

Mingo Concept Video

Studio Theme: Mobility and Travel



Ben



Kevin



Minymoh





Mingo

make every mood a traveling mood





Mingo

Problem

- ◇ Travellers often experience 'travel burnout' due to intensely packed, rigidly structured, and numbingly repetitive schedules.

Solution

- ◇ Mingo aims to prevent 'travel burnout' by taking a traveller's current mood into account when planning an activity. Mingo keeps travel fresh and spontaneous, allowing users to experience popular sights in new ways while also suggesting lesser known sights and experience that help mix up the pace and tone of a trip.





Tasks

Simple

- ◆ The user is bored and wants to engage in an activity based on his or her current mood.

Moderate

- ◆ The user has an incomplete itinerary or a block of open time and wants to make the most of that time while travelling. The user wants to engage in a spontaneous/new/unknown activity during this timeframe.

Complex

- ◆ The user wants to go on a spontaneous trip to a specific destination. The activities each day are based on the user's current mood, and by the end of the trip, the user has seen all of the 'must-see' attractions of that destination.





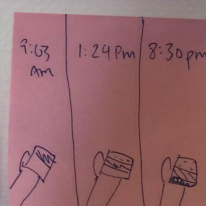
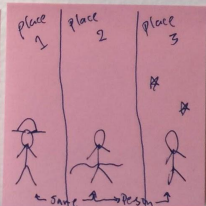
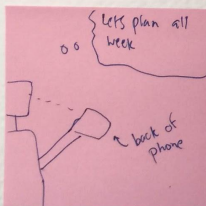
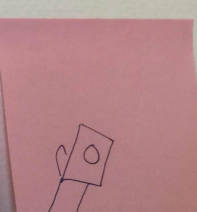
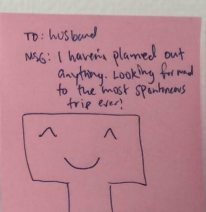
Video Storyboard

2



3

Scene
3



Mingo: make every mood a traveling mood



<https://www.youtube.com/watch?v=qdlv2ghc4rE>

