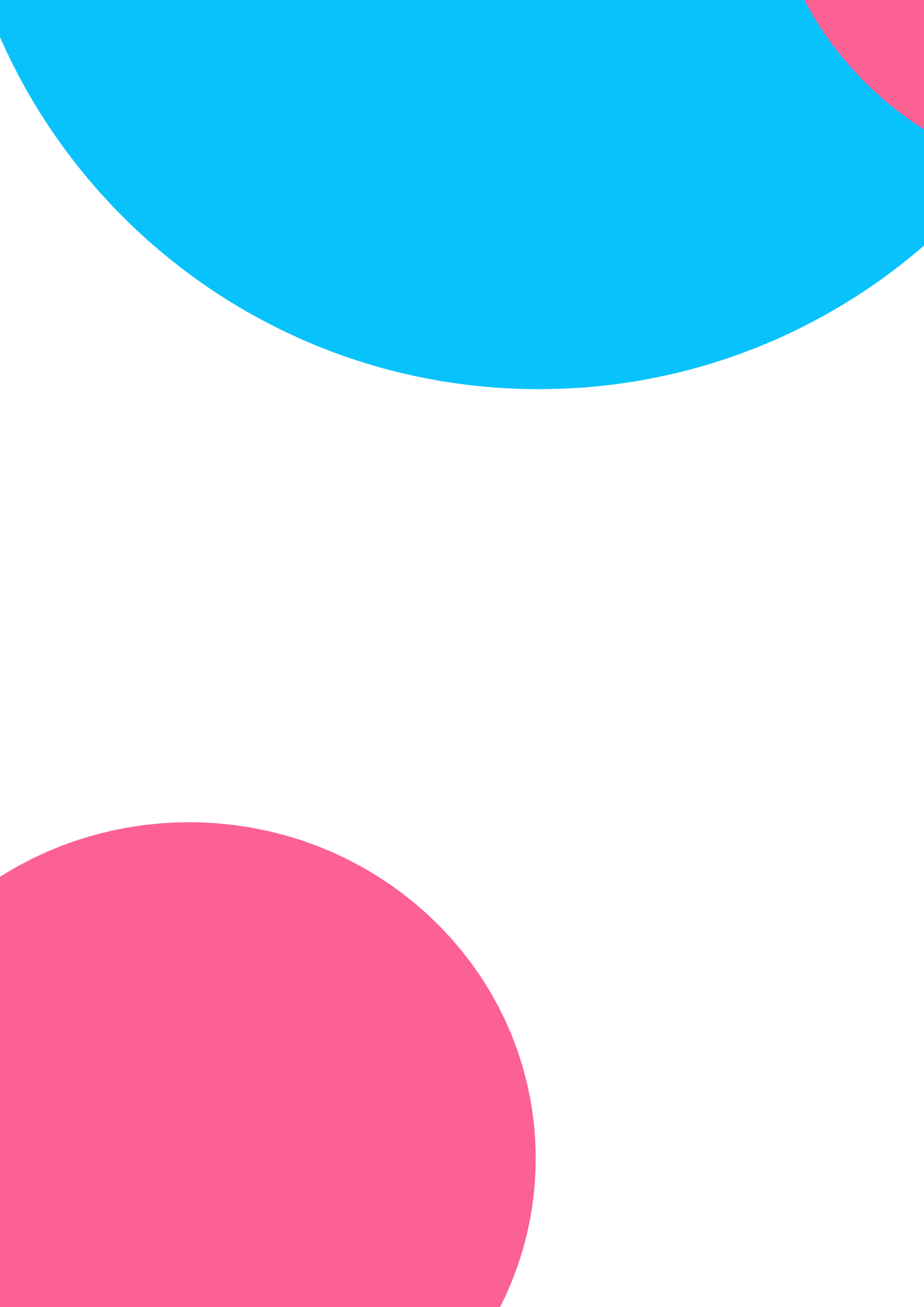# Design
# Documentation

## 04.03.02

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**WAAAY**
get off your beaten path

# Design Brief

## Description of the entity

A web mapping service that offers route planning for traveling by foot, bicycle and any other slower means of transportation suggesting alternative routes according to one's personal interests, preferences and location history. In short terms, it **offers routes off your beaten paths.**

## Target Audience

**People looking to go off the beaten path:**
**Locals** who are stuck in a rut always walking/biking/driving the same streets to work or school, always getting their coffee at the **same cafe's,** always seeing the **same faces**, **never** noticing something **new**. Wanting to break out of this pattern and make their day-to-day **life more exciting and spontaneous**.

**Travellers** who wants **more than the tourist package**. They have already done their Google research of must-sees, must-dos, must-eats in their destination, but they want more than that. They **want to be surprised and discover** different places and things on their way that most tourists never see.

## Stakeholders

**Locals businesses** that are feature d in the application (cafés, restaurants, galleries...).
**Strategic Alliance with a non-competitor** (example: bike rentals).

## Competition environment

Few applications exist but they do not offer the same features of our product.

# Vision, Mission, Values:

## Vision:

Shaping the cities of the **future** with **raising awareness** in the individual.

## Mission:

We want to change the perception of route planning services and provide an user-curated experience in the philosophies like slow living and mindfulness. Maybe the quickest way isn't always the best way. The concept invites people to **be more curious**, whether it's in their daily life or while they're traveling.

## Values:

Curiosity, mindfulness, community awareness, participatory culture

# Scope of work

## Expenses for the project:

- App Development / Programming

- Maintenance / Research (updates, finding new interesting spots)

- Marketing (advertising, promotion)

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# Communication objectives

- Interests locals and travelers and help them to discover their surroundings

- Make the target audience curious about the application and its features with the creation of promotional tools

- Dissociate the product from its concurrents by providing an innovative & accessible application

- The visual identity has to be visually attractive, modern, user friendly and evoke the discovery of new paths and new experiences

- Show a different vision of route mapping services

# Branding materials / applications

## Visual identity

- Logo

- Mobile Application

## For promotional purpose

- Website

- Screenshot of prototype with explanation to showcase the digital application in Apple Store / Play Store

- Video, animated showcase

- Stickers in some places spotted in the app
  Example "[Trademark] Too bad! You would have known this place earlier with the app!" + a QR code leading to an app store.

- A street art from a local artist. The logo + QR code leading to the app in the Apple store / Play Store

# Design Program

## Logotype

The brand name "WAAAY" reflects the idea of exploring and enjoying new routes: it sounds fun, attractive, easy to remember and dynamic.

The use of the triple "A" reminds a path that suddenly gets more interesting by wandering around and discovering new spots. It refers to the curiosity of those new experiences getting wider after each steps.

It is also an allusion of the travel idea of getting from point A to point B. The brand logotype shows more than this model in an specific manner: you will find more points A before getting to point B.

**WAAAY**

get off your beaten path

## Trademark

The shapes of the logo are forming the W of WAAAY. The two rounded lines, looking as backslashes, refer to the idea of not going the same way, taking another path and breaking this rut pattern.

The "pin" shape is the explicit meaning of finding a specific spot on a map and getting around. Its position is higher than the two lines bottom aligned. It appears aerial, floating and being in suspension giving this sense of mindfulness. It also recalls the shape of a balloon inviting for exploration and discovery.

The overall rounded shapes create a positive emotional mood representing the notion of belonging, community and the feeling of being welcome. They create movement and pace, like a travel path for the eye going around the curvy lines matching with the concept of wandering around slowly and consciously.

An alternative logo exists with two blue shades under the two backslash lines. They give another dimension to the logo and in the same way the concept of giving our path another dimension as well.

# Logo guidelines

The logo can be used with or without the name "WAAAY" and its tagline.

The logo cannot be used with its tagline in small sizes. In this case, only the trademark with the name has to be used.
The minimum size for the use of the logo with its tagline is 3 cm.

The brand name can remain only if it is still readable. The minimum size for the use of the logo without its tagline is 1,5 cm.

The minimum space between the logo and external elements corresponds of the exact same size of the "pin" shape of the trademark.

The colors of the logo can be inverted.

Those models can be used for examples as app icons, showcases or on promortional materials.

The logo can be used only on the defined color palette.

Black & White version.

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# Typefaces

In the application we are going to use two distinctive typefaces for the headers and the body text. **Roboto Black for titles & the menu** and Quicksand regular for the main text & content as, for example, descriptions of the featured activities.

## Roboto

It is built on a geometric skeleton which makes it able for convenient large scale usage. At the same time the typface includes friendy curves which aspect lines up with our intentions regarding the general feeling of the application.

## Quicksand

It is a typeface designed for screens which is where most of our appearance will take place either in the application, on our website or in online advertisement. It is also a geometric font, like roboto but modifications were made to keep it legible enough when used in small size.

# HELLO THERE
This is your new waaay of living!

# Colors

The use of blue gives a calm and soothing effect. It reflects the slow living mindset and freedom of wandering. It follows our values of consciousness and mindfulness.

It is a light but bright blue, meaning tranquility and discovery: it gives peace in mind and awareness at the same time.

All the the seven activities colors are in the same kind of tint of the main blue color. They match each activities featured in the application.

**RGB** 8 195 262
**CMYK** 0 0 67
**HEX** #08C3FC

**08**
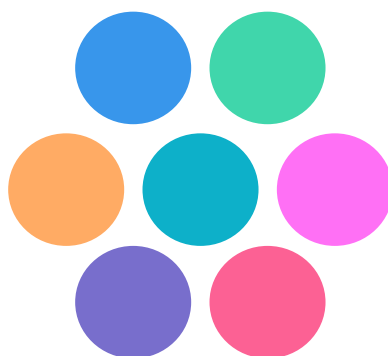
# Elements

Pictograms we use for the different activities in the application and their matching colors:

#08C3FC

**main-color**

#FFAB64

**exhibitions/ galleries**

#FF6FF4

**flea-markets**

#0EAFC9

**parks/ meditation spot**

#41D6AB

**public gardens**

#786DCC

**street art**

#FC6094

**small cafés/ roasteries**

#3996EA

**live music venues**

# Additional design elements

We will use colorful circles as ornamentation both in the application and in advertisement. This element will be used to complement the main screen of the application ( for already registered users )  where color coded circles ( as described above ) will stand for activities around the user. The size of the circle will represent the number of users that has already visited the spotted activity. With this, our intention is to make it easier for the users to navigate on the home page and, at the same time, make the overall aesthetics exciting and joyful.
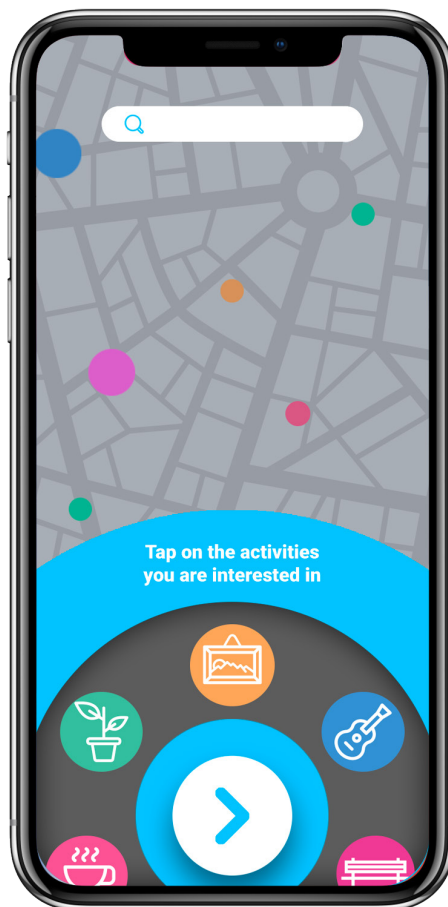
Explore

If
**George Clooney**
were you
he would visit

# Welcome screen
# for a new user
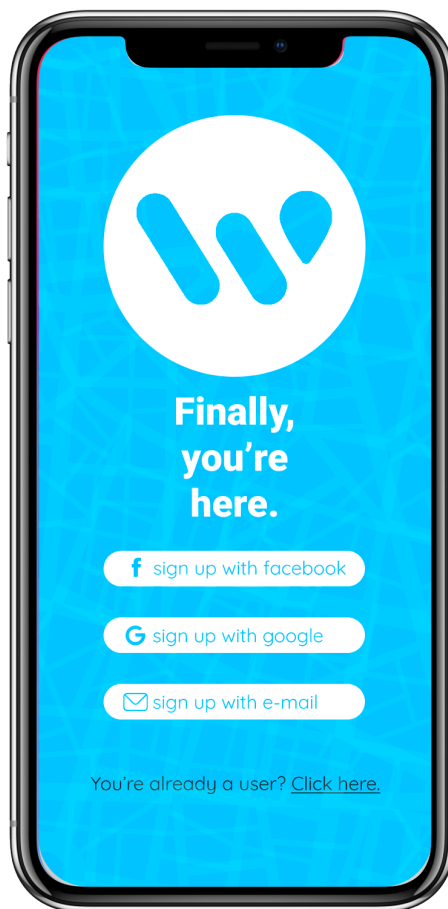
# Home page
# for a registered user
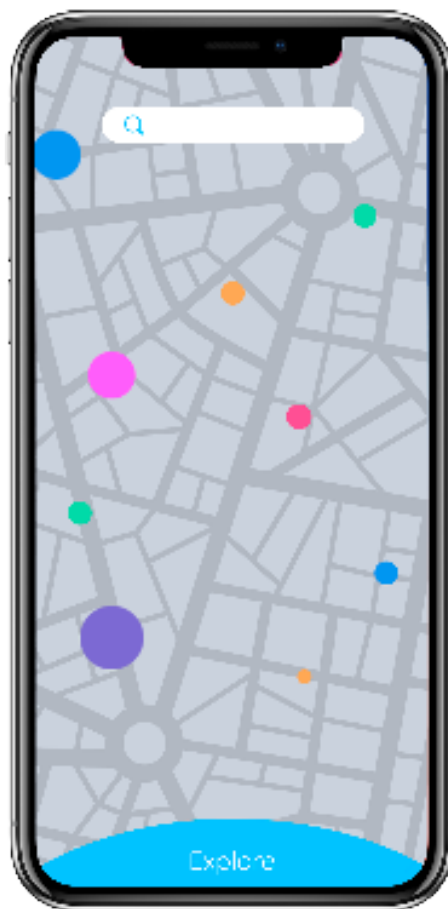
# Starting a trip
# based on preferences

# Starting a
# curated trip



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WAAAY

ABOUT    FAQ    DOWNLOAD
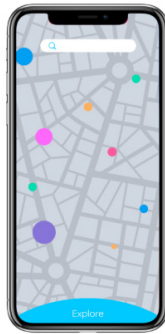
## Discover the WAAAY app!

We all know this feeling: you bike the same way to work eeevery day or when you travel, you see the same sights all the other thousands of tourists see too... Sounds quite boring, right?
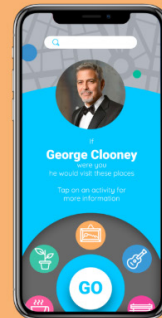
But now there is another **WAAAY**!
The new WAAAY app let's you discover places off the beaten path, even in your own home town. Who knew there were so many hidden gems on your WAAAY?!

Download on the App Store

ANDROID APP ON Google play

## Both for Locals and Travellers!

It doesn't matter whether you have been living in this city for over 10 years or you're paying your first visit. Anyone who is looking to get off the beaten path will find something new to discover on their WAAAY!

If **George Clooney** were you he would visit these places

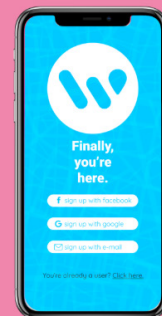Tap on an activity for more information

GO

## Choose what interests you!

So you're interested in street art? Or are you looking for the cutest local shop? Just tell us what you're looking for and we'll find a suitable route for you!

## Super easy to use!

Of course you want to hit the road as soon as possible, so there's no time for complications. Our app is super simple and easy to use for everyone. With just a few clicks you're on your WAAAY!

So download the app and let's get started!

Finally, you're here.

f sign up with facebook

G sign up with google

sign up with e-mail

You're already a user? Click here.

**Download WAAAY**

## Testimonials

**Ioana**

*I'm so in love with WAAAY, it just makes me cry of happiness.*

**Adam**

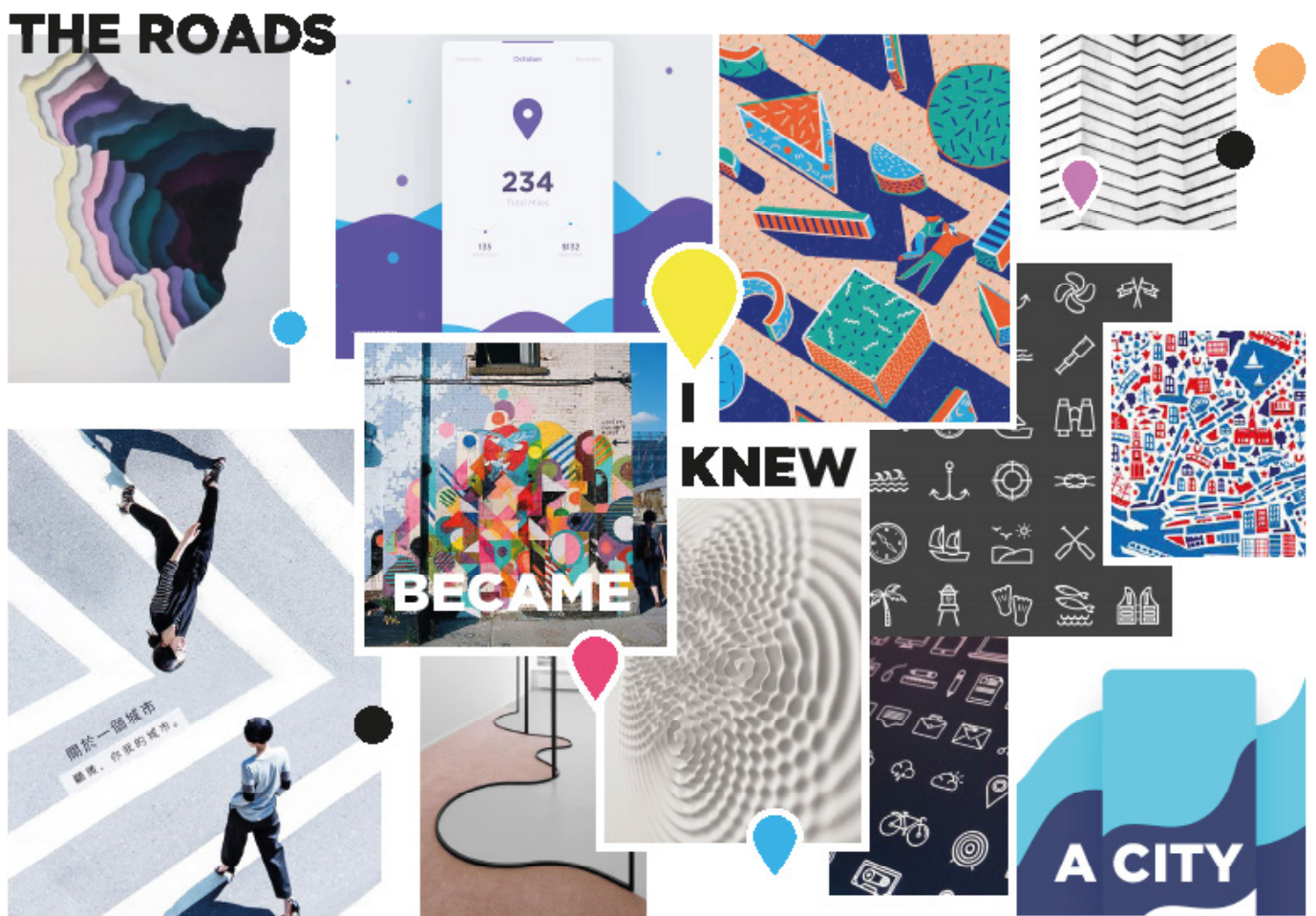*With my laziness, I never thought I would enjoy a detour so much!*

**Bence**

*WAAAY really opened my eyes to my beautiful surroundings! It's like I'm high!*

# Design Process

## Mood board

**Keywords:** Expand your universe, discover new areas, enjoy the city, open your mind, access to new paths/possibilities.

# Logo Sketches