



Bucket App

Retiree + Travel

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3 Reasons

1. Recent retirees have newfound free time & a lifetime of savings, but a fixed income
2. These retirees have a long places they have always wanted to visit, but never had the time.
3. Making international travel arrangements often requires a lot of preplanning and research

Competitor Analysis

TripAdvisor

Pro: Helps travelers find things to do;
Strong review and ranking system

Con: No itinerary system;
Requires a lot of research



Triplt

Pro: Keeps travel plans organized;
Provides detailed itinerary

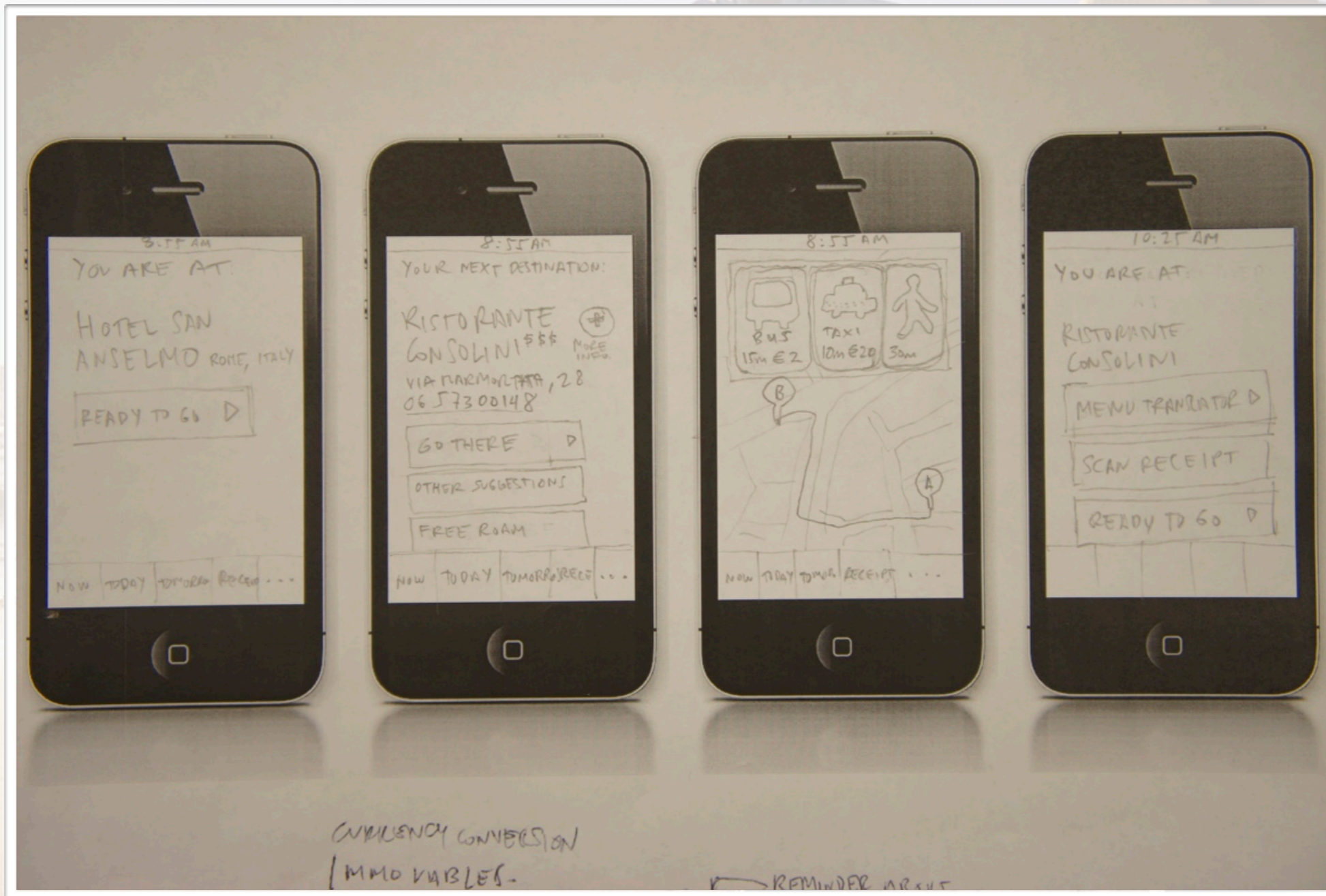
Con: Not location aware;
Requires a lot of preplanning;
No recommendations/reviews



The Bucket App

What if there was a way to check off your bucket list, but let someone else fill in the gaps, all the while keeping your interests, location, and budget in mind?

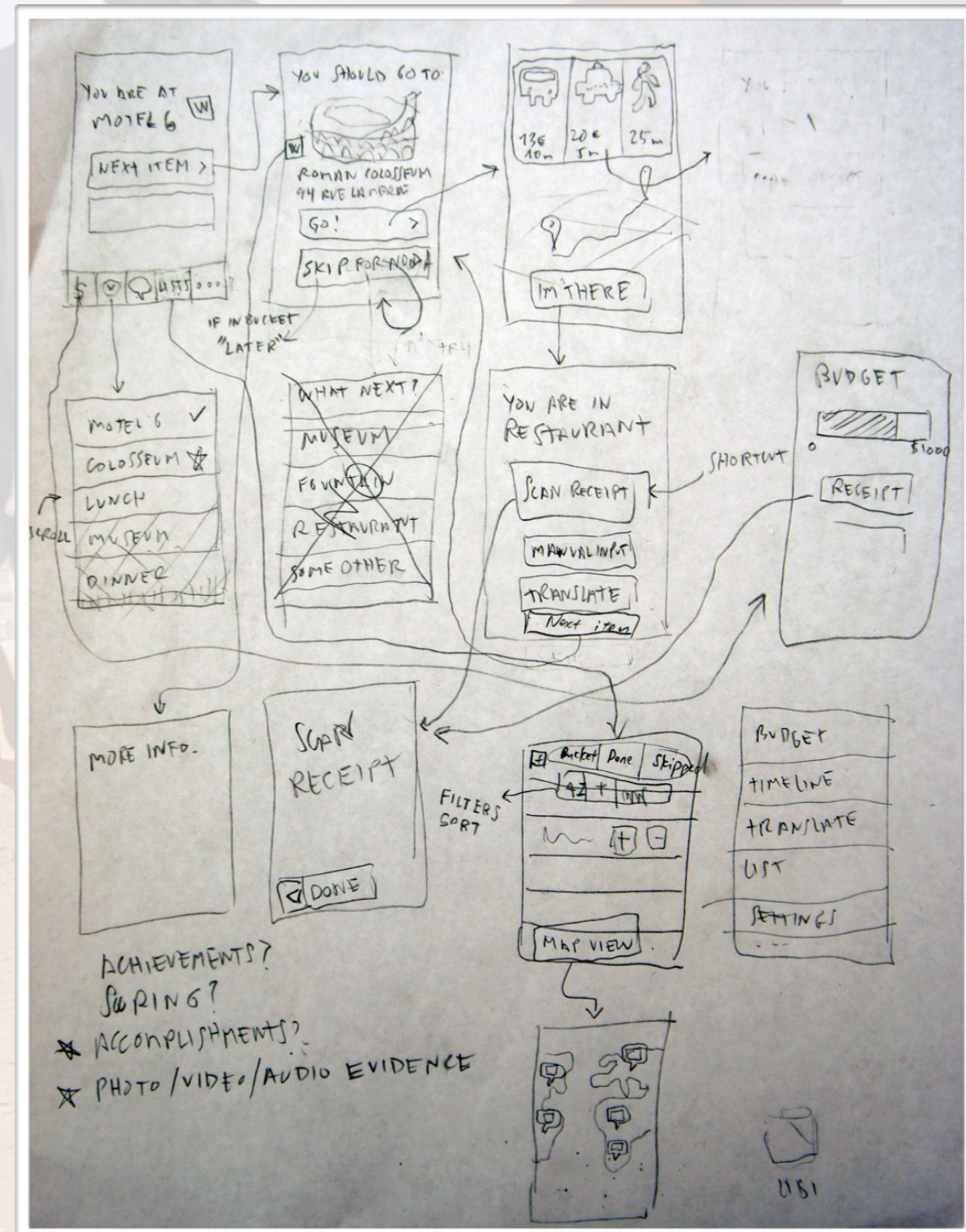
Process: Initial



First Wireframes

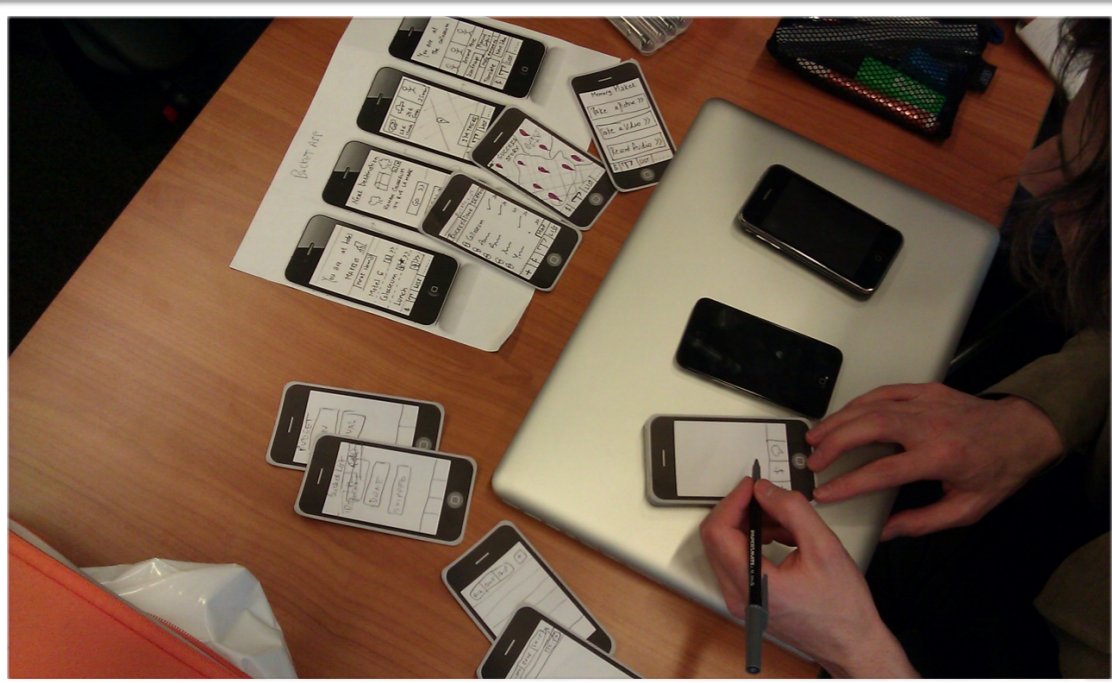
Process: Interim

- Get closer to focus
- Added bucket list
- Removed Free-Roam

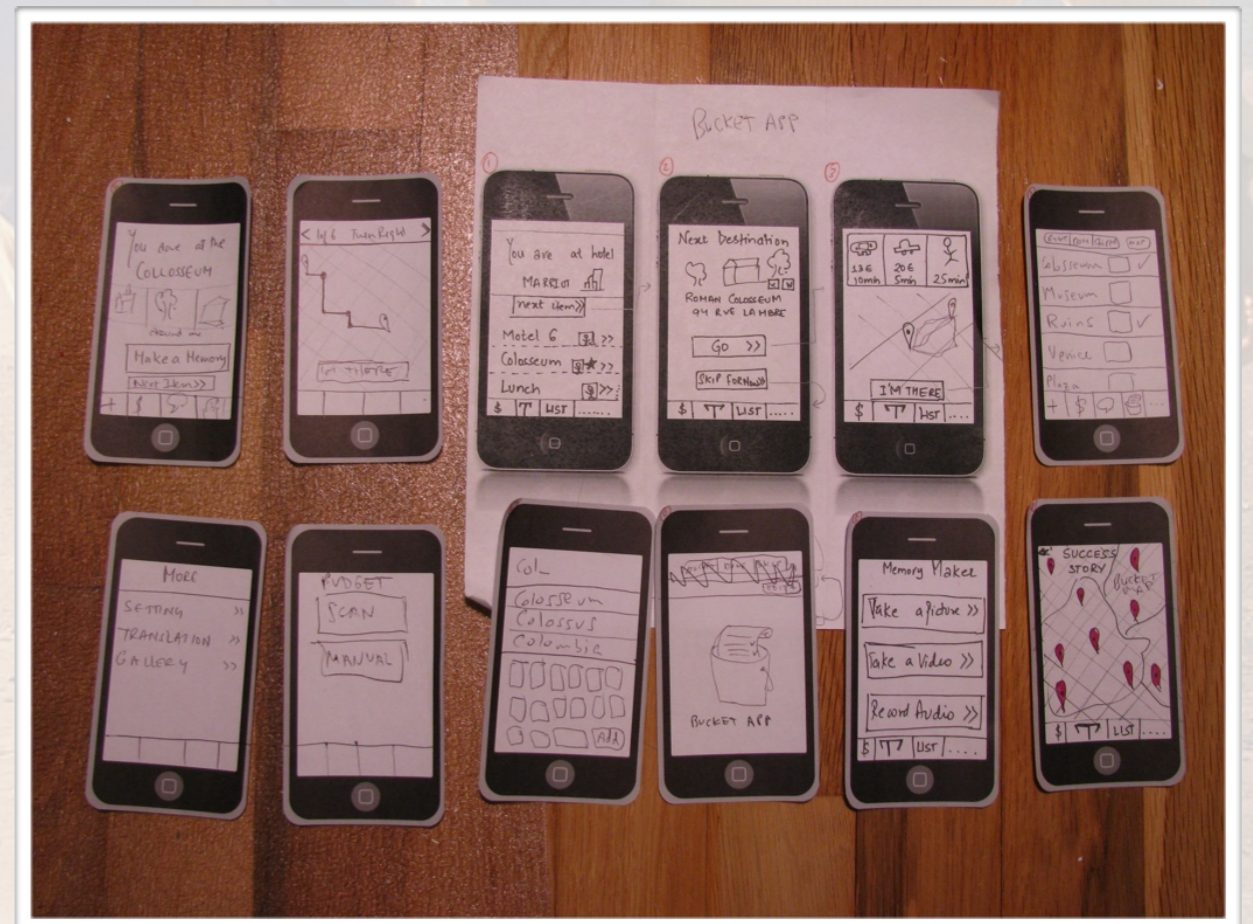


Process: Final

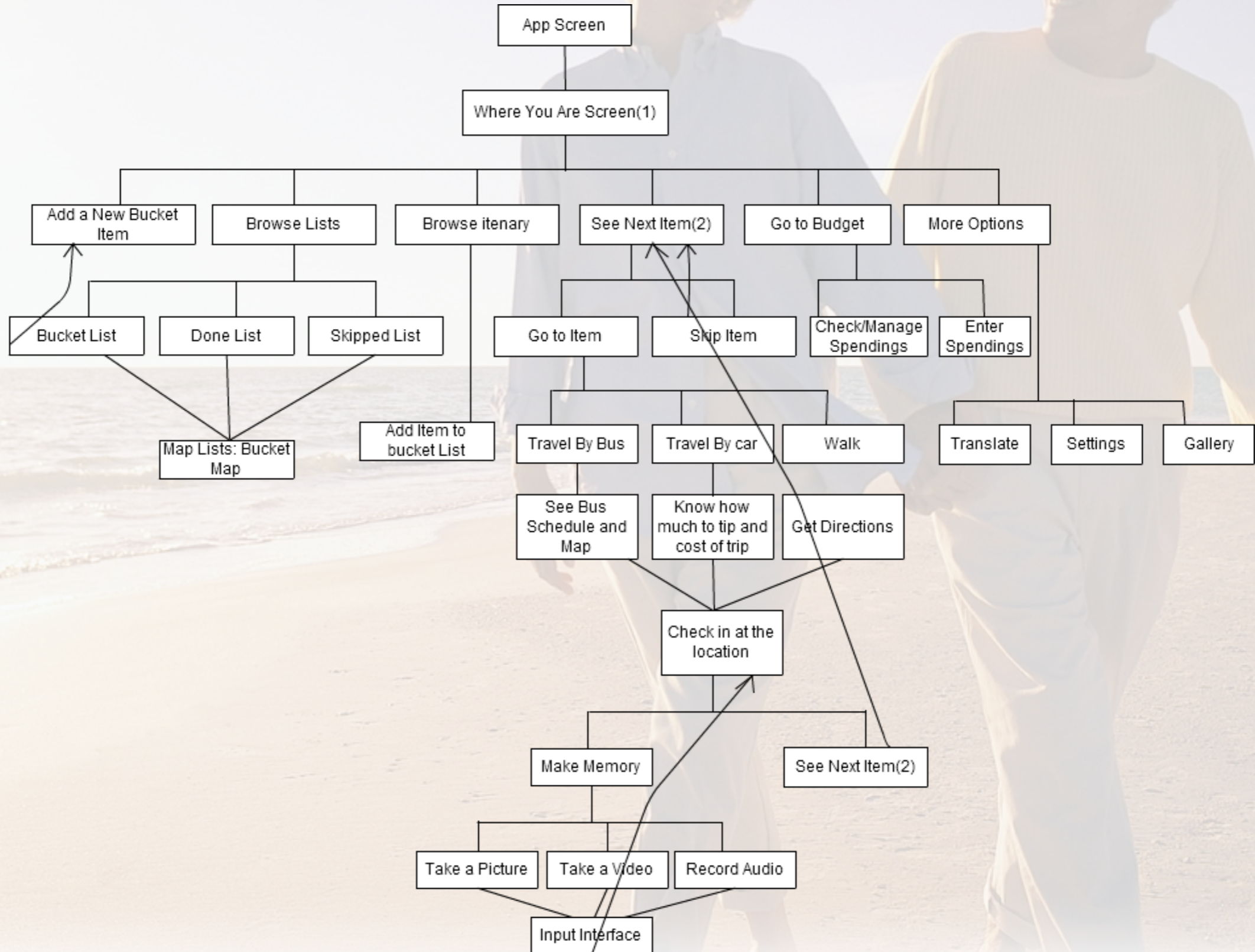
Final Wireframes



Redesign...



Process: Final



Meet the O'Donnells



- Robert O'Donnell, Retired Insurance Actuary, 69 years old.
- Susie, Wife, Retired Secretary, 63 years old.
- From Newport, MA outside of Boston.
- Only speak English. No travel experience.

Life Goal: Experience the world outside the US.

Experience Goal: Feel young & carefree again

End Goal: Travel to all the places that they wanted to
but never had the time

O' Downells' BucketList



Colosseum

Meet the Changs

- Simon Chang, 45, lead designer @ advertising firm
- Sherry Chang, 42, Violinist, Pittsburgh Symphony Orchestra.
- From Pittsburgh. Only travelled around North America.
- Speak English & Chinese.



Life Goal: Travel around the world listening to good music.

Experience Goal: Feel the exhilaration and joy when one hears beautiful music.

End Goal: Travel to all the good music venues around the world.

Changs' BucketList



Vienna, Austria

Fulfilling Dreams...



BucketList App

Convenience & Completeness

Translate

Translates signs and menus to English

Translation



Gallery



Settings



Budget

Helps user to keep track of expenses



Add New



Bucket List



Itinerary



Budget



More

Gallery

Reminisce past memories and view photos and videos that user took

Summary



Bucket App

- Retirees + Travel
- Guide retirees to fulfil their dreams
- Recommend locations to see

The day the rest of your
life begins...