

WanderLust — Travel Exploration App

PROJECT DEFINITION:

Design a user-friendly mobile app that helps travellers discover, plan, and experience local attractions, hidden gems, and curated itineraries. The app will focus on exploration, personalized recommendations, offline maps, and community-shared tips to make travel discovery joyful and frictionless.

Scope & Key Features:

- Personalized discovery feed (based on interests, past trips and time of day)
- Map-centric exploration with clustered POIs and filters (food, culture, nature, nightlife)
- Curated mini-itineraries and day-plans for different trip lengths
- Save/bookmark places and offline access to maps and saved routes
- Social features: local tips, short reviews, and photo highlights from other travellers
- Quick “near me” suggestions with estimated travel time and transport options
- Booking shortcuts (tickets, tours) and in-app note/expenses for trip journaling

App Vision Statement:

To make exploration playful and personal — helping users find places they *didn't know they'd love* and turn curiosity into real-world experiences.

PROJECT STATEMENT:

- Travellers often waste time on generic lists and long search results that don't match their tastes.
- Discoverability of local, off-the-beaten-path spots is poor — mainstream apps surface the same attractions.
- Planning short trips (half-day or single-day exploration) requires juggling multiple apps and maps.
- Offline exploration is weak: users lose context when they don't have connectivity.
- New users find it hard to filter results quickly based on mood, time available, or accessibility needs.

PROBLEM SOLVING:

Design Goals:

- Create a discovery-first interface with strong map interactions and contextual recommendations.
- Provide quick planning flows for micro-trips (2-4 hours), half-days and full days.
- Add personalization layers (interests, recent activity, saved places) to filter content.
- Offer offline-first features for maps and saved routes.
- Reduce friction with one-tap actions: "Save," "Navigate," "Start Mini-Plan."

Solutions / Features:

1. **Discovery Feed + Map:** Dual view — a curated feed and an interactive map that reflect the same filters.
2. **Smart Filters:** Mood-based filters (Relaxing, Adventurous, Foodie, Culture) and time-based (30m, 2h, Half-day).
3. **Mini-itineraries:** Auto-generate 2–6 POI day plans with estimated travel times and booking links.
4. **Offline Packs:** Allow users to download an area (map + saved POIs) for offline use.
5. **Local Tips:** Quick, high-signal cards with one-sentence tips from locals (e.g., “Ask for the evening menu—fresh samosas!”).
6. **Onboarding Personalization:** Short 3-question onboarding to set interests and preferred transport modes.
7. **Accessibility Options:** Filters for wheelchair-accessible routes and quiet hours.

USER PERSONA

Name: Ananya Sharma

Age: 24

Occupation: Graduate student / Part-time content creator

Tech comfort: High — uses smartphone apps daily, active on social media

Location: Chennai — frequently explores new neighbourhoods and short weekend getaways

Background & Behavior:

- Loves short, meaningful trips rather than long itineraries.
- Prefers curated recommendations over long lists.
- Values user-generated tips (real people, not polished marketing).
- Often travels without stable mobile data.

GOALS:

- Find nearby interesting places aligned with personal interests in under 2 minutes.
- Save and assemble a half-day itinerary with directions and time estimates.
- Access saved maps and routes offline during travel.
- Share quick tips/photos with the community and view others' short local notes.
- Reduce time spent switching between map, reviews, and notes apps.

PAIN POINTS:

- Overwhelming information and repetitive mainstream recommendations.
- Poor offline support when travelling in low-connectivity regions.
- Difficulty filtering for specific moods/time constraints (e.g., "I have 3 hours").
- Lack of quick planning tools for micro-trips.
- Inconsistent reliability of user tips (spam or outdated advice).

Quote: "I want quick, authentic ideas nearby — something I can explore in an afternoon without hours of planning."

WIREFRAMING

About Wireframing:

Wireframes map out structural layout, hierarchy and interaction flows before visual design. They focus on information architecture, navigation, and interaction patterns.

Primary Screens to Wireframe:

1. **Splash + Onboarding** — interest selection, preferred modes.
2. **Home / Discovery Feed** — personalized cards, mood filters, top picks.
3. **Map View** — cluster markers, quick filter chips, “Near me” button.
4. **Place Detail** — hero image, 3-sentence summary, quick tips, open hours, actions (Save / Navigate / Book).
5. **Mini-Itinerary Builder** — add places, estimate travel time, reorder stops.
6. **Saved Trips Offline** — list of downloaded packs with storage size.
7. **Profile / Contributions** — user’s saved places, posted tips, settings.

Key Layout Decisions:

- Bottom navigation with 4 items: Discover | Map | Trips | Profile.
- Floating Action Button (FAB) on map to “Start a Mini-Plan.”
- Persistent top filter bar for quick context changes (Mood, Time, Accessibility).

DESIGNS OF WIREFRAMING:

- **Home:** Large horizontal cards with category chips; "In 2 hours" suggested plan.
- **Map:** Zoom-dependent clusters; bottom sheet shows selected POI quick info.
- **Place Detail:** Tabs: Overview | Tips | Photos | Route; CTA row fixed at bottom.
- **Itinerary Builder:** Drag-to-reorder list, estimated total time and walking/drive split.

PROTOTYPING

Prototyping Approach:

- Create low-fidelity clickable flows in Figma to validate navigation (1–3 day loop).
- Build high-fidelity screens with pastel/aesthetic travel theme for usability testing on iPhone 14 frame.
- Test primary flows: discover a place, create a 2-hour mini-plan, save and download offline pack, follow route.

Prototyping Steps:

1. **Low-Fidelity Prototype (Figma):** Wireframes linked for primary flows — onboarding → discover → map → place → mini-plan.
2. **User Testing (Round 1):** 5 participants, tasks: "Find a café for 90 minutes nearby and create a mini-plan." Record click paths and time-to-complete.
3. **Iterate:** Simplify filter chips, enlarge touch targets, add clearer back navigation.
4. **High-Fidelity Prototype:** Apply pastel palette (lavender, mint, sand), rounded cards, micro-interactions for saving and downloading.

5. **User Testing (Round 2):** Validate clarity of map-to-feed sync and offline pack flow. Collect Net Promoter Score (NPS) and SUS (System Usability Scale).

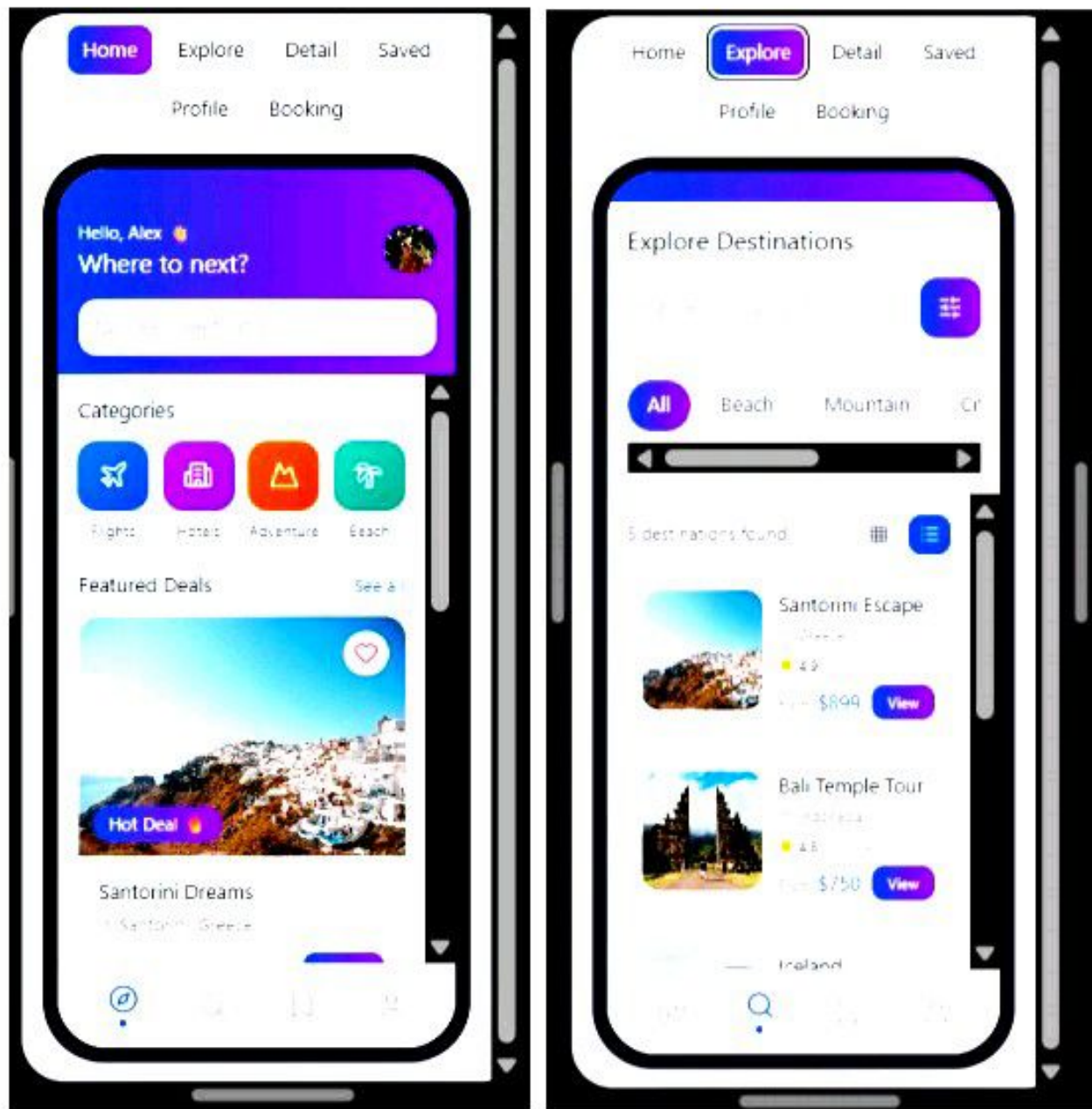
DESIGNS:

- **Splash & Onboarding screens:** Show interest-selection cards and quick preference toggles.
- **Home / Discovery Feed:** Horizontal category cards, mood filters, “In 2 hours” suggestion card.
- **Map View:** Clustered markers, bottom sheet peek of nearby place.
- **Place Detail:** Hero photo, tip snippet, CTA buttons.
- **Mini-Itinerary Builder:** Drag-and-drop stops, total time estimate, start navigation.

WIREFRAME:



SCREENSHOTS:



CONCLUSION:

The *WanderLust* Travel Exploration app focuses on reducing discovery friction by combining a personalized feed, map-first exploration, and quick planning tools for micro trips. By prioritizing offline access, mood/time-based filters, and local micro-content, the design encourages spontaneous, authentic exploration while keeping planning lightweight and delightful.