



GLOBETROT APP

Cassie Smith

PROBLEM STATEMENT:

We believe that creating a platform for everyone that allows for people to find fun things to do while traveling based around their specific interests, their friend's interests and public reviews. This will make it easier for people to plan while on the go and to find events that cater to their needs.

PERSONAS:



Alex

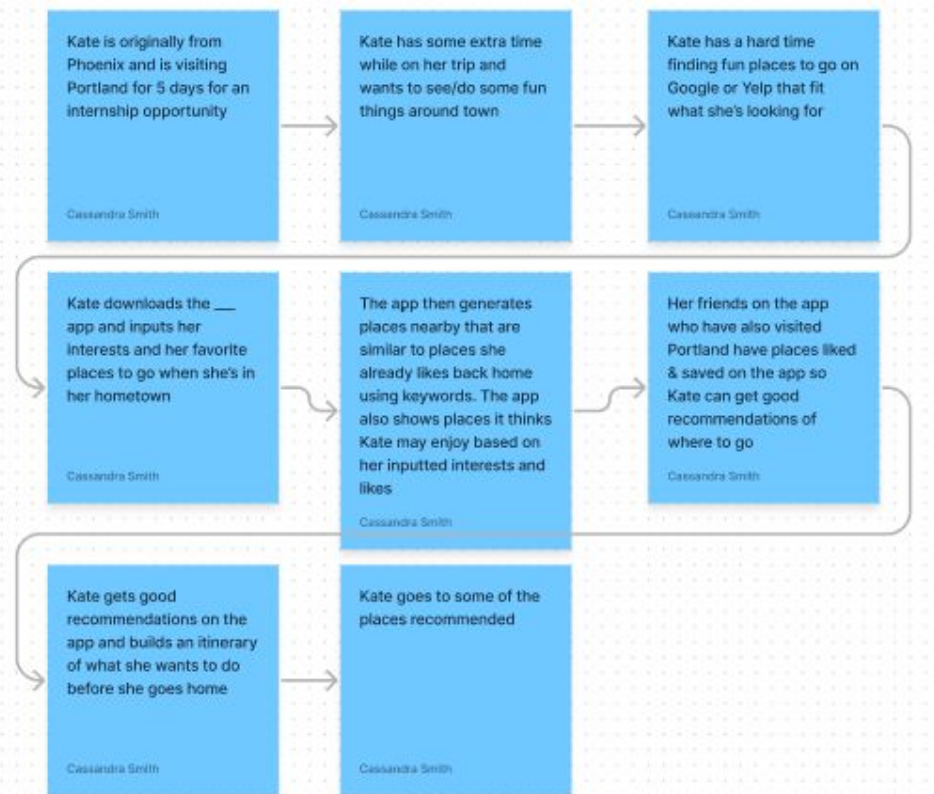
- College student
- Moving to Portland from Denver for school
- Wants to find places to go that she would like that are similar to her hometown



Rachel

- Flight attendant
- Is staying in Portland for a few days for a work trip
- Has friends who have visited Portland and want recommendations on where to go

STORYBOARD



COMPETITOR ANALYSIS



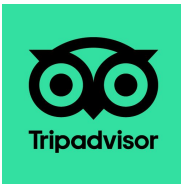
Tript

- Organize travel plans
- Create itineraries



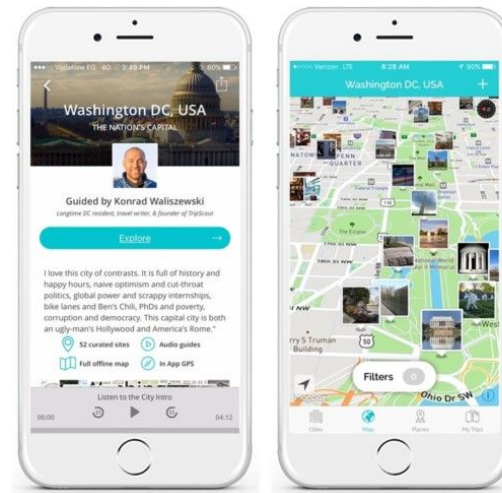
Trip Scout

- City guides
- GPS navigation

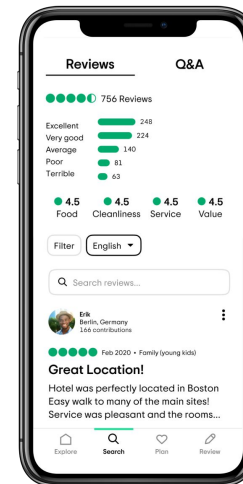


TripAdvisor

- Rate & review locations
- Trip planning
- Save locations to folders

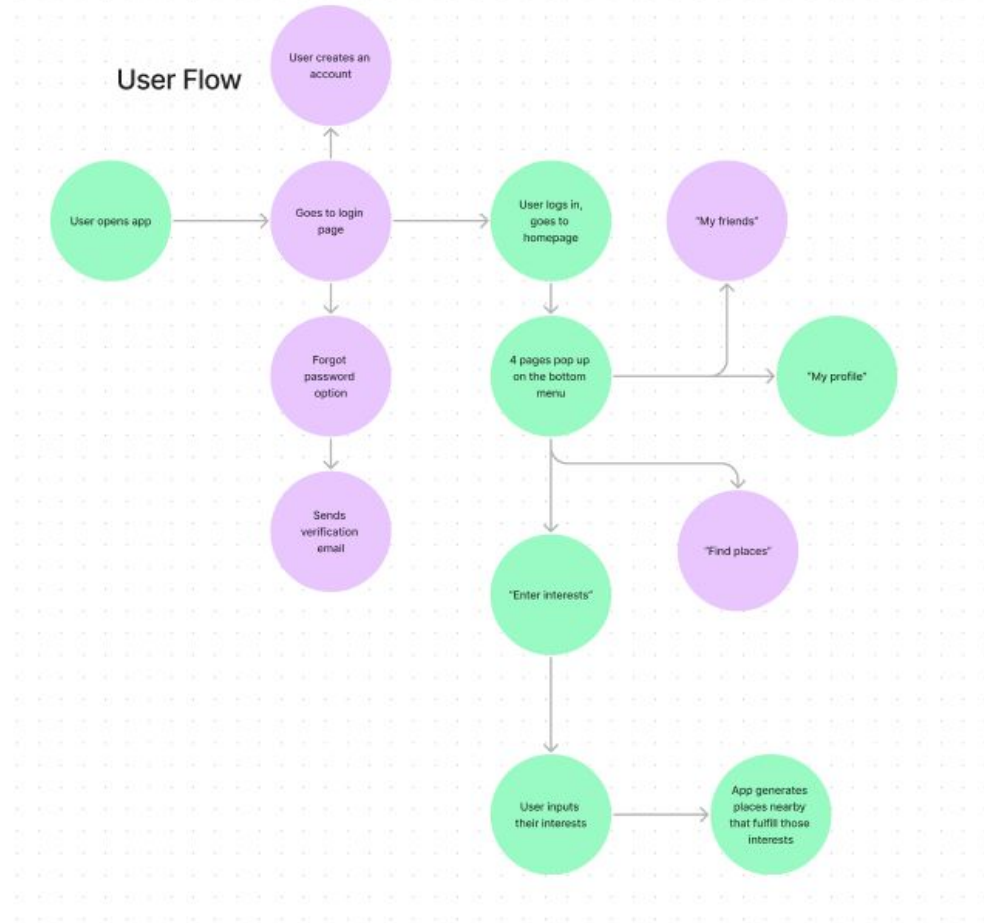


Trip Scout
Map feature



TripAdvisor
Rating feature

USER FLOWS



WIREFRAMES



Homepage - option to login or create account

After clicking "create account." User can add interests and sync contacts

Homepage - shows friend activities and recommended places based on friend's likes

Page after entering a city

Options to enter what you're looking to do or see what your friends like

Showing recommendations based on previously entered places of interest

After clicking a location

Adding the location to likes

RESEARCH ANALYSIS

USER REVIEW #1

- A lot of info on one page
- Easy navigation
- Cool visuals
- Call to action hard to find at times
- Liked last page

USER REVIEW #2

- Wanted to see more menus/drop down menus
- Easy navigation
- Wanted to see what happened after last page
- Liked visuals
- Wondered what “more” meant on interest page

CLICK THROUGH PROTOTYPE

<https://www.figma.com/file/5dVpMJrSr4jpWwgim51nrW/Globetrot-app?node-id=0%3A1&t=cLJwBhwktz8Qvy0D-1>



DESIGN SPECIFICATION

- See friend activity
- Ability to rate locations
- Review locations
- See locations similar to places you've rated highly
- See locations similar to places you already like
- Customizable profile to get recommendations

