Bringing travellers the perfect companion to guide them through a day balanced with planned activities and spontaneity
WHAT WE ARE SOLVING

Travellers desire a balance of planning and spontaneity

Usher is a platform that allows users to shape their day on-the-go
From **HE results** to revised **UI designs** to **prototype status** to **demo**.
HEURISTIC EVALUATION RESULT

33 Violations,

9 Consistency Problems,

8 Design Problems,

2 Severity Four Problems
CHANGE I - ADD BUTTON ADDED
CHANGE II - DESIGN CLARIFICATIONS

L'Entrecote

- 15 Rue Marbeuf, 75008, Paris
- +33 14 9 15215
- 11:00AM - 1:00AM
- Moderately expensive

Eiffel Tower

- 1.6 km away
- Near the Champ de Mars
- Must do

Arc de Triomphe

- 0.3 km away

The Eiffel Tower is an iron lattice tower located on the Champ de Mars. It was named after engineer Gustave Eiffel, and was intended as a temporary exhibit. Its breathtaking beauty ensures that it remains central to the Parisian skyline even today.

Set as current activity
CHANGE III - CONSISTENCY

The Eiffel Tower is an iron lattice tower located on the Champ de Mars. It was named after engineer Gustave Eiffel, and was intended as a temporary exhibit. Its breathtaking beauty ensures that it remains central to the Parisian skyline even today.

Here's what people say about this attraction:

- scenic views
- landmark
- romantic
- sunset
- picnic
- champagne
- ice skating
- gardens
- architecture
- tours
- casual
- dancing
- good for a late night, hipster

0.3 km away

SET AS CURRENT ACTIVITY
CHANGE IV - MORE FUNCTION TO MY LIST

**Before: Limited List**

MyList only a storage center for quick viewing

**Now: Rich Functionality**

Allows users to complete tasks in various ways: bypass Recommendations to *mark* events as done, *view* more information about specific events and *add* to the list
IMPLEMENTATION: TOOLS USED

- **XCode** for iOS programming
- **BitBucket** to share repositories
- **StackOverflow** for help in all areas
IMPLEMENTATION: OUR DEVELOPMENT PLAN

Found something you wanna do in a trip to Paris? Add.

Wanna update your list? Stare and dream? My List.

Don't know what to do? Need a little help choosing?

Discover
IMPLEMENTED FEATURES

Task 1: Recording the Information

- Implemented a TripAdvisor Scraper
- Implemented a search function from our Home Page to add new recommendations
- Implemented the add function, which allows users to add recommendations found through search
UNIMPLEMENTED FEATURES

How to finish: each task builds on the previous one. Build in order of task.

Task 2: Organizing and Viewing Data

- Making MyList interactive
- Each entry has quickly-viewable information
- Each entry can be clicked for more detail

Task 3: Interacting with App Recommendations

- Choose activities you want to do that day
- Get moment-to-moment recommendations based on proximity and daily preferences and time
FUTURE CHALLENGES

Controlling the DB: API or Server?
• Scraper limited so reliance on some hard-coded data for now

Developing an efficient recommendation engine
• Based on proximity, day-to-day preferences and similar lists
• Weights given to each activity should be fluid based on time of day
  (eg. restaurants recommended only at certain times)

Implementing a Social Aspect in the Background
• Difficult to set up a social implementation without central database
• Shared recommendations based on simple cross-section of two lists
VIDEO DEMO

Video Walkthrough
- User clicks My List
- Demo of search within My List
- User clicks add button in top right
- Demo of search within database
- User adds new item to list

Limitations
- No information linked until entire database is finalized
- UI not refined/finalized
- No help given to user
took heuristic evaluation to heart and incorporated feedback where possible and needed implementing in order of task developing a working recommendation engine that incorporates subtle traveller preferences