

# TRAVEL IMPRESSION

## The Design of a user-centered personal travel diary application

The project aims to achieve the need for self expression within the concept of travel diary, to be user-centric and to meet people's needs for recording and expression. This will allow users to have better user experiences and more interesting means of recording travel experience through novel forms of self-creation.

### Target users



The target audiences will be adult chinese citizens (ages 18 - 35) who have some travel experience.

### The dominant modes of travel documenting



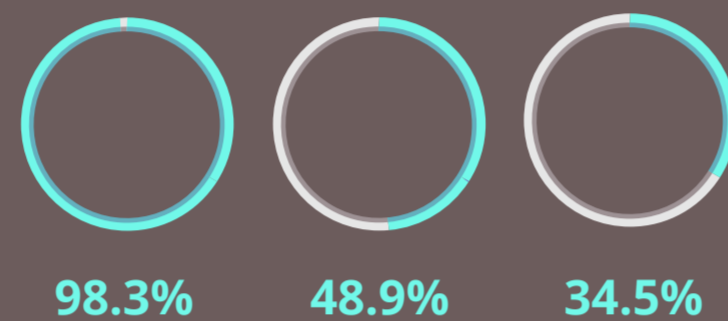
The sharing of travel experiences is formulaic; people do the iconic things during travel and share the same things after travel. Although people might not get a unique travel experience, most, however, yearn for this. This includes not only travel content, but also the recording and sharing of the travel experience during and after travel.

### The medium



The app will be based on mobile devices so users can record and create their impressions during the trip. It is user friendly and easy to use in most cases.

### Mobile users



788 million Chinese use smartphones (98.3% of the netizens, while desktop computer and laptop users are 48.9% and 34.5%)

### Convenience



Users can use the app to record travel experience in any time during or after travel.

### How it works



The app will allow users input the travel log. For example: temperature, sound, smell, weather, location, time, feeling etc. The travel log will recorded by different creation mode like sketching, hand-writing, collage etc.

### The output



The app collects the creations and classify the experience by the mode of travel diary. Users collect the memory and choose to share the diary on social media or keep the diary in local device.

