

# THINKING LIKE A UXER





# Overall Goal

the goal of this document is to detail the concept and schedule for delivery for a new kind of localized exploration app: Sojourn

## EXECUTIVE SUMMARY

### Target Audience

Our target users will be within the college student to young professional age range, about 20 - 30. They will optimally be adventurous people, or people seeking to become more adventurous, and have free time on their hands, and are interested in discovering local and novel places of interest.

### Competition

Apps like Yelp and Google Reviews are our biggest competitors since they their brand and their loyal user base has such a long standing, and their apps are very directed towards specific goals, which is why they are so widely used.

### Risk | Opportunity

A couple risks for Sojourn is the complicatedness of the app, confusing users about what can and needs to be done. But opportunities arise in the fact that there really hasn't been an app that curates local places of interest in the form of a game while offering a crowdsourced review platform.

### Conclusion

To ensure the success of Sojourn, we will need to target and attract users by providing a seamless integration between the gamified aspect of finding these local places of interests, and the business aspect of providing value to the user through deals and specials from the business.

## S.M.A.R.T. Business Objectives

- Create a competitive application - **Measured by:** Initial user tests.  
**Deliverable by:** 2 months from start date.
- Gain 1000+ users - **Measured by:** Install and Engagement analytics within first 21 days. **Delivered by:** 21 days after product release.
- Mapping of a few major cities in California - LA, SF - after Santa Barbara - **Measured by:** Usage and location analytics in these cities.  
**Delievered by:** 3-4 months after product release for SB



## FUNCTIONAL REQS:

Login/Signup  
Map Functionality  
Addition of businesses  
Notifications for deals/fire sales  
Reviews platform  
Challenges

## SCOPE

- App: The aesthetics, intuitiveness, flow and usability of the discover/explore functionality
- Product Website: A place where more information about the app, ie. features, featured reviews, etc. can be found.
- Marketing: Our growth strategy will comprise of partnering with small local businesses to gain traction and to build a user base, by offering promotions.

## DELIVERY SCHEDULE

- Week 1: User Research, User Stories, Problem Statement, Persona Formation
- Week 2: Build User flows, low to high wire-framing, low fidelity prototyping.
- Week 3: User testing, Evaluation of issues that surfaced and solutions to solve.
- Week 4: UI completed. High fidelity prototyping with enhancements made based on user test. Second round of user testings. Evaluation of issues that surfaced and building of solutions to solve.
- Week 5-6: Hand off to Development: for both website and app.
- Week 7: Final user testings for the completed website and app. Sign off by the different teams if there are no show-stoppers.
- Week 8: Official Launch of website and app!!!