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Hi there! My name is Christine Curulla.

I am a Graphic Communication major with a concentration in User Experience/User Interface (UX/UI) and a minor in Integrated Marketing Communications. I challenge myself to grow always, in all ways, professionally and personally.

Fun facts about me:

• I studied abroad in Florence, Italy in 2021.
• I play rugby.
• InDesign is my favorite Adobe application.
• I’m a musical theater nerd.
• I love Brandon Grotesque font. This font right here.
• I’m a Gemini.
• I stress-bake. Lots of cookies were made over the course of this project.
Abstract

The purpose of this project is to provide an easier and more engaging way for study abroad students to document their experiences. I wanted to collect data on the effectiveness of student journaling while abroad, and identify ways to improve the process through a mobile application.

I created a survey for students who have previously studied abroad, to understand how they kept track of their time abroad and what they wish could’ve been improved.

Ramble is a social app I designed that provides a new question or prompt each day to encourage more frequent, fun journaling and connection with others at home and abroad. Ramble solves problems that accompany traditional journaling by making the journaling process more accessible and requiring less time from the user.
Project Objectives

Student Survey

• The survey must gather data from study abroad alumni about their journaling methods and travel experiences. This data will be used to select necessary app features, as well as help create a list of daily questions/prompts.

App Design and Prototyping

• User-flow is necessary to understanding and structuring how users will interact with the application. The wireframes are built using the user-flow to digitally structure the app and develop an intuitive page layout.
• High-fidelity, interactive prototypes will be elaborate and include all main pages and subpages for a responsive demo.

App Brand Guidelines

• The Brand Guidelines will provide necessary uniformity across all app pages and other deliverables. It will contribute to the overall brand identity and help establish the application as an established project.
When studying abroad, many students are encouraged to journal as a way of keeping track of their time abroad. Traditional journaling is not always an effective method as it can be time consuming, and has physical requirements that may impact the frequency and quality of the journaling. There is currently no all-in-one journaling app that allows users to journal, take photos, and share their entries with friends. I want to change the way students remember their study abroad and travel experiences while simplifying the documentation process. There is an opportunity in the travel market for an application that’s designed to take some of the pain points away from the journaling process.
Personal Goals

- Expand my UX/UI portfolio
- Improve the study abroad experience for future students
- Practice collecting, interpreting, and using data in design decisions
### Project Timeline

<table>
<thead>
<tr>
<th>Pre-Quarter</th>
<th>I studied abroad in Fall 2021! My time in Italy was the inspiration for this project.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week One</td>
<td>Project brainstorm and problem statement</td>
</tr>
<tr>
<td>Week Two</td>
<td>Background research and project planning</td>
</tr>
<tr>
<td>Week Three</td>
<td>Project proposal</td>
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<tr>
<td>Week Four</td>
<td>Survey creation and User Flow draft</td>
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<tr>
<td>Week Five</td>
<td>Survey approval and app wireframes drafts</td>
</tr>
<tr>
<td>Week Six</td>
<td>Survey published and sent out to contacts, wireframing completed</td>
</tr>
<tr>
<td>Week Seven</td>
<td>High fidelity prototypes made and Brand Guidelines created</td>
</tr>
<tr>
<td>Week Eight</td>
<td>Project poster created for Senior Showcase</td>
</tr>
<tr>
<td>Week Nine</td>
<td>Senior Showcase and Final Presentation created</td>
</tr>
<tr>
<td>Week Ten</td>
<td>Process Book created</td>
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</tbody>
</table>
Process

The following software was used in the completion of this project, from the survey website to the design applications that aided me in putting the app together. I put together the survey and sent it out through Qualtrics, and analyzed the data in Excel. The various Adobe applications I used to put together logos, edit photos, and create my deliverables. Figma is the User Interface software I built my wireframes and high fidelity prototypes on, and I made my final presentation on Canva.

Figma  
Qualtrics  
Excel  
Canva  
InDesign  
Illustrator  
Acrobat  
Photoshop
User Flows

Before starting to wireframe, I sketched a user flow to map out how users would navigate through the app. This method also helped me organize the different pages I wanted to include and formalize where the navigation buttons should lead. This stage I was able to formulate a clear hierarchy for the app, making it simple to move forward into the wireframes.
Survey

This survey was created to be sent to students who have studied abroad in the past. I developed the survey with three distinct question sections – demographics and trip details, psychographics, and journaling specifics. The goal was to gather data in order to learn more about and quantify their journaling methods and travel experiences. The data was used to select necessary app features, as well as help create a list of daily questions/prompts.
Takeaways

My main takeaway from the survey is that flexibility is key when making this journaling app. People use a lot of different methods to capture their memories, and I need to make sure that my app allows incorporates those methods seamlessly. There are also a lot of different traveling experiences that my app needs to accommodate for.
When building my wireframes in Figma, I wanted to focus on the intuitive flow of the app. I started by sorting out the features that would be most used and most important to the user’s sense of navigation while moving through the app. Once I organized pages to fill up the bottom navigation bar, I created sub-pages to go along with them according to the various requirements of each page and feature.

The bottom navigation bar is made up of the Home page, New Entry page, My Trips page, Social page, and the Gallery page. These pages feature the journaling, photography, and social aspects of the app, making it easy to jump around and capture all your memories efficiently. I want this app to be an all-in-one travel journal, so the value-adds needed to be reflected in the app structure.
Branding

#c12d2a  #b9cfe4  #f3a459  #eef5fc  #276d79

Typography

Almouthy Mirotas – Logo
Chicle – Titles and Emphasis
Brandon Grotesque Regular – Body text and Buttons
Brandon Grotesque Regular Italic – Dates and Entries

Logos

Ramble: the new way to travel journal
UI Kit

**CONTAINERS**

- Corner radius: 10
- Drop shadow on all clickable or scrollable containers

**BUTTONS**

Search...

What are you up to?
I was excited to prototype Ramble on Figma because it was not something I had much experience with. I was especially looking forward to working with the live prototype feature that enables connections between different wireframes so people can click through the app as if it were up and running. At this point in the project, I selected a color palette and applied it to the logos as well as all the wireframes. It was important to determine colors for different design elements in order to keep a consistent and professional feel. Scan the barcode to view the high fidelity prototypes in Figma!
The Home page contains the question or prompt of the day. It is the first page the user sees when they log into the app, and by placing the daily question front and center, it encourages more consistent and efficient journaling.

I incorporated streaks into the design because they provide a reward and sense of accomplishment to the user as they get in the habit of answering the daily questions consistently.

The navigation bar remains at the bottom of the screen at all times to allow for quick navigating between pages and to make the users feel more grounded.
My Trips provides a simple way to segment and organize the user’s journal entries and photos. A trip can be defined as a weekend getaway or a year-long study abroad program – it’s up to you! Within each trip, you can keep entries, photos, and even make the trip public to share with your network. The user can also add locations into their trip, which allows them more flexibility to categorize their entries how they want. The mockup above on the right shows how a trip page is laid out.
79% of my survey respondents said they took photos as a way to keep track of their time abroad. This presented an opportunity to incorporate a gallery feature in Ramble to allow users to upload and take photos of their trips.

Because I love some organization, there are also a few different ways to sort the photos, including by location, by album, and by trip.

63% of survey respondents used social media to document their trips, which presented another feature opportunity for Ramble. I wasn’t originally thinking about including a social feature because I didn’t want to compete with social media giants. But after looking at the data and my own experiences abroad, I saw a need.

Users can connect with friends and family, as well as share with their network how their trip is going.
Tell about a new friend you’ve made, either in your program or in your city. Where is somewhere you want to come back to the next time you visit this city? Have you made any embarrassing cultural mistakes? Any embarrassing moments? Take a picture of a ticket. Any ticket. Take a window picture! How did you spend your afternoon today? Have you found any hidden gems yet? What is still on your list of things to do while abroad? Rate your mood right now from 1 – 5. Why did you answer the way you did? Who’s a family member of friend you’ve been missing lately? What’s your typical morning routine? What are my initial feelings about being here? What has challenged you recently? Has anything sparked your curiosity? What is different about you on this trip? Is there anything you’ll be glad to leave behind when you go home?
What is the best food you’ve eaten so far? A memory you’ll never forget? What is your highest step count so far? Where did you go that day? What did you eat for breakfast this morning? What was your main method of transportation on this trip? Was it a positive or negative experience? What is a fun fact you’ve learned about your host country? What do you want to do more or less of when you get home? Take a picture of something yummy today! Learn any new historical facts? What is a new food you’ve tried for the first time? Do you have a favorite landmark in your city? It’s a sweet life indeed! Any good desserts lately? What has made you smile today? What’s the view from where you are? Best thing you’ve eaten in the last few days? Bonus points for a picture. What’s your typical evening routine? Take a picture of something pretty on your walk to school.
**Project Reflection**

**What Went Well**

- **Work Breakdown Structure**: Doing a WBS early in the process made me focus on specifics of what needed to be done. In the first few weeks of the project, I was still narrowing down details and exact project scope, so the WBS was helpful in that it provided me with an itemized list of deliverables and to-do items.

- **Feedback on Survey**: Receiving feedback on my survey was incredibly helpful since I knew my overall goal, but writing the questions that would garner the right data set was tricky. It was beneficial to ask for advice from a professor more knowledgeable in survey creation. I also benefit from talking through things out loud, so the collaboration aspect was great.

- **Passion for the Project**: When coming up with an idea for my senior project, one of my main priorities was making it something I’d want to work on the whole quarter. I chose to do a project inspired by my study abroad experience, and the excitement surrounding that time in my life is what kept me motivated to complete the project.
What Could’ve Gone Better

- **Project Scope and Clarity**: I came into GrC 462 without a tangible idea of what I wanted to do, which left me floundering for a few weeks trying to narrow down my options. Next time, I would clarify project objectives earlier, so I could develop my project concept and deliverables with a clear goal in mind.

- **Gantt Chart**: The Gantt chart was something that I wanted to stick to, but I found it difficult to follow the timeline I built for myself. I got behind in early weeks and it threw off my whole schedule. Next time, I would make each task more flexible, and keep a more modifiable chart I can revise based on my actual progress.

- **Time Management**: I struggled with finding the time and motivation to keep up with tasks on a week-to-week basis, which left me with a lot of work to do in the last few weeks. I had either procrastinated or focused on a single task for too long. I would recommend referring back to my WBS and Gantt chart on a more regular basis to encourage myself to keep up with deadlines.
Thank You to...

Hocheol Yang and Rachel Ma, who supported me through this project.

The students that graciously filled out my survey and provided me with a lot of helpful insights.

SLO Parking Services for the 4 citations acquired during the making of this project.

My parents.