

TOURIO

DO WHAT THE LOCALS DO
tourio.info

PROBLEM

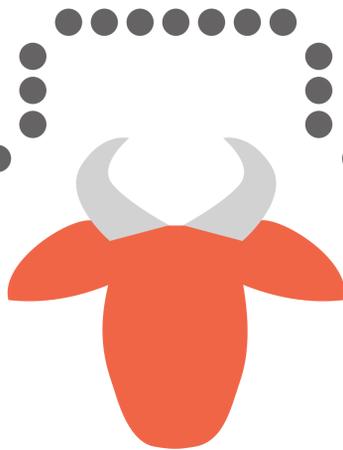
- 1) Users exploring a city may be very active, and carrying around a smartphone isn't convenient.
- 2) Safety is the number one priority of a tourist, and smartphones may attract thieves.
- 3) Many tour advisor apps out there focus on bringing tourists to the more touristy spots of a city, and do not allow the user to experience the true vibes of the city.

TARGET USER

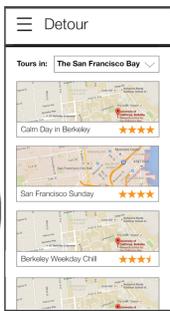
We are made especially for travelers who have a smartwatch and want to go hands-free while they experience the local culture of a city. Specifically, we are looking for people by themselves or in small groups, who are not interested in visiting touristy locations and don't have friends in the place they are traveling to. We generally target people in their early twenties.

SOLUTION

Tourio doesn't require you to carry your phone in your hands while you explore, and this is safer and more convenient. You will be led on curated tours created by locals who know the area well, and want to show off their cities. Because we screen through a reviews system, you can be sure that the tour you take will be awesome.



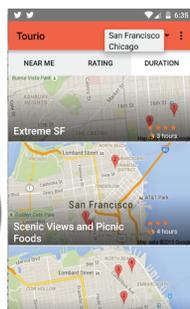
LOW-FI



We wanted to make our interface informative, so we used maps for all tours to give users as much info on the browsing page as possible.

The wear app mostly relied on notifications, with rating and tipping in the app.

HIGH-FI

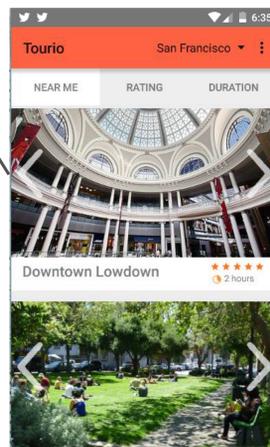


We implemented a gradient over the map so our main browsing page had less unused space. We also prioritized comment reading, so we reduced the interactive map size.

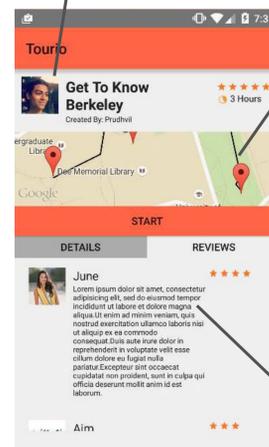
We brought all of the wear app interactions into the app, only using notifications for GPS.

FINAL PROTOTYPE

You can scroll through the images of each tour to get more information. User testing found that images were more aesthetically pleasing.



Each tour shows you who created it to encourage a community feeling



We've added animations throughout the app to delight the user and make the app feel natural.

You can now click on a comment to expand it, instead of having to open a separate page for it, for a more seamless experience

We lightened our color palette to be more fun, and also changed our font to a more modern Condensed Roboto



Shorter copy = less confusion!

STILL TO DO

We hope to implement Paypal integration and profiles in the future. We are also working on creating a different way to view stops when browsing a specific tour.