



VACA

The Travel App





The Travel App

VACA allows the tracking and creation of a travel project, start to finish. Budgets, daily schedules, and weather forecasts are some of the features in this app.

Target Audience

Age	31
Occupation	Finance
Income	100K+
Location	Bay Area
Status	Married

Word List

travel, booking, flights, country,
abroad, nature, planning, trip,
vacation, overseas, hotel,
boarding, itinerary



Tracking

seasonal weather trends
regional site-seeing index
flight and hotel booking
calendar



Name Options

Trip Tracker
Travel Tracker
Vaca
Tripper
TravelTrack (TT)
AIR
Flighter
Abroad
MyFlight
MyTrip
MyTrack

Competitors

airbnb
google maps
tripadvisor
hoteltonight
expedia

ALICE



About

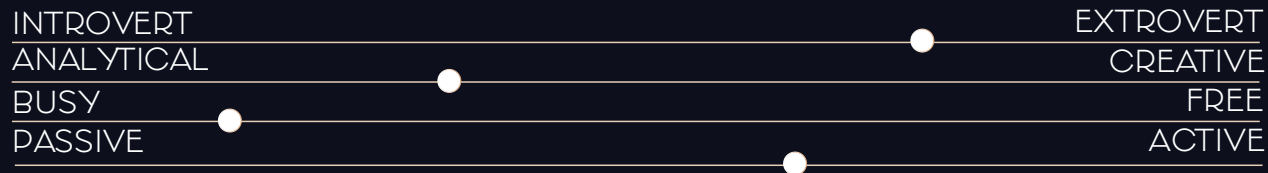
Alice has loved to travel since her college years. Since she graduated with a degree in finance, she now has the means to fund her many different hobbies.

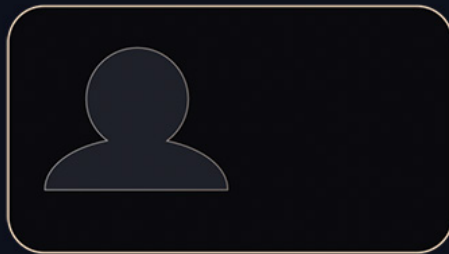
Goals

- Keep track of her funds.
- Have a consistent and very efficient organization of her schedule
- Optimize her time usage

Frustrations

- Uncertainty and messiness
- Being stuck trying to figure out a complex interface that makes no sense

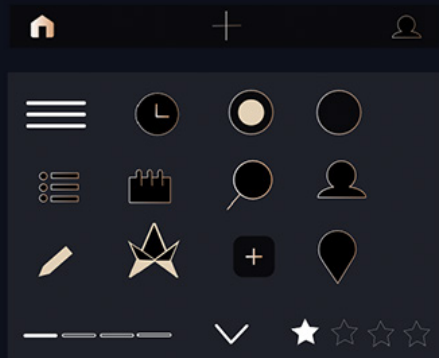
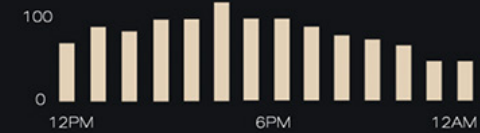




December 2021 ▶

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Overview



Overview Budget Hotel Itinerary

Button

Type here...

Select... ▼

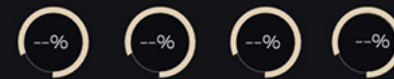
Button

Button

Overview



Overview



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V A C A

Potential Colors



Potential Textures



01 HEADING

Subheading (Avenir Next)

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(Proxima Nova)

AKTIV GROTESK EX

Text/Thin



#131219

#EBD2B8



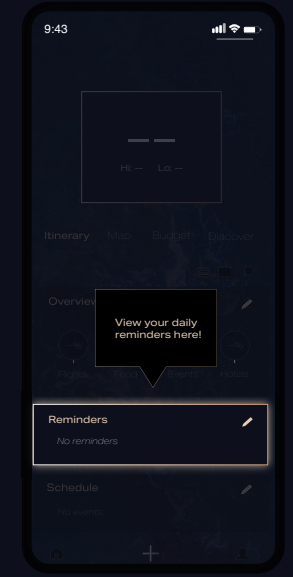
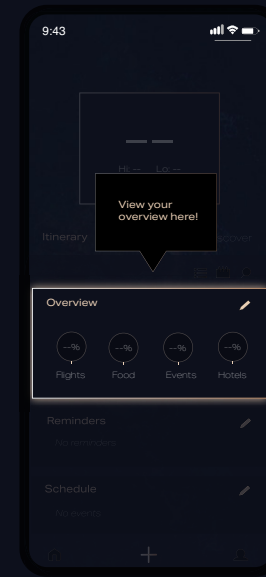
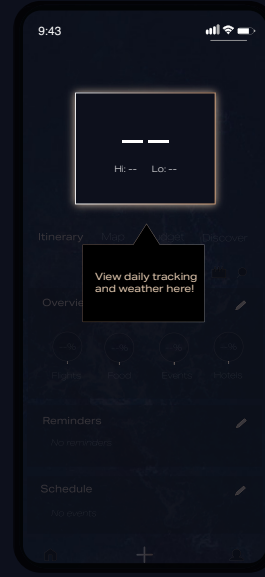
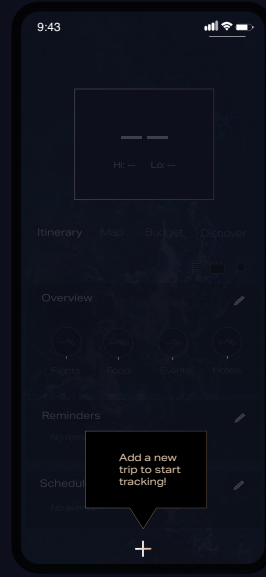
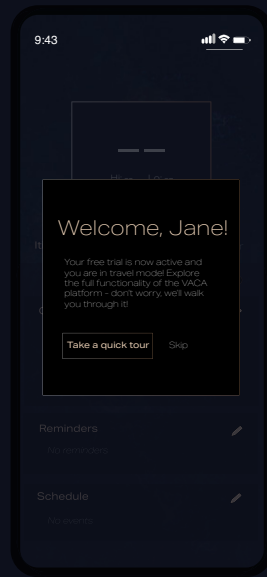
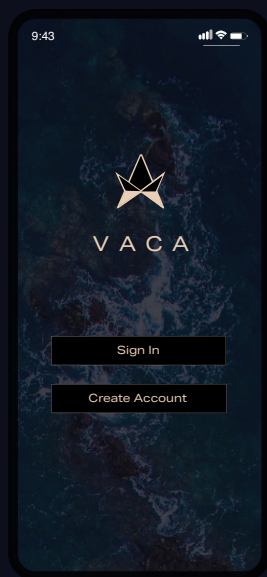
#092D4D




#04192C




#FFFFFF





VACA



Jane Doe

01

02

03

Partly Sunny
Hi: 70° Lo: 64°

04

05

06

Overview

Itinerary

Budget

Flights

Reservations

+

Calendar

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Overview

78% 57% 42% 78%

Flights Food Events Hotels

Reminders

🕒 Call airline about tomorrow's flight!

Daily Check-ins

- ☒ 09:00 AM Breakfast
- ☒ 09:45 PM River Cruise
- ☐ 01:45 PM Shopping in downtown
- ☐ 12:00 PM Dinner at Duke's

Daily Budget

\$429 projected to spend of \$2,250

A	B	C	D	

A Food \$ 50/100
B Events \$ 74/200
C Emergency \$ 5/900
D Shopping \$ 300/1050



