

Terminal 5

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Beacon

Allows users to connect with other travelers in the same region, so they can either meet up or read and share suggestions about off-the-beaten-path adventures and real-time events not found in guidebooks.



Why Beacon?

“As experienced solo travelers know, opportunities for pleasurable connections are everywhere: trains, planes, parks, bars, museums, walking tours, group hikes. Yet should all that fail, technology provides seemingly innumerable ways to increase the odds.”

—New York Times, February 2015

1 Beacon is a perfect fit for the Lonely Planet product portfolio

- ▶ The current portfolio offers travel guidance on multiple platforms (e.g., guidebooks, ebooks, apps, etc.) but does not yet offer a product with live updates or ability to connect with others
- ▶ Lonely Planet travelers are known for their shared love of off-the-beaten-path adventures, and Beacon will enable them to share their experiences and connect to establish community

2 It addresses unmet user needs

- ▶ Lonely Planet travelers are often alone or in small groups and it is difficult to meet other travelers while exploring far-flung places
- ▶ Lonely Planet customers love the great recommendations of guidebooks, but in today's mobile world, they also crave minute-by-minute up-to-date information

3 The substitute solutions users are finding in the market are not adequately addressing needs

- ▶ Apps like Tinder and Ok Cupid allow people to meet others in their location but are primarily focused on dating and do not address the primary user need

Andrea

Adventurer

AGE: 19

OCCUPATION: College Student

TRAVEL GOALS

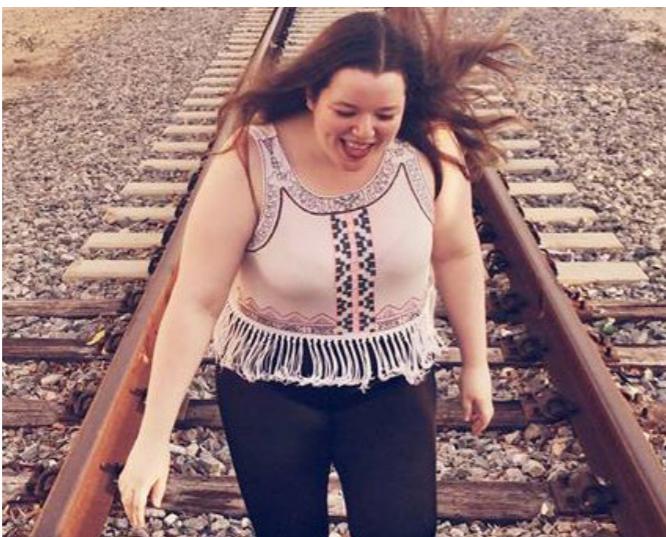
- Value
- Authentic Experience
- Adventure

APPS/WEBSITES

- Snap Chat
- Instagram
- Facebook
- Google Maps
- iTranslate
- Lonely Planet

ROUTE INTO PRODUCT

- ▼ Direct
- 🔍 Search
- ➡ Referral
- 📘 Books
- 📱 Social Media



BIO

Andrea is a 19-year-old college student who mostly travels during summer break. She's always on a budget and looks for inexpensive ways to make the most of her trips.

She normally vacations with a friend or a sibling. She feels more comfortable having a buddy with her.

She does some planning beforehand through the Lonely Planet guidebook, but enjoys finding non-touristy events and spots after she arrives.

TYPE OF TRAVELER



DIGITAL LITERACY



DEVICE USAGE



Ben

Explorer

AGE: 23

OCCUPATION: Grad Student

TRAVEL GOALS

- Exploration
- Meet people
- Adventure

APPS/WEBSITES

- Facebook
- Instagram
- Twitter
- Google Maps
- WhatsApp Messenger
- Spotted by Locals

ROUTE INTO PRODUCT

- ▼ Direct
- 🔍 Search
- ➔ Referral
- 📘 Books
- 📱 Social Media



BIO

Ben is a 23-year-old grad student who loves visiting far-flung places, meeting fellow travelers and locals and exploring things off the beaten path. He prides himself on being a world traveler.

He prefers to travel solo and makes new friends wherever he goes.

He only plans ahead for the major points of interest—through Lonely Planet guidebooks and online research. He prefers to leave a lot of room for spontaneity on his trips.

TYPE OF TRAVELER



Novice Intermediate Expert

DIGITAL LITERACY



Low Medium High

DEVICE USAGE



Mobile Tablet Laptop

Hillery

Seeker

AGE: 20

OCCUPATION: College Student

TRAVEL GOALS

- Experiences
- Historical
- Meet People

APPS/WEBSITES

- Tumbler
- Instagram
- Google Translate
- Google Maps
- WhatsApp Messenger
- Lonely Planet

ROUTE INTO PRODUCT

- ▼ Direct
- ▢ Search
- ➔ Referral
- ॥ Books
- ☶ Social Media



BIO

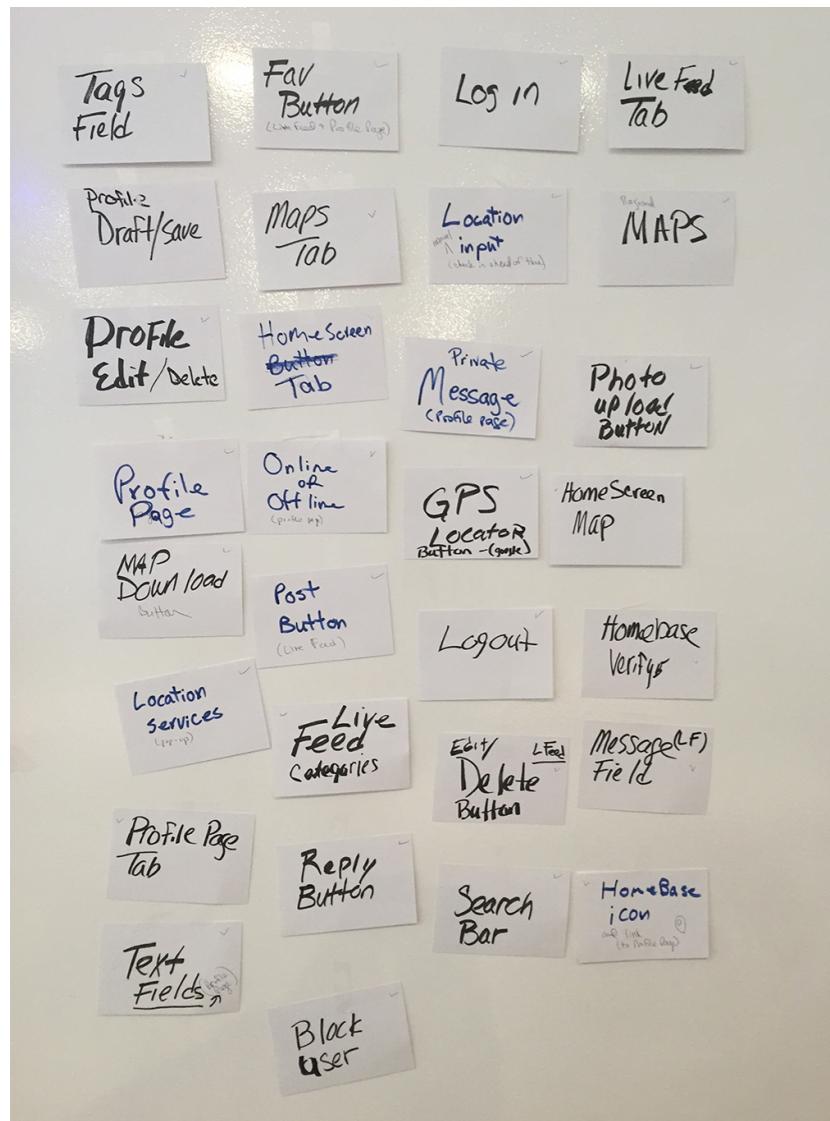
Hillary is a 20-year-old college student who's always looking for new experiences. She loves learning about new cultures, foods, local hideaways and historical landmarks when she travels.

She either vacations alone or with a friend. She makes friends easily and looks to connect with other travelers with whom she often maintains friendships.

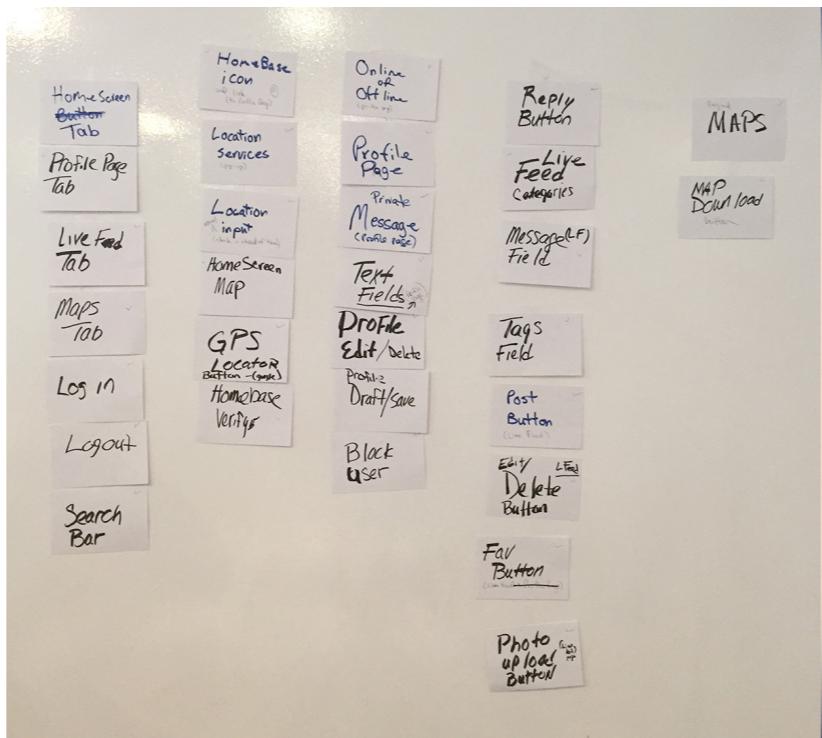
Out of excitement, she often completely plans her trips, but knows that once she arrives and makes friends, her itinerary will change.

Type of Traveler	Digital Literacy	Device Usage
Novice Intermediate Expert	Low Medium High	Mobile Tablet Laptop

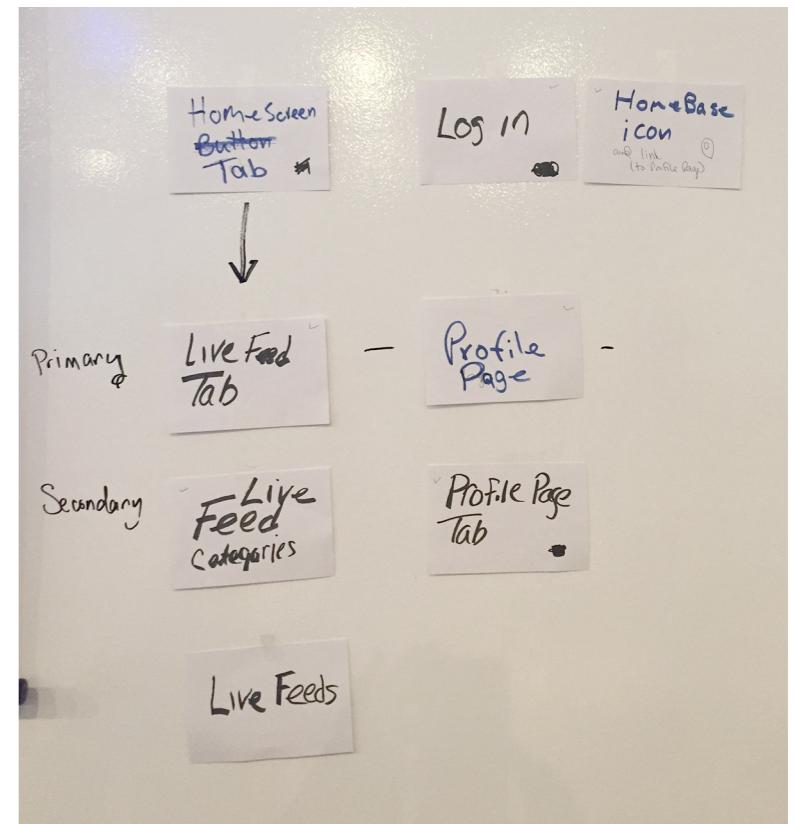
Cart Sort



Stage 1



Stage 2



Stage 3

Features & Functionality Matrix

1	Global Navigation	Home (Who's Nearby)	Community Feed	Chats	Favorites	My Profile
		H / H / H	H / H / H	H / H / L	M / H / L	M / H / L
2	Global Navigation Principles	Persistent bottom nav throughout the app.				
		L / H / L				
3	Home	Shows list of profile snippets (name, photo and brief summary) of all Beacon users within a specific region. User can click on any of these profiles to go to full User Profile page.	Filter icon—filter which profile snippets appears in list (e.g., filter by gender, age, interests, etc.).	Gear icon reveals menu options, which are: Settings (Push Notifications; Delete Acct), Location Services, FAQs, About (Version; Terms & Conditions; Privacy Policy), Contact Us and Log out.		
		H / H / H	L / H / L	L / H / L		
4	User Profile	Shows full profile of another user including: name, age, gender, home country, online now, photo, 'details' section (optional additional user info), 'interests' section showing list of filters user selected to describe the experience they're looking for and message button.	Ability to message user via the message button on their profile page.			
		M / H / L	H / H / L			
5	Community Feed	Shows posts listed in chronological order by Beacon users within a specific region determined in user's location services setting.	Ability to reply to a post, favorite a post and share a post with one or more users via direct message.	Ability to write a new post—key details: text has a character limit and video has a time limit; post can be text, photo or video, or a combination—user can either select existing photo on their device or use the camera feature to take a new photo.	Tap post to see detailed replies (comments).	Ability to go to user's profile page by tapping the user's photo associated with their post.
		L / H / H	L / M / L	L / H / M	L / L / L	L / H / L
						L / H / L

Features & Functionality Matrix

6	Chats	Lists incoming and outgoing messages grouped by recipient(s) in chronological order. Thumbnail of recipient(s) photo is to the left of message block.	Ability to tap on message and/or thumbnail photo to view message(s) sent and received from that user(s).	Ability to send a message to another user(s).	When sending a new message, ability to upload a photo, either from user's device or by using the camera feature to take a new photo	Ability to delete a message by swiping message to the left to reveal delete button.	Ability to block another user by swiping message to the left to reveal block user button. Confirmation warning pop-up asks user if they are certain they want to take this action.		
		H / H / M	H / H / M	H / H / M	M / H / M	L / H / M	L / H / M		
7	Favorites	Shows a list of Community Feed posts in chronological order that user favorited.	Ability to search list of Favorites via keywords.	Ability to reply to a favorited post and share a favorited post via direct message.	Ability to delete post(s) from Favorites by tapping the "star" icon underneath post and unhighlighting it.	Ability to tap a single post to view all of the replies (comments).			
		L / H / L	L / H / L	L / M / L	L / M / L	L / M / L			
8	My Profile	Shows user's own profile including: name, age, gender, home country, online now, photo, 'details' section (optional additional info user can share), 'interests' section with a list of filters user can choose from to describe the experience they're looking for and edit profile button.	User has ability to edit their profile page items: name, age, gender, home country, photo, details and interests.						
		H / H / M	H / H / M						

1. BUSINESS VALUE

(1st letter in sequence)

H=High
M=Medium
L=Low

Critical to meeting the business objectives
Contributes to meeting business objectives, but is not critical
Nice to have, but project will meet the business objectives without it

2. USER VALUE

(2nd letter in sequence)

H=High
M=Medium
L=Low

Critical for the end-user
Contributes to the overall user experience, but is not critical
Nice to have, but the user will be able to accomplish their goals without it

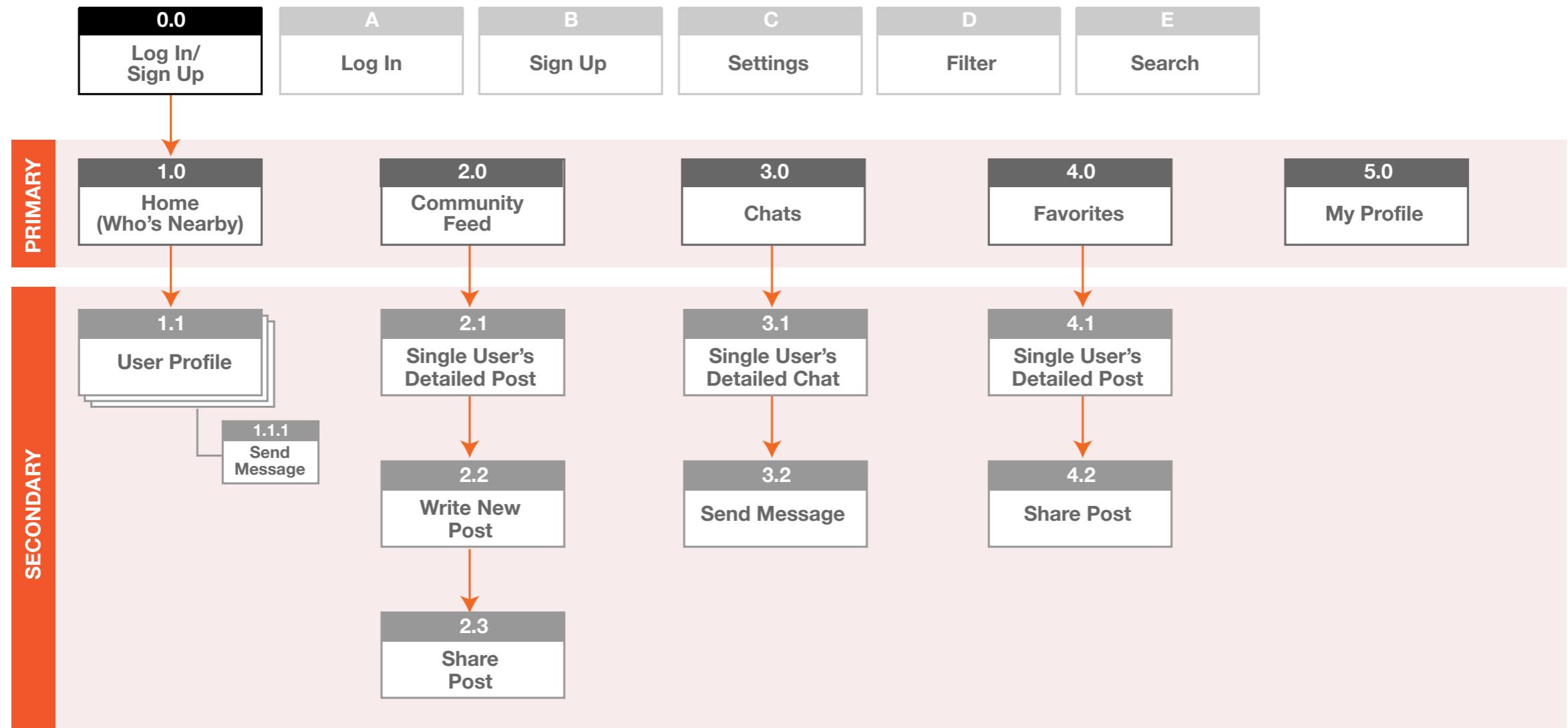
2. TECHNICAL EFFORT

(3rd letter in sequence)

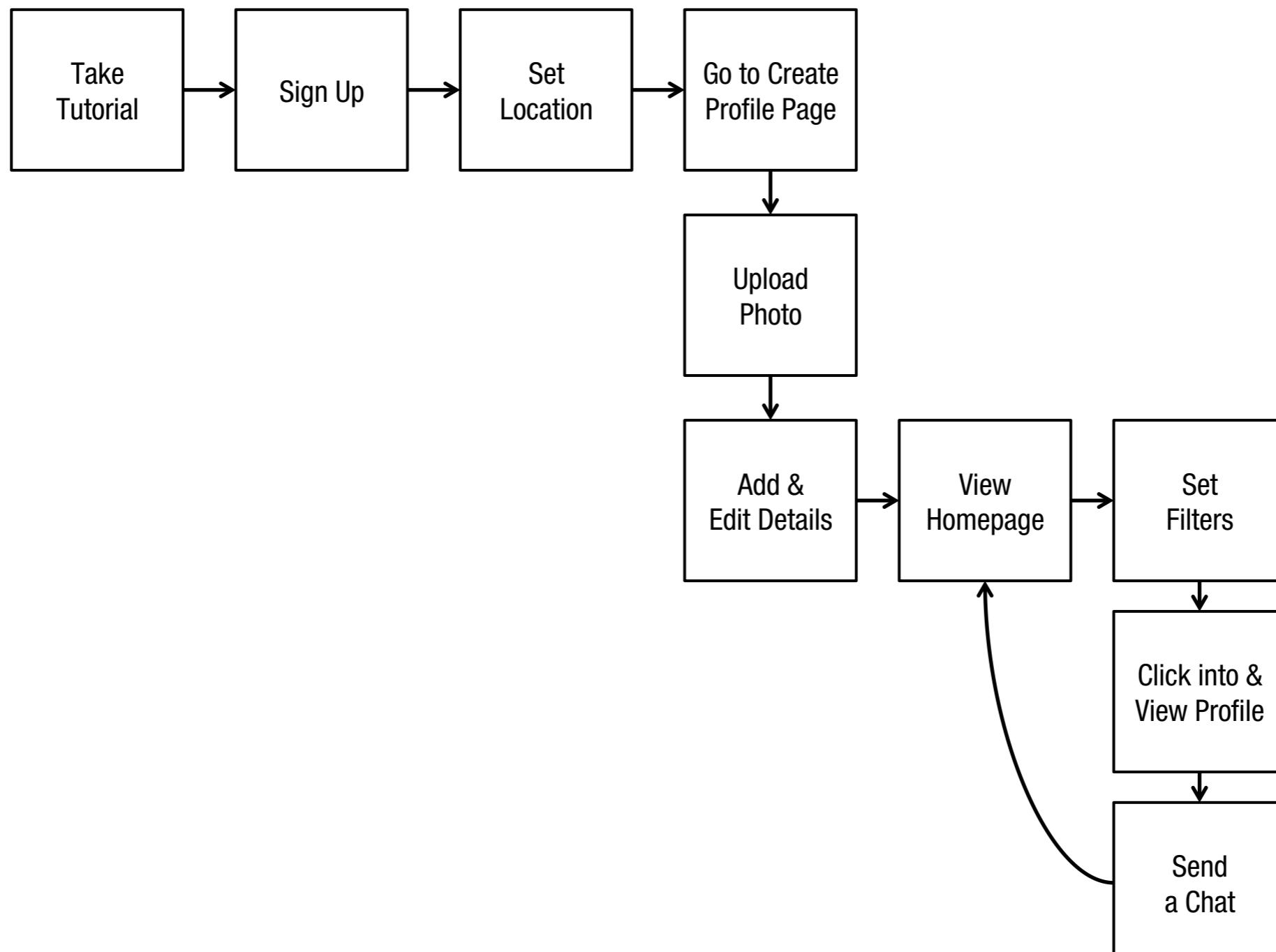
H=High
M=Medium
L=Low
U=Unknown

Requires substantial front and/or back-end work
Requires average front and/or back-end work
Requires minimal front and/or back-end work
Unknown Not yet spec'd

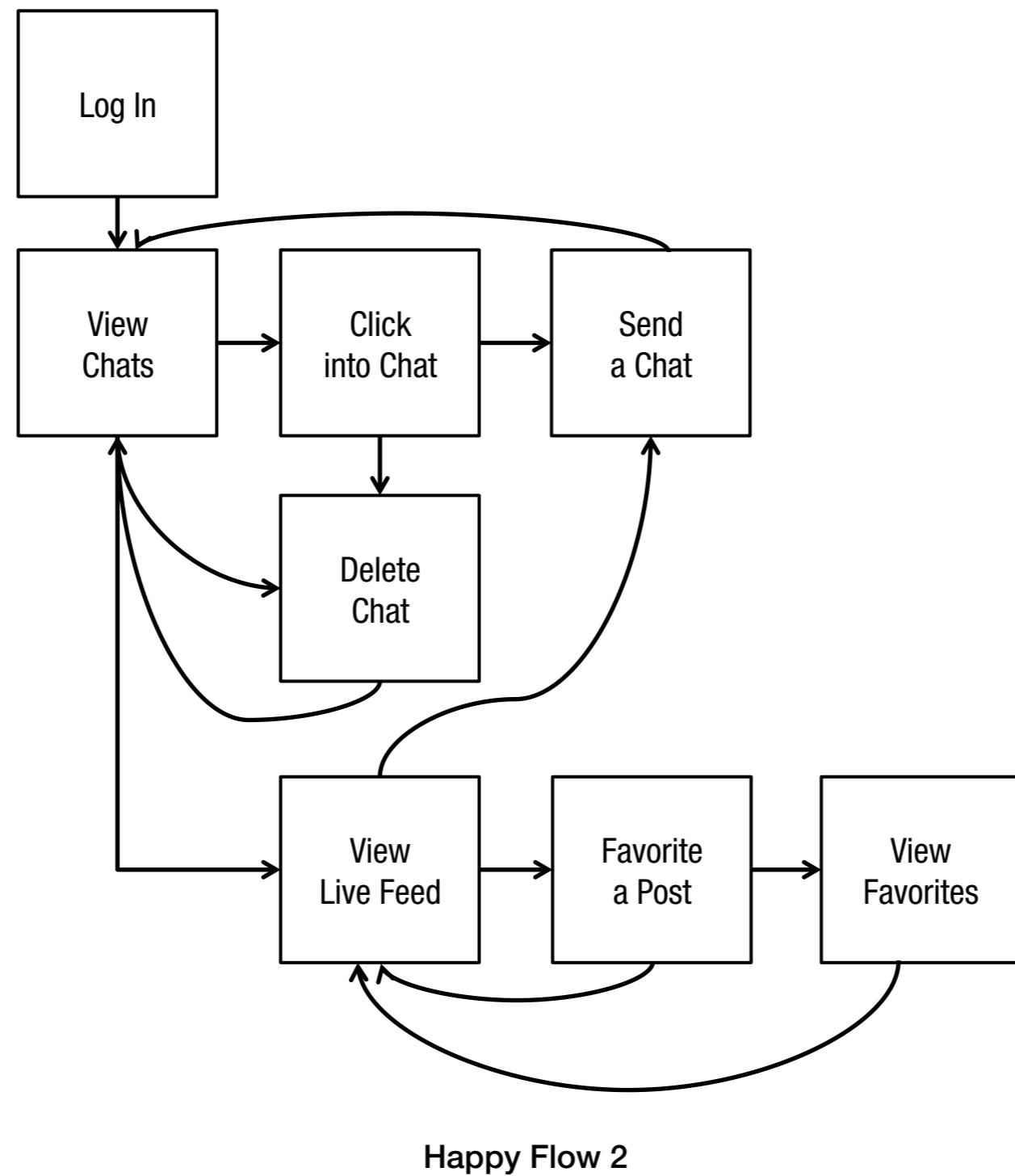
Sitemap



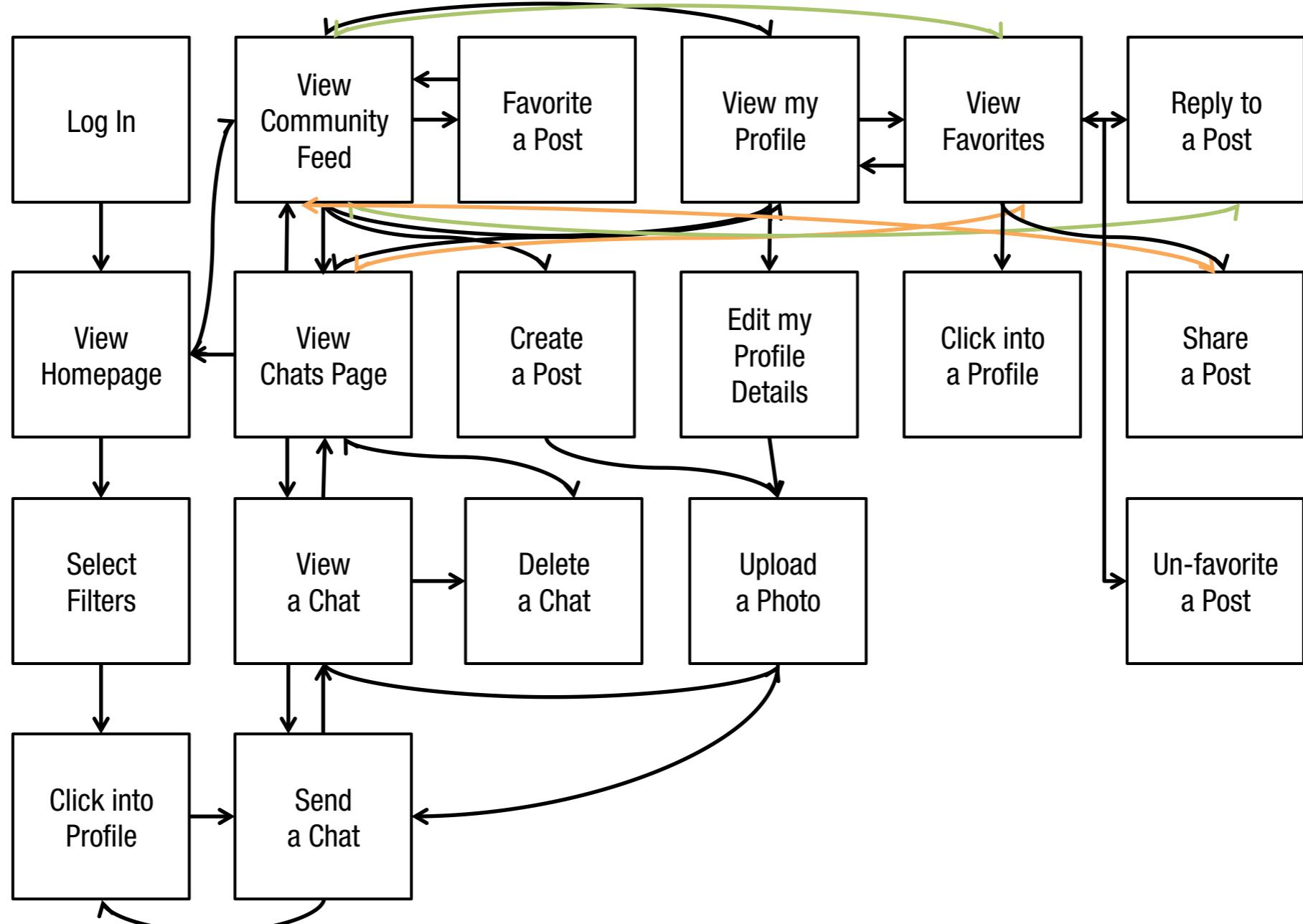
User Flow



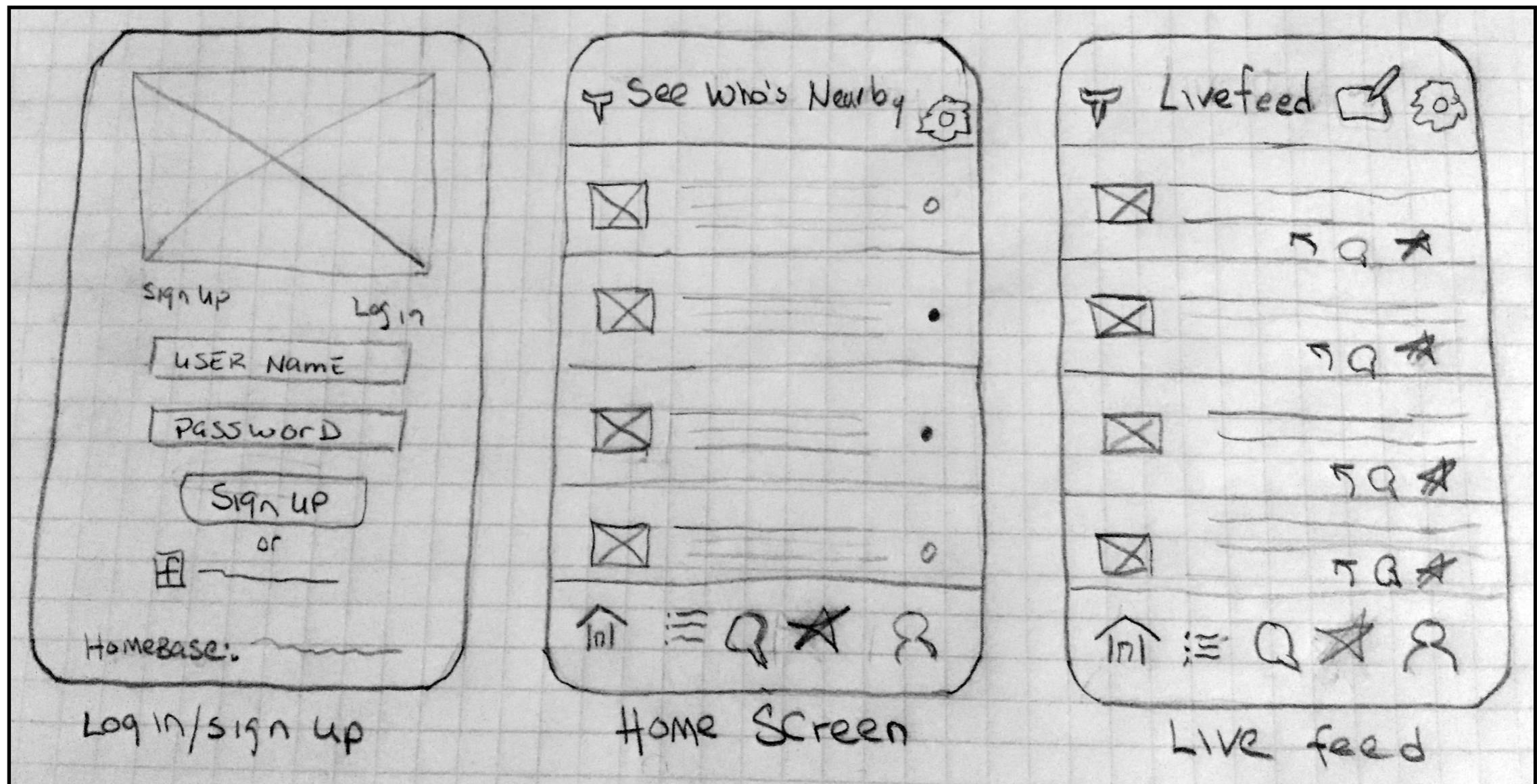
Happy Flow 1



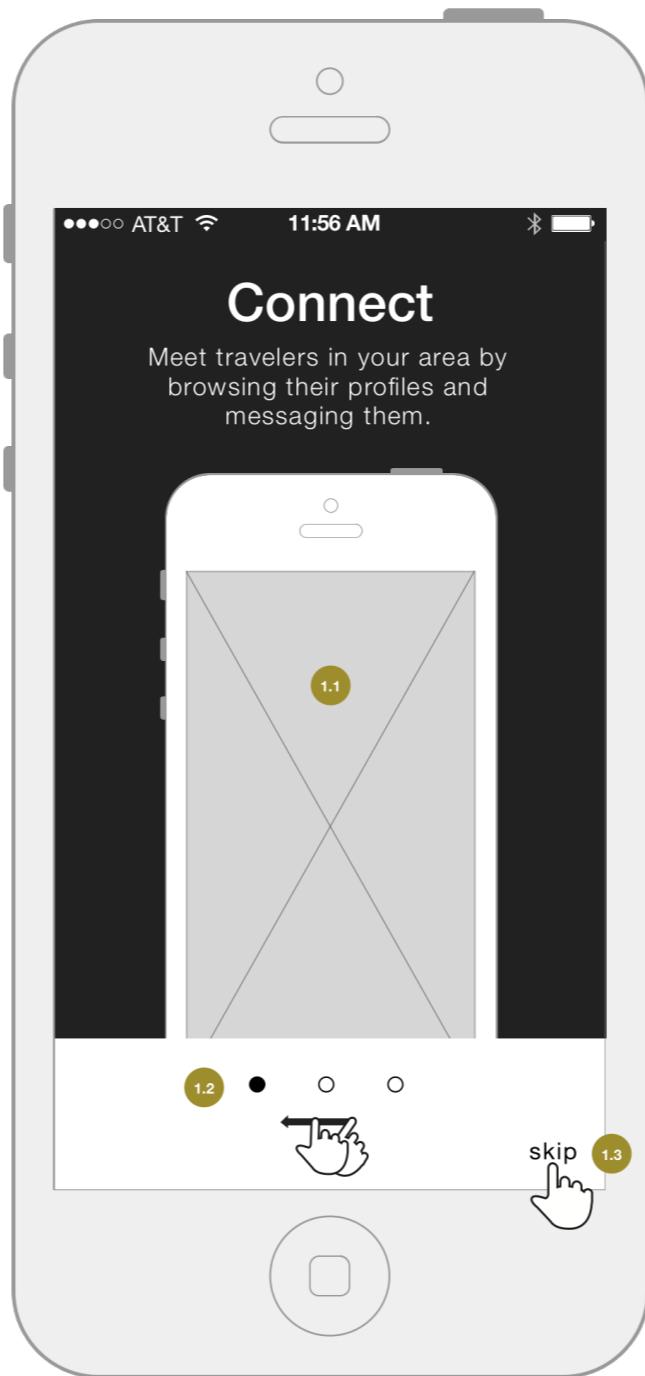
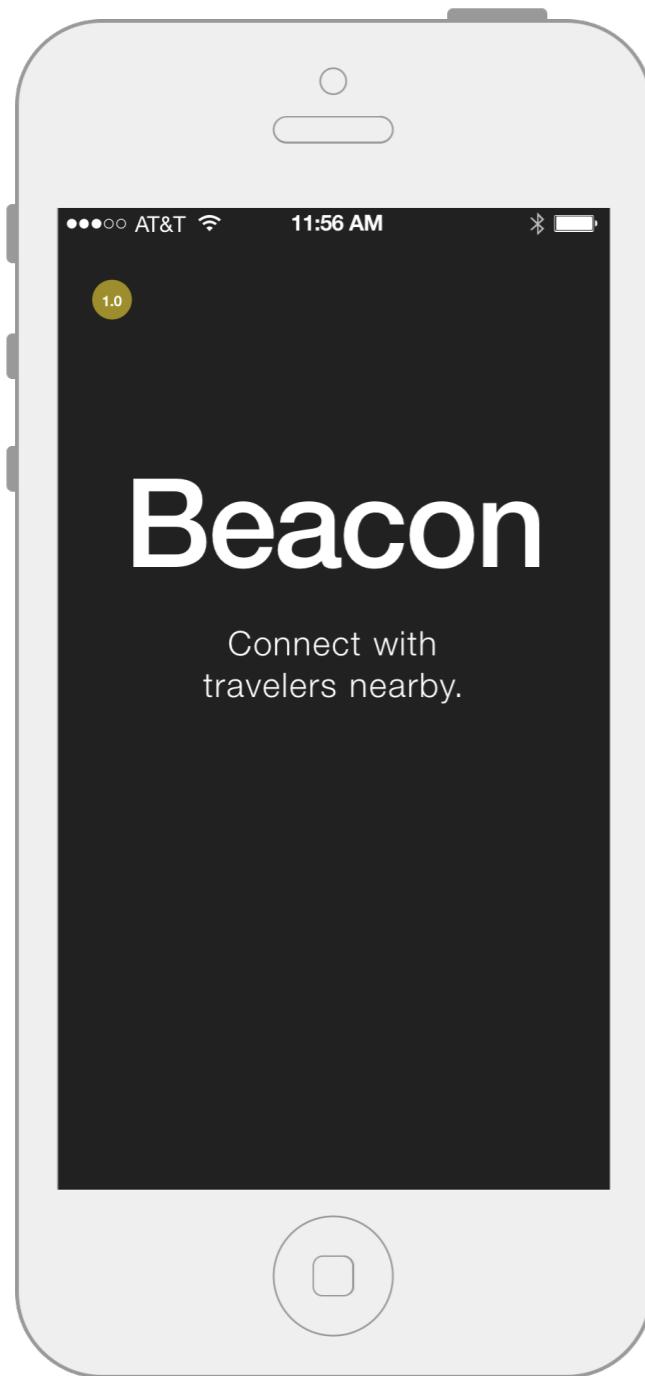
User Flow



Multiple Flows



Persistent Bottom Navigation



ANNOTATIONS

1.0 Splash Page

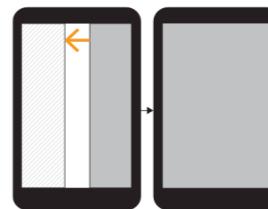
The splash page welcomes the user to the app and fades to the next screen within seconds.

1.1 Illustration of Feature

Illustration will be placed here showing the user how to connect with other travelers.

1.2 Welcome Page dots

Dots indicate the number of slides on the welcome page. The filled in dot represents the slide currently being viewed. User swipes screen to the left to move to next slide.

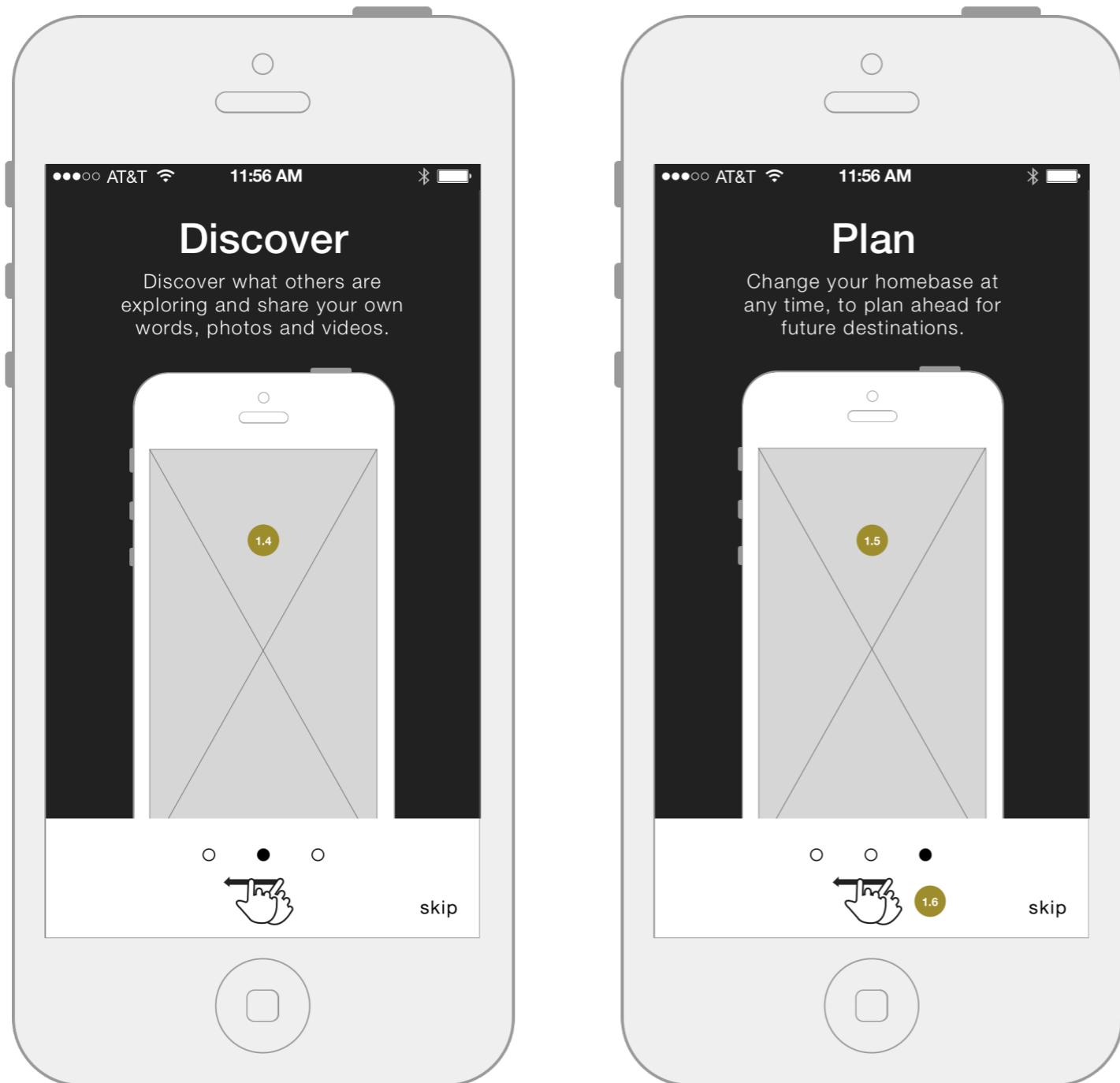


1.3 Skip

User has the option to skip the welcome page tutorial and go straight to the login/signup page by tapping the word skip.

Onboarding—1

Wireframes



ANNOTATIONS

1.4 Illustration of Feature

Illustration will be placed here showing the user how to share content with other travelers.

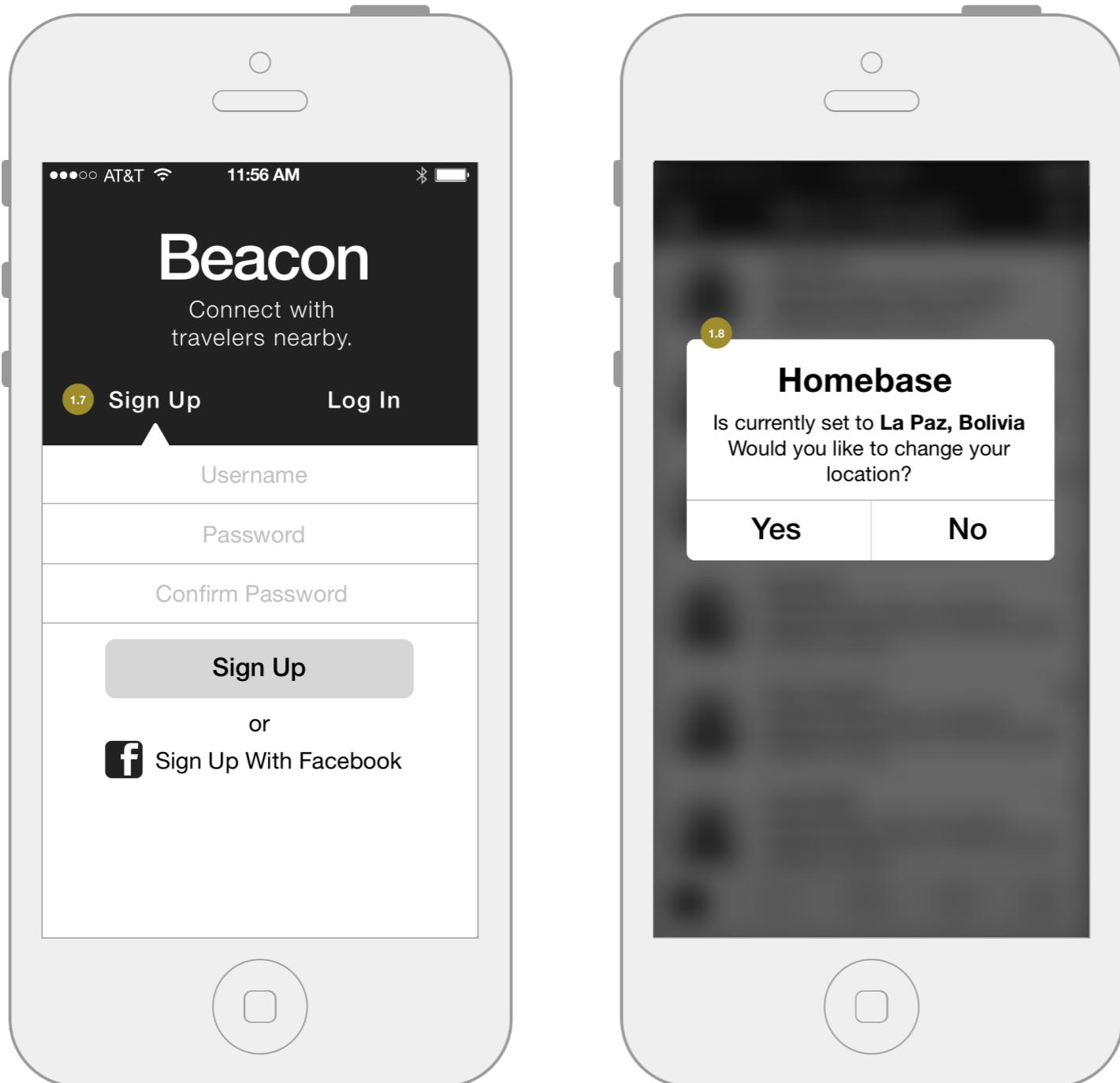
1.5 Illustration of Feature

Illustration will be placed here showing the user how to change their homebase.

1.6 Left Swipe

Left swipe to go to the login/signup page. User can also tap skip to get there.

Onboarding—2



ANNOTATIONS

1.7 Sign Up

First time users fill in username and password under sign up. Former users who have logged out would simply log in. Users can sign up or log in either manually or via Facebook.

1.8 Homebase

With Location Services turned on, the user's homebase is automatically detected. [If the user has Location Services turned off, an alert preceding this one will ask that it be turned on.]

The user can also manually change their homebase to a location they are not currently in to see user profiles in that region in real-time. Homebase can be changed at any time by going to Location Services under Settings, a global feature.

Onboarding—3

Wireframes



Homepage

ANNOTATIONS

1.0 Pop-up Window

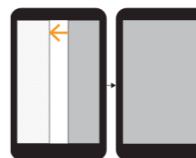
Appears once, after user registers, to remind them what location their 'homebase' is set to. Simply tap to close window. [Homebase is initially set during the registration process. It can be changed at any time by going to Location Services in the settings menu.]

1.1 Profiles

The homepage displays snippets of all of the user profiles within a specified region. ***Even when the user is offline, all profiles populated up until the last time the user had a wifi connection are viewable.**

1.2 Filter

Upon tapping the filter button, screen slides to the left to reveal filter options the user can set to refine what profiles they would like to see. These specifications can be changed at any time.

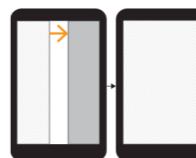


Filter Options:

- Gender
- Age
- Distance: profiles can be shown within a 5 mile to 75 mile radius of homebase.
- Have Photo: only show profiles that have uploaded a photo of themselves.
- Online: only show profiles that are currently online.
- Languages: only show profiles with same languages selected. [A finite list of languages will be available for selection: English, French, German, Spanish, Portuguese, Russian, Mandarin, Hindi and Arabic.]
- Interests: only show profiles with same interests selected.

1.3 Settings

Settings is a global feature. Upon tapping the settings button, screen slides to the right to reveal menu options.



Menu Options:

- Location Services
- Account Settings: (Push Notifications; Delete Acct)
- FAQs
- About: (Version; Terms & Conditions; Privacy Policy)
- Contact Us
- Log out

1.4 Tap Profile

Tap anywhere on the user profile snippet to go to user's full profile page.

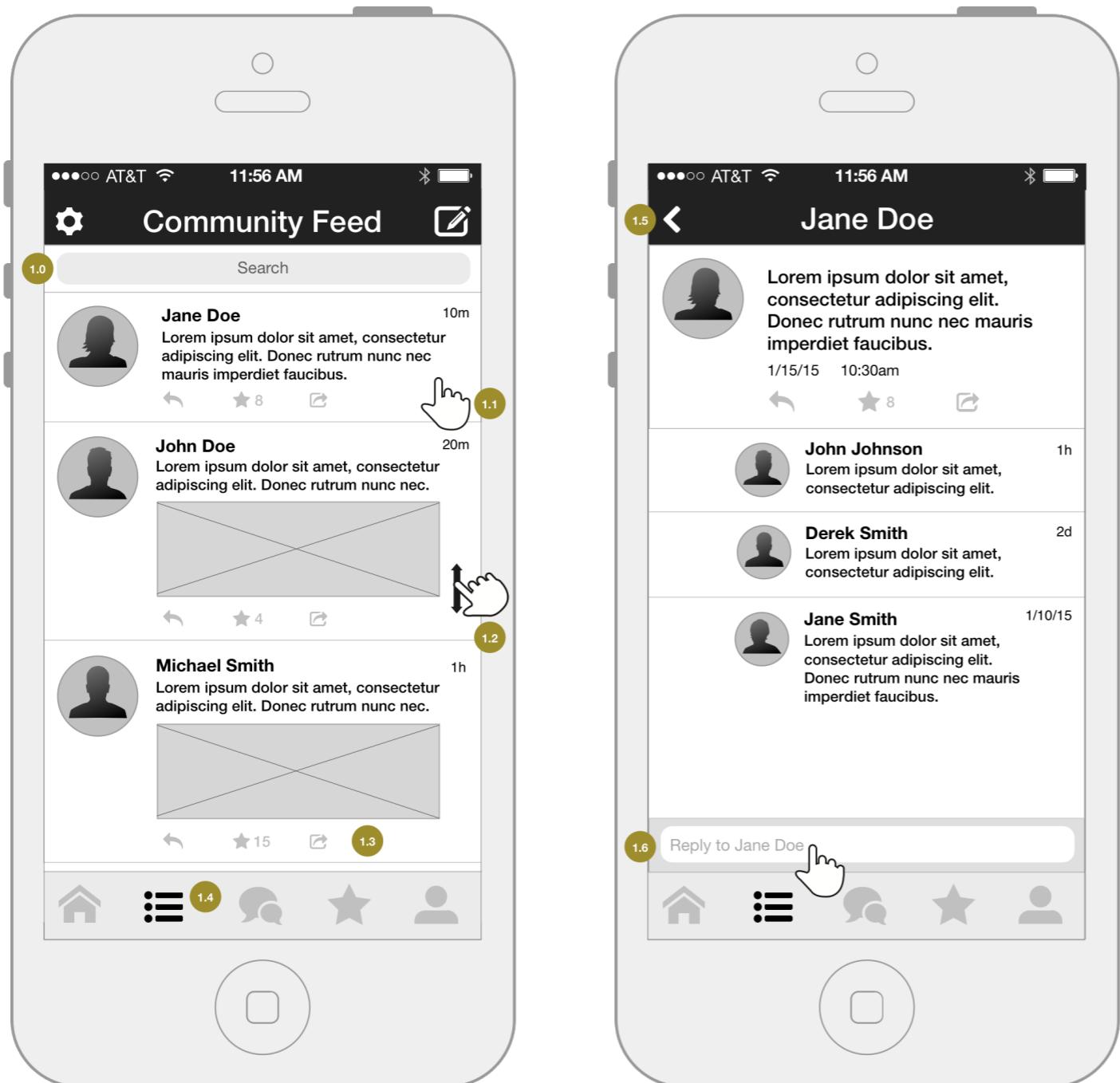
1.5 Online Now

When the circle is 'lit' (filled-in), the user is online. When the circle is just an outline, the user is offline.

1.6 Homepage Navigation button

Button represents homepage. Tap anytime to return to homepage.

Wireframes



ANNOTATIONS

1.0 Search Bar

Normally search bar is hidden. User swipes down at top of screen to reveal search bar. User can search for a particular post by either typing the partial name of person who wrote the post (list of names with same letters will populate) or typing a keyword related to what they are looking for.

1.1 Tap Post

Upon tapping any post, user is taken to post's individual page where they can view all comments as well as reply, favorite or share post.

1.2 Scroll All Posts

User can scroll through timeline which displays posts from all users in the community. *Even when the user is offline, all posts from the last time the user had a wifi connection are viewable.

1.3 Reply, Favorite and Share Buttons

Tap reply button to reply to post. Tap star to favorite post. [All of user's favorite posts are stored on the user's Favorites page.] Tap share button to share post with user(s) via direct message.

1.4 Community Feed Navigation Button

Button represents community feed page.

1.5 Back Button

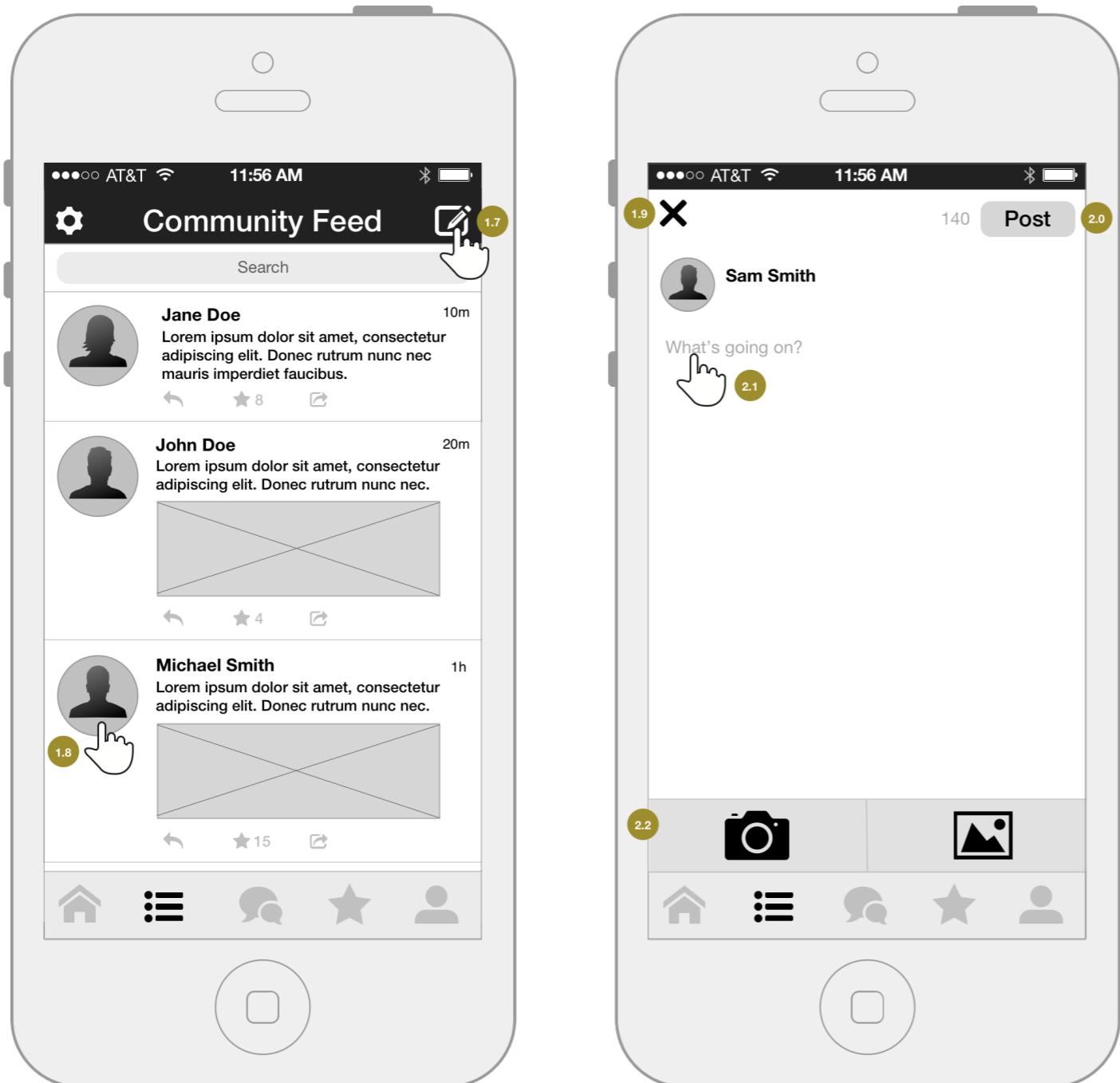
Tap Back button to go back to main timeline.

1.6 Reply Field

Aside from tapping the reply button directly below post, user can also tap into reply field to reply to post. Upon tapping into field, keyboard slides up from bottom of screen. [List of comments remain on page. User can scroll through list.] *If user loses wifi before reply can be sent, comment will automatically be stored and will push through once user obtains wifi again.

Community Feed—1

Wireframes



ANNOTATIONS

1.7 Write Button

Tap button to write a new post that will show up in the community feed timeline.

1.8 Tap Photo

Tap user photo to go to user's profile page.

1.9 Cancel Button

Tap the "x" to cancel post and go back to community feed page.

2.0 Post Button

User can write a text-based post as well as a photo/video based post. The word count number to the left of the post button updates to show how many more characters are left. When user taps the post button, post shows up on the community feed timeline.

2.1 Tap Text Area

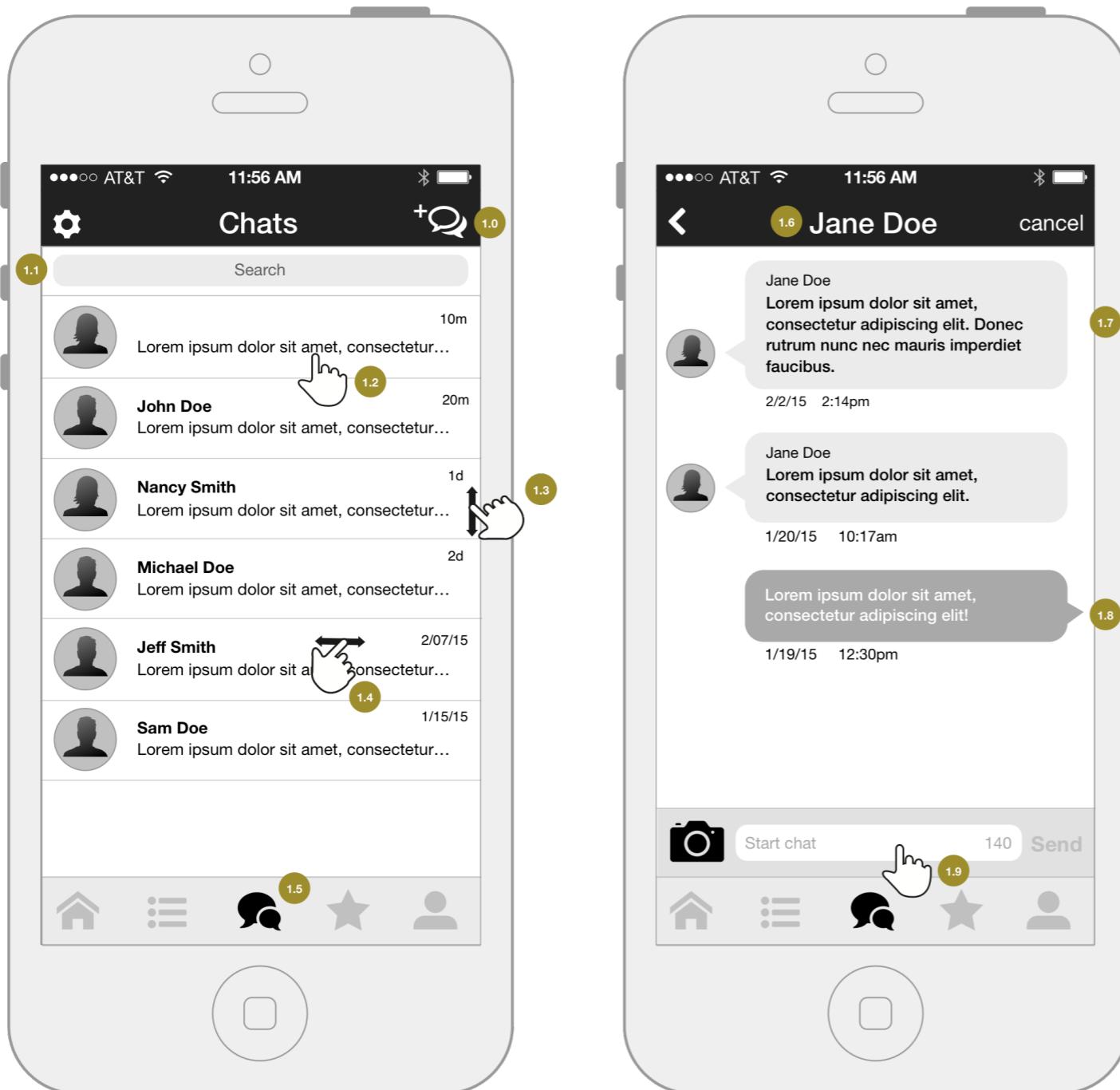
Upon tapping into text area to type post, keyboard slides up from bottom of screen, hint text disappears and cursor is positioned to the very left for typing.

2.2 Camera & Picture Buttons

User can post a photo or short video by either tapping camera button to take a photo/video or tapping picture button to select a photo/video from phone's library.

Community Feed—2

Wireframes



Chats

ANNOTATIONS

1.0 Create a New Chat

User taps on button to write a new message to another user.

1.1 Search Bar

Normally search bar is hidden. User swipes down at top of screen to reveal search bar. User can search for a person's chat by typing the first few letters of their name, after which all names with the same letters will populate.

1.2 User Chat Snippet

Snippet of the first few words of the latest chat are populated. User can tap on a chat to read all of the chats between them and another user(s).

1.3 Scroll Feature

User can scroll through all the chats sent to and received by other users.

1.4 Slide Chat to Delete

When user slides chat to the left, delete button and block user button appear. User can delete a chat by tapping button. When user taps block button, a pop-up appears asking user to confirm their action.

1.5 Chats Navigation Button

Button takes user to chats page.

1.6 Name

The name of the user whose chats are being viewed populates here.

1.7 User Chats

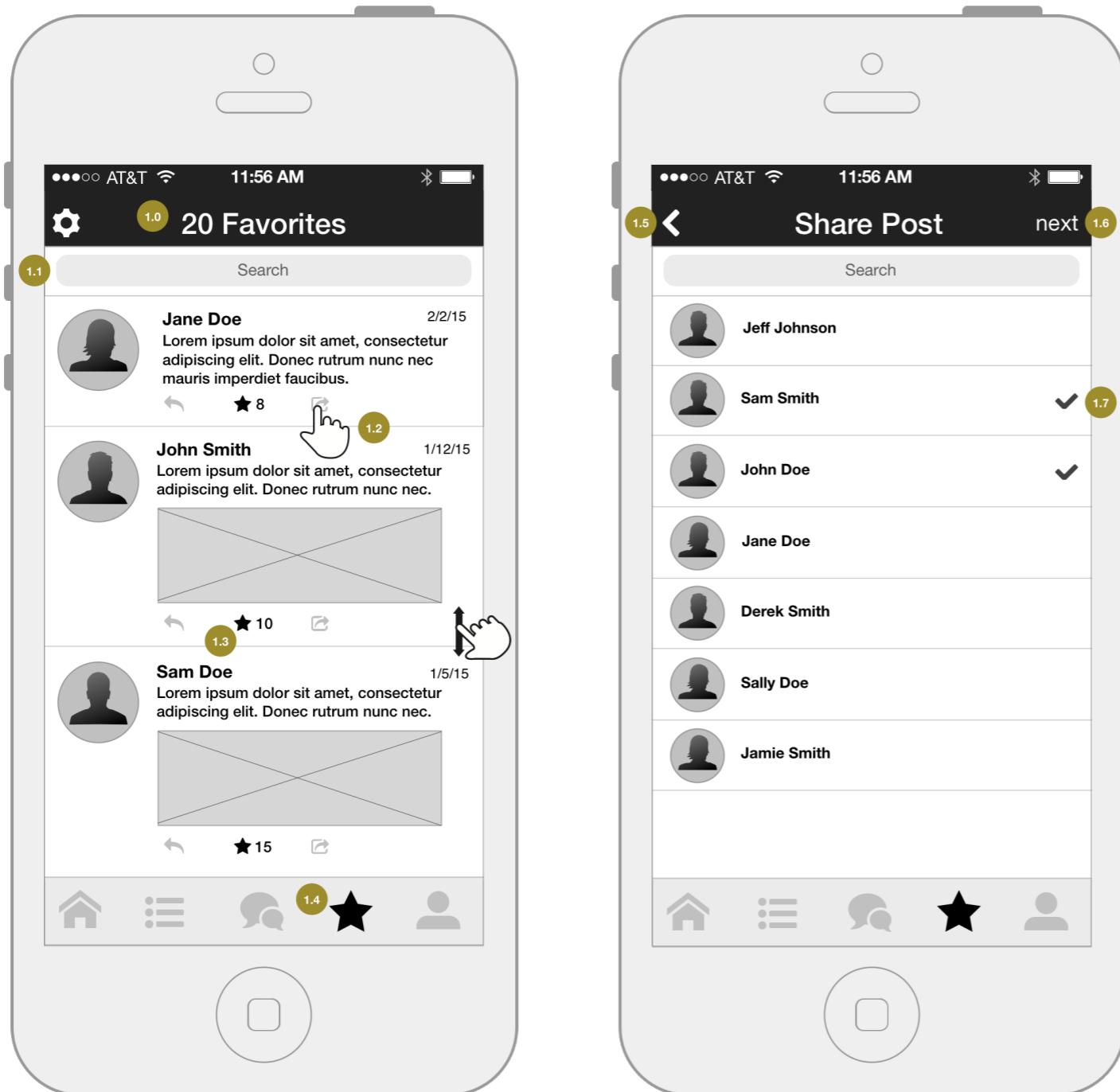
Chats received by another user(s) appears on light background along with user's name and photo.

1.8 My Chats

User's chats appear on darker background, without name or photo.

1.9 Start Chat to Current User

Tap into the text field to begin a new chat with user whose chats are being viewed. There is a 140 limit word count. When user taps into field, keyboard slides up from bottom of screen. User can also either take a photo or choose one from their library by tapping the camera button.



Favorites—1

ANNOTATIONS

1.0 Number of Favorites

This number continually updates to represent how many posts have been favorited.

1.1 Search Bar

Normally search bar is hidden. User swipes down at top of screen to reveal search bar. User can search for a particular favorite by typing a keyword related to what they are looking for.

1.2 Share Post

Upon tapping the share button, user is taken to share post page to select recipient(s).

1.3 Favorites Button (under post)

User can tap this button to deselect item as a favorite. Item will then disappear from favorites page.

1.4 Favorites Navigation Button

Button represents favorites page.

1.5 Back Button

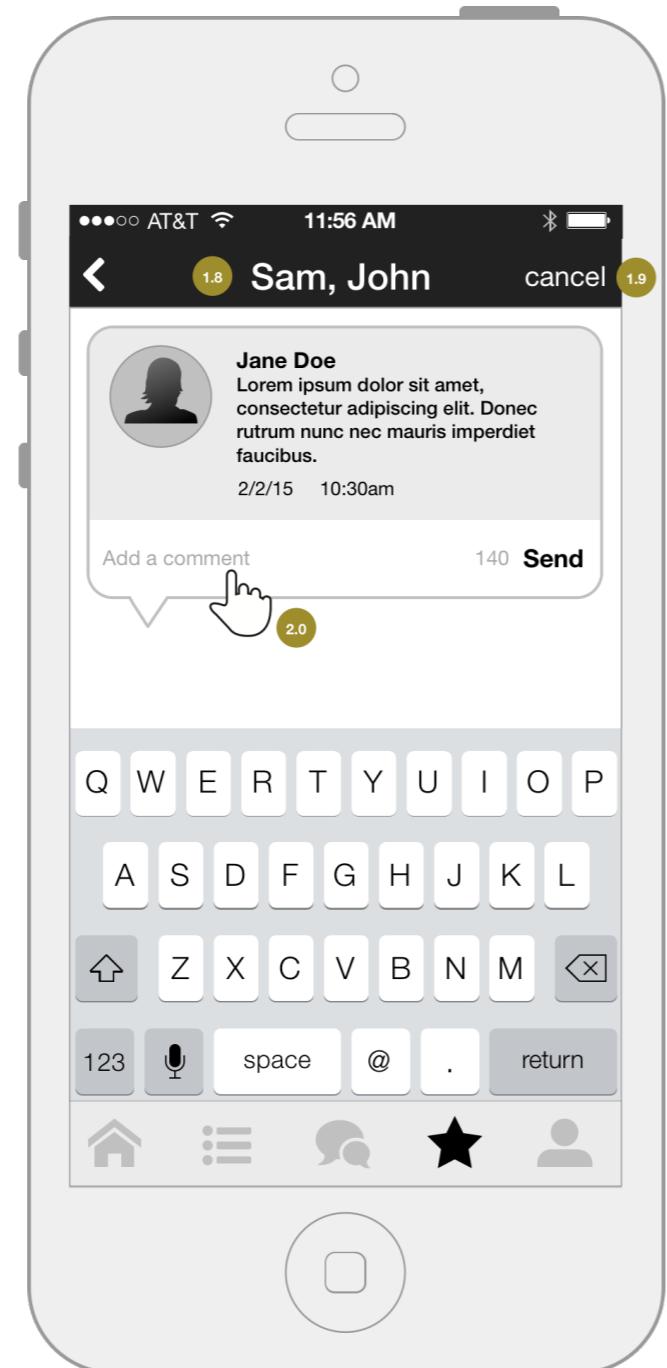
Tap back button to go back to the prior page.

1.6 Next Button

After selecting recipient(s), user taps next button to go to next page.

1.7 Checkmark

Checkmark represents the recipient(s) user has selected. User can deselect checkmark to remove recipient.



ANNOTATIONS

1.8 Recipient(s)

The name or names listed represent the selected recipients.

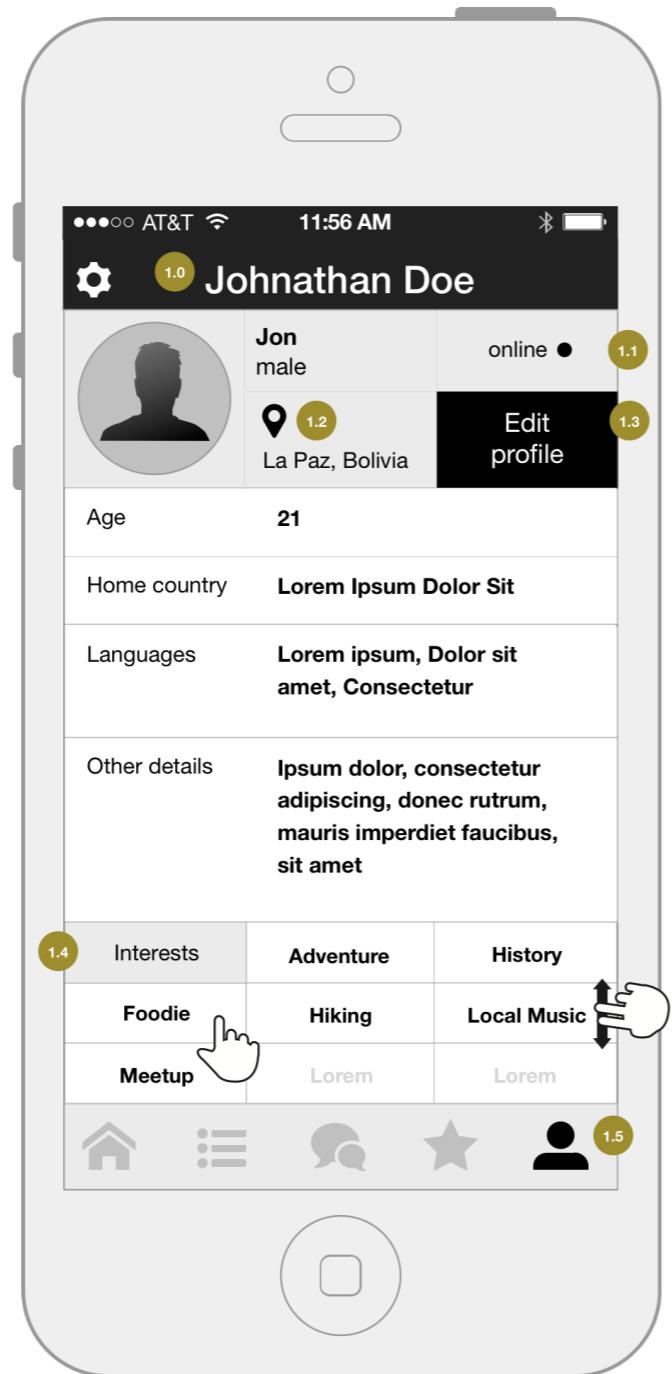
1.9 Cancel Button

Tap Cancel button to cancel sharing a post. User will be brought back to favorites main page.

2.0 Add a Comment

User can tap into text field to add a comment along with the post they are sharing (word count limit is 140 characters). As the user types, the word count number updates to show how many more characters are left. The user then taps the send button to send the post. ***If user loses wifi before shared post can be sent, it will automatically be stored and will push through once user obtains wifi again.**

Favorites—2



ANNOTATIONS

1.0 User's Name

When user is on their own profile page, their name appears at top of screen. When user views another person's profile, the other person's name appears.

1.1 Online Notification

When circle is lit, user is online. When circle is an outline, user is offline.

1.2 Homebase

Shows the user what their homebase is set to. Changes can be made under the global settings menu.

1.3 Edit Profile

User taps edit profile button to change any information on their page. Screen will change to editable format. When user is viewing another person's profile page, the edit profile button is replaced with the chat button.



1.4 Interests

Acts as filter; information populates on the homepage profiles snippets. User can edit their interests by double tapping text to either make it visible or invisible to other users.

*Idea for 2nd phase (not part of MVP): To allow more choices for the Interests section, each column could be swipeable to reveal more categories.

1.4 My Profile Navigation Button

Button represents user's own profile page, referred to as 'my profile page'.

My Profile

Lonely Planet's adventurers want to go to far-flung corners of the earth and discover amazing, unexpected things—but at the end of the day, they still want to feel that they can connect with other like-minded people.

With Beacon, people can travel solo, but know that they are never entirely alone.

Lonely Planet + Beacon = Connected Planet