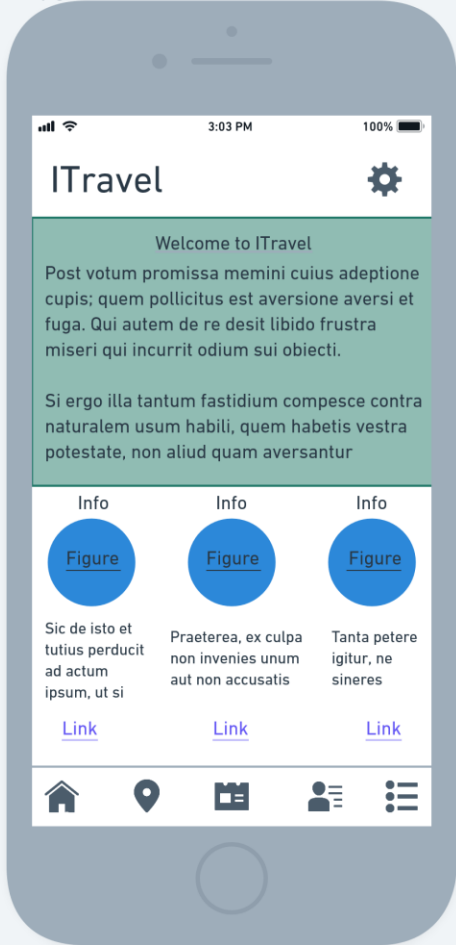
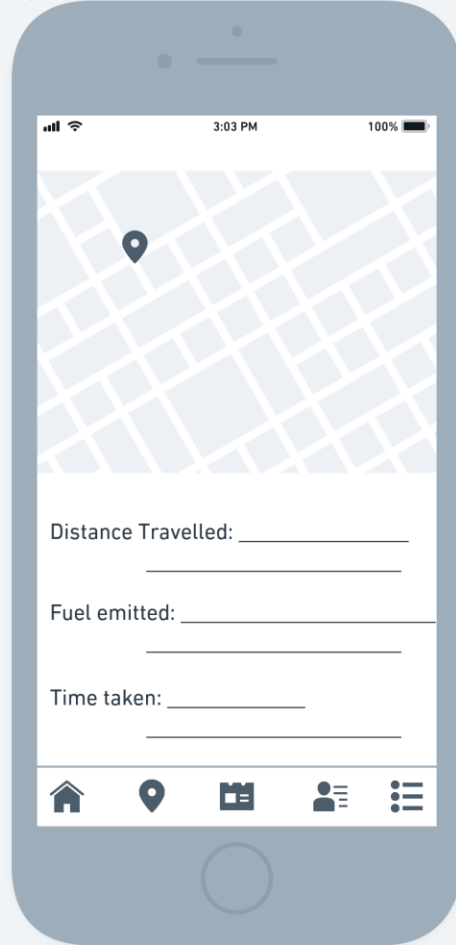


ITravel Design Concept

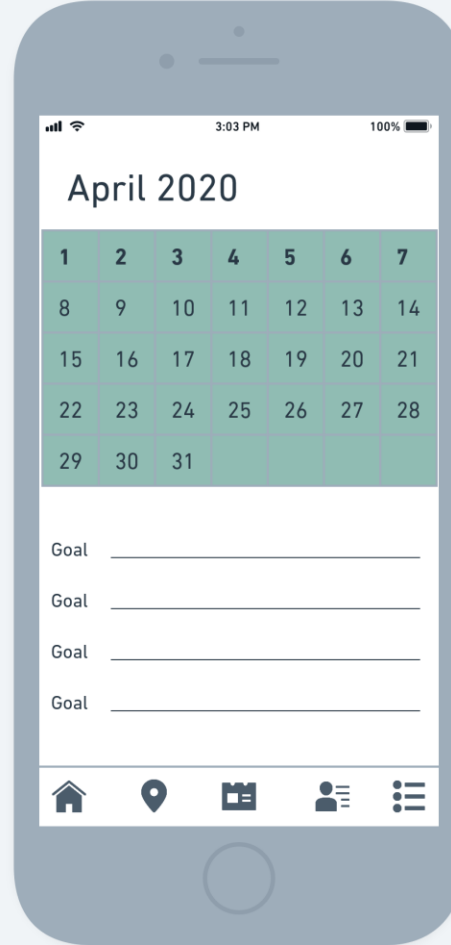
Homepage



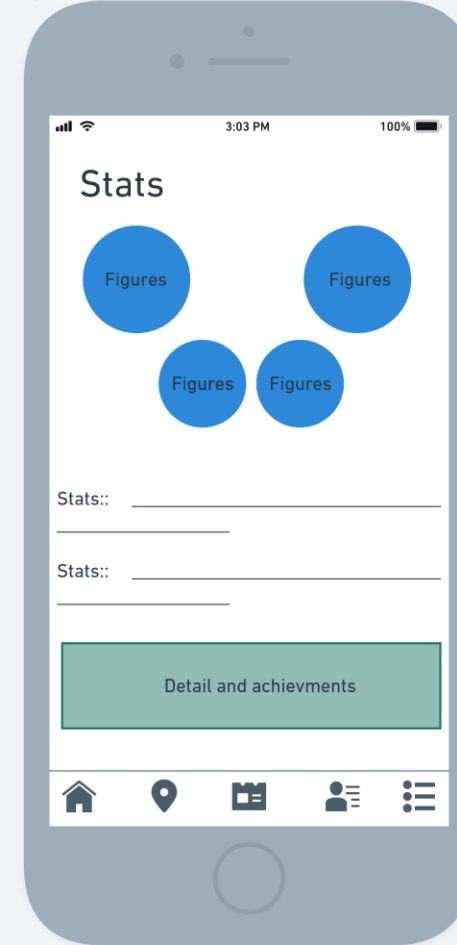
Maps/Location



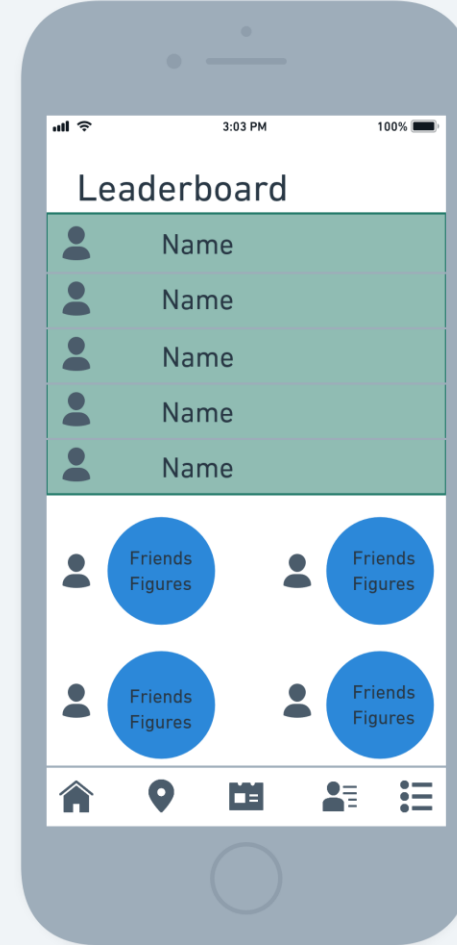
Calendar



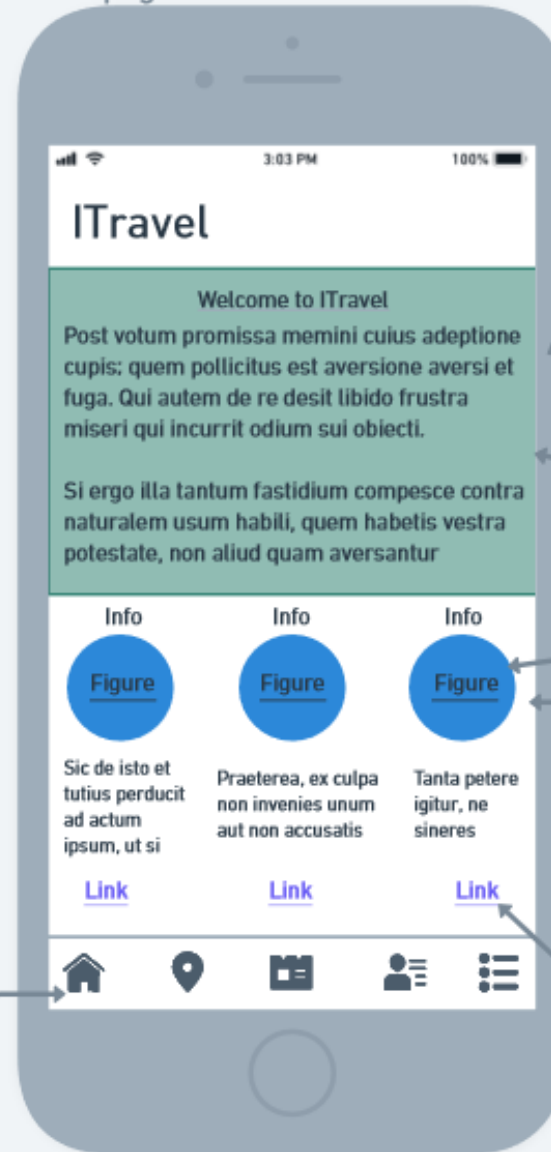
My Stats



Friends and Leaderboard



Homepage



Welcoming text and telling you the purpose and goals of the app toward you in order to develop the relationship between the app and the user to get them more inticed into using the app.

This is a green colour (moqups didnt have the proper shade) for a sustainable colour scheme

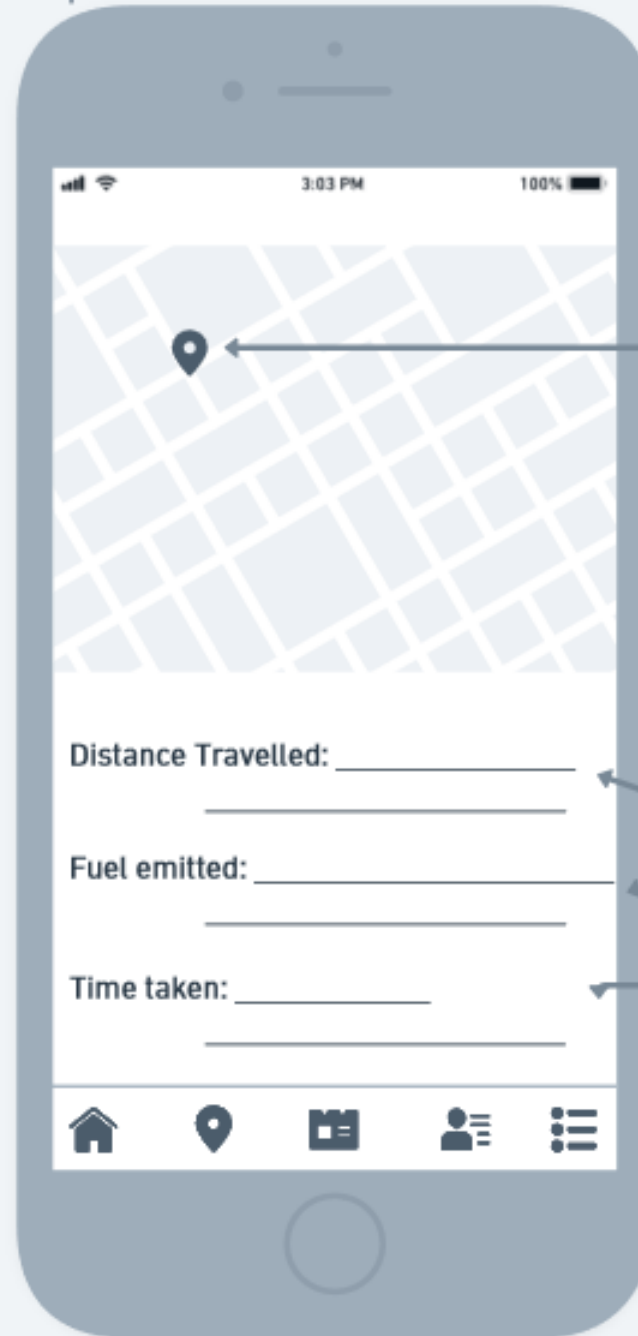
Blue colour for sustainable colour scheme.

A few important stats related to transportation use and its neagive impacts on the environment to make the user more aware of what this app was made for.

These will be links to the wesbsites i attained that information from in order for the user to get a deeper insight into the statistic and gain a better understanding which could make them want to change their habits and use my app more.

Navigation bar where i will potentially have 5 pages which can be seen to the right. Colour will either be green and blue like colour scheme or will be black/grey - this i will choose when i conduct testing.

Maps/Location



When you plug in a location on the map, all you do is click on a supermarket location and then the app will show all the possible routes you can take and from each route you click on, the information as stated below will be filled in and that's how you can see the best possible routes. After you click a route you will also be able to see the public transport opportunities surrounding your location at that point. Map will most likely be green and blue.

This information will be updated by the app when you plug in any location on the map.

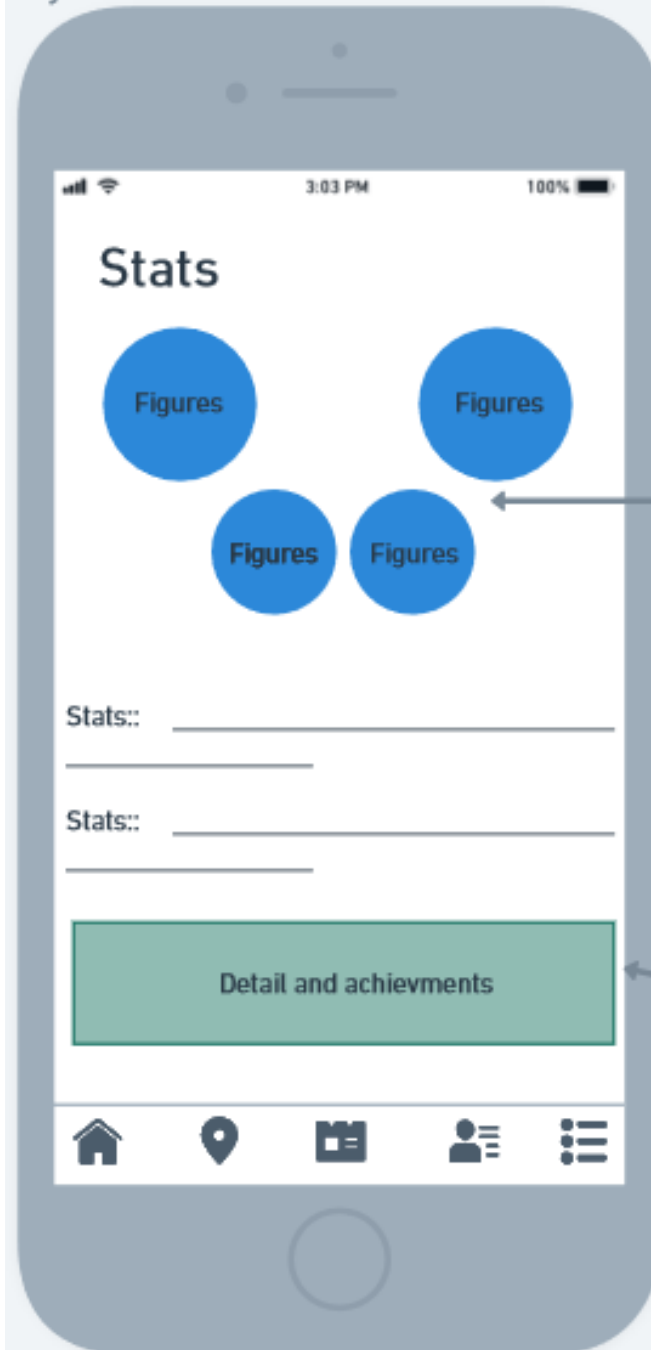
Calendar



The calendar is where users can set goals for specific days. The user can type in the goals section which dates and what Statistic they want to focus on improving, the calendar acts like a guide where they can see the dates in a more organized format so they can set their goals more efficiently. The calendar will most likely be blue as it's a clear enough colour for a calendar.

The goals the user sets for the weeks can be input here.

My Stats



Users will be able to see their combined and overall stats from all the times they have used the apps maps/navigation to travel to a supermarket in which the app stores all the progress which helps users to track their progress and keep onto their goals - will be blue like the circles on the homepage.

The app will keep the user motivated by sending achievement and prompting messages to keep them motivated. Will most likely be green (as part of the blue-green colour scheme) as green stands out and is a 'helpful' colour.

Friends and Leaderboard



This leaderboard is purely to give users a sense of achievement so they will always be interested and willing to use my app through the competitive nature that im trying to promote. Your App stores your stats and it will update everytime you use the app so your friends and your stats will be updated to see the rankings. - the leaderboard im think will be a green colour however i will have to do testing as im not sure if it will go with the nature of the leaderboard. The leaderboard will rank based on distance travelled, fuel emitted, and time taken altogether.

This is where you will be able to see your friends stats individually and then users will be able to individually compete with friends and share their stats with particular people. Friends who have the app and are regulary using it will update their stats in this section but only if they have the app. - this section will be blue like all the circles (stats sections) in the app.