

USHER

shape your day *on-the-go*


Bringing travelers the perfect companion to guide them through a day balanced with **planned activities** and **spontaneity...**


Until today, travelers have had to compromise for tools that just don't fit their mixed preferences.


Not anymore.

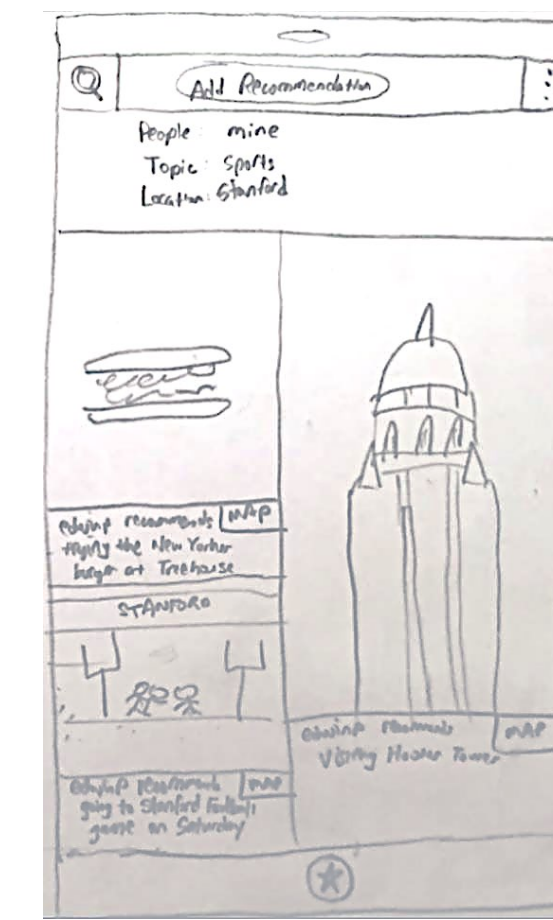
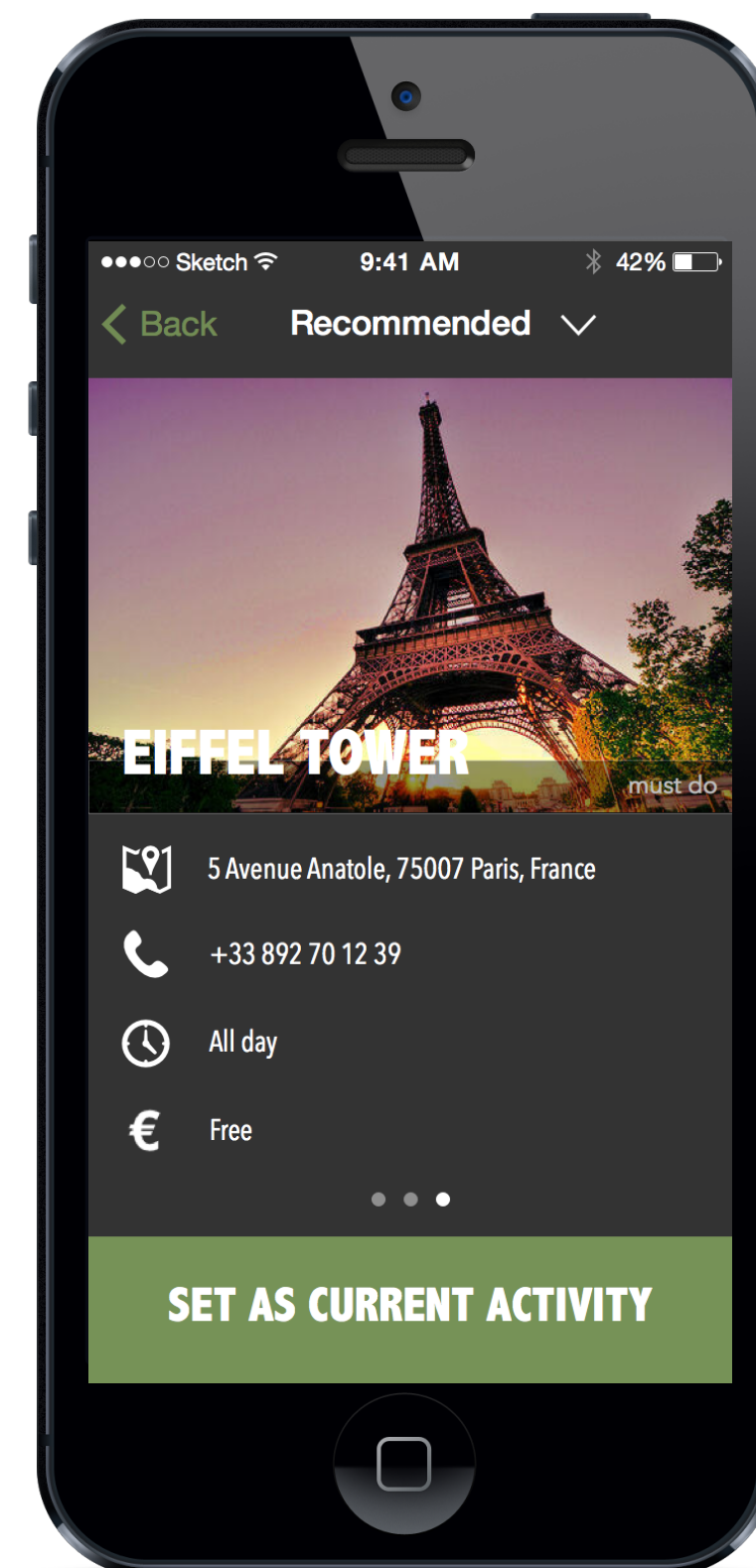
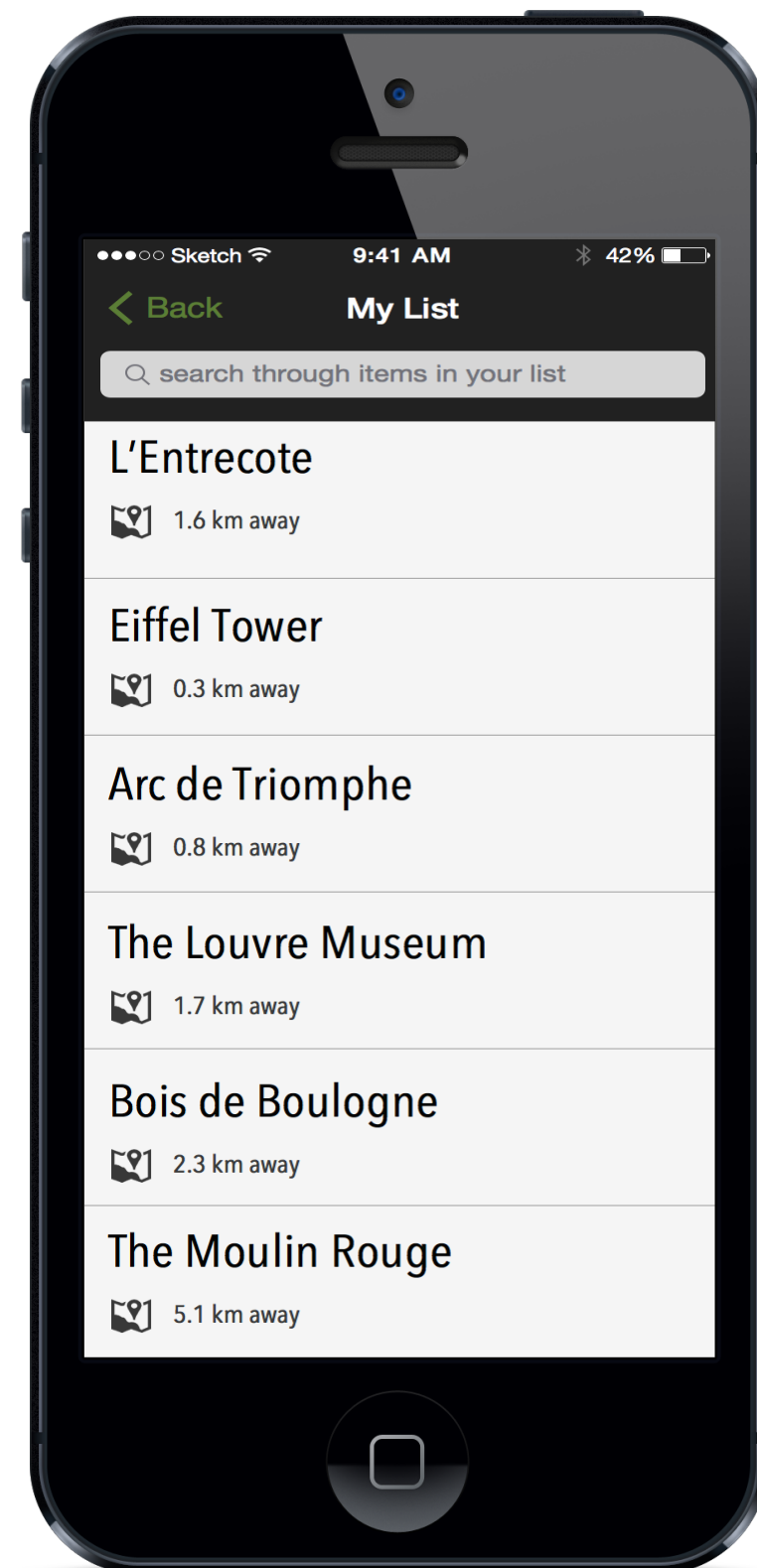
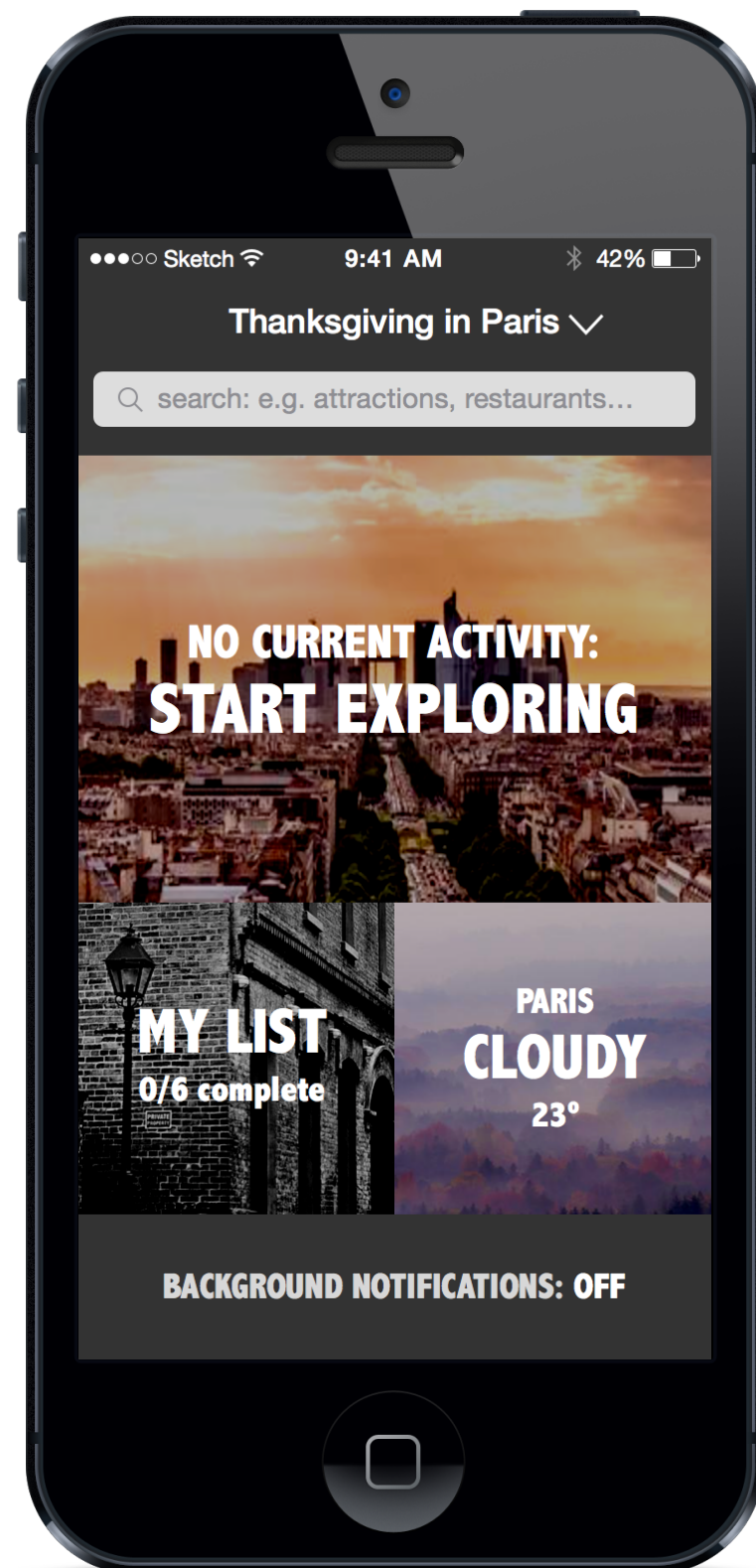


DESIGN ITERATION

 **Instantly add** your favorite destinations

 **Organize and sort** your list of destinations

 **Discover a location** easily, fluidly, automatically



Preliminary Concept Sketch



Balsamiq Low-Fi Concept



InVision Med-Fi Concept

After identifying a need: flare out!

Identify tasks to inspire design

After understanding your user, needs and current habits, come up with **divergent solutions**. We started crazy (ie. Google Glass) and then centered onto a **mobile solution**.

Focus on specific tasks that the user will want to do. Tasks will guide the design process. How can design *optimize* task completion? Think: speed, ease, aesthetic, error prevention

Design + prototype + evaluate + *repeat*