



wonderlust



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the problem

Wanderlust. Young adults
— new city transplants & native locals alike —
seek new adventures, but it's a huge pain to
coordinate the trip and plan transportation.



why this project



Travelling Tina

Tina is recently moved to Boston. She wants to discover new places and make some new friends.



build a fun product we would use.

apply the learned skills to develop a mobile app and website.

Demographics:

Age: 25
Location: Boston, MA
Education: Finance
Job: Recent grad
Family: Out of state

Likes:

Discover new areas
Meet with new people
Learn about different culture

Needs:

- Find new trustworthy friends
- Learn new places and new events
- Find affordable carpool options
- Learn about the most popular places
- Learn about the previous reviews
- Manage the cost sharing

Goals:

Explore new places
Find some travel companions and make some friends
Learn about the popular places around that area
Share transportation

Barriers:

- Transportation constraints: don't have a car, don't have a driver licence.
- Social constraints: Don't have many friends
- Location constraints: Unfamiliar about the local environments

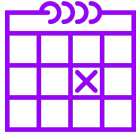
Triggers:

- Have an Airbnb experience and try this app to find travel companions
- Hears from friend, podcast or social media who used app before and inspired
- Finds video from a blog



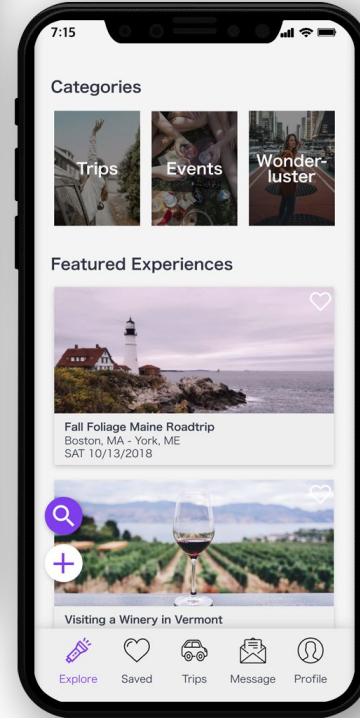
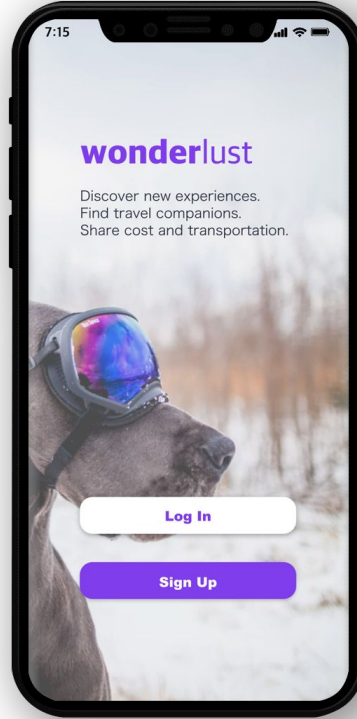
the solution

A mobile platform for a new experience economy where young adults can **discover** new local experiences, select single or multi **day trips**, find **travel companions**, and **share transportation** costs.

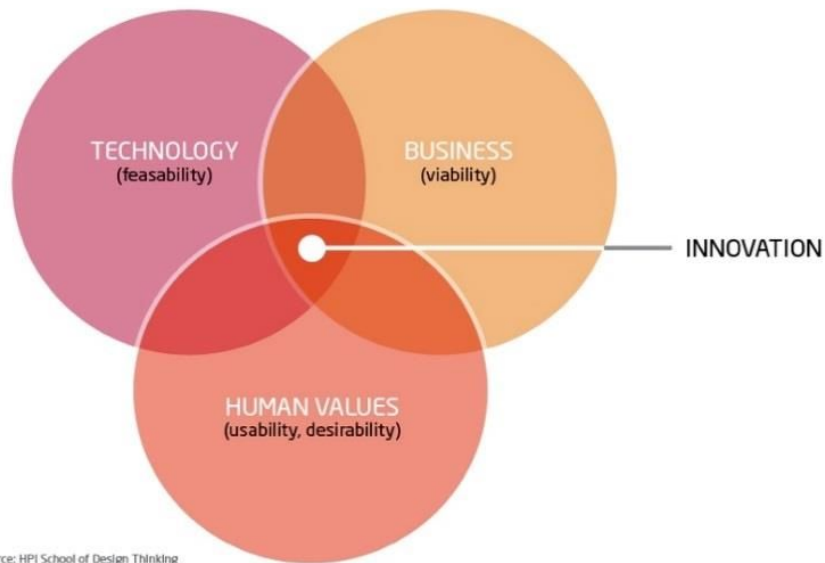


the prototype

- <https://github.com/ccccccj/triptrek.git>
- <https://projects.invisionapp.com/prototype/wonderlust-cjon2cz4t001aci01vgctjok3/play/1cb07724>



what we learned & accomplished



IDEATION

Design Thinking Process
Empathy Mapping
User Needs Assessment



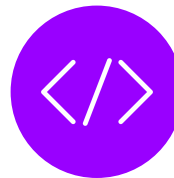
VALIDATION

User Personas + Journeys
Surveys & Questionnaires
Interviews
Competitive Analysis



UX/UI DESIGN

Information Architecture
Wireframes
Visual Comps



DEVELOP

Visual Comps
Prototyping
Final Code

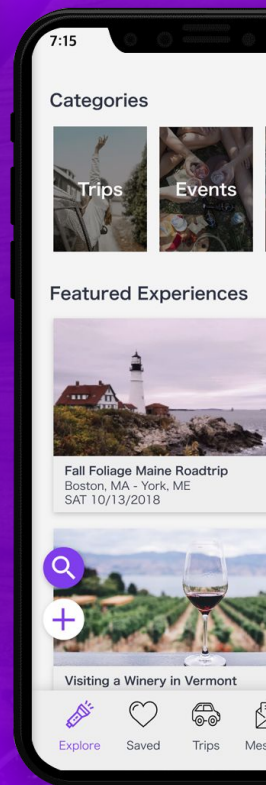
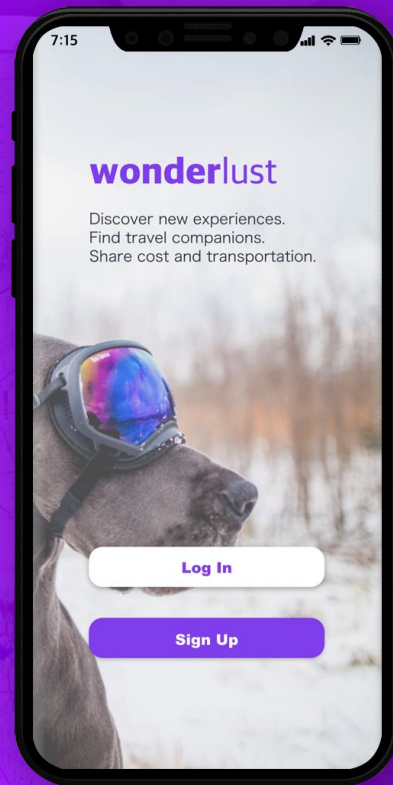




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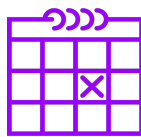
audible 
an amazon company





appendix

competitive landscape



Airbnb



Groupon



TripAdvisor



Travel Blogs



Facebook



Uber / Lyft



ZipCar



Enterprise



survey results

N (# of people interviewed) = 12

Age range is 23 - 35

100% of the people enjoy trying new **local experiences**

66% of people think that **transportation coordination** is a problem

100% of would use a mobile app for **sharing transportation costs**

