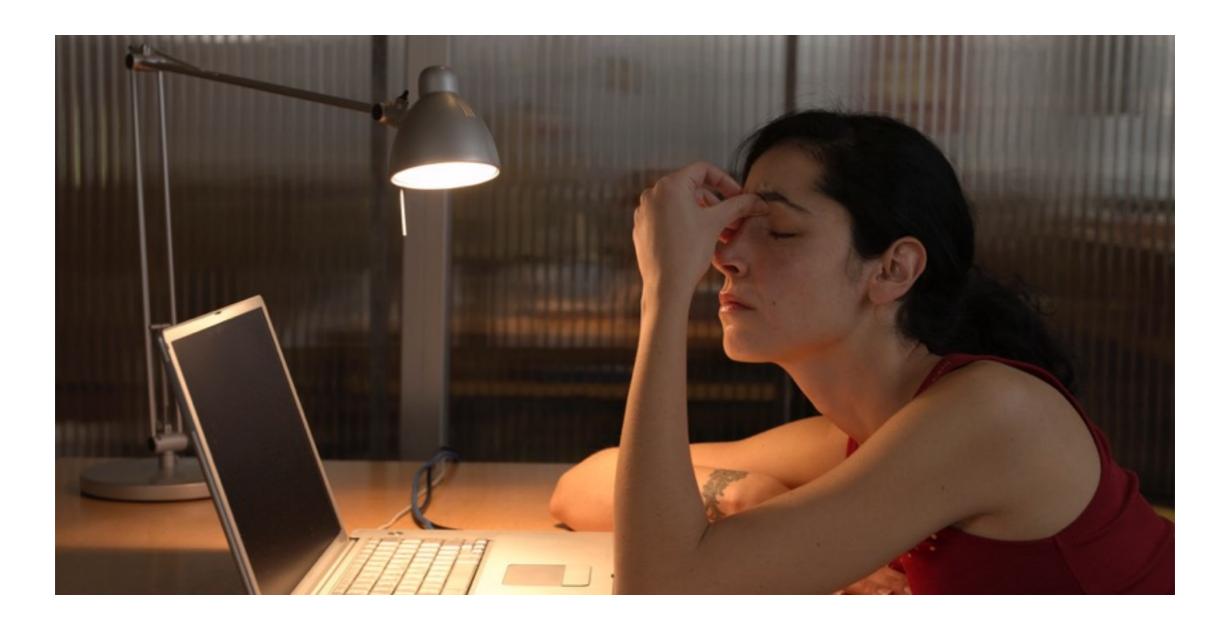
# INTRODUCING

# ZEALIST

## We all want the **PERFECT** vacation



But this is how most of us feel when it comes to planning it

# TOP 5 CHALLENGES WITH CURRENT RESOURCES:

- News and media
- 2. Google
- 3. Third party review sites
- 4. Social media
- 5. Email / Notes

Content overload

Too mainstream and often outdated

No trust in strangers' opinions

Friends' travel info not aggregated

Difficult to dig up and share

Overall, the whole process just takes way too much time.

<sup>\*</sup>Based on a proprietary set of interviews with 200 global participants, M & F ages 20 - 55



An app for proud and passionate travellers to find and trade tips with those they trust



### **STORE**

Create and keep all your travel notes in one place

#### **CONNECT**

Add friends and check out their travel stats



#### **DISCOVER**

Look up a country and see who's been there





Keep track of your travel coverage and statistics

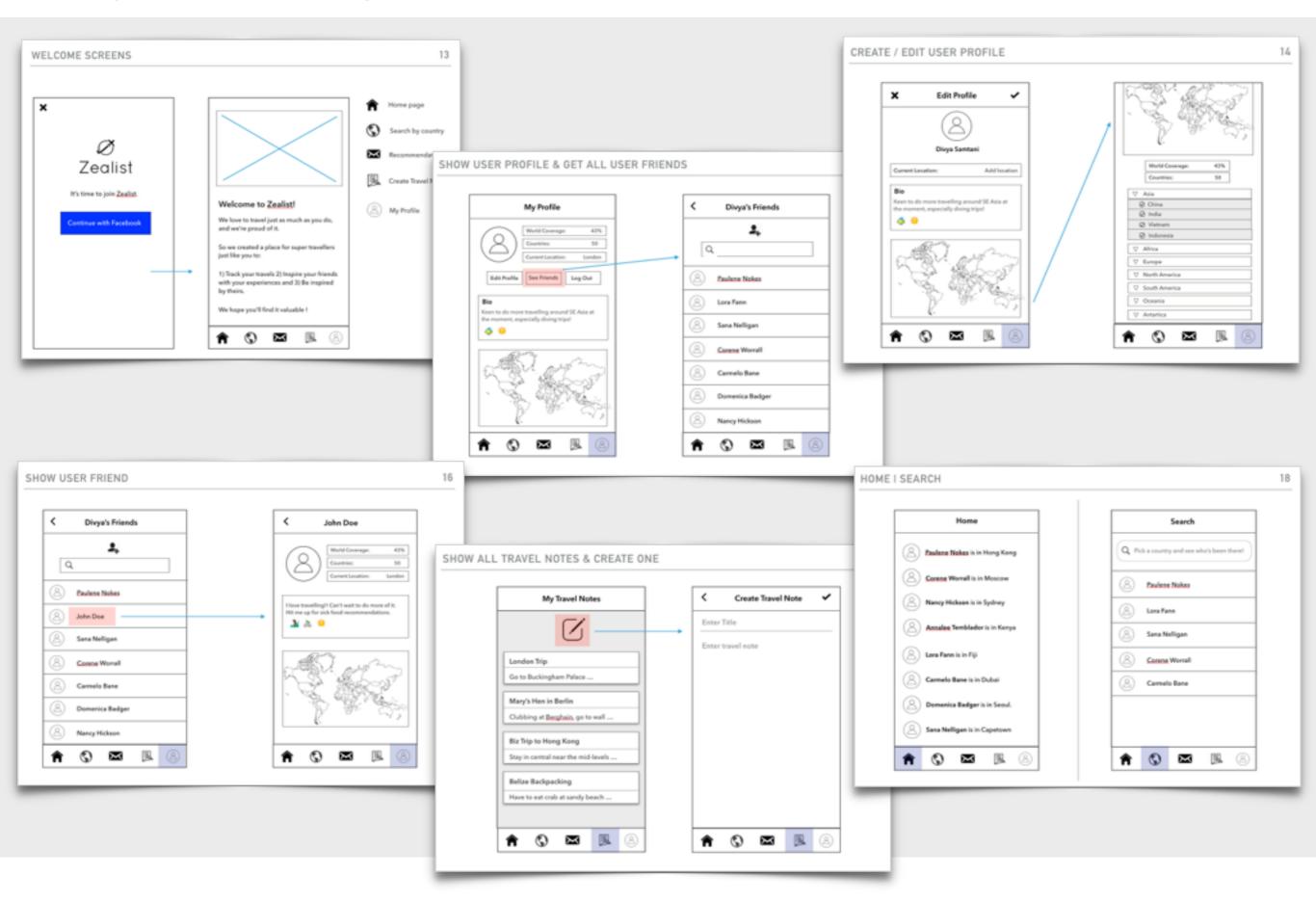


# Phase 2

# **PLAN**

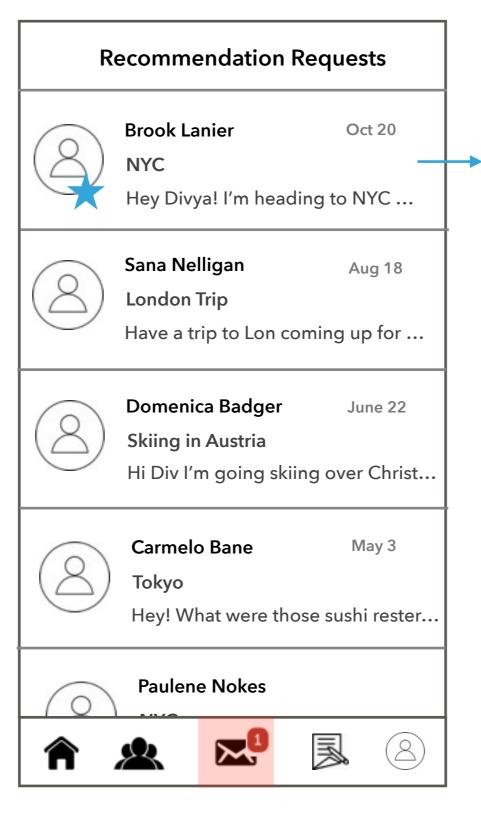
Reach out to friends for tips and recommendations

#### PHASE 1 WIREFRAMES









#### **Strook Lanier**

Oct 20



**NYC** 

Hey Divya! I'm heading to NYC next weekend and would love to know what restaurants you would recommend for me while I'm there! I especially love Italian food. Thanks soo much!!

Type Message...



#### ON THE BACK END





#### ON THE FRONT END



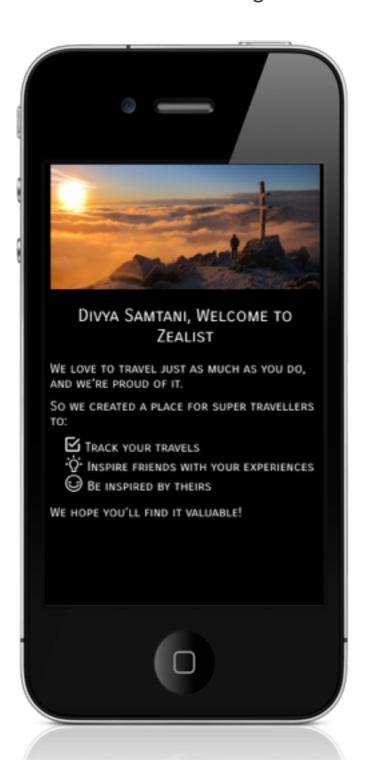




App Initialisation



Welcome Message

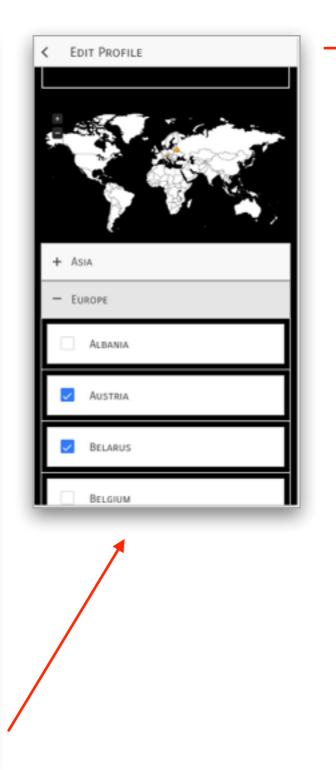


**Empty User Profile** 



Edit Profile: Create a status and a bio. Fill in your map by checking off all the countries you've been to.

**EDIT PROFILE** DIVYA SAMTANI Your Status TRAVELLING SOON? CALL OUT FOR TIPS! Bio WHAT ARE YOUR TRAVEL INTERESTS? # COUNTRIES % COVERAGE STATUS 0% 0 Nоов + ASIA



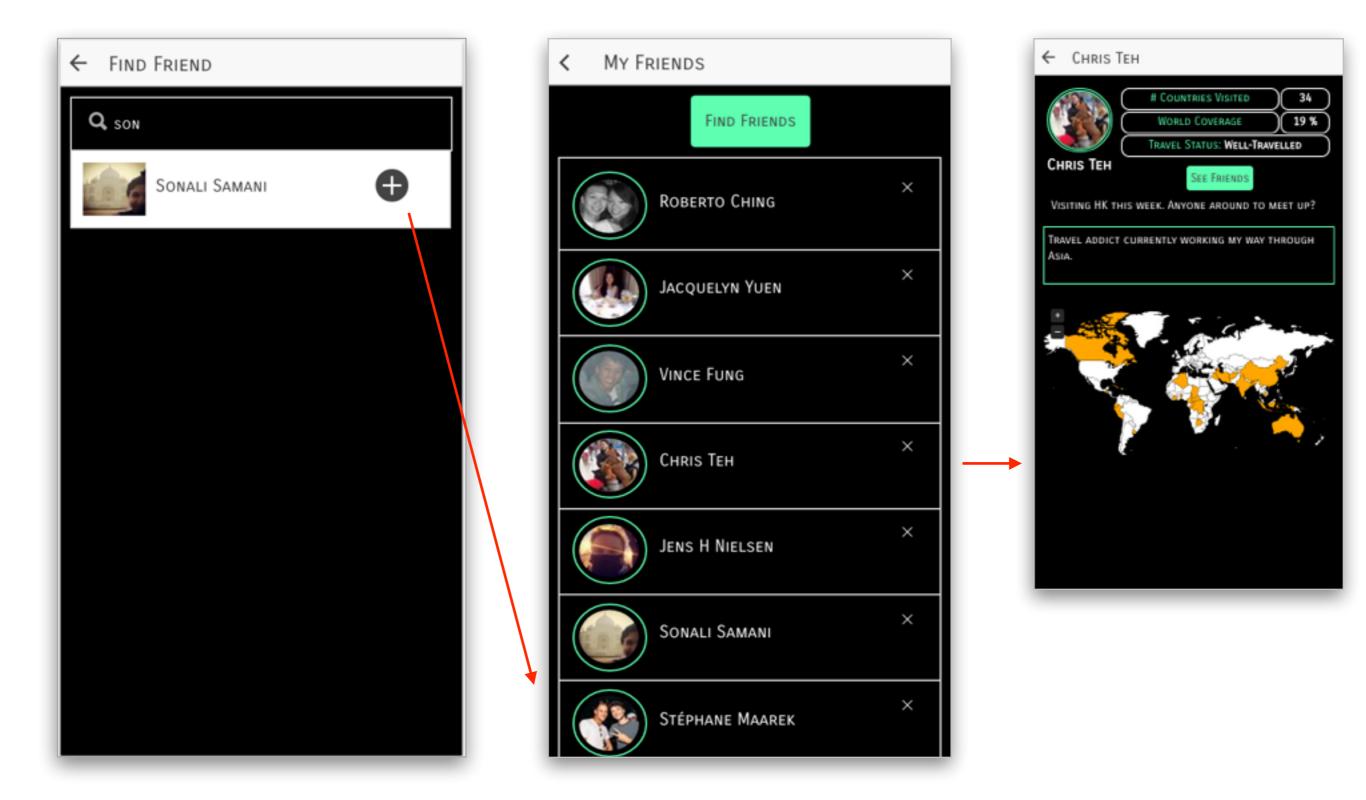
User Profile: Your own set of travel stats!



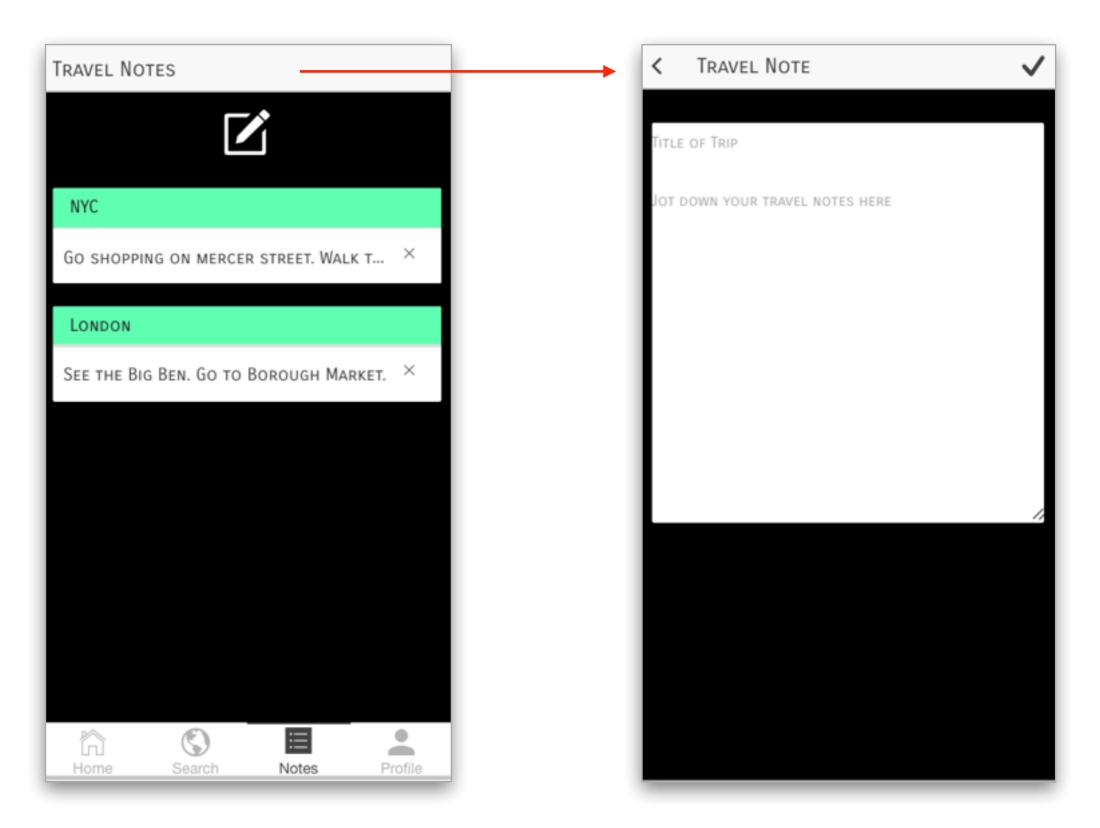
#### **FRIENDS**

Adding Friends: Find your friend by typing in their name and adding them to your list.

**Seeing Friends:** Then just click on their name to see their travel profile.



Travel Notes: Creating, saving and editing travel notes is as simple as using the notes app on your phone!

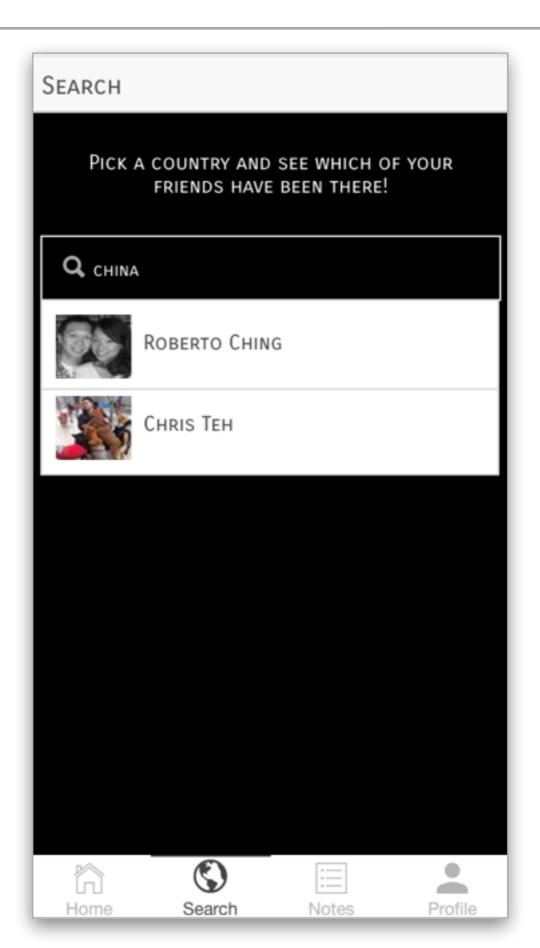


#### SEARCH FEATURE

No more unnecessary Facebook status updates or wracking your brain trying to recall who's been where.

Next time you pick a destination, all you have to do is search the name of the country and you can immediately see which of your friends have been there already!

Ahh, much better.



And finally, keeping track of your everyone's travels has *never been easier!* Simply click the home icon to see which of your friends is heading where, and what kind of thing they're looking for.

Zealist is your community for all things travel related. We've got your back covered so you can be free to do more of what you love to do.

Now go forth and explore, the world is waiting!

