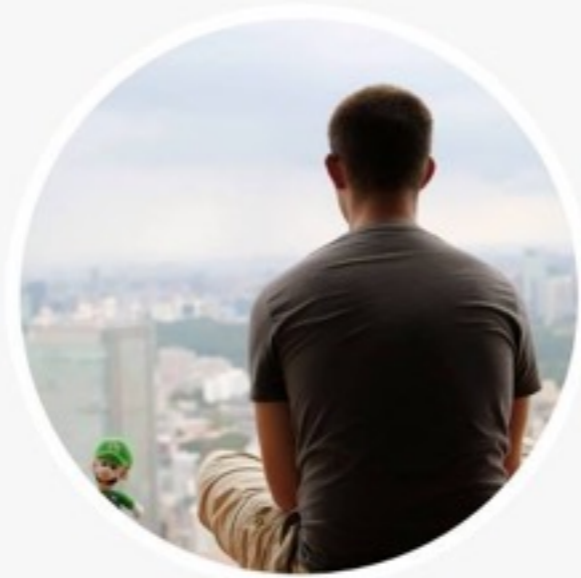


Instagator

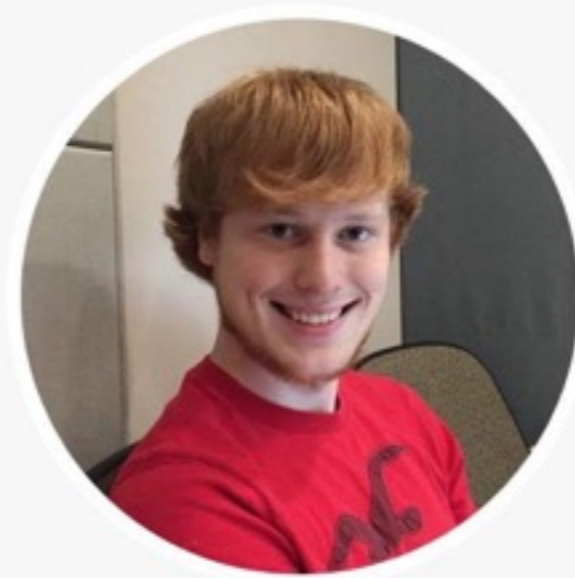




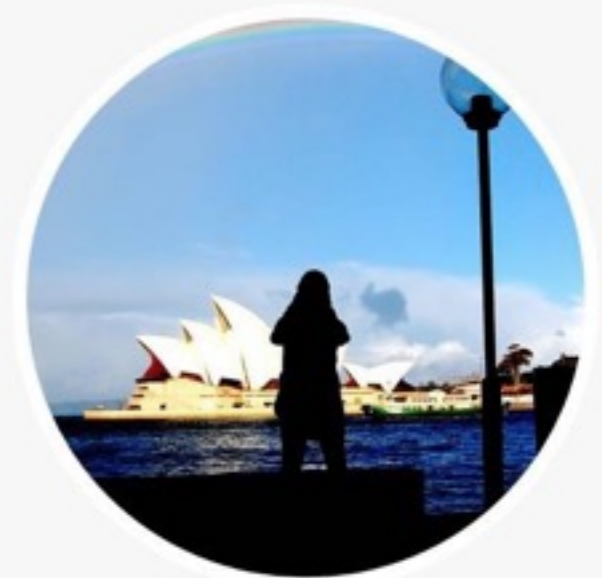
Rhea Dookeran
Founder and CEO



Dennis Ellis
Founder and CFO



Tanner Gilligan
Founder and CTO



Amanda McNary
Founder and CMO

Group Travel. Simplified.

A scenic view of a rocky coastline. The foreground shows a large, dark rock formation with white foam from a wave crashing against it. The middle ground features a rocky beach with waves breaking onto the shore. In the background, a steep, forested cliffside rises from the water's edge. The sky is overcast and grey.

Process

*“Adventure is **Worthwhile**” - Aesop*

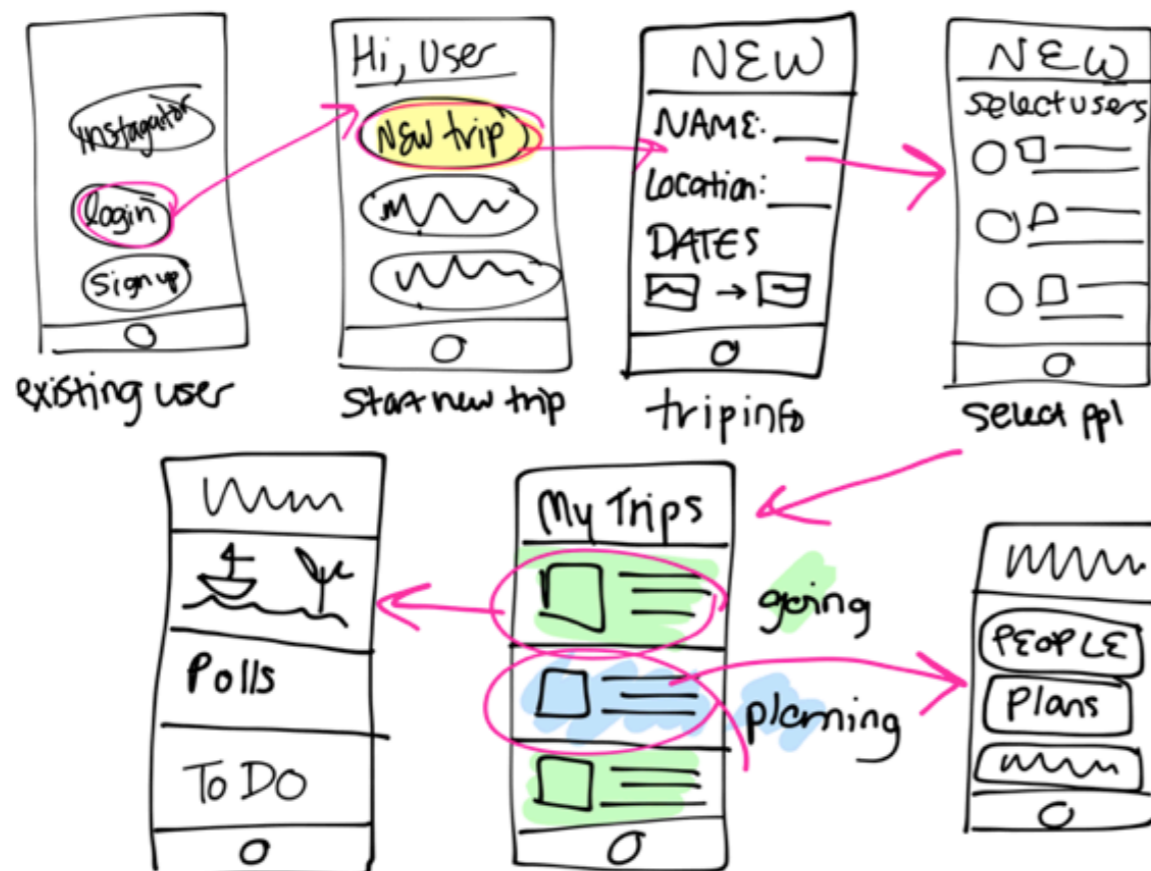
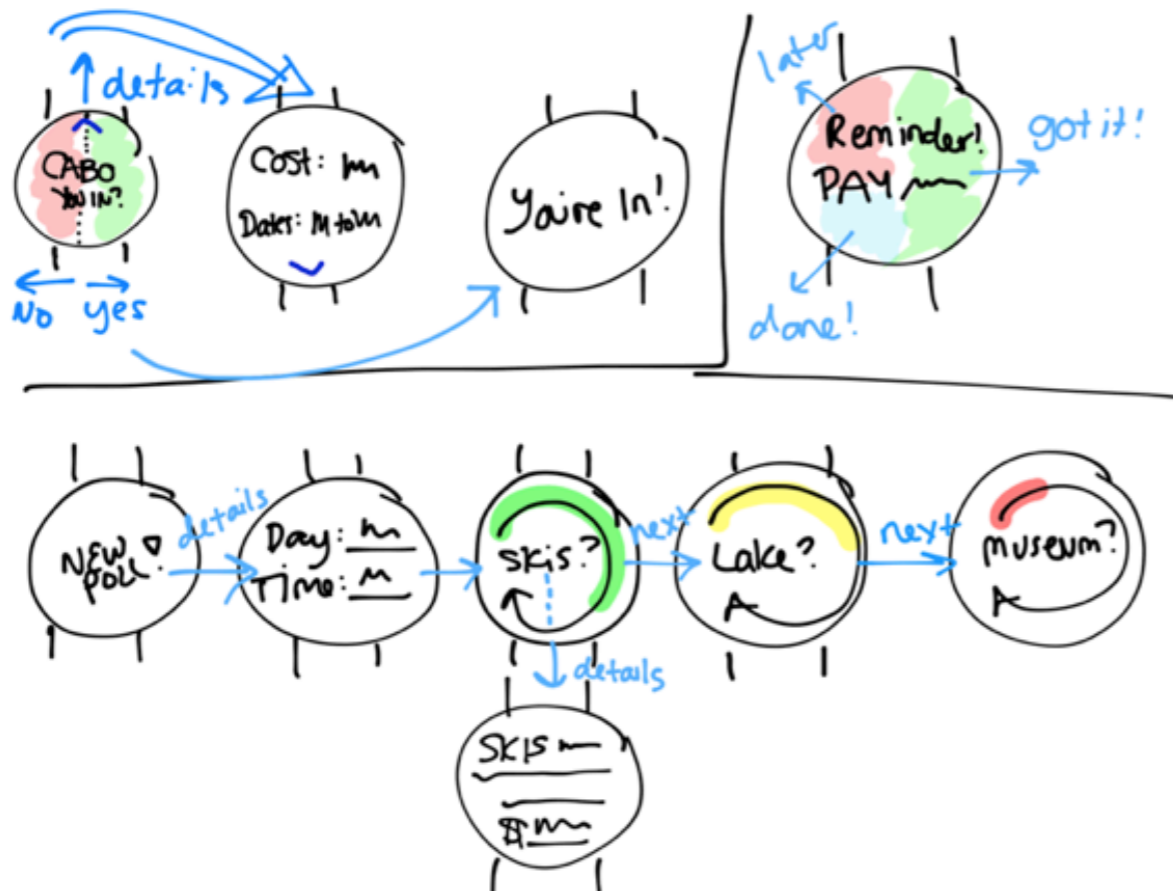
Interface

Smart Watch

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

Phone and Tablet

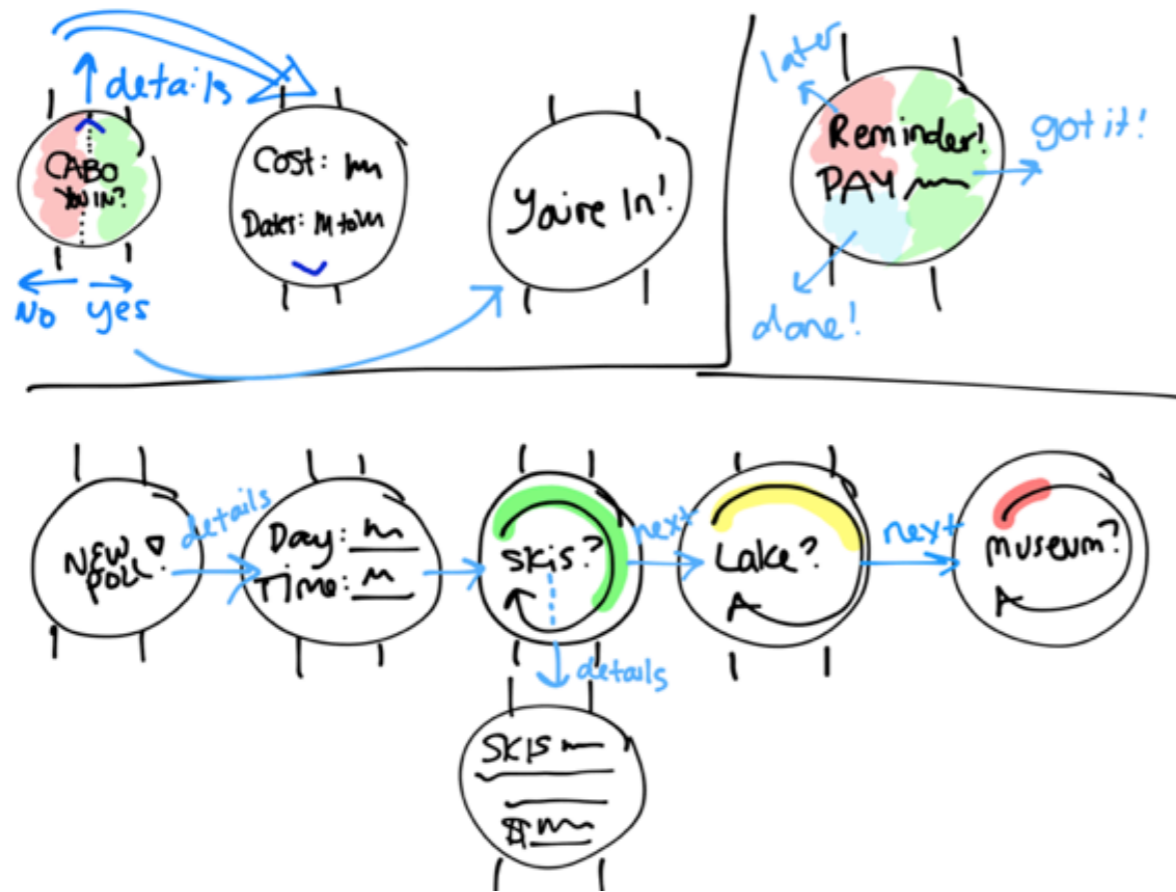
- Intuitive
- Natural
- Capable of handling complex inputs
- Always as good or better than alternatives



Interface

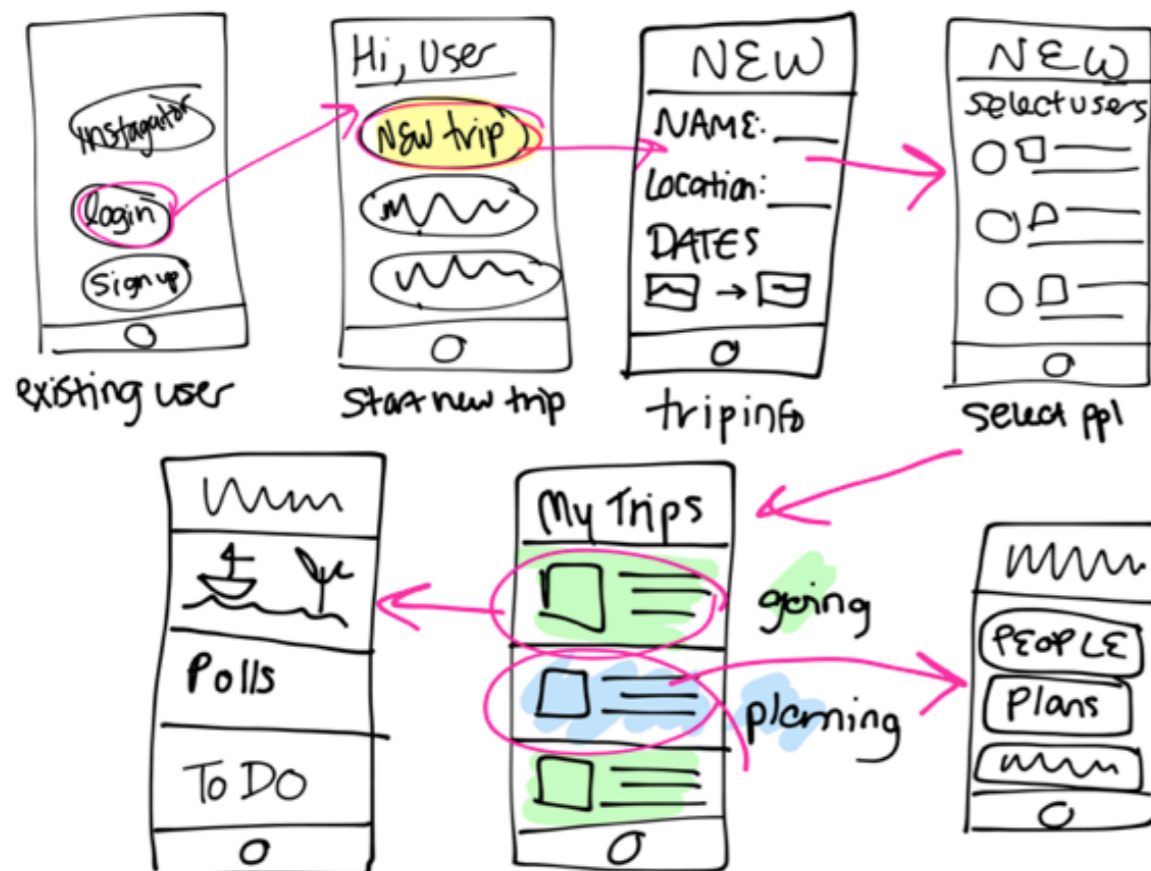
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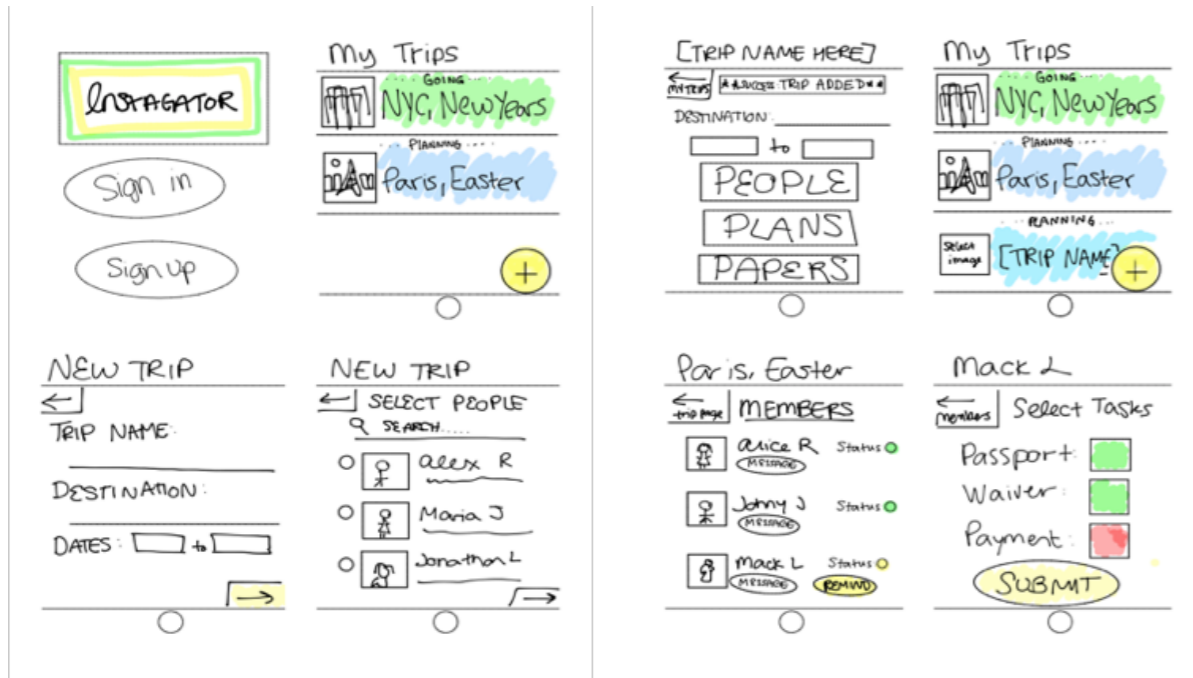


Phone and Tablet

- 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

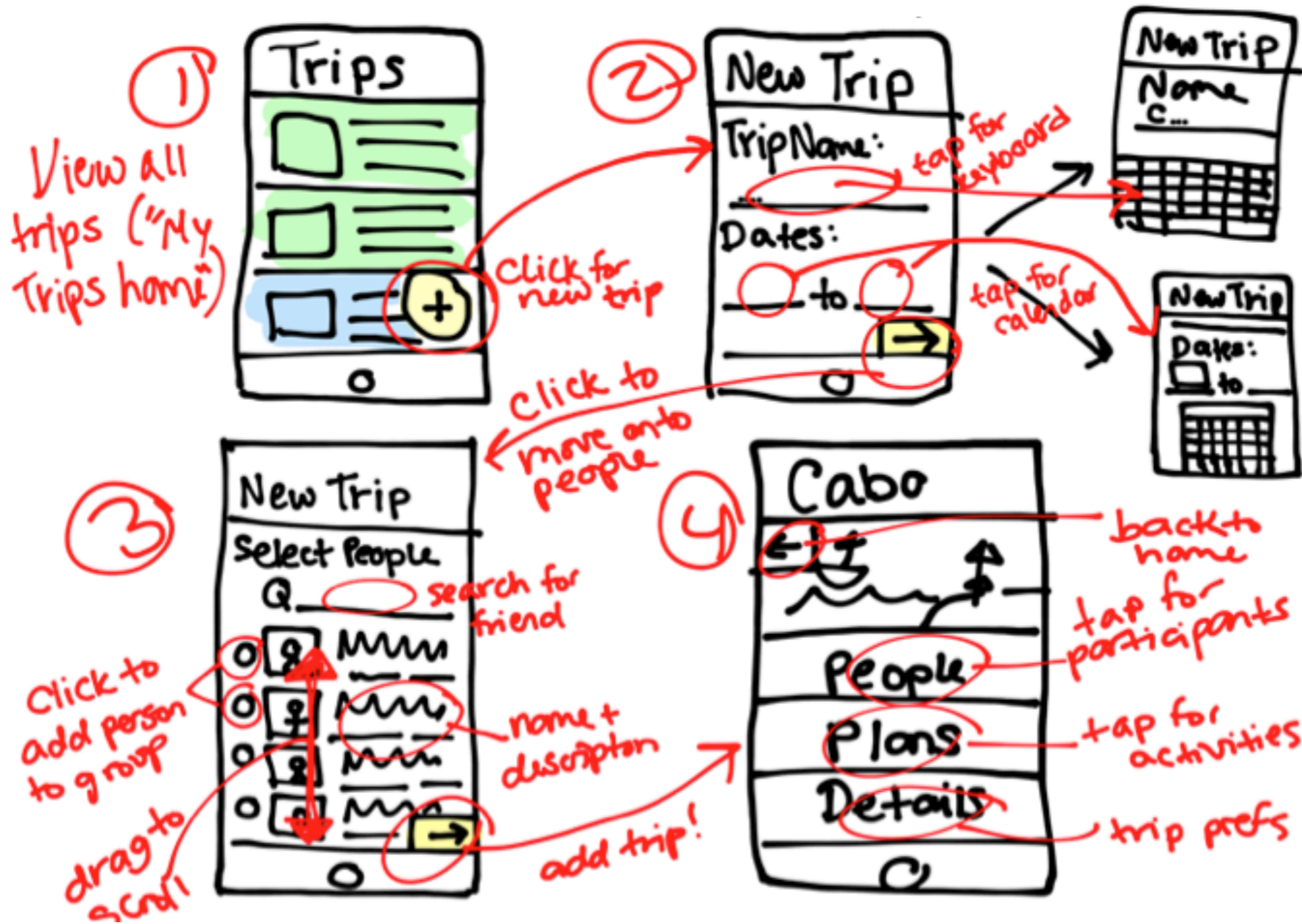


Tasks

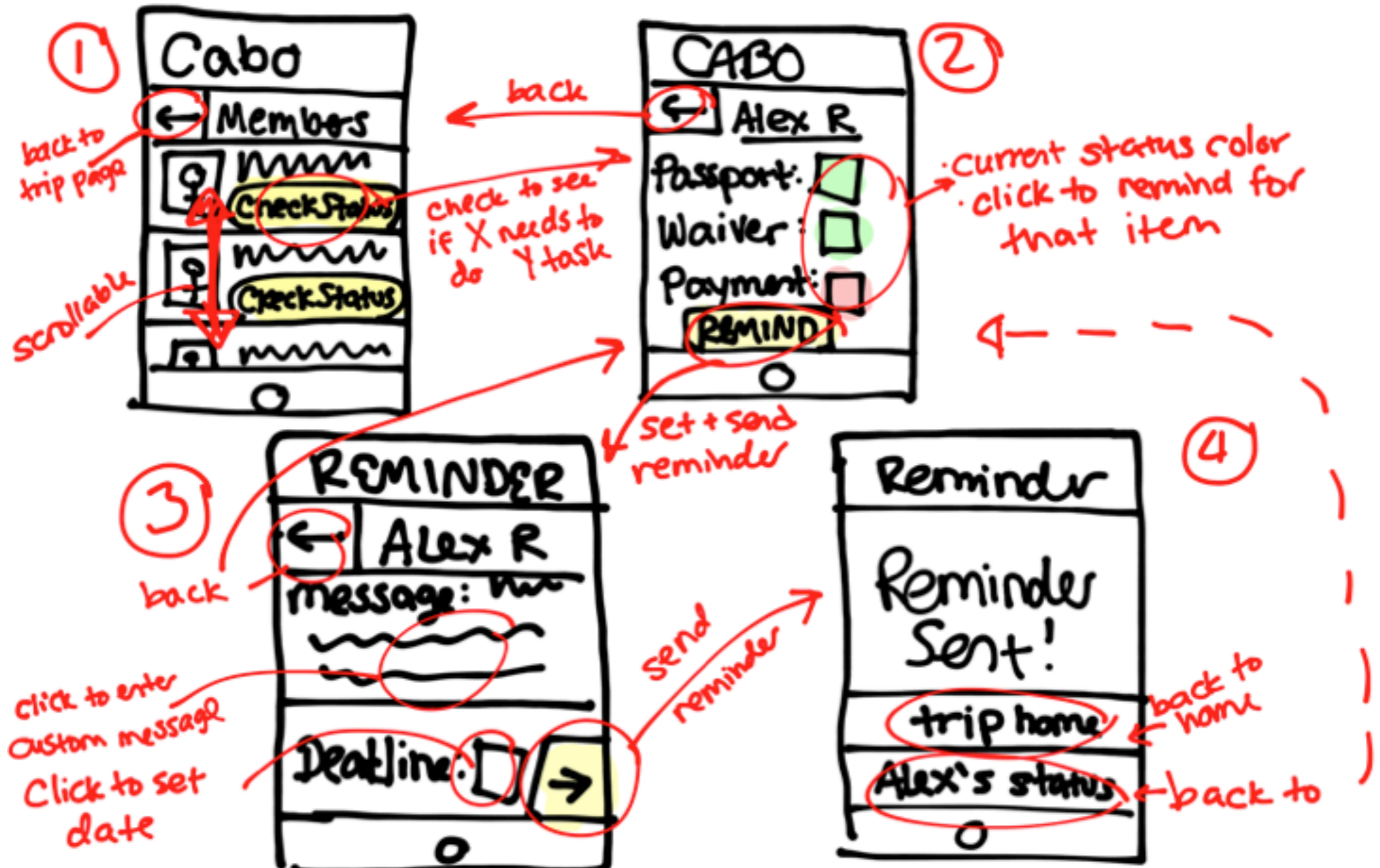
A close-up photograph of a person's hands holding a silver smartphone. The person has pink nail polish and is wearing a gold ring on their left hand. The phone is held over a laptop keyboard. In the background, another person's hands are visible, one with a gold ring and pink nail polish, resting on a wooden surface. The overall lighting is warm and slightly dim.

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

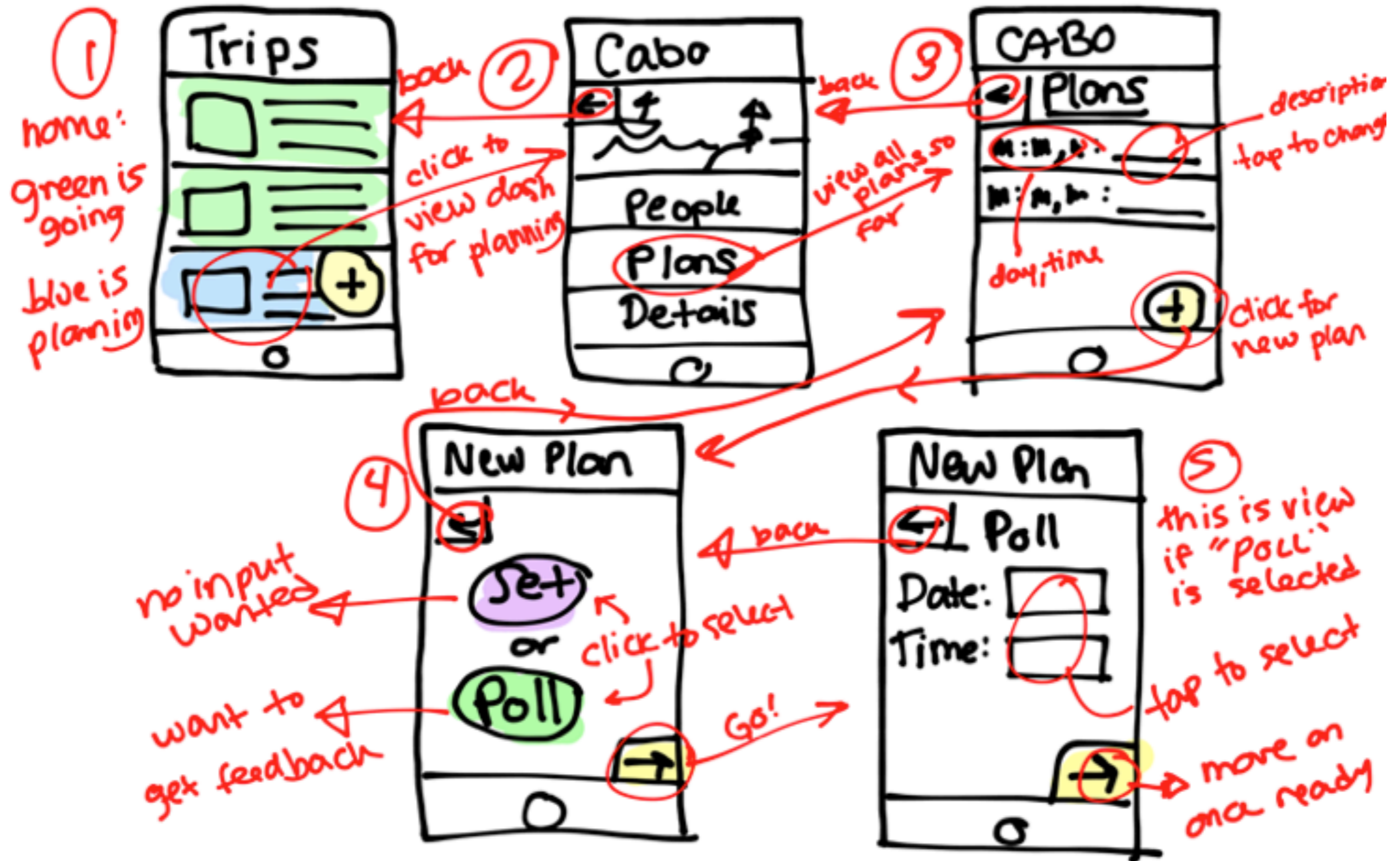
Start a New Trip



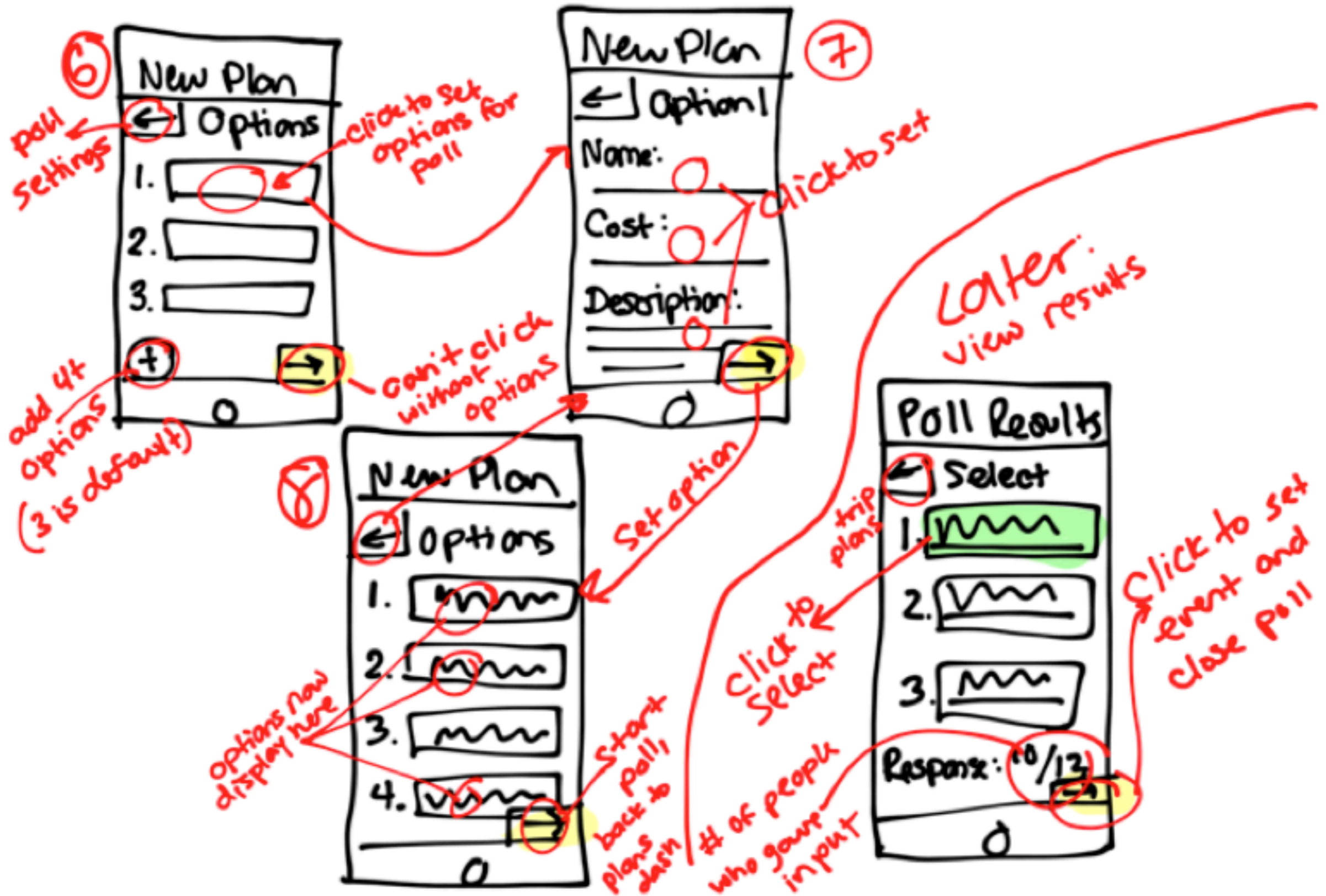
Send Reminders



Poll Friends on Event Options



Poll Friends (cont)



A photograph of a dirt path winding through a dense forest. The path is light-colored and leads into the distance, flanked by tall trees and lush greenery. The trees have thick canopies, and the ground is covered in various plants and flowers. The overall atmosphere is serene and natural.

Experimentation

*“All life is an **Experiment**” - Ralph Waldo Emerson*

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
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- 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

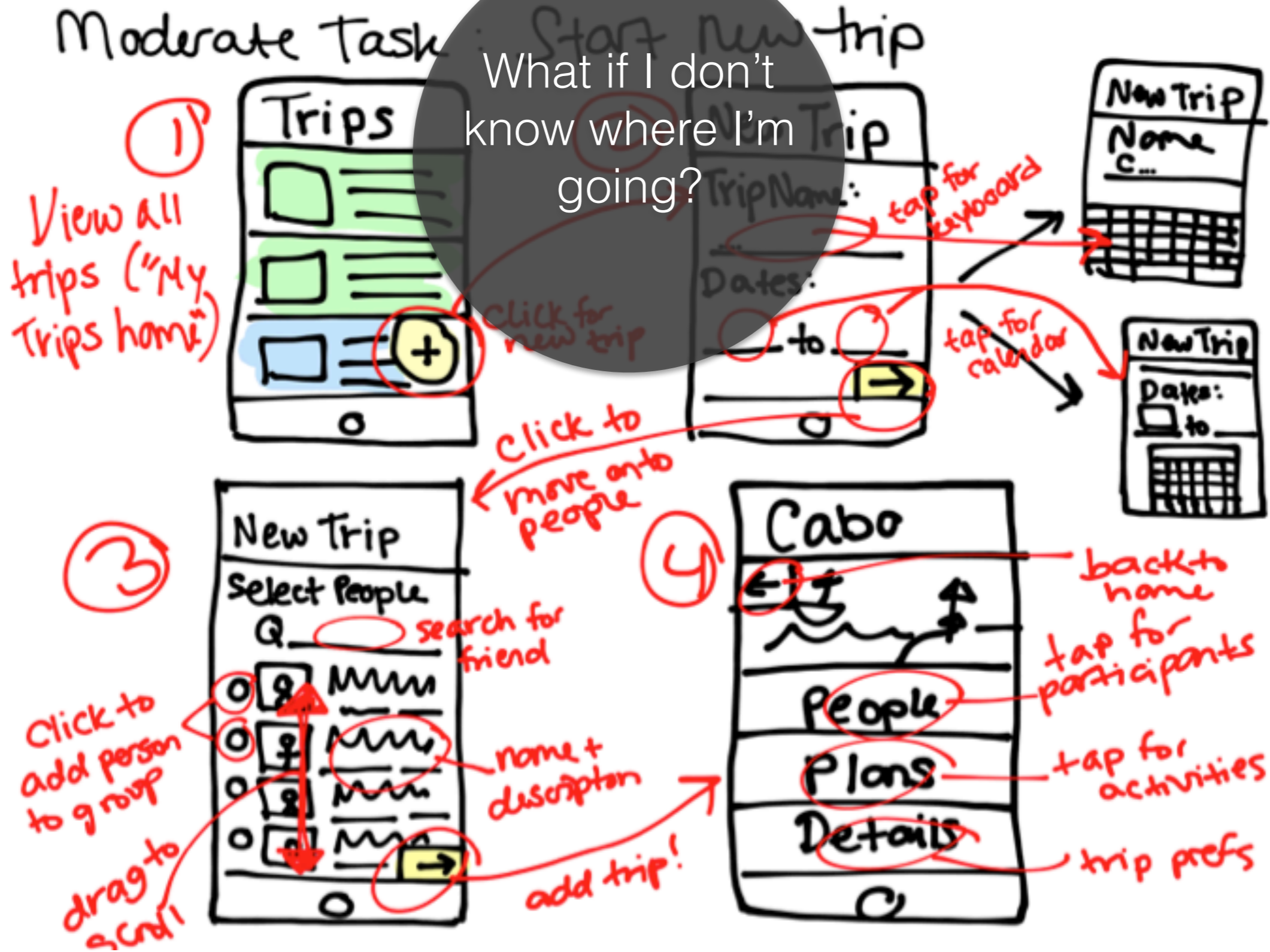
Observed: Positive

- 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



New Trip Flow

Moderate Task: Start new trip



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?

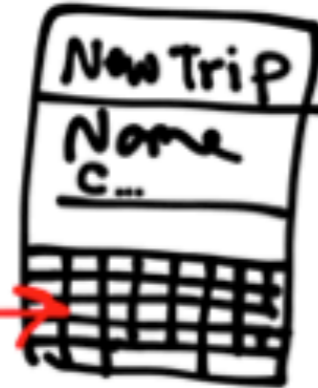
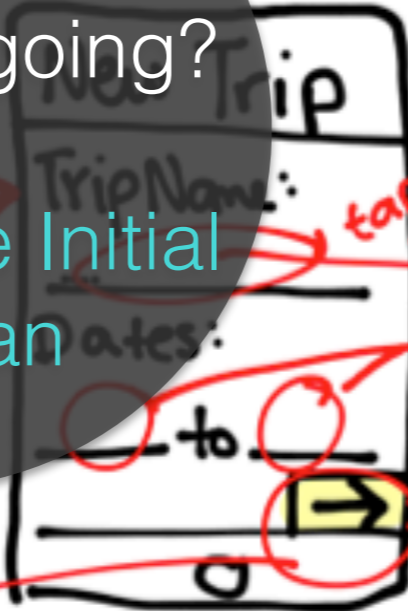
Personalize Initial Trip Plan

Moderate Task: Start New Trip

1 View all trips ("My Trips home")



2 Start New Trip



3 Click to move onto people

3



4

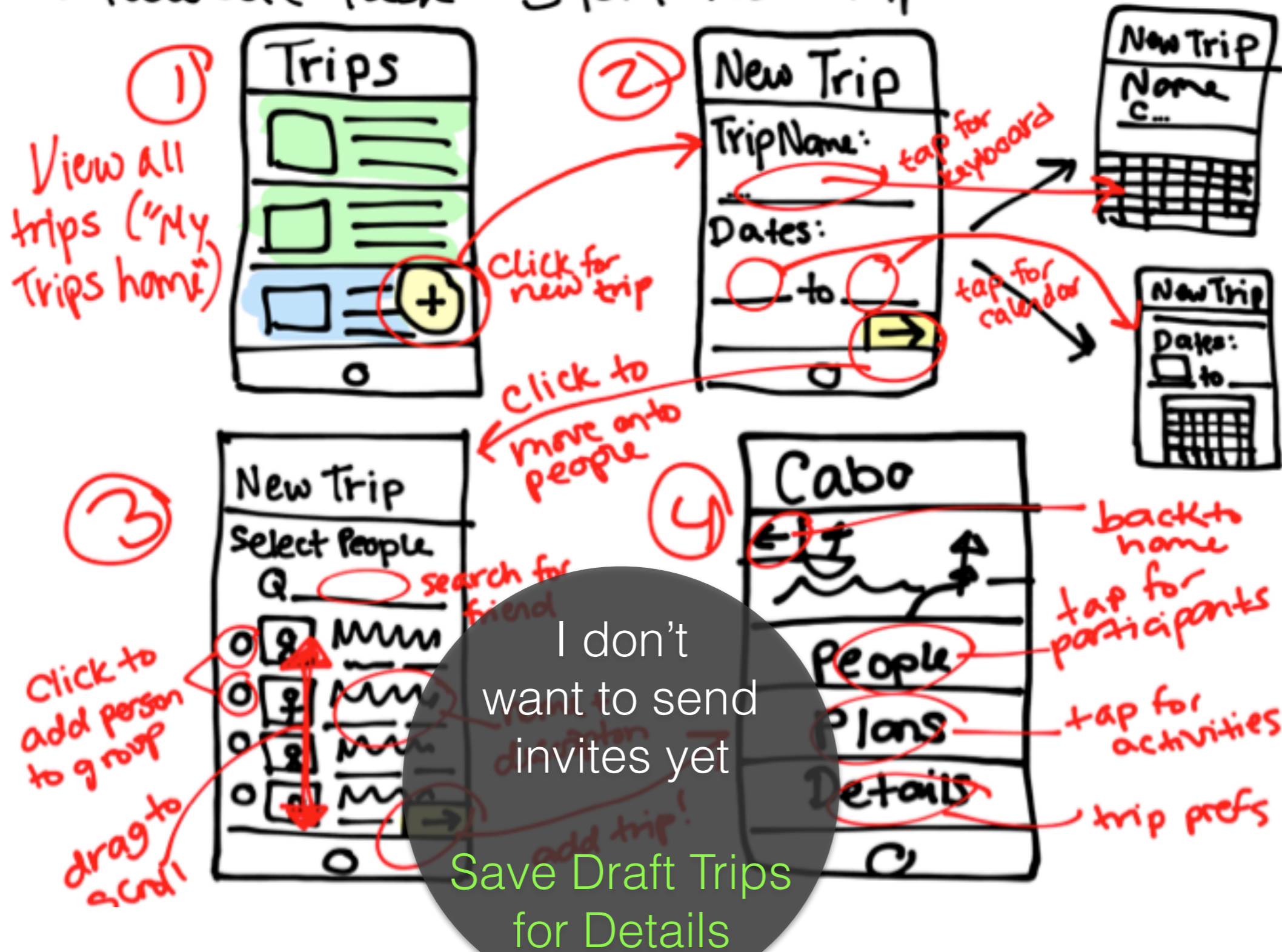


back to home
tap for participants
tap for activities
trip prefs

add trip!

New Trip Flow

Moderate Task: Start new trip



Clarity



What info
is where? What
are Papers?

Rename &
Redesign



Wrap

“A *journey* is best measured in *friends* rather than *miles*” - Tim Cahill