

Memento:
Your time
Your vibe
Your kind of fun



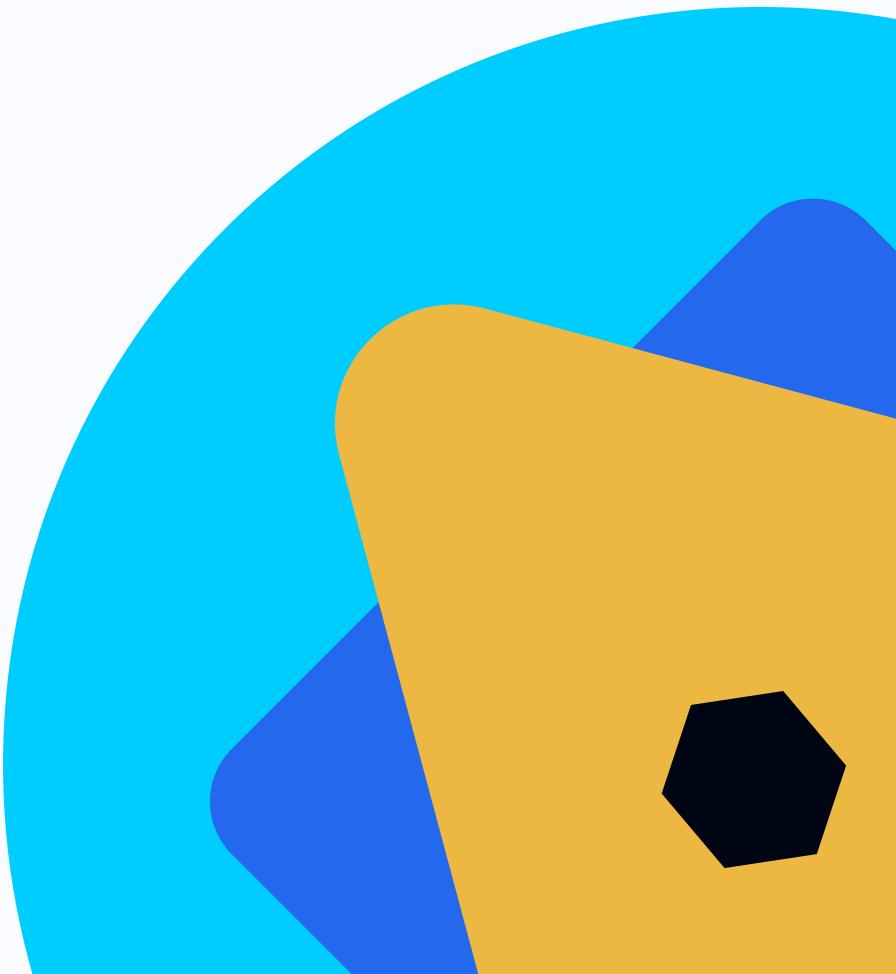
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Memento

**Make the most of your free time
with plans that fit your life
cozy nights, chill days, or
spontaneous adventures.**



Agenda

1 Introduction

2 Target Audience & Business Objectives

3 Research & Insights

4 User Flow & Wireframes

5 High-Fidelity Designs & Prototype



Introduction

The Origin of Memento

Many people struggle to decide how to spend their free time. Limited suggestions, decision fatigue, and lack of accessibility support often make planning outings frustrating.

Memento was created to solve this. It offers personalized, real-time activity suggestions based on user preferences, budget, time, and accessibility needs, making leisure planning easy and inclusive.

Memento was inspired by my own experience struggling to decide on leisure activities.



My Design Process



Target Audience

- Adults aged 18–60
- Couples, individuals, families
- Budget conscious, mobile savvy individuals
- Accessibility aware users

Business Goals

- Increase user engagement in local leisure activities.
- Drive revenue through premium subscriptions and potential partnerships.
- Improve user satisfaction with leisure time planning.

Expected Outcomes

- Increased app downloads
- High user retention
- Positive user reviews
- Growth in premium subscriptions



Research & Affinity Mapping

Research Goals and Methodology

Research Goals

- Understand how users currently decide on leisure activities.
- Identify key pain points when making decisions about leisure.
- Explore which app features users find helpful for personalized recommendations.

Methodology

- 1:1 User Interviews: 6 participants from diverse backgrounds.
- Location: Boulder, CO
- Length: 15-30 minutes per session



Research & Affinity Mapping

Key Findings from User Interviews and Surveys

Key Findings

- Decision making is time consuming and stressful.
- Users desire personalized recommendations.
- Budget and time constraints are significant.
- Accessibility is a key consideration.
- Leisure is often social; the app should consider group dynamics.
- Users want detailed activity information.
- Nearby options and easy access are crucial.



Research & Affinity Mapping

Key Pain Points and User Needs

Key Pain Points

- Difficulty deciding on activities
- Wasted time in planning
- Lack of personalized suggestions
- Overlooking accessibility needs

User Needs

- A tool to simplify leisure planning
- Personalized recommendations
- Budget-friendly options
- Time-efficient solutions
- Accessibility considerations
- Inspiration for new experiences
- Ability to filter by specific budget and time
- Nearby and easily accessible options
- Recommendations based on social context
- Detailed activity information



User Flows and Wireframes

1. Welcome & Onboarding

- User opens the app.
- Sees a brief introduction.
- Option to Sign In / Sign Up:
 - New users create an account.
 - Returning users sign in.
- Subscription Choice:
 - Free Trial (limited features, ads, or limited access).
 - Premium Subscription (full access, no ads, exclusive features).
- Optional accessibility question: "Would you like accessibility-friendly recommendations?"
 - If "Yes": User selects options (mobility, hearing, vision, sensory sensitivity).
 - If "No": User proceeds normally.



User Flows and Wireframes

2. Preferences Input

- User selects:
 - Time Availability (e.g., "6-10 PM").
 - Budget Range (Free, \$10-\$49, \$50-\$99, \$100-\$300).
 - Preferred Activities (e.g., concerts, hiking, dining, museums).
 - Favorite Locations (specific areas or city-wide).
 - Weather Considerations (Indoor vs. Outdoor, seasonal preferences).
- AI analyzes preferences and accessibility needs to generate plans.
- Clicks "Confirm."



User Flows and Wireframes

3. AI-Generated Plans Overview

- AI suggests 5-10 personalized plans based on user preferences.
- Each plan includes:
 - Activity details (restaurant, event, park, etc.).
 - Estimated cost (within budget).
 - Travel time & accessibility info (if applicable).
 - Weather suitability (e.g., "This is an outdoor plan, and it's sunny today!").
- User selects a plan or clicks "See More Plans."



User Flows and Wireframes

4. Plan Details & Customization

- User reviews the selected plan:
 - Detailed itinerary breakdown (locations, times, costs).
 - Accessibility labels (e.g., wheelchair-friendly, quiet spaces available).
- User can:
 - Modify the itinerary (swap activities, adjust budget, change preferences).
 - Save customized plan and confirm.



User Flows and Wireframes

5. Confirmation & Navigation Assistance

- User receives the final itinerary.
- Options for navigation support:
 - Voice guidance for visually impaired users.
 - Step-free routes for mobility-impaired users.
 - Vibration alerts for hearing-impaired users.
- User clicks "Start Experience."



User Flows and Wireframes

6. Live Experience Tracker (Optional)

- User follows the itinerary in real-time.
- Features:
 - Live location updates.
 - Activity reminders.
 - AI-driven adjustments (e.g., if a venue is closed, an alternative is suggested).



User Flows and Wireframes

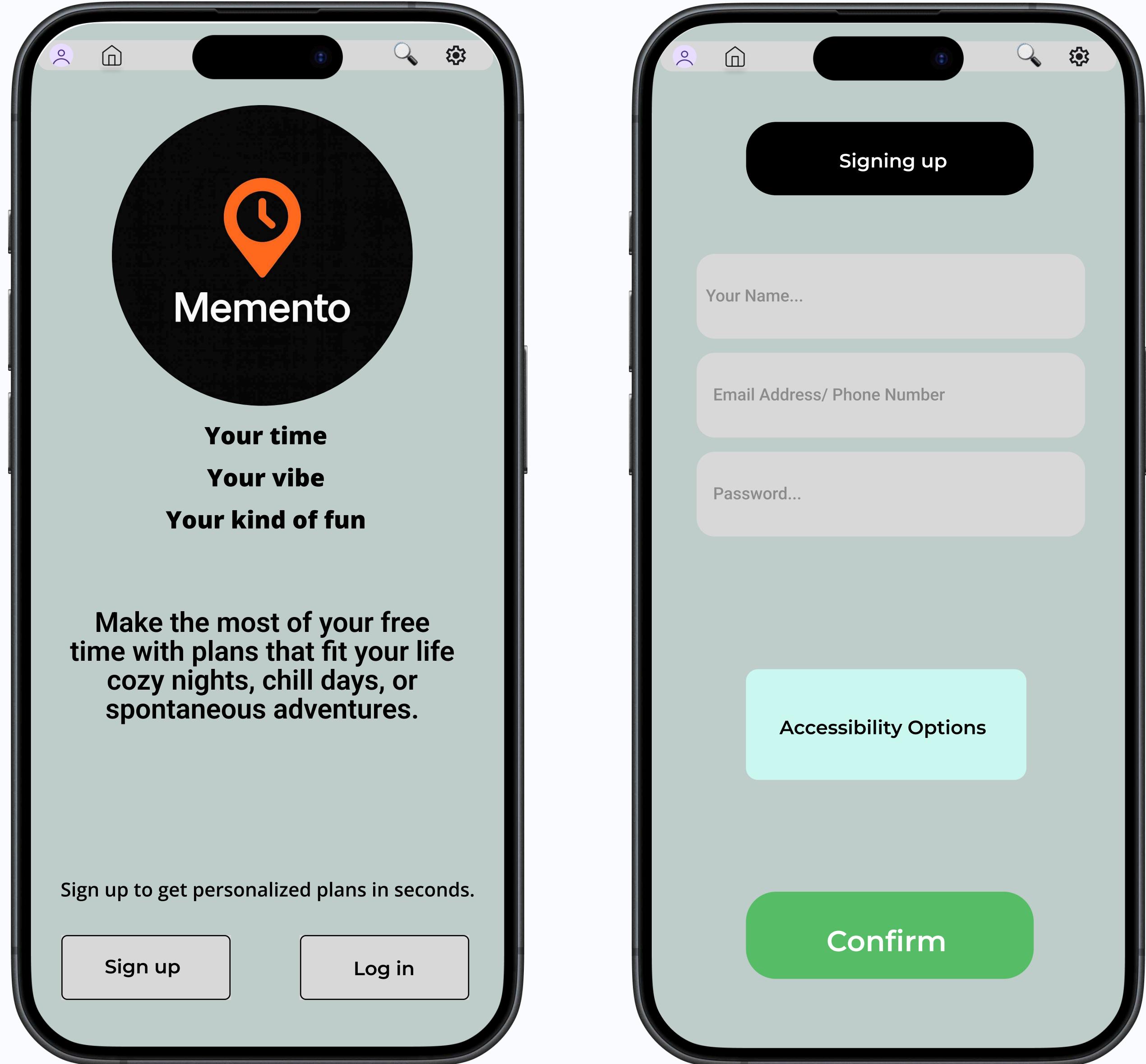
7. Feedback & AI Learning

- User completes the experience.
- AI refines future recommendations based on feedback.
- User can save their favorite plans for future use.
- Option to Sign Out available in settings.



Prototype

Home screen



Prototype Favorite Options

Where do you like to spend your time?
(Choose all that apply)

Parks Movie Theaters Bars

Bookstores Museums Mountains

Beaches Art Galleries Cafés

What do you enjoy doing?
(Select as many as you like)

Shopping Hiking Live music

Gaming Movies Dancing

Exercising Art & crafts Cooking

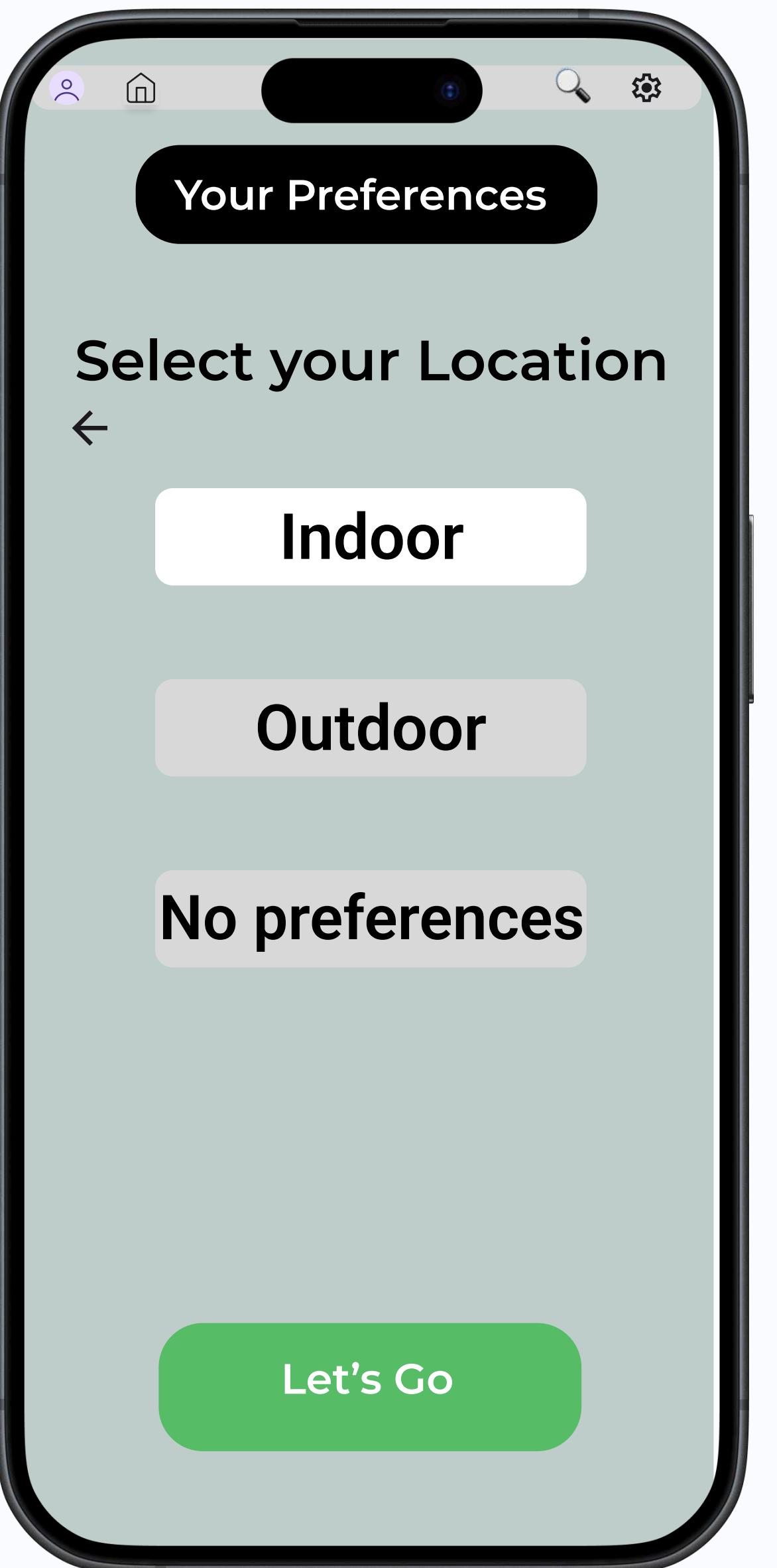
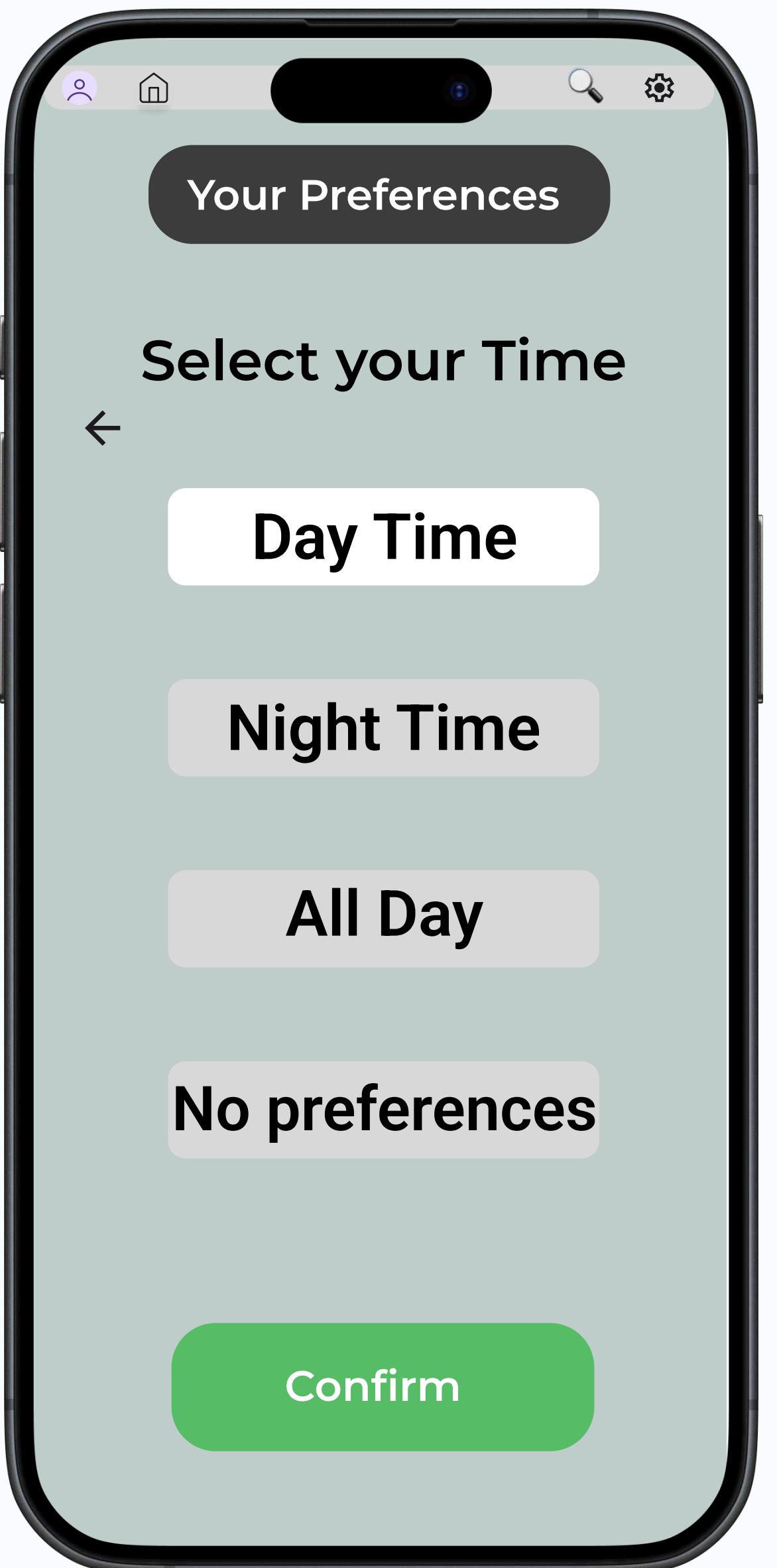
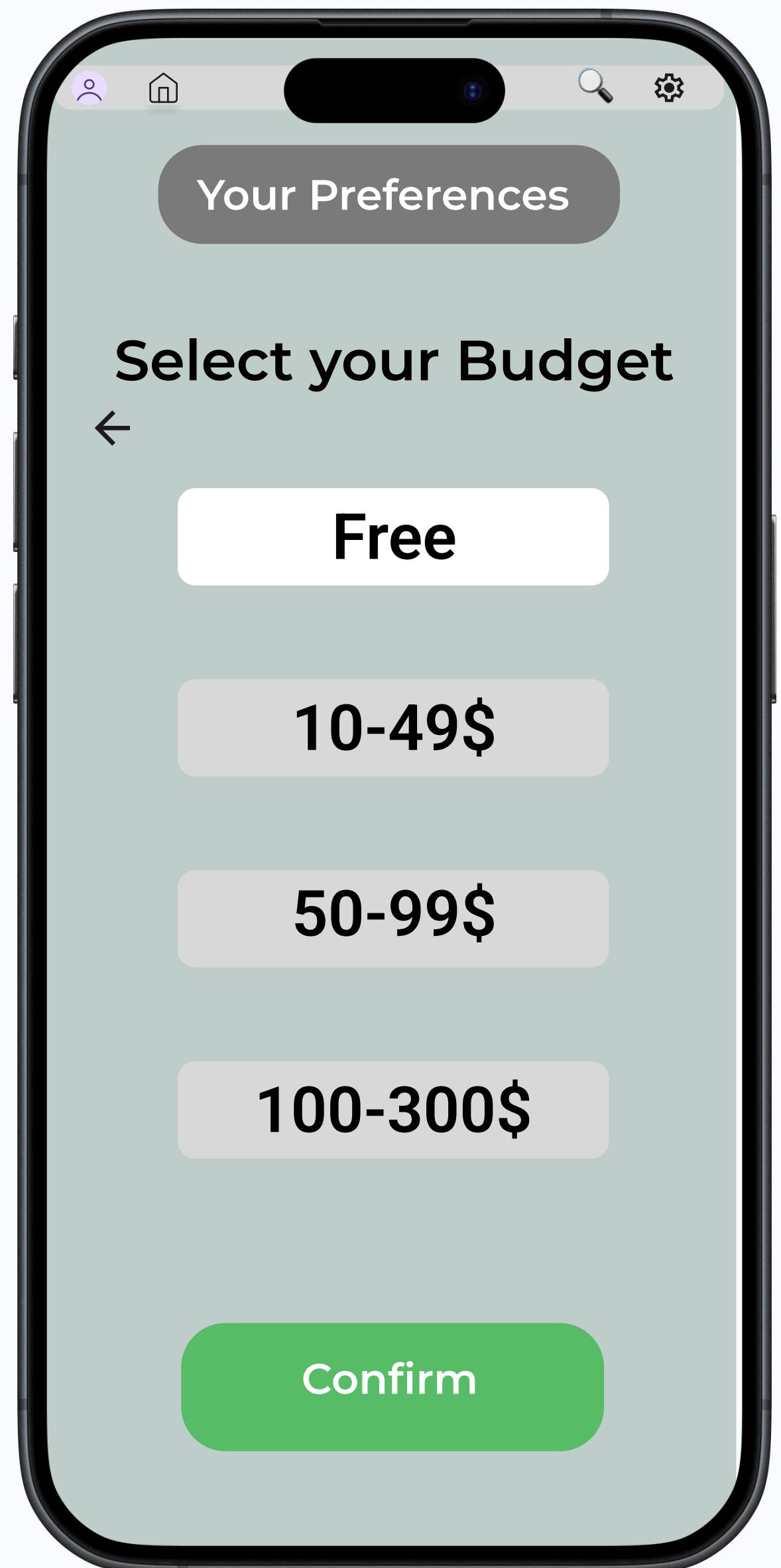
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Prototype

Preferences



Prototype link

<https://www.figma.com/proto/TNT9yN8QiyVXYqLgZrA6nv/Memento-Leisure-app?page-id=0%3A1&node-id=14-67&p=f&viewport=71%2C42%2C0.28&t=nCTNfMGchDFQeEAz-1&scaling=scale-down&content-scaling=fixed>



Thank You



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