

# Hidden Gem

## PROBLEM STATE

Most apps over-plan or are burdensome to use in the moment.

Pathing often factors only direct routes.



## MY ROLES

- Researcher
- UI Designer

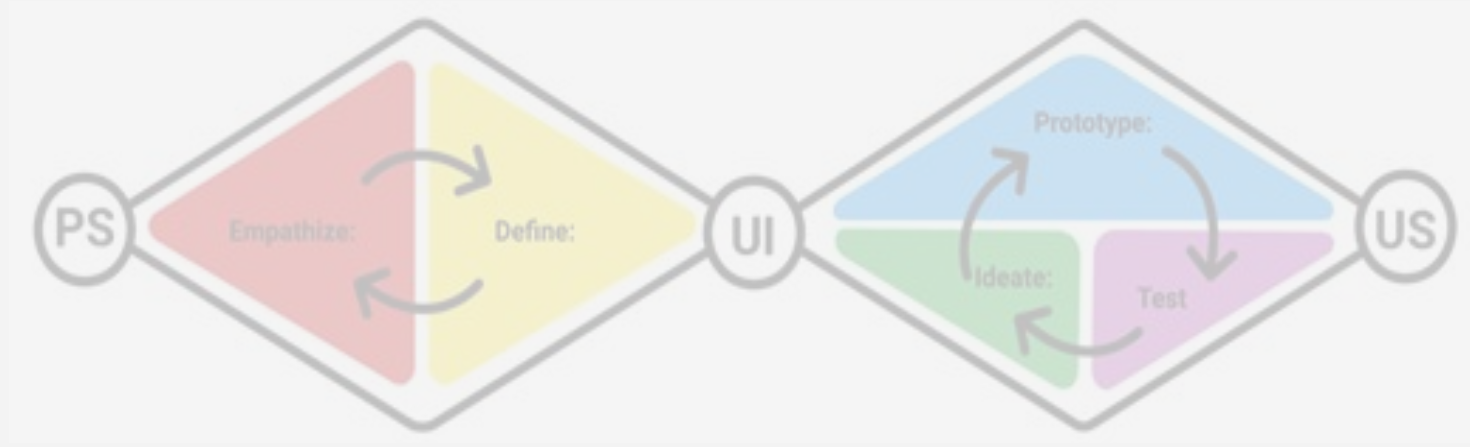
## GOALS

- Find a niche for a travel app

**Special Thanks**  
Aaron Lord

# Prologue

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Where does it all start?

# TRAVEL APP: Hidden Gem

## 01. PROLOGUE

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### 02. EMPATHIZE

### 03. DEFINE

### 04. IDEATE

### 05. PROTOTYPE

### 06. TEST

### 07. POSTMORTEM

The world hardly needs another travel app.

The challenge, then, was to find a unique solution within this red-ocean arena. As an exploration in investigation and iteration, the exercise would prove fruitful and interesting.

Where we will go:

- Empathize
- Define
- Ideate
- Prototype
- Test
- Postmortem