



Santiago de Querétaro

LOGO OVERVIEW

Santiago de Querétaro is a place full with history, and I wanted to highlight that in the logo by including a textile pattern inspired by 17th century Spanish tiles that can still be found in some of the old buildings located in Querétaro. There are many old churches located in the city with el Templo Y Exconvento de la Cruz being one of them, it is a historic 15th-century church/convent that has a cross of tree thorns & an outdoor splash fountain. The 17th century Spanish textile patterns and the historic churches located in Querétaro are what I looked at for inspiration in order to create this logo.

INSPIRATION BOARD



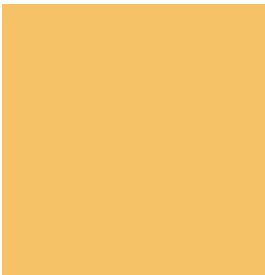
LOGO AND MARK



COLOR PALETTE AND TYPOGRAPHY



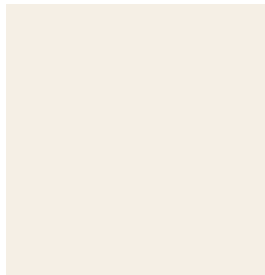
#c1733b



#f4c068



#336666




#f5efe5

Noticia Text Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Noticia Text Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Alondra Lopez



TRAVEL

BLOGS







BACKPACKING

I want to travel and share my experience and knowledge about other cultures with my audience.

Personality

- Gaining Knowledge
- Backpacking
- Empathy
- Budgeting
- Loud and Vibrant

Frequently used app



Motivations

Impact 91%

Teamwork 90%

Promotion

Experiencing Cultures

Influences

Credibility

History

Bucket-list

Blogs / Forums

Psychology

Culture

Bio

Alondra has been an influencer for the past 3 years and is well known within the travel community for her long-term backpacking. Her travel blogs are not about the sunny beaches but instead explorations of more remote destinations. Her goal is to share her knowledge about other cultures with her followers.

Alondra is more interested in learning and experiencing the culture of the country she is visiting and the historical relevance, food and the overall atmosphere from the locals and city that she is currently in.

Goals and Frustrations

✓ To have local and personal travel experiences

✓ To plan and organize travel itineraries with ease

✓ To get around a new place in confidence

✗ Things don't turn out as expected from reviews and photos

✗ Getting lost with internet connection

✗ No data on phone causing apps to not connect

Behavior

Traveling 84%

Writing Blogs 30%

Vlogging

Social Media

Interacting with locals 75%

Planning 40%

Hopes

Helps set a budget	Backup plan/ good planning	Easy to understand
Can be helpful for everyone	Helps to attract more people to the city	Can be a learning experience for travelers
Reduces stress when planning a trip	Can make the trip fun and worthwhile	

Fears

Can be too much information	May become overwhelming and confusing	Difficult to navigate
Not original	Lack of personalization	How to stand out and help bring in people to the city

Says

"I want to experience culture through the locals"

"I want to travel while still being young"

"I wish I could keep my trip planning organized"

"I need guidance when it comes to budgeting"

"I want to try new things"

"Planning a trip with a group is really difficult"

Thinks

I could travel and learn so much

Want something to help me plan my trips better

I want an easy way to learn about other cultures

There are many places I haven't visited when visiting family

Tourist spots are not my thing, I like a true local experience

Planning for a trip can be frustrating



Does

Budgets

Filming her experience while on the trip

Plans a bit before getting there

Trys to explore everything the city has to offer

Goes out to learn about the culture and history

Staying organized as best as possible

Feels

Excited before a trip

Frustrated with failed plans

Afraid of missing out on really cool places there

A bit unprepared

Energetic

Nervous about spending and the internet connection while there

Must

- Allow for group planning
- Offline access for navigating
- Be able to personalize trip with filter/quiz
- Allow sharing trips and locations

Could

- Help people translate currency
- Provide city transport service help
- Wifi finder
- Provide tour guides

Should

- Suggest activities/locations based on quiz and filter for trip personalization
- Be able to share plans with a group to stay better organized and allow communication
- Provide offline trip download to help prevent plans getting cancelled
- Allow planning multiple trips and

Won't

- Be a travel journal
- Provide language translation
- Translate currency
- Give weather updates

How might we?

Make the user
easily understand
the app

Help plan a trip
with ease

Get the users pref-
erences close to
right

Help people travel
without worries

Make it depend-
able without inter-
net connection

Give enough details
without overwhelm-
ing them with infor-
mation

Get users to take
the quiz

Help people travel
like a local

Educate tourists

Understand what
the users need

Help people plan/-
map their itinerary

Keep it unique

Give backup plans if
plans get cancelled
because of weather
etc.

Help users stay or-
ganized when group
planning

Initial Prototypes



Quiz

1. Preferences?

2. Concerns?

3. How would you spend your day?

4. What's your main reason for travel?

5. How many days are you on vacation?

Bianca Jimenez

favorites >

saved spots >

quiz results >

reviews >

trips chats explore profile

Quiz Results

Based on the quiz, we put together some stuff we think may interest you!

Food ✓

Shopping ✓

Culture ✓

Nightlife ✓

Outdoor ✓

Accommodation ✓

Activities ✓

Other ✓

trips chats explore profile

Chats +

Search a

Ole familia >

O los primos >

trips chats explore profile

la familia

trips chats explore profile

Trips +

Search Q

Spring break >

Mexico >

trips chats explore

Spring Break +

Vinidos Donato

Acueducto de Oro

download offline map

Explore

Search Q

Stuff you may like...

Museo de la Ciudad

Save Fav

Share

trips chats explore profile

Filter

Search a

What's your budget?

category >

goals >

Search >

buddies >

popular >

trips chats explore profile