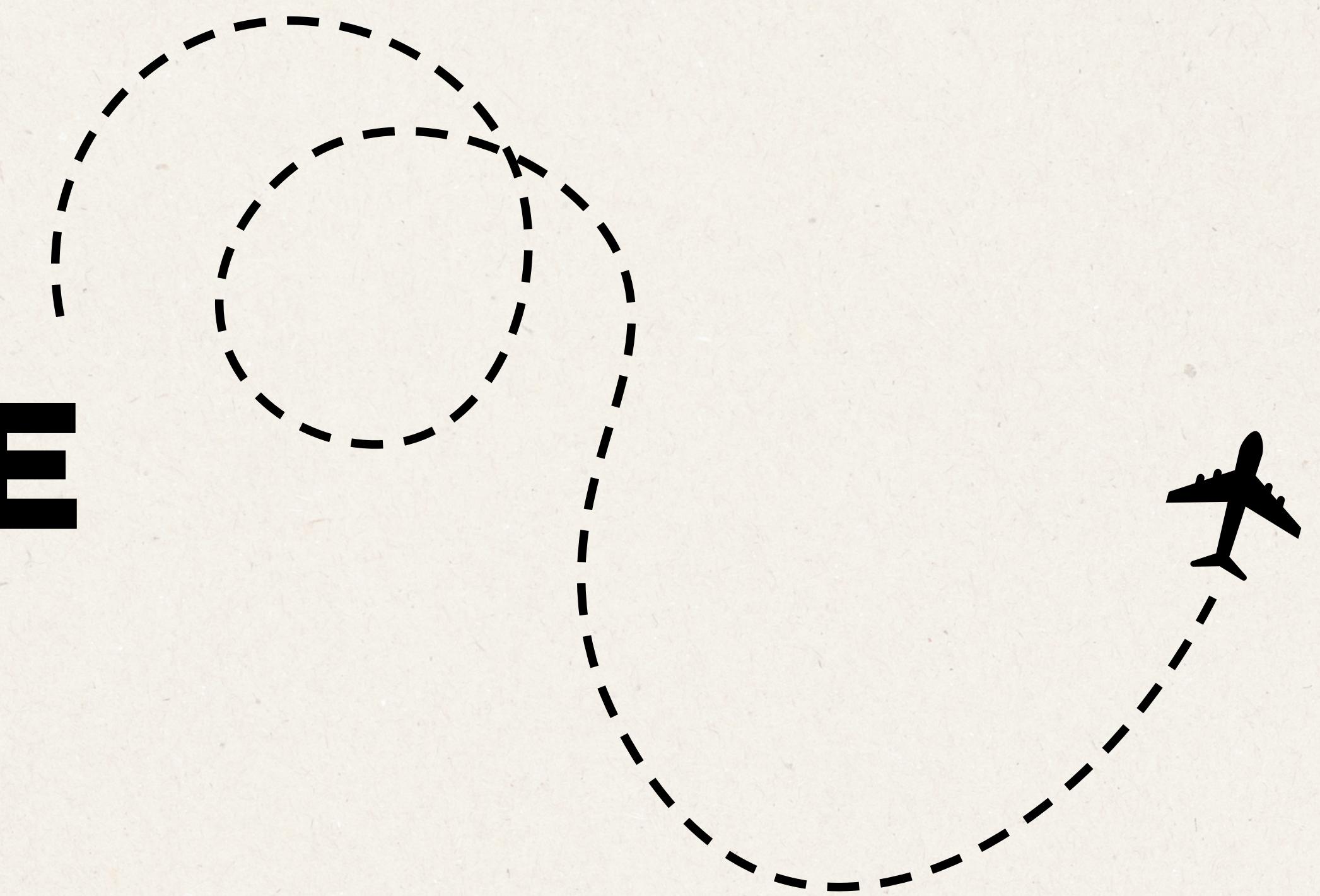


# **STAMP EXPLORE**

**A PERSONALIZED TRAVEL APP**



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Personal Project

# Overview



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# Project Overview

## Personal Connection



# Project Overview

## Problem Statement

How can we enhance post-travel experiences to create a unique and personalized method of collecting souvenirs and preserving memories, beyond traditional photo albums or social media posts?

- **Easy Accessibility**
- **Cheaper Option**
- **Greater Personal Connection**



# Project Overview



## Travel

Visit and explore a new city.

## Collect

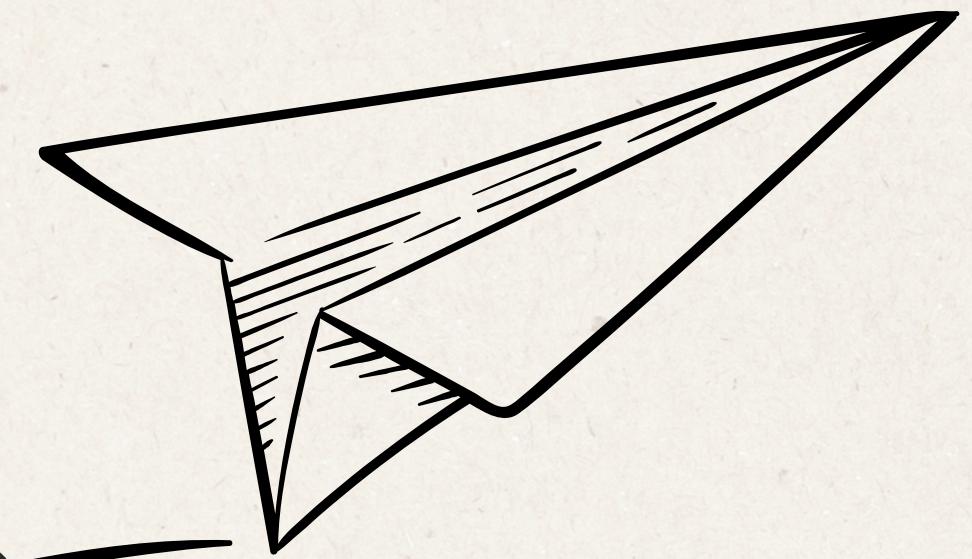
Add that city and collect a new stamp.

## Log

Upload your own personal pictures and experiences.

## Enjoy!

Look back on all your fond memories and stamp collection.



# Users

## Pain Points

### 1. Lack of Creativity & Engagement

- Mundane nature of traditional photo albums
- Not visually exciting to preserve travel experiences
- Users seek something more unique & personalized

### 2. Loss of Physical Momentos

- Users seek the charm of tangible travel memorabilia - but find themselves misplacing physical souvenirs

### 3. Fragmented Travel Experiences

- Scattered experience of memorabilia being in different places
- Difficulty fully looking back on past experiences

# Users

## App Analysis

The image displays two side-by-side screenshots of mobile applications. On the left is the 'Photos' app, showing a grid of numerous small thumbnail images. A large, semi-transparent dark overlay covers the top half of the screen. At the top of this overlay, the word 'Photos' is centered in white. Below it, the word 'Library' is displayed in a large, bold, white font. Underneath 'Library', the text 'Jul 15–16, 2023' is shown. A small white button labeled 'Jun 2023' is positioned above a larger white button labeled 'Jul 2023'. On the right side of the 'Photos' screenshot, the text 'Scrambled' is written vertically in black, with a curved arrow pointing from it towards the bottom-left corner of the app's interface. At the bottom left of the 'Photos' screenshot, the text 'No clear narrative' is written vertically in black, with a curved arrow pointing from it towards the bottom-left corner of the app's interface. On the right is the 'AllTrails' app, showing a 'Saved' section. The title 'AllTrails' is at the top in a large, white font. Below it, the word 'Saved' is centered in a large, bold, white font. Underneath 'Saved', there are three tabs: 'Lists', 'Parks', and 'Downloads', with 'Lists' being the active tab. A green circular button with a white plus sign is located below the tabs. To its right, the text 'Create new list' is written in black. Below this, a section titled 'My favorites' shows '1 trail'. At the bottom, a section titled 'My maps' shows '0 maps'. A curved arrow points from the text 'Lack of Personalization' on the right towards the 'My favorites' section of the 'AllTrails' app.

Photos

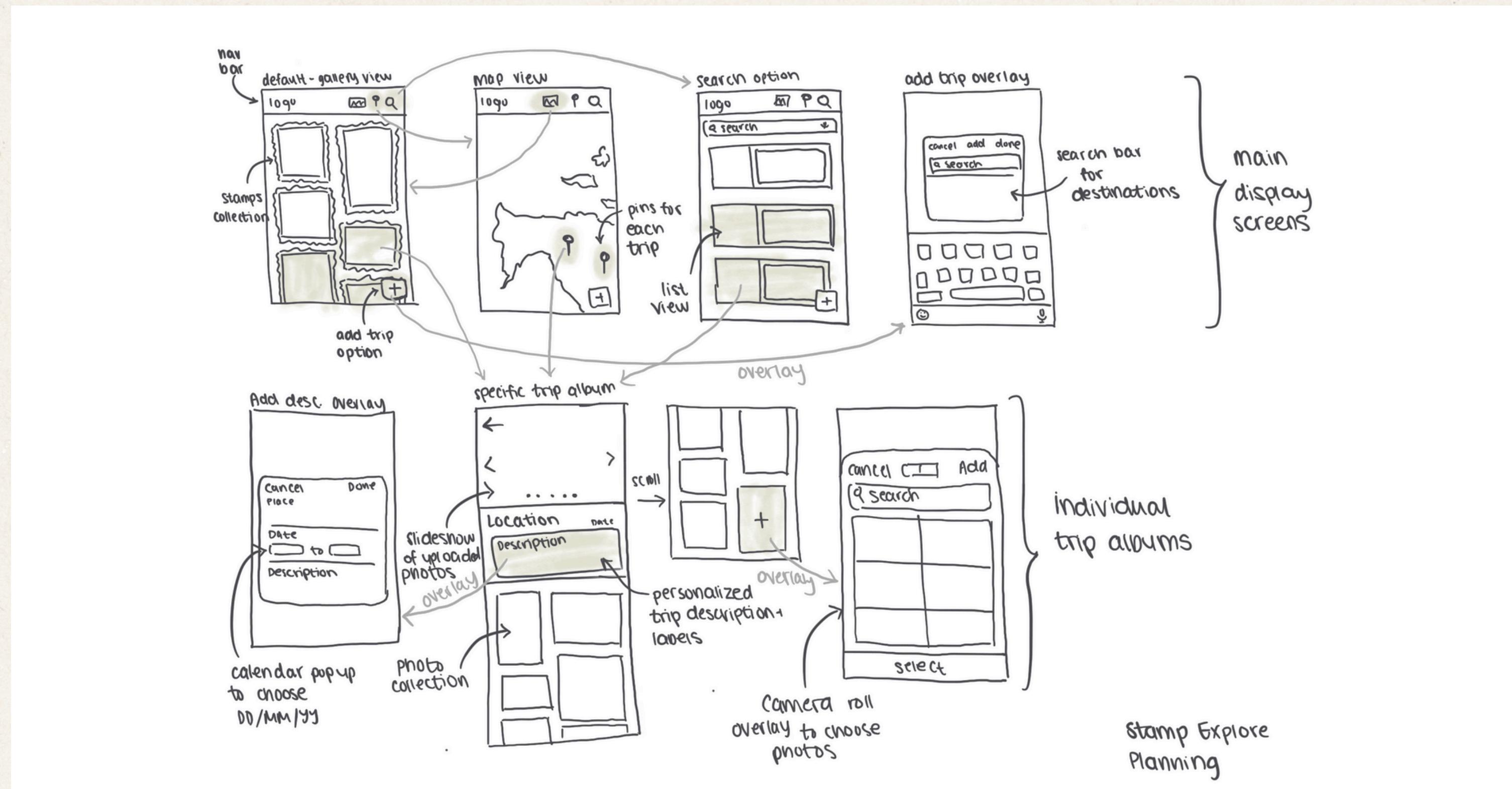
Scrambled

No clear narrative

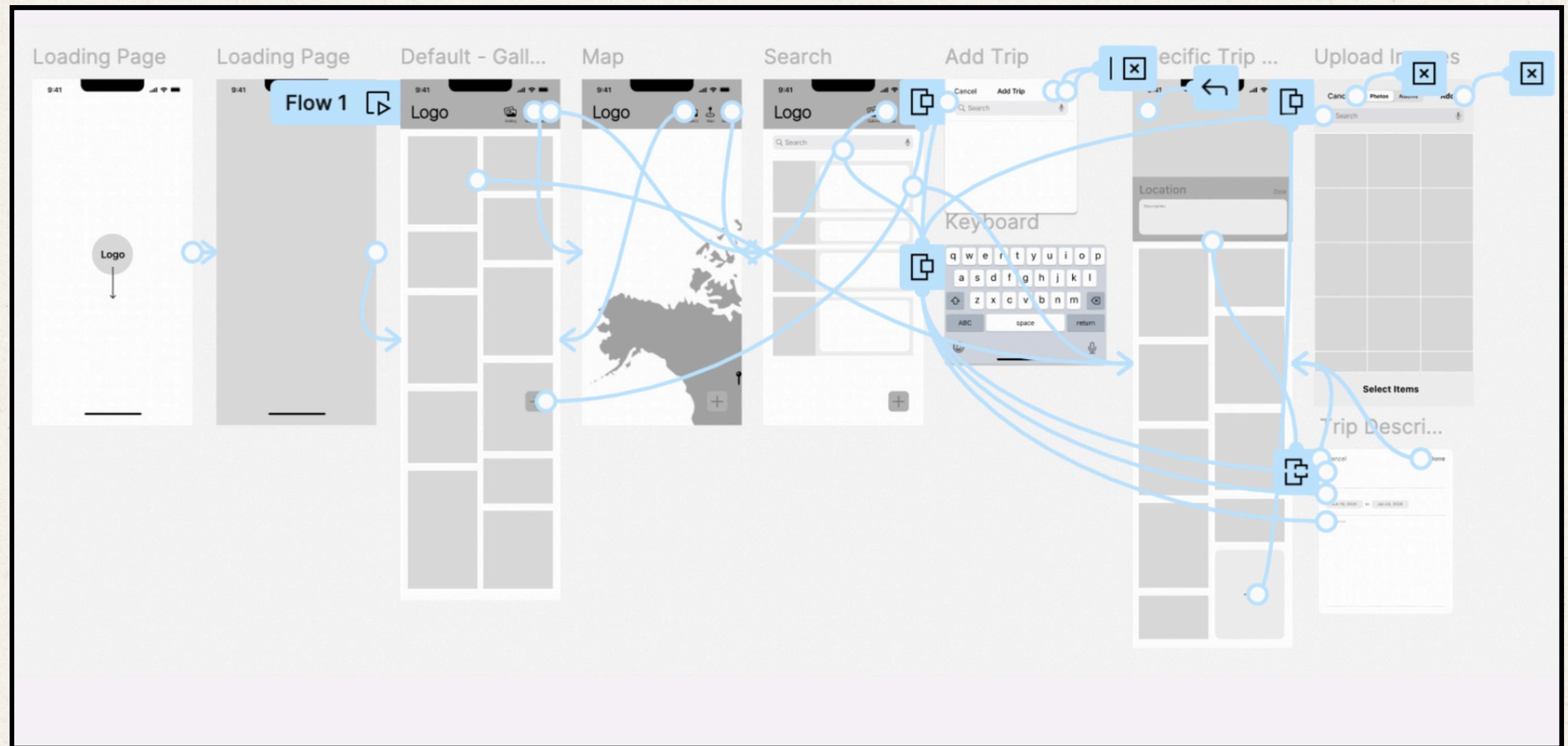
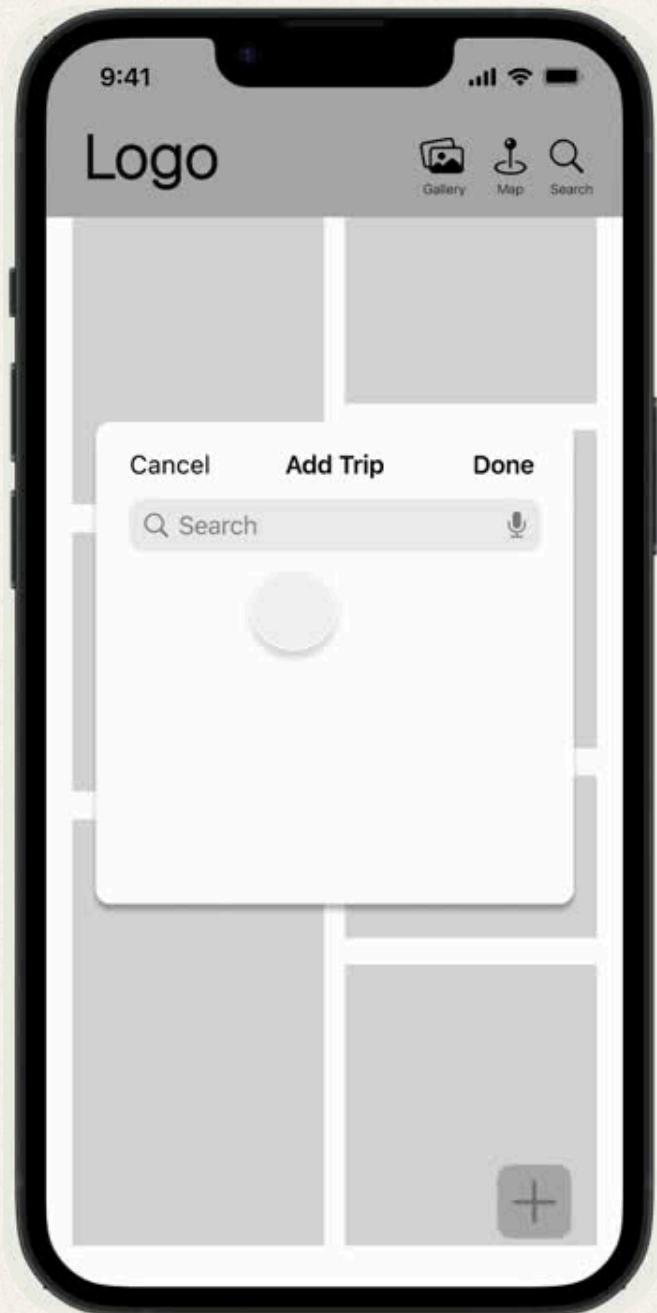
AllTrails

Lack of Personalization

# Process



# Wireframing & Prototyping



# Wireframing & Prototyping

The image displays six wireframe prototypes of a mobile application interface, arranged horizontally. Each prototype is shown on a smartphone screen with a white background and a black border. The prototypes represent different screens of a travel application:

- View Your Stamp Collection:** Shows a grid of travel stamps from various cities like London, Paris, and New York.
- Add a New Stamp/Trip:** Shows a search interface for adding a new location, with a keyboard at the bottom.
- View Your Trips on a Map:** Shows a map of North America with several red location pins.
- Search for Your Trips:** Shows a search results page for trips to Paris, France, and Porto, Portugal.
- Upload Your Fave Pics + Videos:** Shows a view of Vancouver, BC, with a camera icon and a keyboard at the bottom.
- Document Your Memories:** Shows a detailed view of a trip to Vancouver, BC, with a keyboard at the bottom.

Below each prototype is a rectangular button with a thin black border containing the text:

- View Your Stamp Collection
- Add a New Stamp/Trip
- View Your Trips on a Map
- Search for Your Trips
- Upload Your Fave Pics + Videos
- Document Your Memories

# **Research & Rationale**

## **Considerations While Designing the App**

### **1. Understanding User Behaviours and Needs**

- Photo-Taking Habits
  - Taking several photos per day, but only a small fraction being revisited or organized
  - Looking to find ways to make these photos more meaningful, organized, and memorable
- Desire for Unique Collections
  - Travellers seek creative ways to document their experiences beyond simple, generic photo albums (ex. through journaling, scrapbooking, collecting souvenirs etc...)
  - App taps into teh appeal of collecting and personalizing keepsakes

### **2. Using the Appeal of Collectibles**

- Gamification & motivation
  - Adding game-like elements to non-game environments to increase engagement, motivation, and participation
  - Stamp system adds more fun to encourage users to visit more places, and collect more stamps
- Souvenirs add a sense of nostalgia, digital stamps mimic the feeling to make each trip feel more commemorated

# User Experience

<b>My Needs</b>	<b>StampExplore's Response</b>
Messy Photo Organization	Structured Method to Group Photos
Unwillingness to Buy Souvenirs	Free Virtual Collection
Lack of Personalized Connection	Places All Your Memories in One Place