

IMMERSE TRAVEL APP

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EMPATHIZE

USER INSIGHT STATEMENT

Millennials need a total immersive experience when traveling to different regions because society deems multicultural knowledge as valuable which in turn gives them a sense of self worth.

DEFINE

PROBLEM STATEMENT

We believe providing a comprehensive tour guide app for today's young professionals will lower the anxieties of being in a foreign land while gaining the true local experience in their ideal locations by offering suggestions to enhance their travels.

INTERVIEWS



What do you like most about traveling?

“Culture, food,
scenery, and
history” -Enrique

Why do you use apps while traveling?

“To create, share,
and remember the
trip!” -Joy


IDEATE

USER PERSONA

- Wants to learn about other cultures.
- Wants to be more efficient in planning.
- Wants to go to every place on her bucket list.

PROJECT: untitled PERSONA: Anna M.

NAME	TYPE
Anna M.	Extroverted Idealist



Goals

- Wants to learn about other cultures
- Wants to try new things
- Earning a higher salary
- Be more efficient in planning
- Finish everything on the bucket list

Quote

Work smarter, not harder
-My boss

Demographic

Female 28 years

United States

Single

Product Development

\$75,000

Background

- Bachelor's in Marketing from UC Davis
- MBA from Golden Gate University
- First Generation Asian-American
- First in her family to go to college
- Grew up listening to her parents talk about their home country and wanted to visit; this sparked a love of travel
- Loves going on hikes with friends
- Goes out frequently to eat with family and friends
- Loves spending time with others

Technology

Apple icons: iPhone, iPad, MacBook, Apple Watch

Pains

- **Not being understood**
- Anxiety about things not going well
- Reality not living up to expectations
- Worried about **saving money**

Gains

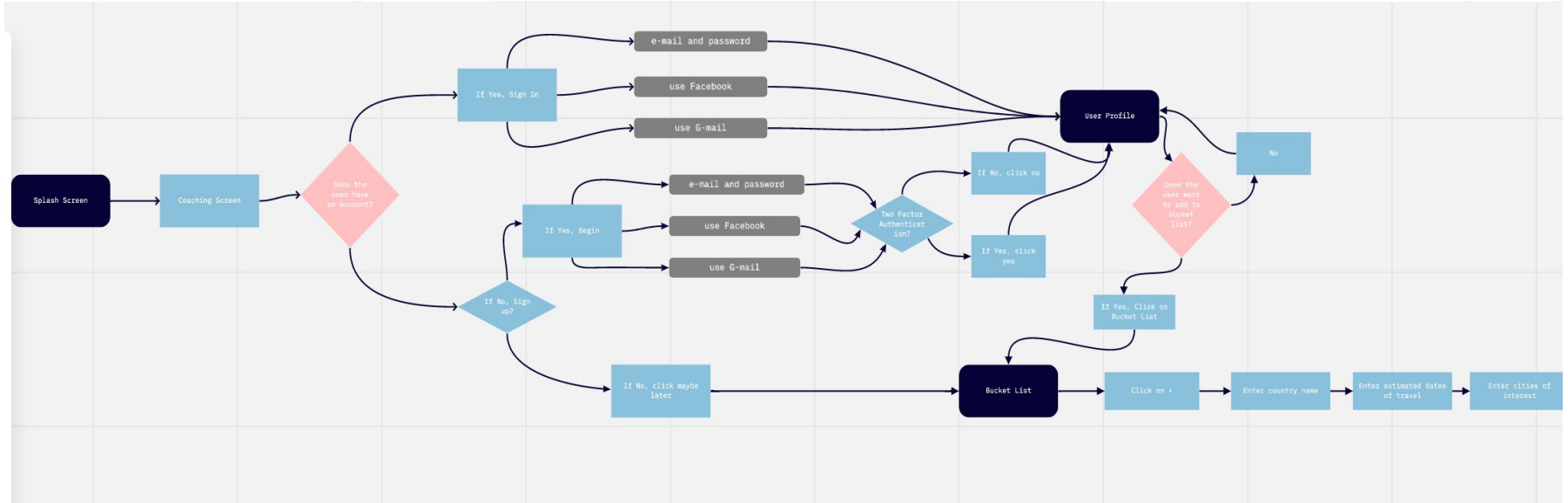
- **Sharing** stories or experiences with others
- Wants to be more worldly
- **Stress free** environment
- Networking/meeting new people

Channels

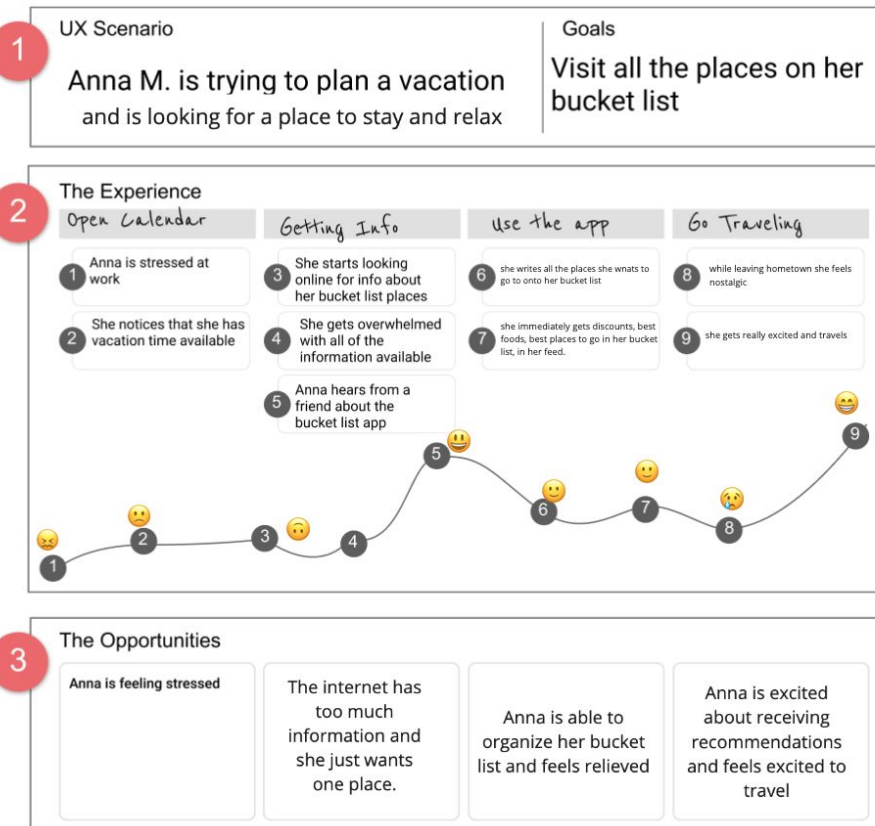
Icons for: Facebook, Instagram, Twitter, Pinterest, YouTube, LinkedIn, People, Groups, Car, Email, Chat, Netflix, Spotify, Globe, WhatsApp, Laptop, TV, Smartphone, Mobile Phone

PROTOTYPE

USER FLOW



USER JOURNEY MAP



TEST



Welcome to your
new planning assistant



- keep all your "bucket list" destinations in 1 place
- Find all the best places to eat, stay, and visit
- Make the most of your trip...



User Sign In

Sign In - screen 4

Don't have an account? - screen 5

Sign Up

Not Now - screen 6



Sign In

Sign in to access your bucket list and start preparing for your next trip.

Email

Password

Help, I've forgotten my password

Done

or

Sign In With

Facebook

Google



Sign Up

Sign up to save your bucket list through multiple sessions and get suggestions tailored to your interests

Name

Email

Password

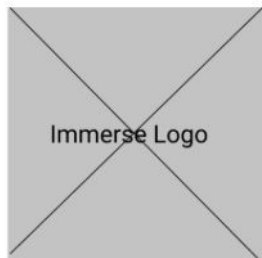
Done

or

Sign Up With

Facebook

Google



Welcome to your new
planning assistant!



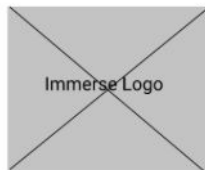
Keep all your "bucket list"
destinations in one place

Find all the best places to
eat, stay, and visit

Make the most of your trip!



Next



Sign In

Don't have an account?

Sign Up

Not Now

Back



User Sign In

Sign in to access your bucket list and
start preparing for you next trip

Email

Password

[Help, I've forgotten my password](#)

Done

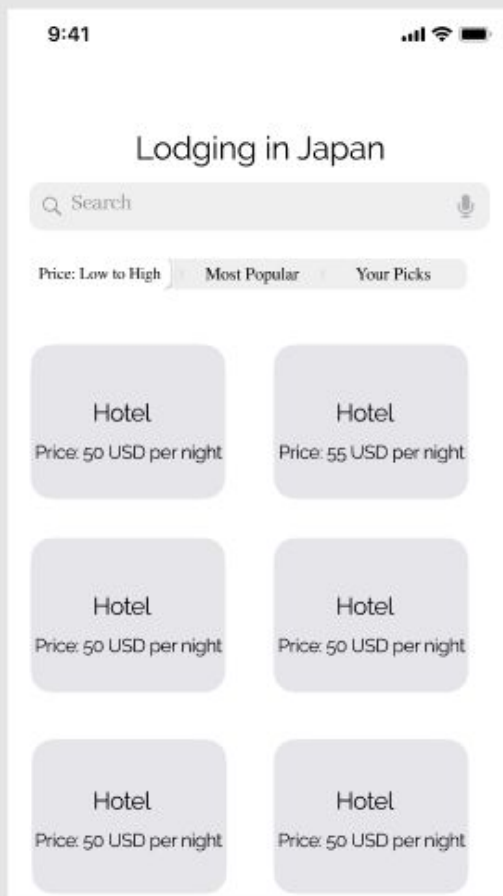
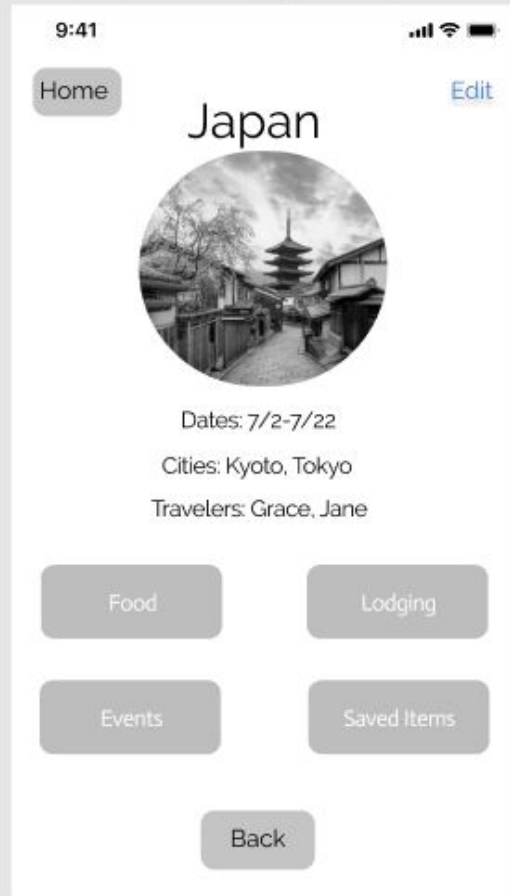
Or
Sign in with

Facebook

Google

FINAL PROTOTYPE

iPhone 11 Pro / X - 9



iPhone 11 Pro / X - 17



THANK YOU!