



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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Arman Vaswani	avaswani	Competitor Analysis Backend, Databases
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Hasan Zengin	hbzengin	Competitor Analysis Frontend, Databases

Agenda



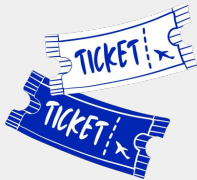
**Customer
Profile**

**Value
Proposition/
Storyboard**

**Engine
Architecture**

**UI/UX
Flow**

**Final App
Demo**



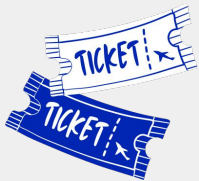
Customer Profile

Affinity Map

Needs/ Tasks

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





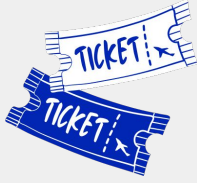
Customer Profile

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





Customer Profile

Affinity Map

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)	pictures/ videos (7)	There are many resources to help plan a trip (5)	Many people use social media for recommendations while travelling (6)
Interview 7 Keep track of travels on social media, spam accounts preserve them (1)	Interview 6 All goes in the phone camera, transferred to a folder categorized by trip. (1)	Interview 7 Yelp to help plan with trip (1)	Interview 2, 6, 8: Youtube videos for recommendations on sightseeing (3)
Interview 8 Mostly Instagram. For people that you are especially close to, texts a picture. (1)	Interview 1,2,5,6,7,8: Phone pics and videos (6)	Interview 1, 2, 3, 5: Uses Expedia/ Google/AirBnB/ StudentUniverse/ FB groups/ asking friends. (4)	Interview 7 Tiktok, Instagram, and Yelp to help plan with trips (1)
There are benefits to having no agenda when travelling (7)	People like when plans are made for them (7)	People like talking to locals and learning local culture (3)	Some people interested about historical information (6)
Interview 1 Best Trip was place they had never been, and they didnt have to plan (1)	Interview 3 No strong preference about where to meet, so just follows others (1)	Interview 5 Ask locals/ people in group for advice (1)	Interview 6 Primarily look for historic sights, then museums, then cultural activities, then malls (1)
Interview 8 The small town he visited was not pre-planned. He found out about it while talking to people about it. (1)	Interview 2, 3, 5: Family travel is easier, usually planned by parents (3)	Interview 1 Wants to see how locals experience every day life (1)	Interview 3, 8: Reads a little bit about the landmark's history, location, and how to get there (2)

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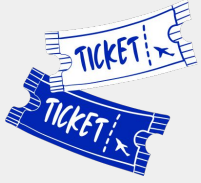
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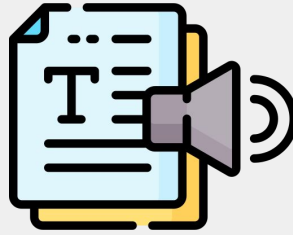
**Final App
Demo**



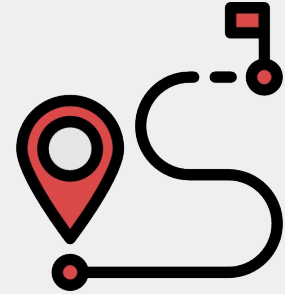
Offerings



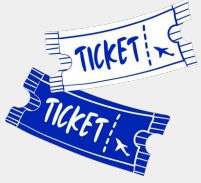
Landmark recognition from taken photo, as well as detailed information based on current user



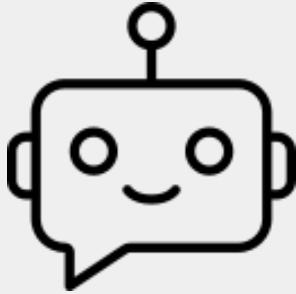
Text-to-speech tour guide with location details in different interests



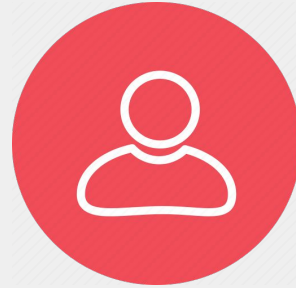
Appearance of itinerary location on a map to show it in relation to you



Pain Killers



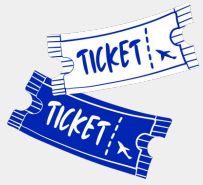
Use AI to plan entire travel itinerary based on city, travel history and personal interests well before the travel



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

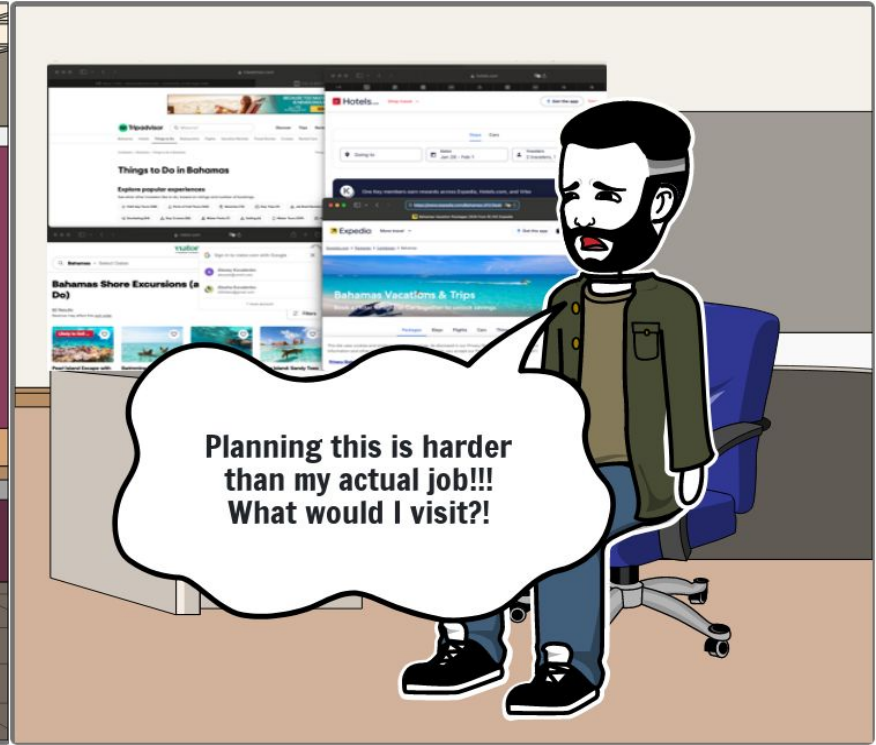


Score earning and
achievement tracking
based on verified visits to
landmarks to gamify
traveling

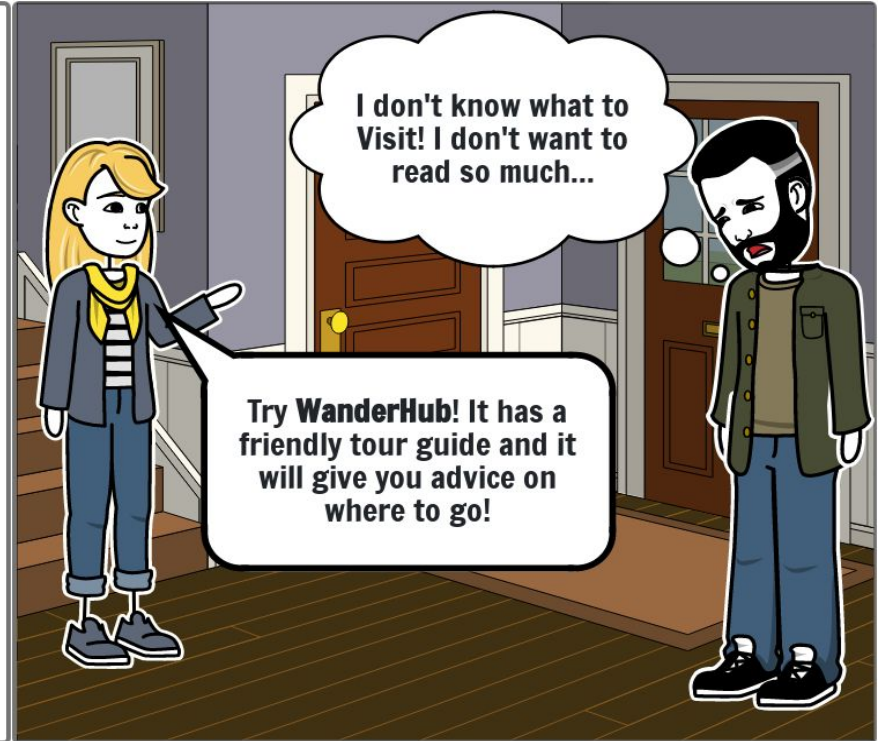
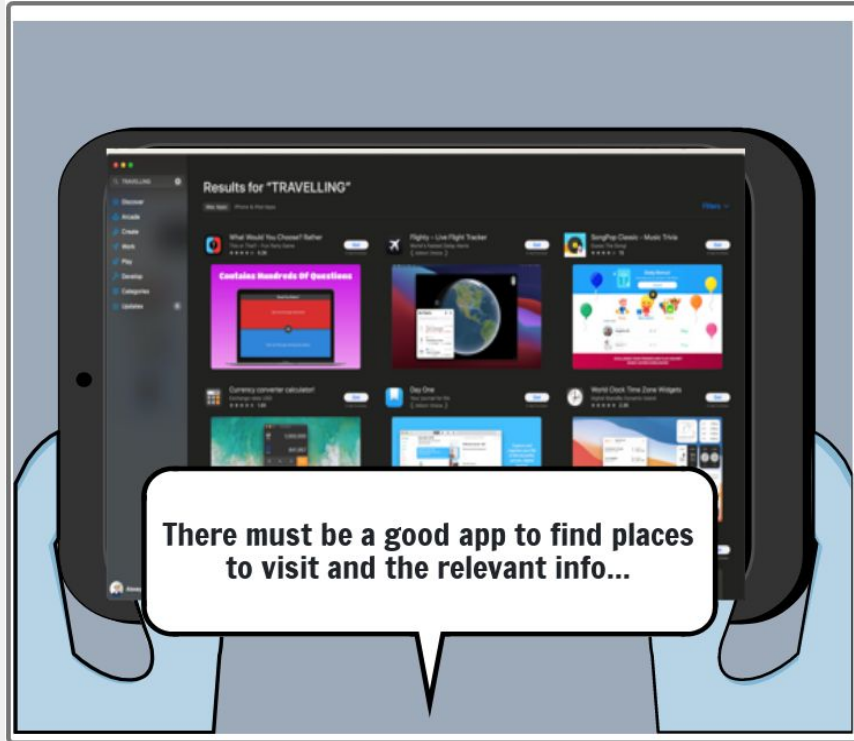


Several offline features
such as information
caching for recent
landmarks, offline itinerary,
and visited location history

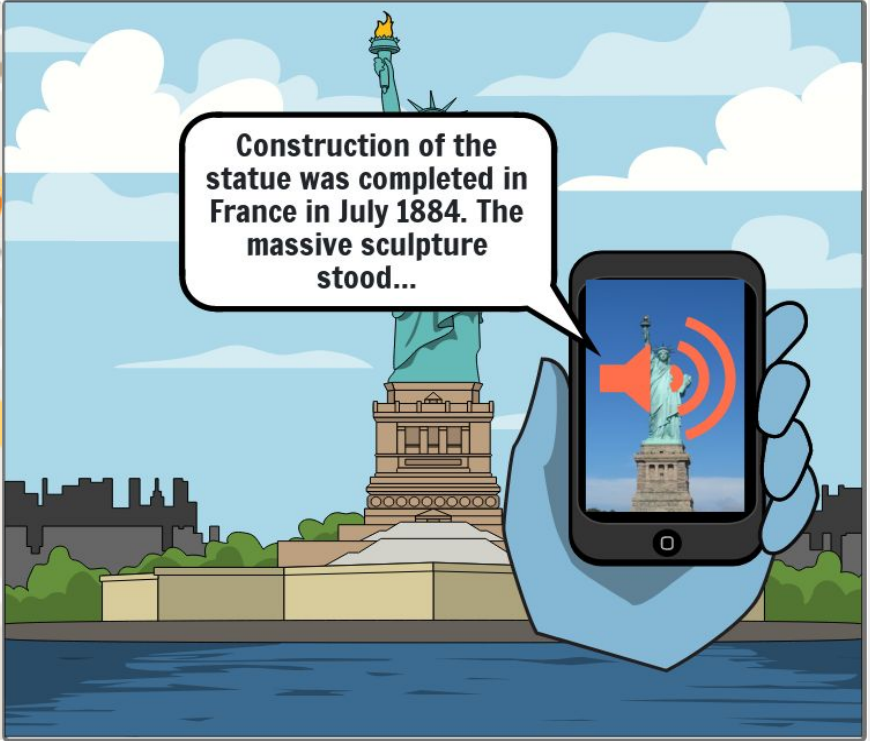
Sad John Vacationing



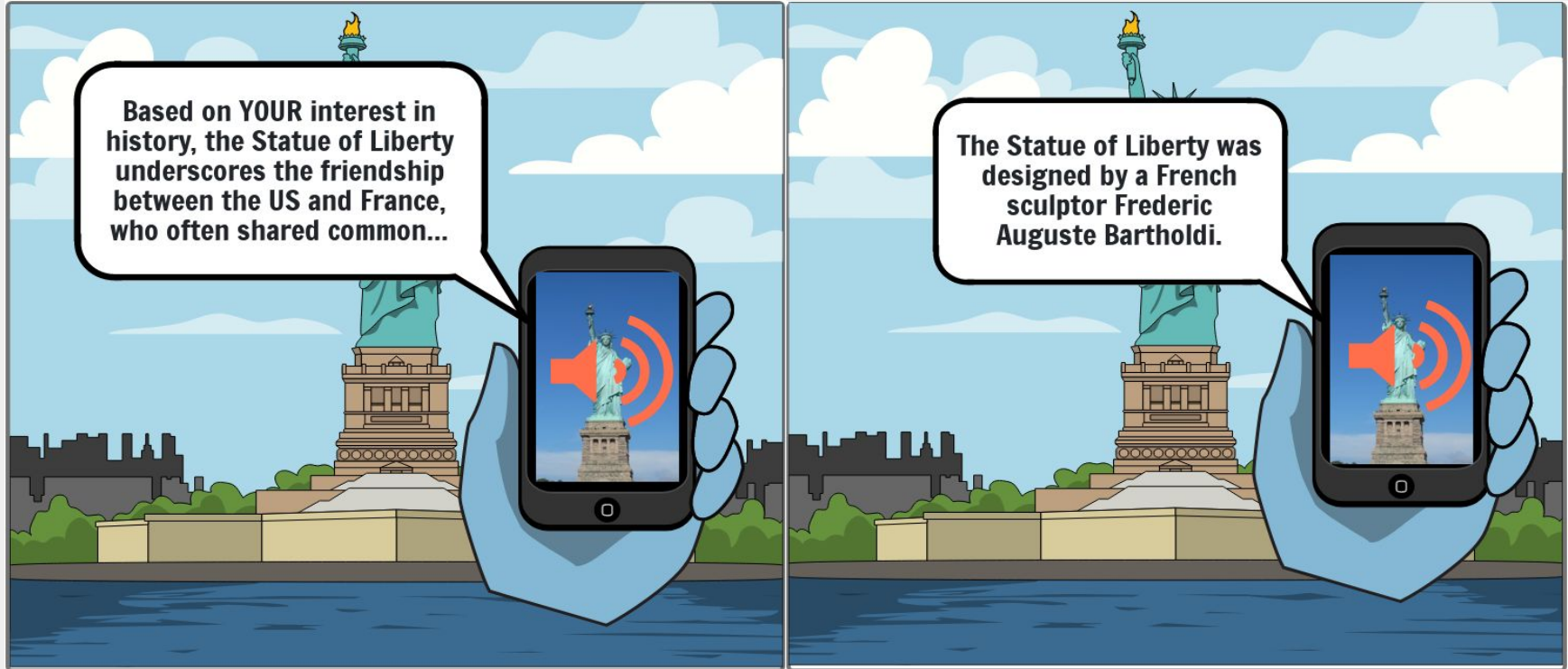
Sad John Vacationing



Sad John Vacationing



Sad John Vacationing



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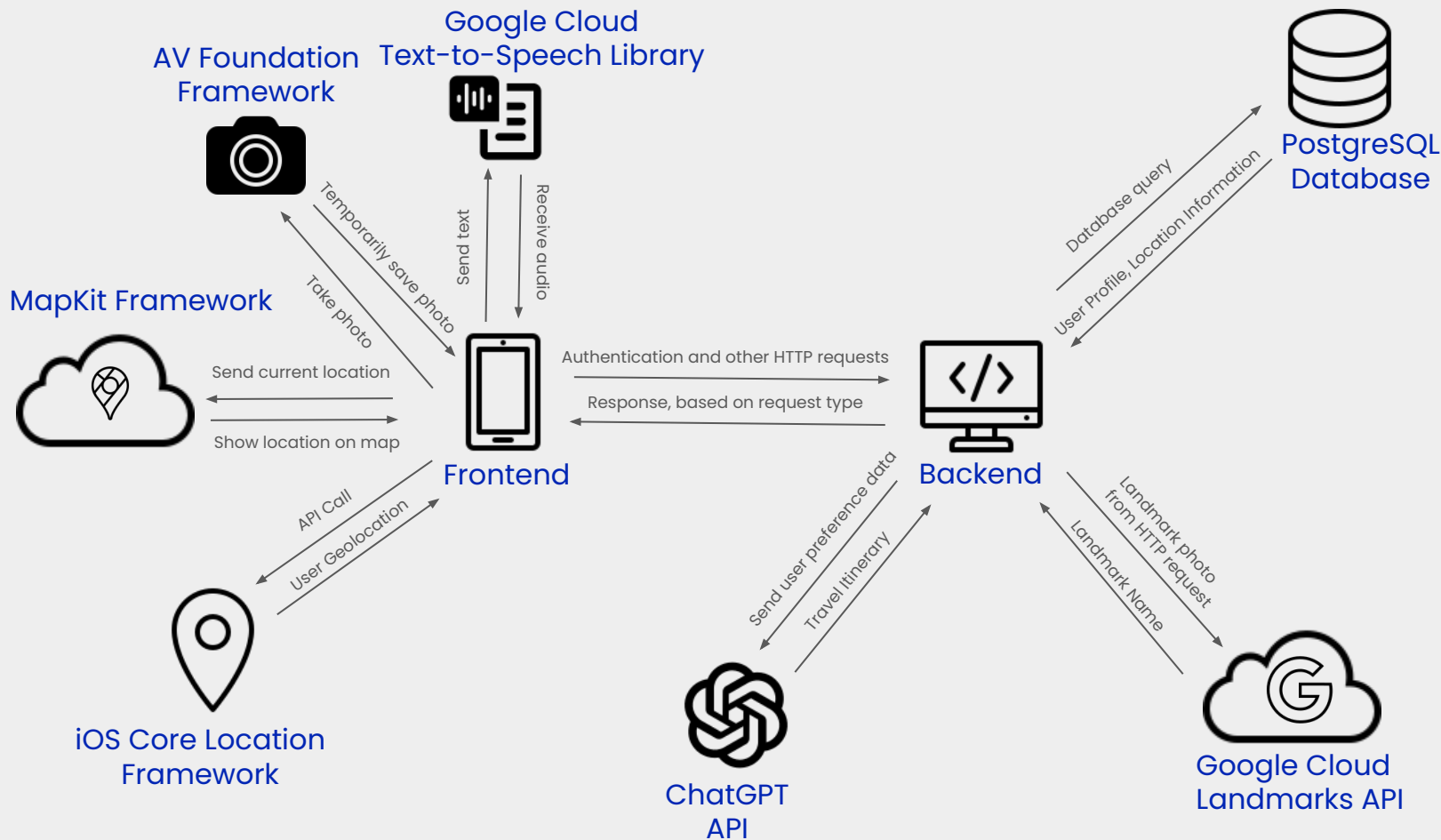
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Engine Architecture



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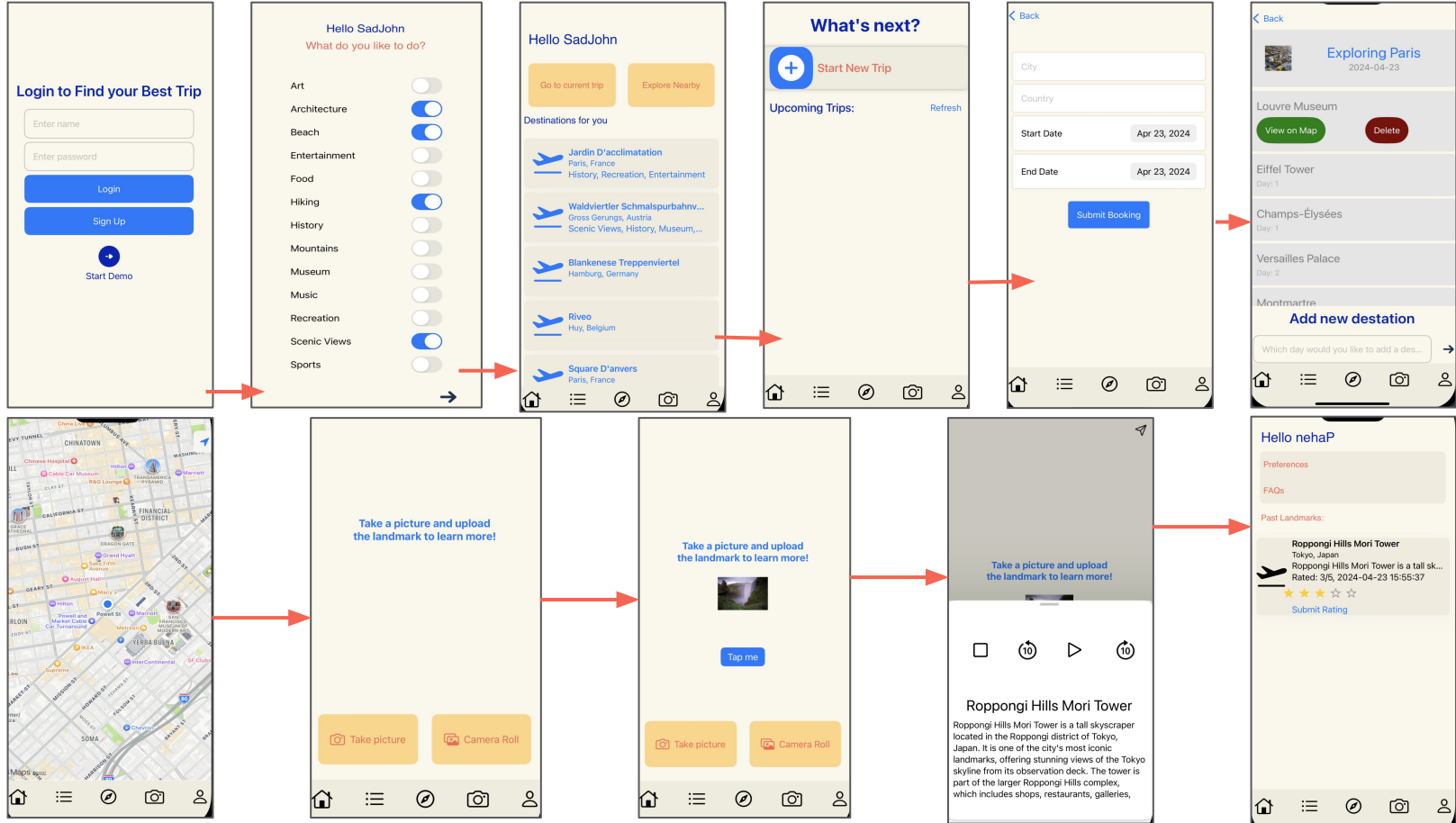
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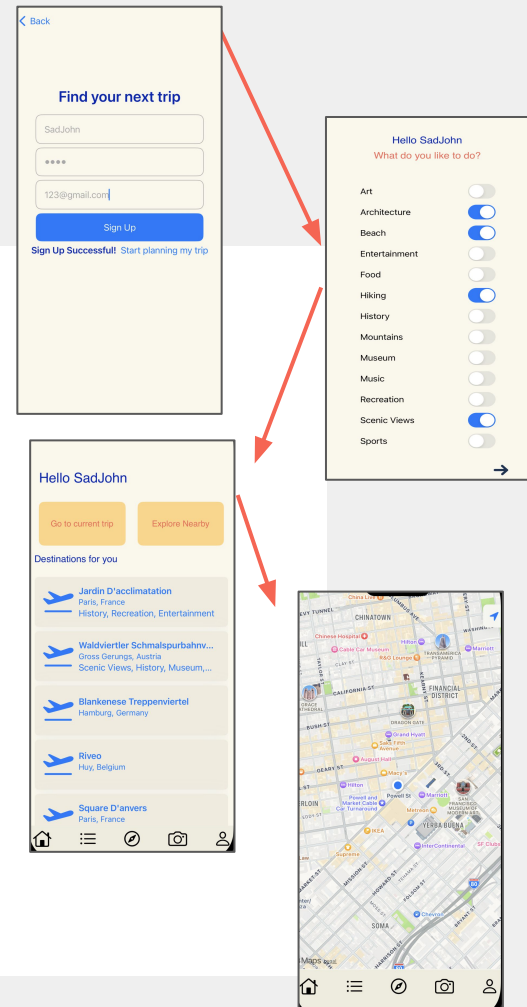
UX Flow

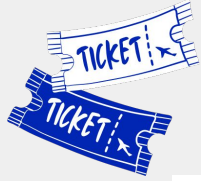




Sign In Flow

- 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 buttons: Current Trip and Explore Nearby
 - “Current Trip” navigates you to the newest trip
 - Explore Nearby will show a map of locations by you

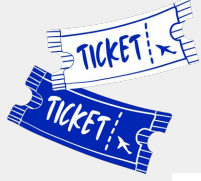




Itinerary Flow

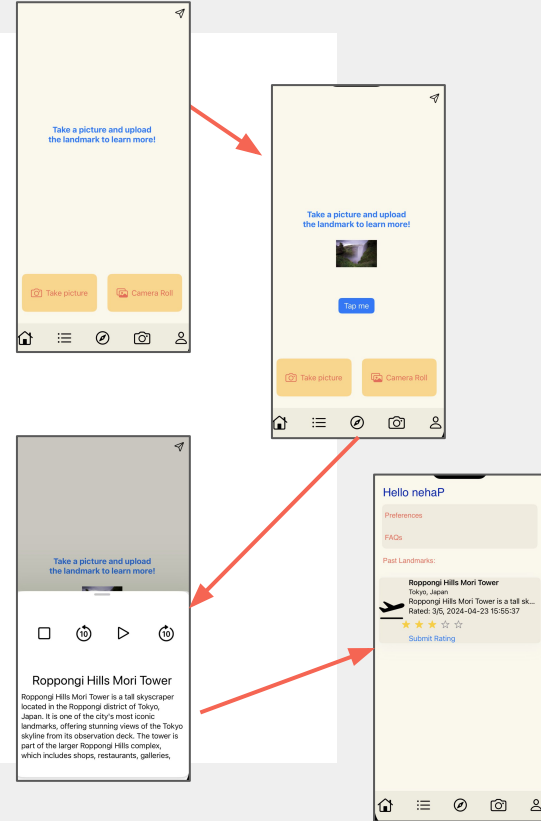
- The itinerary page allows for two main functions
 - The user can plan a new trip by inputting date and location information and then generate a new itinerary
 - The user can also view, delete, and move items in the itinerary at any time.
- When “view on map” is clicked on from within an itinerary item, 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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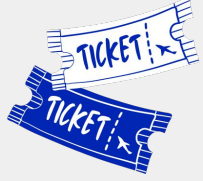
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Full App Demo

