

**FIELD
NOTES**

48-Page Memo Book
Durable Materials / Made in the U.S.A.

Y

YONDER

Travel with confidence





Yonder

Travel with confidence



Misson

Yonder is an traveling app that allows you to explore the cities you travel in. These experiences include AR walking tours, restaurant navigation, and sight seeing. This app will allow you to explore freely and get to learn the history and places of the city without having to pay a tour guide or get confused in a new city you're in.

Benefit/Uses

- Get to explore city at your own leisure
- Walking on screen navigation
- Simulated landmarks that were torn down
- Save money by not having to pay for tours
- Allows you to explore around you



Allison Ortega

Software Engineer



Demographics

Software Engineer

32 Years Old

San Diego, CA

Live with her boyfriend

Interests

Loves to travel

Loves trying new food

Recipe Guru

Job requires alot of travel

Frustrations

Gets lost in new cities

Has trouble with foreign navigation

Only speaks english

Hates paying for tour guides

Doesn't like to stick out in crowds



Daniel Little

Flight Attendant



Demographics

Flight Attendant

37 Years Old

San Antonio, Texas

Lives alone

Interests

Explores new cities every weekend

Travels alone

Loves reading books

Watches lacrosse

Frustrations

Travels alone so gets lost easily

Doesn't know what to eat in new cities

Only speaks english

Gets lost sightseeing

Says

- “I want to explore this place”
- “How do I even sign up for a tour around here”
- “I don’t want to pay \$100 for a tour of NYC”
- “Is there a special for two people?”

Does

- Goes out to see city
- Gets lost downtown looking for restaurants downtown
- Looks up tours online
- Walks around trying to find places



Allison Ortega

Thinks

- This tour is expensive
- I am kind of lost
- Now I need to find what to eat for dinner
- What is the history of this city
- I wonder what building used to be here

Feels

- Nervous finding places
- Lost in new cities
- Confused with navigation
- Excited to see the world
- Curious about the world



Allison Ortega

Journey Map



She decides to take a trip -- takes a trip to NYC -- her flight lands -- Her and her boyfriend check into hotel -- hotel has yonder sign and qr code -- She takes picture of it with her phone -- They decide they want to go see the famous places of NYC -- Looks on google and sees that everything is seperated and confusing -- Remembers about yonder app -- opens app -- sees central park AR tour -- selects it -- starts tour -- sees they can also add a food stop to tour -- is happy and confident

How Might We

Questions

- Make the UI easy to use
- Let people take AR tours from the app
- Let people find food in app
- Find a new way to explore cities
- Allow people to travel confidently
- Allow people to see landmarks torn down
- Use AR navigation to walk people through tours

Feature Prioritization

Map

Must

- Be easy to use
- Allow user to take AR Tours
- Allow user to use AR navigation
- Have on screen history information

Could

- Project artifacts torn down
- Let user stop for food during tour
- Allow users to find tours walking distance
- Find new landmarks

Should

- Allow walking tours guided by AR
- Let the user choose the city
- Have an extensive list of cities
- Check location to suggest nearby places

Won't

- Take you to specific location by AR navigation
- Just be AR allows 2D
- Allow you to travel virtually

Branding

Colors



Raisin Black



Fern Green



Explore Green



Map White



Bone

Branding

Typography



RIFT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ;”!@#\$%^&*() - +=

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ;”!@#\$%^&*() - +=

abcdefghijklmnopqrstuvwxyz

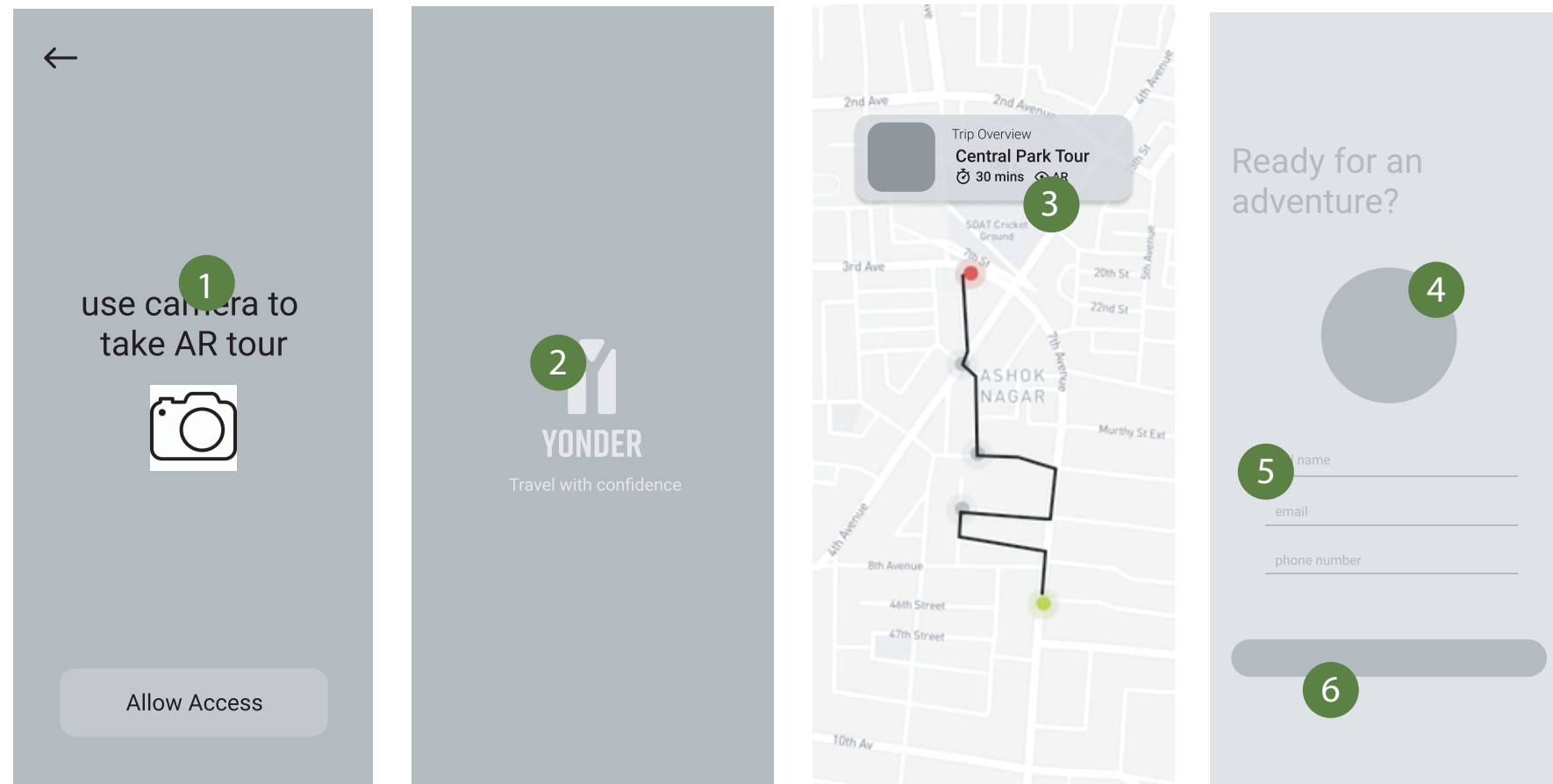
Design System

Icon System



Prototyping

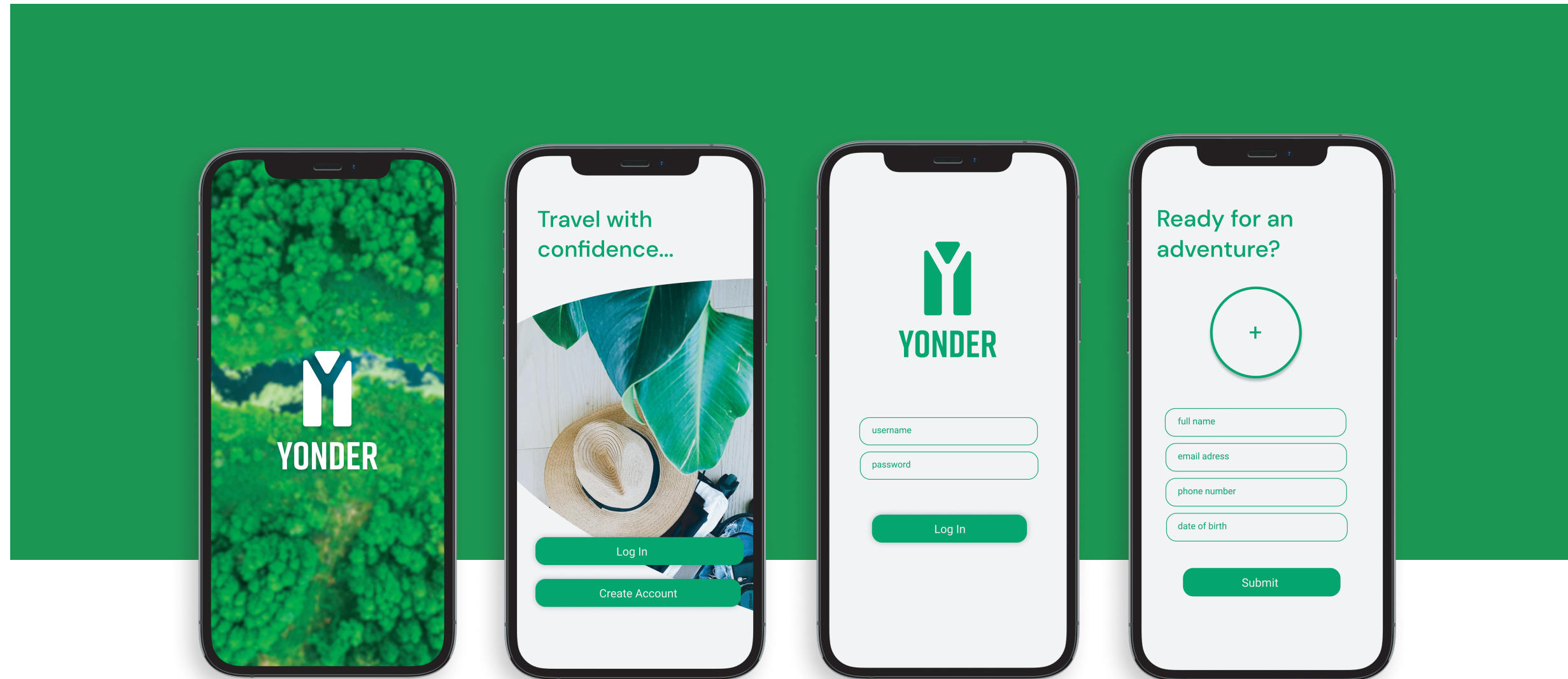
Low Fidelity Prototype



- 1 “There needs more spacing between words and icon”
- 2 “Subheader is awkward”
- 3 “There should be option for AR or no AR”
- 4 “There should be a + sign to indicate adding image”
- 5 “The lines don’t seem like fields you can type in”
- 6 “The button style should be consistent throughout”

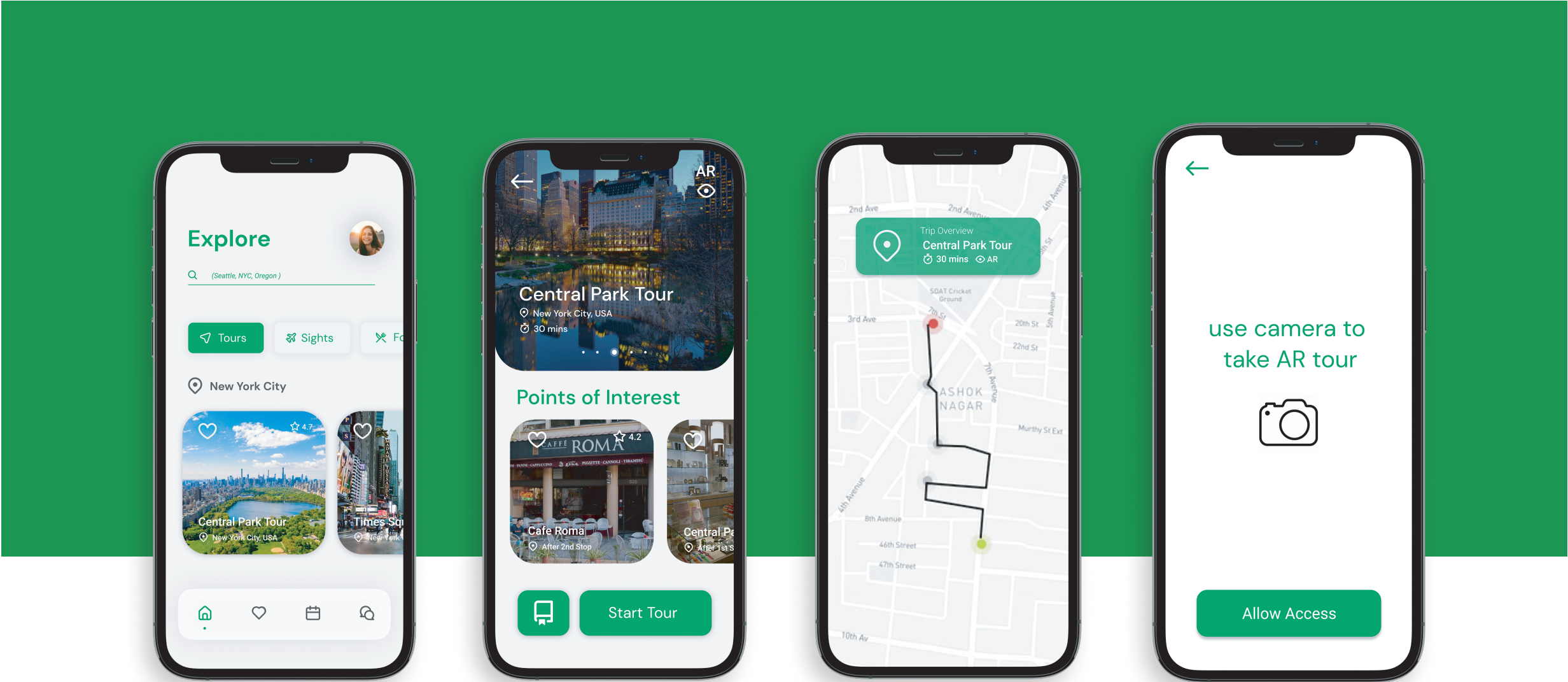
Prototyping

Onboarding



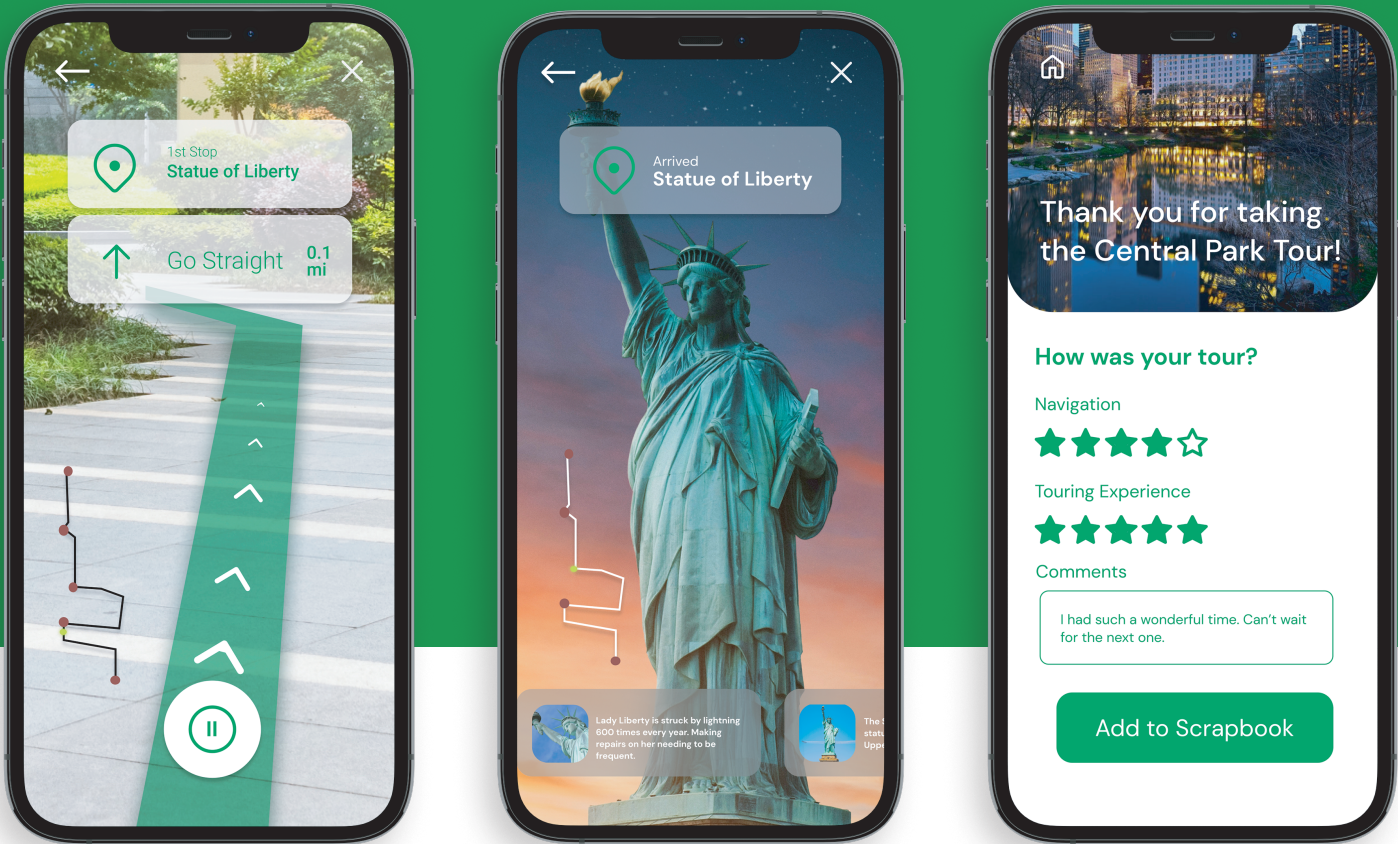
Prototyping

Home, Item Category, Tour Overview



Prototyping

AR Touring, AR Landmark, Review



Application

App in use



Prototyping

Watch OS Compatibility

