

Interação Pessoa-Máquina
2024/2025

Trippin'

Stage 1: Project Proposal



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Month 09, 2024

Problem Description

People often travel and they often wish to catalogue and record their journey through different types of media. Currently, users are forced to use more than one application to satisfy this need. Another problem users face is the lack of a place to look back and view all their trips in a single environment.

Target Users

We want to target late teens and young adults who are starting to go on trips with their friends. People around the 16-30 age range are the target but we acknowledge that both younger and older users might exist. As an example, a family could want to record their trip to keep for future memories.

Project Goal

Developing an application to provide users with a singular interface to interact with all their trips and allow them to associate any kind of media to certain geographical points. With these points, the application can provide the user with the entire journey they made.

Market Research

Through our research, we identified Instagram as a possible competitor. In Instagram you can dedicate/create an account solely for the purpose of posting about your trip. In it, you would create a post, with a certain number of pictures, and accompany it with a description. The posts would all appear in the order they were posted.

The main challenge this presents is the fact that you're forced to always post a picture, meaning you cannot express yourself, if you wanted, with just a text, not even mention the fact that you couldn't add an audio note or another type of media. Secondly, you get only one possible view from the profile, which does not allow you to view the posts from a geographical or chronological standpoint.

Grouping multiple experiences into a trip is not possible, because every post is considered individual. Distinguishing multiple trips is as difficult as knowing which posts belong to which trips.

So, even if one chooses to bundle the "experiences" into a single post, the information of each is lost due to the app only accepting a single location, song and description, allowing for only up to 10 pictures in one post.

In essence, despite the app having some support for recording trips, it is a long way from being the ideal place to do so.