SI 543 Mobile Application Proposal

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What is it about?

-We want to help travelers connect with locals to improve their experiences abroad. Although our target initially will be public bases activities like shopping or museum going more could be added based on user preferences.

- Who are the user groups?
The user groups are travelers going abroad. This can be to and from any country. The primary demographic will be adult aged individuals.

- Why is it important?
Many people travel to experience something new or take a break from the day to day. Often times when people travel internationally they do not know many people or what are the best things to do while abroad. By connecting people via an online platform we can make the traveling experience more dynamic and enriching as a person will not only have a better experience while shopping or museum going but will also build international friendships.
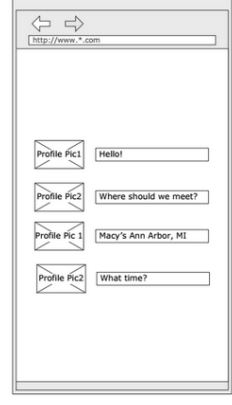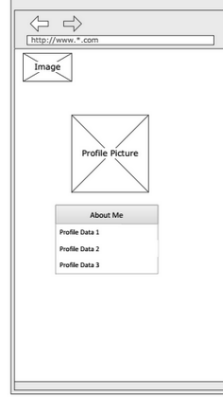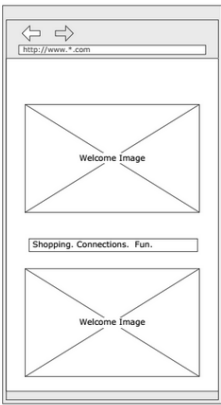
- What are the competitors?
Directly the primary competitors will be services like Highlight, CitySocializer, Trip Advisor, Lonely Planet and Facebook. Each competitor has a different different value proposition to the traveler but they all can be a tool to connect people or provide insight on what to do while aboard.

- Why is your idea better?
This idea is better because it will connect travelers to outgoing people while during their travels who can enrich their experience abroad. The people connection is still important and this would be a great way to improve use technology to connect people

Application Screens:

WELCOME

IOG IN

USER NAME

PASS WORD

LOCAL   TRAVELER

PROFILE

EVENT CALENDAR

CHAT

REVIEW

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http://www.*.com

Welcome Image

Shopping. Connections. Fun.

Welcome Image

---

http://www.*.com

Log-in

username

password

Log-in Via Facebook

---

http://www.*.com

Image

Find a Shopping Friend | City
Shopper 1 | Budget
Shopper 2 |
Shopper 3 | Personality

---

http://www.*.com

Image

Profile Picture

About Me

Profile Data 1
Profile Data 2
Profile Data 3

---

http://www.*.com

Profile Pic1 | Hello!

Profile Pic2 | Where should we meet?

Profile Pic 1 | Macy's Ann Arbor, MI

Profile Pic2 | What time?

Tapping "Go Shopping" brings
↓ you here

Where are
you going?

Ann Arbor
New York
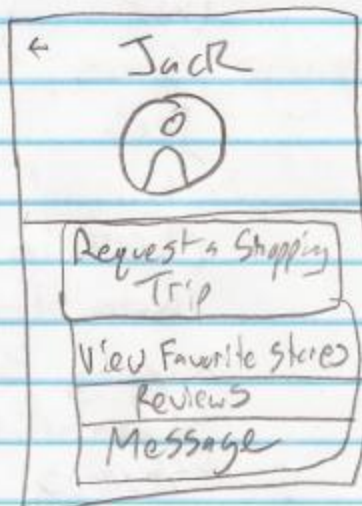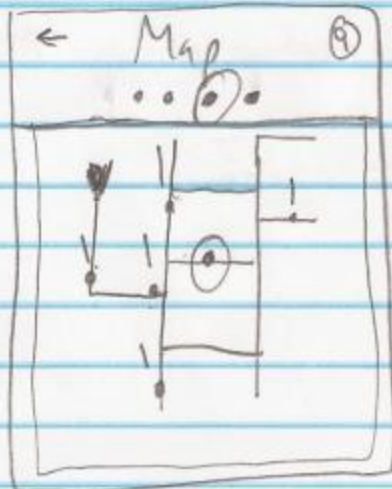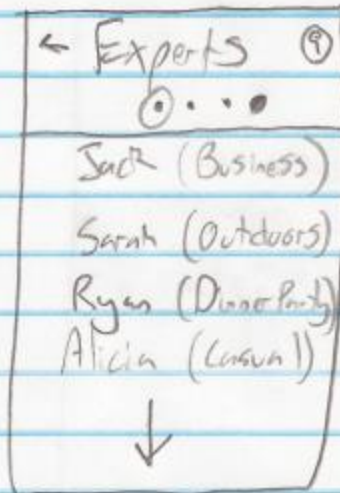Los Angeles

Search ↗

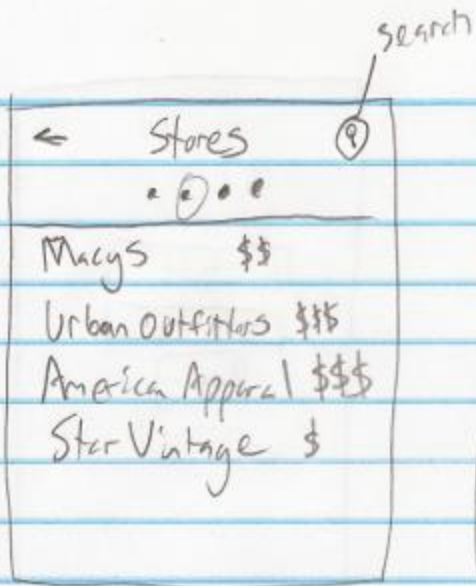← Ann Arbor 🔍
Stores
Experts
Map
Activity

← Activity 🔍
• • • ✏️
• Nick checked in at
  Bivouac
• Jess went shopping
  with Brad
• Mike reviewed
  Macy's

Go Shopping
Profile
Settings

↙ Home
  Screen

search

← Stores 🔍
• ⊙ • •

Macys $$
Urban Outfitters $$$
American Apparel $$$
Star Vintage $

← Experts 🔍
⊙ • • •

Jack (Business)
Sarah (Outdoors)
Ryan (Dinner Party)
Alicia (Casual)
↓

← Map 🔍
• • ⊙ •

← Jack
⊙

Request a Shopping Trip
View Favorite Stores
Reviews
Message

← Macys

Check-in
Find an Expert
Reviews
Description
Contact Info

← Macys

Experts

· Jack
Alicia
Sarah

↓