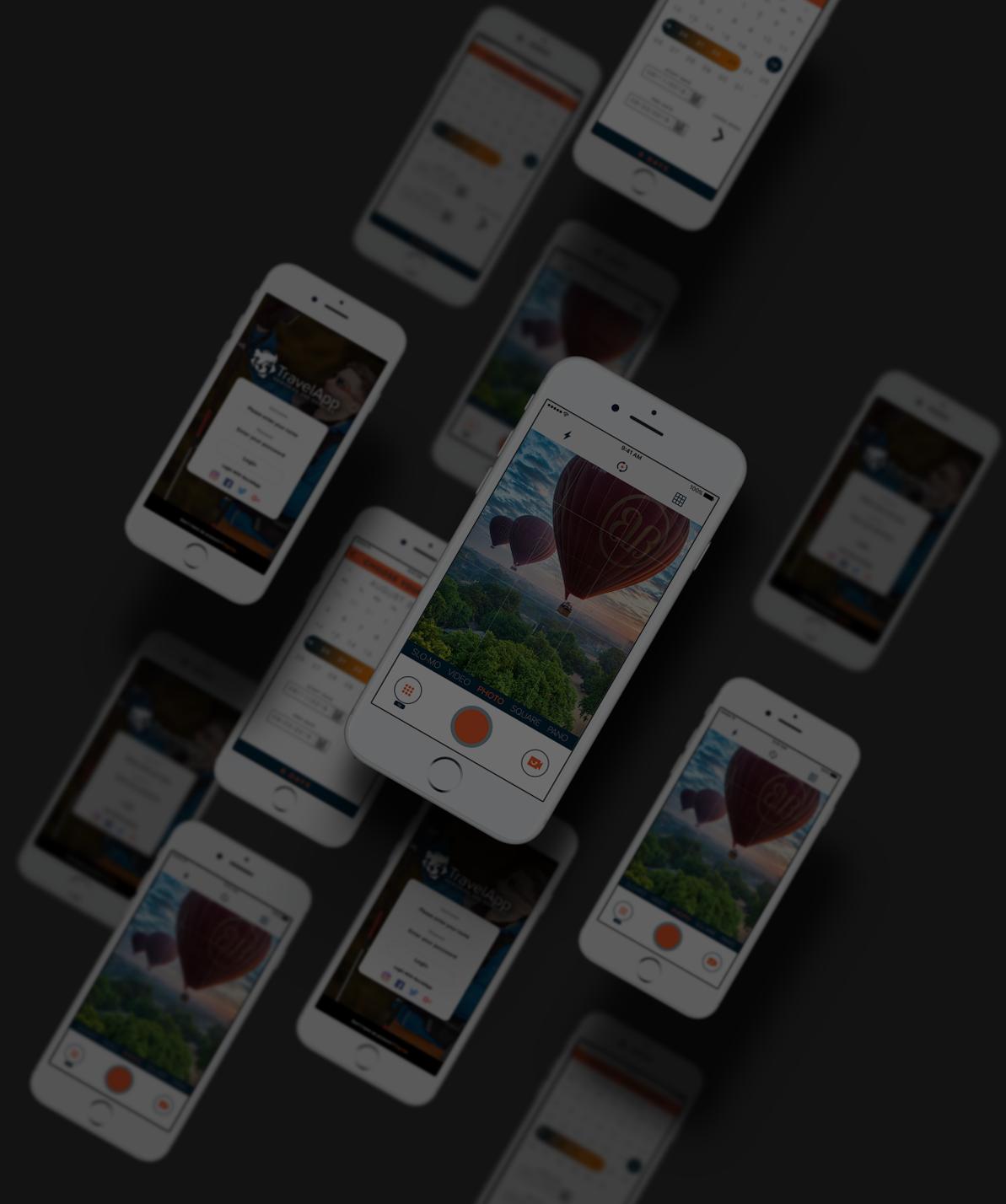


TravelApp

App Designing





Basic Idea Proposal

Traveling is one of the best parts of human life. We keep our tours as memories to recall all the fun and emotions at some point in life. Keeping memories as digital media is easy nowadays with emerging technology and devices. However, sharing these memories with others is still a pain for people who travel in groups. My idea of this app is to obliterate this pain by creating a shared space for the people traveling together.

TravelApp provides a common place where anyone from the group can upload pictures, and it will be available to everyone in the group. It also arranges photos in one memory. Here one memory is one tour that's how it makes it easier for a user to share next trip to the next group a user is traveling with because in the future trip there will be a new memory and, a new group of people will be sharing this memory. While researching on this project, people with whom I tested this project and those whom I explained this idea, found this project exciting and as a useful application.

APP OVERVIEW

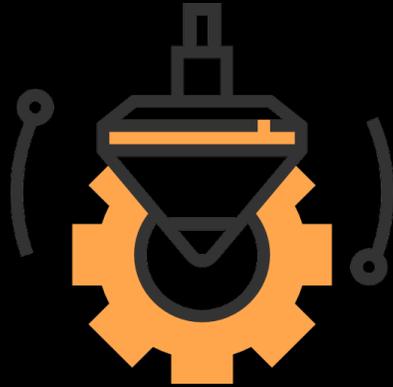
MAIN FEATURES

Create a shared space of photos and videos taken on your trip for your travel companions.

SUB FEATURES

- ★ Memories(Album) management.
- ★ Can keep photos and videos private.
- ★ Easy sync with private and shared photos and videos.
- ★ One-tap sync. As a result, no more frustration of sharing pictures to each companion.
- ★ Simple and lightweight





POSSIBILITIES

MEMORIES ARE FOREVER

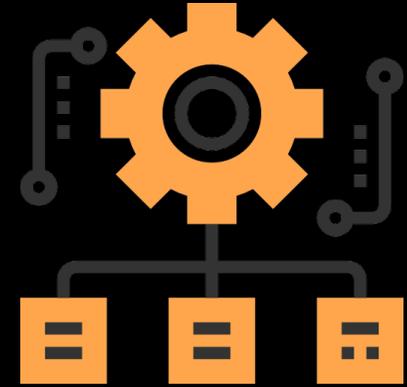
TravelApp can prove itself as a better tool to manage and maintain the memories. It is a cloud-based application, so there is a rare chance of total data loss.



APPORTION

PRIVATE TO PUBLIC

TravelApp has a facility to choose your travel companions. Its a shared space for all the Photos and videos taken by any companion. However, every user will be able to change image rights between a public and a private so that pictures will be seen accordingly.



ATTAINMENT

YOU GOT THIS

TravelApp does the most avoided job of managing our photos. It can save your time you spend on finding pictures and videos at any time, especially when you are about to share with your friends or beloved one. Also, it will recover you from worries of losing your most beautiful memories. As a result, you're free from an extra job of management of your pictures/ videos/memories.

Market Research

I have observed my friends and peers the way they handle their photos in their phone, laptop and tablet. It seemed very hard for them when it came to find photos of their old trips.

Furthermore, when we are on any trip, during or end of the trip we ask each other to share photos and everyone has to share photos with each other. Sometimes mistakenly, we transfer the pictures that we don't want to transfer.

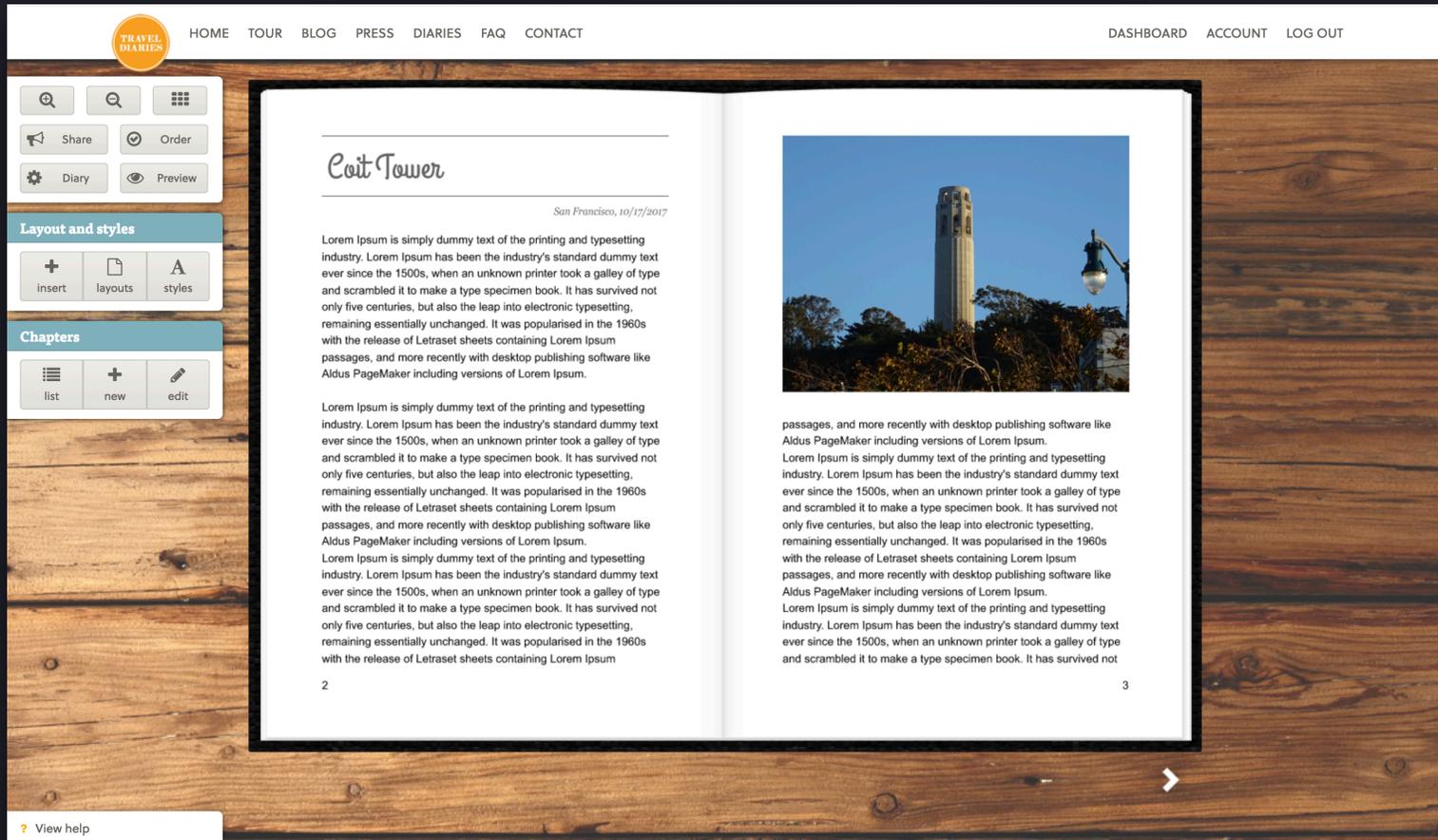
The reasons behind this problem are:

- i. Not all people have same iPhones or AirDrop facility in their phones.
- ii. Some of our companions have less storage space in their phones.
- iii. Most application like WhatsApp compresses images into low resolutions and spoils the quality of image.
- iv. Laziness in creating albums
- v. Pictures taken after the tour or in between of the time they want to see those photos of old tours. However, now a days storing images are a major problem and managing pictures is more than a problem.

The memories we have are the most beautiful moments in our lives. Some of memories are tours, events, vacations, parties and more. To manage these memories I came with an application that can handle this smoothly and easily.

With the major problem of managing photos in mind I started planning the application and came with some strong ideas. I interviewed some random tourists in the town and some of my friends. As a result, I came with some basic ideas of features that can help people in managing their pictures easily.

Competitor



USABILITY 6/10

FUNCTIONALITY 5/10

SIMPLICITY 5/10

FUN TO USE 6/10

PRESENTATION 7/10

<http://www.traveldiariesapp.com/>

What is travel diaries app?

Described as “the world’s only combo travel journal, blog and book”, Travel Diaries was created when founder Veerle Witte, a travel journalist, wanted to keep an online diary during a lengthy trip to South Africa that would include articles, maps and photographs – but couldn’t find a site that combined all of those elements. It’s not strictly an app in the usual sense, as it’s a web-based program that isn’t available for phones, but it functions in much the same way and can be accessed via a computer or tablet. It’s free to use – you only have to pay if you want to order a print copy of your finished diary, and even then the fee is modest – prices start at around \$20.

Who use it?

Currently, mainly Dutch people! Veerle herself is from Holland and the app has been available to Dutch users since 2014, amassing thousands of loyal users due to its elegant interface, attractive design and unique offerings such as incorporating map routes or the finished-book option. It has been featured in esteemed publications such as National Geographic, but has remained largely under the radar for an Anglophone audience as the original version was only available in Dutch. Now that an English-language version is finally available, all that looks set to change!

What’s the finished result like?

On the website you can browse sample public diaries created by satisfied customers which give a great idea of how your own might look – lots are in Dutch, but that doesn’t really matter as they still give a great visual taster for the finished result. There are a few English entries too; I have to confess to getting quite absorbed in a couple of them! Most people have opted for the preset fonts and layouts so you can get quite a good idea of how they’ll look. A lot of the diaries do of course look similar in terms of formatting for this reason, but when creating something like this I personally find too many bells and whistles to be something of an unnecessary distraction. The standard layouts are easy to read, process and navigate, which is one of the most crucial factors when creating a blog – especially if you want people to read it!

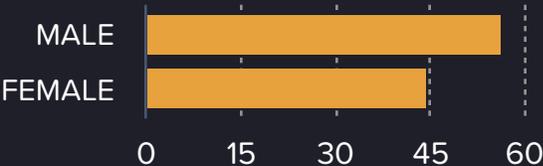
I didn’t opt to get a printed version for the purpose of this review as there wasn’t time, but luckily there were some press images available which I think give a pretty adequate idea of how the finished product will look. You can choose between a soft-cover and a hard-cover version, and the book appears exactly as you design it online – so no unpleasant surprises await. You can even leave empty pages for pasting in scraps such as tickets, menus and other paraphernalia, giving a really immediate, physical reminder of your journey.

What is verdict about travel diaries app?

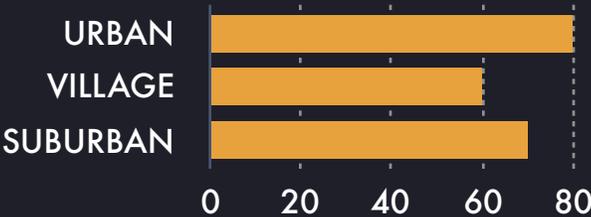
I haven't quite finished creating my own online travel diary, but when I do I'll be extremely tempted to order a hard copy as I'm a big fan of tangible, physically accessible souvenirs. I've also had a lot of fun assembling my jumbled memories, photos, emails and itineraries into a coherent record of a wonderful time; in many ways it has been like reliving the whole trip, unearthing long-forgotten memories, such as reading by the dim lights of our cosy compartment on the Trans-Siberian railway, building towers of crystalline ice on the frozen shores of Lake Baikal, or drinking cocktails amongst the shimmering skyscrapers of Hong Kong. Travel Diaries is the perfect app for those who want to gather and assemble their experiences into something that they can revisit, relive or share forever. If this sounds like something that might interest you, check out the app here, or for more information find Travel Diaries on Facebook and Instagram!

Target Audience

Gender

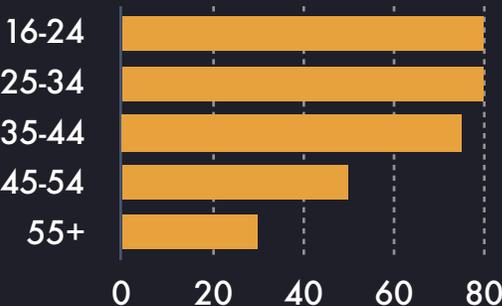


Location

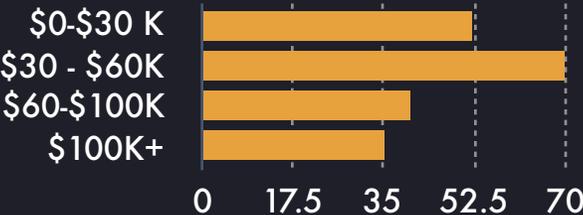


More than 8 million people travel everyday.
The app will target most tourist not the people on business tour.

Age



Income



Primary Persona

Vrunda Patel



Age : 27

Occupation : Quality Analyst

Status : Unmarried

Location : Jersey City, NJ

Income : 50K / yr

Hobbies : Drawing, Traveling

Travels With : Friends & Family

Peripatetic Traveller

“Travel makes one modest. You see what a tiny place you occupy in the world.”

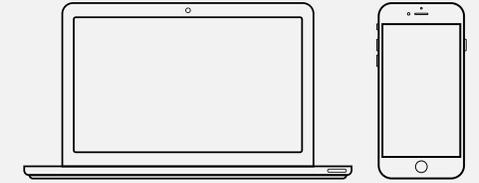
Vrunda is a quality analyst at P3 pet ltd. in New York. Vrunda often travels place to place in the USA to conduct the quality test of different Apple devices. She loves to go and to take selfies and videos of surroundings. She uses the app to create a journey and keep memories accordingly. Most of the time she travels with co-workers. She always feels pain when it comes to sharing pictures with her co-workers as not everyone has featured on their phones like AIRDROP.

App Activity/Task

Capturing a lot of picture and share them within family and co-employees on a business tour with her.

App Goal

Saving a pain of sharing photos within each co-traveller one by one. Also no need of AIRDROP.



Devices : MacBook Pro, iPhone 7

Personality

Tech Savvy 100%

Sociable 30%

Creative 70%

Brands Owned:



Primary Persona

Engin Demiral



Age : 35

Occupation : Store Manager

Status : Unmarried

Location : Cleveland, OH

Income : 120K / yr

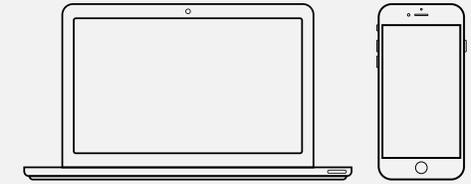
Hobbies : Traveling

Travels With : Alone

Wanderer

“Travel makes one modest. You see what a tiny place you occupy in the world.”

Engin is a store manager for Vodafone PVT. LTD. He often travels to different places. He clicks a lot of pictures but keeps them on his hard drive or flash drive. Very few images he uploads to social media because he finds facebook has too much going on. He uses traveler to quick share the photos and videos and also to keep them as a memory without any further things like chat with people, game request, timeline updates.



Devices : MacBook Pro, iPhone 7

App Activity/Task

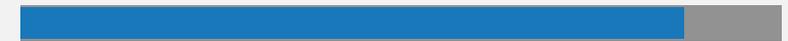
Capture picture and share in his journey page

App Goal

Will save a lot of storage space in his phone

Personality

Tech Savvy 80%



Sociable 60%



Creative 70%



Brands Owned:



Primary Persona

Kewei Zu



Age : 25

Occupation : Student

Status : Unmarried

Location : San Francisco, CA

Income : 20K / yr

Hobbies : Photography &
Travelling

Travels With : Girl Friend &
Friends

Seldom Traveller

"Travel makes one modest. You see what a tiny place you occupy in the world."

Kewei love traveling but due to time constraints, he is still a seldom traveler. Mostly he is on a personal tour with his friends or girlfriend.

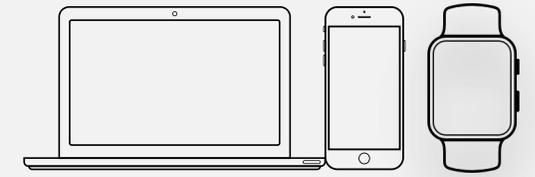
He prefers a tour of 10-15 days with an expense of 800-1000 USD. As Kewei is a passionate photographer, he would take 500-800 pictures during a trip.

App Activity/Task

Capturing a lot of pictures and also share them with companions. Some of the pictures are private to him only.

App Goal

Saving a pain of sharing photos within each co-traveler one by one. Also no need of AIRDROP.



Devices :

MacBook Pro, iPhone 7, Apple watch

Personality

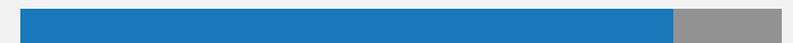
Tech Savvy 70%



Sociable 55%



Creative 80%



Brands Owned:



INTERVIEW & RESULTS : EXPERT



Heather Jovanelli

Age : 40

Occupation : English Teacher

Status : Unmarried

Location : Oakland, CA

Income : 70K / yr

Hobbies : Drawing, Traveling

Traveling and exploring new places. Mostly for various and tasty food.

Interview Conclusion :

Heather is expert traveller. She is a regular vacationer who travels twice a season. She uses her iPhone mostly and sometimes her digital camera. She likes to take pictures mostly when she is on beautiful place. She keeps her pictures mostly in her phone. As transferring pictures from phone to pc is a pain for her, she started using iCloud. However, iCloud is not suiting her as its not user-friendly to her.

In her interview she talked that she would be happy to have such application that can keep her memories safe and secure.

KEY POINTS :

- Heather found the TravelApp is an excellent idea for her.
- It will also be a useful tool for her when she is on a journey.
- She suggested that the app must be able to accept photos from phone gallery

Personality

Tech Savvy 100%

Sociable 30%

Creative 70%



[Link to interview](#)

INTERVIEW & RESULTS : EXPERT



Sofia Caldas

Age : 25

Occupation : Student

Status : Unmarried

Location : Columbia

Income : 20K / yr

Hobbies : Canvas Art, Traveling

I love to travel when it's a break time.

Interview Conclusion :

Sofia is a part-time traveler. Between her semester breaks, she does travel to places especially her home. Sofia likes going with friends, boyfriend or family. She loves clicking pictures, and she clicks a lot of images in her 7-10 days of trips. She usually copies her photos into desktop or laptop. She uses google drive or one drive to store pictures. She trusts iOS's album system. Mostly she messages the images to her family and friends so when she needs to find them, she opens conversations and looks for pictures. She uses Instagram above most other social media. Collecting pictures of her friends or family is little time consuming for her as she loves collecting photos and keeping them and for that, she has to ask everyone.

KEY POINTS :

- She will create multiple accounts if she runs out of storage space.
- Mostly she messages the pictures to her family and friends so when she needs to find them, she opens conversations and looks for photos.
- She prefers Instagram over snapchat because snapshot consumes more power than Instagram

Personality

Tech Savvy 70%

Sociable 55%

Creative 80%



[Link to interview](#)

INTERVIEW & RESULTS : NOVICE



Kewei Zu

Age : 25

Occupation : Student

Status : Unmarried

Location : San Francisco, CA

Income : 20K / yr

Hobbies : Photography Traveling

Because memories are precious. Using cloud to store photos videos and keeping

Interview Conclusion :

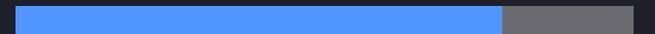
Kewei is an excellent person to travel with. He is a good traveler and a great photographer. He is very fond of technology. He has every possible device should be available with one. He also has an excellent collection of cameras. He likes photography and keeps his data on a cloud, so he doesn't lose it. Uses some good cloud services and cloud drive but when it comes to his phone, he always runs out of memory due to less memory available on his phone. He likes to share his pictures on we chat and Instagram. However, he uses WeChat more as wechat more private for him.

KEY POINTS :

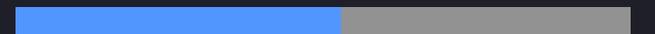
- Most of the time Kewei has a problem of less memory on his phone.
- He has multiple cloud storage for his photos.
- He prefers taking pictures on professional camera while traveling.

Personality

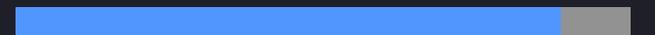
Tech Savvy 70%



Sociable 55%



Creative 80%



[Link to interview](#)

General Questions:

General Questions

1. What is your name and age?
2. What is your background & Occupation?
3. How much you like use the technology?
4. What devices (mobile phone/tablets/laptops/etc...) you own?
5. How do you usually prepare for travel?
6. When did you travelled last? Where?
7. How did you capture the moments during your last trip?

App Specific Questions?

1. Do you like traveling and exploring places? Why?
2. How often you travel?
3. With whom would you like to travel?
4. How many days of tour will suit you?
5. Hoe much will you spend for a tour approximately?
6. During this days how many photos or videos will you take approximately?
7. Do you like to share your memories to other people? Who are those people?
8. How many time you share pictures within people you travel with?

Date Selection

Selection of start and end date of journey.

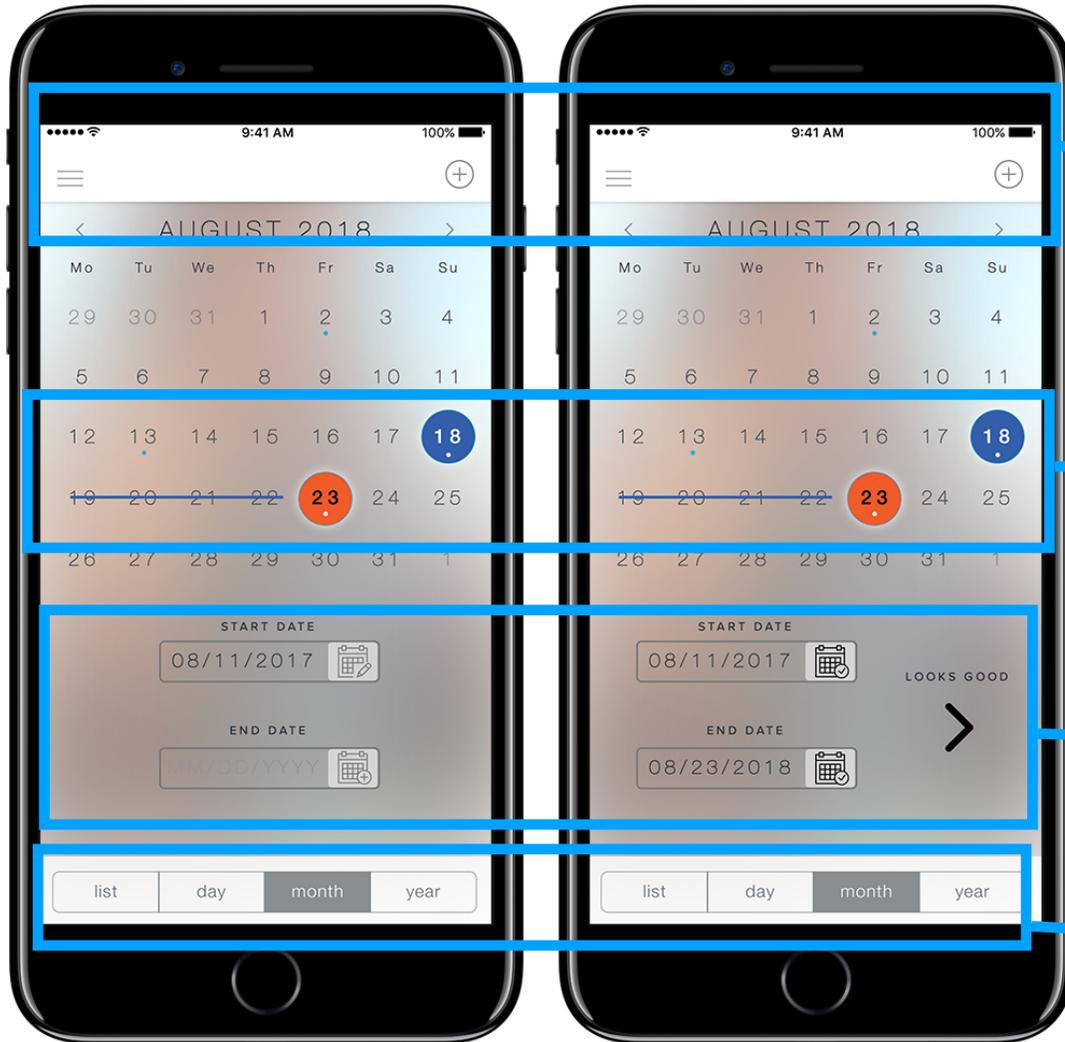
In last design this step was a combination of two steps. Also, it was confusing to users. Some of the users liked it but taking care of those who didn't like it, this issue got solved by combining both screens in one.

I would like to describe problems happened with this step.

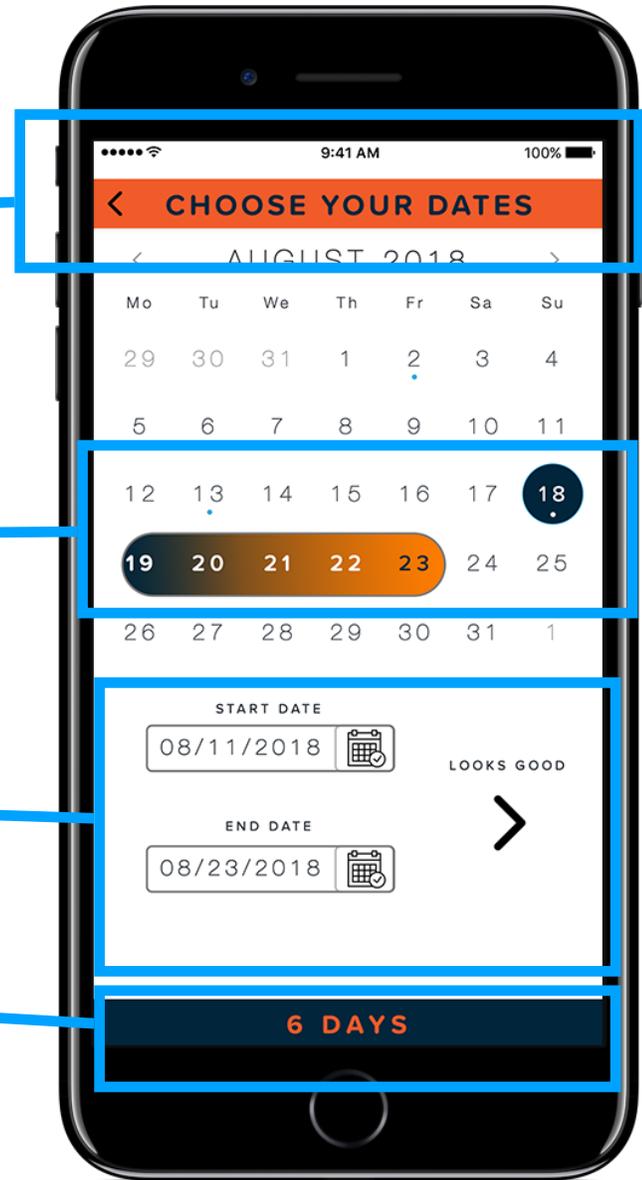
1. User had confusions in selection of date. Whether they do it with calendar icon next to the date box or they select directly in to the calendar.
2. There were two step in this step. One was to select the start date first and then in the next screen user had to select end date and icon to go to next screen would appear.
3. Also, layout was not matching with other screens.
4. Strikethrough on dates was appearing as unavailable dates or kind of sign to users.

To resolve this problems, few changes were made and both steps got combined in one step to leave no more confusion.

Check the next slide.



Before



After

Select People

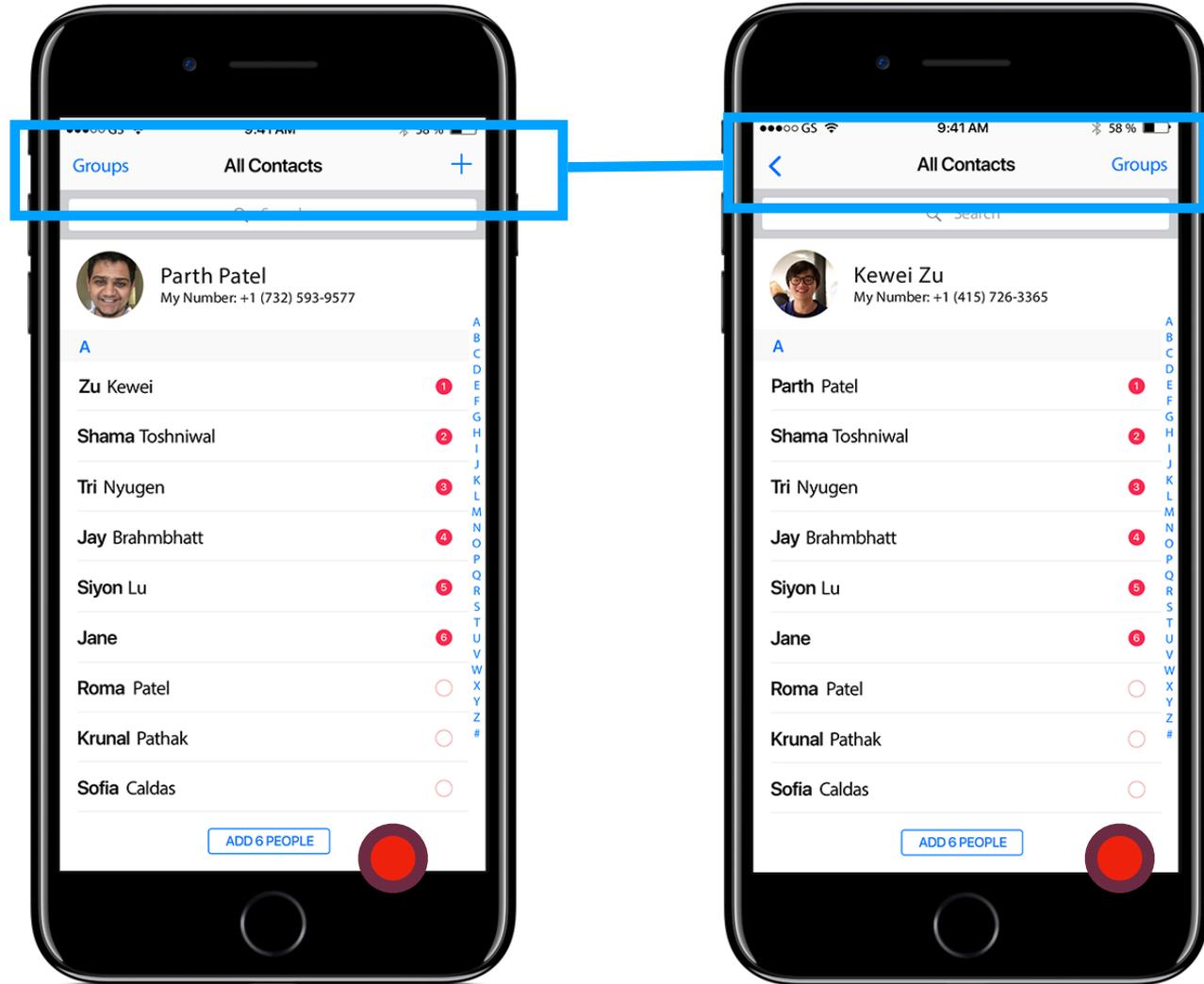
User will select people going with

And tap on “ADD (total people selected) PEOPLE”.

In this layout, user got confused with + sign on top right corner. User thought to add selected people she needs to click on + sign.

To add people there is a specific button at bottom. Since its default iOS interface for contacts its gonna be default button of iOS.

To solve this problem, there are some changes made on top title bar. Also provided go to back button in case user changes his/her mind and want to travel alone. :)



Before

After

Take or browse pictures

User will now able to take pictures and videos.

There are several icons on the camera screen with special meanings.

Here, there is a major change in facility. User demanded for different camera mode. To make it look more familiar default iOS camera layout and added all the camera modes present in iOS camera app.

Camera-controls



Flash



Flip Camera



Grid



Memories



Capture Button



Video

Photo-options bar



Before



After

1

2

Full screen view

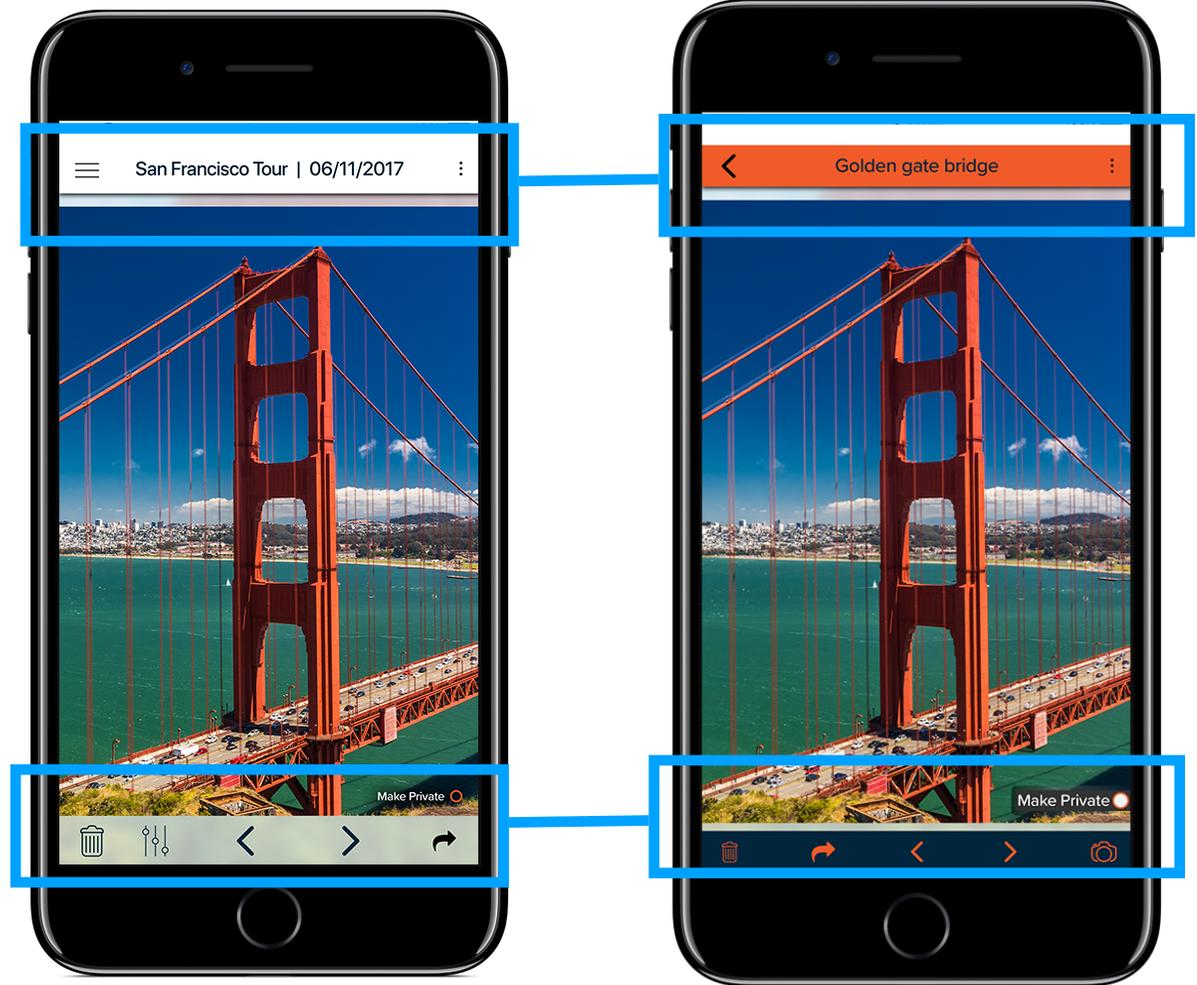
Here is the bigger view of a picture. Here there are some icons at the bottom to help user in different task.

All new thematic title bar with back button.

Make private button is more visible now with strip on background.

Additional bottom strip with multiple options.

There is a camera button in the strip to jump on capture screen quickly as at this point of screen user will be 3 taps away from actual camera screen.



Before

After



Delete

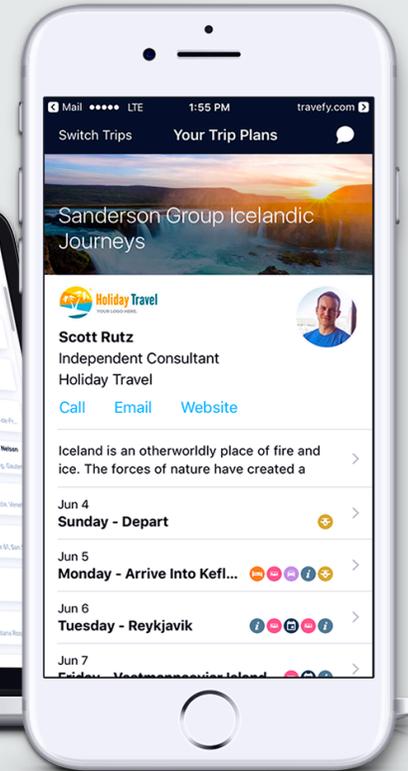
Share

Previous
Picture

Next
Picture

Camera

Mood Boards



TASK : 1

Creating a new account

Outcome

Vrunda will now able to operate the app



1

Create Account

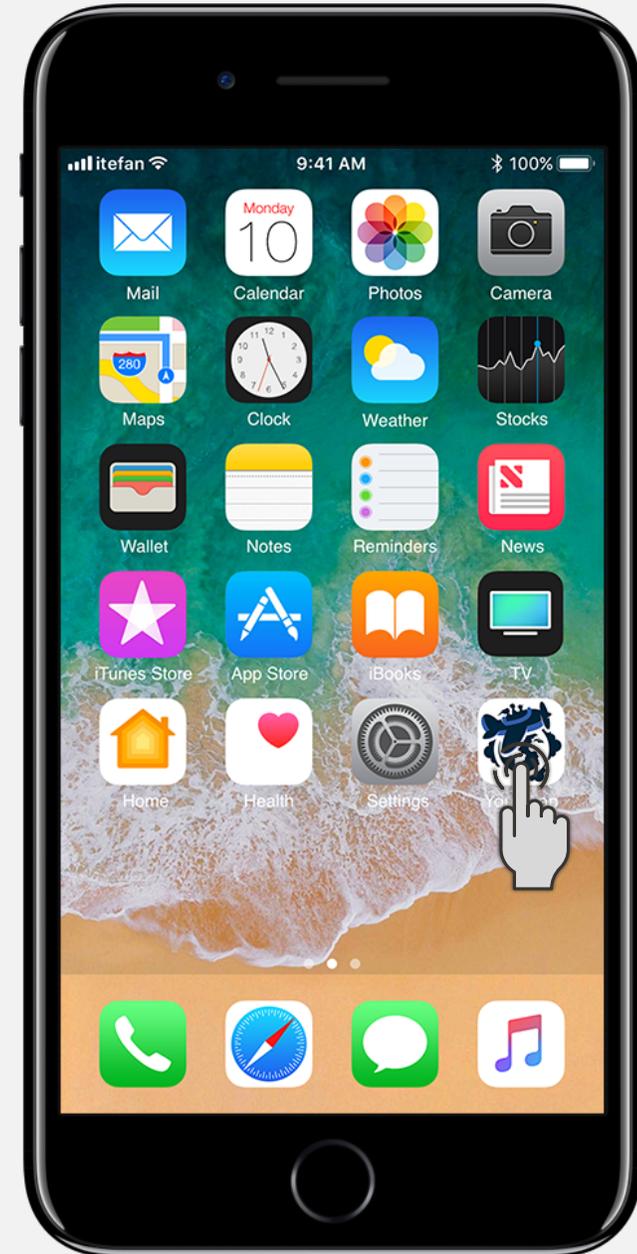
1/4

Home Screen

User Launches the TravelApp

Vrunda launches the app.

Here, the launch-app icon is placed over a white background which is traditional but powerful and eye catchy.





1

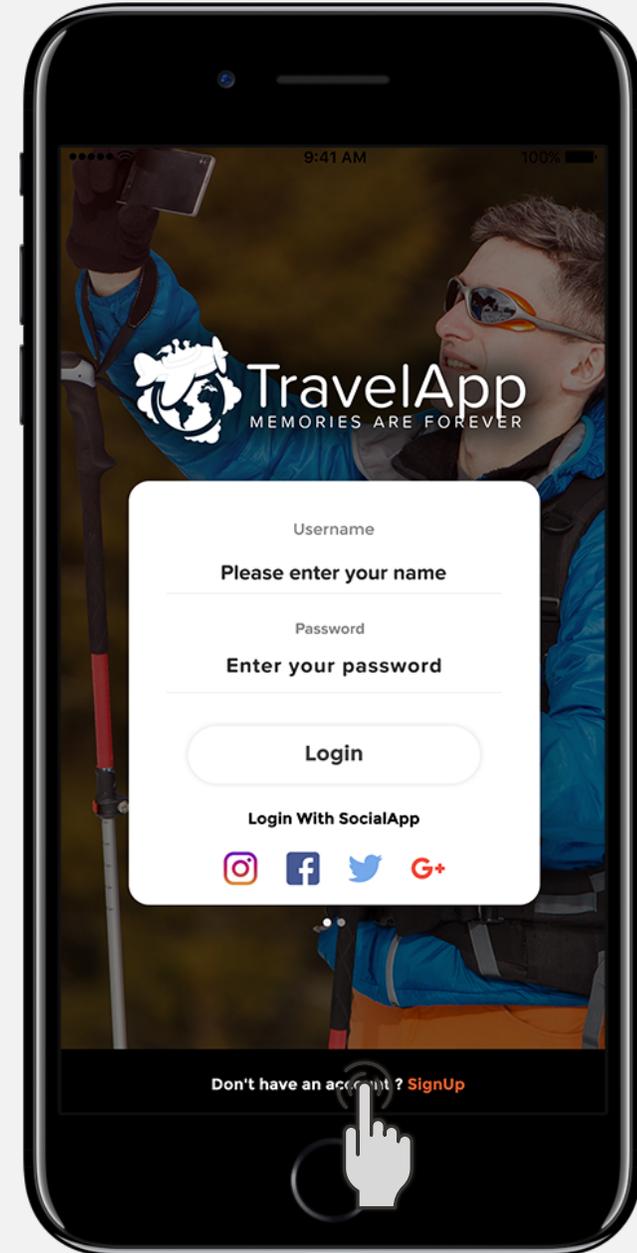
Create Account

2/4 Sign Up for app

Signing up to get access to app

Vrunda will sign up to create an account now.

As TravelApp is a personal app with some privacy features, user will have to sign up for the app first. Users have multiple options to get signed up. They can sign up with one of the social media accounts from the given choice of instagram, facebook, twitter or google-plus. However, some of the people don't like to link their social media account to other accounts or applications. Following that, the user can sign up with their personal email id.





1

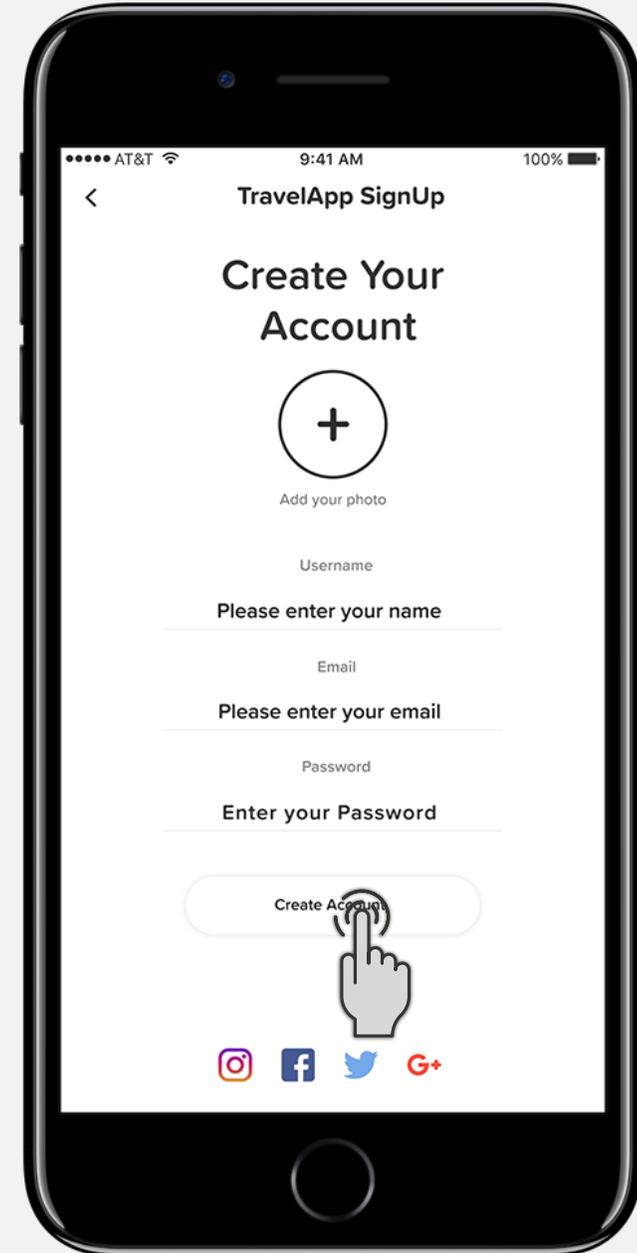
Create Account

3/4 Set up an account

Enter details to sign up

Vrunda will enter her email-id and will enter her desired password to set up an account.

User will have to provide email-id and password they want to set up which will be used as login credentials whenever they will have to login.





1

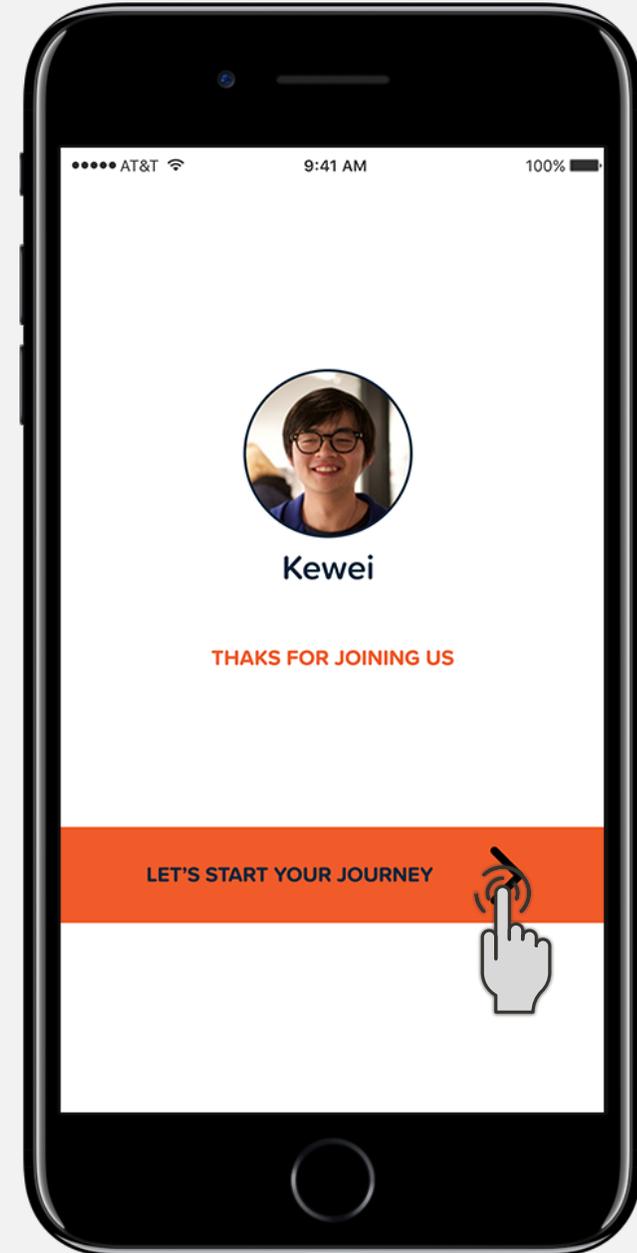
Create Account

4/4 Account Creation

Moving forward to start first journey.

Vrunda can start her journey now with TravelApp.

This is the screen appears on creation of account successfully. The user will able to start its journey by creating a journey in the upcoming tasks.



TASK : 2

Create a new journey & add travel companions

Outcome

User will be able to create a journey with people traveling with user and every one will have a shared journey in the app.

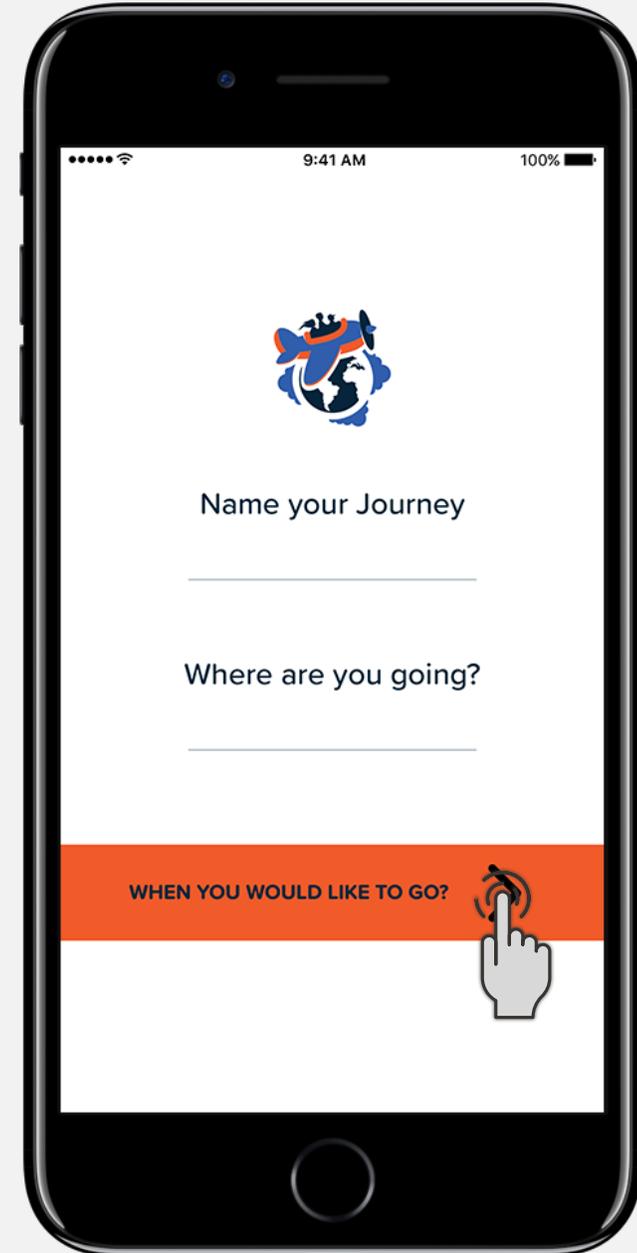
1/7

Name your journey

Give a cool name to your journey and provide information about the place you are going

Vrunda will name her journey now and will also provide a piece of information about where she is going.

This is the first step towards creating a journey. The name of the journey will be used as memory name. Each time user creates a journey it will be called a memory. The user will be able to browse memories in to the gallery of albums later.



2/7

Set up duration of the trip

1

Create Account

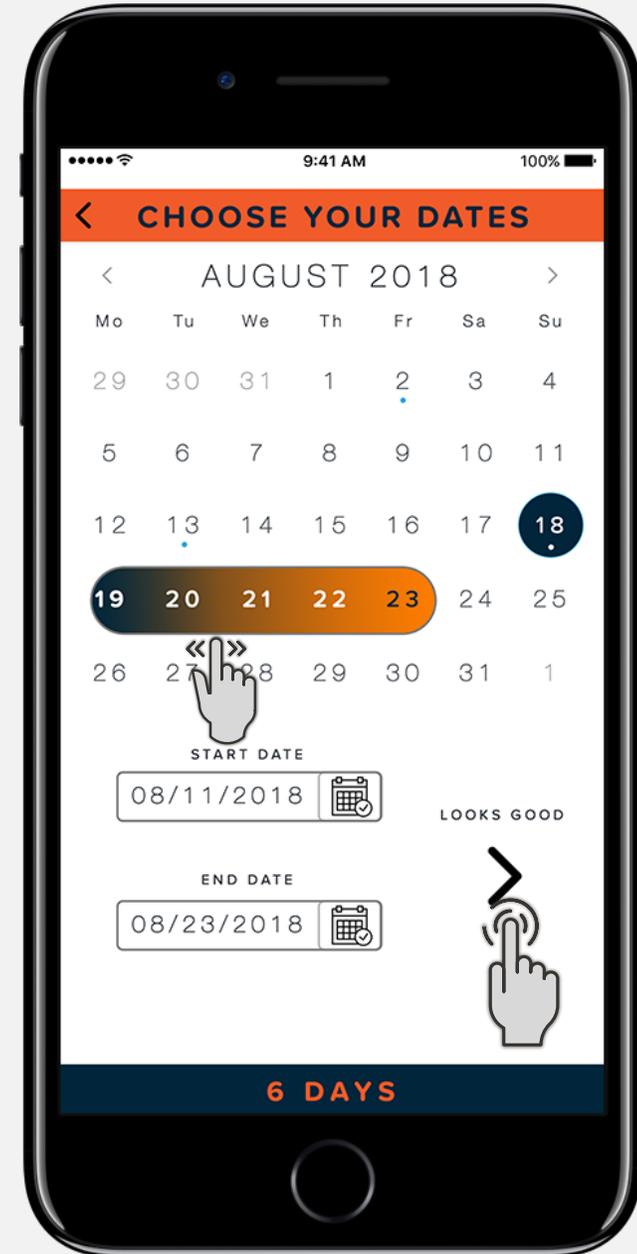
Selection of start-date and end-date of journey

Vrunda will select the start-date and end-date for her trip.

At this point user will select the duration of the journey. The user will be able to click pictures and shoot videos the day the user starts the journey on the selected date. However, the user will not be able to click pictures and shoot videos once the journey is completed which will be the end-date selected by the user.

2

Create Journey





1

Create Account

2

Create Journey



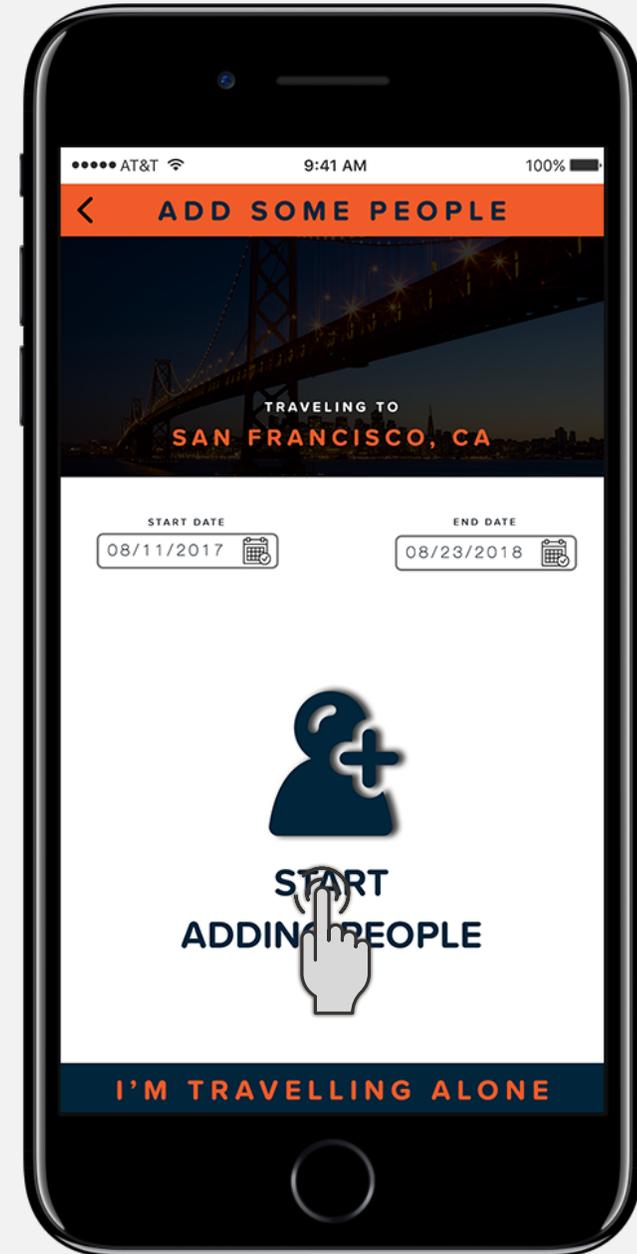
3/7

Add travel companions

Add people traveling with you

Vrunda will add people she is going with.

The user will have one more chance to confirm dates and destination. If everything is good to the user, the user can start adding people going with the user on the journey. If user is going alone it can choose option "I'M TRAVELING ALONE".

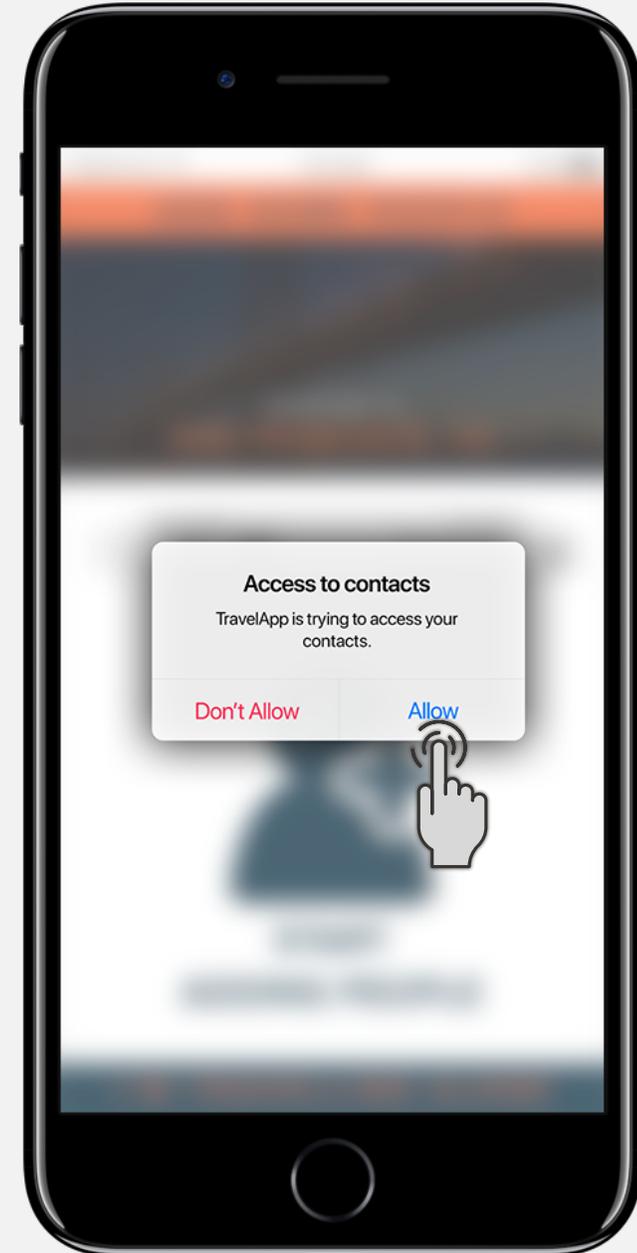


4/7

Allow access

Allow app to access contacts

Vrunda will allow the app to access her phone book to add travel companions directly from phone book.



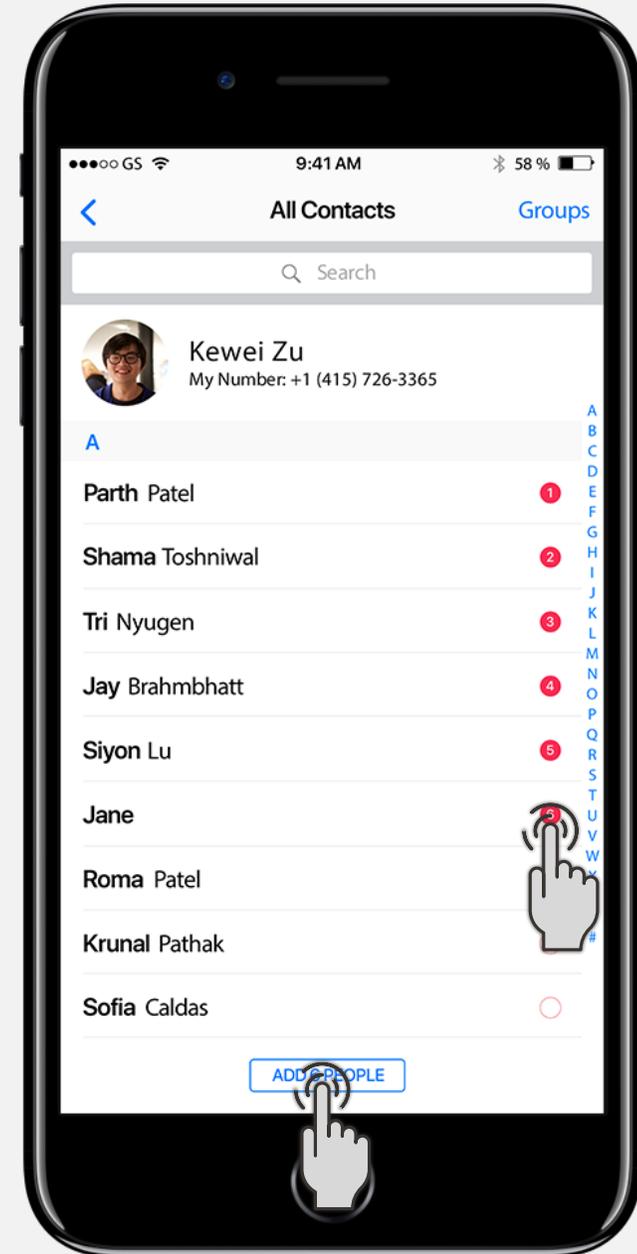
5/7

Select and add travel companions

Select the people you are traveling with and add them to your journey.

Vrunda will add her travel companions now.

The user will select the people going with the user on journey and by adding them to the journey user will be able to share pictures and videos with all users with a single click.





1

Create Account

2

Create Journey

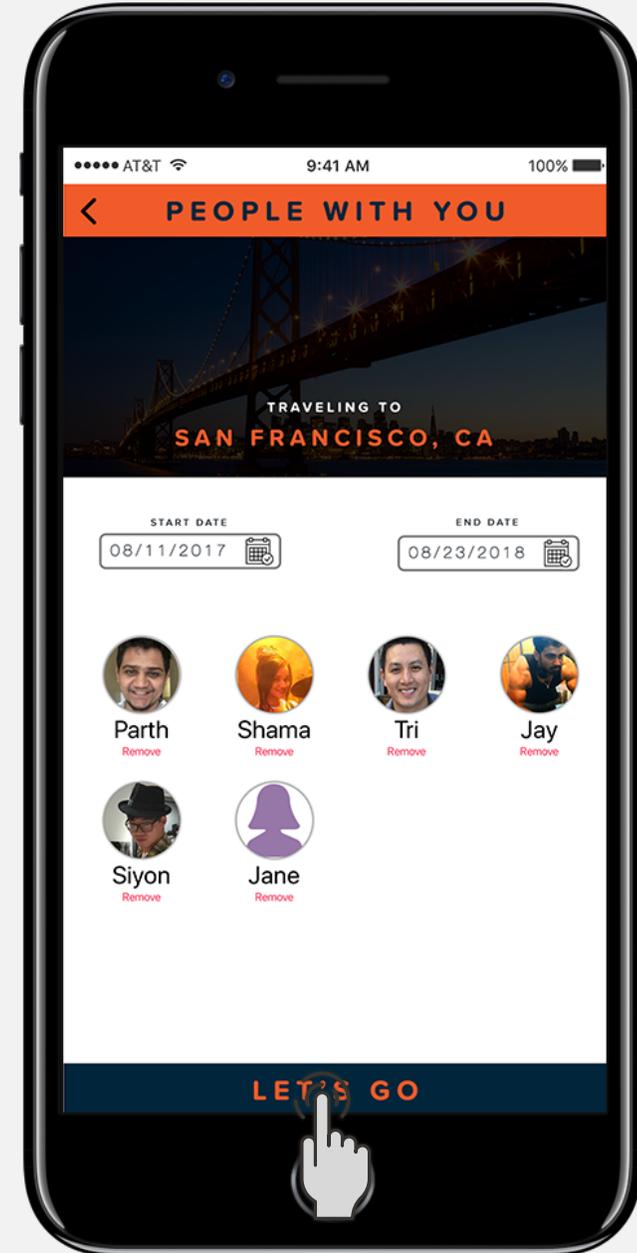


6/7 Start journey

User will start journey now and will capture all the precious moments.

Vrunda will reconfirm dates and people going with her and will start the journey.

Reconfirming dates is showing its importance here as the user won't be able to change the dates later. However, people can be added.



7/7

Successfully creation of journey

1

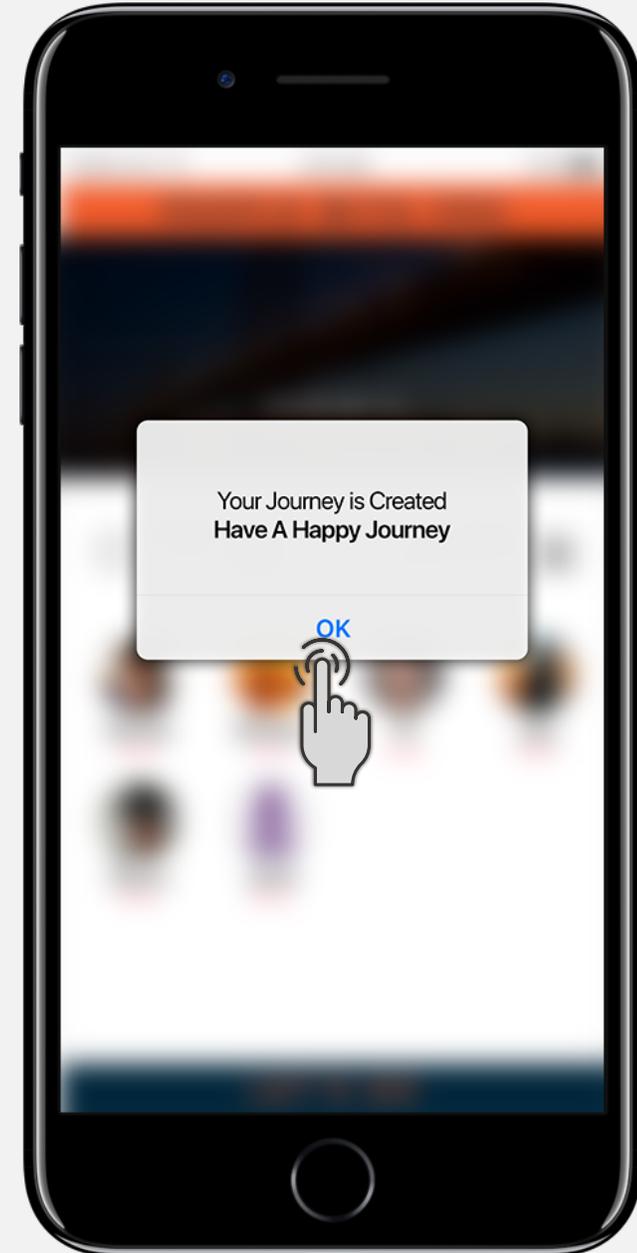
Create Account

A small greeting message on creation of successfully

Vrunda has created a journey successfully. The app wishes her having a nice journey.

2

Create Journey



TASK : 3

Click pictures and videos, and show to your beloved one

Outcome

User will take pictures and videos to keep them as a memory.

1/4

Click/Browse Album

Click to take pictures. Browse album to see your pictures.

Vrunda will be able to click pictures and shoot videos now. She also has some photo-options available and also camera control-options.

Camera-controls



Flash



Flip Camera



Grid



Memories



Capture Button



Video

Photo-options bar

SLO-MO VIDEO **PHOTO** SQUARE PANO

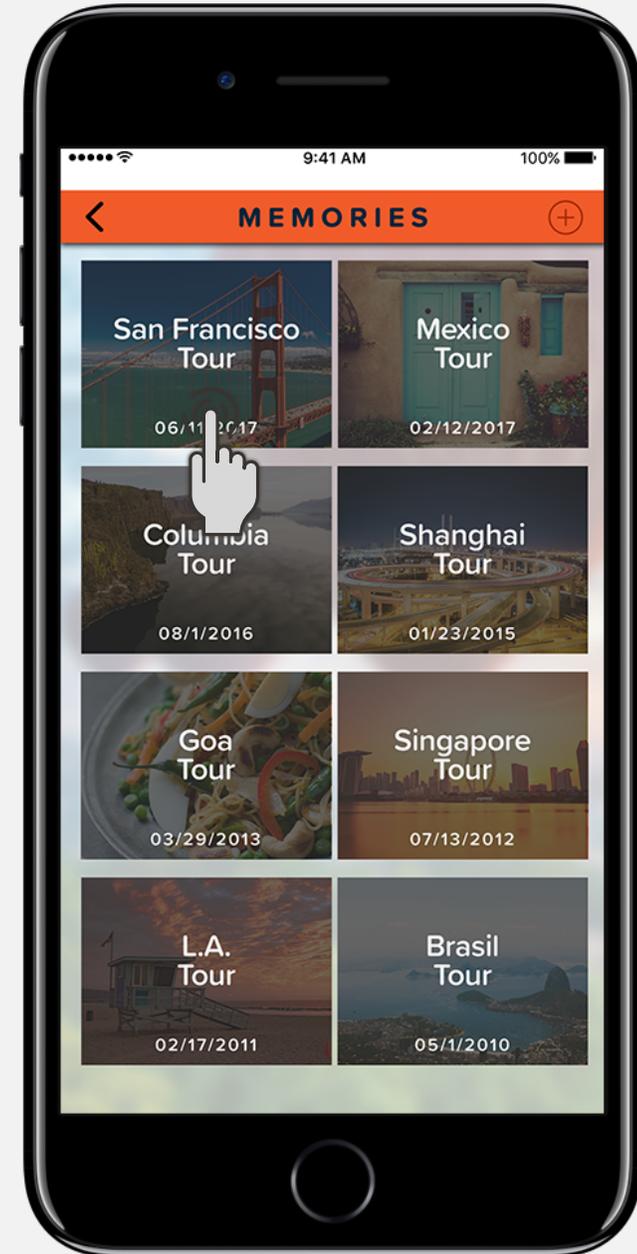


2/4 Browse memories

Take a look at your memories

Vrunda will select the tour to see pictures.

This is one of the main screens as this will appear first when the user is not on journey and will open the app. However, the user will be able to start a new journey from here by clicking the “plus icon” on the top-right corner.



1

Create Account

2

Create Journey

3

Take/Browse pics



1

Create Account

2

Create Journey

3

Take/Browse pics



3/4

Manage a memory-album

Manage or browse a memory-album to recall your memories

Vrunda will manage her memories now.

At this point, the user will be able to manage pictures. The user will be able to perform such tasks at this screen.

The user will be able to mark pictures as private so that other travel companions will not be able to see them; however, they will still stay in the same memory-album. The user can sync pictures to share with travel companions at one tap. User also can upload pictures from local phone memory. The user can share pictures on social media or delete the pictures.





1

Create Account

2

Create Journey

3

Take/Browse pics



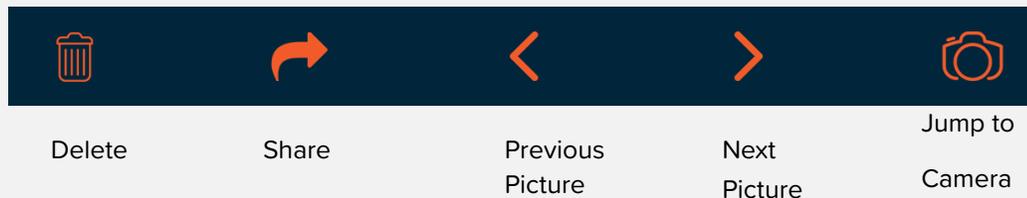
4/4

Take a bigger look

Browse picture on full screen.

Vrunda will browse pictures on full-screen mode to take a bigger view of image.

Here, the user has few options available. User can tap on chevrons to reveal the next picture or go back to the previous picture. There also is a share button to share pictures with social media. The camera button is a wizard to jump to the camera at any moment.



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