

My Memory Maker.

Find things to do and **make memories with family, friends or on your own!**

The image shows a laptop and a smartphone displaying the My Memory Maker app. The laptop screen is larger and shows a more detailed view of the app's interface, including a search bar at the top with 'Search', 'Scrapbook', '+ Add an entry', 'Wishlist', and 'Account' buttons. Below the search bar, there is a large call-to-action text: 'Find things to do and **make memories** with family, friends or on your own!'. Underneath this text, a sub-instruction reads: 'The more filters you select the more bespoke your search results will be.' The main content area on the laptop screen is titled 'Filters' and includes sections for 'Activity', 'Event', and 'Place', each with dropdown menus. It also features sliders for 'Distance (Miles)' (0 to 1000), 'Price' (0 to 1000), and 'Dates and Times'. At the bottom of the filter section are 'FILTERS' and 'RESULTS' buttons, along with icons for a magnifying glass, a plus sign, a heart, and a person. The smartphone screen shows a similar interface but with a smaller view of the filters and results. Both screens feature the My Memory Maker logo at the top left.

Design Process



Understand

The Problem

Current websites and apps that help users find things to do are more focussed on making money and selling tours than providing users with local, unique places to visit. This makes it very difficult to plan unique things to do or visit local events when visiting new places.



Research



Design



Prototype

The Solution

A well-designed web app that gives users a list of things to do in a local area that can be filtered down to the very specific interests of the user. Activities and events can be saved to a Wishlist to make planning a visit to a new place quick and easy.

Understand

I carried out research to understand the brand's mission.

Mission Statement: We want to help you feel more fulfilled by inspiring you to experience all that life has to offer. Whether on your own, with those you love or with friends you've yet to meet, make memories to look back on forever.

I then carried out research to understand the current problem's faced by potential users of the app.

I'm visiting a place / travelling and I'd love to find somewhere local and authentic while I'm here but TripAdvisor thinks I'm super into gardening. Everything has awful reviews but can't be that bad surely?

I really want something to do with my boyfriend this Saturday but can't think of anything cheap in the area.

All the things to do websites are just blogs with the same old content. I want stuff that's specific to me.

I've moved to a new place and really want to make the most of my new surroundings, but I don't know the best things to do.

I've moved to a new place and want to make new friends, but all the meetup groups are too generic.

I've been asked to organise a stag-do but have no idea what to plan.

I fed back this research to the product team and carried out further research and ideation sessions to find out what features the team want and don't want from the product.

Must Haves

- Give me ideas of things to do when I'm super bored.
- Filterable by: Cost, Inside / Outside, Weather, Amount of prep required, Date, (right now, Saturday, 15th May next year), Duration, Number of people, Group type (friends, couple(s), alone, family), distance, transport, child / dog friendly.
- cost per head / total group
- Favourites / saveable list.
- Journal:
 - Save what you've done (date / time / activity)
 - Add pictures / gallery.
 - Text
 - Add to journal even for non site events.
 - Shareable / linkable / own url?
 - Export your memory book
- Suggest an activity for others - allow people to add stuff to site (moderated).

Nice to haves

- Save the date (google calendar etc).
- Journal:
 - Map / Multi-map
- Who's up for this? - Create a group request, others from the site can join.
 - Public / private (friends / open to all).
 - Private group - each suggest an idea and put it to the vote. Anonymous / non-anonymous.
- Date suggestion calendar. Who's free when?
- One person / multiple groups.
- Group chat?
- Group individual filters / combined.
- Shared event photo album / shared journal post.
- Local area events
- Offers from local businesses - local escape room 10% off.
- Print your memory book.

That's not us.

- Meetup remake
- Bumble BFF remake.
- Social media
- See other peoples journals (discover mode).
- Commenting / liking on journals.

Research

I carried out competitor research by searching for things to do apps websites and journal entry apps and websites. I then interviewed potential users to find out their habits when searching for things to do as well as their thoughts on the competitor apps and websites.

I currently use google, trip advisor and blogs to find things to do when visiting a new area.

There's no central place to find things to do. Localised knowledge is hard to find.

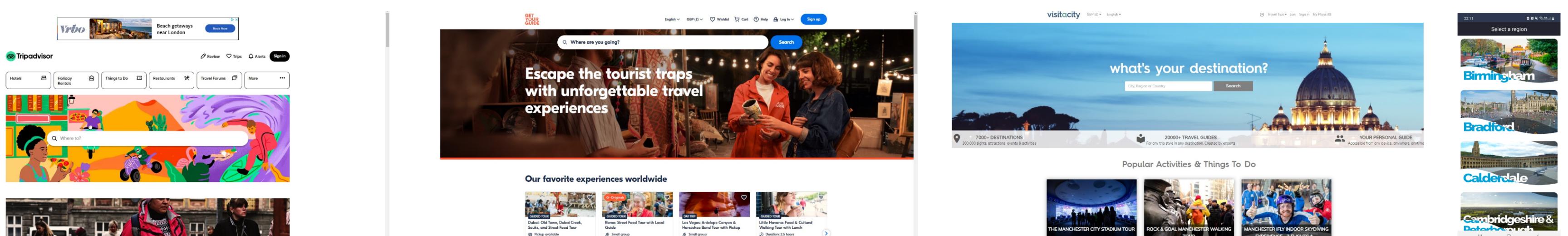
I store photos from events on my phone and google drive.

I use Facebook for local events

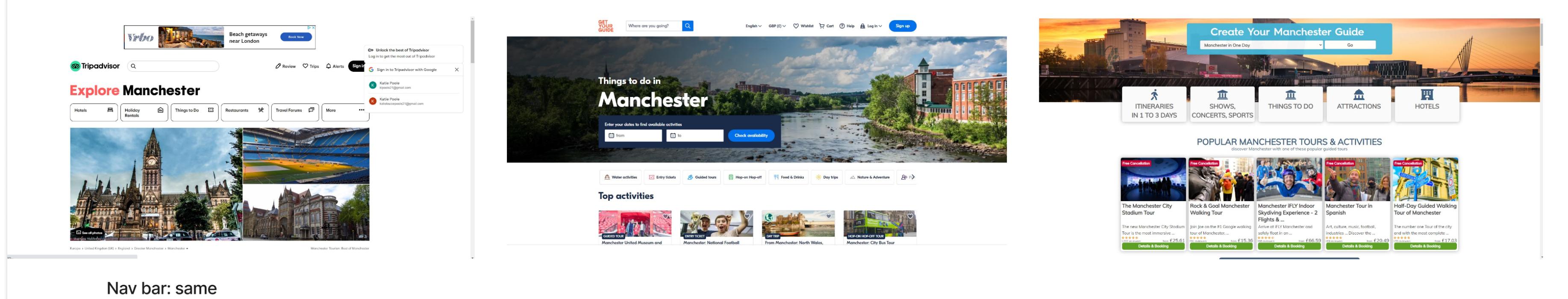
I use Instagram to look back at photos and memories.

I find it hard to find cool places to visit that aren't tourist traps.

I combined the results from the research with the brand's vision and wants to create a vision board.



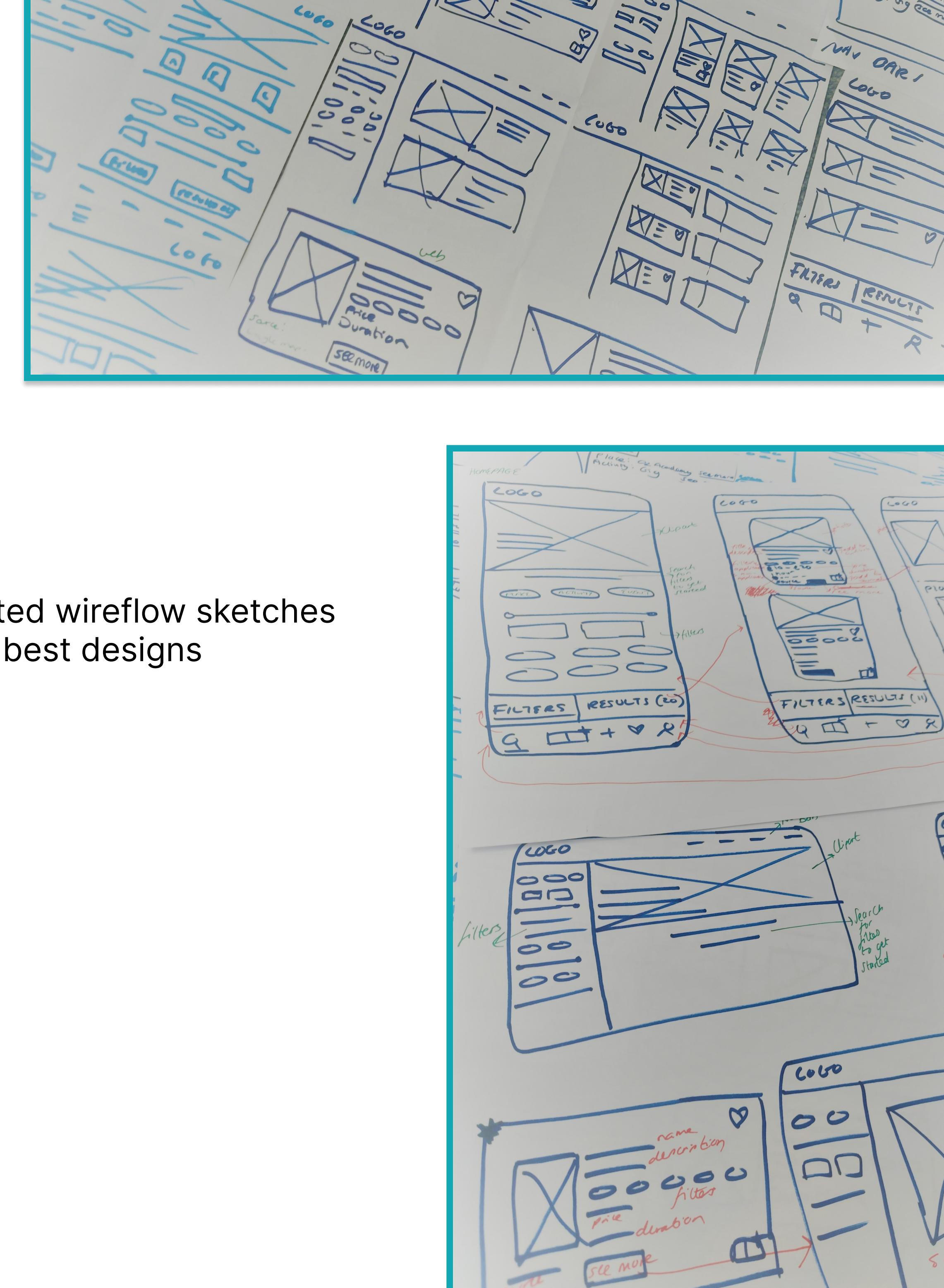
Nav bar: top, person icon log in (log out, manage account, my submissions), scrapbook navigation, saved list, search for activities, logo, submit your own banner: cartoon/clip art, text heading for what the site does, main body: filters, results



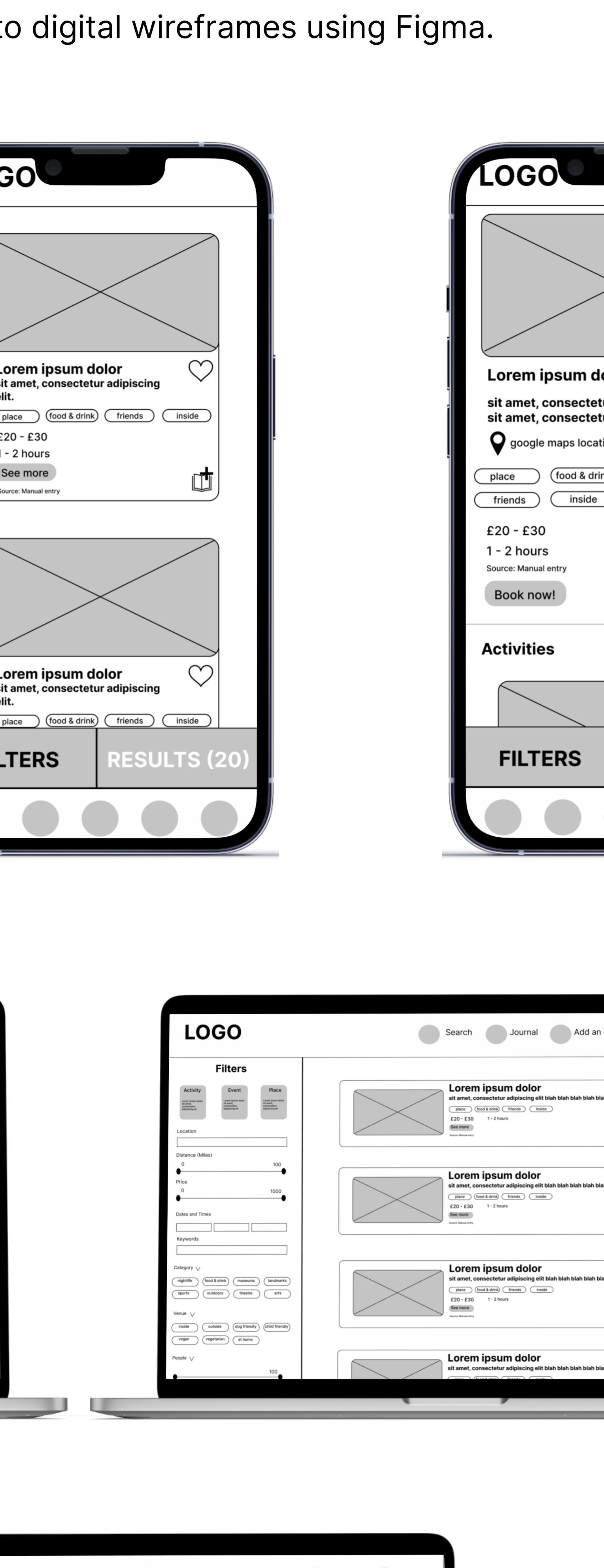
Nav bar: same
no banner (forced scroll down)
main body: lots of filters, results
Results: Image, title (applicable and non-applicable filters), button to see more, save, add to scrapbook, price and duration, random search results, ACTIVITY, EVENT, PLACE, tooltips

Design

I created rough sketches of potential designs for web and mobile using the crazy 8's method. I designed mobile first, utilising many reusable components.



I then created wireflow sketches of best designs

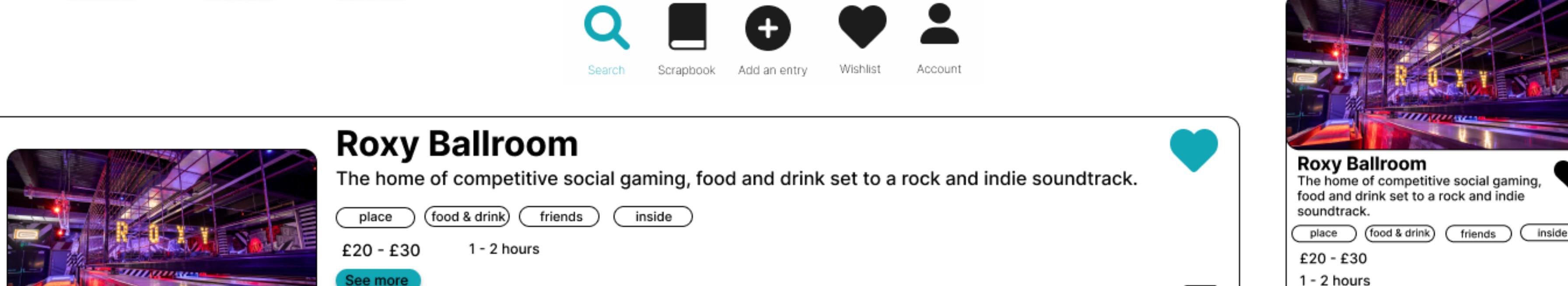


I turned sketches into digital wireframes using Figma.

The wireframes illustrate the design for a mobile application. The top row shows three mobile screens: the first is a search results page with filters and a 'SELECT FILTERS TO GET STARTED' message; the second is a detailed view of a result with a heart icon and a 'Book now!' button; the third is another search results page with a 'BACK TO RESULTS (20)' button. The middle row shows two tablet screens: the left one is a full search interface with various filters, and the right one shows a list of search results. The bottom row shows a laptop screen displaying a single search result with a large image and a 'Back to results' button.

I created a style guide containing all the UI reusable elements.

Inspirational Photography



Color Palette



Fonts

BODY FONT
Roboto, Regular, 14px
Roboto, Regular, 16px

HEADER FONT
Roboto, Medium, 22px
Roboto, Medium, 26px

SPECIAL SMALL FONT (bottom nav)
Roboto, BOLD, 10px

Icons



UI Images



UI Elements

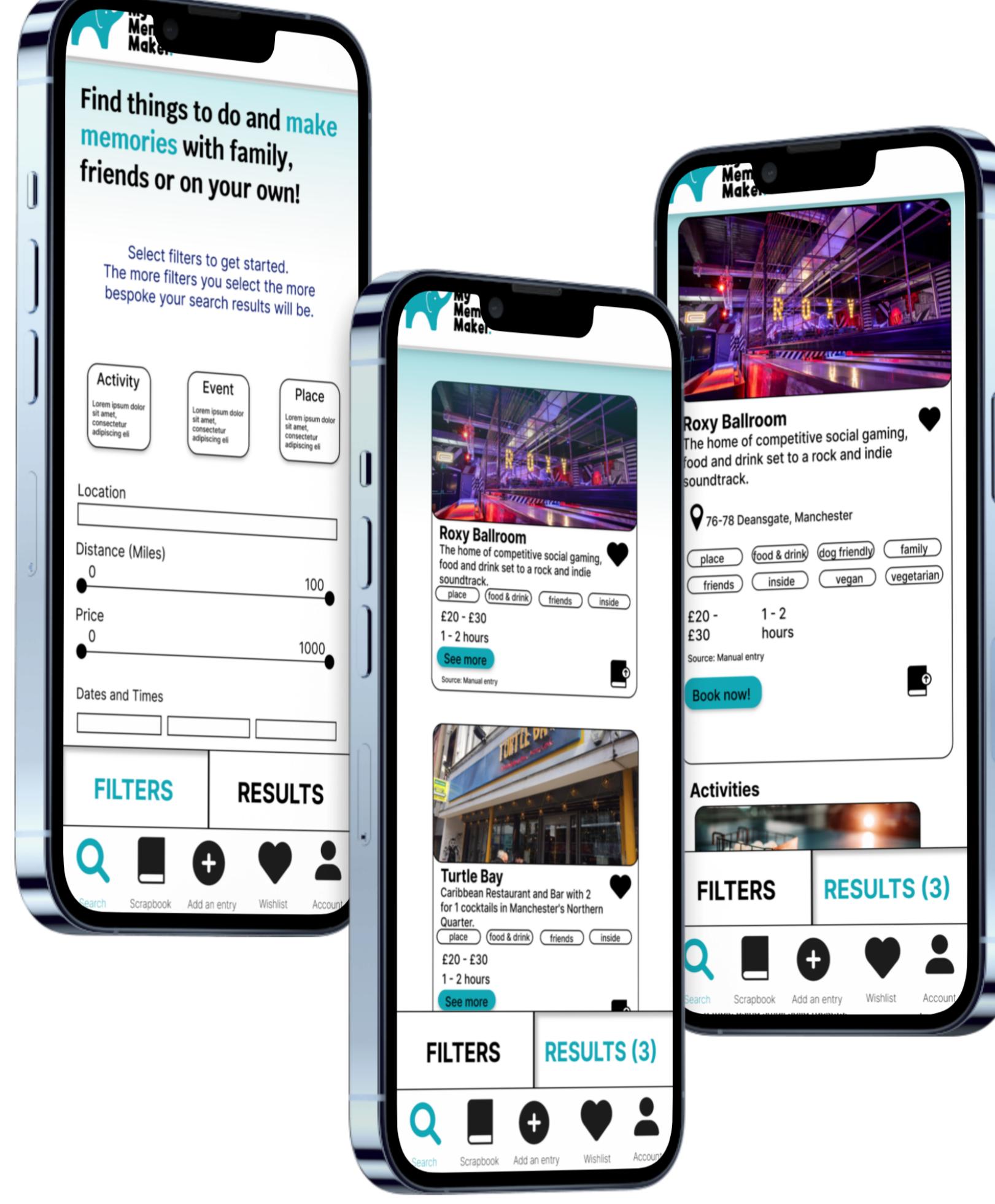


I utilised the style guide and used UI elements, wireframes and colour palette to create High Fidelity prototypes for mobile and web.

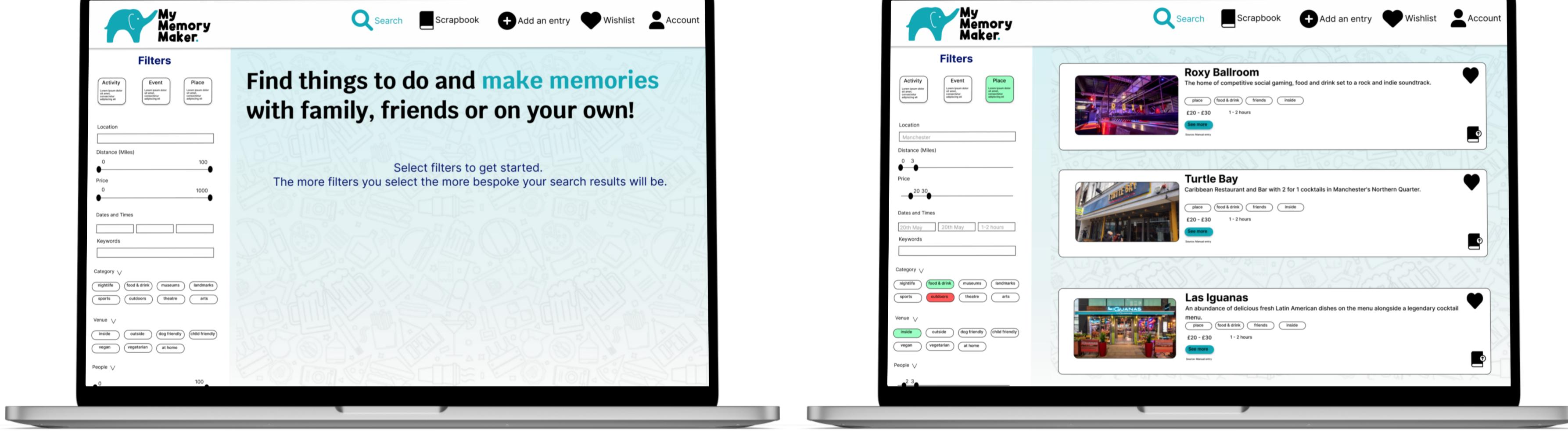


Prototype

I continually tested the designs with potential users receiving feedback on the user experience and the UI and iterated based on feedback until the final designs were created.



[View clickable mobile prototype >](#)



[View clickable web prototype >](#)

Recording of the developed web app:

