

Project Proposal

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07 - Beyond Borders

Create a campaign, service, product or environment designed to promote inter-cultural understanding.

This brief asks you to design a way to promote engagement between people of diverse backgrounds in ways that recognise difference, create connections and cultivate respect. A behaviour change campaign around celebrating difference.

1.1 Project Proposal

1.1.1 Background

Interest in Project Area (07 – Beyond Borders)

My aim is to connect people through travel and promote 'off the beaten track' travel. I want to unlock hidden gems in the world to share with others. There is no better way to promote cultural understanding than travel. Seeing other people's cultures first hand and connecting people from diverse backgrounds with a common interest on social media. This app aims to engage people in positive ways by celebrating cultural differences. It's a big world out there and every nation can benefit from income generated through tourism. I want to expose the places you don't find in your average travel guide.

What you think the project could achieve.

Social media for the seasoned backpacker. I want people to be able to share their own story and they could also upload it to Facebook, Twitter, Instagram and even LinkedIn. I want this app to give hope for a better world of cultural understanding, an interest in travel and understanding

other people's lives. This app will host positivity only, there will be no negative options of interactivity. Also, the people who will be drawn to this will be people who already have an interest in travel and hopefully they will tell other's about this so that it reaches a diverse audience.

My aim for this project is that this app is a social media where people can share a story and upload a picture, they can verify other people's stories by giving them a green tick or give it a star if they simply like the story.

Any ideas you have about how the project could be done.

I have done some research and I haven't found anything the exact same as my idea for a travel app. There is 'Lonely Planet Thorn Tree' which is a travel forum, there is also 'Pinterest' and 'Instagram' where you upload pictures and there are also personal blogs but as far as I have researched to this point there is nothing the same as what I have planned. I will use Html and CSS to create containers which will hold stories, all of the stories will be laid out and if a user sees one they like they will be able to click into it and view it in a larger size. I will use Javascript and JQuery to add interactivity. I also plan to have a world map where people can pin where they have been on it, further down the line, when someone verifies another person's story then a pin in that location will appear on the verifier's map.

Describe the background to the project.

The reason I personally would like to do this project is because I have travelled a lot in the past, and in all my experience travelling, the places that I remember most fondly were the most remote places, where you feel completely detached from the Western world. Two places stand out in my mind from all of my travels - **Muang Ngoi Neua**, a small riverside village in Northern Laos with permanent electricity as of April 2013. Prior to 2013, Muang ngoi had no road access. When I went there in 2011, the only way I could get to it was by riverboat and it really was the adventure of a lifetime. The electricity there only came on in the evening at 6p.m. I was only there a day or two but because I was detached from the rest of the world it felt like longer. It was beautiful. I would not have heard about this place only that my sister had been there a few years previously, I told some others about it, they decided to join me and we had a fantastic time.



The other place that stands out in my mind is **Otres Beach**, Sihanoukville, Cambodia. It has become more popular since I was there in 2011 but it is just beautiful and it is off the beaten track. I got to it by motorbike.



I would like others to have these experiences too. That's why I want to create an app that shares stories.

1.1.2 Aims of the project

Describe what you want to achieve at the end of the project period.

At the end of the project I hope to have generated an online community full of positivity and sharing. Enthusiasm to hear and share stories with other people of all different cultural backgrounds. Perhaps I am getting a little off track here but I can't help but think of the movie 'The Beach' starring Leonardo DiCaprio, the people in the movie risked their lives to visit paradise. All you have to do with my app is sign up and users could potentially unlock a wealth of stories from places all over the world!

At the end of the project period I hope to have a sign up page, a page with various stories from different people, a map where people can pin on the places they have been and finally functionality where users can search under different country names and continents. The app will be responsive and user friendly. I want my design to be basic as I want the emphasis to be on the stories and images contained in the app.

Set out specific objectives for your project.

I aim to create a website that will promote 'off the beaten track' travel. A website that will bring people together from all different backgrounds and demographics and unite them through the love of exploring. Because wi-fi and internet cafes are nearly everywhere in the world, it is now often easier for travellers in remote places to access the internet rather than find a travel guide.

I aim to create an online haven for solo travellers to connect with others. Solo travel can be the best thing you have ever done but can also be lonely at times. My app could be an avenue for solo travellers to connect to each other. They could create groups depending on their different countries of interest and they will be able to comment on each other's stories. The fact that stories can be verified by other users ensures that people can judge for themselves whether or not these are safe places to travel to.

Upon hearing about these places the users could always do a bit more digging online now that they know the basic details about a location. I plan to keep the length of characters in a post no longer than 400 characters because as a society we don't tend to read as much anymore. Part of the reason why Twitter is so successful is that it is only 140 characters.

We live in a fast-paced society. Even when people pick up a newspaper, they generally just read the opening paragraph. That's why journalists tend to answer the 5 key questions in the introductory paragraphs – 1)Who 2)What 3)When 4)Where 5)Why. I am limiting the space that users can have so that it will be just enough space to answer the 5 key questions and therefore it will cut down on reading and writing time.

Explain how the project will benefit the end user.

The project will benefit the end user in that they will have a free place to gain information. They will be able to connect with other travellers easily, view places and decide if they would like to visit these places for themselves. Travellers will also have stored information on the places that they have been as they will have pinned it on the map. Travellers can also store their itinerary on their home page too. If users see a story they like/a place they want to go, then they can store it in their itinerary. Perhaps a drag and drop function would work well here.

Explain how the success of the project can be assessed or measured.

If I have a fully functional website/app that people are interested in using then I will feel that I have been successful in my endeavour. If I have achieved an app that looks good, has a sign up/login page, has a map that you can pin things on, a place to store your stories, a way of giving a green tick and a star to stories and an itinerary, then I will feel that success has been achieved. I will also need a database to support this.

I have done a bit of research into what brings users back to websites and validation is a key tool in bringing back returning users. For example, in Facebook, people log on again to see how many 'likes' their last post got = instant validation. If I have a fully functional app that people enjoy using and come back to using, then I believe that to be the measure of my success.

1.1.3 Methodology

For the research component, outline the research methodology; describe how you are going to approach the research problems that are likely to achieve the stated aims.

At the start of my project I am going to conduct a series of interviews to research if this is an application that could benefit travellers. I will develop personas based on real people that are friends of mine, people that I have met travelling. I will have a fixed set of questions to pose to each person. Research will also be conducted to see what other similar websites/apps exist.

To achieve my technical aims I plan on doing a lot of research online. I believe that getting the technical side of my app to be my biggest challenge right now, I want the functionality to be perfect while supporting all of the information. I will find designs I like to be influenced by but I will also keep it simple.

I will identify other websites or apps that are doing something similar. But thus far I have not found a site that does exactly what I am aiming to do – create a social media specifically for seasoned backpackers.

For the development component, outline the conceptual design and methods; describe the tools you are going to use, if any, computer programs you are going to develop, and multimedia content that you intend to have in your project.

I plan on starting off by building layouts in Html and styling it with CSS. I will test it at each stage of the project. Javascript and JQuery for interactivity (for example pinning where users have been onto the map) and PHP for the database. All of the graphics will be created using Adobe Photoshop and Illustrator. This app is aimed at everybody, anyone can use this app.

Specify how you are going to test and evaluate the system when you have developed it.

I will test the system in different browsers. Testing and evaluation will be carried out at each phase of the design process to ensure that all aspects are running smoothly before I continue on to the next phase of my prototype creation.

If the proposed project is part of a larger project, you must clearly specify what constitute your work in relation to others' work in the larger project. The contribution of other people towards your proposed project must be properly acknowledged.

I am doing this project on my own but any people involved in the testing or building of this project will be credited.

1.1.4 Expected Outcomes and Deliverables

Describe the expected outcomes of the project.

I expect to produce a user-centered design based application that connects people from all over the world from diverse cultural backgrounds.

List the deliverables including the final written report. For example, your deliverables might be “Interactive app and supporting website”.

Responsive website/app, written report and blog, wire frame/navigation structure moodboard. User requirements (wire frame/user testing/profiling) Interface Design.

1.1.5 Schedule

Indicate how you see the project progressing during the year and how much time will be spent on the different parts of the work.

I have included a Gantt chart at the end of this document to illustrate how long I will spend on each stage of this project. My Gantt chart can be adapted as I continue in the process, if needed. I will update my blog every few days to show my progress as I go.

Use a Gantt chart to show the schedule.

Please see Gantt chart at end of this document.

Set up a web blog in week one of the project and document your complete development on a regular basis throughout the lifecycle of the project.

My blog is at this address: <http://k00223369project.blogspot.ie/>

Pin where you have been....



Basic Mock-up of layout with space for images

I took the road less travelled



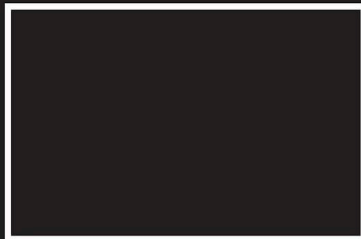
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard



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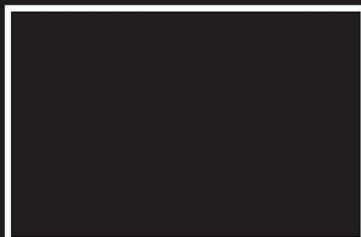
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Gantt chart

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FYP 2017

