

# **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**

Kate is originally from Phoenix and is visiting Portland for 5 days for an internship opportunity Kate has some extra time while on her trip and wants to see/do some fun things around town Kate has a hard time finding fun places to go on Google or Yelp that fit what she's looking for

Cassandra Smith

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Her friends on the app

who have also visited

& saved on the app so

Kate can get good

where to go

Cassandra Smith

recommendations of

Portland have places liked

Kate downloads the \_\_\_ app and inputs her interests and her favorite places to go when she's in her hometown

Cassandra Smith

The app then generates places nearby that are similar to places she already likes back home using keywords. The app also shows places it thinks Kate may enjoy based on her inputted interests and likes

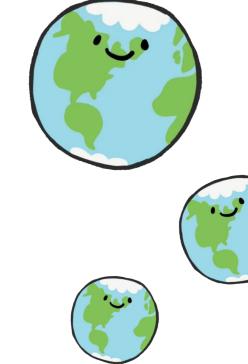
Cassandra Smitt

Kate gets good recommendations on the app and builds an itinerary of what she wants to do before she goes home

Cassandra Smith

Kate goes to some of the places recommended

Contractor States



## **COMPETITOR ANALYSIS**



#### **Triplt**

- Organize travel plans
- Create itineraries



### **Trip Scout**

- City guides
- GPS navigation



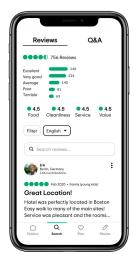
#### **TripAdvisor**

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



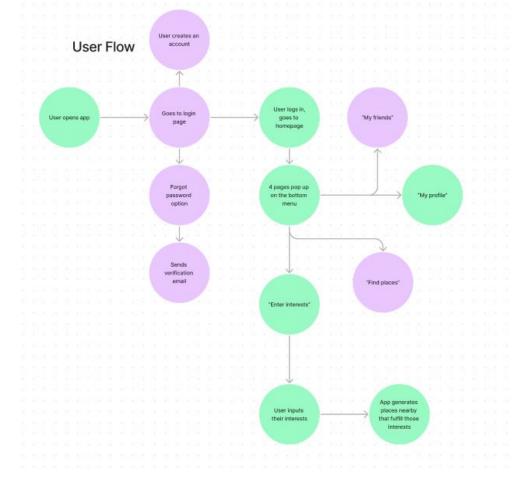


Trip Scout Map feature

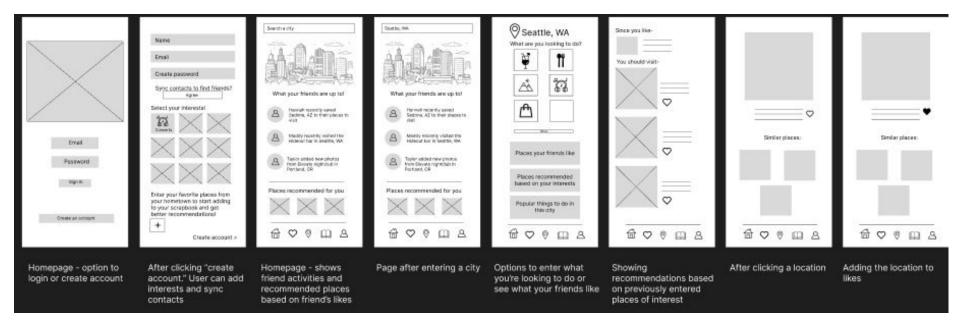


TripAdvisor Rating feature

# **USER FLOWS**



# **WIREFRAMES**



## **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=cLJwBhwktz8Qvv0D-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

