Project Brief

Yelp
As the go-to place for reviews on restaurants, businesses, and various services and experiences, Yelp wants to increase user engagement by appealing to travelers.

The Problem/Opportunity
People use Yelp to find all sorts of things—especially when they're on vacation and in an unfamiliar place. Yelp wants to expand their offerings to be the go-to place for travelers planning their trips. They would like to have a feature that allows users to create itineraries for their travels, as well as a record of their actual experiences.

Aspects to Consider:
- Yelp currently has a "Lists" feature tucked away on its website
- Consider how this would compare to TripAdvisor's offerings

Features:
- Design a flow for users to create itineraries with designated locations/services.
- Design a flow for users to "record" all the experiences of their trip.

Target Device
- Mobile app

Methods:
1. Discovery and Research
- Competitive analysis
- User research
- Personas
2. Sketching and Ideation
- User stories and storyboards
- Rough sketches
- Multiple possible solutions

3. Narrowing Scope and Structure
- User flows
- Scenarios
- Wireframes and sketches
- Appmaps and diagrams
4. Prototyping and Testing
- Prototype
- Usability testing and results
- Multiple prototype iterations

End Deliverables:
- Project Case Study Presentation
  - High-level personas
  - Sketches and proof of ideation process
  - Proof of design iterations
  - Key screens and wireframes
- Design specifications document
  - User flows
  - App map
  - Wireframes and/or mockups
- Interactive prototype