

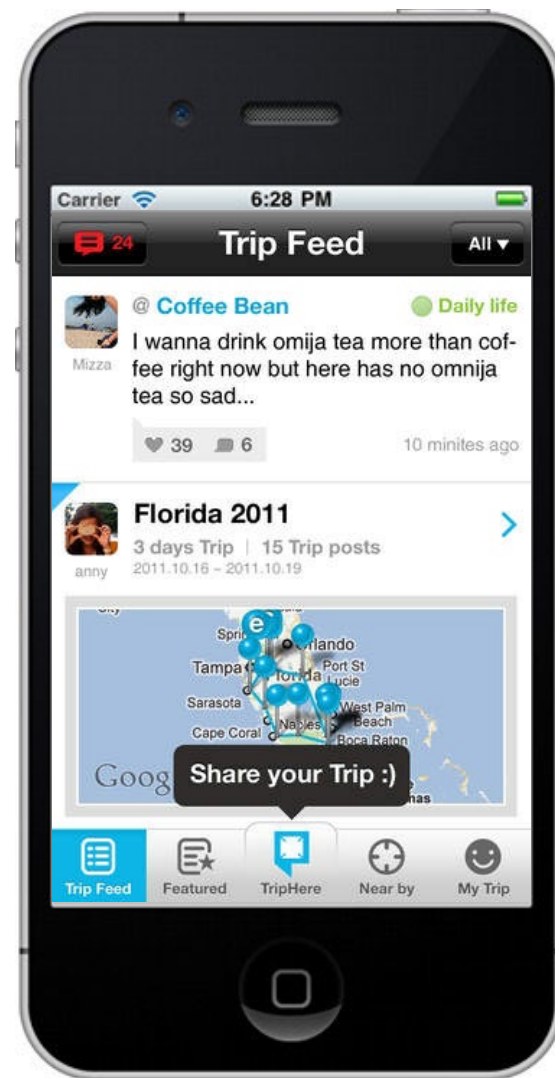
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**GRA 423** | It's About Time | Jessica Scott

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## Research

# Research



## TripHere

### Pros

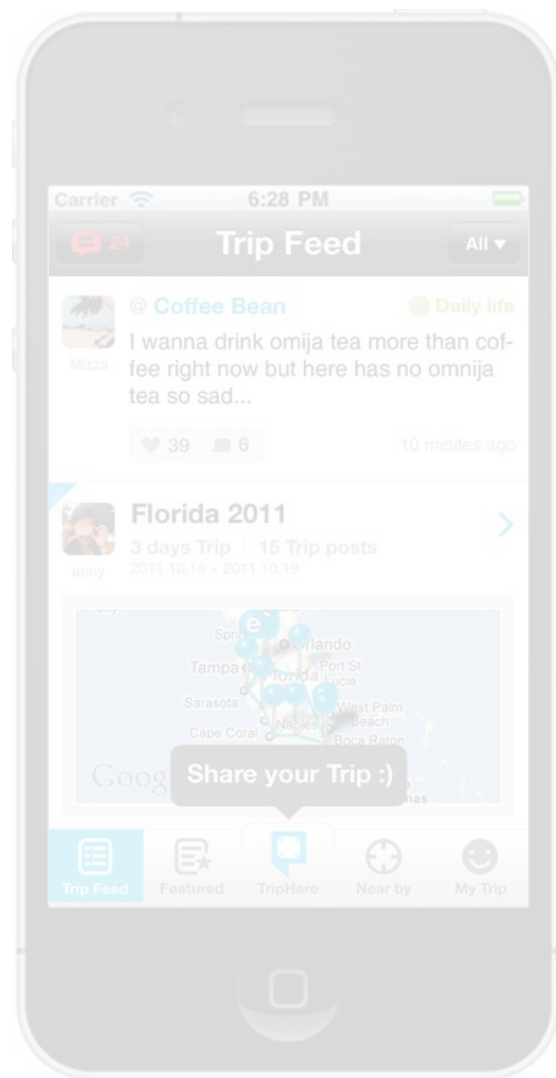
Has a "share" button that works across many social network platforms

Gives you an overview of your trip

### Cons

Cannot share anything outside of TripHere - the email sends a link to a TripHere webpage with details

# Research



## TripHere

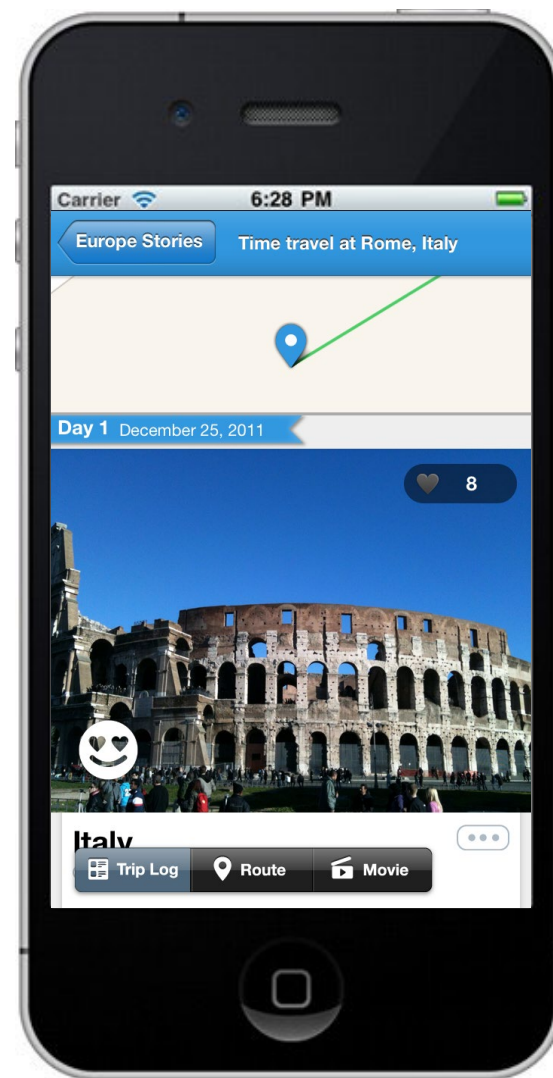
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## tripvi

### Pros

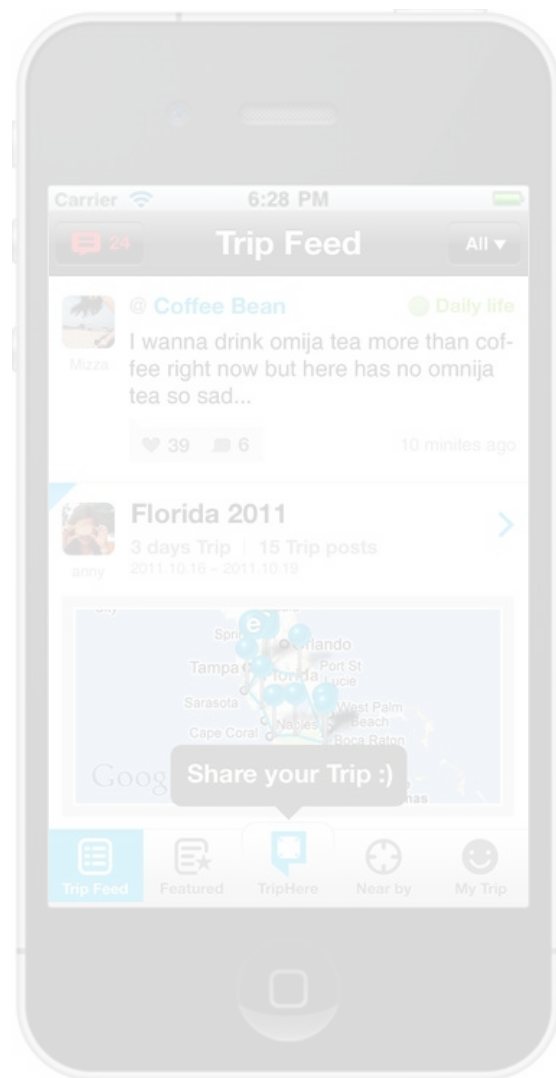
Changes map location as you scroll through the days

"Trip Log" vs. "Route" view

### Cons

Cannot send anything more than a video to people outside the app

# Research



## TripHere

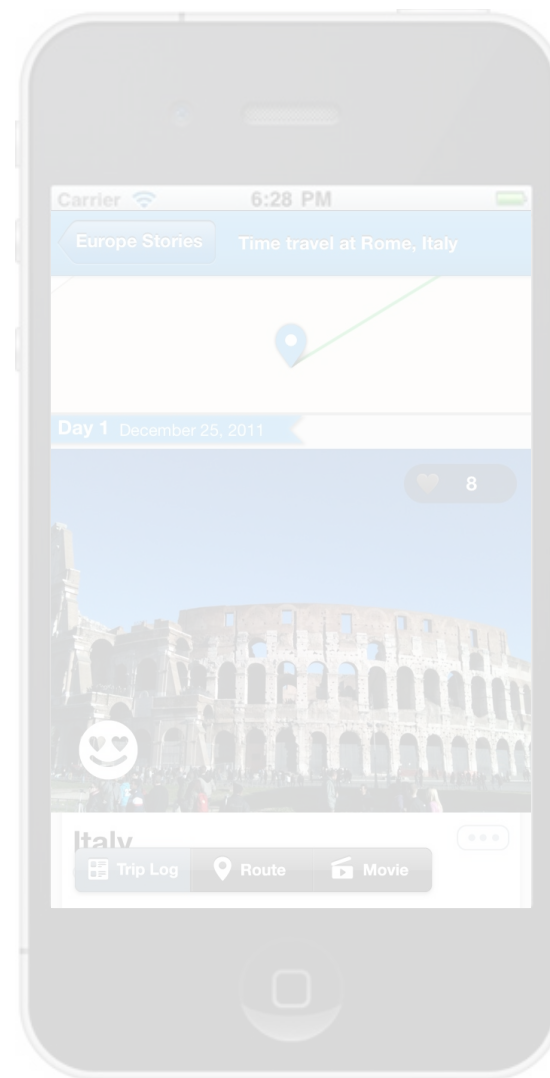
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## Path

### Pros

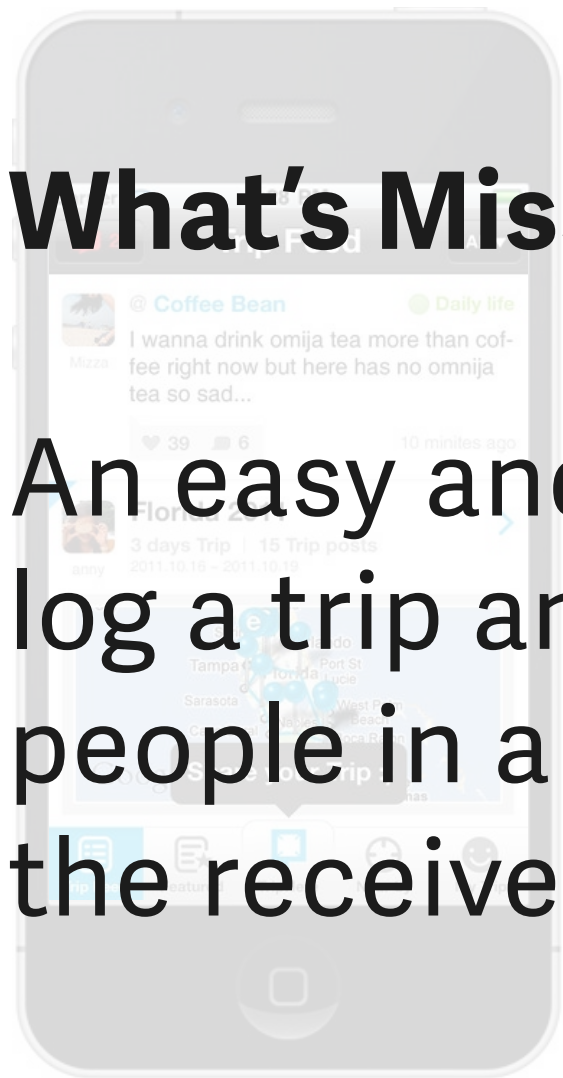
Nicest design out of the researched apps

### Cons

Must have an account to follow a person's trip

# What's Missing?

An easy and comprehensive way to log a trip and send an overview to specific people in a preformatted email without the receiver also having to have the app.

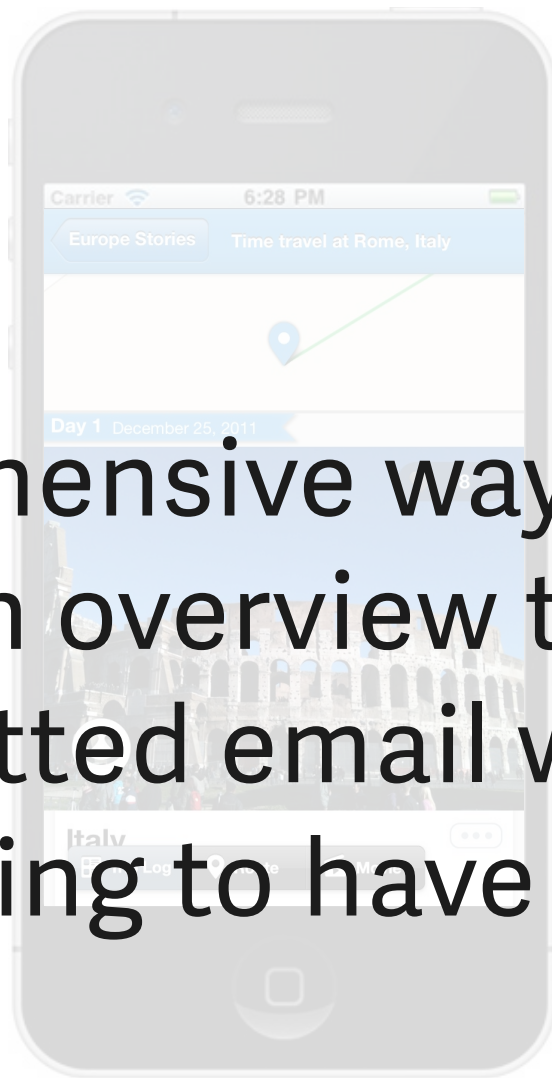


### Pros

Has a "share" button that works across many other major platforms

### Cons

Cannot share anything outside of TripHere - the app has a link to a TripHere webpage with details



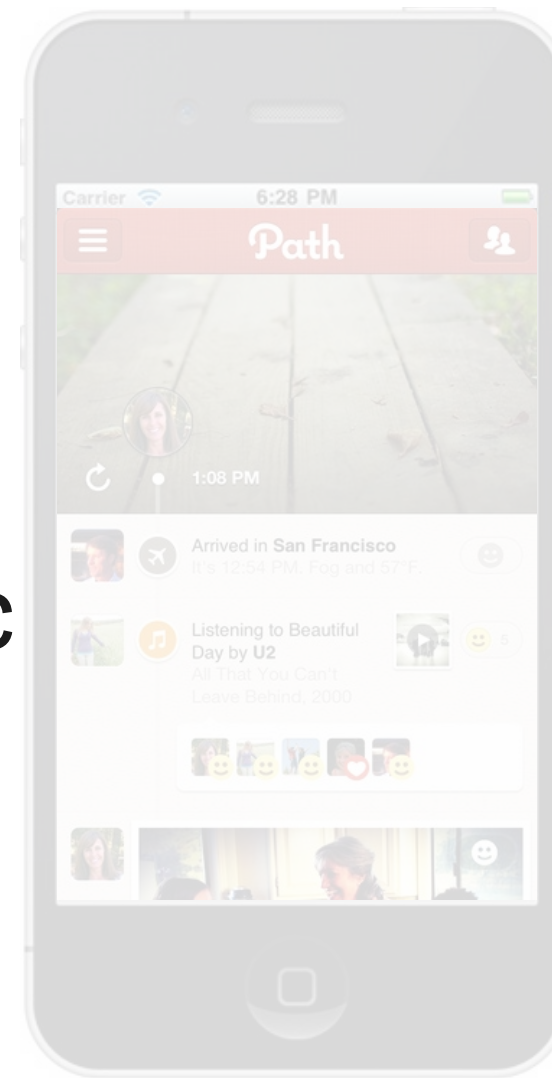
## tripvi

### Pros

Changes map location as you scroll through the days

### Cons

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## Path

### Pros

Nicest design out of the researched apps

### Cons

Must have an account to follow a person's trip

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## **Users and Goals**

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## Users and Goals





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## Users and Goals



## Users and Goals



## Users and Goals

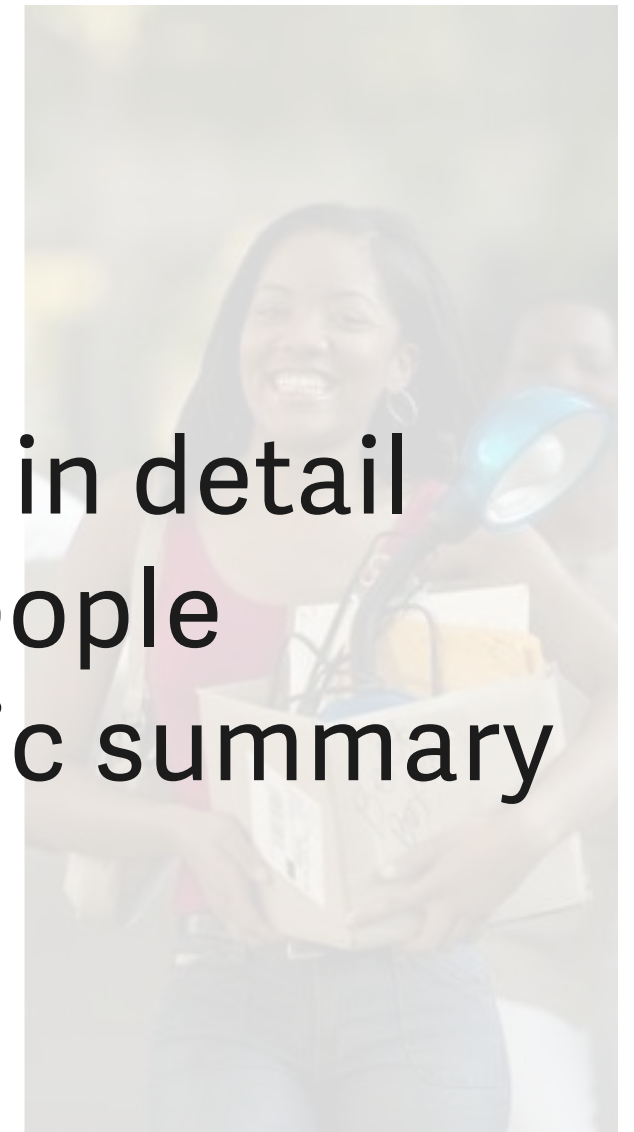
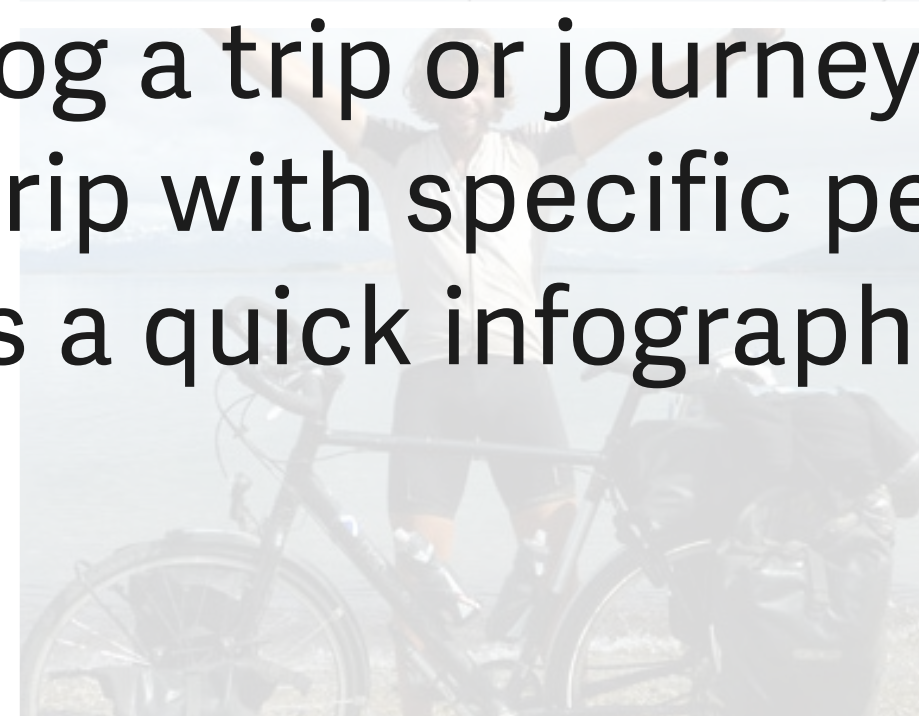
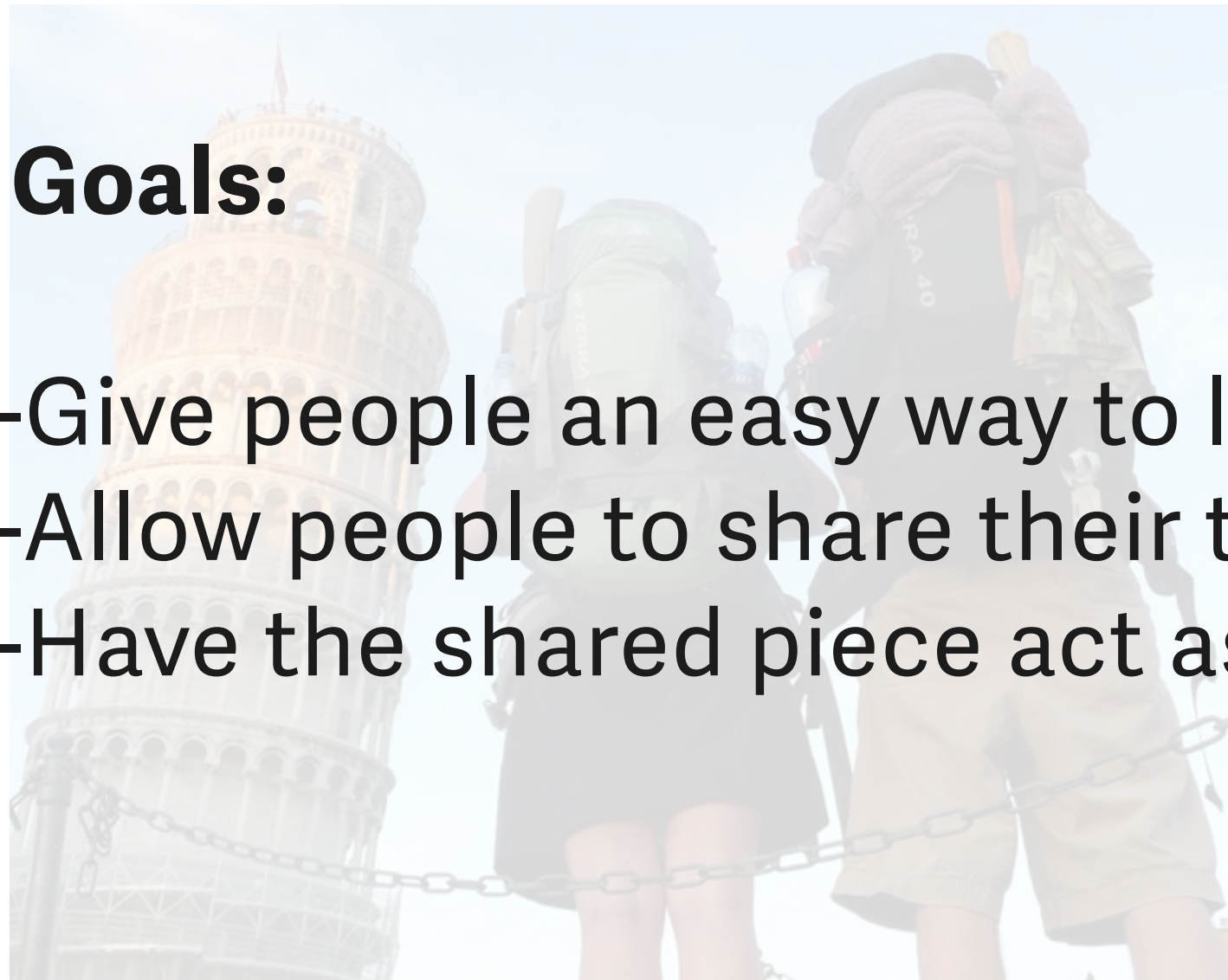


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## Users and Goals

### Goals:

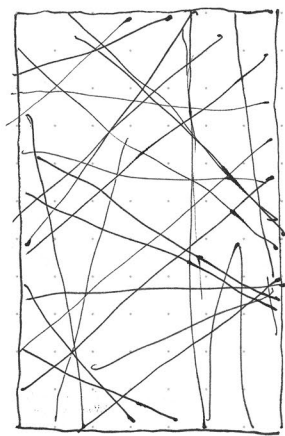
- Give people an easy way to log a trip or journey in detail
- Allow people to share their trip with specific people
- Have the shared piece act as a quick infographic summary



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## Process Sketches & Workflow

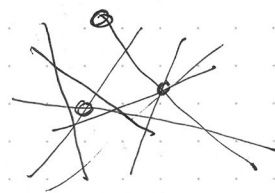
## Process Sketches & Workflow



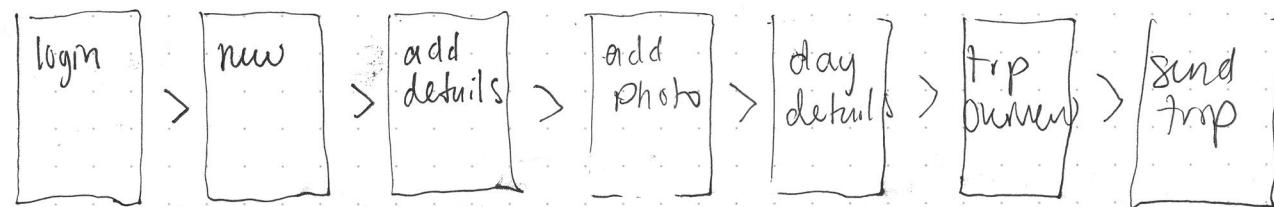
connections, dotfy, travel



← to planned



free, organic  
unplanned



Wander Goal: Make it easy for people ~~to~~ traveling to keep people up to date with their trips.

Login (or create account)

Start a new trip: Trip name  
Destination #1  
People you're going with  
Add a photo to begin

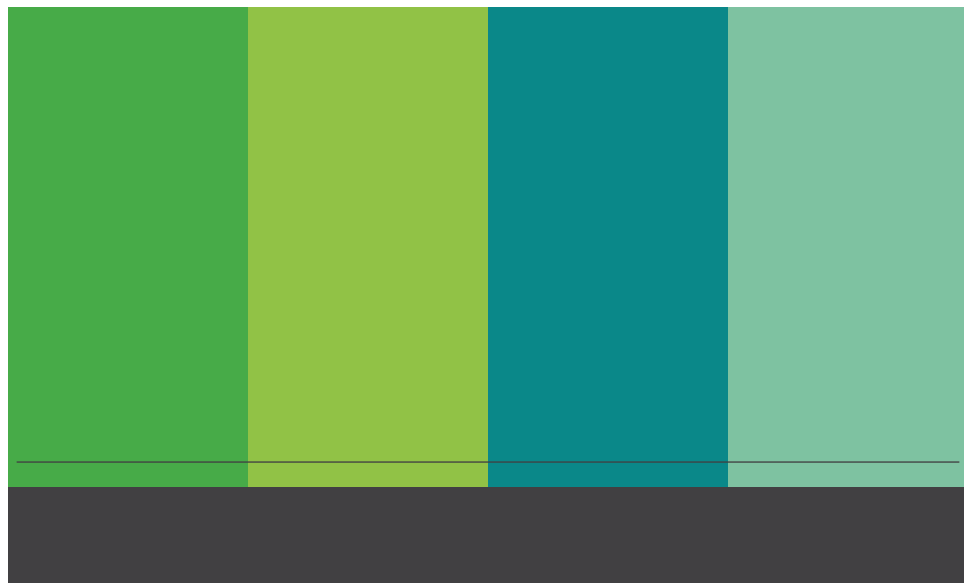
Add Day details: Places went (map/pins)  
Things seen (pictures)  
Text-blurb

See Trip Overview: places seen (map view)  
things seen (pictures)  
journal view?

Send email: Choose people (recent option)  
Choose date range: 1 day, week, 1 month, all

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## Design

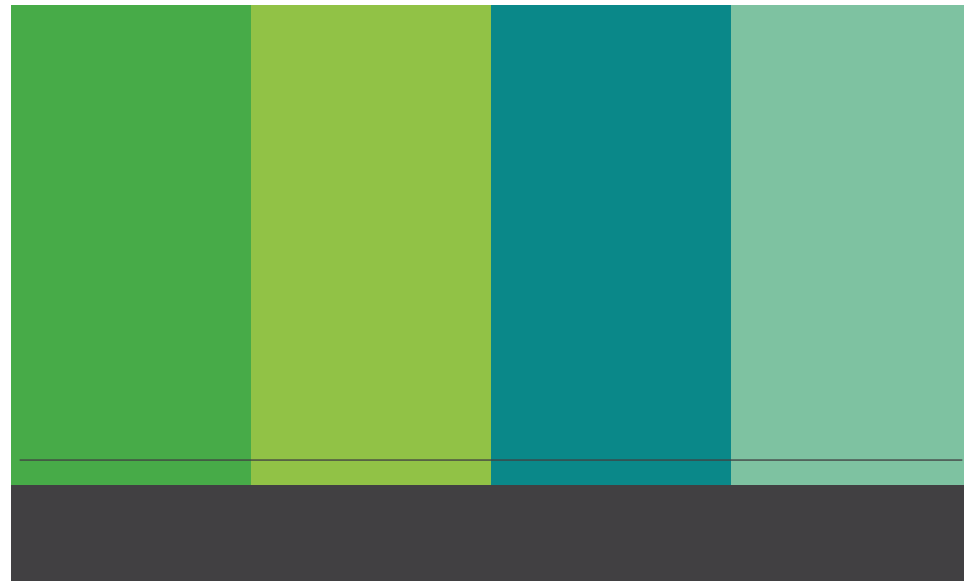


## Color Scheme

Earthy and worldly, green and blue represent land and water. This is representative of all the trips that will be logged and shared using Wander.

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## Design



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Earthy and worldly, green and blue represent land and water. This is representative of all the trips that will be logged and shared using Wander.



### Wander

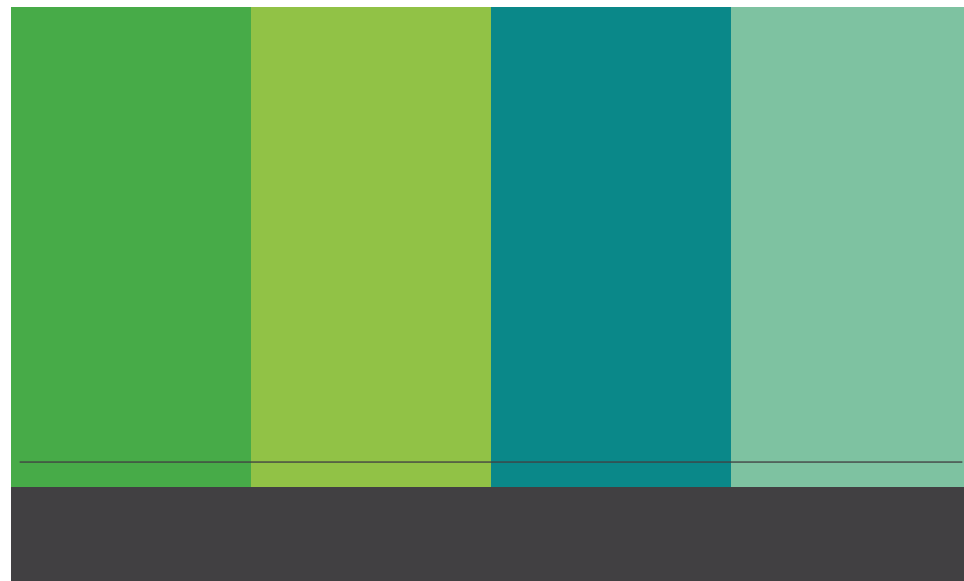
### Logo

The circle represents a continuous journey of exploration. Also the world in which you will wander.



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## Design



### Color Scheme

Earthy and worldly, green and blue represent land and water. This is representative of all the trips that will be logged and shared using Wander.



### Wander

### Logo

The circle represents a continuous journey of exploration. Also the world in which you will wander.



### Gradient and Supporting Visuals

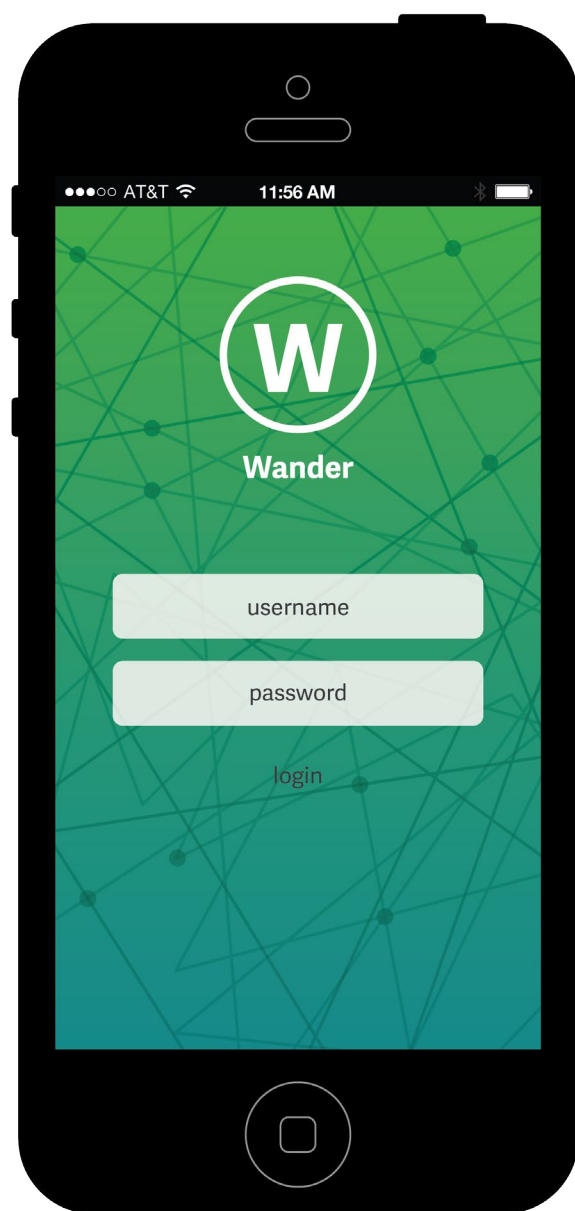
The gradient is, again, referencing the land and water and showing that there is no separation. The lines and dots that appear throughout the app represent that path and places that people log.

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## Experience

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## Experience

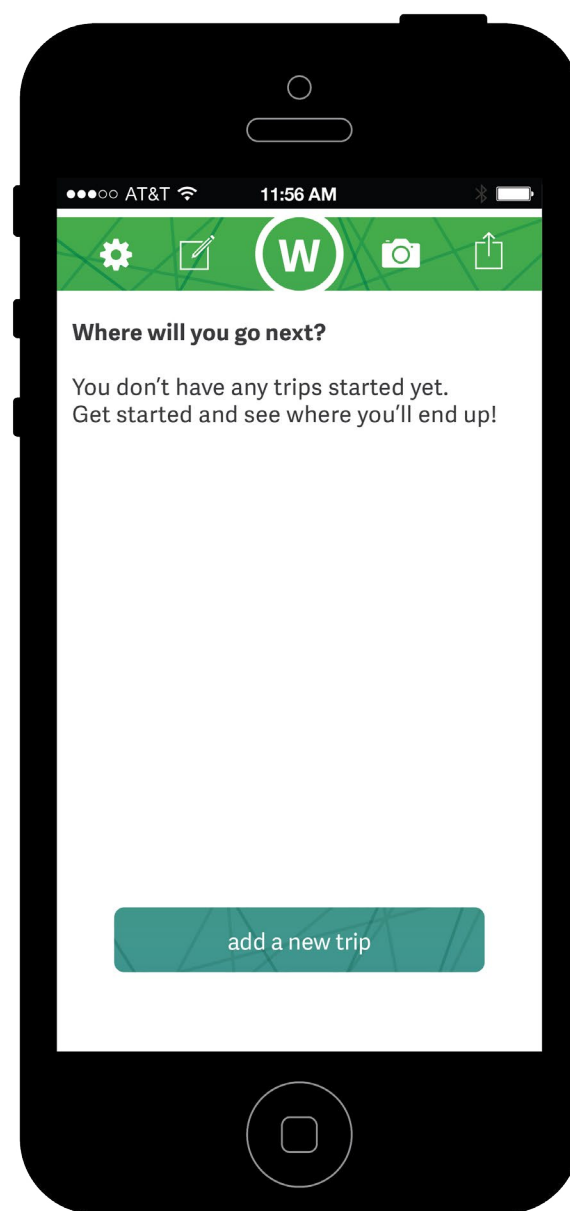


Login

## Experience

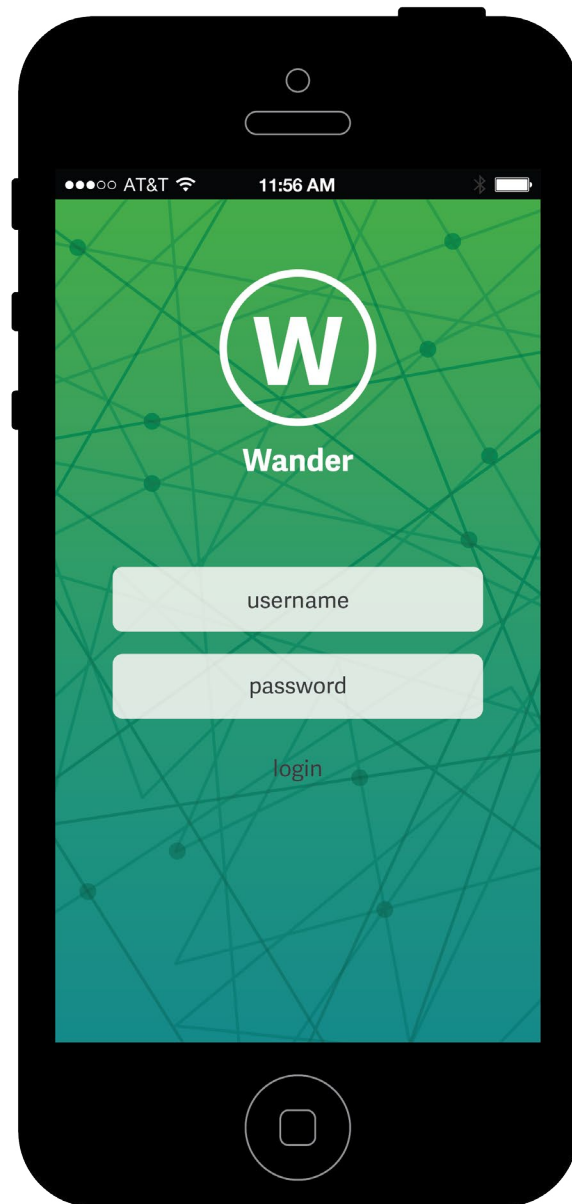


Login

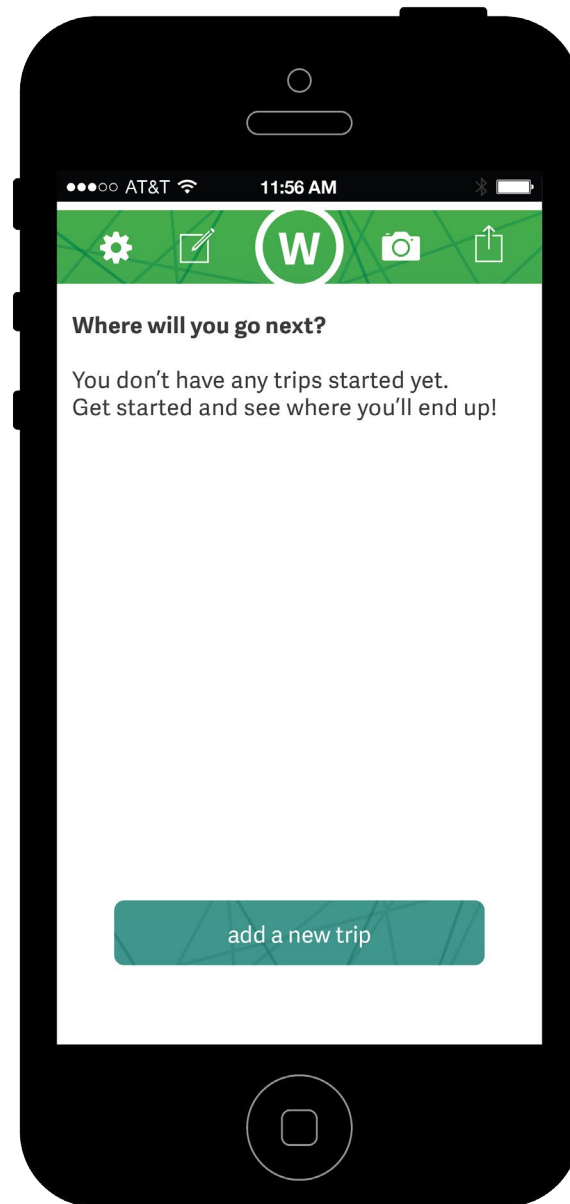


Empty State

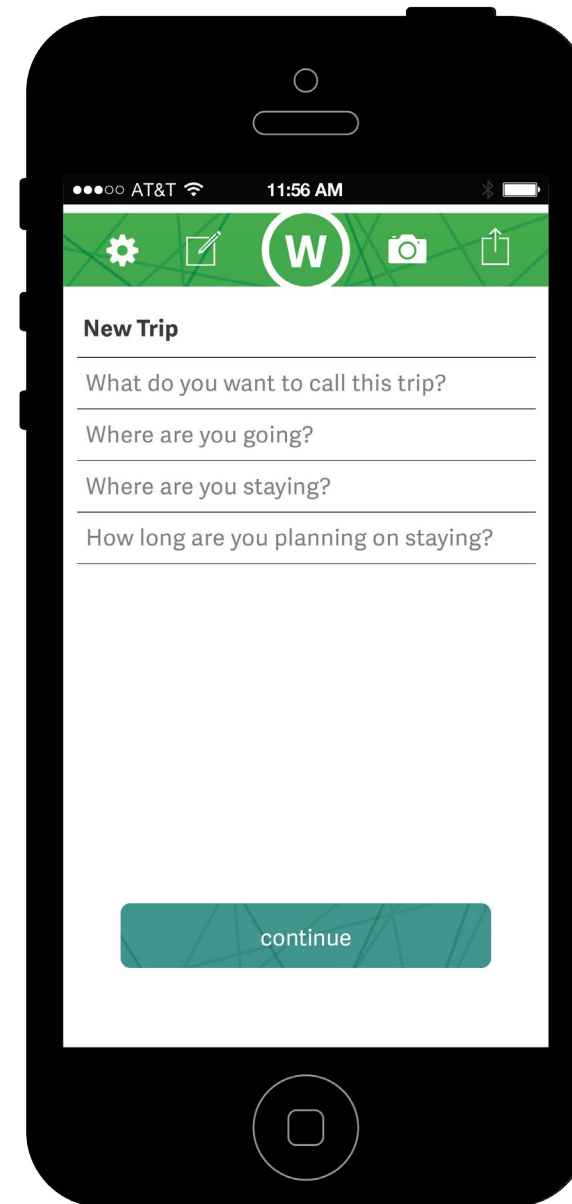
## Experience



Login



Empty State

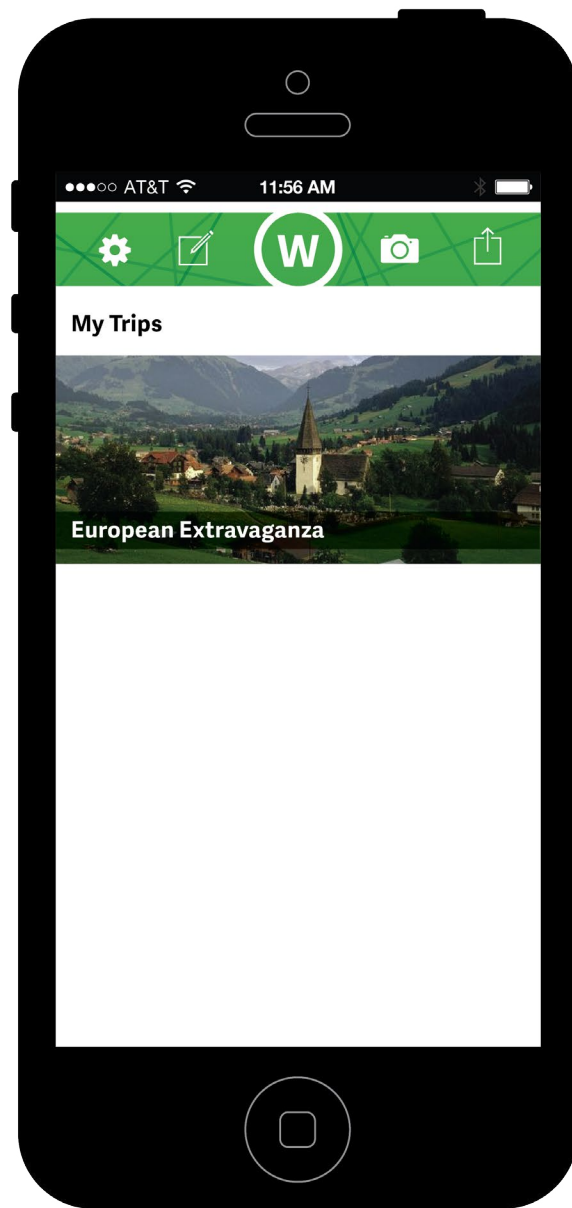


New Trip Menu

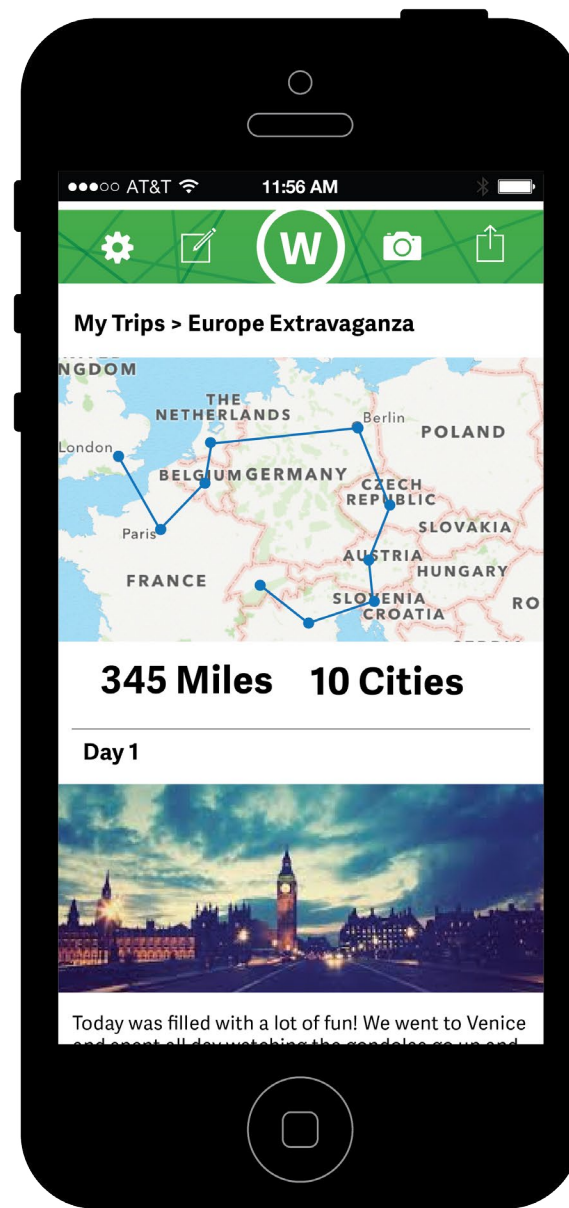
## Experience



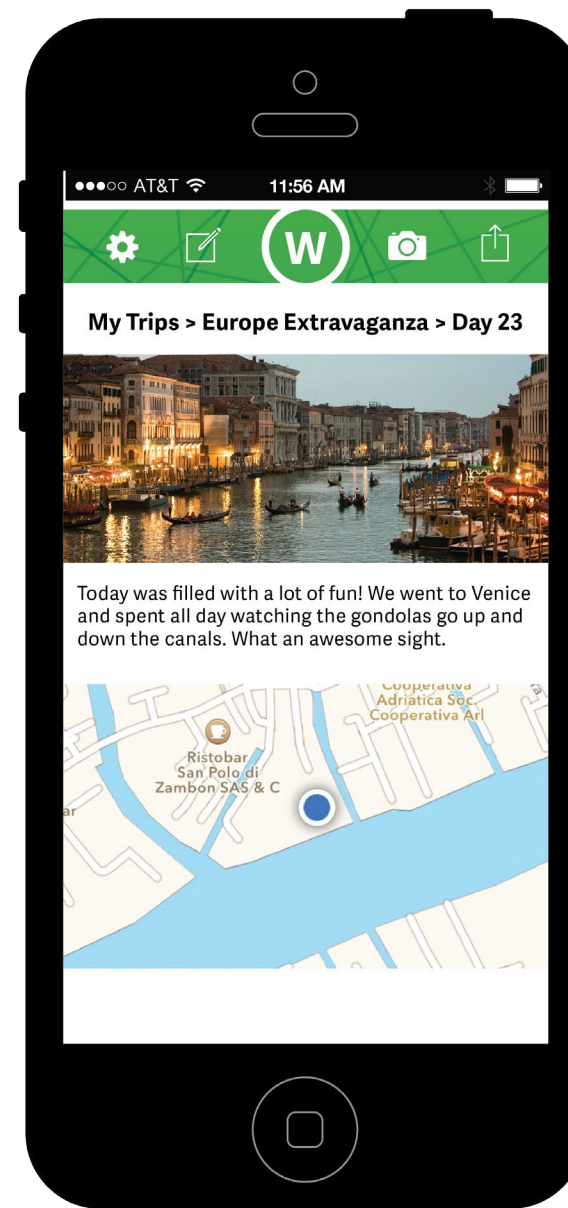
# Experience



Trip Menu



Trip Overview



Daily Overview

# Experience

The screenshot shows a Gmail interface with a search bar at the top, a navigation bar with icons for back, forward, and other actions, and a sidebar on the left with folders like 'Inbox (1)', 'Starred', and 'Important'. The main content area displays an email from 'Wander Weekly Update' with the subject 'Weekly Update from Jessica, Clemente and Cynthia'. The email body features a travel itinerary titled 'Wander Weekly Update 6/7/14-6/13/14' for 'Europe Extravaganza'. The itinerary includes a map showing a route from London to Berlin to Paris, covering 345 miles, visiting 3 cities, and lasting 7 days. A 'Day 1 Highlights' section includes a photo of Big Ben in London and a text description of a day spent in Venice watching gondolas.

**Wander Weekly Update 6/7/14-6/13/14**

**Europe Extravaganza**

The map shows a route starting in London, going to Berlin, and then to Paris. The route is highlighted in blue. The map includes labels for various countries: THE NETHERLANDS, POLAND, BELGIUM, GERMANY, CZECH REPUBLIC, SLOVAKIA, AUSTRIA, HUNGARY, FRANCE, SLOVENIA, CROATIA, and RO.

**Day 1 Highlights**

Today was filled with a lot of fun! We went to Venice and spent all day watching the gondolas go up and down the canals. What an awesome sight to see.

**345 Miles 3 Cities 7 Days**



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**Thank you!**