



## OVERVIEW

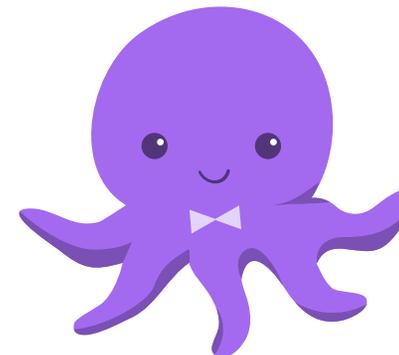
### *Summary*

Oliver is a mobile application that helps people plan activities to do while traveling. People can discover activities in a picture-based Discovery screen, with recommendations that are personally tailored to them based on a learning algorithm.

The application also makes it easy to save favorite activities and create an itinerary. Traveling with others is also made simpler and more enjoyable with collaborative itineraries.

### *Oliver the Octopus*

Oliver, the namesake of the application, is an ever-present octopus who provides advice and recommendations to people as they use the application. His eight tentacles allow him to juggle many tasks and activities at once, easing the planning process for the traveler.



*Oliver: For all of your travel needs!*

## *Main Features*

The main section of Oliver is Discovery, where people can explore activities, one at a time, through a side-scrolling picture-based interface. When someone hides or favorites an item, Oliver learns about their preferences and is able to provide more personalized suggestions.

When activities are favorited, they are saved in a separate favorites list. They can also be added to an itinerary that is organized by date and time of day. This itinerary can be shared with fellow travelers to allow for collaborative adding and commenting.

## *Exploring, Planning, Sharing*

Oliver was the result of a long process of iterative prototyping and user testing. The final solution addresses the three main insights that we found through our spring user research: exploring, planning, and sharing. The different sections of the application help users with barriers in each of these areas and make travel planning more delightful and less stressful.

The following pages will outline the main features of the application and how they address each of our research insights.

## DISCOVERY

### EXPLORING

#### *Problem*

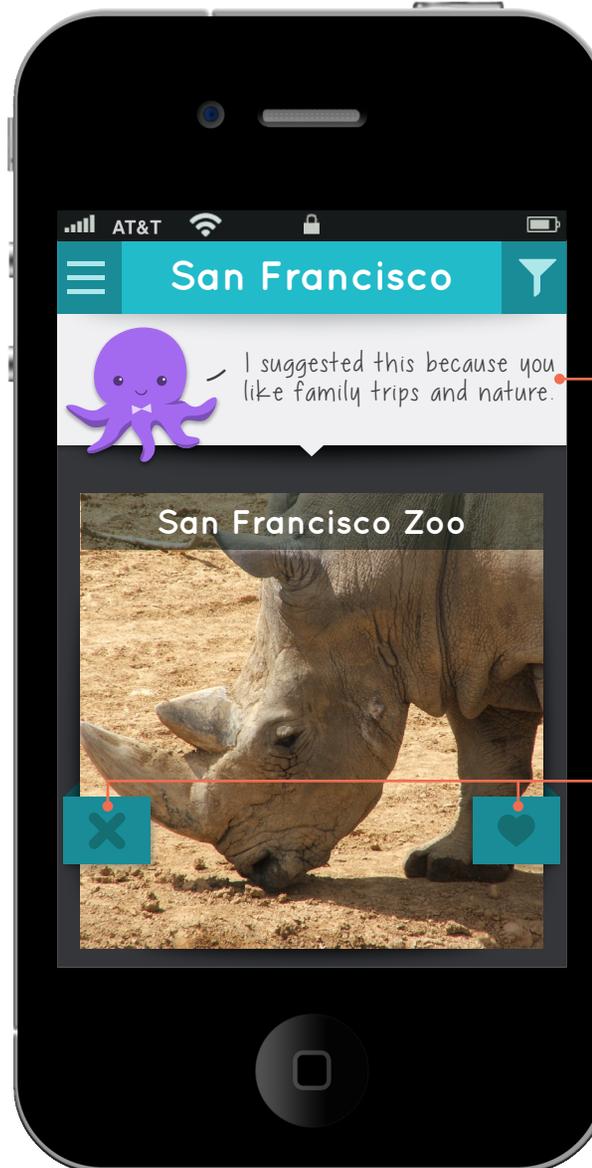
In our research, we saw that people liked to explore new things, but could also easily become overwhelmed by too much information.

#### *Insight*

Exploration is more enjoyable when the content is relevant, but there is still a desire for something novel.

#### *Solution*

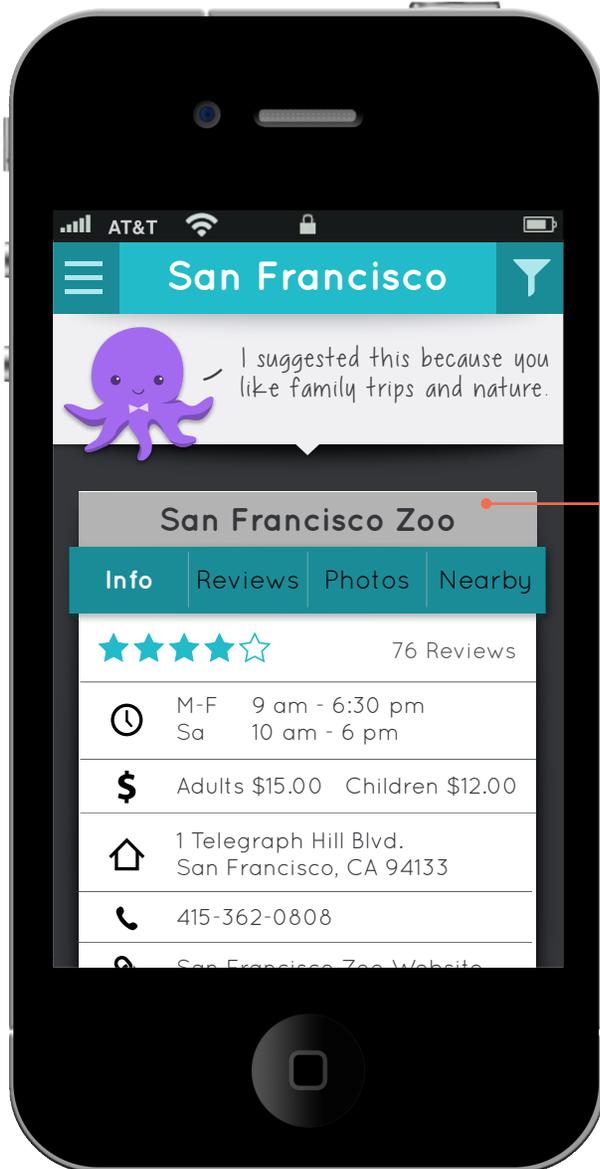
Oliver only presents one activity at a time and learns about people as they favorite and hide items so that suggestions are tailored to the individual's likes and dislikes. People can also filter activities and read more about them.



Oliver suggests activities based on favorited and hidden activities

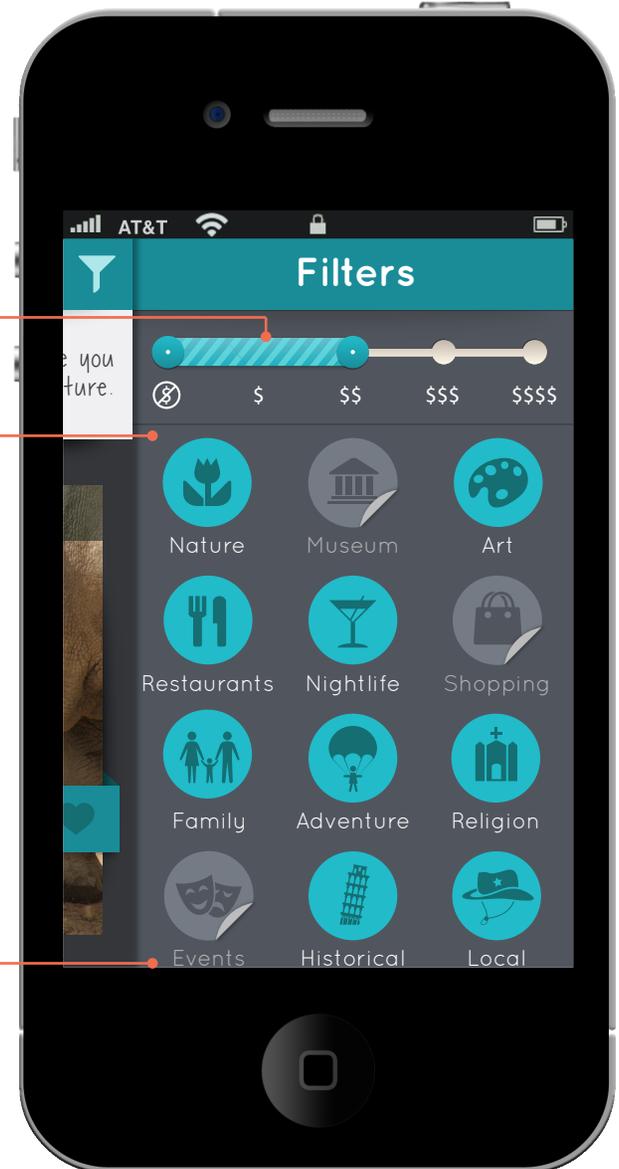
activities can be favorited or hidden

## DISCOVERY - DETAILS



tapping the card reveals activity details on the back

## FILTERS



activities can be filtered based on price

activities can be filtered by category

## ITINERARY

### PLANNING

#### Problem

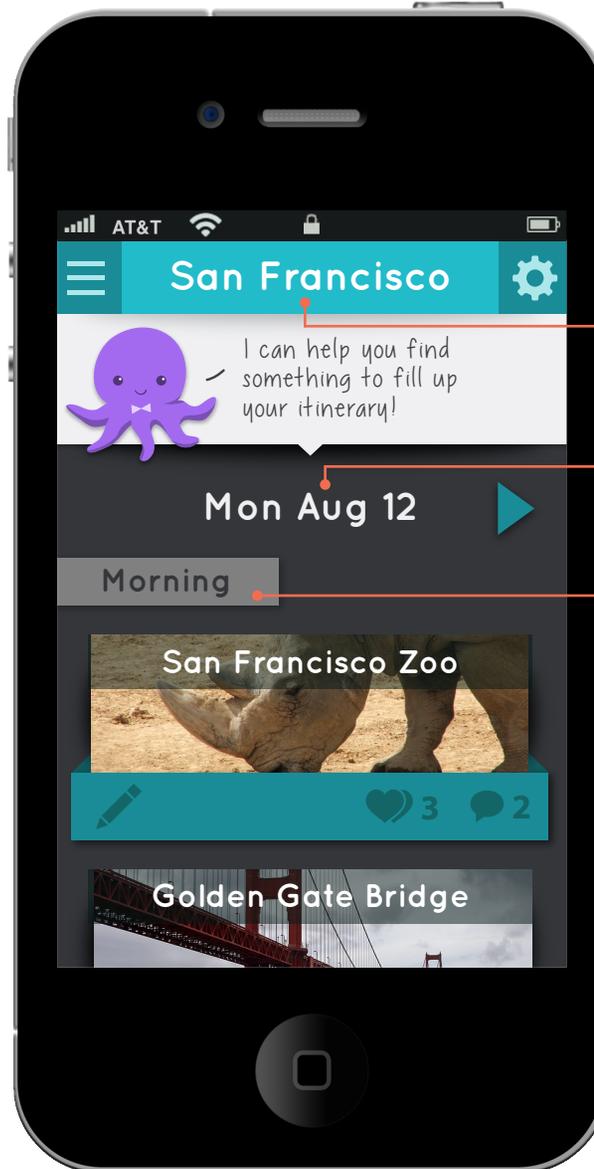
During our user research, we observed that most participants struggled to keep their travel planning organized and would forget what they had seen.

#### Insight

Confident researching and organizing make travel planning more delightful and less stressful.

#### Solution

Oliver collects the traveler's activities in an itinerary, organized by date and time of day. It also encourages early planning by allowing people to save activities in their Favorites before starting an itinerary.



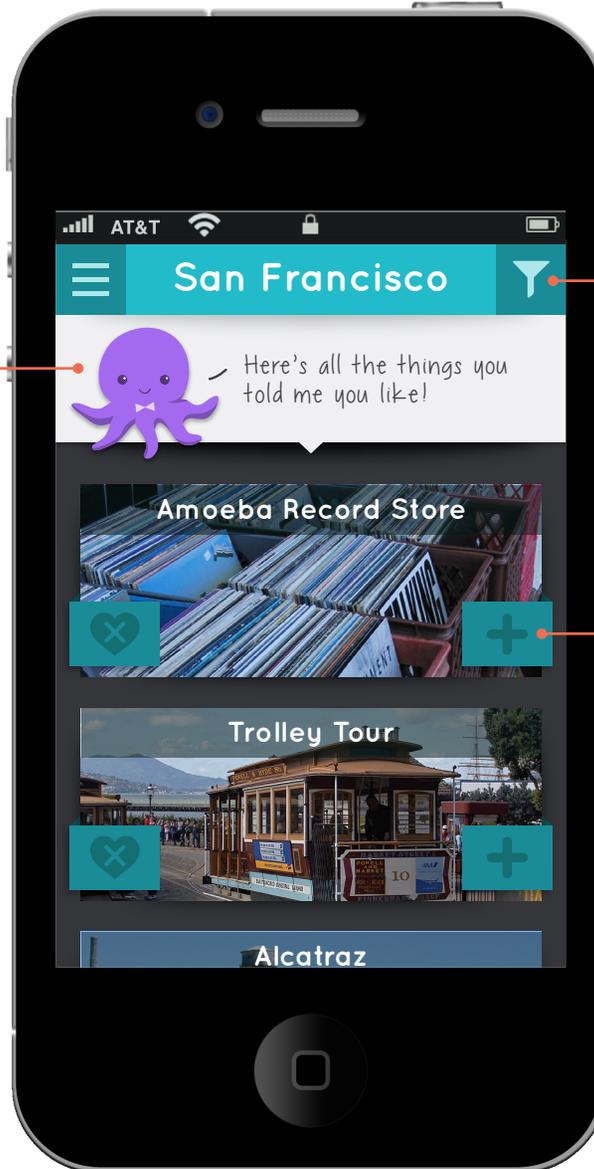
separate itineraries for each city

itineraries are divided by day

activities are organized by time of day

# FAVORITES

Oliver keeps track of activities that have been favorited



filters make it easier to find favorites within a specific category

activities can easily be added to the itinerary

## COLLABORATION

### SHARING

#### *Problem*

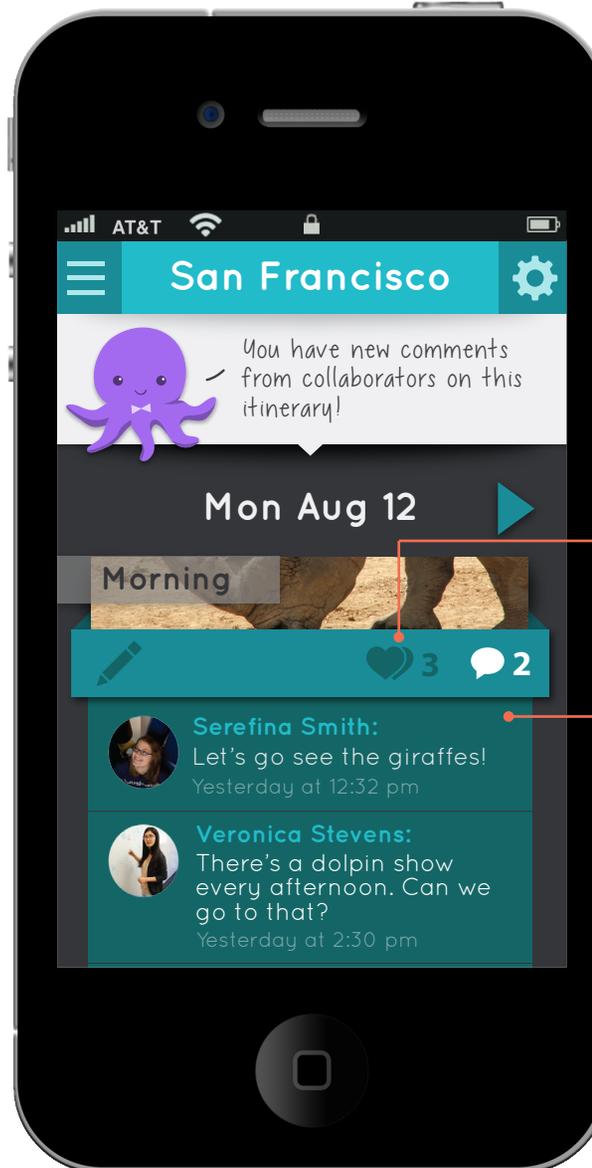
Throughout our user research, many of our participants expressed how difficult it was to plan trips with family and friends. Others would often not get back to them and they spent most of their time waiting for responses and decisions.

#### *Insight*

Experiences are better when they are shared with others, but coordination between people can be difficult.

#### *Solution*

Oliver facilitates collaboration by directly sharing itineraries with comments and indicators of who has favorited an activity.



indicator shows how many collaborators have favorited an activity

all collaborators are able to leave comments on activities