

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

User Experience Theme

Project Owner: Karen Yao, IMMT Fall 2019

- 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