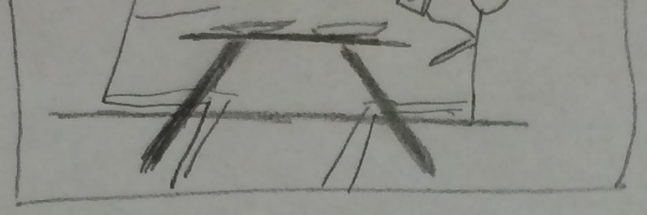
UNCHARTED

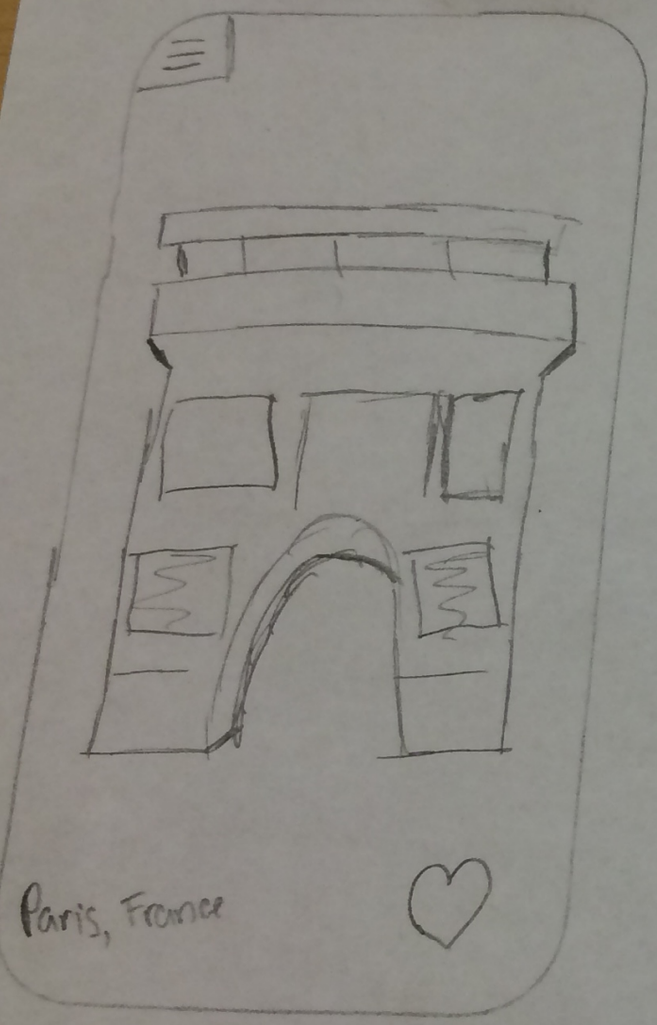
Discover the destinations you never imagined

Mission Statement

“To simplify and improve travel planning by making new places that suit your needs easily discoverable.”

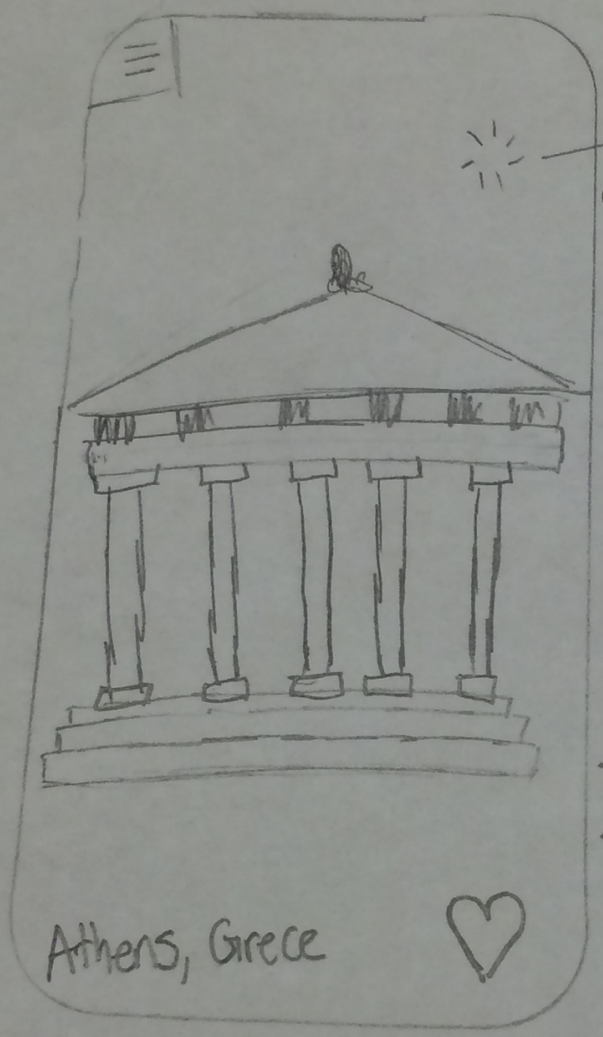


euro trip overview



Paris, France

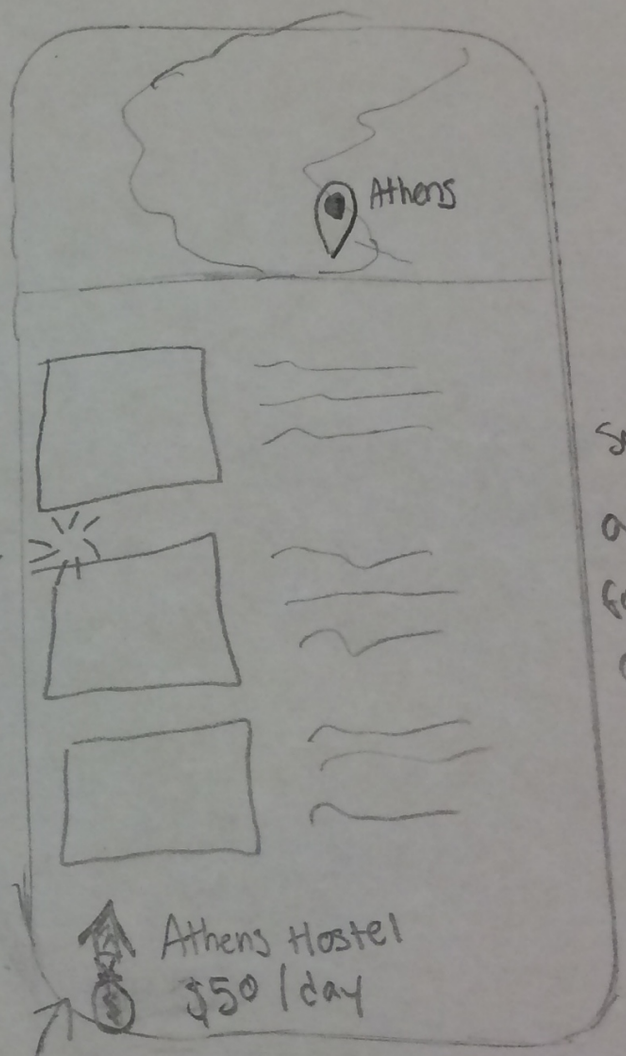
"Entry View"



Athens, Greece

click shows trip details

click takes you back to overview



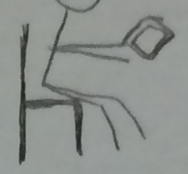
suggested activities for students at these destinations

suggestions on where to stay and estimate budget

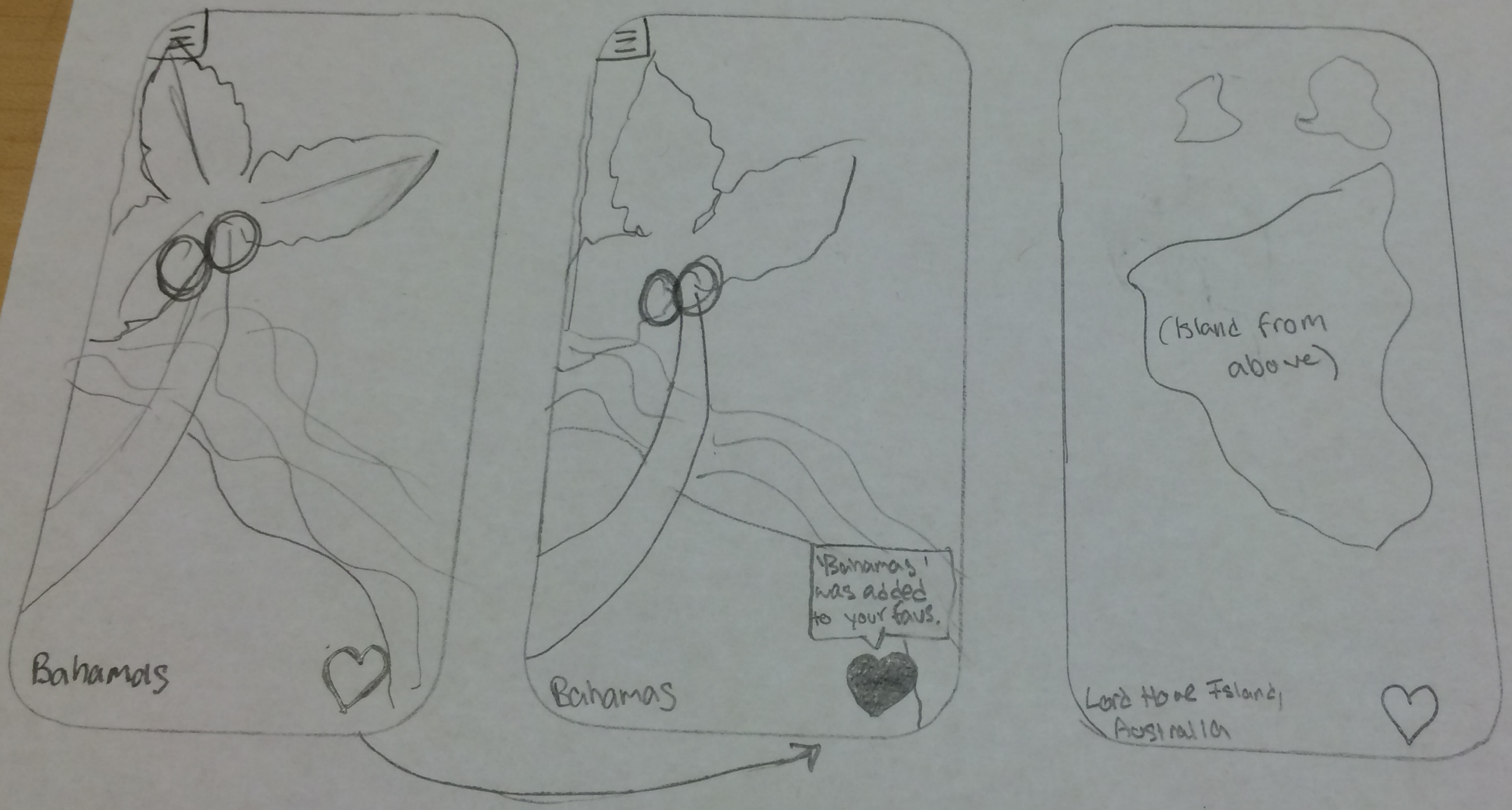
left swipe to

Simple Task

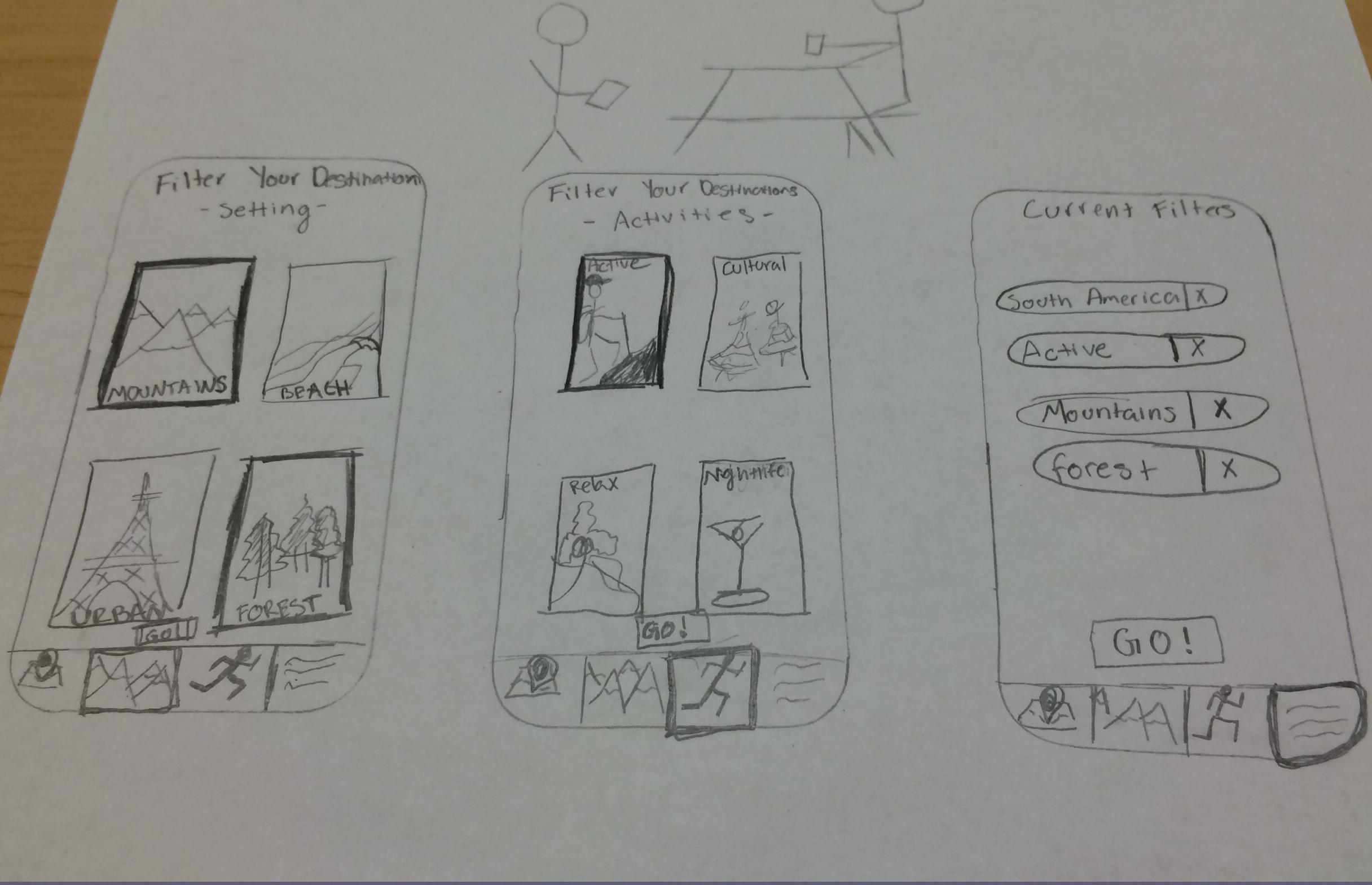
of spring break destinations



time, such as riding the bus

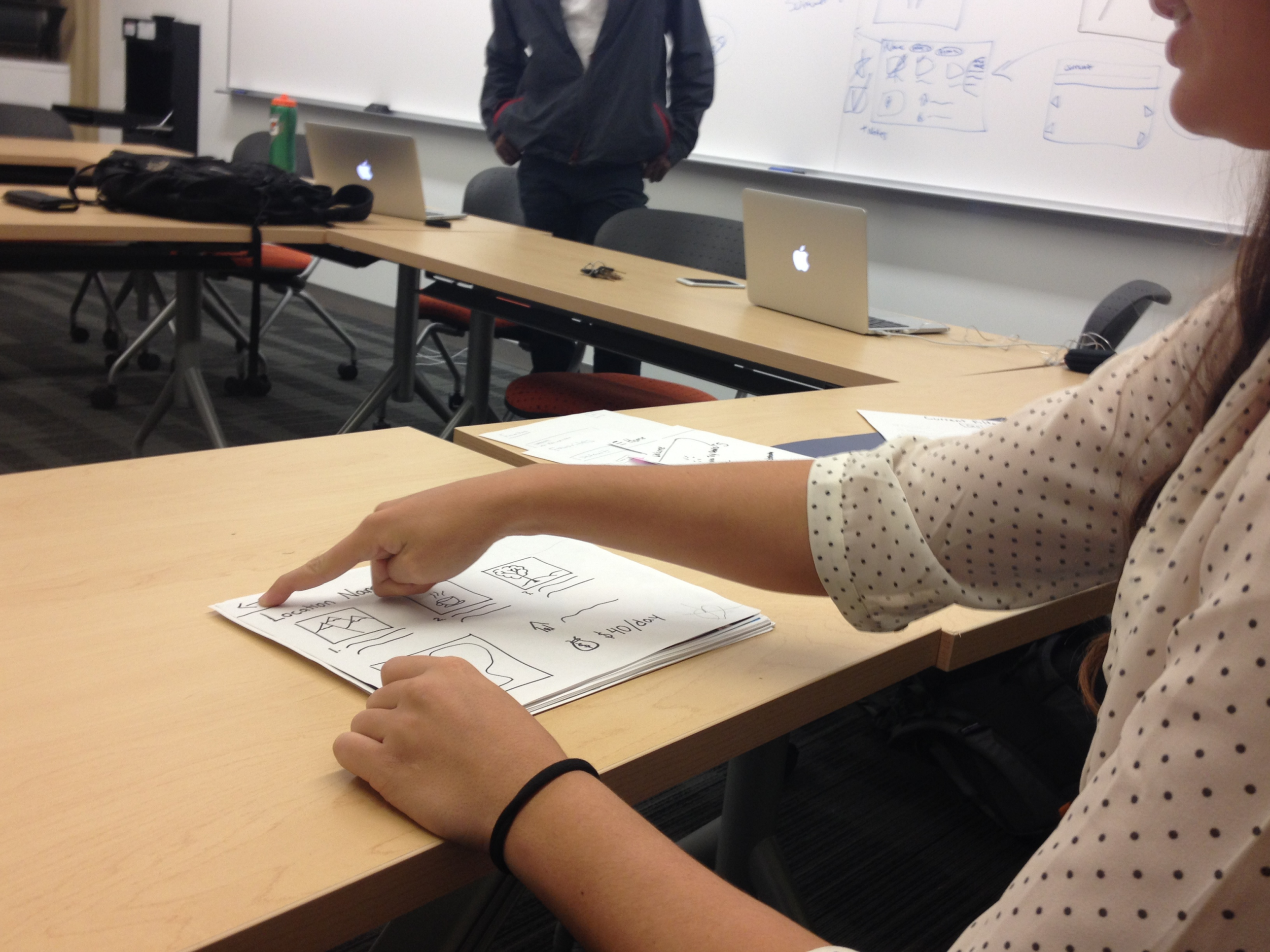


Moderate Task



Complex Task

Home
WISHLISTS
FILTERS
Go!
Go!
Mountains
Urban
Beach
Go!
Relaxing
Cultural
Current Filters
Go!
Location Name
1.
2.
3.
$40/day
Favorites
MY FAVORITES
Bucket List
Welcome
Tap to view Trip Details
-OR-
Swipe to view next destination
OK
Paris
Beijing
New York
British Columbia
Himalayas
Seattle
Corsica
Louis


Location
$40/day

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Welcome
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-OR-
OK
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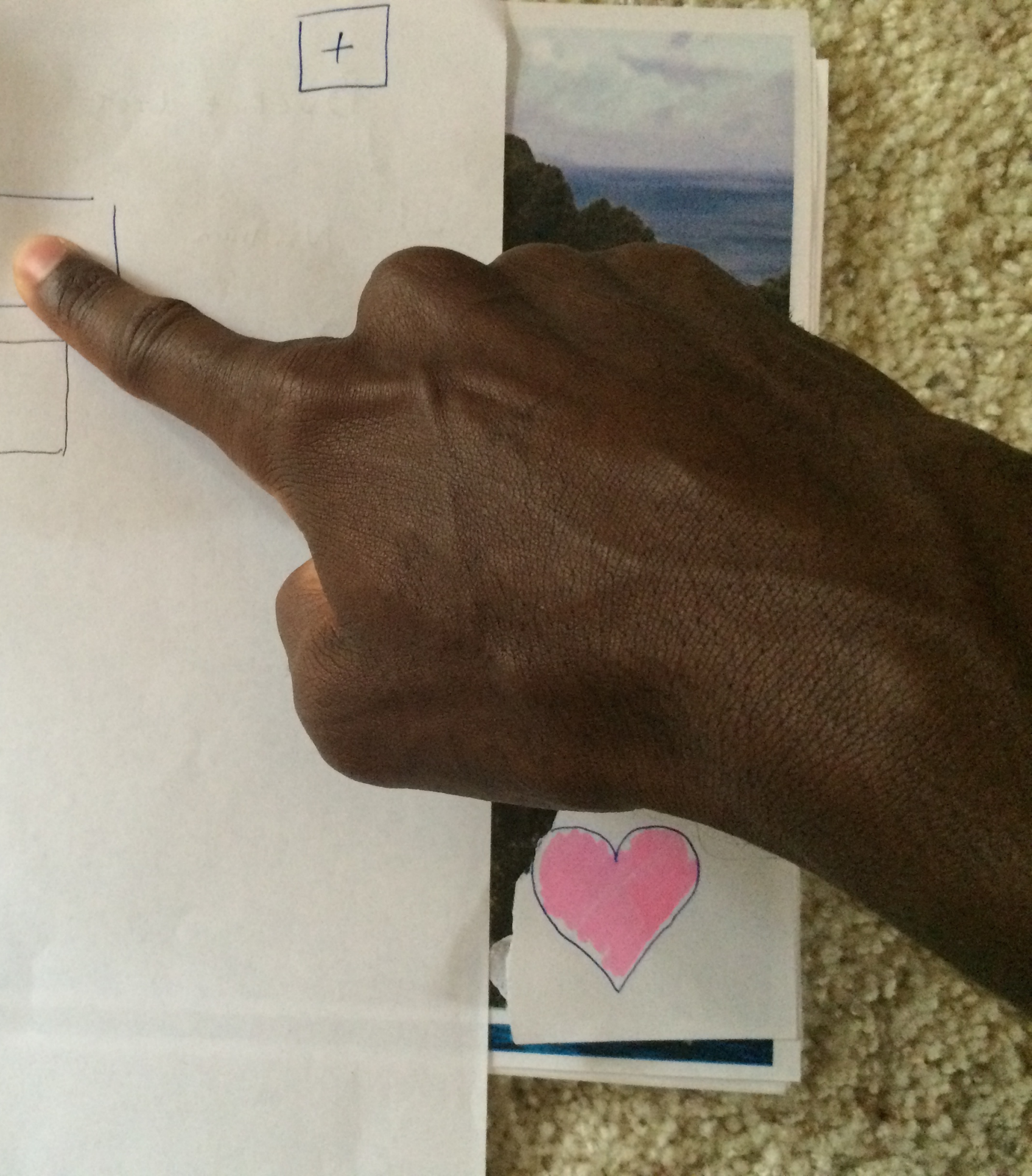
Beijing
New York
British Columbia
Seattle
Corsica

Favorites

+

(DEFAULT)
MY FAVORITES

(MAKE DEFAULT)
BUCKET LIST



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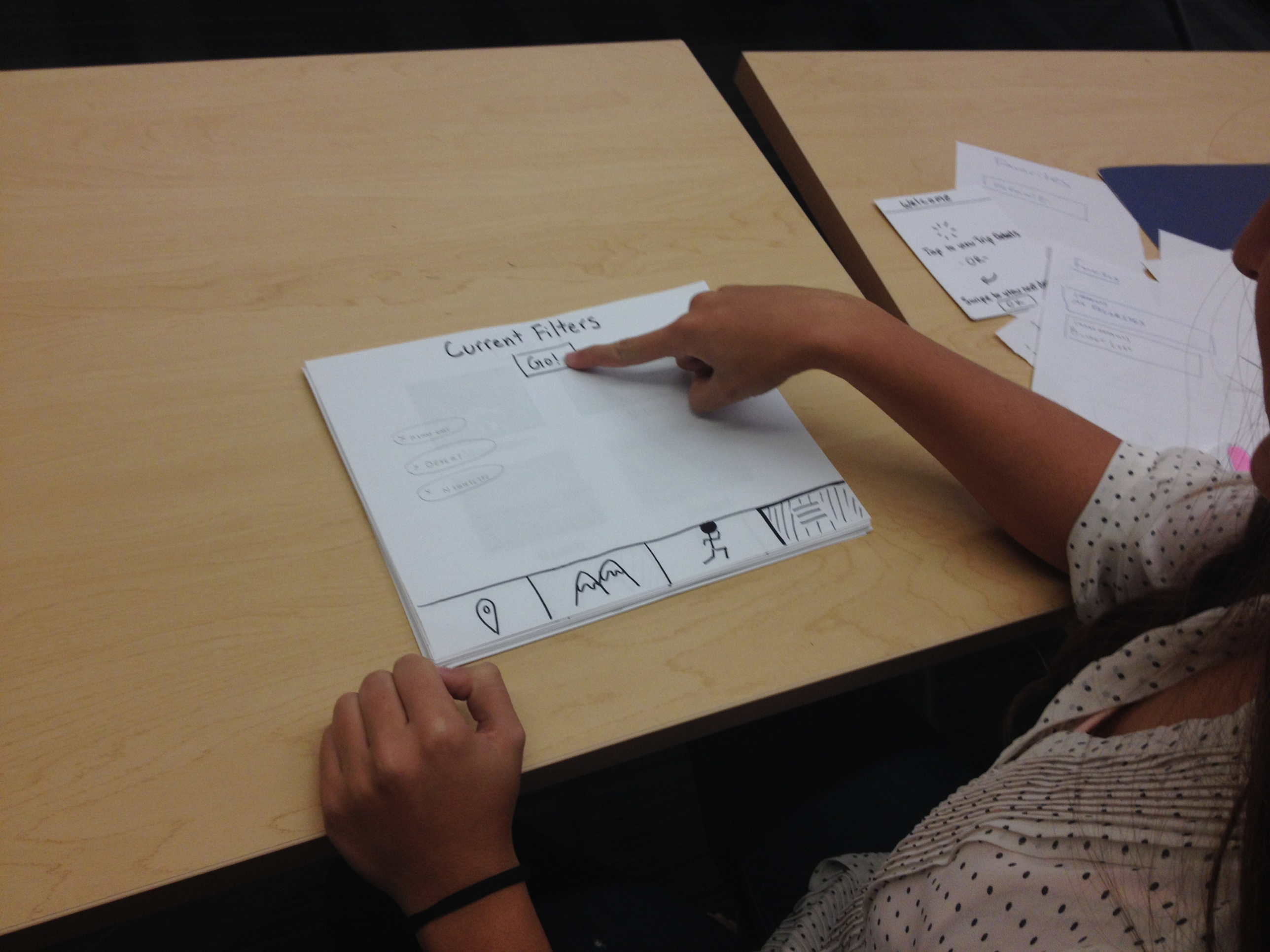
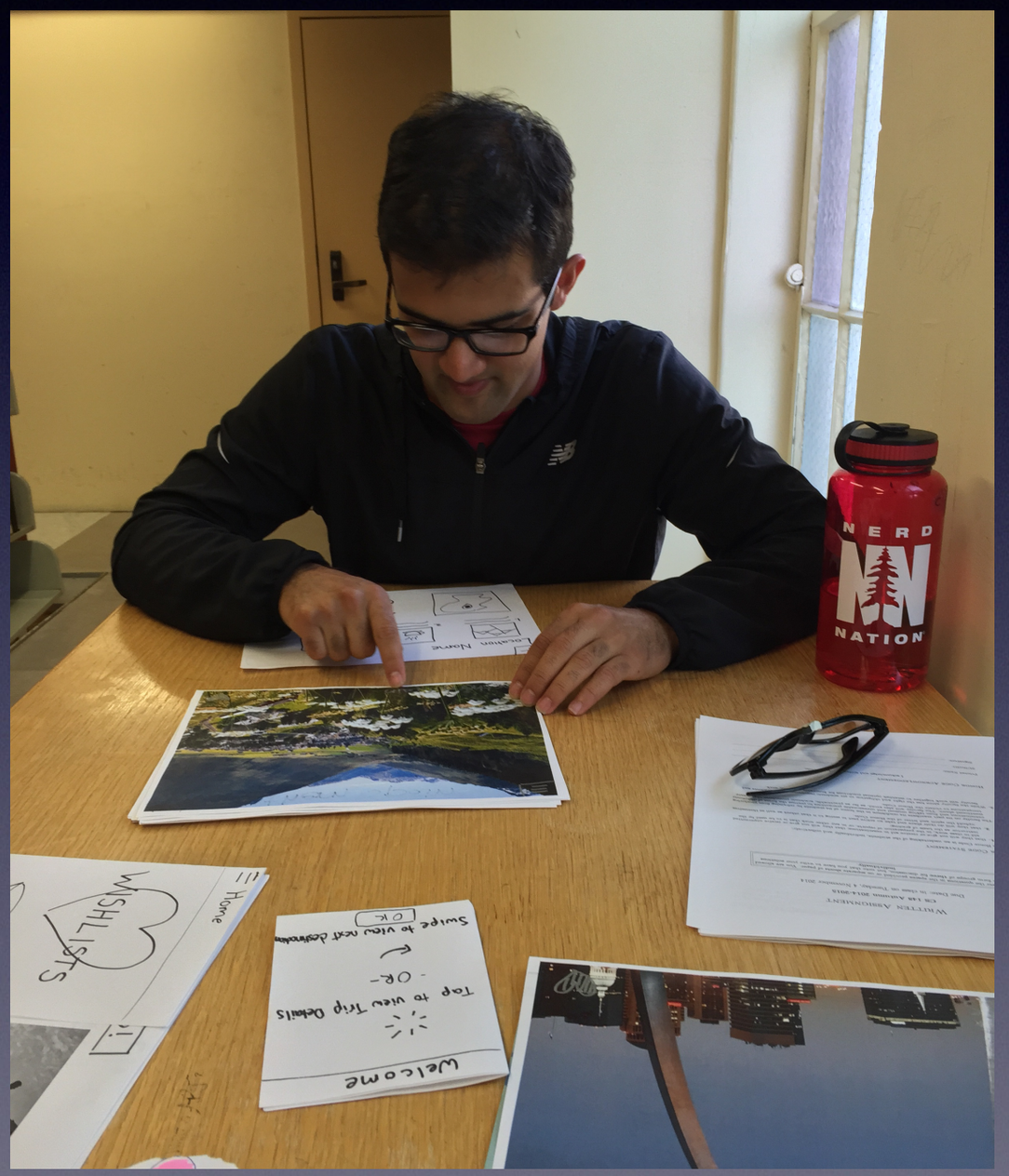

Current Filters
Go!
Welcome

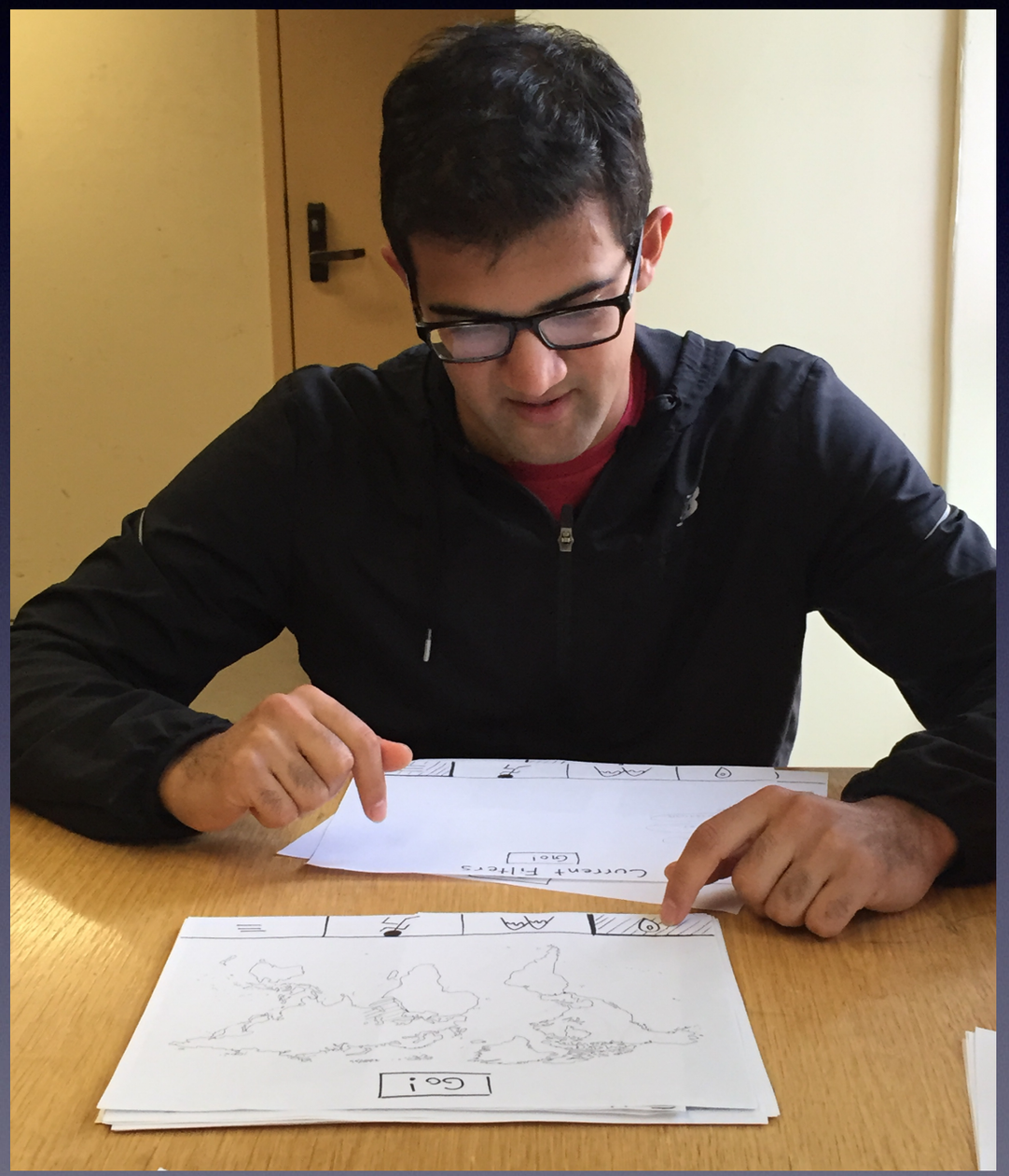
Method

1. Let them explore page
2. Ask expectations of the page
3. Did the page meet expectations



Results

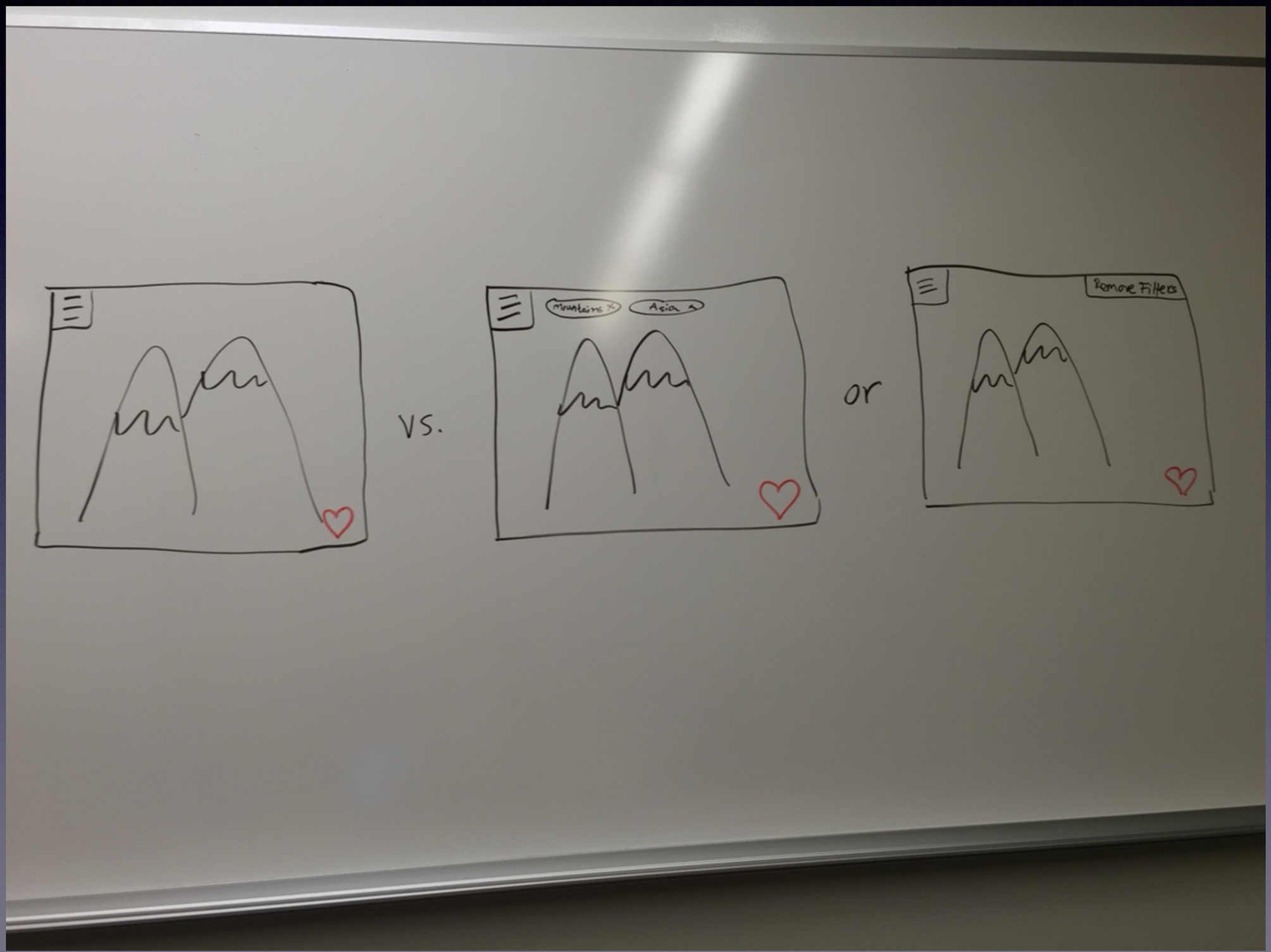
- Complicated filter
- Visual component appreciated
- Correct level of information



Add notes to wish lists

Simplified Filter

Add Filters to Page



We want to…

- simplify filters page
- make current filters visible
- add notes