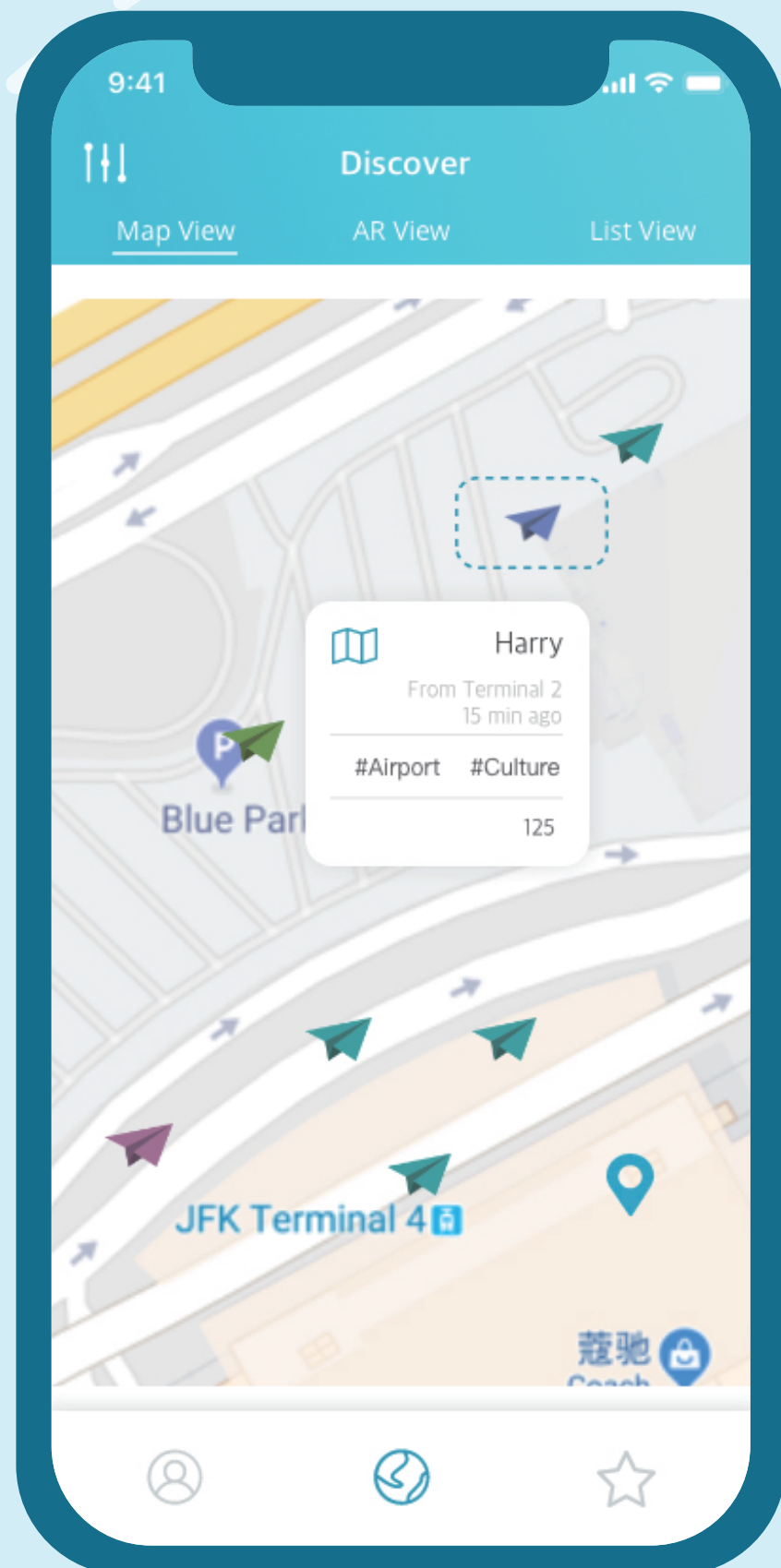


Paper Planes

How might we help travelers connect at airports during long layovers?



EXPLORE

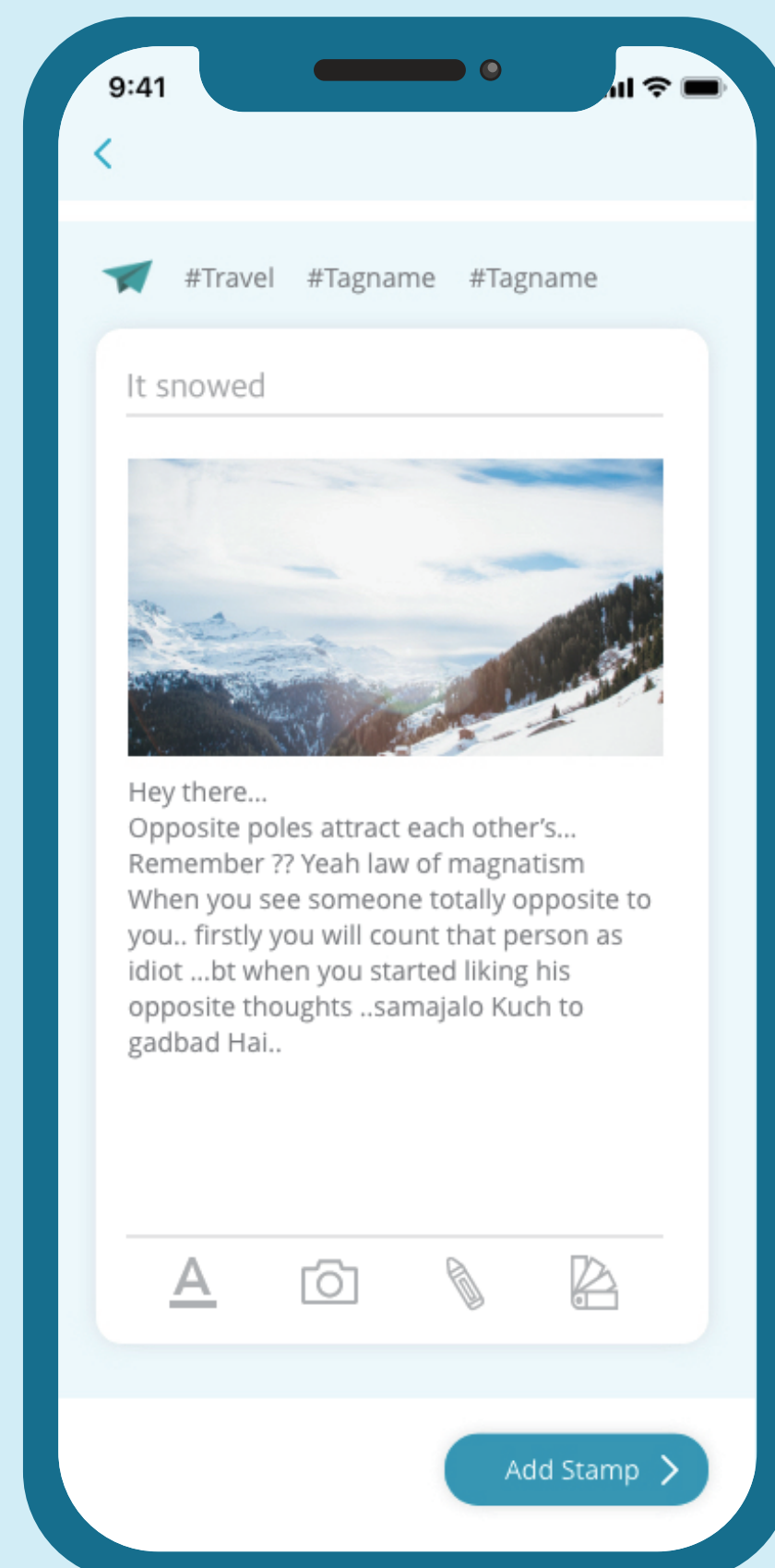


Use AR, the map, or list view to look for nearby stories



Select and unfold a plane to read a story

CREATE

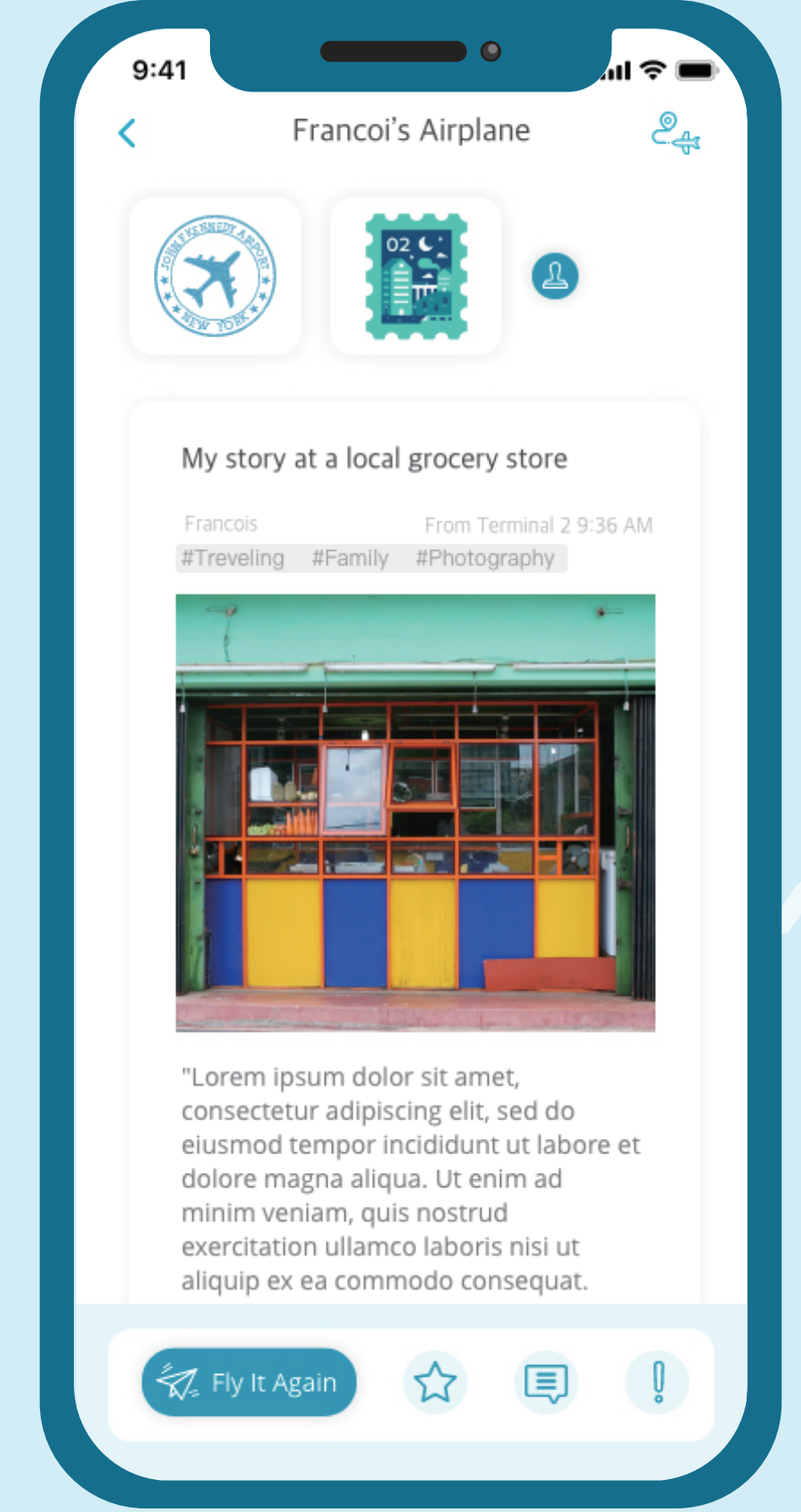


Create planes of your own and share experiences




See where the stories have traveled


CONNECT




Focus Group

- Avoid content that is too personal or negative
- Expect good content: filtering, subscriptions, integrating with other apps
- Chain writing: multiple users can collaborate on one story over time
- Avoid writing public-facing comments; leave a  would be enough

Expert Review

 "What would people say at an airport?"

 "When you make a community like this, how can you prevent it in becoming a dating website?"

- Has all the necessary components for an online community to use it casually and easily
- Concerns on
- Getting users to contribute in writing stories
- Preventing it in becoming a dating website

Usability Test

SUS
86.5

- Get the right content to the right people > plane-specific features
- Should have a clear idea about what the app does after onboarding experience
- Use standard or well-known icons that fully represents the features

Connect with your fellow travelers through storytelling

SCAN TO START

