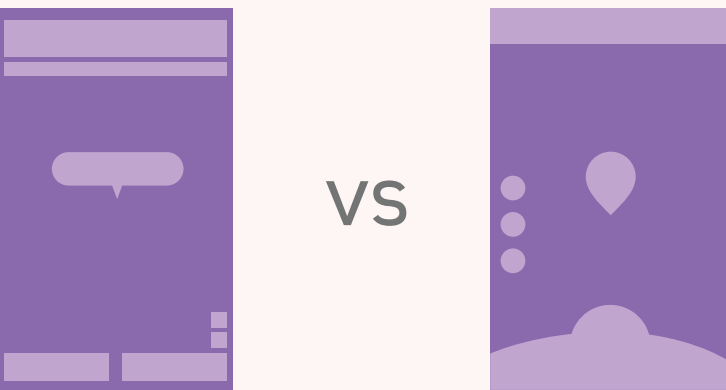


# VENTURE COMPANION APP

More detailed process at <https://lnquan.github.io/des157>

## Comparative Research



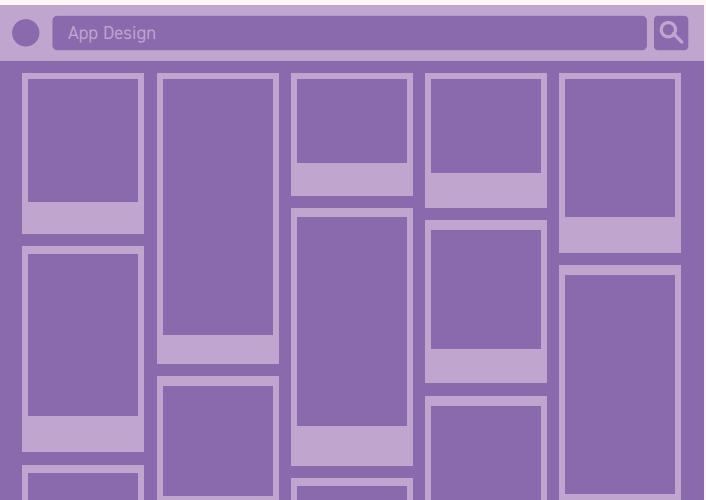
For my comparative research, I looked into two different companion apps to find the common features among them and what makes each app stand out. The two apps I looked at was “Companion” and “bSafe.”

## Background Research



My background research’s main purpose was to find out how many different companion apps have been created. During my research, I found two different articles ranking different companion apps for its efficiency and usage. These articles highlighted the many features and functions of each app. My research also introduced me to Safeture, a super effective companion app, but costs a premium to use.

## Visual Research



To decide a visual direction, I looked into two different aesthetics of apps, flat design and modern minimalistic design. For the visual research, I mainly used Pinterest and Google Images to find designs for inspiration. I collected my inspiration to make mood boards for the two different aesthetics.

## Audience Persona



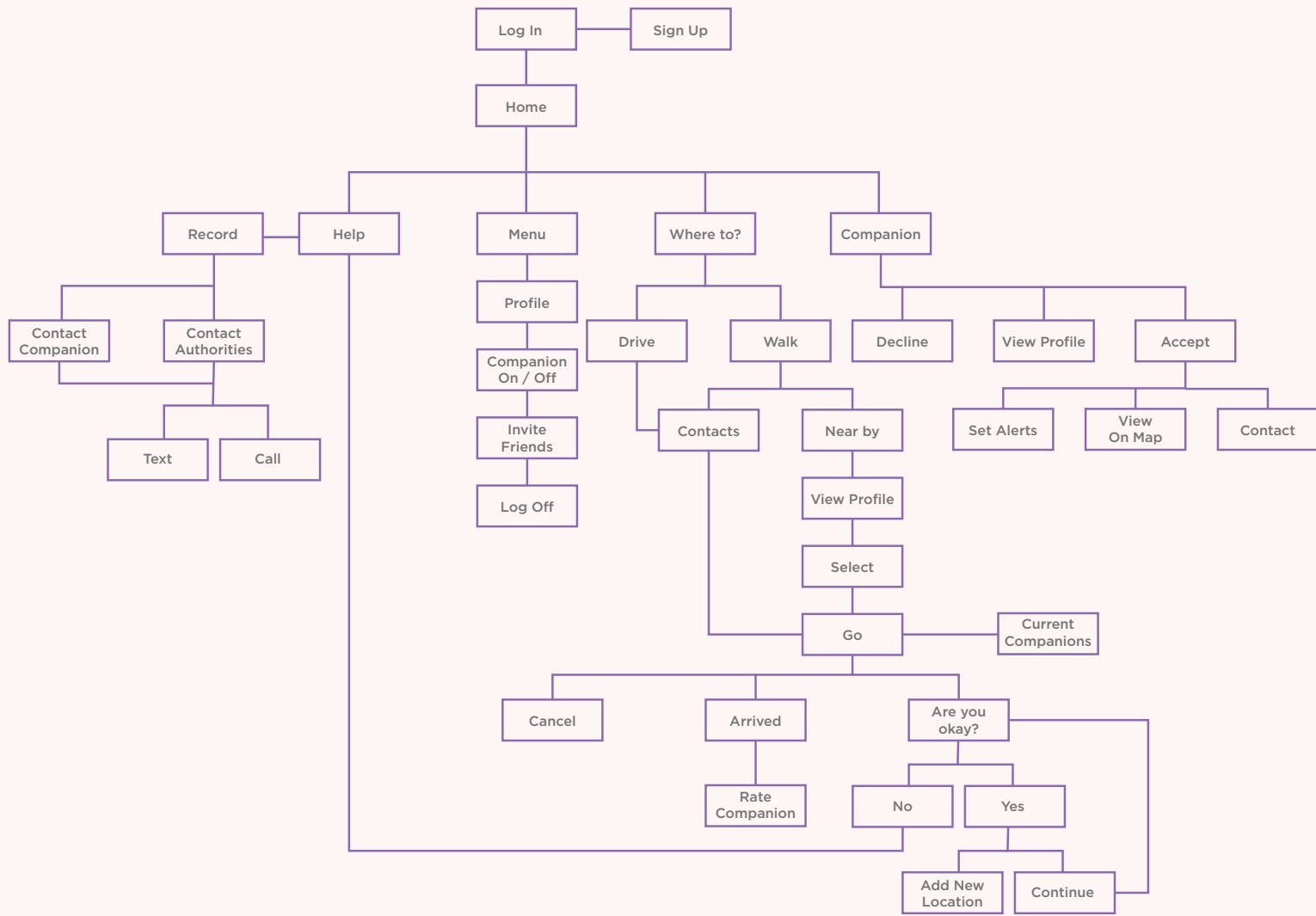
**Olivia Mokona**  
Olivia is currently a 21 years old college senior at the University of California, Davis planning to graduate in the spring. She works on campus and is currently majoring in sociology and hopes to find a meaningful job in the work force. To get to school and work, she walks and buses to her desired location. On her free time, she likes to travel around exploring different parts of California. Although most parts of California are relatively safe, her family is concerned about her safety and her whereabouts. She is very adventurous, but sometimes, she feels concerned or uncomfortable when she is by herself. When she chooses a place to travel, she likes to research on where to visit and what to prepare for the visit.

## User Goals



The user’s goals helped me understand what my app needed after researching other companion apps. It compiled everything I learned to easily understand what my app needed to do.

## Site Flow



## Wireframes

