Major Project Part A (Project Proposal

It is said that the smartest people know they are not smart. It is with this philosophy that I formed a team for this project.

There were several non-negotiables that I was looking for in a team:

1. Must involve an aspect of travel.
2. I must be able to learn about coding.
3. The team must be small so as I accelerate learning in all aspects of design.

Forming a team with Bastian, Lily and Jie, I was presented with the opportunity to learn from all of their individual skills sets.

**Ideation**

The team of four (which later became three) was focused on the travel aspect of Trove. I attempted to suggest we choose one idea rather than a few, however the group consensus was to merge ideas. Brainstorming together we were able to come up with an idea that potentially satisfied each member.

CityWalker was formed!

**Project Proposal**

In my view CityWalker was formed by presenting ourselves with a problem. How can we show the historical data of Trove on a map in an interesting way?

With a thorough group discussion we settled on the basic idea of creating routes around cities based upon location information available with Trove. Being in the early stages I suggested we again further look into Trove to see how we could expand upon the concept.

**Proposal Research (SWOT analysis)**

The idea refinement came with thorough research into the saturated travel space. Contact with the founder of Brisbane travel StartUp StoryBoard provided great insight to the possibilities of the application.

I also undertook an examination of the competitors space and came across a Brisbane council run initiative which produces brochures on historical location based routes around local suburbs. This validated our proposal to produce a user curated electronic version of a similar concept.

**Audience refinement**

In addition to research about competitors, I also undertook research into the potential demographics. This helped us ascertain that an audience existed for such a product, and additionally to help us focus on user needs.

We developed an online Google consumer survey which allowed us to consider what interests specific age groups are interested in when travelling. In hindsight, this survey needs significant more detail, and less funnelling questions.

I additionally performed research on the age demographics of baby boomers in order to determine whether there was a viable need for such an application.

The user research led us to develop a typical user persona, around which we could base our design decisions.

**User flow proposal**

Understanding the user and the idea was key to being able to produce a viable prototype of a user flow diagram.

This diagram helped form key decisions relating to our visual prototype, and was created in correlation with the CityWalker StoryBoard.

**Technical Proposal**

Taking all of the project proposal and presenting a plan for implementation required significant thought as to the requirements of the proposal. Significant work was placed into understanding various aspects of the project, from coding education through to obstacle elimination.

**Reflection**

Ideating and proof of concept are interesting areas for product design. It is suggested that at this stage in future developments, that further research is done into the problem space. A more creative solution could possibly produce a much more interactive and novel idea later down the track.