

# Central Park Go

Process Book

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## **Final Reflection**

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# Overview

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## PROBLEM STATEMENT

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Central Park welcomes over 37 million visitors each year, yet its scale, density of attractions, and layered path system can make the park feel overwhelming for both first-time tourists and daily New Yorkers. Despite being one of the world's most important urban retreats, visitors still have to piece together maps, landmarks, routes, events, and meetups across disconnected tools.

## DESIGN OBJECTIVE

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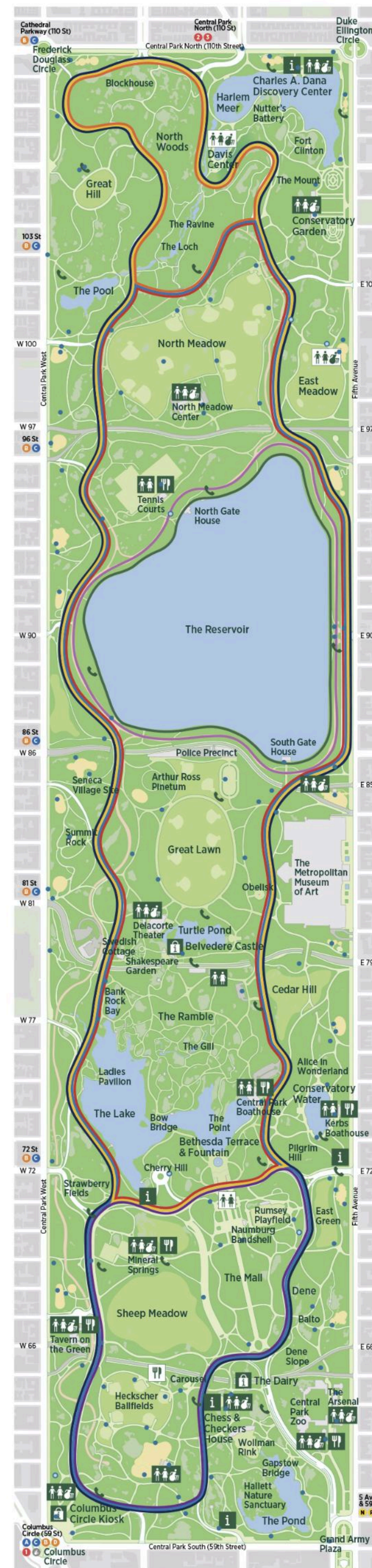
Design a dedicated Central Park navigation app that makes the park easier, calmer, and more enjoyable to explore by combining interactive wayfinding, destination discovery, event planning, friend location sharing, and activity-based map modes into one cohesive mobile experience for tourists and locals alike.

# Overview

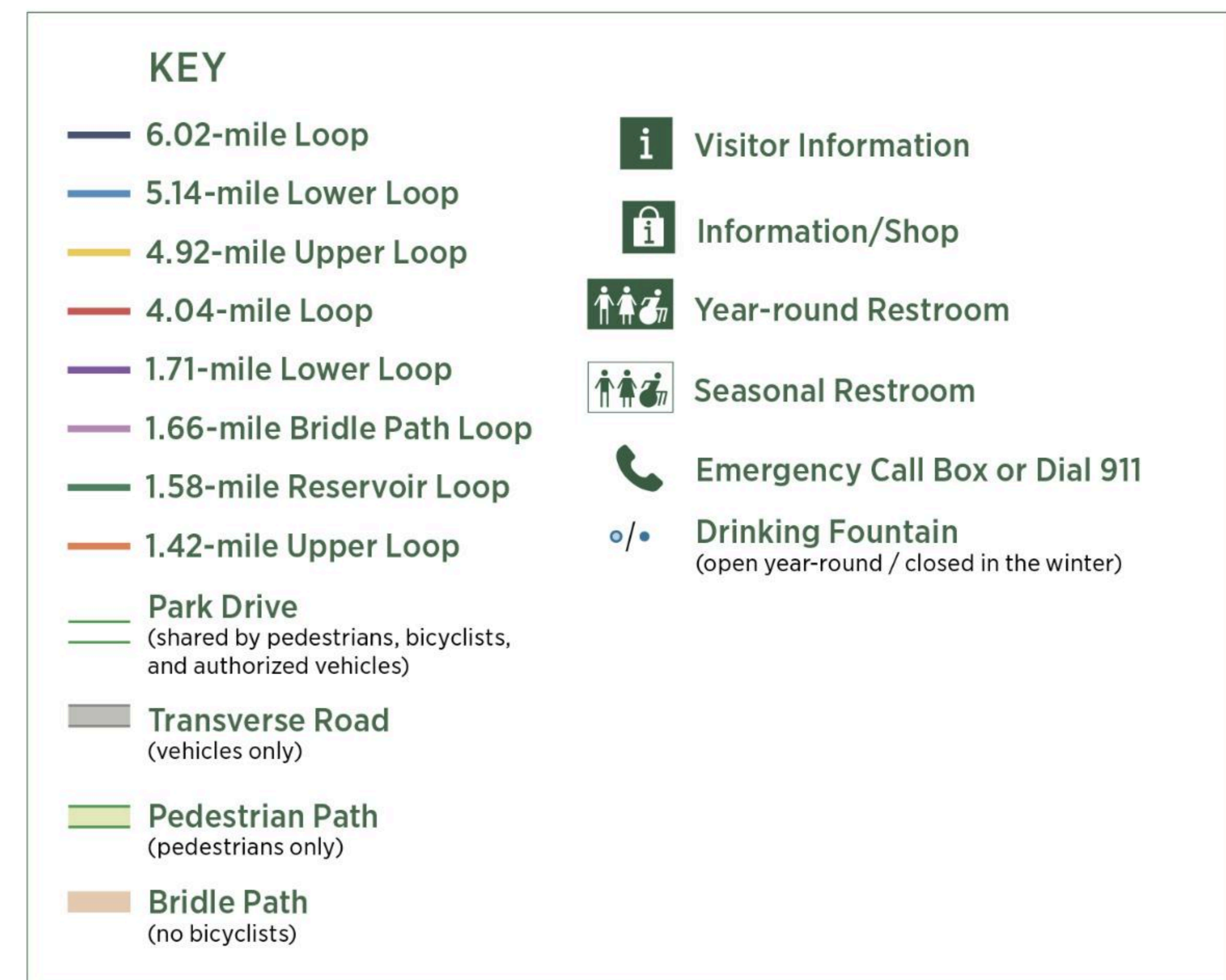
## Research

Central Park turned out to be 2x larger than I thought when I started the project. The park is approximately 2.5 miles long, half a mile wide, and covers nearly 6% of Manhattan.

To understand the current visitor experience, I reviewed existing Central Park resources, including park maps, jogging routes, accessibility information, event listings, attraction guides, bike route information, and movie-location lists. While many helpful resources exist, they are spread across separate websites, PDFs, articles, tourism pages, and map tools. This creates a fragmented experience where users have to jump between sources depending on what they want to do in the park.



## Current Jogging Map



# Overview

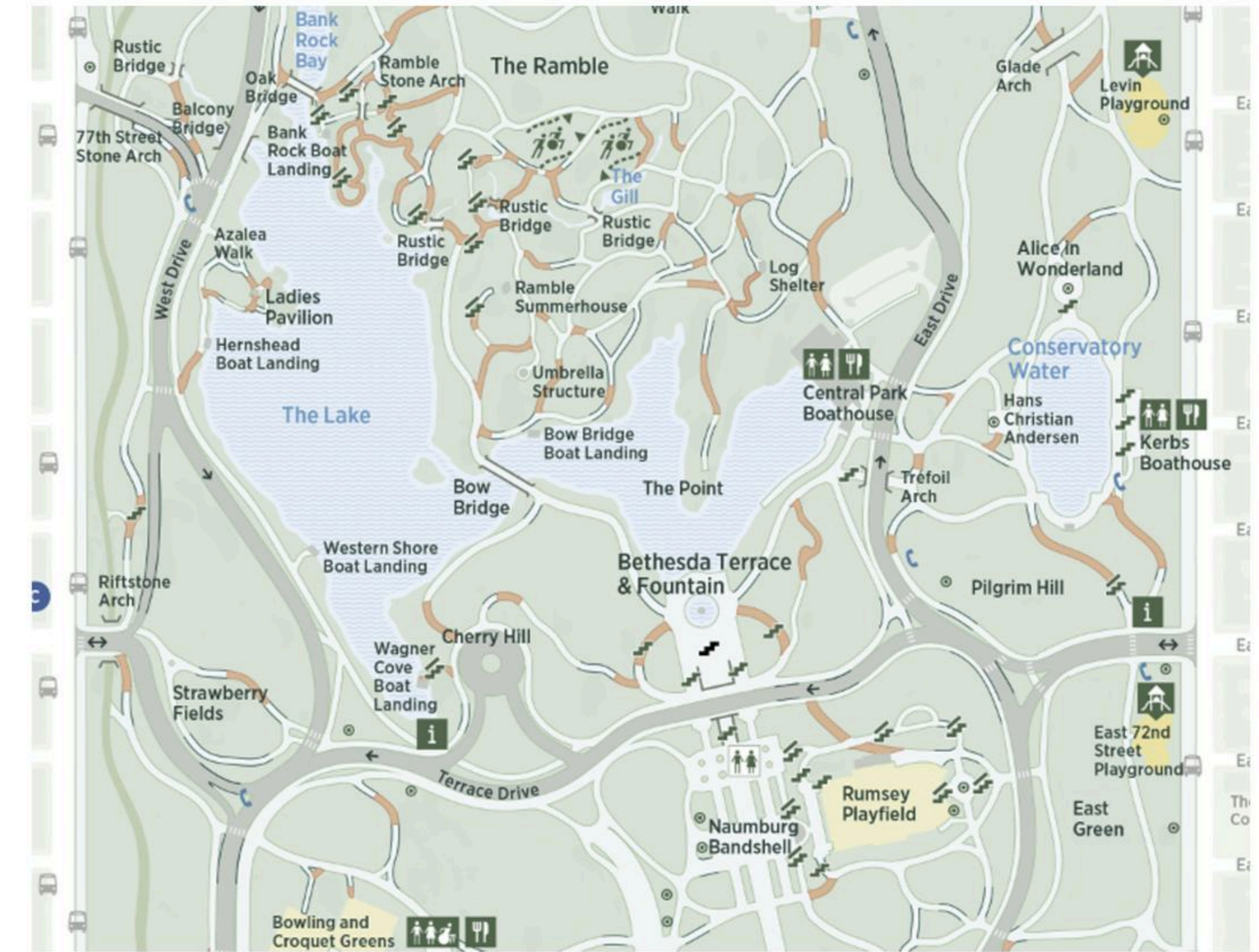
## Research

The research showed that Central Park visitors may need one tool to find attractions, another to check events, another to understand accessible routes, another for jogging or biking paths, and another to discover filming locations or photo spots. For tourists, this can make the park feel intimidating before they even arrive. For locals, it adds friction to repeat visits, meetups, workouts, and spontaneous exploration.

These findings shaped the direction of Central Park Go: a dedicated mobile experience that brings wayfinding, map modes, events, saved places, live friend tracking, and destination discovery into one cohesive park-specific app.



## Biking Map



## Accessibility Map

# Overview

## Research

## Types of Parkgoers Who Visit Central Park

### ✓ Culture & Leisure Explorers

Visitors interested in performances, architecture, public art, movie locations, dining, and seasonal events.

### ✓ Wellness Seekers

People attending yoga classes, meditating, journaling, or simply looking for calm and mental reset.

### ✓ Friend Groups

People meeting up for picnics, events, photo spots, and shared activities throughout the park.

### ✓ Families

Parents and children visiting playgrounds, open lawns, family attractions, and kid-friendly activities.

### ✓ Locals

New Yorkers who use the park as a daily retreat for walking, meeting friends, relaxing, and escaping the city.

### ✓ Couples

Young and older couples enjoying romantic walks, carriage rides, picnics, and quiet scenic spots.

### ✓ Joggers & Fitness Enthusiasts

Runners, walkers, cyclists, and outdoor workout groups who rely on the park for exercise and movement.

### ✓ Tourists

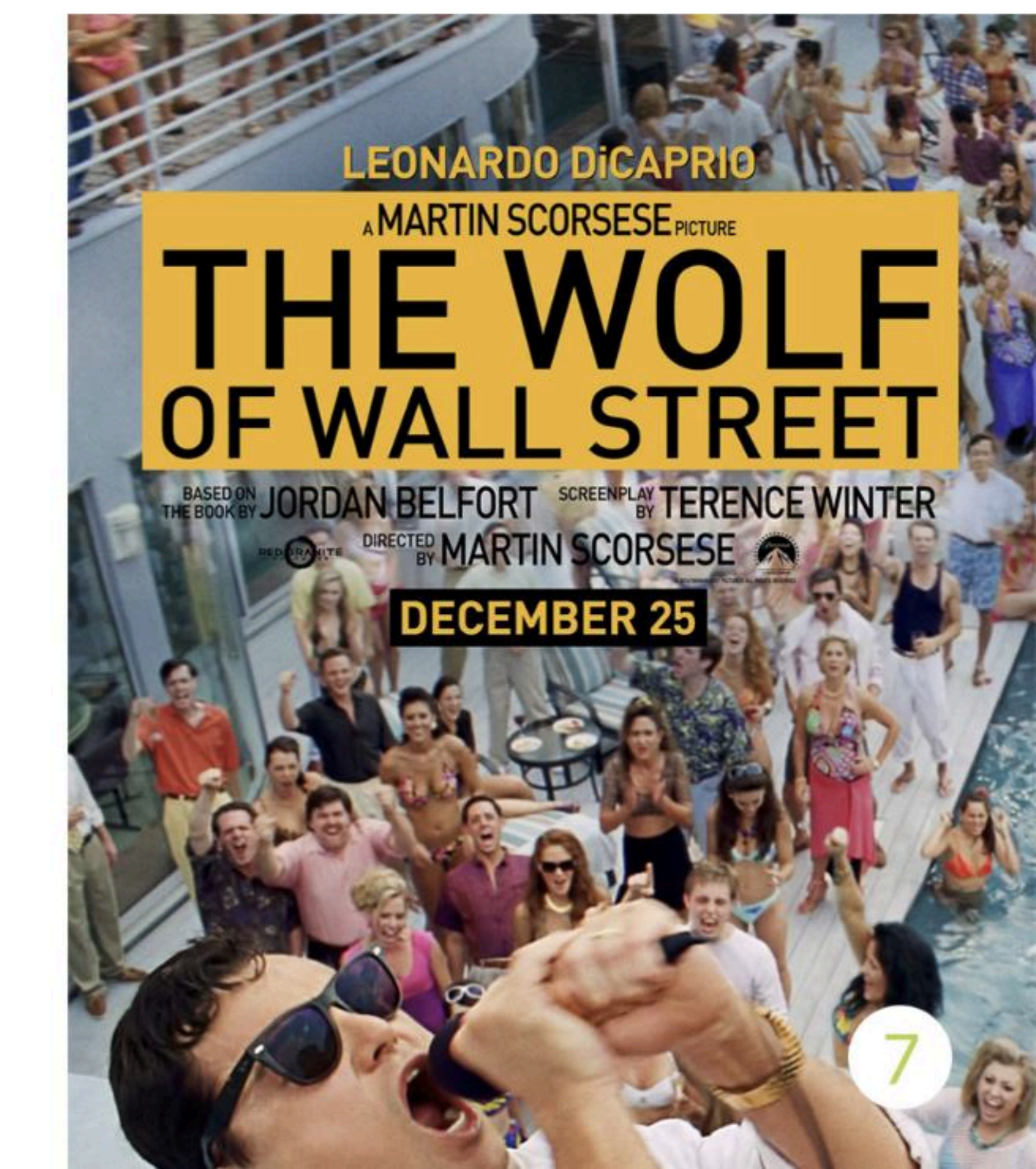
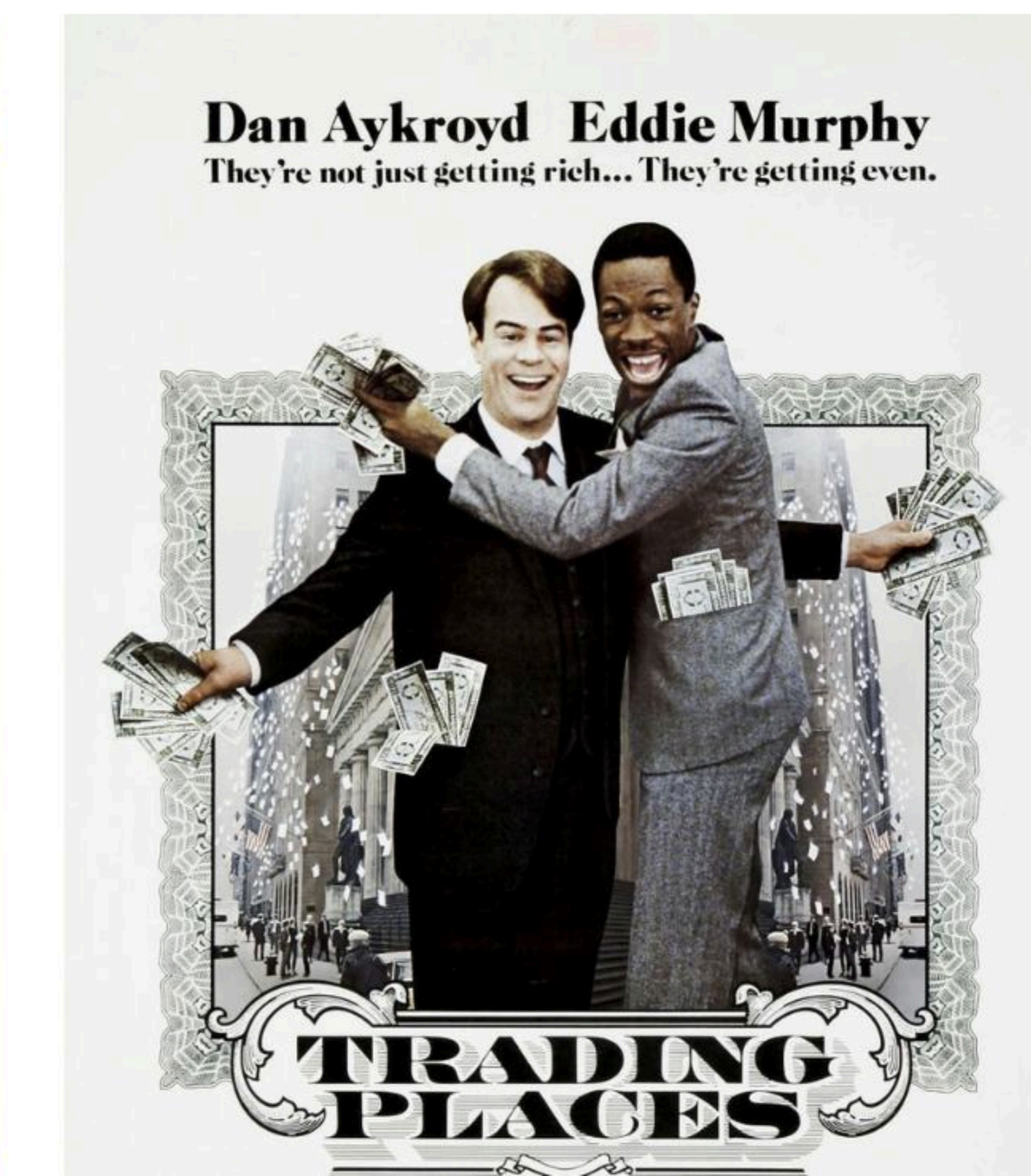
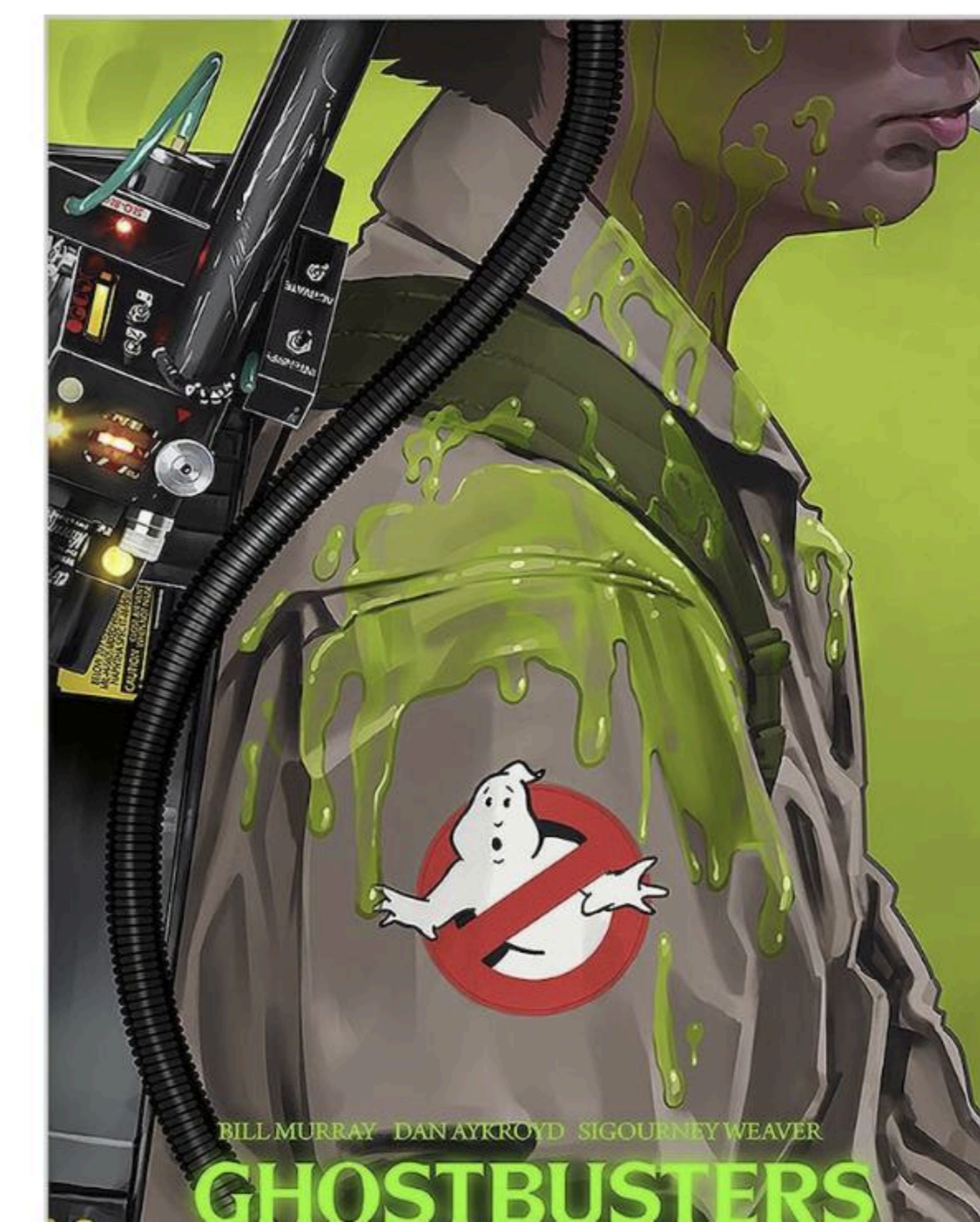
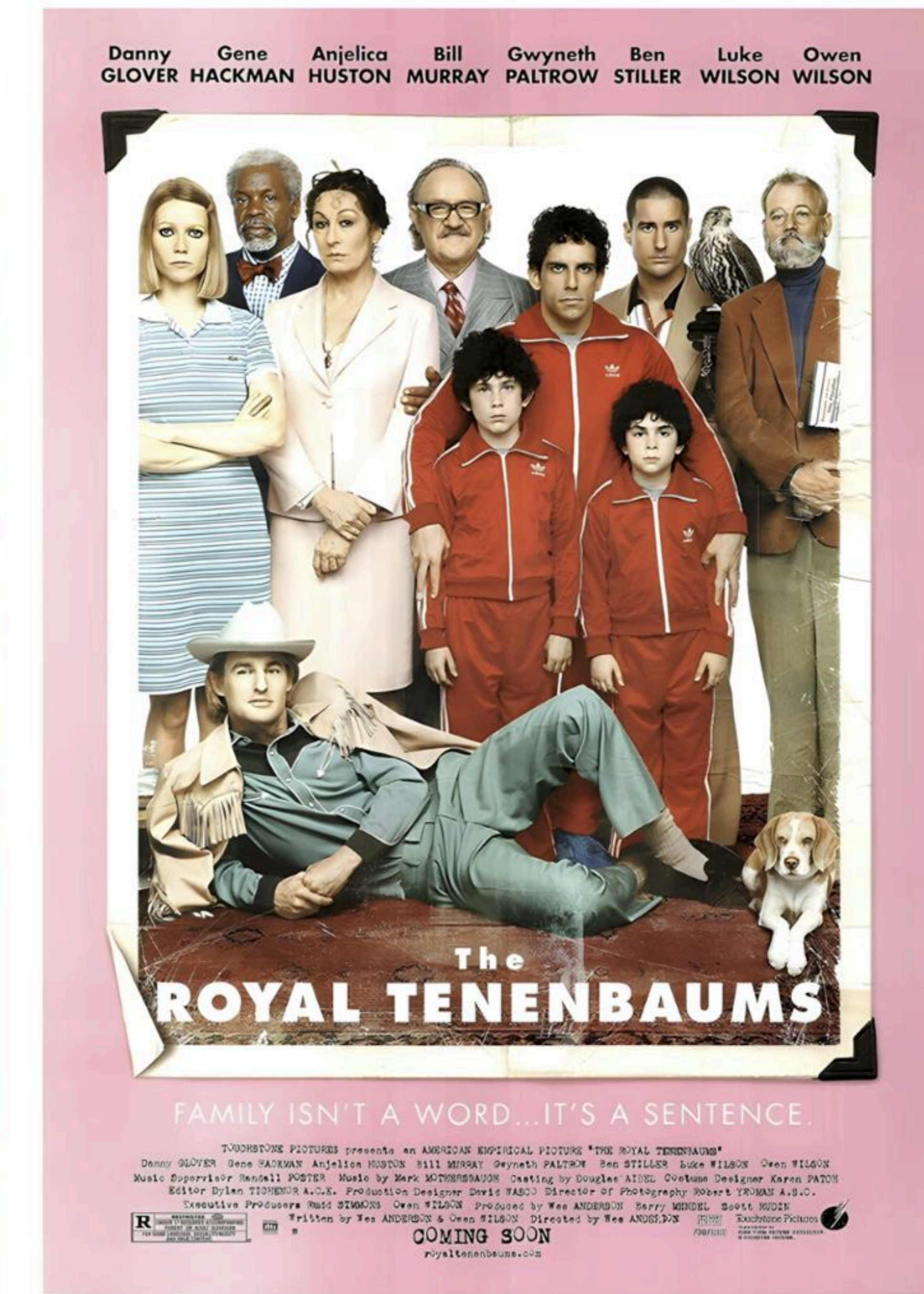
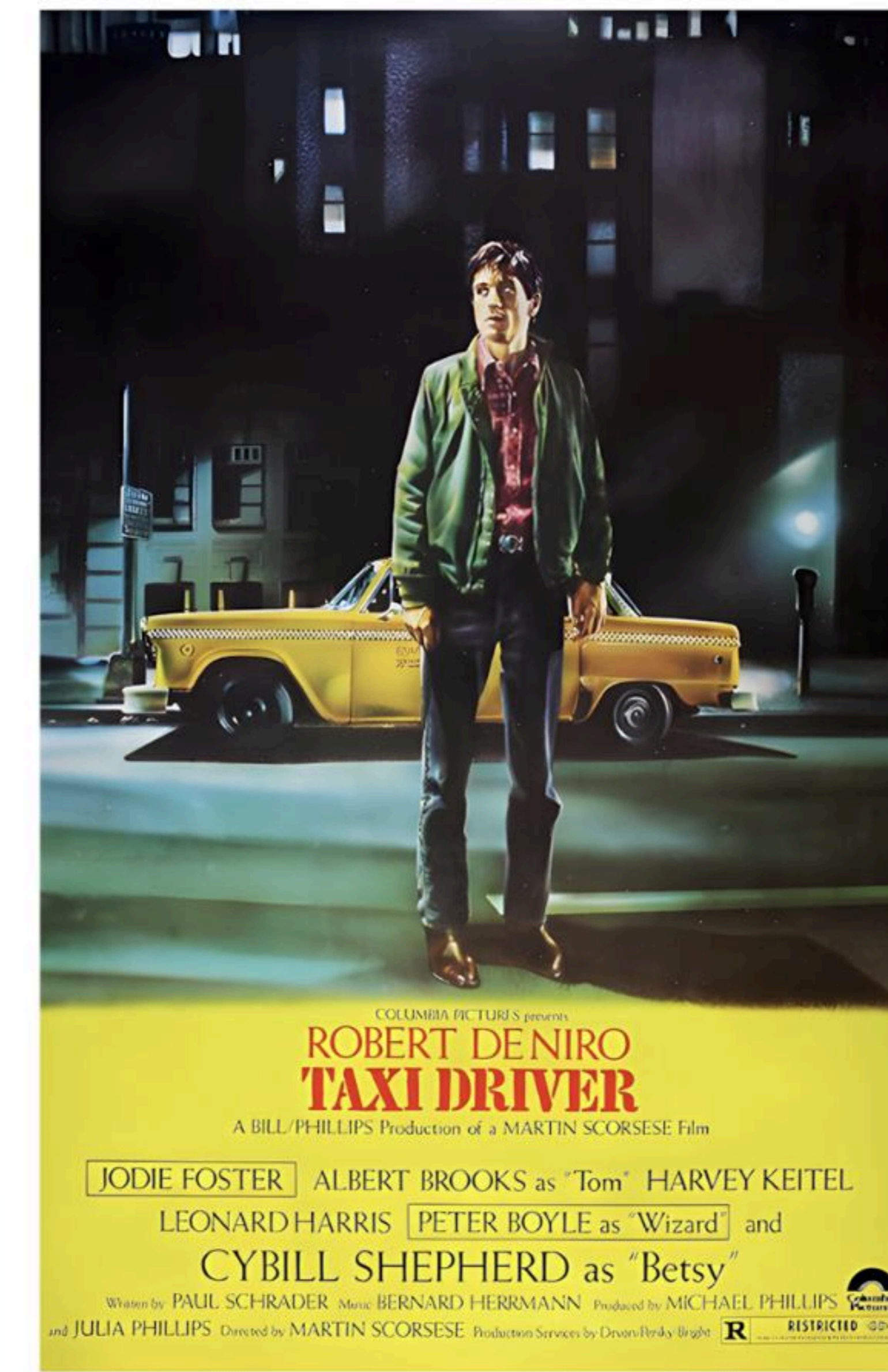
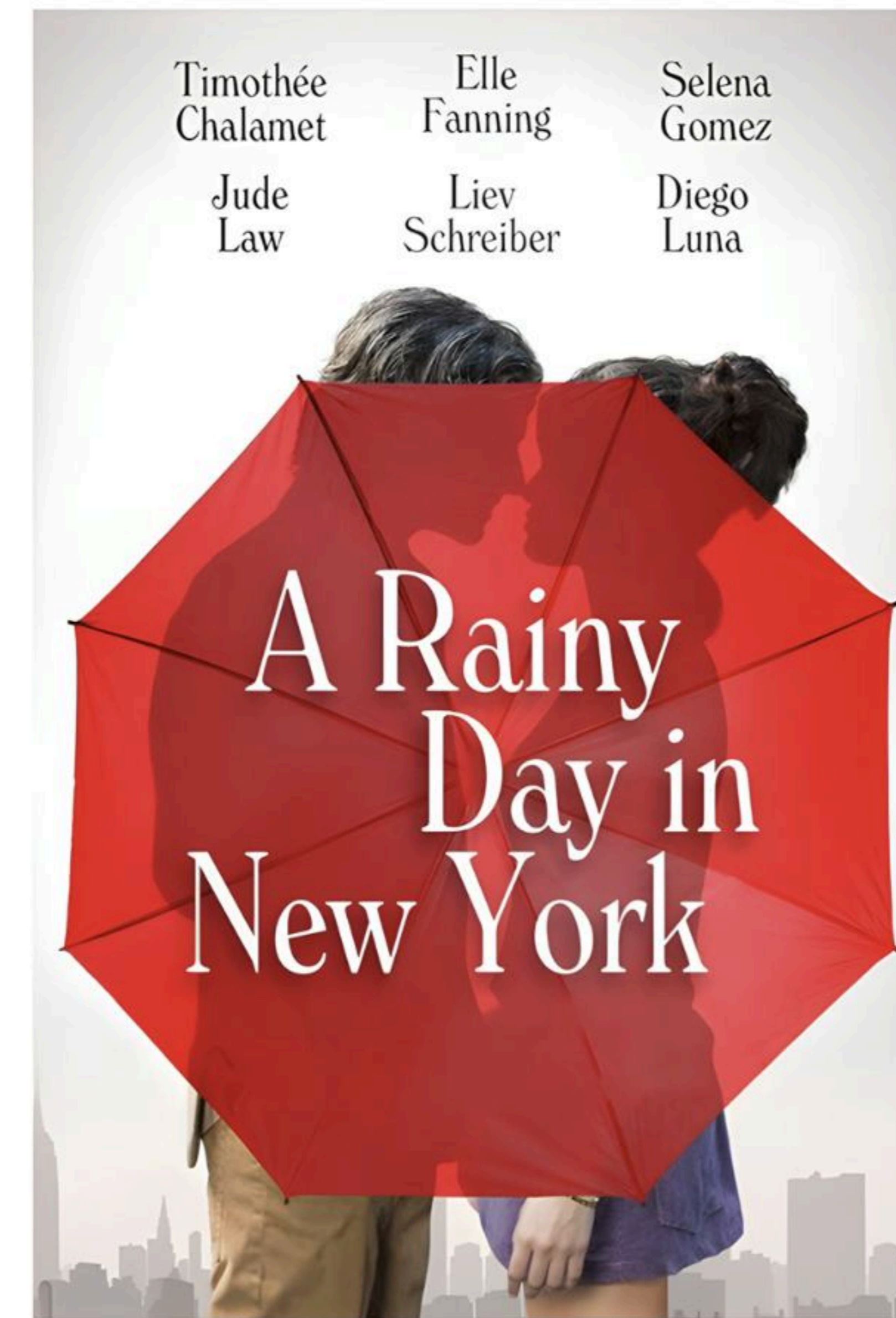
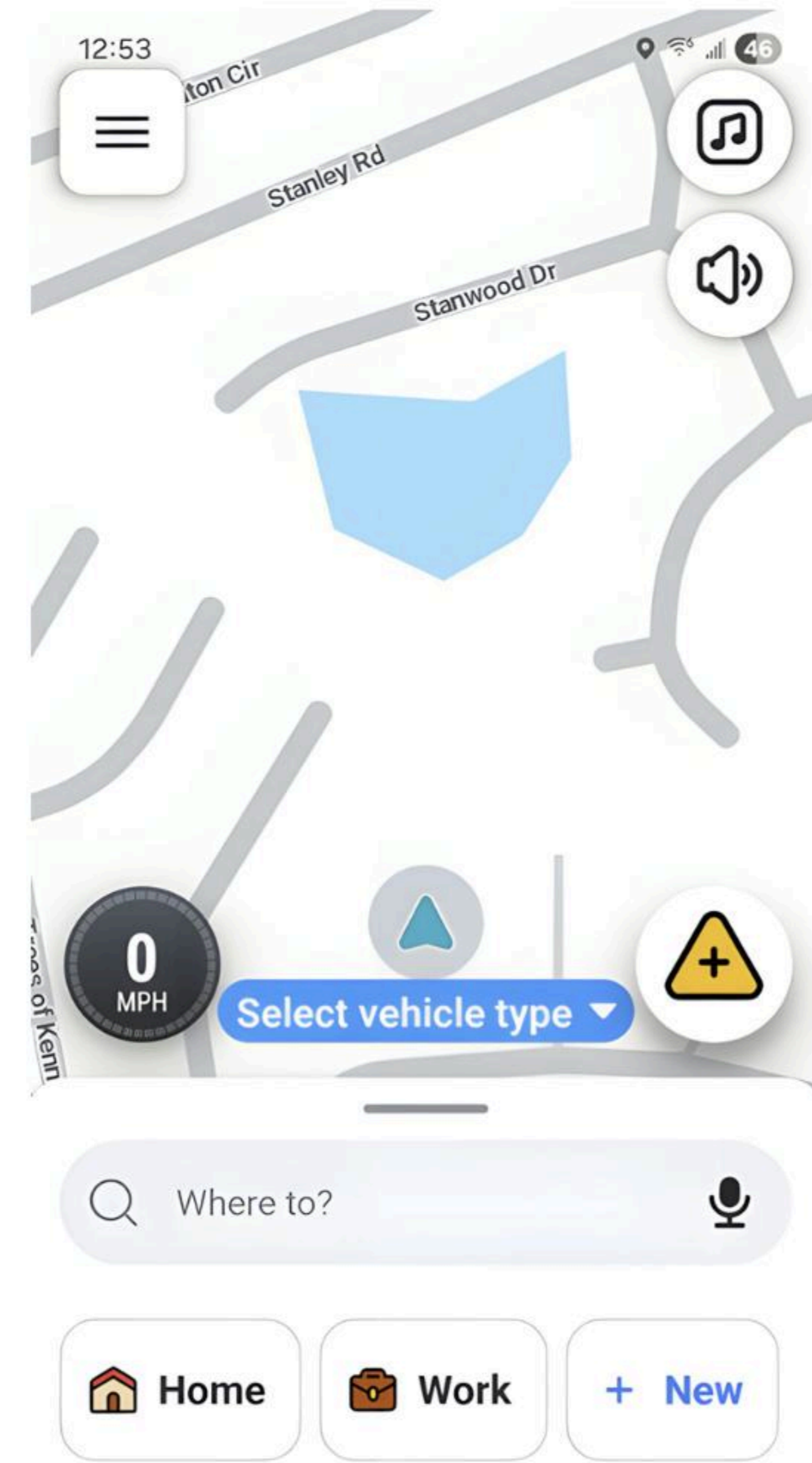
Visitors exploring iconic landmarks, museums, and famous monuments throughout the park.



# Overview

## Moodboard

The moodboard combines practical wayfinding inspiration with the cinematic atmosphere of New York. Waze helped inform the app's map-first navigation logic. I listened to New York-set films, videos, and plays in the background while building the app, helping shape the project's tone.



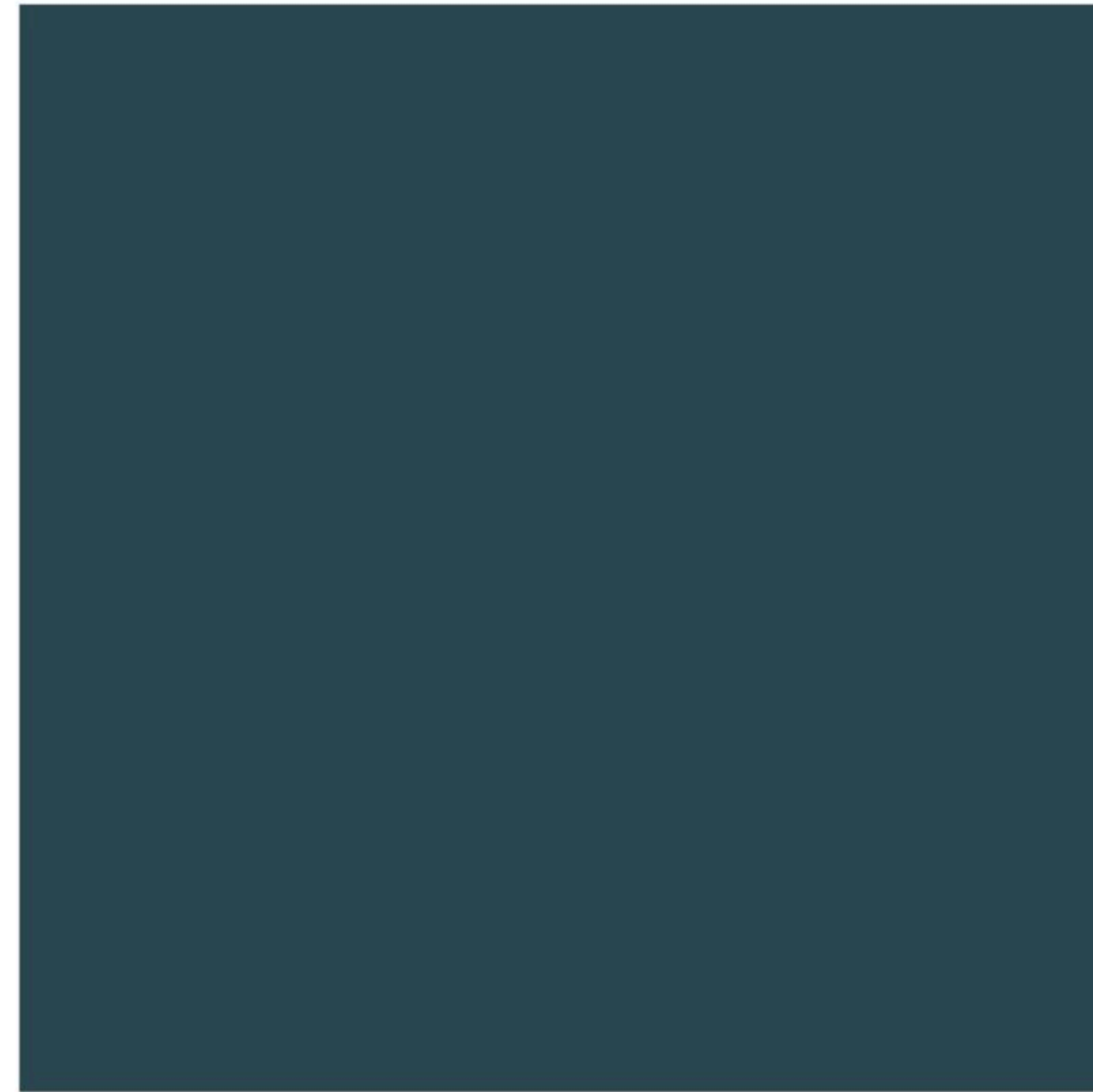
# Identity

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## Color Palette

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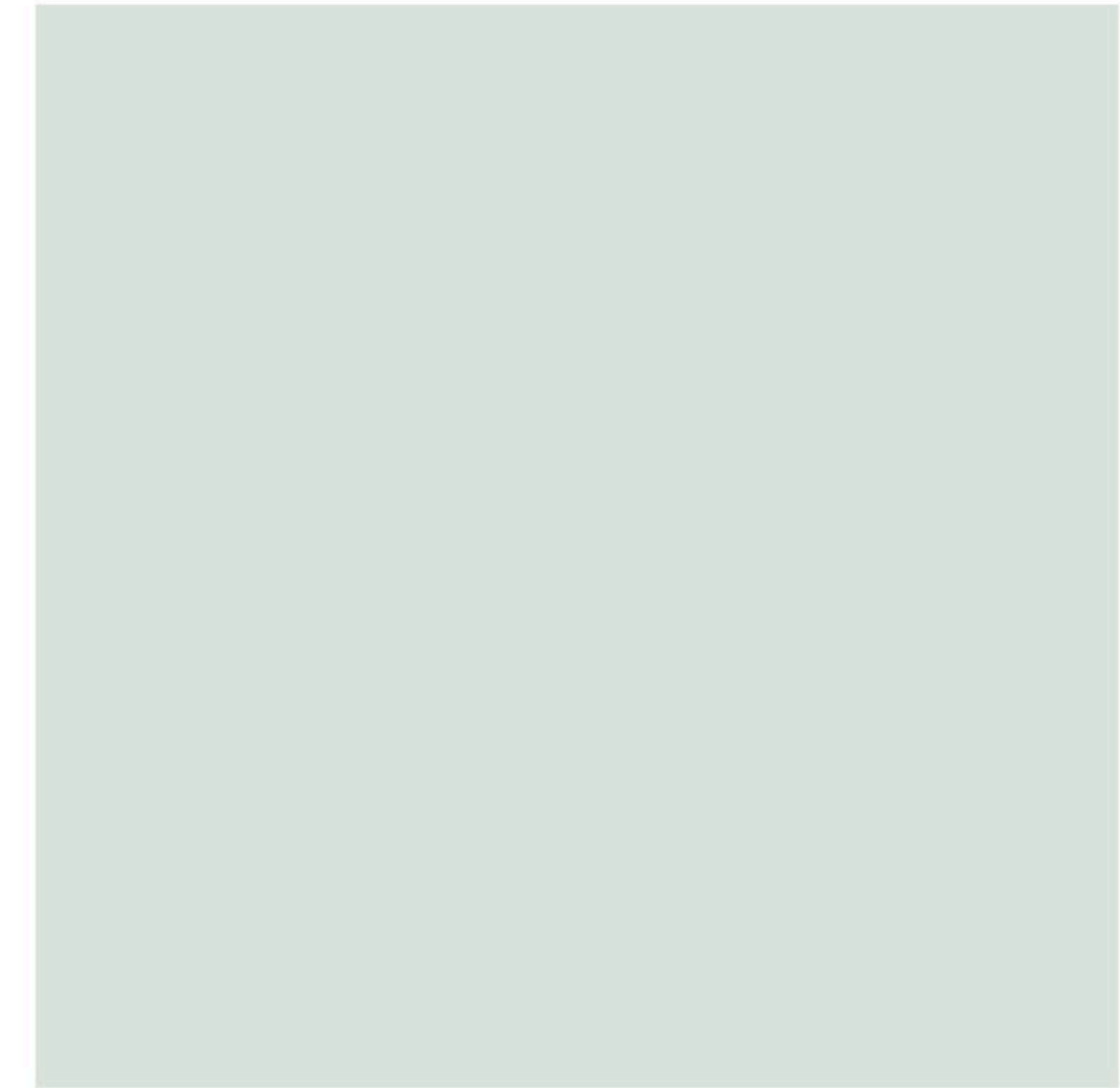
The color palette was built around Central Park's natural landscape while maintaining strong contrast for navigation and interface clarity. Dark teal creates a grounded map and UI foundation, while lime green acts as the active state and accents throughout the app.



CMYK = 75, 12, 0, 68  
RGB = 20, 71, 81  
HEX = 144751



CMYK = 11, 0, 68, 16  
RGB = 192, 215, 68  
HEX = C0D744



CMYK = 5, 0, 3, 9  
RGB = 221, 232, 226  
HEX = DDE8E2

# Identity

## Logo Sketches

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# Identity

## Logo

I chose the 4th sketch, which was inspired by the Pokemon Go logo.

On the right, is an early illustration of the "GO" mask. It was done in Adobe Illustrator, relying heavily on the Ellipse Tool. The product's personality was formed here, but I ultimately decided the illustration was too detailed for a logo.

Below that is the final "GO" design. I simplified the buildings and greenery and removed the outlines so it doesn't compete with the readability of "GO."



I designed the logo with the intention of isolating the inside of the "O" to be used as the app's icon/wayfinder.

# Identity

## Logo

When it came to the font, I initially chose something playful. I ended up scrapping that design because I thought it looked like a video game. I was drawn to 1930s art deco fonts, then honed in on typefaces used for The New Yorker and Only Murders in the Building.

I chose Windsor. It's elegant, yet playful, and still says classic New York.

THE  
NEW YORKER

ONLY  
MURDERS  
IN THE  
BUILDING

x



✓

Central Park



# Identity

---

## Typefaces

### WINDSOR

---

BOLD

---

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNQPQRSTUVWXYZ**  
**123456789!@#\$%^&\*()**

REGULAR

---

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
123456789!@#\$%^&\*()

### INTER

---

BOLD

---

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNQPQRSTUVWXYZ**  
**123456789!@#\$%^&\*()**

REGULAR

---

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
123456789!@#\$%^&\*()

LIGHT

---

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
123456789!@#\$%^&\*()

# Identity

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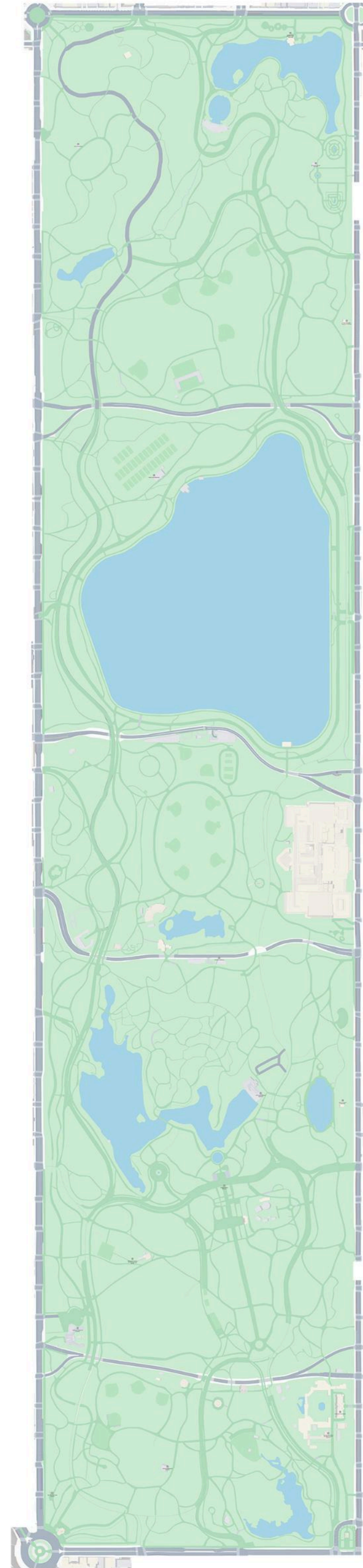
## Park Map

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Since the map is the main event, I wanted to give it a fresh look that has never been seen before.

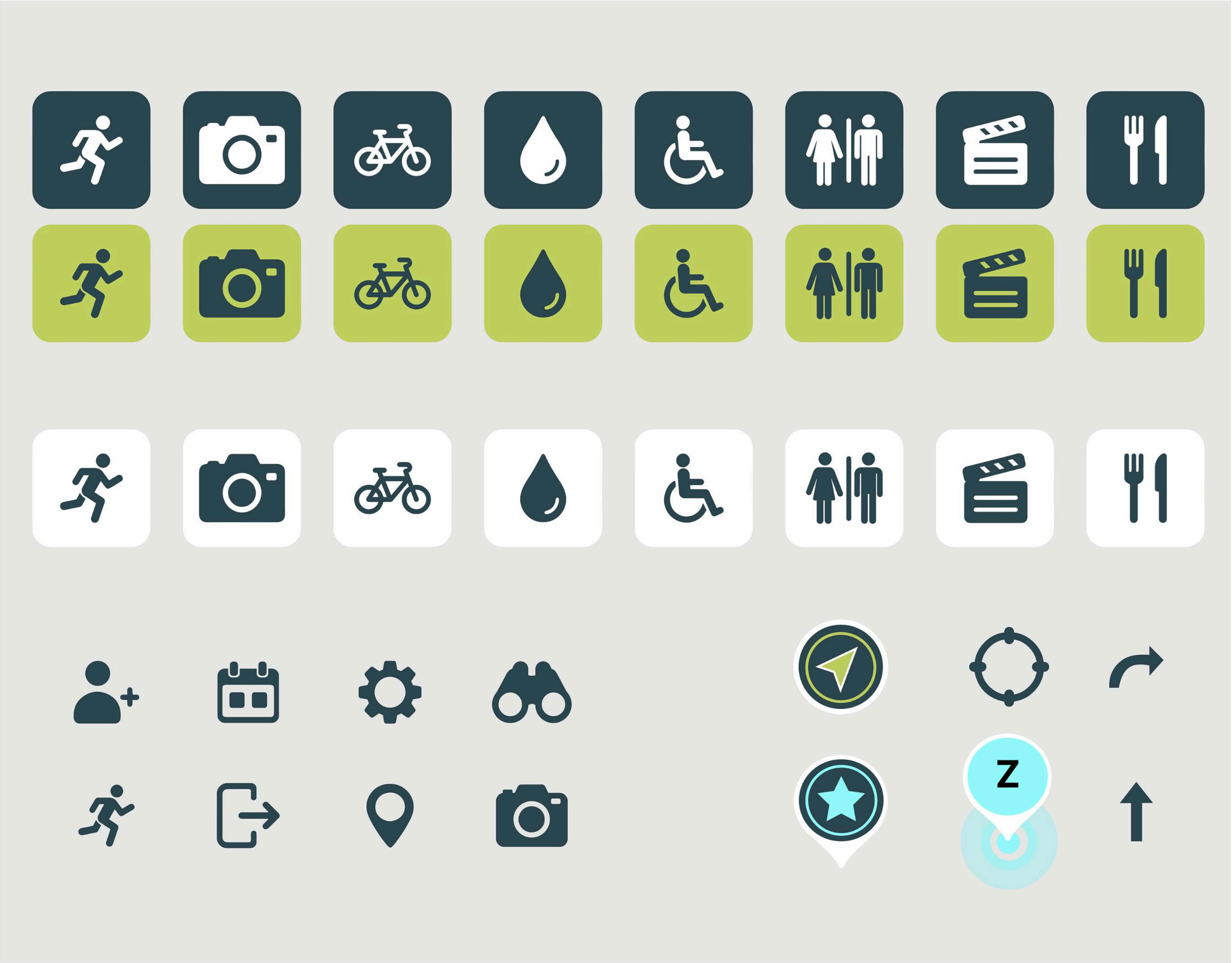
On the left is the reference map I stitched together from the Conservatory's website.

On the right is the final design. Done using a combination of Photoshop and Illustrator.



# Identity

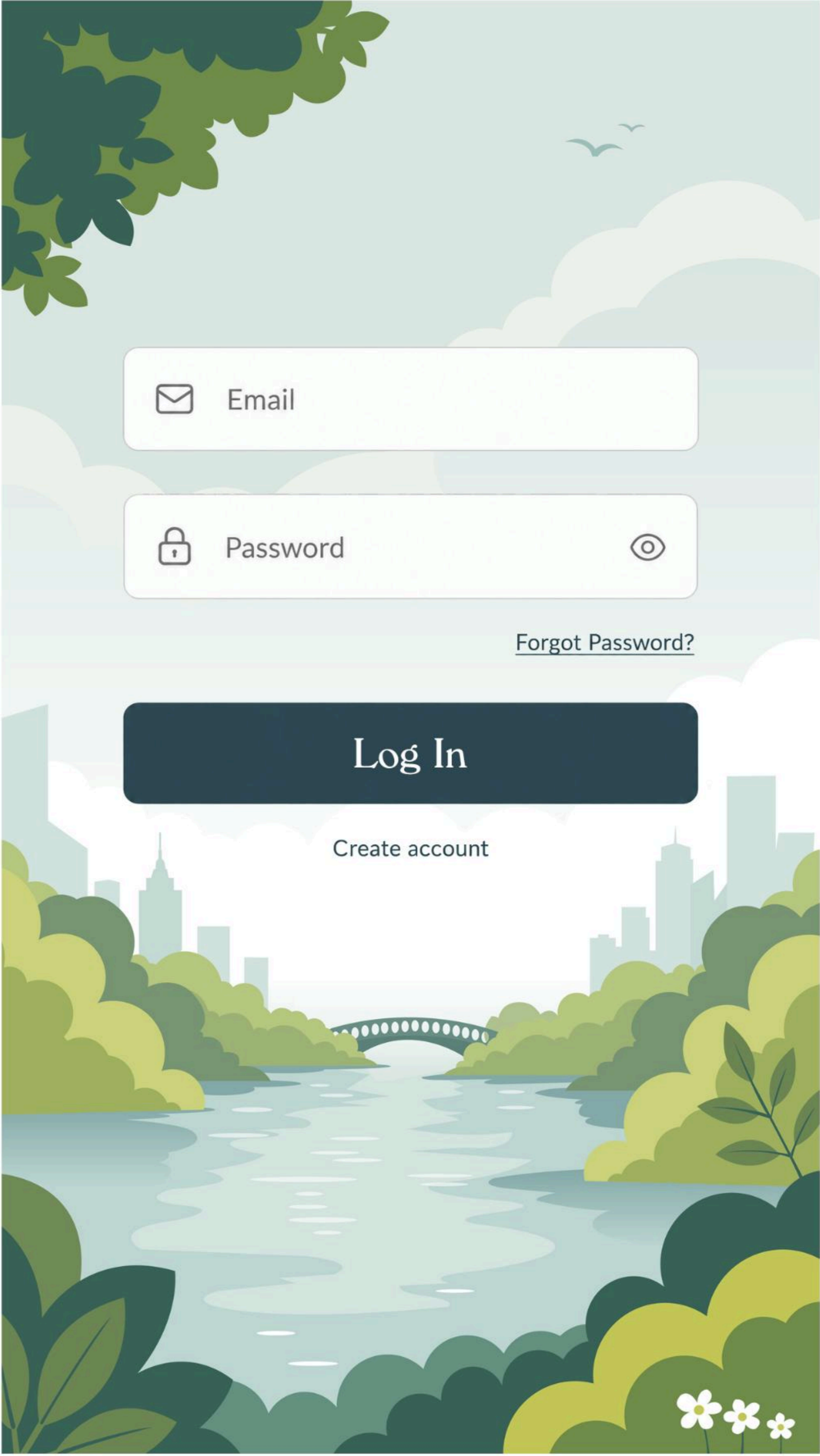
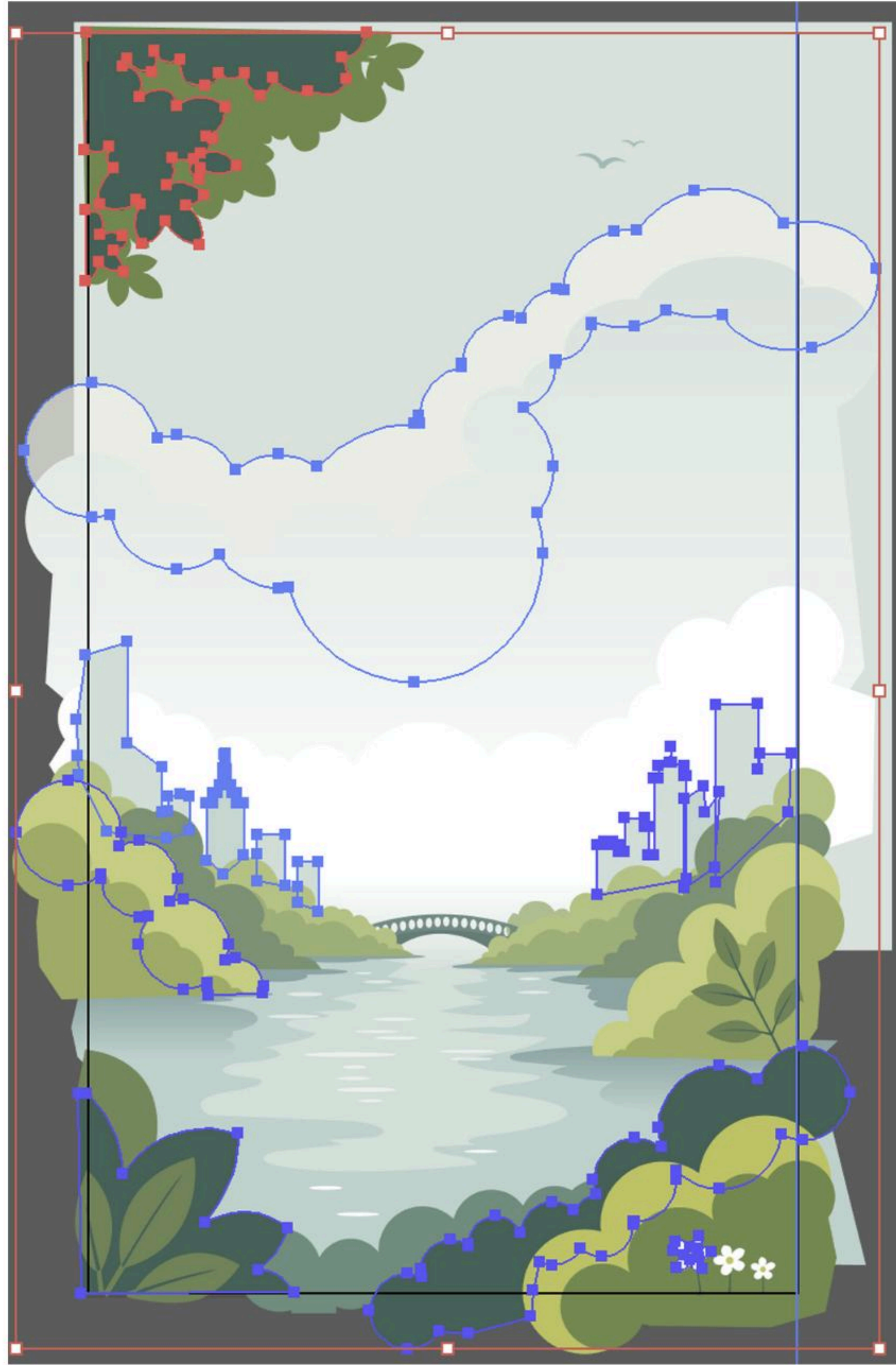
Icons



# Identity

## Login Page

The login background was drawn in Illustrator. it is a companion piece to the logo.



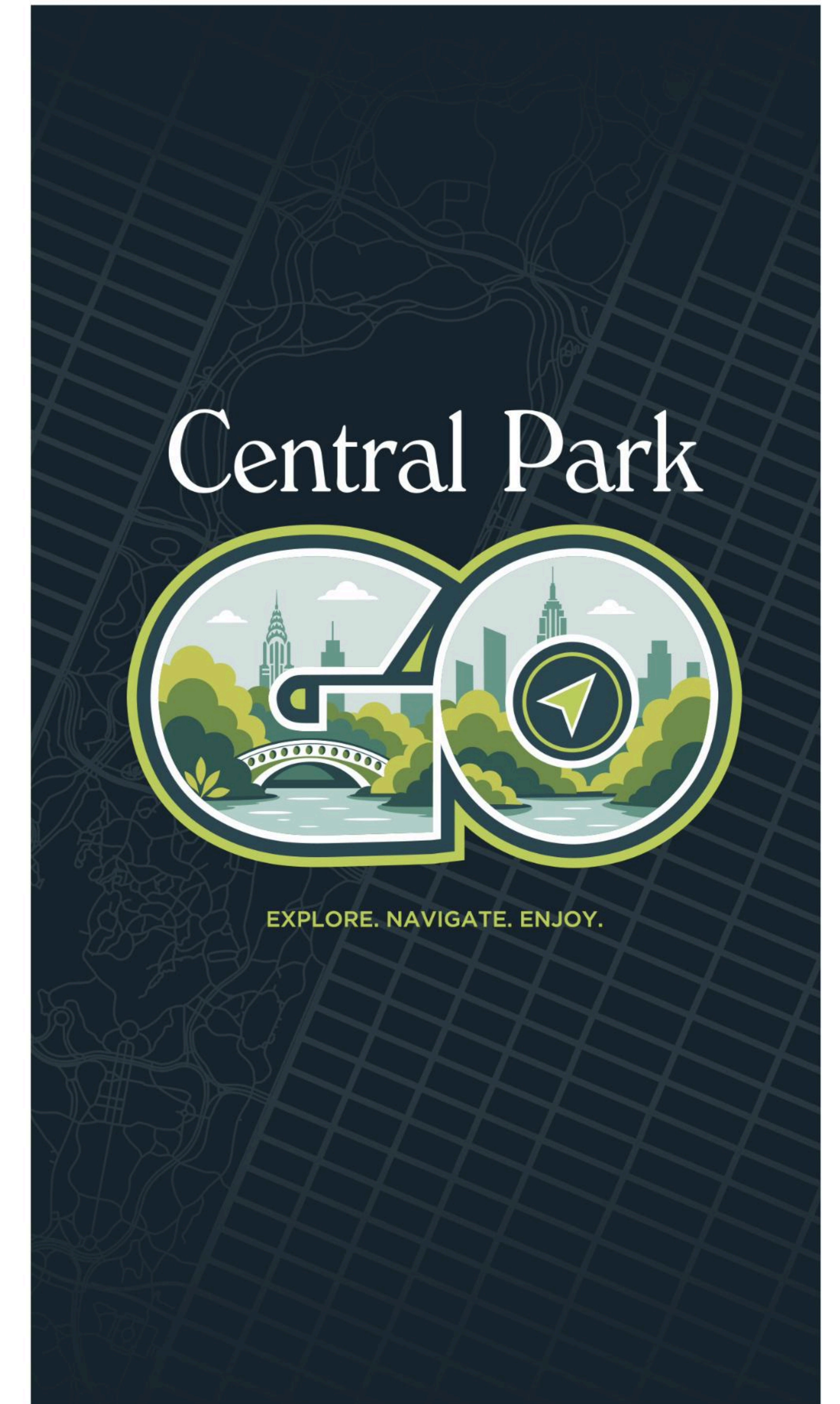
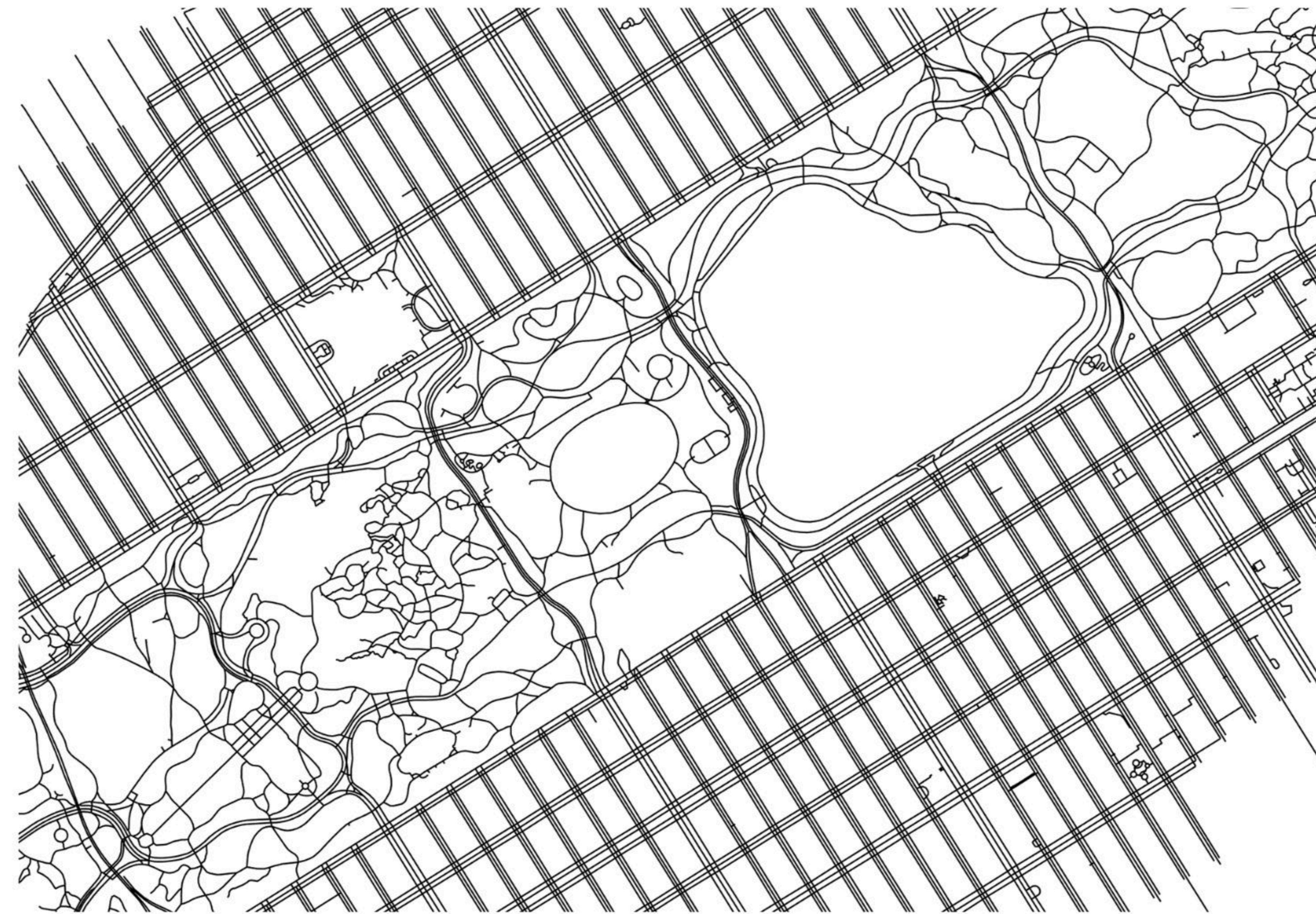
# Identity

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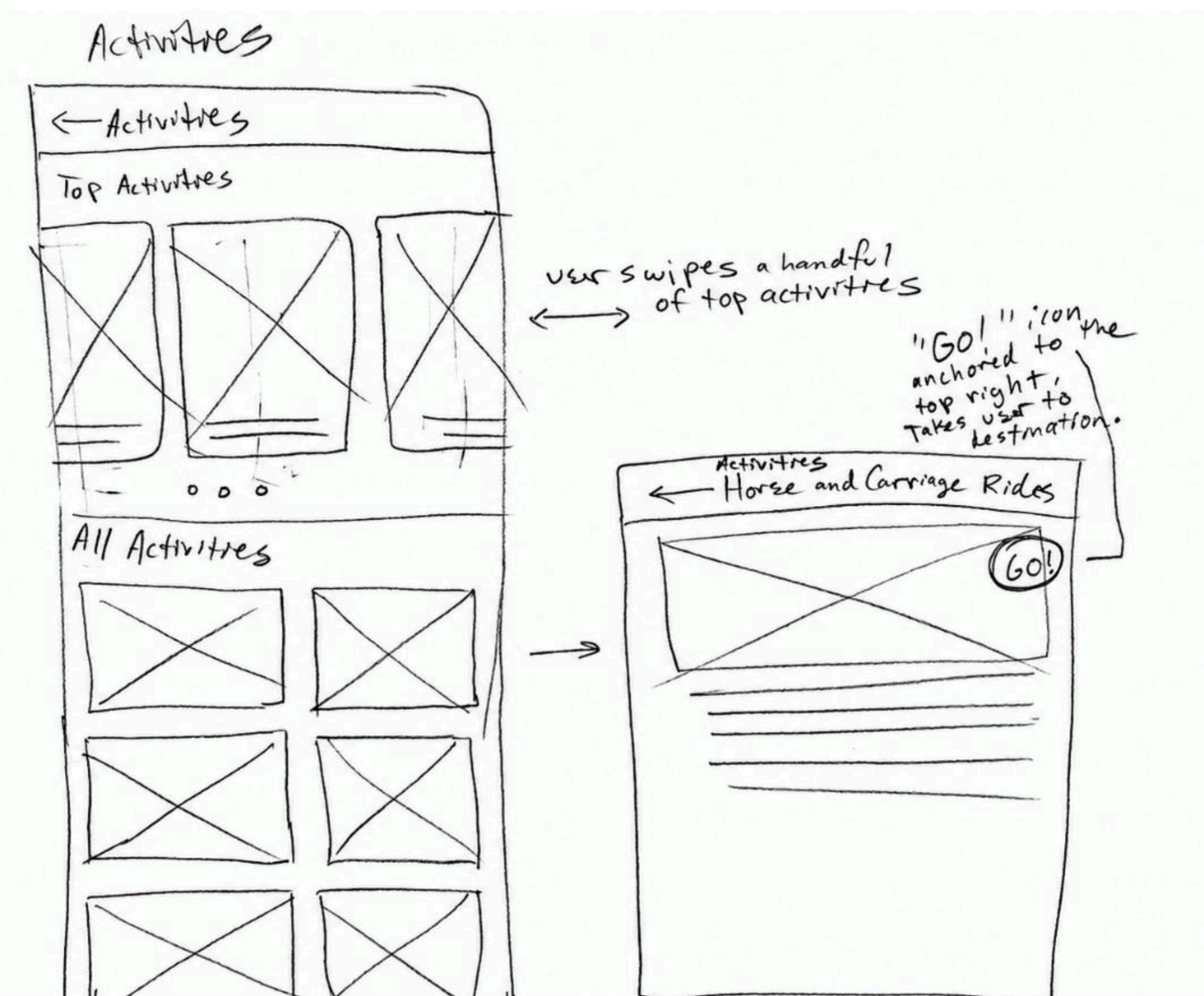
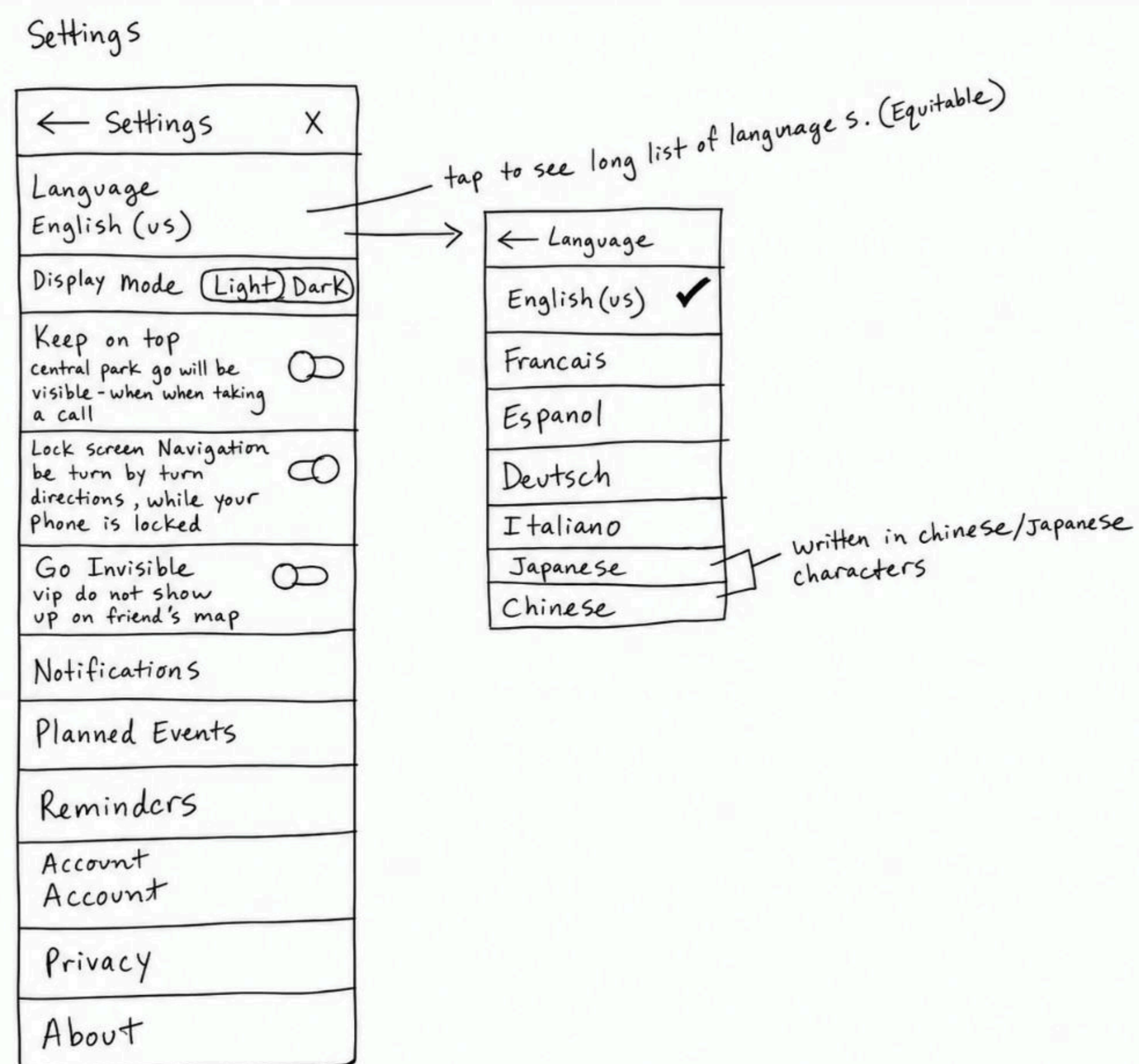
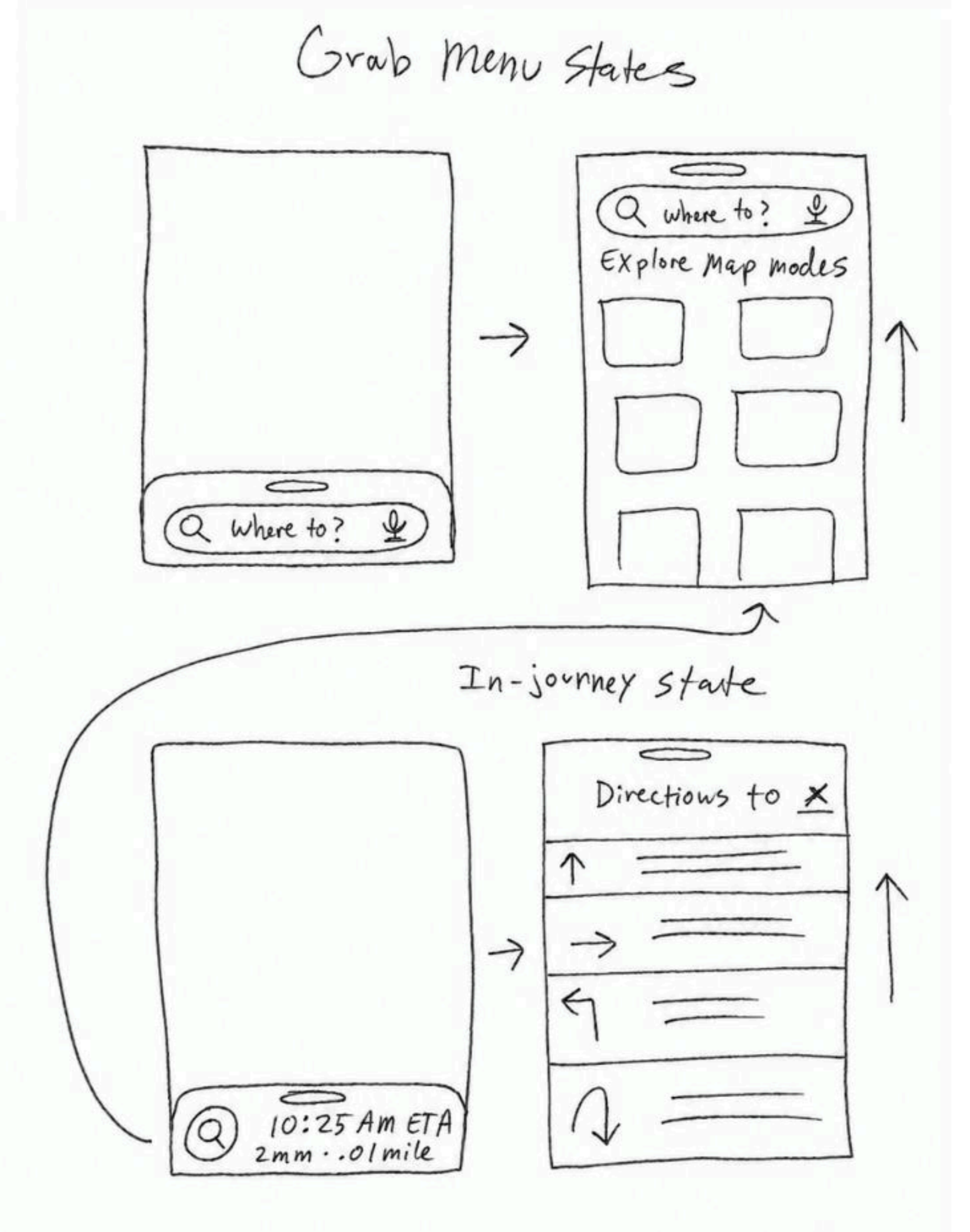
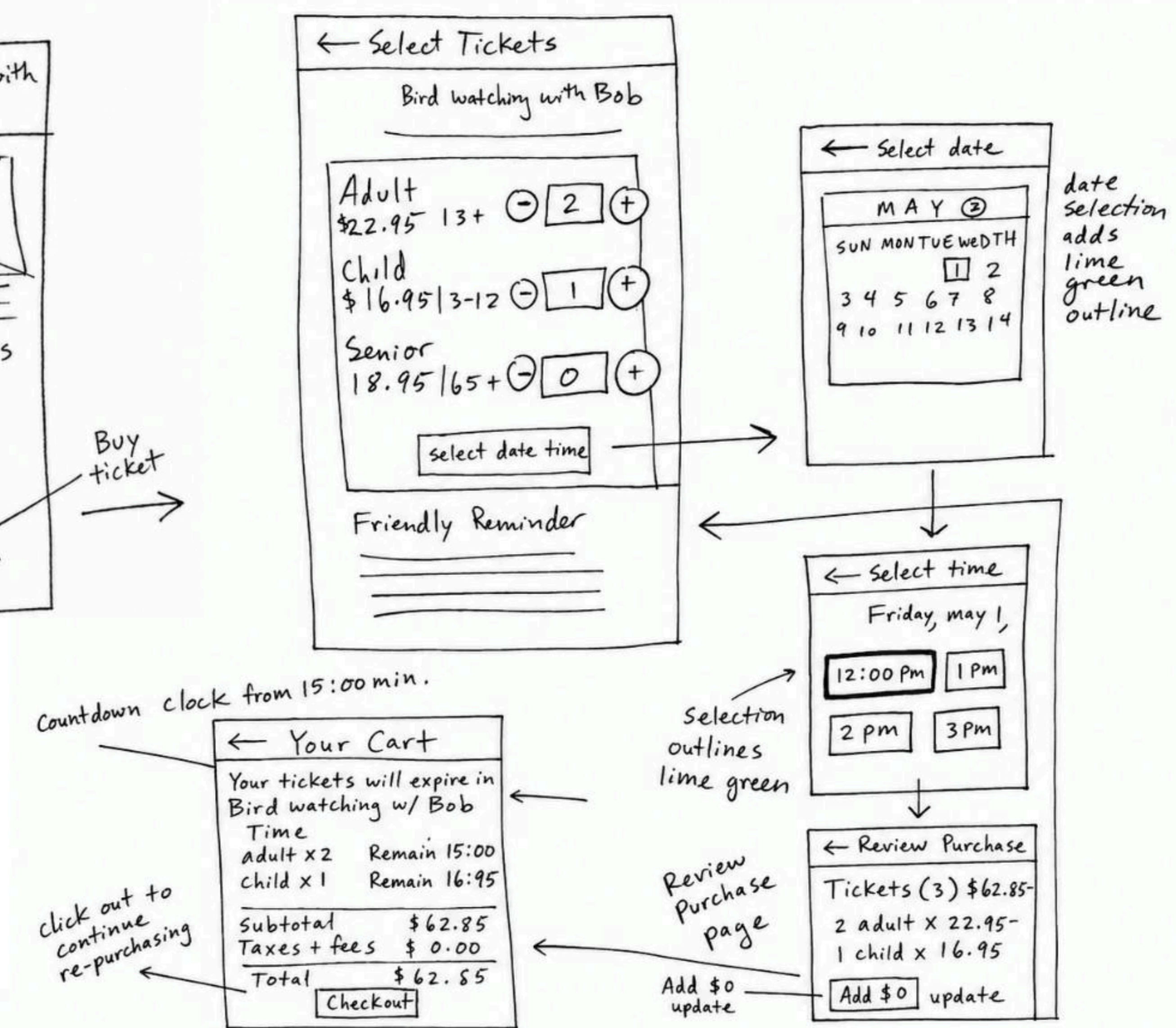
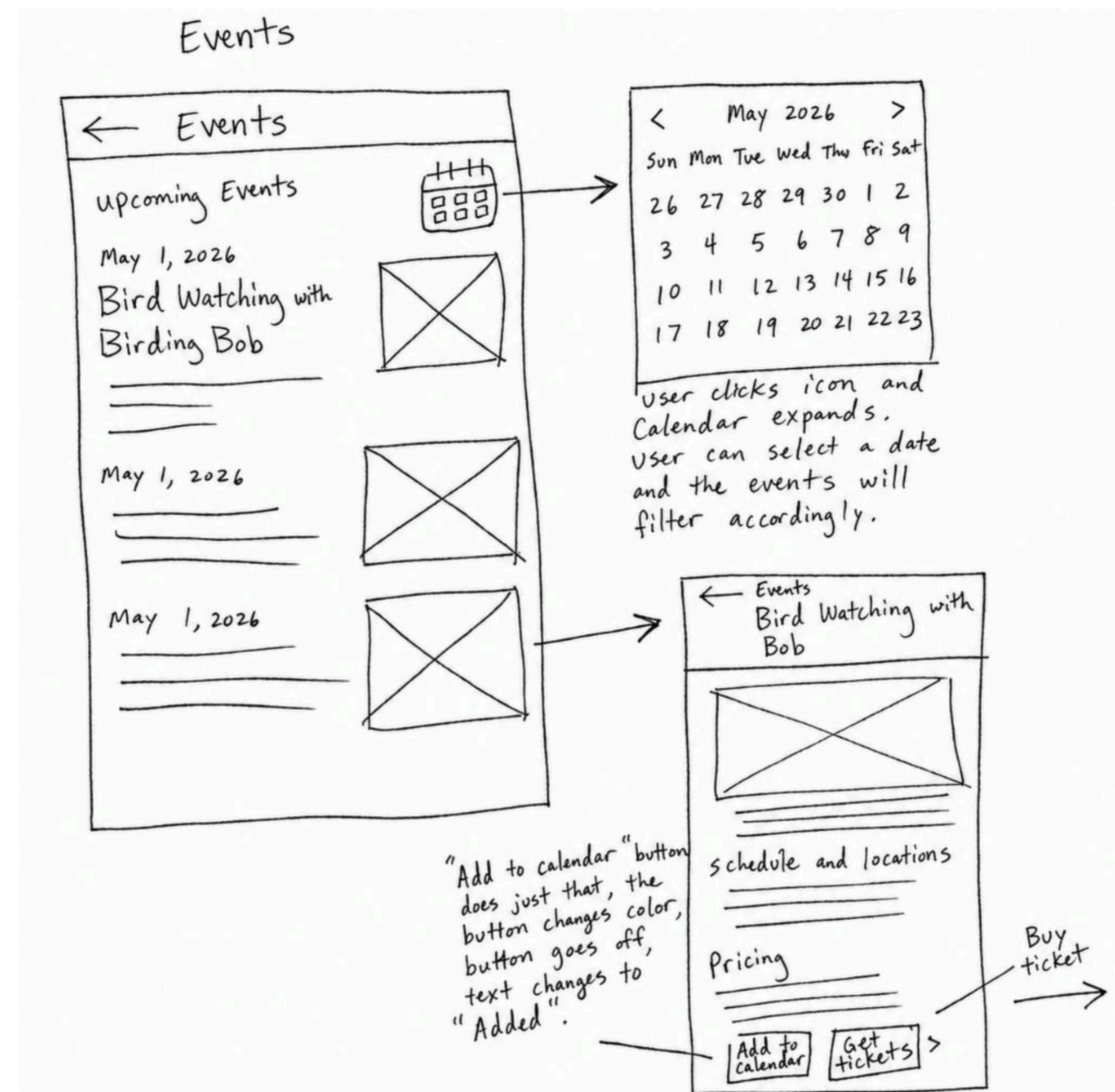
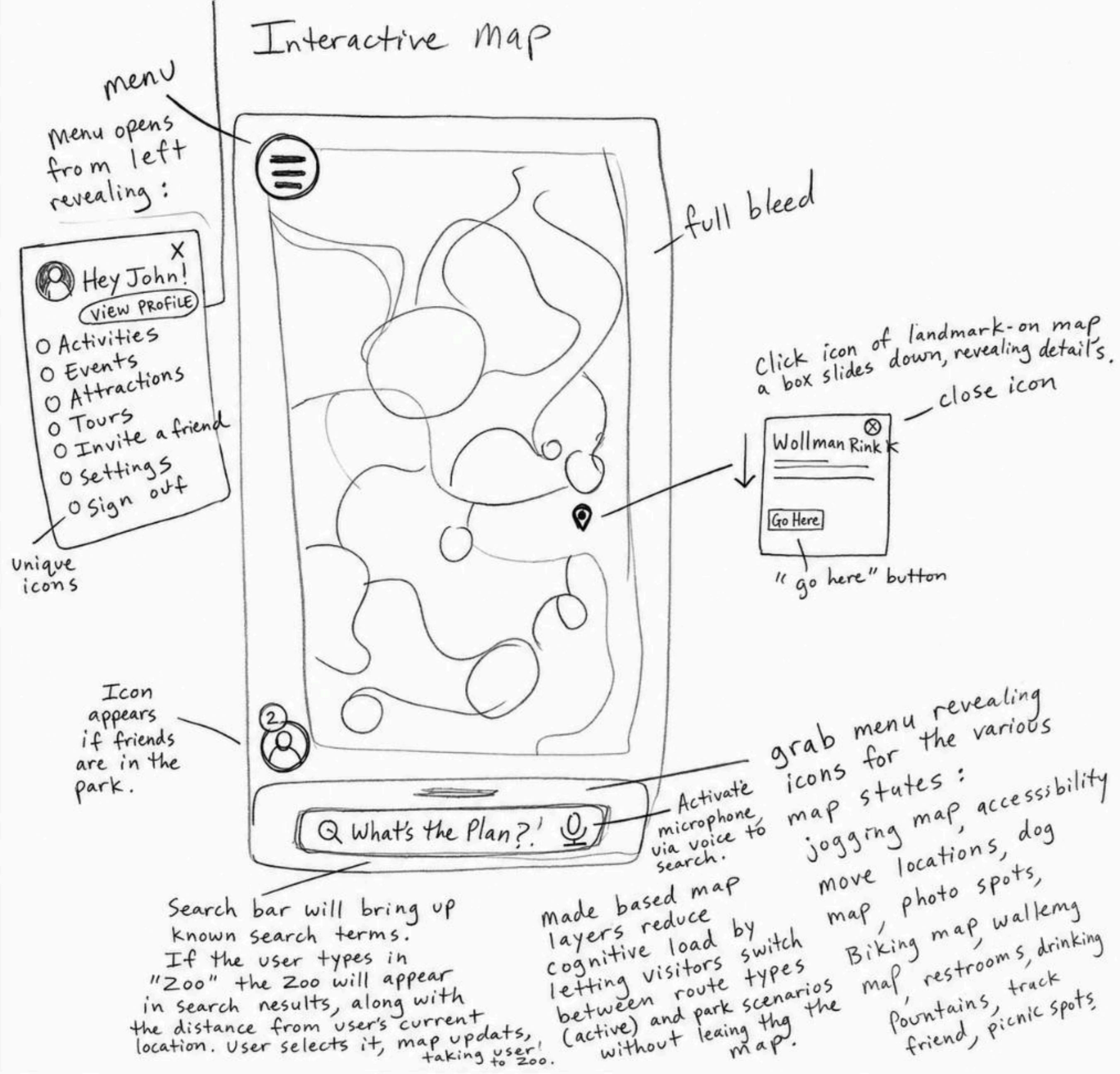
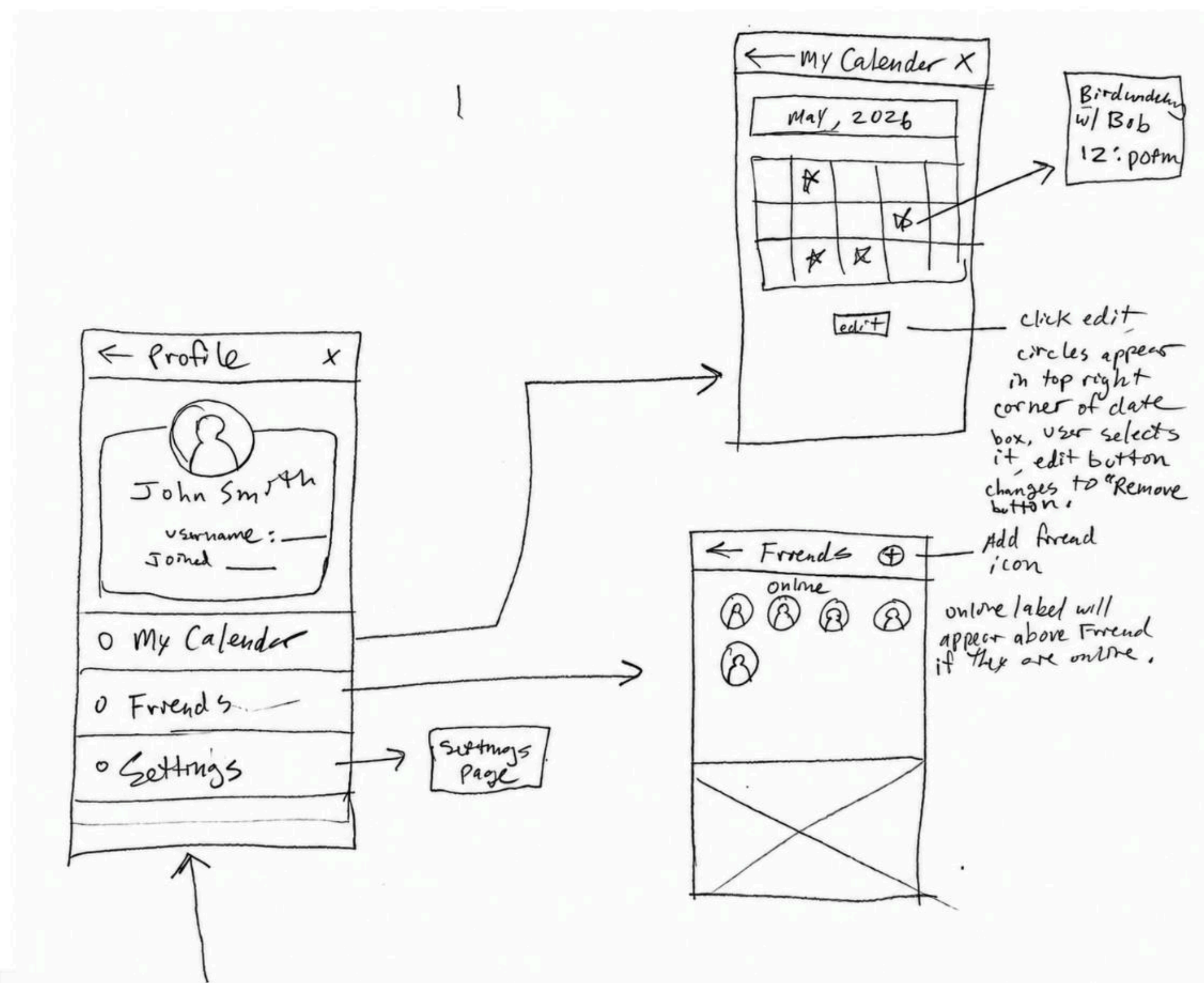
## Splash Screen

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For the splash screen's background, I started in Overpass Turbo, where I ran a custom query to pull Central Park's path data and exported the result as a JSON file. I then uploaded that file to mapshaper.org and used the Mapshaper console command `-proj EPSG:2263` to reproject the data into a cleaner New York-based top-down view. After exporting the projected map as an SVG, I brought it into Illustrator, refined the linework, filled in the surrounding Manhattan street grid, adjusted stroke weight and opacity, and stylized the map so it could work as a subtle branded background behind the Central Park Go logo.



# Wireframes



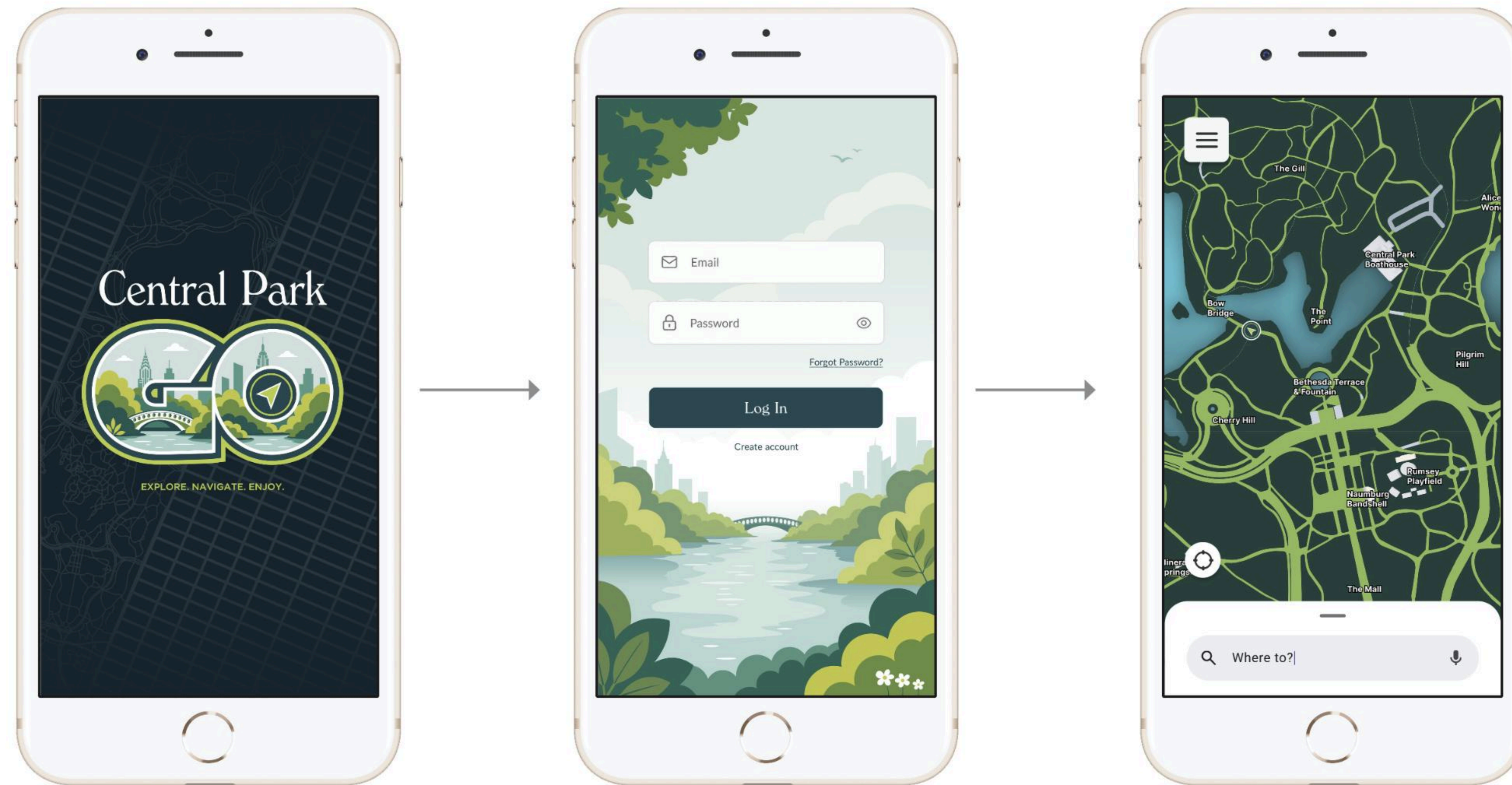
# Mobile App

## Interactive map in Figma

I wanted the default map screen to feel exploratory rather than static, so I made the full Central Park map pannable while keeping the main interface controls locked in place.

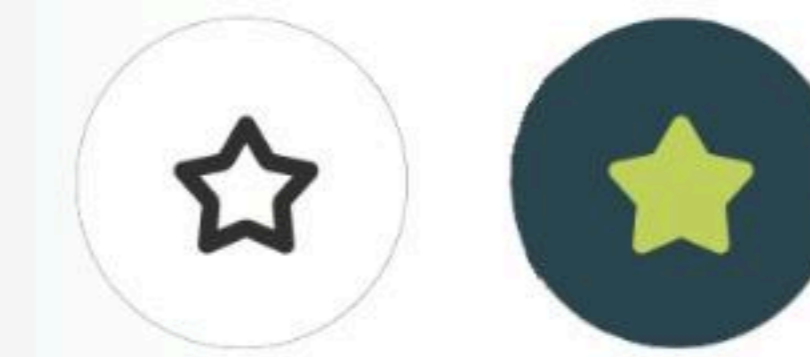
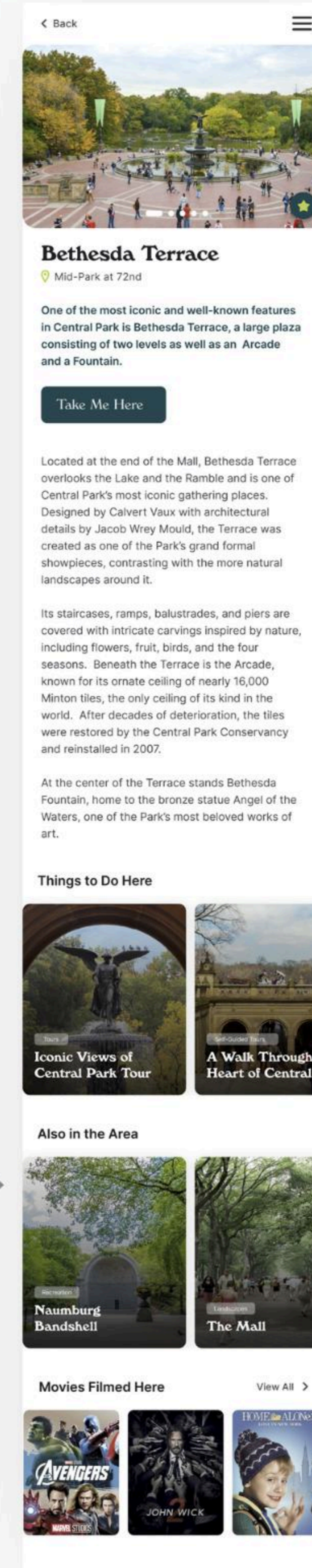
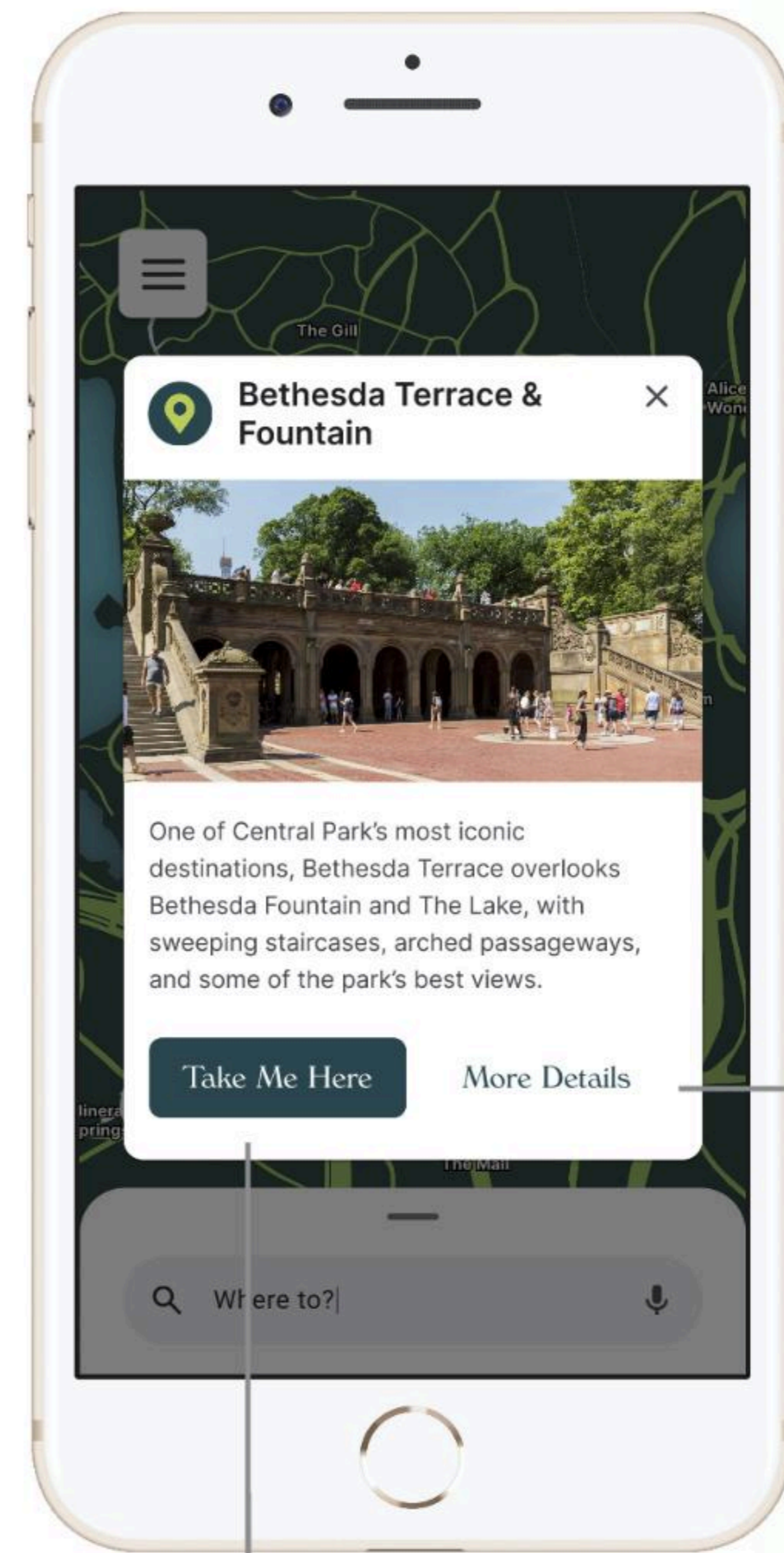
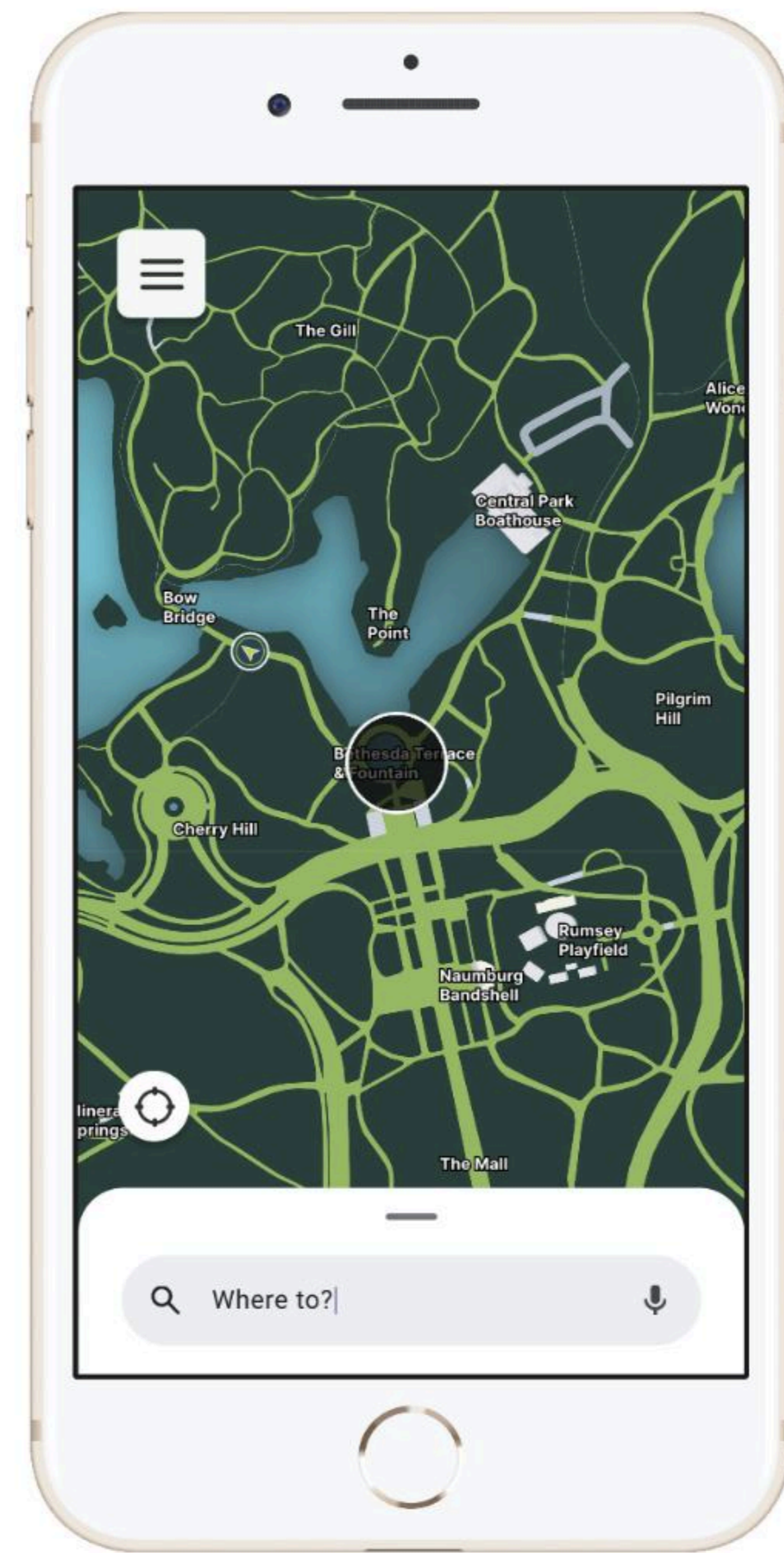
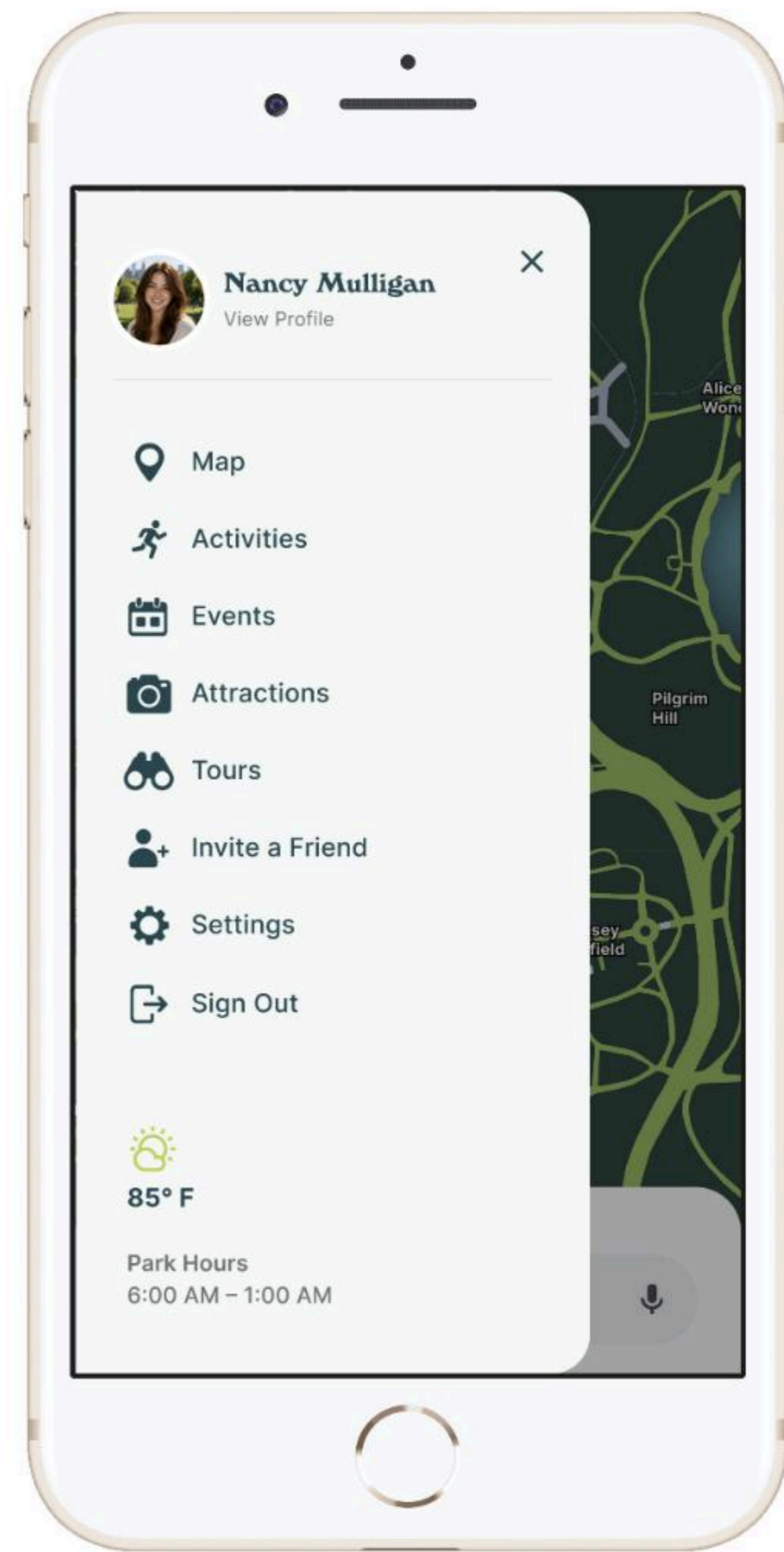
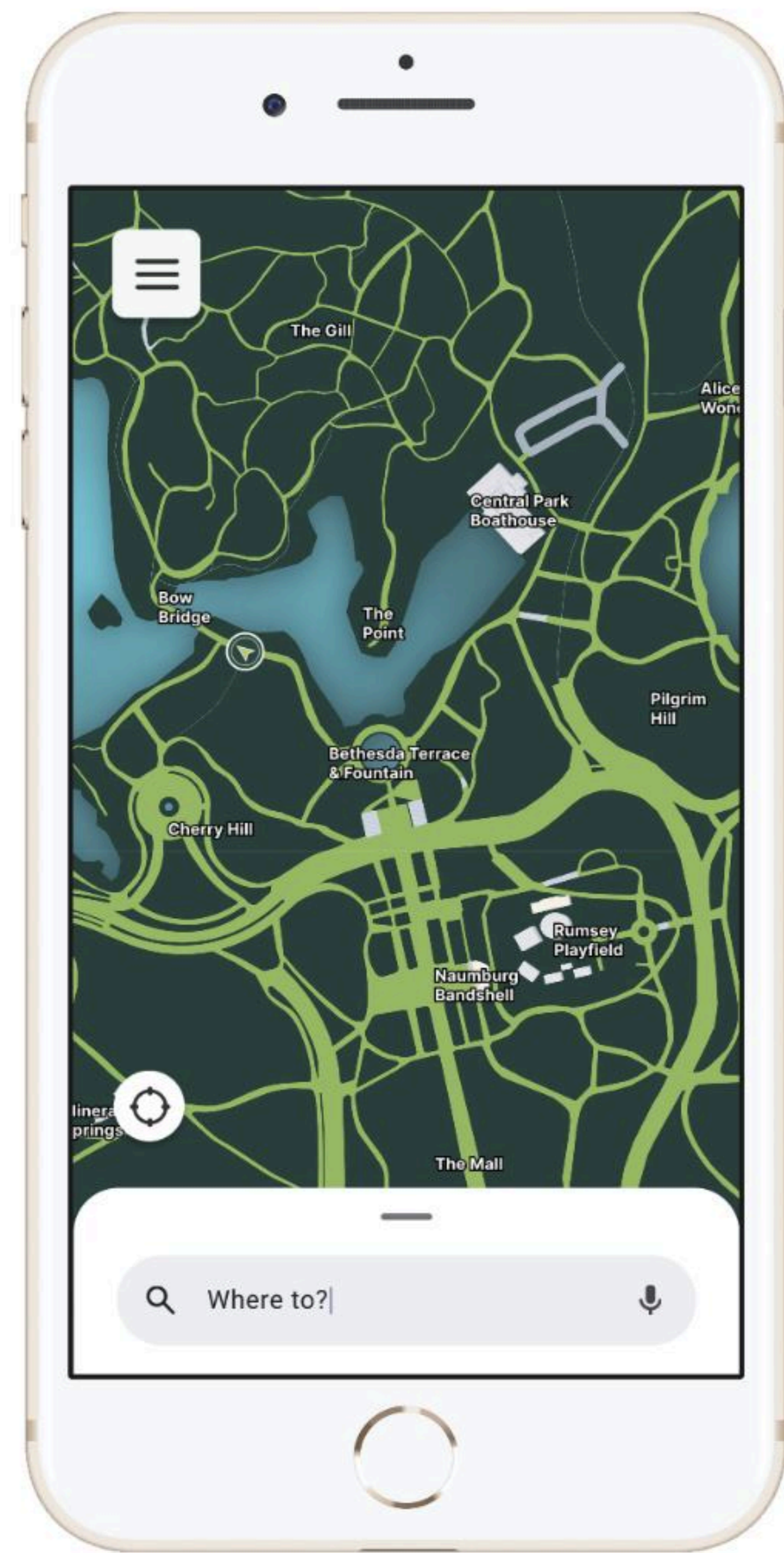
Because the map needed to stay high-resolution, I imported it with the Insert Big Image Figma plugin to preserve detail in the paths, landmarks, labels, and surrounding streets. I placed the map, destination pins, and landmark labels inside a dedicated Map Scroll Frame with Clip Content turned on and enabled both vertical and horizontal scrolling in Prototype settings. The hamburger menu and bottom grab menu were kept outside that scroll frame as fixed interface elements, allowing users to pan around the park while the main navigation controls stayed anchored on screen.

To make the default map feel more like a real navigation app, I added a fixed recenter control above the bottom grab menu. Because the map is pannable inside Figma, I linked the recenter icon back to a duplicate default map frame and enabled Reset scroll position. This allows the user to explore the full Central Park map, then tap the control to return to the original wayfinding position.

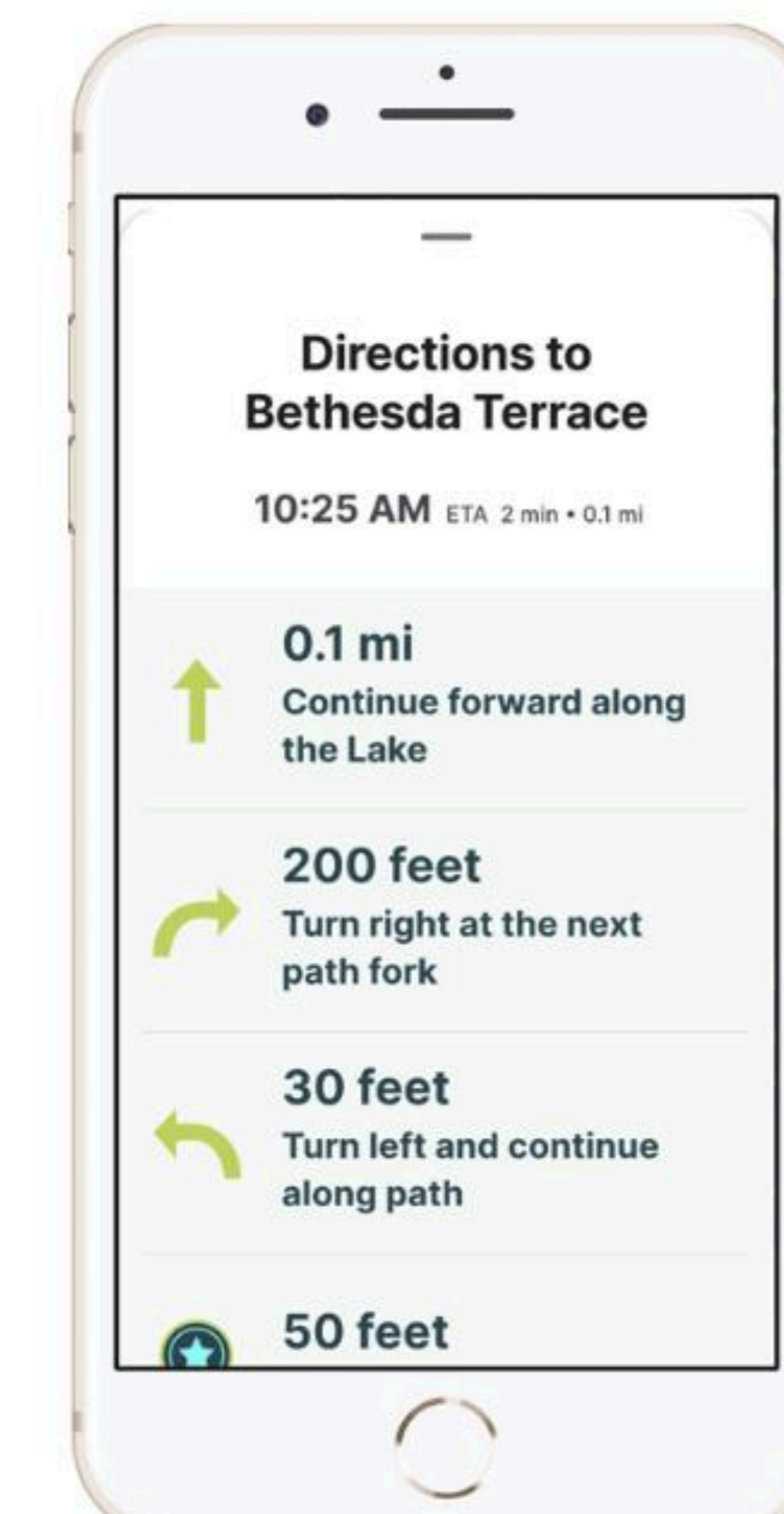
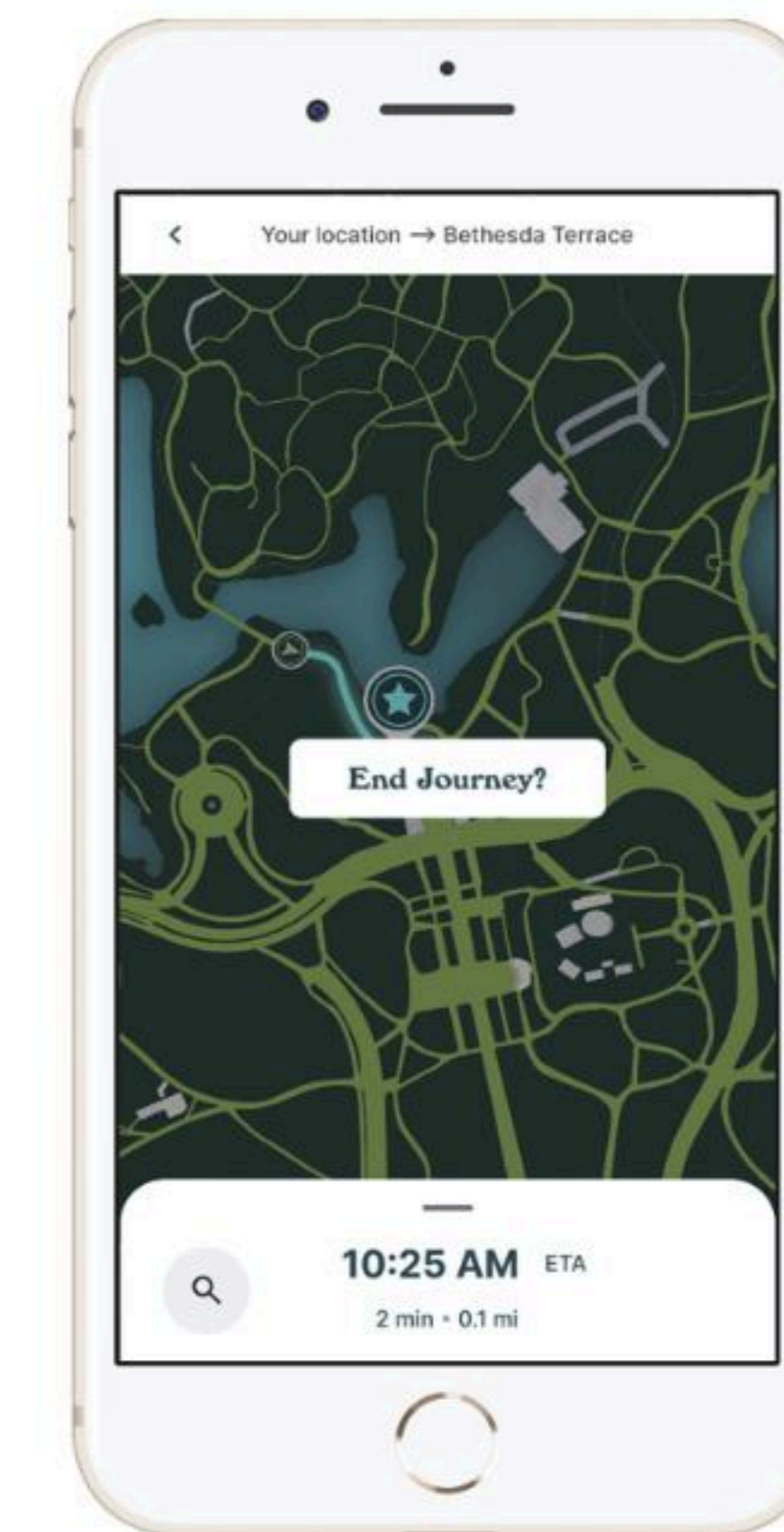
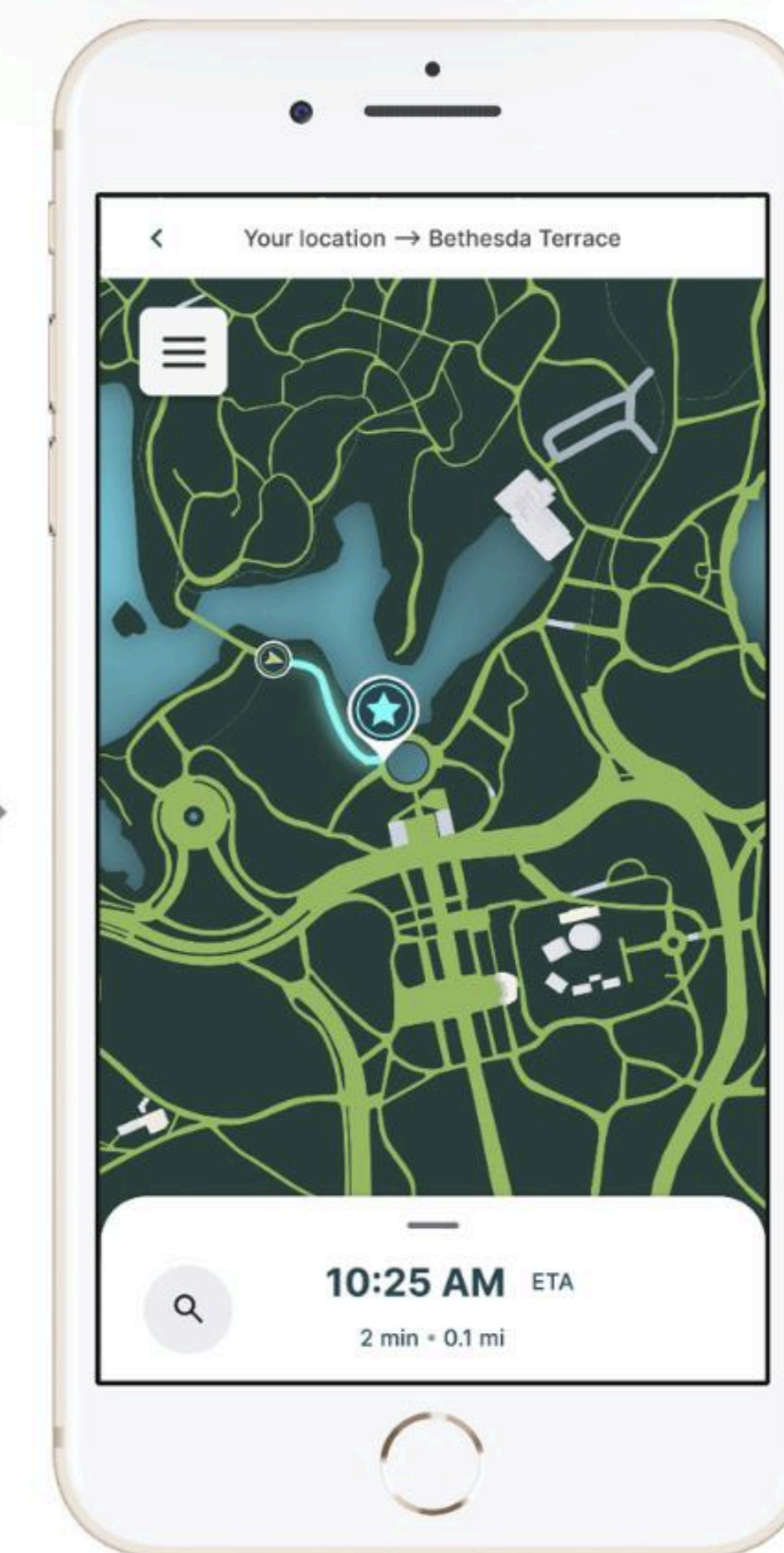
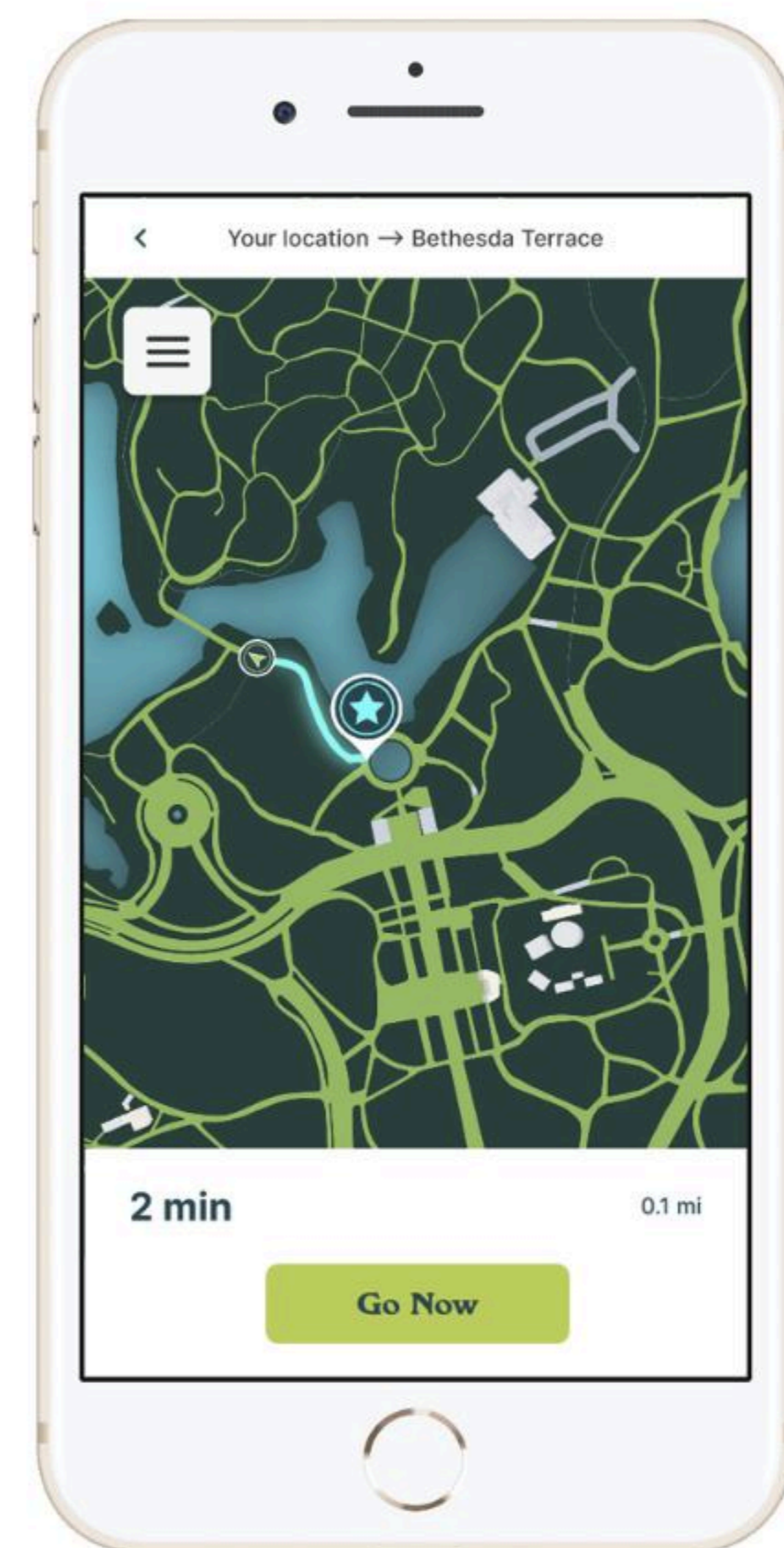
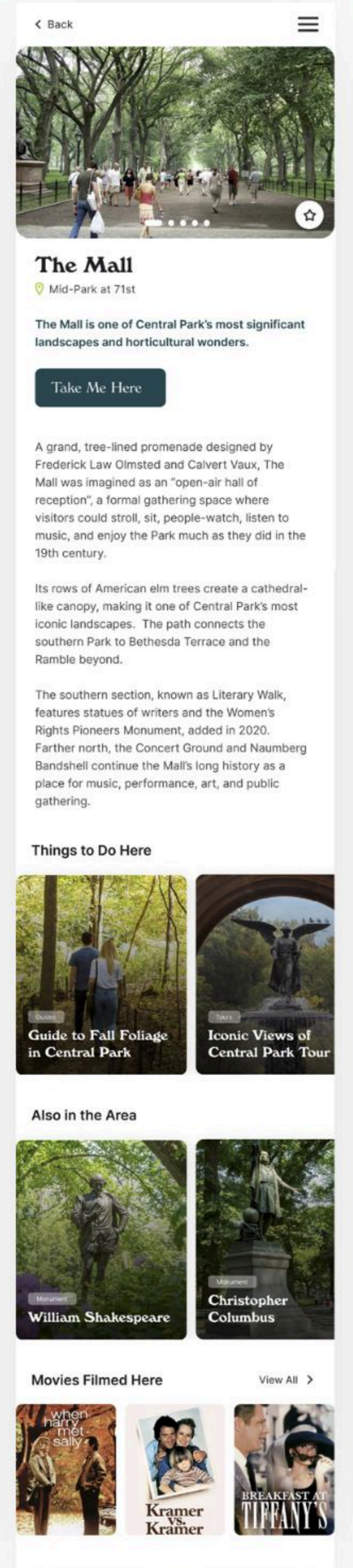


Default map

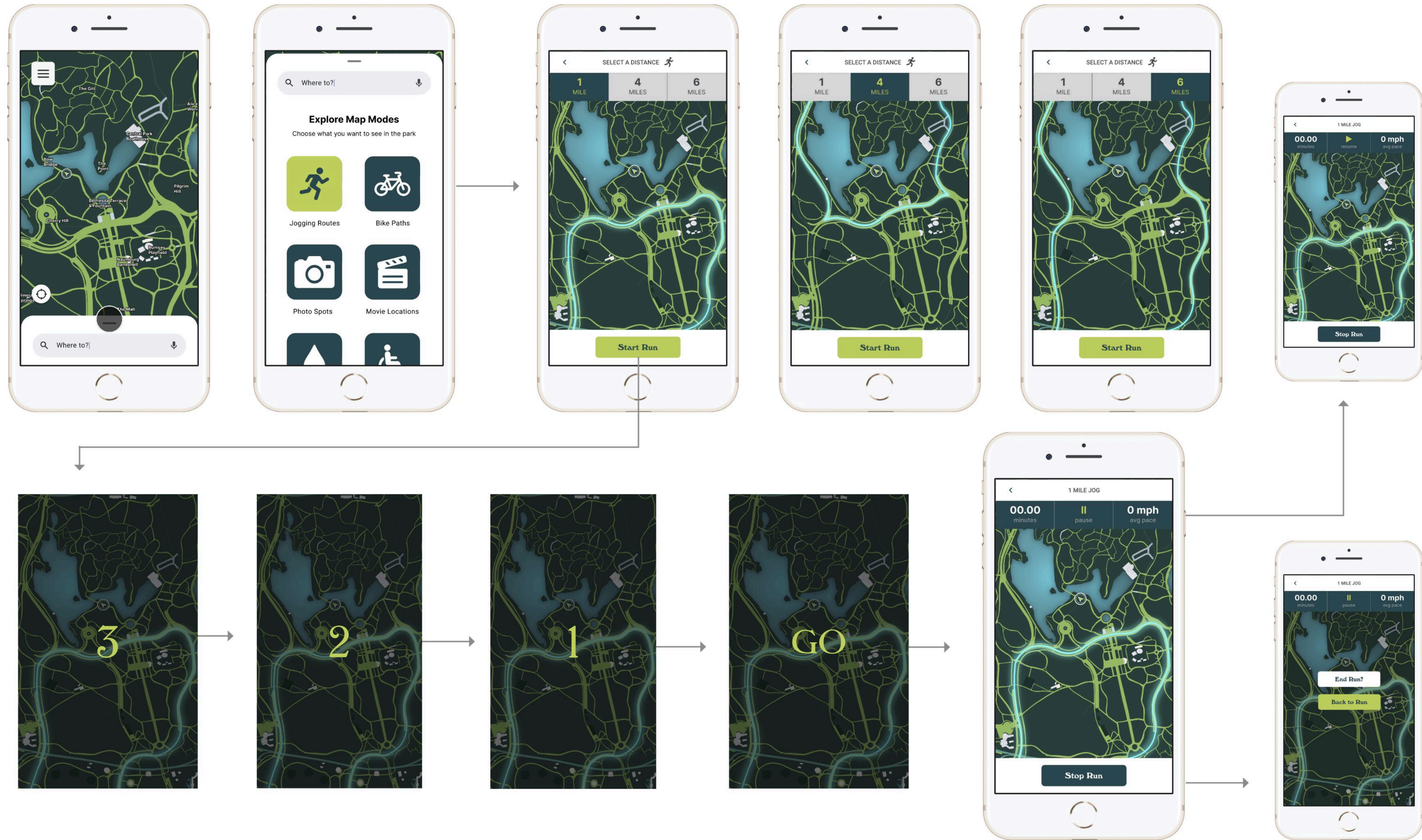
# Mobile App



A favorites icon appears in the bottom-right corner of each hero carousel image. When a location has been added to the user's favorites, the icon appears filled. In this example, Bethesda Terrace is favorited, while The Mall remains unselected.



# Mobile App



# Mobile App

## Countdown Animation in Figma

To make the jogging mode feel more intentional, I added a short animated countdown before the active jog tracker.

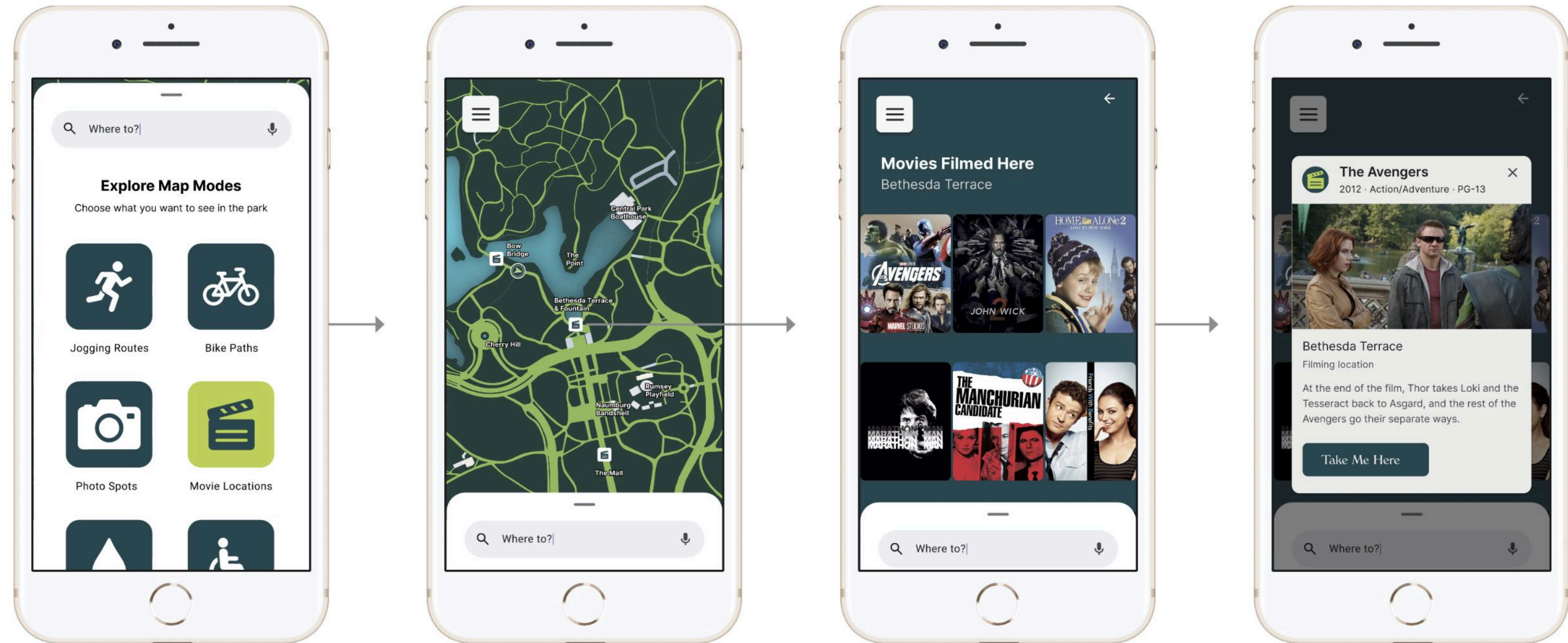
The user first sees the full jogging route on the map, then taps Start Run at the bottom. Instead of immediately jumping into the tracker, the prototype transitions into a countdown sequence: 3, 2, 1, GO. This gets the user hyped to start their fun.

In Figma, I built the animation as a series of connected countdown frames, using the After Delay trigger. Each number has a small and large version, allowing the text to pulse as it appears. The small-to-large transition uses Smart Animate with an Ease Out setting, while each number fades into the next with a short dissolve. After "GO" appears, the prototype automatically transitions into the active jogging tracker.



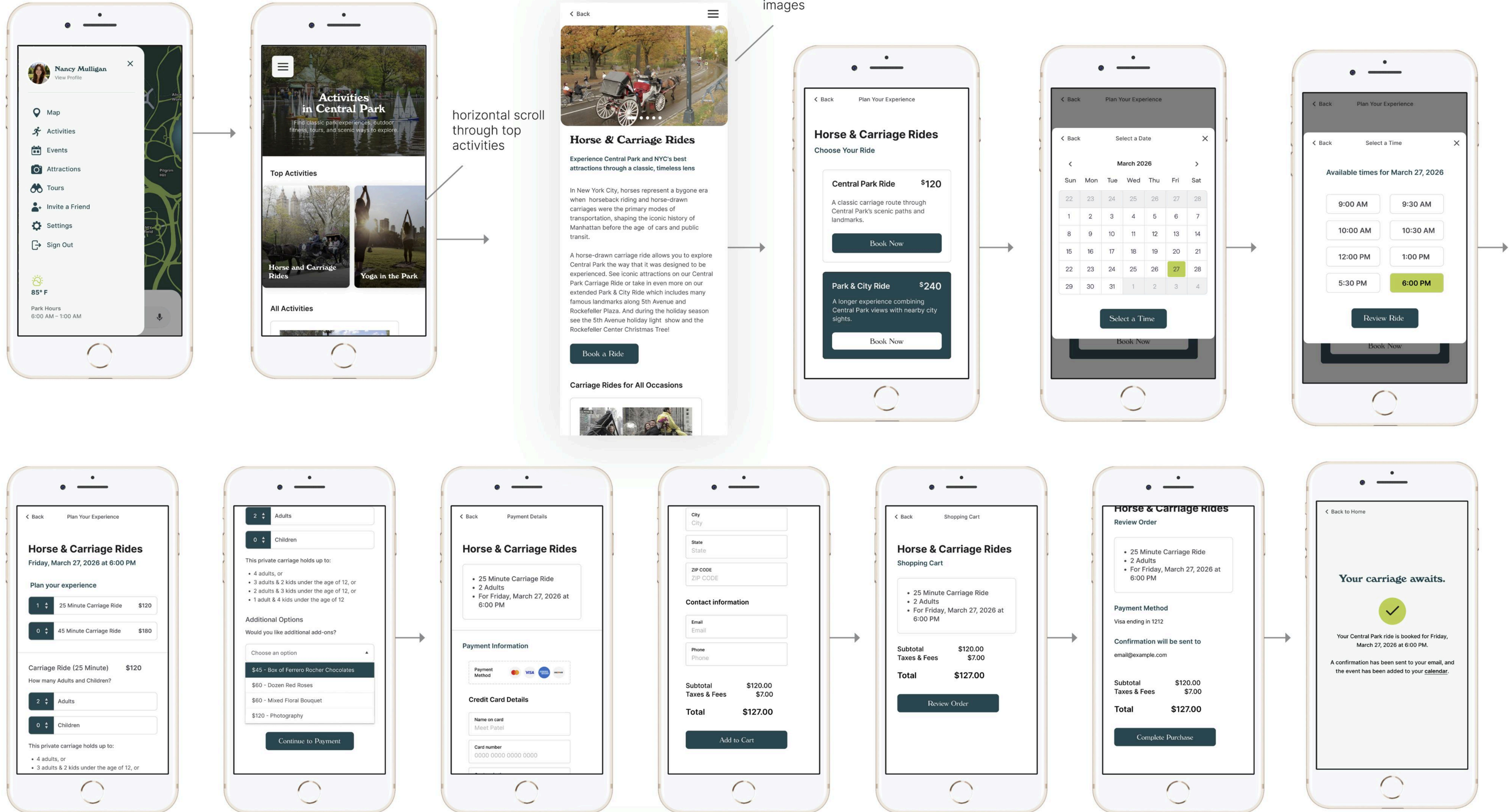
# Mobile App

## Movie Locations Map Mode



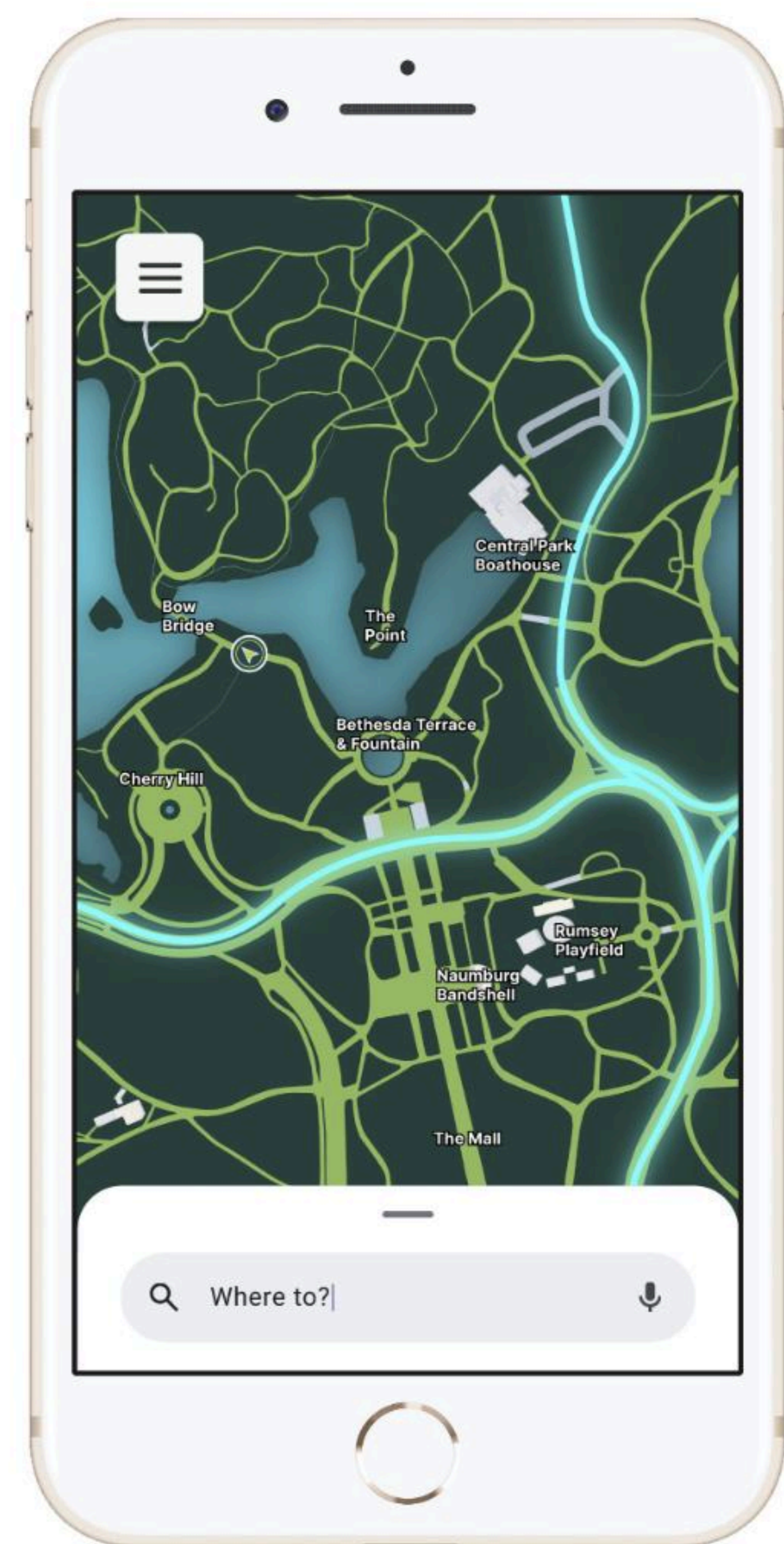
# Mobile App

## Activities Page and Booking Flow



# Mobile App

## Other Map Modes



BIKE PATH

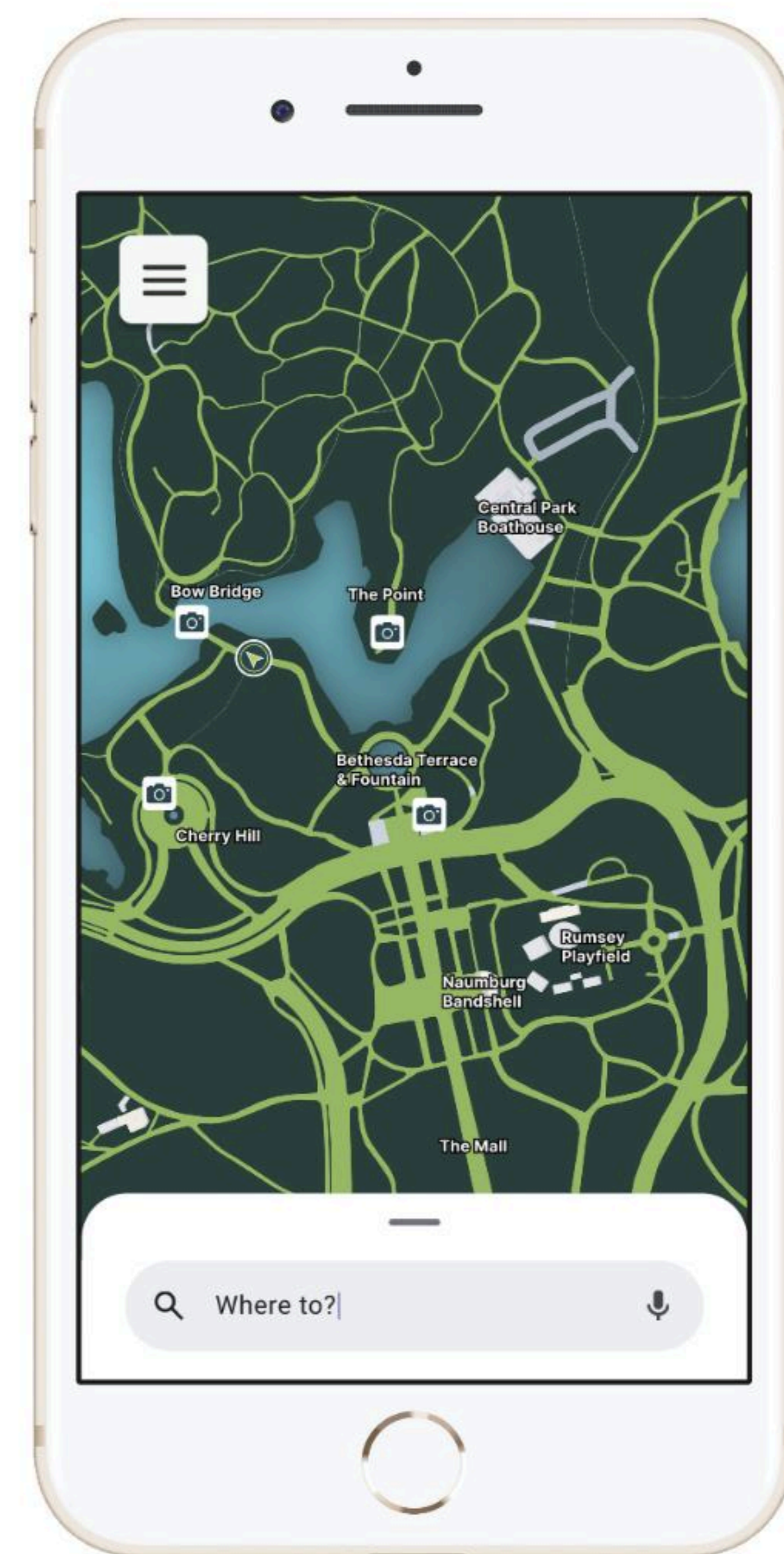
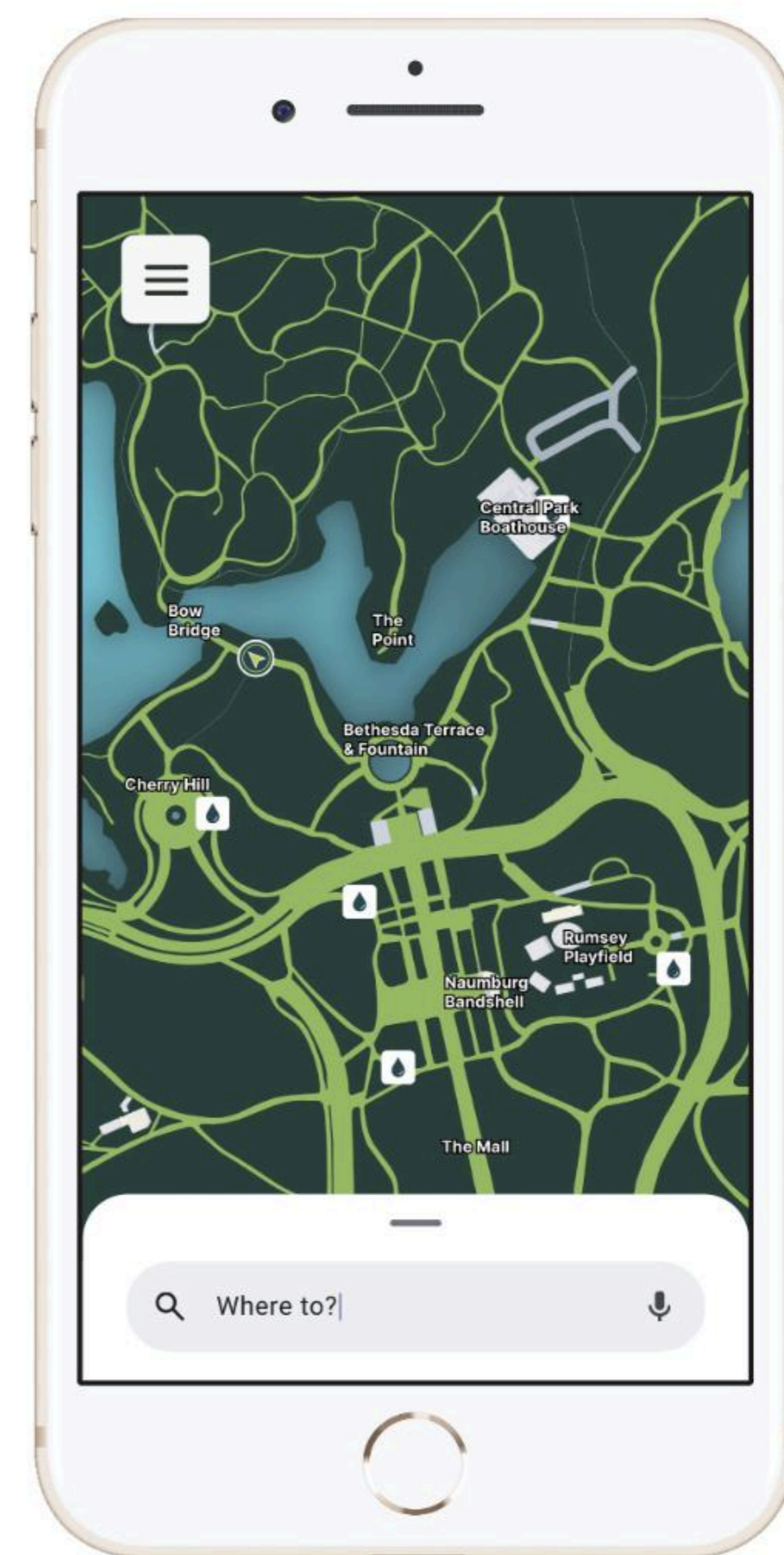
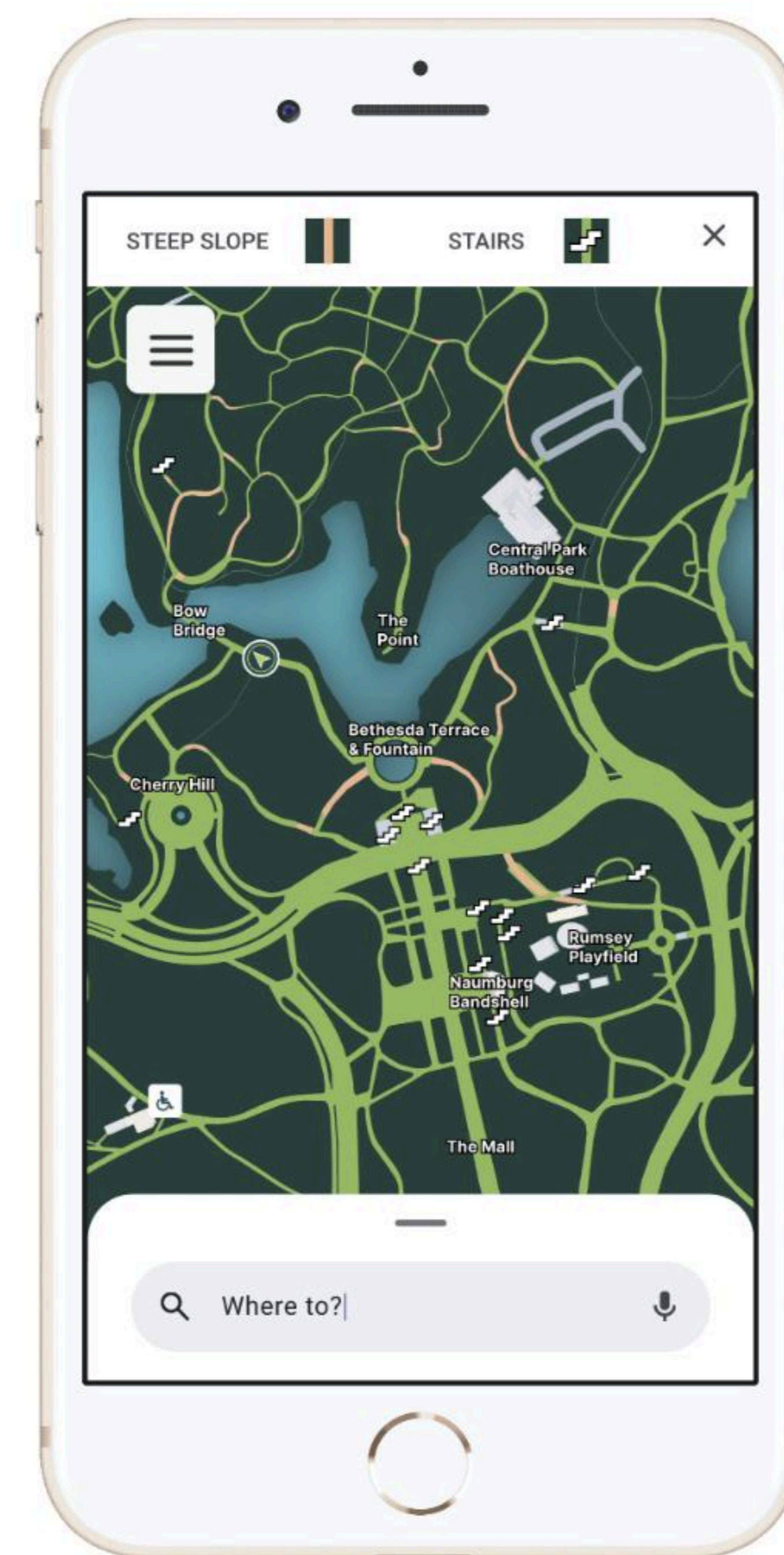


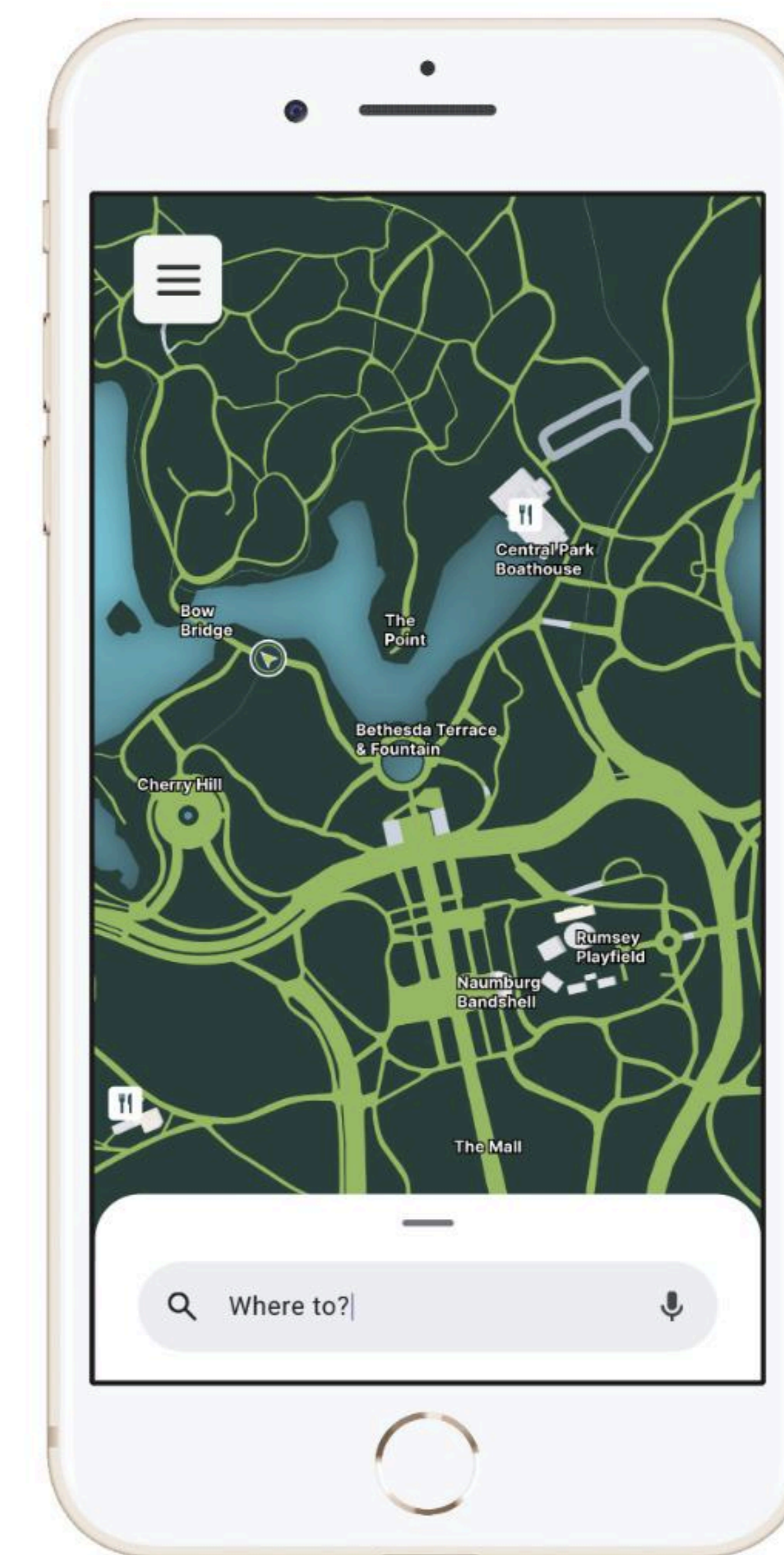
PHOTO SPOTS



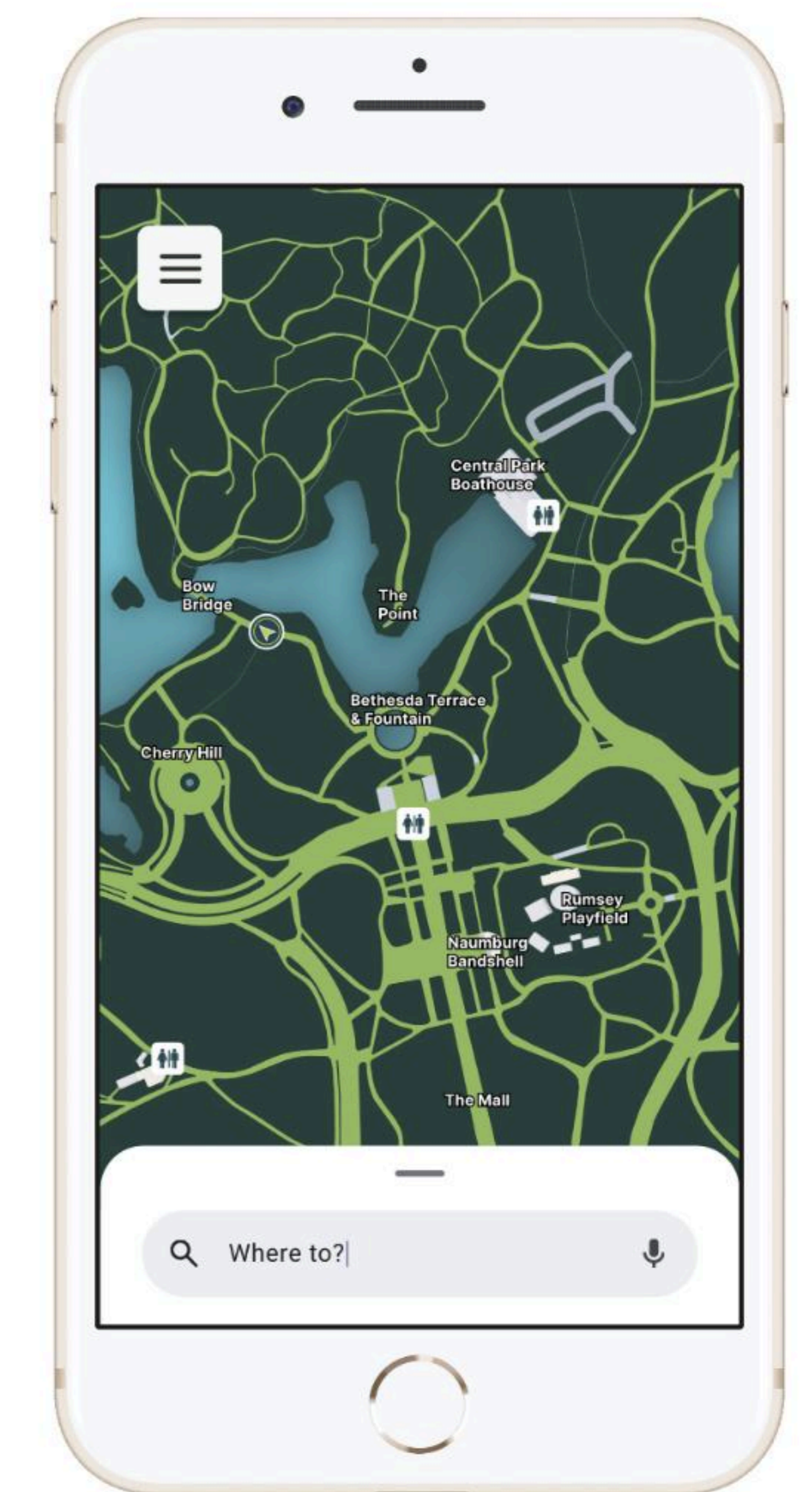
WATER FOUNTAINS



ACCESSIBILITY

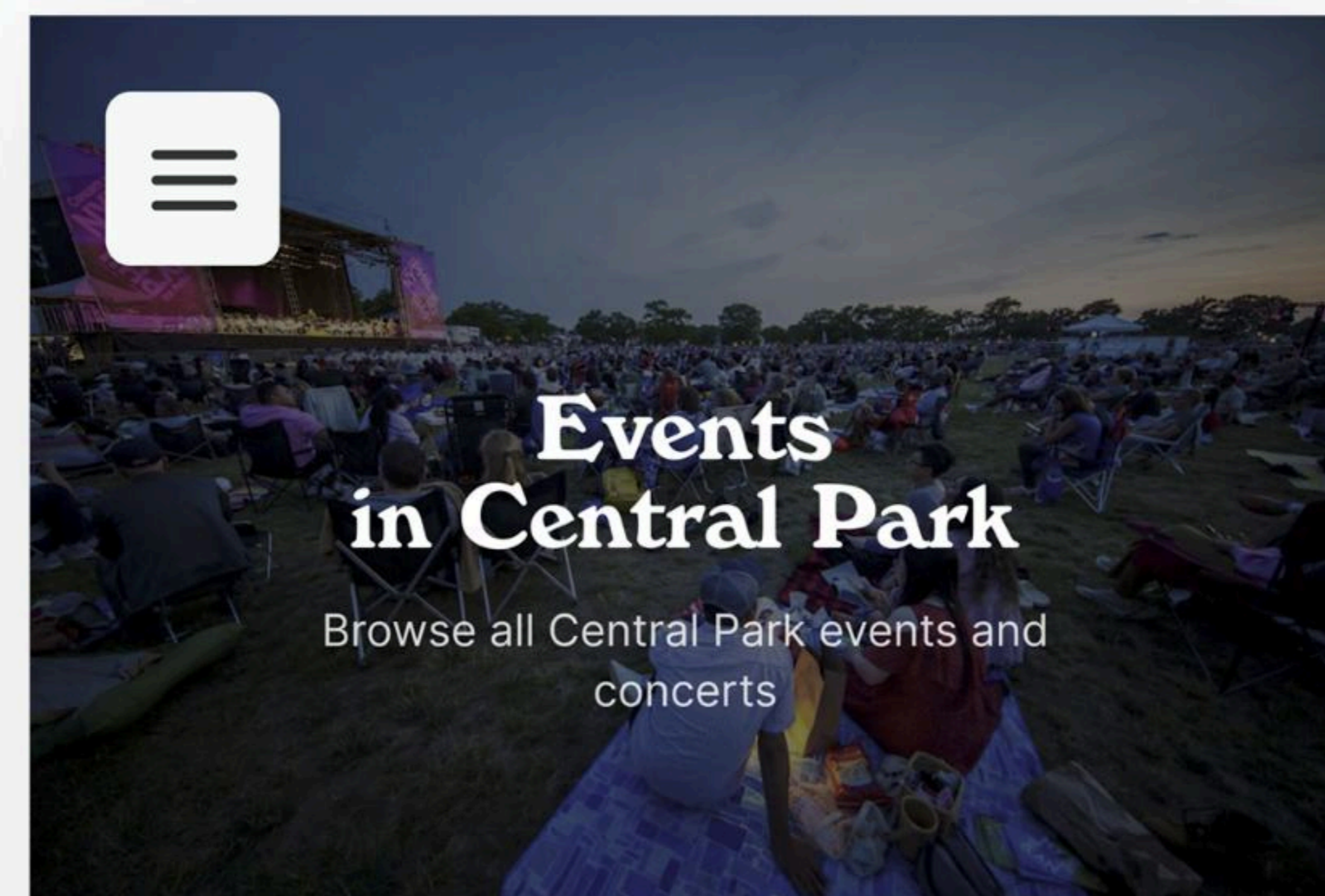
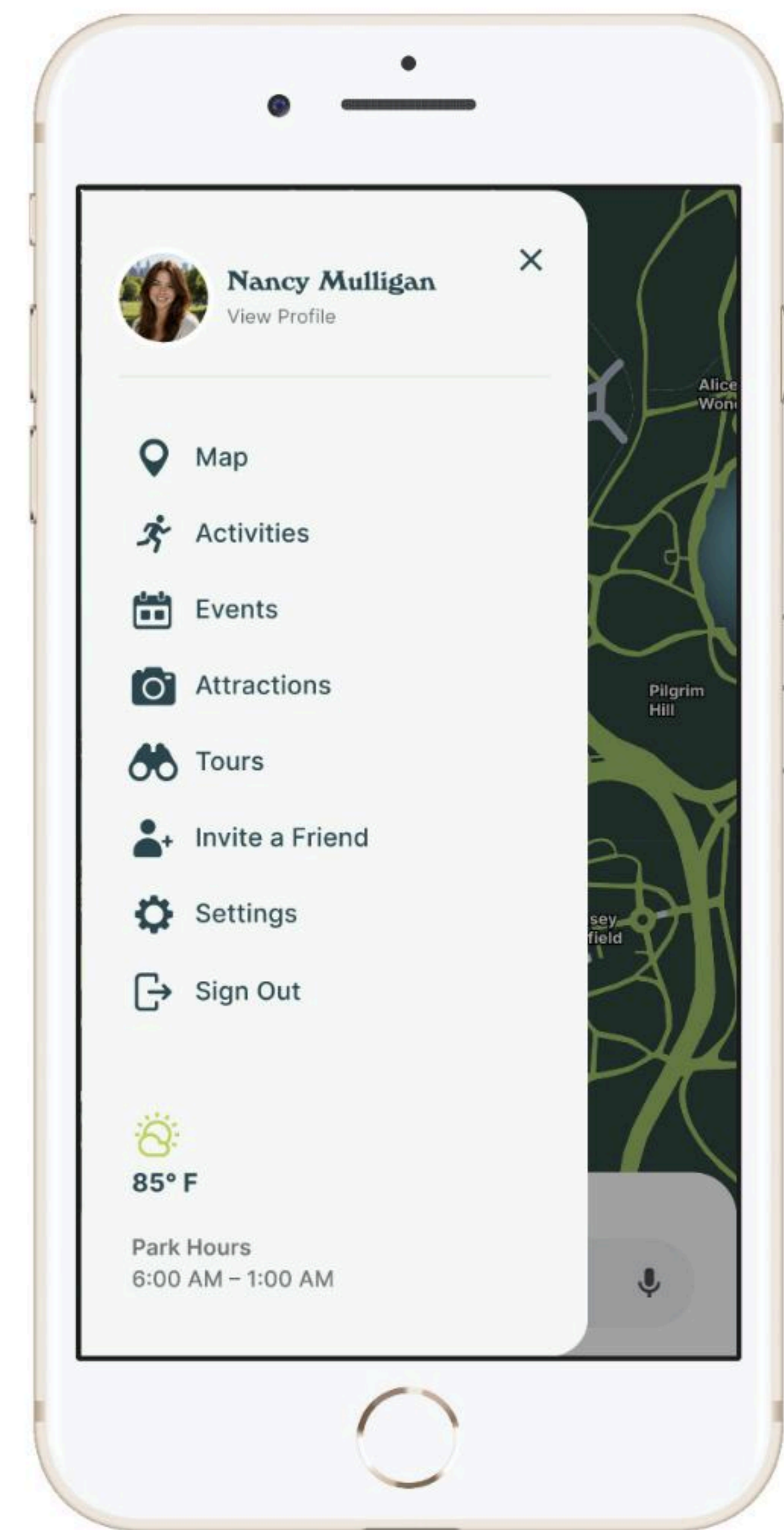


DINING

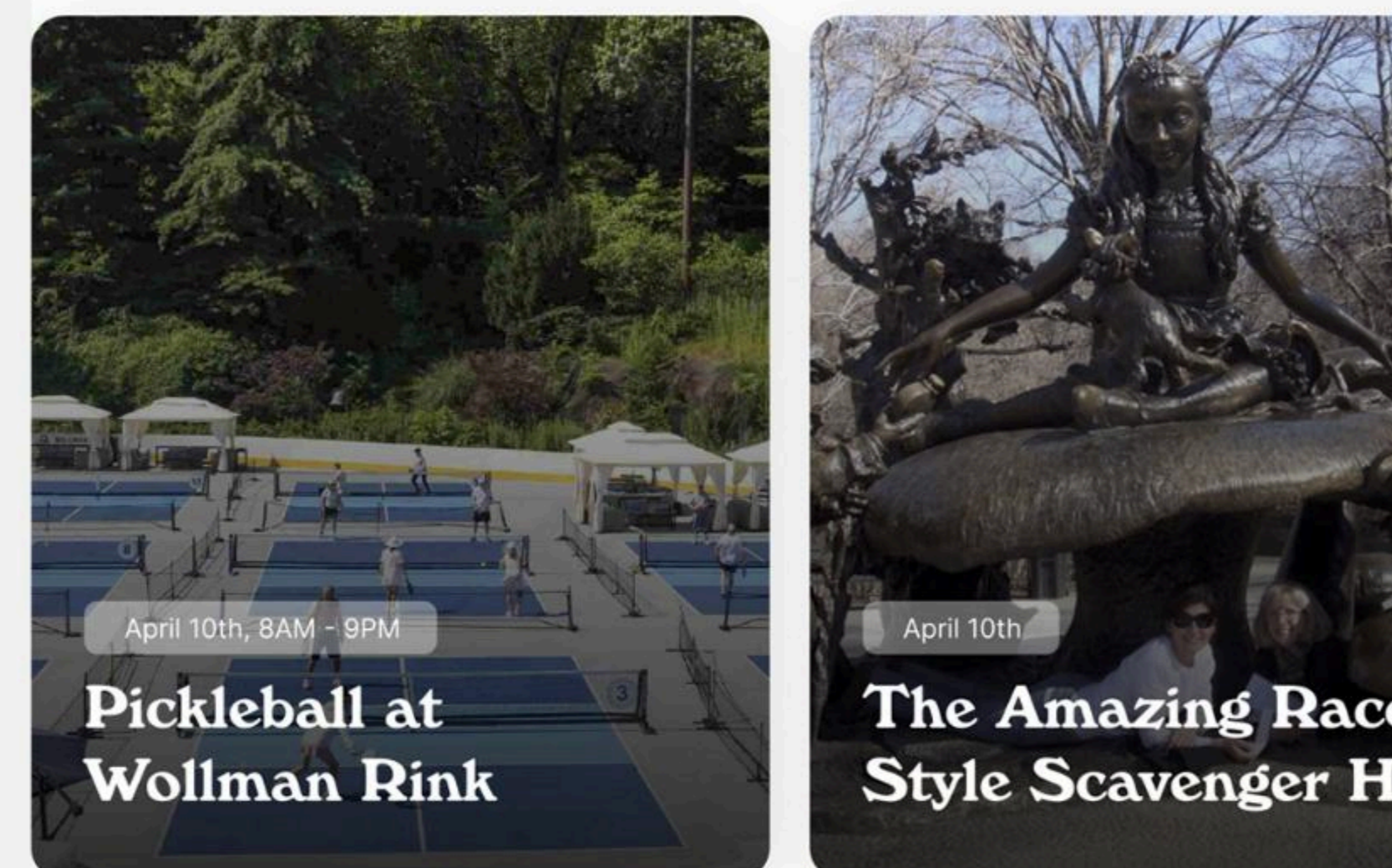


RESTROOMS

# Mobile App Events, Tours, Attractions Pages



## Upcoming Events



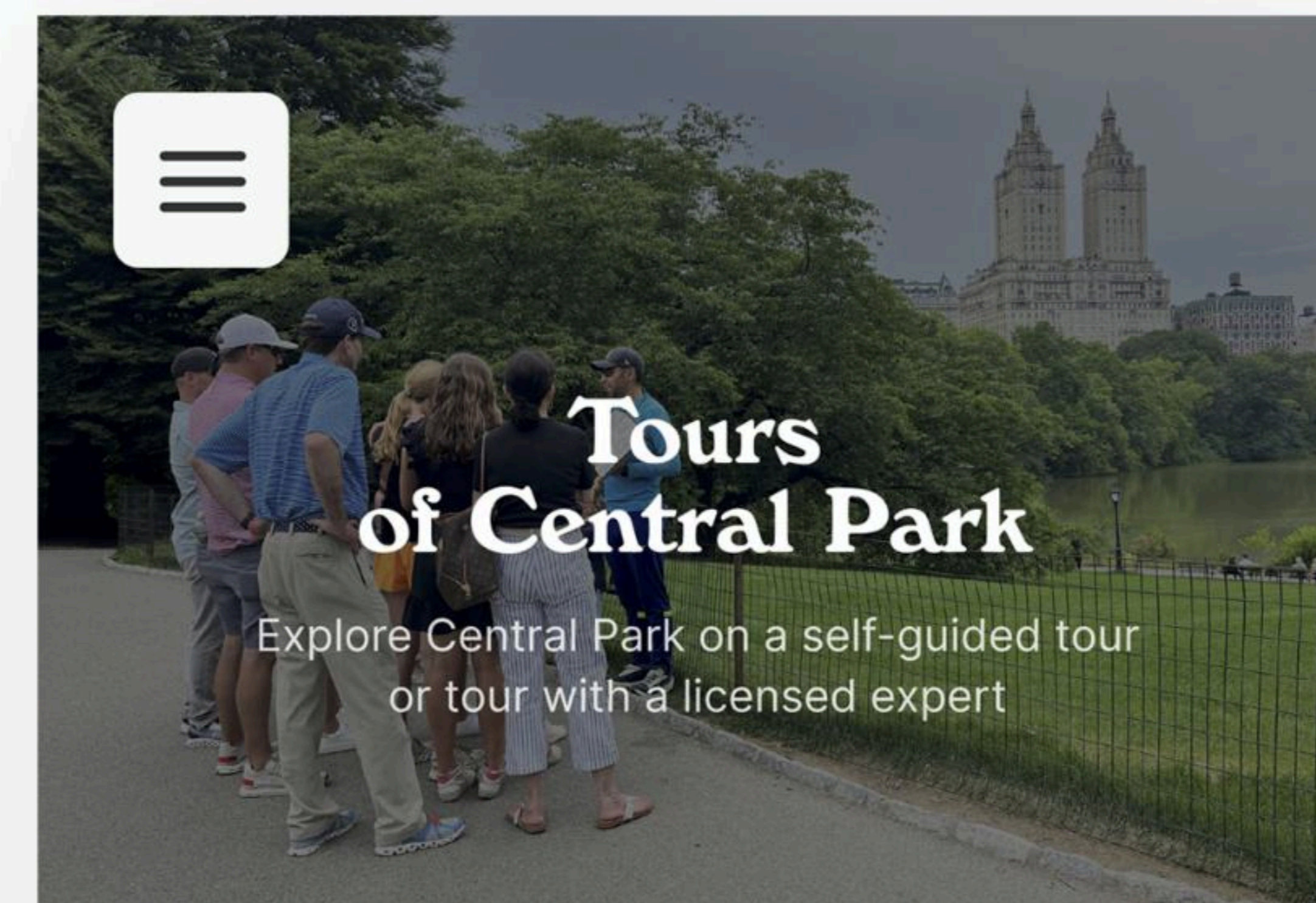
horizontal scroll

## All Events



April 11th, 2PM - 4PM  
**Gladiators NYC**

Gladiators NYC is NYC's premiere medieval event, featuring knights in full armor fighting it out in the middle of Central Park, every second Saturday of the month.



## Featured Tours

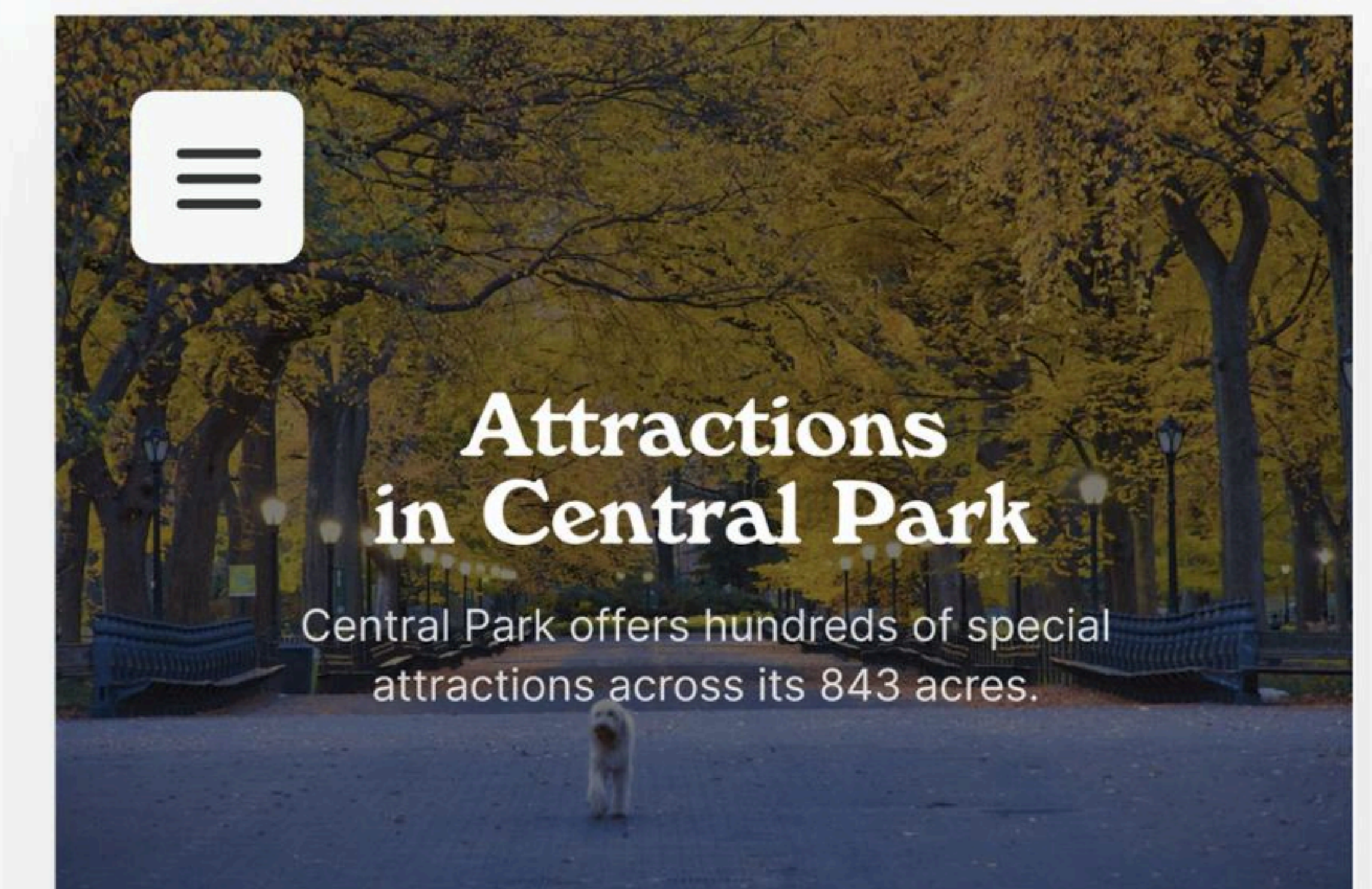


## All Sightseeing Tours

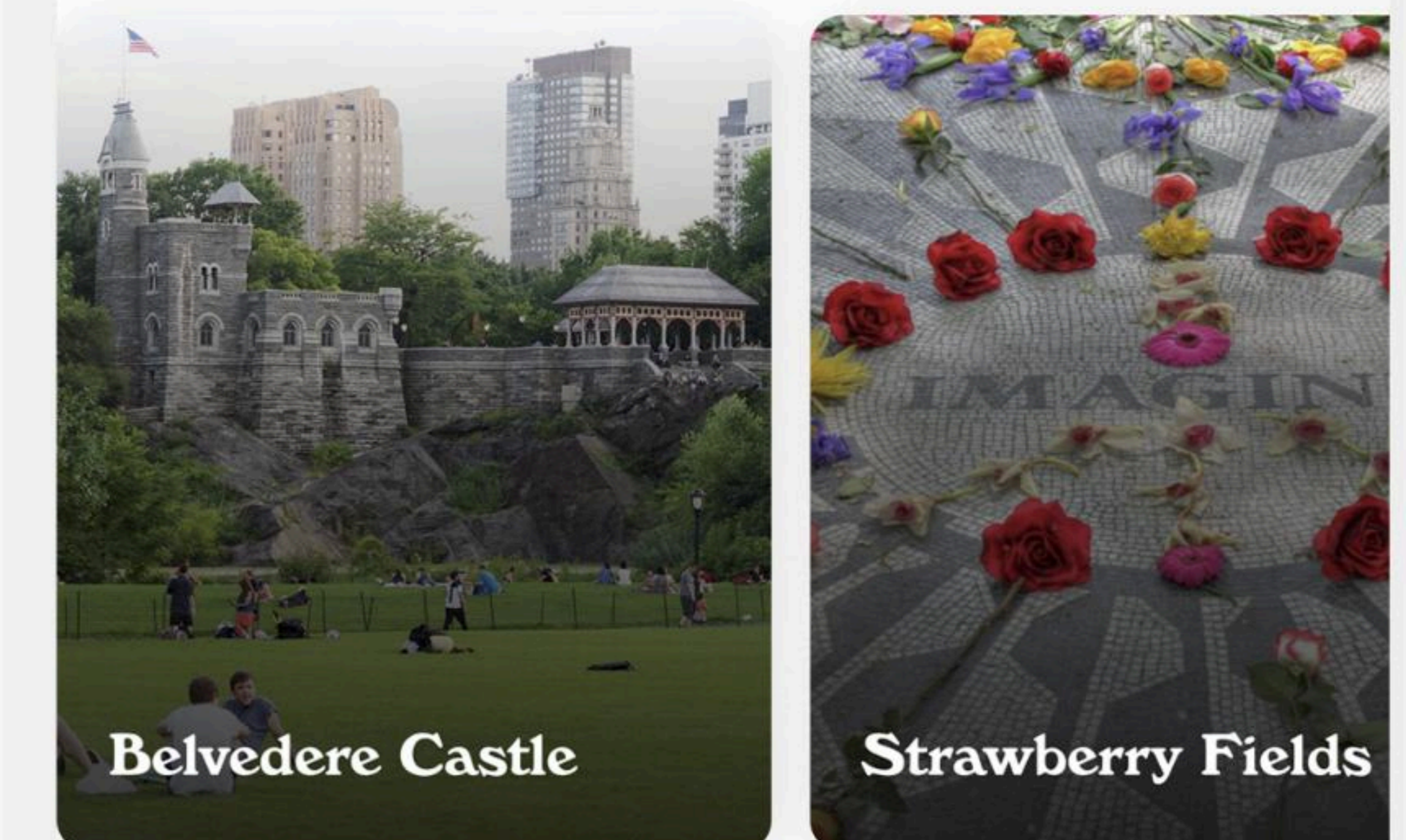


**Walking Tours**

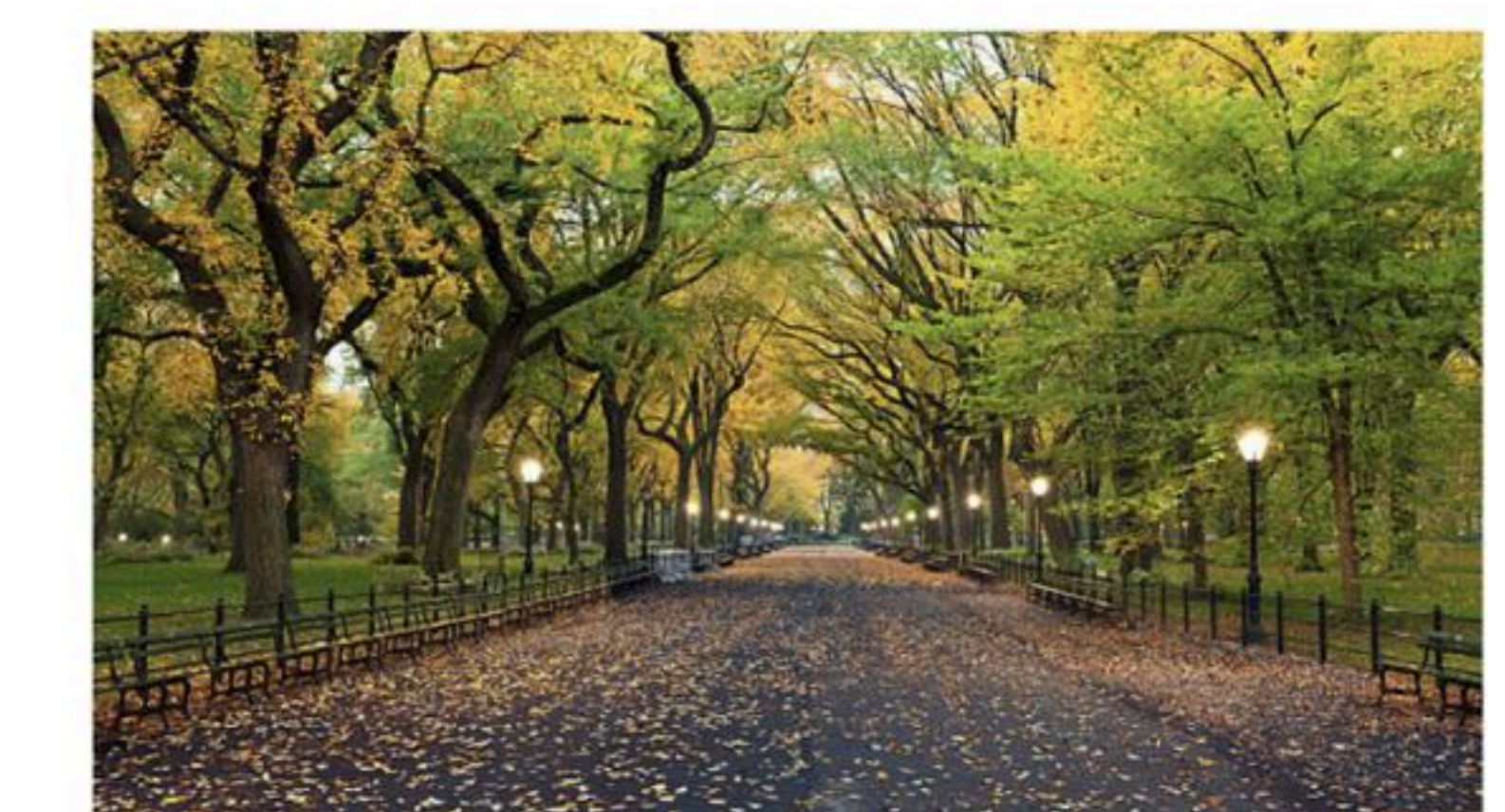
Take a guided walk in the park.



## Top Attractions



## All Attractions



**The Mall**

The Mall is Central Park's iconic promenade lined with majestic American elms and statues of renowned writers like Shakespeare and Burns.

# Mobile App User Profile



Clicking the icon opens the journey map, taking user to destination.

**My Park**

**Nancy Mulligan**  
Central Park Explorer

Member since March 2026

Calendar
Friends
Favorites

### Upcoming Events

< **March 2026** >

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 22  | 23  | 24  | 25  | 26  | 27  | 28  |
| 1   | 2   | 3   | 4   | 5   | 6   | 7   |
| 8   | 9   | 10  | 11  | 12  | 13  | 14  |
| 15  | 16  | 17  | 18  | 19  | 20  | 21  |
| 22  | 23  | 24  | 25  | 26  | 27  | 28  |
| 29  | 30  | 31  | 1   | 2   | 3   | 4   |

**FRIDAY, MARCH 27**  
**Horse & Carriage Rides**

6:00 PM

Columbus Circle Entrance

[View Details](#)

**Horse & Carriage Rides**

Friday, March 27, 2026 at 6:00 PM

- 🕒 25 Minute Carriage Ride
- 👤 2 Adults
- 📍 Meet at  
Central Park, Columbus Circle Entrance

[Get Directions](#)

[Cancel Event](#)

**My Park**

**Nancy Mulligan**  
Central Park Explorer

Member since March 2026

Calendar
Friends
Favorites

### Friends

**Zach**  
● In Park

**Jennifer**  
● In Park

**Sidney**  
● Out of Park

**Emilio**  
● Out of Park

**My Park**

**Nancy Mulligan**  
Central Park Explorer

Member since March 2026

Calendar
Friends
Favorites

### Favorite Spots

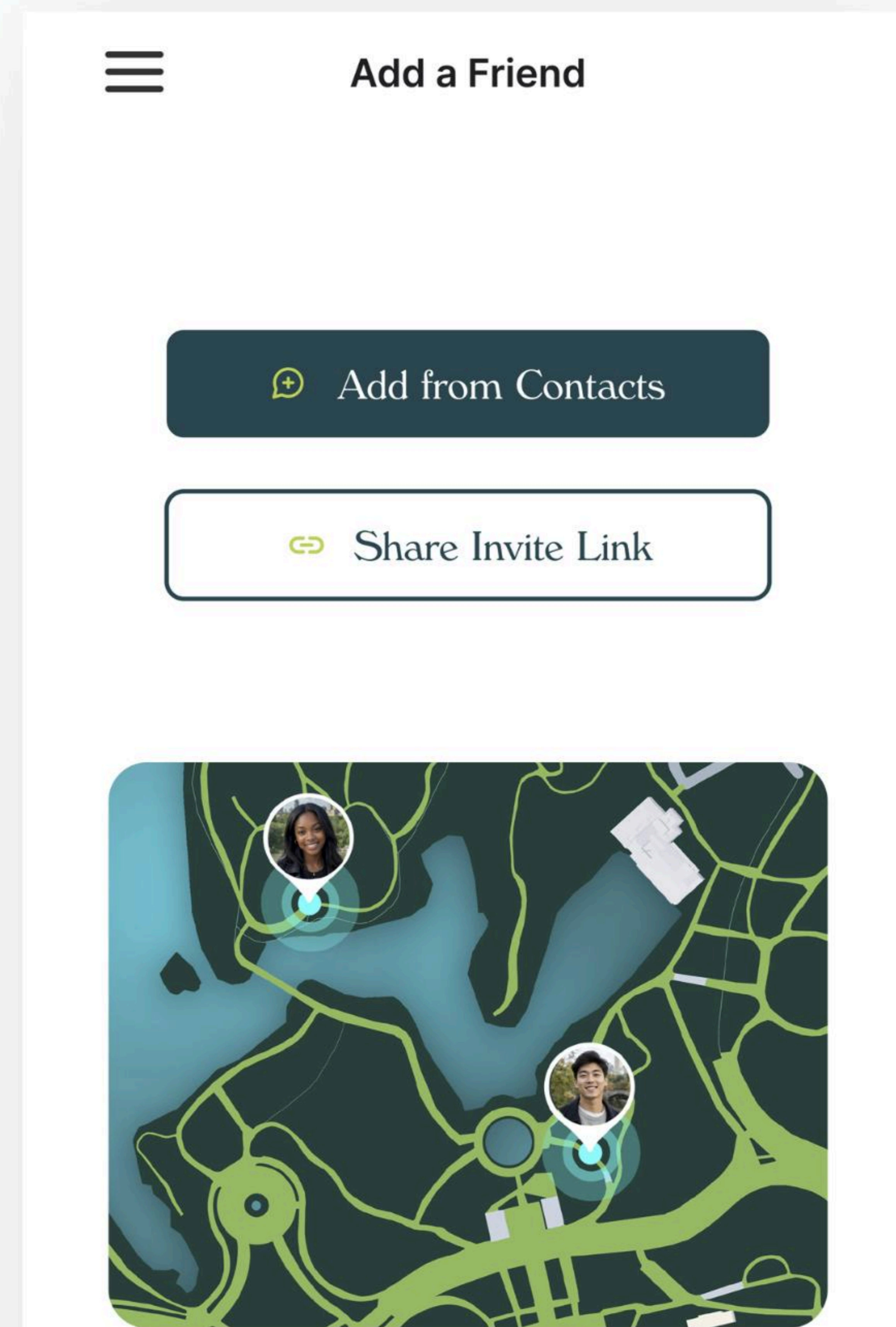
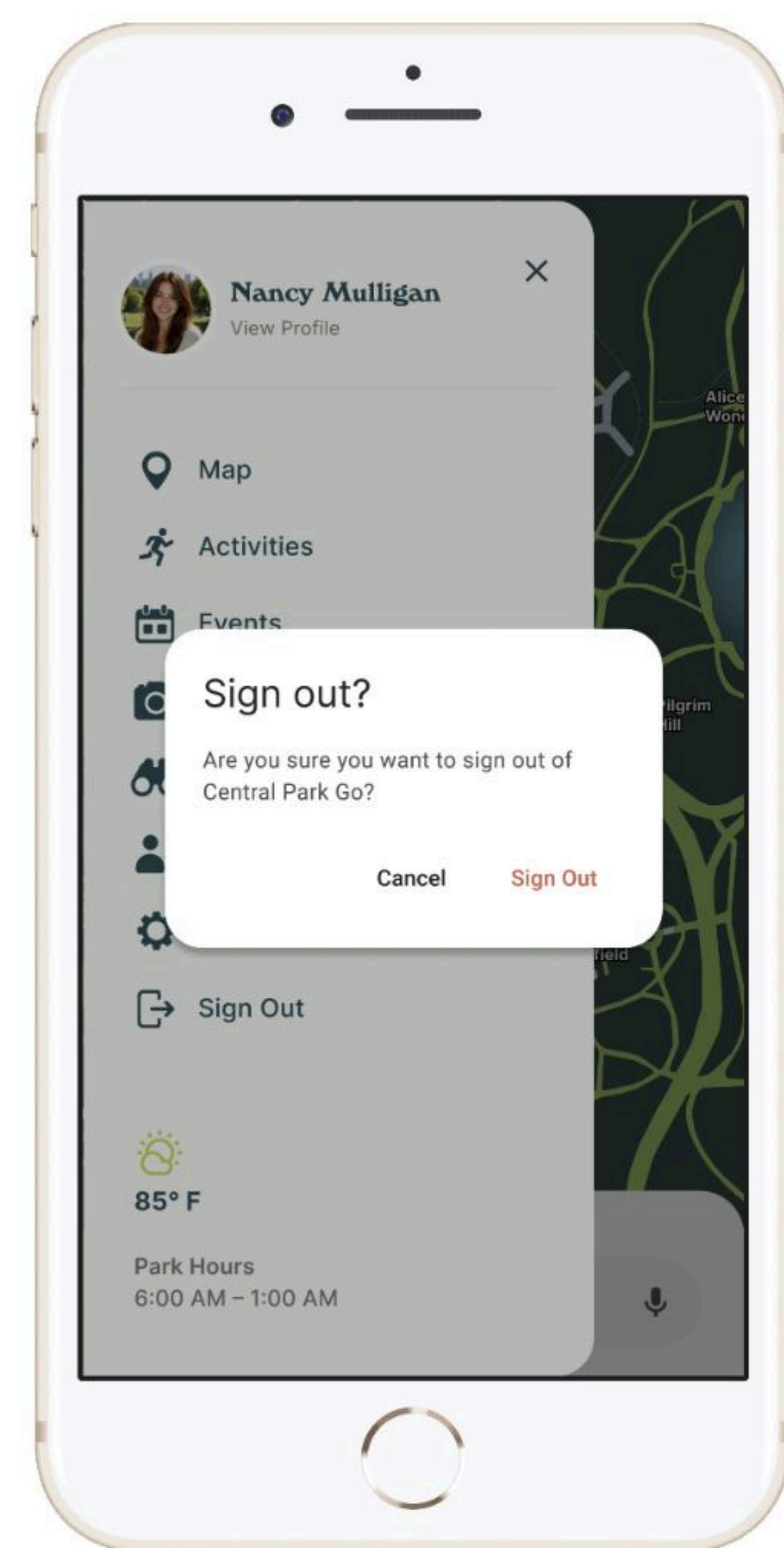
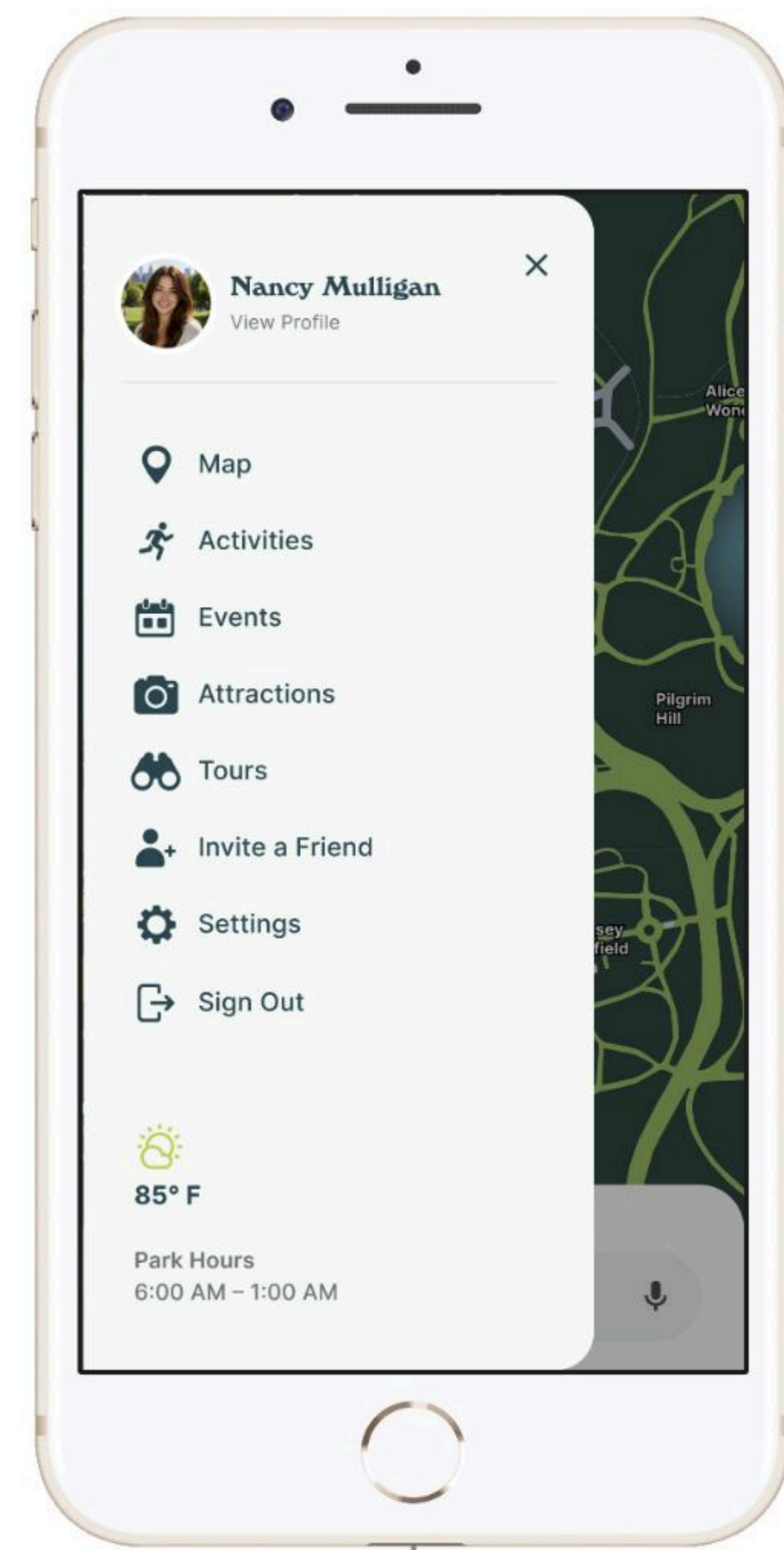
**Bethesda Fountain**

Bethesda Fountain is one of the largest fountains in New York and is an excellent spot for people-watching, meeting friends, or just relaxing and taking in the beautiful views.

**Metropolitan Museum of Art**




The Metropolitan Museum of Art houses a collection of over 5,000 years

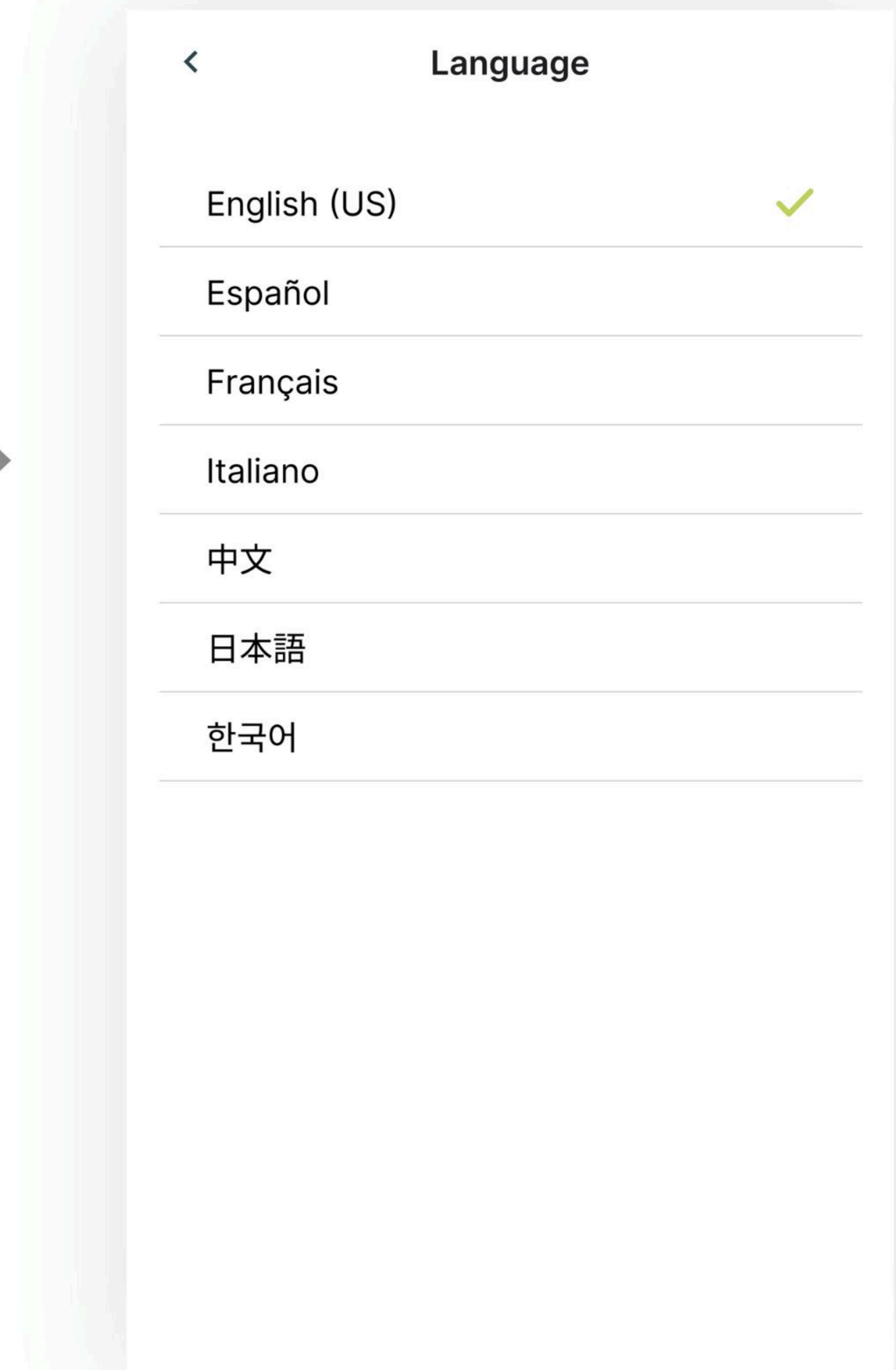
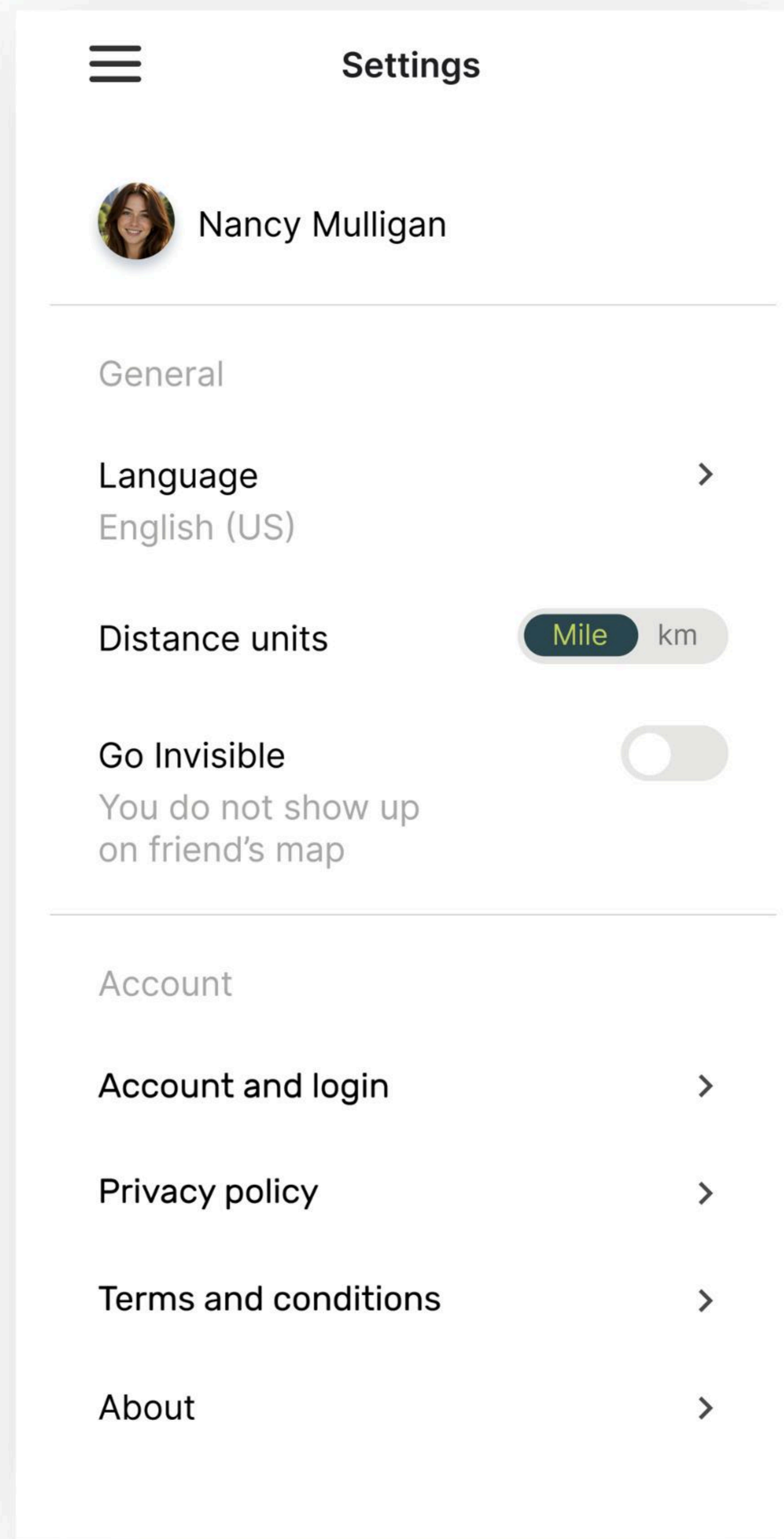
# Mobile App Add a Friend and Settings



## Meetup Easier in the Park

Add friends to share live location, find each other faster, and coordinate meetups anywhere in Central Park.

-  **See who's in the park**  
See friends' live locations on the map
-  **Plan meetups in real time**  
Coordinate plans and arrive together
-  **Added safety for families**  
Quickly locate kids if they get separated in the park



# Final Reflection

## Challenges and Things Learned

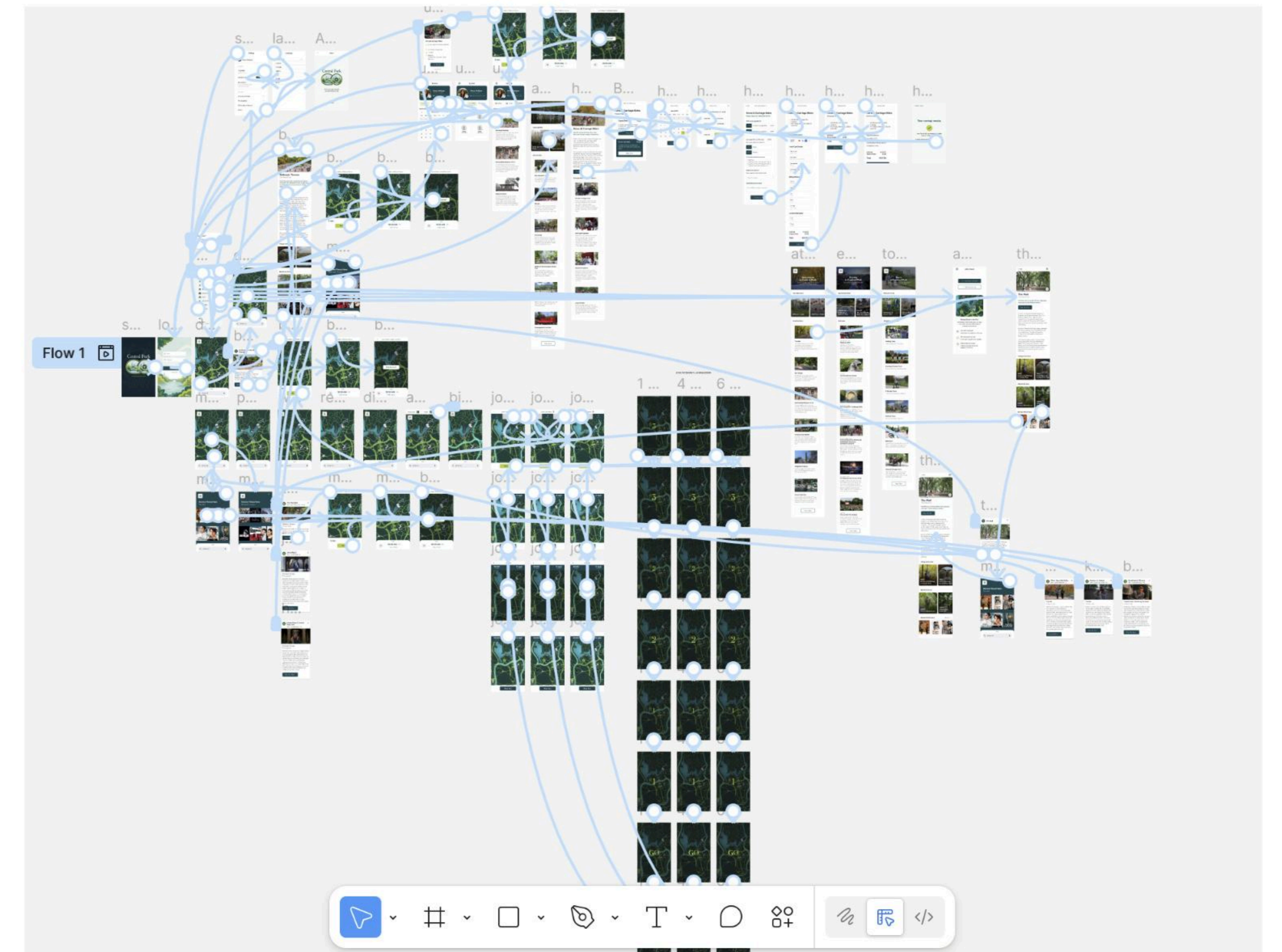
Designing Central Park Go challenged me to turn one of New York City's most iconic and overwhelming public spaces into a mobile experience that feels clear, useful, and approachable. Early in the project, I underestimated the true scale of Central Park. As I began mapping destinations, paths, landmarks, activities, events, and navigation needs, the park felt much larger and way more complex than I thought. That sense of scale became one of the central design challenges.

One of the biggest challenges was organizing a massive physical space into a digital experience that could still feel simple. Central Park is not just a park with a few major landmarks. It functions almost like a small city. The app needed to help users feel oriented and in control without removing the sense of discovery that makes the park special.

Another challenge was balancing map functionality with editorial detail. The app needed to work as a practical navigation tool, but it also needed to feel engaging for tourists, families, and first-time visitors exploring landmarks, movie locations, photo spots, events, bike routes, and friends inside the park. This required careful decisions around hierarchy, filters, icon states, location pages, favorites, and interaction patterns.

This project taught me the importance of designing around real user moments. Inside a park this large, visitors need fast answers: where they are, where they are going, what is nearby, how long it will take, and what route makes the most sense. Features like the interactive map, location detail pages, event cards, ticketing flow, favorites, friend tracking, and grab menu all grew out of that need for clarity.

Overall, Central Park Go became more than a navigation app concept. It became an exercise in organizing complexity, building confidence through design, and creating a digital companion that helps users feel less swallowed by the park and more in control of their experience.



Interactions map in Figma