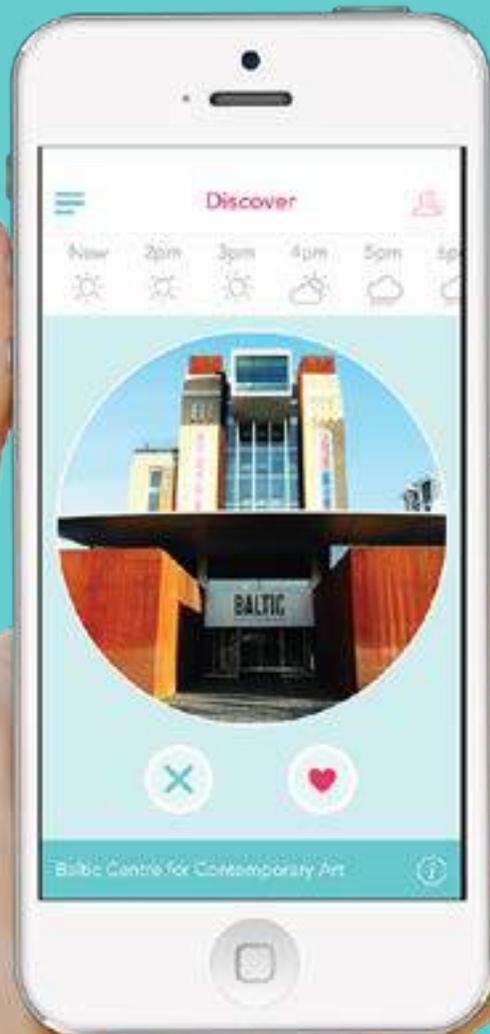


# HOMETRAVELLER

BE A  
TRAVELLER  
IN  
YOUR  
HOME CITY



# Objective

As being a travel addict, I am always planning trips to different cities, but never have a deep look in my home city - Hong Kong, or even Newcastle, the city where I am living in right now. So, the main purpose of my app design is to encourage people to explore the city they are living in.

Basically, I come up with this idea from this question - "Cindy, what would you recommend me if I visit Hong Kong?" This is the question people usually ask me when they know I am from Hong Kong. It is easy to recommend some significant attractions for tourist to my friends, but when they ask me for local activities or places, I realise that I don't really know about my home city. When I search what to do in Hong Kong, I find so many interesting activities and places that I have never done or been to, from tourists. That's the moment I have this idea, designing a solution to encourage people to travel in their home cities.

People usually prefer travelling to other cities that they have never been to, because they thought they are already very familiar with their cities, so sometimes they might feel lazy and bored to explore in their own cities.

In fact, every city has its own attractions. Therefore, I want to design an app to encourage people to be a tourist in their home cities, to see the city from a tourist's perspective and also appreciate what they have.



On the other hand, when we are in our free time, we might find it uneasy to decide what to do or where to go. Especially when we have to make a decision among a group of people, because everyone has different preferences on activities, places or free time schedules.

So, another purpose of my design is to solve this problem, making the decision making process easier and quicker.

# Research

The main purpose of the design is to encourage people to explore. So, the biggest challenge of it is to make it encouraging.

First of all, it is important for me to study why people travel. Therefore, I have done some research on **motivation of travelling**.

According to the book "*Travel & Tourism: An Industry Primer*", written by Paul S. Biederman. In *Chapter Three: The Psychology of Travel: Motivations and Segment Characteristic*, it states that there are three main reasons why people travel.

First, to see and do new things that seems different from the routines and boredom that accompany daily life; Second, to relax and get rid of stress, the feeling of having to meet schedules and obligations; Third, to spend more times with family members and friends.

In other words, people travel because they want to experience something different from their daily lives, also to socialise, so as to relax from stress.

*"It's the journey, not the destination, that really matters."*

Therefore, travelling is just a way to relieve the stress of life. It doesn't matter where people are going, as long as they are doing or seeing or experiencing something that they have never done or seen or experienced before.

After the research, I have the idea to combine socialising and exploring. For the exploring part, since people are usually too comfortable with their own cities, there might be many places that they have never been to, so it will be helpful if the app have personal recommendations to users. There are quite a lots travelling app in the market now, but they are not personalised enough. So I want to design a more personalised app.

Since socialising is one of the motivations of travelling, it will be more encouraging if people can meet new friends while exploring. It will also be good if users can interact with their friends and family members, providing an easier and engaging way for them to spend time together and explore the city.

# Competitors

There are quite a lots different travelling apps in the market, but not all of them have achieved what I want to do. Therefore, I choose two apps that are the most similar to my idea, which are TouristEye and Gogobot, to do the competitor analysis.

In TouristEye, users can collect and share trip ideas, get recommendations for activites based on their current location, invite friends to join their trips or plan together, and also they can browse texts, photos and maps offline.

In Gogobot, users can get recommendations according to their interests and current locations, share and plan trips together with friends, and also share moments by creating a post-card - take a photo, edit it by adding frame or filter, and also write a review.

Although both of them have socialising features and provide personalised recommendations, those functions are not encouraging and personalised enough, which they still have space for improvement.

So, my idea is, apart from giving recommendations based on interests and locations, my app will also suggest activities according to the weather and users' schedules. For socialising feature. As users will have to choose their interests and insert their free times (optionally), when it comes to inviting friends to hang out, they will get some more personalised recmmendations, which can help them to decide what to do and when to go easier and quicker. Besides collaborating with friends, users can also meet new friends who share similar interests.



TouristEye



Gogobot

# Competitors

	TouristEye	Gogobot
Personalized	 <ul style="list-style-type: none"><li>- Recommendations based on <b>current location</b></li></ul>	 <ul style="list-style-type: none"><li>- Recommendations based on <b>interests / current location</b></li></ul>
Encouraging	 <ul style="list-style-type: none"><li>- Collaborative wishlist</li><li>- Wishlist <b>discovering</b></li></ul>	 <ul style="list-style-type: none"><li>- Collaborative wishlist</li><li>- Wishlist <b>discovering</b></li><li>- Sharing moments by creating postcard</li></ul>

# Persona: Katy



## Katy Benson

Female • 20 yrs-old • Student

“ I want to do something in my free time but I don't know what to do. ”

### Bio

Katy is a second-year-student in Northumbria University, studying sports management. She is living with three other girls who she met in first year. Apart from uni time, Katy will hang out with her friends, eating out, going to cinema or having nightout in her free time. But most of the time, she is just staying at the house watching youtube videos, browsing facebook or doing nothing.

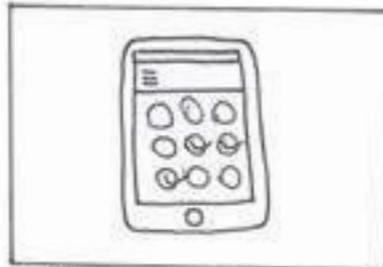
### User Needs

Katy needs some personalized and also fun recommendations which can suggest her what to do in her free time, according to her interest, schedule, weather etc.

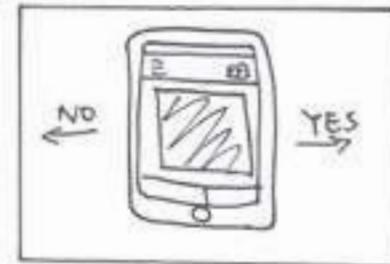
# Scenario: Katy



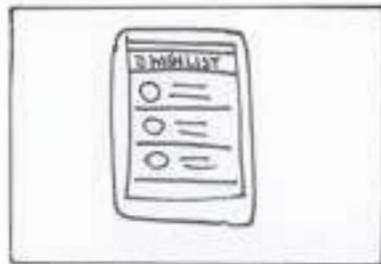
The weather is so good but Katy has nothing to do. She wants to go somewhere in Newcastle, she googles and finds HomeTraveler.



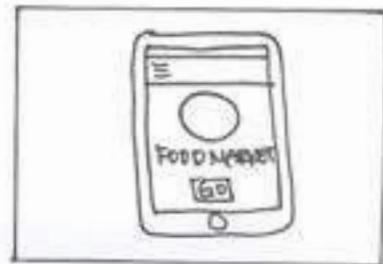
She puts in her interests and schedule.



She starts exploring what she can do in Newcastle by swiping.



Her wish list is created, she can now choose from the wish list.



She decides to go to the food market in quayside.



She spends her afternoon in the food market, enjoying the food and the sun.

# Persona: Ben



## Ben Jackson

Male • 28 yrs-old • Bar Tender

“ No, I have NOT been to Pitcher & Piano. ”

### Bio

Ben is a bar tender who works in a night club in Newcastle. He is free at day time while every of his friends is working, so sometimes he feels bored and lonely. Although he has been living in Newcastle since he was born, he doesn't know this city as well as he thought he was. Because he is too comfortable with the city, so he is kind of losing interest to explore the city, so there are quite a lot of places here that he has never been.

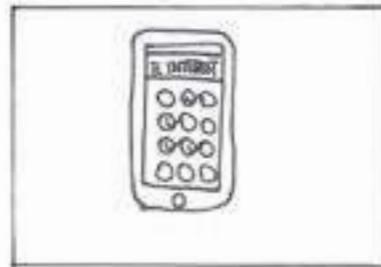
### User Needs

Ben needs an app which can help him to meet new friends and also suggest him somewhere to go in Newcastle or something to do.

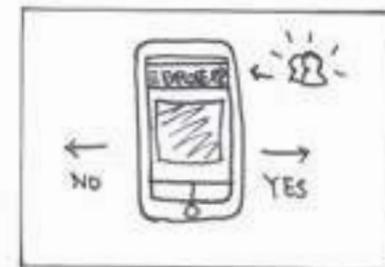
# Scenario: Ben



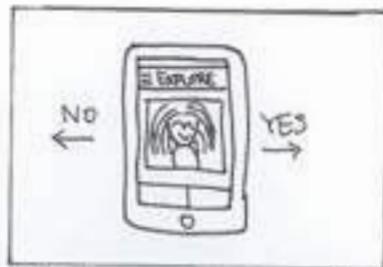
The weather is so good but Ben has nothing to do. He goes on the App store and sees HOMESTRAVERER, so he downloads it.



He starts the app and puts in his interests and schedule.



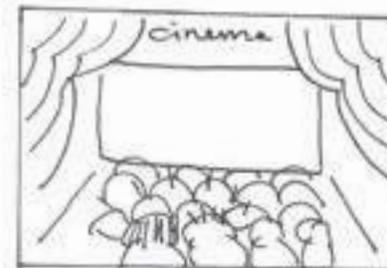
He starts 'explore' and turns on the companion mode. He chooses what he wants to do by surfing.



He chooses go to cinema from his wish list and starts seeing who also wants to go to the cinema at the moment.



If the person who he wants to go to cinema with, also wants to go with him, they will be matched and they can send message.



He meets a new friend and they go to cinema to watch movie together.

# Persona: Amy



## Amy Manning

Female • 24 yrs-old • Accountant

“ I don't know. But I don't like this one... No this one too.”

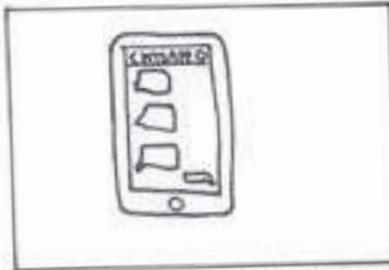
### Bio

Amy is from Australia, currently working as an accountant in Newcastle. She enjoys Newcastle so much and she has made many good friends here. She loves hanging out with them. But sometimes they have problems on making decision on where to go or even where to have dinner at. When it comes to suggestions, most of the people don't have opinion, but once someone suggests an idea, there will be so many different opinions.

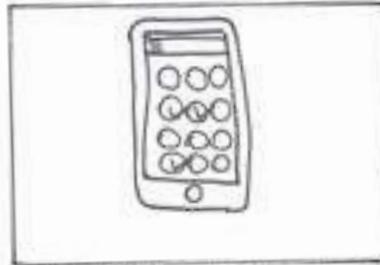
### User Needs

Amy needs a system to help her friends and her to make a decision that everyone is happy with in a quicker and interesting way.

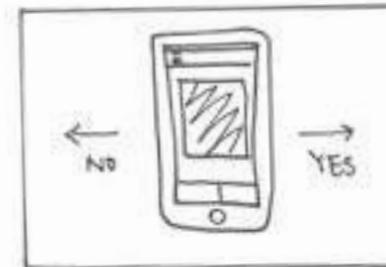
# Scenario: Amy



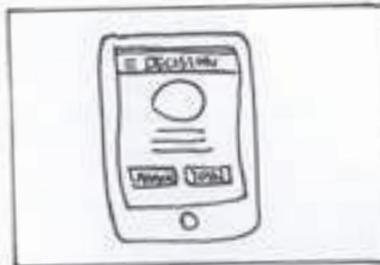
Amy and her friends are talking about meeting up next week. They have different schedules and opinions so one of her friends suggests HomeTraveler.



She downloads it and starts using it. She puts in her interests and schedule, also joins the group that her friend has created.



She can choose her preferable time and activities by swiping.



The app generates the time and activity according to their preferences.



She joins the event. The events also been synchronize to the calendar on their phones and remind them.



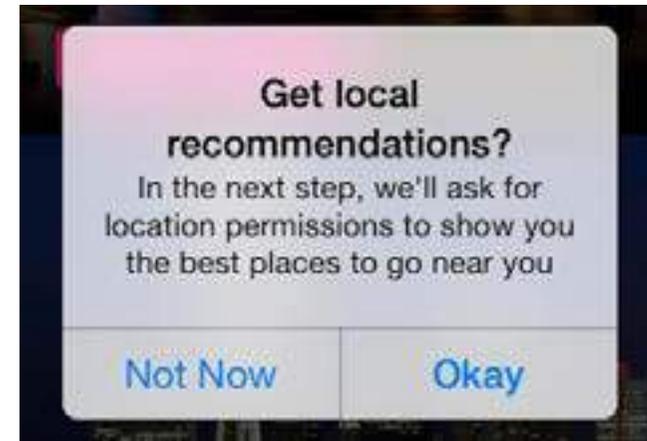
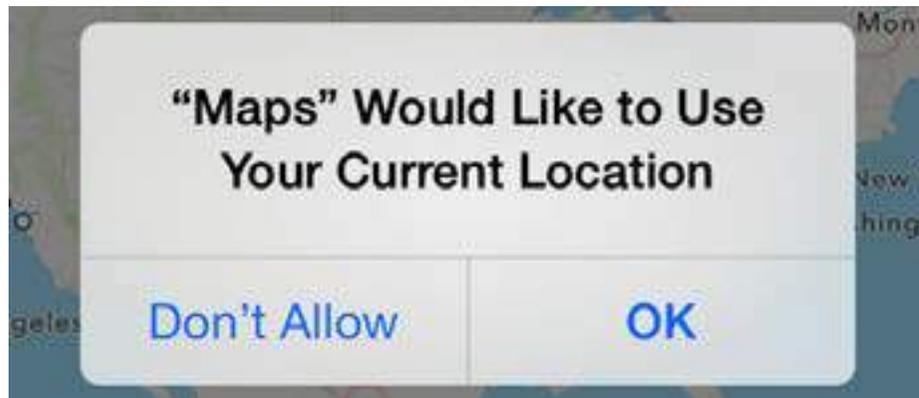
This time, they have made decision so much faster. They are going to the Japanese restaurant for sushi on this Sunday.

# Technology

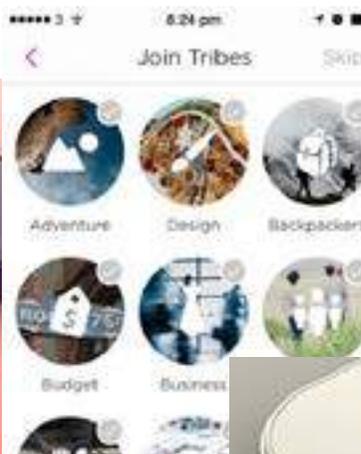
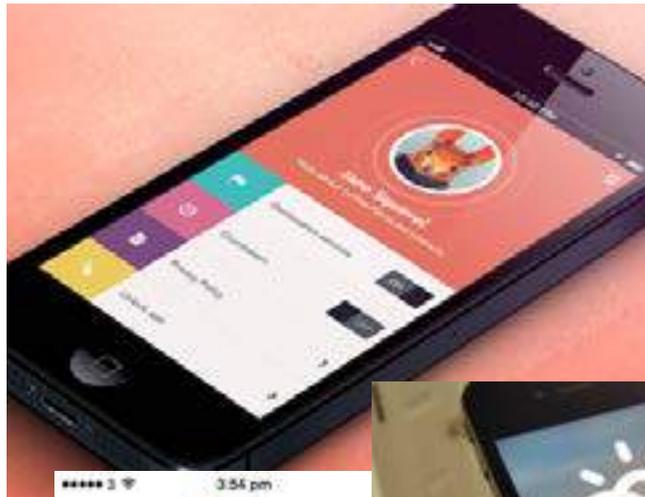
The app is using GPS technology to locate where the users are, suggesting them activities to do according to the weather of the cities, their interests and so on.

Also, users can find people nearby who share the similar interests in the app, so they can discover the city together.

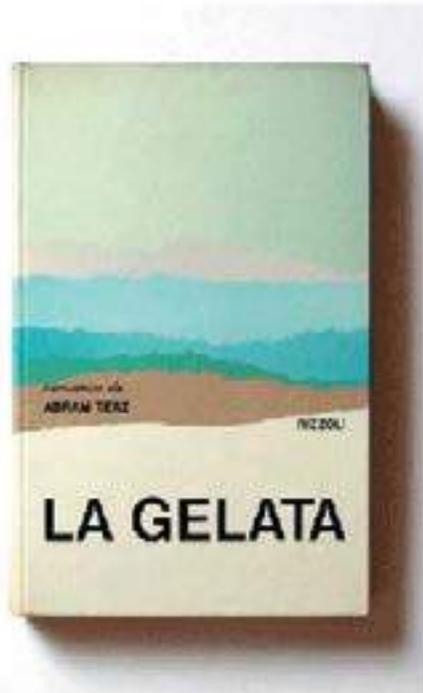
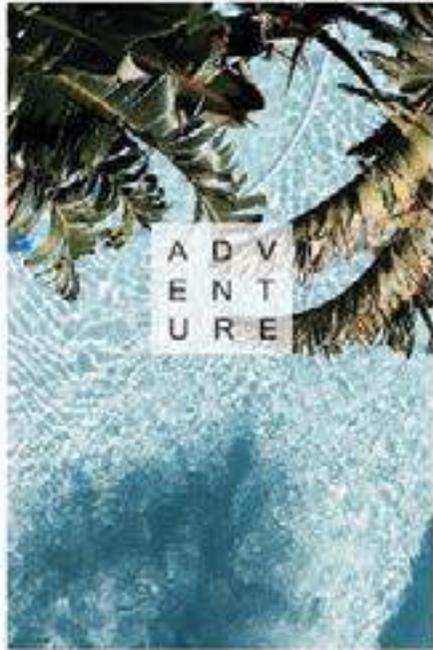
Users will be linked to the google map which can show them direction to their destinations.



# Visual



# Moodboard



  
MOXHAM



# Branding

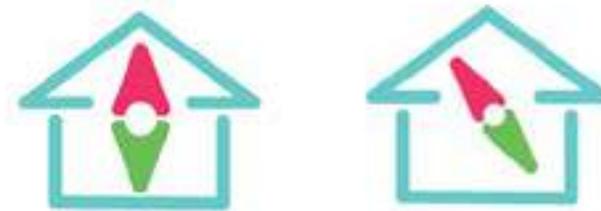
As mentioned before, this is an app for encouraging people to travel in their home city, so I come up with the name - 'Home Traveller' for this app. After few trails for the logo design, I have finally designed the one that I am happy with.



The logos above are from the first trial. I think they look more alike some logos for magazine but not for app. So I start looking for some inspirations online, trying to gather some ideas of elements that represent 'home' and 'travel'. Then I come up with the ideas below.



I apply the compass and the house to present the idea of 'travelling at home'. But I am still not very happy with it, so I do the design again based on the feedback from Joyce and Trevor.



These are from the third trial of the logo design. I keep the idea but simplify it. I am quite happy with this one, but still think it can be better.



Here comes the final design of the logo.

# System Architecture

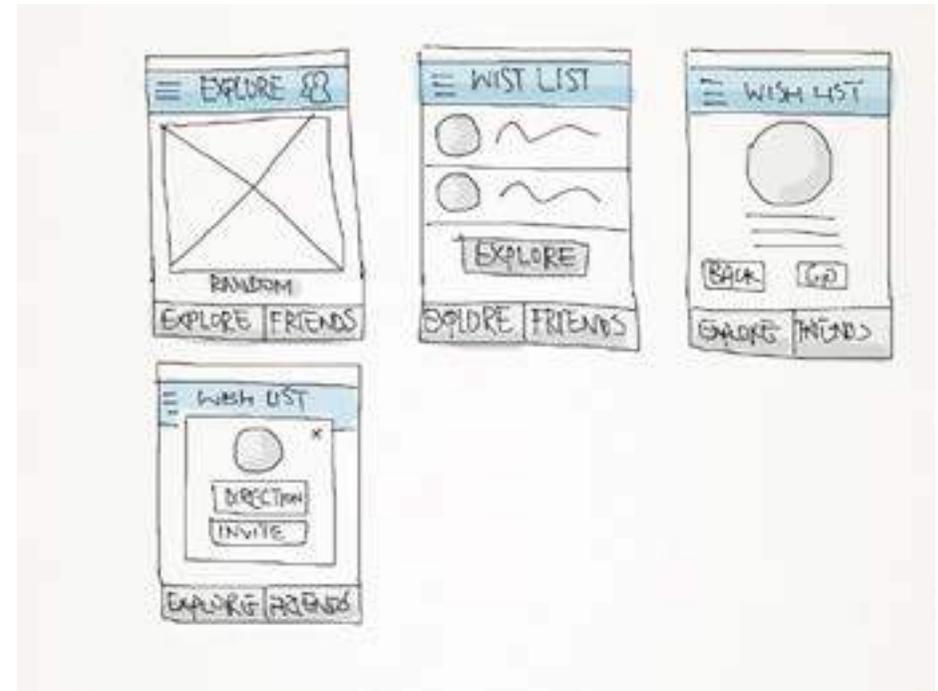


# Wireframe



The setting page.

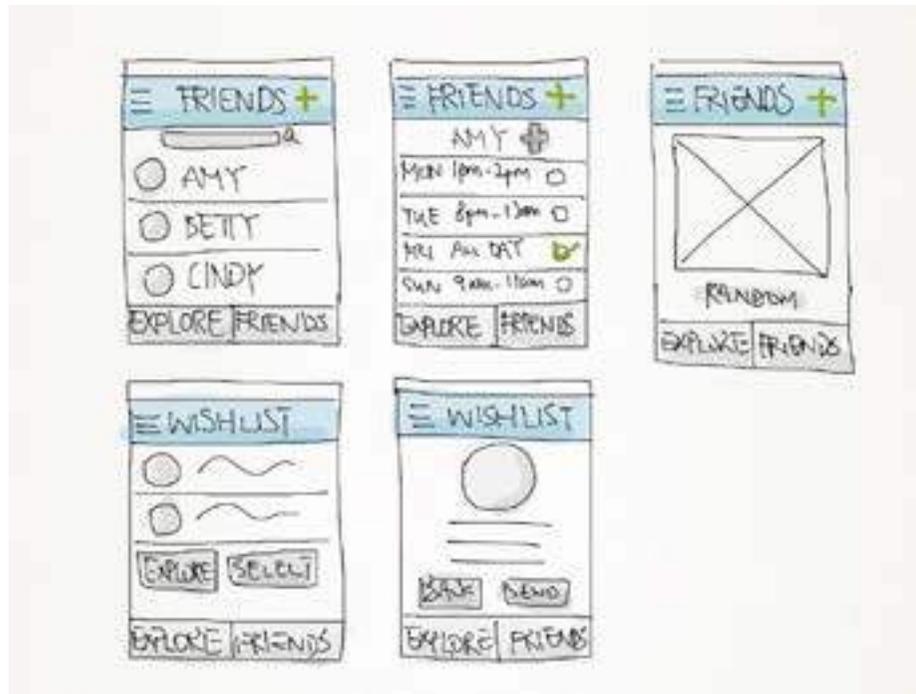
After creating an account, users can choose their interests and also insert the free times that they want to explore in the city. And then they will be led to the discovery section, where different recommendations will be shown according to users' preferences.



The discovery section.

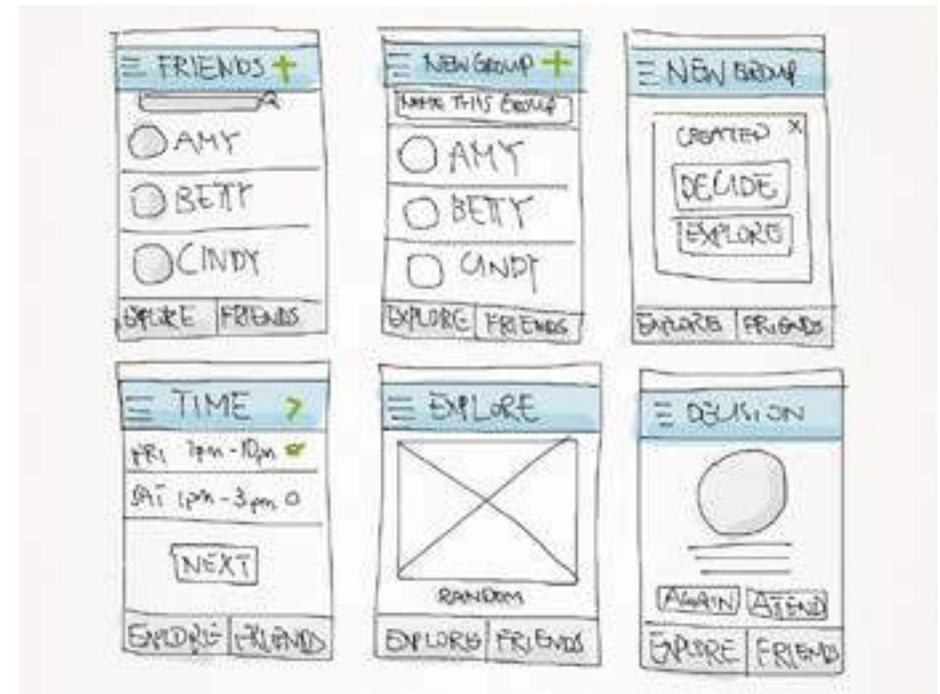
If users want to explore with someone else in town who share the similar interests with them, they can click on the top right button, which will enable the companion mode. They can add the activities that they are interested to the wishlist and decide where to go later. Direction will be provided and they can also invite their friends.

# Wireframe



*Sending Invitation.*

Users can send invitations to their friends. They will know what time their friends are free if their friends do not hide their schedules. The recommendations which fit the preferences of users and their friends' will be suggested.



*Making decision with a group of friends.*

Users can create or join a friend group, based on everyone's preference and free time, so they can decide where and when to meet in a quicker and easier way.

# User Test



I ask two of my friends to do the user test for the usability and visual design of the app.

For the usability, I put them into two different scenarios to test two of the main features.

The first task is to discover activities, check the detail of the activity, and also enable the discover nearby people.

The second task is to send invitations to friends.

The result is quite satisfying as the processes are very smooth. Both of the users know how to operate the

app, so they do not have any big problem during the process.

But the user is not so sure about the icon for enabling the function of discovering nearby people, she thinks it looks like an icon for adding friends.

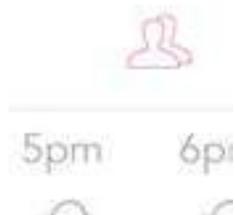
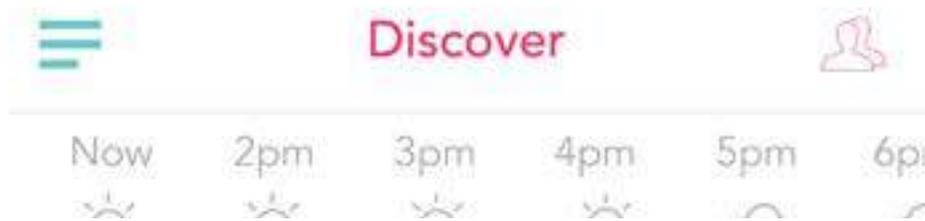


Apart from this problem, they think the system of the app is well-structured and easy to use.

For the visual design, both of them are happy with the design. They like the colour scheme, and they think the design is simple yet fresh.

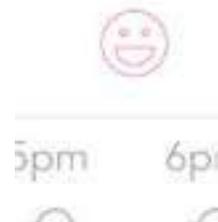
Based on the result, I keep the design but change the icon for the function of discovering nearby people, so users will not mix it up with the function of adding friends.

# Revised Design



This is the initial icon for enabling the function of discovering nearby people. But during the user test, users find it a little bit confusing as they are not so sure if the icon is for adding friends, going to friends list or discovering nearby people.

Therefore, I change the icon from the man-shaped icon to a smiley face, in order to make it look less alike the adding friends function or the friends list.



# Final Design



# Final Design

< Schedule >

Monday

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Tuesday

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Wednesday

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Thursday

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Friday

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Saturday

---

Sunday

Select the time you want to explore in the city.

< Schedule >

Monday

Morning

6am

---

7am

---

8am

---

9am

---

10am

---

11am

---

Afternoon

12nn

---

1pm

---

2pm

Select the time you want to explore in the city.

< Schedule >

Monday

Morning

6am

---

7am

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8am

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9am

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10am

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11am

---

Afternoon

12nn

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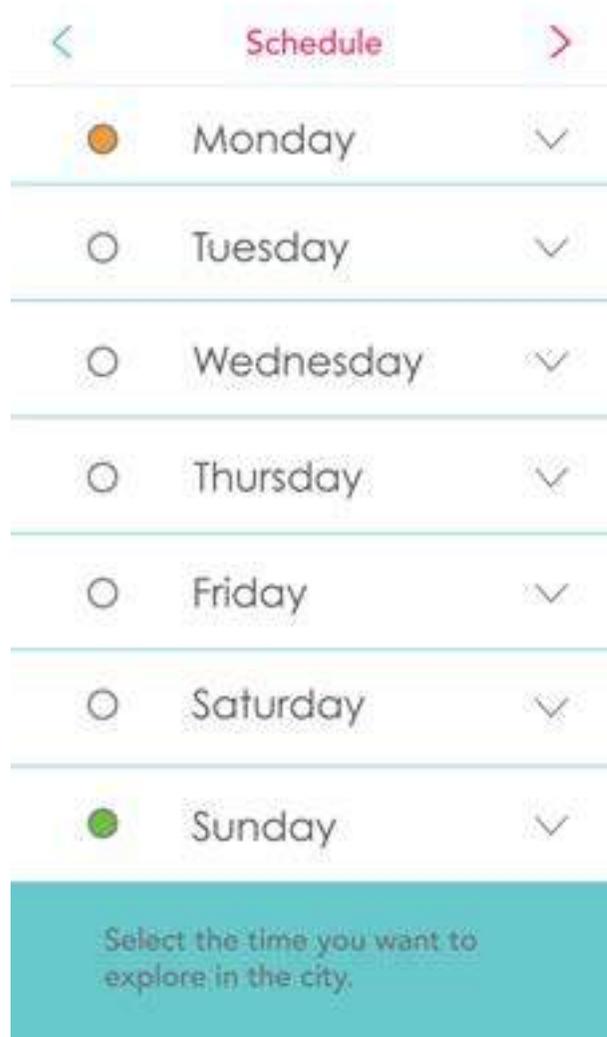
1pm

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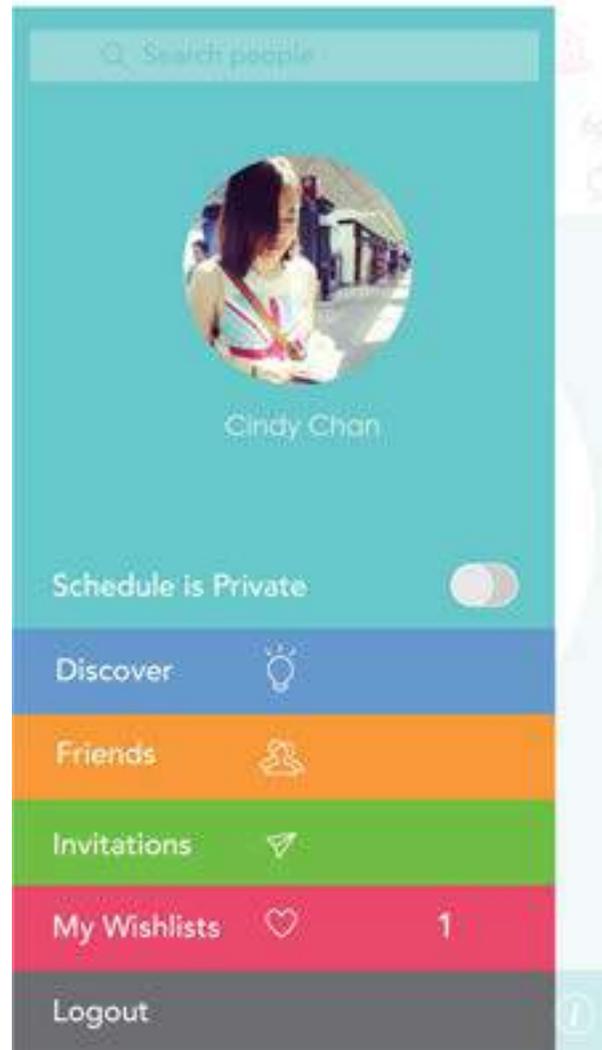
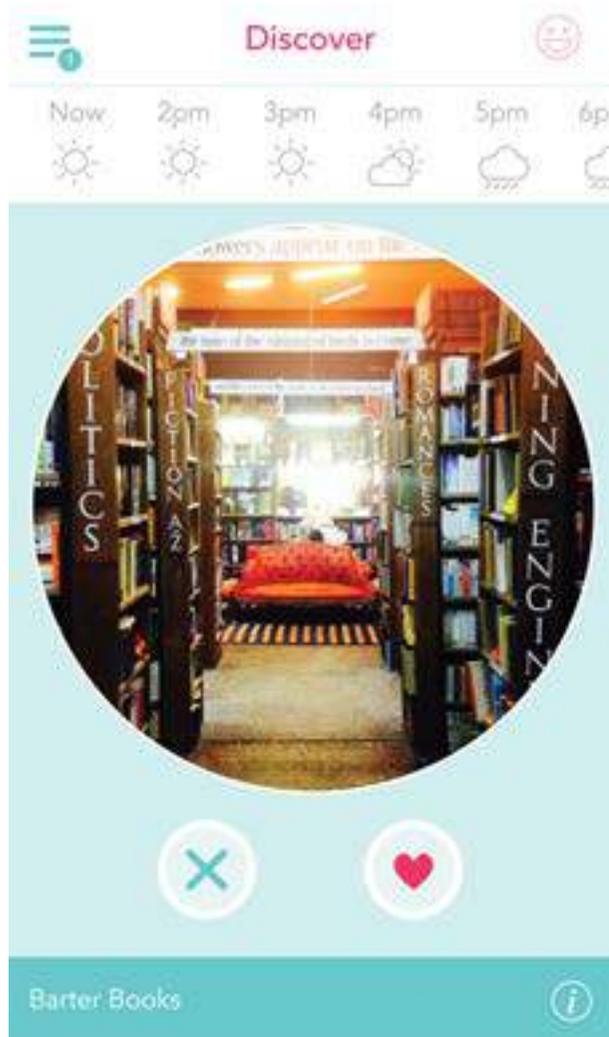
2pm

Select the time you want to explore in the city.

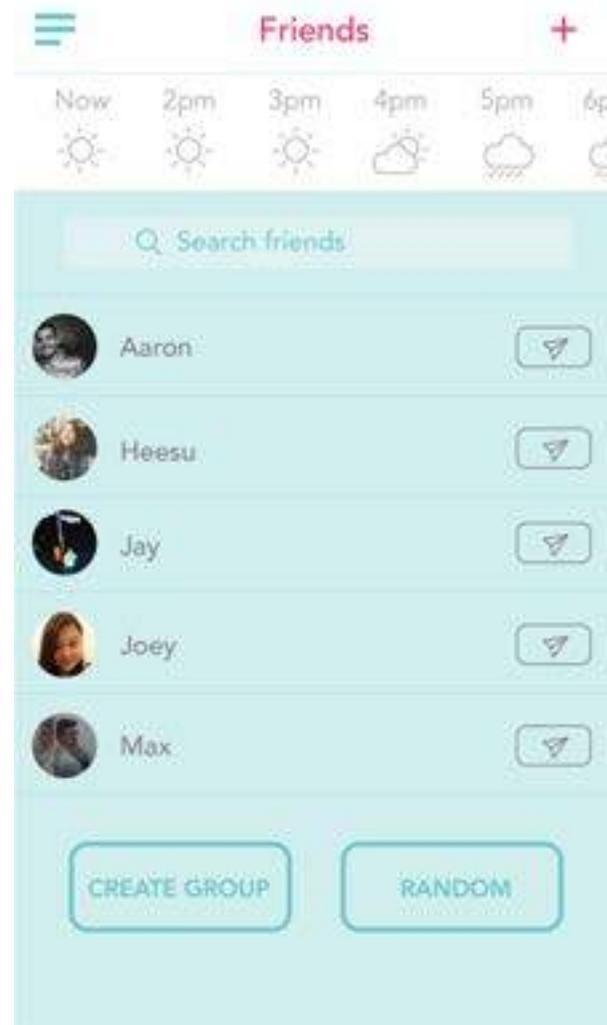
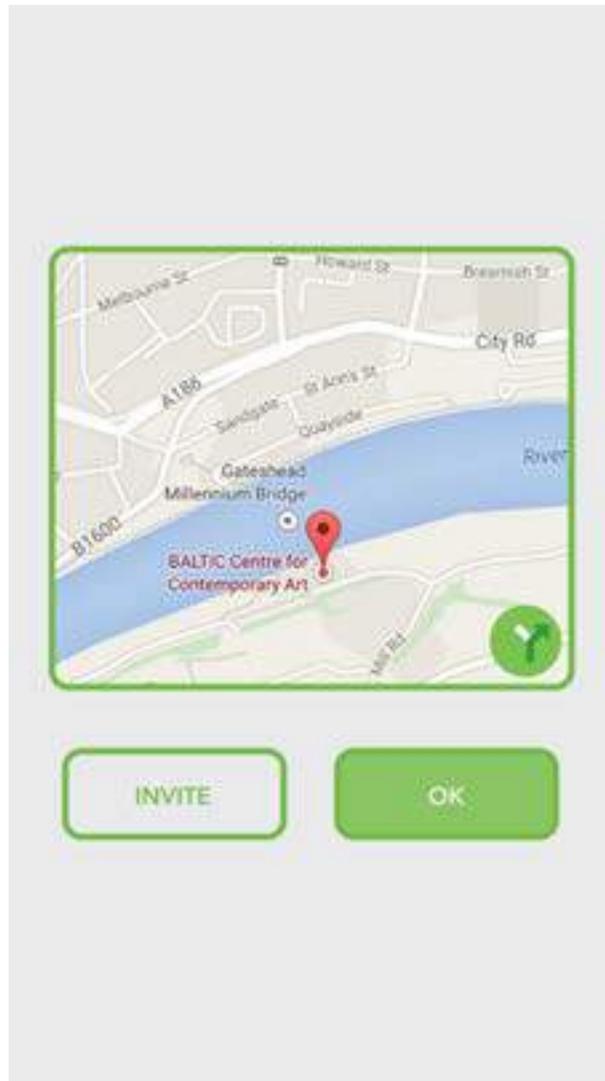
# Final Design



# Final Design



# Final Design



# Final Design

< Friends

Now 2pm 3pm 4pm 5pm 6p

Joey is free on

4 Jan, Sun

- 2 pm - 4 pm

11 Jan, Sun

- 10 pm - 12 pm
- 2 pm - 4 pm
- 8 pm - 10 pm

16 Jan, Fri

- 2pm - 4pm
- 8pm - 10pm

18 Jan, Sun

- 2pm - 4pm

24 Jan, Sun

< Friends >

Now 2pm 3pm 4pm 5pm 6p

Joey is free on

4 Jan, Sun

- 2 pm - 4 pm

11 Jan, Sun

- 10 pm - 12 pm
- 2 pm - 4 pm
- 8 pm - 10 pm

16 Jan, Fri

- 2pm - 4pm
- 8pm - 10pm

18 Jan, Sun

- 2pm - 4pm

24 Jan, Sun

☰ Invitations

Now 2pm 3pm 4pm 5pm 6p

 **Baltic Centre for Contemporary Art**

4 Jan, FRI, 2 pm | with Joey Ho.

A contemporary art gallery, presenting changing exhibitions and events across 4 diverse gallery spaces.

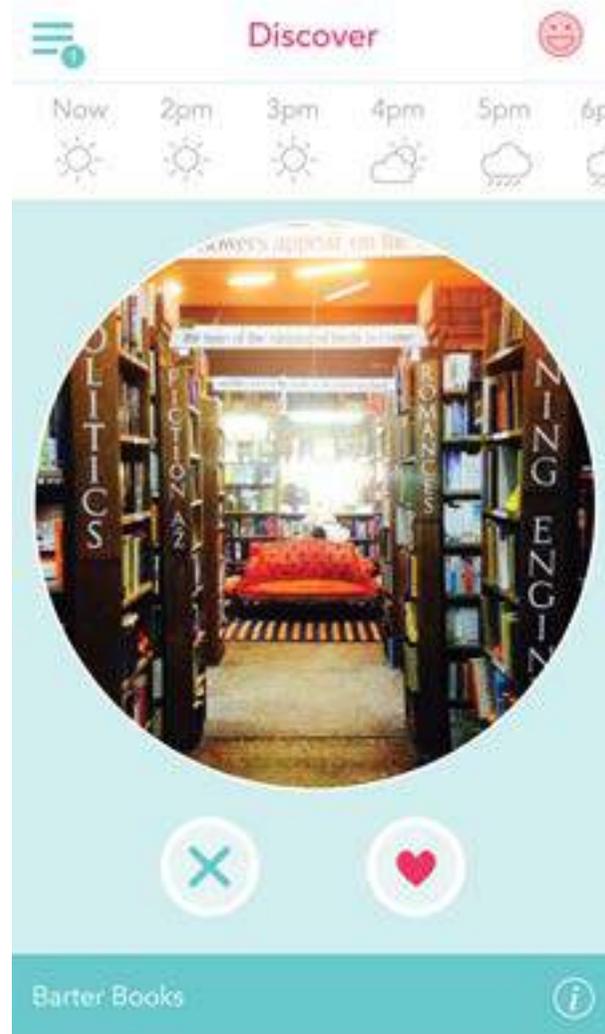
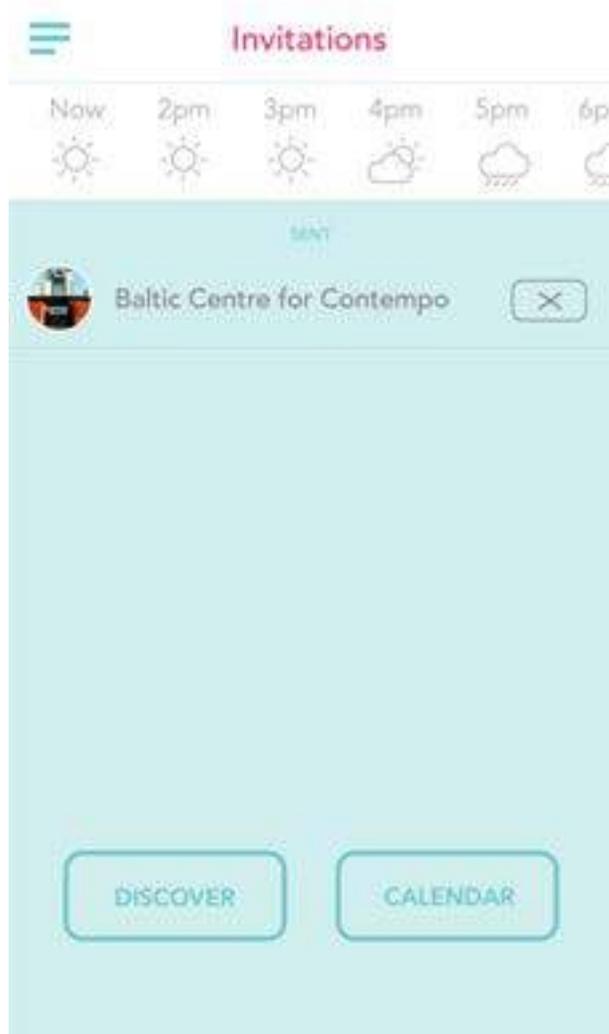
£ | Free Entry

URL | <https://www.balticmill.com/>

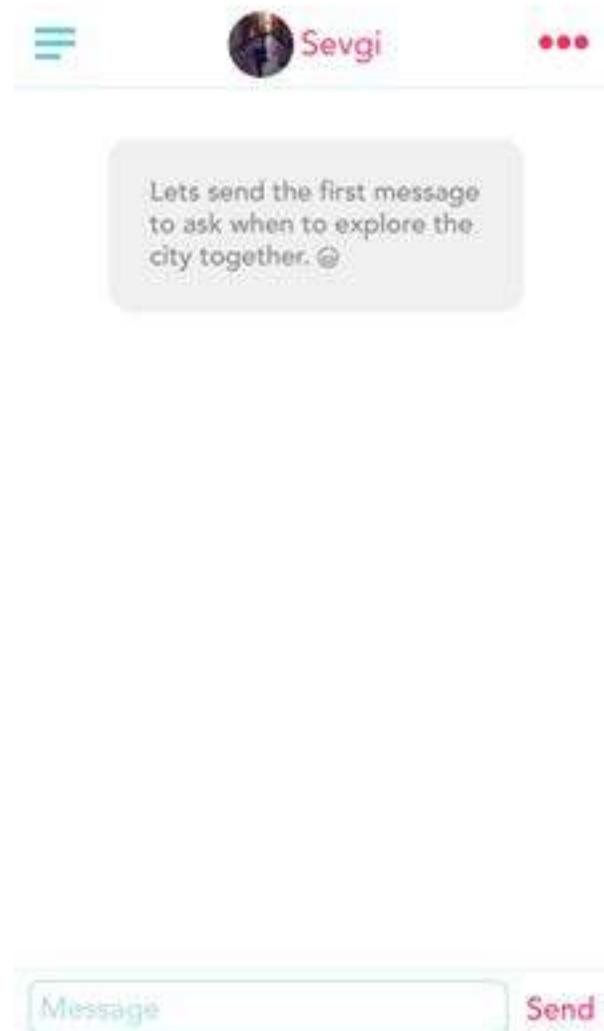
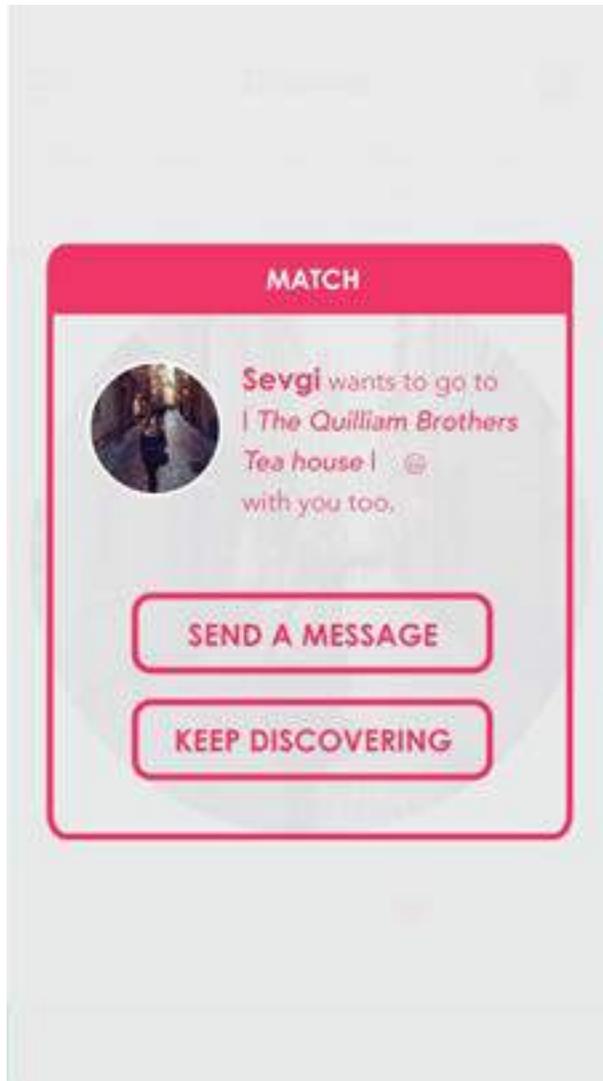
 Gateshead Quays, Shored Rd, Gateshead NE8 3BA

# Final Design

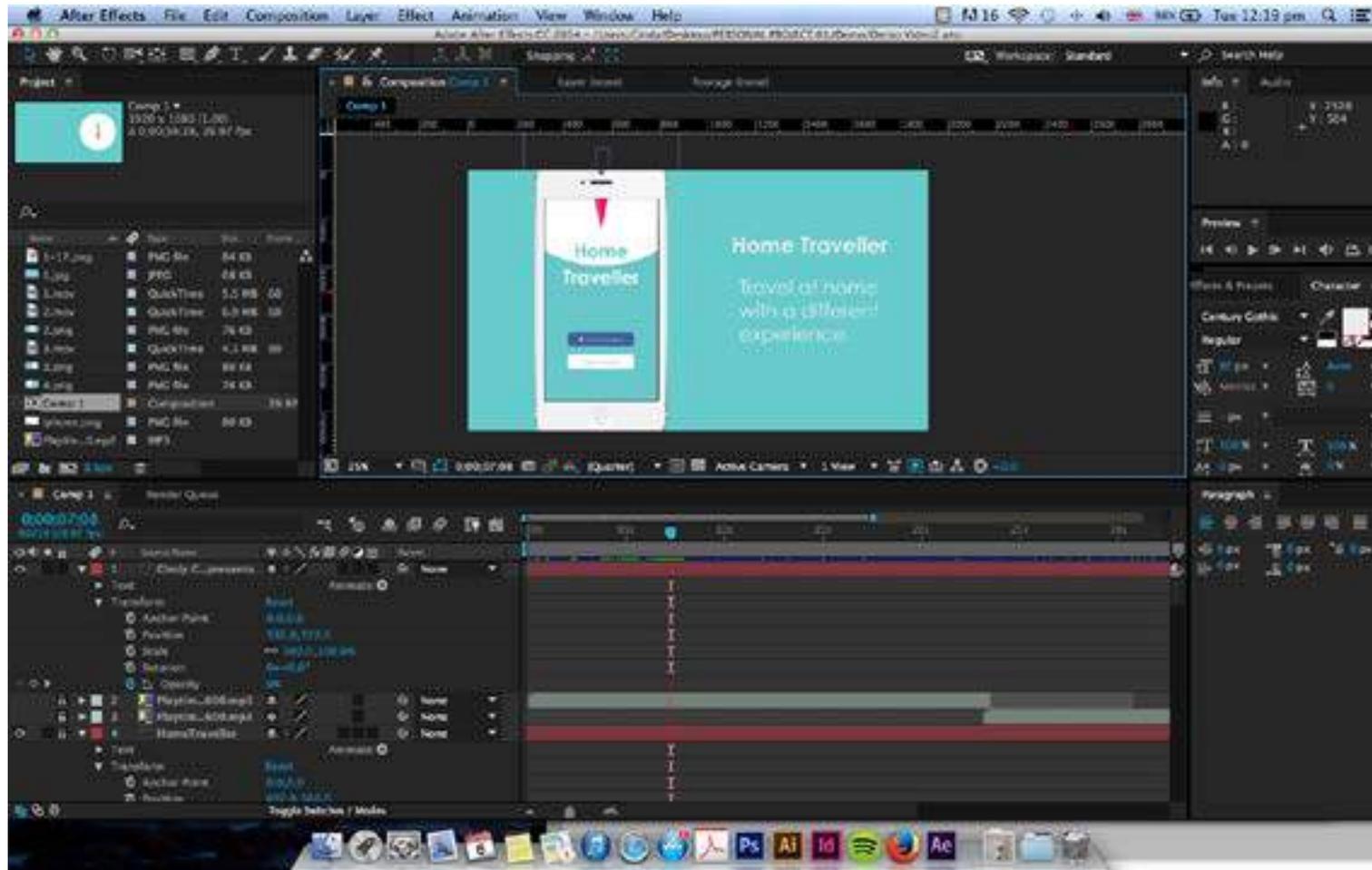


# Final Design



These are the final design for the screens.

# Prototype



I made the demonstration video on After Effect, showing the main features of the app.

The background music is *Playtime* from EMI Juice Music album, which I got from the sound library from my previous university - the Hong Kong Polytechnic University, it is free for academic use.

URL: <https://www.youtube.com/watch?v=4wgoydddqt8&feature=youtu.be>

