

**Title:**  
**It's Case!**

Tagline:  
Travel packing done simply

Background:  
Imagine yourself rushing out the door on your way to the airport. As you step in line for check-in, you reach into your back pocket and you forget your passport! There's only one hour before departure and no one at home is able to bring your passport. It's case!

Description of the app:  
It's Case is a user-friendly app that makes packing for trips an easy and quick process. The app asks the user a few questions about their trip like place of stay, length of the trip, essential documents, purpose of travel, and clothing style. The app calculates the user's answers, weather, time, culture, and anything extra that the user wants to take into account to create the best possible packing list for them. This will ensure that the user won't forget their essentials in the midst of a stressful traveling day.

4 Functions of the App

- Main Function
  - Gives the user a customized packing list for their specific trip
- Additional Functions
  - Offers the user clothing tips based on the weather at their destination
  - Reviews tourist hotspots and restaurants
  - Sends alerts about your flight arrival and departure status

Problem the app is trying to solve:  
Traveling is one of the most amazing experiences in life, however, it also comes with unneeded stress and difficulty. Trying to remember your essentials as well as planning for excursions and fitting food accommodations can start to make traveling a hassle. So, this app is created to combat the pressure of taking/ planning a trip!

### Target Audience:

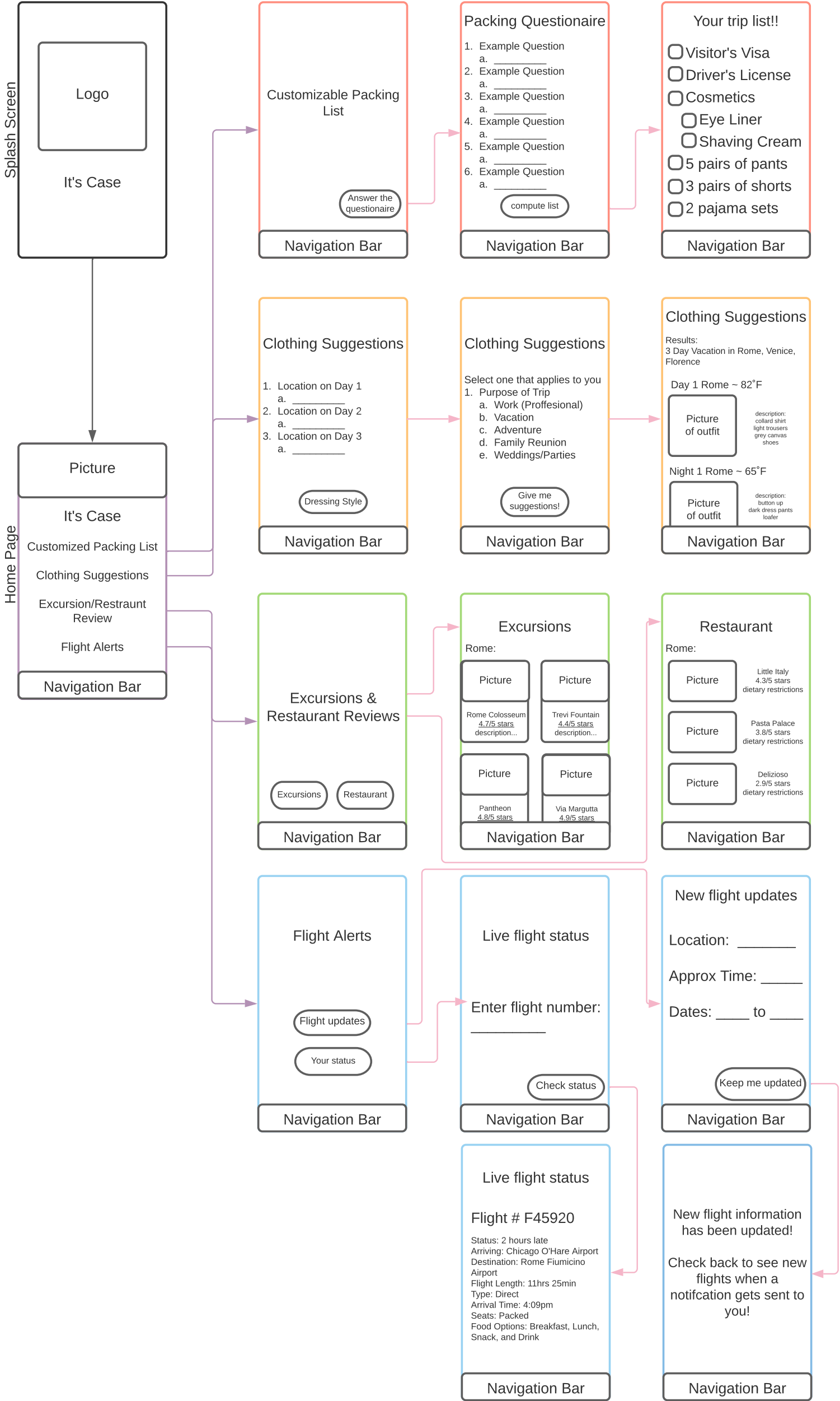
This app can be used for all ages! Whether you need to pack your child's bags or your great grandpa's, It's Case can be used for everyone. Additionally, the packing list is adaptable for any travel purpose: work, vacations, road trips, adventures... etc.

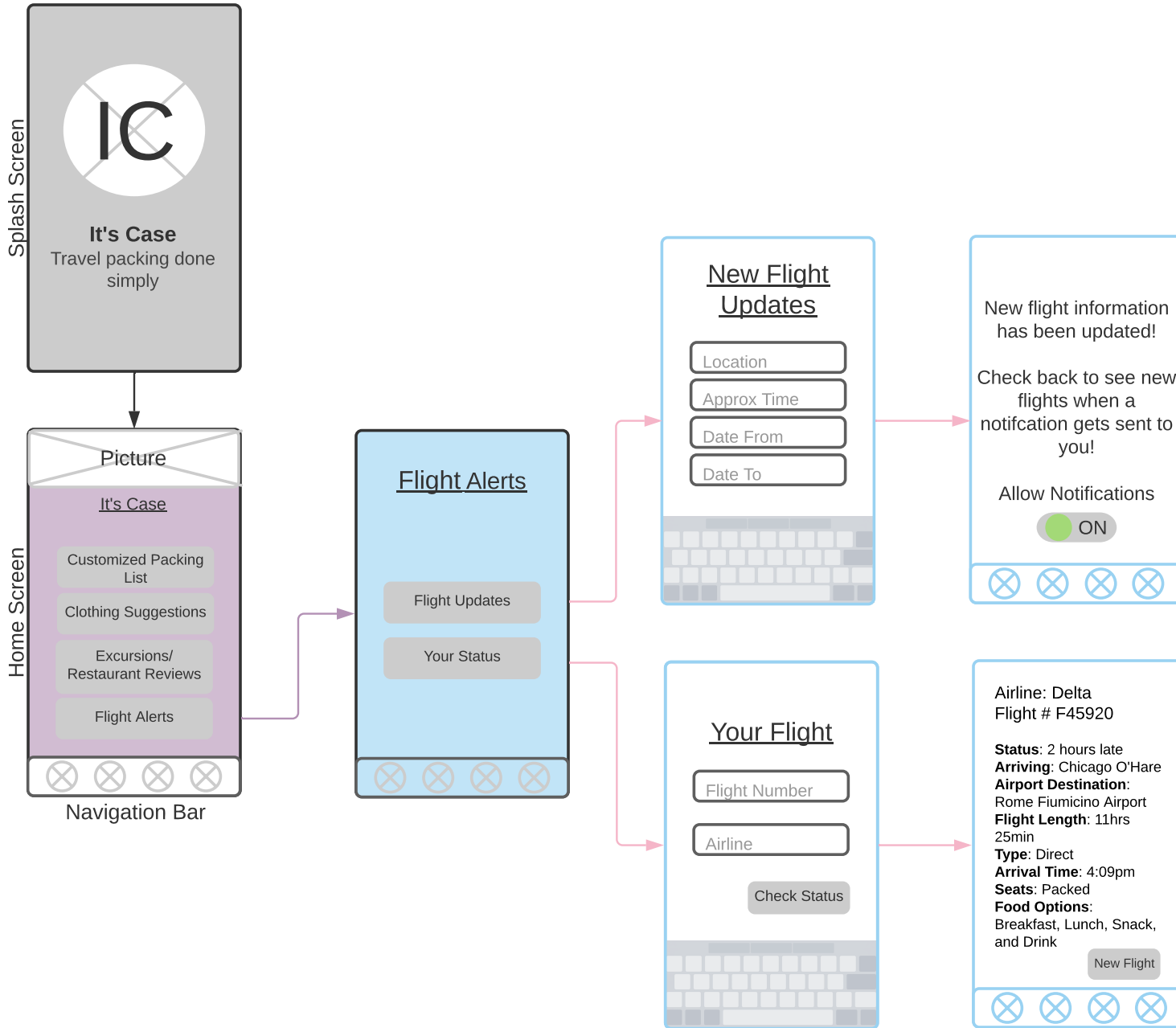
### Goals for the user:

- Simplify the packing process
- Suggest clothing tips
- Notifies them of their flight schedule
- Rates excursions in the area

### 3 similar apps:

- Trip Advisor includes reviews on tourist sites, restaurants, hotels, and flights.
- Packpoint asks similar questions to It's Case to help build the best possible packing list for users.
- Brella gives the user personal clothing suggestions based on the weather and time of day.





Comments

The navigation bar will have a back and forth button to go between the pages.

The colors correspond to the colors on the sitemap. It's used to show hierarchy.