Ideation and Wireframing
Truly new ideas are hard.

The best ideas have elements of existing ideas

- Go for breadth
- Do research
- Rinse and repeat
Staff ideas on Beyond the Horizon
Beyond the Horizon

go.6148.io/ideation
Idea: Discover new places. Go out of your comfort zone.
Problem: Too broad…

Let’s narrow down the scope
Discover new places.

Target audience?

- College students
- Tourists
- Real-life people (workers)
Discover new places while touring.

Potential features and use cases?

- Allow for directing what type of places to visit
- Propose routes between two places which would give the user a new experience
- Keep a history of types of places were visited
- Show a visual map of interesting places to visit close to you
- Make recommendations of what the user would likely enjoy visiting
Discovering travel routes unique from each other.

Scope and feasibility?

- Giving recommendations
  - Would require finding a good API
- Scrape for landmarks
  - Parsing results is not easy

How do we gauge uniqueness? How to get realistic traversable routes?
Discovering travel routes unique from each other.

Killer feature - quality over quantity

- Social features -- get to share your experiences with certain routes
- Route matching algorithm
- Good use of user base
Narrow it down

Narrow down based on feasibility, impact, team interest

<table>
<thead>
<tr>
<th></th>
<th>feasibility</th>
<th>impact</th>
<th>team interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour routes generated for varying budgets</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Procedurally generated routes offering new experiences</td>
<td>-</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Listing of interesting places near you</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Generate/Piece together smaller routes of high interest with associated budget amounts and experience feedback.

Do research
Rinse and repeat
Wireframing

Low cost way of showing page structure, content, navigation, and/or simple UI elements
Wireframing tools

Pencil and paper!

- Balsamiq
- Wireframe.cc
- Sketch by bohemian coding (for iOS)
PEAR NOTE - Audio Control Ideas

What about a circular head button (ala Firefox?)

Bring pause back

Probable need to move timeline out for small windows

Make the audio timeline into the text-editing area to allow for

More horizontal space.

Separate icons? Would allow re-adjustment by the user.

Reload

Rewind

Play

Pause

Rewind

Mike Rohde
Pear Note 2.0
Next up: Web Design, UI/UX, and Designing for the User