UI PROTOTYPING

FINAL PROJECT

Value Proposition

	Problem	Target	Reference App
1	Who want to find a place to hire a part-time job in the area who want.	People who want to find part-time employment.	**Albamon**
2	There are various shopping malls, but who need a platform to collect them at once and see them easily.	People in their 20s and 30s who want to buy cheap, young fashionable clothes.	**Zigzag, Ably**
3	Who want to collect and see items with many brilliant ideas.	Someone who wants to buy or sell things with ideas.	**Ideas**
4	Who want to know the operation information of public transportation, but there is no way.	People who use public transportation.	**KaKao Bus**
5	Who want to do it in the most efficient and good way when who move. Who want to check the furniture that fits each house.	People who want to buy furniture that fits their homes.	**Bucketplace**
6	Who want to gather original design ideas and see them.	People who need a design or art reference.	**Pinterest**
7	Who need something, but it's a burden to buy a new one. Who want to actively trade in used goods.	People in need of second-hand transactions.	**Karrot Market**
8	Who want to check the document arrangement with good visibility and share it with people easily and quickly.	Office workers who need smooth sharing of document organization.	**Notion**
9	Who want to keep accurate commuting records.	Office workers who need a record of commuting time.	**Newpoly**
10	Who want to travel to a place Who don't know well, but Who lack information about the trip.	Travelers who need useful travel information.	**My Real Trip**

Keyword & Acting Acting

Collect
- 23. Collect
- 30. Collect
- 28. Gather Information

Learn
- 25. Study
- 18. Learn

Share
- 8. Share
- 12. Share

Secure
- 19. Save data
- 34. Compare
- 35. Secure
- 16. Send Secure Email

Find
- 1.Find
- 4. Know
- 6. Gather
- 10. Teavel
- 31. Find
- 39. Find
- 33. Find
- 13. Guide

Manage
- 37. Strong   Manage
- 40. Manage

Track
- 36. Keep Healthy

Communicate
- 21. Meet
- 22. Organize
- 24. Communicate

Entertaining
- 38. Convenient
- 29. Entertain

Remember
- 5. Check
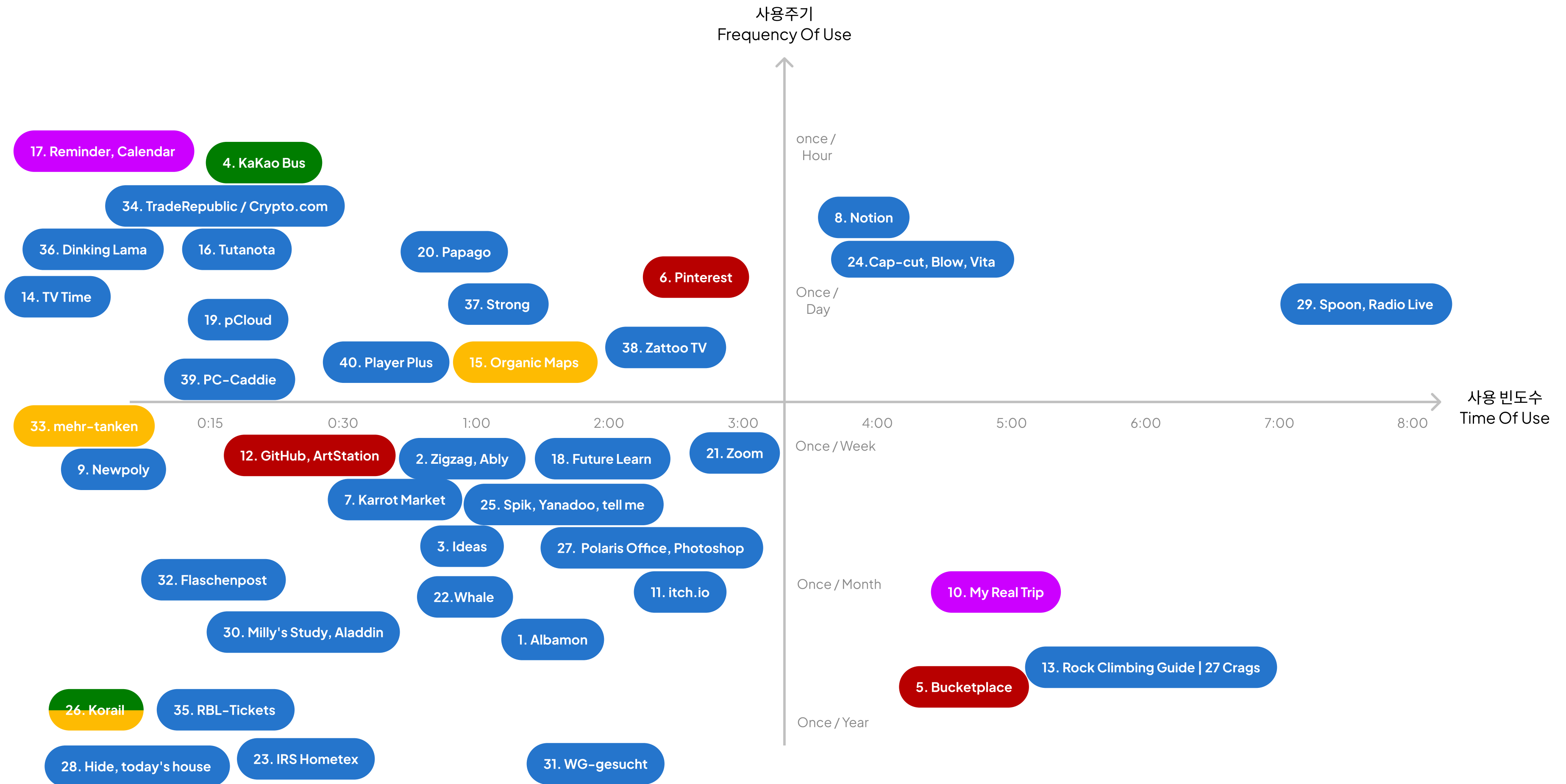- 14. Remember
- 17. Forget

Order
- 7. Trade
- 32. Deliver
- 26. Reserve

Record
- 9. Record
- 27. Write

Positioning Map

사용주기
Frequency Of Use

once /
Hour

Once /
Day

Once / Week

Once / Month

Once / Year

사용 빈도수
Time Of Use

17. Reminder, Calendar

4. KaKao Bus

34. TradeRepublic / Crypto.com

36. Dinking Lama

16. Tutanota

20. Papago

8. Notion

24.Cap-cut, Blow, Vita

14. TV Time

6. Pinterest

29. Spoon, Radio Live

19. pCloud

37. Strong

40. Player Plus

15. Organic Maps

38. Zattoo TV

39. PC-Caddie

33. mehr-tanken

0:15   0:30   1:00   2:00   3:00   4:00   5:00   6:00   7:00   8:00

12. GitHub, ArtStation

2. Zigzag, Ably

18. Future Learn

21. Zoom

9. Newpoly

7. Karrot Market

25. Spik, Yanadoo, tell me

3. Ideas

27. Polaris Office, Photoshop

32. Flaschenpost

22.Whale

11. itch.io

10. My Real Trip

30. Milly's Study, Aladdin

1. Albamon

5. Bucketplace

13. Rock Climbing Guide | 27 Crags

26. Korail

35. RBL-Tickets

28. Hide, today's house

23. IRS Hometex

31. WG-gesucht

Service Idea

More Detailed Trip Calendar.
Most of the time, when we plan a trip, we look up information about the trip separately and write down the schedule separately.
At the same time as checking travel information, we would like to launch a service that easily manages travel schedules by making travel plans.
Ex) If necessary travel information is checked, it can be stored directly in the planner in the service.

Idea Combination

17. Reminder, Calendar   10. My Real Trip

An application that can support all kind/format of projects such as web page, concept art, interior design, game development. We can share those projects with others people and have feedback. Each art projects can have a preview with a photo, desciption and comment section. Everyone can leave comments and even buy some products if they are for sale.

Idea Combination

12. GitHub, ArtStation   6. Pinterest   5. Bucketplace

Since gas prices have gone up a lot recently, trains are a very good alternative.
You can look up the price it costs you to go from point A to point B on the map than the app looks up train connections and the prices for the ticket.
The app also looks up the gas prices at gas stations in your area and calculates the aproximate cost of driving by car.
You can then decide wether to go by train or car.
The app will then navigate you according to your desicion.

Idea Combination

33. mehr-tanken   26. Korail   15. Organic Maps

The Kakao bus application can only check public transportation. However, when you actually leave a long distance, you alternately look at the Kakao bus application and KORAIL.This is because you have to see the bus route, book the train, and then look at the bus route again. To eliminate this inconvenience, I propose a system that allows you to check routes in the Kakao Bus App and book at the same time by merging Kakao Bus App and KORAIL. It is very easy to see at a glance without turning on the application alternately.
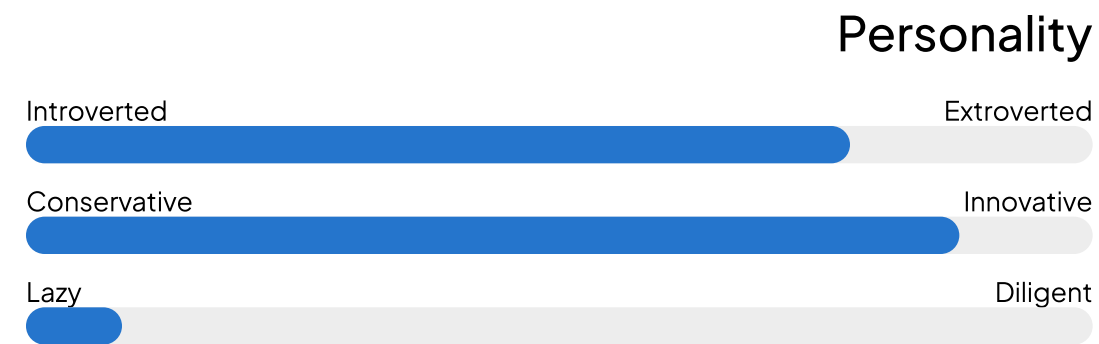
Idea Combination

4. Kakao Bus   26. Korail

Persona

"Is there any way to plan my trip efficiently?"

Personality

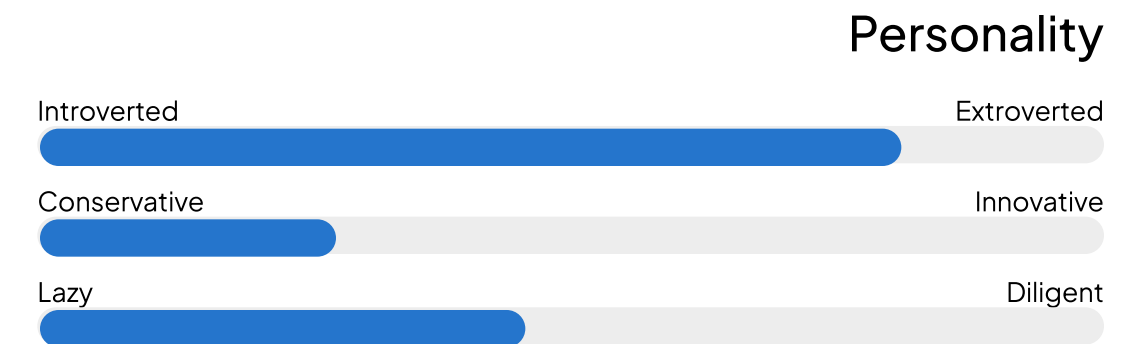| Introverted | | Extroverted |
| Conservative | | Innovative |
| Lazy | | Diligent |

Sara (24)
Student

#traveling #planning

- **Personality**
  I like travling. I'm premeditated.
  I prefer to move according to the plan and always keep my calendar in order.
  I'm meticulous and good at handling things

- **Problems**
  I always work with a thorough plan.
  I prefer to organize a lot of information and see it easily and simply.

- **Needs**
  Whenever I make a travel plan, it is troublesome to bring information from various places.
  I want to see the travel plan at a glance.
  I want to organize my travel plans easily and simply.

- **Apps to travel**

"I don't want so waste to much time"

Personality

Introverted		Extroverted
Conservative		Innovative
Lazy		Diligent

Christoph (56)
Salesman

#traveling #stressed

- **Personality**
  I'm always travelling for work. Therfore I'm new to a lot of citys and need to be able to get along fast and effective. It is a lot of work to look up all my connections to where I need to go and I can't memorize all of them

- **Problems**
  I don't like to change a running system.
  I am slowly learning new things, but as soon as I understand how it works, I like to use it for a long time.

- **Needs**
  I want a service that provides me with all information that I need for my trip in one place. I want to do my research before departure and save it, so I can always look it up fast.
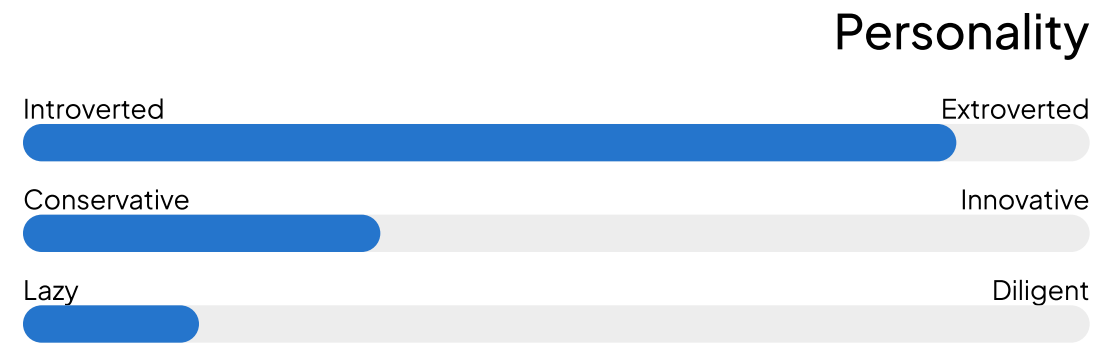
- **Apps to travel**
  Screenshot

Persona

Jehan (36)
Cashier

"I want to make plans easily when I travel"

Personality

Introverted	Extroverted
Conservative	Innovative
Lazy	Diligent

#traveling #planning

- **Personality**
  I started uploading travel-related videos, and I traveled to Eurasia and worked on YouTube under the theme of world travel, I'm famous for reaching a million subscribers.

- **Problems**
  I like to learn, but I am lazy, but I do my best if it is efficient and memorable.

- **Needs**
  I get confused and get tired easily when I go on various trips. So I hope I can solve it all at once and make travel plans comfortably.

- **Apps to travel**

David (23)
Student

"I want to organize all my holidays with one app."

Personality

Introverted	Extroverted
Conservative	Innovative
Lazy	Diligent
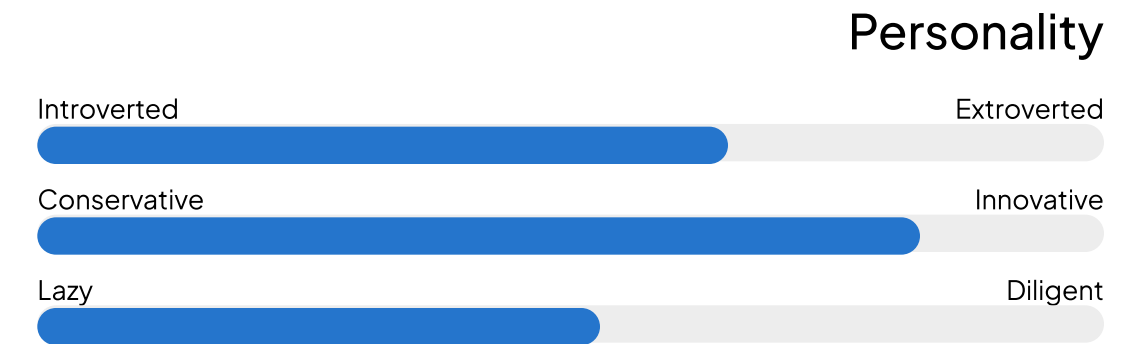
#traveling #time #organization

- **Personality**
  I love to travel and organize trips. For several years now, I traveled with my parents and friends to discover the world. To pay these trips, I give lessons in parallel with his studies. In order to organize several trips, I watch my dedicated budget for each trip.

- **Problems**
  I hasn't found an application where I can plan my holidays. I just switch between multiple sofware on my computer.
  I spend to many hours to organize my trip.
  I am willing to learn new things if I can save time.

- **Needs**
  I want to be able to manage my trip budget, see other people's trips and their feedback. It would be good if the application could suggest trips based on date and budget. Finally, the application should contain the necessary and allow to enable or not the new features.

- **Apps to travel**
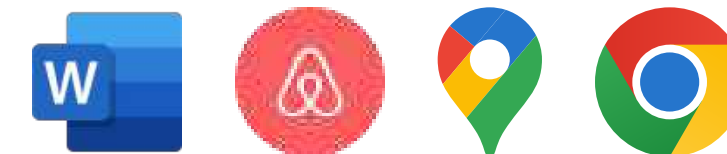
Competitors Research Intro

Direct

My Real Trip, Tripit

Both are services, that give the user the possibility to insert their trip with a lot of details like flight and public transport.
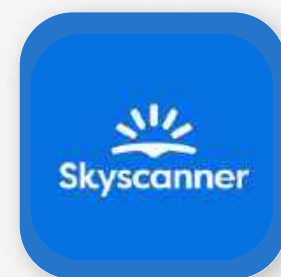
Indirect

My Diary

As the name suggests, its a diary application.
The feature of writing reports and adding medias,
also for days in the future can be used by us, as a trip planning feature,
as well as writing reports for the momories

Influencer

Skyscanner

With Skyscanner we have the possibility to compare plane tickets and hotel prices.
This is a perfect addition for our service.
Now we can look up everything in one application and plan the trip.

Competitors Research Direct Competitors

Direct Competitors	Purpose Of Site	Year Founded	Revenue Streams	Primary Categories	Contents Types	Personalization	Community	Competitive Advantage	Heuristic Evaluation	General Notes
Tripit	Instantly organize your travel plans in one app.	2006	$500.0M - $1.0B (Annual revenue) In-app purchase (pro subscription)	Travel, tourism and local info	It is a mobile but also a web application that is linked to a website that describes how the application works and gives information about subscriptions, support and user data.	All travels are saved on servors so customer can have acces on all his devices.	• Community in facebook page. • Neighborhood Safety Scores set and accessible by user in app • See some user travel.	• Display of the trip in the form of a timeline and possibility to enter flight numbers, reservation numbers... • There is also Covid info about the travel country	The interface of main menu is very simple and clean. Only 4 navigation buttons and a button to add a trip. There are still very few buttons per menu and the forms have few sections to fill. It goes very fast. The animations are simple and fluid.	4.7 with 67 000 feedback. Download > 5 000 000
My Real Trip	Take everything you need to plan your trip	2012.02	360 billion won	Travel tourism local info travel planning recomended service.	Mobile app Recommended Service Community Schedule Help Service	The information about travel information If it's not enough, Through this application, Get the information with ease of planning It'll work if you squeeze it.		Too much information to curate The fee is high, but it doesn't say how much it costs Uninformed travel destinations	• Diversity of information • Reliability • Usability	The UI of the community well done

# Competitors Research Research

My Real Trip

[Web site](#)
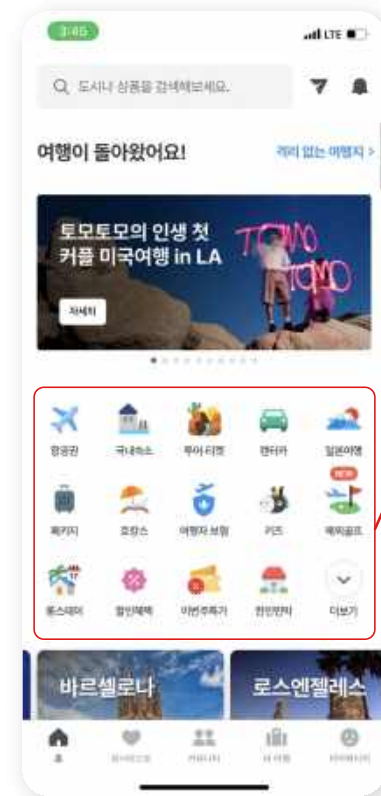
Pros

Various functions consist of a neat UI
It is an appropriate application
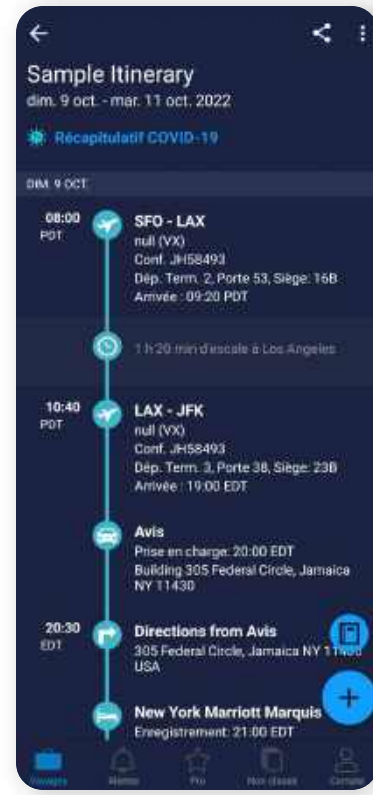for booking travel packages

Pros

The new rental car functions.
Quickly and easily possible
to book and consists of rock.

Be sorted out very well,
the tegeu a menu.
Be convenient to
rent a car you want.

Cons

There are few users because there is
no function to find the desired Q&A in the community function
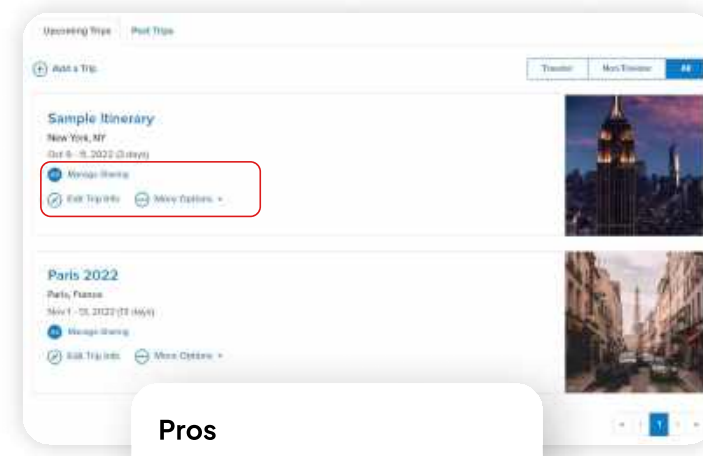I don't know why there's a
"Like" function. Not functional

Tripit

[Web site](#)
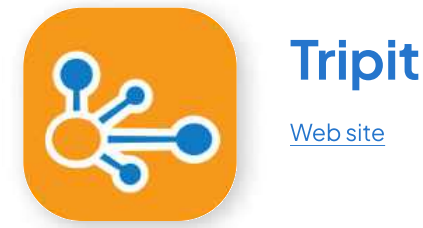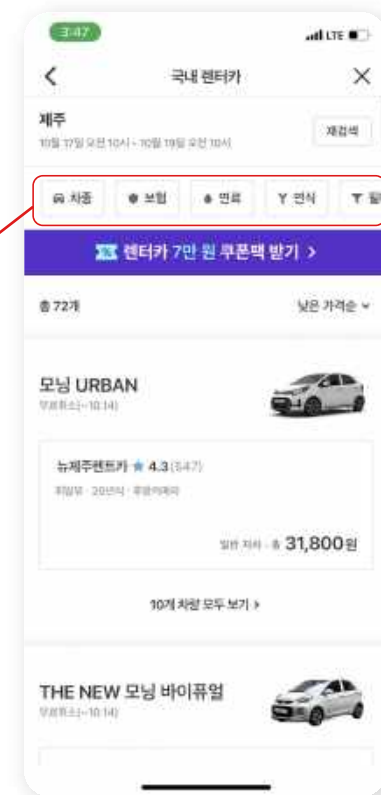
Pros

The dark theme is
very nice but not available on web.

Pros

The main menu interface
is very simple and clean.
We can see all the saved trip
s and can filter according
to the upcoming trips
: few text and few buton.

Pros

At this time,
getting information
about COVID procedures
is very convenient..
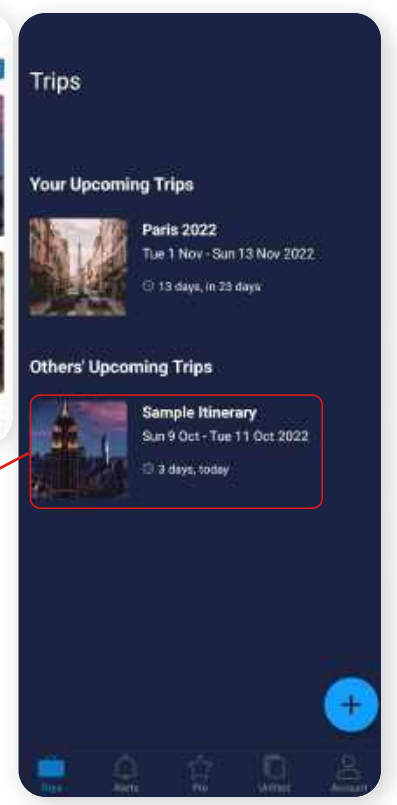
Pros

Having this timeline form
makes the organization of the trip
more visual and the icons allow
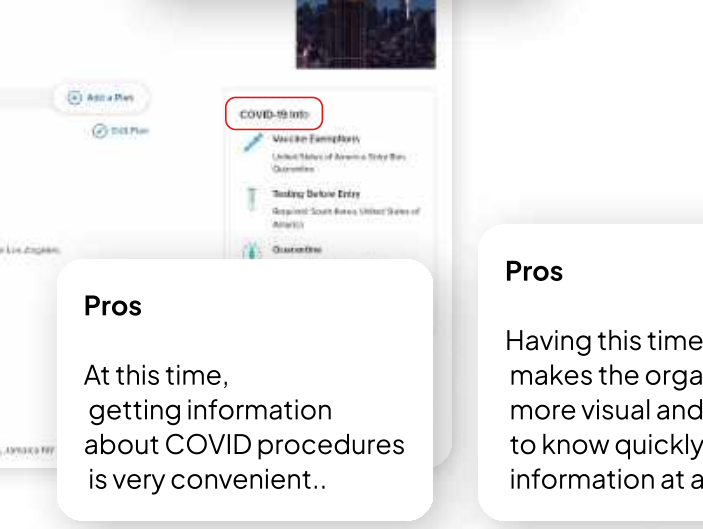to know quickly the type of
information at a specific date.

Pros

Adding an event is very simple
and visual, only a list of icons with a title.

Cons

The layout of the icons
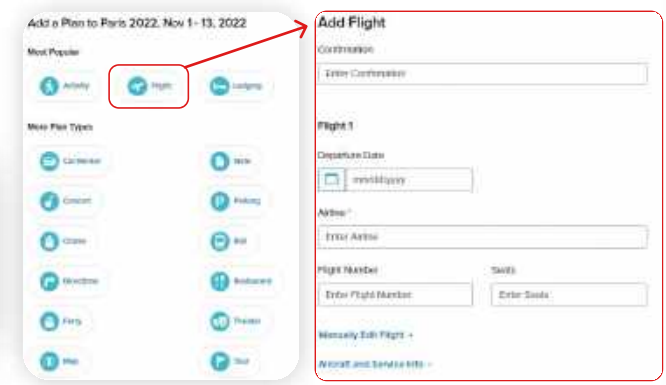on the aesthetic aspect
seems a bit messy..

Pros

The presence of graphics
and a small amount of text draws the user's eye.

Storyboard

Value Proposition

Most of the time, when we plan a trip, we look up information about the trip and write down the schedule separately.

At the same time, we want to launch a service that makes it easy to manage the travel schedule (transports, hotels, activities, budget...) , display a visual overview of the daily trip and generate trips automatically.

Main Features

- Save all trip events (transport, hotels, places to visit) in the app to display a trip timeline.

- Have proposals for travel according to a budget and specified dates.

- Keep important information on the app: flight, reservation number, subway line...
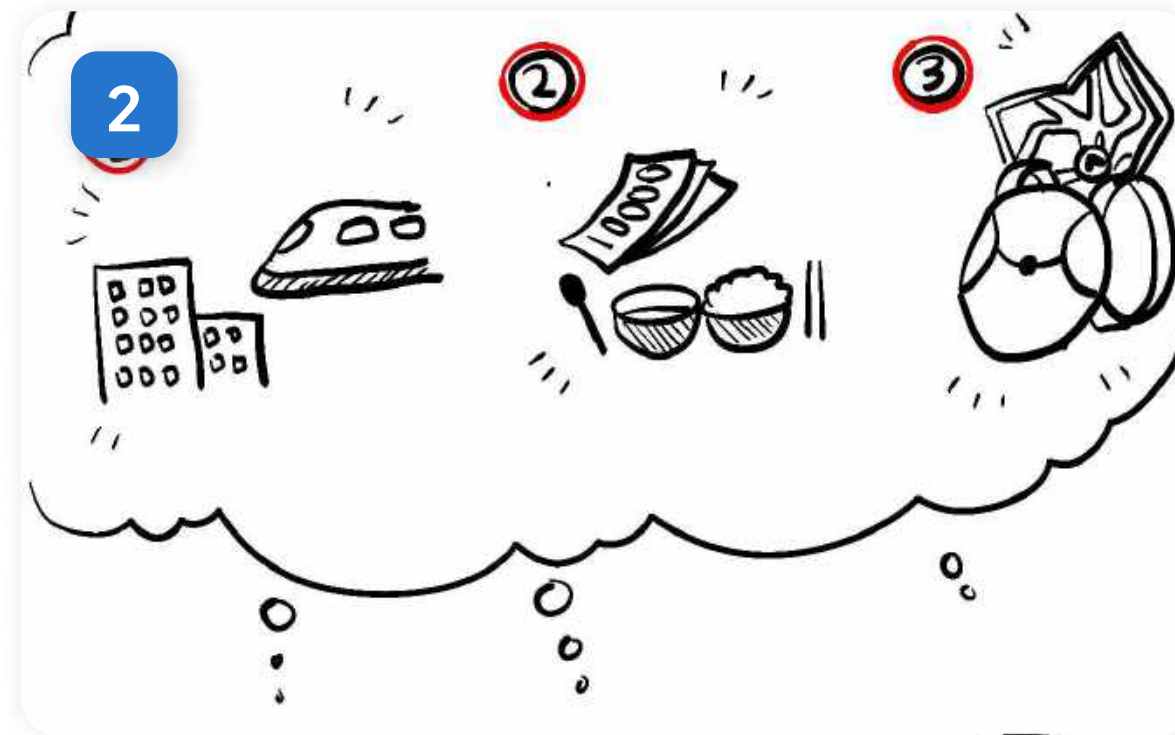
Sub Features

- Rating visited places, hotels...

- Take personal notes about events added.

- Have recommendations of typical events or festivals.

- Manage budget and expenses.

Storyboard

1

In a group of 3 friends, a friend proposes to organize a 4-day weekend vacation following their exams. They are all motivated and decide to go to Busan.


2

They decide to divide the work to be more efficient. One of them takes care of the accommodation and transport, another one of budget and restaurants and the third one of the places to visit.

3

They realize that they can't join their research and don't know if they will all be able to do it in time because each one has done his mission on his own. It is the panic with few days before departure.

4

A fourth person arrived and suggests that they use an application they can integrate and organize all their research. During their trip, they will only have to follow the schedule.

5
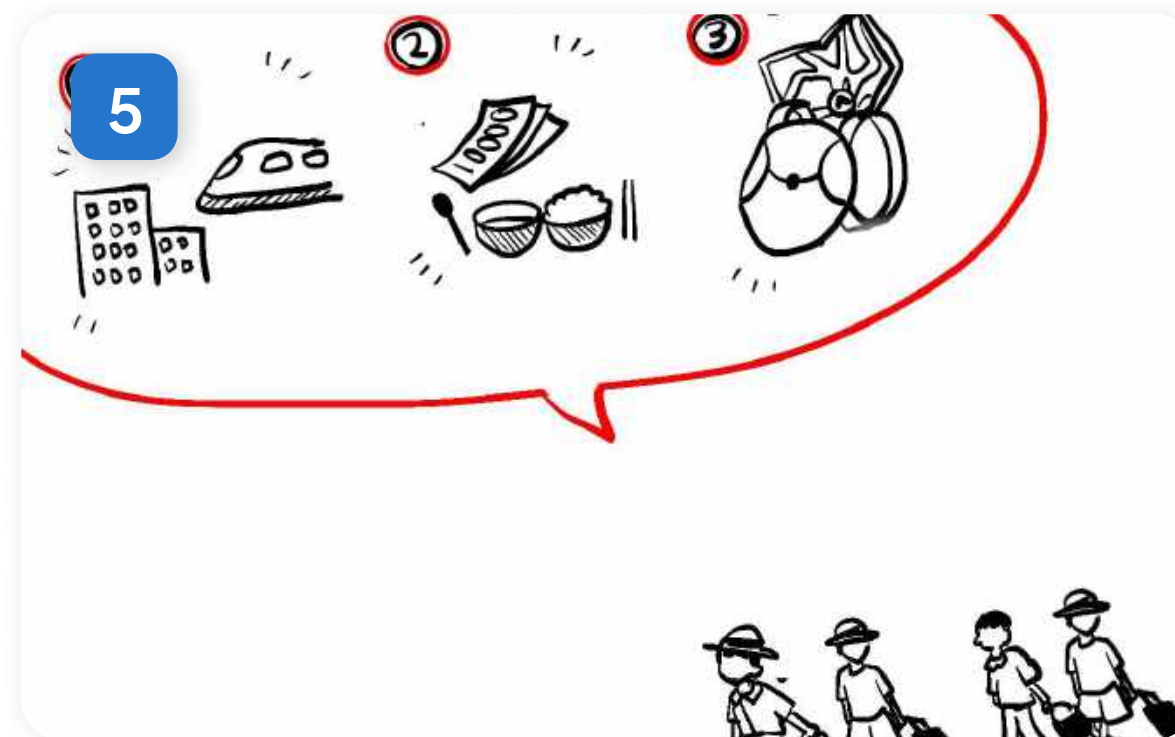
They manage to integrate the places to visit in the application, hotel reservations, their schedules and means of transport. All 3 share the travel plan and are ready in time for departure.

6

Thanks to the application, they were able to have a great weekend, doing everything that was planned without stress.

Concept

"We're going to make an application that **helps people to organize and plan their trip by combining every information**"

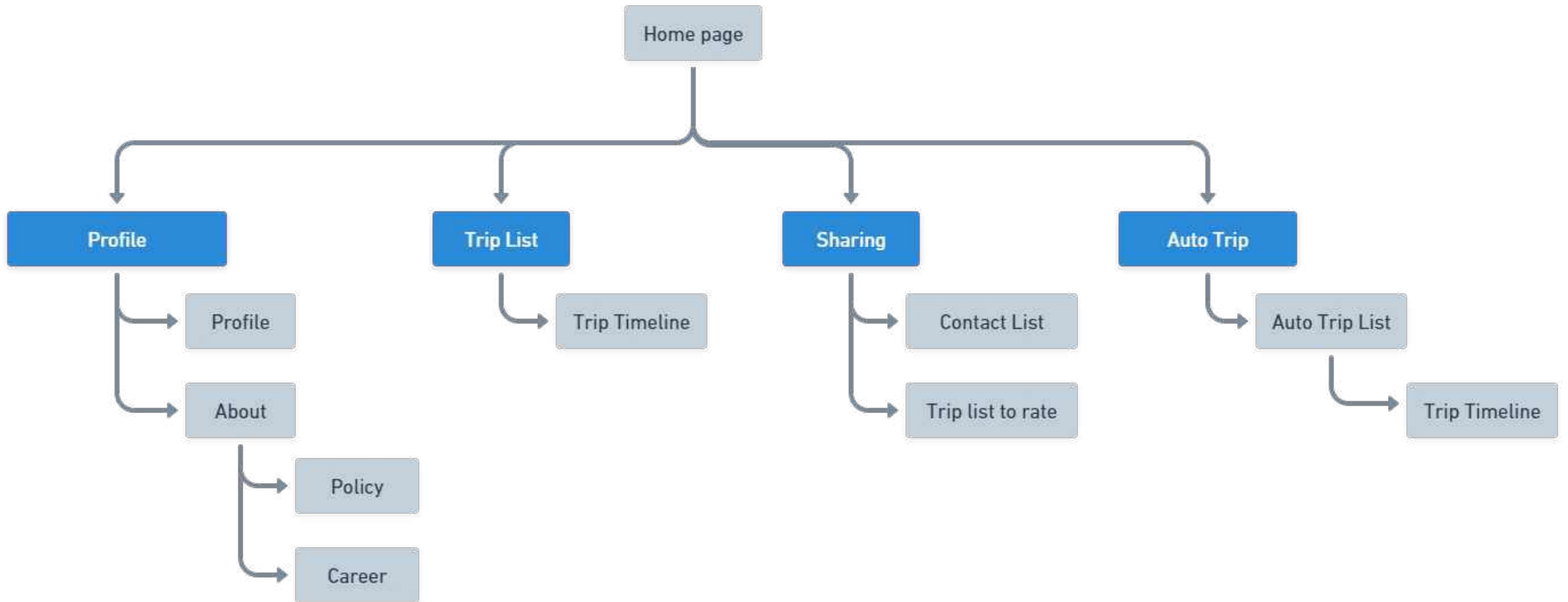"여행에 대한 모든 정보를 결합하여 여행을 계획할 수 있도록 도와주는 애플리케이션"

↓

We're going to make an application that helps people to organize
and plan their trip by combining every information on a **timeline.**
The app will also be able to **make suggestions, and create trip according to budget and schedule.**
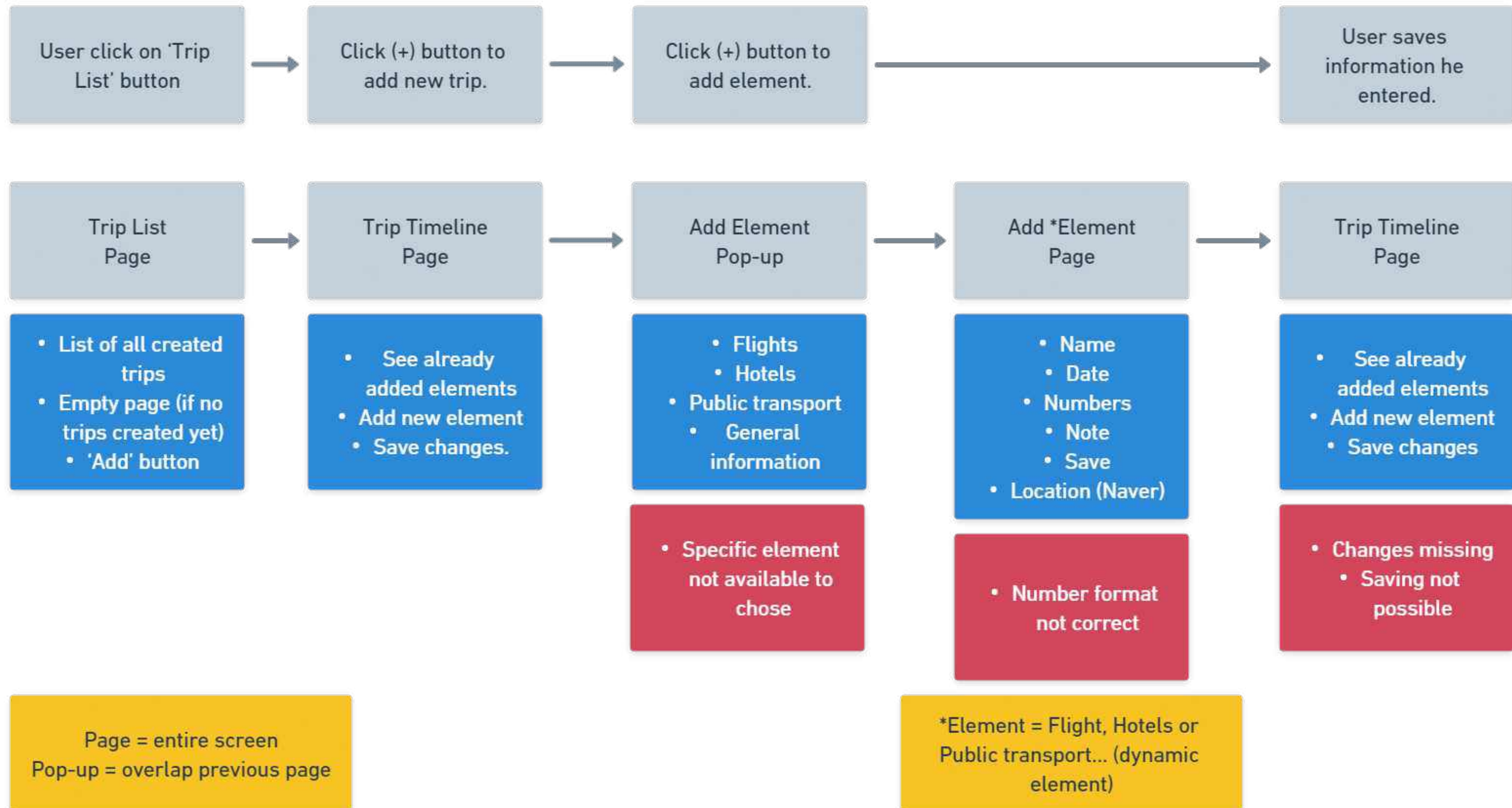
"모든 정보를 종합해 여행을 계획할 수 있도록 도와주는 애플리케이션"
예산과 일정에 따라 여행 제안을 해주고 나만의 여행을 간편하게 만들 수 있게 한다
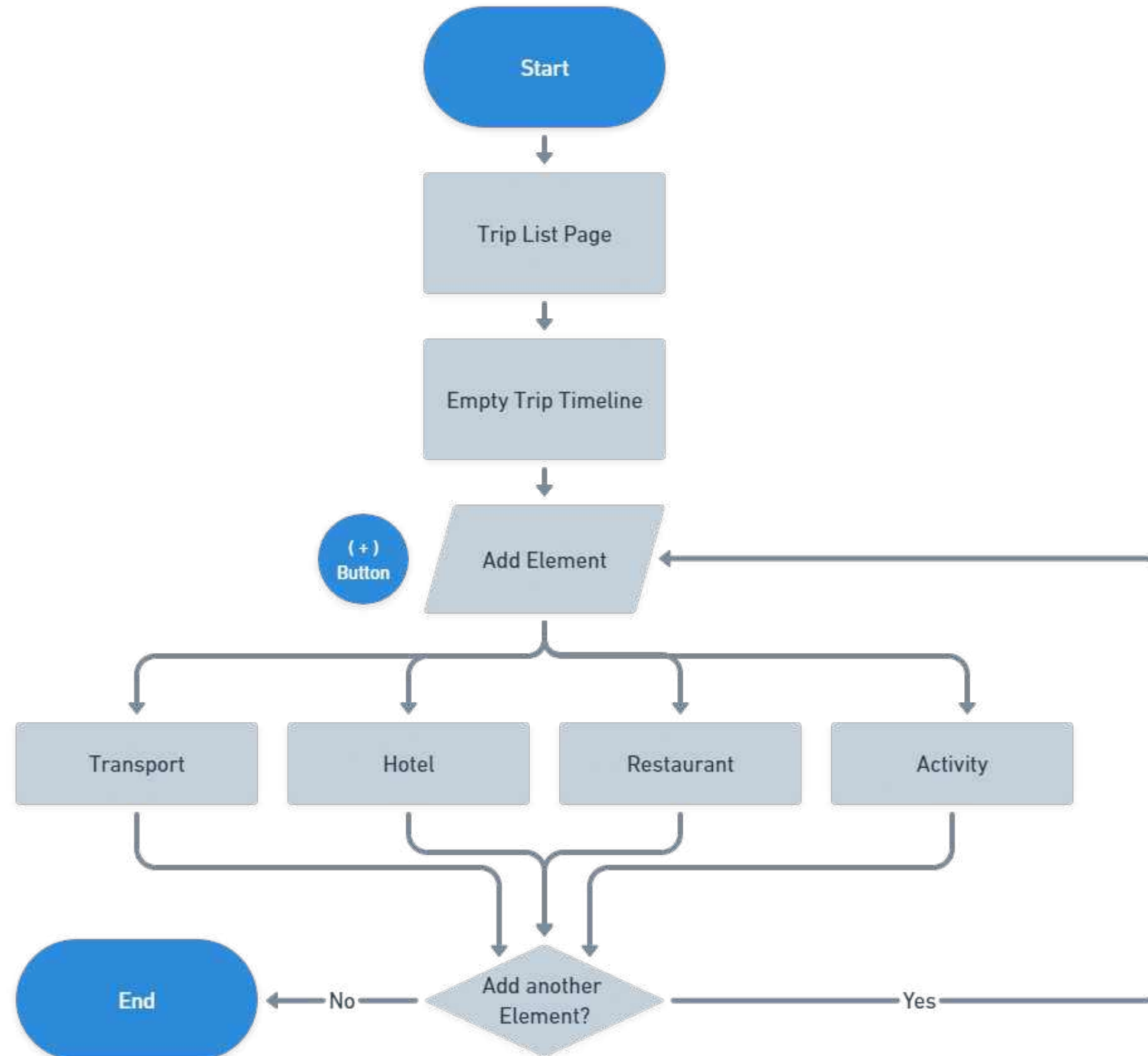
IA (Information Architecture)

Home page

Profile
- Profile
- About
  - Policy
  - Career

Trip List
- Trip Timeline

Sharing
- Contact List
- Trip list to rate

Auto Trip
- Auto Trip List
  - Trip Timeline

I know where I want to go and I need to store my travel information in the app.

| User click on 'Trip List' button | → | Click (+) button to add new trip. | → | Click (+) button to add element. | → | User saves information he entered. |

| Trip List Page | → | Trip Timeline Page | → | Add Element Pop-up | → | Add *Element Page | → | Trip Timeline Page |

Trip List Page
- List of all created trips
- Empty page (if no trips created yet)
- 'Add' button

Trip Timeline Page
- See already added elements
- Add new element
- Save changes.

Add Element Pop-up
- Flights
- Hotels
- Public transport
- General information

- Specific element not available to chose

Add *Element Page
- Name
- Date
- Numbers
- Note
- Save
- Location (Naver)

- Number format not correct

Trip Timeline Page
- See already added elements
- Add new element
- Save changes

- Changes missing
- Saving not possible

Page = entire screen
Pop-up = overlap previous page
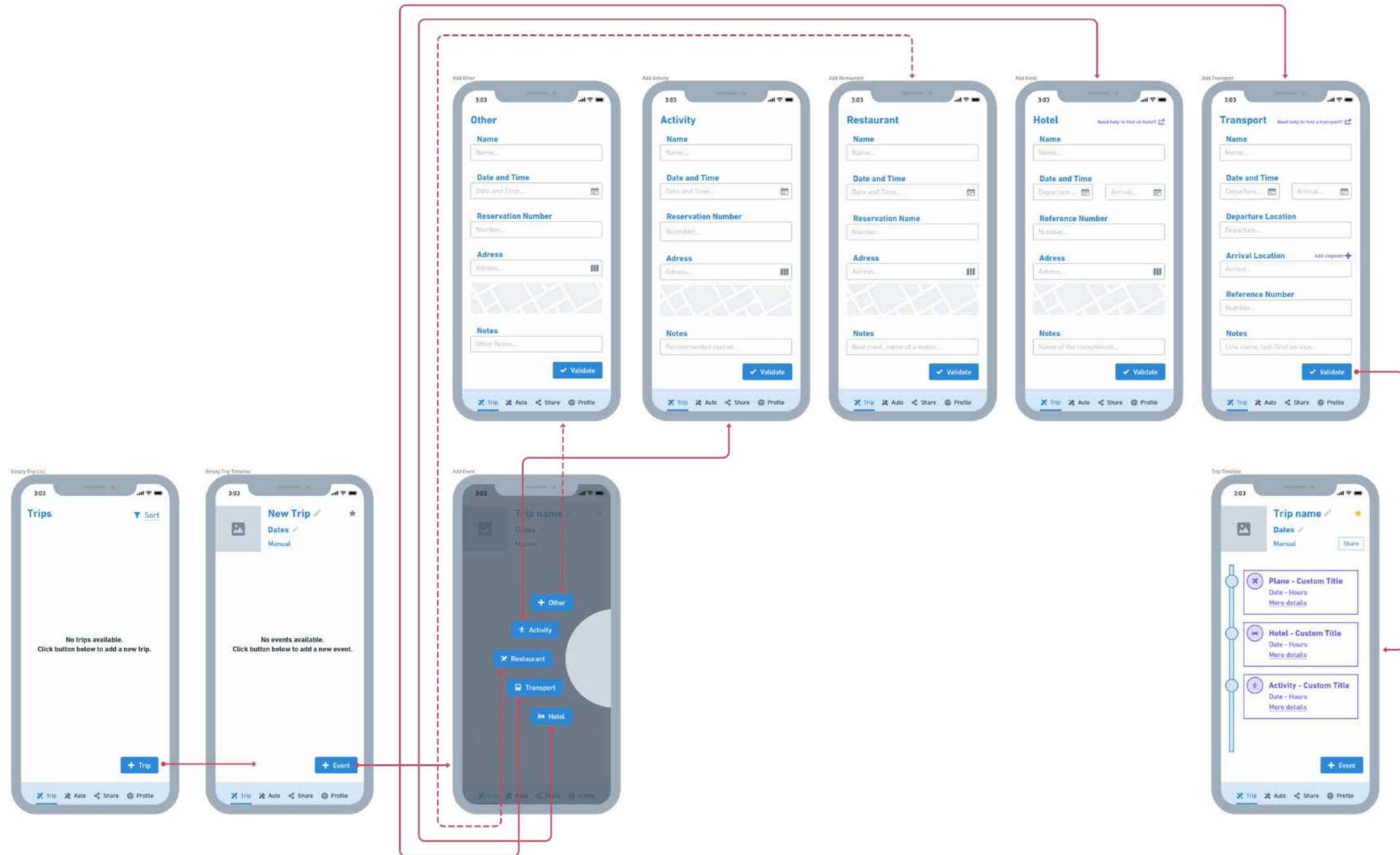
*Element = Flight, Hotels or Public transport... (dynamic element)

I know where I want to go and I need to store my travel information in the app.

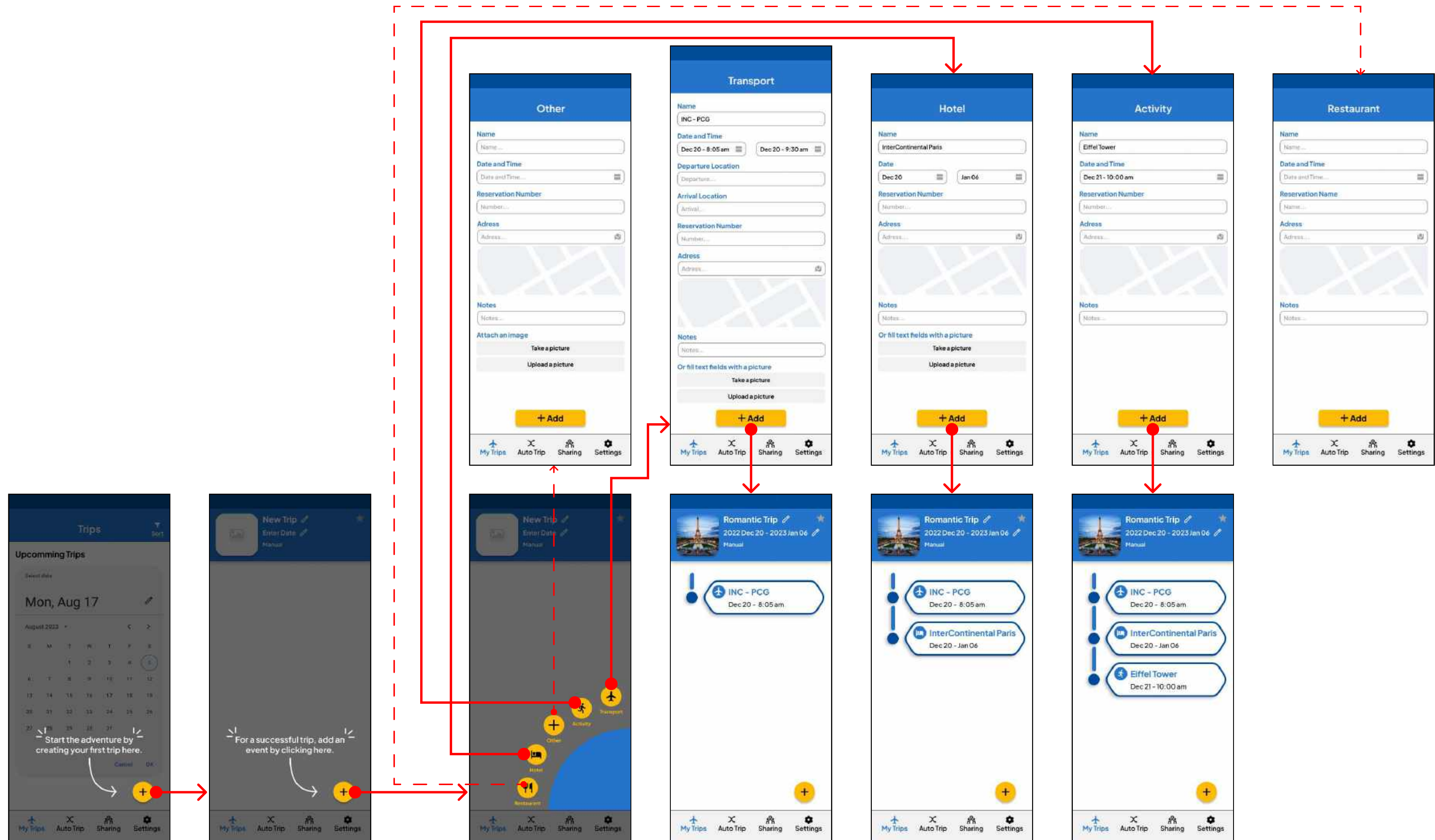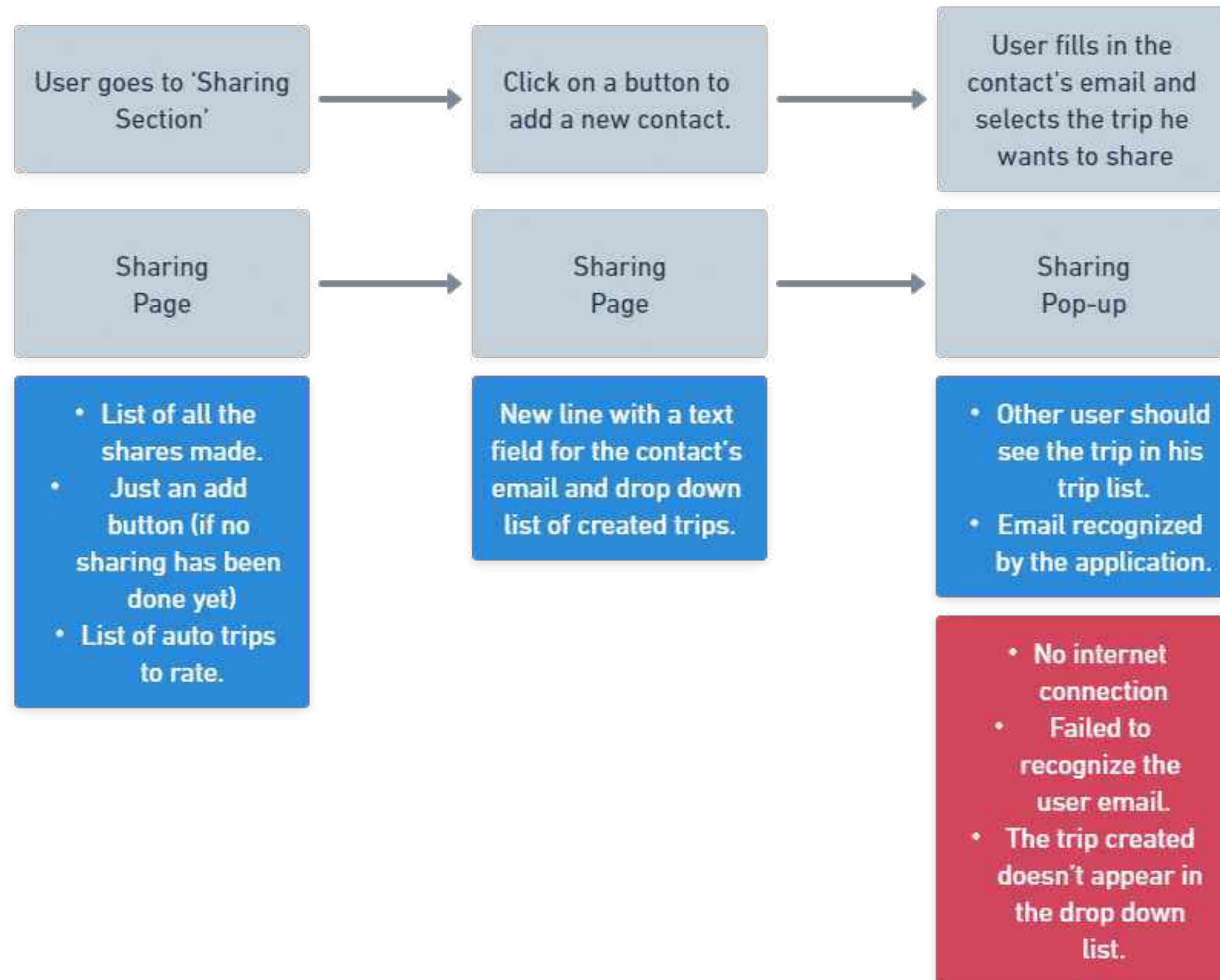I know where I want to go and I need to store my travel information in the app.

I know where I want to go and I need to store my travel information in the app.

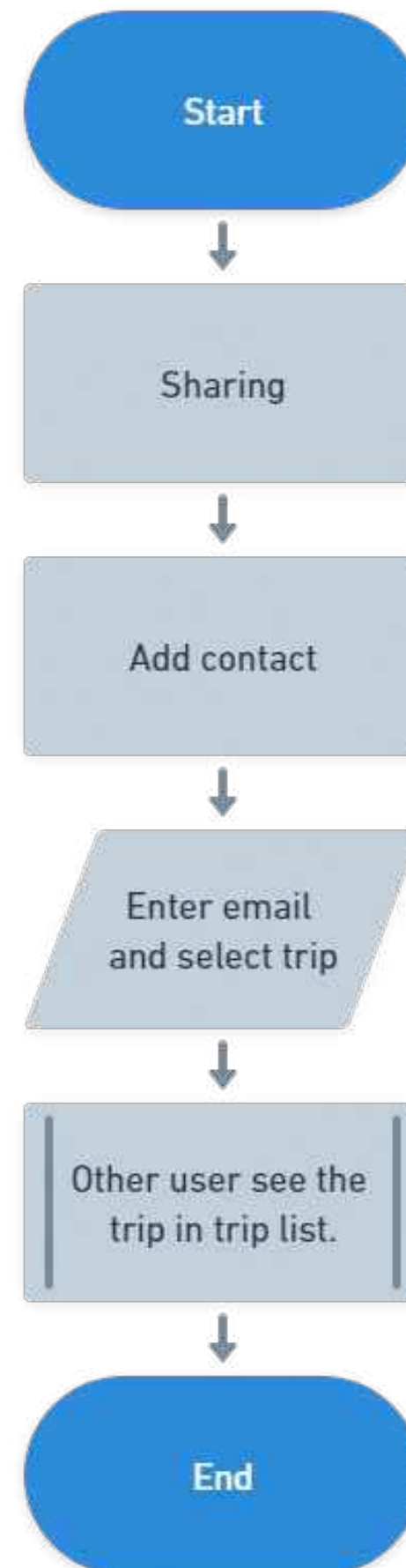I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.

I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.

User Goal 3/4   Wire Flow

I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.
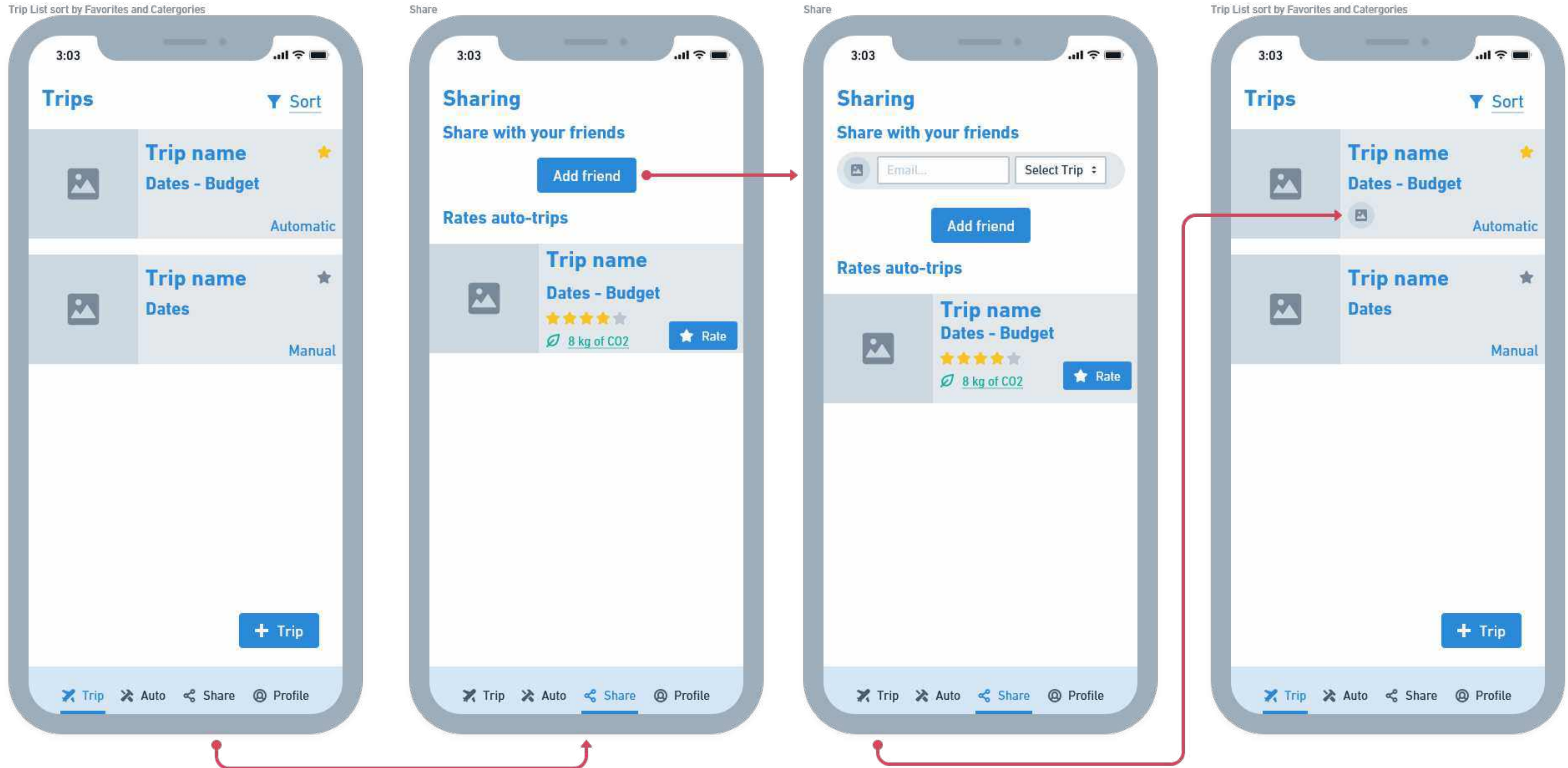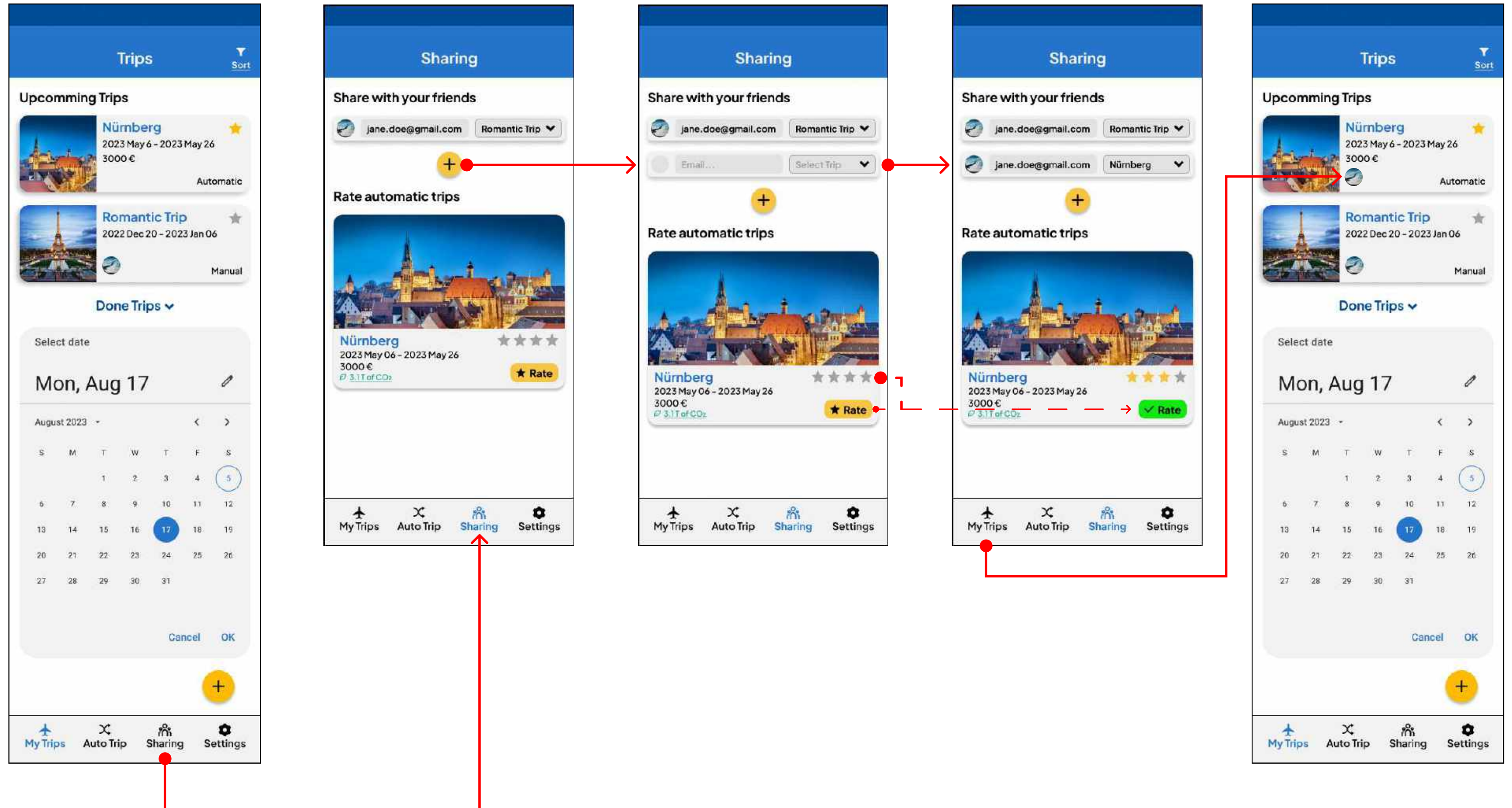
Trips   ▼ **Sort**

Trip name ⭐
Dates - Budget
Automatic

Trip name ★
Dates
Manual

+ Trip

✈ Trip   ⚒ Auto   ⤠ Share   @ Profile

Sharing
Share with your friends

Add friend

Rates auto-trips

Trip name
Dates - Budget
★★★★☆
🍃 8 kg of CO2   ★ Rate

✈ Trip   ⚒ Auto   ⤠ Share   @ Profile

Sharing
Share with your friends

Email...   Select Trip ⇕

Add friend

Rates auto-trips

Trip name
Dates - Budget
★★★★☆
🍃 8 kg of CO2   ★ Rate

✈ Trip   ⚒ Auto   ⤠ Share   @ Profile

Trips   ▼ **Sort**

Trip name ⭐
Dates - Budget
Automatic

Trip name ★
Dates
Manual

+ Trip

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I want to organize a trip with multiple friends. We all want the shared information on our phones, so we can plan together.
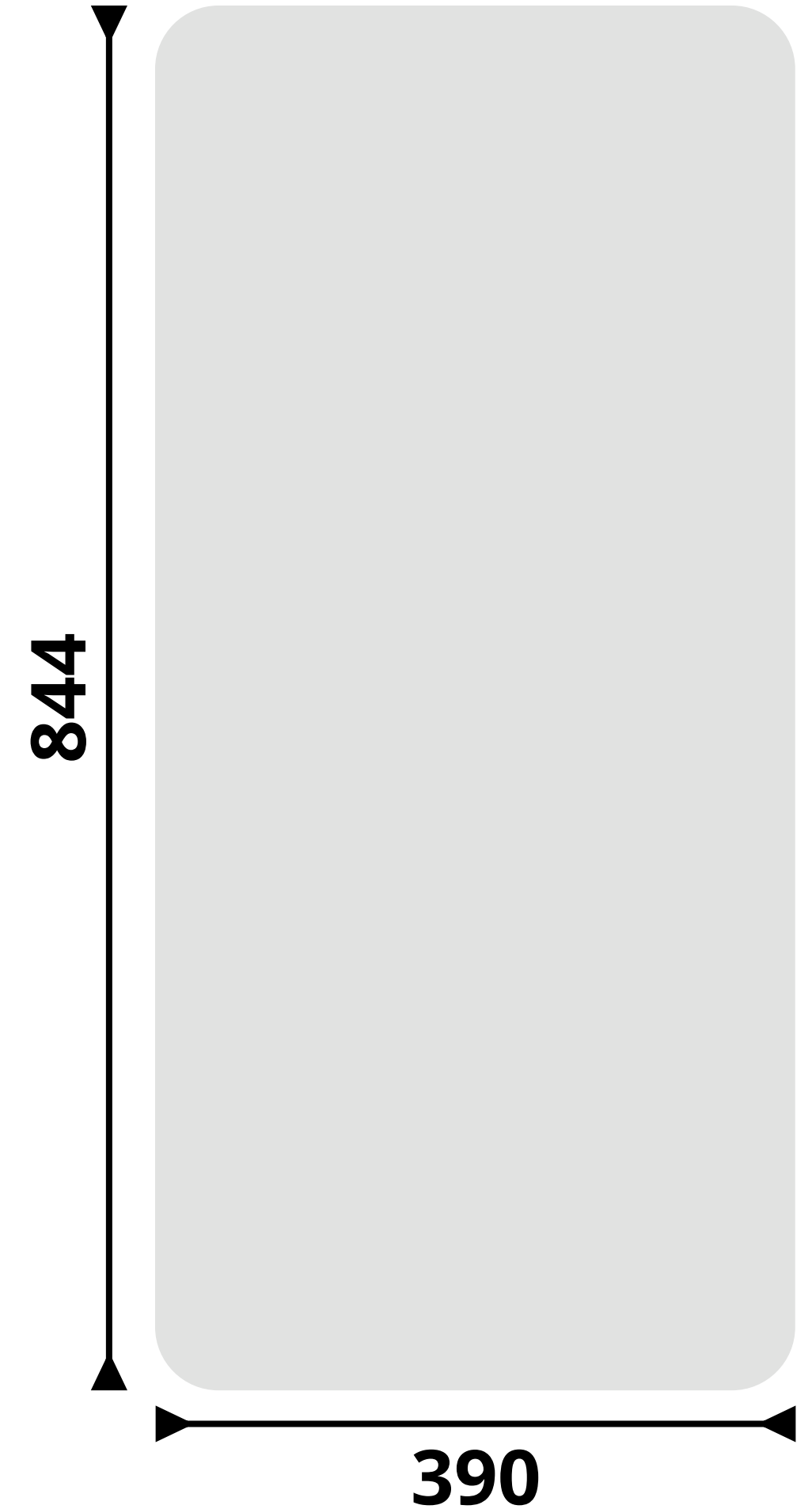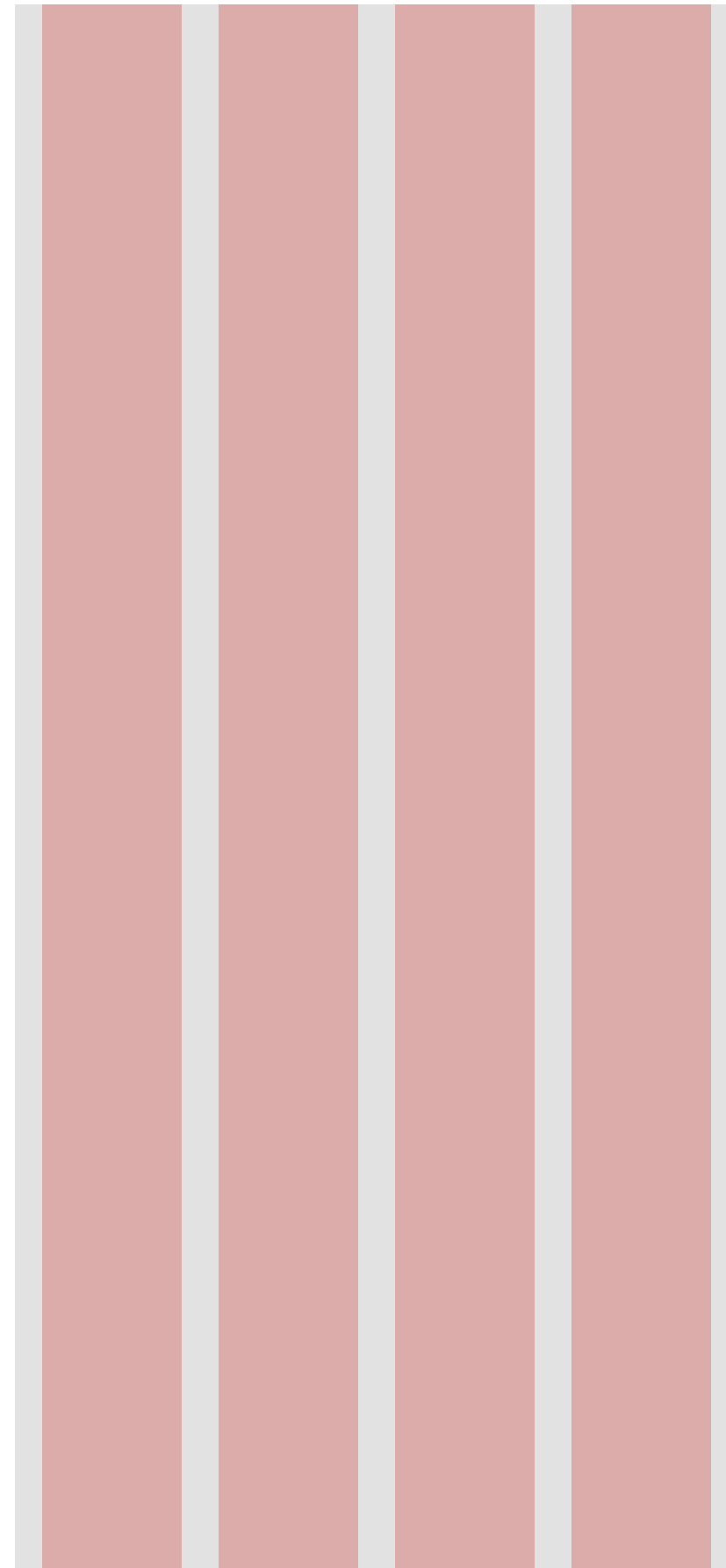
Visual Design Mobile size & Grid

Mobile size

- Based on iPhone 13 / 13 Pro
- Width: 390px
- Height: 844px

Grid size

- Columns: 4
- Gutters: 20px
- Margin: 15px
- Column: 75px

844

390

Visual Design

Typography & Colors

Typography

- Font family: Plus Jakarta Sans
- Title: 20px
- Text: Semi Bold 20px
- Subtitle: Semi Bold 16px
- Description: Semi Bold 14px
- Complement: Medium 14px

| Primary colors

004A9A

2575CC

| Secondary colors

C09506

FEBB02

| Background colors

A3A3A3

F2F2F2

FFFFFF

| Text colors

000000

FFFFFF

| Other colors

007D00

10E910

Visual Design Icons & Shapes

Icons

- Filled icons
- Size between 18px and 25px
- Black icons on secondary color
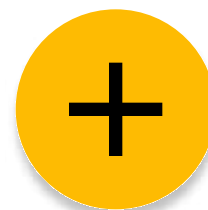- White icons on primary color

🔍 **Create trips**

Egypt ★ ★ ★ ★
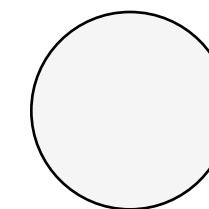2023 Apr 01 – 2023 Apr 15
10 000 € – 4 people
🌿 6.2 T of CO₂

Buttons border-radius: 6px

Text Fields border-radius: 10px

Trip Cards border-radius: 10px

Images border-radius: 10px

Circle buttons border-radius: 50%

Visual Design Brand

Smart Trip

- Trip because it's a travel application.
- Smart because it allows you to organize your trip and generate new trip according to specific settings.
- Plane icon to illustrate the travel.
- Glasses that symbolize intelligence.

Smart Trip