

Voyage

**Transform Your Study
Abroad Journey**



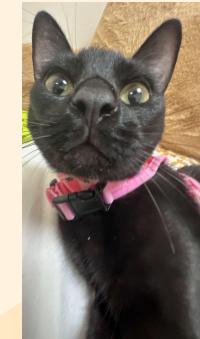
Team Kiki



Emily M '25



Charlotte Z '25





Outline



- 1. Problem & Insights**
- 2. Solution**
- 3. Design Evolution**
- 4. Demo**
- 5. Next Steps**

01

Problem & Insights





Jessie (Student)

“They need to have a **culture 101 presentation** of some sort - because they didn't teach much about the culture in class and how norms work.”



Marguerite (Student)

“I wish I could participate in more **local activities** and meet the locals!”

- Many Stanford students who participated or wish to participate in a study abroad program **desire to learn more about local cultures and local experience based opportunities** in study abroad locations.



02 Solution



Voyage

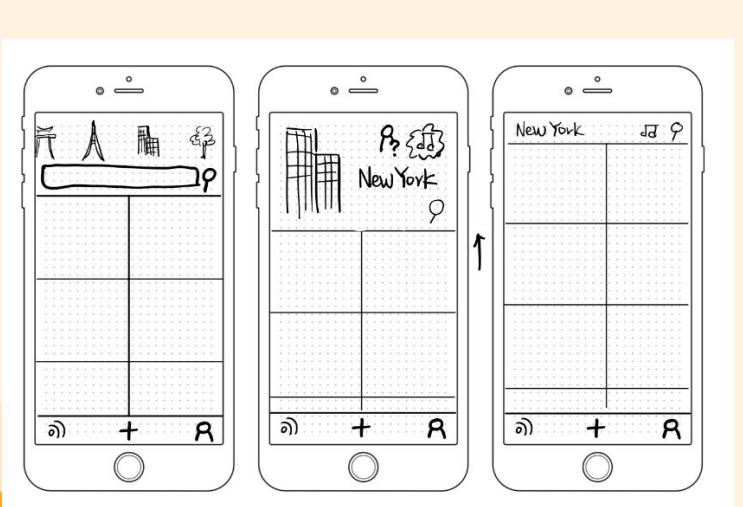
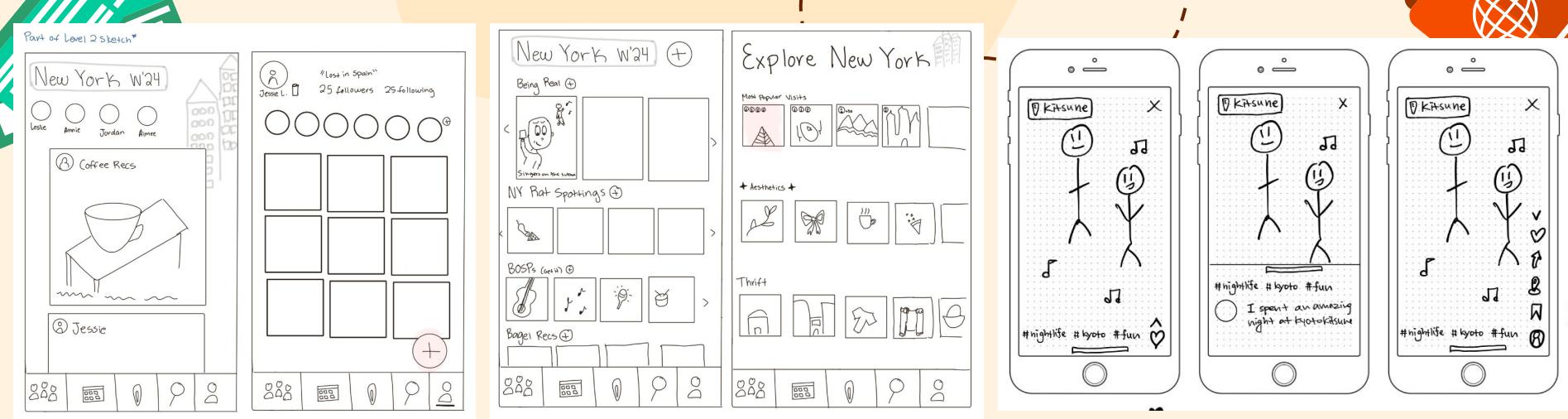
Voyage is a mobile app that aims to introduce Stanford students to **local activities** in their study abroad destination and cultivate **a sense of community** within the study abroad cohort.

03

Design Evolution



Low-Fi Prototypes



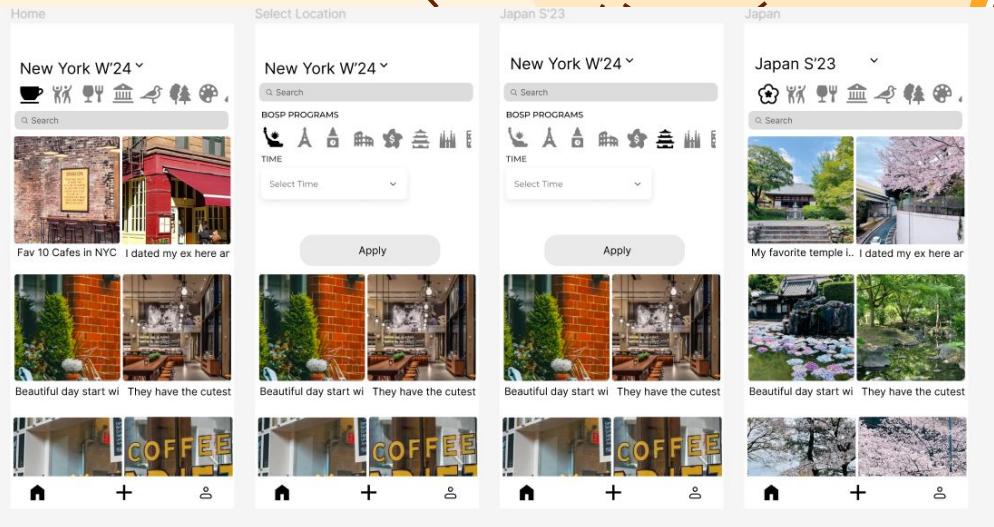
Mid-fi Prototype Iterations

Emily's First Figma

The image displays six Figma prototypes for a mobile application, likely a travel guide or local exploration app. The prototypes are arranged in two columns of three. Each prototype is labeled with the text "iPhone 14 & 15 Pro Max ...".

- Top Left:** A screen titled "Choose an adventure" featuring two circular icons: "New York" (with a city skyline) and "Washington D.C." (with the Washington Monument). Below these are four empty circular placeholder slots.
- Top Middle:** A screen titled "Stanford @ New York" showing a grid of user profiles (Joann, Valeria, Anna, Maria) and a section titled "Day in the Life". It includes a search bar and filters for "Select Any" category.
- Top Right:** A screen titled "Explore New York" showing a list item for "Variety Coffee Roasters" at "216, Brooklyn Ave, NY". The description reads "The über cozy, cute afternoon studying". It includes a search bar and filters for "Select Any" category.
- Middle Left:** A screen titled "Explore New York" showing a list item for "Coho on Madison Avenue" in "Coho, NY". It includes a search bar and filters for "Select Any" category.
- Middle Middle:** A screen titled "Explore New York" showing a list item for "Jessie L." with a photo of the New York City skyline. It includes a search bar and filters for "Select Any" category.
- Middle Right:** A screen titled "Explore New York" showing a list item for "Variety Coffee Roasters" at "216, Brooklyn Ave, NY". It includes a search bar and filters for "Select Any" category.
- Bottom Left:** A screen titled "Explore New York" showing a search interface with fields for "View locations that are:" (set to "Anywhere"), "Max 1", and "from". It includes a search bar and filters for "Select Any" category.
- Bottom Middle:** A screen titled "Explore New York" showing a list item for "FlyNYON" at "216, Brooklyn Ave, NY". It includes a search bar and filters for "Select Any" category.
- Bottom Right:** A screen titled "Explore New York" showing a list item for "Variety Coffee Roasters" at "216, Brooklyn Ave, NY". It includes a search bar and filters for "Select Any" category.

Charlotte's First Figma



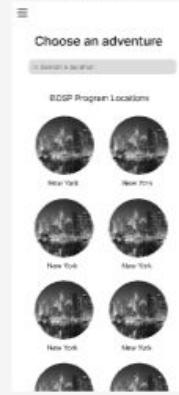
This image shows a detailed view of a mobile application interface for posting travel photos. On the left, there's a grid of preview thumbnails for a photo album. To the right, a modal window is open for adding a new post. The modal includes fields for 'Add a title' (with placeholder 'Add a caption'), a photo preview, 'Tags' (with 'Location' set to 'Imperial Palace, Tokyo, Japan, Sakurazaka...'), and 'Music' (with 'Tokyo Love Story' selected). At the bottom of the modal is a 'Post' button. To the right of the modal are four vertical cards representing different post types: 'STORY', 'STICKER', 'STICKER', and 'DRAFT'. Each card shows a large photo of cherry blossoms at the Imperial Palace. Below these cards are icons for audio, video, text, and camera, followed by a right-pointing arrow. To the far right, a 'POSTED' section shows a summary of the post just made, including the title 'Japan S'23', the location 'Imperial Palace, Tokyo, Japan, Sakurazaka...', and a caption 'Sakura at Imperial ... | I dated my ex here ar'. Below this are two more cards for 'STORY' and 'DRAFT' posts.

Things we needed to improve on:

- **Rigidity** of some of our designs
- How “**cramped**” and heavy portions of our Figma mockup felt
- Better distinguishing what we wanted with **homepage vs. explore**
- **Posting** format

AB Testing for Posting Flow

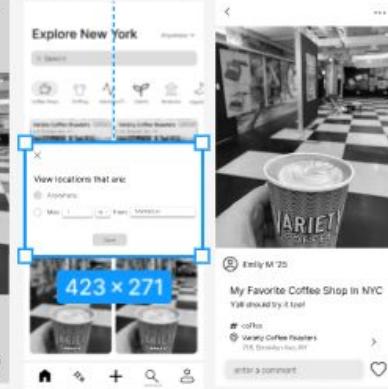
Choose Locati...



Story



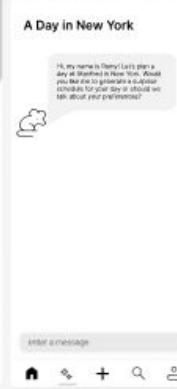
Post



iPhone 14 & 15...



iPhone 14 & 15...



iPhone 14 & 15...



iPhone 14 & 15...

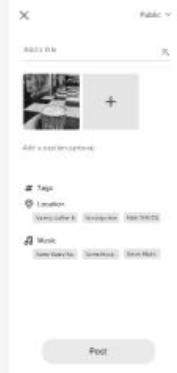


Fr...

Add Picture



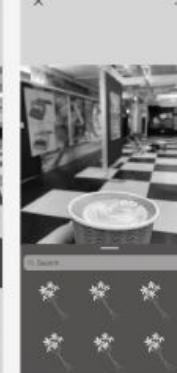
Post



Story



Sticker



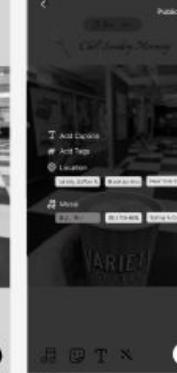
Added



Story



Setting



Share



Our RITE Testing

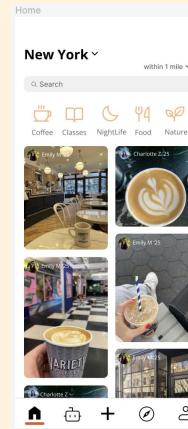
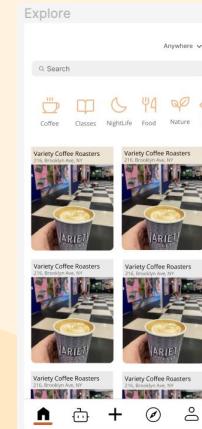


Joyce

- A/B Testing on the **posting flow** - find the multiple screen one more fun, "I really don't want to text"
- Commented on the **feed layout** - "it feels a little rigid"



VS

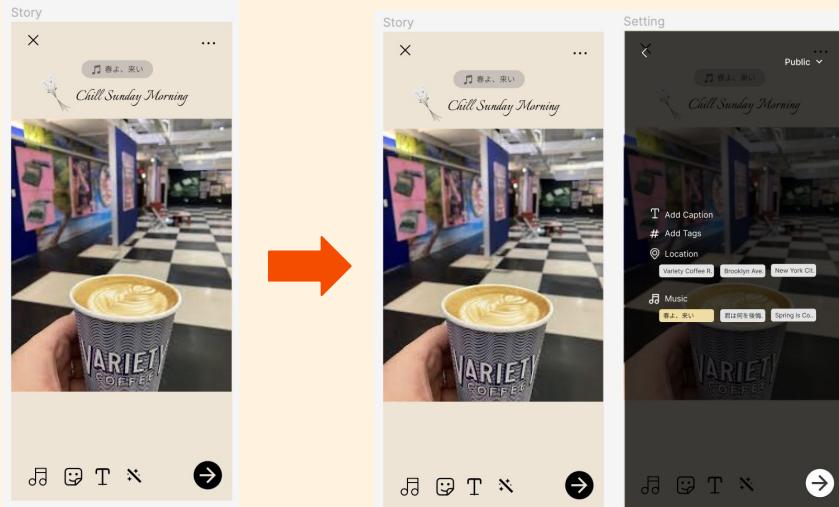


Our RITE Testing



Yihan

- How to change the **privacy setting**? What if we want to add some caption?
- How is the “home” different from the “search”?



Our RITE Testing



Jasmine

- It's confusing that you **cannot find a new activity to do in the homepage**, it seems unintuitive



Jason

- Search makes me think that I'm looking for something specific
- Music and slang is not the best "first read" to get excited about a place

New York ▾

Day in the Life

Jessie, Melissa, Alexis, Maria, Jen

The city playlist

JAY-Z ALICIA KEYS EMPIRE STATE OF MIND

City Slang

"It's a short walk"

It's actually a 30 min walk

"It's a sho

It's actually a

New York ▾

within 1 mile ▾

Q. Search

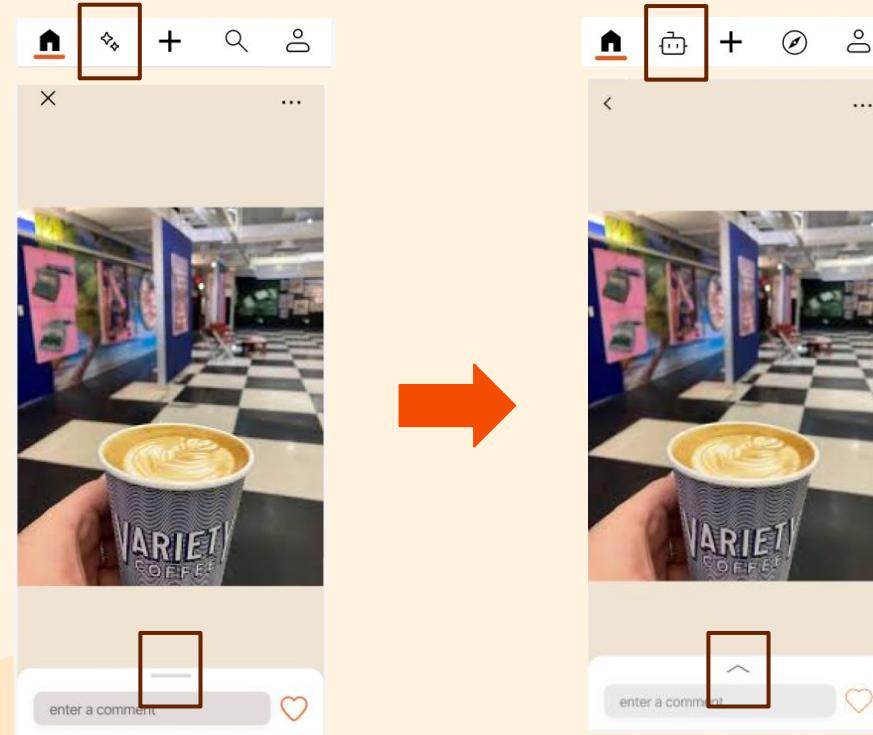
Coffee Classes NightLife Food Nature Ar

Emily M '25 Charlotte Z '25



Nicole

- The **sparkle icon** is not intuitive in relation to the purpose it serves
- When looking at a post it's confusing that you can **swipe up**



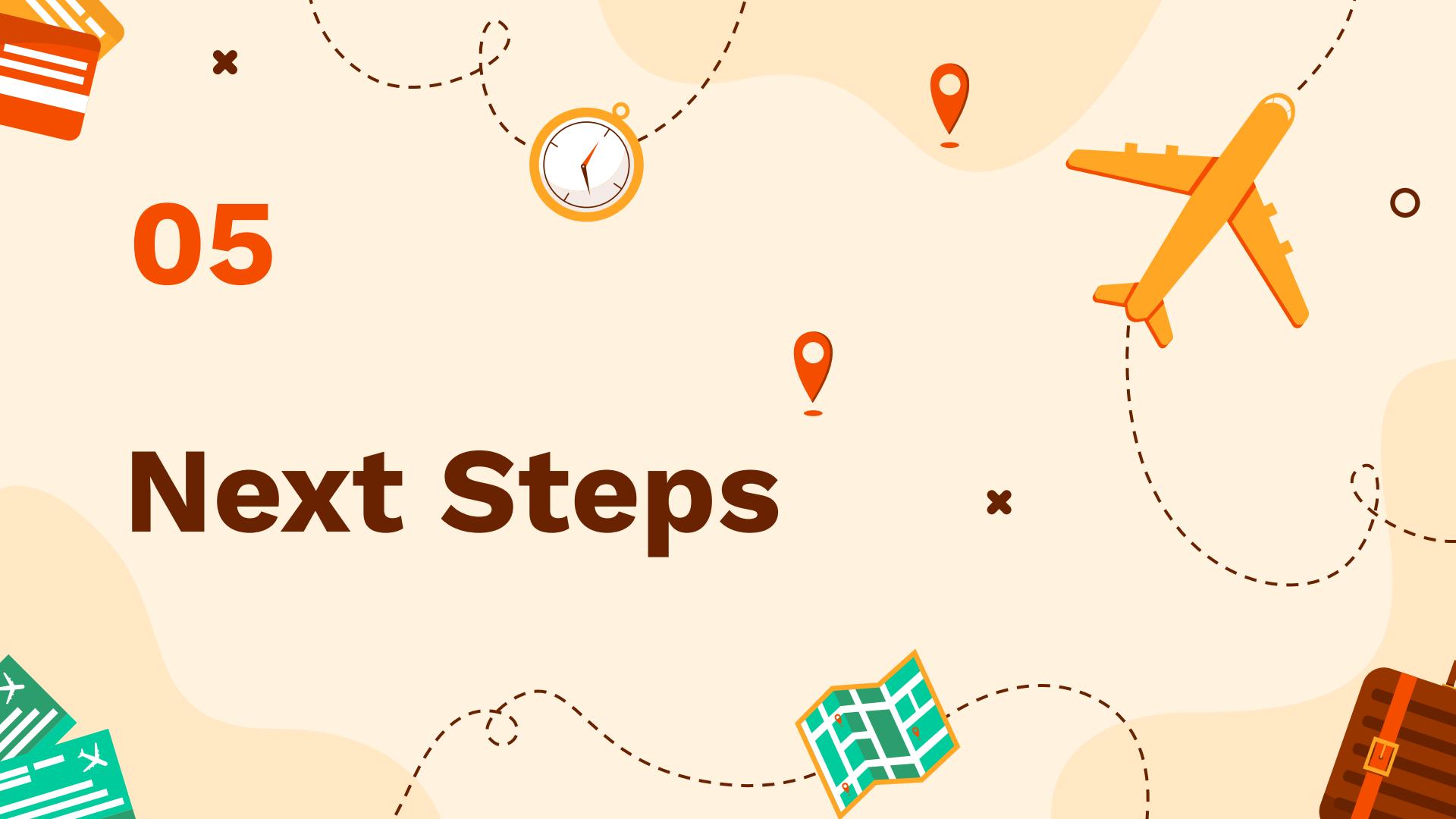
04

Demo Figma link

- **Task 1:** Find a interesting activity to do and like the post about it.
- **Task 2:** Post something!
- **Task 3:** Use the AI itinerary generator to make an itinerary.

05

Next Steps



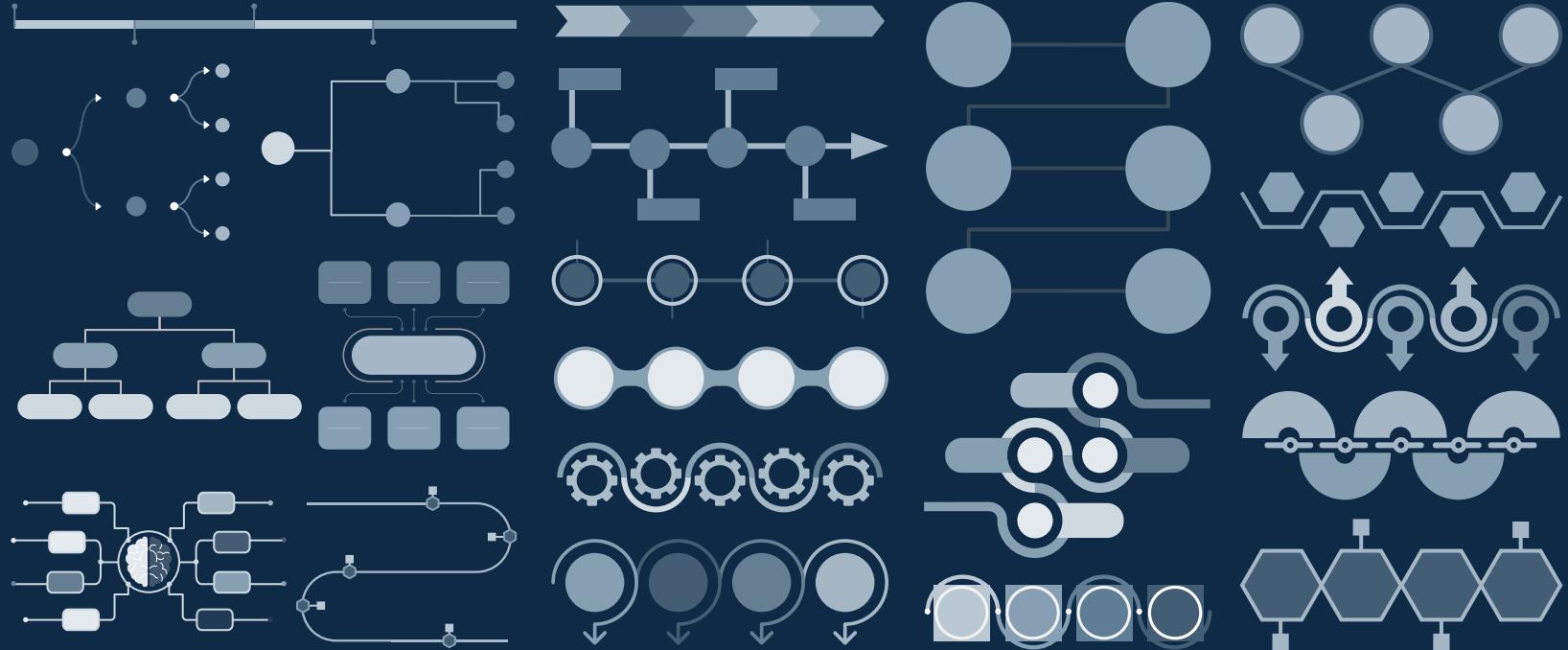
Next Steps

- **Reflect and polish the design of interactions in the app**
 - Why not Instagram?
 - What is the best way to foster community?
Group Features? Alumni Network?
 - How can we make the most out of the college audience?
- **Add more flexibility**
 - More advanced filtering

Thank you!







WE INTERVIEWED...



Jessie
Student



Adrien
Director for Student
and Academic Services



Mike
Director of BOSP Kyoto



Marguerite
Student



Defna
Global Seminar
Professor



Candy
Student



David
Global Studies
Program Manager



Julia
Academic Advisor



Amaya
Student



Matthew
BOSP lead Ambassador



Monique
Academic Advisor



Cyprien
Student



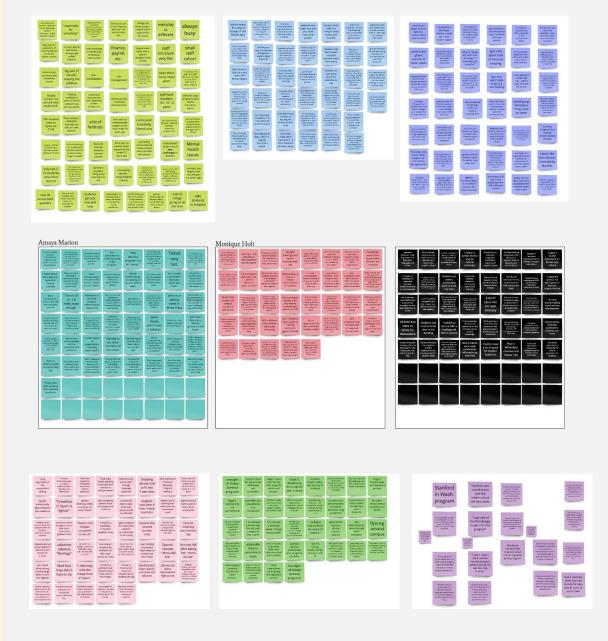
Sue
BOSP Coordinator



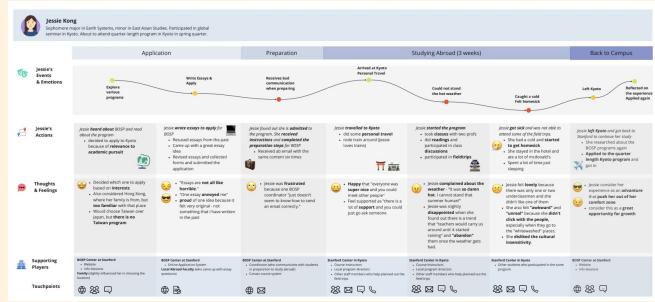
Taylor
Student

**14 INTERVIEWEES
4 ACTOR TYPES
7+ HOURS
INTERVIEW**

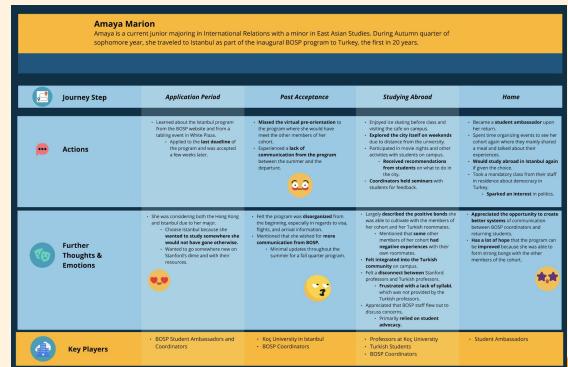
SYNTHESIS & JOURNEY MAPS



Sticky Notes



Journey Maps



SUB-THEORIES

CULTURE



Difficulty of adapting to a foreign culture often downplayed or ignored.

SUPPORT



Student support resources in abroad Settings are insufficient.

CONNECTION

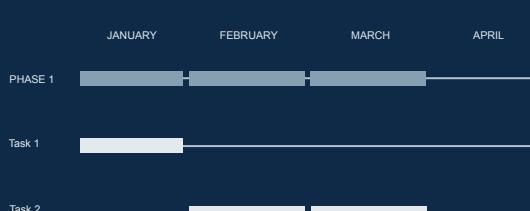
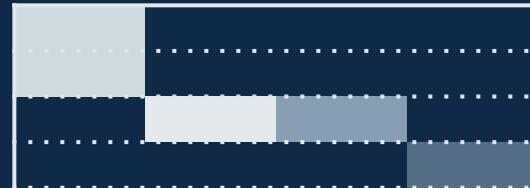
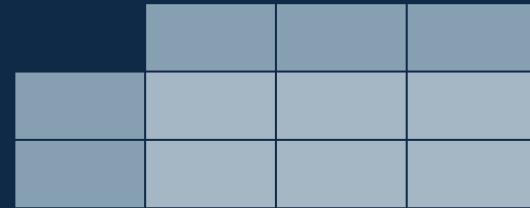
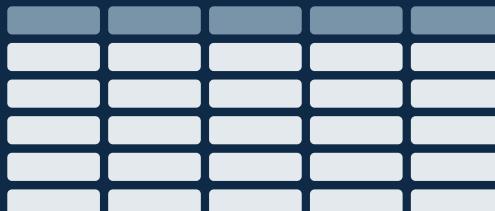
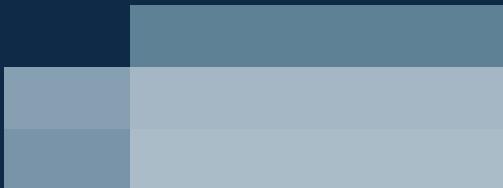
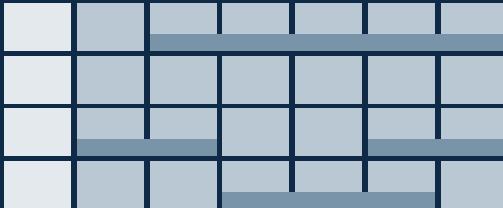


Disconnection between Academic Advisors and Local Program Administration.

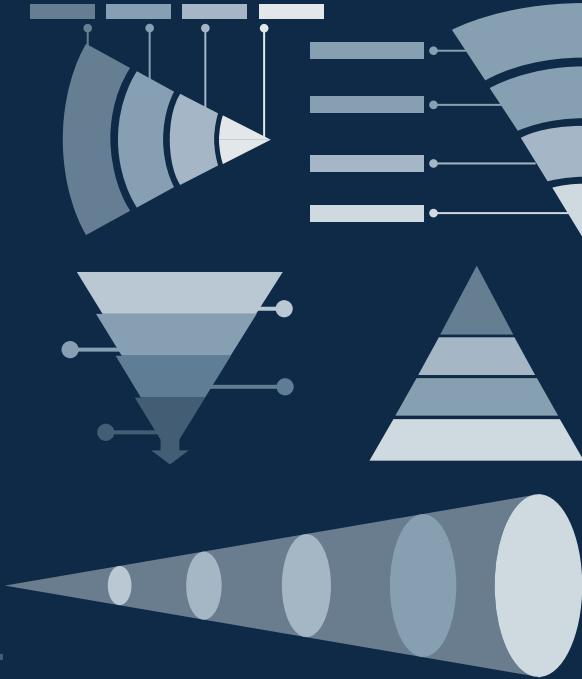
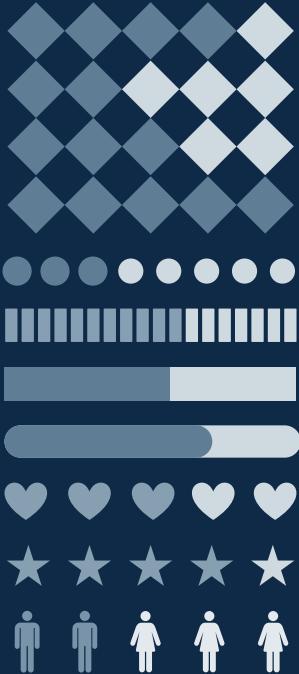
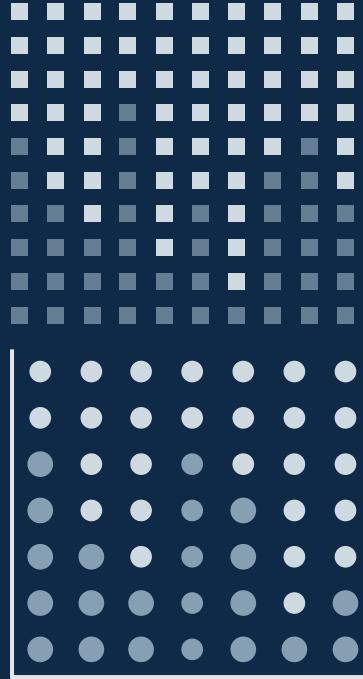
COMMUNICATION



Communication barriers and variability between students and BOSP, as well with their support systems at home.







...and our sets of editable icons

You can **resize** these icons without losing quality.

You can **change the stroke and fill color**; just select the icon and click on the **paint bucket/pen**.

In Google Slides, you can also use **Flaticon's extension**, allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Business Icons



Teamwork Icons



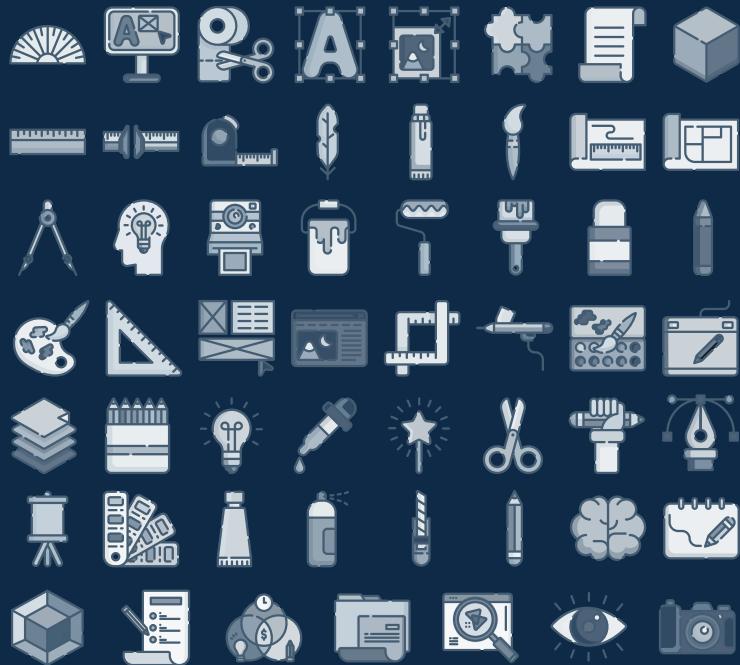
Help & Support Icons



Avatar Icons



Creative Process Icons



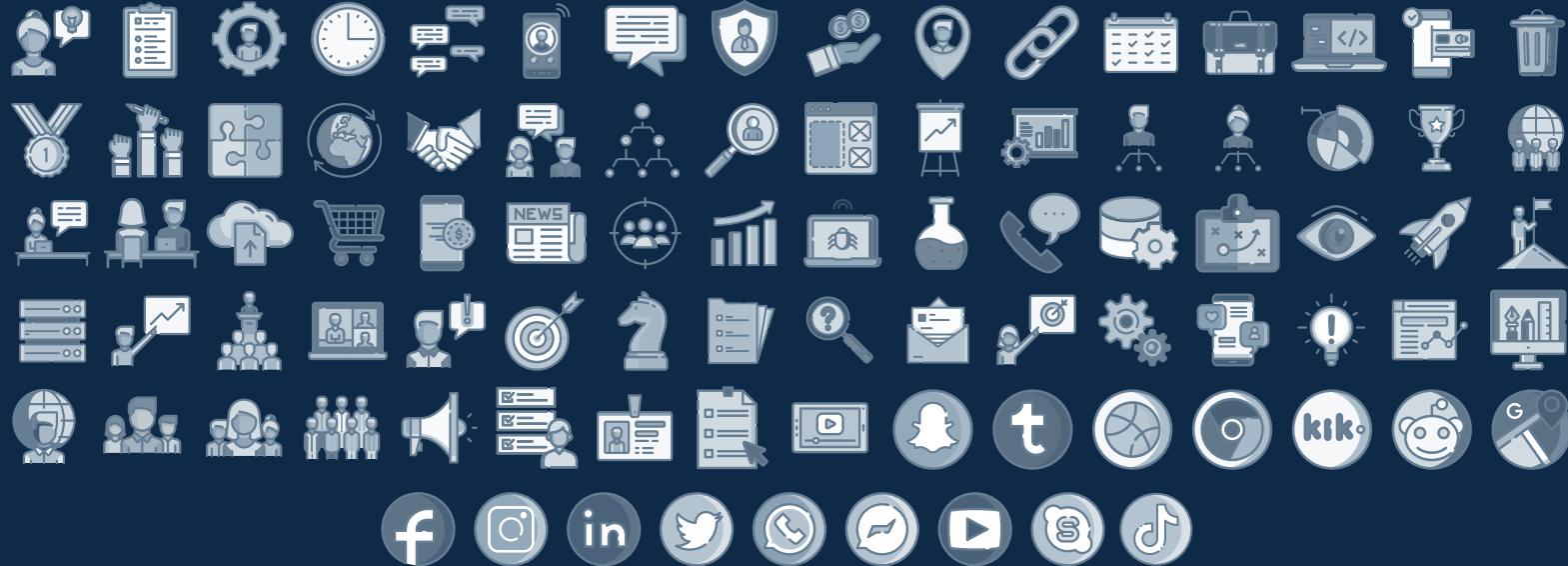
Performing Arts Icons



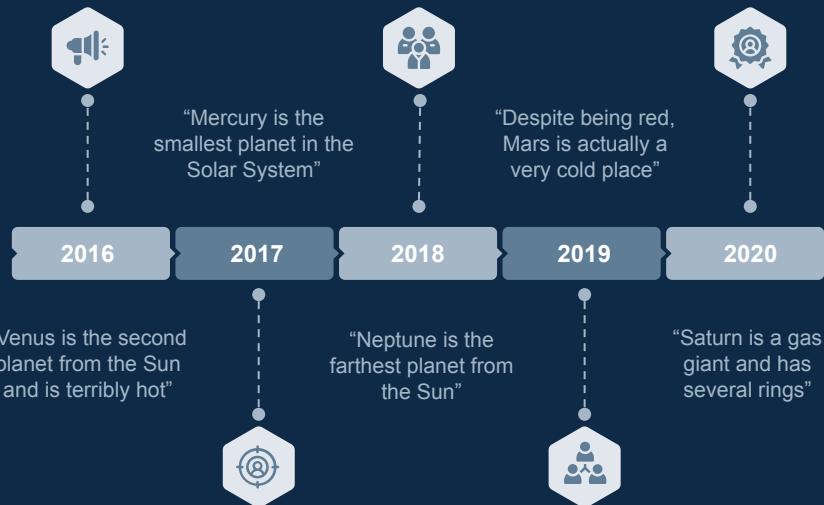
Nature Icons



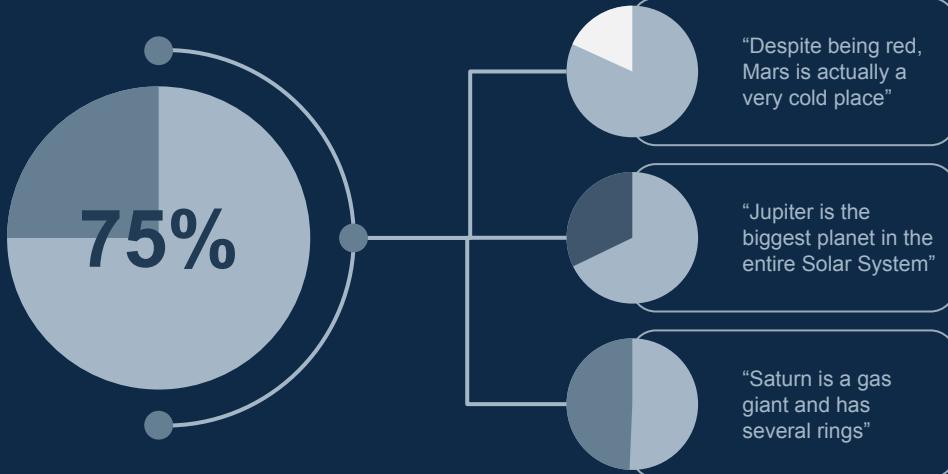
SEO & Marketing Icons



Premium infographics



Premium infographics



Premium Icons

Digital Marketing



Premium Icons

Online Learning



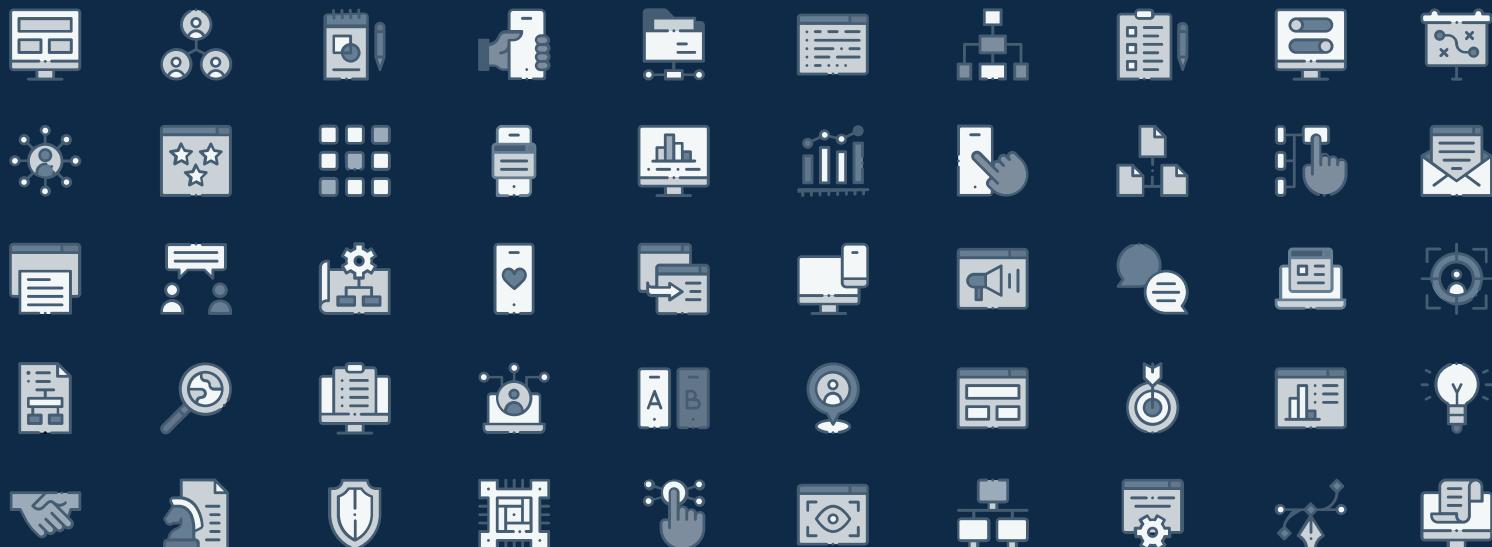
Premium Icons

Laboratory



Premium Icons

Goals & Results



Premium Icons

Infographic Elements

