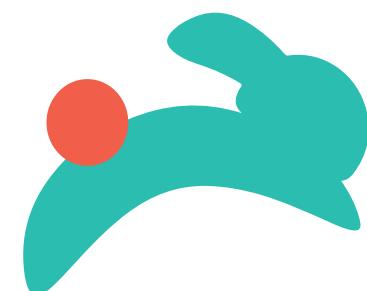


jaunt  
jauntapp.ca



Goodbye to indecision.  
**Hello to new experiences.**

# Project Proposal





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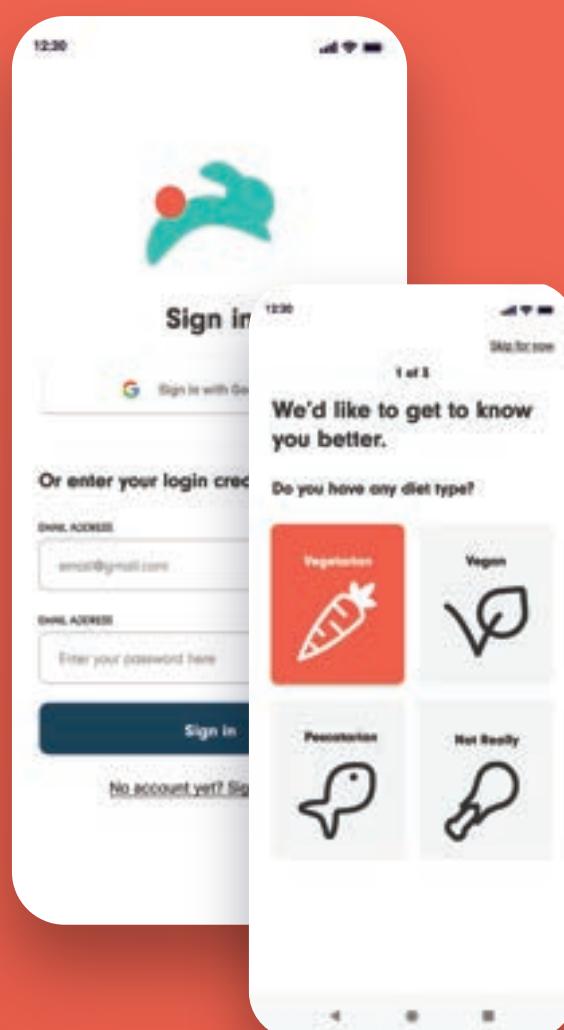
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# Project Overview



**Jaunt is a mobile application that helps users decide what to do in their free time whether they are alone or in a group.**

**Jaunt** takes into account everyone's personal preferences, mood, location, and budget, and uses this data to generate smart suggestions for the users involved.

Goodbye to indecision,  
**hello to new experiences.**

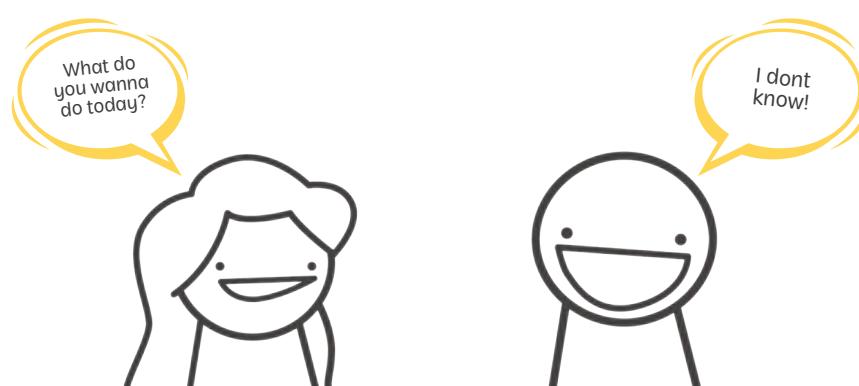


# Opportunity

**Everyone needs entertainment** as part of their lives. It helps us socialize and forget about the problems and situations that come with our daily activities. We have an inherent need for entertainment and we spend many dollars trying to get out of our ordinary selves. This is known as the Altered States Economy, and it is worth \$4 trillion USD per year only in the United States. Furthermore, nowadays we can find almost any form of entertainment but there's so much availability that it has become harder to choose what to do.

This has been a real problem among groups of friends and couples. There are many known jokes about how hard it is to decide where to eat or what to do with our significant other, and even though some have tried to solve this through applications that help people choose activities, the way they do it feels more like social calendars focused only on specific activities, such as restaurants, for example, leaving aside the many forms of entertainment available (music, games, comedy, theatre, cinema, literature, sport, etc).

We want to provide a tool that helps users decide what to do by giving them and their companion a handful of options tailored to their desires, making sure that every time they get into our app, many new activities that fit their expectations will be found, fulfilling our goal: providing entertainment from the first interaction with our app until the activity chosen is finished.

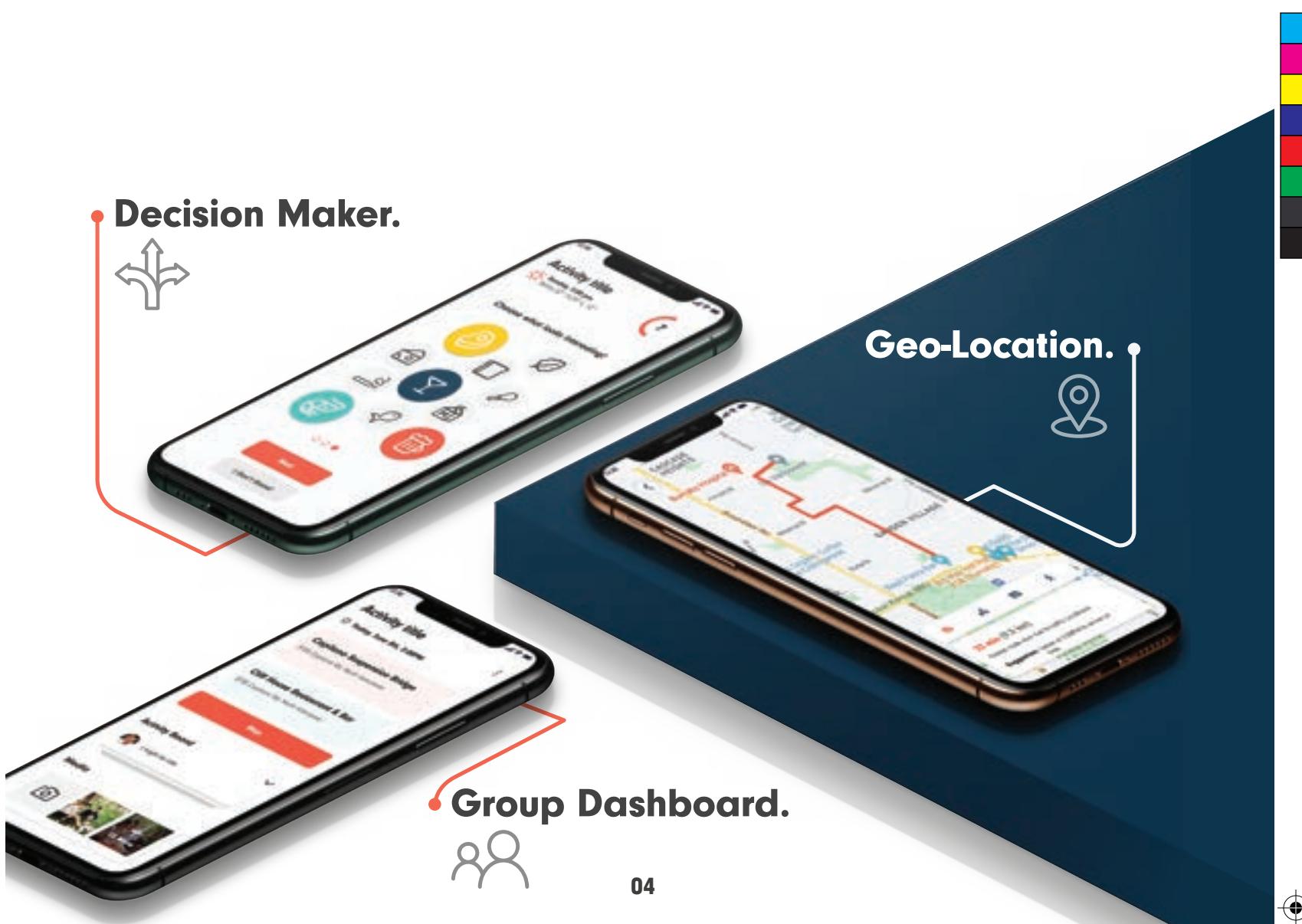


# Our Solution

**Jaunt** seeks to save time for its users and save them from the long debates people usually go through when they are deciding what to do when they want to get together, or when there are so many options and different personalities and expectations that deciding becomes complicated, ending up in people doing nothing or even in some extreme cases, having fights.

Jaunt is categorized in the productivity industry, however, all the smart suggestions given will involve both the entertainment industry and the food industry, since these two are the ones people usually seek when trying to get out of themselves. Having an app like this will allow users to have fun while they decide, and more importantly, they will be able to do it fast and get results that match what they all want.

**Indecision is a real thing and Jaunt is here to address that.**



# App's Features



Deciding on a place when going out can be challenging and time consuming. This feature addresses this problem by considering everyone's personality rather than relying solely on one person's suggestion, ensuring that all users are taken into account during the decision-making process.

Users will input their preferences, mood, and budget. **Using this data and Artificial Intelligence, Jaunt will generate smart suggestions** for the group, making it highly likely that everyone is interested in the options given.



To make it possible for the users to interact and for Jaunt to be able to use everyone's input, an Activity Dashboard is created where every user has the same permissions: **Invite or remove members, create posts in an Activity Board, and upload or download media**.

From this Dashboard users will start an interactive quiz as well to set their mood. Once every member has done the quiz, the suggestions will be ready to be chosen.

After the activity is finished, users have the option either to archive the group for future plans with the same people, or to delete it.



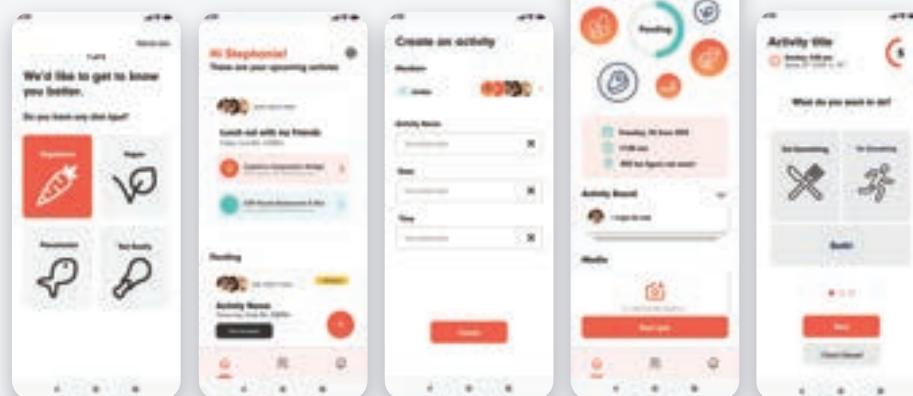
It's not only about deciding what to do, but also making sure to be there when the time comes. If we want to suggest people activities to do, we might as well tell them what is the best way to get there and how to get there on time so users can have everything within our app.

Jaunt will **automatically detect the users' location and display routes to the destination** by car, foot, bicycle, or public transportation.

The departure time to be on time is displayed as well so everyone can get to the plan on time.

## How does it work?

1 — 2



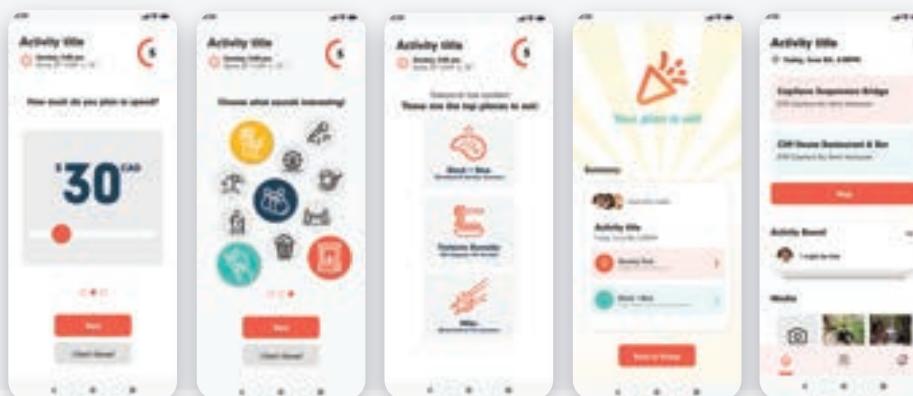
3

4

- 1** First time users will go through an interactive quiz to set their personal preferences - things that usually **don't change over time**. Existing users are taken directly to the home page.
- 2** After this, the user is ready to start an activity from the home page. Setting a date is the only mandatory field, but users can invite friends (only from their contact list), set a name, and set the exact hour of the day as well.
- 3** The user is taken to the activity dashboard, where everyone can invite or remove friends, post on the activity board, upload media, and start the second interactive quiz to set preferences that **change according to the mood**.
- 4** The interactive quiz will ask users whether they want to eat something, do something, or both. It will ask for their budget as well, and for activities that might catch their interest at the moment.
- 5** Once every member of the group completes the game, **jaunt** will use every user's input from both interactive quizzes to generate three suggestions using artificial intelligence.
- 6** After the activity is chosen, users can access a map from the dashboard to know at what time they need to depart in order to arrive on time to the place.

5

6



# Competitors



**Decision Roulette**

Mobile application that helps users make decisions by randomly selecting an option from the choices they input. It offers customizable options, an eye-catching interface, and history of previous decisions. Other decision-making apps like Decide Now! and Decision Maker provide similar functionalities.



**Tripsy**

Mobile app designed to help travelers plan and organize their trips. It allows to create itineraries, access travel information, set budgets, and create packing lists. Trip planning apps typically offer functionality for itinerary creation, travel information, budgeting, packing lists, collaboration, and notifications.



**Meetup**

Social networking platform that connects people with shared interests, allowing them to organize and join in-person events. Users create an account, explore and join groups, and attend events organized by those groups.



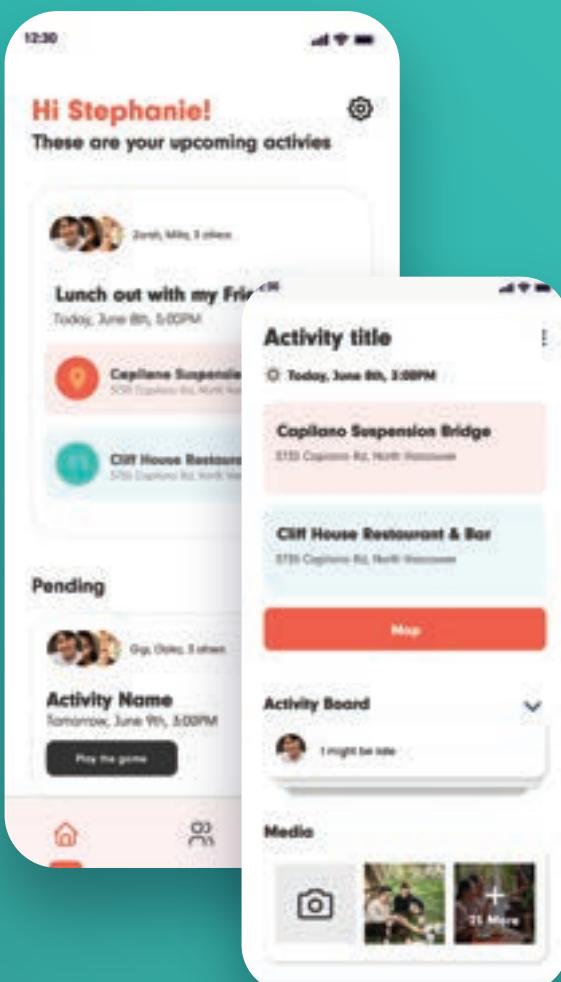
**Howabout**

Mobile app that serves as a social calendar for making plans with friends. It offers the ability to chat with other users, share calendars to find when everyone is free, and users can send invitations to anyone. Its main focus is to facilitate deciding a date and time that works for everyone who's involved.

Create and invite people to a group	✓	✗	✓	✓
Interactive preference selection	✓	✗	✗	✗
Activity suggestions	✓	✗	✓	✓
Quick decision maker	✓	✓	✗	✗
AI Suggested Activities	✓	✗	✗	✗



# Our Platform



Now let's take a look at our User Personas and how they interact with our platform.

- **Personas**
- **Sitemap**
- **Userflow**
- **Wireframes**



# Personas

## Cherry Lombardo:

### Demographic Characteristics

**Age** - 25.

**Occupation** - Communications Post-Degree Student.

**Location** - Vancouver, BC.

**Status** - Single.

**Languages** - English, Spanish, French, Portuguese.

### Psychographic Characteristics

**Extrovert**  Introvert

**Spending**  **Saving**

**Nightlife**  Daylife

**Thinking**  **Feeling**

**Nature**  **City**

\*Sample for people who have lots of friends and are interested in exploring available activities to have fun in Vancouver. This is the type of person that's always surrounded by people, makes new friends easily, and are always up-to-date with the latest trends and activities available in the city, but since they always hang out in groups, it's never easy to make everyone agree.

## Kelvin Carlos:

### Demographic Characteristics

**Age** - 32.

**Occupation** - Software Engineer.

**Location** - Vancouver, BC.

**Status** - Common-Law.

**Languages** - English.

### Psychographic Characteristics

**Extrovert**  **Introvert**

**Spending**  Saving

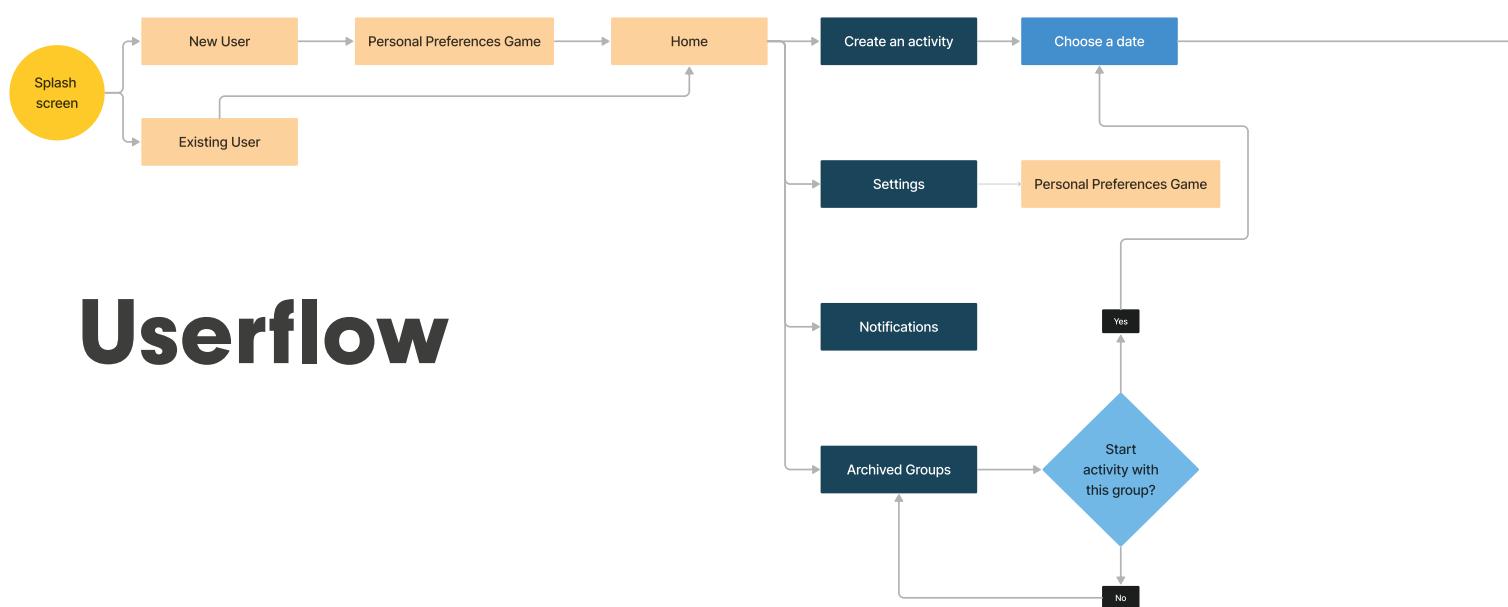
**Nightlife**  Daylife

**Thinking**  Feeling

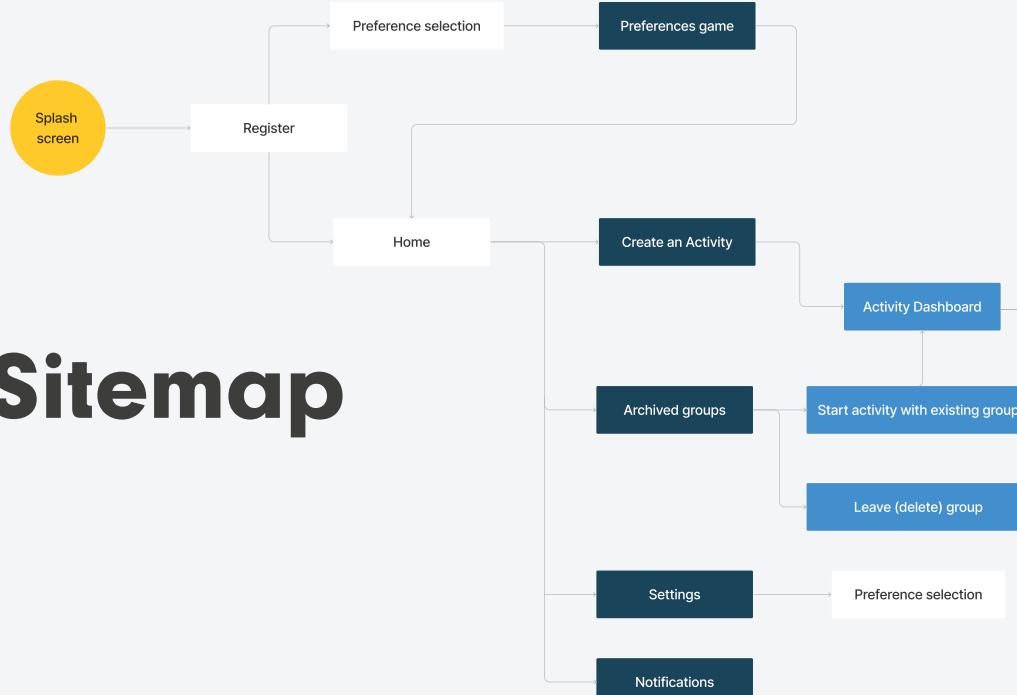
**Nature**  **City**

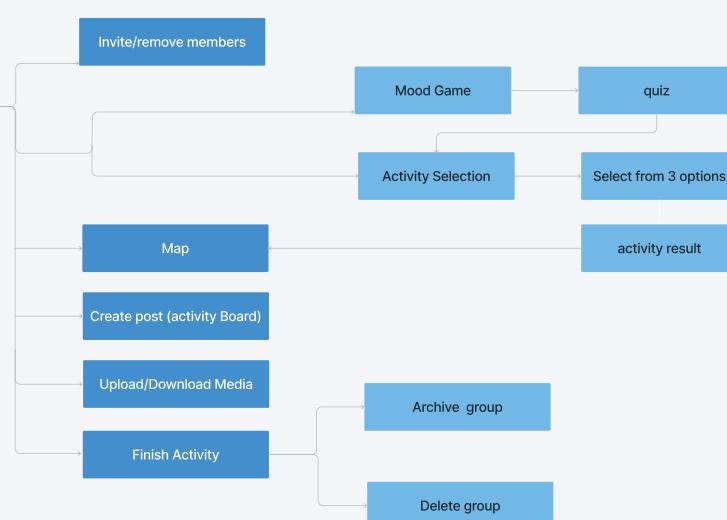
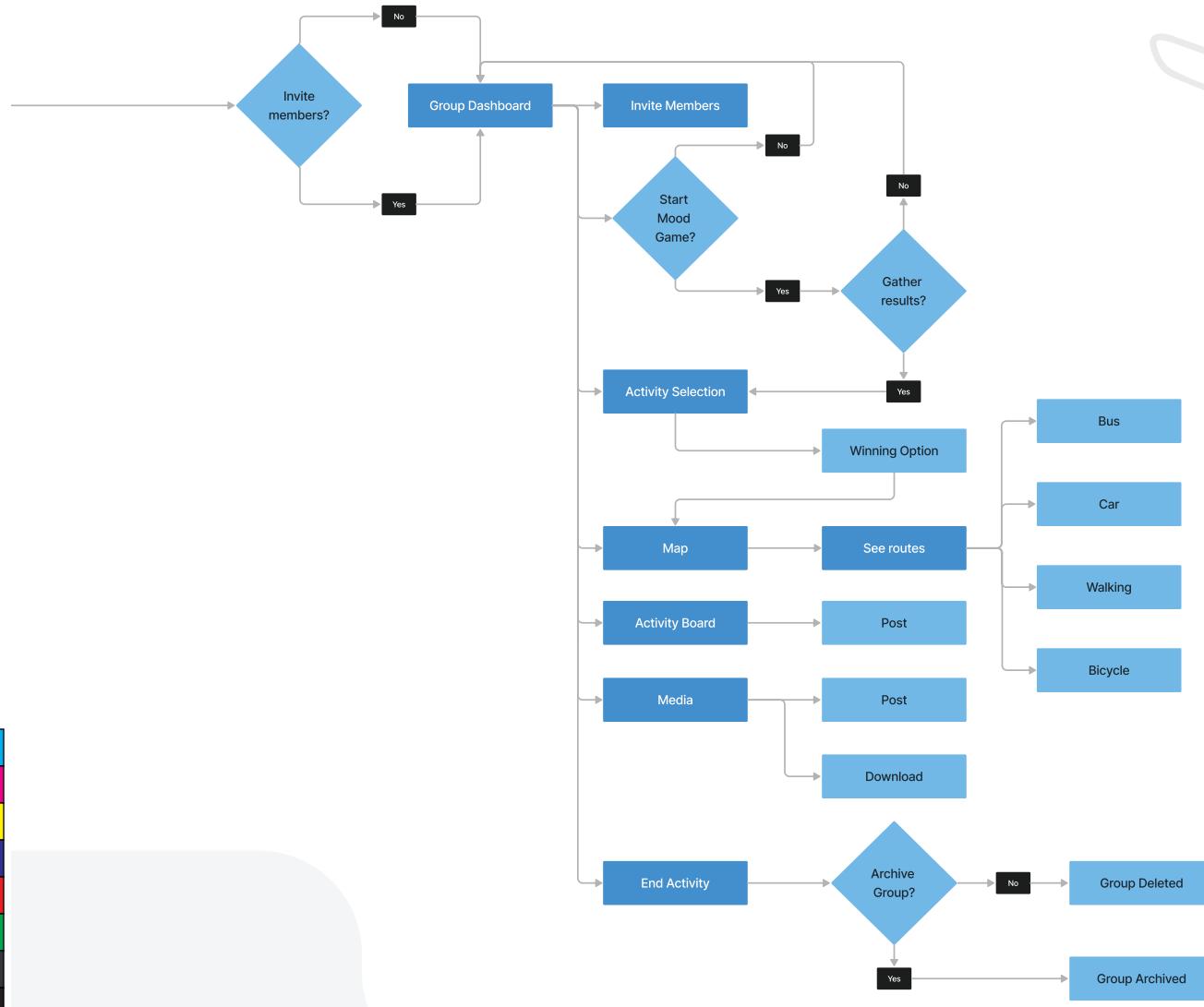
\*Sample for people that aren't described as very social but like to go out either alone or with those closest to them - friends, family and significant other. This is the type of person that's somewhat introvert but still likes to create new experiences with the ones they care about, and they usually don't know much about new options available because they tend to settle with what they already know.





# Userflow





# Wireframes

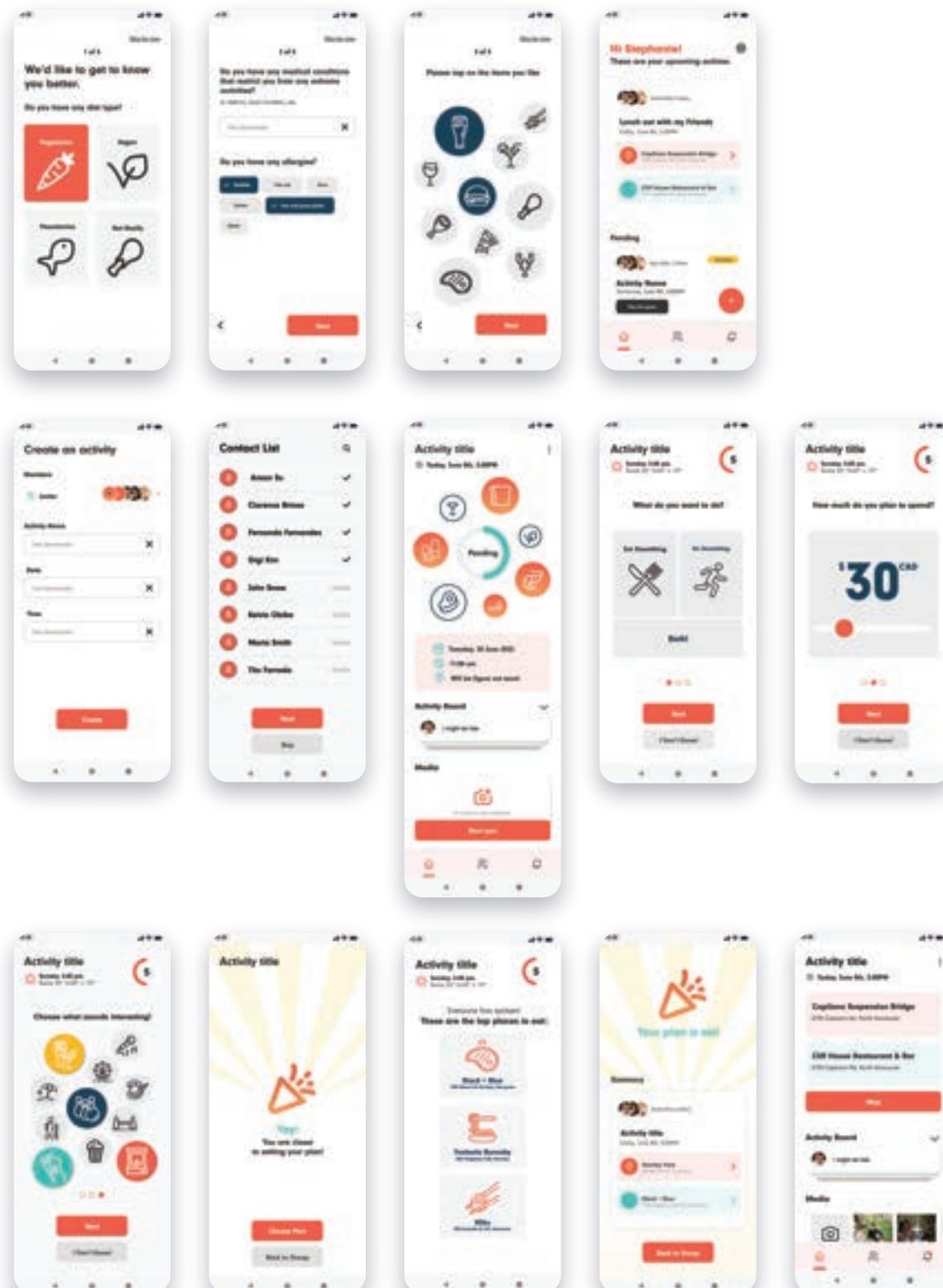
Low Fidelity

The wireframes illustrate the following screens:

- User Profile Setup:** Three steps for diet type, medical conditions, and allergies.
- Upcoming Activities:** Shows a list of activities with details like location and time.
- Create an Activity:** Screen for inviting members, setting activity name, date, and time.
- Contact List:** Shows a list of invited members.
- Activities:** A list of activities with titles and descriptions.
- Sunday hangout:** A screen for planning a hangout with options like "Eat Something" or "Do Something".
- Sunday hangout (options):** A screen for dragging and dropping activity options like arcade, restaurant, etc.
- Sunday hangout (confirmation):** Confirmation screen with a smiley face and "Yay!!".
- Sunday hangout (options):** Confirmation screen with a smiley face and "Yay!!".
- Activity title:** Screen for setting the title of the activity.

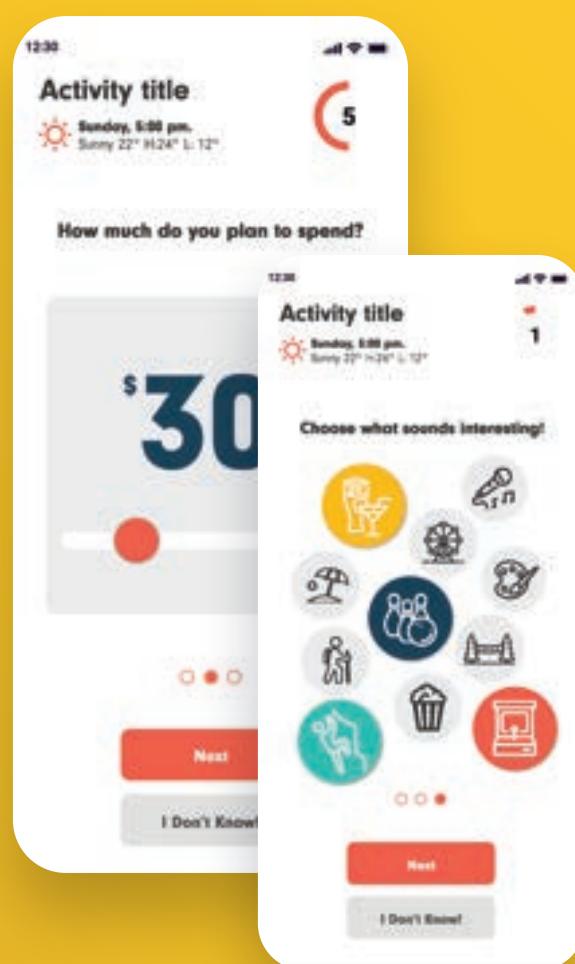


## High Fidelity



# 03

## Design Overview



Jaunt's team has 4 UX/UI/Product Designers that created the brand, the UI kit, and did all the UX process to get to our final product.

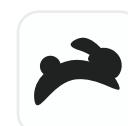


# Our Brand

Monogram:



Colored



White



Black

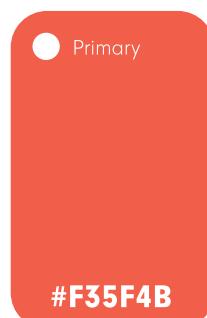
The bunny represents the joy of hopping from place to place thanks to our app, as well as our name **jaunt**.

Logo:

# jaunt

Typography: Mithella Bold.

Color Palette:



Primary

#F35F4B



Secondary

#19445A



Tertiary

#0BC9B9

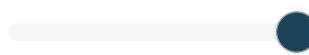


Accent

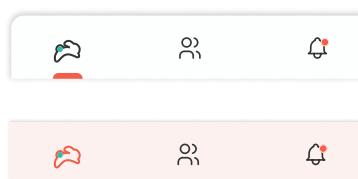
#FFC928

# UI Kit

Slider



Mobile Bottom Navigation



Icons



Typography

# Neuzeit Grotesk

## Heading 1

Neuzeit Grotesk Bold 32px

## Heading 2

Neuzeit Grotesk Bold 22px

### Body copy bold

Neuzeit Grotesk Bold 16px

### Body copy

Neuzeit Grotesk Regular 16px

### Label big

Neuzeit Grotesk Bold 18px

### LABEL SMALL

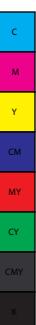
Neuzeit Grotesk Bold 10px

### Button big

Neuzeit Grotesk Bold 18px

### Button small

Neuzeit Grotesk Bold 12px



## Form Input Fields

EMAIL ADDRESS

**Default**  X

EMAIL ADDRESS

**Focused**

EMAIL ADDRESS

**Error**  ⚠  
Please input a valid email address

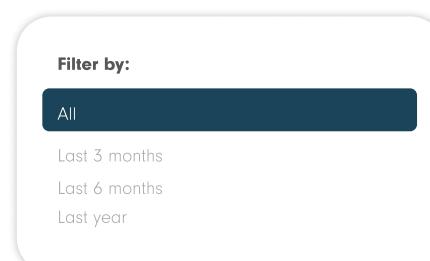
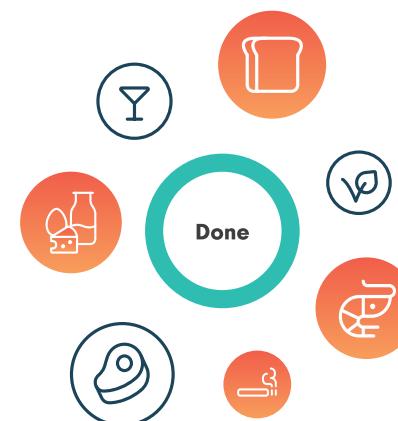
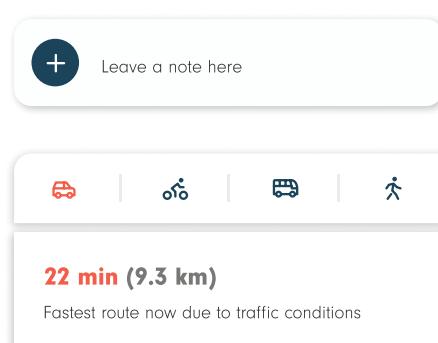
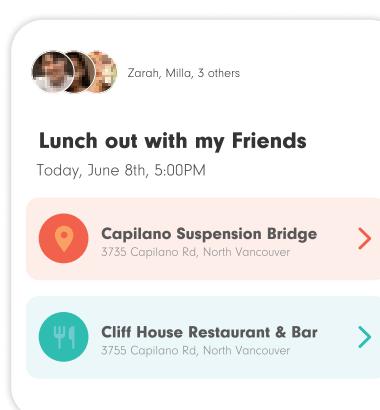
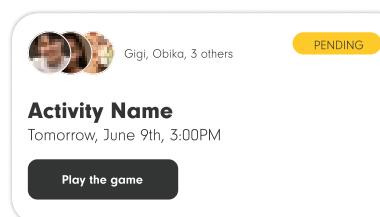
## No Label Input Fields

**Short Text**  X

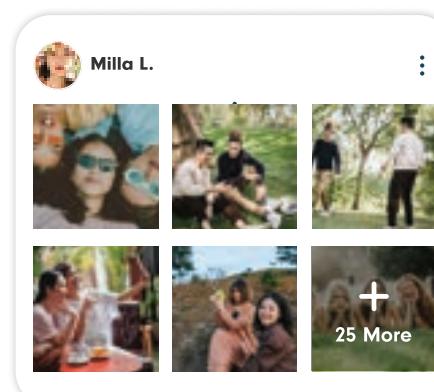
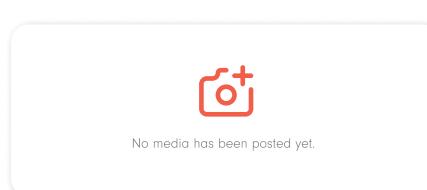
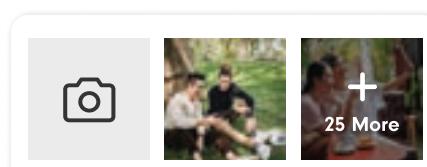
**Message**



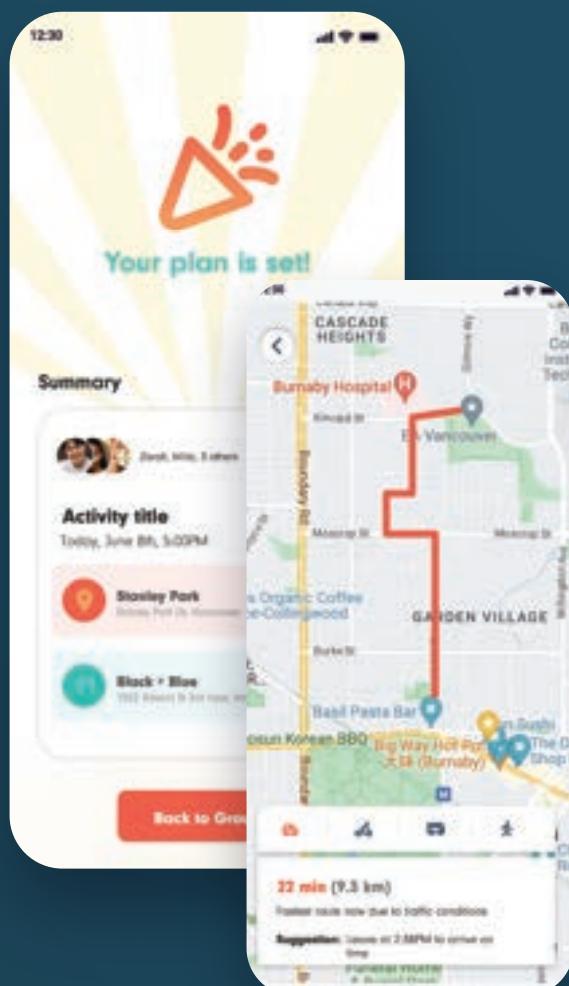
## Components



## Media



# Technical Overview

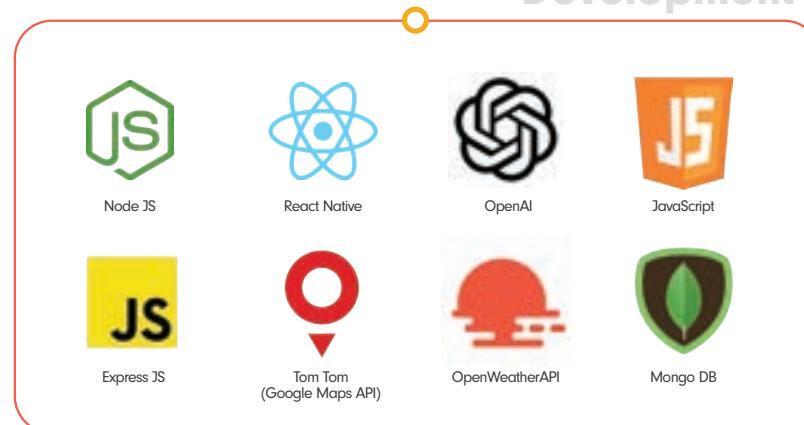


Apart from the 4 designers, **jaunt**'s team is composed by three skilled developers as well who worked hard to implement all the features created as a team.



# Tech Used

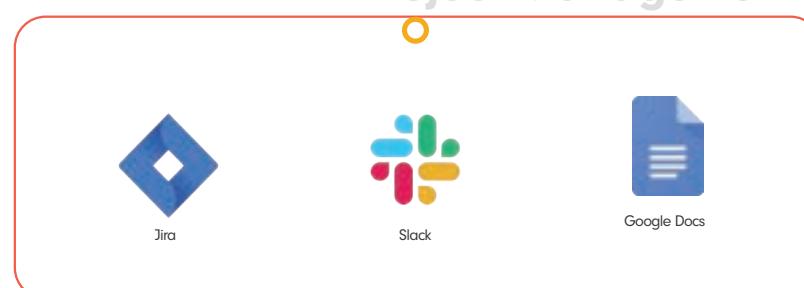
## Development



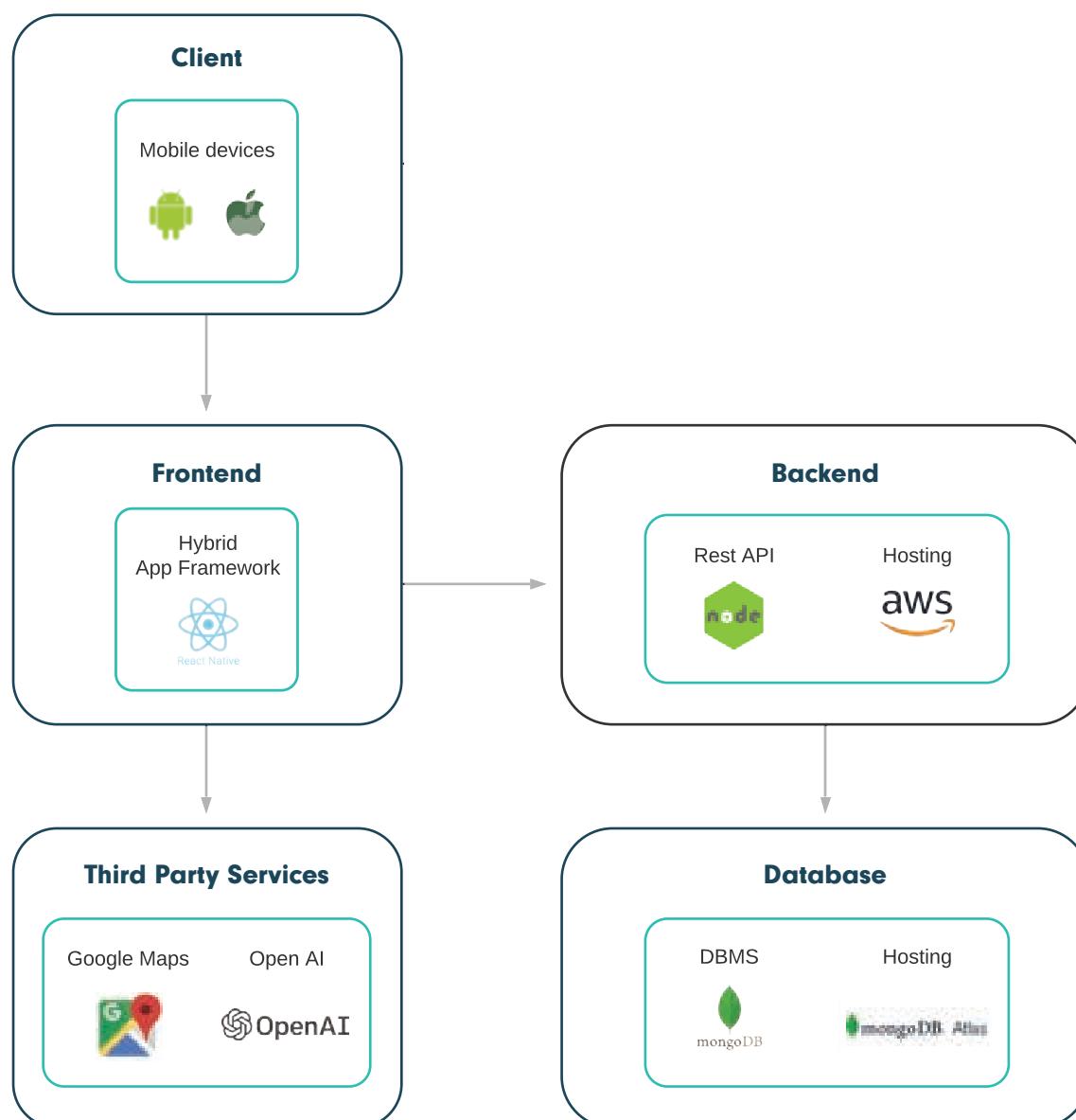
## Design



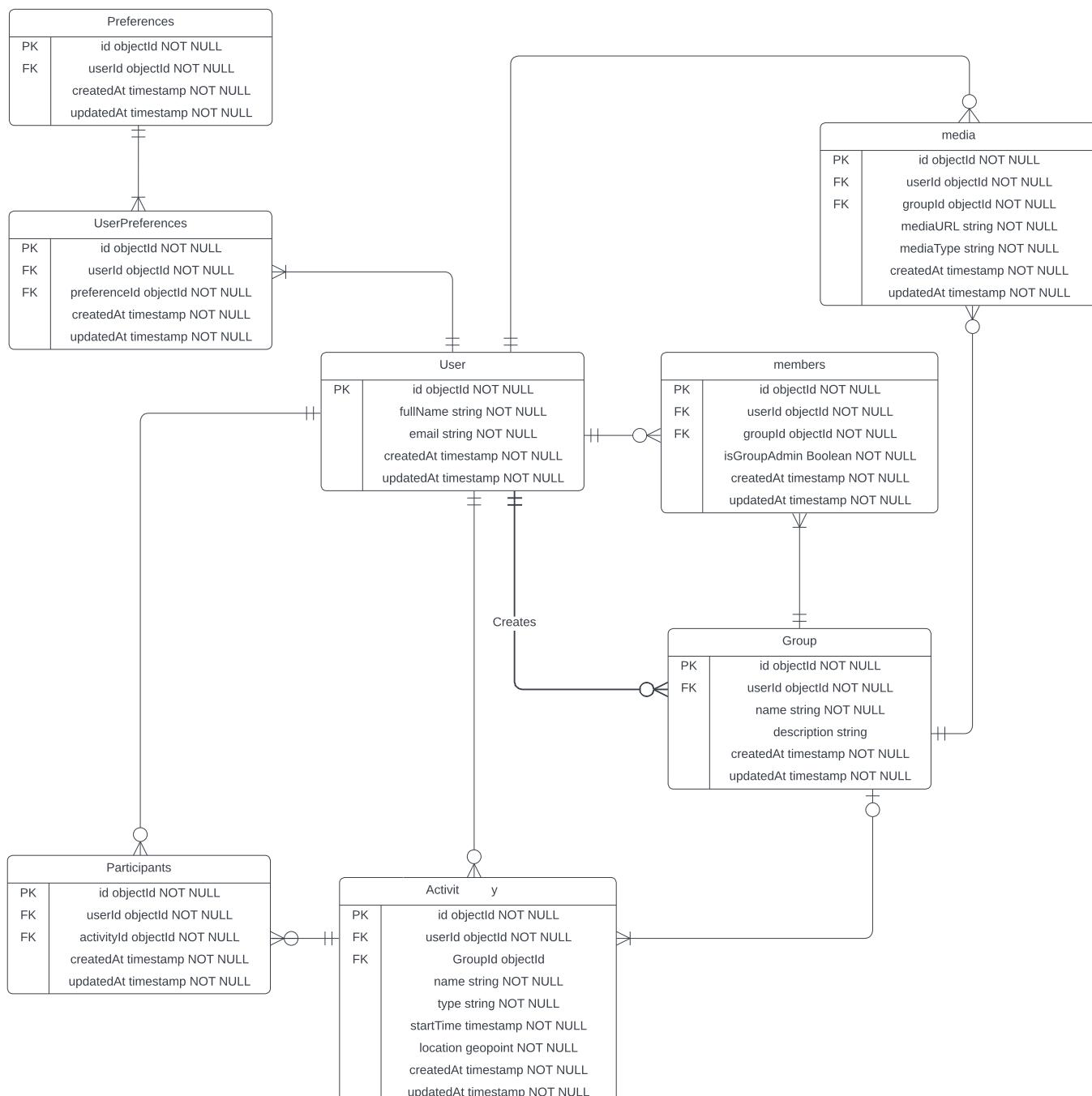
## Project Management



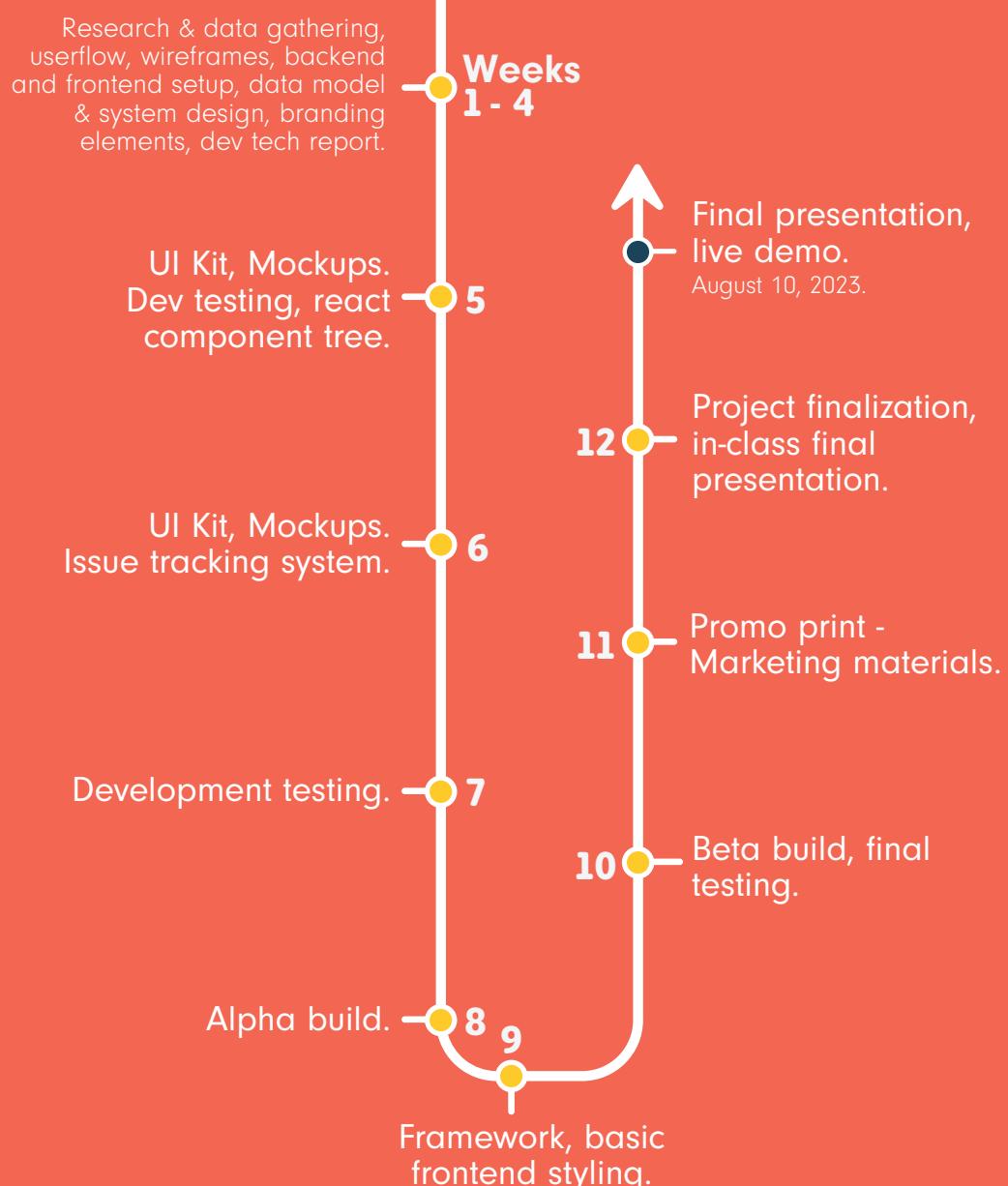
# System Architecture



# Data Model



# Project Schedule



# Future Features



**Locate your friends**

There's always that friend that gets lost from the group, or sometimes you want to make sure that everyone makes it home. Either way, this feature will solve it by providing the option of locating the group members, only if they allow it, of course.



**Split the bill**

It's not always easy to remember who should pay what. With **jaunt** that won't be a problem anymore, since the app will allow to easily keep track of each purchase so that everyone knows how much they have spent.



**Real life rewards**

Through partnerships with local businesses users will be able to receive real life discounts the more activities they do in the app.

We will incorporate a reward system that will motivate the user to use the app more, increasing the engagement.

07

## The Team



From left to right:



### **Kenechukwu Obika**

Full-stack Web Developer

Kenechukwu is a seasoned full-stack web developer with over 5 years of experience creating highly interactive, dynamic and performing web applications. He also has a computer science degree, an eagerness to learn new technologies and an obsession for writing clean, readable, scalable and maintainable code.

<https://www.linkedin.com/in/kenechukwu-obika/>

### **Zarah MohseniSani**

UX/UI/Product Designer.

Graduated from Visual Communication. Over five years of experience in User Experience and Interface Design, Web Design, Graphics, Branding and Identity.

[www.linkedin.com/in/zarah-m/](https://www.linkedin.com/in/zarah-m/)

### **Lucas Colombo Hurpia**

Full-stack Web Developer

Bachelor's degree in Mechatronic Engineering, experience in the automation and real estate industry, currently working as full stack developer.

[www.linkedin.com/in/lucas-colombo-hurpia/](https://www.linkedin.com/in/lucas-colombo-hurpia/)

### **Stephanie Briosso**

UX/UI/Product Designer.

Bachelor's degree in Information Technology with over 5 years experience in Web and Graphic Design and Front-end development. Responsible for the planning and ideation process, and conducting user research, while integrating UI requirements to ensure all designs meet user and client needs.

[www.linkedin.com/in/stephanie-briosso/](https://www.linkedin.com/in/stephanie-briosso/)

### **J. Sebastian A. Richardson**

UX/UI/Product Designer.

UX, UI, and Product Designer with 4 years of experience and knowledge of the full design process, from research, conceptualization, wireframing, and prototyping, to user testing, design handoffs, and brand management.

[www.linkedin.com/in/sebastianrichardson/](https://www.linkedin.com/in/sebastianrichardson/)

### **Sirimon Limsukhawat (Milla)**

UX/UI/Product Designer.

Background in advertising and graphic design industry for more than 6 years. Responsible for designing branding, UI kits, wireframes, mockups, and the overall visuals.

[www.linkedin.com/in/sirimonlims/](https://www.linkedin.com/in/sirimonlims/)

### **Nismath Naifar**

Frontend Developer

Nismath is a highly motivated and dedicated individual with a strong desire to learn and grow in the IT industry. Nismath's commitment to learning and improving, as well as her eagerness to contribute, make her a valuable addition to any project team in IT industry

[www.linkedin.com/in/nismath-naifar/](https://www.linkedin.com/in/nismath-naifar/)





**Sebastian Richardson**

**Lucas Colombo**

**Stephanie Brioso**

**Kenechukwu Obika**

**Sirimon Limsukhawat**

**Nismath Naifar**

**Zarah Mohesen Sani**

 **jaunt**

The Jaunt logo consists of a stylized white 'j' shape with a teal dot above it, followed by the word "jaunt" in a bold, lowercase, sans-serif font.