

Swifties

Wander Hub

Say goodbye to app clutter and pricey guides. Our all-in-one solution for personalized travel lets you navigate seamlessly, access curated recommendations, and more!

Travel light with WanderHub! 🌋



TEAM MEMBERS PAGE

Swifties

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Customer
Profile

Value
Proposition/
Storyboard

Engine
Architecture
Flow

Final App
Demo



Customer Profile

Affinity Map

Needs/ Tasks

- Traveling abroad safely
- Communication during group travels
- Creating an itinerary for a trip
- Financial and logistical concerns

Travelling in a group is a need for some people (8)

Traveling in a group is typically safer

Interview 5, 7: Travel in groups of at least 3 for safety (2)

Interview 5.7: Shares locations with friends for safety (2)

Interview 9 Sometimes ask friends in the area about what the safe areas are and which ones I should stay away from. (1)

Communication during group travel is essential (3)

Interview 8 Sending periodic updates in case they split up. (1)

Interview 1.7 Stay on the same page by having a group chat and sending updates

There are several logistical factors that require attention when going on a trip. (13)

Having a plan (itinerary) is necessary when travelling

Interview 1, 3: Sharing itineraries

Interview 6 Excel sheet dates, places, mode of transportation (1)

Interview 4, 7, 9: Makes a google doo days and other commitments tries to fit them into those days according to locations (3)

Interview 8 Try to share the list with them. Never been on a trip where people were not involved i plenning it, so everybody is on the same page (f)

Financial concerns are

important when

planning a trip

(1)

Interview 8

He was thinking

about going to

Florida (price

Interview 1 Needs to know it there is cost to partake in opportunity

concern). Based or time available, he picks a place. (1)

> Interview 1 Considers price and weather (1)

Interview 1 Likes finding a good deal



Customer Profile

Affinity Map

Pain Points

- Group travel is difficult to coordinate
- Transportation is difficult to organize
- Planning a trip is logistically difficult
- Research and vacation planning can take a lot of time and be tiring

Group travel has difficulty coordinating (5)

Interview 3, 5, 7 Doesn't like complexity, disagreements that comes with group traveling

Interview 1 Dislikes the time to figure out what everyone wants to do as a whole (1)

Interview 8 With small groups you can discuss things on the fly, and it works out but big groups has to be more rigid. (1)

Transportion is often difficult to organize

Interview 5, 8 transportation is often a hassle to figure out

Interview 5, 6: Mode of transportation is very important and needs prior planning Weight cost and time between public transport and private

Interview 7 No public transportation at night, research areas to avoid (1)

> Interview 4 Photos, souvenirs Content is hard to organize becaue it is time consuming

There are many factors that are difficult when plannling a trip

travelling can be overwhelming (6)

The abundance

of options when

Planning a trip takes too much logistical difficullty (7)

some specifics. Google

Interview 6. 9 Route planning is the you need to plan a route based on so many variables like time of day

Interview 3, 8, 9:

It is overwhelming to

dig a lot to figure out

search, planning,

finding websites and

making calls

Interview 5 Dislikes downtime

Landmark Vacations are research viewed as unimportant or tiring or takes too much disorienting time (2)

Interview 3 Reads a little bit about the landmark's history location, and how to get there (1)

Interview 9 (landmark research): The history of it. I don't like looking at the reviews because what's the point? (1)

effort and time consumina (1)

(4)

Interview 3

Usually more

motivated in the

beginning of trips

but not towards

the end (1)

Interview 4

Too much

Interview 9 (dislike travel) I dislike is being in a new place and not knowing about it and feeling disoriented and anxious. (1)



Customer Profile

Affinity Map

There are

many

resources to

help plan a

trip (5)

Interview 7

Yelp to help

plan with

trip (1)

Wants/Gains

- Taking pictures and posting them to social media
- Google, Yelp, and social media have a ton of updated information to help plan trips
- Learn history, experience local culture, and try new foods
- When others make plans for them or going the wander-adventure route

social media (2)

Interview 7 Keep track of travels on socia media, spam accounts preserve

Interview 8 Mostly instagram. For people that you are especially close to, texts a picture. (1)

There are benefits to having no agenda when travelling (7)

Interview 1 Best Trip was place they had never been, and they didnt have to plan (1)

Interview 8 The small town he visited was not preplanned. He found out about it while talking to people about it. (1)

pictures/ videos (7)

Interview 1,2,5,6,7,8: Phone pics and videos

People like when plans are made for them (7)

> Interview 3 No strong preference about where to meet, so just follows others (1)

> > Interview 2, 3, 5: Family travel is easier, usually planned by parents (3)

Interview 6 All goes in the phone camera, transferred to a folder categorized

Interview 5 Ask locals/ people in group for advice (1)

Interview 1 Wants to see how locals experience every day life (1)

Primarily look for historic sights, ther museums then cultural activities then malls (1)

> Interview 3, 8: Reads a little bit about the landmark's history location, and how to get there (2)

by trip. (1)

Interview 1, 2, 3, 5: Uses Expedia/ Google/AirBnB/ StudentUniverse. FB groups/ asking friends.

Tiktok, Instagram, and Yelp to help plan with trips (1)

Many people use

social media for

recommendations

while travelling (6)

Interview 2, 6, 8;

Youtube videos for

recommendations

on sightseeing (3)

Interview 7

Some people

interested

about

historical

information (6

People like talking to locals and learning local culture (3)

Interview 6



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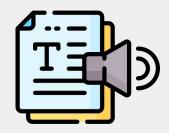
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Offerings



Landmark recognition from taken photo, as well as detailed information based on current user



Text-to-speech tour guide with location details in different interests



Appearance of itinerary location on a map to show it in relation to you



Pain Killers



Use AI to plan entire travel itinerary based on city, travel history and personal interests well before the travel



Customizable and shareable user-profiles with past trips and interests section



Nearby landmark recommendations to continue exploring based on user interests



Additional Benefits



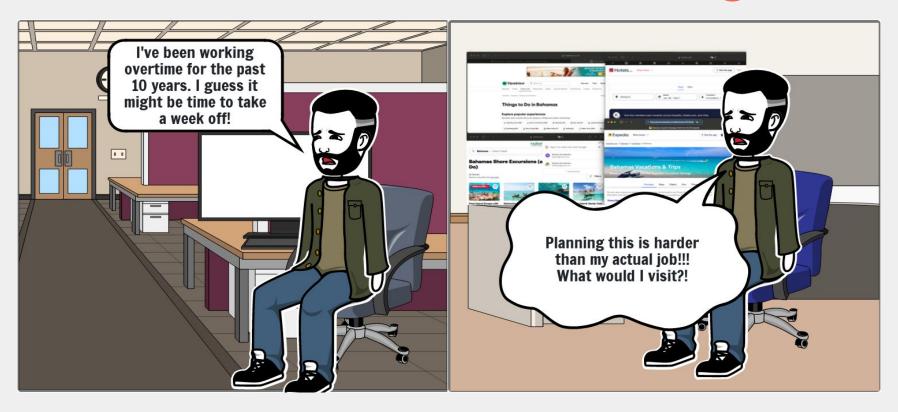
Customizable user-profiles with past trips and interests section



Score earning and achievement tracking based on verified visits to landmarks to gamify traveling



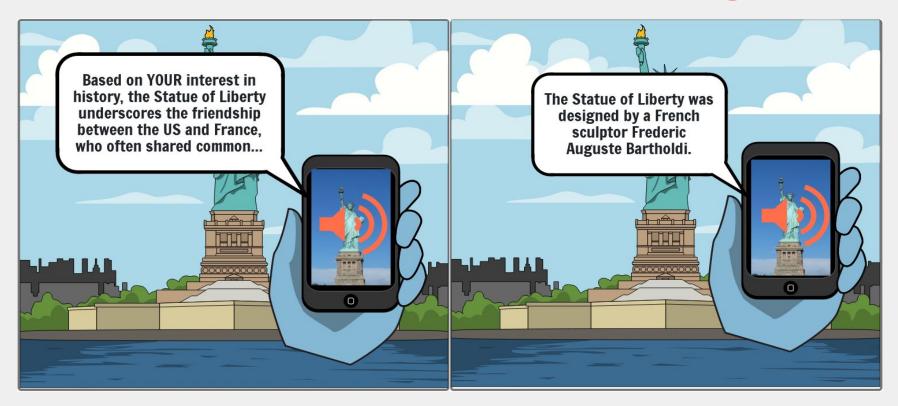
Several offline features
such as information
caching for recent
landmarks, offline itinerary,
and visited location history













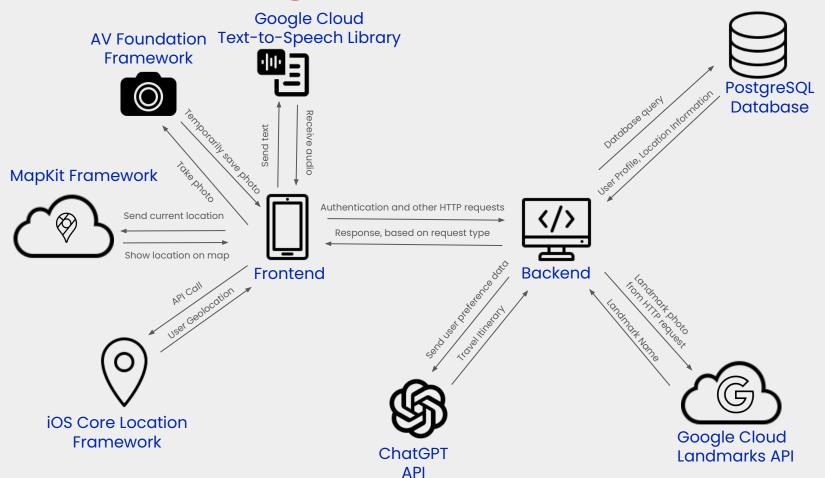
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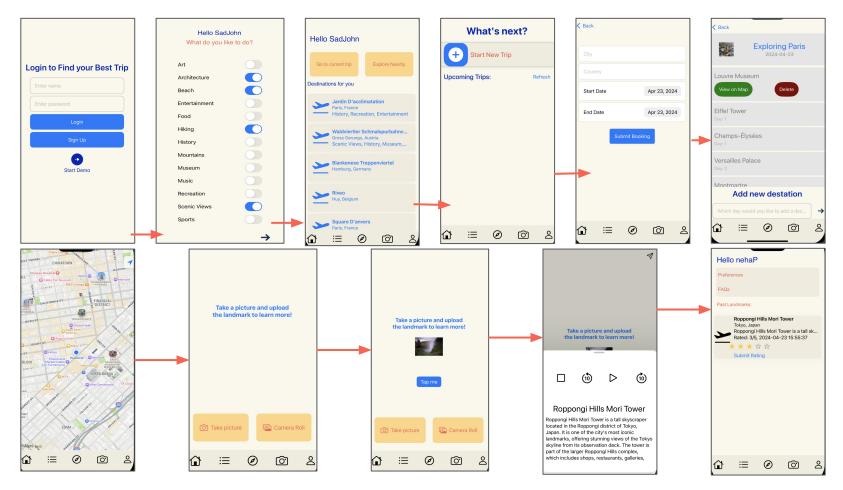
Engine Architecture





Customer Value Engine UI/UX Final App
Profile Proposition/
Storyboard Storyboard Proposition/

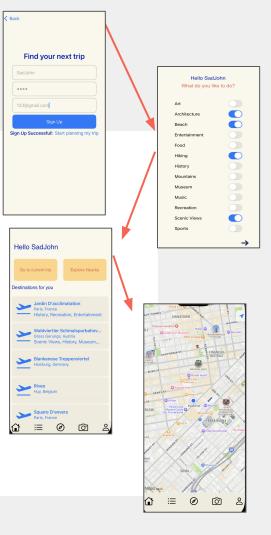
UX Flow





Sign In Flow

- The login page navigates to the homepage
 - If the user has just created an account it takes them to an onboarding screen and allows them to input their preferences.
- The homepage has a bottom nav bar that allows users to quickly toggle between views
- There are two button: Current Trip and Explore Nearby
 - "Current Trip" navigates you to the newest trip
 - Explore Nearby will show a map of locations by you





Itinerary Flow

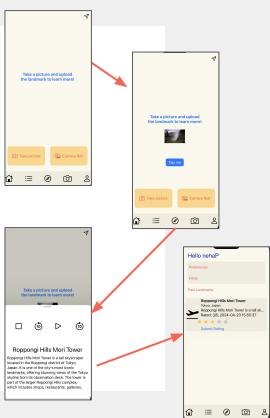
- The itinerary page allows for two main functions
 - The user can plan a new trip by inputting date and location information and then generate a new itinerary
 - The user can also view, delete, and move items in the itinerary at any time.
- When "view on map" is clicked on from within an itinerary item, a user can see the location of it on a map in relation to them





Landmark Recognition Flow

- The landmark recognition page allows the users to upload an image from their camera roll or capture a new one.
- They can then upload this image to the app and on pressing the submit button, they see the "tap me" button appear
 - When that button is clicked a description of what the item is will be displayed alongside a play button
 - When clicked an audio of the transcript will be played
- When a user goes to their landmark recollection, they will see this landmark with the option to rate it





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Full App Demo

