

Voyage

**Transform Your Study
Abroad Journey**



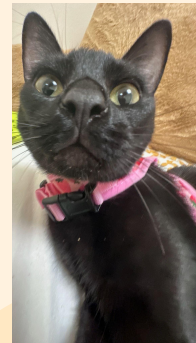
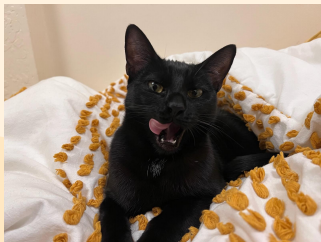
Team Kiki



Emily M '25



Charlotte Z '25





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Outline

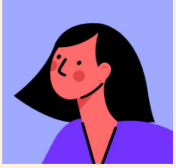
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1. Problem & Insights
2. Solution
3. Design Evolution
4. Demo
5. Next Steps



01 Problem & Insights





Jessie (Student)

“They need to have a **culture 101 presentation** of some sort - because they didn't teach much about the culture in class and how norms work.”



Marguerite (Student)

“I wish I could participate in more **local activities** and meet the locals!”

- Many Stanford students who participated or wish to participate in a study abroad program **desire to learn more about local cultures and local experience based opportunities** in study abroad locations.



02

Solution





Voyage



Voyage is a mobile app that aims to introduce Stanford students to **local activities** in their study abroad destination and cultivate **a sense of community** within the study abroad cohort.





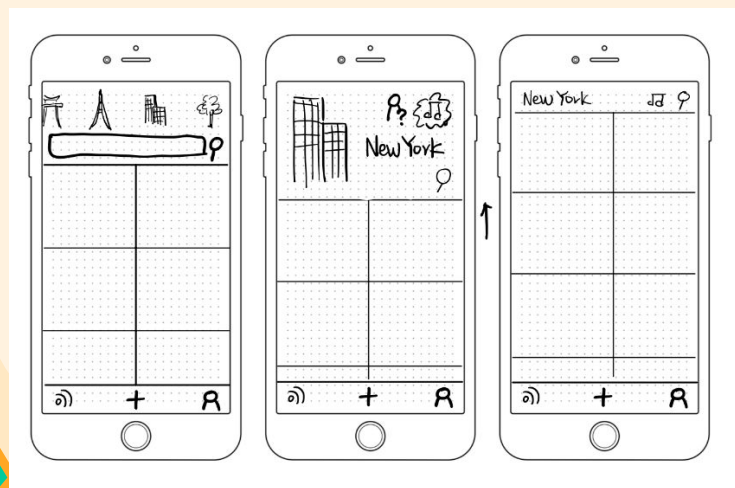
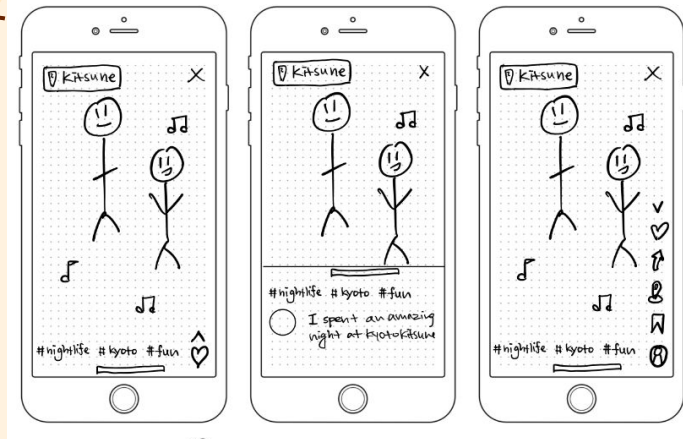
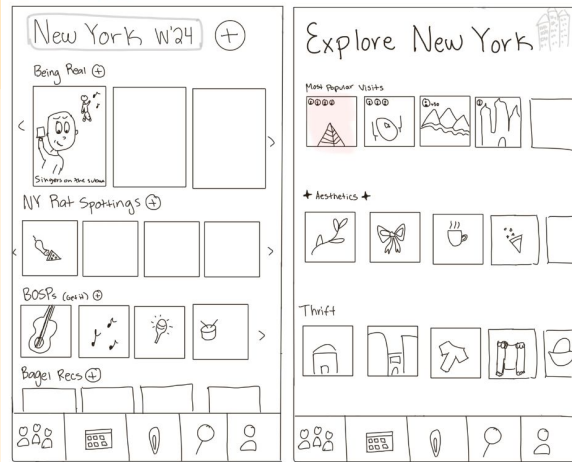
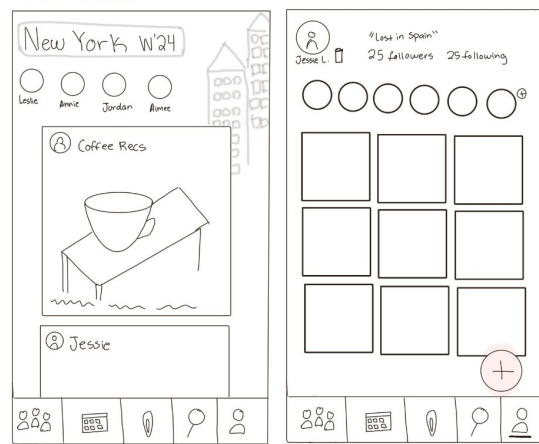
03

Design Evolution



Low-Fi Prototypes



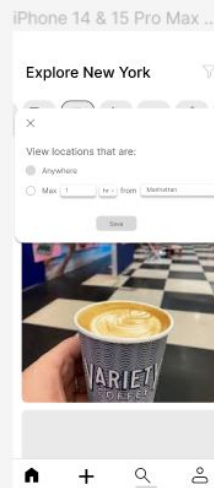
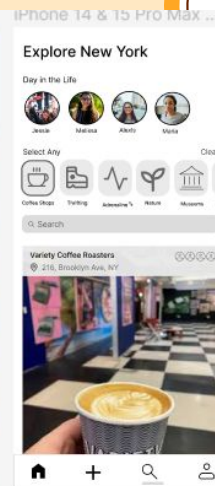
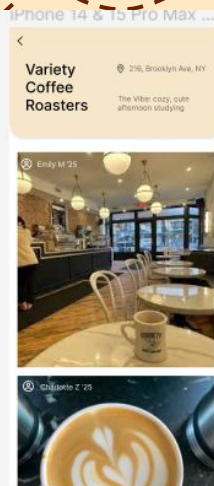
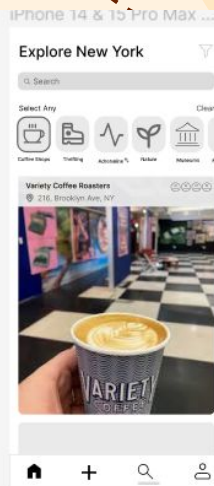
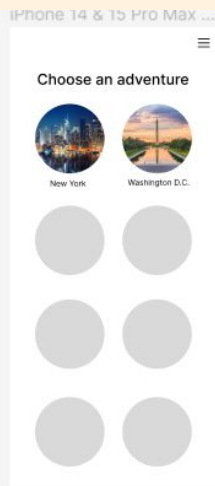




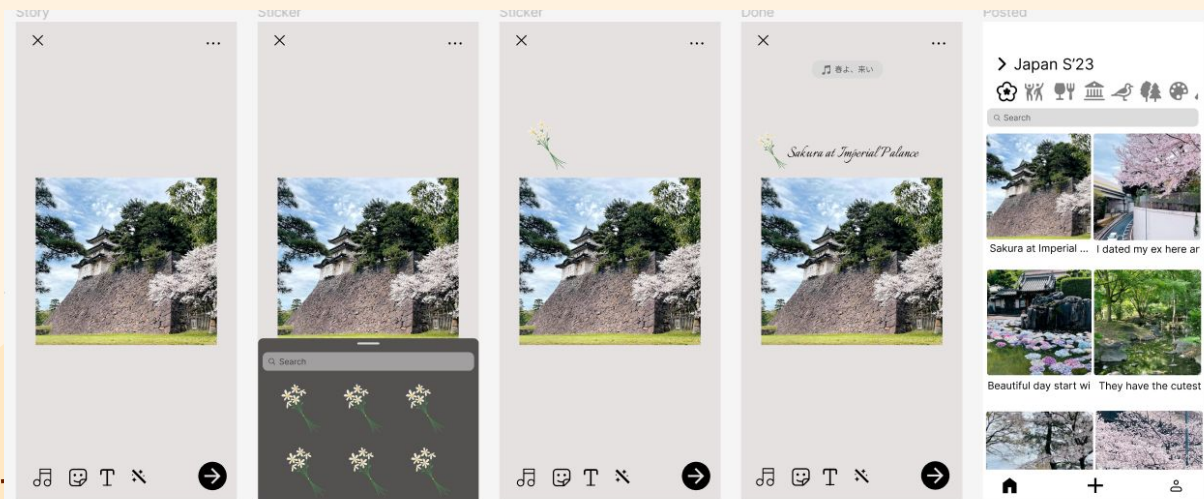
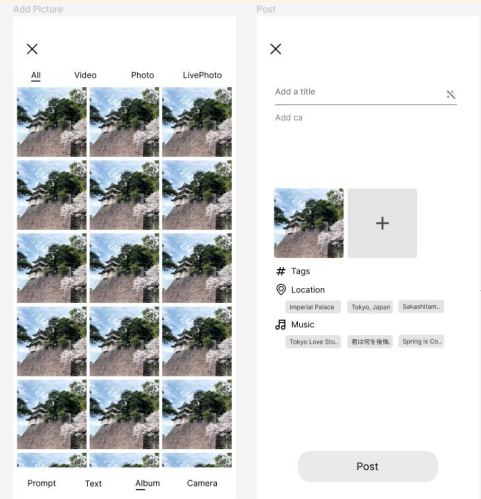
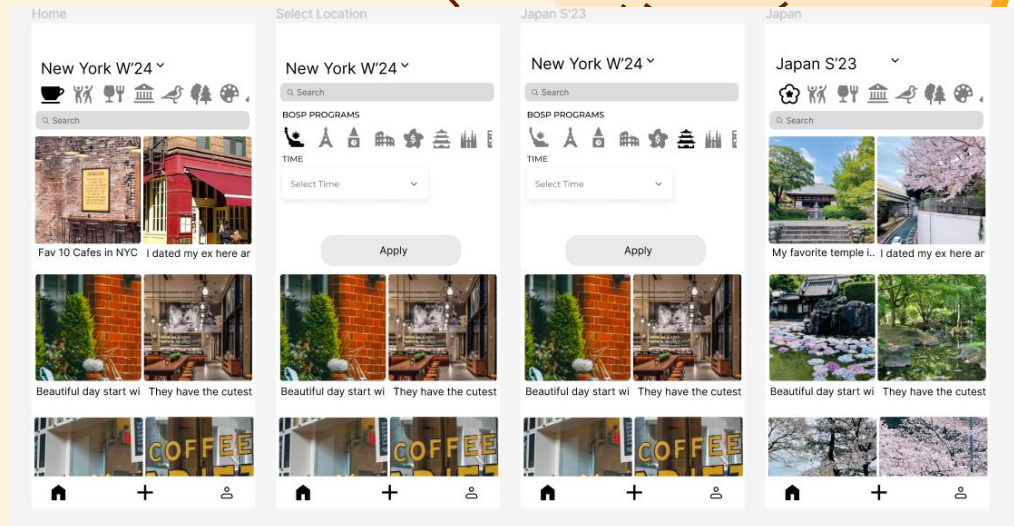
Mid-fi Prototype Iterations



Emily's First Figma



Charlotte's First Figma





Things we needed to improve on:

- 
- - **Rigidity** of some of our designs
 - How “**cramped**” and heavy portions of our Figma mockup felt
 - Better distinguishing what we wanted with **homepage vs. explore**
 - **Posting** format
- 
- 
- 
- 

AB Testing for Posting Flow

Choose Locati...



Story



iPhone 14 & 15...



Post



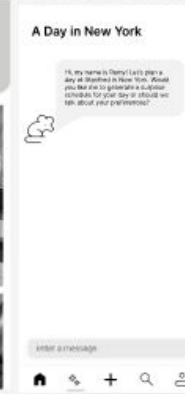
iPhone 14 & 15...



iPhone 14 & 15...



iPhone 14 & 15...



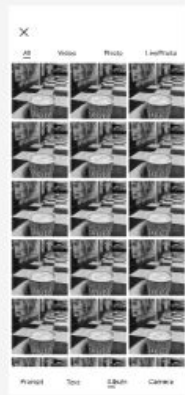
iPhone 14 & 15...



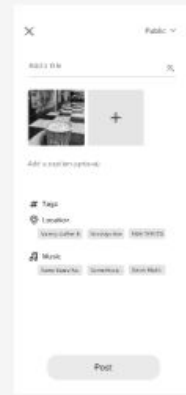
iPhone 14 & 15...



Add Picture



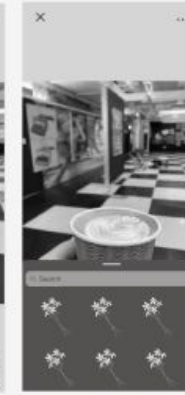
Post



Story



Sticker



Added



Story



Setting



Share



Our RITE Testing



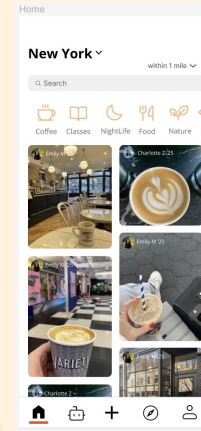
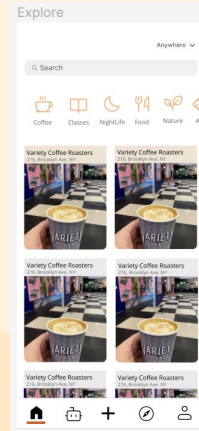
Joyce



VS



- A/B Testing on the **posting flow** - find the multiple screen one more fun, "I really don't want to text"
- Commented on the **feed layout** - "it feels a little rigid"

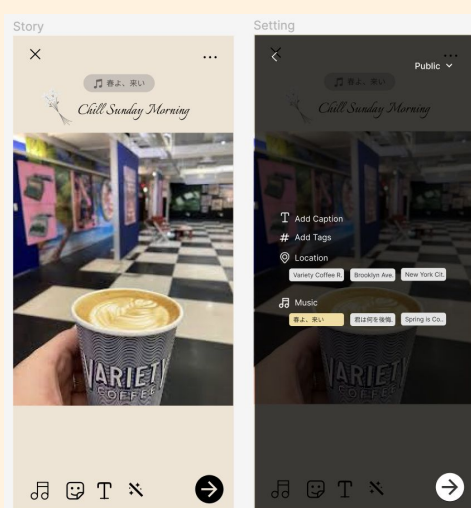


Our RITE Testing

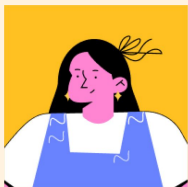


Yihan

- How to change the **privacy setting**? What if we want to add some caption?
- How is the **"home"** different from the **"search"**?

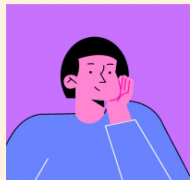


Our RITE Testing



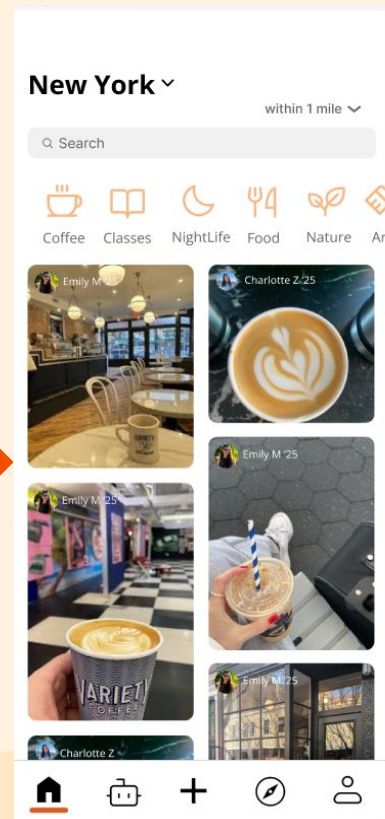
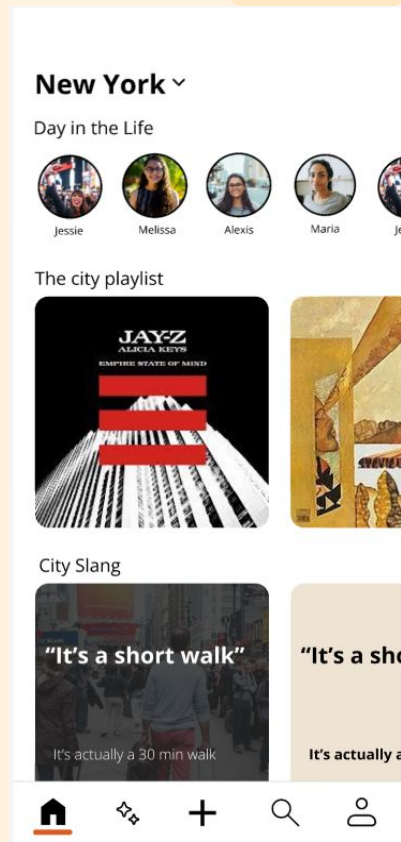
Jasmine

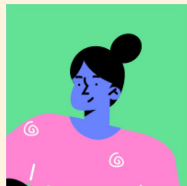
- It's confusing that you **cannot find a new activity to do in the homepage**, it seems unintuitive



Jason

- Search makes me think that I'm looking for something specific
- Music and slang is not the best "first read" to get excited about a place





Nicole

- The **sparkle icon** is not intuitive in relation to the purpose it serves

When looking at a post it's confusing that you can **swipe up**





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04

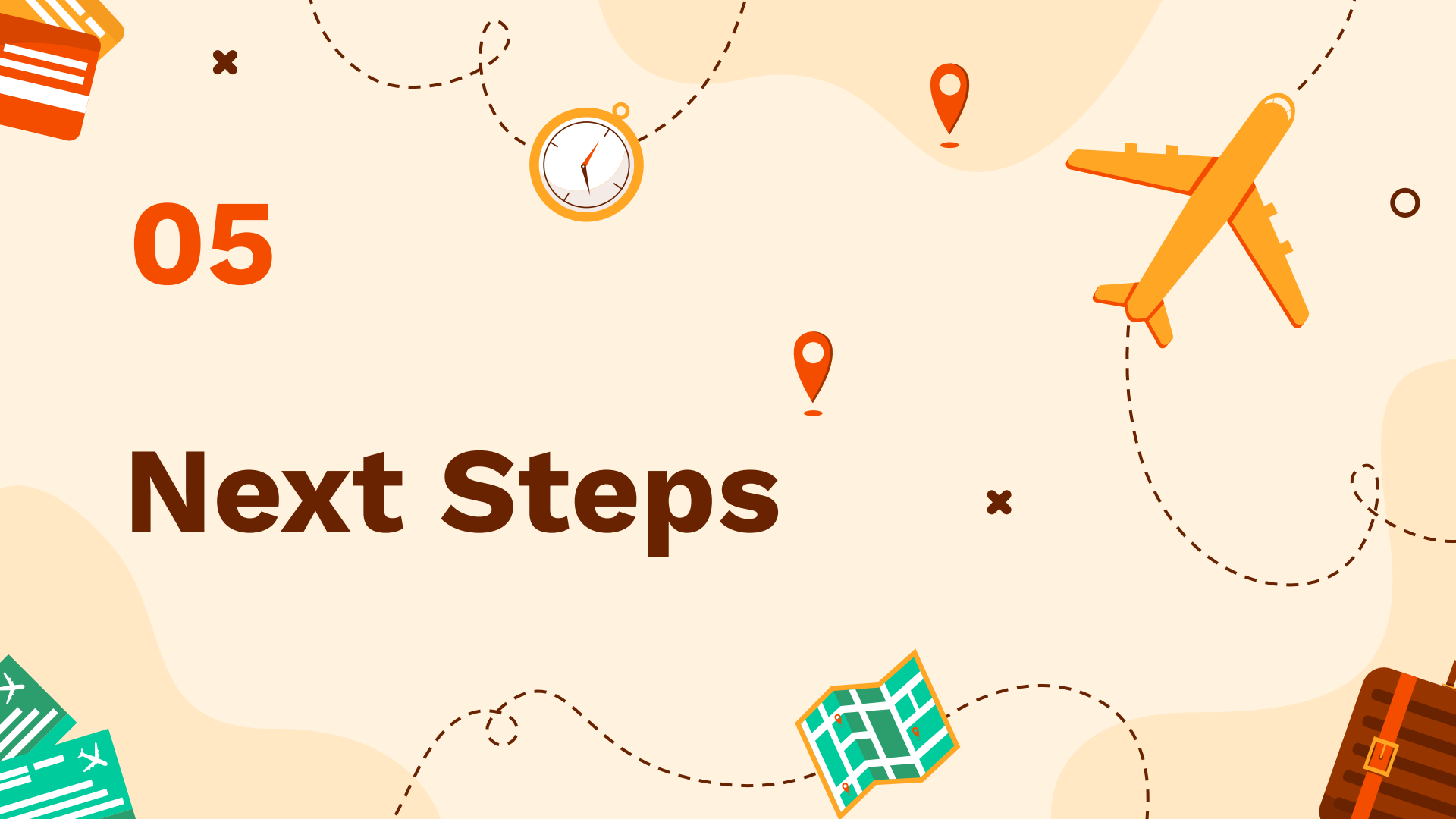
Demo

Figma link

- **Task 1:** Find a interesting activity to do and like the post about it.
- **Task 2:** Post something!
- **Task 3:** Use the AI itinerary generator to make an itinerary.

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05

Next Steps

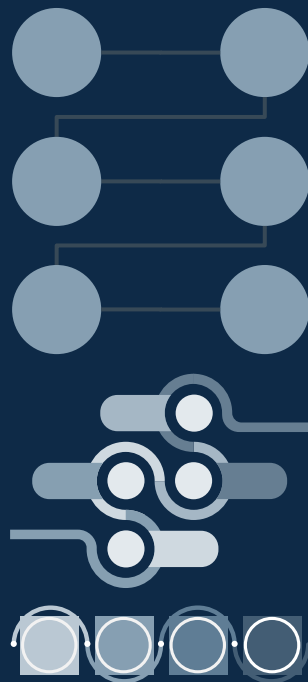
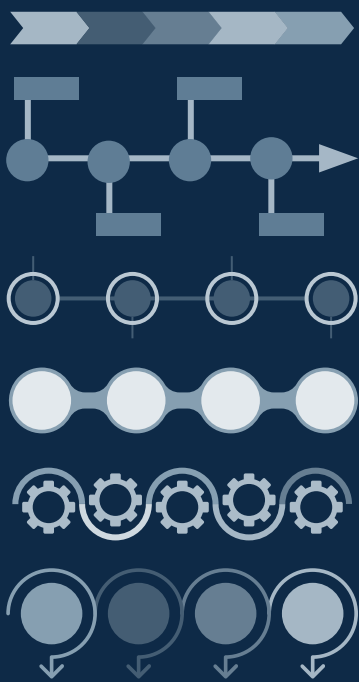
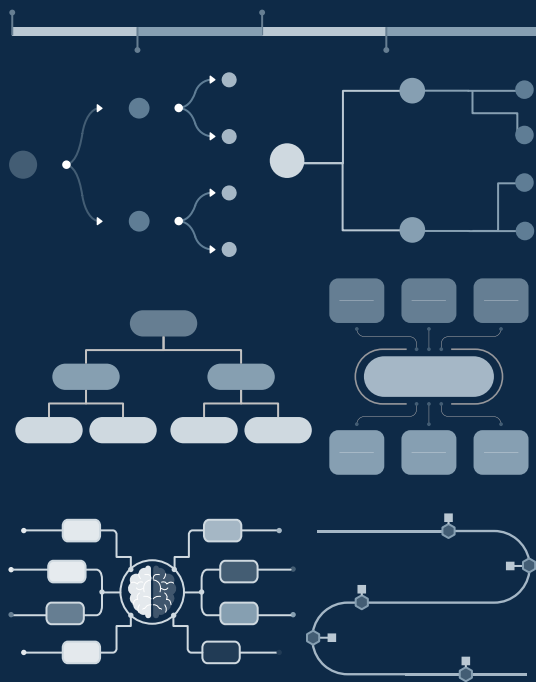
Next Steps

- **Reflect and polish the design of interactions in the app**
 - Why not instagram?
 - What is the best way to foster community?
Group Features? Alumni Network?
 - How can we make the most out of the college audience?
- **Add more flexibility**
 - More advanced filtering

Thank you!







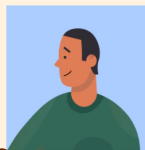
WE INTERVIEWED...



Jessie
Student



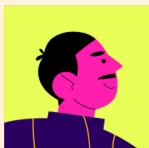
Adrien
Director for Student
and Academic Services



Mike
Director of BOSP Kyoto



Marguerite
Student



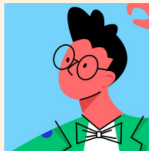
David
Global Studies
Program Manager



Defna
Global Seminar
Professor



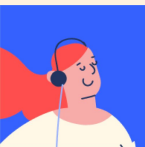
Candy
Student



Matthew
BOSP lead Ambassador



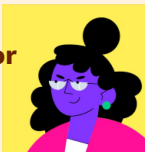
Julia
Academic Advisor



Amaya
Student



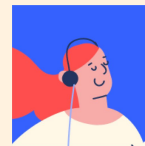
Sue
BOSP Coordinator



Monique
Academic Advisor



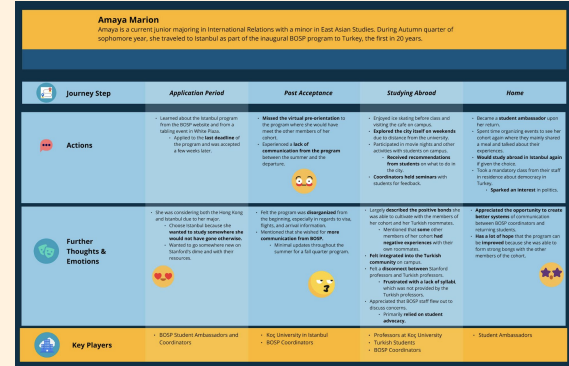
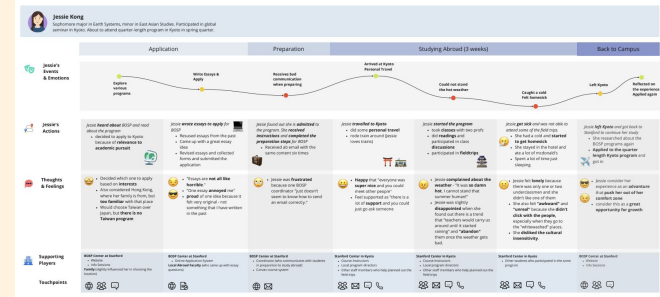
Cyprien
Student



Taylor
Student

14 INTERVIEWEES
4 ACTOR TYPES
7+ HOURS
INTERVIEW

SYNTHESIS & JOURNEY MAPS



Sticky Notes

Journey Maps

SUB-THEORIES



CULTURE

Difficulty of adapting to a foreign culture often downplayed or ignored.



SUPPORT

Student support resources in abroad Settings are insufficient.



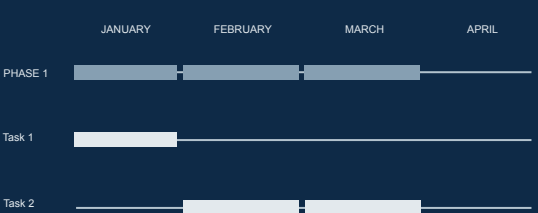
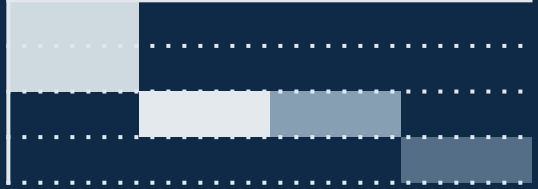
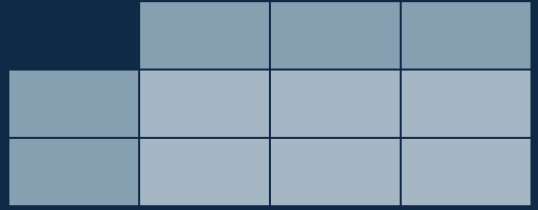
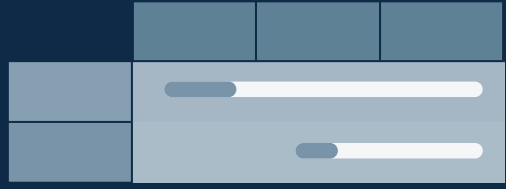
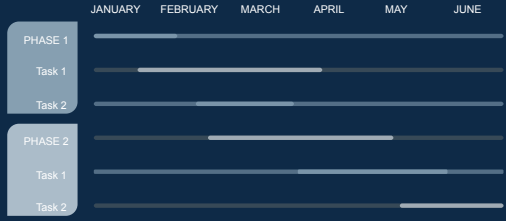
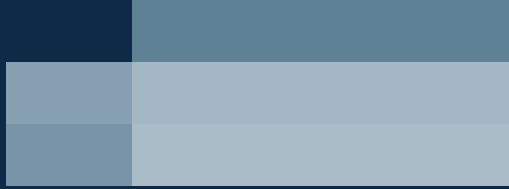
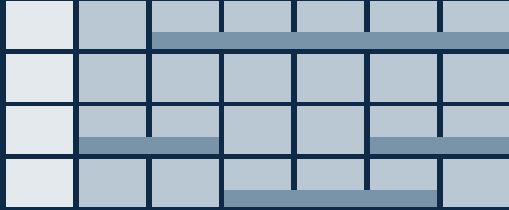
CONNECTION

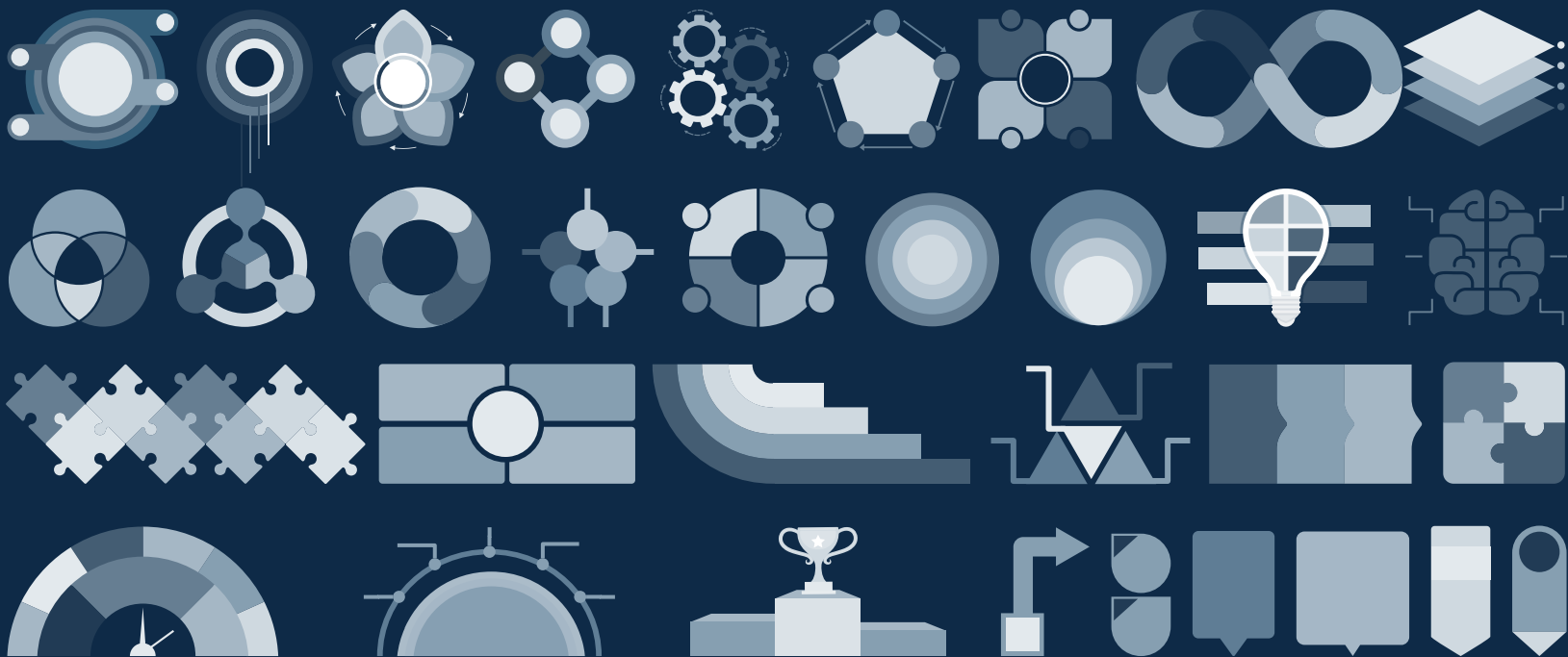
Disconnection between Academic Advisors and Local Program Administration.

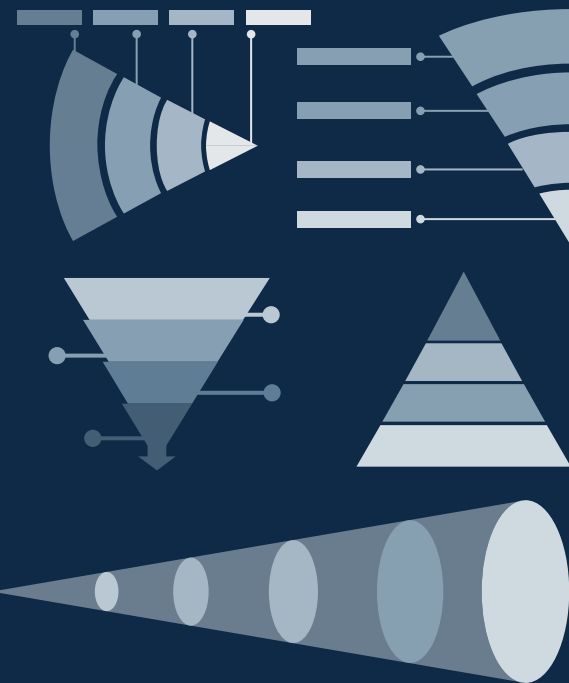
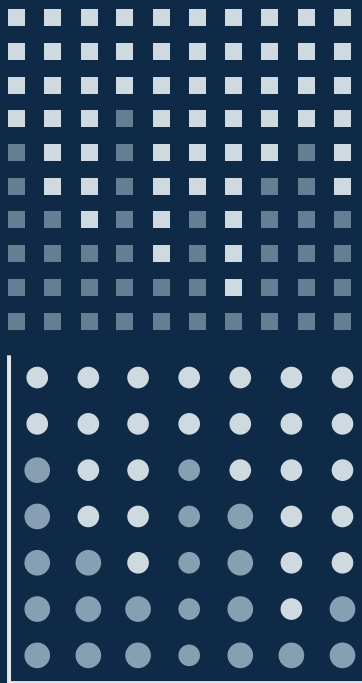


COMMUNICATION

Communication barriers and variability between students and BOSP, as well with their support systems at home.







...and our sets of editable icons

You can **resize** these icons without losing quality.

You can **change the stroke and fill color**; just select the icon and click on the **paint bucket/pen**.

In Google Slides, you can also use **Flaticon's extension**, allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Business Icons



Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



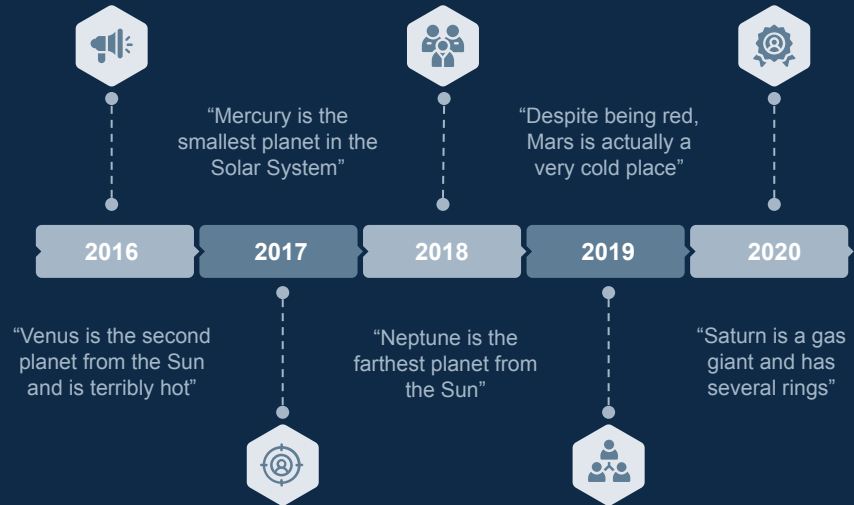
Nature Icons



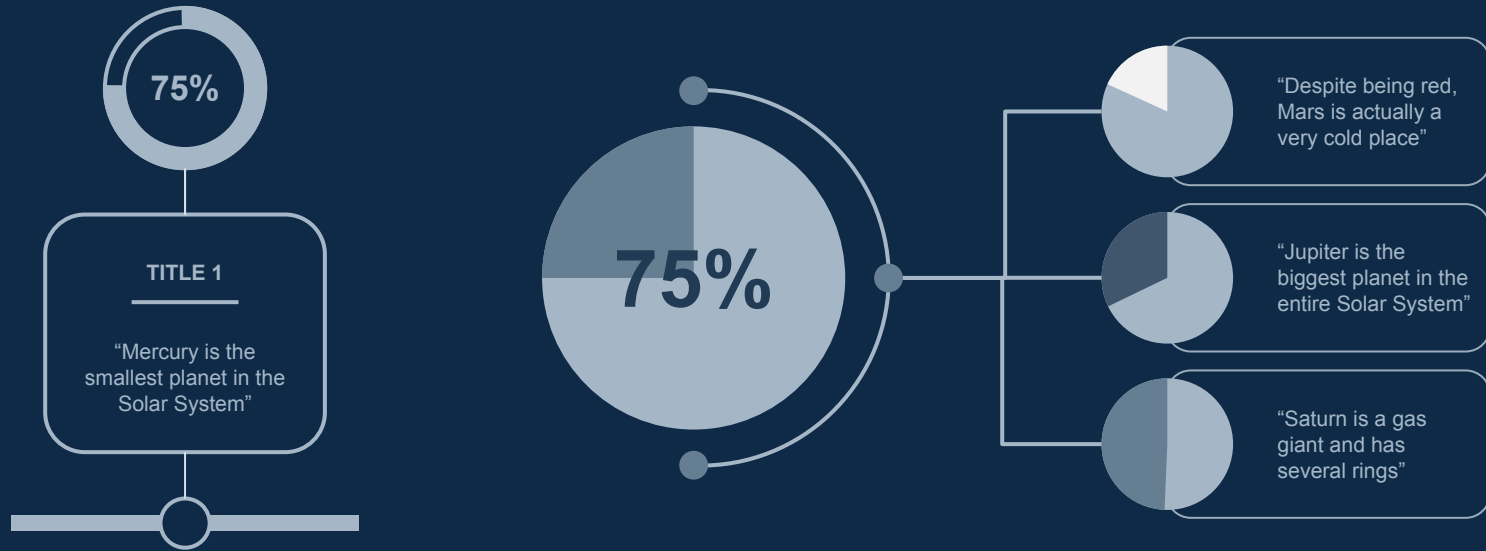
SEO & Marketing Icons



Premium infographics



Premium infographics



Premium Icons

Digital Marketing



Premium Icons

Online Learning



Premium Icons

Laboratory



Premium Icons

Goals & Results



Premium Icons

Infographic Elements



