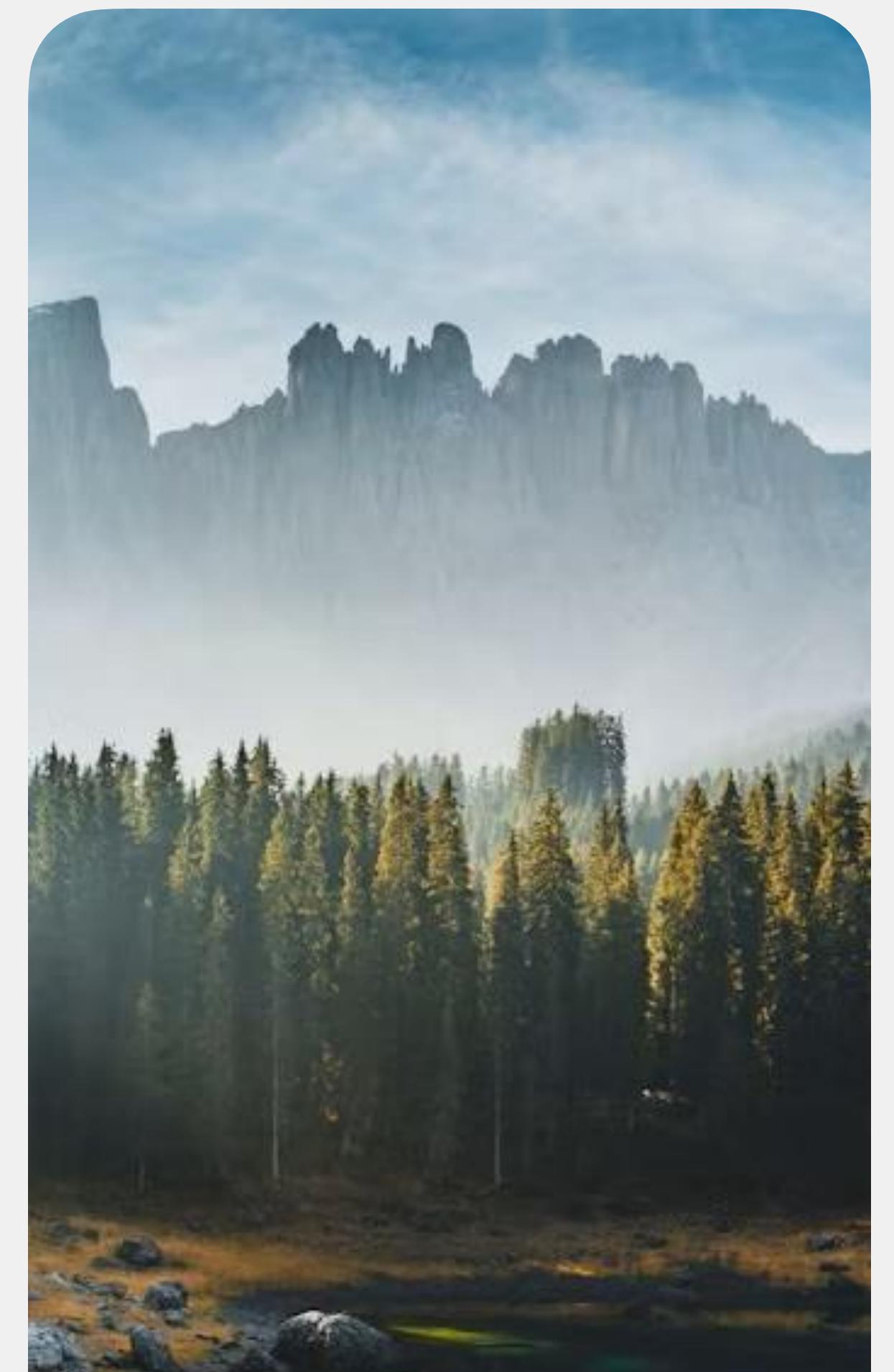
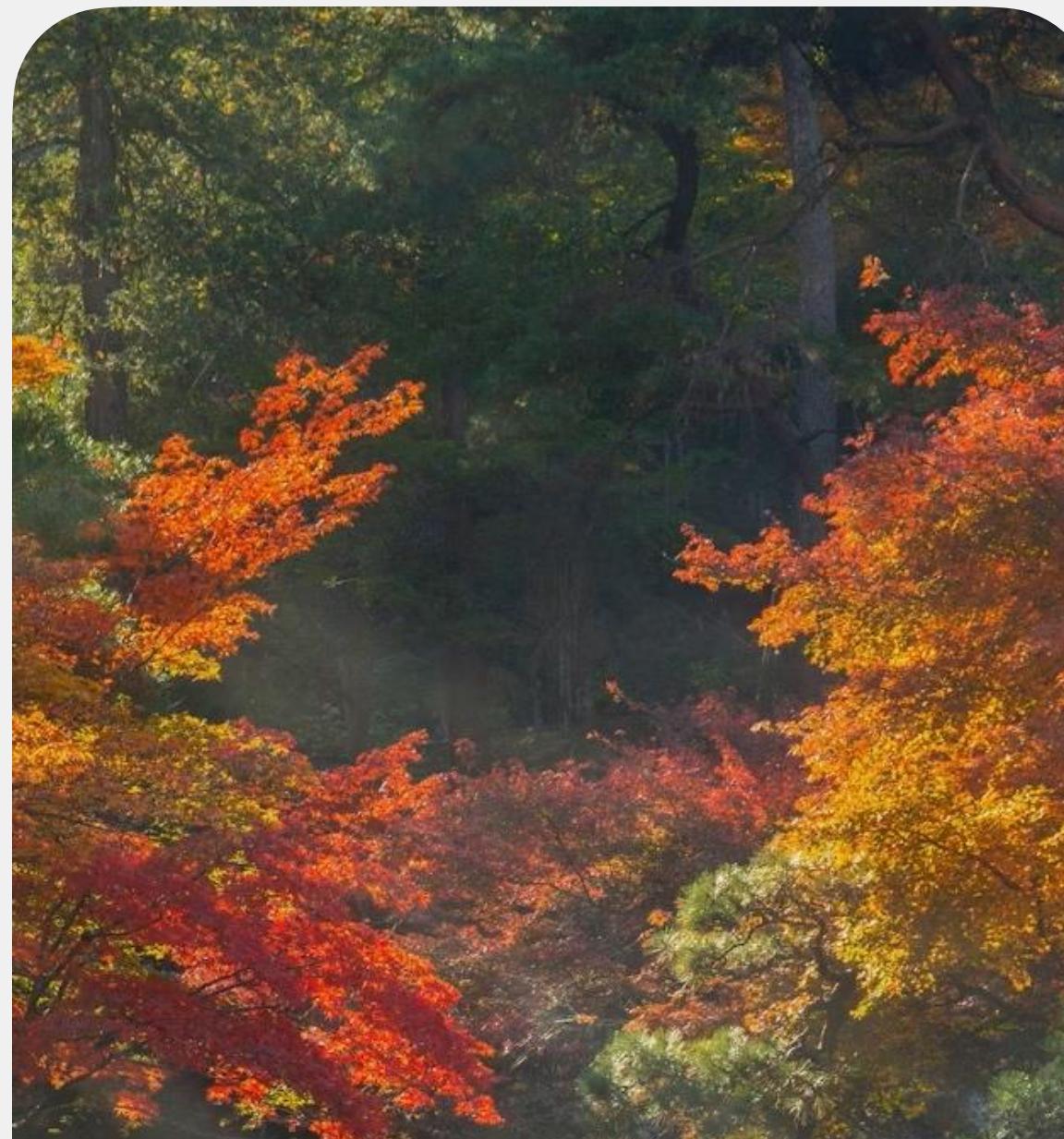


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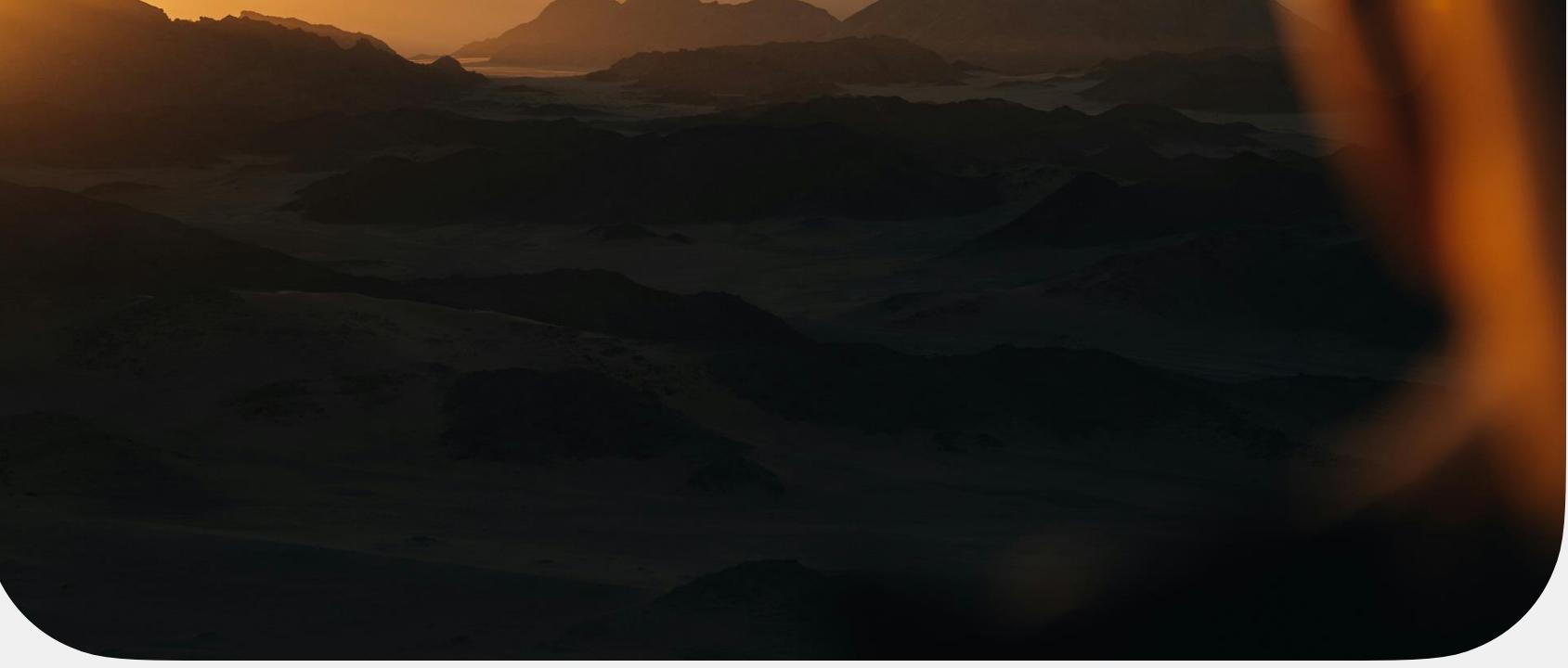
# wandr



# WHAT IS THE PROBLEM?



Travelling is a brutality. It forces you to trust strangers and to lose sight of all that familiar comforts of home and friends. You are

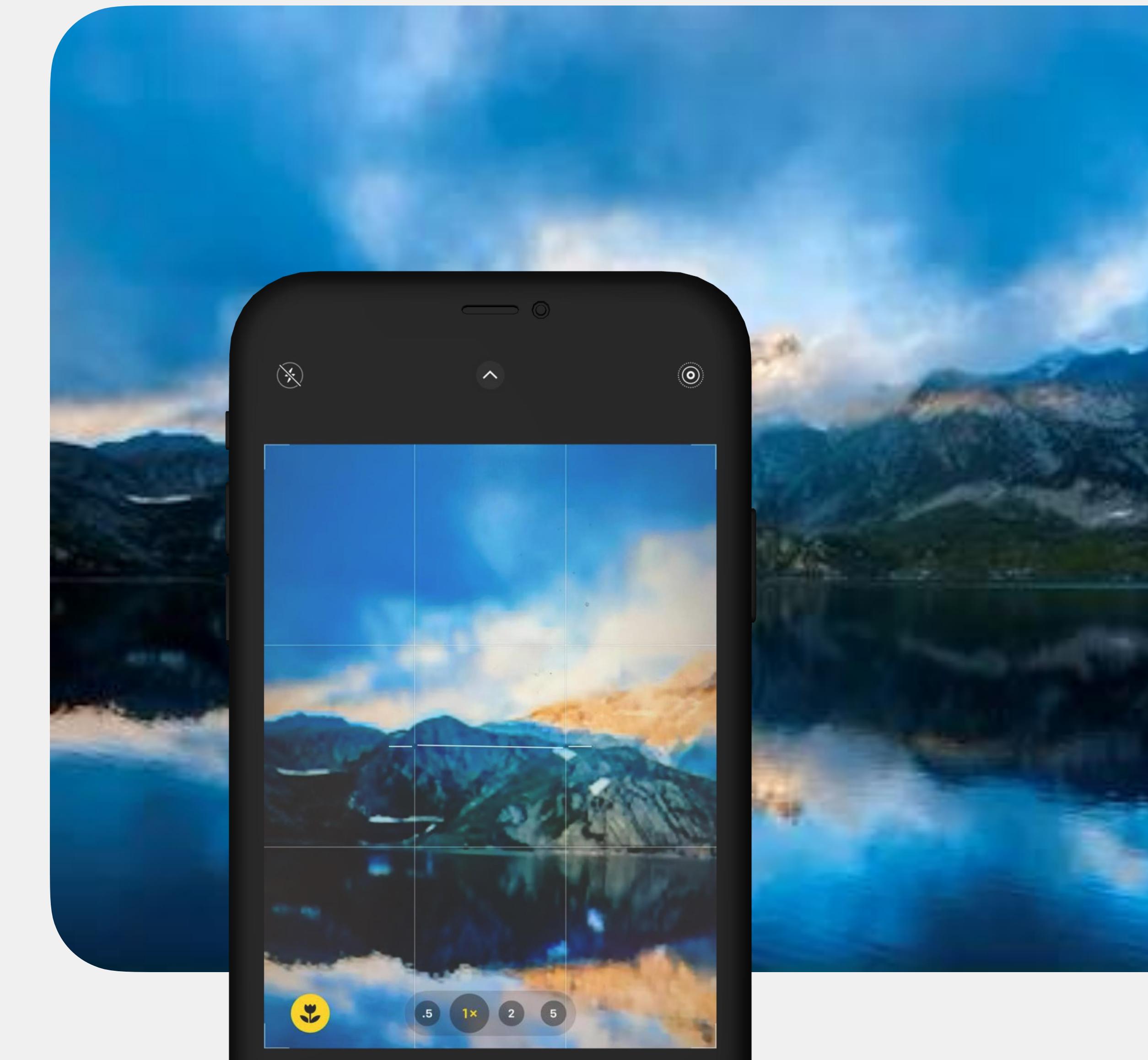


constantly off balance. Nothing is yours except the essential things. Air, sleep, dreams, the sea, the sky – all things tending towards the eternal or what we imagine of it.

01

### Problem Statement

How might we streamline travel planning for aspiring travelers from various backgrounds and connect them?

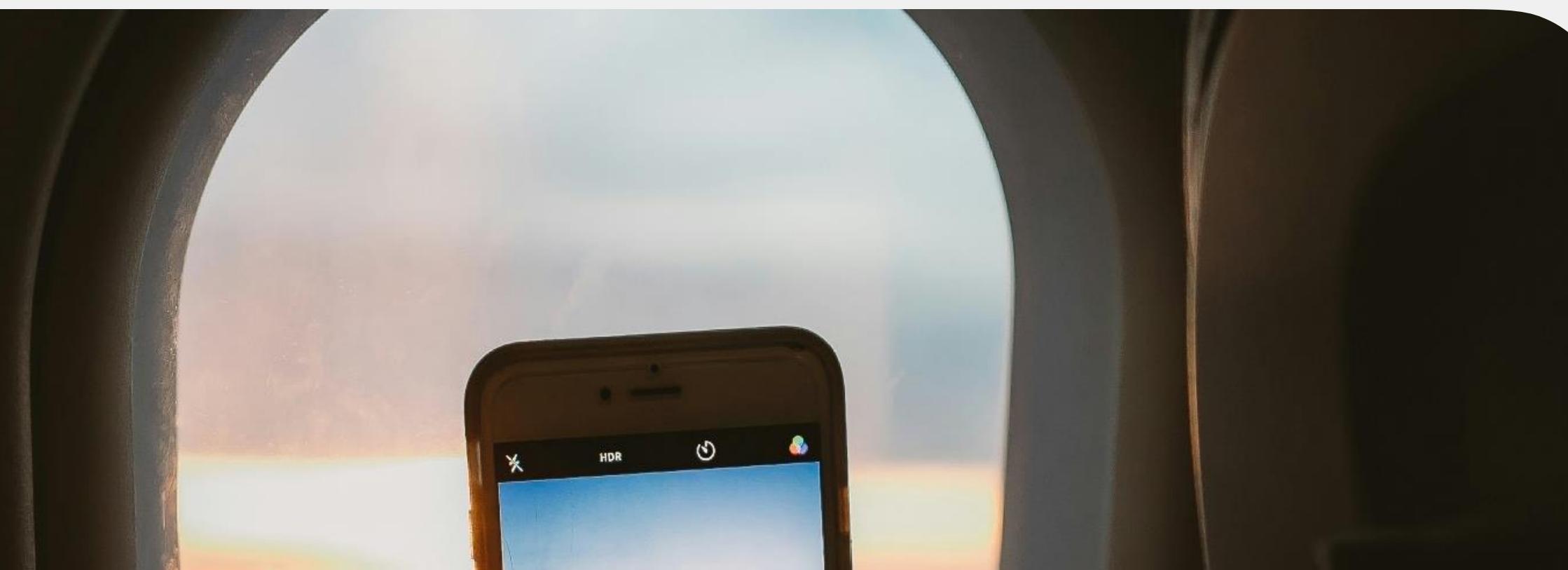




02

Current Solutions?

# WHAT ARE THE CURRENT SOLUTIONS?





THERE ARE

# NONCE

10:20

Social media travel itinerary planner Cancel

Google Photos: Backup & Edit Smart Photo and Video Storage Ad

★★★★★ 4.9K Google No. 11 Photo & Video

An advertisement for Google Photos. It features a large icon of the Google Photos logo (a colorful hexagon) and text describing it as a "Smart Photo and Video Storage" service. Below this is a "Ad" label. To the right, there are three screenshots of the Google Photos mobile app interface, demonstrating features like search, AI-powered editing tools, and photo enhancement.

ZONG For Travel & Adventure Open

HY TRADEBRIDGE PTE. L... Social Networking

Step up your Travel and Adventure games! Discover and Share your stories! Seek and Download exciting itineraries!

An advertisement for the ZONG app. It features the ZONG logo (a stylized yellow 'Z' inside a black square) and the tagline "For Travel & Adventure". A "Open" button is shown. Below this, there are three promotional cards: one for travel games, one for sharing stories, and one for seeking and downloading itineraries.

02

## Current Solutions?



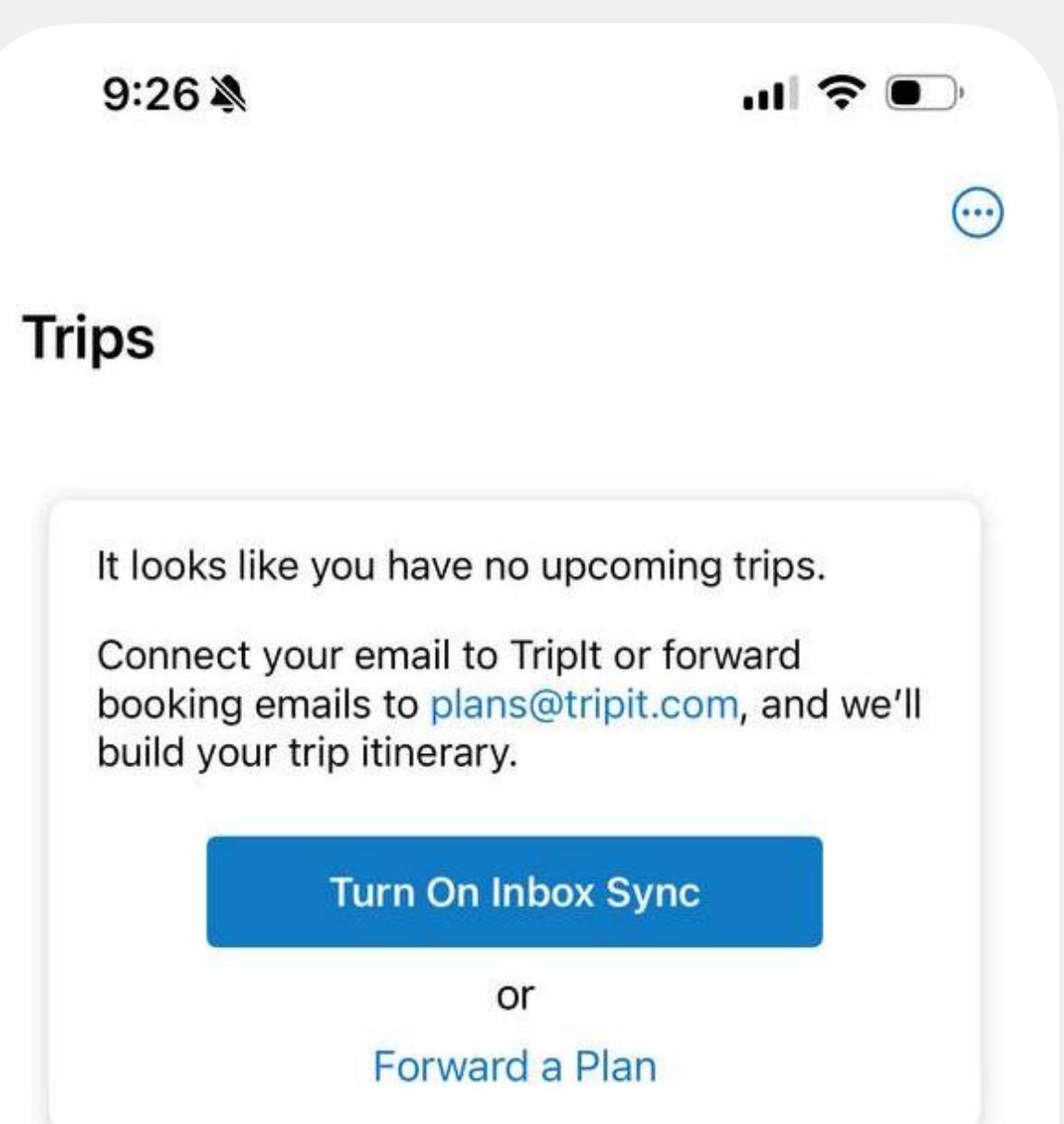
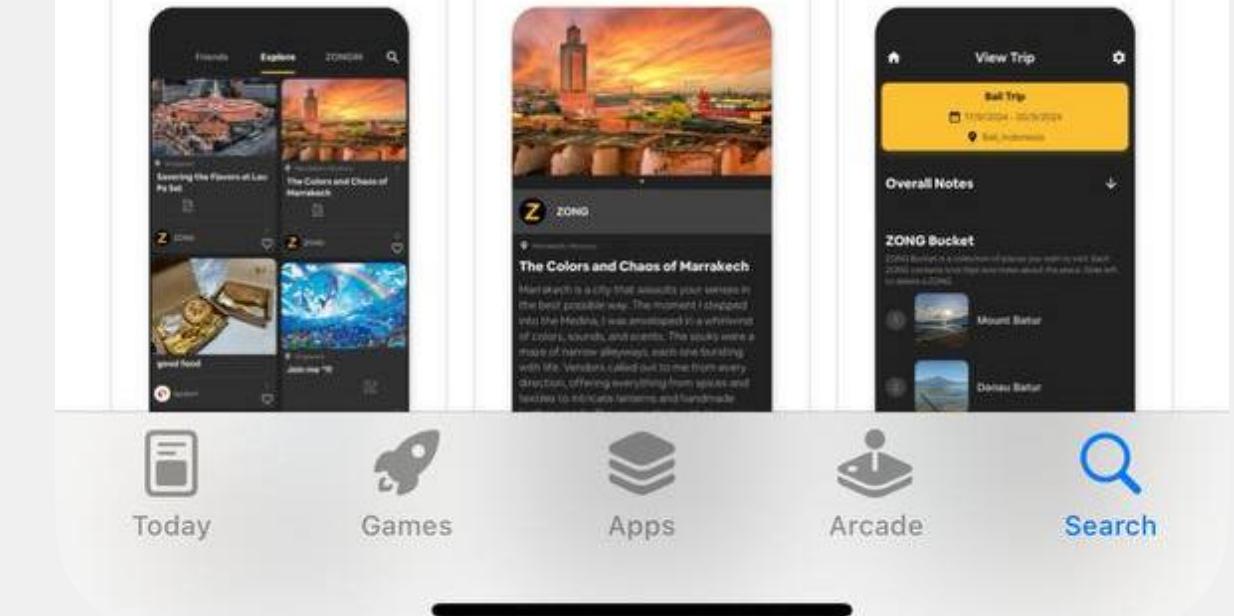
Inconvenient

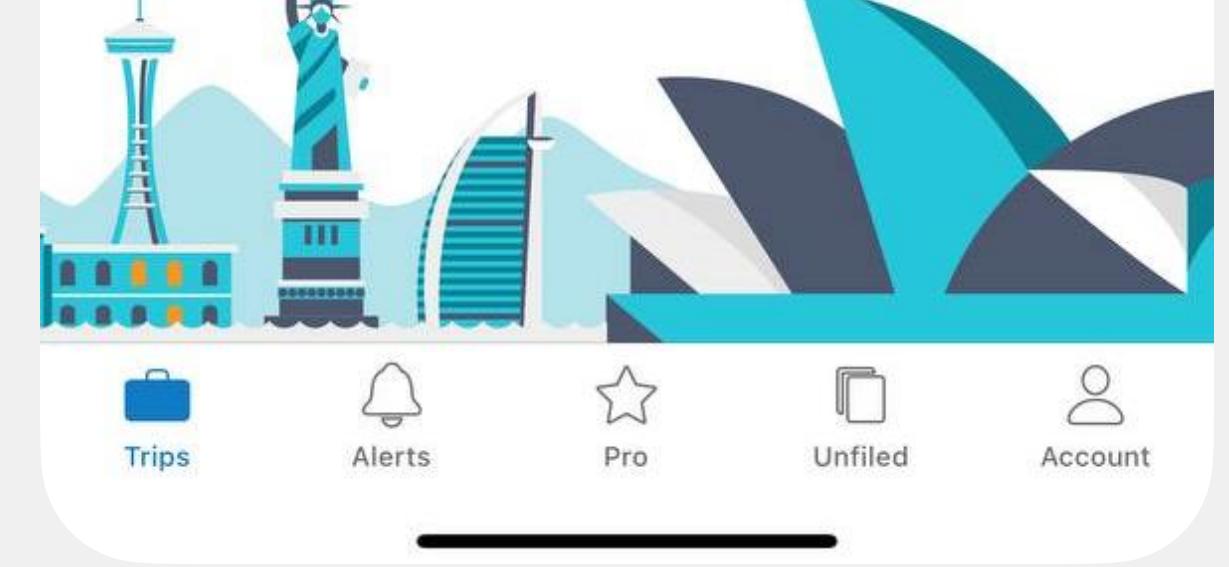


Unreliable or outdated information



Missed Opportunities





03

**Our solution**

# OUR SOLUTION





# SOCIAL MEDIA X ITINERARY PLANNER



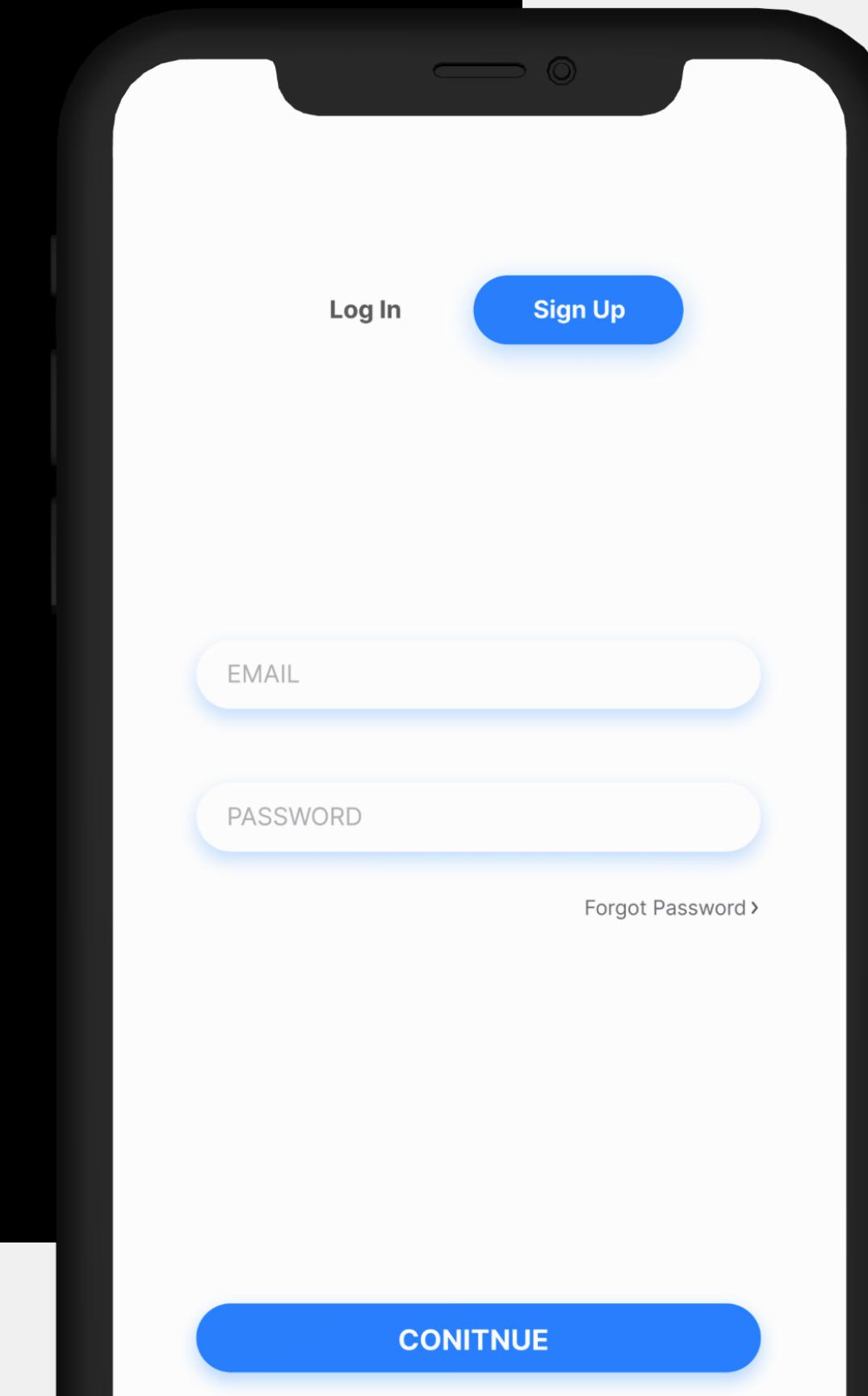
**Wandr**

Sign Up

With Google

With Phone Number

# TRAVELLING MADE SIMPLE



## HASSLE FREE

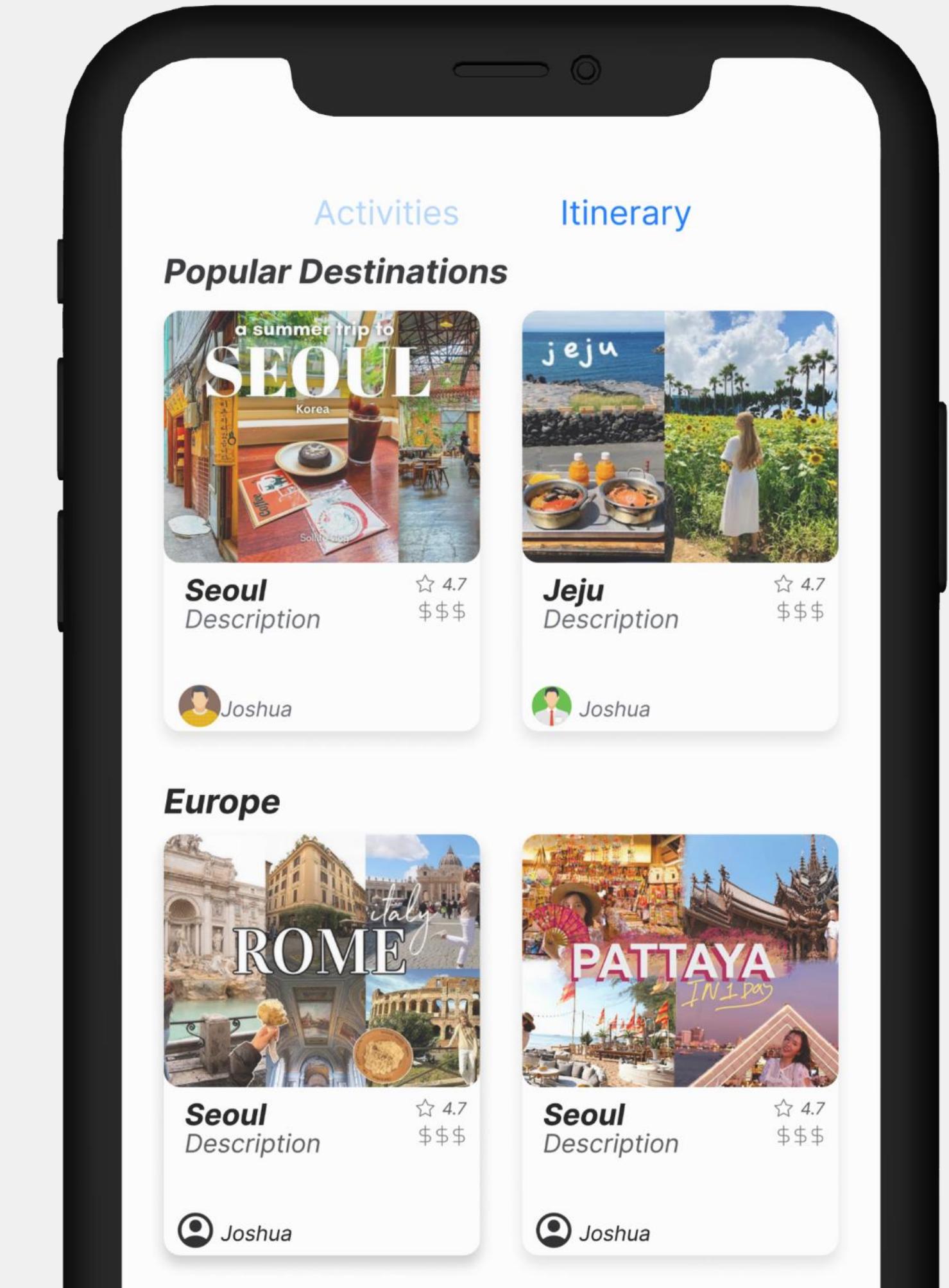
Planning has never  
been easier.

View and add  
activities and  
locations seamlessly  
into your itinerary  
with the tap of a  
button.

03

What is its magic

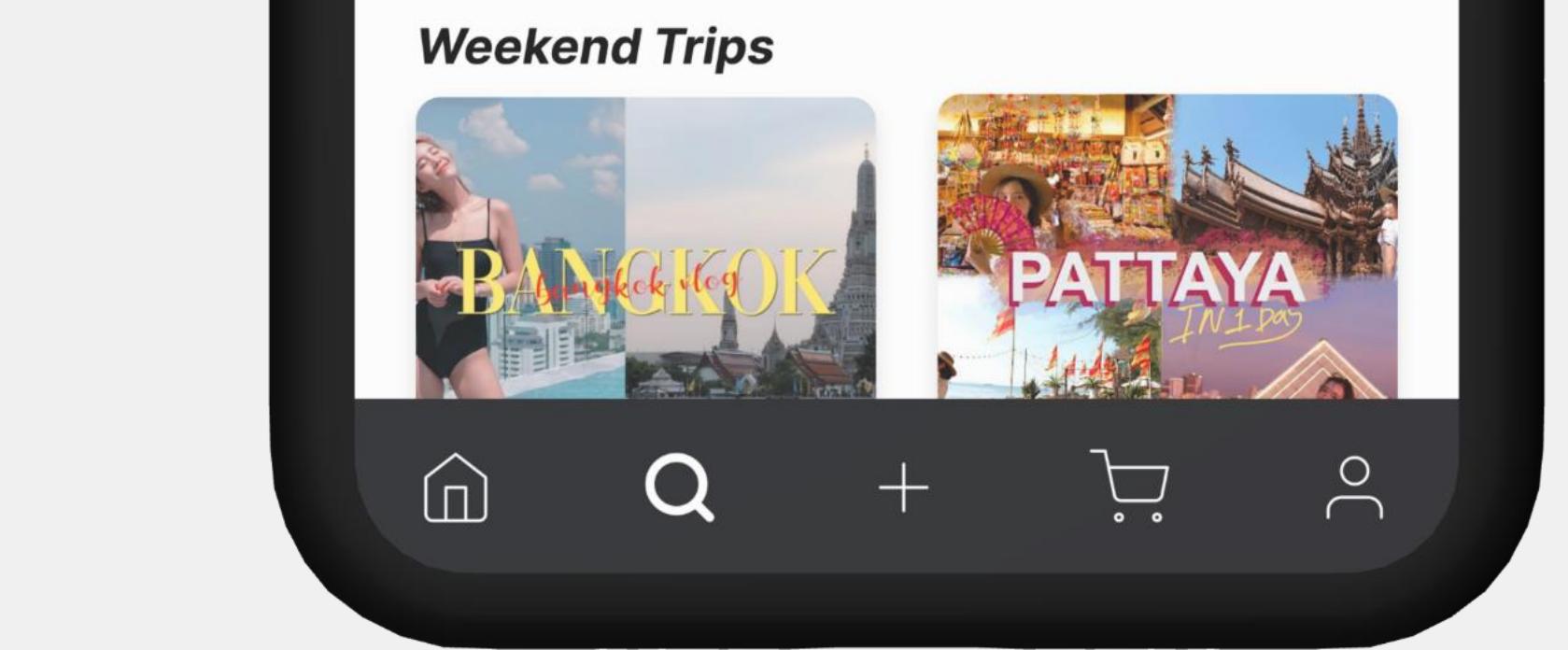
# WHAT DOES WANDR SOLVE?



03

What problem does this product fix?

Fun and engaging  
Localisation  
Data privacy



✓ Convenient

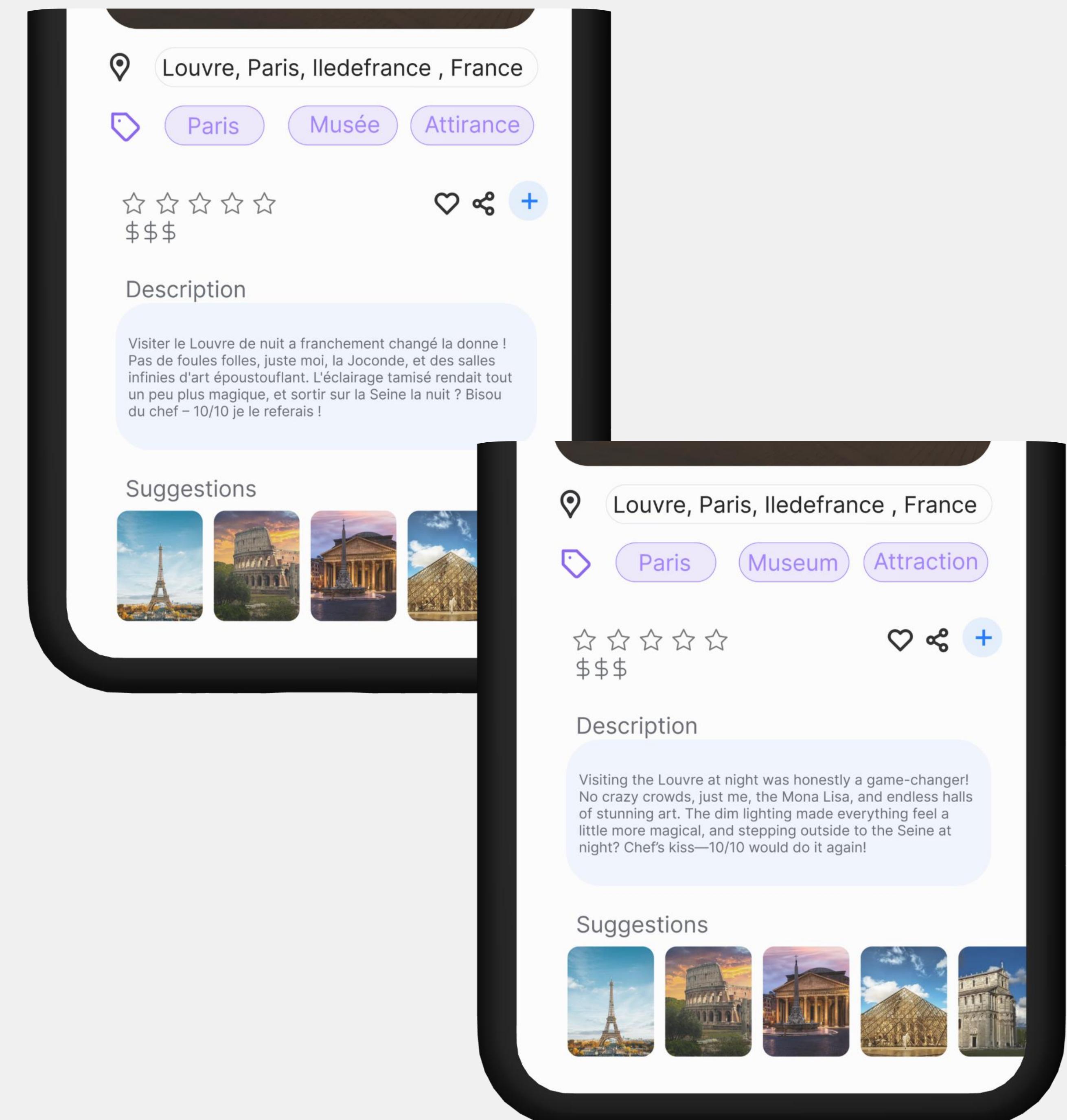
✓ Updated and Reliable information

✓ Localisation

“  
NOT ALL WHO WANDR ARE LOST

Inclusivity

Integrated Auto Translate Feature enables users from diverse backgrounds to connect and engage



**Green**

Promotes Responsible tourism by highlighting eco-friendly itineraries, showcase certified green hotels and supporting local businesses



Meet our users!

# OUR TARGET AUDIENCE





**Name:** Randy Chen

**Age:** 25

**Occupation:** Recent graduate, Entry-level Marketing Executive

**Background:**

Active social media user

Loves traveling but has a limited budget

Plans 3-4 trips per year

Values authentic experiences over tourist traps

Tech-savvy and enjoys creating content



**Name:** Marcus Wong

**Age:** 28

**Occupation:** Travel Content Creator

**Background:**

Full-time traveler and influencer

Creates high-quality travel content

Looking for better ways to monetize content

Wants to build genuine connections with followers

Enjoys sharing detailed travel tips



**Name:** Maria Garcia

**Age:** 45

**Occupation:** Restaurant Owner

**Background:**

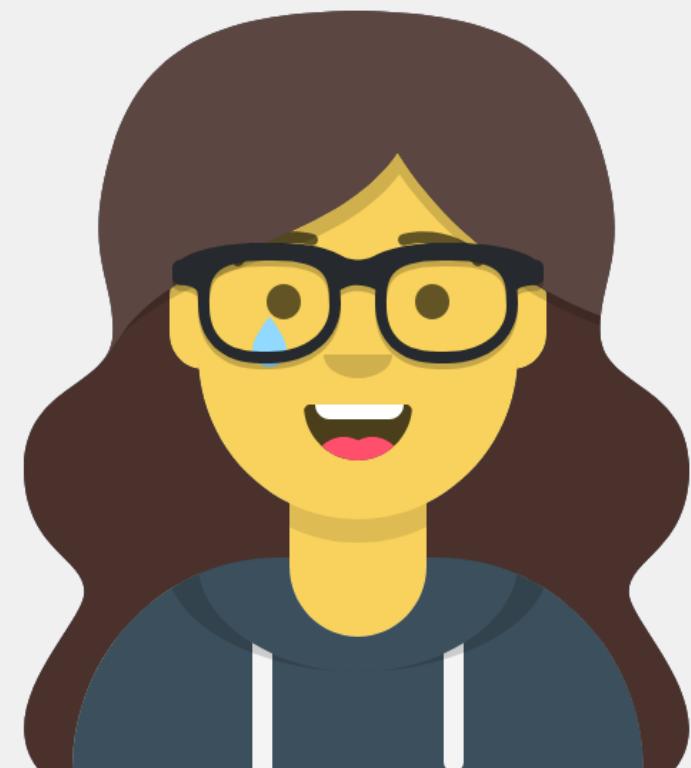
Owns a family-run tapas restaurant in Barcelona

Limited social media expertise

Wants to attract more tourists

Values authentic customer feedback

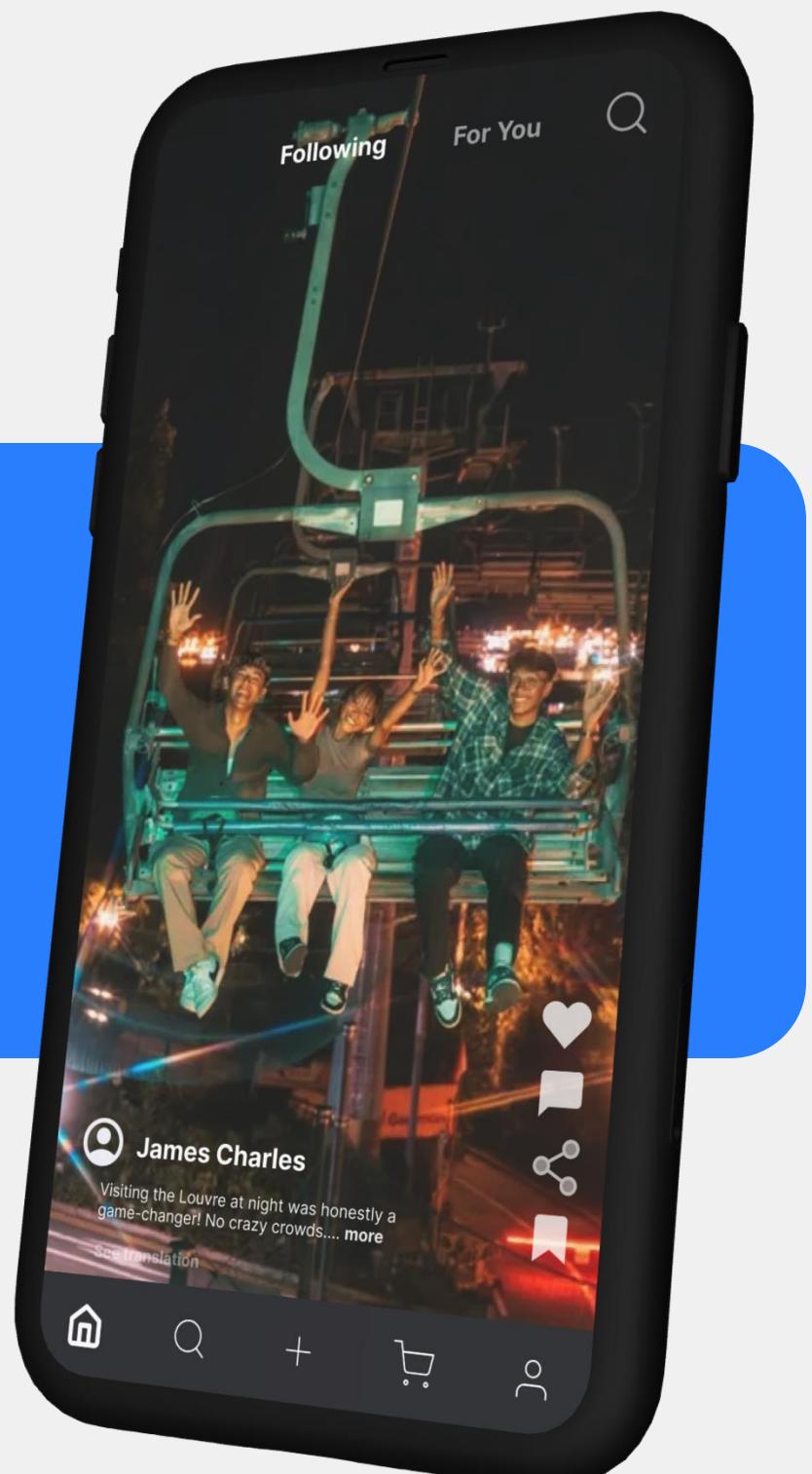
Interested in building an online presence



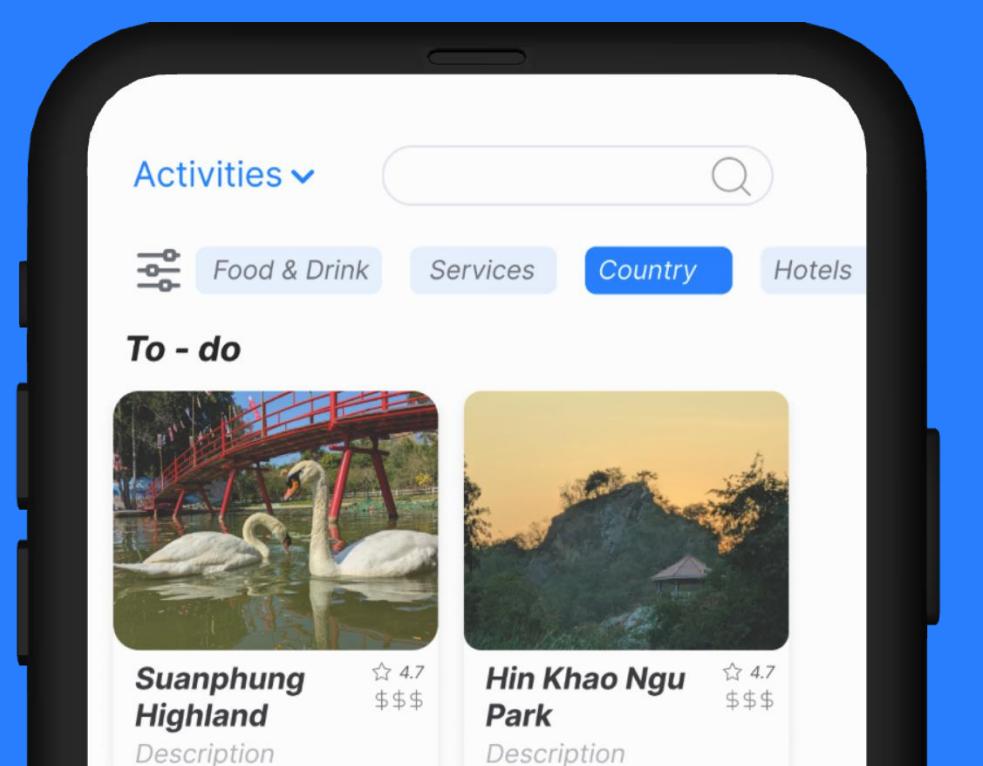
OUR

# FEATURES

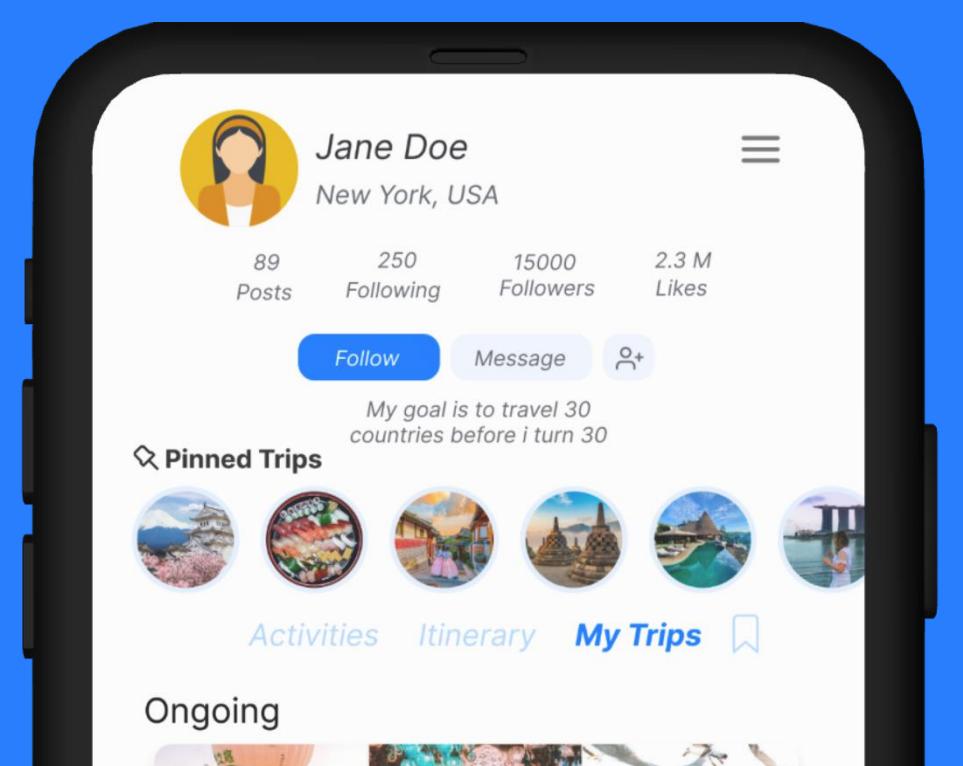
Discover and Engage



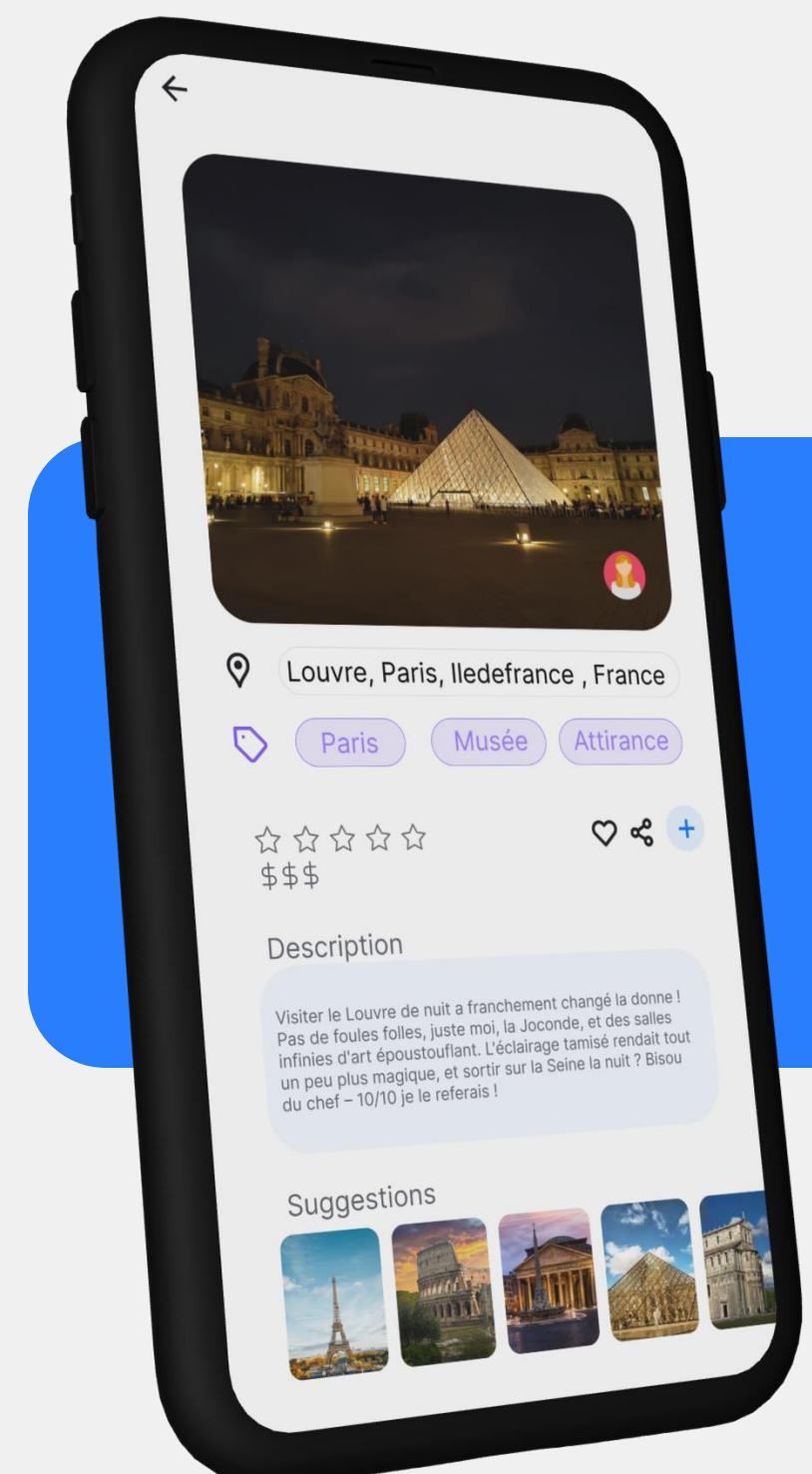
Tailored Exploration



Centralized Travel Hub



Get Travel-Ready

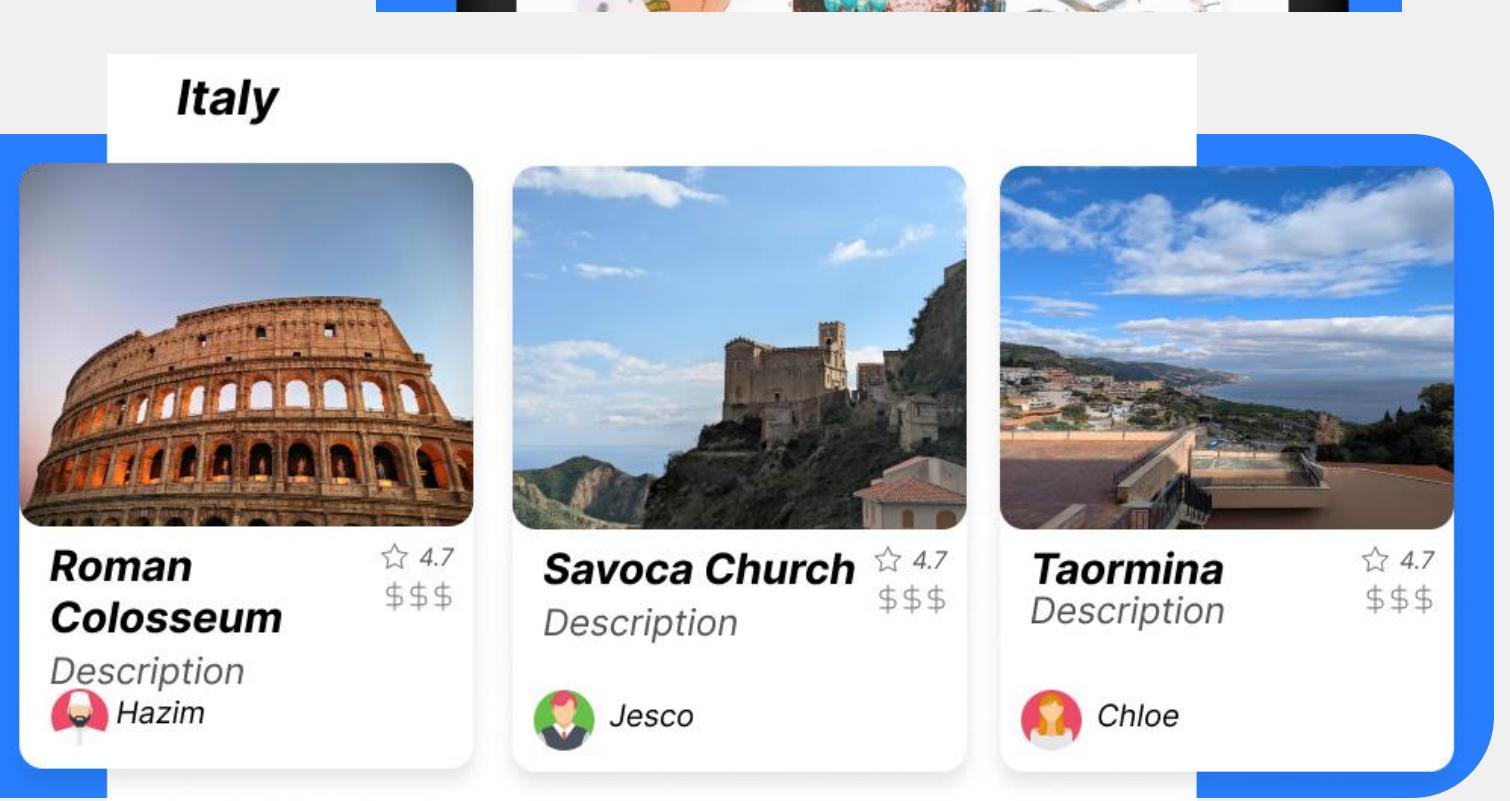


P2 – Bonus Features

P1 – Extra features

P0 – Core Features

Share Adventures



01

## Feed



Following & For You  
Toggle

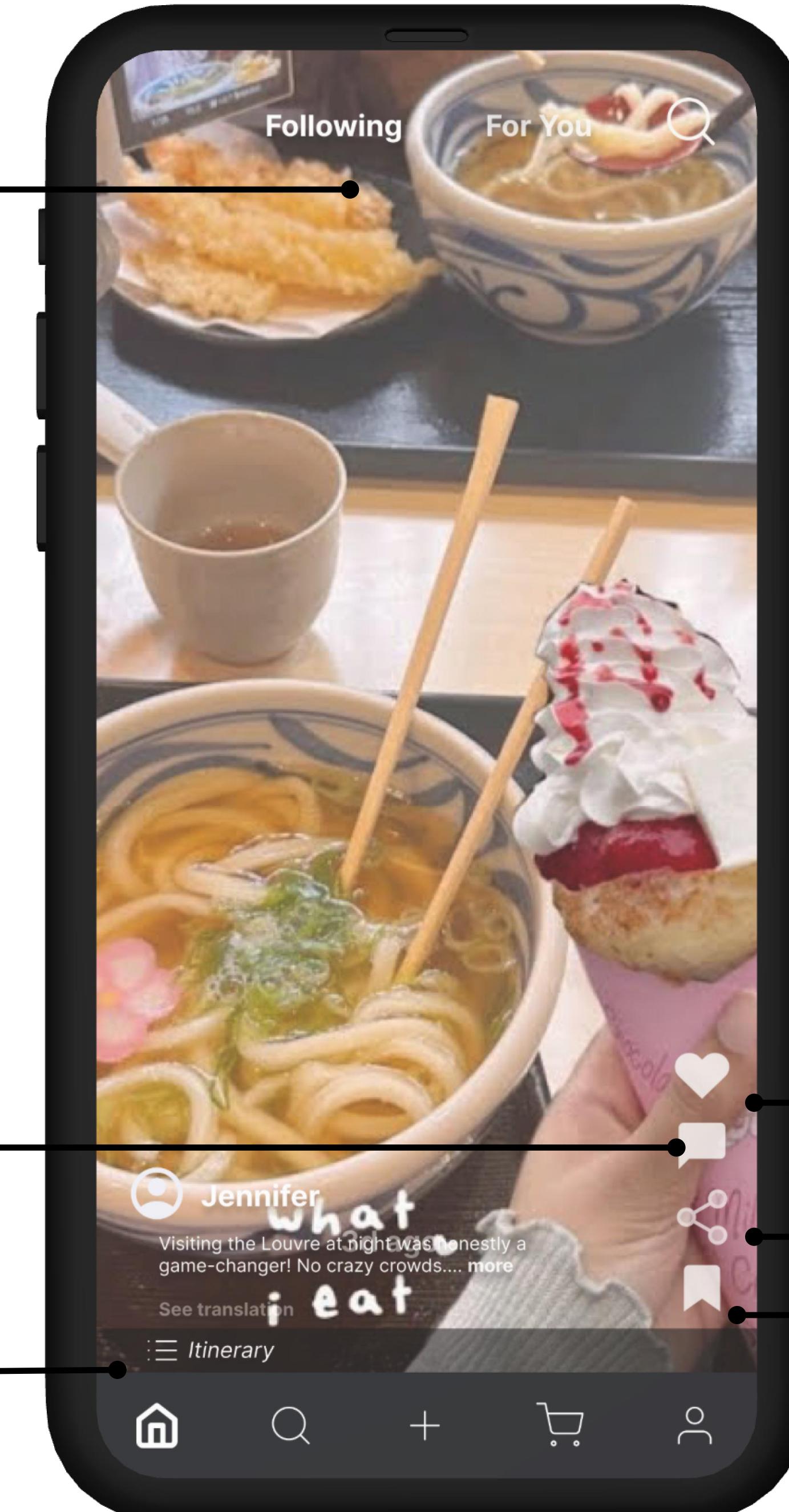


View and Add Comments  
and Reviews

- Comments      Reviews
- All 3.5k      With Media 800      Star ⭐ ▾
- ☆ ☆ ☆ ☆ ☆
- John      This place was great      01/01/2025  
★★★★★
- John      This place was great      01/01/2020  
★★★★☆
- Sarah      This place was great      01/01/2021  
★★★★☆
- Jennifer      This place was great      01/01/2022



Itinerary playlist of the  
collection of activities



Like and Share  
Option



Save to  
Bookmarks



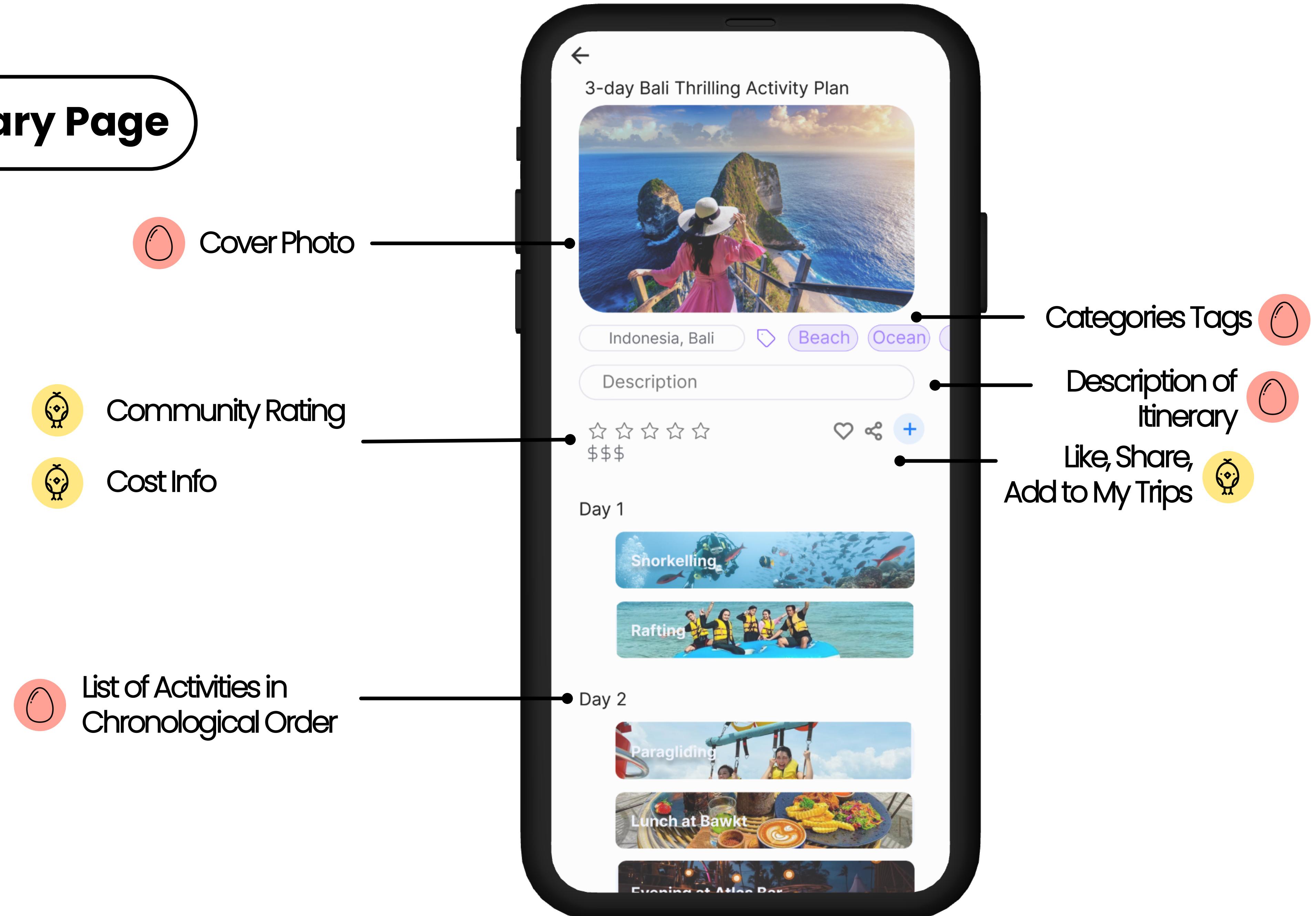
02

## Activity Page



03

## Itinerary Page



04

## Explore Page



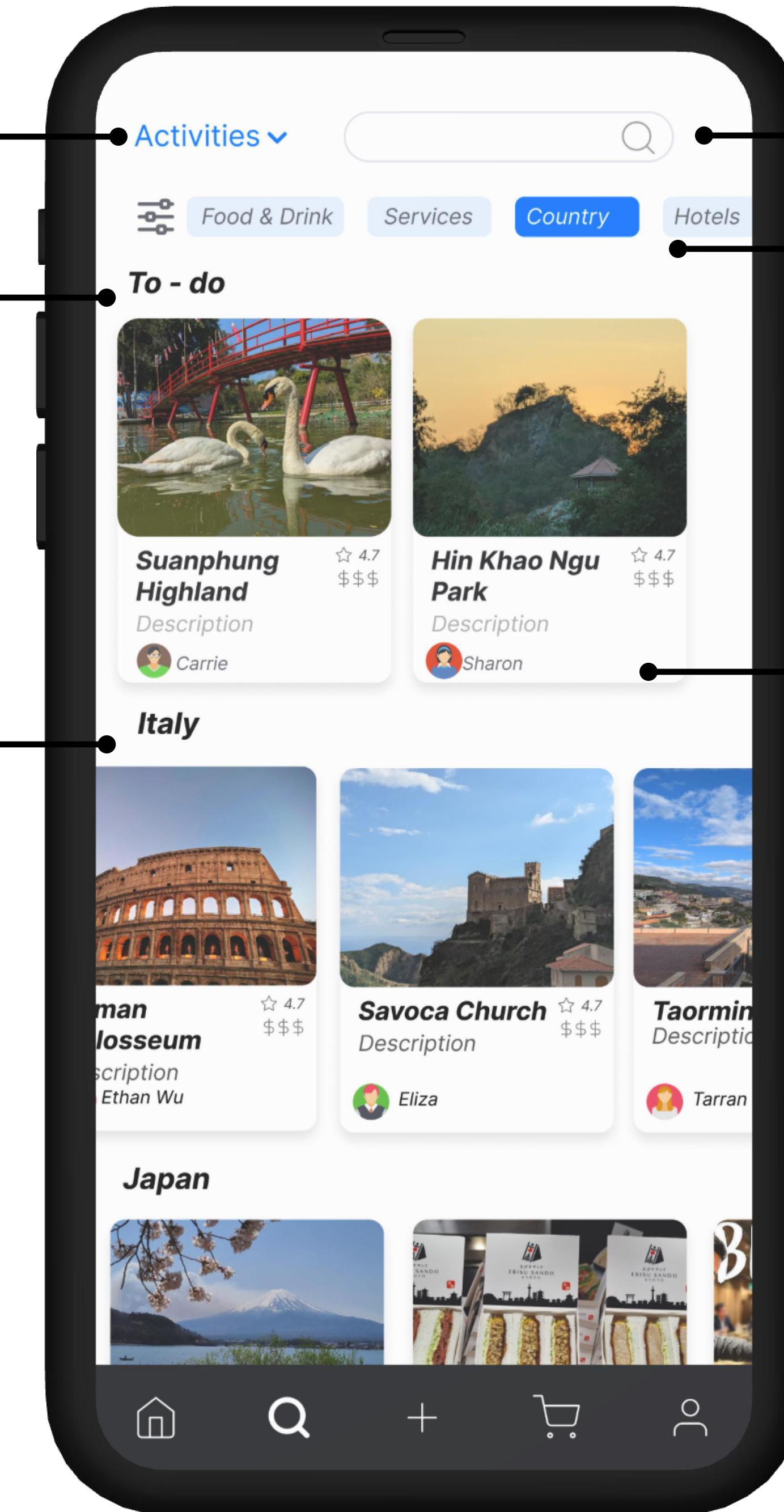
Page Layout Sorted  
by Categories



Activities &  
Itineraries Toggle



Trending Activities



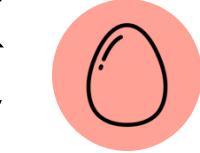
Search Bar



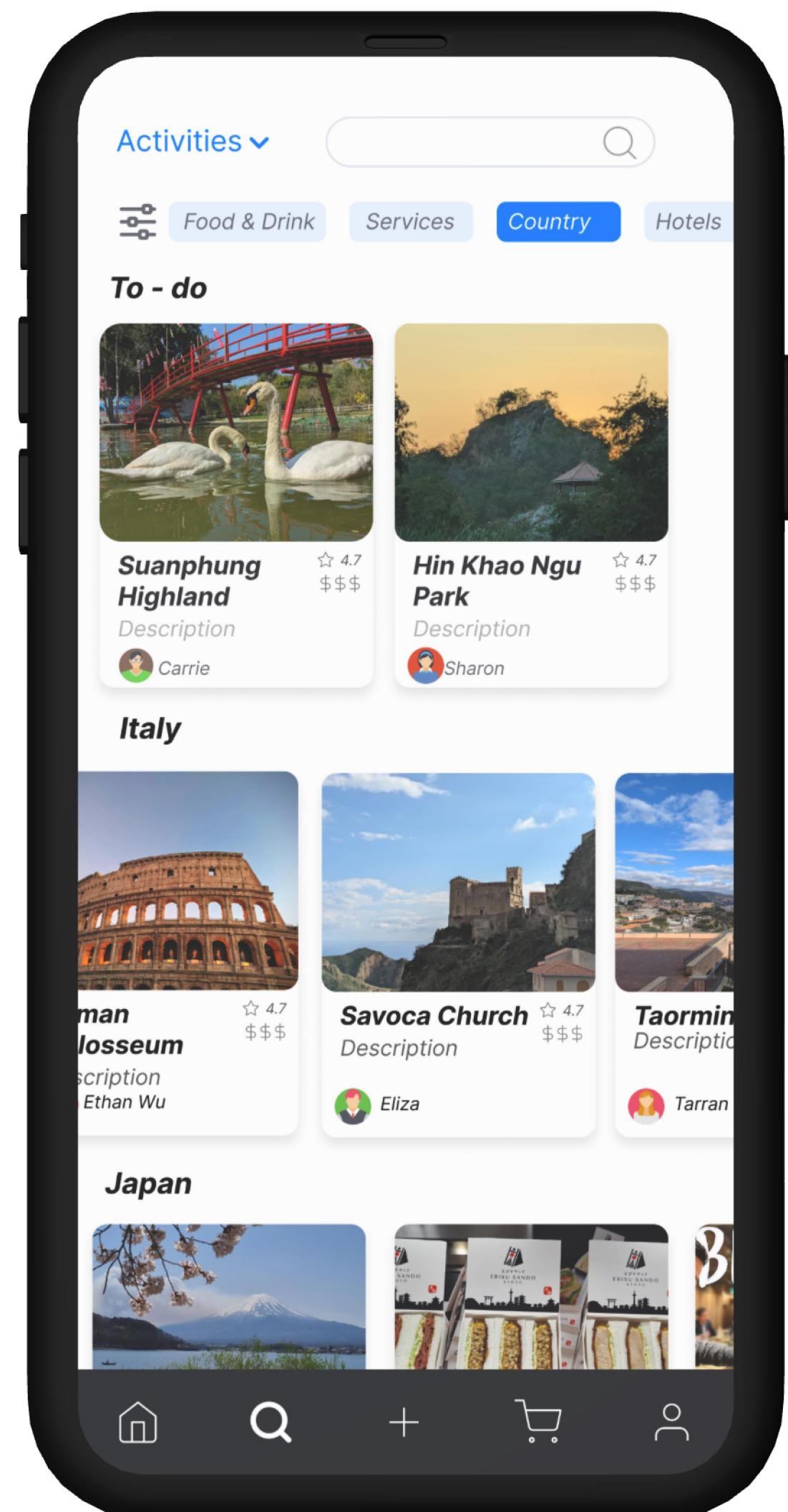
Filter by Tags



Activity Quick  
Info Summary



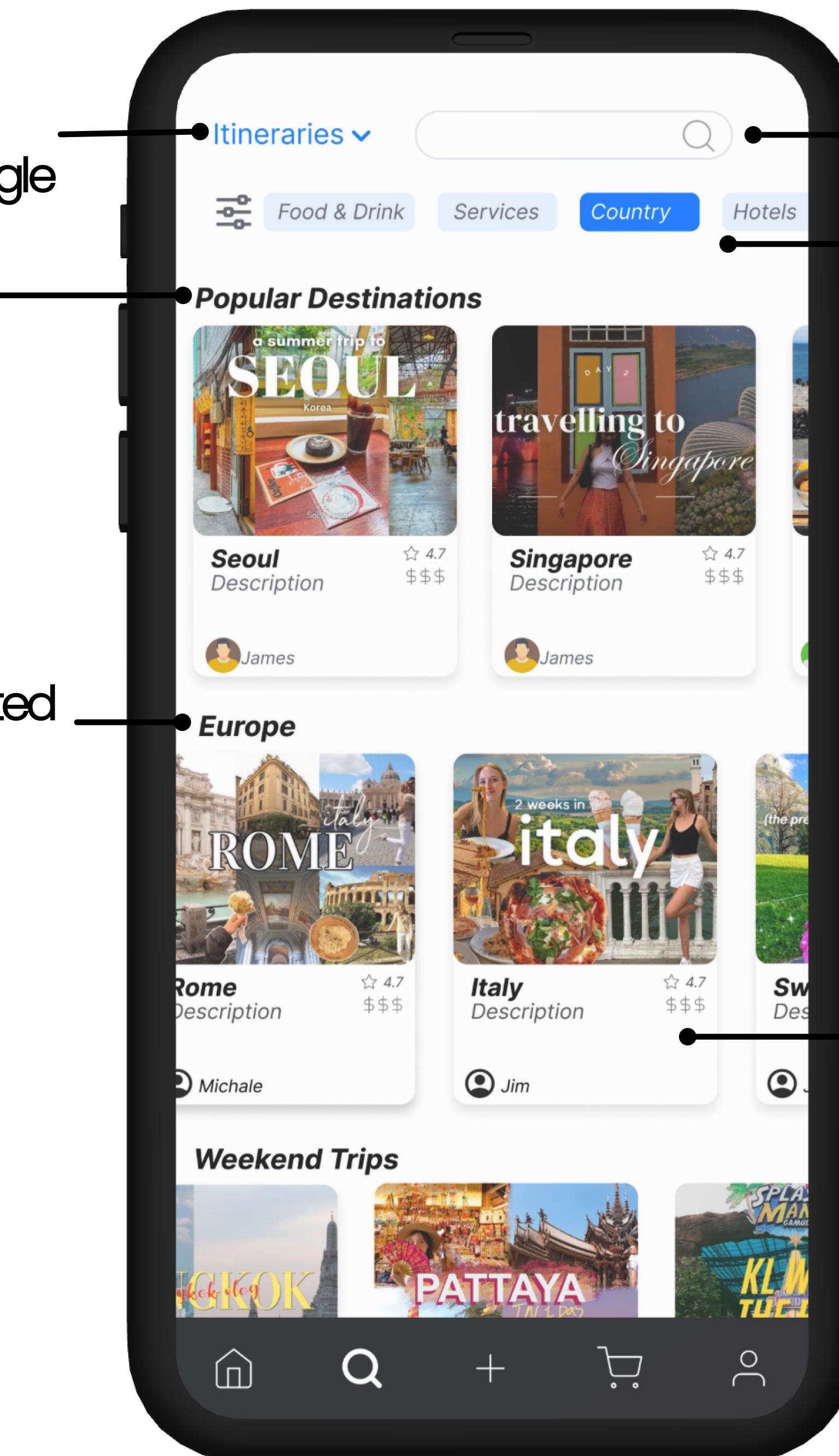
# Explore Page



Activities &  
Itineraries Toggle

Trending  
Activities

Page Layout Sorted  
by Categories



Search Bar



Filter by Tags

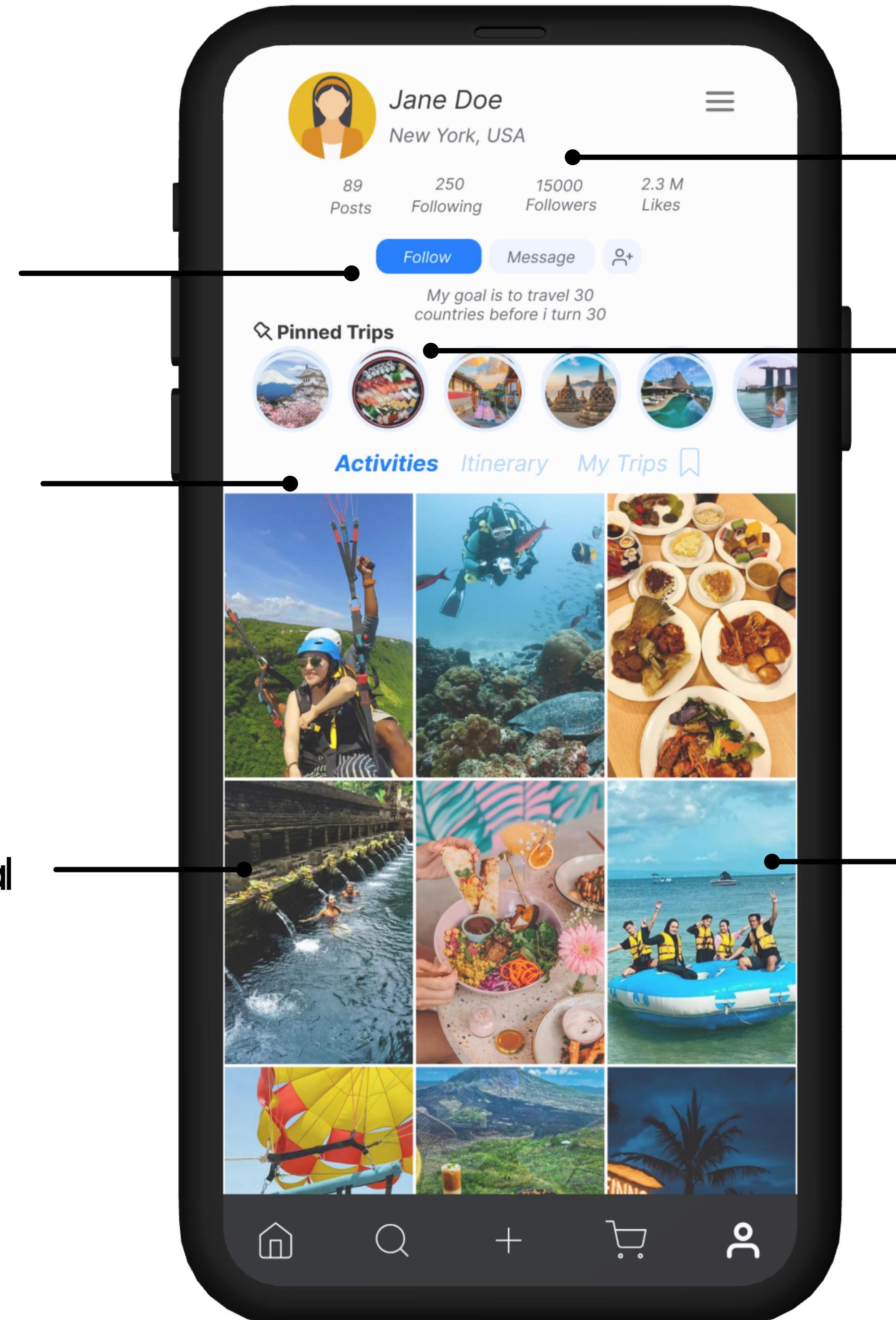


Itinerary Quick  
Info Summary



05

## Profile



Follow  
Creators

Post Filters  
(Activities)

Sorted in  
Chronological  
Order

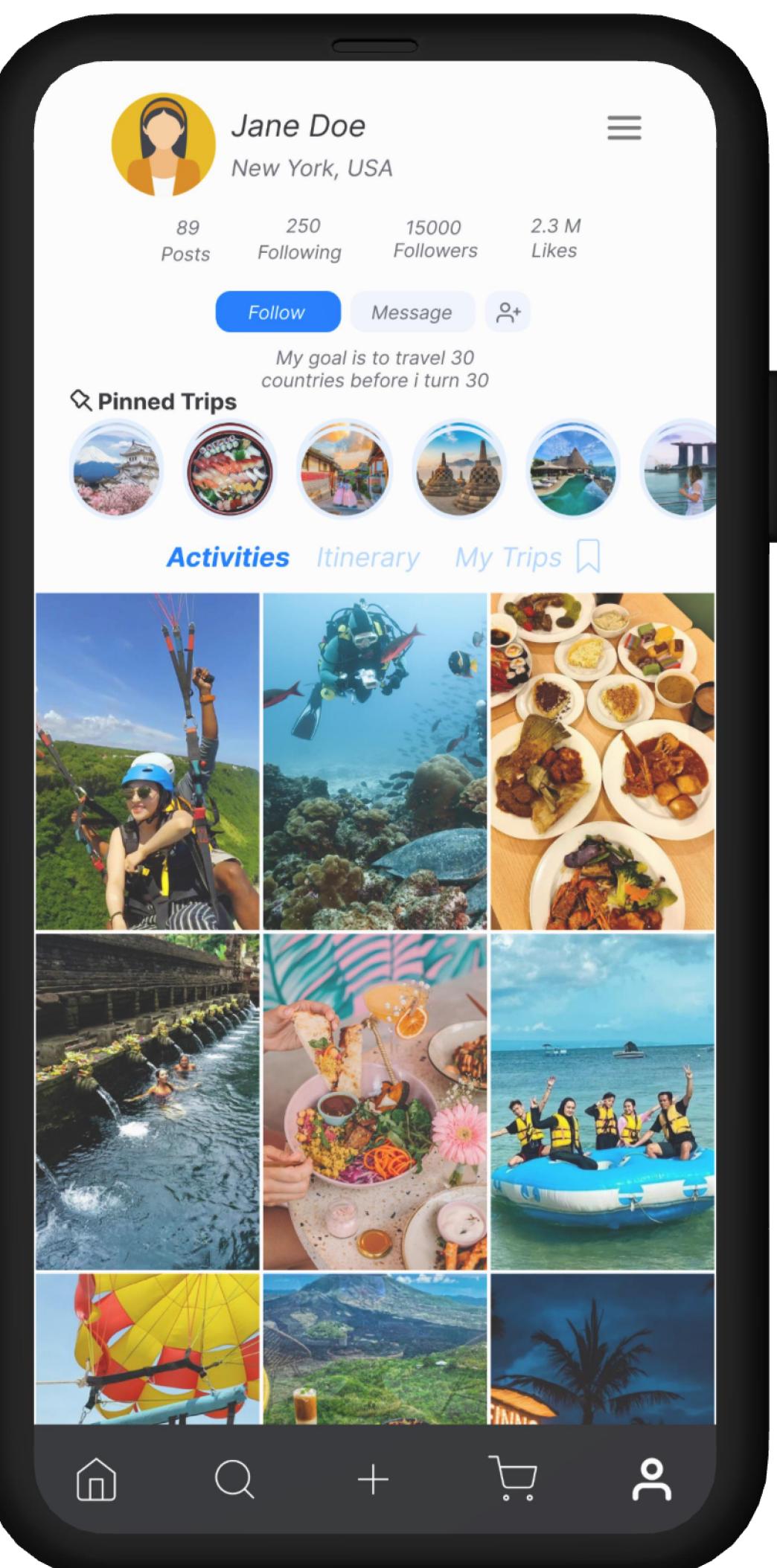
Username and  
Statistics

Pinned Posts

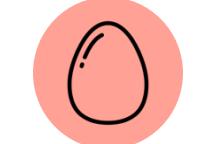
Activity Image

05

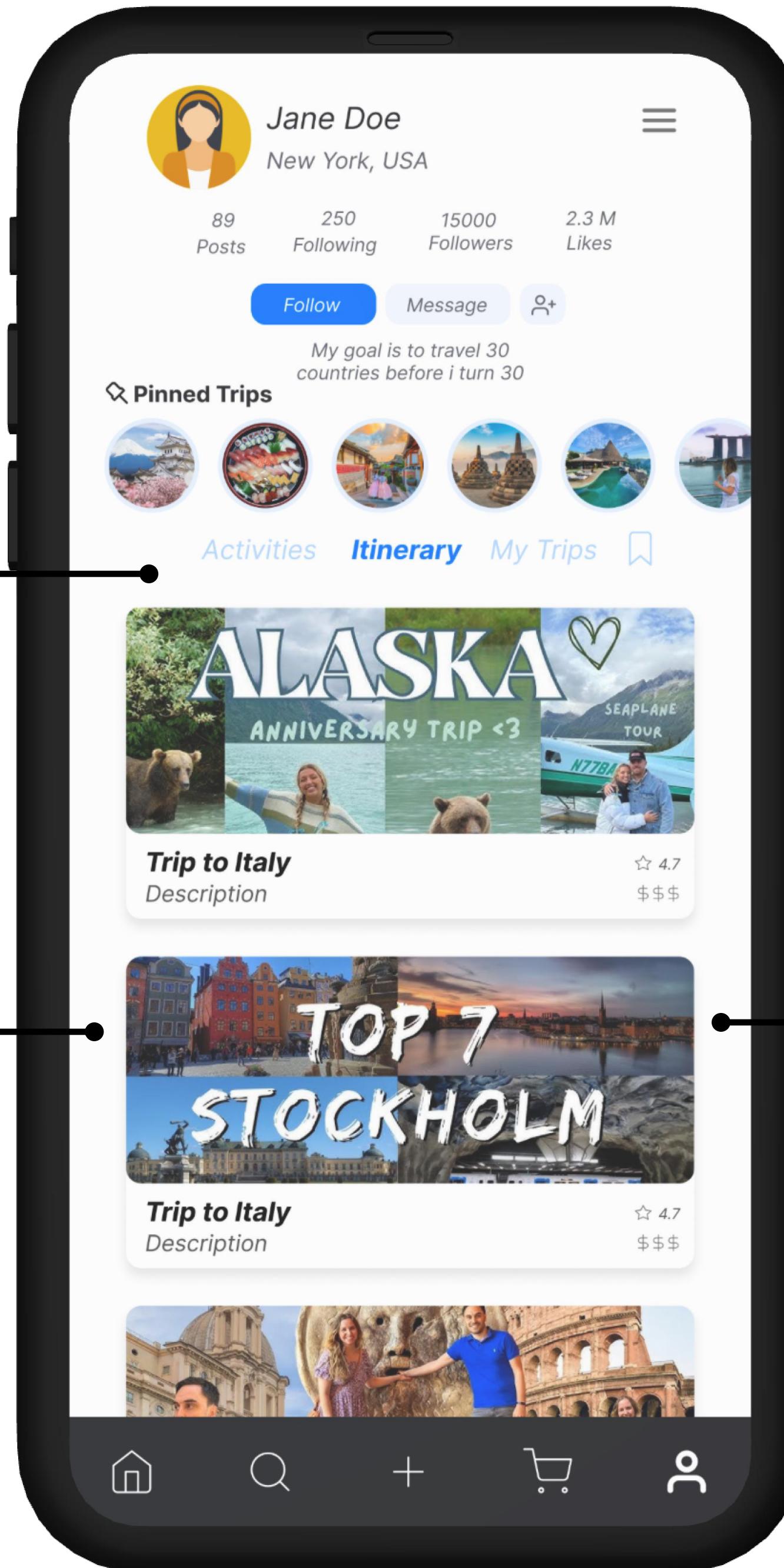
# Profile



Post Filters  
(Itineraries)



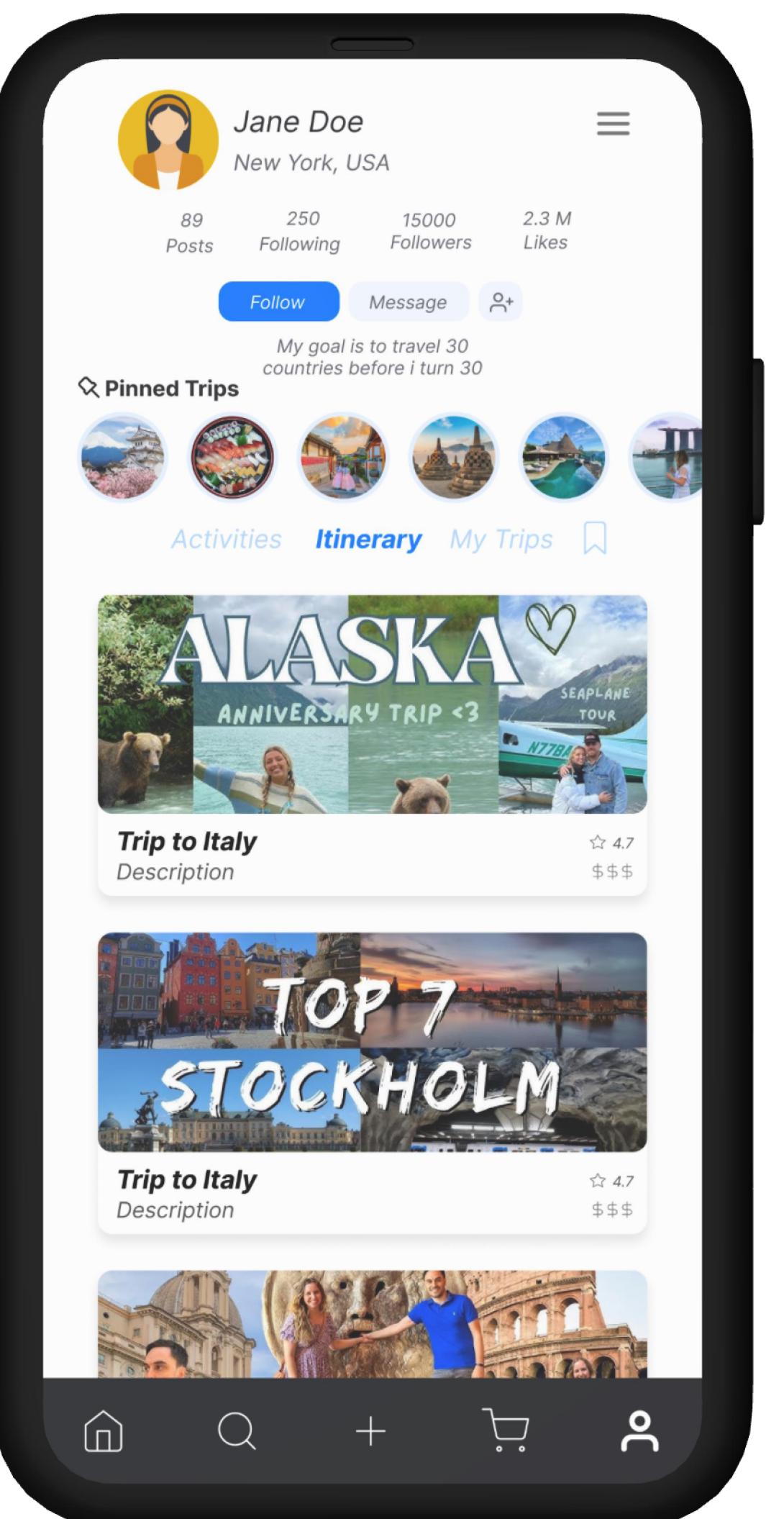
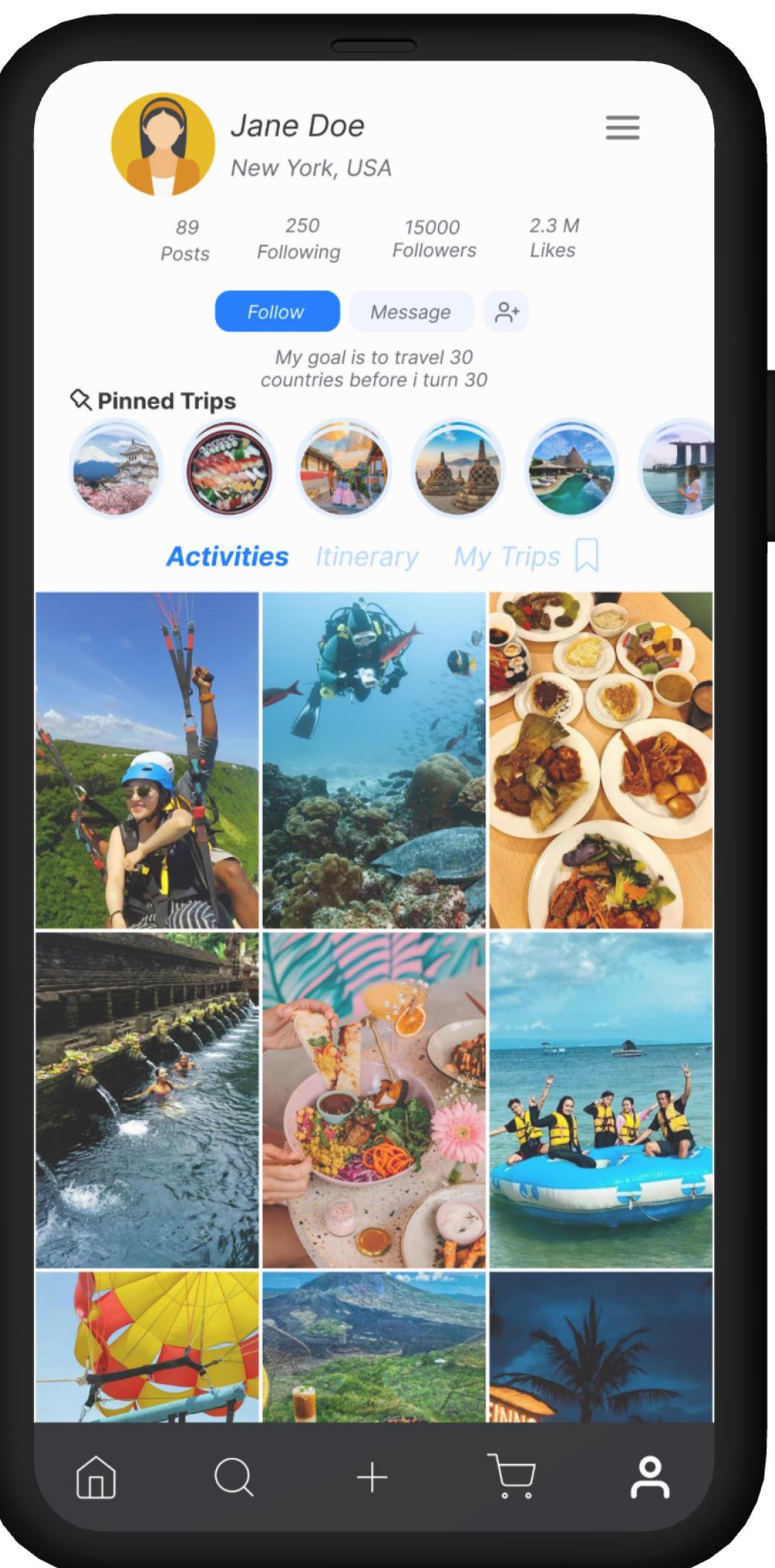
Sorted in  
Chronological  
Order



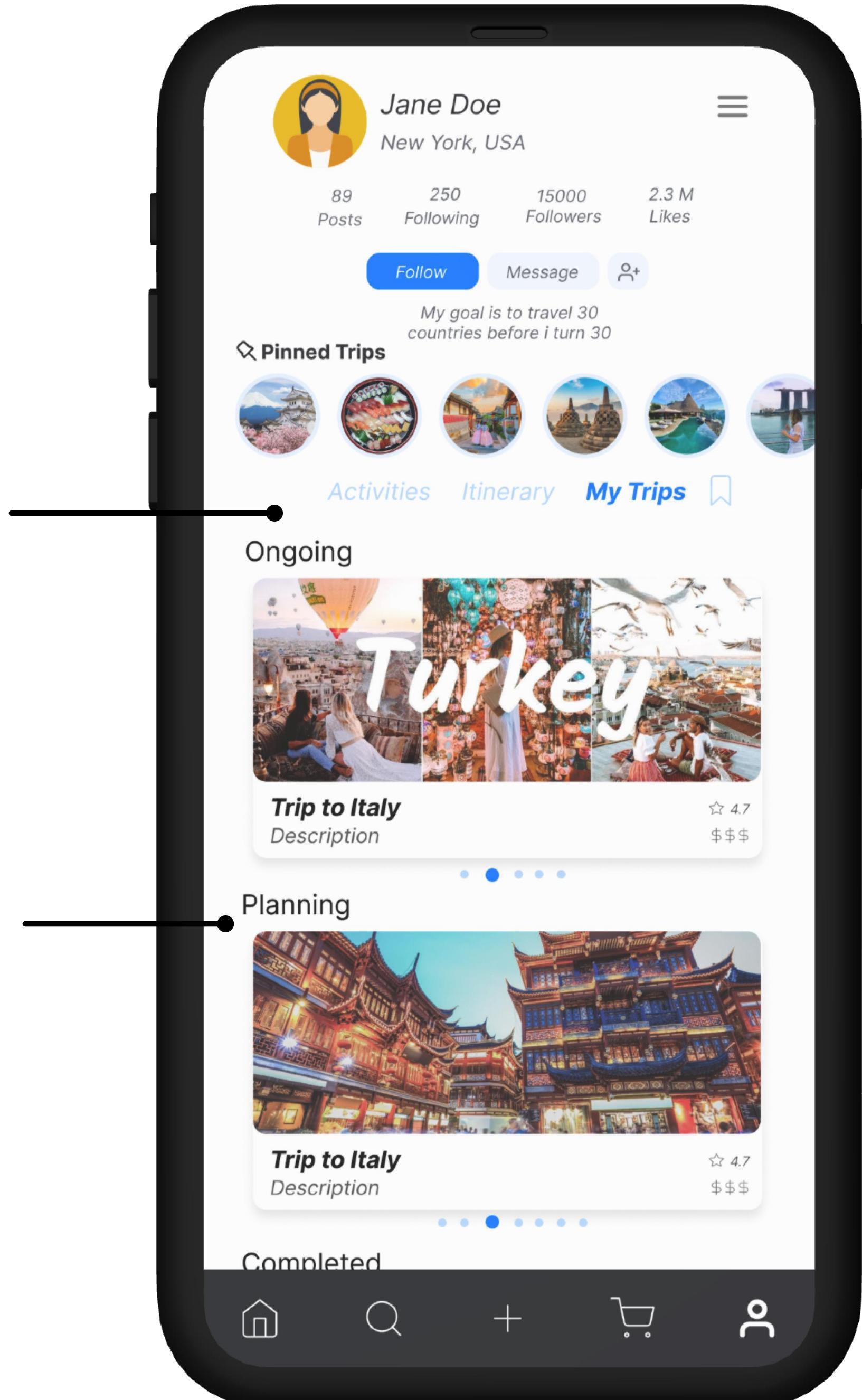
Itinerary Image

05

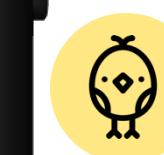
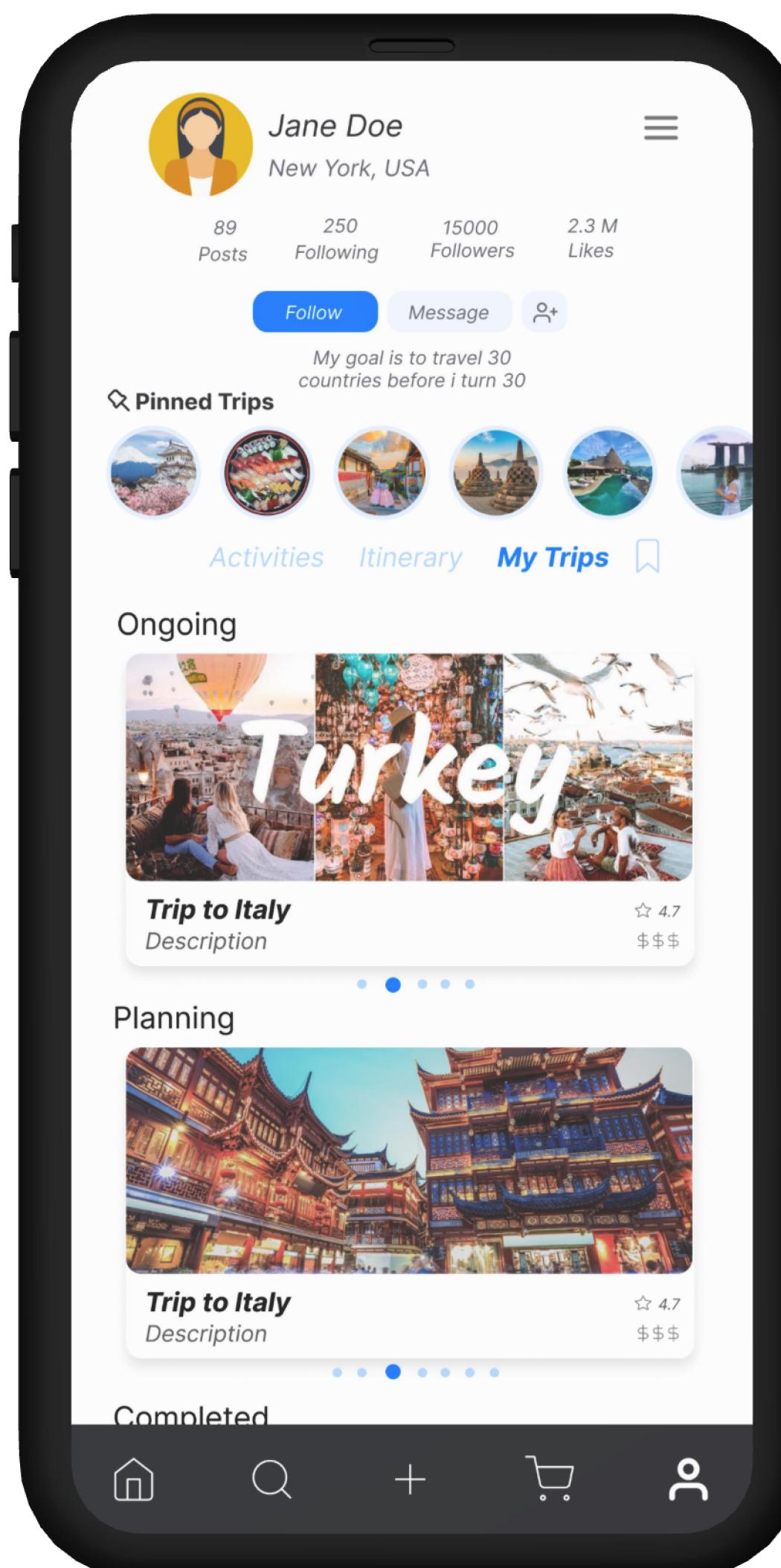
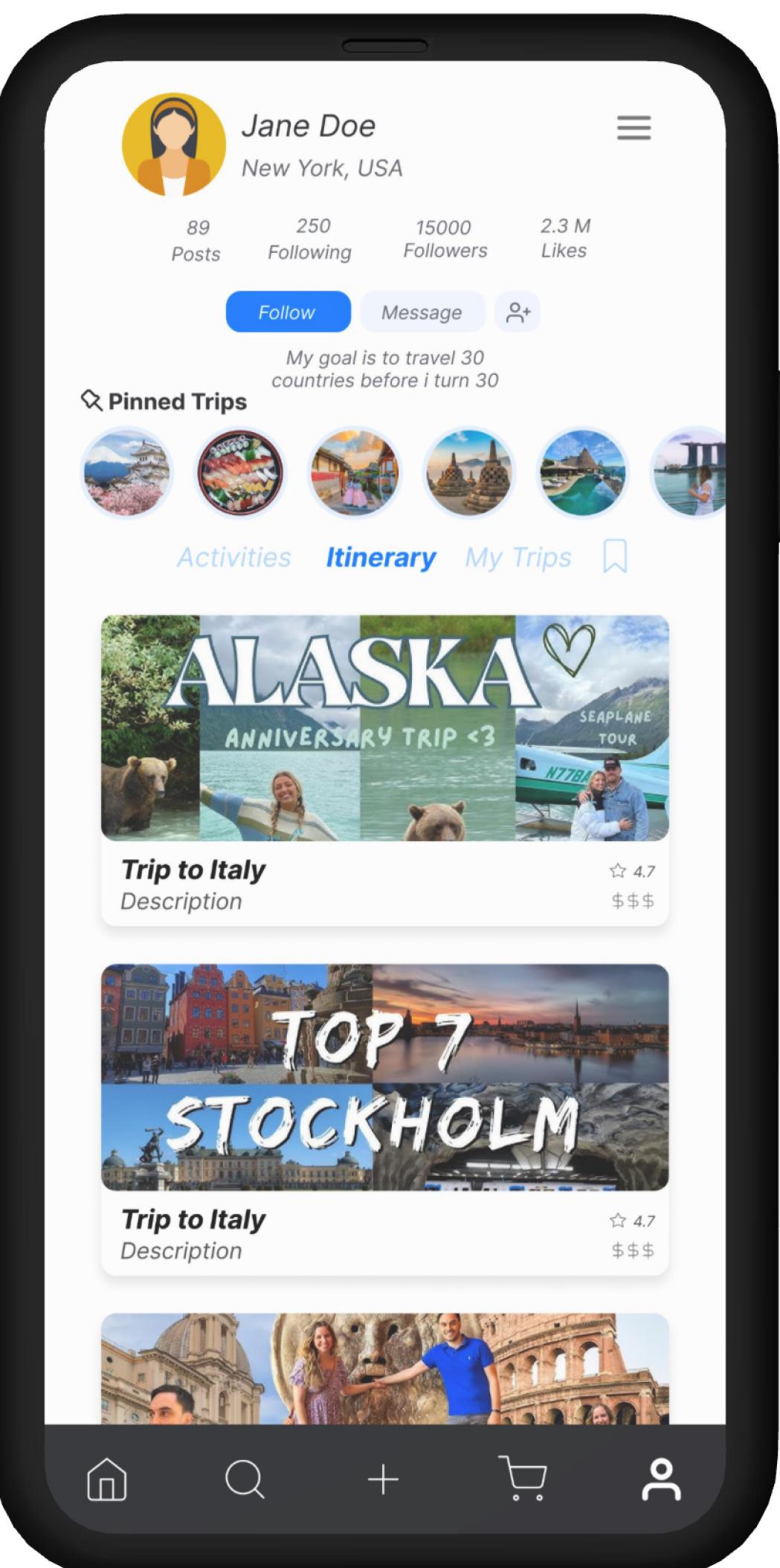
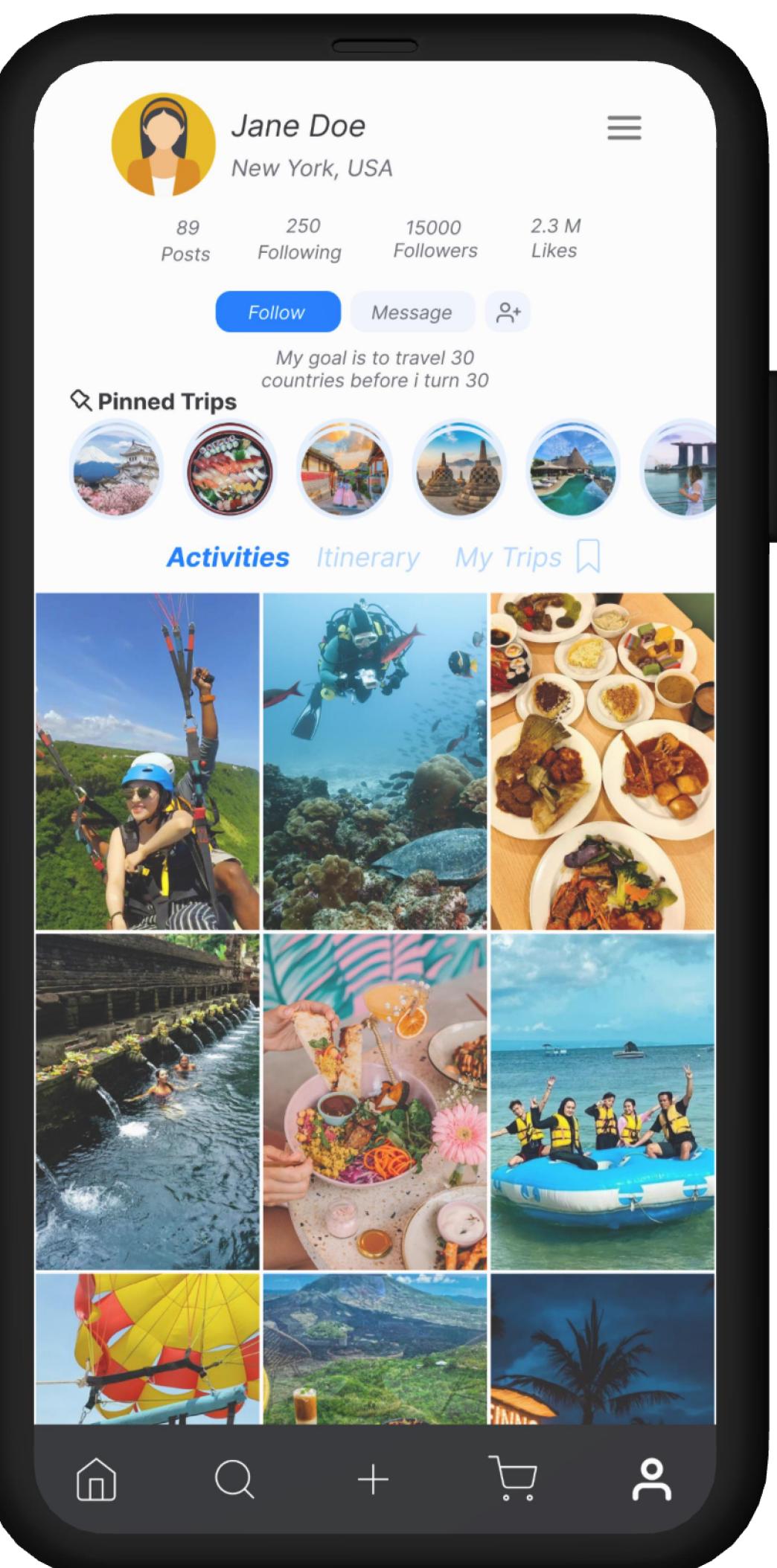
# Profile



## Post Filters (My Trips)



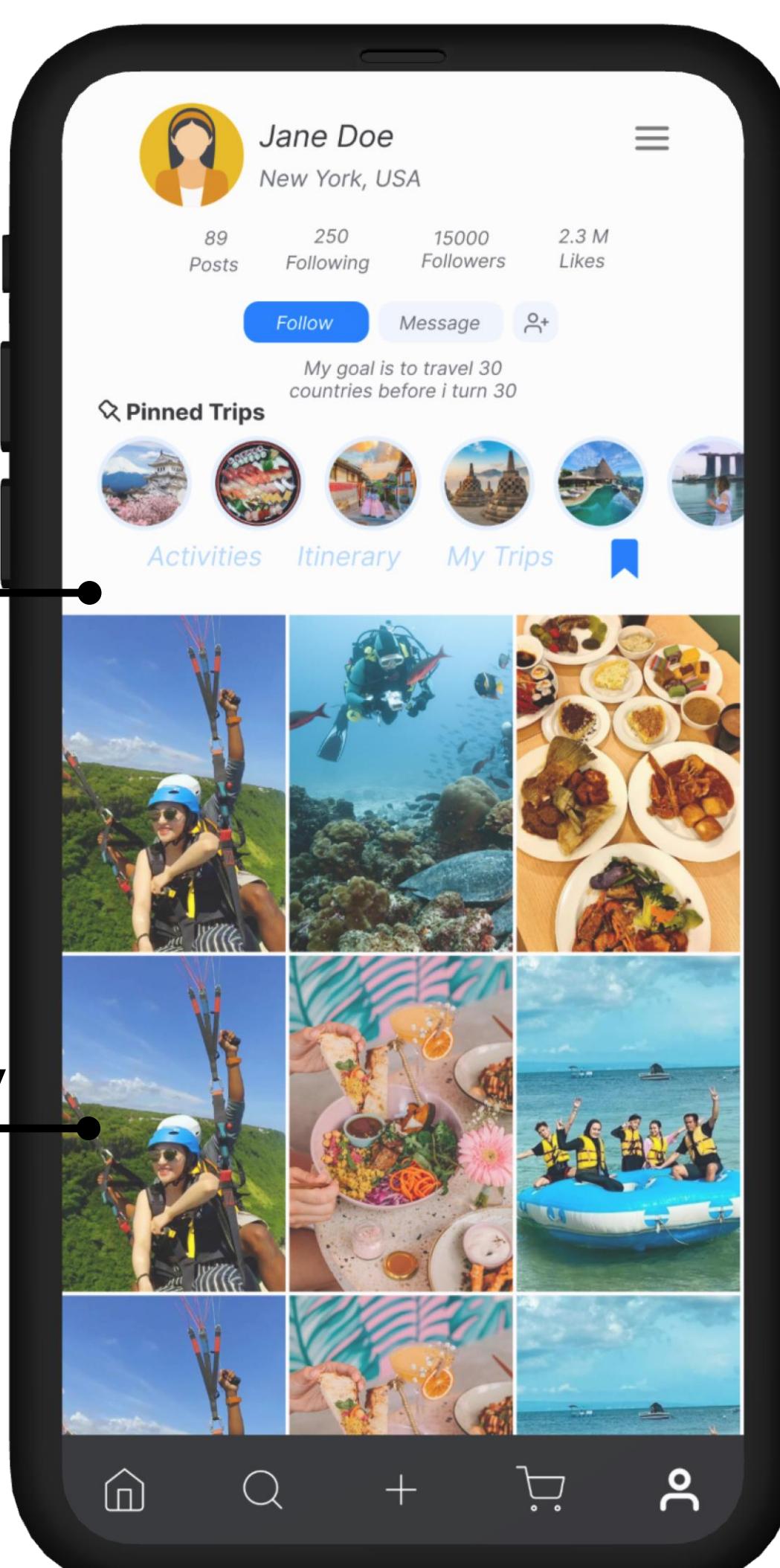
# Profile



**Post Filters  
(Bookmarks)**



**Organized by  
Date Saved**

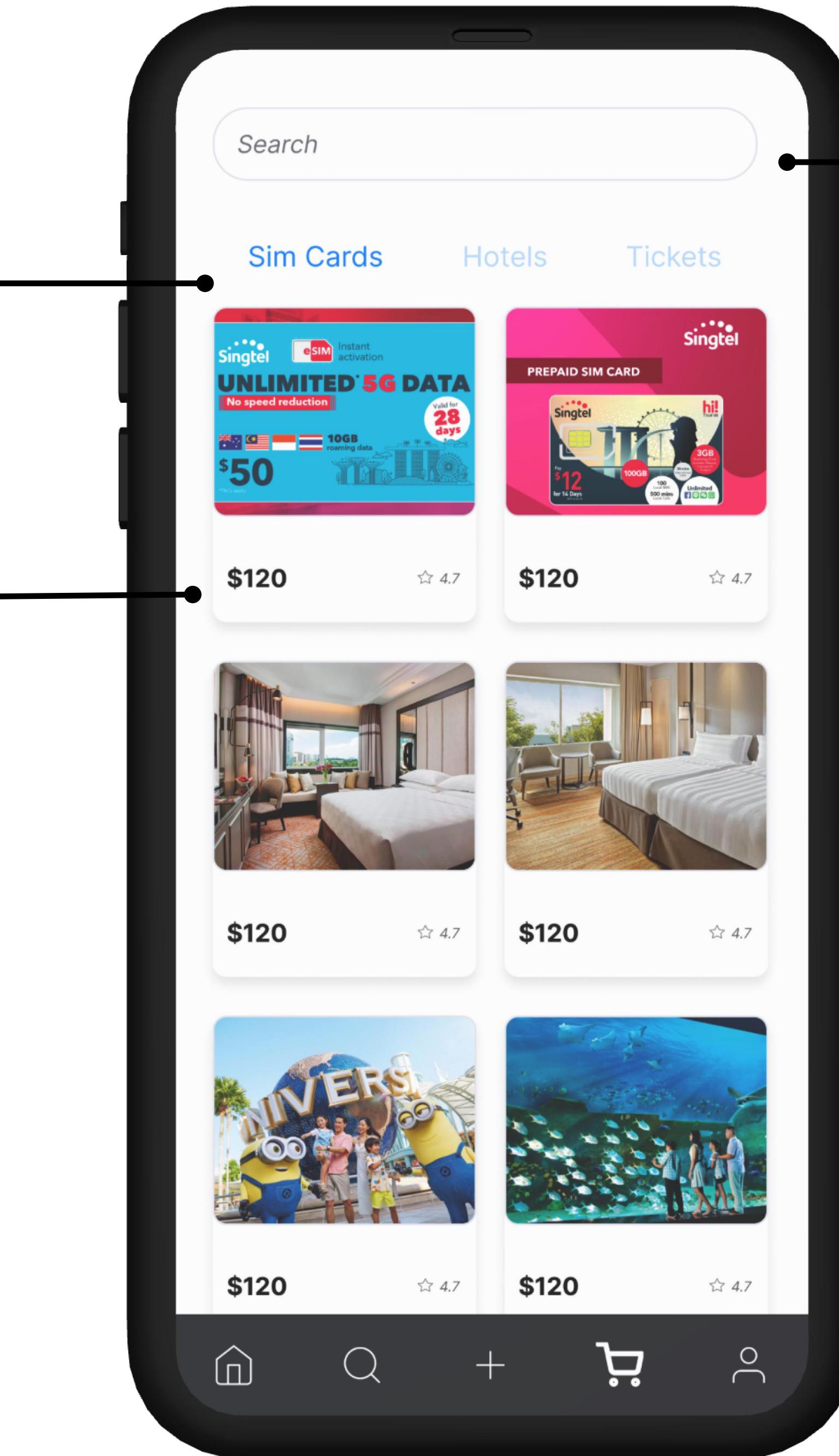


06

## Shop

Categories  
Filter

Product Post  
Cost Info and Ratings

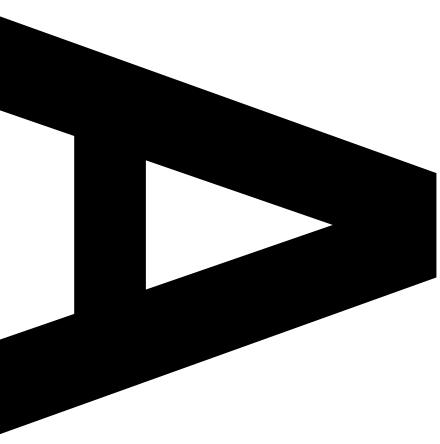


Search Bar



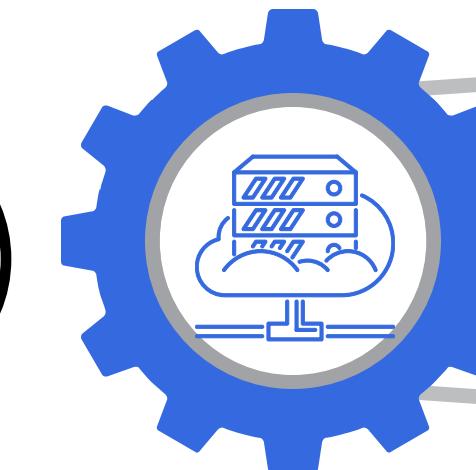
W  
R

# ANDROID ARCHITECTURE



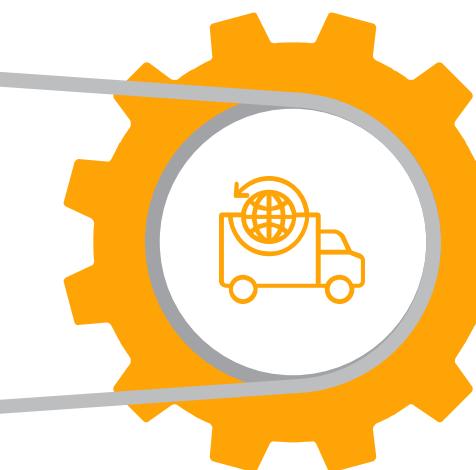
07

## Infrastructure



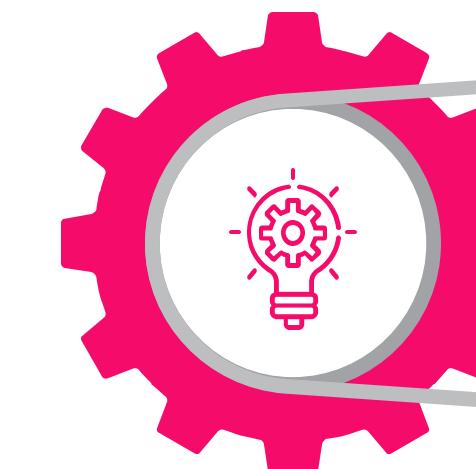
### Databases

MySQL  
Firebase



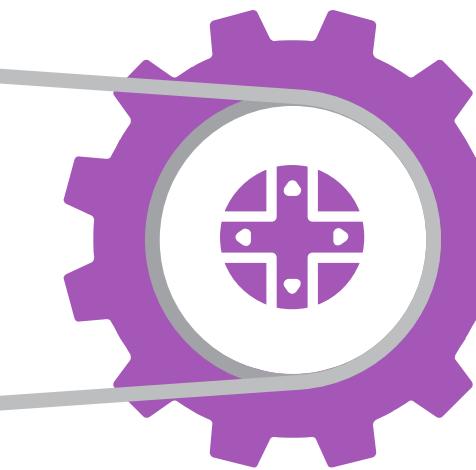
### Data Handling

RestAPIs to CRUD MySQL data  
Firebase APIs to handle Authentications and media storage, and noSQL data such as tags



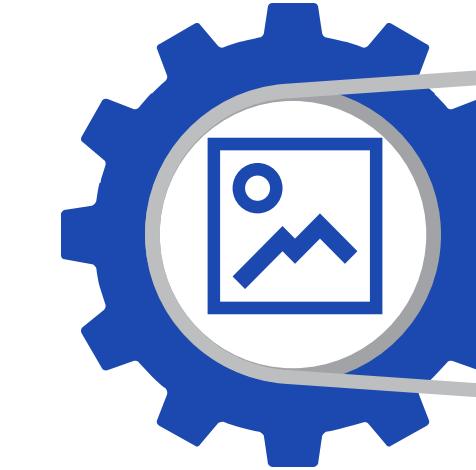
### Model

Interfaces  
Abstract Classes  
Classes  
Loose Coupling



### Controller

Activities  
Fragments  
Adaptors  
Layouts



### View

XML files for layouts  
Color files  
Images, and vectors  
Strings



01

## Searching

Fuzzy Search

Trie Autocompletion

02

## Activity Recommendations

Sum of Weights

Cosine Similarity

Distance Filtering

BFS Association for itinerary activity recommendations

Dijkstra's for social network connection / nearest waypoint

03

## Data Structures

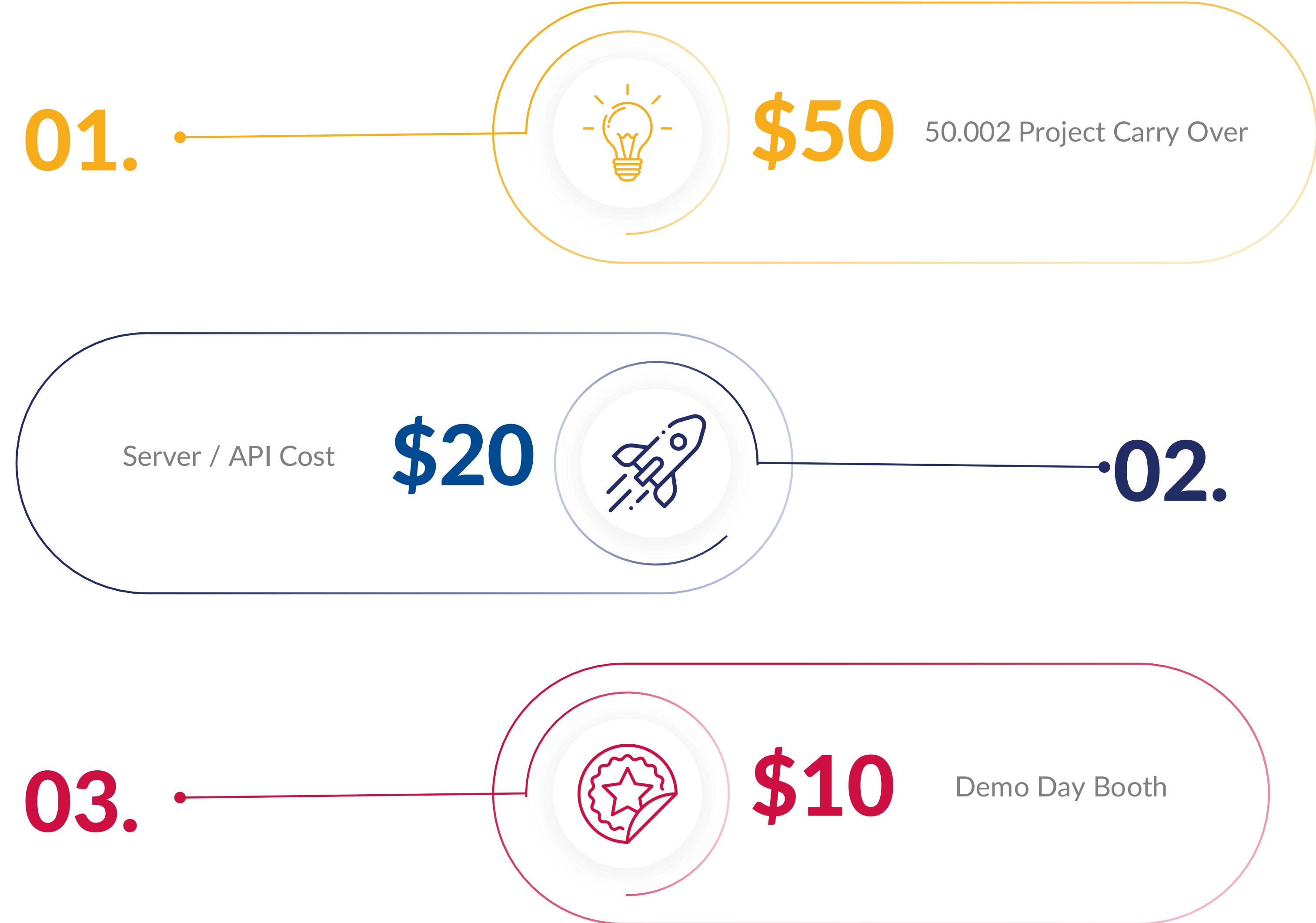
Adjacency List for graphical representation of users and activities

Priority queue for ranking activities by popularity

Binary Search tree for searching / filtering activities

Hash map for user activity lookup

# BUDGET



# DEVELOPMENT TIMELINE

**Week 9**

## Extra Features

Start building P1 deliverables

User testing on P0 features

**Week 12**

## Final User testing

User testing to find bugs and  
polish the app

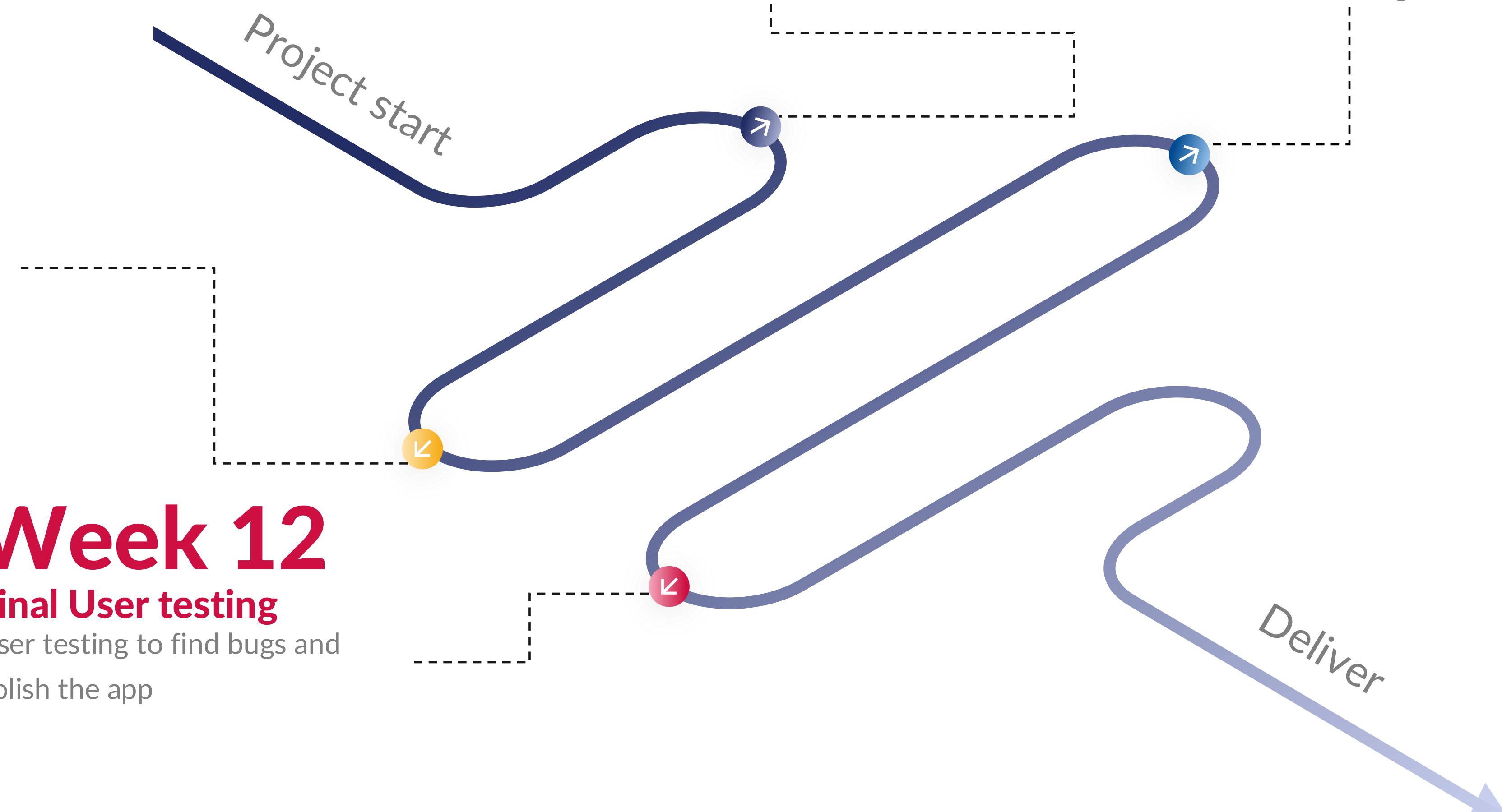
**WEEK 5**  
**Core Features**

We start building on our P0 deliverables

**Week 11**  
**Bonus Features**

We start working on P2 Deliverables

User testing on P1 features





With Phone Number