



Destination *Unknown*

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Concept *Rationale*



What if you could take a road trip to a surprise location? The idea behind destination unknown is that you can do just that. The mystery travel idea has been done, but the goals of destination unknown are to keep the price reasonable, avoid tourism type destinations, and to enable users to design trips for other users to visit their home town. To help refine these goals, extensive research was needed.

Competitor Research



Magical Mystery Tours

Not an actual app, but a service (and an expensive one at that!). Minimum price is for a 1 weekend trip for 2 people: \$1,200. Extensive planning takes the fun out of the surprise, and that price tag doesn't cover travel, lodging, or food, it's just the service of them creating a trip that caters to users individually.

MAGICAL MYSTERY TOURS DID YOU KNOW? Magical Mystery Tours also books standard travel for business and pleasure! [FIND OUT MORE](#)

Book a Tour | How It Works | Media | Blog

AS FEATURED IN THE NEW YORK TIMES
Instead of choosing your next vacation destination, what if it was a surprise?

“...ask clients questions about their passions and then design personalized surprise itineraries including flights, hotels and activities, based on their responses.”
- STEPHANIE ROSENBLUM -

The New York Times

Magical Mystery Tours specializes in mystery trips. Travelers set a few parameters (budget, dates, etc.) and don't learn their destination until arriving at the airport.

“How does this work?”
“What do you tell us?”
“How much does it cost?”
ALL THIS AND MORE in the **FAQ**

Book A Tour!

MIGHT WE SUGGEST...

 Costa Rica Explore rainforests, hike volcanoes, or visit the world's only sloth orphanage in this eco-tourism Eden. Play hard by zip-lining through dense canopies, rafting through continuous white water, and spelunking in limestone caves. Later you can treat your aching muscles to ... Continue reading →	 Hong Kong Enjoy a dim sum lunch before travelling up Victoria Peak and gazing at the sparkling city below. Later you might want to join in on a tai chi lesson in the park or try wandering through some of the area's ... Continue reading →	 New York City Catch sight of a celebrity by hanging out at Madison Square Garden, shopping along 5th Avenue, catching a show on Broadway, or eating at a posh restaurant. Or, if star gazing isn't your thing, try visiting iconic New York sites. ... Continue reading →	 Montego Bay Relax on a sun-drenched beach as calypso music dances on the breeze and a waiter brings you another rum punch. Try some of the many activities the island has to offer, from snorkeling to deep-sea fishing to golf excursions. Or ... Continue reading →
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Competitor Research



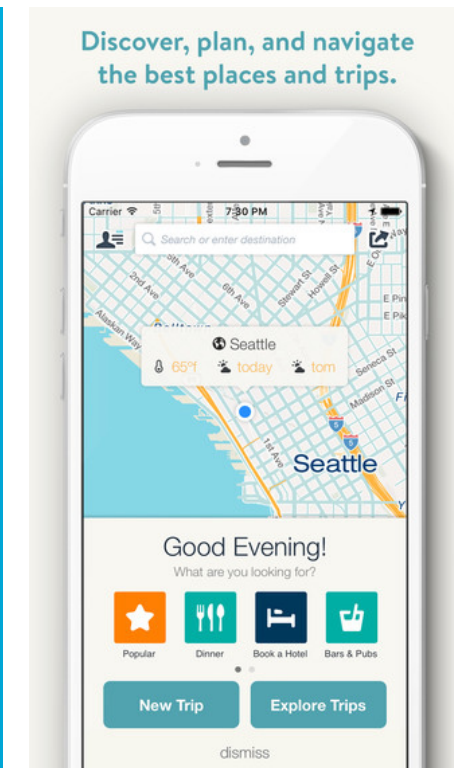
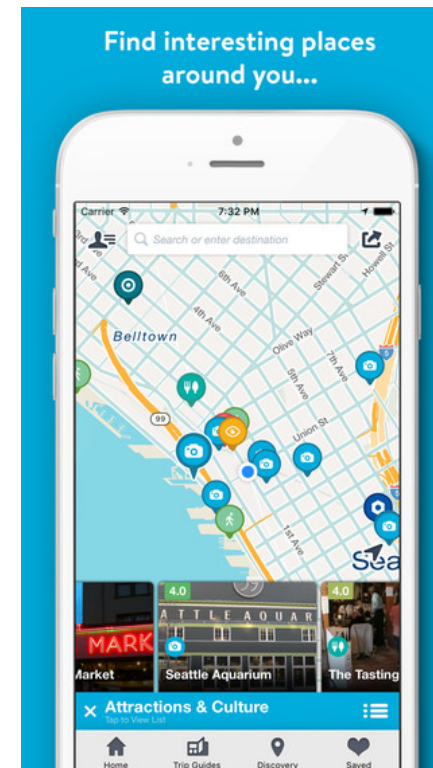
Road Tripper

The only map built for travelers. Plan your summer road trip with friends or find an amazing place nearby you never knew existed. You're always 5 minutes away from something awesome!



Plan trips directly from the app or on the web at roadtrippers.com, then share them with a group. Friends can add suggestions to the itinerary and travel with their favorite navigation app.

Not a mystery travel app, but a very prevalent road trip planning app. To keep prices down Destination Unknown is based on road trips, so I looked to these for inspiration.



Competitor Research



Waze

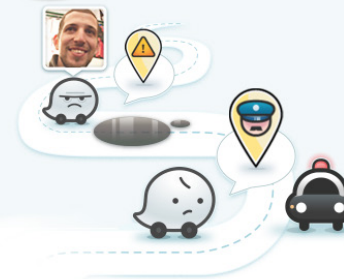
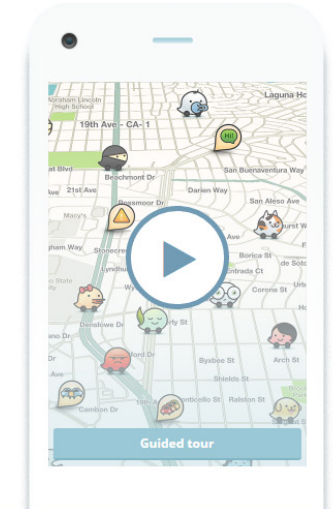
Critically acclaimed, another road trip app I looked to for inspiration. Waze uses crowd sourcing to get accurate, real-time traffic information. It even has information about toll bridges and accident activity.



Get the best route, every day, with real-time help from other drivers.

Waze is the world's largest community-based traffic and navigation app. Join other drivers in your area who share real-time traffic and road info, saving everyone time and gas money on their daily commute.

WAZE. OUTSMARTING TRAFFIC, TOGETHER.



Nothing can beat real people working together

Imagine millions of drivers out on the roads, working together towards a common goal: to outsmart traffic and get everyone the best route to work and back, every day.

Traffic is more than just red lines on the map

Get alerted before you approach police, accidents, road hazards or traffic jams, all shared by other drivers in real-time. It's like a personal heads-up from a few million of your friends on the road.



Interview Research



Data collected from interviews showed some interesting trends. Of those surveyed that are willing to go on a road trip with an unknown destination, 80% said they wanted to keep the trip to a maximum of one weekend, in case they didn't like the destination they end up at. Additionally, users want to avoid ending up at very tourist-y feeling places, and instead would rather end up in unique, undiscovered, or otherwise interesting places, as opposed to that one street in every small US town with a mcdonalds on it.

Spontaneousness, adventure, and exploration are priorities of the target audience, but also noteworthy is the need to avoid the concept of creepy hitchhikers or ending up lost in an unknown area.

User Goals



“The Adventurer”

Persona A - Power User

Age: 18-35

A person who has probably already gone on a road trip prior to downloading this app. Persona A is thrill seeking, and loves the idea of the mystery that comes with DU. Spontaneous, young, not rooted into a settled down life, Persona A is ready to travel and explore his/her surroundings. Likely crippled by student loans, Persona A is on a serious budget, and road trips are much preferred to plane trips to other countries. Also, Persona A has, or knows someone with a car (probably their parent's, or purchased from their parent's for cheap.



User Goals



“The Explorer”

Persona B - Moderate User

Age: 25-40

Persona B is likely to create a road trip for others to explore his own town. Highly interested in discovering the knooks and crannys of nearby towns, Persona B wants to end up in a trendy cafe or a hole-in-the-wall diner. Experience's off the beaten path, and places to take his friends that they have never been/heard of are the main goals of Persona B.



User Goals



“The Reserved”

Persona C - Anti User

Age: 35+

Persona C is too reserved for a road trip without a destination. This user has prior commitments, or is just too busy for a spontaneous road trip app. Perhaps too afraid of the unknown, or concerned the trip won't be exciting enough, or isn't willing to plan a trip, Persona C is antithesis of the target audience.



User Flow



Decide to go on a road trip



Plan a road trip using DU, fill out preferences, and decide how long the trip will be and how much it should cost



Embark on journey following DU's directions



Arrive, complete activities and see sights based on other user's planned trip that was matched for them



Review trip

Decide to plan a road trip



Fill out what town they are in, so DU can calculate travel time from other locations



Decide interesting activities to do and places to visit, prompted by app.

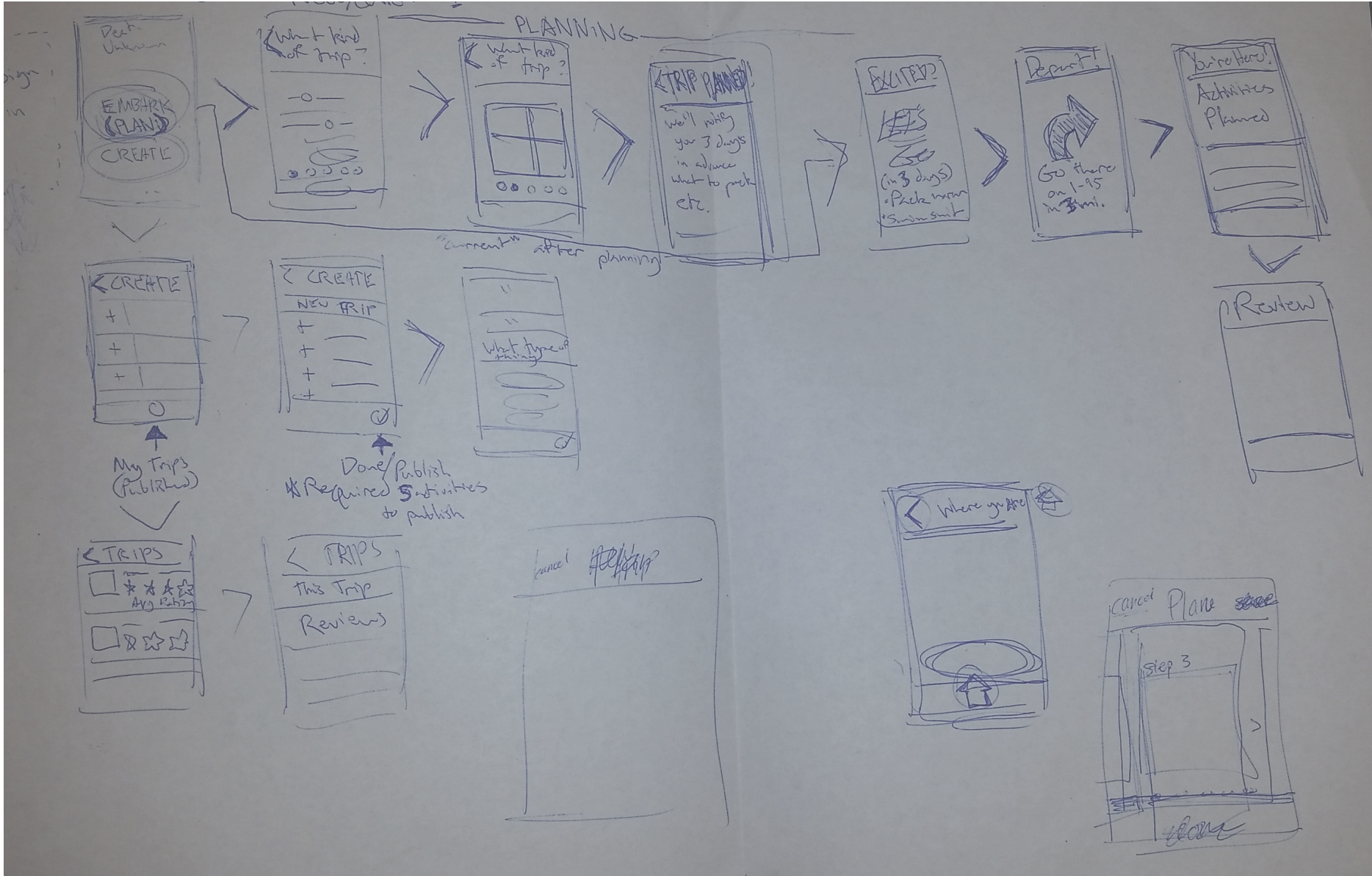


Get notified that another user went on a trip they designed



Review trip feedback

Application Sketches



Since the app only has two major functions, going on a trip and planning a trip, two main paths from the home page exist. After further research, a third button was needed to differentiate embarking on the current trip, and planning a new one. Abandoning the trip's suggestions and going off to explore on your own is always an option, so going on a trip previously prevented a user from starting a new one without completing the current trip.

Mood Board



Mood Board



Spontaneous

Mystery

Secret

Unknown

Road Trip

Oh the Places you'll go

Planner

USA

Weekend

Summer

Open Road

Travel

Journey

Adventure

Excitement

Fun

Discovery

Day trip

Exploration

Nonchalant

Laid back

Creative

Enticing

Uprooting

Fickle

Local

Non-Tourist

Classic

Friendly

Low Budget

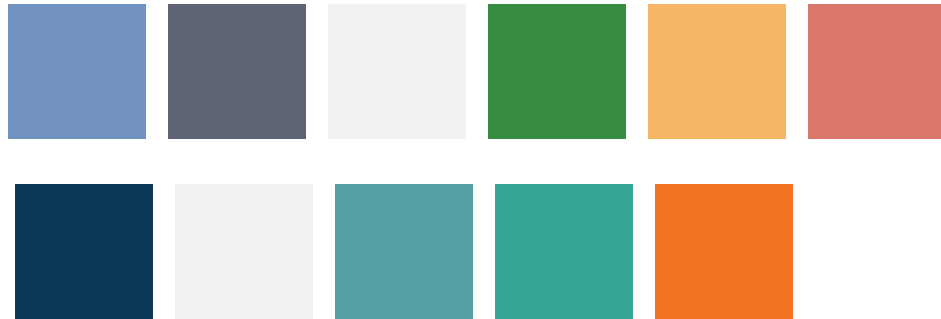
Gas stations

Midwest

Ford Thunderbird

Courageous

Color & Type



Destination: Unknown

Destination: Unknown

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Destination: Unknown

Destination Unknown

Destination: Unknown

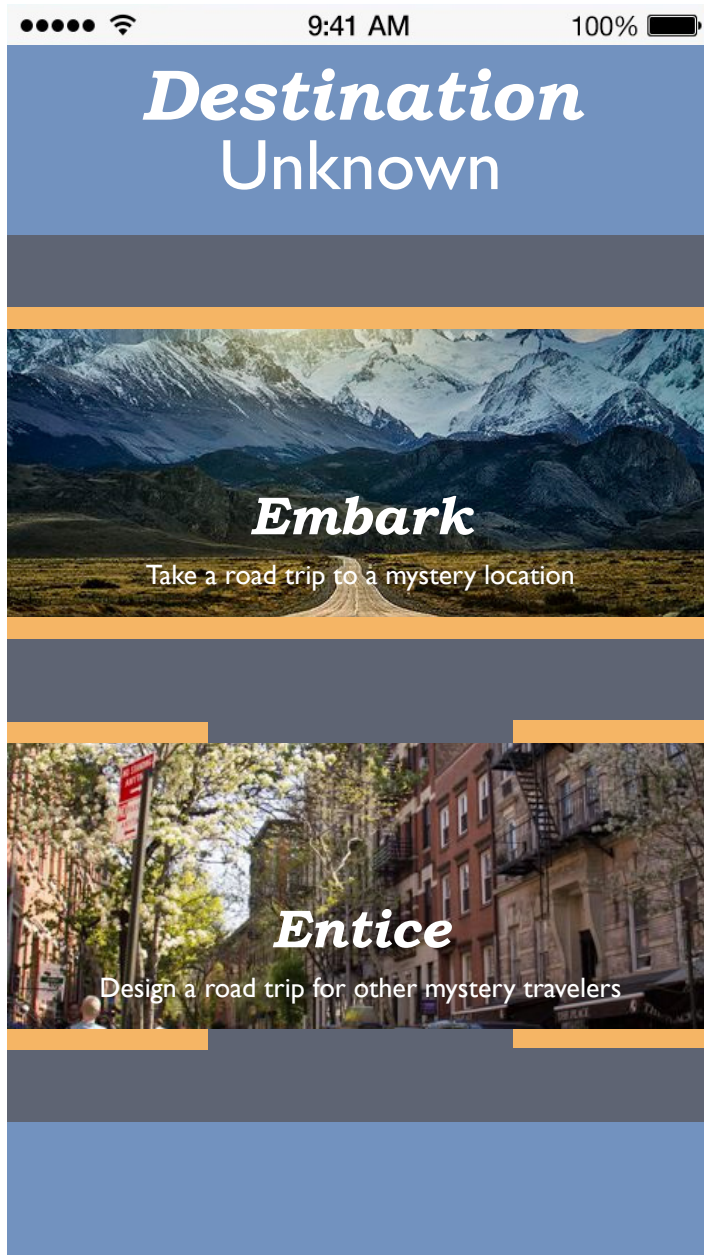
Destination: Unknown

Bookman Old Style

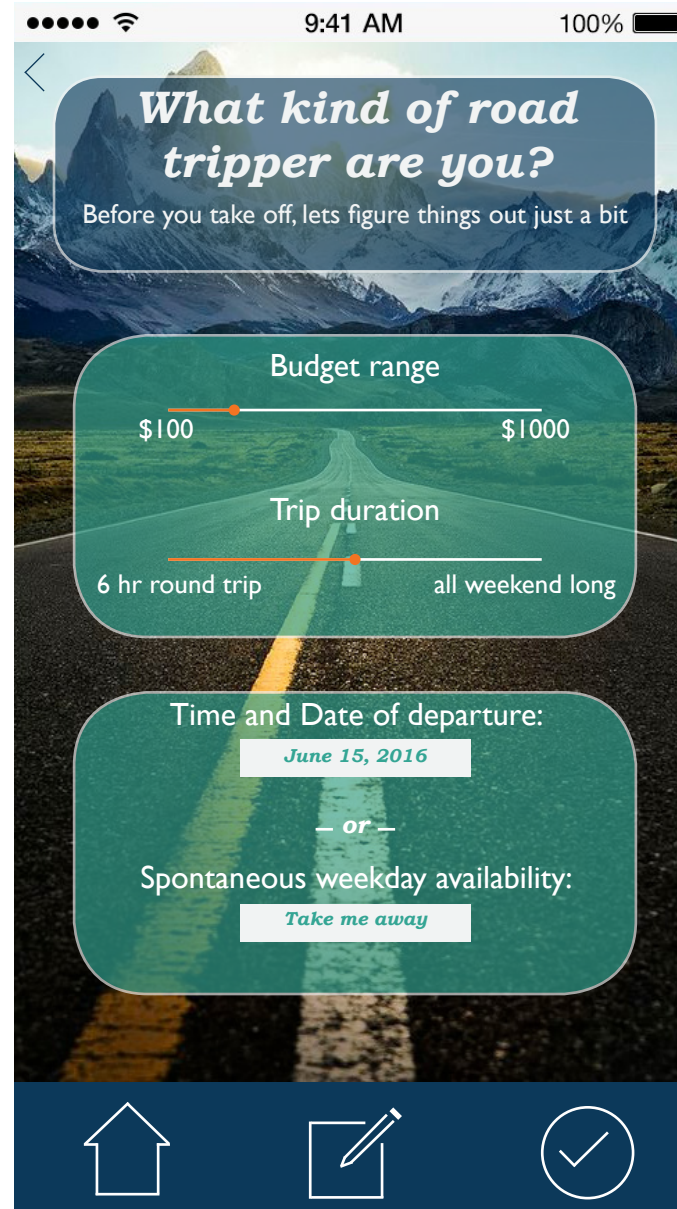
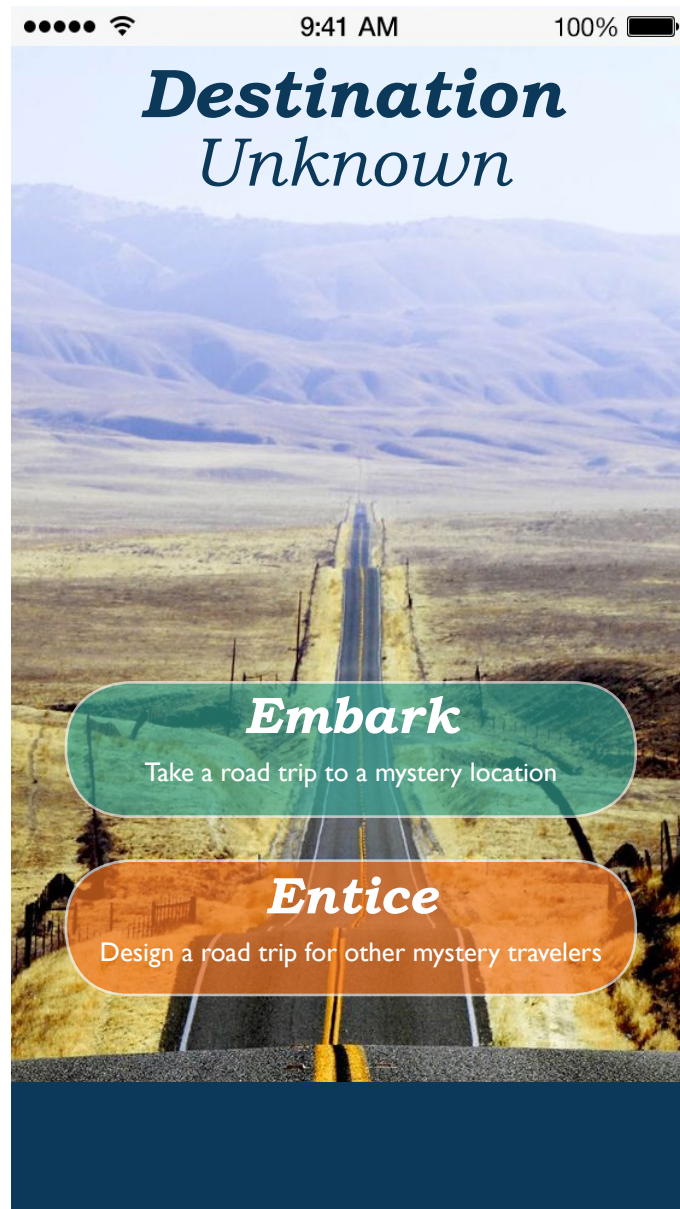
Destination: Unknown

Gill Sans MT

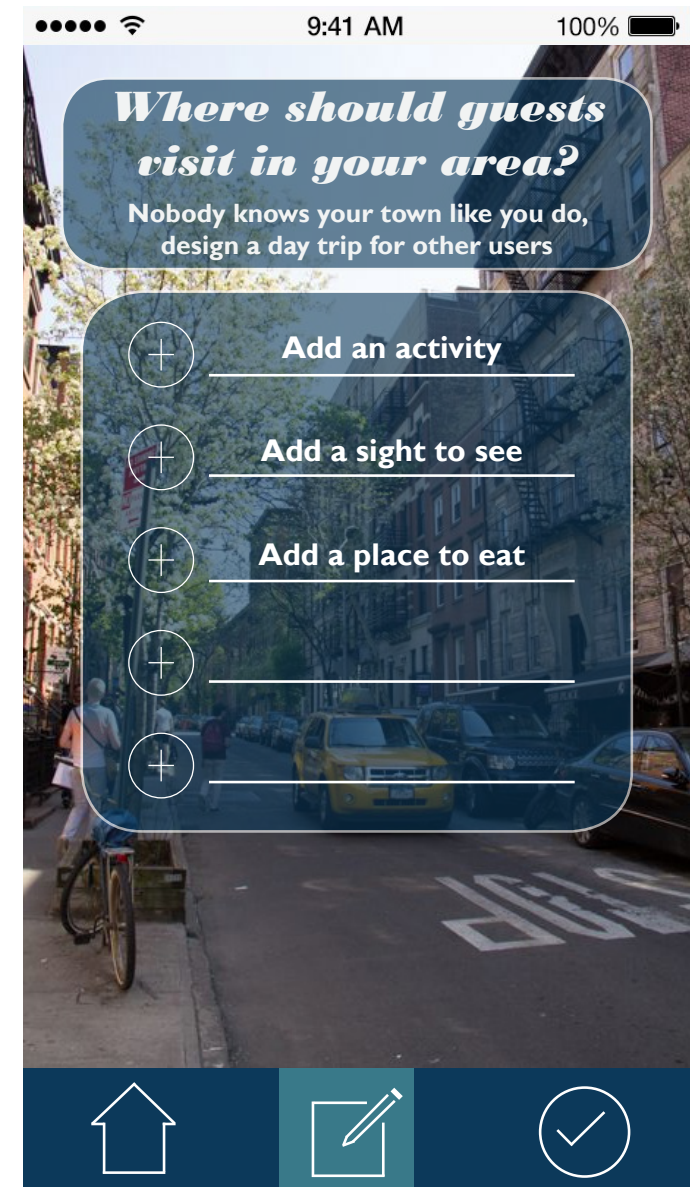
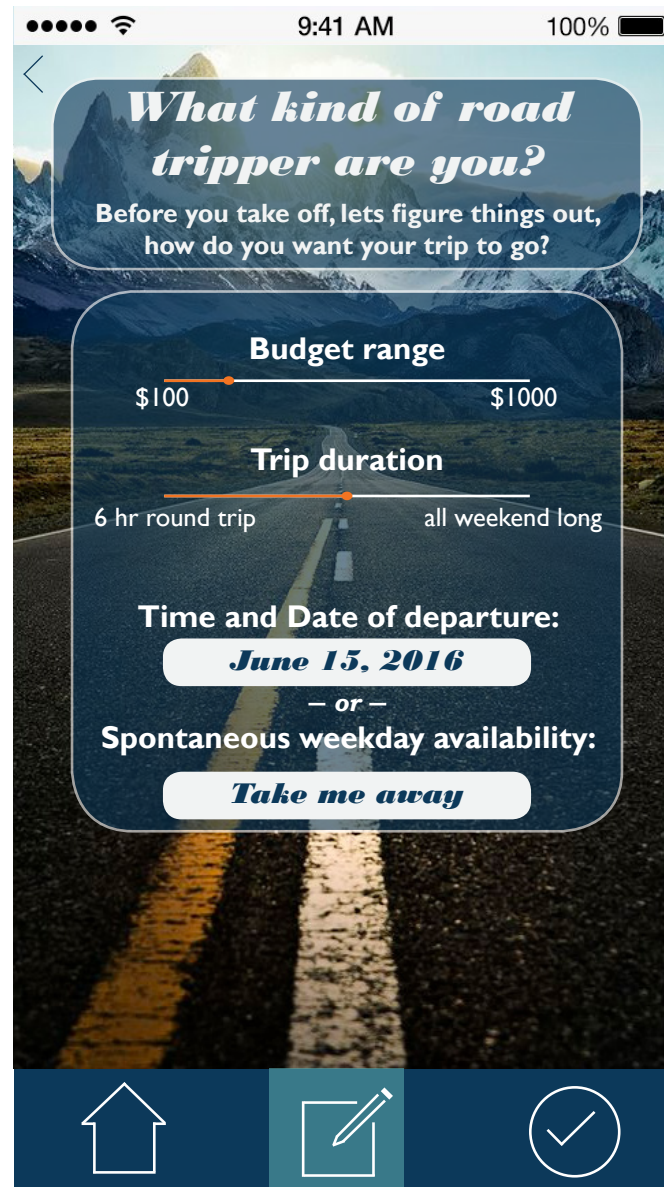
Visual Comps



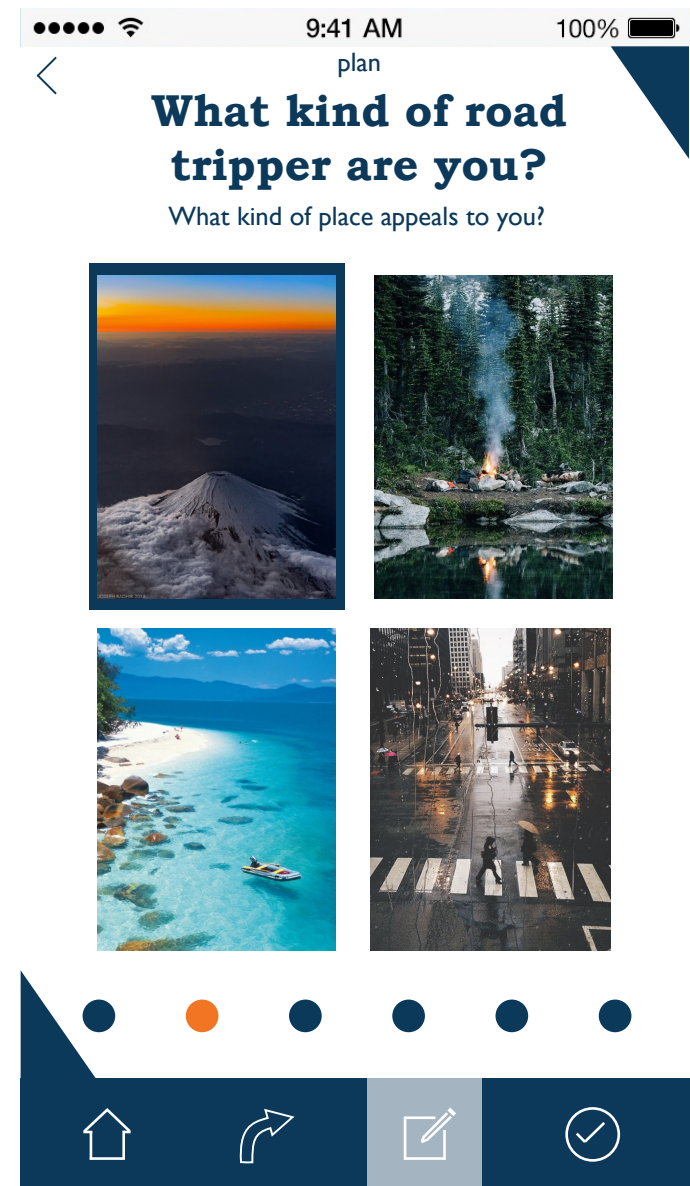
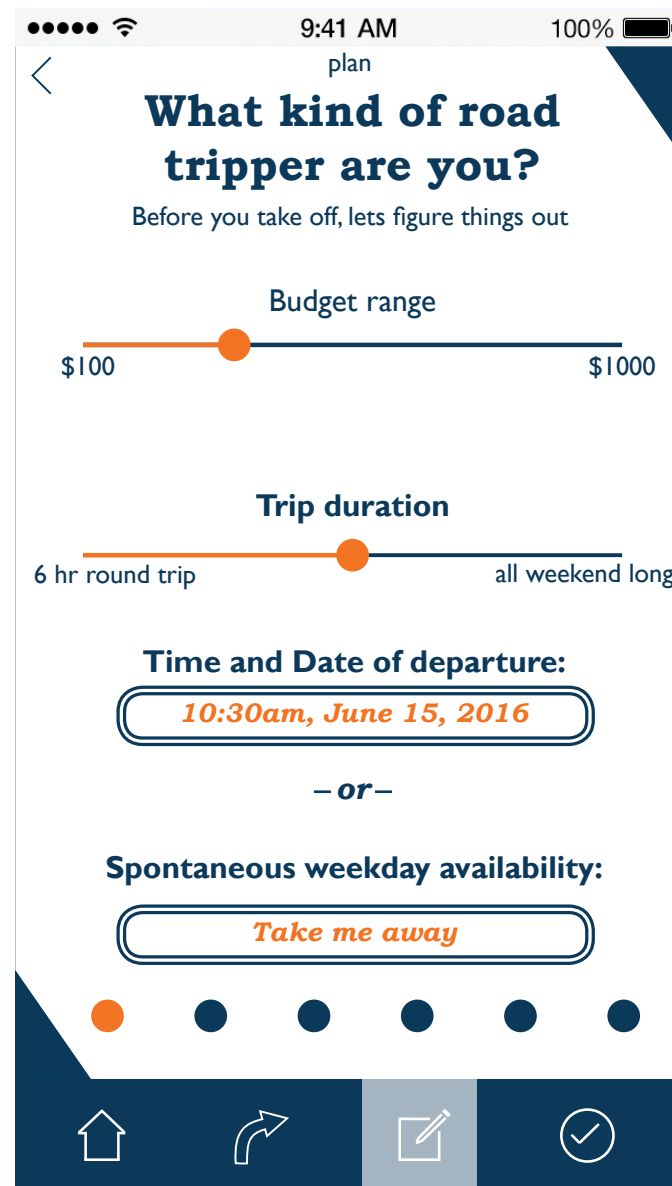
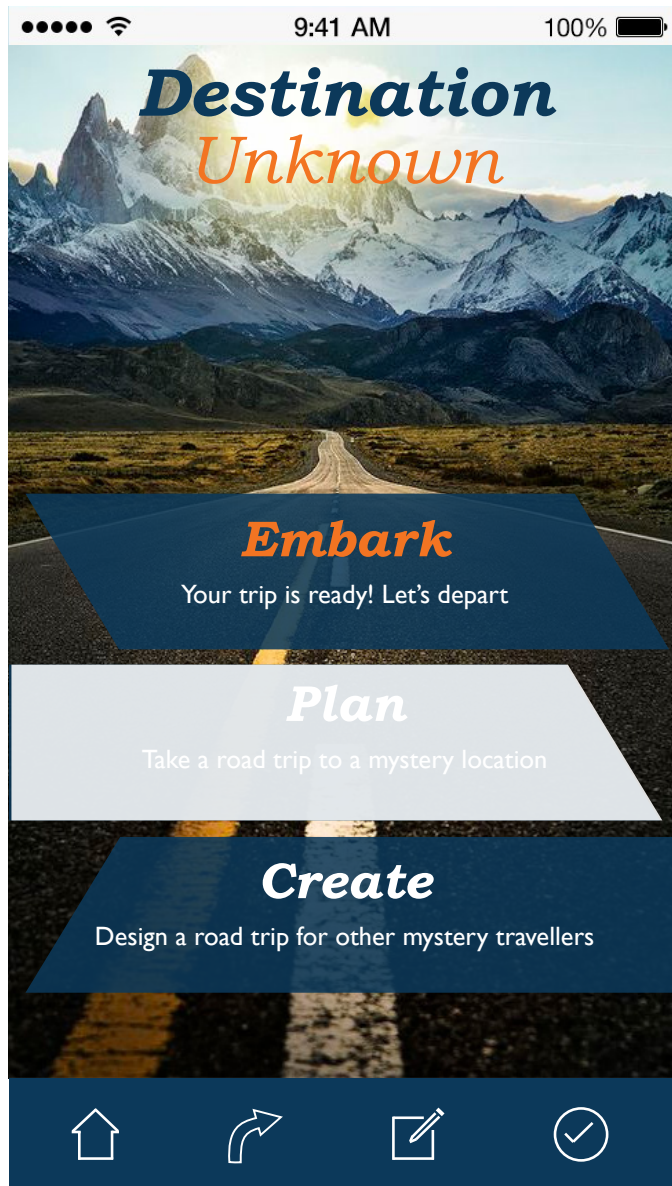
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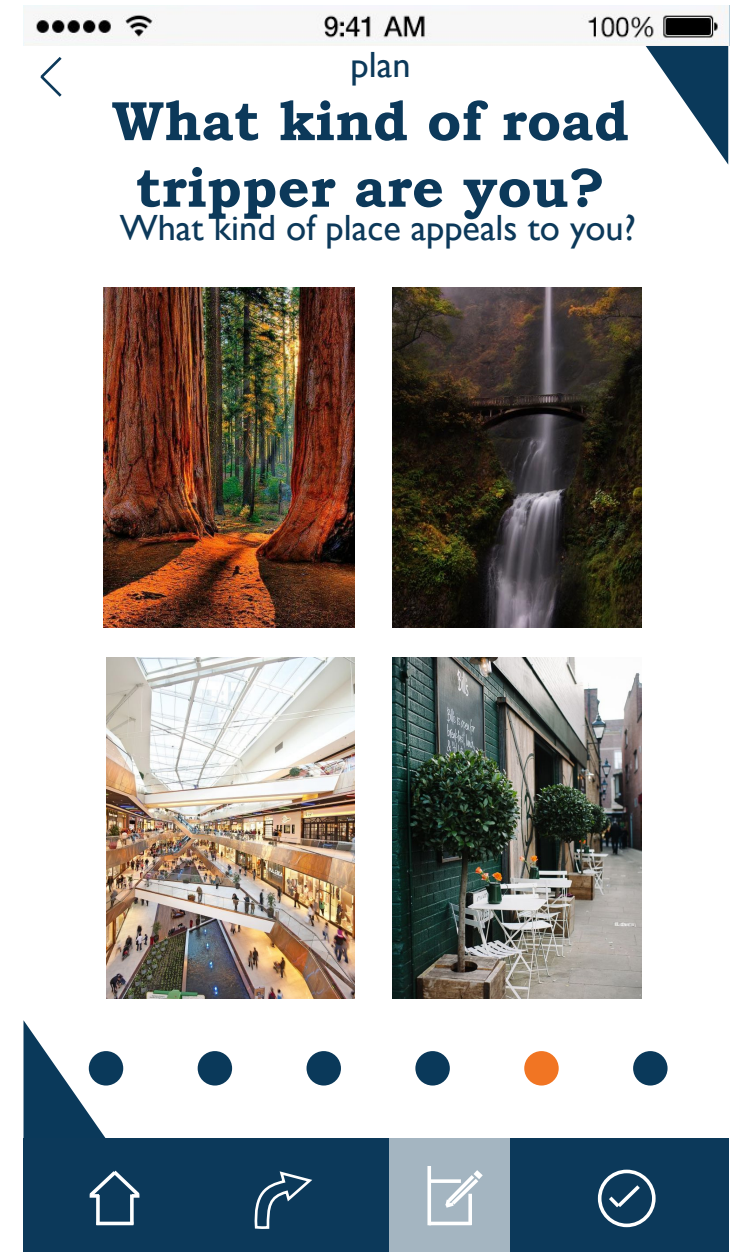
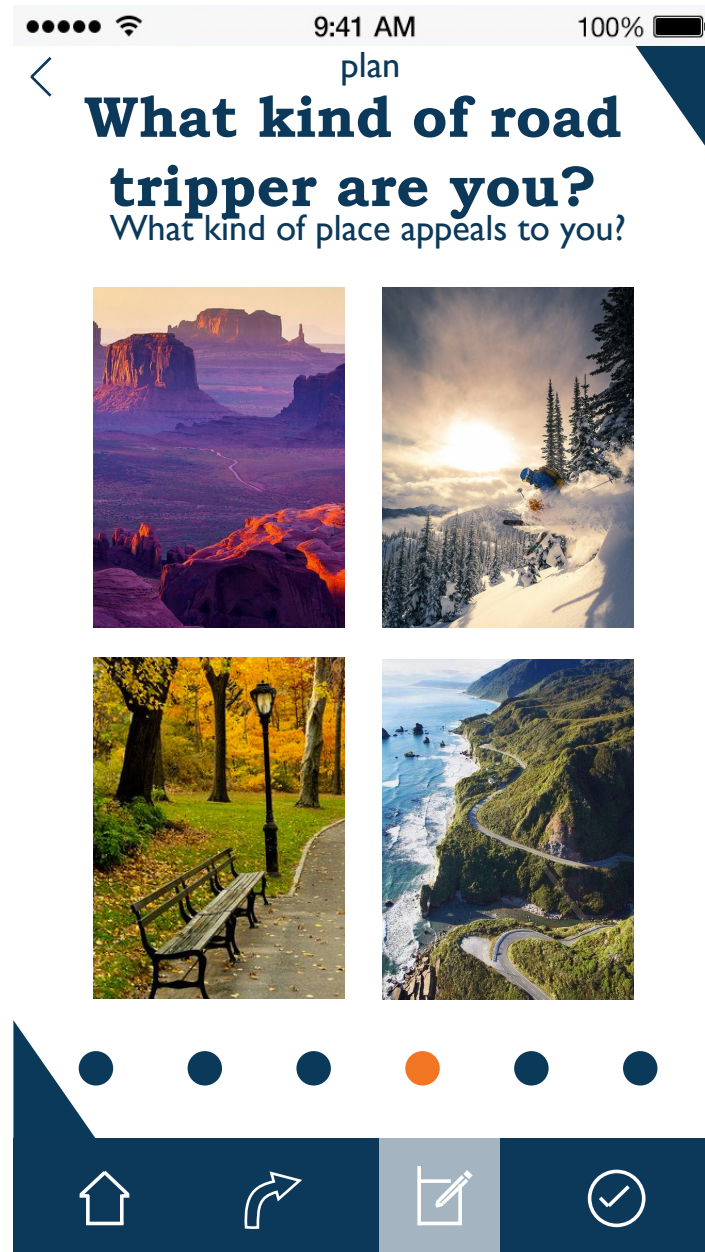
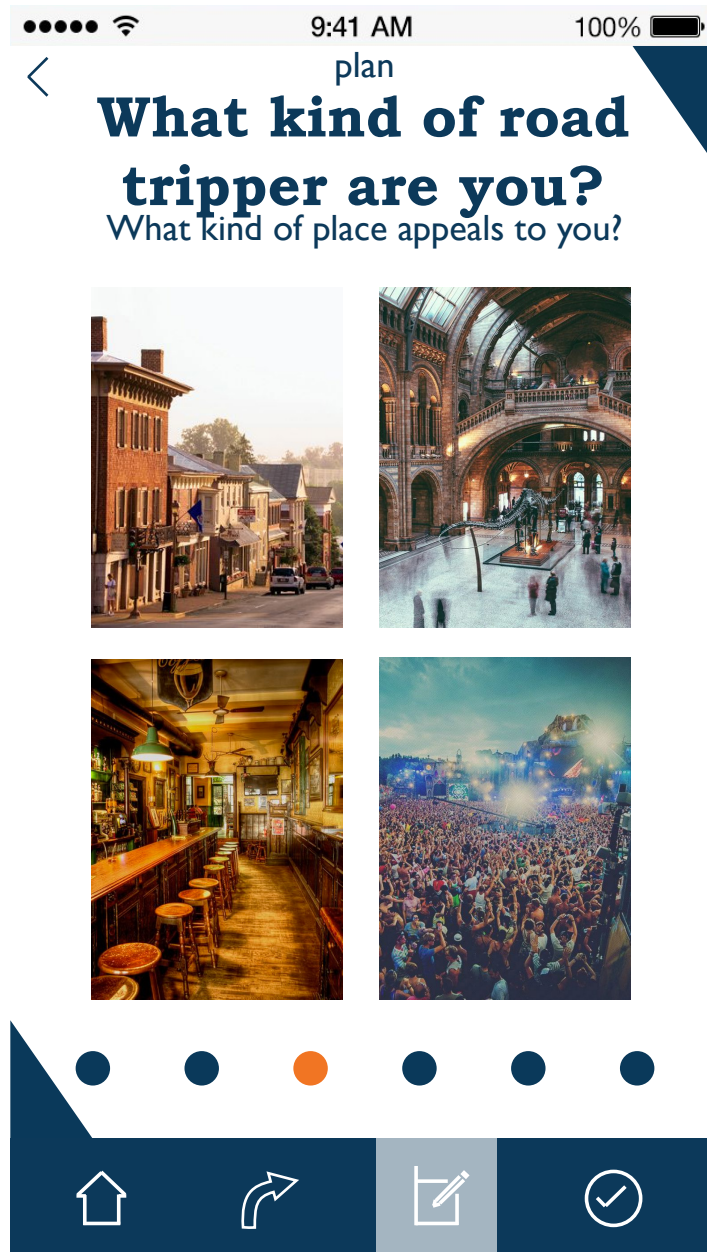
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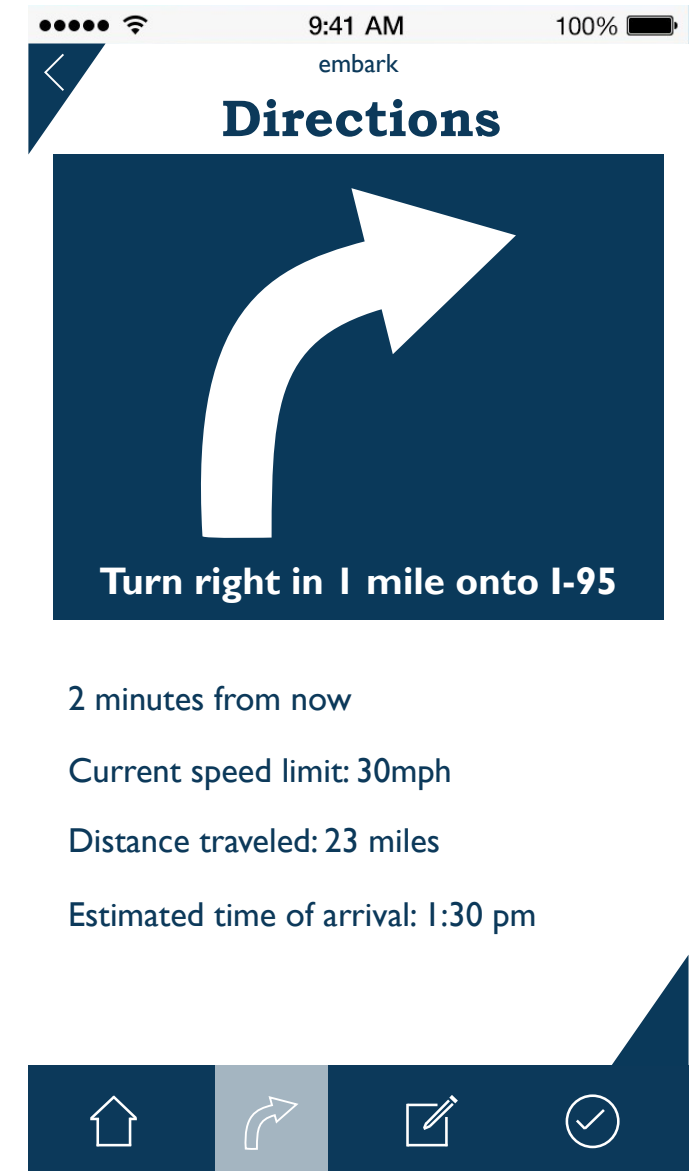
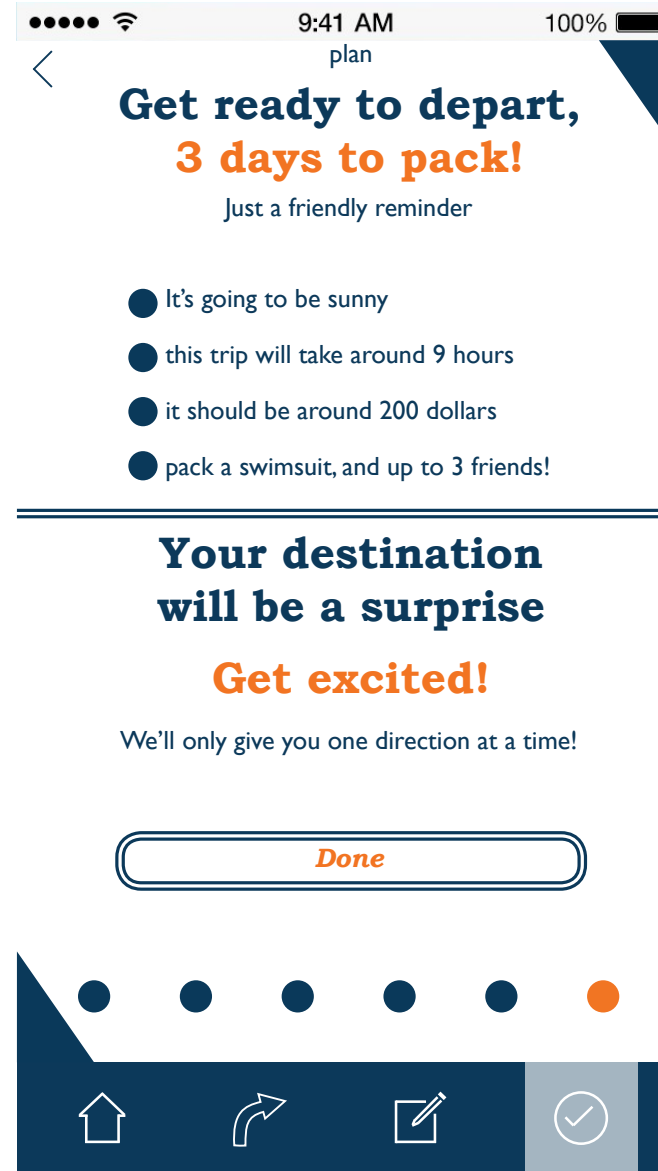
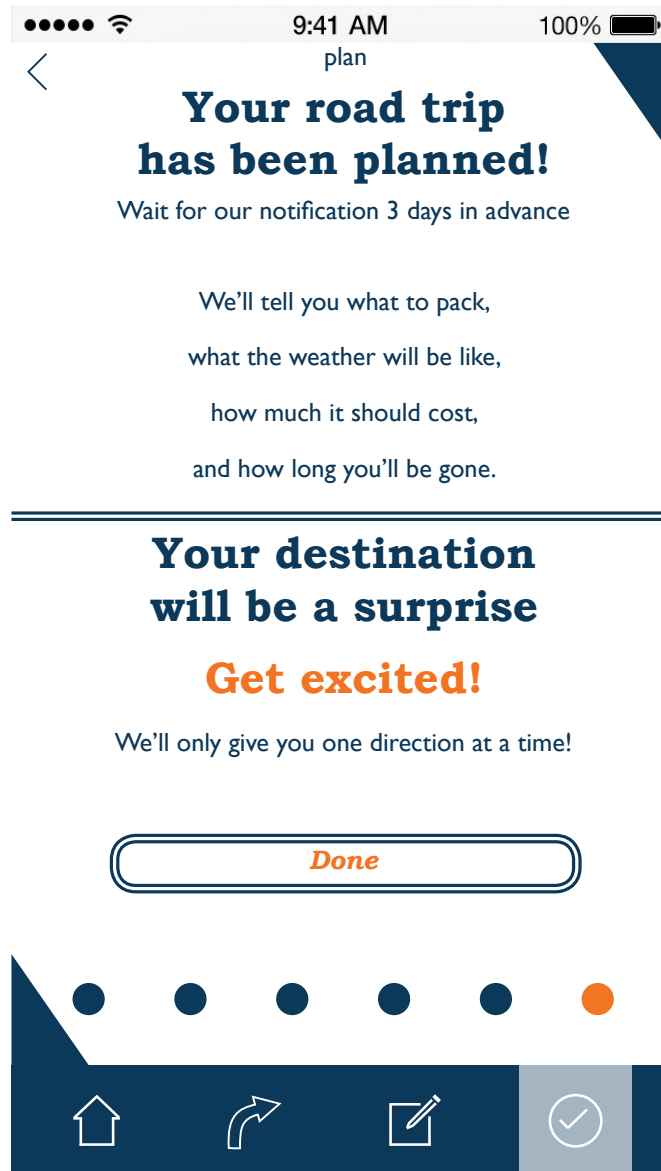
Visual Comps - Final



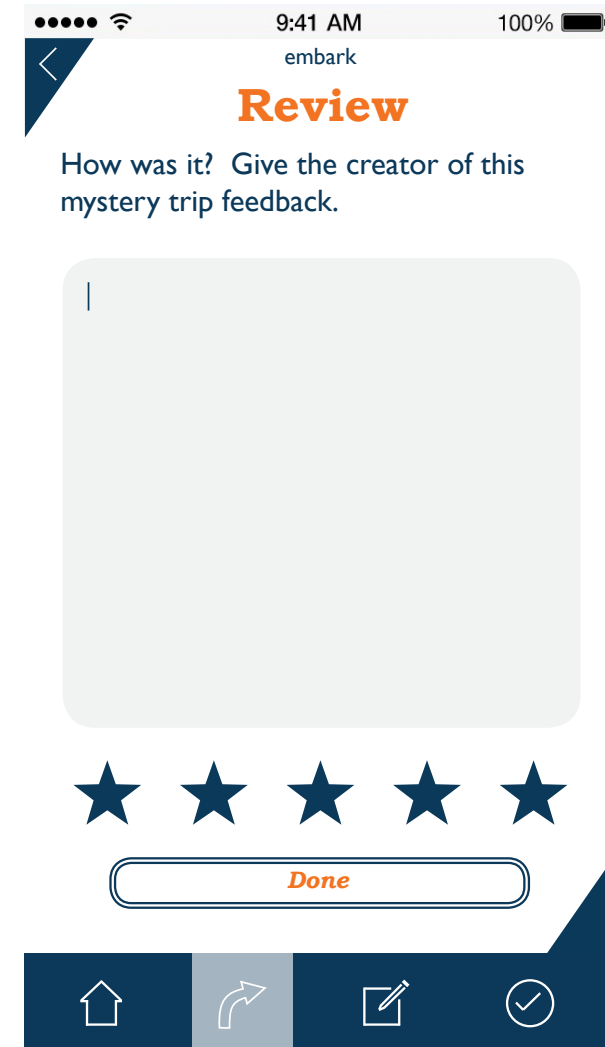
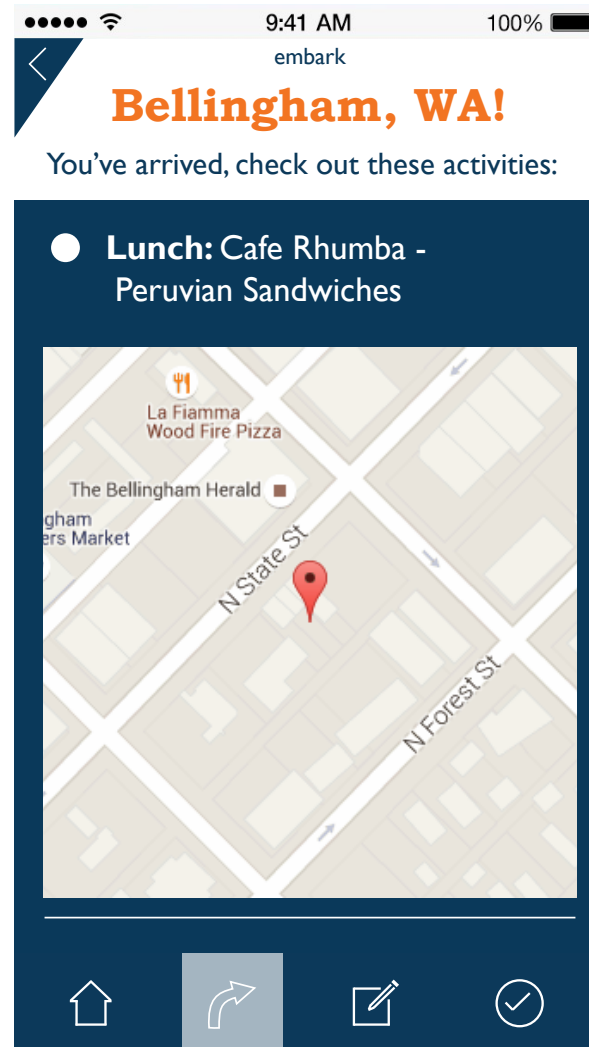
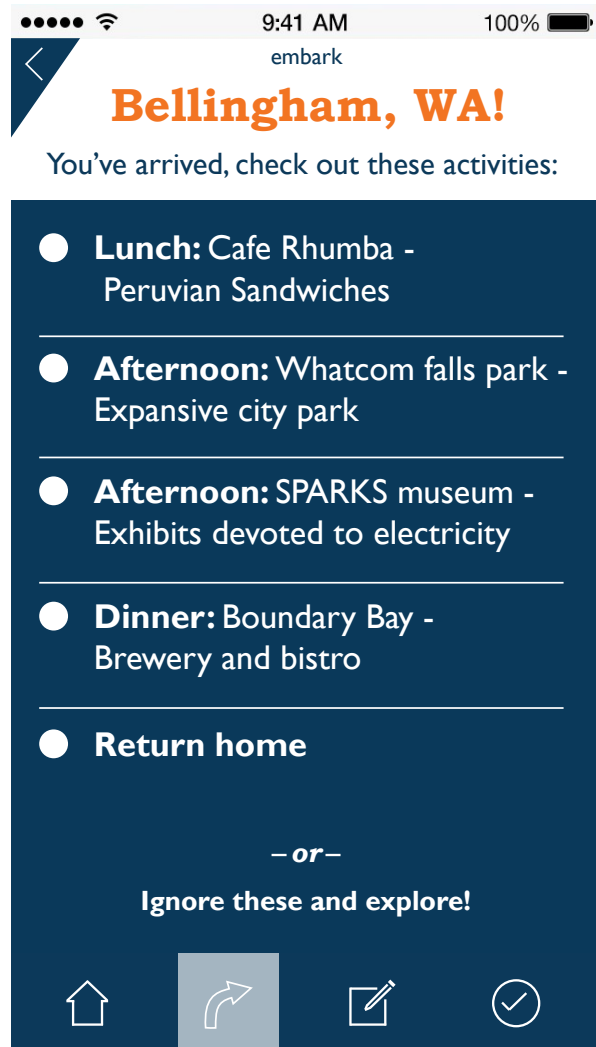
Visual Comps - Final Cont.



Visual Comps - Final Cont.



Visual Comps - Final Cont.



Visual Comps - Logo designs

