

Visitado

Team OJ: Oktarian Tilney-Bassett and Joschua Mueller

Theme: Smart Travel Technology

Visitado brings a whole new layer of excitement to local and international travel by combining elements of gamification and social media to encourage users to explore new places. The central idea of Visitado is for users to save their visited locations around the world and achieve different travel milestones (badges) that will be shared with their network of friends. Combined with an attractive and intuitive UI, the ability to share travel experiences on a dedicated portal will attract users of all ages. And the drive to tick off as many badges as possible will encourage users to not only travel at the next possible chance, but also to explore new previously not considered places in the city the user has traveled to.

Visitado is set up much like a traditional social media site and consists of four main features: a badges page, a post feed, a profile page, and an 'explore' map. It also features attractive branding conveying a happy spirit of travel. The orange branding, Visitado's cute Koala mascot and our custom maps make the experience playful and exciting.

The backbone of Visitado is the gamification of travel by introducing a badge collection feature that consists of different categories containing a range of badges to be obtained by users upon completion. Additionally, each badge includes a small description, giving users the ability to learn something about the place or activity concerned with the badge. To illustrate, when a user has visited the Great Barrier Reef, they will select the badge category 'World', then '7 Natural Wonders of the World' and finally check off 'Great Barrier Reef'. On the regional level, users can select badges from a range of Hong Kong -specific categories, such as 'Hikes', 'Unique Transportation' or 'Landmarks'. A scaled-up version of Visitado could potentially offer endless badge collection opportunities around the world, from the beaches of Rio de Janeiro to the bridges of Prague.

To share their travel experiences, users can create posts which will go on the feed page, as well as on the user's profile. Similar to traditional social media, users can upload images and text, but what sets Visitado apart, is the posts' attribution to locations, activity types, and badges achieved during the activity. Finally, all visited locations and available badges will be displayed on the 'explore' page to inspire more travel.