

ED-Trek

Educational travel app designed to support student-learning during vacations and travel.



UI/UX Case study

XD AI in Ps

Overview

Engage your child and peek their curiosity as they embark on their own educational journey throughout your next trip.



Prevent the 'summer slide'!

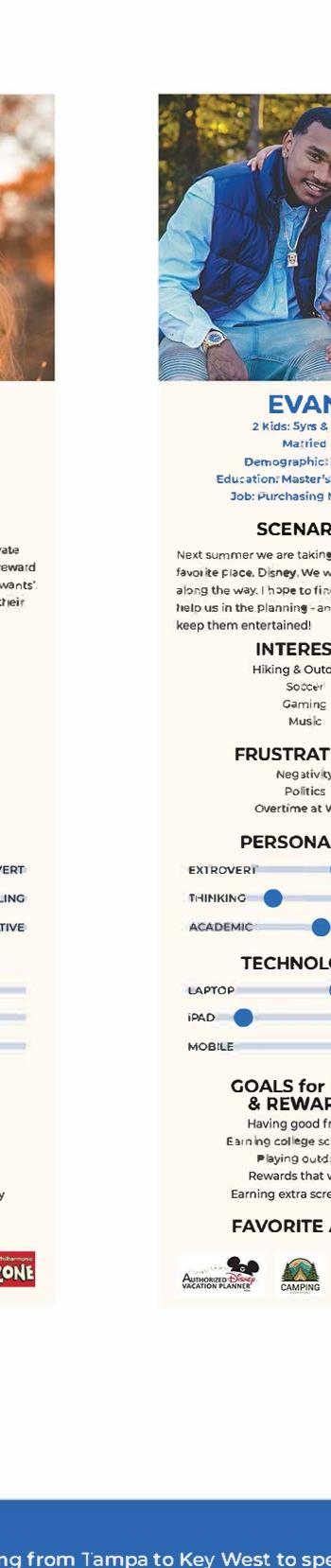


Objective

To provide educational activities and family experiences during a trip which are relevant to the chosen route.

Challenge

Create an integrated app featuring opportunities for family engagement and educational content throughout all aspects of a journey.



Did you know?

by 3rd grade, "summer slide" loss of

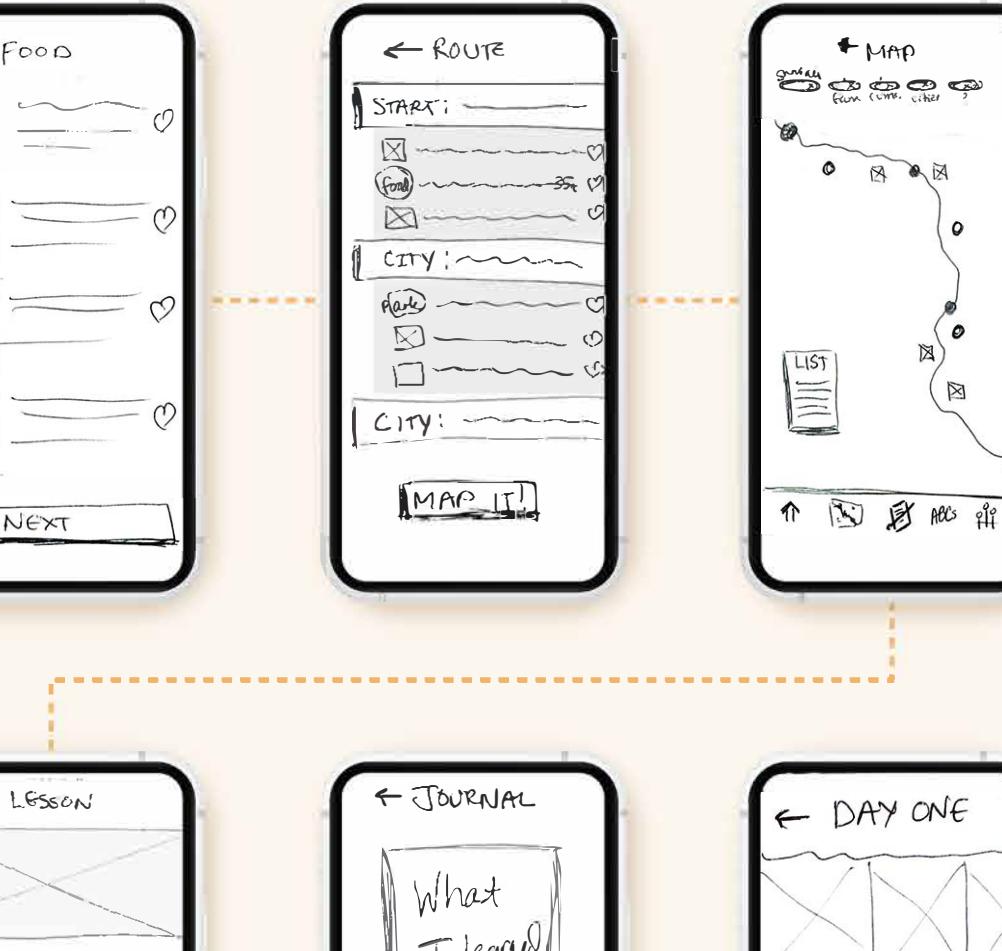
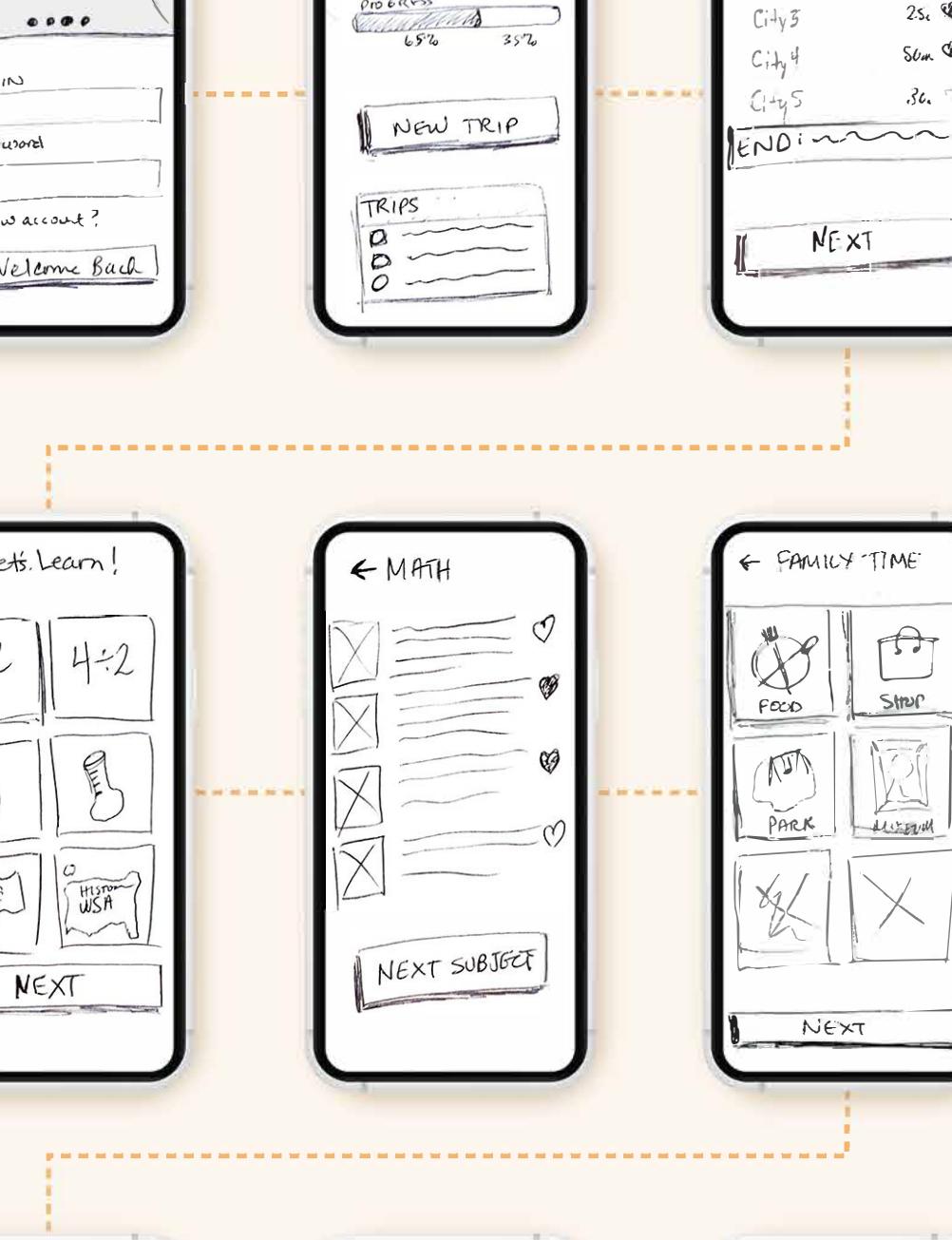
20% loss in reading

27% loss in math

by 7th grade, "summer slide" loss of

37% loss in reading

50% loss in math

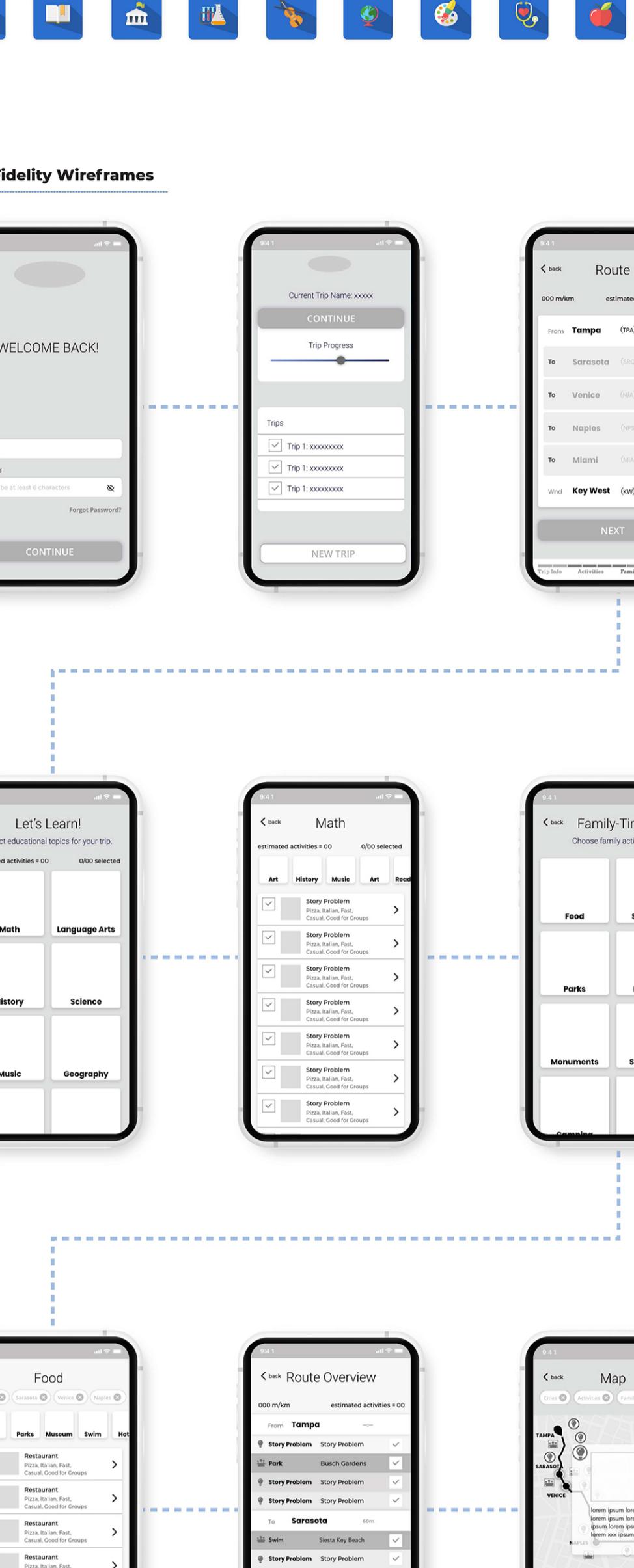


The Design Process

Mood Board



Logo Development

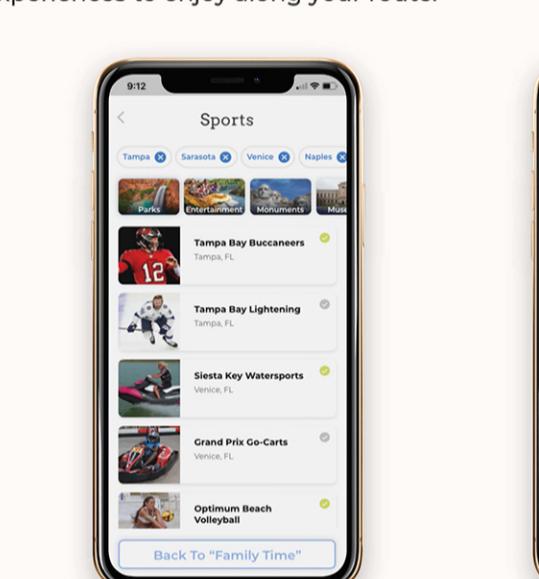
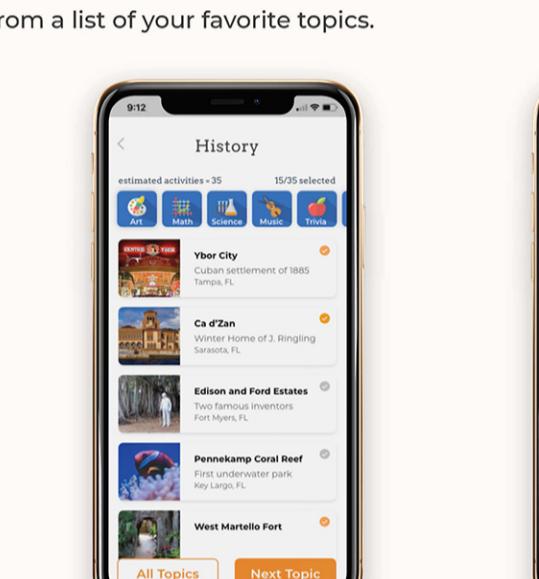
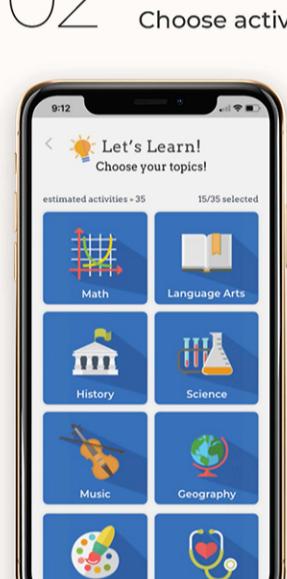


Color Palette

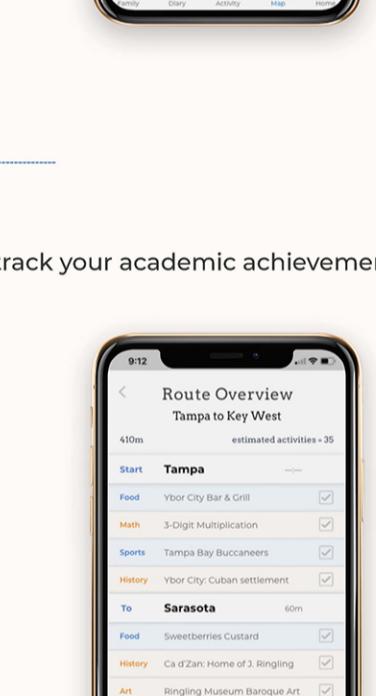
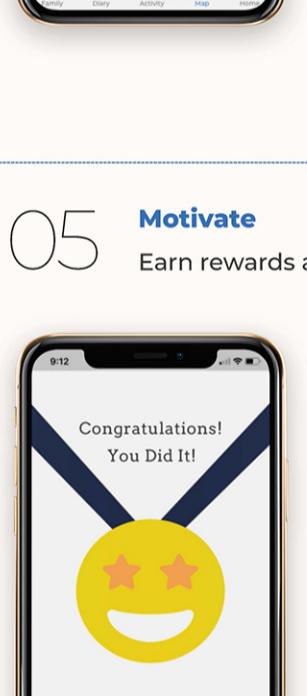
Primary Color - Shades



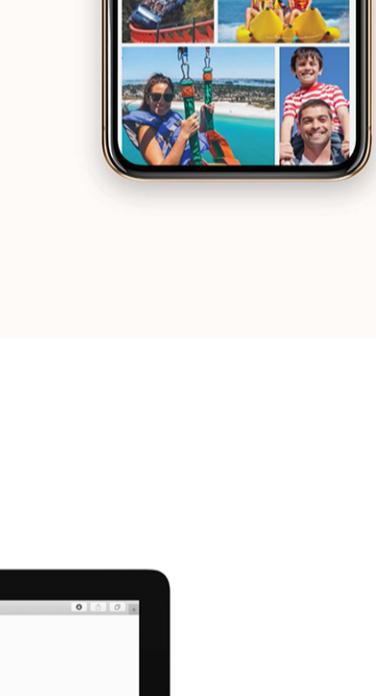
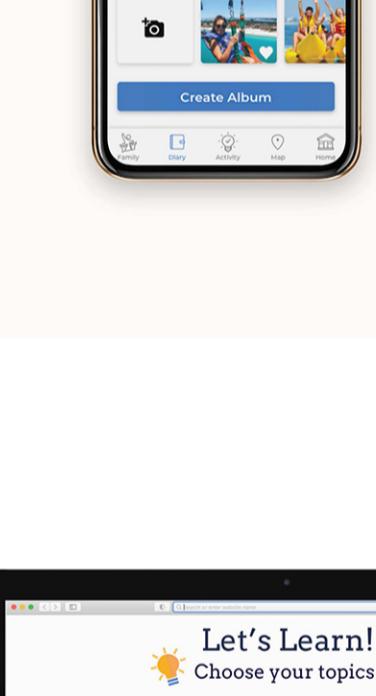
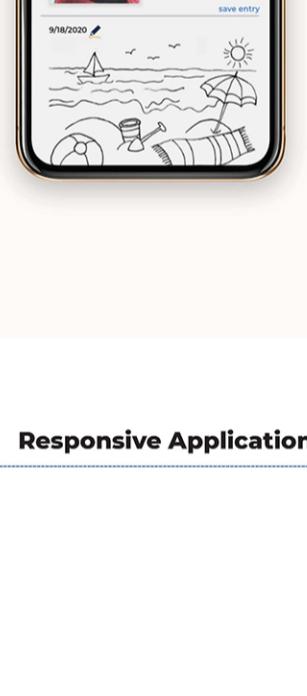
Typography



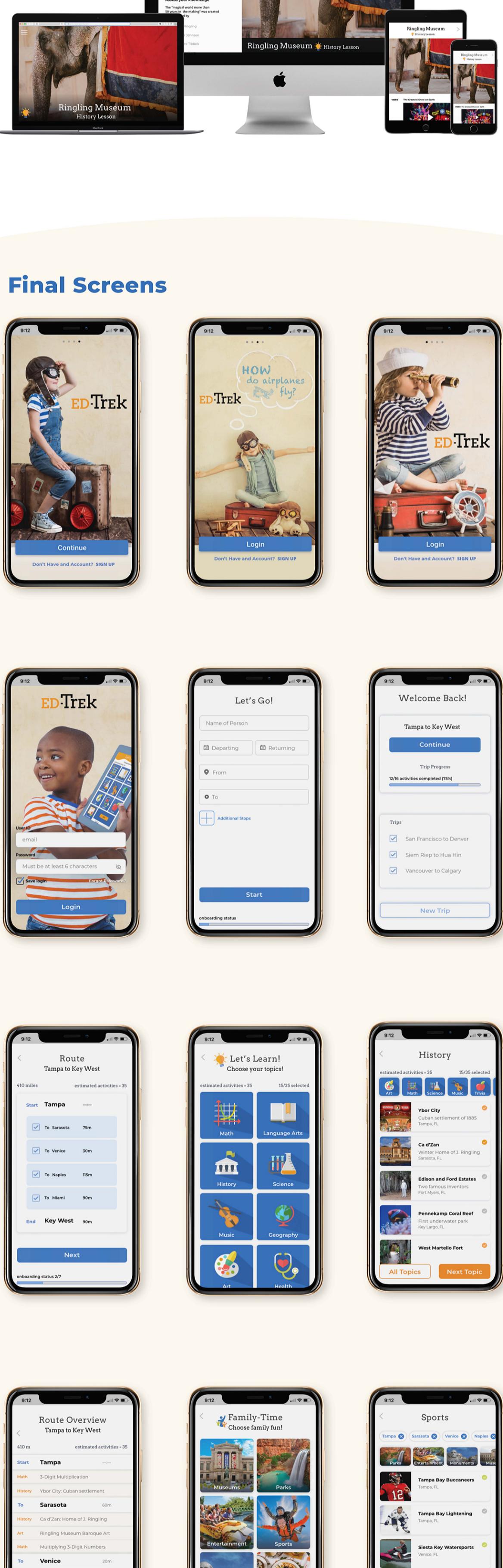
Iconography



Illustration

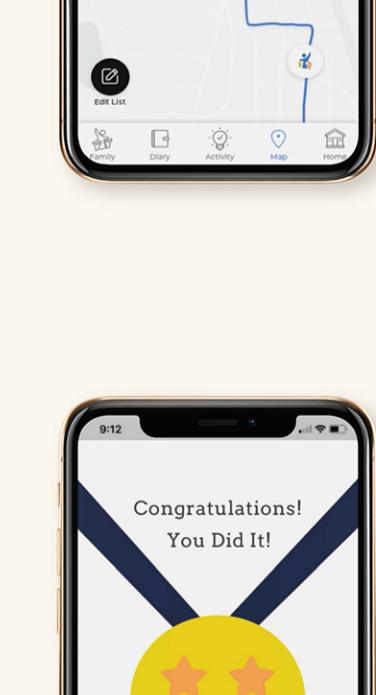


Mid-Fidelity Wireframes

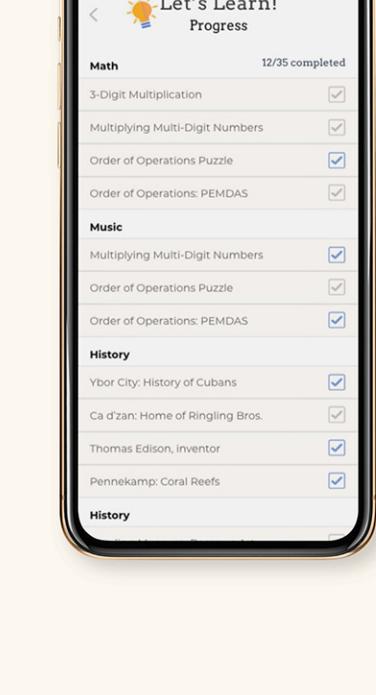
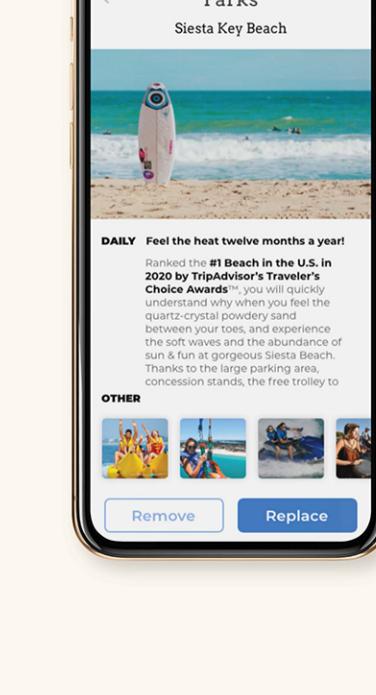
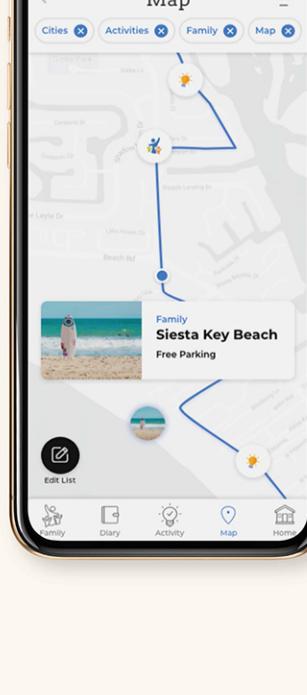


How it Works

01 Captivate
Return to your trip or choose a new route.



02 Educate
Choose activities from a list of your favorite topics.



03 Anticipate
Select fun family experiences to enjoy along your route.



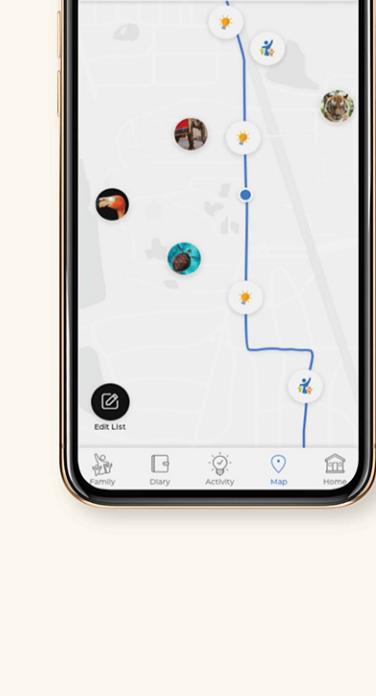
04 Navigate
Route populates with academic activities as well as family-fun experiences.

05 Motivate
Earn rewards and track your academic achievements.

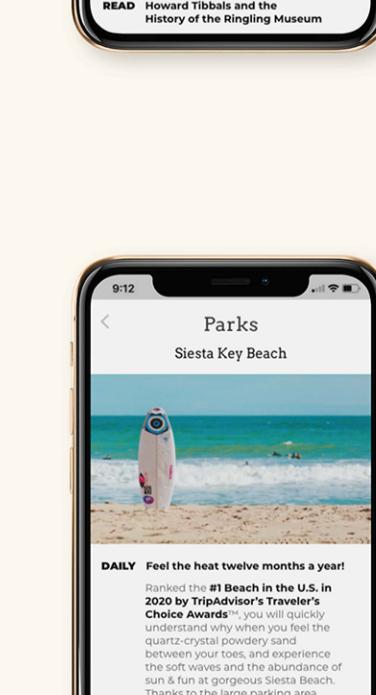
06 Celebrate
Personalize your journey. Capture precious memories with photos and videos.

Responsive Application

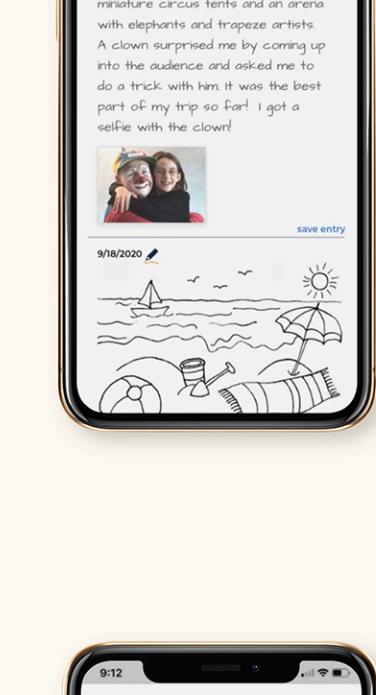
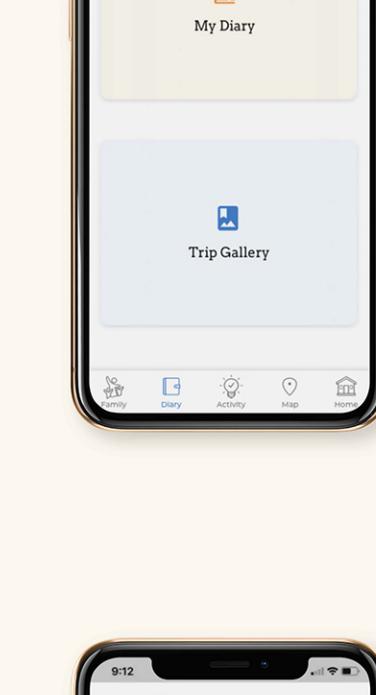
Final Screens



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