



Exploratory Research

Group Highway 15
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The Client

Traditions Highway 15 is a 346-mile-long state route in Georgia that runs north to south from the mountains to the coast. The highway is surrounded by historical sites and locations full of rich information and exciting events. Through collaboration with the Archway Partnership, which connects communities in Georgia with UGA and addresses local critical needs in these areas, we aim to create an app that highlights these historical sites for travelers along the state route. The app will populate points of interests based on a traveler's geolocation, notify them, and share more information, making for an interactive travel itinerary without the need to stop along the road. We also hope to use this app to bring more attention to these historical areas and support local Georgia communities through increased tourism.

The Inspiration

To help gather inspiration for the look and feel of the app, we researched similar travel apps that showed nearby points of interest, including iExit, ExploreHere. iExit displayed an intuitive and easy homepage that featured large icons and easy-to-read categories. We liked this style because it would work well for an older demographic which is our target demographic. ExploreHere includes a specific History tab that lists nearby historical markers. However, it was limited to paid pro-version members. This app also included a map feature that we liked and that could be helpful to visualize areas in relation to your travel route.

The Logistics

While we liked aspects of each of these apps, we ultimately want to create an app that is easy to navigate but is also intuitive and sends accurate and convenient push notifications. To understand the most effective way to schedule push notifications, we needed to do some research. Through this research, we found a tutorial from Hacking with Swift that we used as a guide. We learned that a permission request for enabling notifications is necessary, and only after this can a notification be scheduled (by means of timer, scheduled date, or location).