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" The moments that make you go O "

by Trability

Value Proposition + Problem/Solution
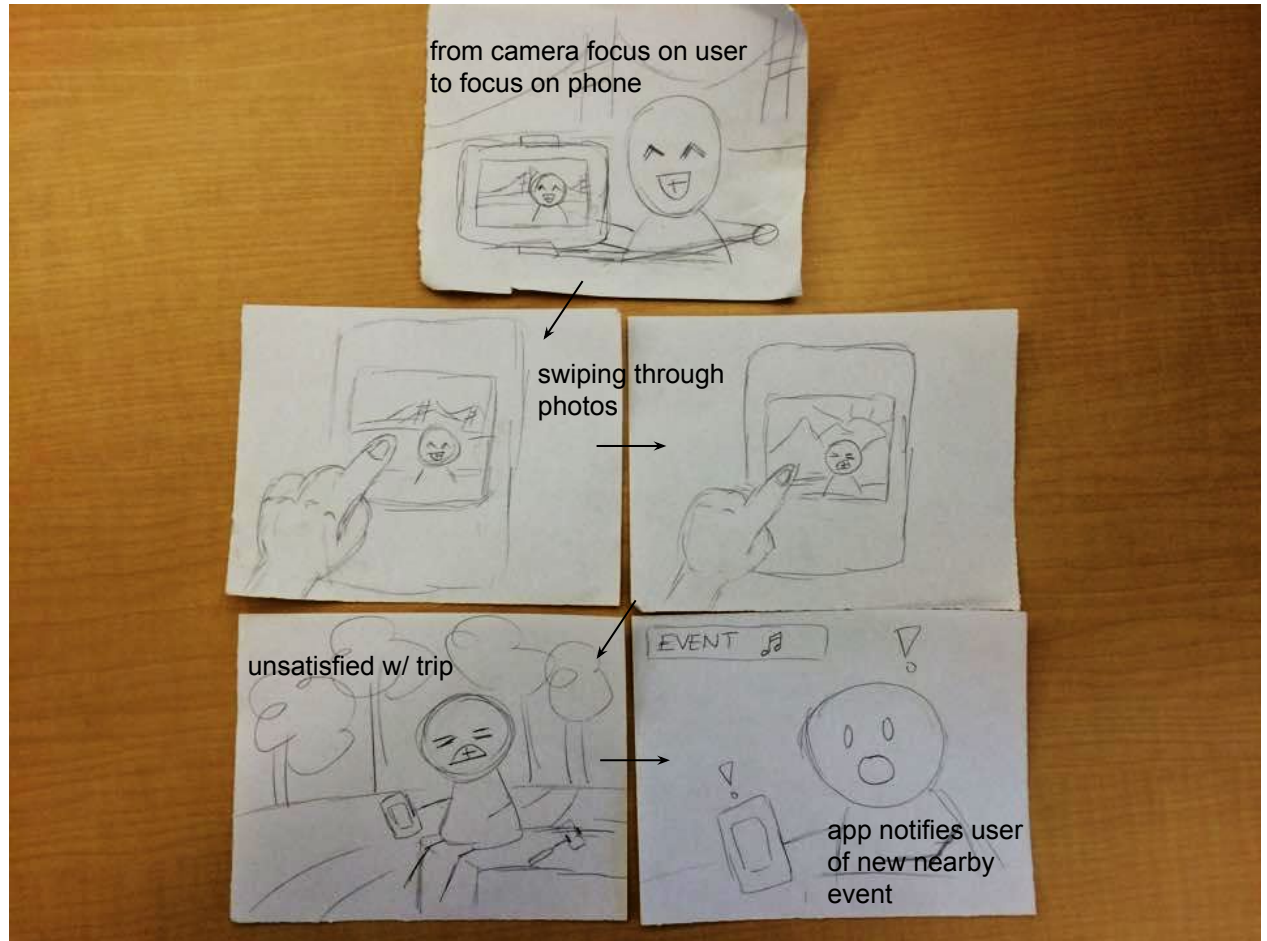
Value Proposition: Spontaneity during travel

Problem/Solution Overview: Travelers can become so caught up in hitting every item on their to-do list that they are unable to fully experience their journey. Our solution is to make travelers aware of events in the area that they may not have planned to attend. By attending these spontaneous events, travelers can focus on the rich experiences available in the present.

Three Tasks – Our app enables users to...

1. Discover spontaneity when traveling (simple)
    a. The user has hit all of the tourist spots but is unsatisfied with how generic and planned her trip feels
    b. She wants to experience lesser-known, local events outside of a normal trip agenda
    c. The app helps her find this spontaneity during her trip
2. Navigate comfortably in unfamiliar areas (medium)
    a. The user is seeking spontaneity but does not want to be overwhelmed by the unfamiliar
    b. The app lets her reach newfound events without being intimidated by a new place
3. Share spontaneity with others (complex)
    a. The user wants other people to discover the same experiences she has found through the app
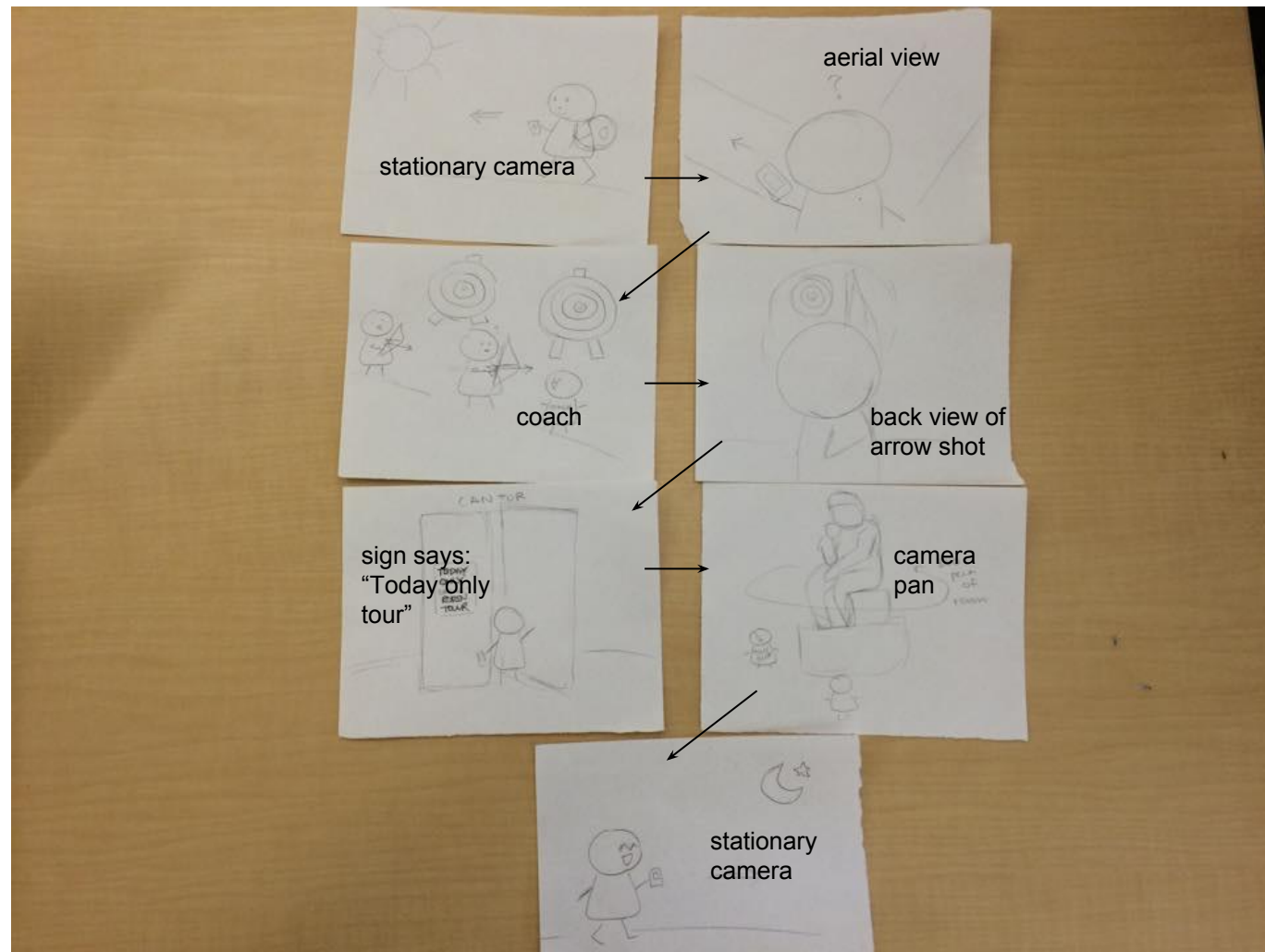   b. The app helps her share the event so other travelers and locals can also discover it spontaneously

Storyboard

Task: discover spontaneity through unplanned events
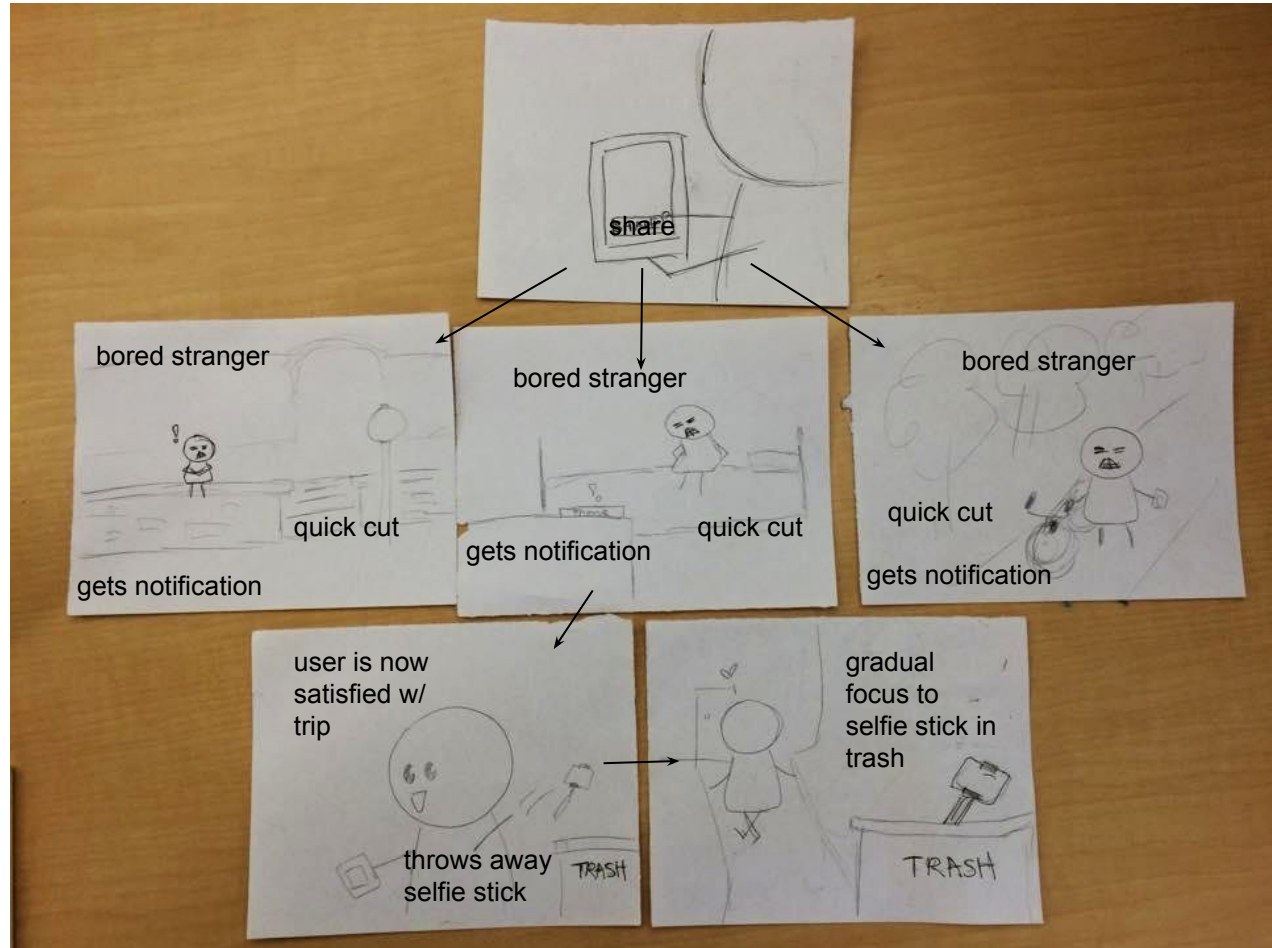
Storyboard

Task: navigate comfortably in unfamiliar areas

Storyboard

Task: share spontaneity with others

*the button in the first panel says "share"

Video link

https://www.youtube.com/watch?v=2m_trlcfkZM&feature=youtu.be