



Unbound

The Travel App

DISCOVERY GOALS

DEFINE

Provide a proof of concept for Gather messaging

Seeing the both the issues and stresses related to virtual dating will help provide insight into the problems.

This walkthrough should:

- Portray a key user scenario
- Demonstrate unique and powerful value of gather
- Be cohesive with the rest of the Unbound App & brand

Additional Goals:

- High level description and scope of MVP
- Competitive analysis and key areas of differentiation for Gather

DEFINE PERSONAS & SCENARIOS



Courtney
Traveler



Eileen
Traveler



John
Traveler

Persona

late 20s/30s, educated, professional, active, the male version of Courtney, not a particularly experienced solo traveler, has done it for business and in major cities but is curious about other parts of the world and wants to do it right

Awareness stage driver

limited time due to work constraints, hard to schedule with friends/most friends married or going with SOs, has very specific interests in activities on the trip, wants to be respectful of the place he visits, same pain points as Courtney but ALSO that many of these types of trips are geared towards women and he doesn't see a place for him, constantly searches google and is disappointed

Possible Scenarios

Unable to find and locate inspiring places to visit

Get's lost and doesn't know how to ask locals for help

In middle of trip and cell phone loses service

... Phone breaks or gets wet and

Trying to find like minded individuals to travel with (especially

Starts to feel uneasy

Possible Scenarios

Not tech savy, so has problems navigating

Possible Scenarios

Is color blind, so not able to access or distinct certain parts of the app

Needs more male inclined activities than female

Searched google, but needs a more unique experience

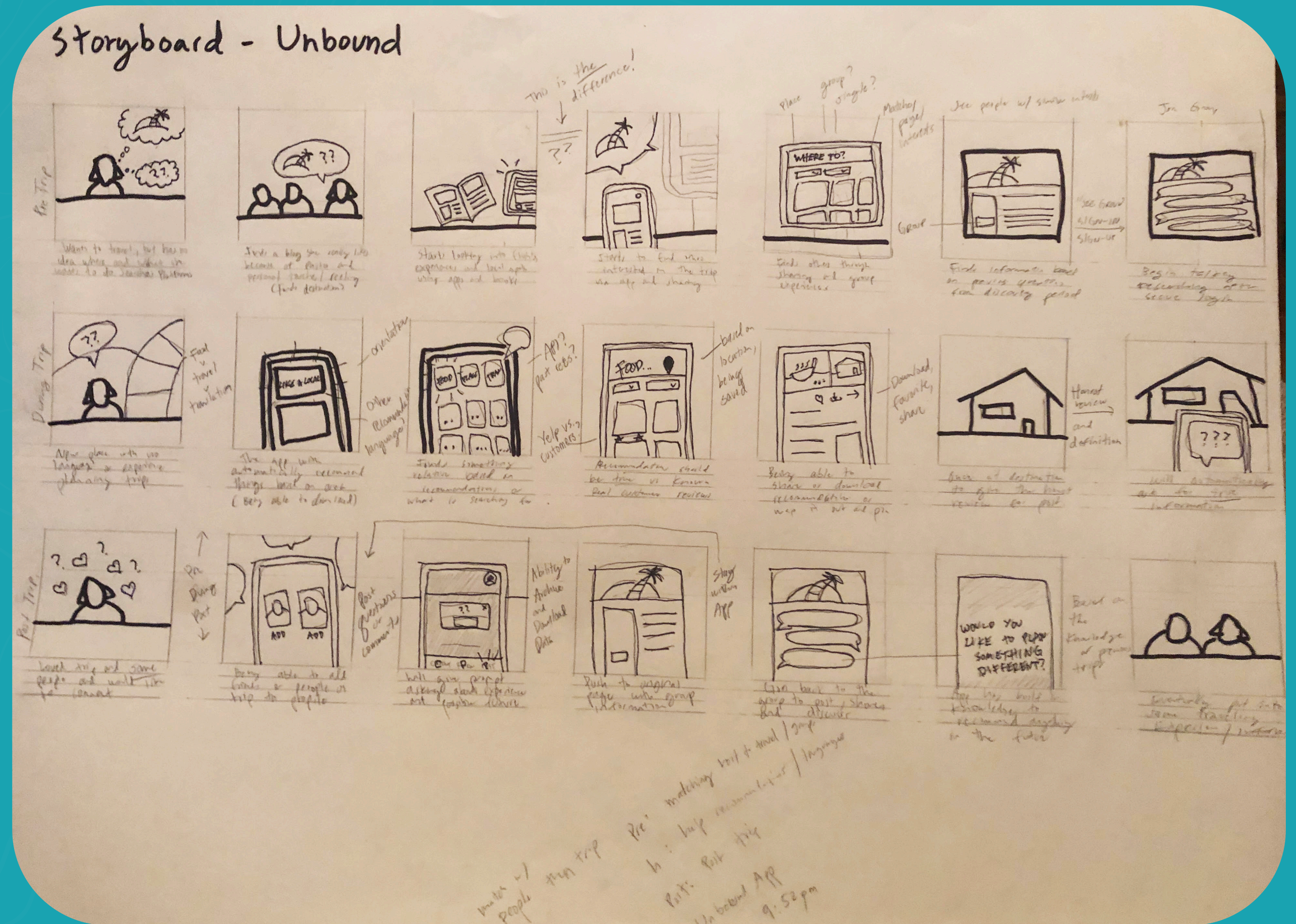
Wishes there was more communication and people during solo travel

Gets stuck in an airport from a delay or cancelled flight

DEFINE STORYBOARDING

Based on the user personas we sketched out possible stories to help define how someone will book a trip or be interested in the content of a certain destination.

These are the steps necessary to see how a user might interact with the app



DISCOVERY APP FLOW

Intelligent Results

For users who know vs don't know what they are looking for we try to aim to remove the process of a complex search and hierarchies. Instead, we present a simple and intelligent search that involves filters that will change overtime based on common interests and collected data. This will give the user a more genuine, and intuitive, way to help find their next adventure.

Possible faceted options plus collected data help find best possible results



Search results span every area of communication and related interests

ACTIVITY



INTEREST








PEOPLE













DISCOVERY
APP FLOW






ACTIVITY

-  Dates
-  Duration
-  Price
-  Level
-  Region

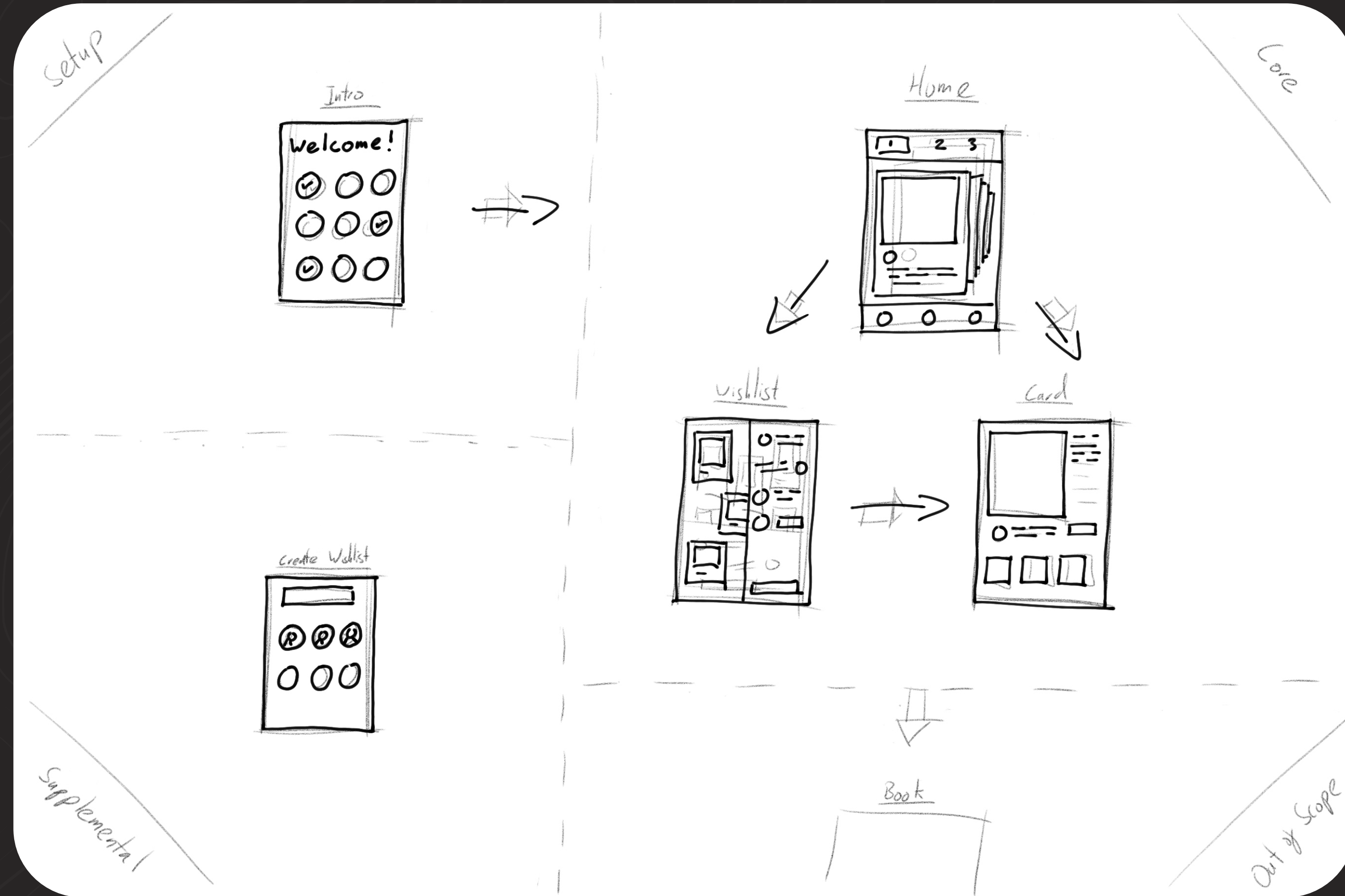
INTEREST

-  Active
-  Food
-  Sea/Water/Boating
-  Animals
-  Photography
-  Music
-  Drink
-  Sports
-  Hiking/ Climbing
-  Culture

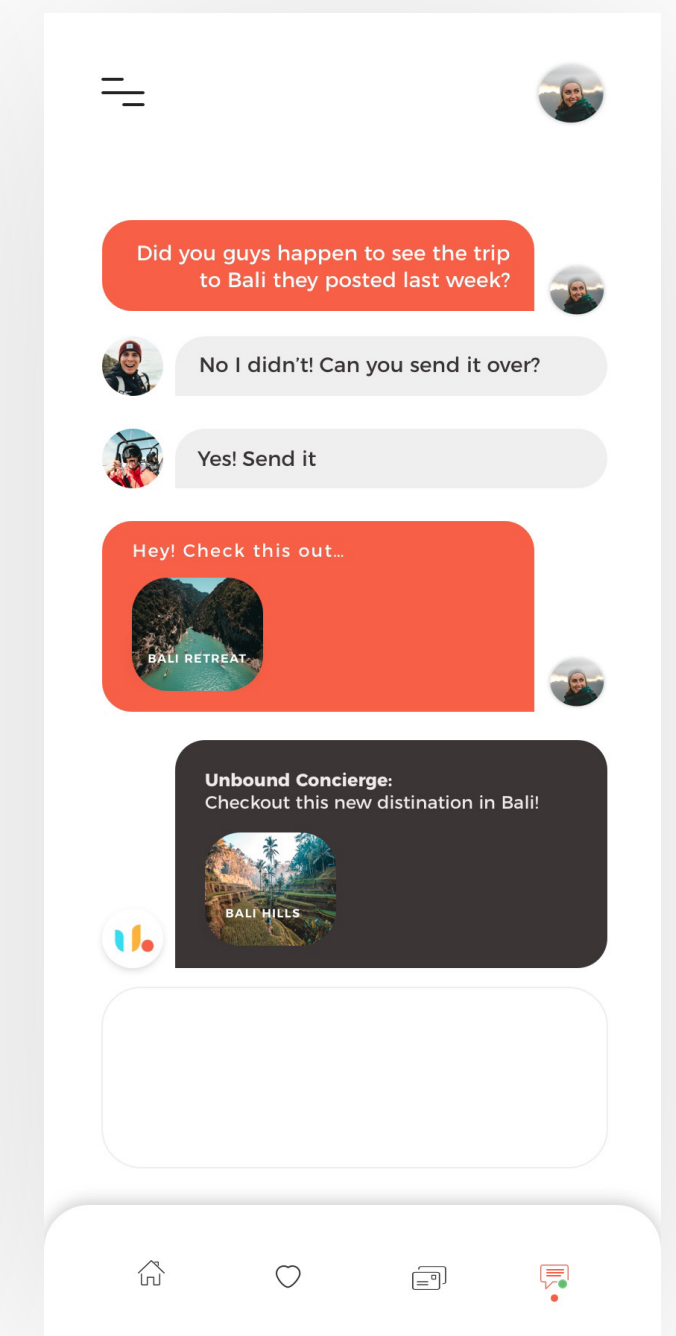
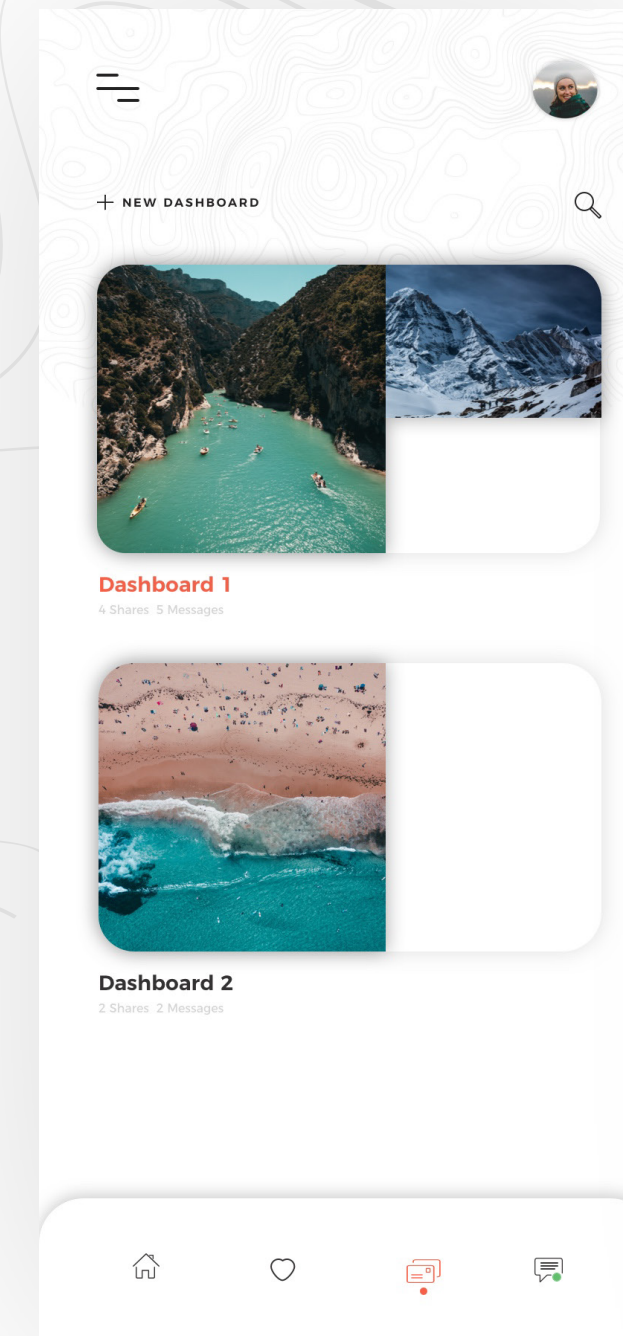
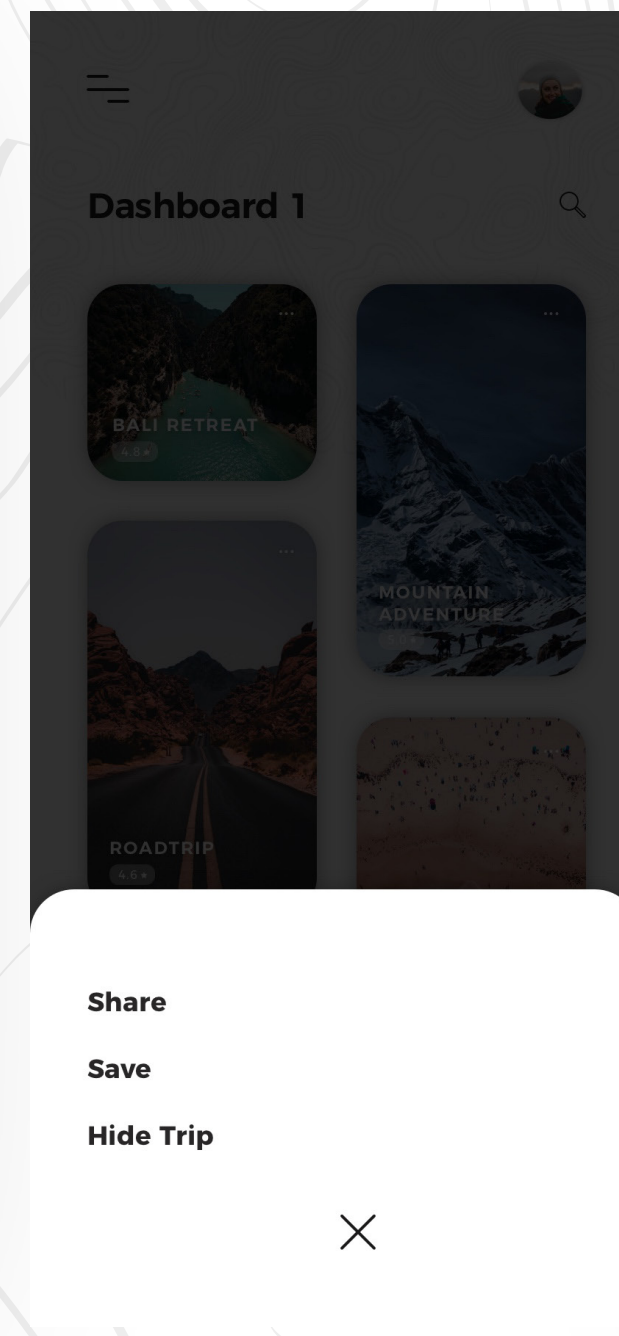
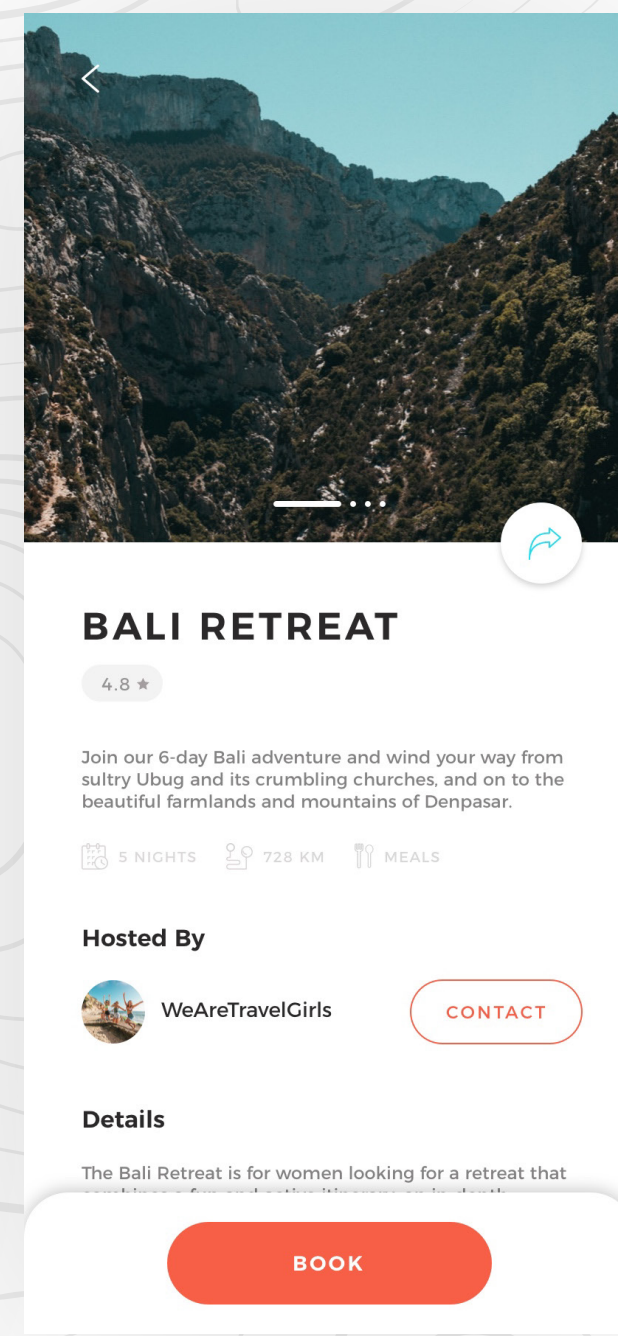
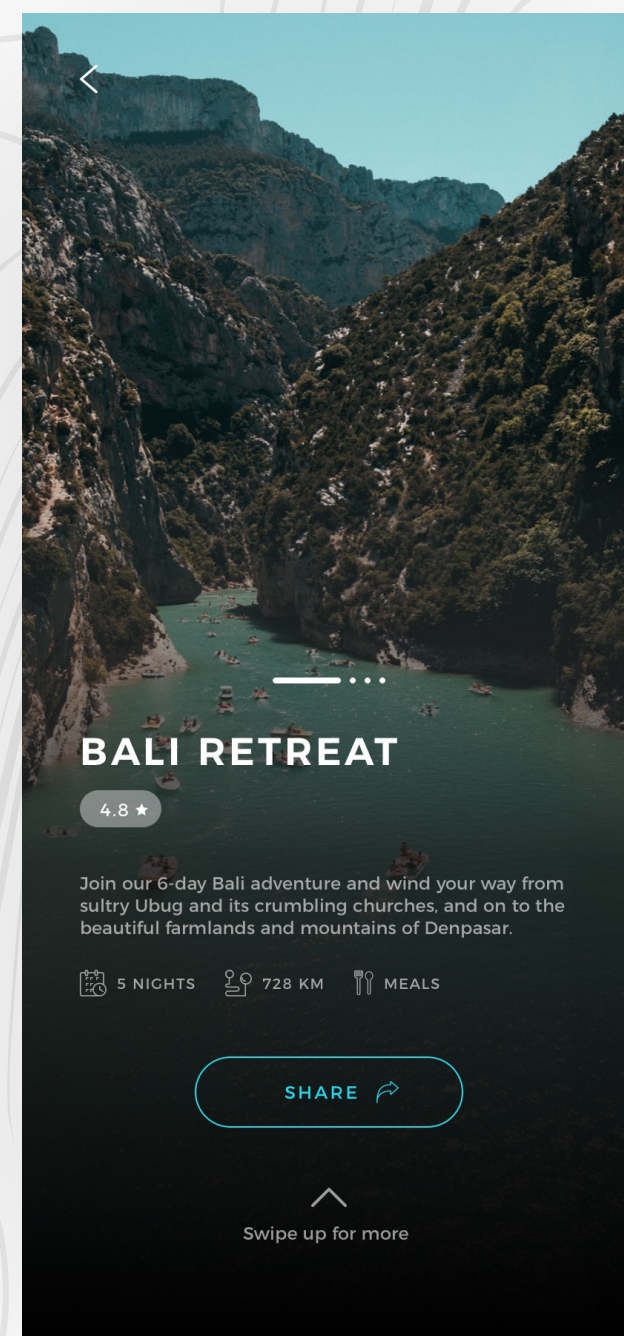
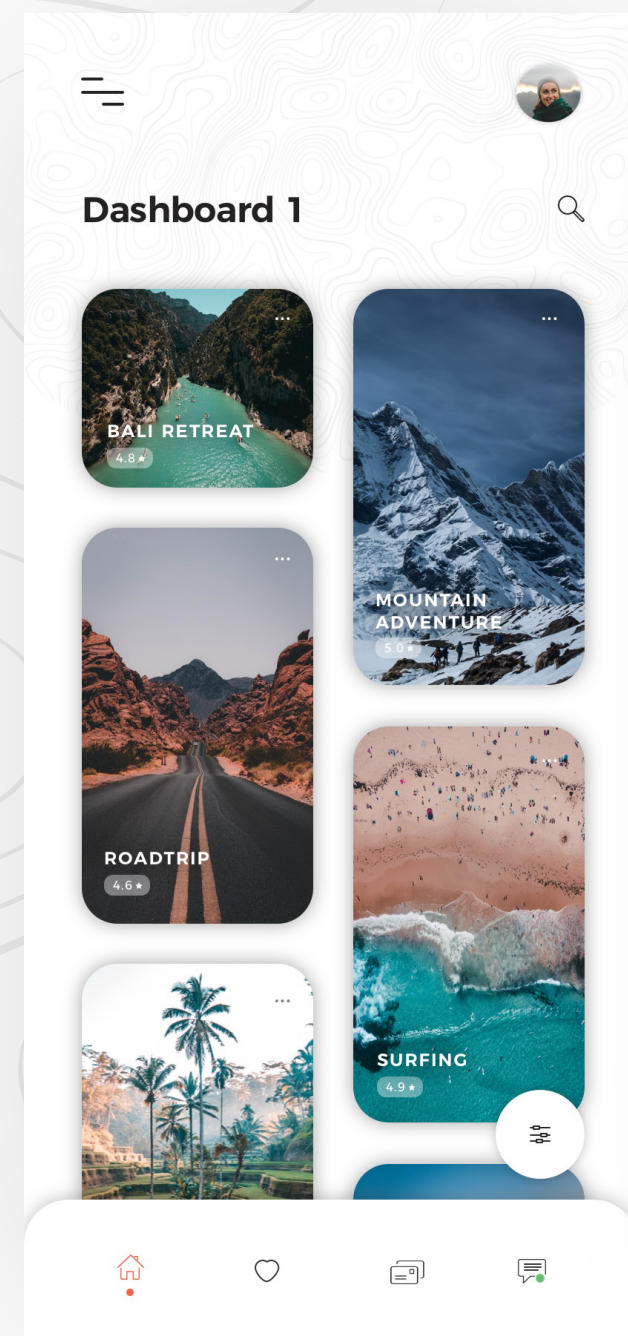
PEOPLE

-  Count
-  Age
-  Connection (interests, activities)
-  Language
-  Group

DEFINE
**LO-FI
PROTOTYPES**



DEFINE HI-FI PROTOTYPES



END.
THANK YOU