



## ***10 Ideas***

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**1. Traveling App to keep track of all the Countries, States, & Cities you've Visited and why**

**2. An App designed to help diagnose at home ailments without giving the user a panic attack**

**3. An App to submit State Flag or License plate designs for review (Not Government Official)**

**4. App dedicated to selling & Helping you collect stickers**

**5. Group Calender App designed for friend groups to use together, inputting their schedules for all to see to hopefully plan an outing with ease**

**6. An App that faced with a Technological issue will source the internet to find a fast solution**

**7. An App designed to help Artists find cheap supplies and close craft stores**

**8. An App that deletes phone contacts after a set amount of inactivity (Set by User)**





## *Creative Brief*

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### **Objectives & Priorities**

**Keep track of how many Cities, States, & Countries you've been too, how many times, why you went, and create a community space for other travellers**

### **Target Audience**

**Anybody who wants to travel, has traveled, likes to travel, and would like to keep memo's of said trips and interact with other travellers across the world**

### **Metrics of Success**

**Metric of Success will be judged by the amount of Users engaging with the app, posting their vacations, recommendations, & joining public chats**

### **Competitors**

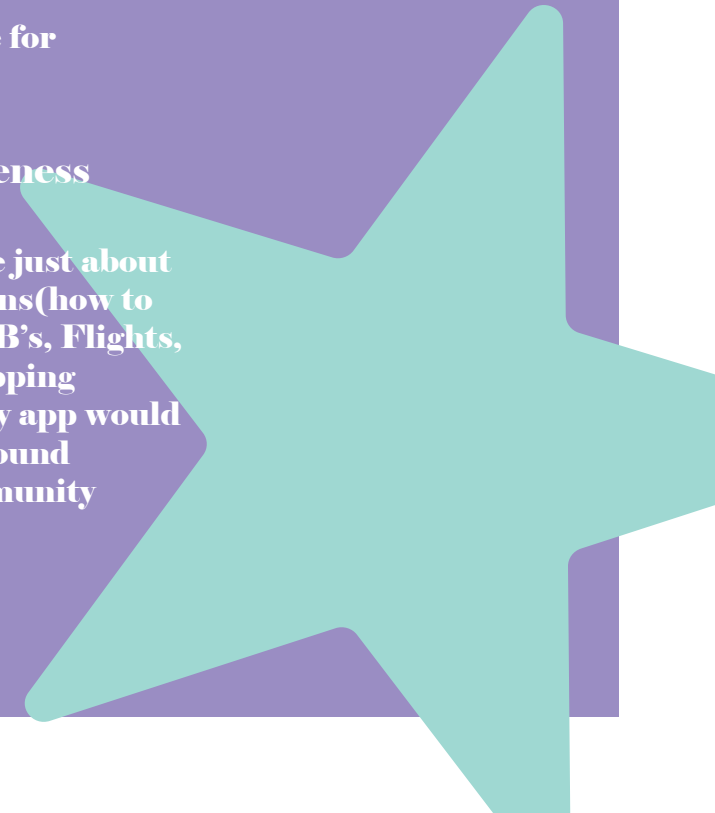
**Wanderlog  
Visited: Travel Map with Lists  
Booking.com  
Expedia**

### **Deliverables**

**Fully redesigned interface  
Invision prototype  
Presentation sample for screens**

### **Situational Awareness**

**Many travel apps are just about the buying of vacations (how to make Hotels, AirBnB's, Flights, cheaper without skipping Quality), whereas my app would be more centered around Memories and Community**





## ***Competitive Research***

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### **Tripadvisor**

- Plan Trip on one App
- Create a List of Trip ideas
- Save Favored Visits
- Custom Recommendations
- Share & Collaborate with Travel Crew
- Peer Reviewed
- Find Nearby Recs
- Write Reviews in App
  
- Tedious to look through multiple Countries, States, & Cities for the perfect vacation spot

### **Expedia**

- Plan Trip on one App
- Find Inspiration for other trips (Personal Recommendations)
- Save Favored Visits
- Share & Collaborate with Travel Crew

### **Visited: Travel Map with Lists**

- Map your Travels
- Track your dream Travels
- Custom Recommendations
- Creates a Goal around Traveling
- Sends a Physical Travel Poster
- Travel Notes
- Customizable Map
  
- App doesn't Work as Promised
- App forces User into Email Ads

### **Wanderlog**

- See Flights, Hotels, & Attractions in one place
- View Plans on Map
- Rearrange order of stops
- Share & Collaborate with Travel Crew
- in-App to do list
- Set Budget, Split Expenses, & Split Bills with a Group





## ***Persona/User Research***

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**Trish - 73**

**Retired**

**plans & hosts family trips**

**Goals/Intentions**

**-Looking for a private place to help her remember all the places she's visited and lived**

**-looking for a private place to keep family photos**

**-looking for a place to collaborate with long distance family members on family trips**

**-looking for recommendations for future trips or to help out traveling family members**

**-Finding new Places to Visit**

**Tasks Ranked**

**-Collaborative Trip Planning**

**-optional private storage of information**

**-private place to input vacation stops and past places of residence**

**-Peer Reviewed Reviews by location in App**

**Pain Points**

**-Not Tech Savy**

**-All public community points of the app are unused**





## ***Persona/User Research***

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**Jaiden - 38**

**Working Father**

**College Educated**

**Goals/Intentions**

**-Browsing Hotels, Airbnb's, Flights, Restaurants, & Flights by location**

**-Finding new Places to Visit**

**Tasks Ranked**

- Peer Reviewed Hotels, Airbnb's, Flights, Restaurants, & Flights sorted by location**
- In App Visit recommendations based off prior and Browsed visits**
- Collaberative Features to interact with family in-app**
- Socializing with residents of the area he wants to visit**

**Pain Points**

- Most public community points of the app are unused**
- Cannot book in-app**





## ***Persona/User Research***

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**Cassie - 15**

**Highschool Student**

**Advanced Choir Student**

**Student Athlete**

**Goals/Intentions**

**-Keeping track of all the places she's visted**

**-publicly sharing the places she has visited**

**-Socializing with people all around the world**

**-chatting with her Choir group, Teammates, & Family**

**Tasks Ranked**

**-Public Sharing of Travel History**

**-App keeps track of all the cities she's visited and why**

**-Collaberative planning with family, Choir Group, & Teammates**

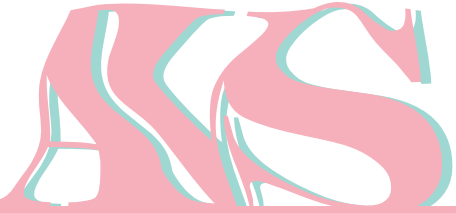
**-Socializing with others all around the world**

**-finding peer reviewed restaurants & events in new locations**

**Pain Points**

**-Mother is worried about location safety**



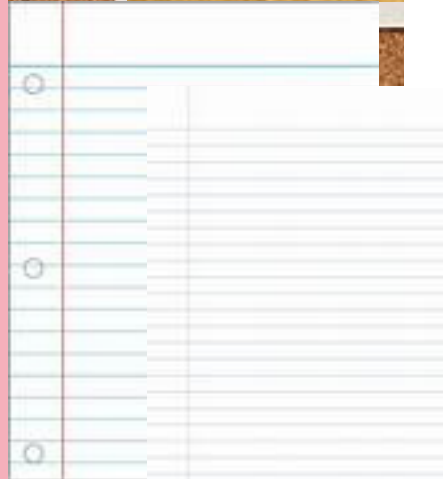
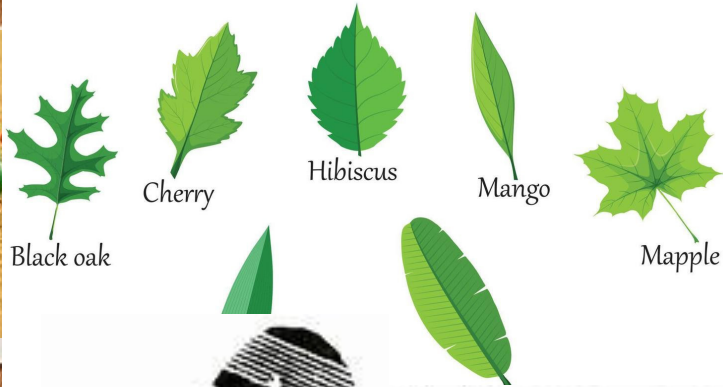


# MoodBoard

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## Different types of Variation in leaf





# Color Palette & Logo Concepts

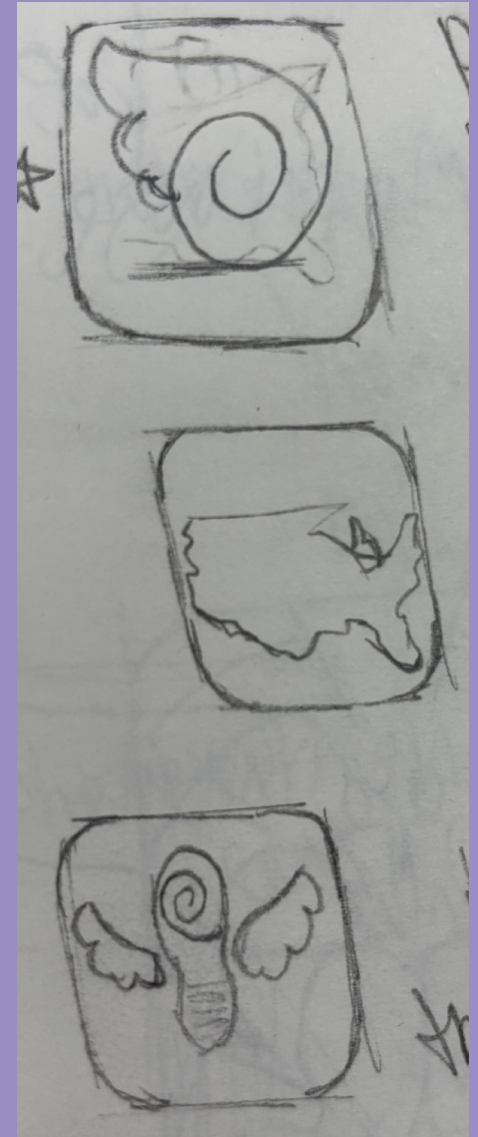
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## Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground		Background	
Hex Value		Hex Value	
#FDE9EA		#4F6D3A	
Color Picker	Alpha	Color Picker	
	1		
Lightness		Lightness	

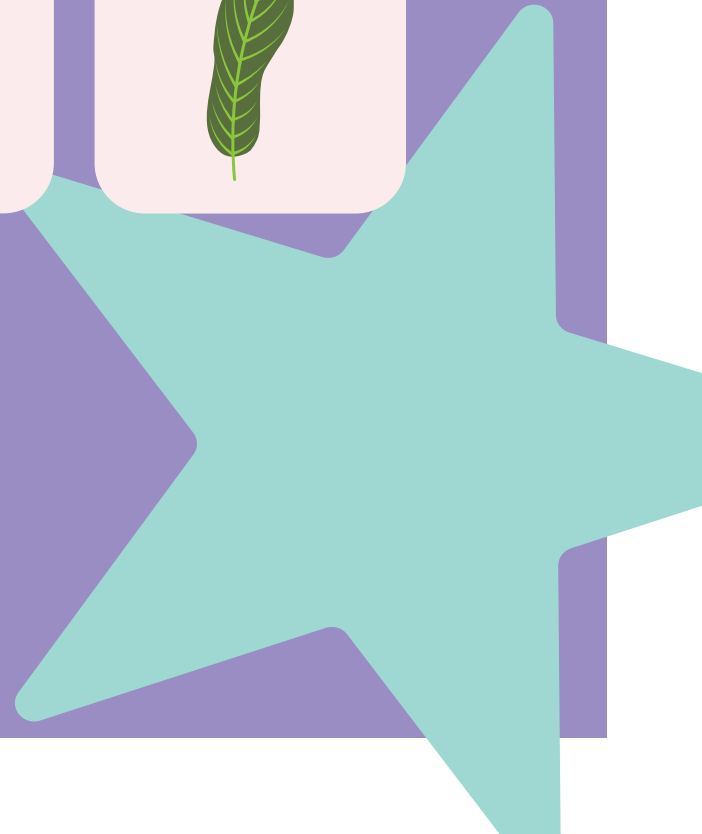
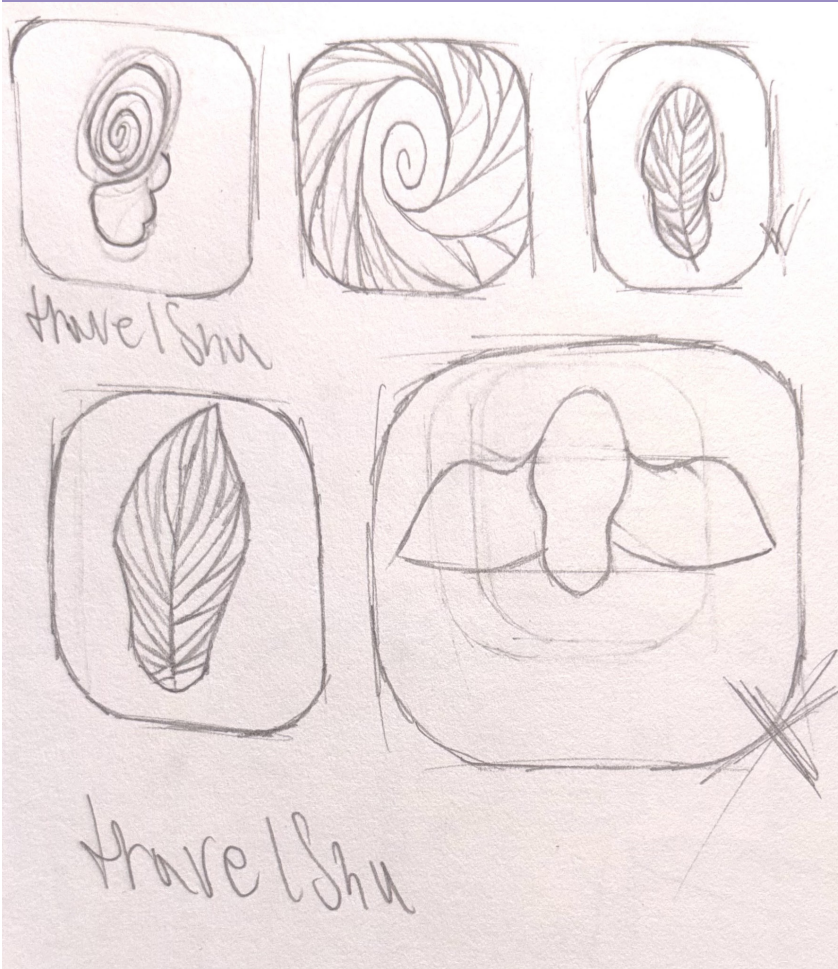
Contrast Ratio  
**5.03:1**





# More Logo Concepts

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# Type Explorations

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Travaalbara  
*Travaalbara*  
**Travaalbara**  
***Travaalbara***  
Lucida fax

Travaalbara  
*Travaalbara*  
**Travaalbara**  
Libre Caslon

Travaalbara  
*Travaalbara*  
**Travaalbara**  
***Travaalbara***  
Lucida Bright

Travaalbara  
*Travaalbara*  
**Travaalbara**  
***Travaalbara***  
Century Gothic

Travaalbara  
*Travaalbara*  
**Travaalbara**  
Droid Serif

Travaalbara  
*Travaalbara*  
**Travaalbara**  
*Travaalbara*  
Constantia

Travaalbara  
*Travaalbara*  
Travaalbara  
Goudy Old style

Travaalbara  
*Travaalbara*  
**Travaalbara**  
***Travaalbara***  
Georgia

Travaalbara  
*Travaalbara*  
**Travaalbara**  
***Travaalbara***  
Bookman Old Style

Travaalbara  
*Travaalbara*  
*Travaalbara*  
*Travaalbara*  
**Travaalbara**  
***Travaalbara***  
Candara





## *Name Ideas*

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Hermes - Greek god of Travelers, Generally associated with Traveling

Petasos - Hermes Symbol, Winged Helmet

Talaria - Winged Sandels associated with Hermes

Travelia, Travaria - Talaria+Travel

Vaalbara - First Continent

TraVaalbara - Travel+Vaalbara

Pangaea - Continent Proceeding the current continents as we know it

Hestia - Greek Goddess of Home and Domesticity

Vesta - Hestia Roman Equivalent

Travesta - Travel+Vesta

Gaia - Greek god of the Earth

Hemera - Greek Personification of the Day

Theia, Basileia, Euryphyssa - Greek Goddess of Sight

Traphyssa - Euryphyssa+Travel

Travelabara - Nonsense, Derivative of Travaalbara

Travelugos - ????

Juno - Goddess who provided over safe travel

Janus - God of Gateways & Passage

Portunus - God associated with Travel

Khonshu - Traveller in Egyptian, Egyptian God of the Moon

Meili - Irish God associated with Travel

TravelMeili - Meili+Travel

Traveli - Meili+Travel

MeiliTravel - Meili+Travel

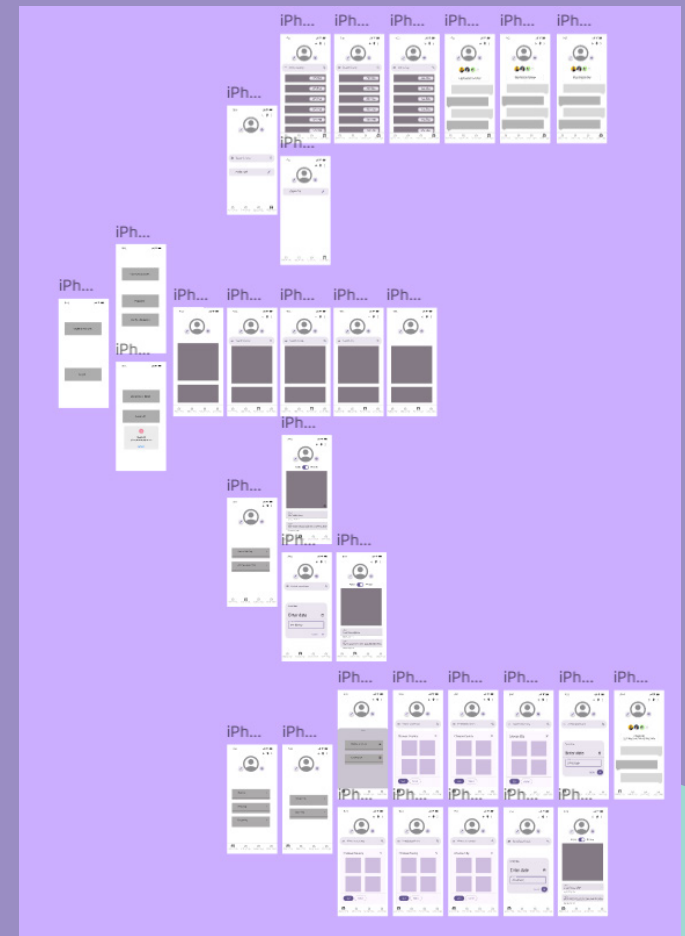
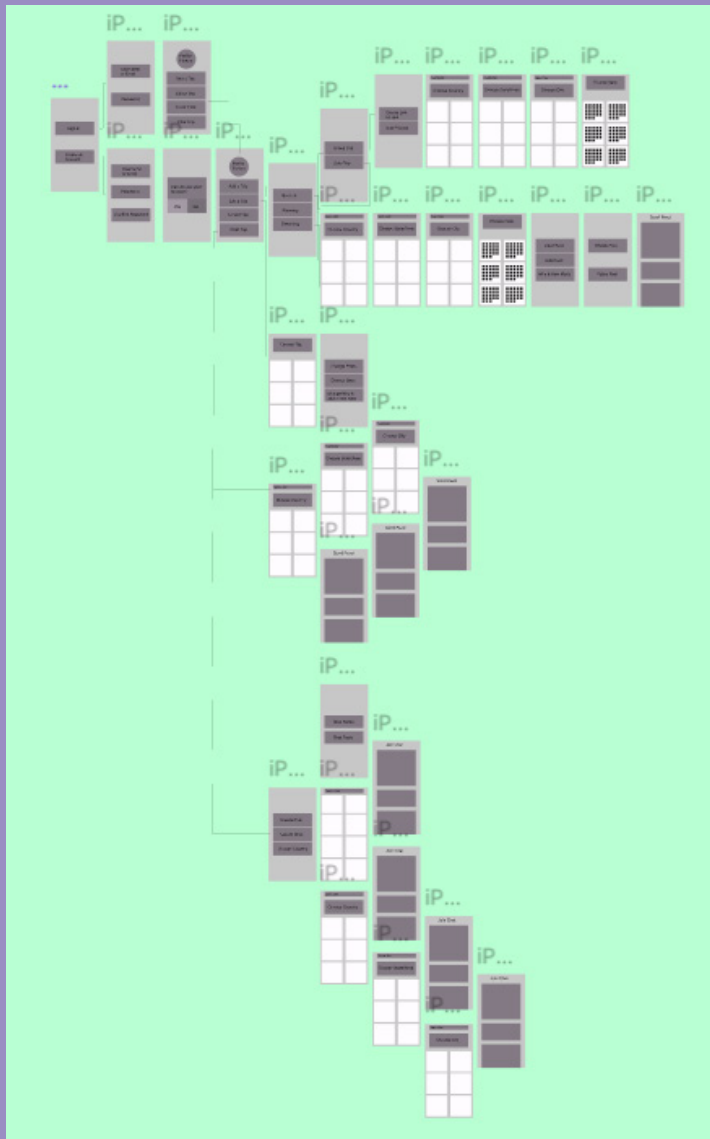
**TravelShu - Travel+Khonshu, fun play on Shoe**





# Wireframes

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<https://www.figma.com/design/BATfF5ntxOEsZ3tAGur1bh/Sarata-Wireframes?node-id=27-28&p=f&t=TgggHOKoW-OEzoUrA-0>



# Layout Concepts

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## Originally



## Reordered

