



I'm in town

PRESS KIT

2014



I'm in town

PRESS KIT

TOPIC
& PLATFORM

—

P.A.C.T.

INFORMATION
ARCHITECTURE

CONTEXT
SCENARIOS

PAPER
PROTOTYPES

CONTEXT SCENARIO
+ WIREFRAME

STYLE TILE

ICON SET

HIGH FIDELITY
PROTOTYPE
WIREFRAMES

TOPIC

Travel & Tourism

PLATFORM

iOS iPhone 5



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P.A.C.T. ANALYSIS [NOV. 6, 2014]

Research before the development



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PEOPLE

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+ WIREFRAME

STYLE TILE

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PROTOTYPE
WIREFRAMES

P.A.C.T. ANALYSIS [NOV. 6, 2014]

People

Who are the users?

Our app targets young adults to middle-aged travellers that do not have connections with locals in the city they are travelling in. They should be avid users of smartphones and have good spatial knowledge to navigate using a GPS map.



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ACTIVITY

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P.A.C.T. ANALYSIS [NOV. 6, 2014]

Activity

How does the tour activity take place?

When travelling in a new city, people receive tips from organized tours, online blogs, and travel books. From the list of many tips, travellers pick what interests them the most.

It becomes a time consuming process to create your own itinerary when there are so many activities that you can do.

By making it easier and more fun to create a travel itinerary, travellers can have a better experience in the new city.



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CONTEXTS

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P.A.C.T. ANALYSIS (NOV. 6, 2014)

Contexts

Where do people tour and with whom?

The users of this app can be travellers coming from very long or short distances. They may be from neighboring cities, or a whole different continent. This app is generally for a small group of people or solo travellers. Users can customize their travel itinerary journeys to fit their personal interests.



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TECHNOLOGY

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P.A.C.T. ANALYSIS [NOV. 6, 2014]

Technology

How is the technology being used?

By using a smartphone, users can interact via the Internet to contact and communicate with locals providing tips about their city. The iPhone iOS platform allows users to use its preprogrammed functions such as the GPS, compass, maps, alert system, and camera to enhance the travel experience.

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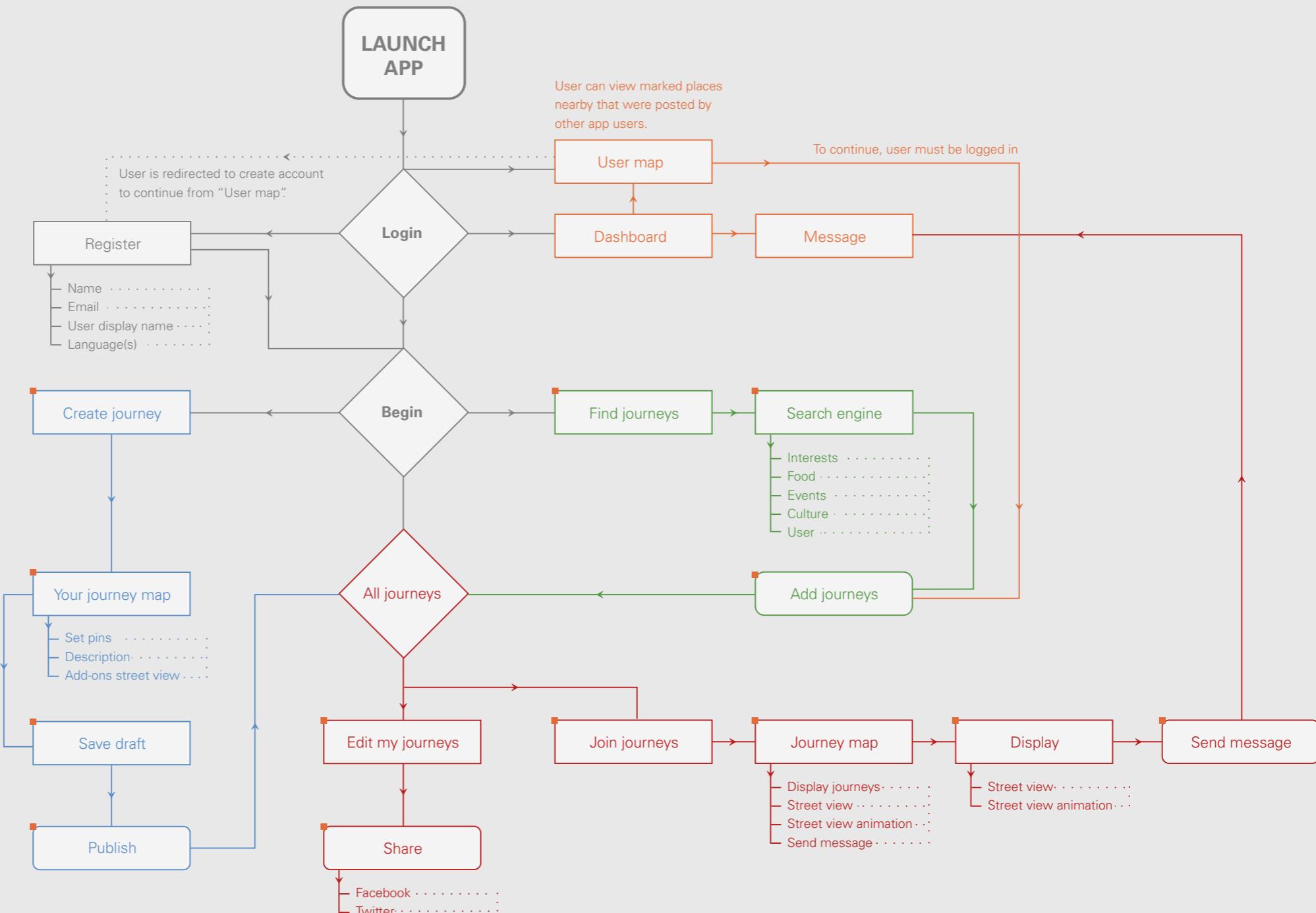
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ARCHITECTURE

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+ WIREFRAME

STYLE TILE

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= Access to dashboard:
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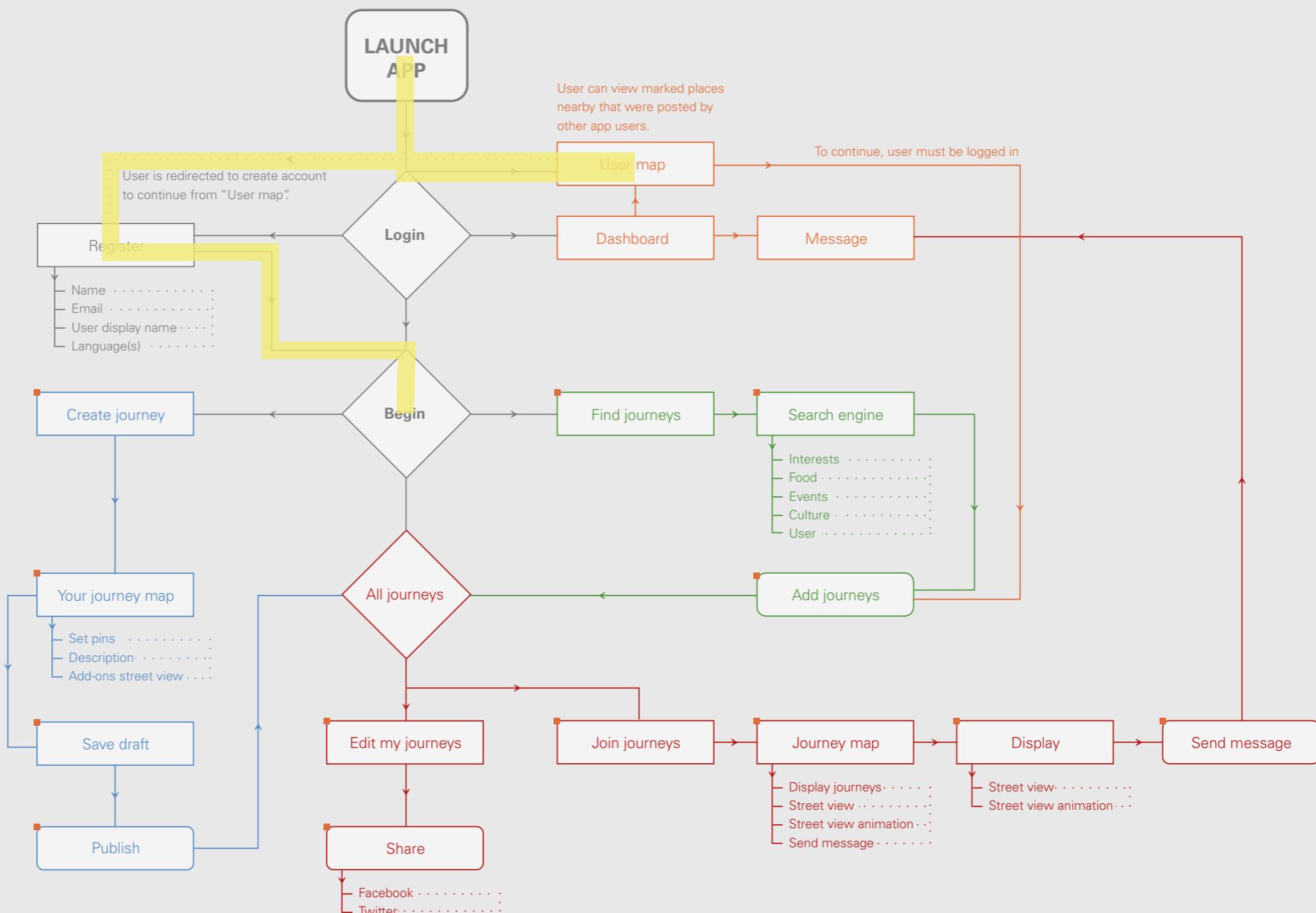
SCENARIO 1
BY HYOJUNG
JULIA SEO

—

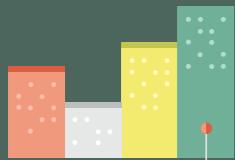
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SCENARIO 1
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CONTEXT-SCENARIO MAP

CREATING AN ACCOUNT

User Profile

Wallace - 30 year old male.

Wallace is travelling to Toronto with his friend Gromit. He wants tips from a local Torontonian about what to do in the city rather than looking at online blogs. He doesn't know anyone in the city to get advice from. He wants to try out the new app "I'm in town" but is curious about how popular it is and how useful it will be.



Before creating an account, Wallace wants to know how many tips there are in Toronto.

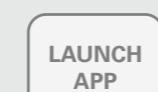
Wallace is glad that there are many tips in Toronto. He wants to check out the top journeys that are recommended.

He sees that the top5 journeys taken in the cities are: Cheap eats tour, AGO adventures, Chinatown treats, Subs and pubs, and Small galleries.

Wallace sees where the AGO adventures journey will take him.

The journey seems interesting and he wants to see more information on one of the locations.

He sees that the top5 journeys taken in the cities are: Cheap eats tour, AGO adventures, Chinatown treats, Subs and pubs, and Small galleries.



User can view marked places nearby that were posted by other app users.

User map



To view more information, Wallace must make an account. Wallace deives to make an account in order to access the tips.

Wallace fills out the required fields to create an account.

He is asked if his information can be publicized. He can come back to his settings to change his mind. By allowing others to view his profile, he will be able to create his own journeys for other tourists to use.

Upon completion, Wallace is taken to the main page where he can create or join journeys.

Register

Name
Email
User display name
Language(s)

Begin

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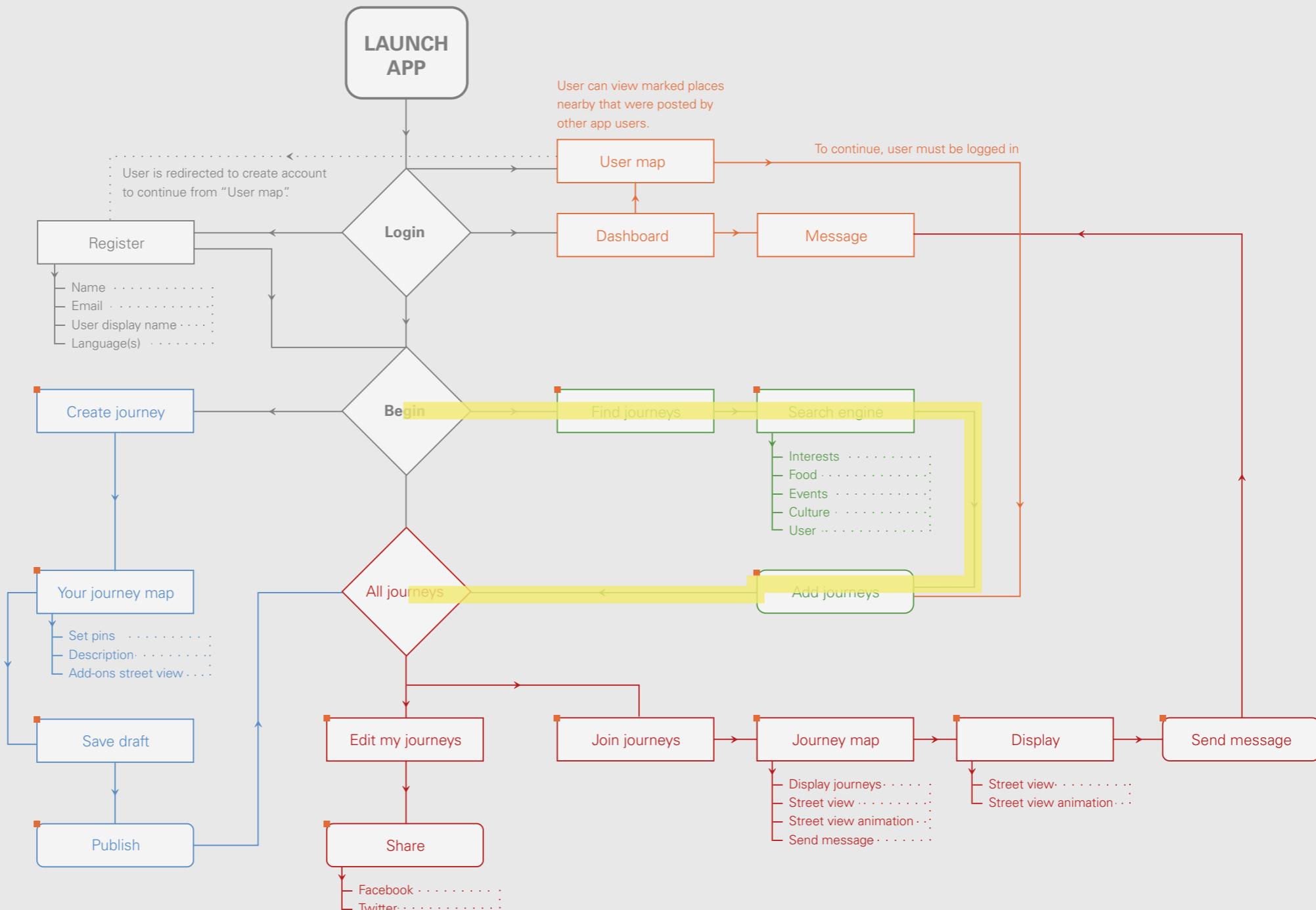
CONTEXT SCENARIO
+ WIREFRAME

SCENARIO 2
BY TIFFANY TSAI

STYLE TILE

ICON SET

HIGH FIDELITY
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= Access to dashboard:
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SCENARIO 2
BY TIFFANY TSAI

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CONTEXT-SCENARIO MAP

ADDING A JOURNEY

User Profile

Trina Choi, 20 years old, female

Trina is taking a personal trip to New York City for her school reading break. She is an art history student studying in Toronto. She wants to be able to see art from different types of institutions and also experience the youth culture of New York. She is a pretty savvy user of technology, and already has the application on her phone.



Trina already has a "I'm In Town!" account from a while ago. She launches the application and logs in.

She chooses "Join Journey" to add journeys that will help her find places to visit in New York.

It prompts her for location, and then she chooses as many point of interests as she wants.

She is here alone, and would like to save money by staying in one area at a time. She chooses the By Foot option.



She browses the tours that appear, and clicks on one that she is interested in.

It expands and she reads more about it, decides that she likes it, and swipes right by touch.

She can either view more (will display map), or simply add it to her journey list. She adds the journey.

Join Journey

Journey Map

Journey Map



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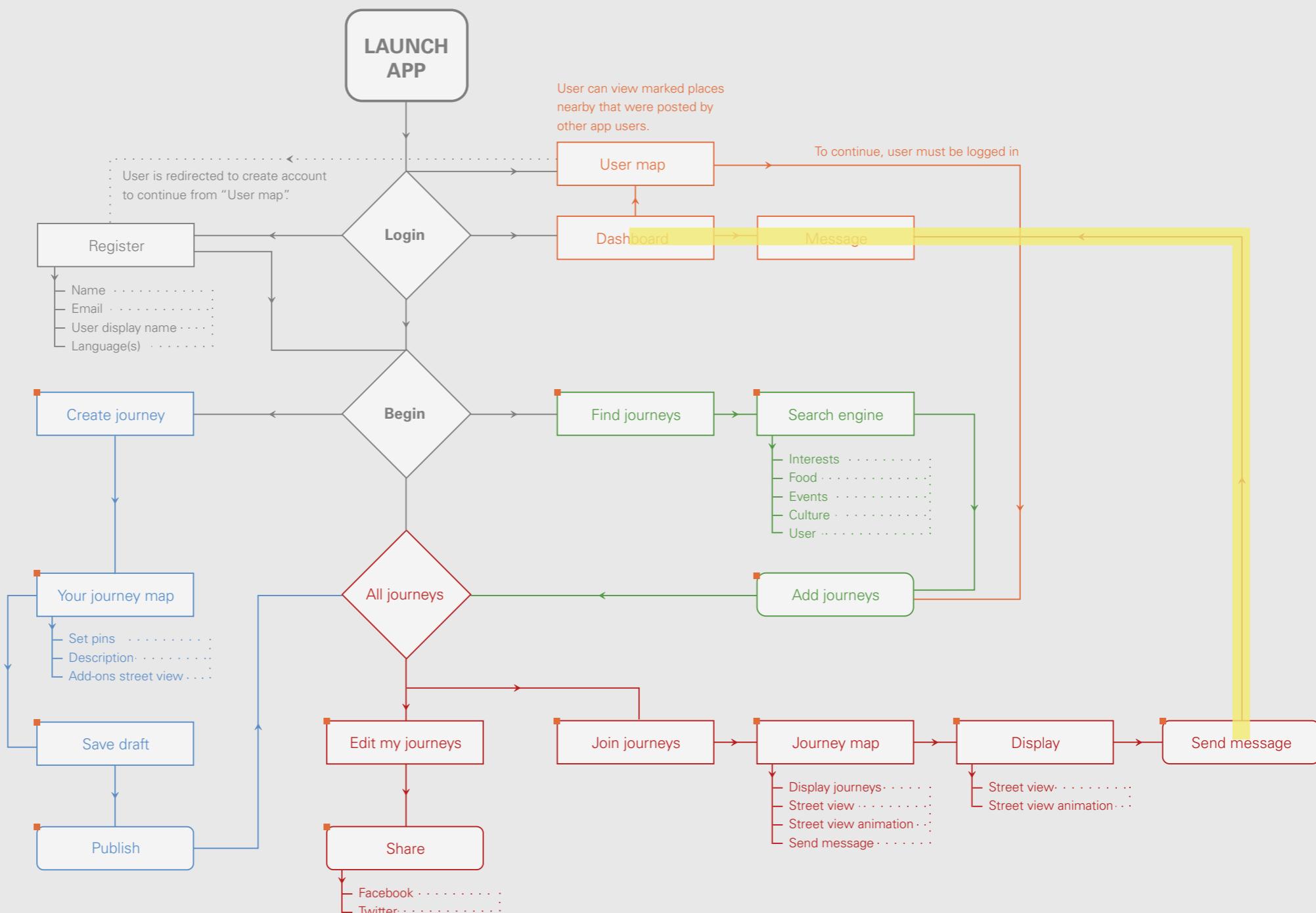
CONTEXT SCENARIO
+ WIREFRAME

SCENARIO 3
BY JOANNE
VONGPHACHAN

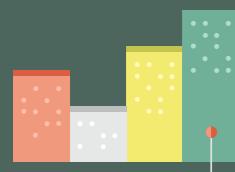
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STYLE TILE

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SCENARIO 3
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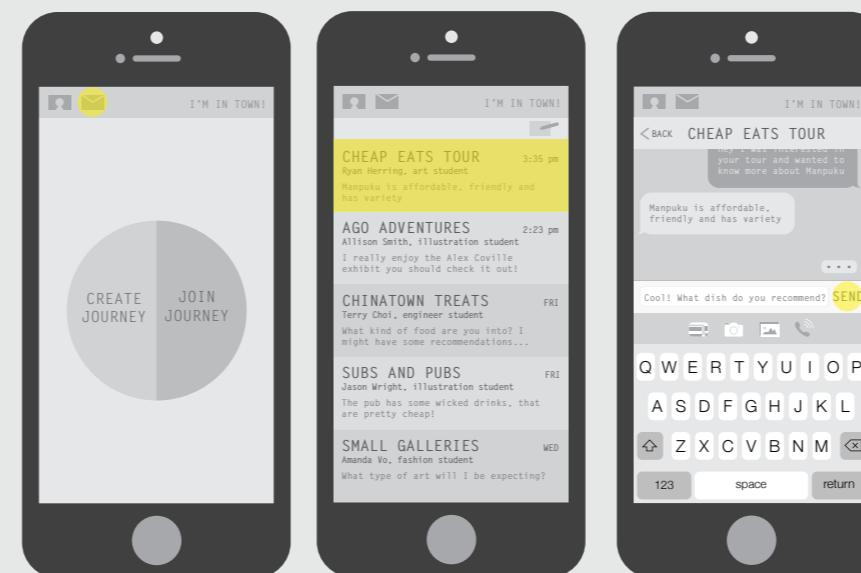
CONTEXT-SCENARIO MAP

SENDING A MESSAGE

User Profile

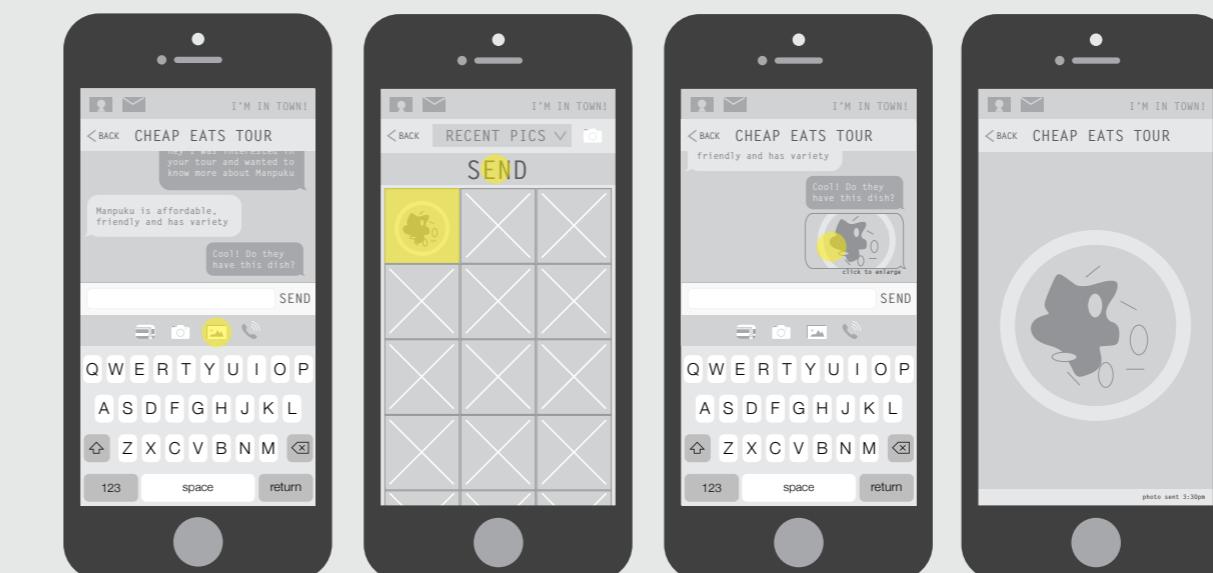
Daniel Stevens, 22 years old, Male

Daniel Stevens is interested in the art and food scene in Toronto. He just moved into town in his first year at Ryerson University. He would like to explore the city but doesn't know where to start. He downloaded the "I'm in Town!" app, created an account and has been communicating with the 'journeys' he selected creators.



Once Daniel launches the application he goes into his mailbox to message Ryan.

He has been talking to five people since wednesday and has recently started talking to Ryan about cheap eats.



Daniels message has been sent and wants to send a photo message through his albums.

He selects the photo he would like to send to Ryan in his 'Recent Pics' album.

To enlarge the photo all Daniel and Ryan need to do is to click on the image.

Send Photo

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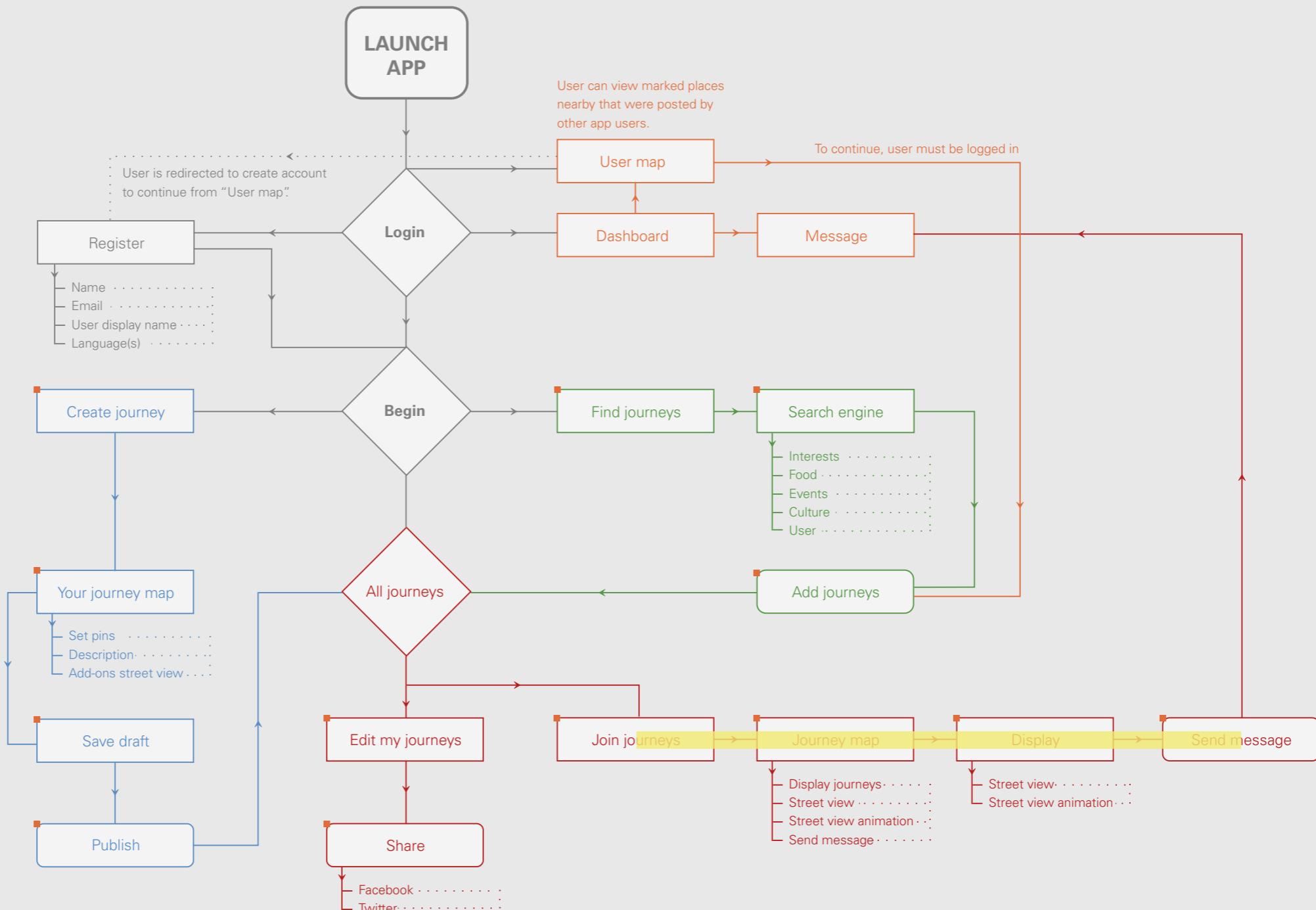
CONTEXT SCENARIO
+ WIREFRAME

SCENARIO 4
BY JOANNE
VONGPHACHAN

STYLE TILE

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SCENARIO 4
BY JOANNE
VONGPHACHAN

—
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CONTEXT-SCENARIO MAP

NAVIGATING JOURNEY MAP

User Profile

Daniel Stevens, 22 years old, Male

Daniel Stevens has chosen a few places to explore in Toronto that relate to Art and his favourite type of food, Asian cuisine. Before he leaves he checks out his options on the map and reads the description and asks questions on the forum of the restaurants and activities.



Daniel reviews his map and zooms in for more detail.

He selected five journeys, he decides to go to only two of the five for today.

Daniel is almost ready go on his journeys, but before he wants to check out one of the restaurants.

Just to make sure they have Daniels favourite dish he asks the public fourn.



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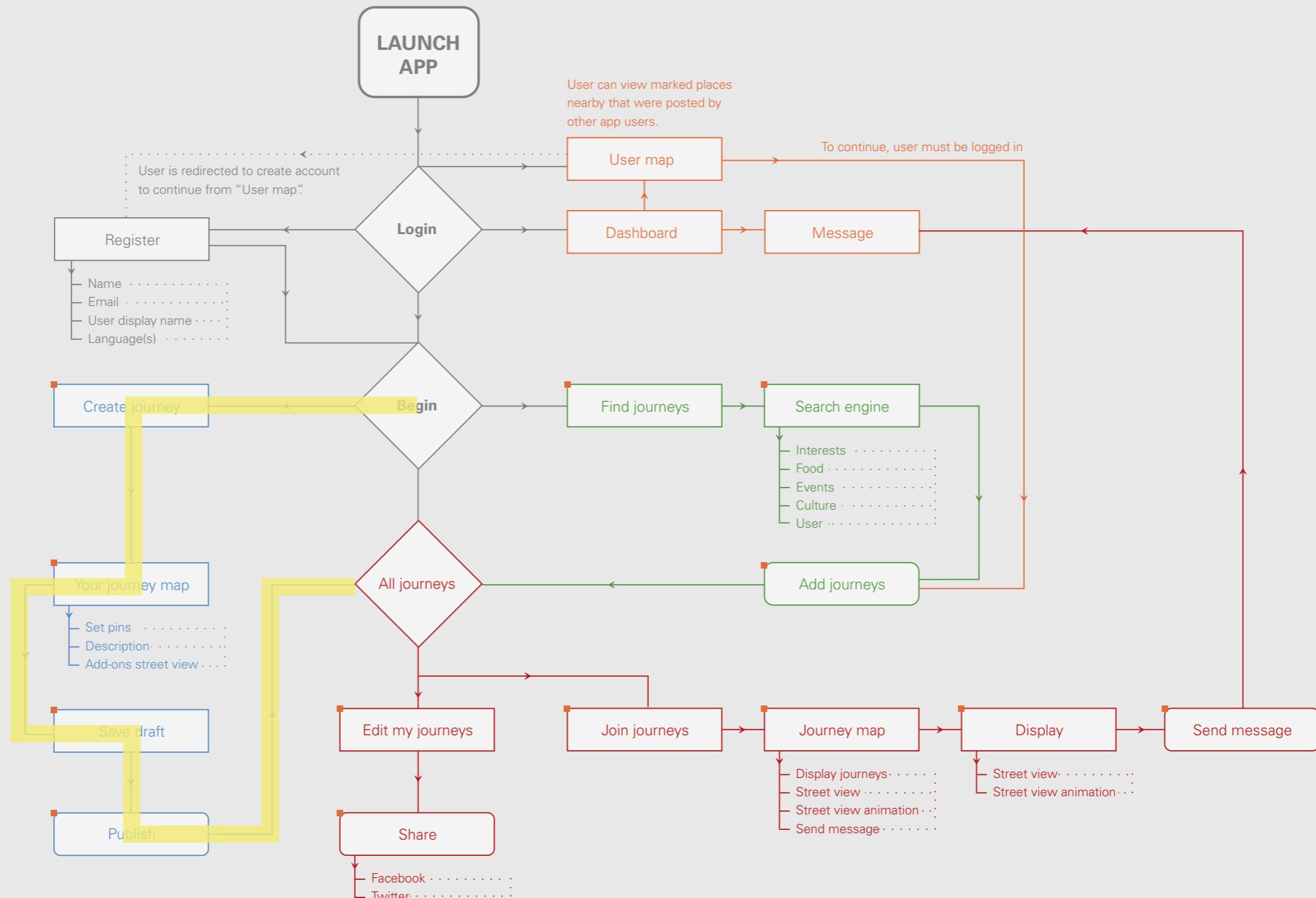
SCENARIO 5
BY HYOJUNG
JULIA SEO

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STYLE TILE

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= Access to dashboard:
Message
All journeys
User map



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SCENARIO 5
BY HYOJUNG
JULIA SEO

STYLE TILE

ICON SET

HIGH FIDELITY
PROTOTYPE
WIREFRAMES

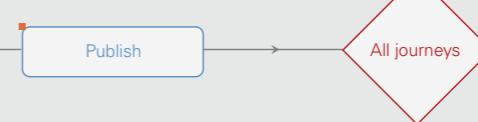
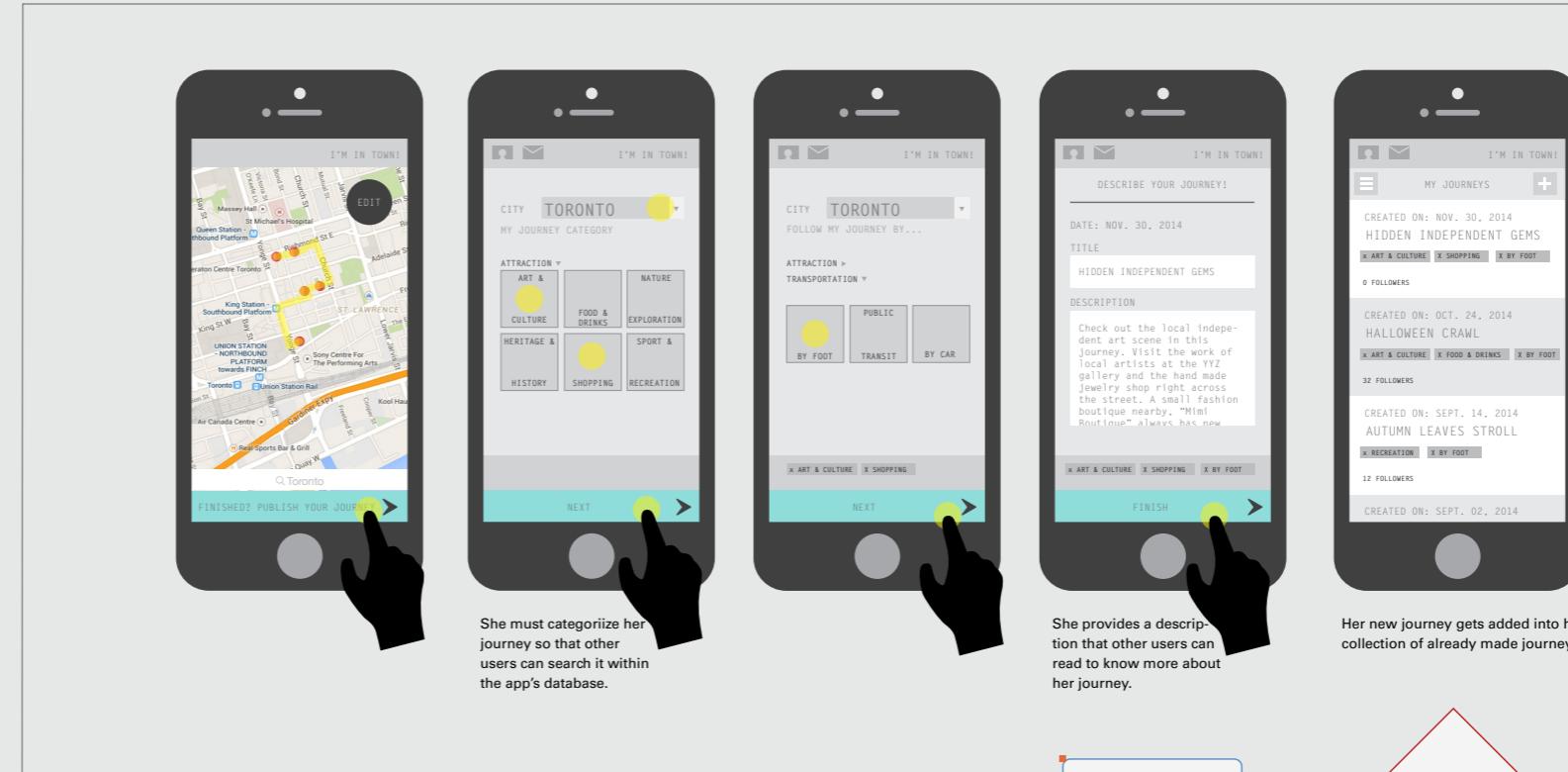
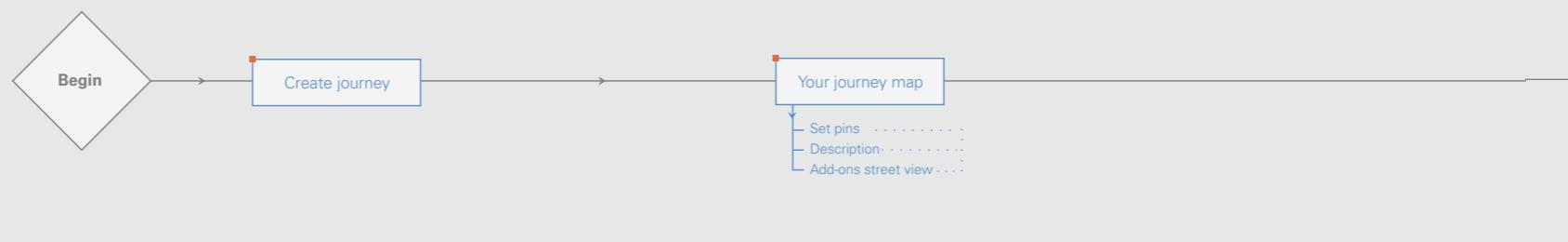
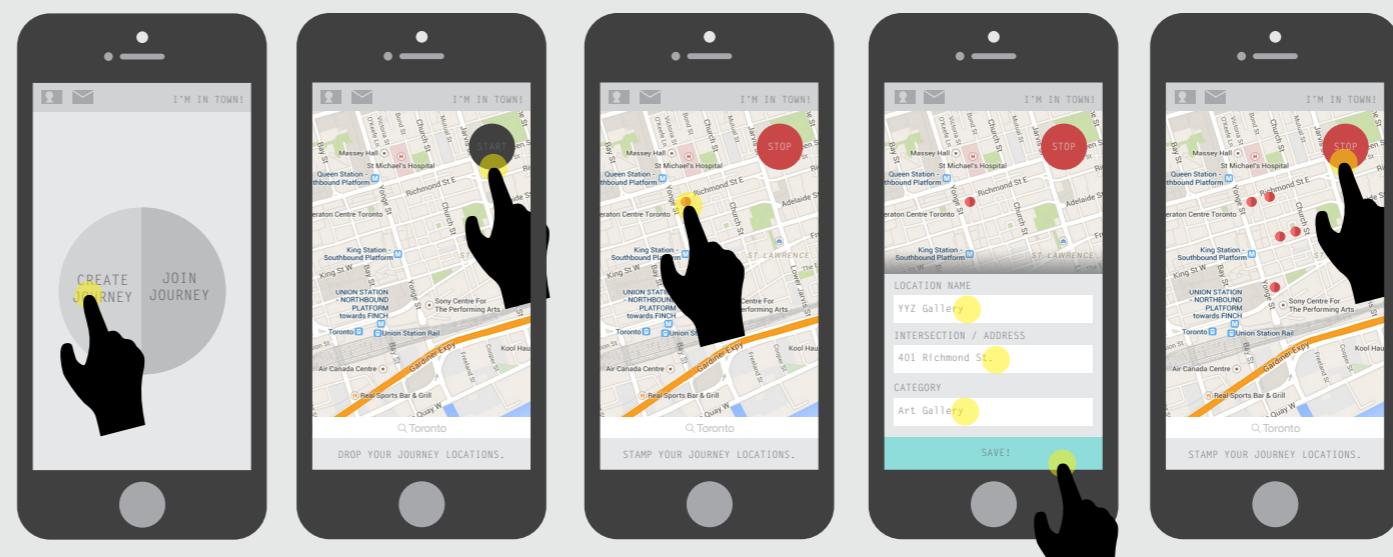
CONTEXT-SCENARIO MAP

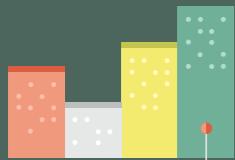
CREATING A JOURNEY

User Profile

Polly. 21 year-old female. U of T student.

Polly is a university student majoring in Communication and Media. She loves to blog about her favourite places and activities in Toronto. Her friends often go to her for advice on the latest events happening in Toronto and for tips on where to get the best authentic dishes.





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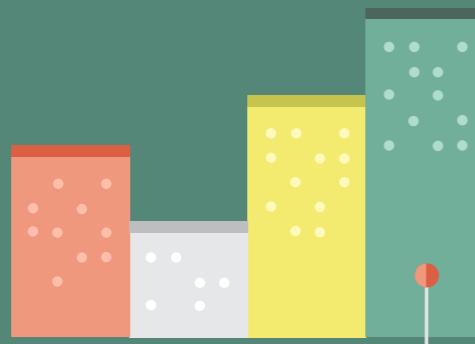
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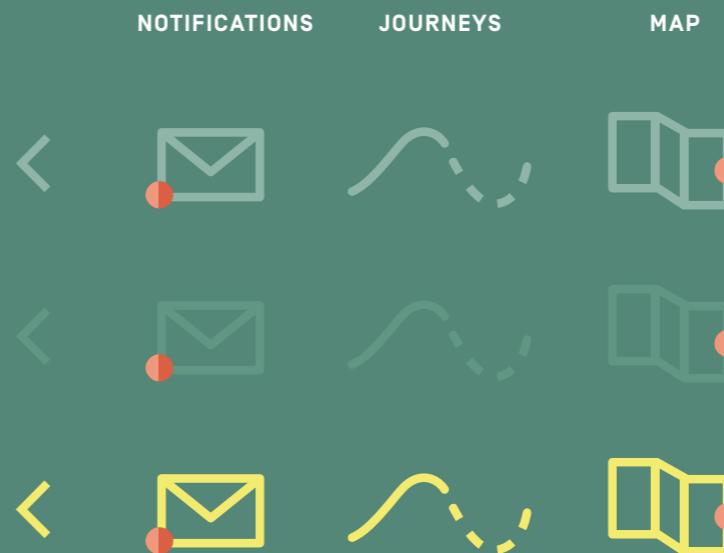
JOIN
JOURNEY

CREATE
JOURNEY

Hooray! You're creating an account!
Hello Wallace, where are you going?

JUST TEXT

TODAY IS NOV. 24, 2014

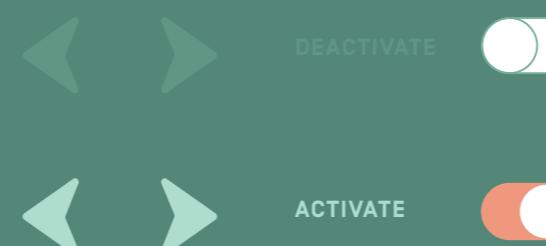


ACTIVATE

LOG IN

DEACTIVATE

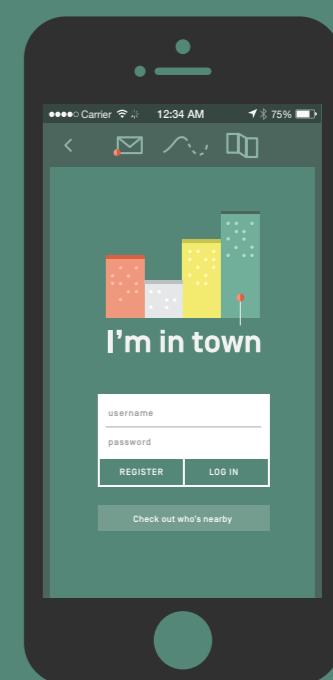
FOLLOW



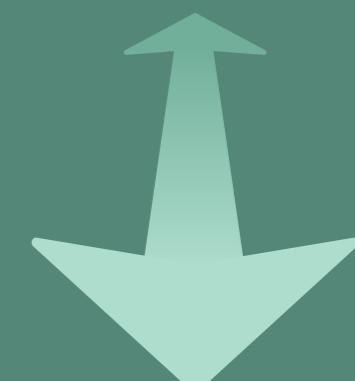
Whoopsies :)

Aw shucks!

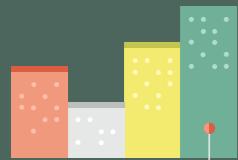
Oh no...



JOIN JOURNEY



CREATE JOURNEY



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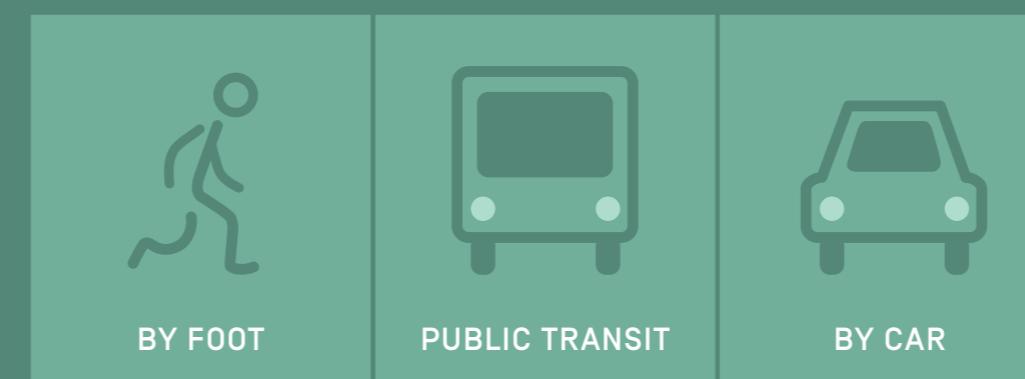
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JOURNEY CATEGORIES



ROUTE CATEGORIES





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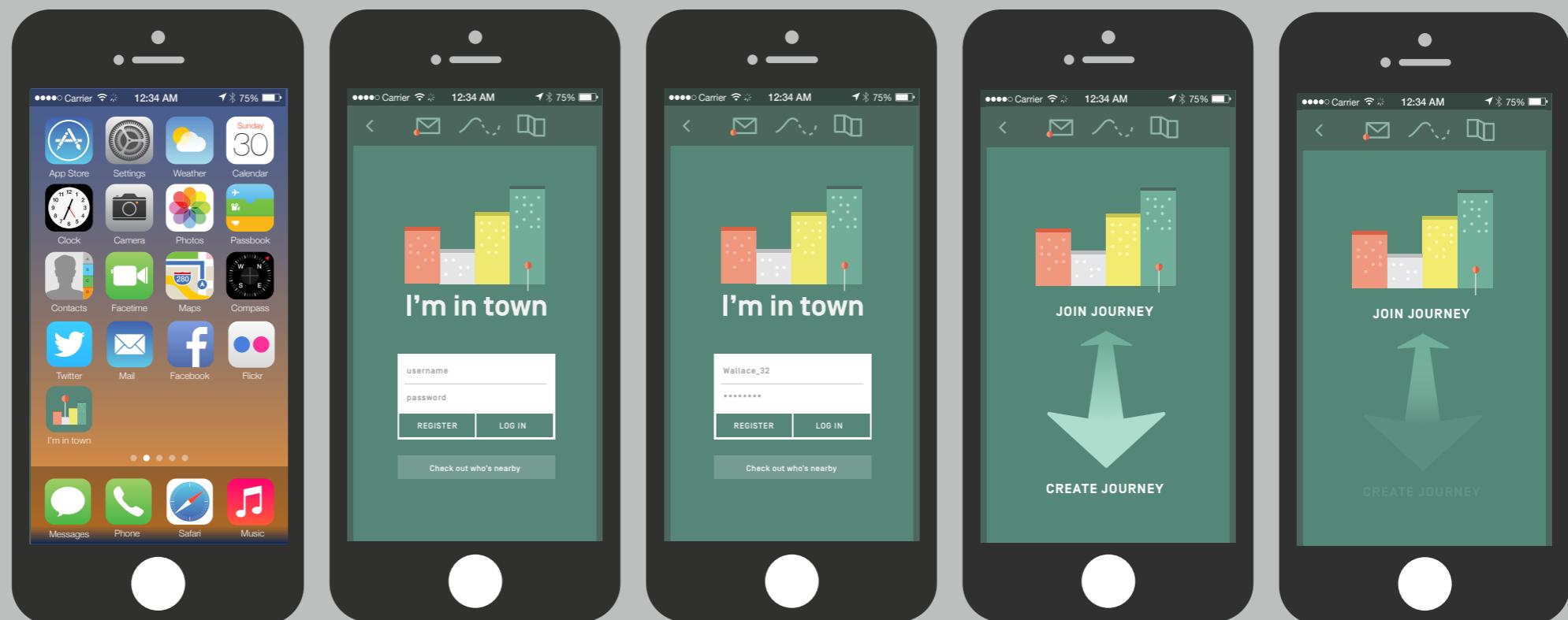
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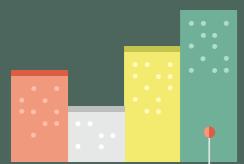
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APP LAUNCH
BY HYOJUNG
JULIA SEO

LAUNCHING THE APP





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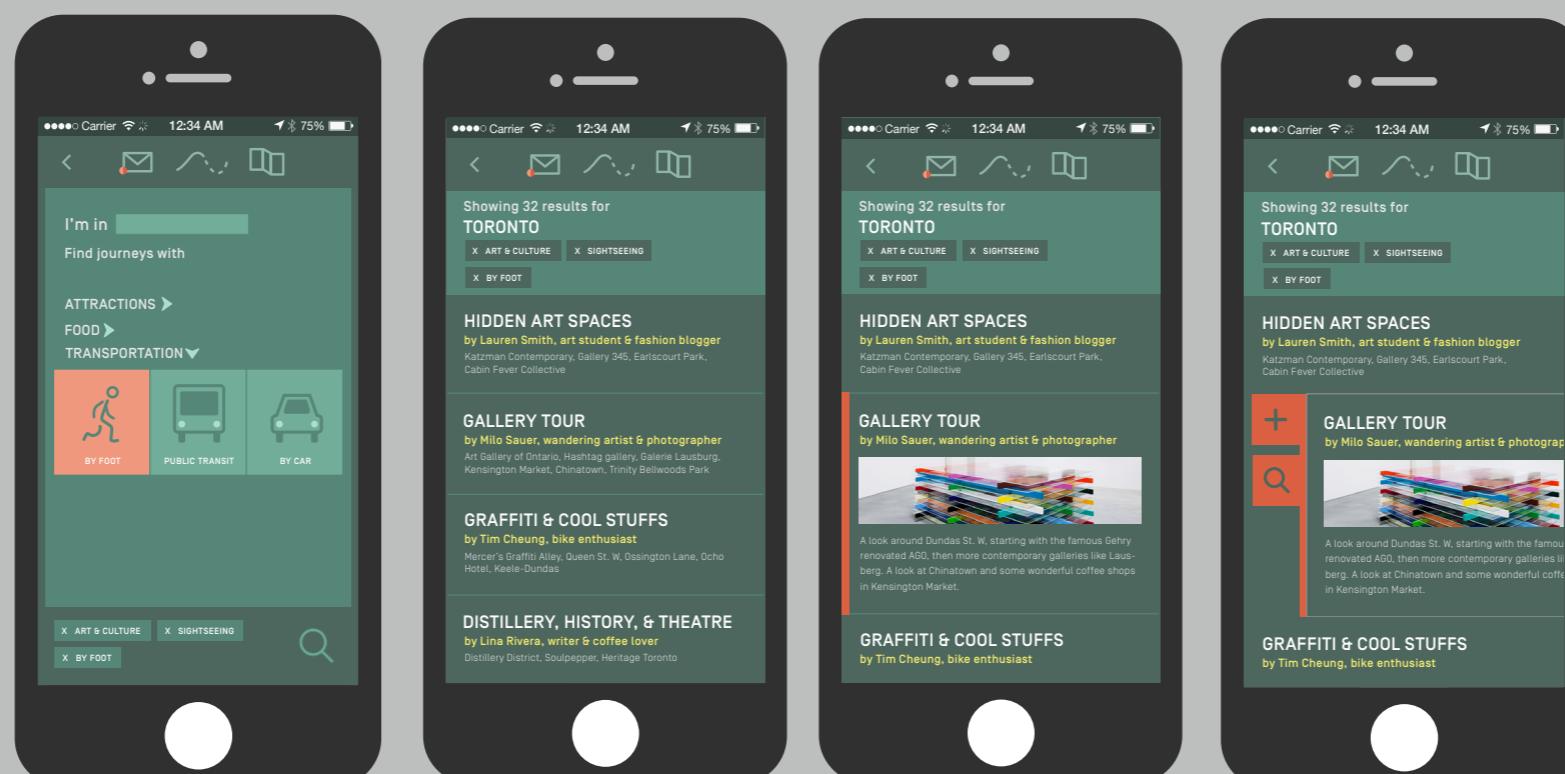
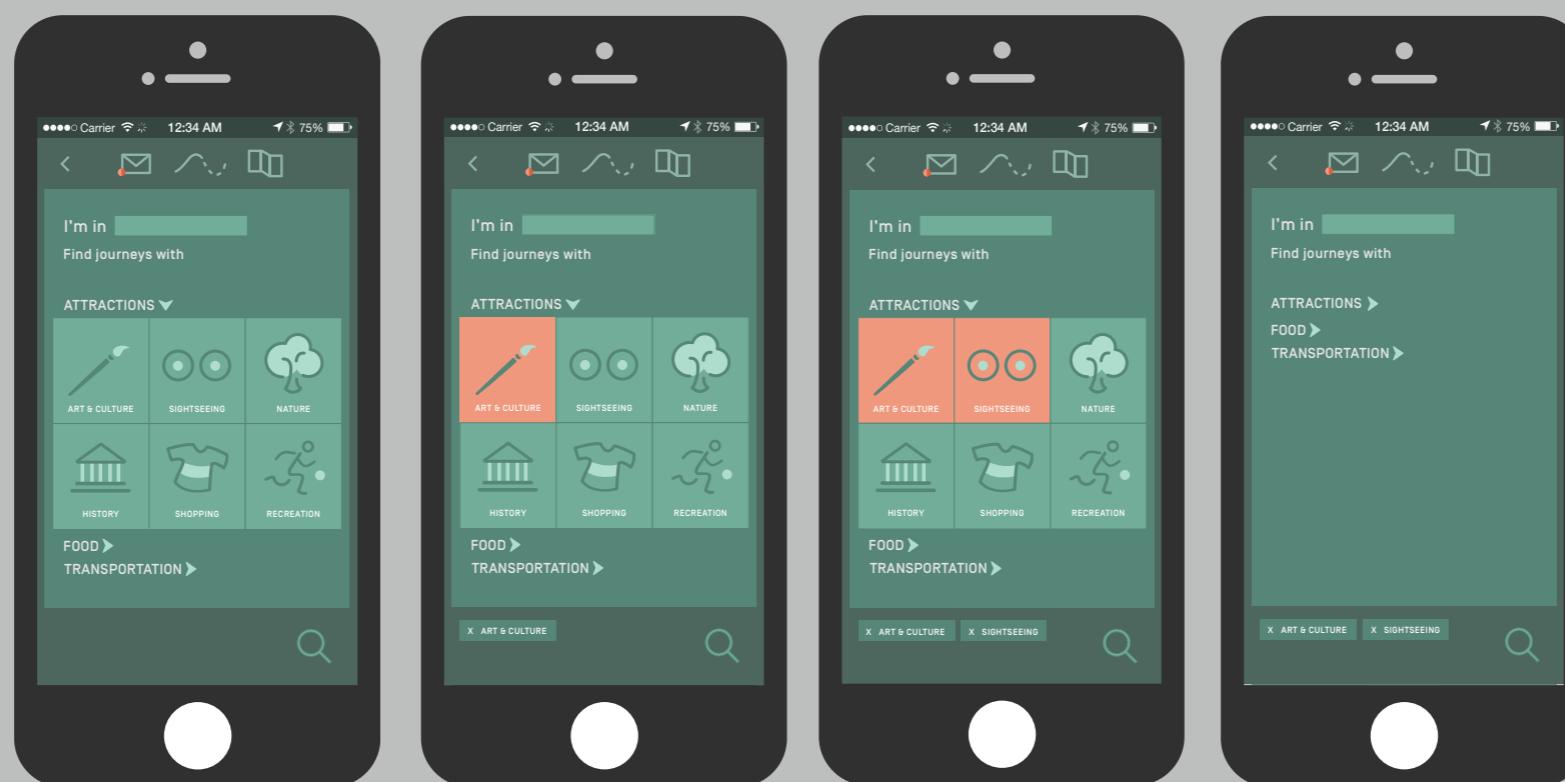
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JOIN JOURNEY
BY TIFFANY TSAI

JOIN JOURNEY





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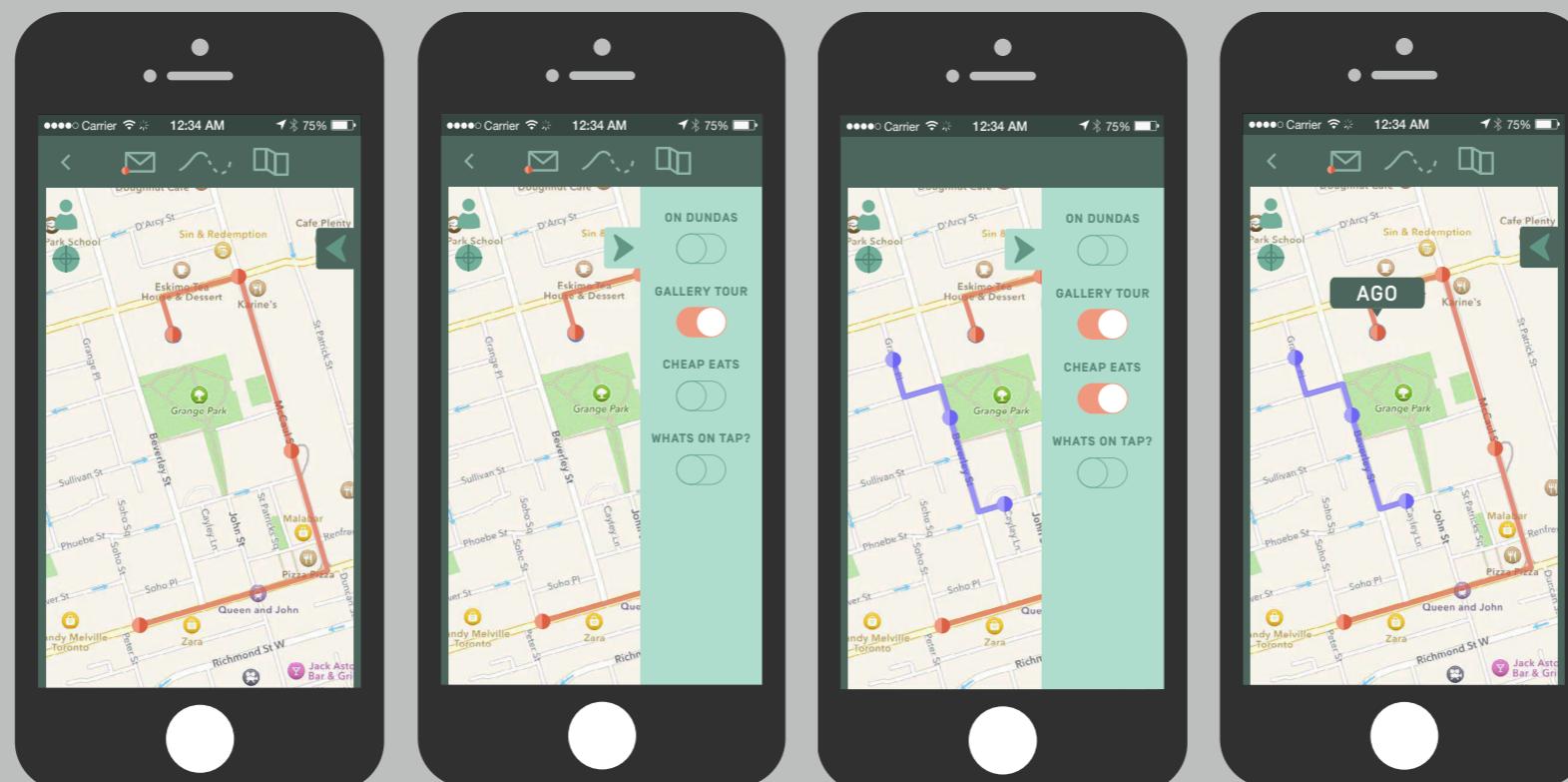
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NAVIGATION
BY JOANNE
VONGPHACHAN

NAVIGATION





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YSDN 3006 / Fall 2014

Interactivity Design 3

Project 3:

Mobile Application Design

Instructor: Andrew Hladkyj

Team:

Tiffany Tsai

Joanne Vongphachan

Hyojung Julia Seo