

XPlore UCSD

YOUR OWN UC SAN DIEGO VIRTUAL TOUR GUIDE



Image: ucsdnews.ucsd.edu

01 Problem Statement

Visiting UC San Diego

“A must-go for **tourists visiting San Diego”**
“A dream-come-true for all the **prospective students”**
“193,794 **alumni worldwide”**

- **Top-ranked** public research university
- Exceptional **educational resources** covering a wide range of majors
- Amazing representation of the world-famous **Brutalist architecture**
- Located near the elegant **La Jolla Shores**
- Many, many more...

02 Case Study

UCSD Triton Tour

Pros



Guided by Tour Leaders

An interactive experience where you always have someone to talk to & ask questions.



Personal Experience

The tour leaders will share their own personal experiences - learn more from an insider.



Worry-free

The visitors only need to follow & listen; no maps or brochures required.

Cons



Fixed Schedule

One single trip offered per day - from 10 AM to 12 PM



Limited route options

All Triton Tours takes the same route around the campus



Non-stop

Triton Tour leaders do not wait for visitors taking photos/ using restrooms



Speech only

All materials covered during the tour cannot be revisited unless taking notes



03

Our Solution

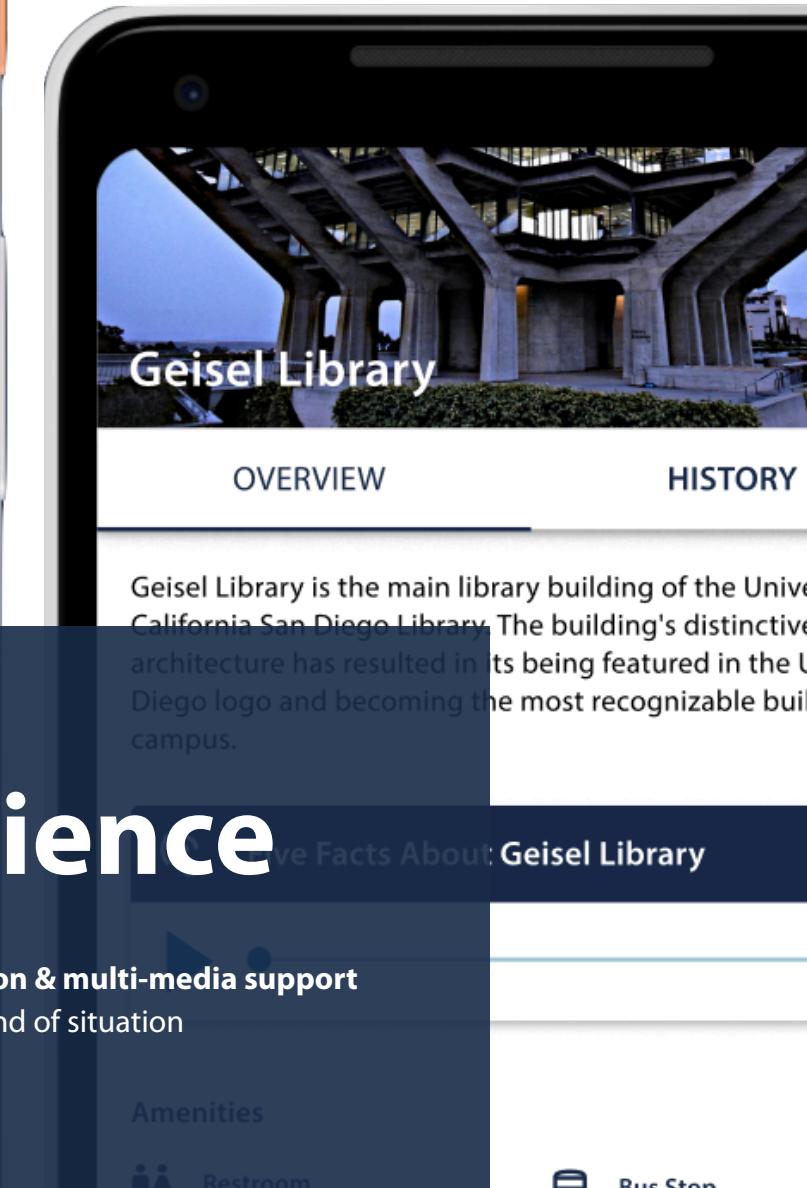
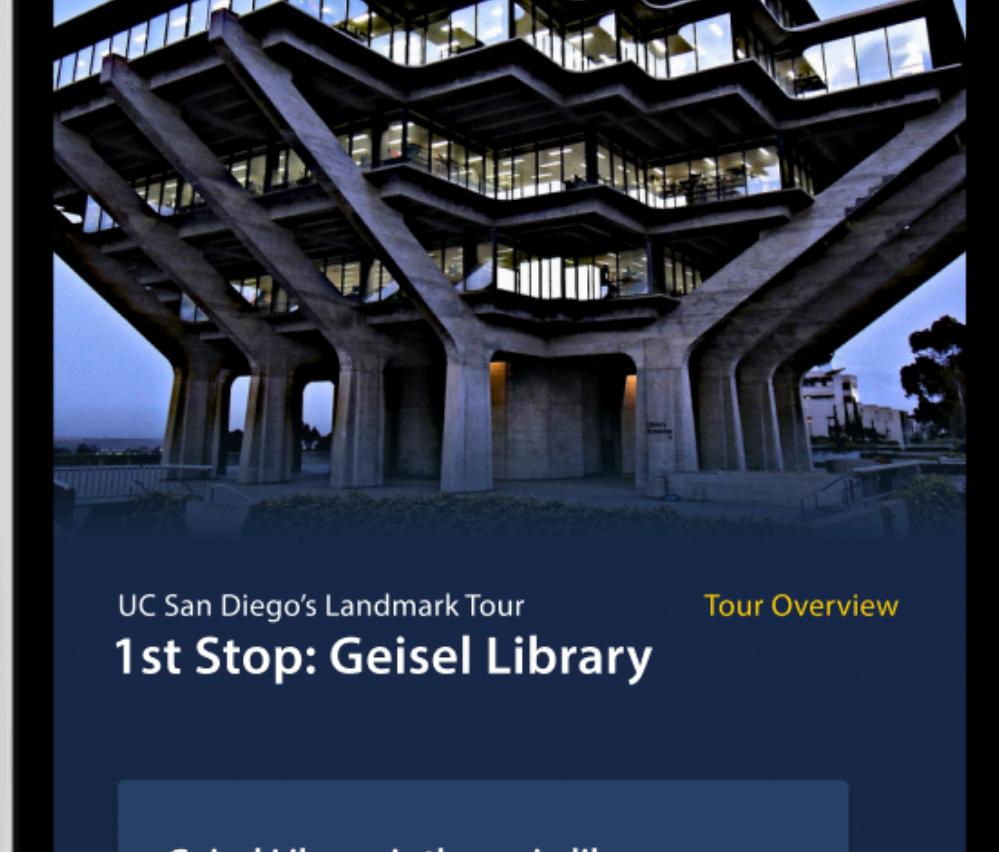
XPlore UCSD

A virtual tour guide for everyone visiting UC San Diego

- Idea originated from ENG 100D's final report
- Endorsed by & in collaboration with **UC San Diego** and the **San Diego Architectural Foundation**



UC San Diego



Human-Centred Experience

We thrive to **recreate** Triton Tour's personal touring experience by offering **turn-by-turn navigation & multi-media support**

We max out our effort to make our app **accessible** for all type of visitors under any kind of situation

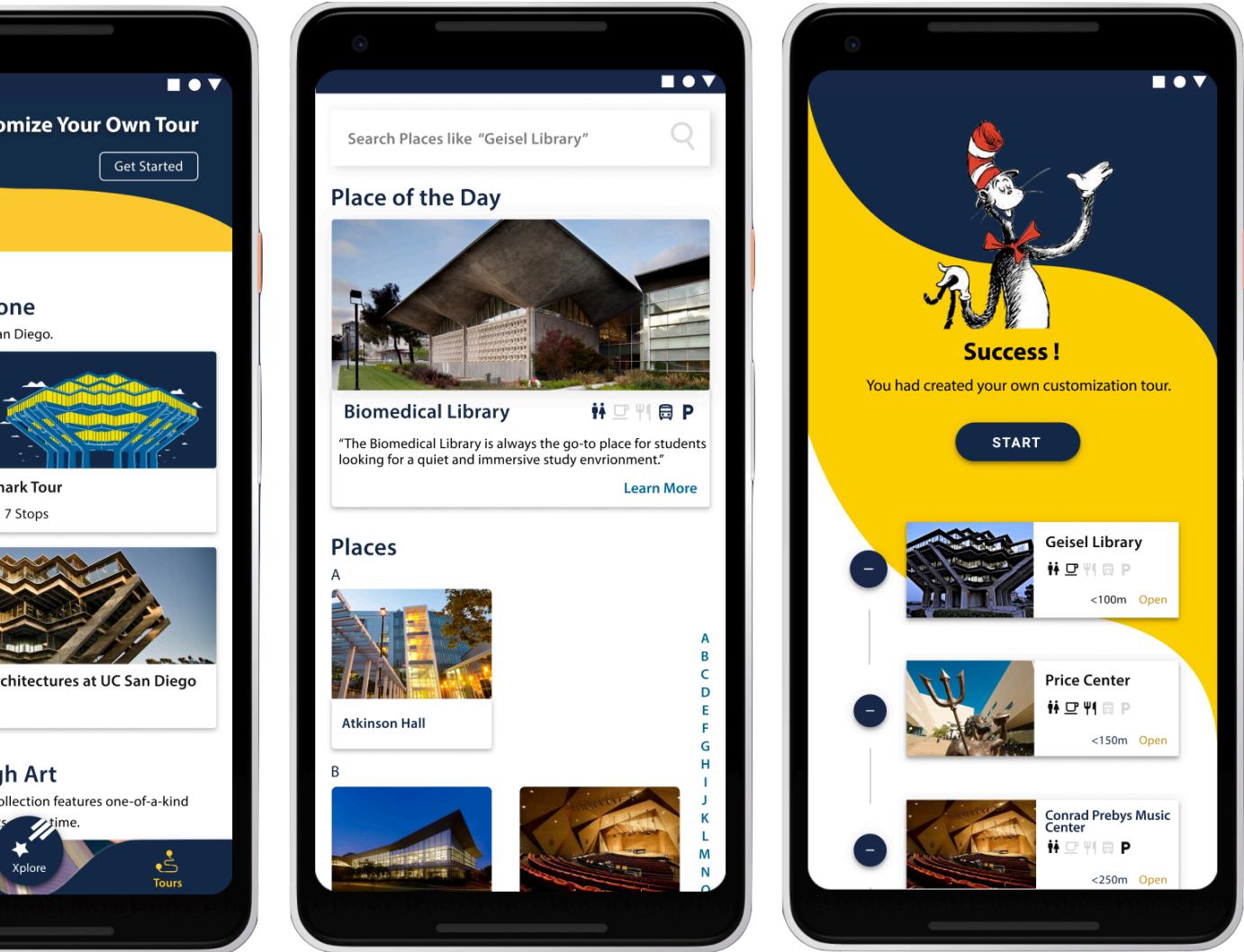
Directions

Details

Amenities

Restroom

Bus Stop



Create Your Own Tour

We recognize the lack of flexibility our visitors face while taking the Triton Tour. Here's how our features solved them.

Start Anywhere, Anytime

Tons of preset tours with different focuses for all type of visitors. With the "Places Near You" Feature, you can start a tour anywhere on campus.

Customization Support

Fully customize your tour with your own traveling time, places to go to, and your specific focus (scenery, academic, etc)

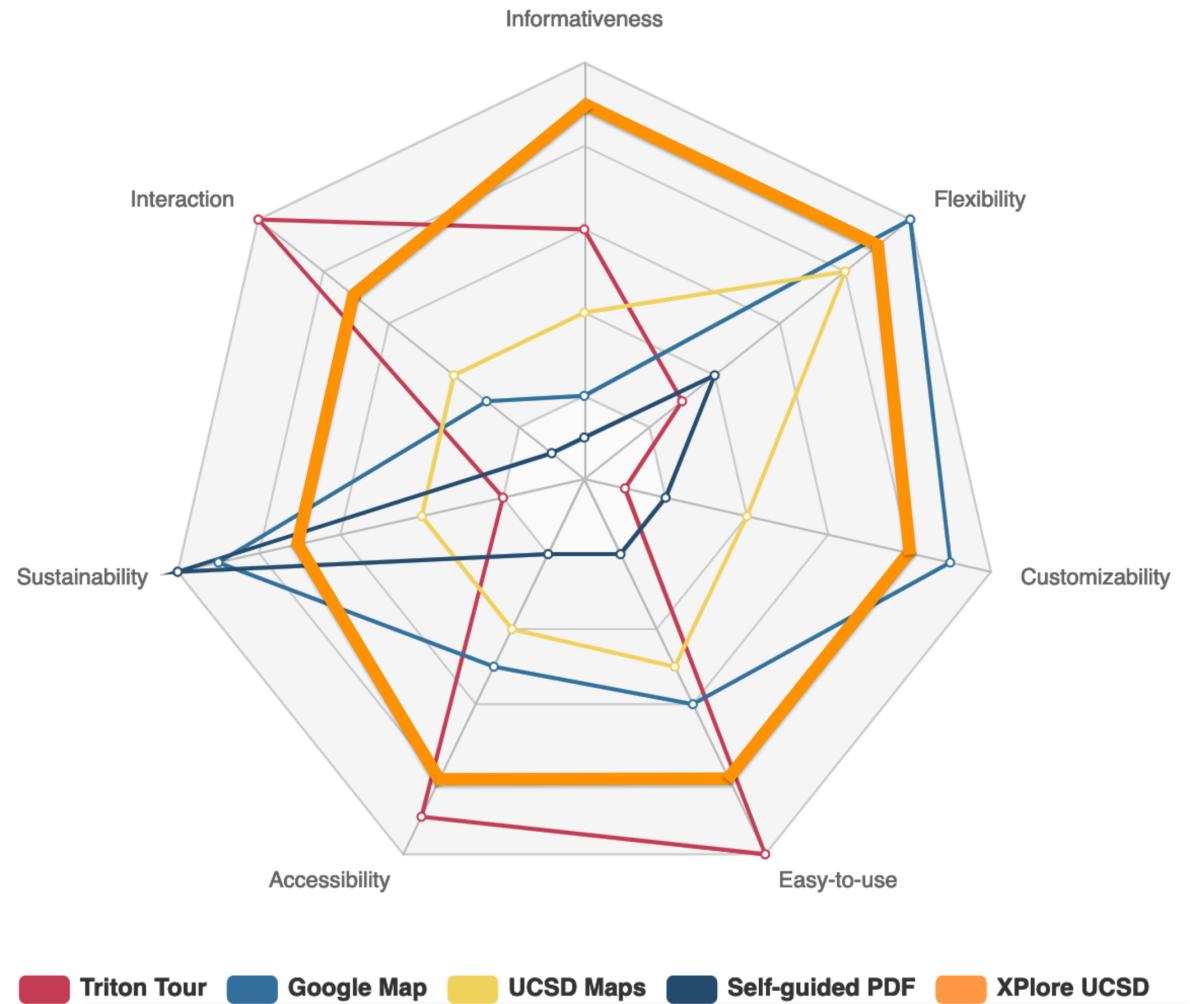
Xplore On Your Own

Want to learn more yet do not need a tour? Use our Places page to directly access all landmark details

04 Competitive Analysis

The best **all-around** solution for visiting UC San Diego

- The most **informative** touring option currently available
- Offers decent **customizability** and great **flexibility** for tourists
- Easy to use and accessible



05 Overall Timeline



Project Kickoff

Team formed, Product Manager & Tech Lead specified Project Idea, overall timeline generated; MVP dev started

Midpoint

MVP development/design iteration in progress
Collecting actual data for the application

1st Release

MVP development complete; all planned features ready to go
Release on Google Play Store

2nd Release

Complete all planned features for the 2nd stage
Continued user research/design iteration

The Official Touring App for UC San Diego

Well-designed & deployed Android & iOS application
Accepted as the official app for visiting UC San Diego



Boyang Wang
Product Designer

Yvonne Hou
Product Designer

Rui Cai
Software Engineer

Xinyue Yu
Software Engineer

Mingqi Zhang
Software Engineer

Jiacheng Yu
Software Engineer

Yuchen Jing
Software Engineer

Caiwei Xiao
Software Engineer

Shantao Yi
Product Manager

Sam Huang
Tech Lead



Meet Our Awesome XPlorers

Thanks to their commitment, our team have had great progress throughout the past 2 quarters.
Also, we are **hiring!** Welcome all motivated **Product Managers, Product Designers & Android (potentially iOS) Developers!**





UC San Diego's Landmark Tour

A tour that highlights all must-see landmarks in UC San Diego.

⌚ 90 Mins ⚽ 5 Stops

[Start The Tour](#)

Geisel Library



Price Center



UC San Diego's Landmark Tour
1st Stop: Geisel Library

Tour Overview



Geisel Library is the main library building of the University of California San Diego Library. The building's distinctive Brutalist architecture has resulted in its being featured in the UC San Diego logo and becoming the most recognizable building on campus.

