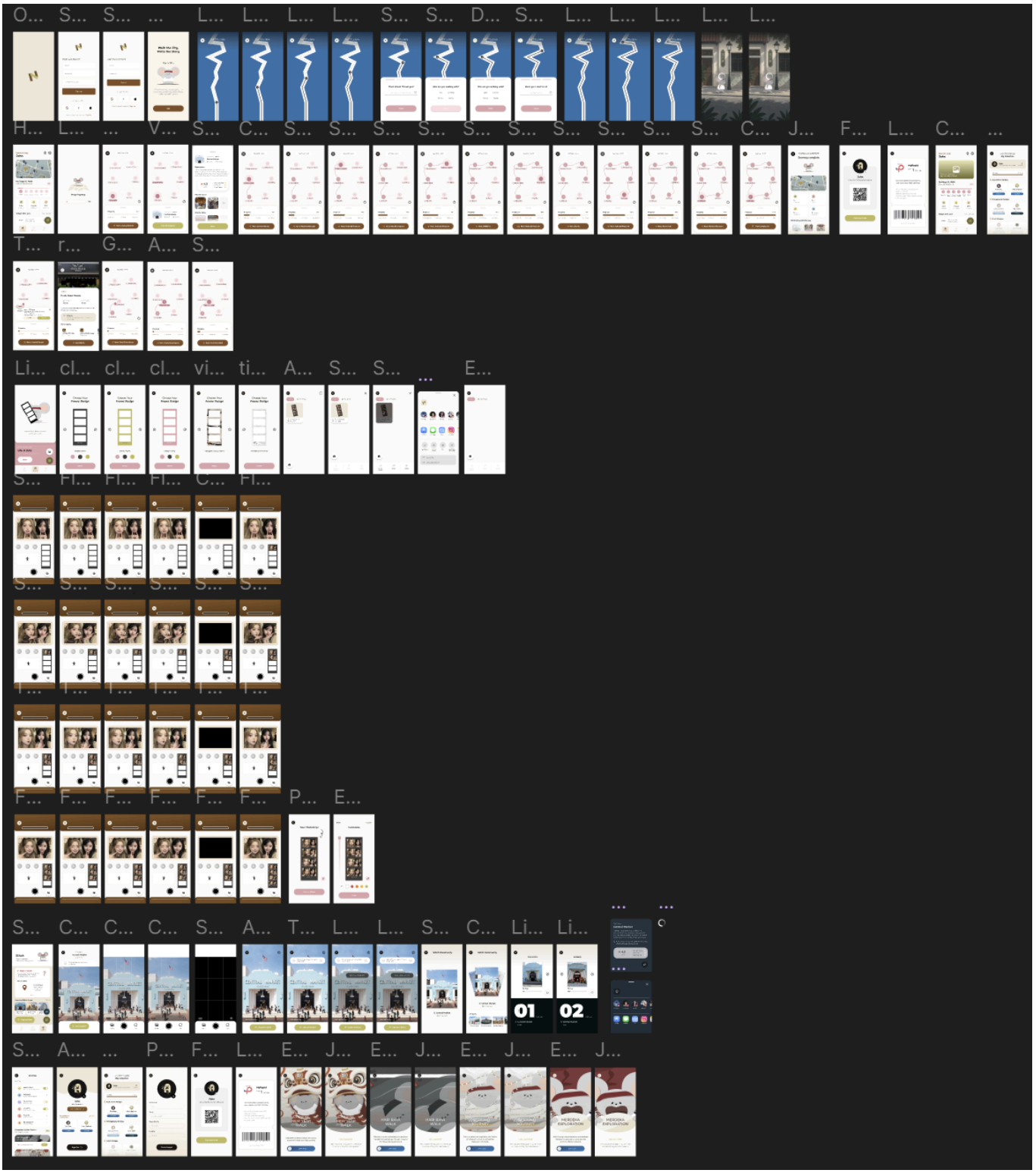


Fig.7.2.1 Hi-Fi Overview

Figma Link: click here

8.0 Prototyping

8.1 Interactive Prototype

The prototype was developed using Figma and designed to demonstrate the navigation flow, user interactions, and key functionalities of the proposed system. The interactive prototype allows users to experience the complete walking journey, beginning from the onboarding process and continuing through route exploration, checkpoint completion, community participation, and reward collection. Interactive transitions, buttons, and navigation elements were incorporated to provide a realistic representation of the final application.

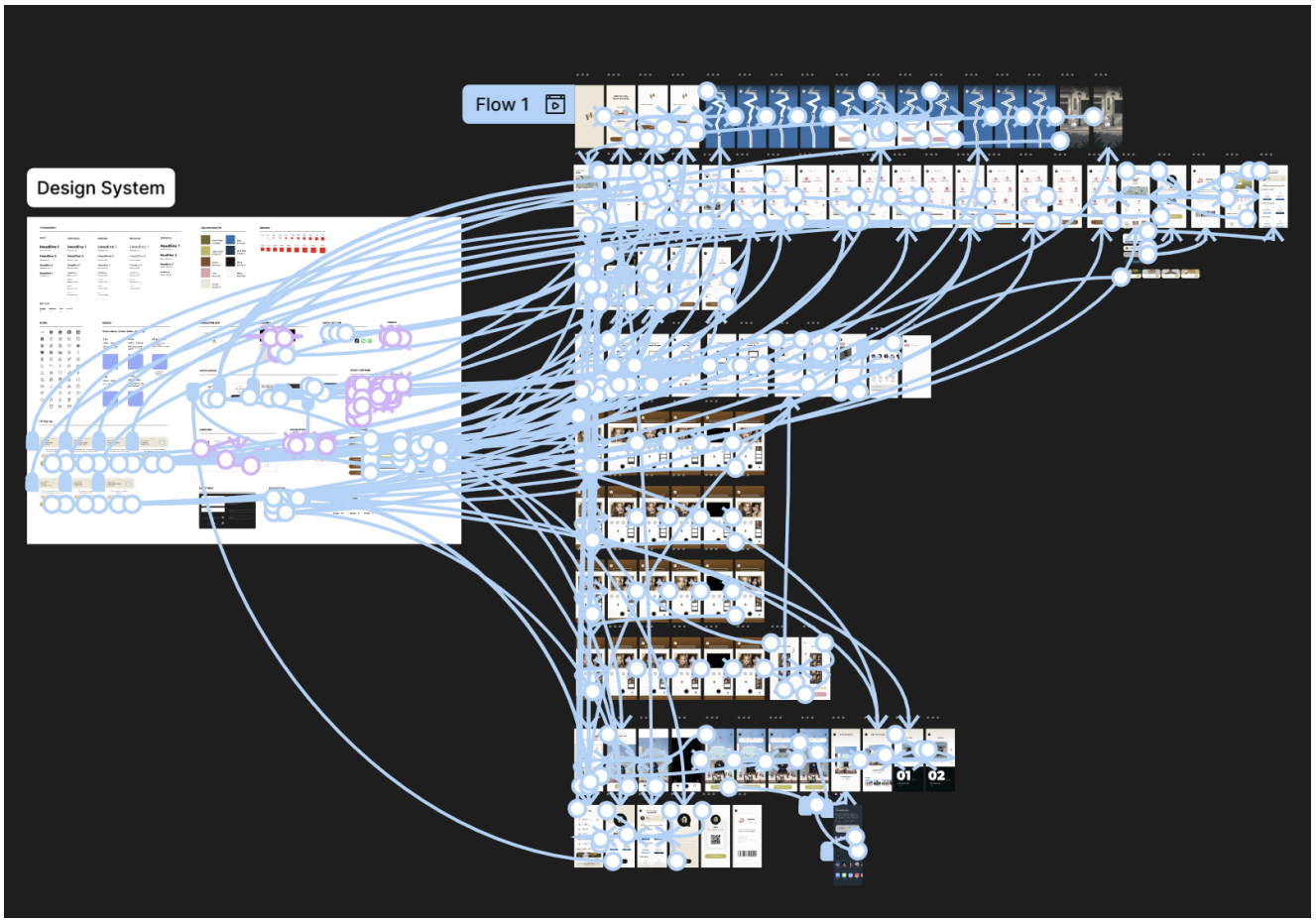


Figure 8.1 Interactive Prototype Screens

8.2 Prototype Features

The interactive prototype consists of several key features designed to enhance user engagement throughout the walking campaign experience.

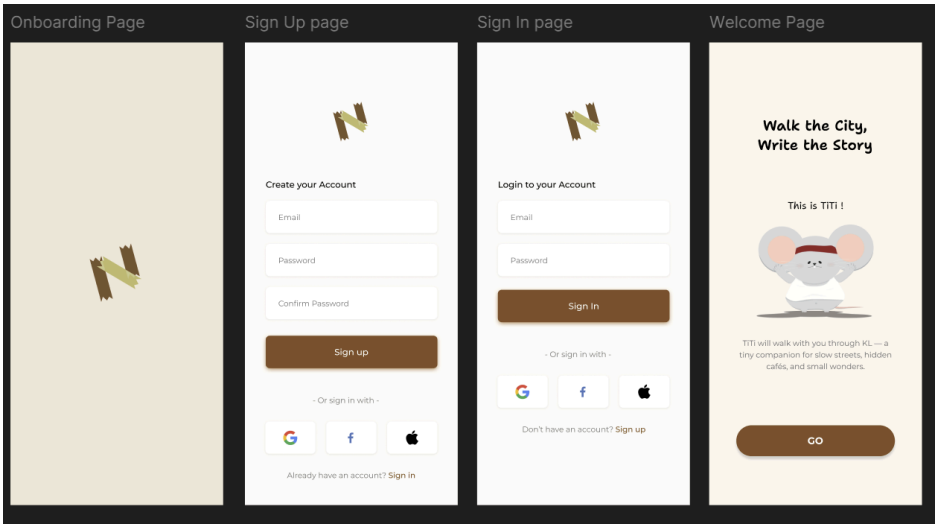


Fig.8.2.1 Onboarding to Welcome page

Onboarding, Sign up/SIgn in, Welcome page

Introduces the application and provides users with a simple entry point to begin their journey. Users need to sign up for an account to personalize their journey.

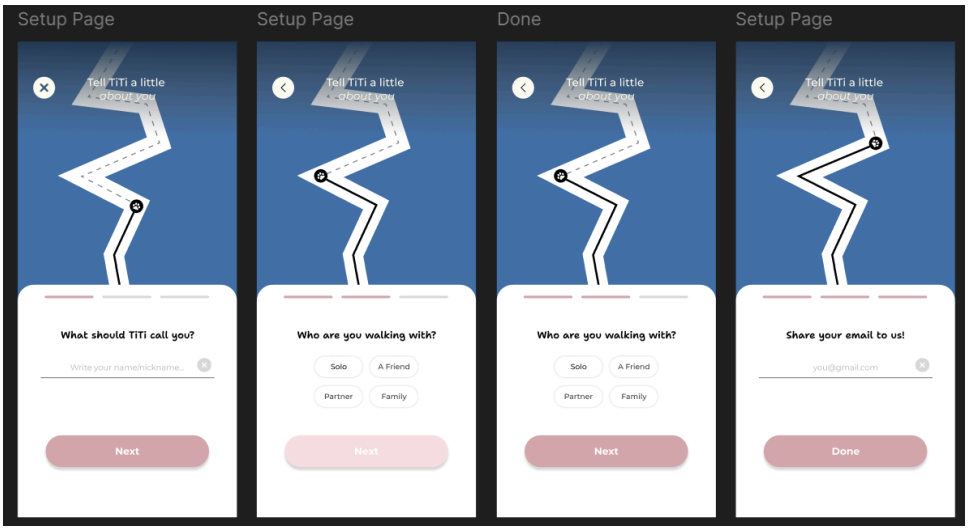


Fig.8.2.2 User Setup Page

User Setup Page

Allows users to enter their nickname, email address, and walking companion information to personalize their experience.

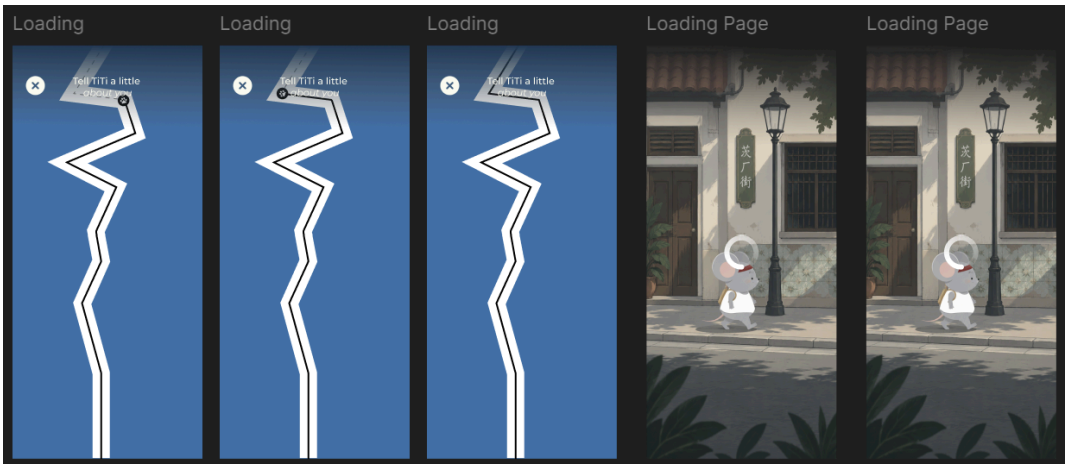


Fig.8.2.3 Loading Animation

Loading Animation

After completing the setup process, users are presented with a short introductory animation before entering the homepage.

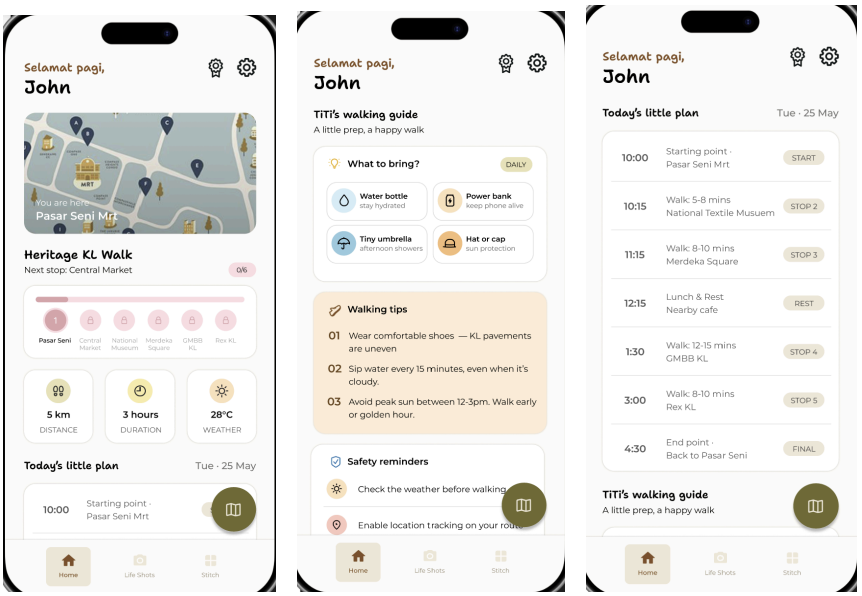


Fig.8.2.4 Homepage

Homepage

Displays route information, campaign highlights, walking schedules, and an overview map showing the user's location and available activities.

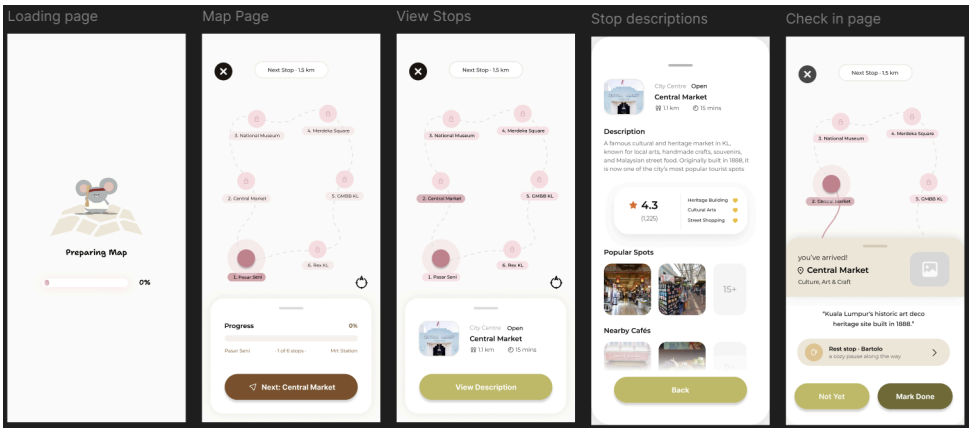


Fig.8.2.5 Map Page

Map page

Provides users with curated walking routes and checkpoint information. Users can follow the route and access location details throughout the journey.

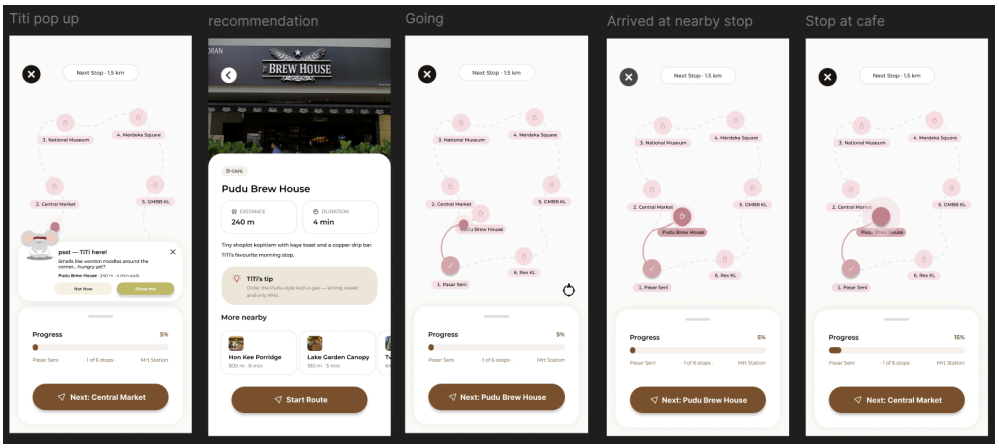


Fig.8.2.6 TiTi Recommendation

TiTi Pop-up Recommendation

While users are walking, TiTi will appear as a pop-up guide to provide real-time recommendations and interesting information. TiTi may suggest nearby attractions, cafés, photo spots, historical landmarks, or hidden gems based on the user's current location.

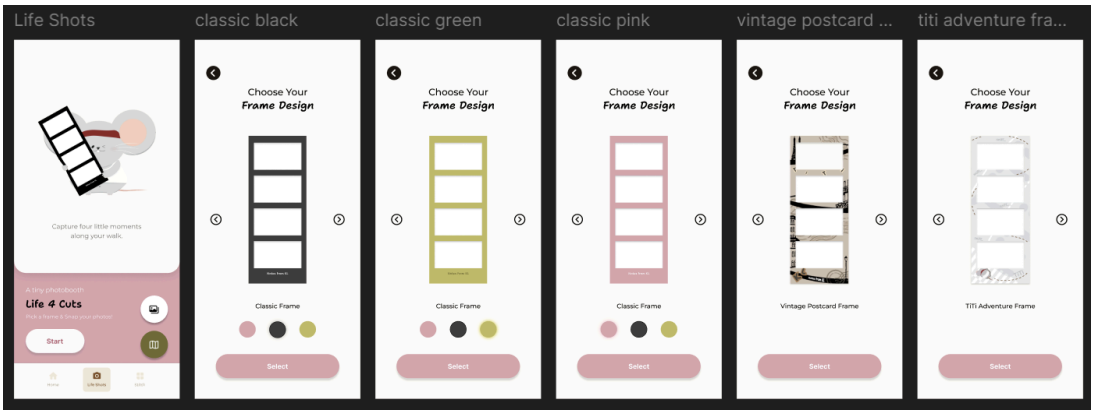


Fig.8.2.7 Life Shots (Frame Selecting)

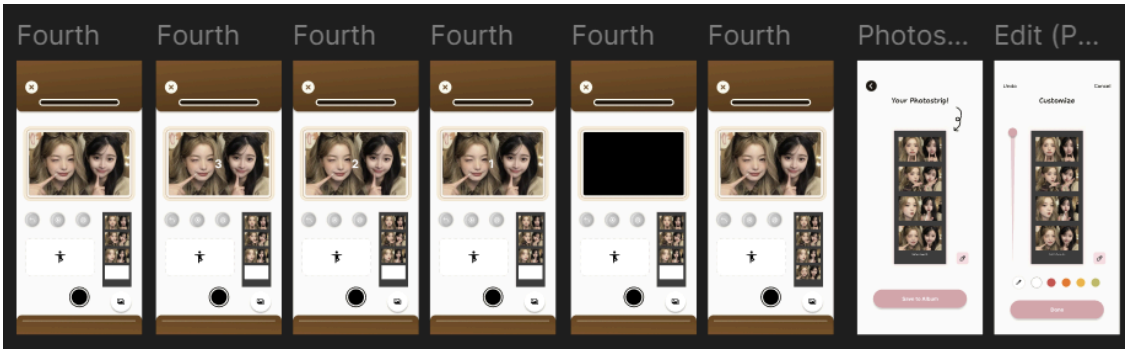


Fig.8.2.8 Life Shots (Camera)

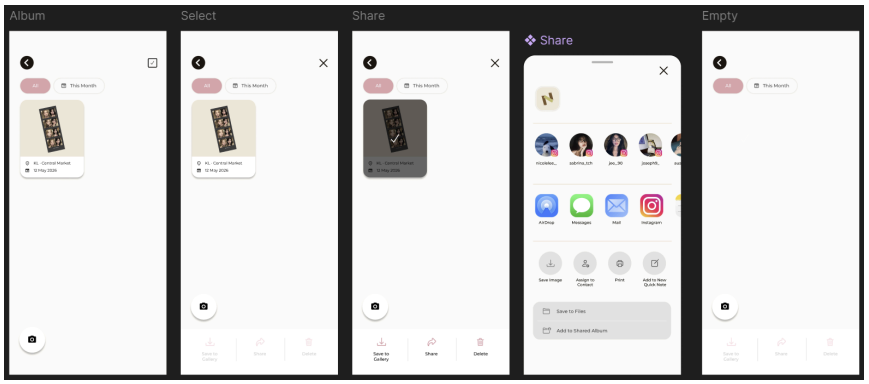


Fig.8.2.9 Life SHots (Share Features)

Life Shots Feature

Allows users to create photobooth-style four-grid photographs using customizable frame designs such as Classic Memory Frame, TiTi Memory Frame, and City Walk Frame.

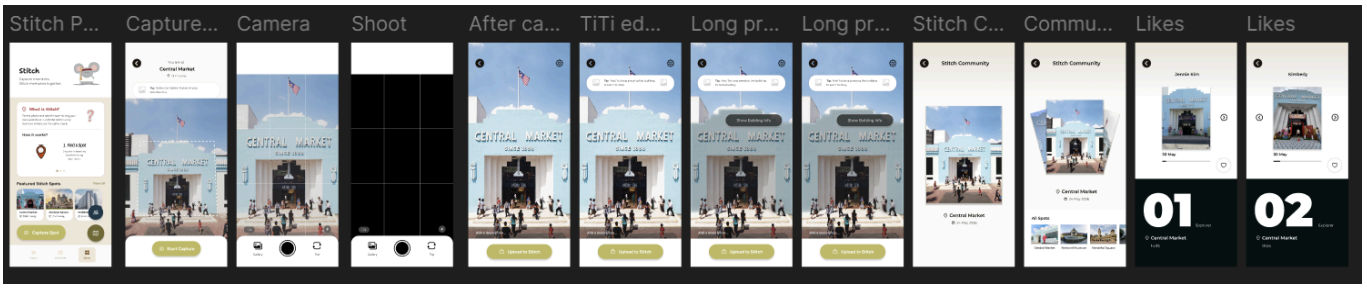


Fig.8.2.10 Stitch Page

Stitch Community Page

Enables users to upload photos captured during their walking experience and contribute to a shared community gallery that documents the evolution of locations over time.

Besides, after users capture a photo in the Stitch Page, an interactive AI recognition feature is introduced to enhance learning and engagement.

How It Works

- Once a user takes a photo of a building or landmark, a TiTi pop-up tip appears on the screen guiding the user.
- When users long press the building area, the AI recognition system is activated.

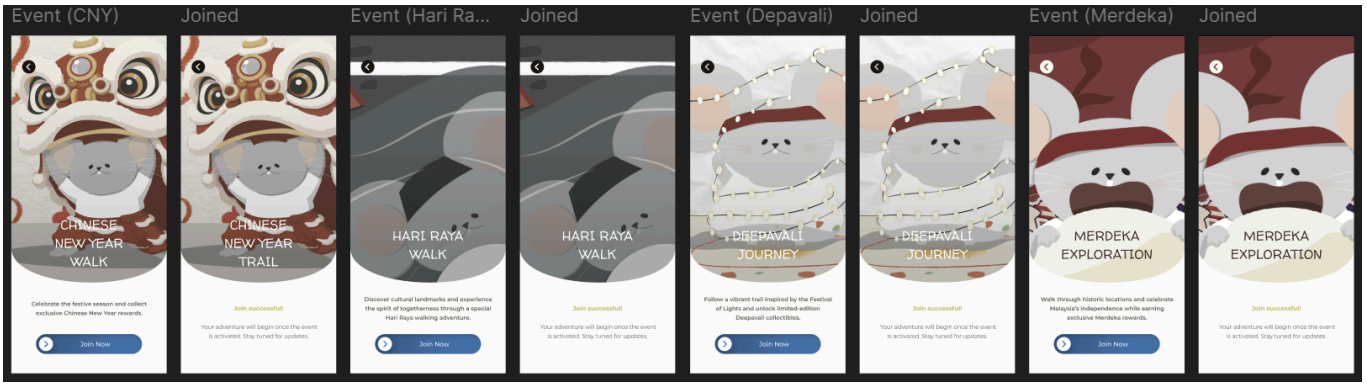


Fig.8.2.11 Future Campaign

Campaign Update System

Introduces seasonal and cultural campaigns such as Hari Raya, Chinese New Year, Deepavali, and Merdeka-themed walking experiences to encourage long-term engagement. If users are interested in a future campaign, they can simply click the "Join Campaign" button. Once joined, the app will automatically send notifications and announcements when the campaign officially begins.

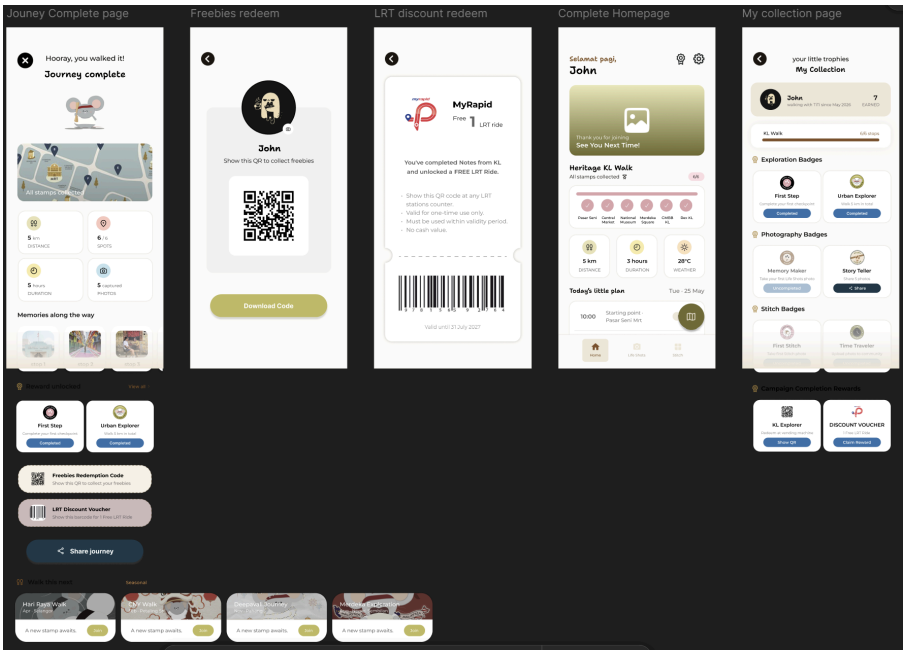


Fig.8.2.12 Completion and QR code

Completion and Reward System

Displays journey completion statistics, achievement badges, reward redemption information, and social sharing options after users successfully complete all checkpoints.

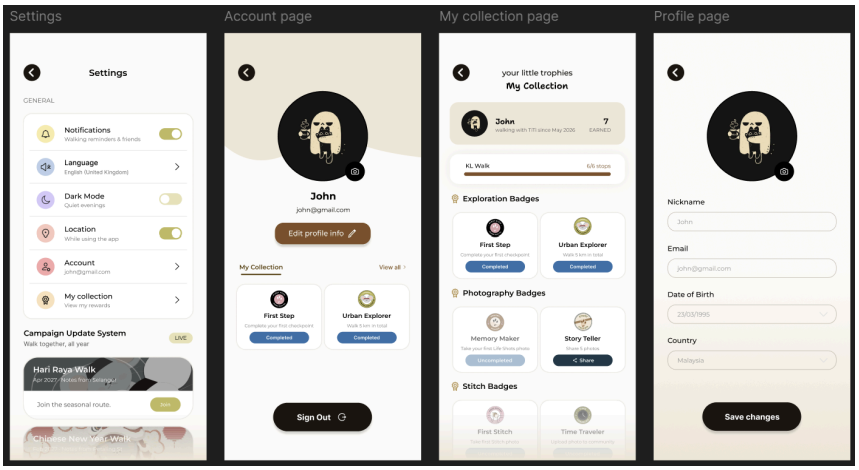


Fig.8.2.13 Setting page

Settings Page

Provides account management, notification preferences, accessibility settings, language options, campaign update preferences, and my collections.

9.0 UI Design

9.1 Visual Design Elements

The visual design of Notes from KL is inspired by exploration, cultural discovery, and community engagement. The interface adopts a playful and approachable aesthetic that appeals to students, tourists, and families.

Key visual elements include:

- **Mascot character (TiTi)**



Fig.9.1.1 Different Version of TiTi

- **Badges Design**



Fig.9.1.2 Badges

- **Colour Palette**

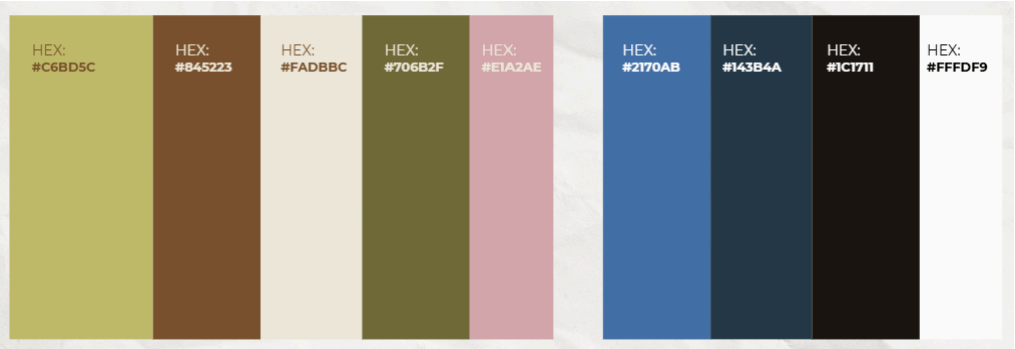


Fig.9.1.3 Colour Palette

The **primarily colour palette** was inspired by the warm and nostalgic atmosphere of Kuala Lumpur's cultural streets to create a friendly and inviting walking experience.

The **supporting colours** provide contrast, readability, and visual balance while reinforcing the themes of exploration, heritage, and community within the app.

- **Typography**

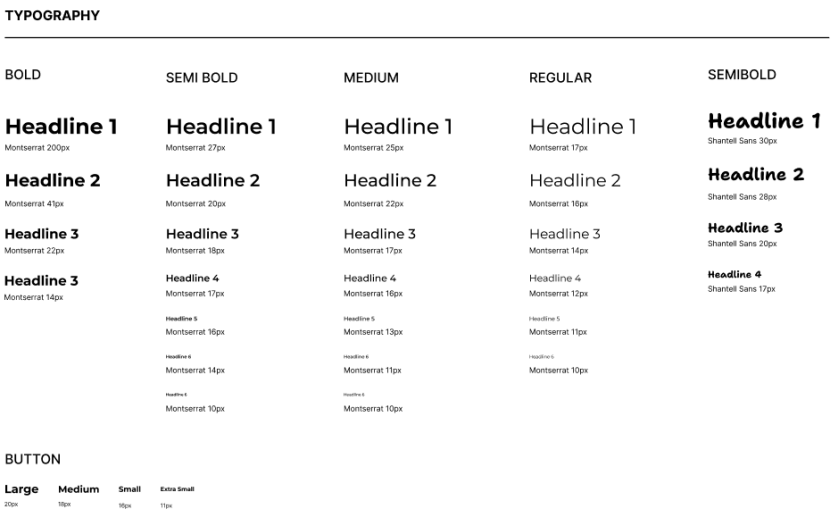


Fig.9.1.4 Typography

9.2 Design System / Style Guide

A design system was established to ensure visual consistency throughout the application.

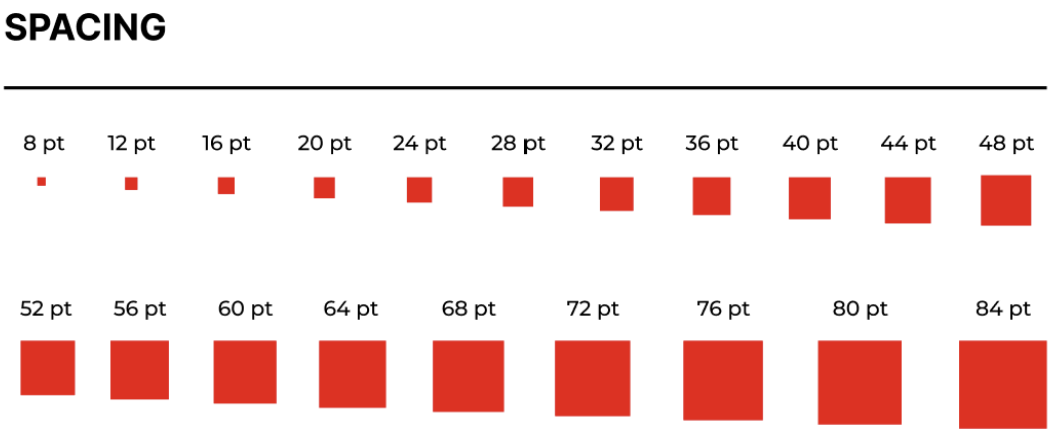


Fig.9.2.1 Design System - Spacing

The design system uses a **4-point spacing grid** to maintain consistency, alignment, and visual harmony throughout the application.

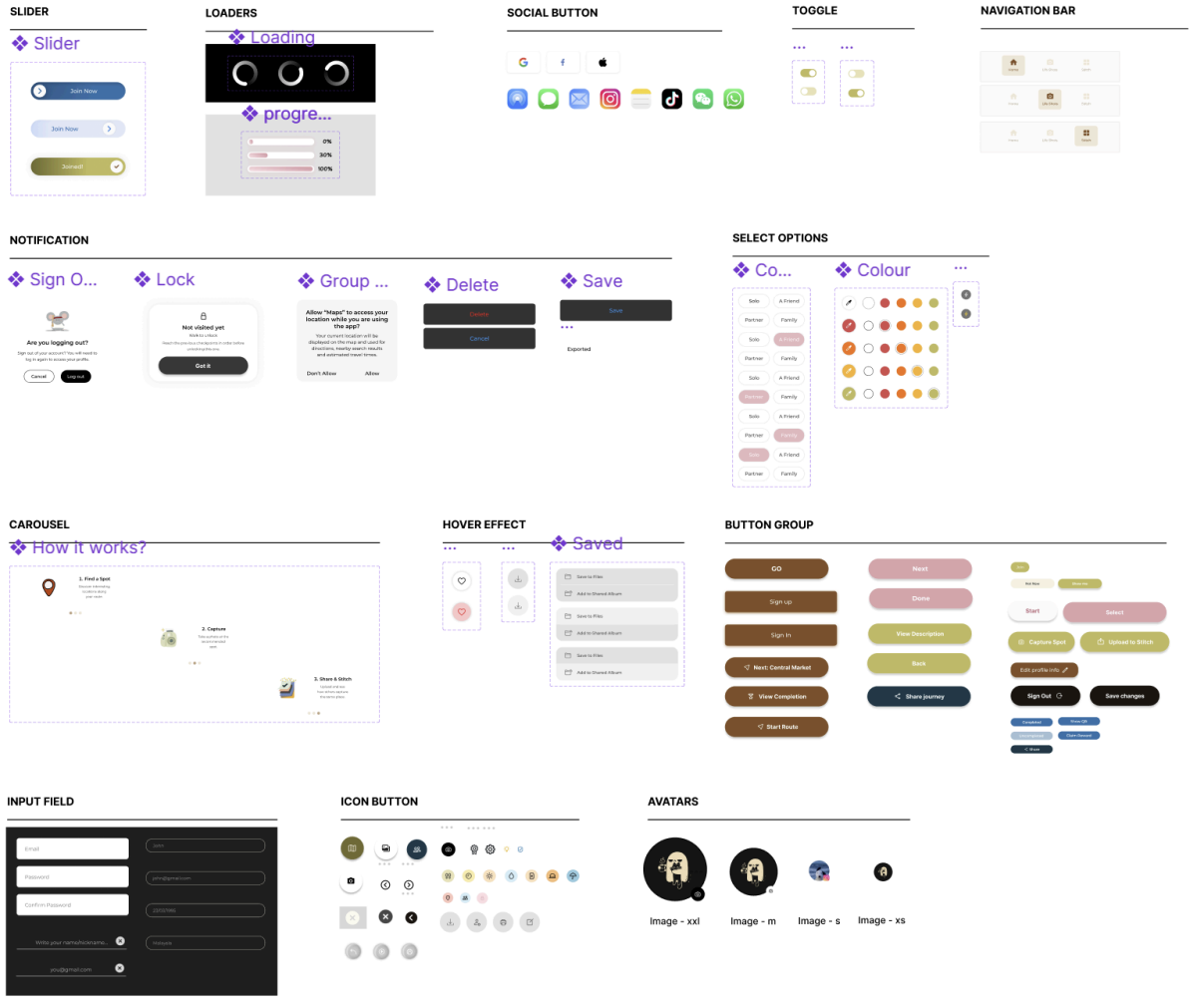


Fig.9.2.1 Design System

9.3 Accessibility Considerations

Accessibility principles were considered throughout the design process to ensure that the application can be used by a wide range of users.

- **Readable Typography**
  Large font sizes and clear text hierarchy are used to improve readability across different age groups.
- **Colour Contrast**
  Sufficient colour contrast is maintained between text and background elements to enhance visibility.
- **Simple Navigation**
  The application uses a straightforward navigation structure with clearly labelled icons and buttons to reduce cognitive load.
- **Large Touch Targets**
  Interactive elements such as buttons and navigation controls are designed with adequate size and spacing to improve usability on mobile devices.
- **Location and Route Clarity**
  Maps and checkpoints are presented using simple visual cues and clear labels to help users understand their journey without confusion.

9.4 Gamification System

1. **Exploration System**
   The campaign incorporates an Exploration System that encourages users to complete walking routes through an interactive journey experience. Route checkpoints and progress bars are used to track users' walking progress, making real-world exploration feel like a game. This system motivates users to discover new locations while achieving route completion goals.
2. **Reward System**
   The Reward System enhances user engagement by providing badges, collectible freebies, and level progression. Users earn achievements based on their activities and participation, creating a sense of accomplishment and encouraging continued exploration throughout the campaign.
3. **AI Recognition** An AI-powered Recognition System is integrated through TiTi pop-up recommendations and an educational landmark scanning feature. Users can learn interesting facts about attractions and landmarks during their journey, making the walking experience more interactive, informative, and engaging.

9.5 Monetization System

1. **Transport Rewards**
   The campaign collaborates with transportation providers to offer LRT discount vouchers and free ride promotions. Through partnerships with transport companies, users are encouraged to travel sustainably while generating promotional opportunities for transport operators.
2. **Sponsored Locations**
   Local cafés, attractions, and tourism-related businesses can participate as sponsored locations within the campaign. Partner locations may provide exclusive discounts and promotional offers to users, while businesses contribute sponsorship fees and tourism collaboration support.
3. **Souvenir Merchandise Sales**
   The campaign generates revenue through the sale of branded souvenir merchandise, such as souvenir mugs. Limited-edition products increase perceived value and encourage users to purchase collectibles as memorable keepsakes from their walking experiences.

10.0 Development Planning & Schedule

10.1 Gantt Chart Planning

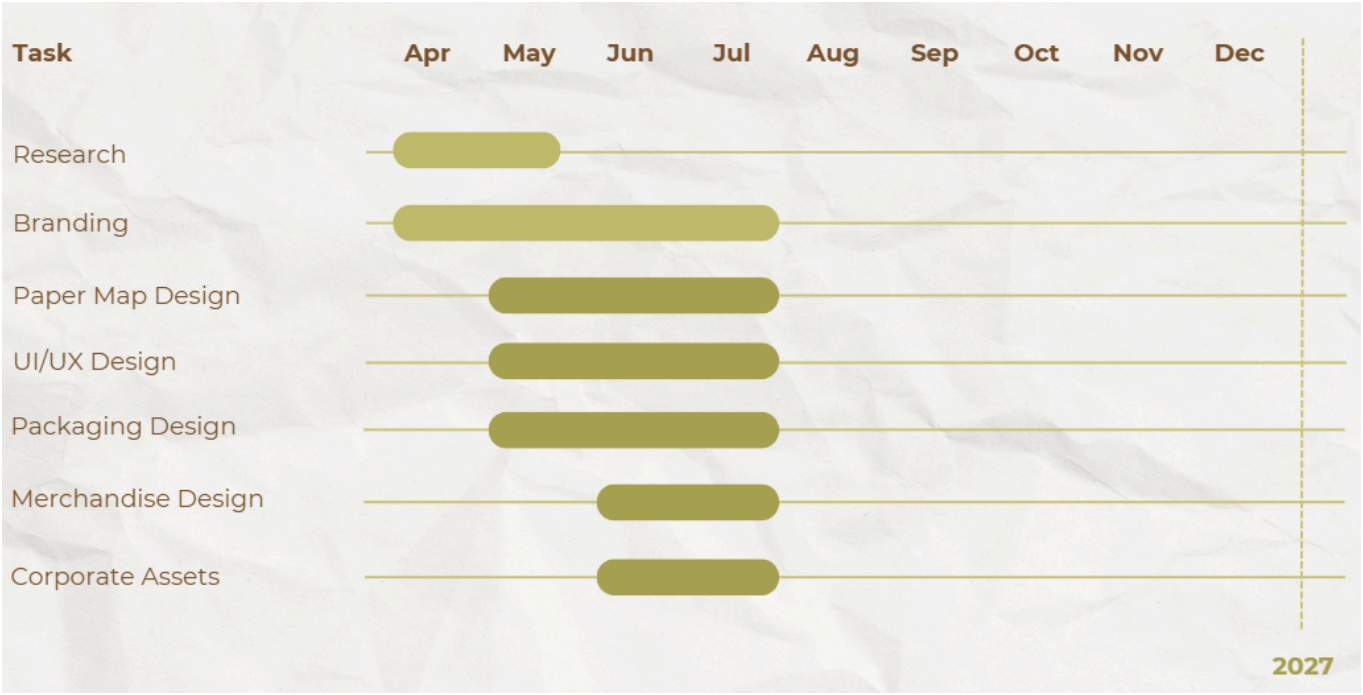


Fig.10.1.1 Gantt Chart Planning #1

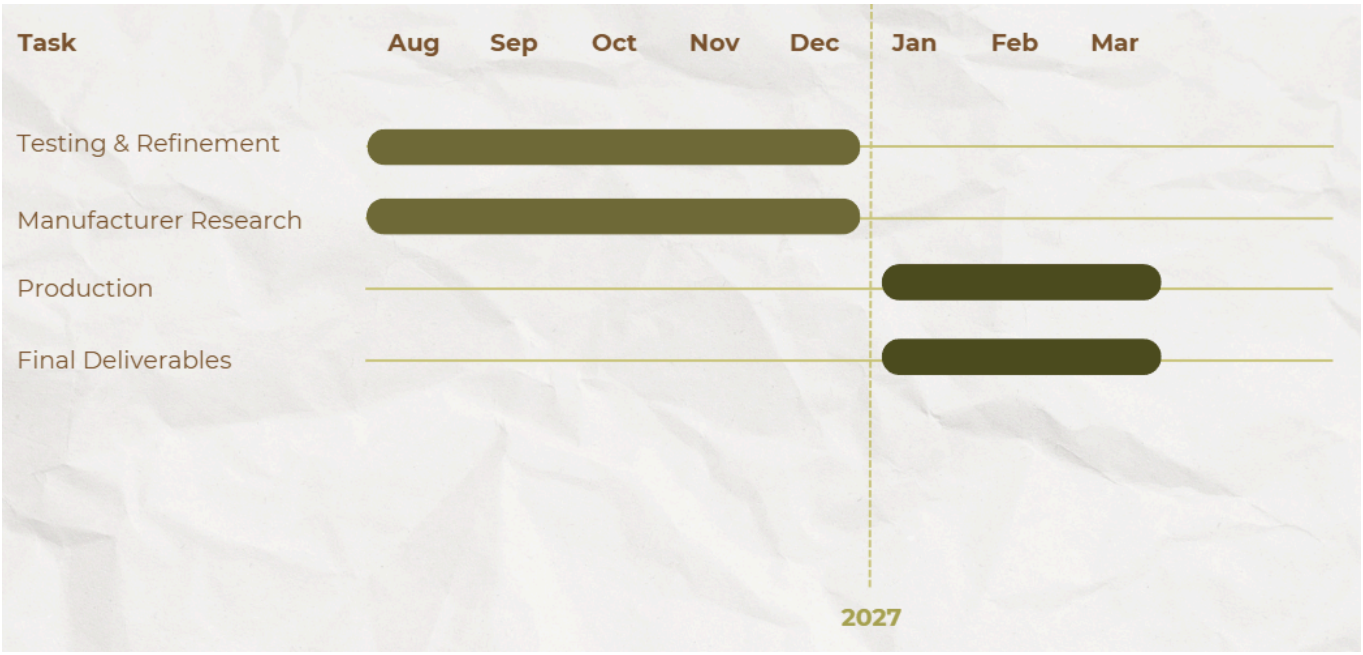
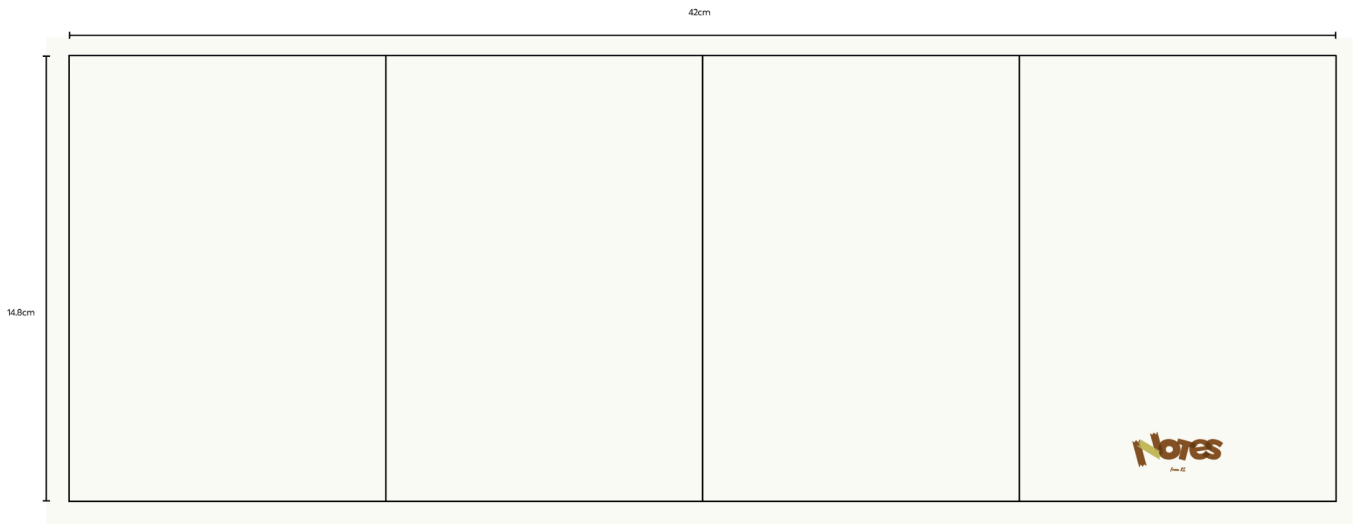


Fig.10.1.2 Gantt Chart Planning #2

Map Layout



Info that need to be included:

Back: Continuous Map Design from Map Cover Page

- Notes to myself: (for pen if they wanted to write down or draw anything)
- Follow our social media to get to know more about our future campaign updates! (Instagram, Facebook icons needed)

Inner Part 1:

- Campaign USP
    - Hybrid Map System
    - Story-Led exploration
    - Interactive Features
- Easy three steps to collect freebies!
    - Step 1: Complete the journey using your mobile app
    - Step 2: Get QR code for freebies redemption.
    - Step 3: Redeem freebies at the vending machine! Get an exclusive mug for only RM10!
- Don’t forget to redeem your free one LRT ride as well!

Inner Part 2:

- How does this map work?
    a. Download our Mobile App (App Store, Google Play Store icons needed)
    b. Follow the instructions on your mobile app and setup the map
    c. Start your journey now with the guidance of Titi and Paper Map!
    d. Find a great spot? Use the cover as a frame to grab a picture!