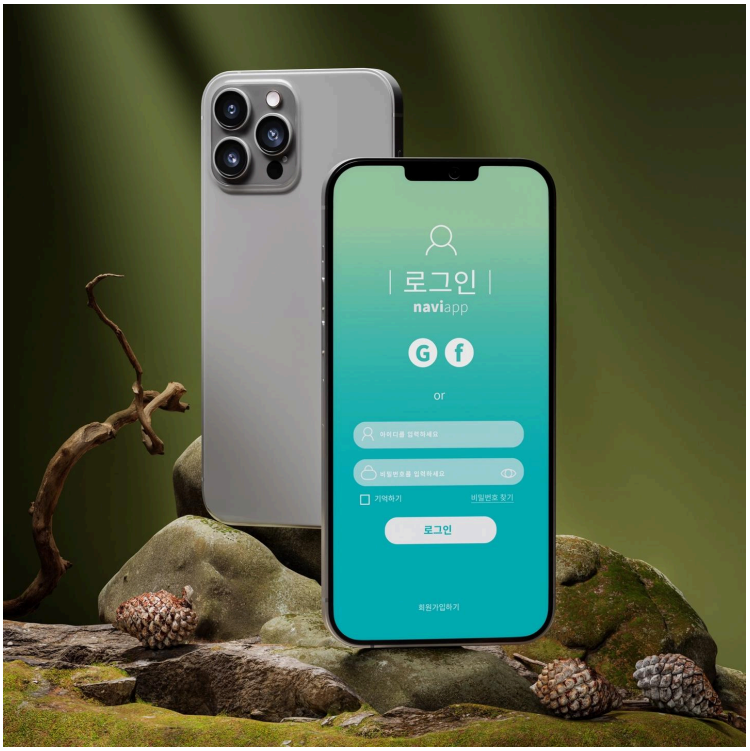
NaviApp

UX Strategy / Mobile App Design

Designed for the seconds that decide whether you make it or miss it.




Main screen
Font : LINE Seed Sans KR
이 화면은 상단의 대중교통의 모양을 누르면
그 대중교통의 정보를 살펴볼수 있는 메인화면입니다.
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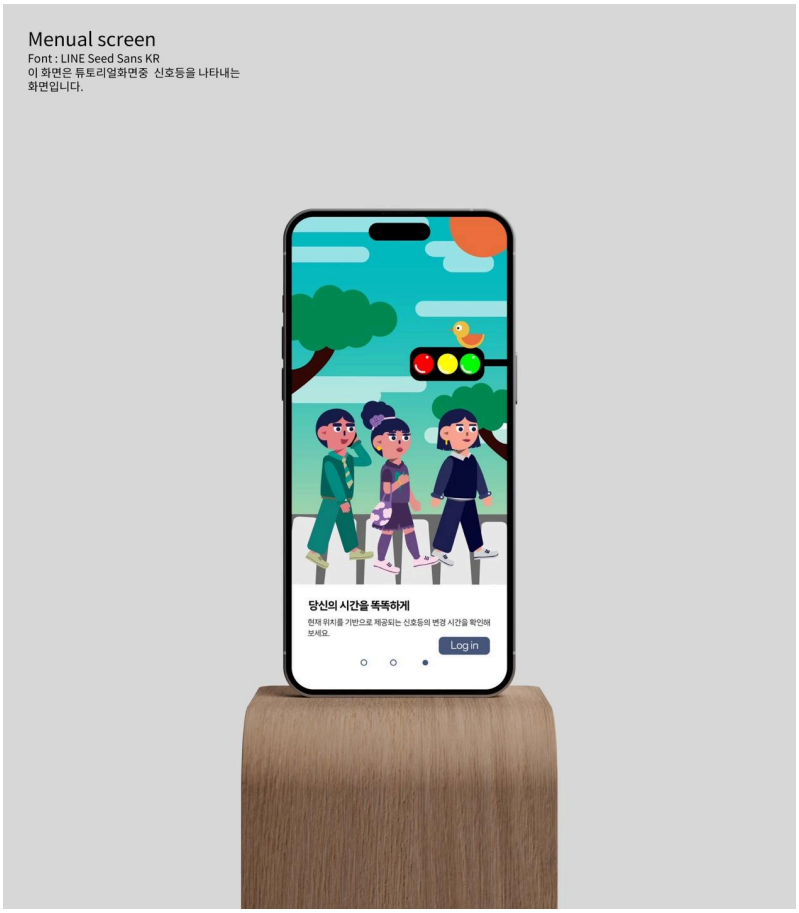
Menual screen
Font : LINE Seed Sans KR
이 화면은 튜토리얼화면중 신호등을 나타내는
화면입니다.
당신의 시간을 똑똑하게
현재 위치를 기반으로 제공되는 신호등의 변경 시간을 확인해 보세요.
Log in

Menual screen

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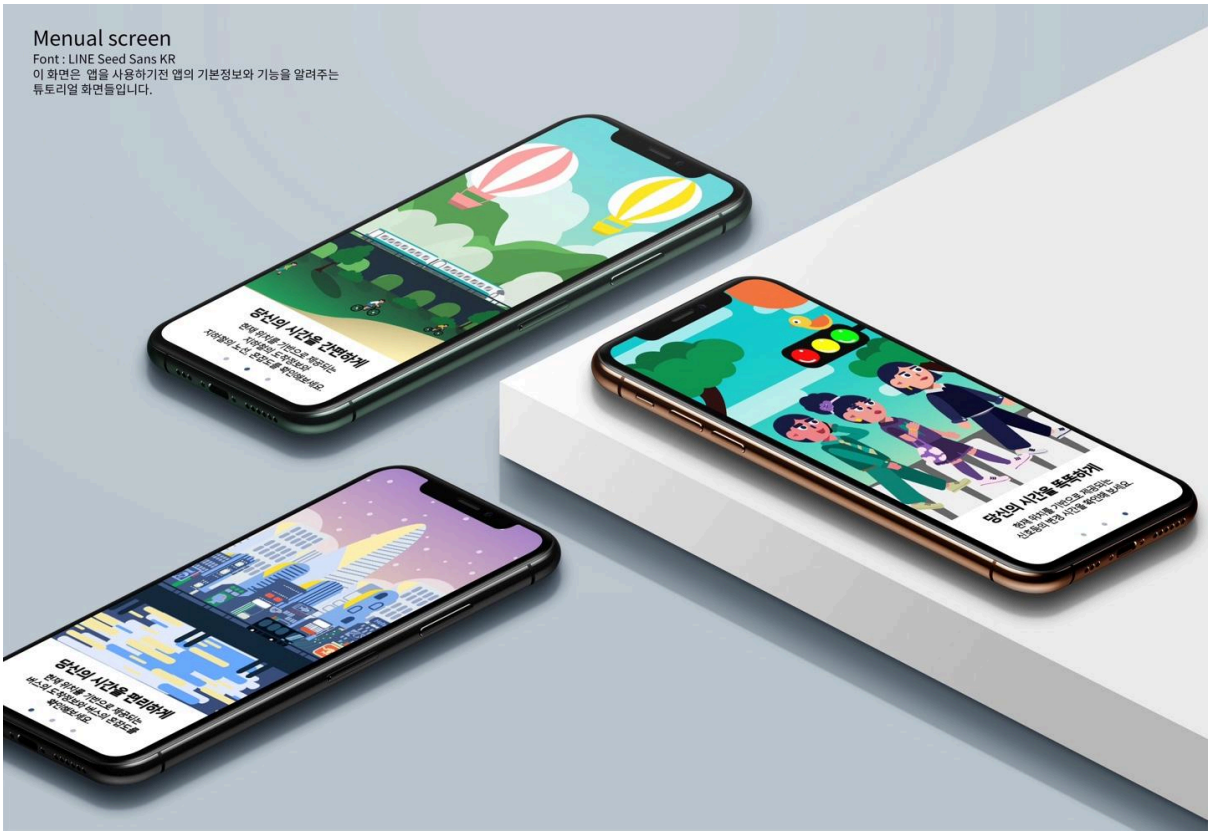
이 화면은 앱을 사용하기전 앱의 기본정보와 기능을 알려주는
튜토리얼 화면들입니다.



Menual screen

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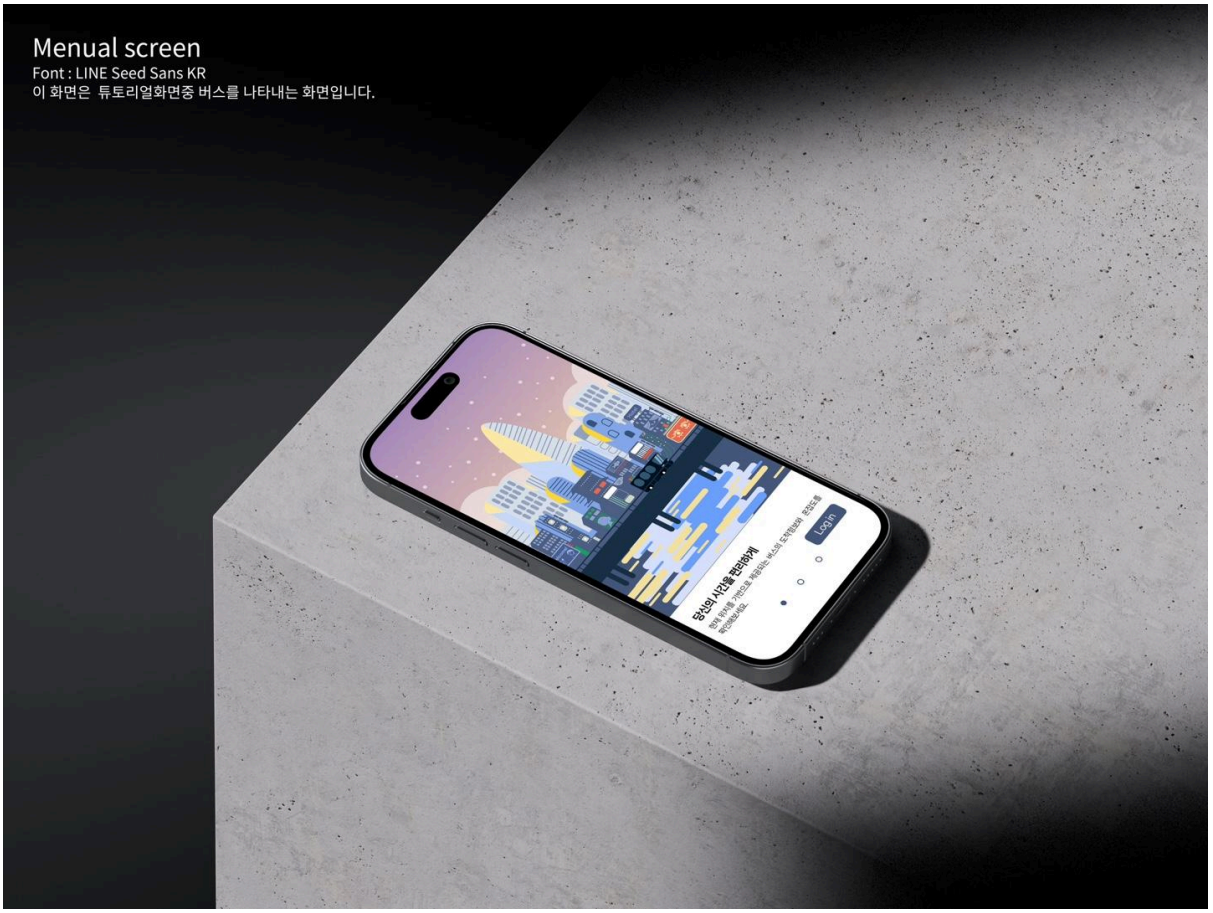

Project Overview

NaviApp is a mobile transportation app concept designed for busy city commuters in Korea. The idea came from a real commuting frustration: bus times, subway schedules, and pedestrian traffic lights often affect each other, but they are usually shown separately.

In a fast-moving city, missing one long traffic light can mean missing the next bus or subway. NaviApp brings multiple layers of urban timing into one interface, helping users make faster decisions, reduce waiting time, and move with more confidence.

The Problem

Public transportation apps usually focus on one type of information at a time, such as bus arrival times or subway schedules. However, real commuting is more complicated than that.

For many commuters, the problem is not only “When is the bus coming?”
It is also:

Can I cross the street in time?
Will I miss the subway if I wait for this traffic light?
Should I walk faster, wait, or choose another route?

In Korea, pedestrian traffic lights can take a long time to change, and commuters often cannot predict how long they need to wait. This creates small but stressful moments where a few seconds can affect the whole trip.

Insight

The most stressful part of commuting is not always the distance.
It is the uncertainty between each step.

NaviApp was created from the insight that commuters need more than transportation information. They need timing information that reflects how people actually move through the city.

UX Goal

The goal of NaviApp is to help users manage urban timing in one place.

Instead of checking different sources separately, users can quickly understand bus times, subway times, and pedestrian traffic light timing through one mobile interface. This makes the commuting experience feel more predictable, efficient, and less stressful.

Target Users

NaviApp is designed for busy urban commuters, especially people who move through multiple transportation systems in one trip.

This includes students, workers, and city residents who often need to transfer between walking, buses, and subways within a limited amount of time.

Key Features

1. Integrated Transportation Timing

NaviApp combines bus arrival times, subway schedules, and pedestrian traffic light timing in one app. This helps users understand not only when transportation arrives, but whether they can realistically reach it on time.

2. Pedestrian Traffic Light Information

One of the main features of NaviApp is showing traffic light timing. This feature was inspired by the real experience of waiting at long pedestrian signals in Korea and missing transportation because of that delay.

3. Simple Category-Based Main Screen

The main screen uses clear transportation icons, such as bus, subway, walking, and traffic signals. This allows users to quickly choose the information they need without feeling overwhelmed.

4. Tutorial Screens

The tutorial screens explain the app’s core functions in a friendly and visual way. Each screen introduces one transportation element, helping new users understand how the app supports their daily commute.

Design Direction

The visual direction of NaviApp is clean, friendly, and approachable. I used bright illustrations and soft colors to make transportation feel less stressful and more manageable.

The tutorial screens use illustrated scenes, such as buses, trains, city streets, and traffic lights, to communicate the app's purpose in an intuitive way. This helps users understand the service quickly before entering the main interface.

For the main screen, I focused on clarity and usability. The icons are large, simple, and easy to recognize, because transportation apps need to support quick decisions in real time.

User Experience Strategy

The strategy behind NaviApp is based on reducing decision stress.

Many transportation apps give users information, but they do not always help users understand what to do next. NaviApp is designed to support quick decision-making by connecting different timing systems together.

The app is not only about showing schedules. It is about helping users decide whether they should wait, move, or change their plan.

Why This Project Matters

This project matters because it turns a small everyday frustration into a larger UX opportunity.

Commuting is full of tiny timing decisions, and those decisions can affect a person's mood, punctuality, and daily routine. By focusing on these overlooked moments, NaviApp shows how UX design can improve real-life behavior, not just screen interaction.

My Role

I created the concept, planned the app structure, designed the user interface, and developed the visual direction. I also designed the tutorial screens, login screen, main screen, and presentation mockups.

This project helped me practice thinking beyond visual design. I learned how to identify a real user problem, translate it into a product concept, and communicate the value of the app through both interface design and storytelling.

Skills Used

UX Strategy
Mobile App Design
User Problem Analysis
Visual Communication
Interface Layout
Commuter Behavior Insight
Illustration-Based Onboarding
Presentation Design

Reflection

NaviApp taught me that strong UX ideas can come from very ordinary moments. The idea started from my own experience of missing buses and subways because of long pedestrian traffic lights. Instead of seeing this as just an inconvenience, I started to think of it as a design problem.

Through this project, I learned how to connect personal observation with user-centered thinking. I also learned that a useful app does not always need to be complicated. Sometimes, the strongest idea is simply putting the right information together at the right moment.

Short Version for Portfolio Preview

A mobile transportation app concept designed for busy Korean commuters. NaviApp combines bus arrival times, subway schedules, and pedestrian traffic light timing into one interface, helping users make faster decisions and avoid missed connections.

Stronger Portfolio Caption Option

NaviApp is a UX strategy project built around a real commuting pain point in Korea. By connecting bus, subway, and pedestrian traffic light timing, the app helps users manage the small seconds that shape their daily movement through the city.