



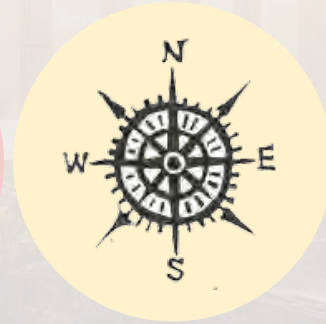
# Serendipity

Jen Kang ♦ Tony Fan ♦ Brendan Lee

# Meet Emily



Emily



# Emily's Current Process



# Emily's Current Process



# Emily's Current Process



# Emily's Current Process



# Traveling with Serendipity



Emily

+



# Brainstorm

**Journey**  
By Expedia

An offline app for exploring on the go

“ I travel to experience local culture and have fun. I usually make up my day-to-day plans on the go, however, **all of the public transportation I need to get to my plans can be a challenge.** ”

Home  
Address: A Barrio Cien Luce

Next stop: City Center

Barrio Cien Luce

Our process

Research	Design	Development	Testing	Deployment
Discovery	Information Architecture	UI Design	Functional Design	Quality Assurance
Market Research	User Research	Visual Design	Integration	Performance
Competitor Analysis	Content Strategy	Front-end Development	Security	Analytics
Requirements	Wireframes	Back-end Development	Deployment	Monitoring
Project Kick-off	Project Planning	Project Execution	Project Review	Project Closure

Key features

- Works offline
- Set a location as home
- Public transportation-focused
- Easy-to-use checkmarks

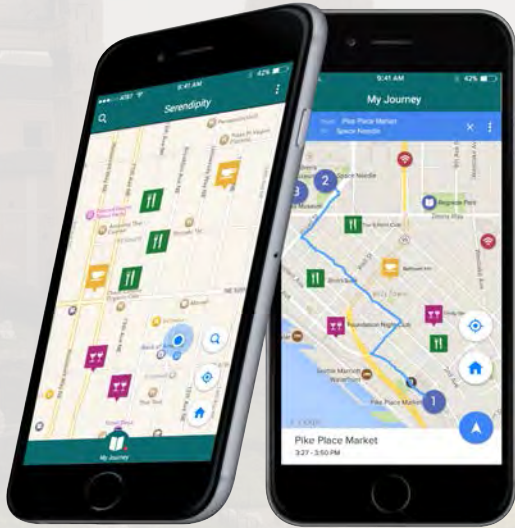
Search Home | Add Page | Login | Sign Out

Expedia

- Inspired by 2015 HCDE Capstone Journey
- Enough CI & Interview Results
- Brainstorm Features



# Design and Development



- User Scenarios
- App flows
- Initial Mockups
- From Android to iOS
- Storyboards for Main Scenarios
- New Suggested Features
- Usability Testing

# Serendipity's Features



Plan



Journey



Share

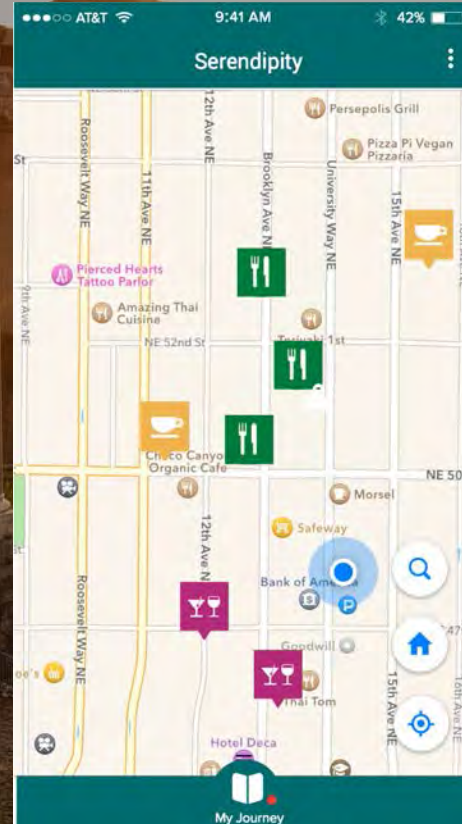


Plan

Explore

Add

Route



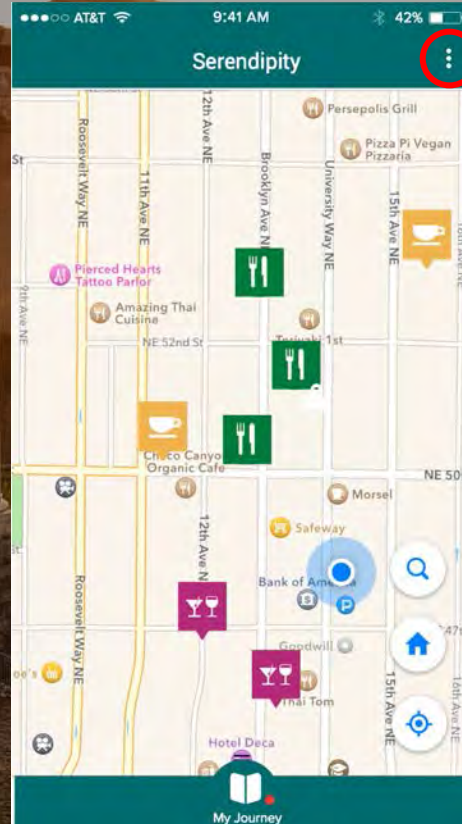


Plan

Explore

Add

Route





# Plan

## Explore

⋮

## Add

⋮

## Route

A mobile application interface showing a filter menu. The background is a photograph of the Roman Forum in Rome, Italy, with ancient ruins and a large domed building in the distance. The sky is overcast. The app's status bar at the top shows AT&T, signal strength, 9:41 AM, and 42% battery. The filter menu is a white overlay with a teal header containing 'Filter' and 'Done'. The menu items are: 'All Categories', 'My Journey', 'Suggestions' (checked), 'Resturants', 'Hostels', 'Attractions' (checked), and 'Night Life' (checked). There are also empty white sections at the bottom of the menu.

AT&T 9:41 AM 42%

Filter Done

- All Categories
- My Journey
- Suggestions ✓
- Resturants
- Hostels
- Attractions ✓
- Night Life ✓

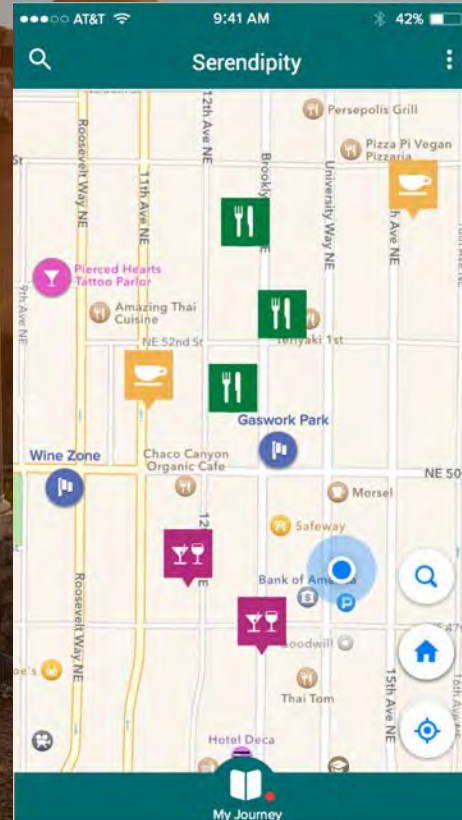


Plan

Explore

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Route



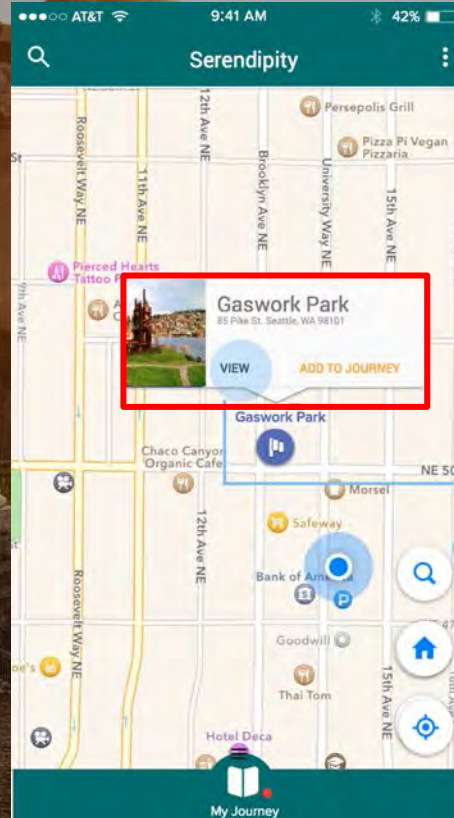


# Plan

# Explore

# Add

# Route





# Plan


## Explore

## Add

## Route

AT&T 9:41 AM 42%

< Serendipity



1 / 17

**Gas Works Park**  
4.5 ★★★★★ 154 reviews  
Park

*Former site of an oil plant is now a 20-acre park with picnic facilities & dramatic city views*

2101 N Northlake Way, Seattle, WA 98103

(206) 684-4075

seattle.gov

**Reviews**

**Lisa Tran**  
4 months ago  
★★★★★ Wow Wow Wow!!!! I love how they tried something historical with a scene so breathtaking. ...

**Add to My Journey**



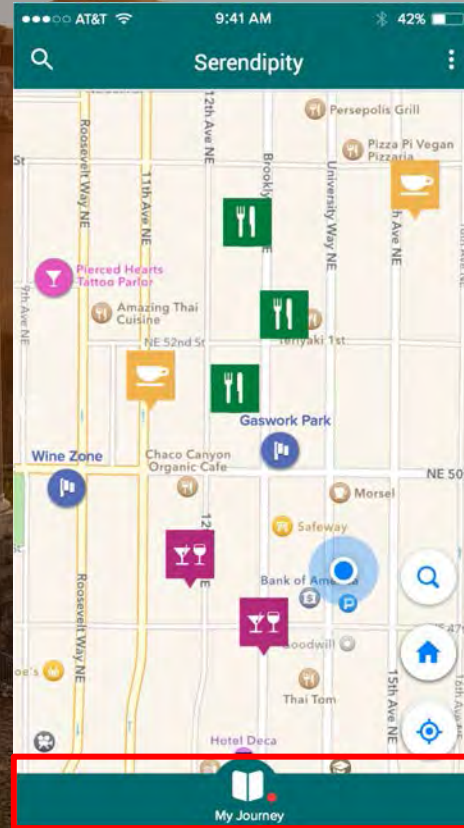


# Plan

## Explore

## Add

## Route





# Plan

Explore

Add

Route

The screenshot shows a mobile application interface with a teal header. The header contains a back arrow, the text 'My Journey', and a location pin icon. Below the header is a list of six activities, each with a small image, a title, and an address. The activities are: Gas Works Park, Woodland Park Zoo, Space Needle, Seattle Glass Museum, Pike Place Market, and Capital Hill Nightlife. The background of the app is a blurred image of the same ruins seen in the main image.

Activity	Address	Hours
Gas Works Park	400 Broad St. Seattle, WA 98109	Open All Day
Woodland Park Zoo	400 Broad St. Seattle, WA 98109	9:30AM - 5:30PM
Space Needle	400 Broad St. Seattle, WA 98109	10:30AM - 10:30PM
Seattle Glass Museum	400 Broad St. Seattle, WA 98109	10:30AM - 8:30PM
Pike Place Market	400 Broad St. Seattle, WA 98109	6:30AM - 5:30PM
Capital Hill Nightlife	400 Broad St. Seattle, WA 98109	



# Plan

Explore

Add

Route

The screenshot shows a mobile application interface with a teal header. The header contains a back arrow, the text 'My Journey', and a location pin icon circled in red. The main content is a list of six activities, each with a small image, a title, and an address. The activities are: Gas Works Park, Woodland Park Zoo, Space Needle, Seattle Glass Museum, Pike Place Market, and Capital Hill Nightlife. The background of the app is a blurred view of the same ruins seen in the overall image.

Activity	Address	Hours
Gas Works Park	400 Broad St. Seattle, WA 98109	Open All Day
Woodland Park Zoo	400 Broad St. Seattle, WA 98109	9:30AM - 5:30PM
Space Needle	400 Broad St. Seattle, WA 98109	10:30AM - 10:30PM
Seattle Glass Museum	400 Broad St. Seattle, WA 98109	10:30AM - 8:30PM
Pike Place Market	400 Broad St. Seattle, WA 98109	6:30AM - 5:30PM
Capital Hill Nightlife	400 Broad St. Seattle, WA 98109	

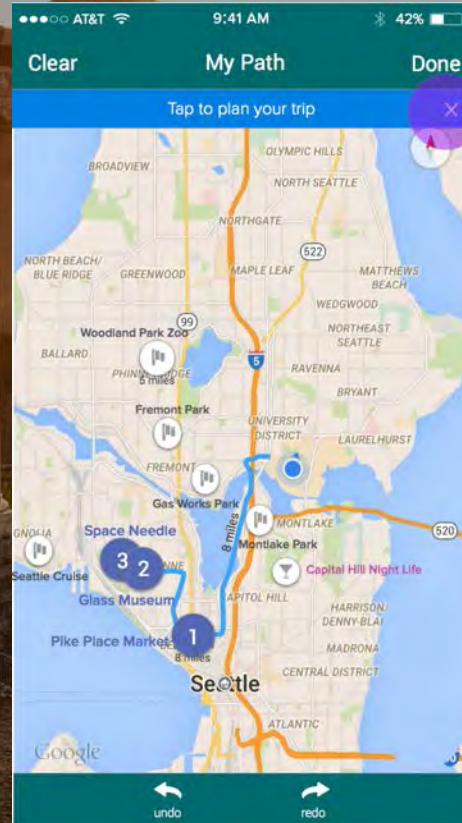


Plan

Explore

Add

Route





# Plan

Explore

Add

Route

The screenshot shows a smartphone interface for a travel app. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, the time '9:41 AM', and a 42% battery level. The app header is 'My Journey' with a back arrow on the left and a location pin icon on the right. The main content is a list of six itinerary items, each with a small image, a title, an address, and a time range.

Item	Image	Title	Address	Time
1.	Pike Place Market	400 Broad St. Seattle, WA 98109	6:30AM - 5:30PM	
2.	Space Needle	400 Broad St. Seattle, WA 98109	9:30AM - 5:30PM	
3.	Seattle Glass Museum	400 Broad St. Seattle, WA 98109	10:30AM - 10:30PM	
4.	Woodland Park Zoo	400 Broad St. Seattle, WA 98109	10:30AM - 8:30PM	
5.	Gas Works Park	400 Broad St. Seattle, WA 98109	Open All Day	
6.	Capital Hill Nightlife	400 Broad St. Seattle, WA 98109		

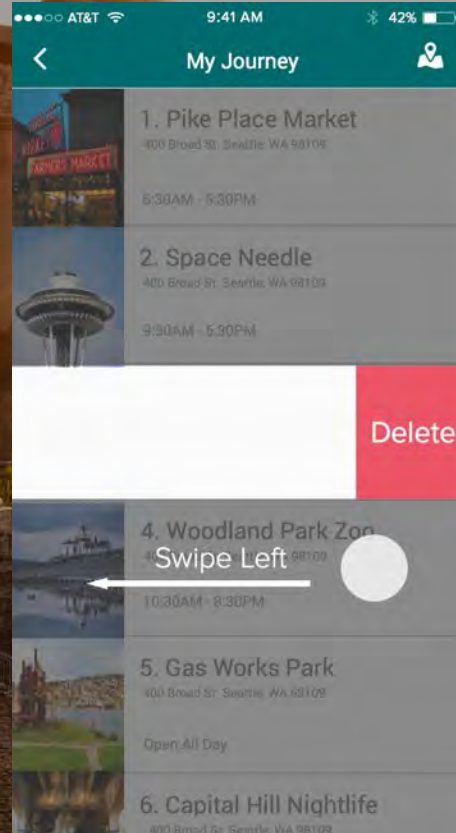


# Plan

Explore

Add

Route





# Plan

Explore

Add

Route

The screenshot shows a smartphone interface for a travel planning app. The title bar is teal and contains a back arrow, the text "My Journey", and a location pin icon. The status bar at the top shows "AT&T", signal strength, "9:41 AM", and "42%" battery. The itinerary consists of six items, each with a thumbnail image, a title, an address, and a time range. The third item, "Seattle Glass Museum", is highlighted with a red border.

Item	Thumbnail	Title	Address	Time
1.	Pike Place Market	400 Broad St. Seattle, WA 98109	6:30AM - 5:30PM	
2.	Space Needle	400 Broad St. Seattle, WA 98109	9:30AM - 5:30PM	
3.	Seattle Glass Museum	400 Broad St. Seattle, WA 98109	10:30AM - 10:30PM	
4.	Woodland Park Zoo	400 Broad St. Seattle, WA 98109	10:30AM - 8:30PM	
5.	Gas Works Park	400 Broad St. Seattle, WA 98109	Open All Day	
6.	Capital Hill Nightlife	400 Broad St. Seattle, WA 98109		

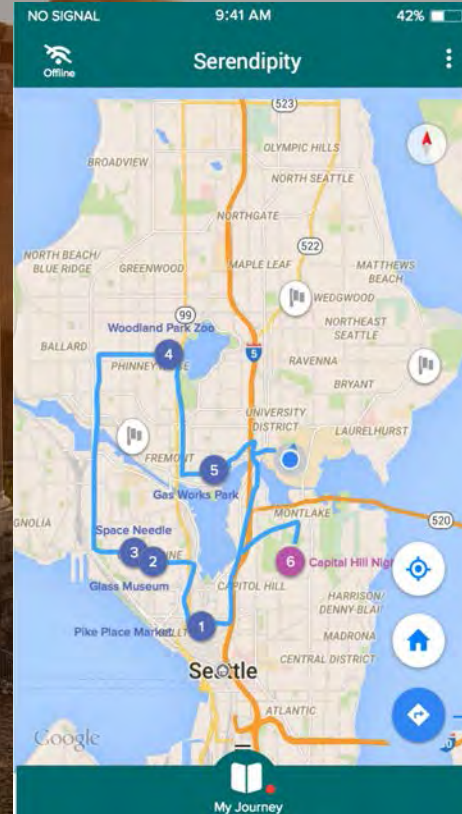


# Journey

Navigate

Discover

Deviate





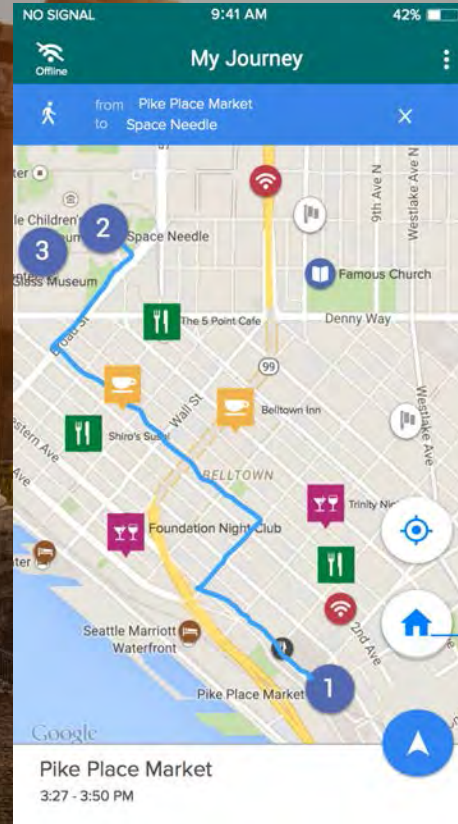


# Journey

Navigate

Discover

Deviate



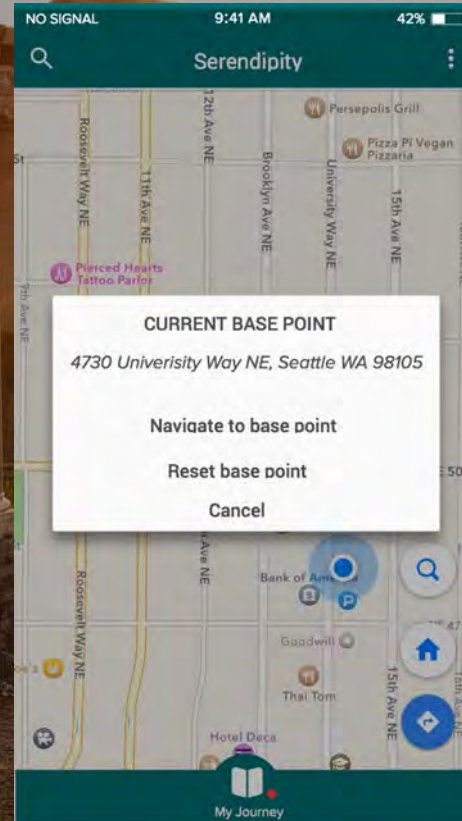


# Journey

Navigate

Discover

Deviate





# Journey

Navigate

Discover

Deviate

NO SIGNAL 9:41 AM 42%

< Serendipity

**Famous Church**  
4.5 ★★★★★ 154 reviews

*Former site of an oil plant is now a 20-acre park with picnic facilities & dramatic city views*

- 📍 2101 N Northlake Way, Seattle, WA 98103
- 📞 (206) 684-4075
- 🌐 seattle.gov
- 🕒 10:30AM - 10:30PM

Find a nearby WiFi hotspot to get more information

Navigate

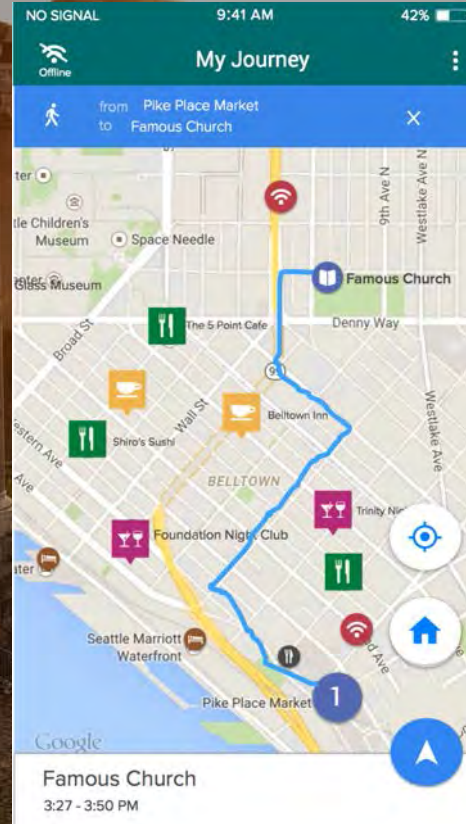


# Journey

Navigate

Discover

Deviate



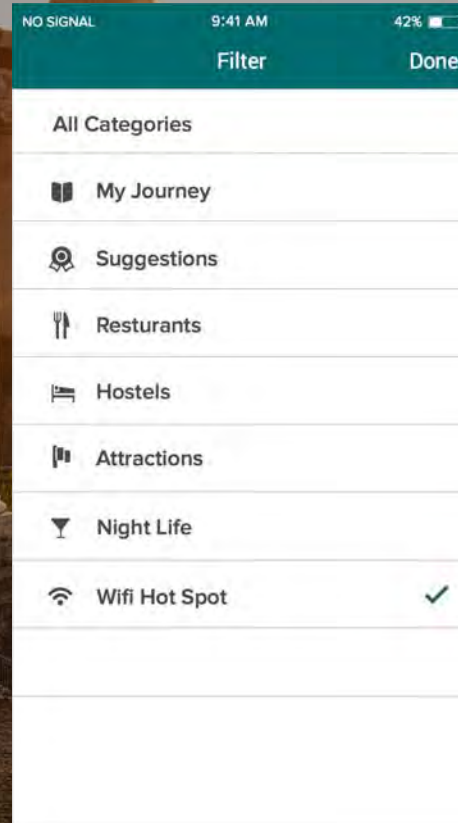


# Journey

Navigate

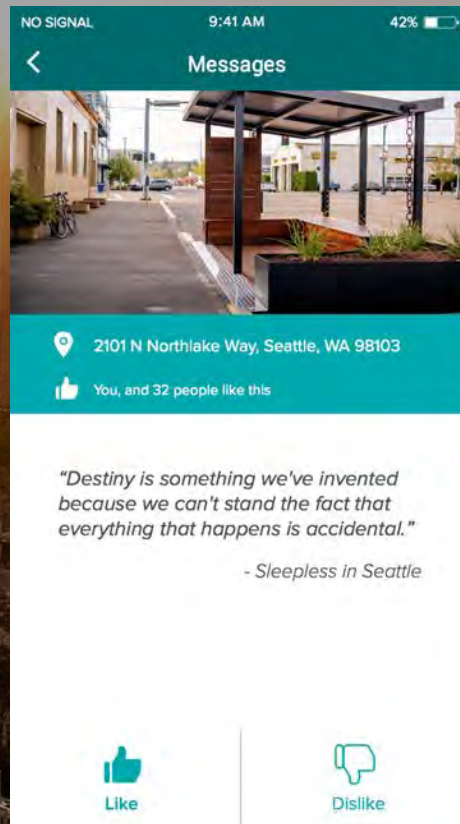
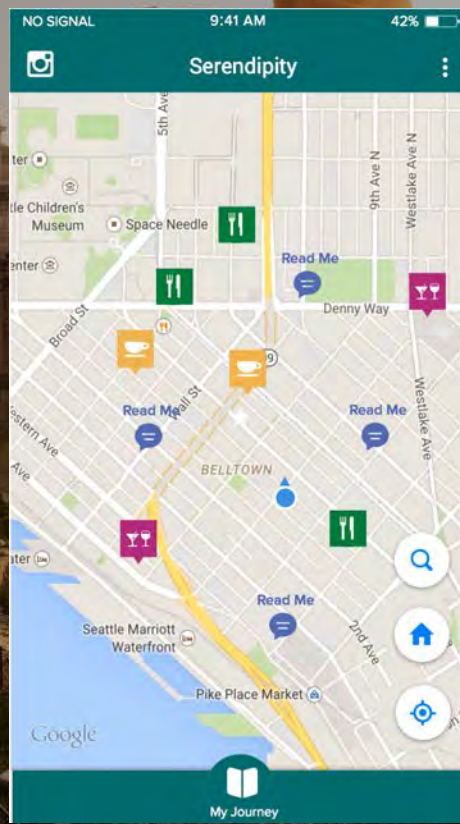
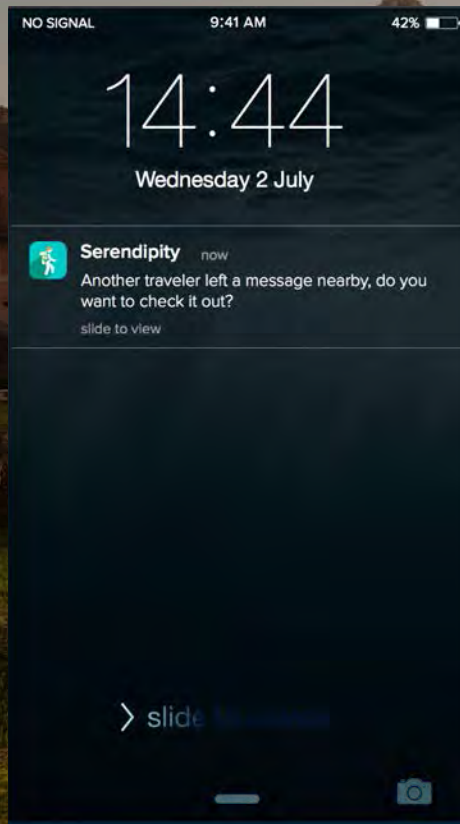
Discover

Deviate



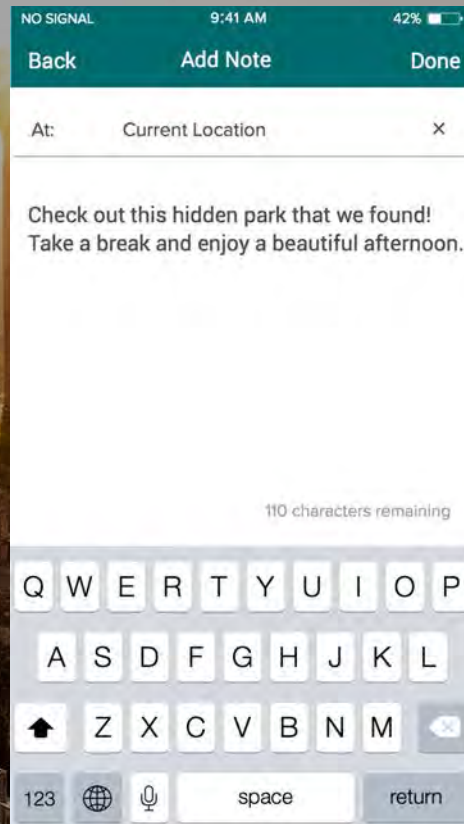
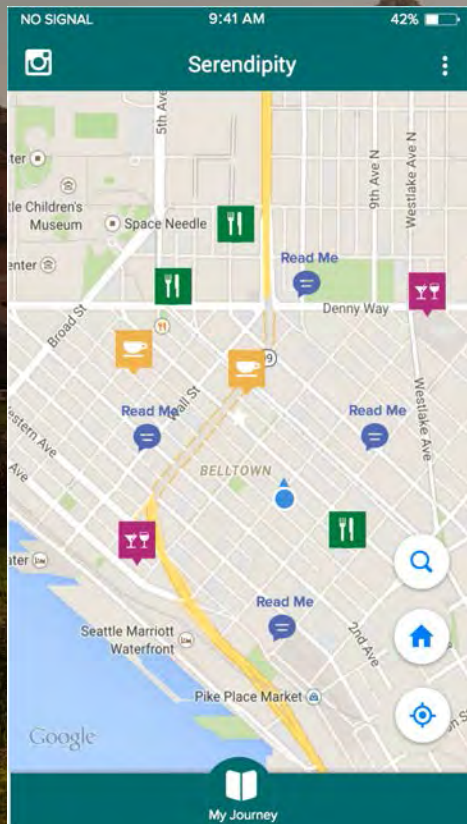


# Share

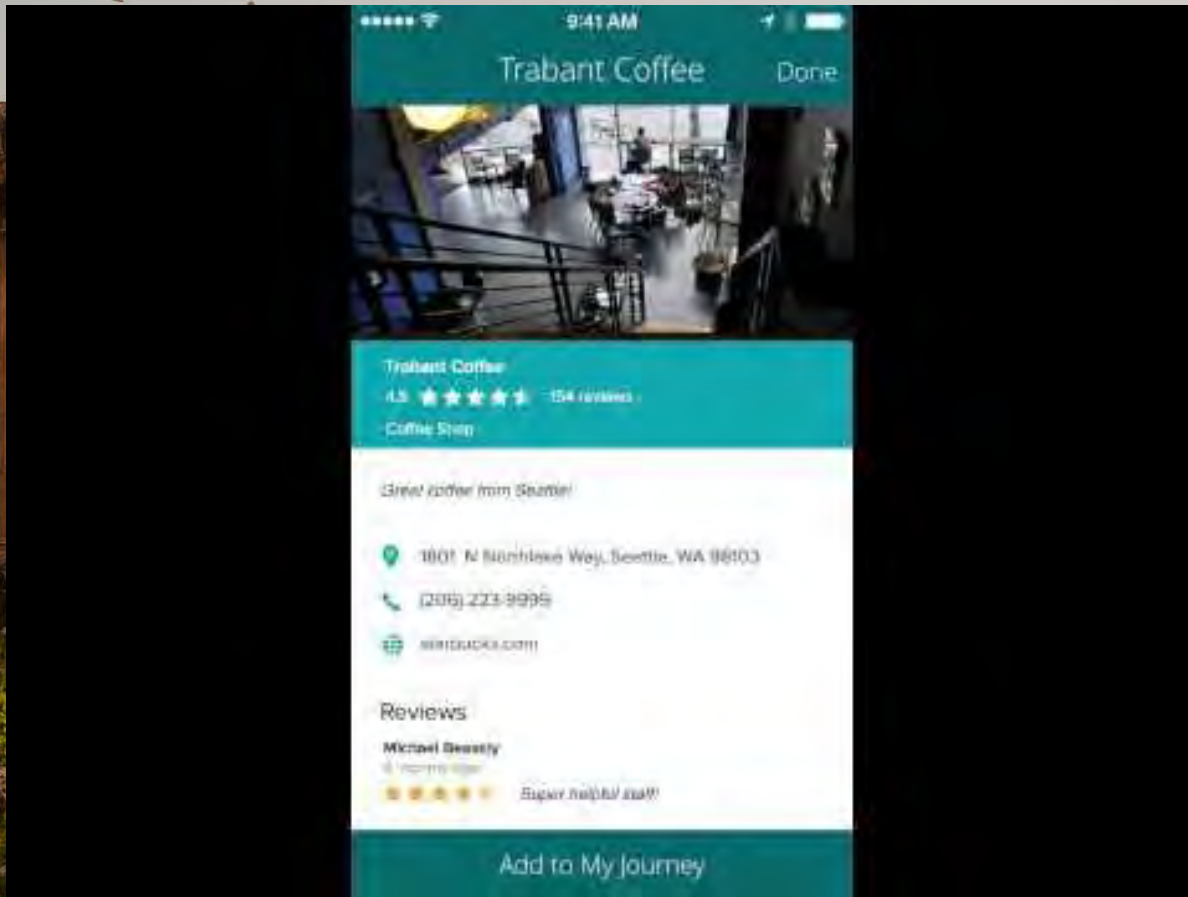




# Share

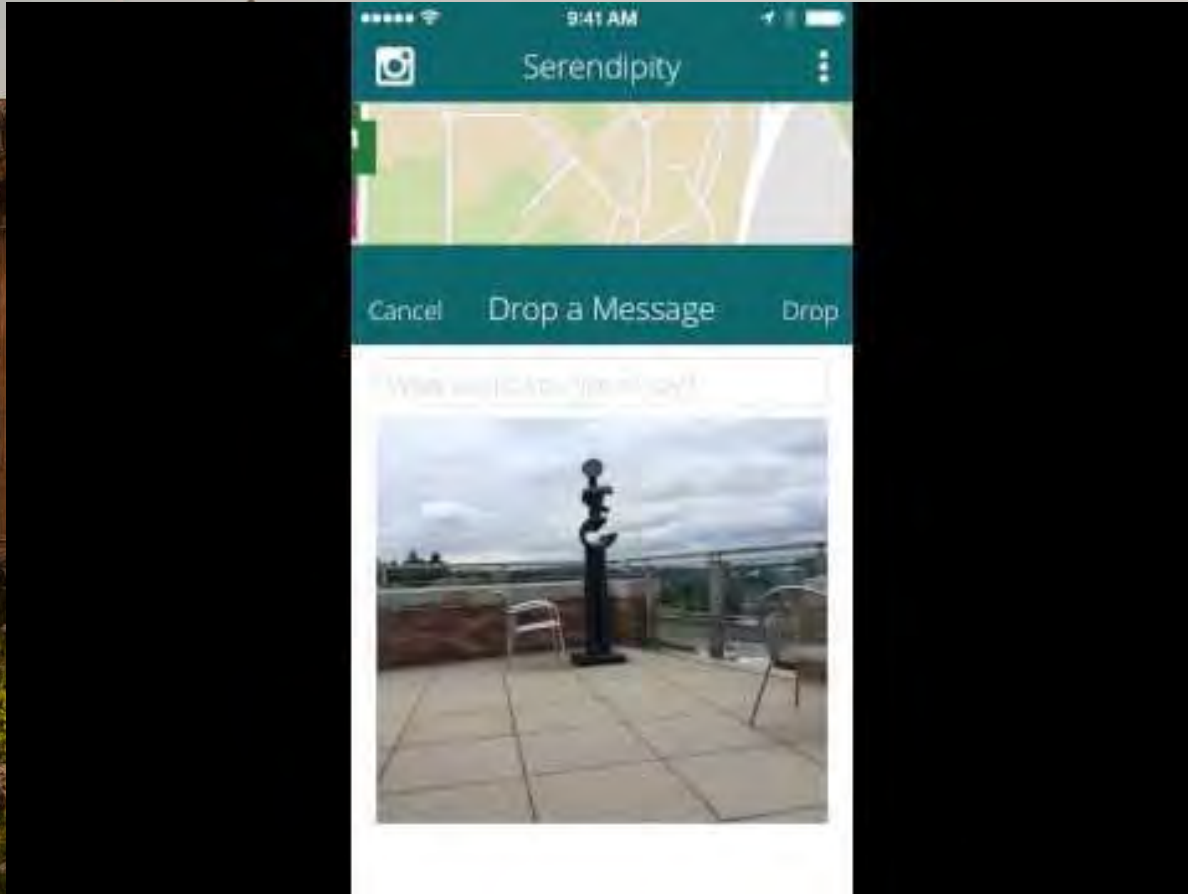


# Demo: Plan & Journey





# Demo: Share







Thanks for Listening!



Questions?