

T plan

Canjie Zhao

Intro

what inspired me?

Intro

Travel

My experience from
a Niagara falls tour

Niagara Falls



Intro



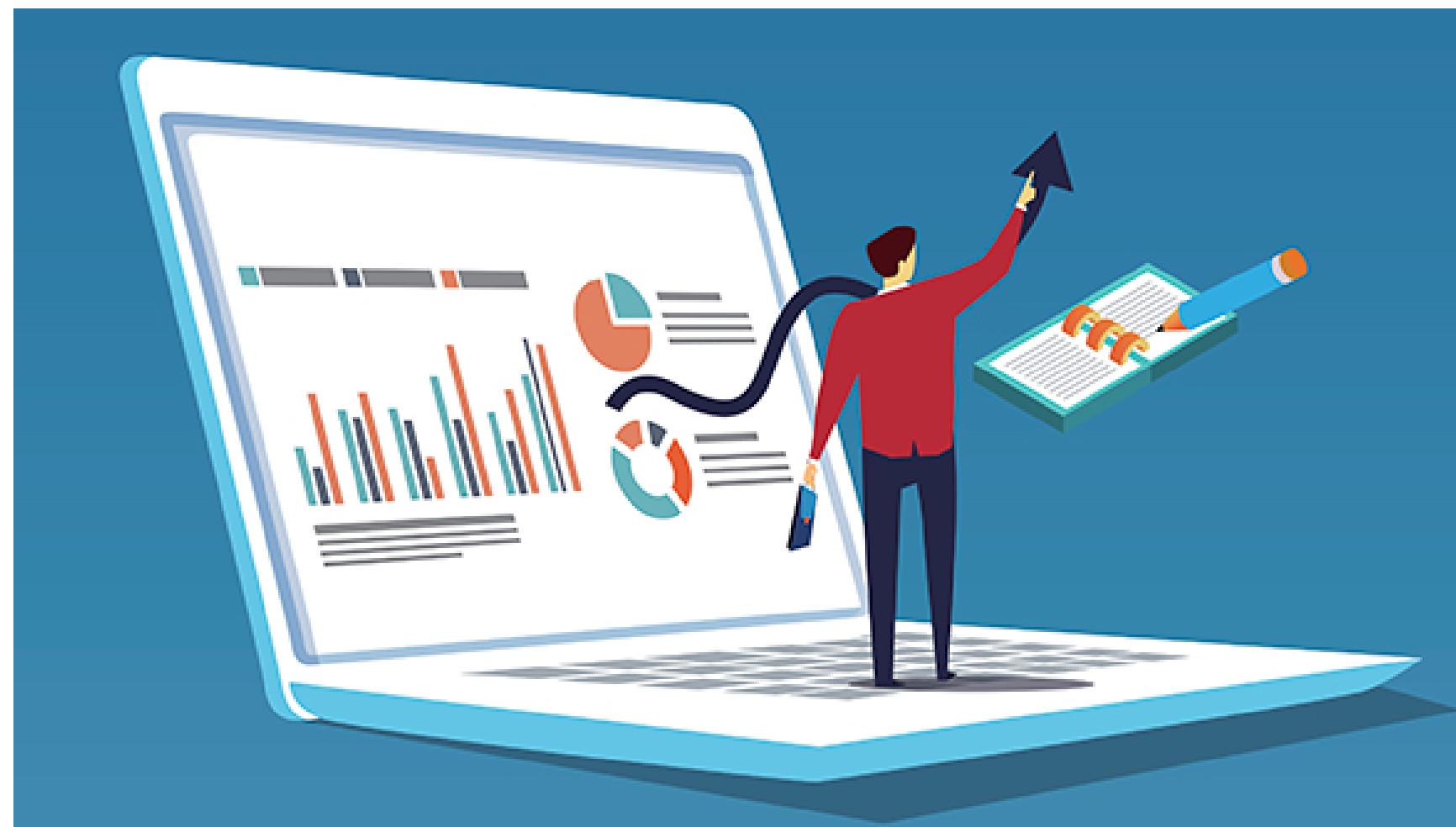
Go back home, after visit the
Niagara Falls State Park

Intro



How to help this travelers
to have a better experience

Intro



Start research from internet

Intro

89%

of American are
stressed out over planning

Intro



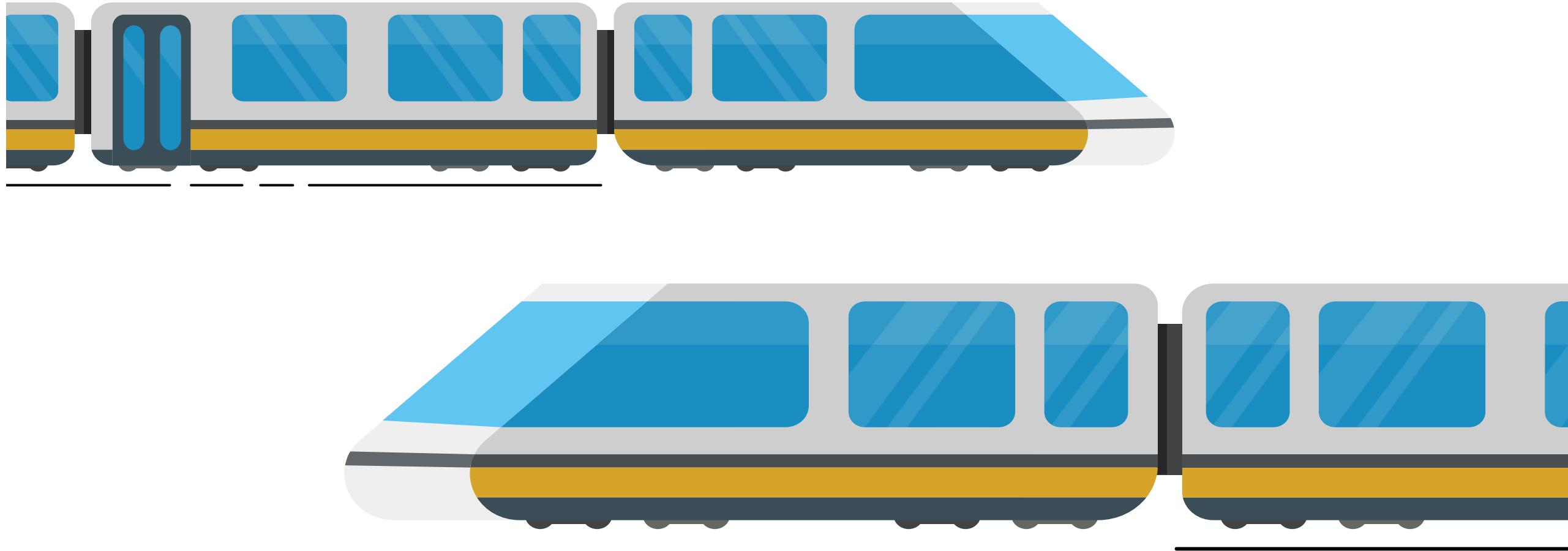
A lot of places are encouraging
people to travel without plans.

Intro



Young people

Intro



Subway

Research

Related work

Research

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Tripadvisor



LonelyPlanet



Mars



Go

Research

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Audience

Research

Audience



Research

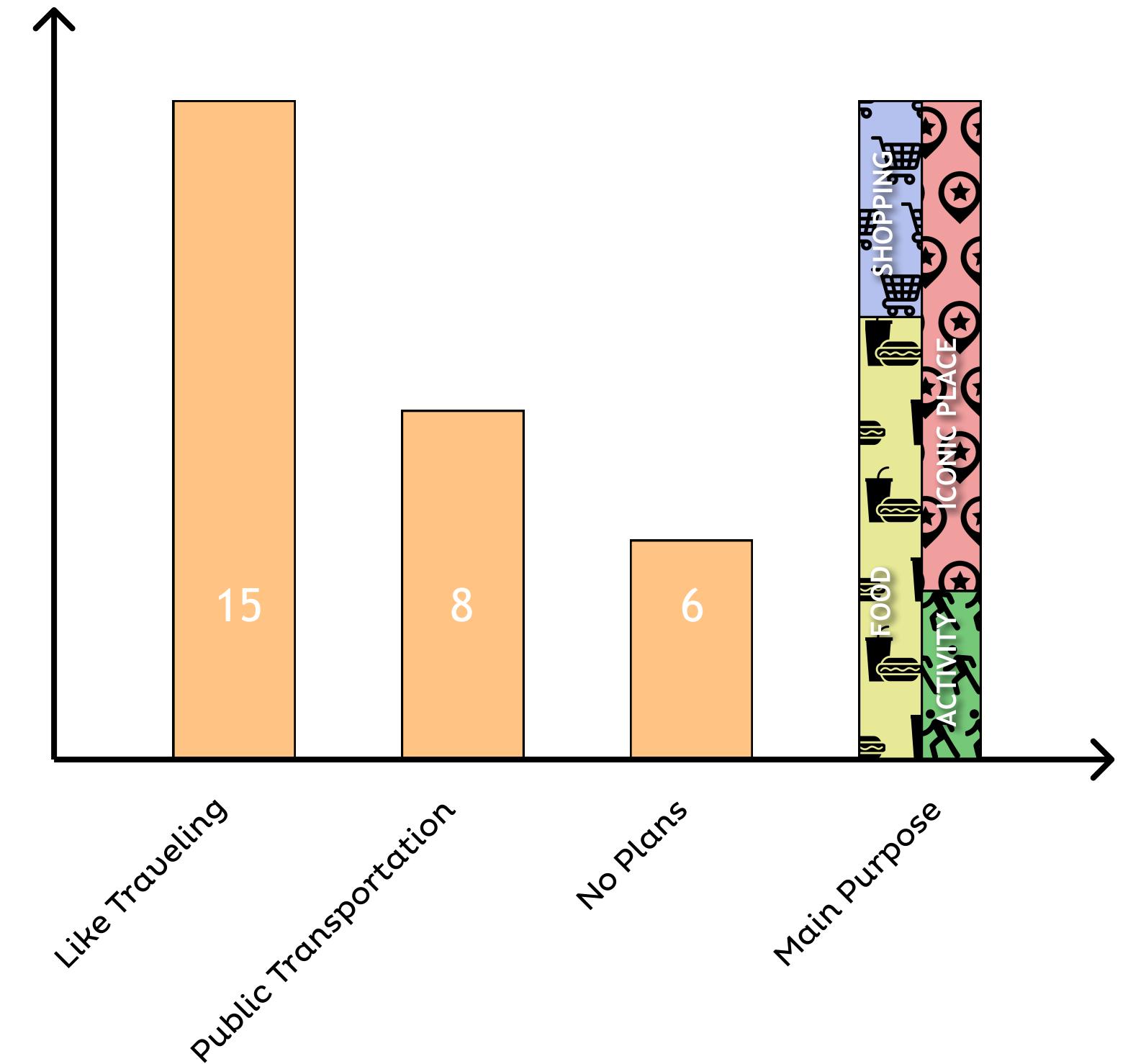
Interviews & Survey on 15 random people

All like traveling

8/15 would use public transportation

6/15 don't plan travel

Purpose: Food/Iconic Place
/Activity/Shopping



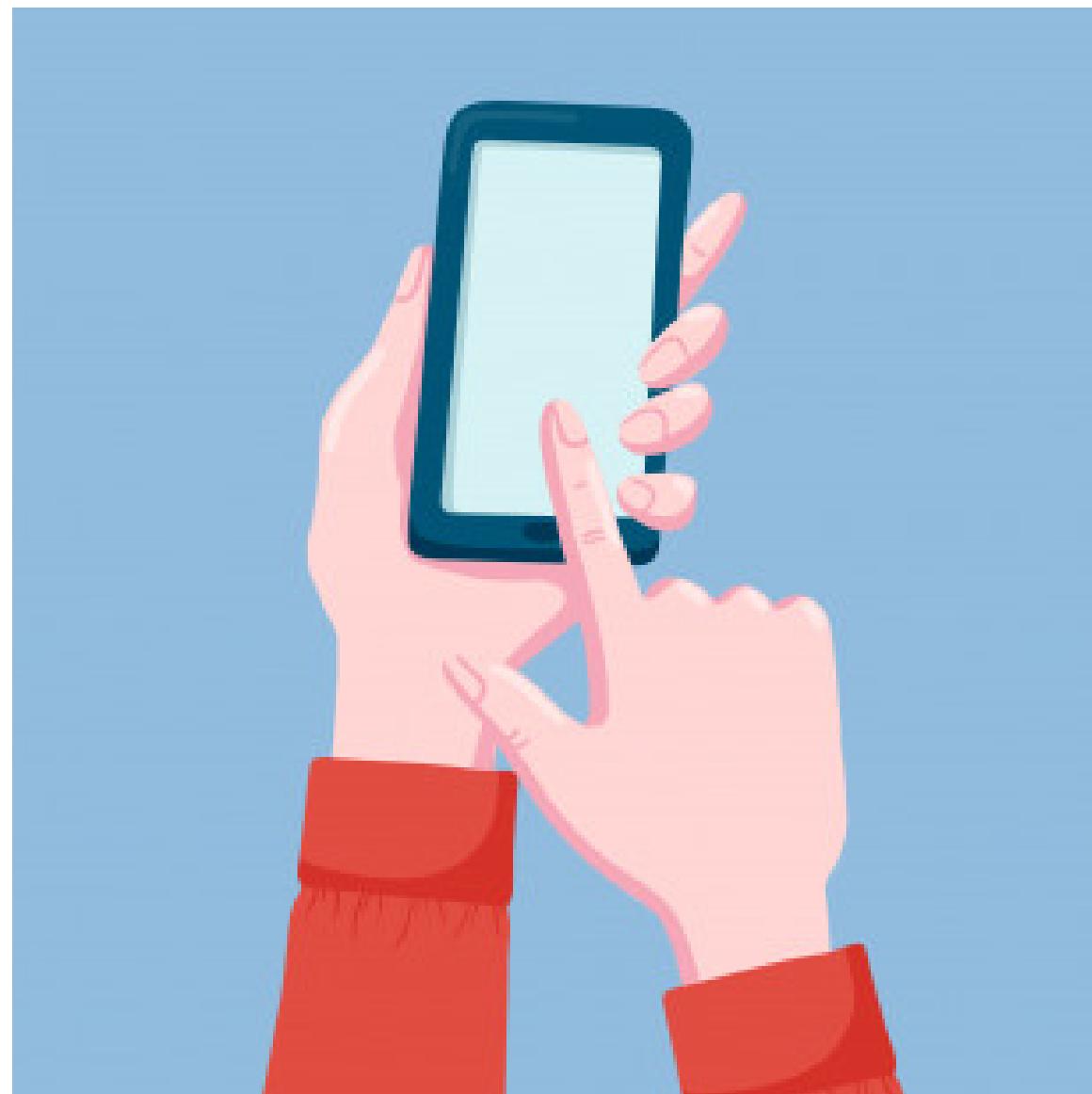
Prototype

— — — — —

My Plan

Prototype

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Mobile APP

Prototype

— — — — —



Get on the Subway train

Prototype

— — — — —



Identify and Recommend

Prototype

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Direct

Prototype



Explore manually by subway map

Prototype



Explore manually by subway map

Prototype

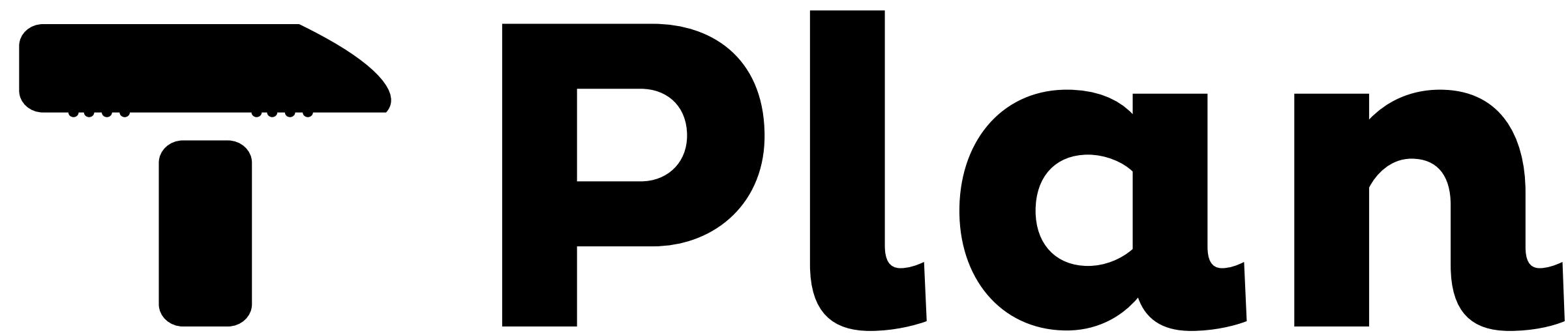
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T Plan

Final Result

— — — — —

The logo consists of a stylized lowercase letter 't' followed by the word 'plan'. The 't' is composed of two thick black bars: a horizontal bar at the top and a vertical bar below it, with a small gap between them. The word 'plan' is written in a large, bold, black sans-serif font. The 'p' has a vertical stroke on its left side, and the 'l' has a vertical stroke on its right side.

A travel app for no-plan travelers

Final Result

- - - - -

Poster



Final Result

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Video



Final Result

— — — — —

Prototype



Prototype

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Conclusion