

An aerial photograph of a rugged coastline. The water is a deep, vibrant turquoise, with visible ripples and reflections. Large, dark, craggy rocks protrude from the water, some with patches of green algae or moss. In the lower right quadrant, a small, blue inflatable boat with two people inside is visible. The overall scene is serene and natural.

voi

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voi



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RESEARCH



RESEARCH STATEMENT

Voi (pronounced voy) is an iPad based application that focuses on helping people decide where they would like to travel. Voi aims to bridge the gap between people who like doing their own travel research but also like having the expertise of a travel planner or concierge. Utilizing customization, personalization and machine learning to present people with recommended destinations daily, Voi continuously builds a user profile so that over time the recommended destinations become more accurate and in line with the users preferences. Voi takes into consideration both what a user likes as well as what they don't like.

INTRODUCTION / PROBLEM

Since completing my Bachelor of Fine Arts, I have worked in the travel design and technology industry in a freelance capacity. Over the last decade I have designed many booking engines, worked on apps and helped hotels maximize revenue. The one thing I haven't done is focus on the design of products that are actually intended for the traveler as opposed to the business. While a hospitality-oriented business certainly always has the traveler at top of mind, their ultimate motivation is revenue. With my thesis work I focused on the needs of the traveler and created a product targeted at this audience. My goal was to focus on their motivations and wants to provide an authentic experience for a traveler that is not tarnished by up-sells or motivated by revenue.

I often feel overwhelmed in my own travel planning experiences. The idea of using a travel agent feels antiquated to me as I know there is so much information to be found online and it is really just about doing the research. I have never been interested in spending the money on a travel agent or concierge when I know I can use it towards the actual trip. Having not grown up in a family that travels often, my experiences in planning have been very limited. I have constantly found myself leaning on friends or the major internet review sites. While I have received some good destination recommendations from friends, one cannot expect their friends to act as a travel agent.

Personally, I have always found internet research to be overwhelming. I get lost in reviews and find it hard to sift out who is just easy to please, who has a one off good or bad experience or who is just downright angry. One can find reviews of almost anything from hotels to tourist attractions but often times the review is of that person's particular experience. One might leave a poor review of a hotel because the front desk staff was rude, but the hotel was actually amazing. The amount of subjectivity in reviews is often misleading. The main problem with online reviews is that they are trying to translate human emotions into metrics (Eşanu 2019). "We expect a rational feedback or review from irrational beings. I somehow find it irrational" (Eşanu 2019).

In 2019, 844 million room nights were booked across Booking Holdings which includes brands like Booking.com, Priceline, and Kayak (Booking Holdings 2019). 1.5 million room nights are booked every 24 hours (Booking Holdings 2019). Southwest Airlines operated more than 4,000 flights a day during peak travel seasons in 2019 (Southwest Media 2019). These statistics prove that booking a trip is easy. Finding a flight is easy. Booking sites and information-based sites such as TripAdvisor or Lonely Planet assume the leisure traveler already knows where they want to go. But how are people making the initial decision on where to travel in the first place? "The purveyor of destination choice used to be human travel agents" (Bainbridge 2015). While travel agents can certainly help save time and provide expertise, they can also be expensive. Another downside to working with a human travel agent is that you have to fit your travel planning into their time schedule. You can do your own travel research when and wherever you like whether it's 2 p.m. on Monday or 2 a.m. on a Friday.

In 2015 a news article published by leading travel experts at PhocusWire claimed that how consumers choose a travel destination is an untapped opportunity for travel startups. The article details how travel bloggers are actively in this space writing about topics like "where to go in January." You still see plenty of articles like this published daily in the form of top ten, fifty best, most underrated or such like. This PhocusWire

article outlines a few companies in the sector but frankly none are doing a very good job (Bainbridge 2015). I have found others in my own research and still they leave the traveler lacking. Many websites use sliders or a simple set of filters to present an array of options. Every website that I have found follows a one-time experience model. A user sets the filters and is then presented with destination options. The information is never saved. I have not found any websites that allow a user to build a profile and enter information about where they have already been. This is a huge opportunity to make recommendations based off of machine learning. I have not found any companies in this sector in the mobile app market. Fast-forward to 2021, no one has yet to break into the space of how consumers choose a travel destination in an exciting or engaging way.

Expedia's mobile app has added this as a recommendation section and AirBnB's search algorithm post-IPO now takes into account negatives, meaning that it indexes not what you preferred but what you didn't prefer, and tries to sort-order the responses in reverse. The theme being: we don't know what you like, but we think we know what you don't like. This is a model I have utilized in the development of the Voi app. When a user indicates they don't like something Voi takes note of that in the user profile. For example, if a user indicates they do not like camping by either not checking that of as a preferred interest or gives camping images an "X" in an activity session, Voi will not show the user any destinations that are camping oriented.

BENEFITS OF TRAVEL / ANTICIPATION OF TRAVEL

We all have either said or heard someone use the phrase, "I need a vacation." I cannot think of a phrase that is more relatable. There are actually dozens of scientifically proven benefits of traveling. A study conducted by The Global Commission on Aging and Transamerica Center for Retirement Studies, in partnership with the U.S. Travel Association proves that travel can actually improve one's health. The study found that women who traveled twice a year had a significantly lower risk of having a heart attack

compared to women who traveled every six years or less. It also showed that men who did not vacation annually had a 30% greater risk of death from heart disease. Over 70% of people surveyed in this same study claimed that travel has helped them enjoy the current period in their life (Transamerica 2013).

According to a study published by Cornell University, the anticipation of trip can increase happiness more than the anticipation of a material good, such as a laptop or a car (Kumar, et al 2014). "Four studies demonstrate that people derive more happiness from the anticipation of experiential purchases and that waiting for an experience tends to be more pleasurable and exciting than waiting to receive a material good" (Kumar, et al 2014). The concept of having an experience to look forward to is something that has personally always made me excited. In our world's current state "When you don't give yourself enough time to actively anticipate a vacation — to pore over photographs of places you plan to see, read about history, browse things to do — you miss out on a potent source of pleasure" (Rosenbloom 2021).

COVID AND THE ANTICIPATION OF TRAVEL

As our world moves past a full year of dealing with the COVID-19 pandemic, many people have developed a travel debt or feel that they are in a travel deficit. Travel debt refers to an unmet need for travel. As borders closed and people became wearier of traveling in close proximities to others in fear of contracting the virus, canceling vacations became the norm. Almost half of Americans canceled their summer travel plans in 2020 according to a survey conducted by Value Penguin, A Lending Tree subsidiary. The same survey found that 1 in 4 Americans, especially millennials, Gen Xers, parents of children under 18 and six-figure earners are planning a celebratory trip once the threat of the COVID-19 virus is not quite so eminent (DeMarco 2021). Consensus is that travel debt translates into open-mindedness. An "anywhere but here" attitude that translates into an accelerant for solutions like Voi.

CUSTOMIZATION AND PERSONALIZATION

The Voi app utilizes both customization and personalization to provide travel destination recommendations to its users. Customization is done by the user. Upon creating an account, users are asked to define their travel preferences. People will be encouraged to input a list of places they have already visited. This will allow for machine learning and suggested search to work its magic. The user is able to search and add as many places as possible to their list.

Users will also be able to customize what type of traveler they are. A person can decide if they prefer to travel solo, as a couple, with their family or with friends. Realizing that one person can wear any number of hats such as a wife, a mother or a friend, users will be able to choose several different answers in this section and receive different recommendations based on each category. They may be interested in traveling to New York City with a group friends but not with two kids and the Voi app realizes this and does not pigeonhole people into one specific way of traveling. Users can also customize their preferred type of vacation whether it is a beach, city, resort, camping or countryside vacation. Again, people are allowed to choose as many options as they like and are not forced to pick just one. The application also allows for users to choose from an array of different interests as far as culture, leisure or activities. The more preferences that a user inputs the more accurately the app will be able to provide recommended destinations. All of these selected preferences will allow the app to provide personalization.

While customizing preferences does come at a higher interaction cost to users, it also comes with a higher reward (Schade 2016). The Voi app allows users to customize on their own time and all preferences are not required to be set in order to start receiving recommended destinations. The profile can be built over time and all preferences will be saved and can be changed at any point in time.

Personalization is then done for users by the system. The Voi app analyzes past saved destinations to deliver content that it thinks the user may like. It works in the same way as Amazon – because you liked XYZ – we think you may also like ABC. Or Netflix, “suggested for you page.” Both personalization and customization are utilized in the app to enhance the users experience throughout engagement with the app.

MACHINE LEARNING FOR PERSONALIZATION

Machine learning is an application of artificial intelligence in which a system can learn from data rather than being explicitly programmed (Kalinski 2019). The Voi app utilizes systems of content-based filtering as well as collaborative based filtering in order to provide personalized travel recommendations. *See Figures 1 & 2.*

Personalization is not necessarily new, and it is something that users have come to expect from websites or applications that they engage with. 74% of customers reported that they felt frustrated when content is not personalized in a study conducted by Instapage (Morgan 2021). Personalization is really what is at the core of the Voi app and is especially important as it will only improve user engagement but also work to improve app retention. In a study conducted by Statista, 90% of U.S. consumers reported that they found personalization somewhat or very appealing (Morgan 2021).

CONTENT BASED FILTERING

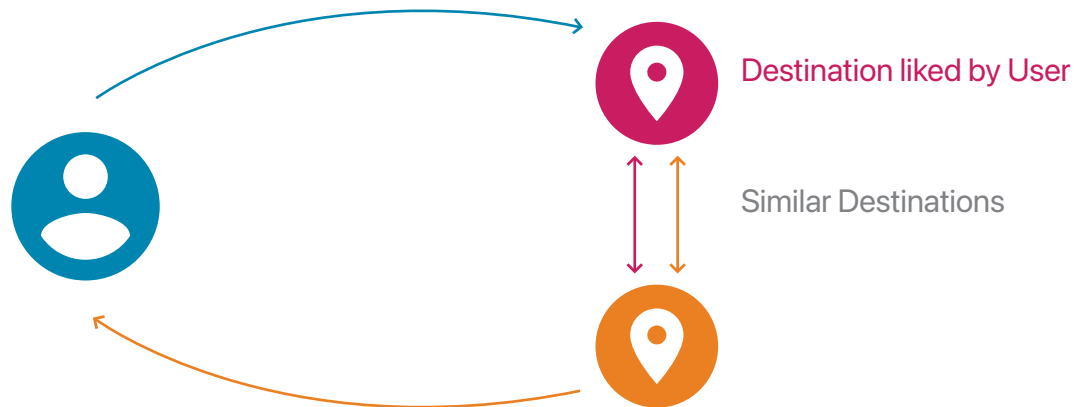


Figure 1. Content-based filtering makes recommendations based on user preferences.

If a user likes a particular destination, Voi will utilize content based filtering to show the user similar destinations.

COLLABORATIVE BASED FILTERING

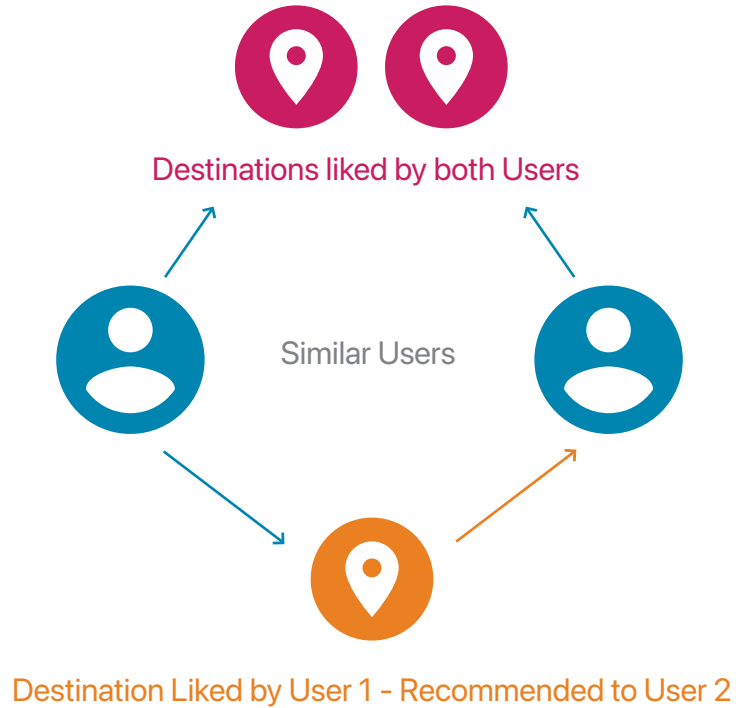


Figure 2. Collaborative filtering mimics user-to-user recommendations. If User 1 and User 2 like similar destinations, it will start to recommend destinations liked by User 1 to User 2.

THE SOLUTION

Post Pandemic there is substantial travel-debt, an industry term, meaning an indeterminate unmet need for travel, that will be met one way or another which means this is an optimal time to offer innovative travel dreaming/research tools like Voi.

While the main focus of the Voi application is to help people decide where they'd like to travel it also cultivates the anticipation of travelling which in turn leads to increased happiness. Voi allows users to browse through extensive photo galleries of places they may like to visit, see what activities they can engage in while there and dream about warm sunny weather or the slopes if that's your thing. Voi aims to help people find their perfect destination for any type of vacation. In addition to helping people decide where to travel, the application also allows guests to search and explore. It aims to give an authentic sense of place: for the unique qualities that differentiate it from another, and for the rich tapestry and variety that define it. This application will allow guests to define personal preferences in order to provide recommended destinations. The more specific information guests can provide, the more accurate destination recommendations the app will be able to make.

DISCOVERY



PROJECT OVERVIEW

Voi is an interactive travel app that's main goal is to help people decide where they would like to travel. Traditional travel applications in the current marketplace already assume where a person wants to visit but Voi takes a step back and asks the user where would you like to go? Voi creates an engaging environment for users to personalize their preferences. Utilizing machine learning, Voi learns more about the user preferences in order to provide more accurate recommendations.

Voi first gathers information about the user by asking them to define their preferences. The app asks the user to enter information about places they've visited in the past to help learn about what they may have liked previously as well as where they may not want to revisit. Users are also asked to define what type of traveler they are and what type of vacation they prefer. Voi also asks users to identify overall interests in order to match them with places that may be able to cater to those stated interests.

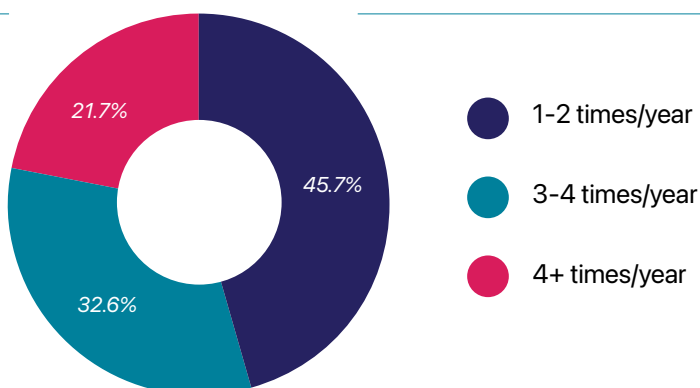
I have also created a supporting website that serves as a promotional piece to let people know more about what the app is and encourage them to download. While the main goal of the website is sales focused – there is also a section that allows users to login and further develop their profiles or perform utilitarian functions such as reset a password.

CONTENT RESEARCH

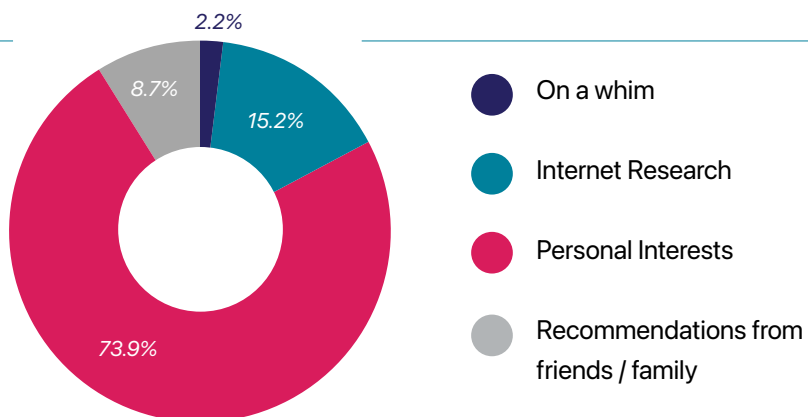
In order to better understand by audience and further support the need for an application like Voi, I developed and conducted a survey through Google Forms. The main goal of this survey was to determine the taste for an app like Voi and to learn more about what my audience may be looking for in such an application. This survey was deployed in January 2021 through personal emails and received a total of 46 participants between January 2021 and March 2021.

SURVEY RESULTS

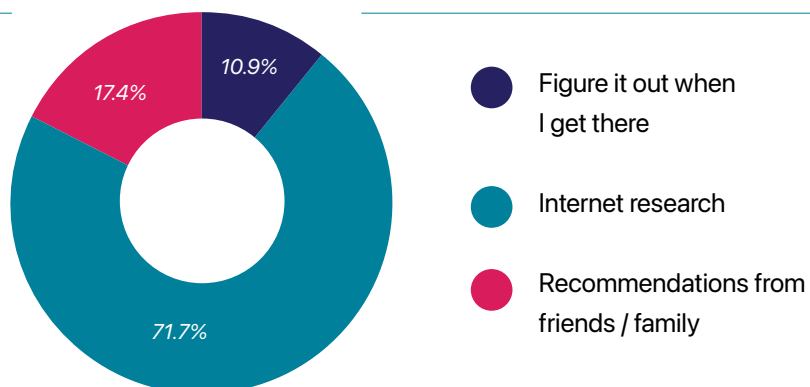
How many times per year do you typically travel?



How do you typically choose where you travel?

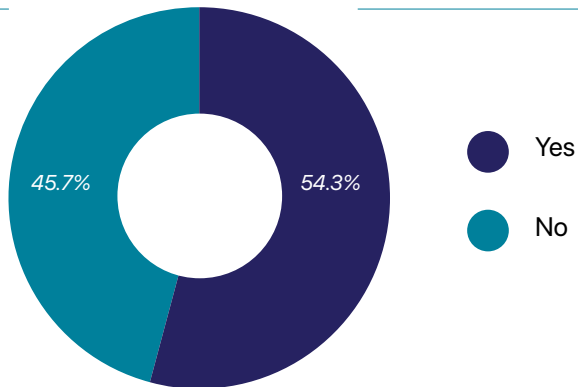


How do you learn about the places you travel?

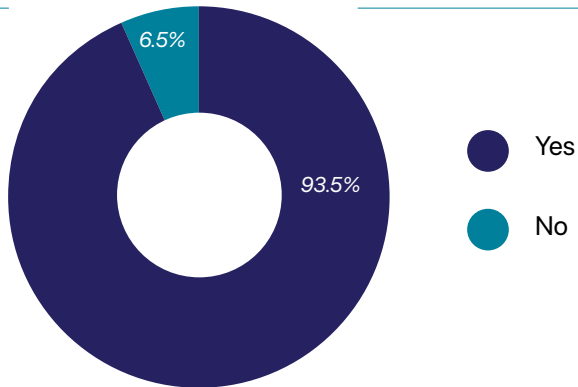


SURVEY RESULTS (CONTINUED)

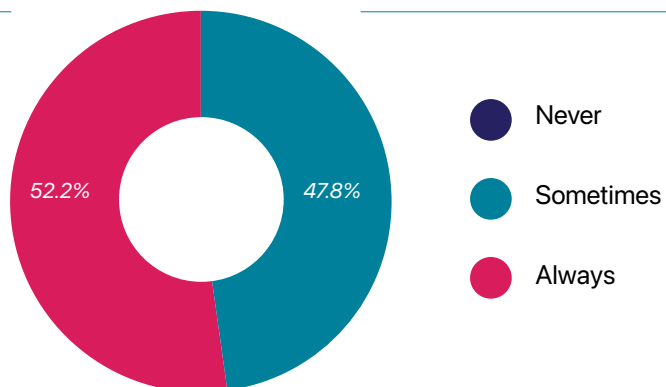
*Have you ever used
a travel agent or travel
concierge?*



*Are you interested in the
experiences of others who
have traveled to places you
may like to visit?*

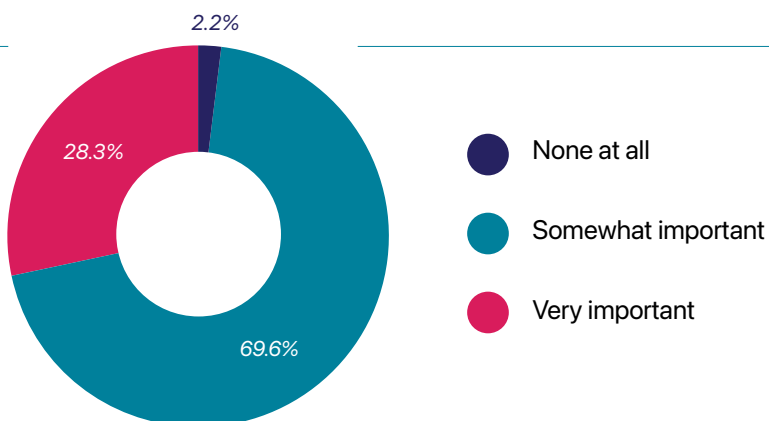


*How often do you
read reviews?*

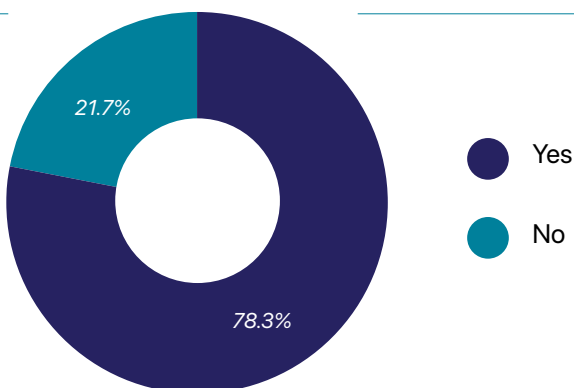


SURVEY RESULTS (CONTINUED)

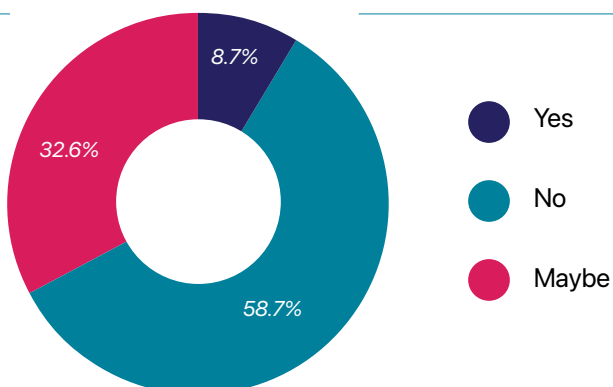
How much importance do you place on reviews when taking your travel destination into consideration?



Would you be interested in a mobile or iPad based application that makes travel recommendations on your personal preferences?

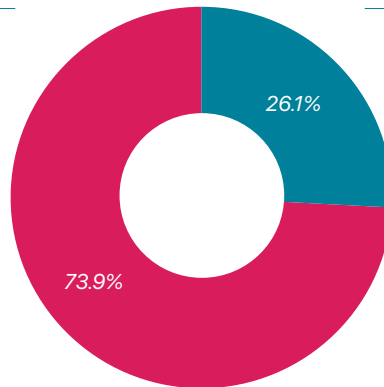


Would you pay for a mobile or iPad based application that makes travel recommendations on your personal preferences?



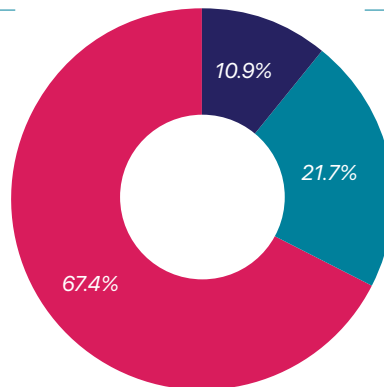
SURVEY RESULTS (CONTINUED)

How important is it to you to see photos of the places you plan to travel before you go?



- Not Important
- Somewhat Important
- Very Important

How important is it to you to read articles about the places you plan to travel before you go?



- Not Important
- Somewhat Important
- Very Important

SELECTED ANSWER RESPONSES:

QUESTION: Can you elaborate on your agent (or lack there of) experience? Was it worth the cost? Or why did you choose not to use a service?

For me, doing all the research myself is part of the fun

I can do the work myself

I prefer to curate my own personal travel experience

I tend rely on travel blogs or personal recommendations over a traditional travel agent. Something about a travel agent feels sterile

I prefer to save money and do my own research and navigation

Bad experience with Travel Agent — For those that can do the research, the Internet has made travel agents obsolete IMO

Everything is online and cheaper not to use an agent

I travel cheap and lots of info is available on-line. and through apps

I like to discover as I go

I like doing the research myself

There is so much information online - I don't feel would ever need a travel agent

SURVEY ANALYSIS

The survey was insightful into my audience. I found that 73.9% of participants decided where they would like to travel based off personal interests which is a very large portion of the Voi application. Another key finding was that 78.3% of participants said that they would be interested in a mobile or iPad-based application that makes travel recommendations based off personal preferences. The majority of participants, 58.7%, did say that they would not be interested in actually paying for a mobile application like this so that did alert me to the idea that I would need to think about other sources of revenue the app could utilize so that it can sustain itself.

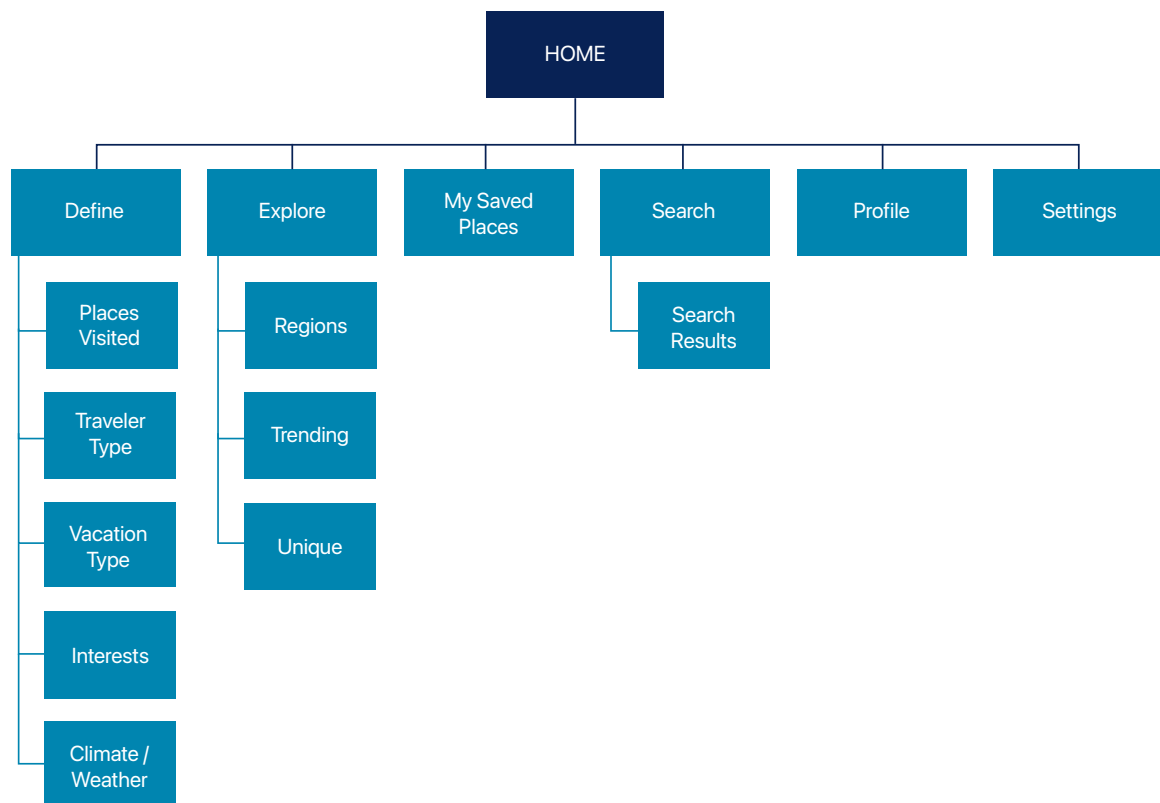
INFORMATION ARCHITECTURE

To better identify the goals of the user, I developed a list of key functionalities the app would need to have.

- Create an account
- Login
- In app push notifications
- Preference filters
 - Add places the user has already visited
 - Define information about traveler
 - Define information about interests
- Search Functionality
- In App Activities
- Settings
- The ability to save

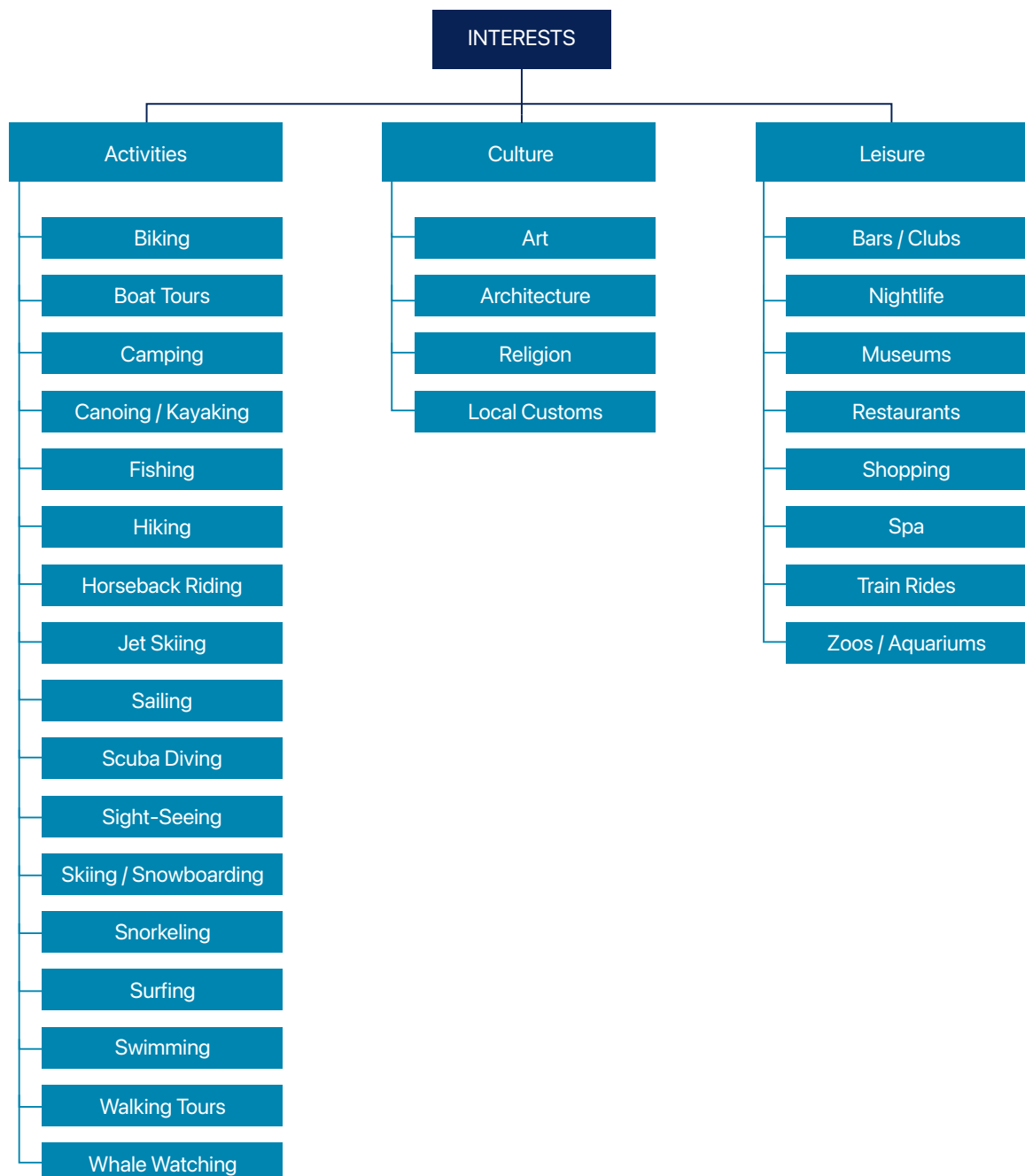
SITE MAP

The site map identifies the main pages - Define, Explore, My Saved Places, Search, Profile and Settings. It is a blueprint for the structure of the application.



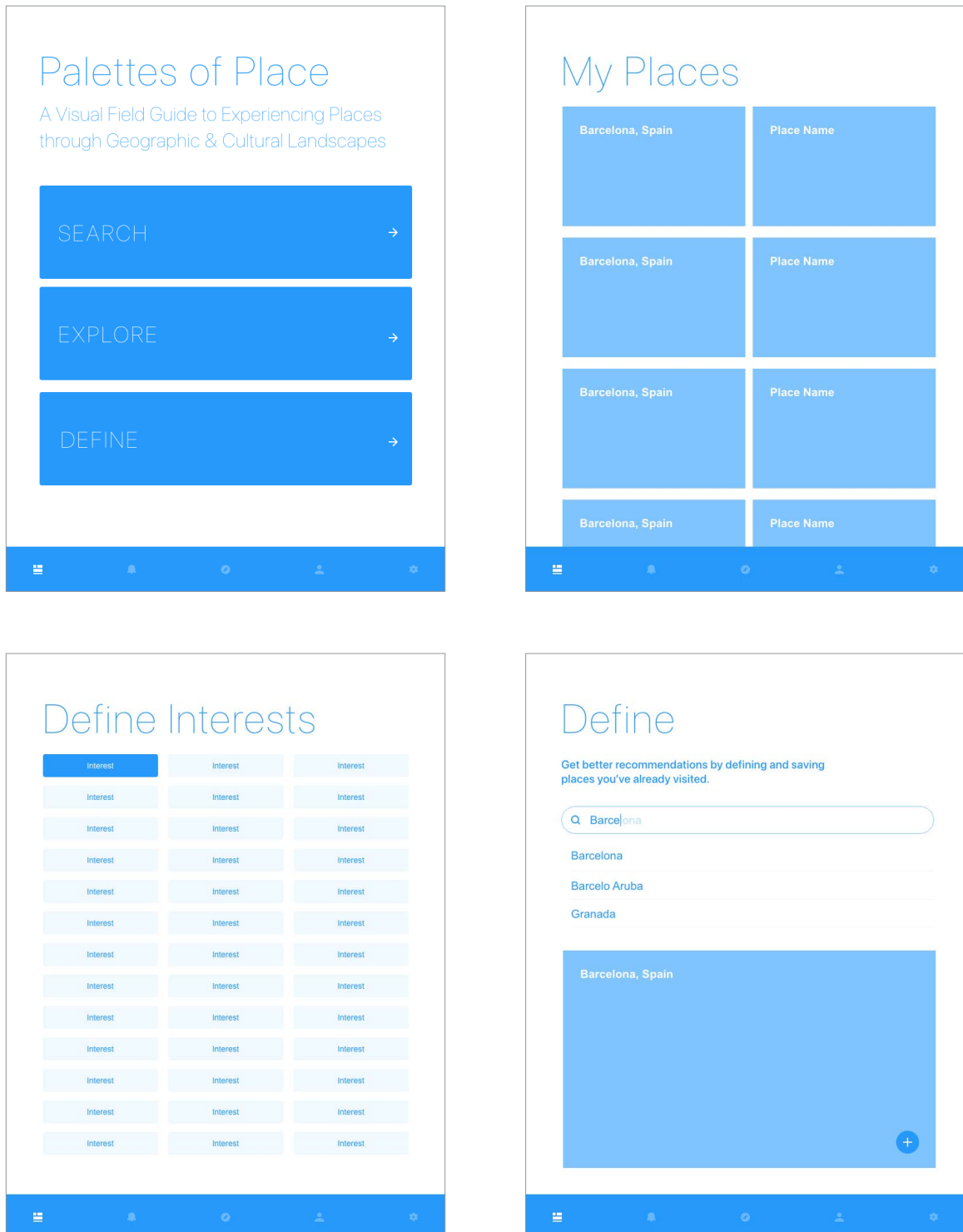
SITE MAP

The list of interests was broken down into three categories including Activities, Culture and Leisure. I developed this list by doing my own research. A survey conducted by the Associated Press found "of those who do enjoy taking part in an activity while on vacation, sightseeing reigns supreme. As the survey found, sightseeing ranked important by 55% of those surveyed, while 51% said they feel experiencing local culture and cuisine is important and 45% said spending time in nature mattered to them."



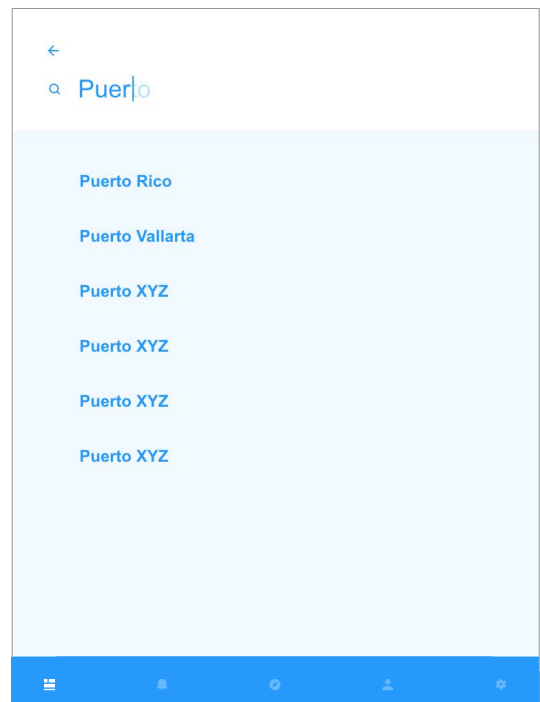
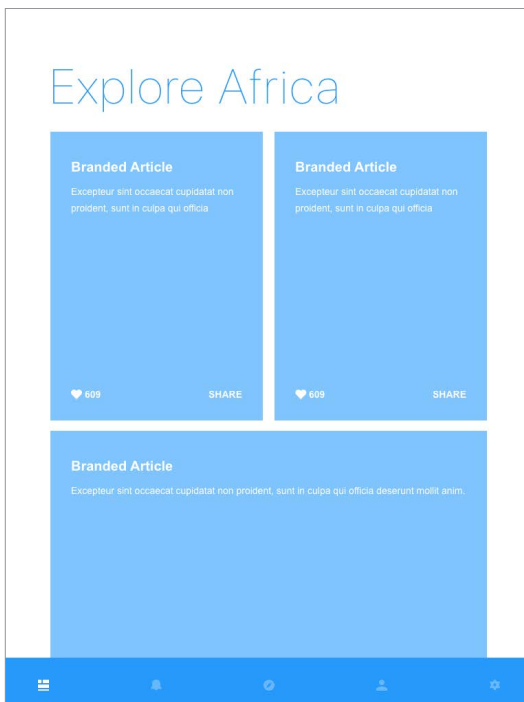
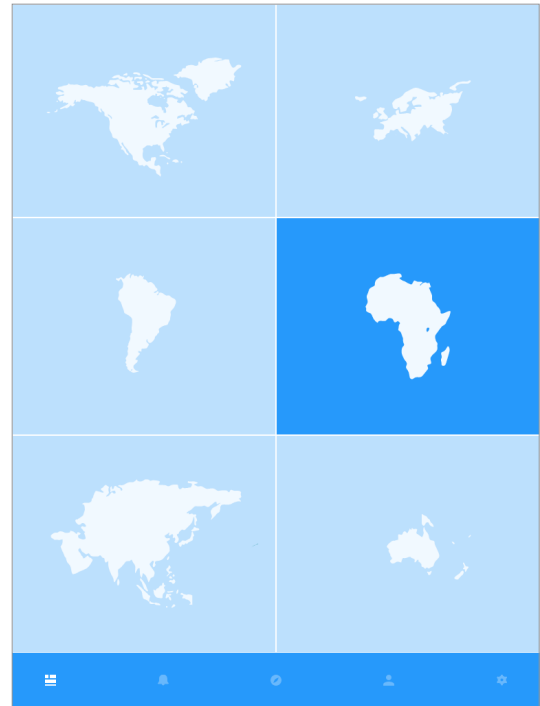
WIREFRAMES

I then created wireframes to communicate the structure of the application. These wireframes served as a visual guide that represents the skeletal framework of the app.



WIREFRAMES

Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose.



AUDIENCE

The primary audience for Voi is people who are interested in travelling. The ideal person is interested in visiting new places and moderately tech savvy. They don't know how to program a website but have a basic understanding of mobile applications. The Editor-at-Large for Conde Nast, Steve King highlighted ten types of travelers in an article where he describes all types of people from the bore who's done practically everything to a truly great eccentric explorer (King 2017). King talks about the thrill-seeker who won't be caught at a tourist attraction to the occasional traveler who is there for a reason, a honeymoon a birthday or some special event. Voi could be utilized by any of these types of travelers. The last type of traveler King describes is the genuinely curious, who has "Eyes, ears, mind all wide open. Rare and precious and beautiful" (King 2017). I couldn't have said it any better myself. Voi is ultimately for the genuinely curious.




USER PERSONAS

In order to provide an accurate representation of my audience I developed three user personas that I leaned on throughout the process of working on this project to remind myself of the wants and needs of the audience.

Adriana

Tourism Board Director

ABOUT

-  Age 43
-  Master's Degree in Hospitality
-  Moderate Tech Proficiency

ABOUT

Originally from Puerto Rico (PR), Adriana now serves as the tourism board director. She is a busy woman who is married with no children. While moderately proficient in tech her main focus is marketing.

INTERESTS

MARKETING



PUBLIC RELATIONS



TRAVEL



DESIGN



YOGA



MOTIVATIONS / GOALS

To showcase Puerto Rico in the best light possible. To encourage travelers to choose the island over others. To plan and strategize the boost and recovery of tourism to the island after major events.

CORE NEEDS

A platform where she can share what makes Puerto Rico special. A platform where she can share branded content and help tell the visual story of PR.

FRUSTRATIONS / PAIN POINTS

Trip advisor, Yelp and other online platforms that highlight tourist traps and portray the US territory in a poor manner.



Justin

Instagram Influencer / Traveler

ABOUT



Age 22



Undergraduate Student



High Tech Proficiency

ABOUT

Originally from Chicago, Justin is an Instagram influencer with a serious case of wanderlust. While in school he uses his pull as an influencer to both earn income and travel the world.

INTERESTS

SOCIAL MEDIA

TRAVEL

PHOTOGRAPHY

DESIGN

SOCIAL MEDIA MARKETING

MOTIVATIONS / GOALS

Looking for the best Instagram photo ops. In search of unique places that are of interest to his audience and that could help gain him new followers. He currently does most of his research through Instagram and is looking for something that can present him with new destination options in a more passive way.

CORE NEEDS

A platform where he can learn about new places in a different way. Looking for a place where he can do visual research as he is not so much interested in history or activities but solid photo ops.

FRUSTRATIONS / PAIN POINTS

All of the noise that comes with traditional travel research. Very distracted by reviews and looking for a more authentic story.



Mia

Graphic Designer

ABOUT



Age 26



Bachelor's Degree in Graphic Design



Expert Tech Proficiency

ABOUT

Originally from New York, Mia works as an independent contractor for a variety of different design and travel agencies. Her work is primarily focused in the travel and hospitality industries.

INTERESTS

DESIGN

PHOTOGRAPHY

TRAVEL

SOCIAL MEDIA

MARKETING

MOTIVATIONS / GOALS

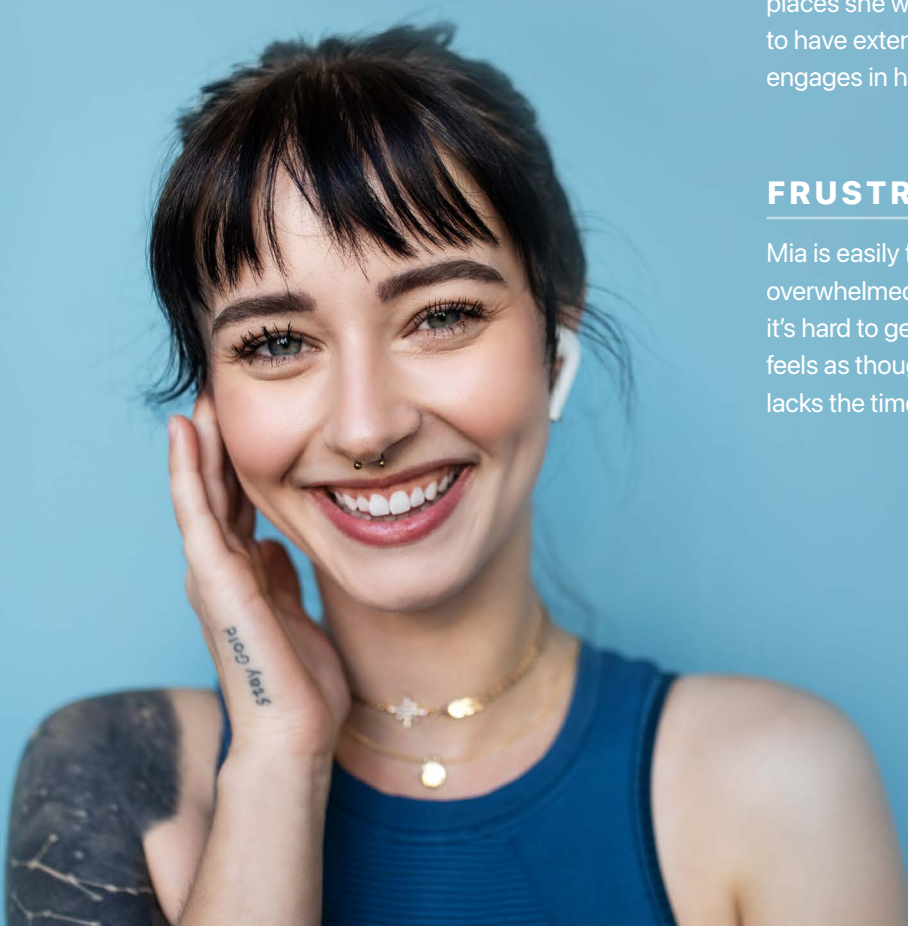
Mia wants to travel to places that are visually inspiring. She looks to travel for inspiration in her work.

CORE NEEDS

Mia longs for a better visual understanding of the places she wants to visit. It is very important to her to have extensive photo galleries to browse as she engages in her own travel research.

FRUSTRATIONS / PAIN POINTS

Mia is easily frustrated by reviews. She is also overwhelmed with digital media marketers and feels it's hard to get an authentic sense of place. She always feels as though she wants to do her own research but lacks the time in her busy schedule.



USER TESTING & FEEDBACK

In its current state, the Voi prototype does not deliver the most desirable self-guided experience. For this reason, I chose to conduct remote moderated testing. One limitation being that the search engine features is not built out and fully functional since this is a prototype. I felt it necessary to explain that to participants in order not to cause confusion. I still had people observe that processes in which search features are involved so they could provide overall feedback.

INVISION SOFTWARE CONSIDERATIONS

In order to successfully test the Voi prototype in InVision there were several factors I needed to take into consideration.

DISABLING COMMENTS

Within the InVision app people are allowed and encouraged to comment directly on the prototype. In order to prevent anyone from thinking that this comment feature is actually part of the app prototype I made sure to disable comments before sharing the testing link.

HOTSPOT HINTING

One feature of InVision is hotspot hinting as you move through a prototype. If a person clicks anywhere on a screen that is not interactive the hotspot hinting feature will automatically highlight the areas that are interactive, thus telling the user where to click. This is great for getting feedback from the team but has the potential to actually skew usability testing by actually telling the user what to do. In order to allow the prototyping app features from skewing the user experience I made sure to disable hotspot hinting.

DISABLING INSPECT LINK

The inspect link allows users to access all screens in a prototype. While this could be useful for finding a particular screen, the goal is for the user to actually move through

the prototype as if it were a live app. I made sure to disable the inspect link as to not allow users to skip ahead or just scroll through screens when searching for something to complete a particular task.

By disabling comments, removing hotspot hints and disabling the inspect link I was able to get more accurate feedback as if test participants were moving through a real time app as opposed to a prototype.

REMOTE USABILITY TESTING

I conducted remote usability tests with six participants using Google meets and recording their screens while I asked them to complete a series of tasks and observed. I read the tasks one at a time out loud and gave the test participant as much time as needed to complete the given task. I provided no instruction if they got stuck or were unsure about how to complete a certain task. I would reread the task if a participant asked and just move on to the next task if they were completely stuck.

I observed each of the participants completing the following tasks and then asked a few follow up questions.

TASK 1:

Click to bypass the Splash Screen – this will animate in a fully built app. You are at the Create an Account Page. Assume you have already created an account – continue to the main Login screen.

TASK 2:

Assume you have entered your details – continue to your personalized home screen. Open and close the main menu.

TASK 3:

Navigate to the Lagos, Portugal screen. Add Lagos to Your Saved Places.

TASK 4:

Browse through the Lagos, Portugal photo gallery.

TASK 5:

Find the area of the app where you expect to define your travel preferences.

TASK 6:

Navigate to the area of the app where you can add places you've already visited.

NOTE: A search will be created in a fully built app. This is just a prototype so you will not actually be able to search. Click through the search bar to observe this process. Please provide feedback on the process. Do you find it intuitive?

TASK 7:

Navigate to the area of the app where you can access the list of places you've already visited.

TASK 8:

Find the Traveler Type Screen. Choose Solo & Romantic as your traveler type preferences.

TASK 9:

Find the Vacation Type Screen.

TASK 10:

Navigate to the screen where you will define your overall interests. Choose Art and then Architecture.

TASK 11:

After you have chosen Architecture – you will be presented with a modal. Please engage in this app activity.

TASK 12:

After completing the activity – find the settings page.

FOLLOW UP QUESTIONS:

What are your overall impressions of the Voi app prototype?

Is the design consistent?

Does the navigation make sense to you?

Does anything confuse you?

Any additional thoughts / comments / concerns?

OVERALL TAKEAWAYS FROM USER TESTING

The user testing sessions were crucial to the improvement of the Voi app. Almost all of the test participants were confused as the hamburger menu turned into a back button. One participant pointed out that she found it would be intuitive to swipe left to go back and found no need for an actual back button. This was an oversight in the design process as the app menu should always be visible for an optimal experience.

Other participants pointed out some confusion around the design of specific icons. While I was trying to be creative with the home button by using a grid like structure, user testing made it clear that this was slightly confusing. It led me to go back to the tried-and-true house icon.

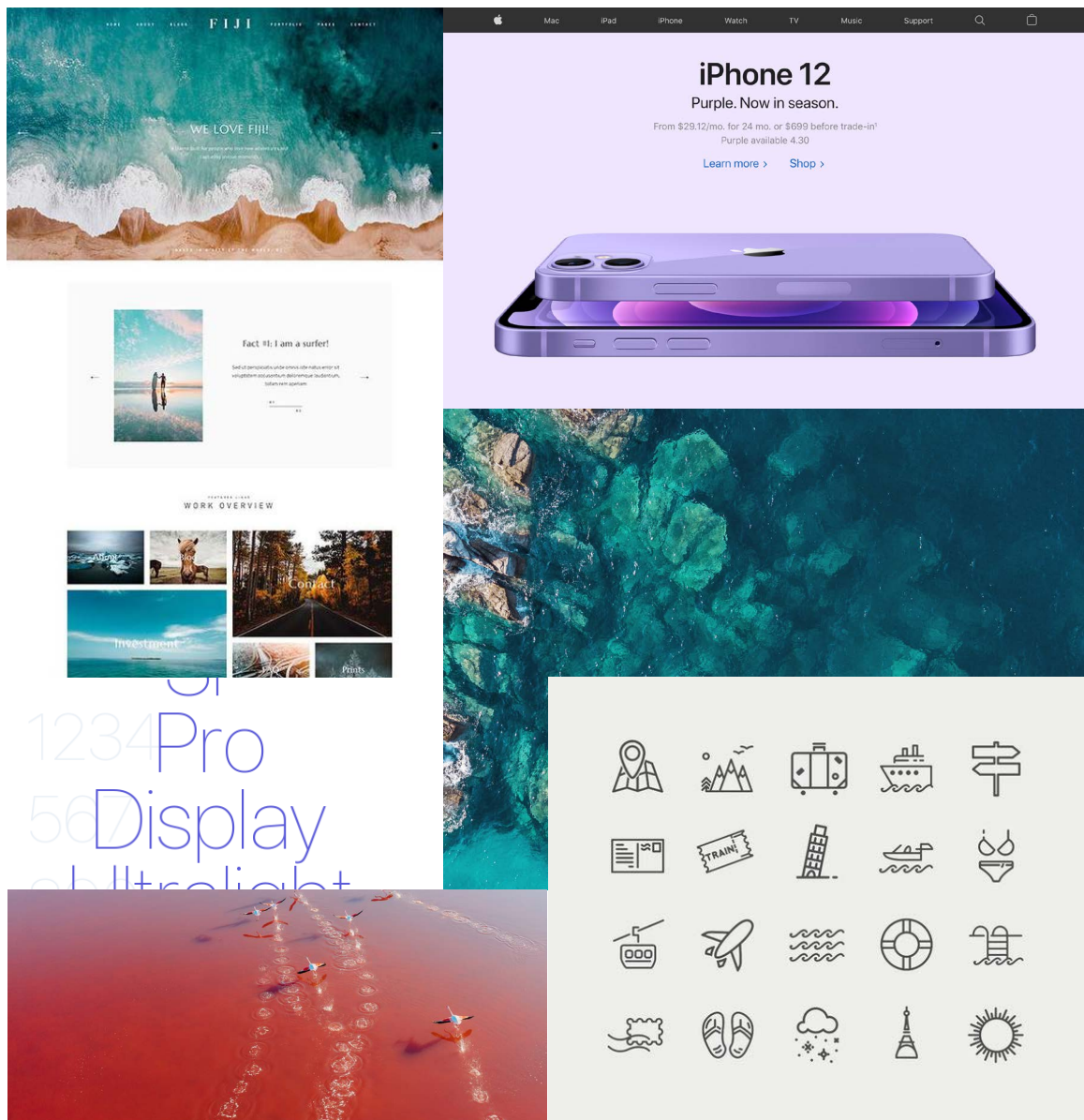
I also received very positive feedback on the interactive activity section. Users made comments on how they loved looking at the imagery and found it very easy to engage in swiping through photos. One participant mentioned that she found the activity very fun with minimal effort and thanked me for not making her think too hard.

DESIGN & DELIVERABLES



MOOD BOARD

I created a mood board to further develop the look and feel of the app. I wanted the app to have a big focus on photography. I found drone photography particularly appealing for background images throughout the app. I wanted to find a typeface that was simple and thin that would not distract from the photography. I also found outlined icons would be a good fit for my designs as they are clean and streamlined.



LOGO STUDIES

I went through many different typography options. I also explored what the name looked like spelled as VOI or VOY. I ultimately decided on the VOI spelling for several reasons. While I did like VOY in Spanish translates to “I go” I didn’t want this to be confused as a native Spanish app. I also found the look and feel of a logo with no descenders very appealing to the eye.



LOGO STUDIES

I experimented with including different iconography in the logo. I tried several variations with the map pin and also a sunset. I felt as though this iconography was a bit expected and felt it was not necessary to include in the final logo. A simple word mark worked perfectly for Voi.



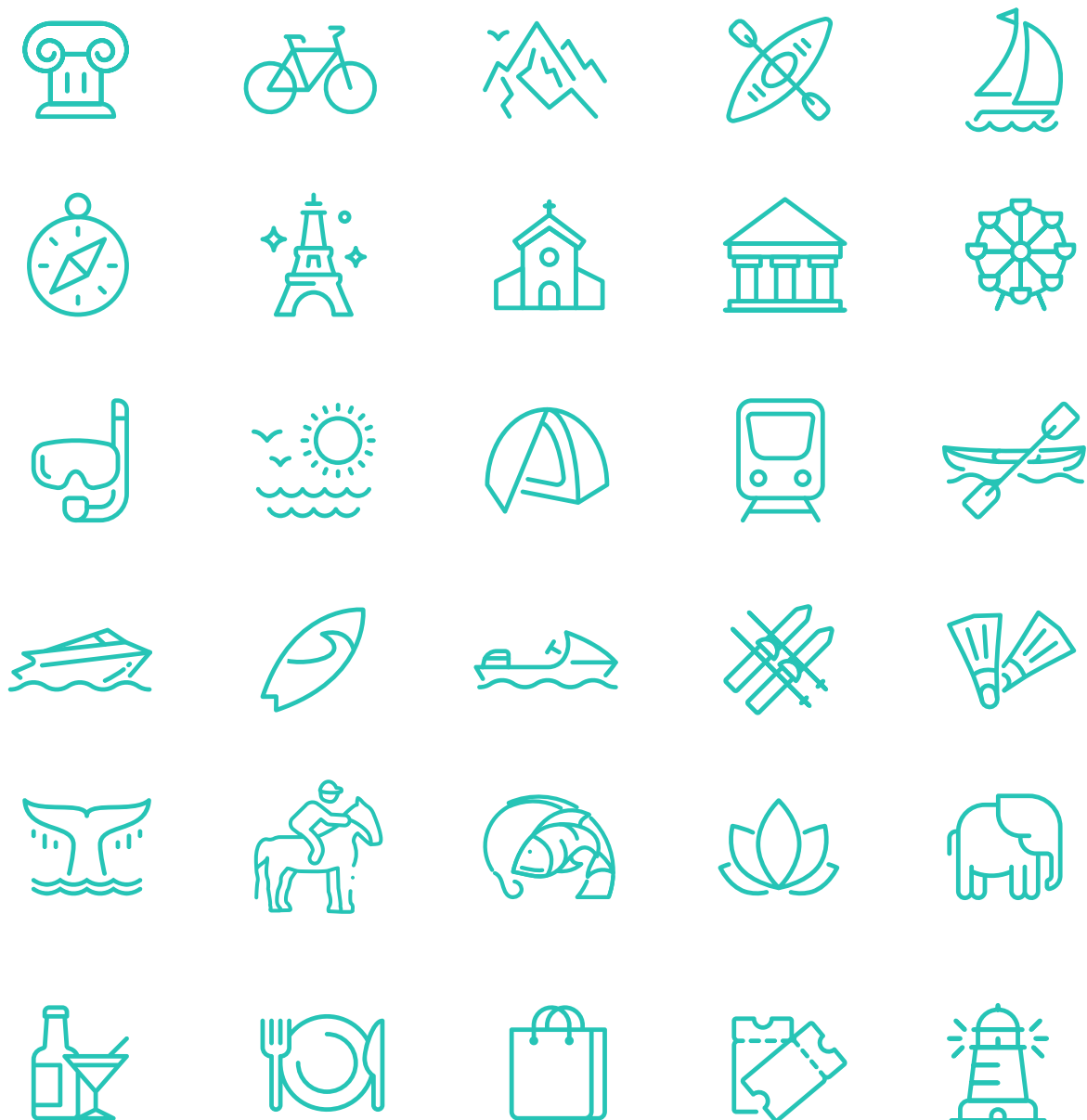
FINAL LOGO DESIGN

The final logo design uses Lust Script, an Adobe typekit font. As I shopped this around for feedback I was hearing people say things like it feels sophisticated or luxurious which is what I wanted for the brand. The swooshes in the serifs of the font also can be compared to waves which feels very appropriate for a destination recommendation app.

voi

ICON LIBRARY

I developed a simple, clean lined icon library. These icons would be used for the Interests section of the app. They will provide a visual break for the user as the interests list is quite long so these icons serve as a nice way to break up the list.



EXPANSION & DISTRIBUTION



EXPANSION & DISTRIBUTION

The first step in expanding the Voi app would be to create both mobile phone and desktop variations. The app is currently fully prototyped for a tablet device. In order for it to be successful it will need to also be prototyped in a mobile phone format as well as a desktop format. Creating these prototypes will not only insure the app will be able to reach a wider audience but it will make it more attractive to potential investors.

Once the app is fully prototyped I would then begin by submitting it to different pitch competitions in order to raise funding for the prototype to be programmed by developers. One of the main competitions I am interested in submitting to is at the South by Southwest conference. There is a technology competition with a social and culture category that I think this app concept could potentially win.

In addition to submitting to pitch competitions I am planning to contact local business incubators. There is a start up program at Towson University called the TU StarTUP that I think could potentially provide development resources to get the app programmed and out into the world.

INITIAL DISTRIBUTION:

For the initial distribution of the app I would start with a beta build and create a "invite only" launch where select Instagram influencers are asked to create an account as well as provide feedback. If they do provide feedback, they can invite 5 friends, who then are also asked to provide feedback. After the beta app is released it can then be improved upon the feedback received which would be followed by a more public launch.

PUBLIC LAUNCH:

The more public launch would be based around a digital marketing campaign that targets travellers through Instagram and Facebook. Potential users would be served a series of video ads to introduce the app.

BUDGET

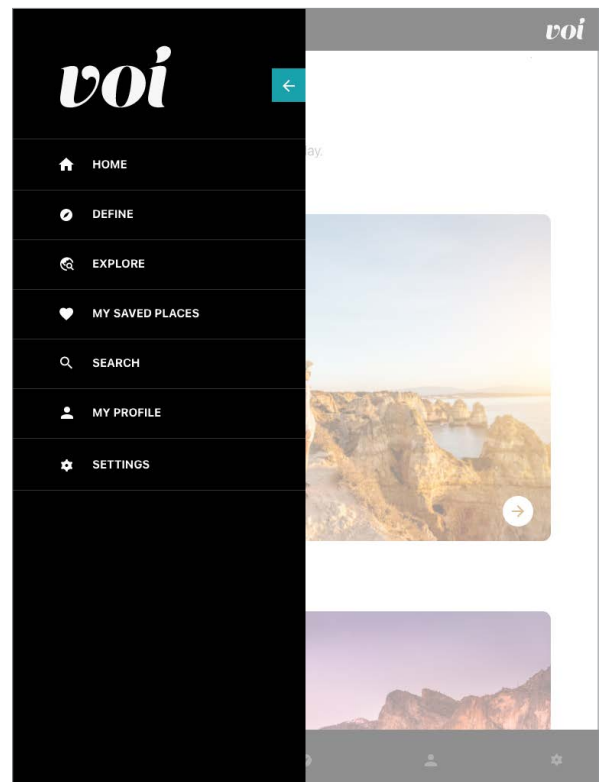
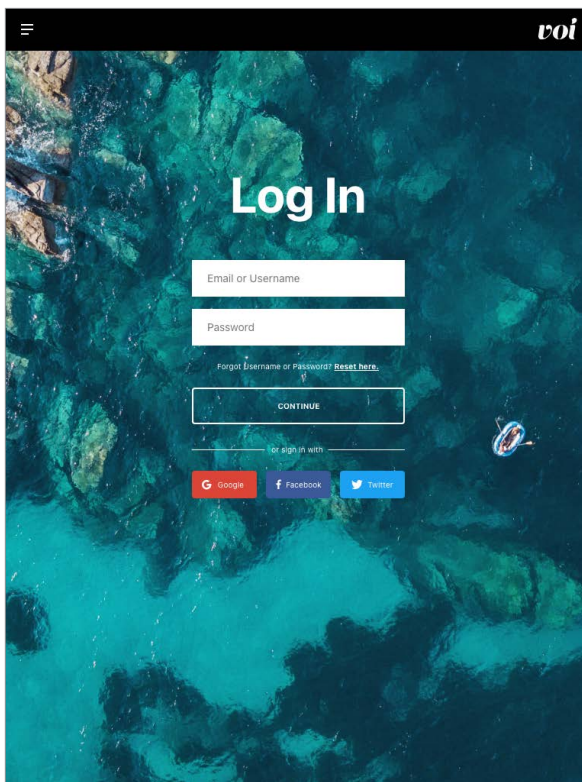
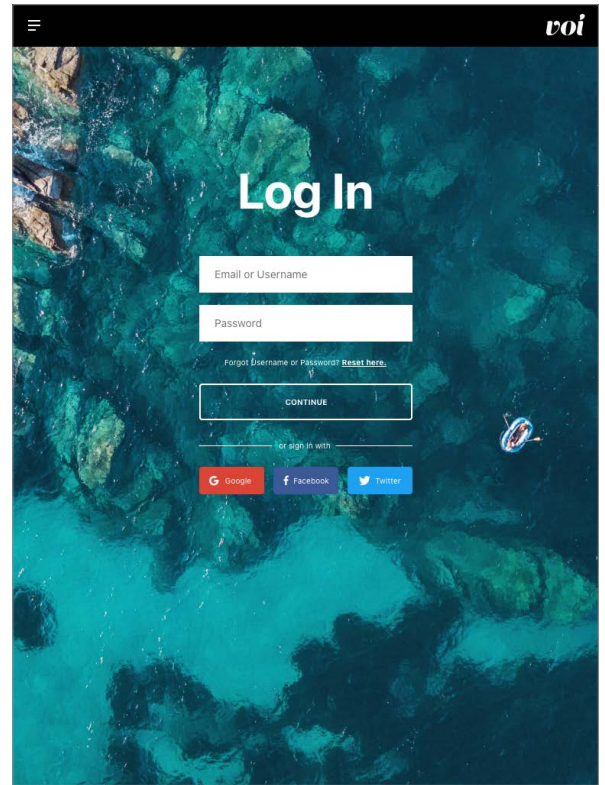
Adobe Creative Cloud Subscription	\$360 yearly
Sketch Software	\$69
Invision Prototyping Software	\$0
Getty Images Subscription	\$249
Google Forms	\$0
Apple iMac	previously owned

Ongoing budget needs for Voi can be met through a paid advertorial model. Voi will look to tourism agencies, hotels and airlines to place paid Google Display ads throughout the app that are relevant to the user. Google display ads are simple enough that they will not distract from the actual content of the app but will be crucial to meet ongoing budget needs.

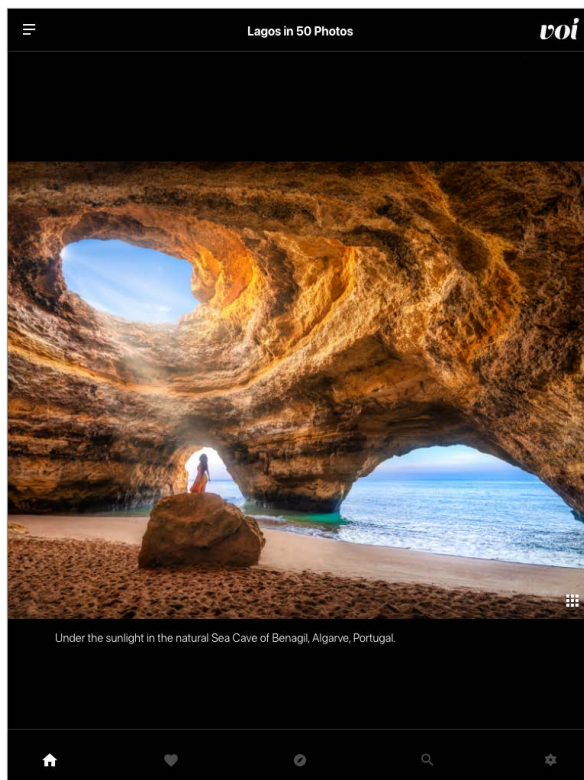
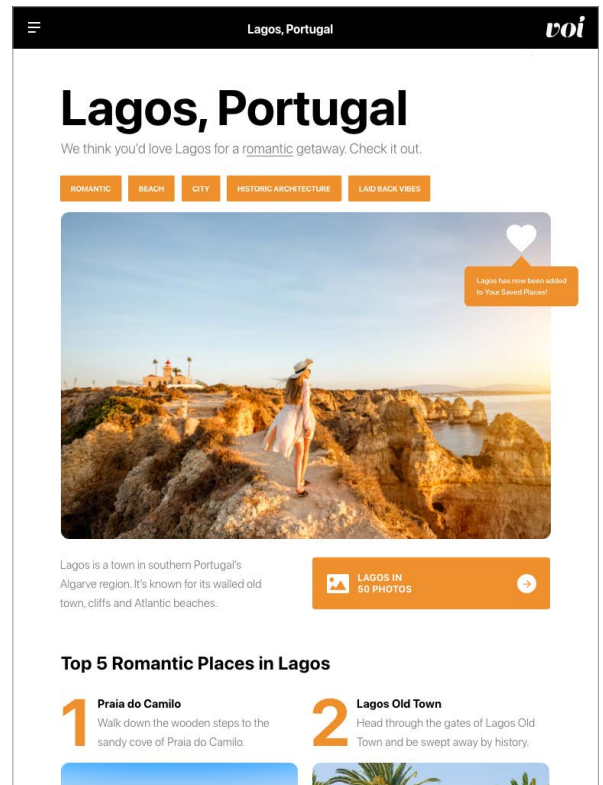
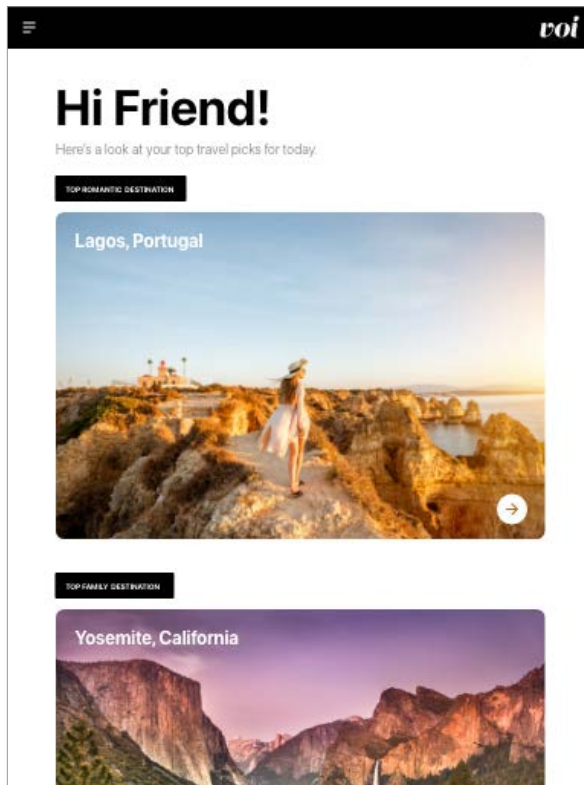
APPENDIX



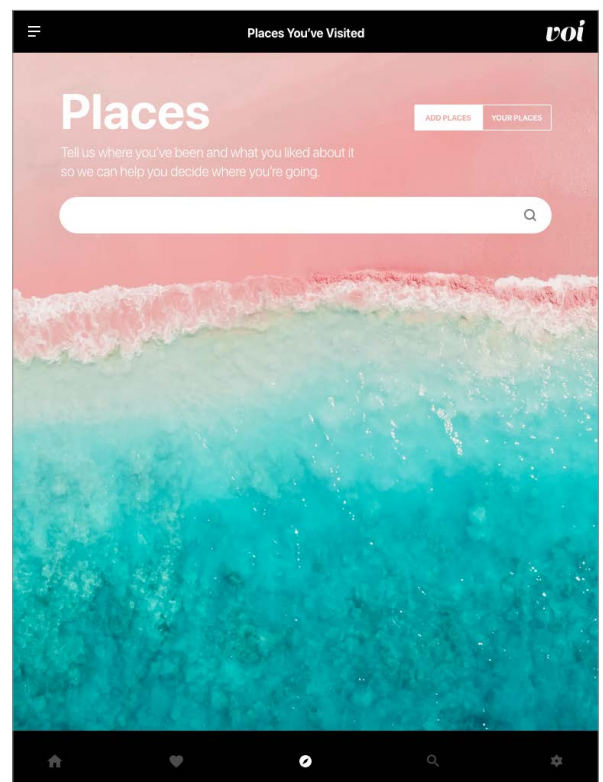
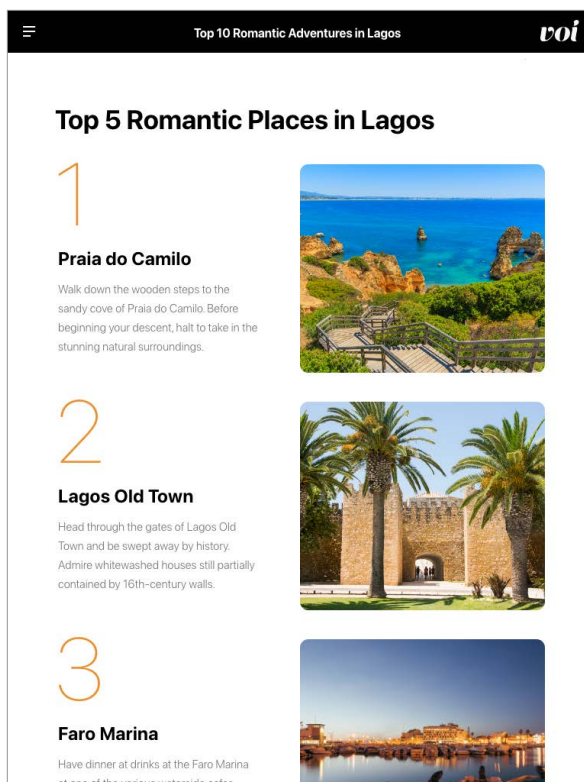
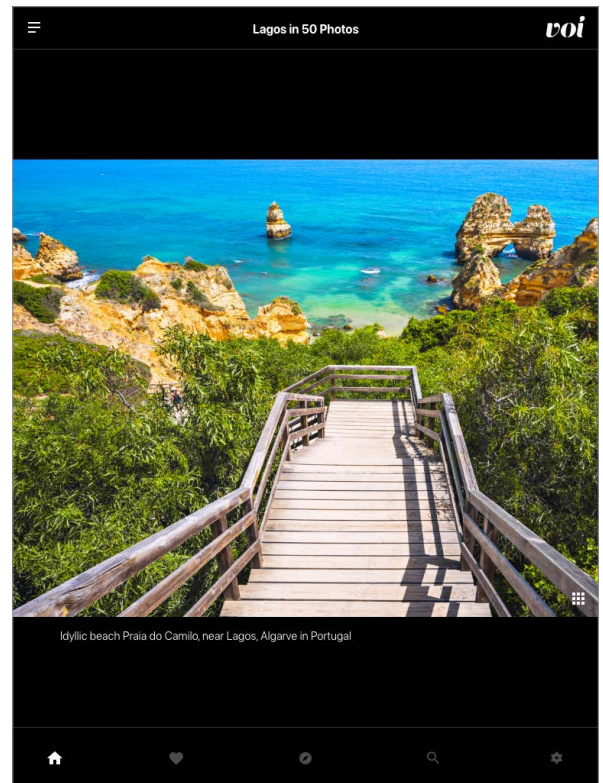
HIGH FIDELITY PROTOTYPE



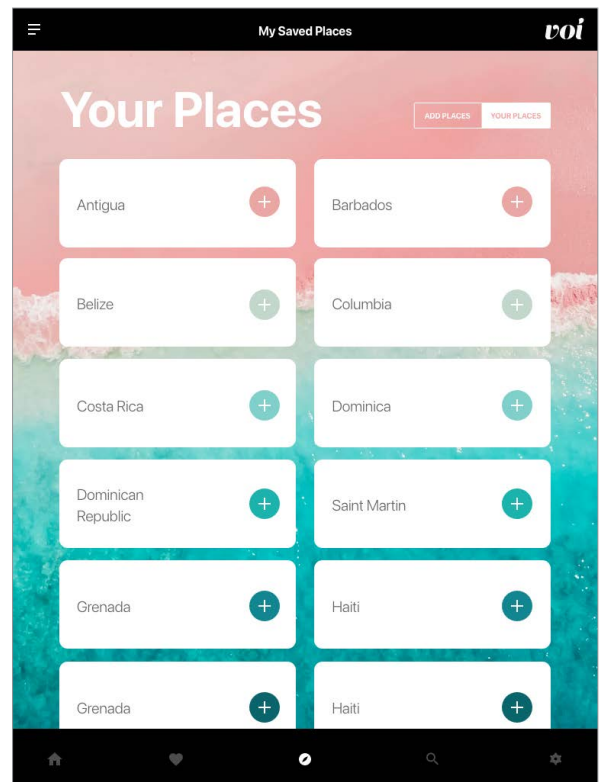
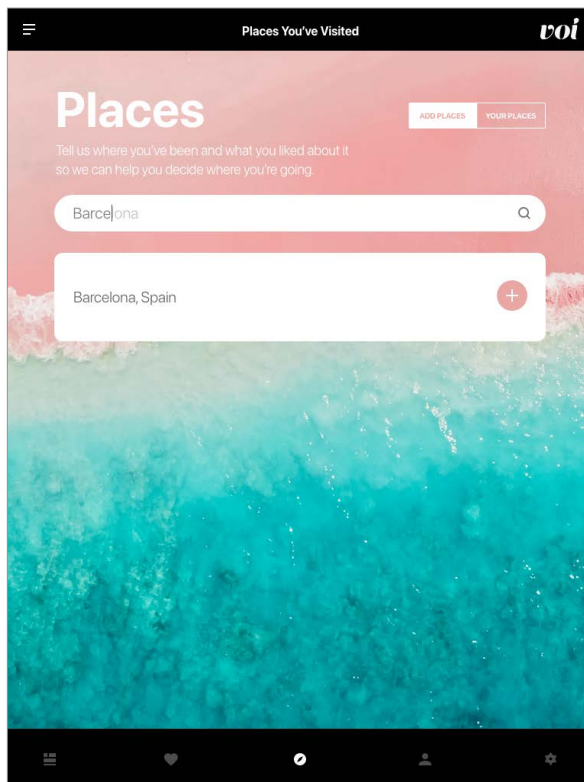
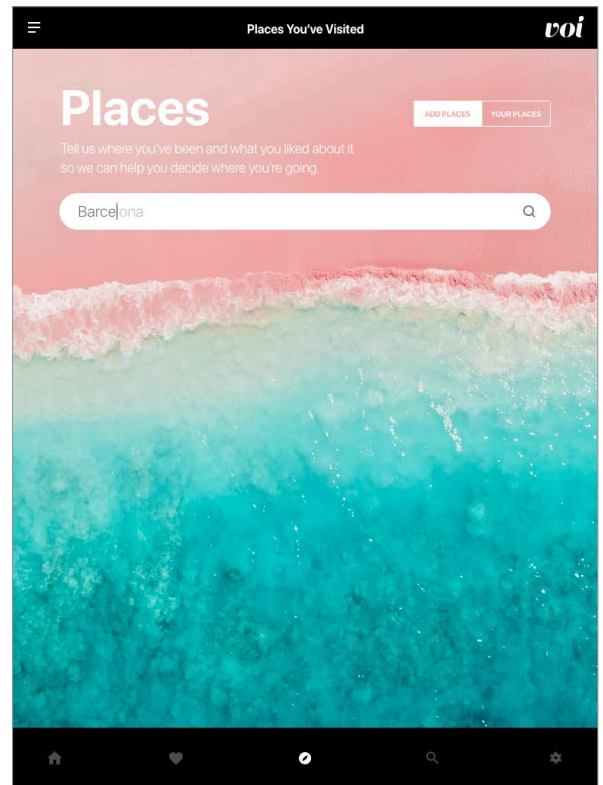
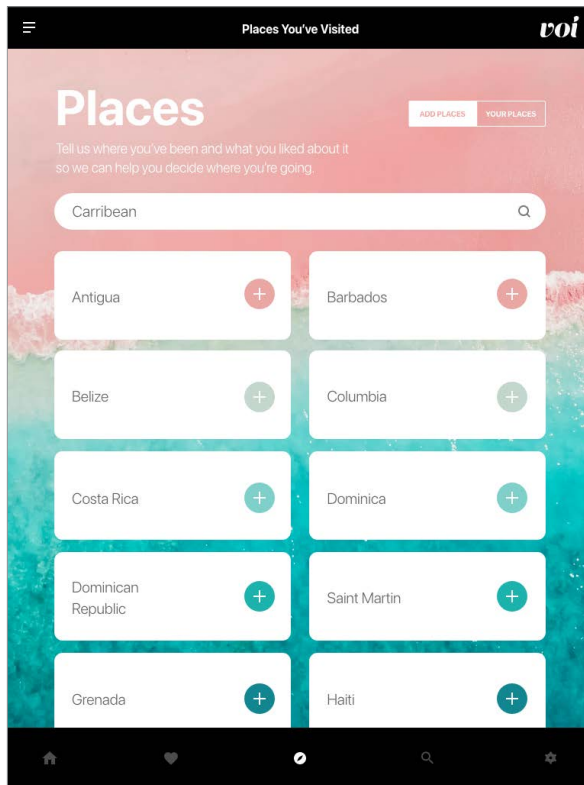
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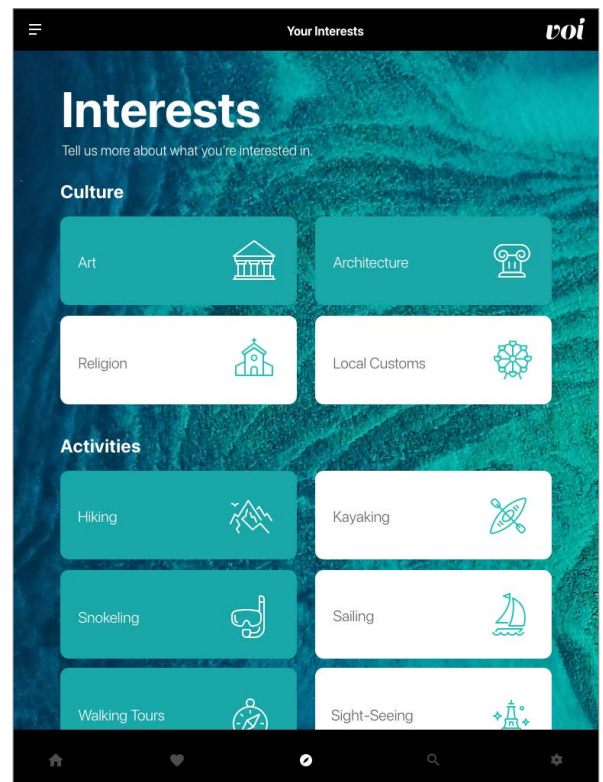
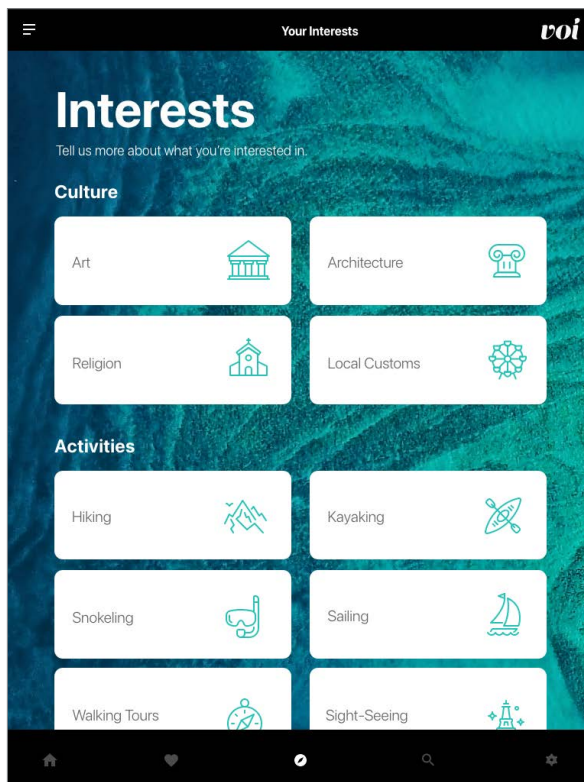
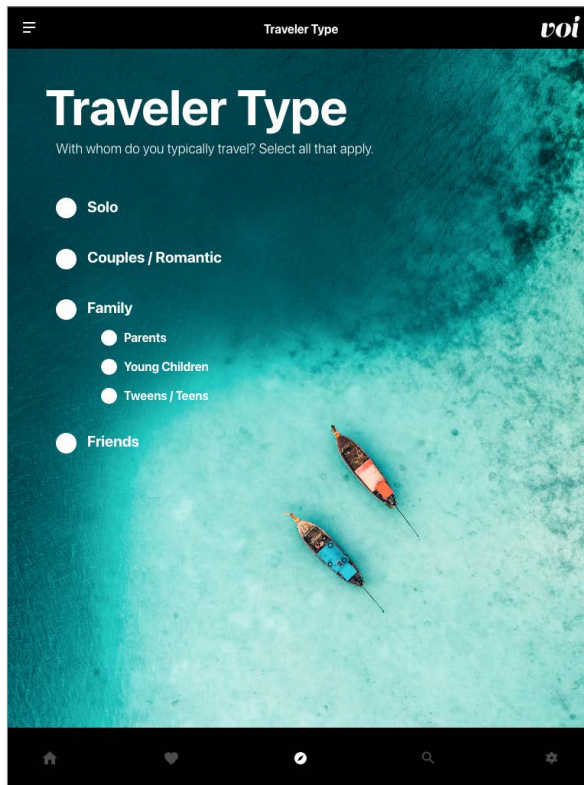
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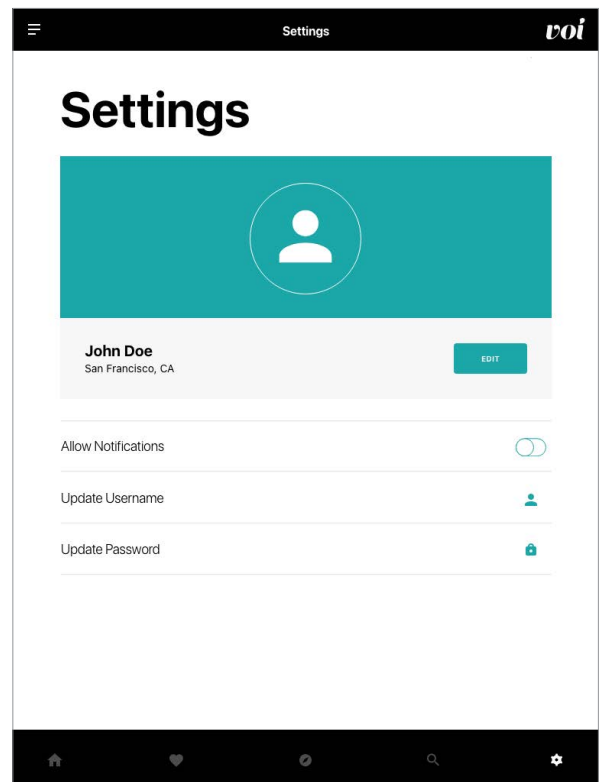
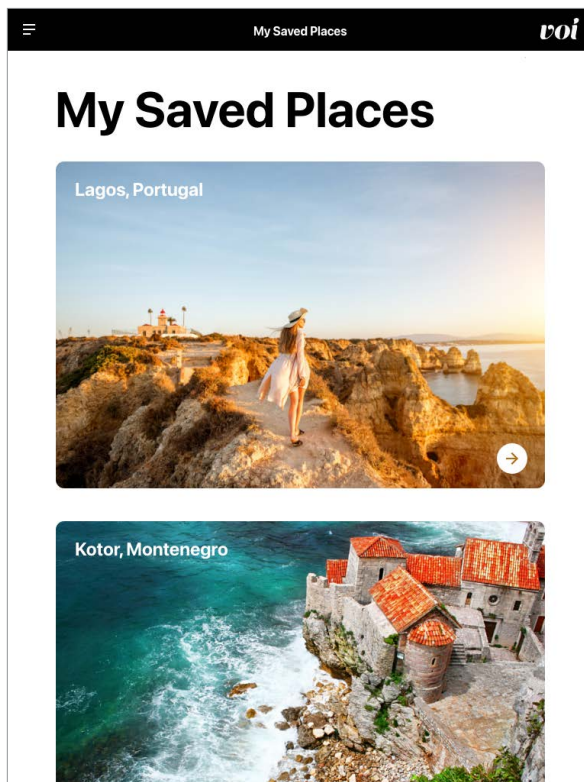
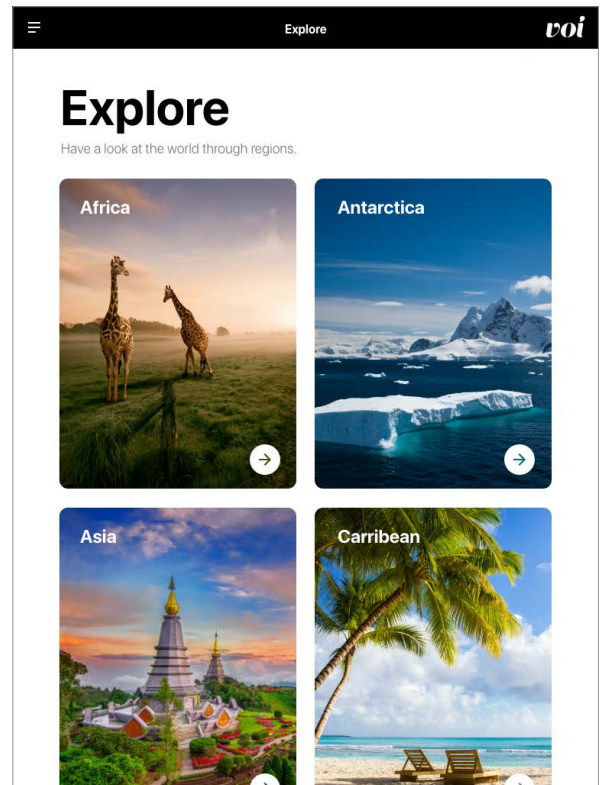
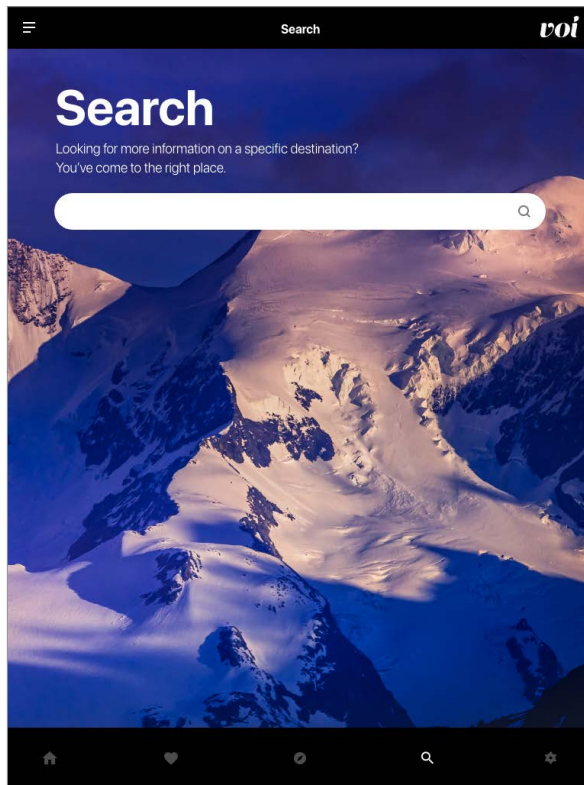
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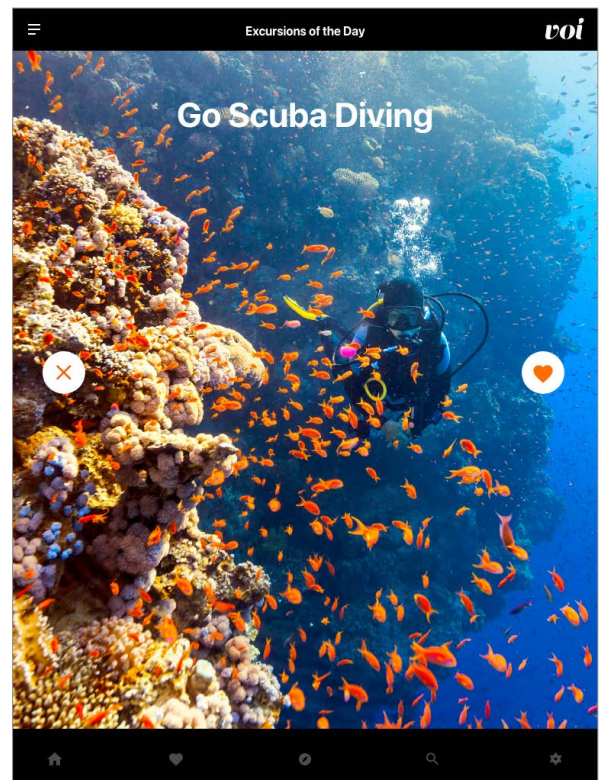
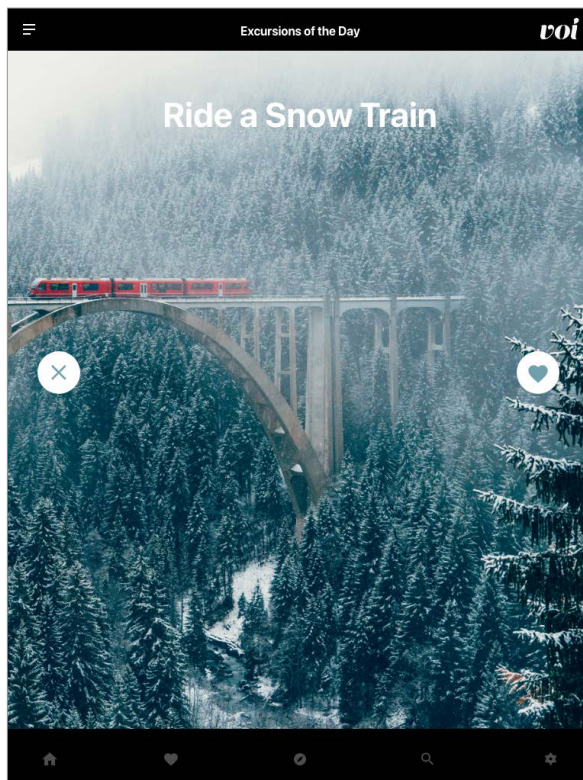
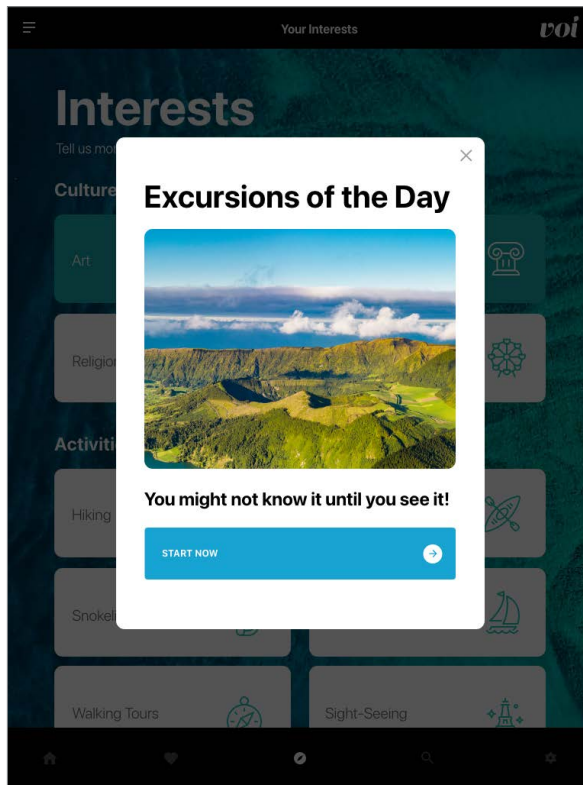
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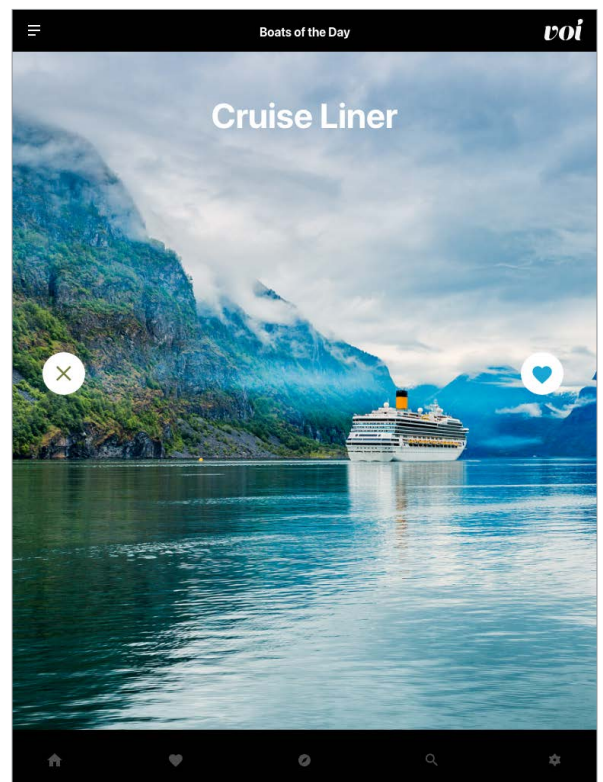
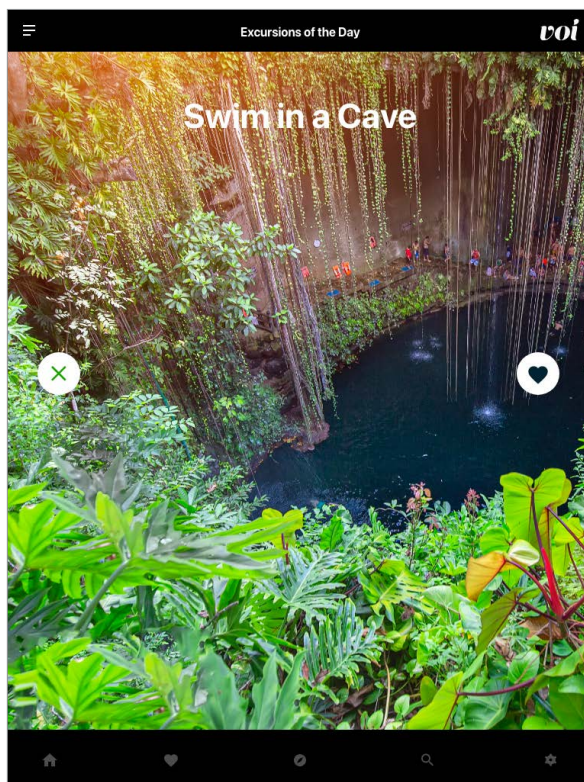
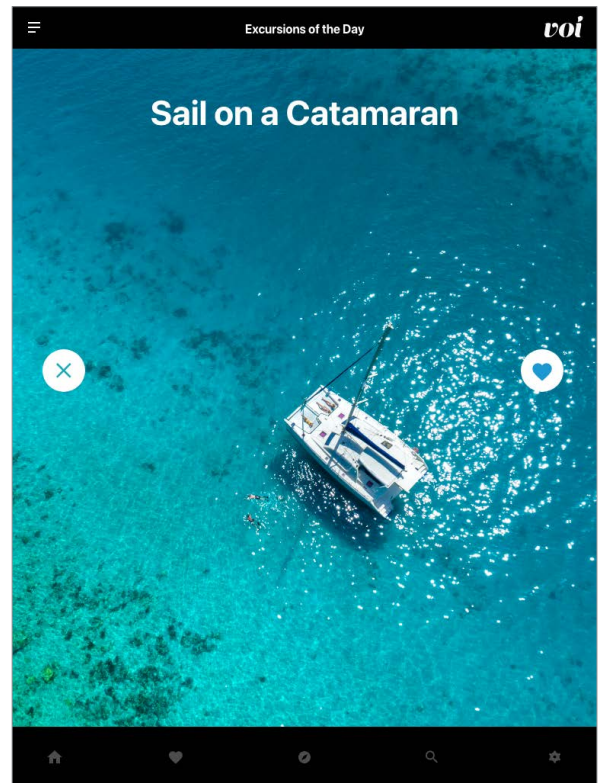
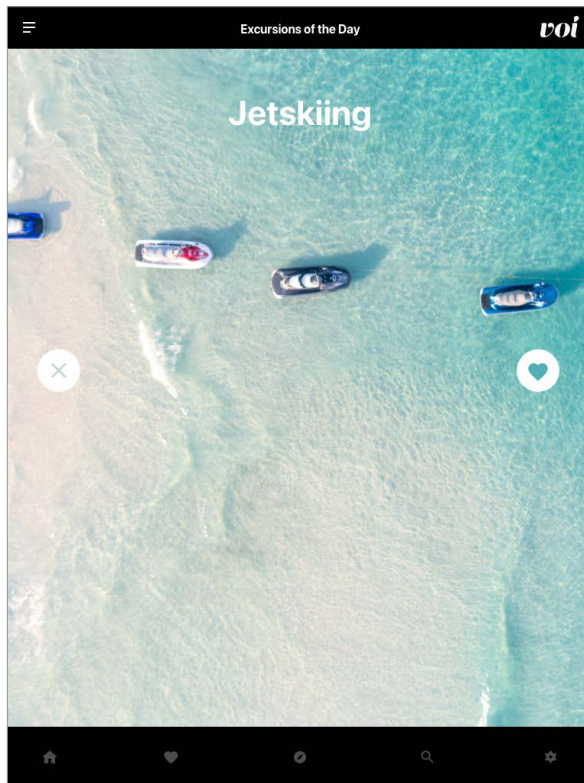
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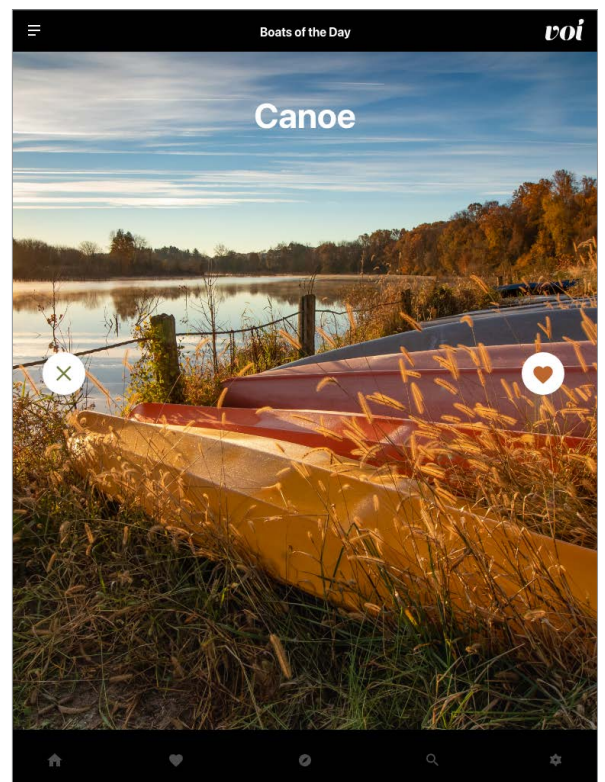
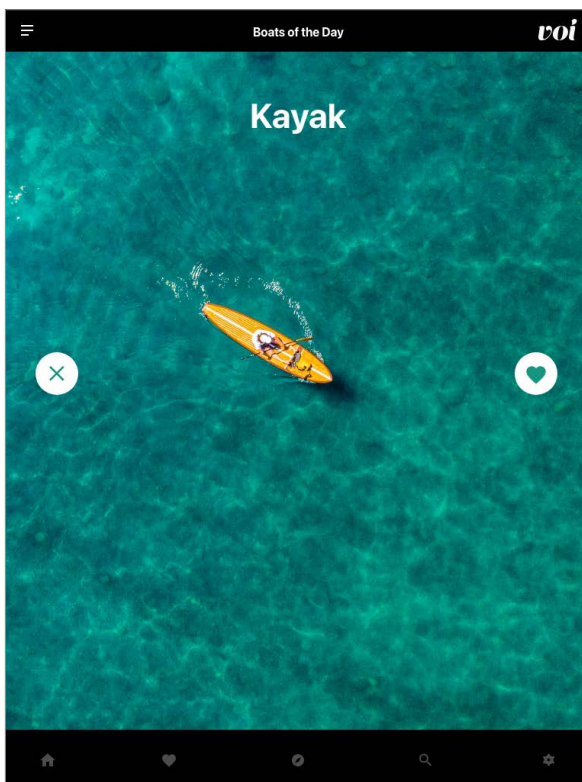
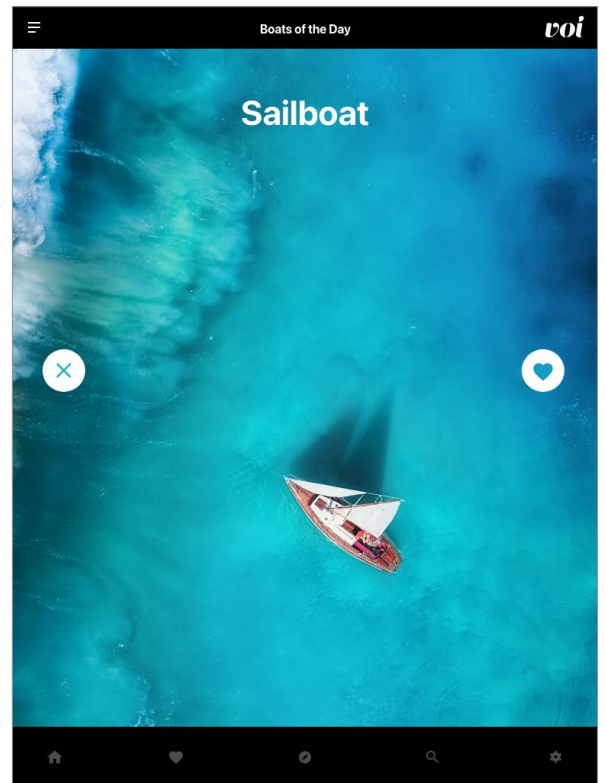
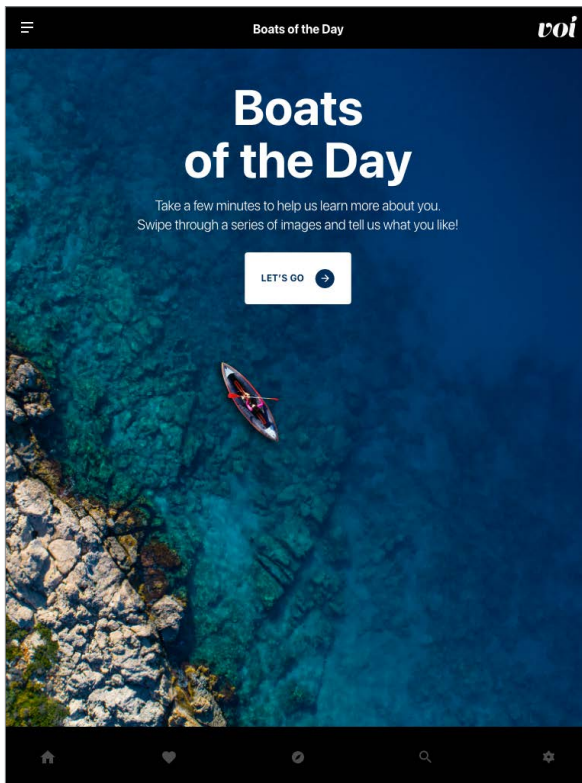
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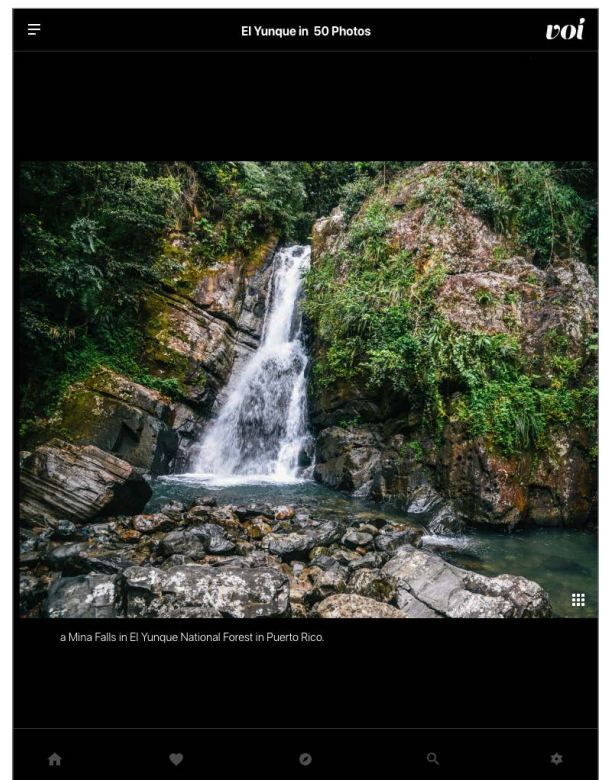
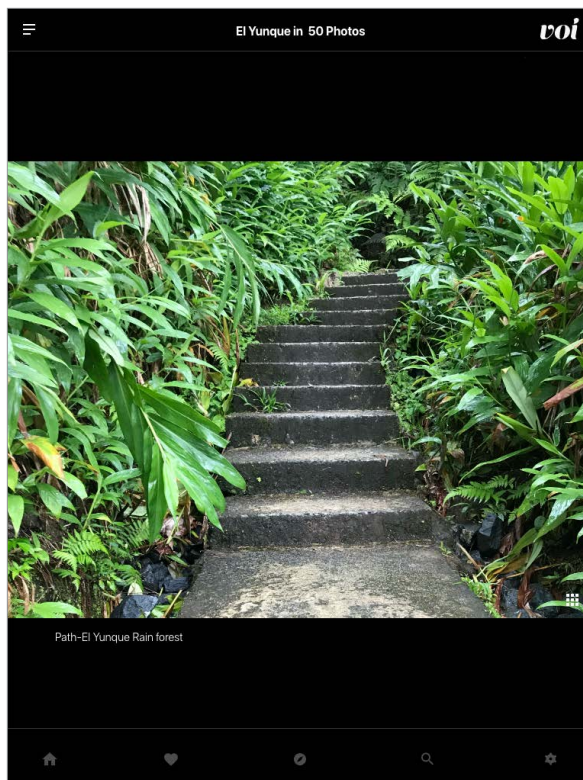
HIGH FIDELITY PROTOTYPE



HIGH FIDELITY PROTOTYPE



HIGH FIDELITY PROTOTYPE



PROMOTIONAL WEBSITE

voi

Voi is the first iPad based application that learns your preferences to help you find your perfect destination.

[LEARN MORE](#)

Hi Friend!
Here's a look at your top travel picks for today.

TOP ROMANTIC DESTINATION

Lagos, Portugal

TOP FAMILY DESTINATION

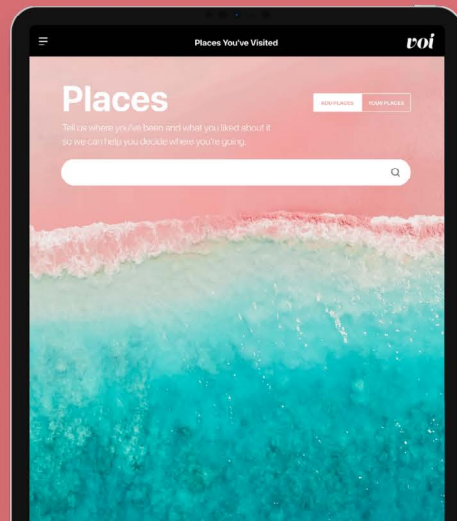
Yosemite, California

Ready to get started?

[Download on the App Store](#)

PROMOTIONAL WEBSITE

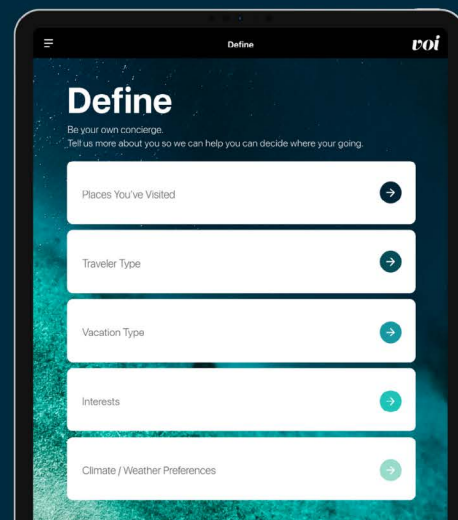
Ready to get started?



Tell us where you've visited so that we can get an idea of what you like and make similar or even opposite recommendations and expand your travel palette.

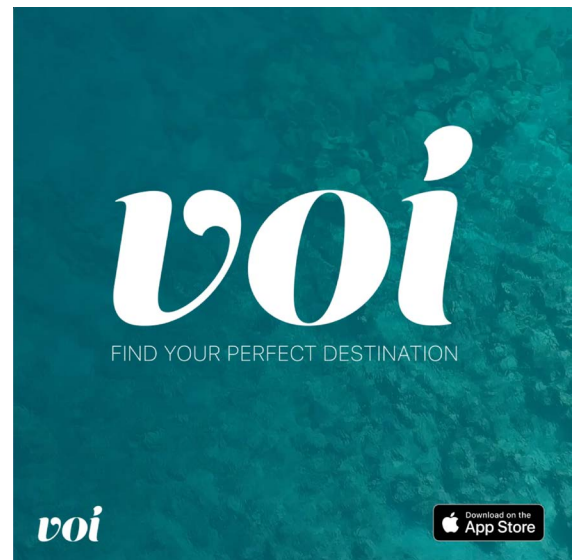
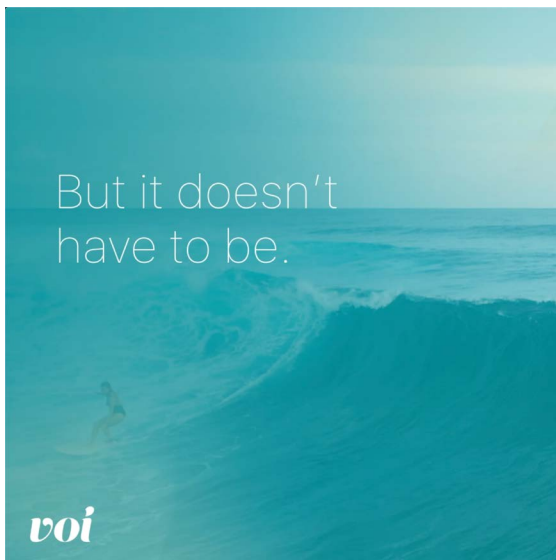
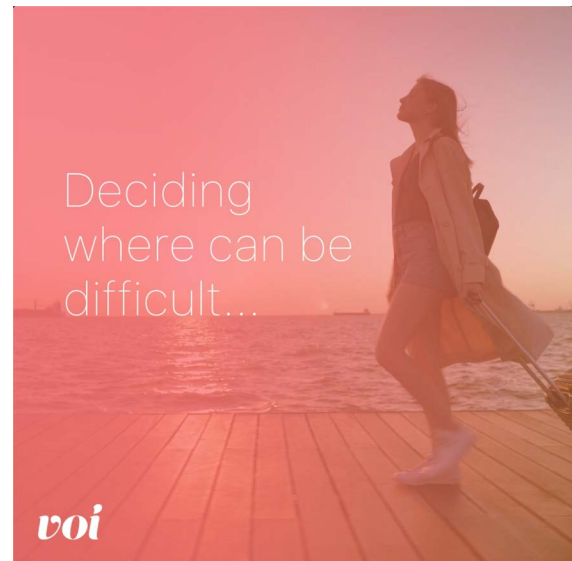
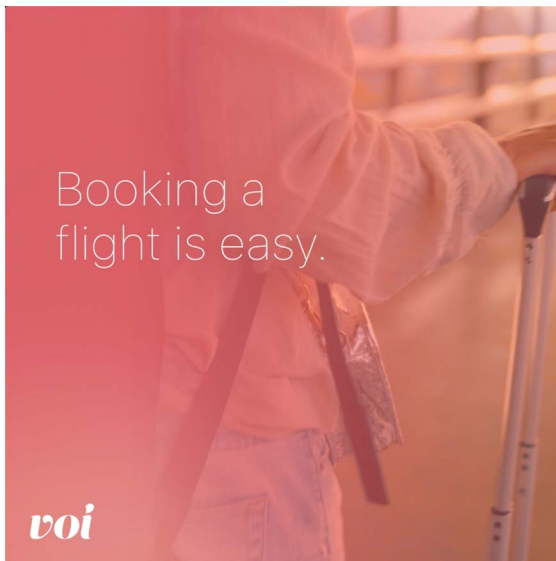
Set your preferences, get daily recommendations.

Where you've been.
What type of traveler you are.
What you're interested in.

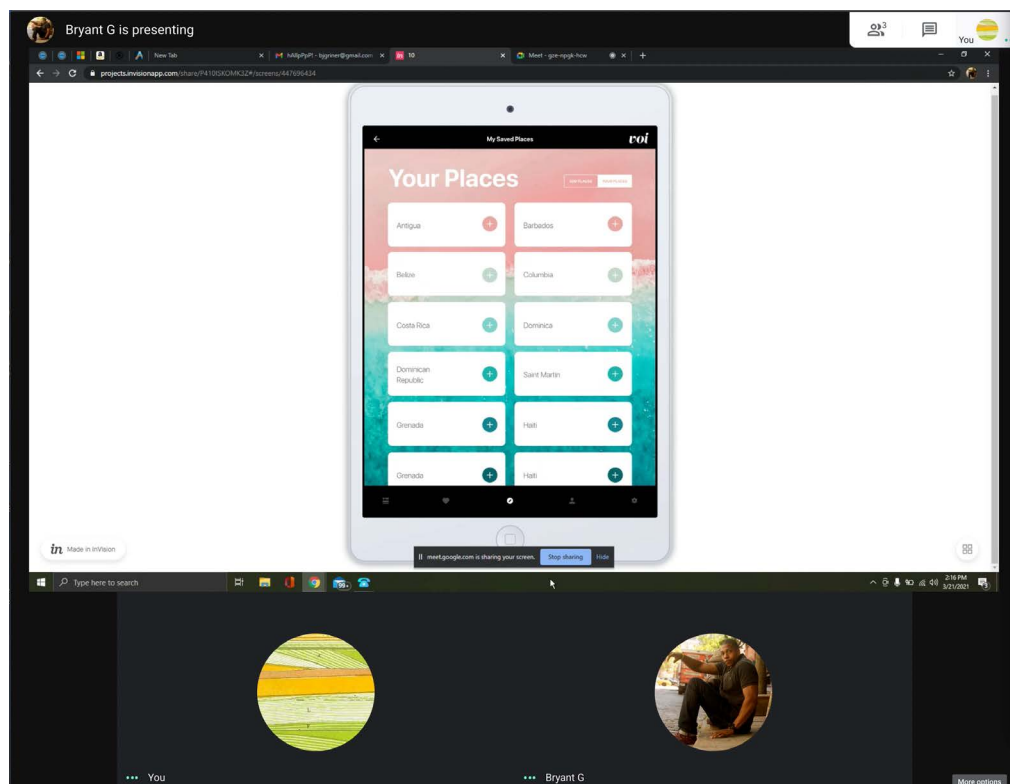
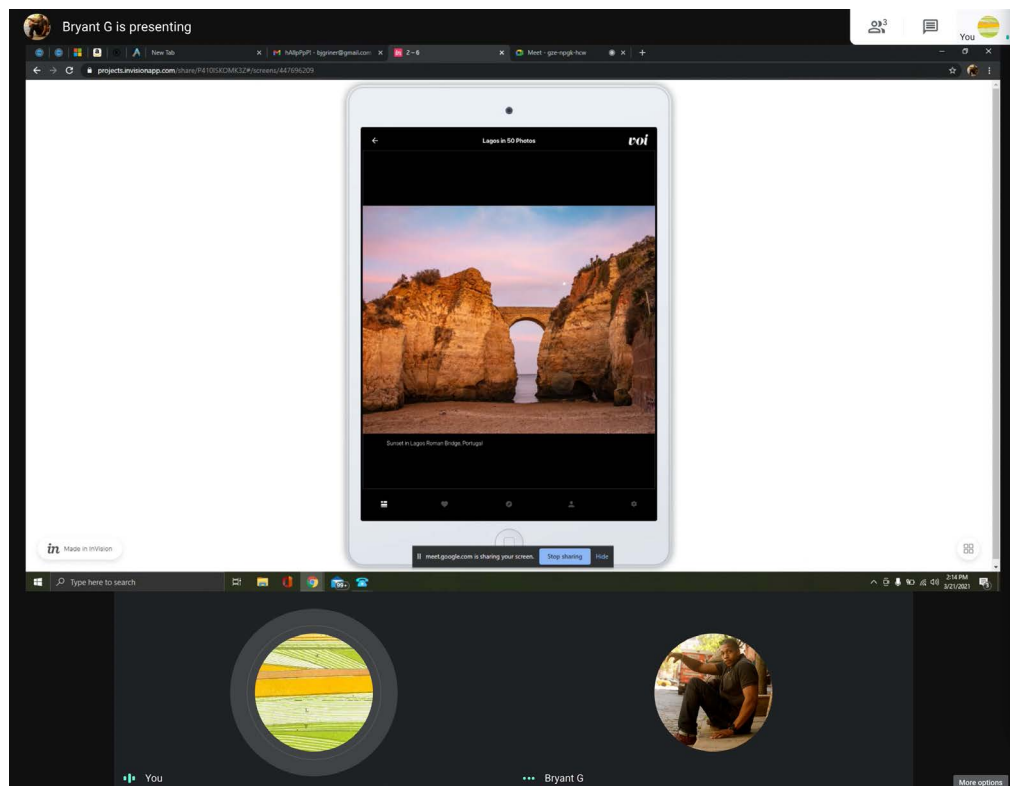


Engaging daily activities help build your user profile

INSTAGRAM PROMOTIONAL VIDEO



SCREEN SHOTS FROM USER TESTING



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