



0

Medium Fidelity Prototype



**Don't be a tourist.
Be a traveler.**

Problem: Tourists plan too much on hitting the big attractions and end up with a generic experience.

Solution: Allow tourists to become travelers by leading them to spontaneous, local events they may not have experienced otherwise.

Three Event Tasks



Find - Simple

Discover spontaneity through unplanned events.



Navigate - Medium

Navigate comfortably in unfamiliar areas.



Share - Complex

Share spontaneity with others.

Reorganize homescreen

Users have more control filters
while spontaneity remains in a
more subtle way

How can we give users control along with spontaneity?

Likes

- * Time/distance sort option
- * Random option is “cool”

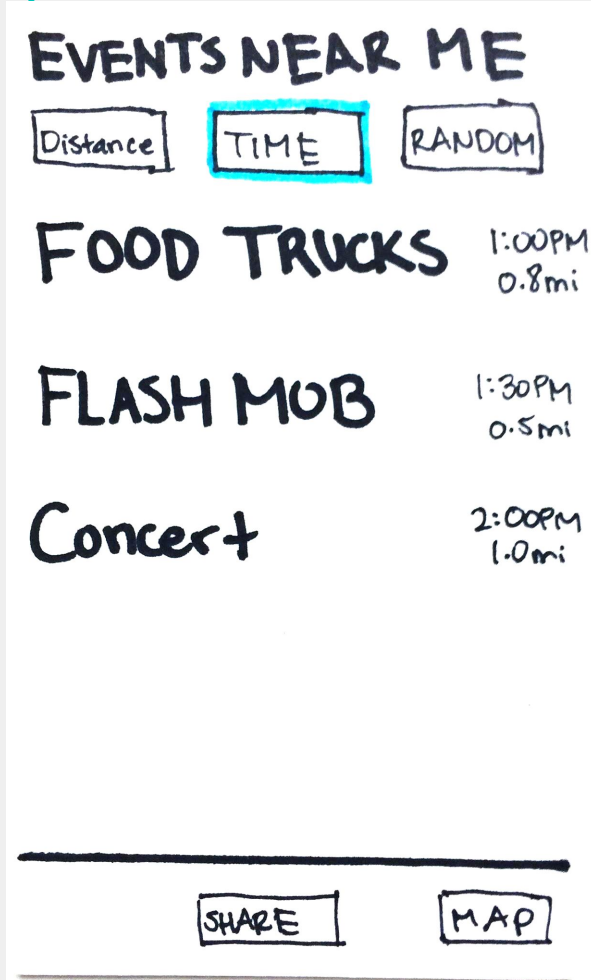
Critiques

- * Pop ups are annoying
- * Want more planning options

Solution

- * Promote spontaneity without using pop ups
- * Allow more filtering and sorting

Homescreen Resketch



Old



Deleted
pop up

Homescreen Resketch

EVENTS NEAR ME

Distance TIME RANDOM

FOOD TRUCKS 1:00PM
0.8mi

FLASH MOB 1:30PM
0.5mi

Concert 2:00PM
1.0mi

SHARE

MAP

Old

EVENTS NEAR ME

FILTER

SORT

EVENT A

TIME
DISTANCE
CATEGORY

EVENT B

~~~~~  
~~~~~

EVENT C

~~~~~  
~~~~~

MAP

RANDOM!

NEW

New

Homescreen Resketch

EVENTS NEAR ME

Distance TIME RANDOM

FOOD TRUCKS 1:00PM
0.8mi

FLASH MOB 1:30PM
0.5mi

Concert 2:00PM
1.0mi

EVENTS NEAR ME

FILTER SORT

EVENT A TIME
DISTANCE
CATEGORY

EVENT B

EVENT C

Reorganized bottom menu bar

SHARE

MAP

Old

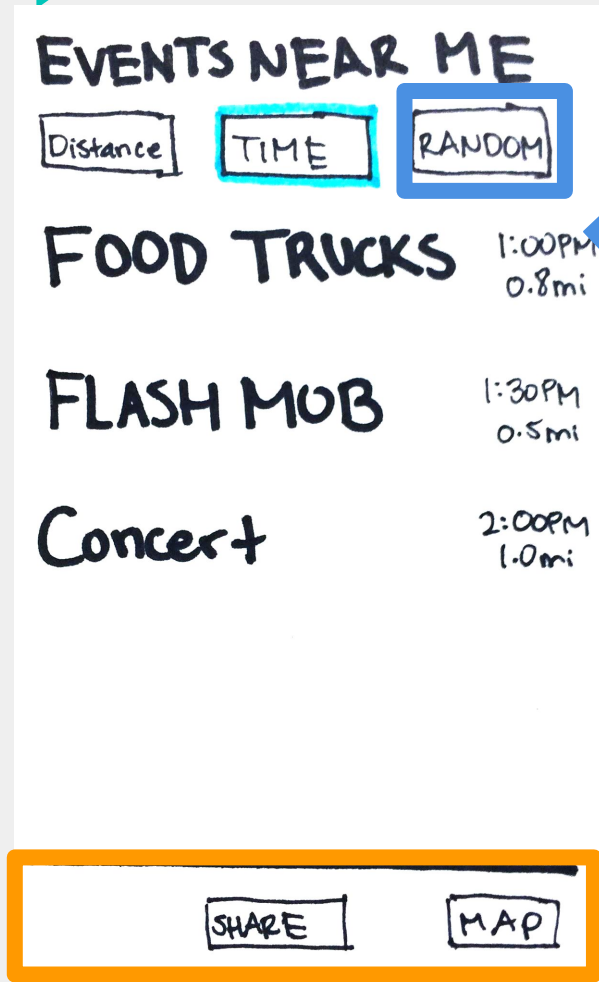
MAP

RANDOM!

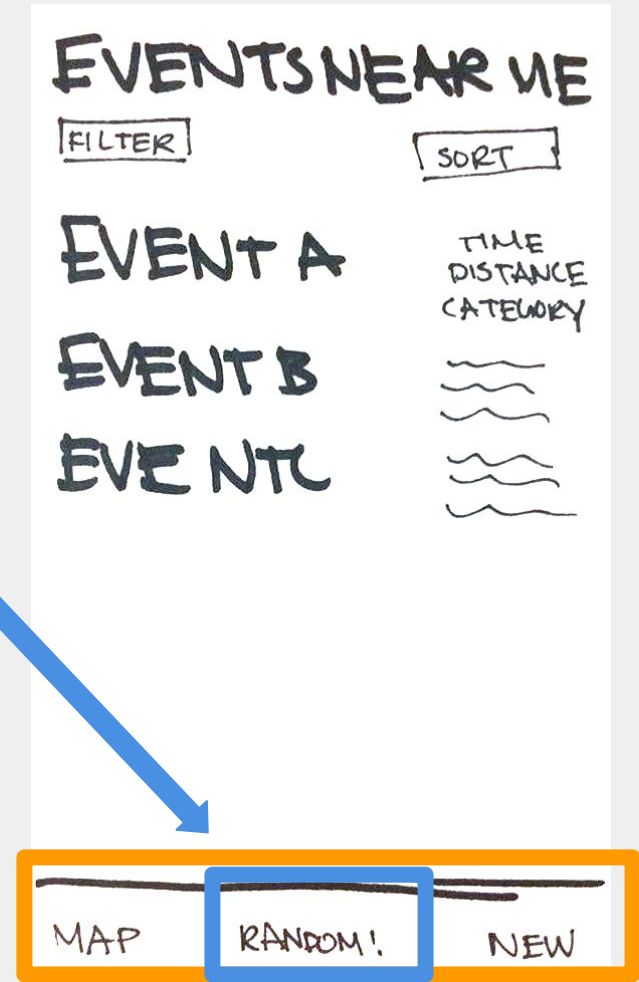
NEW

New

Homescreen Resketch

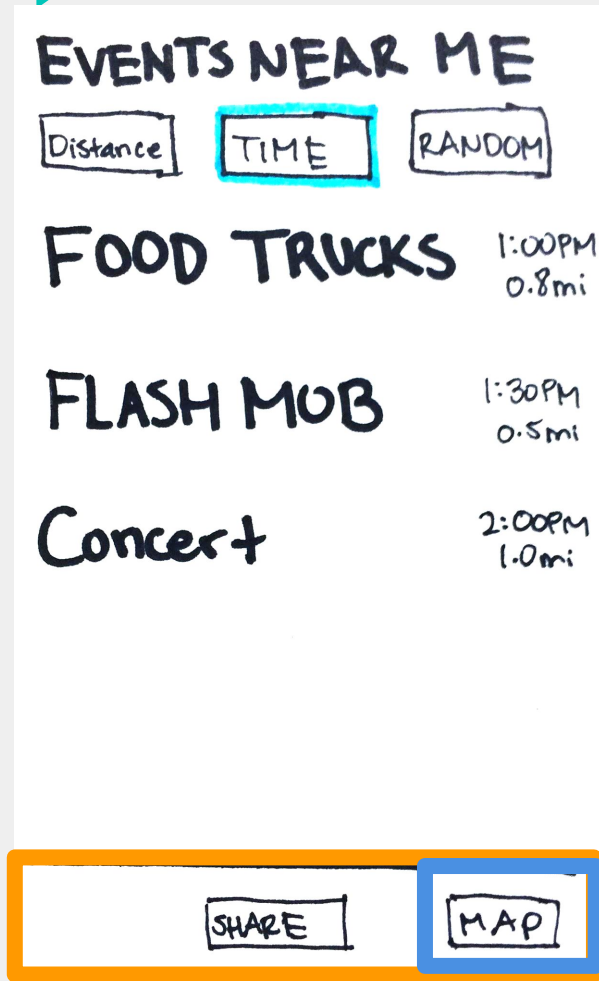


Old

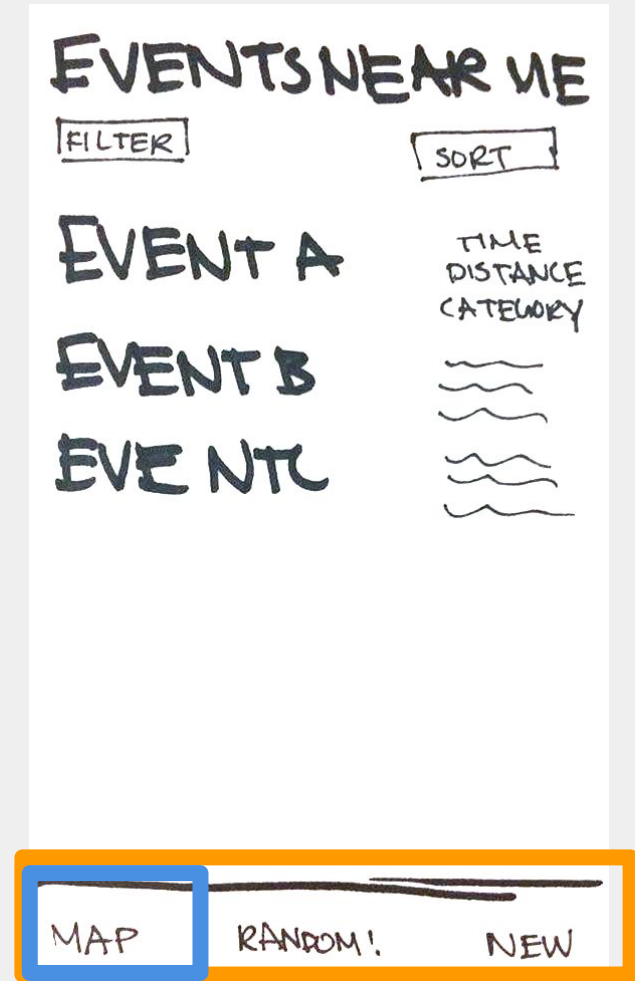


New

Homescreen Resketch

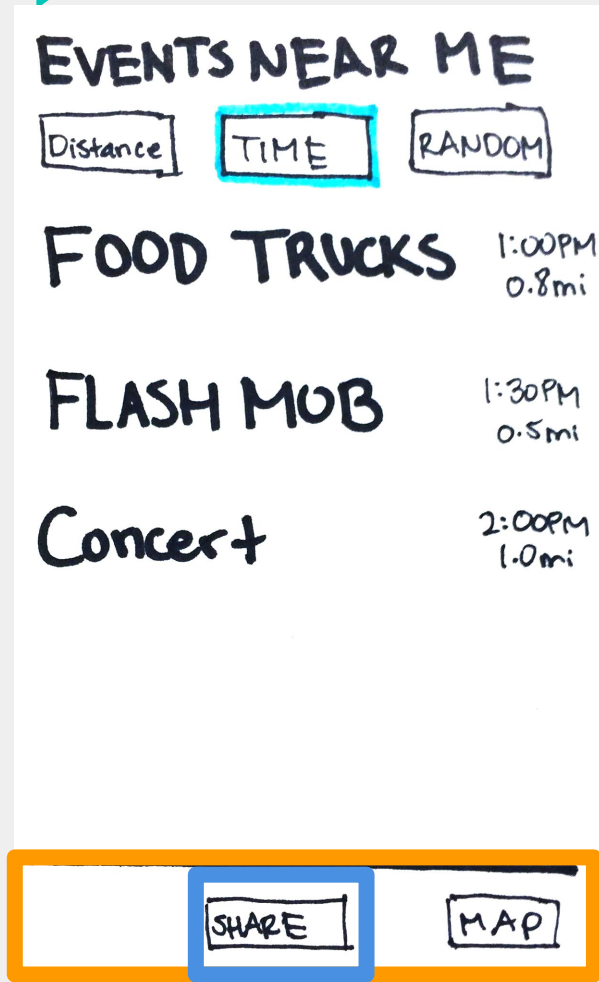


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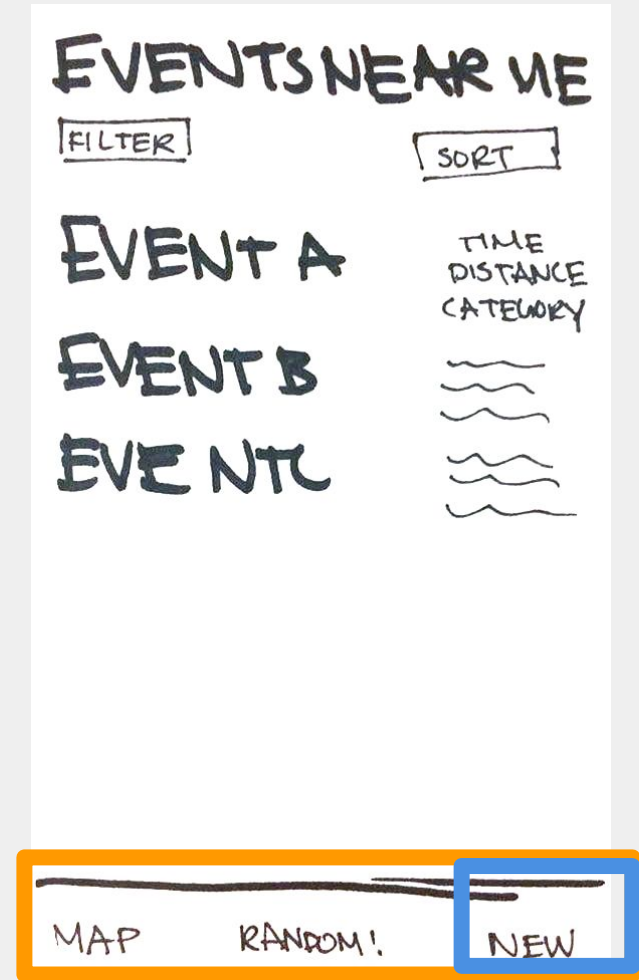


New

Homescreen Resketch

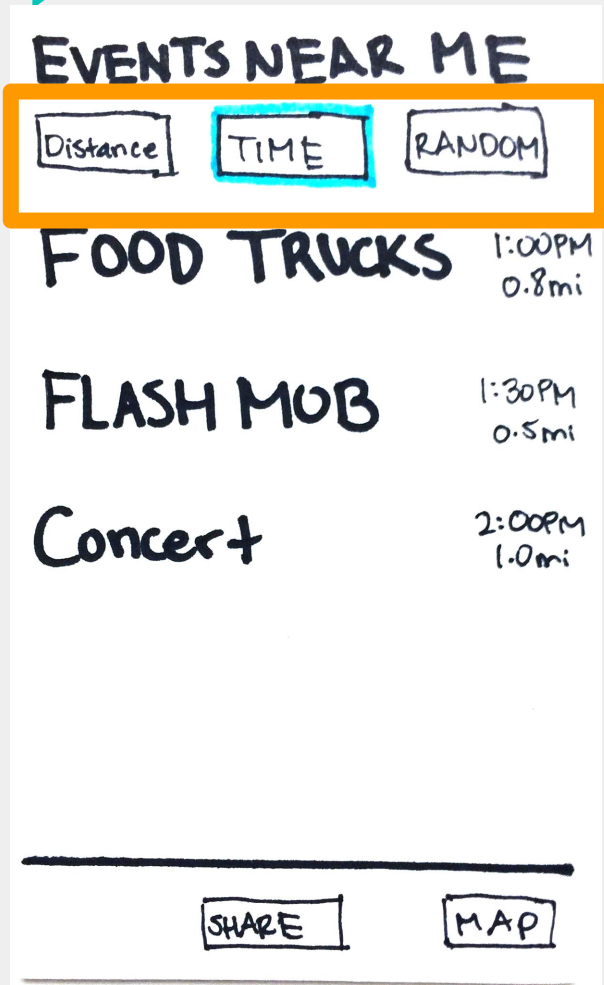


Old



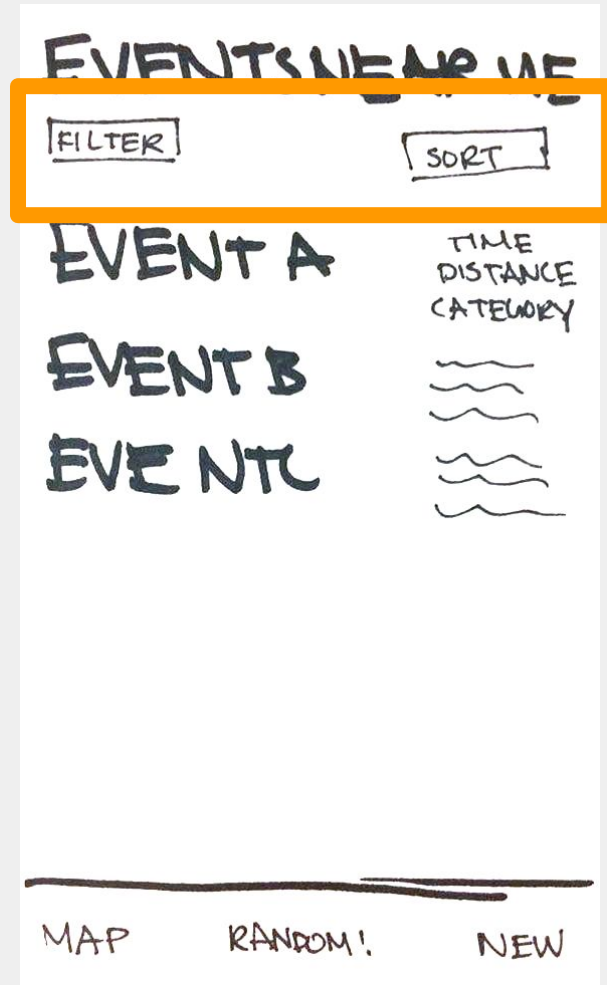
New

Homescreen Resketch



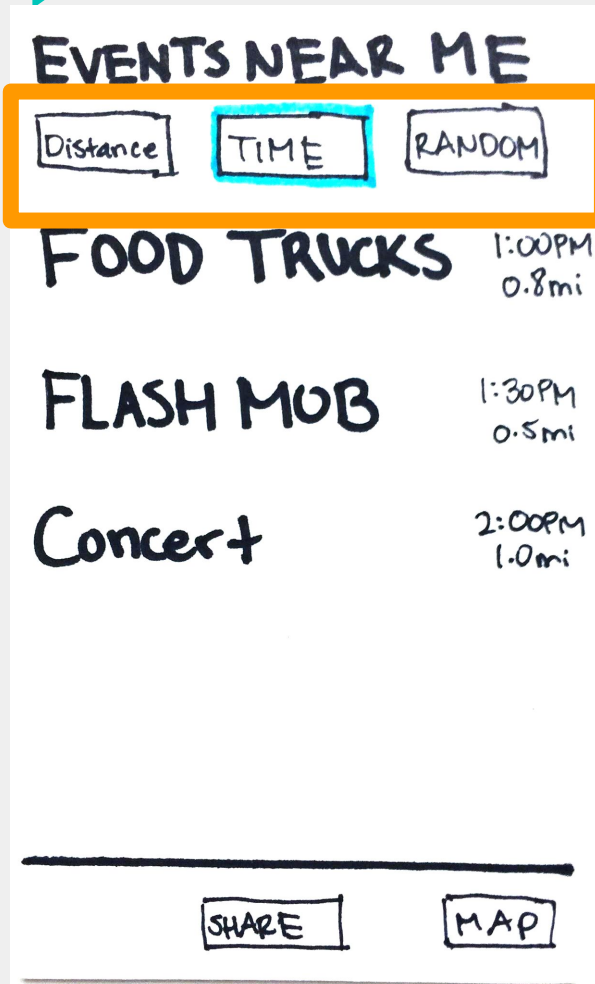
Old

New
Sort
+
Filter

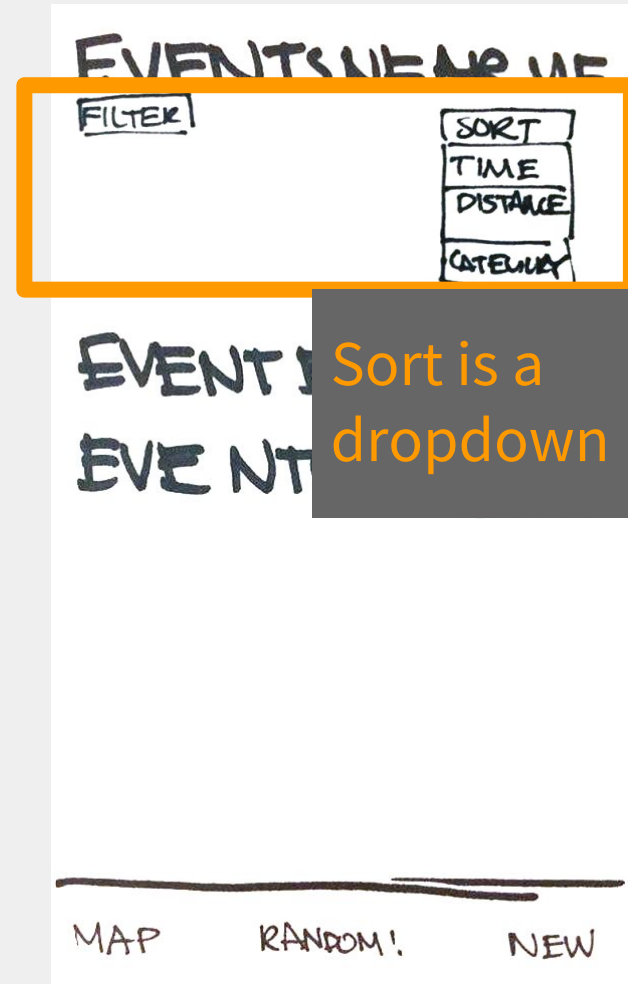


New

Homescreen Resketch

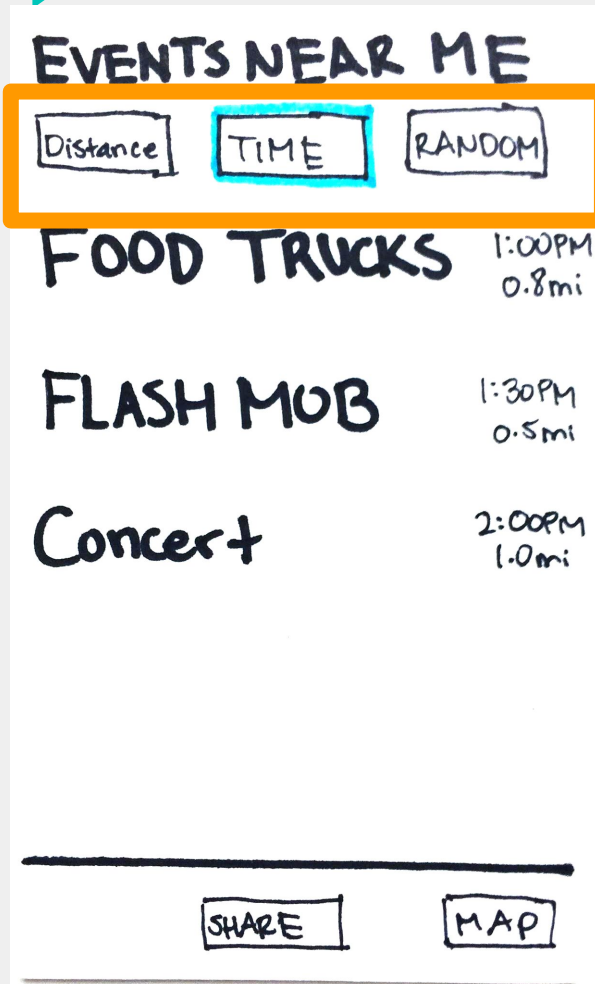


Old



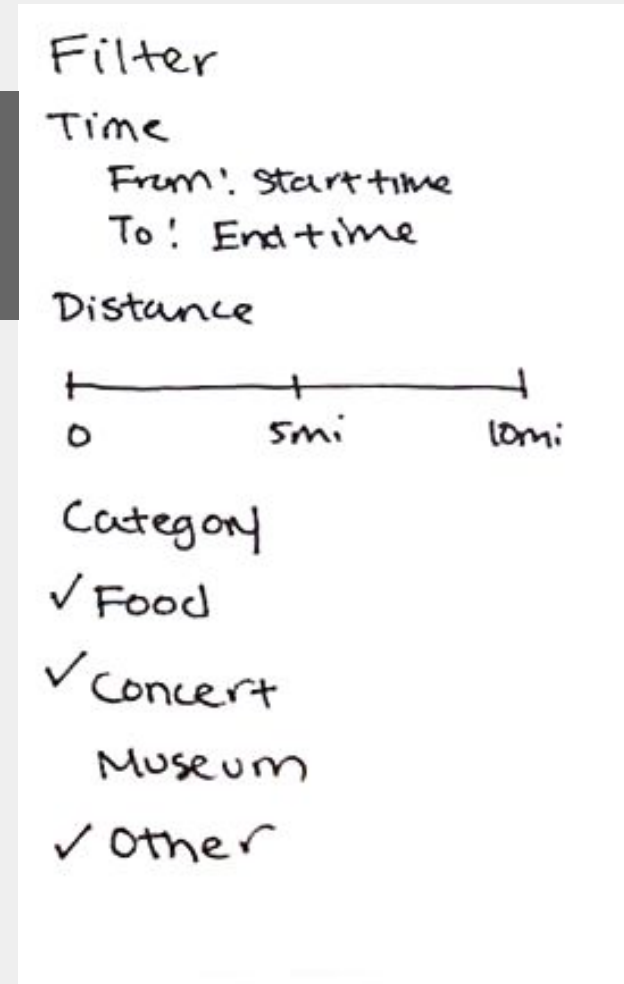
New

Homescreen Resketch



Old

New menu
for filter



New

Transform 'Share'

Users can check in more easily after navigating

How can we encourage users to share their experience?

Likes

- * Adding a picture is fun
- * Locals can create “authentic” events

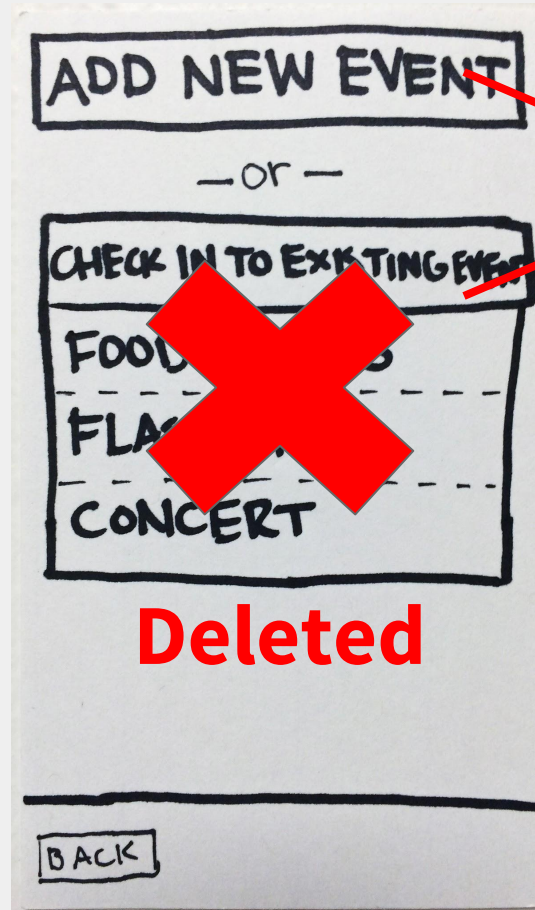
Critiques

- * Hard to share from navigation screen
- * Separate sharing and creating

Solution

- * Check-in on map screen
- * Separate “check-in” and “create”

Transform Share



Confusing

Deleted

Old

Transform Share

EVENTS NEAR ME

EVENT A

TIME
DISTANCE
CATEGORY

EVENT B

~~~~~

EVENT C

~~~~~

~~~~~

**Post new event**

MAP

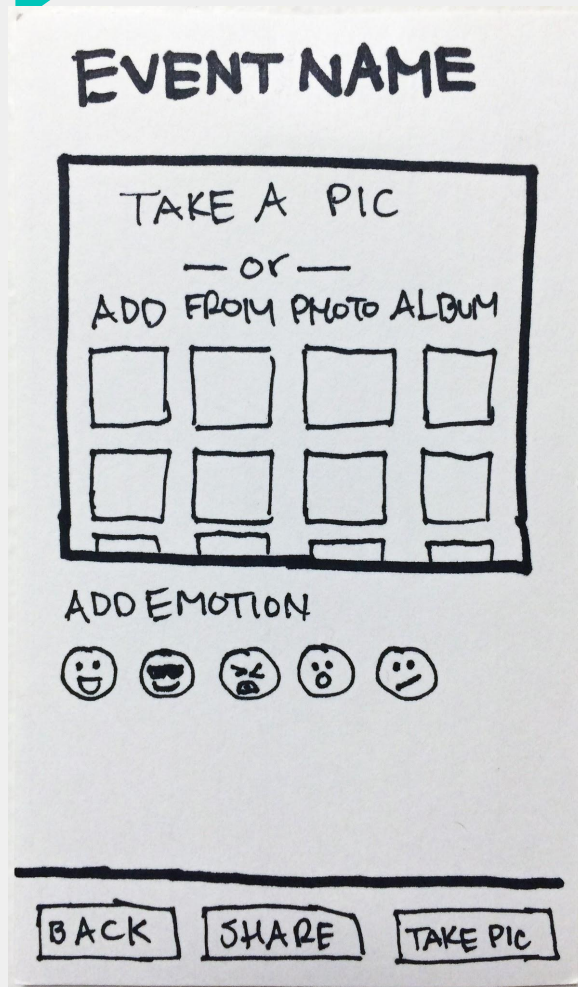
RANDOM!

New

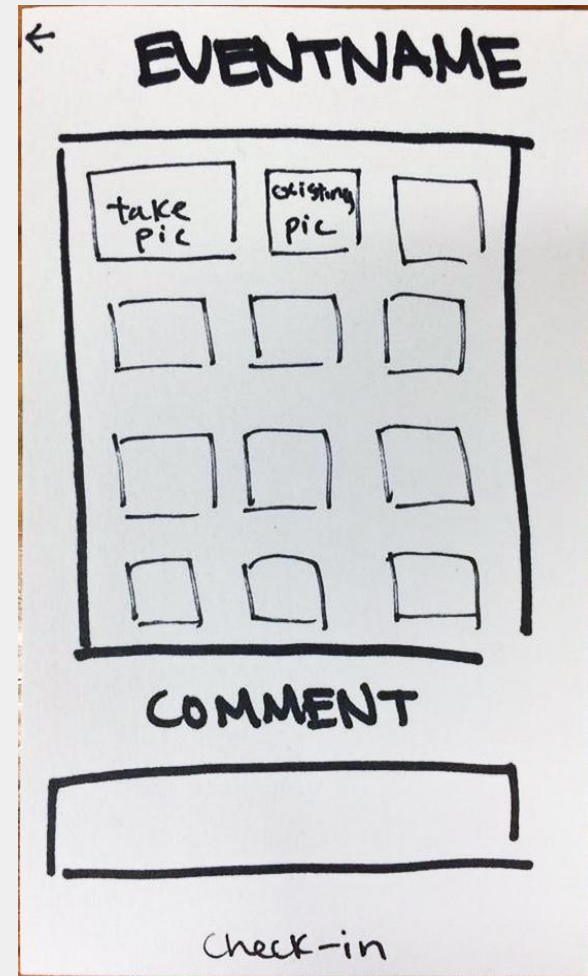
**Check in on map**



# Transform Share - Check In Page

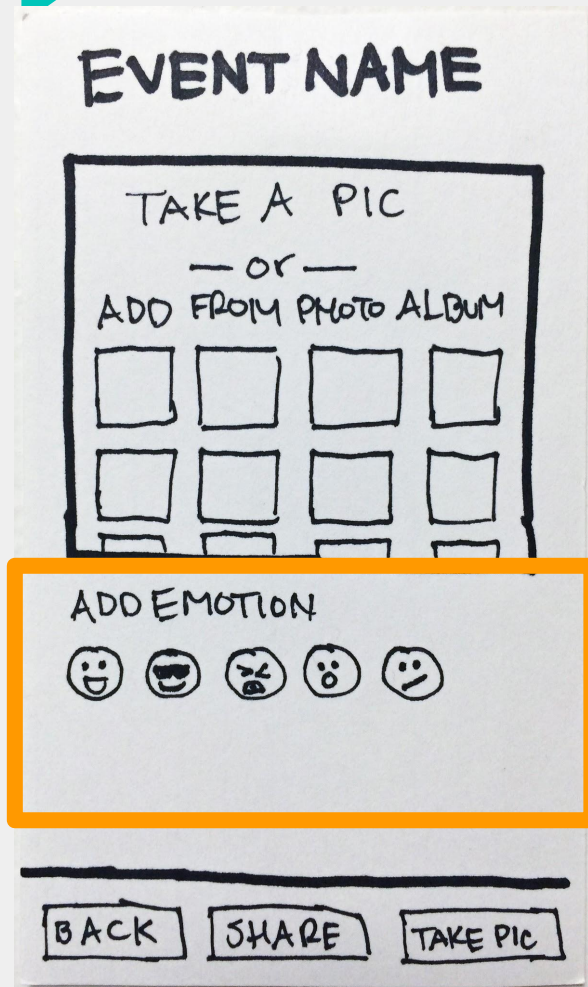


Old

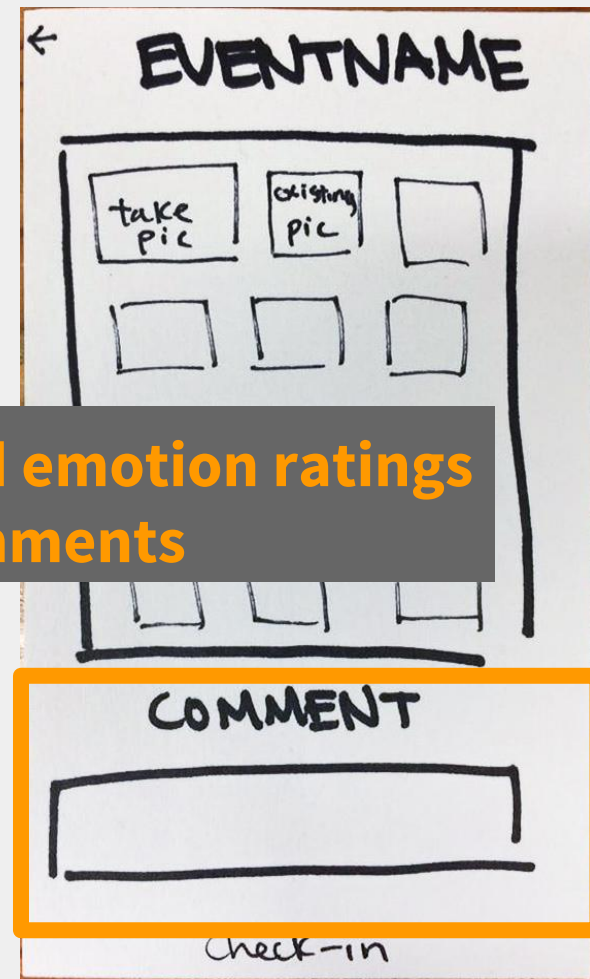


New

# Transform Share



Old



New

Replaced emotion ratings with comments

# Add Livestream

Highlight real time,  
spontaneous nature of event  
while giving users more  
information

# How can users better gain information about an event?

## Likes

- \* Pictures from actual users are great

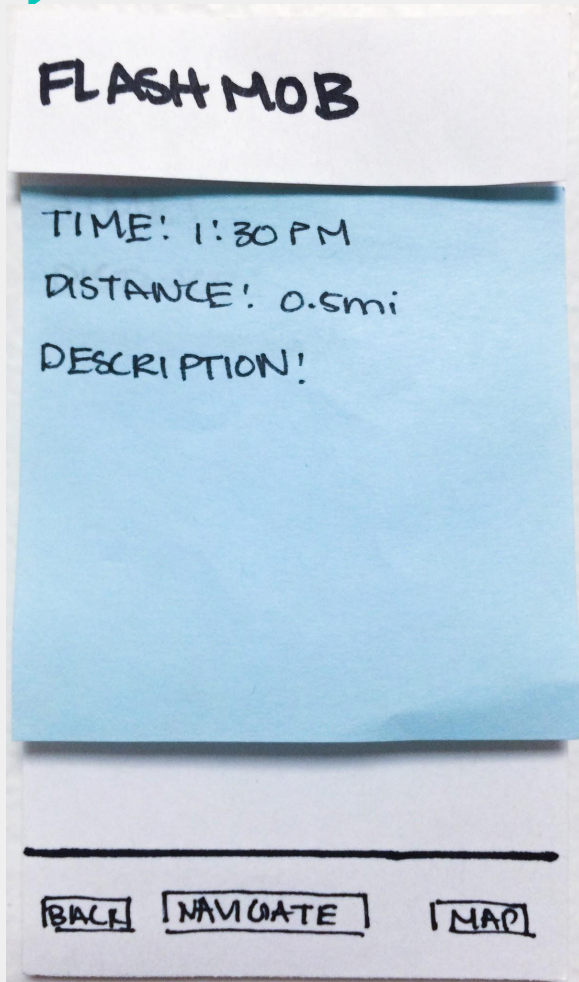
## Critiques

- \* Swiping through pictures feels clunky and static
- \* Emotion rating

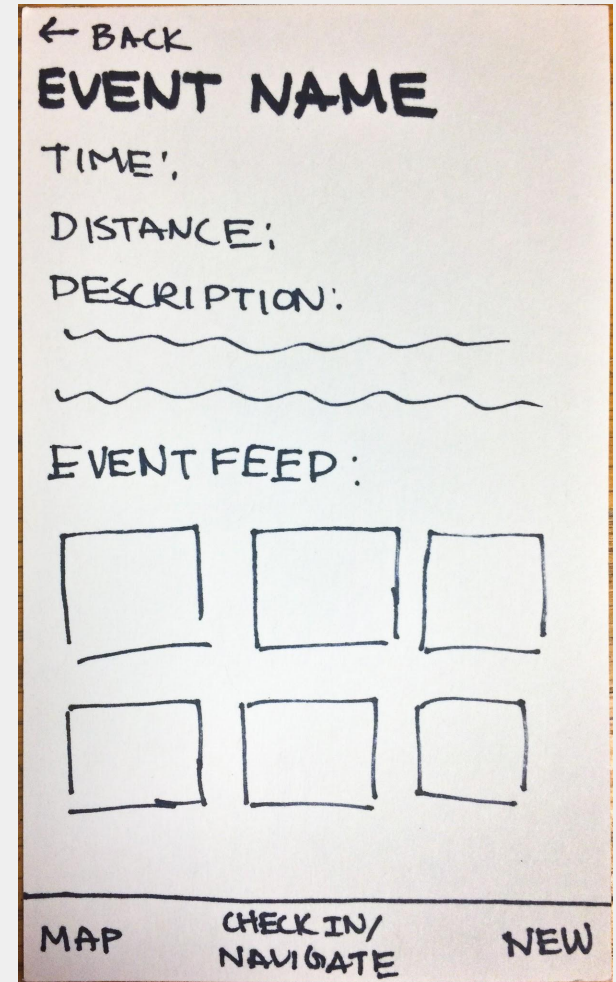
## Solution

- \* Real time live feed
- \* Comments + pictures

# Add livestream



Old



New

# Add livestream

**FLASH MOB**

TIME: 1:30 PM  
DISTANCE: 0.5mi  
DESCRIPTION:

[Empty space for description]

BACK NAVIGATE MAP

Old

New!  
Live Feed

← BACK  
**EVENT NAME**  
TIME:  
DISTANCE:  
DESCRIPTION:  
~~~~~  
~~~~~

**EVENT FEED:**

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |

MAP CHECK IN/ NAVIGATE NEW

New



**Live Demo**

## Tools Used

### Sketch

- Existing template symbols
- Use symbols for universal changes
- Gentle learning curve

### Marvel

- Simple
- Accessible from laptop / mobile

## Limitations

### Sketch

- No animations

### Marvel

- Required too many photos
  - No variables/objects = WoZ slides
  - Unable to properly use the “back” button
- Unable to show a true map with GPS
- Unable to use phone features like slide

## Summary

- Goals:
  - Undisruptive spontaneity
  - More intuitive control
  - Real time updates
- Resketch
- Sketch + Marvel = 0

**Any questions?**