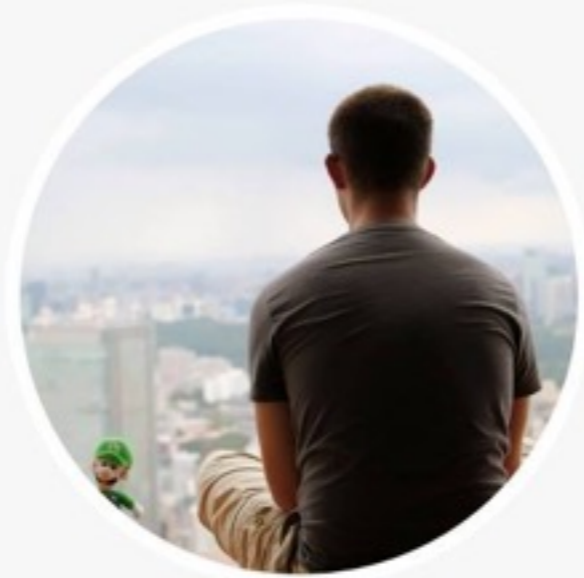# Instagator

Rhea Dookeran
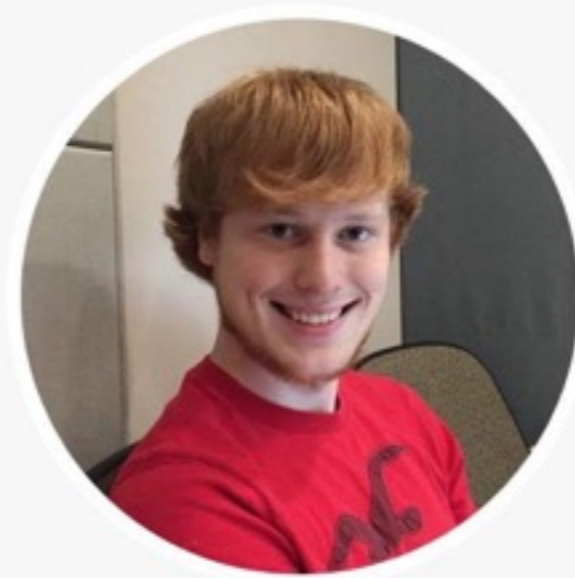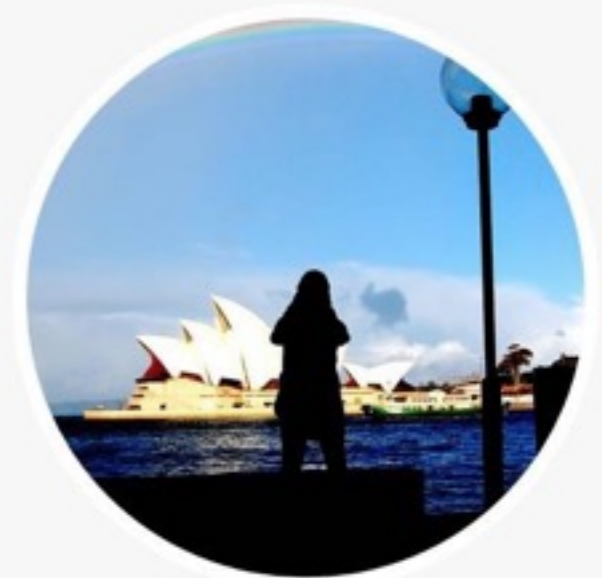Founder and CEO

Dennis Ellis
Founder and CFO

Tanner Gilligan
Founder and CTO

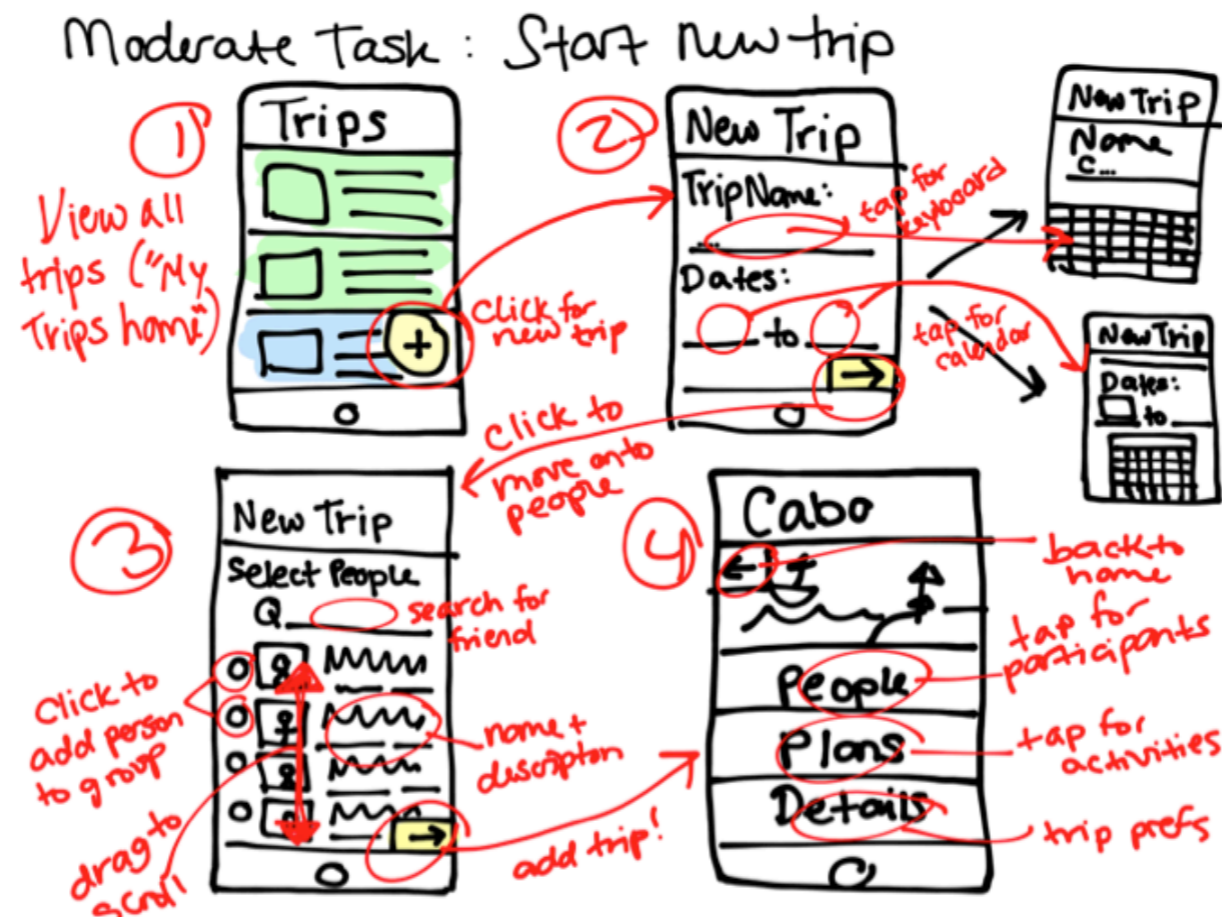**Amanda McNary**
Founder and CMO

Group Travel. Simplified.

"To eliminate the hassles of group trip planning by seamlessly engaging participants in a collaborative, rather than passive and reactive, planning process."

Task 1: Start a New Trip

Medium
- Enter basic trip details
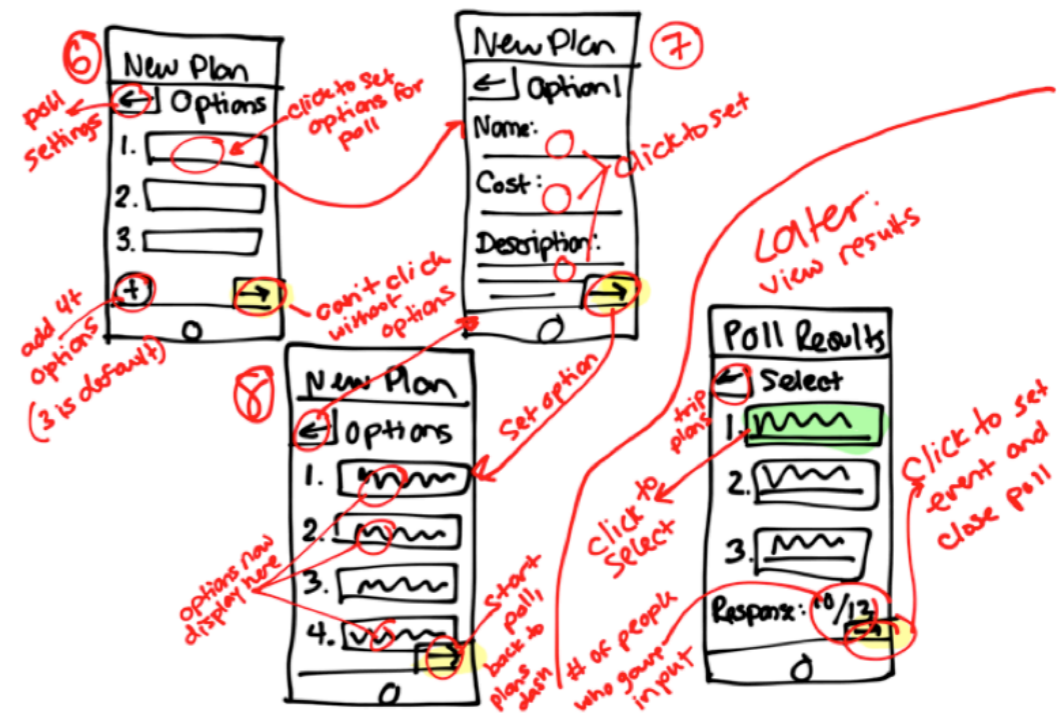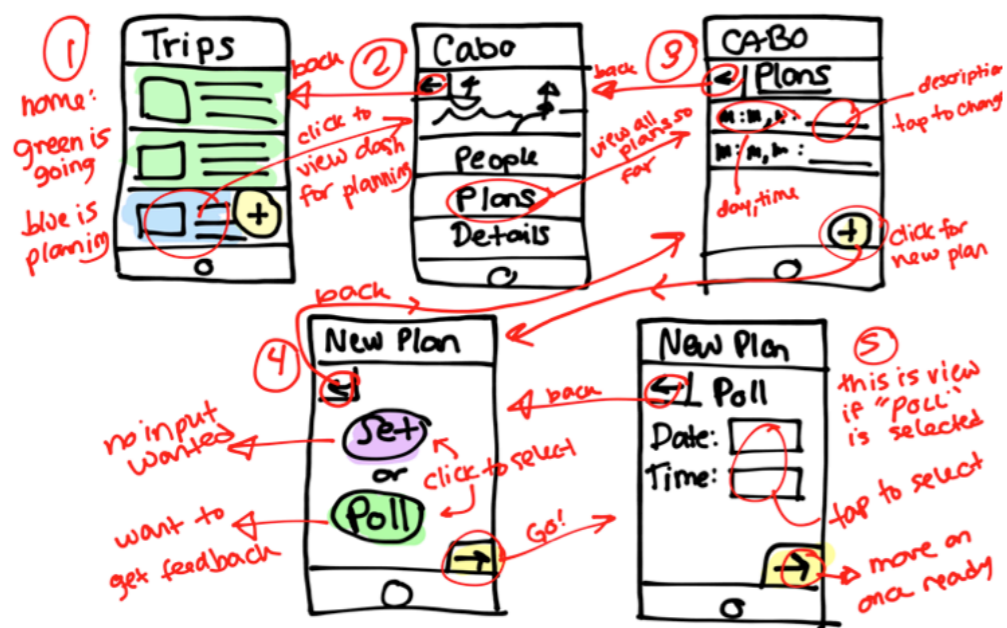- Invite guests
- Manage responses

Task 2: Poll Friends on Itinerary

Complex
- Build itinerary
- Optionally poll for input on activities for trip itinerary
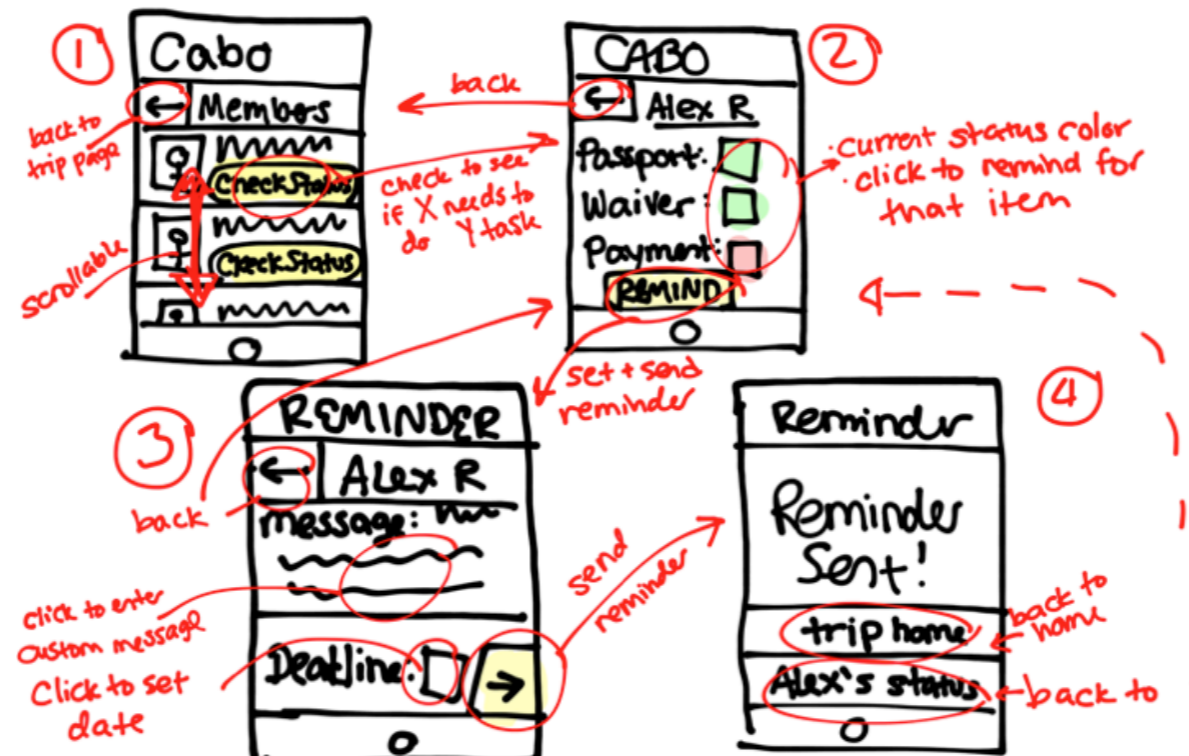- View responses

Task 3: Send To Do Reminders

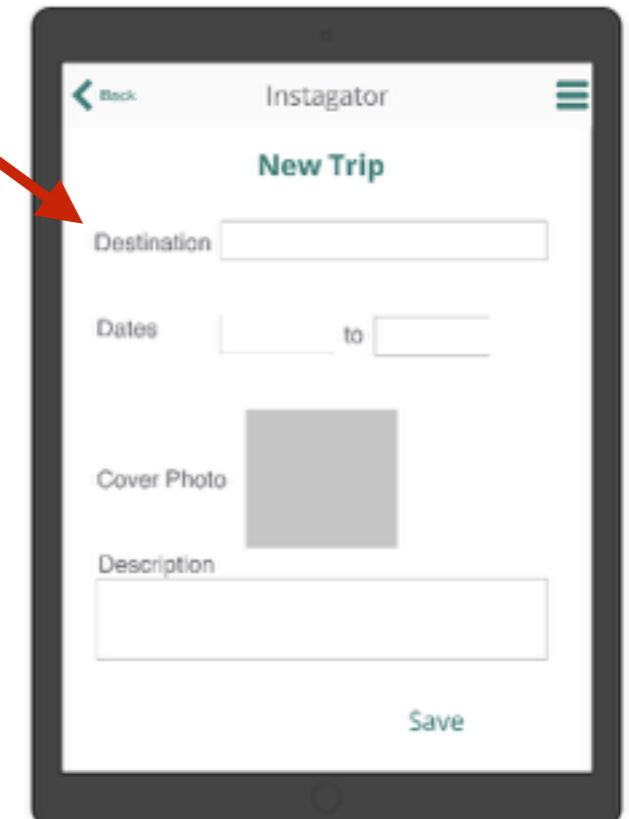Simple
- Check the status of to do's
- Send automated reminders

Design

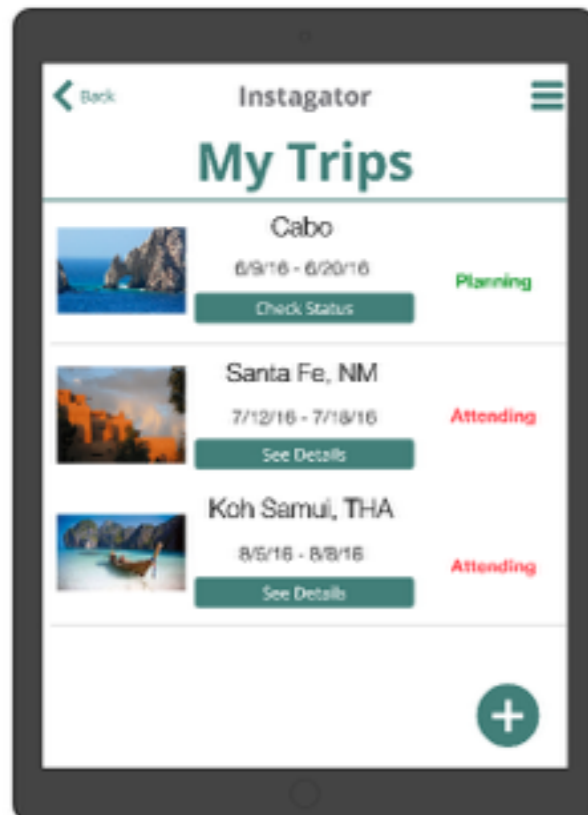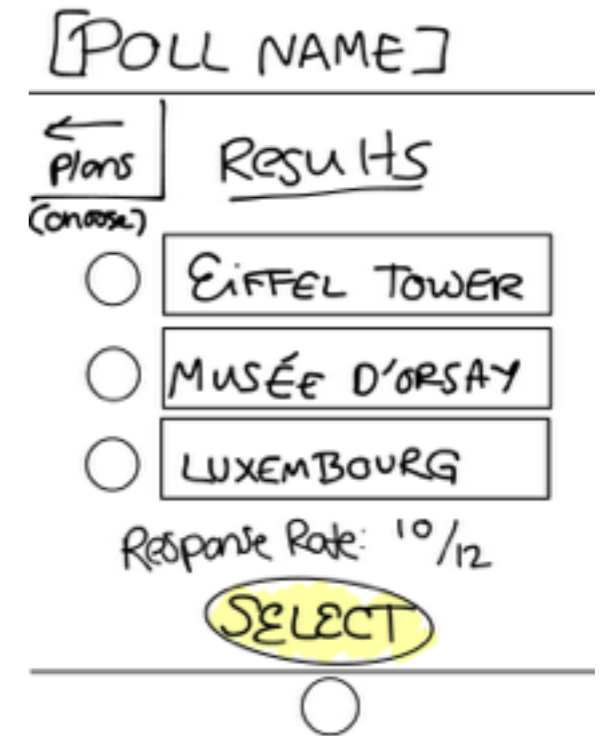"The world as we have created it is a process of our thinking. It cannot be changed without *changing our thinking.*" - Einstein
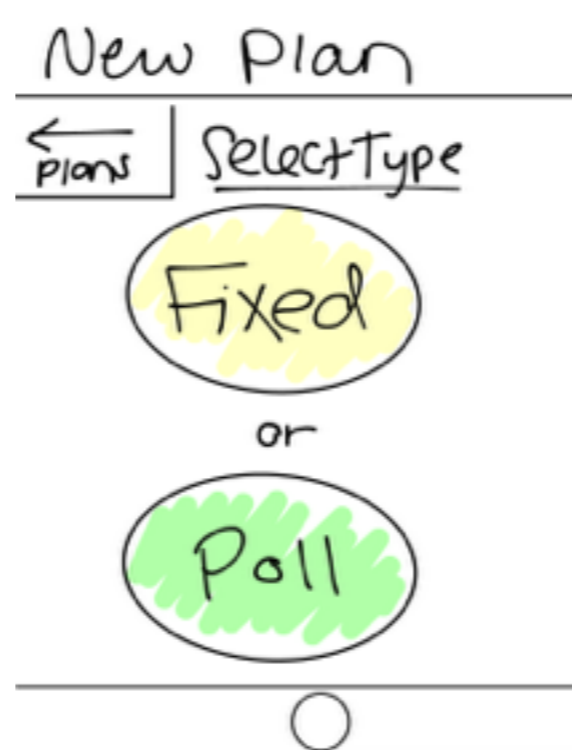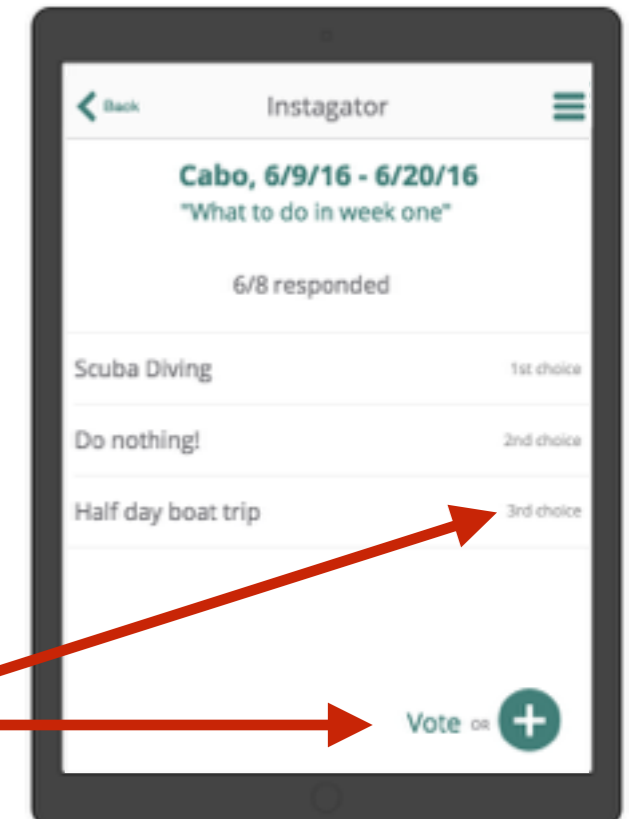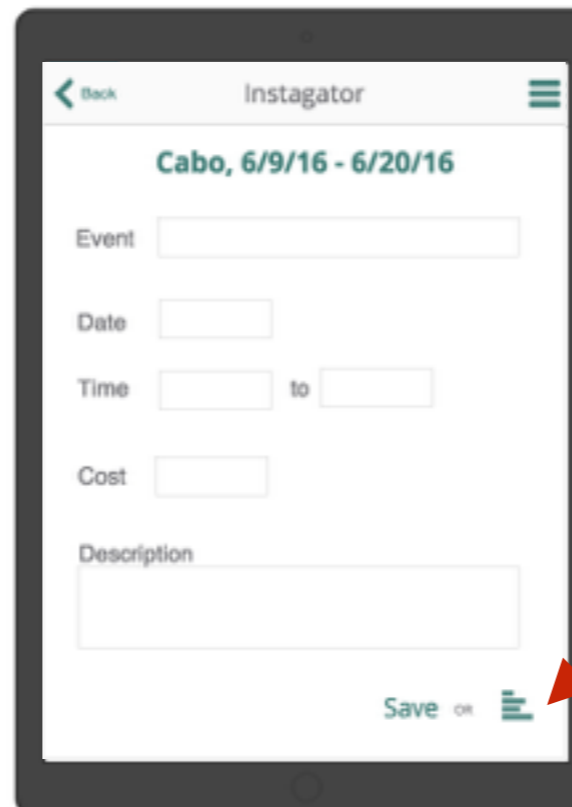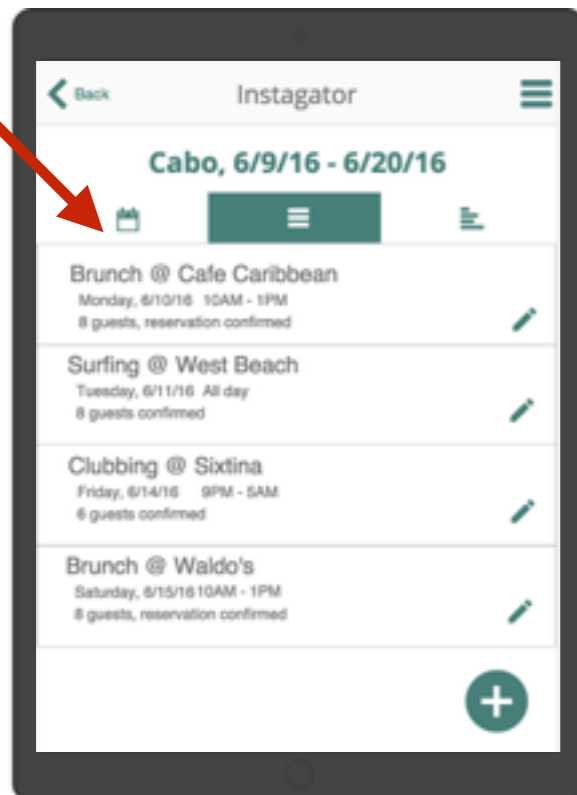
Task 1: Support Destination Polls

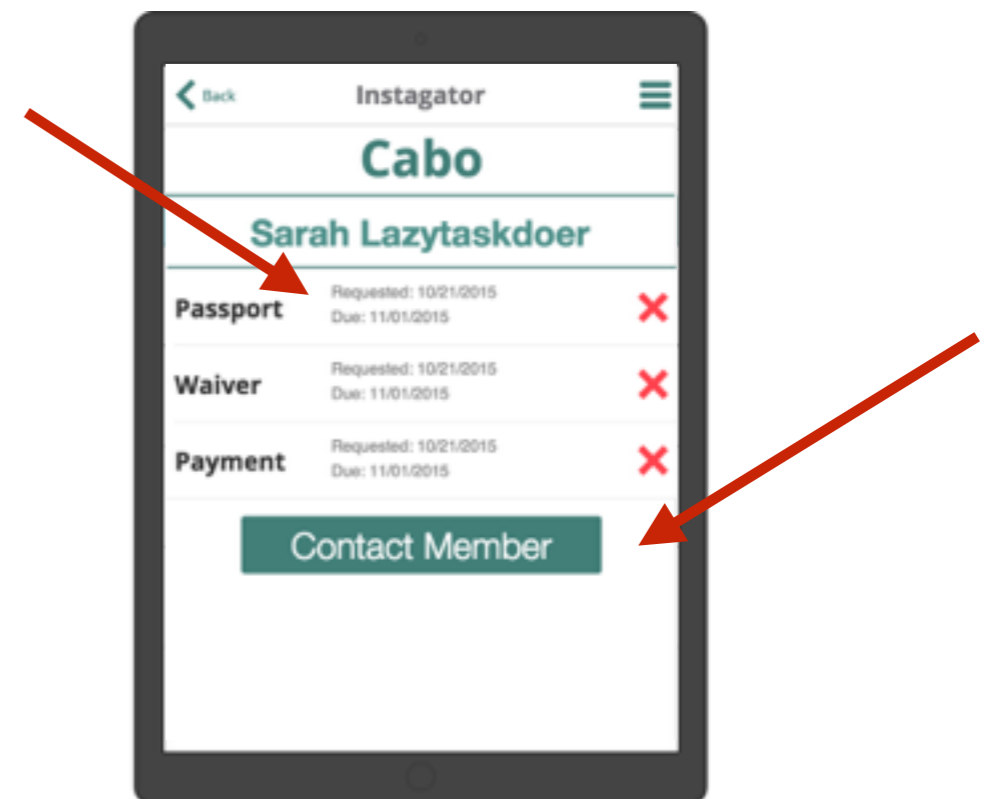"What if we don't know where we want to go?"

Task 2: Improve Itinerary & Poll Integration

"Fixed or Poll is confusing. What does that mean?"

Task 3: Information Architecture & Labels
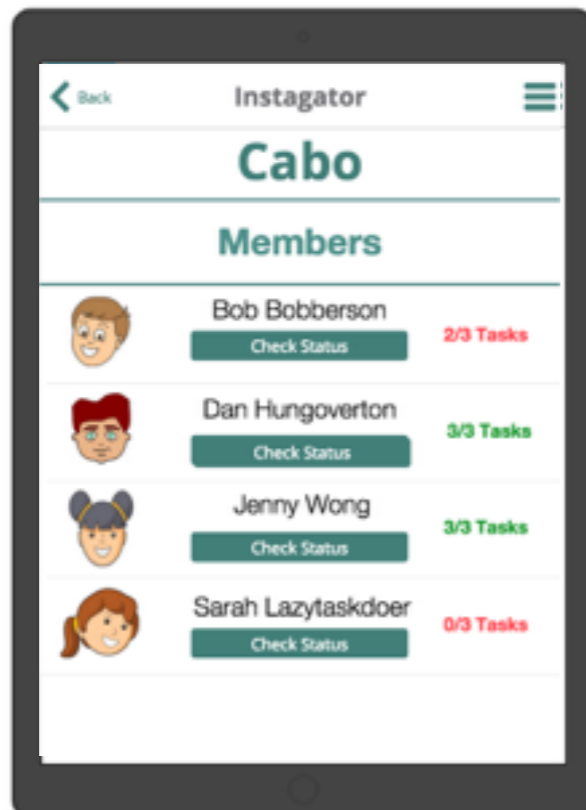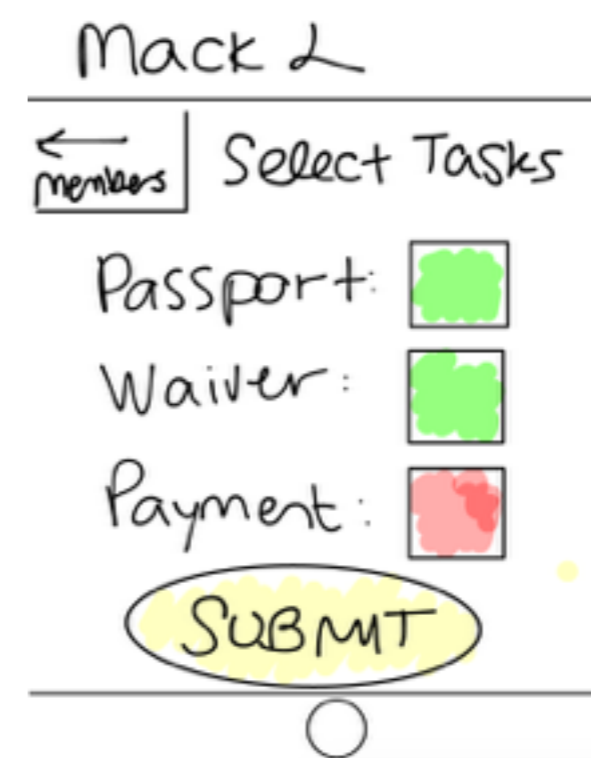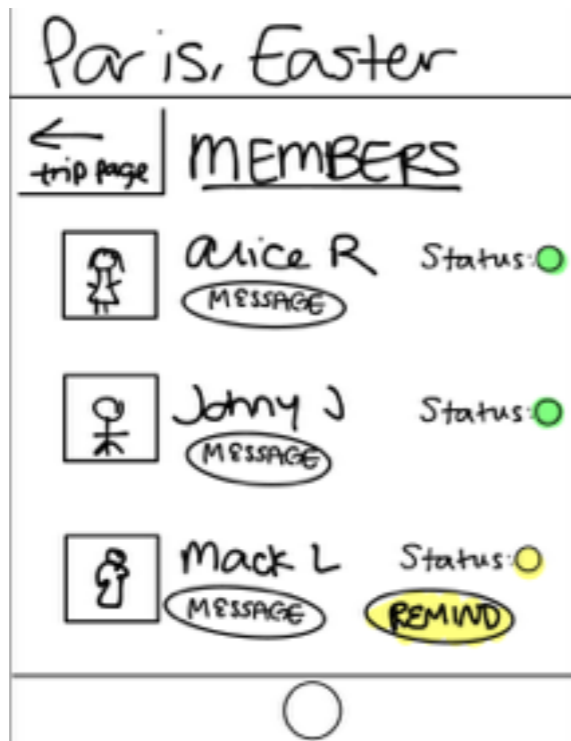
[TRIP NAME HERE]

MY TRIPS | A *** TRIP ADDED ***

DESTINATION: _____

[ ] to [ ]

PEOPLE

PLANS

PAPERS

○

Back   Instagator   ☰

Cabo, 6/9/16 - 6/20/16

Guests   4 Registered
              2 Alerts

Itinerary   4 Activities
              0 Outstanding Polls

Docs   0 Documents
              Requires Premium

Task 1: Start a New Trip

after inviting guests

1st time

>1 click

Task 2: Poll Friends on Itinerary
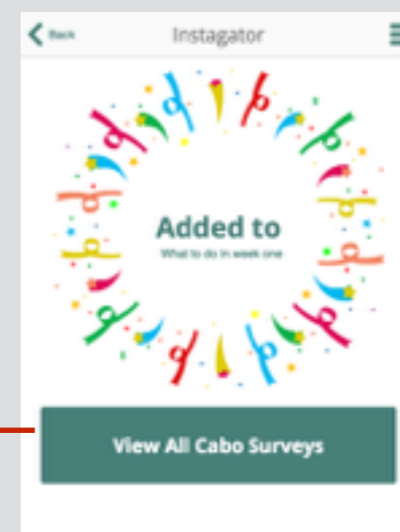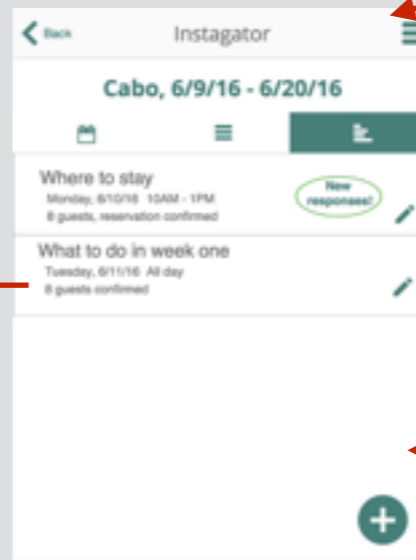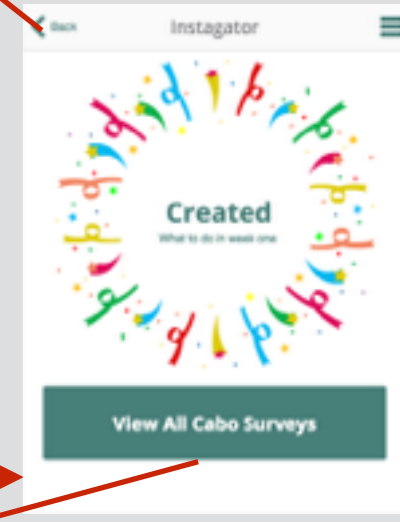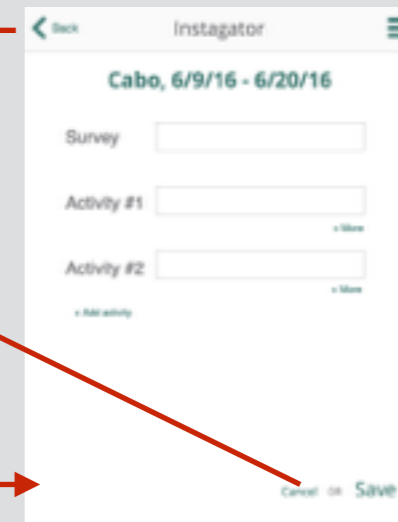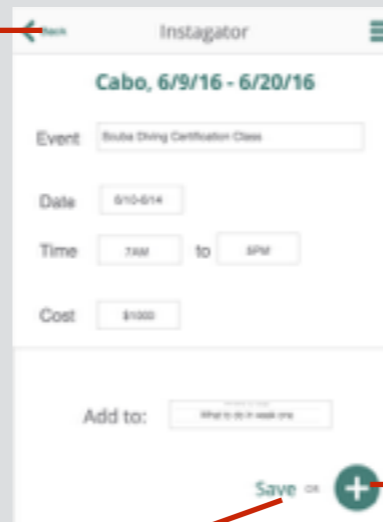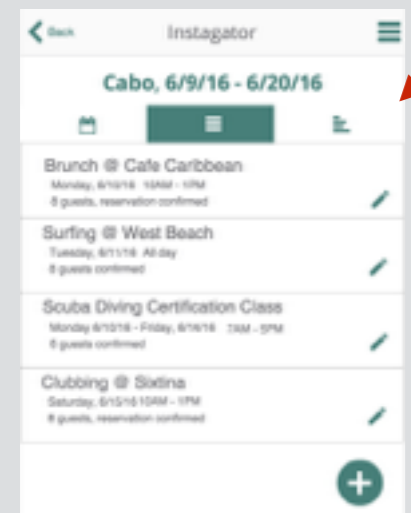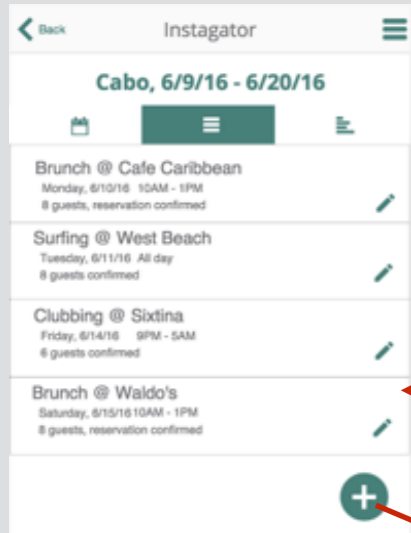
To trip dashboard
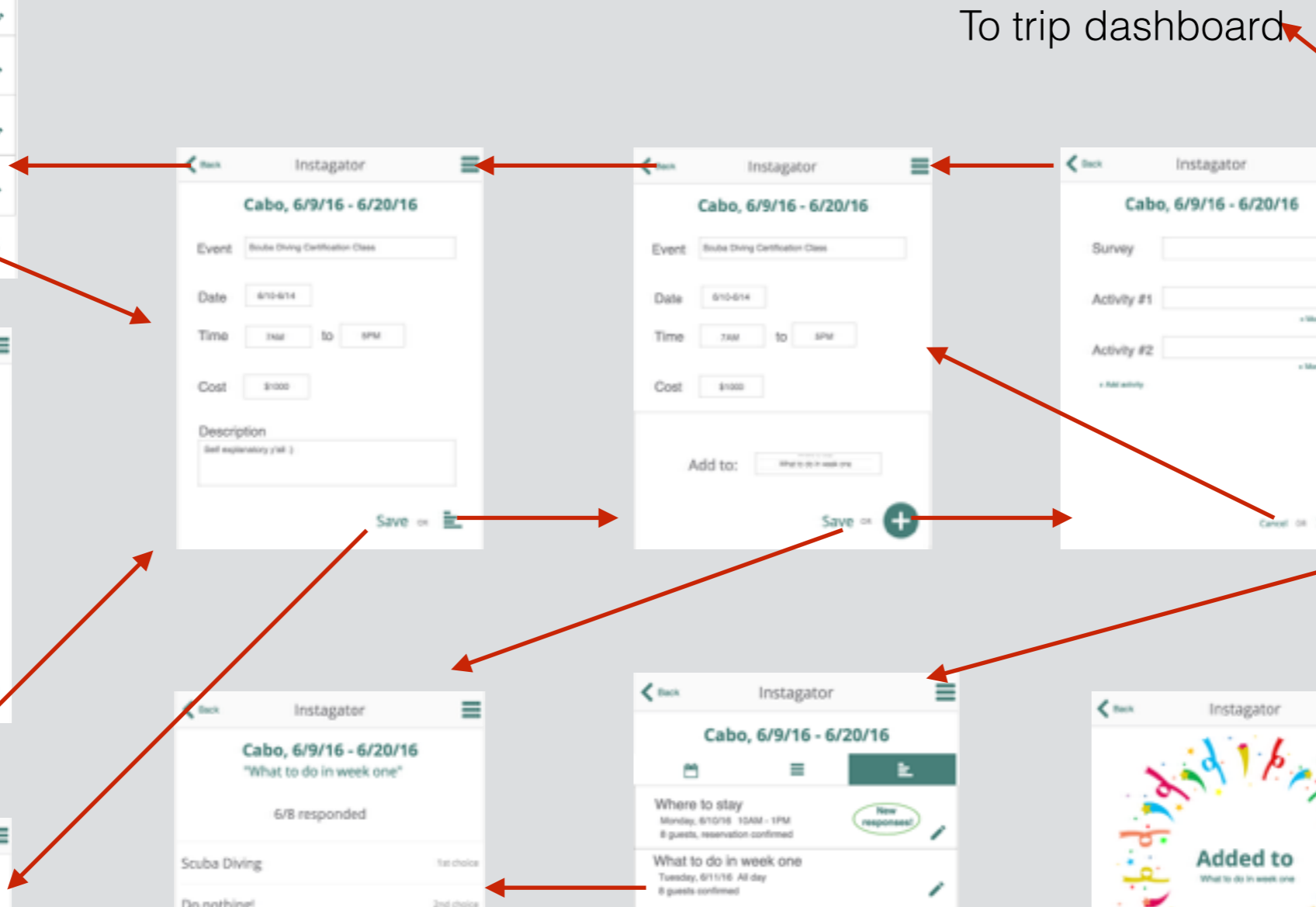
Task 3: Send To Do Reminders
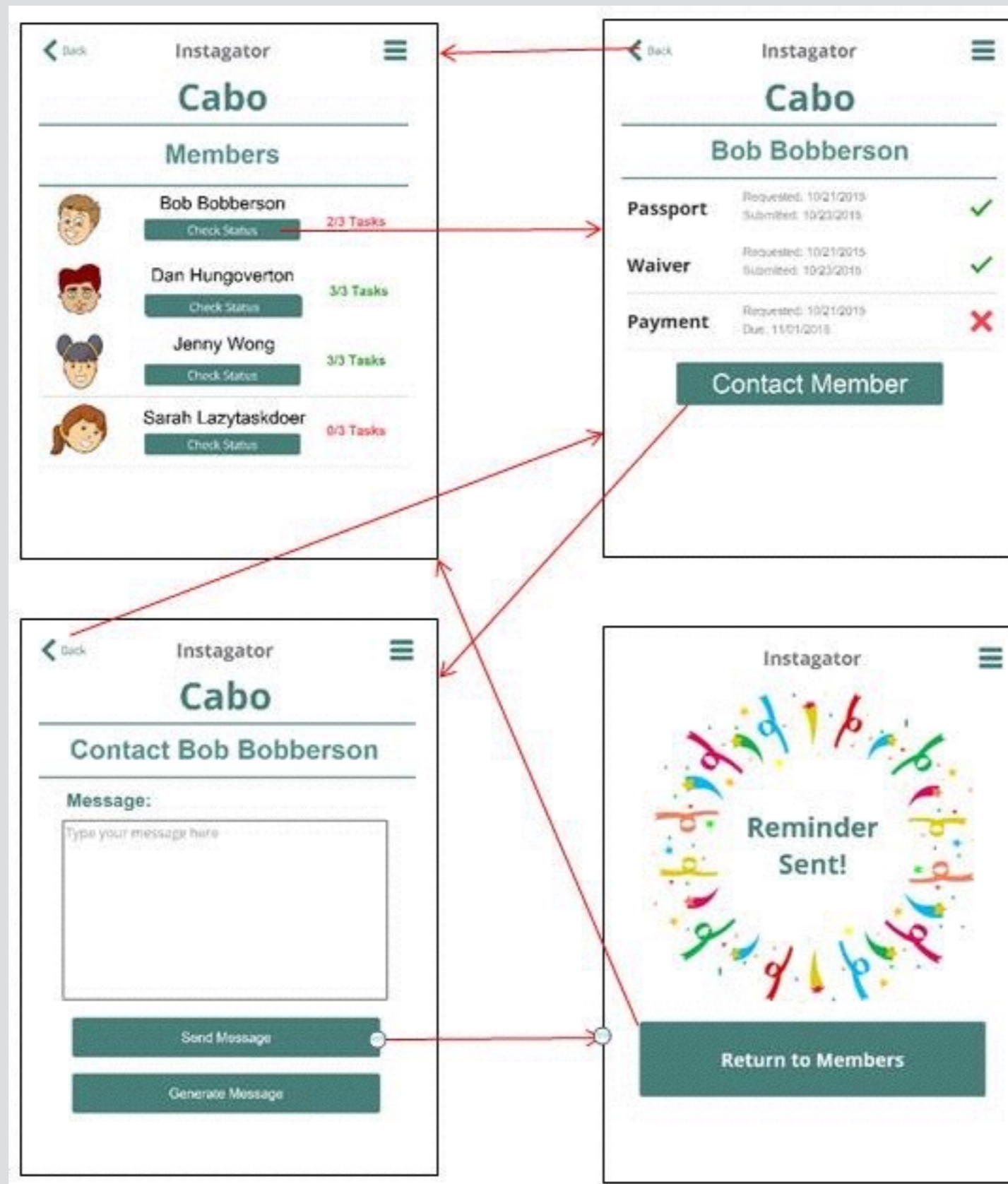
Prototyping

"All life is an Experiment" *- Ralph Waldo Emerson*
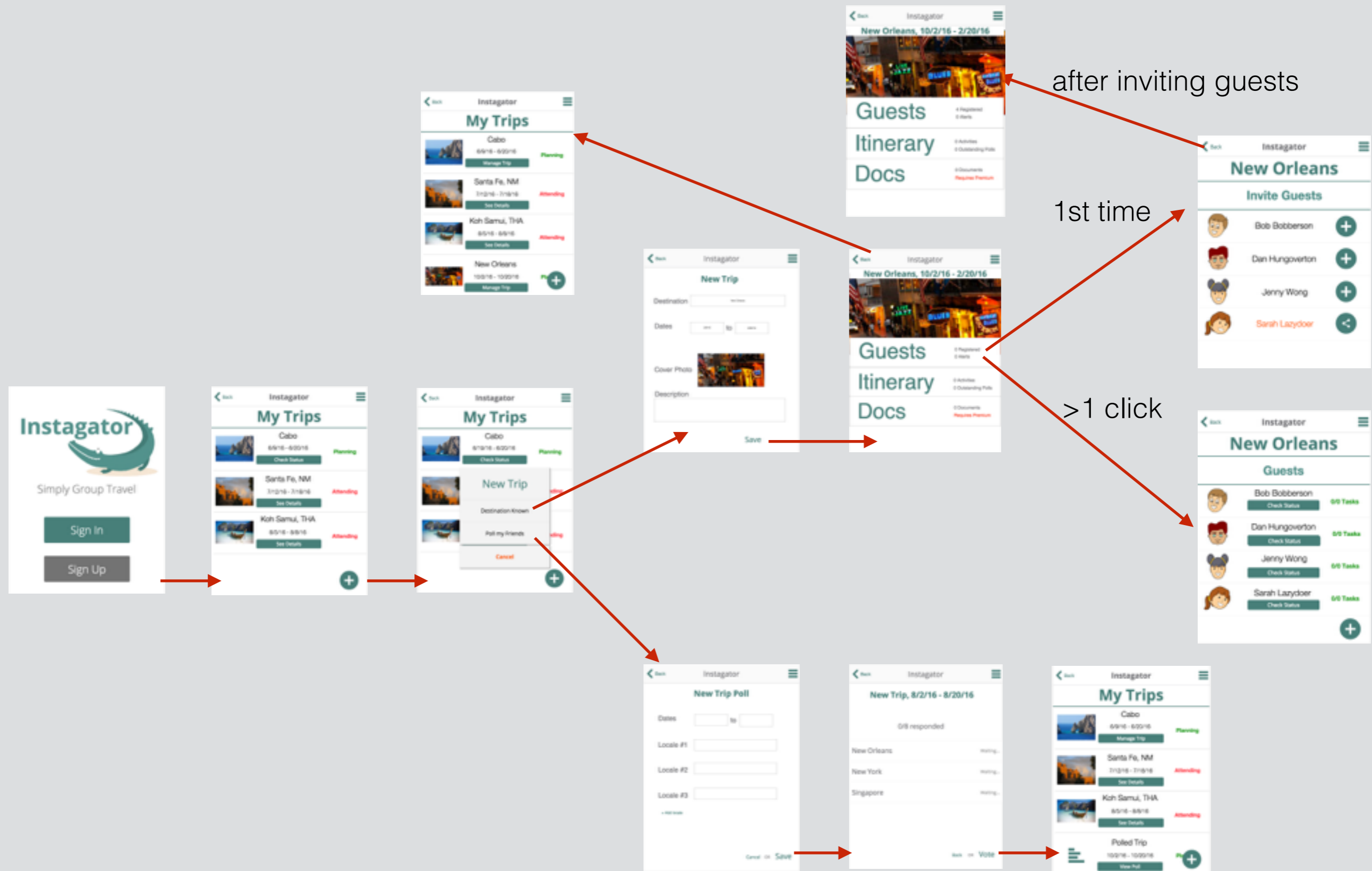
Tools

- Proto.io
- New to all of us

Good

- Drag and drop "prefab" elements
- Robust interaction support
- Two in one tool - create and animate

Less Good

- No support for collaboration
- Automated storyboard creator
- Requires much more testing

Tradeoffs and Tricks

- Only essentials are clickable = more manageable
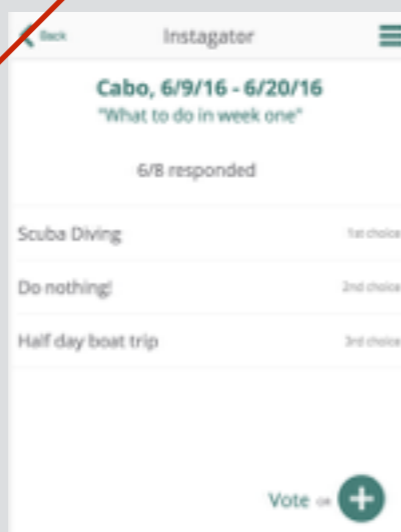- Assume logical click through pattern
- Workaround: 1 account + 3 projects, then combine

Overview

Tools

- Proto.io
- New to all of us

Good

- Drag and drop "prefab" elements
- Robust interaction support
- Two in one tool - create and animate

Less Good

- No support for collaboration
- Automated storyboard creator
- Requires much more testing

Tradeoffs and Tricks

- Only essentials are clickable = more manageable
- Assume logical click through pattern
- Workaround: 1 account + 3 projects, then combine

Tools

- Proto.io
- New to all of us

Good

- Drag and drop "prefab" elements
- Robust interaction support
- Two in one tool - create and animate

Less Good

- No support for collaboration
- Automated storyboard creator
- Requires much more testing

Tradeoffs and Tricks

- Only essentials are clickable = more manageable
- Assume logical click through pattern
- Workaround: 1 account + 3 projects, then combine

Tools

- Proto.io
- New to all of us

Good

- Drag and drop "prefab" elements
- Robust interaction support
- Two in one tool - create and animate

Less Good

- No support for collaboration
- Automated storyboard creator
- Much more upfront planning and testing

Tradeoffs and Tricks

- Only essentials are clickable = more manageable
- Assume logical click through pattern
- Workaround: 1 account + 3 projects, then combine

Wrap

Visit our team website to learn more