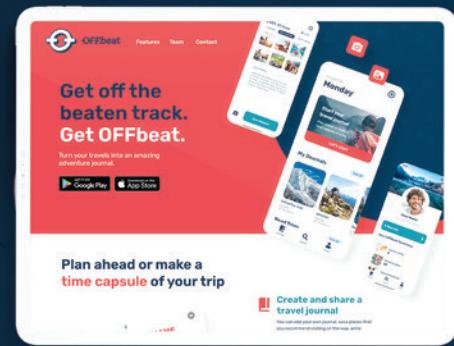
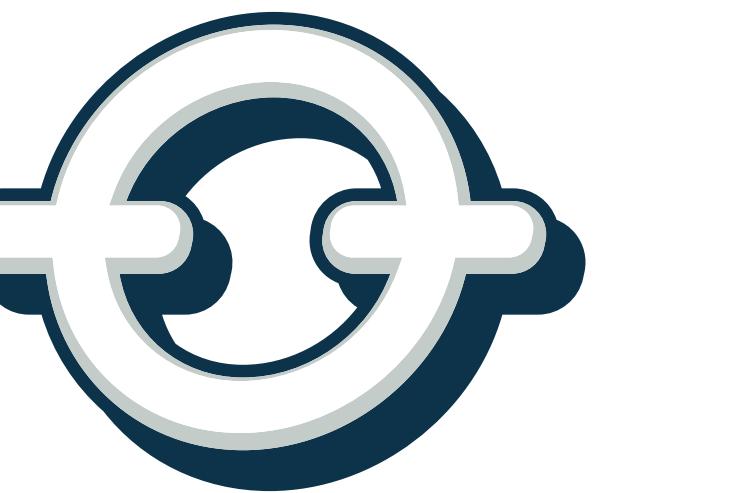




• Gustavo Palladini • Jaspreet Kaur • Julia Francese • Lalit Kumar • Liz Brito • Leonart Gutz • Marina Lemos
• Mandeep Kaur • Yuvraj Singh • Rakesh





www.offbeatapp.ca

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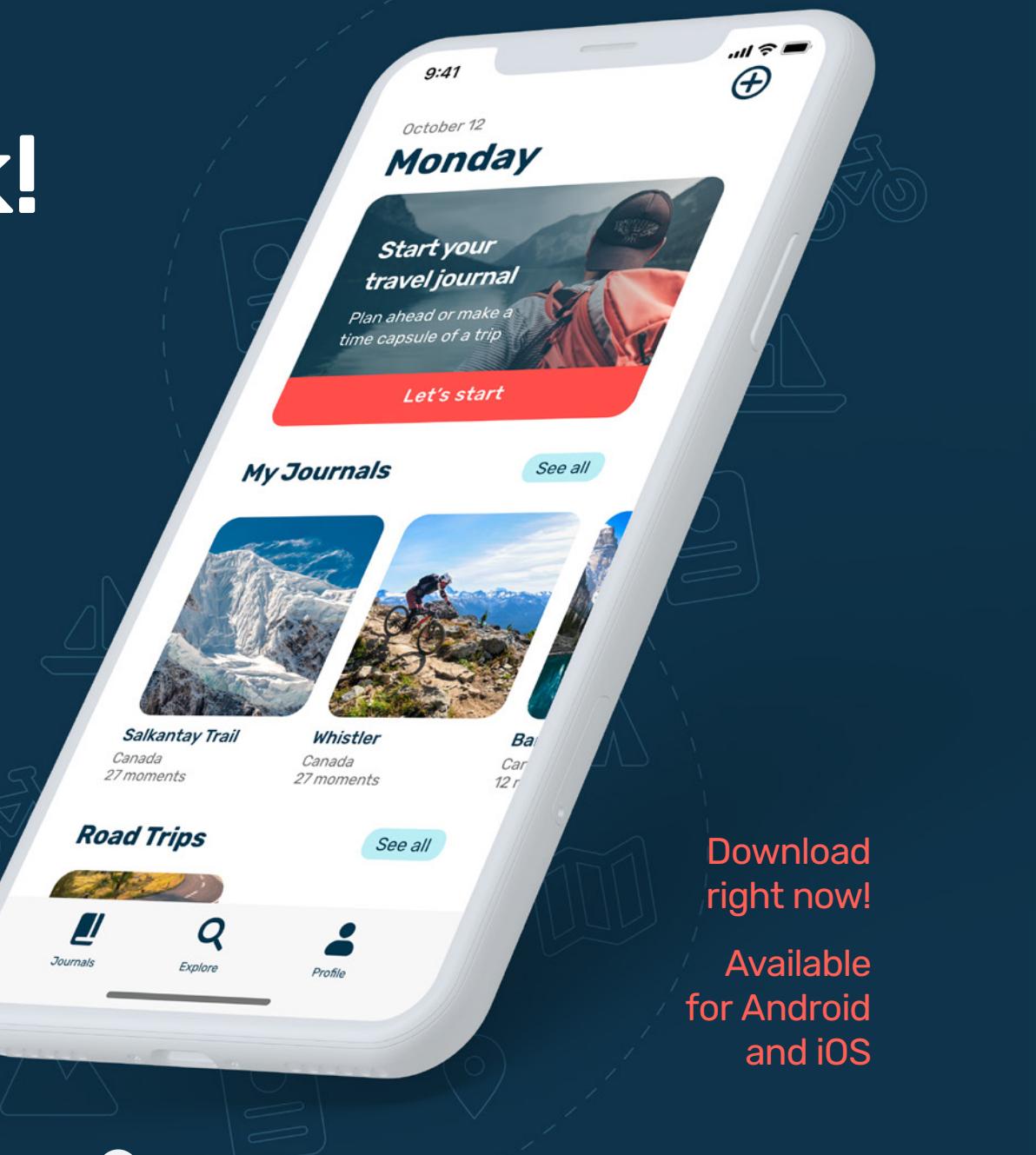
GET OFF the beaten track!

Turn your travels into an amazing adventure journal

One of the most important industries in the world is tourism. People love to travel and share their pictures and experience with their friends on social media. However, these platforms only show videos and pictures and not really share their journey.

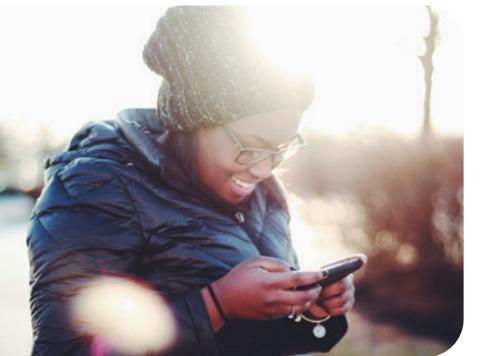
Our mobile App offers unique trip experiences, as a digital journal for those who want to explore different places, beyond the obvious, not spending their time going to the same places that everybody goes.

With OFFbeat you can turn your travels into an amazing adventure journal and capture the moment. Get OFF the beaten track!



Download right now!
Available for Android and iOS

Project Main features



Create and share a travel journal

You can add your own journal, save places that you recommend visiting on the way, write about your experience, and share the details of the trip with text and images with the world. They can portray a journey like a story, post pictures, road maps, locations that they see throughout their journey (basically anything related to a trip which can help others to relive the same experience). Once the trip is over, the app will generate a story of a journey which can be posted publicly to show the world how exciting and different the journey was.



Search for nearby places

One of the most interesting possibilities is finding great things to do and places to explore, starting from the spot you are. You can find different kinds of activities beyond the obvious and well-known places. Ideal for newcomers, tourists, and even locals who want to discover new experiences in the city. It might be a coffee shop, an art exhibition, or a trail in the woods. The content involves a mix of industries: food, culture, sports, tourism. Furthermore, the user can download the journey to use the information offline.

Plan your route for the next trip

You can check places to try one day or search for places that other travellers recommended. There are seven categories to help users find a new trip experience: weekend getaways, road trips, hiking, cycling, camping, international and sailing.

Cloud Feature

Cloud storage will be used to keep all the information about users' trip experience.

Cloud security component

Log in is required to use all features of the App. Securing credentials and personal information of users are our top priority.

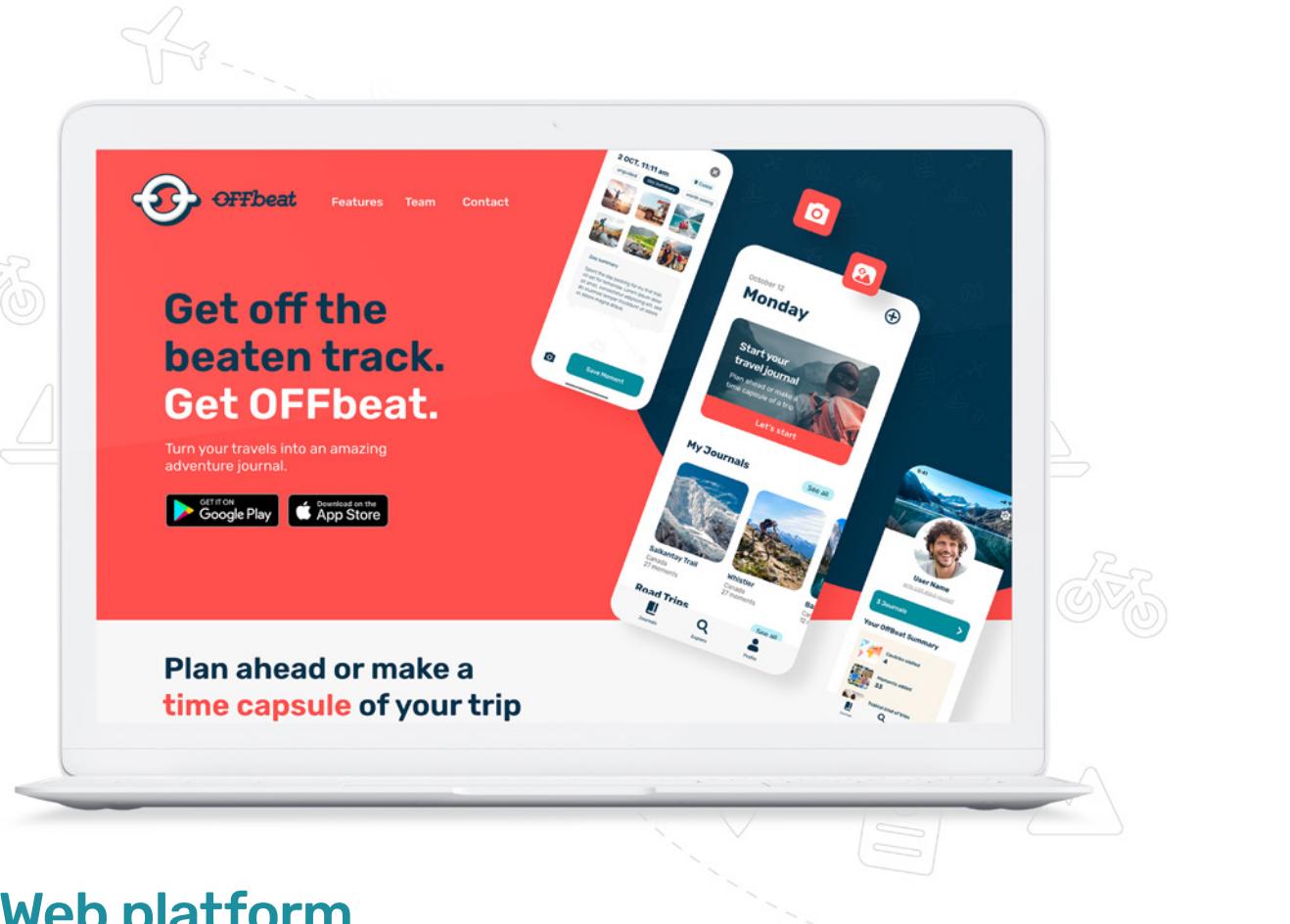
This feature gives the user quick tips to help them start writing a journal. The tips explain what type of information would be nice to add, such as "day summary", "worth seeing", "accommodation", "transport", "food" or "architecture".

Platform



iOS/Android hybrid component

After substantial research, we decided to build the application on a hybrid platform. We are going to use React Native because all developers in the team have a good grip on React compared to native app development. More importantly, all the features of the OFFbeat can be implemented with React Native at no UI/UX or performance compromise.



Web platform

The website platform will be a promotional website encouraging the users to download the app because OFFbeat specifically targets mobile users.

Security of user's information

Security of the user information and login credentials are the key integral part of our App. There is a considerable amount of personal and shareable data to be handled on the app, which may lead to data breach if security attributes are not properly implemented. All the confidential data processing is processed on the cloud rather than on the client side. To increase the login security, we are using two-factor authentication and Open Standard for Authorization (OAuth 2.0).

Design Plan

Week 1

- Project overview
- Deliverables
- Research, milestones and documentation

Week 2

- Personas and market research
- Feature planning and scope

Week 3

- Feature list and documentation
- User story and feature flow

Week 4

- Feature UX
- Visual research for UI
- Target market

Week 5

- UX/UI and Style Guide
- Features locked

Week 6

- Documentation for project review

Week 7

- Work in progress

Week 8

- Interactive prototype

Week 9

- Work in progress

Week 10

- Social marketing strategy
- Print-ready marketing materials
- Target markets and channels

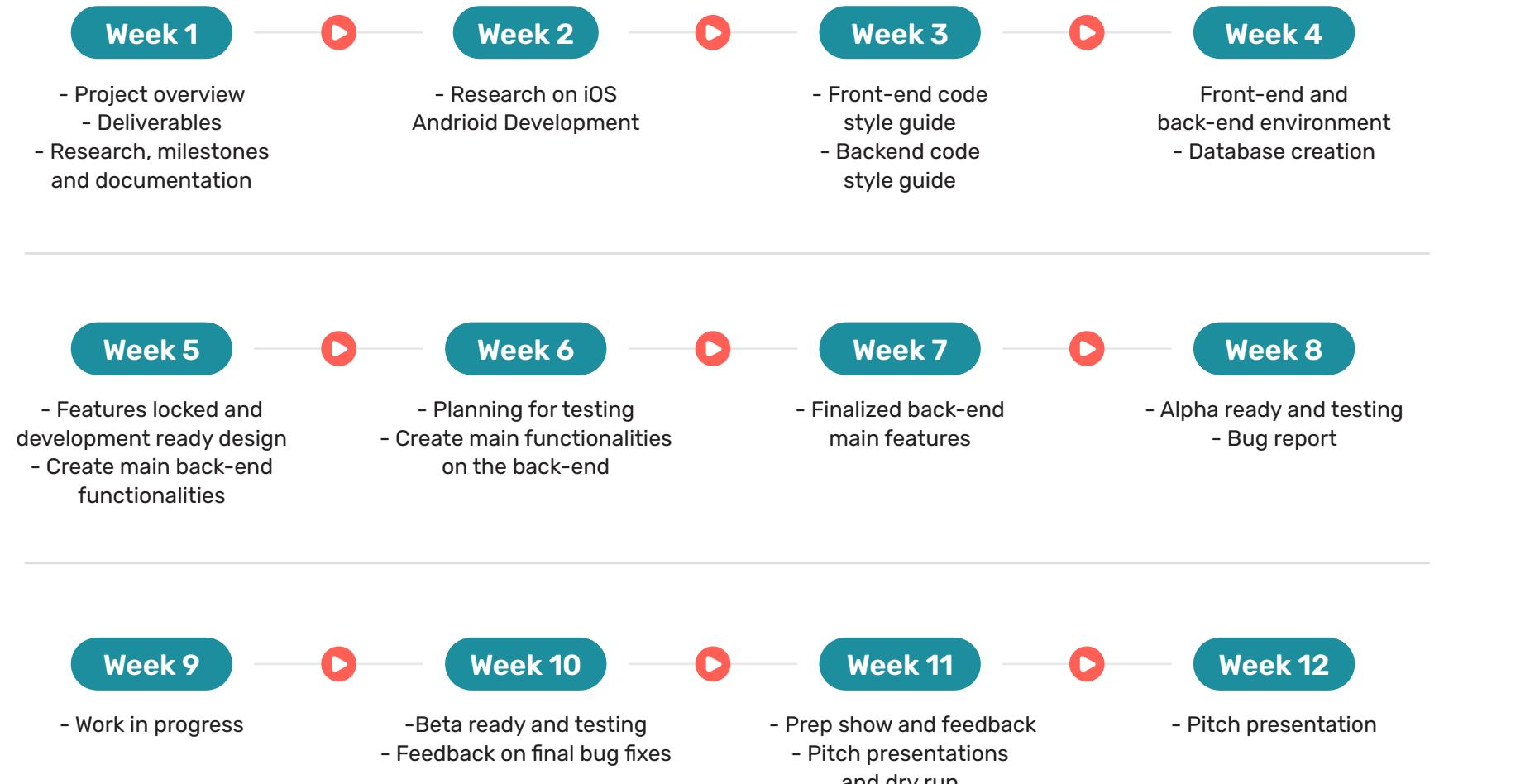
Week 11

- Prep show and feedback
- Pitch presentations and dry run

Week 12

- Pitch presentation

Development Plan



Market Research

Nowadays, every person in the world is dealing with the pandemic due to COVID-19. Because of that, many borders had to be closed for some time. However, months later, the world is slowly getting back on track and learning how to deal with this situation.

One of the most important industries in the world is tourism. According to McKinsey & Company, in 2019, tourism was worth almost \$9 trillion and made up 10% of global GDP, making this sector one of the largest in the world, bigger than agriculture.

It is well known that COVID-19 caused an international crisis for the tourism market. This sector is expecting a recovery while adapting to the new era. After being reclusive for a long time, people are demanding activities beyond the Zoom/Google Meets/Skype screen interactions.

Common sense is to avoid non-essential travel, specifically to outside the country.

This way, people can explore activities in their city or province. Many local businesses struggle to survive and depend on governmental support, and entrepreneurs are doing their best to keep their business alive.

After several months of living in the pandemic, the best practices and safety measures are more established; additionally, the constant monitoring reveals the places where new cases are expanding.

The lack of focus on platforms like Trip Advisor, combined with the love/hate opinions and poorly described experiences, opens an opportunity to focus on high-quality content. Many of these companies emerged before quarantine and do not offer anything different from what they used to provide.

The moment is perfect for developing a better experience for the users and the tourism sector, in the new normal society regarding all the health and safety measures.



Personas



MERCY CRUZ

AGE: 24 | **EDUCATION:** Bachelor of Arts | **JOB:** Photographer

Mercy is working part-time in a photo studio in Vancouver. She is a nature lover and likes to explore new areas. She usually travels to new interesting places and frequently uploads her photos on her social media. Mercy is focused on building her portfolio to reach new clients. This way, she is interested in discovering new spots and take amazing pictures.

Goals

- Improve her photography
- Wants to start her own photo studio
- wants to capture pictures of natures

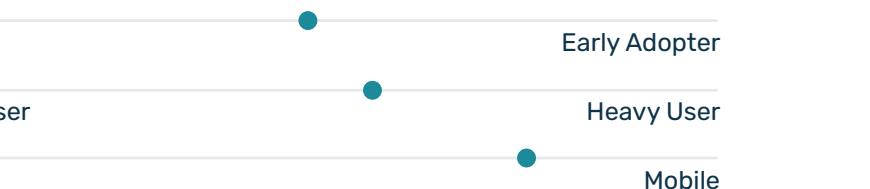
Frustrations

- Not able to track places offline
- Lack of great photos to boost her portfolio
- Not satisfied with app who allow to share trip images

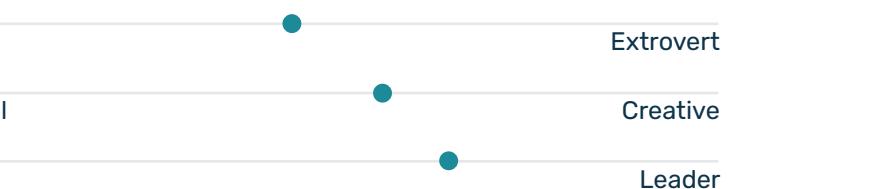
Brands



Tech Enabled



Personality



TONY WILSON

AGE: 32 | **EDUCATION:** Film Production | **JOB:** Movie Maker

Tony is a movie maker and travel blogger. He loves adventuring with his teammates to discover new places and exploring things around the world. He often posts his travel videos and blogs on his social media. He likes this kind of media, but he is looking for something new and specific to travel. He makes extra money selling footage for images and video banks over the internet.

Goals

- Travel to as many countries as possible
- Share his travel experience to inspire others to travelers
- Register all his travels experiences in one place

Frustrations

- Lack of a platform to share his journey experience
- Platforms that are not designed for travel content
- Register all his travels experiences in one place

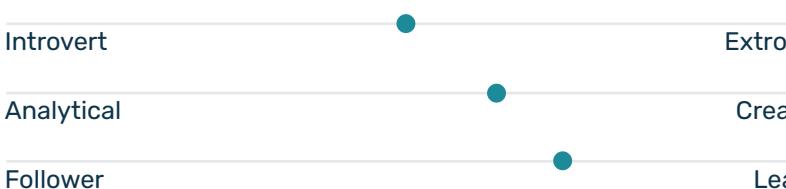
Brands



Tech Enabled



Personality





LILY SMITH

AGE: 41 | **EDUCATION:** International Business | **JOB:** Manager

Lily is a manager at Lululemon, married, and has no kids. She loves to watch traveling and vacations related to vlogs. She is frequently recording her trips and uploading her videos on her personal YouTube channel. Sometimes, Lily is not sure about the places she should visit. She wants a reliable and inspirational platform to get new ideas of places to go.

Goals

- Collecting memories from different places
- Interested in doing outdoor activities
- Trying to have a healthy lifestyle

Frustrations

- Unsure about places to visit
- Wants more time to travel
- Bored about repetitive content on social media

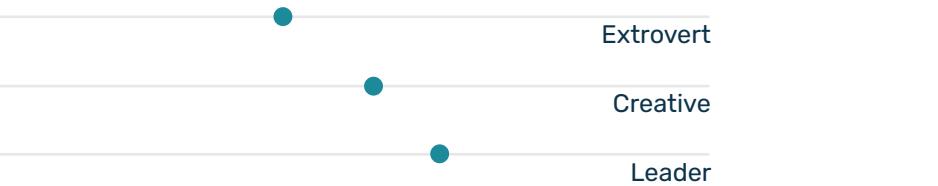
Brands



Tech Enabled



Personality



Competitive Analysis

Roadtrippers



Roadtrippers

Roadtripper is a software application which helps travelers to plan road trips. This application lets the users discover their points of interest in Canada.

PROS

- Helps to plan trip
- Estimate time and cost of trip

CONS

- No adventures and interesting places
- No new route

Mapster



Mapster

Mapster is the web application which works for mapping non profit and social projects. This company deals with making location maps and they are open for suggestions.

PROS

- Search by Territories
- Also by Language

CONS

- Hard to use
- Limited access to places

Blink



Blink

Blink travel is an app which users can discover things to do in a place they live or want to visit. With the app it is possible to plan a trip and discover new restaurants.

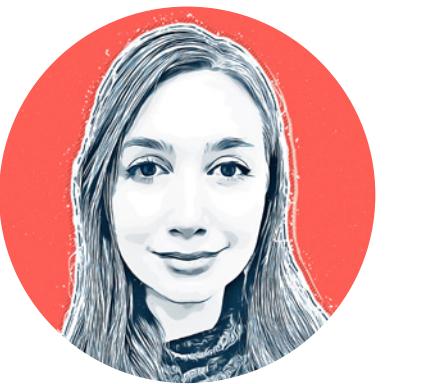
PROS

- Shows top attractions
- Interactive map

CONS

- Subscription required to full access
- Can't add user's trip

The Team

**JULIA FRANCSESE**

PROJECT MANAGER + UX/UI DESIGNER

UX/UI Designer with a background in public relations. As a project manager, I will be responsible for keeping the team on track.

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**GUSTAVO PALLADINI**

BRAND + LEAD UX/UI DESIGNER

A versatile designer with vast experience in art direction, expanding my UX/UI skills. Able to create motion graphics and edit videos. Solution-focused mindset.

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**LEONART GUTZ**

FULL-STACK & LEAD DEVELOPER

Lead Full Stack Developer, responsible for managing the developer team. Skills in PHP, JavaScript, SQL, MySQL, PostgreSQL, HTML, CSS, Node.js.

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**MARINA LEMOS**

LEAD UX/UI DESIGNER

UX/UI designer with years of experience designing interfaces that address business needs, having always in mind user-centric design best practices.

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[in linkedin.com/in/marinalemos](https://linkedin.com/in/marinalemos)

**LIZ BRITO**

FRONT-END DEVELOPER AND QA

Front-End Developer with background in Architecture and Planning. Currently working with React native, android and IOS native.

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**RAKESH**

BACK-END DEVELOPER

Backend developer with the ability to handle front end as well. I have experience in native android application development.

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**YUVRAJ SINGH**

CONTENT DESIGNER

UX/UI designer with background in Engineering Computer Science. Actively helping the team in the UX/UI of the project while studying the market for it.

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**MANDEEP KAUR**

CONTENT DESIGNER

UX/UI designer with background in Engineering Computer Science, 2 years of experience in the field. Constantly improving my design skills.

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[in linkedin.com/in/mandeep-kaur09](https://linkedin.com/in/mandeep-kaur09)



JASPREET KAUR
CONTENT DESIGNER

I am a UX/UI designer with a background in Computer Application. In this project I will work on user research and design the assets.

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LALIT KUMAR
CONTENT DESIGNER

UX/UI Designer, background in Electronics engineering. My work is to produce consistent visual assets based on requirements.

linkedin.com/in/lalit-kumar-1467aa1b2



The Brand

The process of creating a brand involves many different skills and requires a multidisciplinary mindset. It's not only a combination of the logo, typography, and colors. It's about giving personality and attitude to a project.

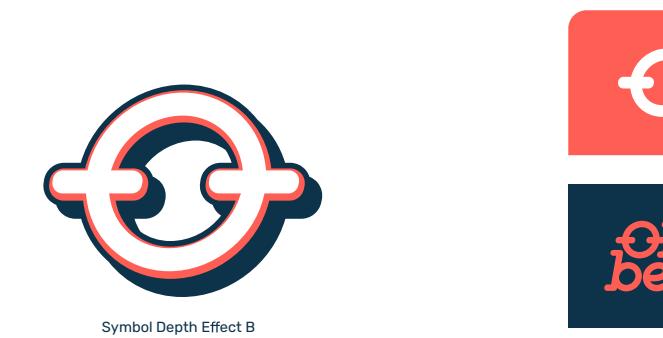
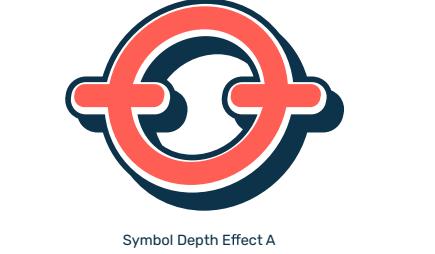
Everything starts with the project idea and the name. It's the starting point. Then, as a designer, the challenge is to bring this personality to life. After a deep dive on inspiration and references research, each step is validated with the team and the client.

It's a fantastic process that is crucial for any digital product. The goal is to make the users engage and feel involved with the brand, to identify themselves with the message and lifestyle.



User Interface Kit

Logo



18

Font Families

RUBIK Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

RUBIK Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

RUBIK Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

19

GET OFF the beaten track!

Turn your travels into an amazing adventure journal

11:11am

Lore ipsum dolor sit amet, consectetur adipiscing elit. Vivamus finibus imperdiet ullamcorper. Vivamus suscipit non purus et egestas. Donec et ultrices urna. Curabitur a enim vitae lacus interdum varius. Ut convallis urna vitae odio malesuada condimentum. Etiam at neque consectetur nunc sagittis luctus. Etiam metus augue, placerat in fringilla ut, sodales id tortor. In sed gravida enim, in sollicitudin odio. Nam vitae felis nec libero iaculis condimentum. Proin pellentesque iaculis interdum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus finibus imperdiet ullamcorper. Vivamus suscipit non purus et egestas. Donec et ultrices urna. Curabitur a enim vitae lacus interdum varius.

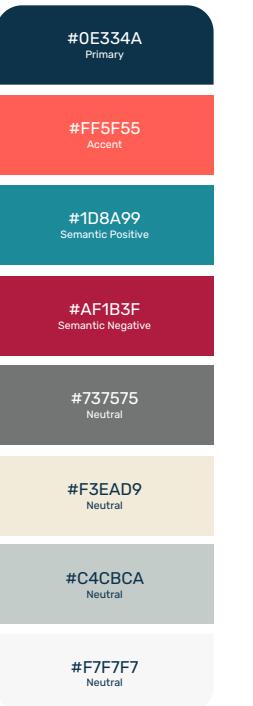
Title - 34 bold

Subtitle - 21 Regular

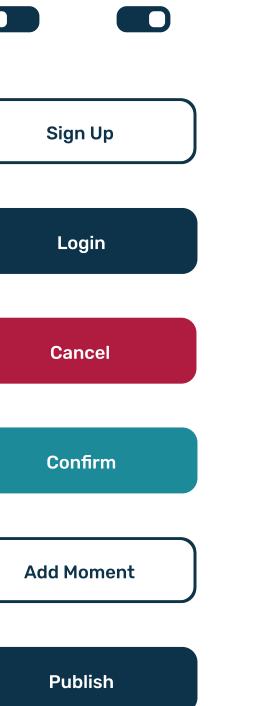
Info Highlight - 13 Medium

Regular text - 12 Regular

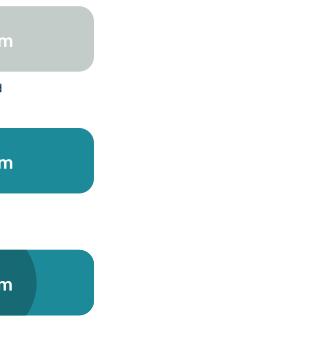
Colors



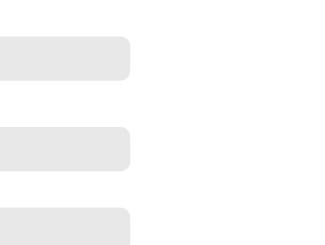
Button Types



Button States



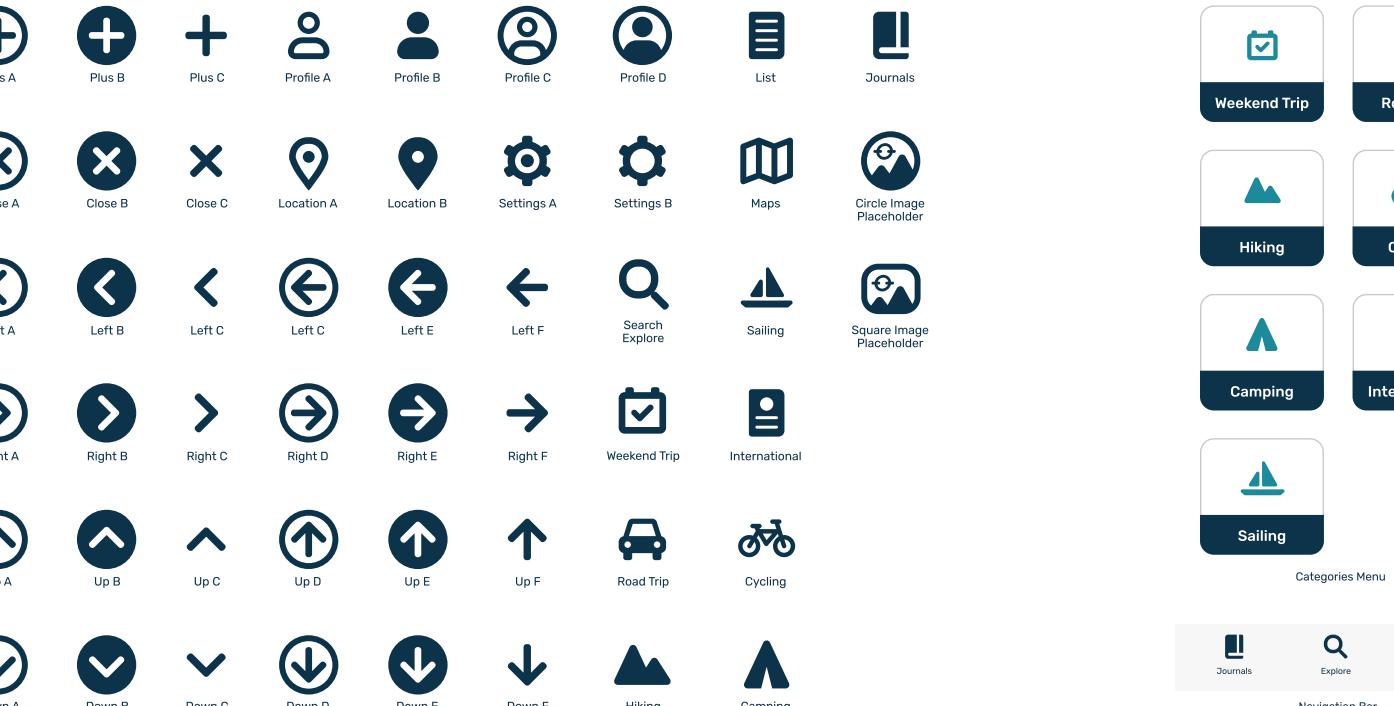
Text Fields



Placeholder Icons

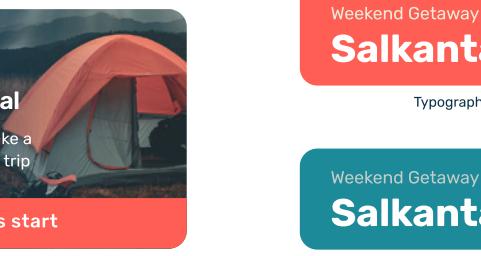
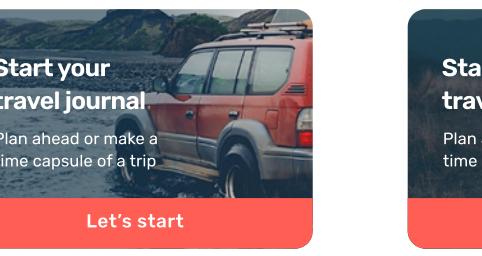
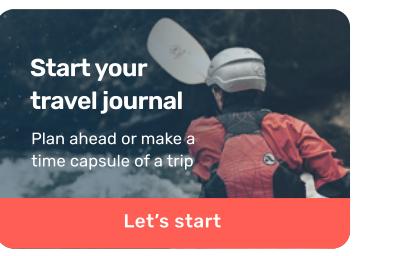
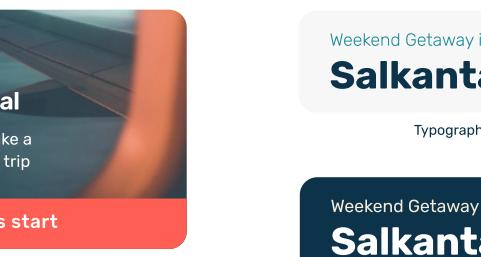
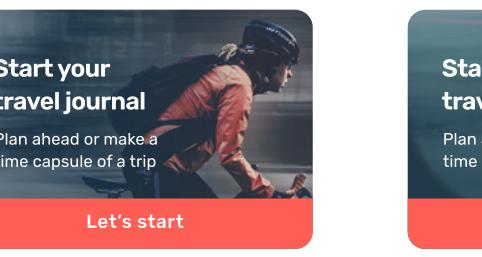
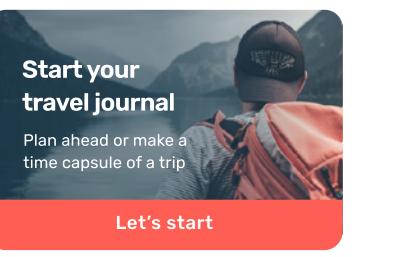


Icons



App Sitemap

Cards



Weekend Getaway in Peru
Salkantay Trail

Typographic card A

Weekend Getaway in Peru
Salkantay Trail

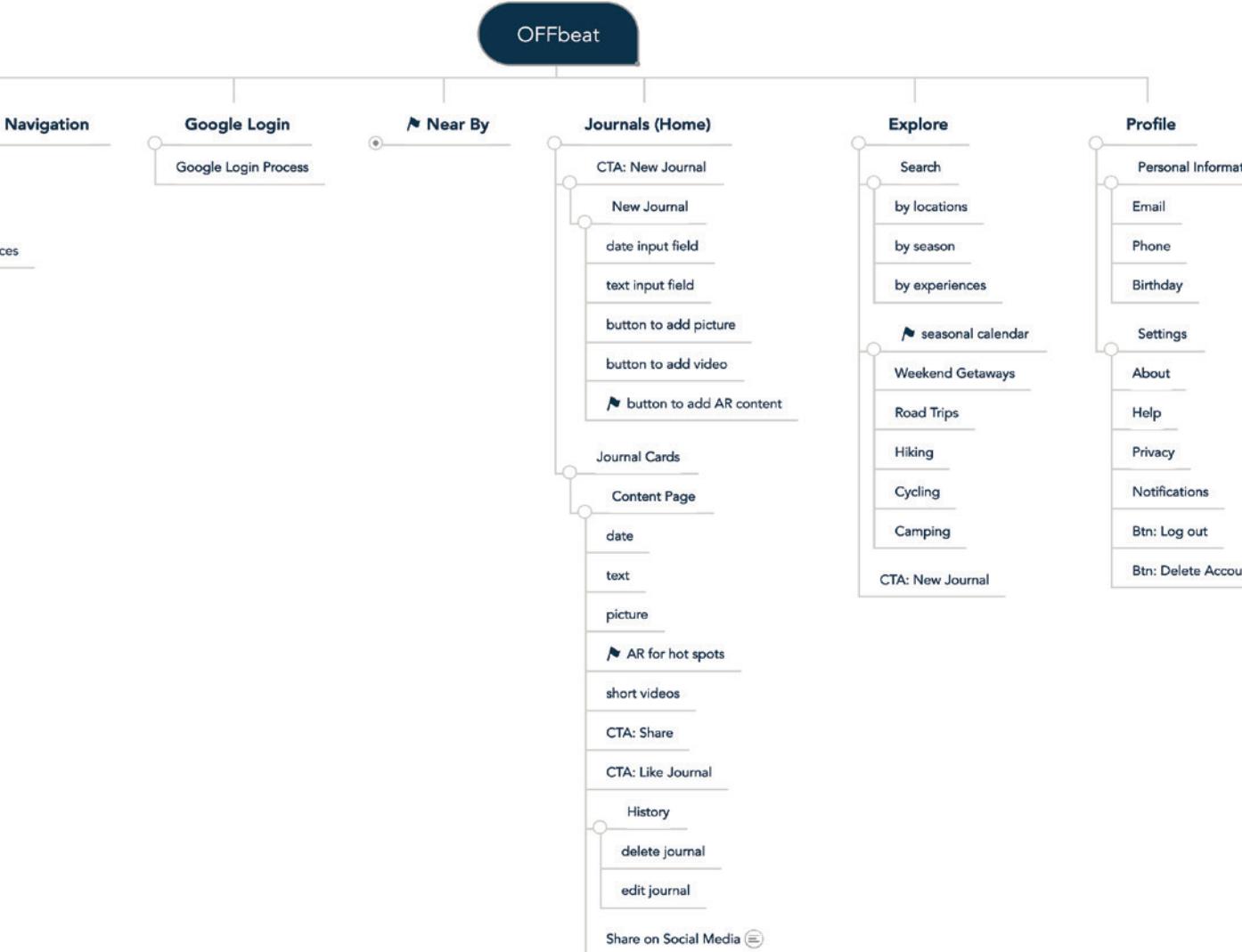
Typographic card B

Weekend Getaway in Peru
Salkantay Trail

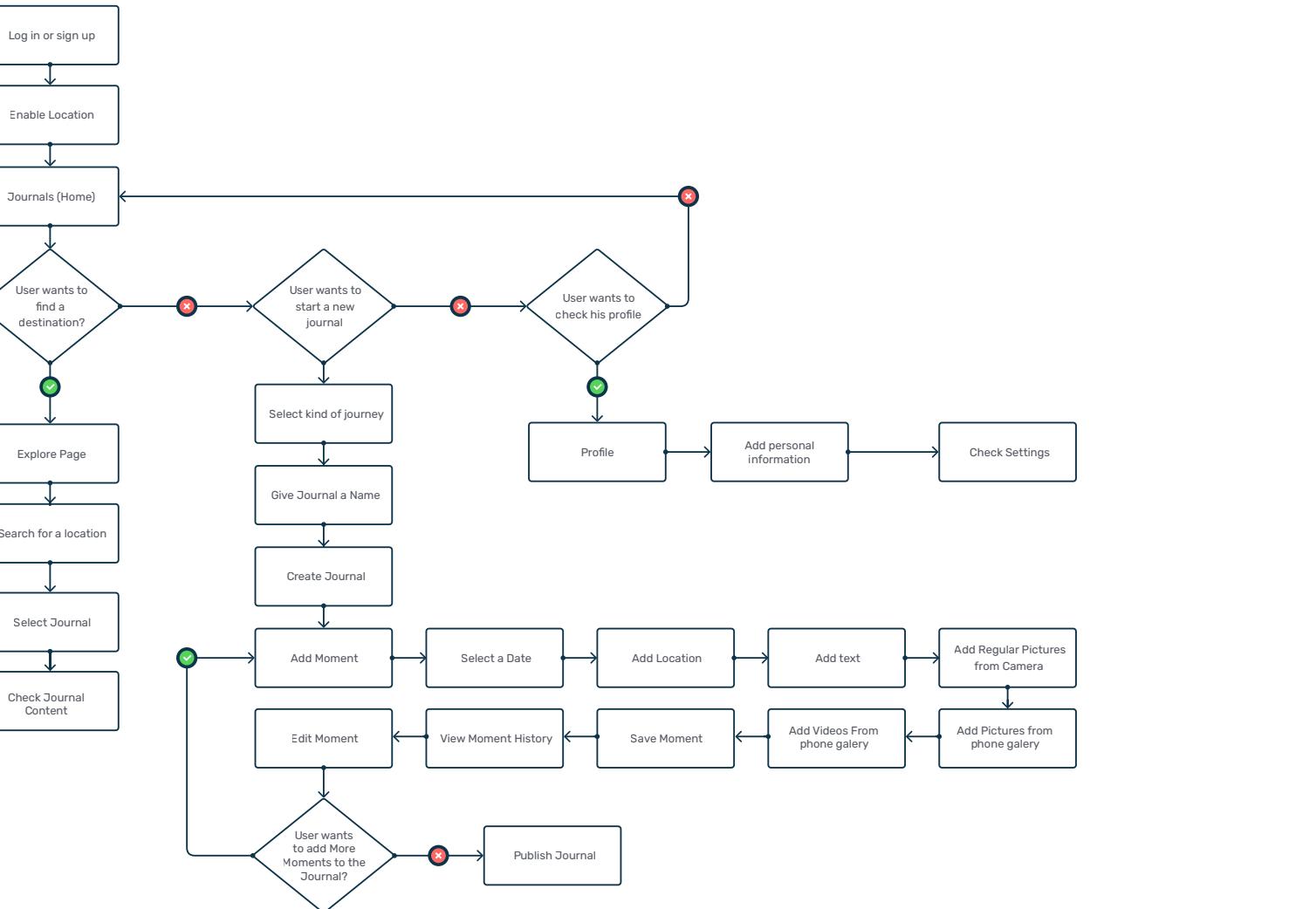
Typographic card C

Weekend Getaway in Peru
Salkantay Trail

Typographic card D



App User Flow

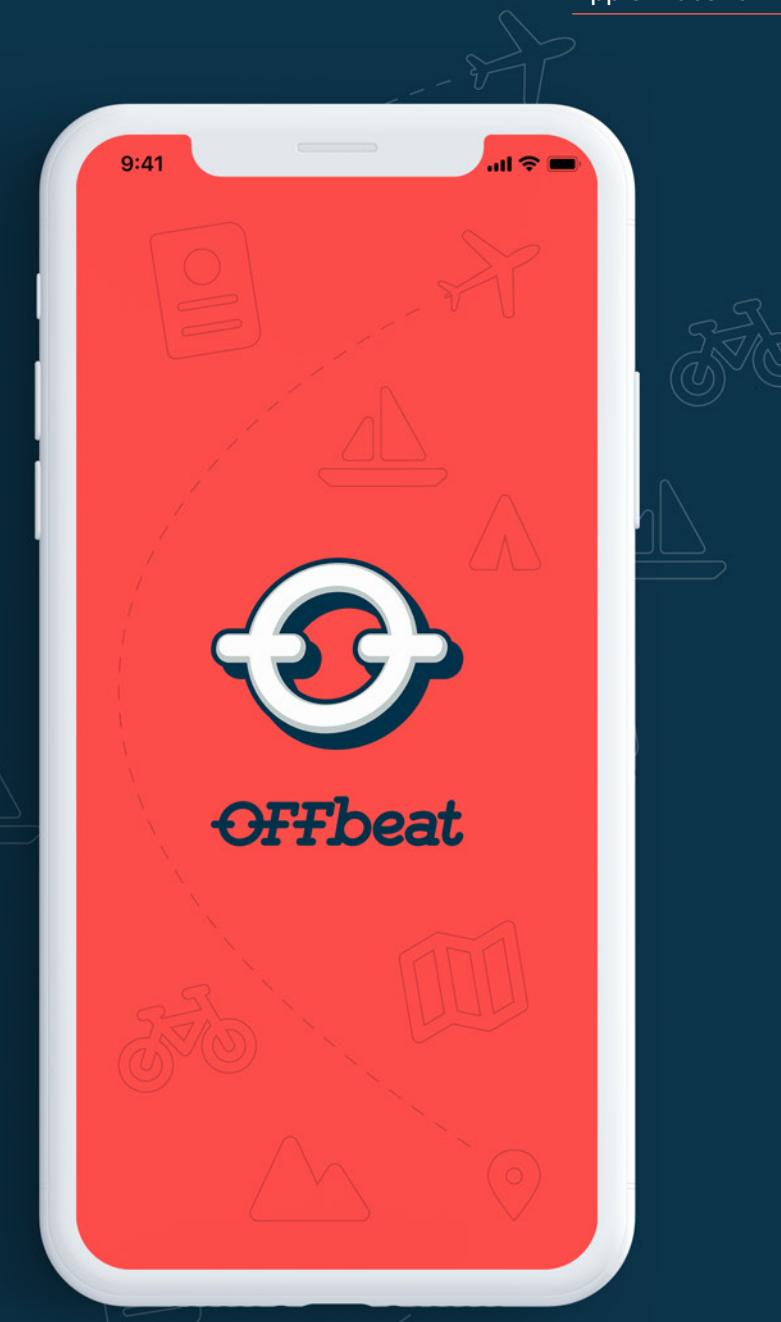


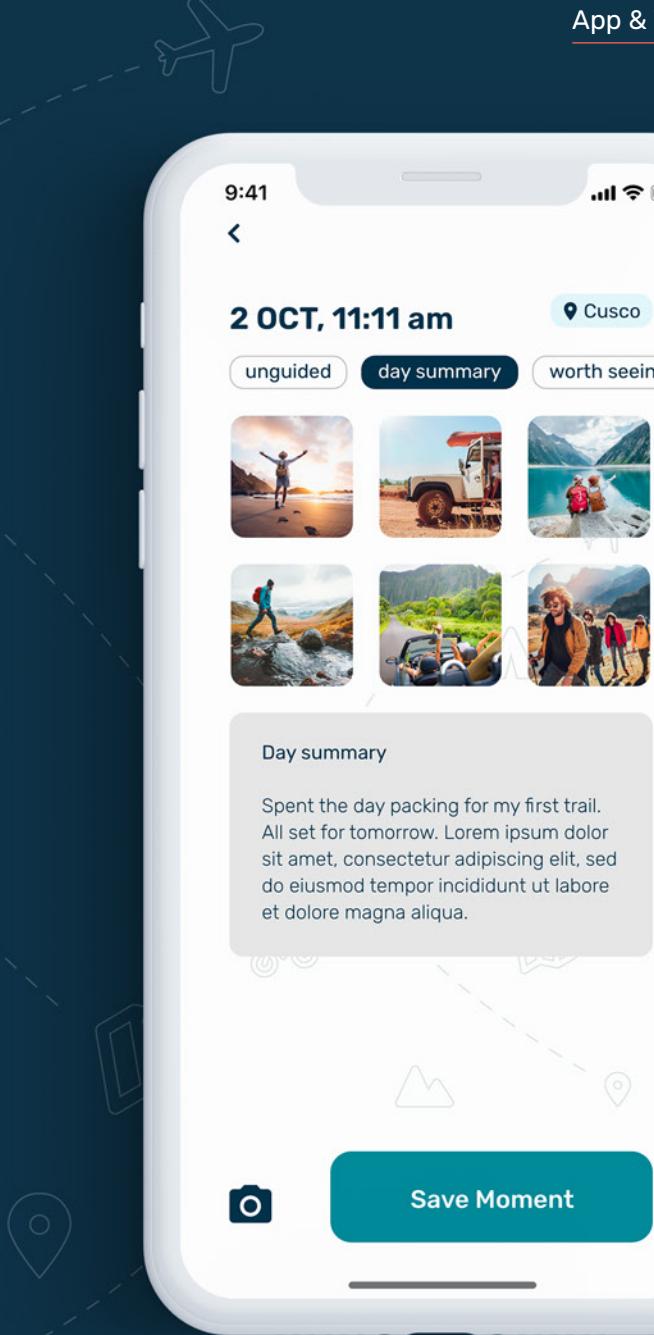
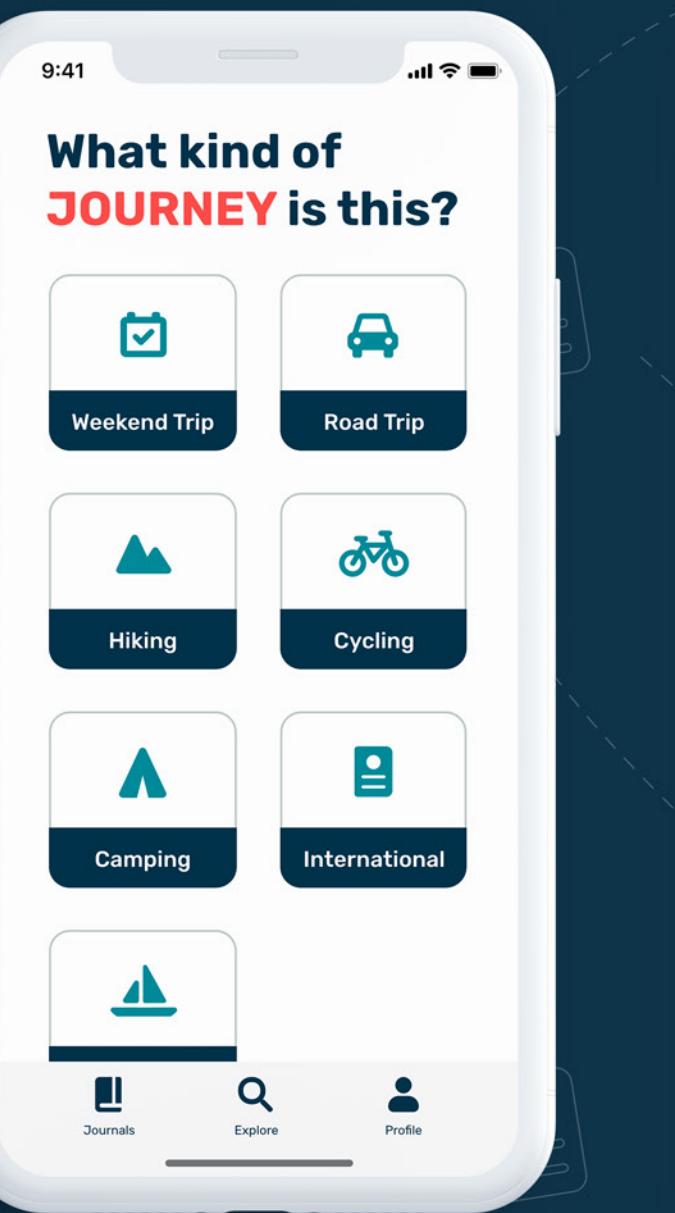
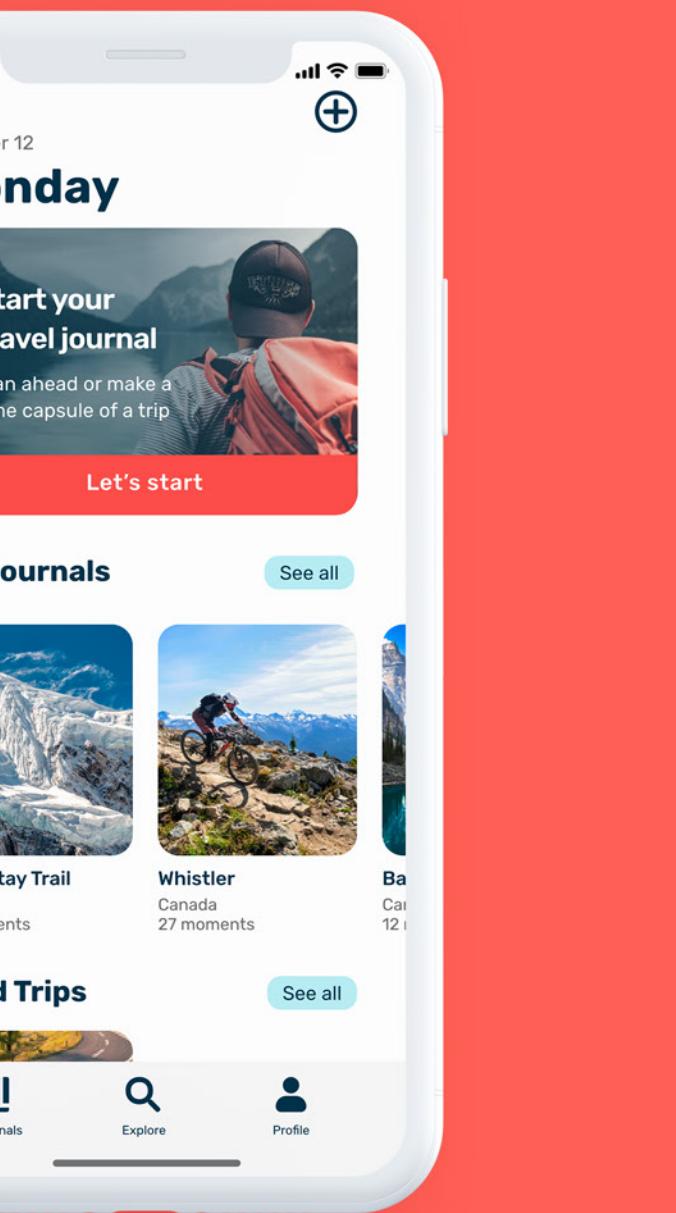
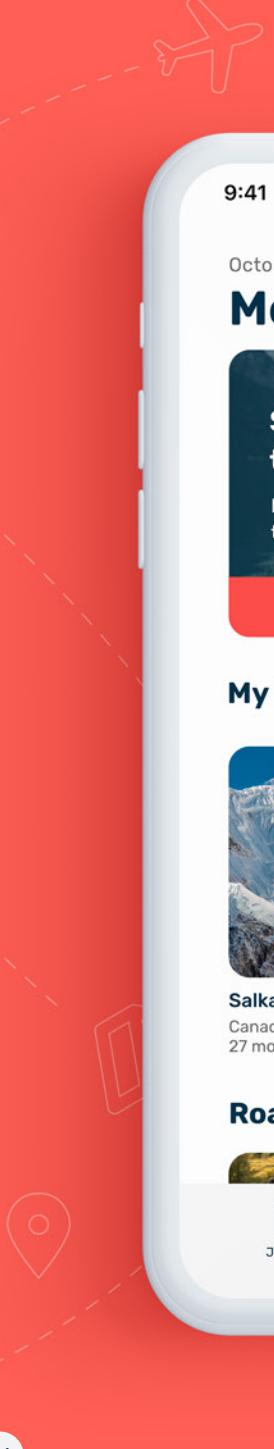
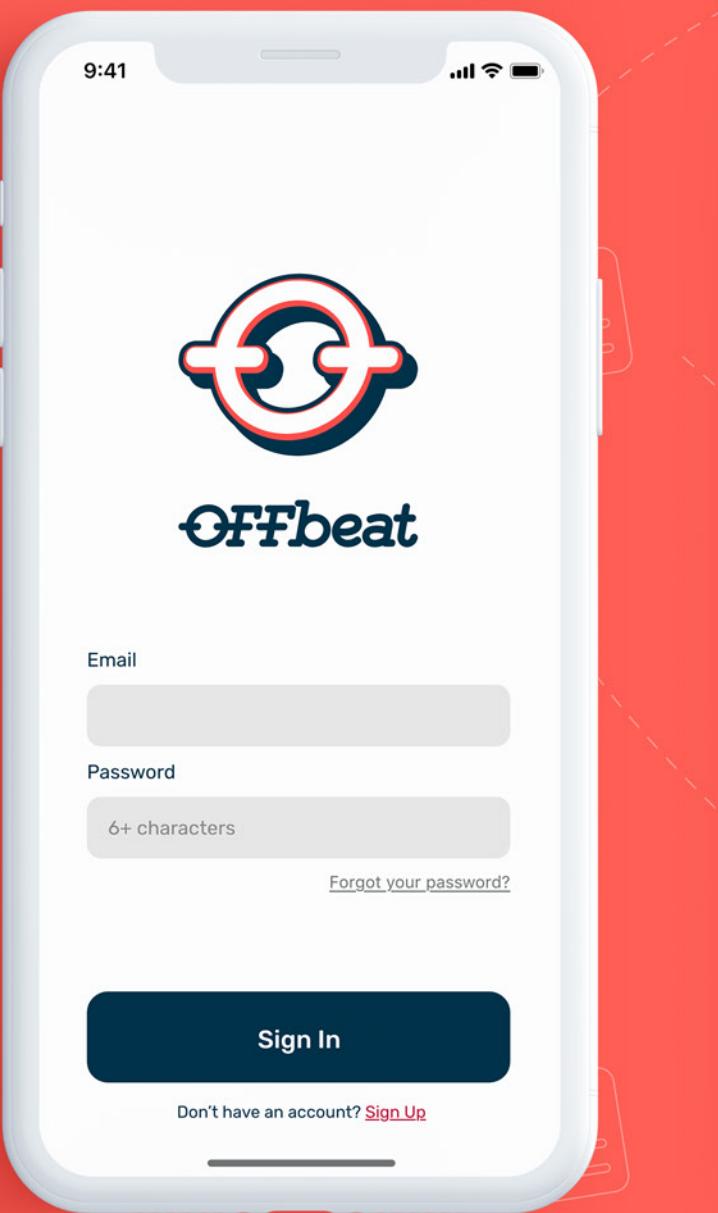
App & Website Mockups

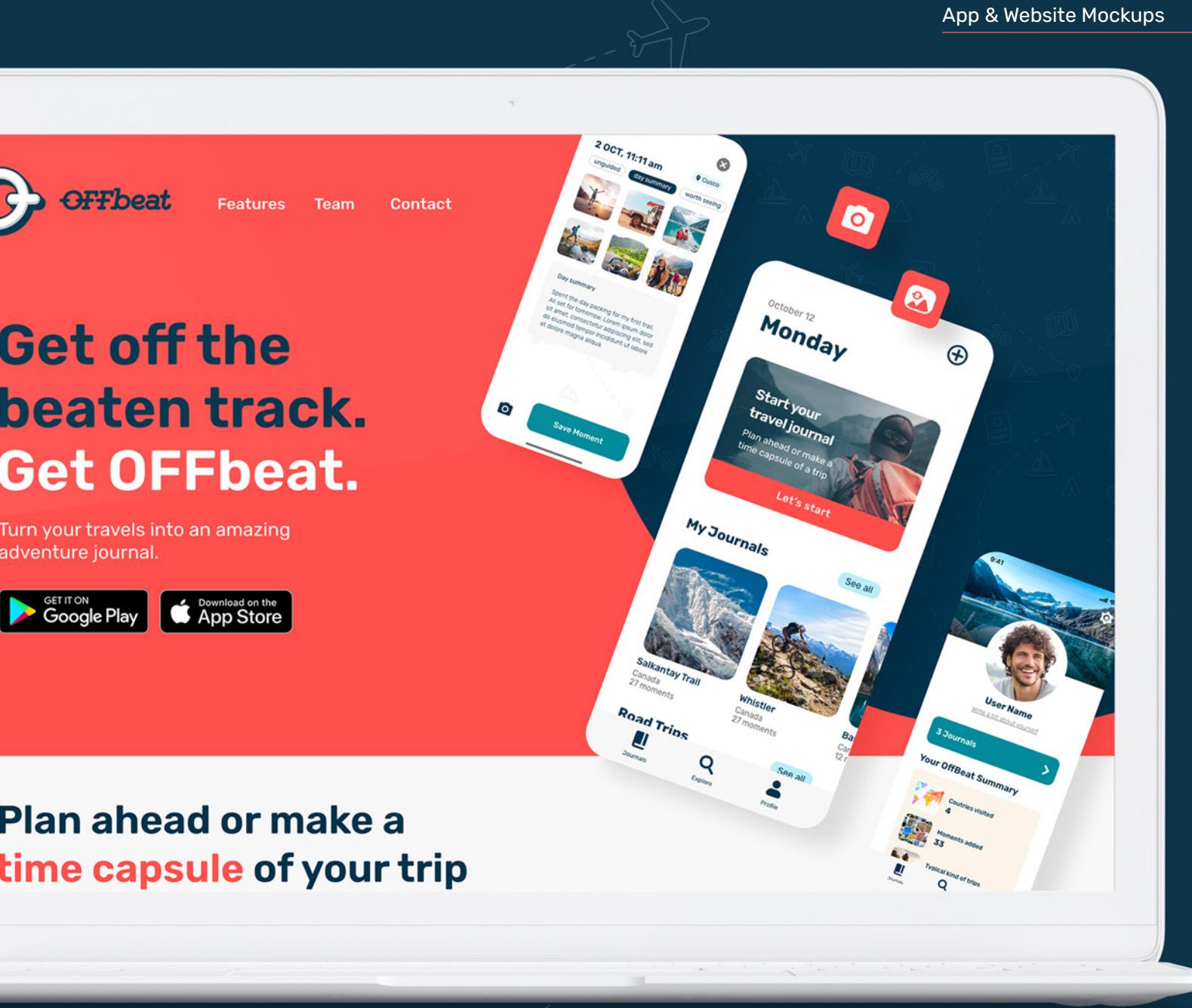
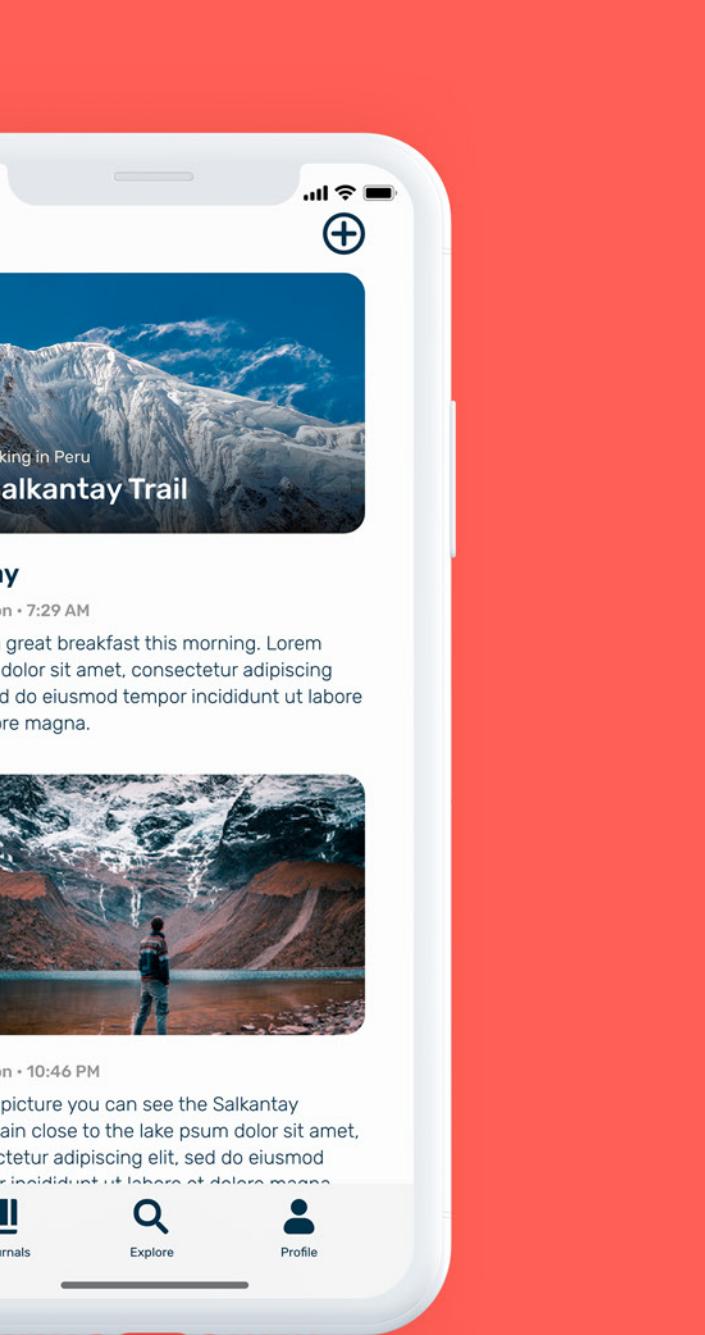
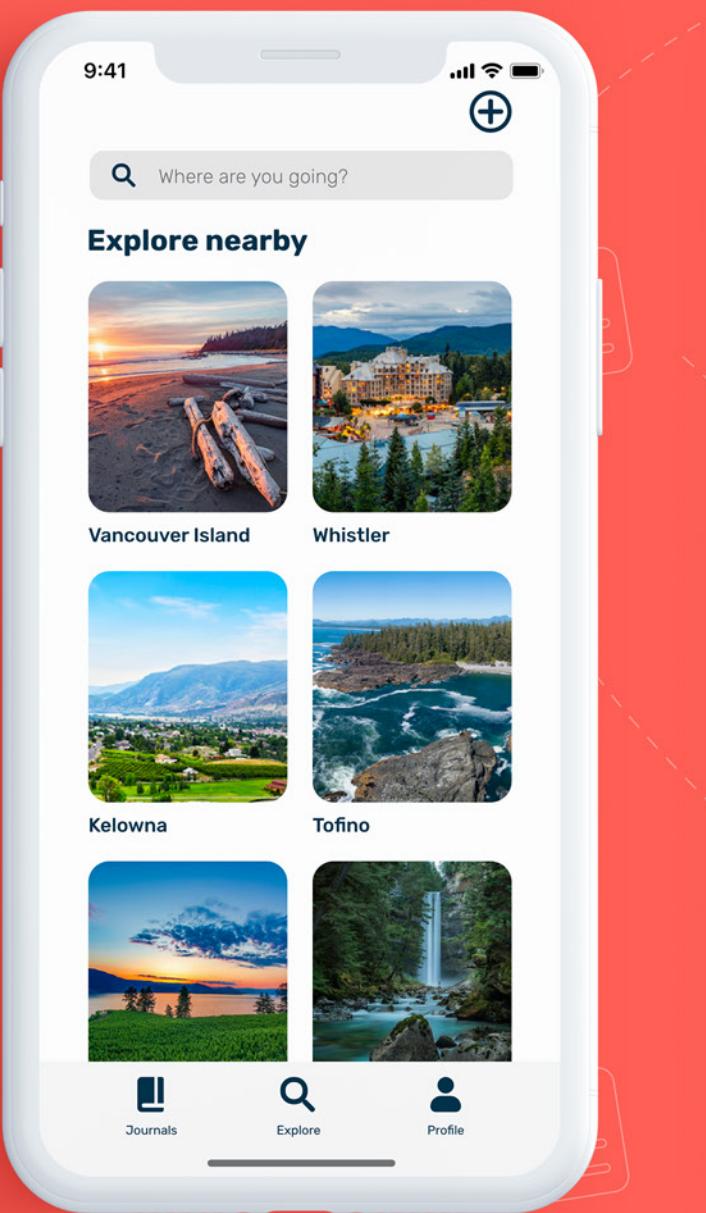
In front of thousands of coding lines, there's the interface. After designing the experience, flow, and logic, the interface is the bridge between the user and the algorithm.

It's essential to offer users a great experience, that aligned with a good performance is the criteria for defining whether an app is great. It's a complex puzzle, full of possibilities. Here is the part where we put the UI Kit in action to offer our users a remarkable experience.

This process is documented and shows the App and the Website's design assets and compositions that serve different technical specifications and distinct purposes.







Plan ahead or make a time capsule of your trip

Create and share a travel journal

You can add your own journal, save places that you recommend visiting on the way, write about your experience, and share the details of the trip with text and images with the world.

Search for new travel experiences

One of the most interesting possibilities is finding great things to do and places to explore, starting from the spot you are. You can find different kinds of activities beyond the obvious and well-known places.

Plan your route for the next trip

There are seven categories to help users find a new trip experience: weekend getaways, road trips, hiking, cycling, camping, international and sailing. This feature gives the user quick

30

Technologies Used

Project Management and Communication

For project management, we used Jira, a robust software for tracking our work progress. For communication and alignment, Slack was essential to keep the team on the same page.



Design

For design purposes, the Adobe Creative Cloud tools are a solid choice. They interact really well with each other. They are also widespread in the market and crucial for designing our logo, creating marketing materials, motion graphics, video editing, wireframes, and mockups. Figma was a great add on for UX/UI development.



Illustrator



Photoshop



XD



InDesign



Premiere



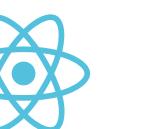
After Effects



Figma

Development

After substantial research, we decided to build a hybrid platform application. The use of React Native is our choice. The team developers have a good grip on React compared to the native application development. This way, all OFFbeat features could be implemented, also providing high performance.



Reactive + Native Pure



JWT



AWS



Node JS



My SQL



Google Authenticator



SASS

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<stock.adobe.com/ca/images/flat-lay-yellow-suitcase-with-traveler-accessories-on-white-bright-background-travel-concept-3d-rendering/217269766>

unsplash.com/photos/_XF0bcM_7KU

Google maps screenshot

Mockups images powered by Stock Image plug-in, by Qooqee, for Adobe XD

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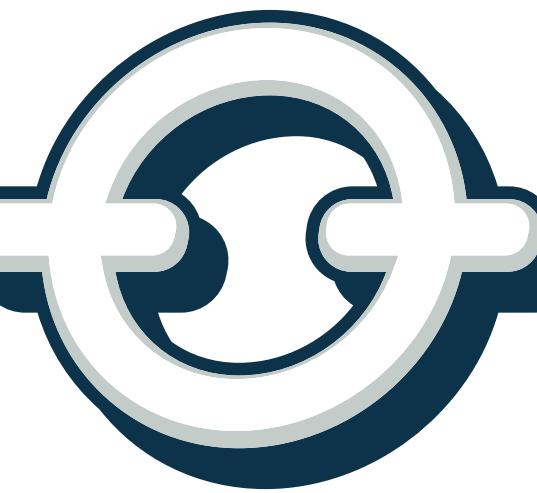
A Special Thanks

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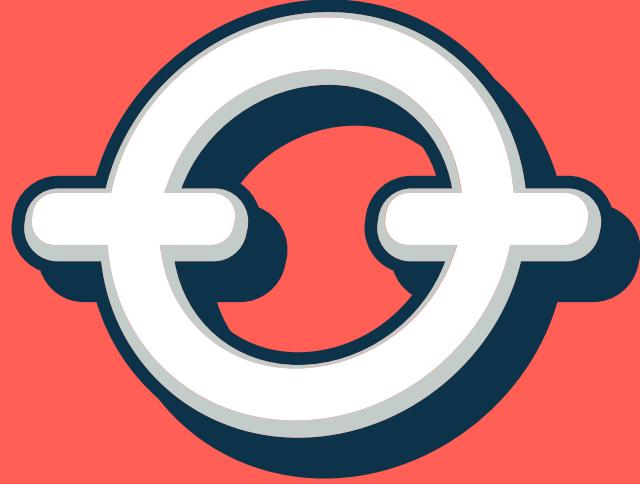
Furthermore, we would like to thank all teachers that helped us succeed in the WMDD Program. It was a difficult milestone that made us grow as individuals and as a team. It also helped us grow our skills and find new ones. We really appreciate all your help and feedback and we can certainly say that we are proud of our projects.

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Our sincere thank you.



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