

User Experience Theme

Project Owner: Karen Yao, IMMT Fall 2019

Project Description (Version 8.0)

A social media travel platform which allows users to create profiles and streamline documenting travel memories and planned trips by collecting flags, photos, durations, locations, location-details, notes and necessary travel documents in an organized manner, designed based on a user's timeline and check-ins.

User Experience Theme

Explore the world and make each experience epic— epic enough to keep it safe in your pocket and relive it.

Ideas behind the Theme

- **Explore the world**— The core users of the platform are *travelers*; and the main purpose of each traveler is to connect with, learn, grow and experience the cultures and other people from around the globe.
- **Make each experience epic**— We want our users to make each footstep on a different area of land count; and to make them feel that each experience is worth grabbing your phone to, taking a photo, and sharing with family or friends.
- **Keep it safe in your pocket**— One of the goals of the platform is to keep memory tracking simple and convenient, something as simple as easily pulling out your phone from your pocket.
- **Relive it**— Nostalgia is one of the emotions we are aiming for the users to feel. We want them to live through those good, epic memories again; and we want them to feel that right amount of 'missing a certain place or period' and that right amount of 'encouraged to move forward and create new memories' in doing so.

Strategy around the Theme

It's important to remember that every traveler has a different timeline to tell; thus, we want to strategize around his/her freedom to control their own stories. This strategy is based on the key words (*explore, epic, safe, relive*) of the theme.

- **Explore**— Create the platform with the idea of one user empowering another user to travel and explore more.
 - Allow users to browse *adventures* of other users
 - Give them the option to share their *adventures* publicly or with friends
 - Allow users to share their insights about a certain travel destination/location
 - Gather and display said insights that could be helpful to other travelers, giving them general ideas about a country or city they have yet to travel
- **Epic**— Create individual profiles per person that would allow them to record their own timelines
 - Allow users to create their own profiles and record their own travels

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- Help them identify the highlights of each travel or trip
 - Make it easy for them to input their thoughts, opinion and notes on a certain travel destination/location
 - Find ways to display a user's travel progress in an encouraging and insightful way
- *Safe*— Create an interface that would store their memories and that would be convenient and easy to pull out.
 - Allow them to choose details that can be made private or public
 - Require login credentials for the security of each profile
 - Create a platform that is flexible to use in any digital device
 - Give them the ability to keep track by allowing them to save and delete travel memories as they please
- *Relive*— Create functions that will help users recall their travels and trips.
 - Display a user's travel progress in ruminating and reminiscing ways
 - Customize notifications based on their past travels
 - Find ways for users to recollect and summarize their memories in quick but meaningful methods
 - Make it fun and easy for them to style and personalize their travel memories