



# MED-FI PROTOTYPE

[MICRO] ADVENTURE

Introduction

Value Prop, Problem and Solution Overview

Tasks

Revised Interface Design

Medium-Fi Prototype Task Flows

Prototype Overview

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# OUR TEAM



Alex  
Usability  
Testing



Alexandre  
Software  
Engineering



Basel  
Design



Kim  
Team  
Manager



**VEA**

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# VALUE PROPOSITION

We want to help travelers  
make the **most** out of their adventures

**Let a personal guide help you plan your adventure**

# PROBLEM



Planning a fun adventure takes too much **time** and **effort**

# SOLUTION OVERVIEW

We'll connect you with a **local** guide,  
on-demand **wherever** you go

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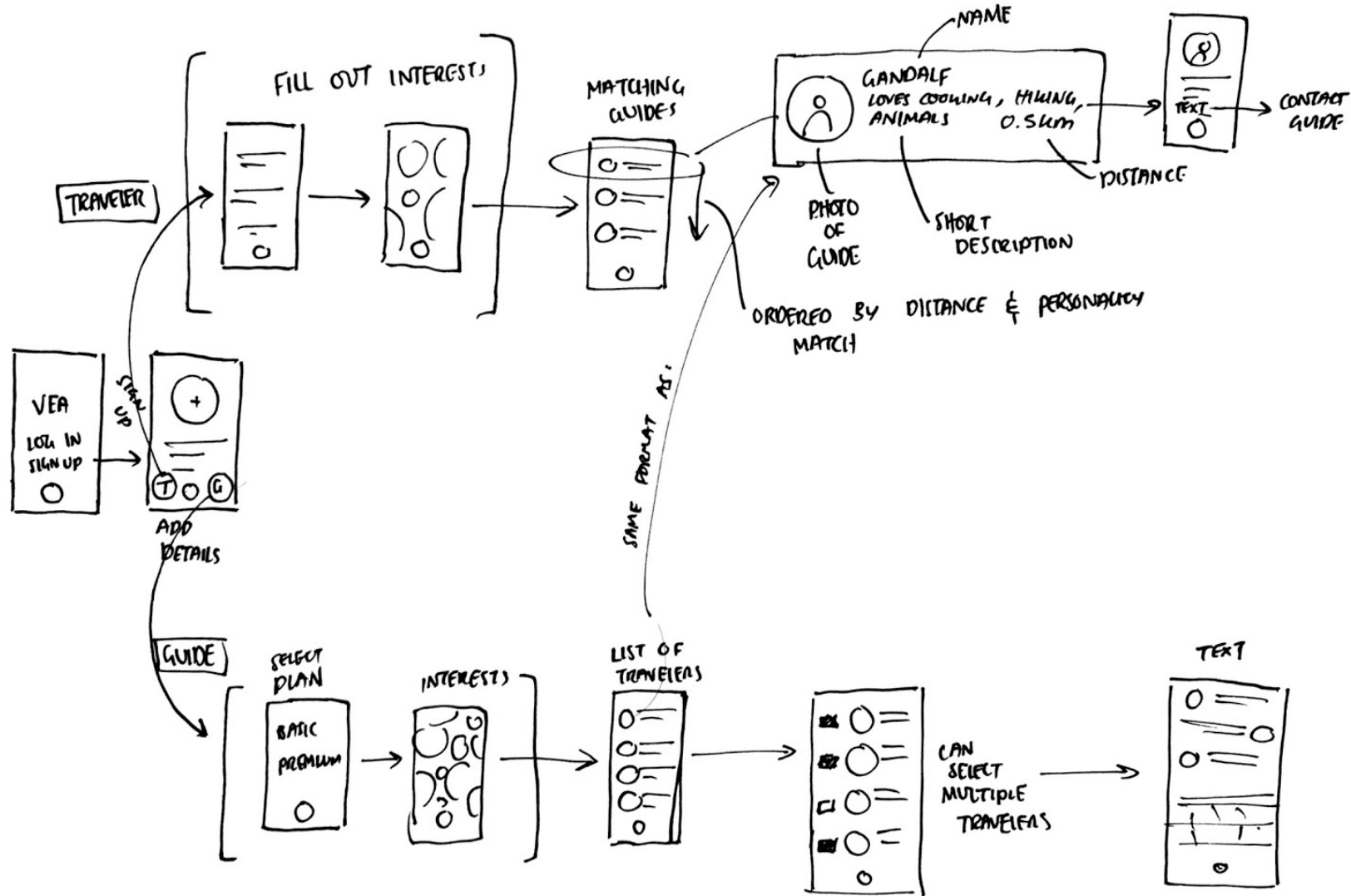
Prototype Overview

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T A S K S

# TASK 1 (SIMPLE)

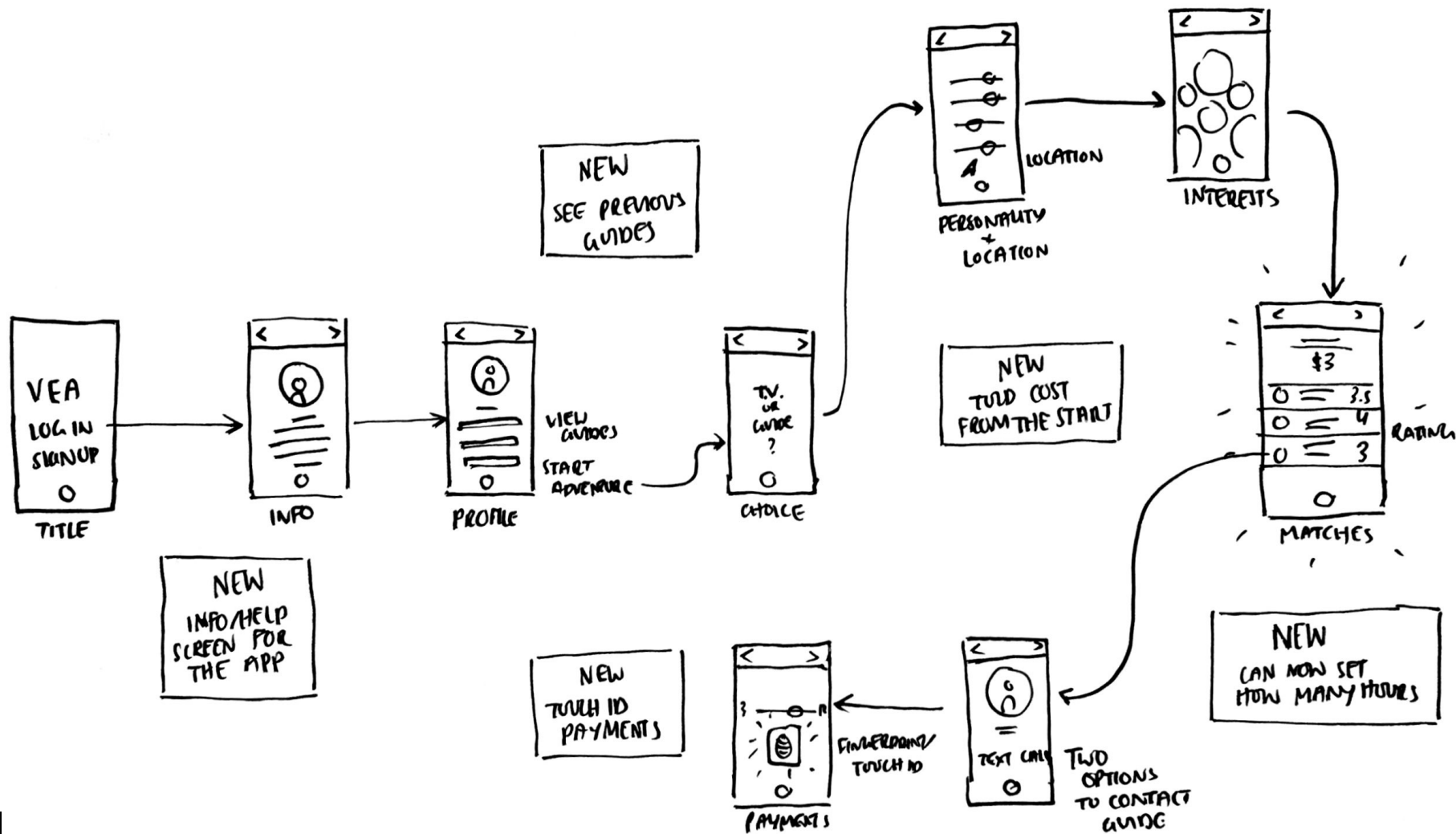
- USER WANTS TO CONTACT A 'GUIDE' / SOMEONE WHO KNOWS AREA
- GUIDE WANTS TO BE CONNECTED WITH TRAVELER



TASK 1

# REVISED TASK 1 (SIMPLE)

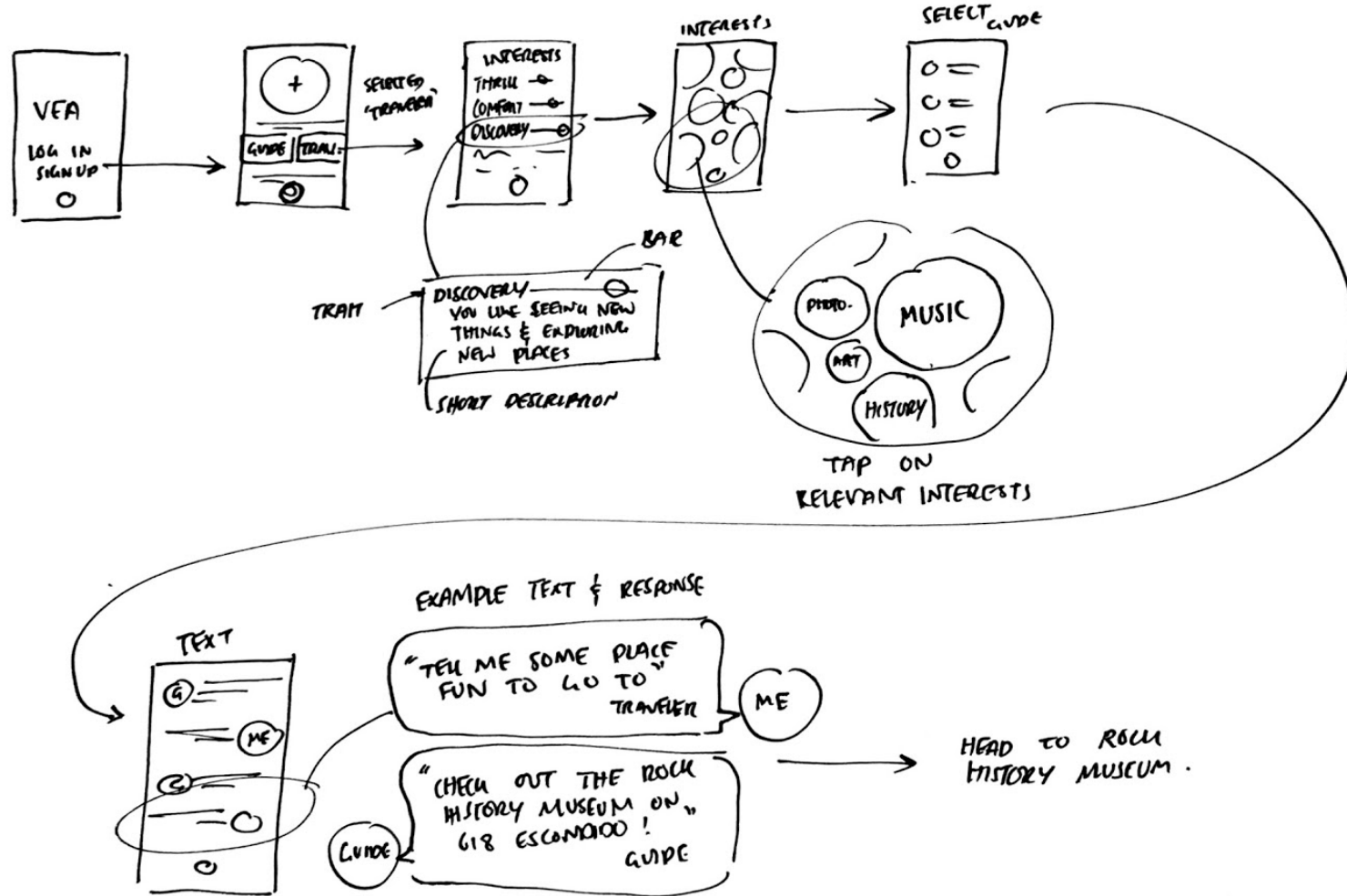
USER WANTS TO CONTACT A 'GUIDE': SOMEONE WHO KNOWS THE AREA WELL



TASK 1

# TASK 2 (MODERATE)

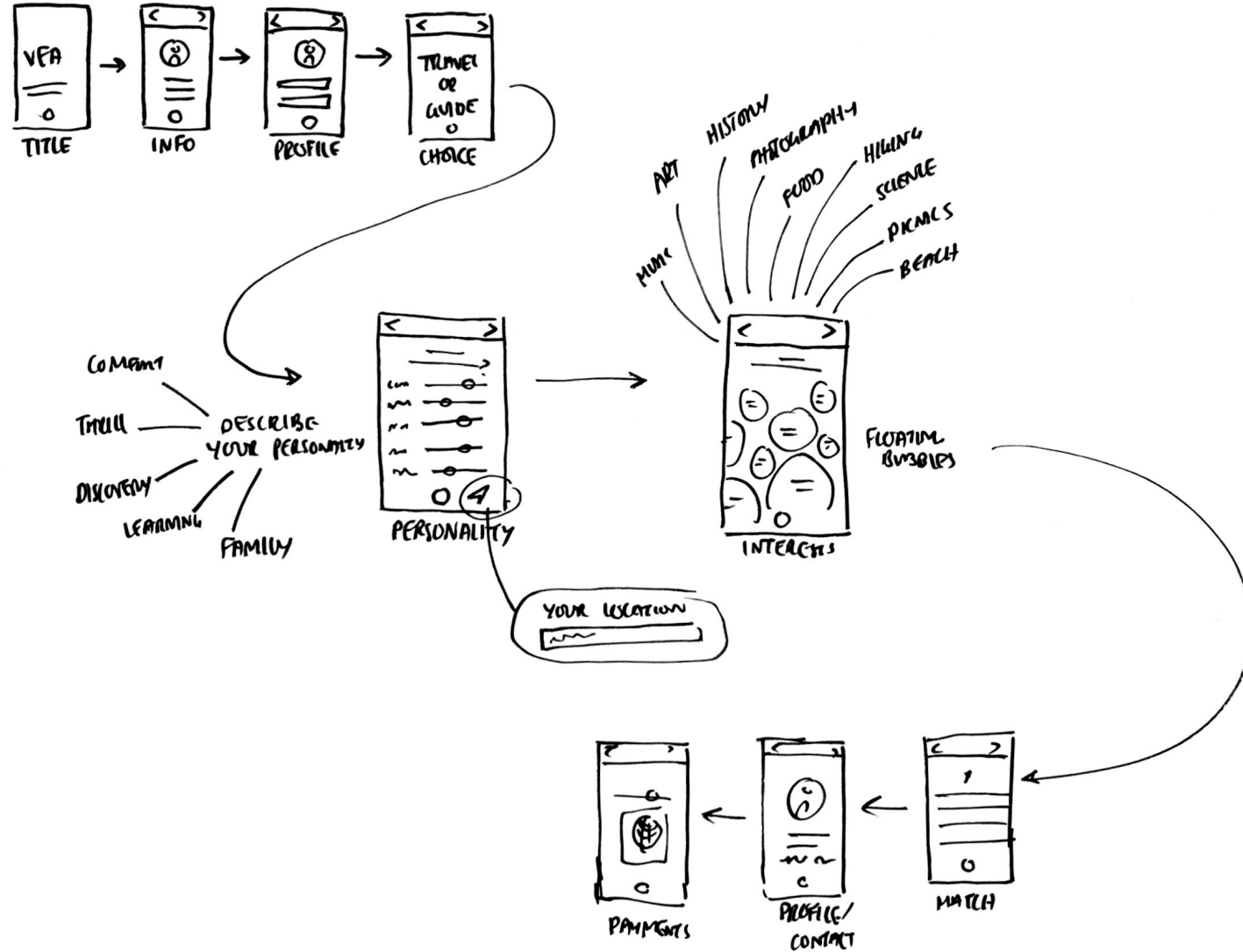
USER WANTS TO FIND FUN, RELEVANT ACTIVITY  
UNIQUE TO THE AREA



TASK II

# REVISED TASK 2 (MODERATE)

USER WANTS TO FIND FUN, RELEVANT  
ACTIVITY UNIQUE TO THE AREA

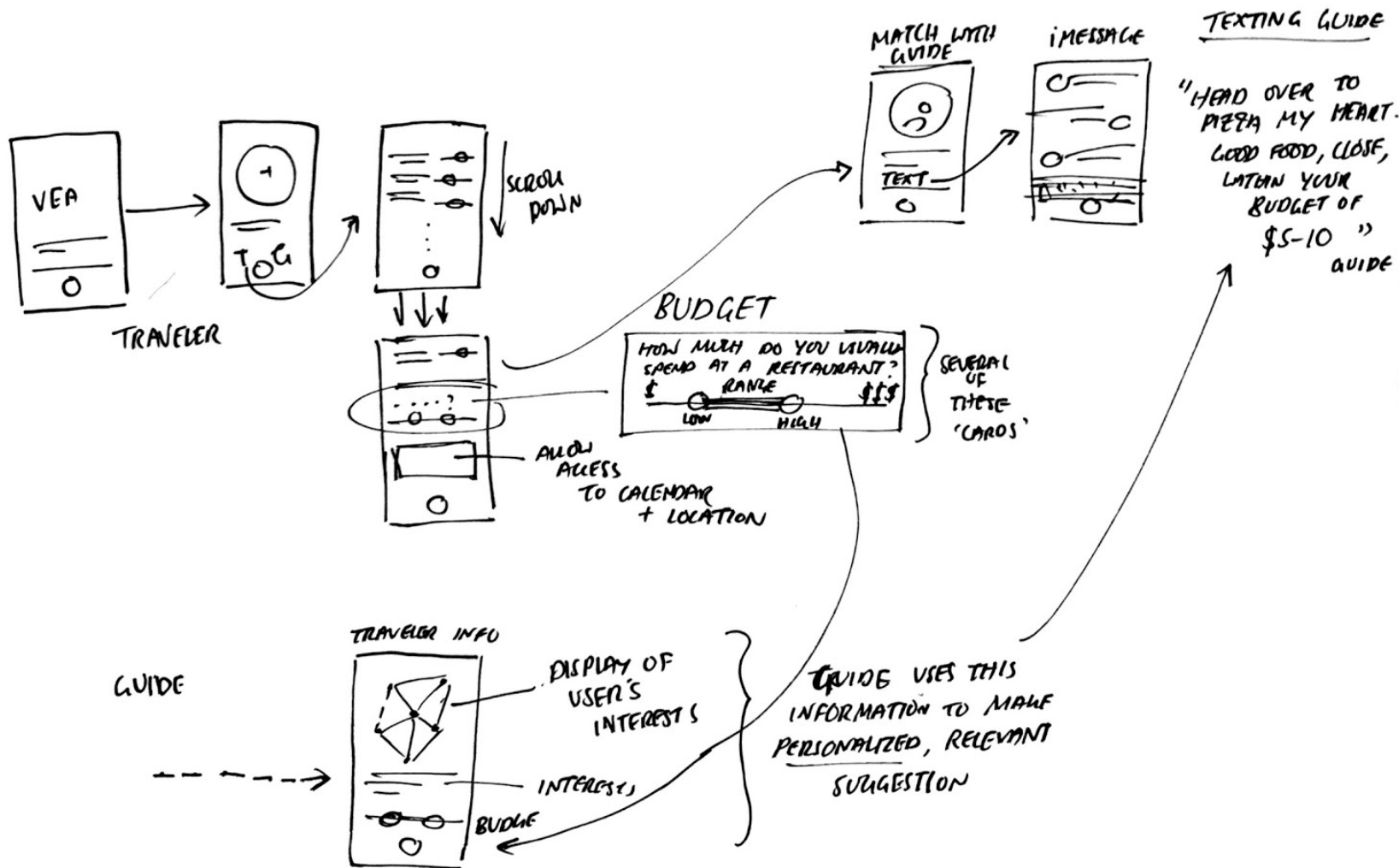


TASK II

# TASK 3 (COMPLEX)

USER WANTS TO PERFORM AN ACTIVITY GIVEN A SET OF CONSTRAINTS

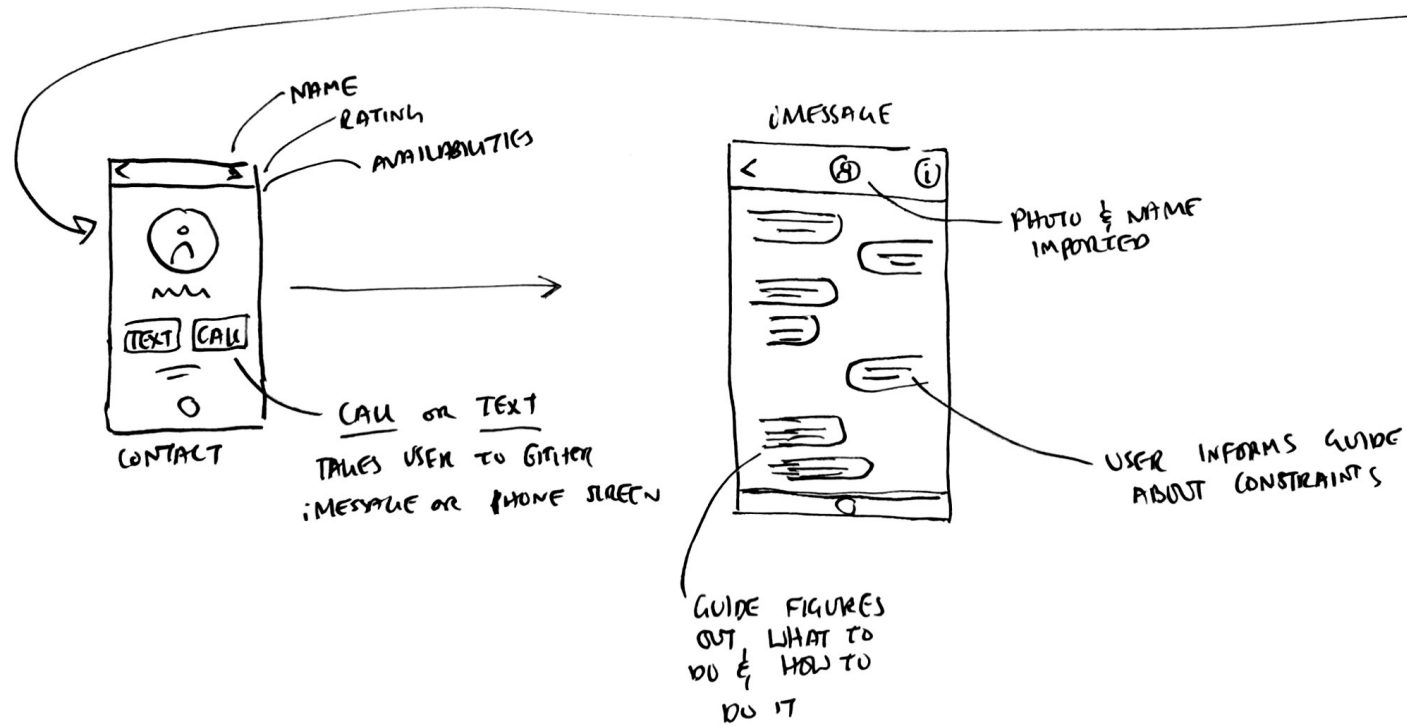
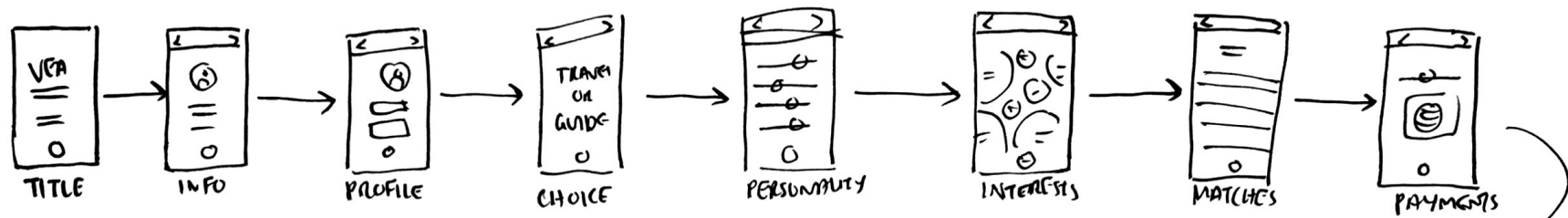
- TIME
- MONEY
- LOCATION



TASK III

# REVISED TASK 3 (COMPLEX)

USER WANTS TO PERFORM AN ACTIVITY GIVEN  
A SET OF CONSTRAINTS — TIME  
BUDGET  
LOCATION



TASK III

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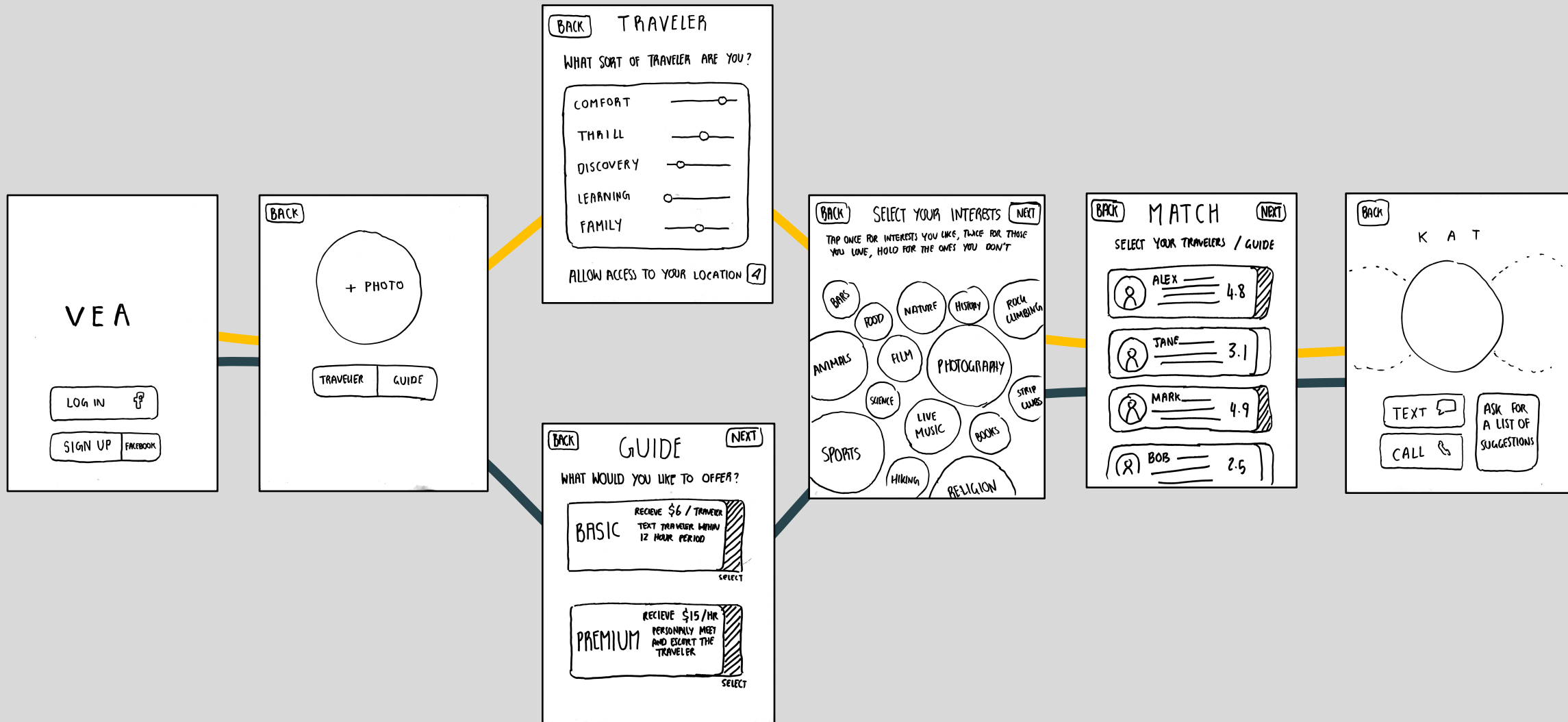
# CHANGES

Modified 'payment' plan for easier use; also due to tight deadline on our app. If we had more time, we'd discuss the economics of our app.

Changed how 'Guides' get connected to travelers. We let the travelers pick guides on-demand and guides set their shifts, similar to Uber. Easier to implement, no need for calendar use.

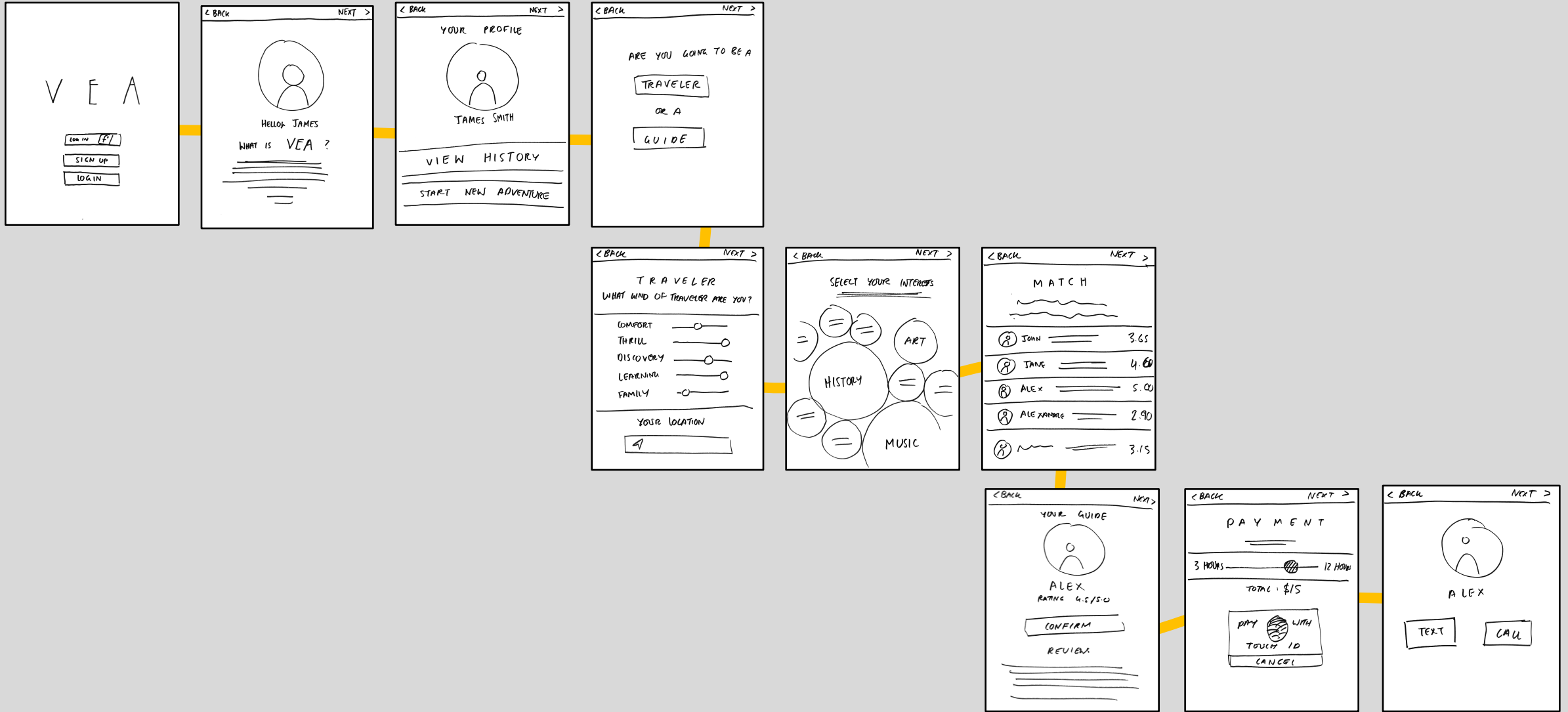
Addition of a small info page upon sign-up that clarifies what Veal is and how to use it.

# TRAVELER



# GUIDE

# LOW-FI PROTOTYPE



# REVISED SKETCHES

V E A

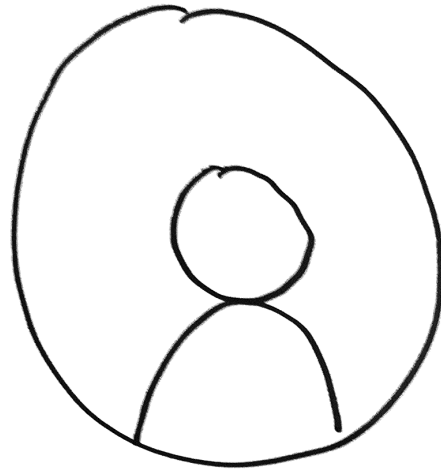
LOG IN [f]

SIGN UP

LOG IN

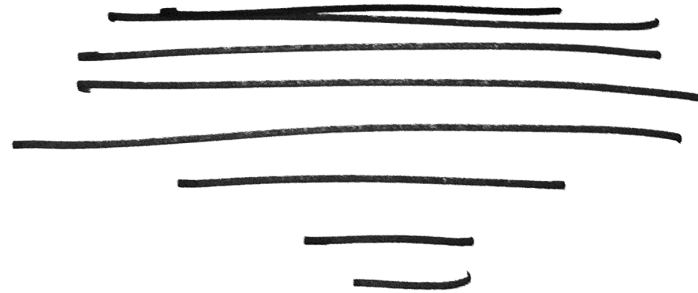
< BACK

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HELLO JAMES

WHAT IS VEA ?

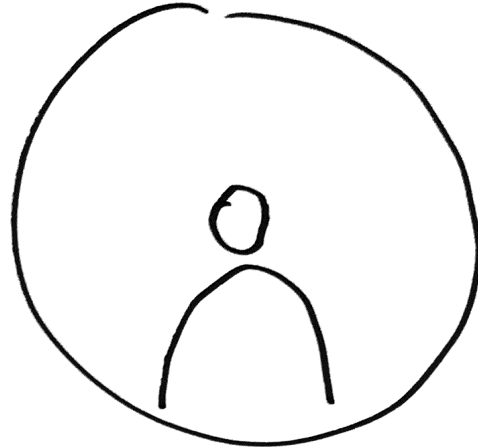


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NEXT >

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## YOUR PROFILE



JAMES SMITH

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VIEW HISTORY

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START NEW ADVENTURE

---

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ARE YOU GOING TO BE A

TRAVELER

OR A

GUIDE

< BACK

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# TRAVELER

WHAT KIND OF TRAVELER ARE YOU?

COMFORT

THRILL

DISCOVERY

LEARNING

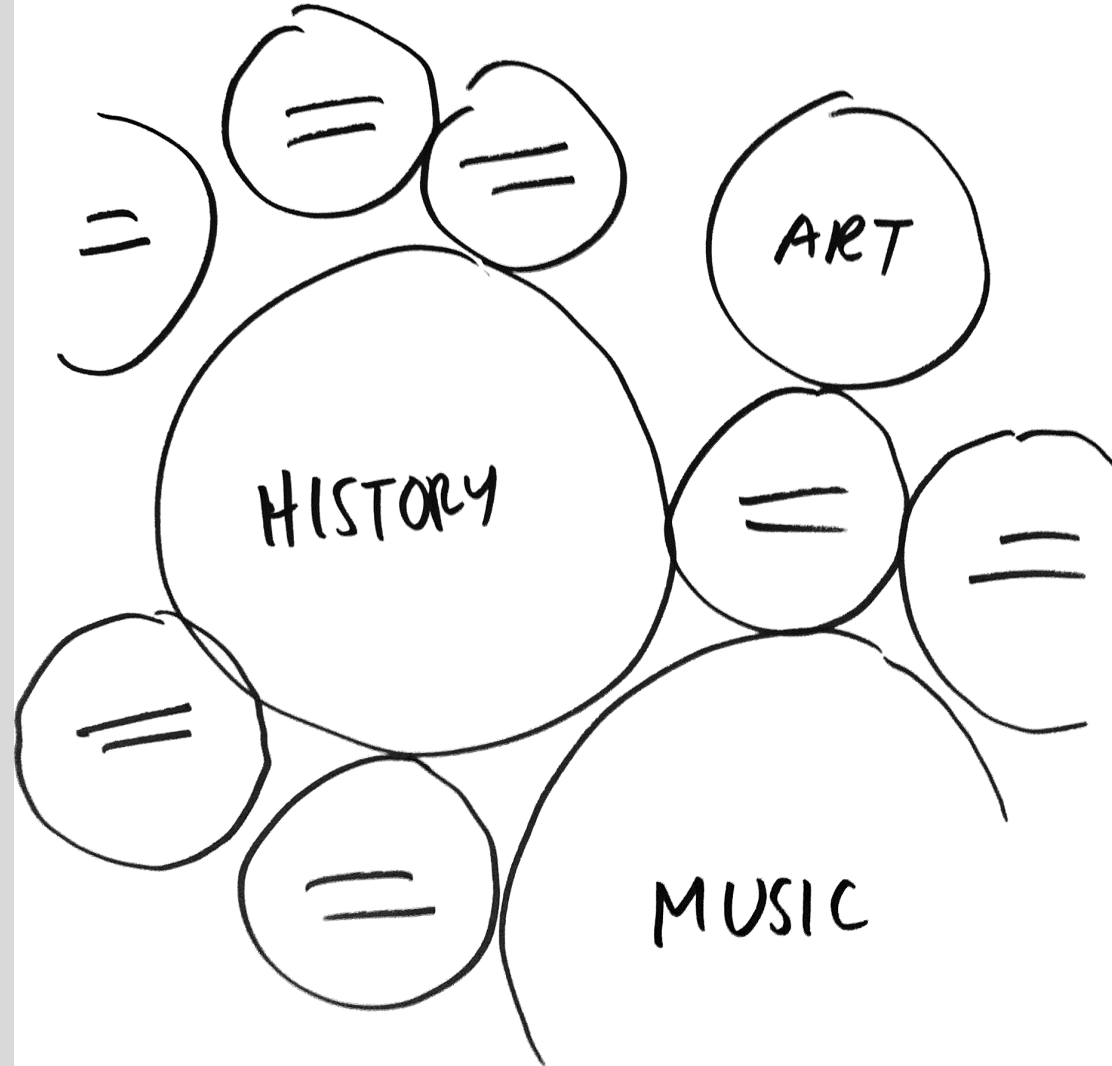
FAMILY

YOUR LOCATION

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SELECT YOUR INTERESTS



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# MATCH



JOHN



3.65



JANE



4.60



ALEX



5.00



ALEXANDER



2.90

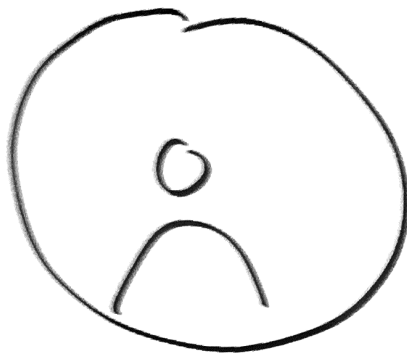


3.15

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## YOUR GUIDE

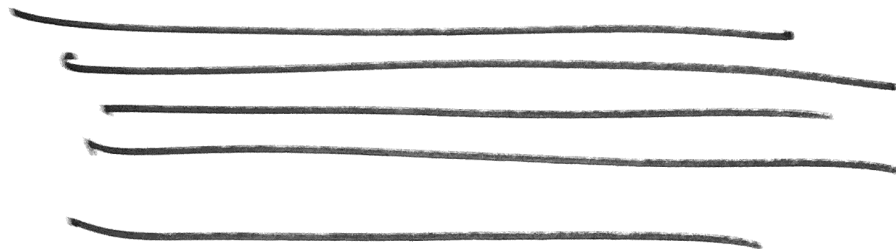


ALEX

RATING 4.5/5.0

CONFIRM

REVIEWS



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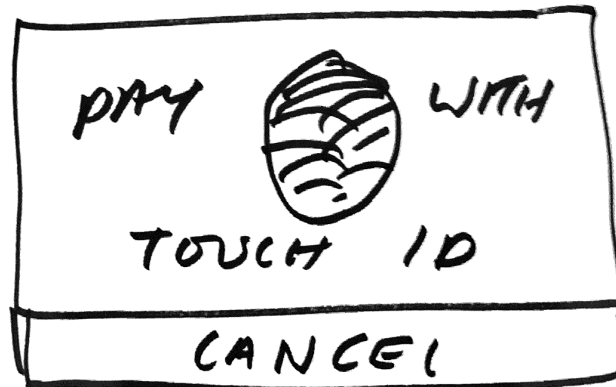
# PAYMENT

3 HOURS



12 HOURS

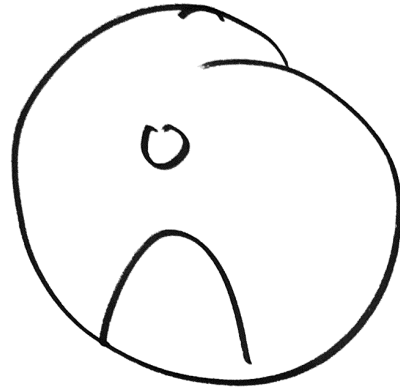
TOTAL: \$15



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A LEX

TEXT

CALL

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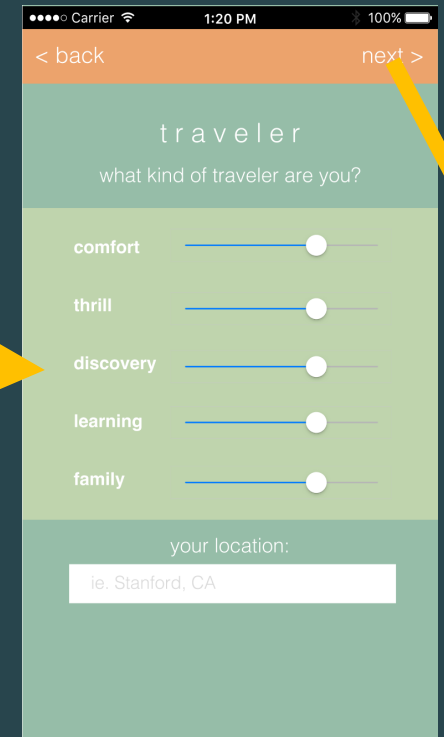
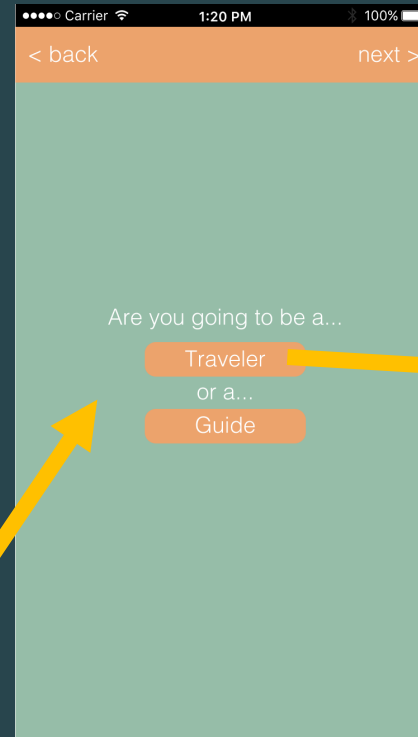
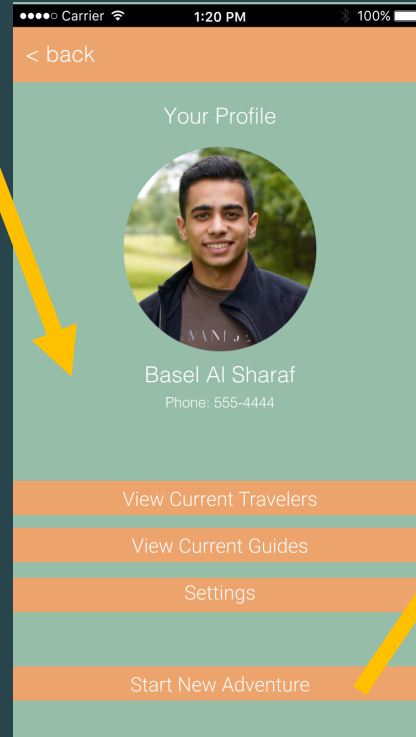
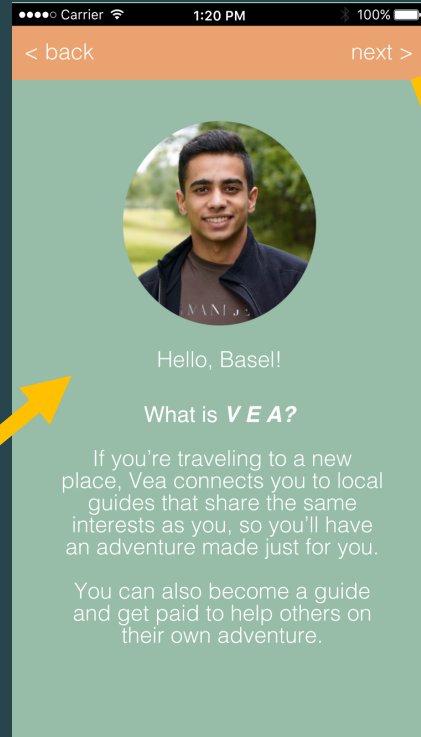
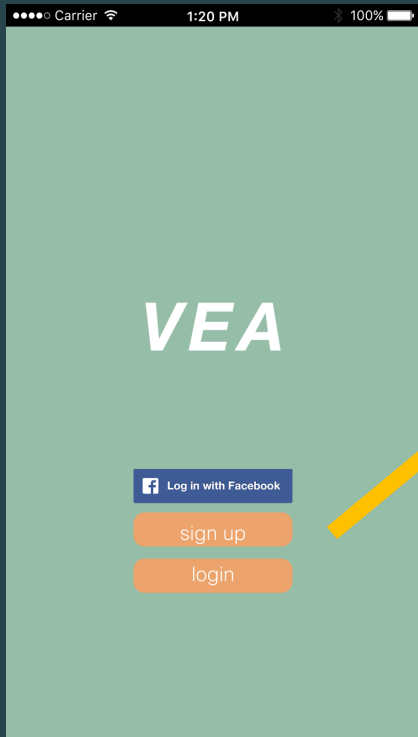
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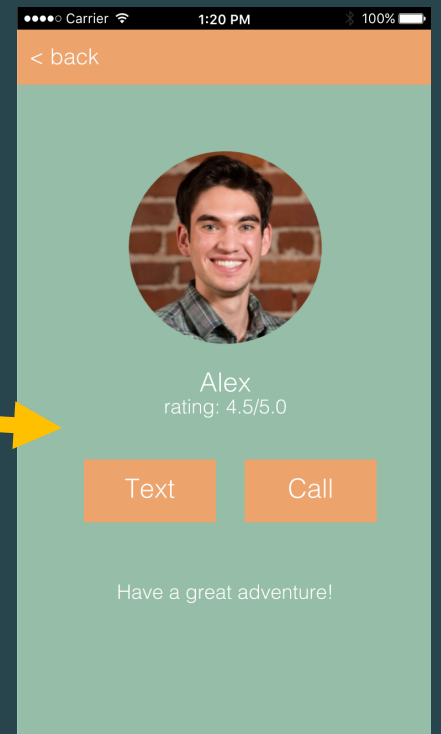
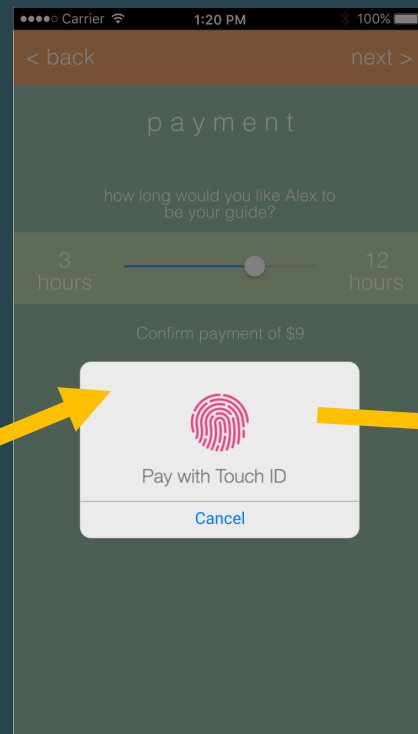
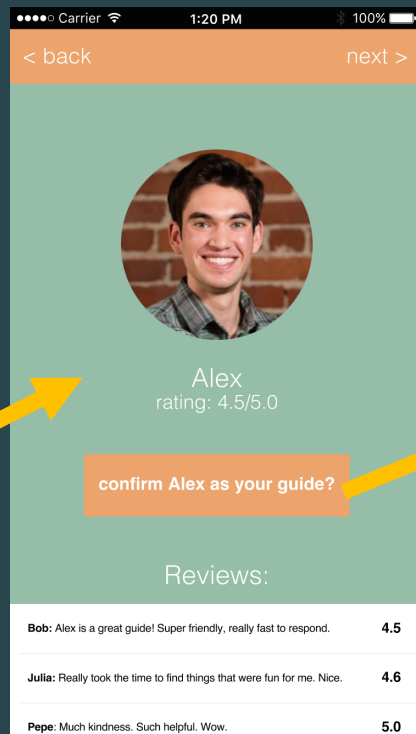
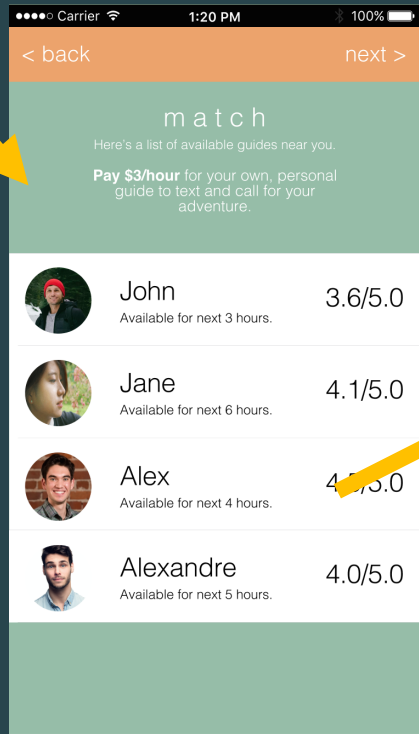
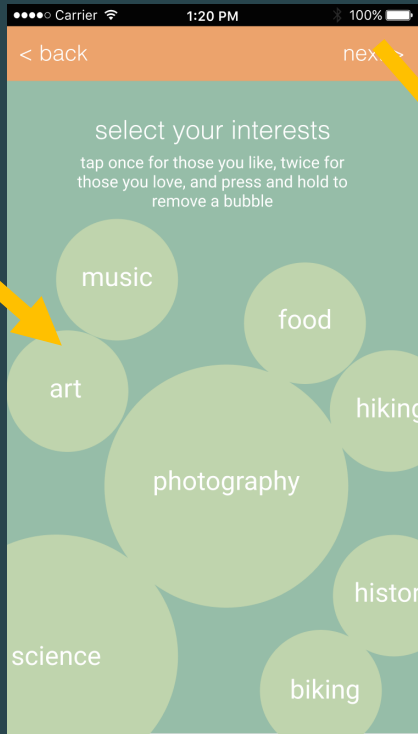
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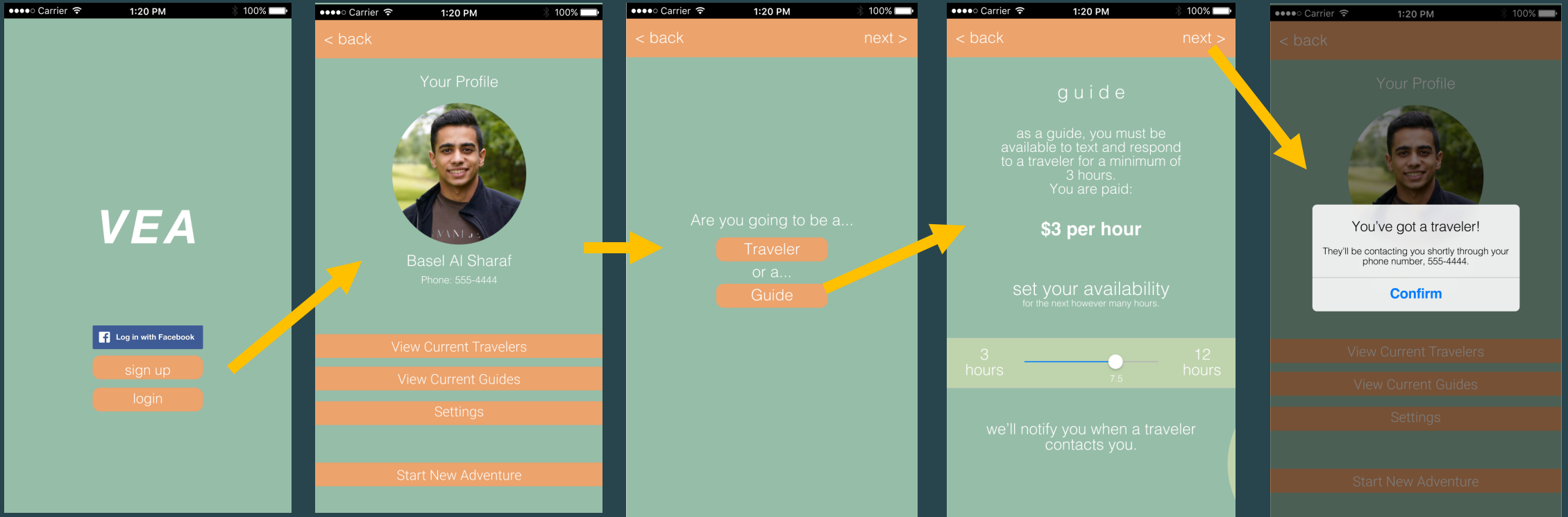
# TASK 1



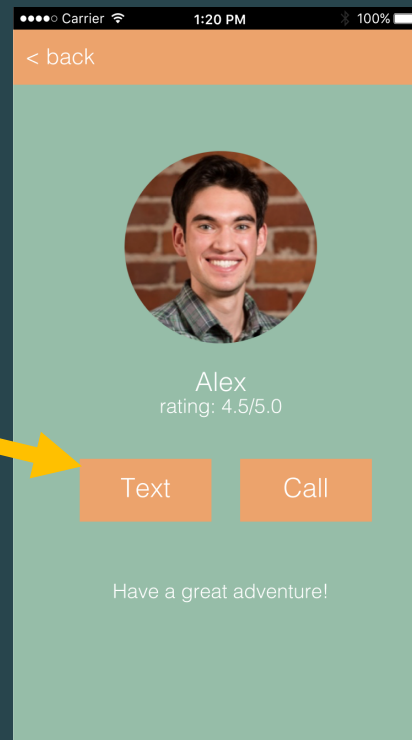
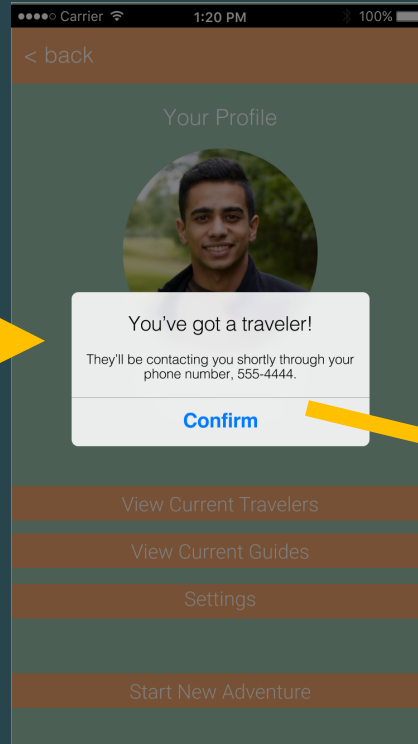
# TASK 1



# TASK II



# TASK III



Like Uber, we provide phone number of guide and use money incentives and ratings for guides to help travelers

We depend on communication between the traveler and the guide to facilitate this

MEDIUM-FI PROTOTYPE

# PROTOTYPING TOOLS

The Figma logo is displayed in white text on a solid black rectangular background.

Figma

Helped with collaborative  
planning & prototyping

+

The Marvel logo is displayed in blue text on a white rectangular background. The word "Marvel" is written in a stylized, cursive font with a blue underline beneath it.

*Marvel*

Helped to pull the app  
together cohesively

# LIMITATIONS

Figma seems limited in that you can't crop objects within, requiring post-processing cropping of images. Lack of fonts make it difficult to work on iOS interfaces on Windows. Required constant internet connection to maintain changes, and WebGL would crash occasionally from bulk copying/pasting/resizing.

Left out proper sign-in sequence, actual messaging between traveler & guide. We place trust in the guide to help the traveler.

# WIZARD OF OZ TECHNIQUES

Match-making process based on interests, payment options for user. Both require a more in-depth behind the scenes work to actually function.

# HARD-CODED FEATURES

Match-making process, getting alert that a traveler is connected to you, payment processing. All are a little too complex to show in a task flow, but are integral to each task.

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# S U M M A R Y

Realized the tradeoffs between our low-fi and med-fi prototyping

Improved our UI based on feedback from last week

Looking forward to building our complete app!



**VEA**

A person is silhouetted against a bright sky, sitting on the very edge of a dark, overhanging rock ledge. Below them, a vast, deep valley unfolds, featuring a large, calm lake that reflects the surrounding landscape. The valley is flanked by steep, forested mountainsides, and the background shows layers of distant, hazy mountain ranges under a clear, light blue sky. The overall mood is one of contemplation and vastness.

QUESTIONS