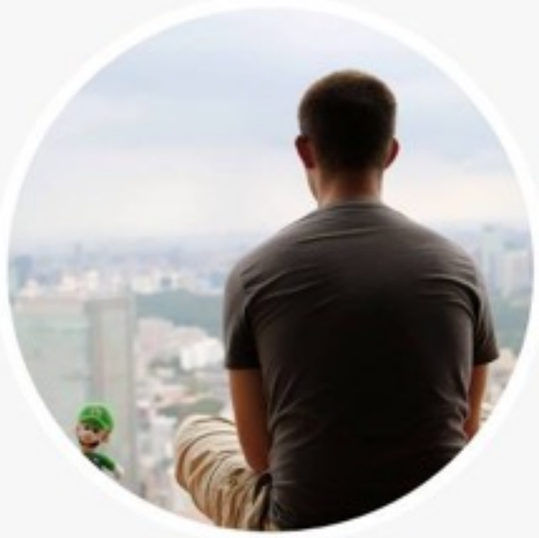
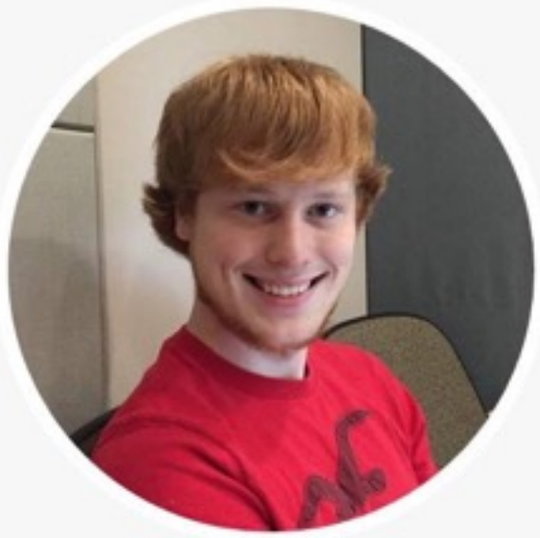
Instagator

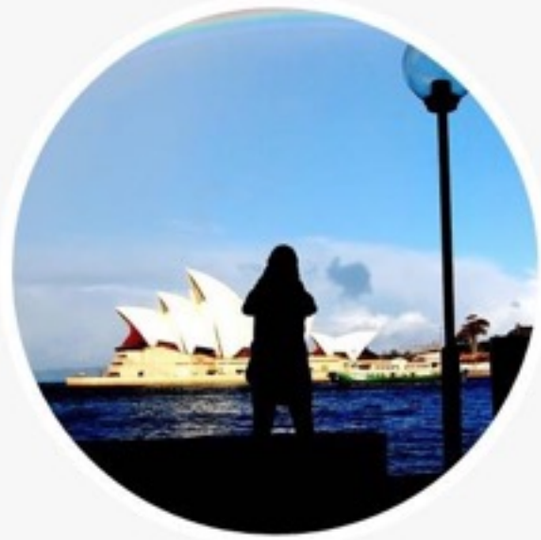
Rhea Dookeran
Founder and CEO



Dennis Ellis
Founder and CFO



Tanner Gilligan
Founder and CTO



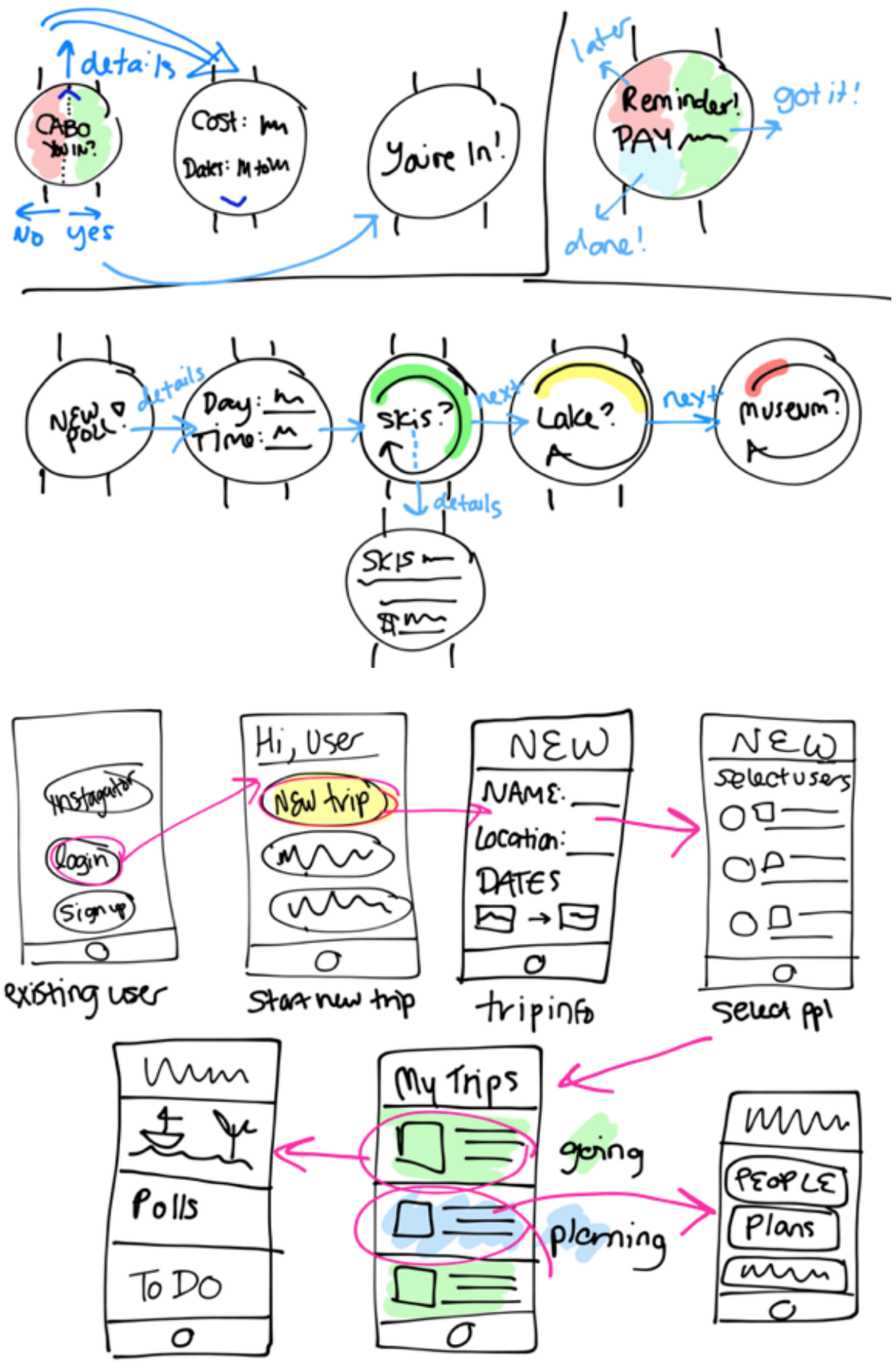
Amanda McNary
Founder and CMO

Group Travel. Simplified.

Process

“Adventure is Worthwhile” - Aesop

Interface



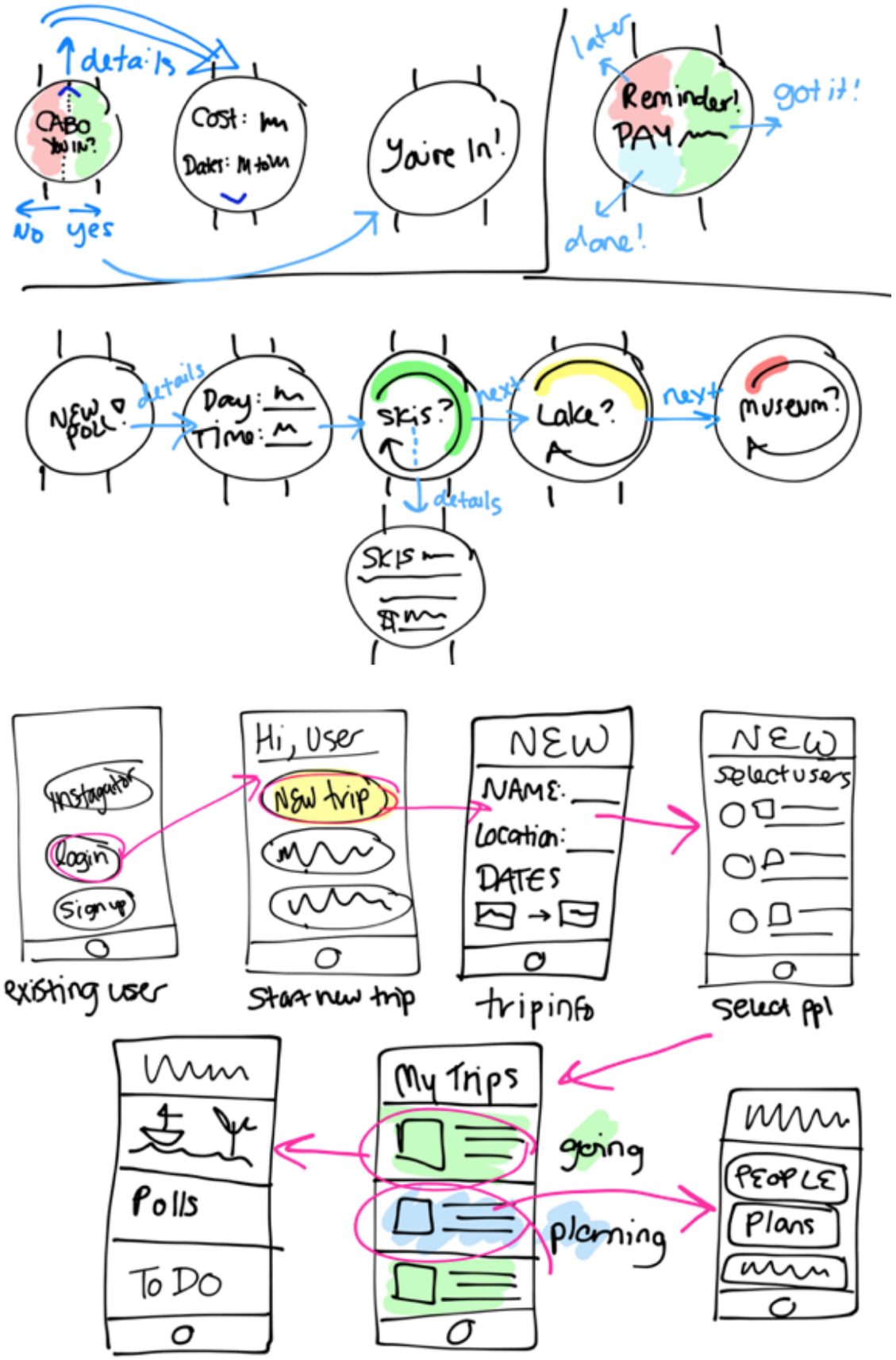
Smart Watch

- Clean
- Fun
- Impossible to plan
- Great for Participants

Phone and Tablet

- Intuitive
- Natural
- Capable of handling complex inputs
- Always as good or better than alternatives

Interface



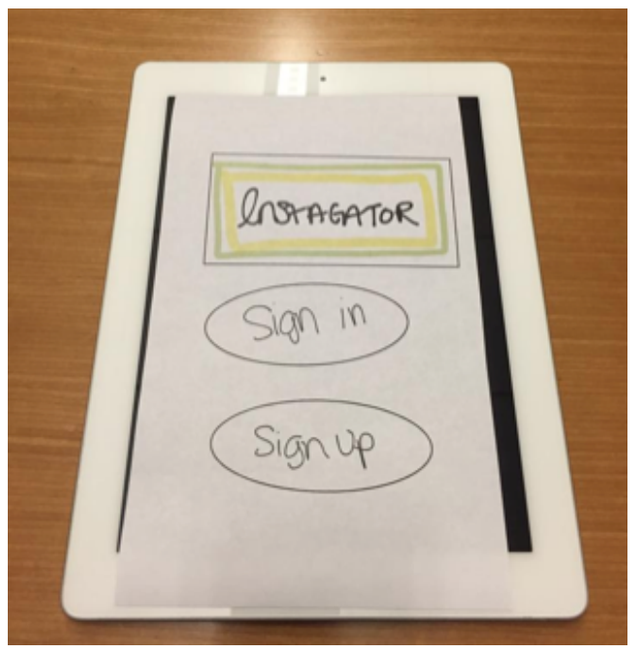
Smart Watch

- Clean
- Fun
- Impossible to plan
- Great for Participants

Phone and Tablet

- Intuitive
- Natural
- Capable of handling complex inputs
- Always as good or better than alternatives

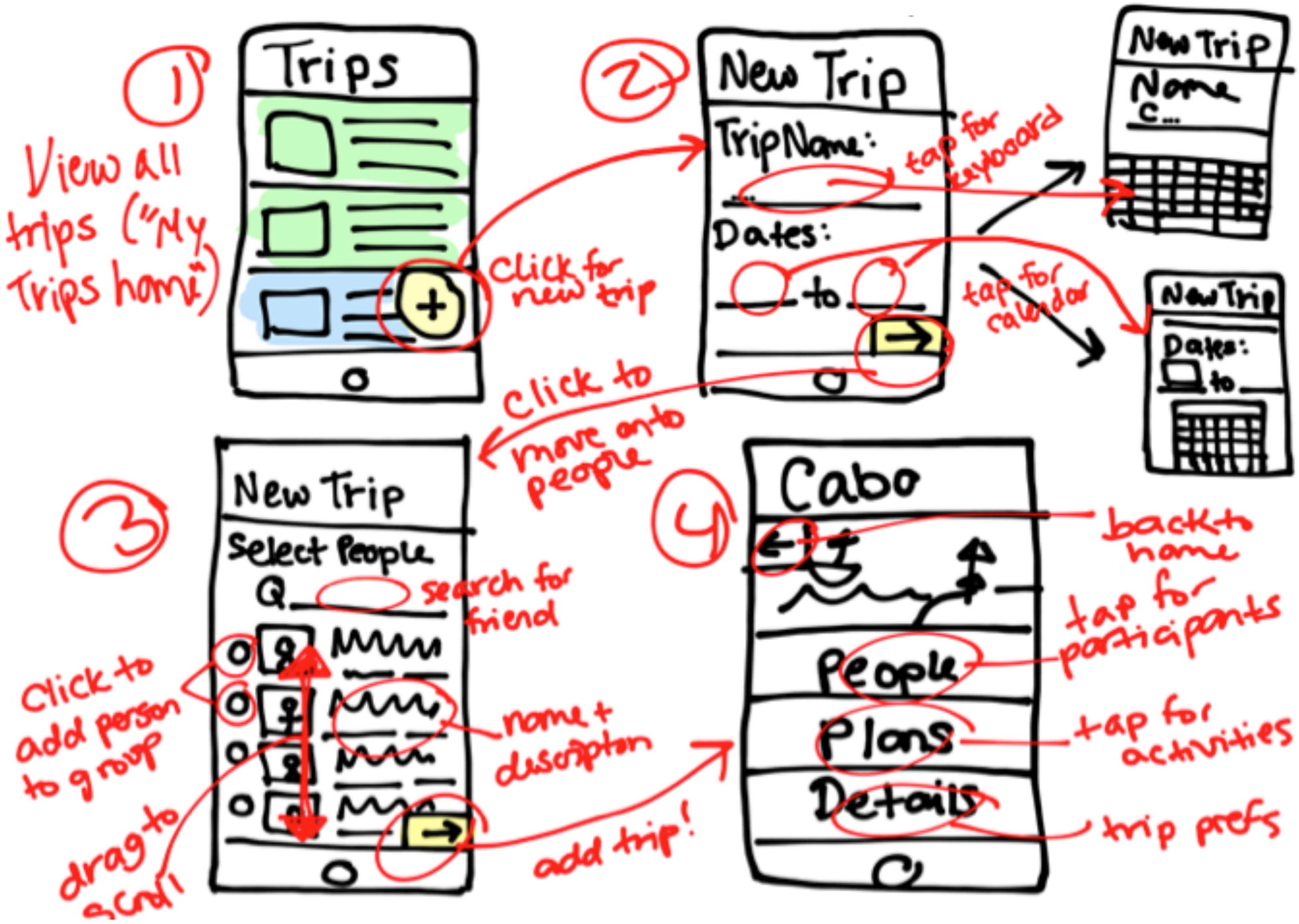
"A scene has to have a rhythm of its own, a structure of its own." - Michaelangelo



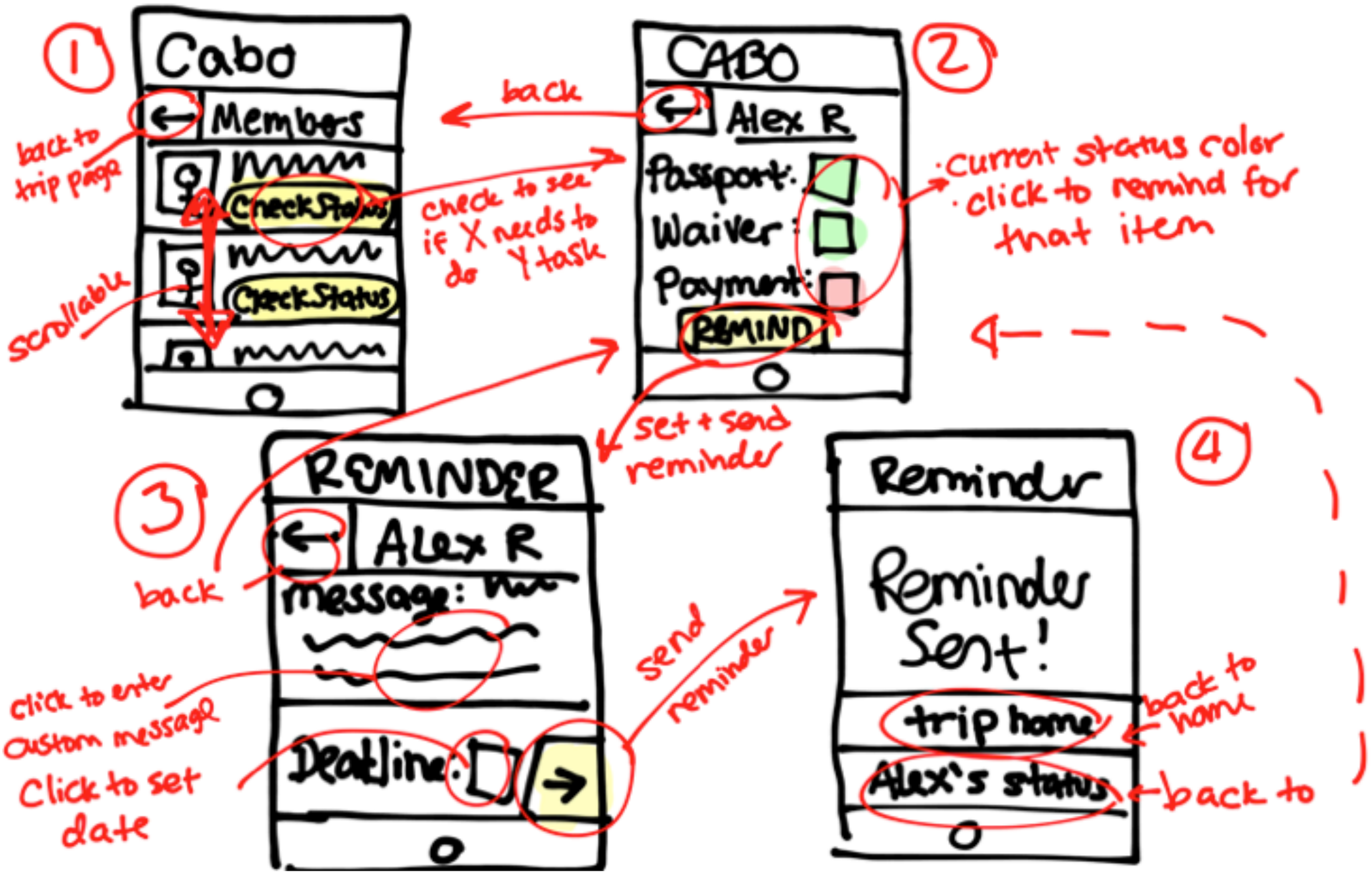
Tasks

“I feel monotony and death to be almost the same” - Charlotte Bronte

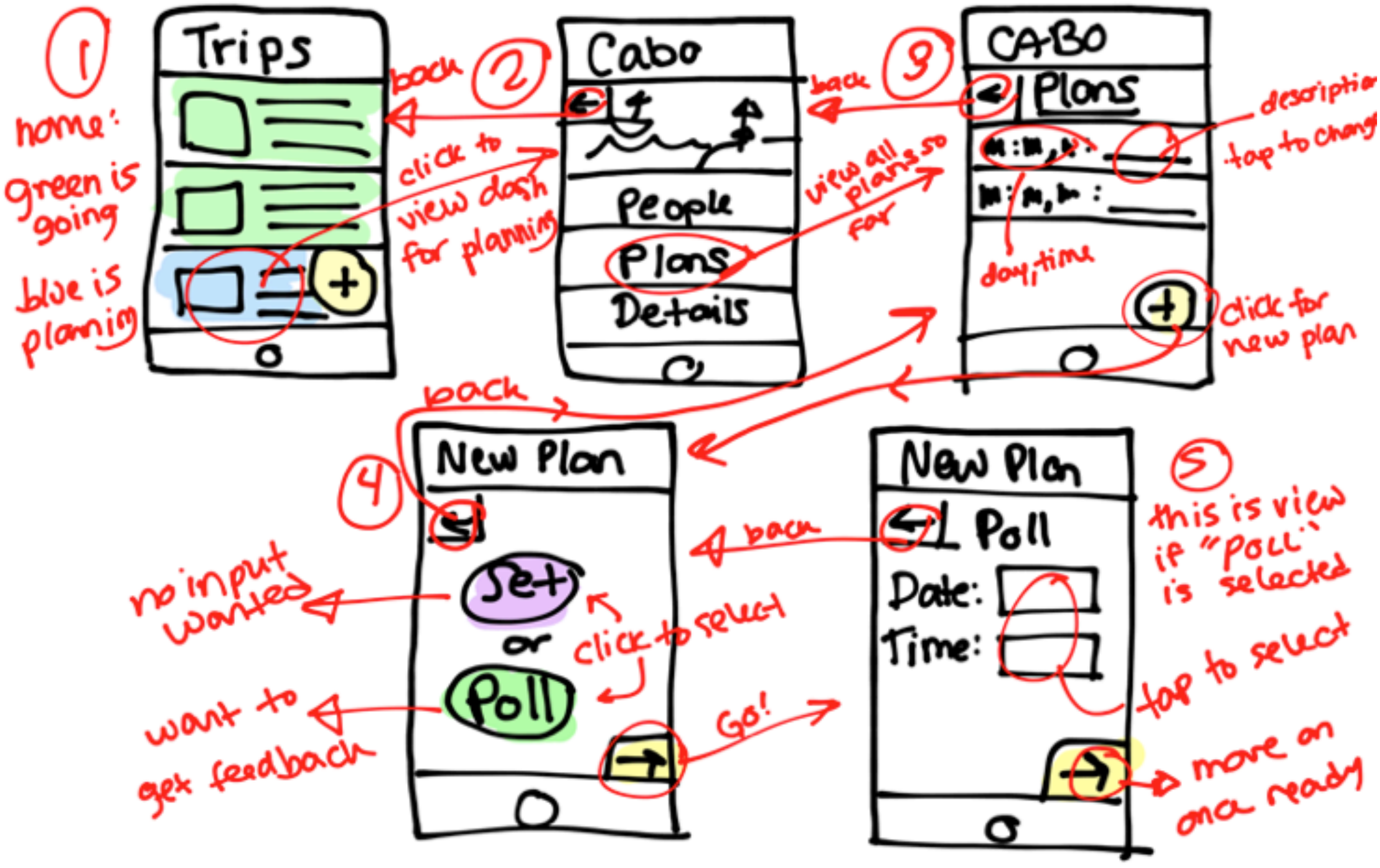
Start a New Trip



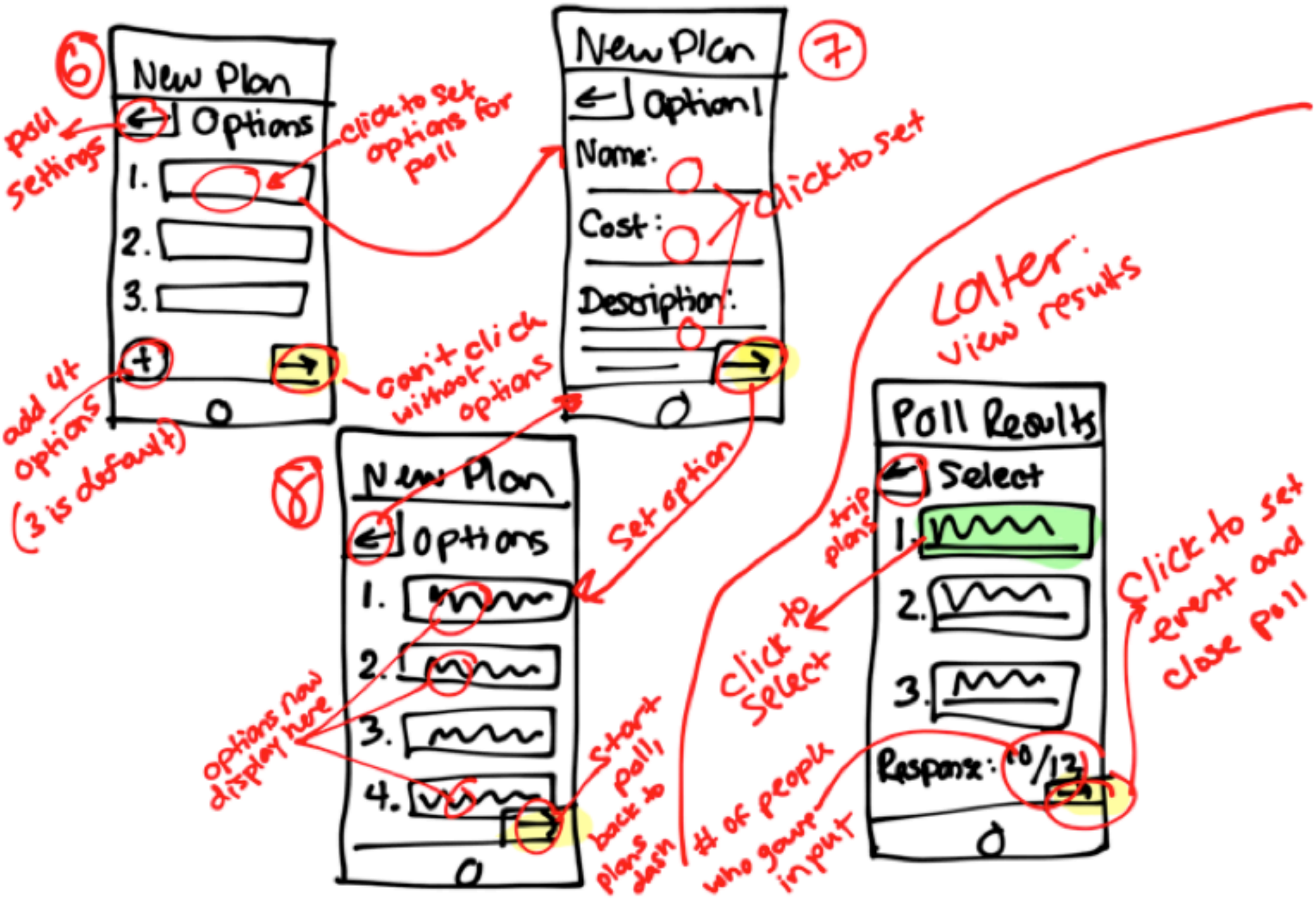
Send Reminders



Poll Friends on Event Options



Poll Friends (cont)



Experimentation

“All life is an Experiment” - Ralph Waldo Emerson

The Method

Participants

- 4 subjects, early 20s - 30s
- 3 female, 1 male
- Brownies and Candy

Location

- Stanford GSB Classroom
- Uniform across participants

Procedure

- Briefing and Legal Mumbo Jumbo
- Introduction to Prototype
- Task Explanation
- Documentation of thought process and feedback

Measures

- Count of Mistakes
- Friction points
- Time to complete
- Question Count

The Method

Participants

- 4 subjects, early 20s - 30s
- 3 female, 1 male
- Brownies and Candy

Location

- Stanford GSB Classroom
- Uniform across participants

Procedure

- Briefing and Legal Mumbo Jumbo
- Introduction to Prototype
- Task Explanation
- Documentation of thought process and feedback

Measures

- Count of Mistakes
- Friction points
- Time to complete
- Question Count

The Method

Participants

- 4 subjects, early 20s - 30s
- 3 female, 1 male
- Brownies and Candy

Location

- Stanford GSB Classroom
- Uniform across participants

Procedure

- Briefing and Legal Mumbo Jumbo
- Introduction to Prototype
- Task Explanation
- Documentation of thought process and feedback

Measures

- Count of Mistakes
- Friction points
- Time to complete
- Question Count

The Method

Participants

- 4 subjects, early 20s - 30s
- 3 female, 1 male
- Brownies and Candy

Location

- Stanford GSB Classroom
- Uniform across participants

Procedure

- Briefing and Legal Mumbo Jumbo
- Introduction to Prototype
- Task Explanation
- Documentation of thought process and feedback

Measures

- Count of Mistakes
- Friction points
- Time to complete
- Question Count

The Results

Spoken: Positive

- App adds value to users
- Users were happy with overall flow
- Comfort with UI

Spoken: Critical

- Some confusing buttons
- No way to save a trip pre-invite
- Function titles weren't clear

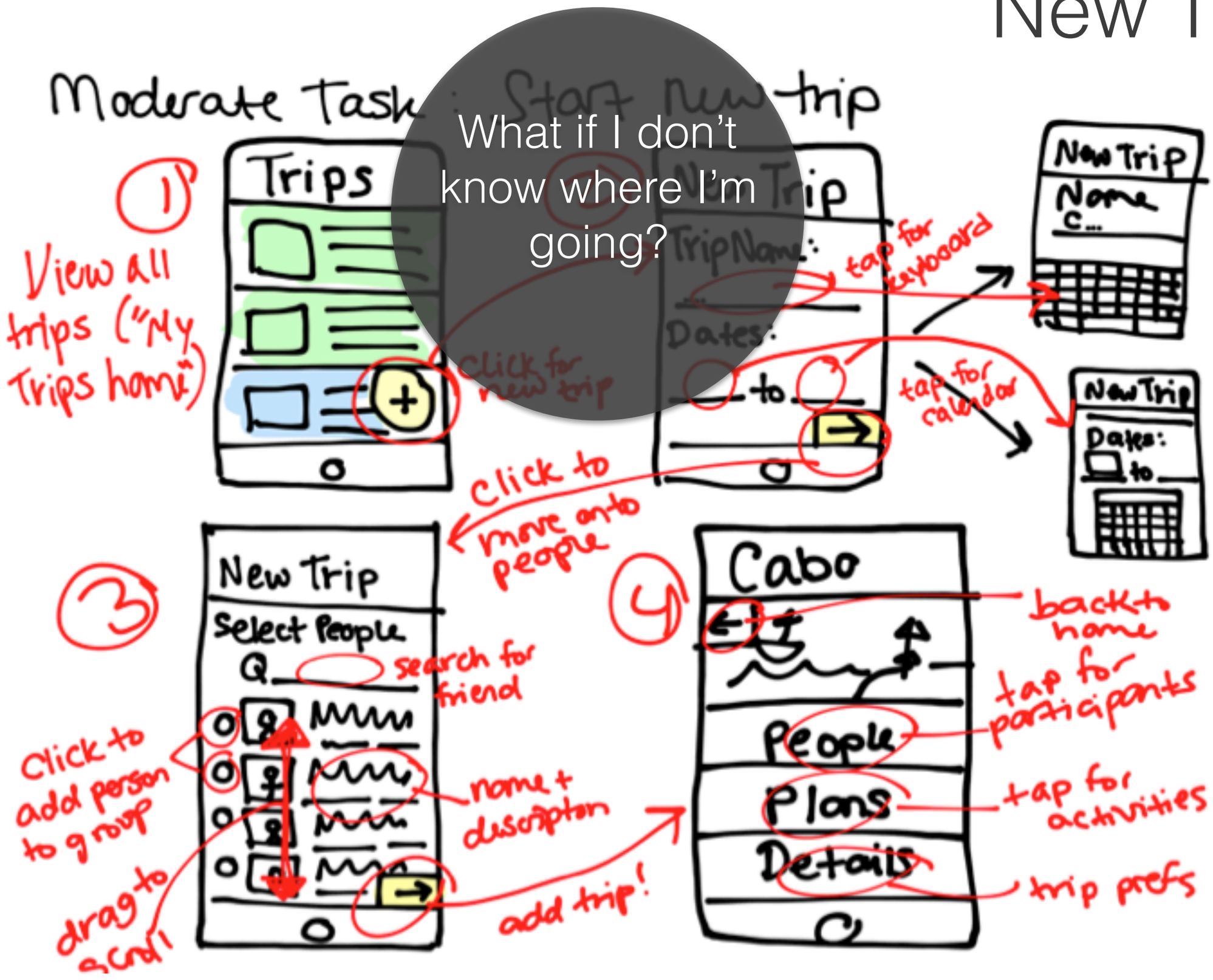
Observed: Postive

- Overall task time was low, repeat steps improved
- Completion was 100%
- Recovery was intuitive

Observed: Critical

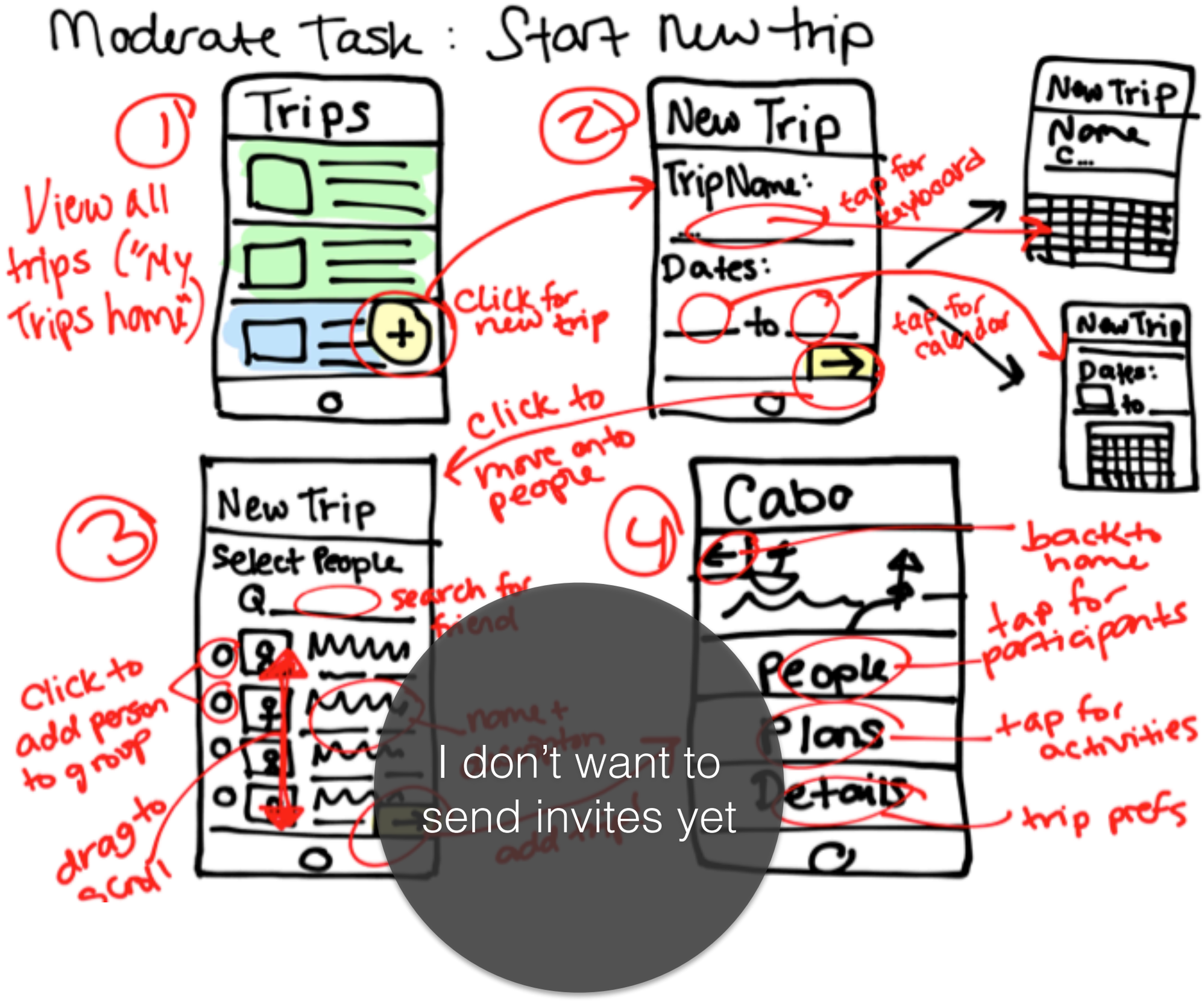
- Lack of understanding with poll results
- Long process for messaging
- Desire for more poll types

New Trip Flow



What if I don't know where I'm going?

New Trip Flow



Clarity

What info is where? What are Papers?

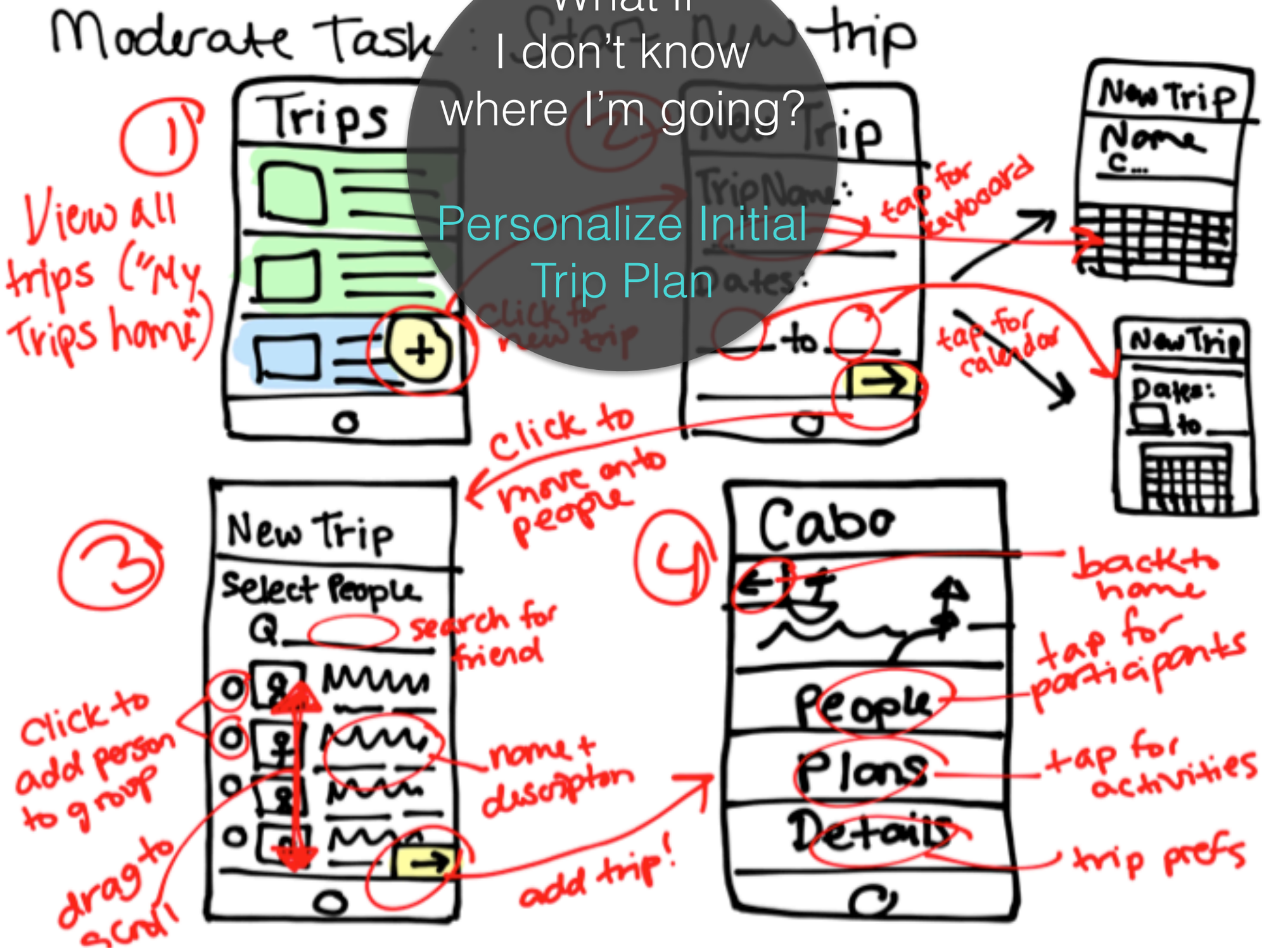
Changes

“If there is no struggle, there is no progress.” - Frederick Douglass

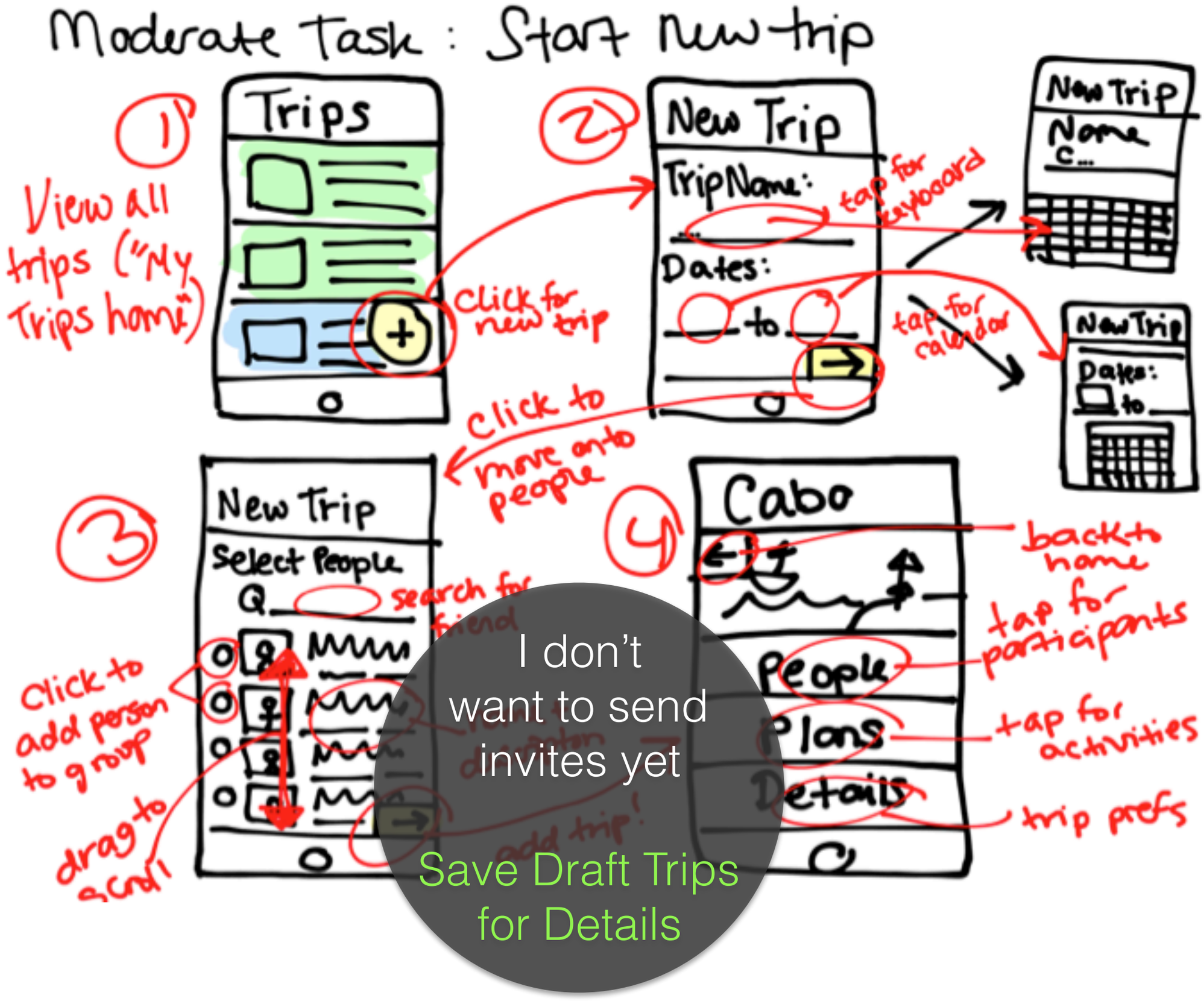
New Trip Flow

What if
I don't know
where I'm going?

Personalize Initial
Trip Plan



New Trip Flow



Clarity

What info is where? What are Papers?

Rename & Redesign

Wrap

"A journey is best measured in friends rather than miles" - Tim Cahill