

SITE-C

Search, Discover, Explore.



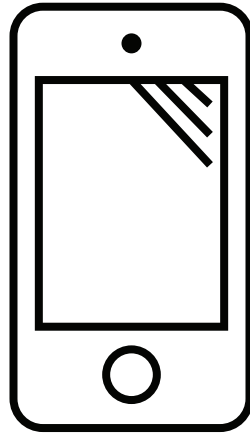
Theeraphat Tichakorn
Web Design + New Media

Overview

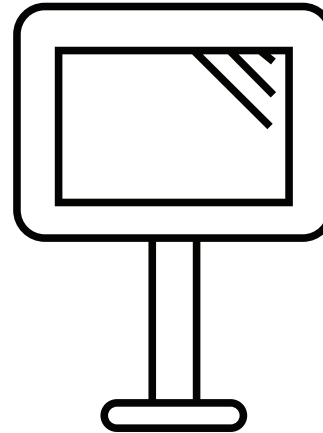
San Francisco is one of the country's most attractive city. It has more than 16 million visitors per year. It is not easy for visitors to make their way around the city. The public transportation in San Francisco is old and lagging in technology.

Site-c can help travel easier and more convenient. We will tell you in all aspects of travel routes and transportation in real time.

Strategy



Mobile App



Kiosk

- Interactive map to indicate where the location navigate to the place
- Find location nearby with real time map
- Get recommendations for places to go
- Show real time information about transportation
- Translate any language
- Never forget the places by bookmarks option
- Transfer information from onsite kiosk to smartphone
- Find popular location near by

- Create your profile to manage your bookmarks
- Highlight places that user already save
- Share location to other

Problem & Solution

Problem

- Difficult to find location you looking for
- Paper map is ver confusing and poor usability
- Forget whether the user have save the location or not and realize once started to look as the same location
- Have a hard time finding the transportation
- Traveler have a problem with language

Solution

- Interactive map to indicate where the location navigate to the place
- Find location nearby with real time map
- Get recommendations for places to go
- Create your profile to manage your bookmarks
- Highlight places that user already save
- Never forget the places by bookmarks option
- Show real time information about transportation
- Transfer information from onsite kiosk to smartphone
- Translate any language

Target Demographics

San Francisco hosted 16.9 million visitors in 2013, including hotel guests, those staying with friends and relatives, those staying in accommodations outside the city but whose primary destination was San Francisco, and regional visitors driving in for the day. Visitor spending reached the highest ever in 2013, with more than \$9.38 billion spent in local businesses (up 2.3% from 2012). This means during an average day in San Francisco, 134,231 visitors are spending \$25.7 million daily (including spending related to meetings and conventions)



First-time San Francisco visitors:
27.2%



Traveling with children:
17.2%



Average age:
43 years old

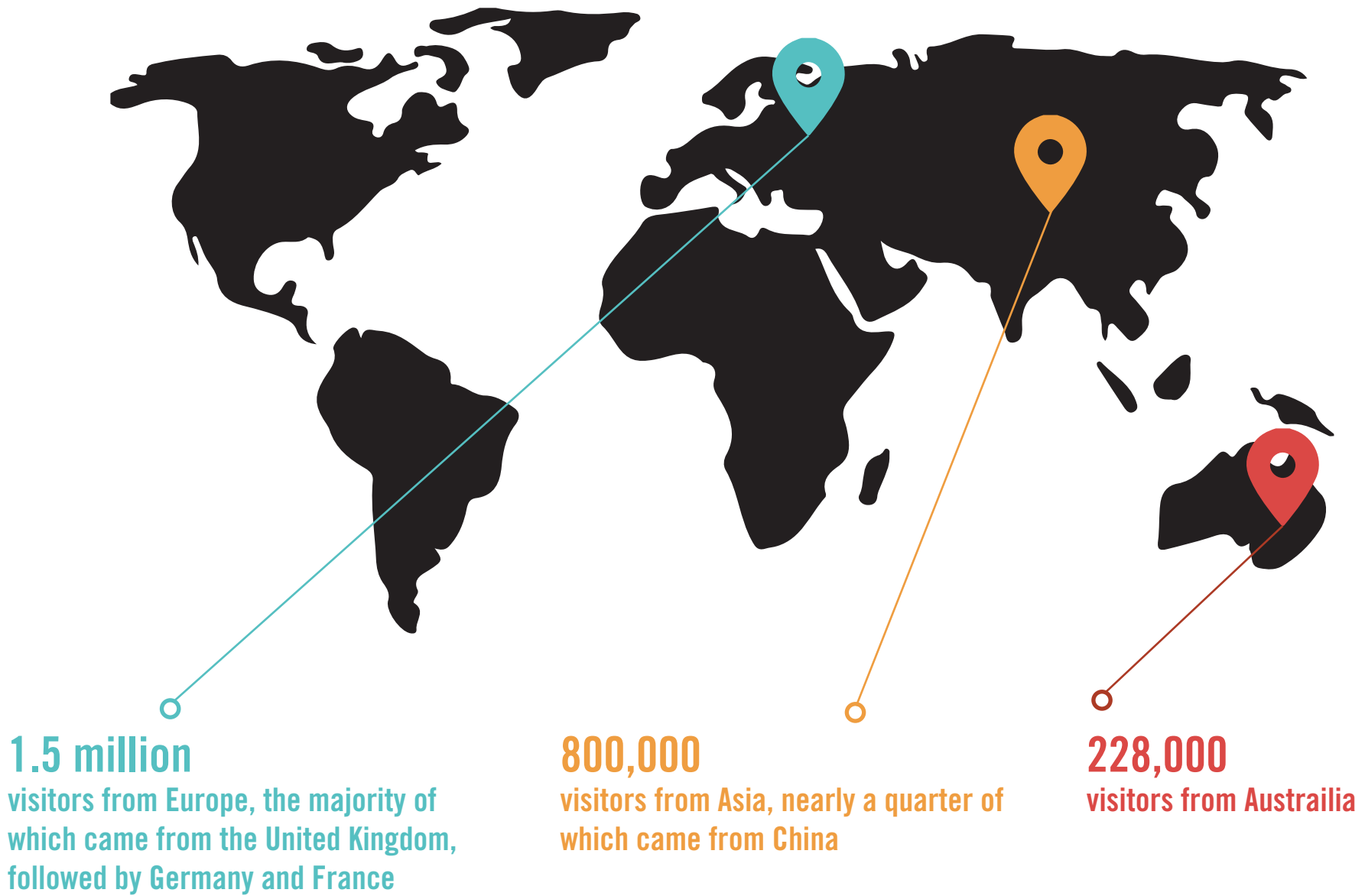


Average nights in SF hotels:
3.5 nights

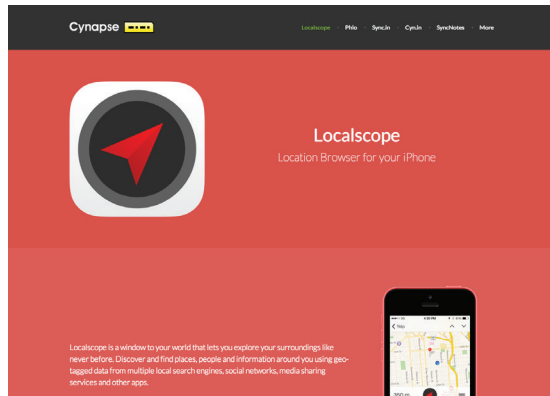


Arrived by air:
69.2%

Statistics



Competitors



LOCALSCOPE

PROS

- Augmented reality feature is terrific for understanding what's nearby.
- Compass is a reliable pointer to your destination.

CONS

- Google and Bing search modes provide similar results.



SPOTSETTER

PROS

- Find best places from expert friends you trust.
- See friends tips and pictures of places.
- Personal recommendations from great venues to eat, play, drink, and shop.

CONS

- Similar to social network application such as facebook.

Word List

Online	Social	Quick	Cultural	Restaurant
Creative	Clean	Discovery	Infomative	Shop
Travel	Tracking	Search	Media	Activity
GPS	Connected	Spot	Collection	Design
Location	Simple	Recommended	Personal	Enjoy
Findings	Stylish	Complete	Share	Public
User	Accessible	Local	Entertainment	Finder
Cool	Journey	Friends	Kiosk	Taxi
Friendly	Explore	Resource	Navigation	Bus
Smart	Neat	Personalized	Guide	Walk
Easy	Organized	Traditional	Vacation	Pictured
Map	Place	Looking	Application	Translator
Modern	Research	Clear	Destination	Tours
Technology	Helpful	Favorite	City	Socailize

Smart

Informative

Socialize

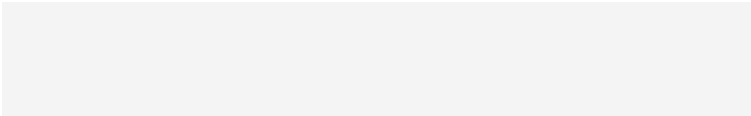
Palette Color



C: 89% M: 64% Y: 34% K: 16%
R: 42 G: 85 B: 118
Pantone: 2a5576



C: 23% M: 89% Y: 99% K: 14%
R: 172 G: 59 B: 37
Pantone: ac3b25



C: 3% M: 3% Y: 2% K: 0%
R: 243 G: 242 B: 243
Pantone: 787571f3f2f3

Trade Gothic LT Std Light Bold Condensed Bo. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Trade Gothic LT Std Light

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abcdefghijklmnopqrstuvwxyz

123456789

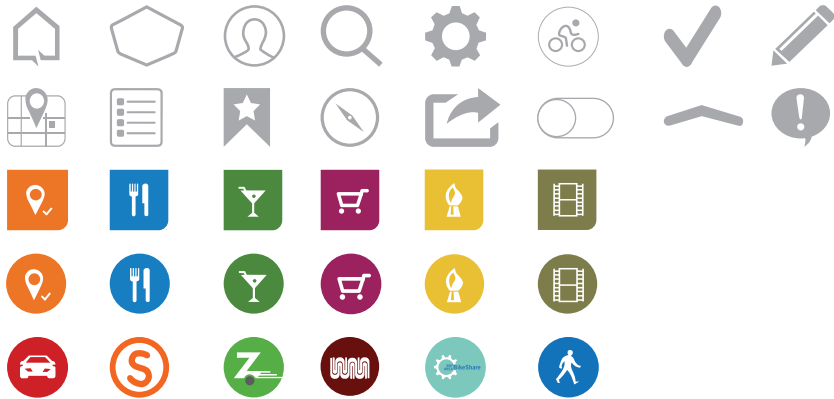
ITC New Baskerville STD Italic

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abcdefghijklmnopqrstuvwxyz

123456789

Icon & Elements



Icons



iPhone app top bar



iPhone app navigation bar



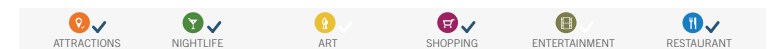
Find Place ☐

 Zipcar	driving	Time 12 mins	Price \$ 11.00/hrs	Book Now
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Kiosk navigation and buttons



Kiosk top bar



Kiosk navigation bar

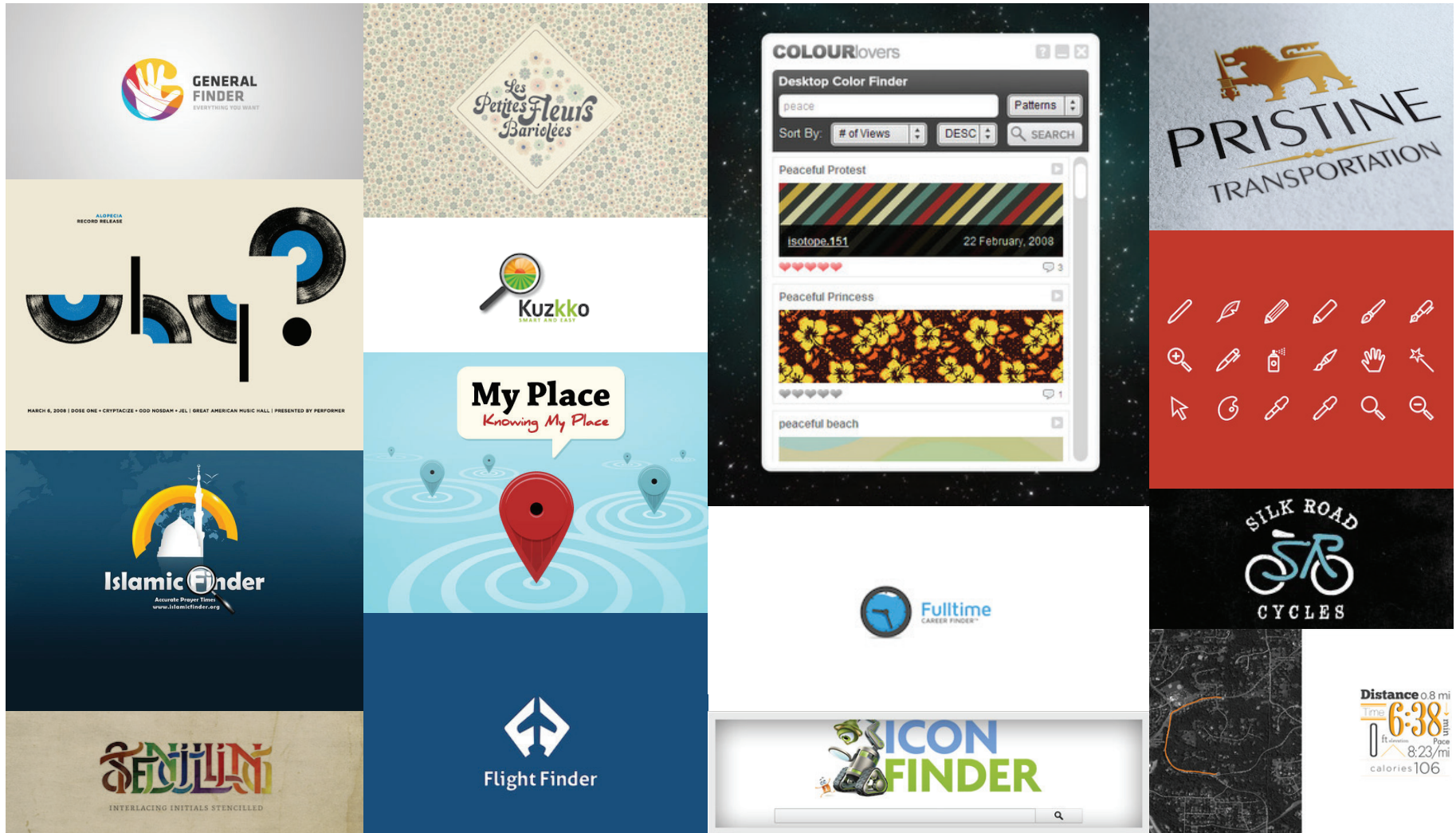
Moodboard : Transportation



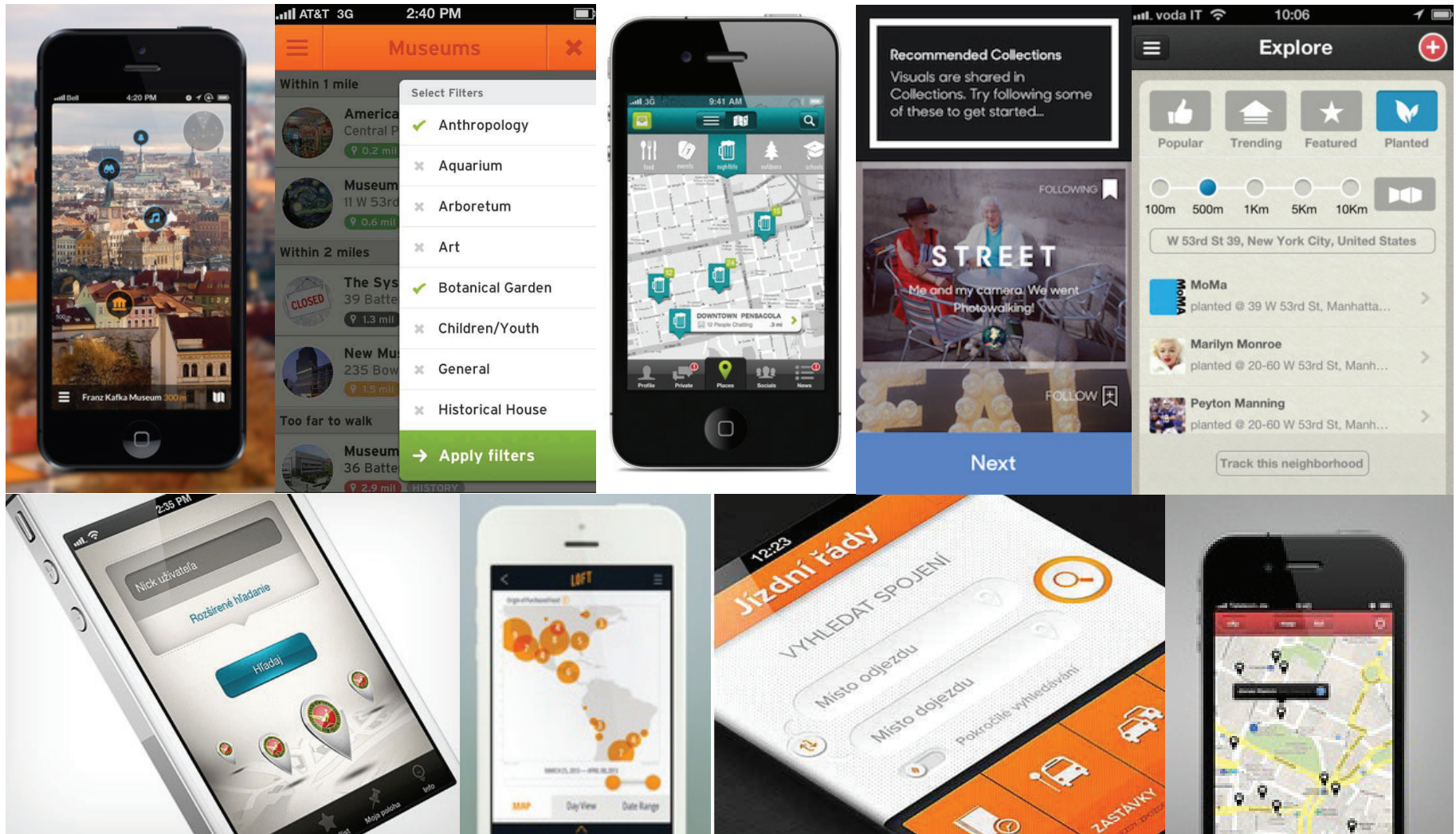
Moodboard : Activities



Moodboard : Visual Design



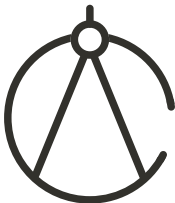
Moodboard : UI



Moodboard : Kiosk



Logo Draft 1



Logo Draft 2



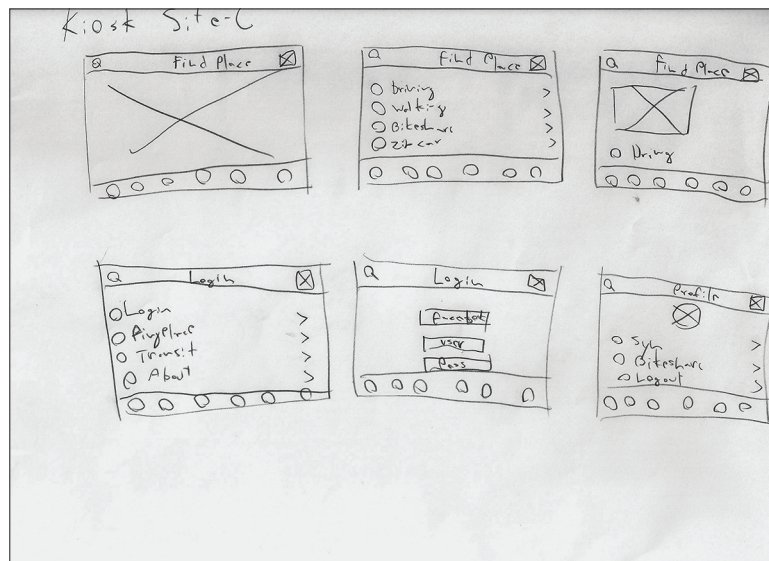
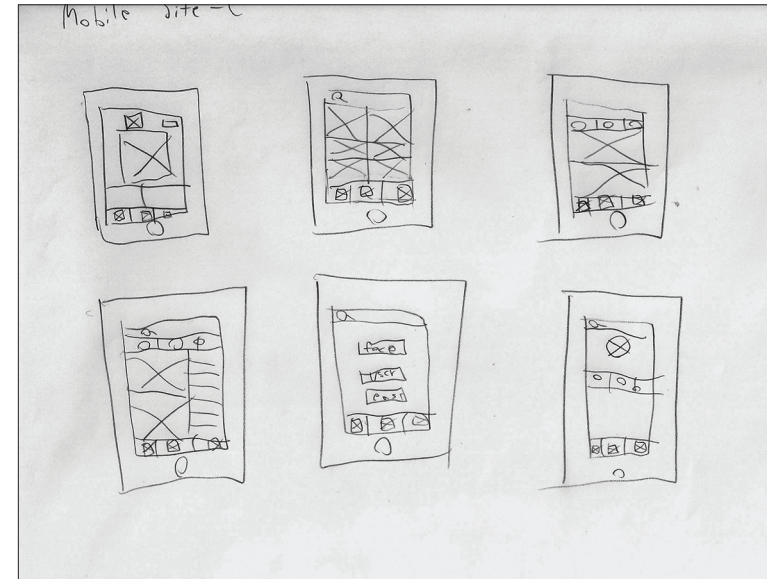
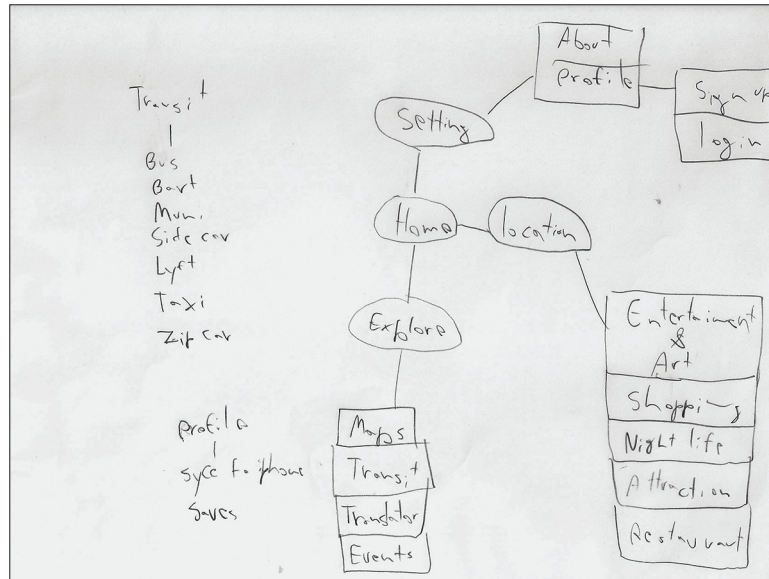
Final Logo : Large Version

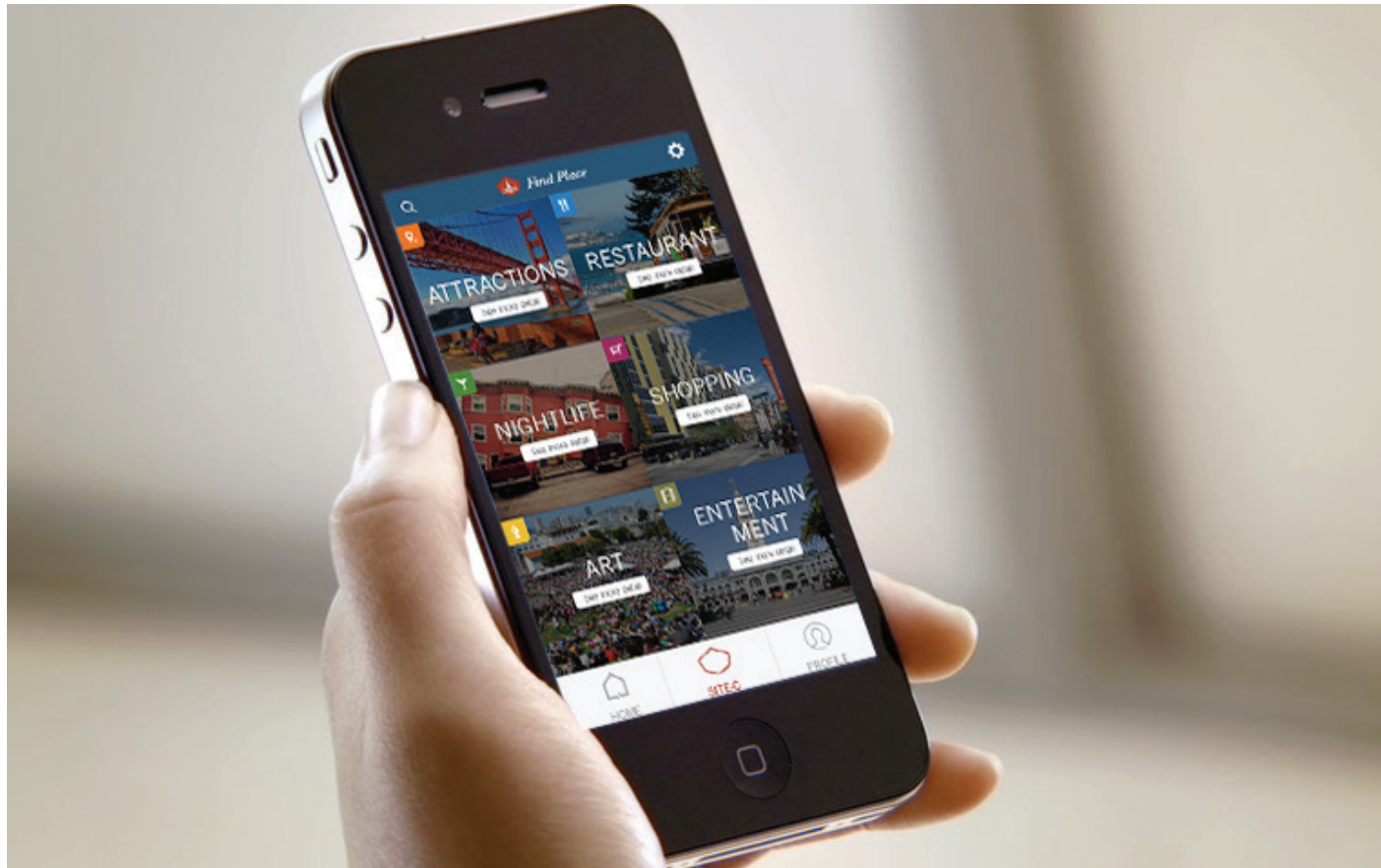


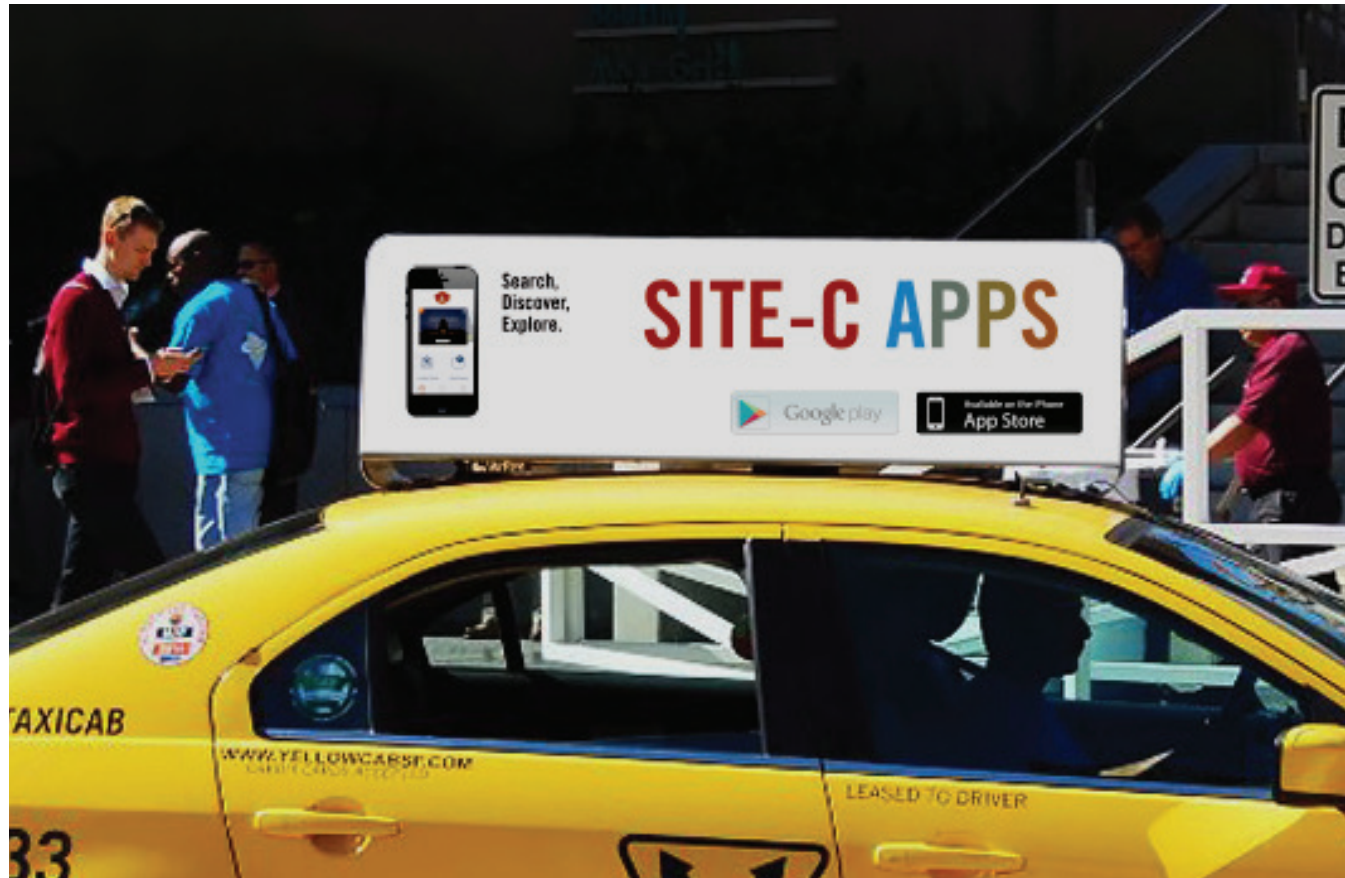
Final Logo : Small Version



Brainstorm









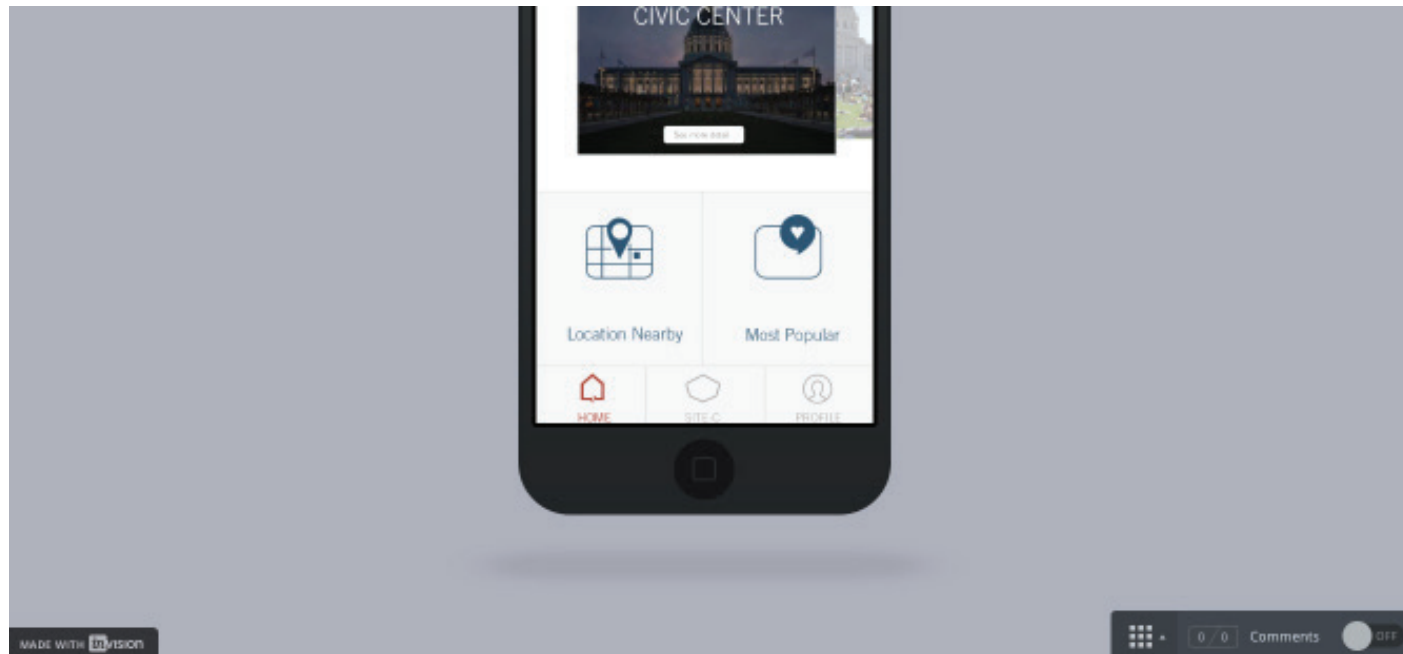
Design Comp





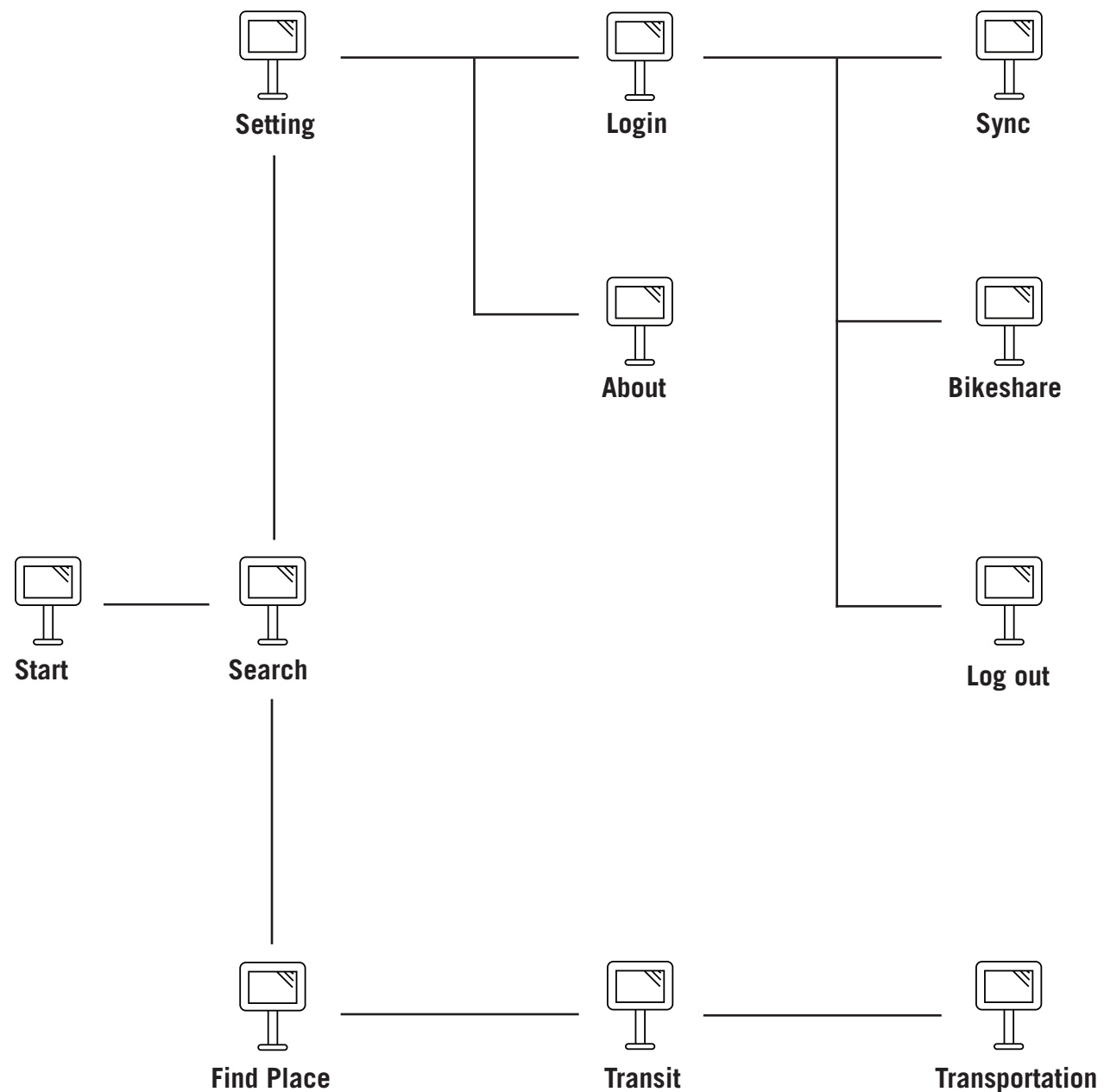
[Click here to launch](#)

Mobile App Prototype



[Click here to launch](#)

Kiosk Flow Chart



Persona 1



Name:	Phatcharaphon Srisawat
Age:	53
Occupation:	Houswife
Tools for transit guide:	Paper map, map at the bus stop, ask her husband.
Transportation:	Have no car. Take bus and Bart to shopping.

Story

Grew up in Bangkok, Thailand. She moved to San Francisco about 20 Years ago. Her English is not fluent it. Currently lives in Walnut Creek. She loves to travel with her husband.

Mobile Experience

Phatcharaphon has a smartphone. She uses her phone to make a phone calls and chat with her friends.

"I'm always have a hard time using the paper map for direction. I think paper map is the worse thing for travel but I am not feel much comfortable with smartphone".

Persona 1 : User Flow

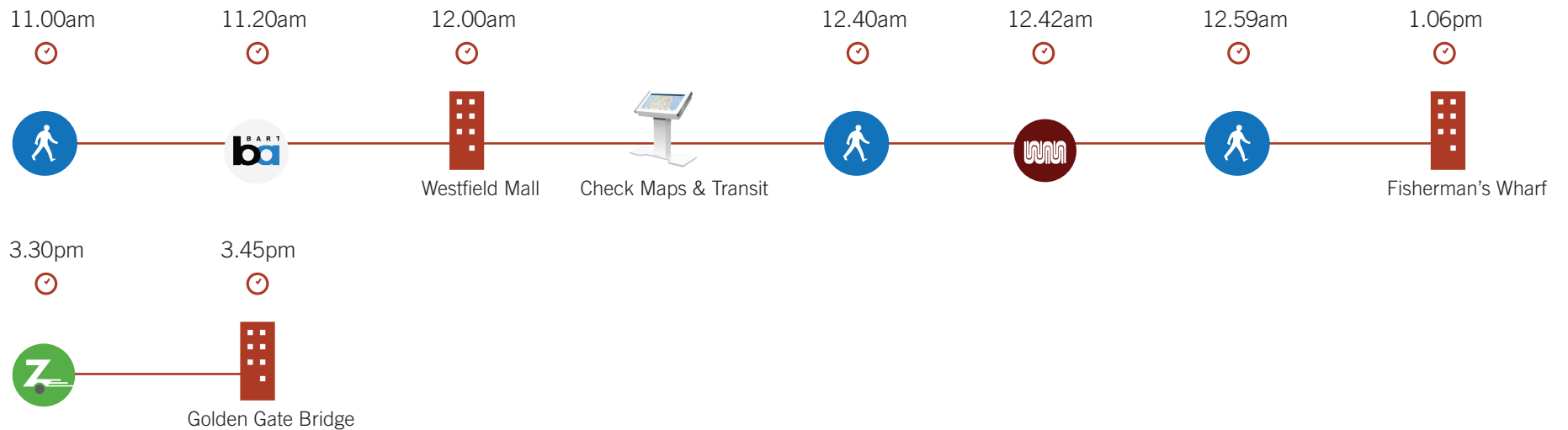


Phatcharaphon is going to take Bart to Downtown San Francisco to meet her friends that came from Thailand.

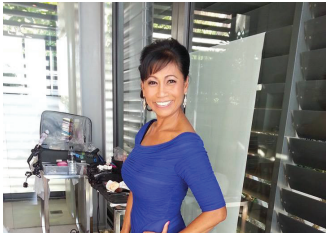
From: 72 Terrace Rd, Walnut Creek, CA

To: Westfield Mall, Fisherman's Wharf, and Golden Gate Bridge.

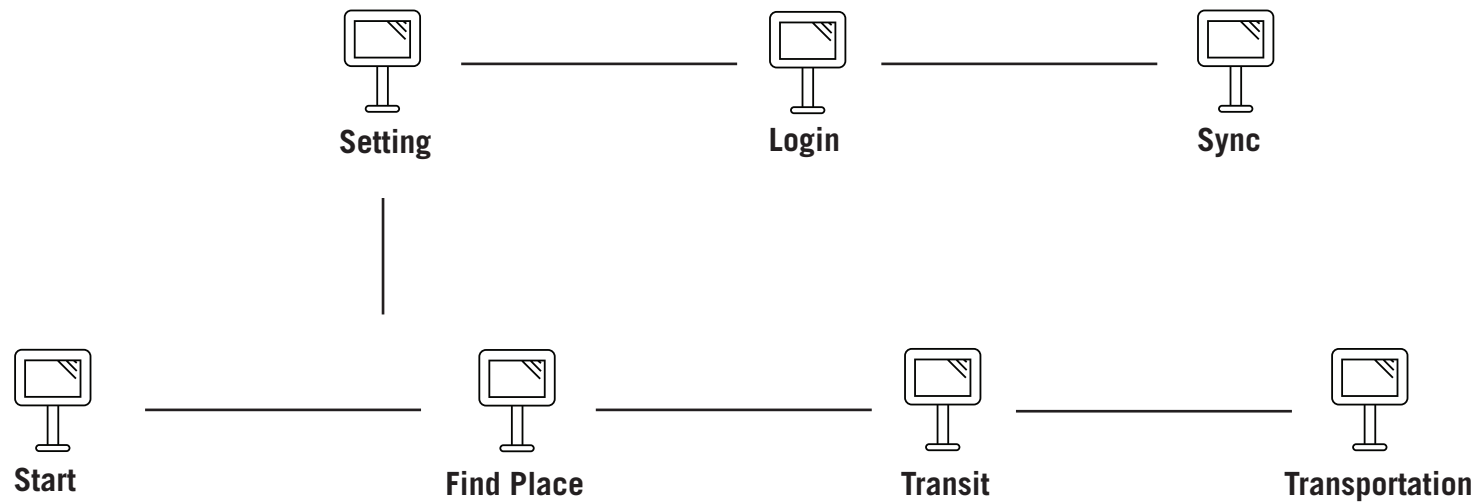
Route: Bart - Cable car Powell - Zipcar



Persona 1 : Flowchart



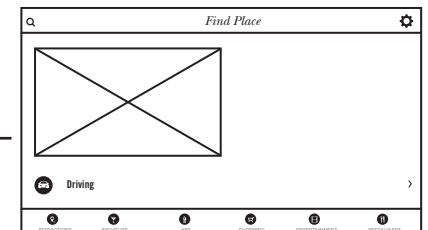
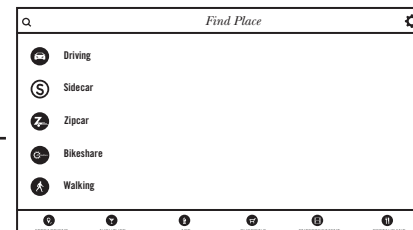
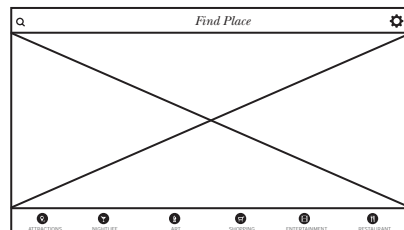
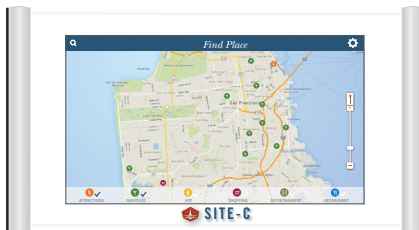
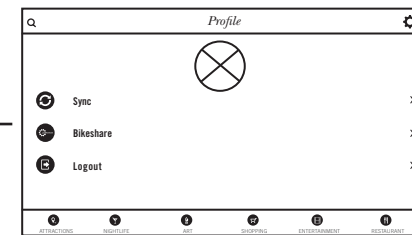
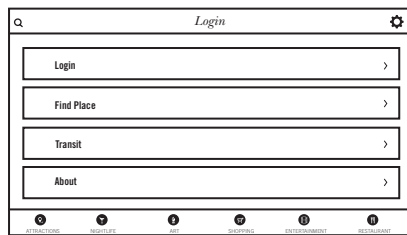
Scenario 01: Phatcharaphon wants to go to Fisherman’s Wharf and Golden Gate Bridge with her frinds from Thailand



Persona 1 : Flowchart



Scenario 01: Phatcharaphon wants to go to Fisherman's Wharf and Golden Gate Bridge with her friends from Thailand



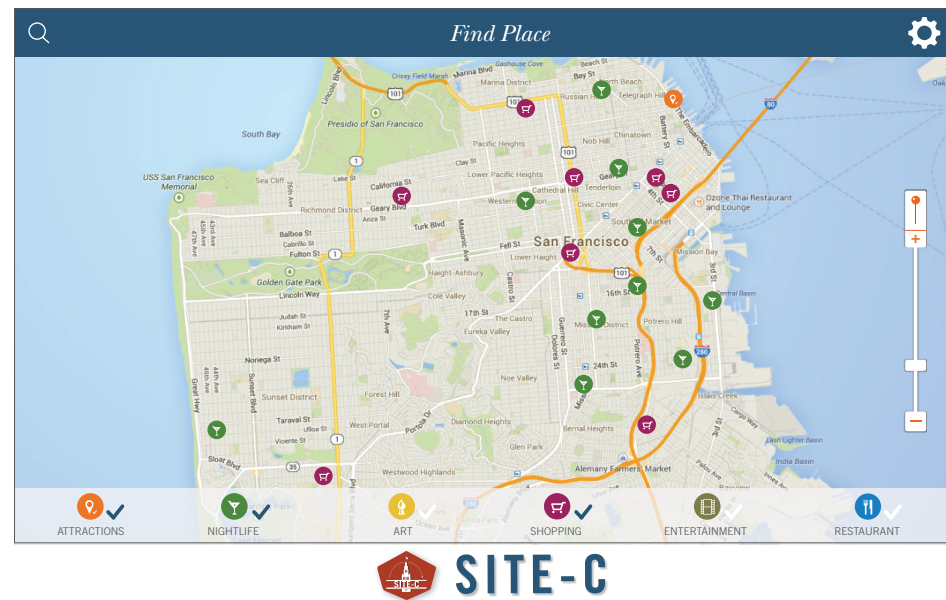
Kiosk : User Interface Design



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Kiosk : User Interface Design



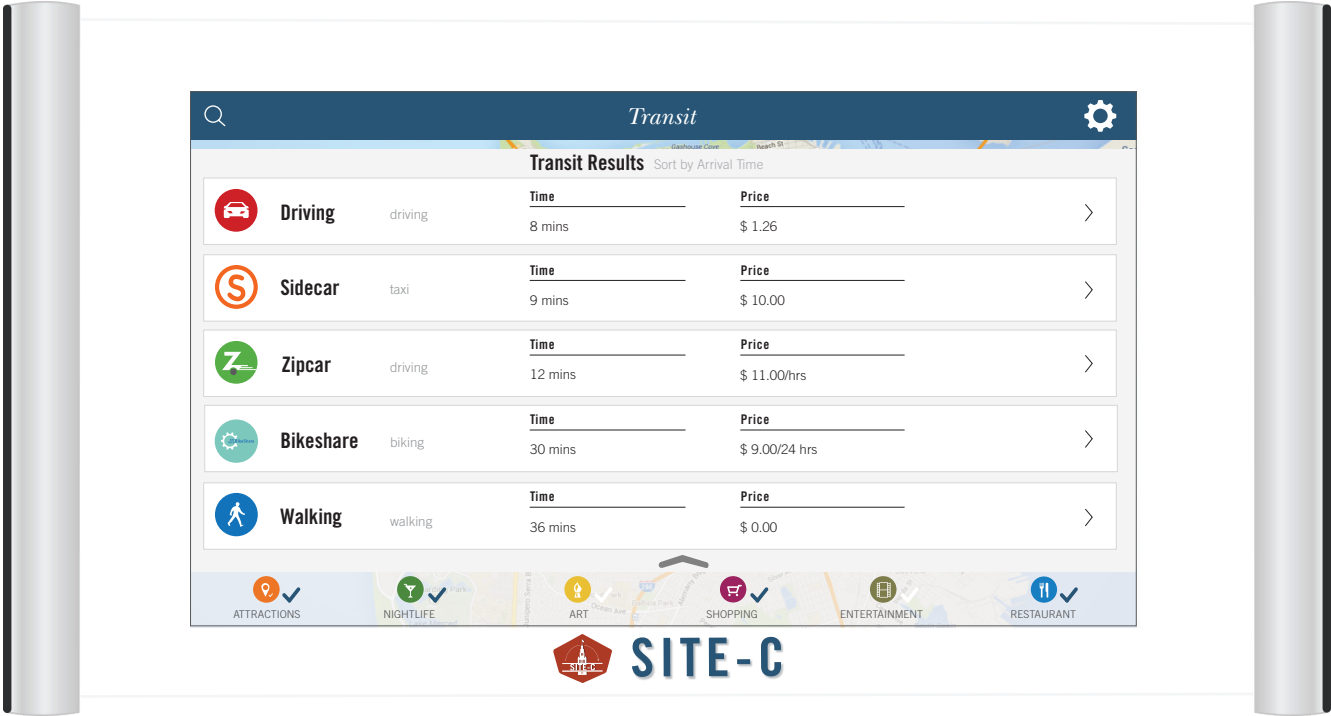
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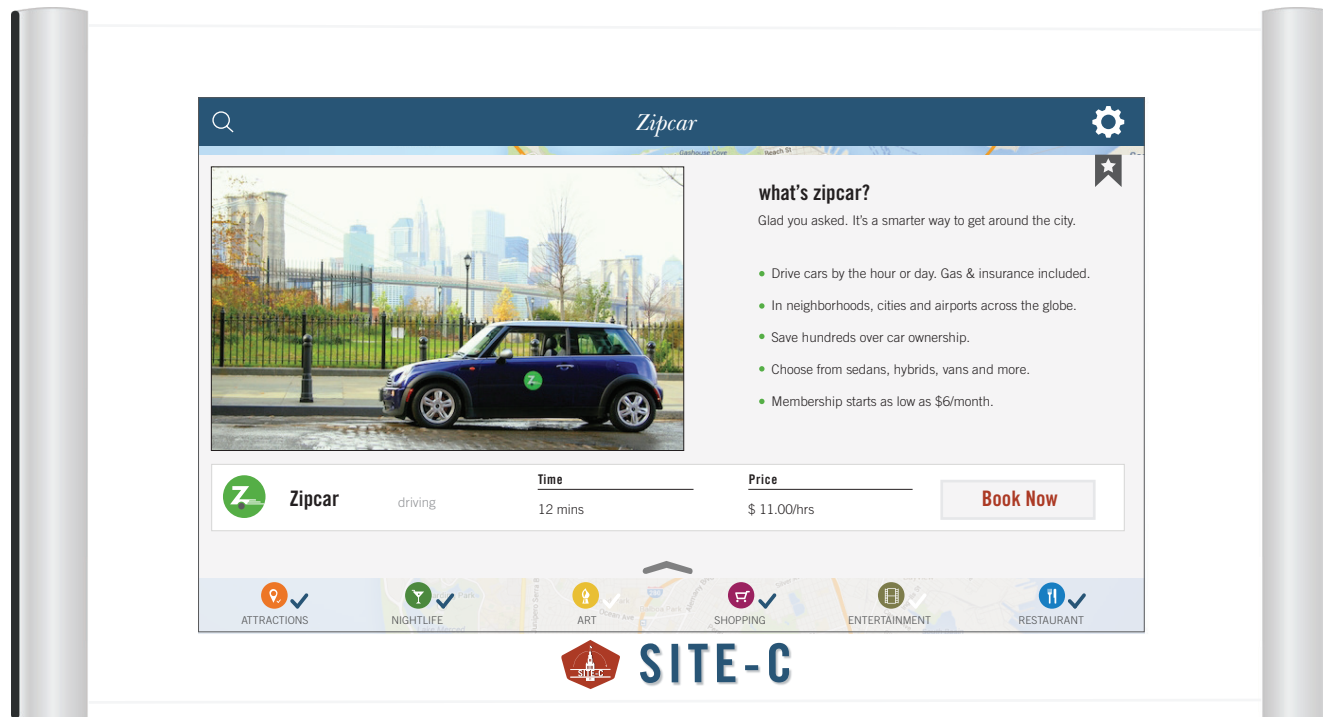
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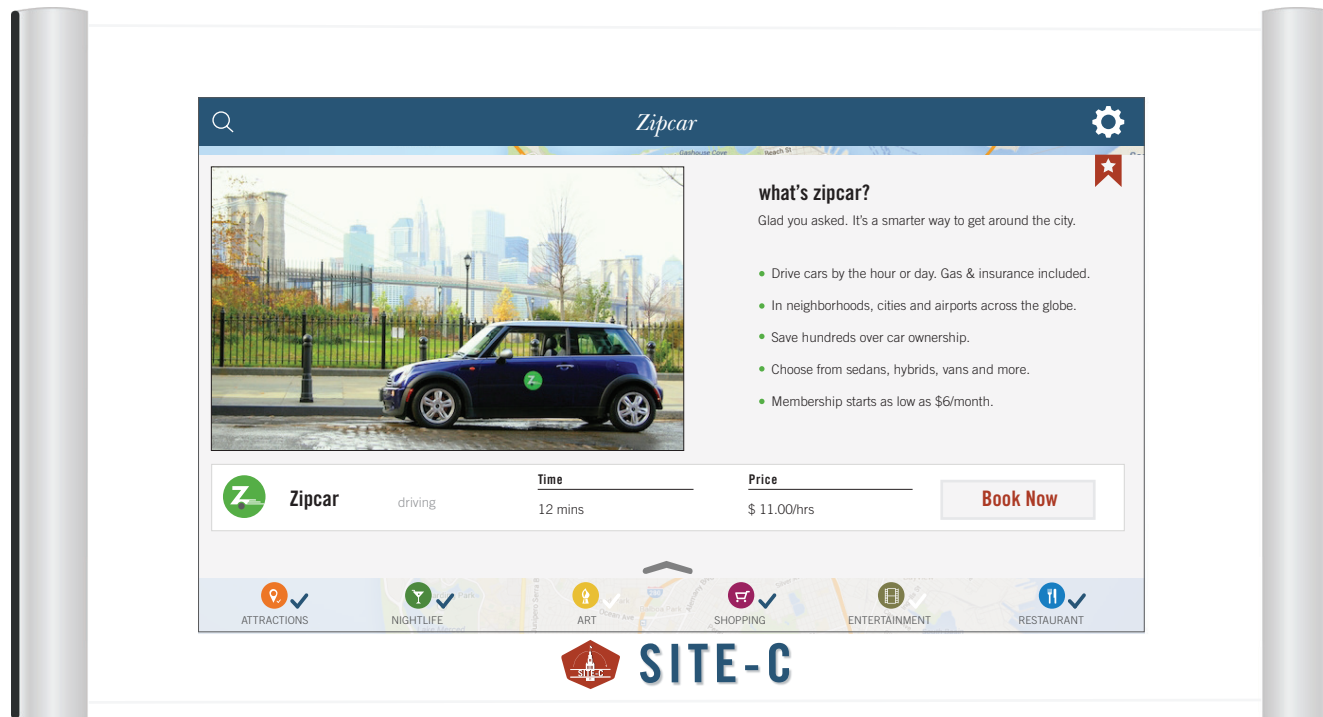
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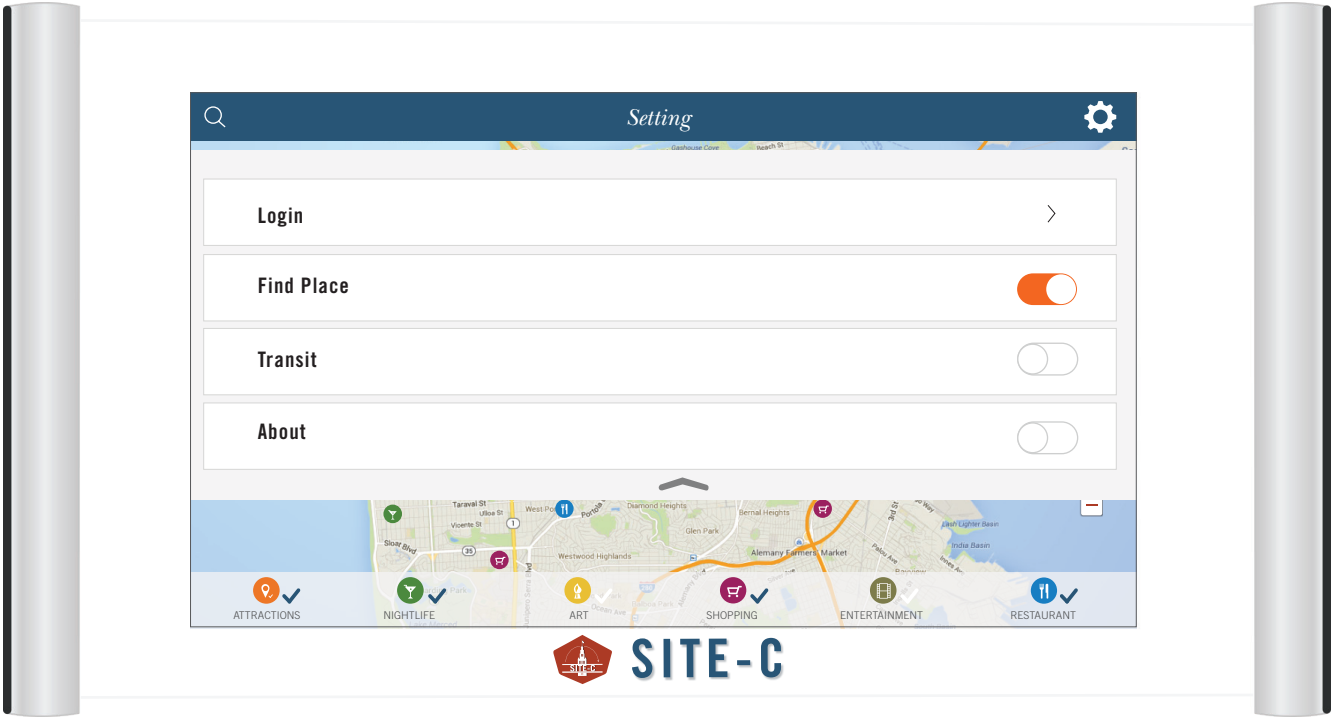
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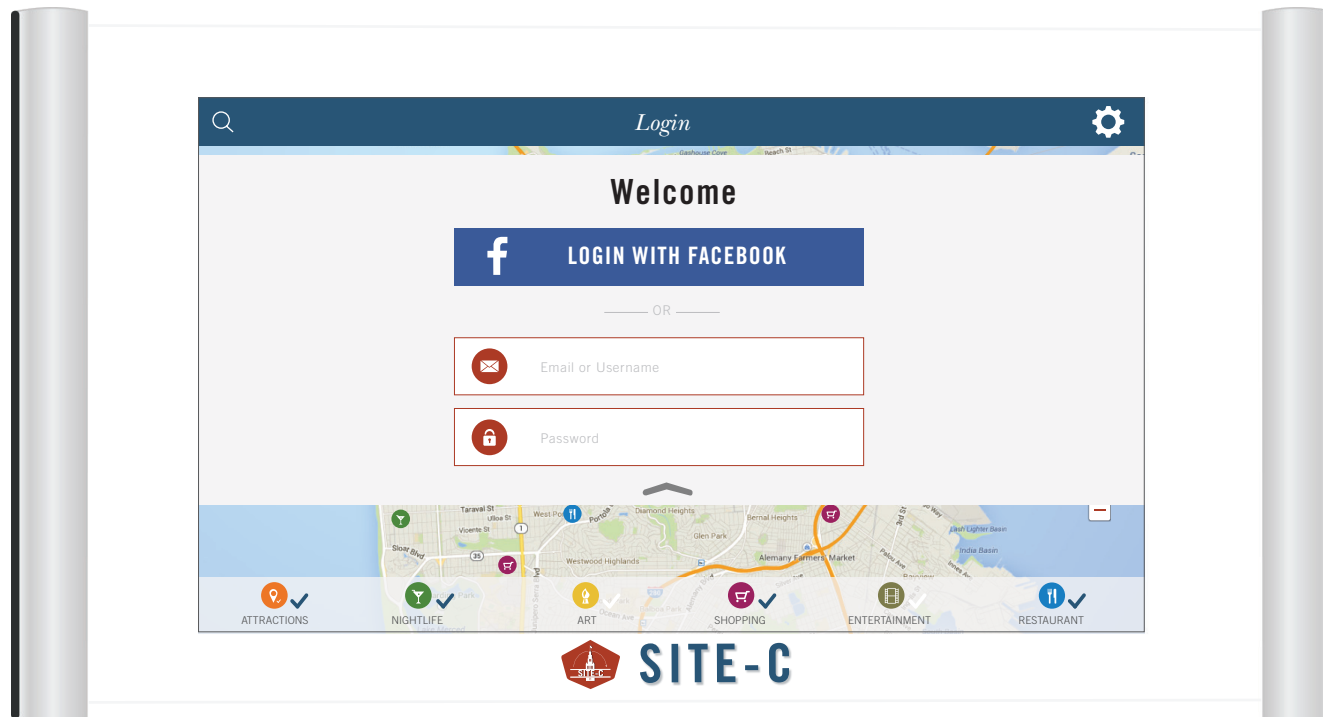
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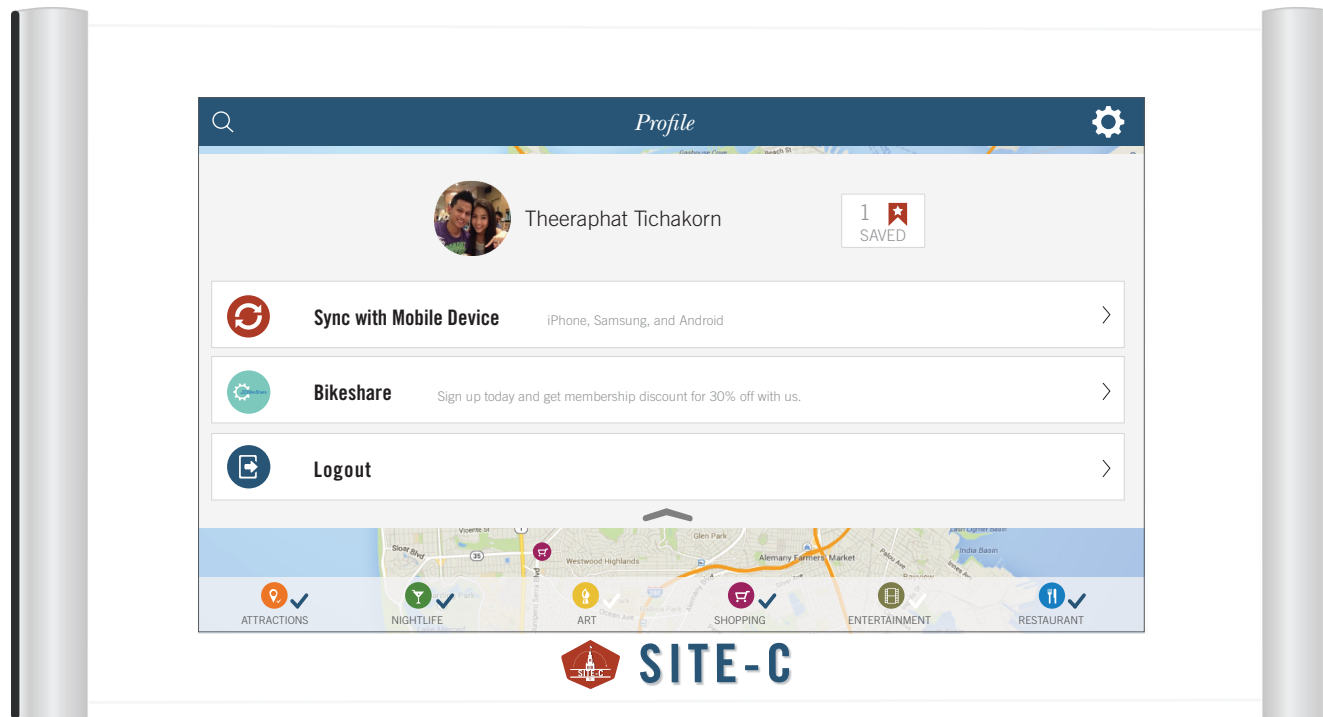
Kiosk : User Interface Design



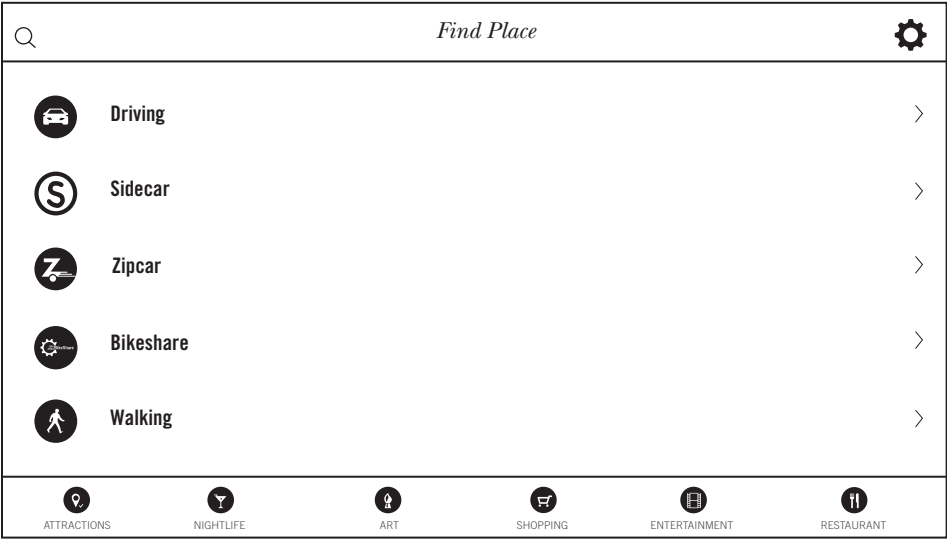
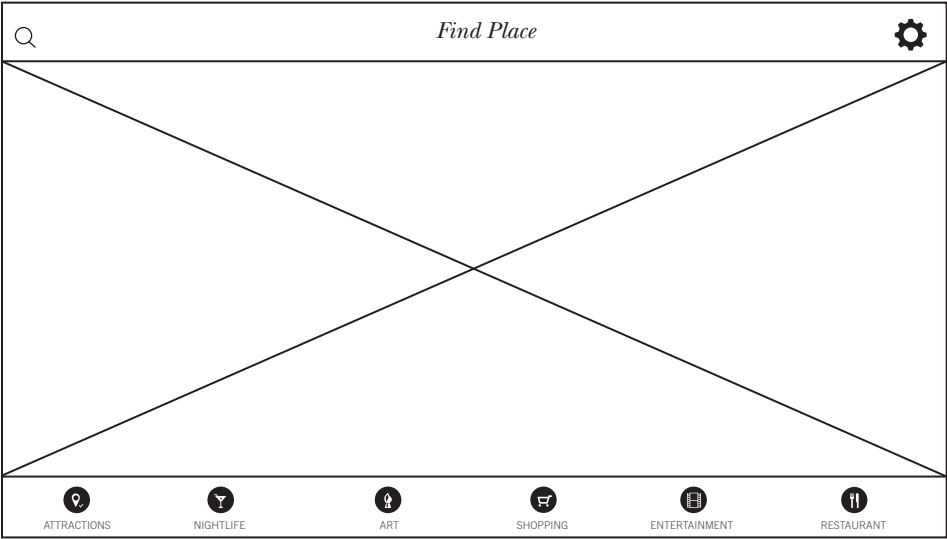
Kiosk : User Interface Design



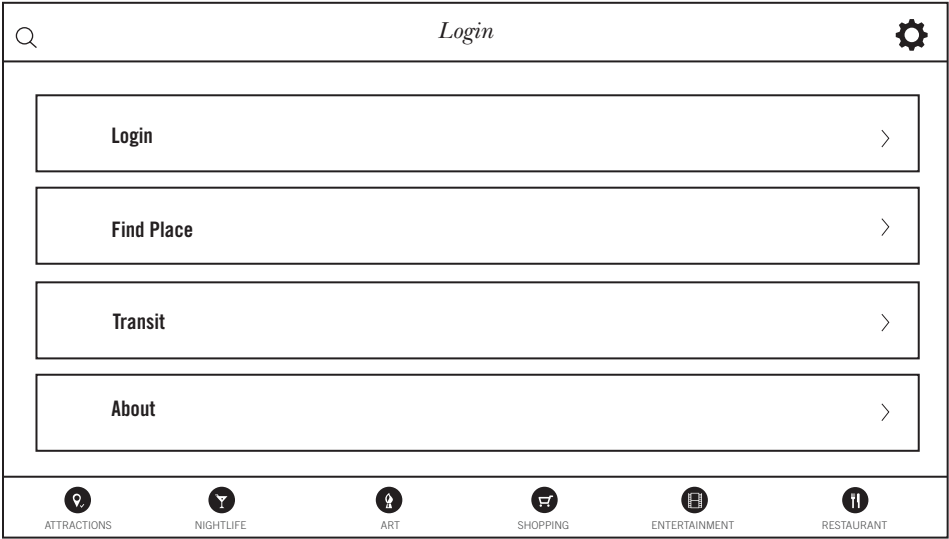
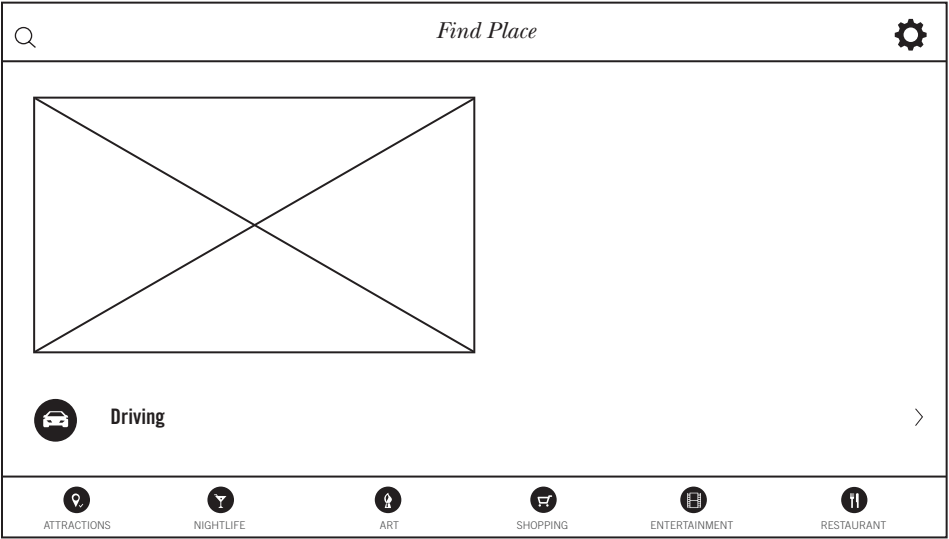
Kiosk : User Interface Design



Kiosk : Wireframe Design



Kiosk : Wireframe Design



Kiosk : Wireframe Design

Login

Welcome

LOGIN WITH FACEBOOK

OR

USERNAME

PASSWORD

Attractions

Nightlife

Art

Shopping

Entertainment

Restaurant

Profile

Sync

Bikeshare

Logout

Attractions

Nightlife

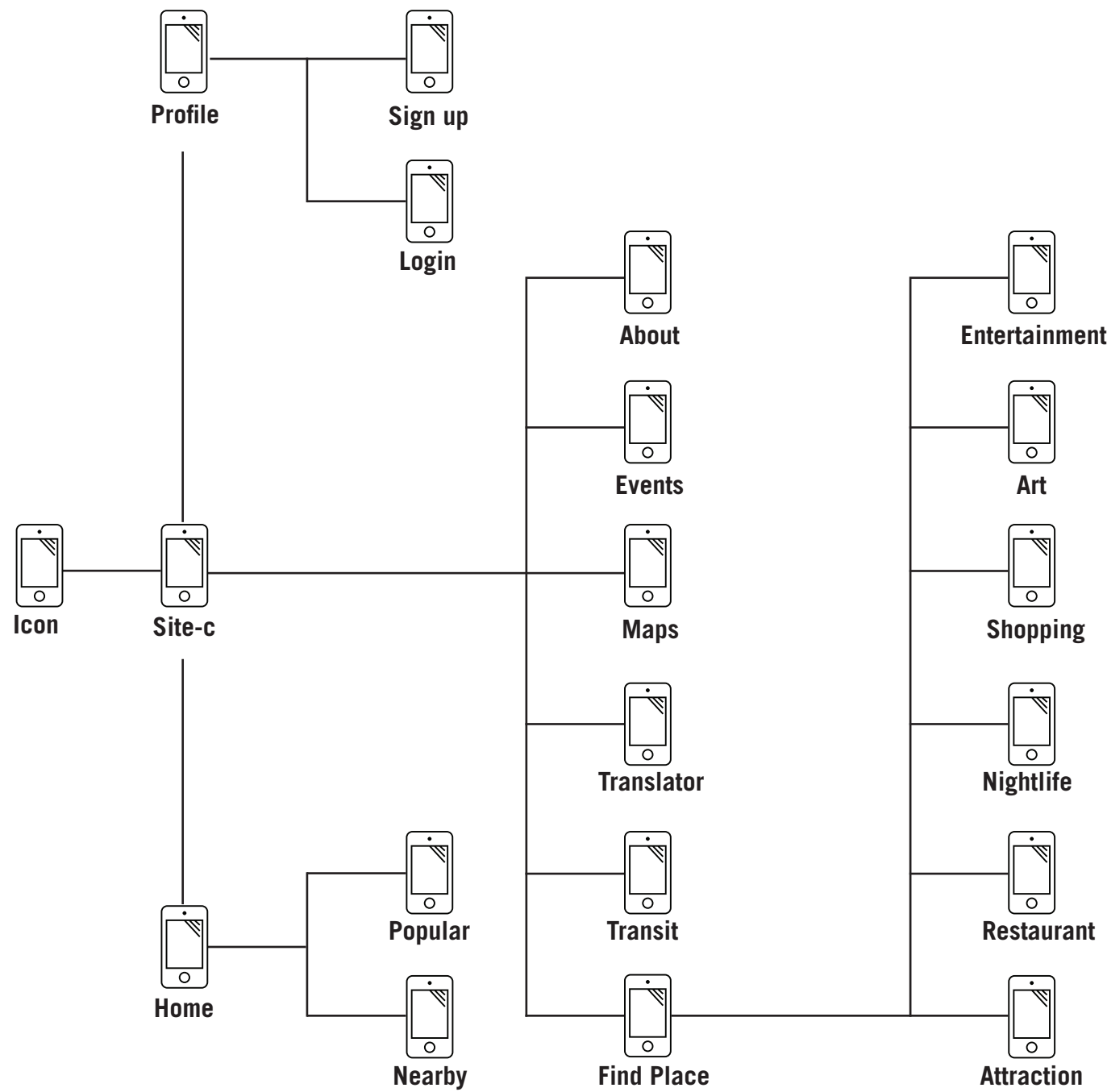
Art

Shopping

Entertainment

Restaurant

Mobile Flow Chart



Persona 2



Name:	Kevin Nuñez
Age:	59
Occupation:	Wine sales associated
Tools for transit guide:	Google Map on Site and iPhone
Transportation:	Own a car but takes train to work

Story

Has been living in New York for the whole life. He takes train to work everyday. He loves to travel around the world.

Mobile Experience

Q: How often do you use smart phone to find place?

A: Not that often, I use computer to find place and print it at home.

Persona 2 : User Interface Design

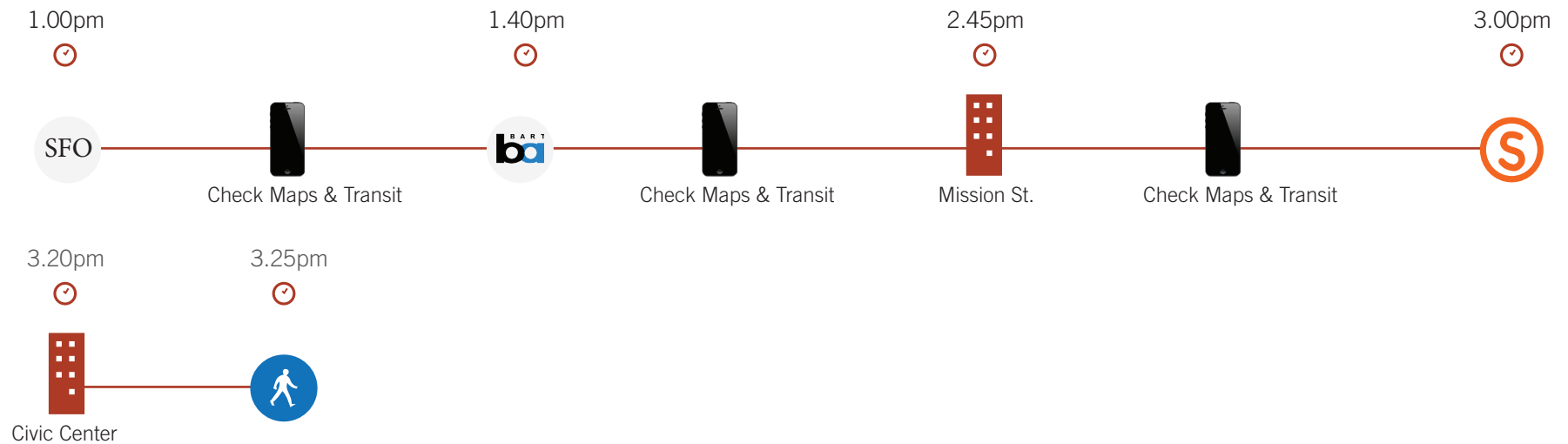


Keven is going to visit his cousin at San Francisco. He wants to meet his cousin at Civic Center.

From: 71 Broadway New York, NY

To: SFO Airport, Mission St, Civic Center

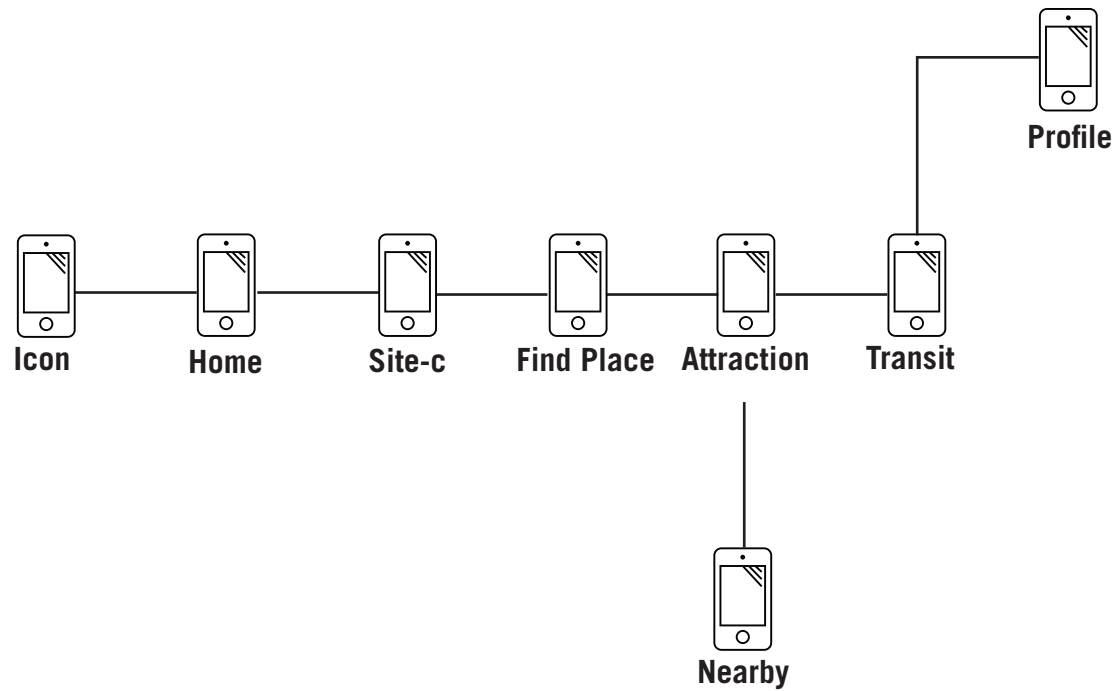
Route: Zipcar



Persona 2 : Flowchart



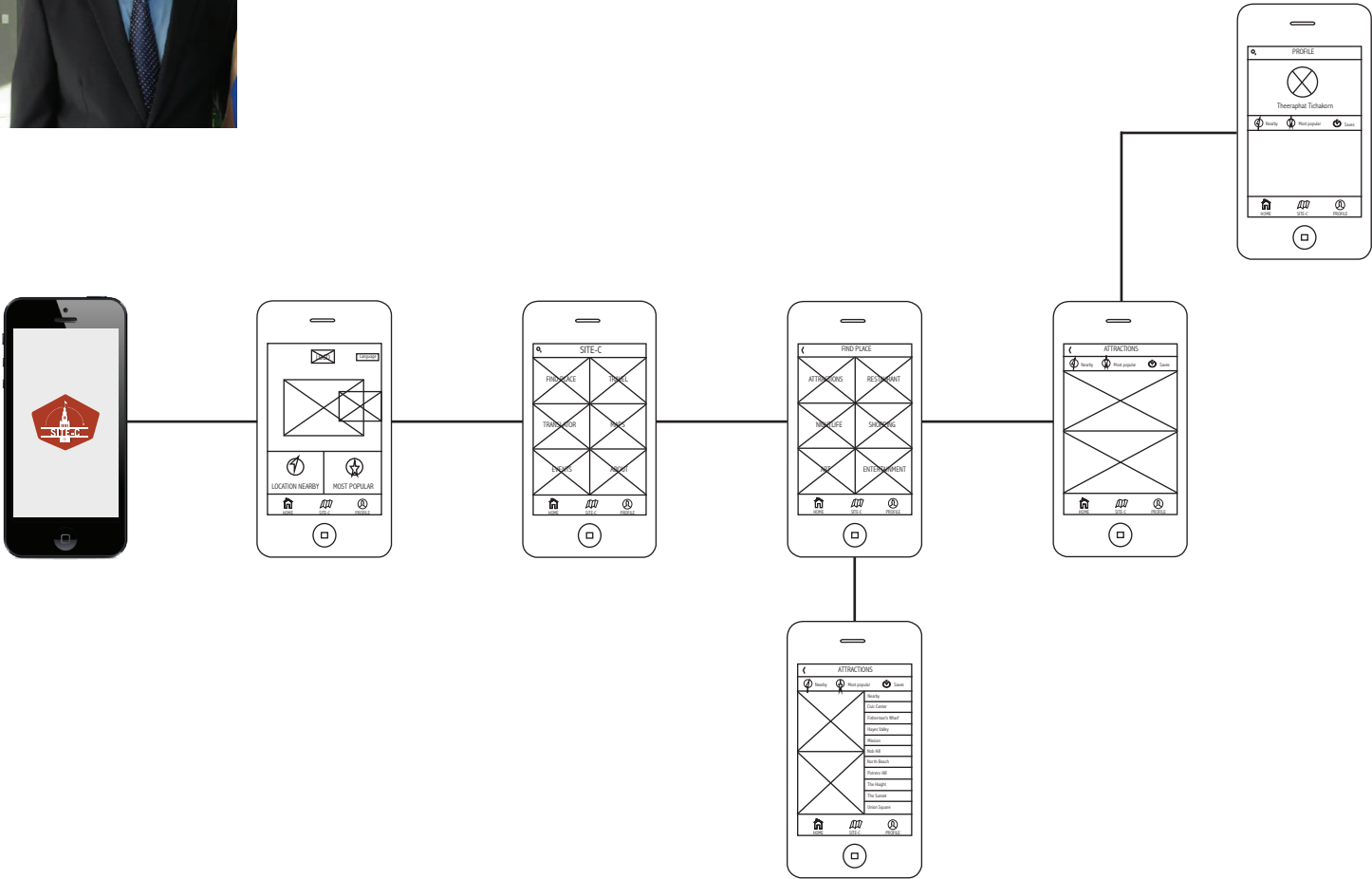
Scenario 02: Gary wants to go to Civic Center to meet up with his cousin.



Persona 2 : Flowchart



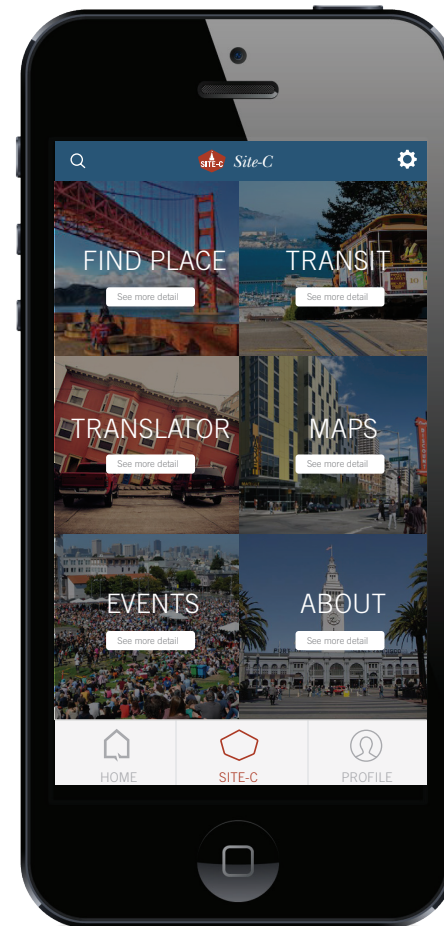
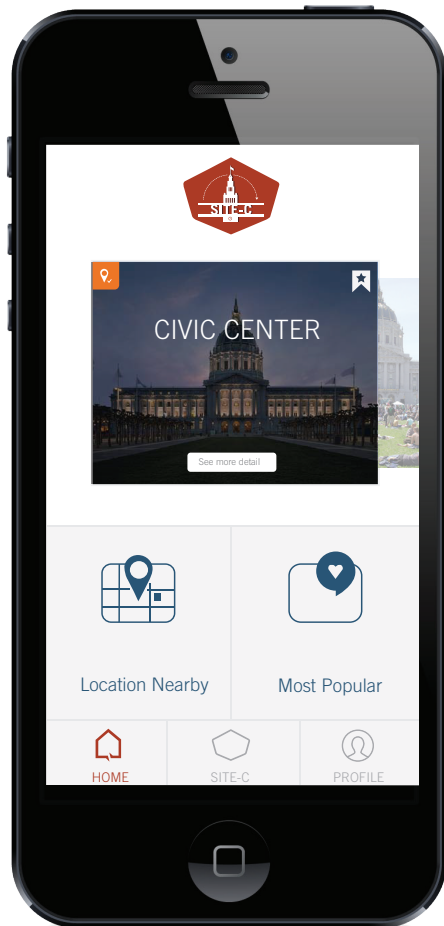
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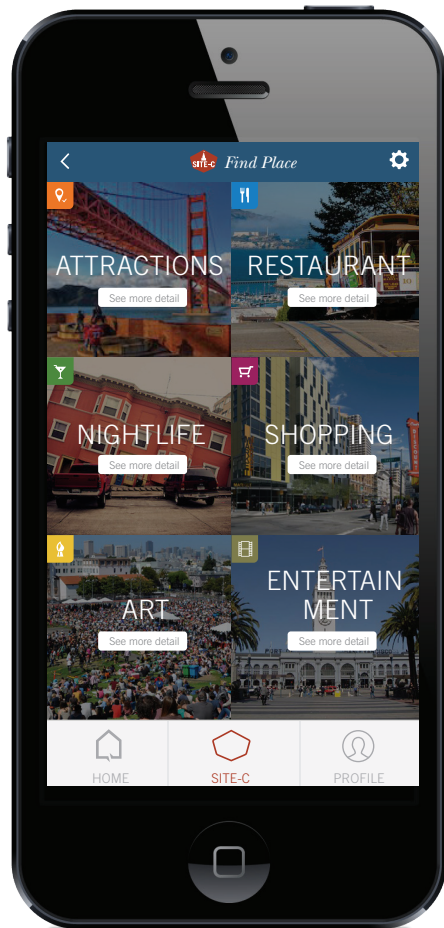
Mobile App : User Interface Design



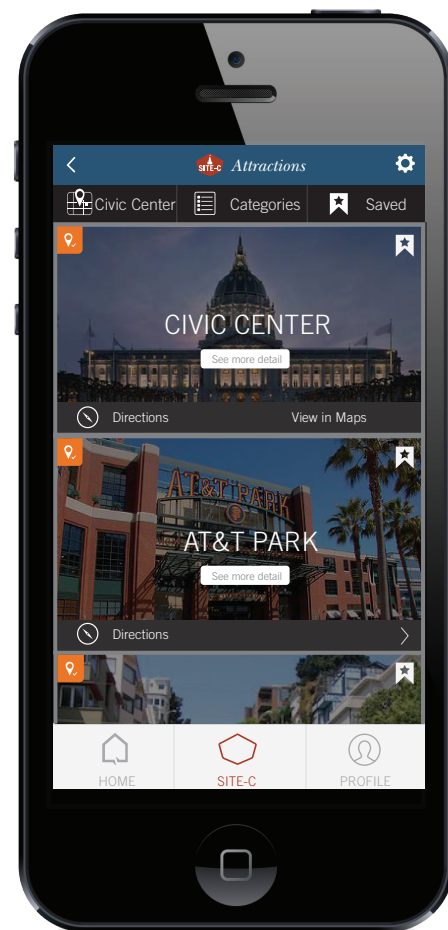
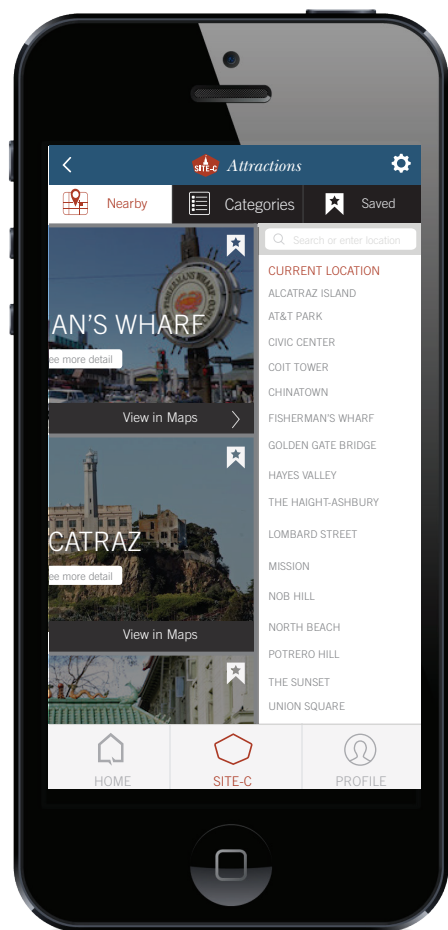
Mobile App : User Interface Design



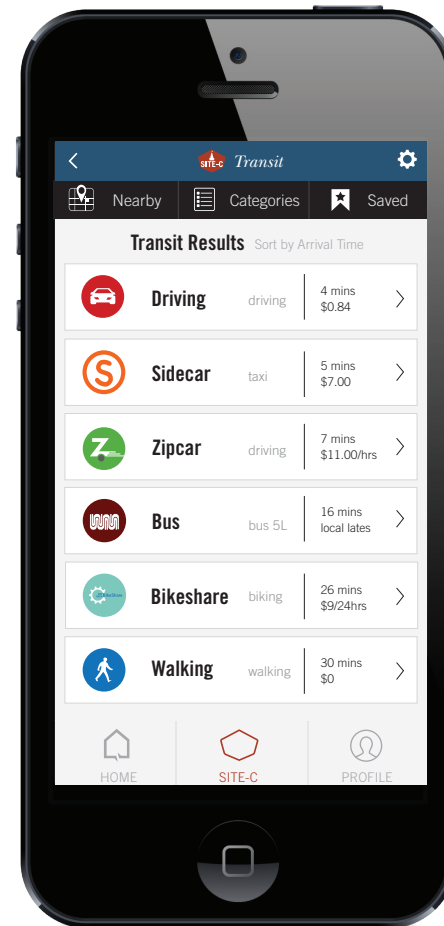
Mobile App : User Interface Design



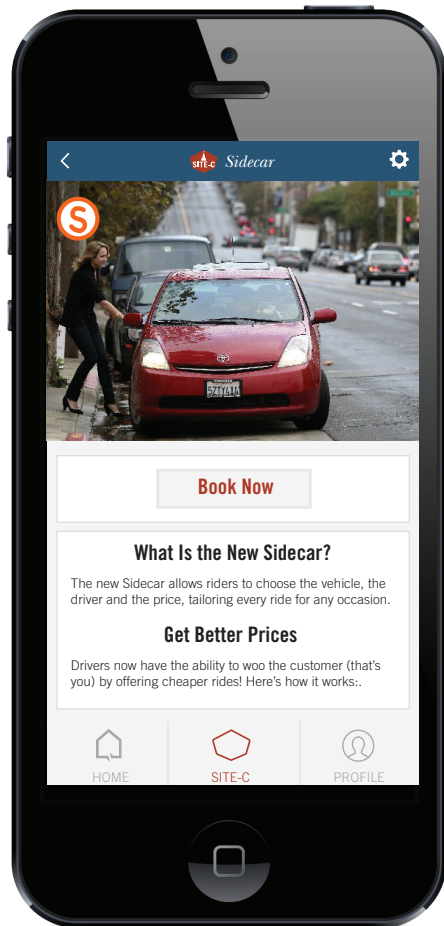
Mobile App : User Interface Design



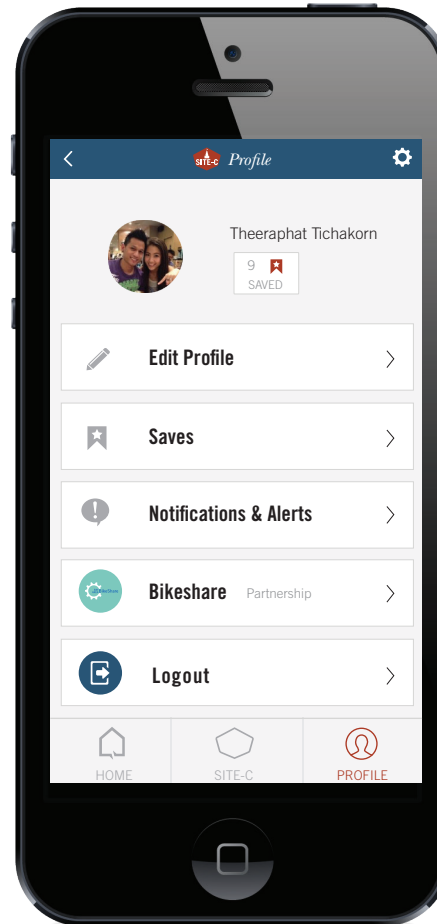
Mobile App : User Interface Design



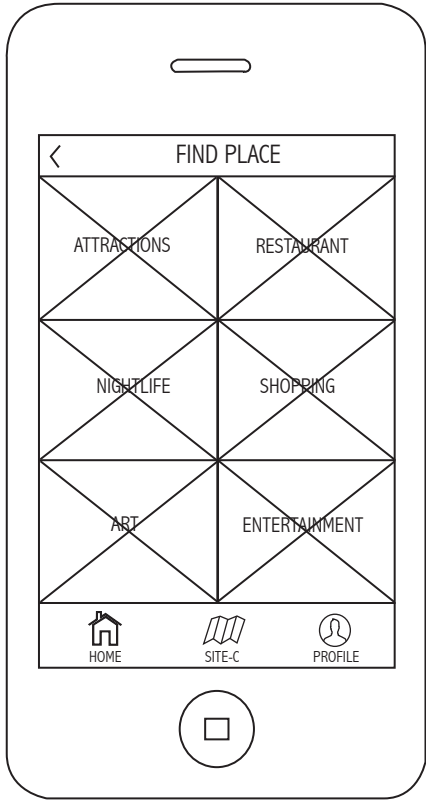
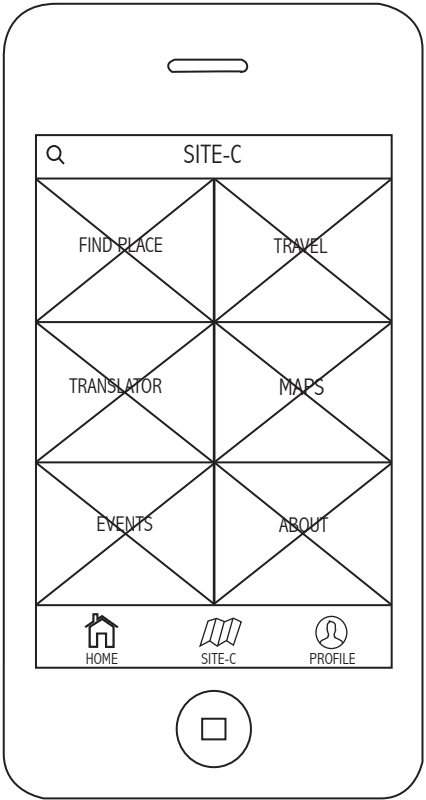
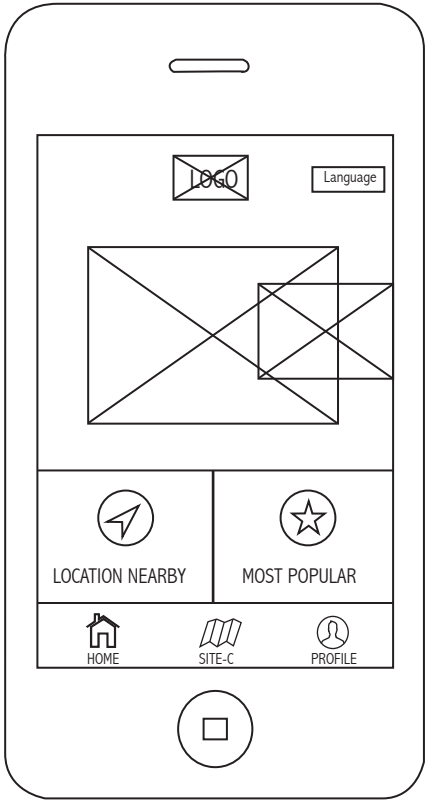
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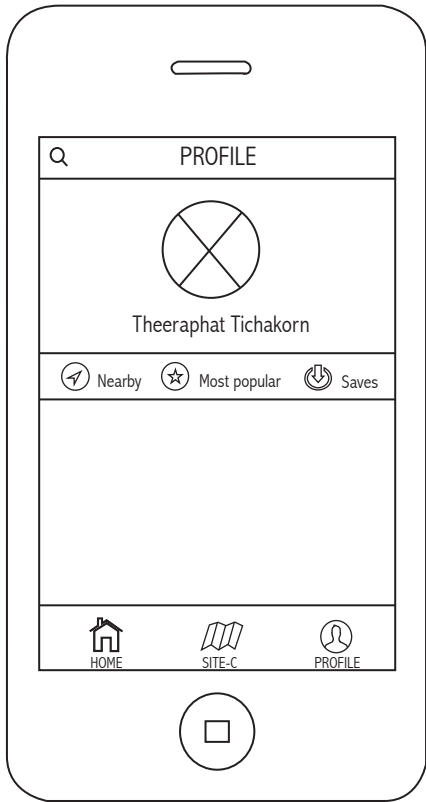
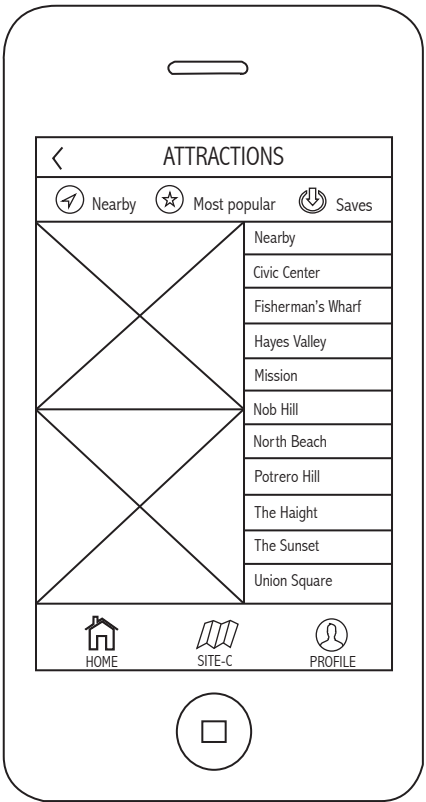
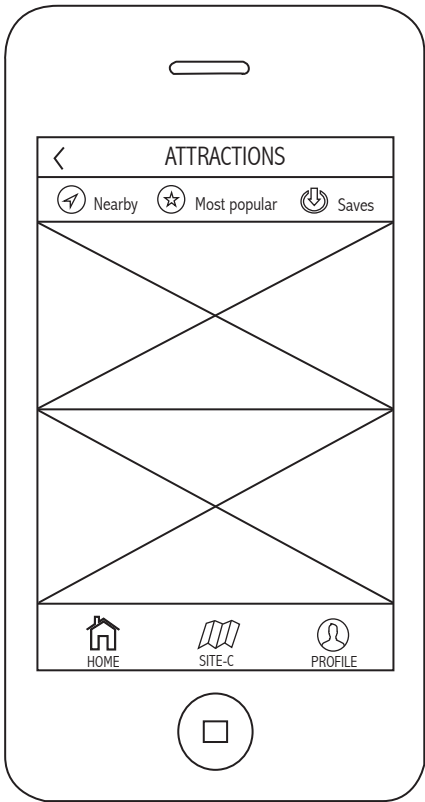
Mobile App : User Interface Design



Mobile : Wireframe Design



Mobile : Wireframe Design



SITE-C

Search, Discover, Explore.



Thank You

Theeraphat Tichakorn

Web Design + New Media