

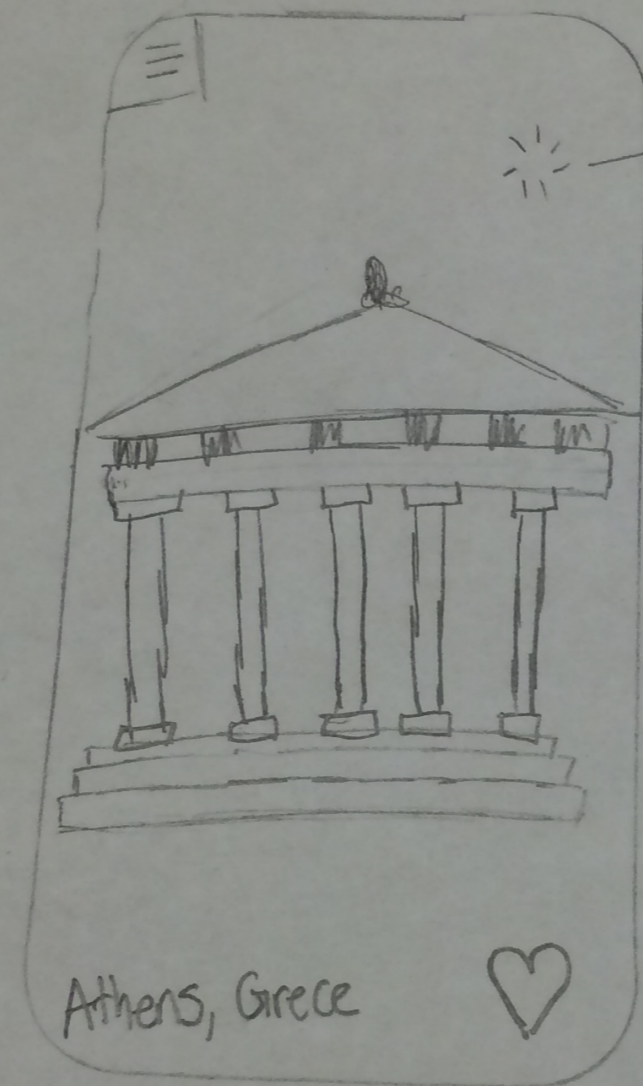
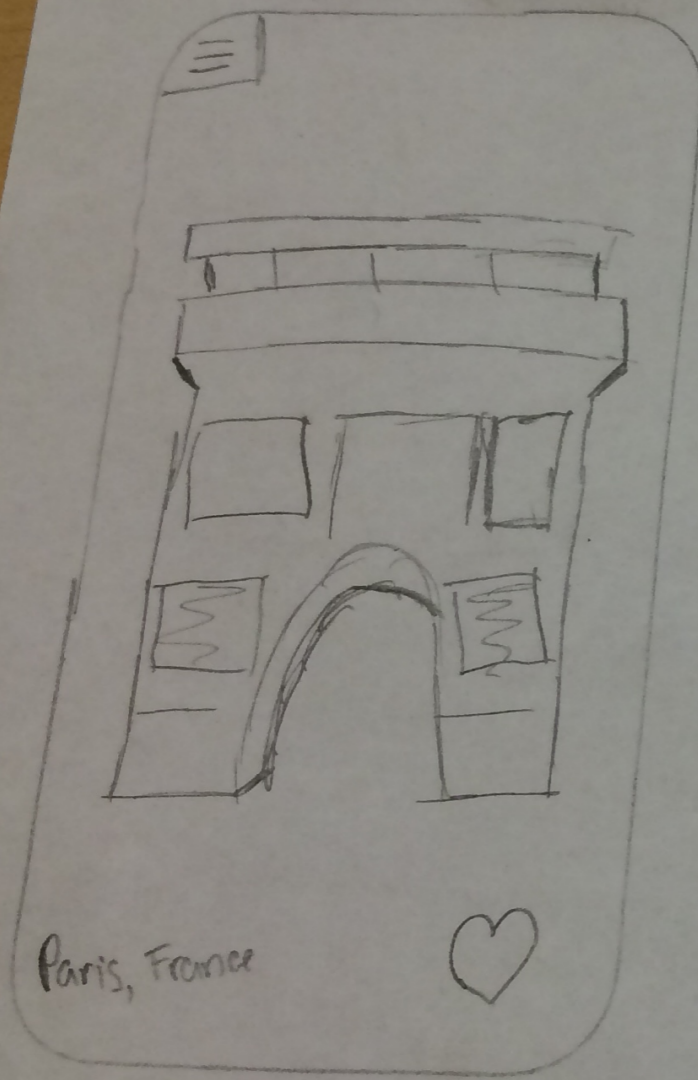
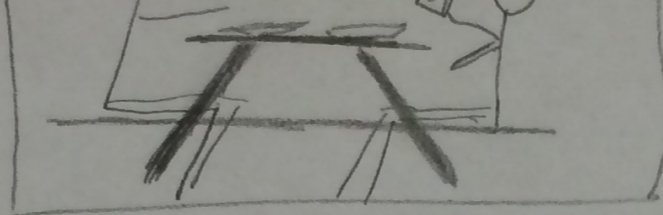


UNCHARTED

Discover the destinations you never imagined

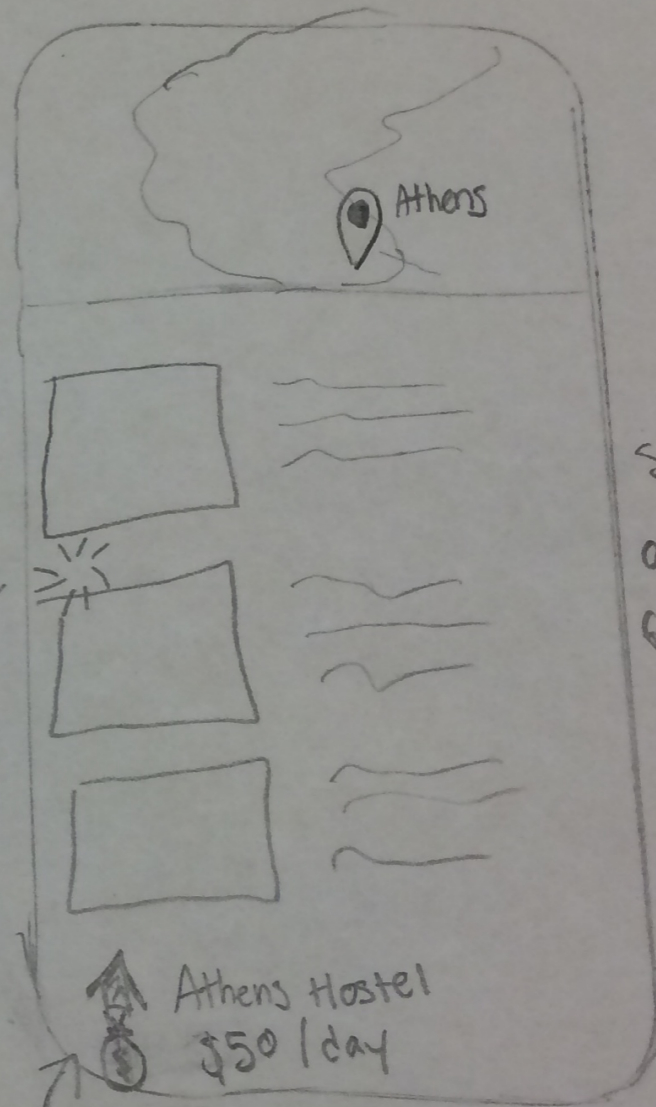
Mission Statement

“To simplify and improve travel planning by making new places that suit your needs easily discoverable.”



click shows trip details

click takes you back to overview



Suggested activities for students at these destinations

suggestions on where to stay and estimate budget

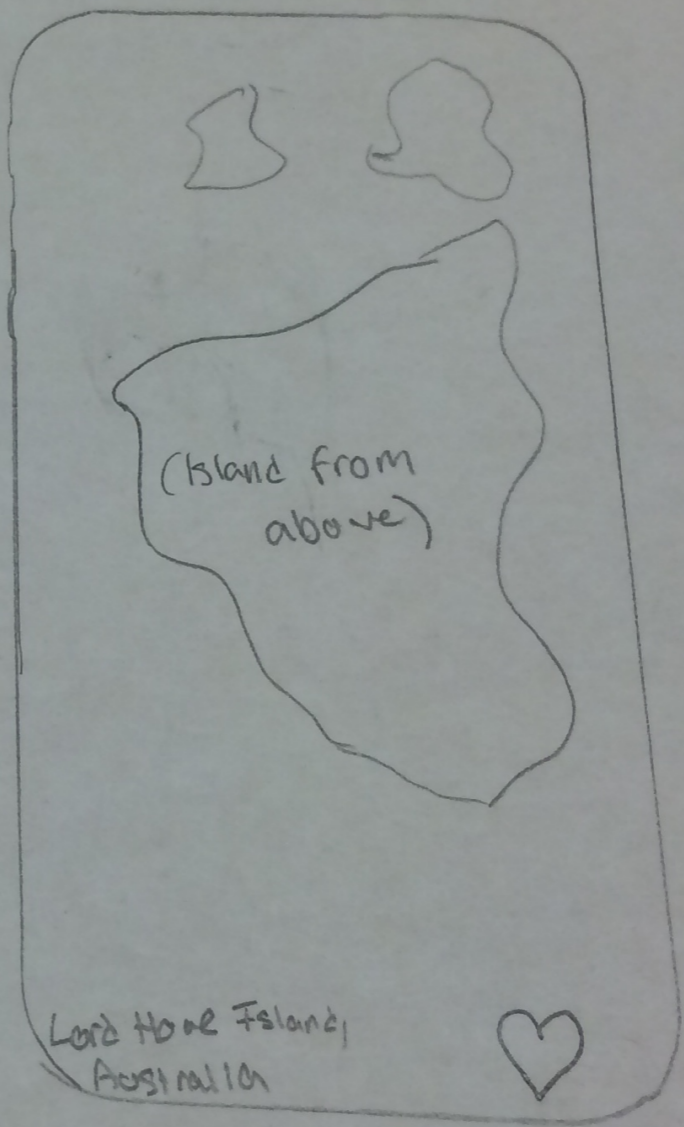
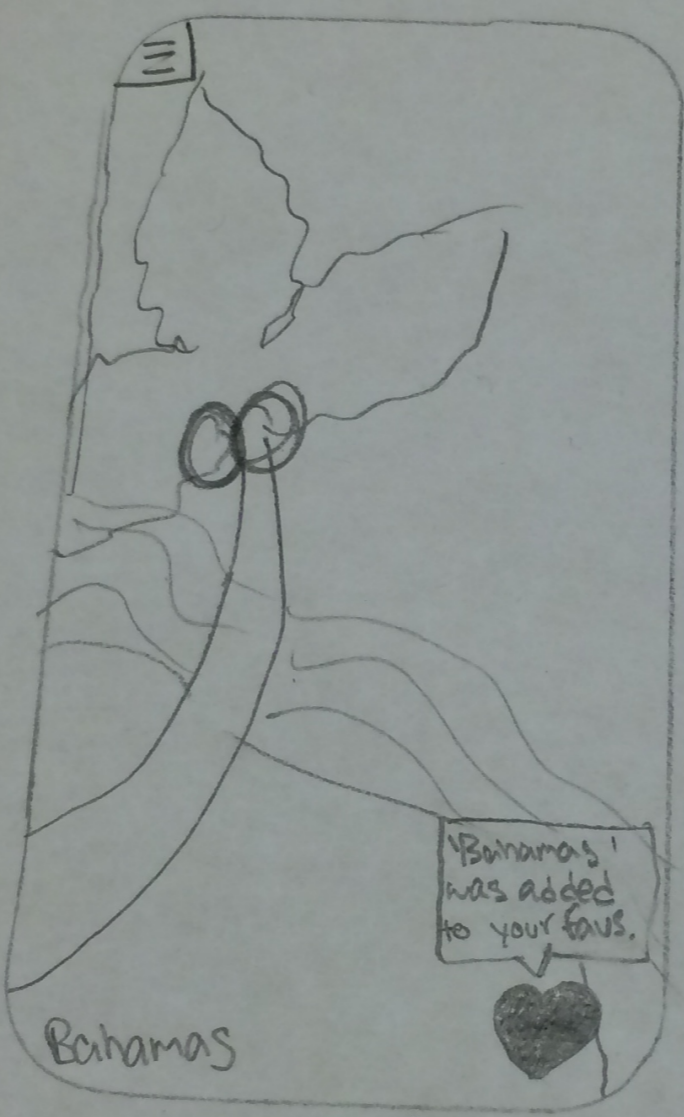
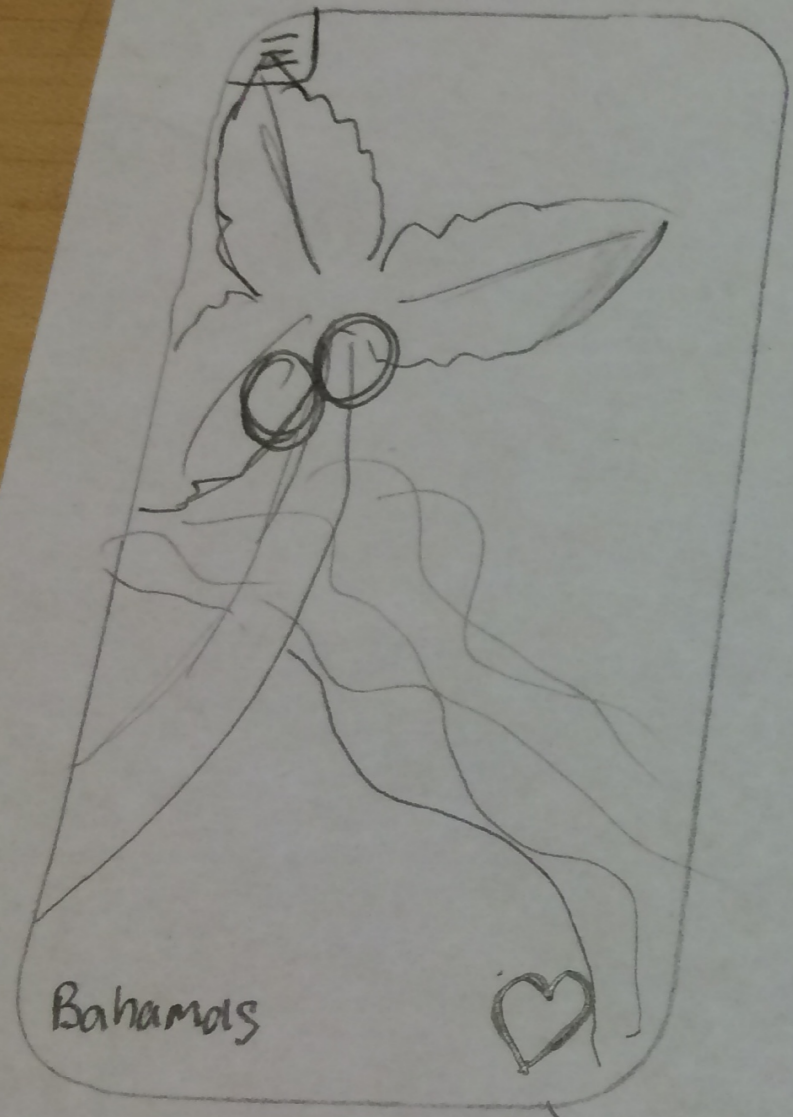
"Entry View"

left swipe to

Simple Task

of spring break destinations

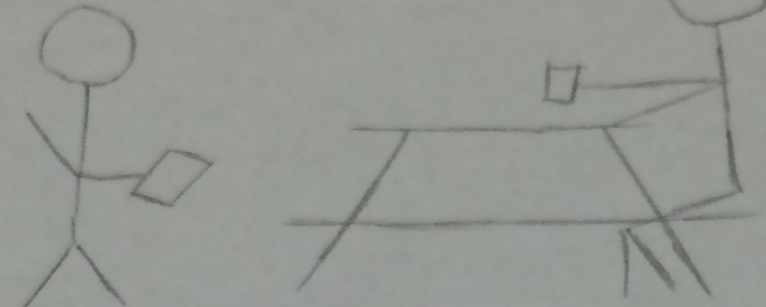
time, such as riding the bus



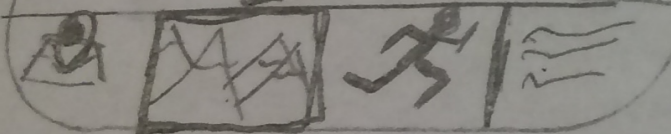
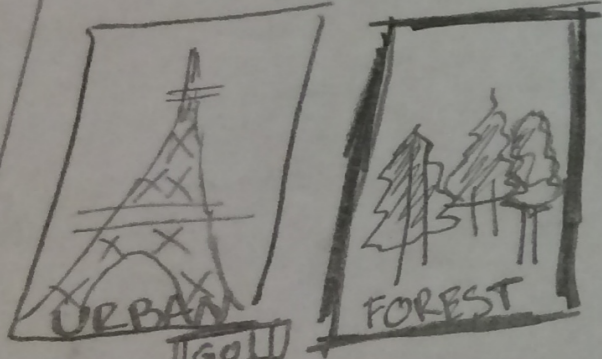
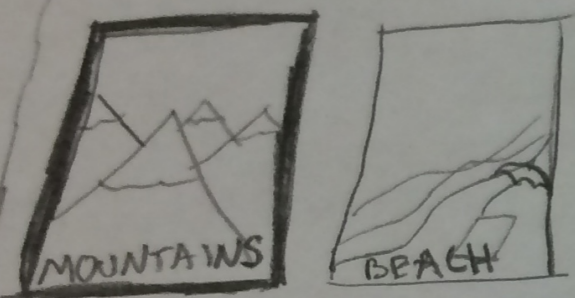
Short tap
adds destination
to default favorites

left swipe

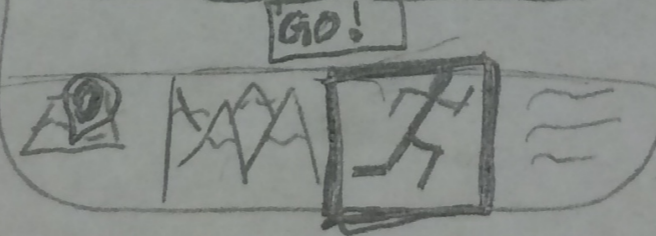
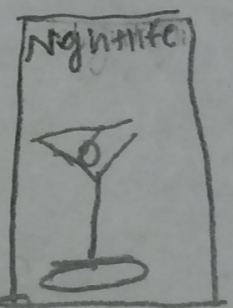
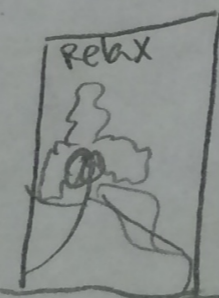
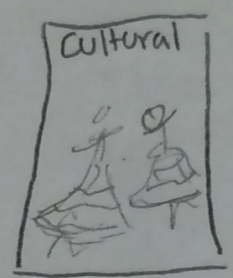
Moderate Task



Filter Your Destination
- Setting -



Filter Your Destinations
- Activities -



Current Filters

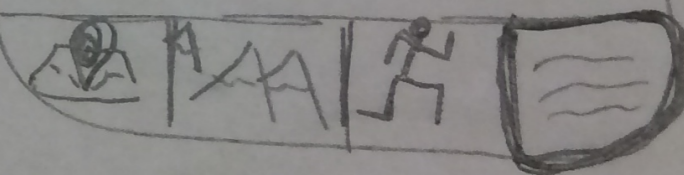
South America | X

Active | X

Mountains | X

forest | X

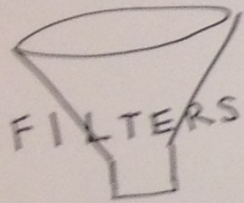
GO!



Complex Task

Home

WISHLISTS



FILTERS

Favorites

(SEARCH) MY FAVORITES

(SEARCH) Budget List

Long tap to add the location list
Single tap to add the default favorites list

Learn more

OK

Tap to view Trip Details

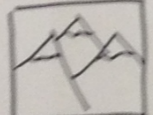
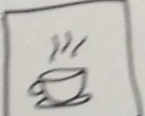
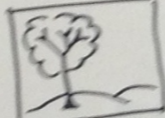
-OR-

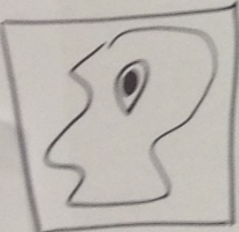
Swipe to view next destination


OK


←

Location Name

1   

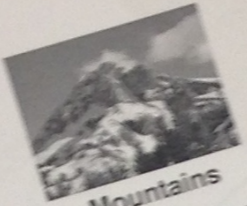
2 

3 

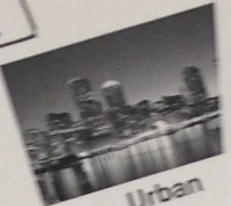
 \$40/day



Go!



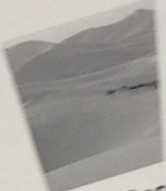
Mountains



Urban



Beach



Des

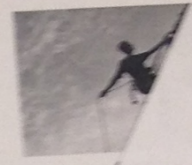
Go!



Relaxing

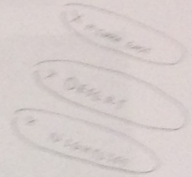


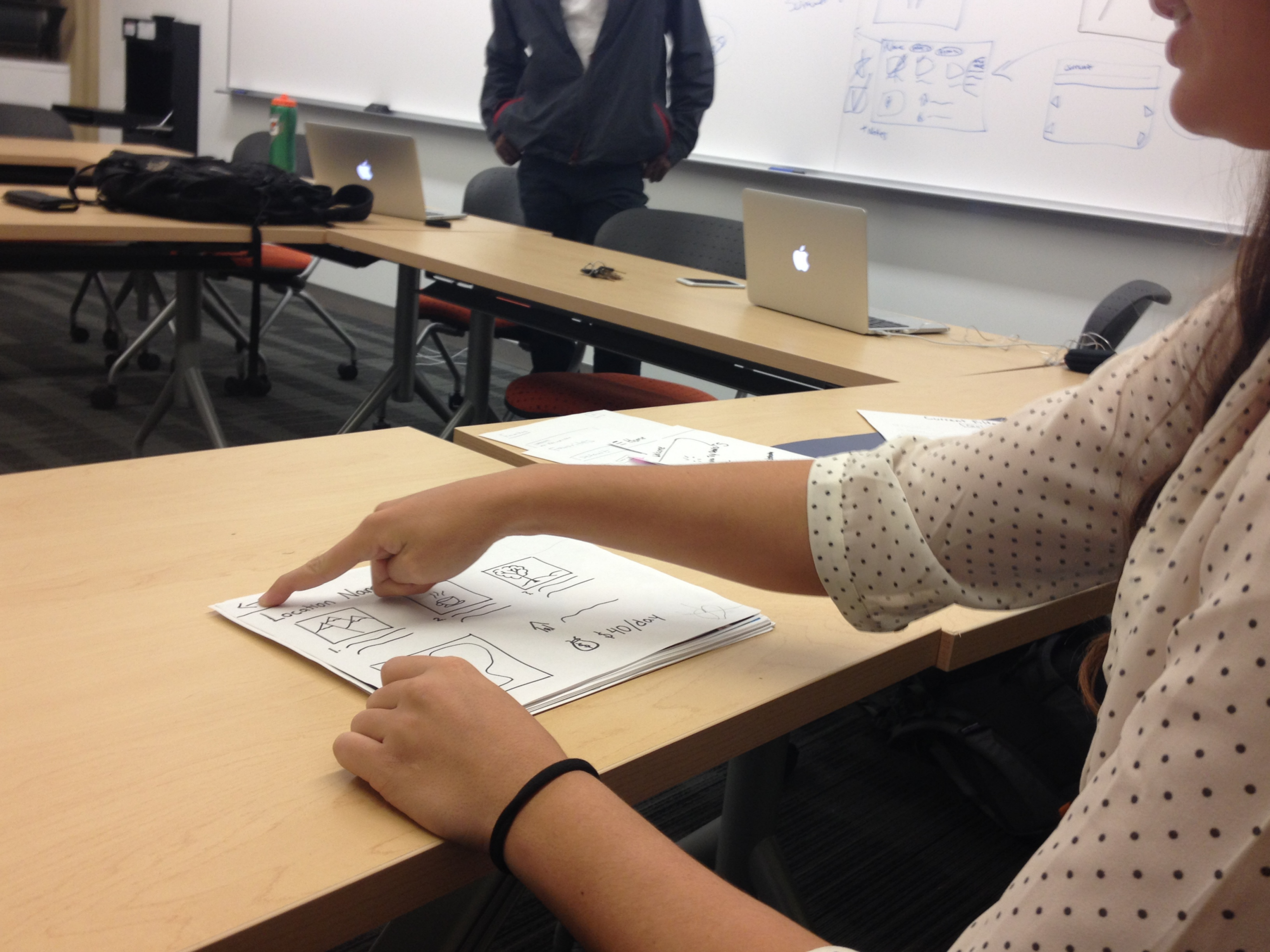
Cultural



Current Filters

Go!





Home

WISHLISTS

FILTERS



Go!

Mountains

Urban

Relaxing

Beach

Desert

Cultural

Current Filters

Go!

1. [Filter]

2. [Filter]

3. [Filter]

Favorites

(SEARCH) MY FAVORITES

(SEARCH) Budget List

Heart icon

← Location Name

1. [Icon]

2. [Icon]

3. [Icon]

[Profile Icon]

↑

\$ \$40/day

Welcome

☀ Tap to view Trip Details

-OR-

←

Swipe to view next destination

OK

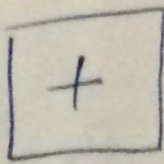
Long tap to add the location list

Single tap to add the default Favorites list

OK



Favorites

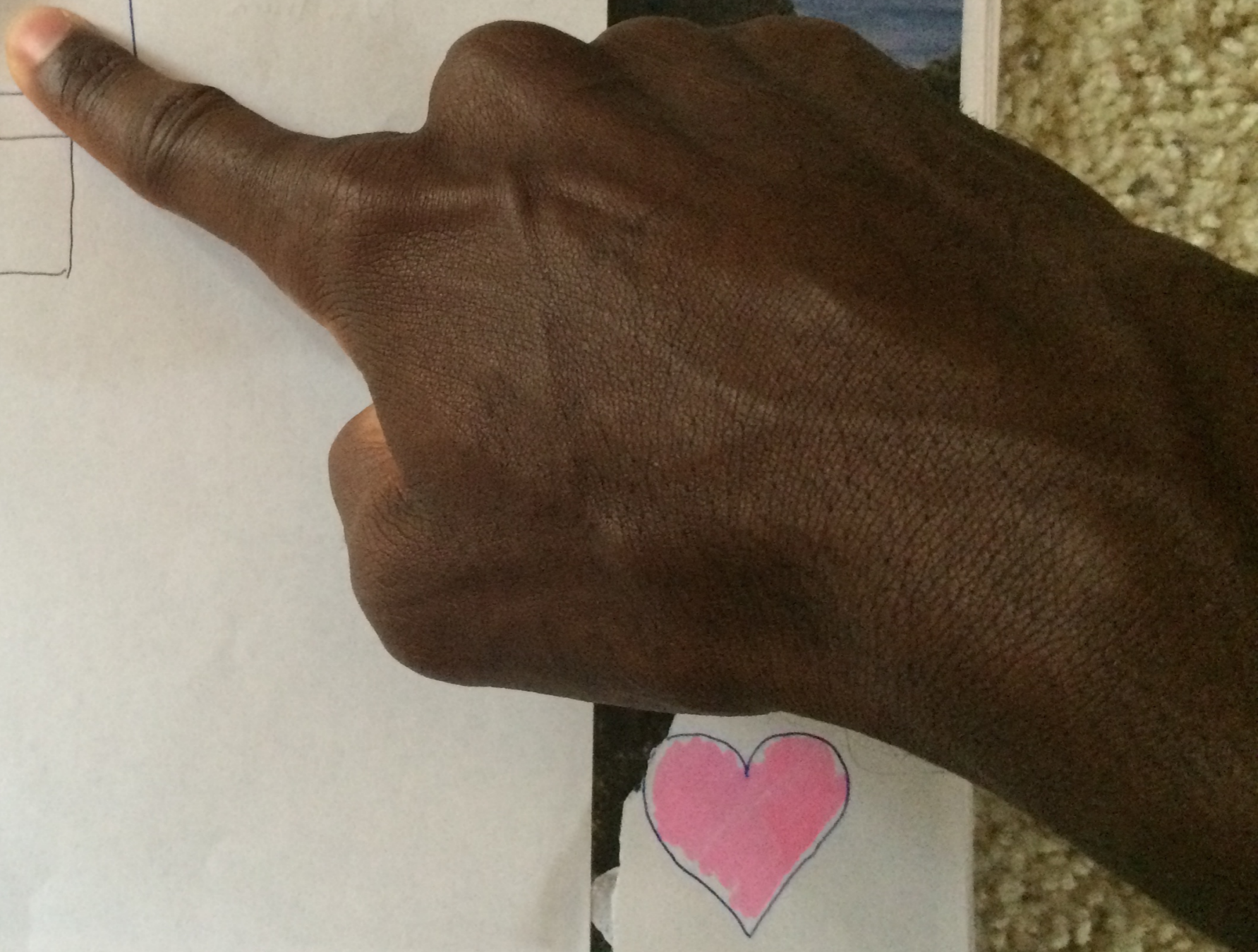


(DEFAULT)

MY FAVORITES

(MAKE DEFAULT)

BUCKET LIST



Home

WISHLISTS

FILTERS



Go!

Mountains

Urban

Beach

Desert

Relaxing

Cultural

Current Filters

Go!

1. [Filter]

2. [Filter]

3. [Filter]

Favorites

(SEARCH) MY FAVORITES

(SEARCH) Budget List

← Location Name

1. [Icon: Mountains]

2. [Icon: Coffee]

3. [Icon: Tree]

[Icon: Profile]

↑

\$40/day

Long tap to add to location list

Single tap to add to default favorites list

OK

Welcome

☀

Tap to view Trip Details

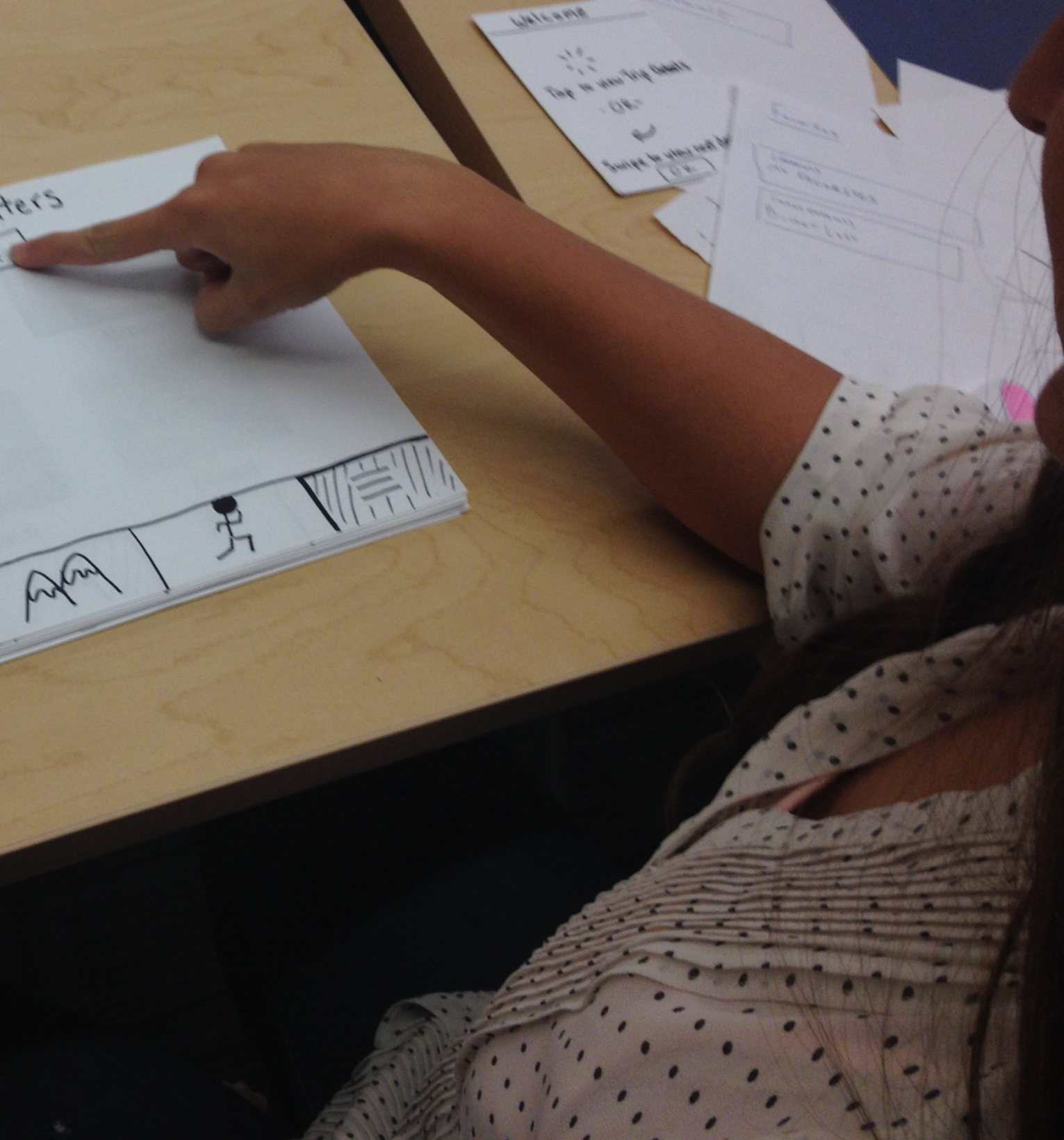
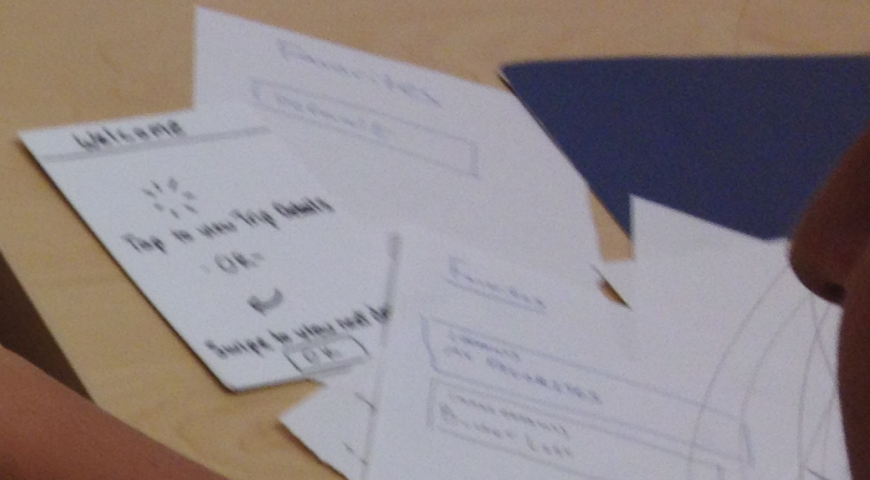
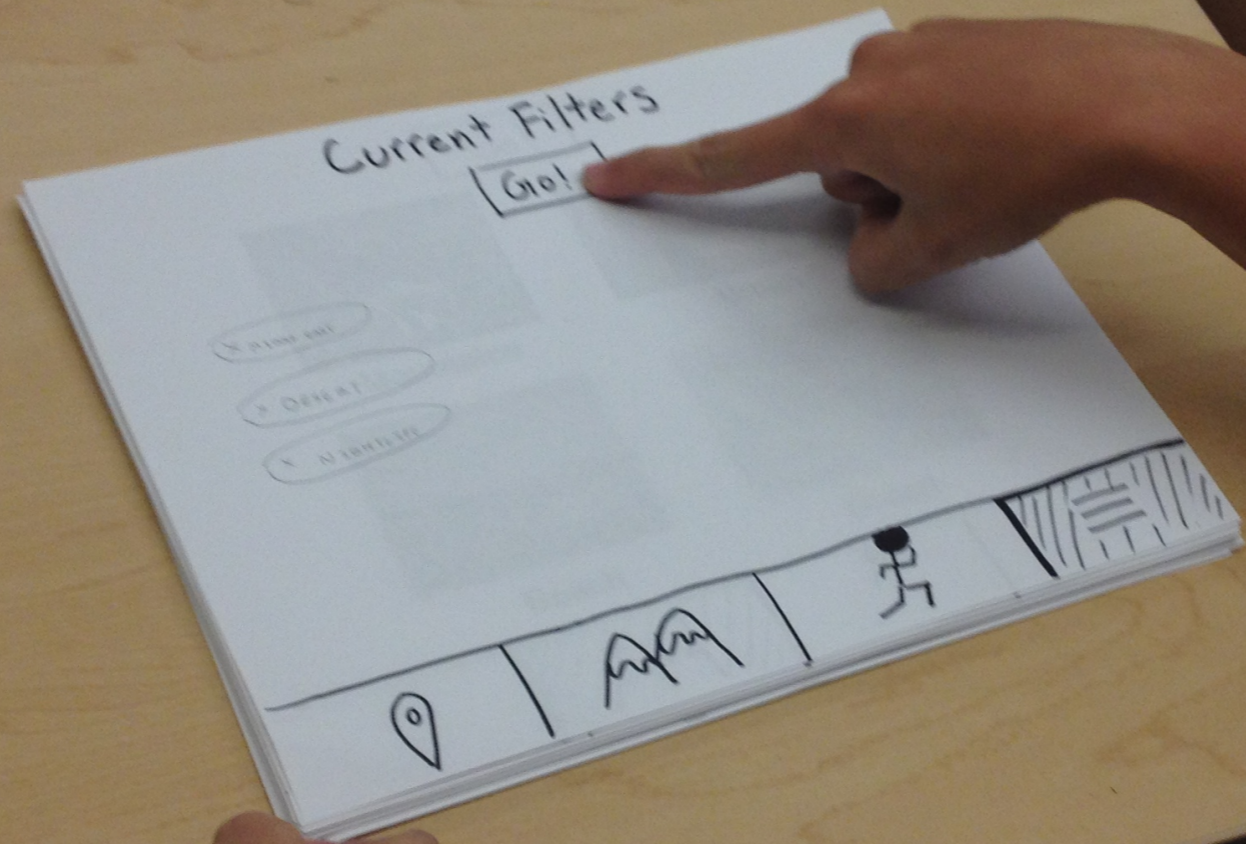
-OR-

←

Swipe to view next destination

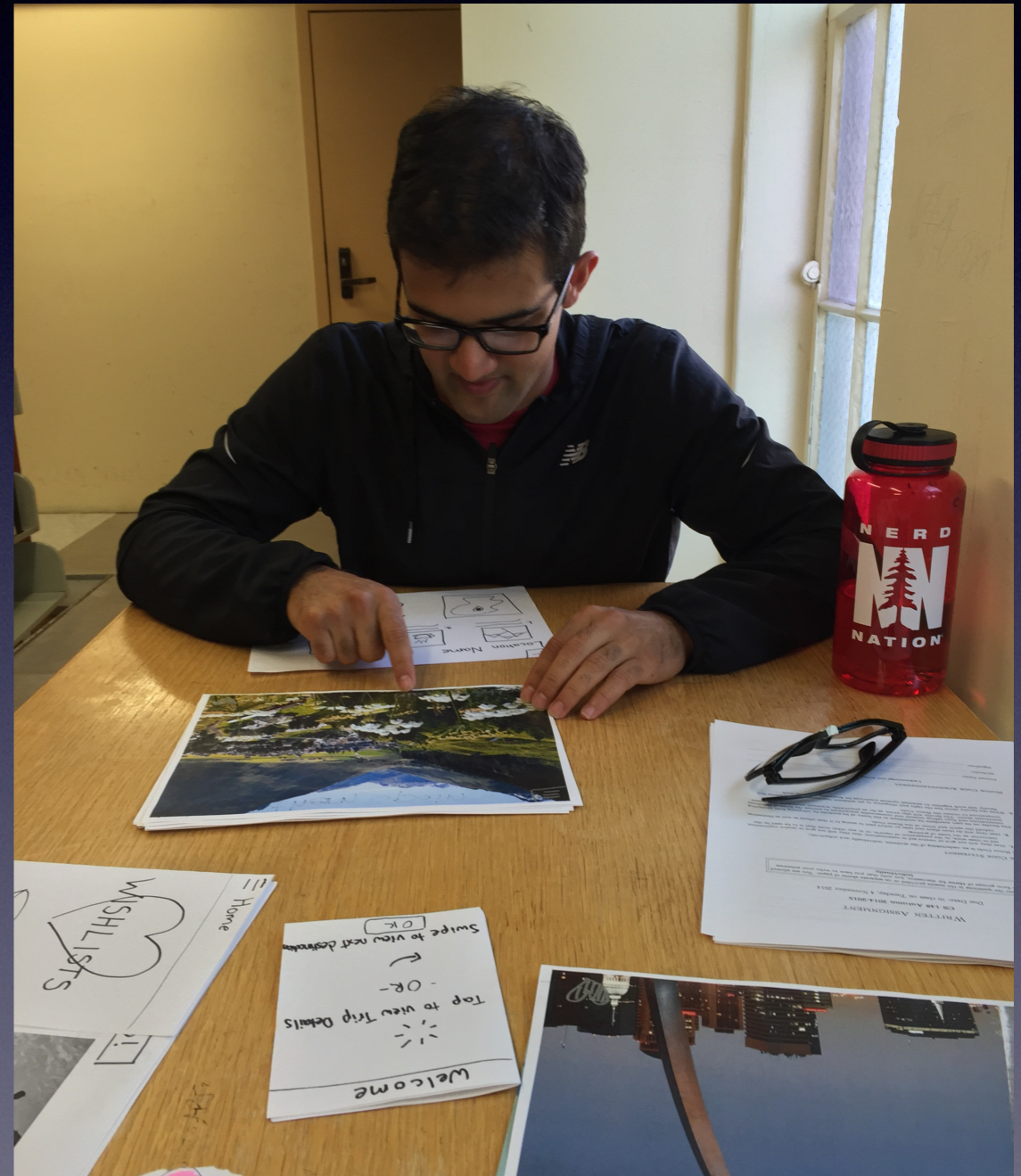
OK





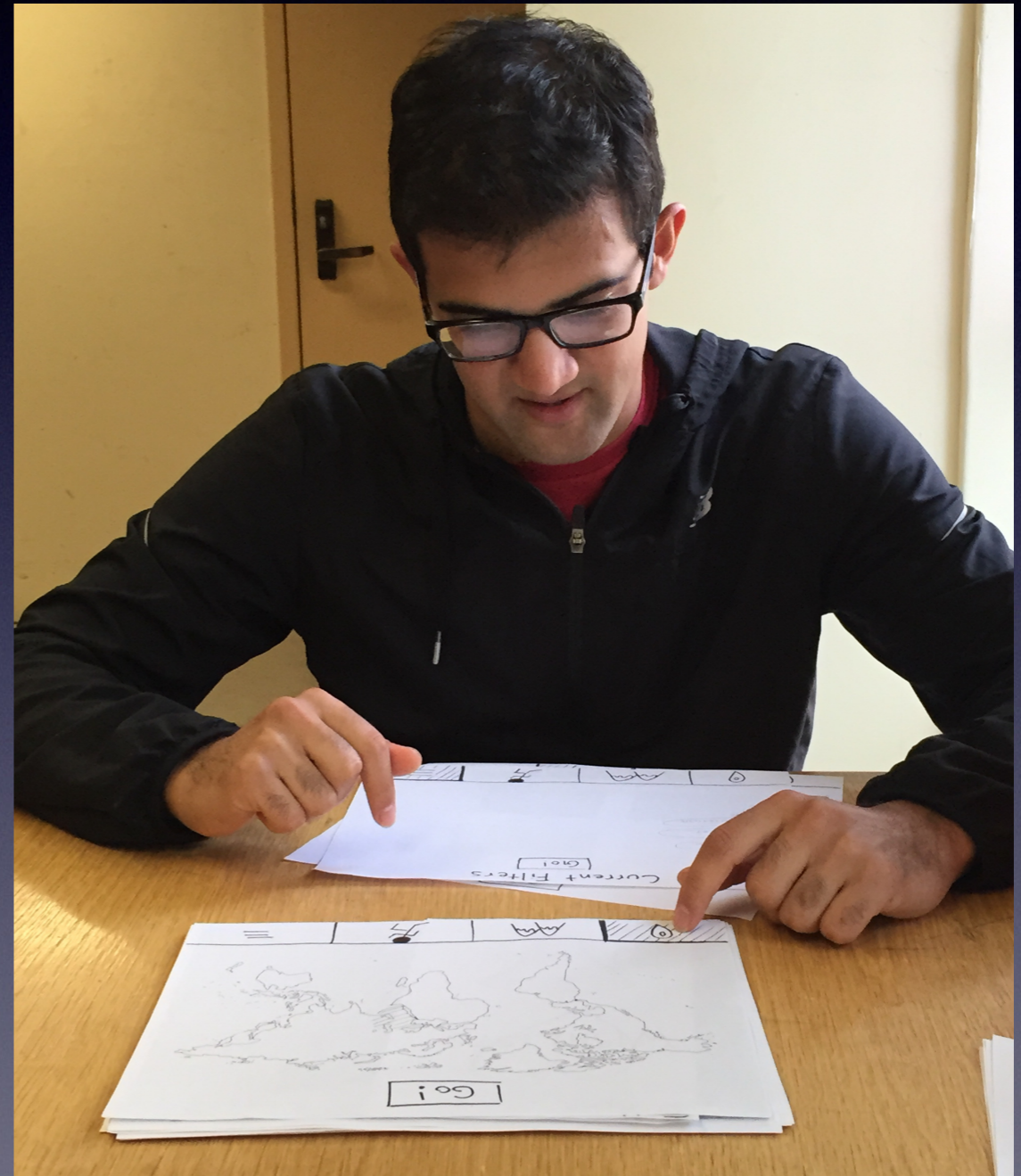
Method

1. Let them explore page
2. Ask expectations of the page
3. Did the page meet expectations



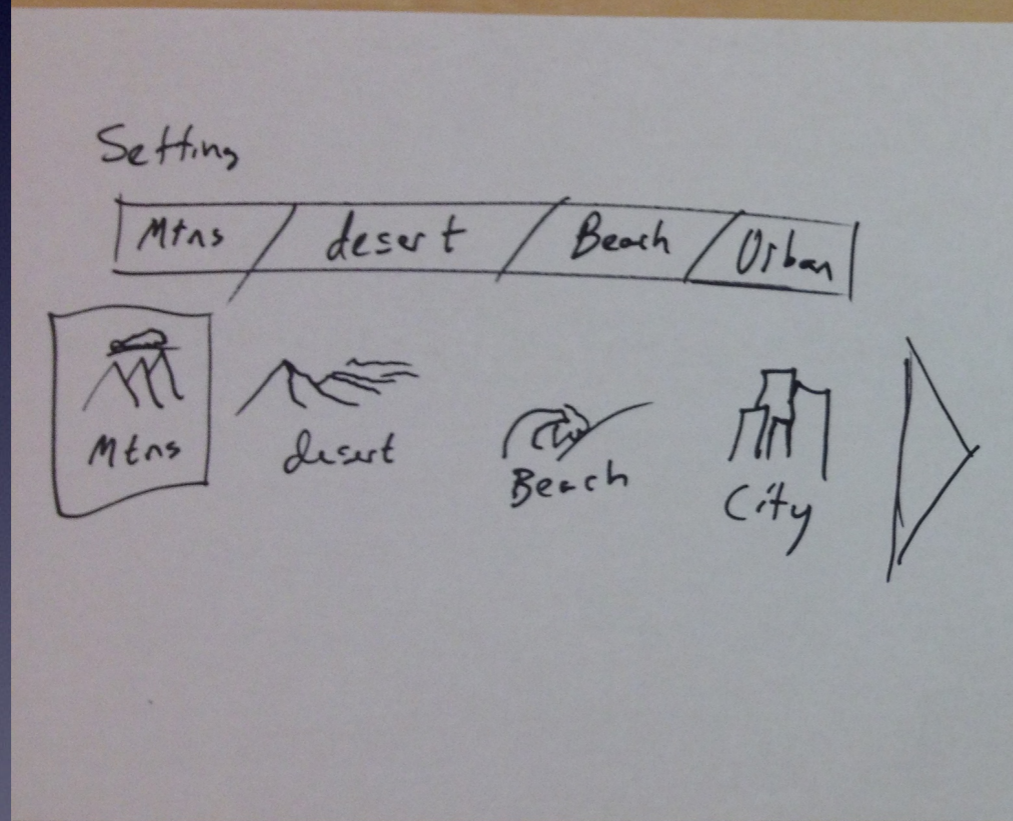
Results

- Complicated filter
- Visual component appreciated
- Correct level of information

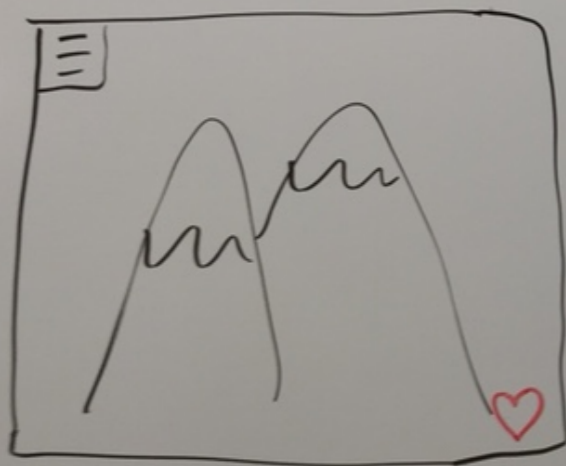


Add notes to wish lists

Simplified Filter



Add Filters to Page



vs.



or



We want to...

- simplify filters page
- make current filters visible
- add notes