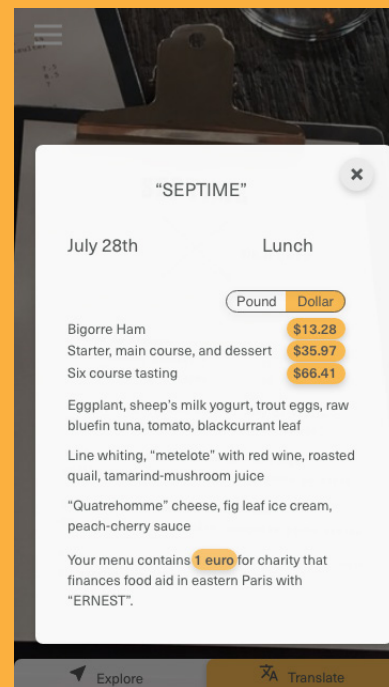
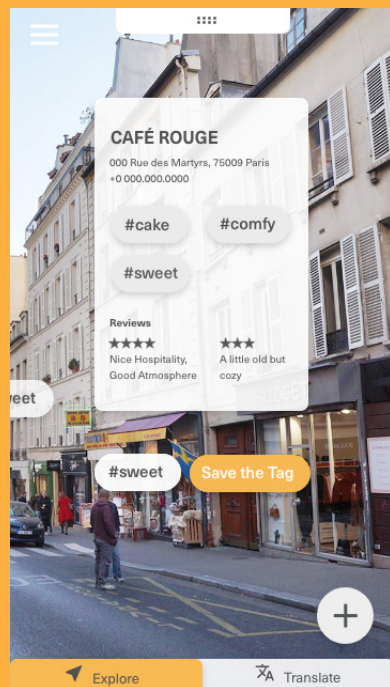


# RØVE



## OBJECTIVE

The goal of this project was to create a travel app that will help travelers experiencing language barriers, cultural barriers, as well as travel anxiety.

## COLLABORATORS

Ha Dao

Theo Golstein

Vidur Madhav

## DURATION

6 Weeks

## SUMMARY

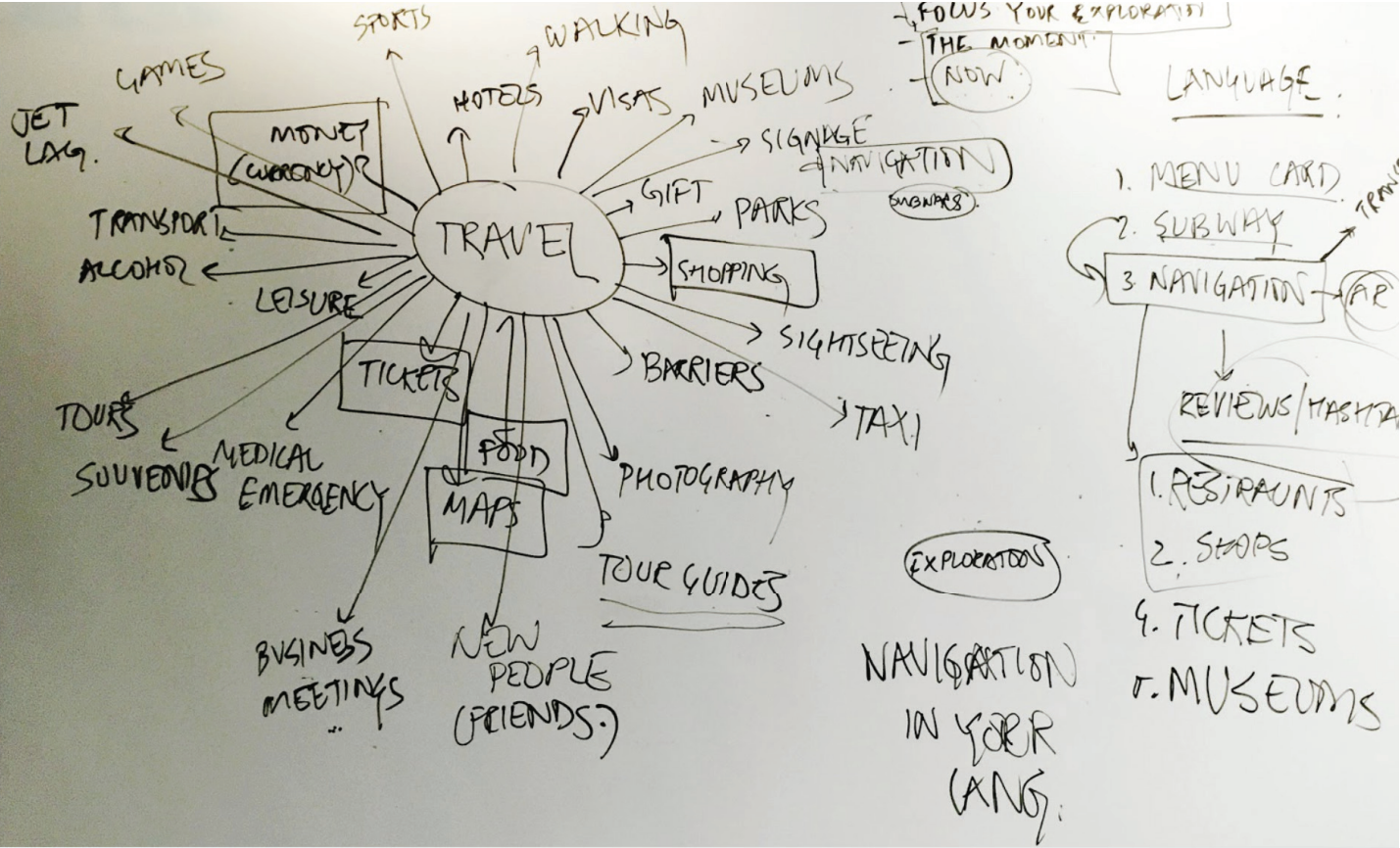
Røve is an travel app that is based on AR (Augmented Reality). It has various functions from navigating places with specific tags, AR based translation and conversion, saving users' tags, to even local emergency contact.

# BRAINSTORMING

Within the context of travel, we decided to narrow down our focus to exploration. While we seemed to have narrowed our focus down to exploration, we quickly realized that there is so much and so many ways to explore.

Exploring can be so many things including going to museum or trying local foods, checking out shops or sightseeing monuments. Additionally, it can be done individually or with others, as well as spontaneously or in a more planned out manner.

After brainstorming and thinking about existing products and services on the market from Tripadvisor, Google maps, and Yelp to blogs, travel books, and private guides, we realized that there was an opportunity to create a product that would focus on exploring in the moment.



As we were thinking back to some of our own travel experiences as well as drawing from the survey data we collected, we realized that there was a common obstacle in the way of exploration.

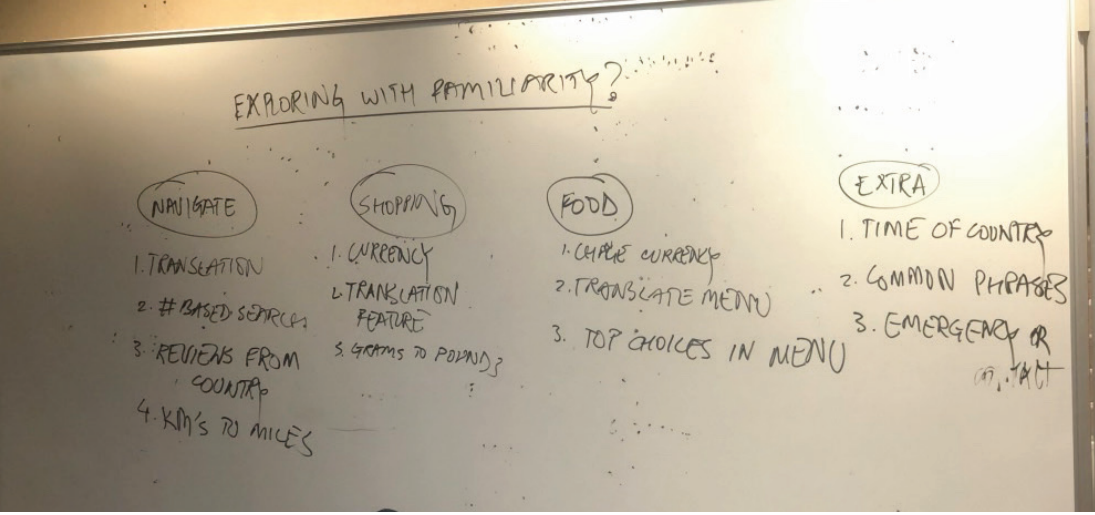
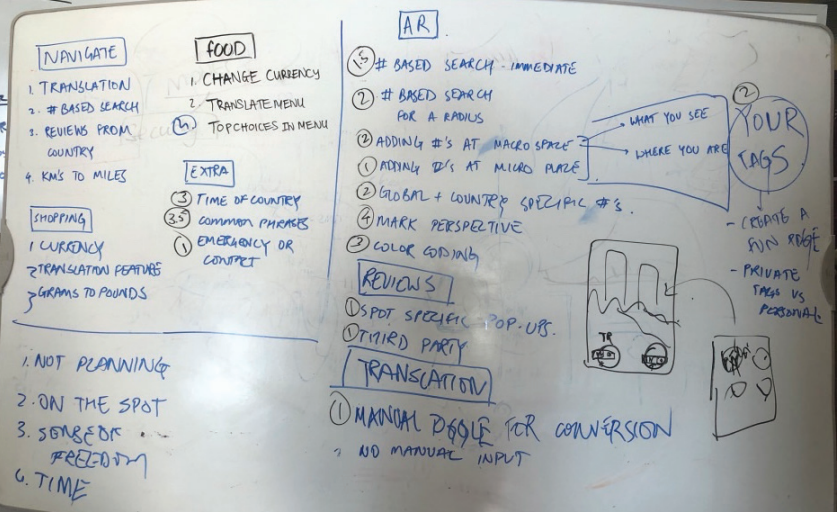
A language barrier, for many people, can lead to a lack of understandability in a new environment. This is especially difficult for people with little travel experience or people that are mono linguistic.

When traveling, a lot of people seek to immerse themselves in a new cultures. A lack of understandability can prevent some people from cultural immersion and getting richer travel experiences. For some people, the inability to read signs and understand people can cause anxiety during travel. Luckily, with available technology, many of the annoying tasks such as converting currency to one that you are familiar with or trying to translate words from an unfamiliar language can be made a lot easier.

## PROBLEM STATEMENT

“How can we encourage exploration and immersion by bridging language and cultural barriers during travel?”

We set out to help travelers transition from feeling anxiety over the unfamiliar to exploring the unfamiliar and opening themselves up to new experiences.





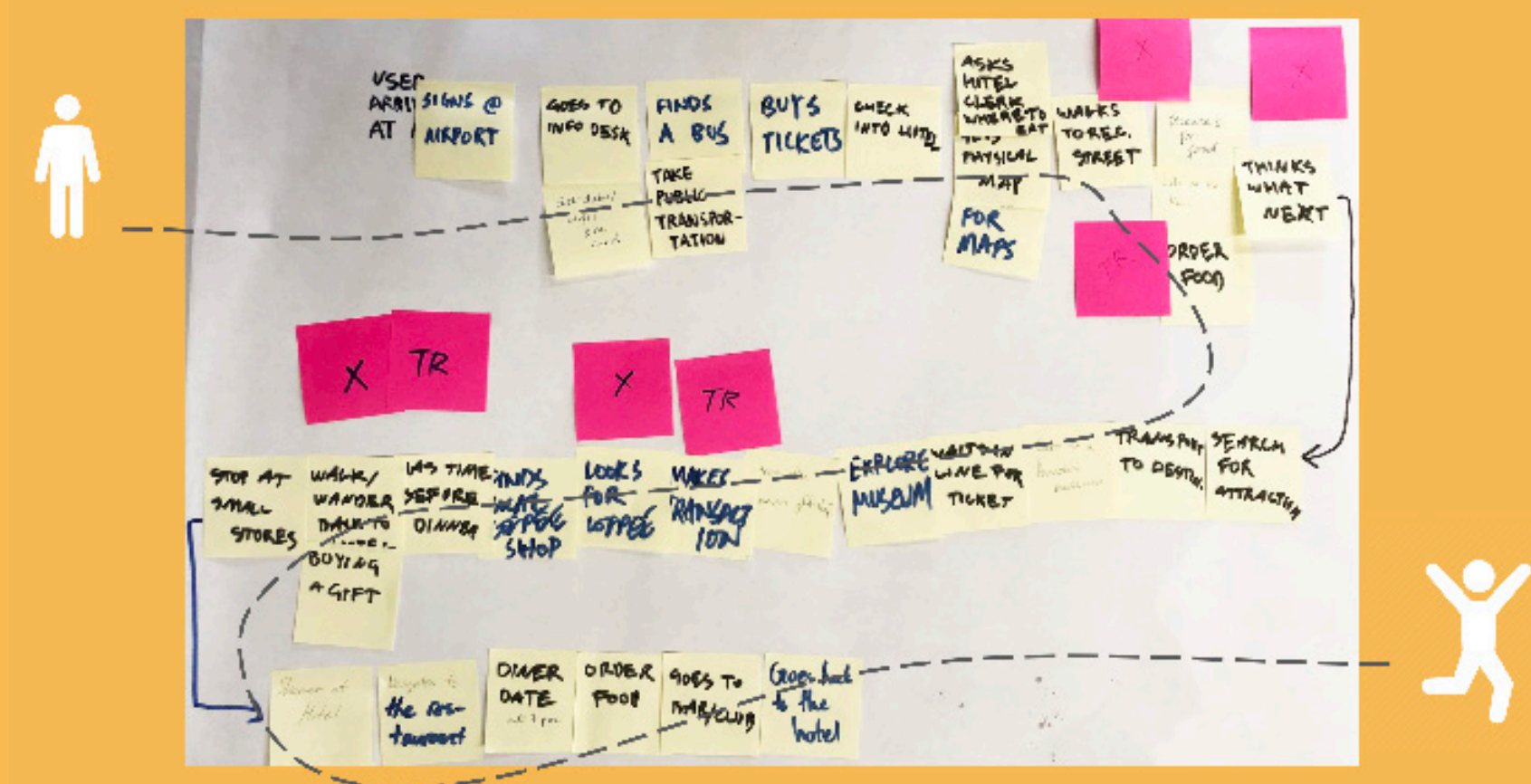


# MACRO JOURNEY MAP

Understanding the areas within the travel experience where our app could make a difference.

# MICRO JOURNEY MAP

Figuring out what features within our app would be used at what time during the traveler's experience over the course of one day.



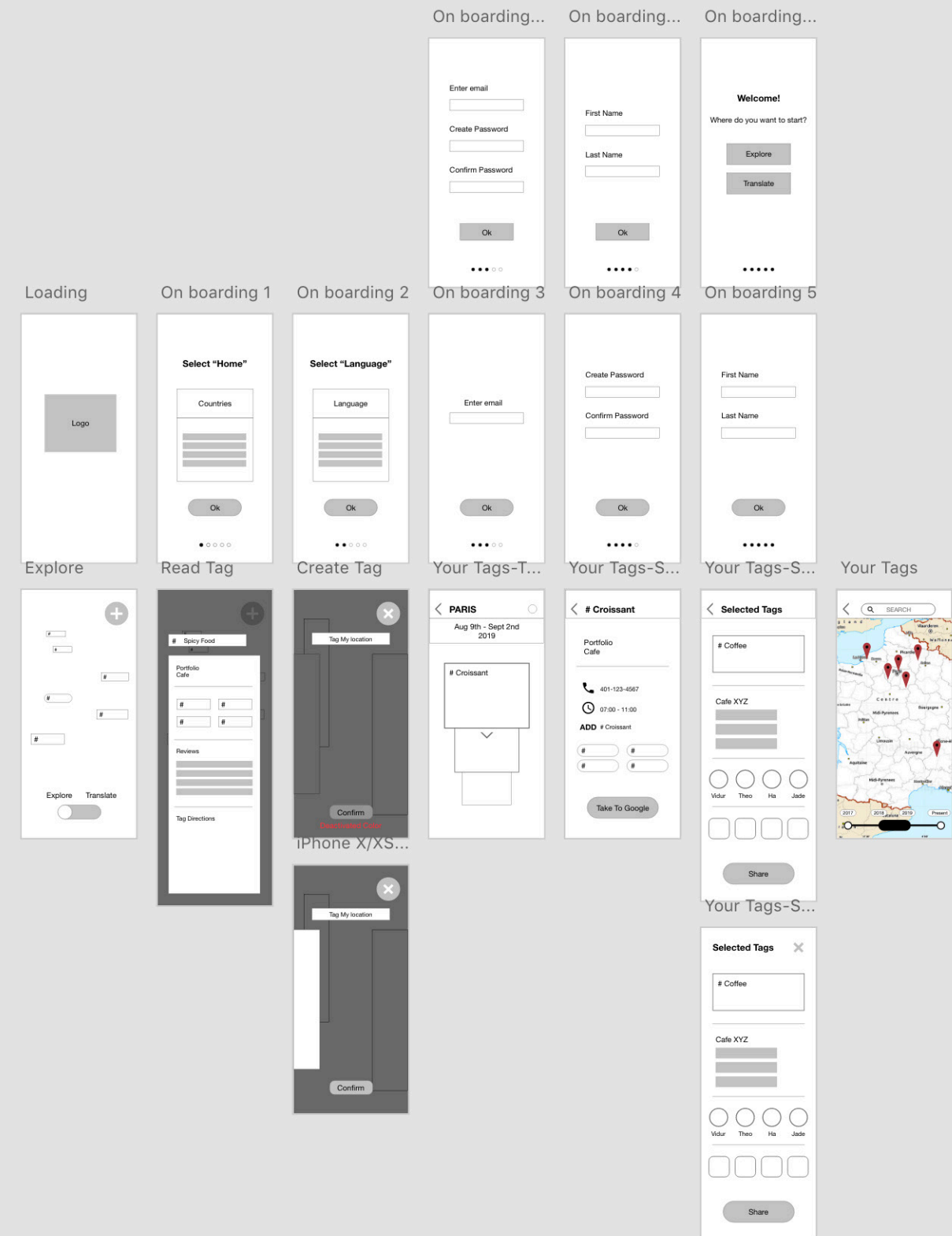
X: Exploring Function  
TR: Translation Function





# SKETCH & WIREFRAME

In order to engage in a parallel design process that allowed us to pull the best ideas out from each person's designs, we sketched and wireframed individually.

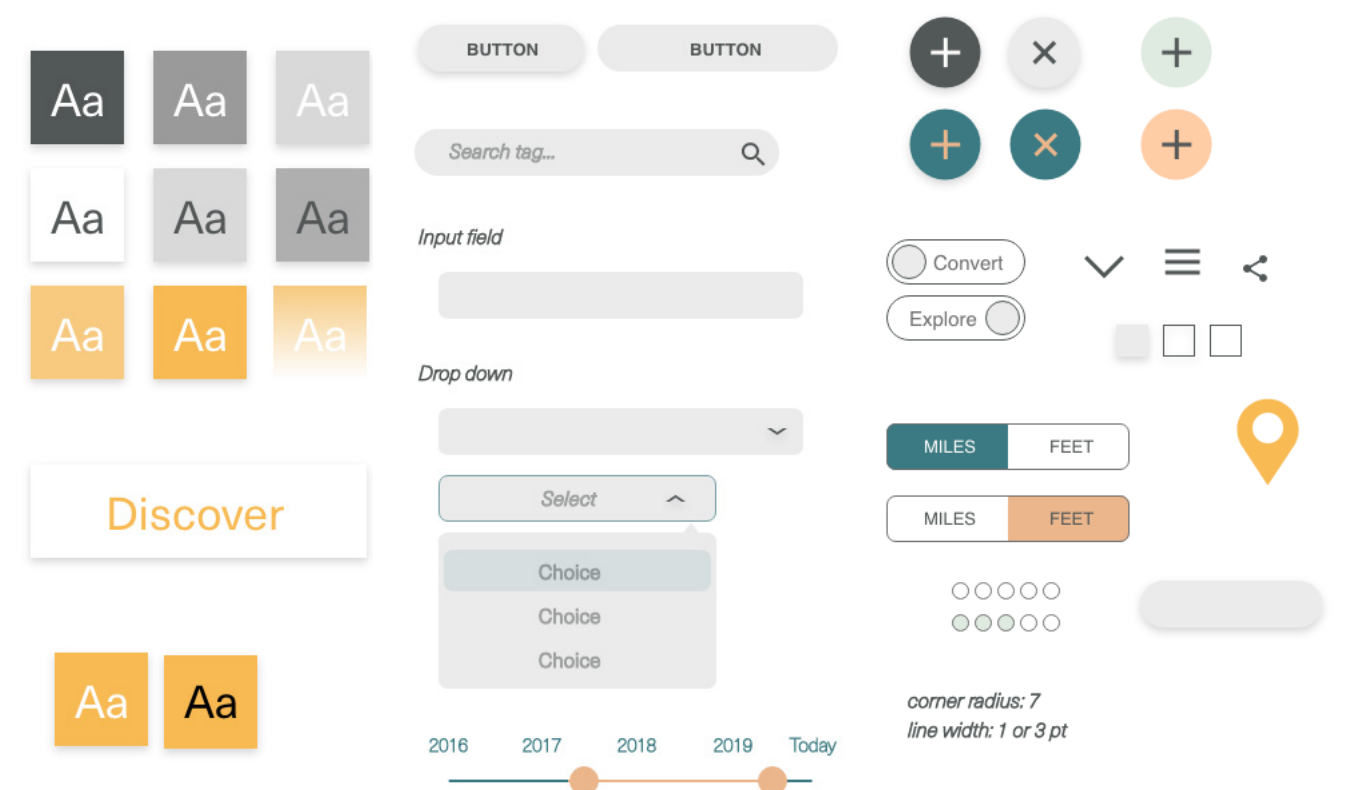




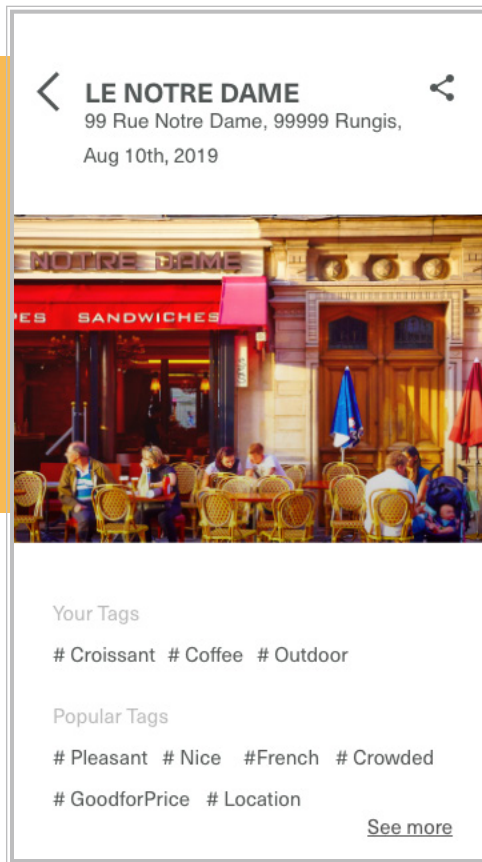


# USER TESTING

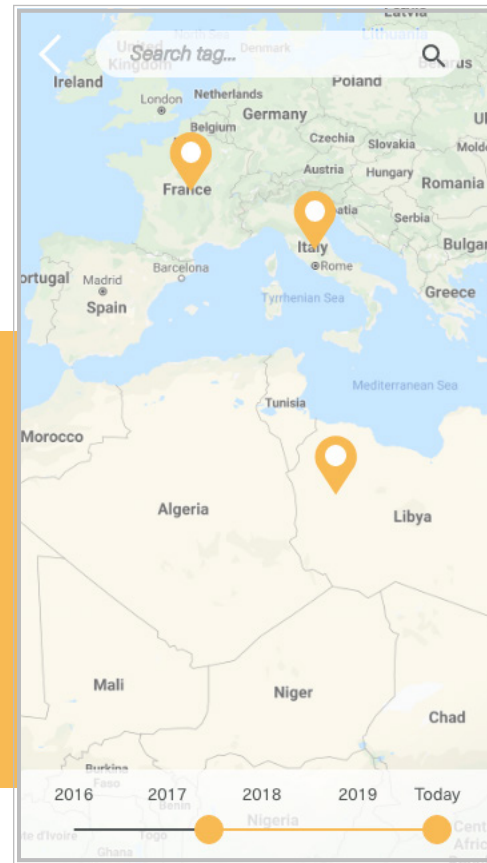
<p>Neue Haas Unica (Regular)</p> <p><i>Neue Haas Unica (Thin Italic)</i></p> <p><b>Neue Haas Unica (Bold)</b></p>		
Title	Aa	50pt
H1	Aa	34pt
H2	Aa	20pt
Body	Aa	17pt
Buttons	Aa	15pt
Notes	Aa	14pt



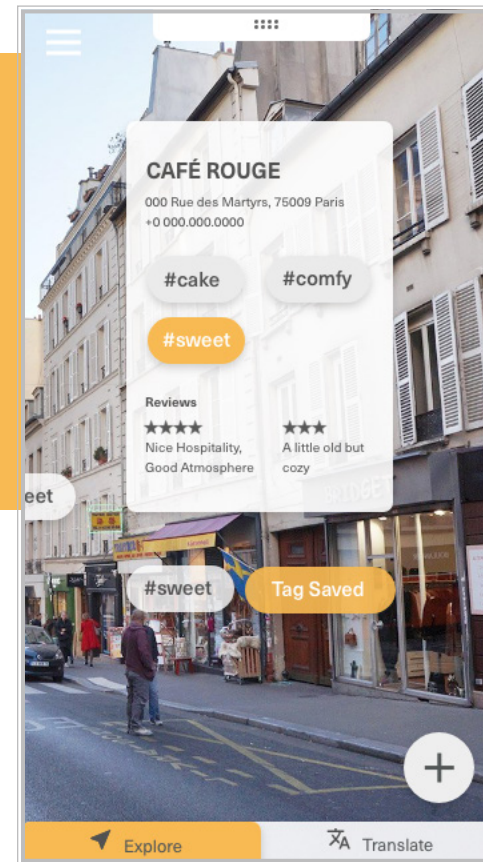
# RØVE



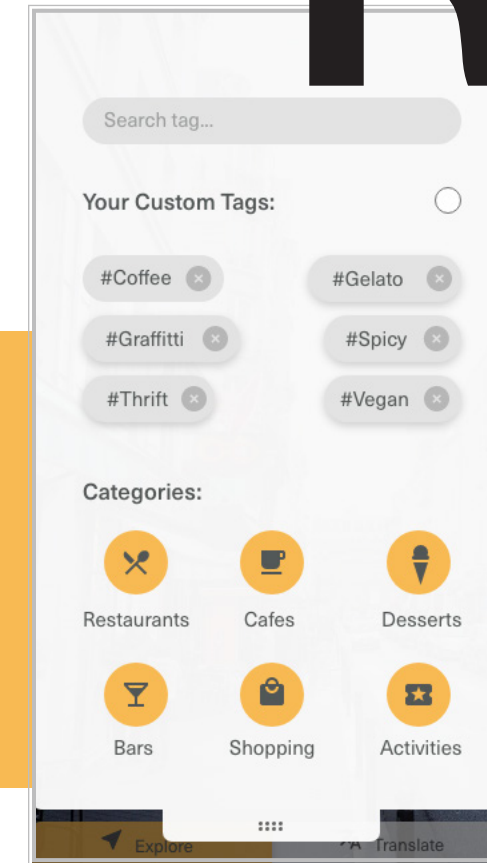
SAVE YOUR MEMORIES



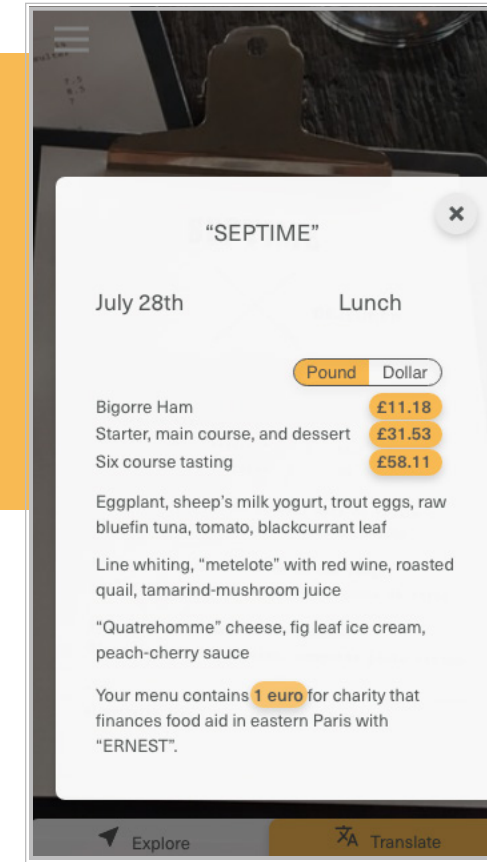
PIN PLACES  
YOU HAVE BEEN



NAVIGATE & TAG



SEARCH BY TAGS  
AND CATAGORIES



TRANSLATE & CONVERT