Introduction

ToHa application is dedicated to groups of tourists participating in a trip/holiday/vacation. The application would provide updated schedules, audio and visual guides, directions to POIs (Points of Interest), group and individual chats, plus timers and alarms for each location.

Our high-level goals are to:

- To group all the informations you need for a successful vacation in one app.
- Be fully functioning on smartphones and smartwatches.
- Easier comunication between the guide and the tourists.
- To navigate better from a POI to another.
- User-friendly interface.

Our scope is to digitalize the trips for the vacation agency to make it easier for both parties. When a person wants to travel with an agency all they have to do is to check the app after the guide adds them to the holiday group that they chose.

Personas

Type: Primary

Name: Ungureanu Calin

Work place: Student

Technology Level: high

Because he wants to learn the cultural aspect of Italy he found out about the app ToHa where everything related to a vacation is collected in a single place

Type: Secondary

Name: Popovici Adrian

Work place: Tourist guide

Technology Level: medium

He often had problems in getting all the people from a group to listen to him. It is also hard to talk to people that speak different languages in a group when trying to tell them the plan for the next POI , but he solved that issues with ToHo app.

Type: Suplemental

Name: Lavric Andrei

Work place: Tourist agency manager

Technology Level: high

Lavric Andrei uses the app in order to make the itineraries faster, easier and without mistakes. The app made his work easier, and now he does not need to work overtime so he gets to spend more time with his children.

Type: Negative

Name: Andrici Liliana

Work place: Retired teacher

Technology Level: low

Andrici Liliana and Popescu Lucretia have tried to book a vacation organized by a agency using toha app. Unlike the people that used the app, they struggled to get to the POIs, and also it took longer, having shorter breaks and more stress.

Storyboards

Storyboard1

Pai aici scrie ca mai avem de vizitat: ....
ce mai avem de vizitat pe astazi ?

oare unde este grupul? Pe chat scrie ca au ajuns...
uite, sunt chiar acolo!
haideti sa continuam turul, aici...

Storyboard2

Ce bine ca s-a facut frumos afara intre timp
Da, acum putem vizita celelalte locatii fizic

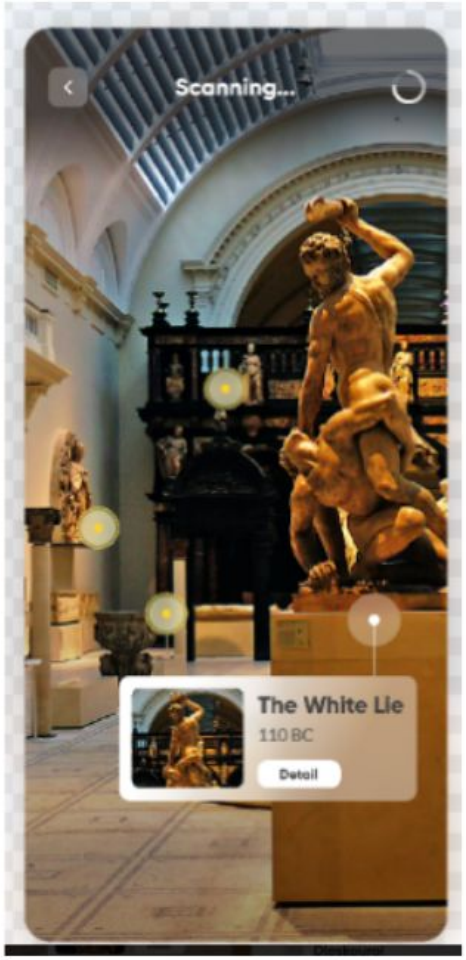
Scanning...
The White Lie
puteti scana codul QR pentru a vedea detalii legate de fiecare camera !

Sketches

Sketch 1

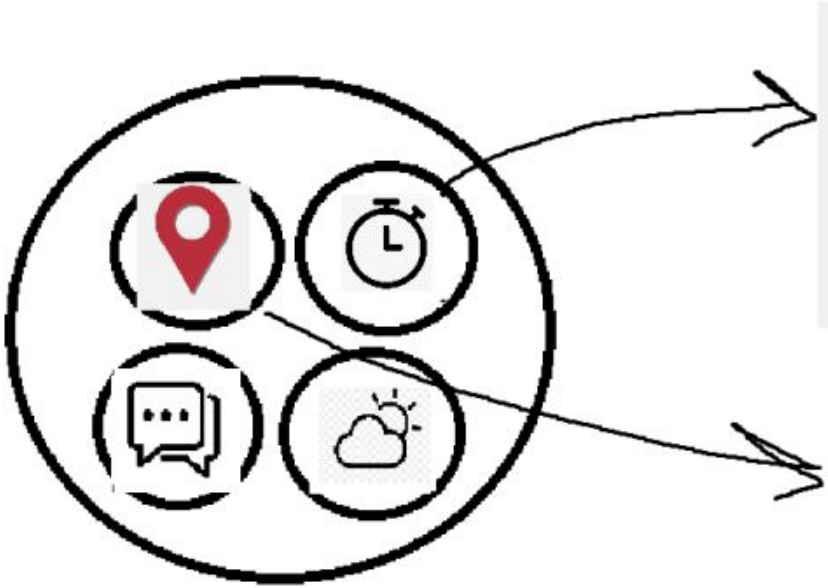
AR - visual guides
schedule
September
POI informations
Explore the city and locate all the Points of Interest
Teatro Municipal
Group Chats

Sketch 2


Scanning...
The White Lie
110 BC
Detail

Palatul Culturii din Iași este o clădire emblematică, construită în perioada 1906 - 1925, în perimetrul fostei curți domnești medievale moldovenești, pe locul fostului palat domnesc
Statuia ecvestră a lui Ștefan cel Mare din Iași este un monument de bronz închinat domnitorului moldovean Ștefan cel Mare (1457-1504), care a fost realizat de către sculptorul francez Emmanuel Fremiet

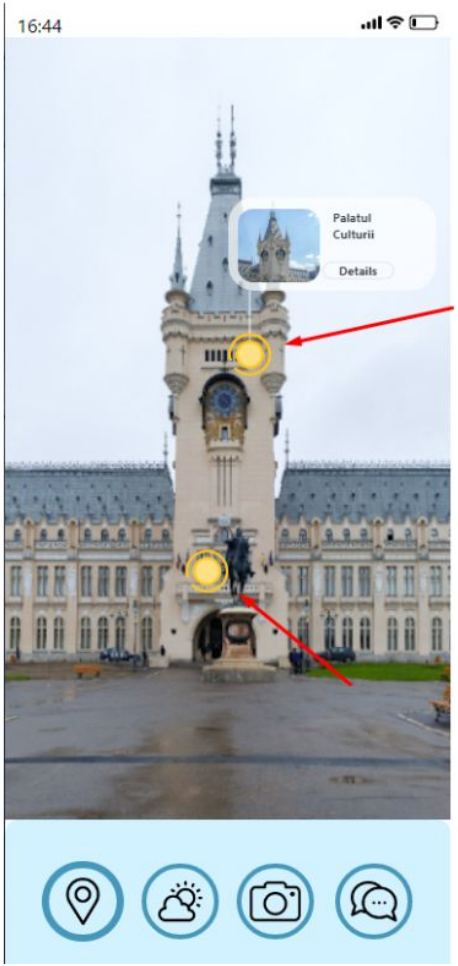
Sketch 3



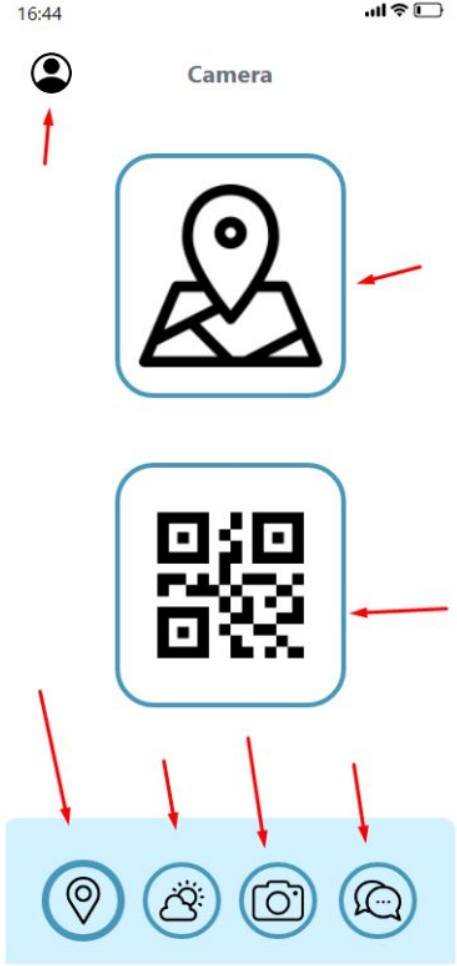
Projekt
Time Tracking
03:56

Create a route
Double tap to refresh current location
Tap to show distance & time from the start of the route
New route
1) Double tap to set marker
2) Tap on the marke
to build a route
Search POI
(Double ta
to show
last POIs
Existing route
1) Tap to show/hide route info
2) Double tap to remove route
Lubyanka
Kitay-gorod
Taynitskiy sad
0m (0ft)
23sec
1.23km (4039ft)
20min

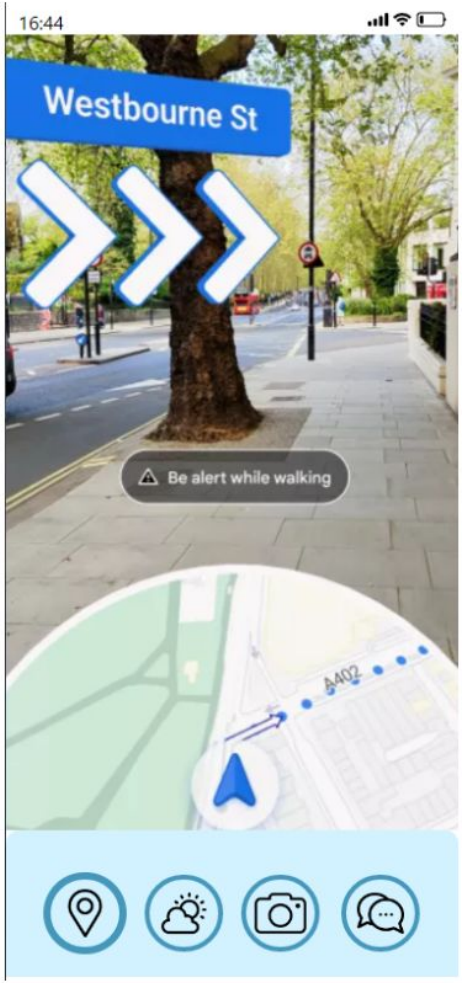
Interaction types/paradigms



AR

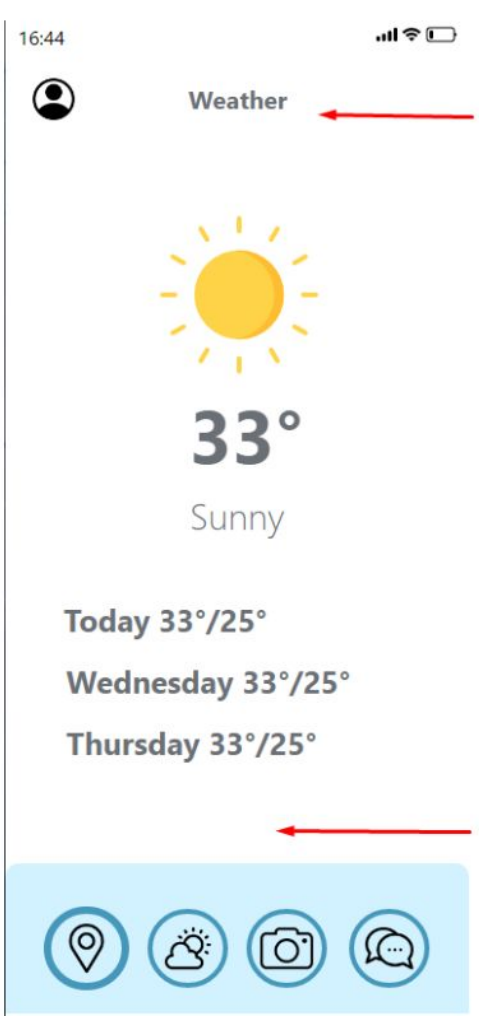


Touch

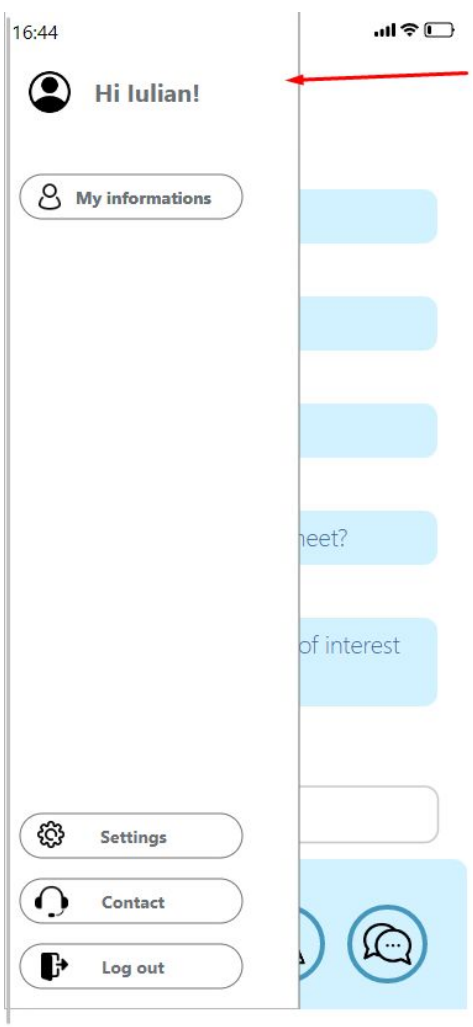


Audio

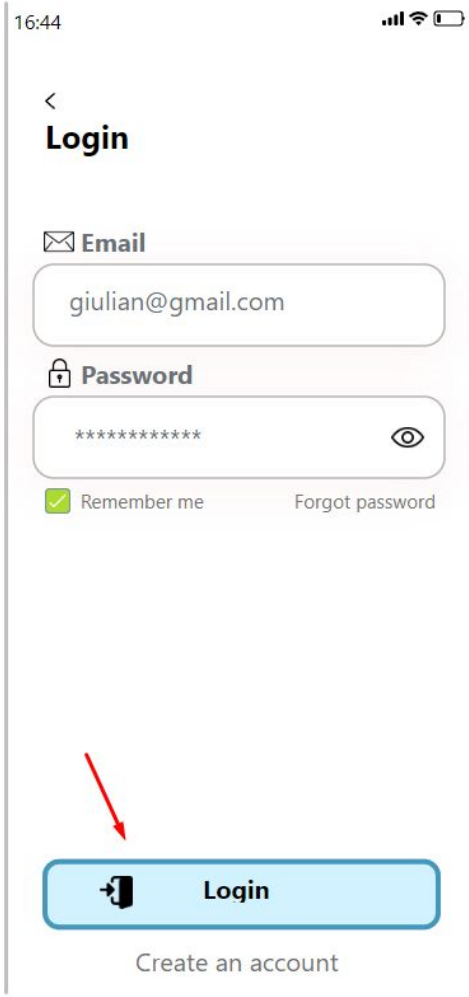
Design Patterns



Center stage



Closable panels



Prominent “done” button